

OPINION POLL REPORT

“Measuring the National Political Temperature ahead of the 2016 General Elections”

14th August 2015

About Research World International Ltd

Research World International is an independent research company whose work revolves around social-political, governance, and market research. With its headquarters in Ntinda, RWI is one of the leading research agency with a mix of professionals conducting up to 100 plus surveys a year.

Who we are...

In total, a full strength staff of

- ❑ 18 permanent research executives
- ❑ 3 Associate consultants
- ❑ 11 contract staff
- ❑ 60 field supervisors force
- ❑ up to 200 casual field force

A dedicated team for Trade Management

- ❑ IT solution support :1
- ❑ Data processing & analysis:16
- ❑ Field: in each country, specific team force as determined by the need.

How we work...

IT platform

- ❑ Over 16 computers all networked
- ❑ 600 Android phones
- ❑ Online deliverables
- ❑ World class – can meet any international standard requirements

Data Processing

- ❑ All services in-house, though we outsource at times
- ❑ Flexibility in partnering with the best e.g. TRAC

Data collection

- ❑ Paper and pencil
- ❑ Electronic- PDA (Android phones)
- ❑ Online panels

Understanding the value of Opinion Polls

What's a public opinion poll?

- 🌐 Public opinion poll is a type of survey or inquiry designed to measure the public's views regarding particular topics or series of topics and the respondents are randomly chosen from the population being measured.
- 🌐 Opinion polls can indeed guide in directing the discussions around governance, democracy, election related issues and any other issue under public debate.
- 🌐 Opinion poll therefore makes a significant contribution in providing an understanding of public opinion by revealing key drivers behind their opinion and attitudes and the likely choices.
- 🌐 It is important that the opinion gathered are for that period and can shift in any direction depending on the events. The report therefore represents opinions of between 13-26th when the field work was conducted.

Methodological Challenges in Conducting Polls

- From our experience, we realize that the process of opinion polling often appears mysterious, particularly to those who don't see how the views of few people can represent those of hundreds of millions.

Many people will ask;

- How the poll results can differ so much from their own personal impressions of what people think;*
- How did the poll star (RWI) select people for inclusion in its polls*
- How come they have never been interviewed?*

- The public's questions indicate a sincere desire to find out more about how polling is conducted, which becomes a vital area for consideration at the point of dissemination of results to enhance understanding and believability. This shows that the process of conducting the polls is as good as the results themselves.

Strategic Purpose of the 2015 Opinion Poll

The strategic purpose of the survey was to measure public attitudes, opinions and behaviors on politics, governance, and civic issues so as to inform the public debate about national democracy, intra party democracy and competition, choices and drivers of choices .



Summary: Approaches and Methodology

Study	Nationwide Public Opinion Poll 11 th – 26 th July 2015
Study approach	Quantitative
Technique	Face-to-face interviews on android platform
Instrument	Structured questionnaire programmed
Target respondents	Ugandan 17 Yrs and above
Gender	Female & male
Total sample size	2,320 face-to-face interviews
Scope	Field work was done in 48 Districts, 72 Sub-counties, and 120 Parishes
Margin of error	+/-3% margin of error at 97% confidence levels
Sampling	Randomly selected sample across the country
Analysis	Descriptive by regional comparisons, urban-rural comparisons, gender specific, age-specific, SEC-considerations
Sponsors	NTV Uganda, Uganda Governance Monitoring Platform, and Great Lakes Institute for Strategic Studies (GLISS) partnered with RWI to conduct a national representative opinion poll.



Description of Methodology

- RWI designed and implemented a quantitative national public opinion survey to measure public attitudes, opinion on politics and governance issues.
- In developing the methodological strategies, we drew upon a number of existing sources such as governance and social surveys, in particular gallop, Afro barometer, Pew Global Attitudes Project, and the World Values Survey, as our reference points.



Sampling Processes

- RWI applied a probability sampling which is by any standard regarded as the fundamental basis for all survey research of this nature.
- The fundamental goal of our survey was to come up with the same results that would have been obtained had every member of a population of 17+ been interviewed.
- The key used to reach this objective was a fundamental principle called ***equal probability of selection***, which gave every member of a population an equal – or in some instances a known -- probability of being selected in a sample, making the sample representative of the population.

Population Under Investigation

- The population (universe) investigated was made up of all Ugandan persons aged 17 Yrs and older in both rural and urban areas.
- For the purpose of sample design, the 2002 Population and Housing Census was used as the basis for estimating population distribution across regions.
- For this opinion polling, we used the parish as the sampling point, or the smallest cell for data collection. In each parish/division no more than 20 respondents were interviewed and this allowed us to spread and disperse the sample over many districts.



Selection of the Household

- A household is defined as *a group of persons who live together in the same homestead/compound but not necessarily in the same dwelling unit, have common housekeeping arrangements, share the same household head, and regularly share meals together.*
- The **random start method** was adopted during selection of households. A fixed landmark within the boundaries of the selected ward (such as a school or church) and (following the left hand rule) proceed to the starting household which is determined by the date of interview.
- The number of sampling points to be surveyed in each region was determined by the sample size allocated to that region, which was allocated on the basis of proportionate to population size (PPS).



Selection of the Respondents

- At the household, the respondent to be interviewed was selected using the **KISH GRID**. All members of the household aged 17 and over were listed in the household schedule on the Kish Grid.
- Following a successful interview at the household, the enumerator skipped four houses and selected the fifth (households).
- If the selected respondent was not at home, the enumerator made 2 call backs in a span of two days and a follow up to a place of work for those whose households had been selected but not at home. This was the case with Kampala where most interviews were done on the weekends and evenings.



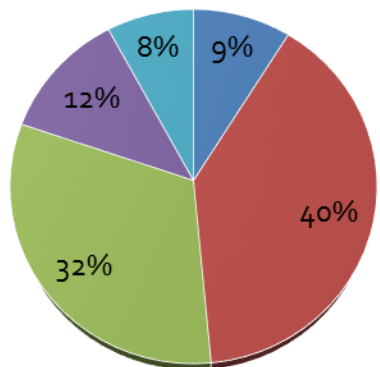
How Field work was organized

Putting into consideration the fact that the exercise was done countrywide, we used:

- 🌐 34 interviewers for data collection, hence 6 teams.
- 🌐 Sample per day for an interviewer was 7 interviews maximum
- 🌐 8 Supervisors, each supervising five interviewers.
- 🌐 4 quality control team leaders, one per region
- 🌐 Total output per day was an average of 238 interviews
- 🌐 All interviews were directly relayed to our server immediately after interview
- 🌐 Total number of actual interview days were 13 days
- 🌐 To ensure quality data, quality control procedures during fieldwork training of interviewers, back-checks, spot-checks etc. were strictly adhered to

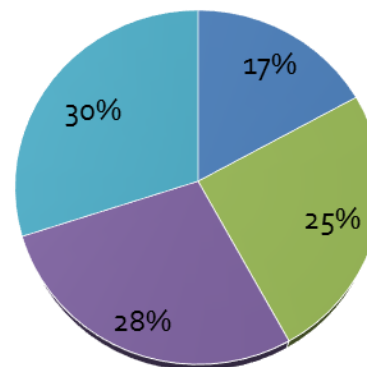
Sample size /share by Region

No. of interviews Urban



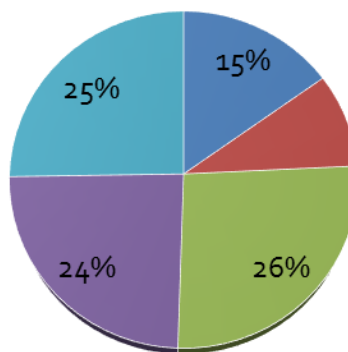
■ Central ■ Kampala ■ Eastern ■ Northern ■ Western

No. of interviews Rural



■ Central ■ Kampala ■ Eastern ■ Northern ■ Western

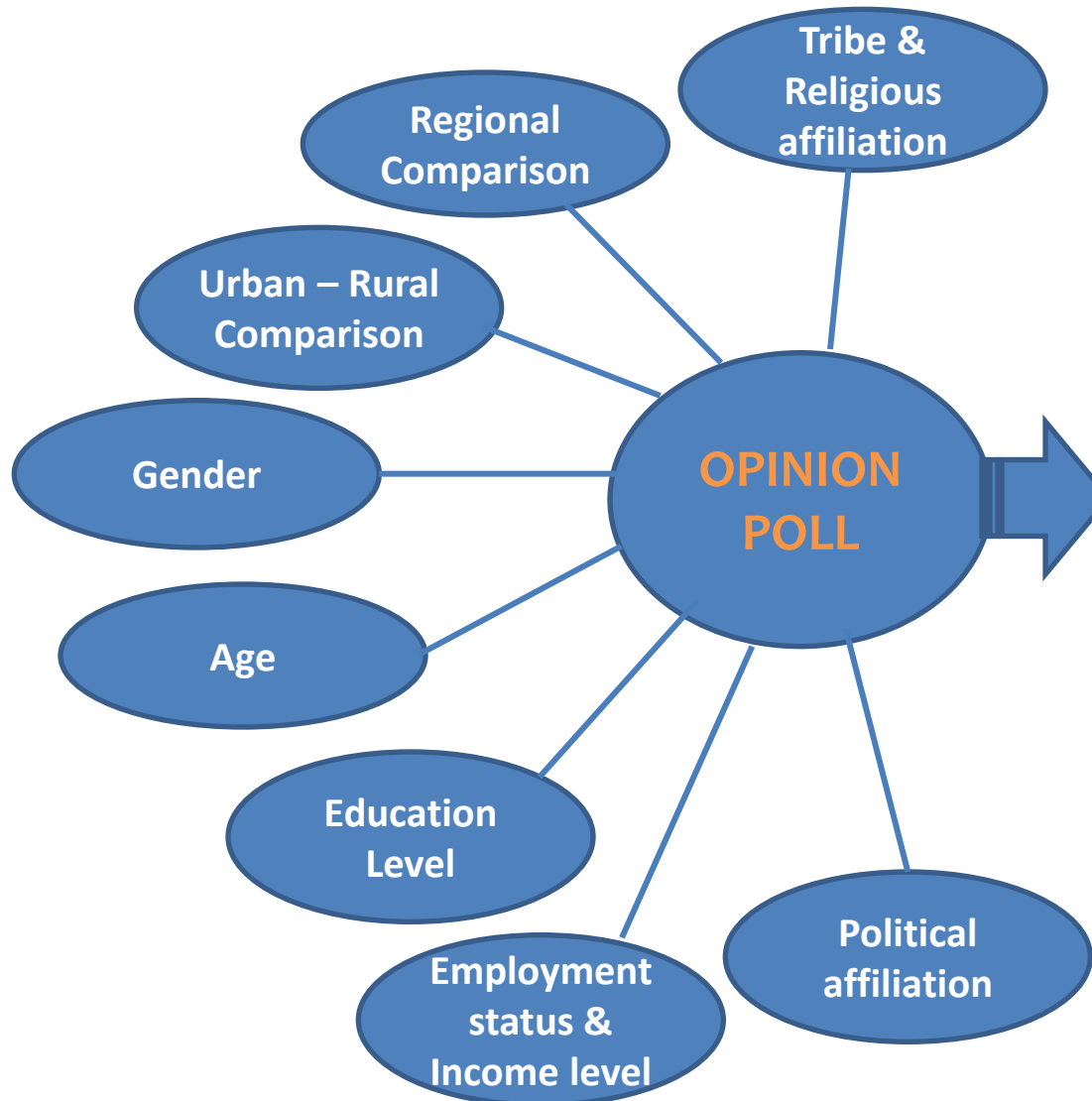
Interviews per Region



■ Central ■ Kampala ■ Eastern ■ Northern ■ Western



Overall Data Map



INSIGHTS

Governance

National ID Registration

Electoral Reforms

2016 Candidate Choice

Performance of YK
Museveni

Intra-Party Competition

Handover of Power in
Uganda

Presidential Term Limits

United Opposition

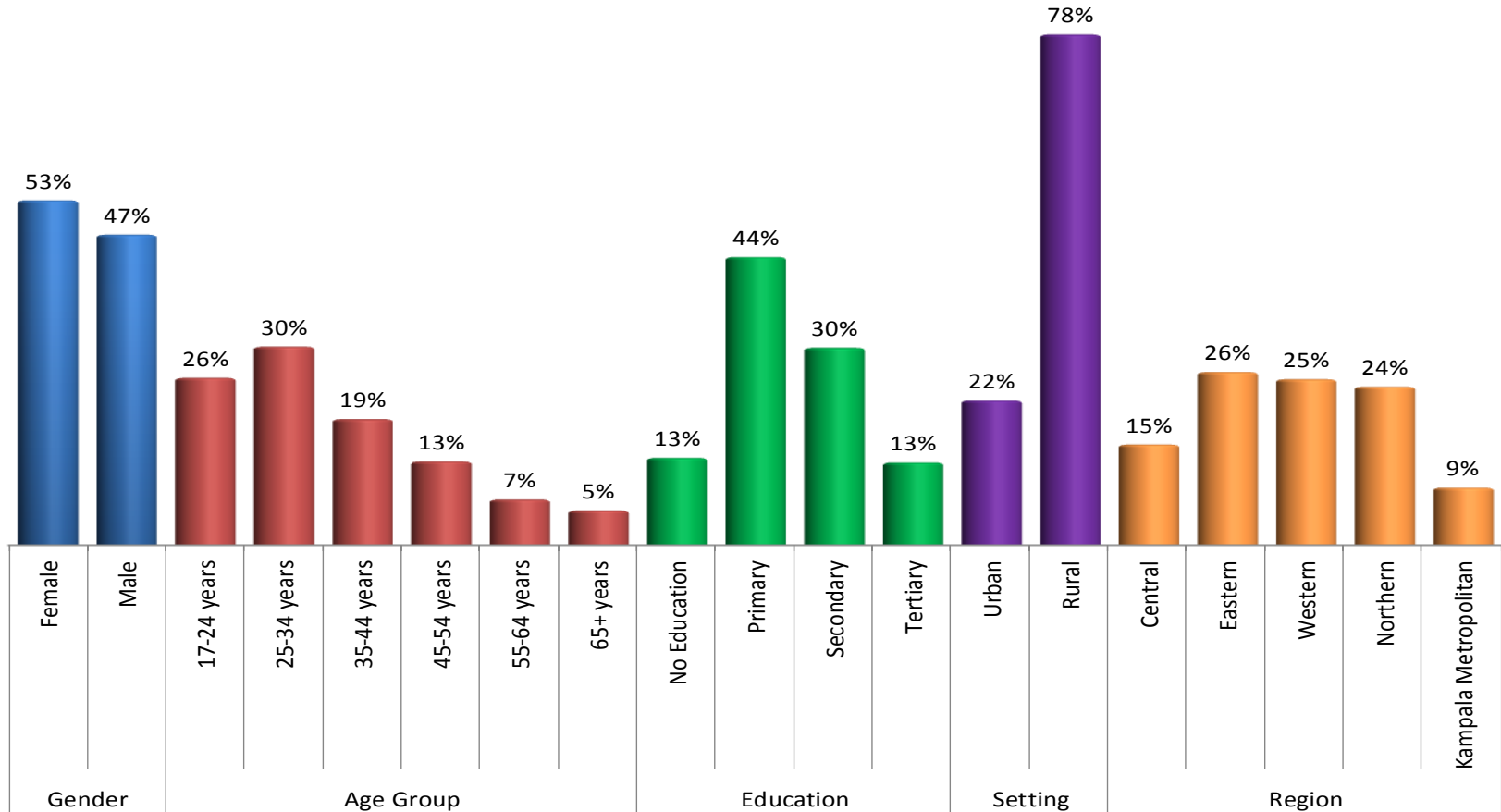
Digital Migration

Media Consumption

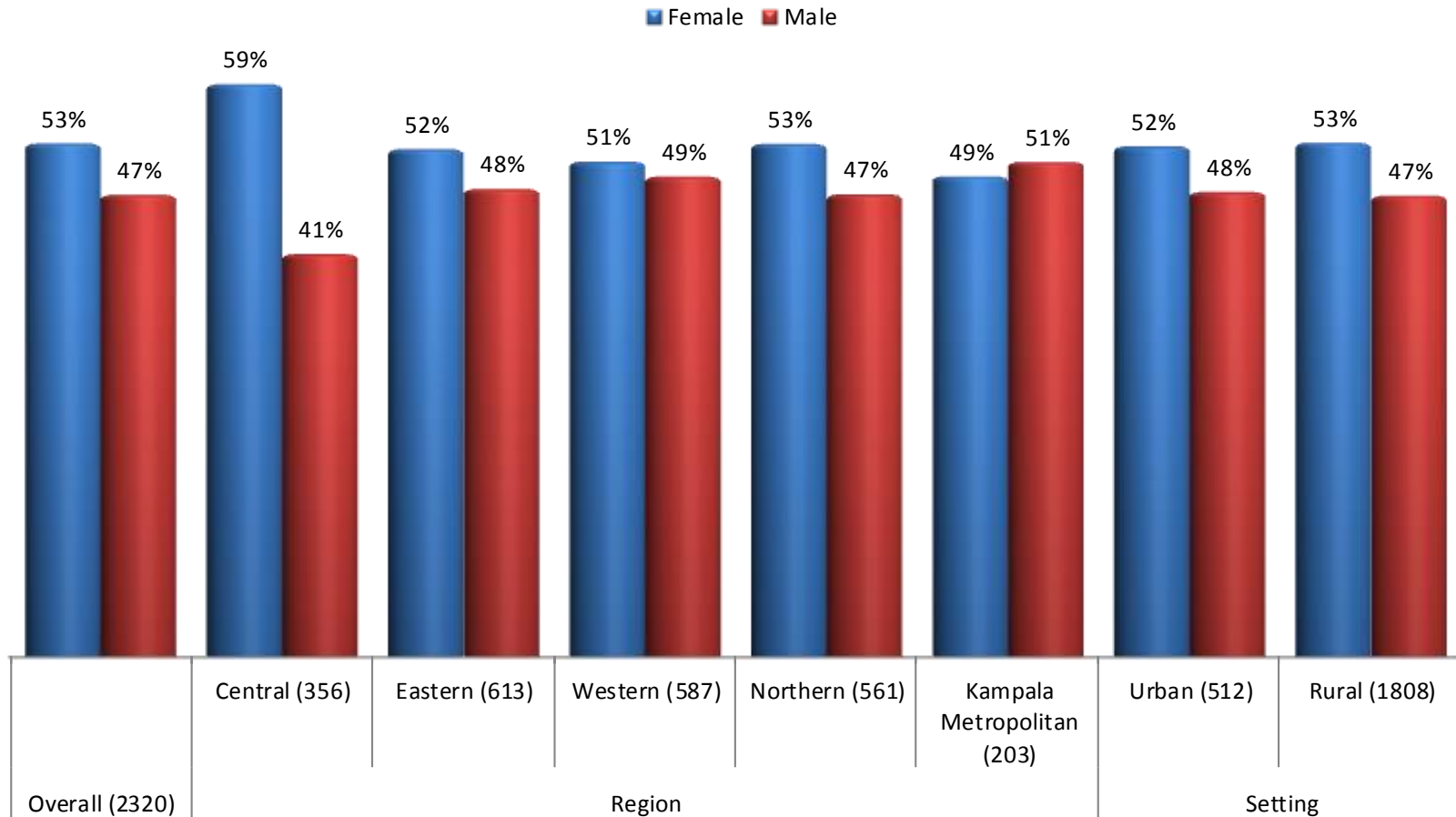
KEY FINDINGS

Population Surveyed

Base (N=2320)



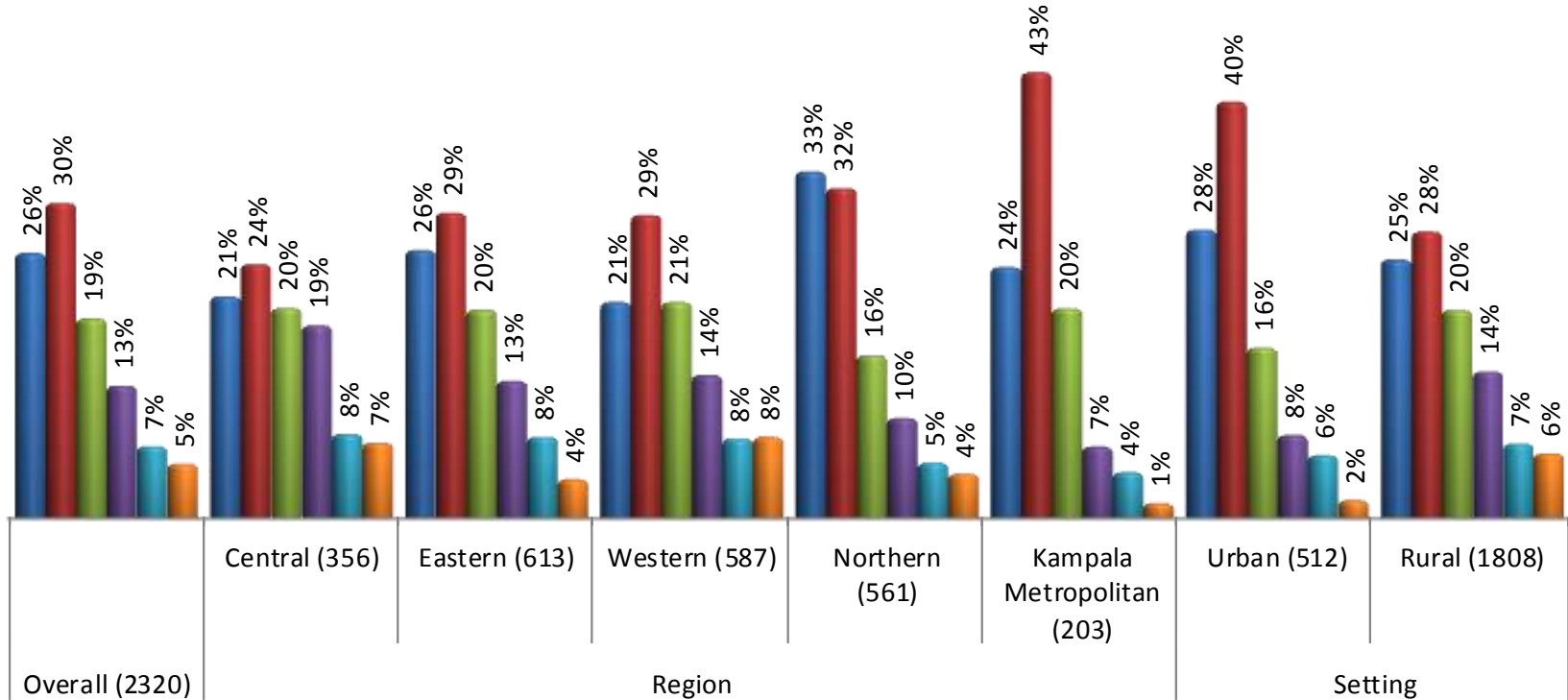
Population by Gender



More females were interviewed than males. Central registered significantly higher numbers of females compared to males

Population by Age

■ 17-24 Yrs ■ 25-34 Yrs ■ 35-44 Yrs ■ 45-54 Yrs ■ 55-64 Yrs ■ 65+ Yrs



Youth dominate adult demographics. 56% of adult population fall between 17-34 Yrs.

Population by Ethnicity

		Gender		Age Bands					
	Overall	Female	Male	17-24 Yrs	25-34 Yrs	35-44 Yrs	45-54 Yrs	55-64 Yrs	65+ Yrs
Base	2320	1221	1099	592	703	446	296	161	122
Baganda	18%	20%	15%	16%	16%	20%	20%	20%	21%
Banyankole	9%	10%	9%	8%	9%	10%	11%	11%	10%
Iteso	9%	9%	9%	9%	10%	9%	9%	7%	7%
Bagisu	7%	6%	8%	7%	6%	6%	8%	10%	7%
Acholi	7%	6%	7%	10%	8%	5%	3%	1%	1%
Basoga	6%	6%	7%	7%	7%	6%	5%	7%	2%
Langi	6%	6%	6%	7%	7%	5%	5%	5%	6%
Batooro	5%	5%	6%	5%	6%	6%	4%	3%	4%
Banyoro	5%	5%	5%	4%	5%	5%	6%	3%	5%
Karimojong	4%	5%	4%	6%	5%	2%	5%	3%	3%
Bakiga	4%	4%	4%	3%	4%	4%	5%	2%	10%
Lugbara	3%	3%	3%	2%	3%	3%	2%	2%	2%
Bagwere	3%	3%	2%	2%	3%	3%	2%	3%	2%
Bafumbira	2%	2%	3%	2%	2%	2%	2%	6%	6%
Bakonzo	2%	2%	3%	3%	2%	2%	2%	2%	3%
Aringa	2%	2%	2%	2%	2%	2%	2%	1%	1%
Madi	2%	2%	1%	1%	1%	2%	1%	5%	2%
Ethur	1%	1%	1%	3%	1%	1%	1%	-	2%
Others	2%	2%	2%	2%	3%	1%	2%	2%	2%

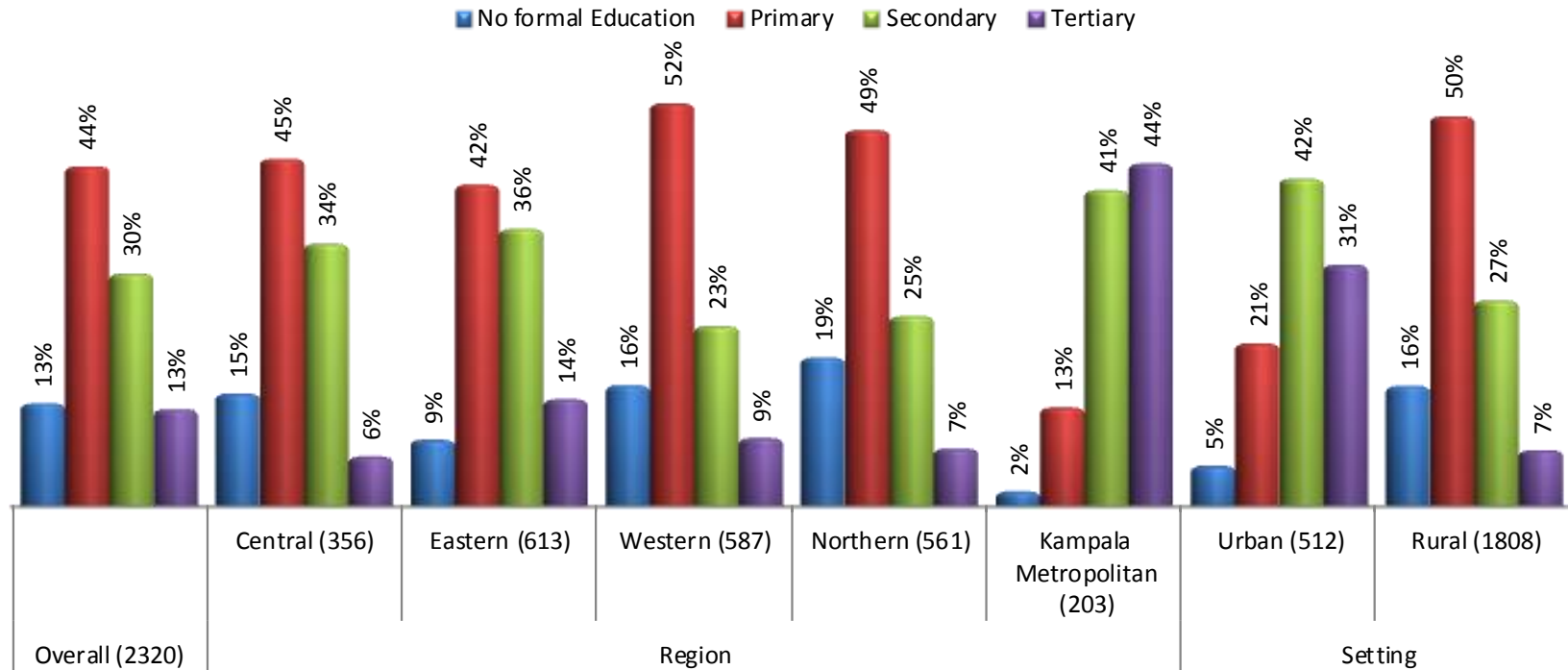
Population by Religious affiliation

	Gender			Age Bands					
	Overall (2320)	Female (1221)	Male (1099)	17-24 Yrs (592)	25-34 Yrs (703)	35-44 Yrs (446)	45-54 Yrs (296)	55-64 Yrs (161)	65+ Yrs (122)
Roman Catholic	44%	44%	43%	47%	44%	42%	44%	41%	41%
Protestant	32%	30%	34%	29%	31%	34%	27%	40%	44%
Muslim	14%	15%	13%	13%	16%	12%	17%	16%	8%
Born Again	9%	10%	8%	9%	9%	11%	11%	3%	3%
Seventh day adventist (SDA)	1%	1%	0.5%	1%	0.4%	1%	0.3%	1%	1%
Ancestral religion/Animism	0.3%	0.3%	0.2%	0.2%	0.1%	0.4%	0.3%	-	1%
Orthodox	0.1%	0.1%	0.1%	-	-	0.2%	-	-	1%
No religion	0.2%	0.2%	0.3%	0.2%	0.3%	0.2%	0.3%	-	-
Don't know/Refused to say	0.1%	-	0.2%	0.2%	-	-	-	-	1%

Roman Catholic have taken the lead over protestants. As at 2002 census, both were at par. Similarly, Muslims have increased by 2% compared to 2002

Population by Education level

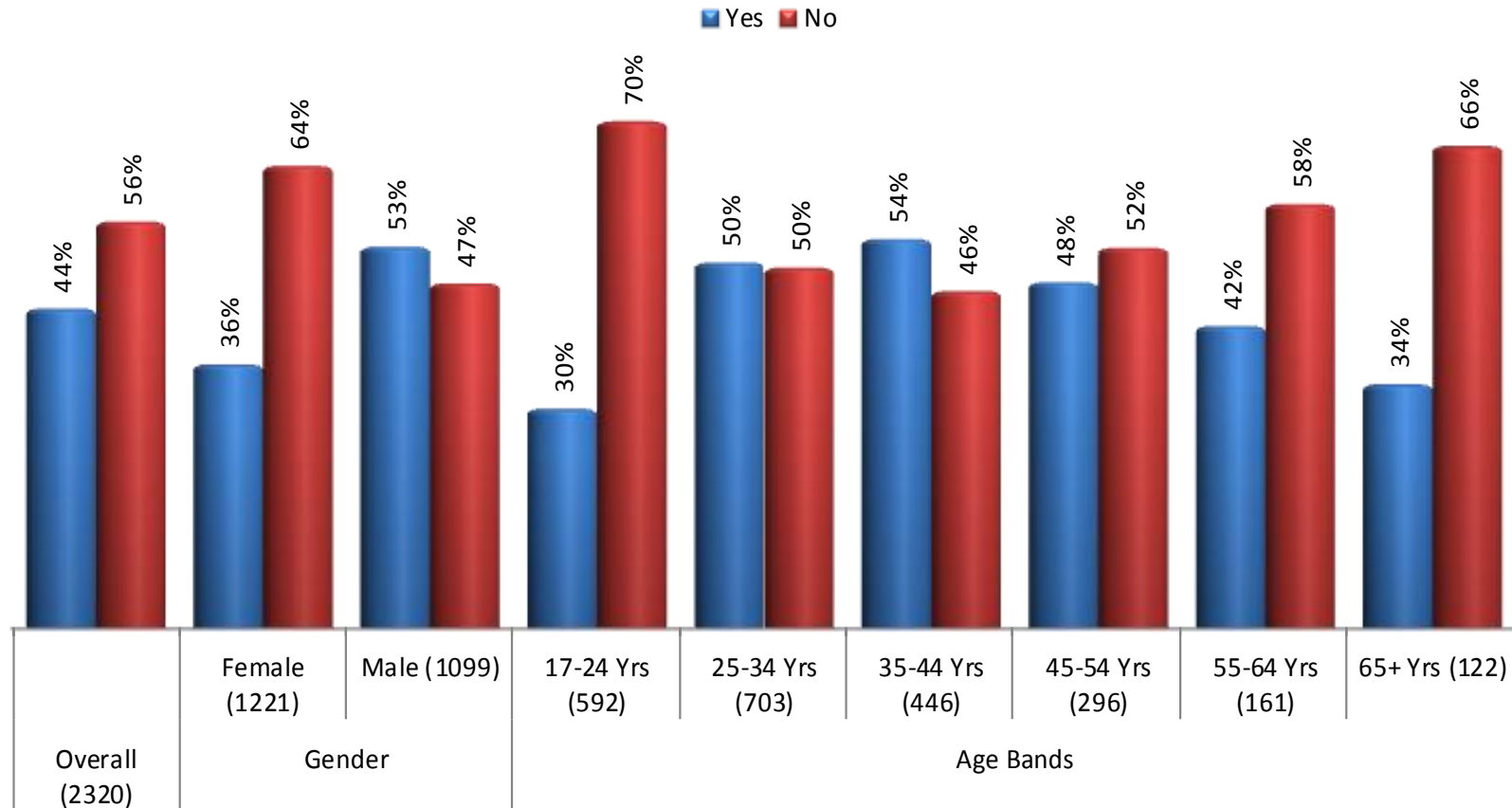
What is your highest level of education?



Majority of the population have only acquired primary education. Rural areas are worrying at 66% of the population having primary education or less. Western and Northern regions have fewer educated people.

Population by Employment Status

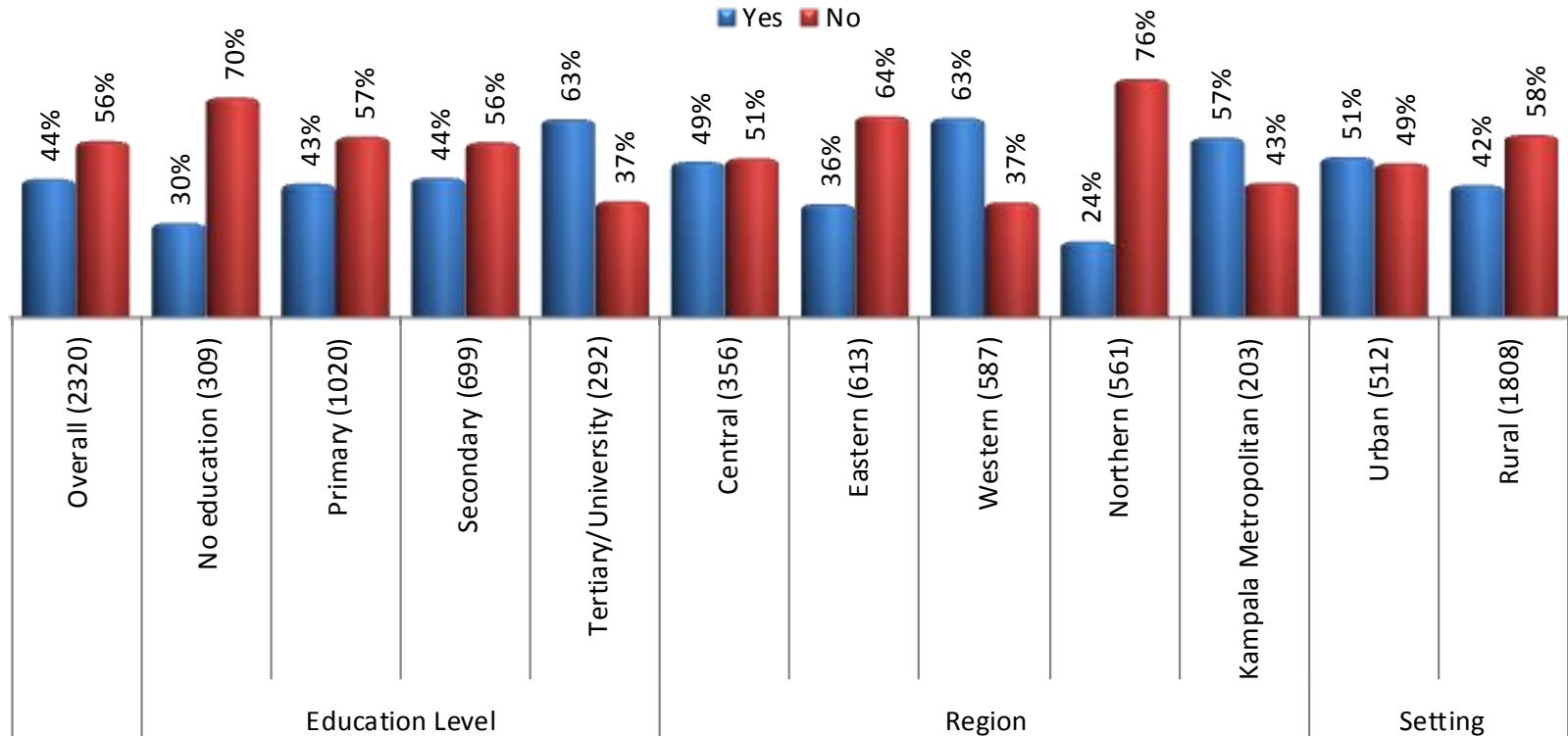
Are you currently employed?



Over half of the sampled population is unemployed. Majority being the young (17-24) and the old (65+)

Population by Employment Status

Are you currently employed?



Majority of the unemployed are the uneducated in northern region; those who have Primary and secondary level of education have similar fate

Career / Occupation

Asked to those who are currently employed: What is the nature of your employment?

	Gender			Age Bands					
	Overall (1021)	Female (444)	Male (577)	17-24 Yrs (179)	25-34 Yrs (354)	35-44 Yrs (239)	45-54 Yrs (141)	55-64 Yrs (67)	65+ Yrs (41)
Management	3%	2%	4%	2%	4%	3%	1%	3%	
Expert doctor, lawyer, accountant, etc.	2%	2%	3%	1%	3%	3%	3%		5%
Civil servant	5%	4%	6%	1%	4%	8%	10%	9%	2%
Skilled worker	14%	12%	15%	18%	16%	12%	10%	9%	5%
Unskilled worker	25%	28%	22%	30%	25%	21%	24%	19%	34%
Self-employed	51%	52%	50%	49%	49%	52%	52%	60%	54%

Encouraging that majority of Uganda population are self reliant through setting up their own business. 51% are self –employed. On the other hand, only a handful are on white collar jobs drawing key concerns on the education system

Population by Financial status

If you consider the combined amount of income and property of your household, do you think you are.....?

		Gender		Age Bands					
	Overall	Female	Male	17-24 Yrs	25-34 Yrs	35-44 Yrs	45-54 Yrs	55-64 Yrs	65+ Yrs
Base	2320	1221	1099	592	703	446	296	161	122
Very well off	1%	1%	1%	1%	1%	1%	1%	2%	-
Somewhat well off	5%	5%	6%	5%	5%	6%	5%	6%	3%
Average	23%	22%	25%	22%	26%	22%	23%	25%	18%
Not very well off	32%	31%	33%	34%	33%	33%	31%	24%	24%
Basically poor	35%	37%	33%	33%	32%	36%	36%	41%	51%
Refused to say	2%	2%	2%	2%	3%	2%	3%	2%	2%
Don't Know	1%	2%	1%	3%	1%	1%	1%	1%	2%

Majority of Ugandans feel that they are “basically poor” followed by “not very well off” denoting poor financial wellbeing

Population by Financial Status

If you consider the combined amount of income and property of your household, do you think you are.....?

		Education Level				Region					Setting	
	Overall	No education	Primary	Secondary	University	Central	Eastern	Western	Northern	Kampala Metropolitan	Urban	Rural
Base	2320	309	1020	699	292	356	613	587	561	203	512	1808
Very well off	1%	0%	1%	1%	2%	1%	1%	2%	0%	2%	2%	1%
Somewhat well off	5%	1%	3%	7%	14%	8%	6%	5%	2%	10%	10%	4%
Average	23%	8%	17%	30%	42%	26%	20%	26%	14%	46%	38%	19%
Not very well off	32%	26%	34%	35%	22%	31%	31%	40%	26%	27%	31%	32%
Basically poor	35%	61%	42%	23%	11%	27%	38%	28%	55%	6%	13%	42%
Refused to say	2%	3%	1%	2%	5%	5%	2%	1%	2%	4%	4%	2%
Don't Know	1%	1%	1%	1%	2%	2%	2%	0%	1%	3%	2%	1%

Majority of Northerners feel that they are basically poor. Most optimistic people are urban dwellers with university education

Per household: Average combined monthly income

Which of the following categories best corresponds to the average combined monthly income of your household?

		Gender		Age Bands					
	Overall	Female	Male	17-24 Yrs	25-34 Yrs	35-44 Yrs	45-54 Yrs	55-64 Yrs	65+ Yrs
Base	2320	1221	1099	592	703	446	296	161	122
Less than 100,000 UGX	35%	38%	33%	34%	32%	35%	38%	42%	48%
100,000–300,000 UGX	26%	24%	29%	29%	26%	27%	26%	25%	16%
300,001- 1,500,000 UGX	17%	17%	16%	16%	19%	17%	18%	14%	11%
1,500,001–3,000,000 UGX	6%	5%	7%	4%	7%	7%	4%	4%	3%
3,000,001–9,000,000 UGX	1%	2%	1%	1%	1%	2%	1%	-	2%
Over 9,000,000 UGX	0.3%	0.1%	0.5%	0.2%	-	0.2%	1%	1%	-
Refused to disclose	4%	4%	5%	3%	5%	5%	3%	3%	3%
Not sure/Don't know	10%	11%	9%	12%	10%	7%	10%	11%	16%

35% of Ugandans live on less a dollar a day. Further, over 61% of the families live on less than 100 dollars a month

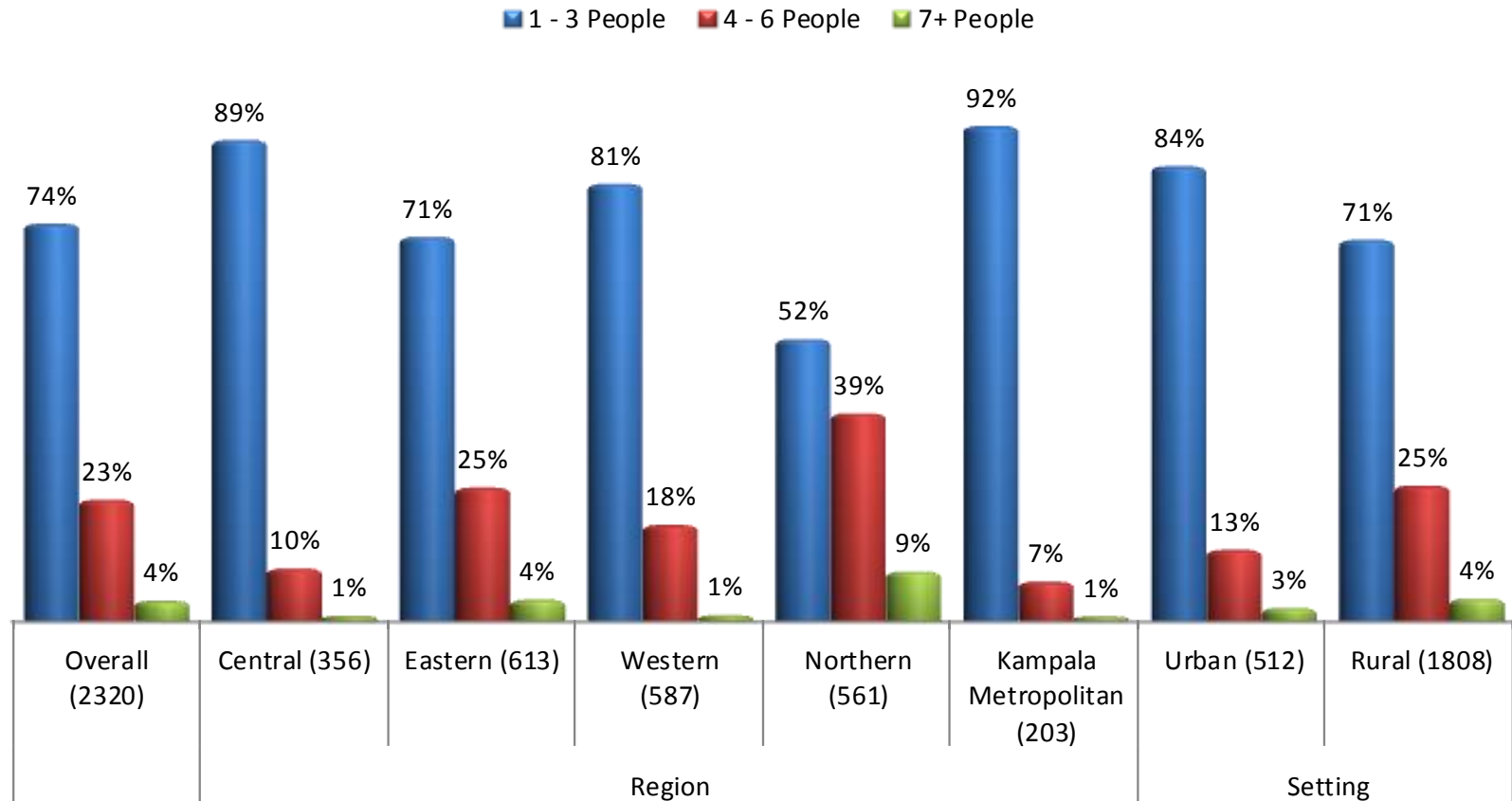
Per household: Average combined monthly income

Which of the following categories best corresponds to the average combined monthly income of your household?

	Overall	Education Level				Region					Setting	
		No education	Primary	Secondary	University	Central	Eastern	Western	Northern	Kampala Metropolitan	Urban	Rural
Base	2320	309	1020	699	292	356	613	587	561	203	512	1808
Less than 100,000 UGX	35%	60%	41%	26%	11%	22%	44%	43%	38%	2%	13%	42%
100,000 – 300,000 UGX	26%	18%	28%	28%	24%	23%	26%	37%	21%	19%	26%	27%
300,001 - 1,500,000 UGX	17%	7%	13%	23%	25%	28%	15%	12%	11%	30%	28%	13%
1,500,001 – 3,000,000 UGX	6%	1%	3%	7%	16%	13%	2%	0.2%	3%	24%	13%	3%
3,000,001 – 9,000,000 UGX	1%	-	1%	1%	5%	1%	0.3%	1%	1%	8%	4%	1%
Over 9,000,000 UGX	0.3%	0.3%	0.1%	-	1%	0.3%	0.2%	-	0.4%	1%	0.4%	0.2%
Not sure/Don't know	10%	10%	12%	9%	8%	8%	9%	5%	20%	8%	9%	11%
Refused to disclose	4%	3%	2%	5%	9%	5%	3%	2%	6%	8%	8%	3%

Per household: Average number of voters

How many people aged 17 Yrs and above live in your household?

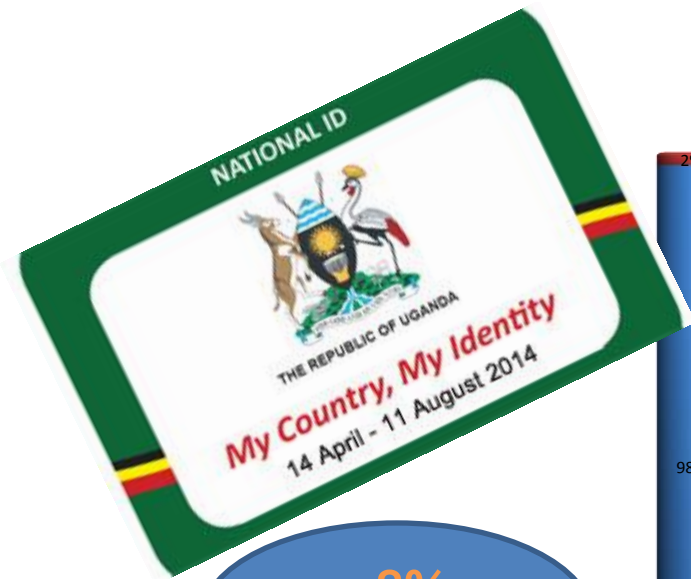


Majority of the households had between 1 to 3 people aged 17 Yrs and above. Northern region had more adults living in a household while Kampala metropolitan had the least.

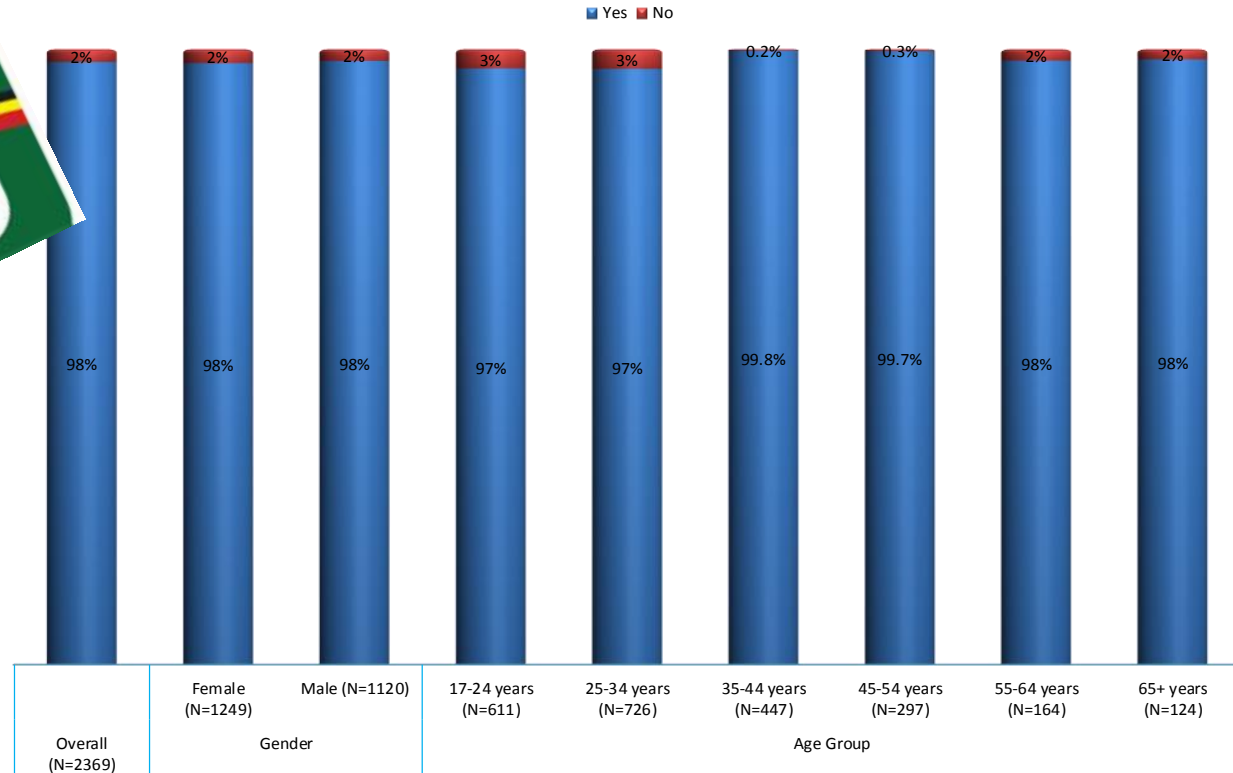
VOTER REGISTRATION

Registration for National I.D

Did you register for National Identity Card?



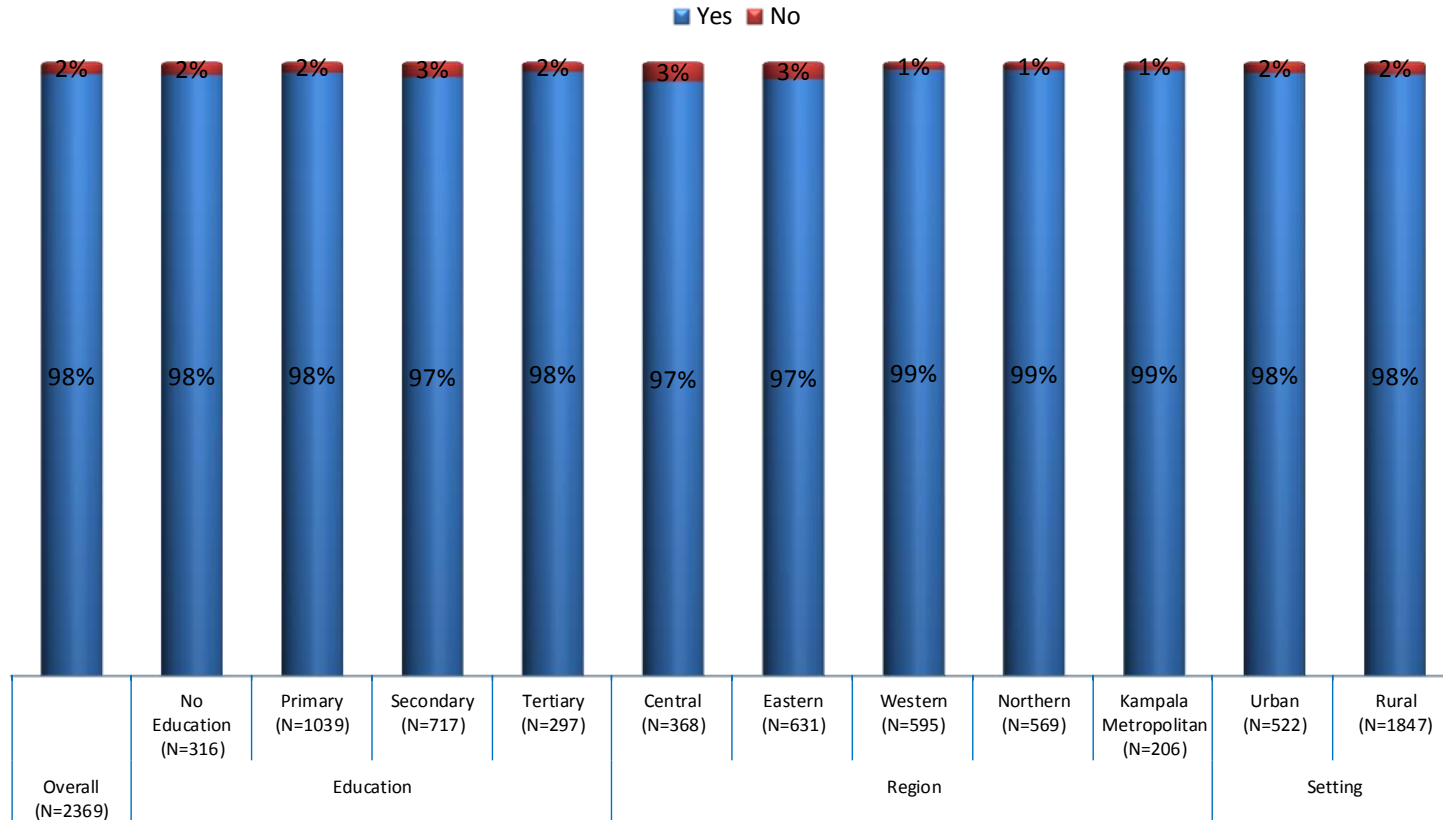
98%
registered



At 98%, an overwhelming majority registered for national ID denoting positive reception of the voter registration exercise

Registration for National I.D

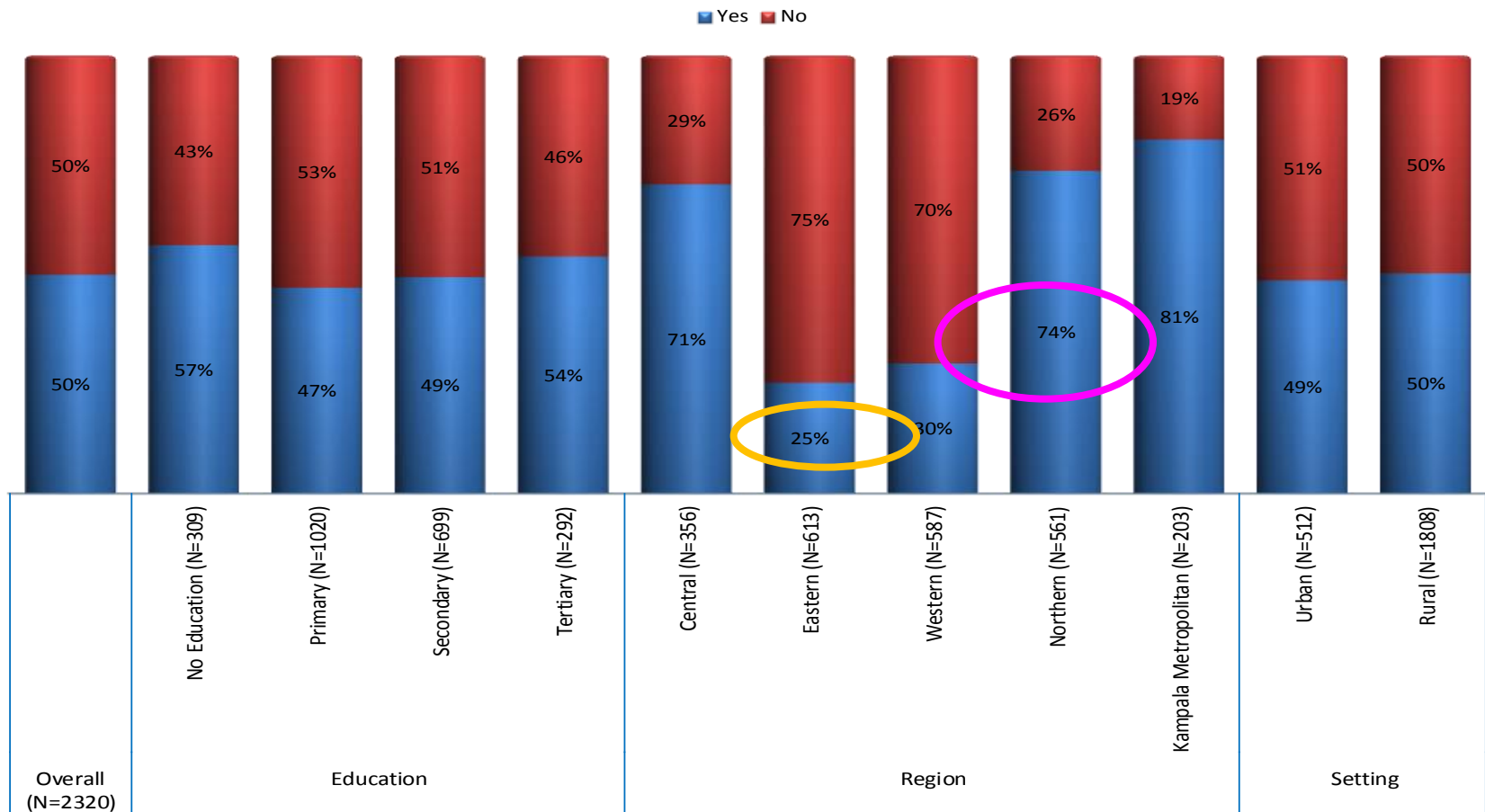
Did you registered for your National ID?



Great enthusiasm for the registration exercise exhibited

Collection of National Identification Cards

Have you picked up your National ID?

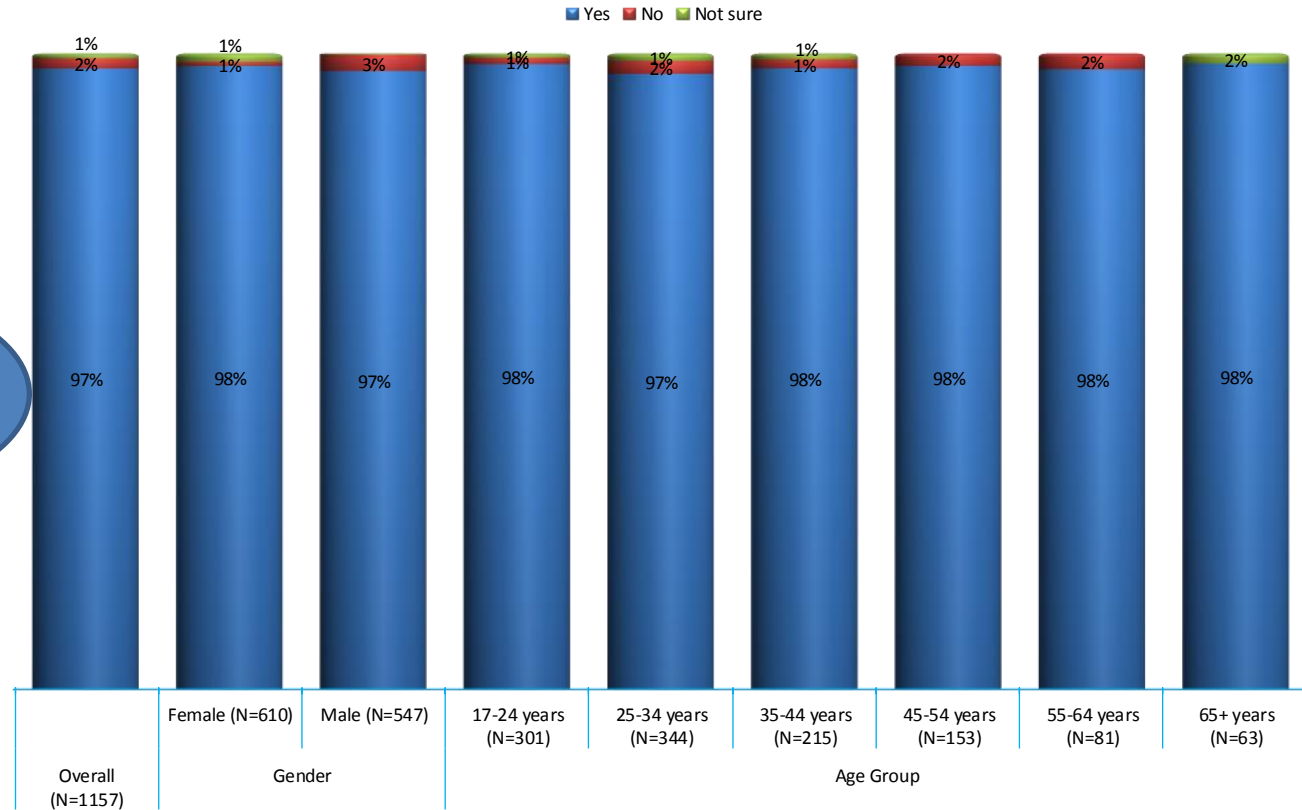


Kampala metropolitan whose collection was rolled out first has the highest followed by Northern region. Central, greater Kampala comes third. The worst collection is in Western and Eastern region.

Accuracy of National ID information

Is all the personal information on your card correct?

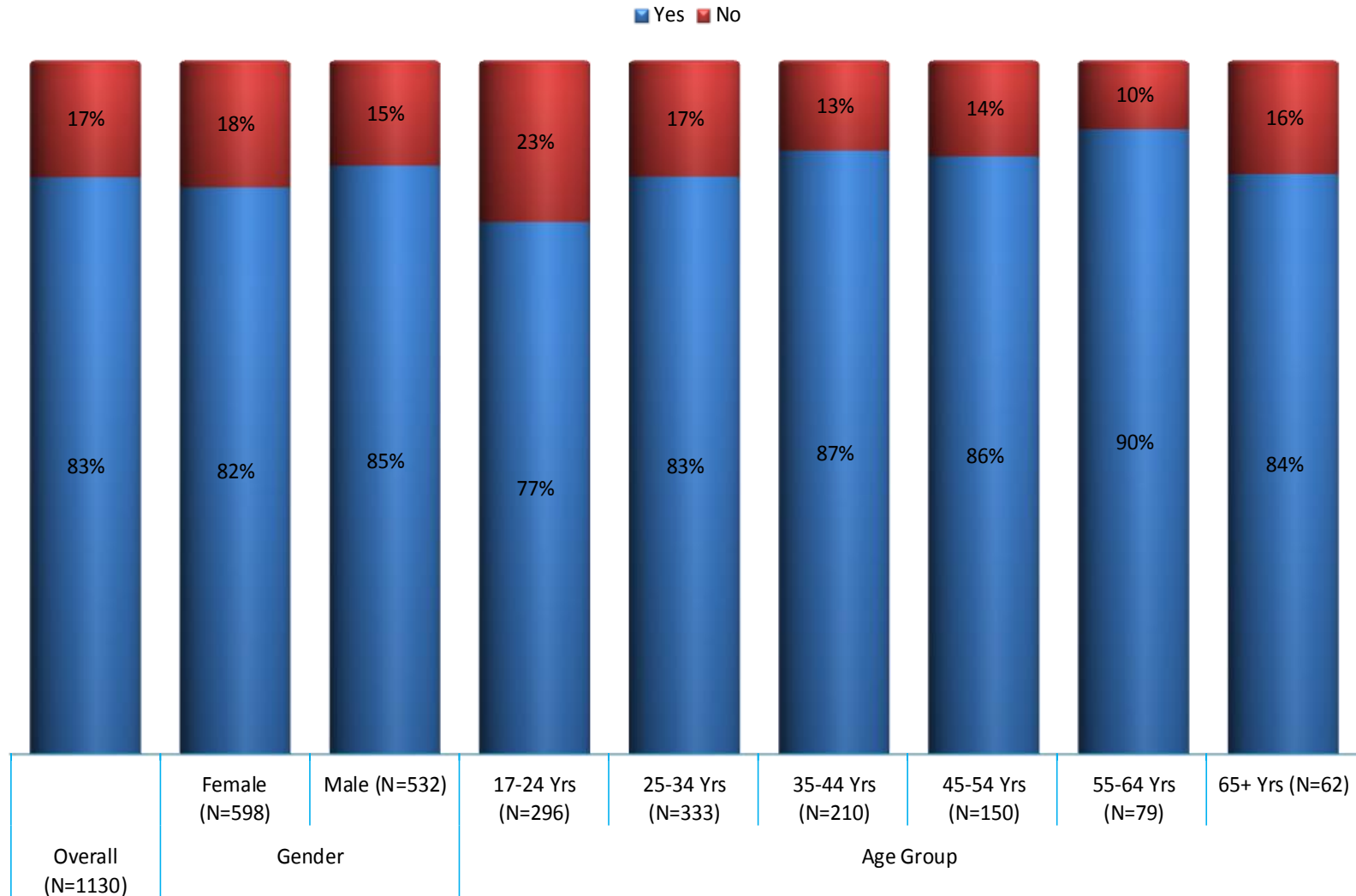
97% report accurate information



High level of accuracy in capturing personal information on Identification cards; commendable job done by the registering body.

Verification in National Voters Register

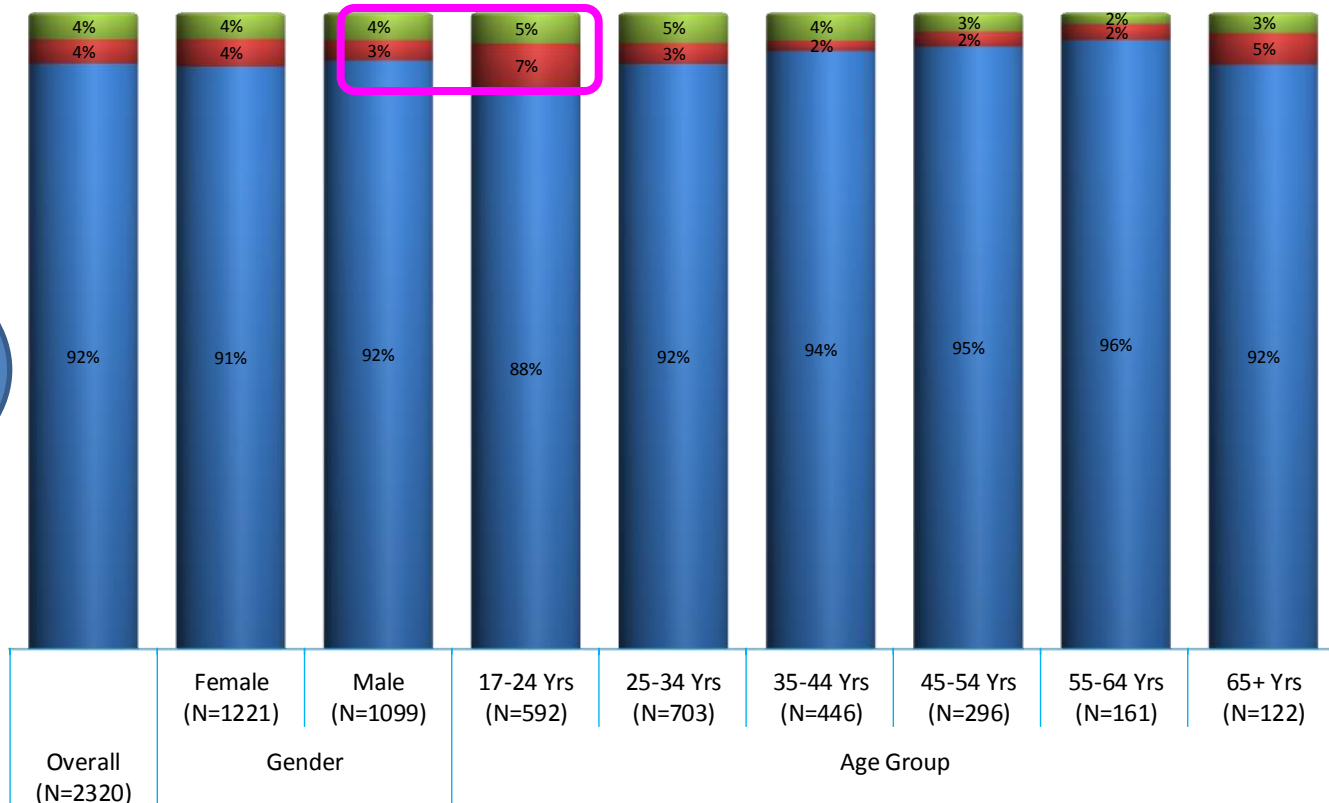
Did you verify whether you are on the voters' register?



Knowledge of Polling Stations

Do you know your polling station?

■ Yes ■ No ■ Not sure



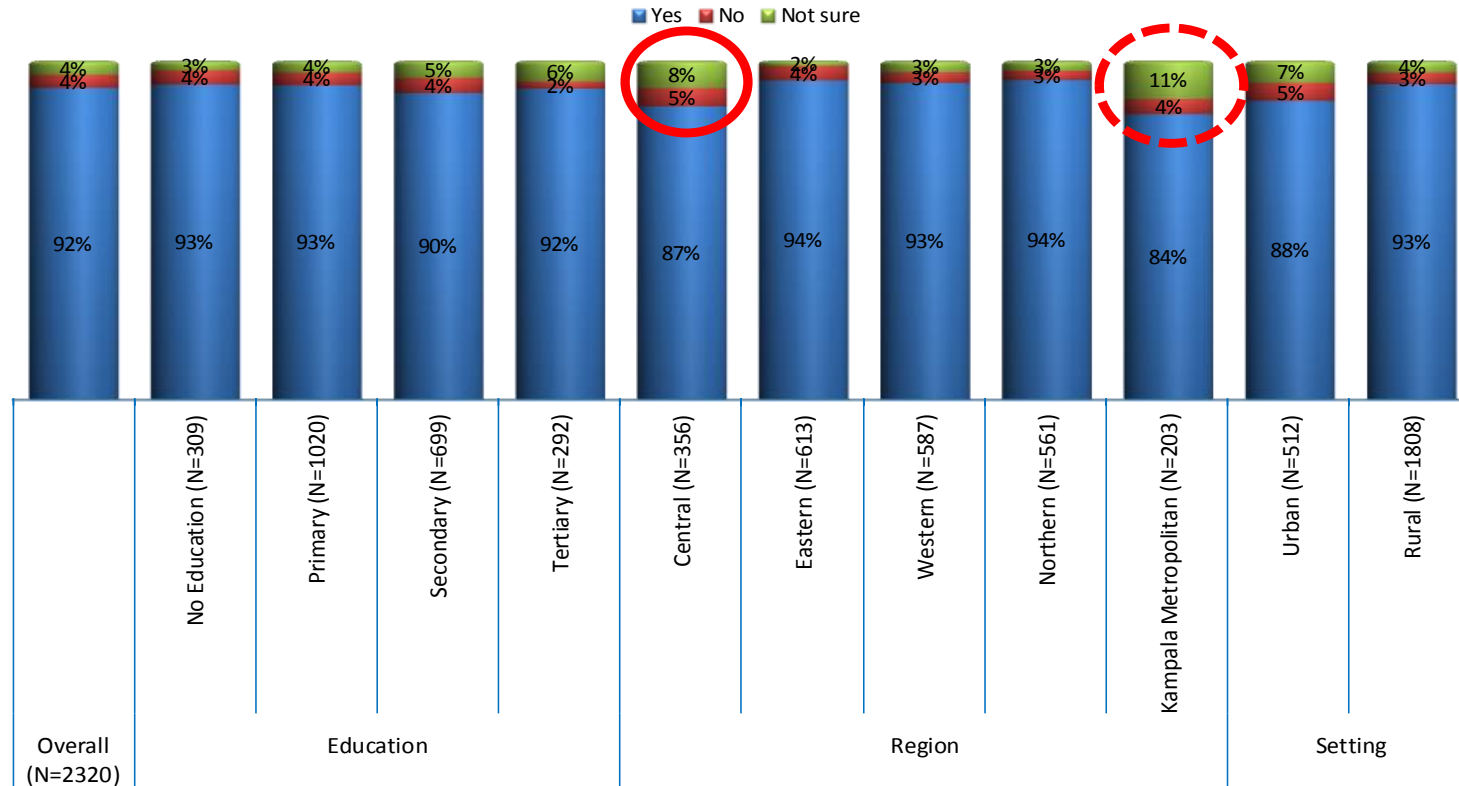
92% know their polling stations

Majority of the sample who have registered for national IDs are informed about their poll station. However 6% of those registered still don't know their polling station.

Lack of awareness about where to vote from is highest among the youth (17-34yrs) who are highly likely not to have participated in polling

Knowledge of Polling Stations

Do you know your polling station?



Surprisingly, awareness of respondents' polling center is lowest in core of Uganda (Kampala metropolitan followed greater Kampala (Central))

GOVERNANCE



Most serious problems facing Ugandans

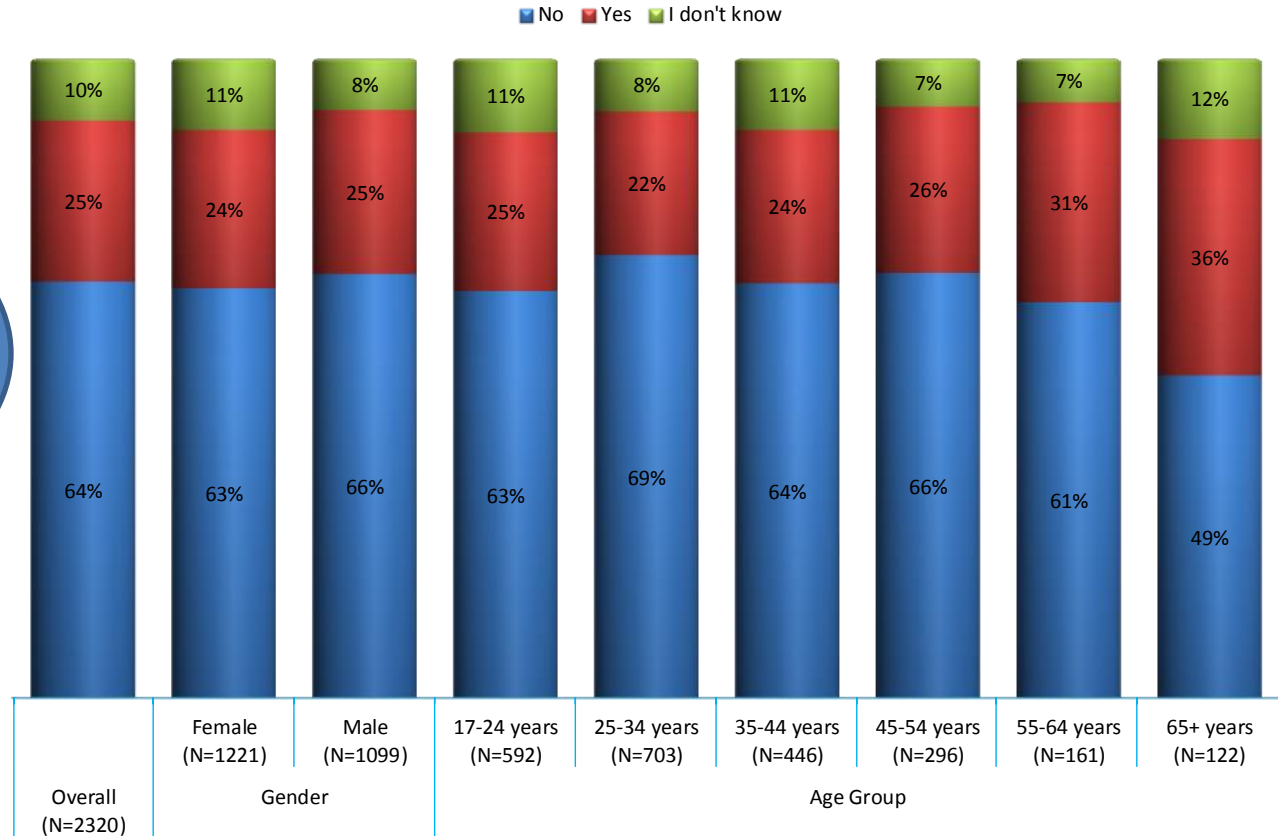
What would you say are the four most serious problems facing Uganda today?

	Overall	Region				
		Central	Eastern	Western	Northern	Kampala Metropolitan
Base	2212	348	586	543	540	195
High levels of poverty	48%	46%	46%	43%	60%	41%
Corruption and embezzlement of government funds	41%	32%	39%	48%	44%	40%
Unemployment rates are high	33%	27%	33%	29%	29%	65%
Poor road network	29%	36%	26%	29%	29%	28%
Poor education system	21%	22%	22%	16%	29%	9%
Lack of medicine in health facilities	17%	24%	19%	17%	11%	12%
High inflation rate	16%	22%	16%	24%	5%	14%
Poor health facilities	16%	14%	14%	18%	18%	12%
Lack of enough safe water sources	13%	18%	11%	16%	13%	4%
Leaders clinging onto power for so long	8%	6%	12%	9%	6%	5%
Insecurity resulting into rampant killings	8%	7%	9%	3%	10%	10%
Outbreak of diseases (e.g. Hepatitis B, Malaria and Nodding disease etc.)	7%	2%	9%	3%	15%	1%
Heavy taxation by government	6%	9%	8%	2%	3%	10%
Lack of health facilities in some areas	5%	7%	6%	6%	5%	2%

Poverty, corruption, unemployment, poor roads and education systems are major concerns for Ugandans of voting age.

Public Perception on Corruption

Do you think the Uganda government has done enough to fight corruption?

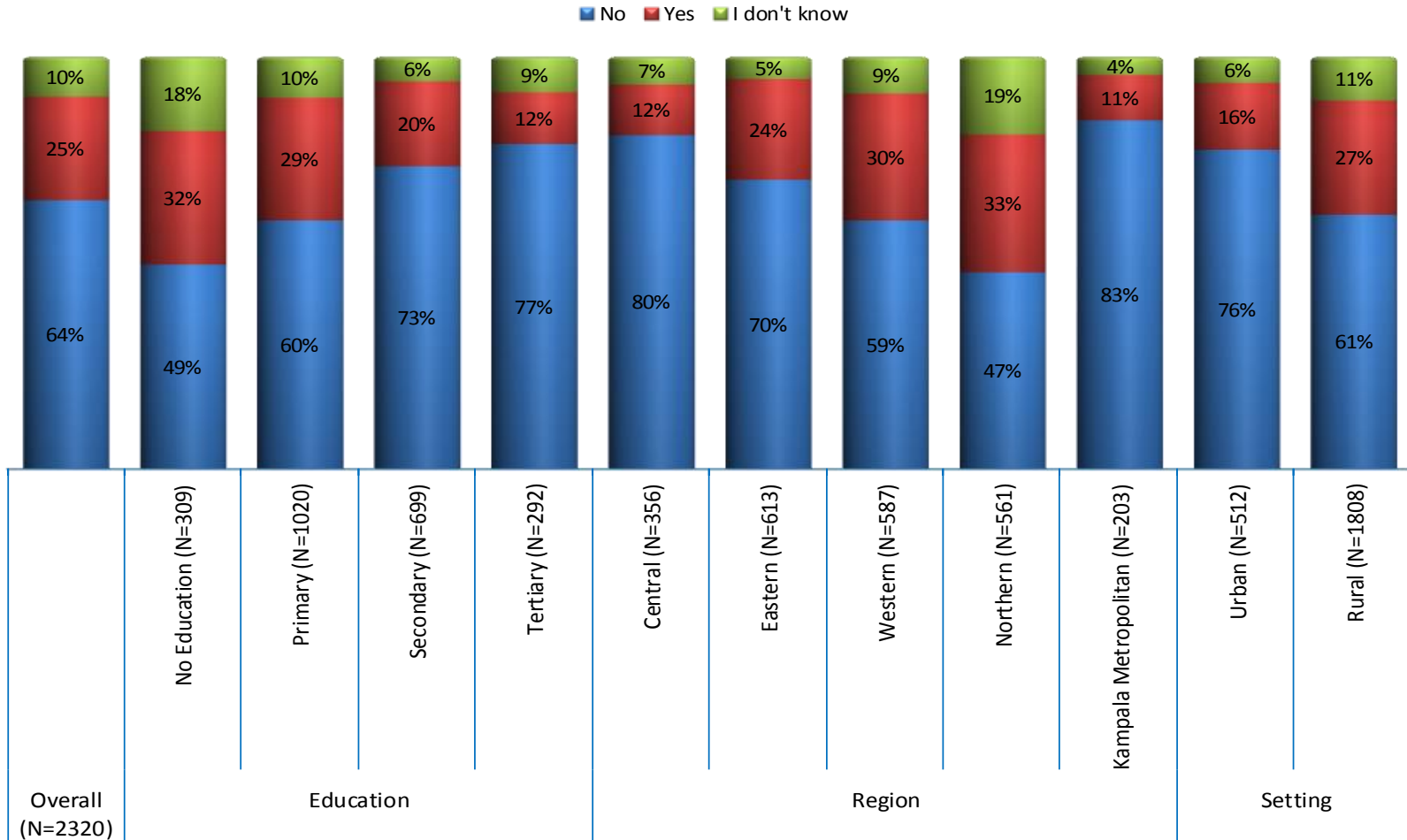


64% don't think the govt. has done enough!

Majority don't think the government is doing its best to fight corruption

Public Perception on Corruption

Do you think the Uganda government has done enough to fight corruption?



Institutions fighting Corruption

In your Opinion, which one institution has put in the most effort toward fighting Corruption in Uganda?

	Gender		Age Bands						Education level				Region					Setting		
	Overall	Female	Male	17-24 Yrs	25-34 Yrs	35-44 Yrs	45-54 Yrs	55-64 Yrs	65+ Yrs	No Education	Primary	Secondary	Tertiary	Central	Eastern	Western	Northern	Kampala Metropolitan	Urban	Rural
Base	2320	1221	1099	592	703	446	296	161	122	309	1020	699	292	356	613	587	561	203	512	1808
IGG	21%	18%	24%	23%	21%	24%	17%	14%	13%	9%	23%	21%	24%	7%	9%	20%	45%	11%	18%	21%
President Museveni	15%	17%	12%	11%	12%	14%	22%	24%	22%	28%	16%	11%	6%	12%	18%	17%	13%	11%	12%	16%
None	11%	12%	11%	9%	13%	10%	12%	16%	8%	9%	10%	13%	14%	24%	9%	11%	2%	23%	14%	11%
Anti-corruption court	10%	8%	11%	9%	10%	9%	9%	12%	11%	6%	8%	11%	16%	6%	15%	8%	8%	11%	12%	9%
Parliament	9%	8%	9%	10%	9%	8%	9%	9%	8%	7%	9%	9%	9%	19%	8%	8%	2%	13%	10%	9%
The Media	9%	9%	8%	8%	9%	9%	7%	5%	10%	9%	7%	10%	9%	12%	10%	7%	3%	16%	15%	7%
Civil society	8%	8%	9%	11%	9%	7%	6%	8%	4%	9%	6%	11%	9%	5%	8%	3%	16%	6%	5%	9%
Parliamentary Public accounts Committee	7%	5%	8%	5%	7%	9%	7%	4%	5%	3%	9%	5%	7%	-	6%	16%	2%	3%	5%	7%
Uganda Police	4%	5%	3%	5%	3%	3%	5%	4%	6%	6%	4%	4%	1%	8%	5%	3%	3%	1%	4%	4%
No comment	3%	5%	2%	4%	3%	3%	2%	2%	11%	7%	3%	2%	2%	4%	2%	5%	2%	4%	2%	4%
Don't Know	2%	3%	1%	3%	3%	1%	1%	1%	2%	5%	2%	2%	1%	1%	5%	1%	2%	-	2%	2%
Black Monday	1%	1%	1%	1%	1%	1%	-	-	-	-	1%	1%	2%	1%	2%	0.2%	0.4%	1%	0.4%	1%
UPDF	0.3%	0.2%	1%	0.3%	0.1%	0.4%	1%	1%	-	0.3%	0.3%	0.3%	1%	-	1%	0.2%	0.2%	-	1%	0.3%
URA	0.1%	0.2%	0.1%	0.2%	-	0.4%	-	-	-	-	-	0.1%	1%	-	0.3%	-	-	1%	1%	-

MONEY FOR VOTES

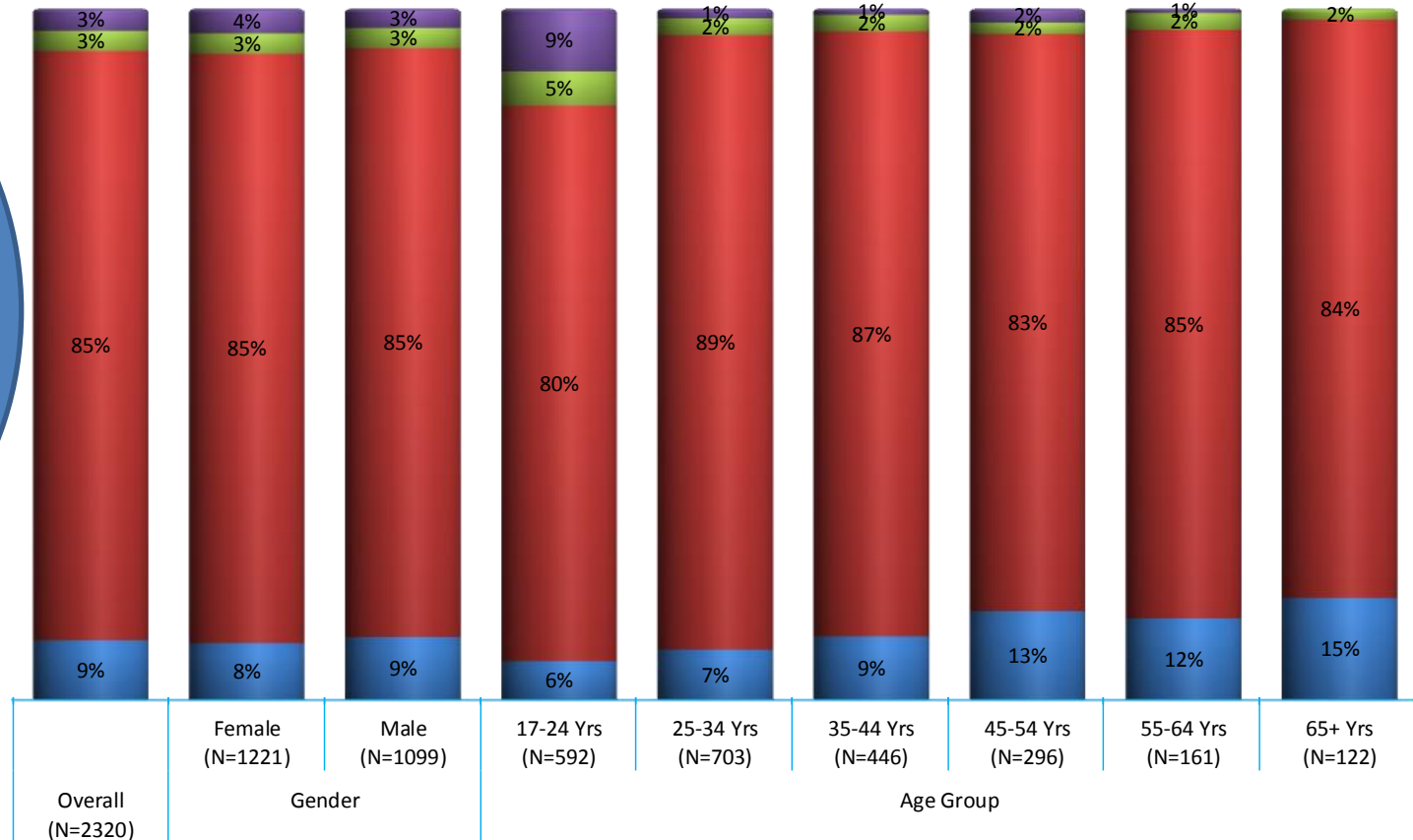


Voter bribery

Thinking back to the 2011 presidential elections, did you personally get money, soap, sugar Salt and other material things for votes during the campaign period?

Yes No Don't remember No comment

9% of voters admit to having received bribes during 2011 campaigns

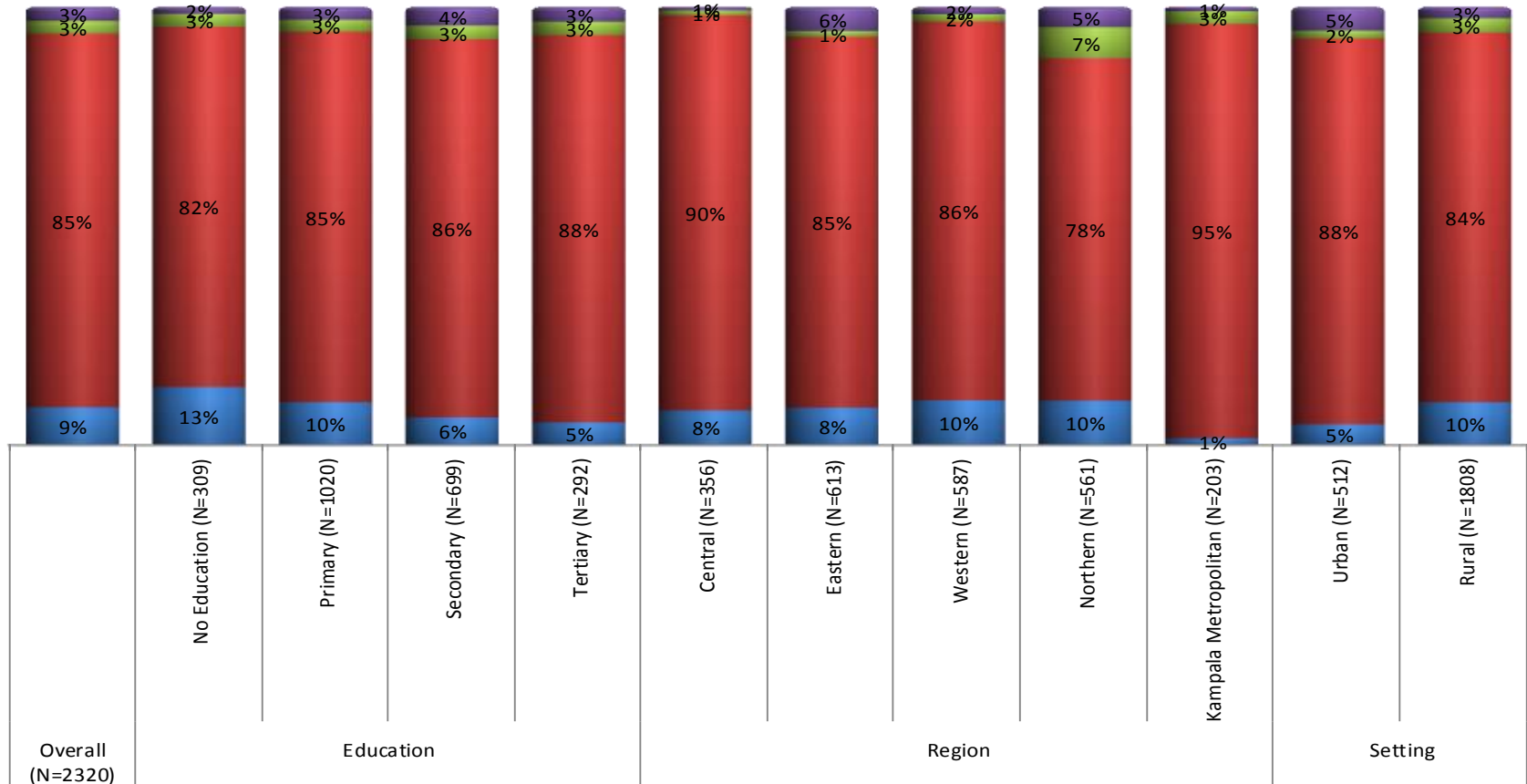


Generally, low incidence of voter bribery but propensity to having received a bribe increased with age.

Voter bribery

Thinking back to the 2011 presidential elections, did you personally get money, soap, sugar Salt and other material things for votes during the campaign period?

■ Yes
 ■ No
 ■ I don't remember
 ■ No comment

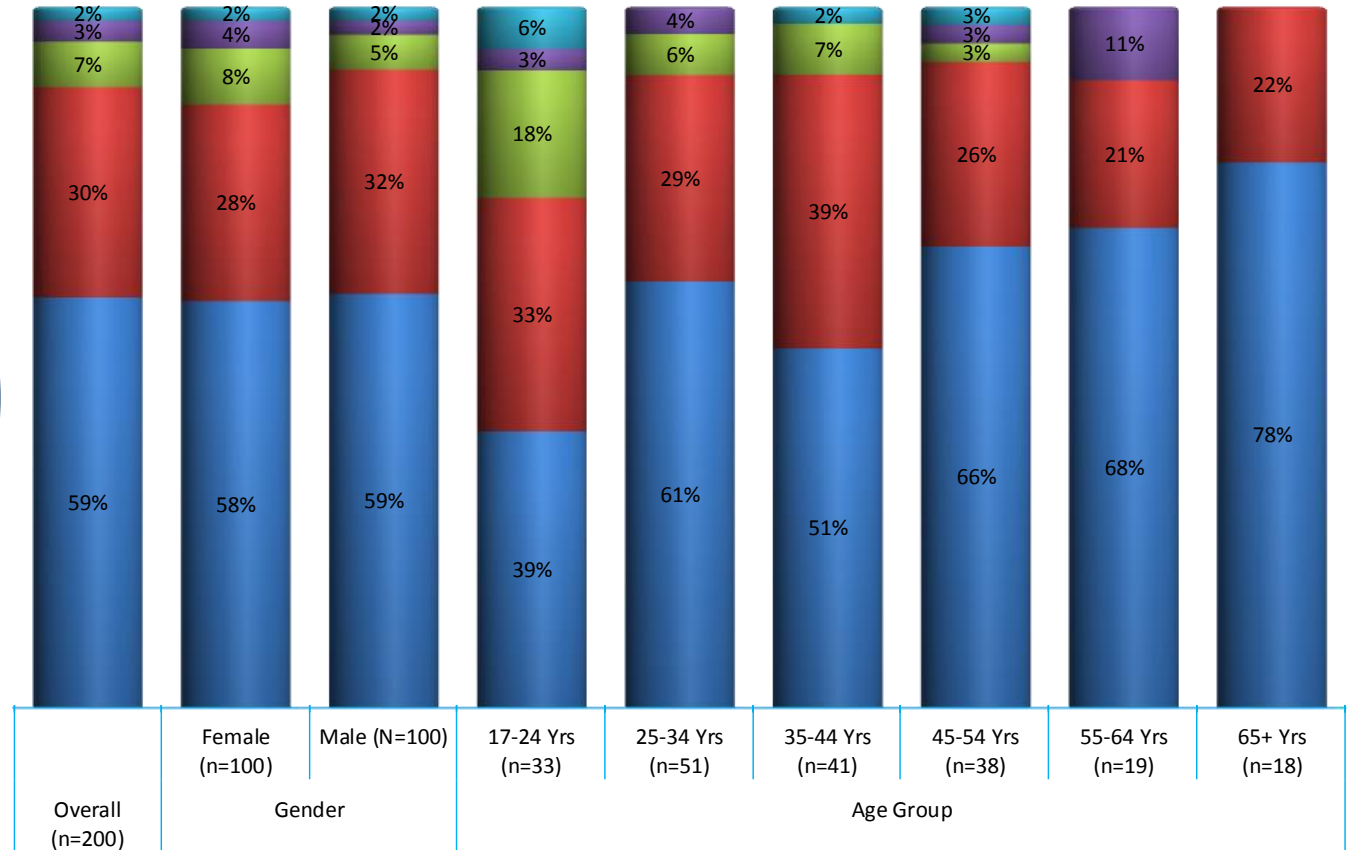


Mainly voters in rural areas, particularly in Northern and Western region, received bribes in 2011.

Voter bribery

Did you vote for the candidate from whose campaign team you received the bribe?

■ Yes ■ No ■ I didn't vote ■ Don't remember ■ No comment



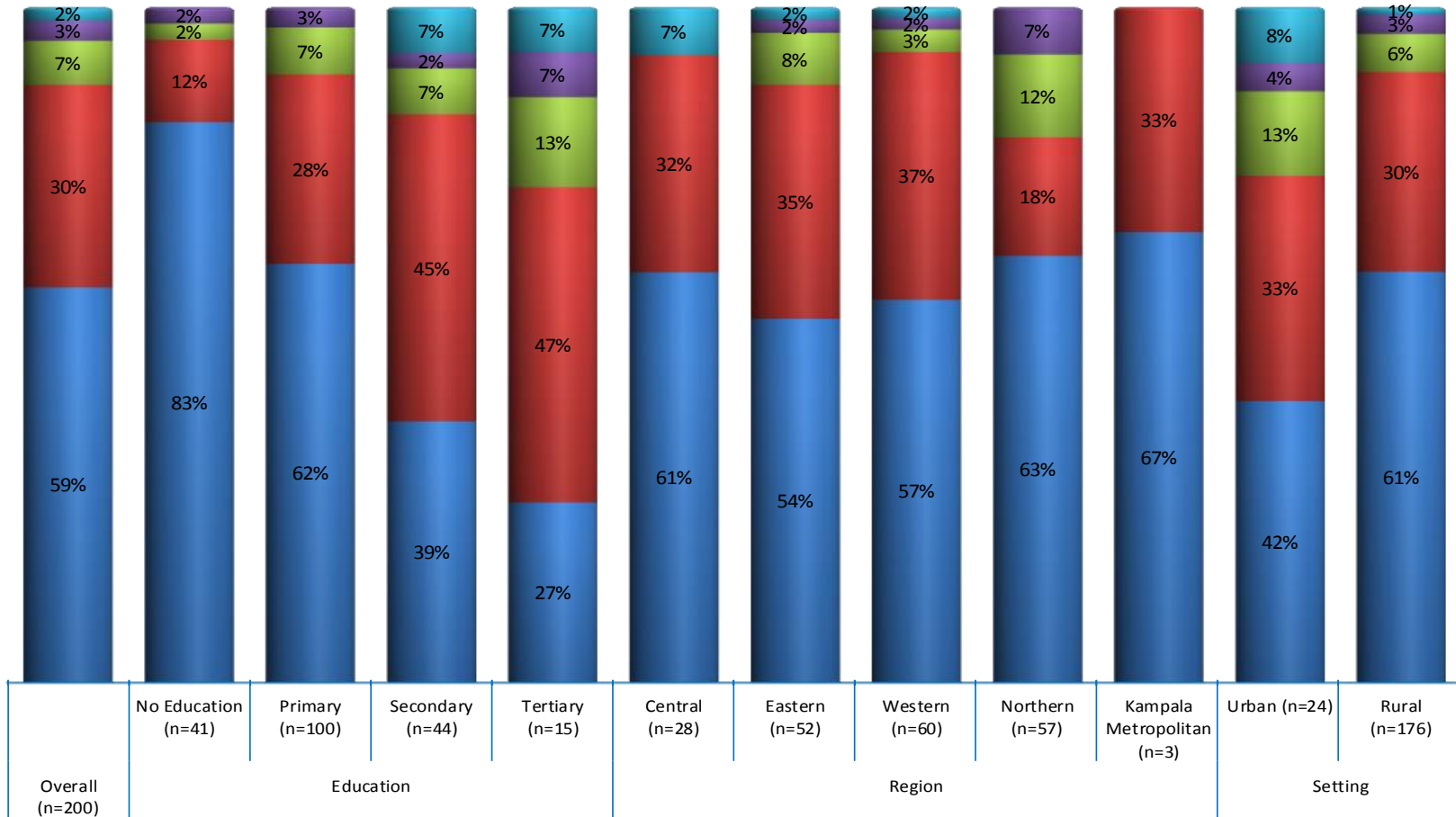
59% of bribe recipients voted for the candidate



Voter bribery

Did you vote for the candidate from whose campaign team you received the bribe?

■ Yes
 ■ No
 ■ I didn't vote
 ■ Don't remember
 ■ No comment



THE ROAD TO 2016

Candidate selection criteria

What are the main criteria that you will base on to make your best candidate choice for president/parliamentary/local council in the 2016 general elections?

	Gender		Age Bands						
	Overall	Female	Male	17-24 Yrs	25-34 Yrs	35-44 Yrs	45-54 Yrs	55-64 Yrs	65+ Yrs
Base	2319	1220	1099	591	703	446	296	161	122
Continuity (no change)	35%	37%	32%	28%	30%	36%	44%	44%	51%
An honest candidate	27%	27%	27%	27%	28%	25%	29%	23%	26%
A candidate with fresh ideas and better policies	22%	20%	23%	21%	23%	22%	19%	24%	19%
A very courageous candidate	18%	17%	20%	20%	19%	19%	16%	18%	16%
I want change	18%	17%	20%	23%	20%	19%	11%	11%	9%
Other (Specify)	17%	17%	16%	17%	17%	17%	20%	17%	9%
A candidate with experience	15%	15%	16%	13%	16%	17%	14%	16%	20%
A candidate who represents Uganda well on the international	7%	6%	8%	8%	7%	7%	7%	11%	7%
A young candidate	6%	6%	6%	10%	6%	4%	1%	4%	3%
A candidate with a lot of money for his/her supporters	3%	3%	4%	4%	3%	2%	3%	4%	5%
A candidate who shares my tribe, from same region	1%	1%	1%	1%	1%	1%	1%	1%	-
A candidate who shares my religion	1%	1%	-	1%	1%	1%	1%	1%	-

Drivers of candidate choice

Which one issue in Uganda today will be the MOST important when you decide who to vote for in the next presidential elections?

	Overall	Gender		Age Bands					
		Female	Male	17-24 Yrs	25-34 Yrs	35-44 Yrs	45-54 Yrs	55-64 Yrs	65+ Yrs
Base	2320	1221	1099	592	703	446	296	161	122
Fighting Corruption	25%	24%	27%	27%	24%	27%	25%	20%	23%
Unemployment /Job creation	20%	19%	22%	26%	24%	18%	13%	12%	8%
Improving the Health care sector	17%	20%	14%	16%	15%	17%	19%	20%	27%
Improving on the economic growth	16%	15%	17%	14%	15%	14%	20%	24%	19%
Providing quality education for citizens	8%	9%	7%	8%	7%	11%	6%	9%	3%
Ensuring Peace and security in the country	5%	5%	4%	2%	4%	4%	7%	6%	7%
The need for change / Want change	1%	1%	2%	1%	2%	2%	1%	1%	1%
Cub down inflation	1%	1%	1%	1%	1%	1%	1%	3%	2%
Protecting the environment	1%	1%	1%	1%	1%	2%	1%	1%	1%
Provision of safe and clean water	1%	1%	1%	1%	0.3%	1%	1%	1%	2%
Construction of good roads for easy accessibility both rural and urban	1%	1%	1%	1%	1%	0.4%	1%	1%	1%
Re-instating the presidential term limits	1%	0.3%	1%	0.2%	1%	0.4%	1%	1%	2%
Youth Development Program	1%	1%	1%	1%	1%	0.4%	1%	1%	1%
Poverty eradication	1%	1%	1%	0.3%	0.4%	1%	1%	-	1%
Women empowerment	0.4%	1%	0.2%	0.2%	1%	1%	-	-	1%
Improving agriculture/farming	0.4%	1%	0.2%	0.3%	0.3%	0.4%	1%	-	-
Providing electricity	0.3%	0.2%	0.4%	-	0.4%	0.2%	1%	-	-
I don't know	1%	2%	1%	2%	1%	1%	1%	2%	2%

Pledging to fighting corruption, job creation, health care and economic growth are key drivers during 2016 election

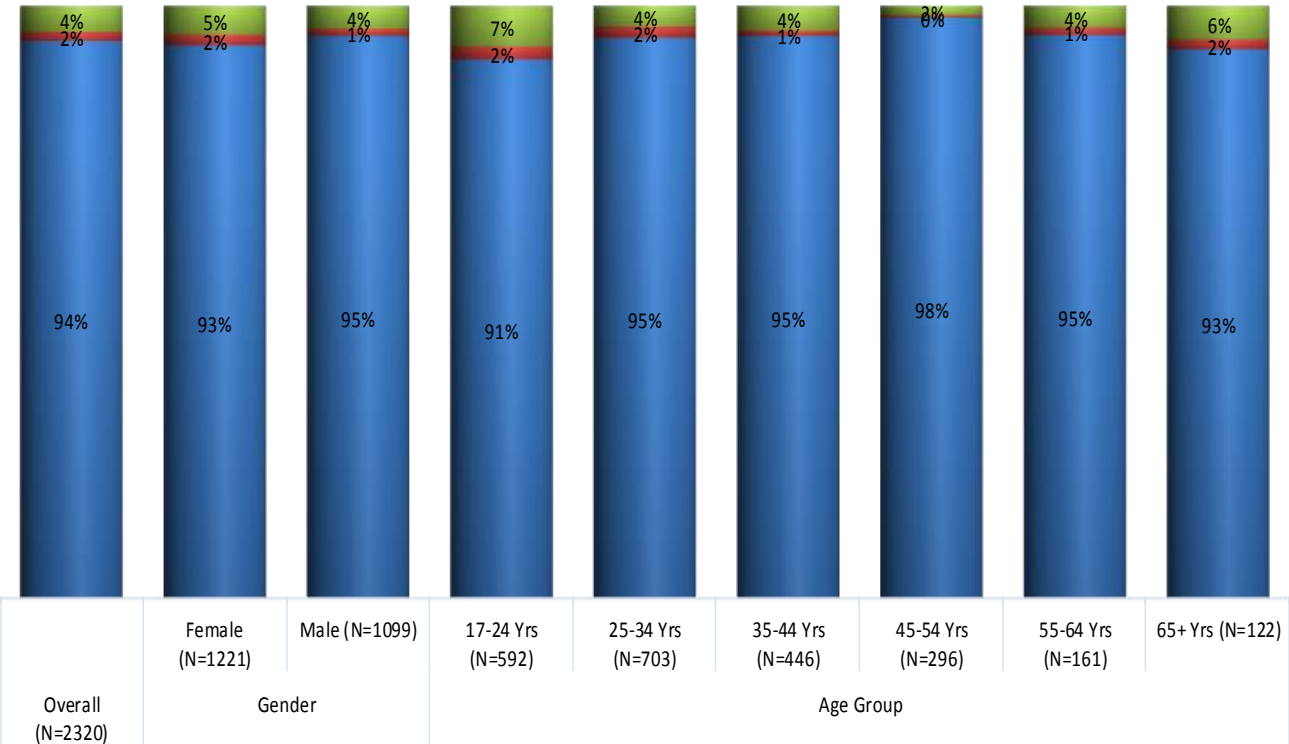
Voter Intent

Will you vote in the upcoming 2016 presidential and parliamentary elections?



94% of registered voters intend to vote in 2016

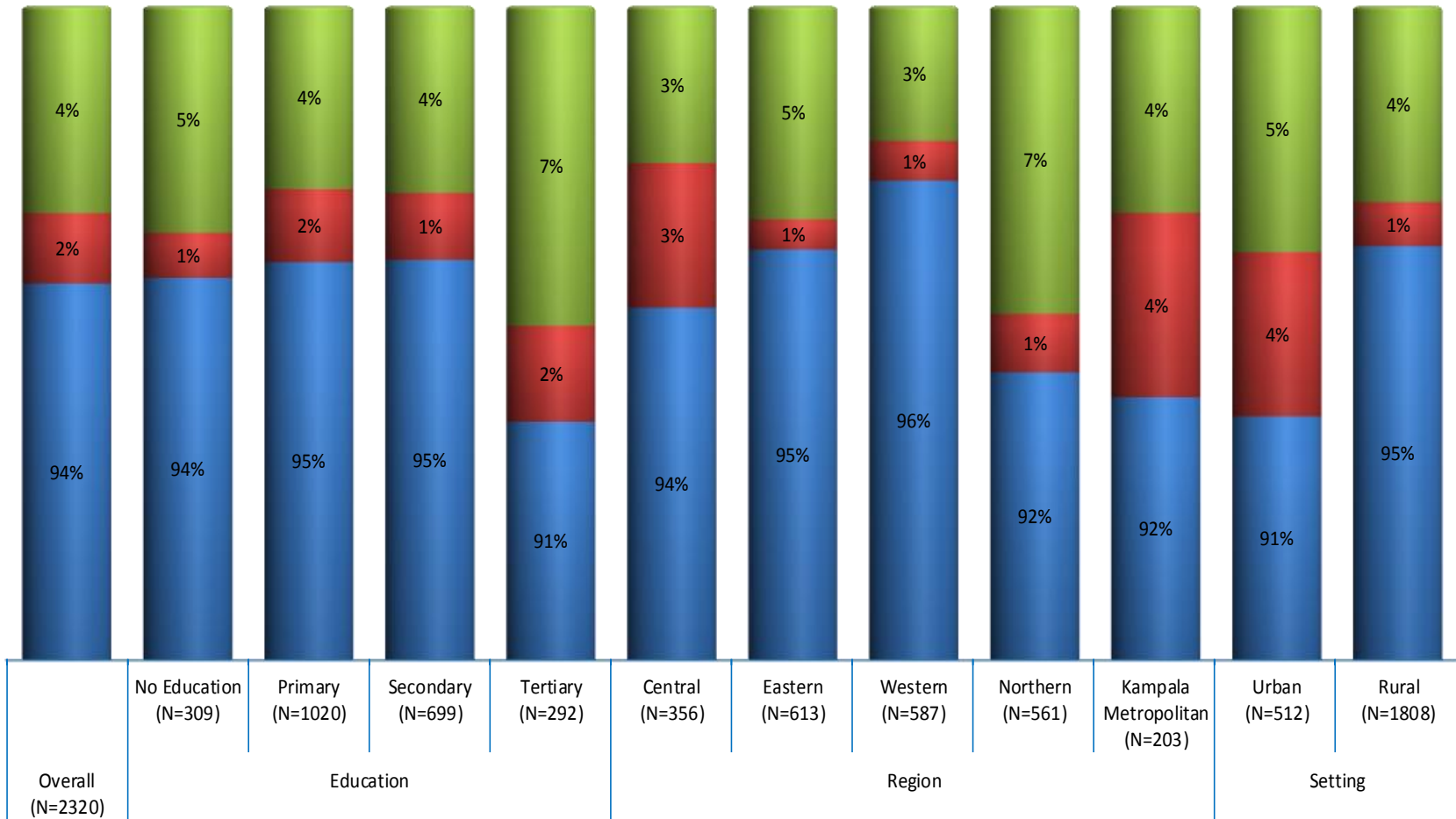
■ Yes ■ No ■ Not sure



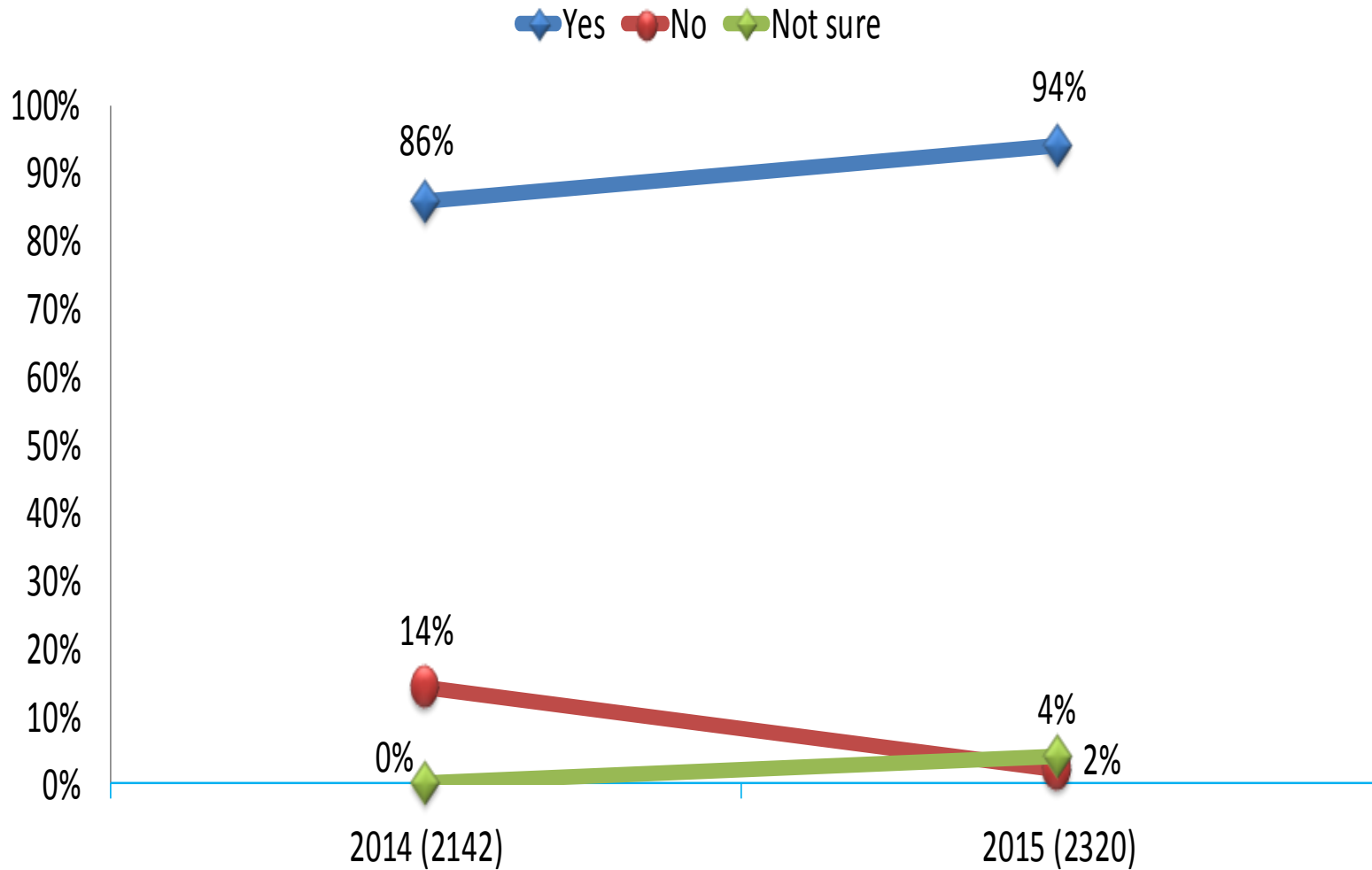
Voter Intent

Will you vote in the upcoming 2016 presidential and parliamentary elections?

■ Yes ■ No ■ Not sure

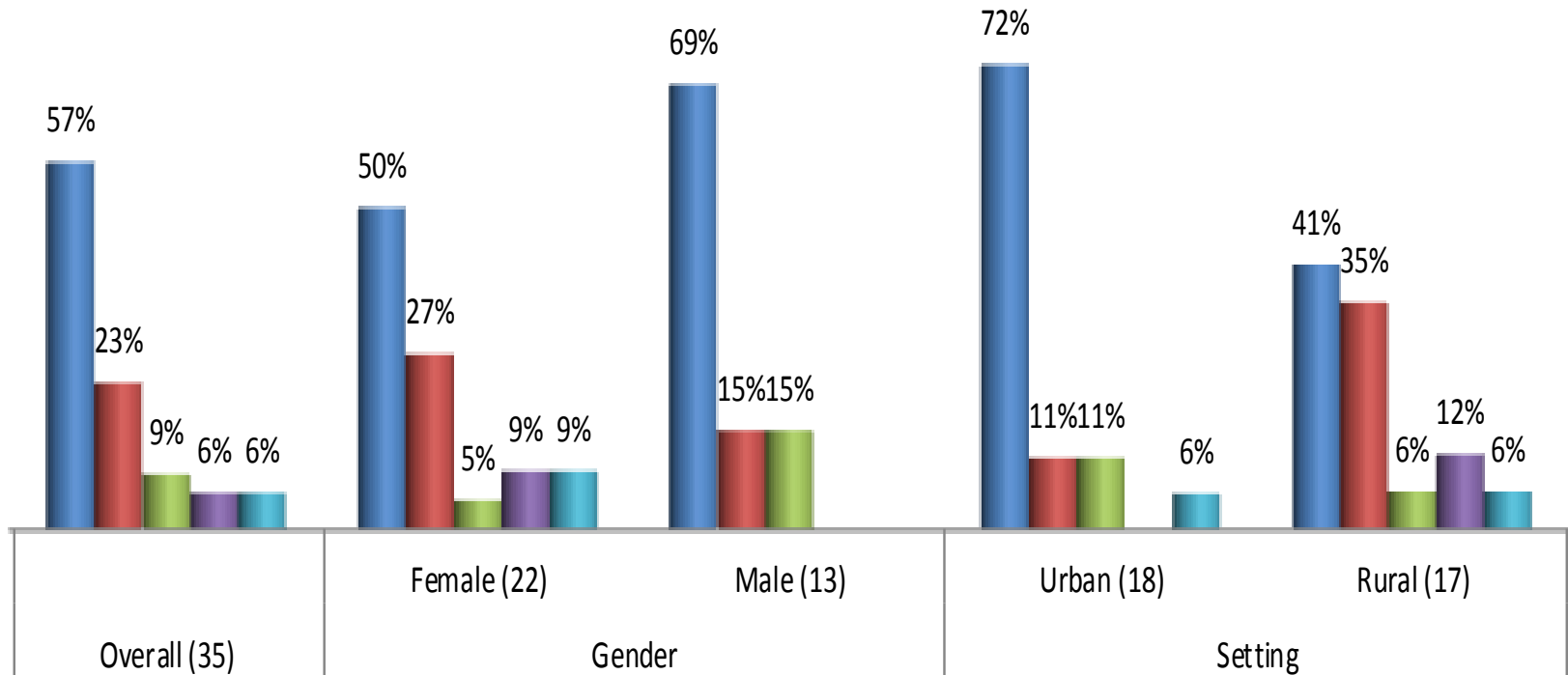


Trend: Will you vote in the up coming elections?



Why I will not Vote

- The voting process is not credible
- Not interested in politics
- Have not received my National ID yet
- Unaware of polling station
- Tired of same candidates



What could motivate me to Vote

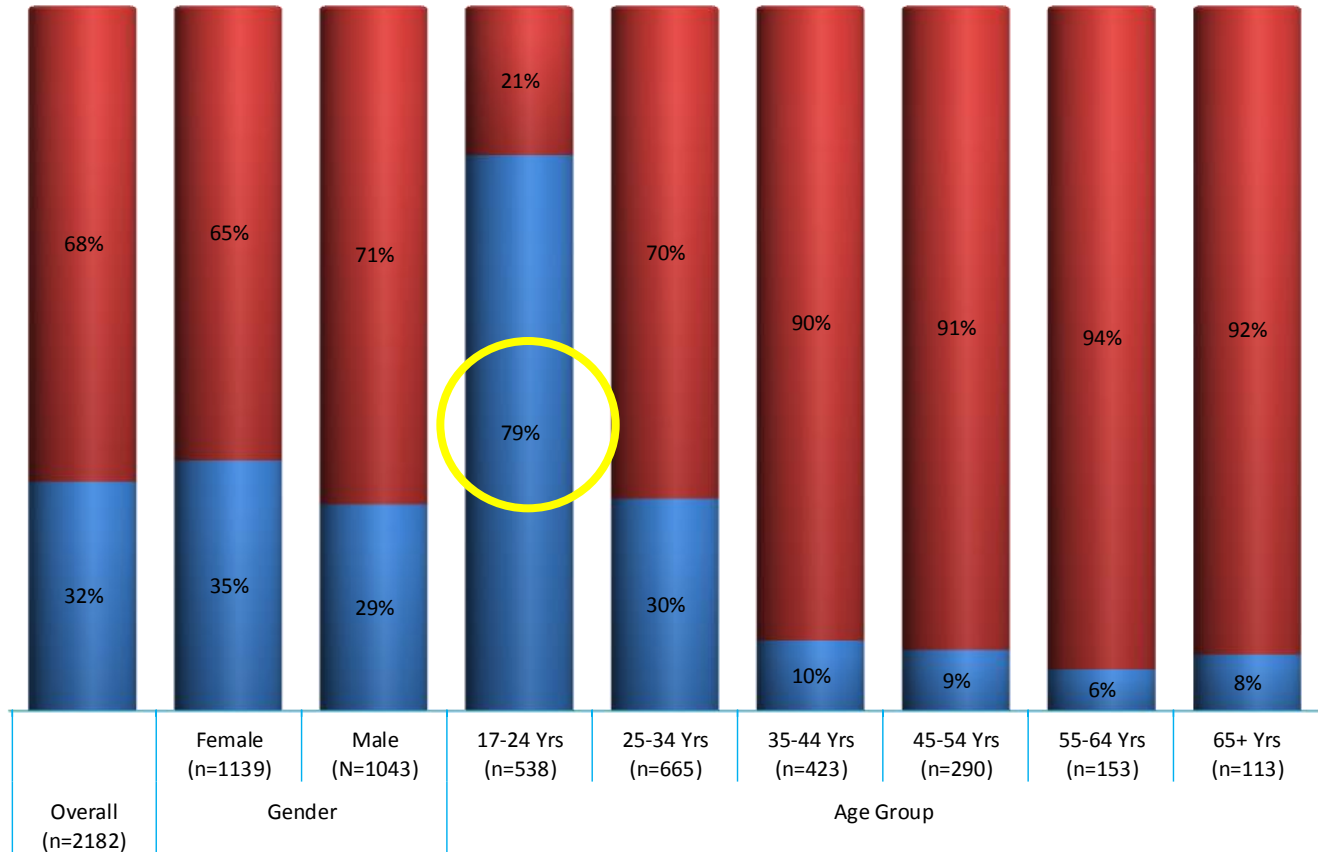
	Overall	Gender		Age Bands			Education level				Region					Setting	
		Female	Male	17-24 Yrs	25-34 Yrs	35-44 Yrs	No Education	Primary	Secondary	Tertiary	Central	Eastern	Western	Northern	Kampala Metropolitan	Urban	Rural
Base	35	22	13	13	13	4	3	16	10	6	11	4	5	7	8	18	17
When there is change in leadership	60%	59%	62%	85%	31%	100%	-	63%	70%	67%	64%	75%	80%	29%	63%	56%	65%
Some one who can fight corruption	23%	23%	23%	15%	23%	25%	33%	19%	10%	50%	9%	50%	20%	43%	13%	22%	24%
Independent Election commission	20%	18%	23%	8%	15%	25%	33%	19%	20%	17%	18%	-	20%	43%	13%	17%	24%
Improves road network	17%	14%	23%	15%	23%	25%	-	19%	20%	17%	18%	-	40%	-	25%	17%	18%
Creation of employment opportunities	17%	18%	15%	15%	31%	-	33%	13%	20%	17%	18%	-	-	29%	25%	22%	12%
If I am issued with the voters card	9%	9%	8%	8%	8%	-	-	19%	-	-	-	-	20%	14%	13%	11%	6%
Improve the education system	3%	5%	-	-	8%	-	-	6%	-	-	9%	-	-	-	-	-	6%
Someone who can improve the education system	3%	5%	-	8%	-	-	-	-	10%	-	-	-	-	14%	-	6%	-

First-time Voters

Will this be your first time to vote?

■ Yes ■ No

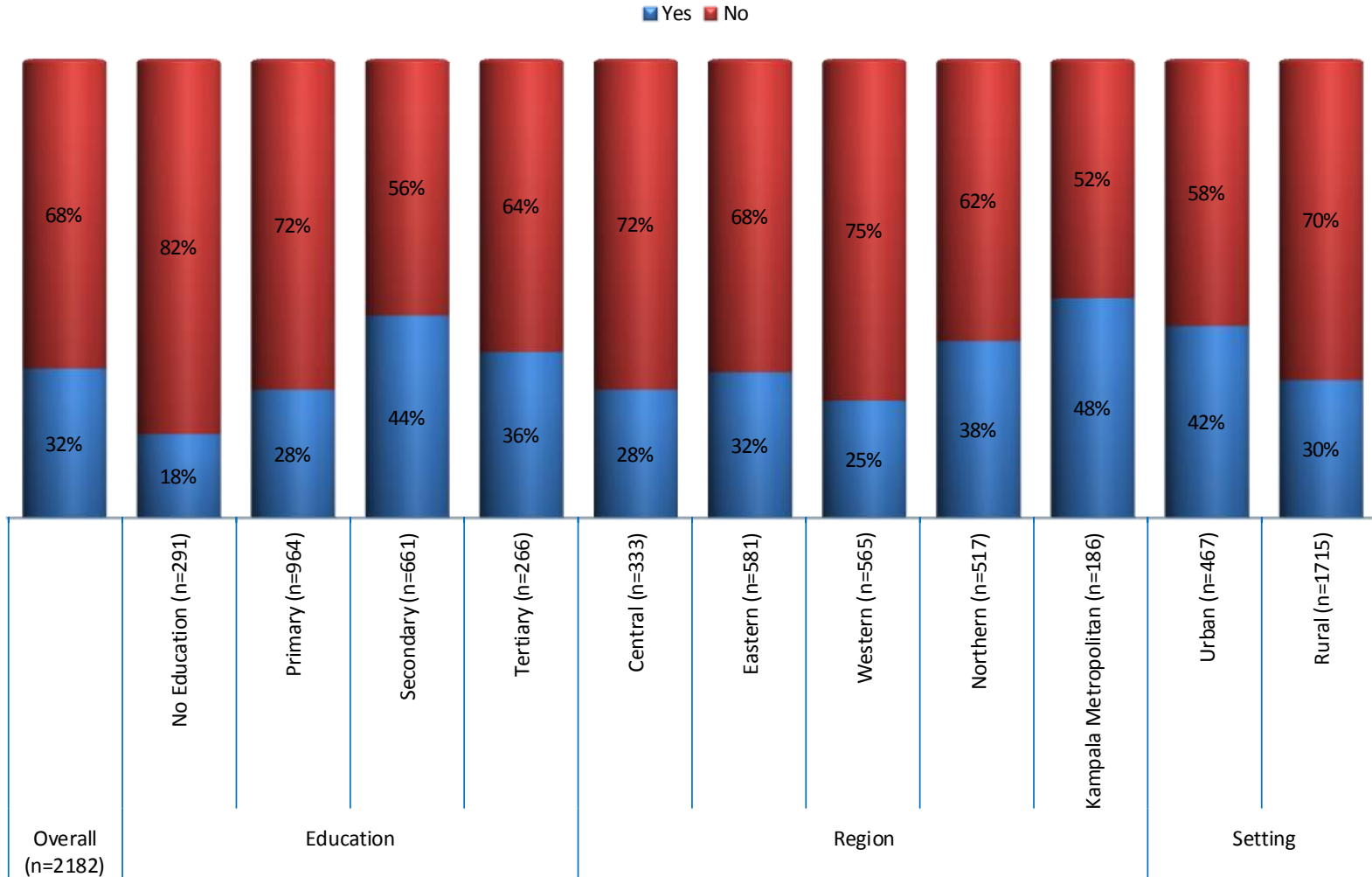
32% of those who intend to vote in 2016 are new voters



The majority of first-time voters in 2016 are young adults between 17-24 years of age.

First-time Voters

Will this be your first time to vote?



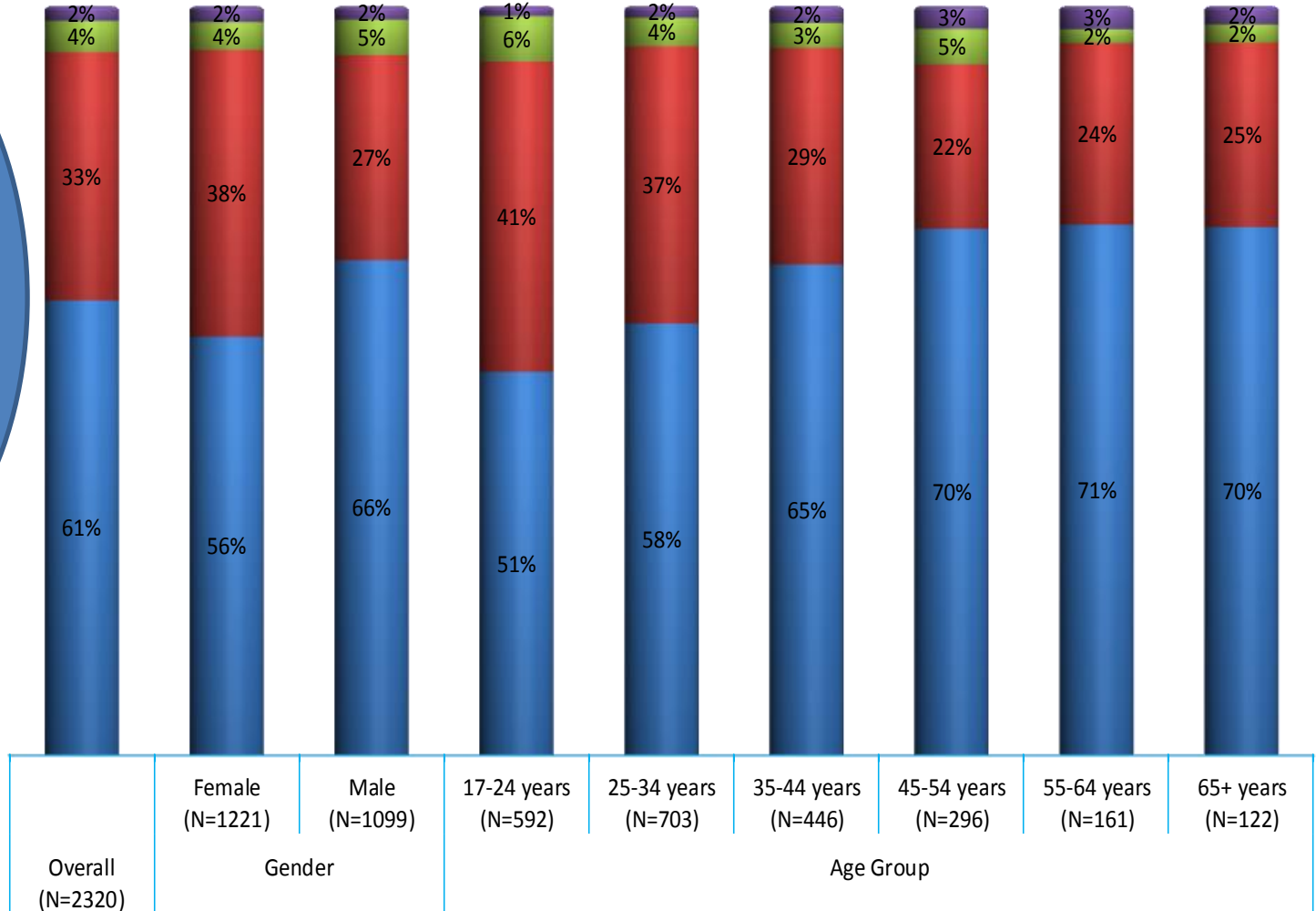
INTRA-PARTY COMPETITION

Party membership

Are you a member of a political party?

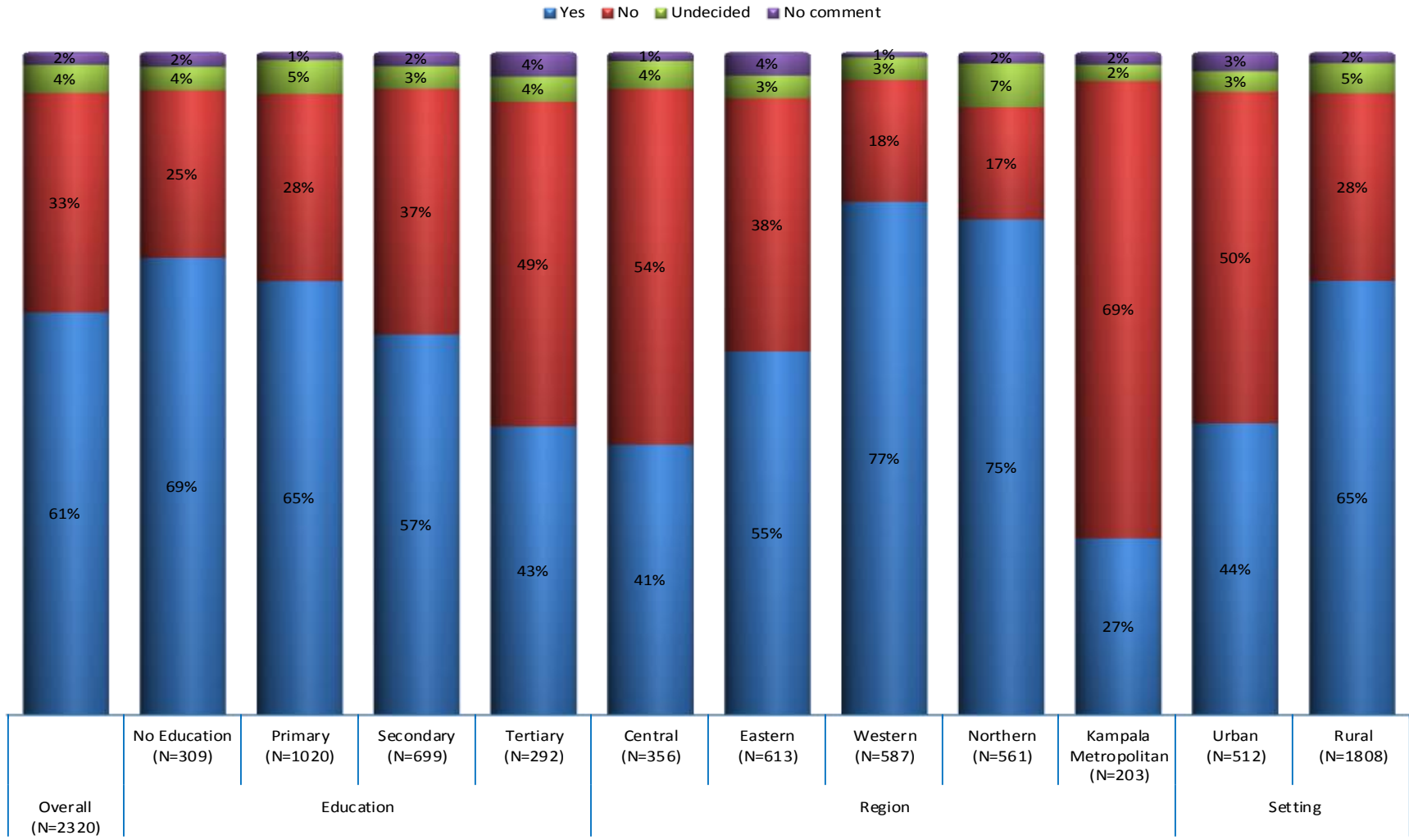
■ Yes ■ No ■ Undecided ■ No comment

61% of voters subscribe to a political party



Party membership

Are you a member of a political party?



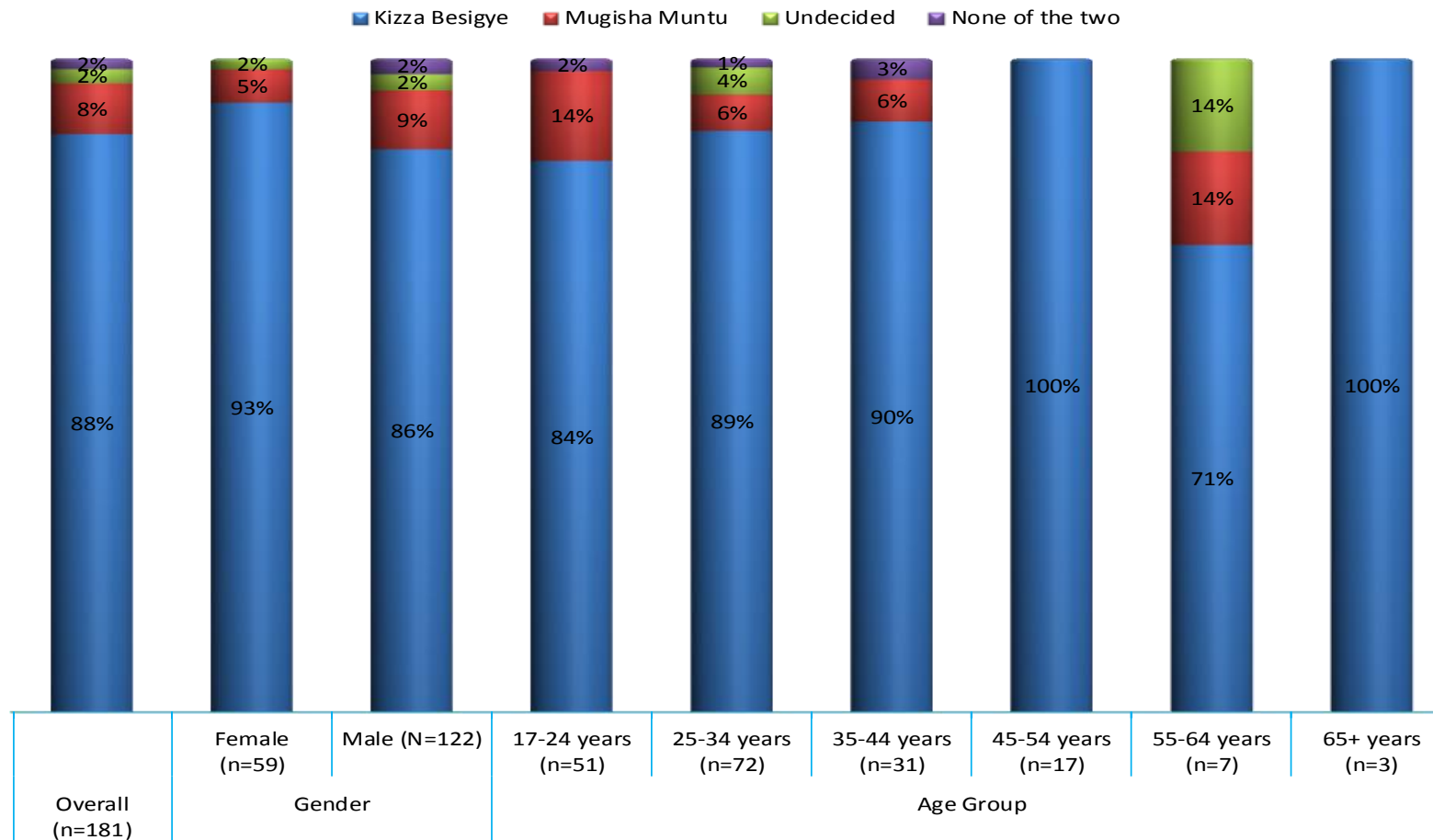
Western & Northern regions have more people who have party membership

Which political party do you belong to?

		Gender		Age Bands						Education level				Region					Setting	
	Overall	Female	Male	17-24 Yrs	25-34 Yrs	35-44 Yrs	45-54 Yrs	55-64 Yrs	65+ Yrs	No Education	Primary	Secondary	Tertiary	Central	Eastern	Western	Northern	Kampala Metropolitan	Urban	Rural
Base	1408	682	726	303	405	292	208	114	86	213	667	401	127	145	336	454	419	54	225	1183
NRM	82%	86%	78%	77%	77%	85%	87%	93%	90%	92%	86%	75%	66%	77%	80%	86%	85%	48%	69%	84%
FDC	13%	9%	17%	17%	18%	11%	8%	6%	3%	4%	10%	18%	25%	12%	15%	13%	8%	37%	24%	11%
DP	1%	1%	1%	1%	1%	1%	3%	-	-	0.5%	0.4%	2%	5%	6%	1%	0.2%	0.2%	13%	4%	1%
UPC	1%	1%	1%	2%	1%	0%	-	-	3%	0.5%	1.2%	1%	-	-	1%	-	2%	-	-	1%
PPP	0.2%		0.4%	0.3%	0.2%	0.3%	-	-	-	-	0.3%	-	0.8%		0.9%	-	-	-	0.4%	0.2%
CP	0.1%	0.1%	0.1%			0.3%	-	-	1.2%	-	-	0.2%	0.8%	0.7%	0.3%	-	-	-	-	0.2%
UFA	0.1%		0.1%	-	0.2%	-	-	-	-	-	0.1%	-	-	-	-	-	0.2%	-	-	0.1%
Refused	2%	3%	2%	3%	3%	2%	2%	1%	2%	3%	2%	3%	2%	5%	1%	1%	4%	2%	2%	3%



Who do you want to be the FDC flag bearer in the 2016 presidential election?



Kizza Besigye is by far the most preferred FDC candidate for 2016 presidential elections among FDC members

FDC: 2016 Party Flag-bearer

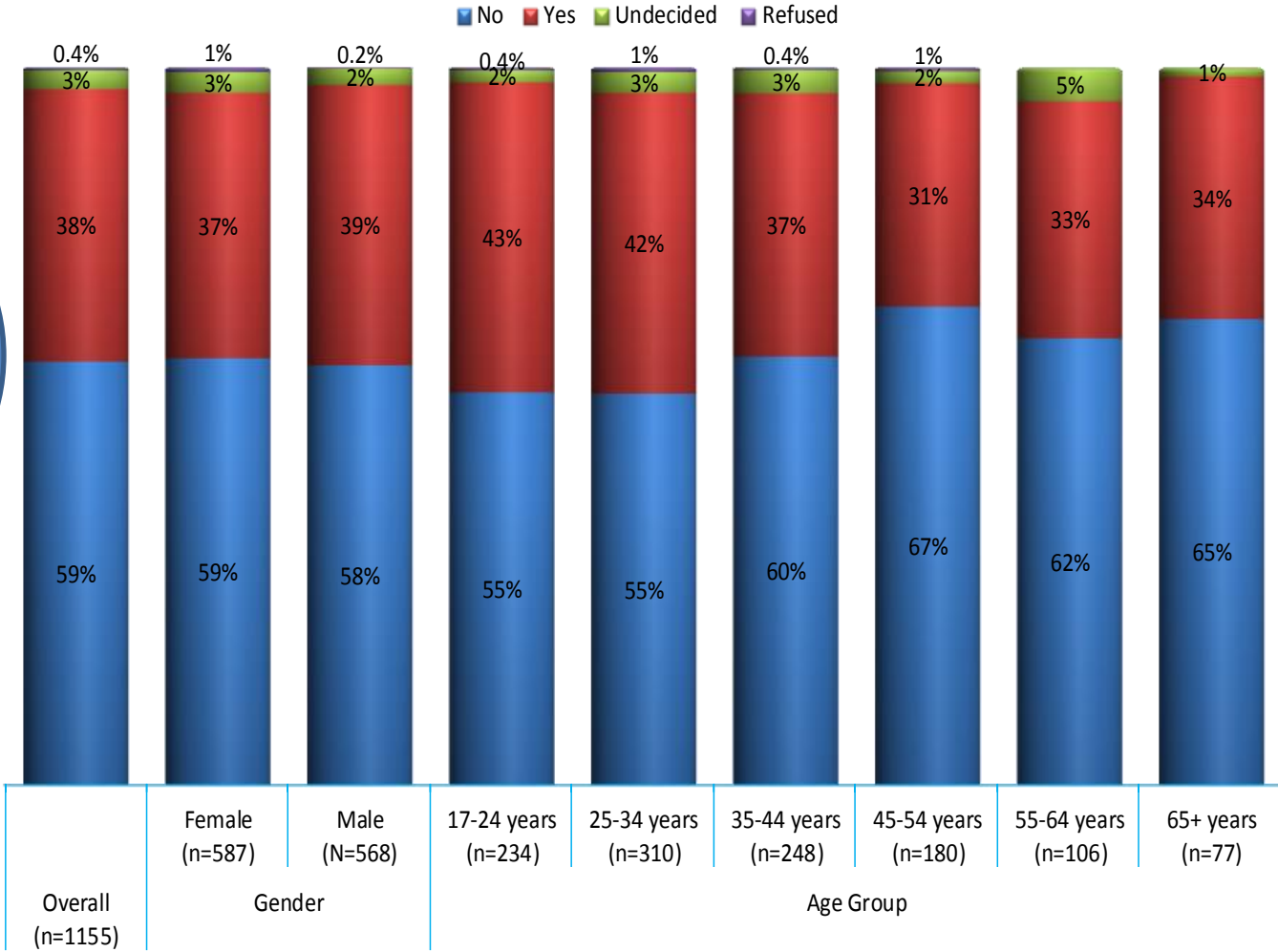
Who do you want to be the FDC flag bearer in the 2016 presidential election? And why?

	Overall	Kizza Besigye	Mugisha Muntu
Base	174	160	14
He is a very strong and courageous man	16%	17%	14%
Has ability to present people's views	15%	16%	7%
We need change in government	14%	15%	7%
He has the best manifesto for Uganda	11%	11%	-
He is an honest man	7%	6%	14%
I Like him as a person	7%	6%	14%
He is young	3%	2%	21%
President for the people and very dedicated	3%	3%	7%
He is an intelligent person	3%	3%	7%
he has the potential of leading Uganda	3%	3%	-
He is the only person who can manage party	2%	2%	7%
he has the capability and he is already popular	2%	2%	-

NRM: Time for new leader?

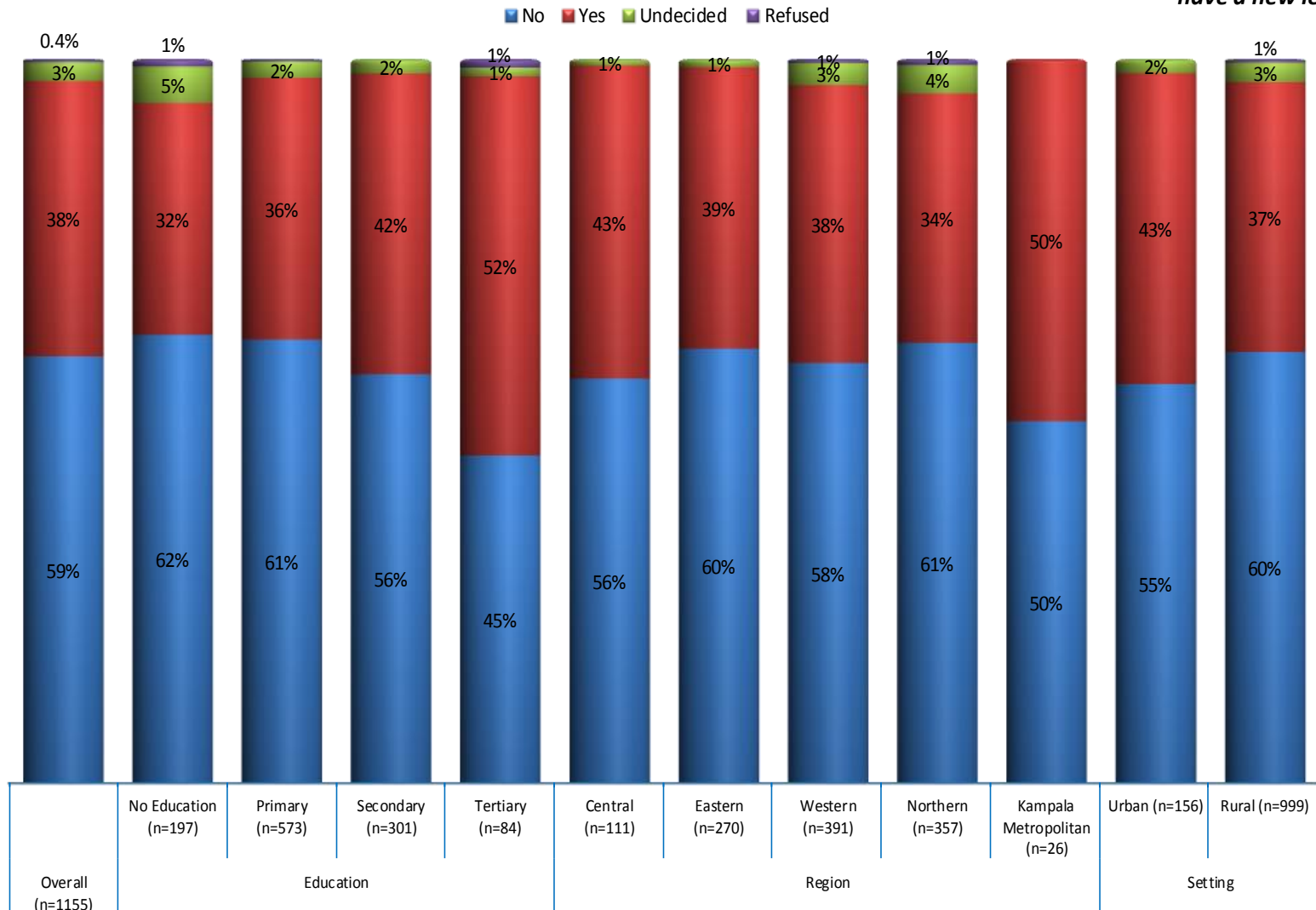
Asked only to NRM members: In your opinion, is it time for the National Resistance Movement to have a new leader?

38% of NRM members think it's time for a new party leader



NRM: Time for new leader?

Asked only to NRM members: In your opinion, is it time for the National Resistance Movement to have a new leader?



NRM: If/when Museveni doesn't contest

Asked only to NRM members: Who do you think should be the new leader of NRM if/when Yoweri Museveni does not contest for the party presidency?

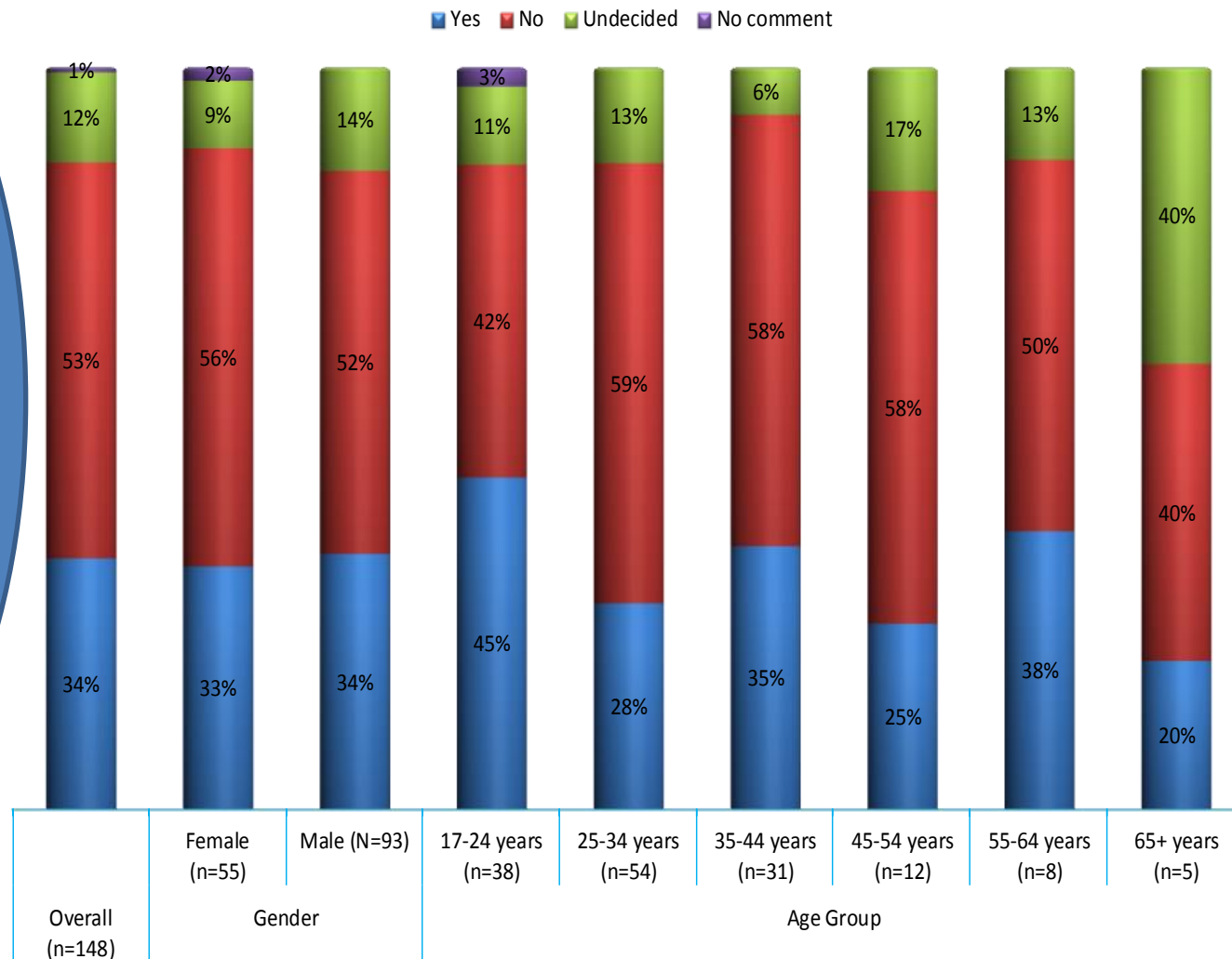
	Overall	Gender		Region				
		Female	Male	Central	Eastern	Western	Northern	Kampala Metropolitan
Base	439	217	222	111	270	391	357	26
Amama Mbabazi	39%	33%	45%	21%	39%	45%	39%	31%
Janet Museveni	18%	23%	13%	27%	11%	20%	15%	38%
Rebecca Kadaga	11%	12%	10%	13%	19%	5%	11%	8%
Muhoozi Kainerugaba	8%	9%	8%	6%	14%	9%	3%	15%
I don't know	8%	12%	5%	4%	10%	9%	9%	
Ruhakana Rugunda	8%	6%	9%	2%	4%	7%	16%	
Salim Saleh	5%	4%	7%	19%	2%	4%	5%	8%
No comment	2%	1%	3%	8%	1%	1%	2%	

Amama Mbabazi is the most preferred to lead NRM in absentia of Museveni

NRM: Support for Mbabazi as an Independent

Asked only to NRM members who consider Amama Mbabazi best choice for new leader of NRM after Yoweri Museveni:
Would you support Amama Mbabazi if he stood in the 2016 presidential elections as an independent candidate?

34% of NRM members who consider Amama Mbabazi a viable party leader post-Museveni would vote him as an independent

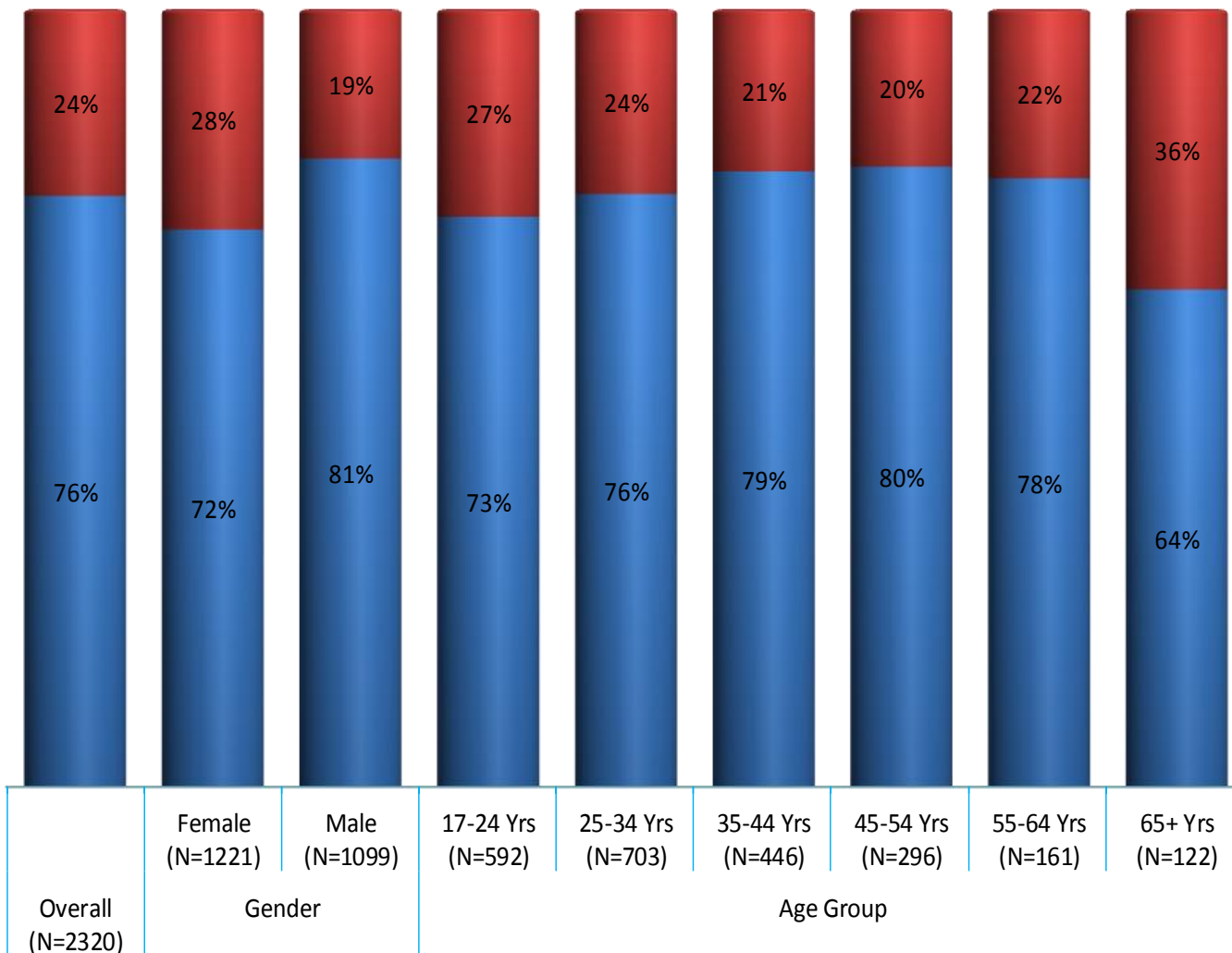


Mbabazi Candidacy

Amama Mbabazi recently declared his candidacy for president of Uganda in the 2016 elections, have you heard about it?

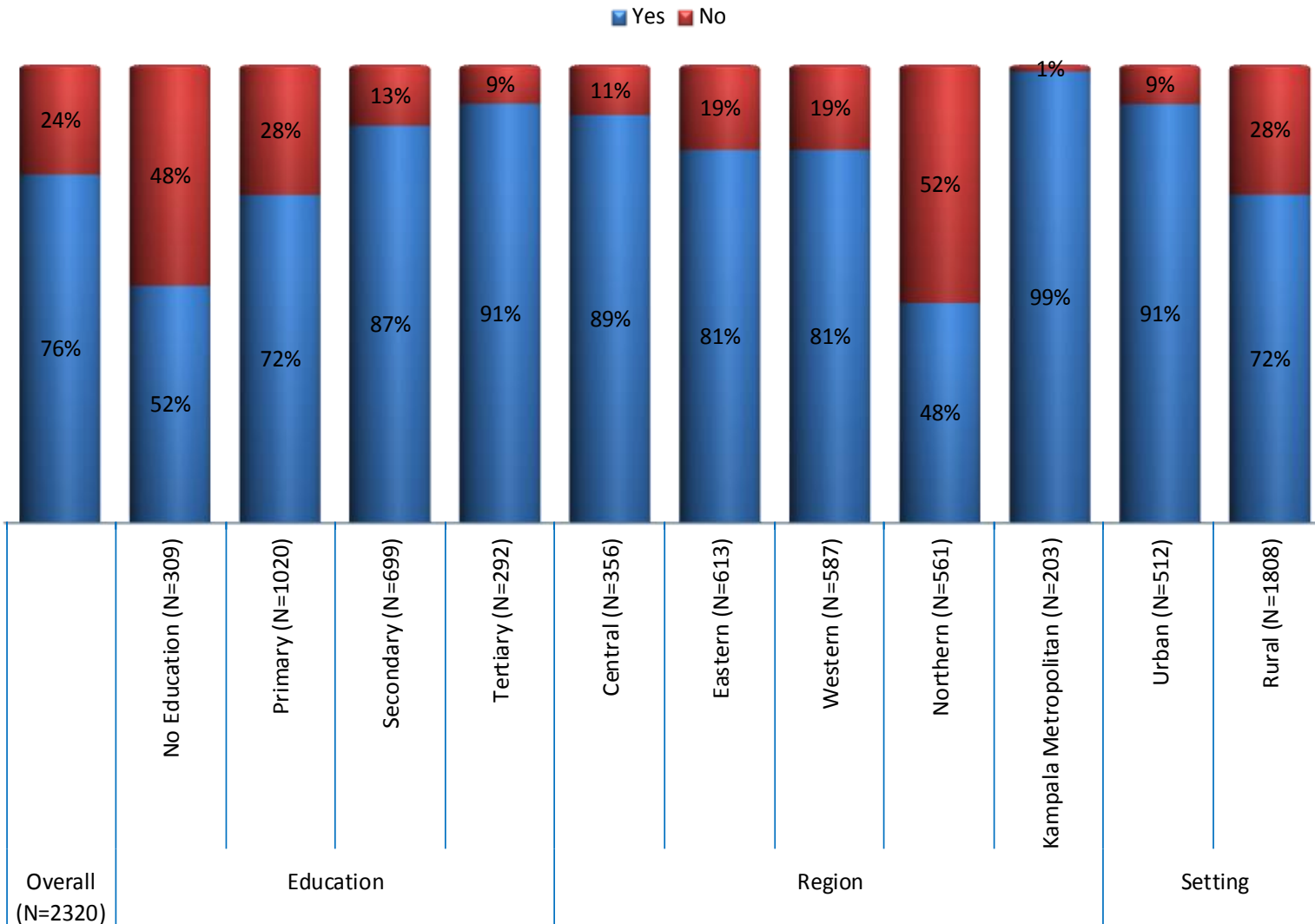
■ Yes ■ No

76% of voters heard about Amama's declaration



Mbabazi Candidacy

Amama Mbabazi recently declared his candidacy for president of Uganda in the 2016 elections, have you heard about it?

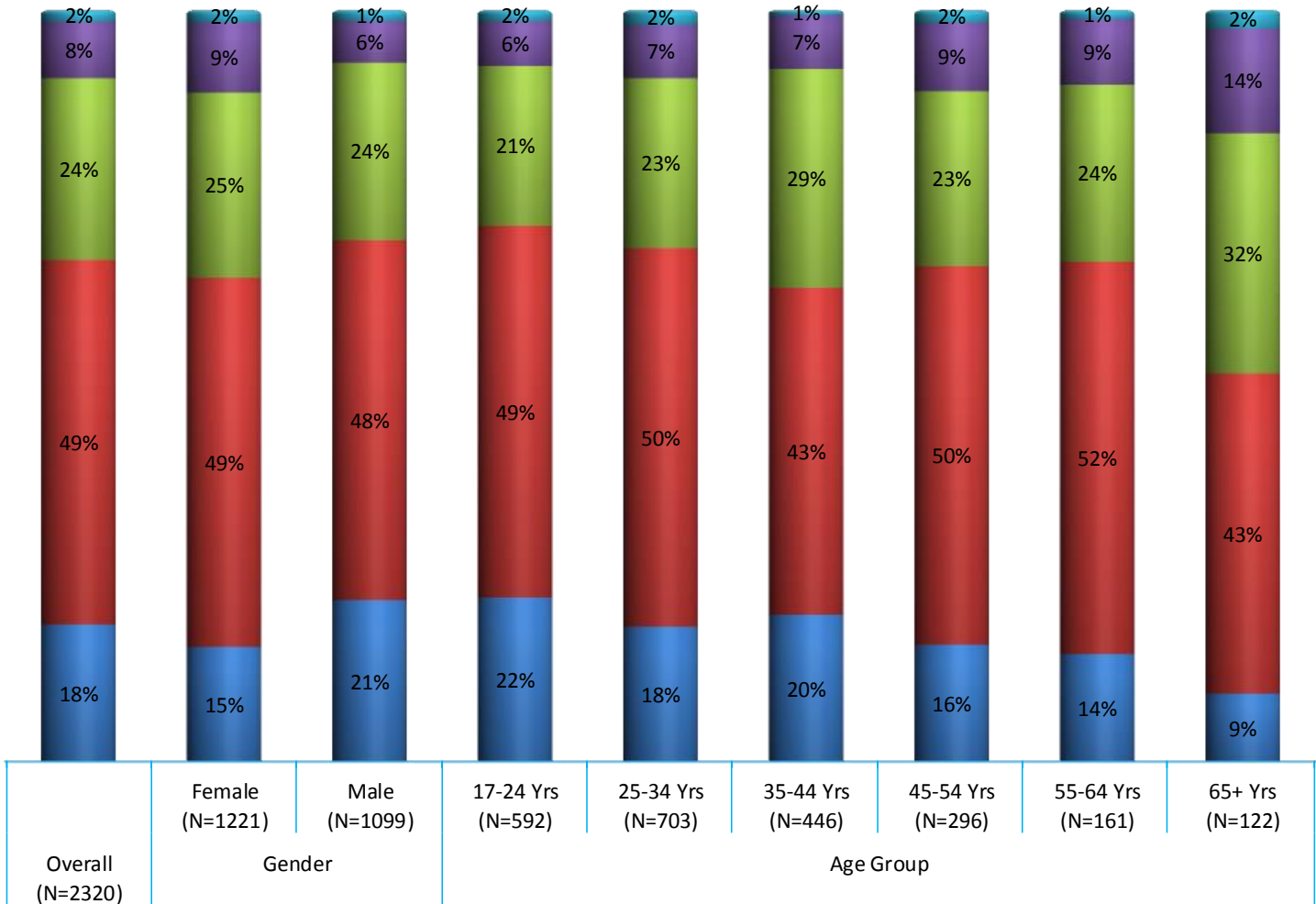


Is Mbabazi right choice for President?

Would you say that Amama Mbabazi is the right person for the presidency?

■ Yes
 ■ No
 ■ Undecided / Not sure
 ■ I don't know Amama Mbabazi
 ■ No comment

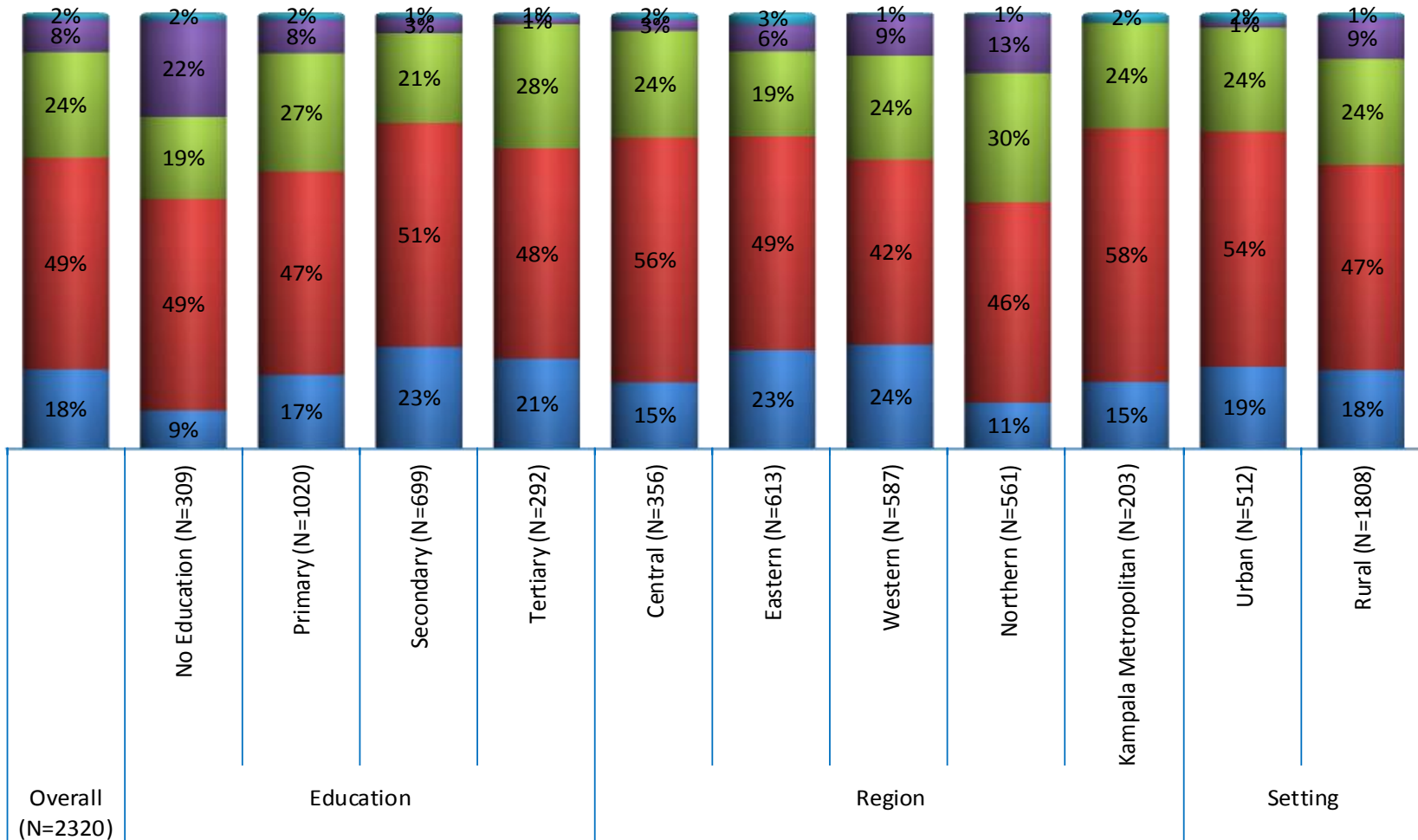
49% of voters don't think so



Is Mbabazi right choice for President?

Would you say that Amama Mbabazi is the right person for the presidency?

■ Yes
 ■ No
 ■ Undecided / Not sure
 ■ I don't know Amama Mbabazi
 ■ No comment



Northern region and rural dwellers register higher numbers that doesn't know Amama Mbabazi

MY CHOICE FOR PRESIDENT

Candidate awareness: Do you know?

Please let me know whether you have ever heard/seen these people Listed?

	Overall	Gender		Age Bands					
		Female	Male	17-24 Yrs	25-34 Yrs	35-44 Yrs	45-54 Yrs	55-64 Yrs	65+ Yrs
Base	2320	1221	1099	592	703	446	296	161	122
Yoweri Museveni	100%	100%	100%	100%	100%	100%	100%	100%	100%
Kiiza Besigye	96%	95%	97%	96%	97%	97%	96%	95%	93%
Amama Mbabazi	83%	80%	87%	81%	84%	86%	85%	84%	75%
Olara Otunnu	79%	73%	85%	79%	83%	81%	75%	68%	65%
Nobert Mao	77%	71%	83%	76%	81%	78%	75%	71%	61%
Mugisha Muntu	76%	71%	82%	71%	78%	81%	80%	75%	70%
Gilbert Bukenya	74%	70%	80%	74%	75%	77%	75%	70%	68%
Jimmy Akena	46%	38%	55%	43%	51%	49%	40%	45%	39%
Venasius Baryamureeba	25%	20%	30%	20%	28%	28%	22%	32%	20%



Candidate awareness: Do you know?

Please let me know whether you have ever heard/seen these people Listed

	Overall	Gender		Age Bands						Education level		
		No Education	Primary	Secondary	Tertiary	Central	Eastern	Western	Northern	Kampala Metropolitan	Urban	Rural
Base	2320	309	1020	699	292	356	613	587	561	203	512	1808
Yoweri Museveni	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Kiiza Besigye	96%	94%	95%	98%	99%	99%	98%	99%	88%	100%	99%	95%
Amama Mbabazi	83%	63%	81%	92%	95%	98%	93%	93%	48%	100%	96%	80%
Olara Otunnu	79%	50%	76%	87%	96%	66%	85%	69%	92%	96%	94%	74%
Nobert Mao	77%	48%	72%	88%	96%	58%	82%	71%	96%	98%	91%	73%
Mugisha Muntu	76%	52%	73%	87%	91%	92%	85%	87%	38%	98%	92%	72%
Gilbert Bukenya	74%	48%	69%	87%	91%	97%	82%	80%	37%	99%	91%	70%
Jimmy Akena	46%	17%	38%	57%	78%	46%	46%	31%	49%	81%	66%	40%
Venasius Baryamureeba	25%	12%	18%	29%	53%	44%	24%	17%	4%	75%	45%	19%

All candidates other than Museveni & Akena are least known in Northern

Un-aided: My Choice for President

If there was one person you could think of in Uganda that you would support for president if elections were held today, who would that be?

	Overall	Gender		Region				
		Female	Male	Central	Eastern	Western	Northern	Kampala Metropolitan
Base	2320	1221	1099	356	613	587	561	203
Yoweri Kaguta Museveni	51%	52%	49%	41%	50%	60%	61%	14%
Dr. Kiiza Besigye	15%	13%	17%	21%	14%	12%	9%	35%
Amama Mbabazi	11%	10%	13%	7%	13%	13%	9%	15%
Rabecca Kadaga	1%	2%	1%	1%	1%	1%	2%	2%
Mugisha Muntu	1%	1%	2%	1%	1%	2%	1%	1%
Nobert Mao	1%	1%	1%	2%	1%	-	1%	3%
Jimmy Akena	1%	1%	1%	-	-	-	2%	-
Erias Lukwago	1%	1%	1%	1%	-	-	-	4%
Others	3%	3%	3%	4%	2%	2%	4%	8%
Undecided	8%	8%	7%	8%	9%	6%	7%	10%
Declined to mention	6%	7%	4%	13%	7%	3%	3%	6%
Don't know	1%	1%	1%	-	1%	1%	2%	-

Aided: My Choice for President

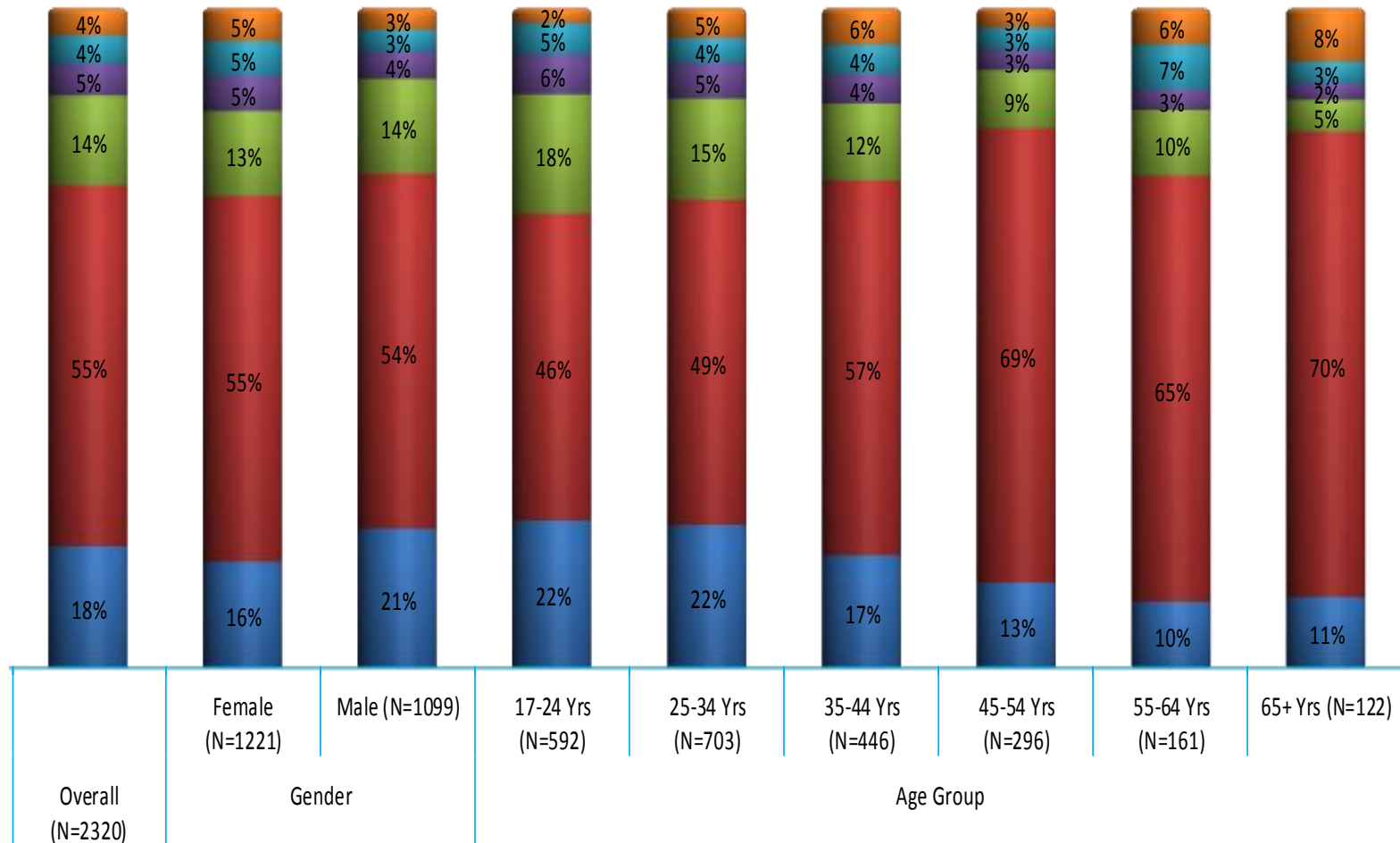
If presidential elections were held today, and the candidates are as named below, for which candidate would you vote?

	Overall	Gender		Setting	
		Female	Male	Urban	Rural
Base	2320	1221	1099	512	1808
Yoweri Museveni	55%	56%	53%	29%	62%
Kiiza Besigye	17%	15%	20%	28%	14%
Amama Mbabazi	13%	11%	14%	23%	10%
Undecided	7%	8%	5%	7%	6%
None	3%	3%	2%	5%	2%
Nobert Mao	2%	2%	2%	4%	1%
No comment	2%	2%	1%	2%	2%
Mugisha Muntu	1%	1%	2%	1%	1%
Jimmy Akena	1%	1%	1%	0.2%	1%
Gilbert Bukenya	1%	1%	0.5%	1%	0.5%
Olara Otunnu	0.4%	0.4%	0.4%	0.4%	0.4%
Venasius Baryamureeba	0.1%	0.2%	-	0.4%	-

My Choice: 3-Candidate Race

If presidential elections were held today and the candidates were Yoweri Museveni, Amama Mbabazi, and Kiiza Besigye, for which candidate would you vote?

■ Kiiza Besigye
 ■ Yoweri Museveni
 ■ Amama Mbabazi
 ■ None of them
 ■ I don't know
 ■ No comment



My Choice: 2-Candidate Race

If presidential elections were held today and the candidates were Yoweri Museveni and Amama Mbabazi, which candidate would you vote?

	Overall	Gender		Age Bands						Education level				Region					Setting	
		Female	Male	17-24 Yrs	25-34 Yrs	35-44 Yrs	45-54 Yrs	55-64 Yrs	65+ Yrs	No Education	Primary	Secondary	Tertiary	Central	Eastern	Western	Northern	Kampala Metropolitan	Urban	Rural
Base	2320	1221	1099	592	703	446	296	161	122	309	1020	699	292	356	613	587	561	203	512	1808
Yoweri Museveni	54%	56%	53%	47%	49%	55%	69%	68%	66%	75%	62%	45%	29%	43%	52%	65%	68%	14%	29%	62%
Amama Mbabazi	22%	19%	25%	29%	23%	20%	16%	11%	17%	11%	18%	28%	33%	22%	29%	21%	14%	24%	32%	19%
Neither of the two	12%	11%	12%	13%	15%	12%	8%	7%	4%	4%	9%	16%	22%	18%	7%	7%	8%	39%	24%	8%
Undecided	8%	9%	7%	8%	9%	8%	5%	9%	7%	6%	8%	8%	10%	10%	8%	4%	7%	15%	9%	7%
No comment	4%	5%	3%	3%	4%	5%	3%	5%	6%	5%	4%	3%	6%	7%	4%	3%	2%	7%	5%	4%

My Choice: 2-Candidate Race

If presidential elections were held today and the candidates were Kiiza Besigye and Yoweri Museveni, which candidate would you vote?

	Overall	Gender		Age Bands						Education level				Region					Setting	
		Female	Male	17-24 Yrs	25-34 Yrs	35-44 Yrs	45-54 Yrs	55-64 Yrs	65+ Yrs	No Education	Primary	Secondary	Tertiary	Central	Eastern	Western	Northern	Kampala Metropolitan	Urban	Rural
Base	2320	1221	1099	592	703	446	296	161	122	309	1020	699	292	356	613	587	561	203	512	1808
Yoweri Museveni	57%	58%	55%	49%	51%	59%	70%	69%	66%	75%	65%	47%	31%	46%	54%	68%	70%	13%	27%	65%
Kiiza Besigye	28%	26%	31%	35%	33%	24%	20%	14%	20%	13%	22%	36%	45%	34%	30%	23%	16%	59%	52%	21%
Neither of the two	6%	6%	6%	7%	6%	7%	3%	3%	3%	2%	4%	9%	11%	7%	4%	3%	7%	11%	10%	5%
Undecided	6%	8%	5%	7%	6%	7%	5%	10%	6%	6%	7%	6%	8%	9%	7%	3%	6%	11%	7%	6%
No comment	3%	3%	3%	2%	4%	4%	2%	4%	5%	4%	3%	2%	5%	4%	4%	2%	1%	5%	4%	3%

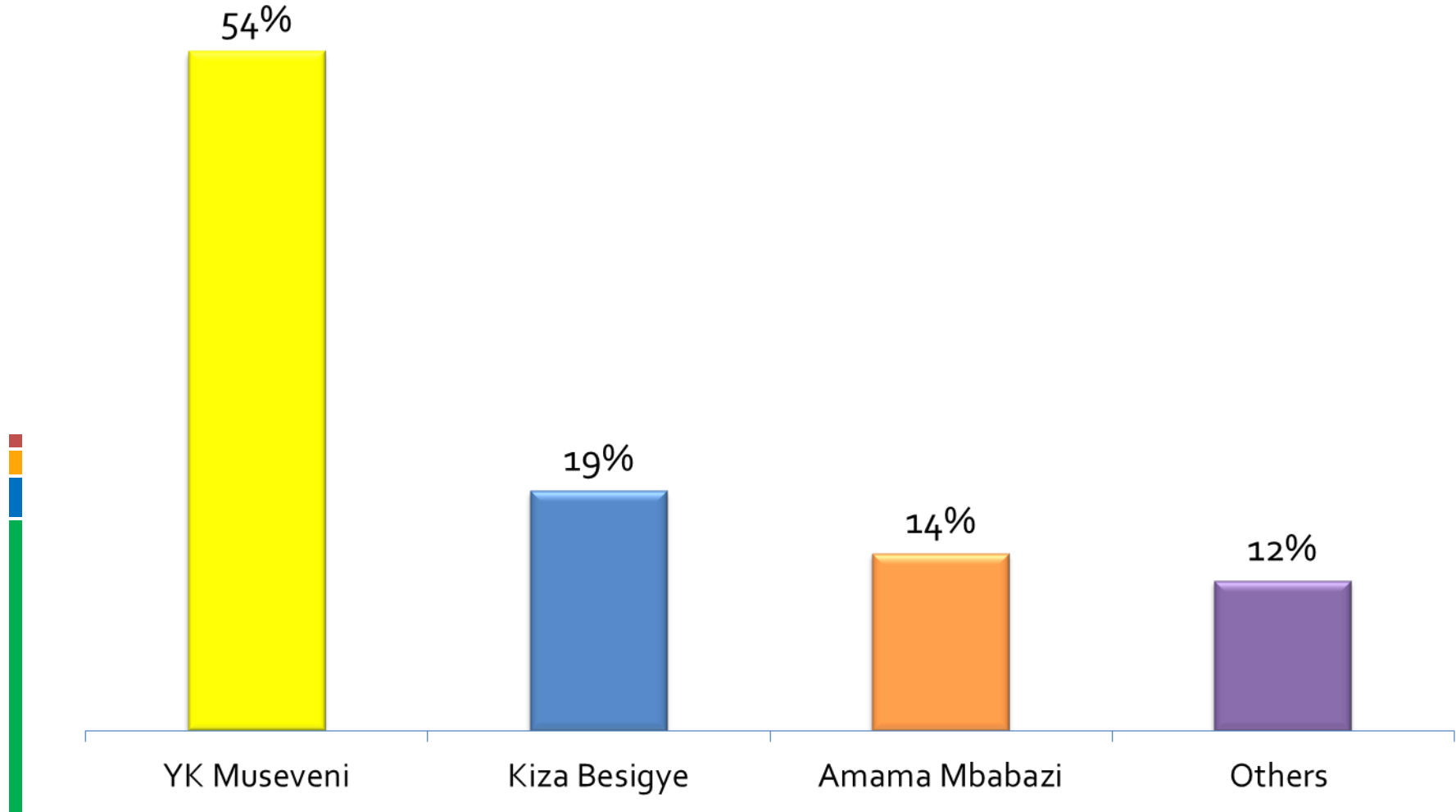
My Choice: 5-Candidate Race

If presidential elections were held today and the candidates were Gilbert Bukenya, Kiiza Besigye, Yoweri Museveni, Amama Mbabazi and Mugisha Muntu, which candidate would you vote?

	Overall	Gender		Age Bands						Education level				Region					Setting	
		Female	Male	17-24 Yrs	25-34 Yrs	35-44 Yrs	45-54 Yrs	55-64 Yrs	65+ Yrs	No Education	Primary	Secondary	Tertiary	Central	Eastern	Western	Northern	Kampala Metropolitan	Urban	Rural
Base	2320	1221	1099	592	703	446	296	161	122	309	1020	699	292	356	613	587	561	203	512	1808
Yoweri Museveni	54%	56%	52%	46%	48%	56%	69%	68%	66%	73%	62%	44%	29%	45%	51%	65%	67%	14%	27%	62%
Kiiza Besigye	18%	15%	21%	22%	21%	15%	12%	8%	11%	6%	14%	23%	30%	24%	16%	14%	11%	42%	29%	14%
Amama Mbabazi	14%	13%	15%	18%	16%	12%	9%	7%	8%	7%	11%	19%	20%	10%	18%	13%	11%	17%	24%	11%
None of them	3%	4%	3%	4%	4%	4%	2%	1%	2%	2%	2%	5%	6%	6%	2%	1%	4%	9%	6%	3%
Mugisha Muntu	1%	1%	1%	2%	1%	1%	0%	1%		0%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%
Gilbert Bukenya	1%	1%	0%	0%	1%	1%		2%	2%	1%	0%	1%	0%	3%	0%			1%	1%	1%
Undecided	6%	8%	5%	7%	6%	6%	6%	10%	5%	7%	7%	5%	8%	7%	8%	3%	6%	10%	7%	6%
No comment	3%	3%	2%	2%	3%	4%	2%	3%	6%	3%	3%	2%	5%	5%	3%	2%	1%	6%	4%	2%

My Choice for President: Overall Rating

Overall Rating of the three leading Candidates



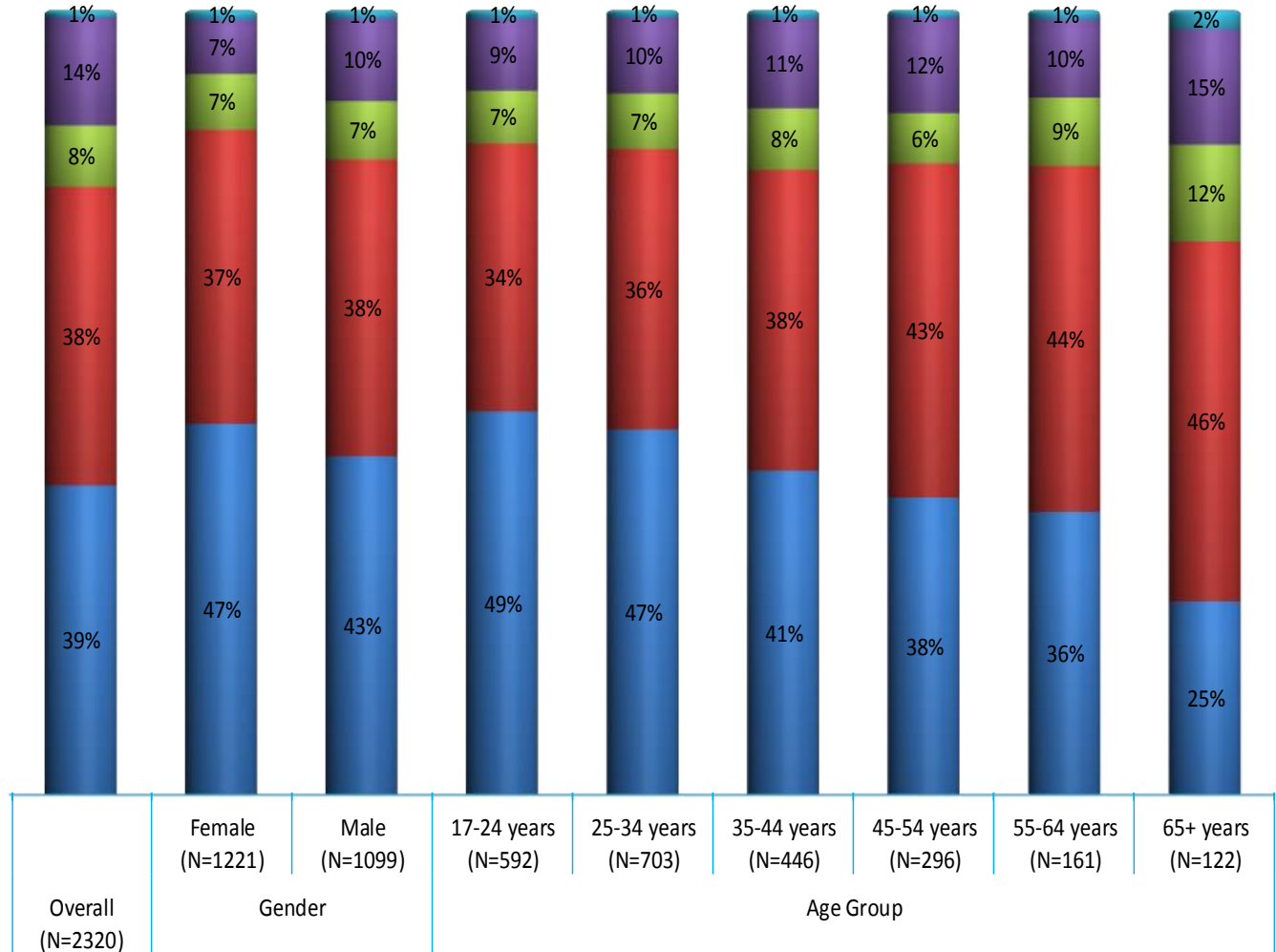
UNITED OPPOSITION

United Opposition: One Candidate in 2016?

In your opinion, should the opposition unite and field one candidate in the 2016 presidential elections?

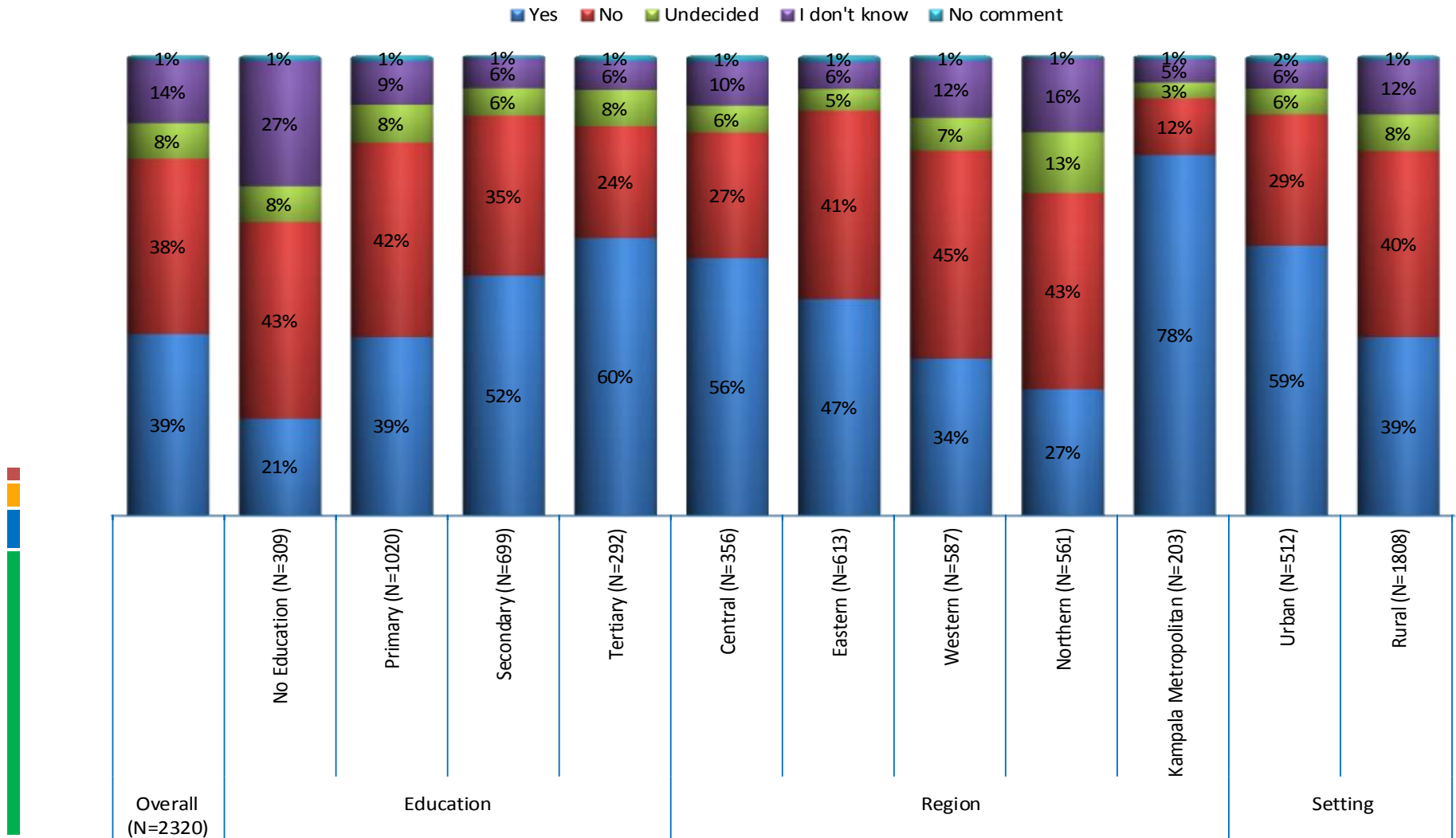
■ Yes ■ No ■ Undecided ■ I don't know ■ No comment

39% of voters feel the opposition should unite in 2016, 38% do not.



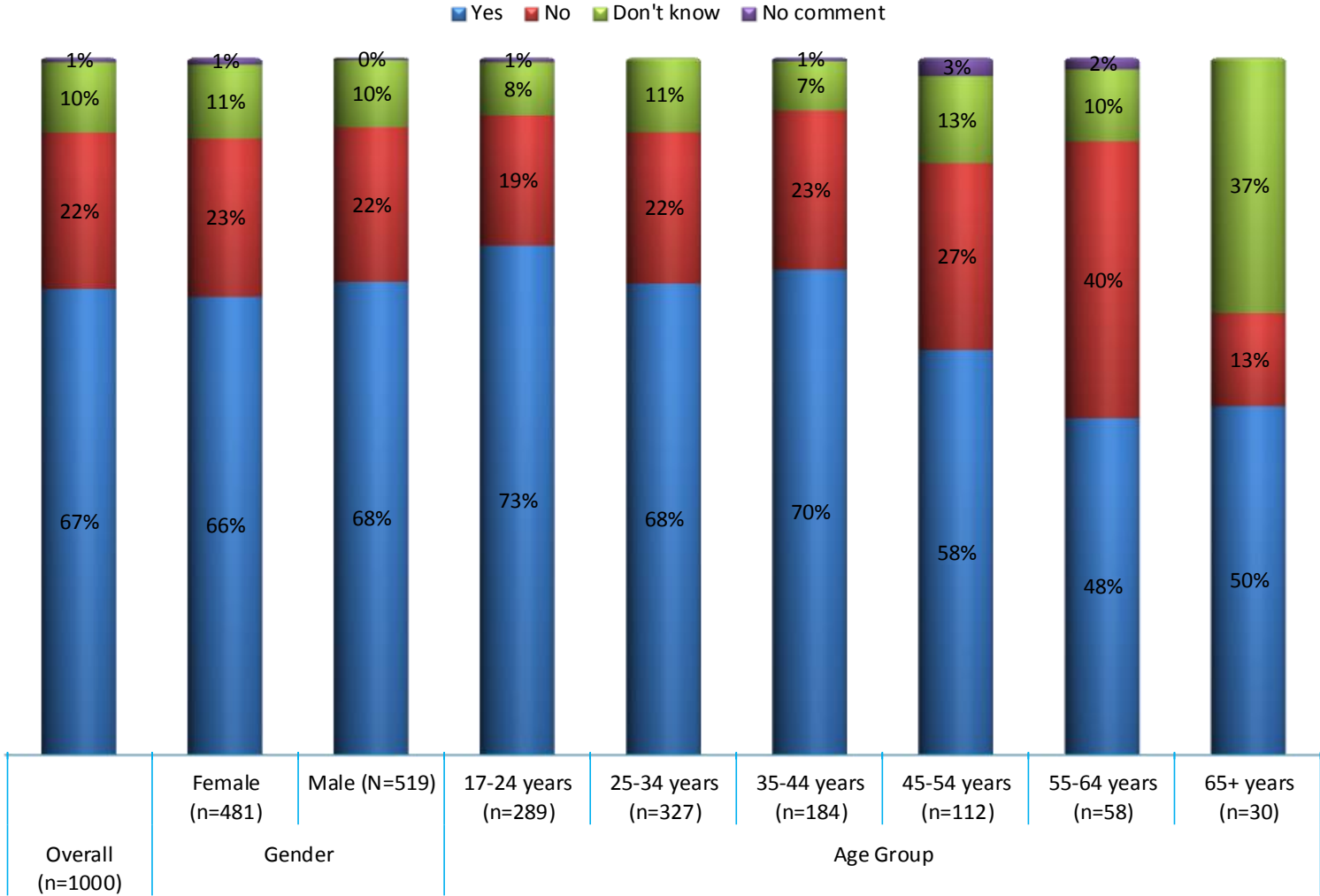
United Opposition: One Candidate in 2016?

In your opinion, should the opposition unite and field one candidate in the 2016 presidential elections?



Support for United Opposition Candidate

Given a joint opposition candidate in the 2016 presidential elections, will you vote for him/her?



Best choice for Joint Opposition Candidate

If the opposition is to field a single candidate, who do you feel is best suited to lead the united opposition in 2016 presidential election?

	Overall	Gender		Age Bands						Education level				Region					Setting	
		Female	Male	17-24 Yrs	25-34 Yrs	35-44 Yrs	45-54 Yrs	55-64 Yrs	65+ Yrs	No Education	Primary	Secondary	Tertiary	Central	Eastern	Western	Northern	Kampala Metropolitan	Urban	Rural
Base	668	316	352	211	221	128	65	28	15	42	245	266	115	146	187	120	86	129	229	439
Kiiza Besigye	51%	47%	55%	49%	54%	52%	45%	50%	60%	33%	47%	53%	61%	49%	43%	56%	51%	62%	57%	48%
Amama Mbabazi	24%	24%	24%	27%	19%	26%	31%	18%	7%	29%	27%	24%	17%	20%	35%	26%	27%	9%	17%	27%
Mugisha Muntu	5%	4%	6%	7%	6%	2%	3%	11%	-	2%	7%	5%	4%	2%	4%	14%	6%	2%	4%	6%
Norbert Mao	3%	3%	3%	2%	4%	3%	9%	-	-	2%	2%	3%	6%	3%	2%	-	6%	7%	5%	3%
No one	3%	5%	2%	2%	4%	4%	3%	-	-	12%	2%	3%	3%	7%	2%	1%	3%	3%	3%	3%
Gilbert Bukenya	2%	4%	1%	3%	2%	1%	3%	4%	7%	2%	3%	2%	-	7%	2%	-	-	2%	2%	3%
Nathan Nandala Mafabi	1%	1%	2%	1%	1%	2%	-	-	-	-	1%	2%	2%	-	3%	-	-	2%	2%	1%
Ken Lukyamuzi	1%	1%	-	-	-	2%	-	-	-	2%	-	-	1%	2%	-	-	-	1%	1%	-
Undecided	1%	1%	2%	-	2%	-	2%	-	20%	2%	2%	-	2%	3%	2%	-	2%	-	-	2%
I don't know	6%	8%	4%	5%	5%	7%	3%	18%	-	14%	7%	4%	4%	5%	7%	3%	2%	9%	7%	5%
Others	2%	2%	2%	2%	2%	2%	2%	-	7%	-	1%	3%	1%	3%	1%	1%	2%	3%	2%	2%

PARLIAMENTARY ELECTIONS

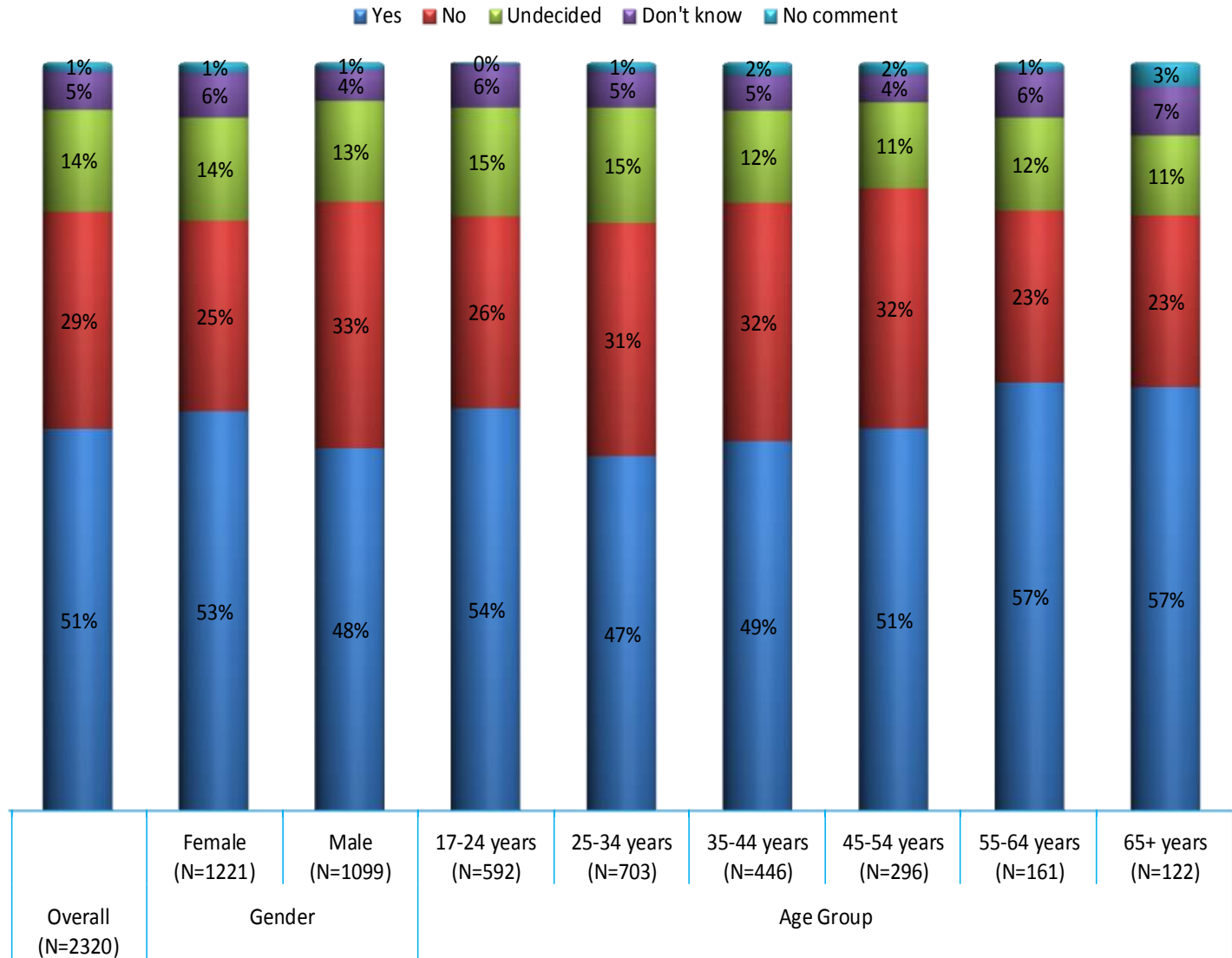
Parliament: Preferred candidate – By party

If parliamentary elections were held today, from which political party would your preferred candidate be?

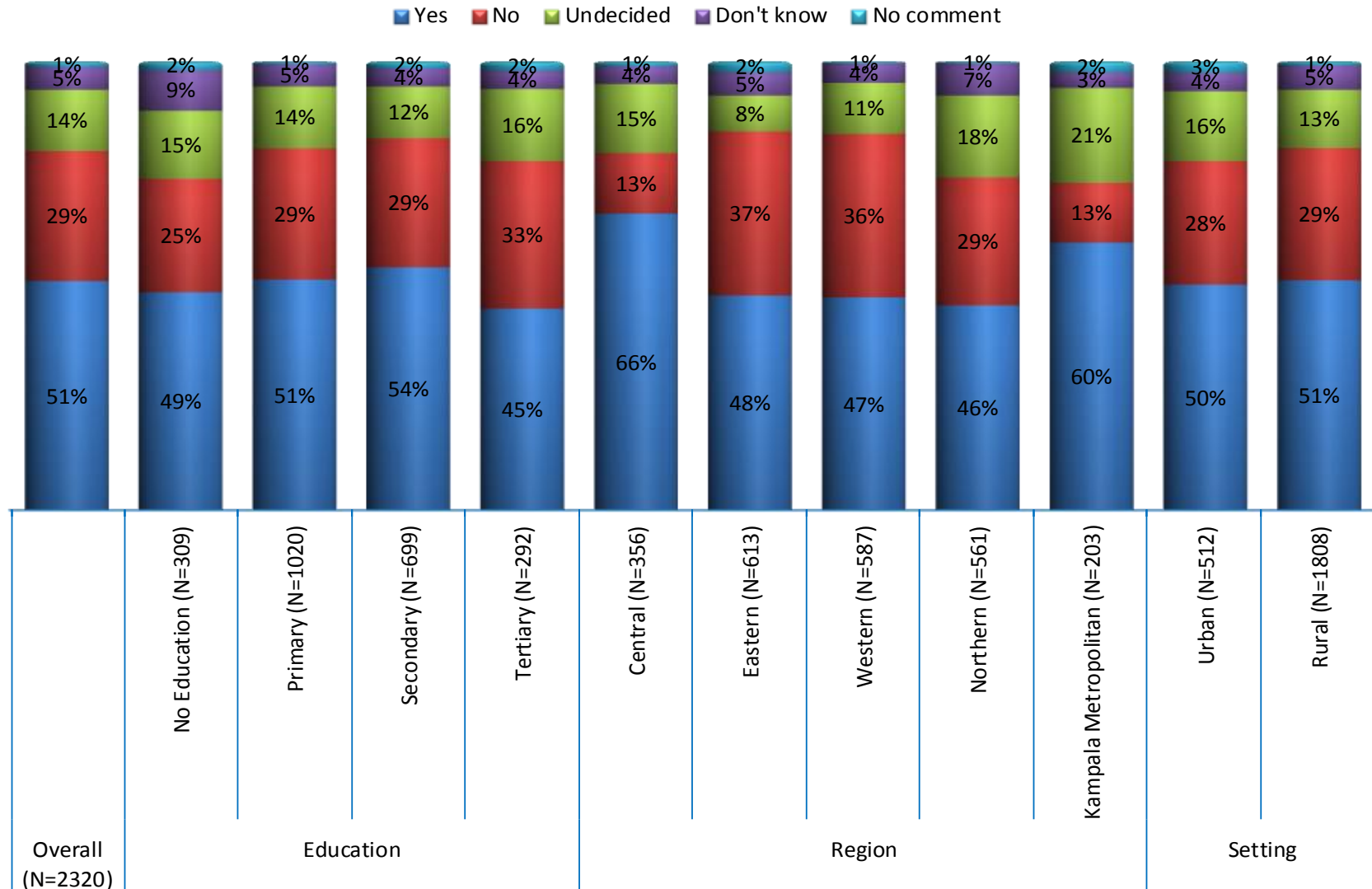
	Overall	Gender		Age Bands						Setting	
		Female	Male	17-24 Yrs	25-34 Yrs	35-44 Yrs	45-54 Yrs	55-64 Yrs	65+ Yrs	Urban	Rural
Base	2320	1221	1099	592	703	446	296	161	122	512	1808
National Resistance Movement NRM	60%	60%	60%	52%	56%	63%	69%	66%	69%	40%	65%
Forum for Democratic Change FDC	17%	14%	20%	22%	20%	15%	9%	9%	7%	25%	14%
I would vote for an Independent candidate	3%	3%	2%	4%	3%	2%	3%	1%	1%	5%	2%
Any Potential candidate	3%	3%	3%	3%	3%	3%	1%	6%	2%	2%	3%
Democratic Party DP	2%	2%	1%	2%	2%	3%	2%	1%		4%	1%
Uganda People's Congress UPC	1%	2%	1%	3%	1%	0.4%	0.3%	1%	2%	1%	1%
Inter-party Cooperation IPC	0.3%	0.3%	0.4%	1%	0.4%	0.2%	0.3%			1%	0.3%
People's Progressive Party PPP	0.1%		0.2%	0.2%		0.2%				0.4%	
Uganda Federal Alliance (UFA)	0.0%	0.1%			0.1%						0.1%
Undecided	9%	9%	8%	10%	9%	9%	6%	9%	8%	17%	6%
Don't know	3%	4%	2%	3%	2%	2%	4%	2%	4%	2%	3%
Refused/No comment	2%	2%	2%	1%	2%	3%	2%	2%	5%	3%	2%
Will not vote	1%	1%	1%	1%	1%	0%	2%	2%	2%	2%	1%

Are you likely to vote for your current MP?

51% of voters likely to vote current MP, 29% unlikely



Are you likely to vote for your current MP?



ELECTION FAIRNESS

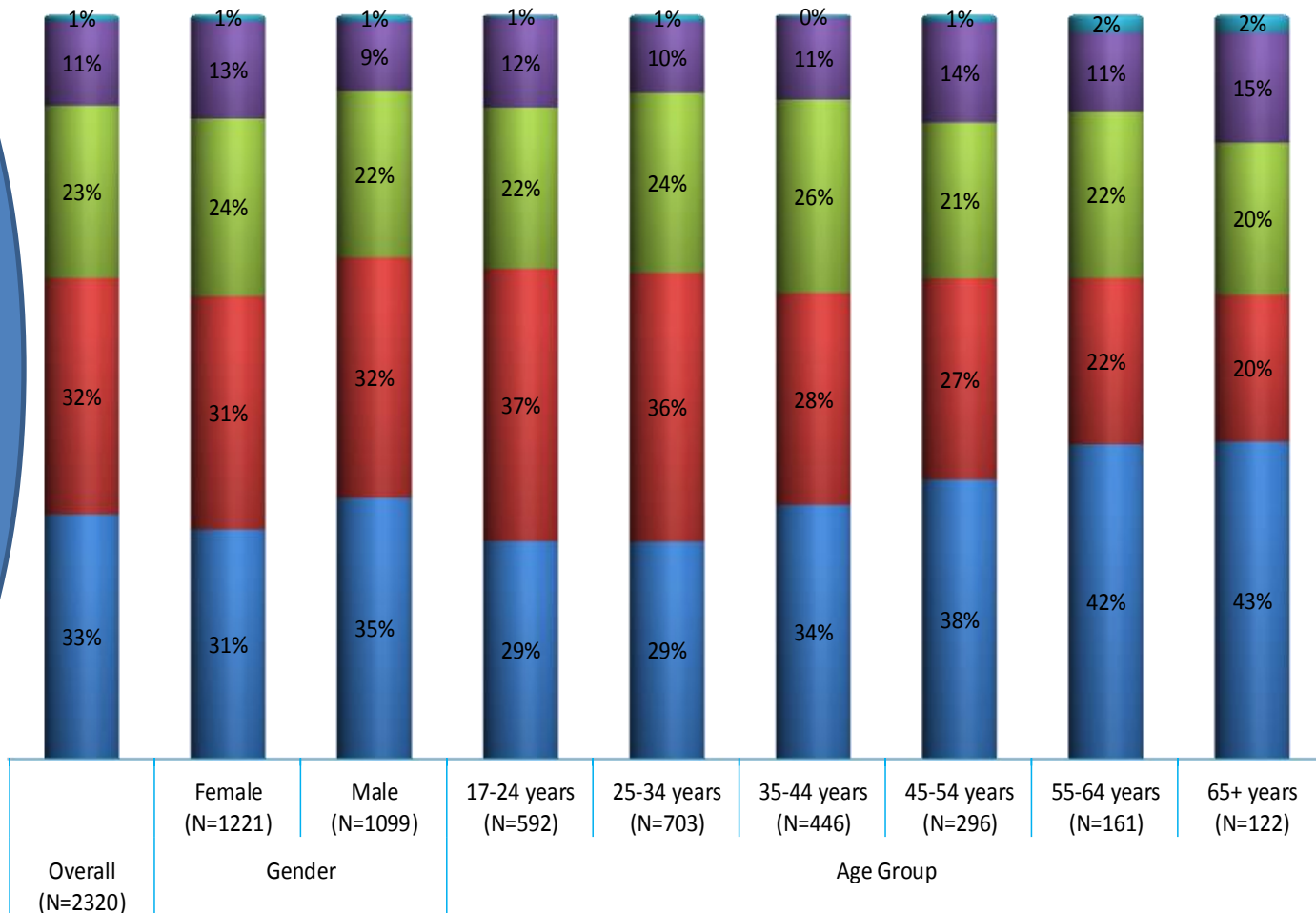
 RESEARCH
WORLD
INTERNATIONAL LTD
your partner in business

2016 Elections: Free and Fair?

Do you believe that the 2016 presidential elections will be free and fair?

Yes No Not sure Don't know No comment

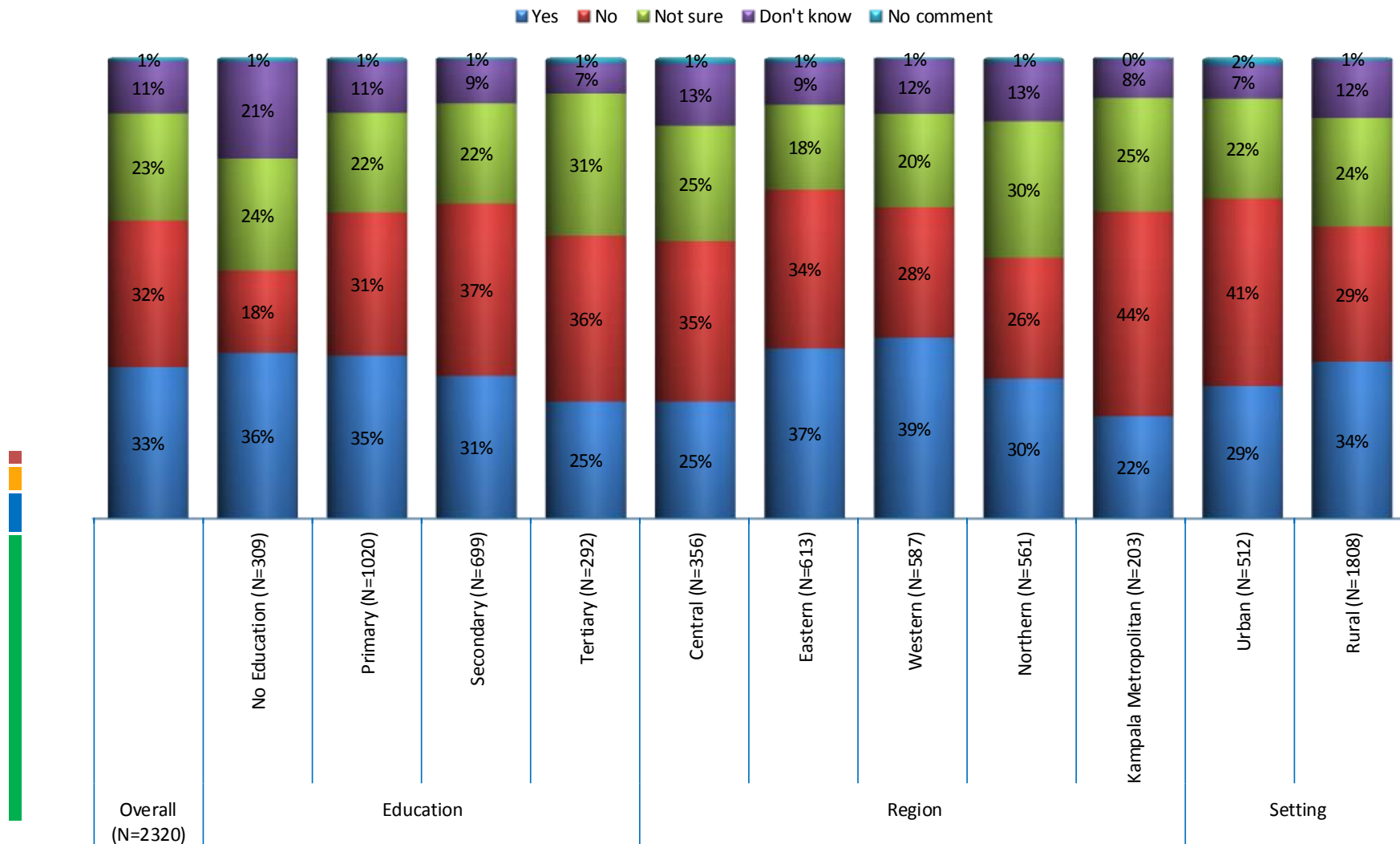
32% do not believe that the elections will be free and fair; 23% are not sure.



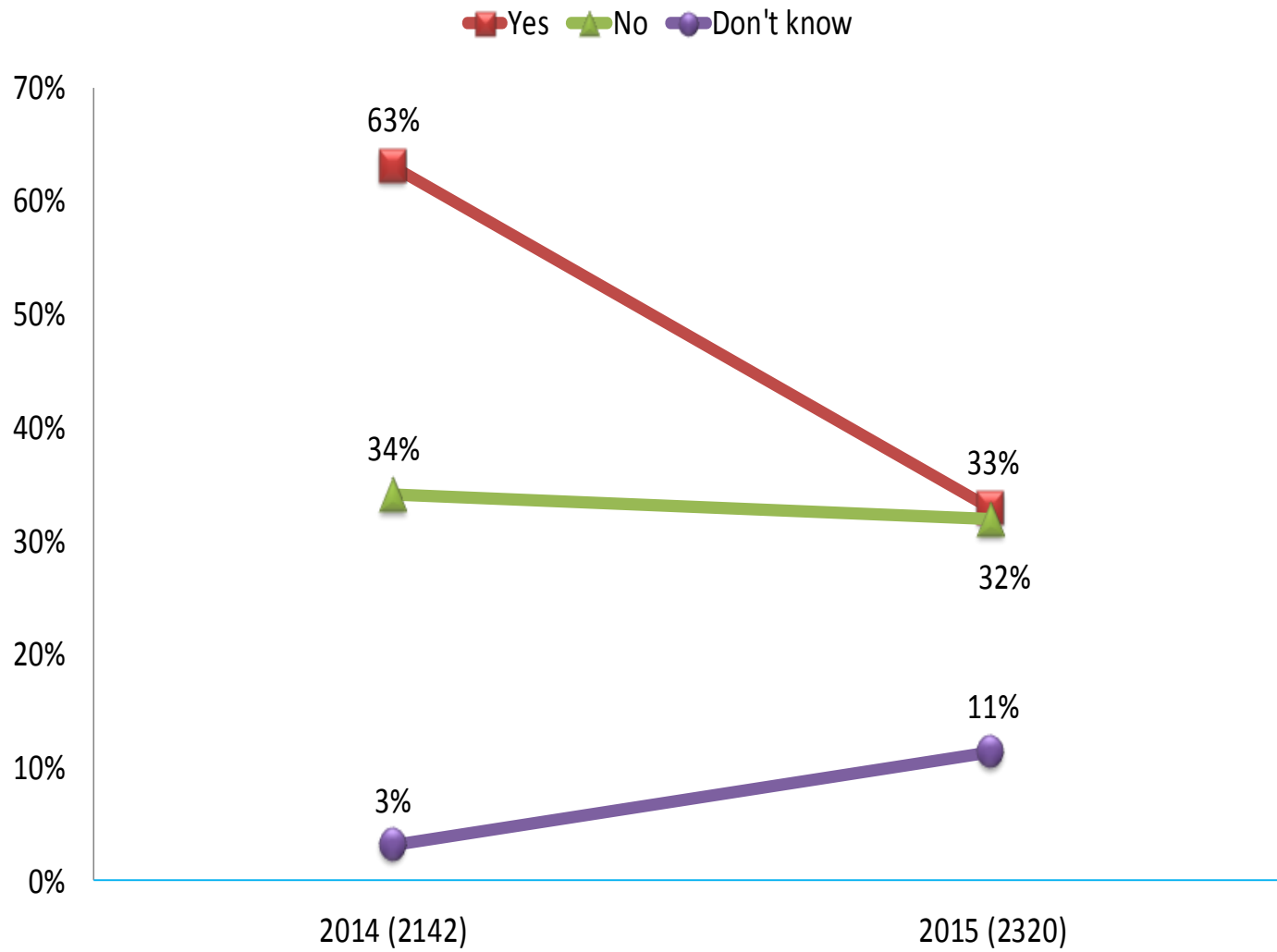
Only a third of voters (33%) have confidence in 2016 elections

2016 Elections: Free and Fair?

Do you believe that the 2016 presidential elections will be free and fair?



Trends: Do you think elections will be free and fair?



2016 Elections: Main fear

What is your main fear in the upcoming election?

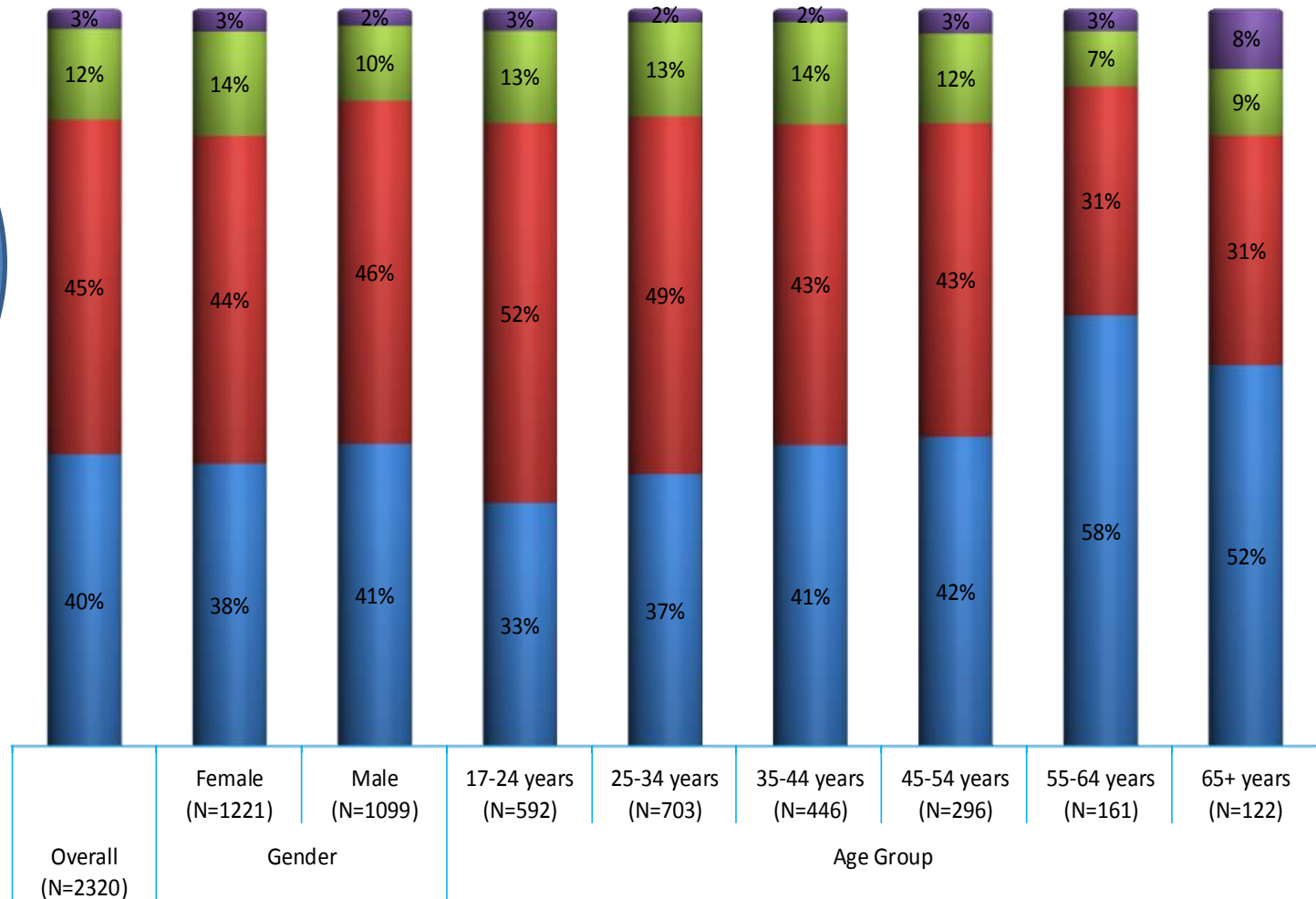
		Gender		Age Bands						Region				
	Overall	Female	Male	17-24 Yrs	25-34 Yrs	35-44 Yrs	45-54 Yrs	55-64 Yrs	65+ Yrs	Central	Eastern	Western	Northern	Kampala Metropolitan
Base	2320	1221	1099	592	703	446	296	161	122	356	613	587	561	203
I have no fear	29%	28%	29%	22%	25%	32%	36%	34%	44%	31%	23%	33%	32%	23%
Election rigging	24%	22%	27%	25%	29%	23%	21%	22%	14%	26%	17%	28%	20%	42%
Chaos if Museveni wins	23%	27%	18%	24%	22%	23%	21%	22%	22%	12%	44%	19%	18%	2%
Voter intimidation	16%	17%	16%	16%	17%	17%	17%	13%	16%	20%	19%	17%	12%	12%
Vote buying	14%	15%	14%	19%	15%	12%	10%	14%	11%	15%	8%	10%	23%	20%
Riots and Demonstrations	2%	2%	2%	4%	2%	2%	2%	1%	2%	1%	6%	1%	1%	2%
Corruption	0.4%	0.3%	0.5%	1%	0.1%	1%	0%	1%			1%	0.2%		
Don't Know	0.3%	0.4%	0.3%		0.3%	0.4%	0.3%	1%	2%		1%	0.3%	0.4%	
Inflation	0.3%	0.4%	0.2%	1%	0.1%	0.4%		1%		0.3%	1%			

2016 Elections: Voter trust/distrust... in E.C

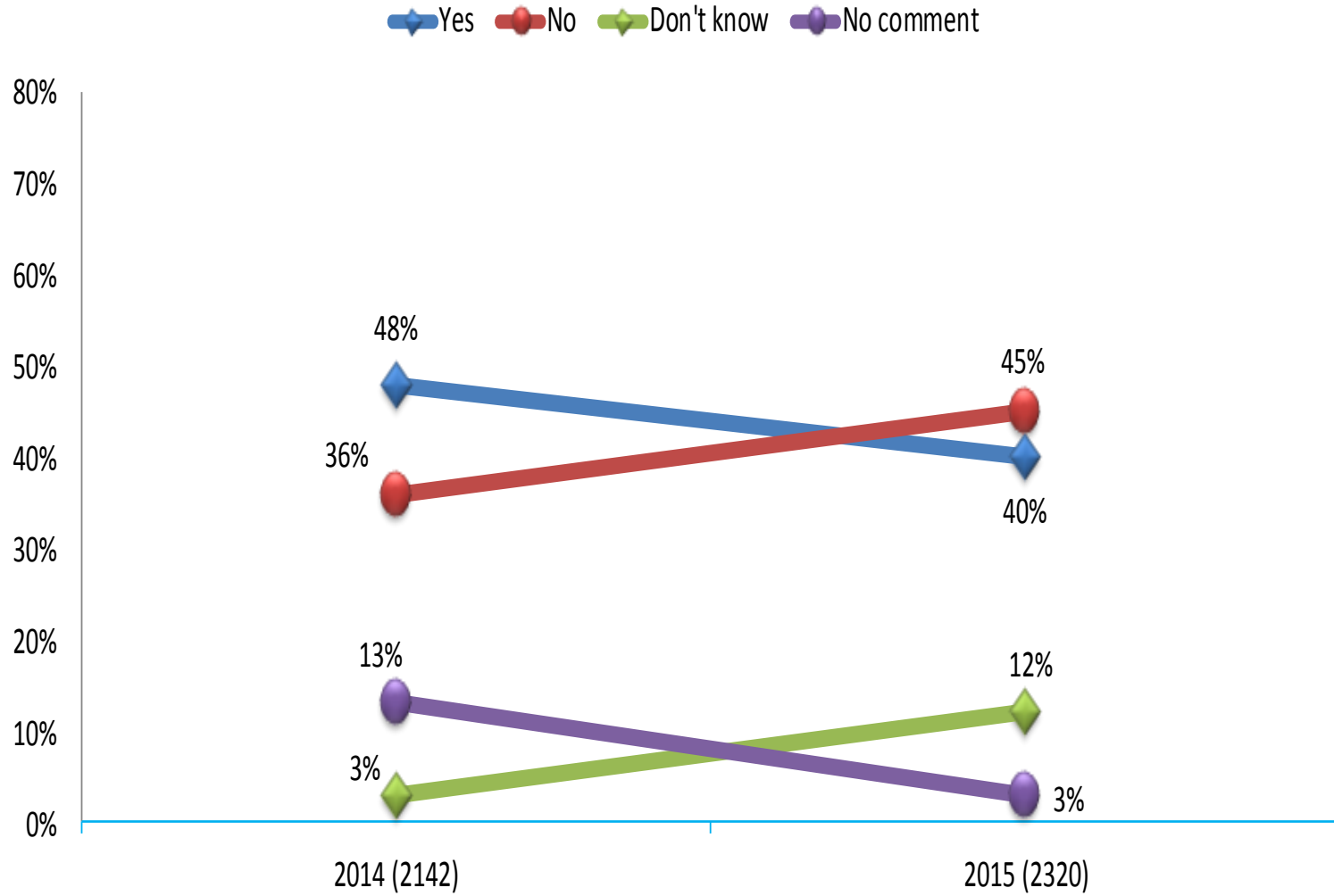
As we approach the 2016 election do you trust the Electoral Commission to act impartially as far as their role during presidential elections?

Yes No Undecided No comment

45% of voters do not trust the E.C



Trends: Can the E.C conduct a free and fair election?

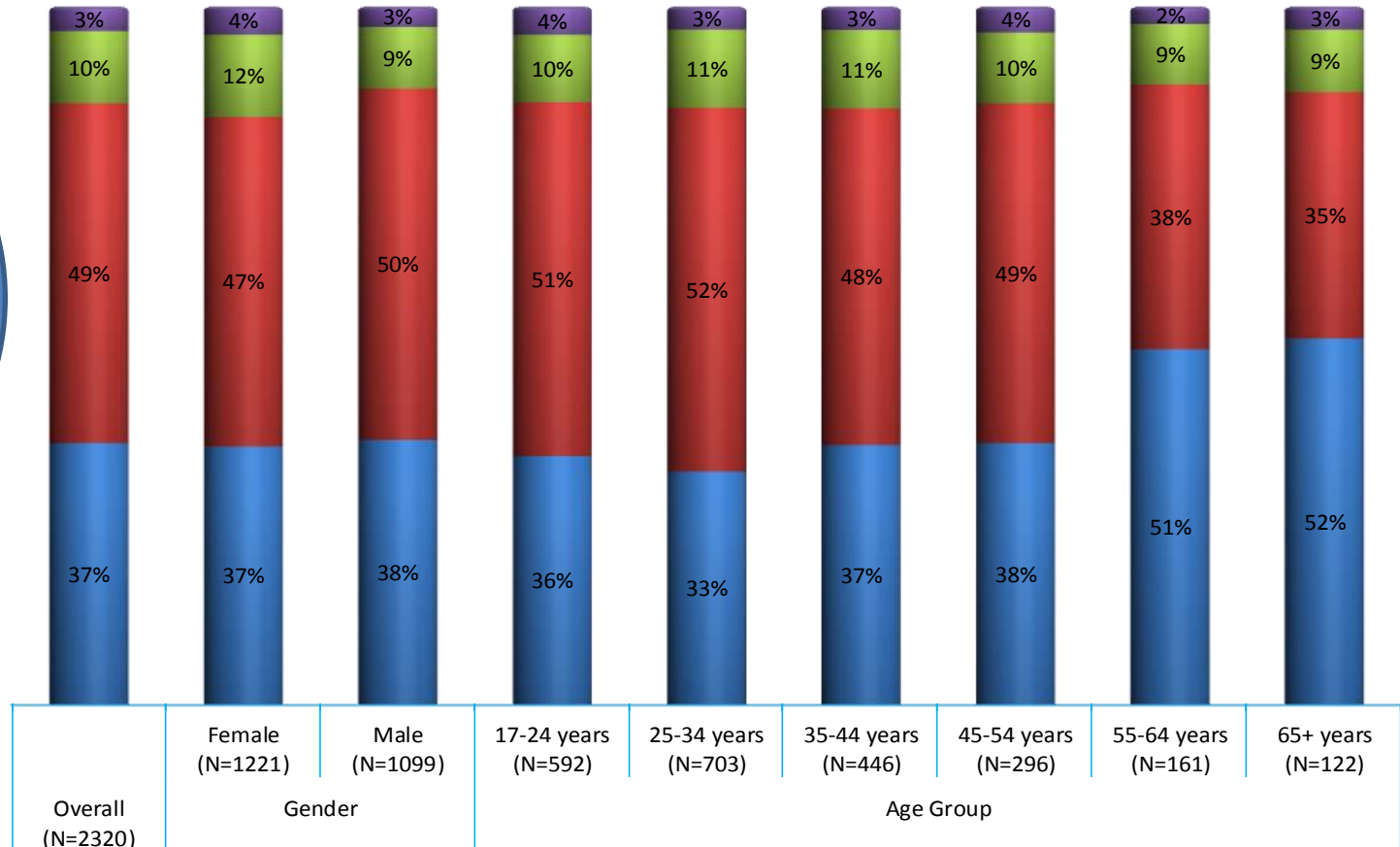


2016 Elections: Voter trust/distrust... Uganda Police

As we approach the 2016 election do you trust the Uganda Police to act impartially as far as their role during presidential elections?

■ Yes ■ No ■ Undecided ■ No comment

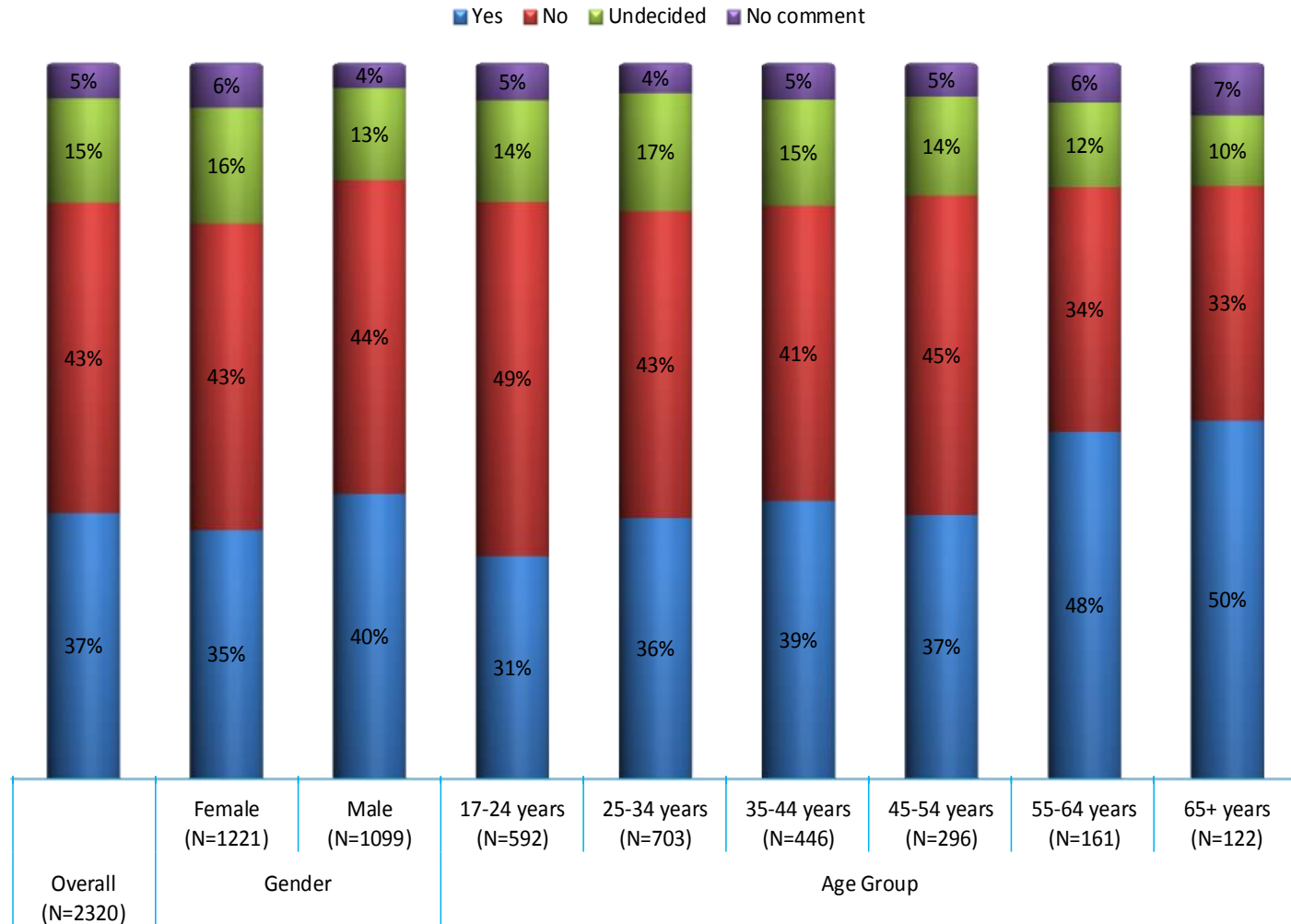
49% of voters do not trust the Uganda Police



Uganda police is worse rated than electoral commission

2016 Elections: Voter trust/distrust... Judiciary

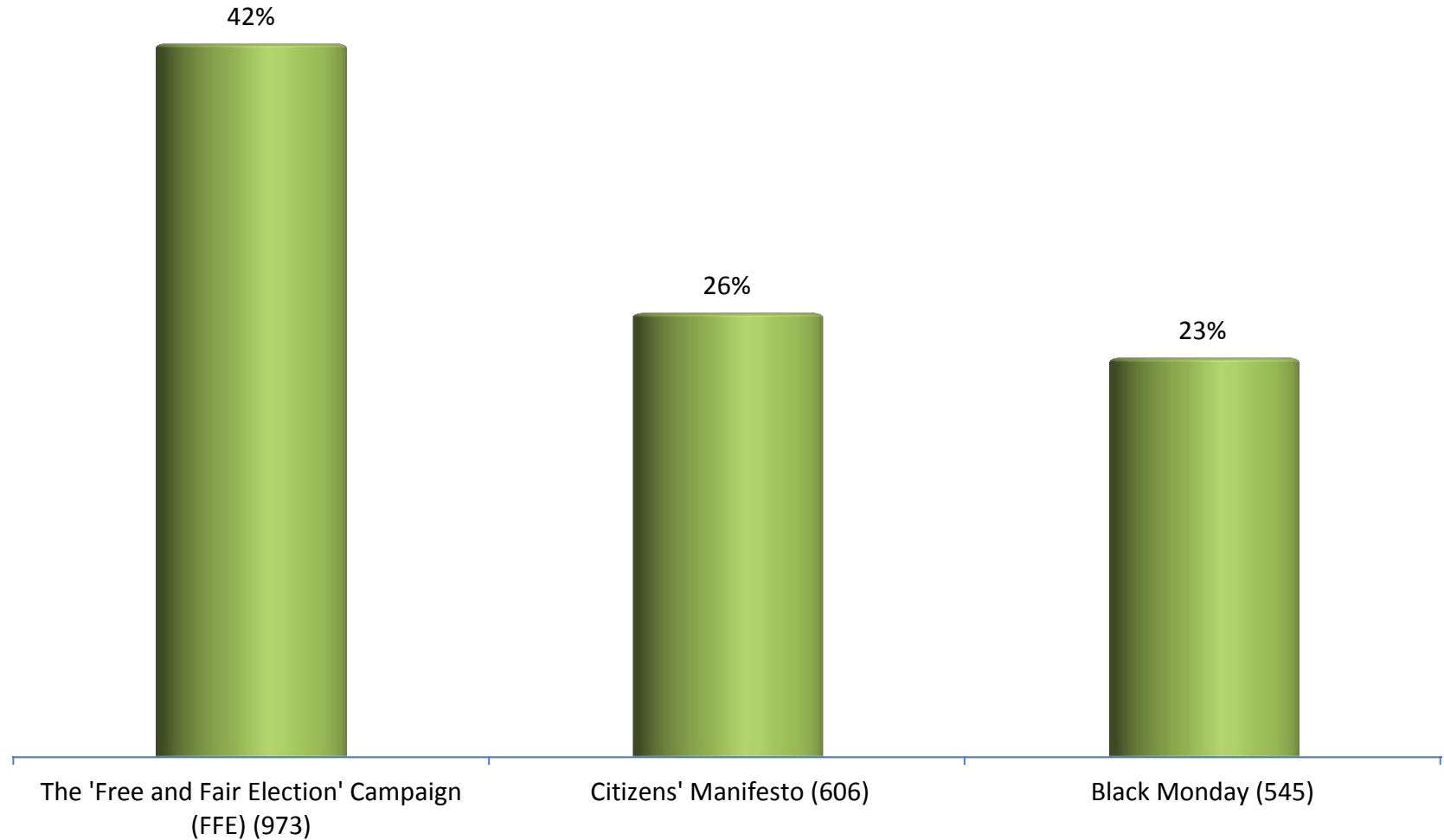
As we approach the 2016 election do you trust The Judiciary to act impartially as far as their role during presidential elections?



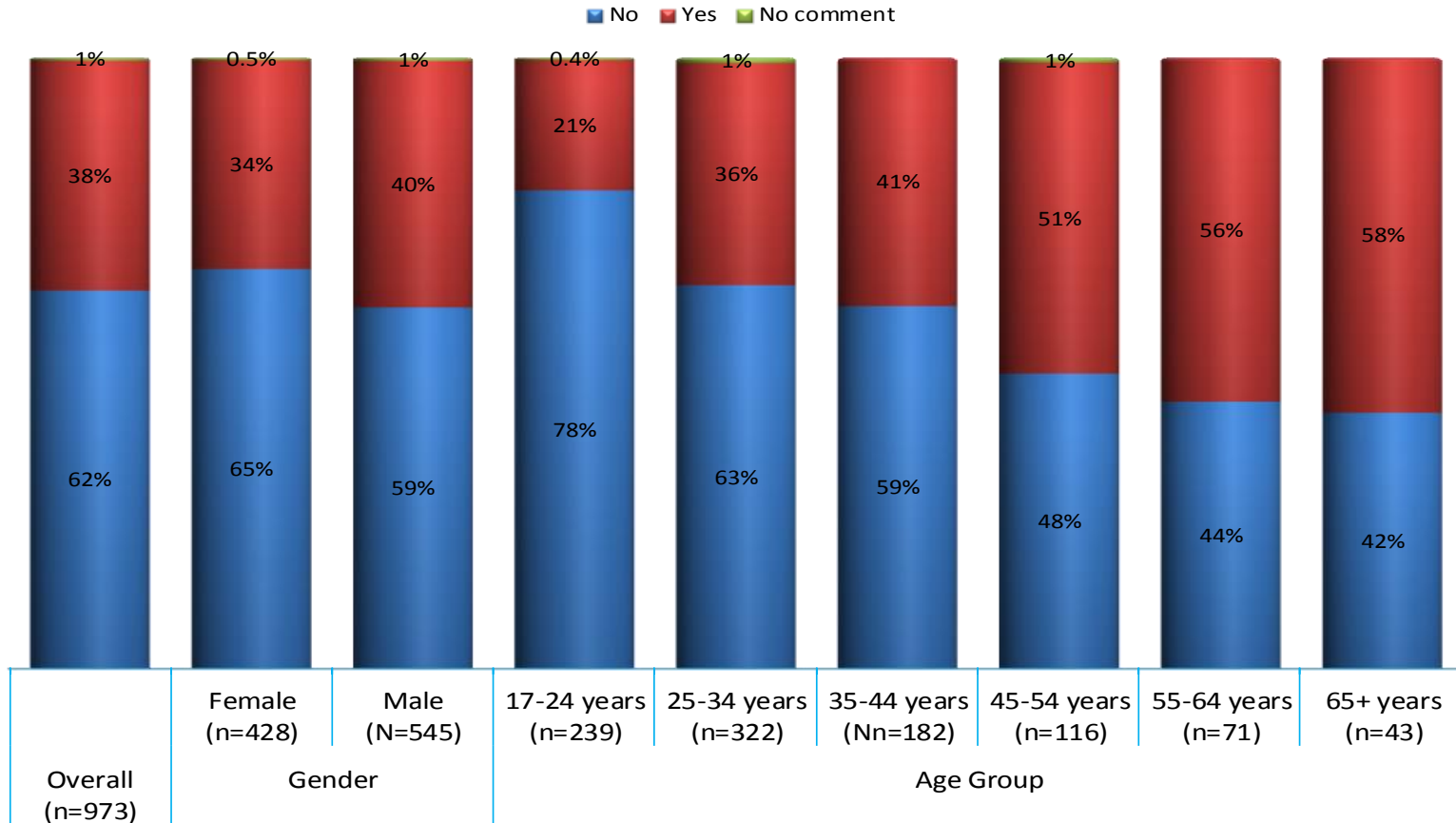
What do you think is the best means of securing optimal electoral reforms that will ensure a free and fair election?

	Overall	Gender		Age Bands						Education level				Region					Setting	
		Female	Male	17-24 Yrs	25-34 Yrs	35-44 Yrs	45-54 Yrs	55-64 Yrs	65+ Yrs	No Education	Primary	Secondary	Tertiary	Central	Eastern	Western	Northern	Kampala Metropolitan	Urban	Rural
Base	738	383	355	217	254	127	80	36	24	55	317	261	105	124	211	166	147	90	208	530
Dialogue between Museveni and the opposition political leader	38%	40%	36%	39%	34%	43%	45%	42%	25%	42%	43%	35%	30%	43%	41%	39%	39%	23%	33%	40%
Lobby MPs to pass meaningful electoral reforms	23%	21%	25%	25%	26%	20%	19%	19%	17%	13%	20%	26%	30%	23%	16%	30%	25%	23%	26%	22%
An independent EC elected by people	4%	2%	7%	1%	5%	5%	6%	11%	4%	2%	3%	7%	4%	2%	7%	5%	3%	2%	4%	5%
Don't know	14%	17%	10%	9%	17%	16%	9%	14%	38%	25%	18%	9%	9%	13%	6%	14%	24%	16%	11%	15%
No comment	3%	5%	2%	4%	3%	2%	6%	3%	4%	7%	2%	5%	-	6%	1%	2%	2%	11%	6%	2%
Bringing in external security to guard ballots	4%	4%	4%	7%	4%	2%	3%	3%	-	4%	3%	4%	6%	2%	9%	3%	1%	1%	4%	4%
Declare winners at polling stations	1%	-	1%	-	1%	-	1%	-	-	-	-	1%	2%	-	2%	-	-	-	-	1%
Foreign Observers	1%	0.3%	1%	1%	0.4%	2%	-	-	-	-	0.3%	1%	1%	1%	1%	1%	-	-	1%	1%
Introducing electronic voting	1%	1%	1%	2%	0.4%	1%	-	-	-	-	1%	1%	1%	-	2%	-	1%	-	0.5%	1%
Stop amending the constitution	1%	1%	1%	0.5%	0.4%	-	3%	-	-	2%	-	1%	-	-	2%	-	-	-	-	1%

Have you ever heard about any of the following?

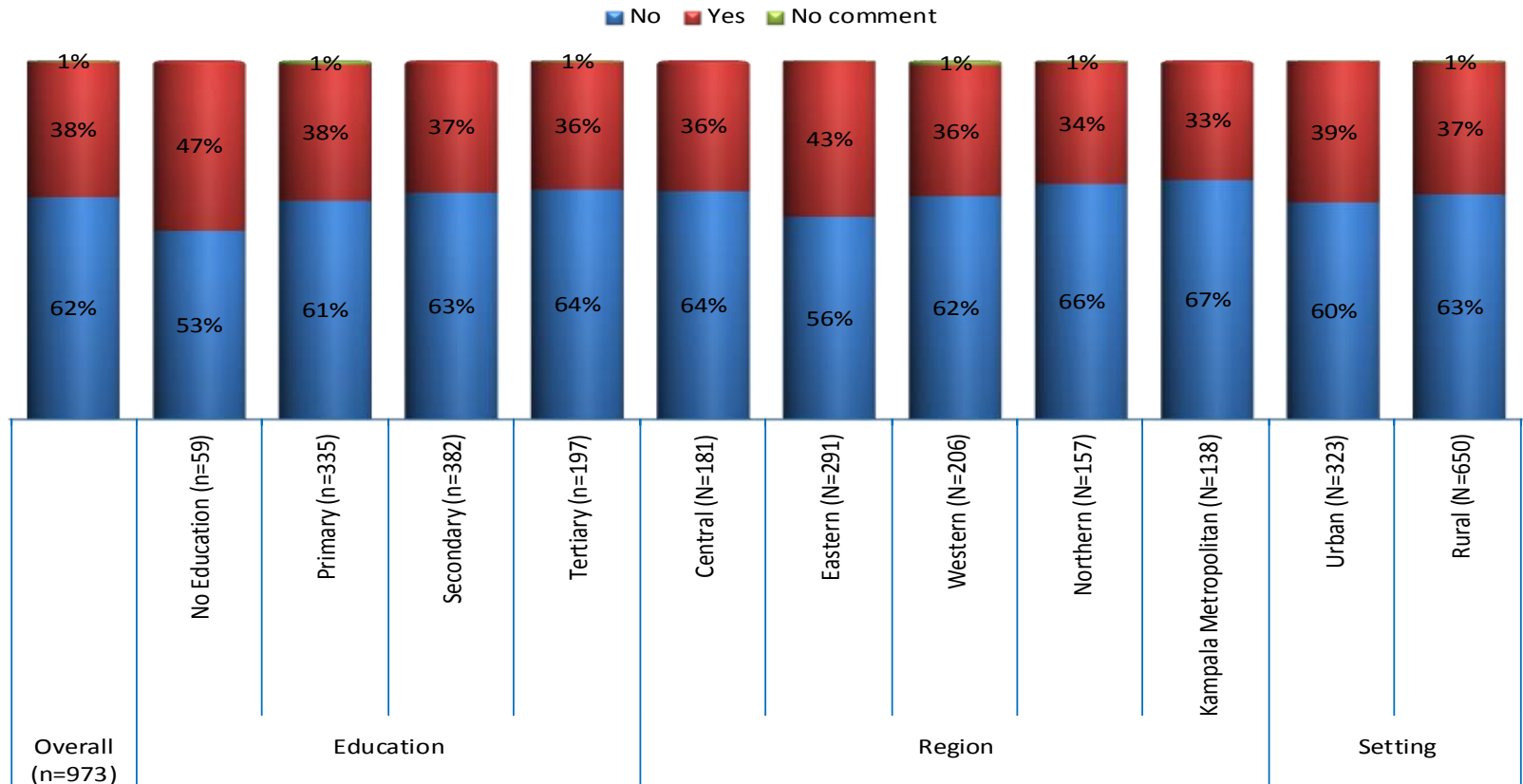


Have you ever participated in the Free and Fair Election (FFE) campaign?



Majority have not participated in a free and fair election; an indicator of limitation of democratic space. This is higher among younger people

Have you ever participated in the Free and Fair Election (FFE) campaign?



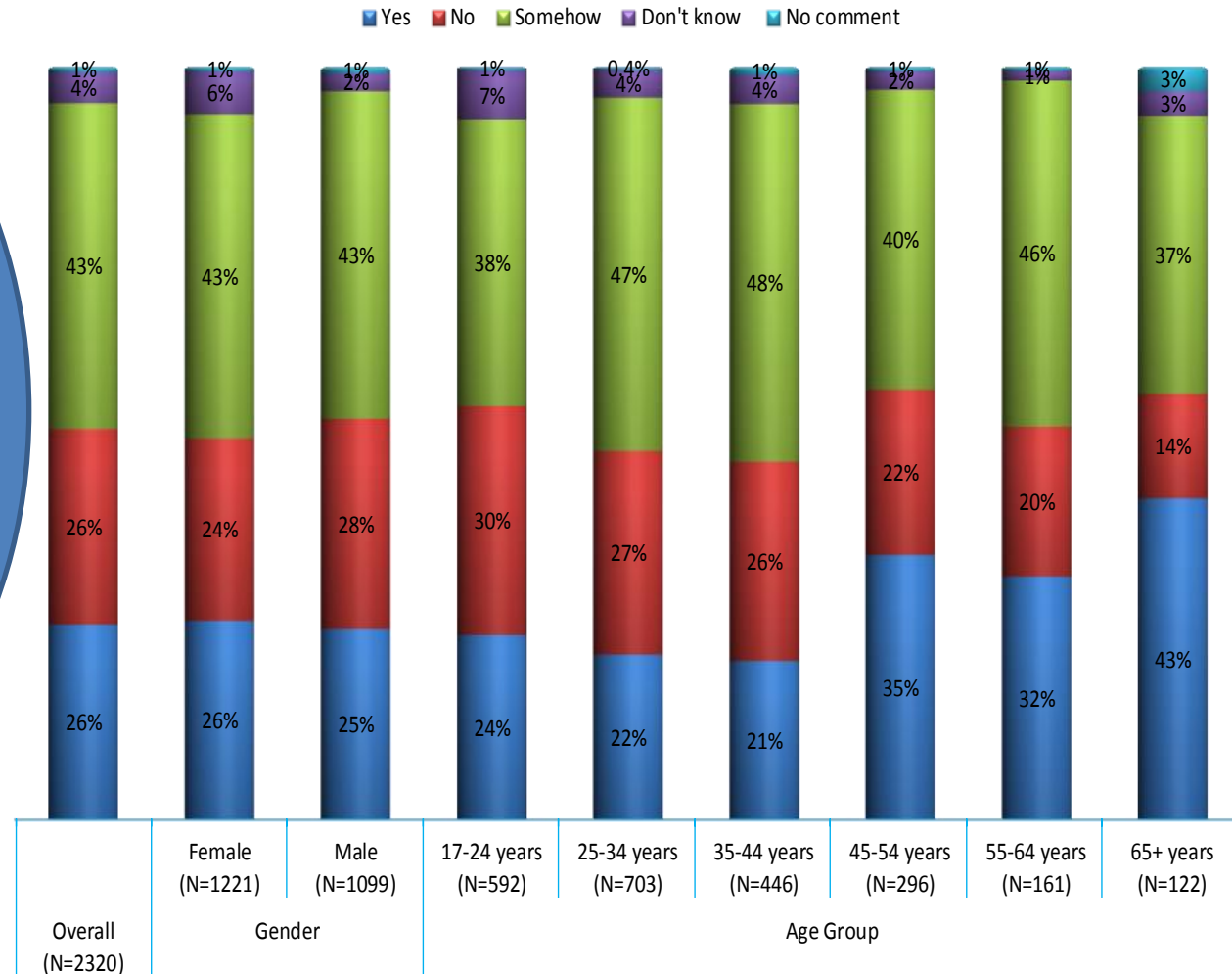
Eastern region records higher incidences of free and fair election; Kampala has performs worst

PRESIDENT MUSEVENI

Measuring Performance: 2011 Campaign Promises

In 2011, President Yoweri Museveni campaigned on a theme of “Prosperity for all: Better service delivery and job creation.” Would you say that he has done his job as President of Uganda to your satisfaction?

While 43% feel that President Museveni has “somehow” delivered his 2011 campaign promises, 26% believe he has NOT, and 26% that he has.



Why President Museveni deserves re-election

In your assessment, what are the four most important things that President Yoweri Museveni has done for him to deserve re-election?

	Overall	Region				
		Central	Eastern	Western	Northern	Kampala Metropolitan
Base	597	62	137	214	165	19
Provided peace and security	50%	45%	41%	58%	50%	42%
Free education	42%	29%	45%	43%	44%	42%
Road construction	29%	35%	27%	29%	29%	32%
Improved health facilities and services	20%	15%	18%	19%	27%	-
Women empowerment	8%	2%	13%	9%	5%	-
Introduced the Rural electrification program	7%	5%	7%	9%	7%	5%
Revived the NAADS program	7%	3%	15%	5%	4%	5%
Job creation	7%	3%	8%	10%	3%	-
Introduced prosperity for all	4%	2%	5%	5%	4%	5%
Availing safe and clean water	4%	3%	6%	4%	3%	11%
There is freedom	4%	-	12%	3%	1%	-
Economic development	4%	3%	3%	4%	5%	-
Improved service delivery	3%	2%	1%	5%	1%	11%
Fighting corruption	3%	5%	1%	2%	4%	5%
Introduce the Youth Livelihood Program	2%	2%	3%	0.5%	2%	5%
Good governance	2%	-	-	3%	1%	-

Failed: Unfulfilled Campaign Promises

In your assessment, what are the four most important campaign promises that President Yoweri Museveni has failed to deliver on?

	Overall	Region				
		Central	Eastern	Western	Northern	Kampala Metropolitan
Base	593	98	199	133	84	79
Failed to create jobs	28%	32%	24%	26%	20%	48%
Poor quality of roads	24%	21%	27%	23%	20%	23%
Failed in fighting corruption	19%	15%	20%	28%	12%	14%
Failed to improve services and infrastructure in the health sector	17%	20%	22%	12%	17%	8%
Failed to improve the quality of education	13%	8%	18%	15%	18%	-
Prosperity for all has failed	10%	3%	13%	11%	18%	-
Failed to eradicate poverty	6%	6%	5%	6%	6%	8%
Rural electrification programme has failed	4%	5%	6%	2%	4%	-
Failed to control the economy	3%	3%	1%	5%	-	9%
Does not remember any	3%	-	3%	2%	12%	-
Youth livelihood programme failed	2%	-	4%	2%	-	1%
Nepotism and tribalism	1%	1%	1%	-	1%	-

When do you think President Yoweri Museveni should retire?

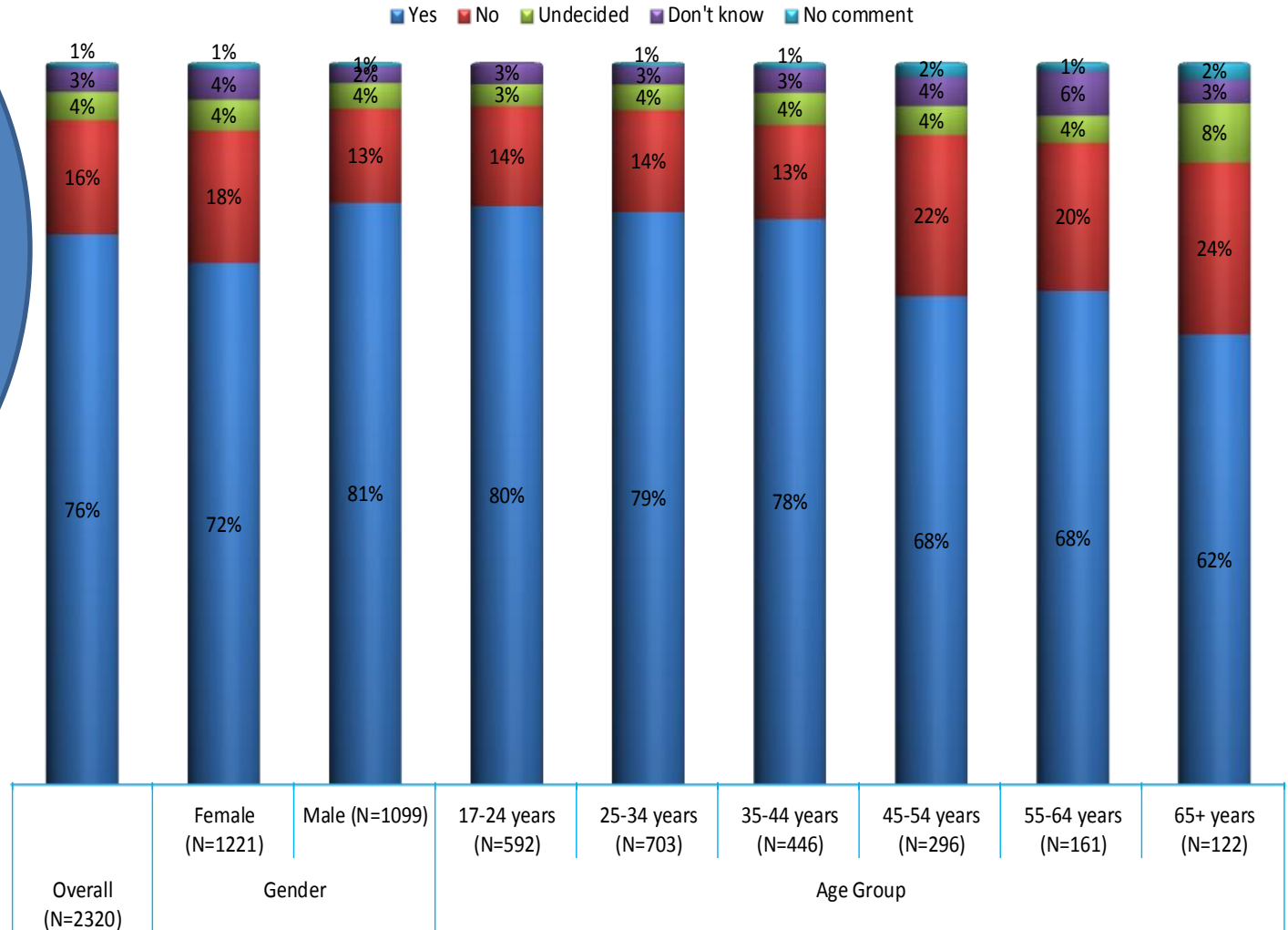
	Overall	Gender		Age Bands						Education level				Region					Setting	
		Female	Male	17-24 Yrs	25-34 Yrs	35-44 Yrs	45-54 Yrs	55-64 Yrs	65+ Yrs	No Education	Primary	Secondary	Tertiary	Central	Eastern	Western	Northern	Kampala Metropolitan	Urban	Rural
Base	2320	1221	1099	592	703	446	296	161	122	309	1020	699	292	356	613	587	561	203	512	1808
Before 2016 elections	30%	27%	33%	35%	35%	29%	21%	24%	16%	13%	25%	39%	48%	38%	28%	26%	19%	67%	51%	24%
After 2016 elections	18%	16%	20%	19%	17%	20%	19%	17%	16%	14%	19%	19%	17%	14%	17%	20%	23%	10%	12%	20%
After 2021 elections	5%	5%	5%	4%	5%	4%	7%	5%	6%	3%	7%	4%	4%	2%	3%	12%	3%	1%	3%	6%
After 2026 elections	1%	1%	1%	1%	1%	1%	2%	2%	2%	1%	1%	1%	-	1%	1%	2%	1%	0.5%	1%	1%
When he decides	19%	21%	17%	15%	18%	21%	23%	26%	30%	33%	20%	16%	11%	16%	24%	18%	23%	5%	12%	21%
When NRM decides	3%	3%	4%	3%	3%	4%	3%	3%	3%	3%	3%	4%	2%	3%	2%	5%	3%	1%	3%	3%
Museveni should rule forever/life	10%	12%	8%	8%	9%	9%	15%	12%	18%	20%	12%	6%	2%	11%	8%	9%	16%	1%	4%	12%
At retirement age	0.3%	0.1%	0.5%	-	0.4%	0.2%	-	1%	-	-	-	0.1%	1%	0.3%	0.3%	0.3%	0.2%	-	-	0.3%
Don't know	12%	14%	10%	14%	13%	11%	11%	9%	10%	13%	12%	11%	13%	14%	13%	8%	12%	13%	15%	11%
When he losses an election	1%	1%	1%	1%	1%	1%	0.3%	1%	-	0.3%	0.5%	1%	2%	0.3%	2%	0.3%	0.4%	-	1%	1%

PRESIDENTIAL TERM LIMITS

Should Uganda have Presidential Term Limits?

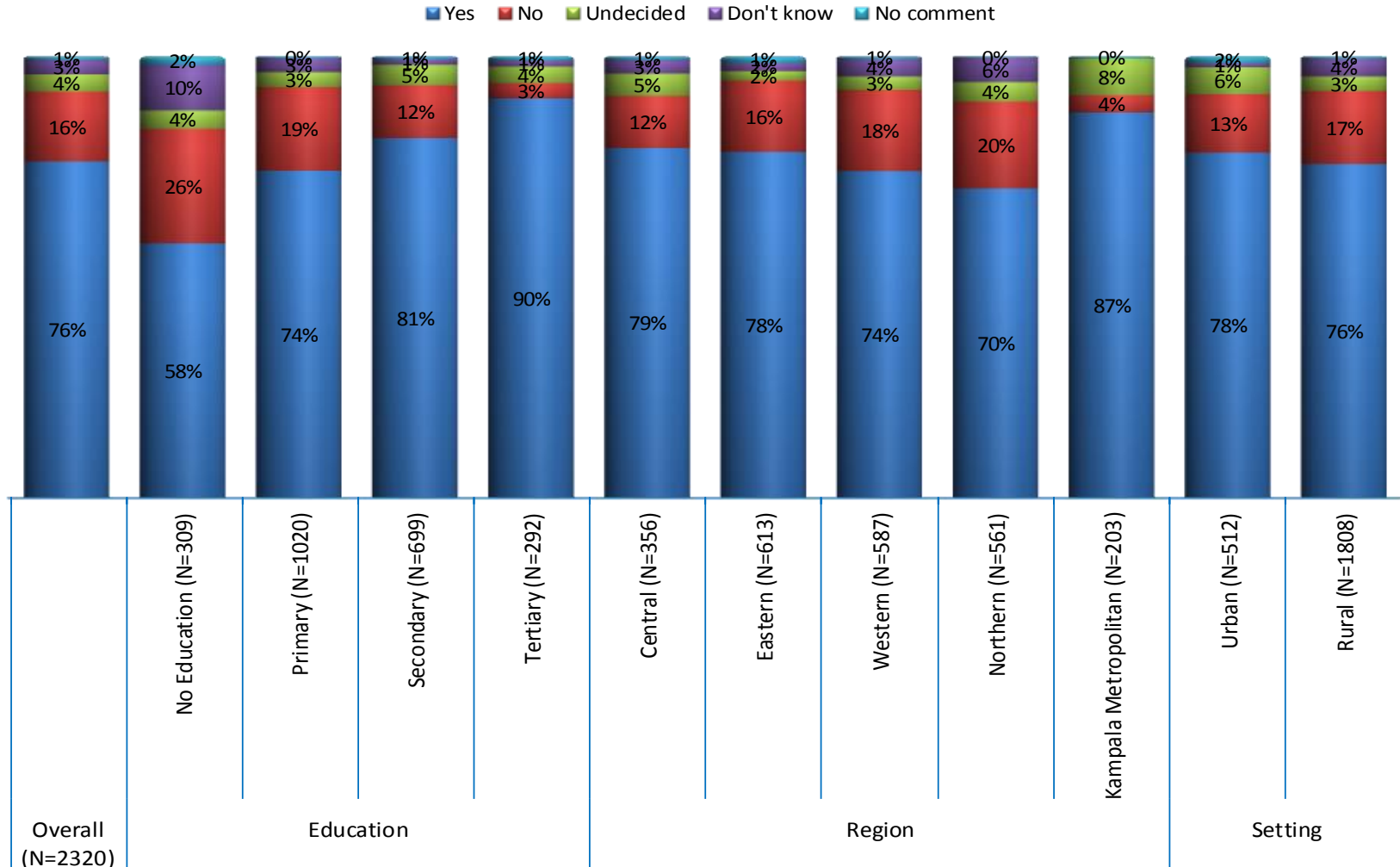
In your opinion, should Uganda have presidential term limits?

76% of voters want presidential term limits

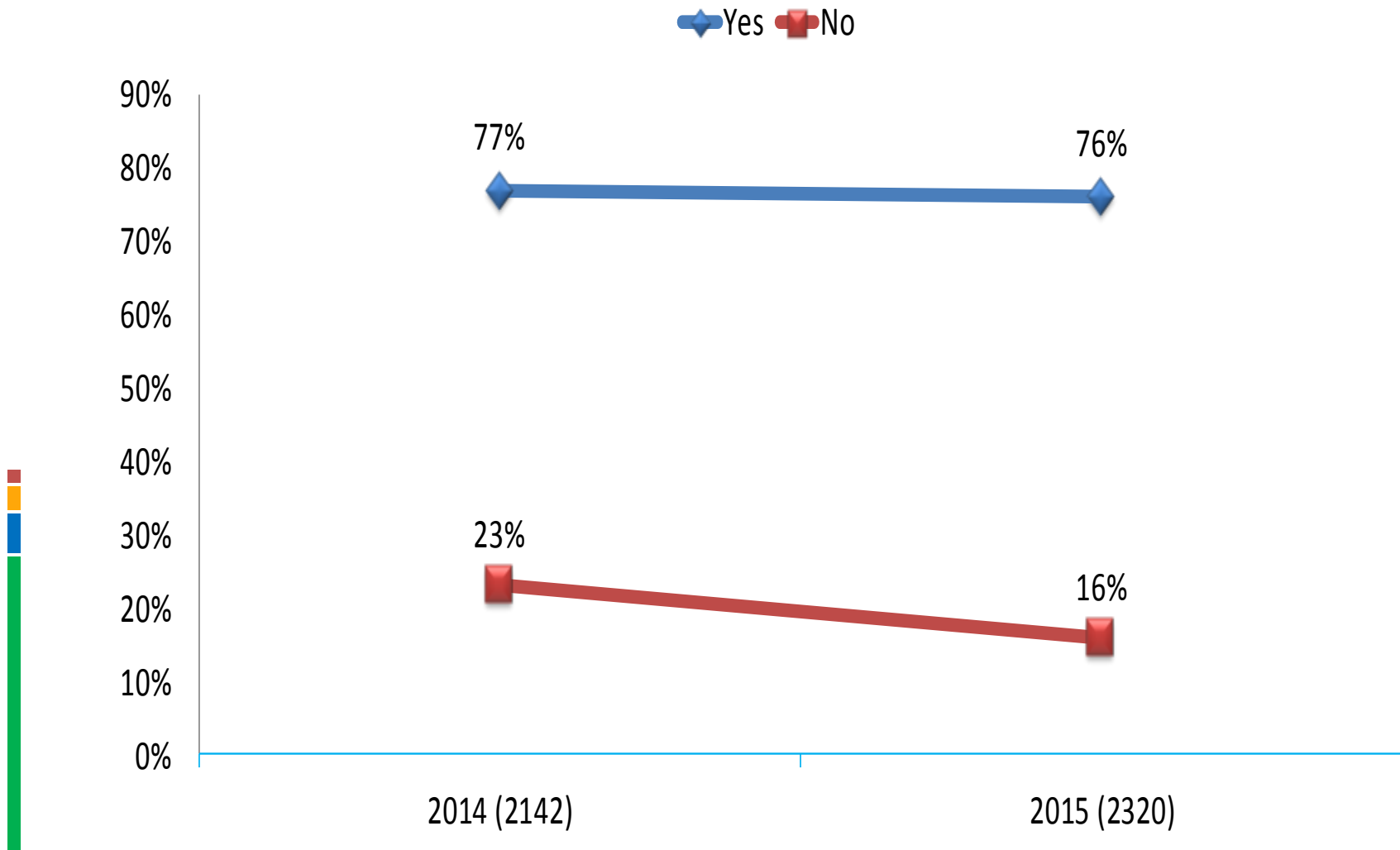


Should Uganda have Presidential Term Limits?

In your opinion, should Uganda have presidential term limits?



Trends: Should Uganda have presidential term limits?

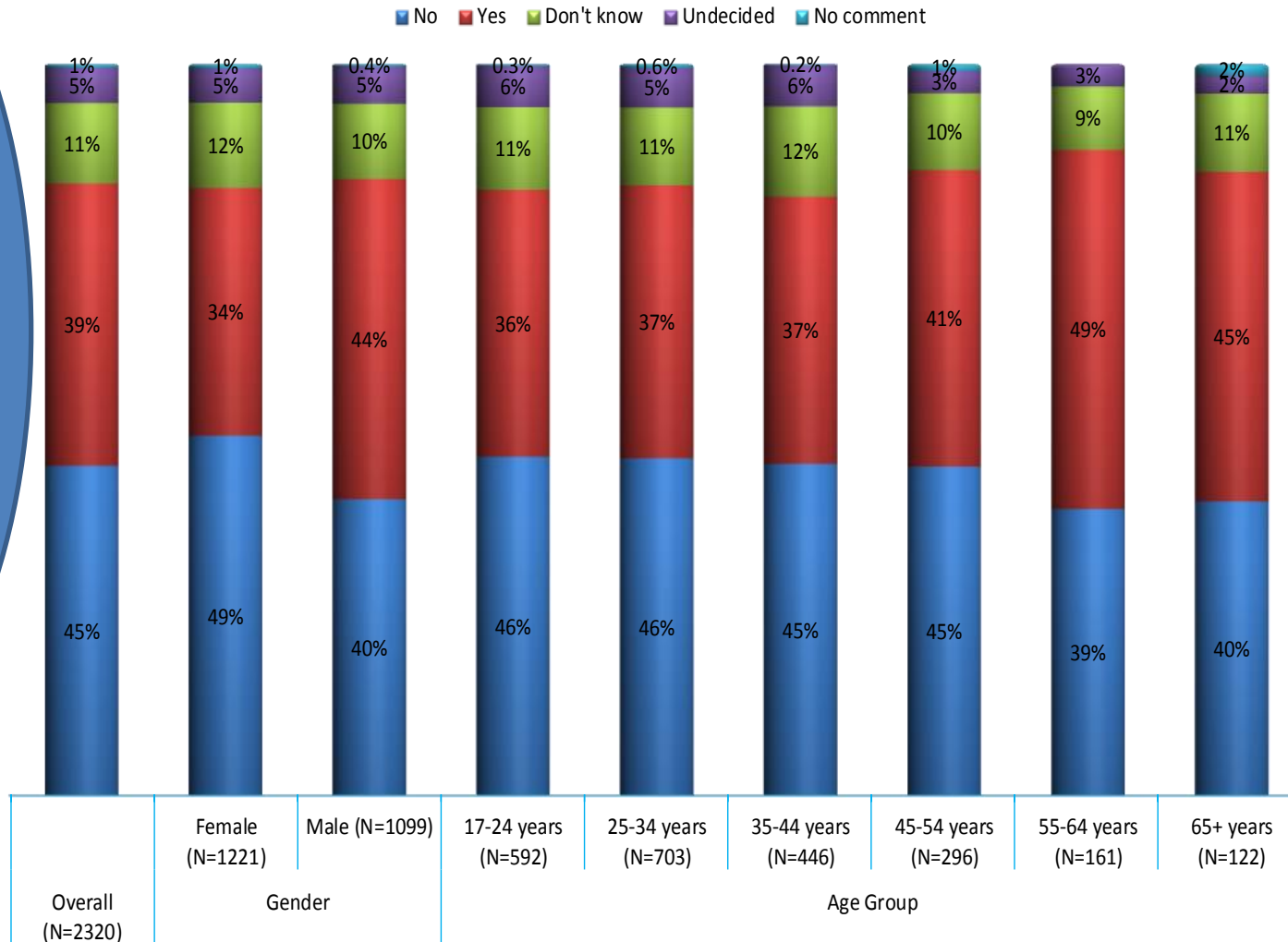


LOOKING AHEAD

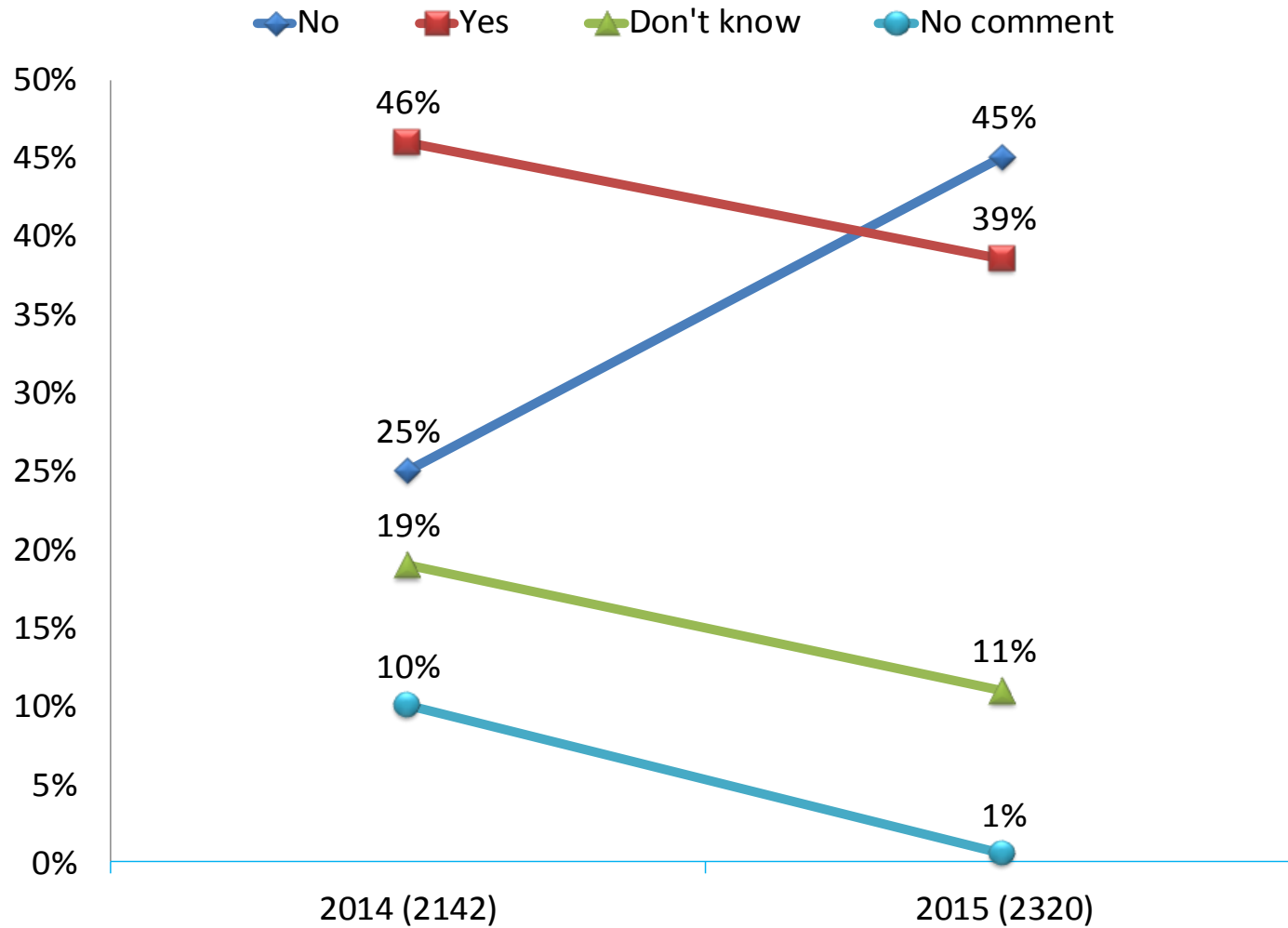
Peaceful change of power in Uganda

Do you believe that in Uganda political power can be changed peacefully from one president to another through election?

45% do not believe that political power can peacefully change through elections in Uganda



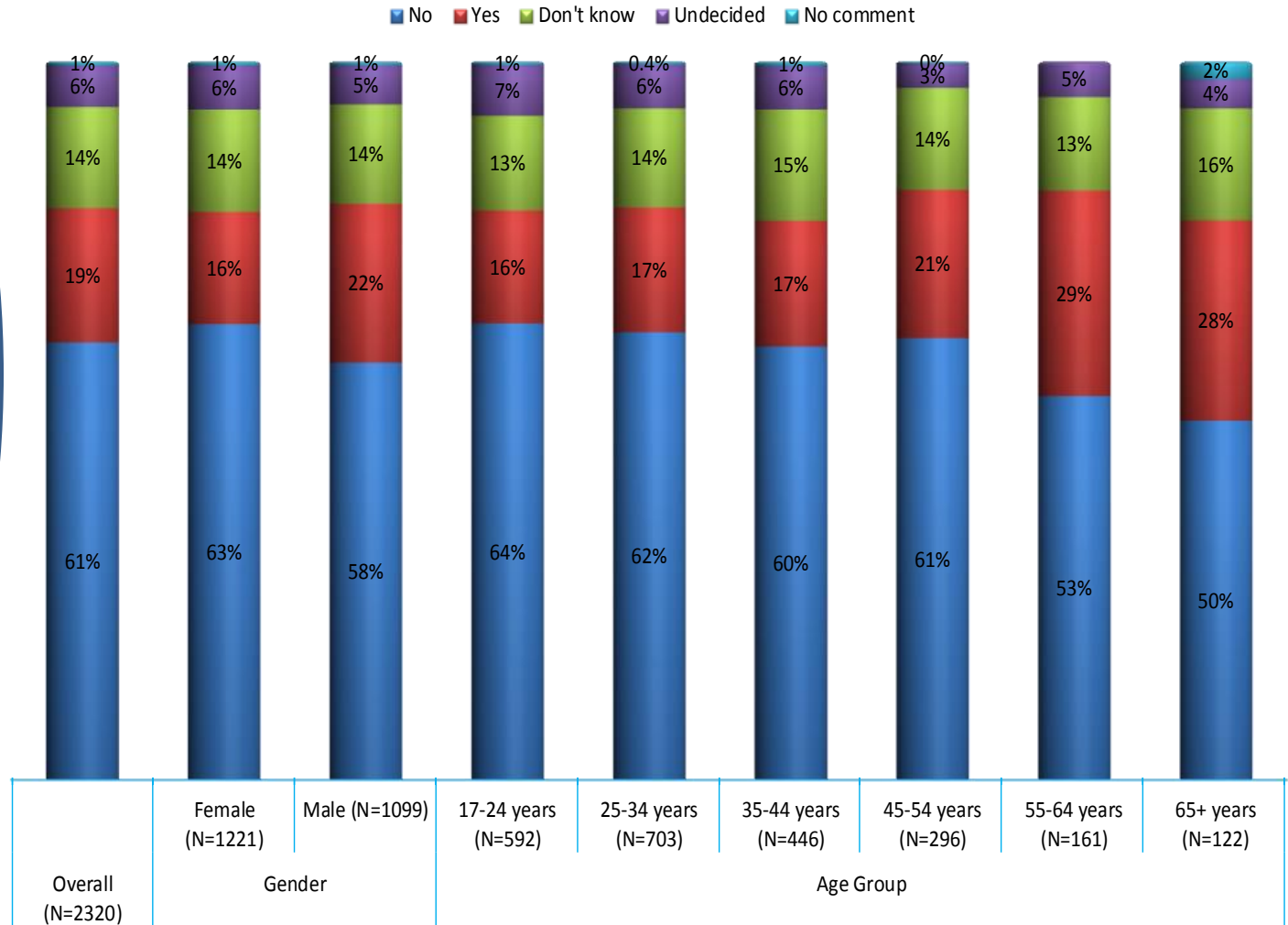
Trends: Do you believe that in Uganda political power can be changed peacefully from one president to another through election?



Peaceful change of power in Uganda

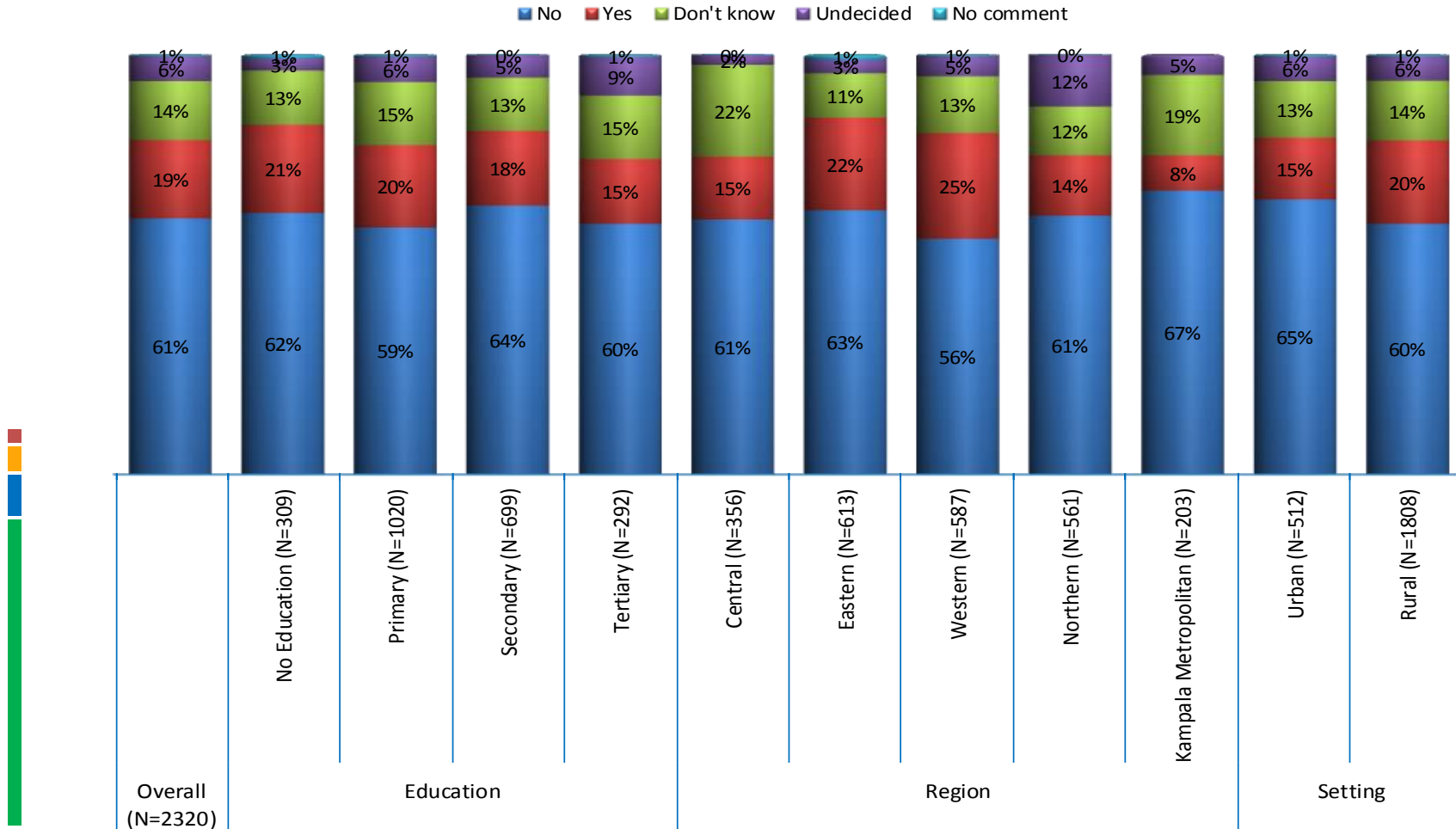
Do you think President Museveni can peacefully hand over power if defeated in an election?

61% of voters don't think President Museveni can peacefully hand over power if defeated

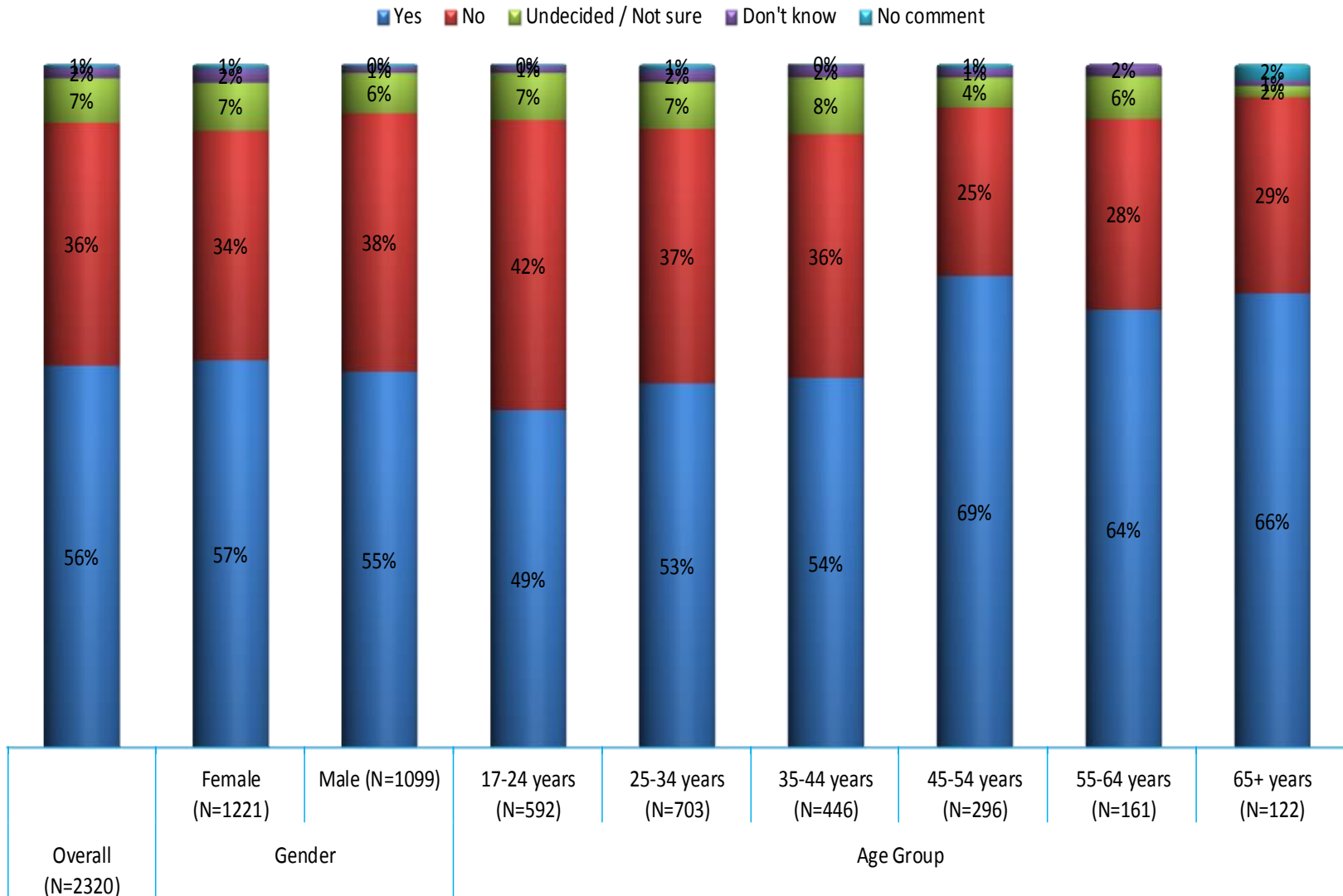


Peaceful change of power in Uganda

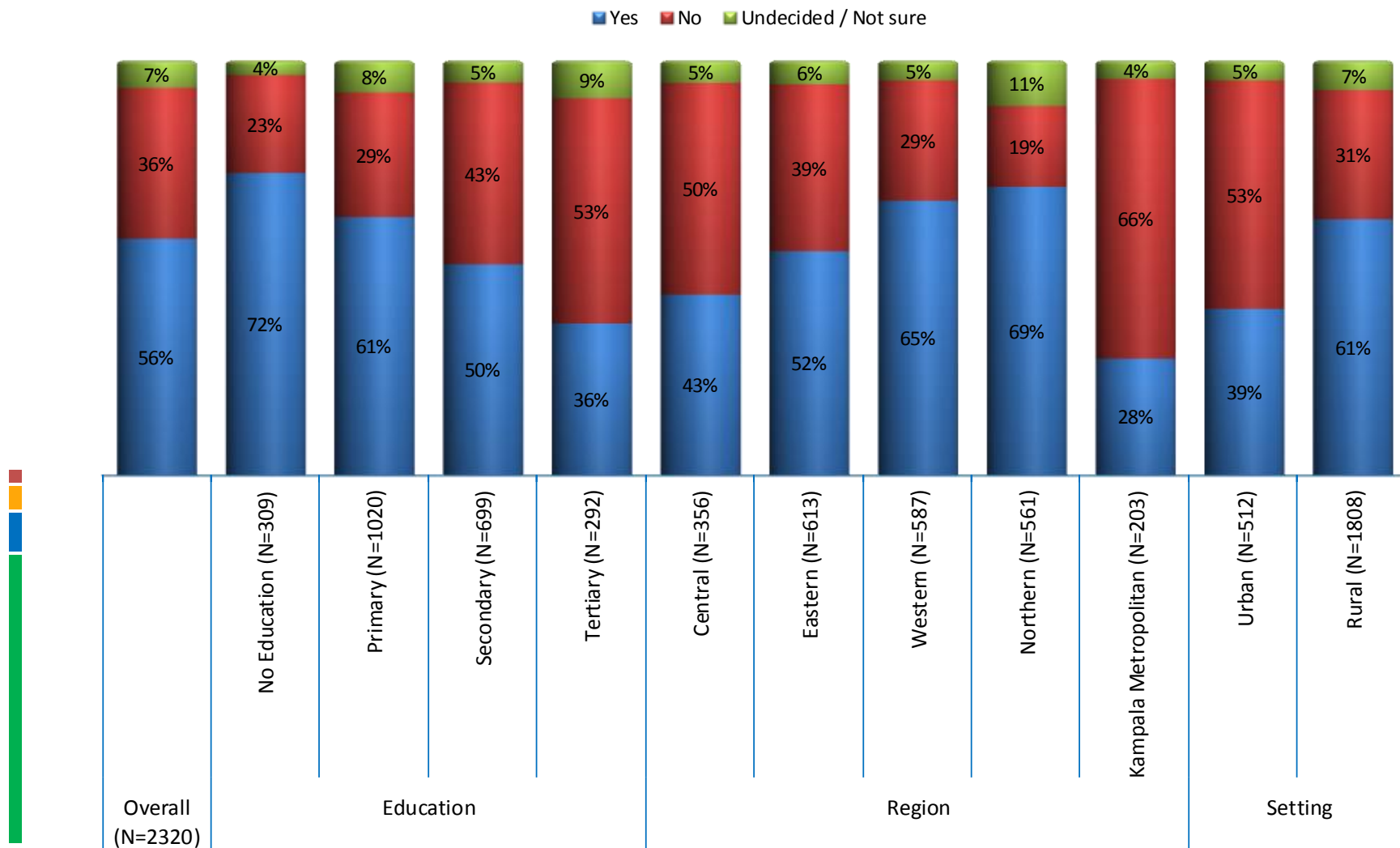
Do you think President Museveni can peacefully hand over power if defeated in an election?



Should Yoweri Museveni contest for president of Uganda in 2016?



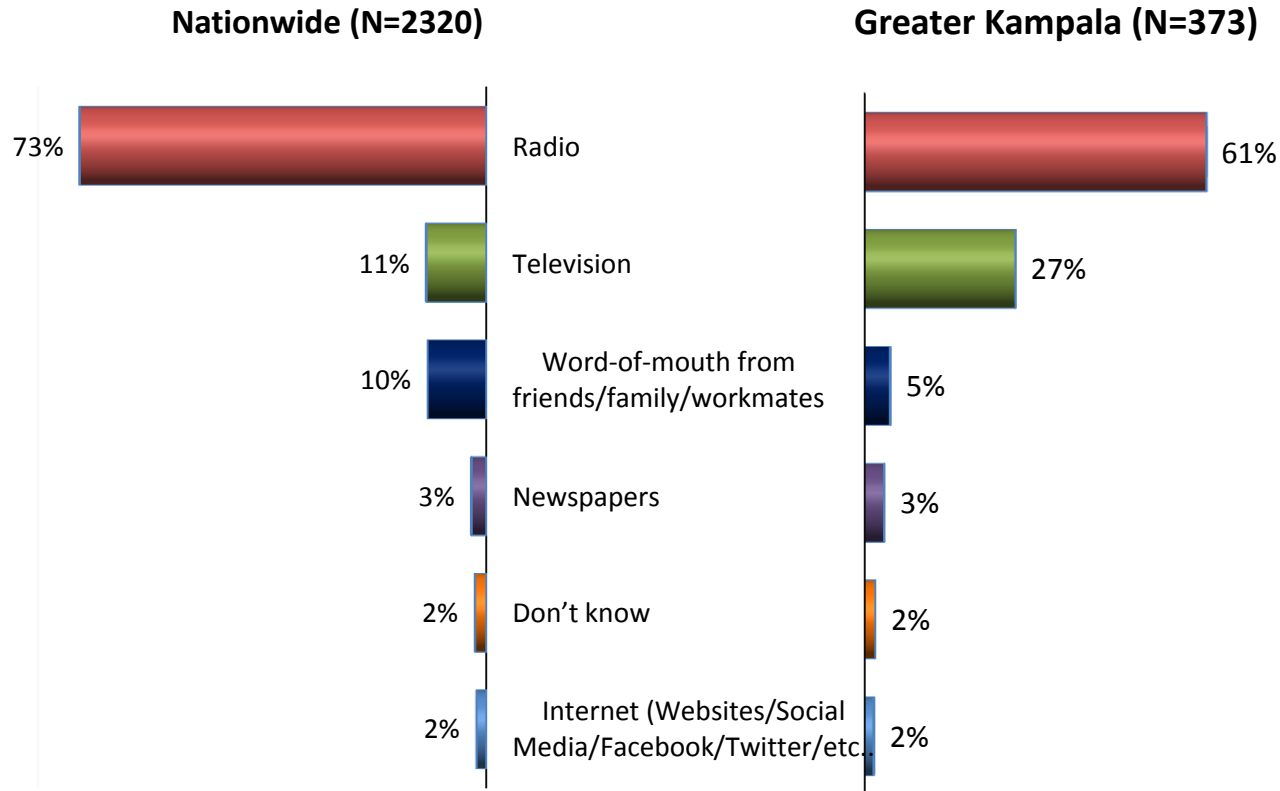
Should Yoweri Museveni contest for president of Uganda in 2016?



MEDIA

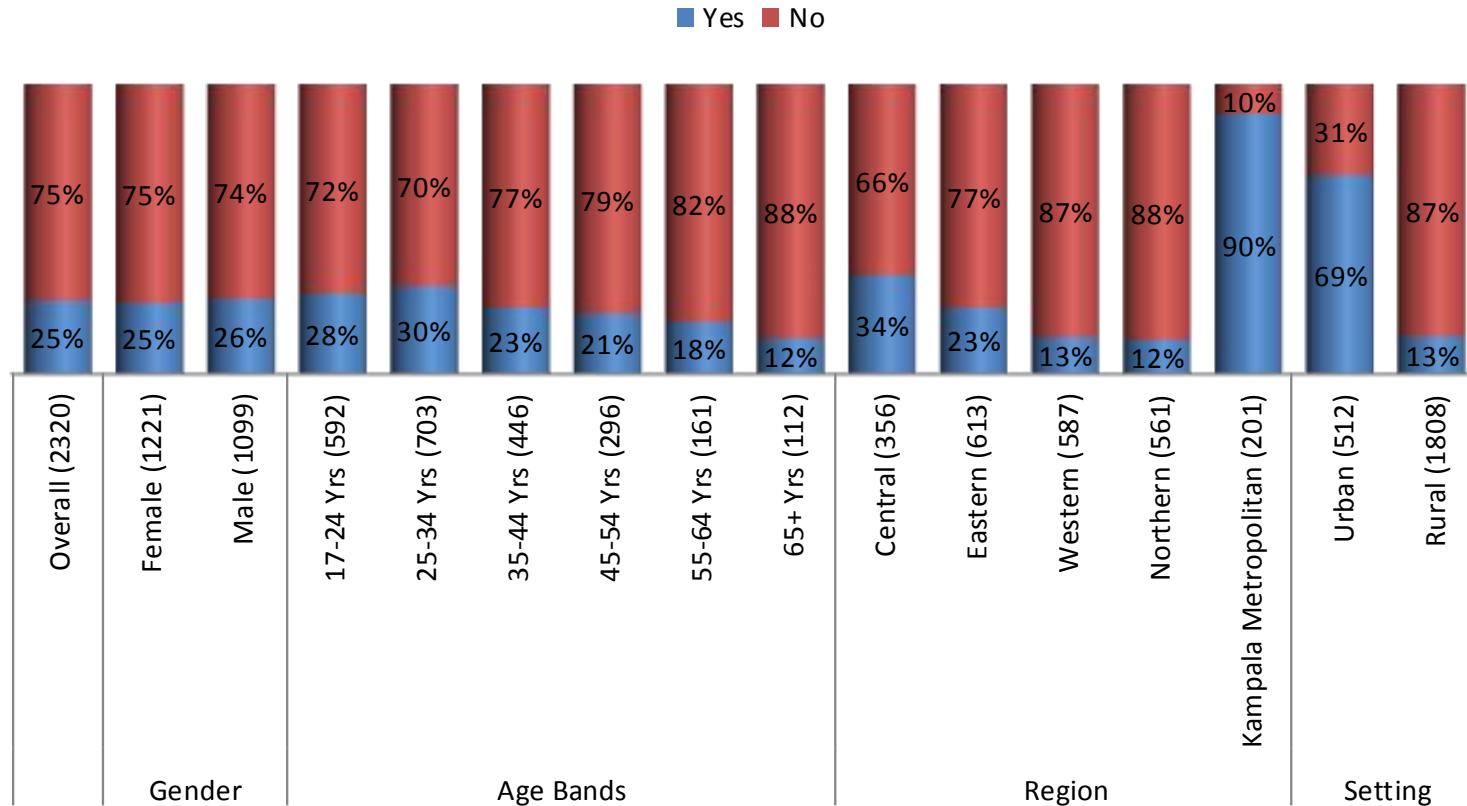
Information Sources

From which one source are you most likely to get your news and information about politics and current events?



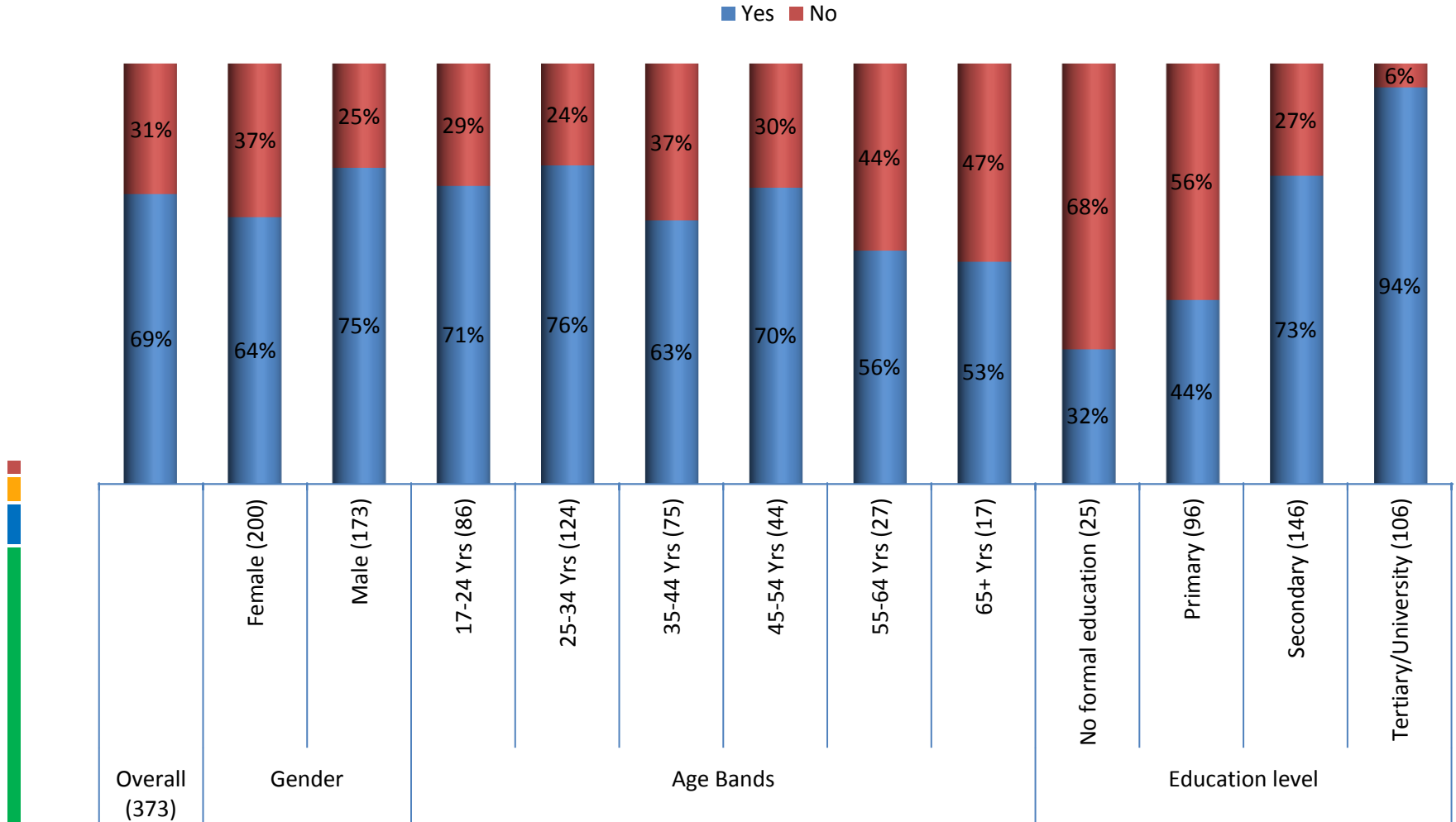
Radio is undisputed leader in offering information on current events and politics

National: Do you own a TV set in your household?



Nationally, ownership of television is low. Only a quarter of the population owns it; mainly those in urban setting. Kampala metropolitan has most owners of television followed by central

Greater K'la: Do you own a TV in your household?



Over two thirds of greater Kampala residents own television; majority of the owners are younger people and the educated segment

What is your favorite TV station in Uganda?

		Gender		Age Bands				Setting	
	Overall	Female	Male	17-24 years	25-34 years	35-44 years	45-54 years	Urban	Rural
Base	585	300	285	164	213	102	62	351	234
NTV Uganda	41%	34%	47%	39%	46%	47%	32%	47%	30%
Bukedde TV	30%	33%	26%	32%	27%	25%	34%	28%	32%
NBS Television	5%	5%	5%	7%	5%	4%	2%	6%	3%
UBC	4%	3%	5%	4%	4%	2%	8%	3%	6%
Bunyoro TV	2%	2%	1%	-	2%	2%	-	0%	3%
Step TV	2%	2%	1%	1%	2%	1%	-	2%	0%
Kodeyo TV	1%	2%	1%	3%	1%	1%	-	1%	2%
TV West	1%	1%	1%	-	1%	1%	3%	1%	1%
WBS	1%	0.3%	2%	1%	0%	1%	2%	1%	2%
Urban TV	1%	1%	1%	1%	2%	-	-	1%	0.4%
Channel 44	1%	1%	0.4%	1%	-	2%	-	0.3%	1%
None	12%	15%	9%	10%	9%	14%	19%	8%	18%

NTV enjoys the number one spot as the people's darling nationally. Bukedde is closely following. NTV viewership is skewed to men while Bukedde is skewed to female viewers. Middle aged population is attracted to NTV. Bukedde's audience are the old and the young

What is your favorite TV station in Uganda?

	Overall	Education level			Region				
		Primary	Secondary	Tertiary/ University	Central	Eastern	Western	Northern	Kampala Metropolitan
Base	585	129	248	189	121	141	75	66	182
NTV Uganda	41%	18%	38%	61%	17%	45%	35%	67%	46%
Bukedde TV	30%	31%	37%	21%	55%	23%	31%	2%	28%
NBS Television	5%	2%	5%	7%	3%	5%	-	-	9%
UBC	4%	11%	3%	2%	-	7%	8%	12%	-
Bunyoro TV	2%	5%	0.4%	1%	-	2%	7%	-	1%
Step TV	2%	2%	2%	1%	-	6%	-	-	-
Kodeyo TV	1%	2%	2%	1%	-	6%	-	-	-
TV West	1%	5%	0%	-	-	-	8%	-	1%
WBS	1%	2%	1%	2%	2%	-	3%	2%	1%
Urban TV	1%	-	1%	2%	-	1%	-	3%	1%
Channel 44	1%	-	0.4%	1%	-	1%	-	2%	1%
None	12%	23%	10%	3%	24%	3%	9%	14%	12%

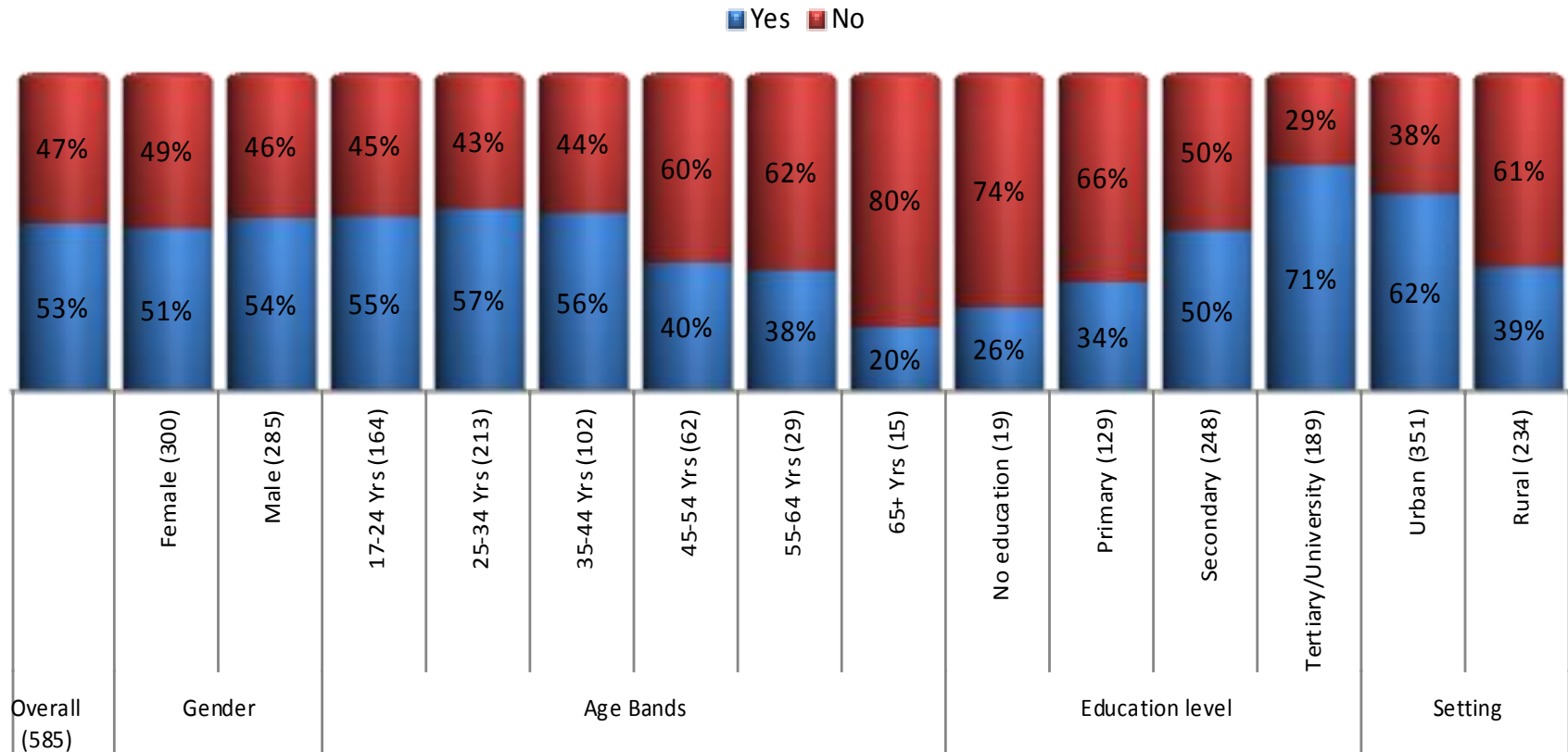
NTV appeals to the highly educated and is highly adored by Northerners. Bukedde has most admirers in central region

Kampala: Favorite TV station

		Gender		Age Bands					Education level		
	Overall	Female	Male	17-24 Yrs	25-34 Yrs	35-44 Yrs	45-54 Yrs	55-64 Yrs	Primary	Secondary	Tertiary/ University
Base	257	127	130	61	94	47	31	15	42	107	100
NTV Uganda	37%	32%	41%	33%	44%	47%	29%	13%	5%	31%	58%
Bukedde TV	35%	38%	32%	33%	34%	26%	39%	53%	48%	41%	25%
NBS Television	8%	6%	10%	13%	7%	6%	3%	7%	5%	9%	9%
WBS	2%	-	3%	3%	-	-	3%	7%	-	2%	2%
Channel 44	0.4%	1%	-	2%	-	-	-	-	-	-	1%
TV West	0.4%	1%	-	-	1%	-	-	-	2%	-	-
Urban TV	0.4%	-	1%	-	1%	-	-	-	-	1%	-
Bunyoro TV	0.4%	-	1%	-	1%	-	-	-	-	-	1%
None	16%	21%	12%	15%	11%	19%	26%	20%	40%	14%	3%

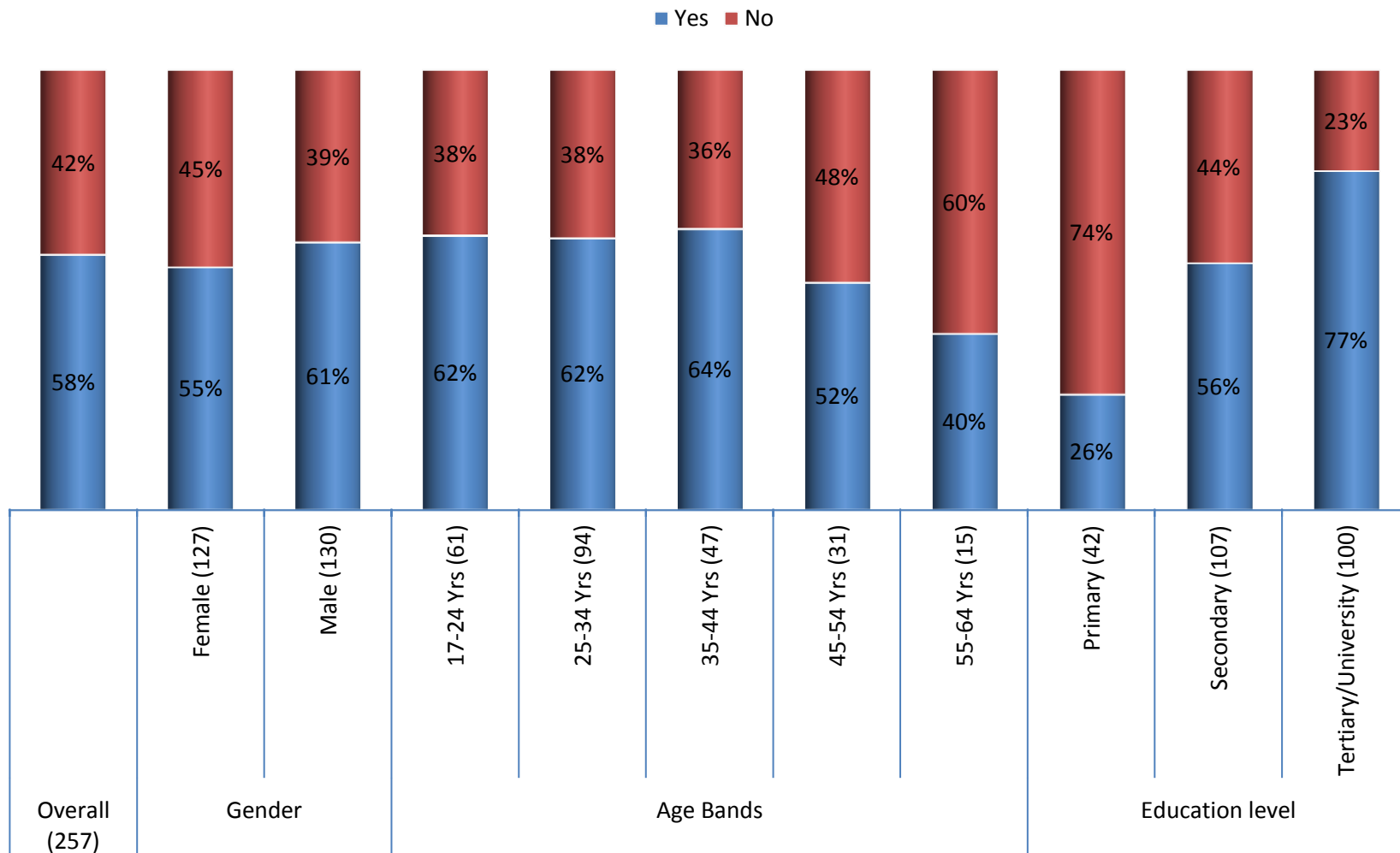
NTV is leading by a small margin in Kampala with Bukedde following closely. NBS is a distant third. Bukedde is more popular among older generation. NTV appeals the middle aged (prime viewers in the age of 25 -44 years)

Have you complied with digital migration?



Of those with television, slightly over half have complied with digital migration directive. This indicative of the decline in TV viewership owing to this directive

Have you complied with Digital Migration? Greater Kampala



Among those with television, only 58% have complied leaving over 40% without television. This suggests a challenge in raising funds to buy decoder

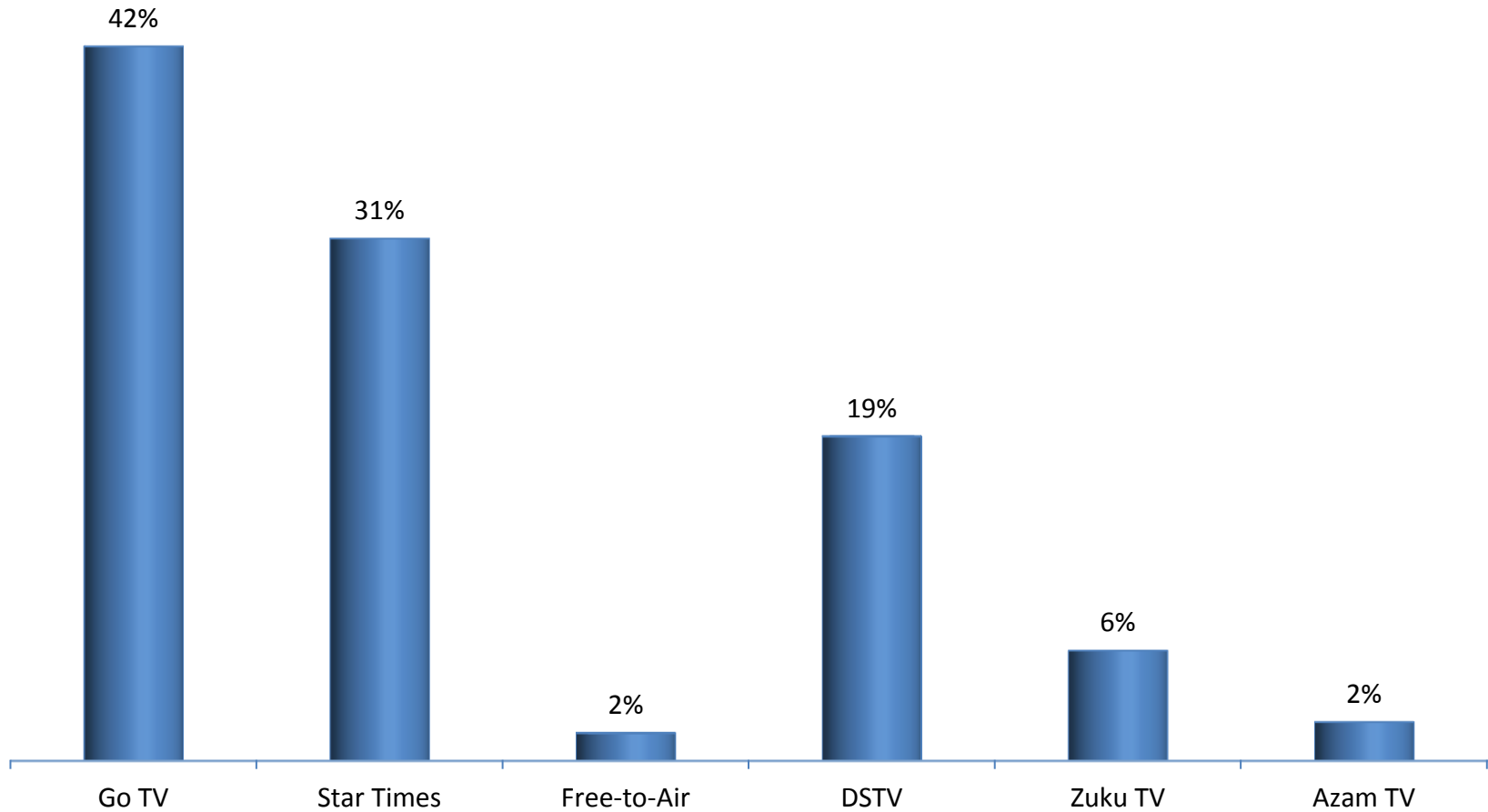
Why haven't you complied with digital Migration?

	Overall	Female	Male	17-24 yrs	25-34 yrs	35-44 yrs	45-54 yrs	55-64 yrs	65+ yrs	Urban	Rural
Base	276	146	130	73	91	45	37	18	12	134	142
We don't have power in our area	4%	4%	5%	8%	2%	2%	5%	6%	-	2%	6%
Out side the digital migration range	8%	5%	11%	7%	9%	7%	11%	6%	8%	7%	8%
Not a priority now	1%	-	3%	1%	-	-	-	11%	8%	1%	2%
Lack of information	3%	3%	2%	1%	3%	2%	5%	-	-	1%	4%
Can not afford it	84%	87%	80%	82%	86%	89%	78%	78%	83%	89%	79%



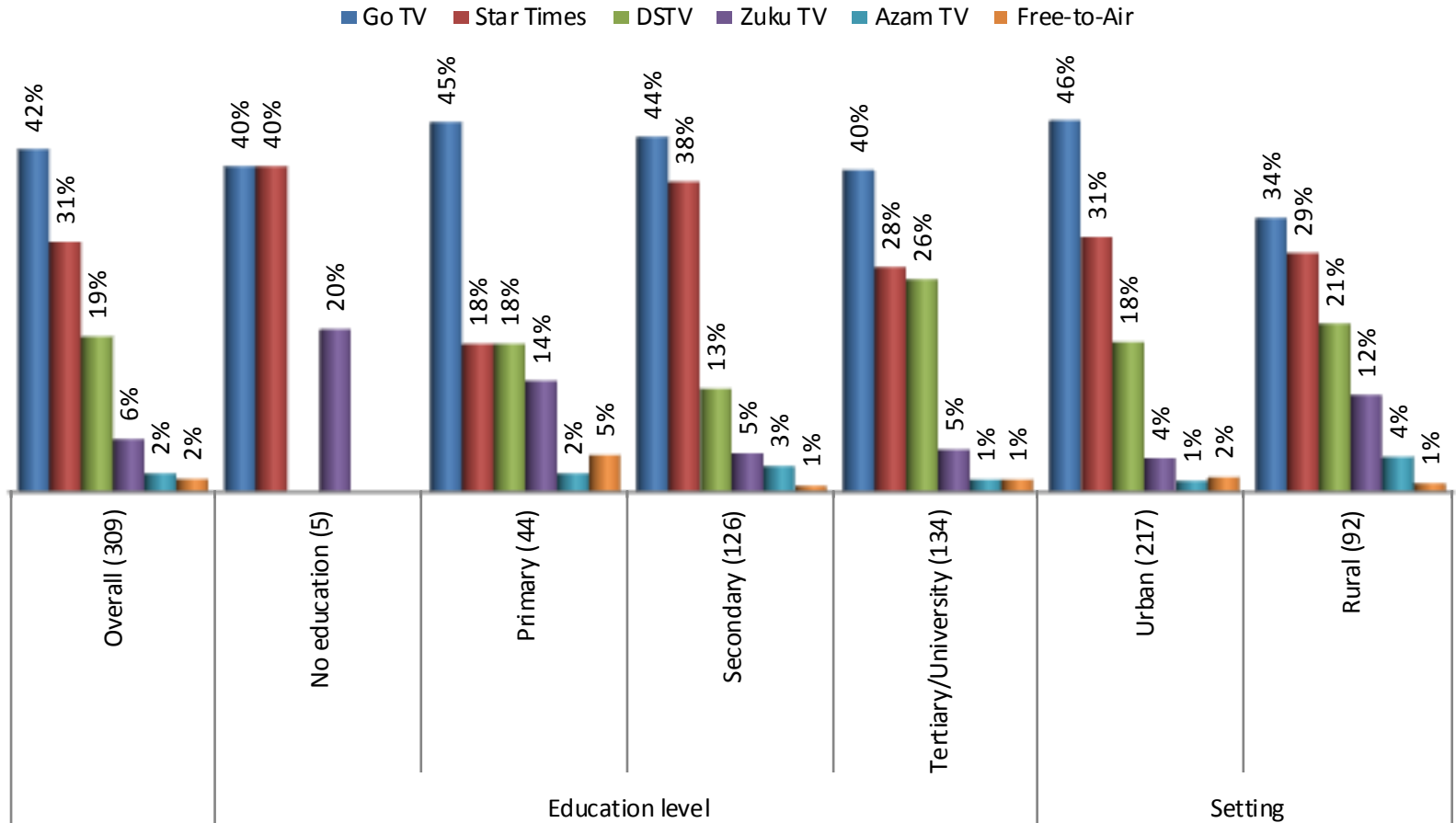
Type of set-top box (decoder): Nationwide

Base (n=309)



GoTV's aggressive promotional activities have paid off. Star Times closely follows

Type of set-top box (decoder): Nationwide



Star Times is the most subscribed decoder in Central region; Zuku TV in Western and GoTV in Northern, Kampala and Eastern

Type of set-top box (decoder): Greater Kampala

	Overall	Gender		Age Band					Education Level		
		Female	Male	17-24 Yrs	25-34 Yrs	35-44 Yrs	45-54 Yrs	55-64 Yrs	Primary	Secondary	Tertiary/University
Base	149	70	79	38	58	30	16	6	11	60	77
Go TV	45%	46%	44%	45%	41%	53%	44%	33%	55%	45%	43%
Star Times	38%	43%	33%	37%	38%	30%	44%	67%	27%	50%	30%
DSTV	16%	13%	19%	11%	22%	17%	13%	-	9%	7%	25%
Azam TV	3%	-	5%	8%	2%	-	-	-	9%	3%	1%
Free-to-Air	1%	-	3%	-	2%	3%	-	-	-	-	3%

Go TV has most subscription thanks to the aggressive campaign to drive purchase

Radio station for News: Last 7 days, Greater Kampala

	Overall	Gender		Age Bands					Education level		
		Female	Male	17-24 Yrs	25-34 Yrs	35-44 Yrs	45-54 Yrs	55-64 Yrs	Primary	Secondary	University
Base	373	200	173	86	124	75	44	27	96	146	106
Central Broadcasting Services – CBS	27%	30%	24%	24%	20%	28%	36%	37%	38%	27%	16%
Radio Simba	23%	23%	22%	21%	20%	20%	30%	30%	34%	20%	14%
Capital FM	15%	9%	22%	13%	19%	15%	14%	11%	3%	12%	33%
Other (Specify)	14%	17%	12%	20%	19%	9%	9%	4%	10%	21%	8%
I don't listen to radio for news	7%	9%	6%	2%	7%	11%	5%	19%	10%	8%	1%
KFM	5%	4%	6%	7%	7%	4%	-	-	-	5%	10%
Radio One	2%	3%	2%	2%	3%	3%	2%	-	-	1%	7%
Sanyu FM	2%	3%	2%	3%	1%	5%	2%	-	-	3%	4%
Super FM	2%	2%	2%	6%	2%	1%	-	-	3%	1%	4%
UBC Radio	1%	2%	1%	1%	1%	3%	2%	-	-	1%	3%
Don't know	1%	1%	-	-	1%	1%	-	-	1%	-	-

CBS emerged top. Her association with the Buganda kingdom contributes to her prevalence

Newspaper for News: Last 2 weeks, Nationwide

	Overall (2320)	Gender		Age Bands						Education level				Setting	
		Female (1221)	Male (1099)	17-24 Yrs (592)	25-34 Yrs (703)	35-44 Yrs (446)	45-54 Yrs (296)	55-64 Yrs (161)	65+ Yrs (112)	No education (309)	Primary (1020)	Secondary (699)	Tertiary/University (292)	Urban (512)	Rural (1808)
New Vision	11%	7%	15%	14%	14%	8%	8%	4%	7%	-	4%	17%	30%	21%	8%
Daily Monitor	6%	4%	9%	5%	7%	8%	5%	6%	2%	-	1%	8%	26%	16%	3%
Don't know	5%	7%	3%	4%	4%	6%	7%	5%	7%	-	7%	4%	1%	6%	5%
Bukedde	4%	4%	5%	5%	5%	6%	3%	1%	2%	-	2%	9%	4%	9%	3%
Red Pepper	3%	3%	3%	4%	3%	2%	1%	1%	1%	0.3%	1%	5%	7%	6%	2%
Rupiny	1%	1%	1%	1%	2%	1%	0.3%	1%	-	0.3%	1%	1%	0.3%	1%	1%
Etop	1%	0.5%	1%	1%	1%	1%	0.3%	1%	-	-	1%	2%	1%	1%	1%
Orumuri	1%	1%	1%	1%	1%	2%	1%	-	-	-	1%	0.3%	1%	0.4%	1%
The Observer	0.4%	0.4%	0.5%	1%	1%	0.2%	-	-	-	-	-	0.3%	3%	2%	-
All news papers	0.2%	0.2%	0.1%	0.2%	0.3%	-	-	1%	-	0.3%	0.1%	0.3%	-	0.2%	0.2%
Hello	0.1%	0.1%	0.1%	0.3%	-	-	-	-	-	-	-	0.1%	0.3%	0.4%	-
Do not read newspapers	67%	73%	61%	64%	63%	66%	74%	80%	81%	92%	81%	53%	26%	38%	75%

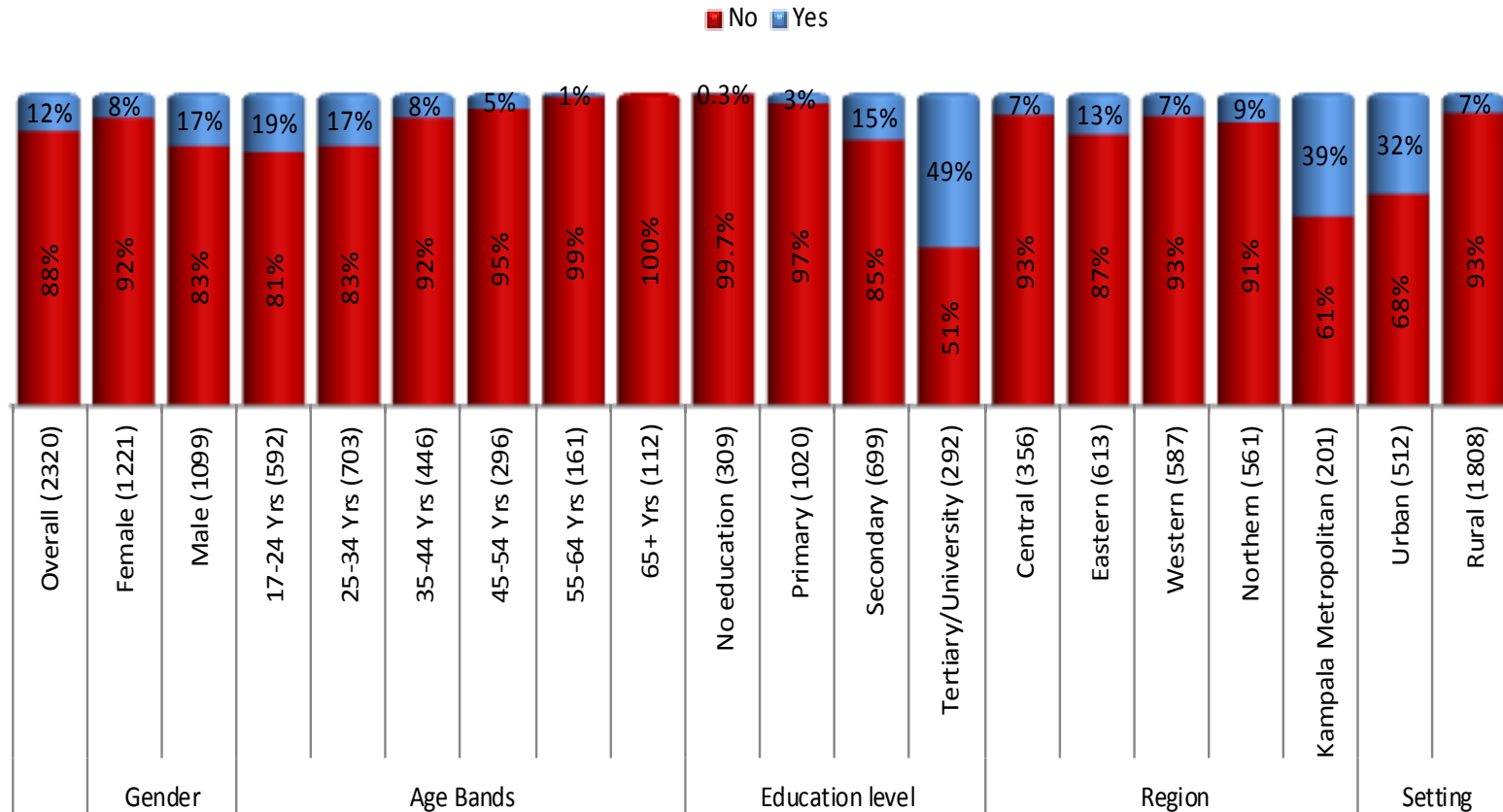
Of the reader, a number do not know which brand they read most. This suggest passive readership of more than one and possibly no brand loyalty

Newspaper for News: Last 2 weeks, Greater K'la

	Overall	Gender		Age Bands					Education level		
		Female	Male	17-24 Yrs	25-34 Yrs	35-44 Yrs	45-54 Yrs	55-64 Yrs	Primary	Secondary	Tertiary/ University
Base	373	200	173	86	124	75	44	27	96	146	106
New Vision	15%	9%	21%	17%	19%	9%	16%	4%	5%	12%	31%
Daily Monitor	13%	10%	17%	14%	12%	17%	11%	11%	1%	10%	31%
The Observer	2%	1%	3%	2%	3%	1%	-	-	-	-	7%
Red Pepper	8%	8%	8%	13%	8%	7%	5%	4%	2%	10%	12%
Do not read newspapers	38%	42%	33%	28%	35%	35%	43%	63%	60%	38%	13%
Don't know	14%	21%	6%	13%	10%	17%	18%	15%	24%	12%	-
Bukedde	10%	10%	12%	13%	11%	13%	7%	4%	7%	18%	6%

Leading newspaper brands are New Vision and Daily Monitor. Surprising, 38% of the sample do not read newspapers

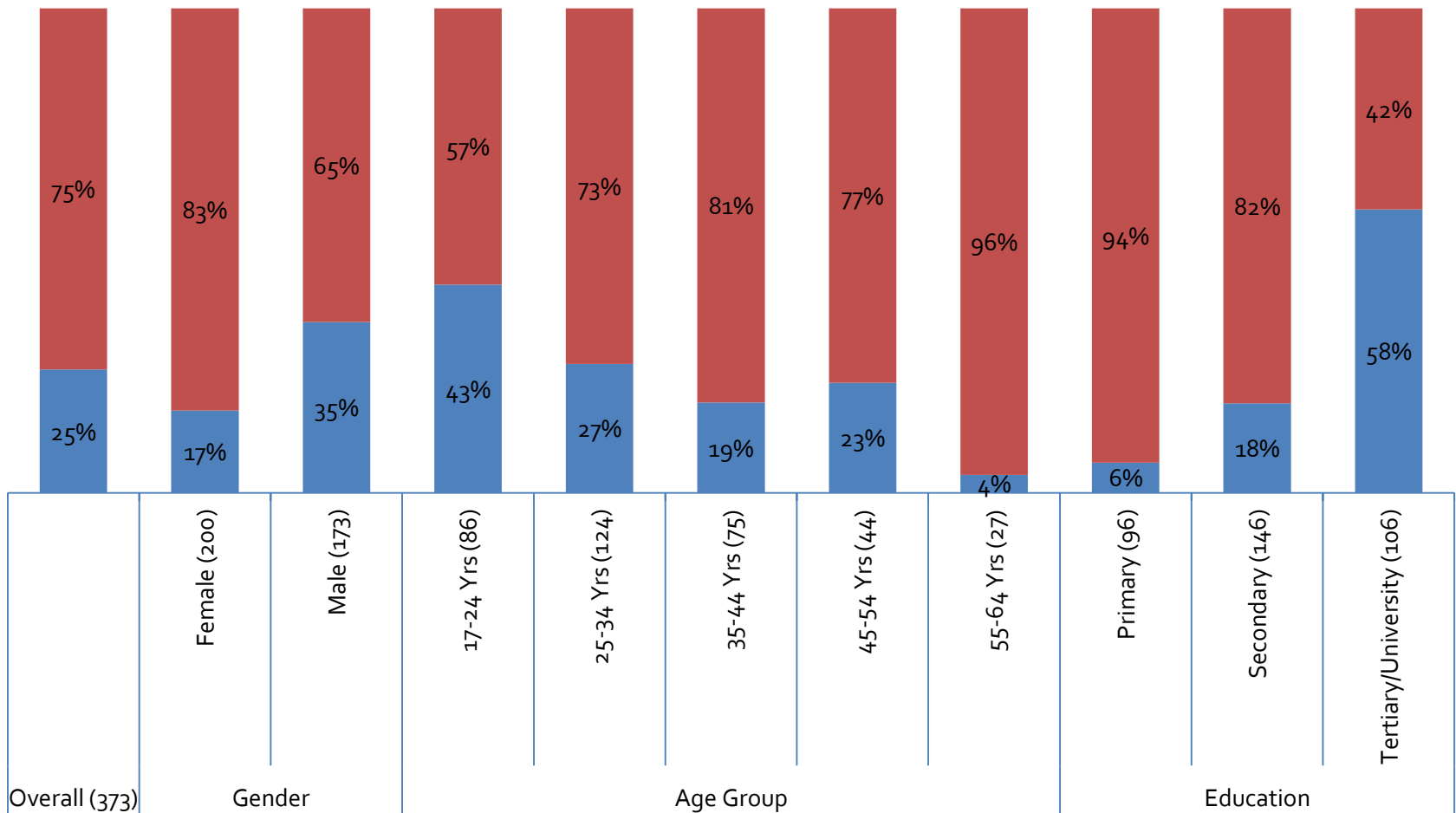
Have you used the internet in the last 7 days? Nationwide



Overall, internet usage is low. Drivers of its usage is mainly the elite in urban centers

Internet Usage: Last 7 days, Greater K'la

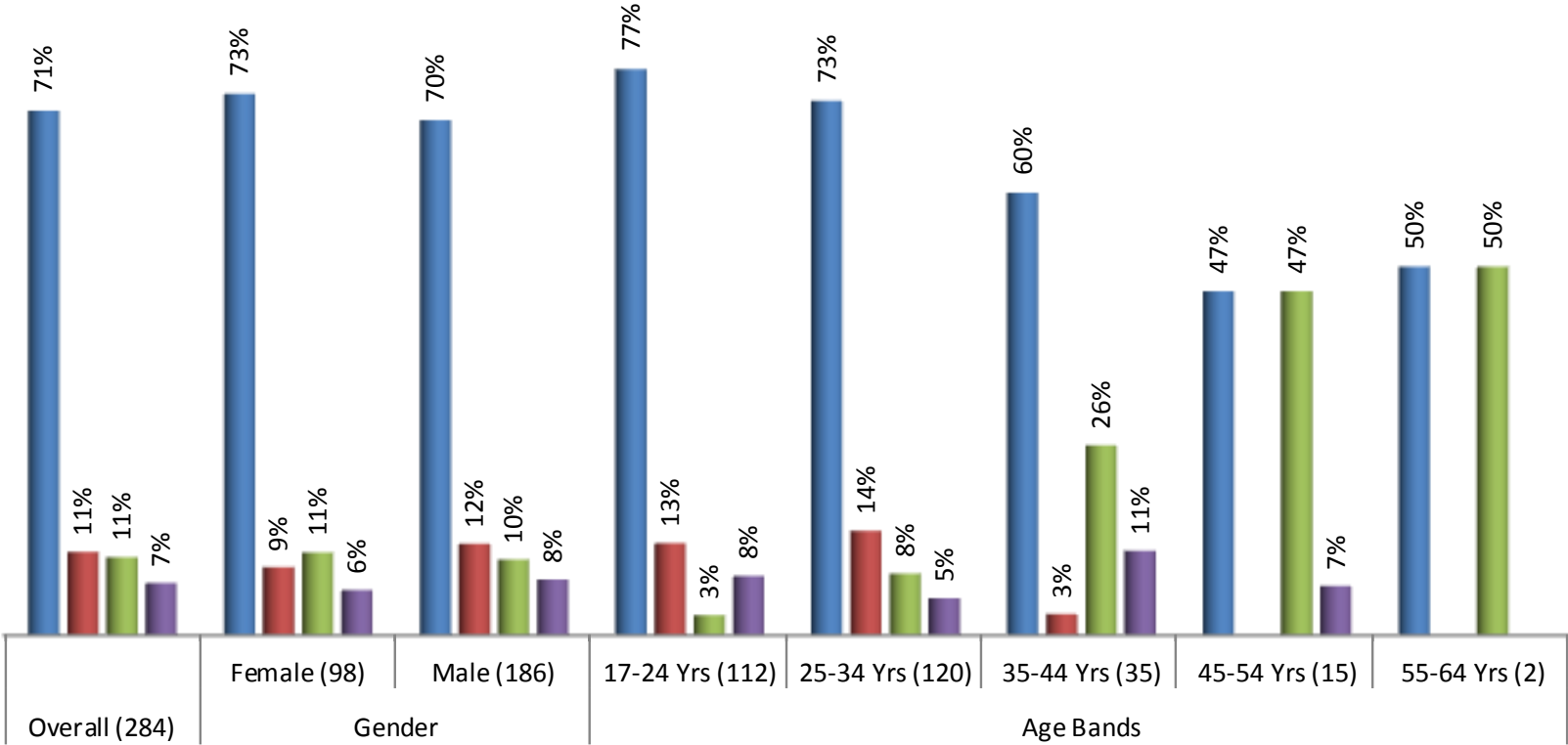
■ Yes ■ No



Low interaction with internet which decreases with age and increases with education

Where: Internet Access? Nationwide

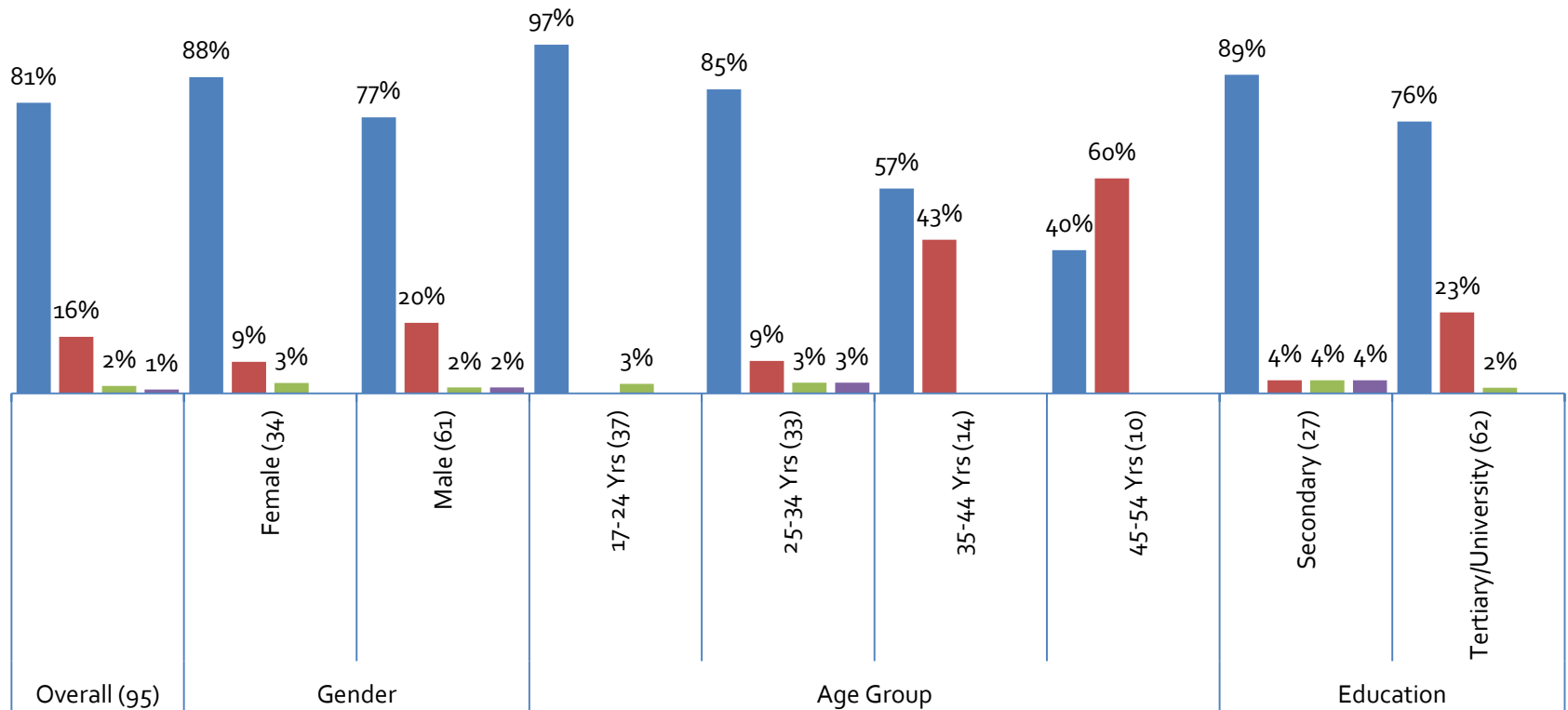
■ At home ■ Anywhere on my phone ■ At office ■ In the internet cafe



Home internet usage is on the lead however a significant percentage of the older generation access at work

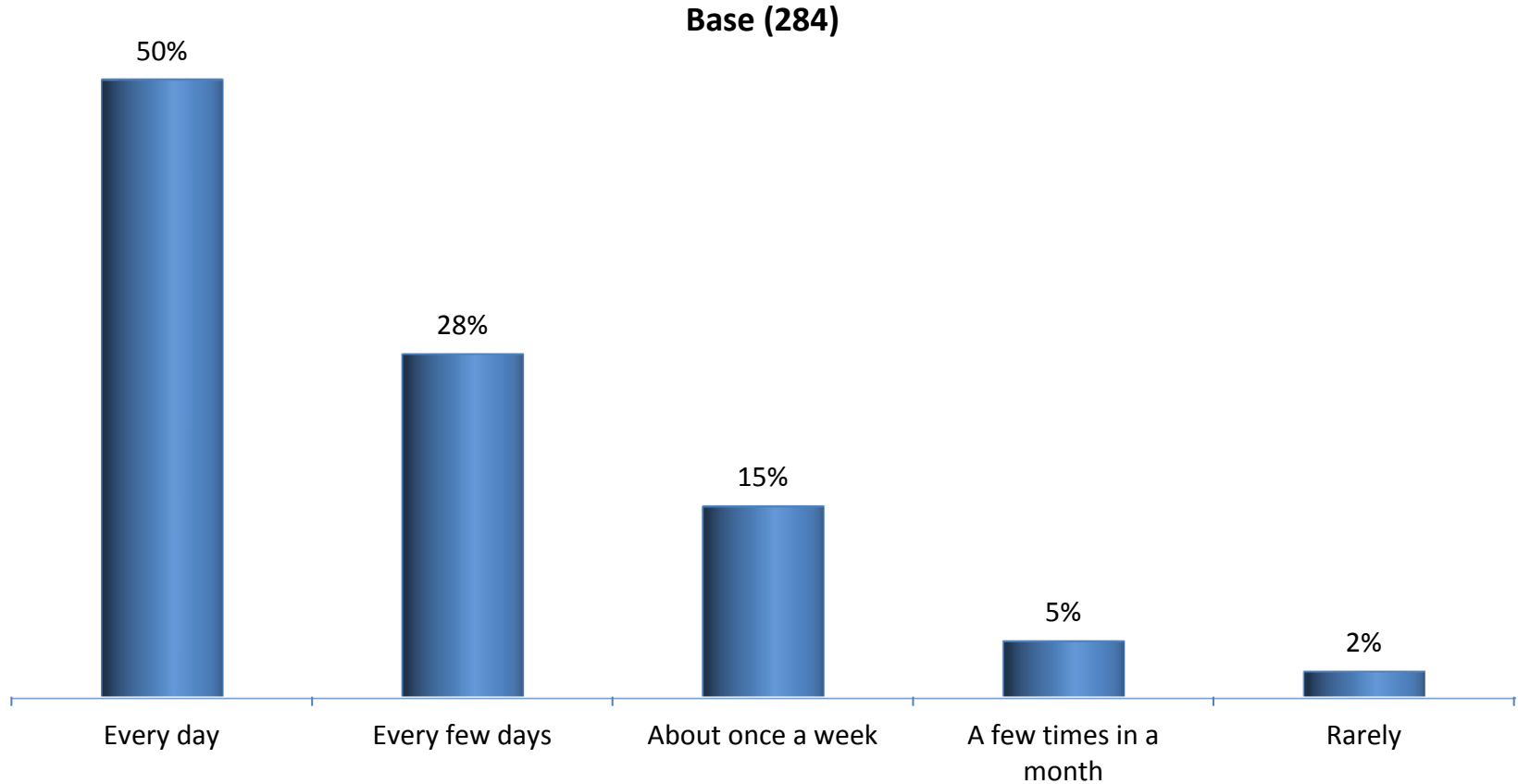
Where: Internet Access? Greater K'la

■ At home ■ At office ■ In the internet cafe ■ Anywhere on my phone



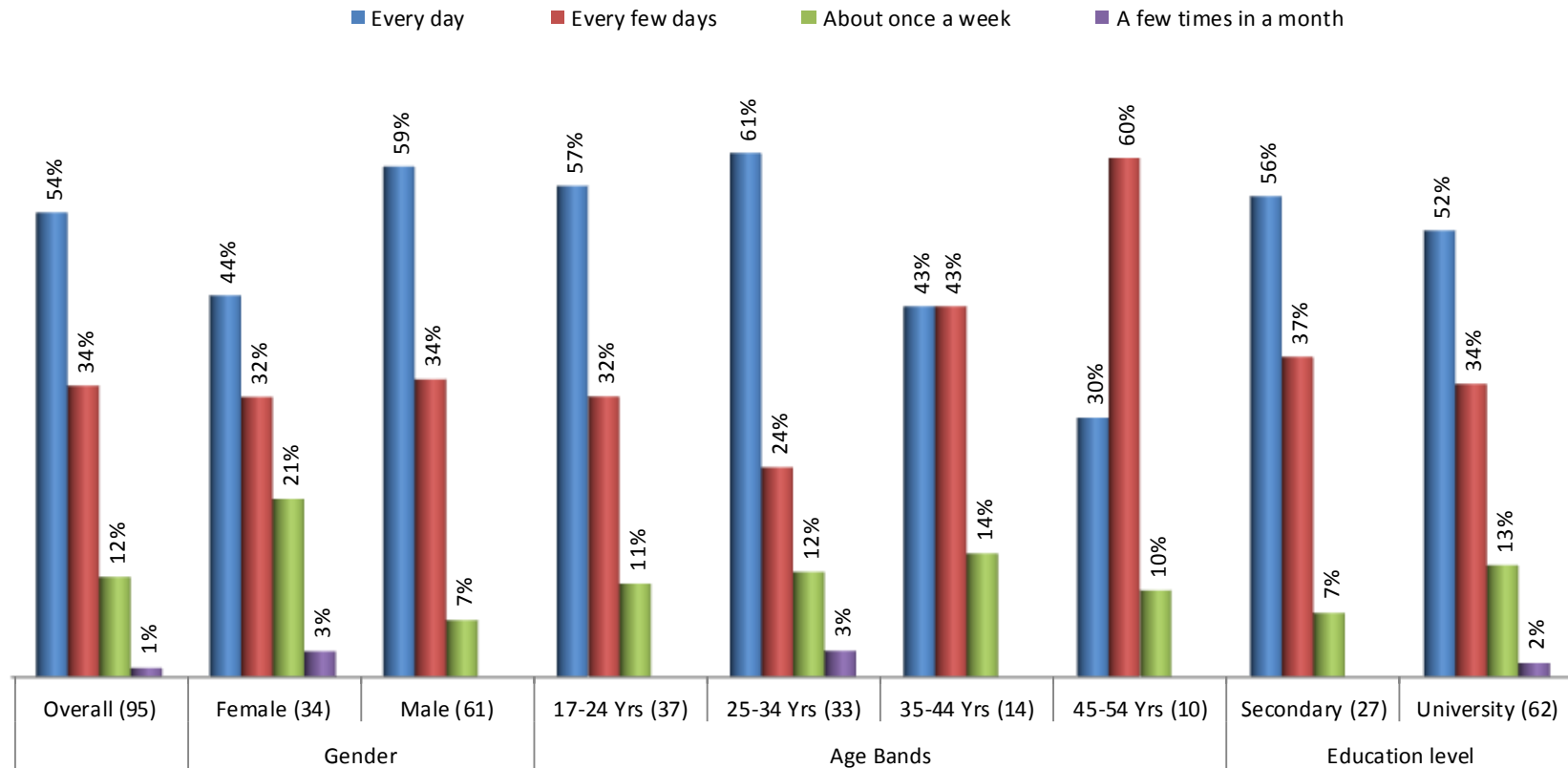
Home internet usage is on the lead however a significant percentage of the older generation access at work

Av. Frequency of Internet Usage, Nationwide



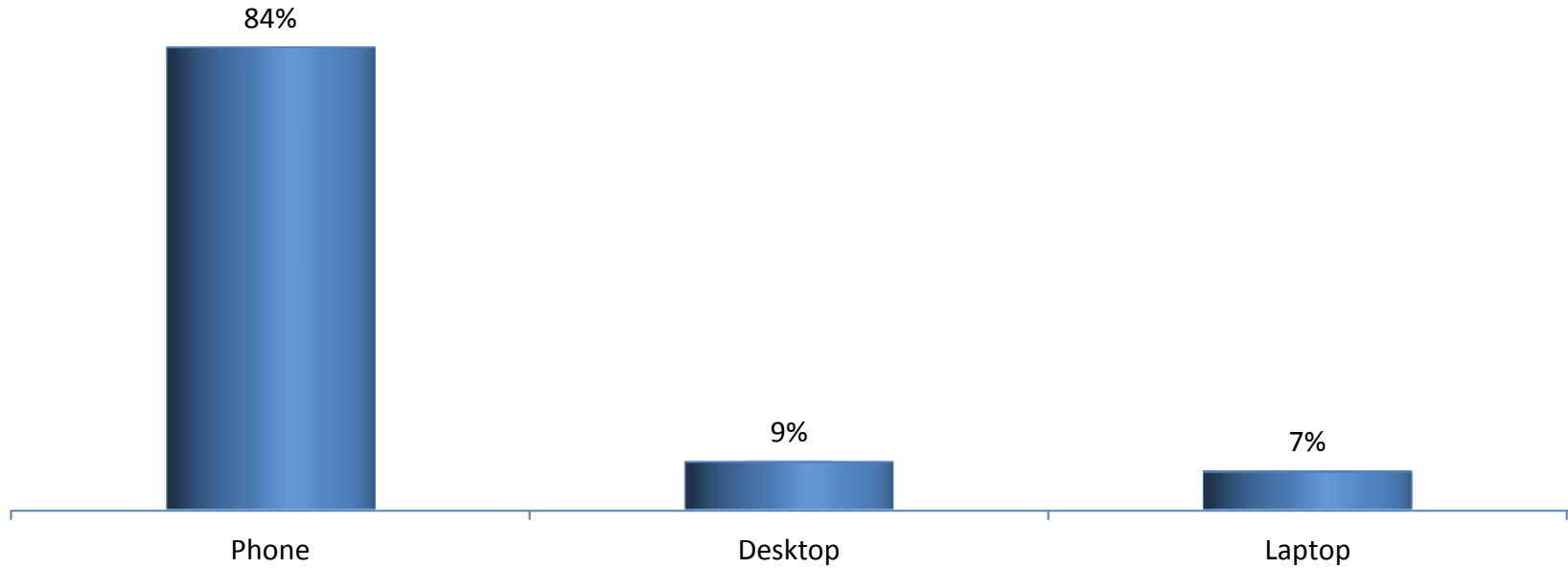
Though internet users are few, usage is however intense (50% use it daily & 28% every few daily). Internet users can therefore be termed as devoted hence a easy target to inform

Av. Frequency of Internet Usage, Greater Kampala



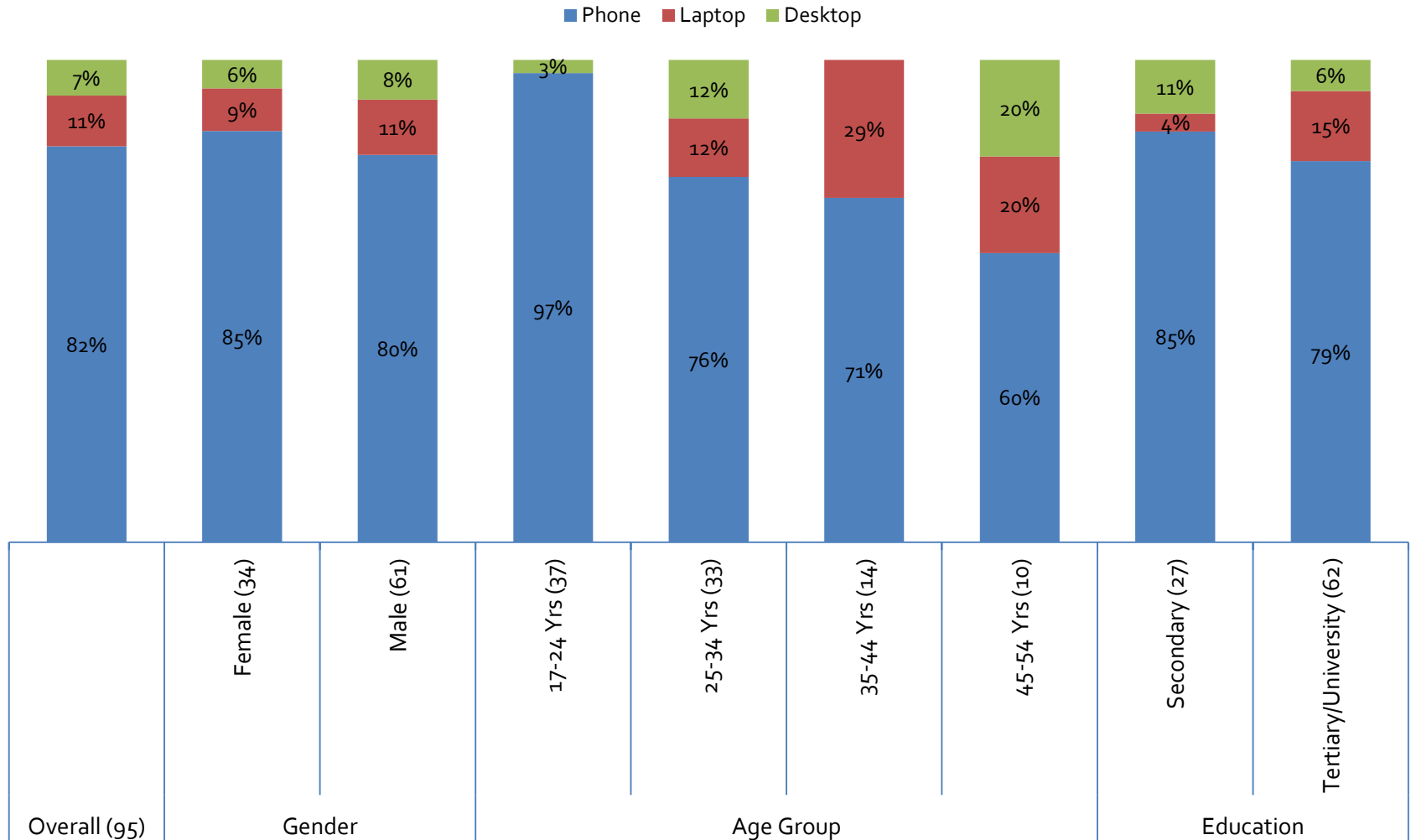
Main gadget used to access the internet

Base (n=284)



Phones are mainly used in internet access. This trends is true across all demographics

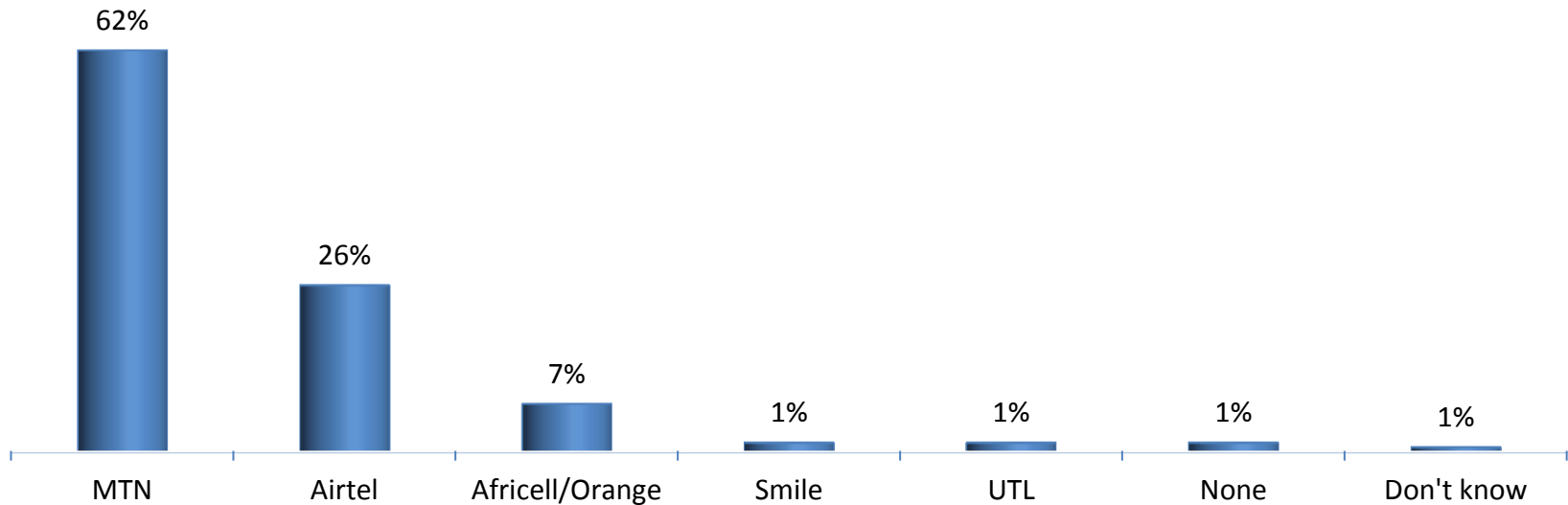
Main gadget used to access the internet



Internet is mainly accessed on phone. Usage of laptop and desktop increase with age and education

Primary Internet/Data Service Provider

Base (n=284)



MTN is widely used internet access. It has more than double subscribers compared to Airtel

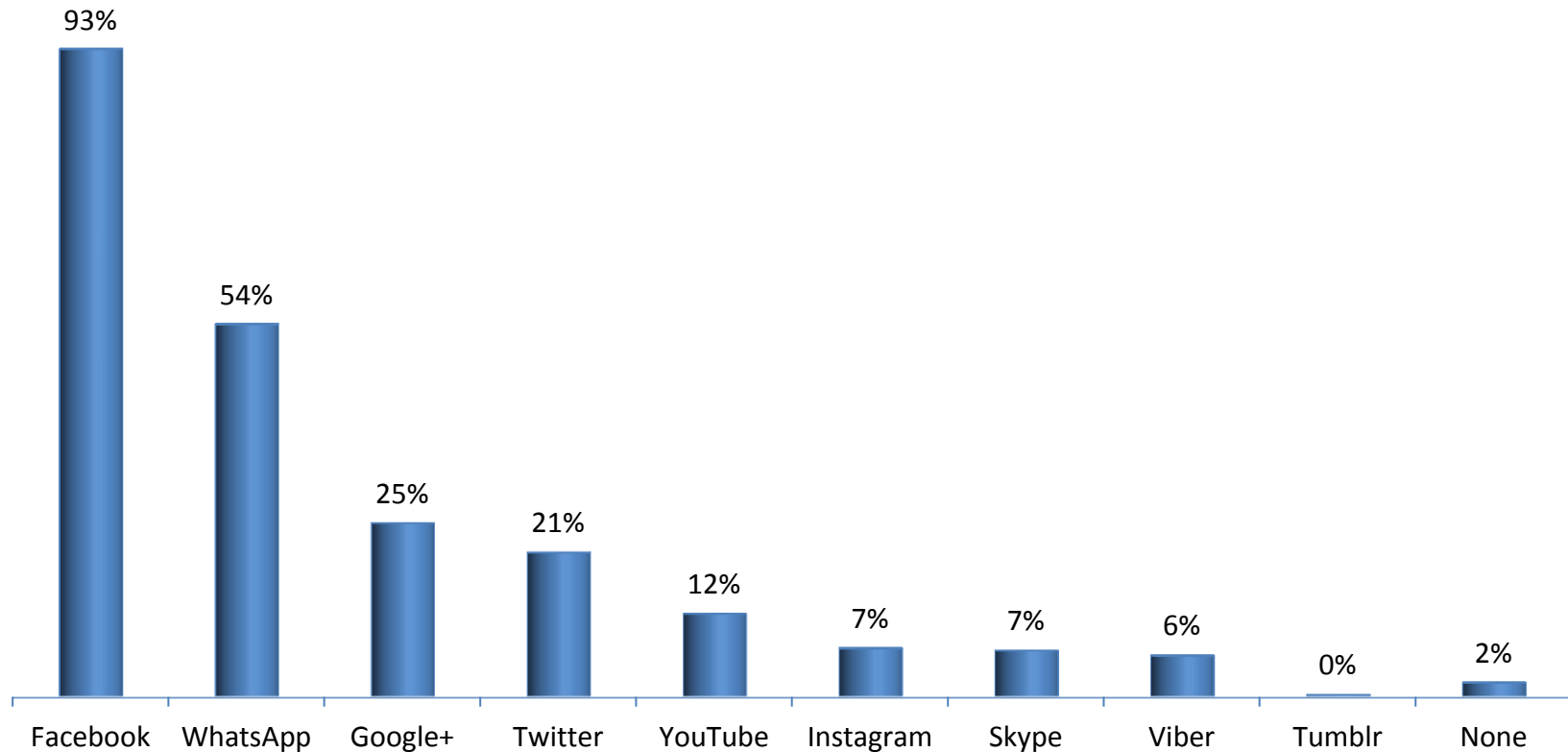
Internet/data service provider, Greater Kampala

	Gender			Age Bands				Education level	
	Overall	Female	Male	17-24 Yrs	25-34 Yrs	35-44 Yrs	45-54 Yrs	Secondary	Tertiary/University
Base	95	34	61	37	33	14	10	27	62
MTN	46%	44%	48%	49%	52%	36%	30%	56%	44%
Airtel	38%	38%	38%	41%	30%	43%	50%	37%	37%
Africell/Orange	9%	9%	10%	8%	9%	7%	20%	-	13%
Smile	3%	6%	2%	-	3%	14%	-	-	5%
UTL	2%	3%	2%	-	6%	-	-	7%	-
None	1%	-	2%	3%	-	-	-	-	2%

Phone internet is mainly through MTN network closely followed by Airtel and a Africell at a distance

Most-visited social media platforms

Base (n=284)



Facebook is overwhelmingly used; Whats app, a new social platform has quickly gained acceptance

Most-visited social media platforms

	Gender			Age Bands				Education level	
	Overall	Female	Male	17-24 Yrs	25-34 Yrs	35-44 Yrs	45-54 Yrs	Secondary	Tertiary/University
Base	95	34	61	37	33	14	10	27	62
Facebook	95%	97%	93%	97%	97%	93%	80%	96%	94%
WhatsApp	72%	74%	70%	68%	73%	71%	80%	67%	77%
Twitter	31%	18%	38%	24%	33%	43%	30%	19%	37%
YouTube	22%	26%	20%	16%	27%	36%	10%	22%	23%
Google+	20%	6%	28%	14%	24%	29%	20%	22%	19%
Instagram	16%	15%	16%	8%	18%	29%	20%	7%	21%
Viber	15%	24%	10%	16%	15%	7%	20%	11%	18%
Skype	11%	18%	7%	8%	3%	14%	40%	4%	15%
Tumblr	1%	3%	-	-	3%	-	-	-	2%

Whats App , one of the newly introduces social platform has gained significant acceptance

THANK YOU

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