



Tanzanian's views on Twaweza and its products





Introduction

At Twaweza, we undertake mass policy and public engagement through media partnerships, targeting policy actors with this public pressure and encouraging citizens to be active in following up on their own welfare. We aim to enable children to learn, citizens to exercise agency and governments to be more open and responsive to society. During 2017 in particular, we were engaged in Open Government partnership (OGP) activities including supporting the sub-national OGP in Kigoma Ujiji, we started a radio and TV show known as *Njoo Tuongee*, our usual *Sauti za Wananchi* survey and the *Uwezo* annual learning assessment. Our aim is to spark public discussions within communities and the nation in general in order to influence openness, participation and accountability for both citizens and policy makers. It is therefore in our interest to understand how well Twaweza and our activities are known and understood by Tanzanian citizens.



2. Methodology

Twaweza East Africa commissioned Ipsos Tanzania to gather feedback on a number of issues of programmatic relevance, through a nationally representative “omnibus” survey. Conducted through randomly selected quantitative face-to-face interviews with respondents 18 years and above, the survey uses a structured questionnaire. A sample size of 1,993 interviews is determined with an error margin of $\pm 2\%$ at 95% confidence interval. This sample was distributed proportionately based on the estimated population size and is representative of both rural and urban areas as well as allowing male and female stratification.

Mzazi, unazungumza na mwalimu kuhusu mwanao?

Januari

| J2 | J3 | J4 | J5 | AI | Ij | J1 |
|----|----|----|----|----|----|----|
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |

Februari

| J2 | J3 | J4 | J5 | AI | Ij | J1 |
|----|----|----|----|----|----|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |

Machi

| J2 | J3 | J4 | J5 | AI | Ij | J1 |
|----|----|----|----|----|----|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | |



2015

3. Key Findings

Awareness of the Twaweza brand, and the linked brands *Uwezo* and *Sauti za Wananchi*

Fact 1: One out of four Tanzanians (27%) have heard of Twaweza, and most of them understand what Twaweza does.

One out of four respondents (27%) reported to have heard of the organization. A similar question was asked in Dec 2015 and slightly fewer (23%) reported to have heard about Twaweza. When asked what they think Twaweza does in 2017, a majority (61%) reported research; while others said it's a community-based organisation (14%) or a non-governmental organisation (11%) and one out of ten (10%) said it works in education.

In terms of demographics, residents of urban areas (32%) are more likely to know Twaweza than their rural counterparts (25%), and men (32%) more likely than women (23%).

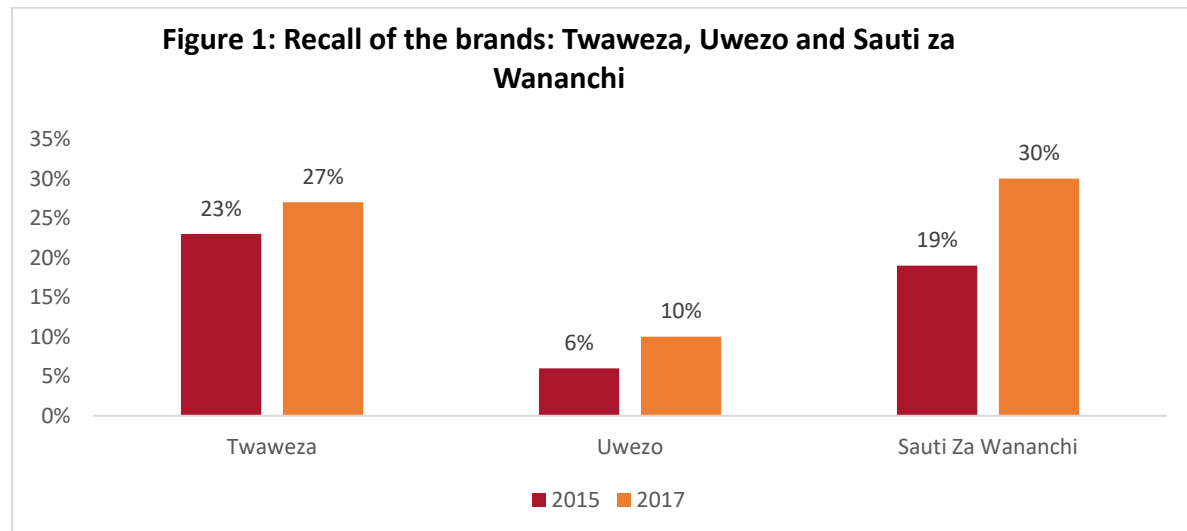
Fact 2: *Uwezo* is recalled by one out of ten Tanzanians

One out of ten Tanzanians (10%) report having heard of the *Uwezo* learning assessment. The *Uwezo* recall figure in 2016 was 6%.

Of those who recalled the name, most could describe correctly at least one component: for example, 21% said it's about literacy and numeracy, 26% mentioned it is about education, 10% mentioned learning outcomes; others associated it either with research or primary education.

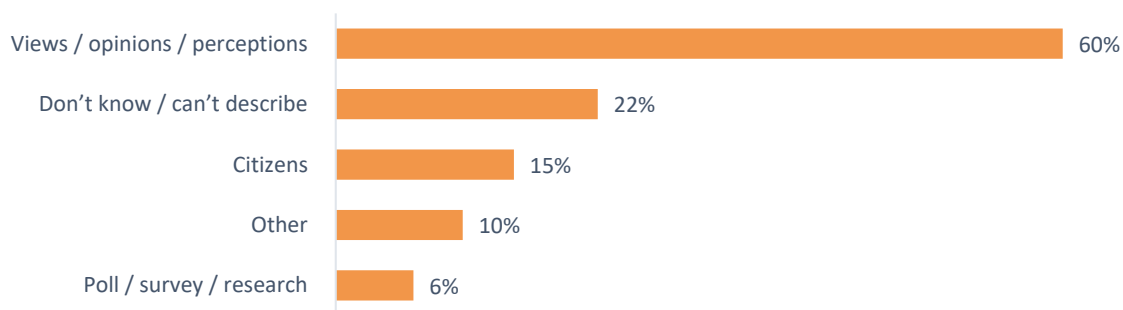
Fact 3: Three out of ten Tanzanians has heard of Sauti za Wananchi

Three out of ten citizens (30%) has heard of *Sauti za Wananchi*. The recall rate has grown since 2015, when two out of ten (19%) reported to have heard of *Sauti za Wananchi*.



A majority of those who reported to have heard of *Sauti za Wananchi* can describe the initiative: 60% describe it as views, opinions or perceptions, 15% associate it to citizens, and 6% identify it as a poll, survey or a research.

Figure 2: How respondents described Sauti (n=595)



However, when asked to recall a topic that was covered in *Sauti za Wananchi* surveys over the past year, the majority (74%) were not able to recall any topic.

Fact 4: 1 in 6 Tanzanians has heard of the *Njoo Tuongee* show.

In 2017, Twaweza produced a TV and radio show called "*Njoo Tuongee*" (come let's talk) where public leaders were interviewed by both the production team as well the citizens themselves on how they are discharging their responsibilities and working for the citizens. The show produced seven episodes, starting in November 2017. By the time of the survey, four episodes had been aired. When asked if they have ever heard of *Njoo Tuongee*, one out of six (16%) responded affirmatively.

We also asked those who heard about the show whether they could remember the name of any invited guest from the show. The majority (84%) could not remember any name, while 8% mentioned January Makamba (the guest in the first episode), 4% mentioned Harrison Mwakyembe (the guest in the second episode) and 2% mentioned Kitila Mkumbo (the guest in the fourth episode).

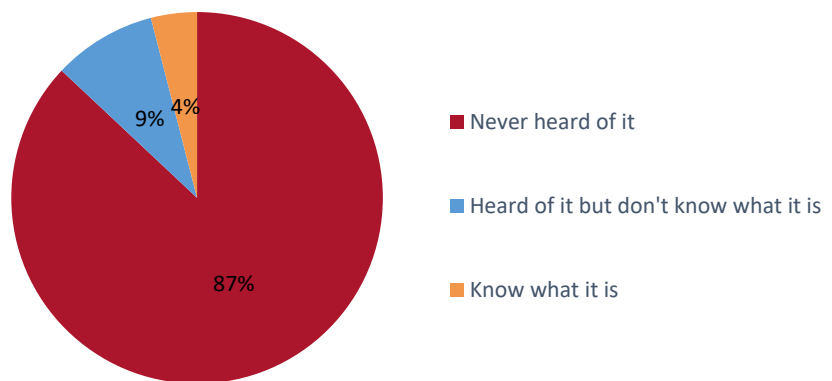
Open Government Partnership (OGP)

Fact 5: The OGP initiative is not well known among Tanzanians

Tanzania joined the Open Government Partnership (OGP) in 2011, and in 2016 Kigoma Ujiji Municipal Council joined as part of the OGP sub-national pilot programme. The intention was to make government more open to its citizens, and to improve public service delivery, catalyse government responsiveness, decrease corruption and build greater trust. However, in June 2017 the government of Tanzania withdrew from the OGP, explaining that the government is already a member of another initiative with similar objectives to OGP.

Twaweza had been supporting OGP activities nationally as well as sub-nationally in Tanzania. We therefore sought to know whether Tanzania citizens know of and understand the OGP initiative and its activities. Just one out of twenty citizens (4%) said they know what the OGP is about, and a further one out of ten (9%) had heard of it but couldn't explain what it is. The vast majority (87%) said they had never heard of it.

Figure 3: Have you ever heard of Open Government Partnership (OGP)?
(n=1993)



We read to the respondents a brief description of the OGP and then asked whether they think Tanzania is a member of OGP. Very few (2%) knew that Tanzania used to be a member, while a few more (6%) think Tanzania is still a member; one in five (19%) said Tanzania has never been a member and the remaining 73% didn't know.

Data Literacy

Fact 6: General data literacy among Tanzanians is low

At Twaweza we generate a lot of data for public consumption and we wanted to get a sense of the general interpretation of data among Tanzanian citizens. We asked three questions on data literacy.

Table 1: Data literacy

| <i>Questions</i> | <i>% of correct responses</i> |
|---|-------------------------------|
| New research has found that 40% of people in this country own a hat. Assuming this number is correct, for every 1,000 Tanzanians, how many do you think own a hat? (a) 1000; (b) 400 ; (c) 600; (d) don't know | 36% |
| The same research found that one in five people in this country own a bicycle. Assuming this number is also correct, for every 1,000 Tanzanians, how many do you think own a bicycle? (a) 1000; (b) 5; (c) 200 ; (d) 1; (e) don't know | 31% |
| The research also found that 60% of people own a radio, and three in four own a mobile phone. Assuming that both these statistics are correct, do more people in this country own radios or mobile phones? (a) more radios; (b) more mobile phones ; (c) the same; (d) don't know | 78% |

About one out of three respondents gave the correct answer for the first two questions (36% and 31%). However, considering that these were multiple choice items, this is about the same as would happen if the respondents were guessing randomly. It is somewhat puzzling that nearly 80% of respondents answered the third question correctly, however, given the low responses on the first two, it would suggest that something in the wording or interpretation of the third question led by chance to a high number of correct answers, rather than this many people making the correct calculation. Overall, these findings suggest that understanding of basic statistics is low.