



# A COMPENDIUM OF TEN YEARS OF SAUTI ZA WANANCHI

The opinions and experiences of citizens of  
**Kenya, Tanzania and Uganda**







Sauti za Wananchi empowers **policymakers** and **the public** with real-time, transparent data on citizens' experiences, ensuring informed decisions that reflect the realities on the ground.

Ten years of  
**SAUTI ZA WANANCHI**®  
2013-2023

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## Abbreviations

<b>AB</b>	Afrobarometer
<b>KNBS</b>	Kenya National Bureau of Statistics
<b>NBS</b>	National Bureau of Statistics
<b>SzW</b>	Sauti za Wananchi
<b>UBOS</b>	Uganda Bureau of Statistics
<b>UNICEF</b>	United Nations International Children's Emergency Fund





## CHAPTER 1

# INTRODUCTION

Bringing citizens' experiences and views to policy makers, in a manner that is both rapid and rigorous.

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## 1.1 Why listening to citizens is important

Citizens are the core of any nation. Governments exist to serve citizens, and are ultimately accountable to them. And yet in many cases, citizens are sidelined from the work of government – seen as little more than users of public services and potential voters at election time.

At national level, citizens' voices are often largely absent from policy debates, meaning that big decisions about government policies, laws, programmes and budgets take little account of the lived experiences, priorities and opinions of citizens. At lower levels of government, there are more – and valuable – opportunities for participation in decision making, but in practice these vary greatly, and can easily become dominated by those with the most influence or loudest voices. Even where governments take steps to gather rigorous data on citizens' experiences – in the form of nationally representative household surveys – it can take years to gather and analyse the data and then feed into the policy-making process.

As such, policies, laws and budgets are often enacted with little input from the most important stakeholders. The result can be that policies don't meet the real needs of citizens, laws don't reflect citizens' preferences, and budgets miss opportunities to better serve the public.

Twaweza's Sauti za Wananchi initiative aims to address these challenges. It provides a mechanism by which citizens' experiences and views can be gathered and shared with policy makers – and the general public – in a manner that is both rapid and rigorous. It uses mobile phone technology to conduct interviews with nationally-representative panels of citizens in Tanzania, Kenya and Uganda, combining the design of traditional household surveys with computer-assisted telephone interview (CATI) techniques. The resulting data enable citizens' views and experiences to be heard at national level, support citizens to exercise agency and influence policy, and encourage governments to be more open and responsive and to improve service delivery.

The first Sauti za Wananchi survey round was conducted in Tanzania in 2013, and Sauti was subsequently established in Kenya in 2015 and Uganda in 2017. The surveys have covered a wide range of themes, including education, health, governance, democracy, water and

livelihoods, financial inclusion, COVID-19, and climate change. As of 15 June 2023, across the three countries, five baseline surveys and 126 mobile phone survey rounds have been conducted. This represents an estimated 74,000 hours of interviews.





## 1.2 How we do it: the Sauti za Wananchi methodology

Sauti za Wananchi surveys are conducted in three countries: Kenya, Tanzania<sup>1</sup> and Uganda. The surveys combine traditional household face-to-face interviews at baseline stage, to ensure rigour and statistical representation, and regular mobile phone survey rounds which allow rapid turnaround of questions on citizens' lives and experiences on a range of topics.

The sample is designed as a nationally-representative cross-section of all adult citizens (aged 18 years and above) in each of the three countries. This is done in collaboration with national statistics offices in each country. The goal is to give every adult citizen an equal and known chance of selection for an interview. This is achieved by sampling with probability proportional to population size of each enumeration area (EA) and applying random selection methods to the selection of households and respondents.

Finally, weightings are applied to each survey round to ensure that the resulting data is as representative as possible of the national population. As a result, the demographic characteristics of the Sauti za Wananchi panels closely reflect the latest concurrently available census data for all three countries.

The panel members are provided with mobile phones and solar chargers to ensure that poorer citizens and those without access to electricity are not excluded from participation. Between 15-25% of citizens would not otherwise have reliable access to a smartphone and their voices would thus not be heard unless the phone is provided.

A more detailed methodology is available as Annex I of this compendium.

1 "Mainland" Tanzania only.



### 1.3 What Sauti za Wananchi has achieved

Once a topic has been agreed upon, a questionnaire is drafted and pre-tested, and then interviews are conducted with the full panel. The resulting data is analysed and used as the basis for a range of publications that bring citizens views and experiences to wider attention – including among policy makers, the media, civil society and the public as a whole.

Across the three countries, Sauti za Wananchi data and briefs have prompted widespread media coverage and public debate. In itself this is valuable, in that the national conversation is infused with the perspectives of citizens from across the social and economic spectrum, rather than simply being dominated by those who already have a platform, or who have the loudest voices. However, there are multiple examples of cases where Sauti za Wananchi has directly contributed to changes in policy and practice on the part of government and other influential actors. Some highlights of this include the following:

- In Tanzania, data on citizens' livelihoods and a new mobile money transaction tax contributed to public debate on the topic and led to the tax being substantially altered.
- A survey round conducted in partnership with the Uganda Revenue Authority (URA) led to the identification of gaps in citizens' understanding of and support for various taxes, and URA adjusting its plans accordingly especially on tax education.
- A 2017 survey round in Tanzania found widespread food stress across the country, prompting the government to publicly acknowledge the issue and provide food assistance in some areas.
- Findings on security in Kenya prompted the Independent Policing Oversight Authority (IPOA) to seek a partnership with Sauti za Wananchi, enabling IPOA to identify citizens' concerns around policing and security.
- Data on health services in Tanzania drew a response from the Ministry of Health, which issued new instructions to service providers, simplifying the process for victims of accidents and crime seeking treatment and protecting the right of vulnerable groups to receive free healthcare.
- Sauti za Wananchi was well suited to monitoring how the Covid-19 pandemic and measures taken in response were affecting citizens, at a time of limited physical human interaction and restricted movement. Close partnerships were formed with the Ministries of Health in Kenya and Uganda that informed the design of health promotion and vaccination campaigns.
- The Ministry of Water and Environment in Uganda altered their reporting of water supply indicators in response to challenges posed after Sauti findings on the topic were presented to an annual water sector review meeting.
- A survey round on Access to Information (ATI) in Uganda prompted the government to provide new guidance to public servants on how they should fulfil their responsibilities under the ATI Act.
- Findings on citizens' expectations of their MPs in Uganda were used in the induction process for new MPs and in the design of the parliamentary outreach programme.

Further details, including additional examples, are included as Annex II of this compendium.

## 1.4 Notes on the data

The following sections of the compendium present data on three broad themes:

- (A) **Livelihoods** - including national economic matters, household level livelihoods and food security, financial inclusion, and business and taxation
- (B) **Public services** - specifically health, education and water supply services
- (C) **Governance** - including perspectives on national politics, the media and citizen participation

It should be noted that the specific questionnaires used in each country and in different survey rounds have varied, principally as they were tailored to the specific needs of that particular time and place. This means that in a small number of cases, the data presented in the figures below brings together data from questions that are slightly different. Where this occurs it is clearly noted below the figure, and care should be taken in drawing conclusions based on these cases.





## CHAPTER 2 LIVELIHOODS

How households are  
getting by on a daily  
basis

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This section presents citizens' opinions and experiences- as collected by Sauti za Wananchi surveys- on livelihoods and other economic matters, from Kenya, Tanzania and Uganda. How concerned are citizens about economic issues, relative to other pressing needs? How do they feel about their own personal economic circumstances and the state of the country as a whole? What do they feel about the business environment, and what challenges have those who own or run a business faced in doing so? How many households are struggling to get by on a daily basis? What assets do households typically own, and how many citizens are using financial products such as banking and mobile money?

## Citizens mention the economy and inflation in particular, as the biggest challenge facing their countries

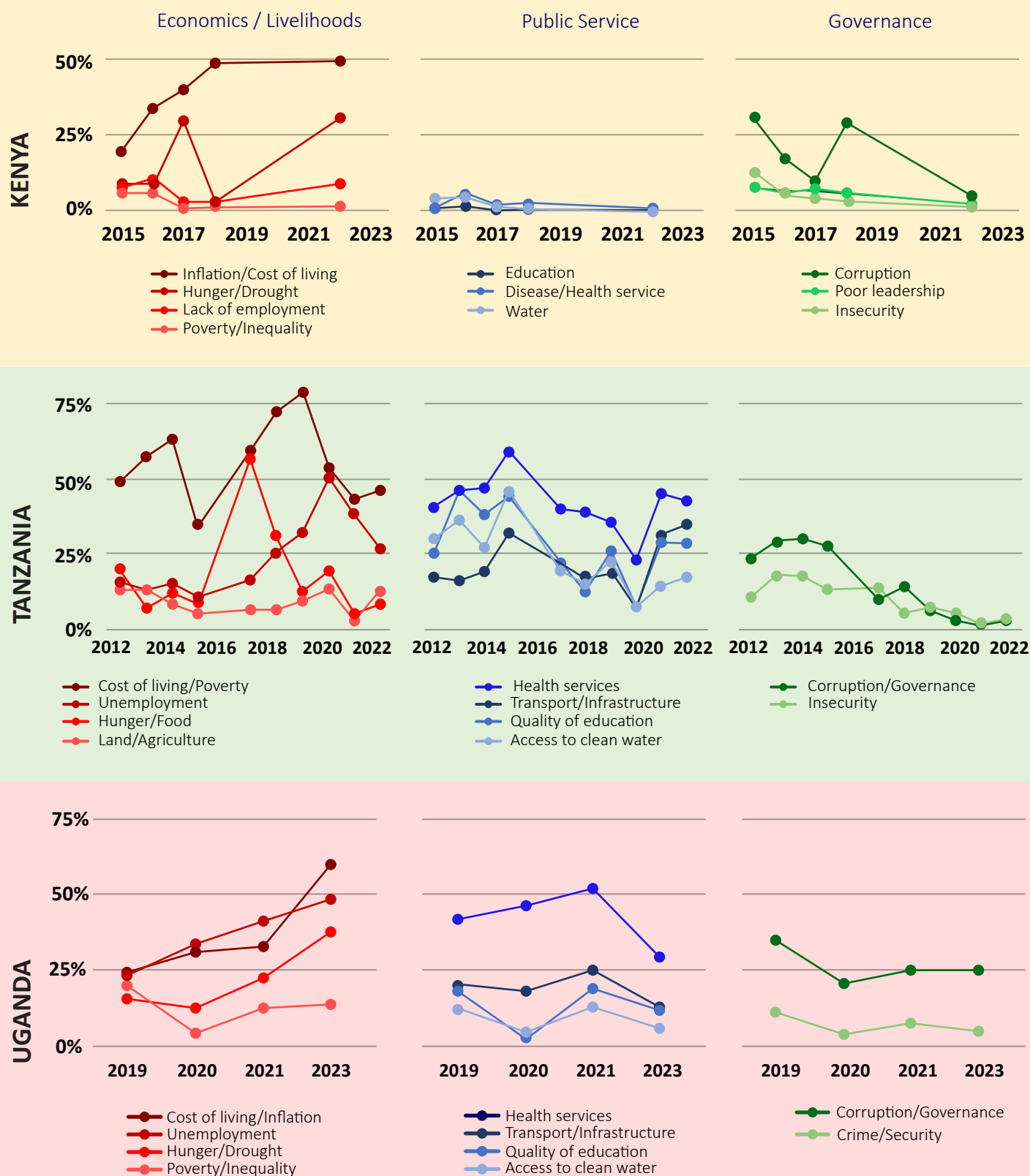
Across Kenya, Tanzania and Uganda, citizens have consistently pointed to economic concerns when asked about the biggest problems facing their country. Inflation and the high cost of living has ranked as the highest concern of citizens in all three countries, while unemployment has also ranked high on the list, and hunger / drought has spiked during times of food insecurity, such as in 2017.

In Kenya and Tanzania, governance matters, especially corruption, were also seen as a major concern 5-10 years ago, but this has fallen more recently. In Uganda, however, corruption and governance continue to rank relatively high on citizens' list of concerns.

In Tanzania and Uganda, public services have also ranked consistently high on the list, with health services ahead of transport, education and water. In contrast, in Kenya, public services have not appeared high on the list at any point in the past eight years.



**Figure 1. What are the three biggest problems affecting the country at the moment?**  
(/What should the President address?)



Sources: Sauti za Wananchi mobile phone surveys, 2012-2023

## Sources of household income vary considerably across the three countries

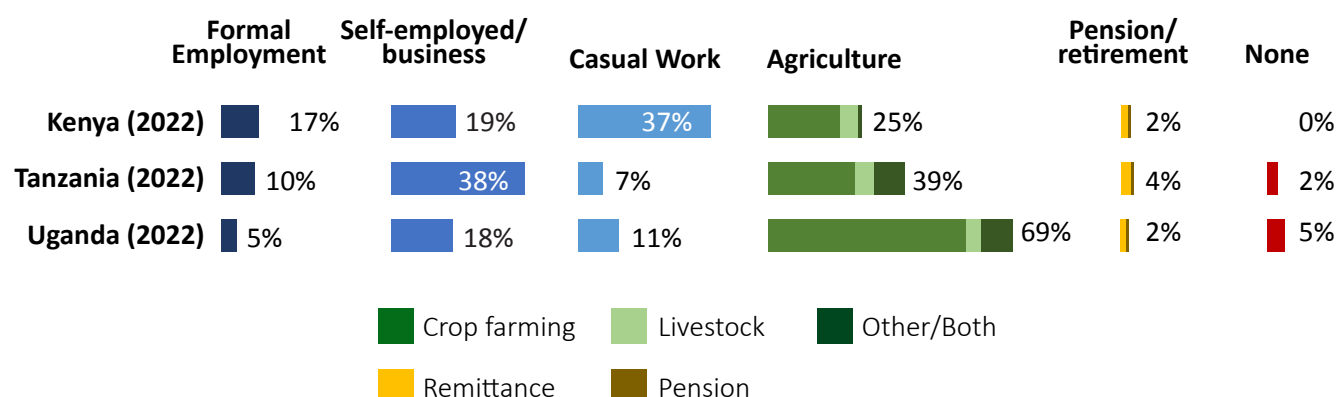
Households' main source of income varies across Kenya, Tanzania and Uganda.

In Uganda, a large majority of households (69%) report some form of agriculture as their main source of income. In Tanzania, agriculture was cited as a main source of income by fewer than half of households (39%) and a similar proportion of households report self-employment / business as their main income source (38%). In Kenya, a quarter of households (25%) say agriculture is the main source of income.

In Kenya, the most commonly-reported main source of income is casual work, reported by 37% of households. This is followed by three other sources of income that each account for a significant number of households, namely agriculture (25%), self-employment / business (19%) and formal employment (17%).

Kenya has a considerable lead over Tanzania and Uganda in the proportion of households where the main source of income is formal employment.

**Figure 2. What is the main source of income for the entire household?**



*In Tanzania, the question asked for the main source of income for the head of household, rather than for the household as a whole*

**Sources:** Sauti za Wananchi mobile phone surveys; Kenya special panel r9, Tanzania special panel r7, Uganda panel 2 r1



## The past decade has seen major changes in citizens' assessment of their countries' overall direction

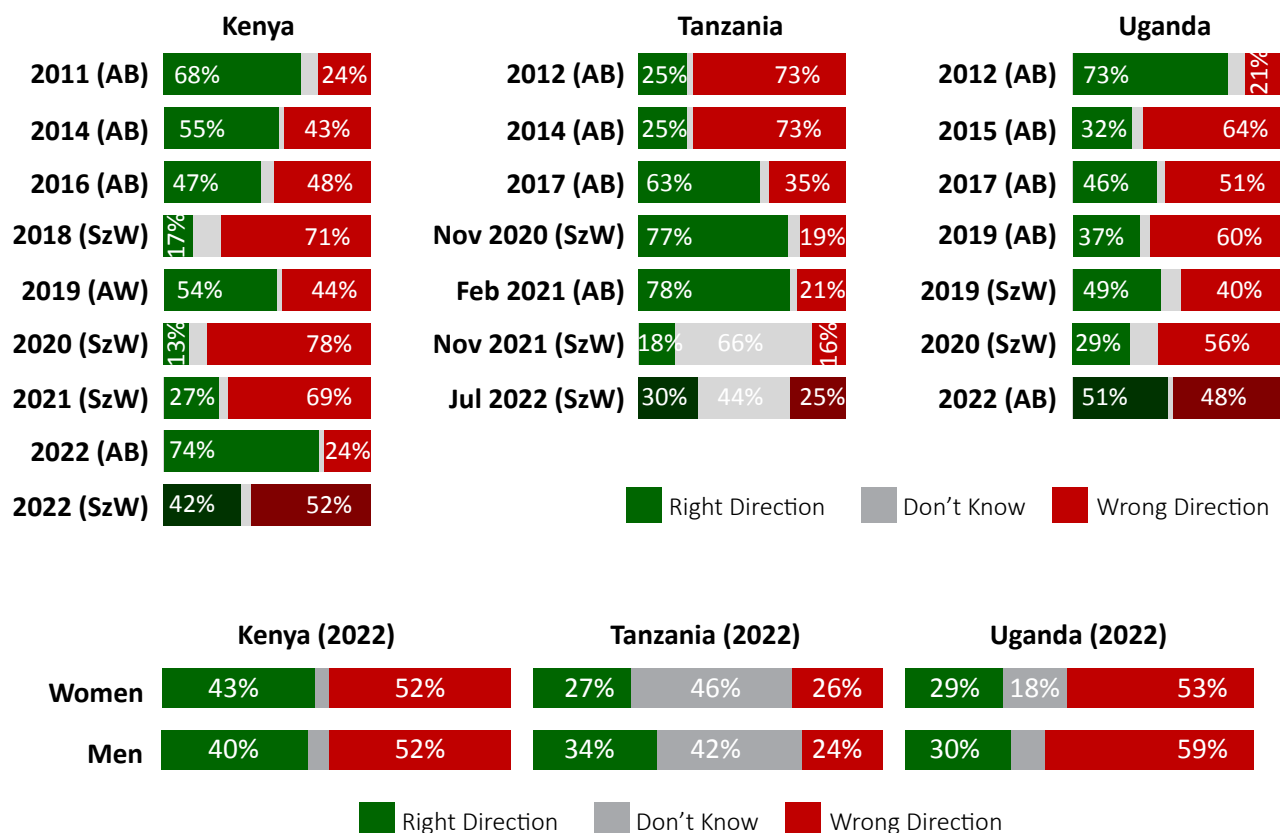
In the past decade and across the three countries, citizens have at times judged that their country was heading in the right direction and at times felt that it was heading in the wrong direction. There is no clear East Africa-wide pattern in this, with citizens' feeling positive or negative about their country's direction seemingly according to national events and trends.

In Tanzania, for example, three phases can be identified: in 2012-2014, most citizens felt that the country was heading in the wrong direction; between 2017 and early 2021 most Tanzanians felt the country was heading in the right direction; and since 2021, citizens have shown considerable uncertainty about the country's direction, with small (and similar) numbers either positive or negative while a larger number said they don't know. This pattern appears to map neatly onto the transition between President Jakaya Kikwete, President John Magufuli and President Samia Suluhu Hassan.

In Kenya and Uganda, swings in citizens' sentiments about the country's direction are less clear. However, the two most recent surveys in Kenya both suggest an upswing in positivity that may be related to national political changes. In Uganda, which has had the same top leadership for almost forty years, swings in citizens' perception of the country's overall direction have been less marked.

Broadly, there is little difference between the perspective of women and that of men on the overall direction of their country.

**Figure 3. Overall, would you say the country is going in the right or wrong direction?**



**Sources:** Sauti za Wananchi (SzW) mobile phone surveys and Afrobarometer (AB) public opinion surveys

## Citizens have recently been more positive about their economic futures than about their current situation

Across all three countries, citizens have recently been more positive about their future economic prospects – both for their own households and for their country as a whole – than about their current situation.

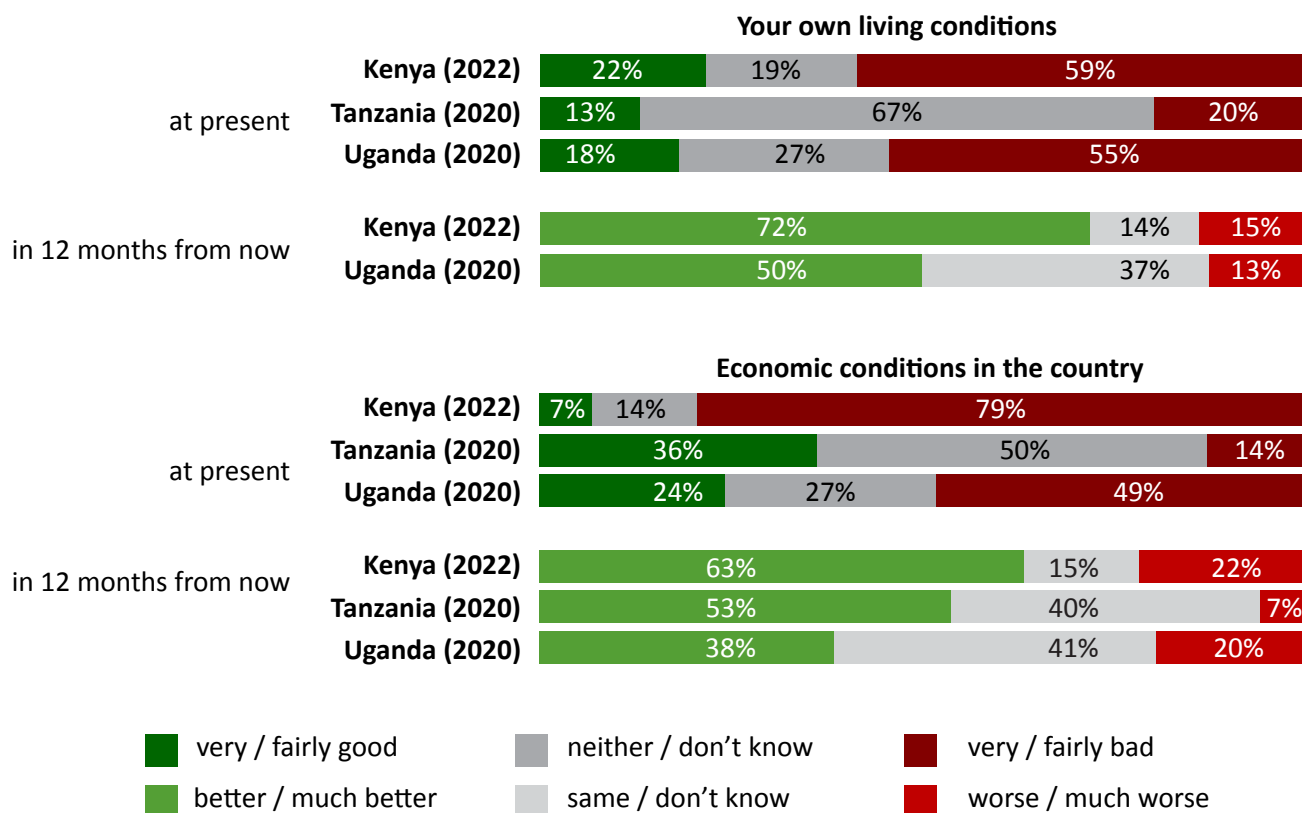
In Uganda, for example, two out of ten citizens (18%) in 2020 said that their own household's economic situation was good or fairly good, while five out of ten (50%) said they thought things would be better or much better in a year's time. Similarly, in Kenya, very few citizens (7%) in 2022 said the country was in good economic shape, while a majority (63%) said they thought the country would be better off twelve months later.

This may be due in part to the effects of the Coronavirus pandemic, which caused widespread economic hardship. Nevertheless, in Kenya, where the data comes from 2022, after the immediate pressures of the pandemic had eased, citizens remained far more optimistic about their economic futures than about the situation they were experiencing at the time.

Across all three countries, but most clearly in the case of Tanzania, there is much uncertainty in citizens' thoughts around both the present and the future economic situation.

In Kenya citizens are more likely to be positive about their own circumstances than about the national economy. In contrast, in Tanzania citizens are more likely to be positive about the national economy than about their own circumstances. In Uganda there is no clear pattern in either direction.

**Figure 4. In general, how would you describe the following?**

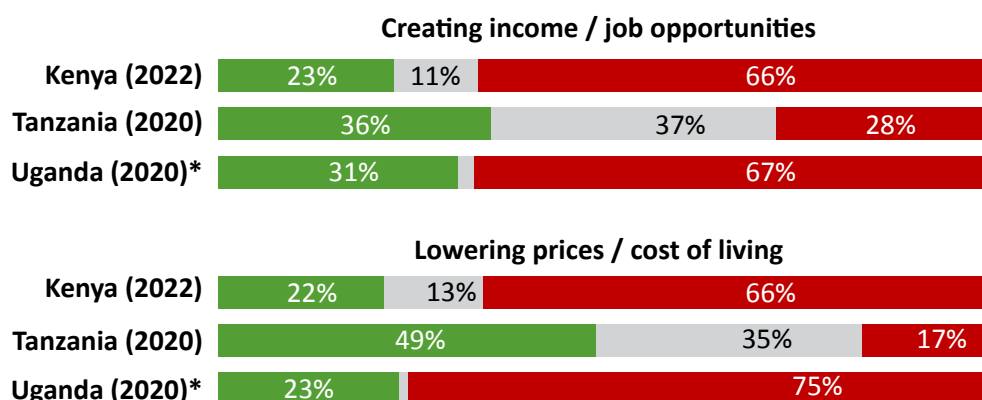


**Sources:** Sauti za Wananchi mobile phone surveys; Ke special panel r9 (Nov 2022), Tz special panel r3 (Oct-Nov 2020), Ug panel 1 r19 (Nov-Dev 2020)

## Kenyans and Ugandans are more dissatisfied with their countries' direction on unemployment and inflation than Tanzanians

In both Kenya and Uganda, around two out of three citizens are dissatisfied with their country's direction on job creation and lowering the cost of living. In Tanzania, there is a higher level of satisfaction on these matters, but also much greater uncertainty.

**Figure 5. How satisfied are you with the country's direction in the following areas?**



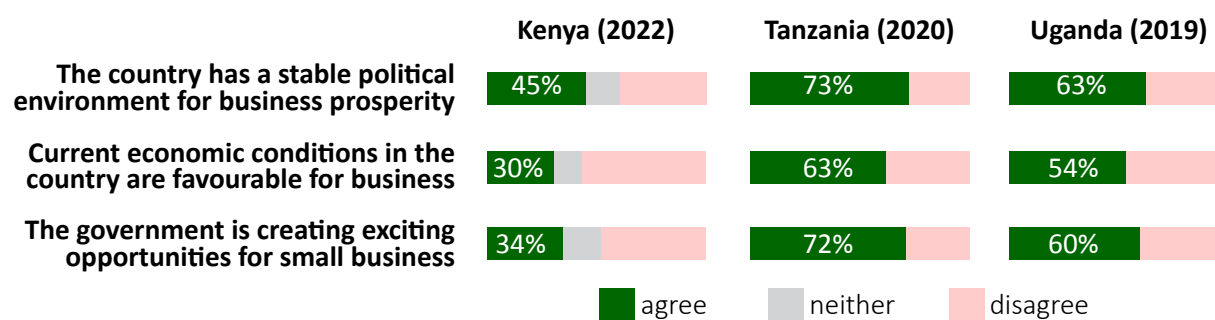
*\*\*\*In Tanzania the question asked for the main source of income for the head of household, rather than for the household as a whole*

**Sources:** Sauti za Wananchi mobile phone surveys

## Tanzanians are more positive about their country's business environment than Ugandans, with Kenyans less positive than either

Tanzanian citizens are more likely than either Kenyans or Ugandans to agree with the view that their country has a stable political environment that is conducive for business prosperity, that their country's current economic conditions are favourable for business, and that their government is creating exciting opportunities for small business. In each case, Tanzanians are most likely to agree with these statements and Kenyans are the least likely to do so.

**Figure 6. Do you agree or disagree with the following statements?**



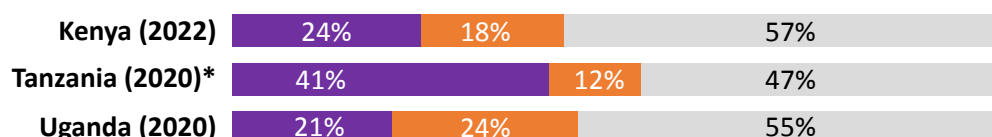
**Sources:** Sauti za Wananchi mobile phone surveys



## Tanzanian citizens are more likely than Kenyans or Ugandans to report that they currently own a business

In Tanzania, four out of ten citizens (41%) say they currently own or run a business of some kind, more than in either Kenya (24%) or Uganda (21%). (It should be noted that Tanzanians were asked three separate questions about whether they own an agricultural business, a retail business or some other kind of business, and the figures in the chart compiled from those who said yes to one or more of these questions. Kenyans and Ugandans were asked simply if they currently own any business.)

**Figure 7. Have you owned / run any business in the last five years?**



*\*In Tanzania, the question was different in two ways. First, it was not limited to the past five years. Second, the figures for Tanzania are compiled from separate questions about business ownership in the agriculture, retail and other sectors, which may have inflated the current ownership figure.*

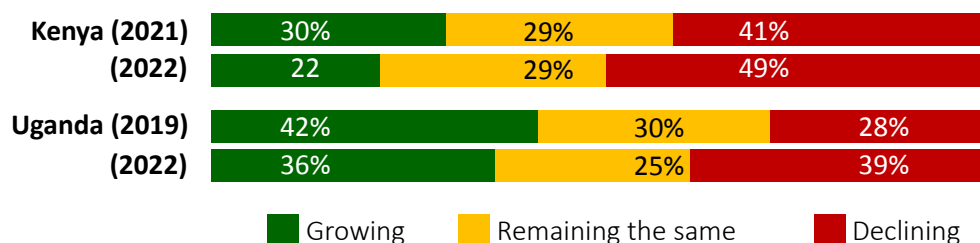
Currently own a business
  Did own a business, but no longer
  Never owned a business

**Sources:** Sauti za Wananchi mobile phone surveys

## Kenyan and Ugandan business owners are becoming less positive about the state of their businesses

In both Kenya and Uganda, business owners in 2022 were less positive about the state of their businesses than they had been in previous years. In both cases, compared to earlier surveys, business owners were less likely in 2022 to say their business was growing and more likely to say that it was declining.

**Figure 8. What word do you think would best describe the current status of your business?**  
(among business owners)



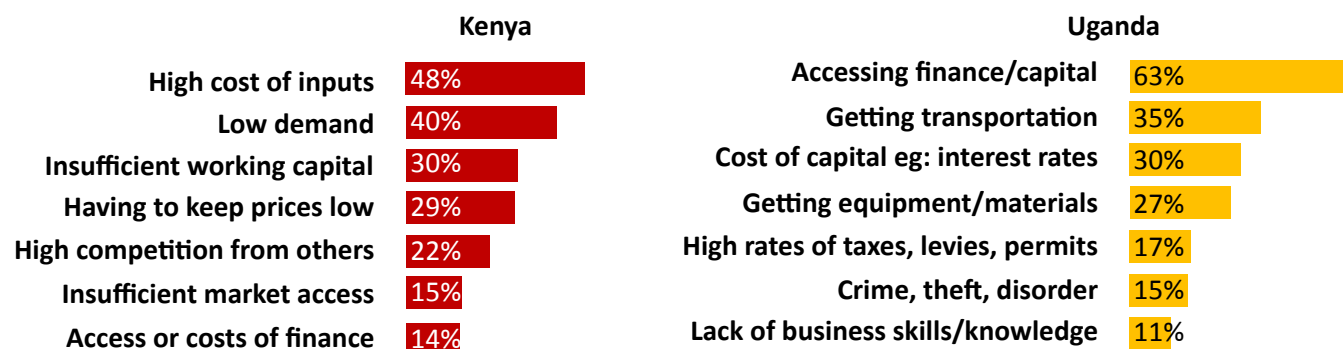
Growing
  Remaining the same
  Declining

**Sources:** Sauti za Wananchi mobile phone surveys

## Kenyan business owners report the main challenges they face are the cost of inputs and low demand; Ugandans say their biggest challenge is accessing finance

Business owners in Kenya report that the main challenges they face as business owners are the high cost of inputs (48%), low demand (40%), insufficient working capital (30%) and having to keep prices low (29%). In Uganda, in contrast, one challenge dominates: accessing finance / capital (63%). This is followed by transport challenges (35%), the cost of capital (30%) and sourcing equipment and/or materials (27%).

**Figure 9. What are the three main problems /challenges you face as a business owner?**  
(among business owners)

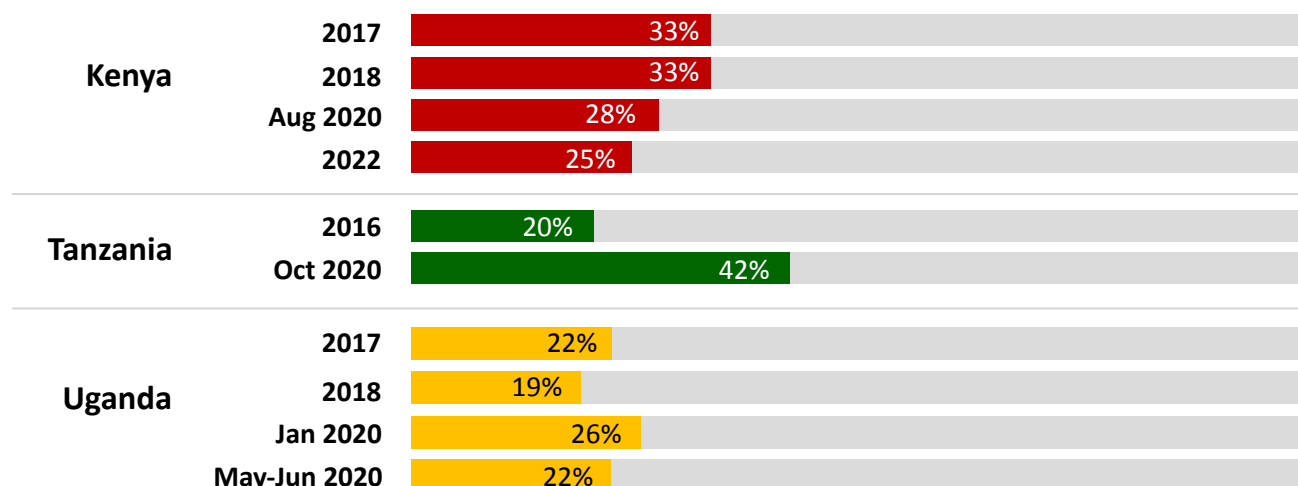


Sources: Sauti za Wananchi mobile phone surveys

## Only a minority of households in each country report having sufficient income to meet their daily needs

In each of the three countries, only a small number of households (typically 20-30%) report that their income is sufficient to cover their daily needs. This figure was particularly high in Tanzania in October 2020 (42% of households) and particularly low in 2016 (20%). In Uganda, the figure has hovered around 20-25% of households, while in Kenya the number of households with sufficient income appears to have fallen between 2017 and 2022.

**Figure 10. % of households where income is enough to cater for daily needs**

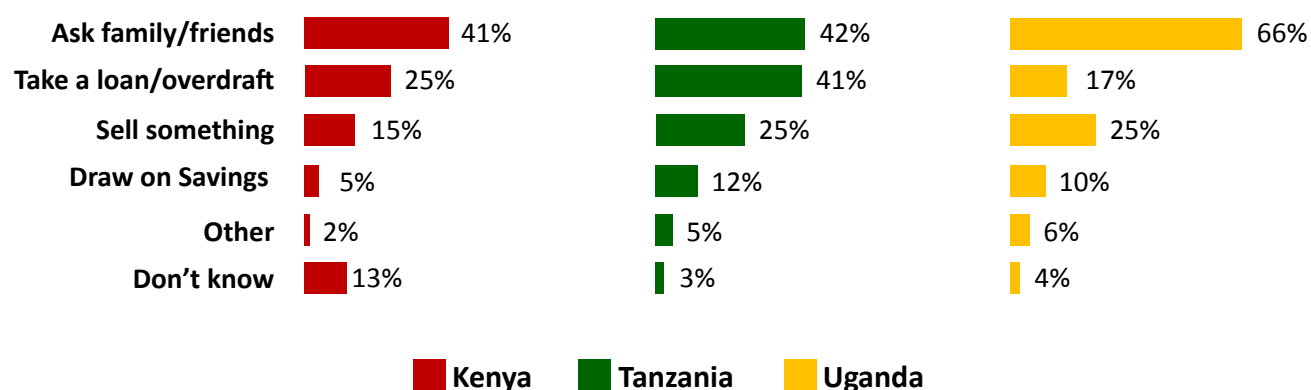


Sources: Sauti za Wananchi mobile phone surveys

## Across the region, the most common action in response to an emergency need for money would be to ask for assistance from family or friends

Asked what they would do if they needed money in an emergency, most citizens across the three countries say they would seek assistance from family and friends, with a particularly high proportion in Uganda saying this (66%). This is followed by borrowing money – which is more common in Tanzania than in either Kenya or Uganda – and selling something to raise the cash. Kenyans are less likely than Tanzanians and Ugandans to say they would sell something.

**Figure 11. Right now, what would you do if you needed money in an emergency?**  
(multiple responses permitted in Tanzania and Uganda; single response in Kenya)



**Sources:** Sauti za Wananchi mobile phone surveys  
Kenya special panel r3, 2020; Tanzania special panel r2, 2020; Uganda panel 2 baseline, 2021

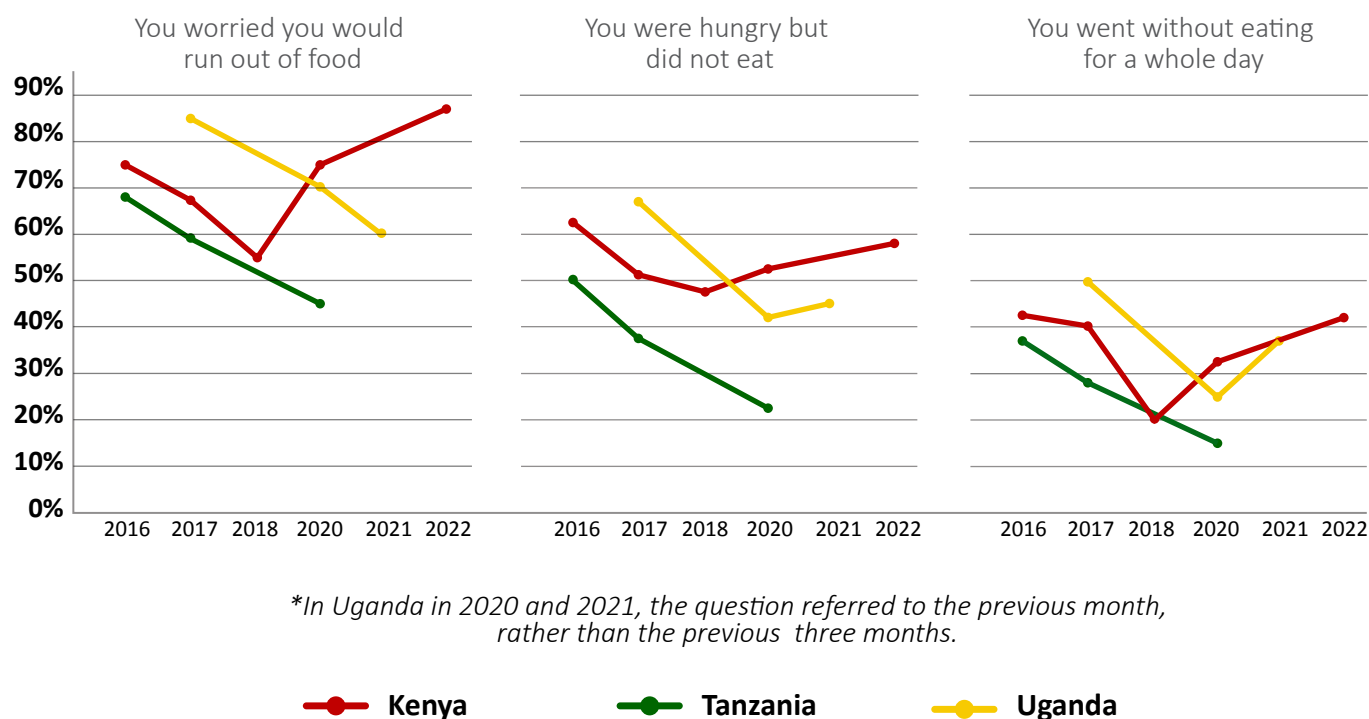
## A significant proportion of East Africans report experiencing food stress

Across Kenya, Tanzania and Uganda, a significant proportion of citizens report experiencing food stress, including around 25-40% who have recently had to go for a whole day without eating due to a lack of money or other resources. The precise numbers fluctuate considerably, likely due to a combination of seasonal and other weather patterns as well as the general economic condition of the country, but remain higher than ideal throughout.

Further, we can see clear signs of elevated food stress in 2016-2017, when drought conditions led to low agricultural production across the region, and then again in 2020-2021, when the Coronavirus pandemic was affecting citizens' economic situations. This latter effect appears stronger in both Kenya and Uganda than in Tanzania, where restrictions on movement and other economic activity were much lower.



**Figure 12. During the last three months, was there a time when, due to a lack of money or other resources, ...?**

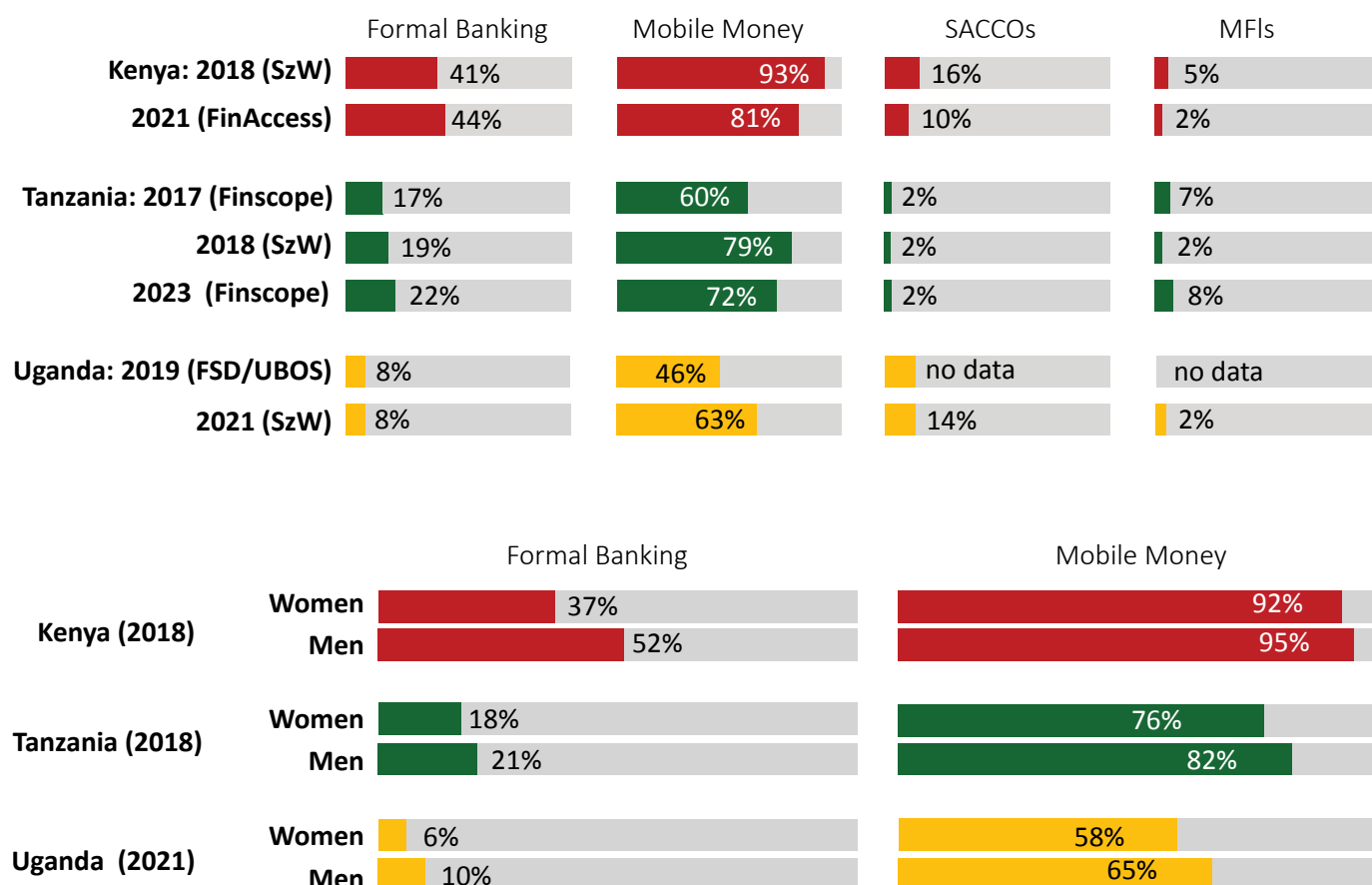


**Sources:** Sauti za Wananchi mobile phone surveys

### **Inclusion in formal banking is substantially higher in Kenya than in Tanzania or Uganda, but financial inclusion generally is highly dependent on mobile money**

Around four out of ten Kenyan citizens (41-44%) have a bank account, well ahead of Tanzania (17-19%) and Uganda (8%). Nevertheless, in all three countries, financial inclusion is driven largely by mobile money, which has provided a dependable and low-cost opportunity for citizens across the region to access the benefits of banking - transfers, savings, loans, cashless spending.

In all three countries, men are more likely than women to have a bank account and also more likely to have a mobile money account. The difference is smaller when it comes to mobile money, and smaller in Tanzania than in either Kenya or Uganda.

**Figure 13. Those with a bank or mobile money account**

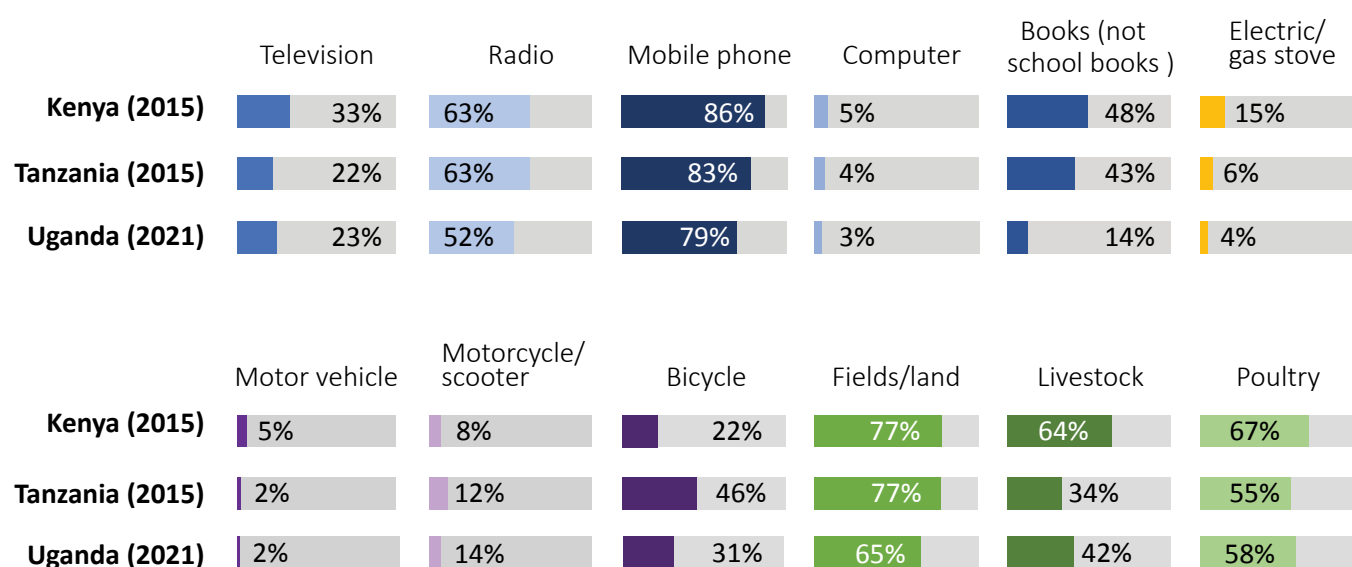
**Sources:** Sauti za Wananchi mobile phone surveys, FinAccess (Kenya), Finscope (Tanzania) and FSD/UBOS (Uganda)

### Average household asset ownership is largely similar across the three countries

Across the three countries, ownership of significant assets by households is broadly similar, though there are a few notable differences. Ugandan households are a little less likely than Kenyan and Tanzanian households to own a radio and much less likely to own books. Kenyan households are more likely to own an electric or gas stove, and Tanzanian households are more likely to own a bicycle.

In terms of agricultural assets, Kenyan households are more likely to own poultry or livestock, while Ugandan households are slightly less likely than others to own productive land. This last element may well be the result of markedly higher population density in Uganda than in the other two countries<sup>2</sup>.

<sup>2</sup> According to OurWorldInData.org (<https://ourworldindata.org/grapher/population-density>), the population density of Uganda in 2022 was 236 people per km<sup>2</sup>, while in Kenya it was 95 per km<sup>2</sup> and in Tanzania 74 per km<sup>2</sup>.

**Figure 14. Household that own the following assets**

**Sources:** Sauti za Wananchi mobile phone surveys







## CHAPTER 3 PUBLIC SERVICES

What are the main challenges citizens face in accessing schools, clinics and clean and safe water?

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This section presents citizens' opinions and experiences - as collected by Sauti za Wananchi surveys - on public services, from Kenya, Tanzania and Uganda. Specifically, it explores three main areas: healthcare services, water supply, and primary and secondary schools.

Where do citizens turn first in case of medical need? How many have health insurance of some kind? And are those who are entitled to free healthcare able to access this right in practice?

What types of water sources do citizens of the three countries depend on, and how many have access to an improved water source? And what are the main challenges citizens face in accessing clean and safe drinking water?

Are parents satisfied that the education their children are receiving is of sufficient quality, and do they feel it is preparing them for their future lives? What are the main challenges parents perceive in their children's schools? And what response do citizens feel is most appropriate in cases of pregnancy among school children?

### **Most citizens depend primarily on government health facilities, though private / NGO facilities also play a significant role**

Across Kenya, Tanzania and Uganda, most citizens turn first to government health facilities in case of illness or injury. In Tanzania, a large majority (66-72%) do this. Although the figures are lower in Kenya (47%) and Uganda (48-57%), it is nevertheless also the most common response in these countries.

In Kenya, private / NGO health facilities also play a significant role, with one out of three Kenyans (34%) turning first to such facilities in times of need. Such facilities are relied on less in Tanzania (7-14%) and Uganda (24-27%).

There is some evidence that during the Covid-19 pandemic, there was a decline in citizens' willingness to attend public health facilities. In Tanzania and Uganda, where comparable data from before and during the pandemic is available, slightly fewer citizens turned to government health facilities during the pandemic. At the same time, in Tanzania, there was an increase in the number of citizens who said they "did nothing" the last time someone in their household suffered an illness or injury.





**Figure 15. The last time you or someone in your household suffered from an illness or injury, what action did you/he/she take first to find relief?**

	Kenya (2017)	Tanzania (2018)	Tanzania (2020)	Uganda (2019)	Uganda (2021)
Went to a government health facility	47%	72%	66%	57%	48%
Went to private/NGO facility	34%	14%	7%	24%	27%
Went to a pharmacy	12%	6%	6%	6%	8%
Went to a church/mission facility	4%	4%	2%	2%	2%
Went to a grocery store for medicine	3%	1%	3%	6%	8%
Did nothing	2%	1%	10%	2%	2%
Self-medicated	2%	1%	3%	3%	2%
Went to a traditional/ faith healer	1%	2%	1%	0.2%	2%

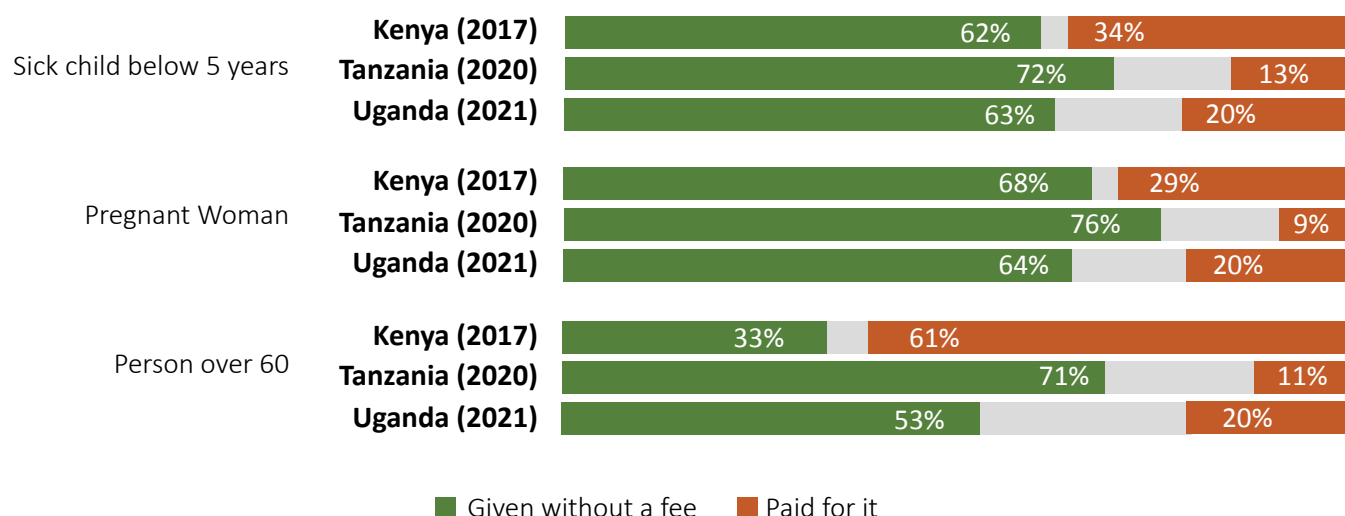
*\*These survey rounds were undertaken while health services were heavily impacted by the coronavirus pandemic, and therefore health-seeking behaviors may have been affected*

**Sources:** Sauti za Wananchi mobile phone surveys

### A significant minority of those who are entitled to free healthcare are not enjoying this right

Across the three countries, most of those who are entitled to free healthcare at government facilities - children aged under five years, pregnant women and those aged over 60 years- are receiving this entitlement, though a significant minority are not doing so. The number who are not able to access free treatment is higher in Kenya than in either Tanzania or Uganda, and is particularly high for older people in Kenya, among whom the majority (61%) are not receiving free healthcare services from government facilities.

**Figure 16. The last time you/they went to a government health facility, did you/they receive treatment for free, or pay for it?**

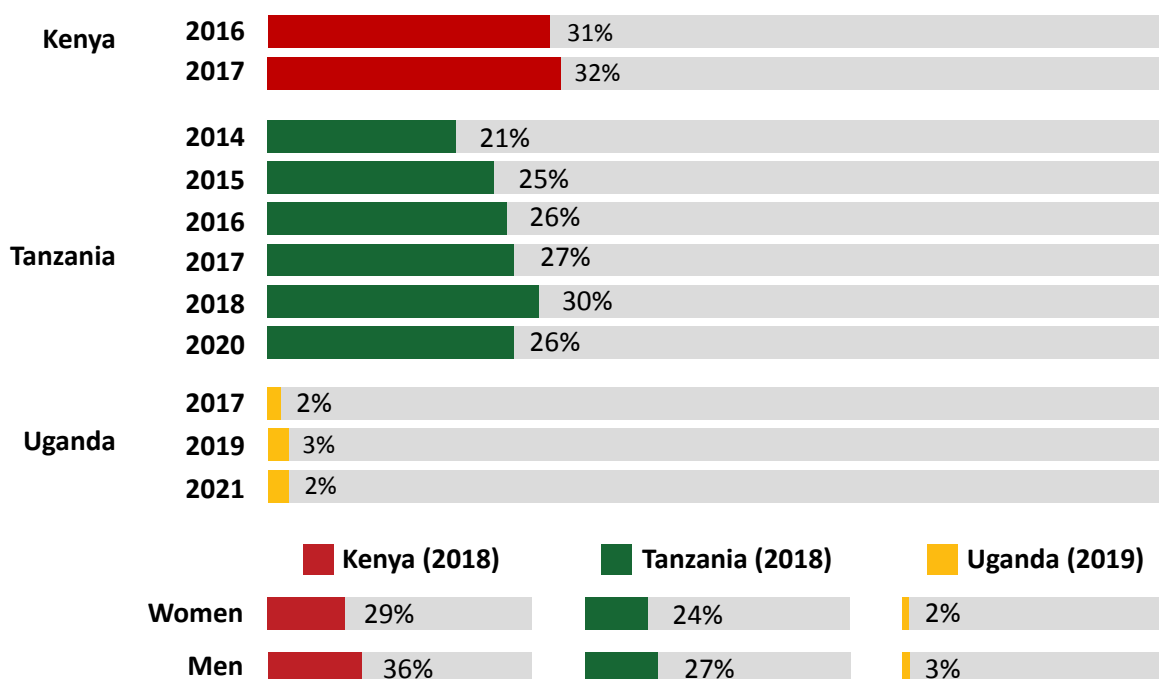


**Sources:** Sauti za Wananchi mobile phone surveys

## Uganda lags well behind Kenya and Tanzania in health insurance coverage

A very small number of Ugandan citizens (2%) report having health or medical insurance, well below the equivalent numbers of Kenyans (32%) and Tanzanians (26%). Across all three countries, women are less likely than men to have health or medical insurance, though the difference is negligible in Uganda.

**Figure 17. % who personally have health or medical insurance:**



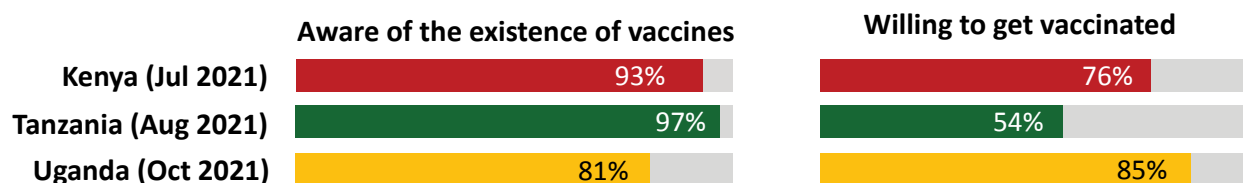
Sources: Sauti za Wananchi mobile phone surveys

## Most citizens are aware of vaccines against COVID-19 and most are willing to get vaccinated, though this figure is lower in Tanzania

Most citizens of Kenya (93%), Tanzania (97%) and Uganda (81%) were aware of vaccines against COVID-19 by the second half of 2021, and most say they are willing to have the vaccine. However, vaccine willingness is markedly lower in Tanzania (54%) than in either Kenya (76%) or Uganda (85%).

**Figure 18. Are you aware that there are vaccines against COVID-19?  
If you were offered one, would you be willing to take it?**

*(including those who have already taken it)*



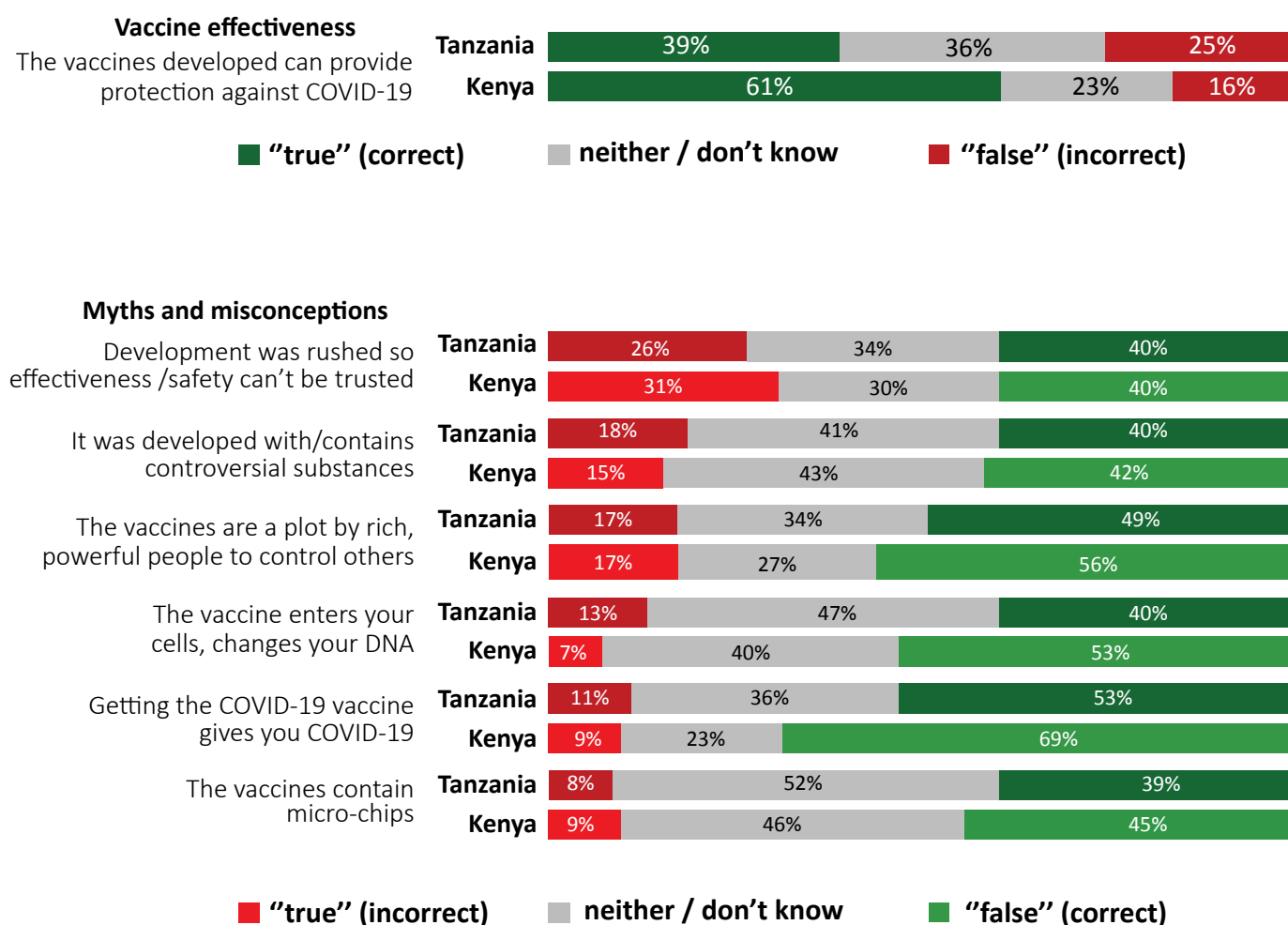
Sources: Sauti za Wananchi mobile phone surveys



## Kenyans are more likely than Tanzanians to believe COVID-19 vaccines are effective, and less likely to believe common myths about them

In mid-2021, Kenyans (61%) were more likely than Tanzanians (39%) to believe that vaccines against COVID-19 were effective. Further, across a range of commonly-held myths and misconceptions around the vaccines, Kenyans were more likely than Tanzanians to know these myths were untrue. For example, over half (53%) of Kenyans correctly rejected the view that the vaccine enters your body's cells and changes your DNA, compared to 40% of Tanzanians. Seven out of ten Kenyans (69%) rejected the view that having the vaccine gives you COVID-19, compared to 53% of Tanzanians. Nonetheless, a significant proportion of Tanzanians and Kenyans were uncertain of the truth about the vaccines.

**Figure 19. Do you think the following statements are true or false?**



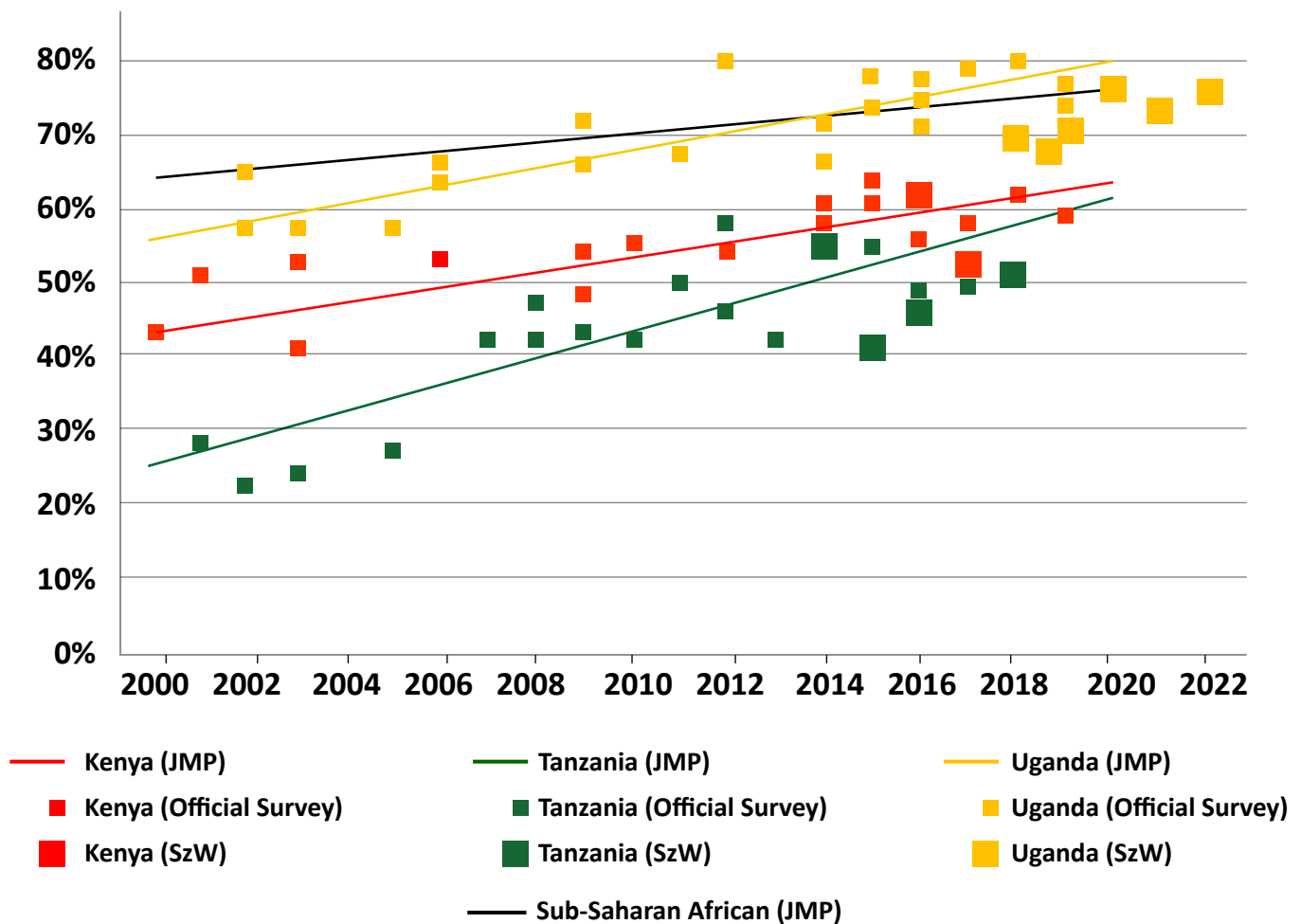
**Sources:** Sauti za Wananchi mobile phone surveys  
Kenya special round (July 2021), Tanzania special r4 (August 2021)

## Access to improved water sources in rural areas is lower in Tanzania than it is in Kenya or Uganda

Access to improved water supply – as defined by the Joint Monitoring Programme (JMP) of UNICEF and the World Health Organisation – in rural areas is lower in Tanzania than Kenya or Uganda, though Tanzania is catching up with Kenya on this. This is based on JMP analysis of data from official surveys conducted by the national statistical offices of each country and is further supported by data from Sauti za Wananchi surveys in the three countries.

In both Kenya and Tanzania, access to improved water supply in rural areas lags well behind the average for Sub-Saharan Africa.

**Figure 19. Access to improved water supply in rural communities**



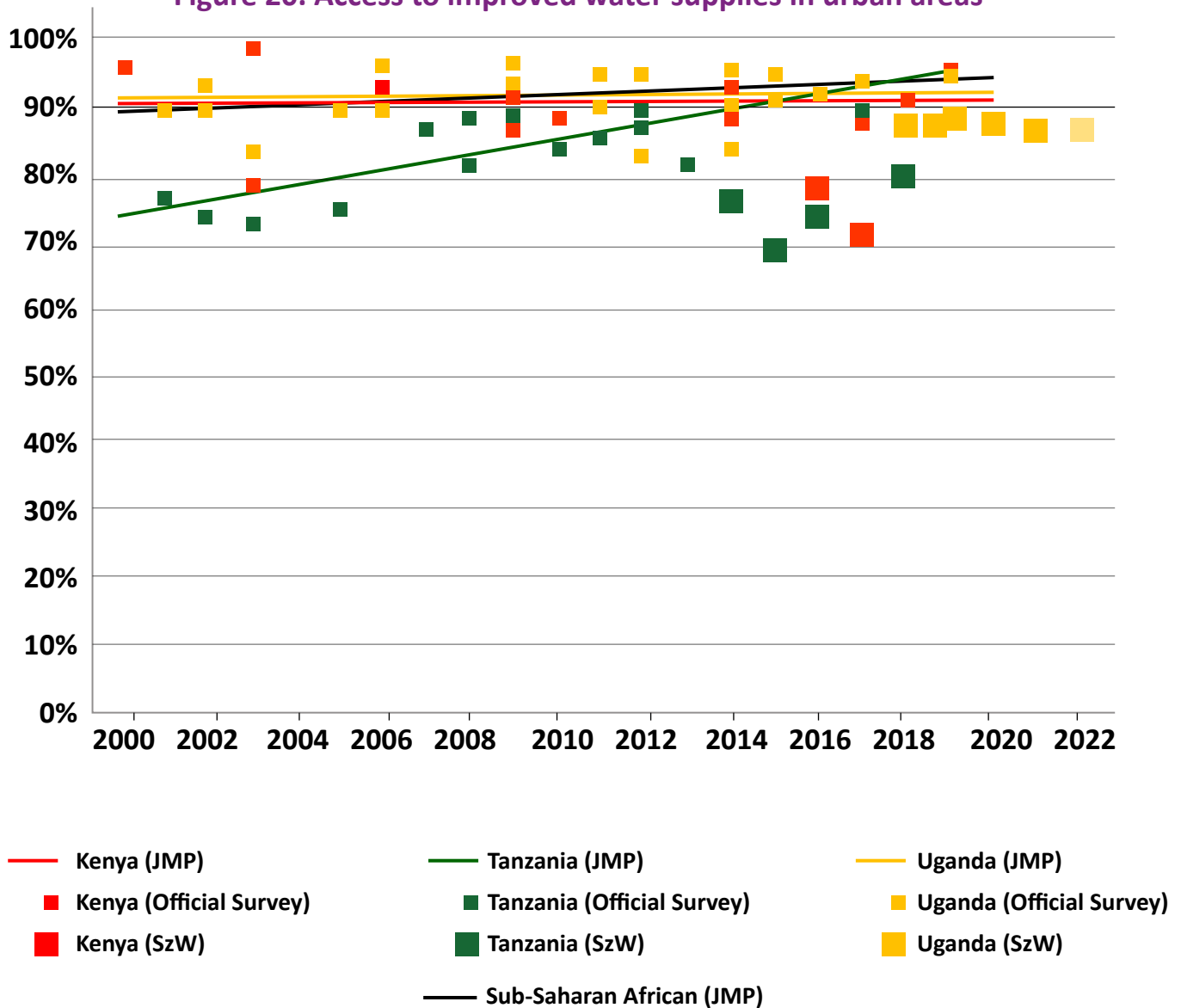
**Sources:** Sauti za Wananchi mobile phone surveys, national household surveys (KNBS/NBS/UBOS) and Joint Monitoring Programme estimates

<sup>3</sup> See [www.washdata.org](http://www.washdata.org)

## Sauti za Wananchi data suggests access to improved water sources in urban areas is lower than suggested in official data reports

In Kenya and Tanzania in particular, data from Sauti za Wananchi surveys suggest that access to improved water sources in urban areas is lower than official data reports. While the JMP, using data from official surveys, estimates that access in urban areas of all three countries is over 90%, Sauti surveys give noticeably lower figures. This is particularly the case for Tanzania (69-80%) and Kenya (71-78%), but also Uganda (87-89%).

**Figure 20. Access to improved water supplies in urban areas**

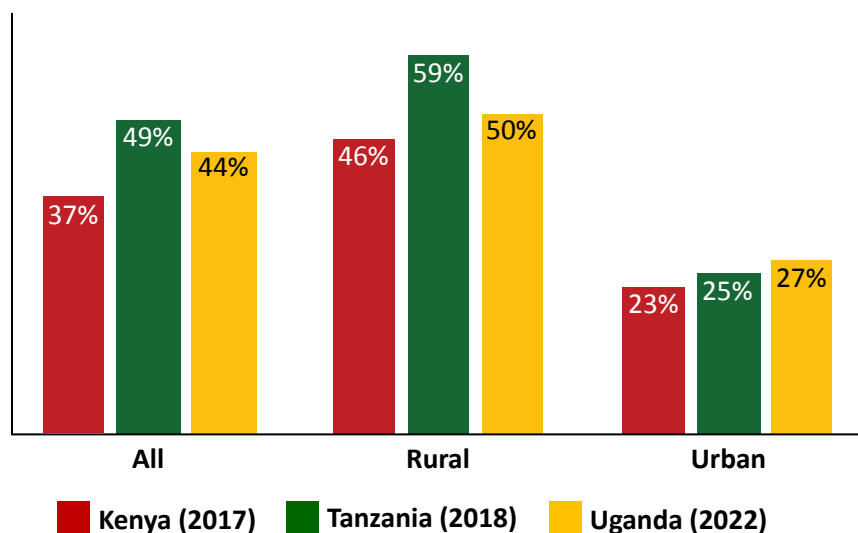


**Sources:** Sauti za Wananchi mobile phone surveys, national household surveys (KNBS/NBS/UBOS) and Joint Monitoring Programme estimates

## Average collection times for water are longer in rural areas than urban, and longer in Tanzania than in Kenya or Uganda

On average, Kenyans require 37 minutes to collect drinking water, Ugandans require 44 minutes and Tanzanians need 49 minutes. These figures are significantly higher in rural areas (46-59 minutes) than urban areas (23-37 minutes).

**Figure 21. Average water collection times (minutes)**

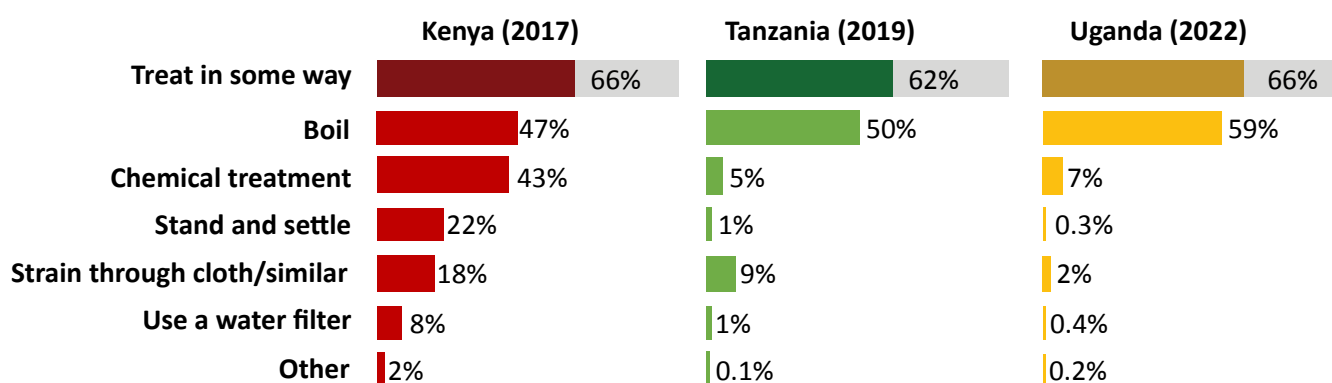


Sources: Sauti za Wananchi mobile phone surveys

## Across the three countries, most citizens report treating their drinking water, mostly by boiling it

Across all three countries, a majority of citizens report treating their drinking water before consuming it- with similar figures reported in Kenya (66%), Tanzania (62%) and Uganda (66%). In all three cases, the most common treatment method is boiling (47-59%). Chemical treatment (such as WaterGuard) is also very common in Kenya (43%), though much less so in Tanzania (5%) and Uganda (7%).

**Figure 22. Do you do anything to your water to make it safer to drink?  
If so, what do you do?**



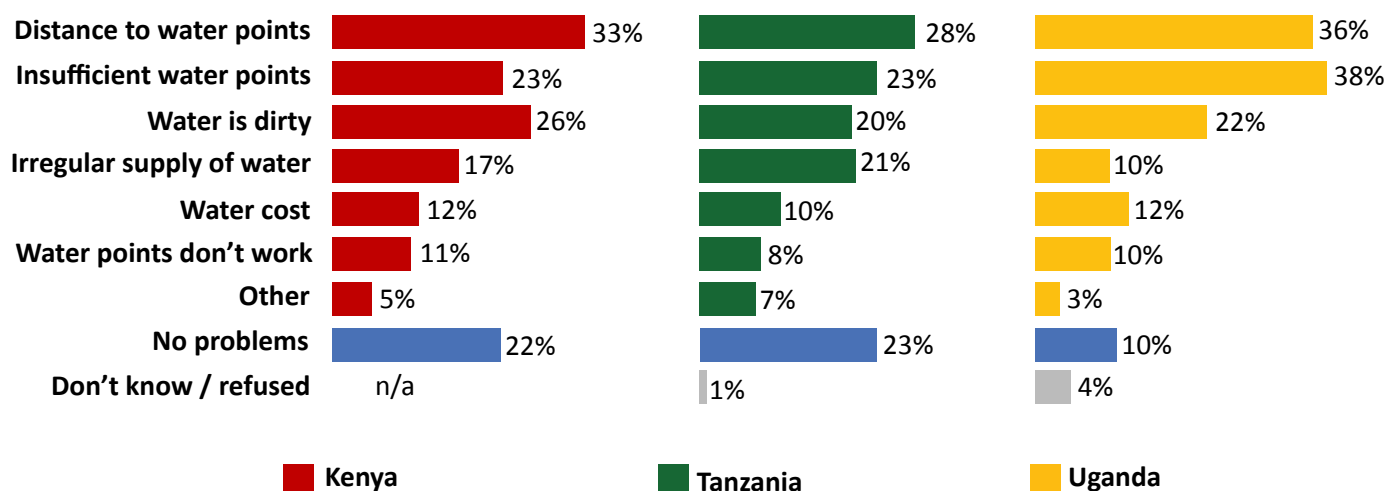
Sources: Sauti za Wananchi mobile phone surveys



## Citizens report a number of different challenges faced by their communities in accessing clean drinking water

Asked what challenges their communities face in accessing clean drinking water, citizens give a range of different responses. Across the three countries, the most common responses are distance to water points (28-36%) and insufficient number of water points (23-38%), with these two responses more common in Uganda than Kenya or Tanzania. Dirty water (20-26%), irregular supplies (10-21%), the cost of water (10-12%) and non-functioning water points (8-11%) are also commonly cited challenges.

**Figure 23. What are the two main challenges your community faces in accessing clean drinking water?**  
(multiple responses permitted)



Sources: Sauti za Wananchi mobile phone surveys





## CHAPTER 4 GOVERNANCE

How many citizens are active participants in processes that affect their lives?

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This section presents citizens' opinions and experiences - as collected by Sauti za Wananchi surveys - on governance and politics, from Kenya, Tanzania and Uganda. Across the three countries, this includes a wide range of topics, some of which are included only for a single country - such as constitutional reforms in Tanzania - while others topics were covered across the whole region, such as media habits, citizen participation, and refugees.

What types of media do citizens of the three countries consume, and how does this vary within countries and how has it changed over the past decade? How do citizens perceive media freedom - as an essential cornerstone of a healthy democracy, or a luxury that gets in the way of effective government? How much of a problem is corruption, and in which sectors is this seen as most acute?

How many citizens are active participants in processes that affect their lives, for example by attending public meetings, calling radio shows or discussing politics on social media? Does this vary by demographic groups, or has it changed over time?

How safe and secure do citizens feel in their own neighbourhoods? Do they trust the police and feel they are doing an effective job? And how do they feel about the presence of refugees in each country? Are they comfortable with refugees being provided with public services, economic opportunities and the possibility of citizenship?

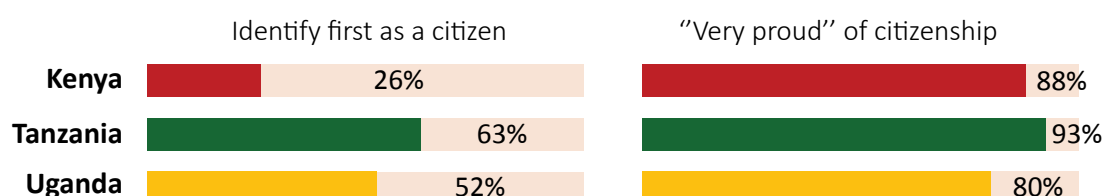


## Citizens of all three countries are very proud of their citizenship, though Kenyans are less likely to identify themselves primarily as citizens

Across the three countries, a clear majority of citizens describe themselves as being “very proud” of their citizenship. However, when asked how they identify themselves, fewer Kenyan citizens (26%) than Ugandans (52%) or Tanzanians (63%) identified themselves primarily as citizens of their country.

In Kenya, it was more common for citizens to identify themselves primarily by some personal characteristic such as “responsible” (11%), “religious” (11%), “principled” (7%) or by their family role (20%) such as a father, mother, etc. (not shown in charts).

**Figure 24. Percent who identify first as a citizen of their country / who are “very proud” to be a citizen of their country**



**Sources:** Sauti za Wananchi mobile phone surveys  
Kenya r10, (2017); Tanzania panel 2 r15 (2016); Uganda panel 1 r9 (2018)

## In Tanzania and Uganda, citizens say the dominant national characteristic, that they take pride in, is peacefulness

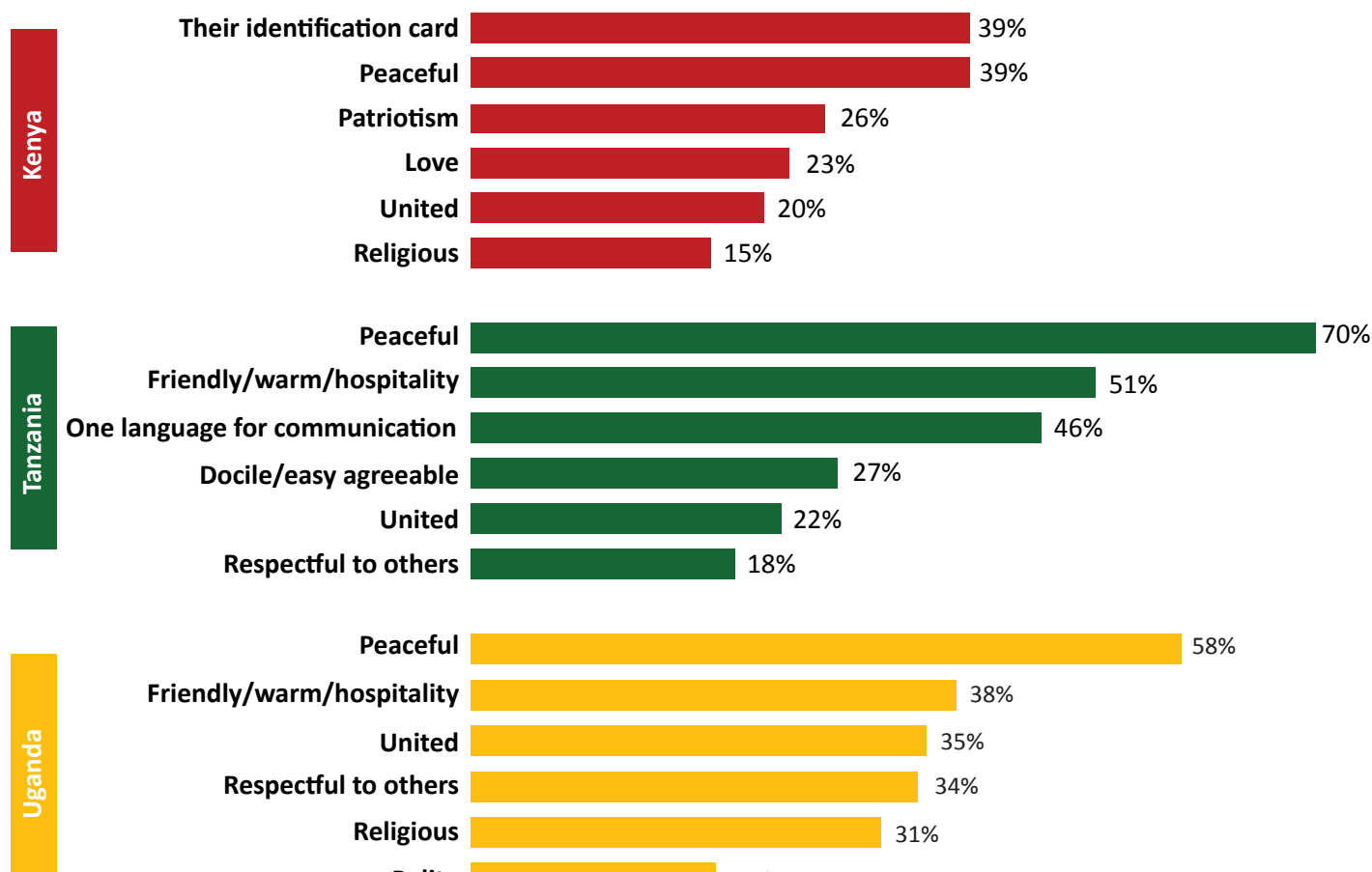
In both Tanzania and Uganda, citizens point to peacefulness (Tanzania 70%; Uganda 58%) as the leading national characteristic that people should identify with and protect.

In Tanzania, this is followed by friendliness / hospitality (51%) and a shared language (46%). In Uganda, it is followed by four characteristics at similar levels, namely friendliness (38%), unity (35%), respectfulness (34%) and religiousness (31%).

In Kenya, the leading attribute seen by citizens as representing their nationality is their national identity card (39%). A similar number (39%) see the national identity as “peaceful”. This is followed by patriotism (26%), love (23%) and unity (20%).

**Figure 25. What attributes do you believe represent your nationality, that everybody should identify with and protect?**

*(multiple responses permitted; top six answers shown)*



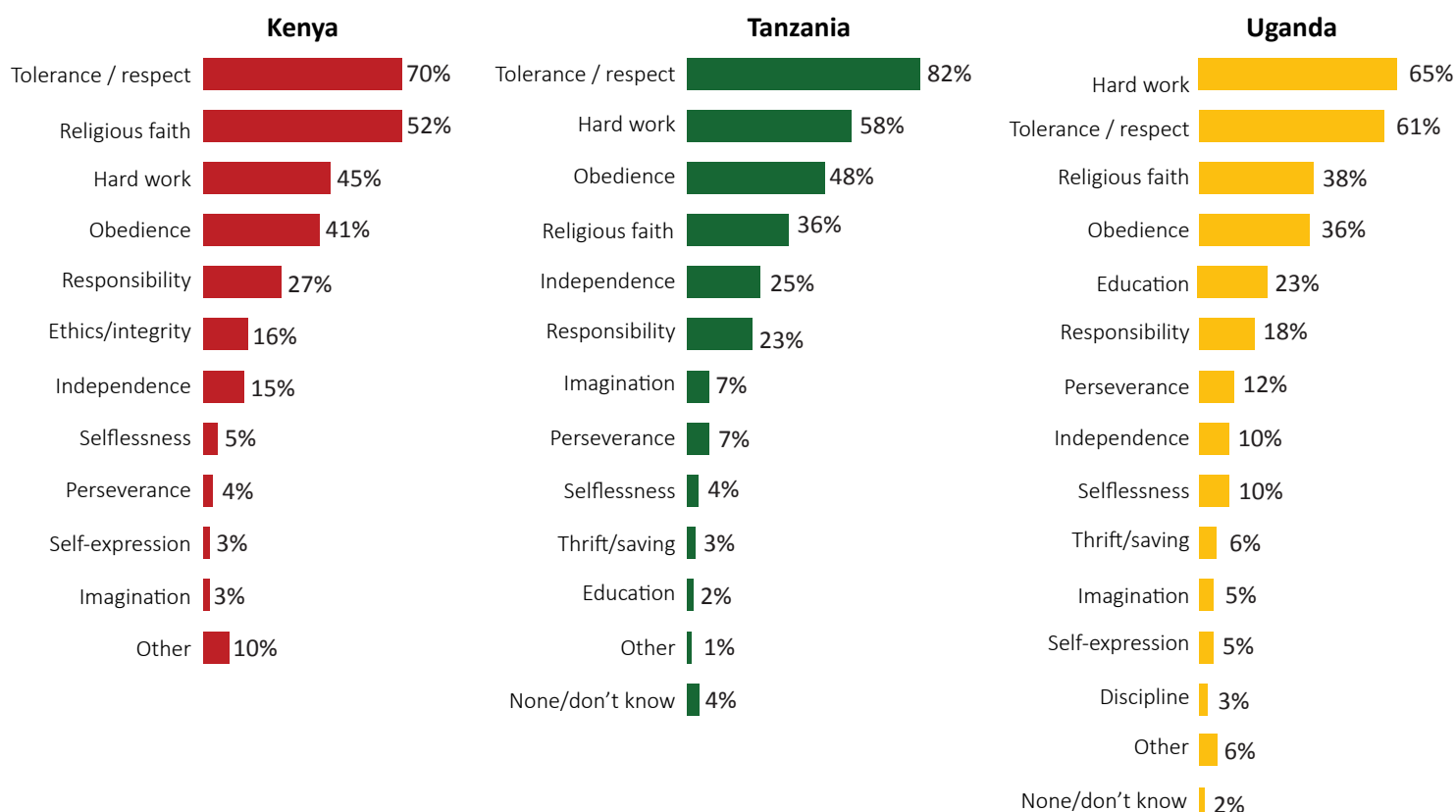
**Sources:** Sauti za Wananchi mobile phone surveys  
Kenya r10, (2017); Tanzania panel 2 r15 (2016); Uganda panel 1 r9 (2018)

### **Respect, hard work, religious faith and obedience are the leading qualities that citizens would like to pass on to the next generation**

Across the three countries, the specific qualities that citizens would like to pass on to the next generation vary considerably in the detail, but the top four are similar in all cases: respect, hard work, religious faith and obedience. Responsibility and independence also rank highly in all three countries.

Integrity, selflessness, self-expression and imagination are all ranked much lower on the list of qualities that citizens would like to pass on.

**Figure 26 . What qualities do you think are important to pass on to the next generation?**  
(choose up to three)



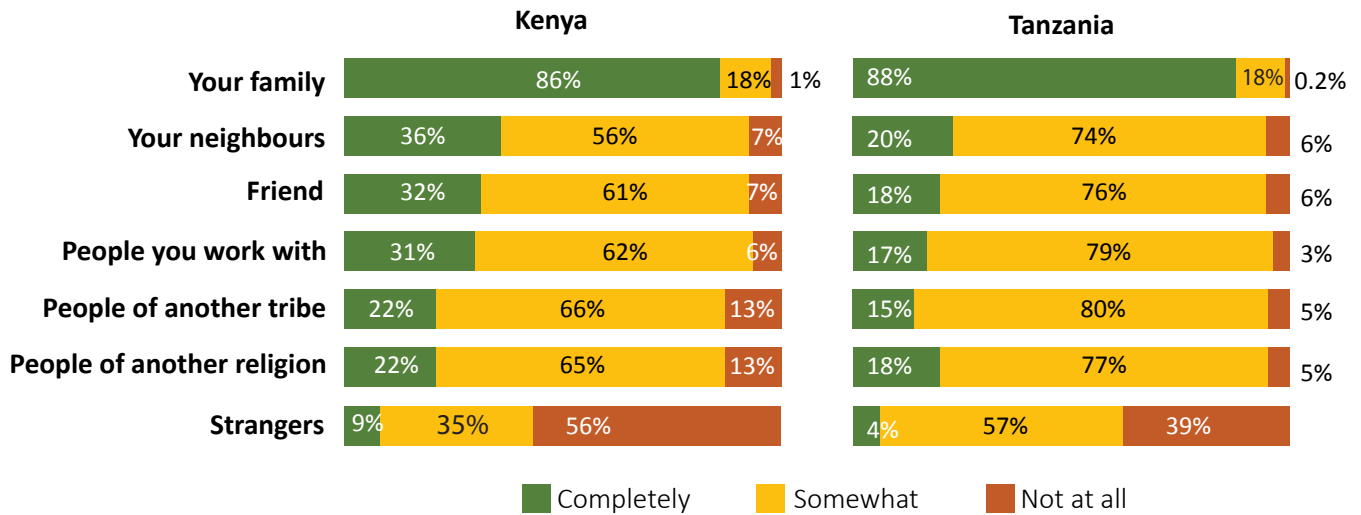
**Sources:** Sauti za Wananchi mobile phone surveys  
Kenya r10, (2017); Tanzania panel 2 r15 (2016); Uganda panel 1 r9 (2018)

### In both Kenya and Tanzania, citizens are very trusting of family members, much less trusting of others

In Kenya and Tanzania, the vast majority of citizens (Kenya 86%; Tanzania 88%) trust their family members completely. However, they are much less likely to say the same about other people.

Across a range of groups, Kenyan citizens are more likely than Tanzanians to say they completely trust people from that group, including neighbours, friends, colleagues, people of a different tribe or religion and strangers. However, Kenyans are also more likely than Tanzanians to say that they don't trust people from these groups at all. In particular, a small majority of Kenyan citizens (56%) say they don't trust strangers at all.

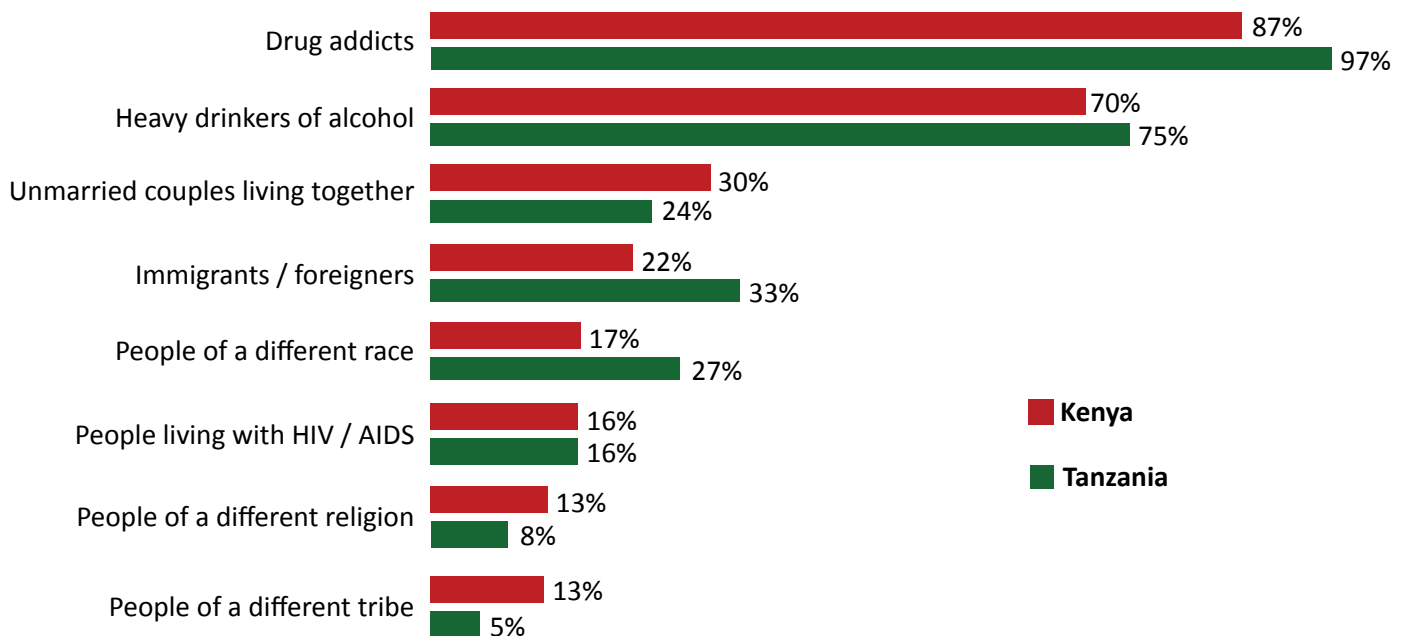


**Figure 27. How much do you trust people from the following groups?**

**Sources:** Sauti za Wananchi mobile phone surveys  
Kenya r10, (2017); Tanzania panel 2 r15 (2016)

### Most citizens of Kenya and Tanzania would be uncomfortable living next door to drug addicts or heavy alcohol drinkers, but have little problem with others

Most citizens of Kenya and Tanzania would be uncomfortable living next door to drug addicts or heavy alcohol drinkers but have little problem with members of other groups that are sometimes marginalised or ostracised. This includes unmarried couples, immigrants, people of a different race, religion or tribe, and people living with HIV/AIDS.

**Figure 28. Percent who would have a problem living next door to the following groups of people**

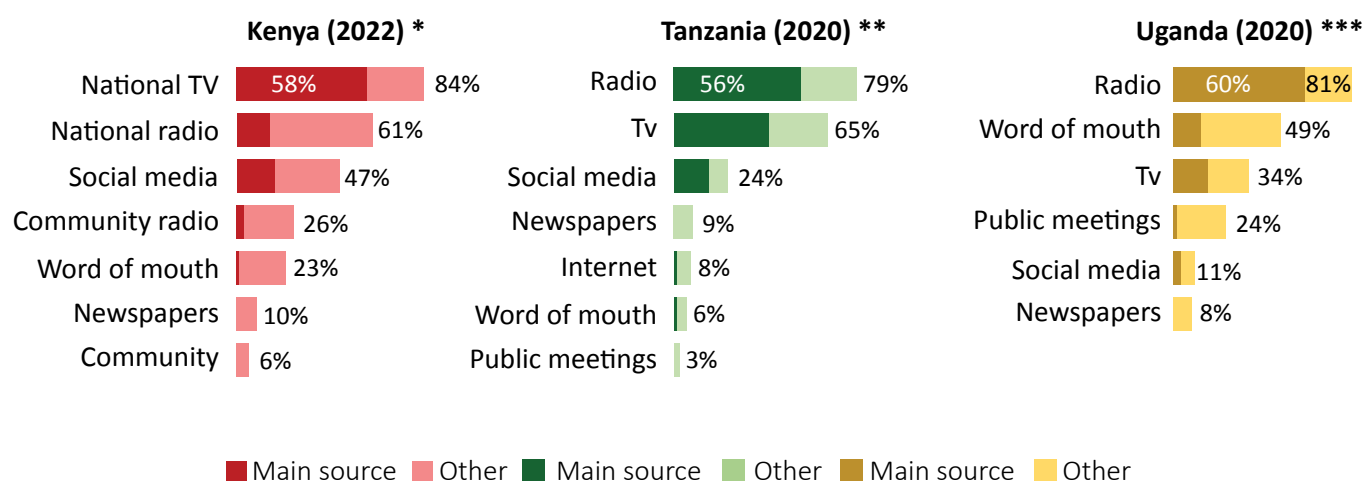
**Sources:** Sauti za Wananchi mobile phone surveys  
Kenya r10, (2017); Tanzania panel 2 r15 (2016)

## In Tanzania and Uganda, citizens' main source of news and information is radio, while in Kenya TV is dominant

In both Tanzania and Uganda, citizens' main source of news and other information is the radio, followed in Tanzania by TV and in Uganda by word of mouth. In contrast, in Kenya, TV is the dominant source of news and information, ahead of radio. In previous years, word of mouth had been higher in Tanzania as well: in 2013, 12% listed this as their main source (not shown in charts).

Social media is also a significant source, particularly in Kenya, but also to a lesser extent in Tanzania. In all three countries, newspapers are only an important source of news and information for a relatively small number of citizens.

**Figure 29. What are your main sources of news and information?**



\*Kenya: "What have been your main sources of information on election matters?"

\*\*Tanzania: "Which media have been your sources of information/news over the last four weeks?"

\*\*\* Uganda: "Which media do you use to get information? Which is your main source?"

**Sources:** Sauti za Wananchi mobile phone surveys

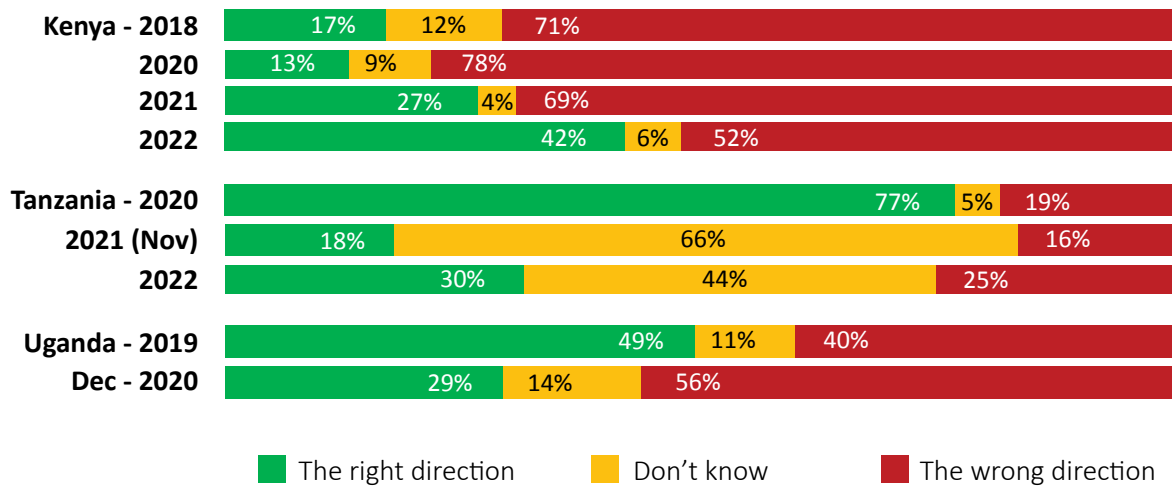
Kenya special panel r8 (2022); Tanzania special panel r2 (2020); Uganda panel 2 r4 (2023)

## Most Kenyans and Ugandans are concerned about their countries' direction, while many Tanzanians are uncertain

Most Kenyans (52%, in 2022) and Ugandans (56%, in 2020) feel that their countries are heading in the wrong direction. However, in Kenya this represents a decline in the number who say the country is heading in the wrong direction, while in Uganda it represents an increase.

In Tanzania, in 2020 most citizens (77%) felt that the country was going in the right direction. However, since mid-2021, this confidence has declined sharply, and a large number of citizens are unsure whether the country's overall direction is good or bad.

Across the three countries, this indicator may be affected by a combination of political matters- such as the death of President Magufuli in Tanzania in early 2021 and the election of a new government in Kenya in 2022- and economic matters, as well as the Covid-19 pandemic.

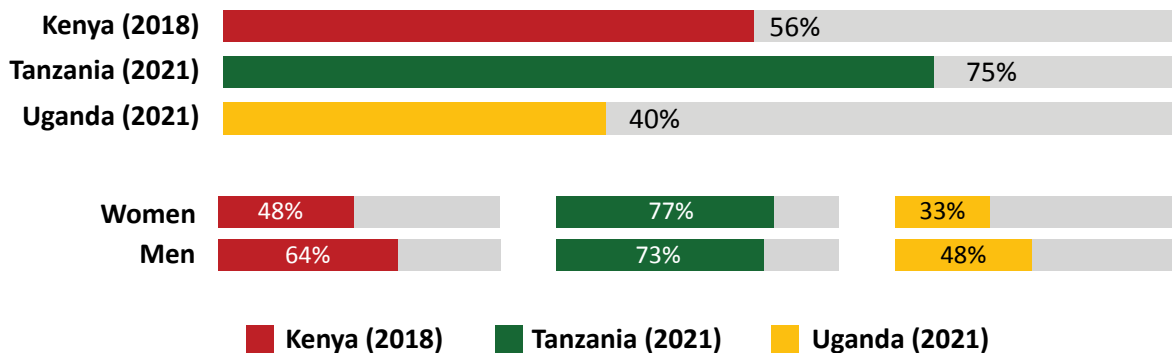
**Figure 30. Overall, would you say that the country is going in the right or wrong direction?**

**Sources:** Sauti za Wananchi mobile phone surveys

### Citizen participation in public meetings is higher in Tanzania than it is in either Kenya or Uganda

Three out of four citizens of Tanzania (75%) report that they attended a community meeting in the previous year, compared to a little over half (56%) in Kenya and a little under half (40%) in Uganda. This figure may have been influenced – particularly in Uganda – by measures taken to slow the spread of Covid-19.

In Kenya and Uganda, there is a marked difference between women and men on this, with men noticeably more likely to have attended a community meeting than women. In Tanzania, there is very little difference, though women are slightly more likely than men to have done so.

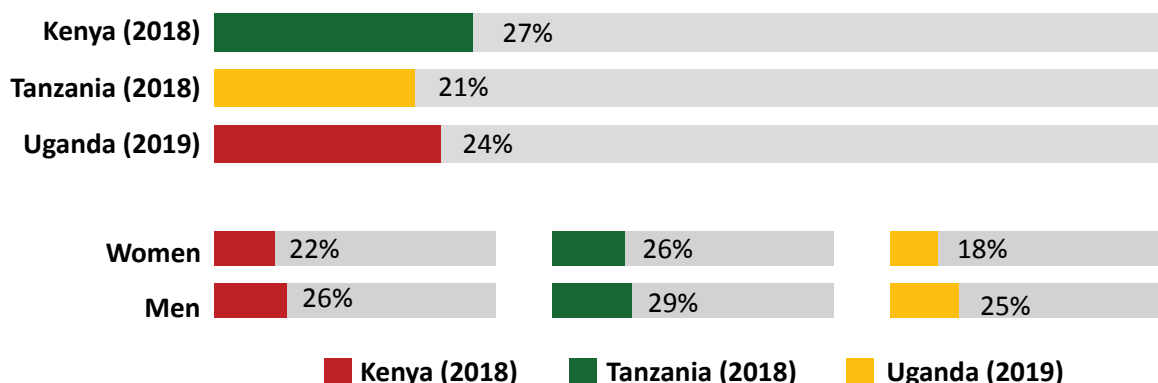
**Figure 31. Percent who have attended a community meeting in the previous year**

**Sources:** Sauti za Wananchi mobile phone surveys  
Kenya r22 (2018); Tanzania special panel r6 (2021); Uganda panel 2 baseline (2021)

## Across the three countries, around 1 out of 4 citizens is willing in principle to participate in a public demonstration

Across the three countries, around a quarter of citizens (Kenya 24%; Tanzania 27%; Uganda 21%) say they would be likely to participate in a public demonstration on an issue that does not please them. In all three countries, men are a little more likely than women to say they are willing to join a demonstration.

**Figure 32. How likely is it that you will participate in a public demonstration on an issue that does not please you?**



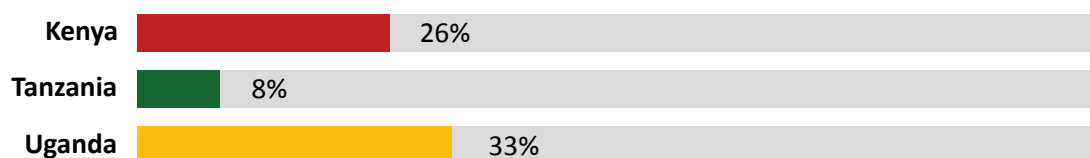
**Sources:** Sauti za Wananchi mobile phone surveys  
Kenya r22 (2018); Tanzania panel 2 r27 (2018); Uganda panel 1 r9 (2019)

## Few Tanzanians have ever interacted with refugees compared to citizens of Kenya and Uganda

Citizens of Tanzania (8%) are significantly less likely than Kenyans (26%) or Ugandans (33%) to have ever interacted with refugees.

All three countries play host to large populations of refugees from neighbouring countries, though in many cases such refugees are concentrated in particular parts of the country. Others may be so long-resident and adjusted to their new surroundings that locals do not see them as refugees.

**Figure 33. Percent who have ever interacted with refugees in any way**



**Sources:** Sauti za Wananchi mobile phone surveys  
Kenya, r21 (2018); Tanzania, panel 2 r28 (2018); Uganda, panel 1 r4 (2018)

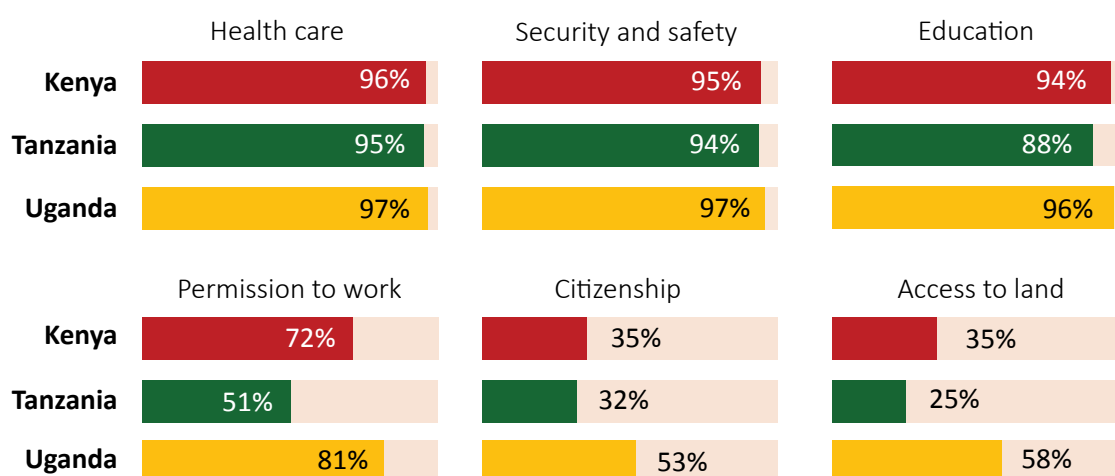


## Citizens of all three countries strongly support providing public services to refugees but are less certain about providing citizenship or productive opportunities

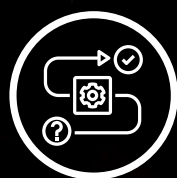
Across the three countries, almost all citizens (88-97%) support their governments providing public services- specifically healthcare, security and education- to refugees.

The situation varies, however, when it comes to the question of whether governments should provide access to productive opportunities and to citizenship. Most citizens say refugees should be allowed to work in their host countries, though this figure is lower in Tanzania. In Uganda, most also say refugees should be given access to land and to citizenship. This is not the case in Kenya or Tanzania, where most say refugees should not be granted access to land or citizenship.

**Figure 34. Should the government provide the following services to refugees?**  
(% answering "yes")



**Sources:** Sauti za Wananchi mobile phone surveys  
Kenya, r21 (2018); Tanzania, panel 2 r28 (2018); Uganda, panel 1 r4 (2018)



## ANNEX I METHODOLOGY

A nationally-representative cross-section of all adult citizens in each of the three countries.



# 1. INTRODUCTION

Sauti za Wananchi surveys are conducted in three countries, namely Kenya, Tanzania<sup>4</sup> and Uganda. The surveys combine traditional household face-to-face interviews at baseline stage, to ensure rigour and statistical representation, and mobile phone survey rounds which allow rapid turnaround of questions on citizens' lives and experiences on a range of topics.

The sample is designed as a nationally-representative cross-section of all adult citizens (aged 18 years and above) in each of the three countries. The goal is to give every adult citizen an equal and known chance of selection for an interview. This is achieved by sampling with probability proportional to population size of each enumeration area (EA) and applying random selection methods to the selection of households and respondents.

As a matter of practice, we follow the approach set by the national statistics office regarding sampling from a national frame that includes all individuals/households except those residing in institutionalised settings, such as students in dormitories and persons in prisons, army barracks or nursing homes.

The survey design has undergone significant changes in the last 10 years due to factors such as cost, feasibility of household data collection and availability of the national sampling frame, as outlined below:

- (A) Original Sauti za Wananchi.** This involves the use of a sample size of 2,000 respondents (increased to 3,000 in more recent panels) and a pool of 400 reserve respondents used for replacement. Data is collected initially using a face-to-face baseline survey followed by subsequent survey rounds conducted by calls to panel members' mobile phones.
- (B) Sauti za Wananchi 2.0 (Covid-19 era or special design).** This entails the creation and use of new panels of 3,000 randomly-selected respondents drawn from a database of previous large-scale surveys. This approach was adopted at the time of the Covid-19 pandemic, when there was a need to rapidly establish new panels in areas where previous panels had diminished, including new national panels in Tanzania and Kenya and a new sub-national panel in Uganda focussed on districts perceived to be at higher risk from the pandemic.

Besides collecting data at the national level, the same approach has been adapted and used to collect data at sub-national levels in various parts of Kenya, Uganda and Tanzania. We have implemented the Sauti za Wananchi initiative in Dar es Salaam and Kigoma-Ujiji Town with sample sizes of 700 and 820 respondents respectively. After the baseline survey we conducted 6 follow-up call rounds in Dar es Salaam and 2 in Kigoma. Subsequently, with a sample size of 840 respondents, Sauti za Wananchi was launched in 2019 in Makueni County, Kenya. The baseline was conducted in 2019 and since then we have conducted 8 rounds of data collection. In 2020 during the Covid-19 pandemic period, we used Sauti za Wananchi design to conduct 3 call rounds in Kampala (802 respondents), Kyotera (661 respondents) and Tororo (660 respondents) districts in Uganda.

<sup>4</sup> Mainland Tanzania only.



## 2. SAUTI ZA WANANCHI SURVEY DESIGN

### 2.1 Original Sauti za Wananchi survey design

The original Sauti za Wananchi design has been implemented in the three countries. It has delivered the vast majority of Sauti za Wananchi data produced up to now (109 survey rounds, out of 126). In Tanzania the design has been used to collect data from two panels, covering the periods 2012-2016 and 2017-2019. In Kenya this design has been used for a single panel covering 2015-2018, and in Uganda there have been two panels covering 2017-2019 and an ongoing panel that began in 2022.

The design uses a sample of 2,000 households across 200 enumeration areas (EAs), which provides estimates at standard precision levels (EAs acting as the Primary Sampling Units or PSUs). The design is based on 10 households per EA sampled from 150 EAs. In practice, we use a larger population of 200 EAs to safeguard precision given the expected attrition in a phone panel survey. The most recent panel in Uganda has been expanded to 3,000 members.

These sample sizes might appear small for countries with 40-65 million people, but the number is large enough to ensure a 95% confidence interval and a margin of error between  $\pm 2.2$  and  $\pm 3$ . The rigorous procedure of random sampling ensures that the panel is nationally representative. In comparison, surveys and polls like Afro barometer, Gallup, and Pew in the US (with a population of 336 million) have sample sizes of 2,400, 1,000-2,000, and 1,500 respondents respectively.

### *Respondent Sampling*

The sampling normally takes place in three stages to recruit 2,000 respondents for the call rounds.

- ① 200 Enumeration Areas (EAs) are randomly sampled countrywide. EAs are the smallest sampling survey areas in rural and urban settings defined by the National Bureau of Statistics. Using this sampling frame allows for a nationally representative split between rural and urban EAs.
- ② In each sampled EA, all households are listed and 10 are selected randomly, (an additional two are selected as reserve after the first ten have been picked).
- ③ One respondent (18+) is randomly chosen from a list of all adult household members in each selected household.

The Sauti za Wananchi survey is implemented in two phases. The first phase is the baseline survey, which is used to establish the panel and collect basic data about each respondent and household. This involves randomly selecting and enlisting participating households and respondents – using the process described above – who become the panel members. In this phase detailed demographic and household character data are collected, alongside other key indicators that will be tracked over time through phone surveys during the 2-3 year expected lifespan of the panel. Data are collected for the baseline survey through a traditional, face-to-face household survey approach, with interviewers entering responses directly into a smartphone app). The panel members are provided with mobile phones and solar chargers to ensure that poorer citizens and those without access to electricity are not excluded from participation.

The second phase comprises the mobile phone survey rounds, conducted by Computer Aided Telephonic Interviewing (CATI). In this phase, the panel members who were selected in the baseline stage are called regularly on their mobile phones and asked a series of questions on a given topic. Each call round is usually conducted over a period of 2-3 weeks. Each respondent is called up to five times at different times of the day until they answer or refuse to participate. The response rate for each call round is typically around 90%. The average duration of each call is around 25 minutes. The questions are designed to be simple, clear and concise. The questions are also pre-tested with a small sample of respondents before each call round to ensure validity and reliability.



## 2.2 Sauti za Wananchi special panels

The second Sauti za Wananchi design – also known as Sauti 2.0 – was developed and implemented from 2020, at a time of social distancing and movement restrictions to curb the spread of the Covid-19 virus. This challenge presented an opportunity to demonstrate the value of Sauti za Wananchi by providing citizens' knowledge, attitudes and practices. This was particularly critical given communities' and citizens' central role in minimising the spread of Covid-19.

With travel restrictions in place, Twaweza partnered in Kenya and Tanzania with a research agency that had a pre-existing database of over 200,000 individuals in each country who had participated in previous national surveys. This database formed a new sampling frame, from which 3,000 respondents were randomly selected to form the new special panels. Where possible, we aimed to include the same respondents in each round, though a higher level of attrition was experienced than with our original panels, and as a result it was necessary to replace respondents by additional sampling from the database to achieve the full 3,000 sample size for each survey round.



## 2.3 Comparison between the two survey designs

The two designs serve the same purpose of collecting citizen views from a nationally representative sample. Each design has its strengths and limitations, which include:

- The special panel (2.0) is based on 3,000 respondents rather than 2,000 respondents in the original design. The special design thus has stronger statistical power, although both have a large enough sample to ensure sufficient power to make inferences at national level.
- Both survey designs reach out to respondents living in Enumeration areas (EAs) that are covered by existing mobile phone networks meaning that those who live away from network coverage are excluded.
- For the original Sauti za Wananchi design, the sample sizes generally do not allow us to make inference at sub-national level, beyond simple urban-rural disaggregation. However, in Sauti 2.0, there is a large enough sample in some sub-regions for inference purposes (such as Nairobi and Mombasa).
- The original design uses a multi-stage stratified sampling approach that ensures that all EAs/households/household-members have equal probability/chances to be sampled. However, the special design (Sauti za Wananchi 2.0) is skewed in favour of sampling EAs/households/respondents that were pooled together to form the sampling base population.
- The special panels are likely to include a higher proportion of respondents with more stable lives, and/or those not in extreme poverty. Those who did not own a mobile phone at the time of the partner research agency's original survey would never have been added to the database, and those who had lost their phone or changed their number since that survey was conducted would not have been reachable when called for Sauti za Wananchi.
- The original Sauti za Wananchi design included extensive baseline data collection and thus provided additional background characteristics of households, panellists and other household members. However, Sauti za Wananchi 2.0 data provide less data on respondent characteristics – age, gender, education level, occupation, etc. – and no household characteristics other than the number of household members.
- SzW 2.0 limits opportunities for longitudinal analysis because there is less overlap of respondents. For instance, the dropout rates in SzW 2.0 are substantially higher (around 50% of original respondents) than in the original design. This is thought to be because the original design involved extensive interaction with the respondents/households during the baseline survey, which emphasised the value of participation both to the individual and to the country and thus established a degree of loyalty and commitment.



### 3. PROFILE OF SAUTI ZA WANANCHI PANELS

This section presents a summary of the characteristics of each main panel (excluding special panels) in each of the three countries. In Tanzania, we present baseline results for the panels that were set up in late 2012 and 2015.; in Uganda, we present two sets of results for data from the panels established in late 2017 and 2021; and for Kenya, we present the demographic characteristics for the panel established in 2015.

The panels are, by design, nationally representative samples. Thus, each of the computed indicators is based on a weighted baseline survey dataset. This helps to compare them with relevant indicators from the census data.

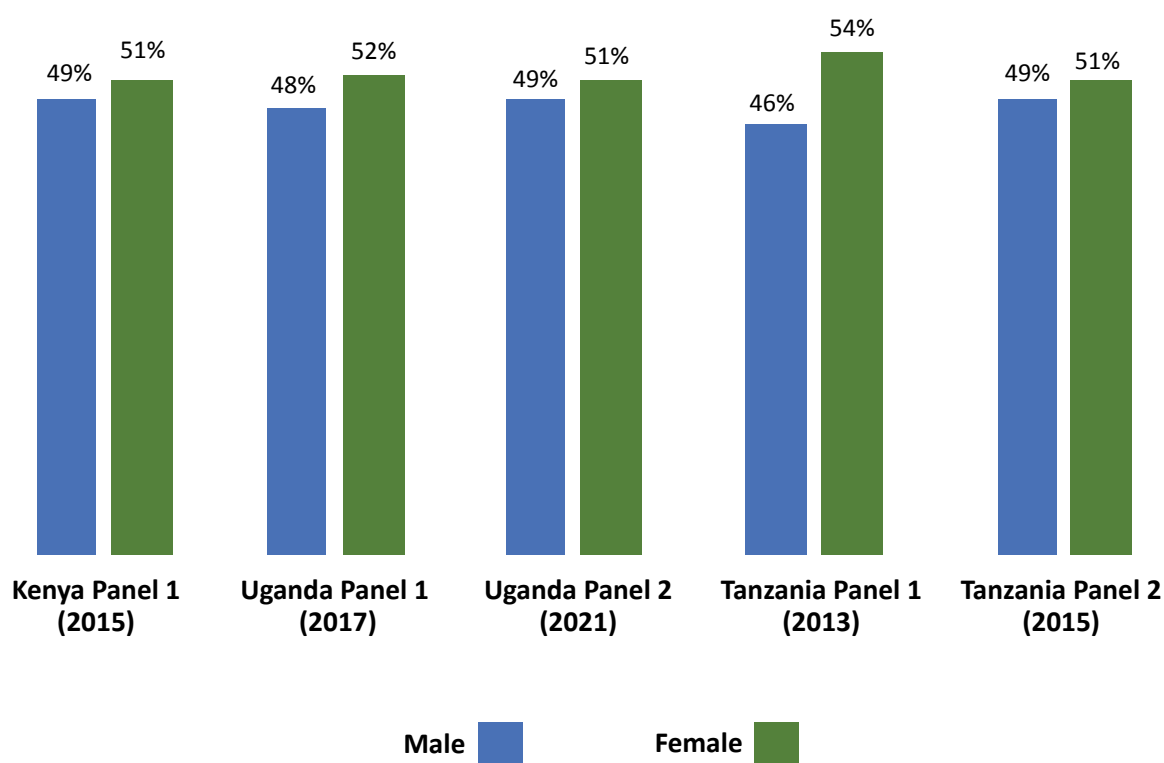
With the exception of the ongoing panel in Uganda, each of these panels had at least 19 rounds of data collection distributed across different topics. Tanzania, has the highest number of rounds for panel 1 and 2 with 33 and 28 rounds respectively. Uganda has an active panel (panel 2) that started in 2021 and is currently at the fourth round of data collection. Kenya has data for only one complete panel and data collection for the next panel (Panel 2) is expected to happen in the future strategy that starts in 2024.

**Table 1.1: Summary description of national panels<sup>5</sup>**

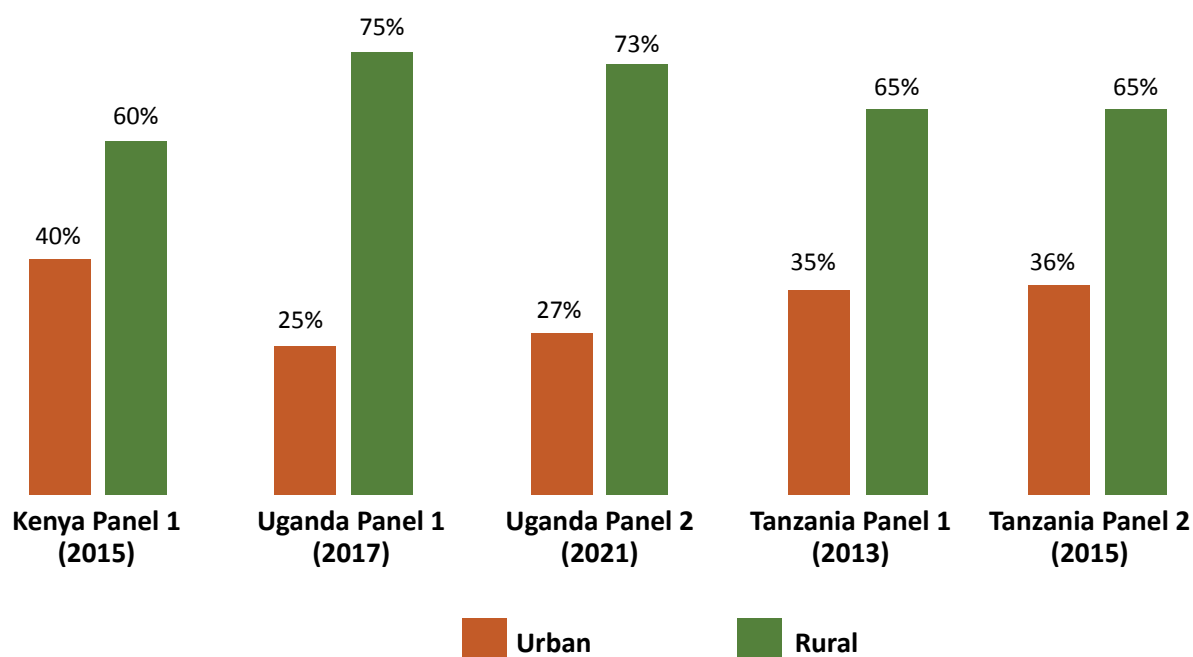
		Kenya	Uganda	Tanzania
<b>Survey Period (Years)</b>	Panel 1	2015 – 2018	2017 – 2019	2013 – 2015
	Panel 2	-	2021 to date	2015 – 2018
	Special Panel	2020 to date	-	2021 to date
<b>Number of Rounds</b>	Panel 1	25	19	33
	Panel 2	-	4	28
	Special Panel	8	3	6
<b>Sample sizes</b>	Panel 1	2,000	2,000	2,000
	Panel 2	-	3,000	2,000
	Special Panel	2,800	-	3,000
<b>Estimated total interview time (hrs)</b>	<b>Panel 1</b>	<b>16,670</b>	<b>12,670</b>	<b>22,000</b>
	<b>Panel 2</b>	<b>-</b>	<b>4,000</b>	<b>18,680</b>

The demographic characteristics of the Sauti za Wananchi panels are shown below and closely reflect the latest concurrently available census data for all three countries.

<sup>5</sup> Figures are correct as of 15 June, 2023.

**Figure 1.1: Gender Ratio in Sauti za Wananchi panels**

According to the most concurrent census data, the urban proportions for the three countries are 40%, 33% and 24% for Kenya, Tanzania and Uganda respectively.

**Figure 1.2: Urban-rural proportions**



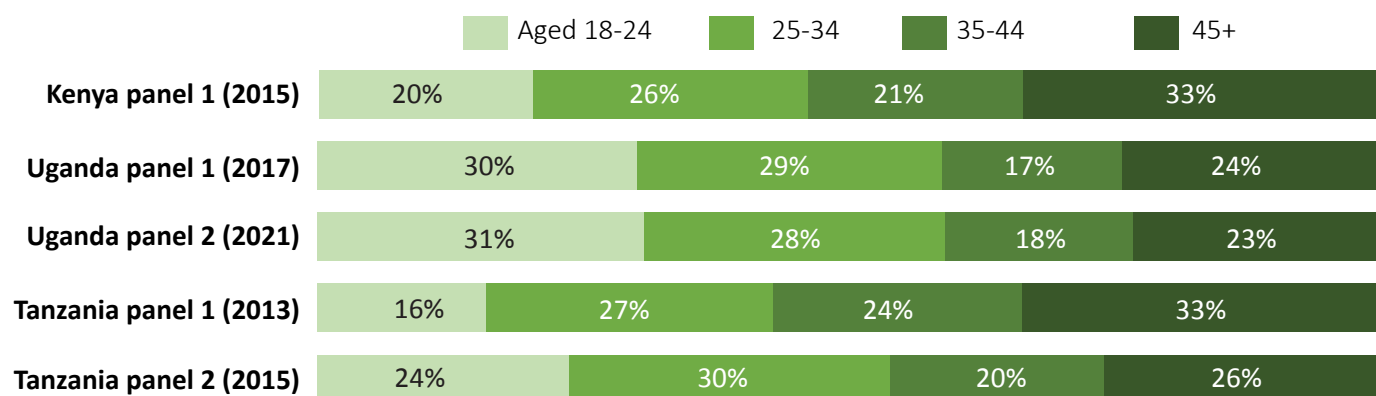
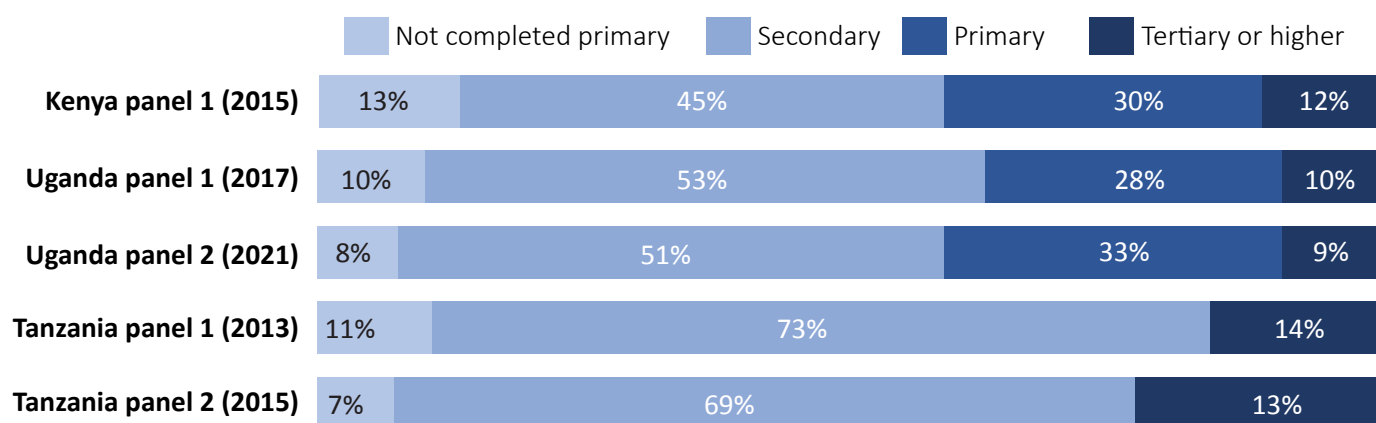
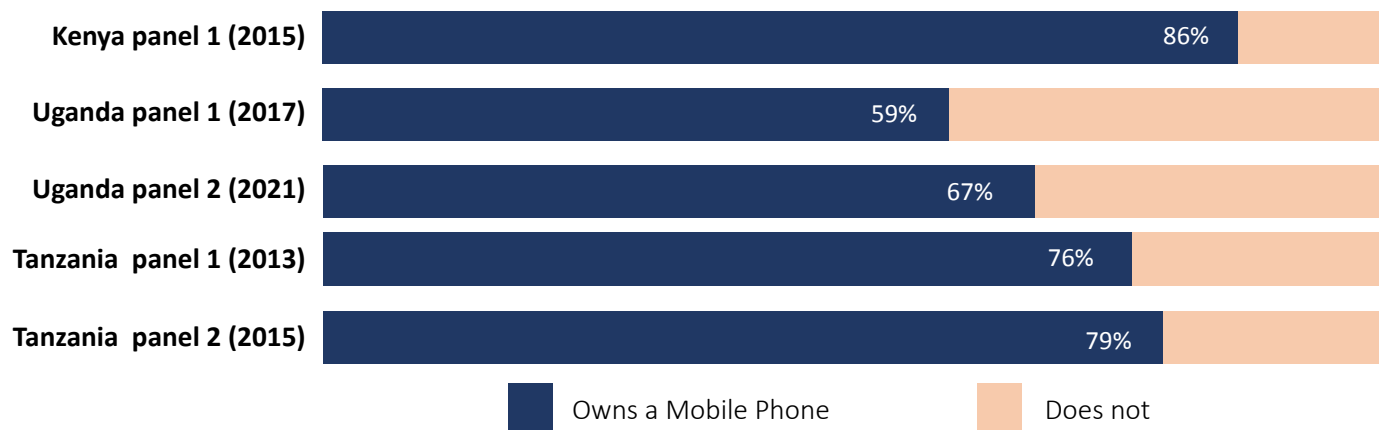
**Figure 1.3: Age-group distribution****Figure 1.4: Distribution of respondent's education levels****Figure 1.5: Mobile phone ownership**

Figure 1.5 presents statistics on mobile phone ownership across the three countries. Ownership in this context refers to ownership of either a phone with only basic features or a smartphone. The findings indicate that Kenya has the highest mobile phone ownership (86%) while Uganda (in both baseline datasets) has the lowest at 59% and 67%. This demonstrates the importance of providing mobile phones to panel members, so that the significant group who do not already own a phone are not excluded from participation, and protecting the representative nature of the panel.

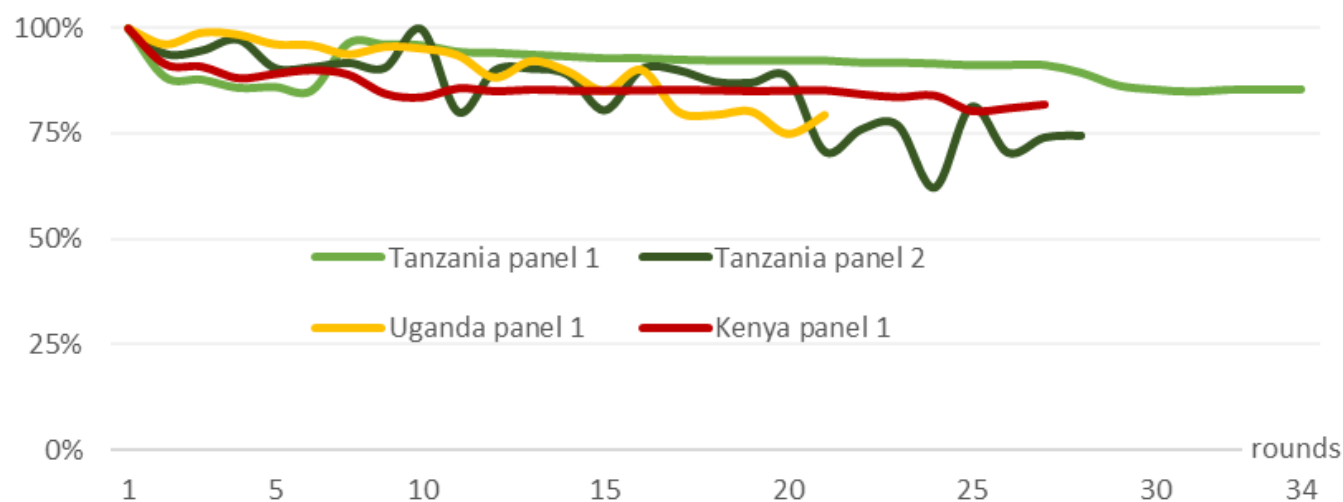
**Figure 1.6: Response rate across time**

Figure 1.6 shows the response rates from panels across the three countries<sup>6</sup>. The response rates vary between 95% and 61% and drop gradually as time passes. Overall, data for Tanzania (Panel 1) has the highest response rate.

Response rates were further disaggregated by gender, residence (urban/rural), household wealth (rich versus poor) and age (<35 years versus above 45 years). On gender, the results show a lower response rate among females compared to male across the three countries. The gap between them remained almost constant over time in Kenya and Uganda but widened over time in Tanzania's two cohorts. Respondents from urban regions had lower response rates compared to those living in rural areas. The results are consistent across the three countries except for the first panel in Tanzania where the response rate from the urban regions were higher although the differences were not all that large.

On household wealth, the respondents from wealthier households had a higher response rate compared to respondents from poorer households. These patterns are consistent across the three countries. Lower response rates among poorer households can be explained by the fact that respondents from these households commonly work away from home and in many cases their phones are either off or outside the mobile phone networks. The results also show higher response rates among older respondents compared to younger respondents. The results are consistent across the three countries.

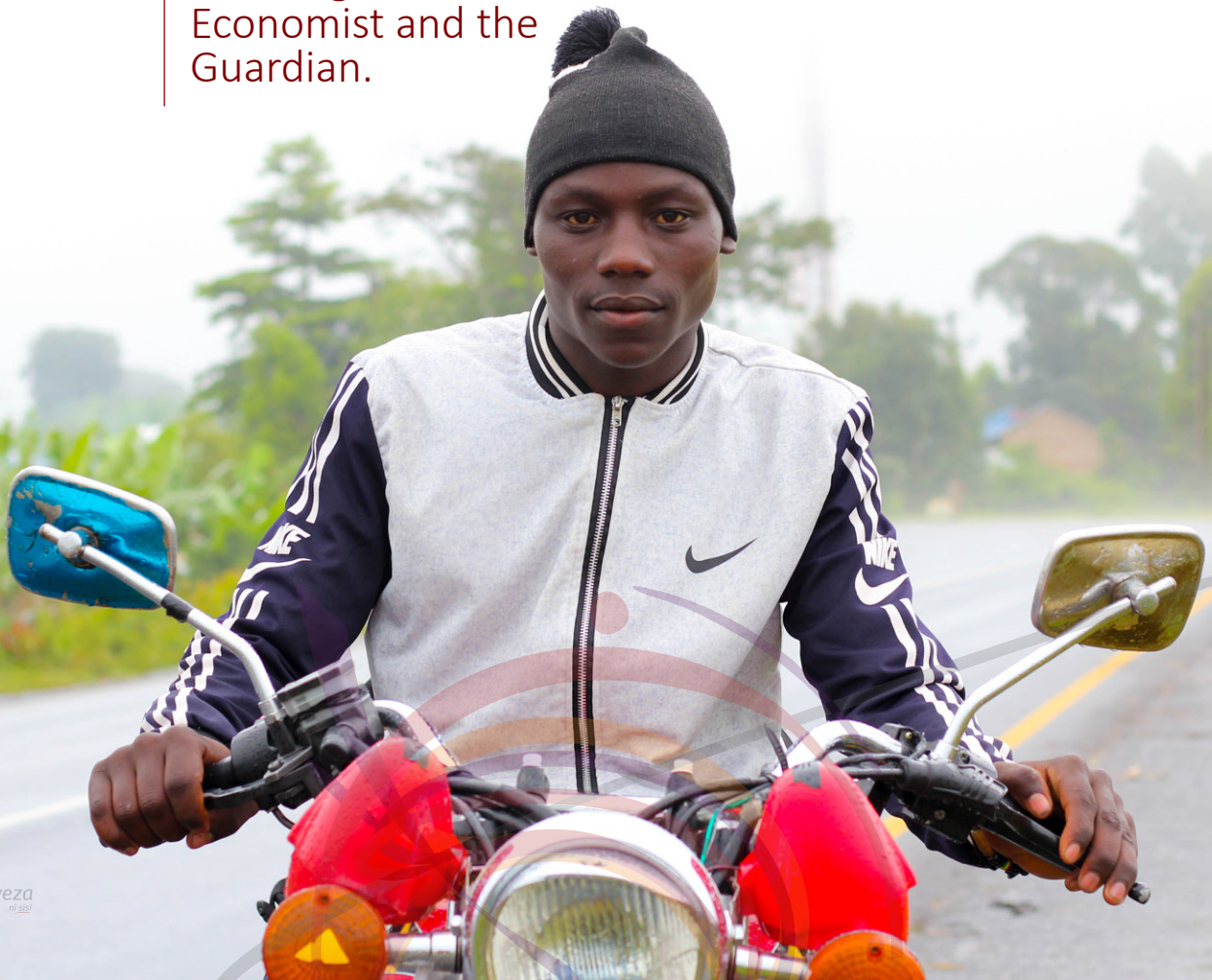
<sup>6</sup> The current (second) panel in Uganda is still at an early stage and is therefore excluded in the analysis of response rates.



## ANNEX II

# HIGHLIGHTS OF SAUTI ZA WANANCHI IMPACTS ON POLICY AND PRACTICE

Sauti za Wananchi data has been picked up by international networks including the BBC, CNN, DW (Deutsche Welle), VOA (Voice of America), the Washington Post, the Economist and the Guardian.





The Sauti za Wananchi platform makes data on citizens' views and experiences accessible to a wide audience on a rapid and reliable basis. These data are used to foster constructive engagement with policy makers, the media, civil society and the public through synthesised outputs and multiple dissemination channels, with the goal of influencing policy and practice choices by government and other actors, such that services are more closely aligned with citizens' needs. In multiple cases across the three countries, we have seen governments acknowledge, endorse and act in response to the collected inputs from citizens.

Some examples are shared below:

### ● Reducing mobile money levies in Tanzania

In 2021, Twaweza shared citizens' perspectives on the economy and a new mobile money levy with policy makers in Tanzania. Findings showed most citizens were not in favour of the new levy. The Ministry of Finance consequently invited Twaweza to engage with a specialised tax task force at the Treasury. The public outcry against the levy was amplified, and ultimately the levy was revised downwards and abolished for certain transactions.

<https://www.bbc.com/swahili/articles/cgl0r8gkgo>

<https://www.chagamedia.com/2022/09/government-abolished-tozo-serikali.html>

### ● Enhancing tax education and tax justice in Uganda

The Uganda Revenue Authority (URA) partnered with Twaweza in 2022 to co-create a survey gathering citizens' views on tax matters. The survey identified significant gaps in citizens' understanding of taxes, found that citizens had a negative view of URA, and that citizens saw high levels of non-compliance as the result of high and unclear taxes. URA has used this to alter their tax education work and reflect on how they can serve the taxpayer better, while the Ministry of Finance committed to look into the issue of double taxation and to report to parliament on the review of tax policy. Meanwhile, the Tax Justice Alliance Uganda members used the data on citizens' views to advocate around national tax strategy.

<https://businessfocus.co.ug/ugandans-ignorant-of-taxes-levied-by-govt-survey/>

<https://thetaxman.ura.go.ug/?p=4310>



### ● Unlocking assistance to ease food insecurity in Tanzania

A brief released in 2017 revealed that citizens were facing significant food security challenges at that time. This triggered the government to release a statement to explain the food situation in the country and saw some areas getting food assistance. Initially the government had denied there was a food shortage and warned against discussing this subject.

<https://www.reuters.com/article/tanzania-hunger-idUSL5N1GJ5CP>

### ● Improving police oversight in Kenya

After releasing data on citizens' experiences of security in November 2015, Kenya's Independent Policing Oversight Authority (IPOA) requested to use the Sauti za Wananchi infrastructure to gather citizens' views and perceptions on security and policing as Kenya headed towards general election in August 2017. This productive relationship extended over several survey rounds, enabling the IPOA to sharpen its oversight over the Kenyan police and to monitor the security situation at a moment of potential heightened national tension.

### ● Enhancing health service delivery to vulnerable citizens in Tanzania

Evidence from Sauti za Wananchi in 2016 attracted widespread media coverage and discussion in parliament. In response, Tanzania's Ministry of Health issued various directives and instructions to health practitioners to improve how services were provided – including to end the requirement that accident victims must visit a police station before seeking treatment, to protect the entitlement of vulnerable groups to receive treatment free of charge, and to address inequality of access to medical professionals.



### ● Supporting official Covid-19 response across the region

The Sauti za Wananchi infrastructure made an ideal platform for gathering rapid feedback on how the Covid-19 pandemic and measures taken in response were affecting citizens at a time of limited physical human interaction and restricted movement. In Uganda, survey findings in early 2020 informed the Ministry of Health's Covid-19 task force in repackaging their health messaging, and later also their campaigns on vaccine uptake. At the same time, Uganda's Food Rights Alliance (FRA) used Sauti za Wananchi data to highlight challenges citizens faced during lockdown periods. In Kenya, the Ministry of Health drew on the Sauti za Wananchi platform to understand what citizens knew about the virus, whether they were changing their behaviour in line with health guidelines and the major challenges they faced. Twaweza and the Ministry of Health jointly published a policy brief on Covid-19 vaccines, presented during the East African Health and Scientific Conference in 2021.

### ● Improving water, sanitation and hygiene (WASH) indicators in Uganda

The Ministry of Water and Environment in Uganda invited Twaweza to share the citizens' views and experiences on WASH during the joint sector review 2019. At the event, concerns were raised about the absence of data on access to clean and safe water on premise in the ministry's annual report, despite credible information available from non-state actors like Twaweza. As a result, the ministry adjusted the annual reporting indicators the following year.

### ● Informing election campaigns in Tanzania

After a survey round on political preferences in the run-up to Tanzania's 2015 elections, Twaweza received anecdotal feedback of all major political parties adjusting their campaign tactics in response to the survey. For example, a coalition of opposition political parties (Ukawa) started to communicate extensively around how their candidates would appear on ballot papers and sought ways to increase the prominence of women in the campaign – both addressing issues identified in the Sauti survey. Twaweza was also invited to present findings to the Commonwealth Election Observer Group, headed by former Nigerian President Goodluck Jonathan. Further, the findings attracted an unprecedented level of media attention and public debate, including several days of front-page coverage in the leading daily newspapers.



### ● Promoting Access to Information (ATI) in Uganda

Following a survey on ATI law and practice in Uganda, the Ministry of ICT and National Guidance committed to addressing gaps in their work and the role of communication officers at the local government level. This led to a collaboration between Twaweza, the Ministry and the Africa Freedom of Information Centre (AFIC) to draft a guide to ATI for public servants. Additionally, the data on access to information informed ongoing proposals and advocacy for amending the ATI law, and data on citizens' perception of the role of members of parliament was used to guide the induction of new MPs and determine areas of focus for the parliamentary outreach programme.

### ● Shaping development policies and plans in Makueni County, Kenya

Makueni county officials actively engaged with Sauti za Wananchi data on devolution, incorporating it into their planning and policymaking processes. For example, findings from Sauti za Wananchi were used to track key priority areas in the County Integrated Development Plan and fed into the county's gender and youth policy paper. The feedback and expectations expressed by citizens through Sauti data played a significant role in shaping the manifesto of Makueni's second governor.

### ● Securing official recognition of citizen voices to monitor progress on SDGs in Kenya

The Kenya National Bureau of Statistics (KNBS) has identified areas where Sauti za Wananchi data can be used in monitoring progress towards the Sustainable Development Goals, including WASH, land, health care and emergency services. Plans are also underway to formalise this, and for KNBS to adopt Sauti data for national statistics reporting. In Uganda discussions around similar plans of utilising Sauti za Wananchi data as official statistics are underway.





## ● Global impacts

At global level, Sauti za Wananchi has drawn attention both as a useful source of data for researchers and others and as a model for potential replication in other contexts. The Sauti za Wananchi team have presented at events across the world, including on the Sustainable Development Goals (New York, 2014), the Cartagena Data Festival (Colombia, 2015), the World Statistics Congress in Rio de Janeiro, (Brazil, 2015), the Open Government Partnership (Paris, 2016), and the Global Partnership for Sustainable Development Data (UK, 2018), and many more. A handbook on the Sauti approach was published by the World Bank in 2016 . Further, Sauti za Wananchi collaborated with the University of California, Berkley (on Kenyan democracy), Georgetown University (on education in Tanzania), Emory University (Uganda), as well as facilitating opportunities for students from the London School of Economics, the University of Dar es Salaam, and Kenyatta University, to use Sauti data in their research.

## ● Global media mentions

Sauti za Wananchi data has been picked up by international networks including the BBC, CNN, DW (Deutsche Welle), VOA (Voice of America), the Washington Post, the Economist and the Guardian. The data were used to enrich the outlets' analysis of developments and politics in East Africa.

<http://hdl.handle.net/10986/24595>





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