

Young Ugandans' voices:

Young citizens' views and experiences on national priorities, livelihoods and participation

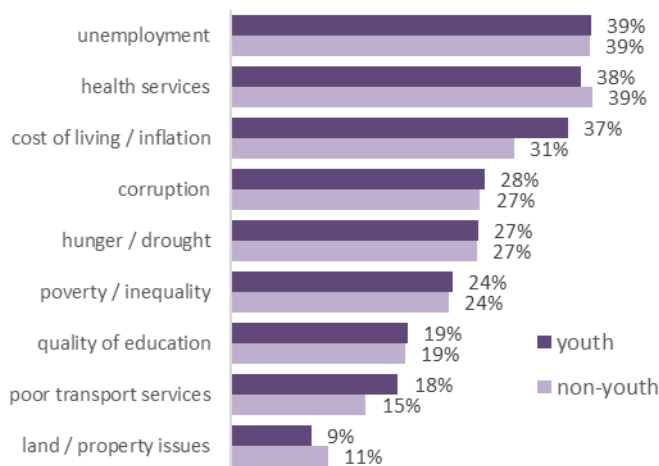
This brief explores issues of national priorities, livelihoods and civic participation, from the perspective of young Ugandan citizens. The data comes from Twaweza's *Sauti za Wananchi* survey, a nationally-representative, high-frequency mobile phone panel survey of public opinion and citizens' experiences. Further details are available from www.twaweza.org/sauti.

Insight 1. Young citizens' views on the most serious problems facing the country closely mirror the population as a whole: unemployment leads

Young Ugandans (aged under 30) hold similar views to the country's population as a whole on the most serious problems facing the country. For young people, unemployment leads, closely followed by health services, with the cost of living, corruption, hunger and poverty all ranked high.

Only on the cost of living is there a substantial difference between the views of young people and other citizens: those aged under 30 are more likely than others to cite the cost of living as one of the most serious problems facing the country.

What are the three most serious problems facing Uganda today?



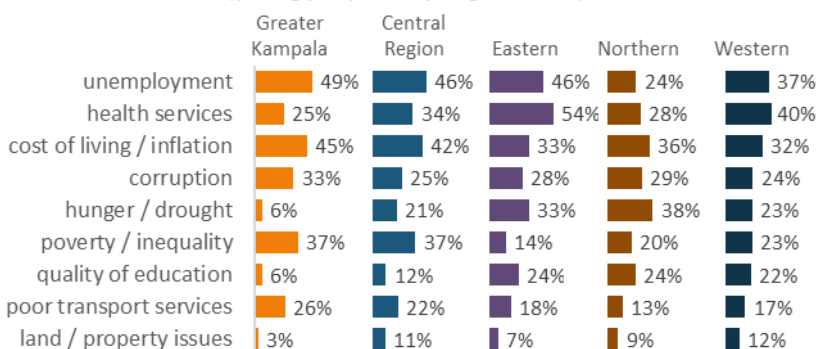
Source: Sauti za Wananchi panel 2 round 9, Feb-Mar 2025

Insight 2. The views of young people in different parts of the country vary considerably

Young citizens in Kampala, Central and Eastern regions are more likely than others to say unemployment is a serious problem facing Uganda. Young people in Eastern and Western regions are more likely than others to point to health services.

Hunger ranks low on the list of young people in Kampala, but high for young people in Eastern and Northern regions. Similarly, young people in Kampala do not rank education and land / property issues high on the list of national problems.

What are the three most serious problems facing Uganda today? (young people only - aged 18-29)



Source: Sauti za Wananchi panel 2 round 9, Feb-Mar 2025

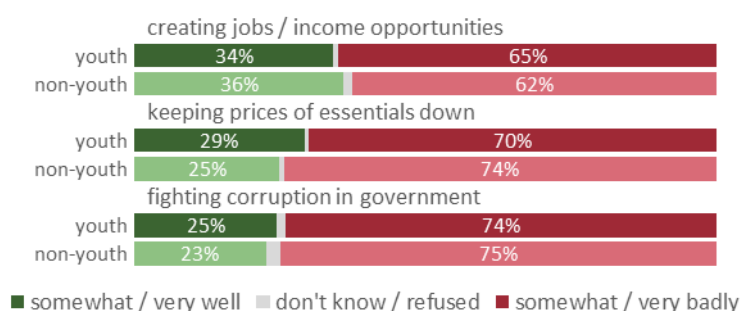
Insight 3. Young people's views do not vary greatly from the rest of the country on how well the government is performing on key matters

Across job creation, keeping prices low and fighting corruption, there is little difference between young people (aged under 30) and other citizens on whether or not the government is performing well.

Young people are slightly more likely than others to say that the government is doing well at keeping prices down, but the difference is small.

Across these three matters, more citizens say the government is performing badly than say it is performing well.

How well do you think our national government is performing in solving the following issues in Uganda?



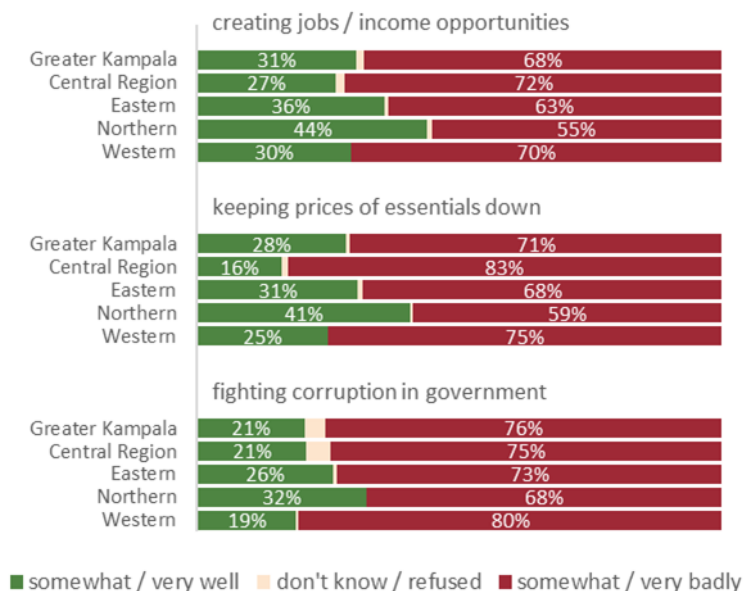
Source: Sauti za Wananchi panel 2 round 9, Feb-Mar 2025

Insight 4. Young citizens in Northern Uganda are more positive than others about government performance

Young citizens in Northern Uganda are more positive than other young people about the government's handling of job creation, keeping prices down and fighting corruption.

Young people in Greater Kampala, Central and Western regions are less positive than young people in other parts of the country.

How well do you think our national government is performing in solving the following issues in Uganda?
(young people only - aged 18-29)



Source: Sauti za Wananchi panel 2 round 9, Feb-Mar 2025

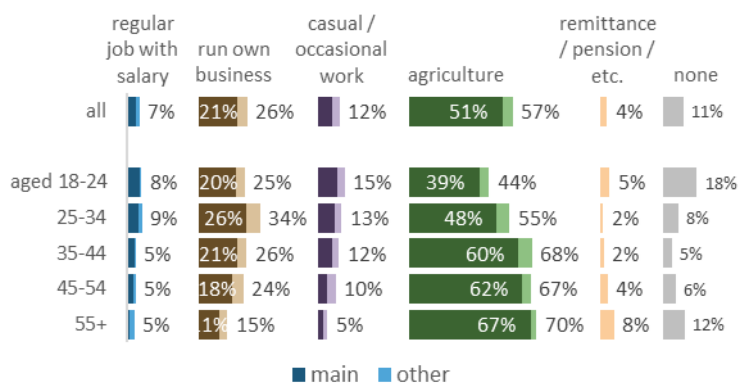
Insight 5. Young citizens are more likely than others to be employed in casual work, less likely to work in agriculture

Compared to older citizens, young Ugandans are less likely to earn income from agriculture.

Conversely, younger citizens are more likely to earn income from casual / occasional work, from running their own business and from a regular salaried job.

Young citizens are more likely than others to have no significant source of income.

What are your sources of income, as an individual?
Which of these is your main source?



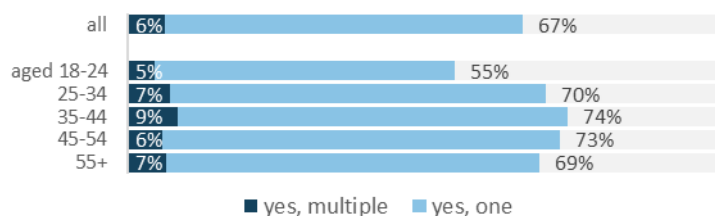
Source: Sauti za Wananchi panel 2 round 5, July 2023

Insight 6. Young citizens are less likely than others to own their own business

Slightly over half of citizens aged 18-24 (55%) own and/or run their own business.

This is lower than the average for all citizens (67%) and lower than all other age groups.

Do you currently own/run your own business?



Source: Sauti za Wananchi panel 2 round 5, July 2023

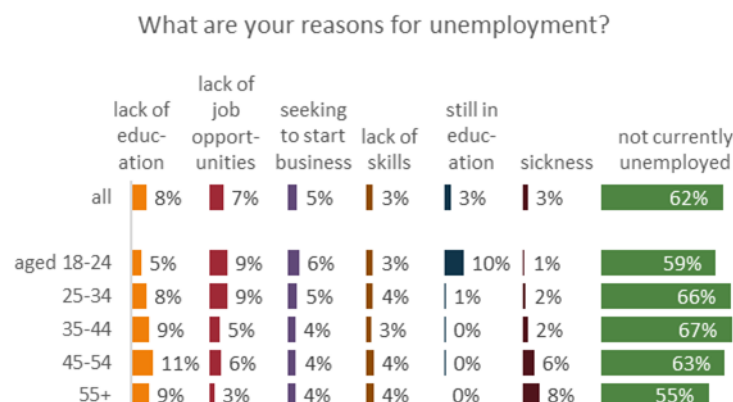
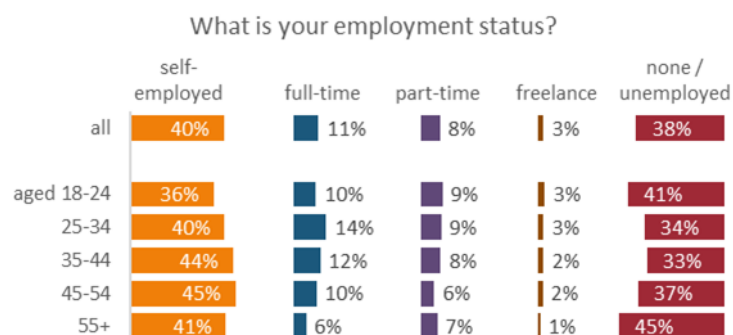
Insight 7. Young citizens are more likely than others to report not being in employment

Four out of ten young citizens (41%) report not being in employment, ahead of other age groups, with the exception of the over 55 age group.

Otherwise, the breakdown of young people's employment status matches that of the population as a whole fairly closely.

The main reason given by young people for not being in employment is that they remain in education. This is followed by a lack of job opportunities.

Few young people report not being able to work due to illness, while this is a relatively common reason among older citizens.

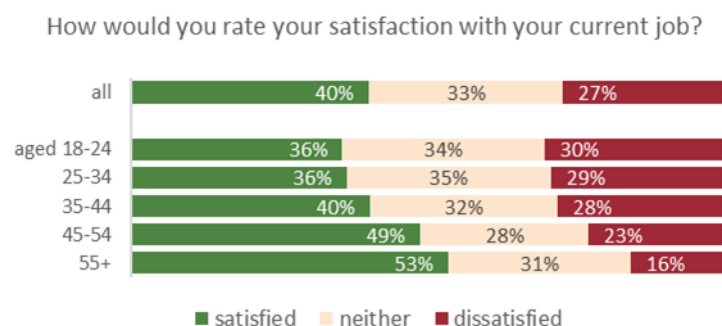


Source: Sauti za Wananchi panel 2 round 5, July 2023

Insight 8. Young people report lower levels of job satisfaction than other citizens

Among those in employment, one out of three young citizens (36%) reports being satisfied with their current job, well below the equivalent number among older citizens (49-53%).

Similarly, younger citizens are more likely than other citizens to report being dissatisfied with their current job.

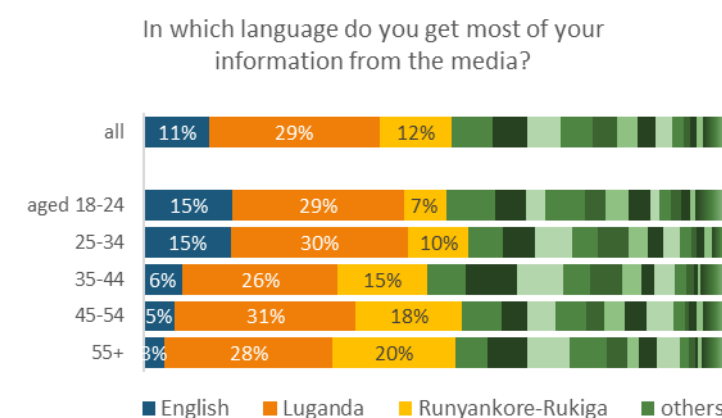


Source: Sauti za Wananchi panel 2 round 5, July 2023

Insight 9. Young people are more likely than other citizens to consume media in English, though Luganda still dominates

Three out of ten young people (29-30%) get most of their information from the media in Luganda, followed by English (15%). This leaves a majority, even among young people, who consume media in other languages.

Young people are more likely than other citizens to consume media mainly in English.

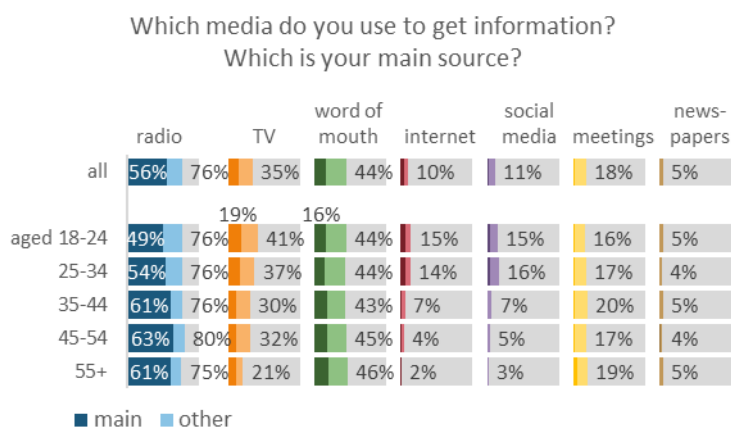


Source: Sauti za Wananchi panel 2 round 7, Jan-Feb 2024

Insight 10. Young citizens are less likely than others to get information from the radio, more likely to use TV, the internet and social media

Young citizens are less likely than others to get information from the radio, and they are more likely to use TV, the internet and social media. Nevertheless, even among young people, radio remains the most relied-upon source of information.

The internet and social media show a particularly wide divide between young and older citizens, with older citizens very unlikely to say these sources are important to them.



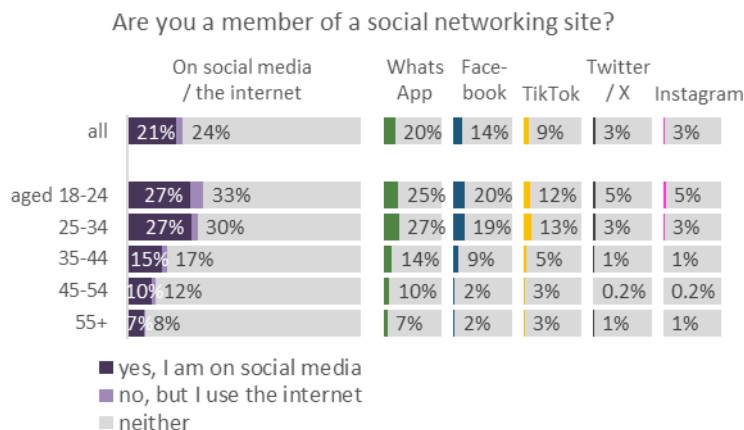
Source: Sauti za Wananchi panel 2 round 7, Jan-Feb 2024

Insight 11. One out of four young citizens use social media, well ahead of older citizens

One out of four young citizens (27%) use social media, well ahead of older citizens. Among those aged 55+, fewer than one out of ten (7%) uses social media.

Nevertheless, this means that even among young people, three out of four (73%) are not social media users.

Social media use is dominated by WhatsApp and Facebook, followed by TikTok, and Twitter / X and Instagram also have a significant number of users.

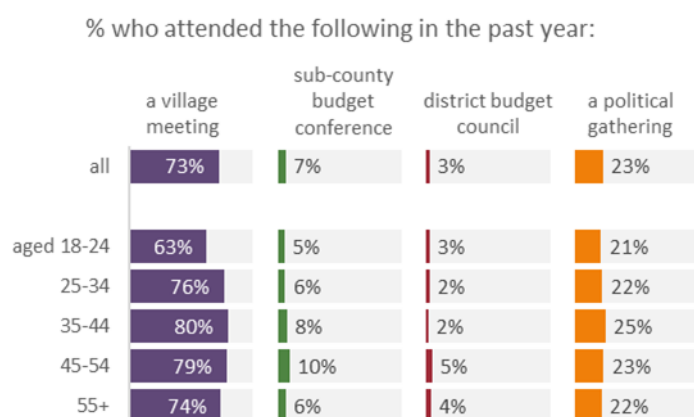


Source: Sauti za Wananchi panel 2 round 7, Jan-Feb 2024

Insight 12. Younger citizens are less likely than others to attend community meetings

Six out of ten citizens aged 18-24 (63%) report having attended a community meeting in the previous twelve months. This is lower than the equivalent figure for older age groups.

Younger citizens are also less likely than others to have attended a sub-county budget conference or district budget council meeting, though attendance at these fora is relatively low across all age groups.



Source: Sauti za Wananchi panel 2 round 7, Jan-Feb 2024

Insight 13. Young citizens are less likely than others to actively participate at community meetings

Similarly, young citizens are less likely than others to have actively participated at community meetings in the previous twelve months.

Nevertheless, this means that slightly over half of those aged 18-24 have participated in such a meeting in the previous year.



Source: Sauti za Wananchi panel 2 round 7, Jan-Feb 2024

This brief was written and produced by Twaweza East Africa.

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Sauti za Wananchi

