



**Ipsos Public Affairs**

# **Ipsos Social Political Economic and Cultural Barometer (SPEC)**

**3<sup>rd</sup> Quarter Survey 2015**

PREPARED BY: IPSOS

PREPARED FOR: GENERAL MEDIA RELEASE

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# Methodology

Dates of fieldwork	05 <sup>th</sup> - 22 <sup>nd</sup> September 2015
Sample size	1,836 (Tanzania Mainland Only)
Sampling Methodology	Random, Multi-stage stratified using PPS (proportionate to population size)
Population Universe	Tanzanian adults, aged 18 and above living in Urban and Rural areas (All 25 regions covered)
Data Collection Methodology	Face-to-Face interviews at the household level
Sampling Error	+/-2.3% with a 95% confidence level (Note: Higher error-margins for sub-samples)
Interview Languages	English, Swahili

## Quality Control Measures

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- Ipsos employs quality control measures to ensure the highest possible integrity of obtained results/data
- For at least 20% of the interviews, a supervisor is present throughout
- Field manager visit at least 15% of the respondents in the sample at their households to confirm the interviews (i.e. back-checking).
- After the interview data are electronically transmitted to the Ipsos Server: an independent team then makes random phone calls to 40% of the respondents to confirm that the interviews were conducted with the said respondents (i.e., telephonic back-checks).
- Mobile Data Collection Platform captures GPS location (latitudes and longitudes) of interviews conducted to verify the locations of the interviewers in the field.
- Logical data checks are made on selected questionnaire entries to ensure conformity to the sample's statistical parameters.



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# DEMOGRAPHIC PROFILE

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# Respondents' Demographic Profile

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Region	Sample Frame statistics *Weighted data	%	Population census 2012 Adults (18 yrs +)	%
Arusha	74	4%	874,975	4%
Dar es Salaam	229	12%	2,715,888	12%
Dodoma	86	5%	1,014,173	5%
Geita	63	3%	748,609	3%
Iringa	41	2%	485,597	2%
Kagera	95	5%	1,130,783	5%
Katavi	21	1%	251,099	1%
Kigoma	81	4%	955,816	4%
Kilimanjaro	76	4%	903,539	4%
Lindi	40	2%	479,914	2%
Manyara	56	3%	667,616	3%
Mara	65	4%	773,588	4%
Mbeya	115	6%	1,368,074	6%
Morogoro	99	5%	1,171,172	5%
Mtwara	60	3%	716,083	3%
Mwanza	110	6%	1,299,896	6%
Njombe	31	2%	362,735	2%
Pwani	50	3%	597,136	3%
Rukwa	37	2%	437,820	2%
Ruvuma	59	3%	703,739	3%
Shinyanga	60	3%	705,925	3%
Simiyu	56	3%	669,069	3%
Singida	55	3%	647,206	3%
Tabora	88	5%	1,040,968	5%
Tanga	88	5%	1,037,415	5%

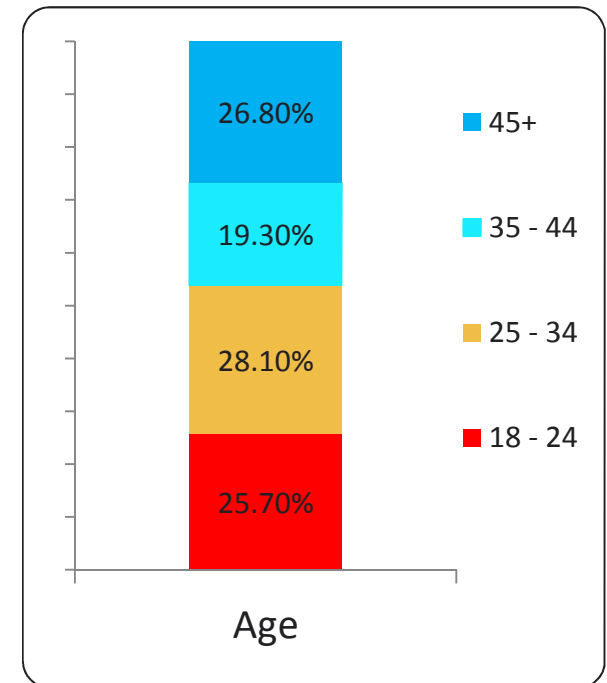
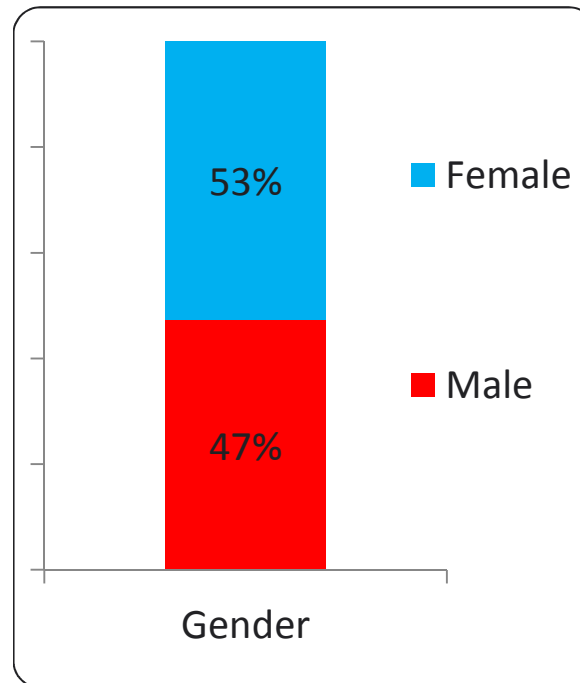
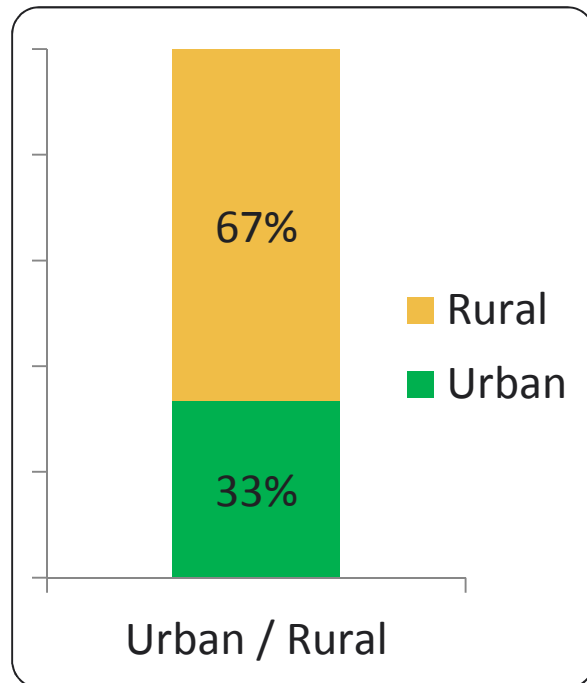
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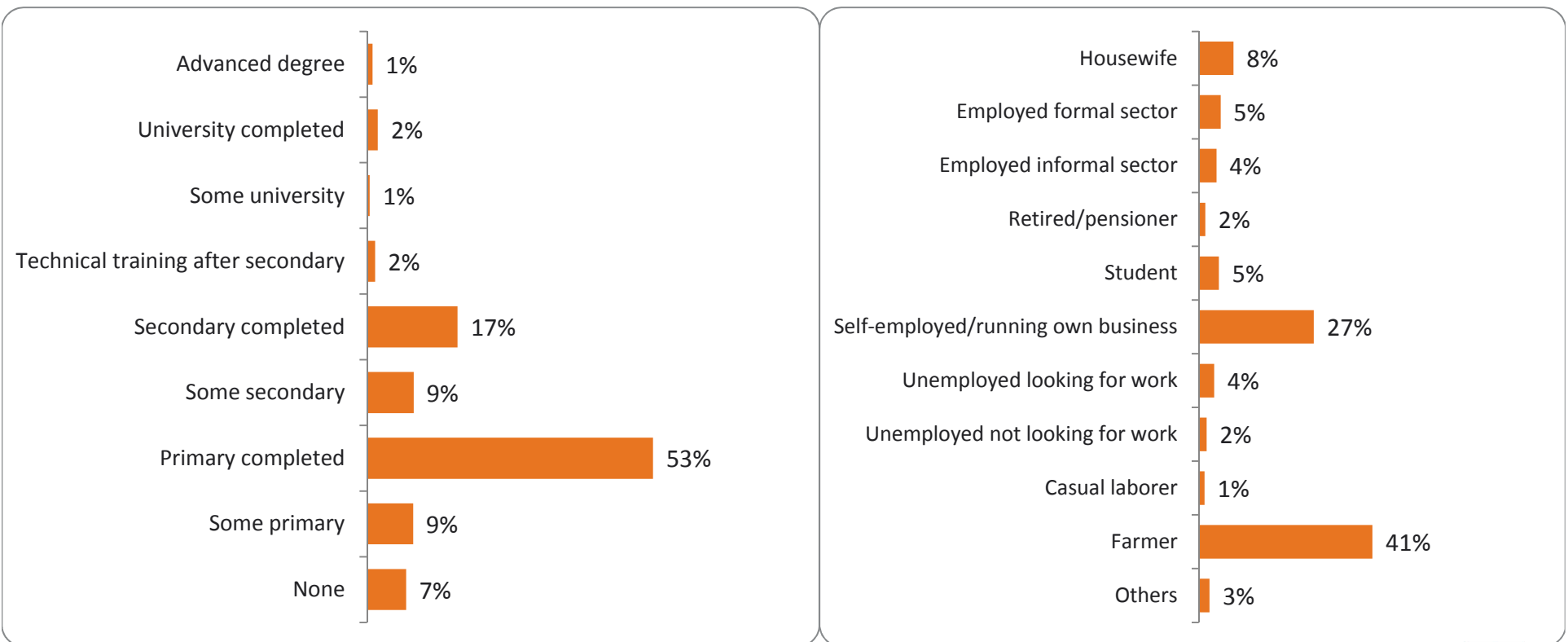
## Sample demographics

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## Highest Level of Education and Employment status

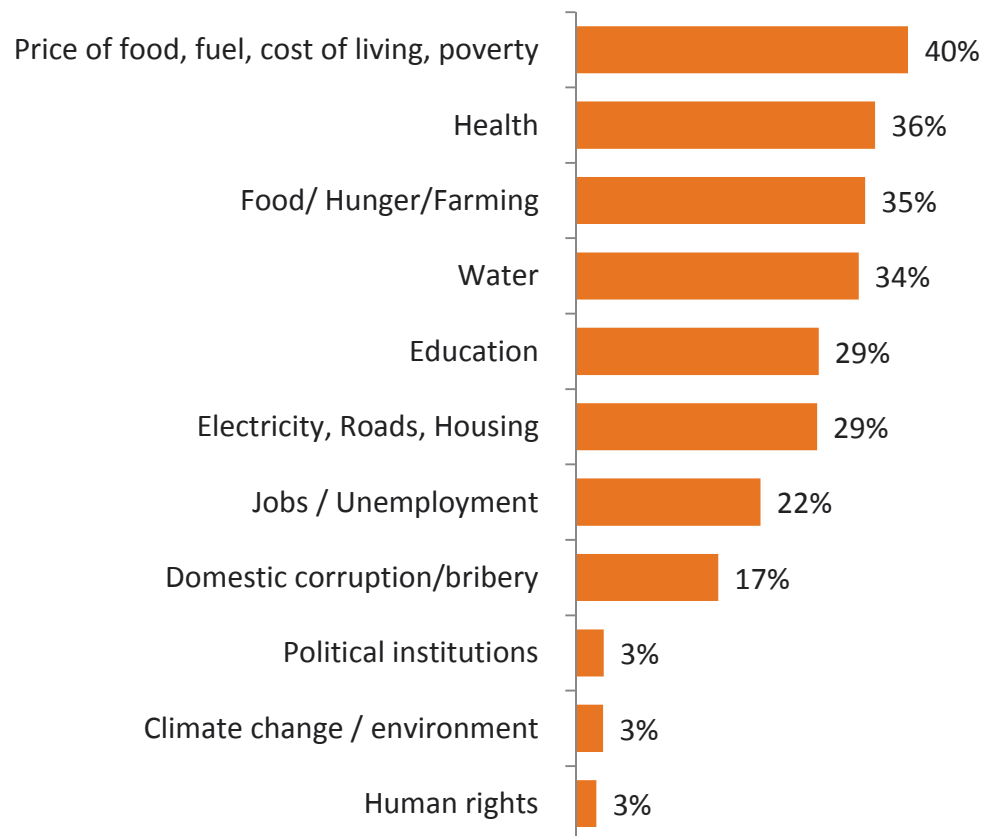
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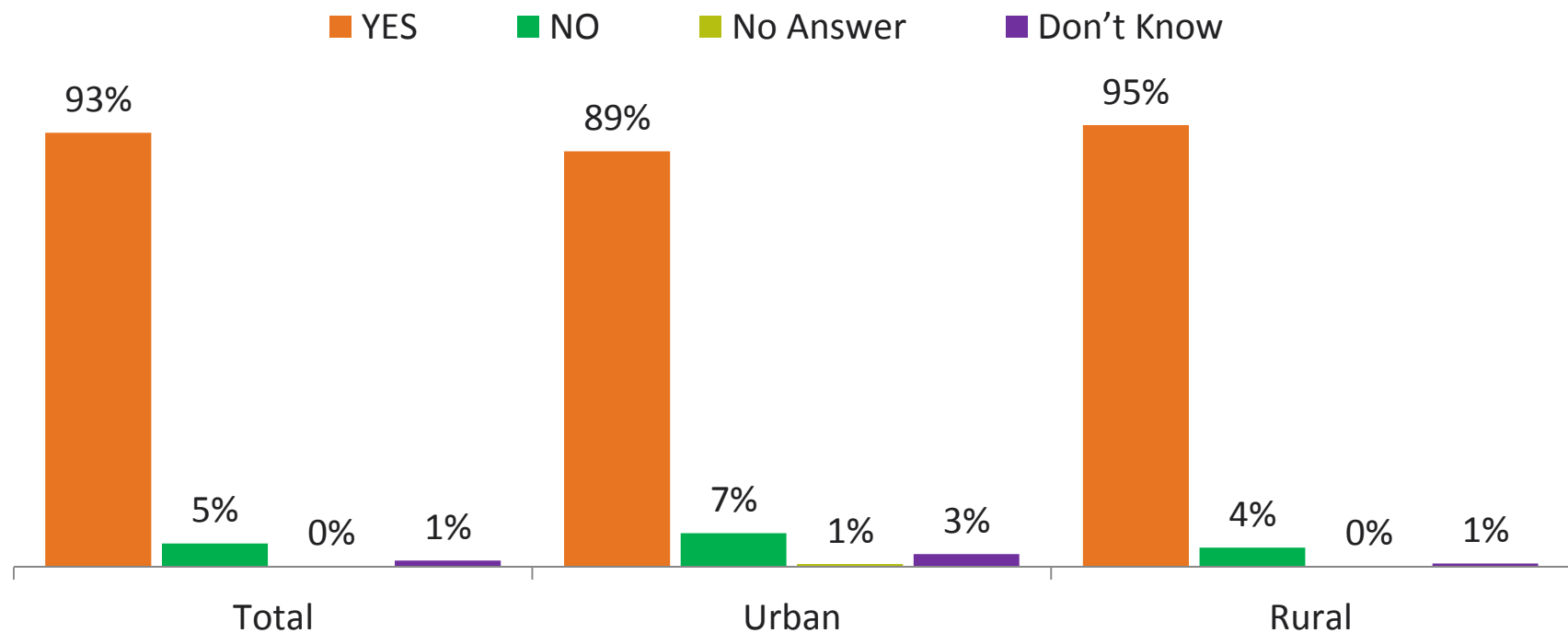
## “Generally, what would you say are the most serious problems facing [TANZANIA] today?” (Multiple Response)

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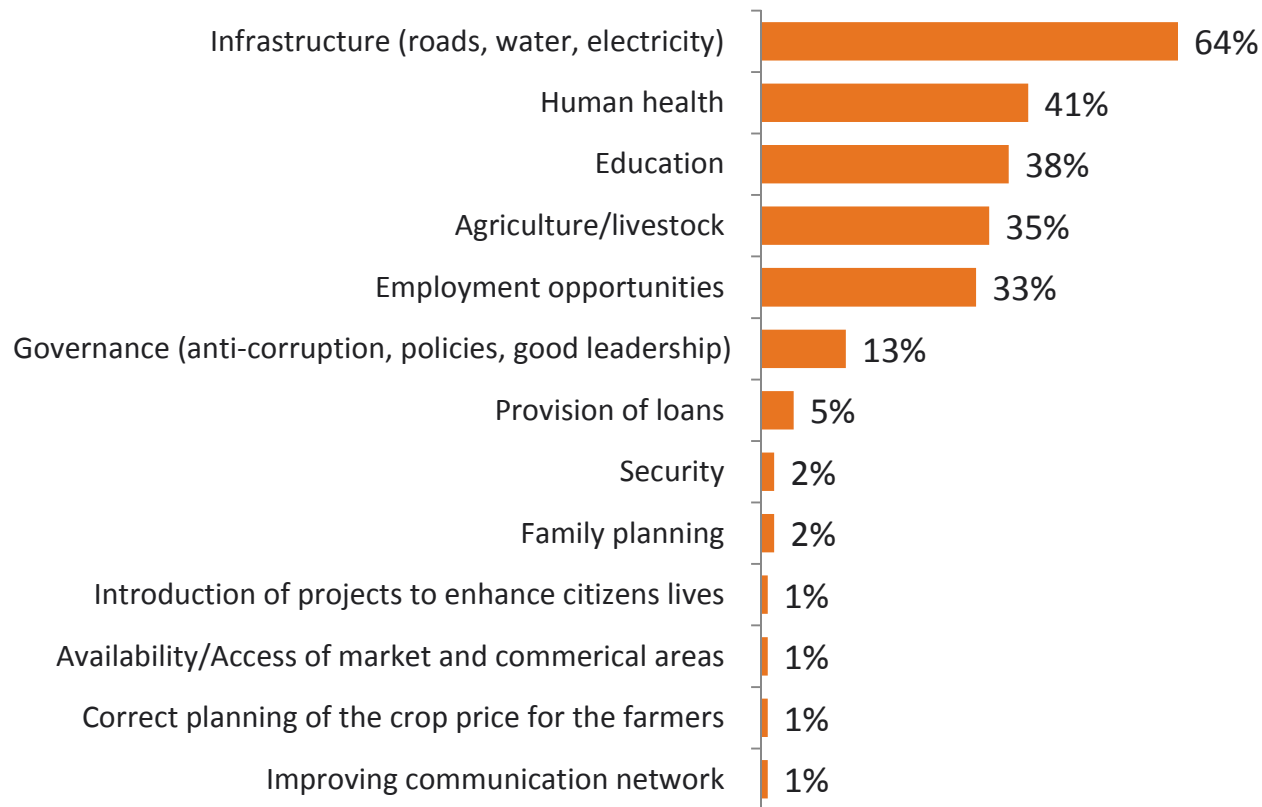
## Perceptions on poverty: “Is there any poverty in this area/locality?”

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## Perceptions on poverty: “What are main things that could be done to reduce poverty in your locality?” (Multiple Response)

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Base: All respondents n=1836



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# TRUST ON DELIVERY BY POLITICAL PARTIES AND AFFILIATION

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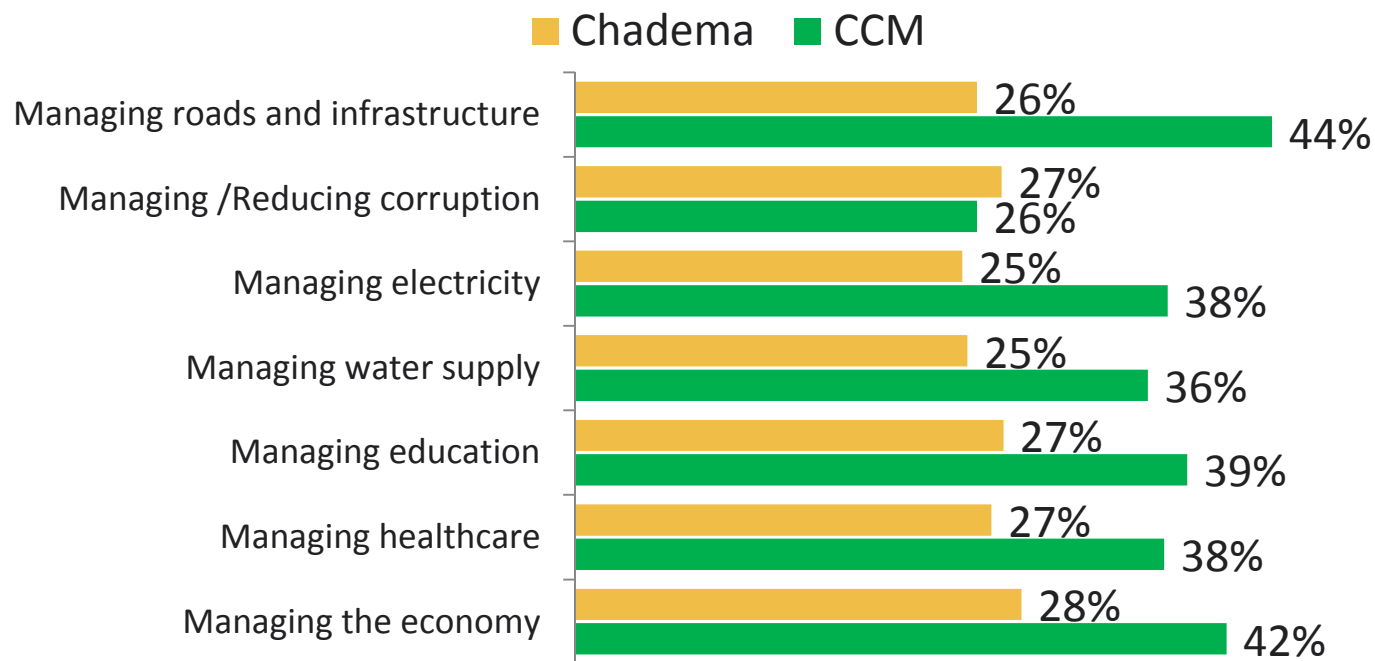


“How much do you trust Chadema /CCM to handle each of the following issues?”

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“Incase they are in power after the election”

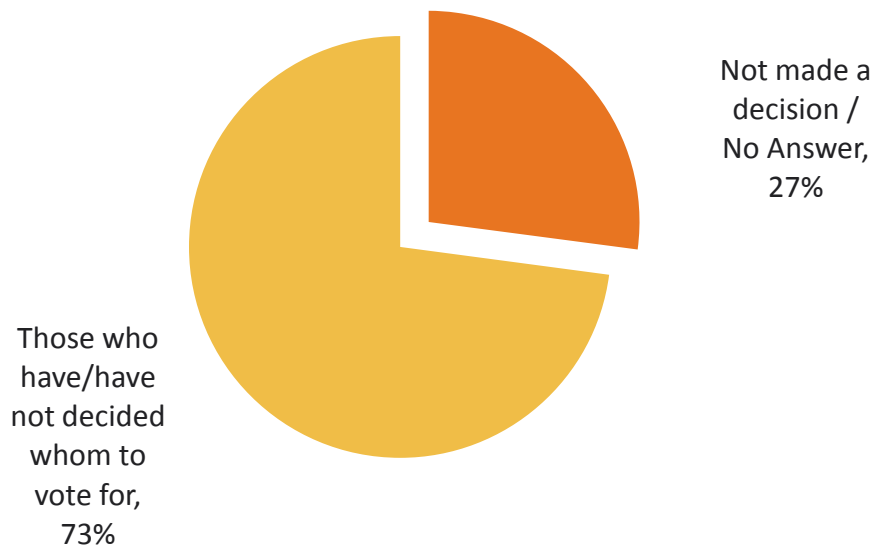
% Saying Trust completely / Trust a lot



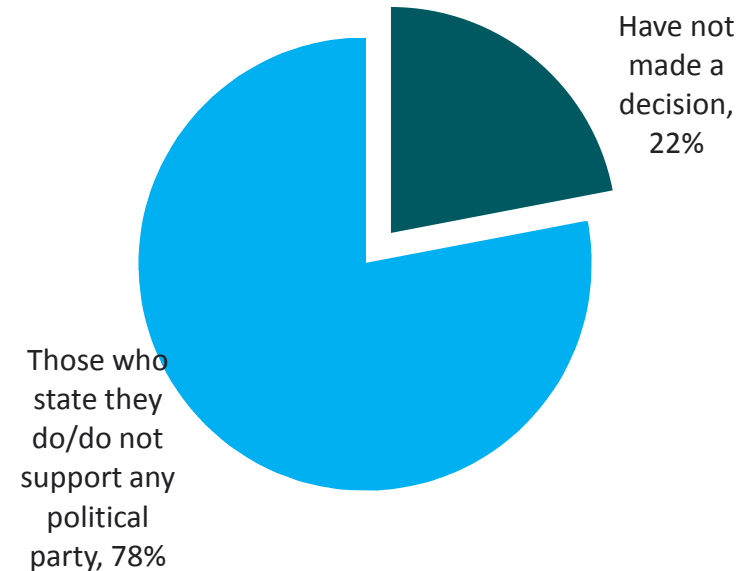
## Proportion of those who have made decision on political party and presidential candidate

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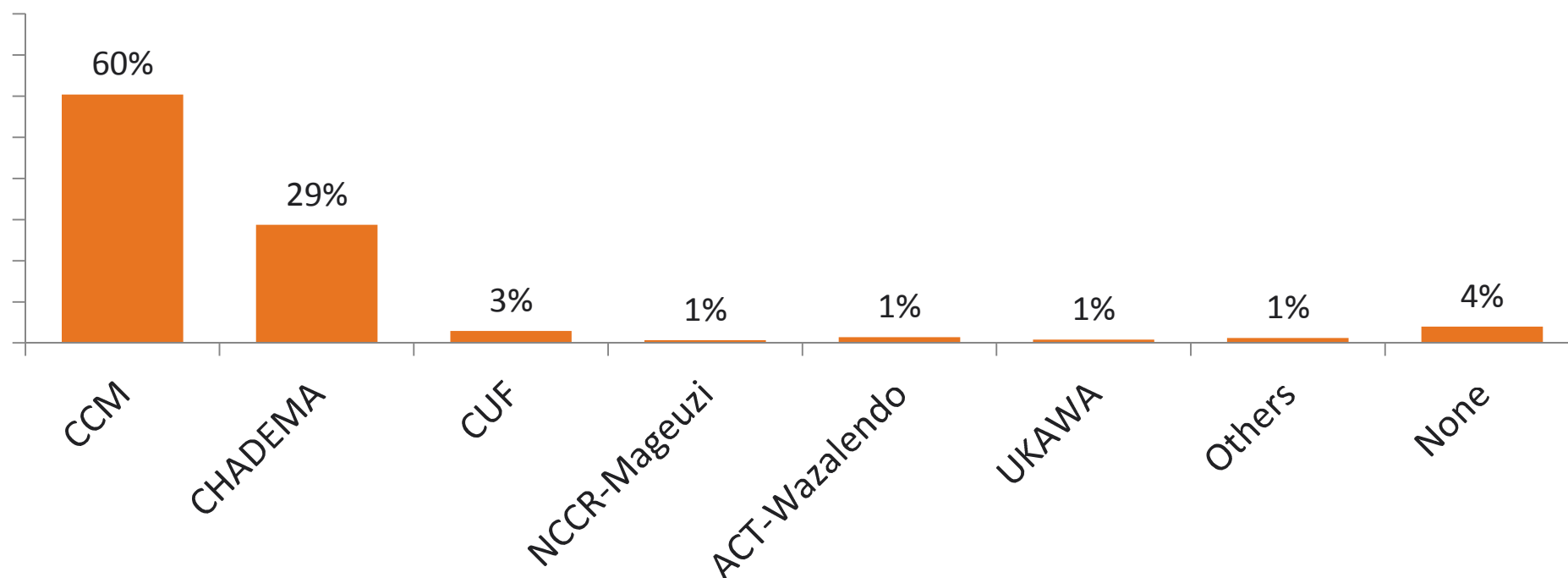
Those who have/have not decided who they will vote for



Those who do/do not support any political party



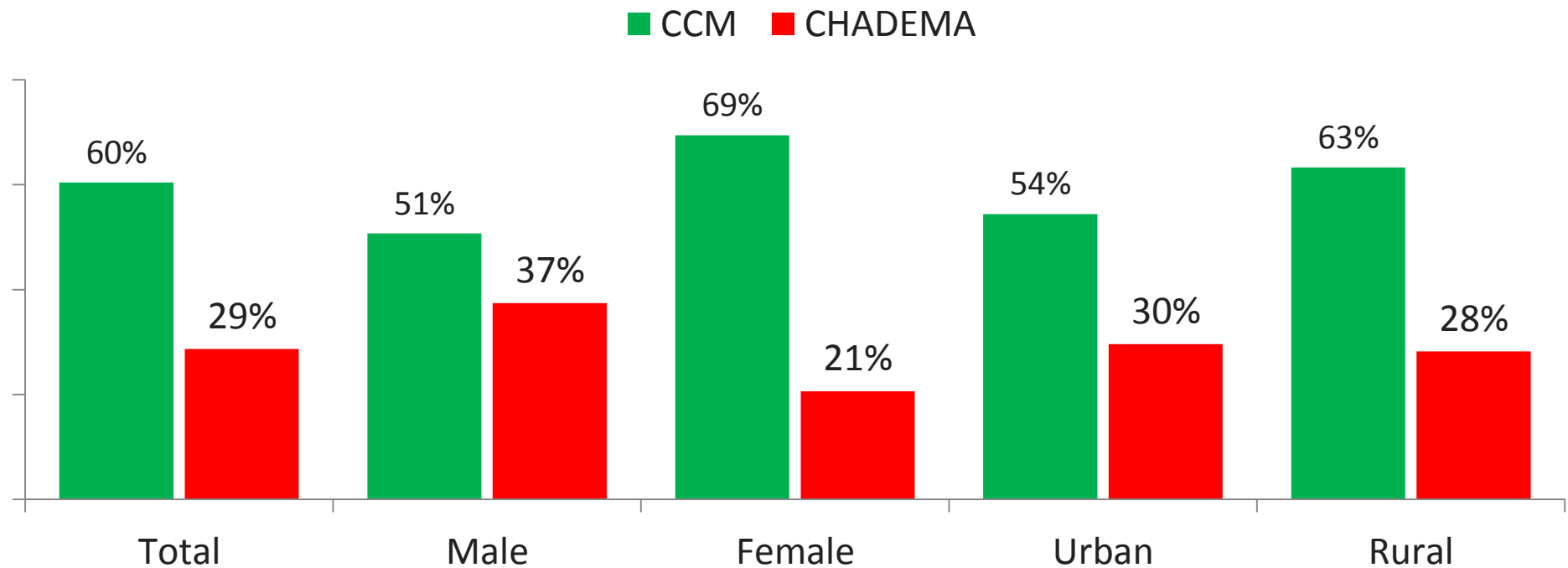
## “Which political party do you feel closest to, if any?” Ipsos Public Affairs



# “Which political party do you feel closest to, if any?”

Support for the 2 top parties by Urban / Rural and Gender

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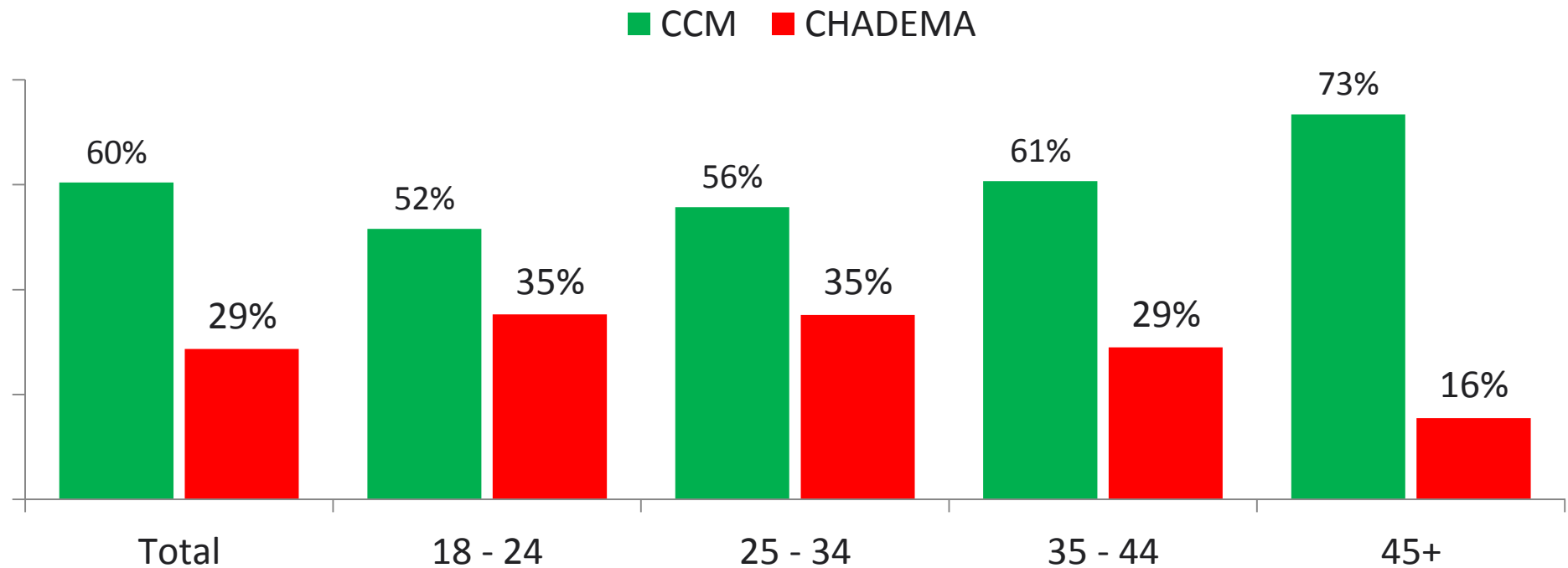




# “Which political party do you feel closest to, if any?”

Support for the 2 top parties by Age

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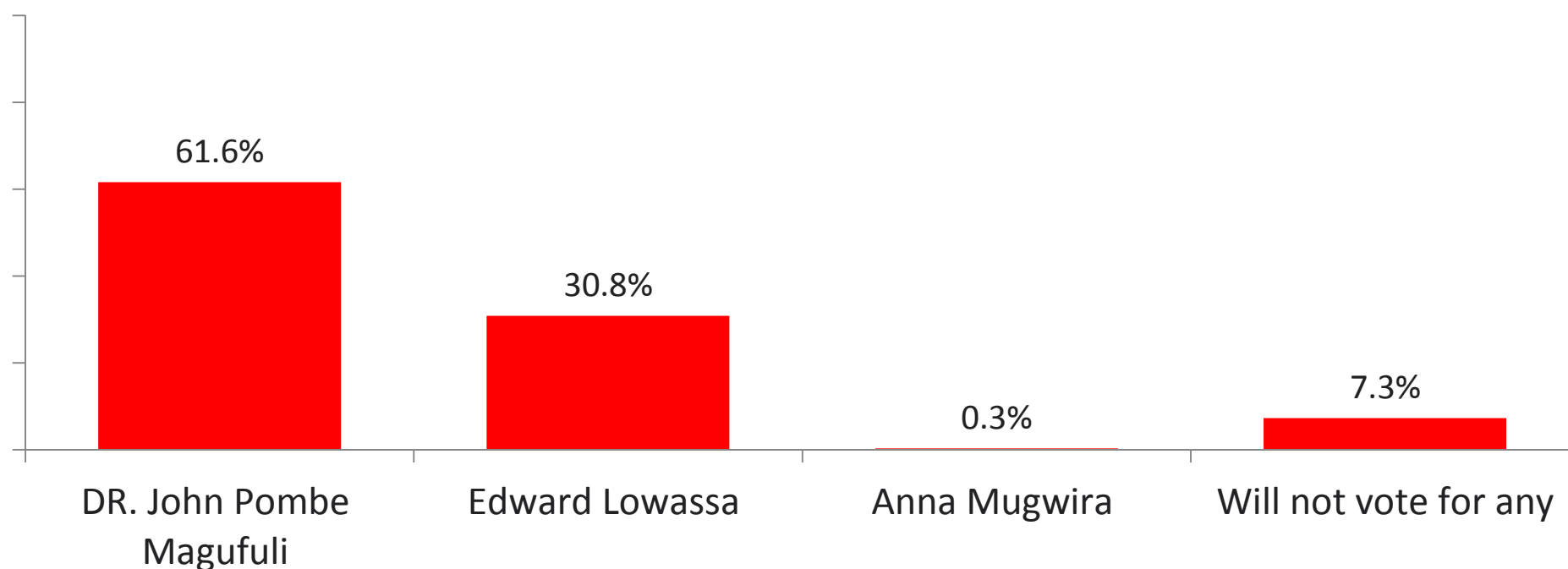
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# PREFERENCE ON PRESIDENTIAL CANDIDATE

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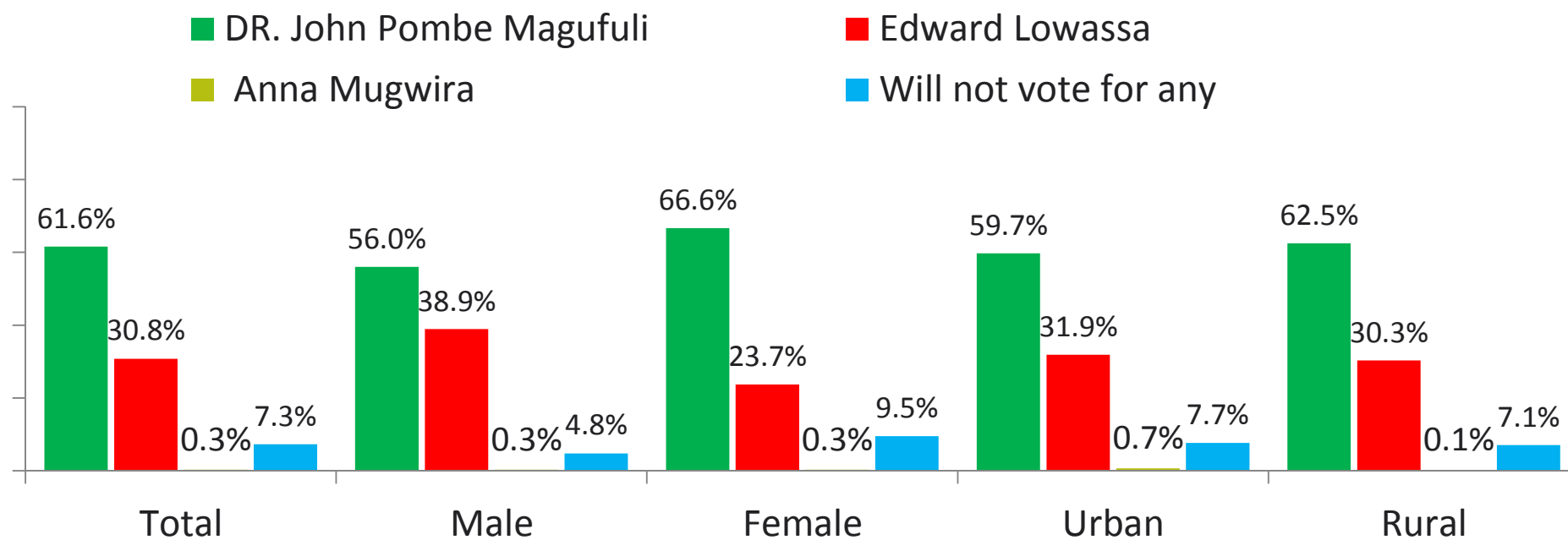


**“If the election was to be held today, which candidate would you **Ipsos Public Affairs** vote for the position of President?”**



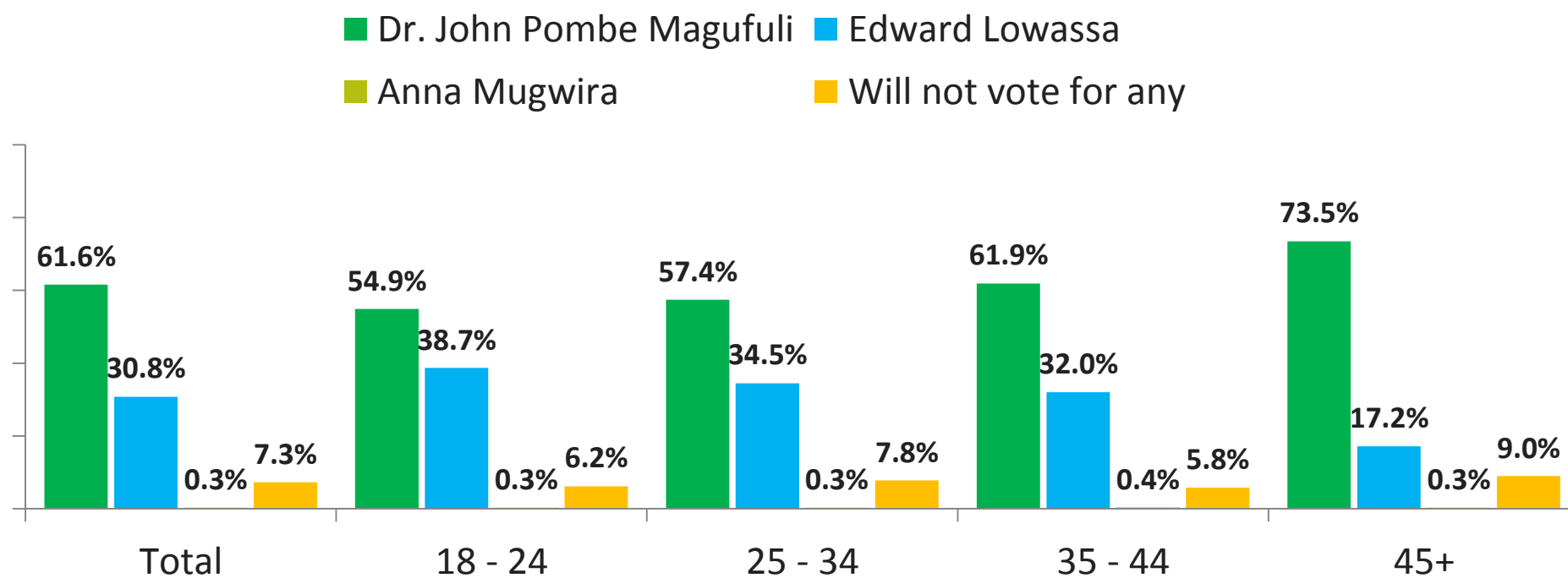
**“If the election was to be held today, which candidate would you vote for the position of President?”  
By Gender and Setting (Urban / Rural)**

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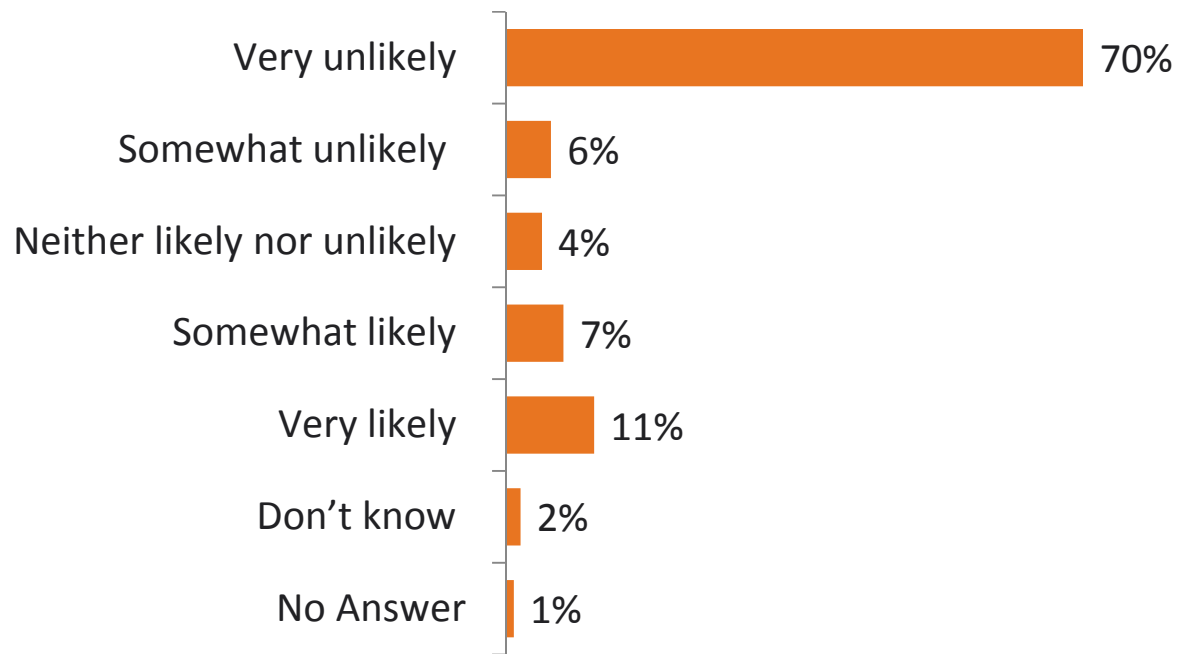
**“If the election was to be held today, which candidate would you vote for the position of President?”**  
**By Age**

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**“How likely is it that you will change your mind about who to vote for between now and election day? Would you say it is...?”**

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Through specialisation, we offer our clients a unique depth of knowledge and expertise. Learning from different experiences gives us perspective and inspires us to boldly call things into question, to be creative.

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“GAME CHANGERS” - our tagline - summarises our ambition.

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