



Malawians admire South Africa as a model of development, see strong influence of U.S. And China

Findings from Afrobarometer Round 6 Surveys in Malawi



At a glance

- **Development Model:** Malawians believe that the future development of their country should be modelled after that of South Africa, compared to alternatives models of other countries like USA, China and the UK.
- **The role of China:** In spite of generally acknowledging China's economic and political influence, Malawians are divided on whether China's economic development assistance does a good job in meeting the development needs of their country. Economic, rather than political, factors matter in shaping Malawians' perception of China.
- **Influential countries and organisations:** The United States of America is regarded as the most influential country in Malawi, while South Africa is the most influential among African countries.



What is Afrobarometer?



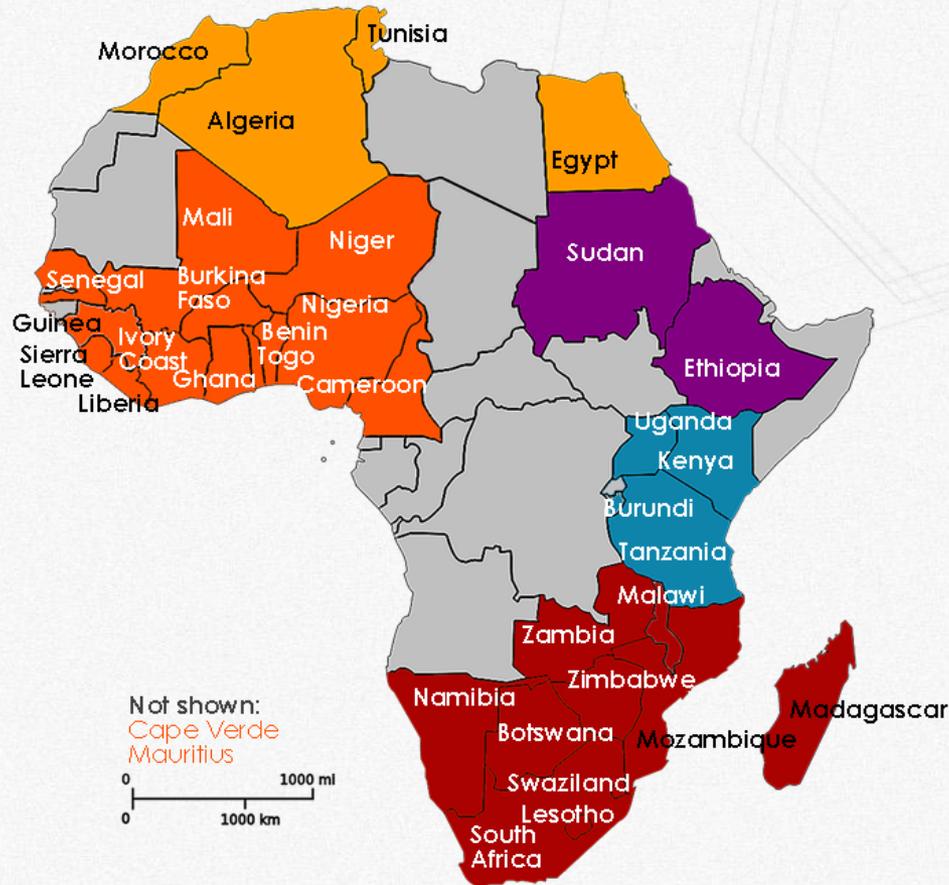
- An African-led, non-partisan survey research project that measures citizen attitudes on democracy and governance, the economy, civil society, and other topics.
- Started in 12 countries in 1999, expanded to 35 African countries in Round 5 (2011-2013).
- **Goal:** To give the public a voice in policymaking by providing high-quality public opinion data to policymakers, policy advocates, civil society organizations, academics, news media, donors and investors, and ordinary Africans.
- National Partners in each country conduct the survey. In Malawi, Afrobarometer Round 6 survey was conducted by the Centre for Social Research, university of Malawi.



Where Afrobarometer works

Face-to-Face Interviews | 35 Countries

Surveys by state, region



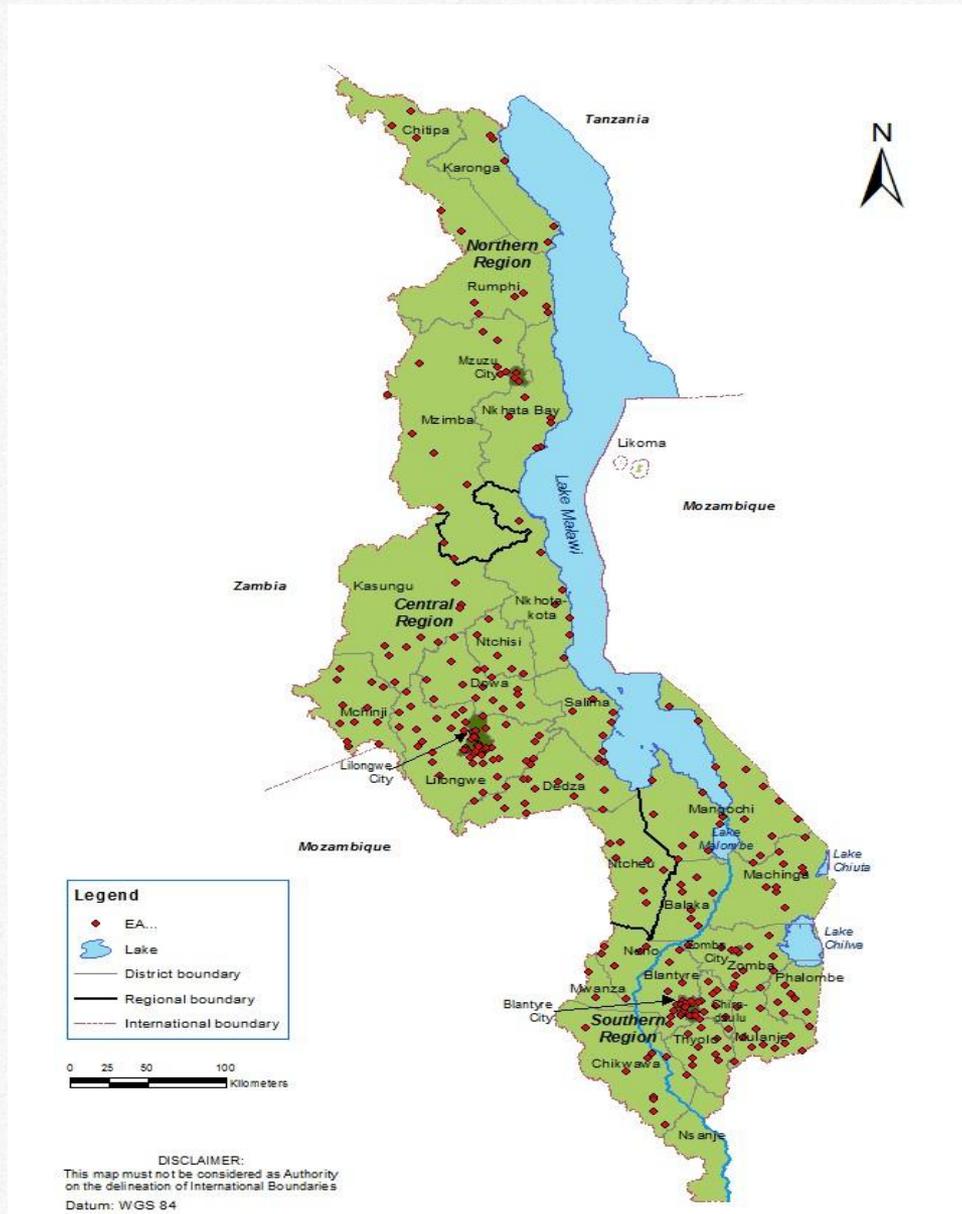
Methodology



- Nationally representative sample of adult citizens
 - ❑ All respondents are *randomly* selected.
 - ❑ Sample is distributed across regions and urban/rural areas in *proportion* to their share in the national population.
 - ❑ Every adult citizen has an *equal* chance of being selected.
- Face-to-face interviews In the language of the respondent's choice.
- Standard questionnaire allows comparisons across countries and over time.
- Sample size in Malawi of **2,400 adult citizens** yields a **margin of error of +/-2% at a 95% confidence level**.
- Fieldwork for Round 6 in Malawi was conducted between **24 March and 5 April 2014**.



Enumerator map



Survey demographics

	Unweighted	Weighted
Gender		
Male	50%	50%
Female	50%	50%
Location		
Urban	15%	15%
Rural	81%	81%
Education		
No formal education	13%	13%
Primary	56%	56%
Secondary	26%	27%
Post-secondary	5%	4%

	Unweighted	Weighted
Religion		
Christian	83%	83%
Muslim	14%	14%
Other	3%	3%
Regions		
Central	43%	43%
North	13%	13%
South	44%	44%



Results





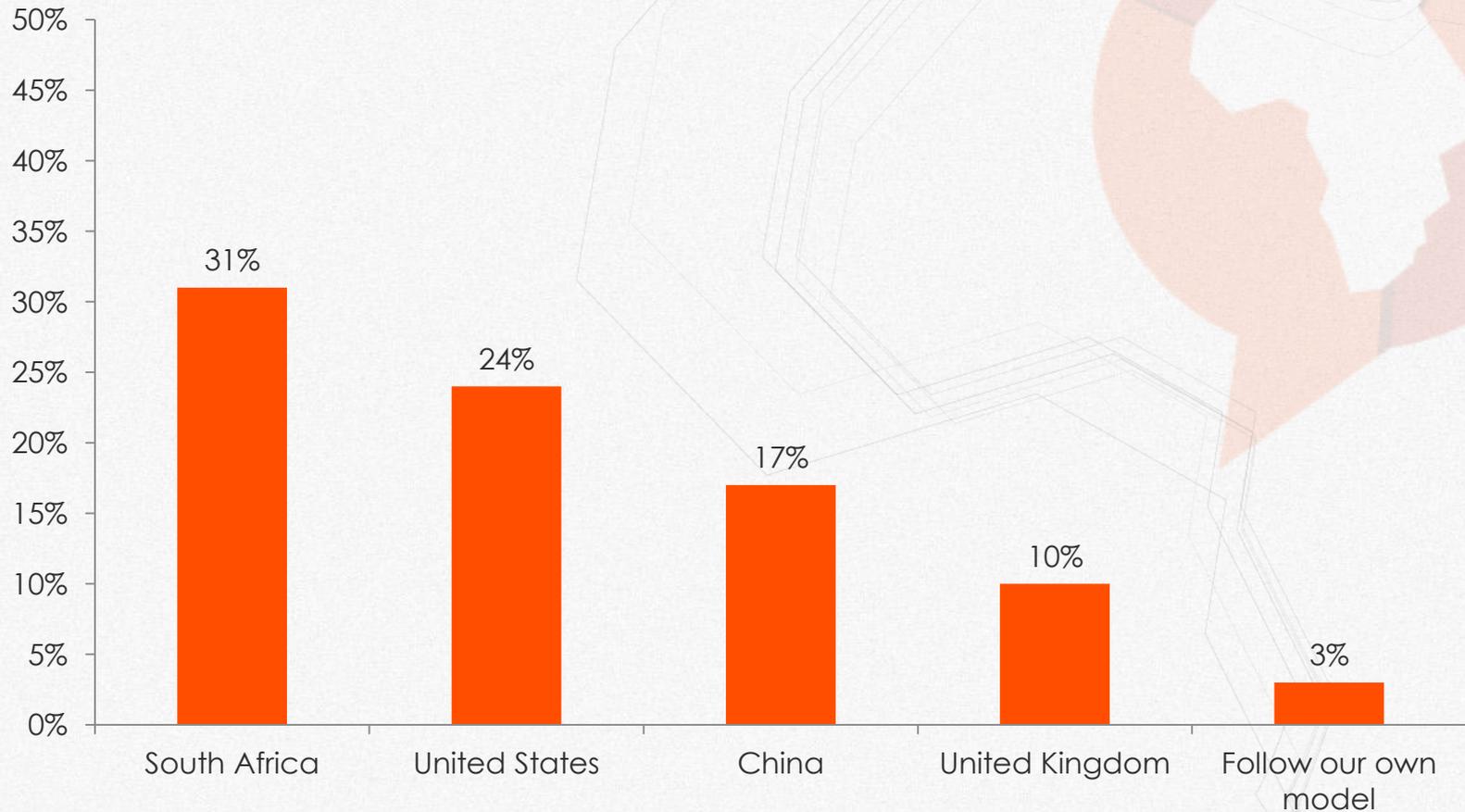
Malawians admire South Africa as a model of development



Key findings

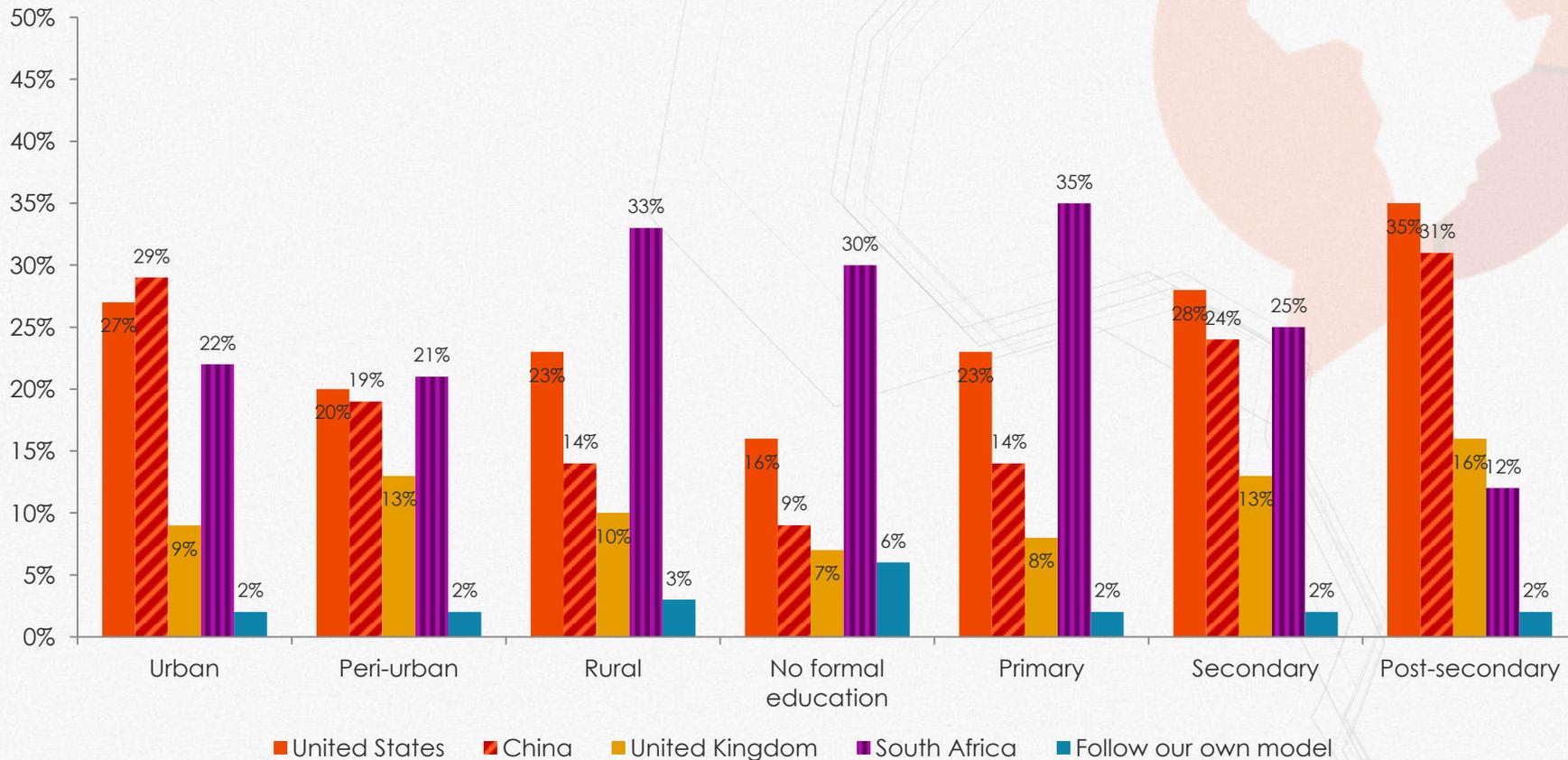
- South Africa (cited by 31% of respondents) leads countries that Malawians look up to for their development path, followed by the United States (24%), China (17%), and the United Kingdom (10%)
- Views of urban Malawians are different from those in rural areas. Those in urban areas think the most preferable model is China (29%), closely followed by the USA (27%). In rural areas, a plurality (33%) prefers South Africa, followed by the USA (23%)
- There are also variations of views based on education levels of the respondents. Respondents with no formal education or with primary school education prefer the South African model, while those with secondary or post-secondary education chose the U.S.

Models of Development



Respondents were asked: *In your opinion, which of the following countries, if any, would be the best model for the future development of our country? United States, China, The United Kingdom, India, South Africa, We should follow our own country's model, none of these, other country (specify) (% shows proportion of respondents who mentioned the country)*

Development Models | by location, education



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Malawians positive but cautious about China



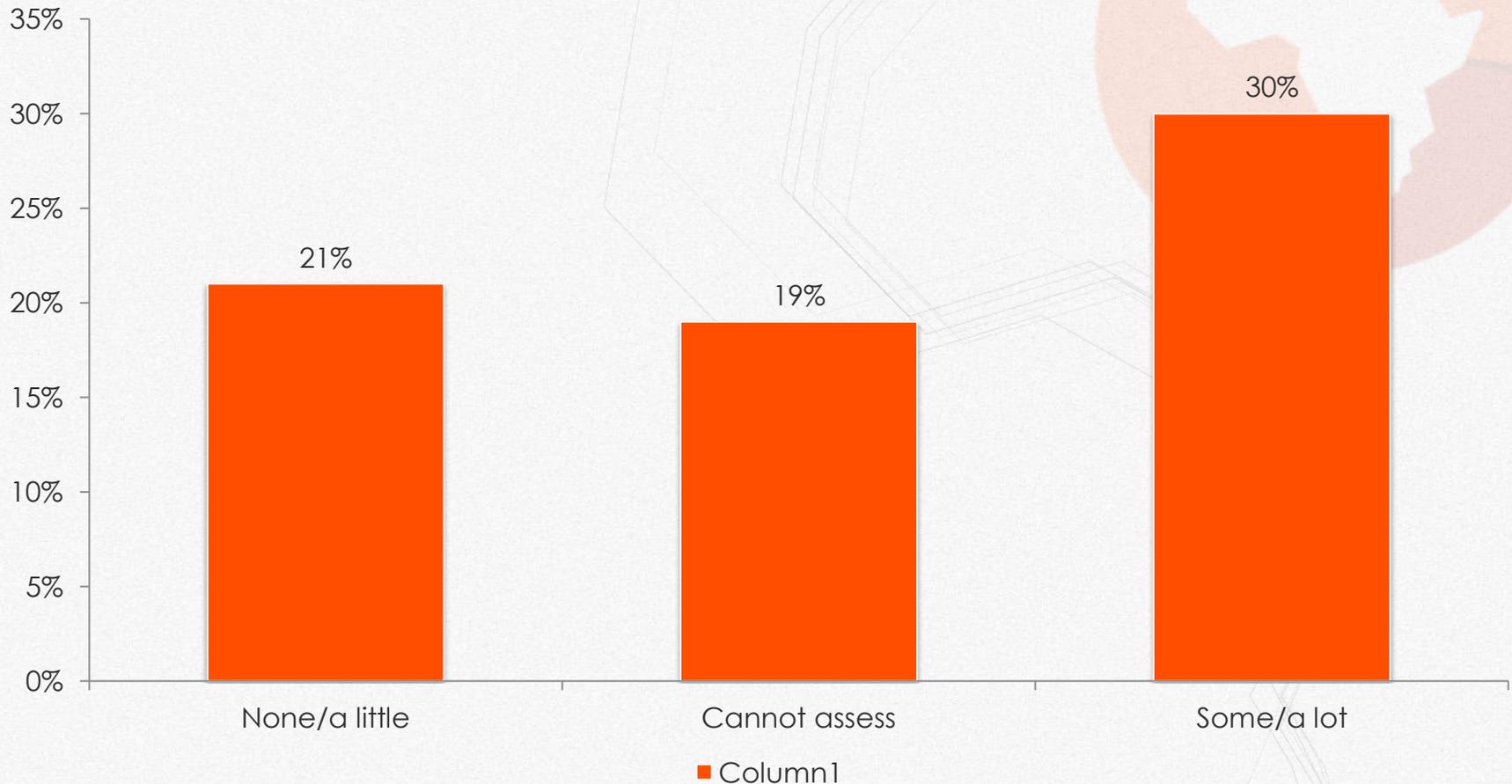
Key findings



- Malawians feel China exercises influence on Malawi. Only a fifth (21%) of Malawians say China has “no” or “little” influence, while a majority (60%) believe it has “some” or “a lot” of influence.
- Overall, there is a positive view of China’s Influence. Half of the respondents (50%) say China’s economic and political influence is “somewhat” or “very” positive, compared to 26% that believe the influence is “very” or “somewhat” negative.
- However, about four in ten Malawians (43%) think China’s economic development assistance does a “very good” or “somewhat good” job of meeting the needs of the country, while about the same proportion (38%) say China does a “very bad” or “somewhat bad” job.
- The quality and cost of Chinese products (59%) is the main factor for China’s negative image among Malawians

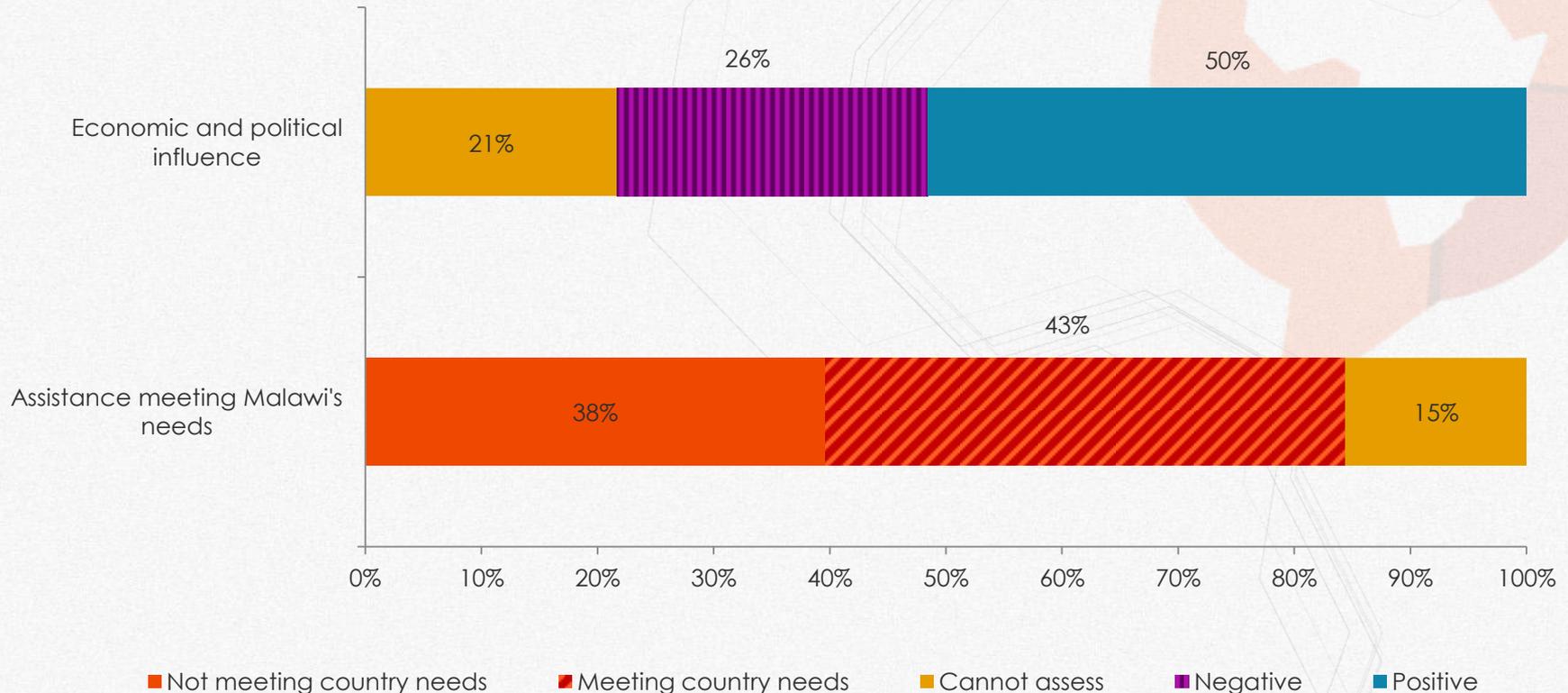


Influence of China on Malawi



Respondents were asked: How much influence do you think China's economic activities in Malawi have on our economy, or haven't you heard enough to say?

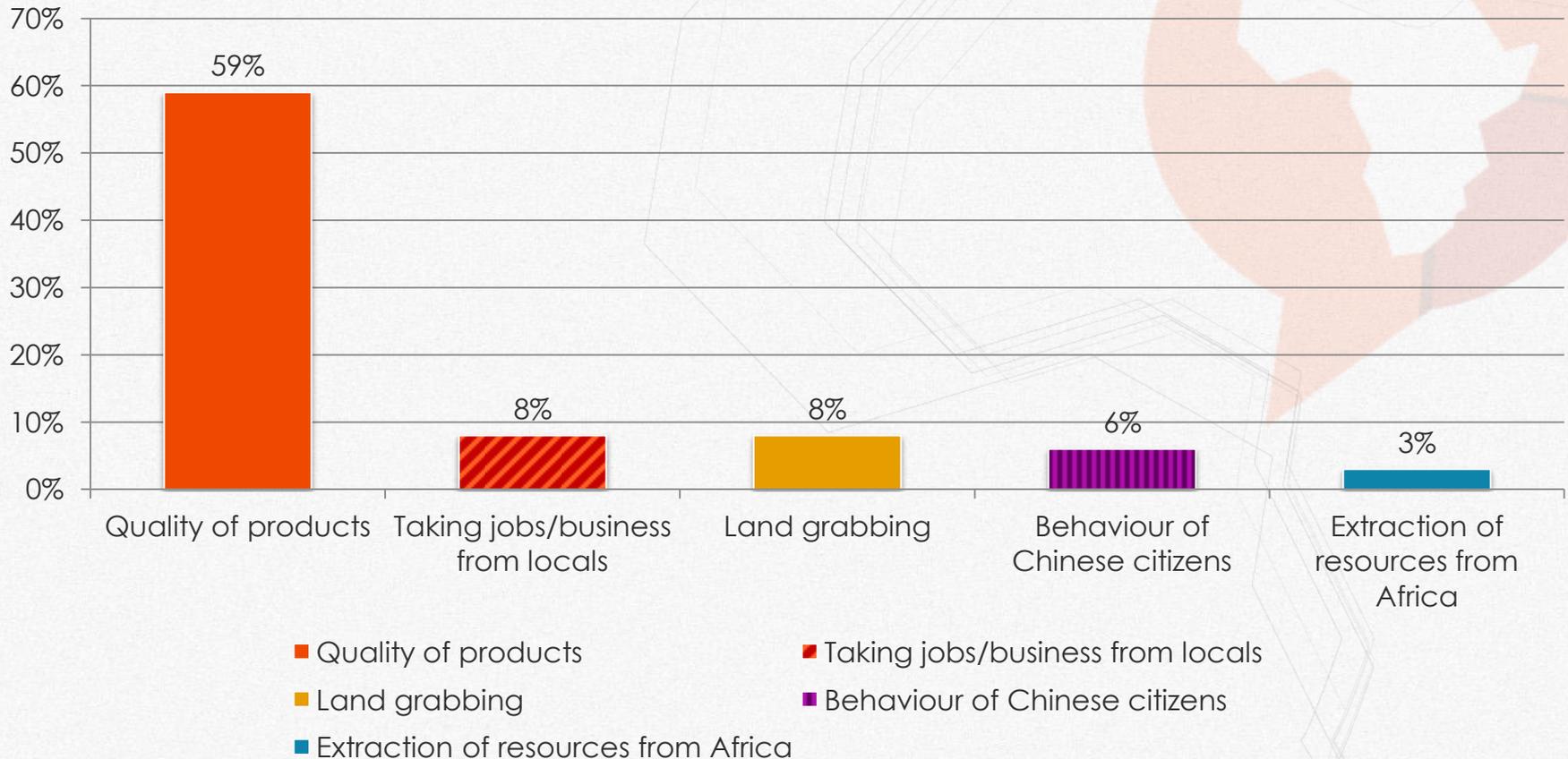
Assessment of China's development assistance and influence



Respondents were asked: *In your opinion, does China's economic development assistance to Malawi do a good job or a bad job of meeting the country's needs, or haven't you heard enough to say? (% for "not meeting country needs" shows respondents who said "Very bad job" or "Somewhat bad job" and % for "meeting country needs" shows those who said "Somewhat good job" or "Very good job").*

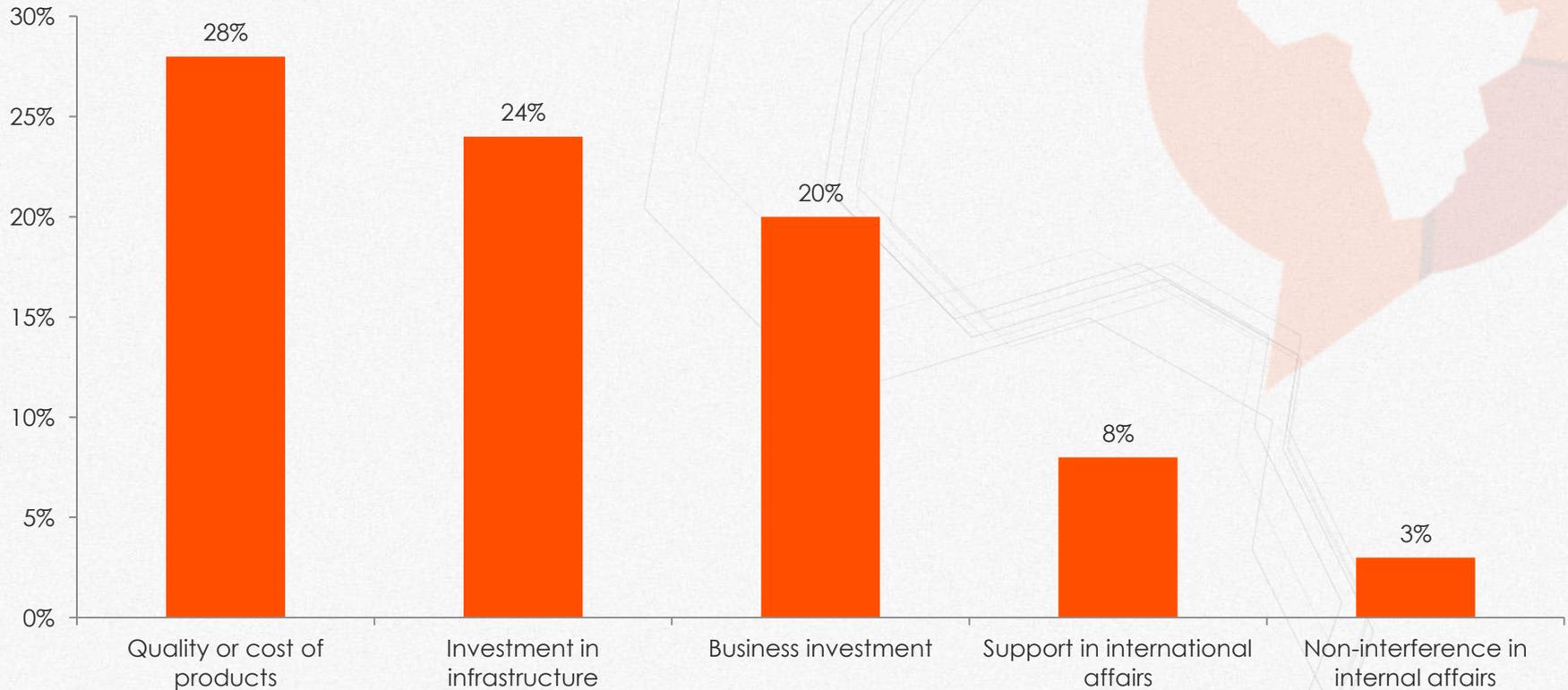
In general, do you think that China's economic and political influence on Malawi is mostly positive, or mostly negative, or haven't you heard enough to say? (% showing proportion that answered "very negative" or "somewhat negative" and "positive" or "somewhat positive")

Factors for China's negative image



Respondents were asked: Which of the following factors contribute most to negative image of China in Malawi, or haven't you heard enough to say? China's extraction of resources from Africa, land grabbing by Chinese individuals or businesses, China's willingness to cooperate with undemocratic rulers, taking jobs or business from the locals, the quality of Chinese products, the behaviour of Chinese citizens in the country, some other factor?

Factors for China's positive image



Respondents were asked: Which of the following factors contribute most to negative image of China in Malawi, or haven't you heard enough to say? China's extraction of resources from Africa, land grabbing by Chinese individuals or businesses, China's willingness to cooperate with undemocratic rulers, taking jobs or business from the locals, the quality of Chinese products, the behaviour of Chinese citizens in the country, some other factor?



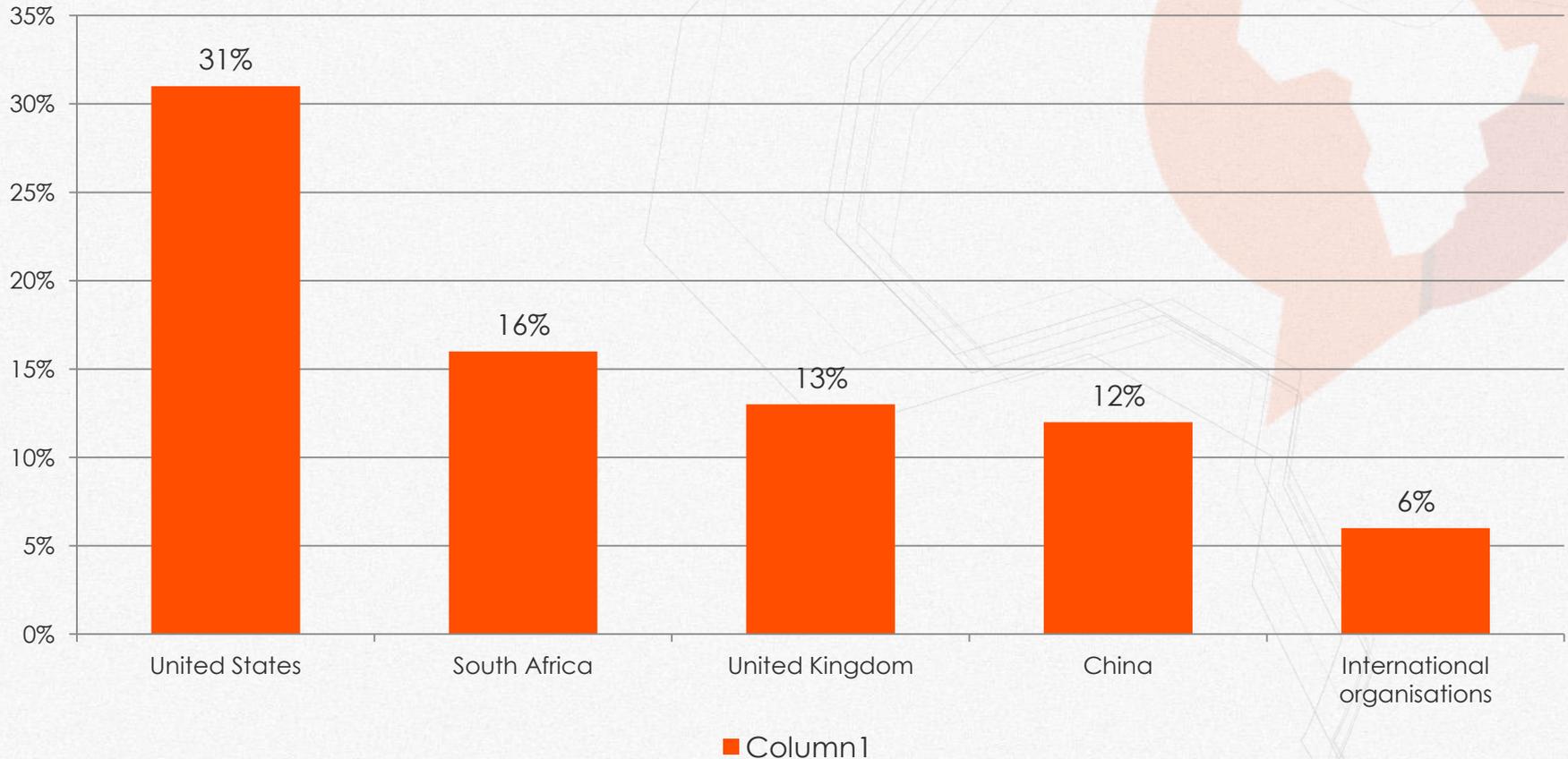
Malawians with knowledge of the international affairs rate USA as most influential in their country



Key findings

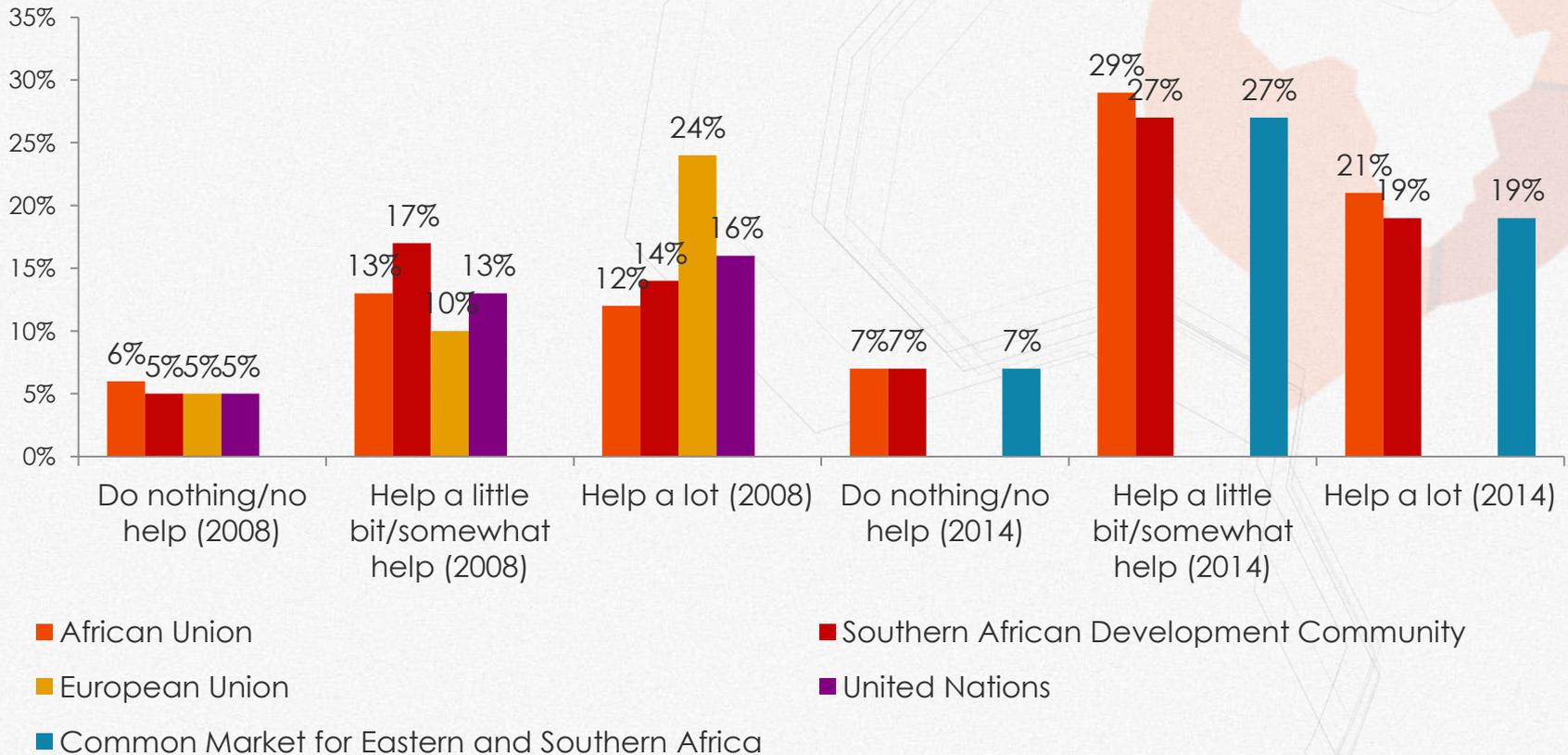
- The USA (31%) is regarded as wielding the most influence on Malawi—followed by the UK(13%), China (12%), South Africa (16%), India (1%) and international organisations like the UN(6%).
- Malawians are more positive about the role of international organisations in the country than they were in 2008 survey. In 2014, half of the respondents said the AU at least helps “a bit”, “somewhat” or “a lot”; only one in four held the same perception in 2008. Similarly, one in two Malawians in 2014 believe SADC provides some help compared to 31% in 2008.
- A significant proportion of Malawians “don’t know” if international organisations such as the SADC (43%), African Union (44%), and COMESA (47%) are of help to their country. However this is a significant decline from the 2008 Afrobarometer survey.

Countries and organisation with influence on Malawi



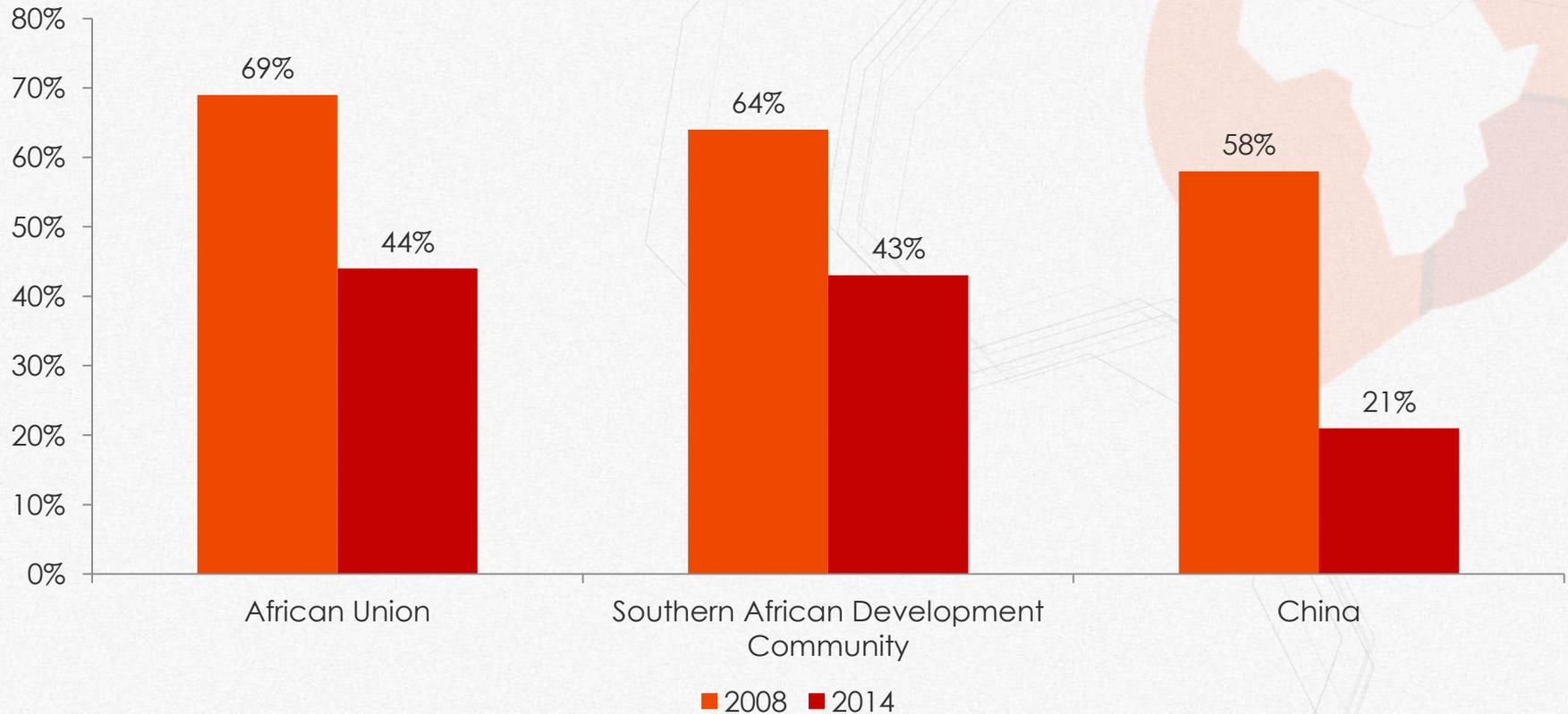
Respondents were asked: Which of the following do you think has the most influence on Malawi, or haven't you heard enough to say? The United States, China, United Kingdom, India, South Africa, international organizations, some other country or organization?

Assessment of help by international organisations



Respondents were asked: In your opinion, how much do each of the following do to help your country, or haven't you heard enough to say? SADC, COMESA, African Union, United Nations, European Union? (% for "no help" shows of respondents who answered they "do nothing/no help"; "some help" for "help a little bit" or "somewhat help"; and "help a lot")

Trends in Awareness of international organisational | 2008 and 2014



Respondents were asked: In your opinion, how much do each of the following do to help your country, or haven't you heard enough to say? SADC, COMESA, African Union, United Nations, European Union? (% for "no help" shows of respondents who answered they "do nothing/no help"; "some help" for "help a little bit" or "somewhat help"; and "help a lot")

Conclusion

- The fact that most Malawians choose South Africa's development model over the those of the USA, UK and China suggests that Malawians prefer a path guided by African-led ideas. It may also point to the growing influence of South Africa in Southern Africa.
- The observation that people with higher levels of education prefer the U.S. or China, however, indicates that exposure to world affairs determines these preferences.
- The role of infrastructural development in shaping a positive image of China. On the other hand, the significant concern regarding the low quality of Chinese products suggests China must supply Malawians with better quality.