ECONOMIC AND SOCIAL CONDITIONS OF GHANAIANS: WHAT THE AFROBAROMETER SAYS

RESULTS FROM THE AFROBAROMETER ROUND 5 SURVEY IN GHANA

Wednesday, 29th August 2012

www.afrobarometer.org
www.cddghana.org
What is the Afrobarometer?

- The Afrobarometer (AB) is a comparative series of public opinion surveys that measure public attitudes toward democracy, governance, the economy, leadership, identity, and other related issues.

- The AB is an independent, non-partisan, African-based network of researchers.

- The first round of surveys took place in 1999-2001 in 12 countries. The Network is now conducting “Round 5” surveys in up to 35 countries during 2011-2012.

- **Purpose**: To measure popular perspectives on the social, political, and economic environments in each country where it is implemented and across Africa.

- **Goal**: To give the public a *voice* in policy making processes by providing high-quality public opinion data to policy-makers, policy advocates and civil society organizations, academics, media, donors and investors, and ordinary Africans.

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Round 1, 1999-2001, 12 countries
- **Southern Africa:** Botswana, Lesotho, Malawi, Namibia, South Africa, Zambia, Zimbabwe
- **West Africa:** Ghana, Mali, Nigeria
- **East Africa:** Tanzania, Uganda

Round 2, 2002-2003, 16 countries
- All Round 1 countries
- Cape Verde, Kenya, Mozambique, Senegal

Round 3, 2005-2006, 18 countries
- Benin, Madagascar

Round 4, 2008-2009, 20 countries
- Burkina Faso, Liberia

Round 5, 2011-2013, 35 countries targeted
- Burundi, Cameroon, Mauritius, Niger, Togo, and Sierra Leone

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Who is the Afrobarometer?

An African-led Network of survey researchers and analysts:

🌟 In each country there is a **National Partner** responsible for survey implementation. In Ghana, the National Partner is CDD-Ghana

🌟 **Four Core Partners** provide technical assistance and Network management:
- *Center for Democratic Development (CDD), Ghana*
- *Institute for Democracy in South Africa (Idasa), South Africa*
- *Institute for Development Studies (IDS), University of Nairobi, Kenya*
- *Institute for Empirical Research in Political Economy (IREEP), Benin*

🌟 **Two Support Units** for capacity building and quality assurance:
- *Michigan State University*
- *University of Cape Town*

🌟 **Round 5 Core Funders** include:
- *DFID*
- *SIDA*
- *USAID*
- *Mo Ibrahim Foundation*

Survey Methodology

★ Nationally representative sample of adult citizens
  • *All respondents are randomly selected*
  • *Every adult citizen has an equal and known chance of being selected*

★ Face-to-face interviews in the language of the respondent’s choice

★ Standard survey instrument across all countries for comparability

★ The survey interviewed 2400 adult Ghanaians; A sample of this size yields results with a margin of error of ±2.0% at a 95% confidence level

★ Field work for Round 5 in Ghana was conducted between May 9 and June 1 in 2012

★ Afrobarometer’s work in Ghana is coordinated by [CDD-Ghana] and field work was carried out by Practical Sampling International (PSI-Nigeria/Ghana in collaboration with CDD-Ghana
## Survey Demographics [1]

<table>
<thead>
<tr>
<th></th>
<th>Weighted</th>
<th>Un-weighted</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AGE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mean Age</td>
<td>37 years</td>
<td>37 years</td>
</tr>
<tr>
<td>Youngest Respondent</td>
<td>18 years</td>
<td>18 years</td>
</tr>
<tr>
<td>Oldest Respondent</td>
<td>100 years</td>
<td>100 years</td>
</tr>
<tr>
<td>18 – 30 years</td>
<td>45%</td>
<td>44%</td>
</tr>
<tr>
<td>31 – 45 years</td>
<td>30%</td>
<td>30%</td>
</tr>
<tr>
<td>46 – 60 years</td>
<td>16%</td>
<td>16%</td>
</tr>
<tr>
<td>60 years and above</td>
<td>9%</td>
<td>10%</td>
</tr>
<tr>
<td><strong>GENDER</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>Female</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td><strong>EDUCATION</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>None/Informal</td>
<td>21%</td>
<td>23%</td>
</tr>
<tr>
<td>Primary completed / Some primary school</td>
<td>37%</td>
<td>37%</td>
</tr>
<tr>
<td>Secondary completed / Some secondary school</td>
<td>32%</td>
<td>31%</td>
</tr>
<tr>
<td>Higher (Post-secondary / Univ. / Some Univ.)</td>
<td>10%</td>
<td>9%</td>
</tr>
</tbody>
</table>

**Note:** Some primary school = 15% for both un-weighted and Weighted results. Some secondary school = 15% for both un-weighted and Weighted results.
## Survey Demographics [1]

<table>
<thead>
<tr>
<th>REGION / PROVINCE</th>
<th>Weighted</th>
<th>Un-weighted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Western</td>
<td>9.5%</td>
<td>9.7%</td>
</tr>
<tr>
<td>Central</td>
<td>8.7%</td>
<td>8.7%</td>
</tr>
<tr>
<td>Greater Accra</td>
<td>18.6%</td>
<td>15.7%</td>
</tr>
<tr>
<td>Volta</td>
<td>8.6%</td>
<td>9.7%</td>
</tr>
<tr>
<td>Eastern</td>
<td>10.6%</td>
<td>11.0%</td>
</tr>
<tr>
<td>Ashanti</td>
<td>19.5%</td>
<td>18.3%</td>
</tr>
<tr>
<td>Brong-Ahafo</td>
<td>9.0%</td>
<td>9.3%</td>
</tr>
<tr>
<td>Northern</td>
<td>8.9%</td>
<td>10.3%</td>
</tr>
<tr>
<td>Upper East</td>
<td>4.0%</td>
<td>4.7%</td>
</tr>
<tr>
<td>Upper west</td>
<td>2.6%</td>
<td>2.7%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LOCATION</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban</td>
<td>54%</td>
<td>48%</td>
</tr>
<tr>
<td>Rural</td>
<td>46%</td>
<td>52%</td>
</tr>
</tbody>
</table>
The presentation will focus on the findings relating to the following:

- Social conditions of Ghanaians
- Evaluations of national economic conditions
- Evaluations of personal economic/living conditions
- Ghanaian experiences with lived poverty
- Ghanaian public agenda (or the needs of Ghanaians)
SOCIAL CONDITIONS OF GHANAIANS
Apart from police stations and post offices, AB fieldworkers found mobile phone network services, public schools, electricity grids, market stalls, piped water systems, tarred roads, sewage systems and health clinics in more than half of the survey locations.
Mobile phone usage among Ghanaians is very high at 88% (i.e. 76% + 10% + 2%)

But mobile phone ownership is 12 percentage points lower than usage (76%)
The frequency of usage of mobile phones for calls among Ghanaians is very high (i.e. **81%**)

The usage of mobile phones for sending text messages and/or for transferring money is much lower at **36%** and **3%** respectively

### Usage of mobile for specific purposes among Ghanaians

<table>
<thead>
<tr>
<th>Frequency of Usage</th>
<th>Use cell Phone for calls</th>
<th>Receive/Send Text Message</th>
<th>Receive/Send Money</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never / Less than one time per day</td>
<td>19</td>
<td>63</td>
<td>97</td>
</tr>
<tr>
<td>One or two times per day</td>
<td>11</td>
<td>16</td>
<td>1</td>
</tr>
<tr>
<td>Three or four times per day</td>
<td>20</td>
<td>9</td>
<td>1</td>
</tr>
<tr>
<td>Five or more times per day</td>
<td>50</td>
<td>11</td>
<td>1</td>
</tr>
</tbody>
</table>
Computer and internet usage among Ghanaians is quite low. Less than a fifth use the computer (17%) and the internet (15%) a few times in a month, week or daily.

A vast majority of Ghanaians (83% and 84% respectively) never use or use the computer and the internet less than once a month.

www.afrobarometer.org
www.cddghana.org
A majority of the respondents (74%) obtain their water for household use from outside their compounds/houses.

A quarter (26%) source their household water from inside the compound/house.
A majority (57%) have their toilets or latrines located outside their compounds.

A third (35%) report their toilets/latrines are located inside the compound/house.

8% of Ghanaians lack access to toilets/latrines.
Most Ghanaians own a radio (79%)  
Most Ghanaians own a television (60%)  
Only 10% own a motor vehicle or a motorcycle.
Social Conditions [8]

- Just a small majority of respondents are either employed full-time or part-time (53%)  
- A sizeable minority (47%) are unemployed and are either looking for or not looking for job

![Bar chart showing employment status](chart.png)
GHANAIAN EVALUATION OF THE ECONOMY
Majority of those interviewed describe the country’s economic conditions (63%) as “very bad” or “bad”

However, about a third (30%) think otherwise.
Between 2008 and 2012, we observe an 18% increase in negative perception about the country’s economy.

There was a 15% decline in positive perception over the same period.

However, the trend from 2002 to 2012 has been fairly stable.
A majority of Ghanaians assess their personal living conditions (58%) as “very bad” or “bad”

However, a little over a third (i.e. 36%) assess their living conditions as “very good” or “good”
The trend from 2002 to 2012 shows a dip in the number of Ghanaians describing their living conditions as “very bad” and “bad”, and an upturn in the numbers rating their living conditions as “very good” or “good”.

However, from 2008 to 2012 there has been a 6% decline in the number describing their conditions as “very good” or “good” and a 10% increase in those saying conditions are “very bad” or “bad”.

![Graph showing trends in personal living conditions from 2002 to 2012](chart.png)
Ghanaians are almost equally divided in the assessment of their living conditions relative to their compatriots as “much better” or “better” (36%) and “much worse” or “worse” (32%).

Nearly a third do not see a difference between their living conditions and that of other Ghanaians (i.e. Same, 27%).

![Personal Living Conditions Compared to Others Pie Chart](https://www.afrobarometer.org)

- much worse + worse: 32%
- much better + better: 36%
- same: 27%
- don't know: 5%

[1] Personal Living Conditions Compared to Others

[www.afrobarometer.org](http://www.afrobarometer.org)
[www.cddghana.org](http://www.cddghana.org)
The percentages of respondents describing their living conditions as “much better” or better” relative to that of other Ghanaians have remained fairly stable from 2002 to 2012.

Those who claim they are worse-off has dropped by 7% while the number who perceive no difference between their living conditions and that of their compatriots is up by 8%.

Over the last 4 years (i.e. 2008 to 2012) all these opinions have remained stable.
Retrospective opinions show that nearly half of respondents (42%) rate national economic conditions as “much better” or “better” than 12 months ago.

Nonetheless, a third (33%) rate it as “much worse” or “worse”.

![Graph showing Economic conditions vrs. 12 months ago](chart.png)
Retrospective assessments of national economic conditions between 2008 and 2012 shows a 14% decrease in the number of respondents who think conditions are “much better” or “better”.

The long term trend (2002 to 2012) shows a 6% increase in the number of Ghanaians who assess the country’s economic conditions as “much better” and “better”.

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**Country’s Economic Conditions - Retrospective [2]**

- **R2 (Circa 2002)**: Much Worse + Worse
- **R3 (Circa 2005)**: Same
- **R4 (Circa 2008)**: Much Better + Better
- **R5 (Circa 2012)**: Much Worse + Worse

<table>
<thead>
<tr>
<th>Year</th>
<th>Much Worse + Worse</th>
<th>Same</th>
<th>Much Better + Better</th>
</tr>
</thead>
<tbody>
<tr>
<td>R2</td>
<td>37</td>
<td>36</td>
<td>24</td>
</tr>
<tr>
<td>R3</td>
<td>53</td>
<td>27</td>
<td>42</td>
</tr>
<tr>
<td>R4</td>
<td>56</td>
<td>27</td>
<td>42</td>
</tr>
<tr>
<td>R5</td>
<td>24</td>
<td>24</td>
<td>33</td>
</tr>
</tbody>
</table>

www.afrobarometer.org
www.cddghana.org
Nearly (44%) half of Ghanaians rate the present personal living conditions as “much better” or “better” than 12 months ago.

A little above a quarter (27%) rate present living conditions as “much worse” or “worse” than 12 months ago.
Retrospective evaluations of personal living conditions remained stable between 2008 and 2012.

Retrospective assessments of living conditions between 2002 and 2012 shows a 9% rise in the number of respondents who think conditions are “much better” or “better”.

Correspondingly, there has been a 12% reduction in the percentage of respondents who perceive their personal living conditions to be “much worse” or “worse”.

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**Graph:**
- **Much Worse + Worse**
- **Same**
- **Much Better + Better**

**Legend:**
- Red line: Much Worse + Worse
- Black line: Same
- Yellow line: Much Better + Better

**Axes:**
- X-axis: R2 (Circa 2002), R3 (Circa 2005), R4 (Circa 2008), R5 (Circa 2012)
- Y-axis: 0 to 60

**Data Points:**
- R2: 39, 35, 25, 29
- R3: 52, 28, 25, 27
- R4: 47, 27, 25, 27
- R5: 44
Ghanaians are very optimistic about the future

Prospective evaluations indicate that a majority expect the country’s economic condition and their own living conditions to improve in the coming year (73% and 77%, respectively)
Prospective evaluations of national economic and personal living conditions have seen a positive increase since 2002.

### Economic and Living Conditions - Prospective [2]

#### Trends in prospective economic conditions

- **R2 (Circa 2002)**: 61
- **R3 (Circa 2005)**: 44
- **R4 (Circa 2008)**: 69
- **R5 (Circa 2012)**: 73

- **Much Worse + Worse**
- **Same**
- **Much Better + Better**

#### Trends in prospective living conditions

- **R2 (Circa 2002)**: 64
- **R3 (Circa 2005)**: 48
- **R4 (Circa 2008)**: 73
- **R5 (Circa 2012)**: 77

- **Much Worse + Worse**
- **Same**
- **Much Better + Better**
A majority of Ghanaians (50%) have gone without cash income sometime over the past year.

Similarly, 21% to 30% of Ghanaians have gone without fuel, food, medical care and water sometime over the past year.

![Graph showing lived poverty experience in Ghana](image-url)
The percentages of Ghanaians who report to have lacked access to food, water, medical care, fuel and cash income sometime in the past year have been in consistent and significant decline.
PRESSING PROBLEMS OF GHANAIANS
Ghanaians perceive unemployment, education, and health as the three most important problems facing the country that government should address.

Pressing Problems of Ghanaians

- Problem 1: Unemployment (23)
- Problem 2: Education (14)
- Problem 3: Health (13)
Unemployment and education have been consistently mentioned among the most pressing problems facing the country since 2005. In 2008 water supply was among the top three problems facing the nation, and in 2005 it was health.

- **Round 4 (Circa 2008)**
  - 1\(^{st}\) Problem - Unemployment, (25%)
  - 2\(^{nd}\) Problem – Water Supply (11%)
  - 3\(^{rd}\) Problem – Education (12%)

- **Round 3 (Circa 2005)**
  - 1\(^{st}\) Problem - Unemployment, (22%)
  - 2\(^{nd}\) Problem - Education (15%)
  - 3\(^{rd}\) Problem – Health (14%)
Majority of Ghanaians (76%) are confident about the prospect of government solving their foremost problems within the next five years.

Pressing Problems [3]
Opinions on Governmental Accountability and Responsiveness

Opinions on the Management of the Country’s Oil Wealth

Opinions on Local Government in Ghana

Opinions on Ghana’s Democracy

Opinions on Taxation

Opinions on Gender

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