UGANDAN YOUTH DEMOGRAPHICS

Marital Status
- Divorced/Seperated: 3%
- Married: 57.1%
- Single: 39.3%
- Widowed: 0.6%

Age groups
- Below 20: 14.7%
- 21-25: 40.3%
- 26-30: 32.3%
- 31-35: 12.6%

Education Level
- Primary: 65%
- Secondary: 32.3%
- College: 16.9%
- University: 19%
- Postgraduate: 2.1%

Employment Status
- Self-employed: 21.5%
- Employed: 24.9%
- Unemployed: 53.5%

Rural/Urban
- Rural: 65%
- Urban: 35%

Religion
- Catholic: 51%
- Muslim: 27%
- Protestant: 18%
- Other: 4%

Marital Status
- Married: 39.3%
- Single: 57.1%
- Widowed: 0.6%
- Divorced/Seperated: 3%
Dimensions of identity

34.7%
Young person first

29.4%
Ugandan Citizen

9.7%
Child of God /Allah

6.3%
My tribe

4.3%
East African

% Response by age groups

- Young person
  - <20: 51.9%
  - 21-25: 43.1%
  - 26-30: 13.7%

- Ugandan Citizen
  - <20: 22.7%
  - 21-25: 35.2%
  - 26-30: 32.6%

- Child of God /Allah
  - <20: 5.7%
  - 21-25: 11.3%
  - 26-30: 15.9%

- My tribe
  - <20: 5.3%
  - 21-25: 5.4%
  - 26-30: 7.4%
  - 31-35: 8.4%

- East African
  - <20: 5.3%
  - 21-25: 3.3%
  - 26-30: 3.6%
  - 31-35: 8.4%

Who is raising the youth?

- 61.5%
  - Both parents
  - Urban: 58.4%
  - Rural: 63.2%

- 6.6%
  - Father
  - Urban: 6.5%
  - Rural: 6.3%

- 6.6%
  - Mother
  - Urban: 25.9%
  - Rural: 20.3%

- 22.2%
  - Institutions
  - Urban: 0.1%
  - Rural: 0.1%

- 1.6%
  - House help
  - Urban: 0.5%
  - Rural: 0.5%

- 0.5%
  - Extended family
  - Urban: 6.5%
  - Rural: 6.8%

- 1.9%
  - Self
10 Issues that most concern them

- Education: 37.2%
- Employment: 14.4%
- Investment opp: 11.8%
- Security/peace: 10.6%
- Better health: 6.6%
- Access to loans: 5.7%
- Corruption: 5.4%
- Equality: 2.7%
- Freedom of speech: 2.5%
- Family: 2.3%

10 values they cherish

- Faith: 79.2%
- Work: 47.5%
- Family: 39.6%
- Wealth: 37.6%
- Freedom: 25.7%
- Art/Music/Culture: 10.3%
- Corruptions: 5.6%
- Environment: 4%
- Country: 3.6%
- Integrity: 2.2%

Respondents by level of education (%)

- Primary: 6.0%
- Secondary: 10.2%
- College: 24.0%
- University: 36.0%
- Post graduate: 14.8%

How they perceive success

- You will succeed if you work hard: 74.2%
- It is OK to use any means (legal or otherwise) to succeed: 11.2%
- It does not matter how hard people work, they rarely succeed: 8.4%
- Success belongs to those who work smart, not hard: 6.1%

Indicators of self-esteem

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proud of who they are and where they come from</td>
<td>5.3%</td>
<td>9.3%</td>
<td>16.1%</td>
<td>33%</td>
<td>36.1%</td>
</tr>
<tr>
<td>Confident in their abilities</td>
<td>5.3%</td>
<td>9.5%</td>
<td>17.2%</td>
<td>36.2%</td>
<td>31.6%</td>
</tr>
<tr>
<td>Find it very difficult to hear criticism or disapproval about themselves</td>
<td>18.7%</td>
<td>27.2%</td>
<td>22.9%</td>
<td>21%</td>
<td>10.3%</td>
</tr>
<tr>
<td>Think many of the people around them seem to have a better lives than they do.</td>
<td>20.1%</td>
<td>23.5%</td>
<td>26.8%</td>
<td>19%</td>
<td>10.7%</td>
</tr>
<tr>
<td>Are afraid of being rejected by their friends &amp; family</td>
<td>38.1%</td>
<td>22.1%</td>
<td>18%</td>
<td>26.2%</td>
<td>15.6%</td>
</tr>
<tr>
<td>Often feel that they are not as intelligent or outstanding as their friends</td>
<td>25.1%</td>
<td>31.4%</td>
<td>20.4%</td>
<td>18.2%</td>
<td>4.8%</td>
</tr>
<tr>
<td>Don’t think they will ever achieve their dreams in life</td>
<td>32%</td>
<td>31.4%</td>
<td>17.8%</td>
<td>13.7%</td>
<td>5.2%</td>
</tr>
<tr>
<td>Don’t like who they are and wish they were somebody else</td>
<td>32.5%</td>
<td>29.8%</td>
<td>16.8%</td>
<td>13.9%</td>
<td>7%</td>
</tr>
<tr>
<td>Feel like a failure most of the time</td>
<td>32.5%</td>
<td>27.2%</td>
<td>17.2%</td>
<td>11.9%</td>
<td>3.6%</td>
</tr>
<tr>
<td>Feel if they were to disappear from the world today, nobody would really miss them</td>
<td>35.5%</td>
<td>31.1%</td>
<td>15.3%</td>
<td>13%</td>
<td>4.6%</td>
</tr>
</tbody>
</table>
### Values, ethics and Integrity

#### Which values do they consider important?

<table>
<thead>
<tr>
<th></th>
<th>Not at all</th>
<th>Slightly</th>
<th>Moderately</th>
<th>Very</th>
<th>Extremely</th>
<th>Score</th>
<th>Least</th>
<th>Highest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family life</td>
<td>1.2</td>
<td>4.7</td>
<td>14.2</td>
<td>31.3</td>
<td>48.6</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spiritual faith</td>
<td>0.8</td>
<td>3</td>
<td>8.7</td>
<td>32</td>
<td>55.6</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Self-development</td>
<td>1.1</td>
<td>3.9</td>
<td>9.1</td>
<td>36.4</td>
<td>51.5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Career success</td>
<td>6.3</td>
<td>7.1</td>
<td>9.6</td>
<td>27.5</td>
<td>49.5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Financial security</td>
<td>1.1</td>
<td>5</td>
<td>16.6</td>
<td>34.6</td>
<td>42.6</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Responsibility</td>
<td>1</td>
<td>3.2</td>
<td>11.6</td>
<td>39.9</td>
<td>44.3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Freedom</td>
<td>1.1</td>
<td>5.7</td>
<td>15</td>
<td>34.5</td>
<td>43.7</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Compassion</td>
<td>1.6</td>
<td>6.9</td>
<td>22.7</td>
<td>39.5</td>
<td>29.4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friendship</td>
<td>0.9</td>
<td>1.7</td>
<td>5.3</td>
<td>37.8</td>
<td>25.3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Generosity</td>
<td>1.5</td>
<td>7.3</td>
<td>23.5</td>
<td>38.7</td>
<td>41.3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reciprocity</td>
<td>3.3</td>
<td>9.7</td>
<td>24</td>
<td>37.7</td>
<td>25.3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Material wealth</td>
<td>2.2</td>
<td>7.1</td>
<td>19.2</td>
<td>33</td>
<td>38.6</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trufulness/honesty</td>
<td>0.7</td>
<td>1.2</td>
<td>13.7</td>
<td>11.7</td>
<td>50.8</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### The youth and Ethics

<table>
<thead>
<tr>
<th>Perception</th>
<th>Respondents in percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education is more important than money</td>
<td>28</td>
</tr>
<tr>
<td>It doesn’t matter how you get money, so long as you have it and you’re not in jail</td>
<td>43.8</td>
</tr>
<tr>
<td>There is nothing wrong with corruption in fact corruption is profitable</td>
<td>67.2</td>
</tr>
<tr>
<td>I would easily take a bribe</td>
<td>60.3</td>
</tr>
<tr>
<td>I would easily give bribe</td>
<td>58.5</td>
</tr>
<tr>
<td>I would do anything to get money</td>
<td>44.9</td>
</tr>
<tr>
<td>I really admire people who use get rich quick schemes to make millions / hustlers</td>
<td>34.8</td>
</tr>
</tbody>
</table>

#### Their perspectives on integrity

<table>
<thead>
<tr>
<th>Perspective</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Think it is important for people to follow rules and laws</td>
<td>4.4%</td>
<td>6.8%</td>
<td>12.1%</td>
<td>34.5%</td>
<td>42.1%</td>
</tr>
<tr>
<td>Have no problem in explaining their decisions and actions to those in who need to know</td>
<td>2.7%</td>
<td>8.4%</td>
<td>22%</td>
<td>40.9%</td>
<td>25.9%</td>
</tr>
<tr>
<td>Think it is important to tell the truth</td>
<td>1.6%</td>
<td>6.4%</td>
<td>16.9%</td>
<td>38.4%</td>
<td>56.7%</td>
</tr>
<tr>
<td>Are ready to face the consequences of their actions</td>
<td>2.9%</td>
<td>8.4%</td>
<td>24.2%</td>
<td>39.6%</td>
<td>24.8%</td>
</tr>
<tr>
<td>Think every citizen earning an income should pay taxes</td>
<td>7.1%</td>
<td>8.9%</td>
<td>19.8%</td>
<td>36.8%</td>
<td>27.3%</td>
</tr>
</tbody>
</table>
Responsibility

Sense of responsibility

73.9% Everyone should pay attention to the news/issues/problems, including myself

79.9% I think people should assist those who are in need of help

73.6% I know what I can do to help make my neighborhood/estate/village/town/county a better place

76% I like to help other people, even if it is hard work

75.9% I pay attention to news events/issues/problems that affect my neighborhood/estate/village/town/county

73.3% Would trying to correct a wrong action or injustice get me into trouble

Civic responsibility

<table>
<thead>
<tr>
<th></th>
<th>Strongly disagree</th>
<th>disagree</th>
<th>neutral</th>
<th>agree</th>
<th>strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Believe it is important to vote</td>
<td>4.6</td>
<td>7.1</td>
<td>20.5</td>
<td>40.6</td>
<td>27.3</td>
</tr>
<tr>
<td>feel it is very important for young people to vie for political positions</td>
<td>4.7</td>
<td>5.9</td>
<td>19.4</td>
<td>41.9</td>
<td>28.1</td>
</tr>
<tr>
<td>Intend to vote during our next general elections</td>
<td>4.6</td>
<td>6.2</td>
<td>20.2</td>
<td>40.1</td>
<td>28.8</td>
</tr>
<tr>
<td>If a young person were to vie for a political position, they would vote for them</td>
<td>4.7</td>
<td>5.9</td>
<td>19.4</td>
<td>41.9</td>
<td>28.1</td>
</tr>
<tr>
<td>Feel they are a part of their neighborhood estate/village/town/county (generally the place where I live and work)</td>
<td>8.2</td>
<td>7.6</td>
<td>17.4</td>
<td>37.6</td>
<td>29.2</td>
</tr>
<tr>
<td>Feel the government cares for them and makes them feel like an important citizen</td>
<td>11.6</td>
<td>16.7</td>
<td>29.4</td>
<td>29.2</td>
<td>13</td>
</tr>
<tr>
<td>Often discuss and think about how political, social, local or national issues affect my neighborhood/estate/village/town/county/the community at large.</td>
<td>8.6</td>
<td>14.1</td>
<td>27.8</td>
<td>35.2</td>
<td>14.2</td>
</tr>
<tr>
<td>Will vote for the person who pays them to vote for them</td>
<td>27.1</td>
<td>15.5</td>
<td>18</td>
<td>24.1</td>
<td>15.2</td>
</tr>
</tbody>
</table>
Personality and Trust

**Personality Traits**

- **76.6%** I am very trusting
- **71.4%** Most times I take the initiative to get things done
- **77.2%** I often see the glass as half full
- **81.8%** I am courageous & feel I can face anything
- **83.3%** I easily embrace change
- **43.5%** I get along easily with everyone I meet
- **57.5%** I would easily walk away from someone who confronts me in an offensive manner
- **23.4%** I am very suspicious of people
- **28.6%** Most times I prefer to wait and be guided on what I need to do
- **22.8%** I often see the glass as half empty
- **18.2%** I am fearful and afraid of challenges
- **16.7%** I hate change and like things remaining as they are
- **56.5%** I only get along too well with my close friends & family
- **42.5%** I would easily hit a person who confronts me in an offensive manner

**Which parties do they find important?**

<table>
<thead>
<tr>
<th>Which parties do they find important?</th>
<th>Not at all</th>
<th>Slightly</th>
<th>moderately</th>
<th>Very</th>
<th>extremely</th>
<th>(% respondents)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family</td>
<td>5.4</td>
<td>6</td>
<td>7.3</td>
<td>24.6</td>
<td>56.7</td>
<td></td>
</tr>
<tr>
<td>Religious organizations</td>
<td>1.4</td>
<td>4.2</td>
<td>14.9</td>
<td>32.2</td>
<td>47.2</td>
<td></td>
</tr>
<tr>
<td>Friends</td>
<td>1.2</td>
<td>6.3</td>
<td>20.5</td>
<td>40.7</td>
<td>31.2</td>
<td></td>
</tr>
<tr>
<td>Estate/neighbourhood</td>
<td>2.5</td>
<td>7.8</td>
<td>27.6</td>
<td>38.1</td>
<td>24</td>
<td></td>
</tr>
<tr>
<td>Government</td>
<td>6</td>
<td>12.5</td>
<td>28.1</td>
<td>30.7</td>
<td>22.7</td>
<td></td>
</tr>
<tr>
<td>Politicians</td>
<td>9.1</td>
<td>15.8</td>
<td>29.7</td>
<td>28.9</td>
<td>16.5</td>
<td></td>
</tr>
</tbody>
</table>
### Self assessment

<table>
<thead>
<tr>
<th>Empowerment</th>
<th>Yes</th>
<th>No</th>
<th>somewhat</th>
<th>dont know</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have the life skills and education to be a good parent</td>
<td>72.2</td>
<td>13.7</td>
<td>12.3</td>
<td>1.9</td>
</tr>
<tr>
<td>I have the life skills and education to be a good spouse</td>
<td>63.5</td>
<td>18.9</td>
<td>14.3</td>
<td>3.3</td>
</tr>
<tr>
<td>I have the life skills and education to be a good citizen</td>
<td>69.2</td>
<td>13.9</td>
<td>15</td>
<td>1.9</td>
</tr>
<tr>
<td>I have the life skills and education to excel in the career of my choice</td>
<td>59.5</td>
<td>20.4</td>
<td>17.9</td>
<td>2.2</td>
</tr>
<tr>
<td>I am aware of the youth initiatives that are available to me as a young person</td>
<td>45.8</td>
<td>33.5</td>
<td>18</td>
<td>2.8</td>
</tr>
<tr>
<td>I know how to tap into the youth initiatives e.g. the youth fund to get financial assistance or to start a business</td>
<td>36.5</td>
<td>42.4</td>
<td>16.8</td>
<td>24.3</td>
</tr>
<tr>
<td>I am aware of the policies and laws that are meant to protect/ help the youth</td>
<td>42.1</td>
<td>36.4</td>
<td>19</td>
<td>2.5</td>
</tr>
<tr>
<td>I have benefited from a government run youth initiative</td>
<td>27.3</td>
<td>53.3</td>
<td>17.8</td>
<td>1.8</td>
</tr>
<tr>
<td>Within the past one year, the government has introduced projects or programs which have impacted positively on me</td>
<td>28.9</td>
<td>49.1</td>
<td>18.7</td>
<td>3.2</td>
</tr>
<tr>
<td>My parents/family have fully prepared me to succeed in life</td>
<td>54.6</td>
<td>21.0</td>
<td>22.6</td>
<td>1.8</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Like me?</th>
<th>Very much</th>
<th>Like me</th>
<th>somewhat</th>
<th>a little</th>
<th>Not like me</th>
<th>Not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is important to this person to think up new ideas and be creative; to do things one's own way</td>
<td>40.3</td>
<td>30.4</td>
<td>14.2</td>
<td>10.1</td>
<td>4.3</td>
<td>0.7</td>
</tr>
<tr>
<td>It is important to this person to be rich; to have a lot of money and expensive things</td>
<td>23.6</td>
<td>34.7</td>
<td>20.2</td>
<td>13.9</td>
<td>6.5</td>
<td>1.1</td>
</tr>
<tr>
<td>Living in secure surroundings is important to this person; to avoid anything that might be dangerous</td>
<td>28.5</td>
<td>30.9</td>
<td>19.8</td>
<td>15.0</td>
<td>4.5</td>
<td>1.2</td>
</tr>
<tr>
<td>It is important to this person to have a good time; to “spoil” oneself</td>
<td>15.8</td>
<td>20.6</td>
<td>18.9</td>
<td>18.7</td>
<td>13.8</td>
<td>12.2</td>
</tr>
<tr>
<td>It is important to this person to do something for the good of society</td>
<td>24.7</td>
<td>32.7</td>
<td>20.7</td>
<td>15.9</td>
<td>5.2</td>
<td>0.7</td>
</tr>
<tr>
<td>It is important for this people to help the people nearby; to care for their well-being</td>
<td>24.6</td>
<td>32</td>
<td>21.3</td>
<td>16.9</td>
<td>4.9</td>
<td>0.1</td>
</tr>
<tr>
<td>Being very successful is important to this person; to have people recognize one’s achievements</td>
<td>28.8</td>
<td>29.8</td>
<td>20.7</td>
<td>15.4</td>
<td>4.9</td>
<td>0.4</td>
</tr>
<tr>
<td>Adventure and taking risks are important to this person; to have an exciting life</td>
<td>16.9</td>
<td>26.7</td>
<td>21.9</td>
<td>19.8</td>
<td>10.9</td>
<td>4.1</td>
</tr>
<tr>
<td>It is important to this person to always behave properly; to avoid doing anything people would say is wrong</td>
<td>26.7</td>
<td>30.6</td>
<td>19.5</td>
<td>17</td>
<td>4.8</td>
<td>1.4</td>
</tr>
<tr>
<td>Looking after the environment is important to this person; to care for nature and save life resources</td>
<td>24.7</td>
<td>28.9</td>
<td>21.2</td>
<td>18.3</td>
<td>5.4</td>
<td>1.4</td>
</tr>
<tr>
<td>Tradition is important to this person; to follow the customs handed down by one’s religion or family</td>
<td>23.4</td>
<td>25.3</td>
<td>20</td>
<td>17.4</td>
<td>10.3</td>
<td>3.6</td>
</tr>
</tbody>
</table>
Access to Sexuality information

- % respondents by age
  - Below 21
  - 21-25
  - 26-30
  - 31-35

- Perspectives
  - Strongly disagree
  - disagree
  - neutral
  - agree
  - strongly agree

<table>
<thead>
<tr>
<th>Statement</th>
<th>Least</th>
<th>Highest</th>
</tr>
</thead>
<tbody>
<tr>
<td>There is nothing wrong with having sex outside marriage</td>
<td>55.5</td>
<td>20.9</td>
</tr>
<tr>
<td>There is nothing wrong with having more than one sexual partner outside marriage provided they don't know each other</td>
<td>51.4</td>
<td>24.4</td>
</tr>
<tr>
<td>There is nothing wrong with having more than one sexual partner within marriage provided they don't know each other</td>
<td>51.7</td>
<td>25.3</td>
</tr>
<tr>
<td>You only need to use a condom when having sex with a stranger</td>
<td>31.2</td>
<td>15.9</td>
</tr>
<tr>
<td>There is nothing wrong with abortion</td>
<td>54</td>
<td>22.7</td>
</tr>
<tr>
<td>There is nothing wrong with same sex relationship / homosexuality</td>
<td>66.1</td>
<td>18.1</td>
</tr>
<tr>
<td>Most of my friends had their first sexual experience before 18 years</td>
<td>21.7</td>
<td>15.9</td>
</tr>
</tbody>
</table>
**YOUTH & MEDIA USAGE**

### Frequency of internet Use

- **5-10 times a month**: 0.2%
- **Above 10 times a month**: 0.5%
- **2-5 times a month**: 0.3%
- **2 days in a week**: 0.8%
- **Once a month**: 1.5%
- **3 days in the week**: 1.8%
- **1 day in the week**: 2.6%
- **Constantly when I’m online**: 4.1%
- **5-10 hours per day**: 4.5%
- **2-5 hours per day**: 6.1%
- **I don’t use the internet**: 16.1%
- **Rarely**: 24%
- **1 hour or less**: 35.9%

### Media Usage

#### Social media platforms
- Badoo: 0.1%
- Tumblr: 0.1%
- Tagged: 0.1%
- Instagram: 0.3%
- Viber: 0.2%
- LinkedIn: 0.3%
- Twitter: 0.8%
- WhatsApp: 8.8%
- Facebook: 64.1%
- Other: 25.3%

#### Top 10 favourite Television Channels
- KTN: 48.5%
- EATV: 20.5%
- MultiChoice DSTV: 10%
- Citizen: 9.3%
- NBS TV: 4.8%
- LTV: 2.8%
- WBS Television: 1.3%
- UBC: 1.2%
- Other: 6.6%
- NTV Uganda: 4.5%

#### Top 10 Radio frequencies
- Arua One FM: 3.1%
- Nile FM: 3.2%
- Akaboozi FM: 3.5%
- Impact FM: 3.6%
- Mega FM: 3.8%
- Luo FM: 4.1%
- Others: 6.8%
- Bukedde FM: 8%
- Radio Simba: 15.3%
- Capital FM: 22.4%

### Online activity

<table>
<thead>
<tr>
<th>Activity</th>
<th>&gt;20</th>
<th>21-25</th>
<th>26-30</th>
<th>31-35</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comment on friends page/pictures/walls</td>
<td>35.2</td>
<td>37.1</td>
<td>37.1</td>
<td>26.8</td>
</tr>
<tr>
<td>Chat via social networks</td>
<td>16.3</td>
<td>17.6</td>
<td>14</td>
<td>13.5</td>
</tr>
<tr>
<td>Go online to get news about politics and current affairs</td>
<td>8.3</td>
<td>7.8</td>
<td>7.6</td>
<td>10.1</td>
</tr>
<tr>
<td>Go to educational site for information</td>
<td>6.5</td>
<td>6.5</td>
<td>5.9</td>
<td>6.9</td>
</tr>
<tr>
<td>Comment on blogs</td>
<td>4.9</td>
<td>7.5</td>
<td>8.2</td>
<td>4.3</td>
</tr>
<tr>
<td>Share content online</td>
<td>4.2</td>
<td>5.4</td>
<td>4.9</td>
<td>5.5</td>
</tr>
<tr>
<td>Watch Videos, Movies, or listen to music</td>
<td>5.4</td>
<td>4.2</td>
<td>2.0</td>
<td>2.7</td>
</tr>
</tbody>
</table>

### Print media

- The Independent: 1.4%
- The Observer: 5.1%
- Red Pepper: 6.8%
- Other: 15.5%
- Bukedde: 16.6%
- Daily Monitor: 21.8%
- New Vision: 32.8%

### Word of mouth

- 2.1%
- 1.4%

### Print media

- 4.8%
- 6.6%

### Social media

- 4.5%
- 5.3%

### Television

- 56.6%
- 62.3%

### Radio

- 25.3%
- 43%

### Urban vs Rural

- Urban: 64.1%
- Rural: 25.3%

### Mobile Internet Usage

- Blogging: 1%
- Content downloads: 1.1%
- Ringtone downloads: 1.5%
- Software downloads: 1.5%
- Picture downloads: 2.1%
- Game downloads: 2.4%
- Youtube: 3%
- Twitter: 3.3%
- Music downloads: 3.3%
- Internet browsing: 4.7%
- Email: 4.8%
- Whatsapp: 5.8%
- Nothing, I don’t use cell phone: 15.1%
- Facebook: 31.3%
- SMS: 52.9%
- Phone calls: 60.3%
Concerns, Happiness and Role Models

Concerns for government attention

- Employment: 48.7%
- Poverty: 9.7%
- Business: 19.2%
- Recognition: 7.8%
- Opportunities: 7.8%
- Others: 0.4%

Youth happiness and satisfaction

- Happiness Index: 5.34%
  - Extremely happy: 12.3%
  - Happy: 22.1%
  - Neutral: 27.2%
  - Unhappy: 21.5%
  - Extremely unhappy: 16.8%

Satisfaction Index

- Completely satisfied: 5.7%
- Satisfied: 19%
- Neutral: 27%
- Dissatisfied: 24.2%
- Completely dissatisfied: 24.1%

Role models among the youth

- Barrack Obama: 37.4%
- Jose Chameleon: 11.4%
- Dorcas Luzikuru: 11%
- Stephen Kiprotich: 10.2%
- Allen Kagira: 8.2%
- Arch Stanley Ntagali: 6.8%
- Michael Ezra: 5.7%
- Nasser Sebaggala: 3.7%
- Charles Mbire: 3.1%
- Emmanuel Okwi: 2.5%
## Wishes and Investment priorities

### Future perceptions

**How they see the country in the future**

<table>
<thead>
<tr>
<th>Future perception</th>
<th>(% respondents)</th>
<th>Yes</th>
<th>No</th>
<th>Somewhat</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Richer or wealthier materially</td>
<td></td>
<td>59.2</td>
<td>13.3</td>
<td>15.7</td>
<td>6.8</td>
</tr>
<tr>
<td>Poorer in values and ethics</td>
<td></td>
<td>39.8</td>
<td>39</td>
<td>15.8</td>
<td>5.4</td>
</tr>
<tr>
<td>With a worsening environmental conditions</td>
<td></td>
<td>38.2</td>
<td>57.3</td>
<td>18.3</td>
<td>6.2</td>
</tr>
<tr>
<td>Offering more opportunities for youth</td>
<td></td>
<td>38.8</td>
<td>25.3</td>
<td>27.6</td>
<td>8.3</td>
</tr>
<tr>
<td>Rewarding hard work</td>
<td></td>
<td>38.4</td>
<td>24.7</td>
<td>24.4</td>
<td>12.4</td>
</tr>
</tbody>
</table>

### Forecasting the future

**How they would spend 10 million today**

<table>
<thead>
<tr>
<th>Investment priority</th>
<th>(% respondents)</th>
<th>Yes</th>
<th>No</th>
<th>Somewhat</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recreational trip</td>
<td></td>
<td>1.4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Boost career</td>
<td></td>
<td>1.8</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Charity Event</td>
<td></td>
<td>2.0</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Others</td>
<td></td>
<td>2.6</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Buy a car</td>
<td></td>
<td>3.5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Further my education</td>
<td></td>
<td>8.7</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Invest in farming</td>
<td></td>
<td>8.8</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Buy/build rental Houses</td>
<td></td>
<td>9.2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Buy land/house</td>
<td></td>
<td>9.9</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Start/Improve Business</td>
<td></td>
<td>46.2</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>