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**TSDI Survey Results**

**Nigeria Leadership &  
Economic Outlook  
Survey**

**The Spring Development Initiative USA**



The Spring Development Initiative  
Empowering Communities for Improvement



# Results from the Nigeria Leadership and Economic Outlook Survey

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*The Spring Development Initiative (TSDI)*

*in collaboration with*

*Strategy and Innovation for Development (SI4DEV)*





## **I. TSDI: WHO WE ARE**

The Spring Development Initiative (TSDI) is a registered 501(c)3 not-for-profit organization in the United States of America, which supports positive social change through mentoring, leadership development, and community-led projects. We empower community leaders through skills transfer, collaborative forums, research products and the financial support they need in taking action to change their communities for the better. We equip them with training and experiential skills in core areas, such as needs assessment, action planning, project management, evaluation, and sustainability.

### **A. VISION**

A culture of community driven action towards meeting sustainable development goals at the grassroots level.

### **B. MISSION**

To offer leadership and project management skills, experience, mentoring, and funding support to community leaders taking action to improve their communities. We work in four impact areas - governance, education, healthcare and economic development to support grassroots change makers in the United States and in low- and middle-income countries.

### **C. OUR STORY**

Since 2010, my co-founder and I have supported individuals, small enterprises and local nonprofits in Nigeria with financial grants and loans. During this time, we observed that grassroots solutions devised and refined with the input of local stakeholders made the most impact and were more sustainable.

Our experience also showed a gap in the capacity necessary to maximize efforts to create sustainable development in their communities. There is minimal evidence to base development work on, and change-makers often initiate projects without enough initial planning. These challenges limit thousands of potential businesses, policy and advocacy leaders, and their impact in communities.

For instance, in 2011, a literacy NGO we support, started with individual donors and basic planning and reporting. Through them, more than 3,000 children each read about ten books in about three years, but support dwindled, as there were no SMART objectives or key performance indicators to attract large grants and expand programs.

TSDI is branded on empowering communities for improvement – a vision we believe that potential volunteers and partners of the organization will connect with. We provide a means for diverse change-makers, including women, disenfranchised youths, and low-income communities to benefit from training, collaboration, mentoring, research/documentation, and significant corporate sponsorship.



## **II. About SI4DEV**

Strategy and Innovation for Development (SI4DEV) is a Nigerian affiliate organization of The Spring Development Initiative in the USA. SI4DEV believes that grassroots civic and community leadership is the bedrock for positive social change. SI4DEV brings together individuals and groups and equip them with practical skills towards achieving strong governance, improved health, quality education and economic development for their communities. SI4DEV is a non-governmental organization registered in Nigeria with the Corporate Affairs Commission in November 2017.

### **A. Our Vision:**

Communities with more participation in governance, accountable leadership, sustainable businesses and access to high-quality healthcare and education for all.

### **B. Our Mission:**

Train and upskill change makers on how to successfully implement community driven projects, how to effectively access resources to be able to deliver a better quality of life for local communities and how to contribute to sustainable national growth and development.

### **C. Strategic Goal:**

Develop a nationally recognized framework that allows local leaders to successfully drive and improve governance, health, entrepreneurship and educational development in their communities.

Strategy and Innovation for Development Initiative (SI4DEV) is committed to empowering community leaders who are working towards a 21st century Nigeria where every citizen has a just and fair access to the resources and opportunities needed to achieve their full potential.

SI4DEV partners with these local change makers and influencers and offer the capacity building, collaborative forums and research products they need to implement strong governance systems and to improve the education, economic and health attainment of their communities. Volunteers can join SI4DEV as interns, fellows or ambassadors through the SI4DEV Partners Program.

## **III. About the SI4DEV Partners Program**

Our Partners program is a 6-month intensive capacity development opportunity where diverse youth leaders, influencers and changemakers are selected for training, mentoring and experiential skills development. Partners are exposed to opportunities to collaborate on improvement work with a wide range of committed, inspiring and influential experts and professionals. Subject-matter experts and practitioners provide detailed information on issues and trends to help generate new ideas and share best practices.



**Ambassadors** - Ambassadors will support SI4DEV in expanding our Fellowships by identifying and cultivating members in their local/focus area.

**Fellows** - We welcome government officials and policy makers, healthcare providers, educators, individual who own or work with civil society and faith-based organizations, political and business leaders to join our diverse and influential network.

**Interns** - Volunteers 16 years and above living anywhere in the world will benefit from online training modules, including in person workshops and seminars.

Through interactive groups, staff provide support on a regular basis to challenge individuals or teams in ways that maximize their strengths and help them develop competencies in making effective decisions, partnership and collaboration, time management, leading and communicating.

There are Leadership & Management development like coaching and mentoring, e-learning courses, knowledge and behavioral development, speaker opportunities, peer learning, in person meetings or training and development sessions and visits to national and global events and institutions.

Through the Initiative, we provide training programs, technical assistance, collaborative forums and seed funding to deliver quality programming to our partners. Beneficiaries span various sectors and include government officials and policy makers, healthcare providers, educators, founders of civil society and faith-based organizations, political and business leaders.

These stakeholders will in turn inspire and influence their communities and champion the use of innovative and evidence-based strategies to achieve lasting results in governance, health, education, and enterprise. Our diverse experience in community-based partnership activities allows us to scale some of our previous impact and develop new programs and pilots with our supportive donors.

#### **IV. The SI4DEV Partners Program 2018 Application**

The SI4DEV Partners Program used a 2-step approach in receiving applications into the 2018 class of partners to determine the most qualified candidates. A total of 456 potential volunteers applied at the first stage and those living in Nigeria received the link to the second stage, 211 candidates applied.

Applicants are generally younger and employed in many different occupational fields. There are more men than women volunteers, though women still make up a good portion of volunteers at roughly 30%. Volunteers bring several additional skills to SI4DEV, apart from their strictly occupational skills such as grant writing, marketing, etc.



Volunteers were given the option of selecting one of four areas of development that they are interested in. Most respondents are interested in education (41.7%), followed by enterprise (31.8%), health (19.4%), and governance (7.1%).

Volunteers were asked about their ideas or action plans for their local communities, as well as what they would do differently to transform the social systems in Nigeria given the opportunity. Every volunteer reported that they had plans for local development, and many went into further details for the future or current programs they are working on implementing in their communities, which were in most cases quite pragmatic.

When asked about what they would change with the social systems in Nigeria given a leadership opportunity, volunteers provided more idealistic answers, which although perhaps not currently feasible, demonstrate the values and commitments of volunteers.

Three themes appear in the action plans and goals listed by volunteers:

1. The need to provide more services including education and work opportunities to women.
2. The need to provide more services including education and work opportunities to youth.
3. The need to engage community members in development programs to establish self-reliance.

When asked what they would do with a \$1000 grant, if they had or intended to register a business, majority of volunteers further outlined their goals for development within their local communities. These responses echoed the plans for development above, once again focusing on improving education and reducing poverty specifically among women, children, and youth.

Overall, volunteers demonstrate valuable skills through education and work, and express a strong desire to improve their local communities.

## V. Nigeria Leadership and Economic Outlook Survey

### Executive Summary

Of the 211 Stage 2 volunteers, **162 (76.8%) responded to the 2018 online survey** administered by The Spring Development Initiative. Survey respondents represented 31 states in Nigeria and ranged from 20 to 48 years of age. By gender, a third of respondents were female. By occupation, nearly 40% were entrepreneurs. Approximately three-quarters held a bachelor's degree or higher. Almost 70% of respondents reported a total monthly income of N10,000-100,000.

The biggest concerns reported by respondents were **jobs and unemployment** and **corruption among politicians**. Politicians were overwhelmingly perceived as the most corrupt group, and public sector employees in general were perceived as more corrupt than private sector employees. Other concerns focused on the **cost and quality of living** – namely the cost and quality of education, health care, and



electricity; low wages; and high inflation. Of the government functions, the Legislative and Executive branches were seen as significantly more corrupt than the Judiciary.

Roughly **two-thirds of respondents were employed either part or full time**, and nearly **90% were actively looking for or willing to consider new jobs**. While nearly half of respondents reported that their families were worse off financially than they were three years ago, they were optimistic about their future financial outlook. Three-quarters of respondents predicted that a year from now they would be better off financially. Entrepreneurs tended to be both more content with their current employment and more optimistic about their financial future than employees, students, and NYSC corporers.

In general, **women held a more pessimistic view of socio-political institutions** than men. Namely, women were more likely to rate the Social Investment Programs as below average and more likely to report below-average levels of trust in INEC for the 2019 elections. Additionally, women were more likely to rate President Buhari's performance as below-average and more likely to predict that the hard times would continue if Buhari wins another term. That being said, **a majority of both men and women rated Buhari's performance as below-average**.

**Men and women's voting behaviors also differed significantly**. Women were both less likely to have voted in the last election and less likely to be registered to vote or not interested in voting. Preferences for presidential candidates in both the last election and 2019 election also diverged. Finally, men were also more likely to belong to a political party than women, and, of those who belonged to a party, were more likely to vote their party's candidate.







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## Faces of Some Survey Respondents

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## I. Representativeness of Survey Results

### A. Response Rate

Of the 211 Stage 2 volunteers who were given access to the online survey, 162 volunteers completed the survey (76.8%).

### B. Sex

Female volunteers had a higher response rate than male volunteers (88.5% versus 72.0%). As a result, female volunteers are slightly overrepresented in the survey results and male volunteers slightly underrepresented. While 28.9% of Stage 2 volunteers were female, 33.3% of survey respondents were female.

**Table 1: Sex of Volunteers and Respondents**

	Stage 2 Volunteers		Survey Respondents		Response Rate
	<i>N</i>	%	<i>N</i>	%	%
Female	61	28.9	54	33.3	88.5
Male	150	71.1	108	66.7	72.0
Total	211	100.0	162	100.0	76.8

### C. State of Residence

While the 211 Stage 2 volunteers lived in 35 of the 36 states of Nigeria, the 162 survey respondents came from 31 states. As a result, 4 states of residence are not represented in the survey results.

### D. Age

The age distribution of the 162 survey respondents generally approximates the age distribution of the 211 Stage 2 volunteers. However, both the minimum and maximum ages of the survey respondents fall short of the total volunteer pool, indicating that volunteers at either end of the age distribution are underrepresented in the survey results. Additionally, the median age of the respondent pool (30) is 2 years older than the median age of the volunteer pool (28).

**Table 2: Age of Volunteers and Respondents**

	Stage 2 Volunteers	Survey Respondents
Minimum	16.00	20.00
Median	28.00	30.00
Average	28.93	30.46
Maximum	56.00	48.00



## E. Occupation

As with the total volunteer pool, more than a third of survey respondents worked as entrepreneurs. This includes those who own a small business of NGO; tailors or fashion designers; animal or plant farmers; traders or marketwomen; religious leaders; and electricians or plumbers. However, response rates varied significantly across occupations. Those employed by the government had the lowest response rate (59.1%), while those employed in the business sector had the highest response rate (90.0%). Consequently, government employees and NYSC corpers (and, to a lesser extent, entrepreneurs and NGO employees) are underrepresented in the survey results.

**Table 3: Occupation of Volunteers and Respondents**

	Stage 2 Volunteers		Survey Respondents		Response Rate
	N	%	N	%	%
Entrepreneur	77	36.5	60	37.0	77.9
Employed by NGO	35	16.6	25	15.4	71.4
Business Sector	30	14.2	27	16.7	90.0
Student	27	12.8	24	14.8	88.9
Government	22	10.4	13	8.0	59.1
NYSC	20	9.5	13	8.0	65.0

## II. Additional Demographics of Survey Respondents

### A. Education

The largest share of respondents – nearly half of women and just over half men – held a bachelor’s degree, while approximately a quarter of respondents held a certificate of diploma (such as SSCE/GCE, NCE, OND, or HND). Women were slightly more likely than men to hold a professional or graduate degree such as MMBS, LLB, a post graduate diploma, or a master’s degree.

**Table 4: Highest Level of Education**

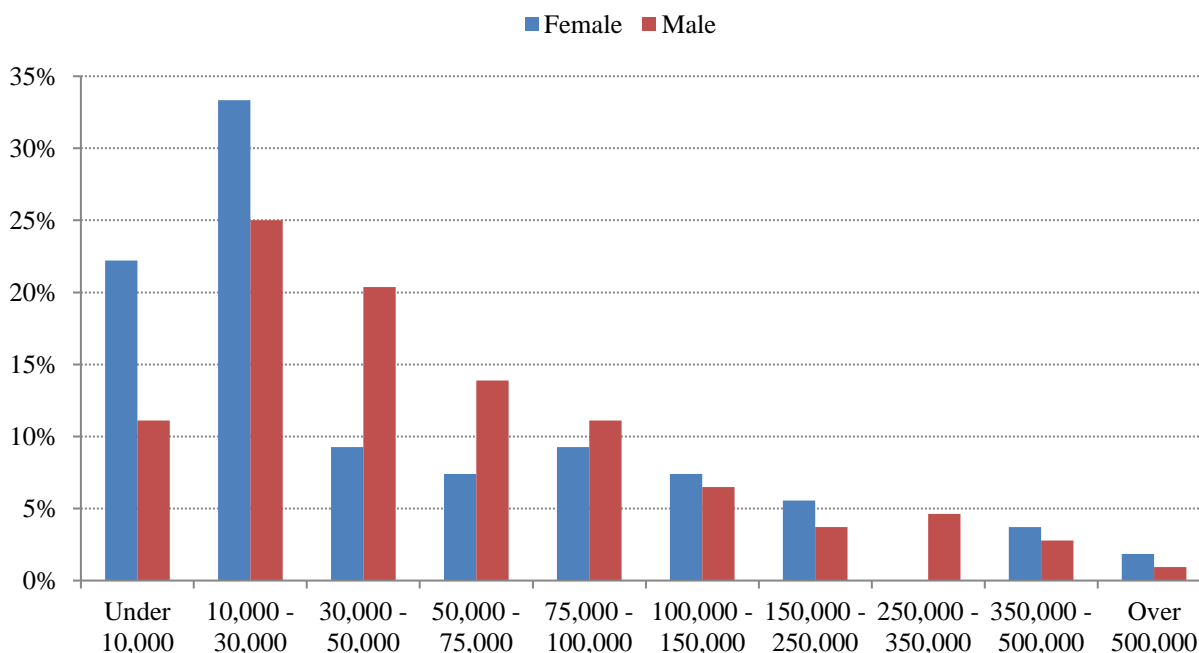
	Total		Female		Male	
	N	%	N	%	N	%
Certificate or Diploma	39	24.1	13	24.1	26	24.1
Bachelors	85	52.5	26	48.1	59	54.6
Professional or Graduate Degree	38	23.5	15	27.8	23	21.3



## B. Income

Across all occupations, the largest share of respondents (27.8%) reported a total monthly income of N10,000-30,000, while 14.8% reported a total monthly income of under N10,000. Excluding students and NYC corpers, 8.0% reported a total monthly income of under N10,000 and 22.4% reported a total monthly income of N10,000-30,000. In both cases, approximately two-thirds of respondents reported a total monthly income of N10,000-100,000.

**Figure 1: Number of Respondents by Total Income (all occupations)**



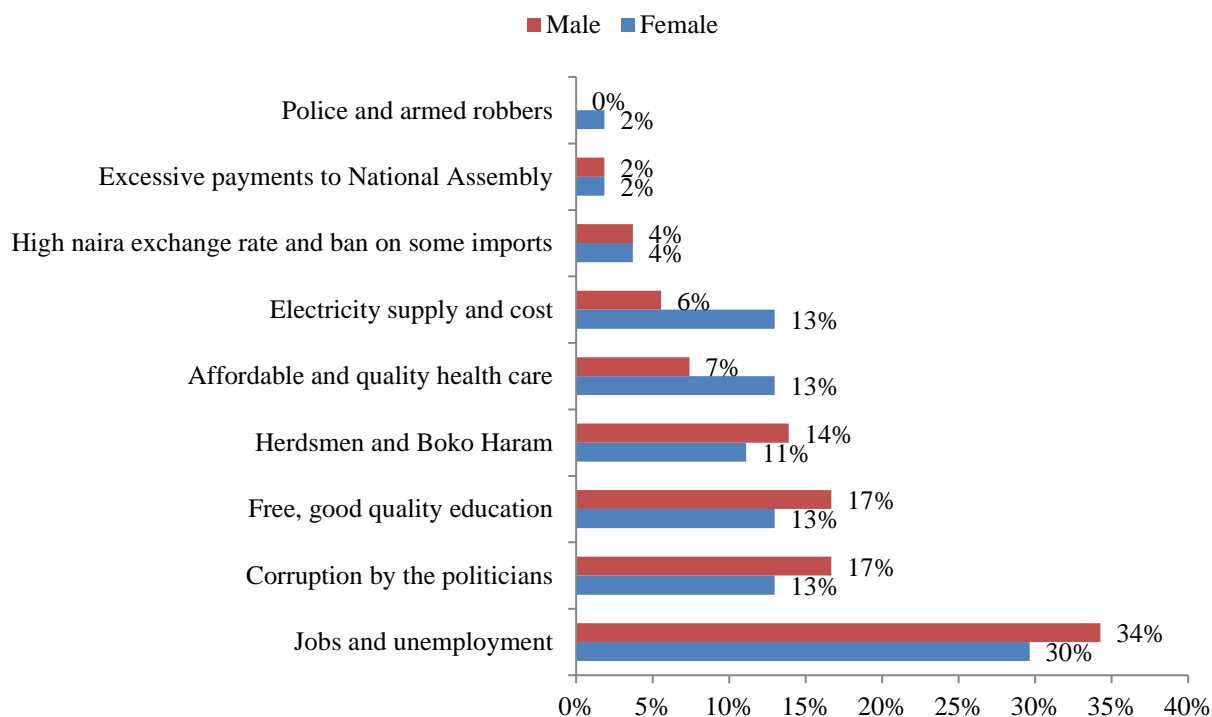


### III. General Outlook

#### A. Current Concerns

The largest share of both women and men reported **jobs and unemployment** as the issue that mattered most at the moment (29.6 and 34.3%, respectively). The next three most frequently reported concerns were corruption by politicians (15.4% overall), free and quality education (15.4% overall), and herdsmen and Boko Haram (13.0% overall). Women were also slightly more likely to report affordable and quality health care and electricity supply and cost as concerns. See Figure 2 below.

**Figure 2: Issues that Matter Most Right Now**



#### B. Corruption

**Politicians were overwhelmingly perceived as the most corrupt group (72.2%),** followed by police (11.7%) and civil servants (10.5%). Jointly, these indicate that respondents generally perceive those employed in the public sector as more corrupt than those employed in the private sector. Additionally, responses varied by occupation. Among those employed by the government, 61.5% reported that politicians were the most corrupt, while 78.4% of students and NYSC corpsers reported the same.

#### C. Social Investment Programs

Women were more likely to rate the Social Investment Programs (such as school meals, direct payment to unemployed, Youwin Connect, and Npower) as below-average, while men were more likely to rate these programs as above-average. Nearly half (48.1%) of women rated the programs as below-average,





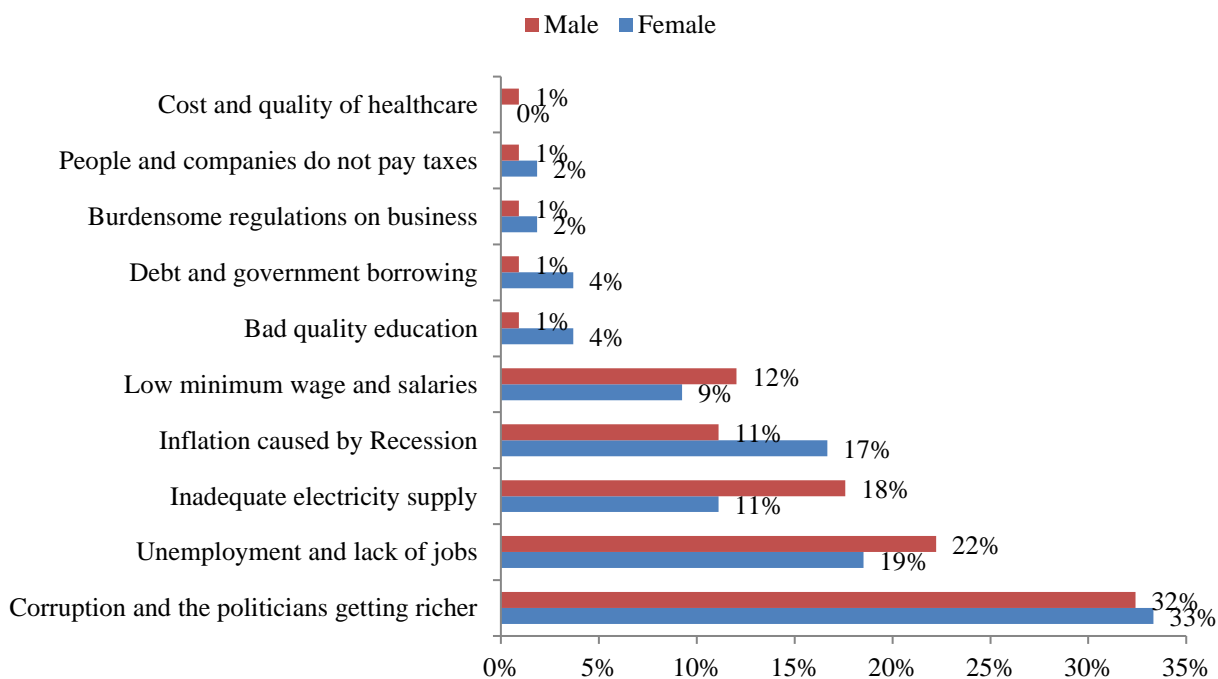
while 18.5% rated the programs as above-average. Conversely, nearly equal proportions of men rated the program as below- and above-average (39.8 and 35.2%, respectively).

## IV. Economic Outlook

### A. Economic Concerns

The largest share – approximately a third – of respondents reported that the biggest economic problem facing the country right now was **corruption and the politicians getting richer**. The second biggest concern, reported by 21.0%, was unemployment and lack of jobs. This corroborates respondents' perceptions of the most important issues, discussed above. Additionally, men reported a slightly higher concern over inadequate electricity supply, and women reported a slightly higher concern over inflation caused by the recession. See Figure 3 below.

**Figure 3: Biggest Economic Problem Facing the Country**



### B. Household Financial Situation

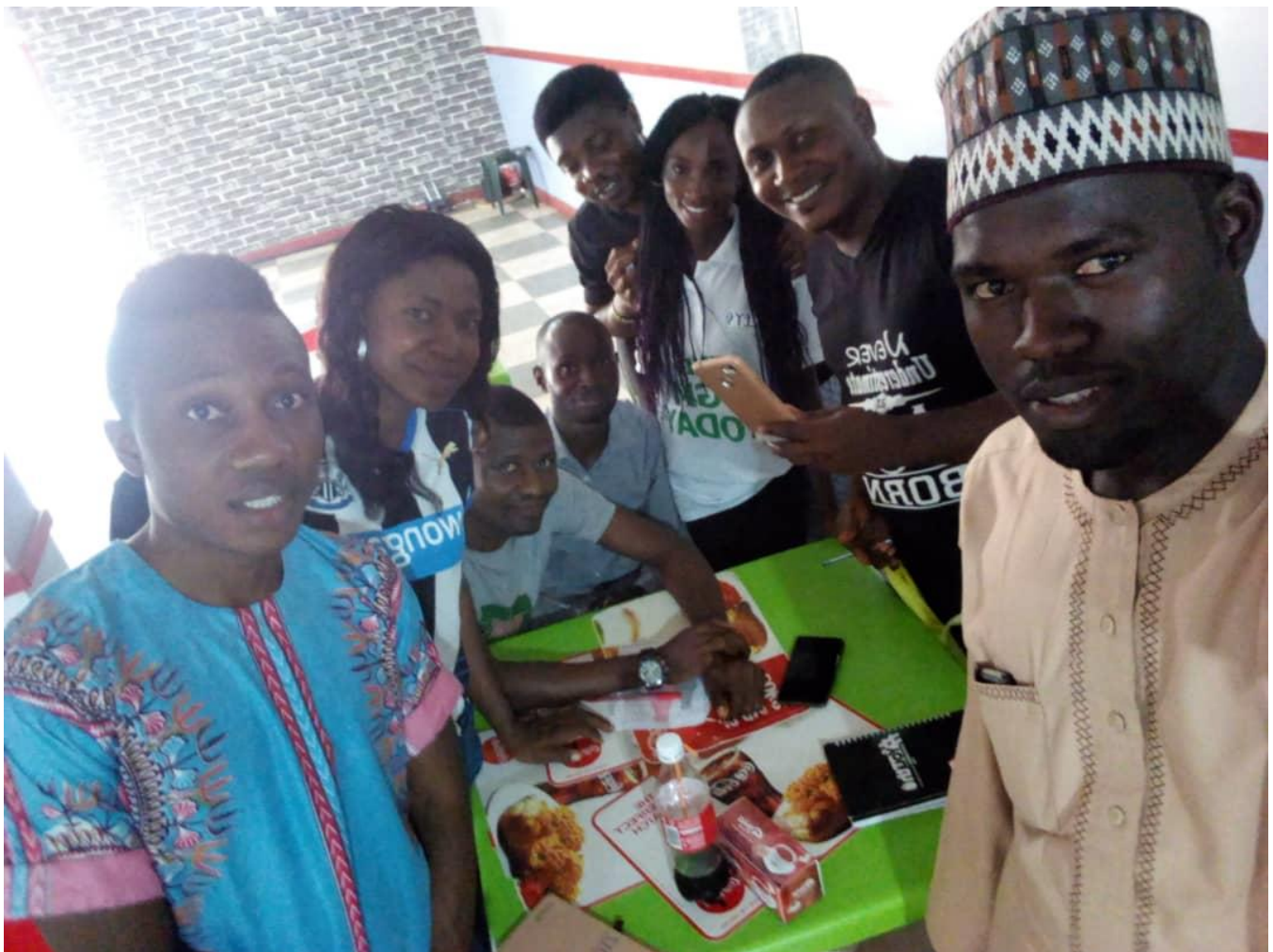
While respondents were generally pessimistic about their current economic situation, they expressed confidence that their situation would improve. Specifically, **46.3% of respondents reported feeling worse off financially than three years ago**, while 32.1% of respondents reported feeling the same and 21.6% reported feeling better off. However, **74.7% predicted that a year from now they would be better off financially**, while 19.8% predicted they would be the same and only 5.6% predicted they would be worse off.



Respondents' outlooks differed somewhat by occupation. While 81.7% of entrepreneurs predicted that they would certainly be better off, just 53.8% of those employed by the government predicted the same. Additionally, nearly all respondents (95.1%) opined that they would expect to be paid more than they are currently paid if they had to find a new job in the next few months.

### C. Local Food and Drink Prices

**A large majority of respondents overall opined that local prices of food and drinks have not reduced in the past year.** However, while nearly all women (98.1%) reported no reduction, 15.7% of men reported that local prices had or might have reduced. This could reflect, in part, differences in consumption patterns between men and women.







## V. Economic Behavior

### A. Employment

Overall, **57.4 and 69.4% of women and men, respectively, were employed** and working either full or part time. Of those not employed, the largest share was looking for paid work, followed by those who reported as students. Only 7.4% of women and 4.6% of men reported that they were not employed and not looking for paid work.

**Table 5: Employment Status**

	Total		Female		Male	
	<i>N</i>	%	<i>N</i>	%	<i>N</i>	%
Employed – working full time	67	41.4	19	35.2	48	44.4
Employed – working part time	39	24.1	12	22.2	27	25.0
Not employed – looking for paid work	29	17.9	10	18.5	19	17.6
Not employed – student	18	11.1	9	16.7	9	8.3
Not employed – not looking for paid work	9	5.6	4	7.4	5	4.6

Additionally, approximately 90% of both female and male respondents reported that they were either actively looking for another job (43.2% overall) or willing to consider another job if approached (45.1% overall). These figures varied somewhat by occupation. Entrepreneurs were least likely to report that they were looking for or willing to consider another job (80.0%), while 89.2% of students and NYSC corpsers and more than 90% of employees across all sectors reported the same.

### B. Consumer Goods

**Majority of both women and men reported that they were more likely to buy foods and consumer goods made by Dangote Industries** than other foreign or local products, but men were even more likely to do so. While 85.2% of men answered affirmatively, 66.7% of women did so. Another 24.1% of women reported that they may be more likely to buy goods made by Dangote Industries, while only 8.3% of men responded in kind.



## VI. Political Outlook

### A. Corruption

As noted above, a **significant majority of respondents (72.2%) reported that they perceived politicians as the most corrupt group**. Additionally, respondents regarded the Executive and Legislative branches of the government as the most corrupt (45.7 and 43.2%, respectively). Only 11.1% of respondents regarded the Judiciary as the most corrupt.

In terms of their trust in INEC to deliver a credible, free, and fair election in 2019, **women were had a significantly more pessimistic outlook of INEC than men**. Nearly 60% of women reported below-average trust in INEC, while approximately 30% of men reported the same. Conversely, only 7.4% of women but 28.4% of men reported above-average trust in INEC.

### B. Approval of President Buhari

Women and men also reported different approval ratings for Buhari's performance of president, although both groups generally reported low ratings. **72.2% of women and 59.3 of men rated the President's performance as below-average**, while only 5.6% of women and 19.4% of men rated his performance as above-average. Similarly, 63.0% of women predicted that the hard times will continue if Buhari wins another term as president and only 11.1% predicted that things would continue to improve. Male volunteers were more optimistic – 42.6% predicted that things would improve while 38.0% predicted that the hard times would continue.

**The majority of volunteers (58.0%) did not approve of the President rejecting the Bill to establish a Peace Corps**. Among those who did approve, men were more likely to do so – 28.7% of men but only 16.7% of women reported that they did approve. Women were also less likely to be aware of the development (14.8% of women compared to 2.8% of men).





### C. Influence

Most respondents believed they could name the most influential politician at local, state, and national levels. Respondents were most likely to say they didn't know who the most influential politician was that there wasn't one most influential politician at the local level (19.8%), while only 7.4% reported the same at the state level and 5.6% reported the same nationally. That may indicate that volunteers are more politically engaged or more closely track political developments at the state and national levels.

## VII. Political Behavior

### A. Voting

**A sizeable majority (57.4%) of women reported that they did not vote in the 2015 presidential election.** A comparatively smaller share of men reported the same (39.8%). Of those who did vote, nearly two-thirds of women voted for Goodluck Jonathan while nearly two-thirds of men voted for Muhammadu Buhari.

For the 2019 presidential election, **the largest share of women (27.8%) reported that they would vote for Fela Durotoye**, while **the largest share of men (21.3%) reported that they would vote for President Buhari**. Only 5.6% of women reported that they would vote for President Buhari, although men also reported some support for Fela Durotoye at 16.7%. Respondents also reported some support for Donald Duke (20.4% of women and 11.1% of men) and women, but not men, reported support for Ngozi Okonjo-Iweala (18.5% of women and 1.9% of men).

In line with voting practices, women were more likely than men to report that they were either not registered to vote (22.2% of women and 13.0% of men) or not interested in voting (7.4% of women and 3.7% of men). Overall, the largest share of respondents was registered to vote and their PVC was their current city of residence (44.4% of women and 64.8% of men).





## B. Political Alliance

The majority of respondents reported that they did not belong to any political party, although women were again more likely to report so – 75.9 of women and 50.0% of men. Of those who did belong to a political party, women were split among the APC, PDP, Alliance for New Nigeria, and APGA (however, due to the small sample size note that this breakdown is likely not representative). Nearly half (48.1%) of men who belonged to a political party belonged APC, while another 31.5% belonged to PDP.

Among respondents who belonged to a political party, **women and men reported that they would vote the best manifesto rather than their party's candidate at similar rates (approximately 45%)**. However, men were more likely to definitively report that they would vote their party's candidate – 40.7% of men versus 7.7% of women (as noted above, due to the small sample size note that the breakdown among female respondents is likely not representative).

Both female and male candidates nearly unanimously reported that they would not ask for money or take money if offered to vote for a candidate (98.1% of women and 95.4% of men). The remaining respondents reported that they might ask for or take money; none reported that they would definitively do so.





### **Acknowledgements**

Text and Analysis: Gita DeVaney with contribution from Nkem Akinsoto.

Report design: Nkem Akinsoto.

Special thanks to Strategy and Innovation for Development Initiative (SI4DEV) Nigeria.

