

RuralNet Associates Ltd  
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## News release

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### Tribal feelings are increasing in intensity

About half of Zambians (50%) have strong feelings of belonging to their ethnic group (tribe) while at the same time feeling a part of Zambia, according to the most recent Afrobarometer survey.

A small but growing number of Zambians place their tribal identity above national identity, according to the survey, which was conducted in October 2014.

The data is being released against a backdrop of public debates about the extent of tribalism in Zambia. It demonstrates that Zambians are, indeed, tribal and tribal feelings are growing in intensity.

#### Key findings

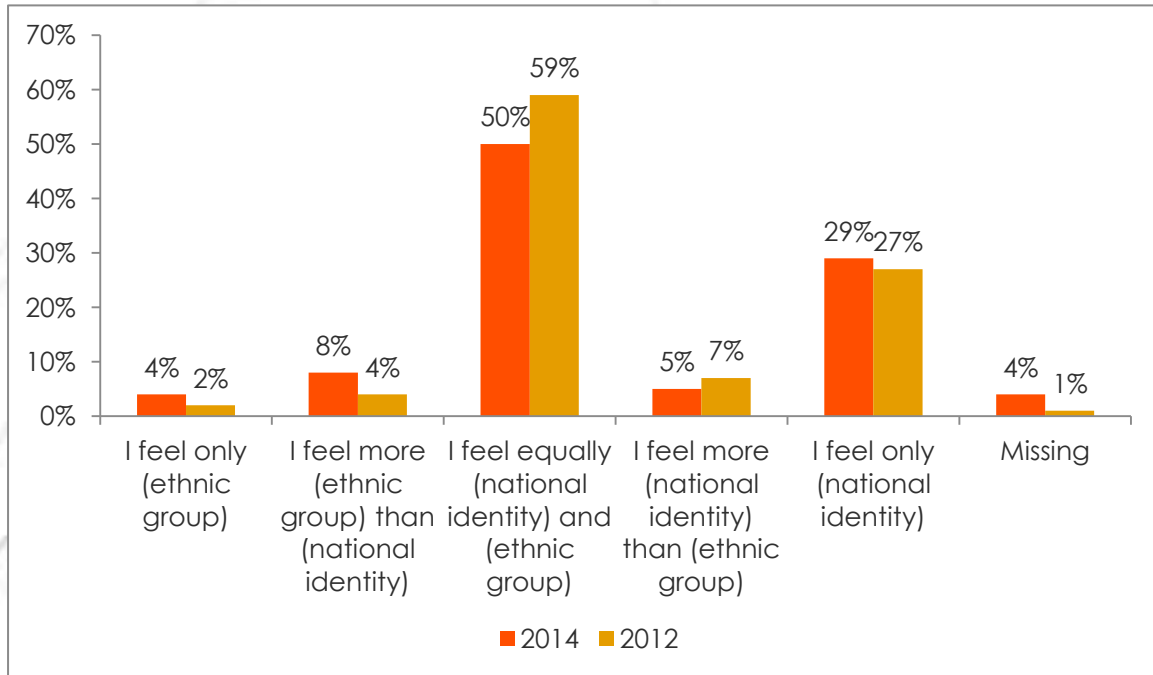
- Zambia is a highly ethnically diverse country, with a nine out of ten (88%) chance that if one picked two Zambians at random, they would belong to two different tribes.
- About one out of 10 (12%) Zambians have intense feelings of belonging to their tribal grouping at the expense of national identity.
- About half of Zambians (50%) have strong feelings of belonging to their ethnic group (tribe) while at the same time feeling a part of Zambia.

#### Afrobarometer

Afrobarometer is an African-led, non-partisan research network that conducts public attitude surveys on democracy, governance, economic conditions, and related issues across more than 30 countries in Africa. Five rounds of surveys were conducted between 1999 and 2013, and Round 6 surveys are currently under way (2014-2015). Afrobarometer conducts face-to-face interviews in the language of the respondent's choice with nationally representative samples of between 1,200 and 2,400 respondents.

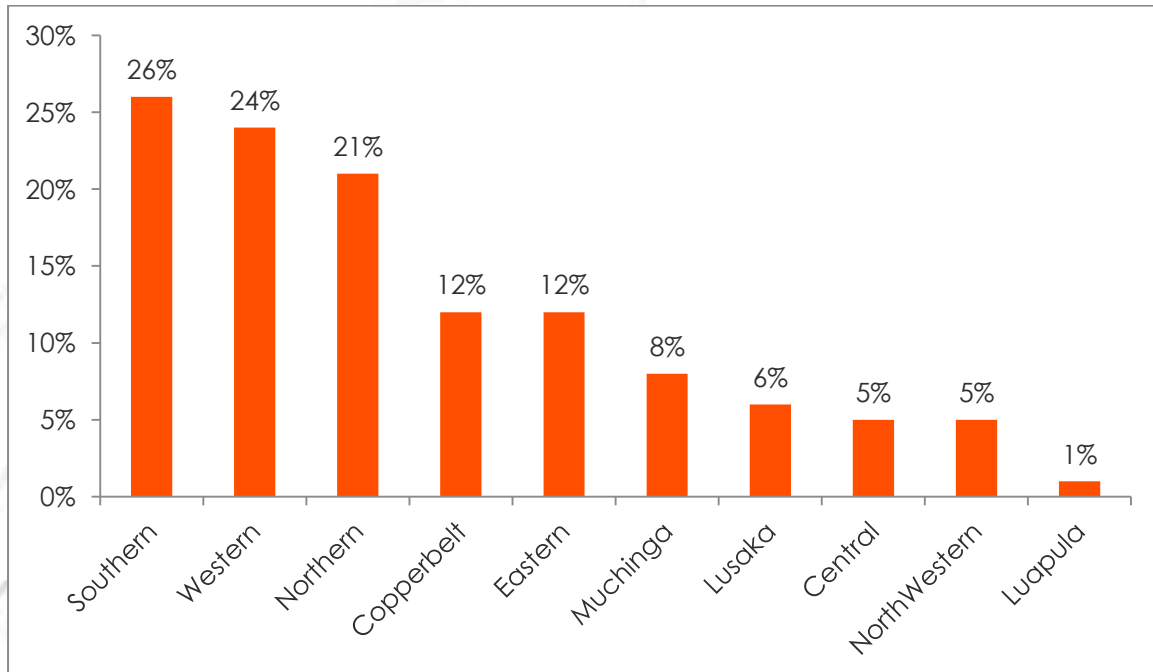
The Afrobarometer team in Zambia, led by RuralNet Associates, interviewed 1,200 adult Zambians in October 2014. A sample of this size yields results with a margin of error of +/-3% at a 95% confidence level. Previous surveys have been conducted in Zambia in 1999, 2002, , 2005, 2009 and 2012.

**Figure 1: Intensity of tribal feelings | Zambia | 2012 and 2014**



**Respondents were asked:** Let us suppose that you had to choose between being a Zambian and being a \_\_\_\_\_ [YOUR ETHNIC GROUP]. Which of the following statements best expresses your feelings?

**Figure 2: Intensity of tribal feelings above national identity | by province**  
 | Zambia | 2014



**Respondents were asked:** Let us suppose that you had to choose between being a Zambian and being a \_\_\_\_\_ [YOUR ETHNIC GROUP]. Which of the following statements best expresses your feelings?

**For more information, please contact:**

RuralNet Associates Ltd  
 Fison Mujenja  
 Telephone: +260 964864614  
 Email: fisonmujenja@ruralnet.co.zm

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