

# Presidential Approval Rating

January 6, 2015

## Findings

### 1. How satisfied are you with President Ashraf Ghani's performance?

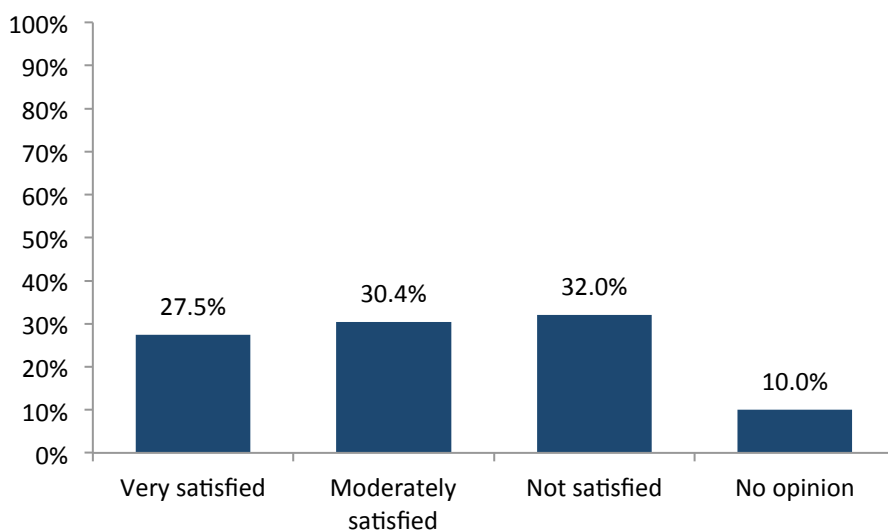


Figure 1: Nationwide findings – January 2015

- **Slightly more than one quarter** (27.5%) of the population is **very satisfied** with the performance of President Ashraf Ghani after his first 100 days in office, a stark fall from the 59.9% who reported being very satisfied following the President's first month in office.
- **Approximately 30%** (30.4%) of the population is **moderately satisfied** with the performance of President Ashraf Ghani.
- **The largest proportion of the population** (32.0%) report that they are not satisfied with the performance of President Ashraf Ghani.
- **One tenth** of respondents **have no opinion about the president's performance**.

## Sample and methodology

ATR Consulting randomly called 2448 people across all 34 provinces of the country and asked the following question provided by Tolo News: “How satisfied are you with President Ashraf Ghani’s performance?” The respondents could select only one out of four possible answers: ‘Very satisfied’, ‘Moderately satisfied’, ‘Not satisfied at all’ or ‘I do not know / No opinion’.

The survey took place between 27<sup>th</sup> December 2014 and 3<sup>rd</sup> January 2015 in Kabul.

ATR utilized an algorithm to generate more than 20 million phone numbers at random. Mobile numbers were filtered on regional codes to filter and target regions. Surveyors then worked through the list to determine which numbers were attributed, interviewing those respondents who were willing to give their feedback. To ensure the highest possible degree of access to female respondents, all surveyors were women.

The delivery of questions was such as to be as impartial as possible, and negate any opportunities for surveyors to lead the respondent or have a bearing on results in any way. All respondents were read the question with the exact wording including the four possible answers. The confidence level is 95 percent. The margin of error for each category is shown in the chart below:

Demographic	Sample Size	Margin of Error (+/- %)
<b>TOTAL</b>	<b>2448</b>	<b>1.98</b>
<b>Men</b>	1720	2.36
<b>Women</b>	728	3.63
<b>Rural</b>	1035	3.04
<b>Urban</b>	1413	2.59
<b>Below 29</b>	1380	2.64
<b>Above 30</b>	1068	3
<b>Kabul City</b>	494	4.41
<b>Central Region (incl. Kabul City)</b>	711	3.67
<b>Northern Region</b>	492	4.42
<b>Eastern Region</b>	431	4.72
<b>Southern Region</b>	395	4.93
<b>Western Region</b>	419	4.79

**Table 1: Sample size and margin of error by demographic**

Given that it is more challenging to reach women through phone in Afghanistan than men, a quota was applied for men and women in each region (70% men and 30% women). Results were then weighted first within each region to ensure equal representation of male and female respondents (50/50). Nationwide results were then reached by weighting results by region according to the national population distribution.\*

## Detailed Findings

### CONTEXT

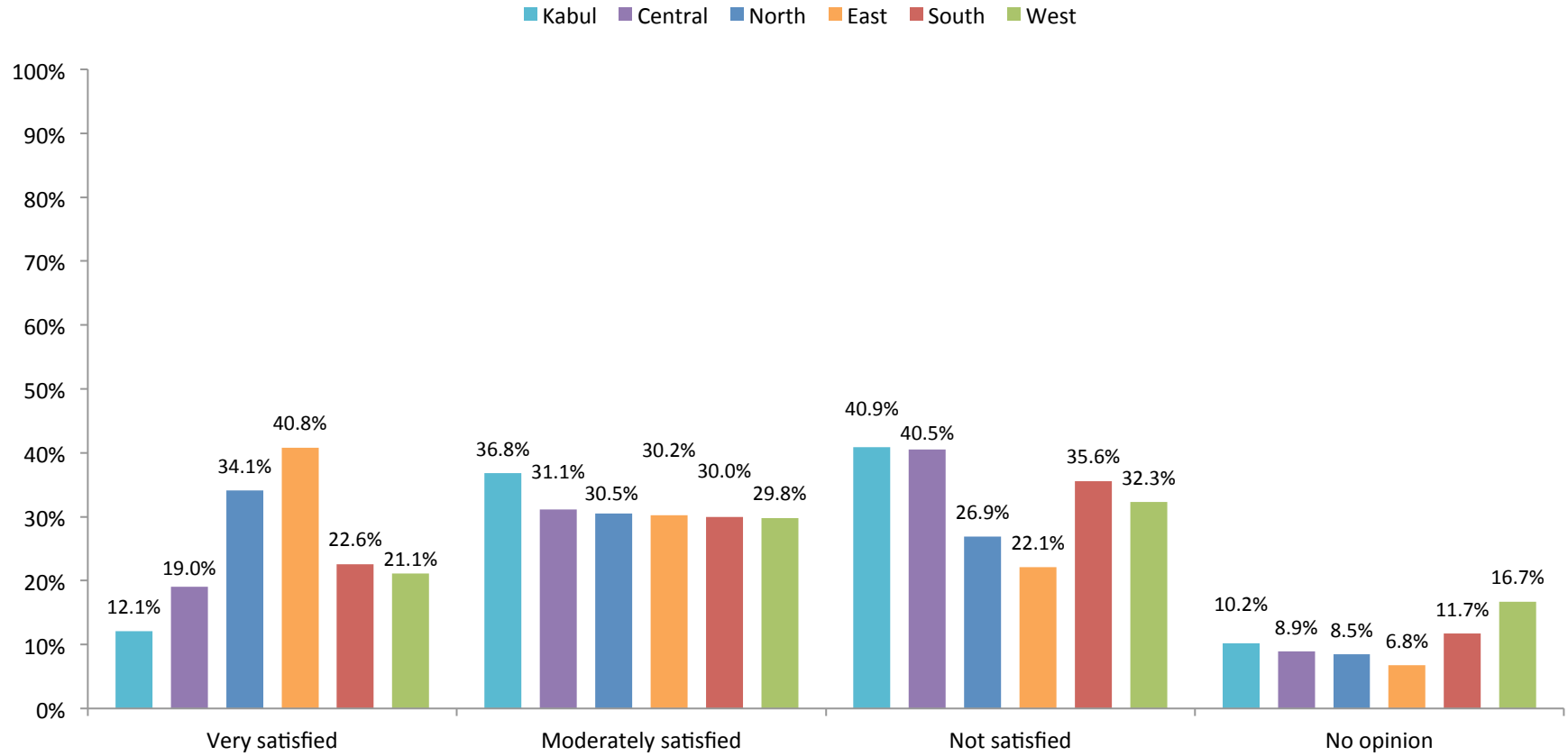
This survey took place following President Ashraf Ghani’s first 100 days in office. It is the second in a series of surveys of public perceptions of President Ghani’s performance; the first took place after the president had been in office for one month, and the third is scheduled to take place after the president’s first 200 days in office.

\* All population data is taken from the Afghan Central Statistics Office 2012 data

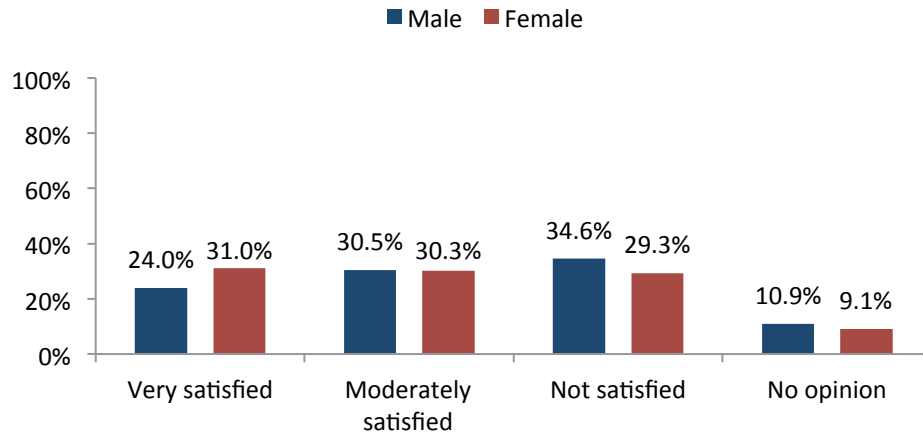
## REGIONAL RESULTS

Central Region	including Bamyan, Daikundi, Kabul, Kapisa, Logar, Panjsher, Parwan and Wardak
Northern Region	including Badakhshan, Baghlan, Balkh, Faryab, Jawzjan, Kunduz, Samangan, Sar-i Pul and Takhar
Eastern Region	including Khost, Kunar, Laghman, Nangarhar, Nuristan, Paktya and Paktika,
Southern Region	including Ghazni, Helmand, Kandahar, Nimroz, Uruzgan and Zabul
Western Region	including Badghis, Farah, Ghor and Herat

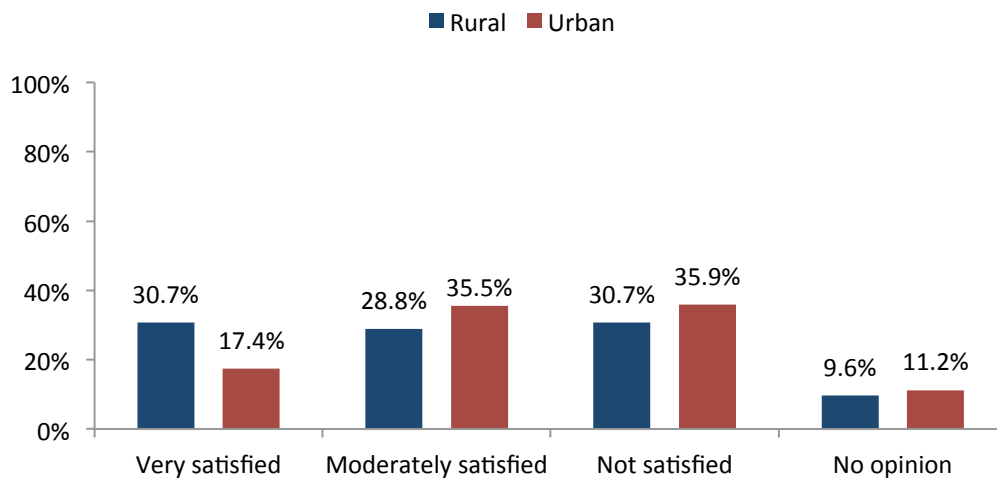
## Presidential Approval Rating by Region



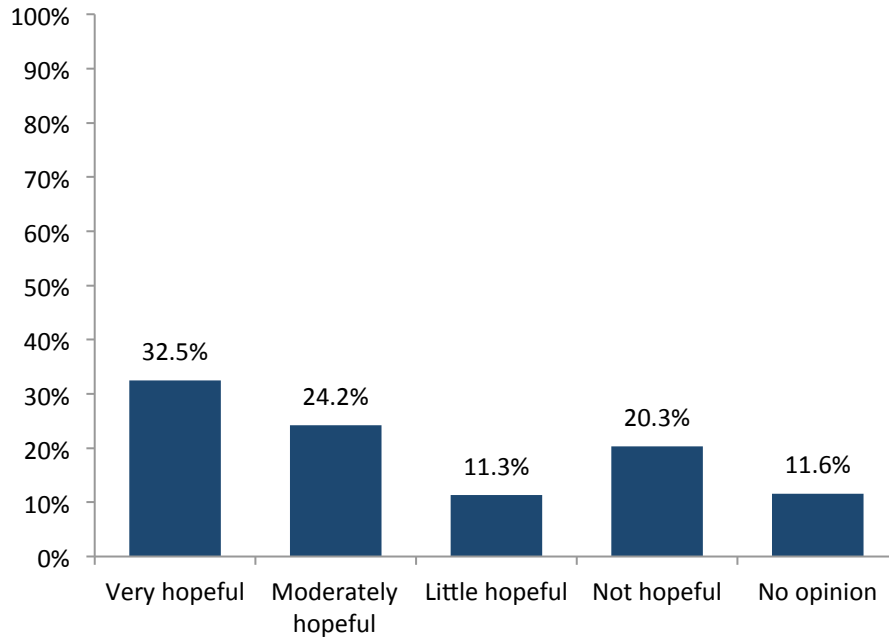
## Presidential Approval Rating by Gender



## Presidential Approval Rating by Settlement (Rural/Urban)



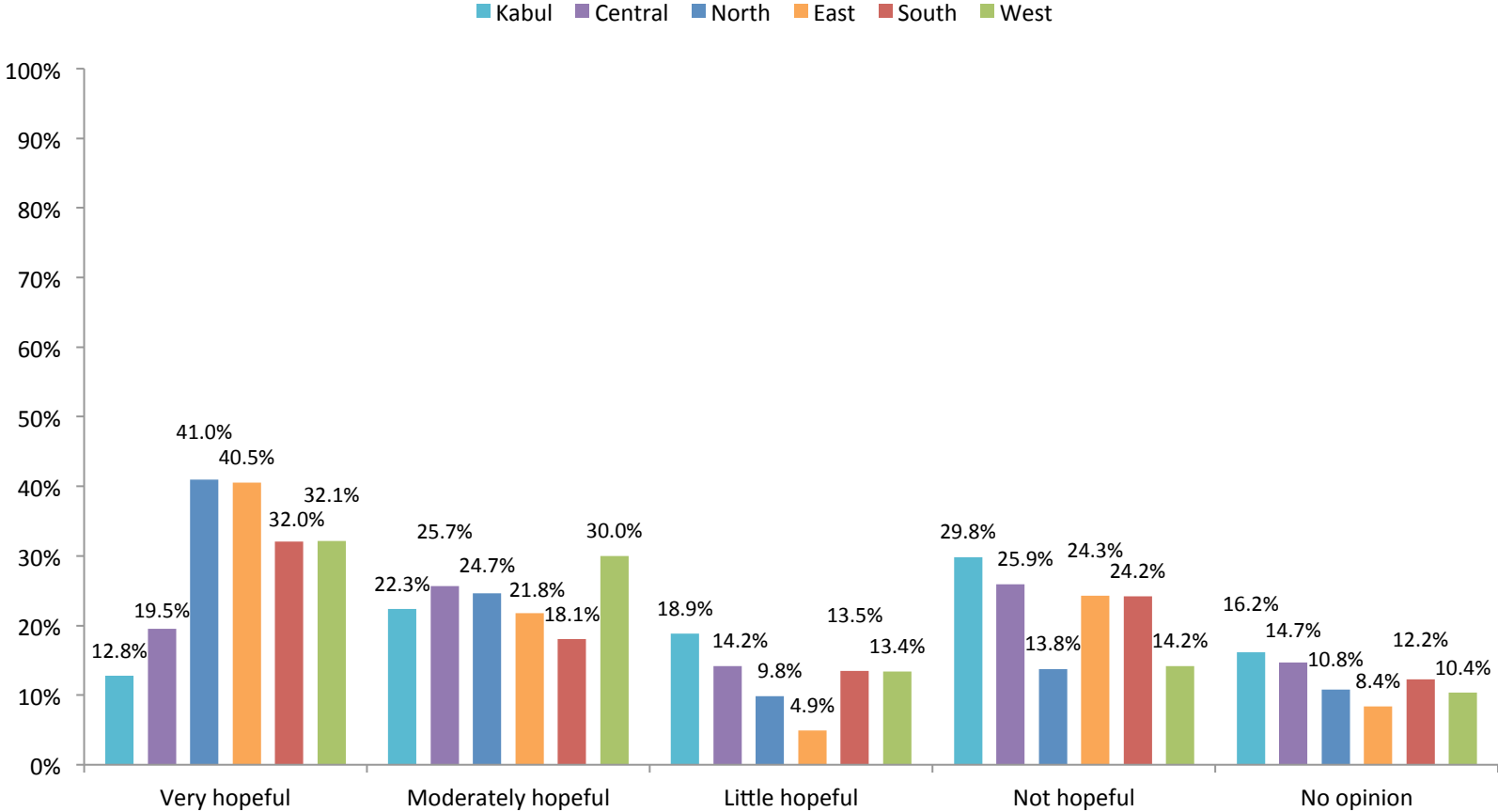
**2. How hopeful are you about cooperation between Ashraf Ghani & Abdullah Abdullah?**



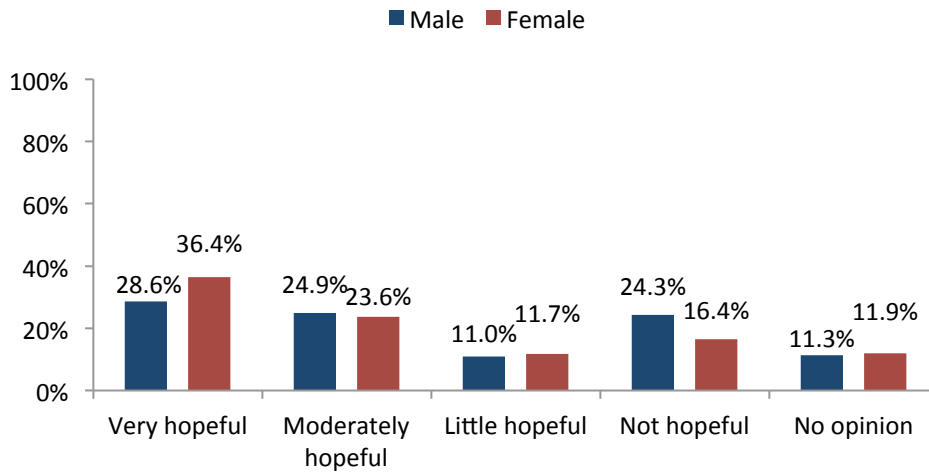
**Figure 2: Nationwide findings – January 2014**

- **Approximately one third (32.5%)** of the population is **very hopeful** that the heads of the National Unity Government President Ashraf Ghani and Chief Executive Officer Abdullah Abdullah will be able to cooperate.
- **Approximately one quarter (24.2%)** of the population is **moderately hopeful** that the heads of the National Unity Government can cooperate.
- **20.3% of the population** are not hopeful that the heads of the National Unity Government will be able to cooperate.

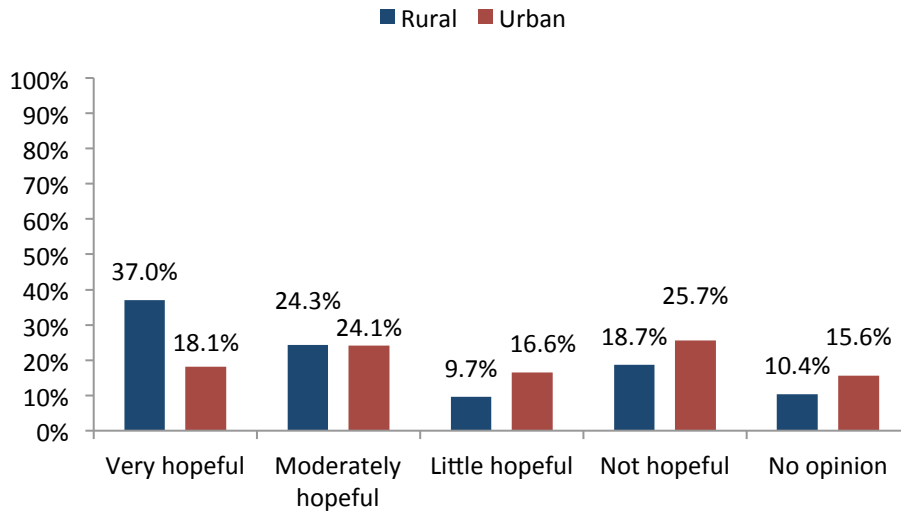
### Cooperation between leaders of the NUG



### Cooperation between the leaders of the NUG by gender

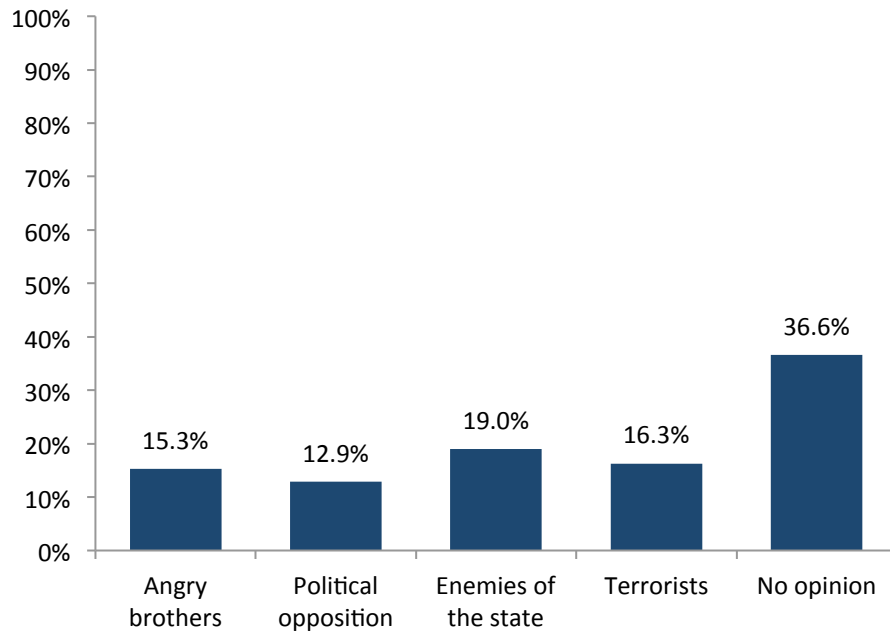


### Cooperation between the leaders of the NUG by settlement (Rural/Urban)





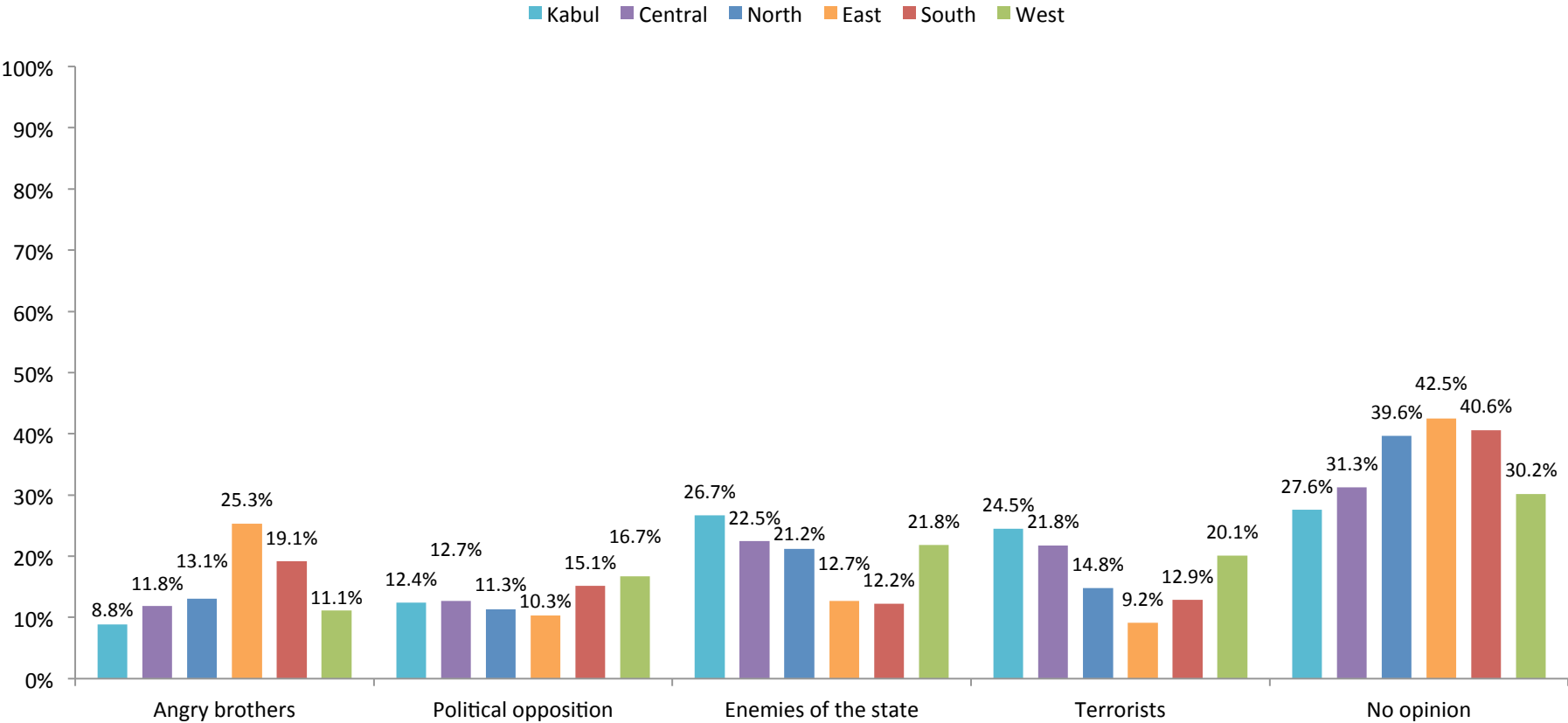
**3. Among the following references which one do you think best describes the Taliban?**



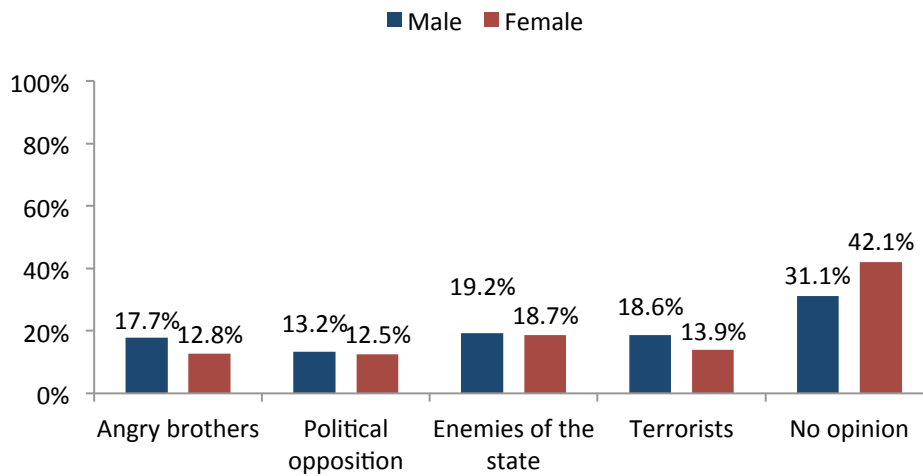
**Figure 4: Nationwide findings – January 2014**

- **Approximately one fifth (19.0%)** of the population believe that **“enemies of the state”** is the most appropriate description for the Taliban.
- **Approximately one sixth (15.3%)** of the population believe that **“angry brothers”** is the most appropriate description for the Taliban, whilst a **similar proportion (16.3%)** believe that **“terrorists”** is the most fitting description for the Taliban.
- **The smallest proportion of respondents (12.9%)** believe that the Taliban should be referred to as **political opposition**.

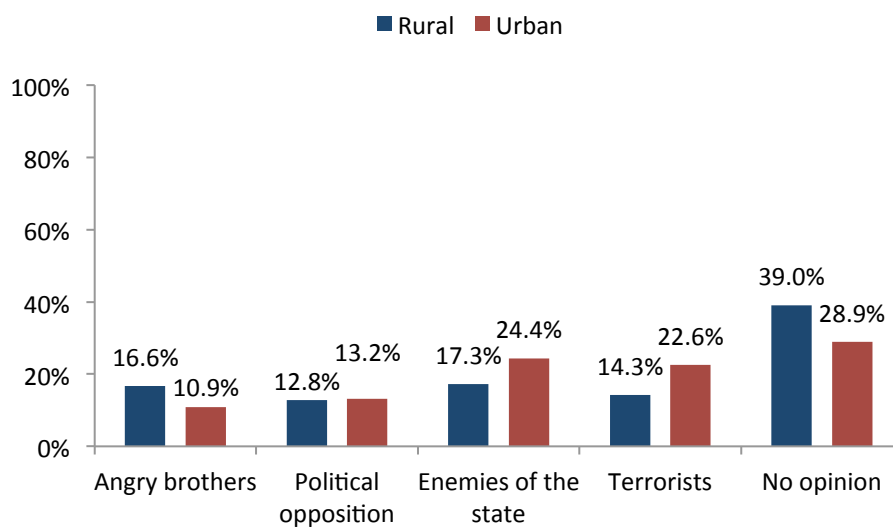
### Appropriate Descriptions of the Taliban by Region



### Appropriate Descriptions of the Taliban by Gender



### Appropriate Descriptions of the Taliban by Settlement (Rural/Urban)



TOLONews commissioned ATR consulting to conduct a series of presidential approval ratings throughout the first year of President Ashraf Ghani's presidency. ATR is an Afghan consulting firm operating in Kabul since 2012.

The detailed methodology is available on ATR Consulting's [website](#).

For all enquiries about the methodology and phone survey, contact [polling@tolonews.com](mailto:polling@tolonews.com)