



Can I get an Amen!?

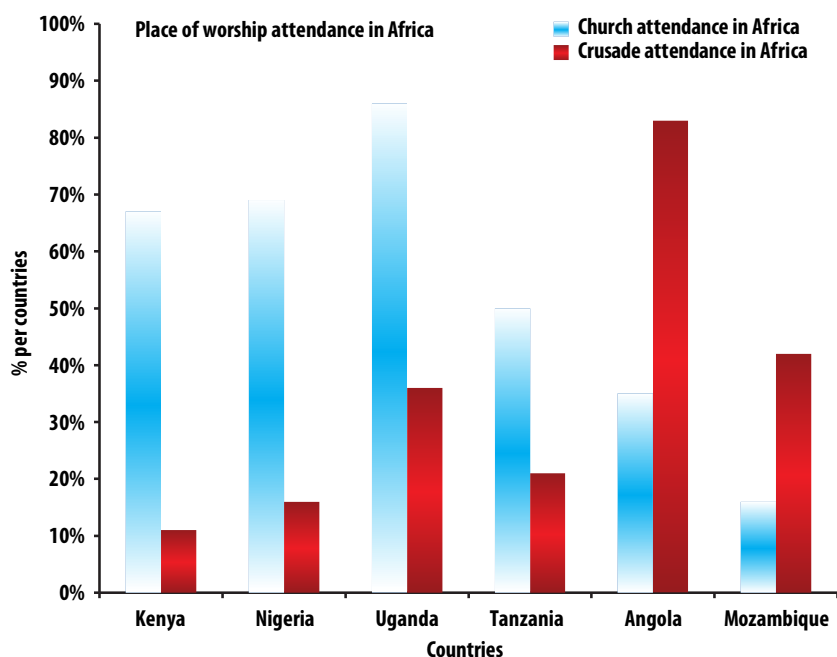
Religion is big business in Africa. In no other continent are Christianity and Islam spreading faster than a bushfire in savannah grasslands.

Thousands keep Sundays and Fridays holy by going to a church or mosque, keeping places of worship at the top of the most visited buildings list.

In Uganda, 86% of the population set aside time to go to the church or mosque. First Lady Janet Museveni is even the self-proclaimed leader of born again Christians in Uganda! The percentage drops to 69% in Nigeria, 67% for Kenya, 50% for Tanzania and 33% in Angola. No proclamations from the first ladies in these countries, yet.

Crusades are a strong magnet for religious crowds, attracting 77% of those interviewed in Angola, 36% in Uganda, 35% in Mozambique, 21% in Tanzania, 16% in Nigeria and 11% in Kenya.

Did I hear someone say Amen?



Data is sourced from **Maisha** a Pan-African lifestyle study conducted by Consumer Insight in the commercial capitals of more than 14 African countries.

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