



Family matters. Or does it?

'The family that stays together prays together,' 'God is the head of this family.' 'As for me and my family, we will serve the Lord.' These are just three of many family-centred quotations you'll find on plaques adorning the walls of many homes.

Don't let their abundance misguide you. Data we gathered in a recent survey found that 7 in every 10 respondents don't want to have a family.

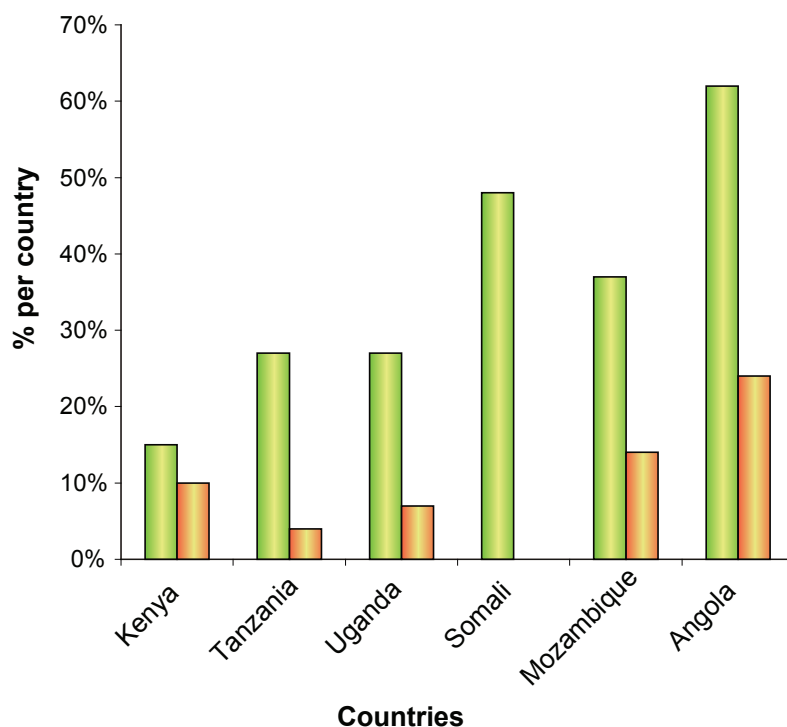
A closer look at the results shows that 27% of Tanzanians and Ugandans look forward to starting a family. This number is almost twice the number of Kenyans (15%) who aspire to be called 'mum' or 'dad'. But it is in Angola (62%) Mozambique (37%) and in Somalia (48%) where the thought of starting a family is strong.

Before you start wondering what our world has come to, we'd like to make it clear that there is no correlation between the desire to start a family, and kinship ties.

While 32% of respondents want to start a family, only 8% say it is the most important thing in life. In Kenya, 10% rank the family highly compared to 4% in Tanzania, 7% in Uganda and 24% in Angola.

Time for the plaque designers to come up with more appropriate messages like: 'A family of one is still a family' or 'Welcome. You are family.'

FAMILY PREFERENCE IN AFRICA



■ Desire to have a family in Africa
■ Importance attached to a family in Africa

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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