



At a spine-chilling 40%, the fear of failure is top among Kenyans. It is number 2 on the list of most feared across the continent. In Uganda, fear of failure stands at 44%, 47% in Nigeria, 49% in Angola and 53% in Somaliland.

Coming in at number 3 is poverty. The World Bank estimates that almost half-the continent lives in poverty, so it is not surprising that the threat of poverty is real to 35% of respondents. The fear is more acute in East Africa: 47% in Tanzania, 46% in Uganda and 20% in Kenya. In West Africa, the fear of poverty covers 41% of Nigerians and 54% of Ghanians. Down south it's 16% in Mozambique and 23% in Angola.

The saying 'There is nothing to fear but fear itself' couldn't be more wrong.

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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Our Greatest Fears

Each one of us has a unique item that makes us break a sweat and go weak in the joints

For some, it is being locked in a house full of black cats; for others, it is tripping on a cable, falling on the floor and having your left shoe come off revealing a tiny hole in your multi-coloured socks.

No matter what makes your heart palpitate, recent research we carried out shows the fear of contracting HIV/Aids ranks at the top of our most feared list. From Maputo to Dar-es-Salaam, Lagos to Nairobi, Kampala to Hargeisa, and Luanda to Accra, Aids is the biggest threat to urbanites.

The fear of contracting the virus stalks at least 43% of the respondents. Even in Uganda, which has been hailed as a success and model for fighting the scourge, the fear is real at 69% of the population

Our brothers and sisters in Mozambique follow closely at 68%. The fear stands menacingly over the lives of 63% of Tanzanians and 46% of Angolans. What is surprising is that in Kenya, which has the highest health-conscious population (32%), only 28% live in fear of the scourge.