

BBG Research Series

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Women and Media: Africa in Focus

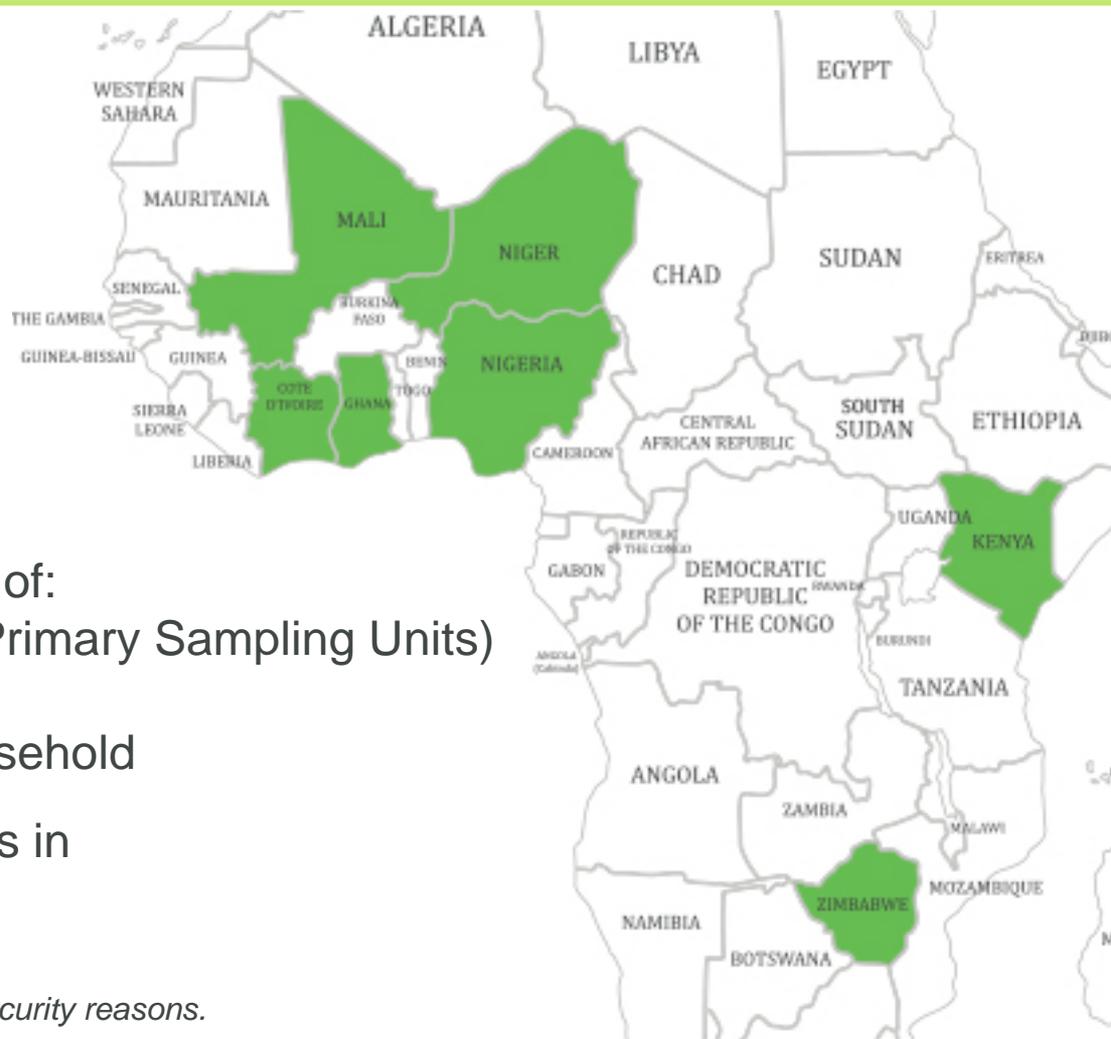


Voices of African Women

Selected findings from the World Poll - 2013-2014

Gallup World Poll Methodology

- Nationally representative samples of population aged 15 and older
- At least 1,000 interviews per country per year: Côte d'Ivoire, Ghana, Kenya, Mali*, Niger, Nigeria and Zimbabwe
- Pure, probability-based selection of:
 - Interviewing locations (Primary Sampling Units)
 - Households
 - Adult respondent in household
- Face-to-face, hour-long interviews in respondents' homes



*Gao, Kidal, Mopti, and Timbuktu were excluded for security reasons.

Summary

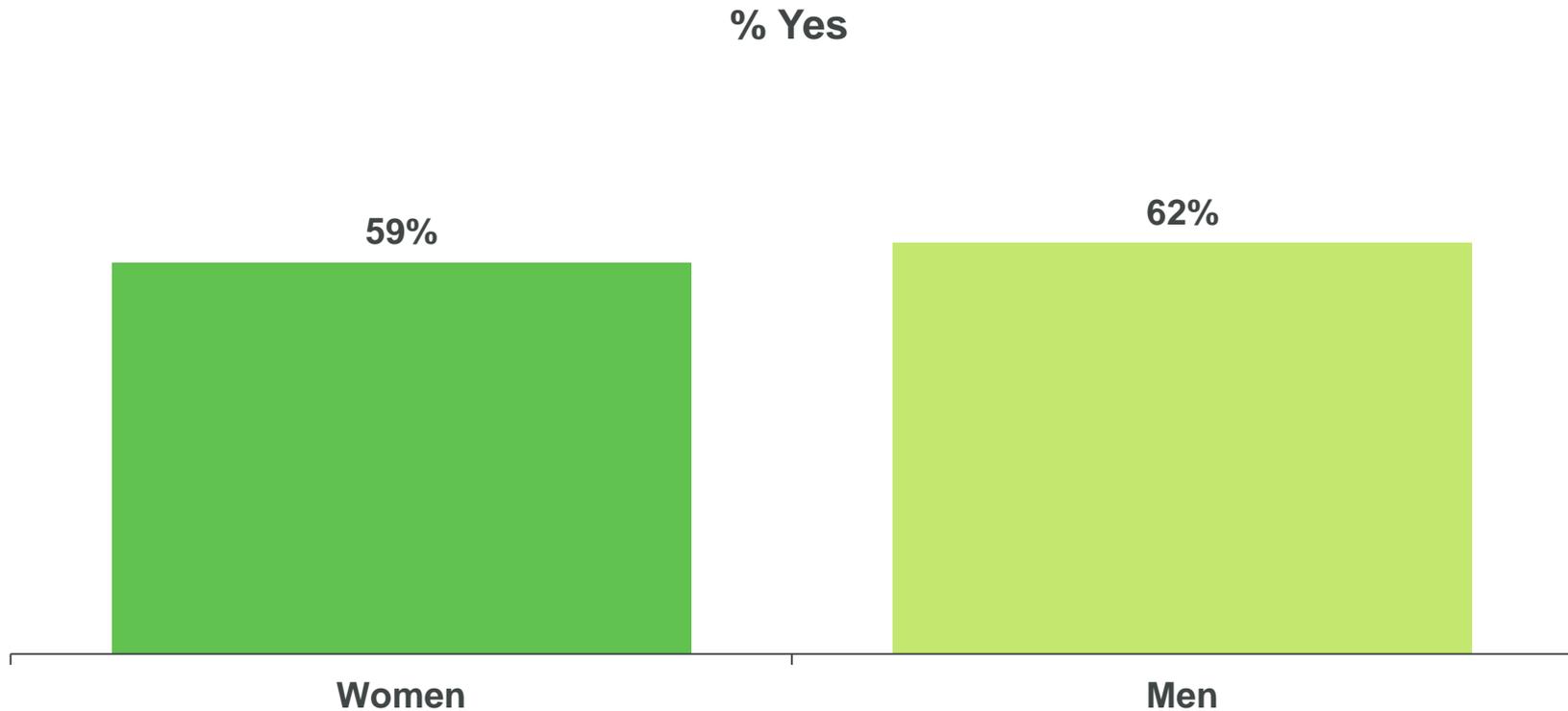
- African women are less likely than men to feel safe in their communities
- Older women (those aged 35+) report having more health problems than men do
- Parents' level of education matters for children's own educational success
- Women are as likely as men to be hopeful of a better future
- In general, women and men have similar attitudes toward media freedom, but they vary greatly across countries

Safety



Although African women are as likely as men to have confidence in the local police...

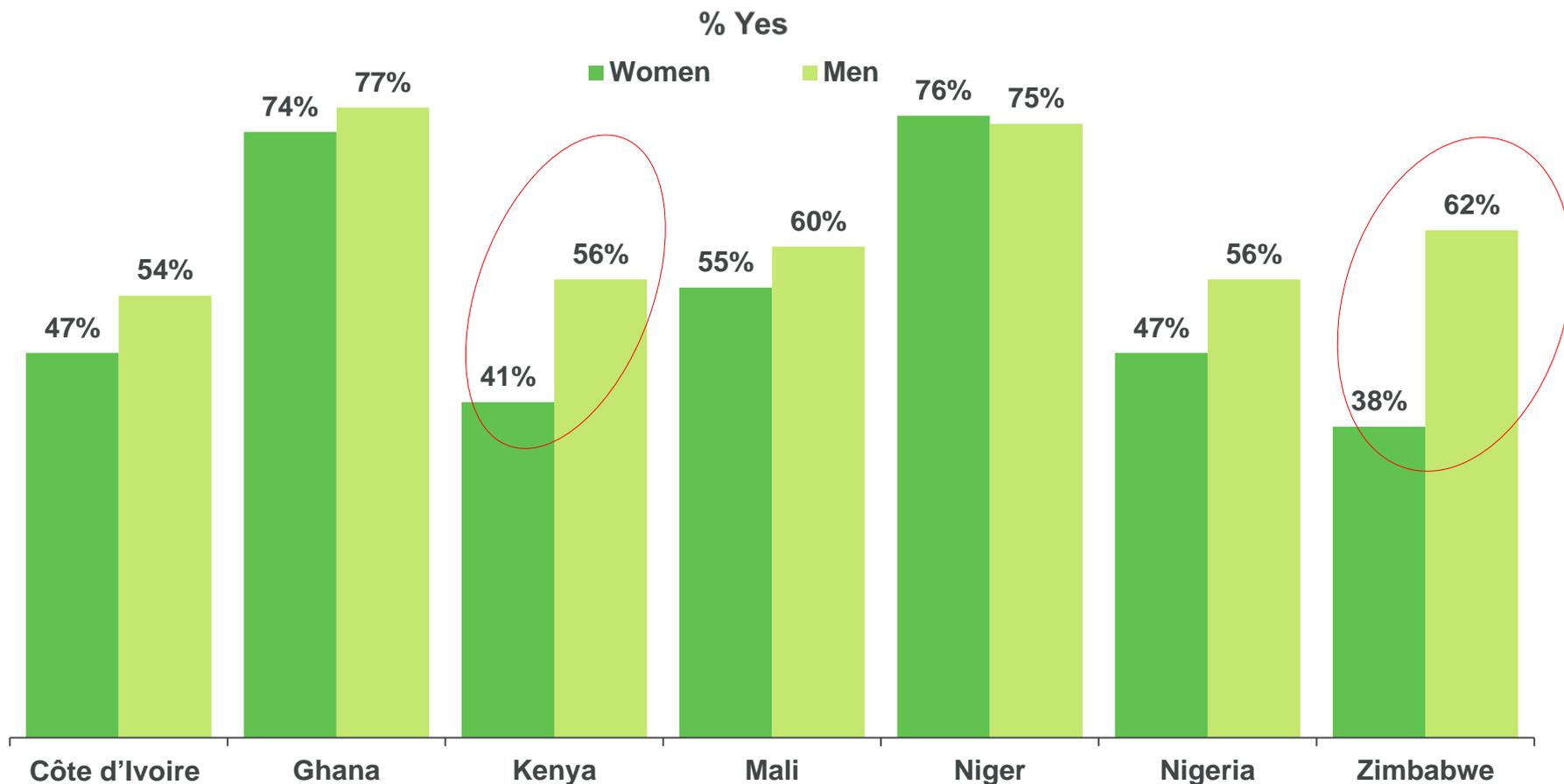
In the city or area where you live, do you have confidence in the local police force, or not?



2013-2014 World Poll surveys conducted in Côte d'Ivoire, Ghana, Kenya, Mali, Niger, Nigeria, and Zimbabwe

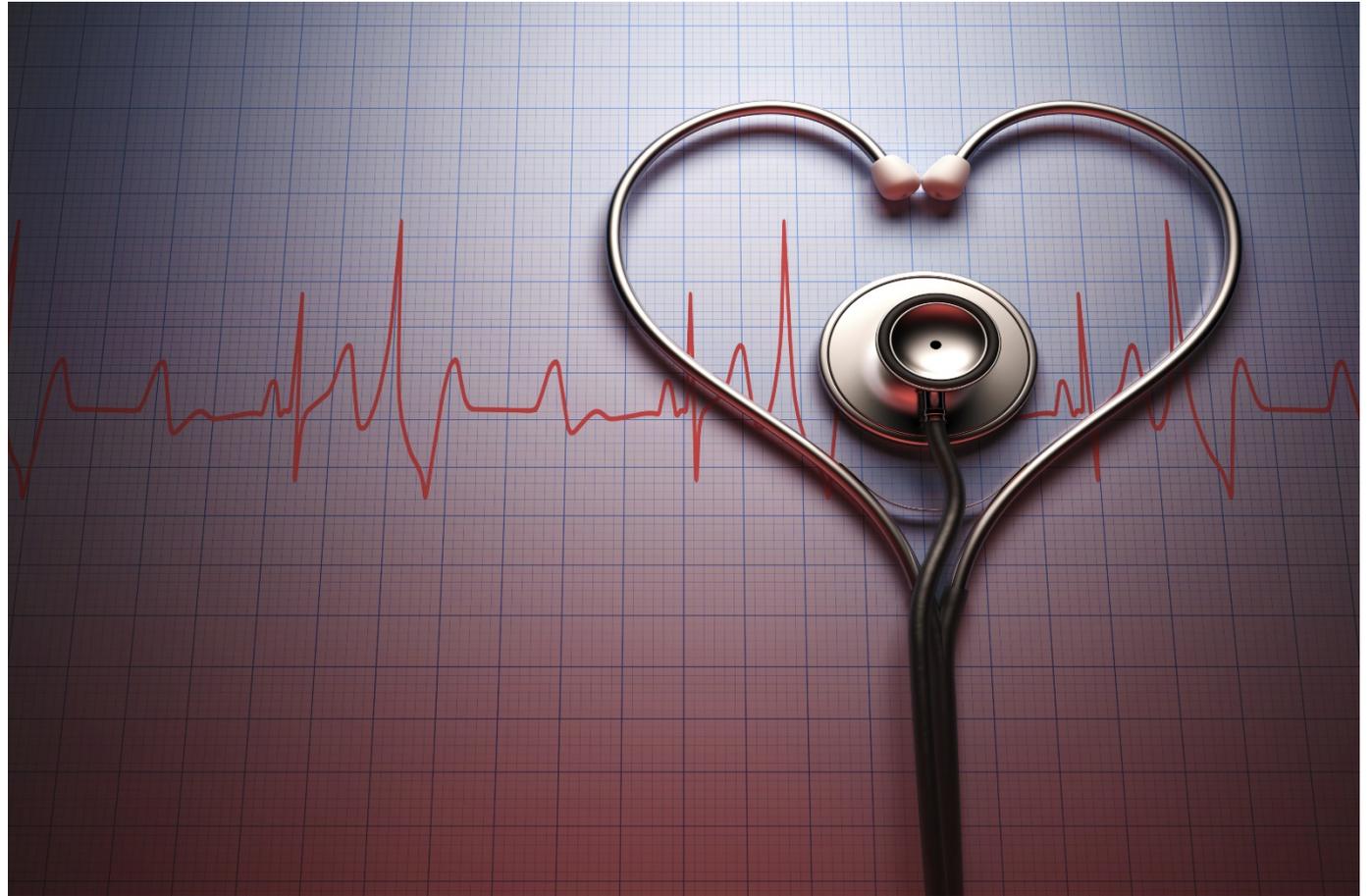
They are less likely than men to feel safe in their communities

Do you feel safe walking alone at night in the city or area where you live?



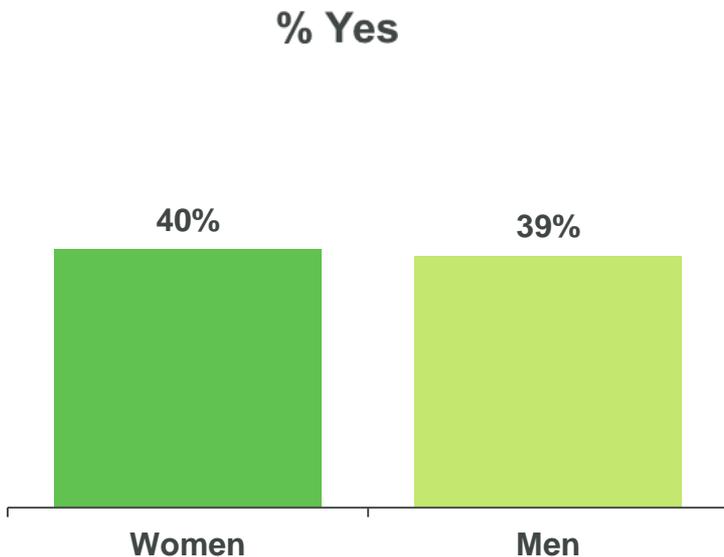
2013-2014 World Poll surveys

Health

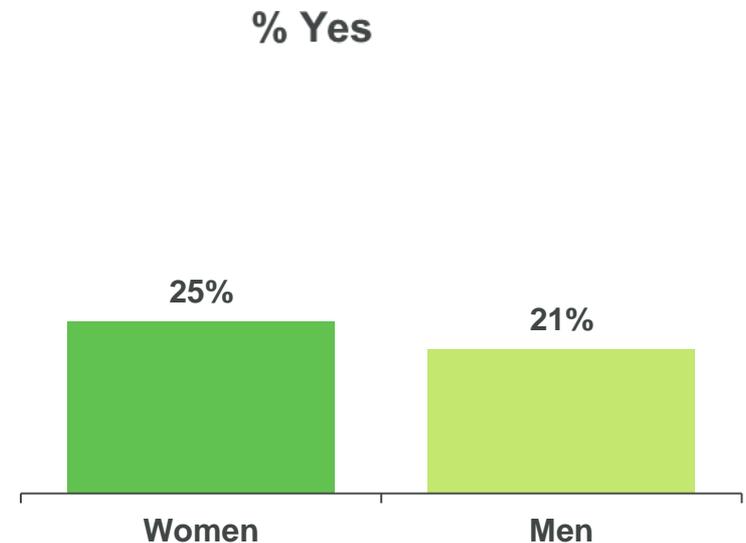


While satisfaction with the quality of healthcare is similar, women report having more health issues

In the city or area where you live, are you satisfied or dissatisfied with the availability of quality healthcare?



Do you have any health problems that prevent you from doing any of the things people your age can normally do?

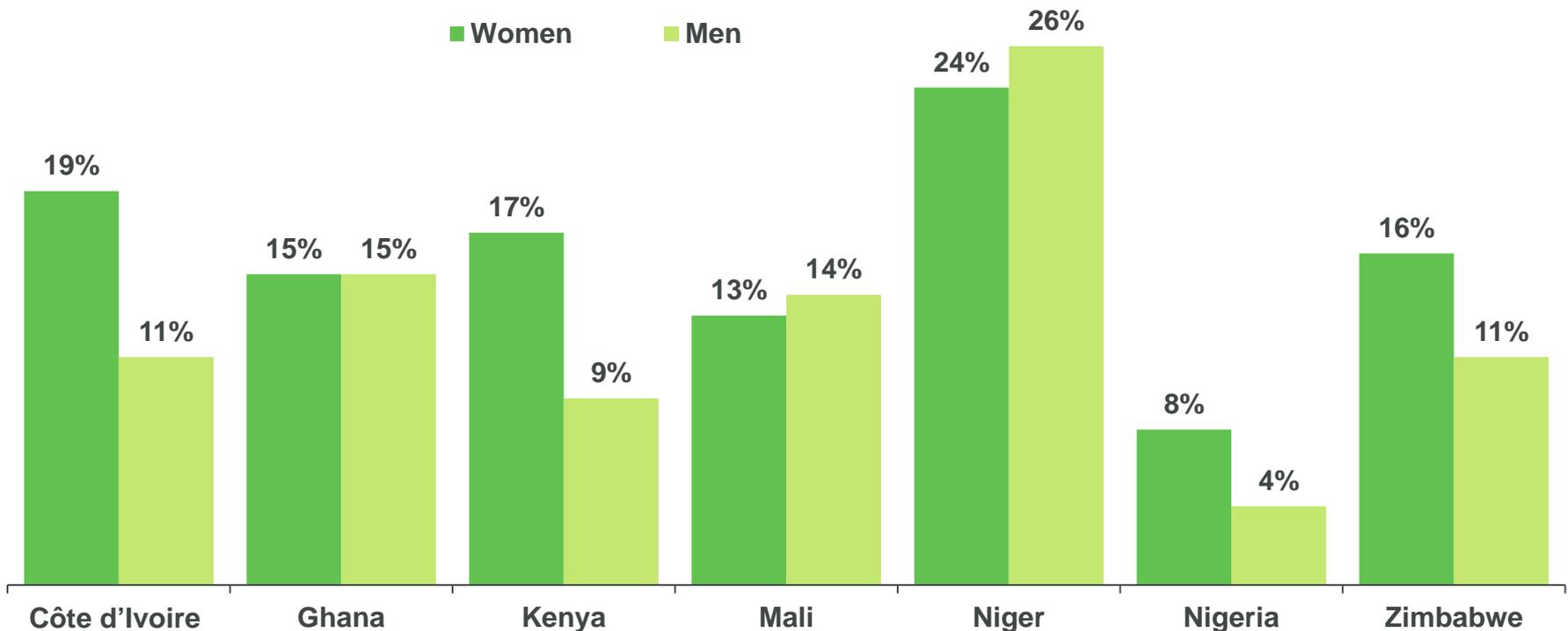


2013-2014 World Poll surveys conducted in Côte d'Ivoire, Ghana, Kenya, Mali, Niger, Nigeria, and Zimbabwe

Across countries, reports of health problems among younger women compared with younger men vary

Do you have any health problems that prevent you from doing any of the things people your age can normally do?

% who report having health problems, among those aged 15 to 34

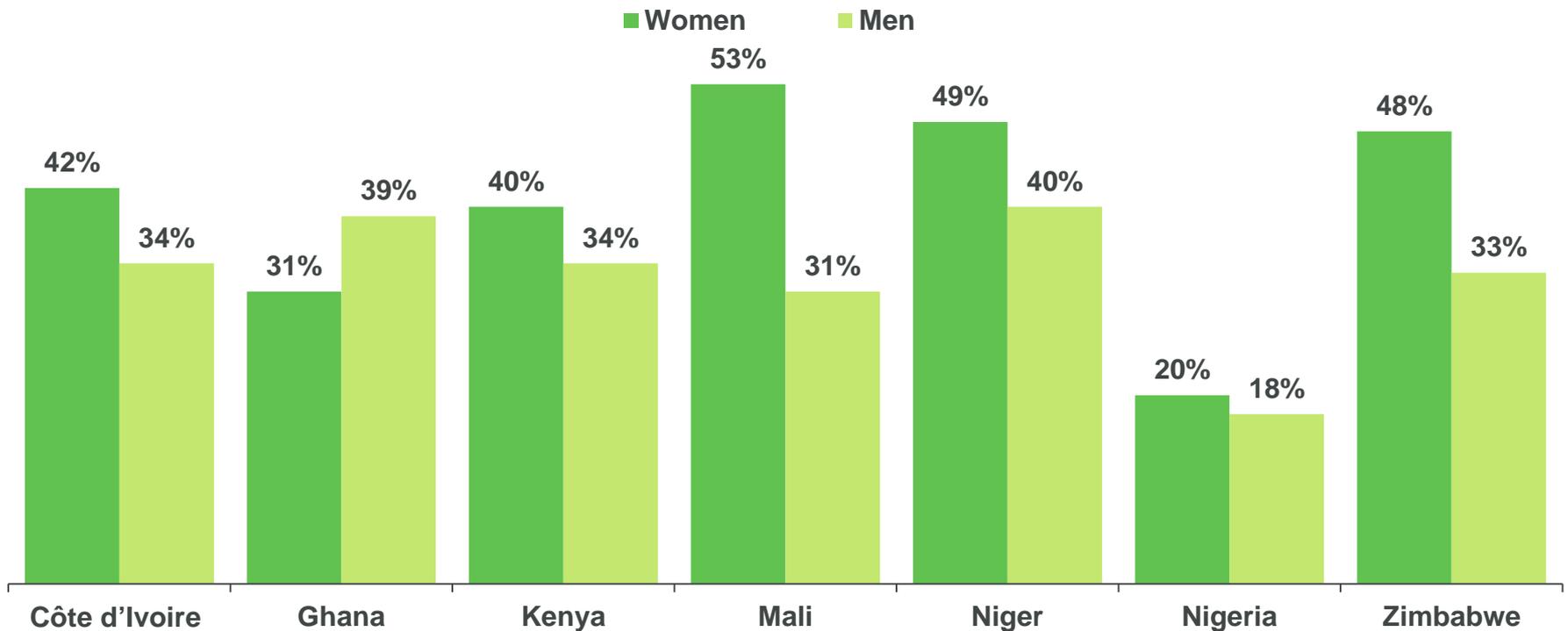


2013-2014 World Poll surveys

But older women are far more likely than men to report having health issues

Do you have any health problems that prevent you from doing any of the things people your age can normally do?

% who report having health problems, among those aged 35+



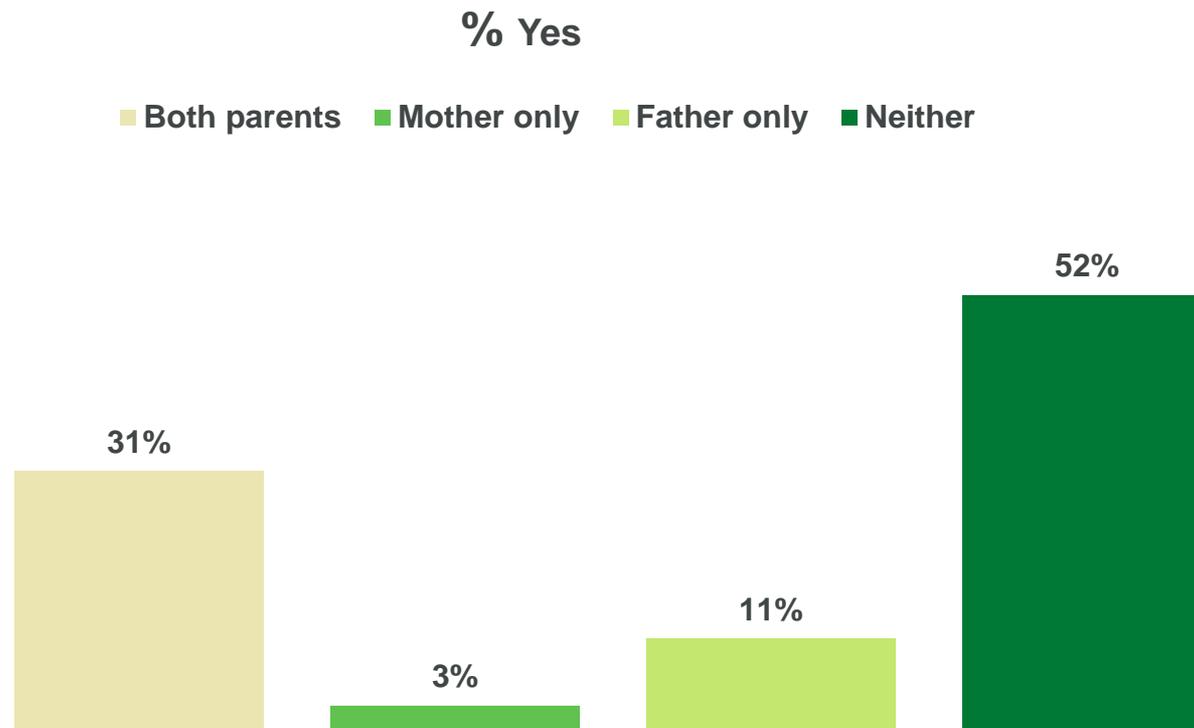
2013-2014 World Poll surveys

Education



Primary education is far from being universal

Did your parents complete at least primary school?

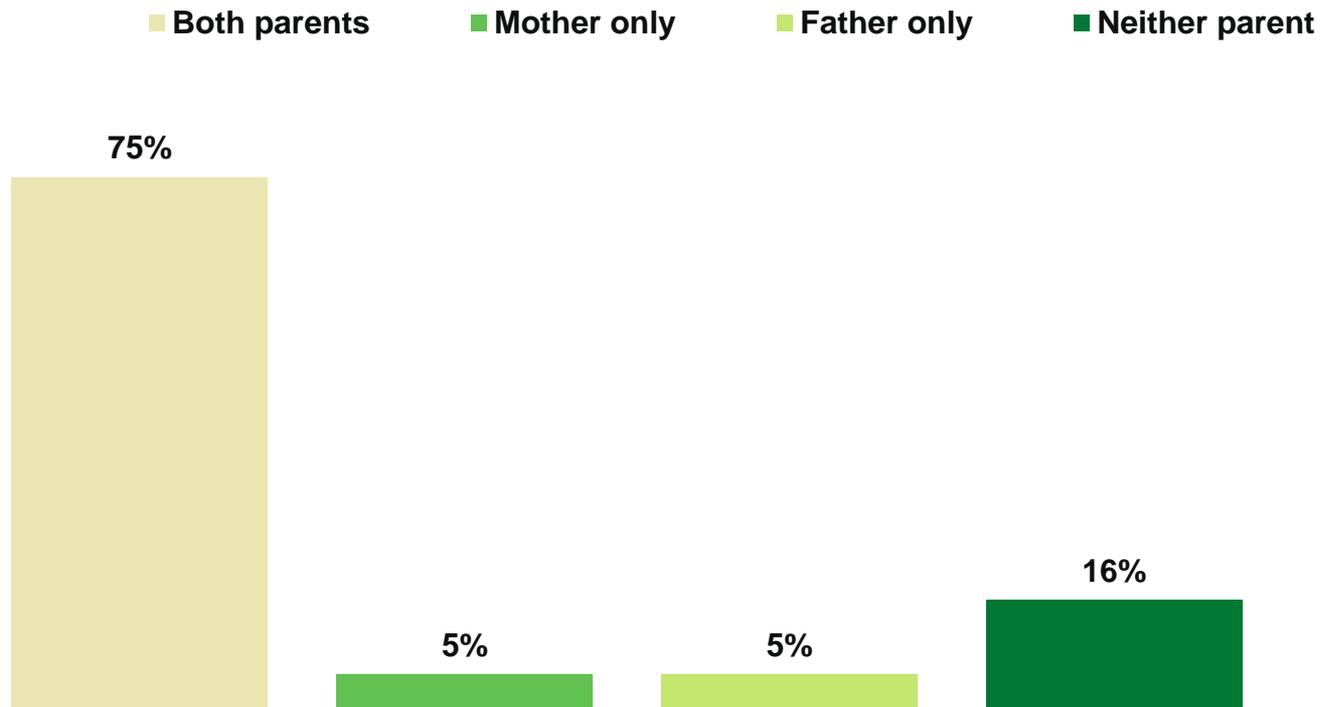


2014/2013 World Poll surveys conducted in Côte d'Ivoire, Ghana, Kenya, Mali, Niger, Nigeria and Zimbabwe

Parents' schooling is critical to Africans' own educational outcome

Did your parents complete at least primary school?

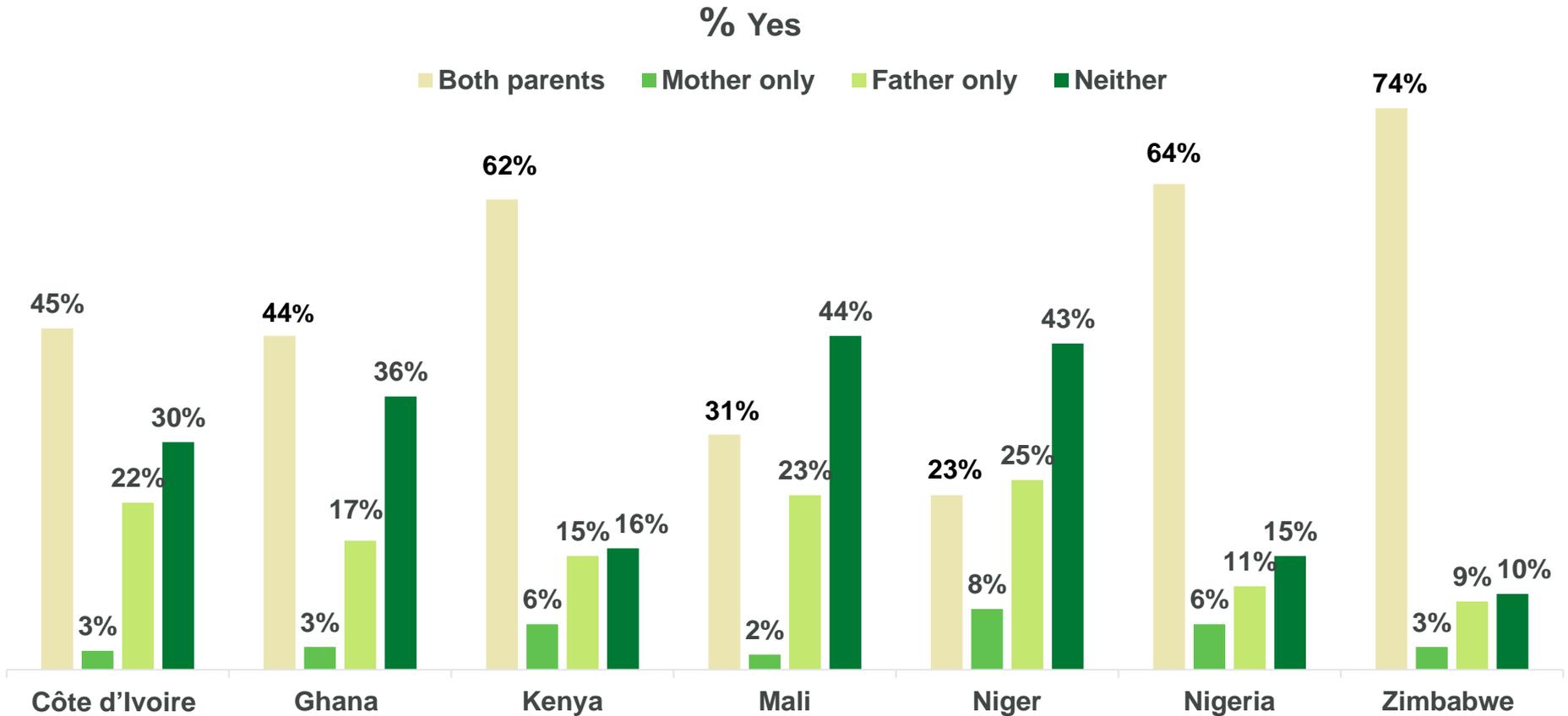
% Yes-among those who have at least some secondary education



2014/2013 World Poll surveys conducted in Côte d'Ivoire, Ghana, Kenya, Mali, Niger, Nigeria and Zimbabwe

But the 'parent effect' on educational achievement varies greatly across countries

Did your parents complete at least secondary school?



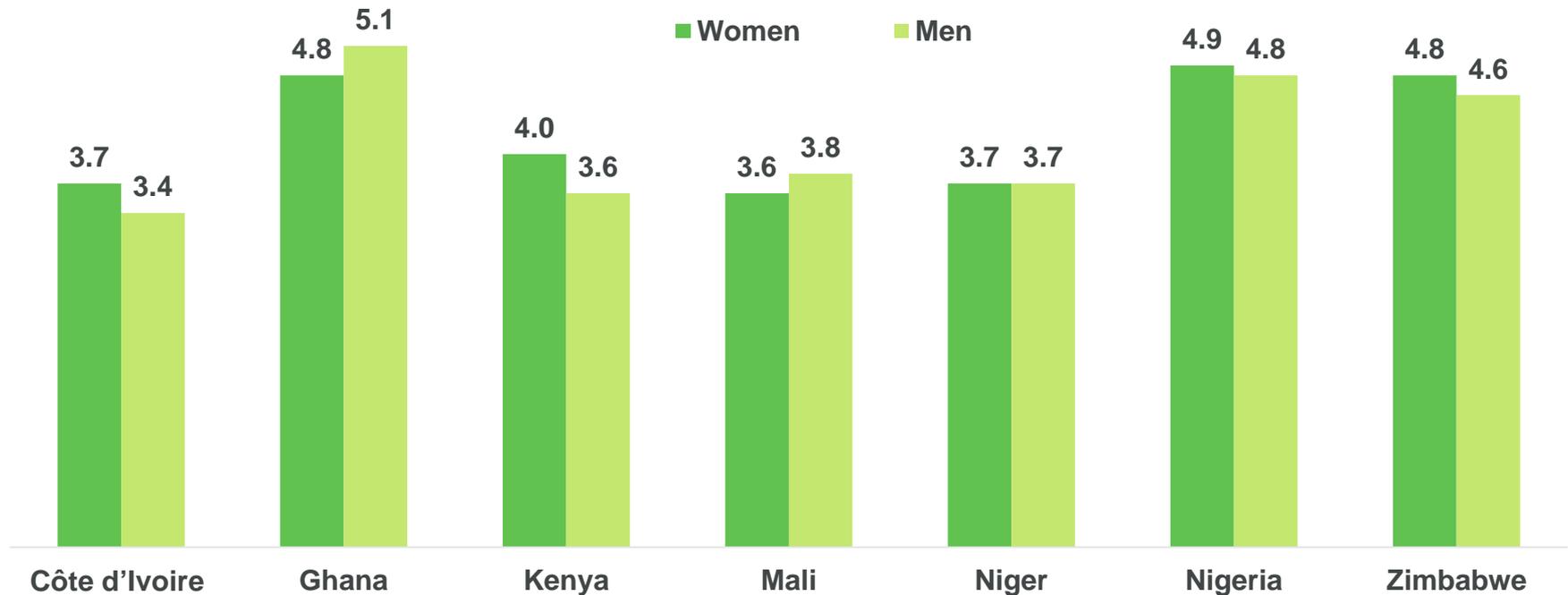
2014/2013 World Poll surveys conducted in Côte d'Ivoire, Ghana, Kenya, Mali, Niger, Nigeria and Zimbabwe

Life Evaluation



Women evaluate their current lives similarly to that of men

Please imagine a ladder with steps numbered from zero at the bottom to 10 at the top. Suppose we say that the top of the ladder represents the best possible life for you, and the bottom of the ladder represents the worst possible life for you. On which step of the ladder would you say you personally feel you stand at this time? - Means

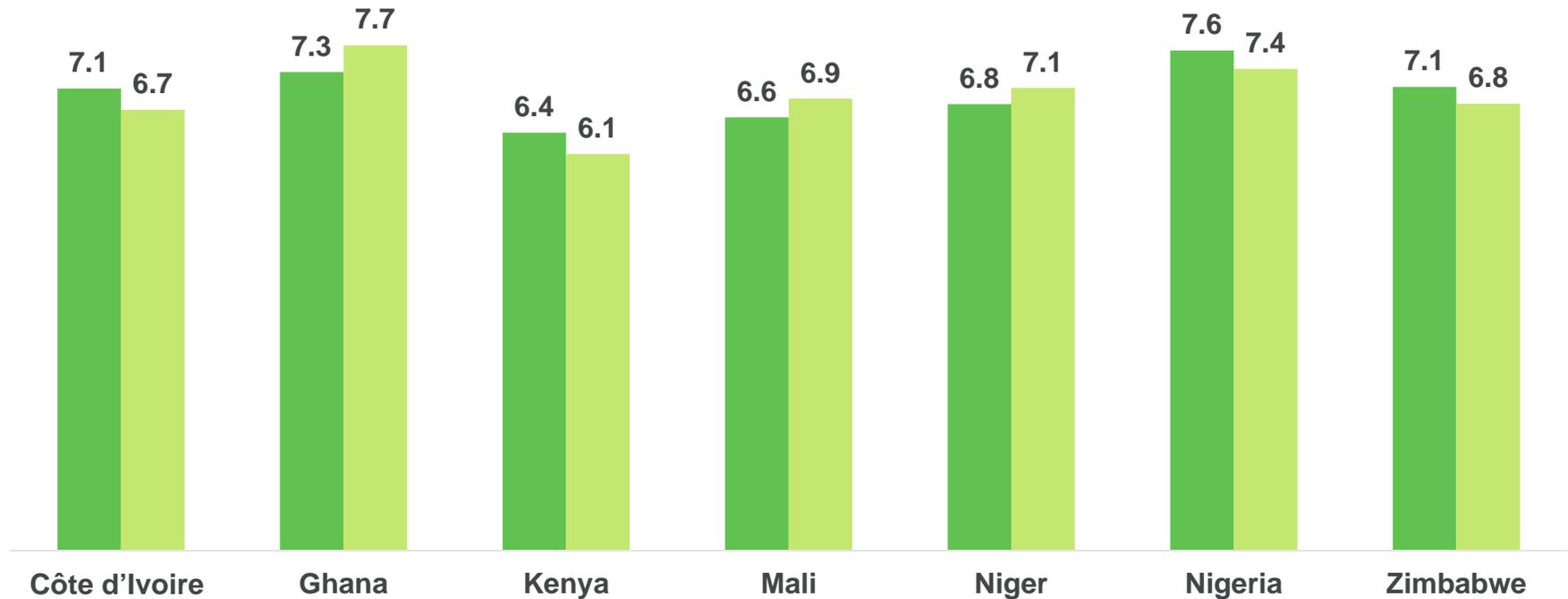


2014/2013 World Poll surveys

Women are as likely as men to be hopeful of a better future

Just your best guess, on which step do you think you will stand in the future, say about five years from now? - Means

■ Women ■ Men



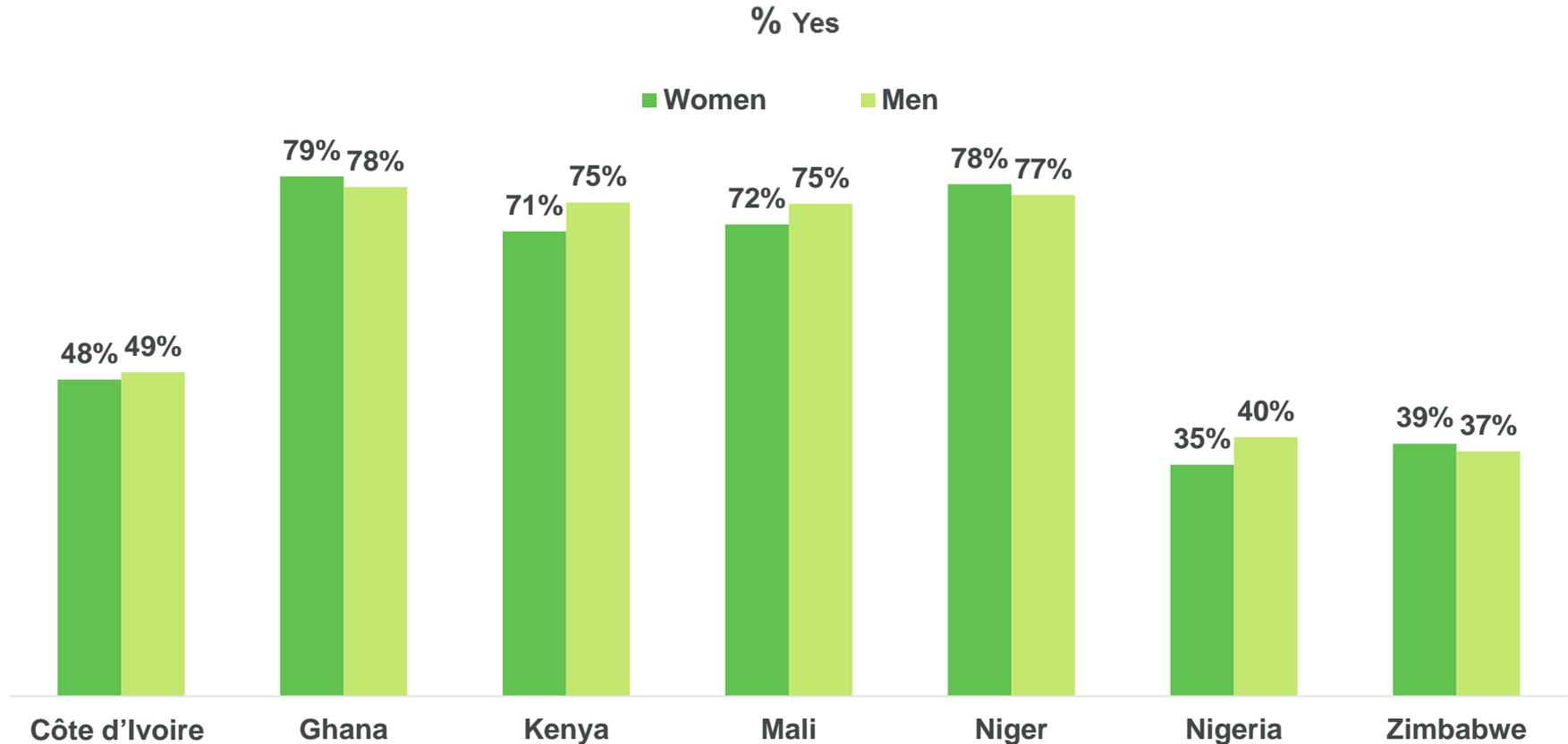
2014/2013 World Poll surveys

Media Freedom



While gender perceptions of media freedom are similar within countries, they vary across countries

Do the media in this country have a lot of freedom, or not?



2014/2013 World Poll surveys

Women's Media Use in Africa

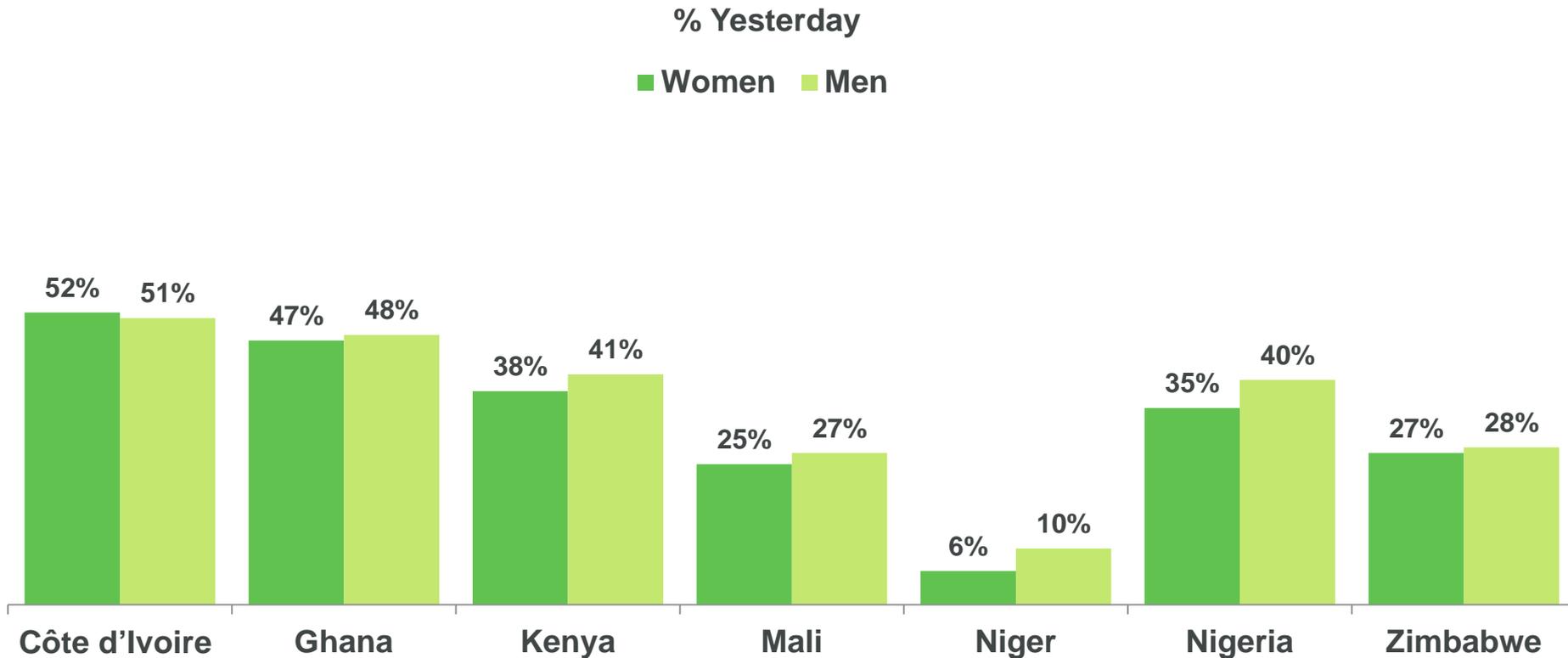


Methodology

Country	Date	N Size	Exclusions
Côte d'Ivoire	Jan 2014	2,000	Covered 99% of population: A few areas (at the sous-préfecture level) near the border with Liberia (Bangolo, Danane, and Toulepleu) were considered unsafe and were excluded from the population frame.
Ghana	Nov 2013	2,000	
Kenya	Oct 2013	2,000	
Mali	Dec 2013	1,800	Covered 77% of population: Because of ongoing security threats, it was not possible to survey in the following regions: Gao, Kidal, Mopti, and Timbuktu.
Niger	Dec 2013	1,505	Covered 98% of population: The nomadic population was excluded; the National Statistics Office (NSO) in Niger estimates that the current nomadic population represents about 2% of the total population.
Nigeria	Mar 2014	4,000	Covered 98% of population: Borno State was excluded for security reasons because it was under emergency rule and curfews were being enforced.
Zimbabwe	Oct 2013	1,500	

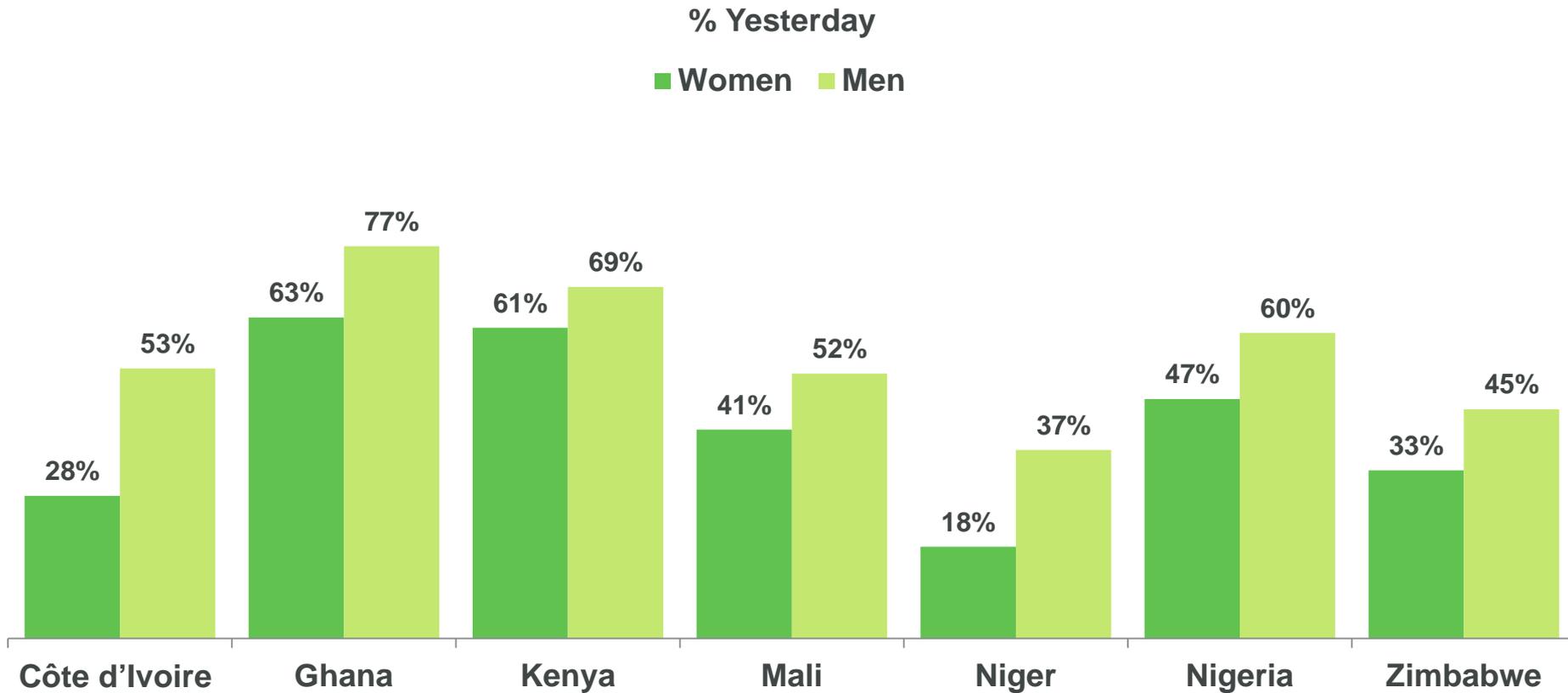
Daily TV use

Apart from today, when did you last watch television at home or elsewhere?



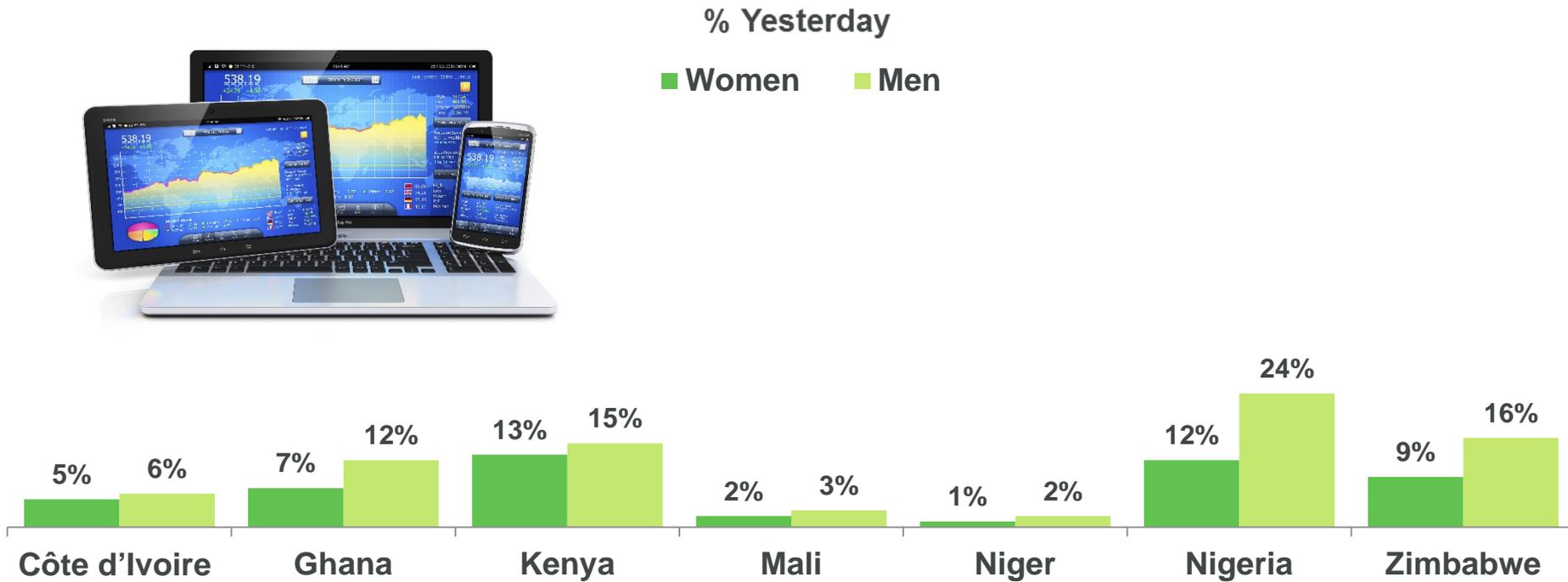
Daily radio use

Apart from today, when was the last time you listened to the radio or radio programs, whether it was at home or somewhere else?



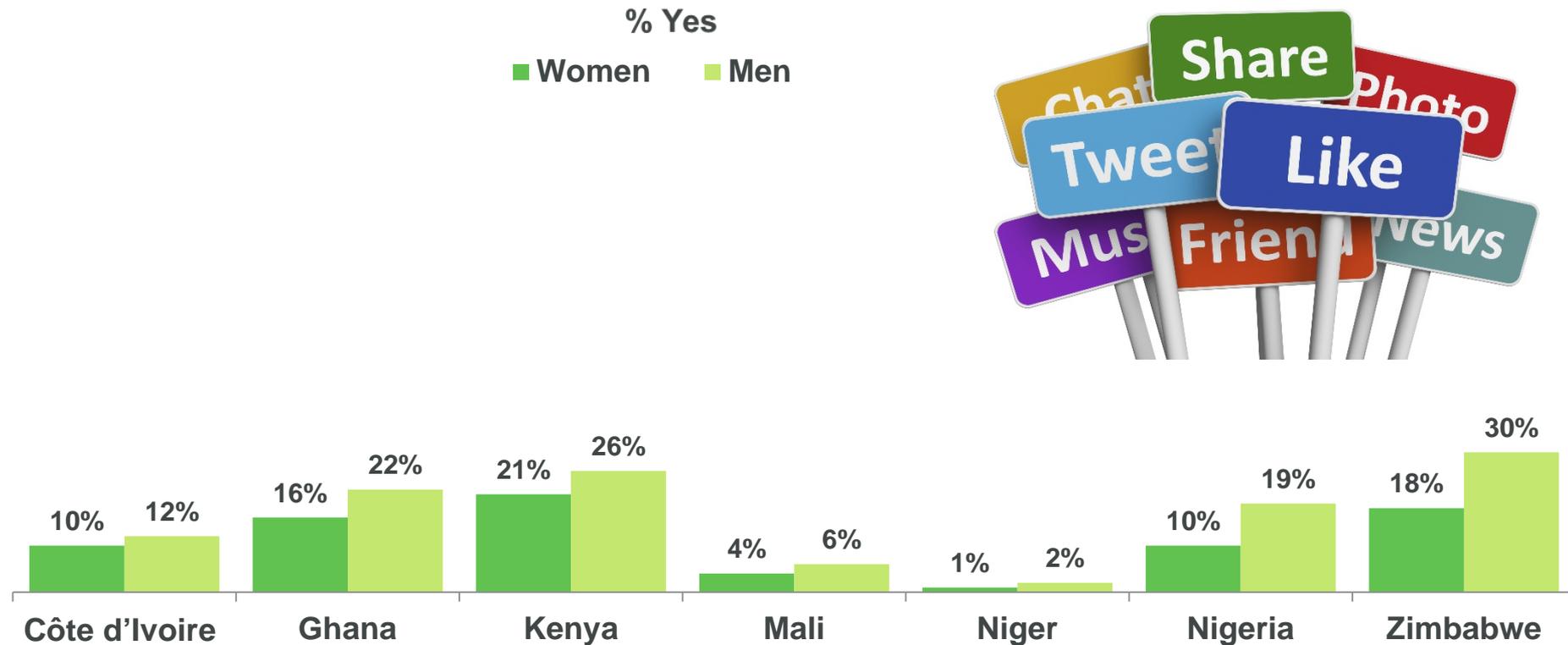
Daily internet use

Apart from today, when was the last time that you used the Internet, either for work or for personal purposes, whether it was at home or elsewhere? Internet could have been accessed using a computer, tablet, or a mobile device.



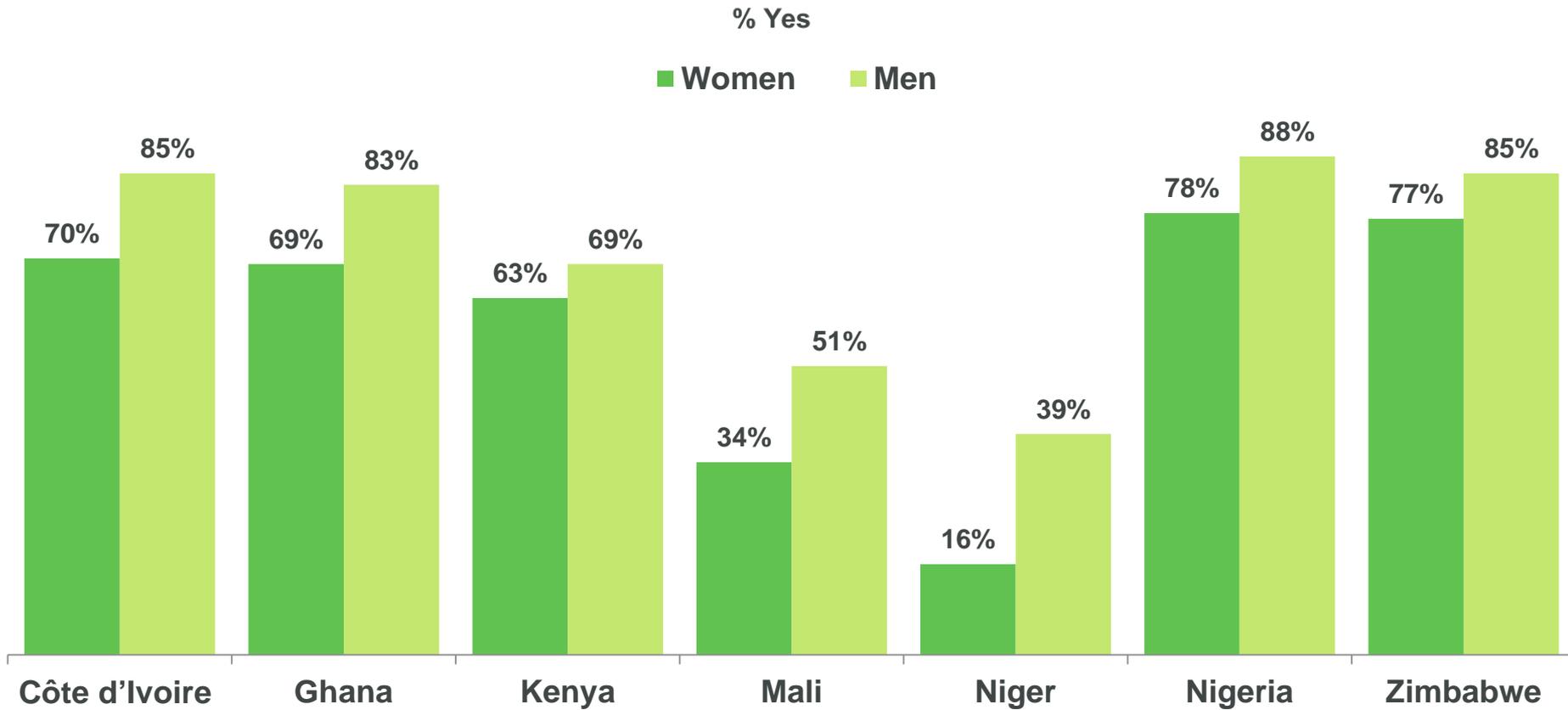
Weekly social networking use

Have you used any social networking services in the past 7 days, or not?



Personally own mobile phone

Do you, yourself, have a mobile phone, or not?

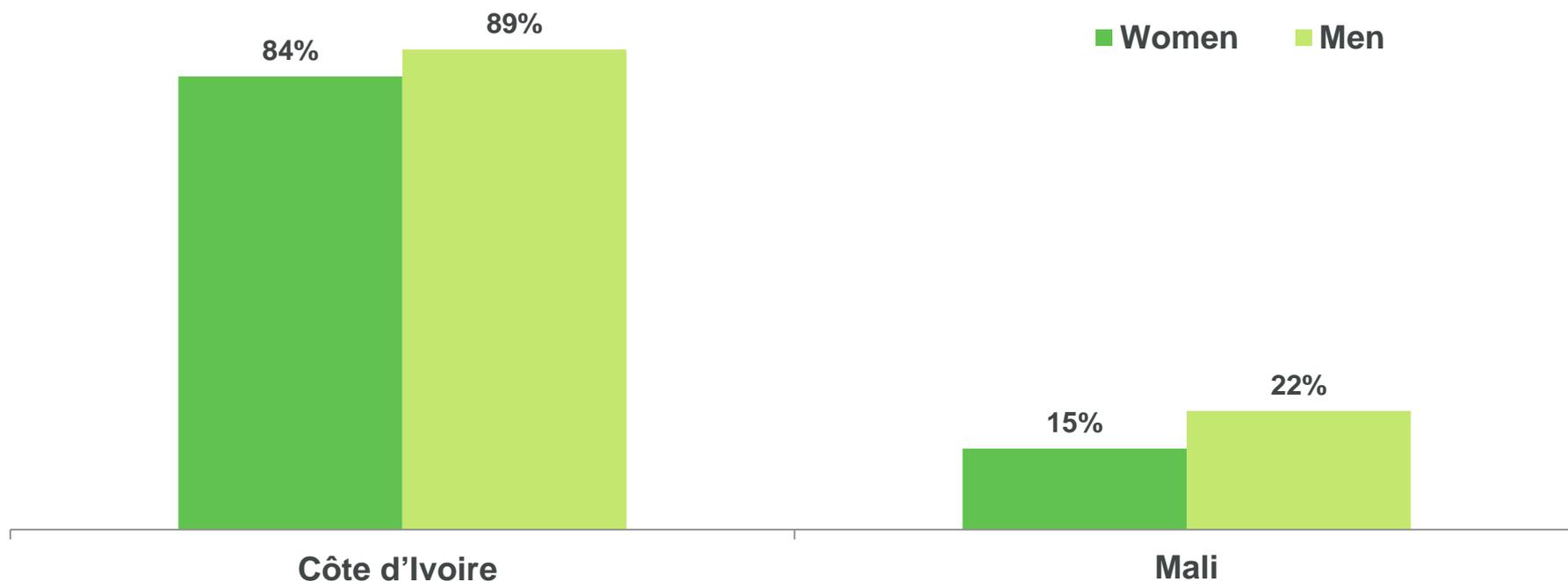


Speak French

(Speak at home/Understand all or most of a broadcast)

Which language do you speak most at home?

Now I will ask you some questions about OTHER languages you understand. If you heard a radio or television newscast in the following languages, please tell me how much you would understand. Would you understand all of it, most of it, some of it, or very little to none of it?



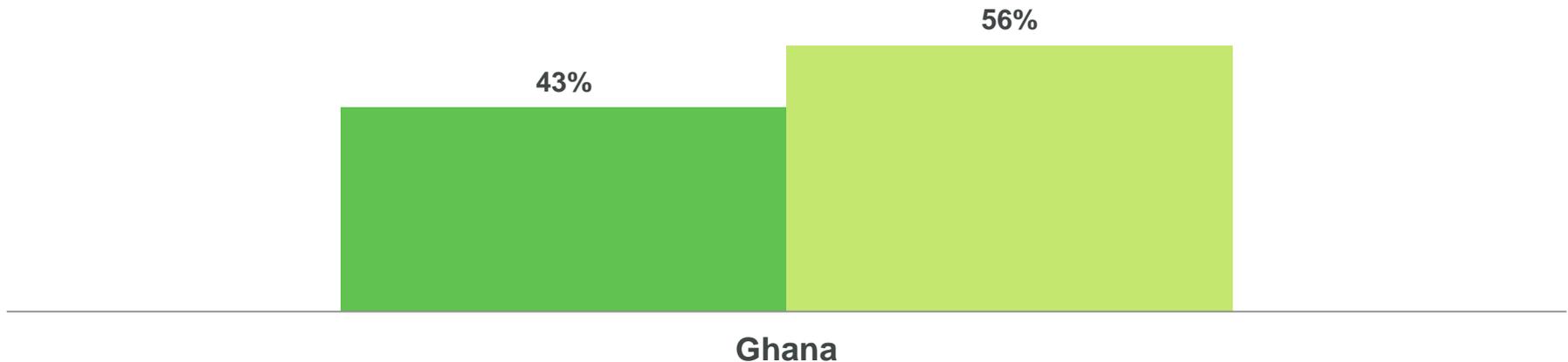
Speak English

(Speak at home/Understand all or most of a broadcast)

Which language do you speak most at home?

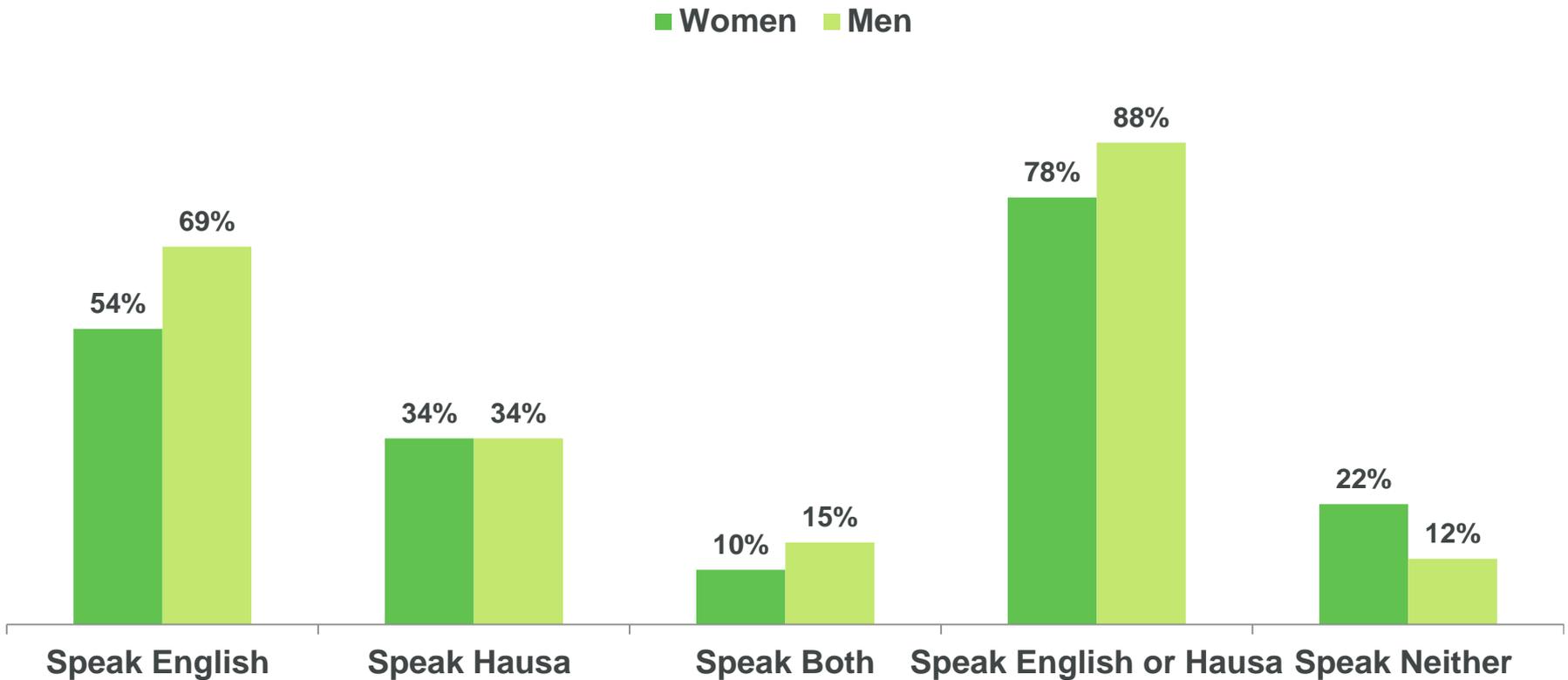
Now I will ask you some questions about OTHER languages you understand. If you heard a radio or television newscast in the following languages, please tell me how much you would understand. Would you understand all of it, most of it, some of it, or very little to none of it?

■ Women ■ Men



Language skills in Nigeria

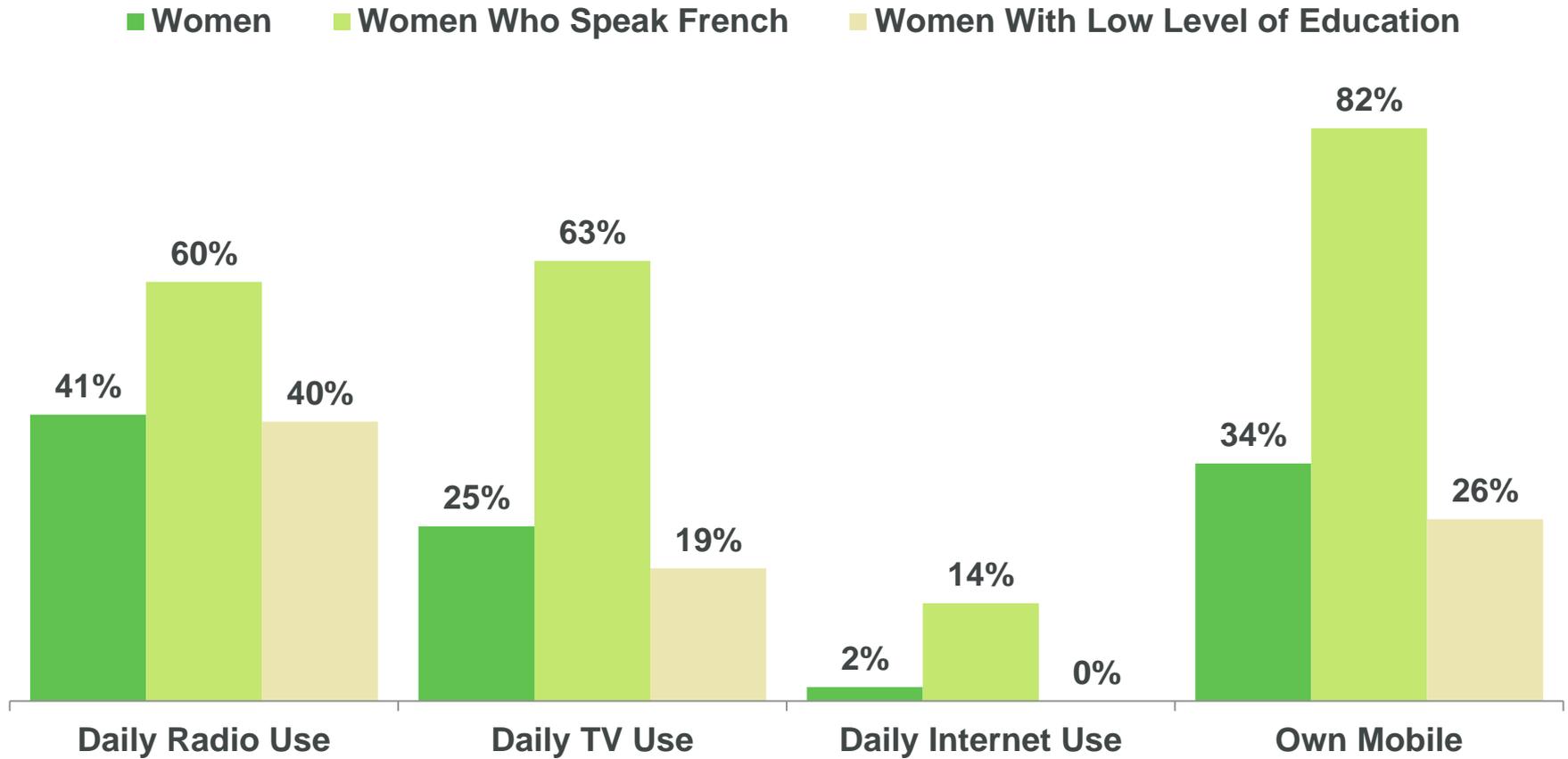
Which language do you speak most at home?



Platforms in Focus



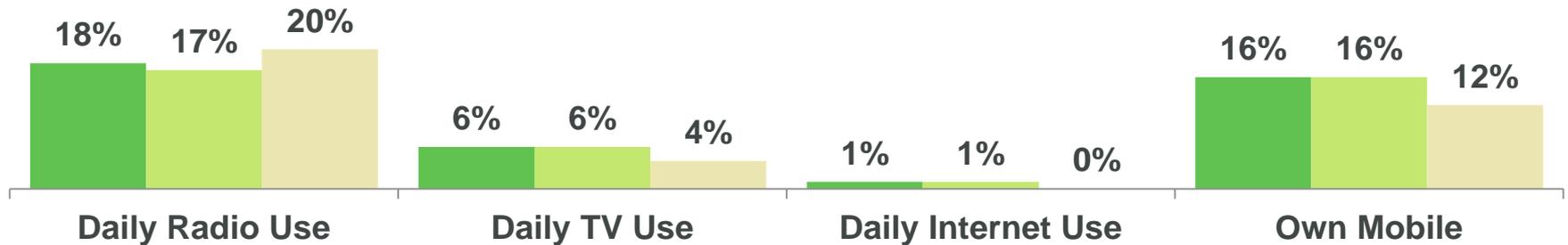
Mali



Note: Low level of education = No formal/some primary school (including some Koranic education)

Nigeria

■ Women ■ Women Who Speak English or Hausa ■ Women With Low Level of Education



Note: Low level of education = No formal/some primary school (including some Koranic education)

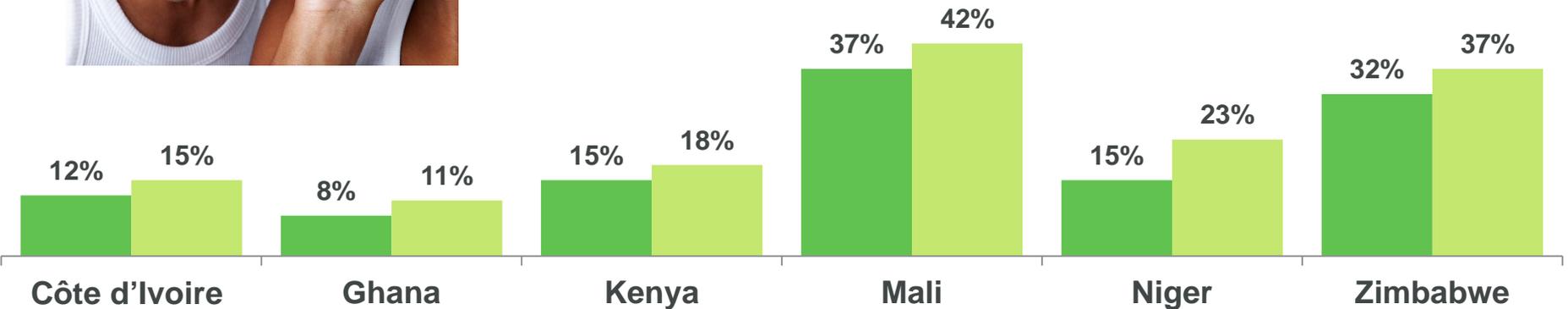
Share news daily/most days

(With friends/family/relatives)

How often do you discuss or share news with family, other relatives, or friends?



■ Women ■ Men



Summary

- Education and language skills are the main factors that influence which platform women access most frequently
- Daily TV use is similar for men and women but women tend to lag men in frequent radio and internet use
- Once a country reaches a critical mass in mobile penetration, gaps between both male and female ownership levels decrease. The largest gaps exist in countries that are still developing mobile capacity.



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Upcoming BBG Research Series events:

– Thursday, October 16: Pakistan

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