

Phone Typing & Conditions

Digital Personas

Decodis' Final Analysis and Insights Deck for:

- Urban Kenya
- Rural Kenya
- Lagos
- Urban Northern Nigeria
- Rural Northern Nigeria
- Urban Senegal
- Rural Senegal



Key Insights

Across our respondents in our seven locations, we find significant access¹ to smartphones. Note that these results are based on self-reported data corrected by any mismatches to photos.

- In urban Senegal and Lagos, 75% of women have access to smartphones.
- In Kenya, roughly 2/3 of each of the rural and urban samples have access to smartphones, with the remainder split between basic and feature phones.
- In urban Northern Nigeria and rural Senegal, roughly 50% of women have access to smartphones.
- The lowest percentage with smart phones is in rural Northern Nigeria where 41% of women have access to smartphones.

¹ Note that access does not necessarily mean ownership. More importantly, even if women say they “own” the phone, especially a smartphone, they need to share it.

Our respondents often mis-typed their phones in closed-ended responses.

- In Kenya, Nigeria and Senegal, we collected photos of women’s phones during recruitment. We then cross-checked photos of their most-used phone with the type of phone women said in a closed-ended response on the survey.
- Very often women mistook a smartphone for a basic or feature phone.
- In Nigeria and Senegal, the cases of “mistaken identity” were particularly high, between 41% – 52%, depending on geography. In Kenya, there were fewer, between 33% – 35%, depending on geography.
- Photos also allowed to categorized damaged phones. Substantially more phones in Senegal (38%) were damaged than in Kenya (8%) and Nigeria (12%).

THE BOTTOM LINE: Aside from rural Northern Nigeria, the majority of women in this sample have access to smartphones. A sizable portion of women mis-typed their phone when self-reported compared to photos.

Methodology for determining types of phones

We collected self-reported phone types through a keypad survey question:

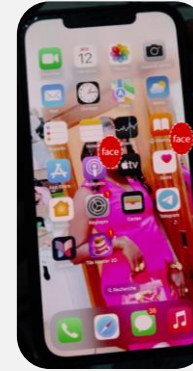
"Let's start by asking about the phone you use most of the time. What type of phone is it? Press 1 for smartphone, press 2 for feature phone, and press 3 for basic phone."

In addition, we captured photos of participants' phones during recruitment. However, not all photos clearly showed the phone type or condition.

For the photos that were sufficiently clear, we manually reviewed them to classify the devices as smartphones, feature phones, or basic phones. These manually observed phone types were then compared with the self-reported data from the keypad survey to identify any discrepancies between self-reported versus actual phone types.

An important takeaway we found after comparing photos of phones against the self-reported phone types is that, when there was a discrepancy, it was usually someone saying their phone was **more basic** than it actually was. For instance, someone would report having a basic phone, but what they actually held was a smartphone or a feature phone.

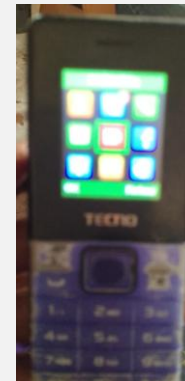
A feature phone looks similar but is different from a basic phone because it has internet capabilities, allowing the user to access Facebook and WhatsApp. However, it is also different from a smartphone because it does not offer the full functionality of these apps.



Smartphone reported as
basic phone



Feature phone reported as
basic phone



Feature phone reported as
smartphone

Kenya: Mismatch in phone type reporting: most people think their phone is more basic than it actually is

KENYA

The percentage of verified photos which did not match the type of phone which was self-reported was **35% for Urban Kenya** (out of 240 photos analyzed) **and 33% for Rural Kenya** (out of 482 photos analyzed)

Important Note: It was not part of our original research objectives to cross-check against women's responses to the type of phone they used against the photos. We asked our local research partners to capture the phone photos to include in our final reports and website. This request was not included as a requirement in the recruitment protocol, so not all enumerators took photos. Therefore, women in the sample who did not share phone photos should not be misinterpreted as women refusing to share photos of their phones.

	Urban Kenya	Rural Kenya
% of women with phone photos who reported a different type of phone	35% (85)	33% (157)
N of respondents with phone photo analyzed	240	482
N who self-reported (full sample)	405	859



Phone is **better** than self-reported

Photo showed	Self-reported	Urban Kenya	Rural Kenya
Smartphone	Basic phone	28%	17%
Smartphone	Feature phone	14%	17%
Feature phone	Basic phone	42%	53%
N		85	157



Phone is **more basic** than self-reported

Photo showed	Self-reported	Urban Kenya	Rural Kenya
Feature phone	Smartphone	6%	7%
Basic phone	Feature phone	2%	2%
Basic phone	Smartphone	7%	5%
N		85	157

¹A feature phone has a keypad but is internet-capable providing access to stripped down versions of Facebook and WhatsApp, for example.

Kenya: How do women with better phones on photo than reported use the internet

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Phone is **better** than self-reported

URBAN KENYA

Photo showed	Self-reported	N. of women	Call	SMS	Use WhatsApp	Use Social Media	Use Video
Smartphone	Basic phone	24	24	7	15	17	7
Smartphone	Feature phone	12	11	7	9	5	5
Feature phone	Basic phone	36	33	15	20	17	15

RURAL KENYA

Photo showed	Self-reported	N. of women	Call	SMS	Use WhatsApp	Use Social Media	Use Video
Smartphone	Basic phone	27	25	11	17	12	15
Smartphone	Feature phone	26	23	10	23	16	17
Feature phone	Basic phone	83	78	20	38	31	20

Kenya: How do women with worse phones on photo than reported use the internet

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Phone is **worse** than self-reported

URBAN KENYA

Photo showed	Self-reported	N. of women	Call	SMS	Use WhatsApp	Use Social Media	Use Video
Feature phone	Smartphone	5	5	1	5	3	2
Basic phone	Feature phone	2	2	0	1	1	1
Basic phone	Smartphone	6	6	4	6	5	5

RURAL KENYA

Photo showed	Self-reported	N. of women	Call	SMS	Use WhatsApp	Use Social Media	Use Video
Feature phone	Smartphone	11	9	3	7	7	9
Basic phone	Feature phone	3	3	2	2	1	2
Basic phone	Smartphone	7	4	0	4	4	2

¹ Women who say they use advanced applications on basic phones are also included in the segment of women who say they use a second phone that is a shared smartphone.

Nigeria: Mismatch in phone type reporting: most people think their phone is more basic than it actually is

NIGERIA

The percentage of verified photos which did not match the type of phone which was self-reported was **41% for Lagos** (N=397), **46% Urban Northern Nigeria** (N=332), and **52% for Rural Northern Nigeria** (N=428).

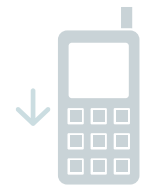
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	Lagos	Urban NN	Rural NN
% of women with phone photos who reported a different type of phone	41% (161)	46% (154)	52% (221)
N of respondents with phone photo analyzed	397	332	428
N who self-reported (full sample)	454	404	556



Phone is **better** than self-reported

Photo showed	Self-reported	Lagos	Urban NN	Rural NN
Smartphone	Basic phone	27%	20%	21%
Smartphone	Feature phone	42%	29%	20%
Feature phone	Basic phone	10%	27%	33%
N		161	154	221



Phone is **more basic** than self-reported

Photo showed	Self-reported	Lagos	Urban NN	Rural NN
Feature phone	Smartphone	8%	9%	10%
Basic phone	Feature phone	4%	5%	11%
Basic phone	Smartphone	9%	10%	5%
N		161	154	221

¹A feature phone has a keypad but is internet-capable providing access to stripped down versions of Facebook and WhatsApp, for example.

Nigeria: How do women with better phones on photo than reported use the internet

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Phone is **better** than self-reported

LAGOS

Photo showed	Self-reported	N. of women	Call	SMS	Use WhatsApp	Use Social Media	Use Video
Smartphone	Basic phone	44	39	13	30	33	21
Smartphone	Feature phone	68	67	31	66	56	40
Feature phone	Basic phone	16	16	7	7	10	2

URBAN NORTH NIGERIA

Photo showed	Self-reported	N. of women	Call	SMS	Use WhatsApp	Use Social Media	Use Video
Smartphone	Basic phone	30	26	12	23	14	9
Smartphone	Feature phone	45	40	16	40	32	14
Feature phone	Basic phone	42	35	20	29	24	7

RURAL NORTH NIGERIA

Photo showed	Self-reported	N. of women	Call	SMS	Use WhatsApp	Use Social Media	Use Video
Smartphone	Basic phone	47	36	16	33	24	16
Smartphone	Feature phone	44	38	17	39	28	15
Feature phone	Basic phone	72	58	30	52	40	16

Nigeria: How do women with worse phones on photo than reported use the internet



Phone is **worse** than self-reported

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LAGOS

Photo showed	Self-reported	N. of women	Call	SMS	Use WhatsApp	Use Social Media	Use Video
Feature phone	Smartphone	12	12	6	12	8	7
Basic phone	Feature phone	6	6	1	4	3	1
Basic phone	Smartphone	15	13	7	12	9	7

URBAN NORTH NIGERIA

Photo showed	Self-reported	N. of women	Call	SMS	Use WhatsApp	Use Social Media	Use Video
Feature phone	Smartphone	14	12	7	13	7	4
Basic phone	Feature phone	7	6	6	6	5	2
Basic phone	Smartphone	16	15	6	15	12	8

RURAL NORTH NIGERIA

Photo showed	Self-reported	N. of women	Call	SMS	Use WhatsApp	Use Social Media	Use Video
Feature phone	Smartphone	23	18	11	20	16	7
Basic phone	Feature phone	25	20	12	11	13	4
Basic phone	Smartphone	10	10	4	9	8	4

¹ Women who say they use advanced applications on basic phones are also included in the segment of women who say they use a second phone that is a shared smartphone.

Senegal: Mismatch in phone type reporting: most people think their phone is more basic than it actually is

SENEGAL

The percentage of verified photos which did not match the type of phone which was self-reported was **42% in Urban Senegal** (N=308) **and 51% in Rural Senegal** (N=309).

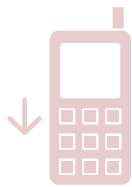
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	Urban Senegal	Rural Senegal
% of women with phone photos who reported a different type of phone	42% (154)	51% (221)
N of respondents with phone photo analyzed	308	309
N who self-reported (full sample)	750	942



Phone is **better** than self-reported

Photo showed	Self-reported	Urban Senegal	Rural Senegal
Smartphone	Basic phone	35%	22%
Smartphone	Feature phone¹	49%	40%
Feature phone¹	Basic phone	10%	24%
N		154	221



Phone is **more basic** than self-reported

Photo showed	Self-reported	Urban Senegal	Rural Senegal
Feature phone¹	Smartphone	4%	7%
Basic phone	Feature phone¹	2%	4%
Basic phone	Smartphone	1%	3%
N		154	221

¹A feature phone has a keypad but is internet-capable providing access to stripped down versions of Facebook and WhatsApp, for example.

Kenya: How do women with better phones on photo than reported use the internet

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URBAN SENEGAL

Photo showed	Self-reported	N. of women	Call	SMS	Use WhatsApp	Use Social Media	Use Video
Smartphone	Basic phone	42	30	3	36	27	34
Smartphone	Feature phone	64	50	9	54	43	53
Feature phone	Basic phone	12	6	0	6	5	8

RURAL SENEGAL

Photo showed	Self-reported	N. of women	Call	SMS	Use WhatsApp	Use Social Media	Use Video
Smartphone	Basic phone	32	18	7	26	15	20
Smartphone	Feature phone	63	40	8	53	42	40
Feature phone	Basic phone	37	14	2	19	10	13

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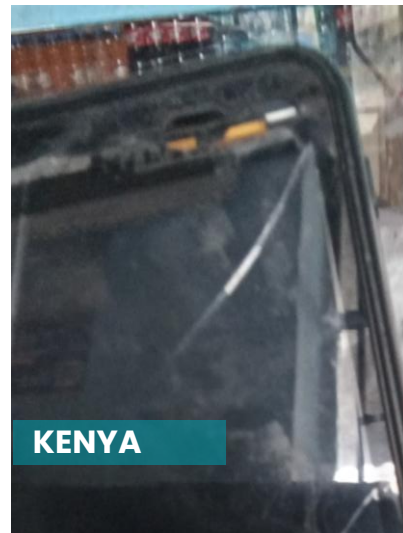
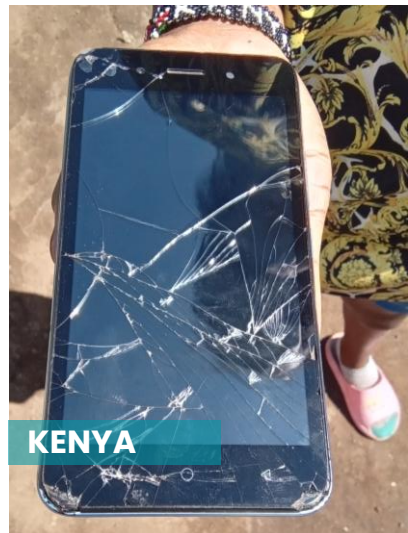
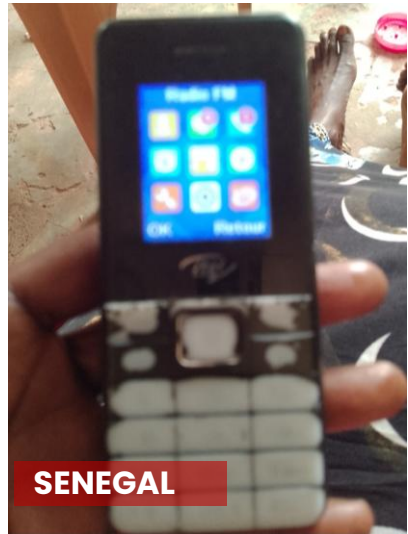
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Feature phone	Smartphone	7	3	1	5	5	5
Basic phone	Feature phone	3	3	0	2	3	3
Basic phone	Smartphone	1	1	0	1	1	1

RURAL SENEGAL

Photo showed	Self-reported	N. of women	Call	SMS	Use WhatsApp	Use Social Media	Use Video
Feature phone	Smartphone	7	1	0	3	5	1
Basic phone	Feature phone	5	3	1	4	2	3
Basic phone	Smartphone	5	3	0	4	2	3

¹ Women who say they use advanced applications on basic phones are also included in the segment of women who say they use a second phone that is a shared smartphone.

Photos of damaged devices



Categorizing broken and damaged devices

We categorized broken screens which resulted in a touch screen doesn't always register, broken glass pieces could cause injuries and screen visibility which limits use, among other damages. There were also other visible damages seen on feature and basic phones. These damages restricted use but did not prevent it.

We did not systematically record those due to the subjectivity of what could be considered damage, but we show to the left some selected photos of some of the most severely damaged devices that we came across during our categorization.

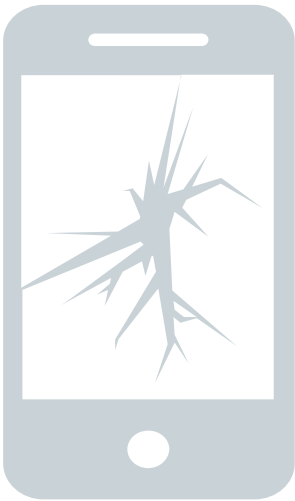
Data on Cracked Screens

Cracked screens across respondents

	Urban Kenya	Rural Kenya	Lagos	Urban NN	Rural NN	Urban Senegal	Rural Senegal
Cracked screens (%)	6%	9%	16%	4%	9%	43%	35%
Number of photos analyzed	257	498	444	431	357	449	428

Cracked screens across all recruited (there were more women recruited than ultimately completed the survey)

	% Cracked screens	# Cracked screens	Number of photos analyzed
Kenya	12%	111	1284
Nigeria	13%	116	1555
Senegal	35%	438	1233



Note: This data was not systematically collected for the purpose of reporting on damaged phones, which is why the number of phones analyzed is much lower than the total sample.

Data on Cracked Screens: Most of cracked screens are smartphones which are more prone to this type of damage, but whose functionality is also most impacted by it.



	Urban Kenya	Rural Kenya	Lagos	Urban NN	Rural NN	Urban Senegal	Rural Senegal
Number of phones analyzed	257	498	444	431	357	449	428
N. cracked screens	15	47	69	20	27	137	125
→ Smartphone	13	47	69	19	21	122	113
→ Feature phone	2	0	0	0	2	10	8
→ Basic phone	0	0	0	1	4	5	4

Breakdown
by type of
phone

Note: Data of cracked screens against type of phone is only on those people who were fully recruited. So the Ns are slightly less than the "full" photo data which included people who went through recruitment but did not take the survey.