

Relevance Barriers

Digital Personas

Decodis' Final Analysis and Insights Deck for:

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

Plus Annexes with country level segments



Phone of respondent
from Senegal

Key Insights about Relevance (1/2)

We collected data on how women use their phones by going through an extensive process of assessing not only keypad entry responses but also through checking through women's responses throughout all the open-ended responses in the entire survey.

- The majority of women said they have used WhatsApp, though much of this usage might be calling.
- Women in Kenya, Northern Nigeria and rural Senegal all use less social media and internet browsing compared to Lagos or urban Senegal. This is associated with more women in Lagos and urban Senegal with smartphones.

We also collected data about what women used their phone for.

A substantial proportion of women do some type of work outside the house to earn money:

- The majority across all countries run small businesses.
- In Kenya, a high proportion of women do casual work.
- In rural Senegal, many women earn money through agriculture.
- When asking what they appreciate about using digital for their work, women ubiquitously say that:
 - They value being able to inform customers of goods and services.
 - They value the ease of doing transactions.

Key Insights about Relevance (2/2)

A second key use women have is to learn.

In this regard, we do not mean women learning how to use their phones nor do we mean women doing online education.

We define this type of “learning” as women who are looking for information, skills, or anything else for her own benefit.

Key findings are:

- This is the biggest driver for women to use digital services.
- Over 80% of women in Nigeria, Kenya and urban Senegal use their phones to learn new things.

BOTTOM LINE: For women who earn money, the usefulness of digital comes from rudimentary activities such as calling, WhatsApp and payments.

However, across the sample, using the digital access to learn is the most relevant use case for women.

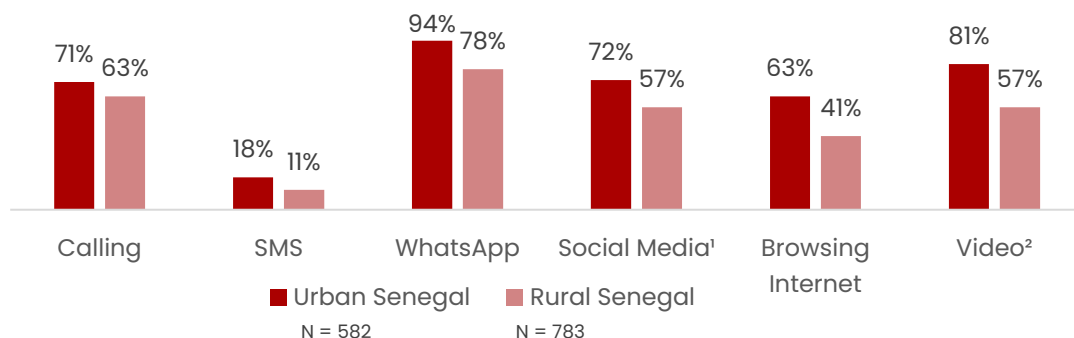
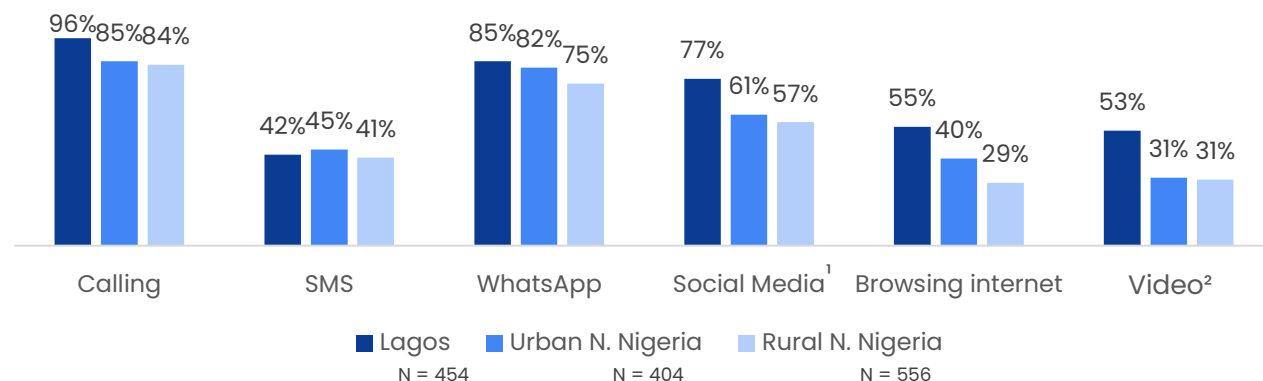
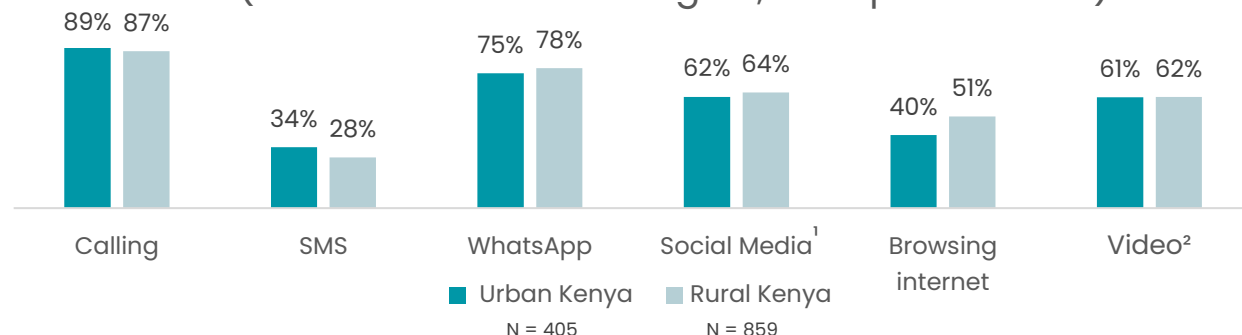
Assumptions in the analysis of how women use their phones

Uses of phone are assessed over multiple open-ended text responses using the following approaches and assumptions:

- Uses of the phone are determined by a combination of applicable keypad responses along with responses to non-skit open-ended questions across the survey:
 - Because skit questions often rely on hypotheticals or may introduce unintended priming, only non-skit questions were considered.
 - We ignore negative reference (such as "I can't use the internet") and responses to questions that imply or entail non-use (e.g. "What do you struggle with doing on your phone").
- We code for reference to particular apps which are then aggregated into broader categories. (e.g. Facebook and Instagram into "Social Media")
- Apps with "lite" versions are considered equitably with their "full" versions (e.g. Reference to Facebook Lite counts as a reference to Facebook and, therefore, social media).
- Internet Use is restricted to non-basic phone users. Therefore, if a respondent said they used the internet, but only had access to a basic phone, then they were not counted in "Browsing Internet"
- Apps with multiple uses are still considered under that app. For example, using WhatsApp to make calls is counted as "WhatsApp".

Insights– How women use their phones

Women who have done each type of use
(% of women in each region, multiple mention)



Women across all geographies have used their phones in a wide variety of ways.

In Kenya, there are no discernible differences in the ways rural versus urban Kenyan women have used their phones.

Compared to Kenya, a greater percentage of women in Lagos and Northern Nigeria use their phones across all categories aside than other than video (see definition below). The exception is women in rural Northern Nigeria who make considerably less use of social media, internet browsing and especially videos like YouTube and TikTok.

Women in urban Senegal have particularly high usage of WhatsApp, as well as social video.

Our procedure for obtaining these data from our survey

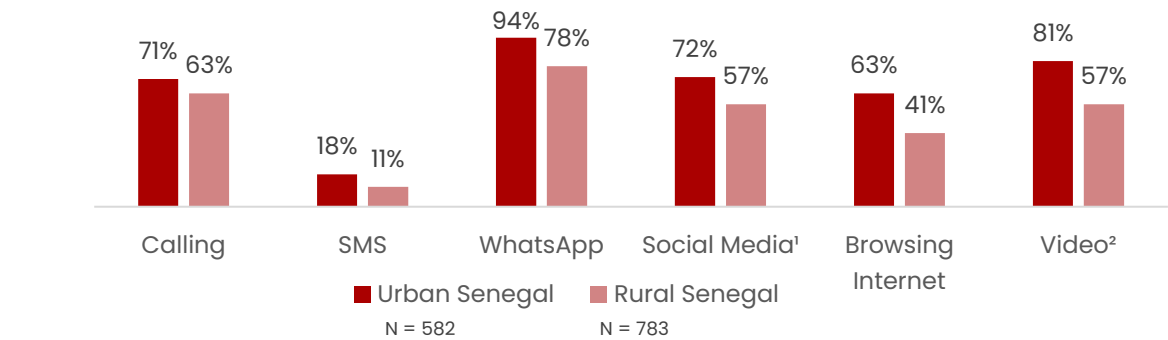
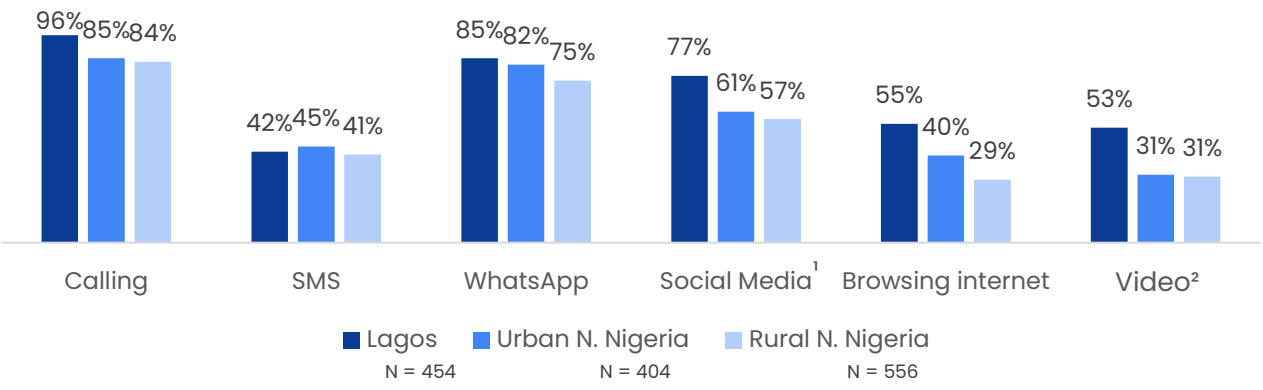
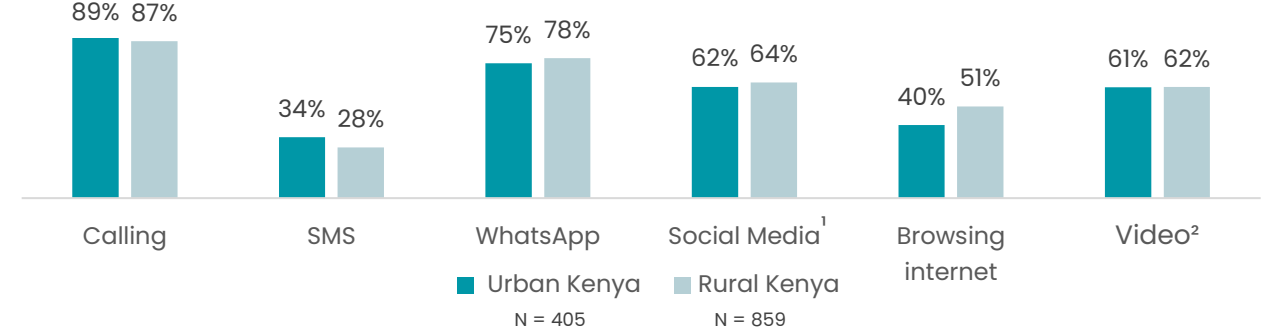
Our survey had binary yes/no questions about whether women said they had ever used the categories in the charts to the left. However, some women mentioned some categories in other answers even though they did not indicate that usage in the binary response. Therefore, we filled out and corrected for this effect by looking for mentions of these types of usage across the survey. These charts are based on those results, i.e. those who indicated their usage in the binary question or who mentioned that type of use elsewhere in the survey.

¹ Social media: Use Facebook and/or Instagram apps.

² Video: Use YouTube and TikTok. Note that we do not include apps like Xender in social videos which allow women to transfer videos to use offline.

Sample Ns – How women use their phones

Women who have done each type of use
(% of women in each region, multiple mention)



See explanation of how we did this analysis in slide above.

We looked across the entire survey to find mentions of apps and categorize them. The result is an N for each geography equal to the entire sample.

	Total sample	# of people who were asked	# of people who answered	# of people whose responses were categorized
Urban Kenya	405	405	405	405
Rural Kenya	859	859	859	859

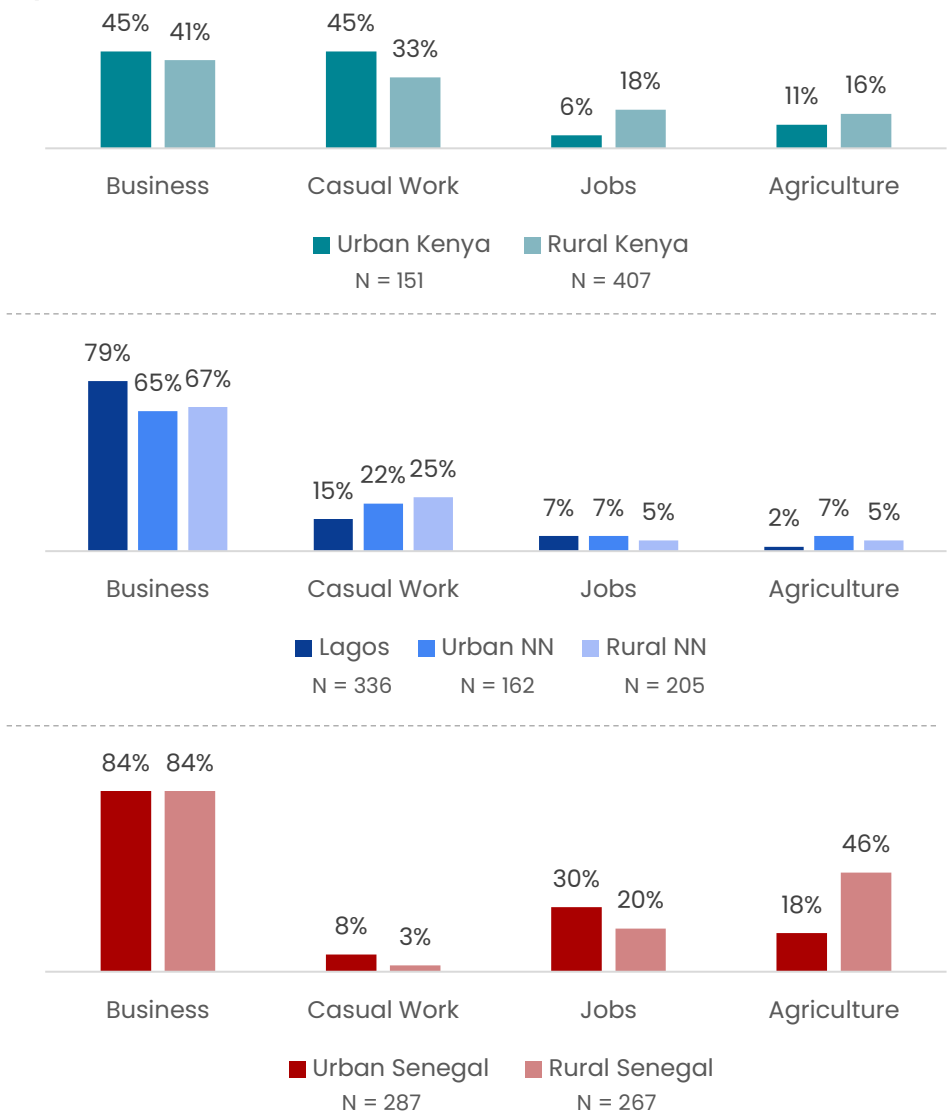
	Total sample	# of people who were asked	# of people who answered	# of people whose responses were categorized
Lagos	454	454	454	454
Urban NN	404	404	404	404
Rural NN	556	556	556	556

	Total sample	# of people who were asked	# of people who answered	# of people whose responses were categorized
Urban Senegal	582	582	582	582
Rural Senegal	783	783	783	783

¹ Social media: Use Facebook and/or Instagram apps.
² Video: Use YouTube and TikTok. Note that we do not include apps like Xender in social videos which allow women to transfer videos to use offline.

Insights – How women earn money

Type of work (% of women who say they work ¹)



Senegal is very similar to Nigeria and Kenya in terms of the type of work those women who earn an income do – most have small businesses. However, 30% of women in rural Senegal earn money by farming, higher than in the rural areas of Nigeria and Kenya.

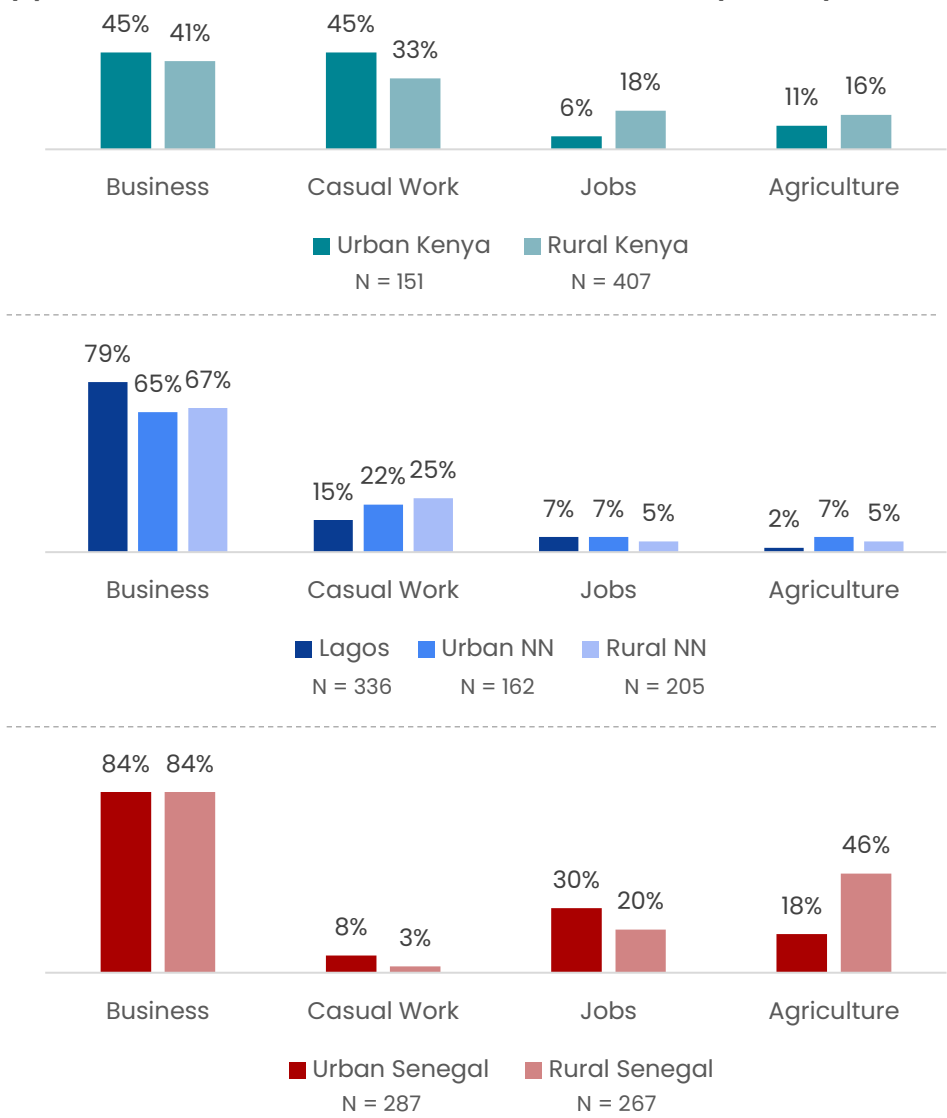
To categorize women into these types, we used open ended descriptions from women describing their work. We categorized each description into fine-grained buckets, ie. “selling vegetables” or “washing clothes.” Then we looked at how often they said they worked and these responses together allowed us to create the following categories:

- Small business was described as selling clothes, being in the market, making goods to sell and similar activities that they said they did every day or most of the days of the week.
- Casual work was described as selling charcoal, washing clothes, cleaning and similar activities which they said they only did when they were requested for this work from time to time.
- An example of a job was working as a teacher or something similar which they said worked every day.
- Working in agriculture was described as both growing and selling crops or livestock. Note that this does not include women who work on a family farm but do not earn income directly.

¹ This percentage is taken out of responses where women specified what type of work they did. Some responses did not fall into a category, and some participants did not respond.

Sample Ns – How women earn money

Type of work (% of women who say they work ¹)



Questions for Kenya and Nigeria

Kenya and Nigeria: QA10 Do you do any work that helps you earn money? This could be a job, business, farming, or anything else that brings money. Press 1 for yes, or 2 for no.

If they say yes -> QA11 Can you tell me what kind of work you do? How often do you do this work—is it something you do most days of the week, or just sometimes?

	Total sample	# of people who were asked QA10 (whole sample)	# of people who were asked QA11 (# who said yes to QA10)	# of people who gave a response to QA11	# of people who had at least one categorized response
Urban Kenya	405	405	207	174	151
Rural Kenya	859	859	541	463	407
Lagos	454	454	414	359	336
Urban NN	404	404	260	178	162
Rural NN	556	556	269	238	205

Questions for Senegal

QB67 Do you work for someone else, or a company, or do your own work? Press 1 for working for someone else or company; Press 2 for own work – self employed; Press 3 if you both work for a company or someone else and also work for yourself

QB68 Describe in details the kind of work you do and what you do at work. If you sell, what do you sell? Where do you sell? Who do you sell to?

QB71 Do you have suppliers who sell you things for your business? Press 1 for yes; 2 for no

QB73 Do you farm or raise animals? Press 1 for yes; 2 for no

	Total sample	# of people who were asked either one of those questions	# of people who responded to either one of those questions	# of people who gave at least one categorized response to either of those questions
Urban Senegal	582	582	491	287
Rural Senegal	783	783	672	265

¹ This percentage is taken out of responses where women specified what type of work they did. Some responses did not fall into a category, and some participants did not respond.

Insights – Kenya: The benefits of digital in women’s work

How phones help by type of work (% of women who do each type of work in each region, multiple mentions)



Note: This percentage is taken out of responses which were categorized. Some responses did not fall into a category, and some participants did not respond.

Some participants report doing work in both categories (casual work and business), therefore **there is overlap between the two categories.**

In Kenya, digital payments and informing customers of goods and services are the most important ways phones helped them.

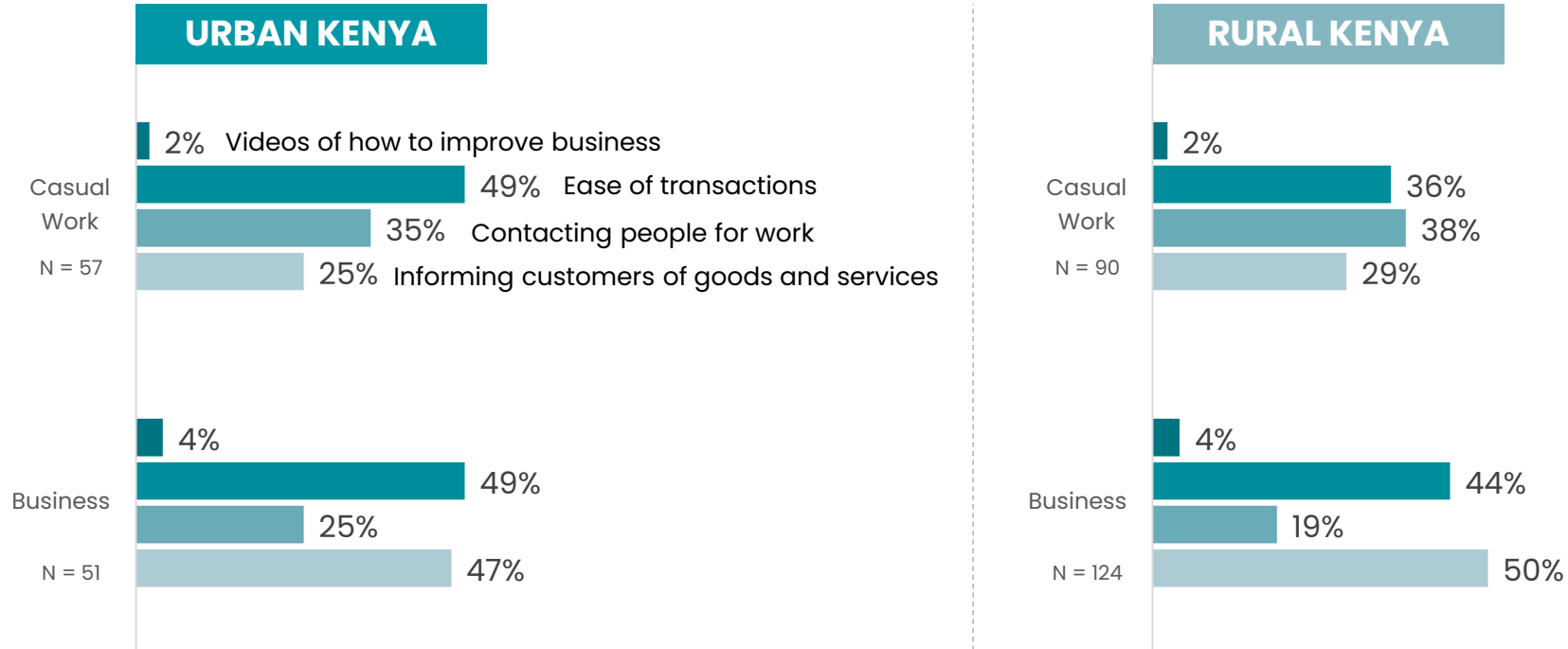
Given the ubiquitous use of M-Pesa, it is not surprising that women who do both casual work and small business mentioning the ease of transactions as a key benefit of using digital services.

For businesses, being able to inform customers of goods and services, either through WhatsApp or social media, is mentioned as much as the ease of doing transactions.

Note that there were not enough responses for jobs or agriculture to show results.

Sample Ns – Kenya: Women’s business

How phones help most by type of work (% of women who do each type of work in each region, multiple mentions)



Note: This percentage is taken out of responses which were categorized. Some responses did not fall into a category, and some participants did not respond.

Some participants report doing work in both categories (casual work and business), therefore **there is overlap between the two categories.**

Survey questions asked using a set of skip pattern questions

QB52 Has having a phone helped you earn money or improve your business? Press 1 for yes, or 2 for no. (asked to all sample, but here only those who said yes to QA10 were categorized)

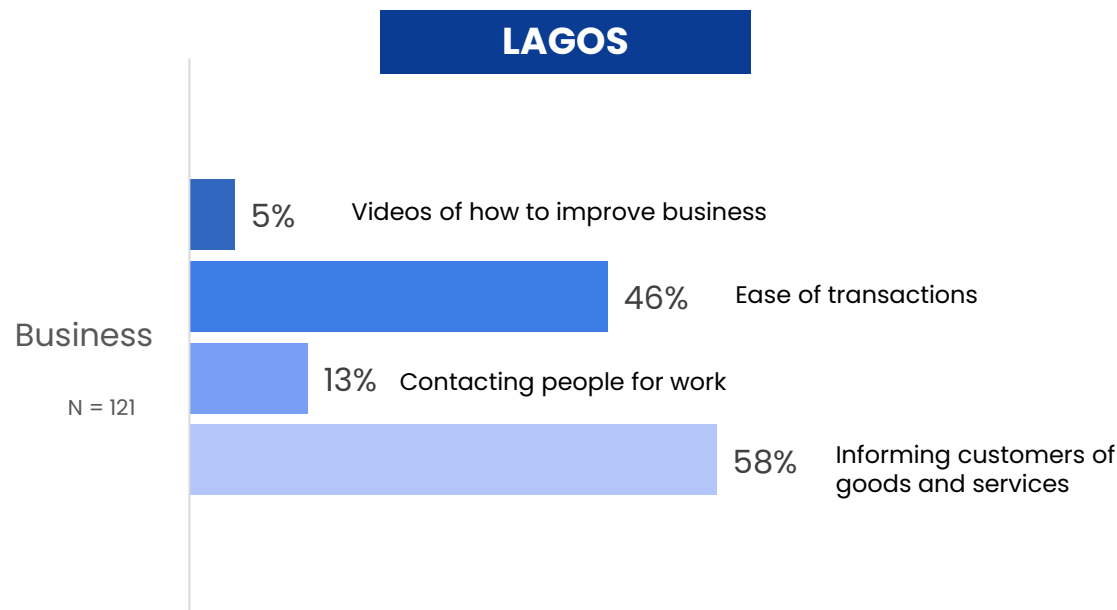
If yes → QB53 How has it helped you?

	Total sample	# of respondents asked QA10	# of respondents asked QA11 (said yes to QA10)	# of respondents categorized under Business and/or Casual Work to QA11	# of respondents in Business/ Casual Work and were asked QB53 (said yes to QB52)	# of respondents who had at least one categorized response to QB53 (Casual work/business)
Urban Kenya	405	405	207	129	107	57 / 51
Rural Kenya	859	859	541	294	222	90 / 124

Respondents were categorized into type of work according to QA10 and QA11 as per slide 8.

Insights – Nigeria: Women's business

How phones help most by type of work (% of women who do each type of work in each region, multiple mentions)



Note: This percentage is taken out of responses which were categorized. Some responses did not fall into a category, and some participants did not respond.

Some participants report doing work in both categories (casual work and business), therefore **there is overlap between the two categories.**

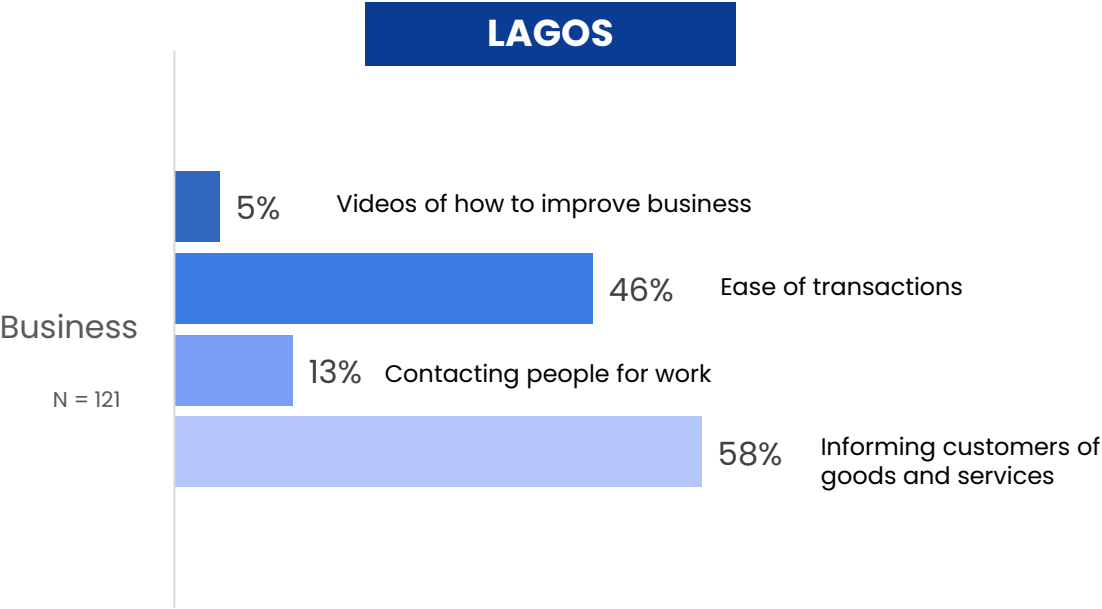
For women conducting business in Nigeria, being able to inform their customers of goods and service, calling or WhatsApp, was the most important benefit of having a phone.

Being able to do transactions more easily was also important. **However, unlike Kenya, these women spoke more frequently of being able to communicate with suppliers, calling or WhatsApp, than using payments.**

Note that there were not enough responses for jobs, agriculture, Lagos casual work and any work in Northern Nigeria to show results.

Sample Ns – Nigeria: Women’s business

How phones help most by type of work (% of women who do business in Lagos, multiple mentions)



Note: This percentage is taken out of responses which were categorized. Some responses did not fall into a category, and some participants did not respond.

Some participants report doing work in both categories (casual work and business), therefore **there is overlap between the two categories.**

Survey questions asked using a set of skip pattern questions

QB52 Has having a phone helped you earn money or improve your business? Press 1 for yes, or 2 for no. (asked to all sample, but here only those who said yes to QA10 were categorized)

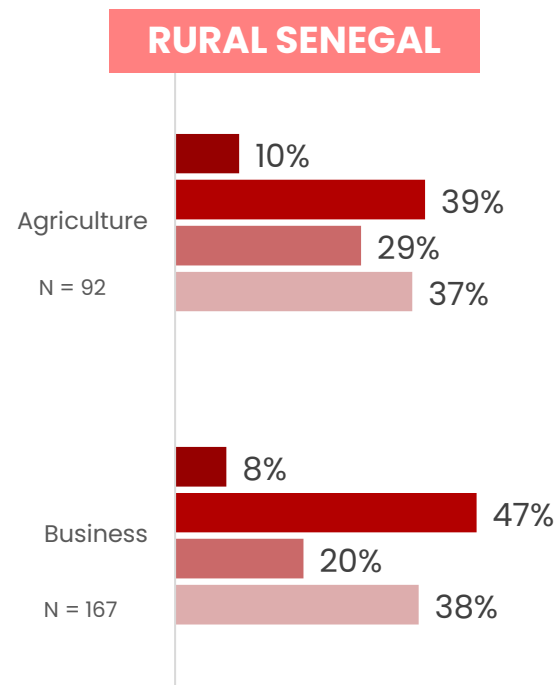
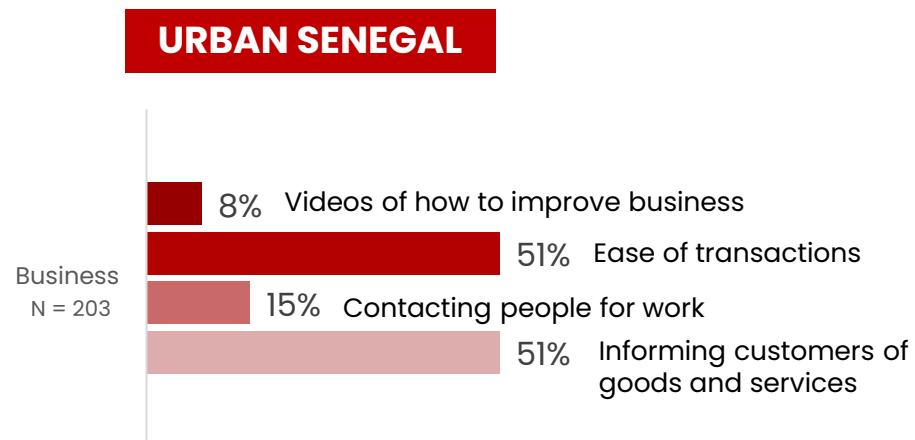
If yes → QB53 How has it helped you?

Respondents were categorized into type of work according to QA10 and QA11 as per slide 8.

	Total sample	# of respondents asked QA10	# of respondents asked QA11 (said yes to QA10)	# of respondents categorized under Business to QA11	# of respondents in Business who said phone helps and were asked QB53 (said yes to QB52)	# of respondents with at least one categorized responses in QB53 (answered how phone has helped the, in Business)
Lagos	454	454	414	264	203	121
Urban NN	Numbers were too low for Northern Nigeria at the end of the funnel.					
Rural NN						

Insights – Senegal: Women’s business and agricultural work

How phones help most by type of work (% of women who do each type of work in each region, multiple mentions)



Note: This percentage is taken out of responses which were categorized. Some responses did not fall into a category, and some participants did not respond.

Some participants report doing work in both categories (casual work and business), therefore **there is overlap between the two categories.**

Agricultural work was too small in urban Senegal.

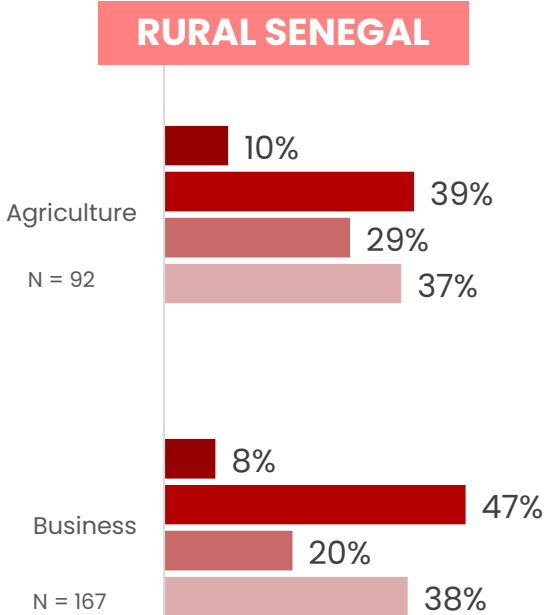
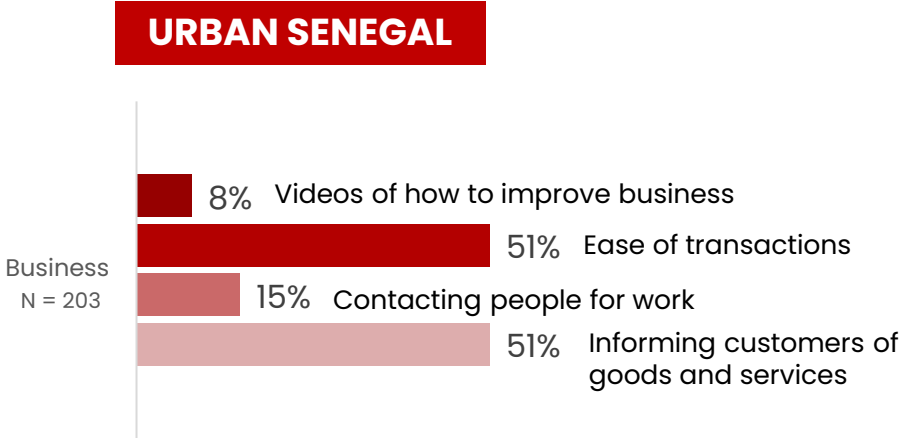
For women conducting business in Senegal, being able to inform their customers of goods and service, calling or WhatsApp, was the most important benefit of having a phone.

For both small businesses and agricultural work, being able to do transactions more easily was also important. In this regard, women in Senegal were more similar to Kenya who spoke just as much about **ease of translations as communicating with customers.**

Note that there were not enough responses for jobs, casual work and agriculture in urban Senegal and jobs and casual work in rural Senegal to show results.

Sample – Senegal: Women’s business

How phones help most by type of work (% of women who do each type of work in each region, multiple mentions)



Note: This percentage is taken out of responses which were categorized. Some responses did not fall into a category, and some participants did not respond.

Some participants report doing work in both categories (casual work and business), therefore **there is overlap between the two categories.**

Agricultural work was too small in urban Senegal.

Survey questions asked

QA54 Do you do any work that helps you earn money? This could be a job, business, farming, or anything else that brings money. Press 1 for yes, or 2 for no.

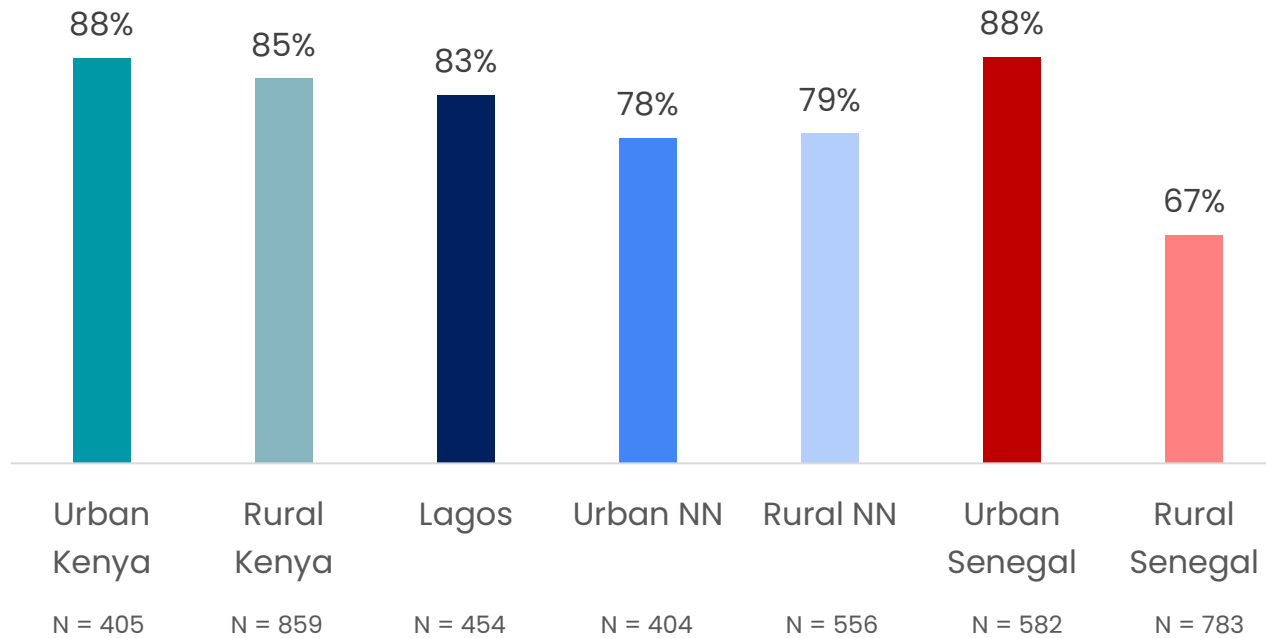
If yes, analyzed -> QB68 Describe in details the kind of work you do and what you do at work.

If categorized in Business or Agriculture, analyzed -> QB69 How has your phone helped you with the different types of work you do? (open)

	Total sample	# of respondents asked QA54 (whether they earn money)	# of respondents asked QB68 (said that earn money)	# of respondents in Business or Casual Work who provided at least one categorized response (Agriculture/Business)
Urban Senegal (Funneling to Business only)	582	582	369	203
Rural Senegal (Funneling to Agriculture and Business)	783	783	411	92 / 167

Insights – Access information on their phone

Out of those in region, % who say they access any information



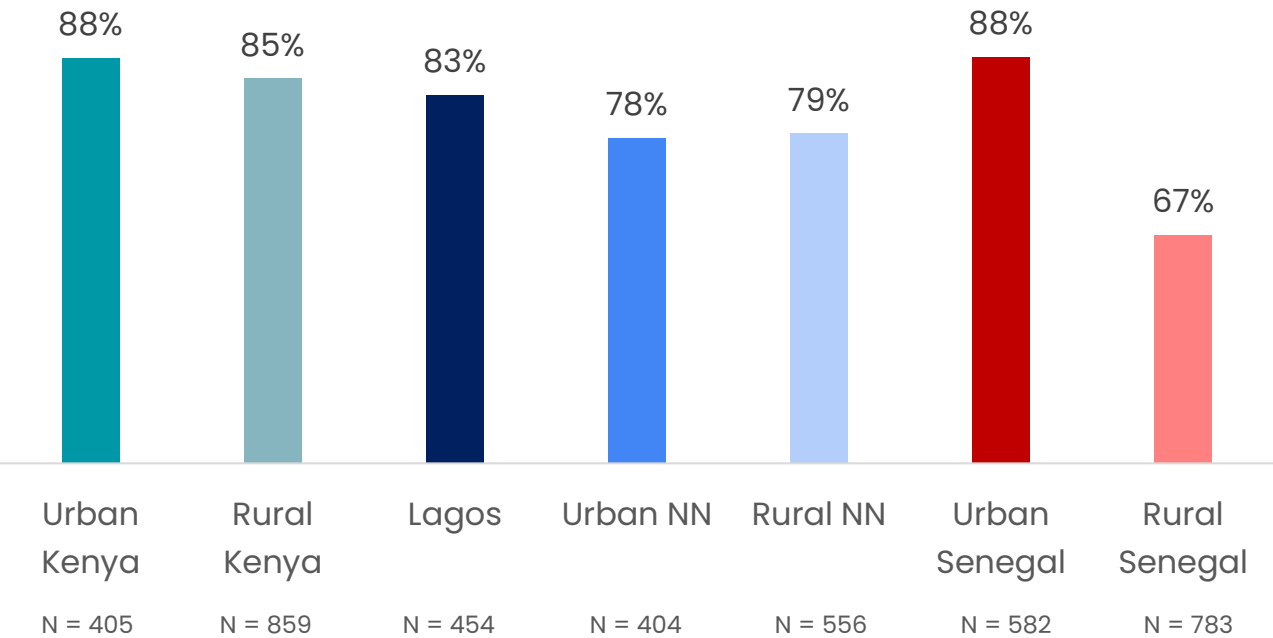
With the exception of rural Senegal, 78% – 88% of women across all other geographies are using their phones to access information and learning for their own benefit.

This suggests that learning is a frequent use case across many applications and functions for women to learn.

In Kenya, this desire to learn is mostly reflected in reading and hearing the national news.

Sample Ns – Access information on their phone

Out of those in region, % who say they access any information



Survey questions asked

These data are drawn from responses of women seeking help in learning about the phone. The sample N counts any woman who gives at least one categorized response or responded yes to at least one of the questions below. *The result is an N for each geography equal to the entire sample.*

1. Where do you usually go to find out Information about different things like news, learning new things, looking things up? (Open-ended response)
2. Do you use the internet - google, apps, or social media to find information? Press 1 for yes and 2 for no
3. What kinds of things do you typically try to learn on your phone? Give me examples of things you have learned using your phone. (Open-ended response)
4. Give me an example or tell me a story of how the information you find on your phone has helped you make a decision or take action In your daily life? (Open-ended response)
5. Do you use your phone to get information on your health or your family's health ? Press 1 for yes and 2 for no
6. How has It helped you? (Open-ended response)

	Total sample	# of people who were asked	# of people who answered	# of people whose responses were categorized
Urban Kenya	405	405	405	405
Rural Kenya	859	859	859	859
Lagos	454	454	454	454
Urban NN	404	404	404	404
Rural NN	556	556	556	556
Urban Senegal	582	582	582	582
Rural Senegal	783	783	783	783

ANNEX 1

Relevance: Functional Use

- Age
 - Marital status
 - Education level
 - Poverty Level
- as measured by Poverty Probability Index (PPI)¹

¹ <https://www.povertyindex.org/>
PPI data not collected in Senegal.

Explaining the PPI

The PPI is a poverty measurement developed over decades by NGOs that wanted to know whether the people they were serving were above or below the national poverty line. The PPI is a metric based on 10 questions, which are then used to provide the likelihood that the household is living above or below the national poverty lines.

PPI data was collected at recruitment of each woman in the sample.

The PPI is calculated and managed by Innovations for Poverty Action (IPA).

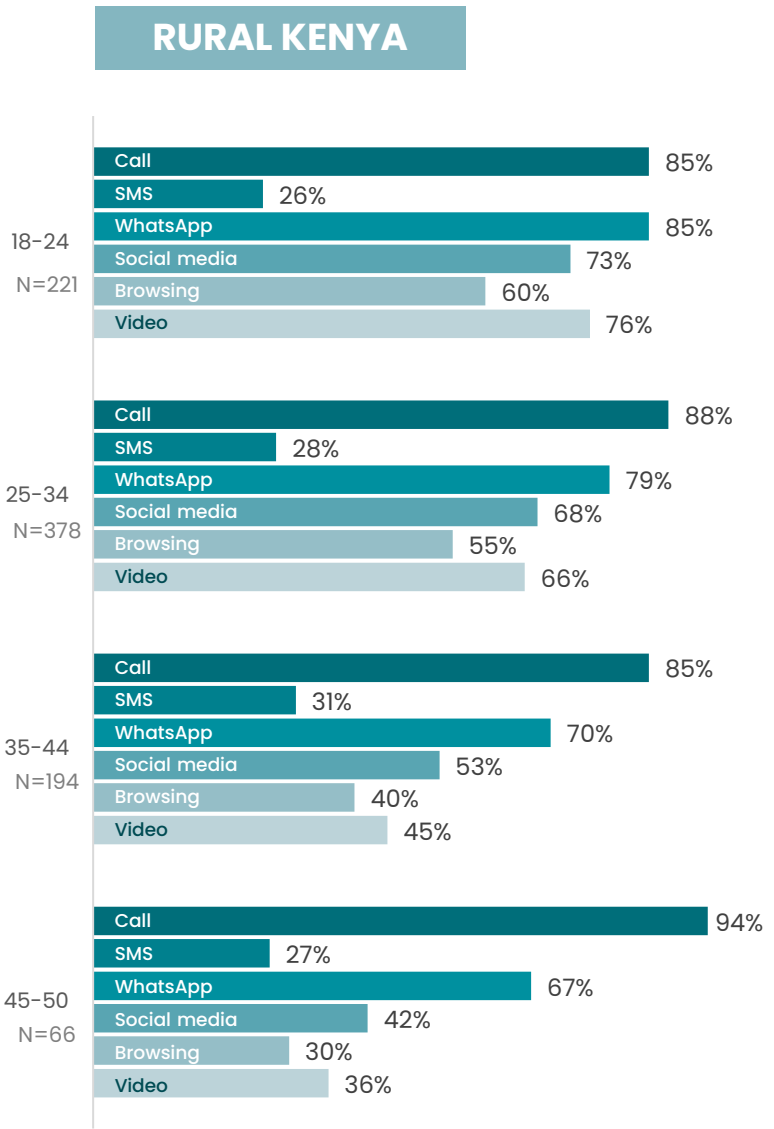
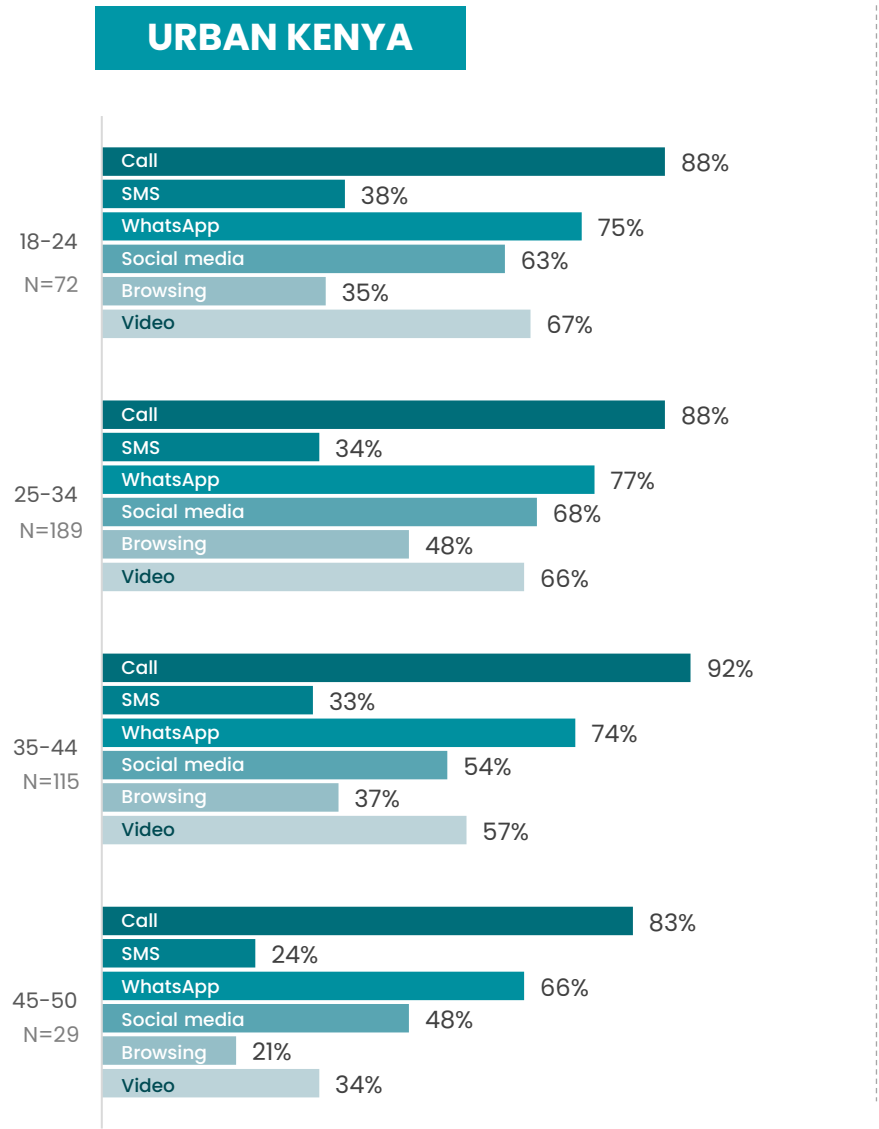
More information is here: www.povertyindex.org/

Definition of categories

Labels	Definition
Call	Use phones to make calls
SMS	Use phone to send SMS
WhatsApp	Use the WhatsApp app
Social Media	Use Facebook and/or Instagram apps
Browsing	Browse the internet and use search engines
Video	Use YouTube and TikTok

Age – Kenya: Types of Apps Used

% of people in age bracket who use type of app



Questions

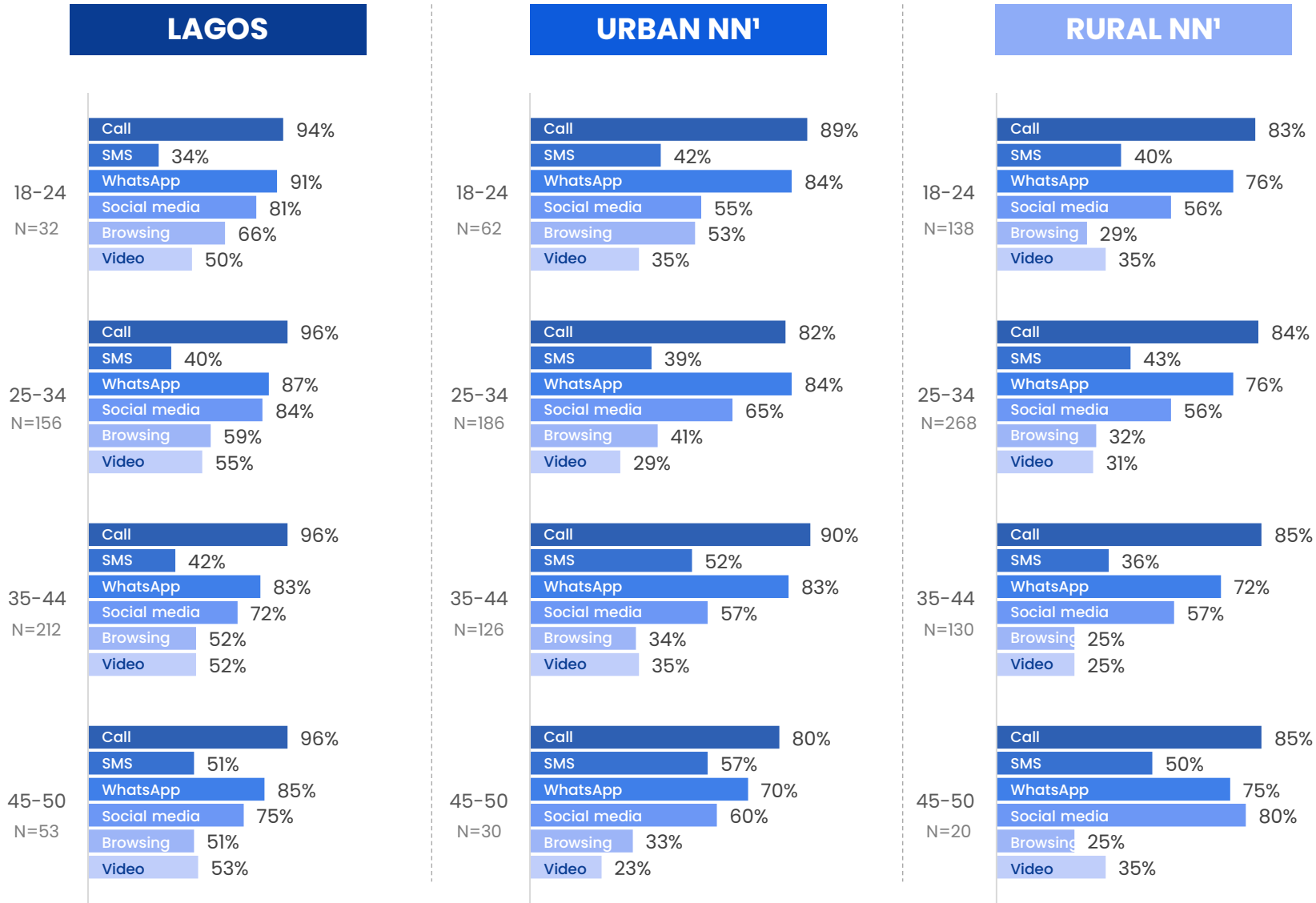
For this analysis, we considered all responses with mentions of apps across the survey. See [page 4](#).

Note: In addition to responses from the closed-ended questions above, we considered all responses with mentions of apps in these categories to compose these numbers.

[Definition of categories](#)

Age – Nigeria: Types of Apps Used

% of people in age bracket who use type of app



'NN = North Nigeria

Questions

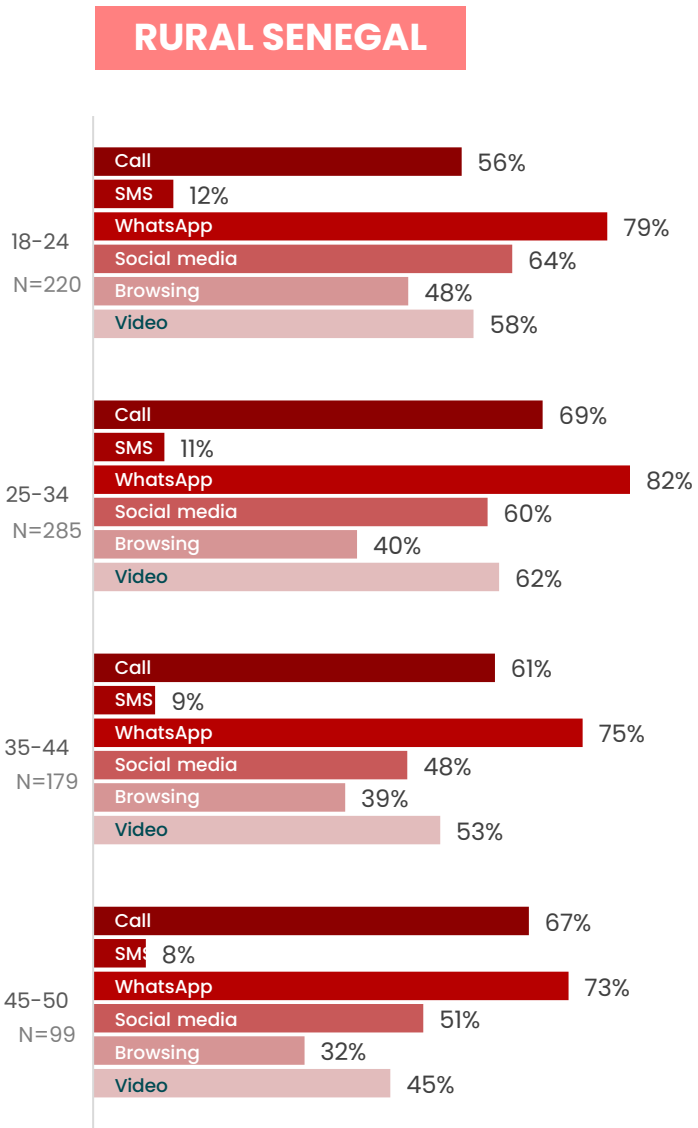
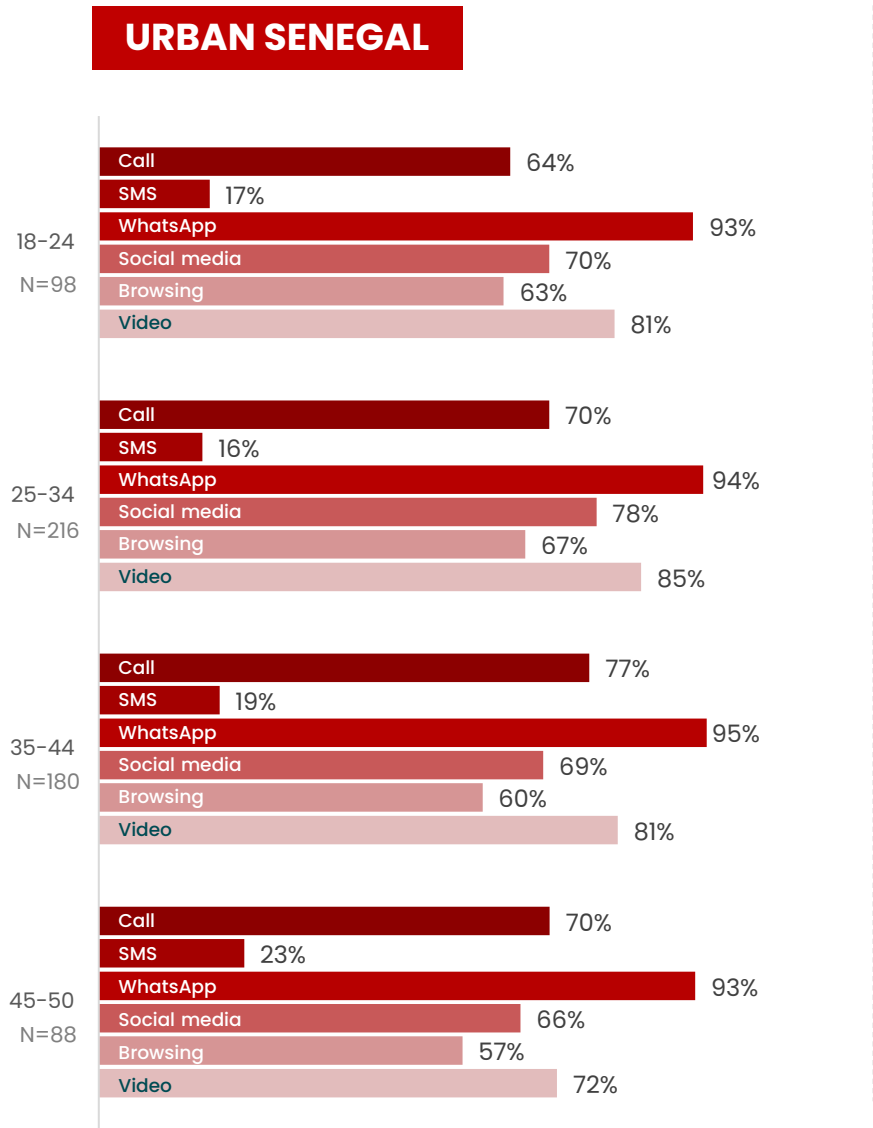
For this analysis, we considered all responses with mentions of apps across the survey. See [page 4](#).

Note: In addition to responses from the closed-ended questions above, we considered all responses with mentions of apps in these categories to compose these numbers.

[Definition of categories](#)

Age – Senegal: Types of Apps Used

% of people in age bracket who use type of app



Questions

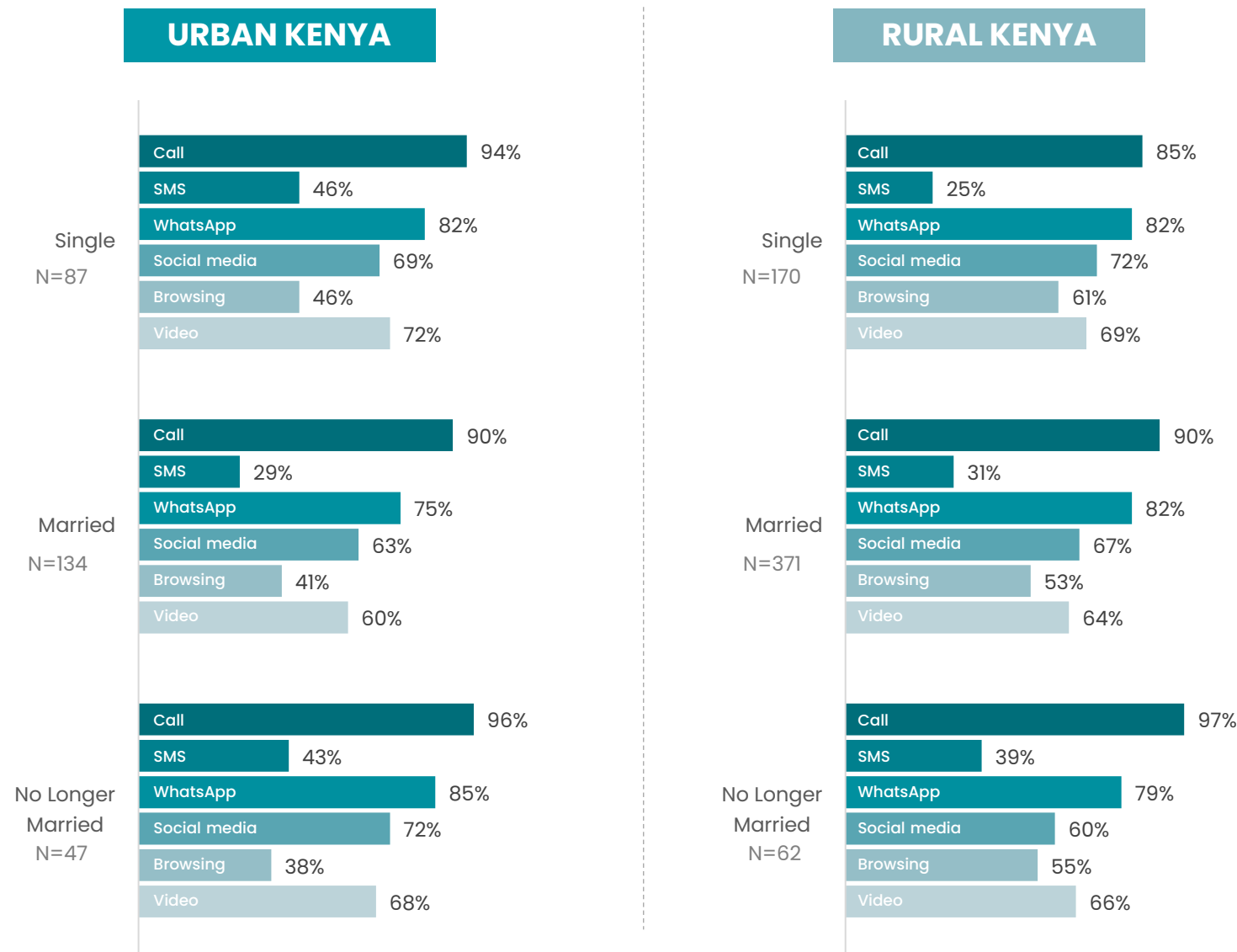
For this analysis, we considered all responses with mentions of apps across the survey. See [page 4](#).

Note: In addition to responses from the closed-ended questions above, we considered all responses with mentions of apps in these categories to compose these numbers.

[Definition of categories](#)

Marital Status – Kenya: Types of Apps Used

% of people within marital status who use type of app



Questions

For this analysis, we considered all responses with mentions of apps across the survey. See [page 4](#).

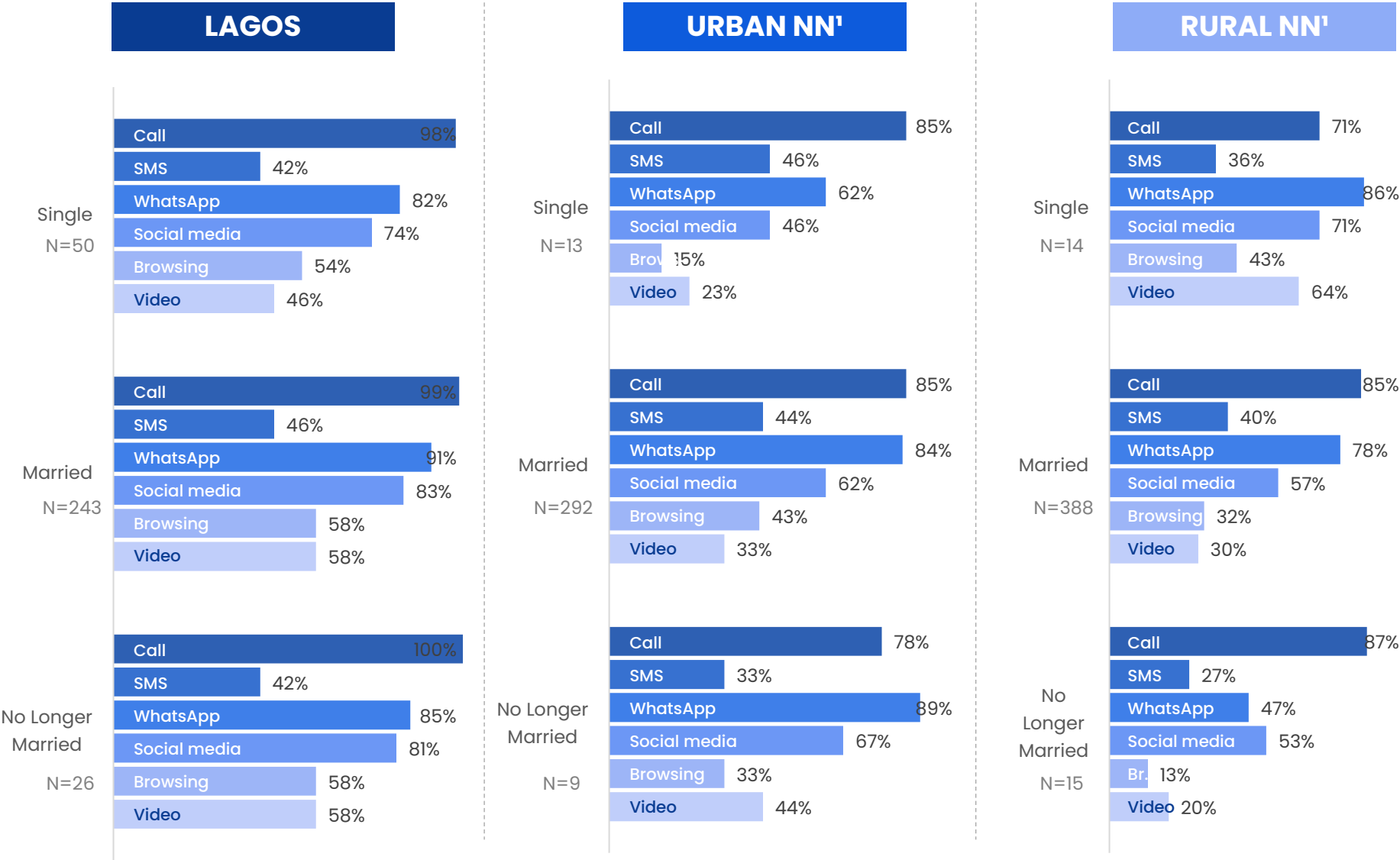
Note: In addition to responses from the closed-ended questions above, we considered all responses with mentions of apps in these categories to compose these numbers.

[Definition of categories](#)

Marital Status – Nigeria: Types of Apps Used

% of people within marital status who use type of app

'NN = North Nigeria



Questions

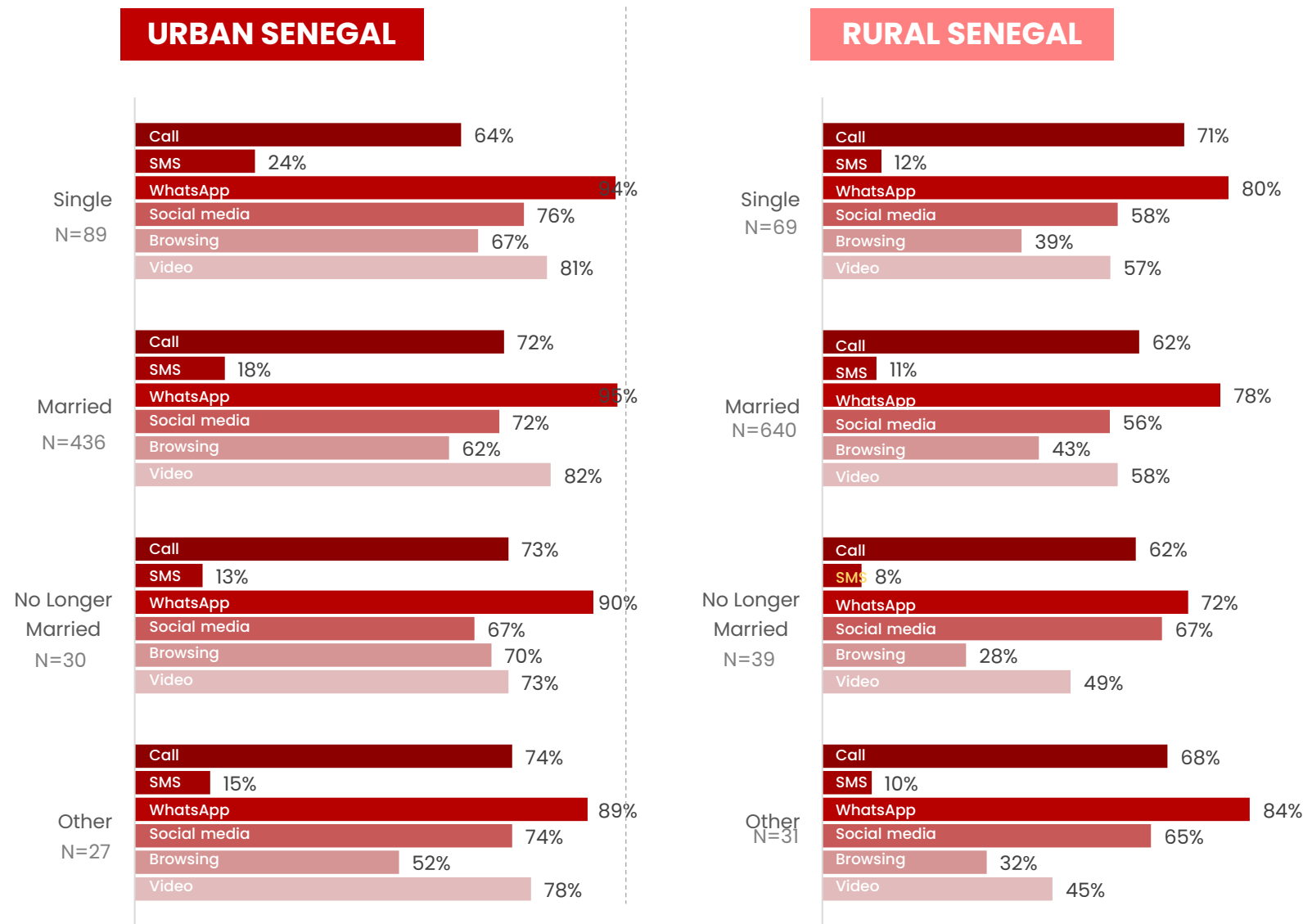
For this analysis, we considered all responses with mentions of apps across the survey. See [page 4](#).

Note: In addition to responses from the closed-ended questions above, we considered all responses with mentions of apps in these categories to compose these numbers.

[Definition of categories](#)

Marital Status – Senegal: Types of Apps Used

% of people within marital status who use type of app



Questions

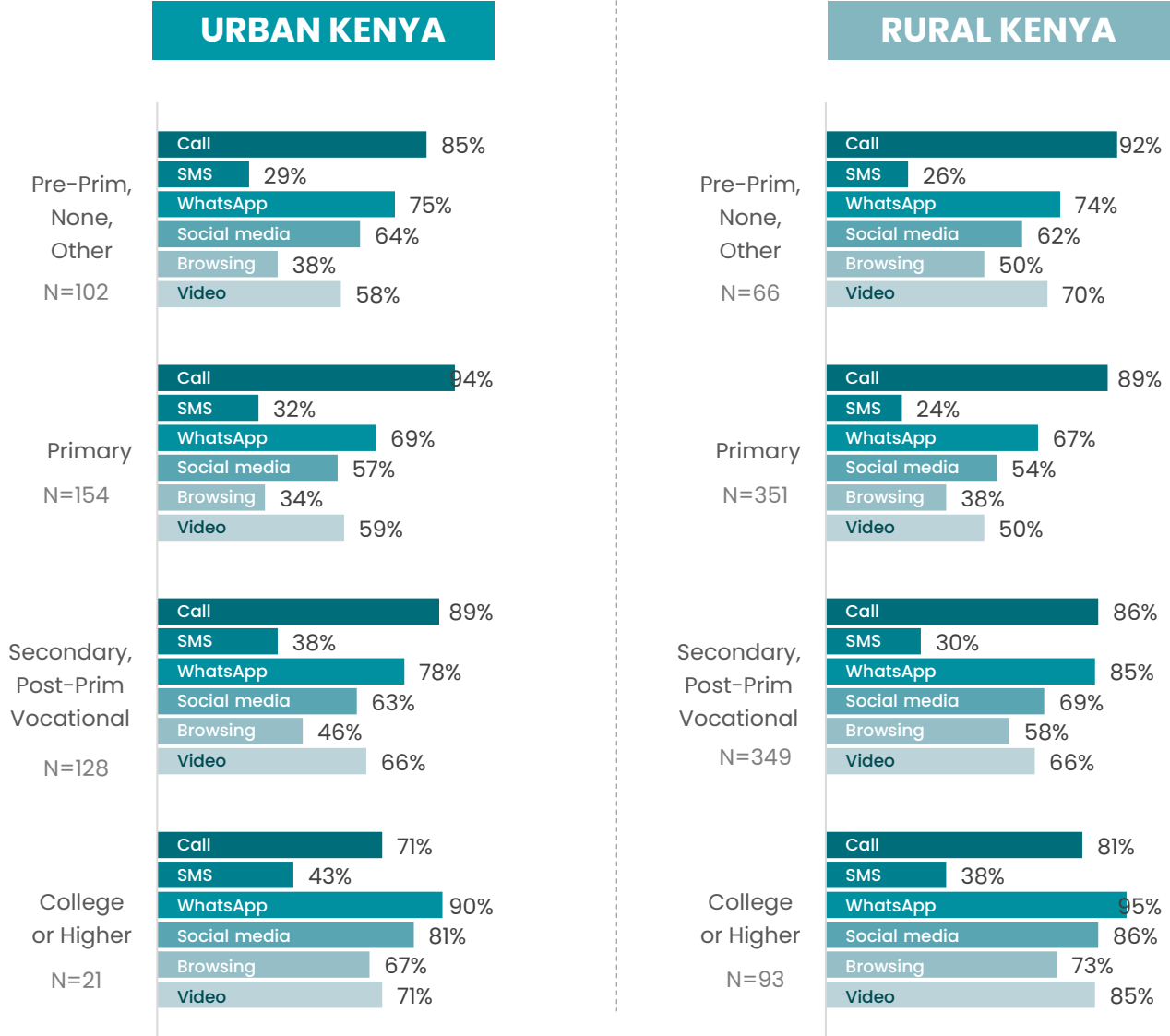
For this analysis, we considered all responses with mentions of apps across the survey. See [page 4](#).

Note: In addition to responses from the closed-ended questions above, we considered all responses with mentions of apps in these categories to compose these numbers.

[Definition of categories](#)

Education – Kenya: Types of Apps Used

% of people in educational level who use type of app



Questions

For this analysis, we considered all responses with mentions of apps across the survey. See [page 4](#).

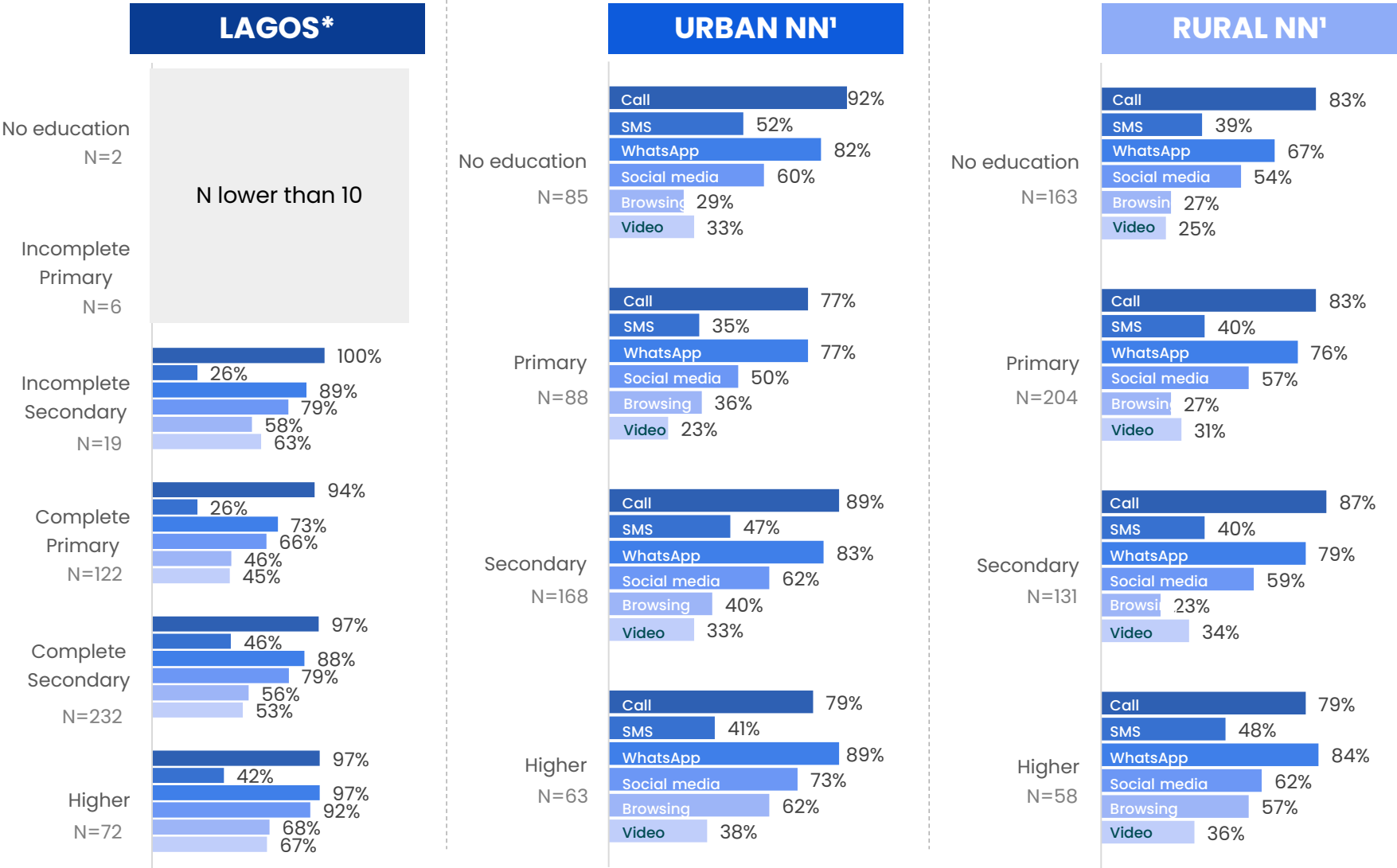
Note: In addition to responses from the closed-ended questions above, we considered all responses with mentions of apps in these categories to compose these numbers.

[Definition of categories](#)

'NN = North Nigeria

Education – Nigeria: Types of Apps Used

% of people in educational level who use type of app



*No education and incomplete primary were 2% or less for each type of app.

Questions

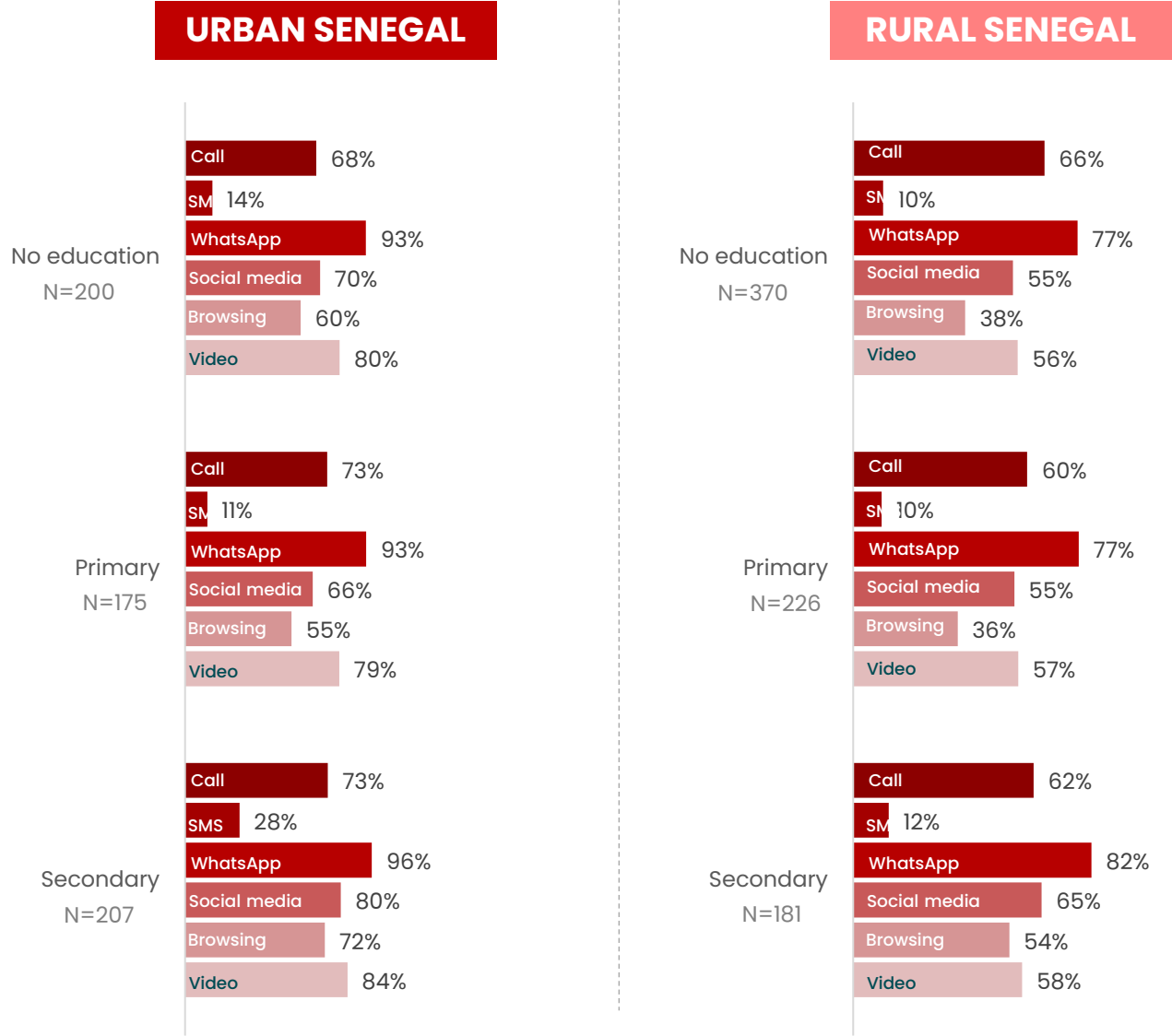
For this analysis, we considered all responses with mentions of apps across the survey. See [page 4](#).

Note: In addition to responses from the closed-ended questions above, we considered all responses with mentions of apps in these categories to compose these numbers.

[Definition of categories](#)

Education – Senegal: Types of Apps Used

% of people in educational level who use type of app



Questions

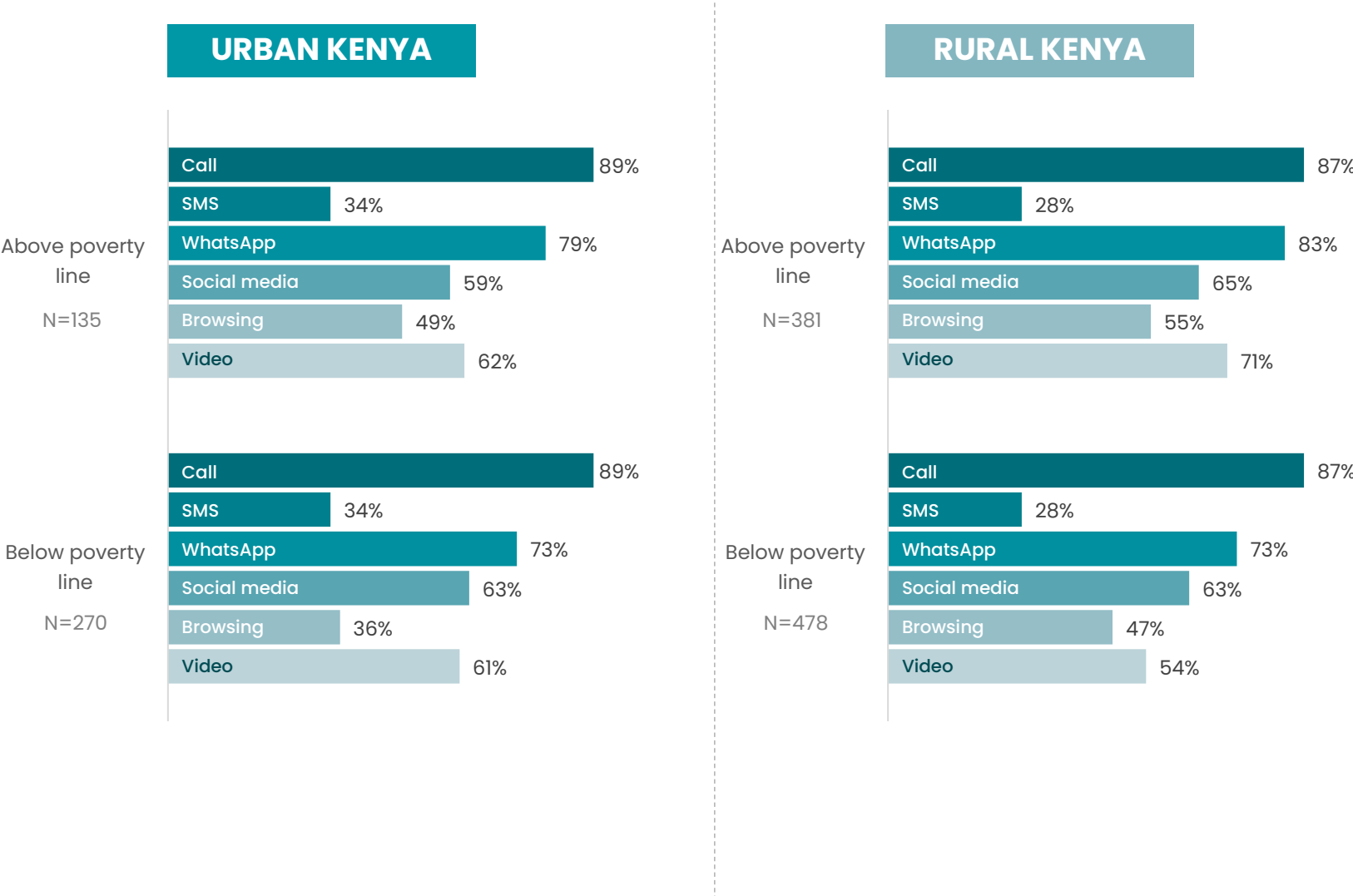
For this analysis, we considered all responses with mentions of apps across the survey. See [page 4](#).

Note: In addition to responses from the closed-ended questions above, we considered all responses with mentions of apps in these categories to compose these numbers.

[Definition of categories](#)

Poverty Level – Kenya: Types of Apps Used

% of people with probability of living above and below national poverty line (PPI) who use type of app



Questions

For this analysis, we considered all responses with mentions of apps across the survey. See [page 4](#).

Note: In addition to responses from the closed-ended questions above, we considered all responses with mentions of apps in these categories to compose these numbers.

Poverty Level measured by Poverty Probability Index¹ (PPI)

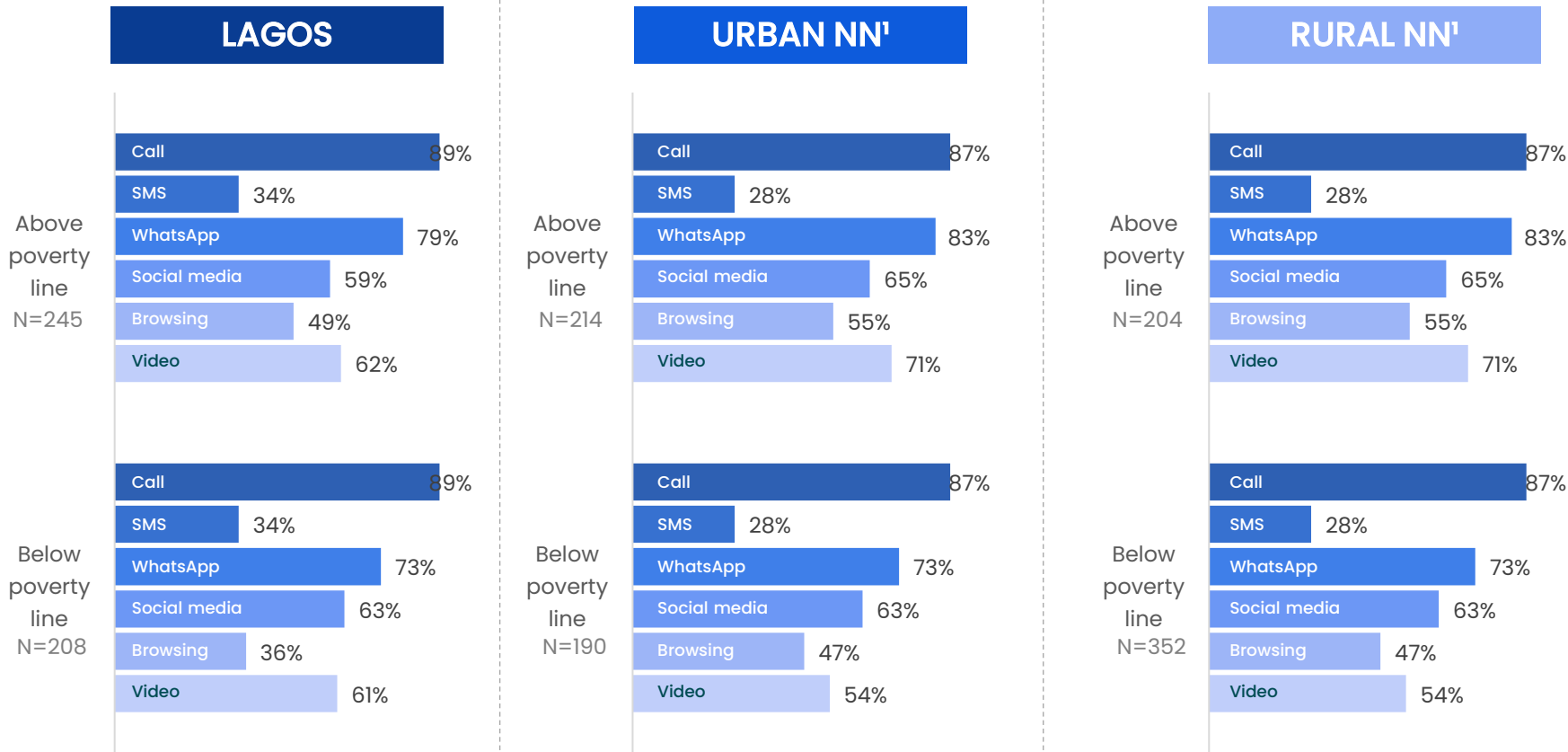
¹ <https://www.povertyindex.org/>
PPI data not collected in Senegal.

[Definition of categories](#)

¹NN = North Nigeria

Poverty Level – Nigeria: Types of Apps Used

% of people who use type of app within probability of living above and below national poverty line (PPI)



Questions

For this analysis, we considered all responses with mentions of apps across the survey. See [page 4](#).

Note: In addition to responses from the closed-ended questions above, we considered all responses with mentions of apps in these categories to compose these numbers.

Poverty Level measured by Poverty Probability Index¹ (PPI)

¹ <https://www.povertyindex.org/>
PPI data not collected in Senegal.

[Definition of categories](#)

ANNEX 2

Relevance: Learning things is a driver to digital

General

- Definitions of categories

Responses by country and region segmented by

- Age
- Marital status
- Education level
- Poverty Level
as measured by Poverty Probability Index (PPI)¹

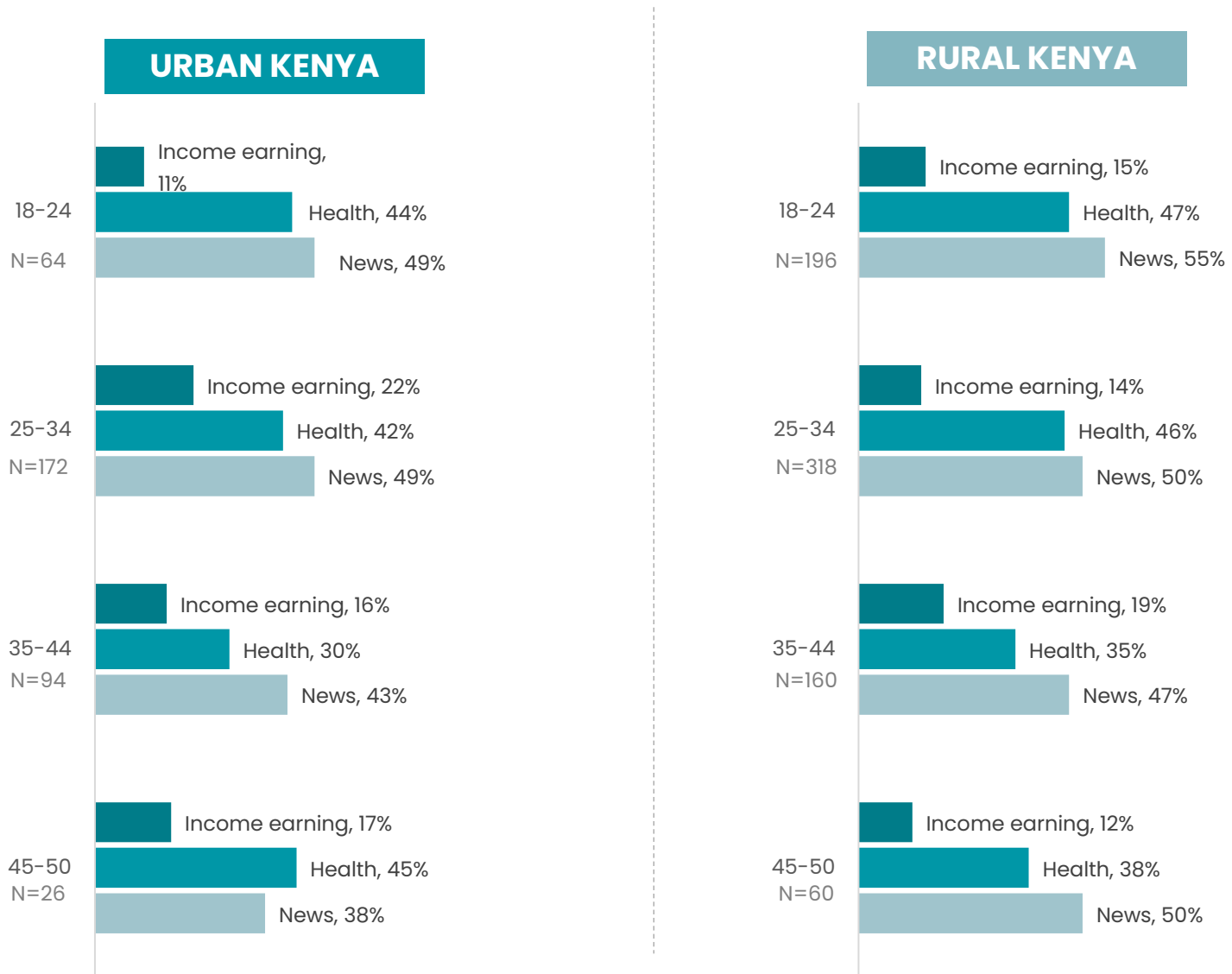
¹ <https://www.povertyindex.org/>
PPI data not collected in Senegal.

Definition of categories

Label	Description
Income earning	Getting information pertaining to business, income earning, or skills building
Health	Getting information pertaining to health information or behaviors
News	Getting information about current affairs, world events, or other news
In general	Mentions of getting information generically or across any domain
Don't use	No mention of getting information across the questions examined

Age – Kenya: What type of information digital helps women access

Out of those in age bracket who say they can access information, % who mention each category



Note: Categories are not mutually exclusive, so some respondents mention more than one category, therefore, it will not add up to 100%. This percentage is taken out of responses which were categorized. Some responses did not fall into a category, and some participants did not respond.

Questions

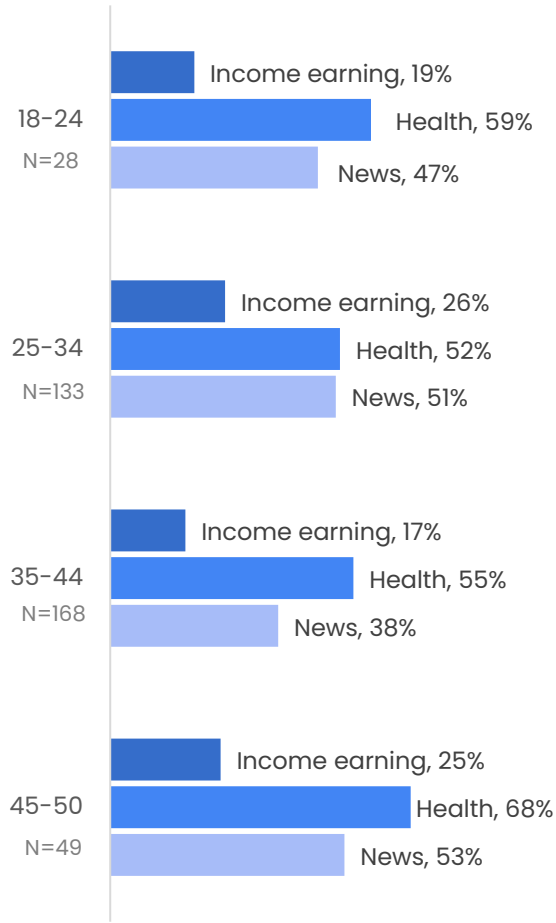
1. Where do you usually go to find out Information about different things like news, learning new things, looking things up?
2. Do you use the internet - google, apps, or social media to find information? Press 1 for yes and 2 for no
3. What kinds of things do you typically try to learn on your phone? Give me examples of things you have learned using your phone.
4. Give me an example or tell me a story of how the information you find on your phone has helped you make a decision or take action in your daily life?
5. Do you use your phone to get information on your health or your family's health ? Press 1 for yes and 2 for no
6. How has It helped you?

Definitions of categories

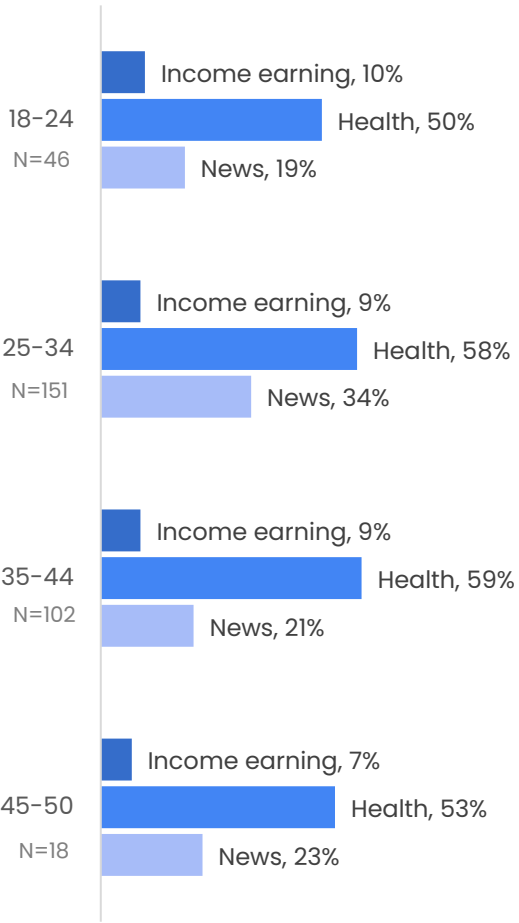
Age – Nigeria: What type of information digital helps women access

Out of those in age bracket who say they can access information, % who mention each category

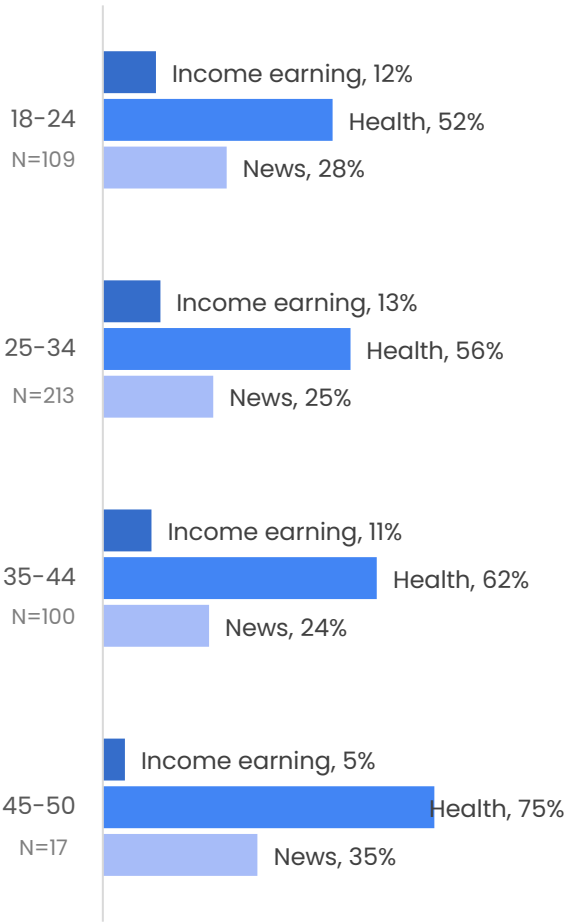
LAGOS



URBAN NN'



RURAL NN'



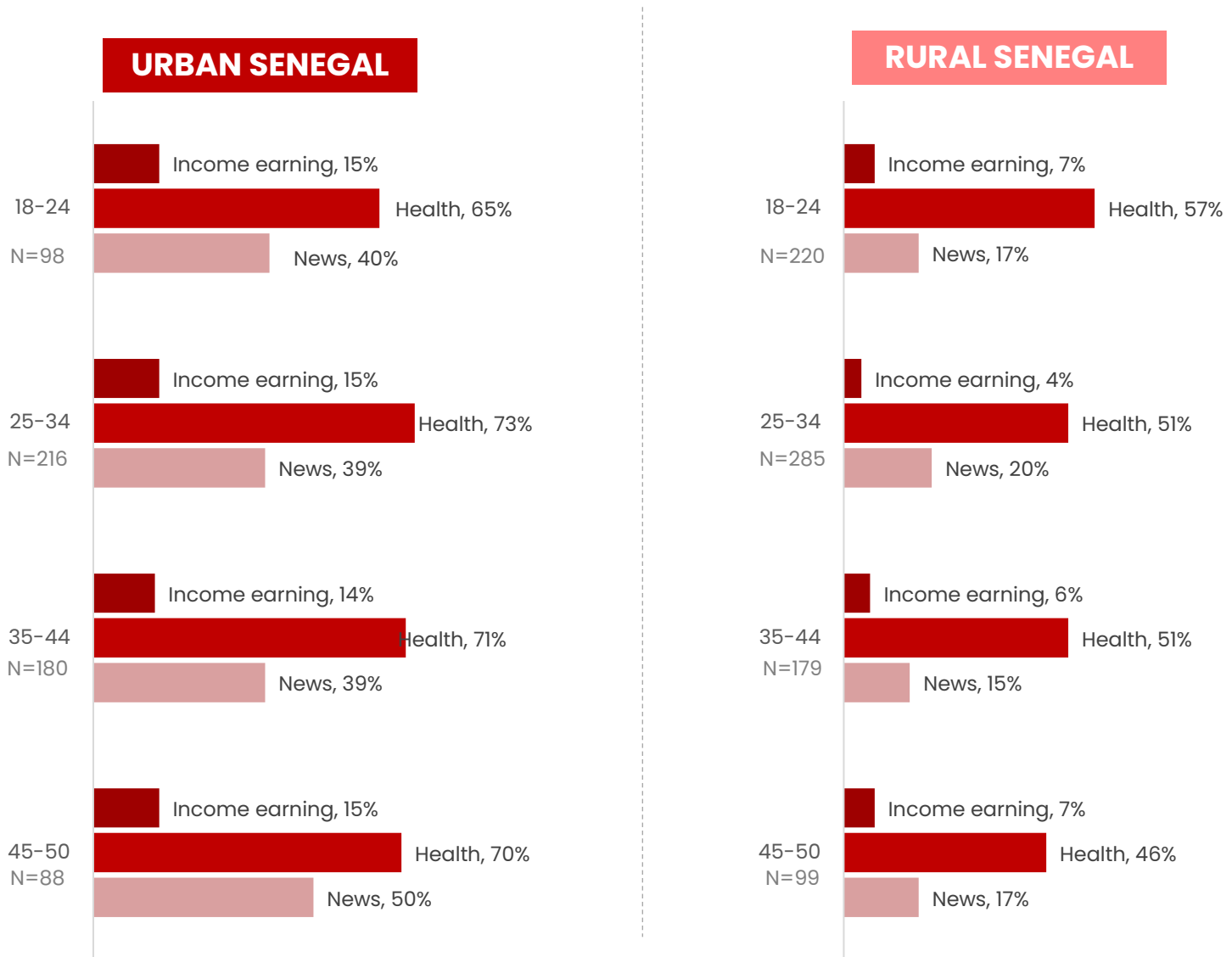
Questions

1. Where do you usually go to find out Information about different things like news, learning new things, looking things up?
2. Do you use the internet - google, apps, or social media to find information? Press 1 for yes and 2 for no
3. What kinds of things do you typically try to learn on your phone? Give me examples of things you have learned using your phone.
4. Give me an example or tell me a story of how the information you find on your phone has helped you make a decision or take action in your daily life?
5. Do you use your phone to get information on your health or your family's health ? Press 1 for yes and 2 for no
6. How has It helped you?

Note: Categories are not mutually exclusive, so some respondents mention more than one category, therefore, it will not add up to 100%. This percentage is taken out of responses which were categorized. Some responses did not fall into a category, and some participants did not respond.

Age – Senegal: What type of information digital helps women access

Out of those in age bracket who say they can access information, % who mention each category



Note: Categories are not mutually exclusive, so some respondents mention more than one category, therefore, it will not add up to 100%. This percentage is taken out of responses which were categorized. Some responses did not fall into a category, and some participants did not respond.

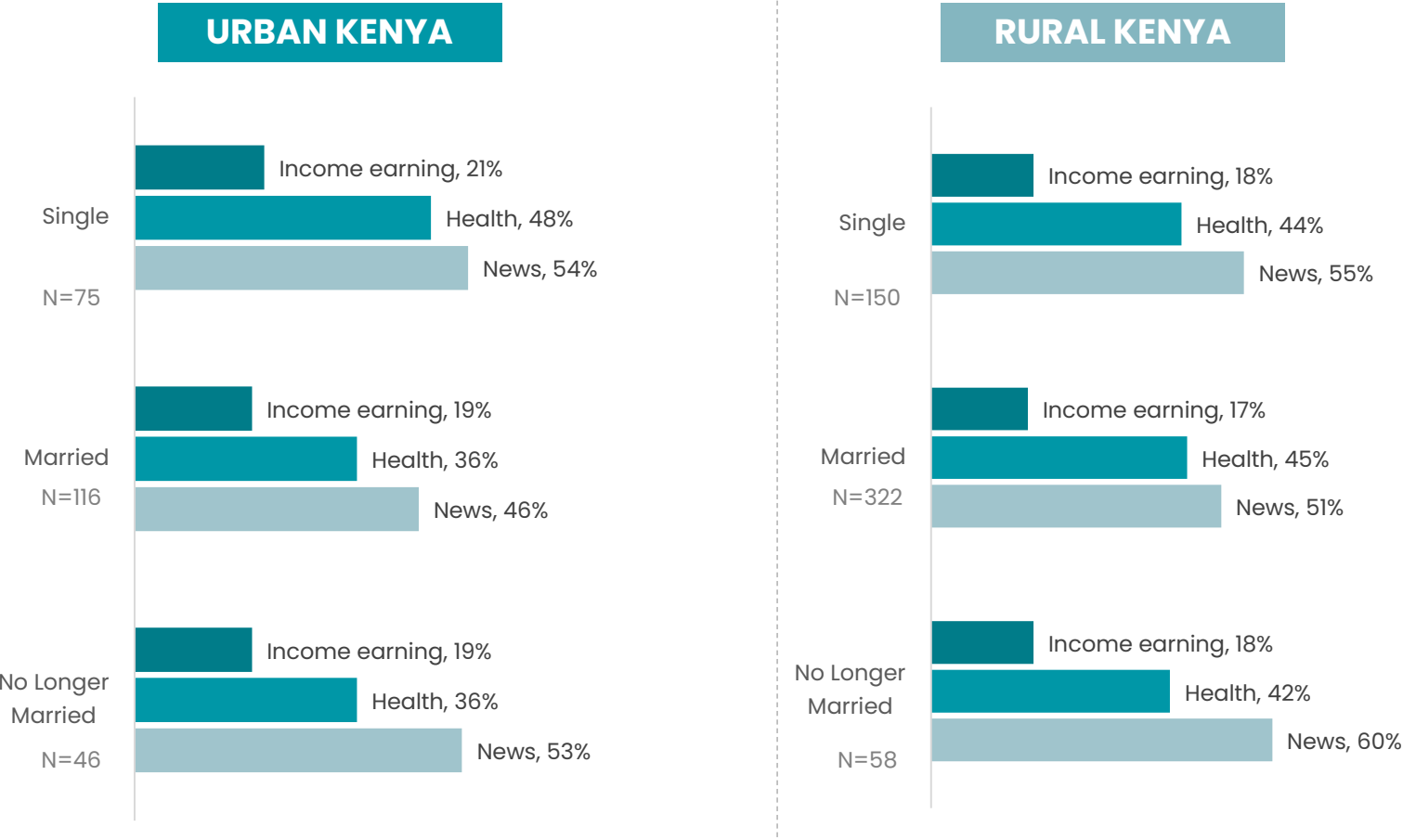
Questions

1. Where do you usually go to find out Information about different things like news, learning new things, looking things up?
2. Do you use the internet - google, apps, or social media to find information? Press 1 for yes and 2 for no
3. What kinds of things do you typically try to learn on your phone? Give me examples of things you have learned using your phone.
4. Give me an example or tell me a story of how the information you find on your phone has helped you make a decision or take action in your daily life?
5. Do you use your phone to get information on your health or your family's health ? Press 1 for yes and 2 for no
6. How has It helped you?

Definitions of categories

Marital Status – Kenya: What type of information digital helps women access

Out of those in marital Status who say they can access information, % who mention each category



Questions

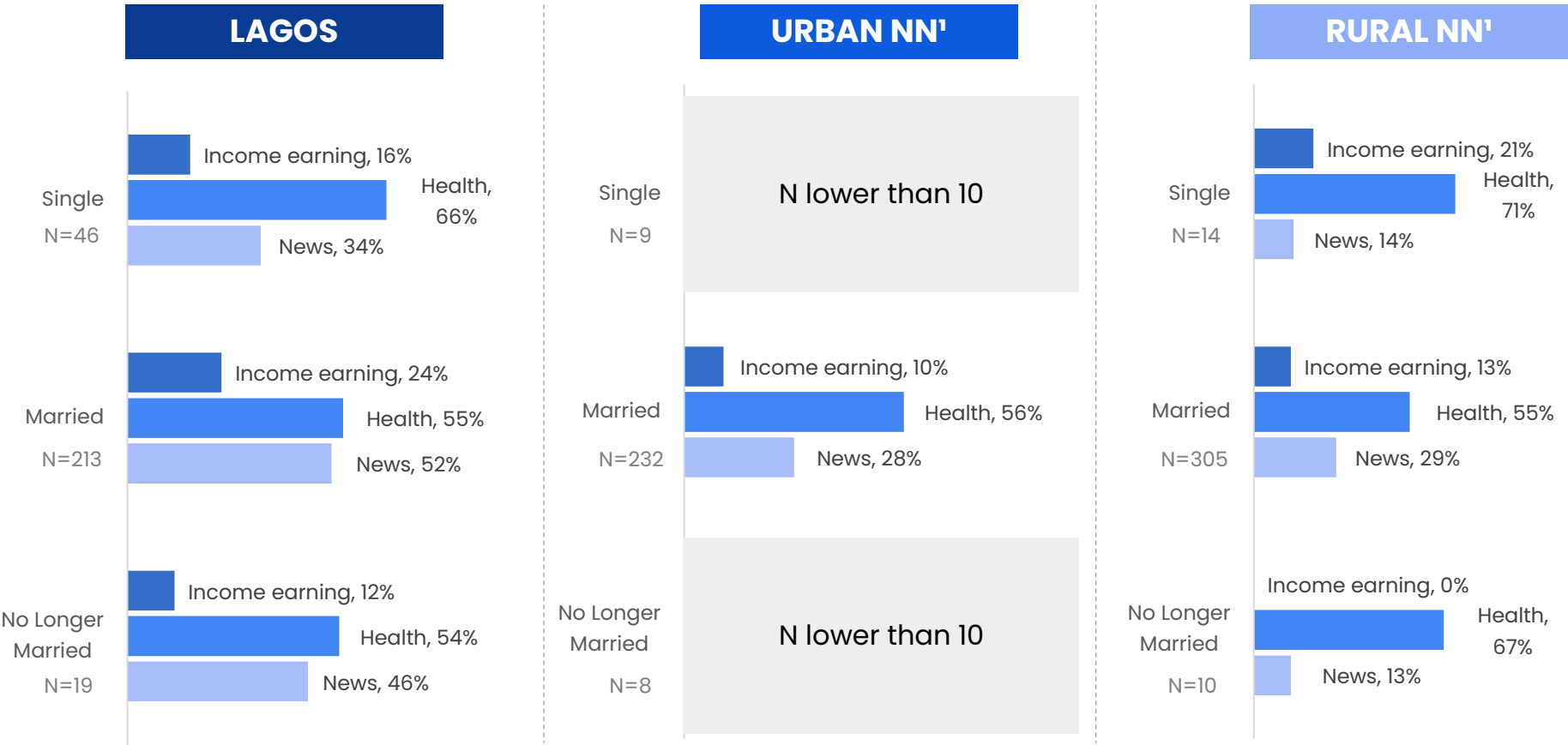
1. Where do you usually go to find out Information about different things like news, learning new things, looking things up?
2. Do you use the internet - google, apps, or social media to find information? Press 1 for yes and 2 for no
3. What kinds of things do you typically try to learn on your phone? Give me examples of things you have learned using your phone.
4. Give me an example or tell me a story of how the information you find on your phone has helped you make a decision or take action in your daily life?
5. Do you use your phone to get information on your health or your family's health ? Press 1 for yes and 2 for no
6. How has It helped you?

Definitions of categories

Note: Categories are not mutually exclusive, so some respondents mention more than one category, therefore, it will not add up to 100%. This percentage is taken out of responses which were categorized. Some responses did not fall into a category, and some participants did not respond.

Marital Status – Nigeria: What type of information digital helps women access

Out of those in marital status who say they can access information, % who mention each category



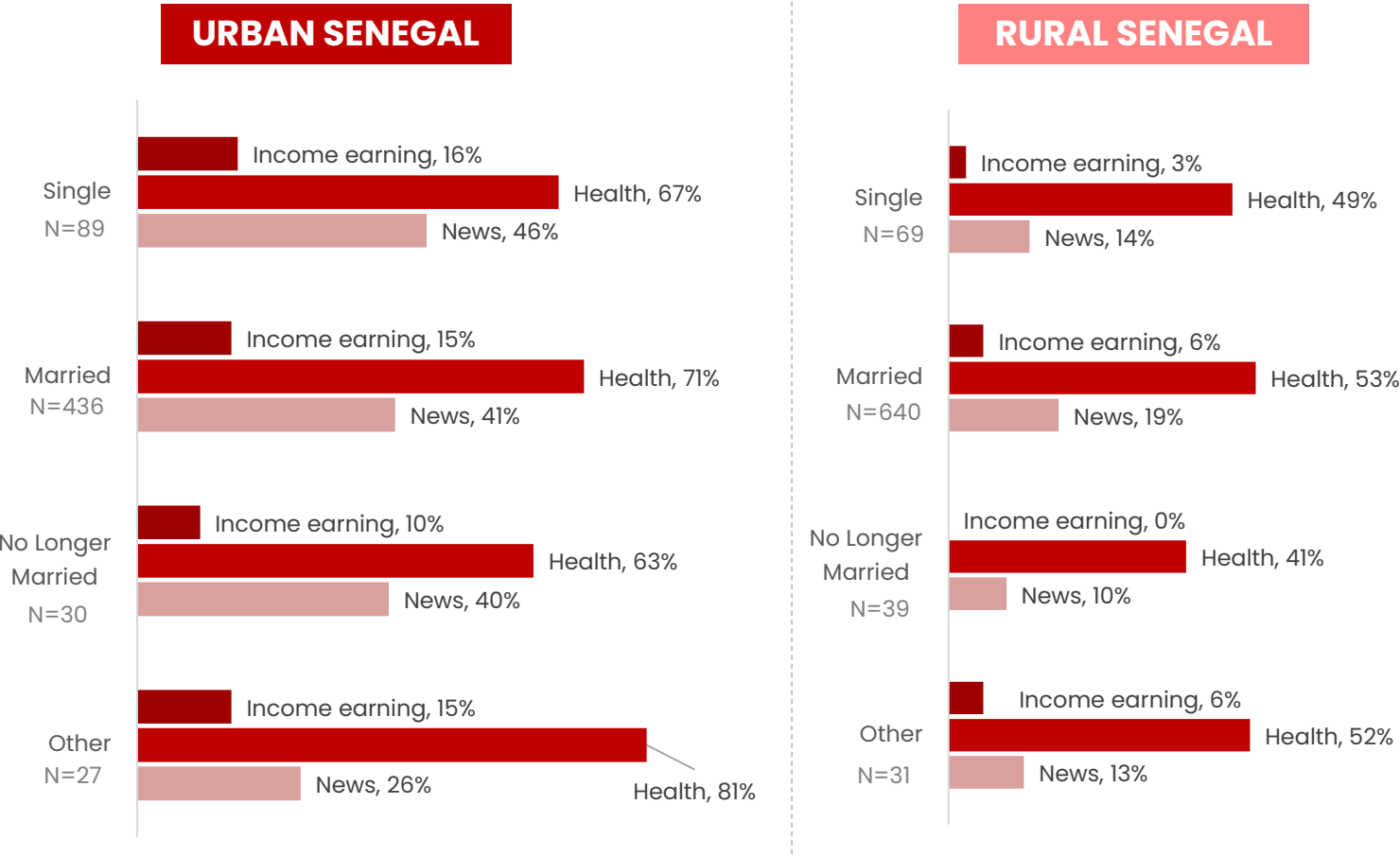
Questions

1. Where do you usually go to find out Information about different things like news, learning new things, looking things up?
2. Do you use the internet - google, apps, or social media to find information? Press 1 for yes and 2 for no
3. What kinds of things do you typically try to learn on your phone? Give me examples of things you have learned using your phone.
4. Give me an example or tell me a story of how the information you find on your phone has helped you make a decision or take action in your daily life?
5. Do you use your phone to get information on your health or your family's health ? Press 1 for yes and 2 for no
6. How has It helped you?

[Definitions of categories](#)

Marital Status – Senegal: What type of information digital helps women access

Out of those in marital Status who say they can access information, % who mention each category



Questions

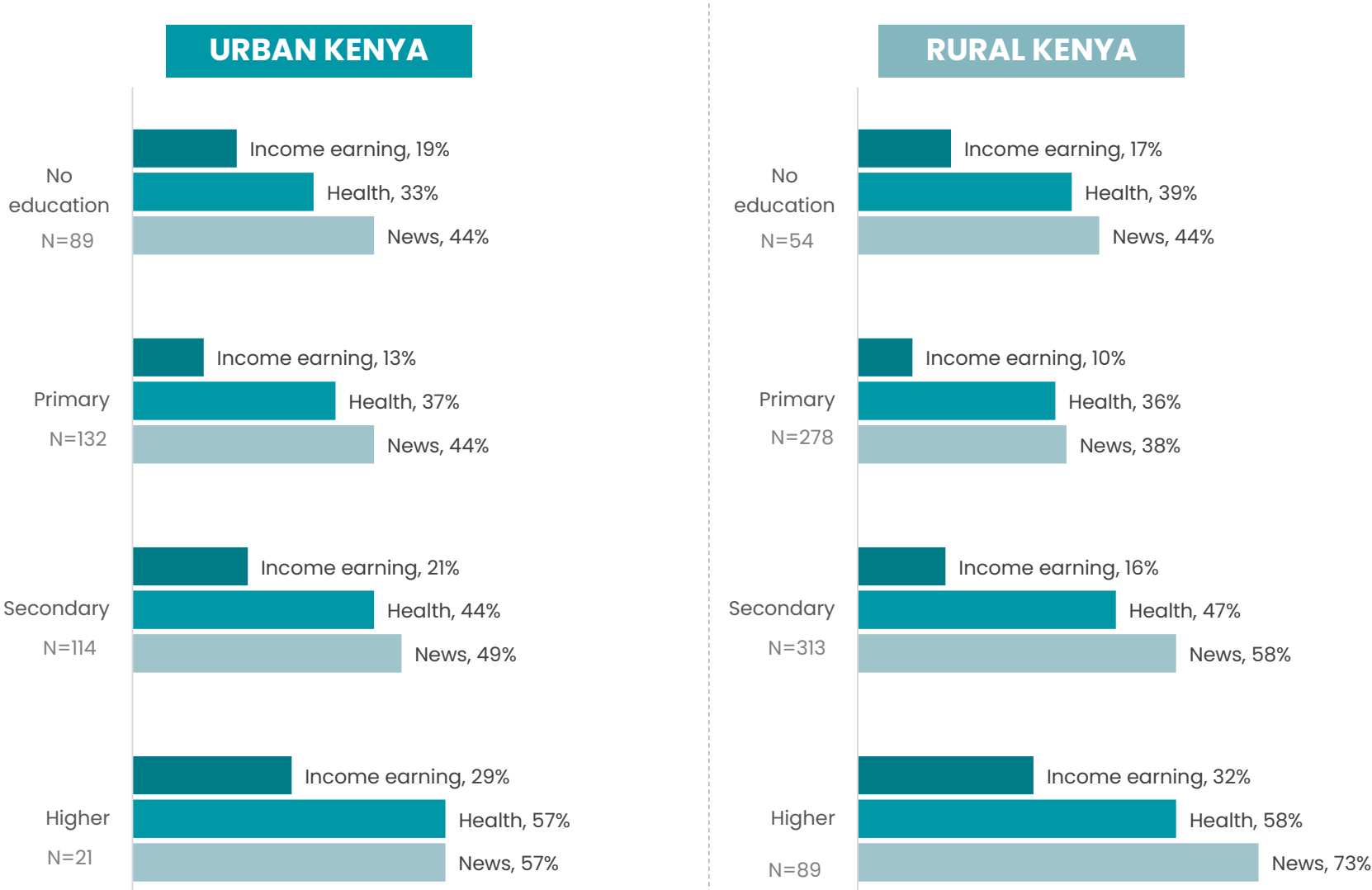
1. Where do you usually go to find out information about different things like news, learning new things, looking things up?
2. Do you use the internet - google, apps, or social media to find information? Press 1 for yes and 2 for no
3. What kinds of things do you typically try to learn on your phone? Give me examples of things you have learned using your phone.
4. Give me an example or tell me a story of how the information you find on your phone has helped you make a decision or take action in your daily life?
5. Do you use your phone to get information on your health or your family's health ? Press 1 for yes and 2 for no
6. How has It helped you?

[Definitions of categories](#)

Note: Categories are not mutually exclusive, so some respondents mention more than one category, therefore, it will not add up to 100%. This percentage is taken out of responses which were categorized. Some responses did not fall into a category, and some participants did not respond.

Education – Kenya: What type of information digital helps women access

Out of those in education level who say they can access information, % who mention each category



Note: Categories are not mutually exclusive, so some respondents mention more than one category, therefore, it will not add up to 100%. This percentage is taken out of responses which were categorized. Some responses did not fall into a category, and some participants did not respond.

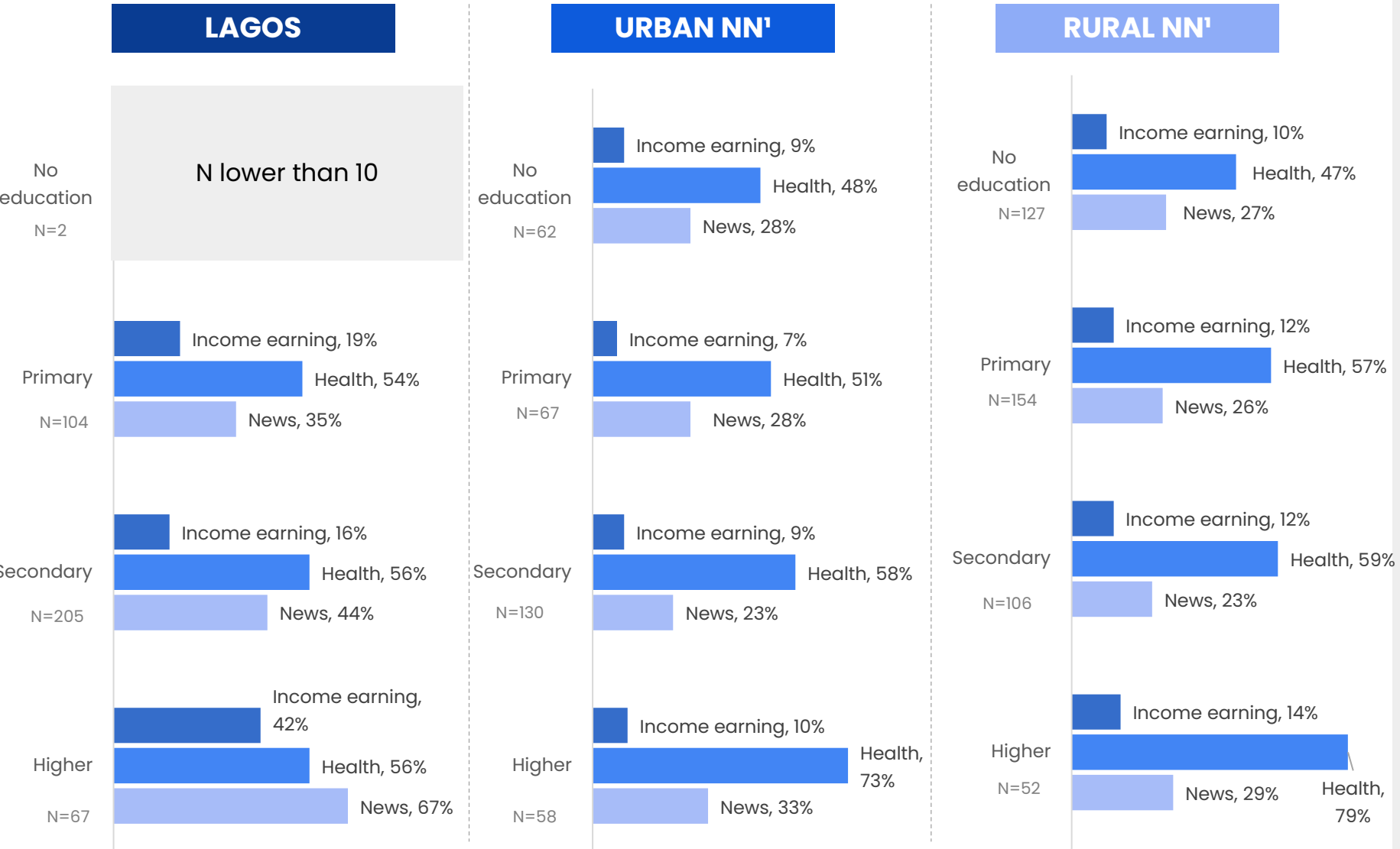
Questions

1. Where do you usually go to find out information about different things like news, learning new things, looking things up?
2. Do you use the internet - google, apps, or social media to find information? Press 1 for yes and 2 for no
3. What kinds of things do you typically try to learn on your phone? Give me examples of things you have learned using your phone.
4. Give me an example or tell me a story of how the information you find on your phone has helped you make a decision or take action in your daily life?
5. Do you use your phone to get information on your health or your family's health ? Press 1 for yes and 2 for no
6. How has It helped you?

Definitions of categories

Education- Nigeria: What type of information digital helps women access

Out of those in education level who say they can access information, % who mention each category



Questions

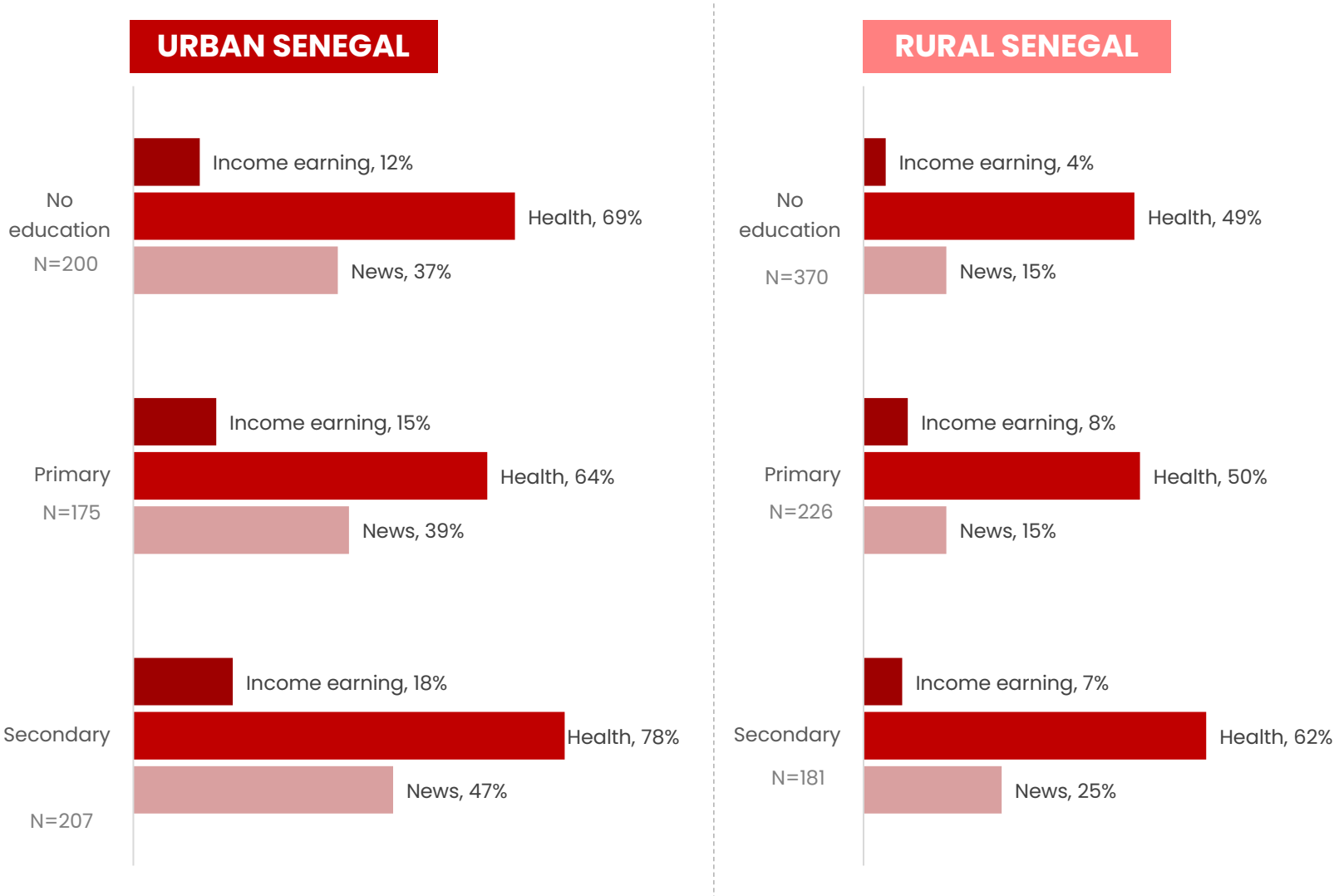
1. Where do you usually go to find out information about different things like news, learning new things, looking things up?
2. Do you use the internet - google, apps, or social media to find information? Press 1 for yes and 2 for no
3. What kinds of things do you typically try to learn on your phone? Give me examples of things you have learned using your phone.
4. Give me an example or tell me a story of how the information you find on your phone has helped you make a decision or take action in your daily life?
5. Do you use your phone to get information on your health or your family's health ? Press 1 for yes and 2 for no
6. How has It helped you?

Definitions of categories

Note: Categories are not mutually exclusive, so some respondents mention more than one category, therefore, it will not add up to 100%. This percentage is taken out of responses which were categorized. Some responses did not fall into a category, and some participants did not respond.

Education – Senegal: What type of information digital helps women access

Out of those in education level who say they can access information, % who mention each category



Questions

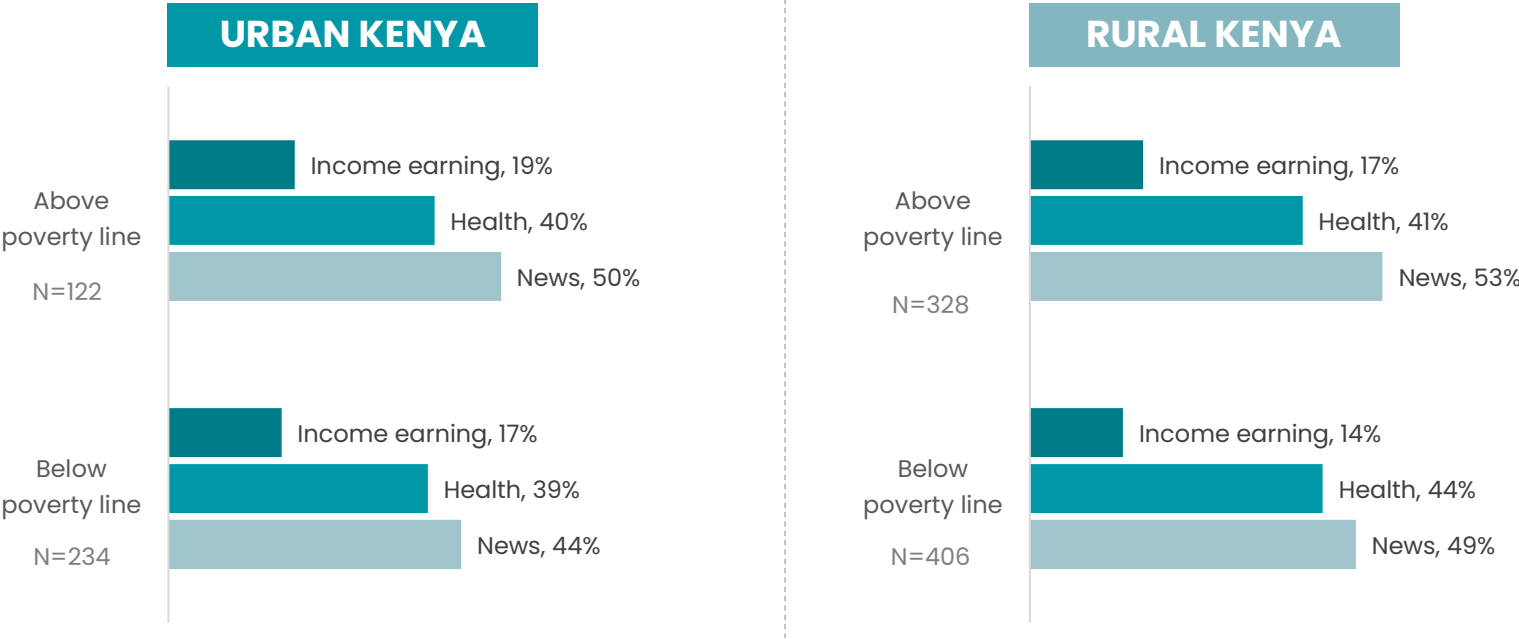
1. Where do you usually go to find out information about different things like news, learning new things, looking things up?
2. Do you use the internet - google, apps, or social media to find information? Press 1 for yes and 2 for no
3. What kinds of things do you typically try to learn on your phone? Give me examples of things you have learned using your phone.
4. Give me an example or tell me a story of how the information you find on your phone has helped you make a decision or take action in your daily life?
5. Do you use your phone to get information on your health or your family's health ? Press 1 for yes and 2 for no
6. How has it helped you?

[Definitions of categories](#)

Note: Categories are not mutually exclusive, so some respondents mention more than one category, therefore, it will not add up to 100%. This percentage is taken out of responses which were categorized. Some responses did not fall into a category, and some participants did not respond.

Poverty Level – Kenya: What type of information digital helps women access

Out of those in poverty level who say they can access information, % who mention each category



Questions

1. Where do you usually go to find out Information about different things like news, learning new things, looking things up?
2. Do you use the internet - google, apps, or social media to find information? Press 1 for yes and 2 for no
3. What kinds of things do you typically try to learn on your phone? Give me examples of things you have learned using your phone.
4. Give me an example or tell me a story of how the information you find on your phone has helped you make a decision or take action in your daily life?
5. Do you use your phone to get information on your health or your family's health ? Press 1 for yes and 2 for no
6. How has It helped you?

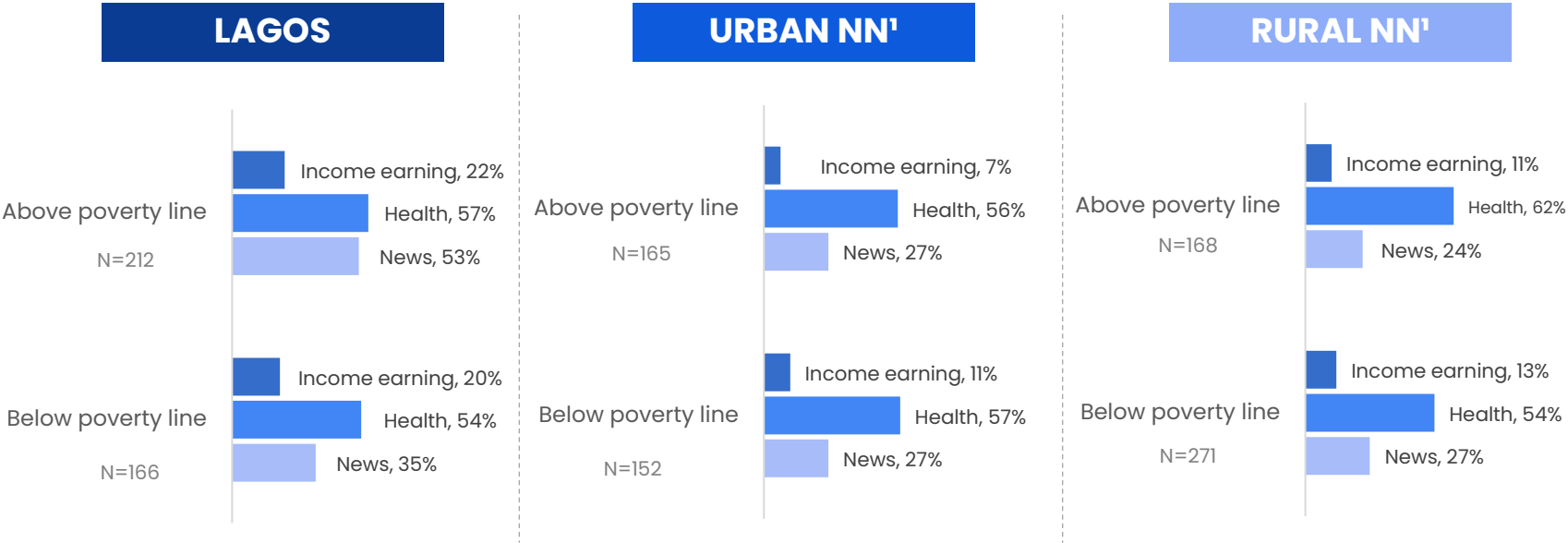
Definitions of categories

¹ <https://www.povertyindex.org/>
PPI data not collected in Senegal.

Note: Categories are not mutually exclusive, so some respondents mention more than one category, therefore, it will not add up to 100%. This percentage is taken out of responses which were categorized. Some responses did not fall into a category, and some participants did not respond.

Poverty level- Nigeria: What type of information digital helps women access

Out of those in poverty level who say they can access information, % who mention each category



Questions

1. Where do you usually go to find out Information about different things like news, learning new things, looking things up?
2. Do you use the internet - google, apps, or social media to find information? Press 1 for yes and 2 for no
3. What kinds of things do you typically try to learn on your phone? Give me examples of things you have learned using your phone.
4. Give me an example or tell me a story of how the information you find on your phone has helped you make a decision or take action in your daily life?
5. Do you use your phone to get information on your health or your family's health ? Press 1 for yes and 2 for no
6. How has It helped you?

Definitions of categories

¹ <https://www.povertyindex.org/>
PPI data not collected in Senegal.

Note: Categories are not mutually exclusive, so some respondents mention more than one category, therefore, it will not add up to 100%. This percentage is taken out of responses which were categorized. Some responses did not fall into a category, and some participants did not respond.