



MOZAMBIQUE MOBILE ACCESS & USAGE STUDY

As an increasing number of people access mobile services across Mozambique, private and public actors alike are recognizing opportunities to apply mobile technology to accelerate development outcomes.

While the opportunities are immense and quickly expanding, development and humanitarian practitioners often lack a detailed understanding of who is using mobiles and how. Without data on key populations, designing effective and efficient programs able to take advantage of the mobile opportunity remains a challenge. To address this gap, USAID/Mozambique and DFID, through DAI's Financial Sector Deepening project, commissioned mSTAR at FHI 360 to conduct a multi-faceted **Mobile Access and Usage Study (MAUS)**. Through two surveys, MAUS examined the availability and accessibility of mobile technologies and the dynamic ways they are being used in the daily lives of Mozambicans.

OBJECTIVES

MAUS employed a collaborative design process with donors, government and MNOs to develop and conduct two complex surveys. The study collected data in the four target provinces of Manica, Nampula, Tete and Zambezia. The surveys aimed to:



- 1. Determine** access to mobile phones & services
- 2. Identify** barriers to access & usage
- 3. Describe** patterns of mobile phone usage
- 4. Measure** changes in mobile phone usage among a panel of active users over time
- 5. Test** the impact of SMS reminders and incentives on participant retention rates

COMPUTER-ASSISTED TELEPHONE "CATI" SURVEY

The **CATI survey** featured remote data collection using live enumerators and dedicated software for dialing phone numbers and capturing responses digitally. Based in a Maputo call center, enumerators conducted interviews with thousands of active mobile users over the phone in February (baseline) and again in June (endline).

GROUP 1



No contact

GROUP 2



Received SMS

GROUP 3



Received SMS +
airtime incentive

To examine the effectiveness of common methods used to retain participants in surveys over time, the system placed each surveyed user into one of three groups.



During endline collection, enumerators used the same questionnaire as the baseline calling to see if usage had changed over time and gauge respondent perceptions of the survey methodology.

In baseline collection, data collectors called nearly

15,000
mobile numbers

and completed approximately

3,000
calls

CATI SURVEY SNAPSHOT OF RESULTS

Call Statistics:

✓ 20%
of all calls resulted in a successful interview at baseline

47%
of the panel completed a second interview at endline

Mobile phone usage of the CATI respondents:

95%
own a phone

32%
have a mobile money account

25% smartphone
51% dual SIM

HOUSEHOLD SURVEY

The **household survey** employed traditional face-to-face interviews and collected data digitally with tablets. Enumerators interviewed a representative sample of adults on their access and use of mobile phones, as well as use by other members of the household.

82% of respondents reported coverage in their village

95% of phone owners can send an SMS from their home

HOUSEHOLD SURVEY SNAPSHOT OF RESULTS

MOBILE USAGE ACROSS PROVINCES

	Manica		Nampula		Tete		Zambezia	
Percentage of adult population that has ever used a mobile phone:	86%		63%		58%		46%	
Percentage of mobile users using their phone on a daily basis	84%		55%		80%		85%	
Percentage of adult population that owns a mobile phone	83%	59%	41%	30%	60%	38%	32%	20%
Percentage of adult population that access the internet via mobile	42%	15%	20%	13%	22%	14%	19%	13%

Percentage of users that have ever:

Used voice	94%		Received money	32%	
Used SMS	84%		Used social media	23%	
Sent money	31%				

BARRIERS TO ACCESS AND USAGE

Among non-users, **cost** is the most commonly cited barrier

85% cite cost of handset

26% cite the cost of airtime

Lack of access to **electricity** is the second major barrier to use

21%
All Provinces

47%
Zambezia

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