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
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.

### Household Survey Snapshot of Results

#### Mobile Usage Across Provinces

<table>
<thead>
<tr>
<th>Province</th>
<th>Percentage of Adult Population that has ever used a mobile phone</th>
<th>Percentage of Mobile Users using their phone on a daily basis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manica</td>
<td>86%</td>
<td>84%</td>
</tr>
<tr>
<td>Nampula</td>
<td>63%</td>
<td>55%</td>
</tr>
<tr>
<td>Tete</td>
<td>58%</td>
<td>80%</td>
</tr>
<tr>
<td>Zambezia</td>
<td>46%</td>
<td>85%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Province</th>
<th>Percentage of Adult Population that owns a mobile phone</th>
<th>Percentage of Adult Population that access the internet via mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manica</td>
<td>83%</td>
<td>42%</td>
</tr>
<tr>
<td>Nampula</td>
<td>59%</td>
<td>15%</td>
</tr>
<tr>
<td>Tete</td>
<td>41%</td>
<td>20%</td>
</tr>
<tr>
<td>Zambezia</td>
<td>30%</td>
<td>13%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
<th>Province</th>
</tr>
</thead>
<tbody>
<tr>
<td>Used voice</td>
<td>94%</td>
<td>All Provinces</td>
</tr>
<tr>
<td>Used SMS</td>
<td>84%</td>
<td>Zambezia</td>
</tr>
<tr>
<td>Sent money</td>
<td>31%</td>
<td></td>
</tr>
<tr>
<td>Received money</td>
<td>32%</td>
<td></td>
</tr>
<tr>
<td>Used social media</td>
<td>23%</td>
<td></td>
</tr>
</tbody>
</table>

#### 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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**CONTACT US**

- Mateus Augusto
  - Mozambique Activity Manager
  - Email: maugusto@fhi360.org
- Hannah Skelly
  - mSTAR Program Manager
  - Email: hskelly@fhi360.org

**FIND OUT MORE**

- mstarproject.wordpress.com
- mSTAR_Project@FHI360.org
- mSTAR_Project