



# ZICTA

ZAMBIA INFORMATION AND COMMUNICATIONS TECHNOLOGY AUTHORITY

**“New Data Needs for the SDGs: Update on the Expert Group on Household Indicators”**

**14<sup>th</sup> World Telecommunications Indicators Symposium**

**Gaborone; Botswana**

**21-23 November, 2016**

**Bernard Banda**

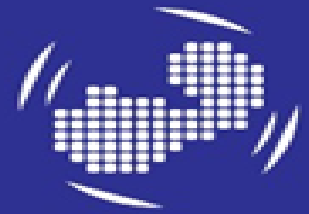
**Manager - Statistics and Research**

# OUTLINE



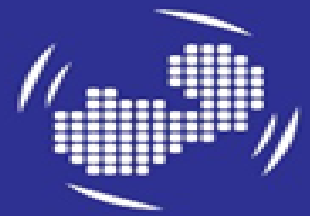
- ✓ **Measuring ICT Access and Usage**
- ✓ **Some Noted Challenges**
- ✓ **Synopsis of Household and Individual Level Data for Zambia**
- ✓ **Leveraging on Disaggregated Data to Track SDGs**
- ✓ **Outlook in the Medium Term**

## MEASURING ICT ACCESS AND USAGE



- ❖ Zambia traditionally relied on Administrative (supply side) data to track developments in the ICT sector- subscriptions, penetration rates, pricing, revenues, employment, technologies etc;
- ❖ Initially leveraged on existing surveys and census to collect household and individual level information;
- ❖ Emerging and growing need to complement administrative data sources with demand side data;
- ❖ In 2013 and 2015 conducted nation wide ICT surveys on Access and Usage;

# SOME NOTED CHALLENGES



- The biggest challenge is related to the Cost of undertaking regular Household Surveys especially for developing countries;
- Capacity to undertake Household Surveys especially in countries where the institutional arrangements with NSA are lacking;
- International comparability of Indicators and methodologies;
- Managing risks associated with Open Data Policies;

# SYNOPSIS OF HOUSEHOLD AND INDIVIDUAL LEVEL DATA FOR ZAMBIA



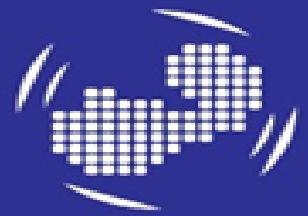
- The 2015 survey on access and usage of Information and Communication Technologies (ICTs) in Zambia by households and individuals was conducted by the Zambia Information and Communications Technology Authority (ZICTA) in collaboration with the Central Statistical Office (CSO) and the Ministry of Transport and Communications in the month August 2015.
- This is the second assessment undertaken by the organizations primarily aimed at measuring progress in access and usage of ICTs by households and individuals in Zambia.

# SYNOPSIS OF HOUSEHOLD AND INDIVIDUAL LEVEL DATA FOR ZAMBIA



- The 2015 survey investigates the extent of access to ICT devices such as mobile phones, computers, radio and television among others;
- It also explores the range of ICT services accessed by individuals and households which include mobile phone services, fixed line services, digital financial services, internet services, over the top applications and social media among others;
- Further, the survey attempts to examine the experience of consumers with the ICT products and services available on the market;

# SYNOPSIS OF HOUSEHOLD AND INDIVIDUAL LEVEL DATA FOR ZAMBIA



- In conducting the survey, ZICTA together with its collaborating partners followed international guidelines and methodologies, developed by International bodies mainly:
  - ✓ The core ICT Indicators 2010, developed International Telecommunication Union;
  - ✓ The 2014 Manual for Measuring ICT Access and Use by Households and Individuals, developed by the International Telecommunication Union

# SYNOPSIS OF HOUSEHOLD AND INDIVIDUAL LEVEL DATA FOR ZAMBIA



"HR3. Is ..... male or female?"

"HR4. How old was ..... at his/her last birthday?"

"HR5. What is your marital status?"

"RB1. Have you ever attended school?"

"RB2. What is the highest level of education attained?"

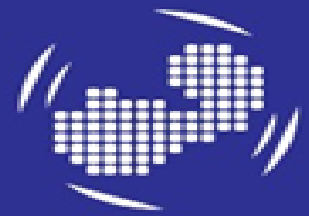
"RB3. Are you able to read and write in any language?"

"RB4. What is your main employment status?"

"RB5. What is your monthly income from all sources?"

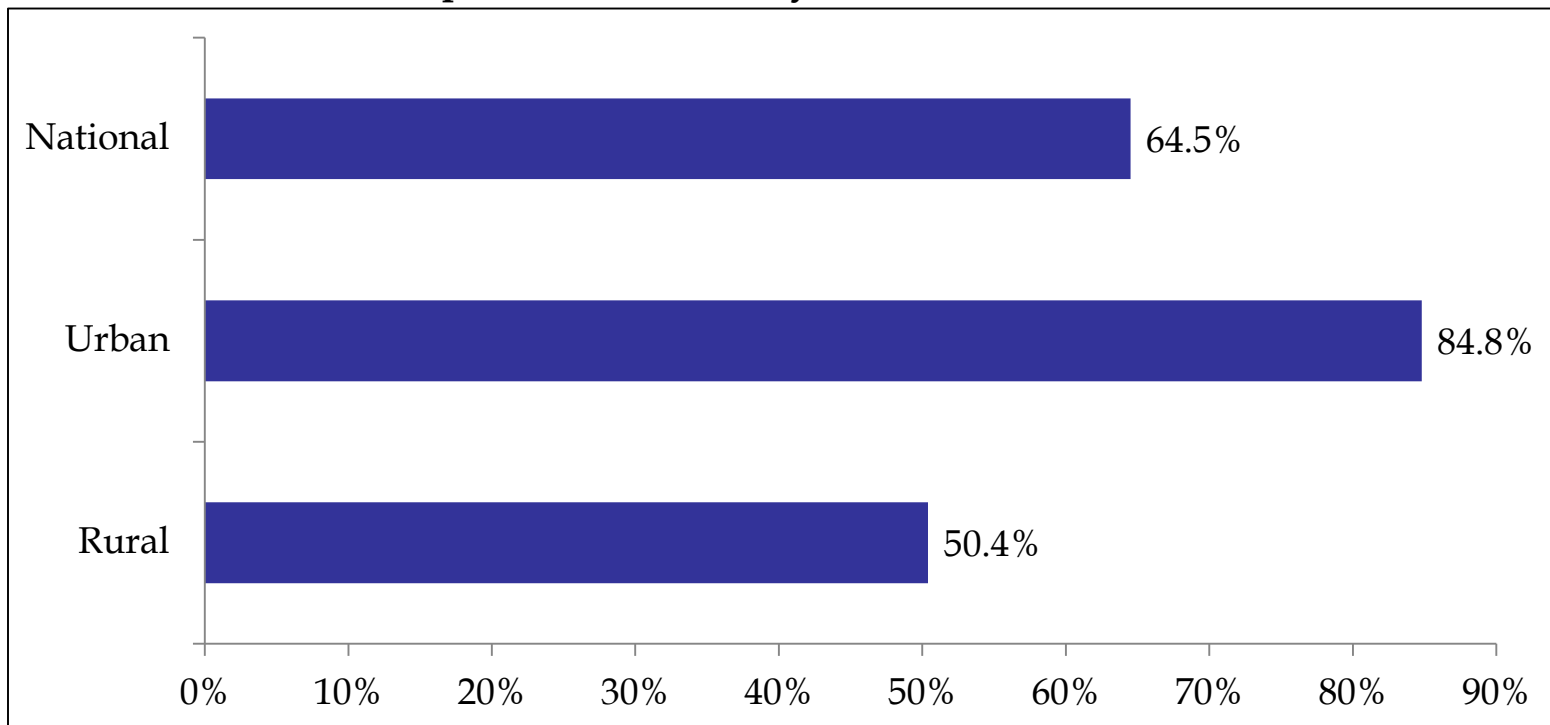


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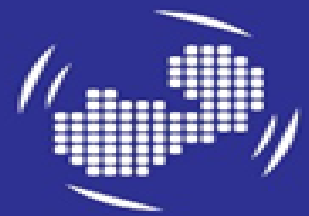


## ACCESS AND USAGE OF MOBILE PHONES BY HOUSEHOLDS

Ownership of Mobile Phone by Households; 2015

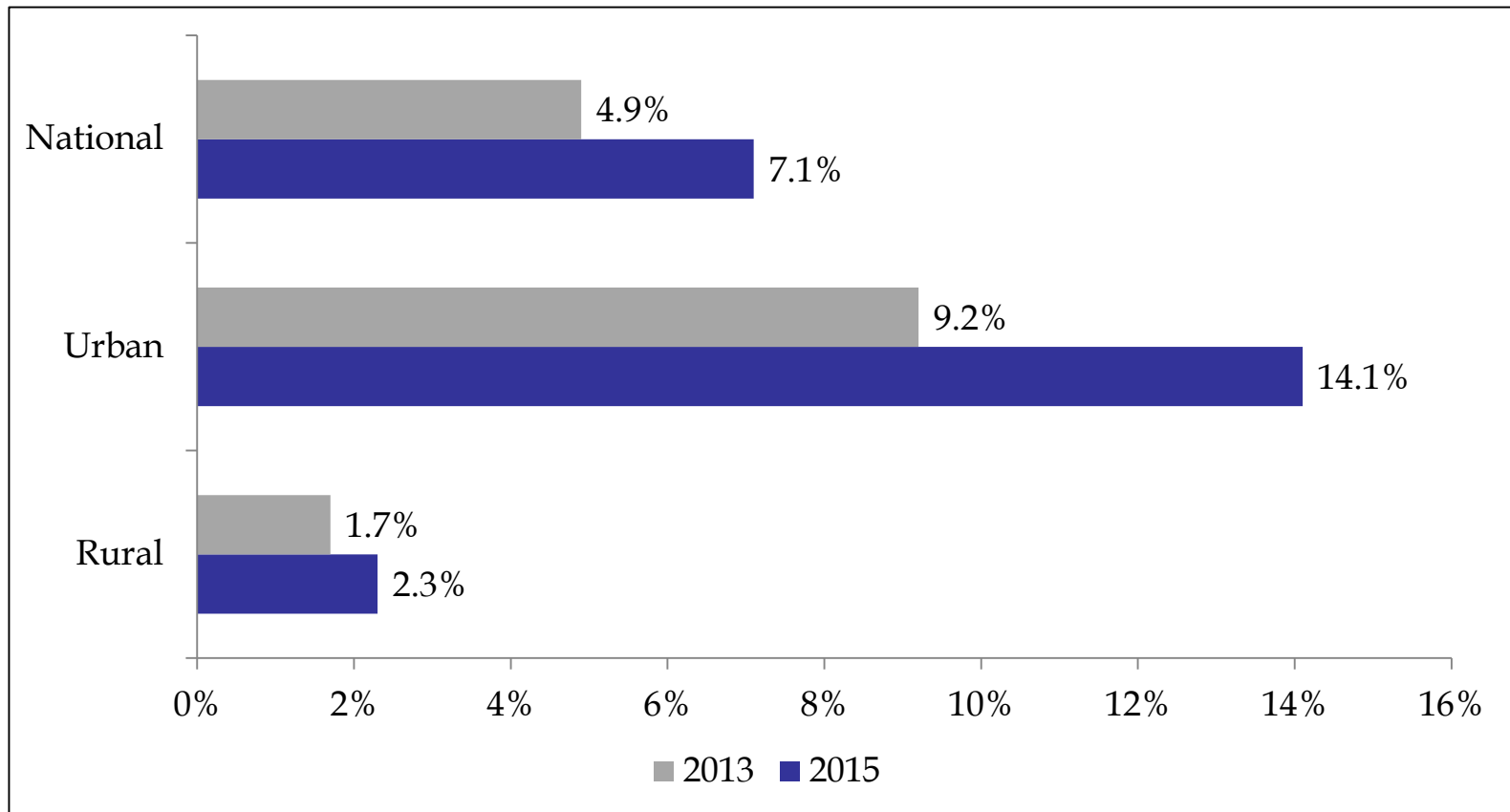


# SYNOPSIS OF HOUSEHOLD AND INDIVIDUAL LEVEL DATA FOR ZAMBIA



## HOUSEHOLD ACCESS TO A COMPUTER

Ownership of Computers by Households; 2013- 2015



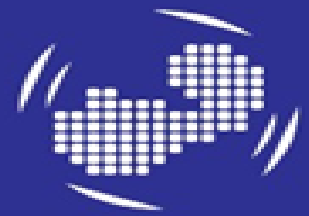
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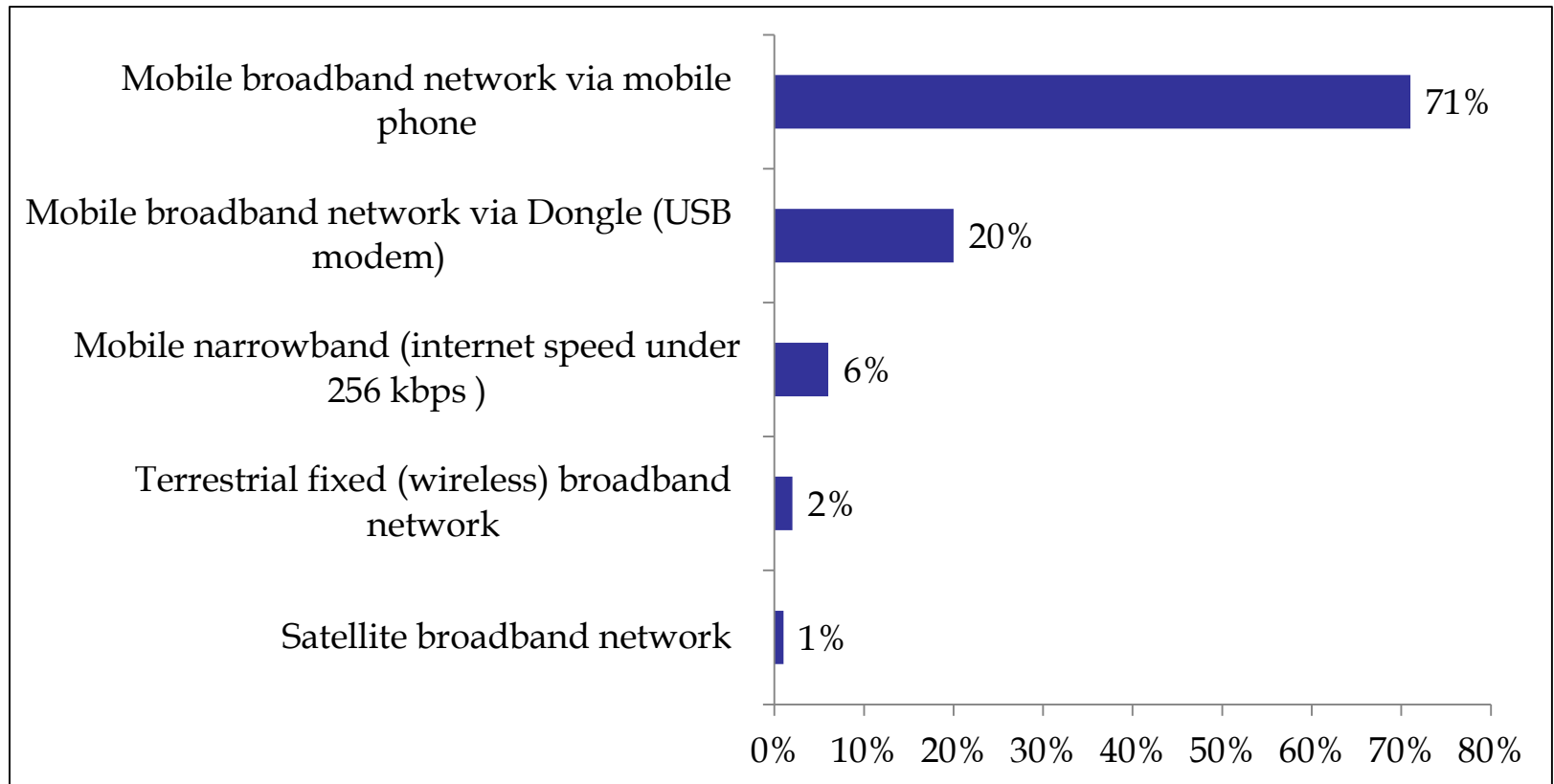
## ACCESS TO INTERNET SERVICES BY HOUSEHOLDS

INDICATOR	2013	2015
% of Households with access to the internet regardless of type of device	5.8%	12.7%
% of Households accessing the internet using home computer	2.3%	3.5%
% of Households accessing the internet by alternative devices (other than a home computer)	3.6%	9.2%

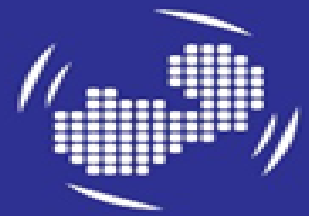
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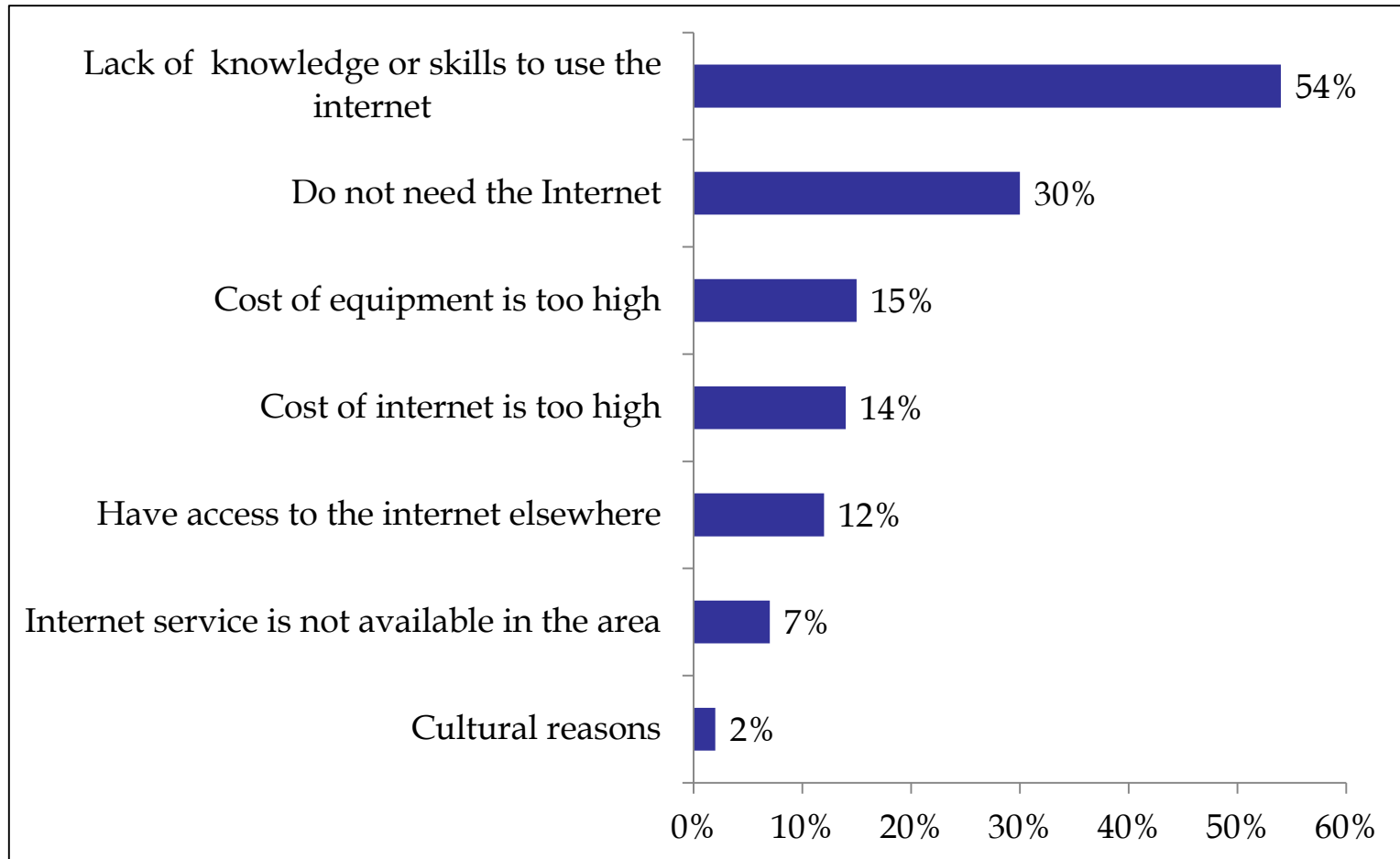
## TYPES OF INTERNET SERVICES ACCESSED BY HOUSEHOLDS; 2015



# SYNOPSIS OF HOUSEHOLD AND INDIVIDUAL LEVEL DATA FOR ZAMBIA



## Barriers to Internet Access and Usage by Households; 2015

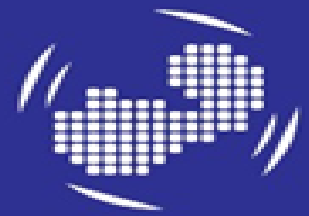


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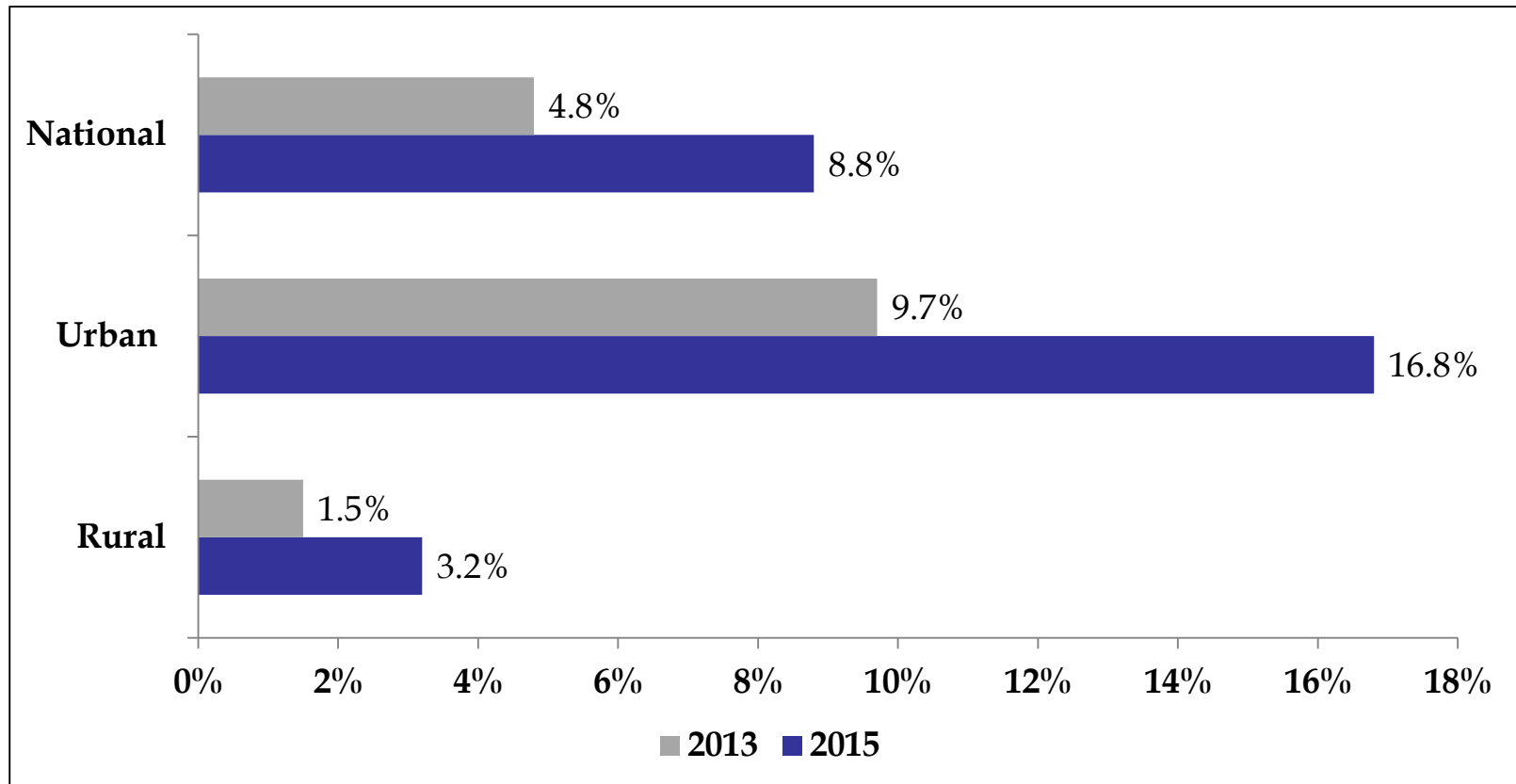
## ACCESS AND OWNERSHIP OF MOBILE PHONES AMONG INDIVIDUALS

Indicator	2015
Proportion of active users of mobile phones in Zambia	51%
Proportion of active users of mobile phones in urban areas	68.3%
Proportion of active users of mobile phones in Rural areas	38.8%
Proportion of ownership of mobile phones among active users	83.8%
Proportion of ownership of mobile phones among active users in urban areas	89.2%
Proportion of ownership of mobile phones among active users in rural areas	77%

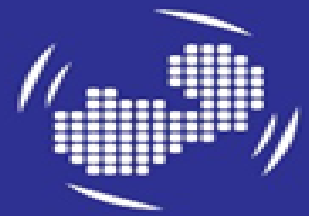
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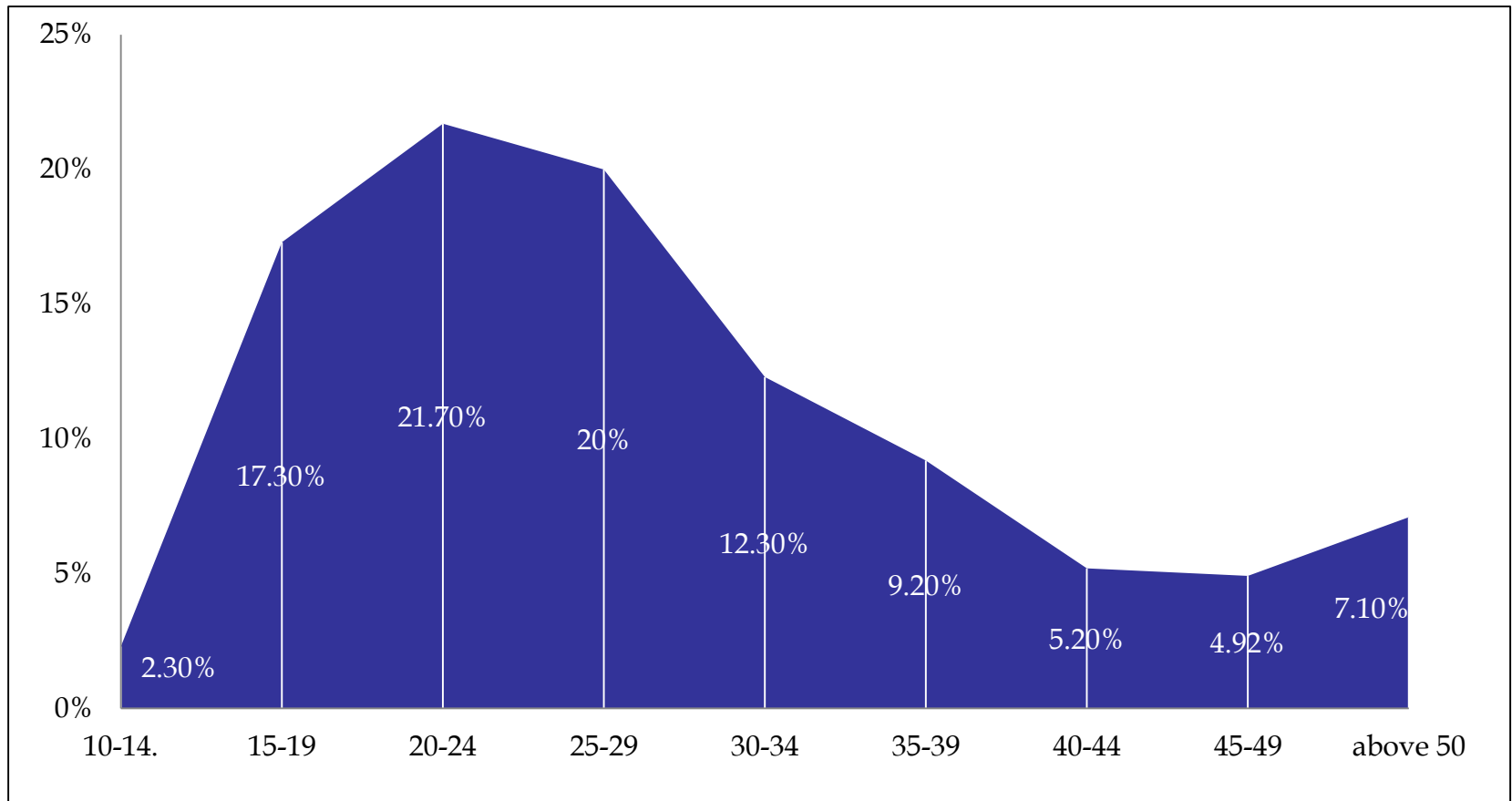
## Knowledge on Usage of the Internet among Individuals by Region; 2013-2015



# SYNOPSIS OF HOUSEHOLD AND INDIVIDUAL LEVEL DATA FOR ZAMBIA

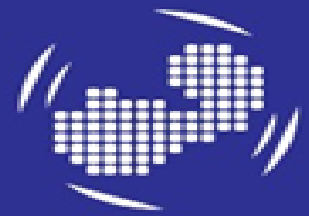


## DISTRIBUTION OF INTERNET USERS BY AGE

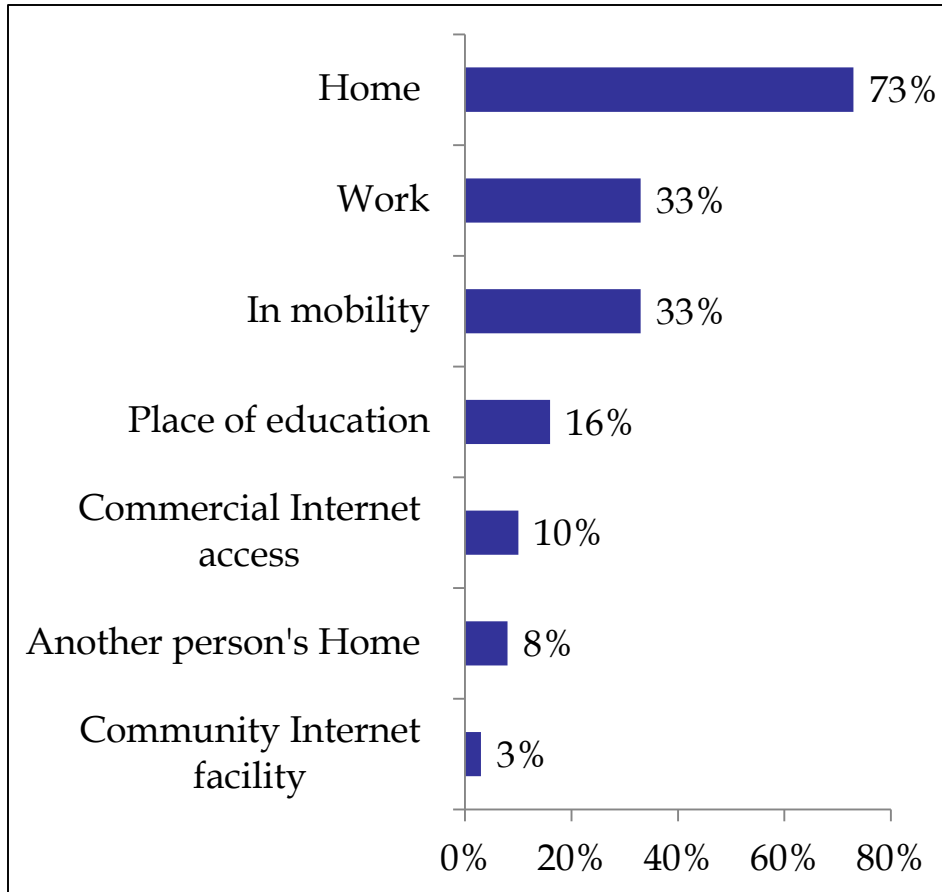




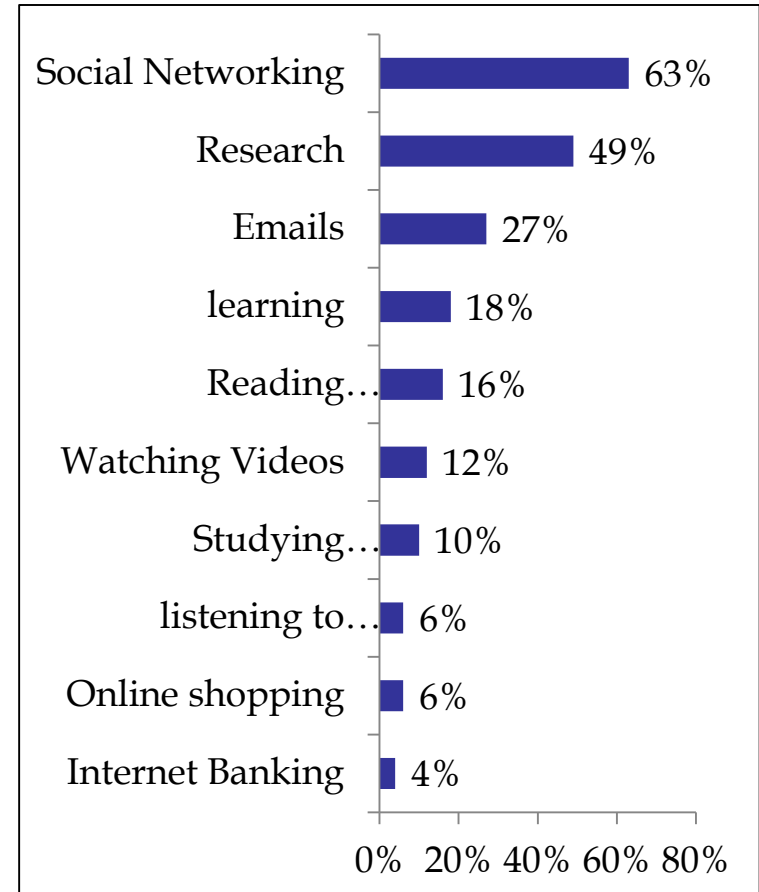
# SYNOPSIS OF HOUSEHOLD AND INDIVIDUAL LEVEL DATA FOR ZAMBIA



### Place where Internet was used



### Activities undertaken when on Internet



# Leveraging on Disaggregated Data to Track SDGs



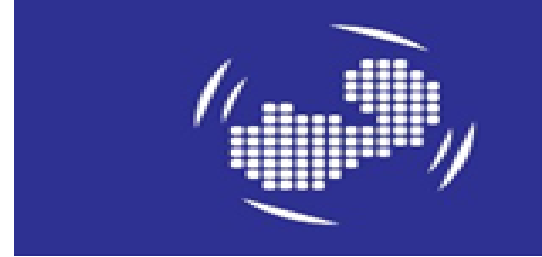
Individual Characteristics	Have you used a mobile cellular telephone in the last three months?	Do you know how to use the internet?
	Yes	Yes
	Percent	Percent
<b>Age Group</b>		
10-14	1.88	2.1
15-19	16.96	17.68
20-24	21.98	22
25-29	20.6	20.27
30-34	12.06	11.87
35-39	9.55	9.39
40-44	5.28	5.19
45-49	5.15	5.07
50-54	3.02	2.97
55-59	1.63	1.61
60-64	1.01	0.99
65-69	0.75	0.74
70+	0.13	0.12
<b>Sex</b>		
Male	59.3	58.96
Female	40.7	41.04
<b>Education Level</b>		
Primary	2.39	2.6
Secondary	53.14	53.65
Tertiary	44.47	43.76
<b>Main employment status</b>		
Employed	39.45	38.94
Unemployed	44.85	45.61
Self Employed	14.45	14.22
Employer	1.26	1.24

# Leveraging on Disaggregated Data to Track SDGs



Individual Characteristics	Studying Religious Material	Research	Business	Email	Social Networking	Shopping Store	Internet Banking	Learning	Gaming	Reading Publications	Watching Videos and Movies	Watching Online TV	Listeining to online music/Radio	Cloud servers
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Age Group														
10-14	.	0.93	.	.	1.44	.	.	1.22	10.61	.	0.93	.	.	.
15-19	10.75	15.05	1.64	8.64	17.48	7.41	.	17.07	36.36	11.56	23.15	15.38	38.46	11.11
20-24	20.43	20.83	10.66	16.05	25.05	24.07	5.26	25.61	18.18	18.37	26.85	15.38	19.23	11.11
25-29	13.98	20.37	23.77	23.05	22.88	25.93	23.68	15.85	15.15	17.01	16.67	30.77	17.31	22.22
30-34	19.35	13.43	15.57	15.64	11.89	14.81	13.16	14.02	4.55	14.97	13.89	15.38	9.62	22.22
35-39	9.68	10.42	11.48	11.93	8.47	.	10.53	9.15	9.09	14.29	11.11	15.38	5.77	11.11
40-44	5.38	6.94	9.84	8.23	3.96	11.11	13.16	4.27	1.52	6.8	1.85	7.69	1.92	.
45-49	8.6	4.86	9.02	7	3.96	3.7	13.16	6.71	1.52	5.44	0.93	.	1.92	.
50-54	5.38	3.01	8.2	3.29	1.98	5.56	7.89	3.05	3.03	6.8	2.78	.	1.92	11.11
55-59	3.23	2.08	4.92	3.29	1.44	.	5.26	3.05	.	2.04	0.93	.	.	.
60-64	2.15	1.39	3.28	2.06	1.08	3.7	7.89	.	.	2.04	0.93	.	1.92	11.11
65-69	1.08	0.69	0.82	0.82	0.36	3.7	.	.	.	0.68	.	.	1.92	.
Sex														
Male	58.06	55.79	72.13	61.32	54.59	59.26	81.58	57.32	66.67	64.63	59.26	69.23	65.38	66.67
Female	41.94	44.21	27.87	38.68	45.41	40.74	18.42	42.68	33.33	35.37	40.74	30.77	34.62	33.33
Education Level														
Primary	1.08	1.16	.	0.41	1.44	.	.	0.61	12.12	2.04	2.78	.	3.85	.
Secondary	46.24	38.66	22.95	25.51	54.41	27.78	7.89	40.24	65.15	36.05	48.15	30.77	75	11.11
Tertiary	52.69	60.19	77.05	74.07	44.14	72.22	92.11	59.15	22.73	61.9	49.07	69.23	21.15	88.89
Main employment status														
Employed	48.39	47.22	59.02	57.61	37.66	38.89	76.32	48.78	22.73	54.42	33.33	46.15	25	66.67
Unemployed	31.18	40.51	9.02	25.93	47.75	25.93	7.89	44.51	65.15	31.97	50.93	38.46	63.46	22.22
Self Employed	17.2	10.65	24.59	12.76	12.97	25.93	5.26	6.1	10.61	12.24	13.89	15.38	9.62	11.11
Employer	3.23	1.62	7.38	3.7	1.62	9.26	10.53	0.61	1.52	1.36	1.85	.	1.92	.

# Outlook in the Medium Term



- 2017 preparatory work for 2018 survey- survey design, refinement of instruments and logistics;
- 2018 Survey instruments to be aligned to the SDG monitoring framework recommended by EGH;
- Include information but not limited to the following issues:
  - ✓ disability groups
  - ✓ ICT Skills
  - ✓ Access by technology- e.g. 2G, 3G, LTE
- More disaggregated Analysis relative to key identified groups and indicators.



THANK YOU