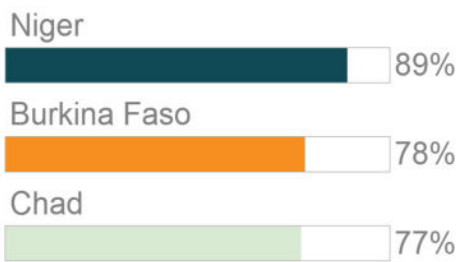


Exploring New Media in the Sahel

In 2015, Equal Access, the media partner on USAID's Peace Through Development II (PDev II) project, undertook a new media survey to evaluate the relevance of new media interventions in Burkina Faso, Chad and Niger. A total of 1,500 surveys, 500 per country, were conducted in local languages in the 'capital cities' of each province of project intervention zones. Due to the urban nature of the survey, the results summarized below have an urban bias, and are not necessarily representative of rural areas where network strength and media penetration may vary. Nonetheless, results demonstrate that new media holds tremendous potential for development initiatives targeting urban audiences in the Sahel.

MOBILE

Mobile users regularly use SMS:



89% own a mobile phone

An additional 8% have access to a mobile phone through a family member



97% of respondents have access to a mobile phone



61% of mobile users say they regularly use their mobiles to transfer files via Bluetooth



21% of Nigeriens own a smartphone, most of them Androids

INTERNET



44% of Chadians have internet access



40% of Nigeriens have internet access



30% of Burkinabe have internet access



38% of respondents have access to the internet

66% of users access the web via smartphone on a daily basis



- Youth under 35 are **more likely** than adults to have internet access (51% vs. 24%)
- Men have **more access** than women (50% vs. 24%)
- Youth users are **more likely** than adult users to access the web through mobile phones (91% vs. 76%)

SOCIAL MEDIA

85% of Internet Users use some form of social media



Facebook - 92%



WhatsApp - 33% (58% in Niger)



YouTube - 22%



Twitter - 21%

Of those on social media, 75% visit networks weekly, and 50% of users access social media on a daily basis

RADIO and TELEVISION



More than 2/3 of respondents listen to radio on a weekly basis



Just under 2/3 of respondents watch television on a weekly basis

On a daily basis, women are more likely than men to watch TV (52% vs. 46%) and less likely than men to listen to the radio (47% vs. 58%)



49% of internet users familiar with PDevII are interested in interacting with projet radio programs via social media



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