



Agenda

Introductions & Welcome
Chris Stewart,
Partner, Gallup

**Introduction to BBG
Research**
Sonja Gloeckle,
*Director of Research,
International Broadcasting
Bureau*

BBG Findings
Ellington Kamba,
*Research Analyst,
International Broadcasting
Bureau*

World Poll Findings
Magali Rheault, *Regional
Research Director for
Francophone Africa, Gallup*

Q&A
Time permitting we will have
a brief discussion. If you have
a question, please raise your
hand, and a microphone will be
brought to you.

*For more information about
the BBG Research Series,
please visit: [bbg.gov/
bbgresearch](http://bbg.gov/bbgresearch)*

CHRIS STEWART

Christopher Stewart is a partner at The Gallup Organization. Mr. Stewart provides strategic counsel in the area of marketing communications, advanced analysis and modeling, and population-based assessments. Additionally, he plays a senior leadership role as a strategic advisor for Gallup's 165 country public opinion tracking program – The Gallup World Poll.

Mr. Stewart previously served for 10 years as Regional Managing Partner of the Asia Pacific Division where he had responsibility for managing Gallup's seventeen offices in the Asia Pacific region. He remains a Director of Gallup in Singapore, Thailand, Australia, Malaysia, Hong Kong, and India, and as the General Director of Gallup Institute LLC, a Russian subsidiary of Gallup, Inc.

SONJA GLOECKLE

Sonja Gloeckle leads the research program at the BBG's International Broadcasting Bureau. Prior to assuming her current position, she served several years as the BBG's primary Africa research analyst and covered all aspects – from research design to analysis – of multiple quantitative and qualitative studies in Sub-Saharan Africa each year. Before joining the BBG, Gloeckle was a Senior Project Manager at a research consultancy, where she managed research projects across Africa, Southeast Asia, the Balkans and the former Soviet Union for various international broadcasting clients including the BBG, and other organizations, such as the UN, UNDP, USAID, and the Bill and Melinda Gates Foundation.

Gloeckle obtained her undergraduate degree in International Culture and Politics from the School of Foreign Service at Georgetown University and a Certificate from the Institut d'Etudes Politiques de Paris (Sciences Po). She holds a Master's in Politics and Communication from The London School of Economics and Political Science (LSE).

MAGALI RHEAULT

Magali Rheault is Gallup's Regional Research Director - Francophone and Lusophone Africa. In her present capacity, she manages all survey research operations, which includes overseeing sample designs, questionnaire translation process, interviewers' training programs, scheduling and budgeting. She serves as key liaison officer between local partners and US-based teams to ensure flawless and consistent execution of data collection efforts, which cover many hard-to reach and volatile regions of the subcontinent. Ms. Rheault also provides expert advice on methodology and face-to-face interviewing techniques during in-country interviewers' training sessions and fieldwork.

Her research interests focus on the intersection of governance, economic growth and human development in sub-Saharan Africa and her latest project focuses on measuring the size of the African middle class. Since joining Gallup in 2007, Ms. Rheault has published more than 100 articles and analyses based on the World Poll data, an on-going global research initiative surveying people's opinions about their wellbeing, health and employment situation, among others. Her research has appeared in many publications, including Harvard International Review and the Financial Times. She has lectured and presented World Poll findings at numerous universities and institutions worldwide.

ELLINGTON KAMBA

Ellington Kamba is a research analyst at the BBG's International Broadcasting Bureau and is the BBG's primary Africa research analyst for all aspects of research in Sub-Saharan Africa. Prior to assuming his current position, Ellington was a Consultant at the World Bank with the Public Opinion Research Group (PORO). Before the World Bank, Ellington worked for Research Bureau International as its main contact person on research projects across Africa for various global social and commercial organizations on large quantitative & qualitative projects, including media research. He was also involved in a partnership that supports research in African countries. The network brings together professionals with a deep understanding of the people and cultures of the sub-Saharan continent and uses this knowledge to provide strategic, data-based advice for market penetration.

Ellington obtained his undergraduate degree in Social Work from the University of Zimbabwe and an Honors degree in Sociology from The University of Witwatersrand, South Africa.

INTERNET USE BURGEONING IN SUB-SAHARAN AFRICA

The Internet is an important source of information in many sub-Saharan African countries. Roughly one in five people in Zimbabwe, Nigeria, and Kenya have Internet access at home and slightly more use the Internet for news at least once a week. Ethiopia and Cote d'Ivoire, however, still have very low rates of Internet access or usage. Just 1% of Ethiopians and 5% of Ivoirians have Internet access at home.

MEN, THE URBAN, AND THE YOUNG MOST LIKELY TO GO ONLINE

The young are significantly more likely to go online in all surveyed countries than those who are 30 years of age or older. In Nigeria, 40% of those between 15 and 29 years of age have used the Internet in the past seven days, compared to just 14% of those 30+. In Cote d'Ivoire, more than three times as many 15-29 year olds have used the Internet in the past week (16%) than those 30+ (5%).

While both men and women are likely to use the Internet, men are somewhat more likely to have gone online in the past seven days than women. In Nigeria, 34% of men have used the Internet in the past seven days, compared to 18% of women. In Zimbabwe, 25% went online in the past week, compared to 15% of women. One exception is Kenya, where men (24%) and women (20%) go online at very similar rates.

Urban dwellers in all countries are also significantly more likely to go online than those in rural areas. This difference is most extreme in Ethiopia and Cote d'Ivoire, where just 2% and 3%, respectively, of those in rural areas have gone online in the past week, compared to 15% and 23% of those in urban areas.

Those with at least some secondary education are also substantially more likely to access the Internet, particularly compared to those with primary education or less. While a negligible amount of those with a primary education or less access the Internet (1-5%), a significant percent of those with at least some secondary education have used the Internet in the past seven days. 43% of Nigerians and 39% of Kenyans with at least some secondary education have used the Internet in the past seven days.

Across all countries, the mobile phone is the most used device to access the Internet. When online, Internet users are most likely to share videos, read blogs, and find out the latest news. 4% of Ivoirian Internet users have shared videos online the past week, as have 16% of Nigerian Internet users and 13% of Kenyan Internet users.

YOUTH DEVELOPMENT

Gallup's Youth Development Index, which measures a community's focus on the welfare of its children, shows that the majority of people in the surveyed countries rate their community's positively, ranging a score of 78 (out of 100) in Ethiopia to 55 in Nigeria. Youth Development Index scores tend to be fairly consistent across demographic groups, but those with at least a secondary education are less likely to rate their community positively.

CIVIC ENGAGEMENT

The Civic Engagement Index assess respondents' inclination to volunteer their time and assistance to others: have they donated money to charity, volunteered time to an organization, or helped a stranger or someone they didn't know that needed help. There is significant variation across countries. The aggregate score for Kenya is 52 (out of 100), while it is just 25 in Zimbabwe and 26 in Ivory Coast. Those with at least a secondary education tend to be more engaged, as do men in Nigeria and Ethiopia.

CORRUPTION

The Corruption Index measures perceptions of the level of corruption in the country, both in business and in government. Perceptions of corruption are quite high in most sub-Saharan African countries, with a score of 91 (out of 100) for Nigeria and 83 for Kenya. At 43, Ethiopia is the only surveyed country with a score of less than 50."

METHODOLOGY

This report contains results from five nationally representative, face-to-face media surveys of Nigeria (n=4,000), Cote d'Ivoire (n=2,000), Ethiopia (n=2,000), Kenya (n=2,000), and Zimbabwe (n=2,000). All surveys were conducted between October 2013 and December 2014. In addition, Gallup also conducts annual World Poll surveys in these five countries with a minimum of 1,000 interviews.

The **Broadcasting Board of Governors (BBG)** is the independent federal agency that oversees all government-supported U.S. civilian international media, whose mission is to inform, engage and connect people around the world in support of freedom and democracy. BBG programming reaches an audience of 215 million in more than 100 countries and in 61 languages. Networks within the BBG include the Voice of America, Radio Free Europe/Radio Liberty, the Middle East Broadcasting Networks (Alhurra TV and Radio Sawa), Radio Free Asia, and the Office of Cuba Broadcasting (Radio and TV Marti).

Gallup has studied human nature and behavior for more than 75 years. Gallup's reputation for delivering relevant, timely, and visionary research on what people around the world think and feel is the cornerstone of the organization. Gallup employs many of the world's leading scientists in management, economics, psychology, and sociology, and our consultants assist leaders in identifying and monitoring behavioral economic indicators worldwide. Gallup consultants help organizations boost organic growth by increasing customer engagement and maximizing employee productivity through measurement tools, coursework, and strategic advisory services. Gallup's 2,000 professionals deliver services at client organizations, through the Web, at Gallup University's campuses, and in more than 40 offices around the world.

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CONTACT

For any questions or further information on this data, please contact the Broadcasting Board of Governors at publicaffairs@bbg.gov or 202-203-4400.