



MOBILE BROADBAND FOR WORKING WOMEN

NIGERIA

This country-specific briefing has been extracted from a broad, five-nation study based on more than 1000 structured interviews with working women in developing economies. It provides a country-level analysis of the value that mobile broadband offers to the way women earn their livelihoods. To participate in the study, women had to own a mobile phone — either a feature phone or smartphone — and work for themselves or someone else. Women who work in the home or for their families without pay were excluded. For this research, a smartphone was defined as a device that can access the Internet, while a feature phone cannot. Due to these sampling criteria, the results of this study apply primarily to working women who *already* own a mobile phone. The purpose of the global study was to gain a better understanding of the perceived value of mobile broadband in the developing world among working women who currently own mobile phones. For that global perspective, see *Transforming Women's Livelihoods Through Mobile Broadband* at <http://www.qualcomm.com/mwomenreport>.



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MOBILE PHONES WIDELY USED FOR WORK

Like other women in the study, Nigerian women use their mobile phones for both work and personal reasons. However, Nigerian women are especially likely to view their phones as important enablers of their work. 75% of Nigerian women report using a mobile phone for work-related tasks, and more than three quarters of these women rate their mobile device as somewhat or very important to their livelihood.

WORK OPPORTUNITIES AND ADDITIONAL INCOME ARE HIGHEST PRIORITIES

Given their economic circumstances, Nigerian women measure their success in terms of income. Their primary goal is to make more money, yet they struggle to find consistent work or a steady supply of customers. As a result, women in Nigeria value mobile broadband for the various ways that it can help them find new opportunities and generate additional income. Feature phone owners, for example, anticipate they would use mobile broadband to find additional customers and suppliers (60%), browse the Internet (54%), access educational courses (52%), and learn about employment opportunities (51%). Working women who already own mobile broadband devices closely follow this expected usage pattern: 52% use their smartphones to find new customers and suppliers, 52% to browse the Internet, 65% to access some type of educational content, and 51% to find new job opportunities.

MOBILE BROADBAND PROVIDES VALUE OVER FIXED-LINE INTERNET

45% of the Nigerian women surveyed for this study continue to use a feature phone with no Internet capabilities. However, those who own smartphones (55%) appear to derive considerable value from their phone over fixed-line devices. 86% of smartphone owners say they could not go back to using a phone without mobile broadband. In addition, smartphone owners report using features such as email, free texting applications, and social media more frequently on their mobile devices than on other fixed-line devices such as personal desktop computers, laptops, or shared computer facilities.

ACCELERATE COMMITMENT TO DIGITAL LITERACY AND INTERNET ACCESS PROGRAMS

More than half of the Nigerian women interviewed acquired their mobile phone within the last year. However, among feature phone owners, 55% have no current plans to upgrade to mobile broadband. Many of these women (57%) lack an understanding of the benefits and functionality that mobile broadband — or the Internet — offers. Targeted promotion and educational programs could break down many of the key barriers to smartphone ownership among Nigerian women.