



National Statistical Office

**SURVEY ON ACCESS AND USAGE OF ICT SERVICES IN MALAWI-
2014**

REPORT

**National Statistical Office
P.O. Box 333,
Zomba**

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Preface

This report is based on the Access and Usage of ICT Services Survey 2014 that was conducted by the National Statistical Office (NSO) in liason with Malawi Communication Regulatory Authority (MACRA). The survey was commissioned and financed by MACRA, supported by a Technical Working Group Committee comprising NSO and MACRA. The survey was driven by the lack of reliable and up to date data on absorption and usage of ICT services that would reliably inform the implementation of the Malawi Growth and Development Strategy II (MGDS II). The MGDS II which is the overarching development agenda recognizes the ICT sector as a key driver in reducing poverty in Malawi.

Government of Malawi through MACRA aims at enhancing universal access to ICT services whilst ensuring that reliable and affordable services are being offered throughout the country. The impressive growth in ICT infrastructure and uptake during the past decade has led to an increase in demand for accurate and comparable data and statistics on ICT. However, there is no coherent, reliable and up to date ICT database in the country, which significantly hinders investment opportunities aimed at addressing the challenges in the sector thereby stifling economic growth and development.

These constraints necessitated Government through MACRA and NSO to conduct the survey in order to develop and continually update a database on the accessibility to and use of ICT services and identify barriers to ICT services access that will inform the development of mitigation strategies or policies. In conducting this survey, NSO and MACRA closely followed the international guidelines and methodologies mainly developed in the Manual for Measuring ICT Access and Use by Households and Individuals 2014 edition by the International Telecommunications Union's (ITU).

This report provides the first detailed analysis and statistics on ICTs mainly on mobile phone, fixed telephony, public pay phones, radio broadcasting, television, computers devices, internet, postal and courier and mobile money to give an overview of the accessibility, ownership, usage and costs of using these services and equipment. Apart from the above objective, the survey also aimed at assessing the digital divide and providing an international benchmark comparison. It is the wish of Government that the results of this survey will go a long way to assist policy makers in developing evidence based strategies and policies.

Godfrey Itaye
DIRECTOR GENERAL

Acknowledgements

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My gratitude goes to members of the Technical Working Group (TWG) which comprised officials from NSO and MACRA for their invaluable contributions towards the implementation of the Access and Usage of ICT Services Survey 2014.

I also acknowledge all the respondents who accepted to be interviewed, for sparing their time and whose responses were very useful in forming the basis for the analysis and conclusions regarding ICT issues in Malawi. I appreciate the cooperation that was exercised by the general public that supported the processes by providing the relevant information that was requested. I also extend my sincere appreciation to the survey enumerators and supervisors for their commitment and courage which they showed during the entire period of the survey, their hard work made the survey a great success.

Finally, I wish to recognize the great efforts by the Survey Coordinator and her team in ensuring that all the stages of the survey activities were coordinated and implemented successfully.

Mercy Kanyuka (Mrs)

COMMISSIONER OF STATISTICS

Executive Summary Tables

Table-I 1: Households' Access of ICT equipment/services, Access and usage of ICT services survey, 2014

	Total	Mobile phone	Fixed phone	Radio	Television	Pay Tv	Desktop computer	Laptop	Internet	Family postal box
	Number	%	%	%	%	%	%	%	%	%
Malawi	12,000	45.5	1.0	44.5	10.9	2.9	1.4	2.6	6.5	2.3
Place of residence										
Urban	1,420	85.1	4.2	61.7	46.3	17.8	8.2	16.1	29.4	5.6
Rural	10,580	40.2	0.5	42.2	6.2	0.9	0.5	0.8	3.4	1.9
Region										
Northern Region	1,560	57.5	0.8	47.3	15.0	2.2	1.2	2.1	8.5	2.3
Northern Region Rural	1,440	54.7	0.5	46.4	12.1	1.3	0.6	1.5	6.7	2.1
Northern Region Urban	120	91.7	4.2	58.3	50.0	13.3	8.3	10.0	29.2	5.0
Central Region	5,040	41.8	0.7	44.0	9.6	2.8	1.1	2.6	6.3	2.5
Central Region Rural	4,420	35.5	0.4	41.2	4.6	0.7	0.3	0.6	2.8	1.9
Central Region Urban	620	86.3	3.2	64.0	45.5	18.1	7.1	17.1	31.8	6.3
Southern Region	5,400	45.5	1.2	44.2	11.0	3.3	1.6	2.7	6.1	2.2
Southern Region Rural	4,720	40.1	0.7	41.9	5.9	1.1	0.6	0.7	3.1	1.8
Southern Region Urban	680	82.9	5.1	60.1	46.3	18.4	9.1	16.3	27.4	5.0
Sex of household head										
Male	8,550	49.9	1.1	52.9	12.5	3.3	1.7	2.9	7.3	2.5
Female	3,450	34.5	0.7	23.7	7.1	2.0	0.6	1.8	4.7	1.9
Age of household head										
Up to 24	1,445	35.1	0.3	36.3	3.7	0.6	0.3	0.8	5.5	1.0
25-34	3,493	51.1	0.7	46.9	12.1	3.0	1.4	2.9	8.4	2.2
35-49	3,698	52.9	1.4	50.5	14.7	4.0	1.9	2.9	6.7	2.4
50-59	1,439	46.9	1.4	47.5	13.1	3.9	1.7	4.0	7.5	3.2
60+	1,925	27.7	0.8	32.8	5.4	1.8	0.8	1.6	2.8	2.8
Education of household head										
None	7,249	33.2	0.1	36.7	3.6	0.4	0.1	0.1	1.3	1.6
Primary education or lower	1,202	56.2	0.9	50.9	9.7	1.2	0.7	1.1	4.7	2.8
Lower secondary education	1,611	54.8	0.9	47.8	11.2	1.3	0.6	0.6	5.3	1.2
Upper secondary or post secondary non tertiary	1,711	74.5	3.0	65.4	33.0	9.5	3.7	7.6	22.3	4.6
Tertiary and post tertiary education	227	96.9	12.8	81.1	84.6	55.5	33.0	66.1	74.0	12.3
Electricity										
Households with electricity	1,772	84.9	4.5	76.3	57.4	16.7	7.8	15.1	28.6	5.5
Households without electricity	10,228	38.7	0.3	39.0	2.9	0.5	0.2	0.4	2.7	1.8

Table-I 2: Individuals' Access of ICT equipment/services, Access and usage of ICT services survey, 2014

	Total	Mobile phone	Public phone	Owns radio	Listens to radio	Watches Tv	Computer	Mobile money	Internet	Postal service
	Number	%	%	%	%	%	%	%	%	%
Malawi	12,000	34.0	3.2	65.3	96.0	17.7	4.1	6.9	5.6	16.1
Place of residence										
Urban	1,420	69.4	6.4	61.8	97.4	58.4	19.2	25.4	24.3	30.1
Rural	10,580	29.2	2.8	65.7	95.8	12.2	2.1	4.4	3.0	14.3
Region										
Northern Region	1,560	46.3	5.0	68.2	96.0	24.1	5.2	9.3	7.2	27.1
Northern Region Rural	1,440	44.3	4.2	68.8	95.9	20.1	3.9	8.4	5.9	23.9
Northern Region Urban	120	70.8	15.0	60.8	96.7	73.3	20.8	20.0	21.7	66.7
Central Region	5,040	31.3	2.5	70.2	95.9	15.9	3.8	6.8	5.3	14.9
Central Region Rural	4,420	25.7	2.3	70.6	95.6	10.4	1.8	4.2	2.7	12.1
Central Region Urban	620	71.5	4.6	67.2	98.0	55.1	18.3	25.0	24.0	34.6
Southern Region	5,400	32.9	3.3	59.9	96.0	17.6	4.1	6.4	5.4	14.2
Southern Region Rural	4,720	27.8	2.8	60.3	95.8	11.6	1.8	3.4	2.5	13.3
Southern Region Urban	680	67.3	6.6	57.3	97.0	58.7	19.7	26.6	25.0	19.9
Sex										
Male	5,099	33.7	3.4	65.6	98.7	18.3	4.5	6.8	6.0	16.2
Female	6,901	34.2	3.0	65.0	94.0	17.3	3.9	7.0	5.2	16.1
Age group										
Up to 24	2,717	30.9	3.6	61.3	99.9	17.1	4.3	7.4	4.9	13.1
25-34	8,386	35.9	3.2	65.6	96.1	18.5	4.2	6.9	6.1	17.1
35-49	296	39.5	4.4	68.6	100.0	20.9	2.7	9.1	6.0	18.6
50-59	177	32.8	1.1	69.5	100.0	13.0	5.6	6.2	5.7	20.3
60+	424	13.2	1.2	79.7	63.2	5.4	1.2	2.4	2.2	12.3
Educational level										
None	4,036	23.9	2.6	65.0	95.6	11.5	0.0	4.0	2.1	12.1
Primary education or lower	7,276	36.7	3.2	65.3	95.8	18.8	4.8	7.2	5.2	17.6
Lower secondary education	386	56.2	5.4	63.5	98.4	36.0	10.4	15.8	18.1	21.0
Upper secondary or post secondary non tertiary	264	81.1	8.0	71.2	98.5	50.8	31.1	26.9	40.9	33.7
Tertiary and post tertiary education	39	94.9	5.1	79.5	100.0	79.5	74.4	48.7	79.5	46.2

Executive Summary of Findings

12,000 households were selected throughout the country

12,000 household members were selected using Kish

About 46 percent of the households in Malawi have mobile phones

About 45 percent of the households in Malawi have radios

About 11 percent of the households in Malawi have access to television

Seven percent of the households in Malawi have access to internet

About 3 percent of the households in Malawi have laptops and access to pay TV respectively

Two percent of the households in Malawi have family postal address

One percent of the household in Malawi have a fixed phone and a desk top computer respectively

Ninety-six percent of the selected individuals in Malawi listen to a radio

Six-five percent of the selected individuals in Malawi own a radio

About 34 percent of the selected individuals in Malawi have mobile phones

About 18 percent of the selected individuals in Malawi watch television

Sixteen percent of the selected individuals in Malawi have access to postal service

About 7 percent of the selected individuals in Malawi have access to mobile money

Six percent of the selected individuals in Malawi have access to internet

About 4 percent of the selected individuals in Malawi have access to a computer

About 3 percent of the selected individuals in Malawi have access to public phones

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Acronomys

CS-Pro	Census and Survey Processing System
EA	Enumeration Area
ICT	Information Communication Technologies
ITU	International Telecommunications Union
MACRA	Malawi Communications Regulatory Authority
MGDS II	Malawi Growth and Development Strategy II
NSO	National Statistical Office
SPSS	Statistical Package for the Social Sciences
WSIS	World Summit on Information Society

CHAPTER 1. INTRODUCTION

The Access and Usage of ICT survey is the first national survey in Malawi to be conducted by the National Statistical Office. It builds on the 2012 national representative survey that Malawi Communications Regulatory Authority (MACRA) conducted.

The Government of Malawi underlines the contribution of ICT towards the economic development of the country. This is evidenced by the emphasis it has placed on the sector in the Malawi Growth and Development Strategy II (MGDS II) as a key priority area. One deliberate strategy in the national development strategy is promoting the adoption, transfer and utilization of appropriate technologies so as to bridge the digital divide and lower the cost of communication in the country. A critical step in achieving this objective is to establish the ICT access levels in the country, determine ICT access gaps that need to be served and evaluate barriers to ICT access such as costs, literacy levels and technological barriers. In order to achieve this objective, MACRA committed, in its 2010-2015 Strategic Plan to undertake a comprehensive household survey to accurately establish the ICTs penetration levels in the country. It is expected that the outcome of this study will inform the development strategies to accelerate access to ICT services in the country. In particular, the study will identify the ICT access gaps in the country with a view to develop targeted policy interventions to accelerate ICT access and use in the country.

1.1 Country Profile

Malawi is located in sub-Saharan Africa with an estimated area of 118,480 square kilometers. The country is bordered to the north and northeast by United Republic of Tanzania; to the east, south and southwest by the People's Republic of Mozambique; and to the west by the Republic of Zambia. According to 2008 Population and Housing Census¹ Projections, in 2014, Malawi had a population of about 15.8 million people with an annual growth rate of 3.14 percent. The majority of the people reside in the southern region (44.8 percent); the central has 42.1 percent while the northern region has 13.1 percent of the population.

¹ According to 2008 Population and Housing Census, Malawi has a population of 13.1 million.

1.2 Background

This report is based on the Access and Usage of ICT Services Survey, 2014 that was conducted by the National Statistical Office (NSO) in collaboration with and financial support from Malawi Communications Regulatory Authority (MACRA).

In Malawi, just like the rest of the world, Information Communication Technology (ICT) infrastructure and uptake in its use continue to grow. The recognition that ICTs are a driver of social and economic development has led to an increasing demand for accurate, reliable, comprehensive and comparable data and statistics to support government and industry policy decisions. Demand for data on access to, and use of ICTs has grown but statistics are still limited. While the supply side data can be availed through use of administrative records from providers, operators and the regulatory authorities, demand side statistics can only be sourced through user-targeted studies with specific objectives. Household surveys are an important source of ICT statistics as they provide invaluable insights into how and where people access and use ICTs, and help in assessing how ICTs impact people's lives. Measuring ICT access and use by households and individuals is important to monitoring the progress of countries towards becoming information societies. Currently, Malawi does not have comprehensive data on the developments in the ICT sector, particularly at the household and individual levels.

In order to address the gap in statistics and building on the 2012 national representative ICT access and usage survey, a nation-wide survey was designed and implemented to present the survey results at national, regional as well as district levels.

This can be described as the means to possess or have ICT facilities or services (through personal ownership, home, office, public place). It can also be described in terms of affordability by individuals or households to pay and the skills to effectively use the ICT facilities and services.

1.3 Purpose of the Study

The main objective of the study was to establish access and usage of ICT at household and individual levels in the country. The survey captured data and information on critical ICT indicators as defined by the International Telecommunications Union (ITU) and the World Summit on Information Society (WSIS) as well as those on recent developments in the sector. The findings of the survey will serve to inform the formulation of progressive ICT access policies, strategies, programmes, and projects.

Specifically the study was aimed to address the following;

- Obtain social economic information with a view of understanding access and usage patterns of ICT services;
- Collect and produce relevant household and individual ICT statistics in line with ITU and WSIS indicators for international and regional comparability
- Determine and understand the challenges, constraints and barriers faced in accessing and using ICT services
- Produce relevant ICT indicators and subsequently a database of the access and usage of ICT in Malawi.

1.4 Methodology and Approach to the Study

Data collection tools were designed in order to meet the objectives of the study. The survey was designed to collect information from households using a structured questionnaire.

1.4.1 Survey Sample

The Survey covered all districts in Malawi including Likoma. Total number of enumeration areas sampled per district ranged from 2 for Likoma to 57 for Lilongwe Rural. Within each selected EA, a total of 20 households were selected for interviews. A listing exercise within each EA was undertaken to determine the actual households to be interviewed. Urban areas of Blantyre city, Lilongwe city, Zomba city and Mzuzu city were selected as separate districts. There were 31 EAs for Lilongwe city, 30 EAs for Blantyre city, 6 for Mzuzu city and Zomba city had 4 EAs. A total of 12,000 households were interviewed during this survey (*see Table 1*).

Table 1-1: Sample distribution of Enumeration Areas (EAs) and households

Districts	Sampled EAs	Selected Households
Chitipa	9	180
Karonga	12	240
Nkhata-Bay	9	180
Rumphi	8	160
Mzimba	33	640
Mzuzu City	6	120
Likoma	2	40
Kasungu	28	560
Nkhotakota	14	280
Ntchisi	10	200
Dowa	25	500
Salima	15	300
Lilongwe- Rural	57	1,140
Mchinji	21	420
Dedza	29	580
Ntcheu	22	440
Lilongwe City	31	620
Mangochi	36	720
Machinga	23	460
Zomba- Rural	27	540
Chiradzulu	13	260
Blantyre- Rural	16	320
Mwanza	5	100
Thyolo	27	540
Mulanje	24	480
Phalombe	14	280
Chikwawa	20	400
Nsanje	11	220
Balaka	15	300
Neno	5	100
Zomba City	4	80
Blantyre City	30	600
Total	600	12,000

1.5 Research tools development

1.5.1 Survey Questionnaire

A standard survey questionnaire was developed through a consultative process by NSO and MACRA.

1.5.2 Enumerators' manual

Enumerators' manual was developed for use during training and field work. The manual facilitated the following aspects:

- defined concepts used in the survey,
- discussed how to approach and identify households
- how questions should be asked
- listing and selection of households in the selected enumeration areas

1.5.3 Listing form

In each selected enumeration area, the team was first required to list all households in the area from which a sample of 25 households were selected. The requirement was to interview 20 households, however, the additional 5 households were put on reserve for replacements if need arose. The listing was done in order to update the households list. A form was designed to facilitate the listing of all households in the selected EA. A copy of the listing form is given in Appendix II. The procedure used in listing the households in the EAs is detailed in the Enumerators' Manual.

1.5.4 Random selection

After completing the listing of households in an enumeration area, the team leader was required to select 25 households systematically. Twenty of these households were the original households selected for the household interviews. The selected households were from the listing form as a frame. The remaining 5 households were reserved as replacement households in the event that the original households could not be traced or members of the selected households were not found.

1.5.5 Team identification and recruitment

A total of 75 enumerators and 15 team leaders were identified for training. These comprised NSO permanent staff and qualified temporary employees who were pooled from the existing list of NSO temporary enumerators. The temporary staff was trained as enumerators and permanent staff was trained as team leaders.

1.5.6 Team orientation and training

The field staff was trained at Chilema Lay Training Centre in Zomba from 17th to 22nd November 2014. The training was conducted by senior officials from NSO and MACRA.

The training involved going through each question in the questionnaire. Facilitators, supervisors and enumerators discussed questions on how best to capture the intended data. It was also during training that each and every question in the questionnaire was translated into vernacular languages, namely, Chichewa, Tumbuka, Yao, Lomwe, Sena, etc. This was done to improve understanding of the questions by the enumerators. Furthermore, in addition to field practice, mock interviews and role play were used extensively during training to enhance enumerators' understanding of the questionnaire.

1.5.7 Printing of enumeration area maps and questionnaires

The survey used the 2008 Malawi Population and Housing Census frame to select the 600 enumeration areas. Both digital maps for these EAs and households questionnaires were printed by the NSO.

1.5.8 Advocacy

An awareness campaign was conducted during the survey period through print media and local leaders. The main objective of the campaign was to make the public, particularly the respondents, aware of the exercise, its usefulness and requested for their cooperation. This type of advocacy was done through meetings with local leaders (traditional authorities and village headmen). Police and District Commissioners were approached to enhance the campaign.

1.6 Fieldwork Organisation and Data Collection

Fifteen (15) teams comprising a team leader and 5 enumerators were formed and deployed to conduct the survey. The data collection teams were jointly supervised by the survey management team from NSO headquarters and MACRA throughout the field work period.

1.7 Data coding and entry

The survey adopted a centralized data entry operation at NSO. Fifteen data entry clerks were mobilized to undertake this exercise at NSO. The data entry started three weeks after the data collection had started. To facilitate the data capture and cleaning, in-house programs were developed using CS-Pro software. The data was then exported to SPSS for analysis and tabulation.

In the final analysis data will be made available in SPSS and Stata to enable users who are familiar with such a package be able to do further and in depth analyses.

CHAPTER 2. MOBILE PHONES

2.0 Introduction

A mobile phone is a wireless handheld device that allows users to make and receive calls, messages among other uses. Mobile phones were first introduced in Malawi in 1995 when the Government of Malawi licensed the first mobile phone operator. Currently Malawi has four mobile phone operators namely Airtel Malawi, Telekom Networks Malawi (TNM), Malawi Telecommunication Limited (MTL) and Access Communication Limited (ACL). This has provided individuals with more choices in terms of subscription. Over the years ownership of mobile phones has been rapidly increasing and this has facilitated both access and use of mobile phone services.

The concept for individual mobile phone use is different from a mobile telephone subscription. Use of a mobile phone does not necessarily mean that the telephone is owned or paid for by the individual but should be reasonably available through work, a friend or family member, etc. Subscribers, on the other hand, subscribe to a mobile phone service by a postpaid subscription or a prepaid account. They are therefore likely to be owners of a mobile phone in a legal sense.

With the increase in mobile phone subscribers quality of experience has become an important aspect in measuring from the user's perspective of the overall value of the service provided. Quality of experience is related to but differs from quality of service which attempts to objectively measure the service delivered by the service provider. Apart from it being user dependent, quality of experience will invariably be influenced by the user's device, his environment as well as his expectations.

2.1 Households mobile phone ownership and households with both mobile and fixed phones

The survey asked household members or heads whether they own mobile phones and both mobile and fixed phones.

Table 2.1 shows that 46 percent of the households in Malawi own mobile phones while about one percent own both mobile and fixed phones. Eighty-five percent of the households owning mobile phones are in urban areas while 40 percent are in the rural areas. Less than one percent of the households owning both phones are in the rural areas while about 4 percent are in the urban areas.

About 58 percent of the households in the northern region reported to own a mobile phone while southern and central regions reported 46 percent and 42 percent respectively.

In terms of sex, more male headed households (50 percent) own mobile phones than female headed households (about 35 percent). Ninety-seven percent of households headed by the highly educated persons own mobile phones. The results further show that 12 percent of the households headed by a person with tertiary education have both mobile phones which a higher proportion compared to other households with lower education level ranging from less than one percent to about two percent.

Table 2-1: Proportion of households with a mobile cellular phone by background characteristics, access and usage of ict services survey, Malawi 2014

Background Characteristics	Proportion of households with a mobile cellular phone	Proportion of households with a mobile cellular phone and a fixed line phone
	%	%
Malawi	45.5	0.7
Place of residence		
Urban	85.1	3.8
Rural	40.2	0.3
Region		
Northern Region	57.5	0.6
Northern Region Rural	54.7	0.3
Northern Region Urban	91.7	4.2
Central Region	41.8	0.5
Central Region Rural	35.5	0.2
Central Region Urban	86.3	2.9
Southern Region	45.5	1.0
Southern Region Rural	40.1	0.4
Southern Region Urban	82.9	4.6
Sex of household head		
Male	49.9	0.8
Female	34.5	0.6
Age of household head		
Up to 24	35.1	0.1
25-34	51.1	0.5
35-49	52.9	1.0
50-59	46.9	1.3
60+	27.7	0.7
Education of household head		
Primary education or lower	40.7	0.2
Lower secondary education	37.8	0.3
Upper secondary or post secondary non tertiary	69.6	1.9
Tertiary and post tertiary education	97.0	12.2

2.2 Selected individuals mobile phone ownership and the period the individual owned a mobile phone

The survey asked selected individuals whether they own mobile phones and also the period an individual owned a mobile phone.

Figure 2.1 shows that 48 percent of the individuals own a mobile phone for a period 1 year to 5 years, 24 percent owned for a period between 5 years to 10 years, 19 percent owned for a period less than one year and 9 percent for a period more than 10 years.

The results also reveal that 36 percent of individuals interviewed own mobile phones. About 72 percent of the individual owning a mobile phone are in urban areas while 31 percent are in the rural areas as shown in Table 2.2.

Regionally, about 48 percent of the individuals in the northern region reported to own a mobile phone while southern and central regions reported 35 percent and 33 percent respectively.

In terms of sex, more male headed households (37 percent) own mobile phones than female headed households (about 35 percent). There is a correlation between the education of the head of the household and ownership of mobile phones. The higher the education of the household head the higher the proportion of the individual owning a mobile phone.

Figure 2-1: Proportion distribution of individuals by period mobile phone ownership

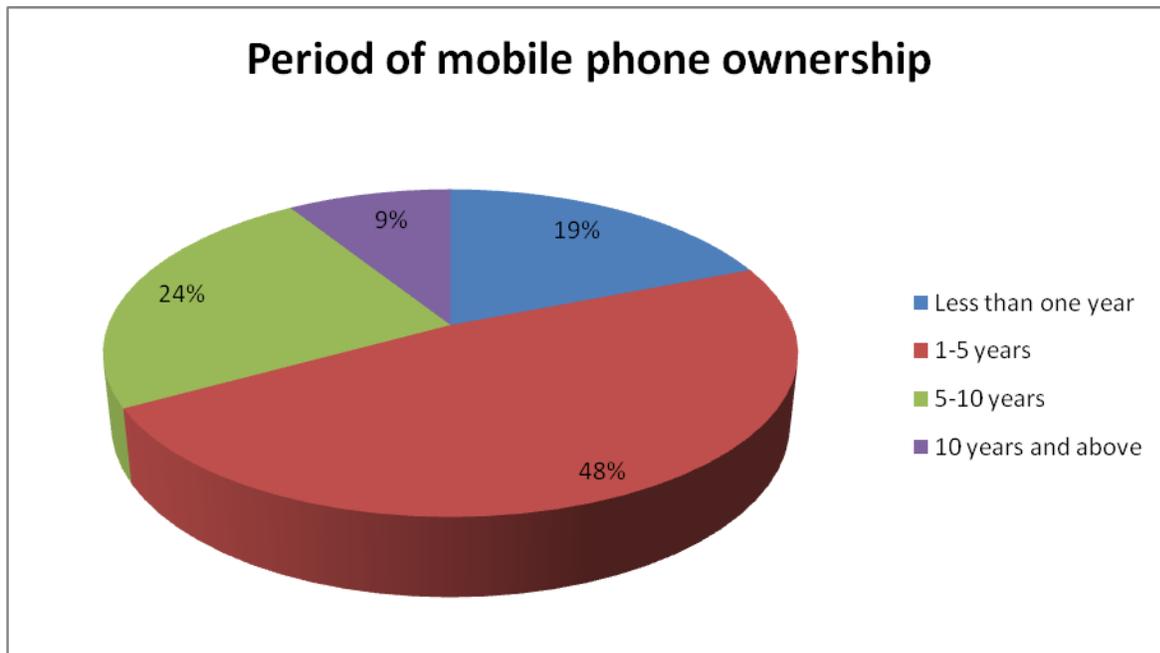


Table 2-2: Proportion of individuals owning a mobile cellular phone and period of ownership by background characteristics, access and usage of ict services survey, Malawi 2014

	Proportion of individuals that own mobile phone	Period of mobile phone ownership				
		Total	Less than one year	1-5 years	5-10 years	10 years and above
	%	%	%	%	%	%
Malawi	36.0	100	18.6	48.0	24.0	9.4
Place of residence						
Urban	71.8	100	11.1	39.1	33.5	16.3
Rural	30.6	100	21.3	51.1	20.6	7.0
Region						
Northern Region	47.8	100	18.3	50.2	25.1	6.4
Northern Region Rural	45.6	100	19.4	50.5	24.5	5.6
Northern Region Urban	71.8	100	10.4	48.3	28.9	12.3
Central Region	33.2	100	18.4	43.4	27.3	11.0
Central Region Rural	26.8	100	21.4	48.7	21.9	8.1
Central Region Urban	73.6	100	11.4	30.9	40.0	17.7
Southern Region	35.1	100	19.0	51.4	20.3	9.3
Southern Region Rural	29.3	100	22.2	53.7	17.3	6.8
Southern Region Urban	70.1	100	11.0	45.6	27.8	15.6
Sex						
Male	37.4	100	18.2	47.2	24.6	10.0
Female	34.8	100	19.0	48.7	23.3	8.9
Age group						
Up to 24	26.7	100	28.5	56.0	14.5	1.0
25-34	39.8	100	20.0	49.1	23.8	7.1
35-49	39.3	100	16.0	48.5	25.6	9.9
50-59	33.7	100	18.0	45.9	25.2	11.0
60+	18.4	100	21.1	48.2	19.4	11.3
Education level						
Primary education or lower	30.8	100	21.4	51.7	20.4	6.6
Lower secondary education	31.5	100	21.0	47.9	23.1	8.0
Upper secondary or post secondary non tertiary	60.2	100	12.4	43.1	31.1	13.5
Tertiary and post tertiary education	90.9	100	6.5	28.0	33.0	32.4

2.3 Individuals mobile phone ownership and individuals number of active sim cards

The survey asked selected individuals the number of active sim cards owned.

Table 2.3 shows that 61 percent of the individuals own one active sim card while 39 percent own two active sim cards.

The results also show that 52 percent of individuals in the urban areas have one active sim card while 48 percent have two sim cards. Sixty-four percent of the individuals in the rural areas have one active sim card while 36 percent have duo sim card.

Sixty-three percent of the selected individuals in the southern region reported to have one active sim card while central and northern regions reported 60 percent and 58 percent respectively. In terms of selected individuals having two active sim cards 42 percent of the individuals were from the northern region while central and southern regions reported 40 percent and 37 percent respectively.

Table 2-3: Proportion of individuals owning a mobile cellular phone and number of active sim cards by background characteristics, access and usage of ICT services survey, Malawi 2014

	Proportion of individuals that own mobile phone	Number of active sim cards		
		Total	Single sim	Multiple sim
	%	%	%	%
Malawi	36.0	100	61.1	38.9
Place of residence				
Urban	71.8	100	52.4	47.6
Rural	30.6	100	64.2	35.8
Region				
Northern Region	47.8	100	58.2	41.8
Northern Region Rural	45.6	100	59.9	40.1
Northern Region Urban	71.8	100	46.0	54.0
Central Region	33.2	100	60.3	39.7
Central Region Rural	26.8	100	64.2	35.8
Central Region Urban	73.6	100	51.4	48.6
Southern Region	35.1	100	63.1	36.9
Southern Region Rural	29.3	100	66.5	33.5
Southern Region Urban	70.1	100	54.7	45.3
Sex				
Male	37.4	100	60.0	40.0
Female	34.8	100	62.2	37.8
Age group				
Up to 24	26.7	100	60.6	39.4
25-34	39.8	100	59.4	40.6
35-49	39.3	100	59.8	40.2
50-59	33.7	100	66.7	33.3
60+	18.4	100	73.2	26.8
Education level				
Primary education or lower	30.8	100	65.1	34.9
Lower secondary education	31.5	100	62.1	37.9
Upper secondary or post secondary non tertiary	60.2	100	54.4	45.6
Tertiary and post tertiary education	90.9	100	43.4	56.6

2.4 Individuals current mobile phone providers and perceived service delivery

The survey results show that about 56 percent of the individuals are using Airtel as their service provider while about 44 percent use TNM the other two services providers (MTL and Access) contribute one percent.

About 51 percent indicated that the voice quality is good while 25 percent indicated very good.

Eighty five of the individuals reported to have experienced some loss of services.

Table 2-4: proportion of individuals by current service provider and service delivery by background characteristics, access and usage of ict services survey, Malawi 2014

	Service provider				Experience of loss of service					Voice quality				
	AIRTEL	TNM	MTL	ACCESS	Never	Rarely	Sometime	Often	Almost always	Very poor	Poor	No opinion	Good	Very good
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Malawi	55.9	43.7	0.3	0.0	15.1	38.1	20.1	17.7	8.9	3.8	18.5	1.5	50.7	25.4
Place of residence														
Urban	52.3	47.5	0.1	0.1	27.3	40.3	19.4	9.8	3.1	2.7	12.9	1.7	48.5	34.2
Rural	57.2	42.4	0.4	0.0	10.8	37.4	20.4	20.5	10.9	4.2	20.5	1.4	51.5	22.3
Region														
Northern Region	39.6	60.2	0.2	0.0	12.9	35.7	21.1	23.4	6.9	3.6	20.0	0.6	51.4	24.3
Northern Region Rural	38.3	61.5	0.2	0.0	13.4	35.0	21.9	22.9	6.8	2.9	18.3	0.7	54.6	23.6
Northern Region Urban	48.8	51.2	0.0	0.0	9.5	40.8	15.2	27.0	7.6	9.0	32.7	0.0	28.9	29.4
Central Region	75.8	24.0	0.2	0.0	11.9	42.0	20.6	17.0	8.5	3.6	20.3	2.4	46.1	27.5
Central Region Rural	82.7	17.1	0.2	0.0	8.1	39.5	20.4	21.1	10.9	4.6	25.4	1.8	47.5	20.7
Central Region Urban	59.8	40.2	0.0	0.0	20.6	47.9	20.8	7.7	3.0	1.4	8.5	3.6	43.0	43.5
Southern Region	44.1	55.3	0.5	0.1	19.1	35.5	19.3	15.9	10.1	4.1	16.2	1.0	54.8	23.9
Southern Region Rural	43.6	55.8	0.6	0.0	11.8	36.6	19.6	18.7	13.2	4.6	17.2	1.4	53.6	23.2
Southern Region Urban	45.3	54.2	0.3	0.2	37.5	32.6	18.7	8.8	2.4	2.8	13.6	0.2	57.6	25.8
Sex														
Male	55.9	43.8	0.3	0.0	15.6	39.1	19.9	16.8	8.7	3.8	18.5	1.4	50.4	25.9
Female	56.0	43.6	0.3	0.0	14.7	37.3	20.4	18.6	9.0	3.8	18.6	1.6	51.0	25.0
Age group														
Up to 24	54.2	44.4	1.1	0.3	12.4	39.9	20.2	15.8	11.7	5.4	16.6	3.4	49.7	24.9
25-34	55.9	43.9	0.1	0.1	17.3	35.9	20.4	18.3	8.1	3.3	17.3	1.9	52.6	24.8
35-49	57.9	41.7	0.3	0.0	14.7	38.7	21.6	15.8	9.3	2.9	17.8	1.7	50.3	27.3
50-59	52.5	47.3	0.2	0.0	12.8	38.8	19.2	18.8	10.3	4.1	20.0	1.7	50.8	23.3
60+	59.7	39.7	0.6	0.0	15.8	34.6	22.3	18.0	9.3	2.8	19.2	0.8	49.9	27.3
Education level														
Primary education or lower	58.7	41.0	0.3	0.0	13.2	37.1	19.5	20.1	10.1	3.8	20.5	1.3	49.7	24.6
Lower secondary education	56.6	43.1	0.3	0.0	14.8	37.4	21.2	17.4	9.2	4.5	19.3	1.7	50.7	23.9
Upper secondary or post secondary non tertiary	49.9	49.7	0.3	0.1	18.6	39.8	20.8	14.0	6.8	3.6	14.2	1.5	53.4	27.2
Tertiary and post tertiary education	52.5	47.2	0.3	0.0	20.4	46.3	19.2	10.6	3.5	1.5	14.5	2.4	47.5	34.2

2.5 Individuals with mobile phones capable of browsing internet

The survey asked selected individuals with mobile phones capable of browsing internet.

Table 2.5 shows that 30 percent of the individuals reported to have mobile phones capable of browsing internet.

Forty-nine percent of individuals in the urban areas reported to have mobile phones with internet browsing facilities while about 24 percent in the rural areas.

Regionally, there are no differences on individuals with mobile phones capable of browsing internet (central region 31 percent, southern region 30 and northern region 29 percent).

Households headed by those with high education level like tertiary or upper secondary education have mobile phones capable of browsing internet than those in the other levels of education. The higher educated the household is the higher the proportion of individuals reported with mobile phones capable of browsing internet (tertiary 74 percent and upper secondary or post secondary non tertiary 48).

Table 2-5: Proportion of individuals with mobile phones capable of browsing internet, access of ict services survey, Malawi 2014

	Proportion of phones capable of browsing the internet
	%
Malawi	30.2
Place of residence	
Urban	49.1
Rural	23.5
Region	
Northern Region	28.7
Northern Region Rural	25.5
Northern Region Urban	51.2
Central Region	31.4
Central Region Rural	23.1
Central Region Urban	50.6
Southern Region	29.8
Southern Region Rural	22.8
Southern Region Urban	47.3
Sex	
Male	31.5
Female	28.9
Age group	
Up to 24	32.4
25-34	30.9
35-49	27.9
50-59	27.3
60+	20.3
Education level	
Primary education or lower	20.1
Lower secondary education	27.3
Upper secondary or post secondary non tertiary	47.8
Tertiary and post tertiary education	74.3

2.6 Individuals reporting place for charging mobile phone battery

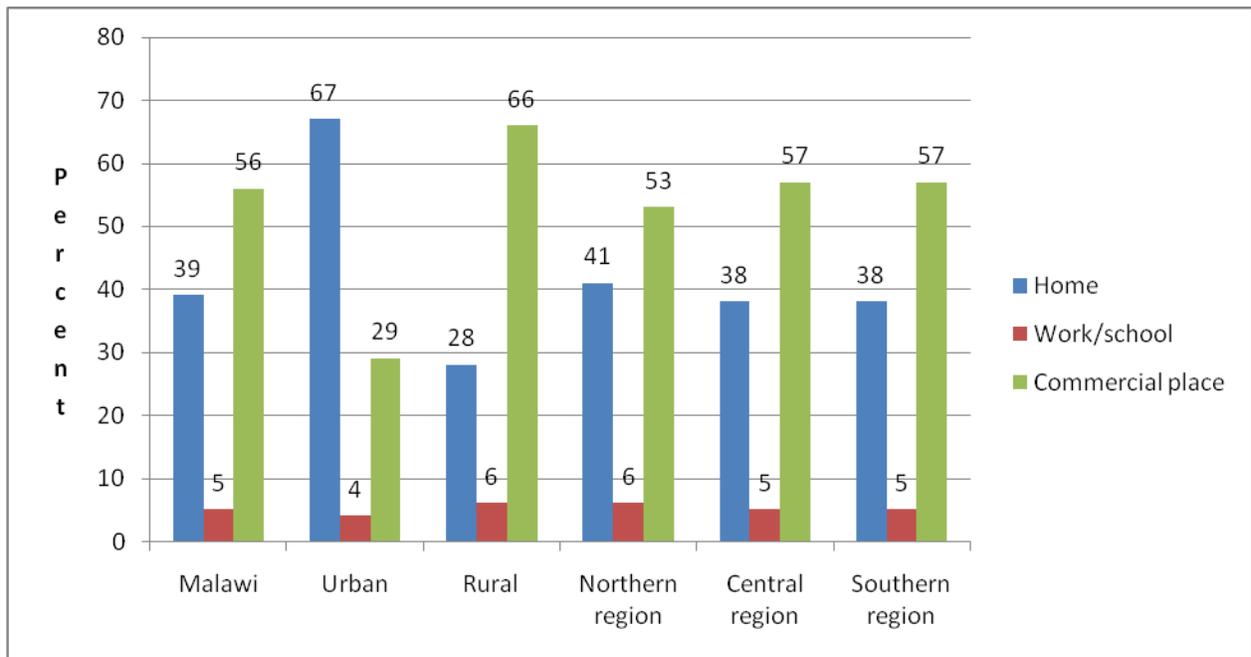
The survey asked selected individuals place for charging mobile phone battery.

Figure 2.2 shows that 56 percent of the individuals charge their mobile phones' battery at a commercial charging place, 39 percent at their homes and only 5 percent from work/school place. Sixty-seven percent of the individuals in the urban areas charge their mobile phone batteries at their homes, 29 percent at

commercial places and only 4 percent at work/school places. The results further show that 66 percent of the individuals in the rural areas reported that they charge their battery phones at the commercial places, 28 percent at their homes and 6 percent at their workplace or school.

The results also reveal that regionally, there are no differences in individuals' way of charging their phone batteries. The highest proportions are recorded in the commercial places (ranging from 53 percent to 57 percent) followed by charging mobile phone batteries at home (ranging from 38 percent to 41 percent) and a very small proportion of individuals charging at work/school places (ranging from 5 percent to 6 percent).

Figure 2-2: Proportion of individuals reporting place for charging phone battery



CHAPTER 3. ACCESS AND USAGE OF FIXED TELEPHONY

3.0 Introduction

This chapter analyses access and usage of fixed telephony services at household level in Malawi. It aims to measure usage patterns, experiences when accessing service and levels of satisfaction, specifically in terms of the voice quality of calls, billing, issue resolution through customer services and service provider ratings.

Fixed-line telephones are defined as communications devices, the primary purpose of which is the transmission of voice messages via a cabled or wired public electronic communications service. They may also have secondary data, video or text facilities.

Until 1995, the telecommunications sector in Malawi was the preserve of the monopoly Malawi Posts and Telecommunications Corporation which provided fixed telephony services.

3.1 Fixed phone usage

Survey results in Table 3.1 show that in Malawi the penetration of fixed line telephony service at household level is low (1 percent) and is dominated by MTL (100 percent) as a service provider and most of the consumers (97 percent) are on pre-paid billing. Households with a fixed phone are relatively low in rural areas (1 percent) compared to urban areas (4 percent).

Compared with other sub-regions, Southern region urban areas have a higher proportion of households with landline phones (5 percent). Central and Northern region urban areas reported 3 and 4 percent respectively.

The data shows that levels of fixed phone take-up rose with level of education of the household head. Landline take-up was lowest in households with a head of primary or lower educational level (less than 1 percent) compared to 13 percent of those with tertiary education.

3.2 Frequency of landline phone use

Respondents reported the number of days that they used a fixed phone during the 30 days prior to the survey. Results in Table 3.1 indicate that nationally, most of the households (60 percent) used a fixed phone twice during the reference period.

Differing levels of actual frequency of fixed line phone usage are evident across urban-rural divide with the proportion of urban households using the phone for 5 days or more, 24 percentage points higher (35 percent) compared to rural areas (11 percent).

Table 3-1: Proportion of households with fixed line phone by service provider and frequency of phone use over the past 30 days prior to the survey, access and usage of ICT services survey, Malawi 2014

	Proportion of households with a fixed line phone	Proportion of households on a prepaid fixed line phone	Service provider	Use of fixed line phone (frequency) over the past 30 days			
				MTL	Only one	Twice	3-5 times
			%	%	%	%	%
Malawi	1.0	96.5	100.0	7.0	60.0	9.6	23.5
Place of residence							
Urban	4.2	95.0	100.0	5.0	45.0	15.0	35.0
Rural	0.5	98.2	100.0	9.1	76.4	3.6	10.9
Region							
Northern Region	0.8	100.0	100.0	0.0	66.7	8.3	25.0
Central Region	0.7	91.9	100.0	5.4	45.9	21.6	27.0
Southern Region	1.2	98.5	100.0	9.1	66.7	3.0	21.2
Strata							
Northern Region Rural	0.5	100.0	100.0	0.0	85.7	0.0	14.3
Central Region Rural	0.4	100.0	100.0	11.8	70.6	5.9	11.8
Southern Region Rural	0.7	96.8	100.0	9.7	77.4	3.2	9.7
Northern Region Urban	4.2	100.0	100.0	0.0	40.0	20.0	40.0
Central Region Urban	3.2	85.0	100.0	0.0	25.0	35.0	40.0
Southern Region Urban	5.1	100.0	100.0	8.6	57.1	2.9	31.4
Sex of household head							
Male	1.1	97.8	100.0	6.7	61.1	10.0	22.2
Female	0.7	92.0	100.0	8.0	56.0	8.0	28.0
Age of household head							
15-24	0.3	100.0	100.0	0.0	100.0	0.0	0.0
25-34	0.7	100.0	100.0	4.0	88.0	0.0	8.0
35-49	1.4	96.0	100.0	8.0	64.0	8.0	20.0
50-59	1.6	93.5	100.0	10.0	33.3	16.7	40.1
60+	0.2	100.0	100.0	0.0	0.0	40.0	59.8
Education of household head							
Primary education or lower	0.3	100.0	100.0	10.5	68.4	10.5	10.5
Lower secondary education	0.5	100.0	100.0	6.7	86.7	0.0	6.7
Upper secondary or post secondary	2.8	96.2	100.0	7.7	63.5	5.8	23.1
Tertiary and post tertiary education	12.6	93.1	100.0	3.4	34.5	20.7	41.4

3.3 Average monthly expenditure on fixed phone

The survey asked respondents to indicate their expenditure on landline phone usage over the 30 days prior to the interview.

Overall, 74 percent of households reported to have expenditures ranging from K1000 to K3000 and 10 percent indicated expenditures of over K5000. Households spending over K5000 are more pronounced in urban areas (15 percent) relative to rural localities (4 percent).

Survey results indicate a strong correlation between education level and relatively higher expenditures on household landline phone usage. A high proportion of consumers spending over K5000 (31 percent) reported to have tertiary education compared to 4 percent of those with upper secondary education level.

None of the individuals with less than an upper secondary education reported expenditures above K5000 for fixed phone usage during the reference period (Table 3.2).

Table 3-2: Distribution of household's expenditure on fixed line phone over the 30 days prior to the survey, access and usage of ict services survey, 2014

	Expenditure on fixed phone					
	Total	Less than K500	K500 to K999	K1000 to K3000	K3001 to K5000	Over K5000
	%	%	%	%	%	%
Malawi	100.0	3.5	4.3	73.9	8.7	9.6
Place of residence						
Urban	100.0	3.3	6.7	61.7	13.3	15.0
Rural	100.0	3.6	1.8	87.3	3.6	3.6
Region						
Northern Region	100.0	8.3	8.3	75.0	0.0	8.3
Central Region	100.0	0.0	8.1	59.5	13.5	18.9
Southern Region	100.0	4.5	1.5	81.8	7.6	4.5
Strata						
Northern Region Rural	100.0	0.0	0.0	85.7	0.0	14.3
Central Region Rural	100.0	0.0	5.9	82.4	11.8	0.0
Southern Region Rural	100.0	6.5	0.0	90.3	0.0	3.2
Northern Region Urban	100.0	20.0	20.0	60.0	0.0	0.0
Central Region Urban	100.0	0.0	10.0	40.0	15.0	35.0
Southern Region Urban	100.0	2.9	2.9	74.3	14.3	5.7
Sex of household head						
Male	100.0	3.3	5.6	73.3	6.7	11.1
Female	100.0	4.0	0.0	76.0	16.0	4.0
Age of household head						
15-24	100.0	0.0	0.0	100.0	0.0	0.0
25-34	100.0	8.0	0.0	92.0	0.0	0.0
35-49	100.0	2.0	4.0	80.0	8.0	6.0
50-59	100.0	3.1	6.2	48.9	19.8	19.0
60+	100.0	0.3	20.7	41.3	0.6	40.1
Education of household head						
Primary education or lower	100.0	5.3	5.3	84.2	5.3	0.0
Lower secondary education	100.0	0.0	0.0	100.0	0.0	0.0
Upper secondary or post	100.0	5.8	3.8	80.8	5.8	3.8
Tertiary and post tertiary	100.0	0.0	6.9	41.4	20.7	31.0

3.4 Assessing quality of voice calls

The survey collected information to assess voice quality of calls. Table 3.3 shows that fixed phone users' perceptions were generally positive about the voice quality of the calls. Seventy seven percent of consumers felt that the quality was good and 17 percent reported that it was very good compared to 6 percent who rated the quality to be poor or very poor.

High proportion of individuals in urban areas (27 percent) reported to experience very good voice quality of calls relative to 7 percent in rural areas.

Table 3-3: Rating of voice quality on calls on fixed line phone, access and usage of ict services survey, 2014

	Voice quality				
	Total	Very poor	Poor	Good	Very good
	%	%	%	%	%
Malawi	100	1.7	4.3	76.5	17.4
Place of residence					
Urban	100	3.3	6.7	63.3	26.7
Rural	100	.0	1.8	90.9	7.3
Region					
Northern Region	100	.0	16.7	75.0	8.3
Central Region	100	2.7	2.7	67.6	27.0
Southern Region	100	1.5	3.0	81.8	13.6
Strata					
Northern Region Rural	100	.0	.0	100.0	.0
Central Region Rural	100	.0	5.9	82.4	11.8
Southern Region Rural	100	.0	.0	93.5	6.5
Northern Region Urban	100	.0	40.0	40.0	20.0
Central Region Urban	100	5.0	.0	55.0	40.0
Southern Region Urban	100	2.9	5.7	71.4	20.0
Sex of household head					
Male	100	2.2	3.3	76.7	17.8
Female	100	.0	8.0	76.0	16.0
Age of household head					
15-24	100	.0	.0	100.0	.0
25-34	100	.0	.0	96.0	4.0
35-49	100	2.0	8.0	80.0	10.0
50-59	100	.0	.0	59.8	37.3
60+	100	20.0	20.0	20.2	44.1
Education of household head					
Primary education or lower	100	5.3	5.3	73.7	15.8
Lower secondary education	100	.0	6.7	86.7	6.7
Upper secondary or post	100	.0	5.8	82.7	11.5
Tertiary and post tertiary	100	3.4	.0	62.1	34.5

3.5 Type of complaint to service provider

Respondents were asked to indicate the type of complaint they made to their service provider. Results in Table 3.4 reveal that most of the complaints concerned inability to make or receive voice calls (89 percent). Incorrect charging/billing was reported by about 2 percent and issues about disconnection were raised by about 4 percent of the households.

All landline phone users in urban areas had positive views on the correctness of charges or billing for calls compared to 4 percent in rural areas who gave a negative rating for the accuracy of charging for the services.

It is further observed in the table that complaints concerning incorrect charging/billing were high in central region rural areas (12 percent) and highest in households with a head of tertiary educational (3 percent).

Table 3-4: Distribution of households with fixed line phone by type of complaint made to service provider, Access and usage of ICT services survey, 2014

	Type of complaint					
	Total	Incorrect charging/billing	Inability to make/receive voice calls	Disconnection	Inability to recharge	Other
	%	%	%	%	%	%
Malawi	100.0	1.7	88.7	3.5	1.7	4.3
Place of residence						
Urban	100.0	0.0	88.3	5.0	1.7	5.0
Rural	100.0	3.6	89.1	1.8	1.8	3.6
Region						
Northern Region	100.0	0.0	75.0	8.3	8.3	8.3
Central Region	100.0	5.4	81.1	5.4	2.7	5.4
Southern Region	100.0	0.0	95.5	1.5	0.0	3.0
Strata						
Northern Region Rural	100.0	0.0	100.0	0.0	0.0	0.0
Central Region Rural	100.0	11.8	70.6	5.9	5.9	5.9
Southern Region Rural	100.0	0.0	96.8	0.0	0.0	3.2
Northern Region Urban	100.0	0.0	40.0	20.0	20.0	20.0
Central Region Urban	100.0	0.0	90.0	5.0	0.0	5.0
Southern Region Urban	100.0	0.0	94.3	2.9	0.0	2.9
Sex of household head						
Male	100.0	2.2	88.9	1.1	2.2	5.6
Female	100.0	0.0	88.0	12.0	0.0	0.0
Age of household head						
15-24	100.0	0.0	100.0	0.0	0.0	0.0
25-34	100.0	0.0	100.0	0.0	0.0	0.0
35-49	100.0	2.0	86.0	4.0	0.0	8.0
50-59	100.0	3.1	83.1	6.3	3.3	3.3
60+	100.0	0.3	80.1	0.3	20.0	0.0
Education of household head						
Primary education or lower	100.0	0.0	89.5	5.3	5.3	0.0
Lower secondary education	100.0	0.0	100.0	0.0	0.0	0.0
Upper secondary or post secondary non tertiary	100.0	1.9	88.5	1.9	1.9	5.8
Tertiary and post tertiary education	100.0	3.4	82.8	6.9	0.0	6.9

3.6 Complaints handling by service provider

Respondents were asked whether the quality of service in handling complaints was in line with their expectations. Results in Table 3.5 indicate that 75 percent of the consumers were assisted in line with their expectations while 19 percent reported that the quality of service surpassed what they were expecting from the service provider. It is further observed that about six percent of landline phone users rated the quality of service as lower or much lower than what they expected.

Analysis by place of residence shows that high proportion of consumers in urban areas (28 percent) indicated that aspects of complaint handling processes exceeded their expectations. This is in contrast to about 9 percent in rural areas.

The proportion of those who reported that the quality of service in complaint handling is either lower or much lower is high in urban areas ((8 percent) relative to rural locations (4 percent). Eighty seven percent of consumers in rural areas indicated that the quality of service was in line with their expectations compared to 63 percent in urban areas.

Table 3-5: Distribution of households with fixed line phone by level of satisfaction in issue resolution by the service provider, Access and usage of ICT services survey, 2014

	Quality of service					
	Total	Much lower	Lower	In line	Higher	Much higher
	%	%	%	%	%	%
Malawi	100	2.6	3.5	74.8	7.8	11.3
Place of residence						
Urban	100	3.3	5.0	63.3	15.0	13.3
Rural	100	1.8	1.8	87.3	0.0	9.1
Region						
Northern Region	100	0.0	0.0	75.0	8.3	16.7
Central Region	100	2.7	8.1	59.5	10.8	18.9
Southern Region	100	3.0	1.5	83.3	6.1	6.1
Strata						
Northern Region Rural	100	0.0	0.0	100.0	0.0	0.0
Central Region Rural	100	0.0	5.9	70.6	0.0	23.5
Southern Region Rural	100	3.2	0.0	93.5	0.0	3.2
Northern Region Urban	100	0.0	0.0	40.0	20.0	40.0
Central Region Urban	100	5.0	10.0	50.0	20.0	15.0
Southern Region Urban	100	2.9	2.9	74.3	11.4	8.6
Sex of household head						
Male	100	3.3	4.4	73.3	7.8	11.1
Female	100	0.0	0.0	80.0	8.0	12.0
Age of household head						
15-24	100	0.0	0.0	100.0	0.0	0.0
25-34	100	0.0	0.0	96.0	0.0	4.0
35-49	100	2.0	2.0	74.0	12.0	10.0
50-59	100	2.8	6.3	66.2	10.0	9.8
60 +	100	22.1	20.3	0.4	0.1	63.6
Education of household head						
Primary education or lower	100	5.3	0.0	68.4	5.3	21.1
Lower secondary education	100	6.7	0.0	93.3	0.0	0.0
Upper secondary or post secondary non tertiary	100	0.0	1.9	78.8	7.7	11.5
Tertiary and post tertiary education	100	3.4	10.3	62.1	13.8	10.3

3.7 Satisfaction with service

Respondents were asked on their satisfaction with the service provider. Results from the survey show that most of the fixed phone users (97 percent) expressed satisfaction with the service operator, 15 percent of whom indicated that they were very satisfied. About 2 percent were generally dissatisfied with the services provided, half of whom reported that they were very dissatisfied.

As regards to place of residence, 95 percent of landline phone users in urban areas reported that they were satisfied or very satisfied with the services of operator and about 3 percent expressed dissatisfaction.

In rural areas none of the consumers indicated dissatisfaction with the fixed telephony service they receive.

Table 3-6: Distribution of households with fixed line phone by level of satisfaction with services provided by service operator, access and usage of ICT services survey, 2014

	Satisfaction with service					
	Total	Very dissatisfied	Dissatisfied	No opinion	Satisfied	Very satisfied
	%	%	%	%	%	%
Malawi	100	0.9	0.9	0.9	82.6	14.8
Place of residence						
Urban	100	1.7	1.7	1.7	73.3	21.7
Rural	100	0.0	0.0	0.0	92.7	7.3
Region						
Northern Region	100	0.0	0.0	0.0	100.0	0.0
Central Region	100	0.0	2.7	0.0	73.0	24.3
Southern Region	100	1.5	0.0	1.5	84.8	12.1
Strata						
Northern Region Rural	100	0.0	0.0	0.0	100.0	0.0
Central Region Rural	100	0.0	0.0	0.0	82.4	17.6
Southern Region Rural	100	0.0	0.0	0.0	96.8	3.2
Northern Region Urban	100	0.0	0.0	0.0	100.0	0.0
Central Region Urban	100	0.0	5.0	0.0	65.0	30.0
Southern Region Urban	100	2.9	0.0	2.9	74.3	20.0
Sex of household head						
Male	100	1.1	1.1	1.1	82.2	14.4
Female	100	0.0	0.0	0.0	84.0	16.0
Age of household head						
15-24	100	0.0	0.0	0.0	100.0	0.0
25-34	100	0.0	0.0	0.0	96.0	4.0
35-49	100	2.0	0.0	2.0	84.0	12.0
50-59	100	0.0	2.4	0.0	69.3	26.7
60 +	100	0.0	1.1	0.0	61.5	40.0
Education of household head						
Primary education or lower	100	5.3	0.0	0.0	78.9	15.8
Lower secondary education	100	0.0	0.0	0.0	93.3	6.7
Upper secondary or post secondary non tertiary	100	0.0	0.0	1.9	88.5	9.6
Tertiary and post tertiary education	100	0.0	3.4	0.0	69.0	27.6

3.8 Reason for not having a fixed phone

The survey solicited reasons for non adoption of fixed telephony services from households that do not have a landline connection. Results show that a high proportion of households indicated cost of adopting and maintaining fixed technology as challenging (50 percent). The alternative of using a mobile phone was cited as the reason for not having fixed line voice telephony service by about 30 percent of the

households and 11 percent reported unavailability of the service in their areas. Three percent revealed that they are let down by the long waiting time to get a connection.

Table 3-7: Distribution of reasons for not having a fixed phone line, access and usage of ICT services survey, 2014

	Reason for not having a fixed phone line						
	Total	We use mobile phones	Fixed phones are not available where I live	No regular income	Cannot afford one	Too long to wait for a fixed phone	Other
	%	%	%	%	%	%	%
Malawi	100	29.6	11.3	1.7	50.4	2.6	4.3
Place of residence							
Urban	100	21.7	10.0	1.7	61.7	3.3	1.7
Rural	100	38.2	12.7	1.8	38.2	1.8	7.3
Region							
Northern Region	100	50.0	16.7	.0	33.3	.0	.0
Central Region	100	24.3	5.4	.0	67.6	.0	2.7
Southern Region	100	28.8	13.6	3.0	43.9	4.5	6.1
Strata							
Northern Region Rural	100	71.4	.0	.0	28.6	.0	.0
Central Region Rural	100	35.3	11.8	.0	47.1	.0	5.9
Southern Region Rural	100	32.3	16.1	3.2	35.5	3.2	9.7
Northern Region Urban	100	20.0	40.0	.0	40.0	.0	.0
Central Region Urban	100	15.0	.0	.0	85.0	.0	.0
Southern Region Urban	100	25.7	11.4	2.9	51.4	5.7	2.9
Sex of household head							
Male	100	28.9	11.1	2.2	50.0	2.2	5.6
Female	100	32.0	12.0	.0	52.0	4.0	.0
Age of household head							
15-24	100	60.0	20.0	.0	20.0	.0	.0
25-34	100	40.0	16.0	.0	28.0	4.0	12.0
35-49	100	36.0	6.0	4.0	48.0	4.0	2.0
50-59	100	8.7	16.2	.0	70.0	.0	3.1
60+	100	1.4	.6	.0	100.0	.0	.2
Education of household head							
Primary education or lower	100	26.3	10.5	5.3	47.4	5.3	5.3
Lower secondary education	100	53.3	6.7	.0	26.7	.0	13.3
Upper secondary or post	100	32.7	13.5	1.9	48.1	1.9	1.9
Tertiary and post tertiary education	100	13.8	10.3	.0	69.0	3.4	3.4

CHAPTER 4. ACCESS AND USAGE OF PUBLIC PAY PHONES

4.0 Introduction

This chapter presents detailed information on public payphones usage based on the proximity of the public payphone to the respondents, frequency of usage, monthly expenditure on the usage of the public phone etc. These were examined against various household and individual background characteristics such as sex of the household head, rural and urban setup, education level, region, and district.

Public payphones are payphones located in public places, indoors or outdoors throughout the country where the general public can access voice telephony services. Policy makers have always considered public payphones as being instrumental in achieving universal access to voice services.

Before the telecommunications sector reform in Malawi, public payphones were installed by the only fixed operator, Malawi Telecommunications Limited (MTL). The public payphones were pre-paid and mainly coin operated. However, with the rapid growth in the uptake of mobile phone technologies, the country has also experienced an increase in the deployment and delivery of payphone services by innovative micro-entrepreneurs using mobile phones, supplanting but not rendering the traditional fixed line payphones obsolete.

The concept of mobile payphones involves a process whereby the entrepreneurs buy airtime from the network providers and subsequently offer service to the public, charging a high markup fee.

4.1 Payphone Use

Survey results presented in Table 4.1 below show that the usage of public phones is low in Malawi (3 percent). The vast majority of users of these communication facilities rely on privately operated mobile payphone kiosks scattered throughout the country, that provide about 83 percent of public communication services relative to 14 percent provided by the once public monopoly.

The proportion that uses a public payphone is almost 2 times higher in urban localities (6 percent) than in rural areas (3 percent).

More individuals residing in rural localities use traditional fixed line payphone (15 percent) than their urban counterparts (10 percent).

Place of residence appear to play little role in determining the take-up of mobile payphones. Consumers living in the rural areas (83 percent) use a mobile payphone compared to 85 percent in urban areas.

Analysis across regions demonstrate that individuals in the northern region have a higher propensity to use public payphones (5 percent) than those in central and southern regions (3 percent). Further analysis shows that while the take-up of mobile payphone communications has been high in all sub-regions (ranging from 67 to 96 percent), the highest proportion of public phone consumers using mobile payphone service is observed in southern region urban areas (96 percent).

Table 4-1: Proportion of public phone users, type of public phones and frequency of phone use by background characteristics, Access and usage of ICT services survey, 2014

	Proportion of public phone users	Type of public phone			Use of public phone (frequency)				
		Telephone booth (fixed line operator)	Telephone kiosk, Umbrella operator	Other	More than once a day	Almost every day	At least once a week	Once a month	More than once a month
		%	%	%	%	%	%	%	%
Malawi	3.2	14.1	83.3	2.6	8.9	4.7	19.0	47.1	20.3
Place of residence									
Urban	6.4	9.8	84.8	5.4	13.0	5.4	32.6	41.3	7.6
Rural	2.8	15.4	82.9	1.7	7.5	4.5	14.7	49.0	24.3
Region									
Northern Region	5.0	17.7	77.2	5.1	8.9	8.9	19.0	46.8	16.5
Northern Region Rural	4.2	16.4	80.3	3.3	4.9	9.8	21.3	47.5	16.4
Northern Region Urban	15.0	22.2	66.7	11.1	22.2	5.6	11.1	44.4	16.7
Central Region	2.5	18.8	78.9	2.3	11.7	5.5	15.6	50.0	17.2
Central Region Rural	2.3	19.0	79.0	2.0	9.0	4.0	15.0	52.0	20.0
Central Region Urban	4.6	17.9	78.6	3.6	21.4	10.7	17.9	42.9	7.1
Southern Region	3.3	9.0	89.3	1.7	6.8	2.3	21.5	45.2	24.3
Southern Region Rural	2.8	12.2	87.0	0.8	7.6	2.3	11.5	47.3	31.3
Southern Region Urban	6.6	0.0	95.7	4.3	4.3	2.2	50.0	39.1	4.3
Age group									
Up to 24	3.6	10.2	86.7	3.1	9.2	4.1	20.4	44.9	21.4
25-34	3.2	15.8	81.6	2.6	9.4	4.9	17.7	48.1	19.9
35-49	4.4	15.4	84.6	0.0	0.0	7.7	23.1	38.5	30.8
50-59	1.1	0.0	100.0	0.0	0.0	0.0	50.0	50.0	0.0
60+	1.2	0.0	100.0	0.0	0.0	0.0	40.0	60.0	0.0
Sex									
Male	3.4	13.2	83.3	3.4	9.2	4.0	24.1	46.0	16.7
Female	3.0	14.8	83.3	1.9	8.6	5.2	14.8	48.1	23.3
Educational level									
None	2.6	14.4	82.7	2.9	5.8	3.8	17.3	53.8	19.2
Primary education or lower	3.2	15.6	81.8	2.6	11.3	4.8	17.7	45.9	20.3
Lower secondary education	5.4	9.5	85.7	4.8	0.0	9.5	23.8	38.1	28.6
Upper secondary or post secondary non tertiary	8.0	4.8	95.2	0.0	9.5	4.8	28.6	33.3	23.8
Tertiary and post tertiary education	5.1	0.0	100.0	0.0	0.0	0.0	50.0	50.0	0.0

Looking across the gender divide, no notable differentials exist with regard to public payphone usage, 3 percent of both males and females reported public payphone usage. Analysis by type of payphone, a similar pattern is observed, 83 percent of both males and females use a mobile payphone.

The findings show that education is also associated with payphone use rates. The proportion of those with a secondary education or higher access a payphone is more than those with less than a secondary education. The proportions of individuals with upper secondary education who use payphone services (8 percent) are 5 percentage points more than those with primary education or lower (3 percent).

4.2 Frequency of use of public payphones

Table 4.1 also presents details on frequency of use of payphone services. Nationally, 9 percent are relatively frequent payphone users (i.e. Individuals who reported daily use of the services) while 19 percent reported having used payphones at least once a week and the highest proportion (47 percent) used a public phone once a month.

A high proportion of individuals in urban localities use this service more than once a day (13 percent) compared to their rural counterparts (8 percent). A higher proportion of females (5 percent) use payphone services almost every day compared to males (4 percent).

The results further point out that a person who has attained at least tertiary education use payphones occasionally. Fifty percent use the service at least once a week and another 50 percent use it once a month.

4.3 Time taken to reach the nearest payphone

The survey collected information on walking time to reach the nearest public payphone. Table 4.2 shows that nationally, a substantial proportion of individuals (21 percent) walk for at least an hour to access a payphone and evaluation of 14 percent of individuals shows that the nearest payphone is too far to be reached by foot.

Walking distances covered to use payphone facilities also depend on whether one is in urban or rural setup, with about 25 percent of those in the latter walking for one or more hours than their urban counterparts (5 percent). Public phones are closer in urban localities where 25 percent of individuals reported that they access them in less than 10 minutes.

The proportion of persons who cannot use a payphone because the distance is too far to be reached on foot is almost three times high in rural localities (17 percent) relative to urban areas (6 percent).

At regional level, it is observed that 14 percent of persons in the northern and central regions are closer to payphone facilities, walking less than 10 minutes compared to 20 percent in the south.

Table 4-2: Proportion of public phone users by time taken to reach the nearest public phone and background characteristics, Access and usage of ICT services survey, 2014

	Walking time to nearest public phone					
	Less than 10 minutes	10-19 minutes	20-29 minutes	30-59 minutes	1-3 hours	Too far to walk
	%	%	%	%	%	%
Malawi	16.7	20.3	13.5	14.6	20.6	14.3
Place of residence						
Urban	25.0	37.0	18.5	7.6	5.4	6.5
Rural	14.0	15.1	12.0	16.8	25.3	16.8
Region						
Northern Region	13.9	21.5	15.2	16.5	20.3	12.7
Northern Region Rural	11.5	18.0	11.5	21.3	23.0	14.8
Northern Region Urban	22.2	33.3	27.8	0.0	11.1	5.6
Central Region	14.1	20.3	14.8	9.4	21.9	19.5
Central Region Rural	9.0	19.0	13.0	11.0	28.0	20.0
Central Region Urban	32.1	25.0	21.4	3.6	0.0	17.9
Southern Region	19.8	19.8	11.9	17.5	19.8	11.3
Southern Region Rural	19.1	10.7	11.5	19.1	24.4	15.3
Southern Region Urban	21.7	45.7	13.0	13.0	6.5	0.0
Age group						
Up to 24	19.4	18.4	15.3	15.3	17.3	14.3
25-34	15.4	21.8	12.4	14.7	21.4	14.3
35-49	30.8	15.4	15.4	0.0	23.1	15.4
50-59	0.0	0.0	0.0	50.0	0.0	50.0
60+	0.0	0.0	40.0	20.0	40.0	0.0
Sex						
Male	18.4	19.5	13.2	14.4	20.7	13.8
Female	15.2	21.0	13.8	14.8	20.5	14.8
Educational level						
None	13.5	15.4	15.4	19.2	22.1	14.4
Primary education or lower	16.9	20.3	12.1	14.3	21.2	15.2
Lower secondary education	19.0	33.3	9.5	9.5	14.3	14.3
Upper secondary or post secondary non	19.0	33.3	19.0	4.8	14.3	9.5
Tertiary and post tertiary education	100.0	0.0	0.0	0.0	0.0	0.0

4.4 Expenditure to nearest public phone

Table 4.3 below shows the average monthly expenditures to the nearest phone per trip and expenditure for payphone usage. Nationally, about 76 percent of public phone users spend less than K500 to reach the nearest payphone. The proportion is more pronounced in urban areas where about 99 percent spend fairly less to access payphone services compared to 69 percent in rural areas.

4.5 Monthly expenditure on public phone usage

The table further indicates that most of public phone users spend less than K500 a month for its usage (51 percent). Twenty six percent spend from K1000 to K3000 followed by 19 percent who reported to spend K500 to K999.

The proportion of users who reported monthly expenditures of over K5000 is almost twice in urban centres (4 percent) relative to rural areas (2 percent).

Table 4-3: Expenditure to nearest public phone per trip and monthly expenditure on public phone by background characteristics, Access and usage of ICT services survey, Malawi 2014

	Expenditure to nearest public phone per trip					Monthly expenditure on public phone				
	Less than K500	K500 to K999	K1000 to K3000	K3001 to K5000	Over K5000	Less than K500	K500 to K999	K1000 to K3000	K3001 to K5000	Over K5000
	%	%	%	%	%	%	%	%	%	%
Malawi	76.3	11.7	10.9	0.5	0.5	50.8	18.8	25.8	2.1	2.6
Place of residence										
Urban	98.9	1.1	0.0	0.0	0.0	46.7	23.9	23.9	1.1	4.3
Rural	69.2	15.1	14.4	0.7	0.7	52.1	17.1	26.4	2.4	2.1
Region										
Northern Region	67.1	11.4	21.5	0.0	0.0	29.1	19.0	44.3	3.8	3.8
Northern Region Rural	57.4	14.8	27.9	0.0	0.0	31.1	16.4	44.3	3.3	4.9
Northern Region Urban	100.0	0.0	0.0	0.0	0.0	22.2	27.8	44.4	5.6	0.0
Central Region	71.9	14.8	12.5	0.0	0.8	50.0	21.9	23.4	0.8	3.9
Central Region Rural	65.0	18.0	16.0	0.0	1.0	55.0	18.0	24.0	1.0	2.0
Central Region Urban	96.4	3.6	0.0	0.0	0.0	32.1	35.7	21.4	0.0	10.7
Southern Region	83.6	9.6	5.1	1.1	0.6	61.0	16.4	19.2	2.3	1.1
Southern Region Rural	77.9	13.0	6.9	1.5	0.8	59.5	16.8	19.8	3.1	0.8
Southern Region Urban	100.0	0.0	0.0	0.0	0.0	65.2	15.2	17.4	0.0	2.2
Age group										
Up to 24	69.4	19.4	9.2	1.0	1.0	55.1	21.4	22.4	0.0	1.0
25-34	78.6	9.4	11.3	0.4	0.4	48.5	18.0	27.1	3.0	3.4
35-49	76.9	7.7	15.4	0.0	0.0	61.5	15.4	23.1	0.0	0.0
50-59	100.0	0.0	0.0	0.0	0.0	50.0	50.0	0.0	0.0	0.0
60+	80.0	0.0	20.0	0.0	0.0	60.0	0.0	40.0	0.0	0.0
Sex										
Male	78.7	8.6	12.1	0.6	0.0	49.4	16.7	28.2	2.3	3.4
Female	74.3	14.3	10.0	0.5	1.0	51.9	20.5	23.8	1.9	1.9
Educational level										
None	66.3	19.2	12.5	1.0	1.0	50.0	19.2	28.8	0.0	1.9
Primary education or lower	77.9	9.1	12.1	0.4	0.4	51.1	17.3	25.1	3.5	3.0
Lower secondary education	90.5	4.8	4.8	0.0	0.0	57.1	14.3	23.8	0.0	4.8
Upper secondary or post secondary non	85.7	14.3	0.0	0.0	0.0	38.1	38.1	23.8	0.0	0.0
Tertiary and post tertiary education	100.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0

4.6 Main reason for using for public payphone

The survey collected information on main reason individuals use a public payphone. Results in Table 4.4 below indicate that almost 45 percent pointed out that the main reason they relied on a public payphone was because they do not have a mobile phone. Sixteen percent cited difficulties in charging their mobile

phones as the main reason for using a public phone while 13 percent reported that public phones are cheaper to use.

In terms of place residence, a high proportion of residents in rural areas indicated reliance on payphone because they had no fixed line phone at home (12 percent) relative to their urban counterparts (5 percent). The results show a clear correlation between an individual's educational level and usage of payphone due to lack of mobile phone. It is observed that about 53 percent of non-educated individuals use this service because they do not have a cellular phone compared to 33 percent with upper secondary or post secondary non tertiary educational level and none at all with tertiary education.

Table 4-4: Main reason for using public phone by background characteristics, Access and usage of ICT services survey, Malawi 2014

	Main reason for using public phone						
		Do not have a fixed line phone at home	Do not have a mobile phone	It is cheaper	Easier than to recharge airtime mobile	Difficulties charging the battery of mobile	Other
	Total	%	%	%	%	%	%
Malawi	100	10.4	45.1	12.8	2.9	15.6	13.3
Place of residence							
Urban	100	5.4	42.4	12.0	2.2	16.3	21.7
Rural	100	12.0	45.9	13.0	3.1	15.4	10.6
Region							
Northern Region	100	10.1	29.1	13.9	10.1	25.3	11.4
Northern Region Rural	100	8.2	27.9	14.8	11.5	26.2	11.5
Northern Region Urban	100	16.7	33.3	11.1	5.6	22.2	11.1
Central Region	100	10.9	47.7	12.5	1.6	16.4	10.9
Central Region Rural	100	14.0	48.0	12.0	1.0	13.0	12.0
Central Region Urban	100	0.0	46.4	14.3	3.6	28.6	7.1
Southern Region	100	10.2	50.3	12.4	0.6	10.7	15.8
Southern Region Rural	100	12.2	52.7	13.0	0.8	12.2	9.2
Southern Region Urban	100	4.3	43.5	10.9	0.0	6.5	34.8
Age group							
Up to 24	100	10.2	49.0	11.2	2.0	10.2	17.3
25-34	100	10.5	44.7	13.2	3.0	18.8	9.8
35-49	100	7.7	30.8	15.4	7.7	0.0	38.5
50-59	100	50.0	50.0	0.0	0.0	0.0	0.0
60+	100	0.0	20.0	20.0	0.0	0.0	60.0
Sex							
Male	100	7.5	44.8	12.6	4.0	17.2	13.8
Female	100	12.9	45.2	12.9	1.9	14.3	12.9
Educational level							
None	100	12.5	52.9	13.5	2.9	7.7	10.6
Primary education or lower	100	9.1	43.3	13.0	2.6	19.9	12.1
Lower secondary education	100	14.3	38.1	4.8	0.0	14.3	28.6
Upper secondary or post secondary non tertiary	100	9.5	33.3	19.0	9.5	14.3	14.3
Tertiary and post tertiary education	100	0.0	0.0	0.0	0.0	0.0	100.0

4.7 Preferred location for public phone use

Respondents were asked to indicate their preferred location for public phone usage. Survey findings in Table 4.5 below show that a large proportion of the individuals prefer a place closer to home for public phone placement (70 percent) while 21 percent reported a shopping place and 7 percent indicated a workplace. A higher proportion of individuals in rural localities (24 percent) cited shopping centers as a more desirable location for payphone usage compared to 11 percent of urban residents.

A place closer to home has been identified by most of the individuals in urban areas (79 percent) as an ideal location for public phone usage relative to 66 percent in rural localities.

Table 4-5: Preferred location for public phone location by background characteristics, Access and usage of ICT services survey, Malawi 2014

	Preferred location for public phone usage				
	Total	Shopping place	Work place	Close to home	Other
	%	%	%	%	%
Malawi	100	20.8	7.0	69.5	2.6
Place of residence					
Urban	100	10.9	8.7	79.3	1.1
Rural	100	24.0	6.5	66.4	3.1
Region					
Northern Region	100	25.3	5.1	65.8	3.8
Northern Region Rural	100	29.5	6.6	59.0	4.9
Northern Region Urban	100	11.1	0.0	88.9	0.0
Central Region	100	21.1	5.5	70.3	3.1
Central Region Rural	100	23.0	6.0	68.0	3.0
Central Region Urban	100	14.3	3.6	78.6	3.6
Southern Region	100	18.6	9.0	70.6	1.7
Southern Region Rural	100	22.1	6.9	68.7	2.3
Southern Region Urban	100	8.7	15.2	76.1	0.0
Age group					
Up to 24	100.0	26.5	6.1	66.3	1.0
25-34	100.0	18.8	7.1	71.1	3.0
35-49	100.0	15.4	15.4	61.5	7.7
50-59	100.0	50.0	0.0	50.0	0.0
60+	100.0	20.0	0.0	80.0	0.0
Sex					
Male	100	23.0	8.6	66.1	2.3
Female	100	19.0	5.7	72.4	2.9
Educational level					
None	100	22.1	8.7	68.3	1.0
Primary education or lower	100	19.5	5.6	71.9	3.0
Lower secondary education	100	28.6	9.5	57.1	4.8
Upper secondary or post secondary non	100	14.3	9.5	71.4	4.8
Tertiary and post tertiary education	100	50.0	0.0	50.0	0.0

CHAPTER 5. RADIO BROADCASTING IN MALAWI

5.0 Introduction

This chapter presents data on radio broadcasting both on households and individual levels. It also discusses issues on ownership, radio stations, radio programming, listenership and perceptions on radio content.

Radio broadcasting in Malawi is traced to the Federation of Rhodesia and Nyasaland that was formed by Britain in 1952. Malawi's first radio station the Malawi Broadcasting Corporation (MBC) was established in 1964 following the end of the Federation Broadcasting Cooperation (FBC) established in 1953 to cater for British interests in Southern Africa. Malawi licensed the first privately owned radio broadcasting service in 1996 following the attainment of democratic rule in 1992. To date Malawi has 51 Radio licensees in three different categories namely Public Broadcasting Licence (sound), Private Broadcasting Licence (sound) and Community Broadcasting Licence (sound).

Broadcasting normally refers to any form of telecommunications intended for general reception by the public by means of receivers adapted for the purpose on the other hand the broadcasting service means a service consisting of the diffusion of sound or television programmes for general reception by the public.

For a listener to receive broadcasting services there is need to receive a broadcasting signal. Broadcasting Signal reception therefore refers to the reception of a signal by a radio receiver set. This survey also measured the quality of the received signal. A good signal means a clear, strong signal as received at the reception point while a poor signal refers to a poor, unclear signal as received at the reception point. Frequency refers to the signal with defined properties and specific information. For example in order to tune in to FM 101 in Blantyre one uses 101.0. A broadcaster can have several frequencies throughout the country.

Radio listenership refers to the audience for a radio programmes or recordings.

A Coverage Area in this document therefore will refer to the area a broadcasting licensee is expected to cover according to its licence category. For example a Community Broadcasting licence is a licence that serves a particular geographical community occurring within a 100 km radius, is carried for non profitable purposes and is fully controlled by a non-profit earning entity. A Private Broadcasting Licence means a licence that allows broadcasting service for profit and for financial interests of the owners. This service can be operated at national or regional level. Public Broadcasting Service provided under a licence which stipulates any broadcasting provided by Malawi Broadcasting Corporation.

5.1 Households radio ownership and tune in to national radio station

The survey asked household members or heads whether they own a radio and the national stations they tune in to when they wanted to access radio services. Tuning in question was asked to show the availability of the signal of the national radio stations.

Table 5.1 shows that 45 percent of the households in Malawi have radios. About 62 percent of the households are in urban areas while 42 percent are in the rural areas. Regionally, 47 percent of the household in the northern region reported to own a radio while central and southern regions reported 44 percent each. In terms of sex, more male headed households (53 percent) own radios than female headed households (24 percent). Eighty-one percent of households headed by the highly educated persons own radios. The results further show that houses with electricity has a higher percentage of households with electricity (76 percent) than those without electricity (39 percent).

Most households (90 percent) tune in to MBC radio 1 station, MBC radio 2 station (85 percent), Zodiak radio station (79 percent), and Radio Maria (54 percent). The results also show that there is no difference in terms of tuning in to MBC radio 1 between urban and rural areas (91 percent and about 90 percent respectively) among the households. MBC radio 2 has closely same pattern of tuning in between urban and rural areas (85 percent and 84 percent respectively).

Regionally, 92 percent of the southern region households, 91 percent of the northern region households and 89 percent of the central region households tune in to MBC radio 1 station. About 79 percent of the households in all the regions tune in to Zodiak radio station.

There are no significant differences in tuning in to radio stations among the sex of the household heads.

Table 5-1: Proportion of households with radio and reach out of national radio stations by background characteristics, Access and usage of ICT services survey, Malawi 2014

	Proportion of households with a radio	MBC Radio 1	MBC Radio 2	Zodiak	Radio Maria	Ufulu FM	Galaxy Radio	TWR Radio	Radio Islam	CCAP Blantyre Synod Radio	Joy Radio	Capital Radio
	%	%	%	%	%	%	%	%	%	%	%	%
Malawi	44.5	89.9	84.8	78.8	54.0	32.4	31.2	23.8	15.6	15.4	12.3	9.5
Place of residence												
Urban	61.7	91.0	88.6	87.2	58.4	51.4	65.6	38.6	10.5	31.8	47.8	40.0
Rural	42.2	89.7	84.0	77.1	53.1	28.7	24.5	20.9	16.7	12.2	5.3	3.5
Region												
Northern Region	47.3	91.1	83.5	78.5	28.9	14.2	20.1	7.7	1.4	0.0	0.9	1.6
Northern Region Rural	46.4	90.4	82.5	77.2	27.4	10.8	15.7	7.6	1.2	0.0	0.0	0.0
Northern Region Urban	58.3	97.1	92.9	90.0	42.9	47.1	61.4	8.6	2.9	0.0	10.0	17.1
Central Region	44.0	87.9	81.6	79.0	48.2	15.5	25.0	21.7	7.6	0.0	6.8	3.8
Central Region Rural	41.2	89.1	82.0	78.7	51.3	14.1	19.7	23.5	7.2	0.0	4.0	2.9
Central Region Urban	64.0	82.6	79.6	80.4	33.8	21.9	49.1	13.1	9.6	0.0	19.6	8.1
Southern Region	44.2	91.5	88.2	78.8	67.1	53.8	40.5	30.8	27.5	34.5	20.9	17.2
Southern Region Rural	41.9	90.1	86.4	75.7	63.4	48.3	31.8	23.0	30.6	27.6	8.3	5.3
Southern Region Urban	60.1	98.0	96.6	93.4	85.1	80.7	82.4	68.5	12.7	68.2	81.7	74.8
Sex of household head												
Male	52.9	89.7	84.5	79.5	53.0	32.0	31.4	24.1	15.3	15.2	12.6	9.7
Female	23.7	91.0	86.2	74.9	59.5	34.6	30.4	22.1	17.4	16.9	10.5	8.1
Age of household head												
Up to 24	36.3	86.5	85.3	77.0	57.0	33.3	33.9	21.9	16.6	13.3	10.3	10.6
25-34	46.9	89.1	86.2	80.3	53.3	29.7	33.4	27.7	15.0	14.9	11.6	9.7
35-49	50.5	90.5	85.1	79.6	55.2	30.3	30.2	23.5	14.9	15.7	12.2	9.6
50-59	47.5	90.9	84.5	79.2	52.2	29.8	29.5	22.5	16.8	16.5	12.7	11.2
60+	32.8	92.2	80.2	73.4	51.3	26.5	27.7	17.6	17.3	14.7	9.7	7.9
Education of household head												
None	36.7	90.5	84.6	77.0	56.6	30.3	27.5	21.5	17.6	13.3	8.5	6.0
Primary education or lower	50.9	87.7	82.2	78.4	48.4	28.9	27.9	19.9	12.9	11.8	10.0	6.4
Lower secondary education	47.8	90.8	84.7	79.2	53.6	33.1	31.9	24.9	13.1	17.4	13.6	10.6
Upper secondary or post secondary non tertiary	65.4	89.5	86.6	81.9	51.9	37.2	38.0	28.6	14.3	19.6	18.0	14.8
Tertiary and post tertiary education	81.1	88.6	85.3	85.3	48.4	42.4	51.6	35.3	15.8	24.5	34.2	32.6
Electricity												
Household with electricity	76.3	90.4	86.3	83.5	51.8	36.7	39.9	29.1	13.5	18.5	22.0	18.8
Household without electricity	39.0	89.8	84.3	77.2	54.7	31.0	28.3	22.0	16.4	14.4	9.0	6.3

Table 5.1: Proportion of households with radio and reach out of national radio stations by background characteristics, Access and usage of ICT services survey, Malawi 2014 (Continued)

	YON ECO FM	Living Waters Radio	Matindi Radio	Star FM	FM 101 Power	MIJ Radio	Channel L For All Nations Radio	CCAP Nkhoma Synod Radio	CCAP Livingst onia Synod Radio	Penteco stal Life FM	Seventh Day Adventis t Radio	Maziko Radio
	%	%	%	%	%	%	%	%	%	%	%	%
Malawi	9.4	8.9	7.3	6.9	6.5	5.9	3.4	2.2	1.7	1.3	0.9	0.4
Place of residence												
Urban	30.1	28.7	44.7	41.9	40.0	21.8	18.0	4.0	5.0	8.0	5.1	0.8
Rural	5.3	5.0	0.0	0.0	0.0	2.8	0.6	1.9	1.0	0.0	0.4	0.3
Region												
Northern Region	1.4	0.0	2.7	0.8	0.5	0.7	0.0	0.0	12.1	0.0	0.1	0.0
Northern Region Rural	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.7	0.0	0.1	0.0
Northern Region Urban	14.3	0.0	28.6	8.6	5.7	7.1	0.0	0.0	62.9	0.0	0.0	0.0
Central Region	5.6	0.3	3.1	2.5	2.2	5.9	1.9	5.4	0.0	0.7	0.1	0.9
Central Region Rural	4.3	0.4	0.0	0.0	0.0	2.9	0.6	4.7	0.0	0.0	0.0	0.7
Central Region Urban	11.3	0.0	17.1	14.1	12.3	19.9	8.1	8.8	0.0	4.0	1.0	1.8
Southern Region	15.4	19.5	12.7	12.8	12.4	7.5	5.9	0.0	0.0	2.3	1.9	0.0
Southern Region Rural	8.0	10.9	0.0	0.0	0.0	3.6	0.8	0.0	0.0	0.0	0.8	0.0
Southern Region Urban	51.1	61.4	74.3	74.6	72.6	26.2	30.8	0.0	0.0	13.2	9.9	0.0
Sex of household head												
Male	9.6	8.9	7.5	6.9	6.5	6.0	3.5	2.3	1.5	1.3	1.1	0.3
Female	8.1	8.8	6.5	6.7	6.6	5.5	3.3	2.1	2.4	1.2	0.5	0.5
Age of household head												
Up to 24	11.5	6.5	10.3	7.7	18.3	61.5	6.2	2.1	1.7	1.0	0.8	0.5
25-34	7.6	8.6	7.0	8.1	8.3	5.8	4.8	2.2	1.3	1.5	0.8	0.8
35-49	9.7	7.7	6.4	7.2	7.7	6.3	5.2	2.4	1.6	1.1	0.5	0.9
50-59	9.0	8.5	5.8	5.7	6.7	6.1	2.7	2.5	2.2	1.4	1.2	0.3
60+	10.6	5.1	7.7	3.3	2.5	5.5	2.0	2.7	3.0	1.1	1.1	0.2
Education of household head												
None	7.3	6.0	2.6	2.8	2.6	3.9	1.3	2.2	1.3	0.5	0.3	0.2
Primary education or lower	7.0	8.0	5.7	4.4	3.8	5.6	2.5	2.1	1.5	1.0	0.8	0.2
Lower secondary education	10.0	10.0	9.0	8.3	7.0	6.5	4.0	2.3	1.9	1.3	1.9	0.5
Upper secondary or post secondary non tertiary	13.3	12.9	14.5	13.3	13.1	8.7	5.9	2.1	2.4	2.3	2.4	0.6
Tertiary and post tertiary education	20.7	23.4	31.0	28.3	31.0	16.3	20.1	4.3	2.2	7.6	3.1	1.1

5.2 Households reporting national strong radio stations

The survey collected information on strong radio signals in Malawi. The question was targeting households not individuals.

Amongst the national radio stations 90 percent of the households reported that MBC Radio 1 has a strong radio signal, 85 percent MBC Radio 2, 79 percent Zodiak and 54 percent Radio Maria station. The rest of the national radio stations ranged between 33 percent to less than one percent of households reporting strong radio stations (Table 5.2).

Table 5-2: Proportion of households reporting signal availability by national radio stations, Access and usage of ICT services survey, Malawi 2014

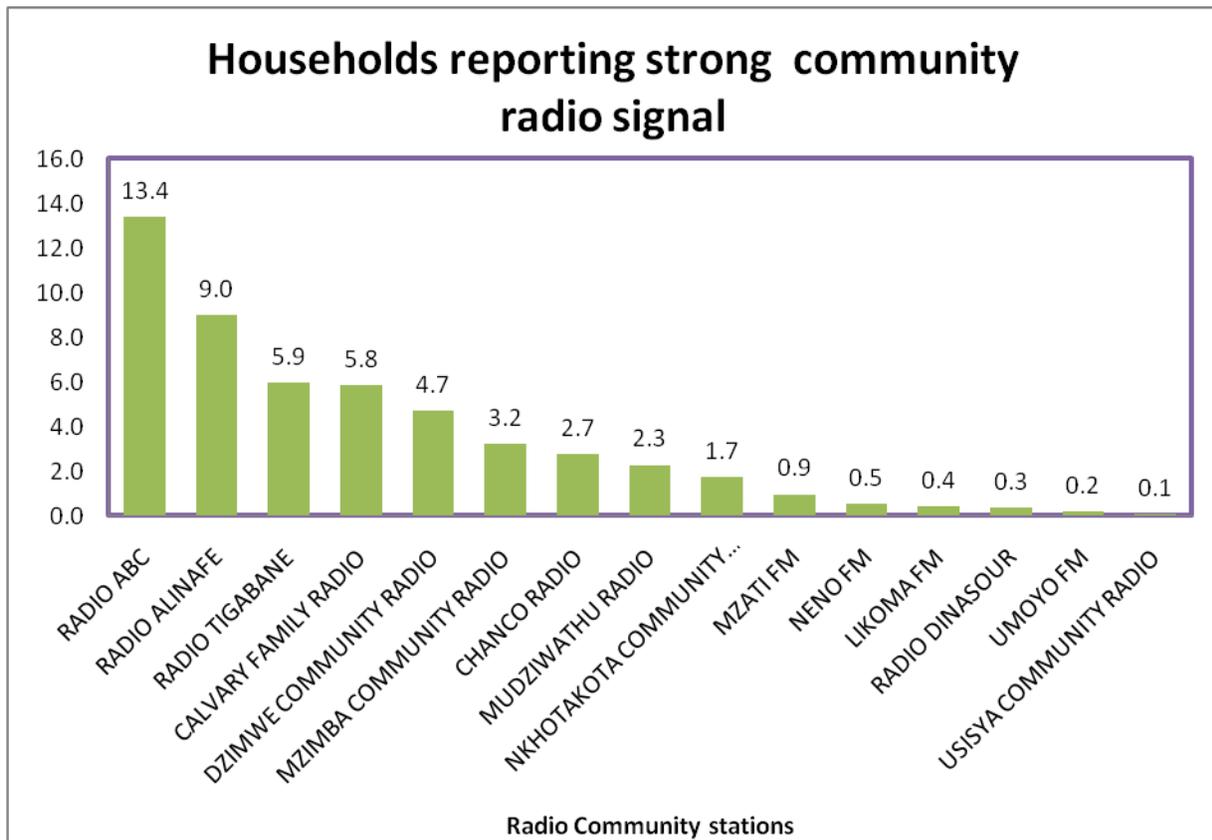
National Radio Stations	%
MBC Radio 1	90.2
MBC Radio 2	85.1
ZODIAK	79.1
Radio Maria	54.1
Ufulu FM	32.5
Galaxy Radio	31.3
TWR Radio	23.9
Radio Islam	15.7
CCAP Blantyre Synod Radio	15.5
Joy Radio	12.3
Capital Radio	9.5
YONECO FM	9.4
Living Waters Radio	8.9
Matindi Radio	7.4
Star FM	6.9
FM 101 Power	6.6
MIJ Radio	5.9
Channel For All Nations Radio	3.5
CCAP Nkhoma Synod Radio	2.3
Seventh Day Adventist Radio	2.1
CCAP Livingstonia Synod Radio	1.7
Pentecostal Life FM	1.3
Maziko Radio	0.4

5.3 Household perception on community radio strong signals

This section describes the proportion of households' perception on how strong the community radio signals.

The survey results further show that 13 percent of the households reported that radio ABC has strong radio signals, 9 percent radio Alinafe, 6 percent each reported Tigabane and Calvary Family radio stations while about 5 percent of the households reported that Dzimwe community radio station has strong radio signals as shown in Figure 5.1.

Figure 5-1: Proportion of households reporting signal availability for community radios



5.4 Individuals who listen to a radio and ownership of radios

The survey asked the selected individuals whether they listen to a radio at the same time if they owned a personal radio

Table 5.3 shows that 96 percent of the individuals listen to a radio in Malawi. Ninety-seven percent of the individuals who listen to a radio are in urban areas while 96 percent are in the rural areas. Regionally, there is no difference between regions all with 96 percent. In terms of sex, although there is a marginal

difference the results show that more male headed households (99 percent) listen to a radio than female headed households (94 percent). The table shows that very few (63 percent) aged people (50 and above) listen to radios. All households headed by the highly educated persons listen to radios.

The survey results further show that 65 percent of the individuals have radios. About 66 percent of the individuals are in rural areas while 62 percent are in the urban areas. Regionally, 70 percent of the household in the central region reported to own a radio while northern and southern regions reported 68 percent and 60 percent respectively. The listenership between males and females is very insignificant with 61 percent of the males and 60 percent of the females. About eighty percent of individuals headed by the highly educated persons own radios.

Table 5-3: Proportion of individuals who listen to a radio and own a personal radio by background characteristics, Access and usage of ICT services survey, 2014

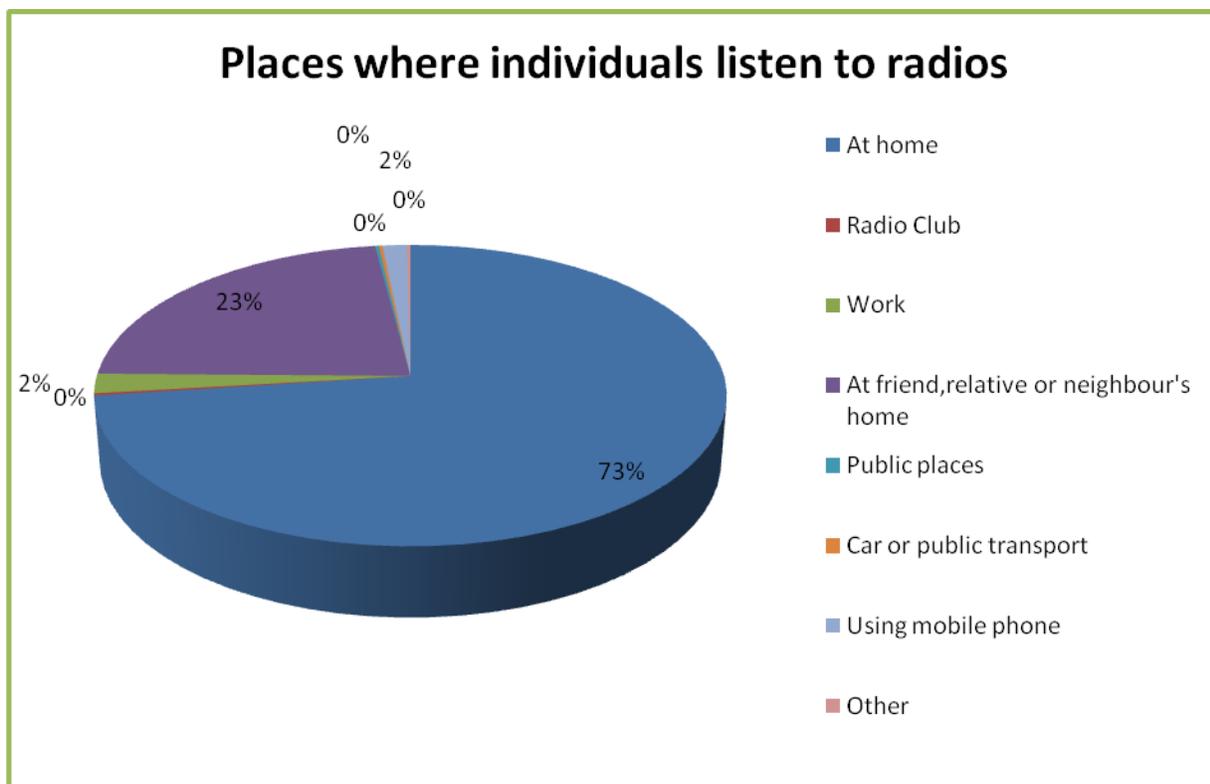
	Proportion of individuals who listen to a radio	Proportion of individuals who own a radio
	%	%
Malawi	96.0	65.3
Place of residence		
Urban	97.4	61.8
Rural	95.8	65.7
Region		
Northern Region	96.0	68.2
Northern Region Rural	95.9	68.8
Northern Region Urban	96.7	60.8
Central Region	95.9	70.2
Central Region Rural	95.6	70.6
Central Region Urban	98.0	67.2
Southern Region	96.0	59.9
Southern Region Rural	95.8	60.3
Southern Region Urban	97.0	57.3
Sex		
Male	98.7	65.6
Female	94.0	65.0
Age group		
Up to 24	96.0	65.3
25-34	97.4	61.8
35-49	95.8	65.7
50-59	96.0	65.3
60+	99.9	61.3
Educational level		
None	95.6	65.0
Primary education or lower	95.8	65.3
Lower secondary education	98.4	63.5
Upper secondary or post secondary non tertiary	98.5	71.2
Tertiary and post tertiary education	100.0	79.5

5.5 Places where individuals listen to a radio

Selected individuals were asked to indicate where they listen to a radio. Various places were highlight including listening to radios at home, work places, public places, radio clubs, friends or relative or neighbours homes etc.

Results from the survey (Figure 5.2) show that 73 percent of the individuals listen to their radios at home, 23 percent at friends or relatives or neighbours. About 2 percent each using a mobile phone and work place respectively. The figure further depicts that the rest of the places had less than one percent

Figure 5-2: Proportion of individuals by places where they listen to the radio, Access and usage of ICT services survey, 2014



5.6 Individuals listening to a national radio station

Selected individuals were asked to indicate which national radios they listen to in Malawi. The results in this section highlight the responses from the selected individuals in the sample.

Table 5.4 below indicates that 80 percent of individuals listen to MBC Radio 1 and Zodiak respectively while 58 percent MBC radio 2. Eighty-one percent of the individuals in the rural areas and 71 percent in the urban areas listen to MBC radio 1 station. Zodiak is mostly (82 percent) listened to in the rural areas as opposed to urban areas (68 percent). In general some national radio stations are most listened to in the urban and others in rural areas.

Interestingly, MBC radio 1 has a historical background and results reveals that 92 percent of the individual listeners are aged 60 and above. Another issue is the education of the household head. The lower the education levels of the head the more proportion (83 percent) of the individuals who listen to the old radio (MBC radio 1).

Table 5-4: Proportion of individuals who listen to a National radio station by background characteristics, Access and usage of ICT services survey, 2014

	MBC RADIO 1	ZODIAK RADIO	MBC RADIO 2	CAPITAL FM	JOY RADIO	RADIO MARIA	STAR FM	FM 101 POWER	GALAXY RADIO	UFULU RADIO	RADIO ISLAM	TWR RADIO
	%	%	%	%	%	%	%	%	%	%	%	%
Malawi	80.2	80.1	58.1	26.2	23.5	16.5	11.7	11.4	9.6	7.1	4.9	2.7
Place of residence												
Urban	71.2	67.5	42.6	88.3	74.8	12.7	97.2	94.3	14.6	9.0	3.4	3.2
Rural	81.4	81.8	60.3	17.7	16.5	17.0	0.0	0.0	8.9	6.8	5.1	2.6
Region												
Northern Region	80.8	88.1	58.5	6.9	6.3	7.8	7.5	7.3	6.3	5.6	0.3	0.7
Northern Region	81.9	89.4	58.7	0.0	0.0	7.6	0.0	0.0	5.9	5.3	0.3	0.7
Rural Northern Region	68.1	72.4	56.0	88.8	81.0	10.3	97.4	94.8	10.3	10.3	0.9	0.9
Urban Northern Region	80.6	85.4	67.6	32.6	30.0	15.0	12.1	11.7	9.6	6.6	1.2	3.6
Central Region	81.4	87.3	70.3	24.8	23.8	15.6	0.0	0.0	8.9	6.4	0.8	3.5
Central Region	74.7	71.5	48.8	87.9	74.0	10.8	96.8	93.5	14.3	7.7	3.8	4.2
Rural Central Region	79.6	72.8	49.2	25.9	22.5	20.4	12.6	12.3	10.5	8.0	9.7	2.4
Southern Region	81.2	74.3	51.4	16.5	14.7	21.2	0.0	0.0	9.7	7.7	10.6	2.3
Southern Region	68.5	63.1	34.7	88.6	74.3	14.7	97.5	95.0	15.6	9.9	3.4	2.8
Rural Southern Region												
Urban Southern Region												
Sex												
Male	79.3	80.6	58.8	26.0	23.1	16.0	12.1	11.7	8.1	6.5	5.2	2.6
Female	80.8	79.7	57.6	26.4	23.8	16.8	11.5	11.2	10.7	7.6	4.7	2.7
Up to 24	78.9	78.4	56.9	27.2	24.4	16.4	12.5	12.1	40.5	29.4	4.7	2.4
25-34	80.0	80.3	58.0	26.2	23.5	16.8	11.7	11.3	0.0	0.0	4.9	2.8
35-49	80.1	82.1	60.8	27.0	23.3	13.9	15.2	15.2	0.0	0.0	6.1	2.4
50-59	88.7	83.6	59.9	22.6	21.5	14.1	8.5	8.5	0.0	0.0	5.1	2.8
60+	91.8	83.6	71.3	18.7	17.2	12.7	4.1	4.1	0.0	0.0	3.7	2.6
Up to 24	78.9	78.4	56.9	27.2	24.4	16.4	12.5	12.1	40.5	29.4	4.7	2.4
Education level												
None	82.5	81.9	59.8	24.0	21.8	15.9	7.6	7.5	20.8	16.4	4.8	2.0
Primary education or lower	79.5	79.7	57.7	26.1	23.4	17.2	11.5	11.1	2.7	2.0	5.0	2.8
Lower secondary education	78.9	72.9	51.6	34.5	29.7	14.2	28.7	27.6	18.4	10.4	5.0	5.5
Upper secondary or post secondary non tertiary	65.0	71.2	52.3	48.8	41.2	8.5	48.1	46.5	14.6	3.6	3.5	5.8
Tertiary and post tertiary education	61.5	71.8	41.0	71.8	64.1	12.8	71.8	71.8	7.7	5.0	2.6	2.6

Table 5-4: Proportion of individuals who listen to a National radio station by background characteristics, Access and usage of ICT services survey, 2014 (Continued)

	CCAP BT SYNOD RADIO	MAZIKO RADIO	MIJ FM	MATIN DI RADIO	PENTEC OSTAL LIFE FM	ADVENT IST RADIO	LIVING WATERS RADIO	CHANN EL FOR ALL NATION S RADIO	CCAP L'STONI A SYNOD RADIO	YONEC O FM	CCAP NKHOM A SYNOD RADIO
	%	%	%	%	%	%	%	%	%	%	%
Malawi	2.5	2.0	1.1	1.1	1.0	0.9	0.4	0.2	0.3	0.1	0.1
Place of residence											
Urban	4.0	3.3	6.8	9.0	7.9	3.1	0.9	1.2	1.7	0.5	0.8
Rural	2.4	1.8	0.3	0.0	0.0	0.6	0.4	0.0	0.2	0.0	0.0
Region											
Northern Region	0.0	0.0	0.3	0.8	0.0	0.5	0.0	0.0	2.7	0.1	0.0
Northern Region Rural	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	1.2	0.0	0.0
Northern Region Urban	0.0	0.0	4.3	10.3	0.0	2.6	0.0	0.0	19.8	0.9	0.0
Central Region	0.0	4.7	1.2	1.0	1.0	0.4	0.0	0.4	0.0	0.0	0.3
Central Region Rural	0.0	4.3	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1
Central Region Urban	0.0	7.7	8.5	7.7	7.7	1.8	0.0	2.7	0.0	0.2	1.8
Southern Region	5.6	0.0	1.2	1.3	1.2	1.4	0.9	0.0	0.0	0.2	0.0
Southern Region Rural	5.3	0.0	0.6	0.0	0.0	1.0	0.8	0.0	0.0	0.1	0.0
Southern Region Urban	8.2	0.0	5.6	9.9	9.5	4.3	1.8	0.0	0.0	0.7	0.0
Sex											
Male	2.5	1.9	1.0	1.1	1.1	0.8	0.4	0.1	0.4	0.2	0.2
Female	2.6	2.0	1.1	1.1	0.8	0.9	0.4	0.2	0.3	0.1	0.1
Age group											
Up to 24	2.8	8.3	1.3	4.6	4.1	1.0	0.4	0.2	0.2	0.1	0.0
25-34	2.4	0.0	1.0	0.0	0.0	0.9	0.5	0.2	0.4	0.1	0.2
35-49	3.7	0.0	2.0	0.0	0.0	0.0	0.3	0.3	0.0	0.3	0.0
50-59	3.4	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0
60+	1.9	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.4	0.0
Educational level											
None	2.2	4.4	0.9	1.4	1.2	0.4	0.2	0.0	0.2	0.2	0.0
Primary education or lower	2.6	0.6	1.0	0.6	0.6	0.9	0.5	0.2	0.4	0.0	0.1
Lower secondary education	5.3	2.9	2.1	5.3	4.5	2.6	1.3	0.5	0.5	0.5	0.3
Upper secondary or post secondary non tertiary	3.8	1.5	3.5	3.5	2.3	2.3	1.5	1.9	1.5	0.8	0.8
Tertiary and post tertiary education	2.6	5.1	5.1	5.1	5.1	2.6	0.0	0.0	2.6	0.0	0.0

5.7 Individuals listening to a community and regional radio stations

The survey asked individual members or heads whether they own radios and the community radio stations they listen to. The proportions for community radios are small because by definition these radios are district specific with an external broadcasting of a 100 km radius.

Table 5.5 shows that only 3 percent of the individuals listen radio Tigabane which is in Mzimba district. About 2 percent of the individuals listen to radio Alinafe. Mudziwathu, Mzimba community and Chanco Radio stations share only 1 percent each on individual listenership.

There are no significant differences in community listenership among the sex of the household heads.

Table 5-5: Proportion of individuals who listen to a Community and regional radio stations by background characteristics, Access and usage of ICT services survey, 2014

	RADIO TIGABAN E	RADIO ALINAF E	MUDZI WATH U RADIO	MZIMBA COMMUNIT Y RADIO	CHANC O RADIO	NKHOTAKOT A COMMUNITY RADIO	MZAT I FM	DZIMWE COMMUNIT Y RADIO	CAVALRY FAMILY RADIO	RADIO DINASOUR	LIKOMA FM
	%	%	%	%	%	%	%	%	%	%	%
Malawi	2.7	1.8	1.2	1.1	0.9	0.8	0.3	0.3	0.2	0.2	0.1
Place of residence											
Urban	0.9	3.2	0.0	0.0	2.6	0.0	0.0	0.0	1.4	0.0	0.0
Rural	2.9	1.6	1.4	1.3	0.6	0.9	0.3	0.3	0.0	0.2	0.2
Region											
Northern Region	20.4	0.0	0.0	8.4	0.0	0.0	0.0	0.0	0.0	1.4	1.1
Northern Region	21.2	0.0	0.0	9.2	0.0	0.0	0.0	0.0	0.0	1.5	1.2
Rural											
Northern Region	11.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Urban											
Central Region	0.0	4.4	2.9	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0
Central Region	0.0	4.0	3.3	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0
Rural											
Central Region	0.0	7.5	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Urban											
Southern Region	0.0	0.0	0.0	0.0	1.9	0.0	0.6	0.6	0.4	0.0	0.0
Southern Region	0.0	0.0	0.0	0.0	1.4	0.0	0.7	0.7	0.1	0.0	0.0
Rural											
Southern Region	0.0	0.0	0.0	0.0	5.3	0.0	0.0	0.0	2.7	0.0	0.0
Urban											
Sex											
Male	2.4	1.8	1.4	0.8	0.8	0.9	0.3	0.2	0.1	0.2	0.1
Female	2.8	1.9	1.1	1.3	0.9	0.8	0.3	0.3	0.3	0.2	0.1
Age group											
Up to 24	2.1	2.1	1.0	1.1	0.7	0.8	0.3	0.0	0.2	0.2	0.0
25-34	2.8	1.8	1.3	1.2	0.9	0.9	0.3	0.0	0.2	0.2	0.2
35-49	4.1	1.7	1.7	0.7	0.7	0.3	0.0	3.0	0.7	0.0	0.7
50-59	3.4	2.3	0.6	1.1	0.6	0.6	0.0	6.8	0.0	0.0	0.0
60+	1.9	0.7	0.7	0.4	0.7	0.4	0.0	4.1	0.0	0.0	0.0
Educational level											
None	2.1	2.0	1.2	1.1	0.6	0.9	0.3	0.7	0.1	0.2	0.1
Primary education or lower	3.1	1.8	1.3	1.2	1.0	0.9	0.3	0.0	0.2	0.2	0.1
Lower secondary education	2.1	0.8	0.5	0.8	1.3	0.0	0.0	0.3	0.5	0.8	0.3
Upper secondary or post secondary non tertiary	1.5	1.9	0.8	0.8	0.8	0.0	0.0	0.0	0.8	0.0	0.4
Tertiary and post tertiary education	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	5.1	0.0	0.0

5.8 Hours individuals listen to a radio per day

The survey collected information on the number of hours individuals listen to a radio per day. In a country where people's entertainment is so limited, radio listening is treated both as an entertainment as well as source of information.

The results in Table 5.6 below show that 34 percent of individuals spend more than four hours listening to a radio on daily basis. About 27 percent of the individuals interviewed listen to a radio between 2 hours to 4 hours. Twenty-one percent of the individuals listen for less than one hour.

This situation is more pronounced in rural areas (34 percent) relative to urban areas (32 percent). Results at regional level indicate that a considerable proportion of individuals in the southern region (about 35 percent) listen to a radio more than four hours every day followed by central region (34 percent) and northern region (30 percent).

Households headed by people with no education or with little education reported highest (35 percent) that they listen to a radio more than 4 hours a day. The results show that 31 percent of the households headed by people with high education rarely listen to a radio (less than hour).

Table 5-6: Proportion of individuals' times of the day they listen to a radio by background characteristics, Access and usage of ICT services survey, 2014

	Hours individuals listen to a radio per day				
	Total	More than four hours	Between 2 and 4 hours	Between 1 and 2 hours	Less than 1 hour
	%	%	%	%	%
Malawi	100	33.8	26.6	18.9	20.6
Place of residence					
Urban	100	31.5	23.5	22.0	23.0
Rural	100	34.3	27.2	18.4	20.2
Region					
Northern Region	100	30.4	23.9	21.8	24.0
Northern Region Rural	100	30.2	24.0	22.6	23.2
Northern Region Urban	100	32.2	23.1	14.3	30.4
Central Region	100	34.2	31.6	17.3	16.8
Central Region Rural	100	34.9	32.9	16.0	16.3
Central Region Urban	100	30.8	25.2	24.4	19.6
Southern Region	100	34.6	23.0	19.5	23.0
Southern Region Rural	100	35.1	23.1	19.1	22.6
Southern Region Urban	100	31.9	22.2	21.3	24.6
Sex of household head					
Male	100	34.9	27.0	18.7	19.4
Female	100	32.8	26.2	19.2	21.8
Age group					
Up to 24	100	32.8	27.0	19.2	21.0
25-34	100	34.5	26.7	18.5	20.3
35-49	100	35.1	26.4	18.7	19.9
50-59	100	34.0	25.9	18.2	21.9
60+	100	32.7	23.8	19.5	23.9
Education level					
Primary education or lower	100	34.6	27.3	18.8	19.2
Lower secondary education	100	32.4	25.6	18.4	23.6
Upper secondary or post secondary non tertiary	100	34.2	26.3	19.2	20.3
Tertiary and post tertiary education	100	23.2	18.5	27.9	30.5

5.9 Times individuals usually listen to a radio

Individuals were asked on the usual times of the day they listen to a radio.

Table 5.7 shows that about 45 percent of the individuals usually listen to a radio between 16:00 and 20:00 hours and about 27 percent between 08:00 and 16:00 hours. Very few individuals usually listen between midnight and 5 o'clock am (about 3 percent) and between 5 o'clock and 8 o'clock in the morning (about 7 percent).

In general, rural and urban individuals indicated that they usually listen to a radio between 16:00 hours and 20:00 hours (about 46 percent and 42 percent) respectively.

Slightly over half of the individuals in the northern region interviewed reported that they usually listen to a radio between 16:00 hours and 20:00 hours, 48 percent in the southern region and 39 percent in the centre also indicated the same time.

According to table below there are no major differences between males and females times of the day they listen to a radio.

Table 5-7: Proportion of individuals' times of the day they listen to a radio by background characteristics, Access and usage of ICT services survey, 2014

	Times individuals usually listen to a radio					
	Total	05:00-08:00	08:00-16:00	16:00-20:00	20:00-00:00	00:00-05:00
	%	%	%	%	%	%
Malawi	100	6.5	26.6	45.3	18.9	2.7
Place of residence						
Urban	100	7.7	25.4	41.8	20.0	5.1
Rural	100	6.3	26.9	45.9	18.7	2.3
Region						
Northern Region	100	6.0	22.0	53.2	18.2	0.6
Northern Region Rural	100	6.2	22.0	52.3	18.9	0.6
Northern Region Urban	100	4.0	21.6	61.5	11.7	1.1
Central Region	100	9.3	31.2	39.0	17.3	3.1
Central Region Rural	100	9.1	30.8	39.9	18.1	2.1
Central Region Urban	100	10.4	33.4	34.6	13.3	8.4
Southern Region	100	4.1	24.0	48.3	20.5	3.0
Southern Region Rural	100	3.7	25.0	49.1	19.2	3.0
Southern Region Urban	100	6.1	19.3	44.3	27.2	3.1
Sex of household head						
Male	100	6.6	26.4	45.1	19.2	2.8
Female	100	6.4	26.9	45.4	18.6	2.7
Age group						
Up to 24	100	6.6	25.1	46.9	18.7	2.8
25-34	100	6.2	27.2	44.8	18.9	2.9
35-49	100	7.1	28.2	43.1	19.1	2.5
50-59	100	5.8	24.8	48.8	19.0	1.7
60+	100	6.5	26.6	53.3	11.8	1.8
Education level						
Primary education or lower	100	5.9	27.1	45.3	19.1	2.7
Lower secondary education	100	6.7	26.9	47.1	16.6	2.6
Upper secondary or post secondary non tertiary	100	7.4	25.0	43.4	21.2	3.0
Tertiary and post tertiary education	100	15.8	22.9	37.0	21.7	2.6

5.10 Individuals' favourite radio programmes

The survey collected data on individuals' favourite radio programme who listened to a radio.

It is shown that 39 percent of the individuals favour to listen to informative radio programmes, 37 percent favour entertaining radio programmes and about 24 percent educative programmes.

One quarter of the rural individuals favour listening educative programmes while 17 percent of the urban individuals favour listening to the same programmes. In general, urban individuals favour informative and entertaining programmes (42 percent each) while 38 percent and 37 percent of the rural individuals favour informative and entertaining programmes respectively.

Table 5.8 shows that there are no major differences between males and females favouring a particular programme.

Table 5-8: Distribution of individuals who listen to a radio by their favourite radio programme, background characteristics, Access and usage of ICT services survey, 2014

	Favourite radio programme			
	Total	Educative	Informative	Entertaining
	%	%	%	%
Malawi	100	23.9	38.6	37.4
Place of residence				
Urban	100	16.7	41.6	41.8
Rural	100	25.3	38.1	36.6
Region				
Northern Region	100	19.9	47.3	32.8
Northern Region Rural	100	19.6	47.0	33.4
Northern Region Urban	100	22.7	50.2	27.1
Central Region	100	26.7	38.0	35.3
Central Region Rural	100	28.4	37.3	34.4
Central Region Urban	100	18.0	41.7	40.3
Southern Region	100	22.8	36.4	40.8
Southern Region Rural	100	24.5	35.7	39.8
Southern Region Urban	100	14.4	39.8	45.9
Sex of household head				
Male	100	23.6	39.0	37.3
Female	100	24.2	38.2	37.5
Age group				
Up to 24	100	22.7	37.1	40.2
25-34	100	23.4	35.9	40.7
35-49	100	24.0	38.7	37.3
50-59	100	24.6	42.7	32.7
60+	100	25.3	42.2	32.5
Education level				
Primary education or lower	100	25.0	38.5	36.4
Lower secondary education	100	24.2	36.8	39.0
Upper secondary or post secondary non tertiary	100	20.2	40.7	39.1
Tertiary and post tertiary education	100	17.0	46.6	36.4

5.11 Individuals' main place for listening to a radio

The survey asked selected individuals place for listening to a radio.

Figure 5.3 shows that 66 percent of the individuals listen to radio at homes while 28 percent of the individuals listen at friend's, relative's, neighbour's homes.

Figure 5-3: Main place for listening to a radio

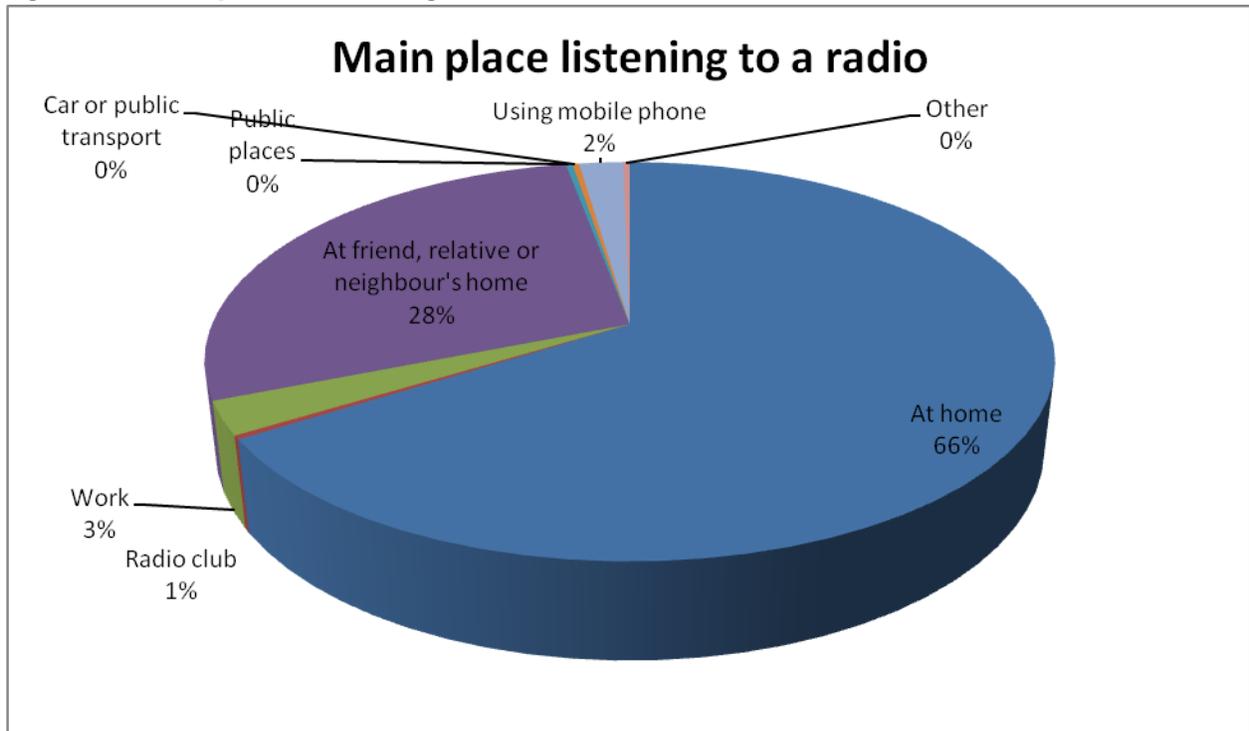


Table 5-9: Distribution of individuals' main place for listening and background characteristics, Access and usage of ICT services survey, 2014

	Main place for listening to radio								
	Total	At home	Radio Club	Work	At friend, relative or neighbour's home	Public places	Car or public transport	Using mobile phone	Other
	%	%	%	%	%	%	%	%	%
Malawi	100	65.9	0.3	2.7	28.1	0.3	0.3	2.0	0.3
Place of residence									
Urban	100	73.5	0.1	3.5	11.6	0.5	1.9	8.2	0.7
Rural	100	64.5	0.3	2.6	31.2	0.3	0.0	0.9	0.2
Region									
Northern Region	100	66.1	0.4	1.6	28.0	0.3	0.1	3.0	0.5
Northern Region Rural	100	66.2	0.4	1.4	29.2	0.3	0.0	2.1	0.4
Northern Region Urban	100	65.6	0.0	4.0	17.2	0.0	1.5	10.3	1.5
Central Region	100	67.1	0.2	2.1	27.5	0.3	0.2	2.4	0.2
Central Region Rural	100	65.6	0.1	1.9	31.5	0.3	0.0	0.4	0.1
Central Region Urban	100	74.9	0.3	3.0	7.1	0.4	1.1	12.5	0.6
Southern Region	100	64.8	0.4	3.6	28.7	0.3	0.5	1.4	0.3
Southern Region Rural	100	63.0	0.5	3.5	31.6	0.3	0.0	0.9	0.2
Southern Region Urban	100	73.7	0.0	3.9	14.4	0.6	2.7	4.0	0.6
Sex of household head									
Male	100	67.9	0.3	2.6	26.3	0.3	0.3	2.0	0.3
Female	100	64.0	0.3	2.8	29.9	0.3	0.3	2.1	0.3
Age group									
Up to 24	100.0	63.9	0.4	2.8	30.2	0.3	0.2	1.9	0.3
25-34	100.0	65.9	0.3	2.6	28.3	0.2	0.3	2.1	0.2
35-49	100.0	69.3	0.5	2.6	25.0	0.3	0.3	1.8	0.2
50-59	100.0	66.4	0.2	2.2	29.1	0.2	0.3	1.3	0.3
60+	100.0	59.9	0.3	2.7	35.5	0.4	0.3	0.8	0.1
Education level									
Primary education or lower	100	64.5	0.4	2.9	30.1	0.3	0.1	1.4	0.3
Lower secondary education	100	61.8	0.3	2.8	32.7	0.3	0.2	1.6	0.3
Upper secondary or post secondary non tertiary	100	75.8	0.1	2.0	16.7	0.3	0.6	4.2	0.3
Tertiary and post tertiary education	100	80.4	0.3	0.6	4.1	0.0	6.2	8.2	0.3

5.12 Individuals' preferred language

The survey asked individuals to indicate the most preferred language.

Table 5.10 shows that about 88 percent of the individuals reported that they mostly listened to programmes in Chichewa, 8 percent most listened to English programmes while 3 percent mostly listened to Tumbuka programmes. The rest of the respondents preferred to listen to the other languages like Yao, Lhomwe and Tonga etc with less than one percent.

About 90 percent of the individuals who listened to Chichewa language are from the rural areas while 24 percent who listened to English language were from the urban areas.

Ninety-one percent of the individuals from the central region, 90 percent from southern region and 72 percent in the northern region most listened to Chichewa language.

The survey further reveals that programmes in Chichewa were mostly listened to by individuals from the households headed by people with primary education (about 91 percent) as compared to 47% of individuals preferring English programmes and coming from households headed by people with tertiary education.

Table 5-10: Distribution of individuals who listen to a radio by most listened language and background characteristics, Access and usage of ICT services survey, 2014

	Language mostly listened to on radio					
	Total	English	Chichewa	Yao	Tumbuka	Other
	%	%	%	%	%	%
Malawi	100	8.0	87.6	0.9	2.9	0.6
Place of residence						
Urban	100	24.2	74.3	0.5	0.9	0.1
Rural	100	5.0	90.1	1.0	3.3	0.6
Region						
Northern Region	100	8.7	72.0	0.4	17.0	1.9
Northern Region Rural	100	7.3	72.3	0.5	17.9	2.0
Northern Region Urban	100	21.2	69.6	0.0	9.2	0.0
Central Region	100	7.6	90.7	0.5	1.0	0.2
Central Region Rural	100	4.9	93.1	0.5	1.2	0.3
Central Region Urban	100	21.2	78.5	0.3	0.0	0.0
Southern Region	100	8.1	89.9	1.4	0.1	0.5
Southern Region Rural	100	4.2	93.6	1.6	0.1	0.5
Southern Region Urban	100	27.3	71.5	0.8	0.1	0.3
Sex of household head						
Male	100	8.3	87.8	0.8	2.6	0.5
Female	100	7.7	87.5	1.0	3.2	0.6
Age group						
Up to 24	100	8.2	88.0	0.5	2.6	0.2
25-34	100	9.5	86.8	0.8	2.5	0.1
35-49	100	8.8	86.6	1.0	3.2	0.1
50-59	100	7.8	88.5	0.9	2.2	0.2
60+	100	7.2	86.8	1.2	3.7	0.8
Education level						
Primary education or lower	100	4.0	90.8	0.9	3.6	0.7
Lower secondary education	100	6.1	90.1	1.1	2.3	0.4
Upper secondary or post secondary non tertiary	100	21.0	76.3	0.8	1.5	0.4
Tertiary and post tertiary education	100	46.6	52.5	0.3	0.6	0.0

CHAPTER 6. TELEVISION

6.0 Introduction

This chapter discusses survey findings on ownership, access and use of Television.

Television services in Malawi started in 1999 with the opening of Television Malawi. The station was established as an independent project but was later merged with MBC to form part of the Malawi Broadcasting Corporation (MBC). The sector has grown and currently has 26 Television licensees out of which 11 have already rolled out their services.

Television Broadcasting normally refers to any form of telecommunications intended for general reception by the public by means of receivers adapted for the purpose on the other hand the Television broadcasting service means a service consisting of the diffusion of television programmes for general reception by the public.

Television Broadcasting Signal reception refers to the reception of a signal by a Television set. This survey also measured the quality of the received signal. A Good signal means a clear, strong signal as received at the reception point while a Poor signal refers to a poor, unclear signal as received at the reception point. Frequency refers to the signal with defined properties and specific information. A broadcaster can have several frequencies throughout the country.

Television programme means a segment of content intended for broadcast on television, it may be a onetime production or part of the periodically recurring series and may include a news bulletins, current affairs, informative programming, interviews, panel discussions and phone-in discussions. Television viewership refers to an audience of viewers especially of Television, either generally or of a particular kind or a programme.

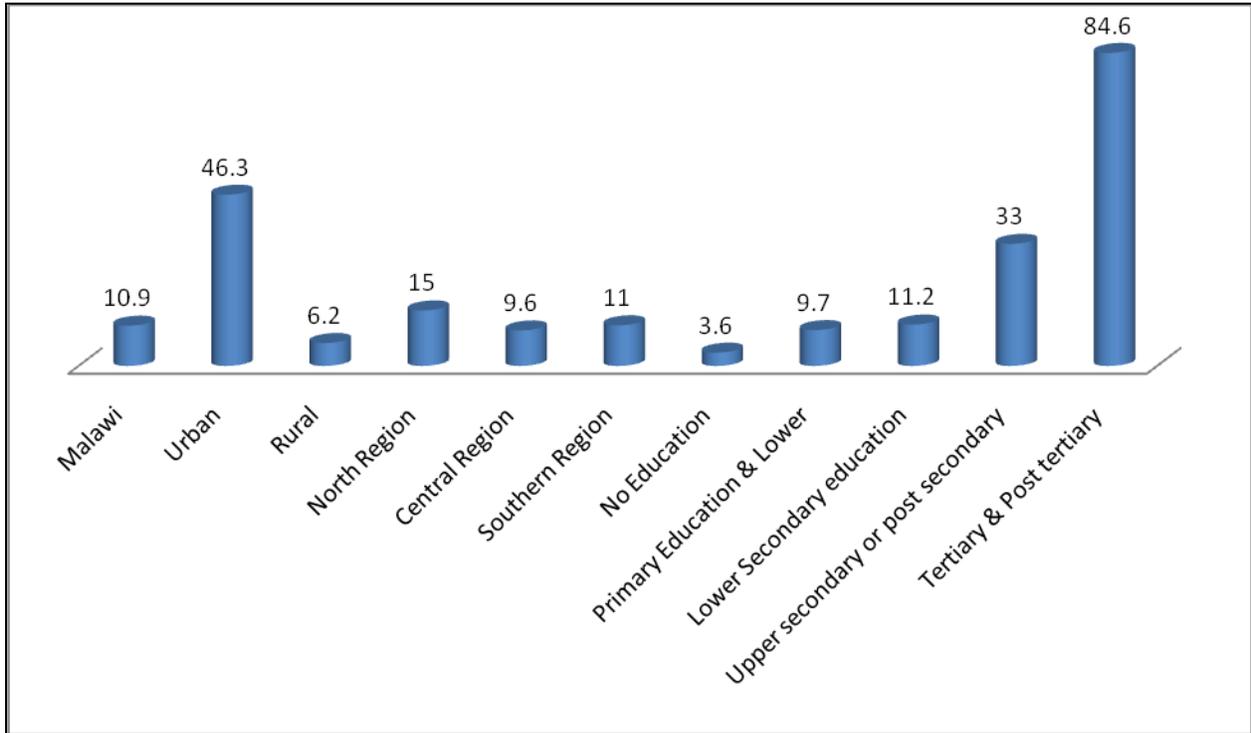
6.1 Television Ownership

A television (TV) is a device capable of receiving broadcast television signals, using popular access means such as over-the-air, cable and satellite. A television set is typically a stand-alone device, but it may also be integrated with another device, such as a computer or a mobile telephone. Respondents were asked if, among other things, they own a working television set.

Figure 6.1 shows that about 11 percent of households owned a working television set. There were more of these in urban areas (46 percent) than in rural areas (6 percent). The proportion was higher for those that

attained tertiary and post tertiary education (85 percent) than those with primary education or lower (10 percent)

Figure 6-1: Percentage of households that own a TV by background characteristics- Access & usage of ICT services survey, Malawi 2014



6.2 Types of Television broadcasting services

There are three types of Television broadcasting services in Malawi; Public Television, Private Television and Subscription Broadcasting Services. Public Broadcasting Service is a broadcasting service by Malawi Broadcasting Corporation while Private Television broadcasting is for profit and for financial interests of the owners. Subscription broadcasting means broadcasting service provided to subscribers upon the payment of a fee.

6.2.1 Subscription Broadcasting Services (Pay TV)

At the time of the survey, Malawi had three Subscription Broadcasting Service providers, DSTV provided by Multichoice, GOTV and Zuku. Table 6.1 reveals that about 25 percent of those that owned a TV, subscribed to a pay TV and 38 percent of these were in urban areas and 11 percent in rural areas. It is revealed that the proportion of households that subscribed to pay TV was higher for those who had attained tertiary and post tertiary education (65 percent) compared to 10 percent of those with primary education or lower. Most households subscribed to DSTV at 67 percent as compared to GOTV and Zuku at 28 and 5 percent respectively.

Table 6-1: Proportion of Households that own a television, subscribe to a pay TV and distribution of pay television providers by background characteristics – Access & Usage of ICT services Survey, 2014

	Proportion of households that own TV	Proportion of households with TVs that subscribe to a Pay TV	Pay TV service provider			
			Total	DSTV	GoTV	ZUKU TV
			%	%	%	%
Malawi	10.9	24.6	100.0	67.2	28.2	4.6
Place of residence						
Urban	46.3	38.2	100.0	64.5	32.3	3.2
Rural	6.2	11.0	100.0	76.4	13.9	9.7
Region						
Northern Region	15.0	14.5	100.0	79.4	5.9	14.7
Northern Region Rural	12.1	10.3	100.0	72.2	5.6	22.2
Northern Region Urban	50.0	26.7	100.0	87.5	6.3	6.3
Central Region	9.6	27.0	100.0	67.9	30.5	1.5
Central Region Rural	4.6	9.8	100.0	75.0	20.0	5.0
Central Region Urban	45.5	39.4	100.0	66.7	32.4	0.9
Southern Region	11.0	26.7	100.0	63.9	31.0	5.1
Southern Region Rural	5.9	12.3	100.0	79.4	14.7	5.9
Southern Region Urban	46.3	39.4	100.0	59.7	35.5	4.8
Sex of household head						
Male	12.5	24.4	100.0	66.5	28.8	4.6
Female	7.1	25.6	100.0	69.8	25.4	4.8
Household size (number of members)						
1 person	7.6	33.3	100.0	56.3	37.5	6.3
2-3 persons	8.2	23.4	100.0	66.1	27.1	6.8
4-5 persons	11.8	24.5	100.0	62.7	36.4	0.8
6 or more persons	12.5	24.5	100.0	73.1	20.0	6.9
Household composition						
Household with children under 15	11.0	22.0	100.0	63.7	30.8	5.6
Household without under 15 children	10.8	35.7	100.0	76.4	21.3	2.2
Age of household head						
Up to 24	3.7	11.3	100.0	50.0	16.7	33.3
25-34	12.1	23.0	100.0	53.6	40.2	6.2
35-49	14.7	25.0	100.0	72.1	25.7	2.2
50-59	9.8	28.5	100.0	78.6	15.7	5.7
60+	4.6	25.9	100.0	64.3	35.7	0.0
Education of household head						
None	3.6	4.7	100.0	66.7	16.7	16.7
Primary education or lower	9.7	9.5	100.0	54.5	36.4	9.1
Lower secondary education	11.2	9.9	100.0	66.7	16.7	16.7
Upper secondary or post secondary non tertiary	33.0	27.8	100.0	66.2	31.2	2.5
Tertiary and post tertiary education	84.6	65.1	100.0	69.6	26.4	4.0
Electricity						
Household with electricity	57.4	28.9	100.0	67.7	27.6	4.8
Household without electricity	2.9	9.9	100.0	62.1	34.5	3.4

6.2.2 Favourite Pay TV Providers

The survey also wanted to establish from the individuals on what was their favourite pay TV provider that they mostly tune to.

Table 6.2 shows that 95 percent of individuals in Malawi reported that DSTV is their favourite Pay TV provider that they mostly subscribe to followed by GoTV at 4 percent.

Comparing the regions and for the favourite TV provider, Northern region had the highest (98 percent) followed by Central region at 96 percent and Southern region at 92 percent favouring DST pay provider.

Table 6-2: Proportion of individuals that subscribe to pay TV by their favourite pay TV provider & by background characteristics – Access & Usage of ICT services survey, Malawi 2014

	Favourite Pay TV Provider			
	Total	DSTV	GOTV	ZUKU
	%	%	%	%
Malawi	100.0	94.7	4.3	0.9
Place of residence				
Urban	100.0	90.9	8.3	0.8
Rural	100.0	97.2	1.8	1.0
Region				
Northern Region	100.0	97.9	0.3	1.9
Northern Region Urban	100.0	98.9	0.0	1.1
Northern Region Rural	100.0	97.6	0.3	2.1
Central Region	100.0	96.4	3.0	0.6
Central Region Urban	100.0	93.2	6.2	0.6
Central Region Rural	100.0	98.7	0.7	0.7
Southern Region	100.0	92.1	7.0	0.8
Southern Region Urban	100.0	87.3	11.8	1.0
Southern Region Rural	100.0	95.8	3.5	0.7
Sex				
Male	100.0	94.2	4.6	1.2
Female	100.0	95.1	4.1	0.8
Age Group				
Up to 24	100.0	95.8	3.0	1.3
25-34	100.0	95.2	4.8	0.0
35-49	100.0	95.7	3.6	0.8
50-59	100.0	93.5	5.1	1.4
60+	100.0	91.3	8.7	0.0
Education Level				
None	100.0	96.3	2.4	1.3
Primary education or lower	100.0	94.7	4.6	0.7
Lower secondary education	100.0	96.4	2.9	0.7
Upper secondary or post secondary non tertiary	100.0	90.3	7.5	2.2
Tertiary and post tertiary education	100.0	83.9	16.1	0.0

6.3 Public & Private Television broadcasting Services

In terms of reach-out of television stations, the results showed that about 87 percent of individuals reported MBC TV as the station that they view seconded by Luntha and Times TV at 32 and 31 percent respectively. Luso TV (20 percent) and AFJ TV (11 percent) come fourth and fifth respectively. For all major TV stations, the proportion of individuals that tune to these stations was higher among those with higher education compared with those with lower education. (Refer Table 6.3).

Table 6-3: Reach out of Public & Private Television stations by background characteristics, Access and usage of ICT services survey, Malawi 2014

	MBC TV	Luntha TV	Times TV	Luso TV	AFJ TV	JOY TV	Timveni TV	SDA TV	ABC TV
	%	%	%	%	%	%	%	%	%
Malawi	86.9	32.2	31.1	19.7	10.9	3.2	1.3	0.4	0.2
Place of residence									
Urban	96.0	42.6	55.9	36.5	21.3	5.3	2.4	0.5	0.5
Rural	77.7	21.8	6.3	2.9	0.5	1.1	0.2	0.3	0.0
Region									
Northern Region	73.9	0.0	4.7	0.4	0.0	0.4	0.0	0.0	0.0
Northern Region Rural	66.7	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0
Northern Region Urban	95.0	0.0	18.3	1.7	0.0	0.0	0.0	0.0	0.0
Central Region	87.9	28.2	34.6	42.0	0.0	0.0	1.0	0.2	0.6
Central Region Rural	77.9	16.7	1.5	6.9	0.0	0.0	0.0	0.0	0.0
Central Region Urban	95.0	36.5	58.5	67.4	0.0	0.0	1.8	0.4	1.1
Southern Region	91.2	48.3	38.7	9.1	24.2	6.9	2.0	0.7	0.0
Southern Region Rural	84.5	39.4	13.7	1.8	1.1	2.2	0.4	0.7	0.0
Southern Region Urban	97.1	56.2	60.6	15.6	44.4	11.1	3.5	0.6	0.0
Sex of household head									
Male	88.6	33.1	31.1	20.4	10.5	3.6	1.4	0.5	0.2
Female	79.7	28.5	30.9	17.1	12.6	1.6	0.8	0.0	0.4
Household size (number of members)									
1 person	77.1	35.4	33.3	16.7	16.7	8.3	0.0	0.0	0.0
2-3 persons	88.9	35.3	33.3	22.2	11.1	2.8	0.8	0.0	0.4
4-5 persons	87.3	31.8	33.7	19.3	10.0	2.1	1.9	0.4	0.4
6 or more persons	86.4	30.9	27.5	19.2	11.1	4.0	1.1	0.6	0.0
Household composition									
Household with children under 15	86.6	31.6	29.6	19.6	10.6	3.3	1.5	0.5	0.2
Household without under 15 children	88.0	34.9	37.3	20.5	12.0	2.8	0.4	0.0	0.4
Age of household head									
Up to 24	79.2	24.5	37.7	15.1	18.9	1.9	0.0	0.0	0.0
25-34	86.5	35.3	32.7	19.7	14.7	4.7	2.1	0.2	0.0
35-49	87.5	31.8	30.1	20.2	8.3	2.9	1.3	0.6	0.4
50-59	87.8	31.5	29.0	19.7	8.8	1.7	0.4	0.4	0.4
60+	90.3	27.9	30.9	20.0	9.1	1.8	0.0	0.0	0.0
Education of household head									
None	77.5	24.0	19.0	12.8	6.2	1.9	0.4	0.0	0.0
Primary education or lower	81.9	29.3	25.0	18.1	9.5	4.3	1.7	0.0	0.0
Lower secondary education	86.2	35.9	29.8	16.0	11.0	3.3	0.6	0.0	0.0
Upper secondary or post secondary non tertiary	89.4	34.2	35.2	20.0	12.0	2.3	1.2	0.9	0.2
Tertiary and post tertiary education	95.8	35.9	40.1	32.8	14.6	6.8	3.1	0.0	1.0
Electricity									
Household with electricity	89.2	33.0	35.2	21.5	12.4	3.0	1.4	0.3	0.2
Household without electricity	78.9	29.6	17.0	13.6	5.8	3.7	1.0	0.7	0.3

6.3.1 Favourite Public & Private Television Stations

Regarding viewership, the survey sought from viewers about their favourite TV stations and programmes. Table 6.3 shows that among the public and private television stations, MBC was reported as the favourite TV station at 84 percent followed by Luntha TV and Times TV at 8 percent and 6 percent respectively.

Figure 6-2: Proportion of individuals that watch TV by their favourite public & Private TV station & by background characteristics – Access & Usage of ICT services survey, Malawi 2014

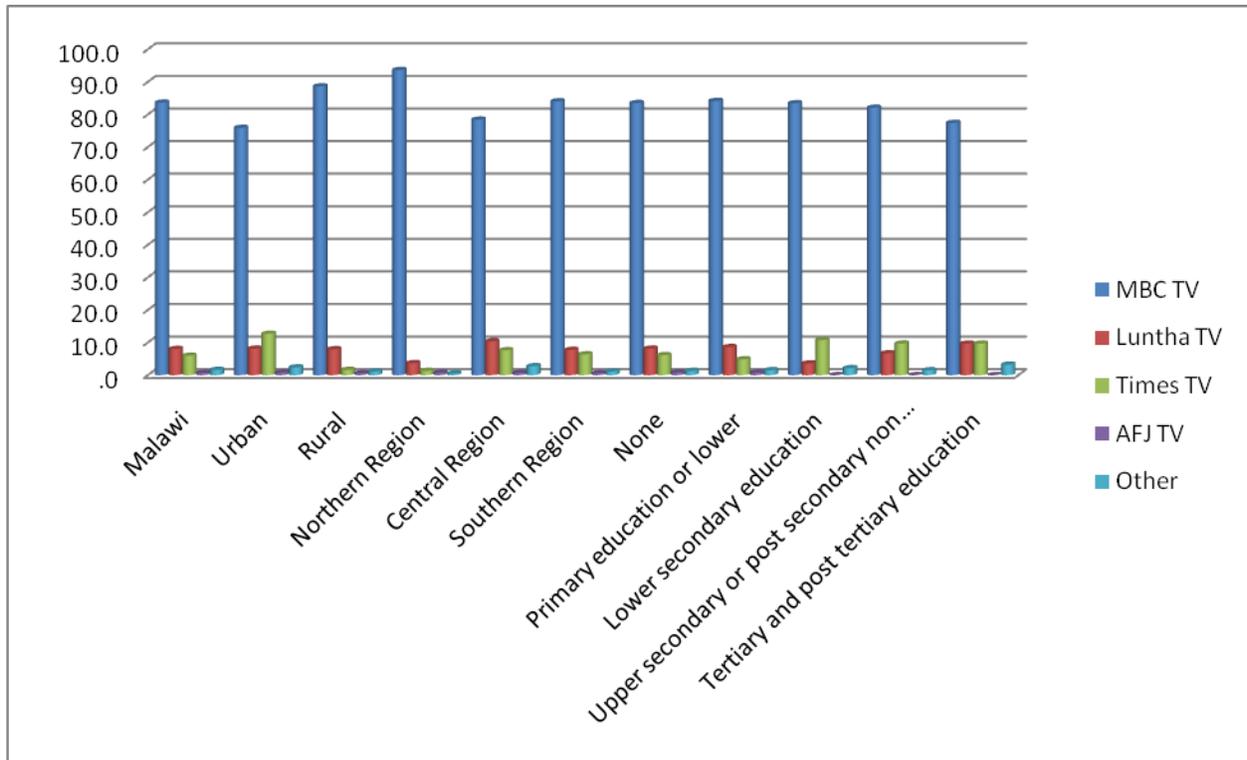


Table 6-3: Proportion of individuals that watch TV by their favourite public & Private TV station & by background characteristics – Access & Usage of ICT services survey, Malawi 2014

	Favourite Public & Private Television Station					
	Total	MBC TV	LUNTHA TV	TIMES TV	AFJTV	OTHER
	%	%	%	%	%	%
Malawi	100.0	83.6	8.0	6.0	.7	1.6
Place of residence						
Urban	100.0	75.9	8.2	12.7	.8	2.4
Rural	100.0	88.6	8.0	1.6	.6	1.2
Region						
Northern Region	100.0	93.7	3.7	1.3	.8	.5
Northern Region Urban	100.0	89.8	4.5	1.1	2.3	2.3
Northern Region Rural	100.0	94.8	3.4	1.4	.3	.0
Central Region	100.0	78.4	10.4	7.7	.8	2.8
Central Region Urban	100.0	70.1	10.7	16.0	.0	3.3
Central Region Rural	100.0	84.5	10.2	1.5	1.3	2.4
Southern Region	100.0	84.1	7.8	6.4	.6	1.2
Southern Region Rural	100.0	88.8	8.4	1.8	.2	.7
Southern Region Urban	100.0	77.7	6.9	12.5	1.2	1.7
Sex						
Male	100.0	81.8	9.1	7.0	.7	1.4
Female	100.0	85.1	7.2	5.2	.7	1.8
Age Group						
Up to 24	100.0	83.1	1.2	15.3	0.4	0
25-34	100.0	83.8	1.7	5.7	0.9	7.9
35-49	100.0	83.7	9.4	4.2	1	1.7
50-59	100.0	81.2	10.4	8.1	0.3	0
60 +	100.0	87	8.7	4.3	0	0
Education level						
None	100.0	83.5	8.1	6.2	.9	1.3
Primary education or lower	100.0	84.1	8.6	4.9	.8	1.5
Lower secondary education	100.0	83.5	3.6	10.8	.0	2.2
Upper secondary or post secondary non tertiary	100.0	82.1	6.7	9.7	.0	1.5
Tertiary and post tertiary education	100.0	77.4	9.7	9.7	.0	3.2

6.4 Public & Private Television viewership

Table 6.4 shows that 18 percent of individuals in Malawi watched TV. Most of these were in urban areas at 58 percent as compared to 12 percent in rural areas. Northern region had the highest proportion of individuals that watch TV at 24 percent followed by Southern region at 18 percent while central had 16 percent.

Taking into consideration the respondent's level of education, the survey revealed that the proportion of individuals that watch TV was higher among those with tertiary and post tertiary education (80 percent) than those with primary and lower education (19 percent).

Table 6-4: Proportion of individuals who watch TV by television station they like watching and background characteristics, Access and usage of ICT services survey, 2014

	Proportion of individuals who watch TV	MBC TV	TIMES TV	LUSO TV	LUNTHA TV	JOY TV	TIMVENI TV	AFJ TV	CAN TV	SDA TV	ABC TV
	%	%	%	%	%	%	%	%	%	%	%
Malawi	17.7	84.1	23.5	15.4	10.1	2.4	0.8	0.5	0.5	0.3	0.1
Place of residence											
Urban	58.4	84.5	52.3	35.4	10.6	4.9	2.0	1.1	1.2	0.5	0.4
Rural	12.2	83.8	4.9	2.5	9.7	0.9	0.1	0.2	0.0	0.2	0.0
Region											
Northern Region	24.1	88.6	4.5	0.5	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Northern Region Rural	20.0	88.3	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Northern Region Urban	73.3	89.8	18.2	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Central Region	15.9	83.8	23.8	33.1	6.9	0.1	0.6	0.0	0.9	0.1	0.4
Central Region Rural	10.4	82.1	1.5	5.9	5.7	0.2	0.0	0.0	0.0	0.0	0.0
Central Region Urban	55.1	86.1	54.1	70.1	8.6	0.0	1.5	0.0	2.1	0.3	0.9
Southern Region	17.6	82.6	30.7	6.4	16.7	5.2	1.4	1.2	0.3	0.5	0.0
Southern Region Rural	11.6	82.9	10.3	0.9	18.3	1.7	0.2	0.4	0.0	0.4	0.0
Southern Region Urban	58.8	82.1	58.1	13.7	14.5	10.0	2.9	2.2	0.7	0.7	0.0
Sex											
Male	18.3	81.3	25.4	16.0	10.3	3.1	0.6	0.4	0.2	0.2	0.1
Female	17.3	86.3	22.0	14.9	9.9	1.9	1.0	0.6	0.7	0.3	0.2
Age group											
Up to 24	17.7	81.2	22.2	14.9	6.5	1.8	1.4	0	0.7	0.2	0.3
25-34	25.0	80.7	35.3	22.9	9.7	3.7	2.6	0.4	0.0	0.4	0.0
35-49	14.1	53.5	20.1	9.7	9.3	0.0	0.0	2.0	0.0	0.0	0.0
50-59	13.0	85.0	21.6	10.0	3.9	0.0	0.0	0.0	0.0	0.0	0.0
60+	5.3	84.4	20.0	1.8	1.8	0.0	0.0	0.0	0.0	0.0	0.0
Educational level											
None	11.5	82.0	15.8	9.9	12.3	1.8	0.2	0.9	0.0	0.2	0.0
Primary education or lower	18.8	85.4	23.4	15.6	9.9	2.4	0.9	0.5	0.7	0.3	0.1
Lower secondary education	36.1	85.6	36.0	20.1	5.0	2.9	1.4	0.0	0.0	0.0	0.0
Upper secondary or post secondary non tertiary	50.8	79.9	35.1	24.6	9.0	1.5	2.2	0.0	0.7	0.7	0.7
Tertiary and post tertiary education	79.5	67.7	41.9	29.0	9.7	16.1	0.0	0.0	0.0	0.0	0.0

6.5 Main Place of television viewing

Table 6.5 shows that slightly over half of individuals said they watch TV at home (54 percent) followed by those watching at friend's, relative or neighbour's home (35 percent). In urban areas, 77 percent watch their TVs at home compared to 39 percent in rural areas. A good proportion of viewers in rural areas, watch TV at a friend, relative or neighbour's homes (43 percent) seconded by those that watch at public home (39 percent).

Table 6-5: Distribution of main places for watching television by background characteristics - Access and usage of ICT services survey, 2014

	Place for watching Television					
	Total	At home	At friend, relative or neighbor's home	Public places	TV Club	Other
	%	%	%	%	%	%
Malawi	100	54.0	34.6	9.1	1.4	0.9
Place of residence						
Urban	100	77.0	21.0	1.2	0.6	0.2
Rural	100	39.3	43.4	14.2	1.9	1.3
Region						
Northern Region	100	40.7	49.5	6.3	2.4	1.1
Northern Region Rural	100	34.1	53.8	8.3	2.8	1.0
Northern Region Urban	100	62.5	35.2	0.0	1.1	1.1
Central Region	100	54.7	34.0	8.2	2.3	0.9
Central Region Rural	100	37.0	45.3	13.1	3.3	1.3
Central Region Urban	100	78.7	18.6	1.5	0.9	0.3
Southern Region	100	58.8	29.2	11.0	0.2	0.8
Southern Region Rural	100	43.9	36.1	18.3	0.2	1.5
Southern Region Urban	100	78.7	19.9	1.2	0.2	0.0
Sex						
Male	100	56.0	32.0	9.5	1.6	0.9
Female	100	52.5	36.6	8.8	1.2	0.9
Age group						
Up to 24	100	52.3	35.2	9.6	1.9	1.0
25-34	100	56.6	33.6	8.0	1.2	0.7
35-49	100	62.9	27.9	6.9	1.4	0.8
50-59	100	61.6	28.9	7.7	1.5	0.3
60+	100	47.6	36.7	11.2	2.1	2.4
Educational level						
None	100	41.1	40.7	14.7	2.2	1.3
Primary education or lower	100	54.6	34.9	8.5	1.1	0.9
Lower secondary education	100	64.7	30.9	4.3	0.0	0.0
Upper secondary or post secondary non tertiary	100	75.4	20.1	1.5	2.2	0.7
Tertiary and post tertiary education	100	87.1	9.7	3.2	0.0	0.0

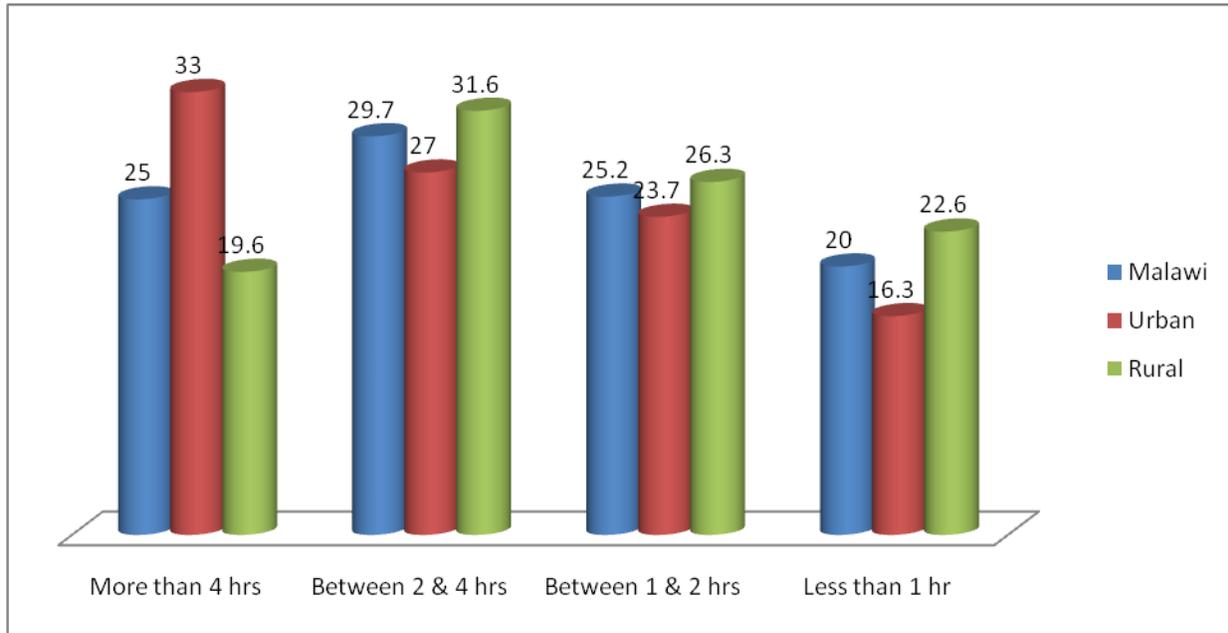
6.6 Times and Hours of watching Television per day

Another way of measuring usage of Television is to look at the times and hours that individuals spend watching television programmes. Individuals were asked to indicate the place where they mainly watch television and times of the day they normally watch TV.

Figure 6.3 shows that the largest proportion of individuals in Malawi watched TV between 2 and 4 hours per day (30 percent) while in urban areas, the largest proportion watched TV for more than 4 hours per day (33 percent). It can also be noted in Figure 6.3 that Northern region had the highest proportion of

individuals that had less hours watching TV (29 percent). In both central and southern regions, most viewers watched their TVs between 2 and 4 hours per day at 32 percent and 29 percent respectively.

Figure 6-3: Distribution of hours of the day individuals like watching TV by background characteristics – Access & Usage of ICT Survey, Malawi 2014

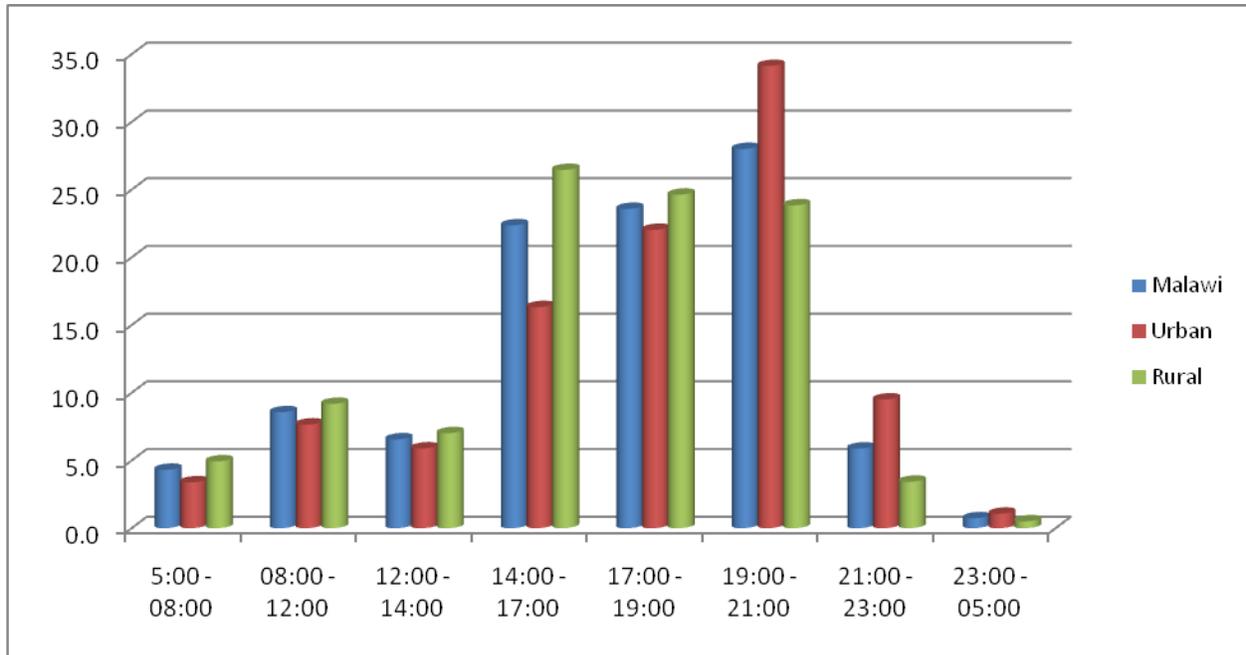


The survey revealed as reported in Figure 6.4 that a good proportion of viewers in Malawi were watching their TVs in the afternoons and evenings especially from 14:00-21:00 hours. In urban areas, the proportion of viewers was highest between 19:00-21:00 hours (34 percent) while in rural areas it was between 14:00-17:00 hours (27 percent).

Figure 6.3 shows that in Northern region, the proportion of viewers was highest between 17:00-19:00 hours while in central and southern region was between 19:00-21:00 hours.

Those with higher level of education liked watching TV mostly at night from around 17:00-23:00 hours (refer Table 5.1, appendix)

Figure 6-4: Distribution of times of the day individuals like watching television by background characteristics – Access & usage of ICT survey, Malawi 2014



6.7 Digital Migration and Perceptions on TV content.

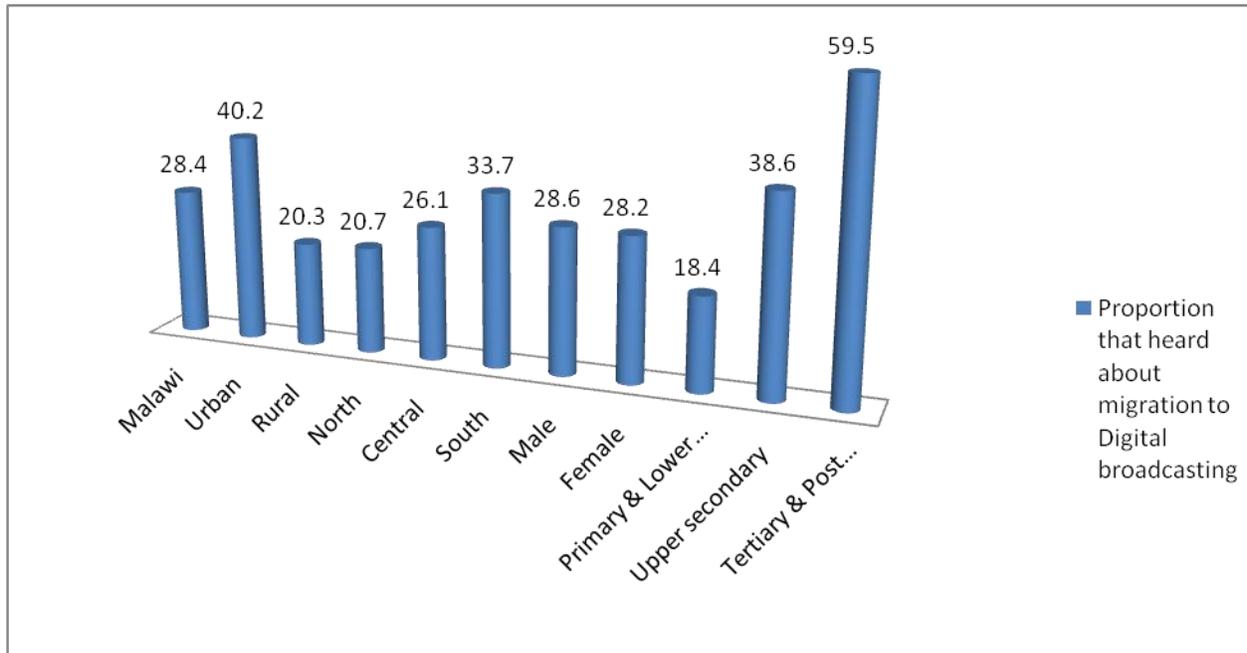
Digital migration is the transition process from analogue to digital technology in terms of broadcasting services using digital compliant platforms as opposed to the current analogue setup. In digital migration, consumers are expected to buy setup boxes to decode the digital signal.

6.7.1 Digital Migration

In this survey, individuals were asked whether they had heard about the movement from analogue to digital broadcasting of television services or programmes and also their perceptions on the television content

Figure 6.5 shows that 28 percent of individuals in Malawi had heard about digital migration from analogue to digital broadcasting of television. Majority of these were in Urban areas (40 percent) compared to only 20 percent in rural areas. Southern region had the highest proportion at 34 percent followed by central region at 26 percent. It should be noted also that more of those with higher level of education (60 percent) had heard about digital migration compared to only 18 percent with primary or lower education.

Figure 6-5: Proportion of individuals that heard about Digital migration from analogue to Digital broadcasting by background characteristics – Access and Usage of ICT Survey, Malawi 2014

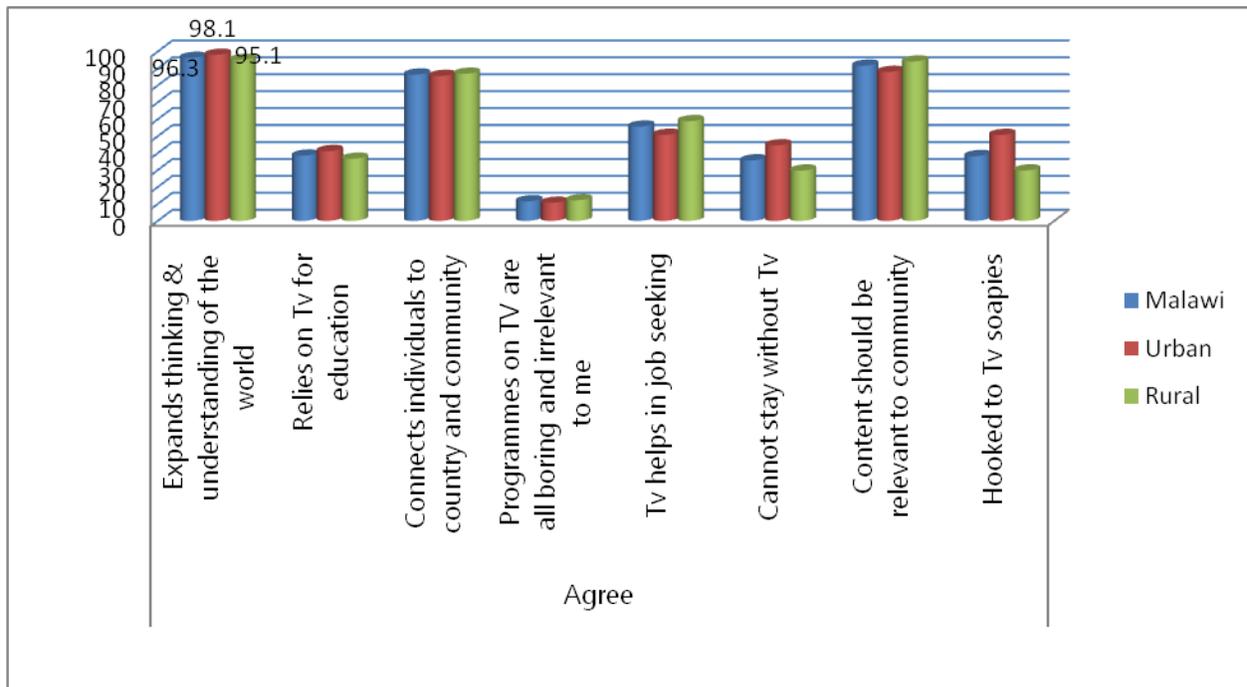


6.7.2 Perception on Television content

The Figure 6.6 below shows that 96 percent of individuals interviewed, in Malawi, asserted that television programs expand their thinking and understanding of the world. Again the larger proportion was from urban areas at 98 percent compared to 95 percent from rural areas. This is seconded by those that felt that TV content should be relevant to community, majority of which were reported in rural areas (94 percent). A good proportion of individuals especially in rural areas asserted to the fact that TV connects individuals to country and community (87 percent).

However, majority of people did not agree to the notion that current TV contents are boring and irrelevant to them.

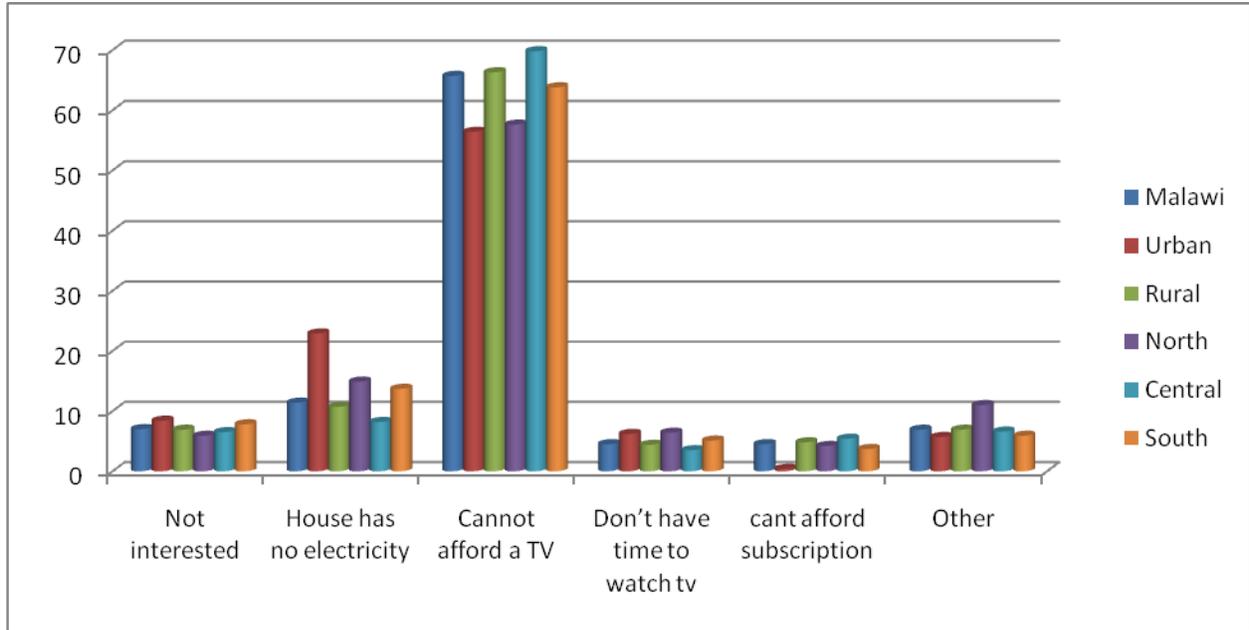
Figure 6-6: Individuals’ perceptions on television content by background characteristics – Access and usage of ICT services Survey, Malawi 2014.



6.4 Reasons for not watching television

As discussed earlier on in Table 6.4, only 18 percent of individuals in Malawi reported that they watch television. This means over three quarters (82 percent) did not. Individuals were asked to state the reasons for not watching television. Figure 6.7 shows that the majority of these did not watch TV because they could not afford a TV set (66 percent) seconded by those that indicated that their houses did not have electricity (11 percent) and those that were not interested in TV (7 percent).

Figure 6-7: Reason for not watching television by background characteristics – Access & usage of ICT Survey, Malawi 2014



CHAPTER 7. ACCESS TO AND USAGE OF COMPUTER DEVICES

7.0 Introduction

This chapter presents findings from the survey on the access to and usage of computer devices both at household and individual levels.

A computer is an electronic device that is capable of receiving, storing, and retrieving data and is capable of processing the data according to predetermined instructions. Such a device may be an office device in the case of a desk top or portable device in the case of a laptop. The proliferation of computers and the internet has changed the way of doing business as well as shaping the social life. It has brought about tremendous revolution in every aspect of life. Their applications are increasing in various fields and they are expected to do services not yet imagined by man.

Despite the increase in the usage of computers in Malawi, the rate of growth still remains low, even below the level for Africa. In 2009, International Telecommunication Union (ITU) reported low computer usage in Malawi, at a level of 2.2 %.(Information Society, 2009). This low usage is promoted by the low literacy levels and low income levels among the Malawi population. The high cost of computer devices has further compounded scenario. This low rate of increase inspired Malawi Government and some of its agents to initiate efforts to facilitate usage of computers. Such efforts include the Telecentre Project that was initiated by Malawi Communications Regulatory Authority (MACRA) and various computer donations that have been made to education institutions. However effect of such efforts need to be measured to verify if the efforts are bearing fruit on the ground and to further determine the areas that need more strategic interventions.

This survey was conducted to gather more recent data which can be the basis for future interventions. In order to gather data that is more relevant, the market was segmented with the aim of identifying computer user groups that are easily accessible, differentiable, substantial and actionable. The segmentation was done according to place, usage, and device mix so that identifiable issues are addressed precisely with the appropriate strategic interventions.

For the purpose of this survey the following are defined:

1. Desktop: A computer device that is installed in single place for regular use and requires mains power.
2. Laptop: A portable computer device that can be used in different environment and is battery powered.
3. Internet: An interconnection of a global network of computers using a standardized protocol.
4. Internet Café: A place which provides internet access to the public usually at a fee.
5. Browsing: The searching for information on the internet.
6. Programming: The designing of computer instructions that enable the computer to carry out a set of tasks.
7. Remixing: The altering of a piece of media by adding, removing or changing some items.
8. Online: Connected to the internet in real time.

7.1 Households with Computer

The survey looked at the proportion of households with computers by background characteristics as depicted in Table 7.1 below. Results from the survey show that nationally, there are very few households that own computers in Malawi. Three percent of households own laptop computers while slightly over 1 percent own desktop computers and one percent own both desktop and laptop computers.

It is observed that more households in urban areas own computers than in rural areas. About 16 percent of the urban households have a laptop computer while desktop computers are owned by about 8 percent of the urban households and 6 percent have both laptop and desktop computers. Ownership of desktop or laptop computers for the rural households is at almost 1 percent for each while less than one percent have both desktop and laptop computers.

The difference is minimal across regions with 3 percent each for the southern and central regions' households owning laptop computers and 2 percent for the northern region. Almost 2 percent of households in the southern region own desktop computers while for the central and northern regions, this is at about 1 percent each. Ownership of both desktop and laptop computers in each of the regions is at 1 percent.

The survey reveals that more male headed households own computers compared to female headed households. About 3 percent of the male headed households own a laptop computer; almost 2 percent own desk top computers and about 1 percent own both a laptop and desktop computer. For female headed households, about 2 percent of the households own a laptop computer.

Majority of households whose heads have higher educational qualification own computers compared those whose heads have lower educational qualification. This is evidenced by results from the survey which show that 66 percent of households whose heads have tertiary and post tertiary education own a laptop computer, 33 percent own a desktop computer and 30 percent own both a laptop and desktop computer. Those households whose heads have no education, primary and lower secondary education had less than 1 percent ownership of any of the three categories.

A higher proportion of households which have electricity own computers than those without electricity. About 15 percent of households which have electricity own a laptop computer, about 8 percent own a desktop computer and almost 6 percent own both a desktop and a laptop computer. For households without electricity, the proportion of households for any of the three categories is at less than 1 percent.

Table 7-1: Proportion of households with a computer device by background characteristics, Access and Usage of ICT services survey, Malawi 2014.

	Proportion of households with a desktop computer	Proportion of households with a laptop computer	Proportion of households with both desktop and laptop computers
Malawi	1.4	2.6	1.0
Place of residence			
Urban	8.2	16.1	6.2
Rural	0.5	0.8	0.2
Region			
Northern Region	1.2	2.1	0.8
Northern Region Rural	0.6	1.5	0.4
Northern Region Urban	8.3	10.0	5.0
Central Region	1.1	2.6	0.8
Central Region Rural	0.3	0.6	0.1
Central Region Urban	7.1	17.1	5.5
Southern Region	1.6	2.7	1.2
Southern Region Rural	0.6	0.7	0.3
Southern Region Urban	9.1	16.3	7.1
Sex of household head			
Male	1.7	2.9	1.2
Female	0.6	1.8	0.4
Age of household head			
Up to 24	0.3	0.8	0.3
25-34	1.4	2.9	0.9
35-49	1.9	2.9	1.2
50-59	1.7	4.0	1.4
60+	0.8	1.6	0.5
Household size			
1 person	0.6	3.3	0.5
2-3 persons	1.2	2.2	0.8
4-5 persons	1.4	2.5	1.0
6 or more persons	1.6	2.9	1.1
Mean household size			
Average household size	5.2	5.0	5.2
Education of household head			
None	0.1	0.1	0.0
Primary education or lower	0.8	0.9	0.3
Lower secondary education	0.6	0.6	0.2
Upper and post-secondary school	3.7	7.6	2.4
Tertiary and post tertiary education	33.0	66.1	30.0
Household composition			
Household with children under 15	1.2	2.1	0.8
Household without under 15 children	0.1	5.0	1.8
Electricity			
Household with electricity	8.3	15.9	5.9
Household without electricity	0.2	0.4	0.1

7.2 Computer usage and places where computers are used

Computer usage in Malawi is still low as shown in Table 7.2 below. Only 4 percent of the Malawi population uses computers. Most people use computers in their homes (36 percent), 33 percent use them at their work places and 12 percent use computers at school/university. The least visited place for computer usage is the internet café at about 2 percent.

According to the survey, 19 percent of urban households use computers. Forty one percent of these individuals use computers in their homes, followed by 39 percent who use their work place to access computers while in rural areas, use of computers in homes is at 31 percent and at work is at 26 percent.

Analysis across regions shows that 38 percent of individuals in the northern as well as central region use computers in their homes while the southern region has at 34 percent. The work place is the second most used place for all the three regions with 37 percent for the central region, 32 percent for the southern region and the northern region is at 28 percent. The libraries seem not to be used as much.

As regards sex of the household head, the disparity is very minimal as about 4 percent of individuals from each category use a computer device. Thirty nine percent of individuals from male headed households and 34 percent from female headed households use computers in their homes while 32 percent of male headed and 34 percent of female headed individuals use computers at their place of work. The library comes out to be the least used place for computer.

In terms of educational level of the household head, 74 percent of individuals belonging to households whose head has tertiary and post tertiary education have access to a computer device, followed by those with upper secondary or post-secondary at 31 percent. Sixty two percent of those individuals whose household heads have tertiary and post tertiary education use computer devices at their work place while 28 percent use them at home.

Table 7-2: Proportion of individuals who use a computer device by place and background characteristics, Access and Usage of ICT Services Survey, Malawi 2014

	Proportion that uses computer	Place						
		Work	School, University	Library	At home	Internet cafe	At a friend's place	Other
Malawi	4.1	33.1	11.9	1.6	36.0	8.5	6.8	2.2
Place of residence								
Urban	19.2	38.7	9.5	0.7	40.5	4.0	5.5	1.1
Rural	2.1	26.0	14.8	2.7	30.5	13.9	8.5	3.6
Region								
Northern Region	5.2	28.0	7.3	3.7	37.8	13.4	8.5	1.2
Northern Region Rural	3.9	33.3	7.0	3.5	29.8	17.5	7.0	1.8
Northern Region Urban	20.8	16.0	8.0	4.0	56.0	4.0	12.0	0.0
Central Region	3.8	36.6	8.4	0.5	38.2	9.9	4.2	2.1
Central Region Rural	1.8	22.8	11.4	1.3	31.6	21.5	7.6	3.8
Central Region Urban	18.3	46.4	6.3	0.0	42.9	1.8	1.8	0.9
Southern Region	4.1	31.7	16.5	1.8	33.5	5.4	8.5	2.7
Southern Region Rural	1.8	24.1	23.0	3.4	29.9	4.6	10.3	4.6
Southern Region Urban	19.7	36.5	12.4	0.7	35.8	5.8	7.3	1.5
Sex								
Male	4.5	32.0	12.1	0.9	38.5	7.4	6.9	2.2
Female	3.9	33.8	11.7	2.3	33.8	9.4	6.8	2.3
Age group								
Up to 24	3.6	30.5	14.4	2.5	33.9	8.5	9.3	0.8
25-34	4.6	33.4	11.8	1.4	36.2	8.4	5.9	2.8
35-49	4.8	37.5	0.0	0.0	37.5	12.5	12.5	0.0
50-59	4.7	50.0	0.0	0.0	40.0	0.0	10.0	0.0
60+	2.2	20.0	0.0	0.0	60.0	20.0	0.0	0.0
Educational level								
Primary education	4.8	30.3	12.7	1.7	35.0	9.5	7.8	2.9
Lower secondary education	10.4	32.5	12.5	5.0	37.5	5.0	7.5	0.0
Upper and post-secondary	31.1	34.1	8.5	0.0	42.7	8.5	4.9	1.2
Tertiary and post tertiary	74.4	62.1	103	0.0	27.6	0.0	0.0	0.0

7.3 Computer ownership and use

Results from the survey show that among the population that use computers in Malawi, 26 percent of those people do own the computers. This is depicted in Table 7.3 below. Urban areas have more people using computers compared to rural areas. Thirty six percent of those people using computers in urban areas do own the computers while in rural areas; the proportion is at 14 percent.

For the central region, 27 percent of its population owns the computers that they use, while for the southern region, this is at 26 percent and the northern region is at 23 percent.

As regards sex of the household head, 27 percent of individuals coming from female headed households own computers while for male headed households, this is at 25 percent.

Analysis by educational qualification of the household head shows that 93 percent of those individuals coming from households whose heads have tertiary education own the computers that they use and those from households whose heads have upper or post-secondary education come second at 60 percent.

Computer devices have various uses and among the uses highlighted in the table, writing and editing of documents is very distinct across all the background characteristics. Overall 71 percent of the people interviewed indicated that they use their computers for writing and editing documents while less than 1 percent uses computers for programming.

Across regions, southern region's 78 percent of those who own computers use them for writing and editing documents, in the central region this is at 67 percent and 60 percent for the northern region.

Looking at education of the head of the household, 85 percent of individuals coming from households whose heads have tertiary and post tertiary education use their computers for writing and editing documents while for those from households whose heads have upper or post-secondary education, their proportion is at 69 percent.

Table 7-3: Proportion of individuals who own a computer device among computer users and use of the device by background characteristics, Access and Usage of ICT Service Survey, Malawi 2014

	Use for computer							
	Proportion that owns a computer	Writing & editing documents	Calculations using spreadsheets	Browsing the internet	Programming	Remixing content found online	Playing games	Other
Malawi	26.2	71.2	5.3	12.1	0.8	5.3	1.5	3.8
Place of residence								
Urban	36.1	72.3	5.0	12.9	0.0	4.0	2.0	4.0
Rural	13.9	67.7	6.5	9.7	3.2	9.7	0.0	3.2
Region								
Northern Region	23.2	60.0	10.0	10.0	5.0	10.0	0.0	5.0
Northern Region Rural	19.3	54.5	18.2	9.1	9.1	9.1	0.0	0.0
Northern Region Urban	32.0	66.7	0.0	11.1	0.0	11.1	0.0	11.1
Central Region	27.2	67.3	7.7	11.5	0.0	5.8	3.8	3.8
Central Region Rural	6.3	60.0	0.0	20.0	0.0	20.0	0.0	0.0
Central Region Urban	42.0	68.1	8.5	10.6	0.0	4.3	4.3	4.3
Southern Region	26.3	78.3	1.7	13.3	0.0	3.3	0.0	3.3
Southern Region Rural	17.2	80.0	0.0	6.7	0.0	6.7	0.0	6.7
Southern Region Urban	32.1	77.8	2.2	15.6	0.0	2.2	0.0	2.2
Sex								
Male	25.1	78.0	5.1	10.2	1.7	1.7	1.7	1.7
Female	27.1	65.8	5.5	13.7	0.0	8.2	1.4	5.5
Age group								
Up to 24	34.7	65.3	68.3	2.4	22.0	0.0	4.9	0.0
25-34	21.6	78.4	71.8	6.4	6.4	1.3	6.4	2.6
35-49	50.0	50.0	75.0	0.0	25.0	0.0	0.0	0.0
50-59	50.0	50.0	83.3	16.7	0.0	0.0	0.0	0.0
60+	60.0	40.0	66.7	0.0	33.3	0.0	0.0	0.0
Education level								
Primary education	9.5	65.7	2.9	5.7	2.9	11.4	5.7	5.7
Lower secondary education	52.5	66.7	0.0	19.0	0.0	4.8	0.0	9.5
Upper or post-secondary	59.8	69.4	8.2	18.4	0.0	4.1	0.0	0.0
Tertiary and post tertiary	93.1	85.2	7.4	3.7	0.0	0.0	0.0	3.7

7.4 Desire to own a computer and amount of money willing to pay for the computer

Findings from the survey show that 92 percent of individuals in Malawi would like to own a computer and 59 percent of these people indicated that they could afford to pay between MK51,000 and K100,000 for the computer while less than 1 percent indicated that they could pay over MK350,000 for the computer.

In terms of place of residence, 95 percent of individuals from urban areas would like to own a computer and out of these 67 percent could afford to pay between MK51,000 and MK100,000 for the computer. As for the rural areas, 89 percent would like to own a computer, out of which 52 percent can afford to pay between MK51,000 and MK100,000.

Regional results show that the central region has the highest proportion of people who would like to own a computer at 94 percent, followed by the northern region at 92 percent and 90 percent for the southern region. For all the three regions, the highest proportion of people can afford to pay between MK51,000 and MK100,000 for the computer (61 percent for southern region, 60 percent for northern region and 58 percent for central region).

Results by sex of household head shows that in terms of proportion of individuals who would like to own a computer, there is no difference because they are both at 92 percent. Even for the range of price that individuals can afford to pay for the computer, the MK51,000 to MK100,000 is the dominant one for both (60 percent of individuals from female headed households and 59 percent of individuals from male headed households).

As regards educational level of the head of the household, the tertiary, post tertiary and the upper secondary categories have the highest proportions of individuals who would like to own computers at 100 percent. Almost all Individuals from households whose heads have tertiary and post tertiary education (100 percent) can afford to pay between MK100, 001 and MK350, 000 for a computer. This is different from the other background characteristics und char where the MK51, 000 to MK100, 000 category is dominating.

Table 7-4: Proportion of individuals who would like to own a computer and amount they can afford to for a computer by background characteristics, Access and Usage of ICT Services survey, Malawi 2014

	Proportion of individuals who would like to own a computer	Amount can afford to pay for a computer				
		Less than K20,000	K20,000 to K50,000	K51,000 to K100,000	K100,001 to K350,000	Over K350,000
		%	%	%	%	%
Malawi	91.8	5.4	23.1	59.3	11.7	0.6
Place of residence						
Urban	95.4	1.2	20.7	67.1	10.4	0.6
Rural	88.5	9.4	25.3	51.8	12.9	0.6
Region						
Northern Region	91.9	3.5	12.3	59.6	24.6	0.0
Northern Region Rural	91.3	4.8	14.3	61.9	19.0	0.0
Northern Region Urban	93.8	0.0	6.7	53.3	40.0	0.0
Central Region	93.5	7.7	23.8	57.7	10.0	0.8
Central Region Rural	89.2	12.1	30.3	45.5	12.1	0.0
Central Region Urban	98.5	3.1	17.2	70.3	7.8	1.6
Southern Region	90.2	4.1	26.5	60.5	8.2	0.7
Southern Region Rural	86.1	9.7	27.4	51.6	9.7	1.6
Southern Region Urban	93.5	0.0	25.9	67.1	7.1	0.0
Sex						
Male	91.9	5.7	22.2	58.9	12.7	0.6
Female	91.7	5.1	23.9	59.7	10.8	0.6
Age group						
Up to 24	90.9	2.9	24.3	60.0	12.9	0.0
25-34	92.4	6.3	22.3	60.2	10.5	0.8
35-49	75.0	0.0	33.3	33.3	33.3	0.0
50-59	75.0	0.0	33.3	0.0	66.7	0.0
60+	100.0	0.0	50.0	50.0	0.0	0.0
Educational level						
Primary education or lower	91.3	5.6	22.5	60.6	10.6	0.7
Lower secondary education	84.2	0.0	6.3	62.5	31.3	0.0
Upper secondary or post secondary non tertiary	100.0	6.1	36.4	48.5	9.1	0.0
Tertiary and post tertiary education	100.0	0.0	0.0	0.0	100.0	0.0

CHAPTER 8. ACCESS AND USAGE OF INTERNET BY HOUSEHOLD AND INDIVIDUALS

8.0 Introduction

The survey collected information on the access and usage of the internet by households and individuals. This chapter presents detailed information on type of internet connection, type of internet activity, internet service provider, monthly expenditure for subscription and use of internet, barriers to internet access and use, type of place or device for accessing internet and rating of the internet service providers. These are examined against place of residence, region, sex of household head, age of household head, household size and composition and education level of the household head.

8.1 Households with internet by type of service

The Internet is a worldwide public computer network. It provides access to a number of communication services including the World Wide Web and carries e-mail, news, entertainment and data files, irrespective of the device used (not assumed to be only via a computer – it may also be by mobile telephone, tablet, (Personal Digital Assistant (PDA), games machine, digital TV etc.). Access can be via a fixed or mobile network.

Internet user uptake is a key indicator tracked by policy-makers and analysts as an indication of a country's progress towards becoming an information society. The proportion of Internet users is one of the three ICT-related Millennium Development Goal (MDG) indicators.

The broad types of Internet services identified in the survey are the following:

- Integrated services digital network, a network that provides digital connections between user-network interfaces
- Asymmetric digital subscriber line (ADSL), a technology that converts twisted-pair telephone lines into access paths for multimedia and high speed data communications. This is a technology for bringing high-bandwidth information to homes and small businesses over ordinary copper telephone lines.
- Dongle, a small piece of hardware that attaches to a computer, TV, or other electronic device in order to enable additional functions such as wireless broadband access or use of protected software, or other services.
- Mobile phone connection
- Wireless broadband, a technology that provides high-speed wireless Internet access or computer networking access over a wide area

Table 8.1 shows that almost 7 percent of the households in Malawi had a working internet connection. Of these, 17 percent used a dongle as a type of internet connection. The majority of the households with a working internet connection used a mobile phone to connect to the internet (79 percent).

The survey results further reveal that urban areas had a higher proportion of households with a working internet connection (29 percent) than rural areas (3 percent). Although the majority of households in both urban and rural areas used a mobile phone to connect to the internet, there was a higher proportion in

rural areas (91 percent) than in urban areas (69 percent). In addition, at least one quarter of the households with internet connection in urban areas used a dongle to connect to the internet compared to almost 7 percent of the households in rural areas that used a dongle as a type of connection.

In terms of household composition, among households that have children less than 15 years, 6 percent had a working internet connection and among those that do not have children less than 15 years, 9 percent have a working internet connection. Out of the households with a working internet connection and with children under 15 years, 16 percent used a dongle to connect to the internet and approximately 82 percent use a mobile phone as a type of internet connection. It can also be observed that the higher the education level of the household head, the lower the proportion of using a mobile phone to connect to the internet. The majority of the households without electricity used a mobile phone to connect to the internet (92 percent).

Table 8-1: Internet connection and e-mail address by households and background characteristics

	Proportion of households with internet connection	Type of internet connection				
		MODEM / ISDN	ADSL	DONGLE	USING MOBILE PHONE	WIRELESS BROADBAND
Background Characteristics						
Malawi	6.5	1.8	0.5	17.2	79.3	1.1
Place of residence						
Urban	29.4	1.9	0.5	26.6	69.4	1.7
Rural	3.4	1.6	0.5	6.6	90.7	0.5
Region						
Northern Region	8.5	2.3	0.0	6.8	90.9	0.0
Northern Region Rural	6.7	2.1	0.0	5.2	92.8	0.0
Northern Region Urban	29.2	2.9	0.0	11.4	85.7	0.0
Central Region	6.3	0.9	1.3	16.6	79.0	2.2
Central Region Rural	2.8	0.0	1.6	9.0	89.3	0.0
Central Region Urban	31.8	1.5	1.0	21.3	72.6	3.6
Southern Region	6.1	2.4	0.0	22.0	75.0	0.6
Southern Region Rural	3.1	2.7	0.0	5.5	90.4	1.4
Southern Region Urban	27.4	2.2	0.0	34.9	62.9	0.0
Sex of household head						
Male	7.3	1.9	0.6	17.6	78.5	1.3
Female	4.7	1.2	0.0	16.0	82.2	0.6
Age of household head						
Up to 24	5.5	0.0	0.0	6.3	93.8	0.0
25-34	8.4	1.7	0.3	15.0	82.3	0.7
35-49	6.7	2.4	0.8	18.1	77.8	0.8
50-59	7.5	0.9	0.9	25.9	68.5	3.7
60+	2.8	3.7	0.0	24.1	70.4	1.9
Household composition						
Household with children under 15	5.9	1.2	0.3	15.7	82.4	0.3
Household without under 15 children	9.0	3.3	1.0	21.5	70.8	3.3
Education of household head						
None	1.3	0.0	0.0	0.0	100.0	0.0
Primary education or lower	4.7	0.0	0.0	3.5	96.5	0.0
Lower secondary education	5.3	2.3	0.0	2.3	94.2	1.2
Upper secondary or post- secondary non tertiary	22.3	1.3	0.5	13.1	84.8	0.3
Tertiary and post tertiary education	74.0	4.2	1.2	48.2	42.3	4.2
Electricity						
Household with electricity	28.6	1.6	0.6	23.5	72.6	1.8
Household without electricity	2.7	2.2	0.4	5.8	91.7	0.0

8.2 Internet activity by households

The internet service is used for different purposes. Household members may use the service to send and receive e-mails, social networking, reading and downloading online news and streaming images, movies, music or playing online games.

Table 8.2 shows that over three quarter of the households (77 percent) used the internet to participate in social networks followed by those that use it to send and receive e-mails (12 percent). Among households in urban areas, 12 percent use the internet to send and receive e-mails and 75 percent use it to access social networks.

Across regions, 79 percent of the households in northern region use the internet services to participate social networks and the majority of these are in rural areas (84 percent). In central region, 14 percent of the households use the internet service to send or receive e-mails.

Female headed households have a higher proportion (82 percent) of the use of internet service to access social networks compared to male headed households (76 percent).

Fifteen percent of the households with electricity used the internet to send or receive e-mails compared to 7 percent of the households without electricity who use the internet to send and receive e-mails.

Table 8-2: Type of internet activity by households and background characteristics.

Background Characteristics	Type of activity						
	Total	Sending or receiving e-mail	Participating in social networks	Accessing chat sites, blogs, newsgroups or online discussion	Consulting wikis, online encyclopedias or other websites for learning purposes	Streaming or downloading images, movies, videos or music, playing or downloading games	Reading or downloading online newspapers or magazines, electronic books
	%	%	%	%	%	%	%
Malawi	100	11.7	77.0	3.3	0.4	7.2	0.4
Place of residence							
Urban	100	12.4	74.9	2.6	0.2	9.8	0.0
Rural	100	11.0	79.5	4.1	0.5	4.1	0.8
Region							
Northern Region	100	11.4	78.8	3.0	0.0	6.1	0.8
Northern Region Rural	100	9.3	83.5	2.1	0.0	4.1	1.0
Northern Region Urban	100	17.1	65.7	5.7	0.0	11.4	0.0
Central Region	100	14.1	79.6	2.2	0.3	3.8	0.0
Central Region Rural	100	12.3	79.5	3.3	0.0	4.9	0.0
Central Region Urban	100	15.2	79.7	1.5	0.5	3.0	0.0
Southern Region	100	9.6	73.8	4.5	0.6	10.8	0.6
Southern Region Rural	100	11.0	76.7	6.2	1.4	3.4	1.4
Southern Region Urban	100	8.6	71.5	3.2	0.0	16.7	0.0
Sex of household head							
Male	100	11.6	75.8	3.1	0.5	8.5	0.5
Female	100	12.3	81.6	4.3	0.0	1.8	0.0
Age of household head							
Up to 24	100	3.8	88.8	2.5	1.3	2.5	1.3
25-34	100	9.2	78.8	3.1	0.7	7.8	0.3
35-49	100	13.7	75.0	3.6	0.0	7.3	0.4
50-59	100	18.5	72.2	3.7	0.0	5.6	0.0
60+	100	14.8	68.5	3.7	0.0	13.0	0.0
Household composition							
Household with children under 15	100	10.5	77.0	4.0	0.2	8.0	0.3
Household without under 15 children	100	15.3	77.0	1.4	1.0	4.8	0.5
Education of household head							
None	100	4.4	82.4	7.7	0.0	4.4	1.1
Primary education or lower	100	3.5	75.4	8.8	0.0	10.5	1.8
Lower secondary education	100	4.7	88.4	1.2	0.0	5.8	0.0
Upper secondary or post-secondary non tertiary	100	12.1	80.1	1.8	0.5	5.2	0.3
Tertiary and post tertiary education	100	21.4	61.9	3.6	0.6	12.5	0.0
Electricity							
Household with electricity	100	14.6	74.0	3.0	0.4	7.9	0.2
Household without electricity	100	6.5	82.6	4.0	0.4	5.8	0.7

8.3 Household Internet Connection by internet service provider

There are a number of internet service providers in Malawi such as Malawi Telecommunications limited (MTL), AIRTEL Malawi, Telekoms Networks Malawi (TNM), ACCESS, BURCO and SKYBAND. The survey investigated the internet service providers that households were connected to.

Table 8.3 reveals that 68 percent of the households were connected to the internet by TNM, 24 percent were connected to AIRTEL and 5 percent were connected to MTL. In urban areas, 63 percent of the households are connected by TNM compared to 74 percent of the households in the rural areas that were connected to TNM. Nearly 9 percent of the households in urban areas were connected to MTL while in rural areas almost 2 percent were connected to MTL internet service.

In terms of household composition, 70 percent of the households with children under 15 years were connected to TNM compared to 63 percent of household without children of 15 years of age that were connected to TNM. It can further be noted from Table 8.3 that one quarter of the household heads with no education were connected to AIRTEL compared to the 19 percent of the household heads with tertiary education.

Table 8-3: Households internet connection by internet service provider and background characteristics.

Background Characteristics	Internet service provider						
	Total	AIRTEL	TNM	MTL	ACCESS	BURCO	SKYBAND
	%	%	%	%	%	%	%
Malawi	100	23.6	67.9	5.4	1.4	0.5	1.1
Place of residence							
Urban	100	23.0	62.9	8.6	2.6	0.7	2.2
Rural	100	24.4	73.7	1.6	0.0	0.3	0.0
Region							
Northern Region	100	24.2	72.0	3.8	0.0	0.0	0.0
Northern Region Rural	100	21.6	76.3	2.1	0.0	0.0	0.0
Northern Region Urban	100	31.4	60.0	8.6	0.0	0.0	0.0
Central Region	100	32.9	59.6	4.1	1.3	0.3	1.9
Central Region Rural	100	40.2	58.2	0.8	0.0	0.8	0.0
Central Region Urban	100	28.4	60.4	6.1	2.0	0.0	3.0
Southern Region	100	14.5	74.4	7.2	2.1	0.9	0.9
Southern Region Rural	100	13.0	84.9	2.1	0.0	0.0	0.0
Southern Region Urban	100	15.6	66.1	11.3	3.8	1.6	1.6
Sex							
Male	100	23.9	67.6	5.0	1.6	0.6	1.3
Female	100	22.7	69.3	6.7	0.6	0.0	0.6
Age of household head							
Up to 24	100	21.3	76.3	2.5	0.0	0.0	0.0
25-34	100	25.6	66.9	4.4	2.4	0.3	0.3
35-49	100	27.0	64.9	5.6	0.8	0.8	0.8
50-59	100	15.7	72.2	8.3	0.9	0.9	1.9
60+	100	16.7	66.7	7.4	1.9	0.0	7.4
Household composition							
Household with children under 15	100	23.7	69.7	4.2	1.4	0.7	0.3
Household without under 15 children	100	23.4	63.2	8.6	1.4	0.0	3.3
Education of household head							
None	100	25.3	74.7	0.0	0.0	0.0	0.0
Primary education or lower	100	31.6	63.2	3.5	0.0	0.0	1.8
Lower secondary education	100	30.2	69.8	0.0	0.0	0.0	0.0
Upper secondary or post- secondary non tertiary	100	22.6	71.7	3.9	0.5	0.8	0.5
Tertiary and post tertiary education	100	19.0	56.5	14.9	5.4	0.6	3.6

8.4 Household expenditure on internet service

Households were also required to indicate the monthly amount they spent for the internet service. This expenditure included both subscription and usage of the internet service. Information on the income that households spend on ICT can be compared to expenditure on other services (such as electricity, food, etc.). The indicator provides an indication of the importance of internet service because it shows how much households are prepared to spend on the internet service. At the same time, it can be linked to the price of accessing and using the internet equipment and services and help government identify ways of reducing the cost and increasing the affordability of the internet service.

Table 8.4 indicates that 43 percent of the households in Malawi spent between K1000 to K3000 per month on the internet service and 24 percent of the households spent over K5000. Over half of the households in rural areas spent between K1000 to K3000 per month on internet service. In southern region, 29 percent of the households spent over K5000 per month on the internet service compared to central region (24 percent) and northern region (10 percent).

In households with 2-3 members, 52 percent spent between K1000 to K3000 per month on internet service and in single headed households, 39 percent spent between K1000 to K3000 per month on internet service.

Table 8-4: Monthly expenditure on internet service by households and background characteristics.

Background Characteristics	Expenditure on internet per month					
	Total	Less than K500	K500 to K999	K1000 to K3000	K3001 to K5000	Over K5000
	%	%	%	%	%	%
Malawi	100	7.4	11.2	43.0	14.7	23.6
Place of residence						
Urban	100	2.6	7.2	35.6	18.4	36.1
Rural	100	12.9	15.9	51.5	10.4	9.3
Region						
Northern Region	100	9.8	18.2	47.7	14.4	9.8
Northern Region Rural	100	12.4	21.6	43.3	13.4	9.3
Northern Region Urban	100	2.9	8.6	60.0	17.1	11.4
Central Region	100	5.3	10.3	43.9	16.3	24.1
Central Region Rural	100	10.7	10.7	59.0	8.2	11.5
Central Region Urban	100	2.0	10.2	34.5	21.3	32.0
Southern Region	100	8.4	9.3	40.4	13.3	28.6
Southern Region Rural	100	15.1	16.4	50.7	10.3	7.5
Southern Region Urban	100	3.2	3.8	32.3	15.6	45.2
Sex						
Male	100	6.9	11.5	43.5	14.7	23.4
Female	100	9.2	10.4	41.1	14.7	24.5
Age of household head						
Up to 24	100	8.8	18.8	55.0	3.8	13.8
25-34	100	6.5	10.9	46.1	16.7	19.8
35-49	100	5.6	9.7	40.7	17.7	26.2
50-59	100	11.1	9.3	37.0	12.0	30.6
60+	100	11.1	13.0	31.5	11.1	33.3
Household size (number of members)						
1 person	100	2.3	13.6	38.6	18.2	27.3
2-3 persons	100	6.4	11.9	51.5	10.9	19.3
4-5 persons	100	6.4	10.9	40.4	17.2	25.1
6 or more persons	100	10.0	10.7	40.0	14.4	24.8
Household composition						
Household with children under 15	100	9.2	12.2	42.2	14.6	21.8
Household without under 15 children	100	2.4	8.6	45.5	14.8	28.7
Education of household head						
None	100	17.6	15.4	52.7	6.6	7.7
Primary education or lower	100	12.3	14.0	45.6	8.8	19.3
Lower secondary education	100	11.6	18.6	55.8	7.0	7.0
Upper secondary or post-secondary non tertiary	100	5.2	12.6	46.7	17.8	17.6
Tertiary and post tertiary education	100	3.0	1.2	22.0	17.9	56.0

8.5 Barriers to household internet access

The survey measured the barriers to Internet access for households without Internet access. Barriers (that is, reasons for not having Internet) may include:

- Cannot afford the internet service
- Internet service is not available in the area
- Lack of confidence, knowledge or skills to use the Internet (Do not know how to use it).

Table 8.5 shows that 56 percent of the households in Malawi could not afford the internet service and 31 percent did not know how to use it. Thirty-two percent of the households in rural areas did not know how to use the internet compared to 24 percent of households in urban areas. Almost 10 percent of the households in northern region indicated that the internet service was not available in the area compared to the households in central (4 percent) and southern region (6 percent).

Fifty-eight percent of household heads with no education indicated that they could not afford the internet service compared to 42 percent of the household heads with a tertiary education who mentioned the same barrier.

Table 8-5: Internet access barriers by households and background characteristics, Access and usage of ICT services survey, 2014

	Barriers				
	Total	Cannot afford it	Not available in the area	Do not know how to do it	Other
Background Characteristics	%	%	%	%	%
Malawi	100	55.9	5.7	31.1	7.2
Place of residence					
Urban	100	55.6	5.5	23.7	15.3
Rural	100	56.0	5.7	31.9	6.5
Region					
Northern Region	100	38.7	9.7	47.1	4.5
Northern Region Rural	100	38.2	9.9	47.7	4.2
Northern Region Urban	100	47.1	5.9	38.8	8.2
Central Region	100	61.0	3.7	27.7	7.6
Central Region Rural	100	60.7	3.5	28.6	7.2
Central Region Urban	100	64.3	6.1	18.2	11.3
Southern Region	100	56.1	6.4	29.8	7.7
Southern Region Rural	100	56.8	6.5	30.3	6.4
Southern Region Urban	100	49.6	4.9	25.7	19.8
Sex					
Male	100	55.6	6.0	30.8	7.6
Female	100	56.8	4.9	31.9	6.4
Age of household head					
Up to 24	100	59.3	5.6	29.1	6.1
25-34	100	56.2	6.2	30.3	7.3
35-49	100	53.7	5.9	32.8	7.6
50-59	100	57.8	5.4	30.9	5.9
60+	100	55.7	4.8	31.2	8.3
Household size (number of members)					
1 person	100	55.0	3.9	32.3	8.7
2-3 persons	100	56.5	5.1	29.8	8.6
4-5 persons	100	55.3	5.5	31.9	7.2
6 or more persons	100	56.3	6.5	31.1	6.1
Household composition					
Household with children under 15	100	55.7	6.0	31.3	7.1
Household without under 15 children	100	57.0	4.3	30.6	8.1
Education of household head					
None	100	57.5	4.8	31.4	6.2
Primary education or lower	100	51.0	6.6	35.5	6.9
Lower secondary education	100	56.5	6.1	30.2	7.2
Upper secondary or post-secondary non tertiary	100	51.4	8.7	27.8	12.0
Tertiary and post tertiary education	100	42.4	15.3	10.2	32.2

8.6 Individuals access and use of the internet service

The survey investigated the use of the internet service from different location or devices. This information may inform targeted policies to promote Internet use among low-usage groups, and thus contribute to a more inclusive information society.

Table 8.6 reveals that 3 percent of the individuals had access to the internet at the time of the survey and that 3 percent of these had an e-mail address. Fifty two percent of the individuals access the internet from home computer or laptop and 44 percent access it using mobile devices. In urban areas, 15 percent of the individuals had access to the internet and these mostly access it from home computer (61 percent).

Among females headed households, almost 50 percent access the internet using mobile devices compared to 37 percent among males headed households that use mobile devices to access the internet. Sixty seven percent of the individuals with tertiary education had access to the internet compared to 3 percent among those with primary education or lower.

Table 8-6: Internet access and accessing mode by individuals and background characteristics.

	Proportion of individuals who access internet	Proportion of individuals who have an e-mail address	Place/device for accessing internet services			
			Home computer or laptop	Mobile devices	Internet cafe	Other
Background Characteristics						
Malawi	2.7	2.9	51.7	44.2	2.8	1.3
Place of residence						
Urban	15.3	13.8	61.0	35.8	2.3	0.9
Rural	1.0	1.3	31.7	62.4	4.0	2.0
Region						
Northern Region	3.3	2.7	26.9	65.4	3.8	3.8
Northern Region Rural	2.4	2.3	22.9	71.4	2.9	2.9
Northern Region Urban	14.2	7.3	35.3	52.9	5.9	5.9
Central Region	2.5	2.7	57.9	40.5	0.8	0.8
Central Region Rural	0.7	0.9	30.0	66.7	3.3	0.0
Central Region Urban	15.7	14.7	66.7	32.3	0.0	1.0
Southern Region	2.6	3.2	55.3	39.7	4.3	0.7
Southern Region Rural	0.8	1.4	41.7	50.0	5.6	2.8
Southern Region Urban	15.1	14.1	60.0	36.2	3.8	0.0
Sex						
Male	3.1	3.9	57.6	38.6	3.2	0.6
Female	2.3	2.0	46.0	49.7	2.5	1.9
Up to 24	2.3	2.0	25.0	75.0	0.0	0.0
25-34	8.7	5.6	51.7	44.8	3.4	0.0
35-49	2.1	5.0	25.0	75.0	0.0	0.0
50-59	3.6	4.1	100.0	0.0	0.0	0.0
60+	0.9	1.6	0.0	66.7	33.3	0.0
Up to 24	2.3	2.0	25.0	75.0	0.0	0.0
Educational level						
Primary education or lower	2.7	1.1	50.0	44.8	3.6	1.5
Lower secondary education	7.8	2.5	50.0	50.0	0.0	0.0
Upper secondary or post-secondary non tertiary	26.1	16.2	47.8	47.8	2.9	1.4
Tertiary and post tertiary education	66.7	75.5	76.9	23.1	0.0	0.0

8.7 Individuals' Internet Connection by internet service provider

The survey also requested the individuals to indicate the internet service providers they were connected to. Table 8.7 shows that 55 percent of the individuals in Malawi were connected to AIRTEL and 39 percent were connected to TNM. Across place of residence, 37 percent of the individuals in urban areas were connected to TNM and 55 percent were connected to AIRTEL. At least 6 percent of the individuals in urban areas were connected to MTL internet service.

Table 8.7 further shows that out of the males headed households, 56 percent use AIRTEL internet service and 37 percent use TNM internet service. Out of the female headed households, 54 percent use AIRTEL and 40 percent use TNM internet service. In addition, out of the individuals who spent over K5000 per month on internet service, 69 percent use AIRTEL and 21 percent use TNM.

Table 8-7: Individuals internet access by internet service provider

Background Characteristics	Service provider					
	Total	AIRTEL	TNM	MTL	ACCESS	SKYBAND
	%	%	%	%	%	%
Malawi	100	55.2	38.9	4.4	0.6	0.9
Place of residence						
Urban	100	55.0	37.2	5.5	0.9	1.4
Rural	100	55.4	42.6	2.0	0.0	0.0
Region						
Northern Region	100	48.1	50.0	1.9	0.0	0.0
Northern Region Rural	100	48.6	51.4	0.0	0.0	0.0
Northern Region Urban	100	47.1	47.1	5.9	0.0	0.0
Central Region	100	58.7	34.1	4.0	0.8	2.4
Central Region Rural	100	63.3	36.7	0.0	0.0	0.0
Central Region Urban	100	57.3	33.3	5.2	1.0	3.1
Southern Region	100	54.6	39.0	5.7	0.7	0.0
Southern Region Rural	100	55.6	38.9	5.6	0.0	0.0
Southern Region Urban	100	54.3	39.0	5.7	1.0	0.0
Sex						
Male	100	56.3	37.3	5.7	0.6	0.0
Female	100	54.0	40.4	3.1	0.6	1.9
Up to 24	100	37.5	62.5	0.0	0.0	2.5
25-34	100	79.3	10.3	10.3	0.0	0.0
35-49	100	50.0	25.0	25.0	0.0	0.0
50-59	100	75.0	25.0	0.0	0.0	0.0
60+	100	33.3	66.7	0.0	0.0	0.0
Up to 24	100	37.5	62.5	0.0	0.0	2.5
Monthly expenditure on internet services						
K100-1000	100	49.4	47.0	2.4	1.2	0.0
K1001-3000	100	49.4	47.2	3.4	0.0	0.0
K3001-5000	100	51.7	41.7	5.0	1.7	0.0
Over K5000	100	69.0	20.7	6.9	0.0	3.4
Educational level						
Primary education or lower	100	50.0	46.4	2.6	1.0	0.0
Lower secondary education	100	66.7	33.3	0.0	0.0	0.0
Upper secondary or post-secondary	100	56.5	31.9	8.7	0.0	2.9
Tertiary and post tertiary education	100	76.9	7.7	11.5	0.0	3.8

CHAPTER 9. POSTAL AND COURIER SERVICES

9.0 Introduction

The survey collected information on the access and usage of the Postal and Courier Services by households and individuals in last twelve months. This chapter presents detailed information on type of Postal and Courier Services, accessibility of postal services in Malawi, assessment on the number of items sent and received through the post by individuals over the past three years prior to survey. The chapter also examines the barriers to using postal and courier services. This information is examined against various household and individual background characteristics such as sex of the household head, rural and urban setup, district, household composition and education level.

9.1 Type of postal and courier services

Postal Services are services provided by Government owned Malawi Posts Corporation (MPC) relating to the receipt, transmission and delivery of any postal articles from one point to another within or beyond the boundaries of Malawi. Postal services offered by MPC include mail, electronic money transfers, post office boxes, and parcels/packages among others. Post offices are available in all districts of Malawi to increase access and usage of postal services.

Courier services are services for conveyance, for reward, of packages in respect of which an undertaking is given to deliver the article to a specified destination within a specified time frame. This service is mostly provided by private operators.

Table 9.1 shows that 73 percent of Malawi population does not have postal boxes. However, this group receives mail through the usage of postal boxes that do not belong to them i.e. they have a postal address. Overall, fifty-five percent of the households without a postal box of their own but have a postal address use school box to send and receive letters or parcels.

Out of the household in urban areas, about 63 percent have no postal box and 46 percent of the households without a postal box but have a postal address use work postal addresses to receive and send mails and parcels. In rural areas, almost three quarter of the households has no postal box and 61 percent of those with a postal address but without a postal box of their own use a school box to access and use postal services.

In terms of regions, 60 percent of households in the northern region have no postal box and among those with a postal address but without a postal box of their own in the region, 64 percent use a school box. In the Southern region, slightly over three quarter (78 percent) of the households do not have a no postal box and 56 percent of those without a postal box of their own but have a postal address use a school box. Similar results are also obtained in central region.

Among female headed households, 79 percent have no postal box while among male headed households, 71 percent have no postalbox. In terms of education level of household head, 79 percent of those with no education have no postal box while among those with post-graduate degree or other higher education, at least one third have no postalbox.

Table 9-1: Postal address mostly used by households' and background characteristics

Background characteristics	Proportion without box number	Without postal address but uses other addresses							
		Total	Family box	School box	Work box	Friends box	Community box	Church box	Other
Malawi	73.1	100	8.6	55.0	15.4	1.5	9.4	5.4	4.6
Place of residence									
Urban	62.7	100	14.9	22.5	46.1	2.7	2.8	10.8	.2
Rural	74.5	100	7.4	61.4	9.4	1.3	10.7	4.4	5.5
Region									
Northern Region	60.1	100	5.8	61.0	14.1	1.1	5.9	3.7	8.4
Northern Region Rural	60.2	100	5.2	64.4	11.0	0.7	6.5	3.1	9.1
Northern Region Urban	58.3	100	12.0	22.0	50.0	6.0	0.0	10.0	0.0
Central Region	71.7	100	8.8	51.9	12.4	1.6	14.0	6.6	4.8
Central Region Rural	73.8	100	7.4	58.6	6.0	1.5	16.1	4.6	5.9
Central Region Urban	57.3	100	14.7	22.6	40.4	2.3	4.5	15.5	0.0
Southern Region	78.1	100	9.9	55.7	19.8	1.6	5.7	4.9	2.4
Southern Region Rural	79.5	100	8.6	63.0	12.6	1.5	6.6	4.9	2.8
Southern Region Urban	68.5	100	15.9	22.4	52.3	2.3	1.4	5.1	0.5
Sex of household head									
Male	70.5	100	8.4	54.9	16.8	1.6	9.2	5.6	3.5
Female	79.5	100	9.5	55.5	10.5	1.1	10.0	4.8	8.6
Age group									
Up to 24	80.1	100	5.2	67.7	7.3	0.7	8.7	6.3	4.2
25-34	73.1	100	8.1	56.4	17.0	1.3	9.3	3.6	4.4
35-49	68.9	100	7.6	55.3	18.4	1.9	7.3	6.3	3.3
50-59	71.1	100	11.1	48.1	17.8	1.9	11.3	7.2	2.6
60+	77.6	100	12.5	49.8	7.2	1.2	13.9	4.6	10.9
Educational level of household head									
None	79.3	100	8.0	63.7	4.5	1.2	11.8	4.1	6.7
Primary school	64.8	100	8.3	63.4	7.3	1.5	11.0	6.3	2.2
Junior secondary school	61.3	100	4.3	58.1	15.0	1.5	10.1	6.7	4.3
Senior secondary/high	51.1	100	9.3	39.4	34.5	2.8	4.5	7.7	2.0
Non-university diploma	32.4	100	16.0	23.5	53.8	0.8	0.0	5.9	0.0
University diploma/degree	30.6	100	14.7	8.5	66.7	1.6	0.8	7.0	0.8
Post-graduate degree	35.1	100	37.5	0.0	62.5	0.0	0.0	0.0	0.0
Other higher education	33.3	100	0.0	50.0	0.0	0.0	0.0	50.0	0.0

Table 9.2 shows that about 18 percent of the population had ever used any postal and courier services in Malawi. Of these, one third of the population sends and receives money through the post office through Fastcash. However, atleast 8 percent of the population send and receive parcels (packages) as a courier services.

about one third of the population in urban areas have ever used any postal and courier services. Out of these, 29 percent sends and receives money through the post office through Fastcash and 13 percent of the population send and receive parcels (packages) as a courier service.

In rural areas, 15 percent of the individuals had ever used these services and among these atleast one third sends and receives money through the post office through fast cash. Seven percent of the individuals in rural areas send and receives parcels (packages) as a courier service.

Across regions, northern region has the highest proportion of individuals who have ever used any postal and courier services compared to other regions. Eighteen percent of the households in northern region sends and receives parcels (packages) as a courier service compared to those in central (4.3 percent) and southern region (6.9 percent).

In terms of sex, 18 percent of the males have ever used any postal and courier services compared to females (17 percent). One third of the males and of the females send and receive money through the post office Fastcash and one percentage point more of the males (9 percent) send and receive parcels (packages) compared to females (8 percent).

Table 9-2: Individuals by type of postal and courier services and background characteristics.

Background characteristics	Proportion of individuals who ever used a postal service	Type of Postal and Courier Services							
		Total	Sending and receiving mail	Sending and receiving money (Fast cash)	Payment of bills	General correspondence (with business, organisations, govern	Sending and receiving parcels or packets	None	Other
		%	%	%	%	%	%	%	%
Malawi	17.6	100	23.4	30.5	.6	1.9	8.4	32.3	2.8
Place of residence									
Urban	32.4	100	19.2	29.0	1.0	3.7	12.7	32.8	1.6
Rural	15.3	100	24.8	31.0	.5	1.4	7.1	32.1	3.2
Region									
Northern Region	28.3	100	12.0	30.2	.6	.7	18.4	33.4	4.6
Northern Region Rural	24.9	100	12.2	32.8	.5	.6	13.2	34.9	5.7
Northern Region Urban	66.7	100	11.2	19.4	1.0	1.0	40.3	27.0	.0
Central Region	16.2	100	27.9	27.3	.4	1.6	4.3	35.7	2.8
Central Region Rural	13.1	100	31.3	27.7	.2	1.6	5.0	31.1	3.1
Central Region Urban	36.4	100	20.2	26.3	.7	1.4	2.7	46.3	2.3
Southern Region	15.5	100	25.3	34.1	.9	3.0	6.9	28.0	1.7
Southern Region Rural	14.3	100	26.2	33.0	.8	1.5	5.3	31.4	1.8
Southern Region Urban	22.3	100	21.9	38.5	1.4	8.7	13.2	14.9	1.4
Sex									
Male	18.4	100	24.4	29.9	.7	2.1	8.8	31.6	2.5
Female	16.8	100	22.4	31.1	.5	1.7	8.1	33.0	3.1
Age group									
Up to 24	9.9	100	25.7	34.3	0.7	1.4	8.6	28.6	0.7
25-34	17.2	100	21.4	31.7	0.3	1.2	10.0	32.4	3.0
35-49	17.3	100	22.7	30.8	1.6	1.9	7.4	33.6	2.0
50-59	19.5	100	22.1	31.7	0.4	2.1	8.5	32.7	2.5
60+	14.3	100	23.3	25.1	0.0	0.7	5.5	41.5	4.0
Education level									
Primary education or lower	15.6	100	21.4	28.6	.1	1.1	7.6	38.3	3.0
Lower secondary education	15.2	100	25.7	32.5	.4	1.4	7.3	29.8	3.0
Upper secondary or post-secondary non tertiary	27.5	100	25.5	34.6	1.8	3.5	10.4	22.5	1.8
Tertiary and post tertiary education	43.4	100	27.2	22.2	2.5	8.0	16.0	18.5	5.6

9.2 Accessibility of Malawi Postal services and visits to post offices

Distance to post office is fundamental to accessing postal services. The longer the distance the less accessible is the post office and therefore hinders postal business. Based on UPU standards, a post office has to be accessible within a radius of 10 kilometres. The location of the post office determines how accessible the postal services are to individuals and the needs of an individual contrasts with the frequency of using postal services.

Table 9.3 shows that one third of the post offices in Malawi are within the walking distance and slightly over one quarter of the post offices (29 percent) are reachable by car. At least 36 percent of the post offices in urban areas are reachable by car while in rural areas, slightly over 39% of the post offices are in hard to reach areas.

In northern region, 39 percent of the post offices are in hard to reach areas and almost 40 percent of the post offices are within the walking distance. In central region, 43 percent of the post offices are in hard to reach areas and 26 percent are within the walking distance. In southern region, 31 percent of the post offices are in hard to reach areas and 38 percent are within the walking distance.

9.3 Frequency of using postal services

The frequency of using postal services varies depending on the needs of an individual. While others use the services at least once a week, others use them once every year.

Table 9.3 also shows that fifty-four percent of the individuals in Malawi visit the post office at least once in a year and only 5 percent visit the post offices at least once in a week. About 53 percent of the individuals in urban areas visit the post office at least once in a year while in rural areas, 55 percent of the individuals visit the post office at least once in a year.

In northern region, 18 percent of the individuals have never visited post offices and 48 percent of the individuals have visited the post offices at least once in a year. In Central region, 8 percent of the individuals have never visited post offices and 56 percent have visited the post offices at least once in a year. In southern region, 13 percent of the individuals have never visited post offices and 56 percent have visited the post offices at least once in a year.

Table 9-3: Individuals' accessibility and frequency of visiting post offices by background characteristics

Background characteristics	Accessibility				Visit to Post Offices				
		Within walking distance	Reachable by car	Hard to reach areas		Never	At least once a week	At least once a month	At least once a year
	Total				Total				
Malawi	100	33.5	28.8	37.7	100	12.3	5.0	28.3	54.4
Place of residence									
Urban	100	31.1	36.2	32.7	100	8.9	5.2	33.0	52.8
Rural	100	34.3	26.4	39.3	100	13.4	5.0	26.8	54.8
Region									
Northern Region	100	39.9	21.5	38.6	100	18.3	5.9	27.4	48.4
Northern Region Rural	100	34.3	24.2	41.5	100	16.0	5.7	27.7	50.5
Northern Region Urban	100	63.3	10.2	26.5	100	28.1	6.6	26.0	39.3
Central Region	100	25.6	31.1	43.3	100	8.1	4.4	31.1	56.4
Central Region Rural	100	29.5	28.3	42.2	100	10.7	5.6	32.2	51.6
Central Region Urban	100	16.6	37.5	45.9	100	2.2	1.6	28.6	67.6
Southern Region	100	38.2	30.6	31.3	100	13.2	5.2	25.9	55.7
Southern Region Rural	100	38.7	25.9	35.4	100	14.3	3.9	21.3	60.5
Southern Region Urban	100	36.0	48.6	15.4	100	9.0	10.1	43.5	37.4
Sex									
Male	100	34.2	28.6	37.2	100	12.0	5.1	29.1	53.7
Female	100	32.8	28.9	38.3	100	12.6	5.0	27.5	55.0
Age group									
Up to 24	100	29.3	35.0	35.7	100	11.4	3.6	37.1	47.9
25-34	100	33.4	27.7	38.9	100	12.5	5.0	28.1	54.5
35-49	100	36.0	26.8	37.2	100	12.5	5.2	26.4	55.9
50-59	100	31.0	31.0	38.1	100	12.1	6.4	27.4	54.1
60+	100	29.8	24.7	45.5	100	13.8	3.6	21.1	61.5
Education level									
Primary education or lower	100	30.2	26.0	43.8	100	13.6	3.9	23.3	59.1
Lower secondary education	100	37.4	26.5	36.1	100	12.6	6.0	28.4	53.0
Upper secondary or post - secondary non tertiary	100	38.3	34.4	27.3	100	9.8	6.5	37.6	46.1
Tertiary and post tertiary education	100	29.6	47.5	22.8	100	6.8	6.8	43.2	43.2

9.4 Barriers to sending items through post office

There are several reasons for not using post offices when sending items. Individuals tend not to use post office to send items since the post office is located far from home, poor services offered at the post office, expensiveness and availability of post offices in the area. Some do not use post office because they use other means of sending items (friends, bus, e.t.c).

Table 9.4 shows that over 45 percent of the individuals in Malawi do not use post office to send items because they use other means of sending items and 28 percent do not use post office due to poor services. In rural areas, 13 percent of the individuals do not use post offices to send items because it is far from home and 43 percent do not use it since they use other means of sending items.

With respect to regions, 11 percent of the individuals in the northern region do not use post offices to send items because there are no post offices and 54 percent use other means of sending items. In central region, 29 percent of individuals do not send through post office due to poor services while in southern region, 30 percent of the individuals do not use post offices due to poor services.

Among individuals with primary education and lower, 45 percent do not send through post office because they use other means of sending while among those with tertiary education, over three quarter (76 percent) do not use post office because they use other means of sending items.

Table 9-4: Reasons for not using post office to send items by background characteristics

Background characteristics	Reason for not using Post Office					
	Total	Post office is too far	Poor services	It's expensive	There is no Post Office	I use other means
	%	%	%	%	%	%
Malawi	100.0	11.8	28.3	8.4	6.0	45.5
Place of residence						
Urban	100.0	1.8	24.1	6.3	2.3	65.6
Rural	100.0	13.0	28.8	8.7	6.5	43.1
Region						
Northern Region	100.0	12.1	19.5	3.7	11.2	53.5
Northern Region Rural	100.0	12.5	19.3	3.8	11.7	52.8
Northern Region Urban	100.0	3.1	23.5	2.0	0.0	71.4
Central Region	100.0	12.3	28.9	11.0	3.6	44.1
Central Region Rural	100.0	13.6	30.6	11.3	3.8	40.6
Central Region Urban	100.0	0.9	14.6	8.5	1.9	74.1
Southern Region	100.0	11.1	30.1	7.1	7.0	44.7
Southern Region Rural	100.0	12.5	29.9	7.4	7.6	42.6
Southern Region Urban	100.0	2.4	31.5	4.9	2.7	58.4
Sex						
Male	100.0	11.9	27.5	8.1	6.0	46.5
Female	100.0	11.7	29.0	8.7	6.1	44.6
Age group						
Up to 24	100	12.8	28.7	7.9	6.8	43.8
25-34	100	11.1	27.5	8.4	5.4	47.6
35-49	100	11.8	27.2	8.6	5.8	46.7
50-59	100	11.2	30.0	9.7	6.1	43.0
60+	100	12.2	33.3	10.7	5.9	37.9
Educational level						
Primary education or lower	100.0	12.3	28.6	8.8	5.5	44.8
Lower secondary education	100.0	12.1	29.4	9.0	7.3	42.2
Upper secondary or post-secondary non tertiary	100.0	9.3	25.4	6.0	6.3	52.9
Tertiary and post tertiary education	100.0	2.8	16.6	3.3	1.4	75.8

CHAPTER 10. MOBILE MONEY

10.0 Introduction

Mobile money refers to financial transactions and services that can be carried out using a mobile device such as a mobile phone or tablet. These services may or may not be linked directly to a bank account. Mobile money solutions are being adopted all over the world in different ways and have been deployed as a means of extending financial services to the unbanked community.

Currently there are two major telecommunication companies namely Telekom Networks Malawi (TNM) and Airtel Malawi that offer the mobile money platform as a value added service. Banks also use the platform provided by the two telecommunication companies to provide the mobile money service. In a bid to diversify their service provision which among others included voice, internet data and SMS, telecommunication companies included the mobile money service. This service works as an SMS which a buyer sends to a seller through the platform provided by the mobile network operator. This message is in real time indicating how much money has been transferred.

Apart from trade, this service is also being used for domestic remittances. Utility companies also use the service where one can pay their water or electricity bills using money transfer on the individual's phone.

10.1 Usage of Mobile Money service

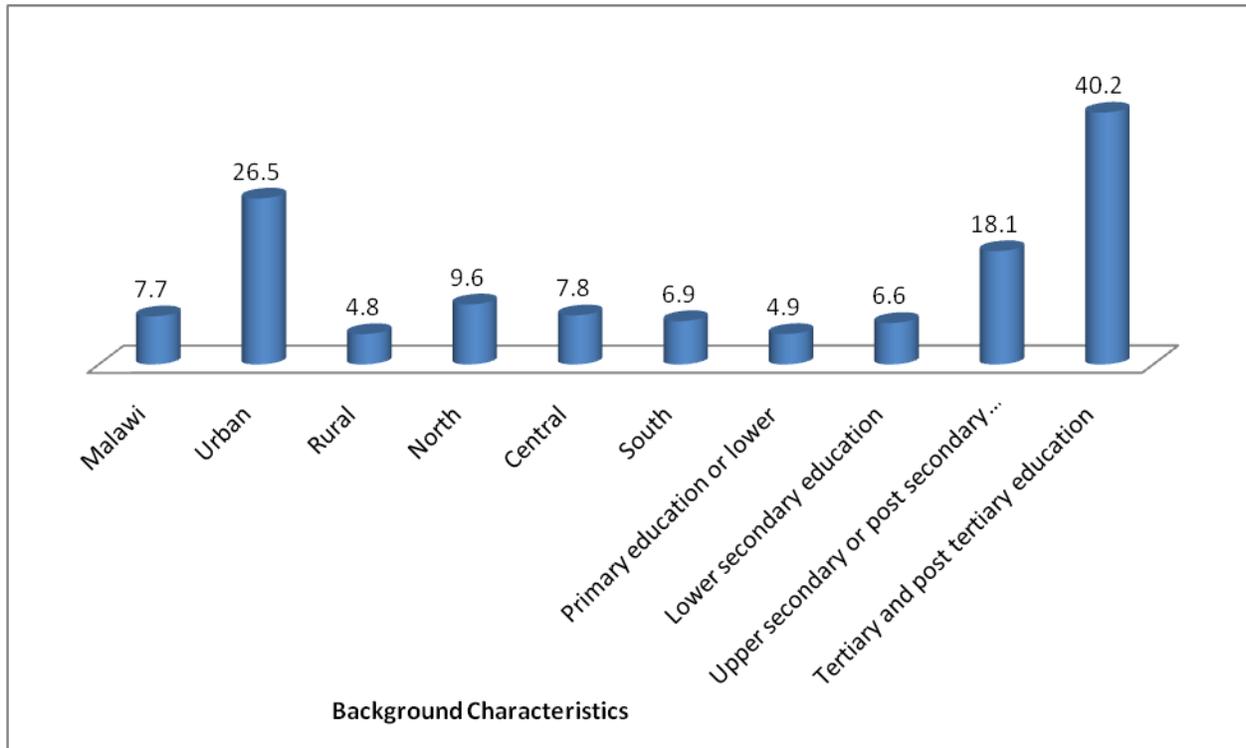
Individuals were asked whether they ever used mobile money service. If they did, for how long they had been using it and for what purpose.

Figure 10.1 shows that about 8 percent of individuals in Malawi had ever used mobile money service, majority of these were in urban areas at 27 percent compared to 5 percent in rural areas.

Among the regions, Northern region had the highest proportion of individuals who ever used mobile money service (10 percent) while southern region rated the lowest at 7 percent.

The figure 10.1 also clearly reveals that mobile money service was mostly used among individuals with highest education level (40 percent) as compared to those with primary or lower education at 5 percent.

Figure 10-1: Proportion of individuals who ever used mobile money service by background characteristics – Access & Usage of ICT services survey, Malawi 2014



10.1.1 Period of using Mobile money service

Tables 10.1 shows that the majority of those using mobile money service had just recently started using it in that 36 percent reported to have been using it for about 3 months. Only 4 percent of these had been using it for more than 24 months (2 years). Probably the most interesting feature to note is that the service is currently taking shape in the rural areas of the country. About 46 percent of rural subscribers had started using the service in the previous 3 months. Among the districts, Neno was all recent with the service.

Table 10-1: Proportions of individuals who ever used Mobile Money service, period of using the service by background characteristics – Access and Usage of ICT services Survey 2014

	Period of using mobile money service						
	Total	1-3 months	4-6 months	7-9 months	10-12 months	13-24 months	Over 24 months
	%	%	%	%	%	%	%
Malawi	100	35.9	17.1	6.8	22.9	13.3	4.1
Place of Residence							
Urban	100	23.9	19.0	8.4	26.3	17.7	4.7
Rural	100	45.6	15.5	5.5	20.1	9.8	3.6
Region							
Northern Region	100	45.5	16.1	7.3	17.7	9.5	3.9
Northern Region Rural	100	49.3	12.0	6.5	18.3	9.3	4.6
Northern Region Urban	100	26.0	37.0	11.0	15.1	11.0	0.0
Central Region	100	30.7	14.9	7.4	24.1	17.4	5.4
Central Region Rural	100	37.9	15.7	5.5	24.0	12.1	4.7
Central Region Urban	100	22.4	14.0	9.6	24.2	23.6	6.2
Southern Region	100	37.2	19.9	6.0	23.9	10.4	2.7
Southern Region Rural	100	52.7	18.2	4.7	16.3	7.0	1.2
Southern Region Urban	100	25.0	21.2	7.0	29.8	13.1	3.9
Sex							
Male	100	34.8	17.0	7.4	22.8	13.7	4.4
Female	100	36.9	17.1	6.3	23.0	12.9	3.7
Age Group							
Up to 24	100	38.5	18.2	6.0	22.3	10.4	4.6
25-34	100	35.4	16.8	7.3	22.6	14.2	3.8
35-49	100	33.3	14.6	7.3	25.2	15.7	3.9
50-59	100	31.4	24.3	6.4	20.7	11.4	5.7
60+	100	44.6	14.5	4.8	21.7	12.0	2.4
Education Level							
Primary education or lower	100	42.7	16.3	6.8	19.5	10.7	4.0
Lower secondary education	100	37.9	19.1	4.0	25.7	10.7	2.6
Upper secondary or post secondary non tertiary	100	23.8	19.5	6.8	27.1	17.5	5.3
Tertiary and post tertiary education	100	17.3	10.7	12.0	29.3	25.3	5.3

10.2 Type of Mobile money service used

Table 10.2 shows that Airtel money was the mostly used mobile money service used by individuals at 62 percent followed by TNM *mpamba* (31 percent). Together they take up the largest proportion of 93 percent of all the people that use the service. Airtel money was used more in rural areas (64 percent) as compared to urban areas (60 percent) while TNM *mpamba* was used more in urban areas (33 percent) as compared to 29 percent in rural areas.

Table 10.2 shows that more females were using Airtel money (63 percent) as compared to males (62 percent). It was the opposite for TNM *mpamba* where more males were using the service (32 percent) than females (30 percent).

Among the banks that use the platform to advance their financial services, National Bank’s MO626 was leading at 3.3 percent followed by OIBM (1.6 percent) and NBS’s Easy mobile service at 1.4 percent.

A closer look at Figure 10.2 reveals that a higher proportion of older individuals use Airtel money compared to younger individuals while a higher proportion of younger individuals use TNM *mpamba* as compared with the older individuals.

Figure 10-2: Proportion of individuals that use Airtel Money and TNM mpamba by Age - group

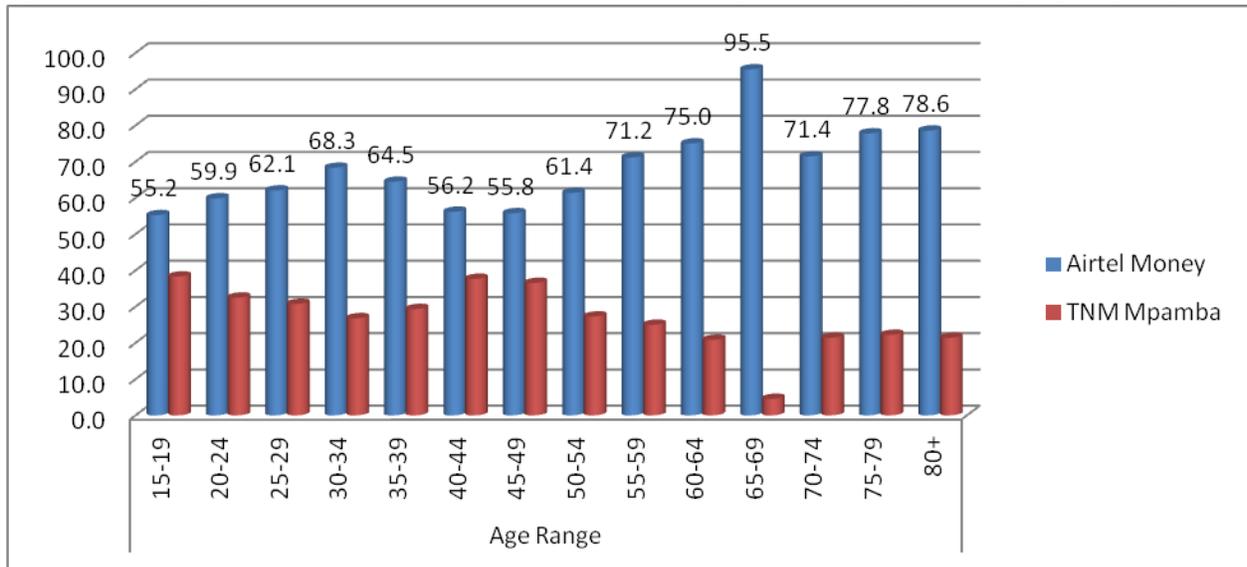


Table 10-2: Proportion of individuals who ever used mobile money service, type of service used by background characteristics – Access & Usage of ICT services survey, Malawi 2014

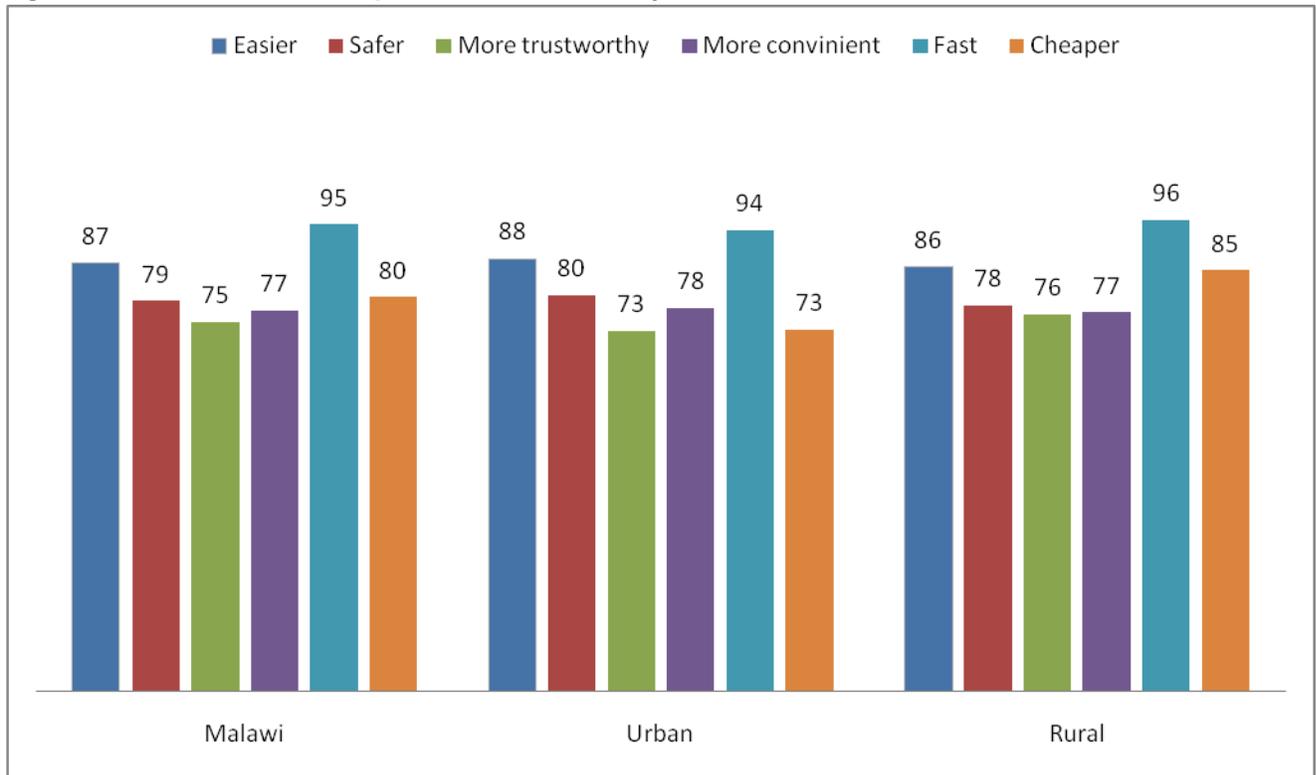
	Proportion of individuals who ever used mobile money service	Service used for mobile money						
		Total	Airtel Money	TNM <i>Mpamba</i>	M0 626	FMB Mobile	NBS Mobile	OIBM
	%	%	%	%	%	%	%	
Malawi	7.7	100	62.2	31.1	3.3	0.2	1.4	1.6
Place of residence								
Urban	26.5	100	60.2	33.1	4.5	0.2	1.0	0.9
Rural	4.8	100	63.9	29.4	2.3	0.3	1.8	2.3
Region								
Northern Region	9.6	100	48.5	44.2	1.5	0.0	3.5	2.3
Northern Region Rural	8.7	100	45.1	46.5	1.7	0.0	4.2	2.4
Northern Region Urban	19.7	100	65.5	32.8	0.0	0.0	0.0	1.7
Central Region	7.8	100	76.8	16.9	3.1	0.6	1.0	1.6
Central Region Rural	4.8	100	86.2	10.2	0.6	0.6	0.8	1.5
Central Region Urban	27.1	100	66.2	24.6	5.8	0.5	1.2	1.7
Southern Region	6.9	100	51.6	41.5	4.4	0.0	1.0	1.4
Southern Rural	3.5	100	48.8	41.8	5.0	0.0	1.2	3.2
Southern Urban	27.1	100	53.8	41.3	3.9	0.0	0.9	0.0
Sex								
Male	8.1	100	61.6	31.8	3.3	0.2	1.6	1.5
Female	7.3	100	62.9	30.4	3.3	0.3	1.3	1.8
Age group								
Up to 24	8.2	100	60.5	33.9	2.6	0.2	1.1	1.6
25-34	7.6	100	62.4	31.7	2.4	0.2	1.4	1.9
35-49	8.1	100	59.4	34.0	3.3	0.4	1.2	1.7
50-59	6.4	100	62.6	28.2	5.3	0.0	1.5	2.3
60+	3.0	100	78.1	19.2	0.0	0.0	2.7	0.0
Primary education or lower	4.9	100	68.8	27.5	0.9	0.0	0.8	2.0
Lower secondary education	6.6	100	62.6	33.8	1.2	0.2	1.4	0.7
Upper secondary non tertiary	18.1	100	56.0	35.4	4.2	0.4	2.4	1.6
Tertiary and post tertiary	40.2	100	56.0	22.7	17.3	0.7	0.7	2.7

10.3 Mobile money transfers.

One of the uses of mobile money service is to transfer money between individuals or institutions. The survey aimed at sourcing individuals' views as to how they compare the use of mobile money transfers with other means of sending or receiving money.

Figure 10.3 depicts that a larger proportion of individuals agreed to the fact that mobile money, as a means of transferring money is the fastest and easiest. Ninety five percent think mobile money transfer is faster compared to other means while 87 percent think it's also easier.

Figure 10-3: Individuals Perception on mobile money transfers



10.4.0 Main use of Mobile Money transfers

At the time of the survey, there were five major uses of mobile money transfers being used by mobile phone service providers, banks and others service providers. These were Airtime top up, salary payments, bill payments, insurance payments and receiving payments.

The survey has revealed in Table 10.3 that about 65 percent of individuals that used mobile money transfers used it to top up airtime for their mobile phones. These were mostly in urban areas (82 percent) compared to 43 percent in rural areas. The second mostly used transfer was to receive payments (27 percent) and 4 percent for bill payments of electricity, water, DSTV etc.

Taking into consideration the sex of individuals, more females used mobile money transfer to top up their phones' airtime (73 percent) compared to males at 50 percent.

10.4.1 Average amount of money transacted

On average, the largest amount of money transacted was MK19, 769 while the lowest was MK4, 476. Nkhotakota reported the largest transaction of MK50, 452 followed by Lilongwe district with MK44, 313.

Table 10-3: Main use for Mobile money transfers, Largest and smallest amount of mobile money ever transacted by background characteristics – Access and Usage of ICT services survey, Malawi 2014.

	Main use for mobile money transfers						Largest amount of mobile money ever transacted	Smallest amount of mobile money ever transacted
	Total	Airtime top up	Salary payments	Bill payments	Insurance payments	Receive payments		
	%	%	%	%	%	%		
Malawi	100	64.8	3.5	4.2	0.2	27.3	19,769	4,476
Place of residence								
Urban	100	81.6	1.9	2.9	0.2	13.4	18,940	4,069
Rural	100	42.9	5.6	5.9	0.2	45.3	20,846	5,006
Region								
Northern Region	100	43.8	2.4	6.7	1.0	46.2	23,421	5,558
Northern Region Rural	100	49.7	1.3	2.6	1.3	45.2	21,843	5,610
Northern Region Urban	100	26.4	5.7	18.9	0.0	49.1	28,038	5,406
Central Region	100	52.1	4.4	5.6	0.3	37.6	30,067	4,074
Central Region Rural	100	40.7	4.3	5.9	0.0	49.1	25,626	4,545
Central Region Urban	100	63.7	4.4	5.4	0.5	25.9	34,590	3,595
Southern Region	100	80.4	3.0	2.4	0.0	14.2	10,119	4,573
Southern Region Rural	100	42.2	9.7	7.9	0.0	40.1	13,508	5,321
Southern Region Urban	100	97.2	0.0	0.0	0.0	2.8	8,636	4,246
Sex								
Male	100	49.8	5.8	6.1	0.3	38.0	24,616	4,477
Female	100	72.7	2.3	3.2	0.2	21.7	17,225	4,476
Educational level								
Primary education or lower	100	64.1	2.7	3.0	0.4	29.8	14,387	4,147
Lower secondary education	100	77.0	2.5	3.0	0.0	17.5	13,190	4,929
Upper secondary or post secondary non tertiary	100	56.0	5.4	6.5	0.2	31.8	29,802	4,312
Tertiary and post tertiary education	100	54.6	6.5	9.3	0.0	29.6	53,716	5,551

10.4.2 Frequency of Mobile transfers.

The results presented in Table 10.4 shows that 33 percent of individuals sent or received mobile money transfers on monthly basis seconded by those that sent on weekly basis (26 percent). In urban areas, the majority made this transaction on daily basis and most of these were women. In rural areas, the (53 percent) transacted mobile service transfers on monthly basis and most of these were males.

Taking into consideration the regions, the results show that in both northern and southern region, the majority of individuals who used this service did it on monthly basis (51 percent and 41 percent respectively) while in southern region majority transacted on daily basis (35 percent).

Taking into consideration sex of users, majority of males used this service on monthly basis (49 percent) while 29 percent females used the service on daily basis

Table 10-4: Frequency of sending or receiving mobile money by background characteristics – Access and Usage of ICT services survey, Malawi 2014.

	Frequency of sending or receiving mobile money				
	Total	Rarely	Daily	Weekly	Monthly
	%	%	%	%	%
Malawi	100.0	18.0	22.7	26.0	33.3
Place of residence					
Urban	100.0	28.5	34.2	18.8	18.6
Rural	100.0	4.4	7.6	35.5	52.5
Region					
Northern Region	100.0	5.3	13.9	30.3	50.5
Northern Region Rural	100.0	4.5	11.6	29.7	54.2
Northern Region Urban	100.0	7.5	20.8	32.1	39.6
Central Region	100.0	1.9	10.9	43.4	43.8
Central Region Rural	100.0	3.3	7.6	43.3	45.8
Central Region Urban	100.0	0.5	14.2	43.5	41.7
Southern Region	100.0	34.6	34.7	10.2	20.4
Southern Region Rural	100.0	5.8	5.4	27.8	61.0
Southern Region Urban	100.0	47.2	47.6	2.5	2.7
Sex					
Male	100.0	3.2	10.3	38.0	48.5
Female	100.0	25.7	29.2	19.8	25.3
Educational level					
Primary education or lower	100.0	3.0	44.6	22.1	30.3
Lower secondary education	100.0	57.1	3.4	15.4	24.1
Upper secondary or post secondary non tertiary	100.0	2.5	12.0	37.7	47.9
Tertiary and post tertiary education	100.0	1.9	8.3	54.6	35.2

10.5 Number of days and Amount of money usually stored in mobile phone.

Table 10.5 shows that the majority (83 percent) of mobile money users in Malawi kept money in their mobile phones for less than a day to 7 days. Those who kept over a month were less than one percent.

In terms of sex of the household head, 33 percent of female headed households kept their money for less than a day as compared to about 36 percent male headed households who kept their money in the mobile phone between 1 to 3 days.

Table 10-5: Number of day's money is stored in mobile phone by background characteristics – Access and Usage of ICT services survey, Malawi 2014

	Number of days money is stored in mobile phone							
	Total	Less than a day	1 to 3 days	4 to 7 days	8 to 14 days	15 to 21 days	22 to 30 days	Over 30 days
	%	%	%	%	%	%	%	%
Malawi	100.0	28.4	24.8	30.2	5.8	1.6	8.5	0.8
Place of residence								
Urban	100.0	35.3	11.4	39.5	5.2	0.6	7.3	0.8
Rural	100.0	19.4	42.2	18.1	6.5	3.0	10.1	0.7
Region								
Northern Region	100.0	26.0	29.3	21.2	9.1	0.0	12.5	1.9
Northern Region Rural	100.0	21.9	30.3	21.9	11.0	0.0	12.3	2.6
Northern Region Urban	100.0	37.7	26.4	18.9	3.8	0.0	13.2	0.0
Central Region	100.0	17.5	32.5	22.8	10.4	2.1	14.0	0.8
Central Region Rural	100.0	20.6	41.0	16.5	6.9	3.1	11.7	0.3
Central Region Urban	100.0	14.2	23.8	29.3	14.0	1.0	16.3	1.3
Southern Region	100.0	38.2	17.1	38.5	1.1	1.6	2.9	0.5
Southern Region Rural	100.0	16.2	50.5	18.1	3.6	4.7	6.5	0.4
Southern Region Urban	100.0	47.9	2.5	47.4	0.0	0.3	1.3	0.6
Sex								
Male	100.0	18.8	35.5	21.4	8.0	2.1	12.9	1.2
Female	100.0	33.4	19.1	34.7	4.7	1.4	6.2	0.6
Educational level								
Primary education or lower	100.0	14.8	24.8	50.2	3.8	1.0	5.0	0.4
Lower secondary education	100.0	62.6	16.3	11.2	2.5	0.8	6.1	0.6
Upper secondary or post secondary non tertiary	100.0	15.1	33.0	21.2	10.8	2.7	15.1	2.0
Tertiary and post tertiary education	100.0	14.8	24.1	20.4	15.7	5.6	19.4	0.0

Table 10.6 shows that 60 percent of individuals stored between MK1, 000 and MK5, 000 in their mobile phones seconded by those that stored less than MK1, 000 at 18 percent.

About 25 percent of the households whose heads have tertiary and post tertiary education kept over MK20, 000 of their money in the mobile phone compared to only 5 percent who had primary school or less.

Table 10-6: Amount usually stored in mobile phone by background characteristics – Access and usage of ICT services survey, Malawi 2014.

	Amount usually stored in mobile phone							
	Total	Less than K1,000	K1,000 to K5,000	K5001 to K10,000	K10,001 to K20,000	K20,001 to K30000	K30,001 to K50000	Over K50,000
	%	%	%	%	%	%	%	%
Malawi	100.0	17.9	59.6	9.1	7.1	1.8	2.8	1.6
Place of residence								
Urban	100.0	10.4	70.9	7.6	6.3	0.4	3.2	1.2
Rural	100.0	27.6	45.0	11.2	8.1	3.6	2.3	2.2
Region								
Northern Region	100.0	26.0	36.5	10.6	15.9	1.4	1.9	7.7
Northern Region Rural	100.0	23.9	40.6	7.1	16.8	1.9	2.6	7.1
Northern Region Urban	100.0	32.1	24.5	20.8	13.2	0.0	0.0	9.4
Central Region	100.0	24.9	42.4	14.2	10.0	2.8	4.0	1.7
Central Region Rural	100.0	26.5	48.1	12.0	5.9	4.8	1.5	1.3
Central Region Urban	100.0	23.3	36.5	16.6	14.2	0.8	6.5	2.1
Southern Region	100.0	10.1	79.7	4.4	2.6	1.0	2.0	0.2
Southern Region Rural	100.0	31.4	43.0	12.3	6.5	2.9	3.2	0.7
Southern Region Urban	100.0	0.8	95.7	0.9	0.9	0.2	1.4	0.0
Sex								
Male	100.0	26.3	41.3	13.9	9.5	2.5	3.8	2.6
Female	100.0	13.5	69.2	6.6	5.9	1.4	2.3	1.1
Educational level								
Primary education or lower	100.0	21.4	63.1	7.2	3.7	2.1	1.4	1.0
Lower secondary education	100.0	10.2	75.3	5.3	4.7	1.3	1.3	1.7
Upper secondary or post secondary non tertiary	100.0	16.7	45.4	15.1	13.3	1.8	5.4	2.3
Tertiary and post tertiary education	100.0	18.5	27.8	19.4	19.4	1.9	10.2	2.8

10.6. Frequency of encountering difficulties to access mobile money

The survey also wanted to find out from individuals who had a mobile money account, if at all they faced any difficulties in accessing their accounts

Table 10.7 shows that the majority of users (45 percent) never encountered difficulties while 31 percent said they sometimes encountered difficulties.

Regionally, 29 percent of the households in the northern region reported that they rarely have problems in accessing their mobile money while 26 percent and 11 percent were was in the central and southern regions respectively.

Table 10-7: Frequency of encountering difficulties to access mobile money account by background characteristics – Access and usage of ICT services survey, Malawi 2014

	Frequency of encountering difficulties to access mobile money account					
	Total	Never	Rarely	Some times	Often	Almost always
	%	%	%	%	%	%
Malawi	100	45.0	19.3	30.9	4.3	0.4
Place of residence						
Urban	100	45.7	11.2	39.7	3.4	0.0
Rural	100	44.1	29.9	19.4	5.6	1.0
Region						
Northern Region	100	42.3	28.8	24.5	3.4	1.0
Northern Region Rural	100	41.9	29.7	25.8	1.3	1.3
Northern Region Urban	100	43.4	26.4	20.8	9.4	0.0
Central Region	100	45.8	25.9	21.6	6.5	0.1
Central Region Rural	100	52.2	26.2	13.7	7.6	0.3
Central Region Urban	100	39.4	25.6	29.5	5.4	0.0
Southern Region	100	44.9	11.5	40.3	2.6	0.5
Southern Region Rural	100	33.9	35.4	23.8	5.1	1.8
Southern Region Urban	100	49.8	1.1	47.6	1.6	0.0
Sex						
Male	100	41.0	28.2	23.4	6.6	0.8
Female	100	47.1	14.7	34.8	3.1	0.2
Educational level						
Primary education or lower	100	69.7	16.1	11.5	2.4	0.4
Lower secondary education	100	19.9	12.9	63.9	2.7	0.6
Upper secondary or post secondary non tertiary	100	35.4	30.7	25.5	7.9	0.5
Tertiary and post tertiary education	100	32.4	25.0	31.5	11.1	0.0

ANNEX TABLES**A 1: Proportion of individuals who own a mobile cellular phone and period of ownership by district, Access and usage of ICT services survey, Malawi 2014**

	Proportion of individuals that own mobile phone	Period of mobile phone ownership				
		Total	Less than one year	1-5 years	5-10 years	10 years and above
	%	%	%	%	%	%
Malawi	36.0	100.0	18.6	48.0	24.0	9.4
District						
Chitipa	34.0	100.0	19.2	50.0	28.1	2.7
Karonga	37.8	100.0	19.1	55.3	19.1	6.5
Nkhata-bay	51.7	100.0	33.2	52.7	10.6	3.5
Rumphi	50.4	100.0	17.3	45.4	26.5	10.8
Mzimba	46.3	100.0	17.1	53.0	25.2	4.7
Mzuzu city	71.8	100.0	10.4	48.3	28.9	12.3
Likoma	78.1	100.0	6.7	27.0	57.3	9.0
Kasungu	31.1	100.0	21.6	46.2	22.9	9.3
Nkhotakota	34.8	100.0	18.7	49.8	28.8	2.7
Ntchisi	45.3	100.0	20.7	57.2	13.0	9.1
Dowa	26.9	100.0	12.4	35.9	39.2	12.4
Salima	23.4	100.0	20.5	47.9	20.5	11.0
Lilongwe	21.0	100.0	21.6	48.1	22.0	8.3
Mchinji	22.7	100.0	18.1	50.5	19.5	11.9
Dedza	21.3	100.0	30.2	54.1	9.0	6.7
Ntcheu	36.1	100.0	26.3	53.3	18.0	2.4
Lilongwe city	73.6	100.0	11.4	30.9	40.0	17.7
Mangochi	31.7	100.0	30.9	53.9	12.1	3.1
Machinga	27.3	100.0	10.1	65.5	15.1	9.2
Zomba	24.9	100.0	16.9	52.2	23.2	7.7
Chiradzulu	27.9	100.0	22.2	50.7	15.3	11.8
Blantyre	36.4	100.0	20.7	51.3	20.7	7.3
Mwanza	35.2	100.0	41.3	34.7	16.0	8.0
Thyolo	30.8	100.0	16.2	54.8	21.8	7.2
Mulanje	28.2	100.0	28.9	46.7	20.6	3.8
Phalombe	20.5	100.0	21.6	50.0	13.8	14.7
Chikwawa	30.0	100.0	15.4	64.8	15.0	4.9
Nsanje	27.9	100.0	33.6	40.6	17.5	8.4
Balaka	34.4	100.0	17.2	56.6	18.7	7.6
Neno	28.8	100.0	29.5	57.4	6.6	6.6
Zomba City	65.1	100.0	7.4	41.3	35.5	15.7
Blantyre City	70.7	100.0	11.4	46.1	26.9	15.5

A 2: Proportion of individuals who own a mobile cellular phone and period of ownership by district, Access and usage of ICT services survey, Malawi 2014

	Proportion of individuals that own mobile phone	Period of mobile phone ownership				
		Total	Less than one year	1-5 years	5-10 years	10 years and above
	%	%	%	%	%	%
Malawi	36.0	100.0	18.6	48.0	24.0	9.4
District						
Chitipa	34.0	100.0	19.2	50.0	28.1	2.7
Karonga	37.8	100.0	19.1	55.3	19.1	6.5
Nkhata-bay	51.7	100.0	33.2	52.7	10.6	3.5
Rumphi	50.4	100.0	17.3	45.4	26.5	10.8
Mzimba	46.3	100.0	17.1	53.0	25.2	4.7
Mzuzu city	71.8	100.0	10.4	48.3	28.9	12.3
Likoma	78.1	100.0	6.7	27.0	57.3	9.0
Kasungu	31.1	100.0	21.6	46.2	22.9	9.3
Nkhotakota	34.8	100.0	18.7	49.8	28.8	2.7
Ntchisi	45.3	100.0	20.7	57.2	13.0	9.1
Dowa	26.9	100.0	12.4	35.9	39.2	12.4
Salima	23.4	100.0	20.5	47.9	20.5	11.0
Lilongwe	21.0	100.0	21.6	48.1	22.0	8.3
Mchinji	22.7	100.0	18.1	50.5	19.5	11.9
Dedza	21.3	100.0	30.2	54.1	9.0	6.7
Ntcheu	36.1	100.0	26.3	53.3	18.0	2.4
Lilongwe city	73.6	100.0	11.4	30.9	40.0	17.7
Mangochi	31.7	100.0	30.9	53.9	12.1	3.1
Machinga	27.3	100.0	10.1	65.5	15.1	9.2
Zomba	24.9	100.0	16.9	52.2	23.2	7.7
Chiradzulu	27.9	100.0	22.2	50.7	15.3	11.8
Blantyre	36.4	100.0	20.7	51.3	20.7	7.3
Mwanza	35.2	100.0	41.3	34.7	16.0	8.0
Thyolo	30.8	100.0	16.2	54.8	21.8	7.2
Mulanje	28.2	100.0	28.9	46.7	20.6	3.8
Phalombe	20.5	100.0	21.6	50.0	13.8	14.7
Chikwawa	30.0	100.0	15.4	64.8	15.0	4.9
Nsanje	27.9	100.0	33.6	40.6	17.5	8.4
Balaka	34.4	100.0	17.2	56.6	18.7	7.6
Neno	28.8	100.0	29.5	57.4	6.6	6.6
Zomba City	65.1	100.0	7.4	41.3	35.5	15.7
Blantyre City	70.7	100.0	11.4	46.1	26.9	15.5

A 3: Proportion of individuals who own a mobile cellular phone and number of active sim cards by district by background characteristics, Access and usage of ICT services survey, Malawi 2014

	Proportion of individuals that own mobile phone	Number of active sim cards		
		Total	Single sim	Multiple sim
		%	%	%
Malawi	36.0	100.0	61.1	38.9
District				
Chitipa	34.0	100.0	49.3	50.7
Karonga	37.8	100.0	42.7	57.3
Nkhata-bay	51.7	100.0	69.5	30.5
Rumphi	50.4	100.0	44.9	55.1
Mzimba	46.3	100.0	71.9	28.1
Mzuzu city	71.8	100.0	46.0	54.0
Likoma	78.1	100.0	34.8	65.2
Kasungu	31.1	100.0	63.1	36.9
Nkhotakota	34.8	100.0	63.5	36.5
Ntchisi	45.3	100.0	64.9	35.1
Dowa	26.9	100.0	68.3	31.7
Salima	23.4	100.0	63.7	36.3
Lilongwe	21.0	100.0	63.8	36.2
Mchinji	22.7	100.0	62.4	37.6
Dedza	21.3	100.0	69.0	31.0
Ntcheu	36.1	100.0	59.6	40.4
Lilongwe city	73.6	100.0	51.4	48.6
Mangochi	31.7	100.0	80.4	19.6
Machinga	27.3	100.0	63.9	36.1
Zomba	24.9	100.0	72.8	27.2
Chiradzulu	27.9	100.0	52.1	47.9
Blantyre	36.4	100.0	67.2	32.8
Mwanza	35.2	100.0	66.7	33.3
Thyolo	30.8	100.0	63.9	36.1
Mulanje	28.2	100.0	68.3	31.7
Phalombe	20.5	100.0	66.4	33.6
Chikwawa	30.0	100.0	54.7	45.3
Nsanje	27.9	100.0	57.3	42.7
Balaka	34.4	100.0	63.1	36.9
Neno	28.8	100.0	65.6	34.4
Zomba City	65.1	100.0	47.1	52.9
Blantyre City	70.7	100.0	55.7	44.3

A 4: Proportion of individuals with mobile phones capable of browsing the internet and place for charging battery by district, Access and usage of ICT services survey, Malawi 2014

	Proportion of phones capable of browsing the internet
	%
Malawi	30.2
District	
Chitipa	24.7
Karonga	30.7
Nkhata-bay	30.5
Rumphi	28.1
Mzimba	18.5
Mzuzu city	51.2
Likoma	49.4
Kasungu	26.6
Nkhotakota	29.7
Ntchisi	18.8
Dowa	23.2
Salima	31.5
Lilongwe	18.9
Mchinji	17.1
Dedza	17.5
Ntcheu	28.4
Lilongwe city	50.6
Mangochi	11.5
Machinga	30.7
Zomba	21.7
Chiradzulu	34.0
Blantyre	17.7
Mwanza	29.3
Thyolo	24.6
Mulanje	16.0
Phalombe	25.9
Chikwawa	31.1
Nsanje	35.7
Balaka	21.2
Neno	19.7
Zomba City	50.4
Blantyre City	46.9

A 5: Poportion of public phone users, type of public phones and frequency of phone use by district, Access and usage of ICT services survey, 2014

	Proportion of public phone users	Type of public phone			Use of public phone (frequency)				
		Telephone booth (fixed line operator)	Telephone kiosk, Umbrella operator	Other	More than once a day	Almost every day	At least once a week	Once a month	More than once a month
		%	%	%	%	%	%	%	%
Malawi	3.2	14.1	83.3	2.6	8.9	4.7	19.0	47.1	20.3
District									
Chitipa	1.6	0.0	66.7	33.3	0.0	33.3	0.0	33.3	33.3
Karonga	0.4	100.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0
Nkhata-bay	13.9	20.0	76.0	4.0	8.0	8.0	16.0	48.0	20.0
Rumphi	1.3	0.0	100.0	0.0	0.0	50.0	0.0	0.0	50.0
Mzimba	4.7	13.3	86.7	0.0	3.3	6.7	26.7	53.3	10.0
Mzuzu city	15.0	22.2	66.7	11.1	22.2	5.6	11.1	44.4	16.7
Kasungu	2.2	8.3	83.3	8.3	8.3	0.0	16.7	50.0	25.0
Nkhotakota	0.4	0.0	100.0	0.0	0.0	0.0	0.0	0.0	100.0
Ntchisi	4.5	55.6	44.4	0.0	11.1	0.0	22.2	44.4	22.2
Dowa	1.2	16.7	83.3	0.0	50.0	16.7	0.0	16.7	16.7
Salima	1.0	66.7	33.3	0.0	0.0	33.3	0.0	66.7	0.0
Lilongwe	2.4	25.9	74.1	0.0	11.1	7.4	18.5	40.7	22.2
Mchinji	1.9	12.5	87.5	0.0	0.0	0.0	0.0	75.0	25.0
Dedza	2.4	0.0	100.0	0.0	0.0	0.0	21.4	71.4	7.1
Ntcheu	4.5	10.0	85.0	5.0	5.0	0.0	15.0	60.0	20.0
Lilongwe city	4.6	17.9	78.6	3.6	21.4	10.7	17.9	42.9	7.1
Mangochi	1.5	54.5	45.5	0.0	9.1	9.1	0.0	45.5	36.4
Machinga	2.0	11.1	88.9	0.0	11.1	11.1	11.1	55.6	11.1
Zomba	3.0	12.5	87.5	0.0	12.5	0.0	0.0	75.0	12.5
Chiradzulu	3.1	25.0	75.0	0.0	0.0	0.0	12.5	50.0	37.5
Blantyre	5.9	0.0	100.0	0.0	10.5	0.0	5.3	21.1	63.2
Mwanza	6.3	0.0	100.0	0.0	0.0	0.0	33.3	33.3	33.3
Thyolo	0.9	0.0	100.0	0.0	0.0	20.0	0.0	80.0	0.0
Mulanje	3.5	5.9	88.2	5.9	5.9	0.0	29.4	35.3	29.4
Phalombe	0.7	0.0	100.0	0.0	0.0	0.0	0.0	100.0	0.0
Chikwawa	2.0	12.5	87.5	0.0	12.5	0.0	12.5	37.5	37.5
Nsanje	3.2	28.6	71.4	0.0	14.3	0.0	14.3	28.6	42.9
Balaka	6.7	5.0	95.0	0.0	5.0	0.0	15.0	65.0	15.0
Neno	3.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	100.0
Zomba City	3.8	0.0	100.0	0.0	0.0	0.0	66.7	33.3	0.0
Blantyre City	7.0	0.0	95.3	4.7	4.7	2.3	48.8	39.5	4.7

A 6: Proportion of public phone users by time taken to reach the nearest public phone and district, Access and usage of ICT services survey, 2014

	Walking time to nearest public phone					
	Less than 10 minutes	10-20 minutes	20-30 minutes	30-60 minutes	1-3 hours	Too far to walk
	%	%	%	%	%	%
Malawi	16.7	20.3	13.5	14.6	20.6	14.3
District						
Chitipa	33.3	33.3	0.0	0.0	33.3	0.0
Karonga	0.0	100.0	0.0	0.0	0.0	0.0
Nkhata-bay	12.0	28.0	8.0	16.0	20.0	16.0
Rumphi	0.0	0.0	50.0	0.0	50.0	0.0
Mzimba	10.0	6.7	13.3	30.0	23.3	16.7
Mzuzu city	22.2	33.3	27.8	0.0	11.1	5.6
Kasungu	8.3	16.7	8.3	0.0	25.0	41.7
Nkhotakota	100.0	0.0	0.0	0.0	0.0	0.0
Ntchisi	0.0	33.3	11.1	22.2	11.1	22.2
Dowa	50.0	33.3	0.0	0.0	16.7	0.0
Salima	0.0	66.7	0.0	0.0	33.3	0.0
Lilongwe	7.4	7.4	14.8	22.2	29.6	18.5
Mchinji	12.5	25.0	0.0	12.5	25.0	25.0
Dedza	0.0	0.0	21.4	14.3	42.9	21.4
Ntcheu	5.0	30.0	20.0	0.0	30.0	15.0
Lilongwe city	32.1	25.0	21.4	3.6	0.0	17.9
Mangochi	27.3	9.1	9.1	36.4	18.2	0.0
Machinga	11.1	22.2	11.1	11.1	44.4	0.0
Zomba	18.8	6.3	6.3	25.0	25.0	18.8
Chiradzulu	0.0	0.0	25.0	50.0	0.0	25.0
Blantyre	21.1	10.5	5.3	10.5	36.8	15.8
Mwanza	50.0	16.7	0.0	0.0	16.7	16.7
Thyolo	20.0	0.0	0.0	40.0	20.0	20.0
Mulanje	11.8	5.9	29.4	5.9	35.3	11.8
Phalombe	0.0	0.0	0.0	0.0	50.0	50.0
Chikwawa	25.0	0.0	0.0	37.5	0.0	37.5
Nsanje	42.9	42.9	14.3	0.0	0.0	0.0
Balaka	15.0	10.0	15.0	20.0	30.0	10.0
Neno	0.0	33.3	0.0	0.0	0.0	66.7
Zomba City	33.3	33.3	33.3	0.0	0.0	0.0
Blantyre City	20.9	46.5	11.6	14.0	7.0	0.0

A 7: Expenditure to nearest public phone per trip and monthly expenditure on public phone by district, Access and usage of ICT services survey, Malawi 2014

	Expenditure to nearest public phone per trip					Monthly expenditure on public phone				
	Less than K500	K500 to K999	K1000 to K3000	K3001 to K5000	Over K5000	Less than K500	K500 to K999	K1000 to K3000	K3001 to K5000	Over K5000
	%	%	%	%	%	%	%	%	%	%
Malawi	76.3	11.7	10.9	0.5	0.5	50.8	18.8	25.8	2.1	2.6
Total										
Chitipa	66.7	0.0	33.3	0.0	0.0	0.0	33.3	66.7	0.0	0.0
Karonga	100.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0
Nkhata-bay	68.0	12.0	20.0	0.0	0.0	28.0	16.0	52.0	0.0	4.0
Rumphi	100.0	0.0	0.0	0.0	0.0	50.0	0.0	50.0	0.0	0.0
Mzimba	43.3	20.0	36.7	0.0	0.0	36.7	13.3	36.7	6.7	6.7
Mzuzu city	100.0	0.0	0.0	0.0	0.0	22.2	27.8	44.4	5.6	0.0
Kasungu	66.7	16.7	16.7	0.0	0.0	66.7	16.7	16.7	0.0	0.0
Nkhotakota	100.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0
Ntchisi	77.8	0.0	11.1	0.0	11.1	33.3	11.1	55.6	0.0	0.0
Dowa	100.0	0.0	0.0	0.0	0.0	83.3	0.0	16.7	0.0	0.0
Salima	66.7	33.3	0.0	0.0	0.0	0.0	66.7	0.0	0.0	33.3
Lilongwe	59.3	22.2	18.5	0.0	0.0	66.7	11.1	14.8	3.7	3.7
Mchinji	50.0	25.0	25.0	0.0	0.0	12.5	50.0	37.5	0.0	0.0
Dedza	64.3	14.3	21.4	0.0	0.0	64.3	14.3	21.4	0.0	0.0
Ntcheu	60.0	25.0	15.0	0.0	0.0	50.0	20.0	30.0	0.0	0.0
Lilongwe city	96.4	3.6	0.0	0.0	0.0	32.1	35.7	21.4	0.0	10.7
Mangochi	72.7	0.0	18.2	9.1	0.0	54.5	18.2	27.3	0.0	0.0
Machinga	55.6	33.3	11.1	0.0	0.0	22.2	33.3	33.3	11.1	0.0
Zomba	87.5	6.3	6.3	0.0	0.0	75.0	6.3	18.8	0.0	0.0
Chiradzulu	87.5	12.5	0.0	0.0	0.0	50.0	25.0	25.0	0.0	0.0
Blantyre	84.2	10.5	5.3	0.0	0.0	42.1	15.8	26.3	10.5	5.3
Mwanza	83.3	16.7	0.0	0.0	0.0	50.0	16.7	33.3	0.0	0.0
Thyolo	80.0	20.0	0.0	0.0	0.0	80.0	0.0	20.0	0.0	0.0
Mulanje	82.4	11.8	5.9	0.0	0.0	64.7	23.5	11.8	0.0	0.0
Phalombe	100.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0
Chikwawa	75.0	12.5	12.5	0.0	0.0	75.0	12.5	12.5	0.0	0.0
Nsanje	85.7	0.0	0.0	0.0	14.3	85.7	14.3	0.0	0.0	0.0
Balaka	65.0	25.0	5.0	5.0	0.0	60.0	15.0	20.0	5.0	0.0
Neno	66.7	0.0	33.3	0.0	0.0	66.7	33.3	0.0	0.0	0.0
Zomba City	100.0	0.0	0.0	0.0	0.0	66.7	33.3	0.0	0.0	0.0
Blantyre City	100.0	0.0	0.0	0.0	0.0	65.1	14.0	18.6	0.0	2.3

A 8: Main reason for using public phone by district, Access and usage of ICT services survey, Malawi 2014

	Main reason for using public phone						
	Total	Do not have a fixed line phone at home	Do not have a mobile phone	It is cheaper	Easier than to recharge airtime mobile	Difficulties charging the battery of mobile	Other
	%	%	%	%	%	%	%
Malawi	100	10.4	45.1	12.8	2.9	15.6	13.3
District							
Chitipa	100.0	0.0	33.3	0.0	66.7	0.0	0.0
Karonga	100.0	0.0	0.0	0.0	100.0	0.0	0.0
Nkhata-bay	100.0	12.0	32.0	16.0	4.0	28.0	8.0
Rumphi	100.0	0.0	100.0	0.0	0.0	0.0	0.0
Mzimba	100.0	6.7	20.0	16.7	10.0	30.0	16.7
Mzuzu city	100.0	16.7	33.3	11.1	5.6	22.2	11.1
Kasungu	100.0	0.0	66.7	16.7	0.0	8.3	8.3
Nkhotakota	100.0	0.0	0.0	0.0	0.0	100.0	0.0
Ntchisi	100.0	44.4	33.3	0.0	0.0	22.2	0.0
Dowa	100.0	16.7	83.3	0.0	0.0	0.0	0.0
Salima	100.0	33.3	33.3	33.3	0.0	0.0	0.0
Lilongwe	100.0	7.4	44.4	22.2	0.0	11.1	14.8
Mchinji	100.0	62.5	25.0	0.0	0.0	0.0	12.5
Dedza	100.0	0.0	50.0	7.1	0.0	28.6	14.3
Ntcheu	100.0	5.0	50.0	10.0	5.0	10.0	20.0
Lilongwe city	100.0	0.0	46.4	14.3	3.6	28.6	7.1
Mangochi	100.0	27.3	54.5	9.1	0.0	9.1	0.0
Machinga	100.0	0.0	55.6	11.1	0.0	33.3	0.0
Zomba	100.0	43.8	31.3	0.0	0.0	18.8	6.3
Chiradzulu	100.0	37.5	37.5	12.5	0.0	0.0	12.5
Blantyre	100.0	0.0	47.4	10.5	0.0	15.8	26.3
Mwanza	100.0	16.7	66.7	0.0	0.0	0.0	16.7
Thyolo	100.0	0.0	80.0	0.0	0.0	0.0	20.0
Mulanje	100.0	0.0	70.6	11.8	0.0	17.6	0.0
Phalombe	100.0	0.0	0.0	0.0	0.0	0.0	100.0
Chikwawa	100.0	12.5	50.0	25.0	0.0	12.5	0.0
Nsanje	100.0	0.0	57.1	28.6	0.0	0.0	14.3
Balaka	100.0	5.0	50.0	30.0	5.0	10.0	0.0
Neno	100.0	0.0	100.0	0.0	0.0	0.0	0.0
Zomba City	100.0	33.3	33.3	0.0	0.0	33.3	0.0
Blantyre City	100.0	2.3	44.2	11.6	0.0	4.7	37.2

A 9: Preferred location for public phone location by district, Access and usage of ICT services survey, Malawi 2014

	Preferred location for public phone usage				
	Total	Shopping place	Work place	Close to home	Other
	%	%	%	%	%
Malawi	100	20.8	7.0	69.5	2.6
District					
Chitipa	100	33.3	33.3	33.3	0.0
Karonga	100	100.0	0.0	0.0	0.0
Nkhata-bay	100	32.0	12.0	48.0	8.0
Rumphi	100	0.0	0.0	100.0	0.0
Mzimba	100	26.7	0.0	70.0	3.3
Mzuzu city	100	11.1	0.0	88.9	0.0
Kasungu	100	25.0	16.7	58.3	0.0
Nkhotakota	100	0.0	0.0	100.0	0.0
Ntchisi	100	44.4	22.2	33.3	0.0
Dowa	100	0.0	0.0	100.0	0.0
Salima	100	0.0	0.0	100.0	0.0
Lilongwe	100	11.1	3.7	77.8	7.4
Mchinji	100	37.5	0.0	62.5	0.0
Dedza	100	28.6	7.1	64.3	0.0
Ntcheu	100	30.0	0.0	65.0	5.0
Lilongwe city	100	14.3	3.6	78.6	3.6
Mangochi	100	18.2	36.4	45.5	0.0
Machinga	100	55.6	0.0	44.4	0.0
Zomba	100	31.3	0.0	62.5	6.3
Chiradzulu	100	37.5	0.0	62.5	0.0
Blantyre	100	21.1	5.3	68.4	5.3
Mwanza	100	0.0	0.0	100.0	0.0
Thyolo	100	0.0	0.0	100.0	0.0
Mulanje	100	11.8	5.9	82.4	0.0
Phalombe	100	0.0	0.0	50.0	50.0
Chikwawa	100	12.5	12.5	75.0	0.0
Nsanje	100	0.0	14.3	85.7	0.0
Balaka	100	30.0	5.0	65.0	0.0
Neno	100	33.3	0.0	66.7	0.0
Zomba City	100	66.7	0.0	33.3	0.0
Blantyre City	100	4.7	16.3	79.1	0.0

A 10: Distribution of individuals perceived relevancy of radio programmes on health, Access and usage of ICT services survey, Malawi 2014

	Radio provides relevant health information			
	Total	Agree	Disagree	Not sure
	%	%	%	%
Malawi	100	97.5	1.4	1.1
Place of residence				
Urban	100	97.5	1.4	1.1
Rural	100	97.5	1.4	1.1
Region				
Northern Region	100	97.1	1.2	1.7
Northern Region Rural	100	96.7	1.3	1.9
Northern Region Urban	100	100.0	0.0	0.0
Central Region	100	97.6	1.4	1.0
Central Region Rural	100	97.7	1.3	1.0
Central Region Urban	100	97.0	1.9	1.0
Southern Region	100	97.6	1.4	1.0
Southern Region Rural	100	97.6	1.5	0.9
Southern Region Urban	100	97.4	1.3	1.3
Sex of household head				
Male	100	97.5	1.4	1.0
Female	100	97.5	1.3	1.1
Education level				
Primary education or lower	100	97.7	1.4	0.9
Lower secondary education	100	97.4	1.4	1.3
Upper secondary or post secondary non tertiary	100	97.4	1.3	1.4
Tertiary and post tertiary education	100	93.3	4.1	2.6

A 11: Distribution of individuals perceived relevancy of radio programmes on health information by district, Access and usage of ICT services survey, Malawi 2014

	Radio provides relevant health information			
	Total	Agree	Disagree	Not sure
	%	%	%	%
Malawi	100	97.5	1.4	1.1
District				
Chitipa	100	99.7	0.0	0.3
Karonga	100	92.6	2.9	4.4
Nkhata-bay	100	97.8	2.2	0.0
Rumphi	100	94.4	2.1	3.4
Mzimba	100	97.1	0.8	2.1
Mzuzu city	100	100.0	0.0	0.0
Likoma	100	100.0	0.0	0.0
Kasungu	100	96.5	1.7	1.7
Nkhotakota	100	95.2	0.8	4.0
Ntchisi	100	100.0	0.0	0.0
Dowa	100	99.7	0.3	0.0
Salima	100	99.7	0.3	0.0
Lilongwe	100	97.9	1.2	0.9
Mchinji	100	98.8	0.8	0.4
Dedza	100	98.0	2.0	0.0
Ntcheu	100	96.1	2.5	1.4
Lilongwe city	100	97.0	1.9	1.0
Mangochi	100	95.9	2.2	1.9
Machinga	100	96.3	1.9	1.8
Zomba	100	99.3	0.0	0.7
Chiradzulu	100	99.2	0.0	0.8
Blantyre	100	98.0	0.9	1.1
Mwanza	100	97.4	1.3	1.3
Thyolo	100	99.6	0.4	0.0
Mulanje	100	99.3	0.7	0.0
Phalombe	100	99.1	0.5	0.5
Chikwawa	100	98.4	1.6	0.0
Nsanje	100	96.0	2.2	1.9
Balaka	100	90.0	8.2	1.7
Neno	100	99.3	0.0	0.7
Zomba City	100	98.1	1.9	0.0
Blantyre City	100	97.3	1.2	1.5

A 12: Distribution of individuals perceived relevancy of radio programmes on farming by background characteristics, Access and usage of ICT services survey, 2014

	Radio provides useful information for farming			
	Total	Agree	Disagree	Not sure
	%	%	%	%
Malawi	100	96.7	2.1	1.2
Place of residence				
Urban	100	93.5	4.4	2.1
Rural	100	97.3	1.7	1.0
Region				
Northern Region	100	97.0	0.9	2.0
Northern Region Rural	100	97.0	0.9	2.1
Northern Region Urban	100	97.4	1.1	1.5
Central Region	100	97.3	1.6	1.1
Central Region Rural	100	98.3	1.1	0.7
Central Region Urban	100	92.7	4.2	3.1
Southern Region	100	96.1	2.9	1.0
Southern Region Rural	100	96.6	2.5	1.0
Southern Region Urban	100	93.4	5.2	1.3
Sex of household head				
Male	100	96.7	2.1	1.2
Female	100	96.7	2.1	1.2
Education level				
Primary education or lower	100	97.7	1.5	0.8
Lower secondary education	100	96.3	2.4	1.3
Upper secondary or post secondary non tertiary	100	94.7	3.1	2.2
Tertiary and post tertiary education	100	87.4	6.7	5.9

A 13: Distribution of individuals perceived relevancy of radio programmes on job seeking by background characteristics, Access and usage of ICT services survey, 2014

	Job seeking			
	Total	Agree	Disagree	Not sure
	%	%	%	%
Malawi	100	63.1	32.4	4.5
Place of residence				
Urban	100	59.2	37.5	3.3
Rural	100	63.8	31.4	4.8
Region				
Northern Region	100	62.9	30.1	7.1
Northern Region Rural	100	61.4	31.0	7.5
Northern Region Urban	100	75.5	21.6	2.9
Central Region	100	64.6	32.2	3.2
Central Region Rural	100	65.3	32.0	2.8
Central Region Urban	100	61.0	33.5	5.5
Southern Region	100	61.8	33.3	4.9
Southern Region Rural	100	63.2	31.1	5.6
Southern Region Urban	100	54.5	44.0	1.5
Sex of household head				
Male	100	63.7	32.1	4.3
Female	100	62.5	32.7	4.8
Education level				
Primary education or lower	100	63.3	32.3	4.3
Lower secondary education	100	62.6	32.0	5.5
Upper secondary or post secondary non tertiary	100	63.4	32.8	3.8
Tertiary and post tertiary education	100	58.7	36.4	5.0

A 14: Distribution of individuals perceived relevancy of radio programmes on job seeking by background characteristics, Access and usage of ICT services survey, 2014

	Job seeking			
	Total	Agree	Disagree	Not sure
	%	%	%	%
Malawi	100	63.1	32.4	4.5
District				
Chitipa	100	37.8	49.3	12.8
Karonga	100	37.5	35.1	27.4
Nkhata-bay	100	78.5	19.9	1.7
Rumphi	100	56.7	37.8	5.6
Mzimba	100	69.4	27.7	2.9
Mzuzu city	100	75.5	21.6	2.9
Likoma	100	75.8	24.2	0.0
Kasungu	100	52.0	46.5	1.5
Nkhotakota	100	51.7	47.5	0.8
Ntchisi	100	70.9	27.7	1.4
Dowa	100	60.8	38.8	0.5
Salima	100	62.9	35.8	1.3
Lilongwe	100	68.0	26.7	5.2
Mchinji	100	67.1	25.3	7.6
Dedza	100	78.2	21.0	0.8
Ntcheu	100	73.3	23.9	2.8
Lilongwe city	100	61.0	33.5	5.5
Mangochi	100	71.6	25.9	2.5
Machinga	100	36.9	58.7	4.4
Zomba	100	89.0	6.5	4.5
Chiradzulu	100	80.9	16.2	2.9
Blantyre	100	82.4	9.0	8.6
Mwanza	100	42.1	47.4	10.5
Thyolo	100	84.3	11.3	4.4
Mulanje	100	34.1	64.7	1.2
Phalombe	100	48.3	51.2	0.5
Chikwawa	100	73.7	11.2	15.1
Nsanje	100	43.4	46.4	10.2
Balaka	100	47.0	43.5	9.5
Neno	100	44.1	44.8	11.0
Zomba City	100	85.8	9.7	4.5
Blantyre City	100	50.7	48.1	1.2

A 15: Distribution of individuals who had their radios switched on by background characteristics, Access and usage of ICT services survey, Malawi 2014

	Radio always switched on			
	Total	Agree	Disagree	Not sure
	%	%	%	%
Malawi	100	14.3	83.8	1.9
Place of residence				
Urban	100	16.6	82.6	0.8
Rural	100	13.8	84.1	2.1
Region				
Northern Region	100	15.4	81.7	2.9
Northern Region Rural	100	14.9	81.9	3.2
Northern Region Urban	100	19.8	80.2	0.0
Central Region	100	14.8	83.4	1.8
Central Region Rural	100	13.6	84.6	1.8
Central Region Urban	100	20.7	77.4	1.9
Southern Region	100	13.5	84.9	1.6
Southern Region Rural	100	13.7	84.4	1.9
Southern Region Urban	100	12.5	87.5	0.0
Sex of household head				
Male	100	14.8	83.4	1.8
Female	100	13.8	84.3	2.0
Education level				
Primary education or lower	100	14.3	83.8	1.9
Lower secondary education	100	12.7	84.9	2.4
Upper secondary or post secondary non tertiary	100	16.5	82.3	1.1
Tertiary and post tertiary education	100	12.9	86.2	0.9

A 16: Distribution of individuals who listen to news only by background characteristics, Access and usage of ICT services survey, Malawi 2014

	Listens to news only			
	Total	Agree	Disagree	Not sure
	%	%	%	%
Malawi	100	9.6	89.8	0.6
Place of residence				
Urban	100	13.8	86.1	0.2
Rural	100	8.8	90.5	0.7
Region				
Northern Region	100	15.1	84.7	0.3
Northern Region Rural	100	14.8	84.9	0.3
Northern Region Urban	100	17.2	82.8	0.0
Central Region	100	7.2	91.8	1.1
Central Region Rural	100	7.3	91.5	1.2
Central Region Urban	100	6.6	93.0	0.4
Southern Region	100	10.0	89.6	0.4
Southern Region Rural	100	8.1	91.4	0.5
Southern Region Urban	100	19.3	80.7	0.0
Sex of household head				
Male	100	9.8	89.6	0.7
Female	100	9.4	90.0	0.6
Education level				
Primary education or lower	100	9.2	90.2	0.6
Lower secondary education	100	8.2	90.9	0.9
Upper secondary or post secondary non tertiary	100	12.1	87.4	0.5
Tertiary and post tertiary education	100	15.8	83.3	0.9

A 17: Distribution of individuals mostly listen to music by background characteristics, Access and usage of ICT services survey, Malawi 2014

	Mostly listens to music			
	Total	Agree	Disagree	Not sure
	%	%	%	%
Malawi	100	39.7	59.3	1.0
Place of residence				
Urban	100	54.9	44.0	1.0
Rural	100	37.1	62.0	1.0
Region				
Northern Region	100	16.9	82.3	0.8
Northern Region Rural	100	15.8	83.5	0.7
Northern Region Urban	100	27.4	71.2	1.3
Central Region	100	42.5	56.1	1.4
Central Region Rural	100	40.6	58.1	1.3
Central Region Urban	100	52.2	45.9	1.9
Southern Region	100	44.0	55.3	0.6
Southern Region Rural	100	40.6	58.6	0.7
Southern Region Urban	100	63.0	36.9	0.1
Sex of household head				
Male	100	39.9	59.1	1.0
Female	100	39.5	59.5	1.0
Education level				
Primary education or lower	100	38.5	60.6	0.8
Lower secondary education	100	39.9	59.0	1.1
Upper secondary or post secondary non tertiary	100	43.0	55.8	1.2
Tertiary and post tertiary education	100	50.5	48.1	1.4

A 18: Distribution of individuals' perceptions in one's language is important by background characteristics, Access and usage of ICT services survey, Malawi 2014

	Radio content in one's language is important			
	Total	Agree	Disagree	Not sure
	%	%	%	%
Malawi	100	96.3	3.6	0.1
Place of residence				
Urban	100	95.4	4.4	0.2
Rural	100	96.4	3.5	0.1
Region				
Northern Region	100	96.9	2.9	0.1
Northern Region Rural	100	97.1	2.9	0.0
Northern Region Urban	100	95.2	3.3	1.5
Central Region	100	97.5	2.4	0.1
Central Region Rural	100	97.6	2.3	0.1
Central Region Urban	100	96.9	3.0	0.2
Southern Region	100	94.9	4.9	0.2
Southern Region Rural	100	95.1	4.7	0.2
Southern Region Urban	100	94.1	5.9	0.0
Sex of household head				
Male	100	96.3	3.7	0.1
Female	100	96.3	3.6	0.1
Education level				
Primary education or lower	100	96.5	3.4	0.1
Lower secondary education	100	96.1	3.8	0.1
Upper secondary or post secondary non tertiary	100	95.8	4.1	0.1
Tertiary and post tertiary education	100	93.8	5.9	0.3

A 19: Distribution of individuals who had their radios switched on by district, Access and usage of ICT services survey, Malawi 2014

	Radio always switched on			
	Total	Agree	Disagree	Not sure
	%	%	%	%
Malawi	100	14.3	83.8	1.9
District				
Chitipa	100	9.1	86.8	4.1
Karonga	100	8.0	89.7	2.4
Nkhata-bay	100	32.9	66.0	1.1
Rumphi	100	4.7	86.3	9.0
Mzimba	100	14.7	82.3	3.0
Mzuzu city	100	19.8	80.2	0.0
Likoma	100	16.2	83.8	0.0
Kasungu	100	11.7	86.9	1.4
Nkhotakota	100	4.8	95.2	0.0
Ntchisi	100	10.3	81.8	7.9
Dowa	100	10.8	88.7	0.5
Salima	100	15.0	82.7	2.3
Lilongwe	100	18.7	78.8	2.5
Mchinji	100	21.6	76.6	1.8
Dedza	100	10.8	89.0	0.2
Ntcheu	100	12.5	84.8	2.7
Lilongwe city	100	20.7	77.4	1.9
Mangochi	100	6.6	89.8	3.6
Machinga	100	11.0	87.1	1.9
Zomba	100	13.1	86.5	0.4
Chiradzulu	100	12.3	87.7	0.0
Blantyre	100	14.1	82.0	4.0
Mwanza	100	13.8	86.2	0.0
Thyolo	100	9.8	89.0	1.2
Mulanje	100	25.1	74.4	0.5
Phalombe	100	16.7	83.3	0.0
Chikwawa	100	13.6	85.4	1.0
Nsanje	100	22.1	73.6	4.3
Balaka	100	12.9	81.1	6.0
Neno	100	18.6	80.0	1.4
Zomba City	100	9.0	91.0	0.0
Blantyre City	100	13.0	87.0	0.0

A 20: Distribution of individuals who listen to news only perceptions on radio content by district, Access and usage of ICT services survey, Malawi 2014

	Listens to news only			
	Total	Agree	Disagree	Not sure
	%	%	%	%
Malawi	100	9.6	89.8	0.6
District				
Chitipa	100	26.7	73.3	0.0
Karonga	100	14.7	84.7	0.6
Nkhata-bay	100	12.7	87.3	0.0
Rumphi	100	10.3	89.7	0.0
Mzimba	100	13.2	86.3	0.5
Mzuzu city	100	17.2	82.8	0.0
Likoma	100	16.2	83.8	0.0
Kasungu	100	8.6	90.4	1.0
Nkhotakota	100	2.3	97.7	0.0
Ntchisi	100	5.5	93.2	1.4
Dowa	100	6.1	93.6	0.3
Salima	100	3.3	91.2	5.5
Lilongwe	100	5.8	93.7	0.5
Mchinji	100	7.0	90.1	2.9
Dedza	100	12.1	87.3	0.6
Ntcheu	100	9.6	88.2	2.2
Lilongwe city	100	6.6	93.0	0.4
Mangochi	100	2.3	97.5	0.2
Machinga	100	1.7	98.3	0.0
Zomba	100	11.0	88.7	0.3
Chiradzulu	100	8.9	91.1	0.0
Blantyre	100	7.9	90.1	2.0
Mwanza	100	19.7	78.9	1.3
Thyolo	100	5.0	94.8	0.2
Mulanje	100	10.7	89.0	0.3
Phalombe	100	10.6	88.9	0.5
Chikwawa	100	7.8	91.4	0.7
Nsanje	100	22.6	77.4	0.0
Balaka	100	6.0	92.5	1.5
Neno	100	19.3	80.0	0.7
Zomba City	100	11.0	89.0	0.0
Blantyre City	100	20.3	79.7	0.0

A 21: Distribution of individuals who mostly listen to music by district, Access and usage of ICT services survey, Malawi 2014

	Mostly listens to music			
	Total	Agree	Disagree	Not sure
	%	%	%	%
Malawi	100	39.7	59.3	1.0
District				
Chitipa	100	16.1	82.9	0.9
Karonga	100	6.6	92.0	1.4
Nkhata-bay	100	19.0	79.7	1.3
Rumphi	100	5.7	92.8	1.4
Mzimba	100	18.7	81.1	0.2
Mzuzu city	100	27.4	71.2	1.3
Likoma	100	26.5	73.5	0.0
Kasungu	100	37.3	61.7	1.0
Nkhotakota	100	57.6	42.4	0.0
Ntchisi	100	26.8	67.8	5.4
Dowa	100	24.2	75.8	0.0
Salima	100	48.5	51.5	0.0
Lilongwe	100	24.4	75.0	0.6
Mchinji	100	37.9	54.9	7.1
Dedza	100	62.7	36.8	0.5
Ntcheu	100	61.5	37.4	1.1
Lilongwe city	100	52.2	45.9	1.9
Mangochi	100	5.0	94.3	0.7
Machinga	100	47.8	52.2	0.0
Zomba	100	31.9	66.3	1.9
Chiradzulu	100	37.4	62.1	0.6
Blantyre	100	39.6	59.9	0.5
Mwanza	100	47.5	50.8	1.6
Thyolo	100	31.2	68.8	0.0
Mulanje	100	82.7	16.4	0.9
Phalombe	100	68.1	30.9	1.1
Chikwawa	100	43.8	55.1	1.1
Nsanje	100	35.9	64.1	0.0
Balaka	100	47.9	50.8	1.3
Neno	100	62.4	37.6	0.0
Zomba City	100	32.6	67.4	0.0
Blantyre City	100	67.2	32.7	0.1

A 22: Distribution of individuals who perceive that radio content in one's language is important by district, Access and usage of ICT services survey, Malawi 2014

	Radio content in one's language is important			
	Total	Agree	Disagree	Not sure
	%	%	%	%
Malawi	100	96.3	3.6	0.1
District				
Chitipa	100	99.3	0.7	0.0
Karonga	100	96.8	3.2	0.0
Nkhata-bay	100	94.8	5.2	0.0
Rumphi	100	99.6	0.4	0.0
Mzimba	100	97.1	2.9	0.0
Mzuzu city	100	95.2	3.3	1.5
Likoma	100	94.9	5.1	0.0
Kasungu	100	95.0	4.8	0.2
Nkhotakota	100	94.1	5.9	0.0
Ntchisi	100	94.2	5.8	0.0
Dowa	100	99.2	0.8	0.0
Salima	100	100.0	0.0	0.0
Lilongwe	100	99.3	0.7	0.0
Mchinji	100	99.6	0.0	0.4
Dedza	100	98.4	1.6	0.0
Ntcheu	100	97.1	2.9	0.0
Lilongwe city	100	96.9	3.0	0.2
Mangochi	100	96.1	3.7	0.2
Machinga	100	98.9	1.1	0.0
Zomba	100	94.7	5.3	0.0
Chiradzulu	100	98.4	1.3	0.3
Blantyre	100	98.9	1.1	0.0
Mwanza	100	95.4	4.6	0.0
Thyolo	100	96.6	3.4	0.0
Mulanje	100	95.7	4.3	0.0
Phalombe	100	86.1	13.4	0.5
Chikwawa	100	94.2	4.6	1.2
Nsanje	100	85.2	14.8	0.0
Balaka	100	97.0	3.0	0.0
Neno	100	89.7	10.3	0.0
Zomba City	100	89.7	10.3	0.0
Blantyre City	100	94.6	5.4	0.0

A 23: Distribution of individuals giving out reasons for not listening to any radio by background characteristics, Access and Usage of ICT services survey, Malawi 2014

	Reason for not listening to radio			
	Total	Dont like listening to the radio	No radio reception	No radio
	%	%	%	%
Malawi	100	16.9	23.2	59.8
Place of residence				
Urban	100	42.8	15.3	41.9
Rural	100	15.2	23.8	61.1
Region				
Northern Region	100	21.2	29.1	49.7
Northern Region Rural	100	21.1	29.3	49.6
Northern Region Urban	100	23.8	23.8	52.4
Central Region				
Central Region Rural	100	11.5	28.2	60.3
Central Region Urban	100	41.6	14.2	44.1
Southern Region				
Southern Region Rural	100	18.0	15.9	66.1
Southern Region Urban	100	47.2	16.1	36.6
Sex of household head				
Male	100	16.7	23.6	59.7
Female	100	17.1	23.0	59.9
Education level				
Primary education or lower	100	15.5	24.8	59.7
Lower secondary education	100	14.9	20.9	64.2
Upper secondary or post secondary non tertiary	100	29.4	20.3	50.3
Tertiary and post tertiary education	100	65.6	9.4	25.0

A 24: Distribution of individuals giving out reasons for not listening to any radio by district, Access and Usage of ICT services survey, Malawi 2014

	Reason for not listening to radio			
	Total	Dont like listening to the radio	No radio reception	No radio
	%	%	%	%
Malawi	100	16.9	23.2	59.8
District				
Chitipa	100	15.8	9.0	75.2
Karonga	100	22.9	28.7	48.4
Nkhata-bay	100	31.2	33.8	35.1
Rumphi	100	21.6	36.6	41.8
Mzimba	100	20.1	35.2	44.8
Mzuzu city	100	23.8	23.8	52.4
Likoma	100	13.3	0.0	86.7
Kasungu	100	23.6	3.3	73.2
Nkhotakota	100	14.4	6.5	79.1
Ntchisi	100	1.9	79.4	18.8
Dowa	100	5.0	68.2	26.8
Salima	100	24.2	21.4	54.4
Lilongwe	100	9.4	24.2	66.4
Mchinji	100	17.0	21.8	61.2
Dedza	100	6.9	7.7	85.5
Ntcheu	100	6.6	18.3	75.1
Lilongwe city	100	41.6	14.2	44.1
Mangochi	100	17.9	7.9	74.2
Machinga	100	6.2	46.6	47.3
Zomba	100	21.2	23.1	55.8
Chiradzulu	100	38.8	20.1	41.0
Blantyre	100	47.0	7.2	45.9
Mwanza	100	34.4	19.7	45.9
Thyolo	100	19.8	5.1	75.1
Mulanje	100	5.1	3.6	91.2
Phalombe	100	6.4	0.0	93.6
Chikwawa	100	14.0	2.3	83.6
Nsanje	100	5.7	13.5	80.9
Balaka	100	10.3	49.4	40.2
Neno	100	22.4	49.3	28.4
Zomba City	100	51.6	19.4	29.0
Blantyre City	100	46.2	15.4	38.5

A 25: Proportion of individuals who listen to a National radio station by district, Access and usage of ICT services survey, 2014

	MBC RADIO 1	ZODIA K RADIO	MBC RADIO 2	CAPITAL FM	JOY RADIO	RADIO MARIA	FM 101 POWER	STAR FM	GALAXY RADIO	UFULU RADIO	RADIO ISLAM	TWR RADIO
	%	%	%	%	%	%	%	%	%	%	%	%
Malawi	80.2	80.1	58.1	26.2	23.5	16.5	11.4	11.7	9.6	7.1	4.9	2.7
District	80.2	80.1	58.1	26.2	23.5	16.5	11.4	11.7	9.6	7.1	4.9	2.7
Chitipa	94.7	100.0	70.8	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0
Karonga	87.3	95.6	60.5	0.0	0.0	7.9	0.0	0.0	8.8	8.8	1.3	0.0
Nkhatabay	78.3	78.3	56.0	0.0	0.0	5.1	0.0	0.0	5.1	5.1	0.6	0.0
Rumphi	94.2	96.1	58.1	0.0	0.0	4.5	0.0	0.0	5.2	5.2	0.0	0.0
Mzimba	74.3	86.9	55.8	0.0	0.0	11.0	0.0	0.0	7.3	7.3	0.0	1.5
Mzuzu city	68.1	72.4	56.0	88.8	81.0	10.3	94.8	97.4	10.3	10.3	0.9	0.9
Likoma	82.5	70.0	55.0	0.0	0.0	5.0	0.0	0.0	0.0	0.0	0.0	2.5
Kasungu	79.7	87.1	72.1	0.0	0.0	10.0	0.0	0.0	7.9	0.0	0.6	1.3
Nkhotakota	80.7	81.5	65.6	0.0	0.0	7.4	0.0	0.0	6.3	6.3	1.5	3.3
Ntchisi	90.1	92.7	67.5	0.0	0.0	5.8	0.0	0.0	0.0	5.8	0.0	1.6
Dowa	86.1	88.2	78.7	0.0	0.0	13.3	0.0	0.0	6.1	6.1	0.0	2.1
Salima	87.9	90.7	72.0	0.0	0.0	9.7	0.0	0.0	14.5	8.0	1.4	6.9
Lilongwe	76.9	89.7	82.2	96.7	92.8	14.1	0.0	0.0	9.0	9.1	0.1	1.0
Mchinji	81.5	92.6	67.2	0.0	0.0	11.6	0.0	0.0	6.9	0.0	0.0	0.2
Dedza	83.9	81.3	54.9	0.0	0.0	32.6	0.0	0.0	11.7	11.7	2.9	9.2
Ntcheu	78.9	82.3	53.7	0.0	0.0	24.9	0.0	0.0	13.2	6.7	1.2	8.9
Lilongwe city	74.7	71.5	48.8	87.9	74.0	10.8	93.5	96.8	14.3	7.7	3.8	4.2
Mangochi	84.8	76.6	53.6	0.0	0.0	20.1	0.0	0.0	17.7	11.1	27.3	1.4
Machinga	79.4	64.4	35.4	0.0	0.0	26.3	0.0	0.0	13.4	6.6	34.7	4.5
Zomba	80.4	76.8	53.3	90.5	80.0	21.6	0.0	0.0	8.2	8.2	6.4	1.0
Chiradzulu	77.1	59.4	42.6	0.0	0.0	26.9	0.0	0.0	8.4	8.4	4.0	2.0
Blantyre	74.8	77.1	51.3	91.3	82.3	18.4	0.0	0.0	7.7	7.7	2.9	1.6
Mwanza	75.8	94.5	61.5	0.0	0.0	15.4	0.0	0.0	6.6	6.6	1.1	0.0
Thyolo	81.2	64.2	47.4	0.0	0.0	28.0	0.0	0.0	7.0	7.0	2.1	3.5
Mulanje	85.0	72.2	50.2	0.0	0.0	22.6	0.0	0.0	8.3	8.3	1.3	2.2
Phalombe	84.4	63.9	36.9	0.0	0.0	36.9	0.0	0.0	6.5	6.5	3.0	3.4
Chikwawa	79.8	90.6	61.2	0.0	0.0	11.5	0.0	0.0	8.4	8.4	2.6	0.8
Nsanje	90.0	98.1	89.5	0.0	0.0	3.3	0.0	0.0	6.7	0.0	0.0	1.0
Balaka	78.6	70.7	47.6	0.0	0.0	14.6	0.0	0.0	6.8	6.8	16.3	5.8
Neno	72.9	86.5	67.7	0.0	0.0	14.6	0.0	0.0	8.3	8.3	0.0	1.0
Zomba City	63.0	72.6	45.2	91.8	84.9	12.3	94.5	97.3	8.2	4.1	1.4	6.8
Blantyre City	69.2	61.9	33.4	88.2	73.0	15.0	95.0	97.5	16.5	10.6	3.7	2.3

A 26: Proportion of individuals who listen to a radio, own a radio and times of the day they listen to a radio by district, Access and usage of ICT services survey, 2014

	Hours individuals listen to a radio per day				
	Total	More than four hours	Between 2 and 4 hours	Between 1 and 2 hours	Less than 1 hour
	%	%	%	%	%
Malawi	100	33.8	26.6	18.9	20.6
District					
Chitipa	100	23.3	23.6	23.0	30.1
Karonga	100	30.1	25.7	18.6	25.7
Nkhata-bay	100	29.8	26.2	13.3	30.7
Rumphi	100	39.5	36.1	18.0	6.4
Mzimba	100	29.1	21.0	28.3	21.6
Mzuzu city	100	32.2	23.1	14.3	30.4
Likoma	100	42.4	15.2	18.2	24.2
Kasungu	100	35.1	35.4	14.2	15.3
Nkhotakota	100	36.8	28.6	24.4	10.3
Ntchisi	100	36.6	29.8	16.4	17.1
Dowa	100	27.8	44.6	8.6	19.0
Salima	100	29.3	33.9	26.1	10.7
Lilongwe	100	37.3	29.8	15.5	17.4
Mchinji	100	35.5	27.1	21.2	16.2
Dedza	100	34.4	32.5	15.0	18.1
Ntcheu	100	36.8	33.6	13.2	16.4
Lilongwe city	100	30.8	25.2	24.4	19.6
Mangochi	100	14.2	27.5	22.4	35.8
Machinga	100	24.5	19.3	28.2	28.1
Zomba	100	32.5	24.6	21.8	21.0
Chiradzulu	100	39.0	19.6	17.8	23.6
Blantyre	100	44.2	26.6	12.5	16.7
Mwanza	100	28.9	22.4	22.4	26.3
Thyolo	100	40.4	24.8	18.8	16.0
Mulanje	100	48.6	24.8	14.0	12.6
Phalombe	100	49.1	21.0	21.7	8.3
Chikwawa	100	44.3	19.5	14.0	22.2
Nsanje	100	32.1	25.3	12.4	30.2
Balaka	100	33.8	19.9	20.1	26.1
Neno	100	44.1	12.4	16.6	26.9
Zomba City	100	34.8	23.2	18.1	23.9
Blantyre City	100	31.6	22.0	21.7	24.7

A 26: Proportion of individuals' times of the day they listen to a radio by district, Access and usage of ICT services survey, 2014 (Continued)

	Times individuals usually listen to a radio					
	Total	05:00-08:00	08:00-16:00	16:00-20:00	20:00-00:00	00:00-05:00
	%	%	%	%	%	%
Malawi	100	6.5	26.6	45.3	18.9	2.7
District						
Chitipa	100	8.1	25.7	52.4	13.9	0.0
Karonga	100	5.3	23.6	61.9	9.1	0.0
Nkhata-bay	100	8.8	29.6	39.0	21.0	1.7
Rumphi	100	6.9	5.6	53.2	33.9	0.4
Mzimba	100	5.3	22.5	53.5	18.2	0.5
Mzuzu city	100	4.0	21.6	61.5	11.7	1.1
Likoma	100	2.0	12.1	52.5	31.3	2.0
Kasungu	100	6.7	30.3	50.3	11.1	1.6
Nkhotakota	100	4.2	25.4	58.2	12.2	0.0
Ntchisi	100	19.5	42.5	23.6	11.6	2.7
Dowa	100	5.2	33.8	29.4	27.0	4.7
Salima	100	3.9	34.5	40.1	21.5	0.0
Lilongwe	100	16.3	25.9	33.1	21.1	3.6
Mchinji	100	6.4	38.0	39.6	13.8	2.1
Dedza	100	9.4	32.7	42.5	14.7	0.7
Ntcheu	100	4.1	28.9	39.7	26.1	1.1
Lilongwe city	100	10.4	33.4	34.6	13.3	8.4
Mangochi	100	5.0	28.8	49.9	15.8	0.6
Machinga	100	1.8	31.5	55.3	10.9	0.6
Zomba	100	4.0	18.8	59.8	16.0	1.4
Chiradzulu	100	0.5	17.3	50.3	28.5	3.4
Blantyre	100	7.9	30.3	32.1	26.2	3.5
Mwanza	100	8.6	34.2	38.2	19.1	0.0
Thyolo	100	2.8	25.1	40.4	29.7	1.9
Mulanje	100	1.9	16.4	50.2	22.6	9.0
Phalombe	100	1.2	15.6	55.0	21.2	7.1
Chikwawa	100	4.6	28.2	46.1	15.5	5.6
Nsanje	100	4.3	35.3	46.1	14.3	0.0
Balaka	100	5.7	23.1	56.0	12.2	3.0
Neno	100	4.1	24.1	53.1	18.6	0.0
Zomba City	100	6.5	8.4	68.4	16.8	0.0
Blantyre City	100	6.1	20.6	41.3	28.5	3.4

A 27: Distribution of individuals who listen to a radio by their favourite radio programme, main place for listening and district, Access and usage of ICT services survey, 2014

	Favourite radio programme			
	Total	Educative	Informative	Entertaining
	%	%	%	%
Malawi	100	23.9	38.6	37.4
District				
Chitipa	100	20.6	61.5	17.9
Karonga	100	15.6	56.0	28.3
Nkhata-bay	100	19.1	48.3	32.6
Rumphi	100	14.6	51.9	33.5
Mzimba	100	21.9	38.1	40.0
Mzuzu city	100	22.7	50.2	27.1
Likoma	100	18.2	53.5	28.3
Kasungu	100	28.9	33.2	37.9
Nkhotakota	100	27.9	30.9	41.2
Ntchisi	100	36.6	21.2	42.1
Dowa	100	32.8	37.0	30.1
Salima	100	25.4	49.8	24.8
Lilongwe	100	25.1	42.6	32.3
Mchinji	100	29.8	42.9	27.3
Dedza	100	29.0	35.5	35.5
Ntcheu	100	26.8	35.5	37.6
Lilongwe city	100	18.0	41.7	40.3
Mangochi	100	26.0	41.7	32.3
Machinga	100	19.3	31.2	49.5
Zomba	100	16.8	49.1	34.1
Chiradzulu	100	26.7	30.4	42.9
Blantyre	100	35.4	28.4	36.3
Mwanza	100	17.8	38.2	44.1
Thyolo	100	30.8	29.2	39.9
Mulanje	100	17.3	37.7	45.0
Phalombe	100	15.8	41.3	42.9
Chikwawa	100	31.5	29.7	38.8
Nsanje	100	36.7	33.7	29.6
Balaka	100	24.9	30.1	45.0
Neno	100	6.2	44.8	49.0
Zomba City	100	17.4	32.9	49.7
Blantyre City	100	14.0	40.6	45.4

A 28: Distribution of individuals who listen to a radio by most listened language and district, Access and usage of ICT services survey, 2014

	Language mostly listened to on radio							
	Total	English	Chichewa	Yao	Tumbuka	Lhomwe	Tonga	Other
	%	%	%	%	%	%	%	%
Malawi	100	8.0	87.6	0.9	2.9	0.1	0.0	0.4
District								
Chitipa	100	7.4	88.5	0.0	3.0	0.0	0.0	1.0
Karonga	100	10.0	78.2	1.2	0.3	0.0	0.0	10.3
Nkhata-bay	100	9.4	73.2	0.0	15.2	0.0	1.1	1.1
Rumphi	100	11.6	80.7	1.3	6.4	0.0	0.0	0.0
Mzimba	100	4.1	62.8	0.5	32.4	0.0	0.3	0.0
Mzuzu city	100	21.2	69.6	0.0	9.2	0.0	0.0	0.0
Likoma	100	15.2	84.8	0.0	0.0	0.0	0.0	0.0
Kasungu	100	8.1	86.3	0.9	4.7	0.0	0.0	0.0
Nkhotakota	100	3.4	96.0	0.4	0.0	0.0	0.0	0.2
Ntchisi	100	9.6	88.4	0.0	2.1	0.0	0.0	0.0
Dowa	100	4.7	95.0	0.0	0.3	0.0	0.0	0.0
Salima	100	4.6	91.9	0.7	2.9	0.0	0.0	0.0
Lilongwe	100	5.6	94.0	0.0	0.3	0.0	0.0	0.1
Mchinji	100	4.1	94.3	0.8	0.0	0.0	0.0	0.8
Dedza	100	2.3	94.4	1.1	1.0	0.5	0.0	0.7
Ntcheu	100	2.0	96.9	0.7	0.0	0.3	0.0	0.1
Lilongwe city	100	21.2	78.5	0.3	0.0	0.0	0.0	0.0
Mangochi	100	1.2	97.5	1.4	0.0	0.0	0.0	0.0
Machinga	100	3.7	91.1	4.7	0.0	0.6	0.0	0.0
Zomba	100	5.7	92.2	2.1	0.0	0.0	0.0	0.0
Chiradzulu	100	2.6	96.9	0.0	0.0	0.5	0.0	0.0
Blantyre	100	7.3	92.1	0.0	0.0	0.0	0.0	0.7
Mwanza	100	2.6	97.4	0.0	0.0	0.0	0.0	0.0
Thyolo	100	3.0	97.0	0.0	0.0	0.0	0.0	0.0
Mulanje	100	11.9	83.6	0.7	0.9	0.8	0.3	1.7
Phalombe	100	2.6	96.5	0.0	0.0	0.9	0.0	0.0
Chikwawa	100	3.4	96.6	0.0	0.0	0.0	0.0	0.0
Nsanje	100	2.4	96.2	0.5	0.0	0.0	0.0	0.8
Balaka	100	2.5	88.1	9.5	0.0	0.0	0.0	0.0
Neno	100	1.4	97.2	1.4	0.0	0.0	0.0	0.0
Zomba City	100	16.8	81.9	1.3	0.0	0.0	0.0	0.0
Blantyre City	100	28.6	70.2	0.7	0.2	0.3	0.0	0.0

A 29: Proportion of Households that own a television, subscribe to a pay TV and distribution of pay television providers by district – Access & Usage of ICT services Survey, 2014

	Proportion of households with TV	Proportion of households with TVs that subscribe to a Pay TV	Pay TV service provider			
			Total	DSTV	GoTV	ZUKU TV
			%	%	%	%
Malawi	10.9	24.6	100.0	67.2	28.2	4.6
District						
Chitipa	3.3	0.0	100.0	0.0	0.0	0.0
Karonga	9.2	4.5	100.0	0.0	0.0	100.0
Nkhata-bay	13.8	20.0	100.0	100.0	0.0	0.0
Rumphi	10.0	18.8	100.0	100.0	0.0	0.0
Mzimba	13.4	4.7	100.0	75.0	25.0	0.0
Mzuzu city	50.0	26.7	100.0	87.5	6.3	6.3
Likoma	47.5	26.3	100.0	40.0	0.0	60.0
Kasungu	5.2	6.9	100.0	100.0	0.0	0.0
Nkhotakota	7.1	5.0	100.0	0.0	0.0	100.0
Ntchisi	5.0	30.0	100.0	100.0	0.0	0.0
Dowa	3.4	5.9	100.0	0.0	100.0	0.0
Salima	8.3	20.0	100.0	100.0	0.0	0.0
Lilongwe	3.9	6.8	100.0	0.0	100.0	0.0
Mchinji	3.8	6.3	100.0	100.0	0.0	0.0
Dedza	2.9	5.9	100.0	100.0	0.0	0.0
Ntcheu	5.9	11.5	100.0	100.0	0.0	0.0
Lilongwe city	45.5	39.4	100.0	66.7	32.4	0.9
Mangochi	3.2	26.1	100.0	100.0	0.0	0.0
Machinga	7.8	11.1	100.0	75.0	0.0	25.0
Zomba	6.1	6.1	100.0	100.0	0.0	0.0
Chiradzulu	3.1	12.5	100.0	100.0	0.0	0.0
Blantyre	5.0	6.3	100.0	0.0	100.0	0.0
Mwanza	21.0	28.6	100.0	33.3	50.0	16.7
Thyolo	7.2	5.1	100.0	100.0	0.0	0.0
Mulanje	5.4	3.8	100.0	100.0	0.0	0.0
Phalombe	5.4	0.0	100.0	0.0	0.0	0.0
Chikwawa	5.0	20.0	100.0	100.0	0.0	0.0
Nsanje	6.8	6.7	100.0	100.0	0.0	0.0
Balaka	6.7	30.0	100.0	83.3	16.7	0.0
Neno	5.0	0.0	100.0	0.0	0.0	0.0
Zomba City	37.5	26.7	100.0	100.0	0.0	0.0
Blantyre City	47.5	40.7	100.0	56.9	37.9	5.2

A 30: Proportion of individuals who reach out of television stations by district, Access and usage of ICT services survey, Malawi 2014

	MBC TV	Luntha TV	Times TV	Luso TV	AFJ TV	JOY TV	Timveni TV	SDA TV	ABC TV
	%	%	%	%	%	%	%	%	%
Malawi	86.9	32.2	31.1	19.7	10.9	3.2	1.3	0.4	0.2
District									
Chitipa	83.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Karonga	59.1	0.0	0.0	0.0	0.0	4.5	0.0	0.0	0.0
Nkhata-bay	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rumphi	62.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mzimba	53.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mzuzu city	95.0	0.0	18.3	1.7	0.0	0.0	0.0	0.0	0.0
Likoma	89.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kasungu	75.9	20.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nkhotakota	80.0	15.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ntchisi	70.0	20.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dowa	70.6	17.6	5.9	0.0	0.0	0.0	0.0	0.0	0.0
Salima	92.0	4.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lilongwe	75.0	18.2	4.5	22.7	0.0	0.0	0.0	0.0	0.0
Mchinji	75.0	6.3	0.0	6.3	0.0	0.0	0.0	0.0	0.0
Dedza	76.5	11.8	0.0	17.6	0.0	0.0	0.0	0.0	0.0
Ntcheu	80.8	30.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lilongwe city	95.0	36.5	58.5	67.4	0.0	0.0	1.8	0.4	1.1
Mangochi	82.6	8.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Machinga	86.1	61.1	22.2	0.0	0.0	0.0	0.0	0.0	0.0
Zomba	78.8	63.6	15.2	3.0	3.0	6.1	0.0	0.0	0.0
Chiradzulu	100.0	37.5	37.5	12.5	12.5	25.0	12.5	12.5	0.0
Blantyre	93.8	50.0	25.0	0.0	6.3	0.0	0.0	0.0	0.0
Mwanza	81.0	38.1	4.8	4.8	0.0	0.0	0.0	0.0	0.0
Thyolo	84.6	38.5	10.3	2.6	0.0	2.6	0.0	2.6	0.0
Mulanje	76.9	19.2	15.4	0.0	0.0	3.8	0.0	0.0	0.0
Phalombe	86.7	46.7	6.7	0.0	0.0	0.0	0.0	0.0	0.0
Chikwawa	85.0	5.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nsanje	86.7	0.0	6.7	0.0	0.0	0.0	0.0	0.0	0.0
Balaka	90.0	75.0	35.0	5.0	0.0	0.0	0.0	0.0	0.0
Neno	80.0	40.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zomba City	96.7	63.3	13.3	6.7	3.3	6.7	0.0	3.3	0.0
Blantyre City	97.2	55.4	65.6	16.5	48.8	11.6	3.9	0.4	0.0

A 31: Proportion of individuals who watch TV by television station they like watching and district - Access and usage of ICT services survey, 2014

	Proportion of individuals who watch TV	MBC TV	TIMES TV	LUSO TV	LUNTHA TV	JOY TV	TIMVENI TV	AFJ TV	CAN TV	SDA TV	ABC TV
	%	%	%	%	%	%	%	%	%	%	%
Malawi	17.7	84.1	23.5	15.4	10.1	2.4	0.8	0.5	0.5	0.3	0.1
District											
Chitipa	14.8	96.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Karonga	10.9	80.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nkhata-bay	44.0	85.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rumphi	13.8	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mzimba	16.4	87.6	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mzuzu city	72.9	90.7	17.4	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Likoma	68.3	92.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kasungu	13.1	78.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nkhotakota	6.4	94.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ntchisi	20.9	73.8	0.0	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0
Dowa	14.6	89.0	1.4	1.4	1.4	0.0	0.0	0.0	0.0	0.0	0.0
Salima	10.0	100.0	0.0	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lilongwe	7.1	72.5	5.0	20.0	5.0	0.0	0.0	0.0	0.0	0.0	0.0
Mchinji	9.5	90.0	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dedza	9.4	85.2	0.0	9.3	13.0	1.9	0.0	0.0	0.0	0.0	0.0
Ntcheu	10.0	84.1	4.5	6.8	29.5	0.0	0.0	0.0	0.0	0.0	0.0
Lilongwe city	56.1	84.1	53.1	67.6	8.5	0.6	1.4	0.9	2.0	0.3	0.9
Mangochi	4.7	76.5	0.0	0.0	17.6	0.0	0.0	0.0	0.0	0.0	0.0
Machinga	14.1	87.7	12.3	0.0	27.7	1.5	0.0	0.0	0.0	0.0	0.0
Zomba	8.5	82.6	10.9	2.2	41.3	6.5	0.0	0.0	0.0	0.0	0.0
Chiradzulu	11.5	66.7	13.3	3.3	3.3	10.0	3.3	3.3	0.0	3.3	0.0
Blantyre	7.8	84.0	28.0	0.0	20.0	0.0	0.0	4.0	0.0	0.0	0.0
Mwanza	33.3	75.0	3.1	3.1	15.6	0.0	0.0	0.0	0.0	0.0	0.0
Thyolo	13.5	76.7	11.0	1.4	21.9	1.4	0.0	0.0	0.0	1.4	0.0
Mulanje	15.8	94.7	11.8	0.0	7.9	1.3	0.0	0.0	0.0	0.0	0.0
Phalombe	11.4	87.5	12.5	3.1	28.1	0.0	0.0	0.0	0.0	0.0	0.0
Chikwawa	10.3	82.9	0.0	0.0	7.3	0.0	0.0	0.0	0.0	0.0	0.0
Nsanje	15.4	76.5	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Balaka	10.7	90.6	25.0	0.0	31.3	0.0	0.0	0.0	0.0	0.0	0.0
Neno	24.5	83.3	4.2	0.0	8.3	0.0	0.0	0.0	0.0	0.0	0.0
Zomba City	45.0	86.1	11.1	5.6	55.6	8.3	0.0	0.0	0.0	2.8	0.0
Blantyre City	60.3	82.0	62.7	14.4	10.4	10.1	3.3	1.6	0.8	0.5	0.0

A 32: Proportion distribution of individuals by main places for watching television by districts - Access and usage of ICT services survey, 2014

	Place for watching Television					
	Total	At home	At friend,relative or neighbour's home	Public places	TV Club	Other
	%	%	%	%	%	%
District						
Chitipa	100	25.9	48.1	18.5	7.4	0.0
Karonga	100	57.7	34.6	3.8	0.0	3.8
Nkhata-bay	100	22.2	63.0	13.6	0.0	1.2
Rumphi	100	50.0	50.0	0.0	0.0	0.0
Mzimba	100	27.6	59.0	6.7	5.7	1.0
Mzuzu city	100	61.6	36.0	0.0	1.2	1.2
Likoma	100	64.3	35.7	0.0	0.0	0.0
Kasungu	100	27.4	61.6	9.6	1.4	0.0
Nkhotakota	100	77.8	11.1	5.6	0.0	5.6
Ntchisi	100	35.7	38.1	21.4	2.4	2.4
Dowa	100	28.8	49.3	15.1	5.5	1.4
Salima	100	56.7	30.0	3.3	10.0	0.0
Lilongwe	100	41.3	42.5	13.8	1.3	1.3
Mchinji	100	27.5	55.0	7.5	10.0	0.0
Dedza	100	31.5	42.6	22.2	1.9	1.9
Ntcheu	100	50.0	38.6	9.1	0.0	2.3
Lilongwe city	100	77.6	19.0	2.3	0.9	0.3
Mangochi	100	55.9	29.4	8.8	2.9	2.9
Machinga	100	47.7	20.0	32.3	0.0	0.0
Zomba	100	52.2	34.8	10.9	0.0	2.2
Chiradzulu	100	30.0	26.7	43.3	0.0	0.0
Blantyre	100	60.0	24.0	8.0	0.0	8.0
Mwanza	100	59.4	28.1	12.5	0.0	0.0
Thyolo	100	46.6	38.4	13.7	0.0	1.4
Mulanje	100	28.9	59.2	10.5	0.0	1.3
Phalombe	100	43.8	40.6	12.5	0.0	3.1
Chikwawa	100	39.0	34.1	26.8	0.0	0.0
Nsanje	100	32.4	47.1	20.6	0.0	0.0
Balaka	100	59.4	21.9	18.8	0.0	0.0
Neno	100	25.0	50.0	20.8	0.0	4.2
Zomba City	100	83.3	16.7	0.0	0.0	0.0
Blantyre City	100	78.2	20.4	1.1	0.3	0.0

A 33: Proportion of households who mostly use postal address by type of postal address and districts. Access and usage of ICT services survey, 2014

Background Characteristics	Proportion without box	Postal address							
		Total	Family box	School box	Work box	Friends box	Community box	Church box	Other
Malawi	73.1	100	8.6	55.0	15.4	1.5	9.4	5.4	4.6
District									
Chitipa	55.6	100	0.0	32.4	5.9	0.0	4.4	4.4	52.9
Karonga	81.7	100	7.7	53.9	2.6	0.0	2.6	5.1	28.2
Nkhata-bay	39.7	100	5.6	60.2	12.0	0.9	16.7	1.9	2.8
Rumphi	66.9	100	24.5	32.7	36.7	0.0	2.0	4.1	0.0
Mzimba	54.0	100	3.2	84.3	5.3	0.7	3.2	2.5	0.7
Mzuzu city	58.0	100	12.0	22.0	50.0	6.0	0.0	10.0	0.0
Likoma	30.0	100	0.0	28.6	42.9	3.6	17.9	7.1	0.0
Kasungu	82.4	100	16.3	51.0	8.2	3.1	17.4	3.1	1.0
Nkhotakota	93.9	100	17.7	11.8	58.8	0.0	5.9	0.0	5.9
Ntchisi	36.0	100	0.0	68.9	7.8	1.9	3.9	8.7	8.7
Dowa	38.7	100	0.4	83.0	4.1	0.0	7.3	1.2	4.1
Salima	92.3	100	0.0	39.1	47.8	0.0	8.7	4.4	0.0
Lilongwe	58.8	100	11.9	49.3	2.2	1.1	22.9	3.7	8.8
Mchinji	74.0	100	4.6	61.5	6.4	4.6	7.3	13.8	1.8
Dedza	89.6	100	6.7	40.0	3.3	0.0	41.7	3.3	5.0
Ntcheu	89.0	100	6.3	56.3	6.3	4.2	16.7	6.3	4.2
Lilongwe city	57.2	100	14.7	22.6	40.4	2.3	4.5	15.5	0.0
Mangochi	94.7	100	29.0	15.8	34.2	5.3	5.3	5.3	5.3
Machinga	91.7	100	5.3	65.8	21.1	2.6	2.6	2.6	0.0
Zomba	64.6	100	3.2	70.1	5.9	1.6	10.7	6.4	2.1
Chiradzulu	78.9	100	5.5	72.7	10.9	0.0	9.1	1.8	0.0
Blantyre	76.3	100	5.3	80.0	4.0	1.3	5.3	1.3	2.7
Mwanza	74.0	100	15.4	30.8	30.8	0.0	7.7	7.7	7.7
Thyolo	79.8	100	2.8	56.0	27.5	0.9	2.8	10.1	0.0
Mulanje	75.0	100	19.2	53.3	17.5	1.7	3.3	3.3	1.7
Phalombe	83.9	100	6.7	68.9	8.9	2.2	4.4	2.2	6.7
Chikwawa	62.8	100	6.8	71.0	5.4	1.4	10.1	3.4	2.0
Nsanje	67.0	100	12.5	61.1	8.3	0.0	6.9	4.2	6.9
Balaka	87.6	100	10.8	62.2	10.8	2.7	0.0	5.4	8.1
Neno	83.3	100	6.3	68.8	0.0	0.0	6.3	12.5	6.3
Zomba City	53.9	100	16.7	16.7	41.7	11.1	2.8	8.3	2.8
Blantyre City	69.2	100	15.7	23.6	54.5	0.6	1.1	4.5	0.0

A 34: Proportion of Individuals who ever used a postal service by type of postal and courier services and district. Access and usage of ICT services survey, 2014

	Proportion of individuals who ever used a postal service	Type of Postal and Courier Services							
		Total	Sending and receiving mail	Sending and receiving money (Fastcash)	Payment of bills	General correspondence (with business, organisations, govern	Sending and receiving parcels or packets	None	Other
		%	%	%	%	%	%	%	%
Malawi	17.6	100.0	23.4	30.5	.6	1.9	8.4	32.3	2.8
District									
Chitipa	10.5	100.0	42.2	31.1	.0	6.7	13.3	4.4	2.2
Karonga	5.9	100.0	12.9	48.4	.0	.0	22.6	16.1	.0
Nkhata-bay	36.4	100.0	25.6	43.1	.0	1.3	19.4	9.4	1.3
Rumphi	9.3	100.0	17.6	61.8	.0	.0	14.7	5.9	.0
Mzimba	32.2	100.0	4.6	24.1	.4	.0	10.3	50.9	9.6
Mzuzu city	66.7	100.0	11.2	19.4	1.0	1.0	40.3	27.0	.0
Likoma	81.6	100.0	9.7	43.0	2.2	.0	12.9	32.3	.0
Kasungu	25.4	100.0	33.8	30.5	.0	2.5	3.1	30.2	.0
Nkhotakota	32.4	100.0	1.5	27.5	.0	3.4	2.5	65.2	.0
Ntchisi	12.0	100.0	49.1	20.0	.0	.0	9.1	12.7	9.1
Dowa	8.6	100.0	67.3	26.5	.0	.0	.0	6.1	.0
Salima	5.8	100.0	27.8	44.4	.0	16.7	11.1	.0	.0
Lilongwe	9.1	100.0	27.1	10.9	.0	.0	1.7	48.9	11.4
Mchinji	11.1	100.0	52.4	32.0	2.9	.0	10.7	.0	1.9
Dedza	7.4	100.0	32.3	24.7	.0	.0	12.9	25.8	4.3
Ntcheu	14.6	100.0	28.1	48.1	.0	.0	9.6	12.6	1.5
Lilongwe city	36.4	100.0	20.2	26.3	.7	1.4	2.7	46.3	2.3
Mangochi	3.1	100.0	56.8	25.0	.0	.0	4.5	13.6	.0
Machinga	5.8	100.0	33.3	49.0	3.9	3.9	5.9	3.9	.0
Zomba	24.4	100.0	19.5	29.2	.0	.0	5.2	43.8	2.2
Chiradzulu	34.1	100.0	9.7	26.7	.0	.0	17.6	44.9	1.1
Blantyre	16.5	100.0	16.2	17.1	.0	.0	1.9	61.0	3.8
Mwanza	15.0	100.0	43.8	25.0	3.1	18.8	3.1	6.3	.0
Thyolo	11.7	100.0	19.7	22.1	.0	.0	3.3	54.1	.8
Mulanje	15.0	100.0	34.6	54.2	.0	.0	1.3	7.2	2.6
Phalombe	21.8	100.0	38.2	41.5	.0	1.6	.0	14.6	4.1
Chikwawa	12.9	100.0	9.6	41.7	5.2	1.7	.0	41.7	.0
Nsanje	20.3	100.0	30.8	37.5	1.9	8.7	5.8	15.4	.0
Balaka	9.7	100.0	62.5	23.2	.0	.0	14.3	.0	.0
Neno	10.8	100.0	65.2	17.4	.0	.0	.0	8.7	8.7
Zomba City	31.7	100.0	13.6	30.5	5.1	.0	1.7	49.2	.0
Blantyre City	21.1	100.0	23.6	40.1	.7	10.4	15.5	8.1	1.7

A 35: Proportion of Individuals' accessibility and frequency of visiting postal offices by districts.
Access and usage of ICT services survey, 2014

Background characteristics	Accessibility				Visit to Post Offices (Frequency)				
	Total	Within walking distance	Reachable by car	Hard to reach	Total	Never	At least once a week	At least once a month	At least once a year
Malawi	100	33.5	28.8	37.7	100	12.3	5.0	28.3	54.4
District									
Chitipa	100	33.3	15.6	51.1	100	20.0	.0	28.9	51.1
Karonga	100	74.2	6.5	19.4	100	6.5	6.5	48.4	38.7
Nkhata-bay	100	26.9	64.4	8.8	100	34.4	9.4	30.0	26.3
Rumphi	100	64.7	23.5	11.8	100	.0	.0	64.7	35.3
Mzimba	100	25.2	17.1	57.7	100	13.8	4.4	18.0	63.8
Mzuzu city	100	63.3	10.2	26.5	100	28.1	6.6	26.0	39.3
Likoma	100	67.7	.0	32.3	100	2.2	10.8	50.5	36.6
Kasungu	100	25.5	41.8	32.6	100	23.7	4.9	19.7	51.7
Nkhotakota	100	8.8	27.5	63.7	100	5.9	2.0	14.7	77.5
Ntchisi	100	61.8	7.3	30.9	100	20.0	3.6	41.8	34.5
Dowa	100	46.9	15.3	37.8	100	10.2	9.2	65.3	15.3
Salima	100	38.9	55.6	5.6	100	8.3	25.0	30.6	36.1
Lilongwe	100	22.7	14.4	62.9	100	7.0	7.0	20.5	65.5
Mchinji	100	67.0	16.5	16.5	100	3.9	2.9	41.7	51.5
Dedza	100	20.4	30.1	49.5	100	4.3	.0	50.5	45.2
Ntcheu	100	31.1	39.3	29.6	100	.0	8.9	60.7	30.4
Lilongwe city	100	16.6	37.5	45.9	100	2.2	1.6	28.6	67.6
Mangochi	100	70.5	13.6	15.9	100	20.5	34.1	36.4	9.1
Machinga	100	52.9	27.5	19.6	100	9.8	.0	52.9	37.3
Zomba	100	18.4	32.2	49.4	100	15.7	.0	7.9	76.4
Chiradzulu	100	46.6	17.6	35.8	100	16.5	4.5	18.2	60.8
Blantyre	100	30.5	18.1	51.4	100	5.7	5.7	9.5	79.0
Mwanza	100	56.3	18.8	25.0	100	37.5	.0	37.5	25.0
Thyolo	100	20.5	9.8	69.7	100	2.5	1.6	18.9	77.0
Mulanje	100	56.2	34.6	9.2	100	17.6	7.2	30.7	44.4
Phalombe	100	46.3	48.8	4.9	100	34.1	.8	13.8	51.2
Chikwawa	100	27.0	22.6	50.4	100	2.6	.0	21.7	75.7
Nsanje	100	63.5	4.8	31.7	100	6.7	4.8	31.7	56.7
Balaka	100	41.1	58.9	.0	100	5.4	10.7	48.2	35.7
Neno	100	17.4	17.4	65.2	100	34.8	.0	8.7	56.5
Zomba City	100	30.5	13.6	55.9	100	1.7	.0	10.2	88.1
Blantyre City	100	37.0	55.6	7.4	100	10.4	12.1	50.2	27.3

**A 36: Proportion of Individuals' assessment on number of items sent through post by district.
Access and usage of ICT services survey, 2014**

Background characteristics	Number of items sent through post						
	Total	Has increased greatly	Has increased slightly	Has stayed the same	Has decreased greatly	Has decreased slightly	Do not know
Malawi	100	9.3	5.0	14.2	54.6	6.6	10.4
District							
Chitipa	100	8.9	6.7	17.8	35.6	26.7	4.4
Karonga	100	6.5	.0	61.3	25.8	6.5	.0
Nkhata-bay	100	26.3	5.6	9.4	30.0	6.9	21.9
Rumphi	100	.0	17.6	5.9	55.9	8.8	11.8
Mzimba	100	12.5	3.1	8.8	59.0	5.0	11.6
Mzuzu city	100	18.4	5.1	13.3	41.8	5.6	15.8
Likoma	100	6.5	4.3	30.1	32.3	10.8	16.1
Kasungu	100	4.3	5.2	19.4	61.8	5.8	3.4
Nkhotakota	100	.0	3.4	9.3	85.8	1.5	.0
Ntchisi	100	30.9	.0	34.5	14.5	3.6	16.4
Dowa	100	17.3	6.1	29.6	32.7	8.2	6.1
Salima	100	13.9	5.6	13.9	30.6	30.6	5.6
Lilongwe	100	3.5	7.4	6.6	64.6	3.9	14.0
Mchinji	100	6.8	3.9	7.8	43.7	15.5	22.3
Dedza	100	4.3	8.6	8.6	53.8	5.4	19.4
Ntcheu	100	1.5	.0	20.7	43.0	5.9	28.9
Lilongwe city	100	11.2	3.4	16.2	58.6	1.3	9.4
Mangochi	100	25.0	13.6	.0	54.5	4.5	2.3
Machinga	100	.0	3.9	9.8	76.5	9.8	.0
Zomba	100	1.5	4.5	16.9	65.2	4.5	7.5
Chiradzulu	100	20.5	2.8	9.7	47.7	4.0	15.3
Blantyre	100	7.6	1.9	16.2	53.3	3.8	17.1
Mwanza	100	9.4	.0	21.9	31.3	.0	37.5
Thyolo	100	12.3	6.6	4.1	72.1	3.3	1.6
Mulanje	100	16.3	3.3	10.5	44.4	15.7	9.8
Phalombe	100	2.4	.0	4.9	69.1	7.3	16.3
Chikwawa	100	3.5	6.1	7.8	71.3	9.6	1.7
Nsanje	100	5.8	6.7	19.2	52.9	8.7	6.7
Balaka	100	.0	.0	5.4	73.2	10.7	10.7
Neno	100	8.7	.0	17.4	73.9	.0	.0
Zomba City	100	16.9	3.4	11.9	66.1	1.7	.0
Blantyre City	100	4.7	15.8	21.9	36.7	16.8	4.0

A 37: Proportion of Individuals' assessment on number of items received through post by district.
Access and usage of ICT services survey, 2014

Background characteristics	Number of items received through post						
	Total	Has increased greatly	Has increased slightly	Has stayed the same	Has decreased greatly	Has decreased slightly	Do not know
District							
Chitipa	100	2.2	11.1	33.3	46.7	6.7	.0
Karonga	100	19.4	19.4	22.6	38.7	.0	.0
Nkhata-bay	100	15.0	8.8	15.0	35.0	1.3	25.0
Rumphi	100	.0	11.8	14.7	44.1	.0	29.4
Mzimba	100	7.2	2.6	11.8	63.2	5.7	9.4
Mzuzu city	100	16.8	6.1	15.3	36.7	11.7	13.3
Likoma	100	6.5	.0	29.0	41.9	18.3	4.3
Kasungu	100	8.0	4.6	18.5	58.2	7.4	3.4
Nkhotakota	100	.0	5.9	3.4	86.3	3.4	1.0
Ntchisi	100	12.7	5.5	23.6	43.6	.0	14.5
Dowa	100	23.5	3.1	27.6	19.4	8.2	18.4
Salima	100	16.7	13.9	5.6	52.8	.0	11.1
Lilongwe	100	5.7	5.2	8.3	66.8	2.6	11.4
Mchinji	100	13.6	8.7	8.7	47.6	1.9	19.4
Dedza	100	5.4	.0	19.4	50.5	11.8	12.9
Ntcheu	100	3.0	3.7	31.1	31.9	4.4	25.9
Lilongwe city	100	6.1	4.0	15.5	65.8	2.0	6.7
Mangochi	100	11.4	9.1	.0	63.6	13.6	2.3
Machinga	100	.0	.0	9.8	86.3	.0	3.9
Zomba	100	1.5	4.5	12.0	70.4	4.9	6.7
Chiradzulu	100	18.2	4.5	5.7	52.3	1.1	18.2
Blantyre	100	7.6	2.9	13.3	61.0	2.9	12.4
Mwanza	100	.0	.0	21.9	75.0	.0	3.1
Thyolo	100	10.7	11.5	5.7	69.7	2.5	.0
Mulanje	100	17.0	9.2	10.5	45.1	4.6	13.7
Phalombe	100	.0	.0	4.1	38.2	17.9	39.8
Chikwawa	100	12.2	1.7	8.7	69.6	4.3	3.5
Nsanje	100	4.8	5.8	26.0	52.9	8.7	1.9
Balaka	100	3.6	.0	14.3	64.3	7.1	10.7
Neno	100	.0	.0	17.4	73.9	.0	8.7
Zomba City	100	10.2	.0	6.8	72.9	.0	10.2
Blantyre City	100	5.1	4.0	23.2	51.5	12.5	3.7

A 38: Proportions of individuals who ever used Mobile Money service, period of using the service by district – Access and Usage of ICT services Survey 2014

	Period of using mobile money service						
	Total	1-3 months	4-6 months	7-9 months	10-12 months	13-24 months	Over 24 months
	%	%	%	%	%	%	%
Malawi	100	35.9	17.1	6.8	22.9	13.3	4.1
District							
Chitipa	100	76.2	14.3	0.0	9.5	0.0	0.0
Karonga	100	61.9	0.0	19.0	19.0	0.0	0.0
Nkhata-bay	100	66.2	11.8	0.0	11.8	7.4	2.9
Rumphi	100	50.0	0.0	13.6	18.2	18.2	0.0
Mzimba	100	43.5	15.3	7.3	18.6	11.9	3.4
Mzuzu city	100	26.0	37.0	11.0	15.1	11.0	0.0
Likoma	100	22.2	16.7	2.8	33.3	0.0	25.0
Kasungu	100	38.7	12.7	1.7	16.8	19.1	11.0
Nkhotakota	100	54.8	9.7	0.0	29.0	3.2	3.2
Ntchisi	100	30.4	30.4	13.0	26.1	0.0	0.0
Dowa	100	51.5	15.2	0.0	33.3	0.0	0.0
Salima	100	29.6	29.6	11.1	13.0	9.3	7.4
Lilongwe	100	50.6	14.1	11.8	20.0	3.5	0.0
Mchinji	100	32.1	17.9	0.0	35.7	14.3	0.0
Dedza	100	20.3	20.3	4.3	37.7	17.4	0.0
Ntcheu	100	37.0	3.7	13.0	25.9	14.8	5.6
Lilongwe city	100	22.4	14.0	9.6	24.2	23.6	6.2
Mangochi	100	66.7	19.0	9.5	0.0	4.8	0.0
Machinga	100	37.5	33.9	0.0	23.2	5.4	0.0
Zomba	100	54.2	16.7	0.0	29.2	0.0	0.0
Chiradzulu	100	53.1	18.8	0.0	6.3	21.9	0.0
Blantyre	100	67.6	8.1	8.1	8.1	8.1	0.0
Mwanza	100	34.6	34.6	0.0	15.4	7.7	7.7
Thyolo	100	30.8	16.9	13.8	20.0	13.8	4.6
Mulanje	100	73.3	8.9	4.4	4.4	8.9	0.0
Phalombe	100	65.7	22.9	11.4	0.0	0.0	0.0
Chikwawa	100	41.7	12.5	0.0	45.8	0.0	0.0
Nanje	100	63.0	11.1	0.0	25.9	0.0	0.0
Balaka	100	59.4	12.5	0.0	25.0	3.1	0.0
Neno	100	100.0	0.0	0.0	0.0	0.0	0.0
Zomba City	100	15.7	19.6	3.9	47.1	13.7	0.0
Blantyre City	100	26.0	21.3	7.3	28.0	13.0	4.3

A 39: Main use for Mobile money transfers, Largest and smallest amount of mobile money ever transacted by district – Access and Usage of ICT services survey, Malawi 2014.

	Main use for mobile money transfers						Largest amount of mobile money ever transacted	Smallest amount of mobile money ever transacted
	Total	Airtime top up	Salary payments	Bill payments	Insurance payments	Receive payments		
	%	%	%	%	%	%		
Malawi	100	64.8	3.5	4.2	0.2	27.3	19,769	4,476
District								
Chitipa	100	81.8	0.0	0.0	18.2	0.0	13,909	955
Karonga	100	100.0	0.0	0.0	0.0	0.0	19,000	9,000
Nkhata-bay	100	60.5	0.0	5.3	0.0	34.2	13,079	4,923
Rumphi	100	43.8	12.5	0.0	0.0	43.8	31,375	4,781
Mzimba	100	28.3	0.0	3.3	0.0	68.3	21,360	5,675
Mzuzu city	100	26.4	5.7	18.9	0.0	49.1	28,038	5,406
Likoma	100	59.1	0.0	0.0	0.0	40.9	36,364	8,318
Kasungu	100	31.0	2.3	5.4	0.0	61.2	18,287	5,430
Nkhotakota	100	52.4	0.0	0.0	0.0	47.6	50,452	3,333
Ntchisi	100	62.5	0.0	0.0	0.0	37.5	20,375	4,188
Dowa	100	40.0	0.0	33.3	0.0	26.7	43,613	7,567
Salima	100	63.2	0.0	2.6	0.0	34.2	23,763	2,197
Lilongwe	100	37.5	3.6	7.1	0.0	51.8	44,313	2,664
Mchinji	100	29.7	29.7	8.1	0.0	32.4	20,211	5,954
Dedza	100	34.7	0.0	6.1	0.0	59.2	16,406	4,004
Ntcheu	100	62.5	3.1	0.0	0.0	34.4	23,000	5,813
Lilongwe city	100	63.7	4.4	5.4	0.5	25.9	34,590	3,595
Mangochi	100	7.7	46.2	7.7	0.0	38.5	19,615	5,269
Machinga	100	48.7	7.7	0.0	0.0	43.6	8,562	2,587
Zomba	100	41.2	41.2	0.0	0.0	17.6	10,824	9,676
Chiradzulu	100	5.9	0.0	29.4	0.0	64.7	9,882	3,500
Blantyre	100	68.2	0.0	0.0	0.0	31.8	9,591	4,118
Mwanza	100	69.2	0.0	23.1	0.0	7.7	15,834	4,154
Thyolo	100	39.1	13.0	4.3	0.0	43.5	20,087	7,496
Mulanje	100	39.1	0.0	13.0	0.0	47.8	8,500	2,543
Phalombe	100	21.7	0.0	0.0	0.0	78.3	12,391	9,739
Chikwawa	100	58.8	0.0	17.6	0.0	23.5	14,294	4,647
Nsanje	100	38.1	23.8	19.0	0.0	19.0	21,071	5,976
Balaka	100	50.0	0.0	4.5	0.0	45.5	11,500	4,409
Neno	100	100.0	0.0	0.0	0.0	0.0	10,250	1,750
Zomba City	100	52.6	0.0	0.0	0.0	47.4	24,626	8,211
Blantyre City	100	100.0	0.0	0.0	0.0	0.0	7,614	3,992

A 40: Frequency of sending or receiving mobile money by background Characteristics – Access and Usage of ICT services survey, Malawi 2014.

	Frequency of sending or receiving mobile money				
	Total	Rarely	Daily	Weekly	Monthly
	%	%	%	%	%
Malawi	100.0	18.0	22.7	26.0	33.3
District					
Chitipa	100.0	18.2	54.5	27.3	0.0
Karonga	100.0	0.0	12.5	0.0	87.5
Nkhata-bay	100.0	0.0	10.5	18.4	71.1
Rumphi	100.0	0.0	0.0	75.0	25.0
Mzimba	100.0	8.3	11.7	26.7	53.3
Mzuzu city	100.0	7.5	20.8	32.1	39.6
Likoma	100.0	0.0	0.0	36.4	63.6
Kasungu	100.0	7.8	5.4	42.6	44.2
Nkhotakota	100.0	0.0	9.5	9.5	81.0
Ntchisi	100.0	12.5	0.0	68.8	18.8
Dowa	100.0	0.0	0.0	73.3	26.7
Salima	100.0	0.0	0.0	23.7	76.3
Lilongwe	100.0	0.0	12.5	57.1	30.4
Mchinji	100.0	2.7	10.8	40.5	45.9
Dedza	100.0	0.0	16.3	32.7	51.0
Ntcheu	100.0	0.0	6.3	59.4	34.4
Lilongwe city	100.0	0.5	14.2	43.5	41.7
Mangochi	100.0	30.8	0.0	38.5	30.8
Machinga	100.0	0.0	15.4	15.4	69.2
Zomba	100.0	0.0	0.0	29.4	70.6
Chiradzulu	100.0	5.9	0.0	0.0	94.1
Blantyre	100.0	0.0	0.0	4.5	95.5
Mwanza	100.0	0.0	23.1	23.1	53.8
Thyolo	100.0	4.3	0.0	65.2	30.4
Mulanje	100.0	8.7	8.7	21.7	60.9
Phalombe	100.0	21.7	0.0	17.4	60.9
Chikwawa	100.0	0.0	0.0	41.2	58.8
Nsanje	100.0	0.0	9.5	9.5	81.0
Balaka	100.0	0.0	9.1	40.9	50.0
Neno	100.0	50.0	0.0	0.0	50.0
Zomba City	100.0	7.9	10.5	39.5	42.1
Blantyre City	100.0	49.7	49.9	0.2	0.2

A 41: Number of days money is stored in mobile phone by background characteristics – Access and Usage of ICT services survey, Malawi 2014

	Number of days money is stored in mobile phone							
	Total	Less than a day	1 to 3 days	4 to 7 days	8 to 14 days	15 to 21 days	22 to 30 days	Over 30 days
	%	%	%	%	%	%	%	%
Malawi	100.0	28.4	24.8	30.2	5.8	1.6	8.5	0.8
District								
Chitipa	100.0	0.0	0.0	81.8	0.0	0.0	0.0	18.2
Karonga	100.0	12.5	87.5	0.0	0.0	0.0	0.0	0.0
Nkhata-bay	100.0	36.8	36.8	10.5	5.3	0.0	5.3	5.3
Rumphi	100.0	12.5	25.0	0.0	43.8	0.0	18.8	0.0
Mzimba	100.0	20.0	33.3	31.7	10.0	0.0	5.0	0.0
Mzuzu city	100.0	37.7	26.4	18.9	3.8	0.0	13.2	0.0
Likoma	100.0	22.7	9.1	9.1	9.1	0.0	50.0	0.0
Kasungu	100.0	24.8	42.6	10.1	7.0	3.1	12.4	0.0
Nkhotakota	100.0	4.8	57.1	33.3	0.0	0.0	0.0	4.8
Ntchisi	100.0	43.8	37.5	18.8	0.0	0.0	0.0	0.0
Dowa	100.0	13.3	33.3	53.3	0.0	0.0	0.0	0.0
Salima	100.0	31.6	15.8	13.2	0.0	5.3	34.2	0.0
Lilongwe	100.0	19.6	57.1	8.9	3.6	0.0	10.7	0.0
Mchinji	100.0	2.7	54.1	21.6	0.0	5.4	16.2	0.0
Dedza	100.0	20.4	32.7	12.2	16.3	8.2	10.2	0.0
Ntcheu	100.0	15.6	28.1	31.3	25.0	0.0	0.0	0.0
Lilongwe city	100.0	14.2	23.8	29.3	14.0	1.0	16.3	1.3
Mangochi	100.0	0.0	61.5	15.4	7.7	0.0	15.4	0.0
Machinga	100.0	17.9	41.0	17.9	10.3	5.1	7.7	0.0
Zomba	100.0	23.5	52.9	17.6	0.0	0.0	5.9	0.0
Chiradzulu	100.0	5.9	82.4	11.8	0.0	0.0	0.0	0.0
Blantyre	100.0	9.1	68.2	9.1	13.6	0.0	0.0	0.0
Mwanza	100.0	0.0	76.9	7.7	0.0	0.0	15.4	0.0
Thyolo	100.0	15.2	34.8	10.9	4.3	19.6	13.0	2.2
Mulanje	100.0	26.1	13.0	52.2	0.0	8.7	0.0	0.0
Phalombe	100.0	30.4	69.6	0.0	0.0	0.0	0.0	0.0
Chikwawa	100.0	17.6	41.2	41.2	0.0	0.0	0.0	0.0
Nsanje	100.0	19.0	42.9	19.0	0.0	0.0	19.0	0.0
Balaka	100.0	9.1	68.2	22.7	0.0	0.0	0.0	0.0
Neno	100.0	50.0	50.0	0.0	0.0	0.0	0.0	0.0
Zomba City	100.0	13.2	42.1	7.9	0.0	5.3	21.1	10.5
Blantyre City	100.0	50.1	0.0	49.9	0.0	0.0	0.0	0.0

A 42: Amount usually stored in mobile phone by background characteristics – Access and usage of ICT services survey, Malawi 2014.

	Amount usually stored in mobile phone							
	Total	Less than K1000	K1000 to K5000	K5001 to K10000	K10001 to K20000	K20001 to K30000	K30001 to K50000	Over K50000
	%	%	%	%	%	%	%	%
Malawi District	100.0	17.9	59.6	9.1	7.1	1.8	2.8	1.6
Chitipa	100.0	18.2	27.3	0.0	36.4	0.0	18.2	0.0
Karonga	100.0	12.5	87.5	0.0	0.0	0.0	0.0	0.0
Nkhata-bay	100.0	50.0	47.4	0.0	0.0	0.0	0.0	2.6
Rumphi	100.0	0.0	12.5	31.3	31.3	0.0	0.0	25.0
Mzimba	100.0	21.7	43.3	10.0	21.7	0.0	0.0	3.3
Mzuzu city	100.0	32.1	24.5	20.8	13.2	0.0	0.0	9.4
Likoma	100.0	9.1	31.8	0.0	18.2	13.6	9.1	18.2
Kasungu	100.0	29.5	46.5	15.5	2.3	6.2	0.0	0.0
Nkhotakota	100.0	23.8	23.8	23.8	19.0	9.5	0.0	0.0
Ntchisi	100.0	18.8	43.8	12.5	0.0	6.3	18.8	0.0
Dowa	100.0	6.7	53.3	0.0	26.7	13.3	0.0	0.0
Salima	100.0	7.9	92.1	0.0	0.0	0.0	0.0	0.0
Lilongwe	100.0	35.7	46.4	7.1	10.7	0.0	0.0	0.0
Mchinji	100.0	35.1	43.2	16.2	0.0	0.0	0.0	5.4
Dedza	100.0	24.5	36.7	8.2	12.2	12.2	0.0	6.1
Ntcheu	100.0	28.1	43.8	18.8	0.0	0.0	9.4	0.0
Lilongwe city	100.0	23.3	36.5	16.6	14.2	0.8	6.5	2.1
Mangochi	100.0	0.0	23.1	0.0	23.1	46.2	7.7	0.0
Machinga	100.0	38.5	51.3	5.1	5.1	0.0	0.0	0.0
Zomba	100.0	47.1	52.9	0.0	0.0	0.0	0.0	0.0
Chiradzulu	100.0	29.4	70.6	0.0	0.0	0.0	0.0	0.0
Blantyre	100.0	54.5	36.4	9.1	0.0	0.0	0.0	0.0
Mwanza	100.0	53.8	23.1	15.4	0.0	0.0	7.7	0.0
Thyolo	100.0	15.2	45.7	15.2	19.6	4.3	0.0	0.0
Mulanje	100.0	39.1	26.1	17.4	17.4	0.0	0.0	0.0
Phalombe	100.0	21.7	52.2	17.4	0.0	0.0	0.0	8.7
Chikwawa	100.0	11.8	58.8	29.4	0.0	0.0	0.0	0.0
Nsanje	100.0	42.9	23.8	14.3	0.0	0.0	19.0	0.0
Balaka	100.0	27.3	36.4	22.7	0.0	0.0	13.6	0.0
Neno	100.0	50.0	50.0	0.0	0.0	0.0	0.0	0.0
Zomba City	100.0	10.5	34.2	15.8	15.8	0.0	23.7	0.0
Blantyre City	100.0	0.2	99.7	0.0	0.0	0.2	0.0	0.0

A 43: Frequency of encountering difficulties to access mobile money account by background characteristics – Access and usage of ICT services survey, Malawi 2014

	Frequency of encountering difficulties to access mobile money account					
	Total	Never	Rarely	Sometimes	Often	Almost always
	%	%	%	%	%	%
Malawi	100	45.0	19.3	30.9	4.3	0.4
District						
Chitipa	100	27.3	36.4	36.4	0.0	0.0
Karonga	100	37.5	12.5	50.0	0.0	0.0
Nkhata-bay	100	60.5	18.4	21.1	0.0	0.0
Rumphi	100	68.8	0.0	31.3	0.0	0.0
Mzimba	100	31.7	46.7	18.3	3.3	0.0
Mzuzu city	100	43.4	26.4	20.8	9.4	0.0
Likoma	100	27.3	27.3	36.4	0.0	9.1
Kasungu	100	51.2	28.7	17.1	2.3	0.8
Nkhotakota	100	23.8	33.3	4.8	38.1	0.0
Ntchisi	100	0.0	62.5	12.5	25.0	0.0
Dowa	100	53.3	40.0	6.7	0.0	0.0
Salima	100	42.1	10.5	23.7	23.7	0.0
Lilongwe	100	69.6	30.4	0.0	0.0	0.0
Mchinji	100	37.8	13.5	35.1	13.5	0.0
Dedza	100	67.3	18.4	12.2	2.0	0.0
Ntcheu	100	75.0	25.0	0.0	0.0	0.0
Lilongwe city	100	39.4	25.6	29.5	5.4	0.0
Mangochi	100	15.4	46.2	38.5	0.0	0.0
Machinga	100	17.9	43.6	38.5	0.0	0.0
Zomba	100	29.4	11.8	41.2	0.0	17.6
Chiradzulu	100	35.3	47.1	17.6	0.0	0.0
Blantyre	100	31.8	59.1	9.1	0.0	0.0
Mwanza	100	7.7	23.1	15.4	53.8	0.0
Thyolo	100	17.4	50.0	26.1	6.5	0.0
Mulanje	100	26.1	30.4	26.1	8.7	8.7
Phalombe	100	100.0	0.0	0.0	0.0	0.0
Chikwawa	100	52.9	17.6	17.6	11.8	0.0
Nsanje	100	33.3	38.1	28.6	0.0	0.0
Balaka	100	50.0	36.4	13.6	0.0	0.0
Neno	100	50.0	0.0	50.0	0.0	0.0
Zomba City	100	47.4	18.4	7.9	26.3	0.0
Blantyre City	100	49.9	0.0	50.1	0.0	0.0

A 44: Proportion of individuals who own a mobile cellular phone and period of ownership by district, Access and usage of ICT services survey, Malawi 2014

	Proportion of individuals that own mobile phone	Period of mobile phone ownership				
		Total	Less than one year	1-5 years	5-10 years	10 years and above
	%	%	%	%	%	%
Malawi	36.0	100.0	18.6	48.0	24.0	9.4
District						
Chitipa	34.0	100.0	19.2	50.0	28.1	2.7
Karonga	37.8	100.0	19.1	55.3	19.1	6.5
Nkhata-bay	51.7	100.0	33.2	52.7	10.6	3.5
Rumphi	50.4	100.0	17.3	45.4	26.5	10.8
Mzimba	46.3	100.0	17.1	53.0	25.2	4.7
Mzuzu city	71.8	100.0	10.4	48.3	28.9	12.3
Likoma	78.1	100.0	6.7	27.0	57.3	9.0
Kasungu	31.1	100.0	21.6	46.2	22.9	9.3
Nkhotakota	34.8	100.0	18.7	49.8	28.8	2.7
Ntchisi	45.3	100.0	20.7	57.2	13.0	9.1
Dowa	26.9	100.0	12.4	35.9	39.2	12.4
Salima	23.4	100.0	20.5	47.9	20.5	11.0
Lilongwe	21.0	100.0	21.6	48.1	22.0	8.3
Mchinji	22.7	100.0	18.1	50.5	19.5	11.9
Dedza	21.3	100.0	30.2	54.1	9.0	6.7
Ntcheu	36.1	100.0	26.3	53.3	18.0	2.4
Lilongwe city	73.6	100.0	11.4	30.9	40.0	17.7
Mangochi	31.7	100.0	30.9	53.9	12.1	3.1
Machinga	27.3	100.0	10.1	65.5	15.1	9.2
Zomba	24.9	100.0	16.9	52.2	23.2	7.7
Chiradzulu	27.9	100.0	22.2	50.7	15.3	11.8
Blantyre	36.4	100.0	20.7	51.3	20.7	7.3
Mwanza	35.2	100.0	41.3	34.7	16.0	8.0
Thyolo	30.8	100.0	16.2	54.8	21.8	7.2
Mulanje	28.2	100.0	28.9	46.7	20.6	3.8
Phalombe	20.5	100.0	21.6	50.0	13.8	14.7
Chikwawa	30.0	100.0	15.4	64.8	15.0	4.9
Nsanje	27.9	100.0	33.6	40.6	17.5	8.4
Balaka	34.4	100.0	17.2	56.6	18.7	7.6
Neno	28.8	100.0	29.5	57.4	6.6	6.6
Zomba City	65.1	100.0	7.4	41.3	35.5	15.7
Blantyre City	70.7	100.0	11.4	46.1	26.9	15.5

A 45: Proportion of individuals who ever used mobile money service, type of service used by district – Access & Usage of ICT services survey, Malawi 2014

	Proportion of individuals who ever used mobile money service	Service used for mobile money						
		Total	Airtel Money	TNM Mpamba	M0626	FMB Mobile	NBS Mobile	OIBM
		%	%	%	%	%	%	%
Malawi	7.7	100	62.2	31.1	3.3	0.2	1.4	1.6
District								
Chitipa	3.5	100	20.0	60.0	0.0	0.0	0.0	20.0
Karonga	3.1	100	75.0	12.5	0.0	0.0	0.0	12.5
Nkhata-bay	12.1	100	54.7	41.5	0.0	0.0	3.8	0.0
Rumphi	9.8	100	52.8	41.7	0.0	0.0	5.6	0.0
Mzimba	9.8	100	42.8	50.7	3.6	0.0	1.4	1.4
Mzuzu city	19.2	100	64.3	33.9	0.0	0.0	0.0	1.8
Likoma	24.6	100	25.0	53.6	0.0	0.0	21.4	0.0
Kasungu	11.0	100	89.3	10.7	0.0	0.0	0.0	0.0
Nkhotakota	4.1	100	100.0	0.0	0.0	0.0	0.0	0.0
Ntchisi	3.7	100	58.8	35.3	0.0	5.9	0.0	0.0
Dowa	2.4	100	92.6	0.0	0.0	0.0	0.0	7.4
Salima	7.0	100	77.3	4.5	4.5	4.5	9.1	0.0
Lilongwe	2.7	100	80.9	19.1	0.0	0.0	0.0	0.0
Mchinji	4.9	100	86.7	2.2	0.0	0.0	0.0	11.1
Dedza	4.6	100	84.5	15.5	0.0	0.0	0.0	0.0
Ntcheu	4.8	100	93.2	4.5	2.3	0.0	0.0	0.0
Lilongwe city	27.3	100	66.1	25.1	5.5	0.5	1.2	1.6
Mangochi	1.2	100	76.5	17.6	0.0	0.0	0.0	5.9
Machinga	5.0	100	50.0	50.0	0.0	0.0	0.0	0.0
Zomba	1.9	100	52.4	38.1	0.0	0.0	9.5	0.0
Chiradzulu	4.7	100	54.2	45.8	0.0	0.0	0.0	0.0
Blantyre	4.2	100	55.6	44.4	0.0	0.0	0.0	0.0
Mwanza	10.3	100	40.9	50.0	9.1	0.0	0.0	0.0
Thyolo	5.0	100	26.9	38.5	28.8	0.0	0.0	5.8
Mulanje	3.3	100	44.1	50.0	0.0	0.0	0.0	5.9
Phalombe	5.0	100	64.3	35.7	0.0	0.0	0.0	0.0
Chikwawa	2.1	100	63.2	21.1	0.0	0.0	0.0	15.8
Nsanje	4.5	100	39.1	52.2	0.0	0.0	0.0	8.7
Balaka	4.3	100	52.0	40.0	0.0	0.0	8.0	0.0
Neno	1.9	100	50.0	50.0	0.0	0.0	0.0	0.0
Zomba City	21.0	100	43.6	35.9	10.3	0.0	10.3	0.0
Blantyre City	27.2	100	54.8	41.8	3.4	0.0	0.0	0.0