

Generation Mobile: Online and Digital Media Usage on Mobile Phones among Low-Income Urban Youth in South Africa

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Final Survey Topline

Sample: $N = 441$ grade 11 students from most deprived neighborhoods in Cape Town, South Africa
Data capturing dates: October 6 – November 3, 2008
All numbers are percentages. The percentages less than .5 % are replaced by an asterisk (*).
Columns/rows may not total 100% due to rounding.

Complete results, survey topline, questionnaire and dataset are available on tinokreutzer.org/mobile
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1. Please tell us about some technological devices –
Which of the following have you ever used before, which did you use yesterday,
and which ones do you have at home?

Multiple choice – you can tick several items for each question.

	Which one have you EVER used? ①		Which ones did you use YESTERDAY? ②		Which ones do you have AT HOME? ③	
Normal / 'Desktop' computer *	47 (90)	⇒		⇒	20	
Laptop computer	30	⇒	7	⇒	8	
Cell phone *	(100)	⇒	(96)	⇒	72	
iPod or other MP3 player	49	⇒	20	⇒	26	
TV *	(99)	⇒	(81)	⇒	87	
Radio *	(98)	⇒	(67)	⇒	76	
Digital camera	38	⇒	11	⇒	25	
Video game console (e.g. PlayStation, Xbox, Wii, ...)	36	⇒	11	⇒	21	
Handheld gaming device (e.g. DS, PSP, ...)	23	⇒	5	⇒	7	

[N=441]

* usage data in parentheses is more reliable,
multi-variable aggregate data

	yes	no	Don't know
2. Have you ever used the Internet ? [N=424]	69	29	1
☞ Did you use the Internet yesterday ? [N=405]	17	83	

3. When you use the Internet , how often do you do so...	several times daily	about once a day	3-5 days a week	1-2 days a week	every few weeks	less often	never	Don't know
on a computer at school [N=353]	9	15	8	16	5	17	28	2
on a computer at home [N=291]	8	12	6	3	5	5	57	4
on a cell phone [N=359]	36	15	7	6	8	8	20	1
at a computer in the library [N=326]	6	12	4	8	8	12	46	3
at an internet café [N=300]	3	4	3	3	4	6	74	4
at a computer in someone else's house [N=299]	7	11	5	7	7	13	42	6

Where else do you use the Internet?
(qualitative question to test for additional responses, not coded)



4. Do you own or use a cell phone?

I own a cell phone with SIM card	77	[N=422]
I own a SIM card, but not a phone	4	
I use a cell phone, but don't have my own phone or SIM	18	
I never use a cell phone	1	
Other	0	

⇒ For all of the following questions, please talk about your OWN cell phone, or the one you USE most often (even if you don't own a personal phone).

5. What is the brand and model name/number of your phone?
 (e.g. "Nokia 1166", "Samsung B910" ...)

Manufacturer/brand		Models (top 10 only)	
Samsung	42	Samsung E250	20
Nokia	31	Motorola V360	9
Motorola	19	Nokia 1100	4
LG	4	Samsung E370	4
Sony Ericsson	3	Samsung J750	3
Sagem	1	Motorola V3 Razr	2
Sharp	*	Nokia 3310	2
	[N=380]	Nokia 1600	2
		Nokia N70	2
		Samsung D900i	2
			[N=366]

How much memory for storing pictures, music and other files do you have? (in Mega Bytes [MB])

Median: 506 MB [N=132]

> 0 MB (have some memory)	33	
0 MB (no memory)	44	
Don't know	23	[N=401]



6. <u>With your cell phone</u> , is it possible to...?	yes	no	Don't know
take pictures [N=424]	77	22	*
play music or MP3 files [N=421]	72	28	1
send and receive text messages or SMS [N=427]	96	3	*
send and receive MMS [N=418]	80	19	2
access the Internet [N=407]	63	30	7
receive or 'download' files (music or video) from other phones (through Bluetooth or Infrared) [N=415]	73	27	1
send and receive email [N=402]	53	35	12
record videos [N=417]	73	26	*
play videos [N=417]	74	25	1
play games [N=422]	93	6	*
use MXit [N=414]	65	32	3
receive radio programmes [N=402]	50	45	5
use fast internet (3G or HSDPA) [N=387]	25	56	19

What else:
 (qualitative question to test for additional responses, not coded)



7. If you had to buy a new phone today, how important are the following factors to you? Is it important that your NEXT phone...	very important	somewhat important	< >	not very important	not at all important	Don't know	Mean
can take pictures [N=431]	71	16	2	11	1	*	1.46
plays music or MP3 files [N=431]	75	11	1	11	2	*	1.47
can send and receive text messages or SMS [N=429]	91	5	*	2	1	1	1.85
can send and receive MMS [N=429]	80	10	1	5	3	1	1.61
can access the Internet [N=428]	80	11	*	4	3	2	1.65
can receive or 'download' files (music or video) from other phones (through Bluetooth or Infrared) [N=426]	72	13	1	10	3	1	1.42
can send and receive email [N=425]	67	16	2	8	4	2	1.37
can record videos [N=426]	61	18	2	14	4	*	1.18
can play videos [N=428]	64	15	2	16	3	*	1.22
can play games [N=428]	51	18	2	22	7	*	0.84
can use MXit [N=429]	45	18	3	18	13	3	0.67
can receive radio programmes [N=426]	59	21	2	12	4	1	1.19
can also use fast internet (3G or HSDPA) [N=421]	66	16	3	5	4	5	1.43
impresses with its great looks [N=419]	50	19	2	18	8	3	0.89
has a big screen [N=423]	43	20	3	23	10	1	0.64
is the latest model or newest technology [N=421]	62	14	2	13	6	4	1.19
has a low price [N=425]	43	19	5	18	10	5	0.70
has a small size or light weight [N=426]	43	19	4	19	10	5	0.71
Responses were measured on a Likert scale from 1 (very important) to 5 (not at all important).							
What else is important?: (qualitative question to test for additional responses, not coded)							

	very happy	happy	neither happy nor unhappy	unhappy	very unhappy	Don't know
8. How happy or satisfied are you with your current cell phone? [N=437]	3	35	34	16	8	4

	Vodacom	Cell C	MTN	Virgin Mobile
9. Which mobile provider do you use normally? <i>If you use more than one phone or SIM card you can tick several.</i> [N=343; based on cell phone and SIM card owners. Total exceeds 100% due to multiple responses.]	22	15	78	1



	Need to buy airtime	Pay monthly through a contract	Don't know
10. Do you need to buy airtime in advance or do you pay monthly through a contract?	95	4	1
[N=339; based on cell phone and SIM card owners]			

11. Who pays for your cell phone airtime or contract?			
	My parents or legal guardians	48	[N=441]
	My family members other than my parents	17	
	Myself	58	
	Boyfriend or Girlfriend	17	
	I don't spend any money on airtime	4	
	Friends	6	
	Other	5	

12. How much airtime, in Rand, did you use last week ?	
If you don't know the exact amount, please guess or give a rough estimate.	
	Median: R 20.00
	5% Trimmed mean: R 23.82
	Based on prepaid users only [N=394]

13. How much money did you spend on OTHER things for yourself last week , EXCLUDING airtime for cell phones? (money spent on food, clothing, going out, ...)	
If you don't know the exact amount, please guess or give a rough estimate.	
	Median: R 145.00
	5% Trimmed mean: R 196.41
	Based on prepaid users only [N=391]

Individual spending on airtime as part of total budget:	
	Median: 14.29%
	Mean: 19.20%
	5% Trimmed mean: 17.13%
	Based on prepaid users only [N=382]; calculated from individual responses.

	Six months or less	One year	Two or three years	More than three years	Don't know
14. How long ago was the first time you used a cell phone ? [N=437]	14	16	22	34	14
15. How long have you had your current cell phone ? (based on cell phone owners [N=307])	32	33	21	10	5



16. What are the three activities you do **most often** on a CELL PHONE?

[open-ended responses, up to three responses were coded]



	Combined [N=418]	Most often I ... [N=416]	Second [N=410]	Third [N=398]
Calls	54	27	16	17
Music	52	17	22	17
SMS / text messages	44	11	21	14
Games	43	15	13	17
Chat / MXit	38	20	10	9
Internet	15	4	5	7
Pictures / photos	14	1	5	9
Videos	6	1	1	4
'Please call me'	6	1	4	1
Radio	4	1	1	2
Alarm	2	*	*	1
MMS	1	*	*	*
Check time	1	0	*	1
Check weather	1	0	*	*
Give missed calls	0	*	*	*
Store information	0	0	0	1
Send/receive email	0	0	*	0
Check or buy airtime	0	*	0	0
Use calculator	0	*	0	0
Other	3	1	1	1

17. What are the three activities you do **most often** on a COMPUTER?

[open-ended responses, up to three responses were coded]



	Combined [N=360]	Most often I ... [N=355]	Second [N=347]	Third [N=323]
Games	63	22	22	23
Music	50	17	20	17
Internet	49	25	16	14
School	32	12	11	12
Information	19	9	5	7
Typing	19	5	9	7
Movies/videos	12	2	5	6
Emails	11	4	3	5
Pictures	4	0	2	2
Drawing	3	1	1	1
Burn CDs	3	1	1	1
Cell phone-related tasks	3	1	1	1
Printing	2	1	1	0
Instant Messaging	2	1	1	1
File storage (save or sort files)	2	*	*	4
Learning PC skills	1	*	1	*
Other	4	1	1	2



18. How much, if at all, has your cell phone helped you to do any of the following things?	a lot	some	only a little	not at all	I don't know	Mean
Keep in touch with my family [Z=438]	84	11	3	1	1	1.21
Keep in touch with friends [Z=433]	62	29	6	3	0	1.50
Do well in school [Z=425]	14	29	20	35	2	2.78
Learn new things [Z=432]	56	29	11	3	0	1.61
Share your ideas and creations with others [Z=434]	49	32	13	6	0	1.77
Find important information [Z=434]	56	26	11	6	1	1.67
Work with others in your community or in groups you belong to [Z=426]	24	31	21	22	2	2.42
Follow your hobbies or interests [Z=425]	41	26	16	14	3	2.03
What else is important?: (qualitative question to test for additional responses, not coded)						

	yes	no	Don't know
19. Do you ever “buzz” or give a missed call to other people? [N=435]	91	9	*
↳ Did you do this yesterday ? [N=428]	47	52	
20. Do you ever send “Please call me” messages? [N=435]	93	7	*
↳ Did you do this yesterday ? [N=421]	64	36	

21. Have you EVER used a cell phone to ...	have EVER done this	did YESTERDAY		if you did it yesterday, HOW MANY yesterday? (MEAN)	have NEVER done this
↳ If yes, did you do this YESTERDAY ?					
↳ If yes, HOW MANY ?					
make a phone call [N=434]	96	73	⇒	3.12 (SD = 3.22)	4
take pictures [N=412]	86	50	⇒	4.18 (SD = 5.57)	14
send SMS text messages [N=411]	92	54	⇒	2.48 (SD = 3.29)	8
record video [N=398]	80	37	⇒	3.15 (SD = 7.57)	20
send MMS messages [N=397]	75	34	⇒	3.06 (SD = 6.41)	25

The first value depicts the exact responses.



22. Which of the following programmes have you **EVER** used?

↳ Which did you use **YESTERDAY**?

↳ **HOW MUCH TIME** did you spend on them yesterday?

	have EVER done this	did YESTERDAY		if you used it yesterday, HOW MUCH TIME yesterday? (mean /median in minutes)	have NEVER done this
MXit [N=413]	67	47	⇒	100.20 / 60 (SD = 152.56)	33
méèp [N=335]	22	5	⇒	12.50 / 4 (SD = 18.73)	78
noknok [N=347]	28	9	⇒	20.95 / 5 (SD = 29.99)	72
2go [N=332]	23	5	⇒	9.23 / 3 (SD = 16.00)	77

The first value depicts the exact responses.

23. What are the three games you play **most often** on a cell phone?



[open-ended responses, up to three responses were coded]

Mentioned
(3 variables combined)
[N=397]

Snake (all versions)	43
Soccer / football (no specific mention of game)	25
MXit	19
Pacman	14
Space impact	10
Car racing	9
Sudoku	6
FIFA (all versions)	6
Puzzle	5
Bubble Bobble	4
Pin Ball	4
Streetfight	4
Bounce	4
Tetris	3
Real Football	3
Need for Speed	3
Card games	3
Golf	2
Spiderman	2
Snowball	2
Cricket	2
Forgotten Warrior	2
Asphalt (all versions)	2
Other	66



24. How or Where do you usually get games for your cell phone?

I download from the Internet	52
I get games from other cell phones	25
I ONLY play the games installed on my phone	31
I don't play any games	3
Percentages exceed 100% due to multiple responses. [N=413]	
Other: (qualitative question to test for additional responses, not coded)	

25. How would you describe the Internet? What does it mean to you?

(qualitative question, not coded)

26. We're interested in what you do when you use a **CELL PHONE**. Please tell us whether you **EVER** do these activities, and whether you've done them yesterday. Please also tell us if you **NEVER** do these things.



have EVER
done this
before

did
YESTERDAY

have NEVER
done this

	have EVER done this before	did YESTERDAY	have NEVER done this
Play games [N=426]	94	49	6
Play videos [N=418]	81	35	19
Play music [N=425]	87	56	13
transfer or 'download' files (music or video) to your phone (using Bluetooth or Infrared) [N=420]	77	35	23
Use the Internet to get news or information about current events [N=408]	59	18	41
Research information for school on the Internet [N=418]	61	16	39
Look for health or medical information on the Internet [N=411]	38	9	62
go to Facebook, MySpace, Hi5 or similar websites [N=409]	43	16	57
Go to websites about movies, TV shows, music groups, or sports stars [N=411]	60	17	40
Go online for no particular reason, to 'Google' or browse for fun [N=411]	67	20	33
Watch a video on video-sharing website like YouTube [N=401]	41	11	59
Use alarm function [N=414]	74	37	26
Use calculator [N=423]	91	37	9
Download songs, videos, games or ringtones [N=417]	82	35	18
Send and receive email [N=412]	53	20	47



<p>27. Some people also use computers to do some of these things. Have you EVER used a COMPUTER to do any of the following things, and did you do this YESTERDAY? Please also tell us if you NEVER do these things.</p>		have EVER done this	did YESTERDAY	have NEVER done this
	Play games [N=426]	82	29	18
	Play videos [N=419]	72	27	28
	Play music [N=423]	83	33	17
	transfer files (music or video) to or from other computers [N=403]	47	15	53
	Go online to get news or information about current events [N=405]	54	15	46
	Research information for school on the Internet [N=414]	72	21	28
	Look for health or medical information on the Internet [N=409]	45	13	55
	go to Facebook, MySpace, Hi5 or similar websites [N=400]	37	11	63
	Go to websites about movies, TV shows, music groups, or sports stars you are interested in [N=408]	55	17	45
	Go online for no particular reason, to 'Google' or browse for fun [N=409]	61	19	39
	Watch a video on video-sharing website like YouTube [N=402]	42	15	58
	Send instant messages (e.g. with Windows Live, ICQ, Google Talk, or Skype) [N=408]	38	13	62
	Download songs, videos, games or ringtones [N=405]	55	20	45
	Send and receive email [N=406]	47	16	53

<p>28. Do you have a PROFILE on Facebook, MySpace, or a similar website? [N=416]</p>		yes	no	Don't know
<p>↳ WHICH is the profile you update most often?</p>		20	66	13

(Qualitative question, not coded due to insufficient responses.) Most frequently mentioned: Facebook



29. We'd like to know if the following kinds of information are **posted to your profile**, or not.

Based on those who own a profile [N=84].		yes	no	doesn't apply to me
A photo of yourself [N=79]		76	23	1
Photos of your friends [N=75]		77	19	4
Videos [N=75]		60	33	7
Your name [N=80]		95	5	0
Your school name [N=77]		61	38	1
Your cell phone number [N=78]		78	22	0
Your relationship status [N=78]		58	37	5
Your email address [N=76]		66	29	5
The city or town where you live [N=77]		75	17	8
Audio or MP3 files [N=78]		58	35	8
About HOW MANY friends do you have, or how many people have you 'friended' with your profile?				
Based on those who own a profile [N=84].				
Median: 9				
Mean: 39.31				

30. Which of the following things have you ever done, and which have you done yesterday?

	have done this before	did YESTERDAY	have NEVER done this
watch TV [N=423]	99	81	1
read a newspaper [N=417]	96	49	4
read a magazine [N=417]	96	50	4
listen to the radio [N=421]	98	67	2



31. What is the NAME of your FAVOURITE...

	...TV channel [N=394]		...TV programme (>1%) [N=270]
SABC 1	63	Generations	43
eTV	22	7 De Laan	10
SABC 2	7	Rhythm City	4
SABC 3	5	America's Next Top Model	3
CTV	1	Days of our lives	1
MTV	1	Isidingo	1
Disney Channel	1	MTN SoccerZone	1
Learning Channel	*	Mzansi fo sho	1
M-Net	*	Laduma	1
		Oprah	1
	...newspaper [N=377]	Real Goboza	1
Vukani	19	Scandal	1
Daily Voice	17	Take 5	1
Daily Sun	15	WWE	1
Cape Argus	14	Zola 7	1
City Vision	14		
Sunday Times	5		...magazine (>1%) [N=379]
Sunday Sun	5	You	20
Soccer Laduma	3	Bona	12
City Press	2	Move	12
Son	1	Drum	9
Free for All	1	TV Plus	9
Die Burger	1	Heat	5
Bontebeuwel News	1	Kick Off	5
Cape Times	*	Club	4
Mail & Guardian	*	Drama	4
Sowetan	*	People	4
Athlone News	*	Teen Zone	2
Tygerburg	*	Teen Magazine	1
Cape Ads	*	Car	1
Ishibobo	*	Huis Genooit	1
Izindaba	*		
People's Post	*		
Sport	*		
			... radio channel (>1%) [N=407]
		Umhlobo Wenene FM	28
		KFM	23
		Metro FM	16
		Radio Zibonele	6
		Good Hope FM	5
		Heart 104.9	5
		Bush Radio	4
		5FM	3
		UCT Radio	2



32. We want to know how and where you get news.
 HOW OFTEN do you do the following things to get NEWS or information about current events?
 (for example about sports, politics, celebrities, the weather, etc)

	several times daily	about once a day	3-5 days a week	1-2 days a week	every few weeks	less often	never	Don't know
watch TV news [N=427]	56	24	9	2	6	3	0	0
read a newspaper [N=420]	24	38	13	11	7	5	1	1
read a news magazine [N=418]	25	31	14	11	8	7	3	1
listen to news on the radio [N=420]	50	19	8	6	5	8	2	2
check news on Internet (on a cell phone) [N=410]	14	14	6	4	6	13	39	4
check news on Internet (on a computer) [N=404]	9	9	7	5	6	14	44	6
Where else do you get information about current events?: (qualitative question to test for additional responses, not coded)								

Questions 33-38 assess websites used and are for qualitative analysis only.

39. What is the language you use most often at home? If two languages are used equally, list both.



Language	first mentioned	second mentioned
isiXhosa	74	5
English	17	36
Afrikaans	6	11
SeSotho	3	2
isiZulu	0	1
Setswana	0	*
siSwati	0	*
Tshivenda	0	*
[N=395]		

Questions 40 assesses where respondents were born (not coded)

Questions 41 and 43 assess social deprivation and are used to compare subgroup performance.



43. Are you
female or male?

female	male
	
60	40

45. (In which year were you born?)
Age MEAN [N=360]

17.8

44. After your matric,
what do you plan to do next?

Go to university, technikon or other further education	82
Start working immediately	12
Other	1
(qualitative question to test for additional responses, not coded)	
Don't know	5

46. Do you think of yourself as...
[N=412]

Black	78
White	1
Coloured	17
Asian	*
Indian	0
Other	4

(qualitative question to test for additional
responses, not coded)

47. How do you usually get to school?

Walking	75
School bus	3
My parents bring me by car	3
Public transport or taxi	14
Other	75
(qualitative question to test for additional responses, not coded)	

48. How long do you walk / drive to school?

Mean: 24.24 minutes