Understanding Mobile Phone use By Kenyan Mothers
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Research Questions
- What does technology use among Kenyan mothers look like.
- What difference exist between peri-urban and semi-rural sites.

Data Sources
- 824 enrollment surveys for maternal health focused SMS study.
  - Eligibility for study included access to a Safaricom SIM card.

Location
Four sites in Western Kenya and two in Nairobi. (N / W)

Demographics

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<tr>
<th></th>
<th>n</th>
<th>Median</th>
<th>Interquartile Range</th>
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</thead>
<tbody>
<tr>
<td>Age (years)</td>
<td>824</td>
<td>27</td>
<td>23 - 31</td>
</tr>
<tr>
<td>Household Income (USD)</td>
<td>527</td>
<td>80</td>
<td>40 - 150</td>
</tr>
<tr>
<td>Airtime Per Week (USD)</td>
<td>796</td>
<td>0.50</td>
<td>0.50 - 1.00</td>
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<tr>
<td>SMS Sent Per Week</td>
<td>659</td>
<td>5</td>
<td>2 - 10</td>
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</tbody>
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Phone Features

Conclusions
- Services and features available on basic and feature phones widely used.
- Data enabled services still not universally accessible.
- IVR is not commonly used in Kenya.

Reference

Key Findings
- Radio is a highly used phone feature in both the Nairobi and Western sites and the COMPASS community should look into community radio services.
- Primary differences between Nairobi and Western sites in using mobile phones for videos, games, Facebook/WhatsApp

Break down of phone feature use (blue), have but not using (red) and not having (yellow) between Nairobi (N) and Western (W) sites. The question did not define use or ask about frequency of use.

Key Findings
- mPesa has universal adoption regardless of location.
- SMS is the only other service that reaches a majority of participants.
- IVR use is surprisingly low. The primary reason for using IVR in the study areas would be to call Safaricom about SIM card or mPesa issues.

IVR Question: “Have you ever used an interactive voice response system, such as using your phone to give information to banks or companies without having to speak to a person or responding to a survey on your phone by pushing buttons”

Break down of phone service use (blue), no use (red) between Nairobi (N) and Western (W) sites.

Key Findings
- Most (70.3%) mothers do not share their mobile phone.
- Of those that do share more than half say they are the primary person who has the phone all day.

Phone Sharing

Data enabled services still not universally accessible.

IVR is not commonly used in Kenya.