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# **The Mobile Gender Gap 2021**

**The importance of Gender Equality in the use of ICTs for disaster management**

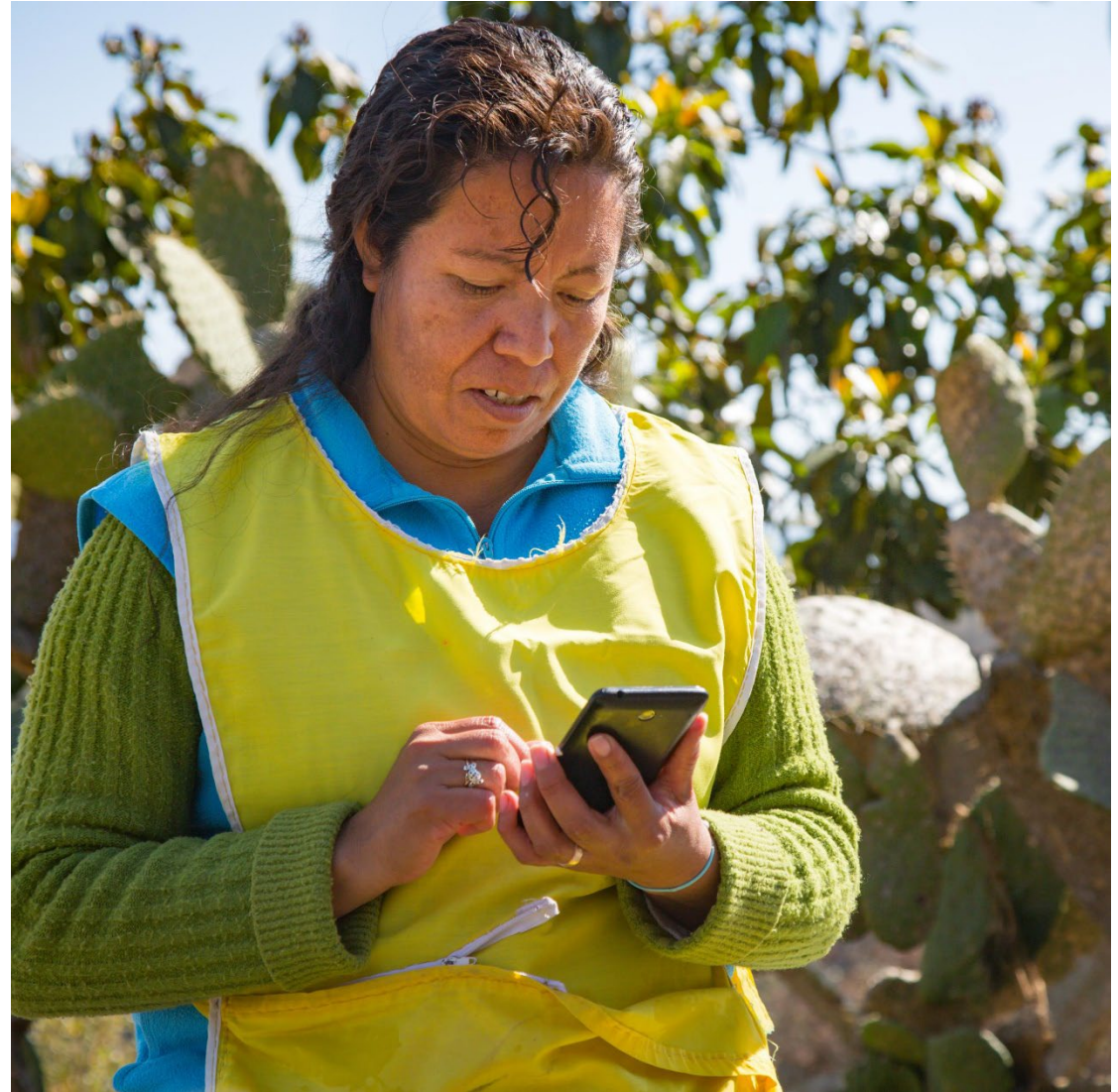
# Opportunity

Mobile technology can be life-saving in times of disaster

Mobiles are the primary way people connect to the internet

More than half of the region's population is now connected

**Connectivity is a lifeline for people affected by humanitarian crises**





# Research objectives

**Nationally representative in-person research in low- and middle-income countries**



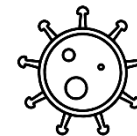
**Size the gender gap** in mobile ownership and mobile internet use



Identify gender differences in **mobile usage**



**Rank the barriers** to mobile internet use



**Insights from selected countries** on the impact of COVID-19 on women's mobile usage

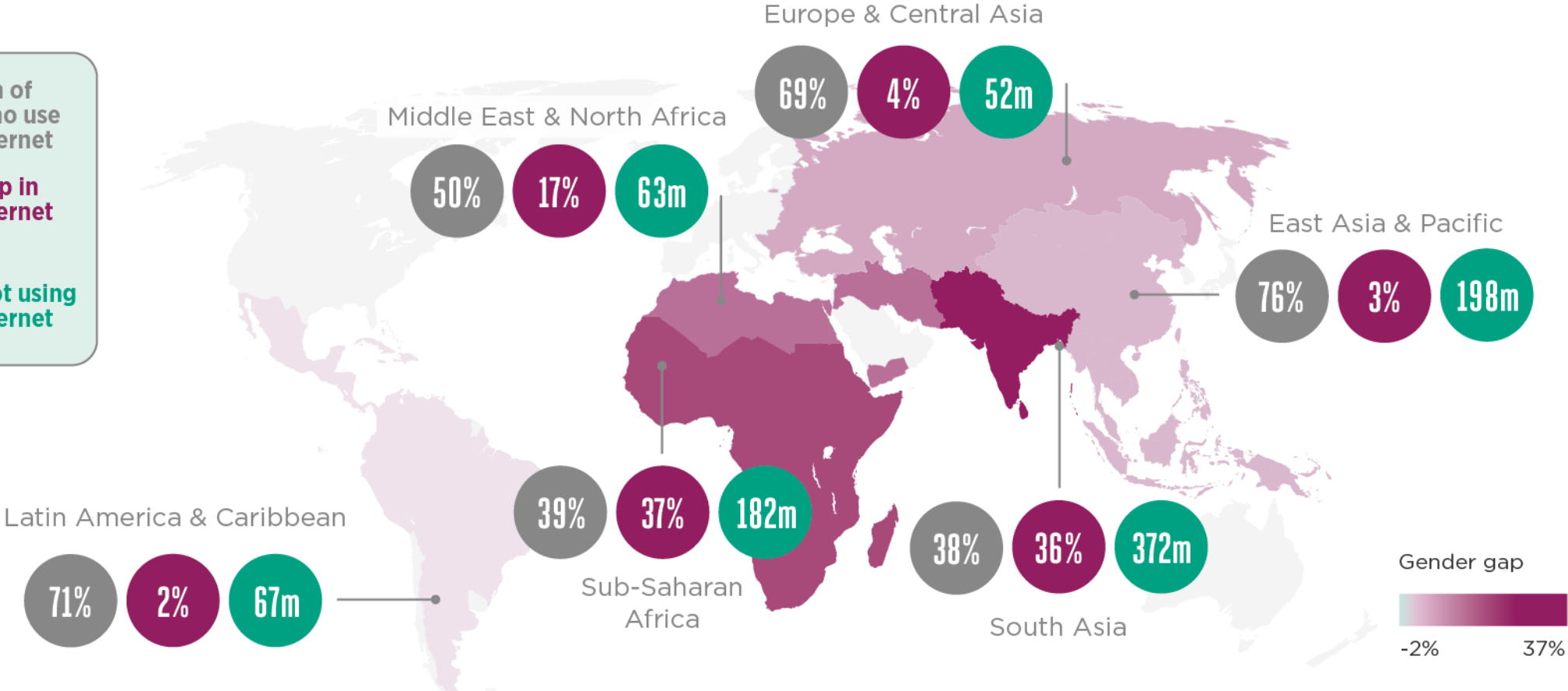
# There is a significant gender gap in mobile internet use

Gender gap in mobile internet use in low- and middle-income countries, by region

Total adult population

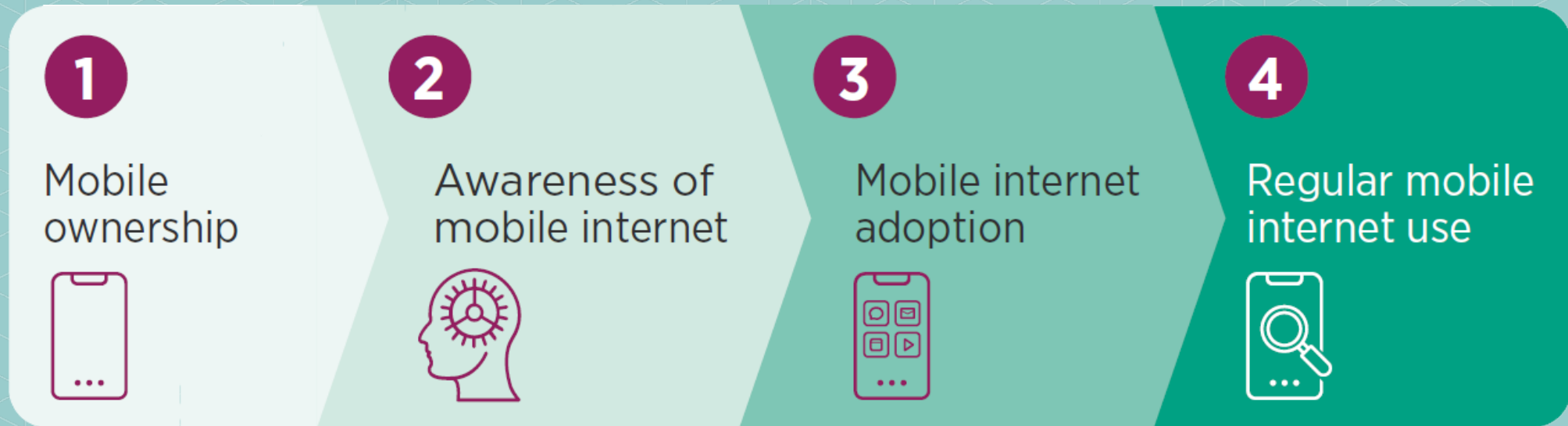
OVERALL

- 58% Proportion of women who use mobile internet
- 15% Gender gap in mobile internet use
- 933m Women not using mobile internet



The mobile gender gap is even larger in humanitarian contexts – especially for refugees

# Gender gaps widen along the mobile internet user journey



Mobile ownership  
gender gap: 7%

Smartphone  
gender gap: 15%

Mobile internet  
gender gap: 15%

# Why don't mobile users use the internet?

Guatemala	
Women	Men
Safety and security	Safety and security
Literacy and skills	Literacy and skills
Affordability	Affordability

**Gendered social norms**



Top barriers to mobile internet use in surveyed countries among mobile users who are aware of mobile internet but do not use it

# Connectivity Needs and Usage Assessment (CoNUA)



## Three resources

- Report • Guidance • Tools

## End user facing tools



Survey



Focus group discussions



Exercises

## Merchant/Agent facing tools



Survey



In-depth interviews



Merchant mapping

## Ecosystem tools



Market assessment



Signal strength mapping



# Further action is needed to close the mobile gender gap



Ensure a focus on gender equality and reaching women at an organisational and policy level



Understand the mobile gender gap by improving the quality and availability of gender-disaggregated data and understanding of women's needs and barriers to mobile ownership and use



Explicitly address women's needs, circumstances and challenges in the design and implementation of mobile-related products, services, interventions and policies



Collaborate and partner with different stakeholders to address the mobile gender gap



# Summary

1. Mobiles can be a lifeline for women, especially during a disaster
2. The mobile gender gap is leaving women behind in humanitarian responses
3. Mobile phones are the first step to leveraging ICTs for disaster management: ensure women have equal access
4. Concerns about safety and security are a significant barrier for women in the region, preventing them from using mobile internet
5. Innovations that address the key barriers women face are critical to closing the mobile gender gap



# Thank you

The Mobile Gender Gap Report 2021 is available at:

[www.gsma.com/r/gender-gap](http://www.gsma.com/r/gender-gap)

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