



Media Sector Mapping Zanzibar 2013

Key Findings



Funded by the United States Agency for International Development

In January and February of 2013, Search for Common Ground and the Tanzania Media Women's Association undertook a media sector mapping in Zanzibar. The goal of the media mapping is to gain an understanding of the sources and content of media consumed by the people of Zanzibar as part of a larger effort to improve the key democratic principles of openness, transparency, civic participation, dialogue, and interactions between government and citizens. This short document lays out the key findings from surveys, focus groups, and interviews with key officials all addressing media and public access to information on Zanzibar. The mapping report employs several tools in its **methodology** to understand people's **access to information** and their **expectations and demands** of the media sector. It then draws **conclusions and recommendations** based on the surveys and discussions.

1. Methodology

The Media Sector Mapping report engages citizens, members of the media, and government officials. For tracking the opinions of the population, men and women of all ages from across Zanzibar answered a survey about their use and perception of the media. Youth, media figures, and civil society members conversed during six focus group discussions. And key figures from the media, government, and civil society spoke about their respective relationships during eleven key informant interviews.

Survey Statistics at a Glance

Number of Respondents: 143

Urban to Rural: 44% Urban to 56% Rural

Men to Women: 47% men to 53% women

Professions of Respondents: 15+

Age Ranges (by %): 16-24 (24%); 25-35 (30%);
36-55 (38%); 56+ (8%)

Districts Covered: 5

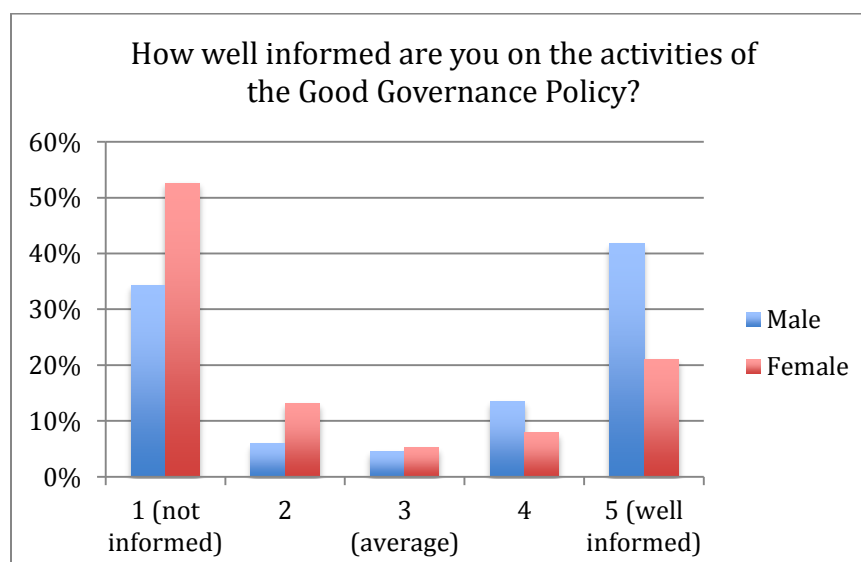
Media Mapping Tools			
Tool	Survey	Focus Group	Key Informant Interview
Target Group	General population with representation across regions, gender, age, and professions	Youth, civil society, and the media	Government, media, and civil society
Objective	Sample of citizens' interaction and opinion of media in Zanzibar	Discuss and understand how government communicates with the public	Assess the views of key actors on communication, the media, and government

2. Access to Information

One of the main objectives in mapping the media landscape in Zanzibar is to determine how the population views their access to information, and specifically media reporting, on government affairs and government policies. Discussions and surveys revealed some patterns in access to information.

Gender - From the surveys, a clear distinction was found between men and women regarding how well informed each gender feels they are from media sources.

- Over 40% of women surveyed feel “not informed” on issues relating to Zanzibar’s governance
- Over 50% of women also feel “not informed” on good governance policies
- 45% of men asked, however, believe they are well informed on government issues on Zanzibar
- 40% of men feel they are “well informed” on issues of good governance



Of note is that almost equal numbers of men and women (69% and 65%, respectively) reported receiving information from the most popular source, radio. These data show a disparity

between how informed men and women and Zanzibar feel relating to government and government policies.

Education – Respondents were asked their level of education ranging from no formal schooling through post-graduate university degrees. The data shows no correlation between education level and access to information.

Age – Media consumption shows trends relating to age:

- Young Zanzibaris were the most likely age group to use social media as a way to keep informed and crosscheck information
- Access to television is high across most age groups (85-89%), though there is a drop-off in television viewing for people 56 years and older
- As an age group, younger respondents were dissatisfied with government initiatives as reported in the media when asked in focus groups
- 46% of respondents read newspapers, with the highest proportion aged 56+ (67%), while respondents aged 16-24 were the least likely to read newspapers (29%)

Region – The mapping report finds differences in people’s opinions regarding access to information by region.

- In the Kaskazini Unguja region, 69% of respondents feel “well informed”, and only 22% feel “not informed”. This region showed the highest feeling of being well informed
- In the Mjini Pemba region, only 18% of respondents felt “well informed” compared with 45% of respondents feeling “not informed.” Of the 5 regions, Mjini Pemba had the lowest number of people feeling well informed through the media

How well informed are you on the activities of the Government of National Unity?						
Region	1 (not informed)	2	3 (average)	4	5 (well informed)	Total
Kaskazini Unguja	22%	11%	0%	0%	67%	100%
Kusini Unguja	23%	27%	17%	0%	33%	100%
Mjini Magharibi	45%	13%	15%	10%	18%	100%
Kaskazini Pemba	34%	21%	7%	14%	24%	100%
Kusini Pemba	11%	9%	9%	20%	51%	100%
TOTAL	29%	16%	11%	10%	34%	100%

This chart shows the five regions covered and highlights the disparity in how people view their access to information across different parts of Zanzibar.

3. Expectations and Priorities

Another main feature of the media mapping was to uncover what issues the public most wanted to hear about versus what issues are most covered in the media.

- For both men and women, the topic with the highest demand from radio journalism was “security”
- Men responded that the issues most important in their lives were corruption, crime, and the government’s political will
- Women surveyed said the most pressing issues were corruption, security, crime, and access to education

Meeting Demand – The survey found that both men and women in Zanzibar were most concerned with security. These same men and women responded that security was indeed the topic receiving the most airtime on radio and television. Many respondents, both male and female, said corruption was a major issue, though far fewer responded that corruption is covered widely in the media. The supply and demand picture for media appears to be mixed. Areas like security and political will are highly demanded, but are also seen to be covered well in the media. Yet other high-interest areas like corruption, crime, and economic opportunities do not receive as much media attention. Thus not all highly demanded areas of reporting are covered. The table below outlines respondents’ most critical issues by gender.

What are the most critical problems that you are facing?			
Issue	Male	Issue	Female
Corruption	21	Corruption	20
Other	17	Other	19
Crime	13	Security	14
Political will by government	11	Crime	12
Drugs	10	Access to education	10
Security	9	Employment opportunities	10
Employment opportunities	9	Political will by government	10
Human rights	9	Access to potable water	9
Access to potable water	6	Child abuse	8
Infrastructure	6	Discrimination against women	8
Communication between leaders and citizens	6	Economic activities	7
Access to education	5	Human rights	7
Discrimination against women	5	Drugs	7
HIV/AIDS	5	Access to land/Land rights	5
Freedom of expression	4	Prostitution	4
Environmental degradation	4	Infrastructures	4
Child abuse	3	Environmental degradation	4
Access to land/Land rights	2	Access to land/Land rights	2
Economic activities	2	Domestic violence	2
Access to land/Land rights	2	HIV/AIDS	2
Hygiene	1	Hygiene	1
Domestic violence	1	Religious freedom	1
Prostitution	1	Freedom of expression	1
Religious freedom	0	Communication between leaders and citizens	1

4. Conclusions and Recommendations

Based on the interviews, surveys, and discussion groups, the media sector mapping exercise has several insights for a way forward in developing one of the key pillars in open, participatory governance—the media.

- One central finding is a need to increase government openness in reporting. Participants cite a lack of open communication between civil society, the media, and government;

- Similarly, respondents emphasized the need for a more professional journalist corps capable of investigating claims rather than merely reporting in collaboration with the government or producing superficial reports;
- A theme across the mapping report is a need to strengthen trust between the media and government; and
- While some of the respondents' content demands are met through reporting, there are still some gaps between what people want to hear reporting on, and what is actually reported.

Addressing issues around media training; increased communication and trust between government and the media; openness in reporting and dialogue; and matching content with expectations can strengthen the media sector's role in shaping an open, democratic process.