Addressing the Mobile Gender Gap in the APAC Region

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GSMA™

The GSMA's focus on Digital Inclusion

Programmes

Connected Society

Increasing mobile internet **coverage and adoption** for underserved populations

Connected Women

Accelerating digital and financial inclusion for **women**

Approach

Insights and data to inform action and measure progress

Supporting mobile operators, innovators and other partners in market

Advocacy to increase awareness and government action

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The data that will be shared today is from the GSMA consumer survey

GSMA Consumer Survey

Nationally representative sample of at least 1,000 adults (18+) per country, interviewed face-to-face

Demographic indicators include gender, location, education and occupation

Measures mobile use and barriers to mobile internet adoption and use over time, particularly of the underserved

We surveyed 28 countries, representing ~75% of the adult population in LMICs, since its inception in 2017

Countries surveyed in 2023:

- **Africa**: Egypt, Ethiopia, Kenya, Nigeria, Senegal, Uganda
- **Asia**: Bangladesh, India, Indonesia, Pakistan
- **LATAM**: Guatemala, Mexico

Surveyed in 2023
Surveyed 2017, 2018, 2019, 2020, 2021 or 2022

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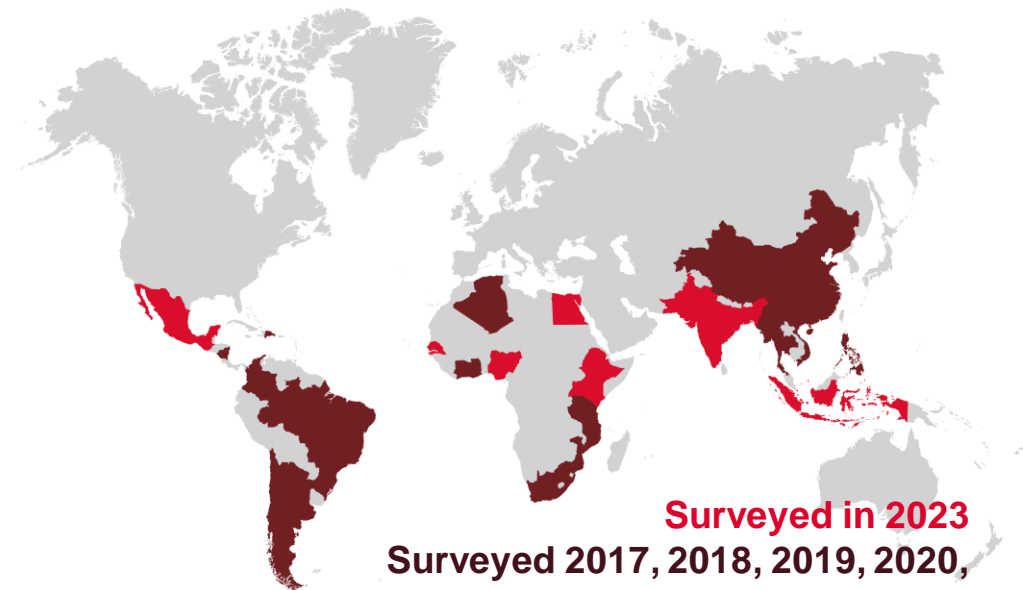
More women are benefitting from mobile than ever before

Across low- and middle-income countries (LMICs):

- Over 65% of women now use mobile internet.
- Over 80% of women now own a mobile phone.

Mobile is the primary way most people access the internet in LMICs

- In 2023, **mobile accounted for 84% of broadband connections** according to ITU.
- Women in LMICs are more likely than men to access the internet exclusively on a mobile handset.

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In low- and middle-income countries, access to **mobile** **transforms** **lives**

Despite more people using mobile internet than ever before, there is a significant gender gap

Adult female mobile internet users (LMICs)
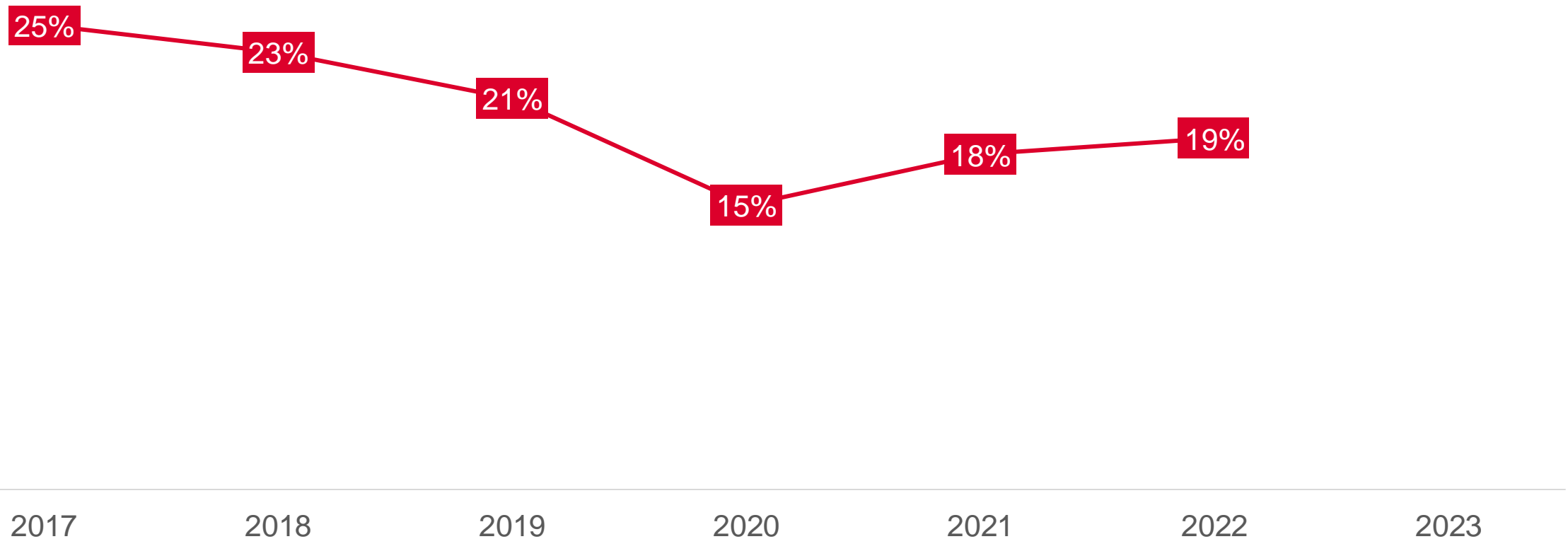
66%

Adult male mobile internet users (LMICs)

78%

*Source: GSMA (2024) The Mobile Gender Gap Report 2024*

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Progress towards closing the mobile internet gender gap stalled in the aftermath of the pandemic…

Gender gap in mobile internet adoption across low- and middle-income countries, 2017-2023

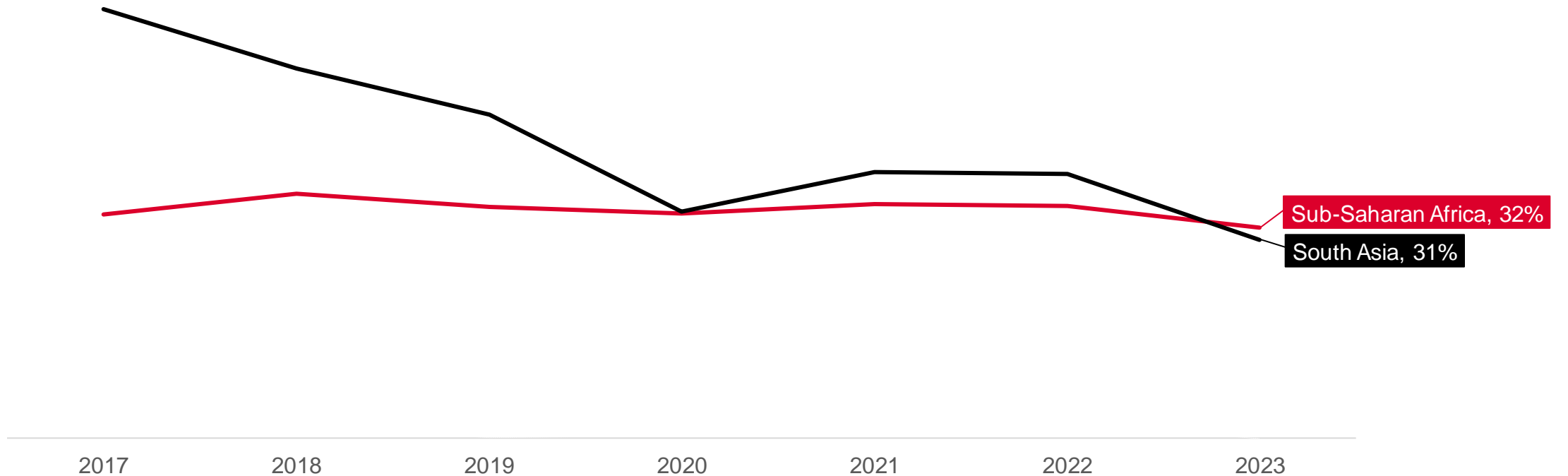# …but it has now narrowed for the first time since 2020

Gender gap in mobile internet adoption across low- and middle-income countries, 2017-2023
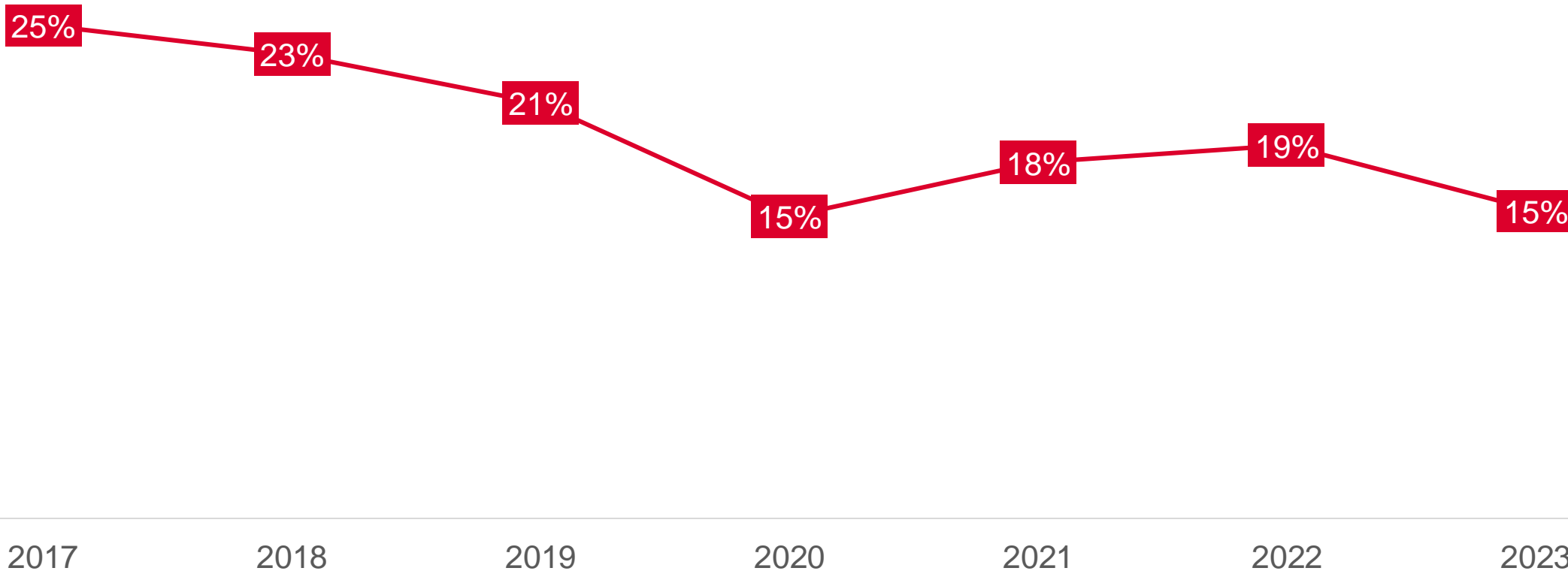
| 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |

25% — 23% — 21% — 15% — 18% — 19% — 15%

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This was driven primarily by South Asia, and to a lesser extent by Sub-Saharan Africa

Gender gaps in mobile internet adoption across low- and middle-income countries by region, 2017-2023

Sub-Saharan Africa, 32%
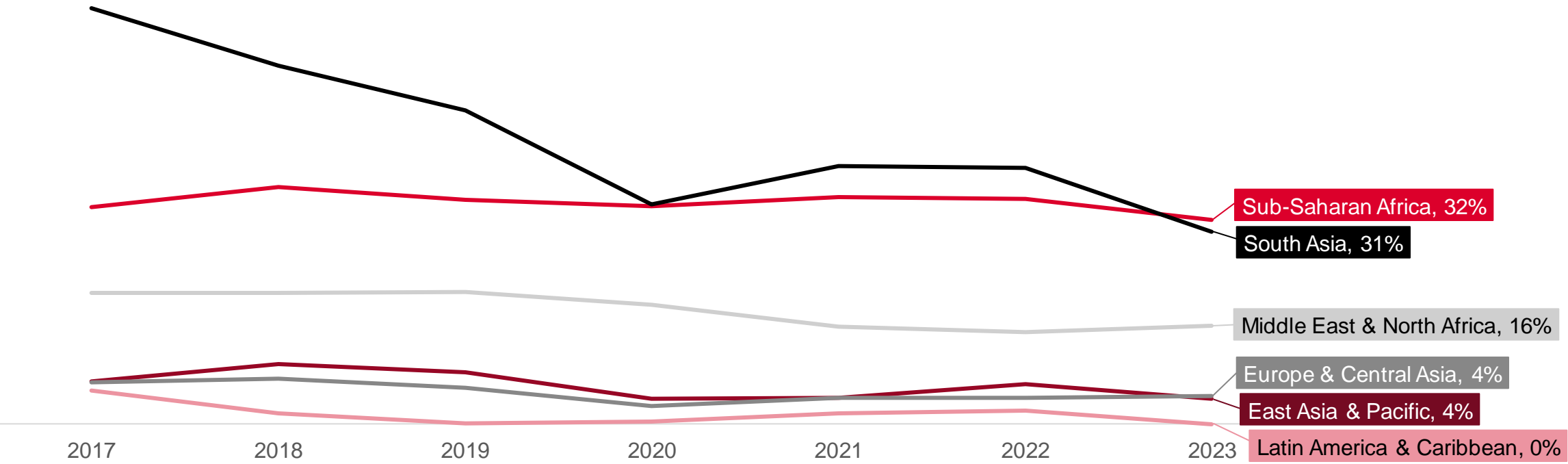
South Asia, 31%

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This was driven primarily by South Asia, and to a lesser extent by Sub-Saharan Africa

Gender gaps in mobile internet adoption across low- and middle-income countries by region, 2017-2023

Sub-Saharan Africa, 32%

South Asia, 31%

Middle East & North Africa, 16%

Europe & Central Asia, 4%

East Asia & Pacific, 4%

Latin America & Caribbean, 0%

2017 2018 2019 2020 2021 2022 2023

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The mobile internet gender gap varies significantly by region

Total adult population
Overall

15%	Gender gap in mobile internet use

Europe and Central Asia — 4%

Middle East and North Africa — 16%

East Asia and Pacific — 4%

Latin America & Caribbean — 0%

South Asia — 31%

Sub-Saharan Africa — 32%

Gender gap
32%
0%

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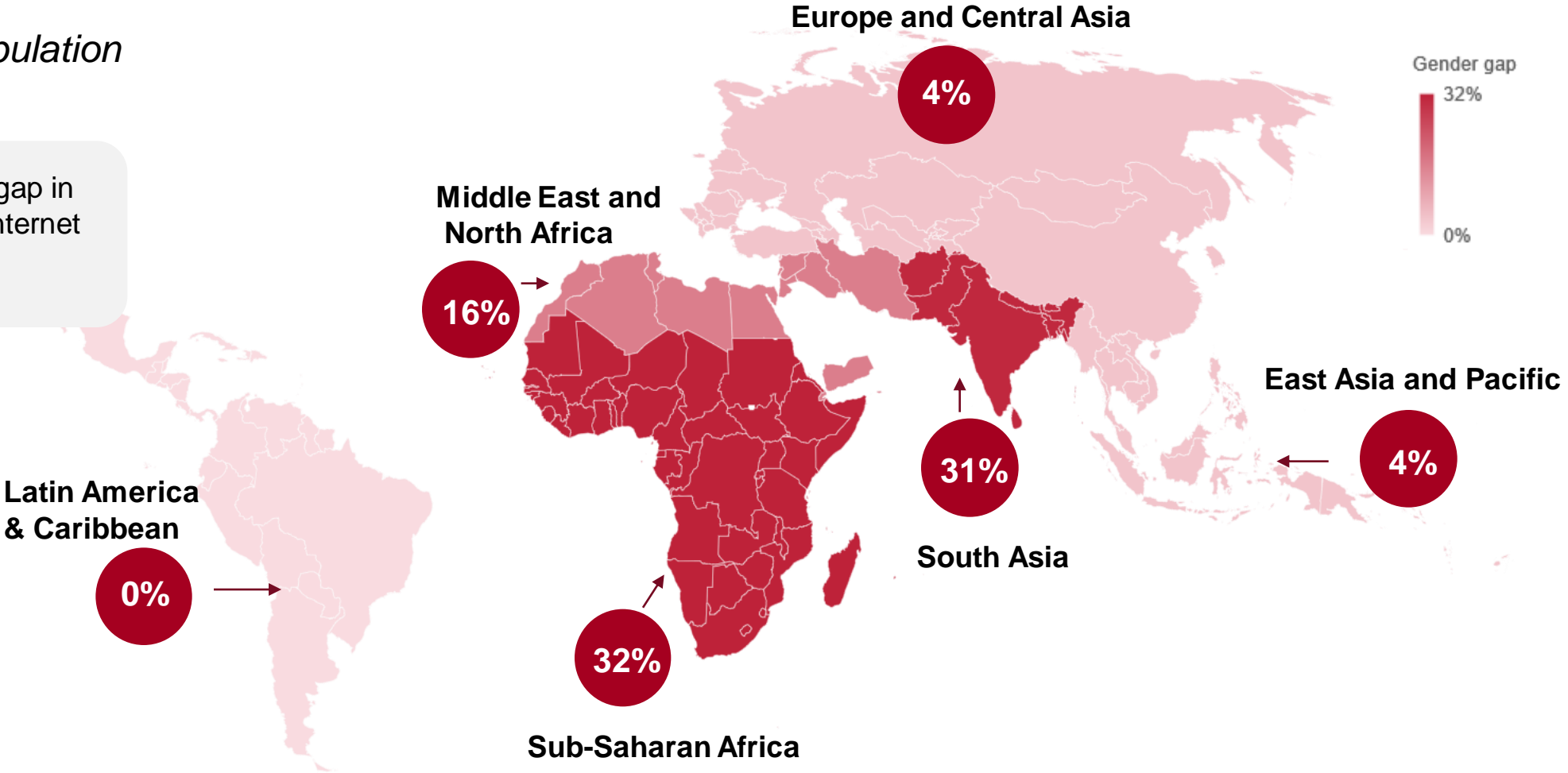
The gender gap in mobile ownership and internet adoption also varies between APAC countries

Percentage of total adult population

Mobile ownership (%) | **Gender Gap** | **Mobile internet adoption (%)** | **Gender Gap**

ASIA

Country	Men	Women	Gender Gap	Men	Women	Gender Gap
Bangladesh	85%	68%	20%	40%	24%	40%
India	85%	75%	12%	53%	37%	30%
Indonesia	88%	77%	13%	69%	63%	8%
Pakistan	86%	53%	38%	53%	33%	38%

■ Men ■ Women (X%) = Gender Gap

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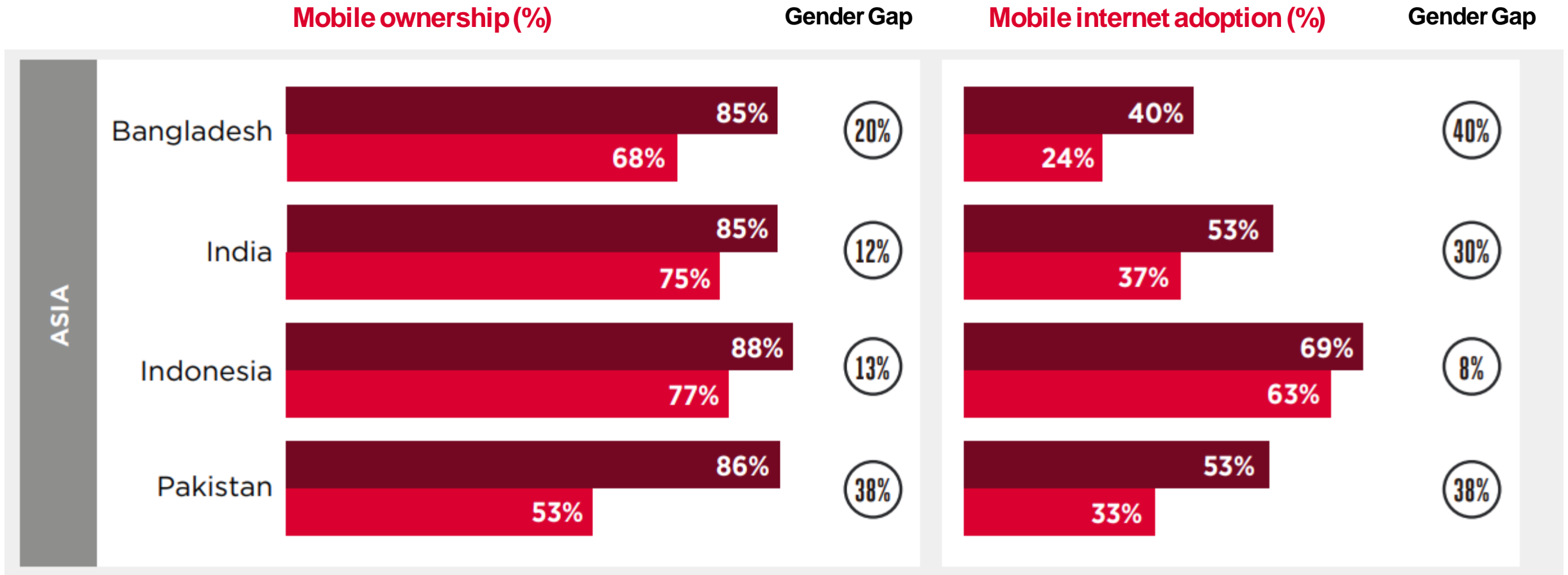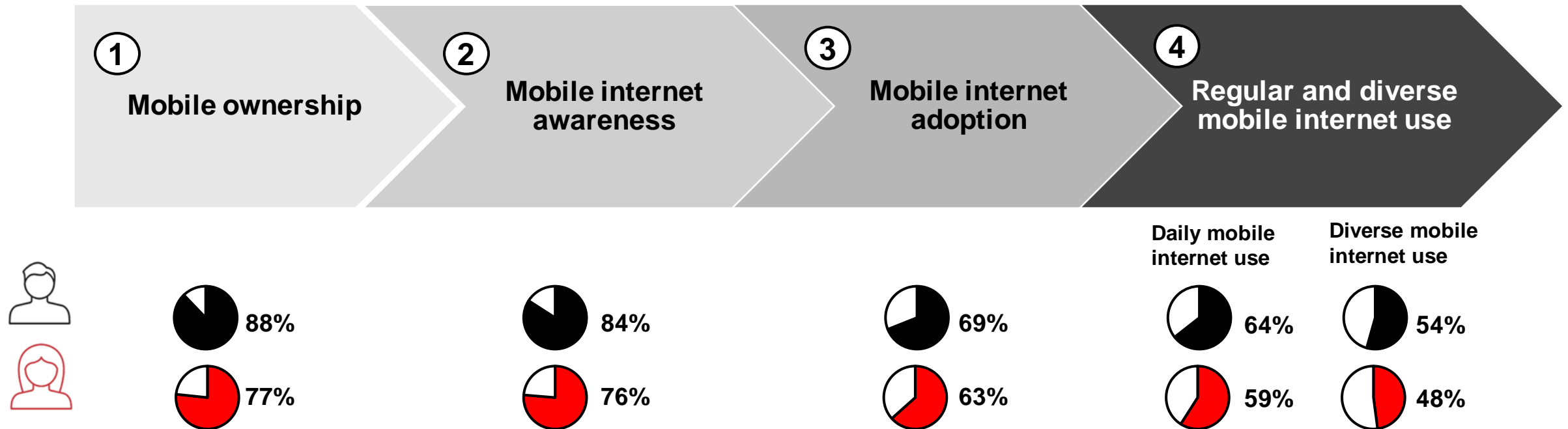
The mobile internet user journey in Indonesia

Gender gaps at each stage of the mobile internet user journey in Indonesia
*% of adult population*

① Mobile ownership	② Mobile internet awareness	③ Mobile internet adoption	④ Regular and diverse mobile internet use

Daily mobile internet use   **Diverse mobile internet use**

	Mobile ownership	Mobile internet awareness	Mobile internet adoption	Daily mobile internet use	Diverse mobile internet use
Male	88%	84%	69%	64%	54%
Female	77%	76%	63%	59%	48%

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Group Discussion

1. Why do you think there a gender gap in mobile ownership and mobile internet use in the APAC region?

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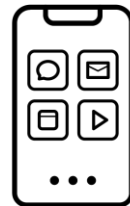# Our research shows five barriers to women's digital inclusion
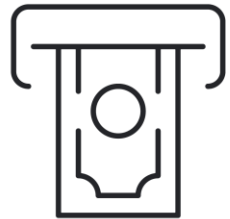
| Affordability | Knowledge and Digital Skills | Relevance | Safety and Security | Access |

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Poll

1. What do you think are the top barriers preventing women in South Asia who are already aware of mobile internet from adopting it?
   - a. Affordability
   - b. Literacy and digital skills
   - c. Safety and security concerns
   - d. Relevance
   - e. Access

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The top barriers preventing women in South Asia who are already aware of mobile internet from adopting it

Literacy and Digital Skills

People are unaware of mobile internet and its benefits and do not have the necessary skills to use it

Affordability

People cannot afford internet-enabled devices, suitable data bundles or other fees

Safety and Security Concerns

Individuals and communities are concerned about the negative aspects and risks of the internet

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Addressing the mobile gender gap presents a social and economic opportunity

$230 billion

opportunity for the mobile industry

$700 billion

in additional GDP growth

SUSTAINABLE DEVELOPMENT GOALS

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A framework to address the mobile gender gap

1: Understand the context of digital inclusion for women and girls

2: Integrate a gender perspective in strategies, policies, plans and budgets

3: Address key barriers faced by women
- Affordability
- Knowledge and digital skills
- Safety and security
- Access
- Relevance

4: Collaborate with relevant stakeholders to share good practice and lessons

GSMA report: 'Policy considerations to accelerate digital inclusion for women in low- and middle-income countries.'

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We help policymakers address the digital divide and gender gap

Data

- Mobile Gender Gap Report
- Consumer Survey
- Mobile Connectivity Index
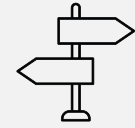- GSMAi database (paid)

Policy Expertise

- Capacity building courses: Digital Divide, Gender gap, Mobile Connectivity Index
- Policy best practices and recommendations
  - ✓ Gender gap
  - ✓ Usage gap
  - ✓ Coverage gap

Dialogue

- Technical assistance
- Industry-government workshops
- GSMA events

Implementation

- Mobile Internet Skills Training Toolkit
- Handset subsidy toolkit

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Example: Pakistan

– We supported the Pakistan Telecommunication Authority (PTA) and UNESCO on developing PTA's digital gender inclusion strategy.

– We signed a letter of intent with the National Commission on the Status of Women (NCSW) and PTA to bridge the digital gender divide and are supporting them on:

- – Collecting gender-disaggregated data;
- – Building capacity of policymakers;
- – Improving digital skills for women; and
- – Developing an awareness raising campaign on social norms.

Relevant GSMA Reports

Mobile Gender Gap Report 2024

Policy considerations to accelerate digital inclusion for women in low- and middle-income countries

Q&A and Group Discussion

1. What do you think should be prioritized to address the mobile gender gap in your country?
2. How is your government or organization addressing the digital gender divide?

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Thank you

The Mobile Gender Gap Report 2024 is available at:

www.gsma.com/r/gender-gap

To register for our newsletter, please visit:

www.gsma.com/m4d/subscribe/

If you have any questions, please email:

connectedwomen@gsma.com