

# Communications Survey Results

Tabora Region, Tanzania

Prepared by Holly Rich

[Hollyrich7@yahoo.com](mailto:Hollyrich7@yahoo.com)

(Abbreviated Version)

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## PROJECT OVERVIEW

**COUNTRY:** Tanzania, East Africa  
**REGION:** Tabora Region  
**DISTRICTS:** Tabora Central, Nzega, Uyui, Igunga, Sikonge, Urambo  
**PARTICIPANTS:** 626 Farmers



### OVERVIEW:

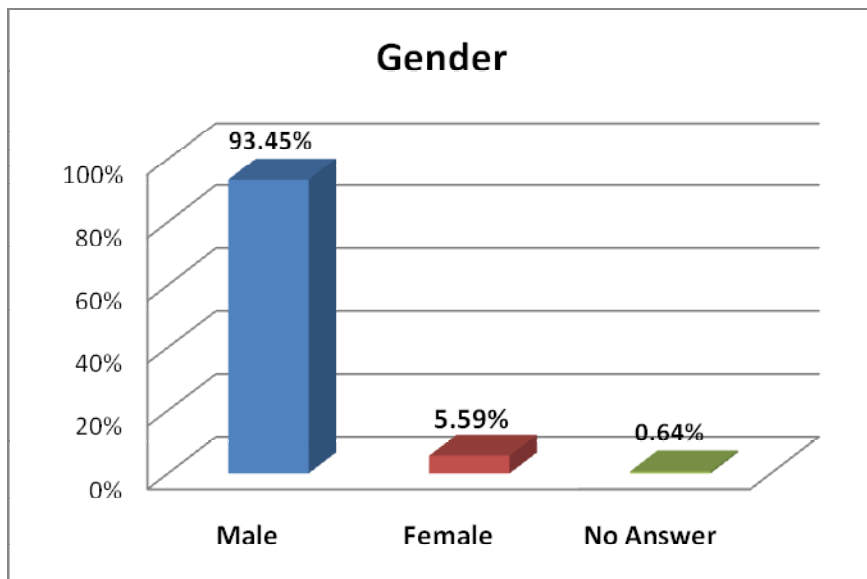
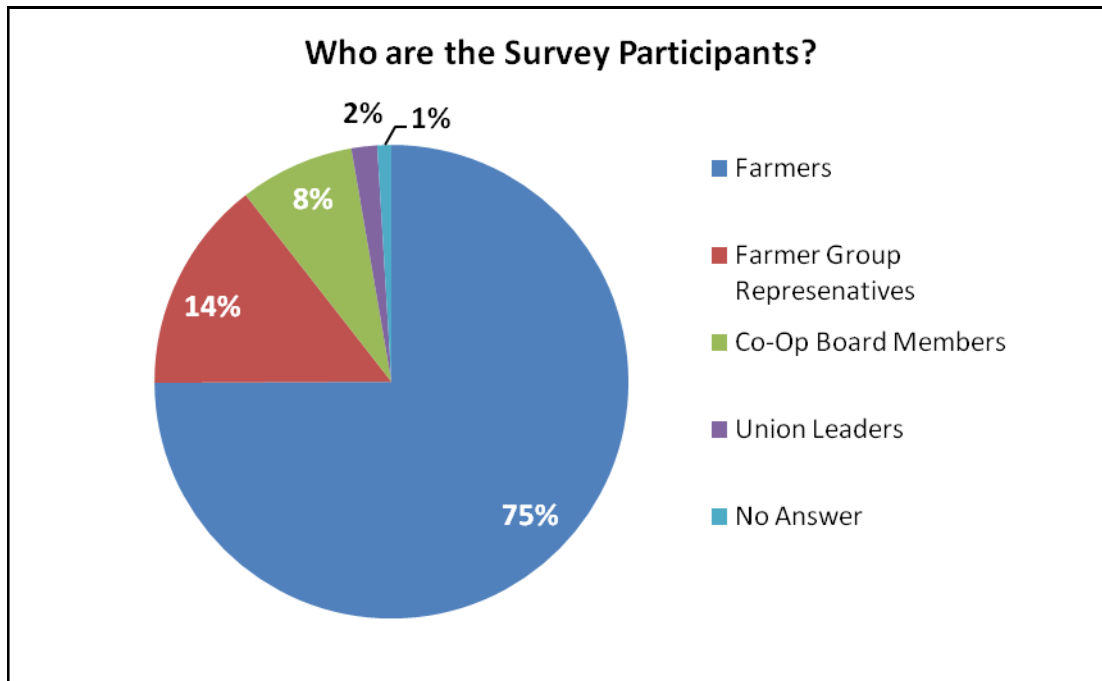
Over a period of 9 months Operation Tech Start conducted research in the Tabora Region of Tanzania, including a three-page Communication Survey, to identify the Information and Communication Technology (ICT) opportunities that could improve the lives and livelihoods of tobacco farmers in this rural region, about the size of Burundi. The Communication Survey covered three main areas:

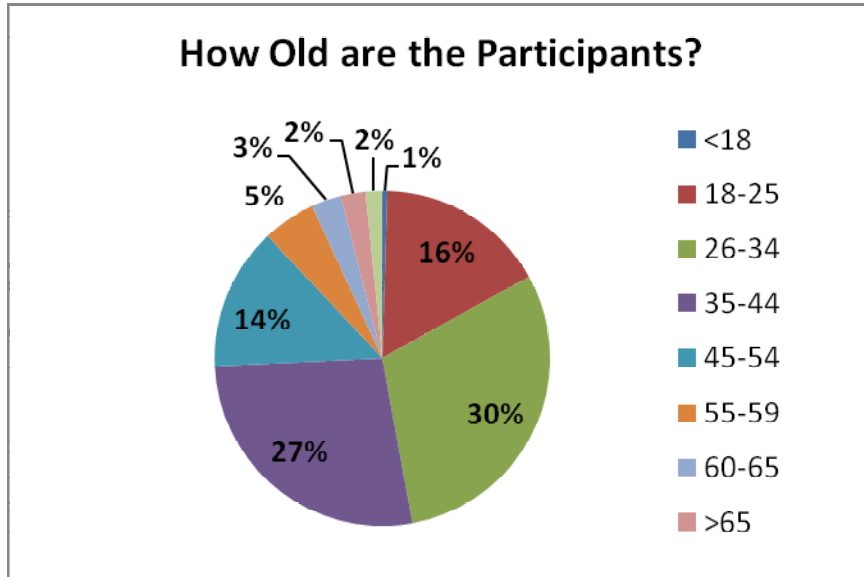
- Demographics - age, gender, family size, education, and literacy level
- Current Communication - who, what about, how often, which communication method
- Communication Penetration - usage, ownership, preference

### METHODOLOGY:

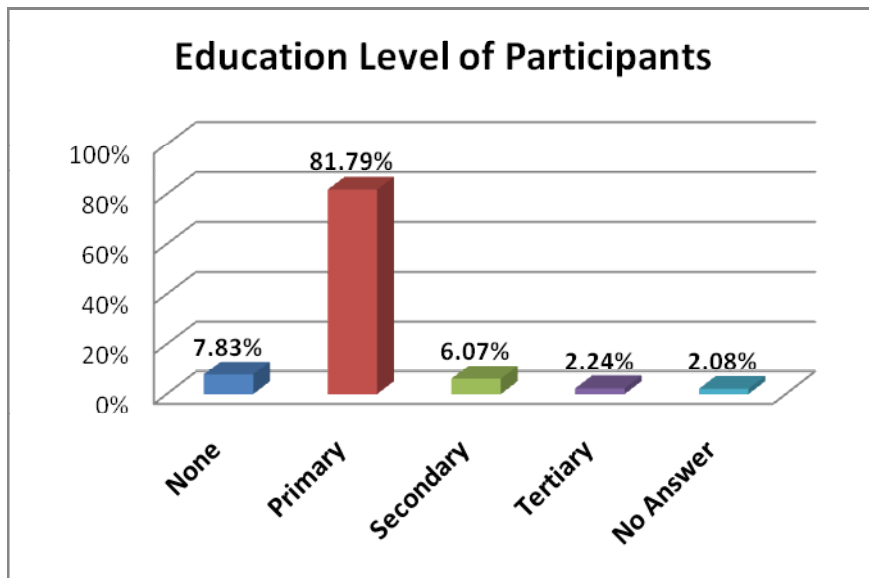
Of the 10,305 farmers participating in our study within the Tabora Region, a total sampling of 625 provides a 99% level of confidence that the remaining farmers will answer similarly with a 5%+- margin of error for mistakes in filling out and compiling the data from the survey. This figure was derived from "Cochran's formula for determining sample size" for categorical data (<http://www.osra.org/itlpj/bartlettktotrikhiggins.pdf>).

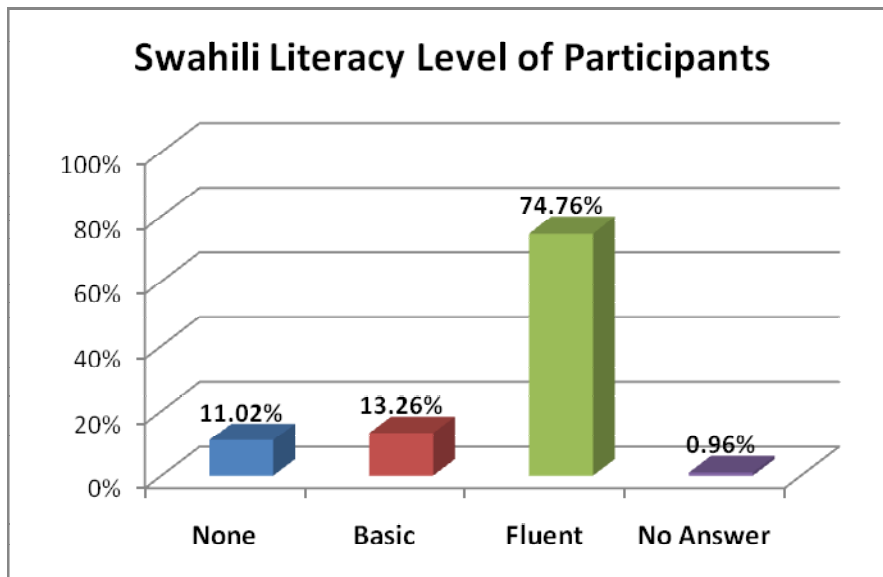
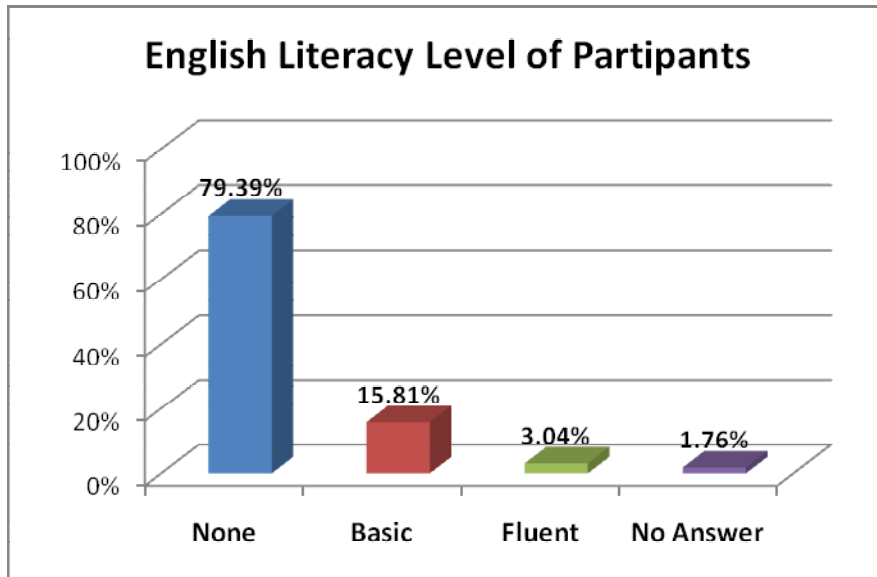
## DEMOGRAPHICS

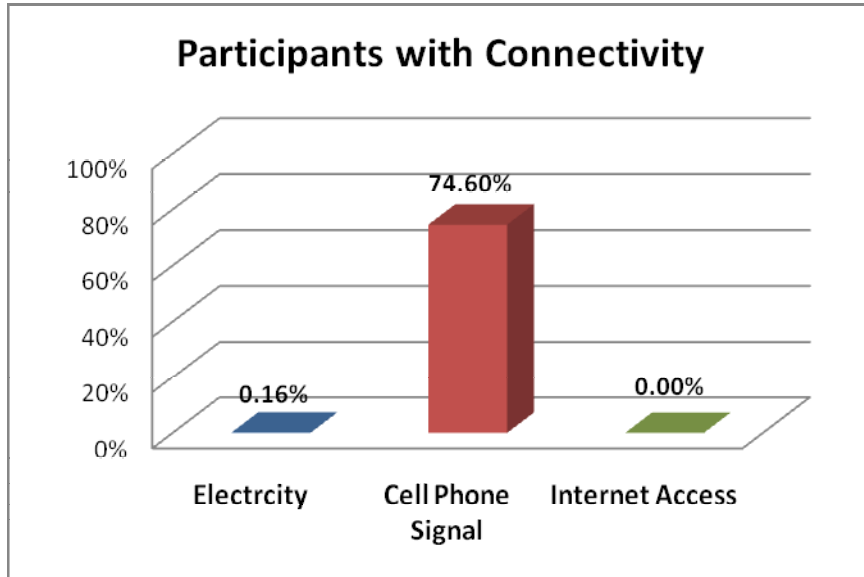




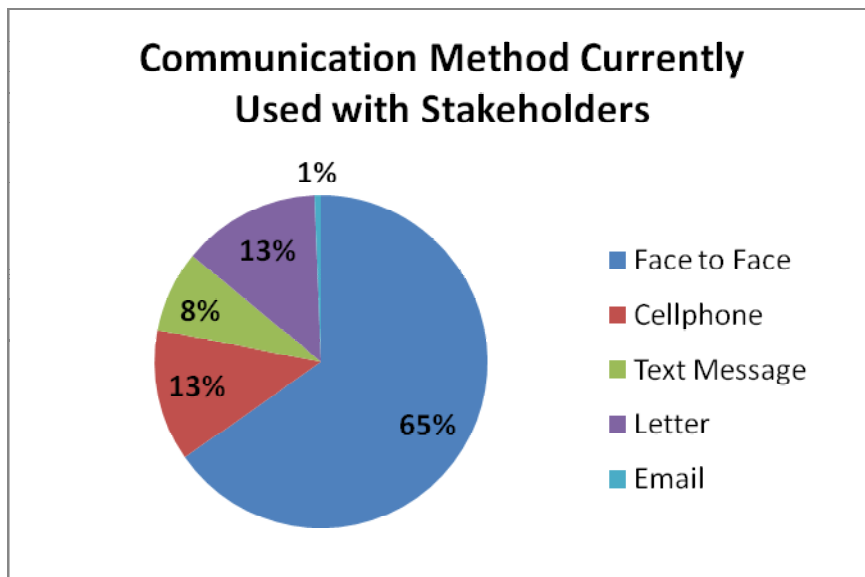
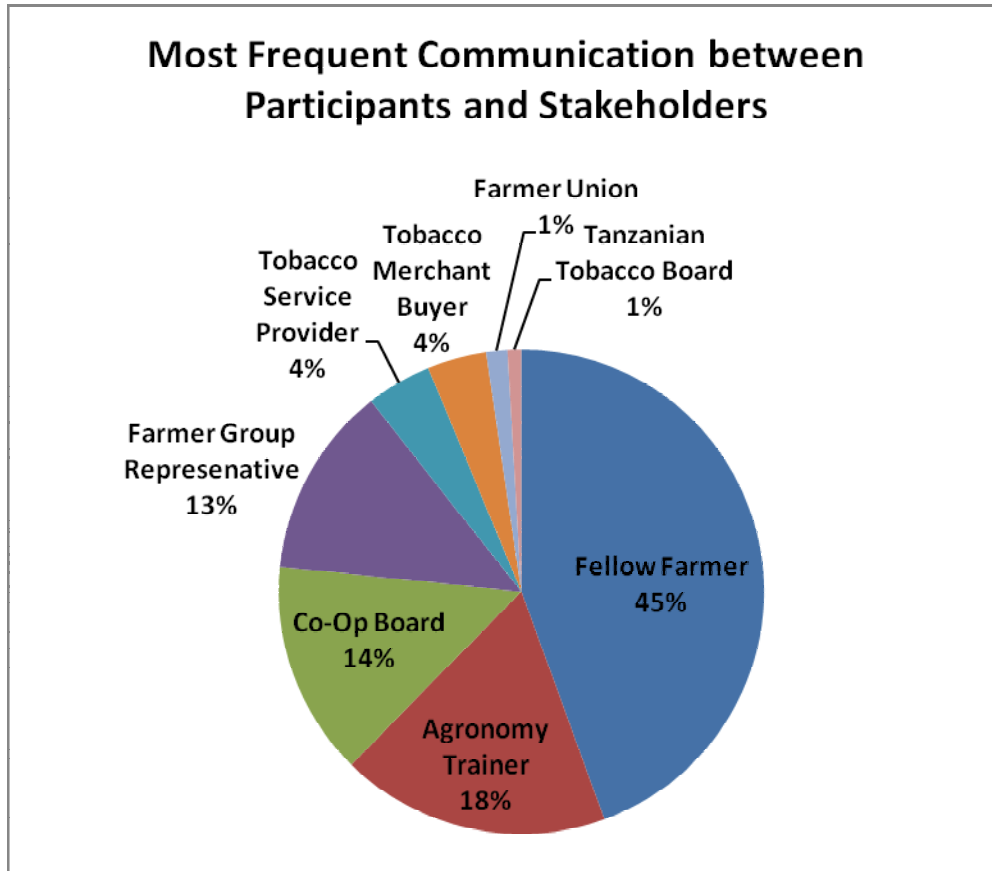
**Average Family Size**  
**7.5**

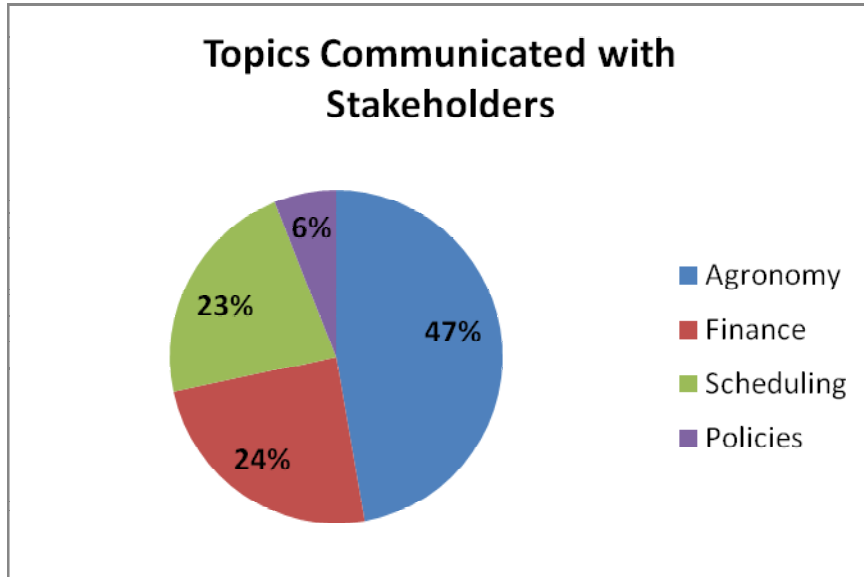




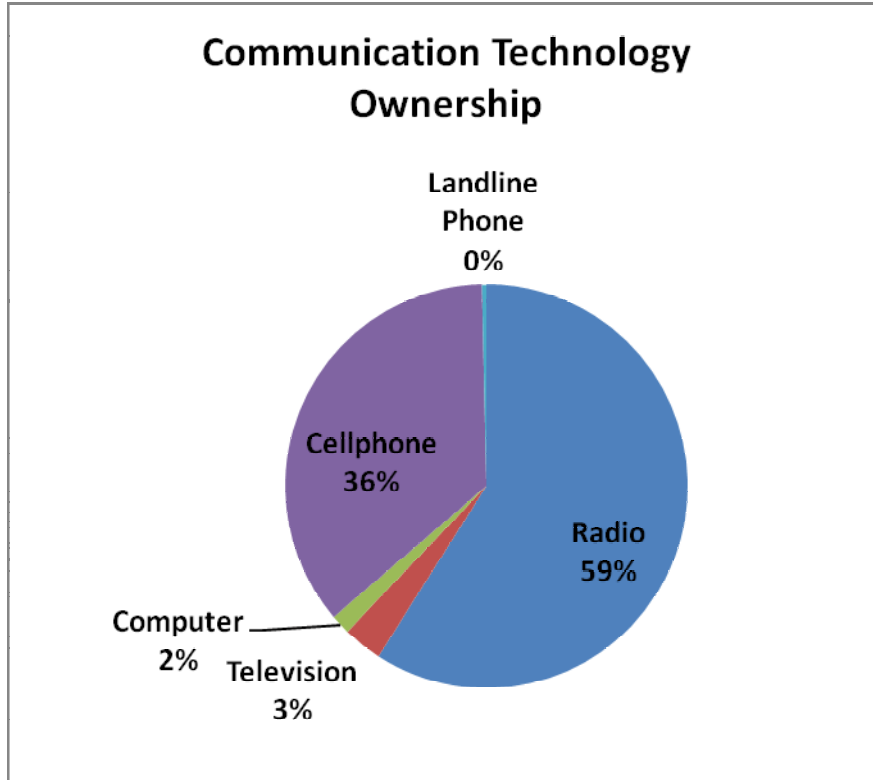


**COMMUNICATION PRACTICES: FREQUENCY, METHODS, TOPICS**

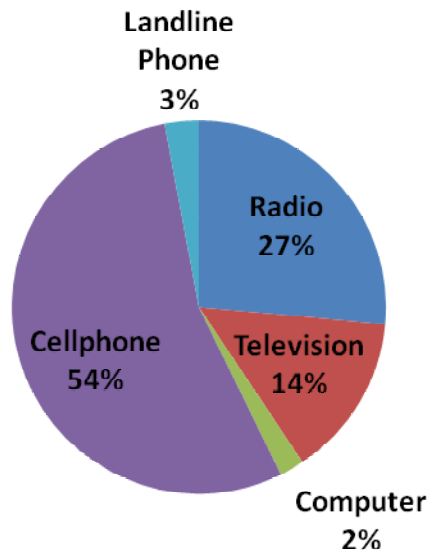




## COMMUNICATION PENETRATION & PREFERENCE



### Communication Technology Current Usage



### Communication Preferences (What Do Participants *Prefer* to Use)

