As part of the independent assessment of CATIA , a household survey was conducted by Gamos in Senegal of over 650 households. The survey was designed to yield data on: How people are using communications, and what impact this has on their lives? Are households with greater access to ICT making use (i.e. take up the opportunity) of that access? Has this use enabled poor people (in Senegal) to gain (maximum) benefit from the opportunities offered by ICT? Furthermore is the increasing exposure to media and telecommunications improving health knowledge, attitude and behaviour? R
eferring to the two key questions for the CATIA Goal:-

Are households with greater access to ICT making use (i.e. take up the opportunity) of that access?

A resounding yes. The urban dwellers have a greater access and take up that opportunity. While those in the rural area have less access, they nevertheless clearly take up what opportunity there is.

Has this use enabled poor people (in Senegal) to gain (maximum) benefit from the opportunities offered by ICT?

It is difficult to determine "maximum" benefit and the picture is complex. There is also some dilemma in the survey data that contact with health professionals is so closely linked with use of media, making it difficult to separate out the impact of the ICT on the health knowledge, attitude and behaviour (KAPB). We can say that ICT has become a part of the mix of information channels that contribute to the overall KAPB of people. For example, where ICT is accessed by the more educated, their health outcomes are improved.

Futher findings include: -

- The data demonstrates that radio can have an influence on health knowledge, although it is perhaps losing ground to television in urban areas (which is growing in use and can communicate with less gender bias)
- There are clear links between the use of telecommunications and improved livelihoods (beyond health alone). Family relationships are enhanced by telecommunications and this has

an impact on income and other livelihood factors

- The data demonstrates the opportunity for the arrival of M-Payments to positively impact upon livelihoods

The full report is available to read here: CATIA - Senegal Household Survey Analysis

A summary of specific analysis of the data regarding oportunities for M-Payments is available to read here:
Senegal Household Survey M-Payment Analysis - Summary