Tanzanian Media Environment

Current Access, Potential for Growth and Strategies for Information Dissemination

This report uses AudienceScapes data from a nationally representative survey of Tanzania to describe how people of different social groups gather, share and access information through mass media – radio, television and newspapers. We also focus on whether the presence of mobile phones can further augment information dissemination using SMS and mobile radio. Media access and use trends are broken down by region and we profile both national and regional media outlets.

Notably, this report assists development professionals in crafting their communication strategies through mass media conduits. With knowledge of not only how much access to information Tanzanians have, but also what information sources they rely on and trust the most, development practitioners are better equipped to create strategies suited to the local context of their target audience.

The data presented in this report are based on a nationally representative survey conducted in July 2010 among Tanzanian adults age 15 and older. Using the 2002 Tanzanian National Census as the sampling frame and a stratified random sampling design, a nationally representative probability sample of 2,003 respondents was selected. The estimated margin of error is +/-2.2 percent with a 95 percent confidence interval. The survey was administered through face-to-face personal interviews; the data are weighted by gender and age groups.

This report is divided into the following sections:

- **Chapter 1 “Media Access and Use”:** Common determinants of access (such as regional distribution, income and available infrastructure); key issues in Tanzanians’ media use habits, particularly use differences between income levels and location of residence (urban or rural). Plus, profiles of those Tanzanians who lack access to various mass media and analysis of obstacles to access.

- **Chapter 2 “Media Outlet Preferences in Radio, Television and Newspapers”:** Audience and programming profiles of specific media outlets.
• **Chapter 3 “Regional Guide”:** Region-by-region breakdown of media use in general, and popularity and reach of specific stations, channels and newspapers.

• **Chapter 4 “News and Information Access and Sharing”:** How do Tanzanians access information? What are their opinions on the information sources accessible to them? How do they share the information accessible to them?

• **Appendix 1:** Detailed information on the demographic breakdowns of audiences for various media outlets.

• **Appendix 2:** Profiles of media use in each region of the country.
A Note about the income variable used in this report:

AudienceScapes analysts define income levels based on a self-assessed, qualitative measure. Respondents are asked: “Which of these answers reflect your family’s financial situation?” The available answers are: “We don’t have enough money even for food” (identified as "Tier 1" respondents in this report, n=270); “We have enough money for food, but buying clothes is difficult” (Tier 2, n=527); “We have enough money for food and clothes and can save a bit, but not enough to buy expensive goods such as a TV set or a refrigerator” (Tier 3, n=869); “We can afford to buy certain expensive goods such as a TV set or a refrigerator”, or “We can afford to buy whatever we want” (combined as Tier 4, n= 232).

The AudienceScapes surveys ask respondents to state their average monthly monetary income, but the analysis team does not consider the responses to be sufficiently reliable for rigorous analysis. In general, monetary income questions confront two challenges: the uncertainty of some respondents about their income level expressed in monetary terms alone, and the unwillingness of some respondents to divulge their level of monetary income. This creates distortions and risks misleading users of the data.

Although the qualitative measures lack the specificity of monetary values, they have the advantage of assessing respondents' incomes in the context of their own purchasing power. Even if respondents provide accurate figures on their monetary income, these do not reflect relative costs of living in different areas. For example, a rural inhabitant who earns $50 a month may have considerably more purchasing power than an urban dweller who earns the same amount because prices of goods in the rural setting may be cheaper than in urban areas.