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**FUNDZA'S ONLINE READING COMMUNITY
SURVEY RESULTS - DECEMBER 2017**

FunDza's Online Reading Community

Results of the December 2017 survey

In December 2017, FunDza conducted an annual survey of its online readership on the fundza.mobi platform, which includes a responsive website, an Android app and an app on FreeBasics.com, which is zero-rated by Cell C. This was the third annual survey of its kind – the previous two surveys were conducted in December 2015 and again in December 2016. The intention is to gather feedback from readers and to determine changes in the make-up of its readership base over time.

Through the survey FunDza gathers demographic data on readers to understand how they are accessing content, to learn about the challenges they face in access, and to find out what hooks them into reading more, and finally to get input on how we can improve our offering and become more responsive to their needs.

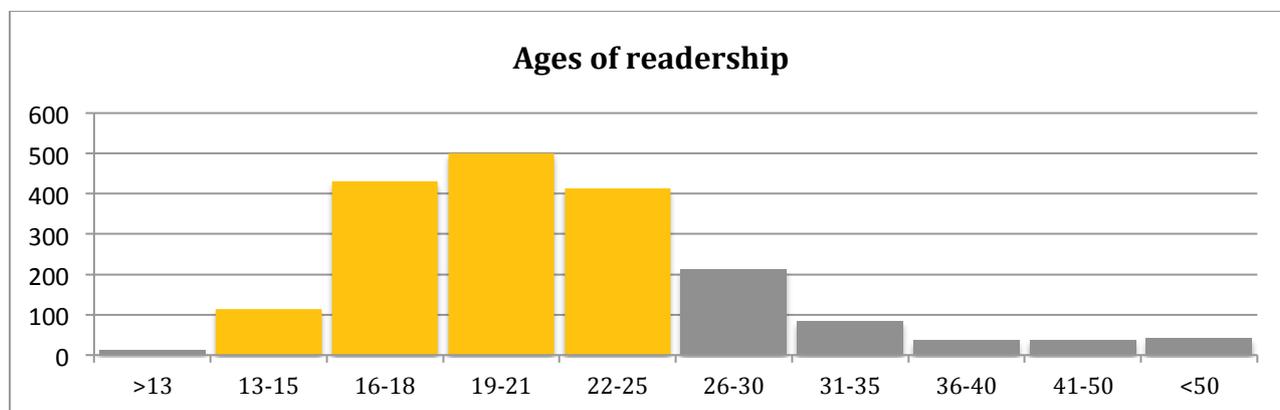
A total of 1965 readers responded to the survey. In December 2016, there had been 940 respondents and the year prior there were 855. This report refers back to prior reports – where applicable – to illustrate changes to reader needs and make-up.

DEMOGRAPHICS

Age demographics

The average age of the respondents was 22 years, with a median of 21, a mode of 18. The range showed a minimum of 9 years and a maximum of 87. 77% of the respondents fell within FunDza's target age group: 13 to 25 years.

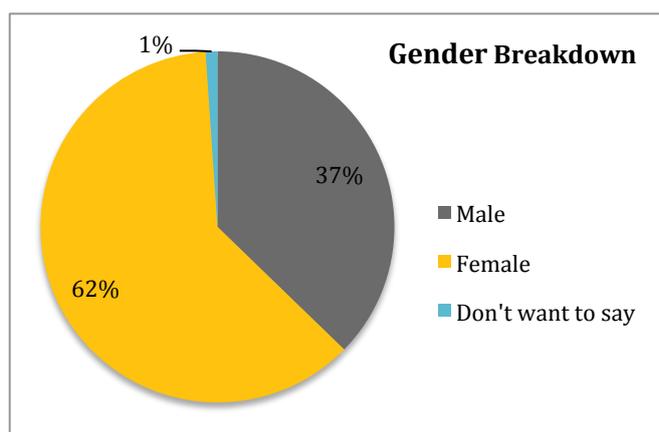
In December 2016, the average age was 21.5 years, and in December the average age was 24 years. As in previous years, there is a long 'tail' of readers, highlighting the fact that FunDza content appeals to a wide audience.



Gender

In terms of gender, 62% of respondents were female, and 37% were male. 1% did not want to disclose their gender.

The previous two studies did not ask for respondents' gender but earlier studies have shown that there is a large number of female readers on the programme.



Geographic location

84% of readers were from within South Africa but there is a growing readership from outside the country. The most popular other countries were (in order of frequency): Zambia, Malawi, Nigeria, Liberia, Ghana, Rwanda, Zimbabwe, Lesotho.

In December 2016, 81% of reader respondents were from within South Africa. The other most popular countries in that year were (in order of frequency): Malawi, Nigeria, Ghana, Zambia and Rwanda.

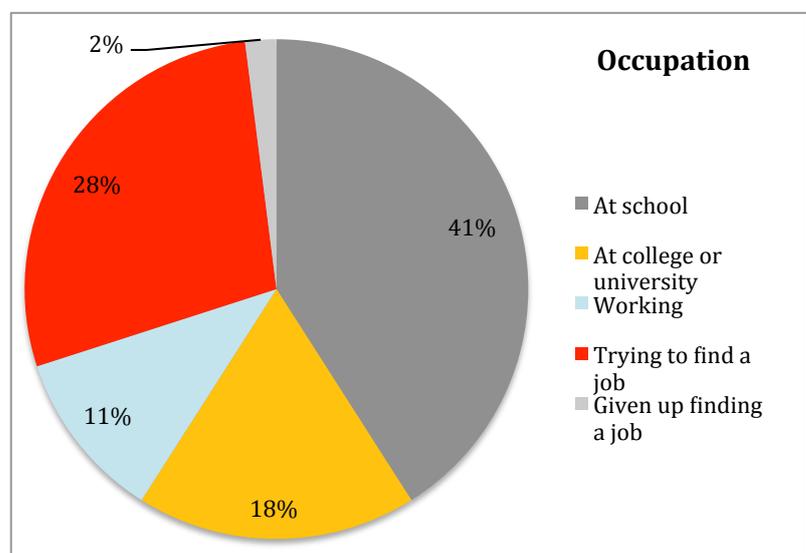
Of those living within South Africa, the greatest concentration of readers was in the larger cities. For instance, Johannesburg was the largest group with 17.5%, followed by Cape Town (13.5%), Durban (9%), Pretoria (6%), and Bloemfontein and Port Elizabeth (2% each). But this means that 50% of the South African readers are living in much smaller towns and villages. The word cloud shows the approximate representation of the different locations.



Occupation

41% of the respondents were at school and 18% were at college or university. 11% were working, 28% were trying to find a job and a further 2% were no longer looking for a job.

This compares to the December 2016 survey that had 43% of respondents enrolled at school, 20% at college or university, 8% working, 26% actively seeking employment and again 2% who were no longer looking for a job. In the December 2015 survey, 43% of respondents were seeking employment, while 2% were not looking for a job. We speculated that the reduction in the number of unemployed readers was a result of the change in the age demographic (the average age in 2015 was 24 years, versus the 21.5 and 22 years in 2016 and 2017 respectively). The younger the average age, the more likely it is for readers to be enrolled at school or studying at a tertiary institution.



ACCESS AND DATA

Device type

88% of respondents said that they were reading on their mobile phones. 9% reported using a tablet and just 1% a computer or laptop. A further 1% said that they didn't have their own device but either borrowed one or used one in a 'free' space, such as a library.

Access point to FunDza content

A very high 87% of respondents said that they were accessing FunDza through FreeBasics.com. This is unsurprising given that the service is zero-rated by Cell C in South Africa, and by other mobile networks in different African countries.

The next highest portal space was the site – <http://fundza.mobi> - with 7% of respondents using that most frequently, followed by FunDzApp (FunDza's android app) with 3% of users accessing content this way. A further 3% said that they didn't access fundza.mobi unless they were connecting to FunDza through WhatsApp or Facebook.

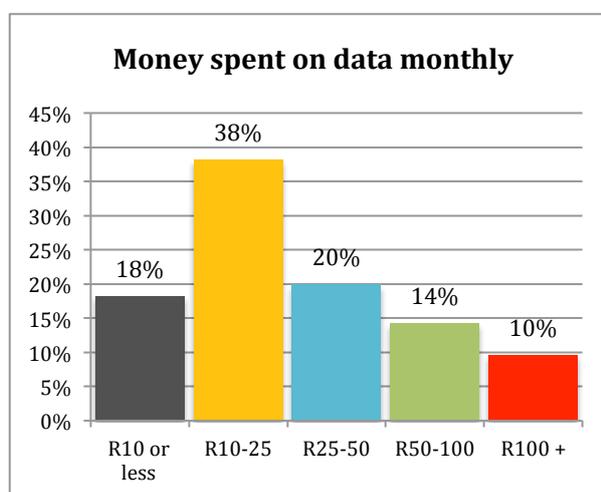
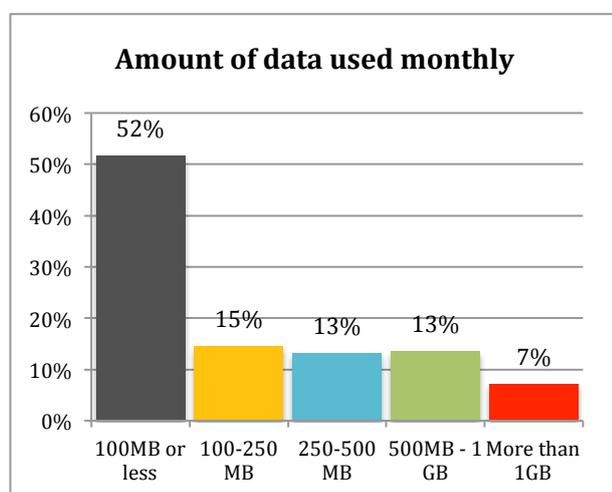
Data usage

Given that the vast majority of users were accessing FunDza via FreeBasics it is unsurprising that only 65% said that the cost of data did not limit their time spent reading, although 16% of respondents said that it did limit their time reading. Only 11% said that they could afford the data they need to read as much as they like. See the table below to see the correlations between the access point and the question as to whether or not data limits their reading time

Does the cost of data limit the amount of time you can spend reading?					
Access point	Yes	Sometimes	No, I can afford it	No, access to wifi/freebasic	Total
Freebasics	232	118	171	1194	1715
FunDzApp	23	6	10	27	66
fundza.mobi	46	31	20	33	130
Access via Facebook/WhatsApp	20	5	9	20	54
Total	321	160	210	1274	1965

Nonetheless, many reported not having access to large amounts of data. 52% said that they used less than 100MB each month and an aggregate of 79% reported having less than 500MB of data to use per month.

In terms of money spent on data, 56% said that they spent less than R25 per month on data, and 76% said they spent less than R50 on data each month.



THE CONTEXT OF FUNDZA.MOBI READERS

For the first time Fundza introduced two socio-economic questions to try to get a sense of who these readers are, what circumstances they live in and what challenges they face.

Fanz' home life

The first question a socio-economic question asked readers to explain how big their household is and what type of home they live in. It was an open-ended question thus the results are difficult to analyse quantitatively. However, a textual analysis revealed that approximately 53% of respondents live in a household with between 4 and 7 people.

A frequency analysis for the word 'shack' found that 13% of respondents used this word in their description of their home, while 18.5% of respondents used the term 'RDP' to describe their home/dwelling.

Here are some of the ways that readers answered this question:

I live with three people, my mother, sister and my father and I am the fourth one in the house. I live in a shack at Hout Bay, a two roomed house.

we six people in our home and the house we living in has four bedroom a sitting room and stores. It built up with burt bricks and it's roof is ironsheets.

5 people including me. The type of house lived in is a brick built type and an RDP.

7 people , Live in a roundavel

9 its a normal 4 bedroom house that's all I can say about my house

10 people and we living in a shacks, the only person working is my mom at home

I live with 6 people we live in a shack in township it is made up of zinc

9 people my mom my grand mother my aunt and my brother my young sister and three 3 cousins

There is seven of us that live in the family house and my other siblings are married.. I live in a five room RDP house it has two sleeping rooms, a kitchen,a bathroom and a living room

There's four of us and we live in an RDP house and my mom is a single mom she works as a domestic Worker and I'm in grade school 11

Rented one brick room I stay with my two big sisters obvious no shower, collect water from outside tap. Glad we got electricity

There are seven of us,4 siblings ,mom and dad, and my uncle, I live in a non violent home, not rich nor not poor just middle, my dad is seeking for a job and mom is sick but life is not that hard

There are eight of us. Five girls, two boys and my Father. We use a garage as our bedroom while our kitchen is a shack

we're five. my Mom, myself and my three baby brothers. we're tenants leaving in a shack divided into 2 bedrooms and a kitchen.my two baby brothers sleep on their shack outside which is equal 1bedroom

we are five and in a shack two room house, my dad is not working his still looking for work my mother on the other hand she's a cleaner shes earning no more that R2800 per month she couldn't even pay my school fess this year.it really hard.

we are 15 we live in 4 room mad house

Five. My home's a full house whereby different families from different backgrounds rent each of the rooms inside the house. All these families share one kitchen and bathroom.

There are seven people and I'm the eight.... I live in a small, beautiful, clean four roomed house which in it includes an open dining room kitchen space ,two bedrooms and a bathroom... Its also has a two roomed out side building for the boys

My wife, son and I 3...in 3 rooms shack house

I live with my mom and dad, my older sister(25 yrs) and a little sister(6 yrs) and a nephew who is 5 yrs (we are all 6) . Our home is a built 5 roomed house whereby other rooms are not finished due to my parents being unemployed at the moment my older sister is the only one working

Three people live in my house, namely, my mother, sister and myself. Ours is a four room RDP house, and our mother is the sole bread winner. The house would be good however, the toilet is outside because it's one of the first RDP designs. The roof has no ceiling so it's just naked zinc. Originally the house had minimal cubing so we had to use extension cords, and until recently we had no indoor plumbing.

I live With a family of 13 people including my grand parents my mom, we live in a three roomed house in a town ship with informal settlement

There's currently four people living in my house which includes, my dad, my two brothers and I...If i had to describe the type of the house im living in.. it will be a comfortable space, not too big not small right in between the two descriptions.

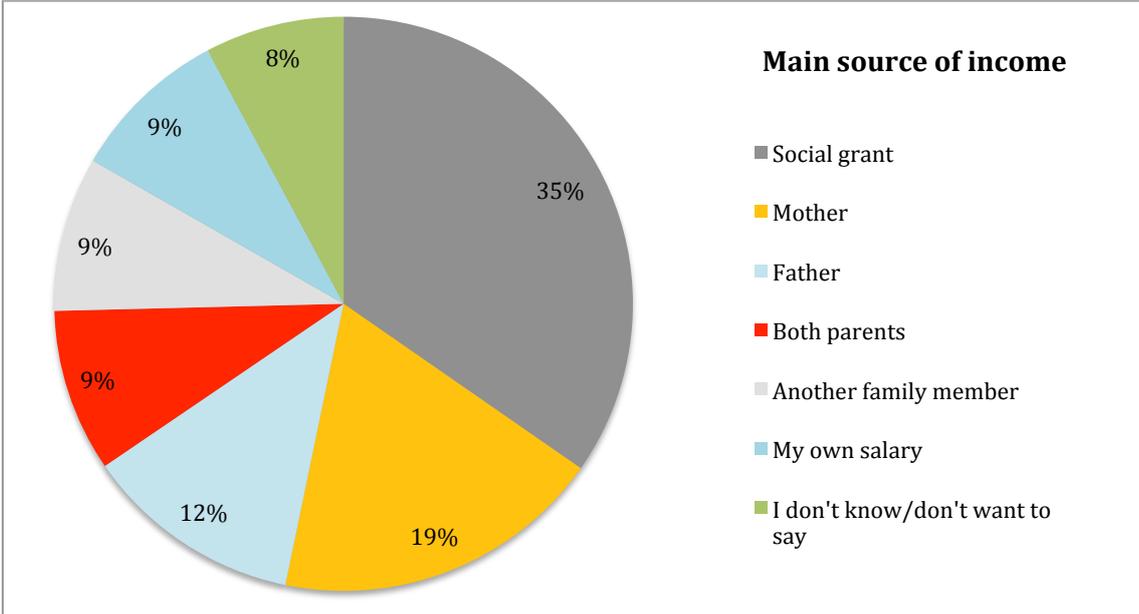
7 people. And we live in a five bedroom safe contained house, we hv access to portable water but we are yet to get electricity because its just a new area that people are building new houses, so electricity has not yet been given to us.

Main source of income

The second socio-economic question was multiple-choice and asked respondents to indicate the greatest source of income for their household.

According to the responses, 35% of respondents said that their main source of income came from social grants. The next highest source of income was their mother (19%), followed by their father (12%).

FunDza did not ask respondents to indicate how large their household income was. However, given the answers to the previous question regarding the home and family life, coupled with the high number of readers dependent on social grants, the average household income is likely to be low.



READING ON FUNDZA.MOBI

Dedicated readers

The responses to questions about frequency and time spent on fundza.mobi show that the survey respondents were largely the dedicated readers. 35% of the respondents claimed to visit FunDza almost every day while a further 21% said they came a couple of times a week, and 15% at least once a week. The respondents also read for significant periods of time – 22% said they spent more than an hour at a time reading, while a further 26% said they read for half an hour or more at a time. 71% of respondents reported reading for an average of at least 15 minutes at a time.

A chi-square test on the data showed that gender plays a significant role in determining reading frequency and length. This confirmed that female readers were more likely to be lengthy and frequent readers. The same test was conducted on occupation and method of accessing fundza.mobi but neither of these factors had a significant impact on length or frequency of reading behaviour.

This result supports previous studies conducted on fundza.mobi readers that not only does it boast a strong female readership (62% of its readers are female) but that these dedicated readers are more likely to be female.

Languages

Readers were asked what languages they would like to read stories in on FunDza. This question was open-ended so respondents could write any language they could think of. English remained in the highest spot with 85% of respondents asking for English content. The next highest was isiZulu and isiXhosa – both at 13%, then Sesotho, Afrikaans and Setswana – all at 5%, followed by Sepedi (3%), Xitsonga (2%), Tshivenda (2%), Siswati (1%), Ndebele (1%). There was also demand for other languages such as Spanish, French, Portuguese, Swahili, Shona, Chizexuru, Bemba, and others.

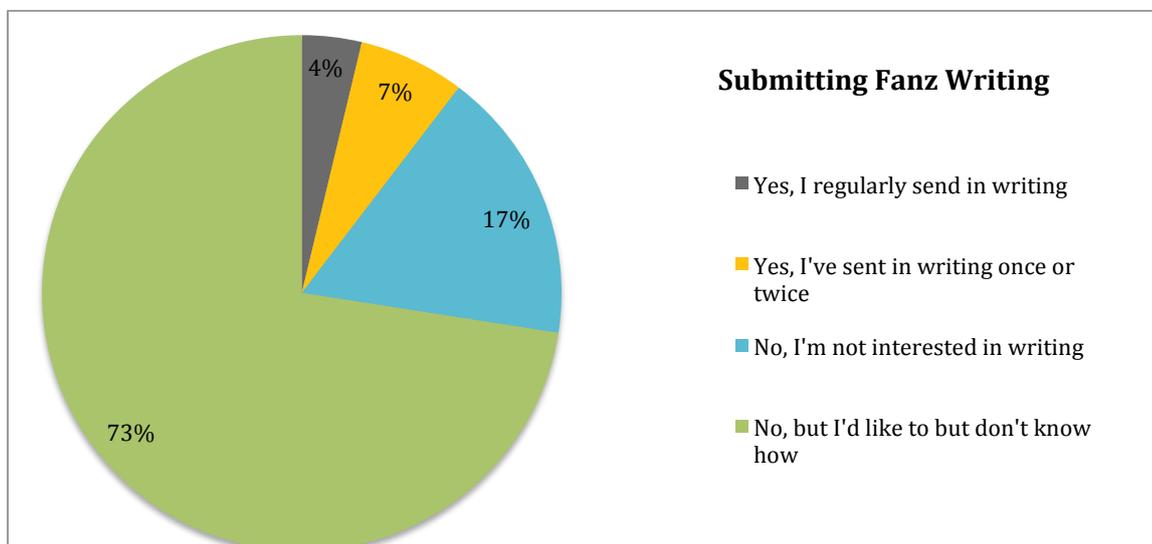
ACCESS TO FUNDZA.MOBI SERVICES

Fanz readers have opportunities to not only read for free on fundza.mobi but also to submit writing, create a profile (that provides access to additional services) and participate in online reading courses. The following three questions looked at uptake of these services.

Fanz writers

Only 11% of respondents reported ever sending in writing to be published in the Fanz section on fundza.mobi. But a further 73% said that they would like to but are not sure of the process.

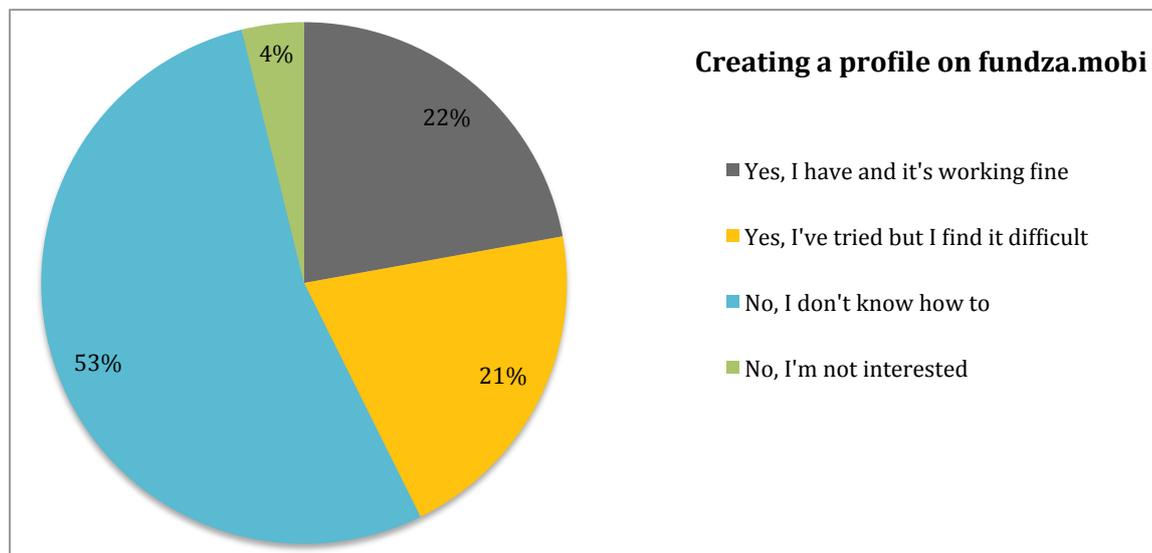
At present around 3,000 young people have published their creative writing work on fundza.mobi and the editorial and publication process is labour-intensive and difficult. FunDza is looking at ways that it can both make access to the service more user-friendly for young readers, but simultaneously streamline its systems so that it can accommodate increased demand.



Creating a profile on fundza.mobi

In order to comment, participate in courses, rate content and have access to a profile (that shows prior reading), readers need to create an online profile and login for fundza.mobi. This was a relatively new feature – introduced during 2017 as part of a fundza.mobi system upgrade. FunDza introduced a multiple-choice question to determine uptake and ease of use of this.

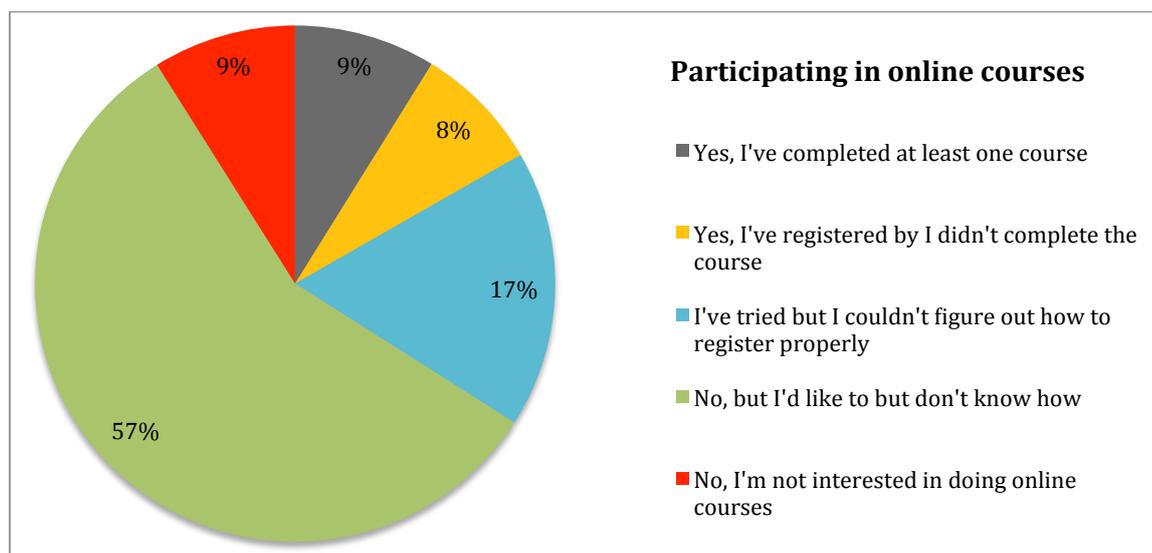
According to the survey, 22% of respondents had created a profile on fundza.mobi and declared that this was working well. 21% said that they had tried to do so but found the process difficult. 53% said that they did not know how to do this. Since receiving this input, FunDza has tried to streamline the registration process further to allow more people to register.



Online courses

In early 2017, FunDza started offering a variety of open online courses that readers could access. These were intended to help readers improve their language skills in a more formal way and introduce them to concepts that could be useful for school/university and for life.

A total of 17% of respondents had registered and started an online course (with 9% completing the course). But a further 17% said that they had tried and had got stuck in the process, while 57% said that they would like to be didn't know how to do so.



RECOMMENDING FUNDZA TO A FRIEND

In October 2017, FunDza participated in a 'Lean Data' external survey thanks to its funder Omidyar Network. One of the questions aimed to get a 'Net Promoter Score' from participants.

FunDza repeated this exercise in the December 2017 survey asking respondents to rate out of 10 how likely they were to recommend the fundza.mobi experience to someone else. This was an open-ended question. Answers were converted to a single numerical response dependent on the text answer and analysed in the same way as had been done in the previous survey.

According to the results, the net promoter score was **87%** - i.e. the percentage of people who answered and who gave their answer as 8 or more.

However, some respondents did not provide a number in their answer – so these were not included in the scoring system – but they did provide positive feedback. Some examples of this include:

I'll let everyone know how experience , helpful and interesting stories do fundza have. fundza is a great app, I really enjoy reading the stories and keep on doing the great job guys. thank you

It helps you to grow in mind and apply the knowledge to those who need it after reading with understanding of course

I wish that everyone can use FunDza. I hope that FunDza will always be there for many years to supply people with knowledge.

I often encourage teens to log on to fundza.mobi as it educates and most importantly keeps them busy more especially during this dangerous month where many of them are under a lot of peer pressure to do bad things.

Its a good platform for learning academically and socially

I wish Fundza could continue doing what it does best and keep providing us with new, interesting stories about what we as people face throughout our lives. Thank you so much Fundza for having an impact on putting smiles on our faces, a happy nation is a reading nation.

well if we open school am going to tell all my friends to log on to your website and read all your stories

i have told a lot of my friends etc about fundza and i would love all of them to be part of fundza thank you

I love because you can use it freely

I share the stories I read with my friends. When they I ask me where do I get books I tell them I just read online on fundza.mobi.

its my wish to persuade others in following this helpful, dazzling, superb and marvelous Fundza because i am one of the examples myself on great things from FunDza

I will be sharing stories that I read on the site to encourage my friends to start reading

i asked my friends to read fundzas book, because the books teach us how to deal with the challenges of life.

I'm so fortunate,not every one get this opportunity and knowledge that Fundza gave me ...Thank FunDZa for changing my world

I've already done that to my friends and they love it

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According to the results, **87%** gave their answer as 8 or more, and the net promoter score was **62**. A score above 50 is generally deemed excellent.

However, some respondents did not provide a number in their answer – so these were not included in the scoring system – but they did provide positive feedback. Some examples of this include:

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I find it hard to pronounce some words in English, but ever since i visited FunDza its more easier and helped me a lot. in school also so Thank God for this opportunity to read

FunDza has been very helpful to me .I learn new skills of writing almost every time I read the books .I also gain more experience through reading the books . My way of speaking is now improving because of reading . The more I read books the more I get my mind refreshed . That helped me last year when I was writing English FAL creative Writing . FunDza has been very helpful to me in. Improving English comprehensive and orally too.

My vocab has changed a lot..my mentality changed as reading became my best hobby and it end up creating my own imaginations that sometimes triggers that I can be a film director because of the pictures I make in my mind whilst reading

FunDza Have A Lot Of Interesting Free Stories And They Show Me How To Write Some Words And Also They Make Me Get Used To Reading Daily And That Is Good For A School Learner Like Me.

I'm part of an Incubator school which worked hand-in hand with FunDza stories to improve our English.. and it helped me a lot because I'm now a well-grown poem writer and i very much enjoy reading and writing stories

Reading different stories has helped increase my vocabulary which in turn increased my comprehension skills. I am now able to formulate writings correctly.

FunDza has really helped me more especially in my writing. They've taught me how to be creative with words and painting a picture to the person reading my short stories and even at school, at least I use what FunDza has taught me and use it to help boost my language and comprehension skills at school . The teachers are happy with that and also my previous Physics teacher read one of my short stories and was really touched and encouraged me to write more as I have the potential.

Personal development/Quality of life:

The stories that I read made believe that I can do it and I was not born to give up easily in life. Meaning I was born to struggle before and I should not expect good things at all times and I must not give up.

Most of the books I read,there were lessons to learn so I learnt a lot. I found myself relating to some of the stories and felt like I was part of the stories. I was no longer into reading like I was during high school times but FunDza has made me to obsess over reading.

most stories they are real to me as I have witnessed them happening in reality and I have also experienced other situations I read about

just that i love to motivate and to be motivated so fundza helps me to boost my hooby. i dont spend a day without a bit of fundza

I have developed on my personal levels and I would like to take this special blessed opportunity to thank FunDza for offering free programming in helping us with our language

My reading has improved and I can keep myself busy other than going to the streets and doing illegal things

ive developed on a personal level reason being some of the things I read happen in real life so that gives me a chance to know how to deal with them

It's certainly kept me entertained in times of severe boredom due to inaccessible WiFi. So thank you.

it made me understand my past and realise ongoing situations on how to heal the past and solve the present in a craetiv way

It has, because I was not a fan of reading, but when I saw short stories on Fundza, I suddenly got interested. I'm now an avid reader.

It has in an amazing way, I have gained the confidence I needed when it comes to writing/typing I now know what to use where regarding language, I am also now aware and alert of what I read if there are any errors or anything that might have been omitted.

it has impacted in the quality of my life because the stories are of the things happening in our present day future and such stories gives us good advice's

It has helped me to express myself freely and to appreciate myself in a world that constantly tells me not to especially as a young female

It has enhanced my knowledge and made me feel like with FunDza I am accessing a mobile library with the kind of content that interests me. Also the fact that it has become more accessible freely with freebasics it encouraged regular reading thus I have fallen so much in love with FunDza.

it has broaden my horizons and changed the way I think about certain things

The stories I read on FunDza daily have taught me a lot about life. I am proud to say that FunDza is my source of encouragement and motivation. through FunDza I have learnt that I am not the only one facing challenges in life and that there are actually people who are facing similar challenges to mine or even worse. It has taught me to be humble and grateful for the smallest things in life. FunDza has restored my self-esteem in more ways than one. I am very very grateful.

In as much funDza need to be thanked, because through reading, I have known the away of life like how to live a happy life and psychological recognition. If someone wants to do bad for you, it's easy to realise psychologically. With these, I really thank it.

I think I've developed on a new personal level cause at a young age I learn more about obstacles or challenges that might come my way as I grow up to be a better person in the future.

I struggle in social situations sometimes. The stories have come in very handy as ice breakers in many conversations and I have also applied the practical aspects of how some of the characters deal with social situations in my own life

I have read a lot of stories here and amongst them i get life changing stories where they teach one to respect ,love n care for others which was something i never cared to even try it. thanks to FunDza i can now care and respect others

I have developed on a personal level , the stories that Fundza publishes can touch a soul , i myself , i am simply growing because of Fundza and Fundza should keep on publishing these stories from us the youth and have more competitions like these it will help us the youth to take literature very seriously cause we will see how it improves our literacy at school and how we can also empower others with these powerful stories , i am sure that we can change and make a difference with these stories.

I guess I could say so. Although I'm not from a privileged home, some FunDza stories show how other people out there are struggling too and their problems are ten times worse than mine and I should not pity myself instead I should work on getting myself out my situation.

I grew up reading Eurocentric stories, even the ones written by African writers had Western influences, so reading the stories written here, especially because they are written by young people, has helped me see the country in a different way.

I feel like I cannot leave funDza ever „it has inspiring stories some similar to my situation and I could over come some Circumstances through storied

I can say I've developed on a personal level because FunDza has some advice on how to react on that current situation you're in, and how important self love is..

Funza impacted my life on all levels, educationally, socially and psychologically, it has improved my thinking capacity and made me a more positive person, I have regained self confidence

Fundza has a huge impact on my life. The stories made me view life differently and has taught me to think out of the box...the twists in the stories do that!

I learnt not to judge easily and to be more understanding with people and to also help other people so Fundza has helped me a lot words cannot even describe how it helped me

Besides the fact that everyday I read I get a lesson of life in these stories and they build and shape me to be a better person and be able to interact with the social world around me.

Some general open-ended comments:

My experience with Fundza is going well and still going well, I mean Fundza touched my life since last year the stories have been amazing especially the short stories have been a great impact, I am also interested in writing short stories about everything that can benefit other readers just like me and the colours that Fundza improved with on their site is extremely beautiful.

I've fallen in love with Fundza and one day I would like to visit your offices if chance is there

I read most of amazing stories here and I've learned a lot from the stories and you guys are doing a great job and giving young people like us a chance to read about life and things around us. We have grown academically you guys keep on doing the great work

Ever since I have been part of the FUNDZA family. I have seen the importance of reading and writing as a tool to inspire young minds to share their stories.

I would like to say Fundza must keep up the good work, because they have helped us with our little brother who hated reading but he once read a book on Fundza and he never stopped

Fundza is my go-to site for good stories whenever I need to escape the realms of reality.

I've had a very great experience on Fundza and its wonderful stories that make me thirsty for more.

It usually calms me when I'm not good because I sometimes read stories that are exactly similar to my situation

Fundza is a blessing to others especially those who can't afford to buy books you can read anytime anywhere

You are doing a great job, what you're doing is you're encouraging us to read more which is good because South Africa is not a reading nation

I don't have much to say but Fundza is the boredom killer..

I just want to thank the Fundza team for the splendid work they do. I appreciate the hard work you put into ensuring that experience is always blissful and out of this world. I've been an active fan for 3 years now and every time I visit the site I still feel the same way I did the first time I found out about it.

More information

For more information about this survey or the Fundza Literacy Trust, please contact:

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