

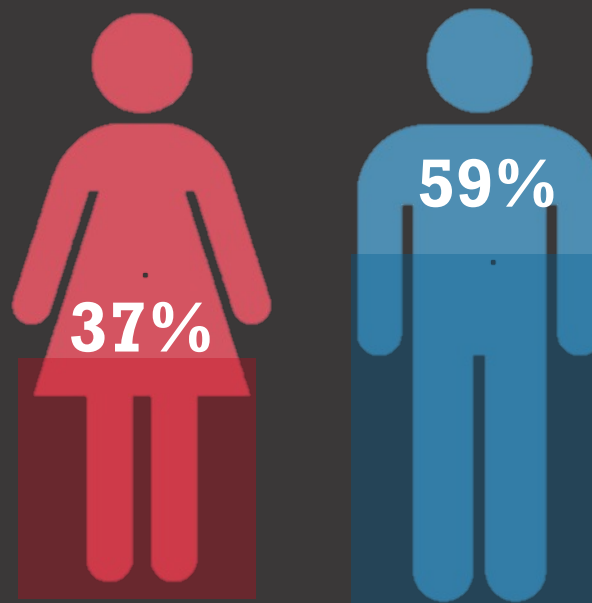


WORLD WIDE WEB
FOUNDATION

**Connecting the Next Billion:
Why we must REACT to the Growing Digital Gender Gap**

A global snapshot of women online

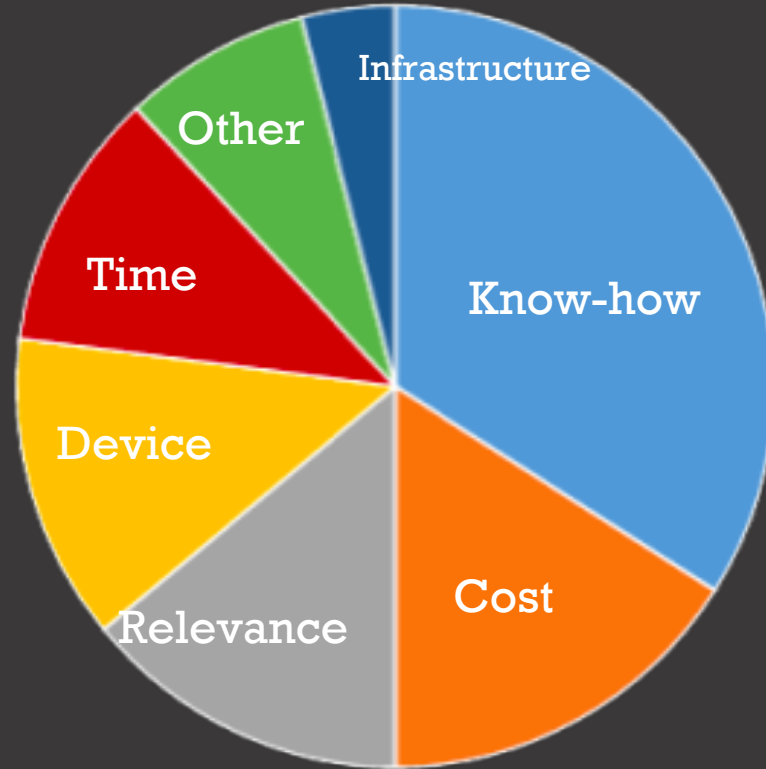
Women are nearly 50% less likely to access the Internet than men and 30-50% less likely to use it for personal empowerment



% of survey respondents reporting Internet access

Major barriers to access & use

- Know-how: 34%**
- Cost: 16%**
- Relevance: 14%**
- Device: 13%**
- Time: 11%**
- Other: 8%**
- Infrastructure: 4%**



% of survey respondents who are not Internet users across all nine cities

How do African countries perform?

Overall score	Access & empowerment	Affordability	Digital skills & education	Relevant content & services	Online safety
Egypt 30%	3	6	3	1	1
Ghana 30%	2	4	1	4	5
Kenya 30%	2	5	2	8	3
Mozambique 20%	2	4	2	2	3
Nigeria 30%	2	5	2	3	3
Uganda 30%	2	3	3	7	2



Where do we go from here?

RIGHTS

Protect online rights & privacy in law

Equip police & judiciary with training & resources to fight online violence

EDUCATION

Integrate basic digital literacy in school curricula at all levels

Expand digital literacy training beyond technical skills

ACCESS

Achieve the A4AI “1 for 2” affordability target

Develop more public access solutions

Create options for subsidised basic data allowance, focused on women

CONTENT

Prioritise local language data, info and services that empower women

Audit government websites to assess their gender relevance

TARGETS

Adopt concrete ICT gender equity targets, backed by adequate budgets

Collect ICT data disaggregated by gender, income & location

Develop new indicators to measure impact of ICT on women