A3. What is your gender by Film Type

		B1. When you think of the Films that you watch, from which of these regions are							
		African films only		International films only		Both African and international films		Total	
		Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
A3. What is your gender? (Enumerator: Please observe)	Male	175	35.2%	117	63.6%	461	48.6%	753	46.2%
	Female	322	64.8%	66	35.9%	488	51.4%	876	53.7%
	Non-binary	0	0.0%	1	0.5%	0	0.0%	1	0.1%
	Total	497	100.0%	184	100.0%	949	100.0%	1630	100.0%

A3. What is your gender by Film Type

		A1. Country													
		Kenya		Rwanda		Nigeria		South Africa		Egypt		Senegal		Total	
		Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
A3. What is your gender? (Enumerator: Please observe)	Male	115	37.8%	105	63.6%	149	49.0%	162	37.3%	113	53.1%	109	51.9%	753	46.2%
	Female	189	62.2%	60	36.4%	155	51.0%	271	62.4%	100	46.9%	101	48.1%	876	53.7%
	Non-binary	0	0.0%	0	0.0%	0	0.0%	1	0.2%	0	0.0%	0	0.0%	1	0.1%
	Total	304	100.0%	165	100.0%	304	100.0%	434	100.0%	213	100.0%	210	100.0%	1630	100.0%

A4. What is your age?

		B1. When you think of the Films that you watch, from which of these regions are							
		African films only		International films only		Both African and international films		Total	
		Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
A4. What is your age?	18 - 24	35	7.0%	33	17.9%	126	13.3%	194	11.9%
	25 - 34	163	32.8%	76	41.3%	348	36.7%	587	36.0%
	35 - 44	155	31.2%	54	29.3%	292	30.8%	501	30.7%
	45 – 54	103	20.7%	16	8.7%	139	14.6%	258	15.8%
	55 – 64	31	6.2%	4	2.2%	34	3.6%	69	4.2%
	65 – 74	9	1.8%	1	0.5%	7	0.7%	17	1.0%
	75 – 84	1	0.2%	0	0.0%	3	0.3%	4	0.2%
	Total	497	100.0%	184	100.0%	949	100.0%	1630	100.0%

A4. What is your age?

		A1. Country													
		Kenya		Rwanda		Nigeria		South Africa		Egypt		Senegal		Total	
		Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
A4. What is your age?	18 - 24	39	12.8%	14	8.5%	35	11.5%	48	11.1%	13	6.1%	45	21.4%	194	11.9%
	25 - 34	139	45.7%	58	35.2%	134	44.1%	123	28.3%	67	31.5%	66	31.4%	587	36.0%
	35 - 44	95	31.3%	47	28.5%	89	29.3%	131	30.2%	84	39.4%	55	26.2%	501	30.7%
	45 – 54	27	8.9%	29	17.6%	37	12.2%	88	20.3%	44	20.7%	33	15.7%	258	15.8%
	55 – 64	2	0.7%	15	9.1%	6	2.0%	32	7.4%	4	1.9%	10	4.8%	69	4.2%
	65 – 74	1	0.3%	2	1.2%	3	1.0%	9	2.1%	1	0.5%	1	0.5%	17	1.0%
	75 – 84	1	0.3%	0	0.0%	0	0.0%	3	0.7%	0	0.0%	0	0.0%	4	0.2%
	Total	304	100.0%	165	100.0%	304	100.0%	434	100.0%	213	100.0%	210	100.0%	1630	100.0%

A5. What is the highest level of education you have completed?

		B1. When you think of the Films that you watch, from which of these regions are							
		African films only		International films only		Both African and international films		Total	
		Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
A5. What is the highest level of education you have	Secondary/High School/Ordinary level or lower	254	51.1%	83	45.1%	402	42.4%	739	45.3%
	College Diploma / Certificate/Intermediate Institute	151	30.4%	48	26.1%	304	32.0%	503	30.9%

completed?									
	Bachelor's Degree/Higher National Diploma	89	17.9%	49	26.6%	235	24.8%	373	22.9%
	Postgraduate Degree	3	0.6%	4	2.2%	8	0.8%	15	0.9%
	Total	497	100.0%	184	100.0%	949	100.0%	1630	100.0%

A5. What is the highest level of education you have completed?

		A1. Country													
		Kenya		Rwanda		Nigeria		South Africa		Egypt		Senegal		Total	
		Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
A5. What is the highest level of education you have completed?	Secondary/High School/Ordinary level or lower	124	40.8%	109	66.1%	64	21.1%	277	63.8%	37	17.4%	128	61.0%	739	45.3%
	College Diploma / Certificate/Intermediate Institute	118	38.8%	39	23.6%	90	29.6%	120	27.6%	97	45.5%	39	18.6%	503	30.9%
	Bachelor's Degree/Higher National Diploma	58	19.1%	17	10.3%	145	47.7%	32	7.4%	78	36.6%	43	20.5%	373	22.9%
	Postgraduate Degree	4	1.3%	0	0.0%	5	1.6%	5	1.2%	1	0.5%	0	0.0%	15	0.9%
	Total	304	100.0%	165	100.0%	304	100.0%	434	100.0%	213	100.0%	210	100.0%	1630	100.0%

A6. Which best describes the area you live in?

		B1. When you think of the Films that you watch, from which of these regions are							
		African films only		International films only		Both African and international films		Total	
		Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
A6. Which best describes the area you live in?	Urban	351	70.6%	120	65.2%	627	66.1%	1098	67.4%
	Peri-Urban / Suburban	108	21.7%	46	25.0%	248	26.1%	402	24.7%
	Rural	38	7.6%	18	9.8%	74	7.8%	130	8.0%
	Total	497	100.0%	184	100.0%	949	100.0%	1630	100.0%

A6. Which best describes the area you live in?

		A1. Country													
		Kenya		Rwanda		Nigeria		South Africa		Egypt		Senegal		Total	
		Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
A6. Which best describes the area you live in?	Urban	170	55.9%	57	34.5%	147	48.4%	330	76.0%	213	100.0%	181	86.2%	1098	67.4%
	Peri-Urban / Suburban	85	28.0%	92	55.8%	93	30.6%	103	23.7%	0	0.0%	29	13.8%	402	24.7%
	Rural	49	16.1%	16	9.7%	64	21.1%	1	0.2%	0	0.0%	0	0.0%	130	8.0%
	Total	304	100.0%	165	100.0%	304	100.0%	434	100.0%	213	100.0%	210	100.0%	1630	100.0%

A7. Which of the following best describes your current employment status?

		B1. When you think of the Films that you watch, from which of these regions are							
		African films only		International films only		Both African and international films		Total	
		Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
A7. Which of the following best describes your current employment status?	Employed Full-Time	163	32.8%	67	36.4%	372	39.2%	602	36.9%
	Employed Part-Time	66	13.3%	37	20.1%	99	10.4%	202	12.4%
	Student	21	4.2%	19	10.3%	69	7.3%	109	6.7%
	Self-Employed / Freelancer	129	26.0%	39	21.2%	274	28.9%	442	27.1%
	Unemployed	41	8.2%	16	8.7%	72	7.6%	129	7.9%
	Retired	18	3.6%	1	0.5%	9	0.9%	28	1.7%
	Housewife	56	11.3%	4	2.2%	50	5.3%	110	6.7%
	Prefer not to say	3	0.6%	1	0.5%	4	0.4%	8	0.5%
	Total	497	100.0%	184	100.0%	949	100.0%	1630	100.0%

A8. Approximate household monthly Income in your USD?

		A1. Country			
		Valid N	Median	Minimum	Maximum
	Kenya	304	234.00	39.00	7800.00

A8. Approximate household monthly Income in USD?	Rwanda	165	138.00	34.50	2415.00
	Nigeria	304	144.00	36.00	2304.00
	South Africa	434	480.00	89.60	1408.00
	Egypt	213	252.00	126.00	840.00
	Senegal	210	450.00	90.00	10800.00

A9. Which devices do you own?

		B1. When you think of the Films that you watch, from which of these regions are							
		African films only		International films only		Both African and international films		Total	
		Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
A9. Which devices do you own?	Feature phone	64	12.9%	17	9.2%	128	13.5%	209	12.8%
	Free satellite TV	108	21.7%	13	7.1%	125	13.2%	246	15.1%
	Free-to-air digital TV	58	11.7%	18	9.8%	128	13.5%	204	12.5%
	Smartphone	453	91.1%	174	94.6%	900	94.8%	1527	93.7%
	Tablet/iPad	36	7.2%	17	9.2%	133	14.0%	186	11.4%
	Desktop	37	7.4%	5	2.7%	50	5.3%	92	5.6%
	Laptop	74	14.9%	59	32.1%	304	32.0%	437	26.8%
	Smart TV	292	58.8%	88	47.8%	593	62.5%	973	59.7%
	TV set-top box/ streaming stick (e.g., Roku, Amazon Fire)	42	8.5%	16	8.7%	139	14.6%	197	12.1%
	Projector	1	0.2%	0	0.0%	1	0.1%	2	0.1%
	Gaming consoles – Xbox, Play station etc	17	3.4%	11	6.0%	42	4.4%	70	4.3%
	Total	497	100.0%	184	100.0%	949	100.0%	1630	100.0%

A10. Do you have children under 18 living in your household?

		B1. When you think of the Films that you watch, from which of these regions are							
		African films only		International films only		Both African and international films		Total	
		Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
A10. Do you have children under 18 living in your household?	No	248	49.9%	113	61.4%	410	43.2%	771	47.3%
	Yes	249	50.1%	71	38.6%	539	56.8%	859	52.7%
	Total	497	100.0%	184	100.0%	949	100.0%	1630	100.0%

A10a. How many children under 18 live in your household?

		A1. Country				
		Valid N	Mean	Standard Deviation	Minimum	Maximum
A10a. How many children under 18 live in your household?	Kenya	200	2	1	1	7
	Rwanda	80	2	1	1	4
	Nigeria	104	2	1	1	4
	South Africa	191	2	1	1	9
	Egypt	135	1	1	1	3
	Senegal	149	3	2	1	14
	Total	859	2	1	1	14

A12. Does your household have any domestic workers or caregivers who influence or supervise children's media consumption?

		B1. When you think of the Films that you watch, from which of these regions are							
		African films only		International films only		Both African and international films		Total	
		Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
A12. Does your household have any domestic workers or caregivers who influence o	No	205	82.3%	41	57.7%	365	67.7%	611	71.1%
	Yes	44	17.7%	30	42.3%	174	32.3%	248	28.9%
	Total	249	100.0%	71	100.0%	539	100.0%	859	100.0%

A13. Who typically makes decisions about what films, TV shows, or media the household watches?

	B1. When you think of the Films that you watch, from which of these regions are

		African films only		International films only		Both African and international films		Total	
		Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
A13. Who typically makes decisions about what films, TV shows, or media the household watches?	Myself	376	75.7%	135	73.4%	625	65.9%	1136	69.7%
	Another adult in the household	103	20.7%	10	5.4%	214	22.6%	327	20.1%
	Joint decision-making (multiple adults)	86	17.3%	31	16.8%	224	23.6%	341	20.9%
	Children influence decisions	33	6.6%	4	2.2%	113	11.9%	150	9.2%
	Each person watches individually	43	8.7%	16	8.7%	97	10.2%	156	9.6%
	Total	497	100.0%	184	100.0%	949	100.0%	1630	100.0%

A14. Does your household share devices for watching films (e.g., TV, smartphone, tablet)?

		B1. When you think of the Films that you watch, from which of these regions are							
		African films only		International films only		Both African and international films		Total	
		Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
A14. Does your household share devices for watching films (e.g., TV, smartphone,	Yes — shared devices	251	50.5%	54	29.3%	453	47.7%	758	46.5%
	No — everyone has personal devices	121	24.3%	98	53.3%	250	26.3%	469	28.8%
	Mixed (some shared, some personal)	125	25.2%	32	17.4%	246	25.9%	403	24.7%
	Total	497	100.0%	184	100.0%	949	100.0%	1630	100.0%

A15. Which devices are shared?

		A14. Does your household share devices for watching films (e.g., TV, smartphone,					
		Yes — shared devices		Mixed (some shared, some personal)		Total	
		Count	Column N %	Count	Column N %	Count	Column N %
A15. Which devices are shared?	Feature phone	7	0.9%	3	0.7%	10	0.9%
	Free satellite TV	144	19.0%	61	15.1%	205	17.7%
	Free-to-air digital TV	102	13.5%	33	8.2%	135	11.6%
	Smartphone	180	23.7%	65	16.1%	245	21.1%
	Tablet/iPad	41	5.4%	32	7.9%	73	6.3%
	Desktop	8	1.1%	28	6.9%	36	3.1%
	Laptop	73	9.6%	55	13.6%	128	11.0%
	Smart TV	447	59.0%	289	71.7%	736	63.4%
	TV set-top box/ streaming stick (e.g., Roku, Amazon Fire)	115	15.2%	28	6.9%	143	12.3%
	Projector	1	0.1%	0	0.0%	1	0.1%
	Gaming consoles – Xbox, Play station etc	25	3.3%	18	4.5%	43	3.7%
	A15_96	2	0.3%	0	0.0%	2	0.2%
	Total	758	100.0%	403	100.0%	1161	100.0%