

IN BRIEF



# PUBLICATIONS READER SURVEY REPORT

## UN Women Eastern and Southern Africa

photo ©UNAIDS

### The Survey

In July 2016, the UN Women conducted a publications readers survey in Eastern and Southern Africa with the aim to continually improve the user-friendliness, practicality and overall quality of UN Women's publications in the region.

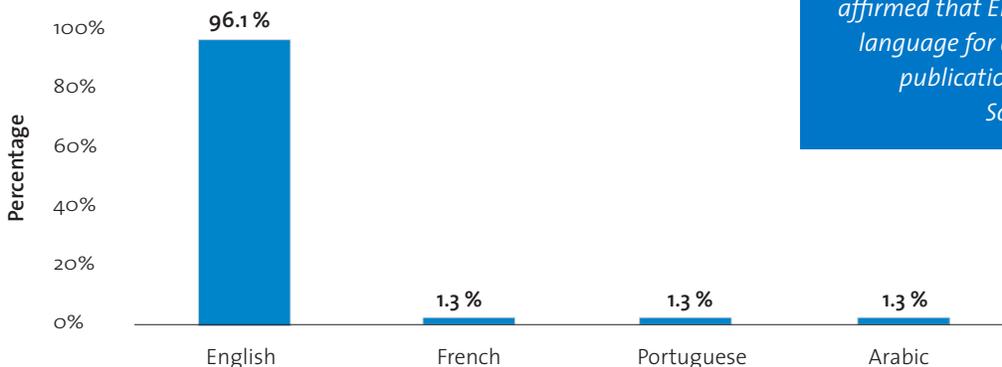
The survey design was cross-sectional, which utilized the Survey Monkey platform to reach diverse respondents. This survey rated second in response rate from the UN Women global survey platform as of July 2016.

### Audiences Participating in the Survey

The survey confirms that UN Women publications are widely useful to a diverse audience including the UN agencies, NGOs and CSOs, policy makers, development agencies, private sector agencies, academic institutions and gender equality and women's empowerment (GEWE) advocates.

The analysis revealed that UN Women publications are reader-friendly and position GEWE as a core principle of development.

#### Preferred Language of Accessing Publications

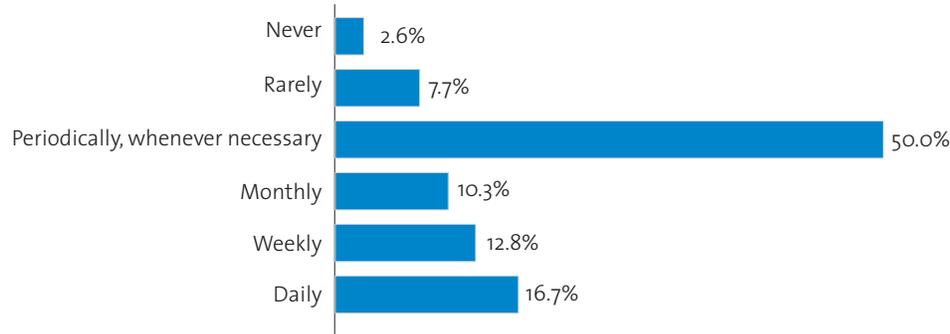


*Of respondents, 96.1 per cent affirmed that English is the preferred language for accessing UN Women publications in the Eastern and Southern Africa region.*



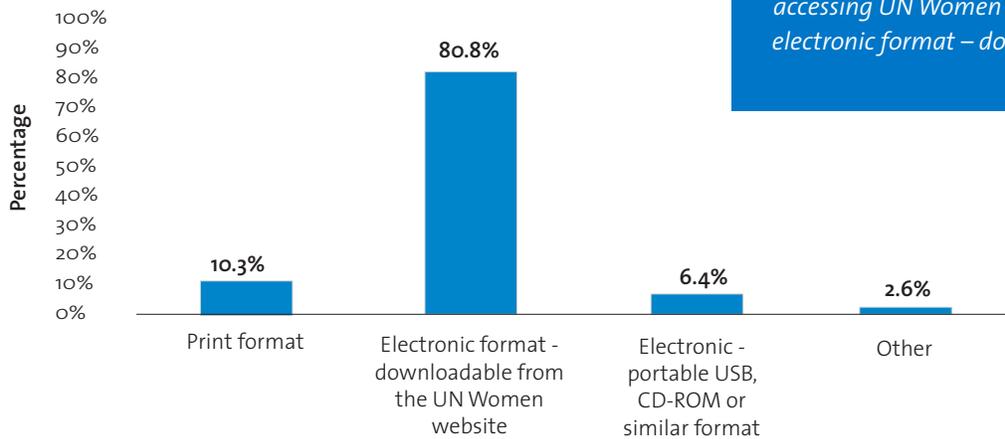
## UN Women Eastern and Southern Africa Publications Reader Survey Report Key Findings

### Frequency of Consulting UN Women Publications



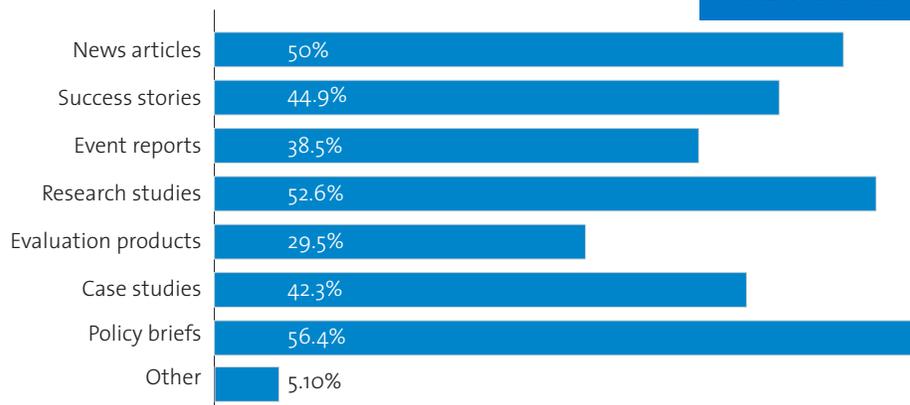
*Majority consult UN Women publications periodically, whenever necessary.*

### Means of Access to UN Women Publications



*80.8 per cent of the respondents prefer accessing UN Women publications through electronic format – downloadable from the UN Women website.*

### UN Women Publications Most Frequently Consulted

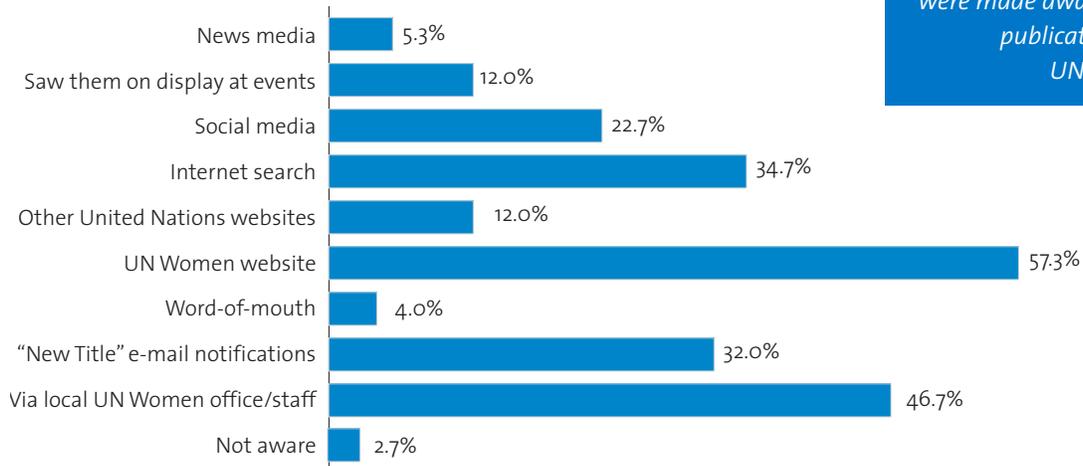


*Over 50 per cent prefer accessing such UN Women publications as policy briefs, research studies and news articles on a frequent basis.*



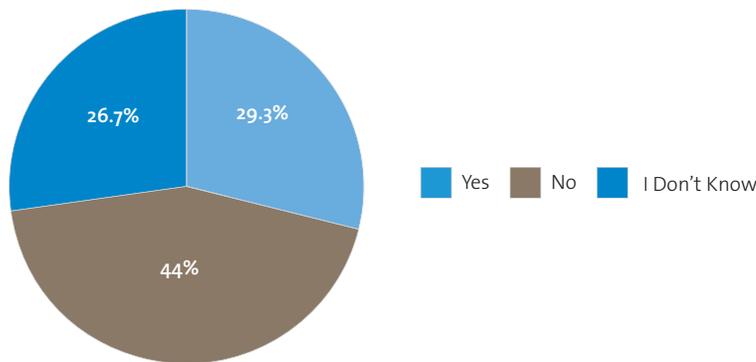
## UN Women Eastern and Southern Africa Publications Reader Survey Report Key Findings

### Awareness of UN Women Publications



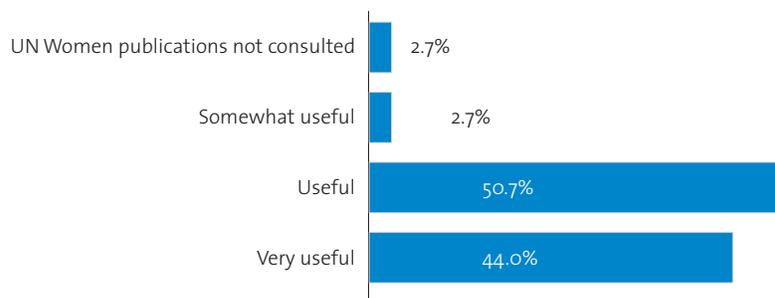
Majority of the respondents were made aware of UN Women publications through the UN Women website.

### Visibility and Marketability of the UN Women Publications



UN Women publications are not sufficiently visible and marketed.

### Usefulness of UN Women Publications

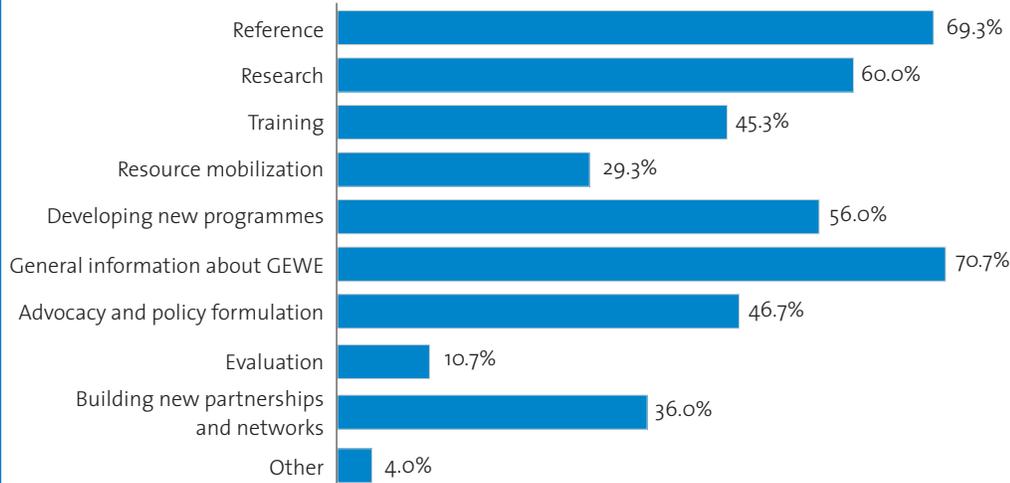


Over 97 per cent of users say UN Women publications are useful.



## UN Women Eastern and Southern Africa Publications Reader Survey Report Key Findings

### Purpose for Consulting UN Women Publications



*Of the respondents, 70.7 per cent consult UN Women publications to access general information about GEWE. Other reasons include research, policy, advocacy, programming, training, evaluation, resource mobilization, among others.*

Of the respondents, 70 per cent felt that the majority of UN Women publications from are primarily supply-driven rather than demand-driven. UN Women needs to be more active in identifying regional demand for knowledge, discovering audiences and preparing matching knowledge products.

*Ninety-seven per cent of the respondents confirmed that UN Women publications are readable and position GEWE as a core principle of development.*

*Of the respondents, 98.2 per cent agree that the contents of UN Women publications were of high quality. UN Women is committed to producing quality publications.*

*Almost all the respondents, 98.4 per cent, indicated that they would recommend UN Women publications to other users affirming confidence in the publications and their value in positioning the GEWE agenda in Africa.*

### Institutional and Policy Implications: The Way Forward

- Develop a dissemination strategy to ensure coordinated and proactive outreach for UN Women on GEWE issues and positioning as a go-to agency.
- Scale up efforts to build the public's capacity to engage in GEWE issues and policy debates through regional and national platforms.
- Develop demand-driven publications based on analysis of contexts and need for targeted actors on GEWE.

### In Conclusion

The survey affirms a strong commitment by UN Women to enhance its role as a knowledge broker oriented to gender equality and women's empowerment in Eastern and Southern Africa.