

# **IMAGES Country Study Documentation**

# **Nigeria**

**2015**

# 1

## KEY OBJECTIVES

The International Men and Gender Equality Survey (IMAGES) is a household questionnaire covering a broad range of topics related to gender and gender equality. The survey investigates men's attitudes and practices, side-by-side with women's reports of men's practices. It covers topics such as: gender-based violence; health and health-related practices; household division of labour; men's/fathers' involvement in caregiving; the attitudes of men and women towards gender and gender-related policies; transactional sex; men's reports of criminal behaviour; and quality of life (Barker et al. 2011). The overarching goal of IMAGES is to build understanding of men's practices and attitudes related to gender equality in order to inform, drive and monitor policy development to promote gender equality by engaging men and women in such policies. The IMAGES questionnaire incorporates items from the most recent survey instruments on gender, quality of life, childhood antecedents of violence (including gender-based violence), health, sexuality, family gender dynamics, and fatherhood.

# 1

## KEY OBJECTIVES

The Nigeria Men and Gender Equality Survey (NiMAGES) was conducted in six diverse sites across the country. NiMAGES aims to provide credible information on the realities of gender relations in Nigeria in order to stimulate debate and provide a platform on which to advocate for gender equality. Voices for Change hopes that the results will provide an important source of evidence which Nigerian activists, policymakers, researchers and others can use as they adapt and expand their work with men and boys, women and girls, and Nigerian communities as a whole to advance a thriving, equitable, gender-just future.

# 2

## DATA COLLECTION

The NiMAGES study depends on a strategic balance of standardized, internationally comparable measures which can contribute to the growing multi-country dataset, with country-by-country methodological adaptations to ensure contextual appropriateness and relevance.

NiMAGES data collection was carried out with women and men age 18-65 years in the six geopolitical regions in Nigeria. One state was selected to represent each geopolitical region based on considerations of security and regional representation. The selected study sites were: Bauchi (North East), Benue (North Central), Enugu (South East), Kano (North West), Lagos (South West), and Rivers (South South).

Nigerian official population figures were used as the sampling frame and the sample was drawn to represent the six geopolitical regions in the country. Men and women participants were identified via a randomized selection process based on their neighbourhoods and households. Interviews were conducted in respondents' homes with the use of handheld devices.

# 2 DATA COLLECTION

## Sampling Approach

The NiMAGES sampling approach involved the following steps:

**Step 1: Selection of Primary Sampling Units (PSUs):** To achieve a natural sample, PSUs were drawn from each state by applying Probability Proportional to Size methodology. This methodology ensures that the probability of any location being selected is proportional to its size in the state (thereby giving larger municipalities a greater probability of selection and smaller ones a lower probability of selection).

**Step 2: Selection of Starting Points:** The required number of starting points were drawn from a comprehensive list of sectors. The list itself was validated and updated before the start of survey fieldwork. The sectors to be sampled were picked using the simple ballot system where the youngest member of the team made a blind, random selection.

# 2

## DATA COLLECTION

Step 3: Selection of Dwelling Structures/Households: Dwelling structures were selected from each sector using the random route walk. This method involves the supervisor placing the interviewer on a particular side of the street (left or right) and the interviewer maintaining his or her side of the street till the sector was completely combed. The first dwelling structure was selected using the day's code method (summing the digits of the day's date to get a single digit). The corresponding house was the first dwelling structure that work began from. On entering a selected dwelling structure, the interviewer counted the number of households in the dwelling structure, starting from the left. He/she then traced the total number of households counted against the alphabet pre-coded on his/her selection sheet. The household where the qualified respondent was selected is where the household number and alphabet code intersected. For rural communities where houses are usually not numbered, physical counting of structures was done.

# 2

## DATA COLLECTION

Step 4: Selection of Individuals: The final stage in the selection process was the identification of the individual respondent within the selected household. This was done using the Kish Grid. All eligible respondents (male and female aged 18 to 65 years) were listed from the youngest to the oldest and the interviewee was selected by tracing his/her name against the total number of eligible respondents in the household. Certain considerations were necessarily built into this final selection stage in order to achieve the intended ratio of male to female interviewees. Male and female sample totals were tracked on a daily basis to ensure that the sample was adhering to the quotas.

# 2 DATA COLLECTION

## Quantitative Study

The NiMAGES (Nigeria IMAGES) men's questionnaire has approximately 250 items and takes approximately an hour to apply. The questionnaire for women is slightly shorter. The survey instrument was designed to be relevant for adult men and women in stable, cohabitating relationships as well as those not in a stable relationship; women and men who define themselves as heterosexual as well as people of diverse sexual orientations and gender identities; and women and men who have children in the household and those who do not. Topic areas in the questionnaire include: Childhood and Adolescence; Education; Employment; Family Life; Partner Relations; Decision-Making; Leadership; Partner Violence; Parenting; Gender Equality; Health; and Quality of Life.

The questionnaires were administered using hand-held devices, with the interviewer asking all the questions. A total of 60 interviewers and 12 supervisors were employed in the survey.



# 2 DATA COLLECTION

## Qualitative Study

In each location, qualitative data collection in the form of focus group discussions and in-depth interviews took place to illuminate and enrich survey results.

Focus group discussion guides and in-depth interview instruments were crafted by V4C in collaboration with TNS-RMS, to reflect local settings and to ensure relevance to the quantitative survey findings. Discussion guides and interview instruments were pre-tested prior to study application. Conversations took place in local languages, lasting approximately one to one and a half hours each. There was not sufficient time to cover the breadth of topics included in the survey questionnaire so the qualitative methods prioritized the following research themes:

# 2

## DATA COLLECTION

- Exploration of ideas of masculinity and femininity in order to understand definitions, imagery, roles and responsibilities associated with men and women in Nigerian society;
- Examination of social norms, attitudes and behaviour towards women in leadership and the barriers which inhibited them from playing greater leadership roles in the society;
- Examination of the social norms influencing attitudes and behaviour towards women's decision-making roles at home and in the public sphere; and
- Exploring the different forms of violence against women and girls in intimate partnerships as well as participants' attitudes about this violence.

# 3

## SAMPLE SIZE AND LOCATION

### Quantitative Study

A total of 1532 men and 504 women between the ages of 18 and 65 took part in the NiMAGES study as respondents to its quantitative questionnaire. Respondents came from all six geopolitical regions in the country (study sites included Bauchi, Benue, Enugu, Kano, Lagos, and Rivers). Study participants represented a cross-section of their respective site reflecting noteworthy characteristics of Nigerian society. Study participants were notably young, in line with countrywide trends, with three quarters of the sample under age 35.

### Qualitative Study

Researchers led four focus group discussions (FGDs) in each region, with an average of 8 participants in each discussion, for a total sample of approximately 192 focus group participants including both men and women. These focus group discussions were complemented by a total of 17 in-depth interviews (IDIs), with between two and five interviews occurring in each region.

# 3

## SAMPLE SIZE AND LOCATION

Qualitative data collection participants were recruited to meet certain demographic requirements. All focus groups were single sex. The following three demographic groups convened for a focus group discussion in all six geopolitical zones: (i) Students aged 18-25, (ii) Young adults aged 26-39, and (iii) Mature adults aged 40-60. Additional focus group discussions also took place in every region. In-depth interviews were carried out with a mix of political leaders, positive deviants (men who embody progressive, equitable gender attitudes), traditional/religious leaders, women leaders, ministry of women affairs personnel, and law enforcement 15 officers.

# 4

## RESPONSE RATE

Safety considerations required one substitution of data collection locations. There were outbursts of violence and bomb blasts in the North at the time when data collection was supposed to get underway in this region. The start of fieldwork had to be delayed for a number of days, and some PSUs had to be substituted as they were deemed unstable/insecure.

# 5

## WEIGHTING PROCEDURE

No additional information available in this section.

# 6

## MISSINGNESS ASSESSMENT

For any analyses in this report related to respondents' intimate relationships, the sample has been restricted to only those respondents who are currently married, in a civil union, or cohabitating with their partner. This restriction is significant, owing to the relative youth of the sample population, and the higher rates of marriage among women than men. A total of 480 men and 304 women meet these criteria and have been included in these analyses.

This restricted sample size limits the predictive power of the sample for these analyses. Furthermore, the current report presents primarily descriptive and bivariate analyses. The analysis cannot tell us with certainty, however, that men are more or less likely to report perpetrating violence because of their educational level, or vice versa. In order to establish causality, it is necessary to conduct additional, multivariate analyses, ideally with multiple datasets over a longer period of time.

# 7

## QUALITY CONTROL

In order to be suitable for use in Nigeria, the standard global questionnaires were first translated into the relevant local languages and back translated into English as a quality assurance measure. Certain survey items were added, removed, or adjusted based on local contextual considerations, but at least 80% of the questionnaire remained identical/comparable to the standard international version. Both surveys were pretested among a sample of respondents similar to the ones in the main sample using both English and local languages.



# 8

## INTERVIEWER TRAINING

The questionnaires were administered using hand-held devices, with the interviewer asking all the questions. A total of 60 interviewers and 12 supervisors were employed in the survey. Qualitative discussion guides and interview instruments were pre-tested prior to study application.

# 9

## DATA COLLECTION PARTNER

### PROMUNDO

Founded in Rio de Janeiro, Brazil, in 1997, Promundo works to promote caring, nonviolent, and equitable masculinities and equitable gender relations internationally. Promundo's independently registered organizations in the United States (Promundo-US), Brazil (Instituto Promundo), and Portugal (Promundo-Europe), and its representatives in Rwanda and the Democratic Republic of the Congo, collaborate to achieve this mission by conducting applied research that builds the knowledge base on masculinities and gender equality; developing, evaluating, and scaling up gender-transformative interventions and programs; and carrying out national and international advocacy to achieve gender equality and social justice.

### TNS RMS

As one of the largest research agencies worldwide, we provide powerful insights on how to unlock the moments that will help you flourish. We are part of Kantar, one of the world's leading data, insight and consultancy companies.

# 9

## DATA COLLECTION PARTNER

Kantar is one of the world's leading data, insight and consultancy companies. Working together across the whole spectrum of research and consulting disciplines, its specialist brands, employing 30,000 people, provide inspirational insights and business strategies for clients in 100 countries. Kantar is part of WPP and its services are employed by over half of the Fortune Top 500 companies.

### V4C

V4C has been piloting several approaches to tackle the social norms underpinning gender inequality that are challenging some of the conventional ways of delivering gender-based development. Much of our work has been experimental, using a range of interventions adopted from the commercial sector, including an extensive program of behaviour change communications, social marketing and digital engagement. The space to design and apply innovative approaches alongside more tried and tested ones has been a defining aspect of V4C—we believe that it has been absolutely critical to the success achieved so far.

# 10 ETHICAL APPROVAL

The study followed standard ethical procedures for research, with the following measures taken to reflect the sensitive nature of the study:

- The study obtained a written ethical approval from the Nigeria Health Research Committee (NHREC).
- The global IMAGES survey and methodology has been approved by the Institutional Review Board (IRB) of the International Centre for Research on Women (ICRW).
- All participants were informed that their participation in the survey was voluntary and that they had the right to terminate the survey at any point. No incentives were given to participants.

# 10 ETHICAL APPROVAL

- Through the use of a standard informed consent form and process (translated into the same local languages as the questionnaires), all participants were educated on the purpose, procedure, benefits and risks of participating in the study. Participants gave written and/or verbal consent to participate in the study before the interview/discussion commenced.
- All relevant actions were taken to protect the anonymity of respondents and interviews were conducted in private locations. No identification details were collected for any respondent, and, as part of the informed consent process, respondents were assured of the confidentiality of their responses.
- Respondents were free to refuse to answer any questions they were not comfortable with.
- Given the sensitive nature of the questions, male interviewers were assigned to male participants and female interviewers interviewed female participants.

# 11

## NOTES ON STUDY

IMAGES has received recognition, support, and funding from numerous international organizations such as the World Bank, CARE, UN Women, UNFPA, UNDP, the Ford Foundation, International Development Research Centre, DFID, SIDA, and NORAD. IMAGES data and conclusions have been presented at seminars and events in more than 20 countries, and findings have been widely disseminated to promote policy changes to engage men and boys in gender equality. To date, IMAGES data has:

- Inspired new men's health initiatives in Brazil;
- Prompted discussions within the Ministry of Health in Chile around engaging men in childbirth;
- Promoted new and progressive sexuality education policies in Croatia
- Initiated sexual and gender-based violence prevention activities with men in eastern Democratic Republic of the Congo.

NiMAGES findings paint a rich, varied picture of gender dynamics in Nigerian study sites.

# 11

## NOTES ON STUDY

The reported attitudes, behaviours, and reflections of study participants demonstrate various ways in which the traditional gender order may be changing in Nigeria, even while many findings also clearly show that rigid, patriarchal gender norms and dynamics still hold sway. At the broadest level, however, NiMAGES findings clearly demonstrate the benefits that gender equitable, non-violent families and societies can bring to men and women alike. Amongst many other examples, NiMAGES data show that boys raised in homes where their fathers frequently participate in a wide range of domestic work and do not use violence are more likely to grow up to become nonviolent, involved fathers and partners themselves, with benefits spreading across families and generations. Findings like these provide valuable lessons, showing how we can get more men and women engaged and working together in efforts to inspire true equity and gender justice across Nigeria.



# IMAGES

International  
Men and Gender  
Equality Survey