

BAF

African Fashion Inclusion

SURVEY



African Fashion Inclusion

SURVEY

Overview

Building African Fashion (BAF) is pleased to share the results of our African Fashion Industry Inclusion Survey.

We started the survey in the 1st quarter of 2022 and closed it in February 2023.

Surveys were placed online and shared with other groups and associations in the African fashion sector

We offered incentives for completion of surveys to the general audience and did some in person outreach for the survey in Kenya alone. The survey yielded 102 respondents. In our presentation of the results, we will split out separately results from East Africa and Kenya as we received a high number of responses from the region.

The survey showed significant perception of bias in the fashion sector on the continent. The perceived level of bias varied across several points queried- religion, gender, education, socio-economic status, ethnic group, skin color and country of origin.

Overall, respondents were optimistic about the success of their careers and the ability of the continent to overcome bias. However, the majority shared that bias in the industry had negatively impacted their careers.

BAF

African Fashion Inclusion

SURVEY

The Results

BAF

Perception of

BIAS



African Fashion Inclusion

SURVEY

Our survey started out by asking participants to gauge their level of perception of bias in the industry based on a number of areas:

Religion, Skin Color, Sexual Orientation, Socio-Economic Status, Network, Level of Education, Gender, Ethnic Group, Country of Origin

Questions were asked in two way:

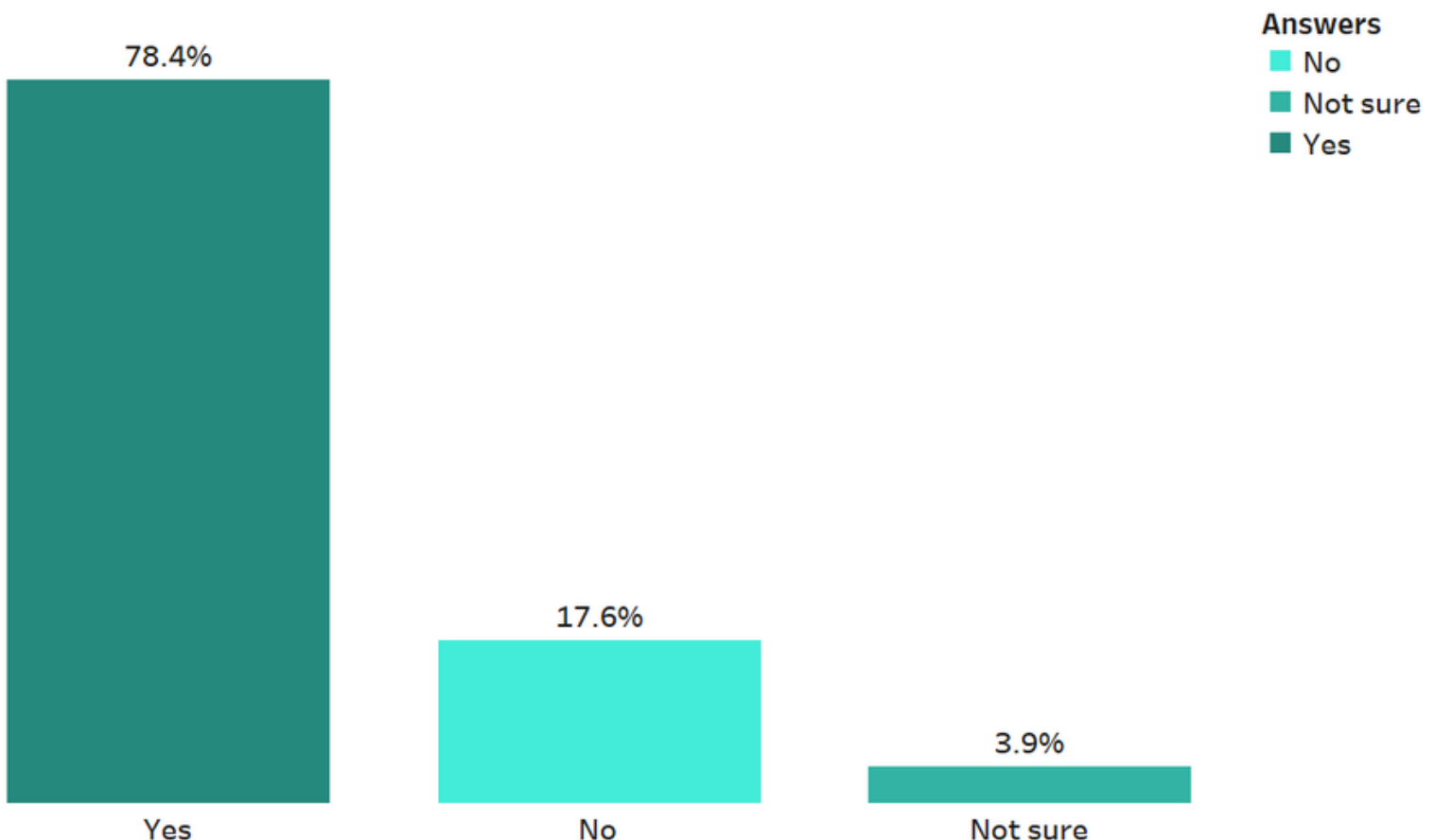
- Whether they had experienced biased or preferential treatment based on any of the parameters above?
- Whether they knew of anyone that had experienced bias based on any of the parameters above?

The results are shown in the following pages- ranked in order of highest to lowest reported bias.

For both forms of questions, SOCIO-ECONOMIC STATUS and NETWORK consistently ranked at the top as the area of greatest bias.

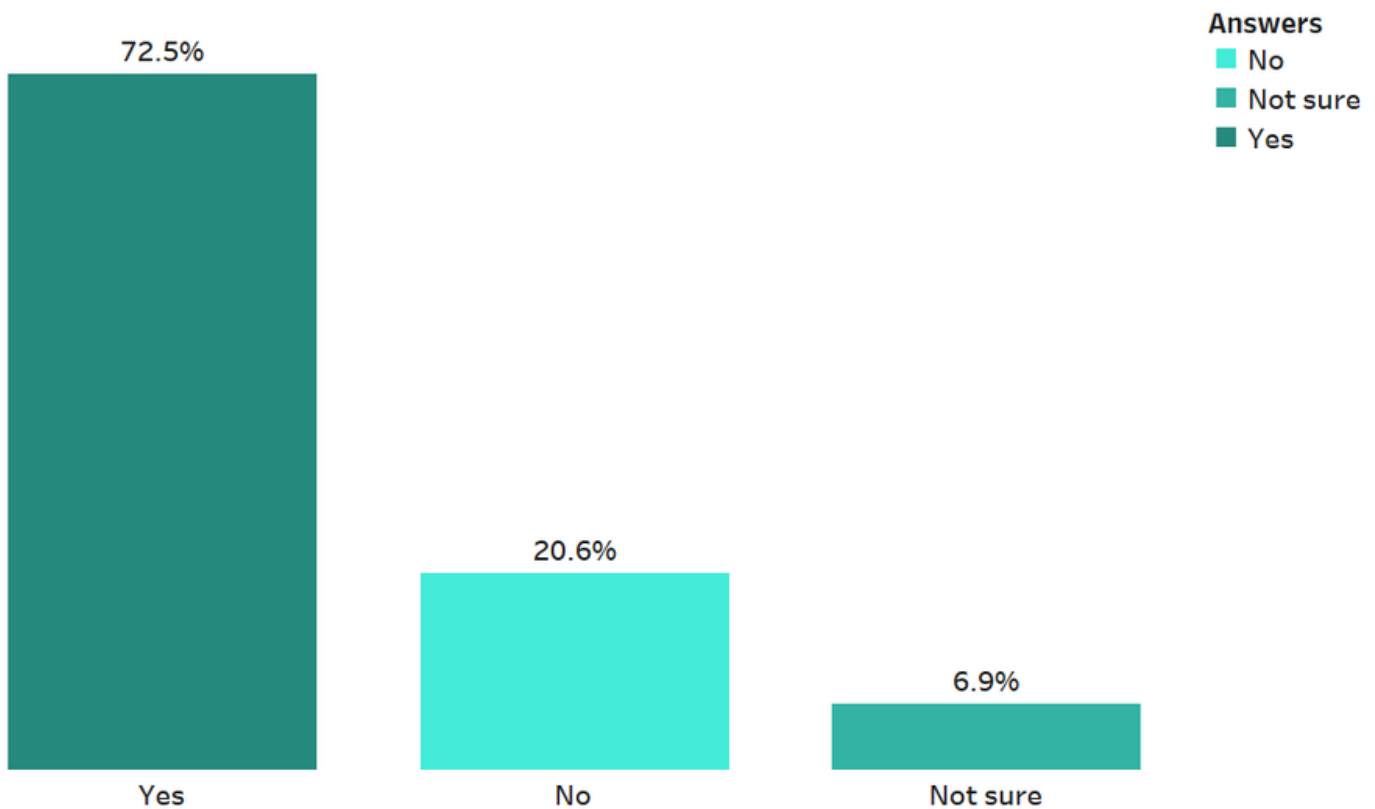
78% of respondents had experienced bias based on their socio-economic status

Have you ever felt as though you were discriminated against or received preferential treatment because of your perceived socio-economic status (level of wealth)?



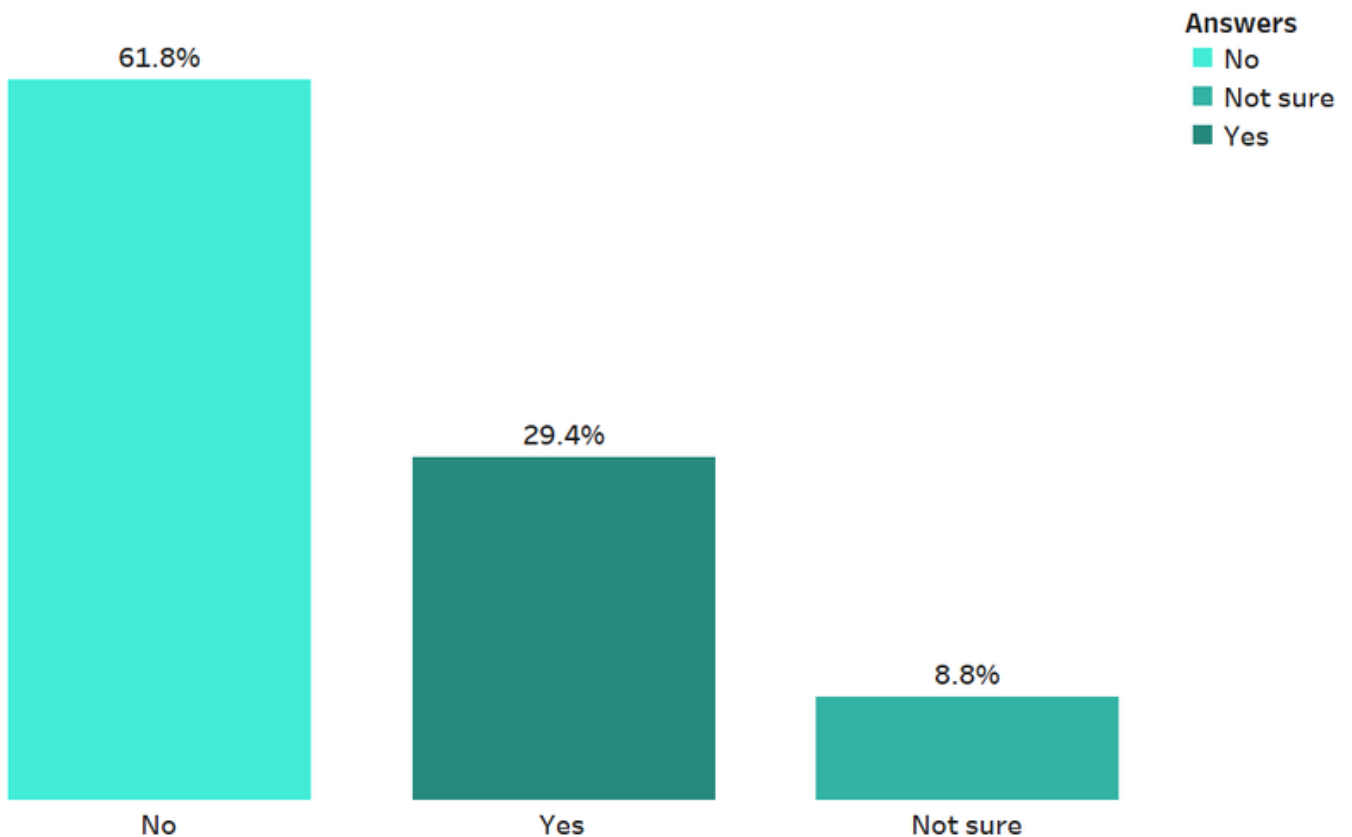
73% of respondents had experienced bias based on their network

Have you ever felt as though you were discriminated against or received preferential treatment because of your network (the people you know, or don't know)?



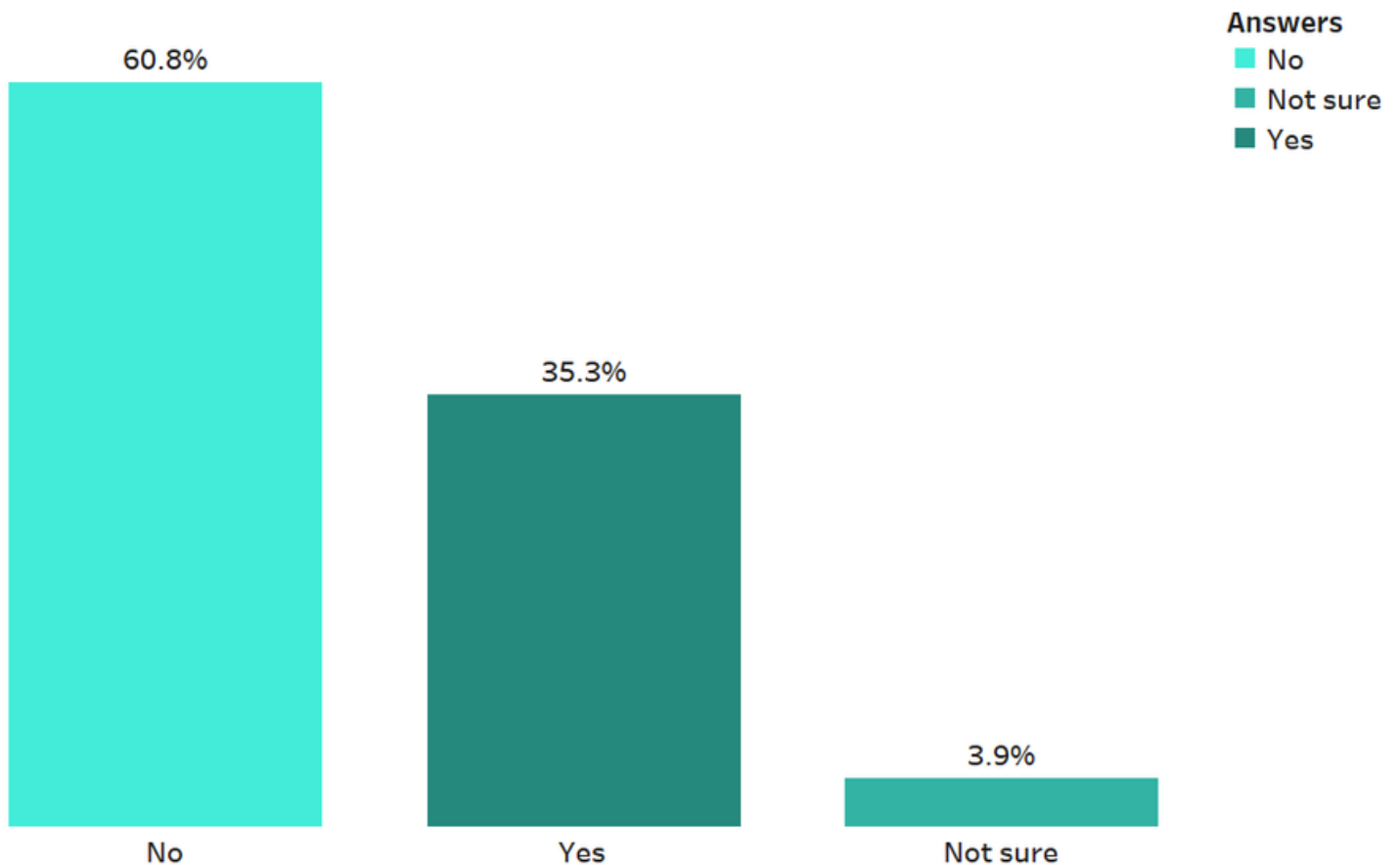
62% of respondents had experienced bias based on their sexual orientation

Have you ever felt as though you were discriminated against or received preferential treatment because of your sexual orientation?



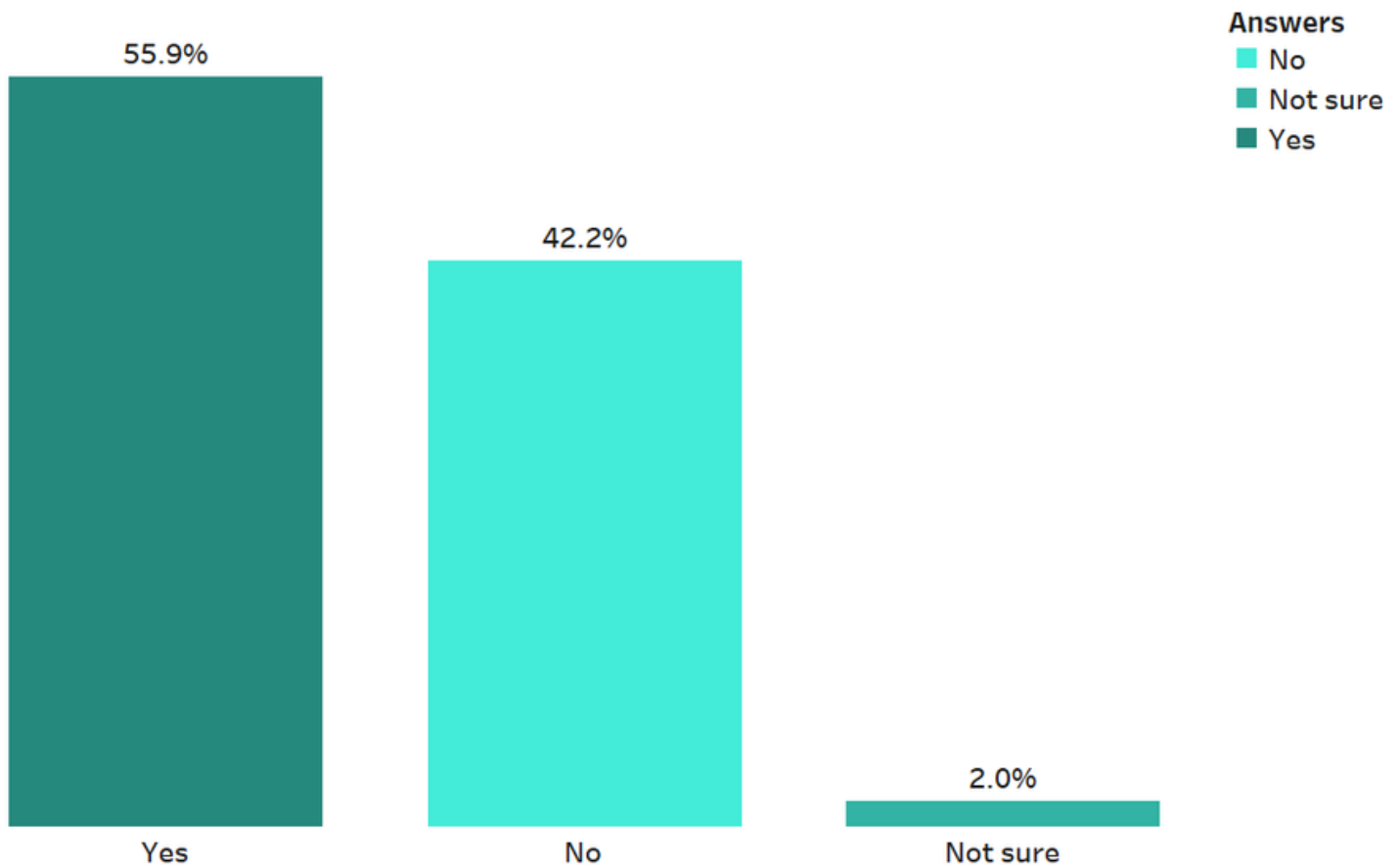
61% of respondents had experienced bias based on their religion

Have you ever felt as though you were discriminated against or received preferential treatment because of your religion?



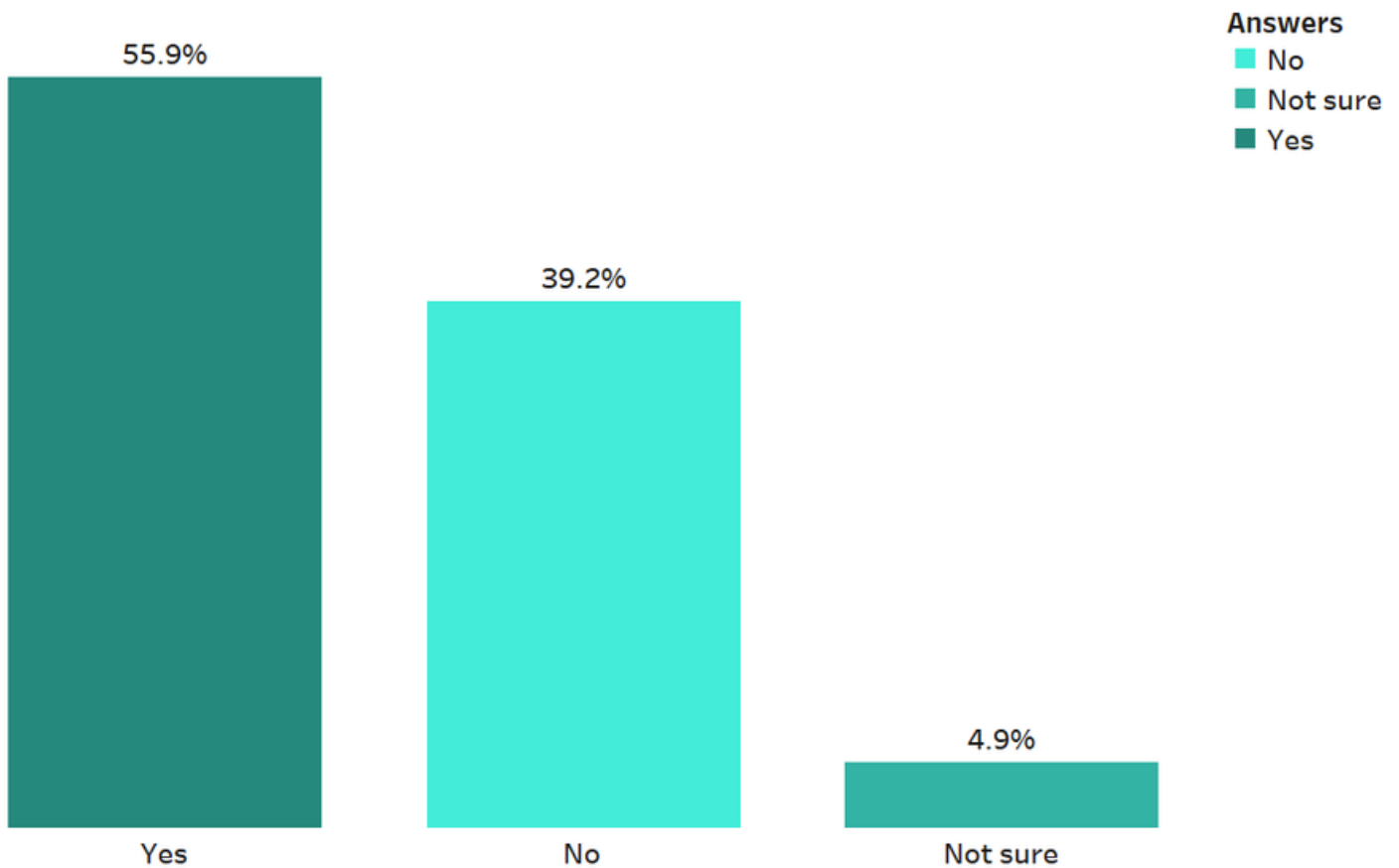
60% of respondents had experienced bias based on their skin color

Have you ever felt as though you were discriminated against or received preferential treatment because of your skin colour?



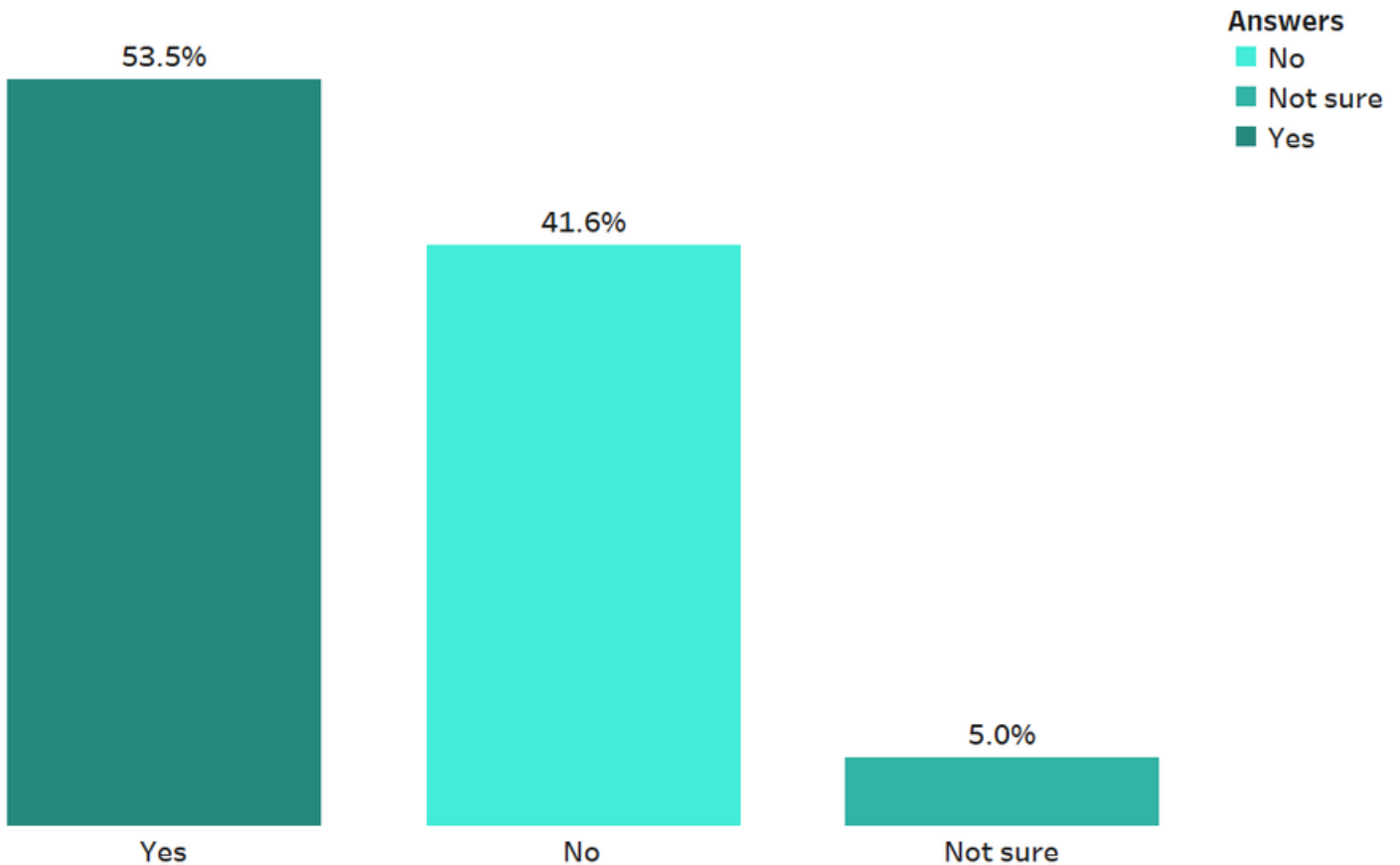
56% of respondents had experienced bias based on their gender

Have you ever felt as though you were discriminated against or received preferential treatment because of your gender?



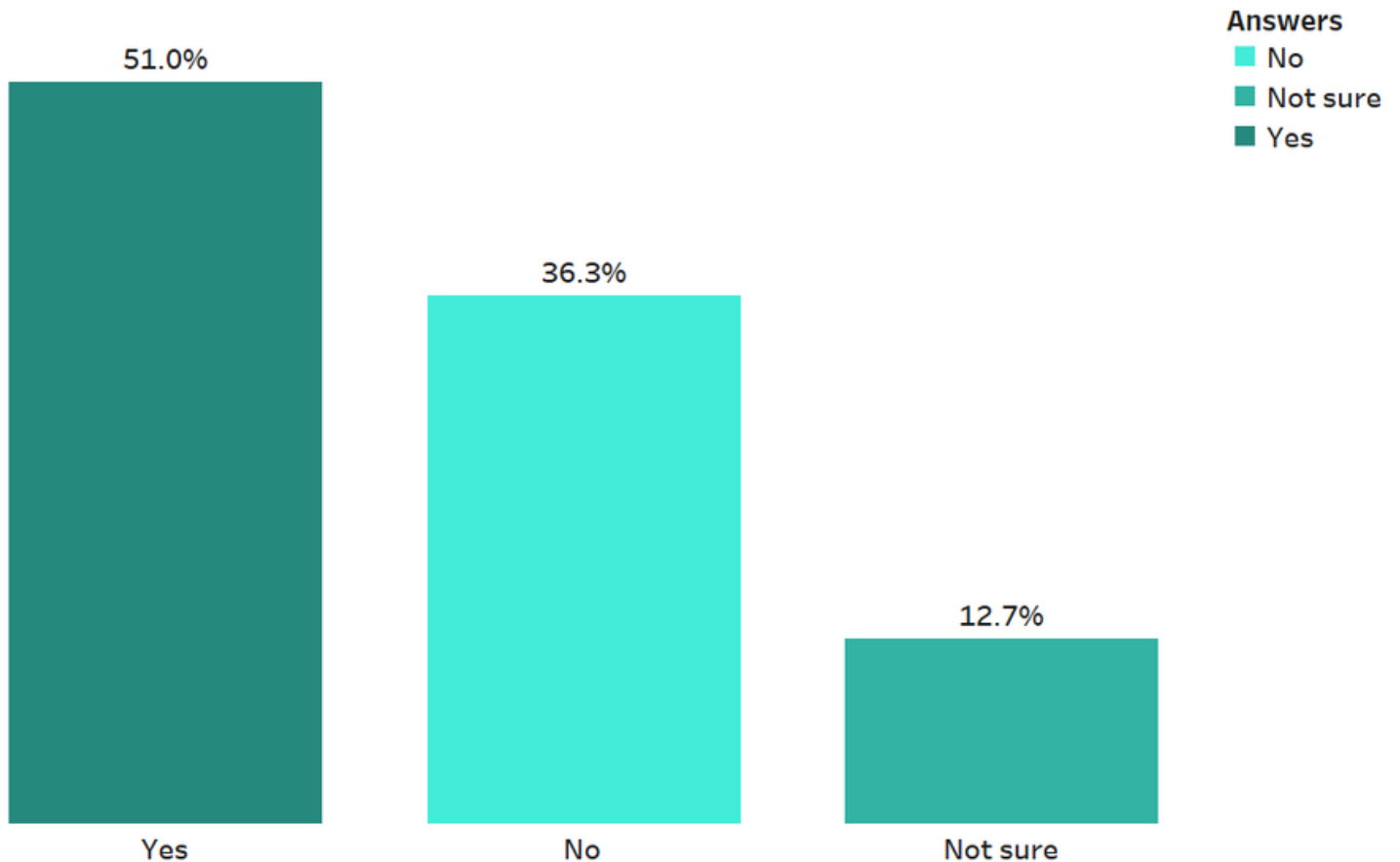
54% of respondents had experienced bias based on their education level

Have you ever felt as though you were discriminated against or received preferential treatment because of your level of education?



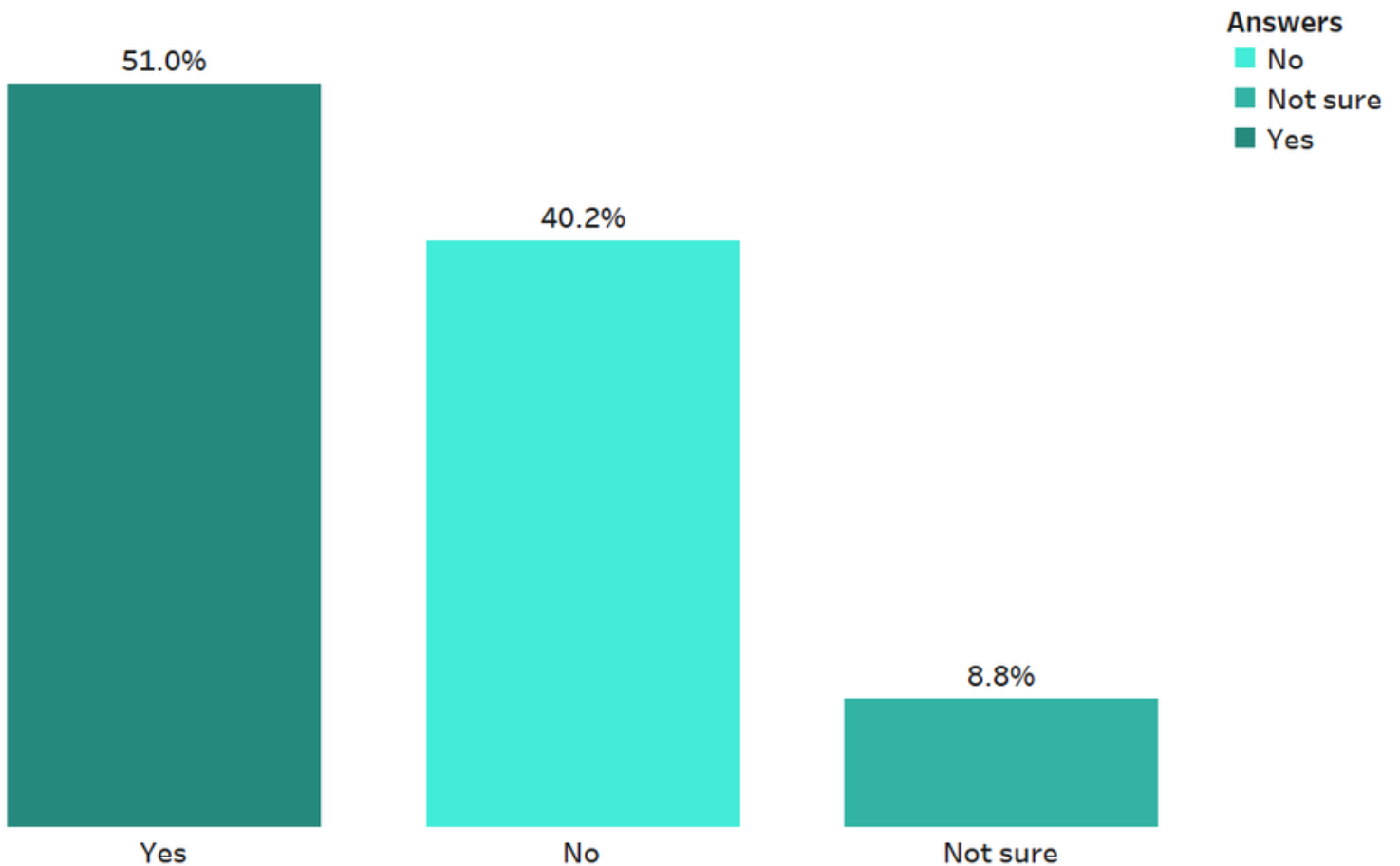
51% of respondents had experienced bias based on their ethnic group

Have you ever felt as though you were discriminated against or received preferential treatment because of your ethnic group?



51% of respondents had experienced bias based on their country of origin

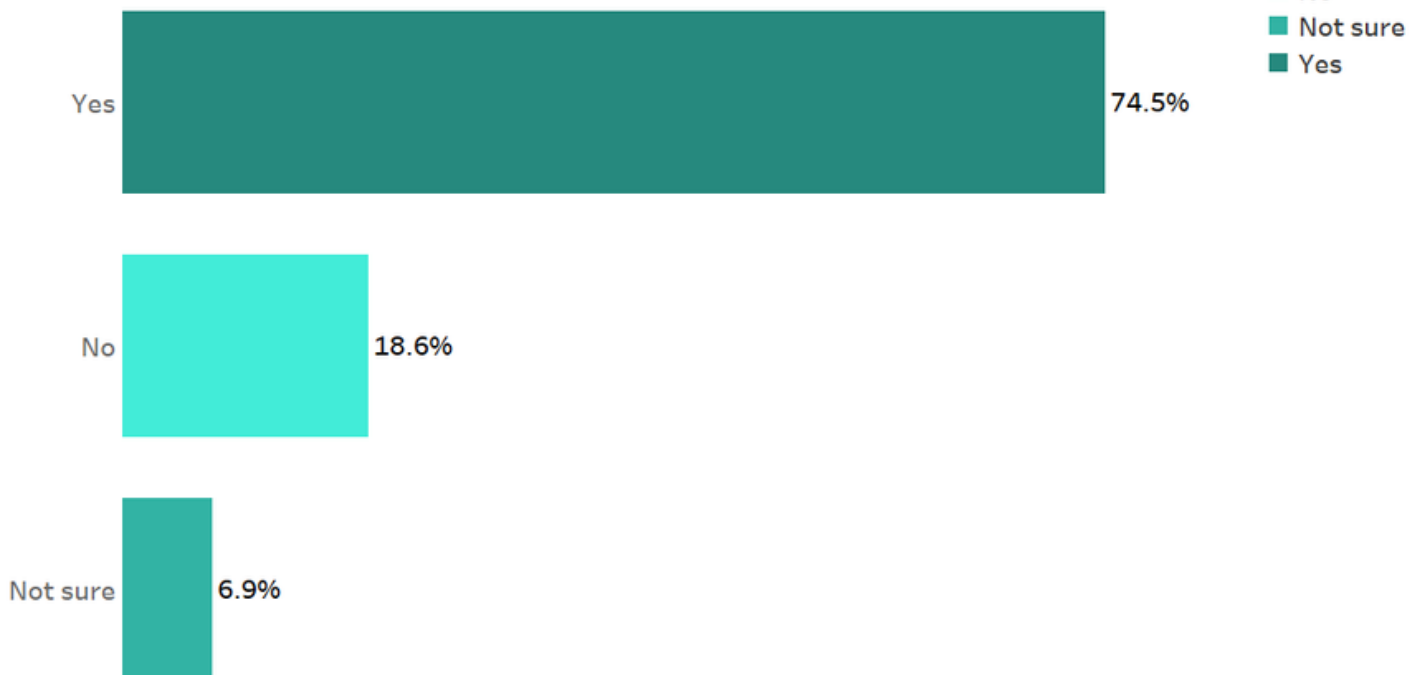
Have you ever felt as though you were discriminated against or received preferential treatment because of your country of origin?



75% of respondents knew someone who had experienced bias based on their socio-economic status

Do you know anyone who felt as though they were discriminated against or received preferential treatment because of their perceived socio-economic status (level of wealth)?

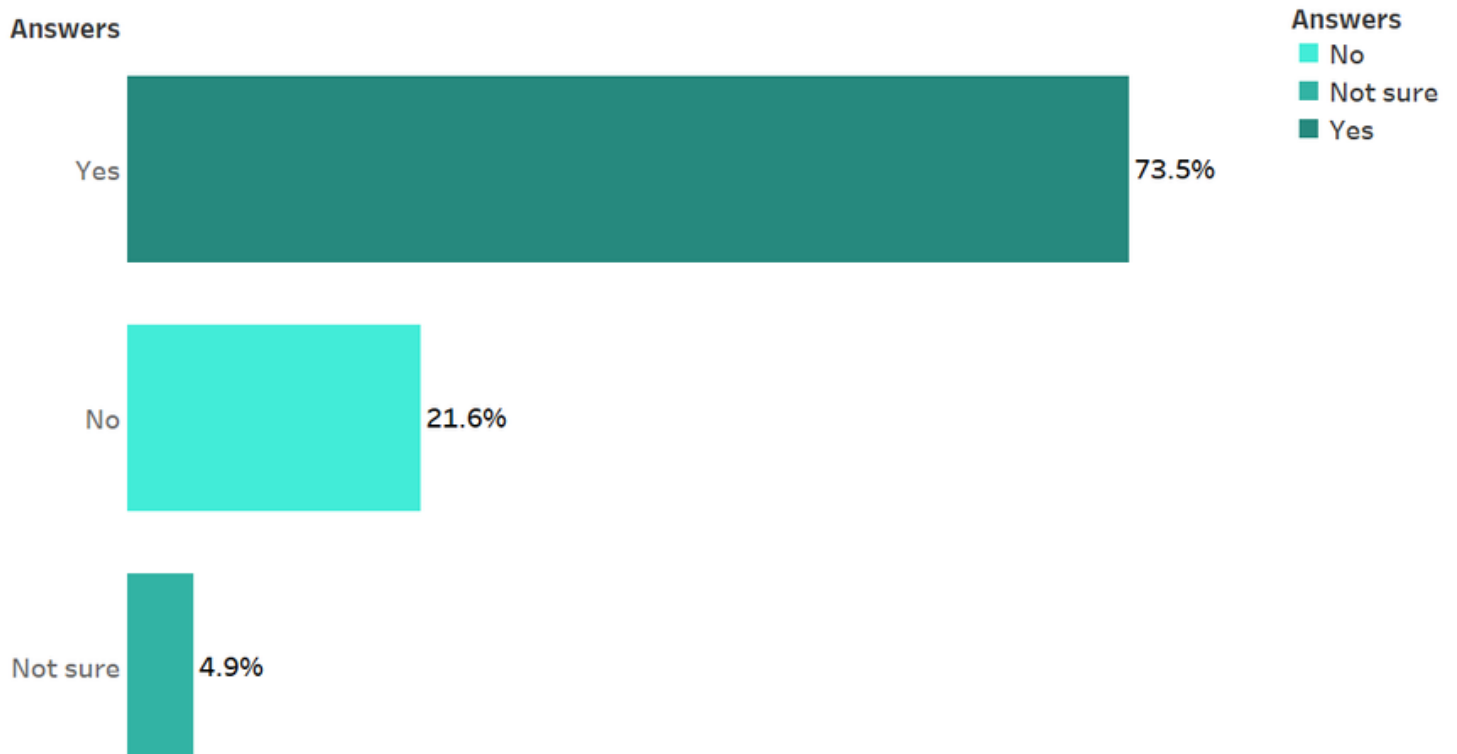
Answers



74% of respondents knew someone who had experienced bias based on their network

Do you know anyone who felt as though they were discriminated against or received preferential treatment because of their network (the people they know, or don't know)?

Answers



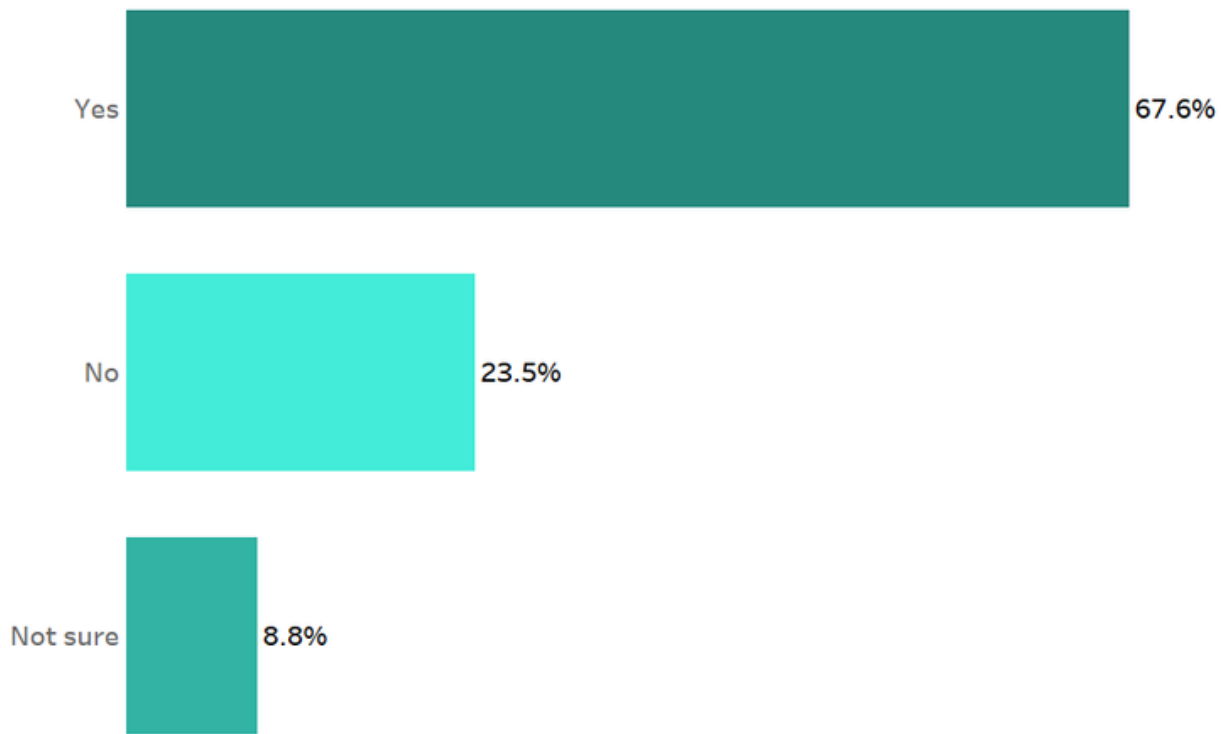
68% of respondents knew someone who had experienced bias based on their skin color

Do you know anyone who felt as though they were discriminated against or received preferential treatment because of their skin colour?

Answers

Answers

- No
- Not sure
- Yes



67% of respondents knew someone who had experienced bias based on their gender

Do you know anyone who felt as though they were discriminated against or received preferential treatment because of their gender?

Answers

Answers

No

Not sure

Yes

Yes

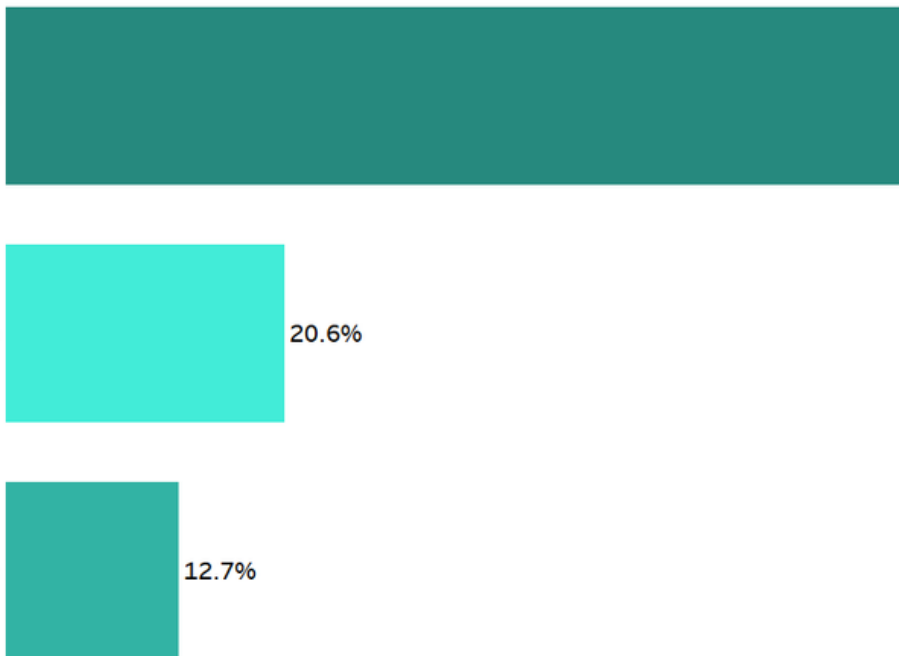
66.7%

No

20.6%

Not sure

12.7%



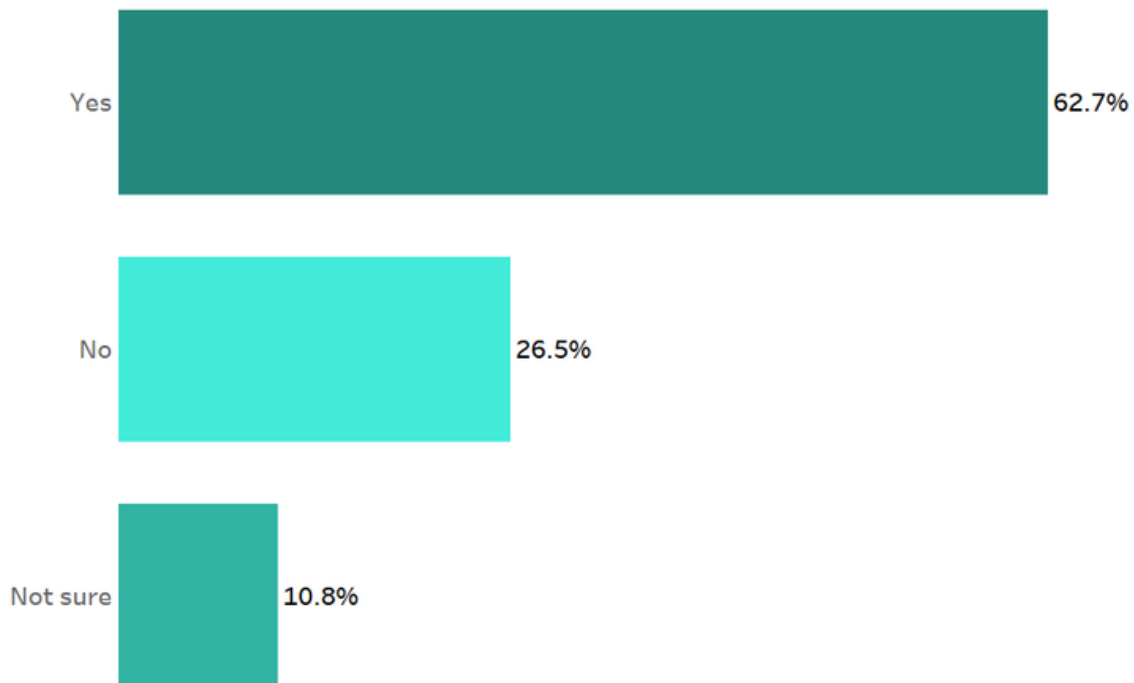
63% of respondents knew someone who had experienced bias based on their level of education

Do you know anyone who felt as though they were discriminated against or received preferential treatment because of their level of education?

Answers

Answers

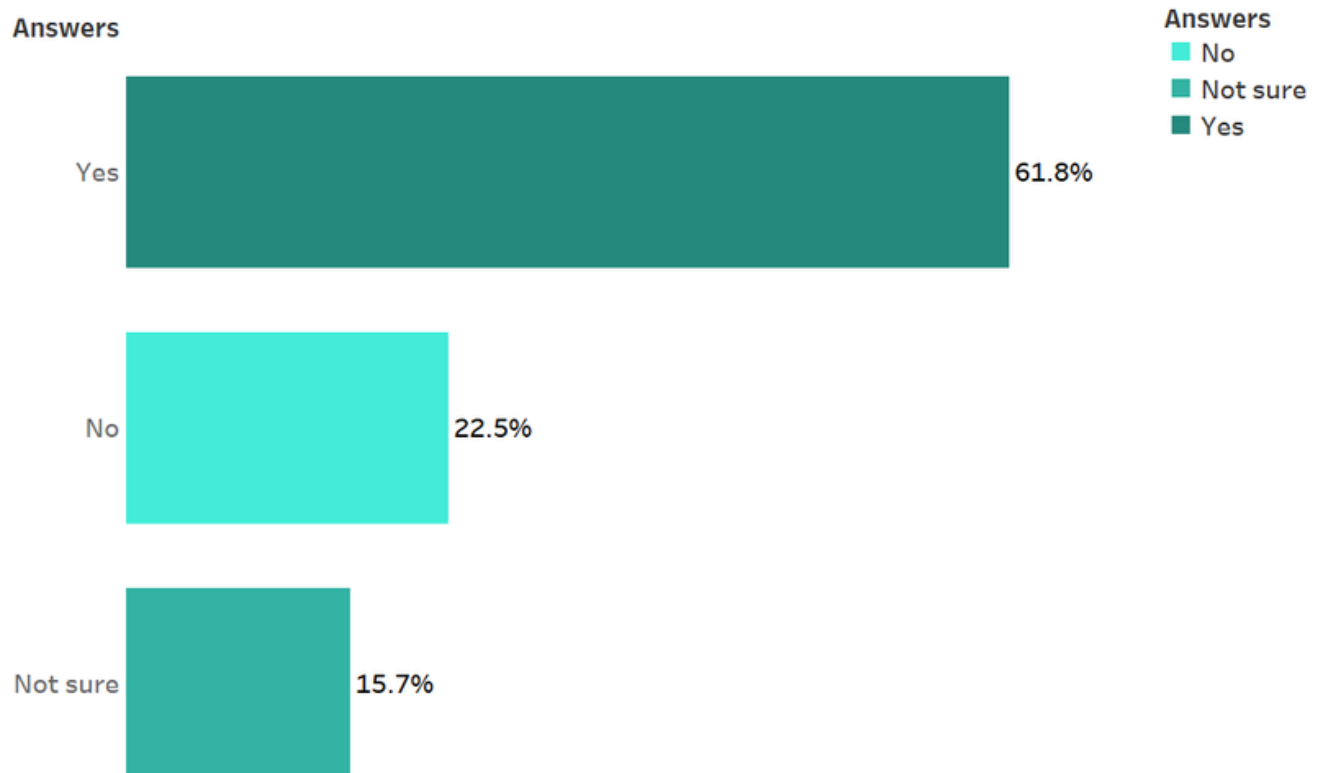
- No
- Not sure
- Yes



62% of respondents knew someone who had experienced bias based on their ethnic group

Do you know anyone who felt as though they were discriminated against or received preferential treatment because of their ethnic group?

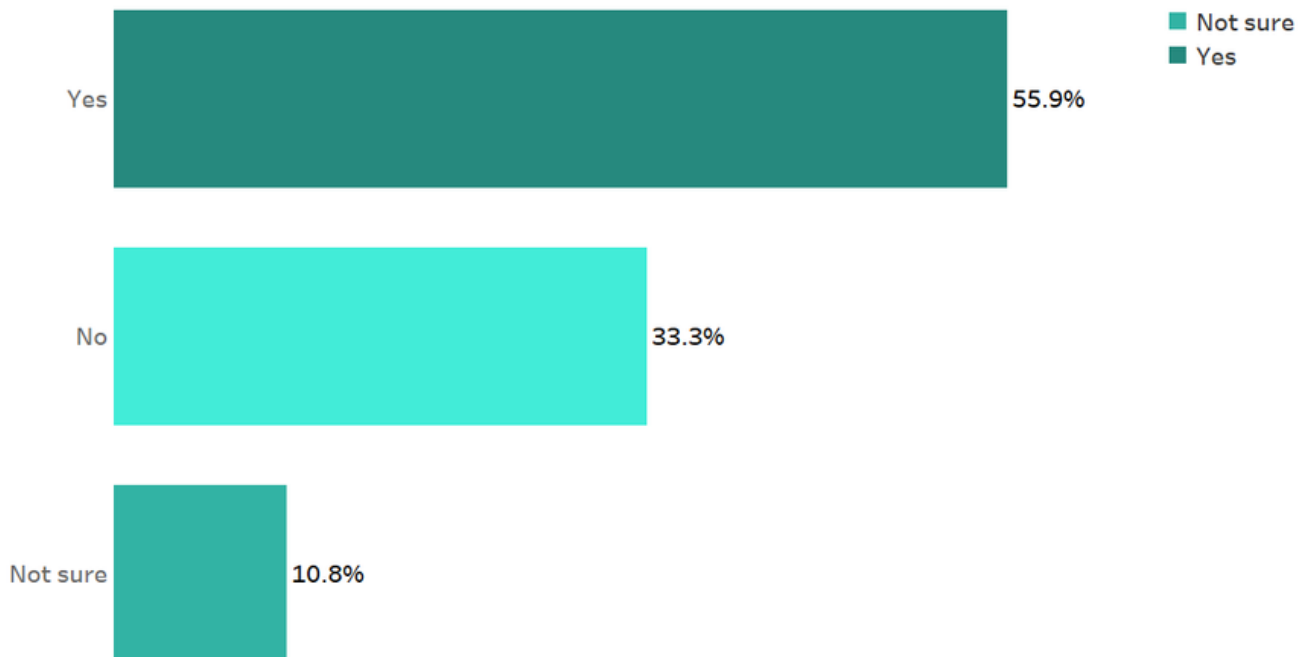
Answers



56% of respondents knew someone who had experienced bias based on their country of origin

Do you know anyone who felt as though they were discriminated against or received preferential treatment because of their country of origin?

Answers



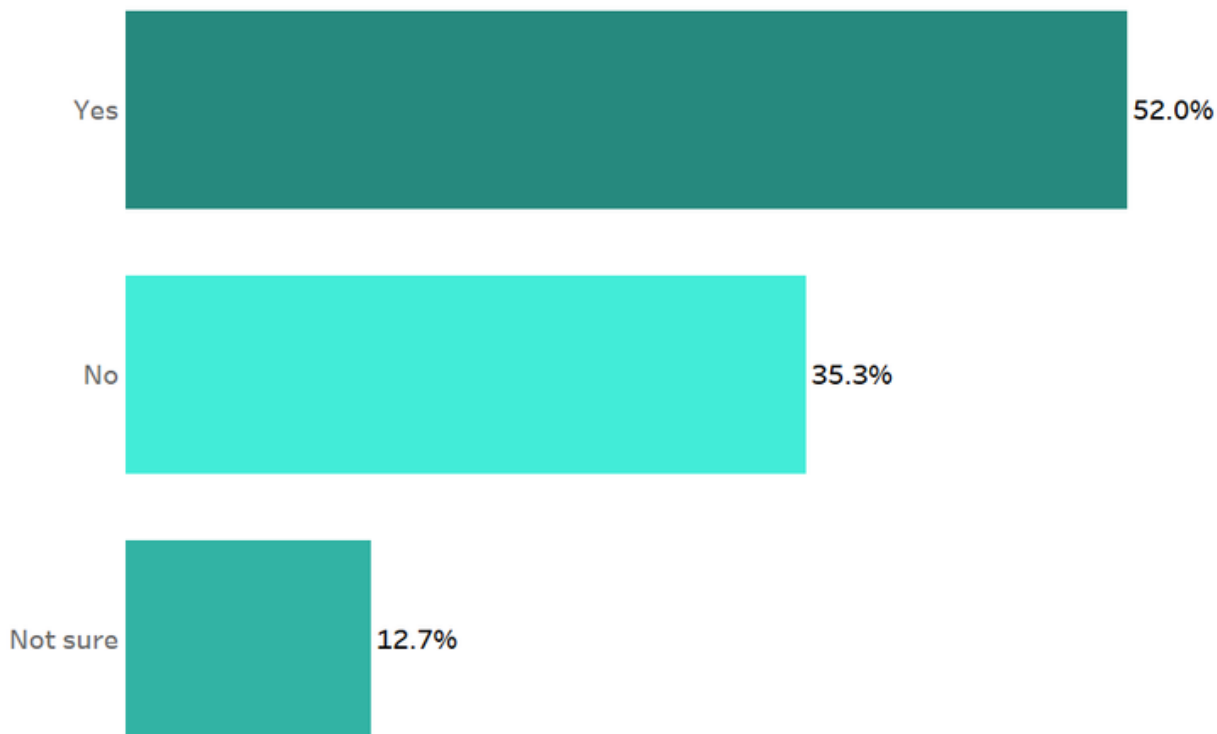
52% of respondents knew someone who had experienced bias based on their sexual orientation

Do you know anyone who felt as though they were discriminated against or received preferential treatment because of their sexual orientation?

Answers

Answers

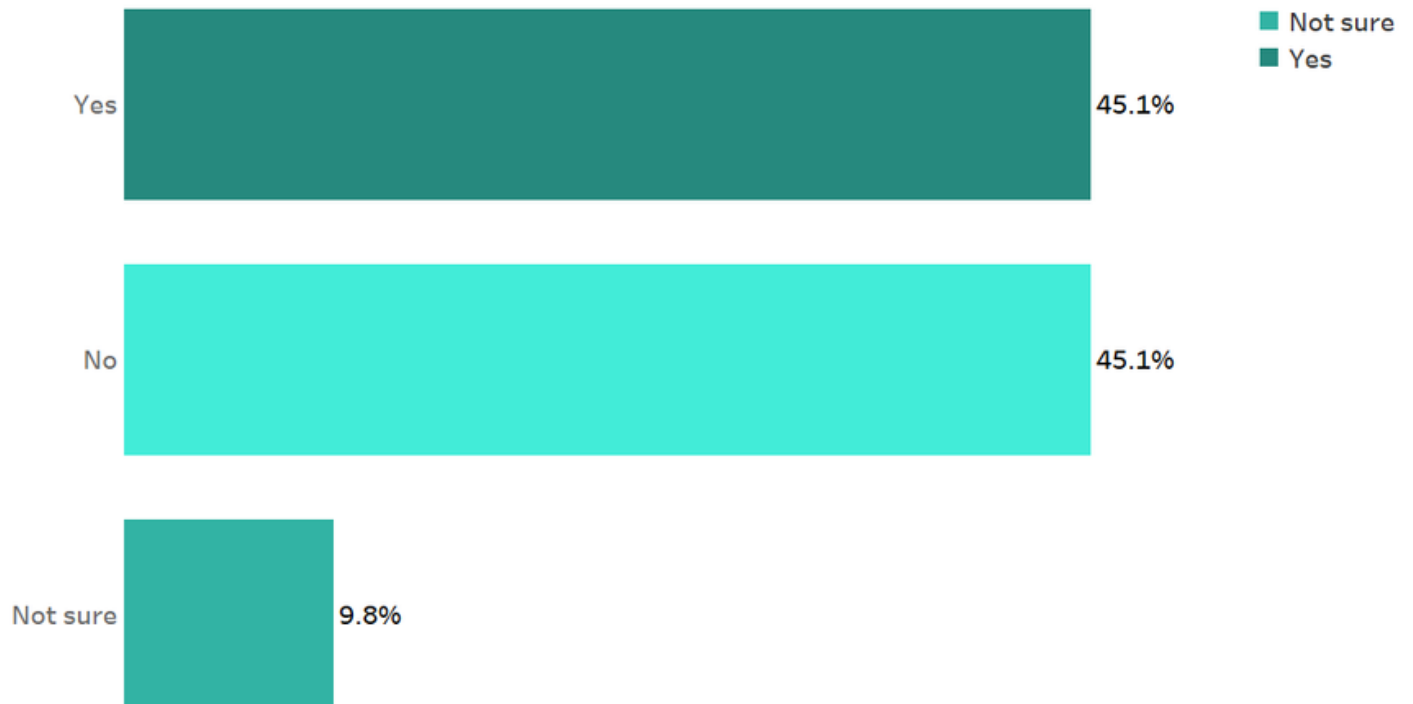
- No
- Not sure
- Yes



45% of respondents knew someone who had experienced bias based on their religion

Do you know anyone who felt as though they were discriminated against or received preferential treatment because of their religion?

Answers



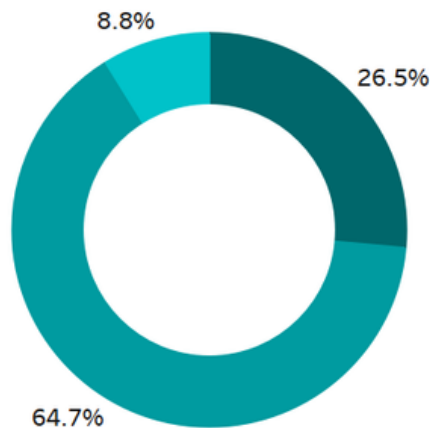
BAF

Perception of Bias by

REGION

65% of respondents felt that there was moderate bias in the fashion sector in their country vs 27% that felt that there was a high level of bias in the fashion industry in their country

To what extent do you think that there is discrimination or bias in fashion in your country?

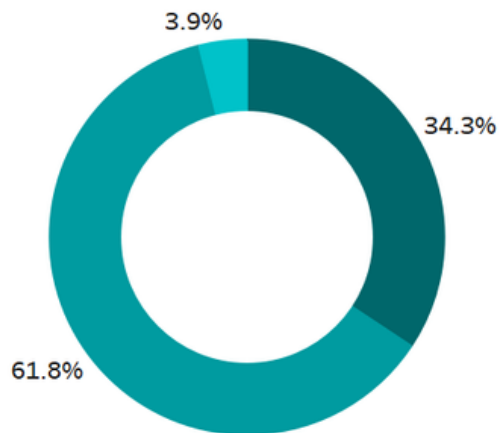


Answers

- High amount of discrimination / bias
- Moderate amount of discrimination / bias
- No discrimination / bias

62% of respondents felt that there was moderate bias in the fashion sector in Africa vs 34% that felt that there was a high level of bias in the fashion industry on the continent

To what extent do you think that there is discrimination or bias in fashion in Africa?

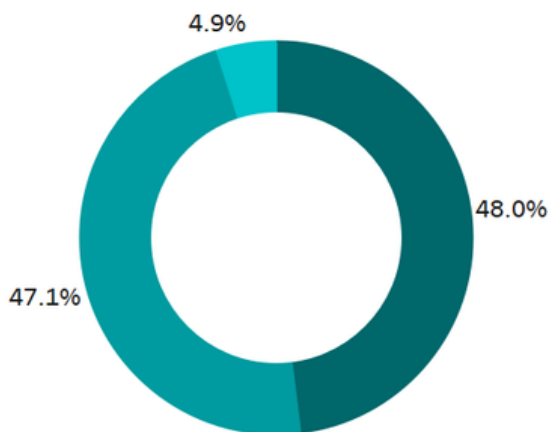


Answers

- High amount of discrimination / bias
- Moderate amount of discrimination / bias
- No discrimination / bias

48% of respondents felt that there was HIGH bias in the global fashion sector and 47% that felt that there was a moderate level of bias in the global fashion industry

To what extent do you think that there is discrimination or bias in fashion globally?



Answers

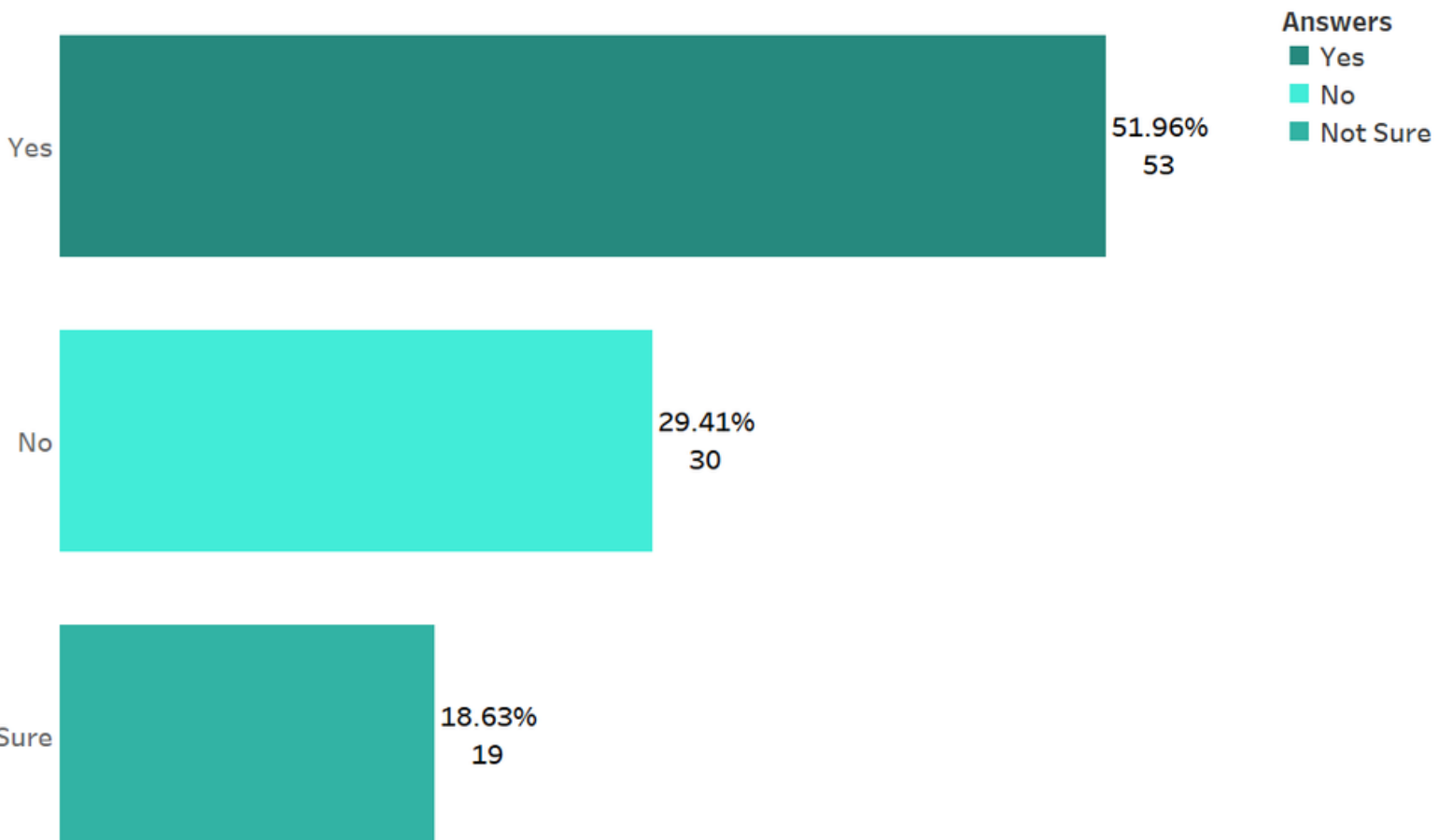
- High amount of discrimination / bias
- Moderate amount of discrimination / bias
- No discrimination / bias

BAF

Effects of
BIAS

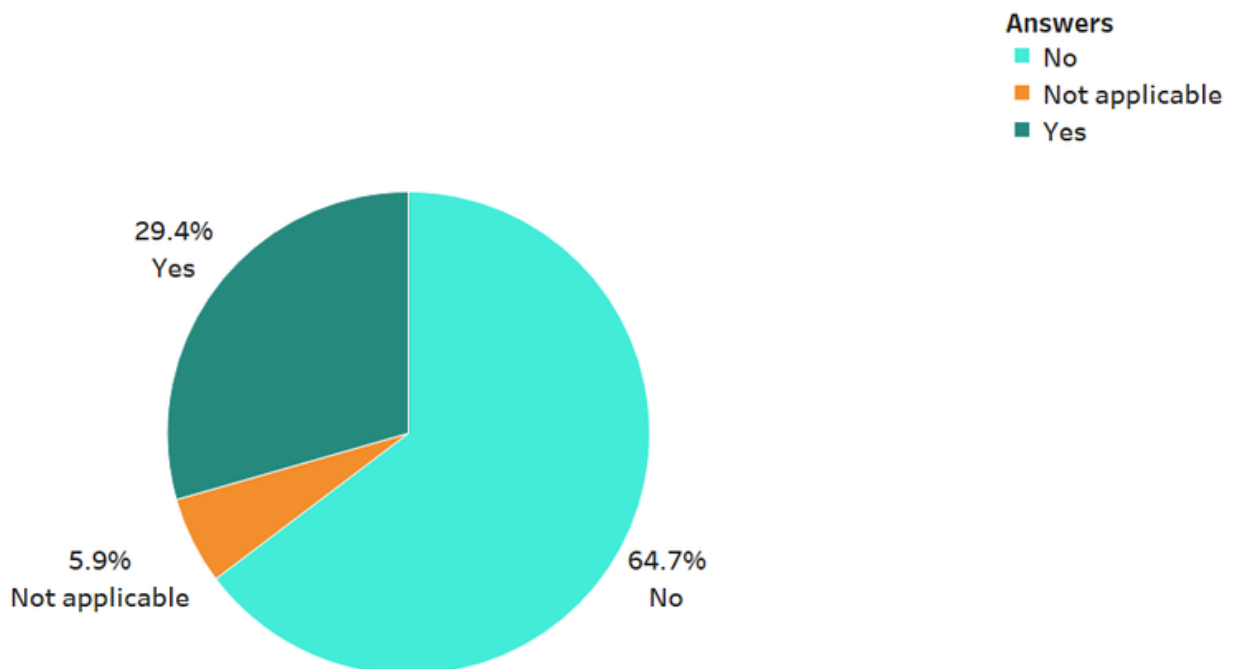
52% of respondents felt that bias had negatively impacted their career

Do you feel that bias or prejudice has negatively impacted your career?



Bias is something that people keep quiet about. When faced with discrimination or bias, 65% of respondents did not share their experience publicly. Only 29% reported having shared openly about their bias experience.

Have you ever publicly shared about discrimination you or others have faced?



Almost an equal number of respondents felt that they had the resources they needed to succeed (46%) as felt that they did not have the resources they needed to succeed (41%)

Do you feel that you have the resources to succeed in your career?

Answers

Answers

- No
- Not sure
- Yes

Yes

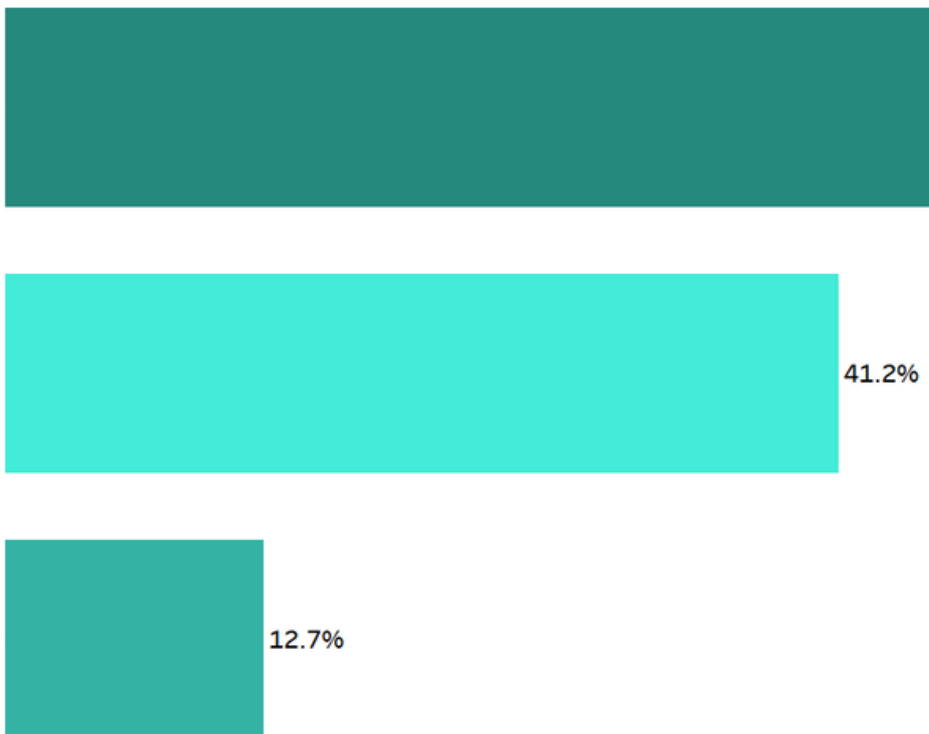
46.1%

No

41.2%

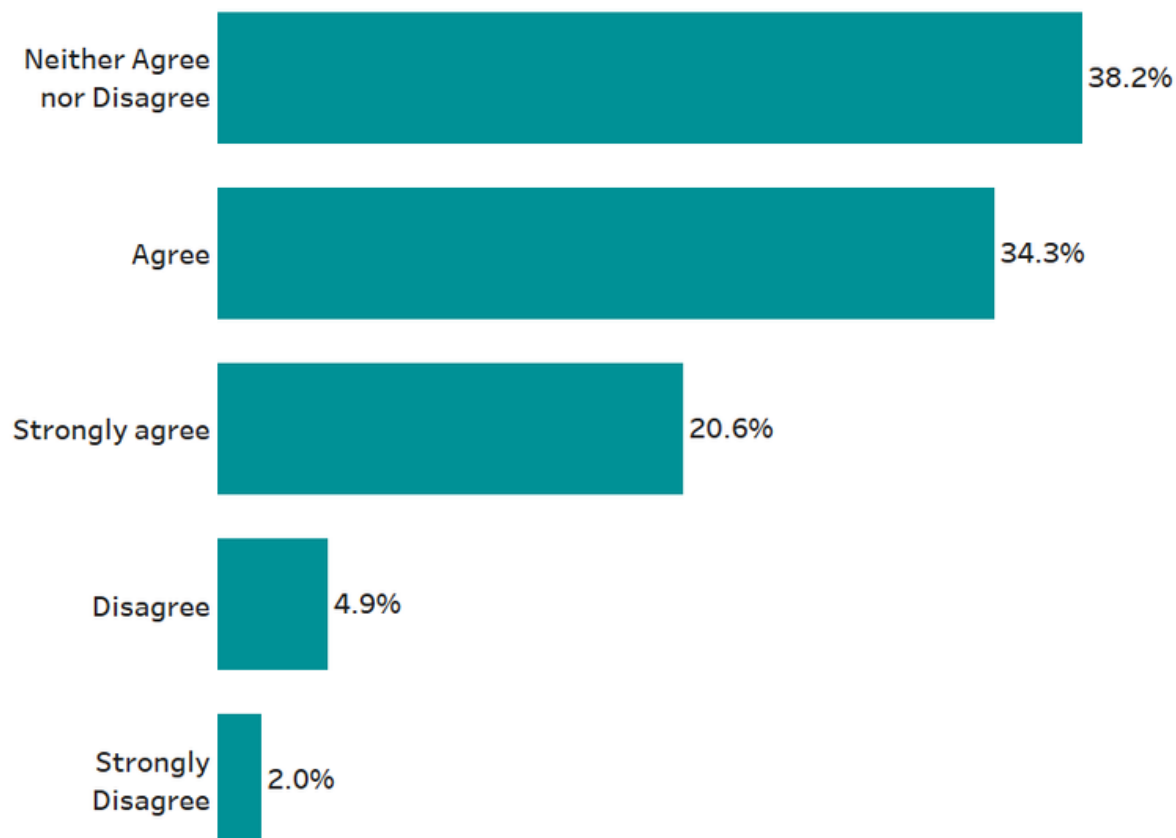
Not sure

12.7%



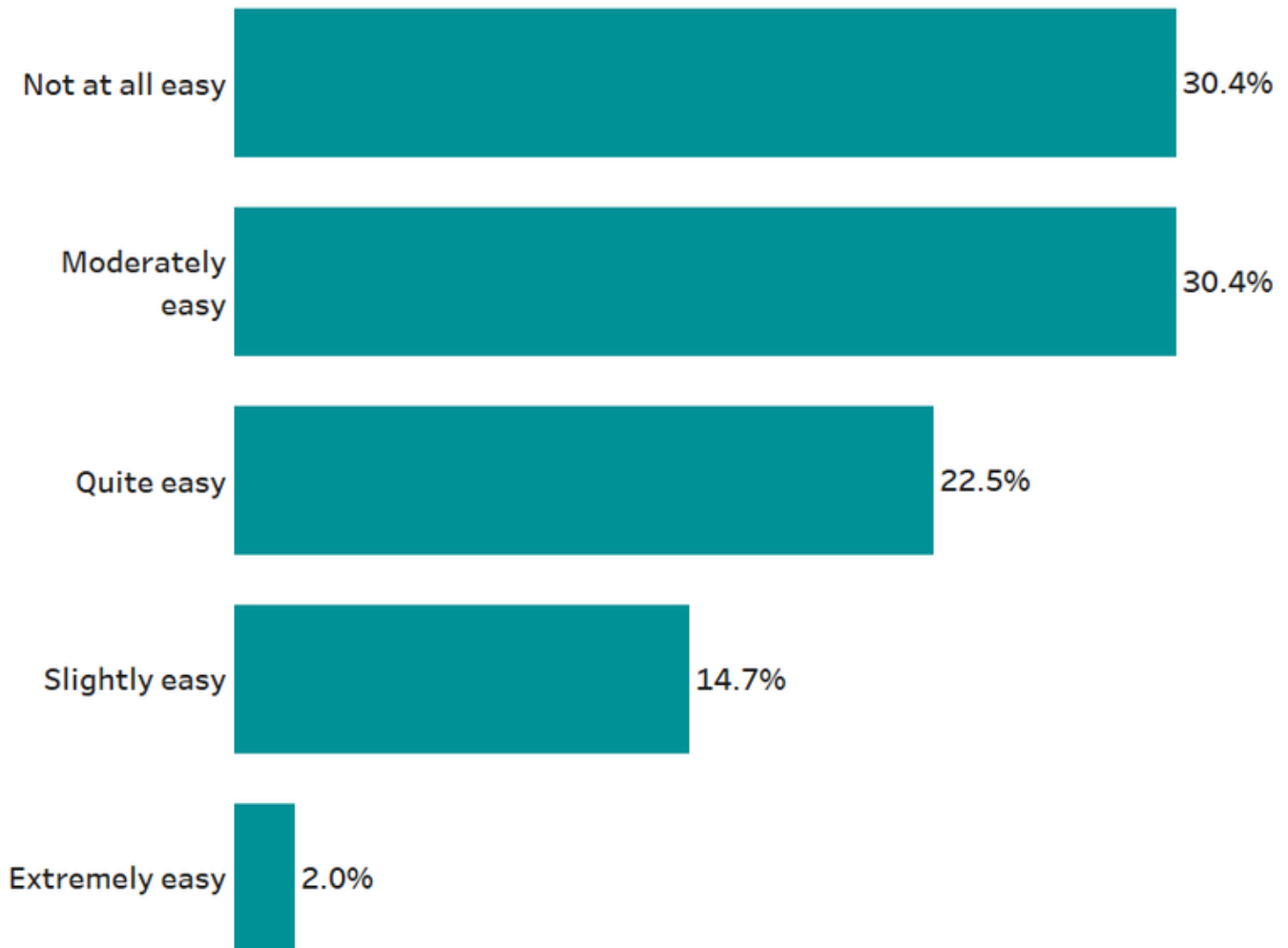
Industry connections was not a problem for about half of our respondents. 55% either agreed or strongly agreed that they had a number of useful industry connections. Only 7% disagreed or strongly disagreed. While 38% were ambivalent.

To what extent do you agree that you have several useful connections in the industry?



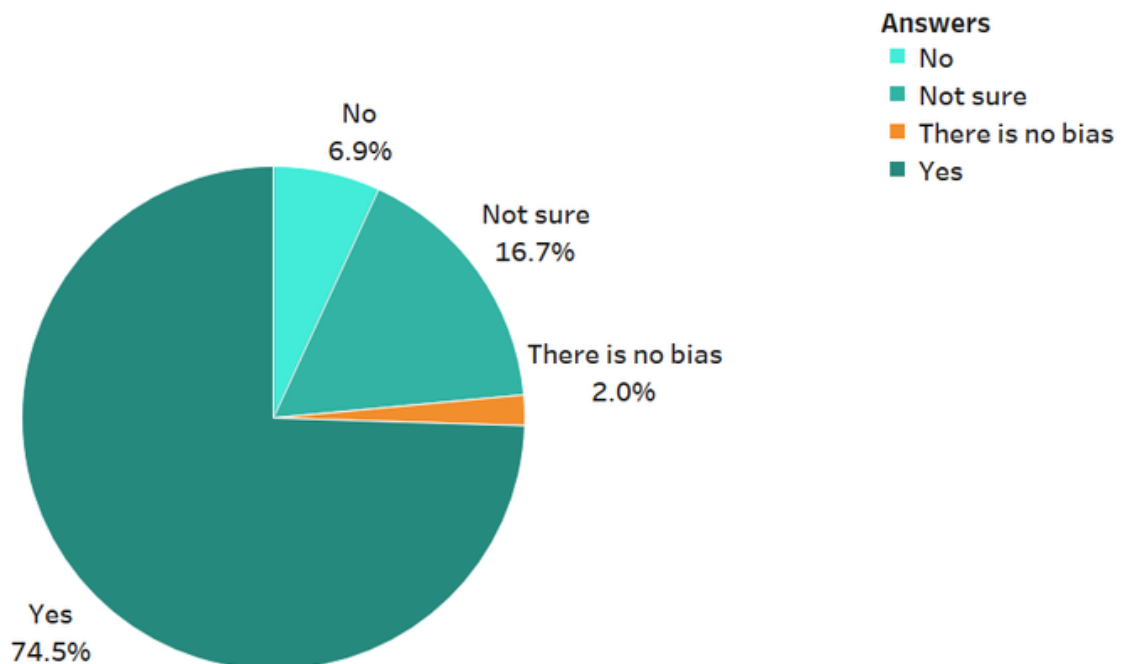
Networking in the industry was reported by the majority of respondents (70%) to be easy at various degrees. 30% reported however that it was not easy.

In your opinion how easy is it to network in the industry?

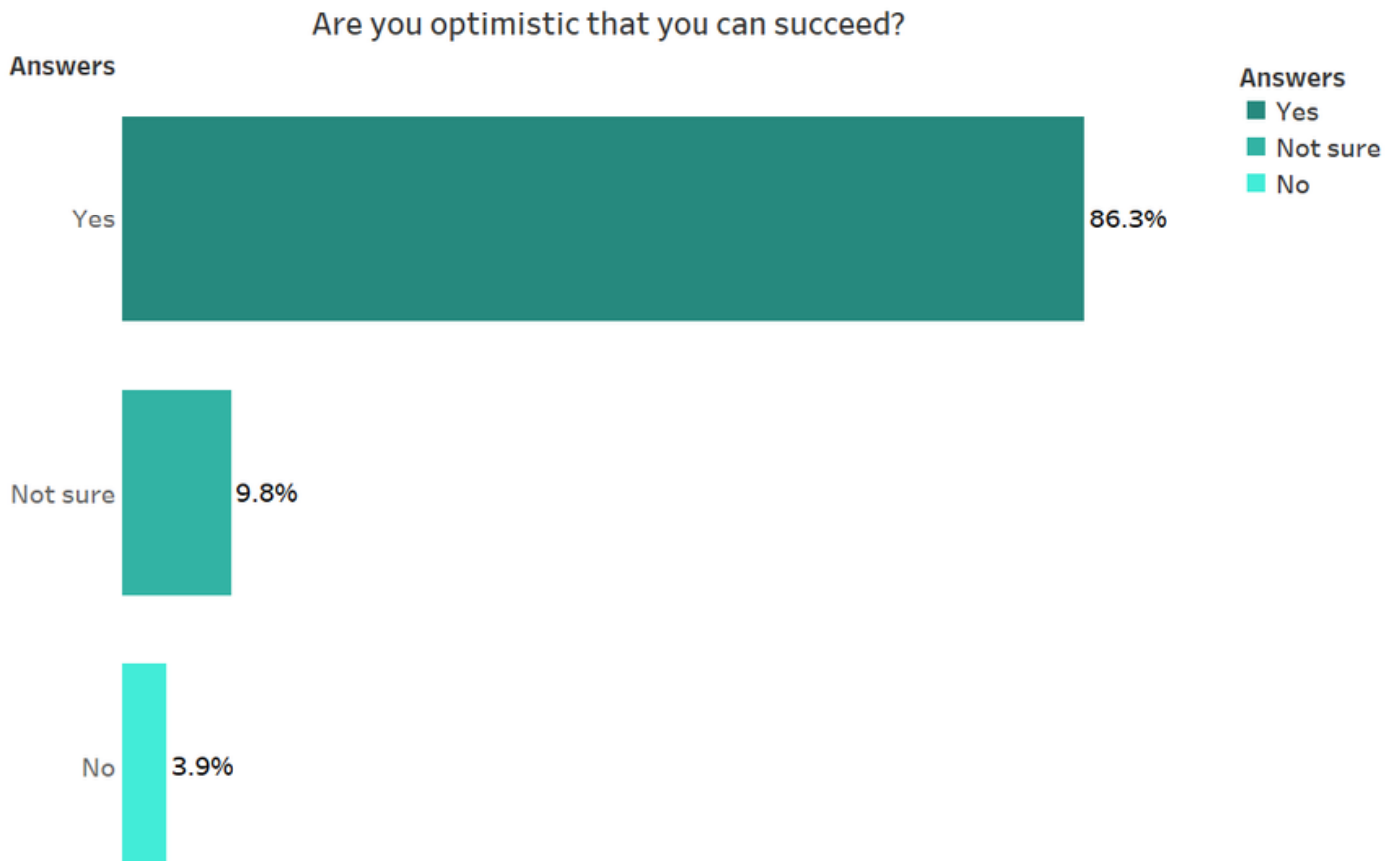


3 in 4 of respondents were optimistic that bias in the fashion industry on the continent could be resolved. Only 7% reported that they did not believe it could be resolved.

If you are of the view that there is bias or prejudice in Africa's fashion sector, are you optimistic that it can be reduced/improved?



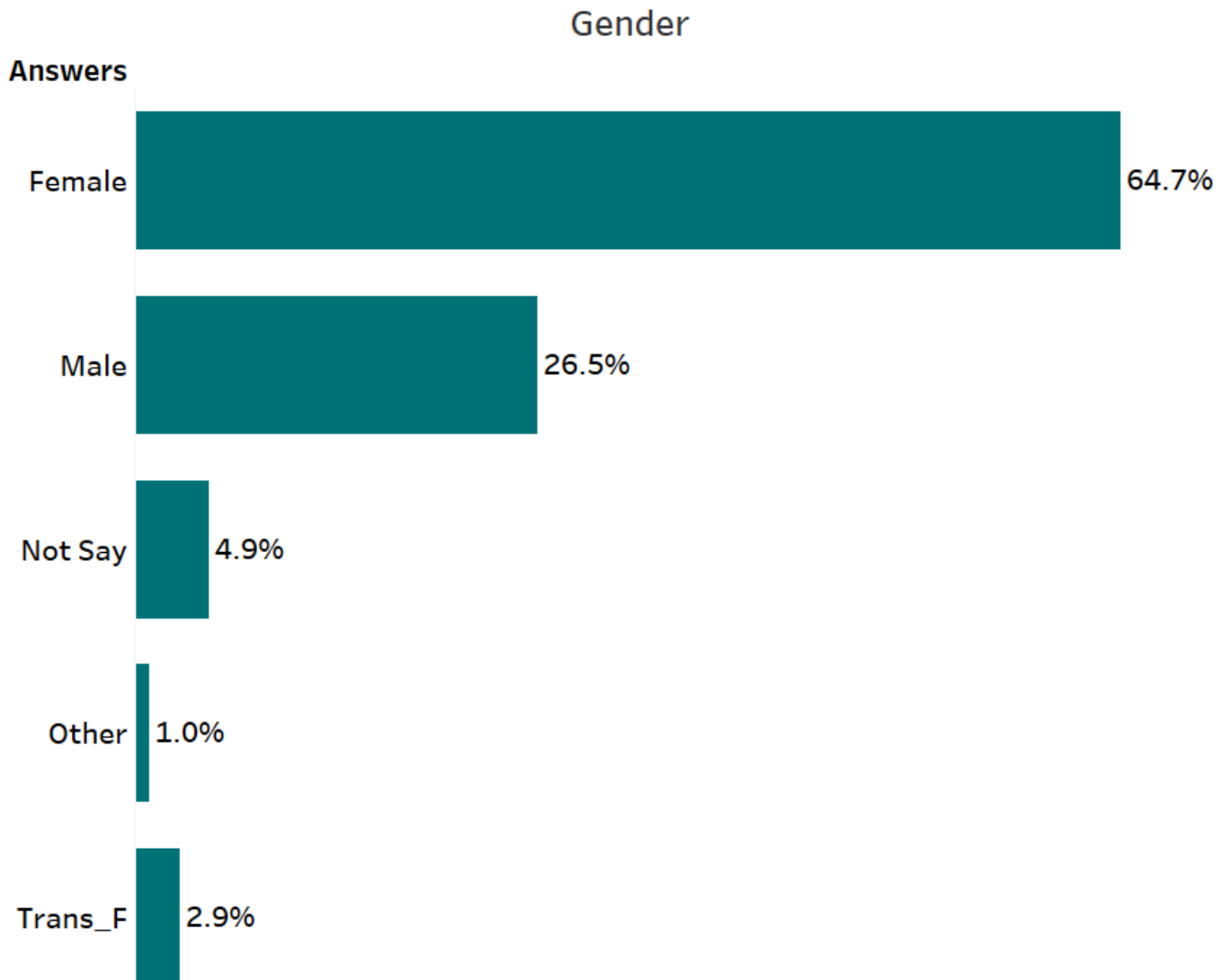
The vast majority were also optimistic that they could succeed in their careers (86%). 10% were not sure if they could achieve success. While 4% did not believe they could be successful.



BAF

SURVEY
DEMOGRAPHICS

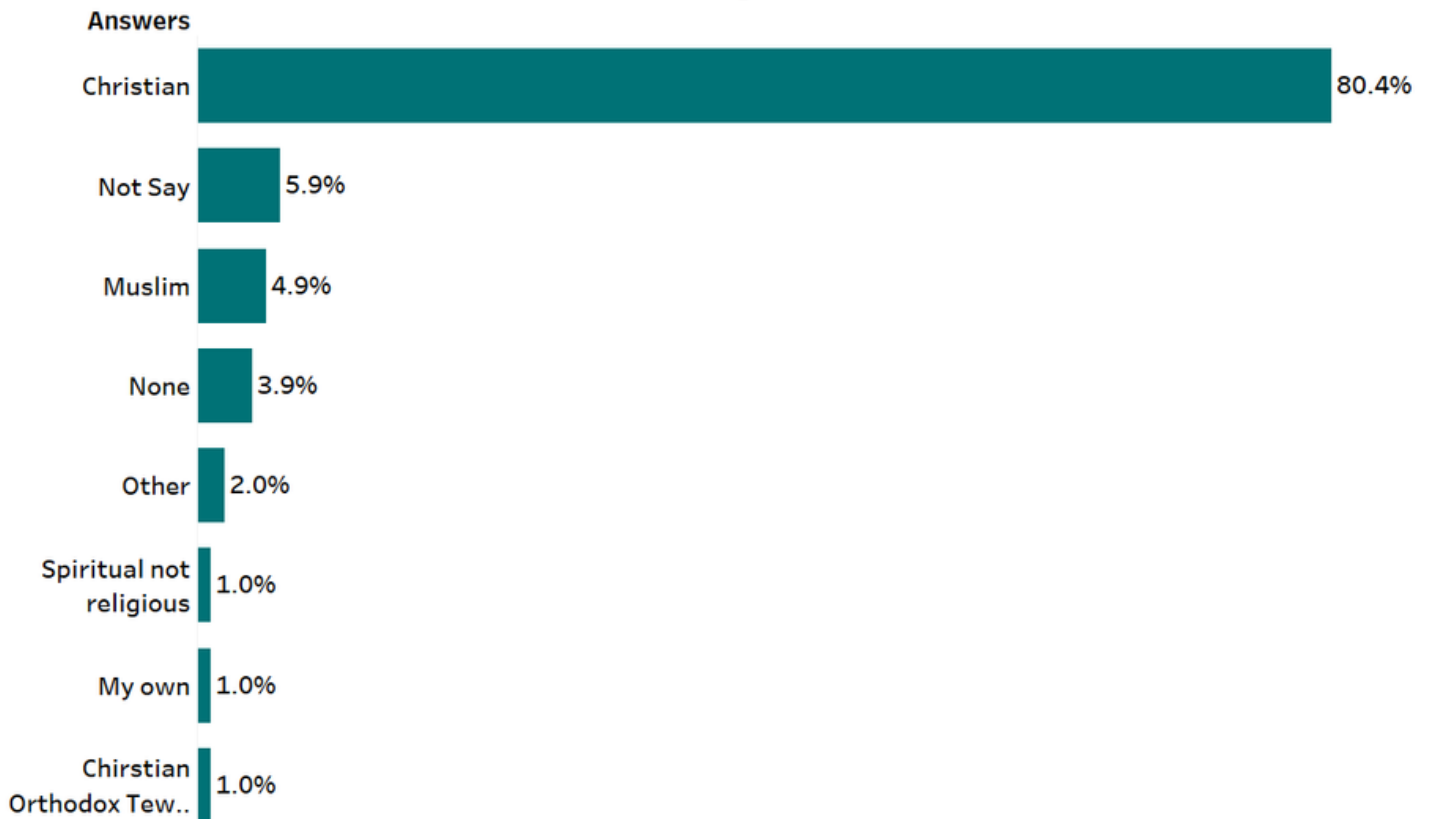
The majority of survey respondents were female- reflecting the skew towards women in the fashion sector.



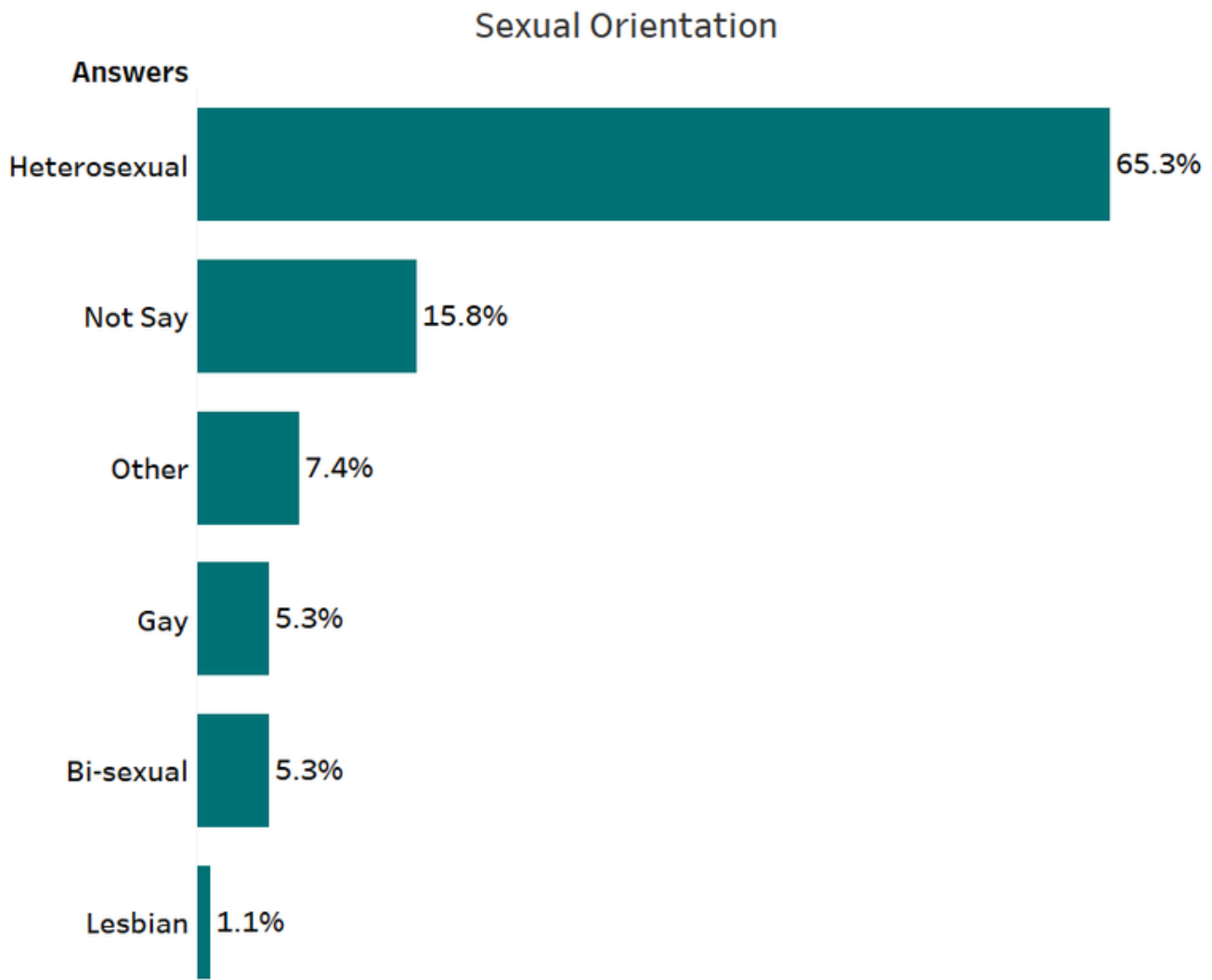


81% of our survey takers were of the Christian faith.

Religion



65% identified as heterosexual

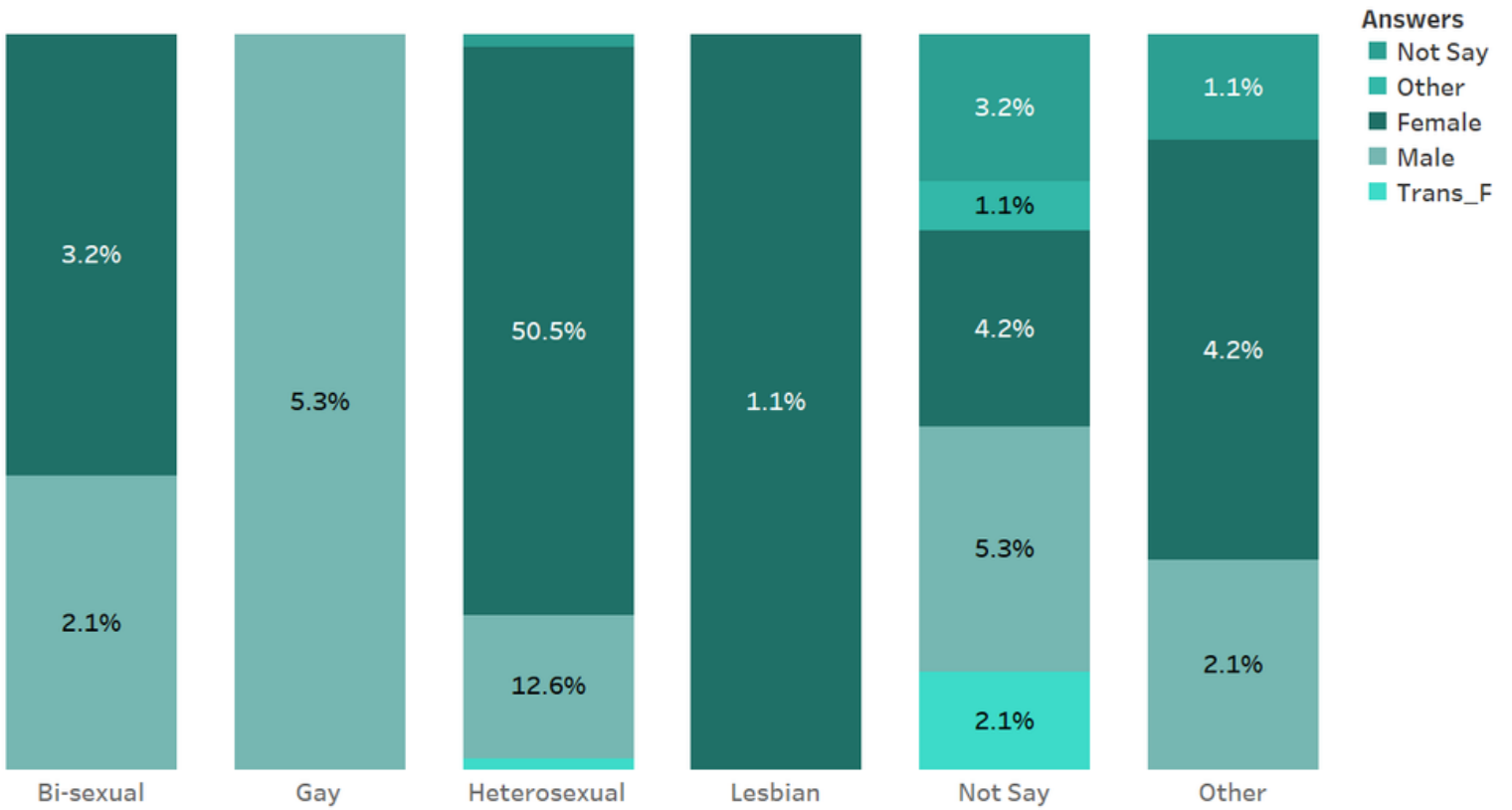


BAF

African Fashion Inclusion

SURVEY

Sexual Orientation by Gender



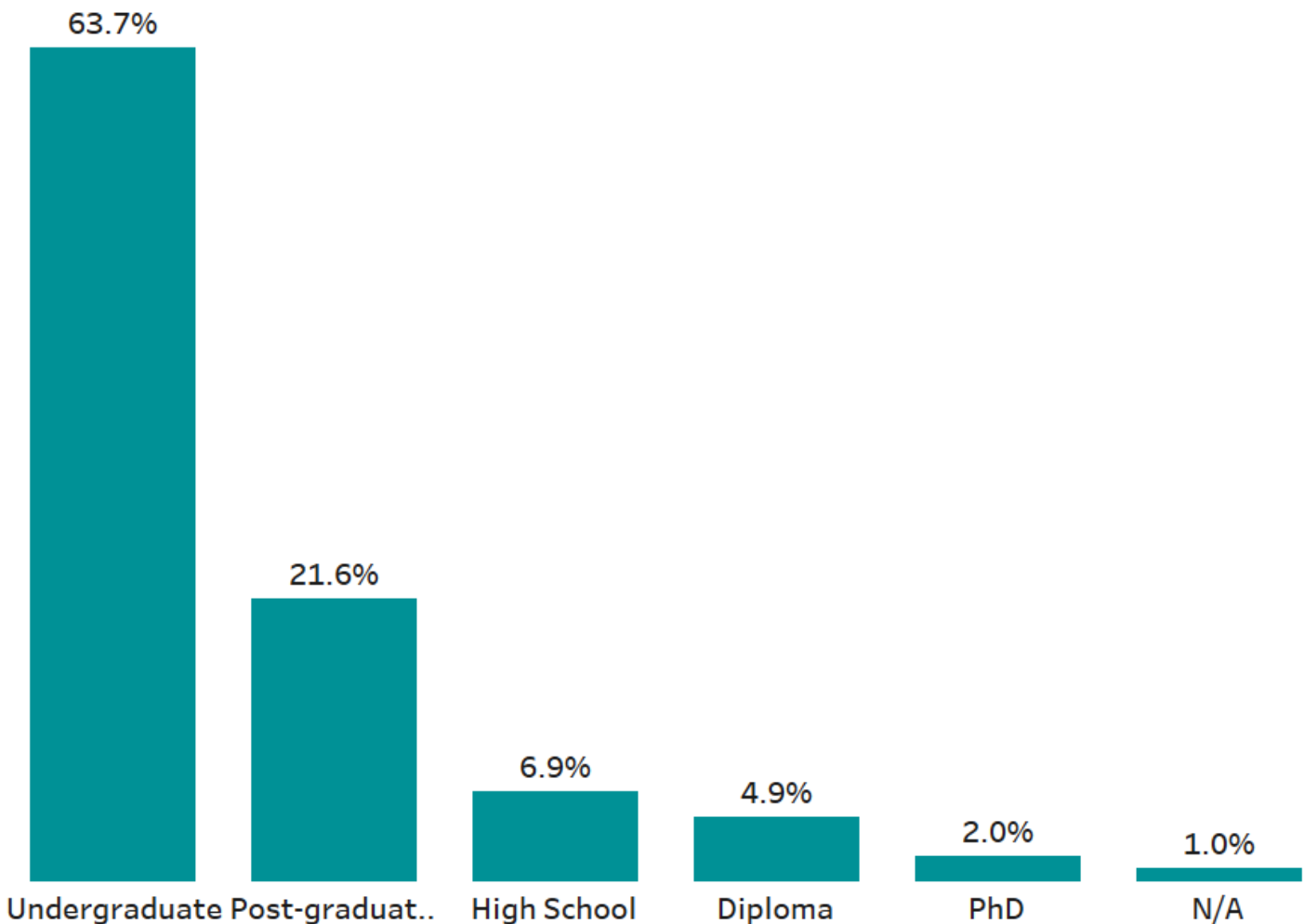
The majority of our survey takers were predominately English speakers. Swahili and Amharic were also other popular languages.

What language do you speak most on a daily basis?



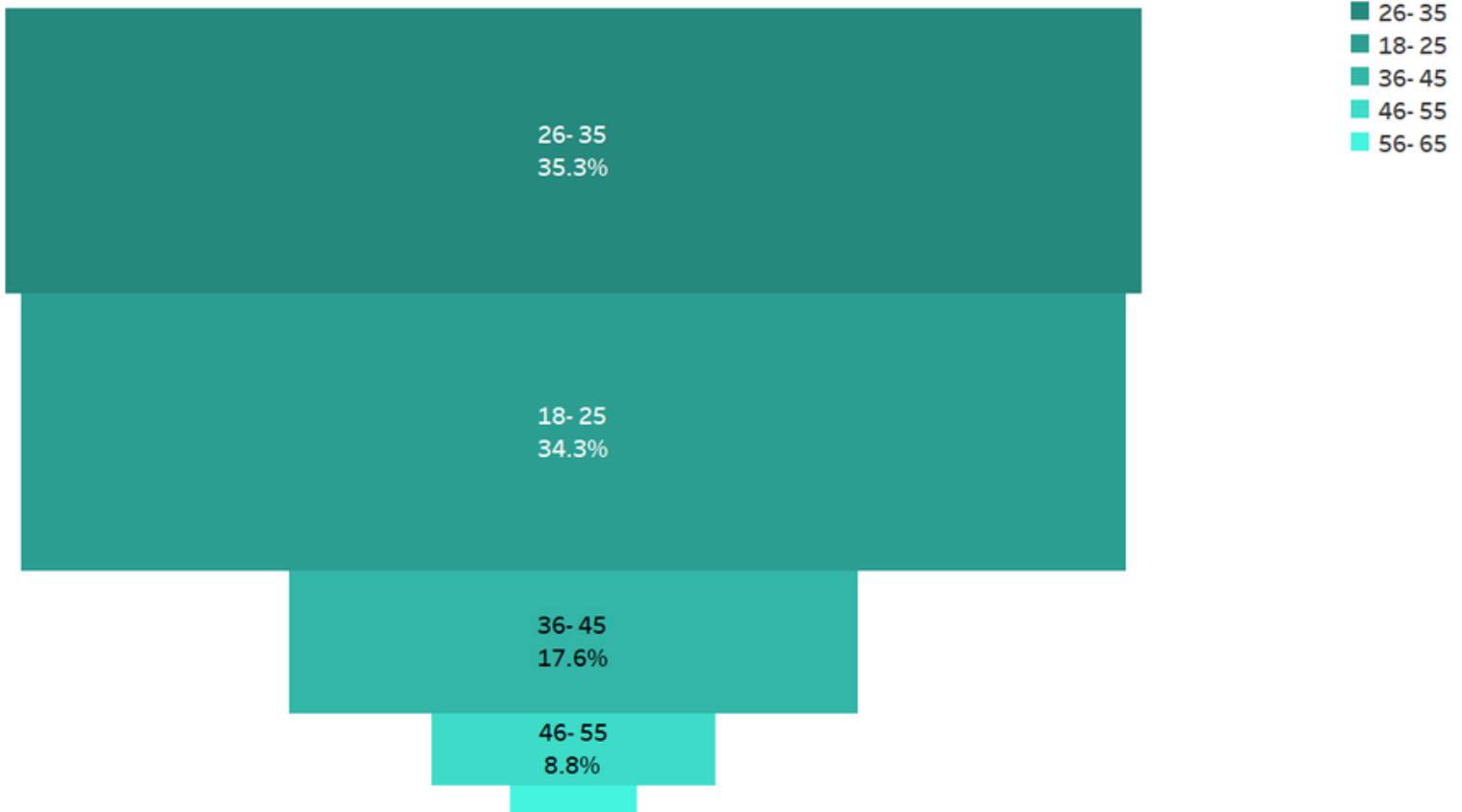
The majority of respondents were highly educated with 64% with a university degree and 24 % with some post-graduate degree

What is your highest level of education?



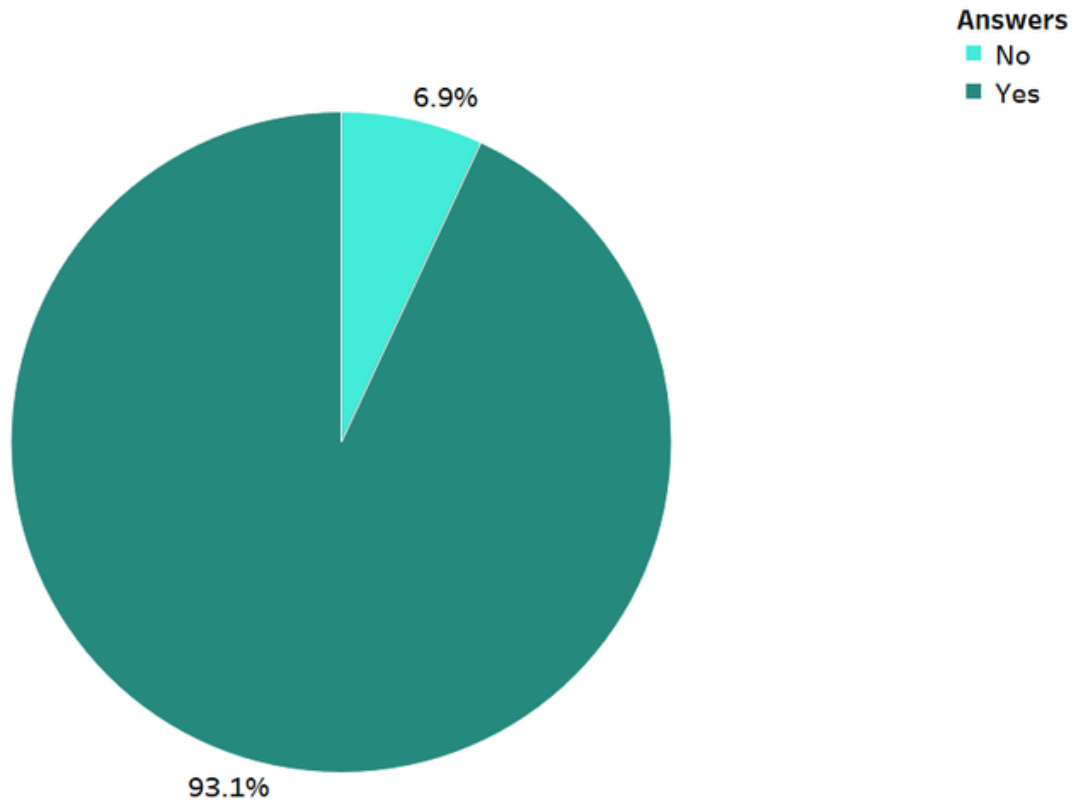
70% of respondents were between the ages of 18 and 35

Age Category



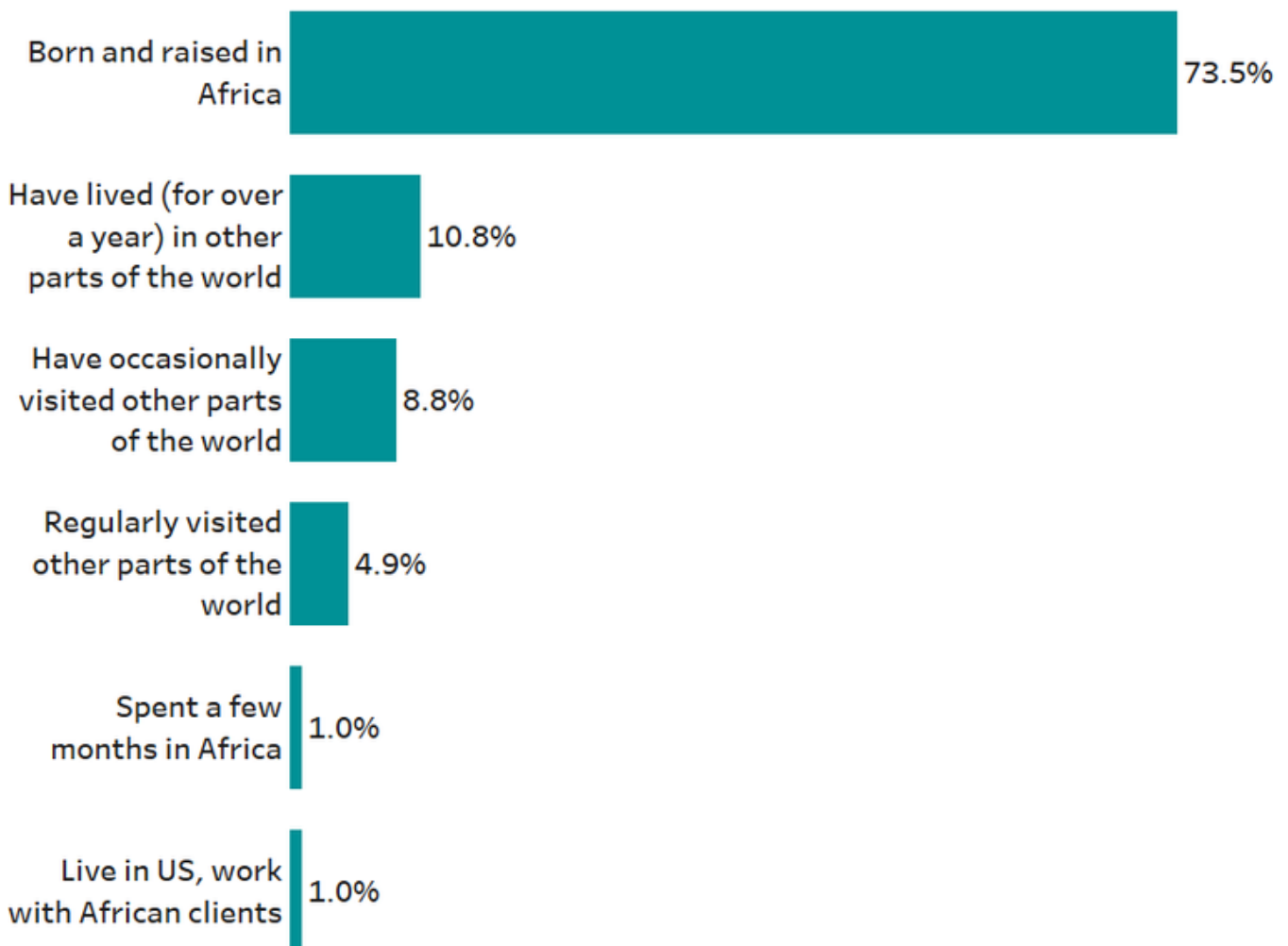
93% of respondents live on the continent of Africa.

Are you currently living in Africa?



Majority of survey takers have spent their life since birth on the continent

How much time have you spent within Africa versus other parts of the world?



The majority of our respondents were from Kenya

In what country do you currently live in?





SURVEY

East African countries were dominant in our results- representing over 70% of survey takers

In what country do you currently live? (country of permanent residence)

Answers	% Total along Answers	Respondents
Kenya	56.4%	57.00
Uganda	10.9%	11.00
Ethiopia	9.9%	10.00
Ghana	7.9%	8.00
Nigeria	5.0%	5.00
United States ..	3.0%	3.00
United Kingdom	1.0%	1.00
Tanzania	1.0%	1.00
Mozambique	1.0%	1.00
Malawi	1.0%	1.00
Germany	1.0%	1.00
China	1.0%	1.00
Antigua and B..	1.0%	1.00



Conclusion

Building African Fashion is committed to the development and growth of the fashion sector in Africa. We are a group of African fashion professionals who are driving for greater collaboration and inclusion in the fashion industry on the continent.

This survey help shed light on experiences and perception of bias in our fashion sector. It revealed the strengths of our industry as well as the areas in which work is still needed.

One of the positive findings from this study was that 86% of respondents felt optimistic that they could achieve success in their careers. This positive outlook bodes well for the fashion industry on the continent.

However, the survey also uncovered areas in which attention needs to be given. That socio-economic background and network were the top two areas with regards to bias on the continent shows that efforts needs to be made to address concerns by those in the industry in this regard. What this result regarding socio-economic background and network are revealing could also be simply a reflection of the state of affairs in the larger African society - and may not be specific or unique to our fashion sector. In any case, whichever it may be, it has highlighted these areas as ones to pay attention to.

BAF

The survey also showed that respondents felt that bias was progressively worse going from within their countries to the continent at large and then to the global fashion industry. Efforts need to be taken to address this.

Lastly, the survey showed that while a majority shared that they had the network needed to achieve success, a substantial (30%) did not believe it was easy to network in the industry. To this extent, it is important that steps be taken to create openness and inclusiveness across the continent.

BAF through its programming will continue to take steps to address these issues and the findings from this survey -such that we can begin to remove the barriers to inclusion in the African fashion sector. Likewise we encourage all organizations and stakeholders in the fashion industry on the African continent -and beyond - to review their practices based on the insights drawn from this study so as to ensure ALL feel they are invited to the table in our growing fashion sector.

BAF

OUR **COLLABORATORS**

BAF is grateful to our collaborators who worked alongside us on this project.

ACE Avenue Agency of Accra, Ghana worked with the BAF team in the design and creation of the survey.

Olaoluwakiitan Olabiyi, founder of the Africa Fashion Data Community, handled the analysis of the survey results.

We are also grateful to the numerous organizations who shared the survey with their communities.





www.BuildingAfricanFashion.com



@BUILDINGAFRICANFASHION