

BBG Research Series

BBG Broadcasting
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Contemporary Media Use in Nigeria



Nigeria at a Glance

Findings from the World Poll

Gallup World Poll Methodology

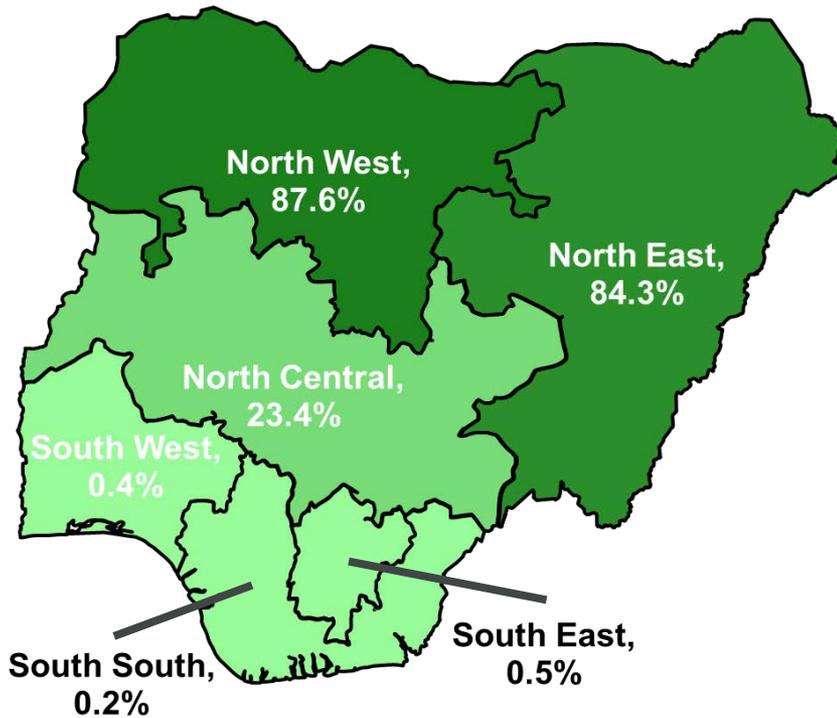
- 9 surveys since 2006 (latest – July 2013)
- Nationally representative of 15+ population (~97 million people).
- Sample size: ~1,000 per survey
- Mode: Face-to-Face
- Languages: English, Hausa, Igbo, Yoruba, Pidgin



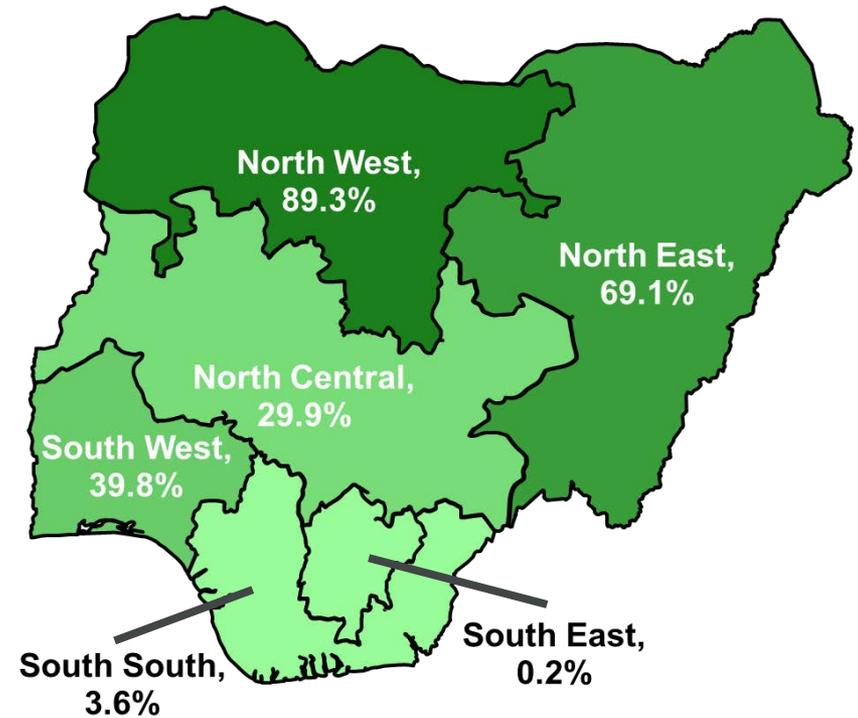
Map courtesy of CIA World Factbook

Language & Religion Vary by Geography

Hausa most frequently spoken



Identify as Muslim

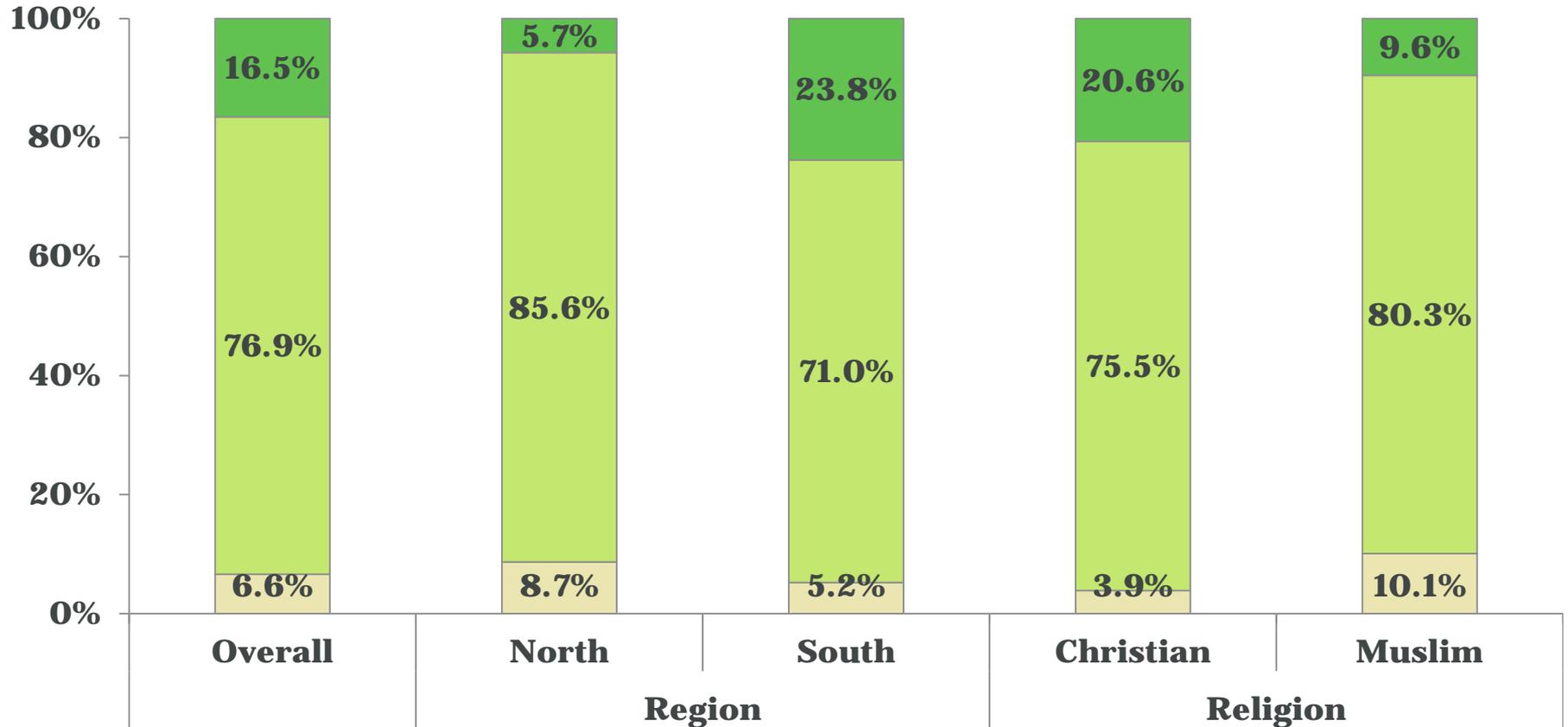


Current Conditions

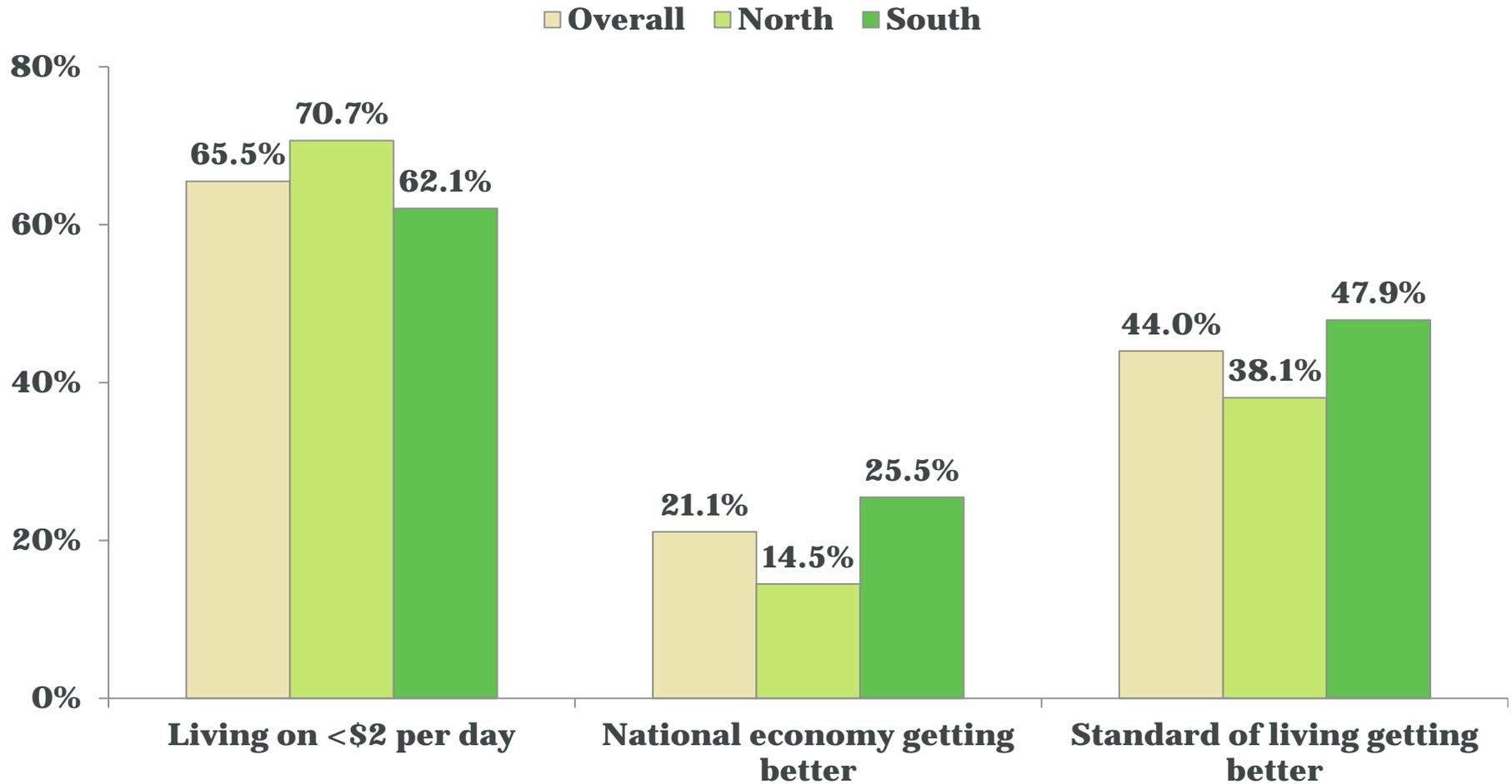
Northerners, Muslims More Likely to Be Suffering

Life Evaluation Index

■ Suffering ■ Struggling ■ Thriving

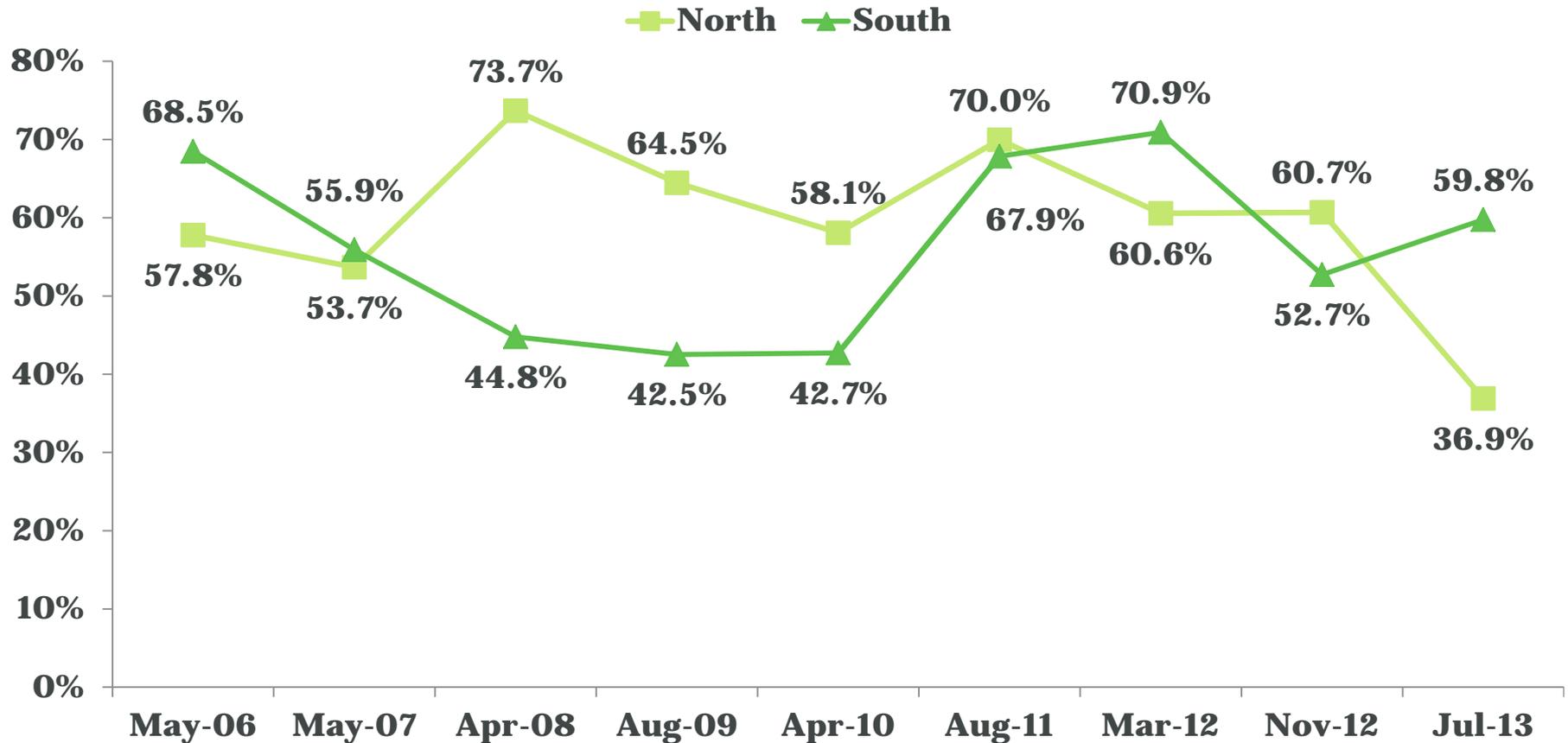


Economic Hardship Greatest in North



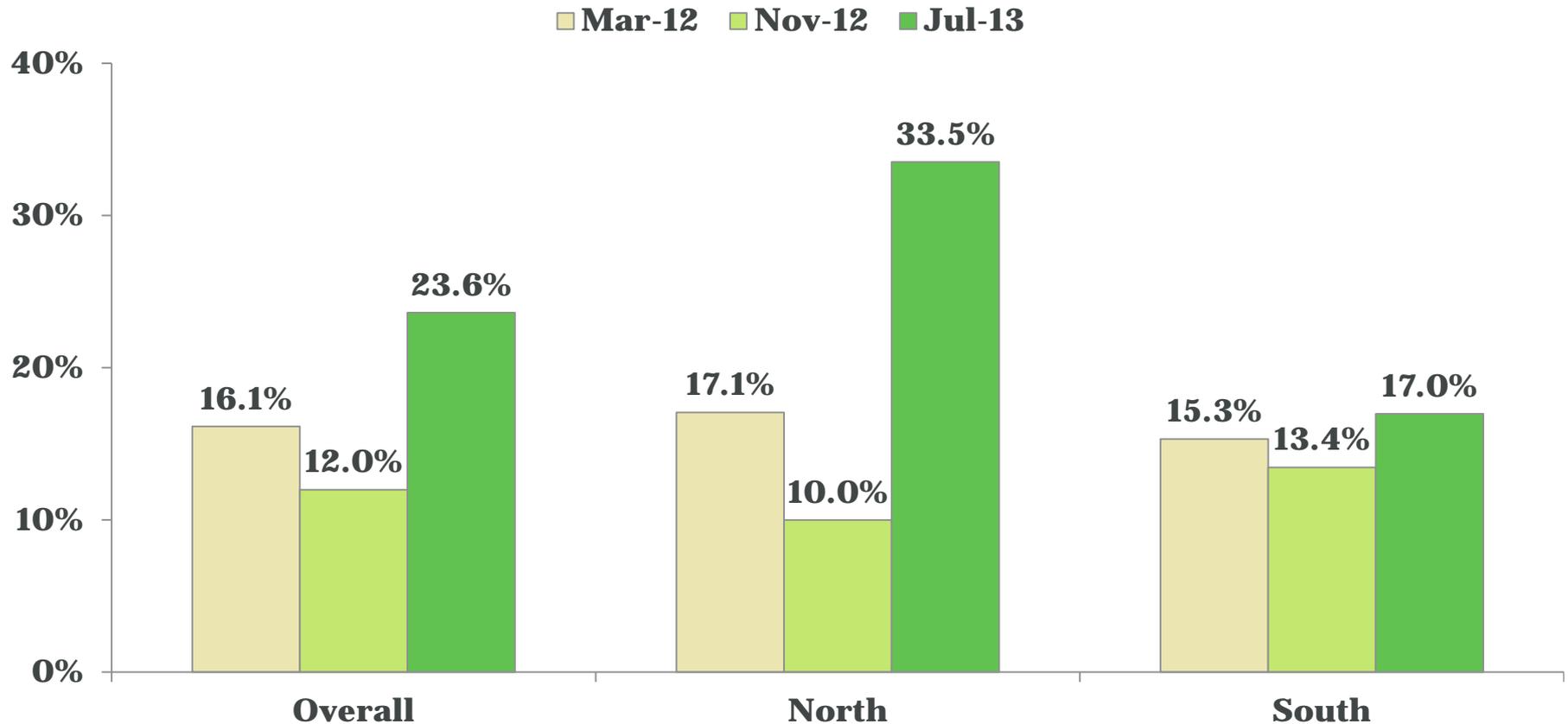
Perceptions of Safety Declining, Especially in North

Do you feel safe walking alone at night in the city or area where you live?
Percentage "yes"



Northern Displacements Skyrocketed in 2013

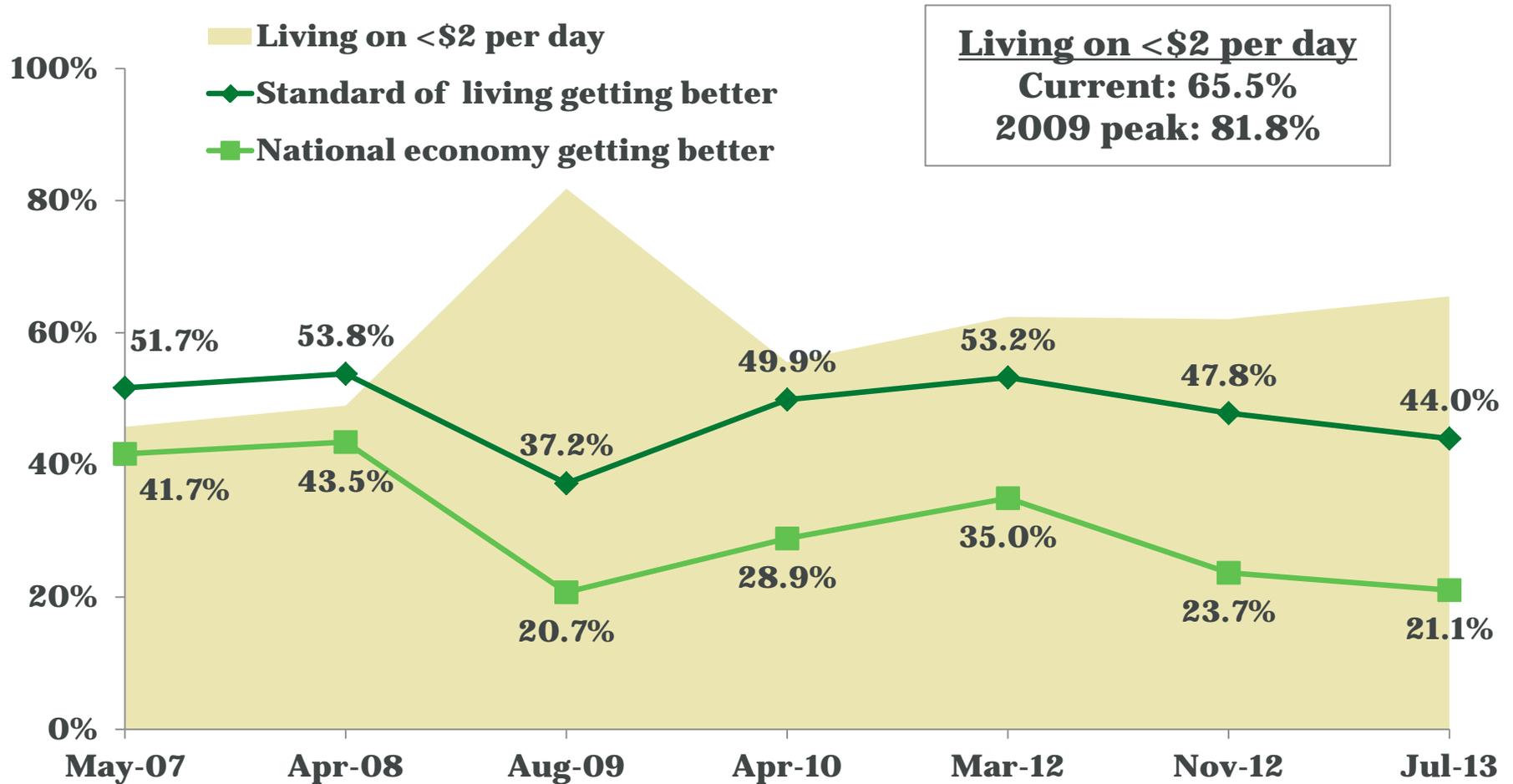
Did you move from another city or area within this country in the past five years?
Percentage “yes”





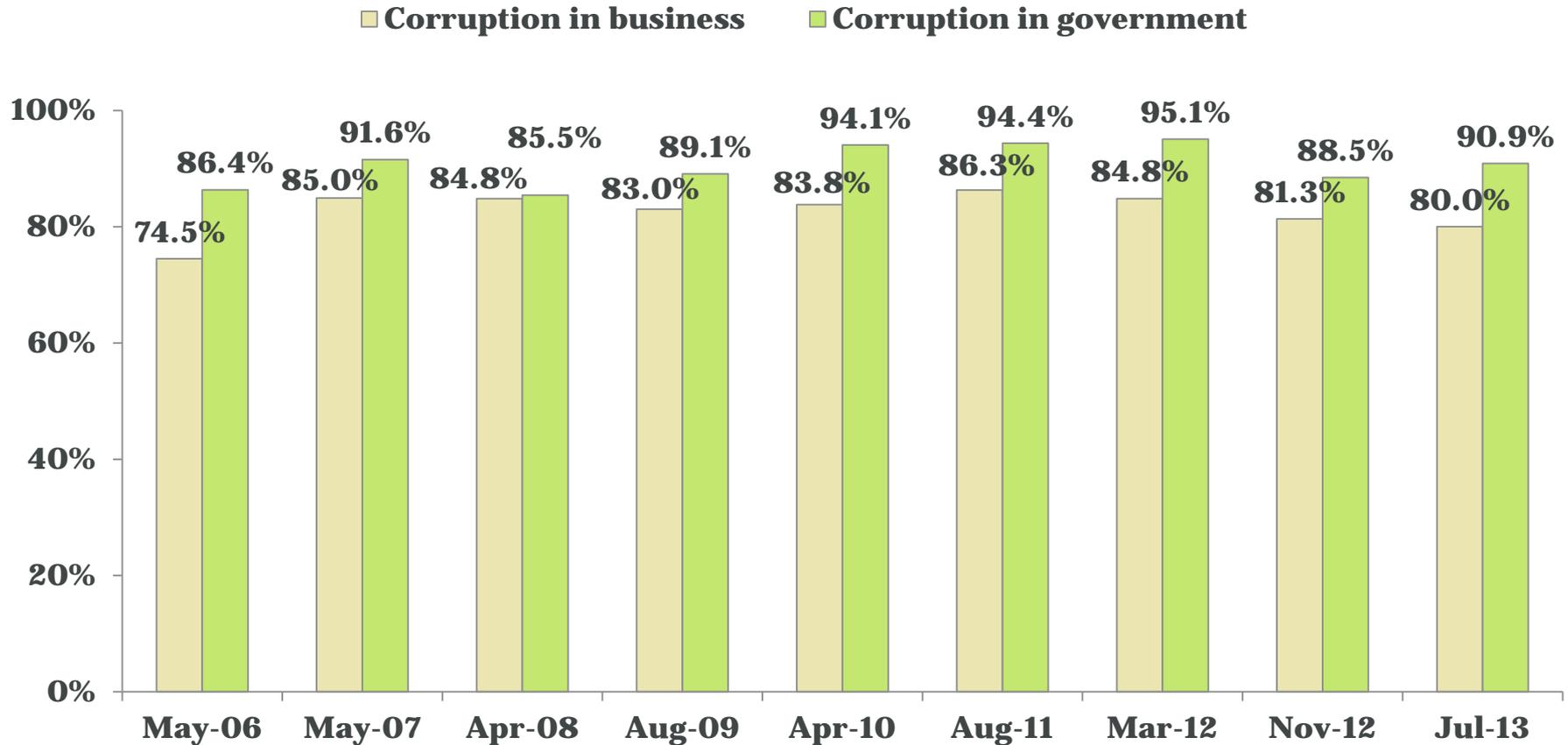
Political Environment

Post-Crisis Economic Recovery Appears to be Fading



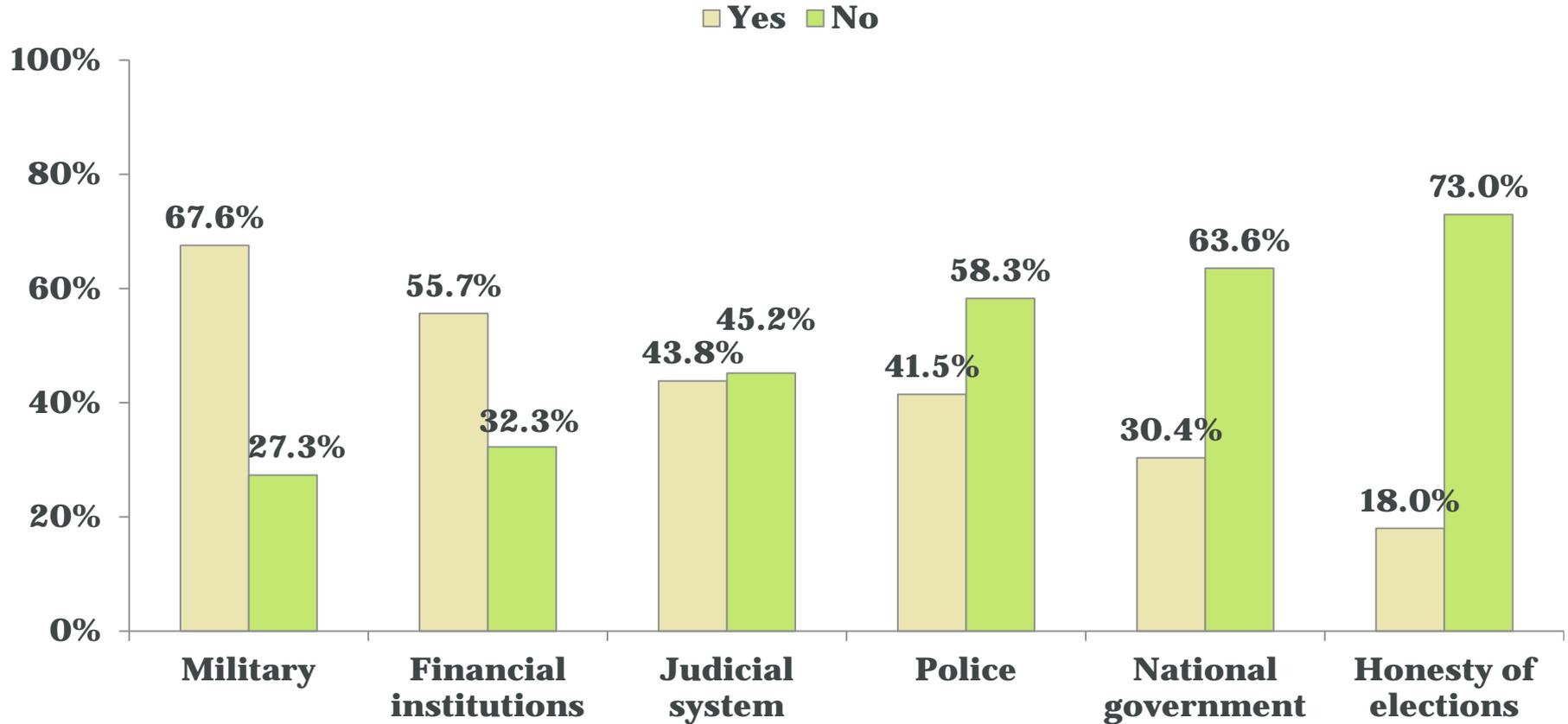
Corruption Remains Ubiquitous

Is corruption widespread within businesses/government located in Nigeria, or not?
Percentage “yes”



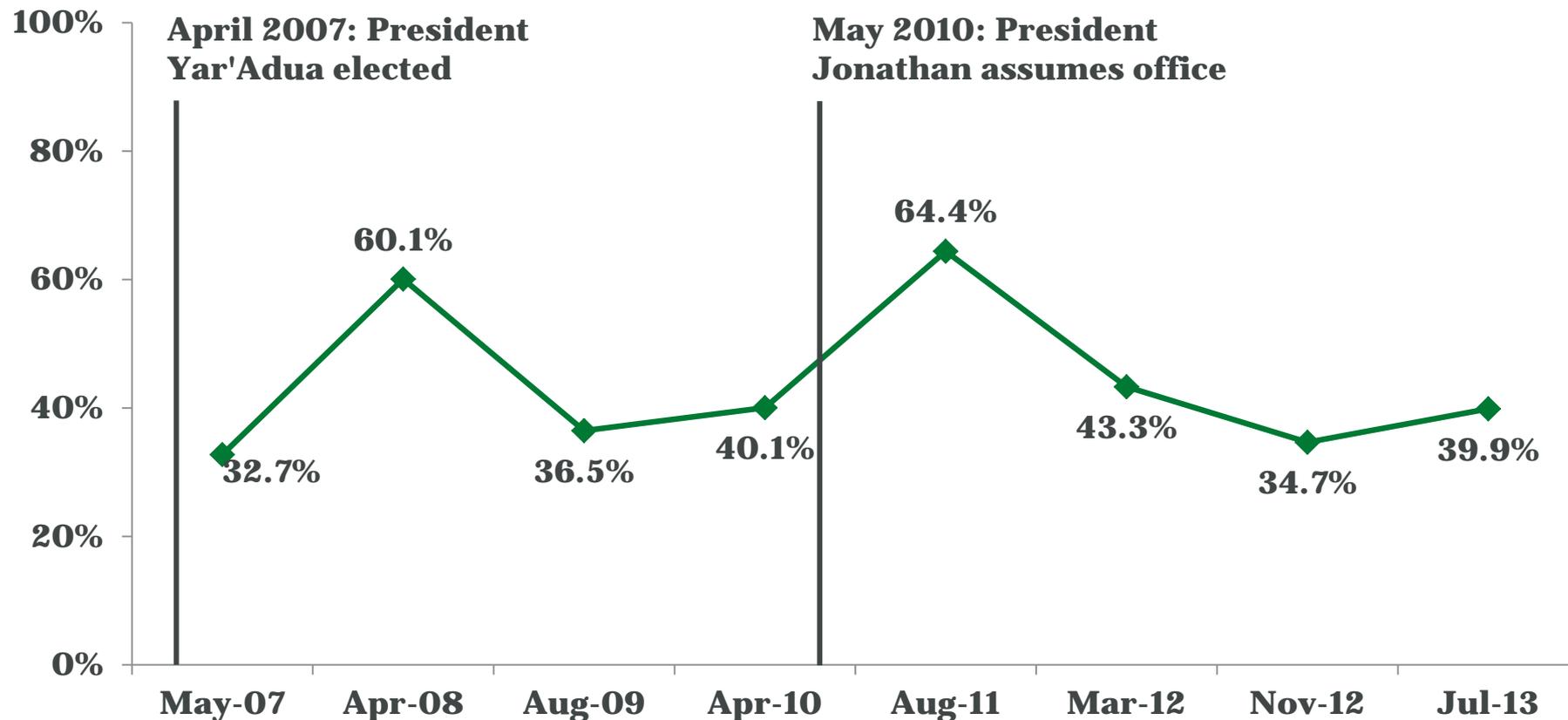
The Military is the Only Government Institution To Enjoy the Confidence of the Majority of Nigerians

In Nigeria, do you have confidence in each of the following, or not?



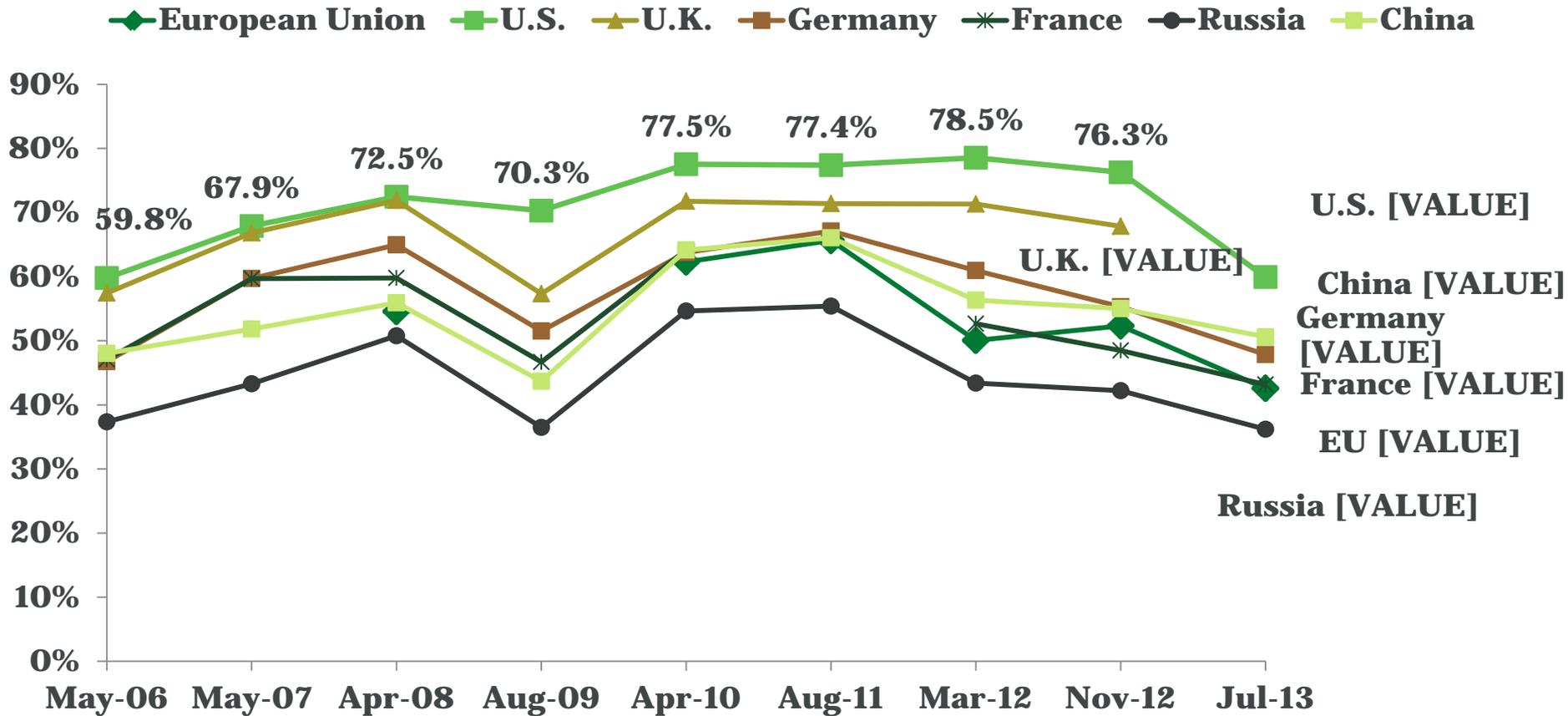
Forty Percent Approve Of President Jonathan's Job Performance

Do you approve or disapprove of the job performance of the leadership of this country?
Percentage "approve"



U.S. Approval Down in 2013, But Still Highest Among Global Powers

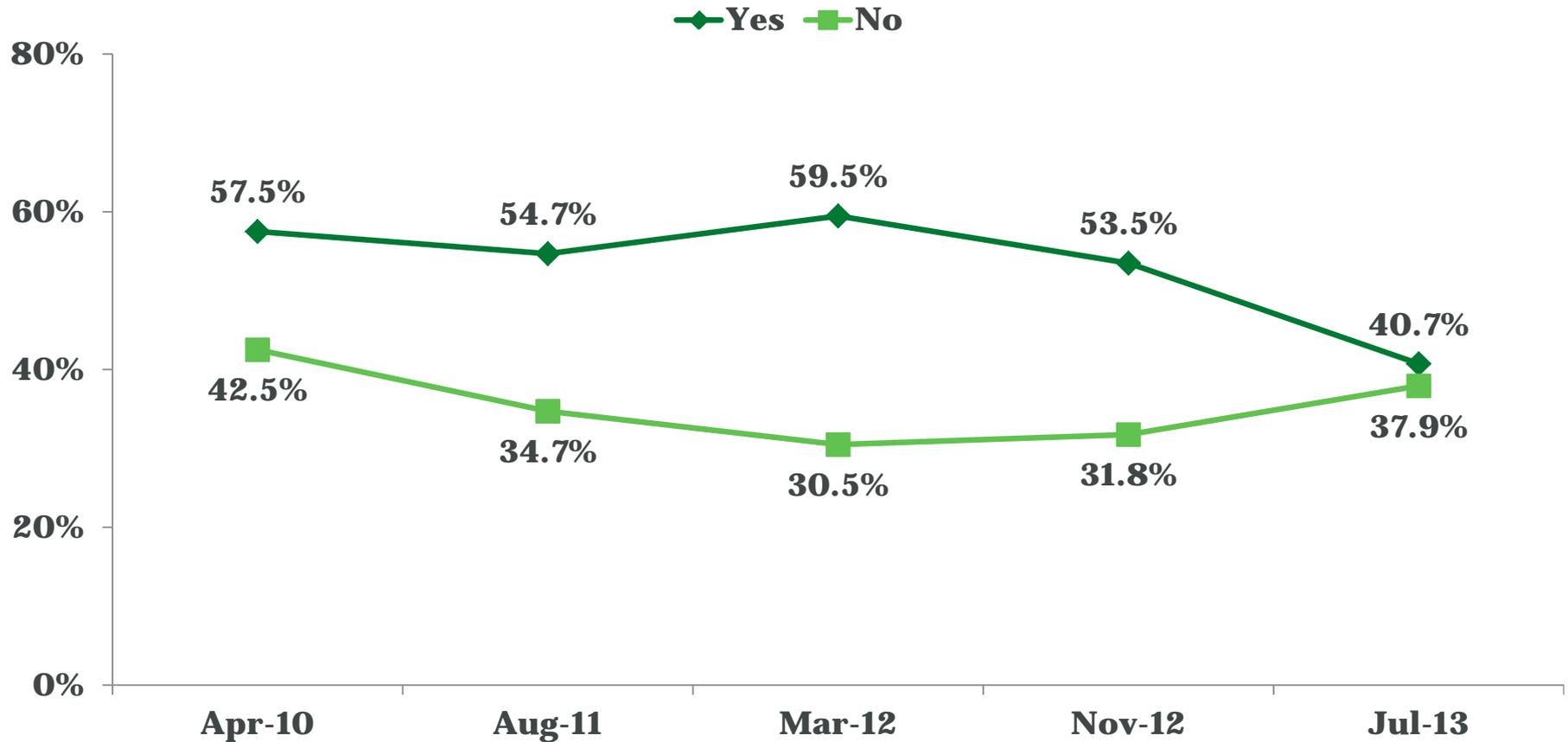
Do you approve or disapprove of the job performance of the leadership of _____?
Percentage "yes"



Media Environment

Perceptions of Media Freedom Fell Sharply in 2013

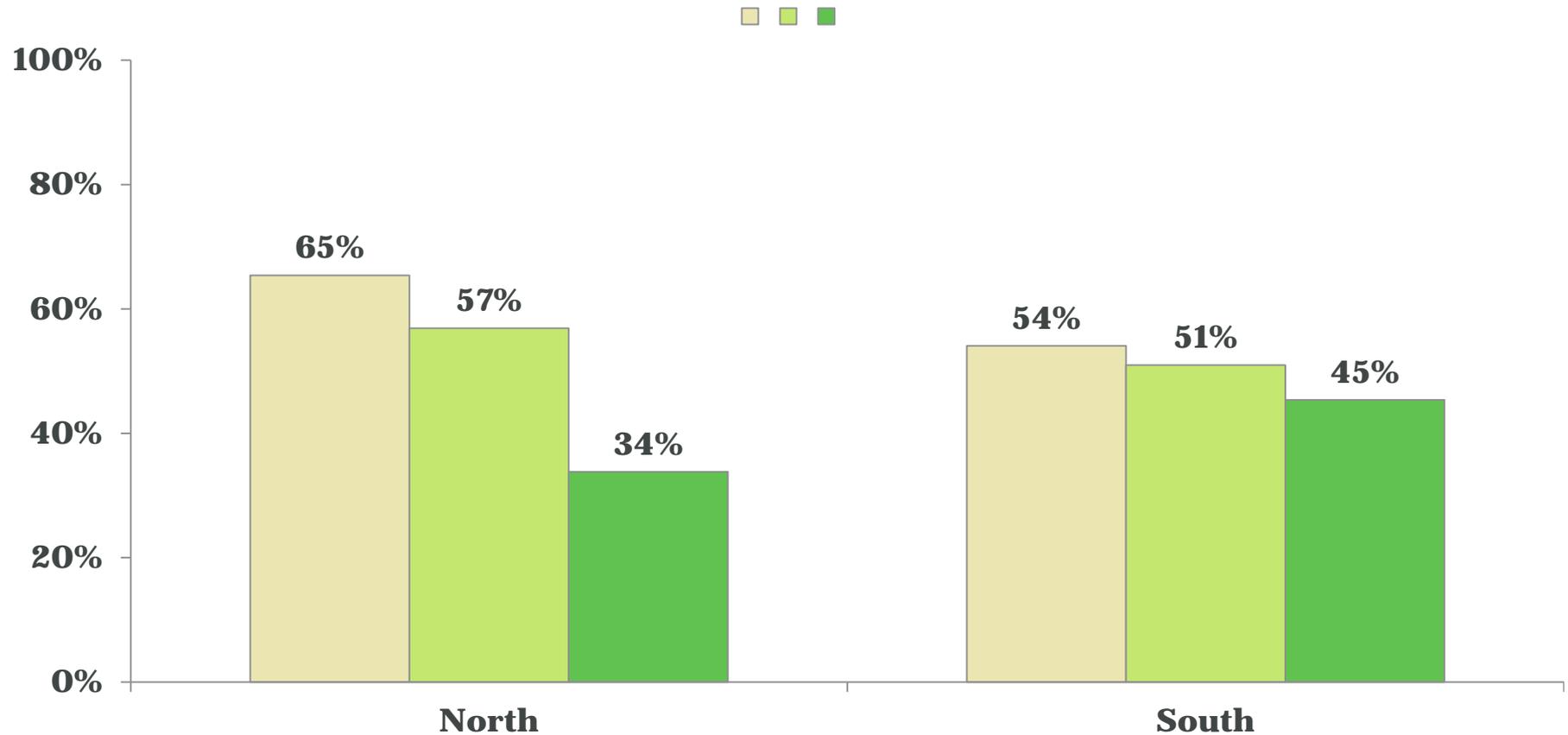
Do the media in this country have a lot of freedom, or not?



Decline in Media Freedom Greatest in North

Do the media in this country have a lot of freedom, or not?

Percentage “yes”





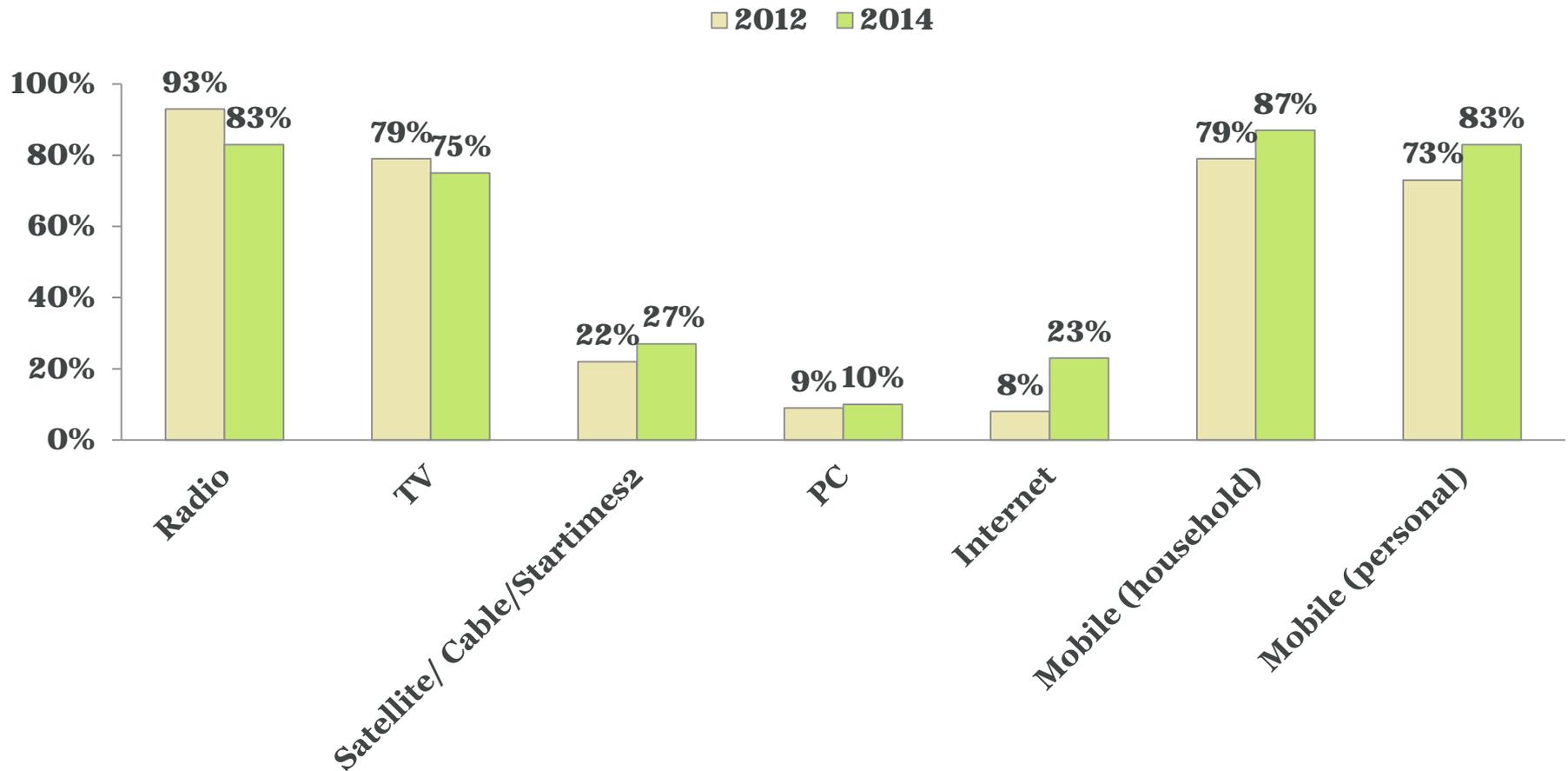
2014 Media Survey

Nigeria National Media Survey Methodology

- National media survey of 4,000 Nigerian adults (aged 15 and older)
 - Some questions asked only of half the sample
- 97.8 % of the adult population or 95,077,248
- Borno State excluded
- Fieldwork 27 January – 21 March 2014
- Data weighted for age, gender, region, and educational attainment

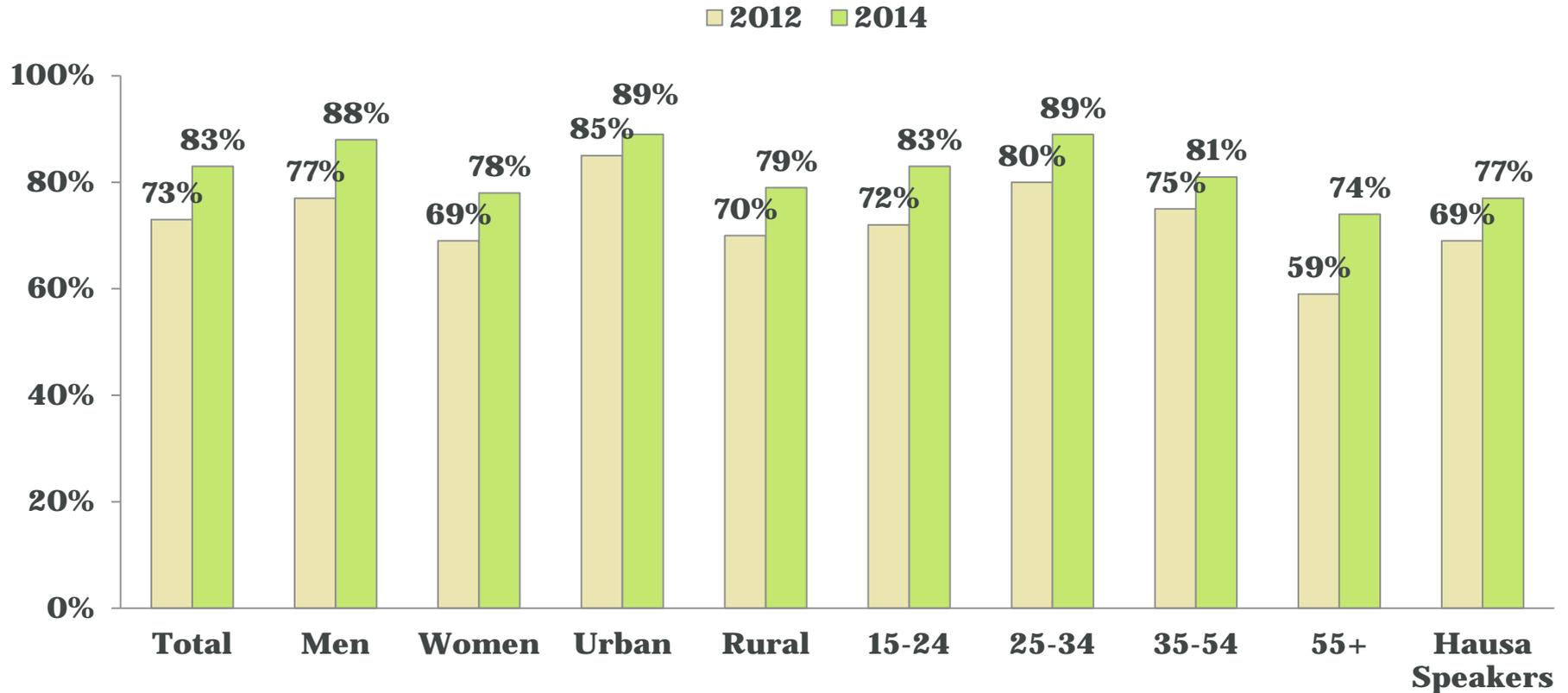
Platform Ownership Trends

Which, if any, of the following do you have working in your household?



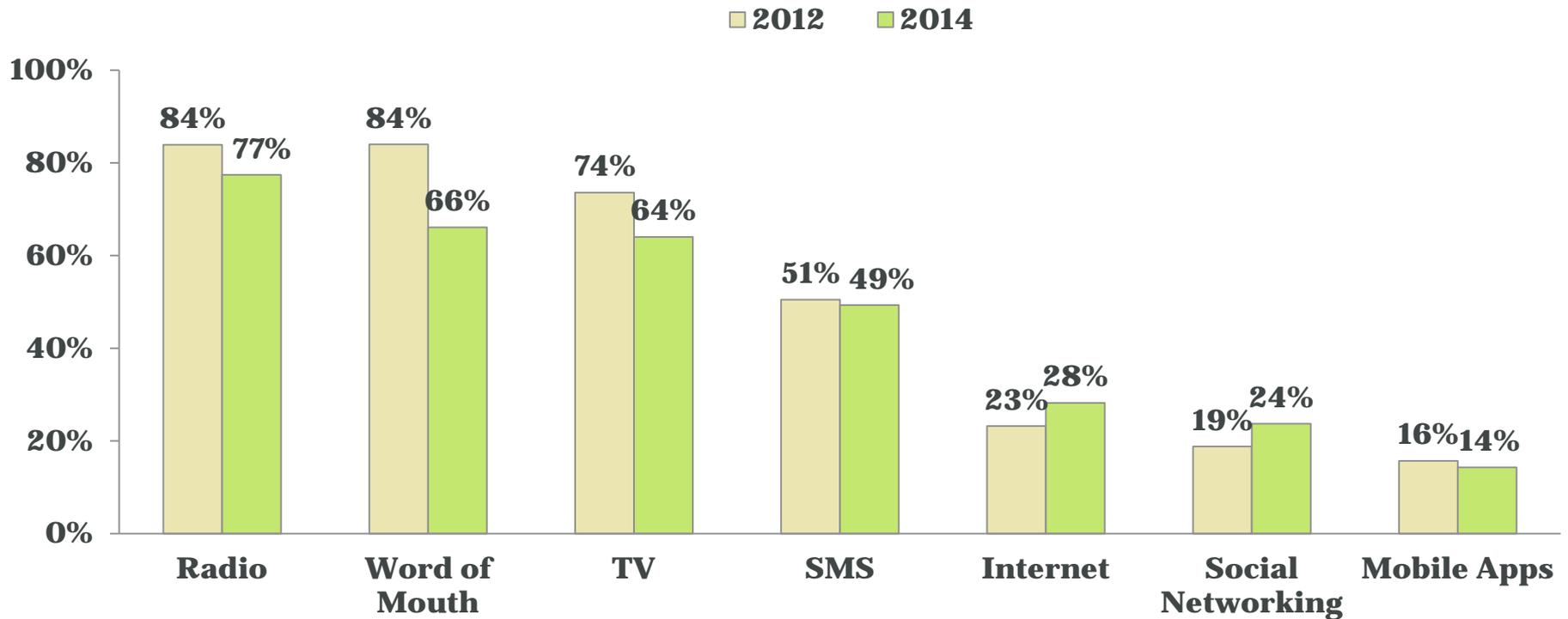
New Mobile Owners

Do you, yourself, have a mobile phone, or not?



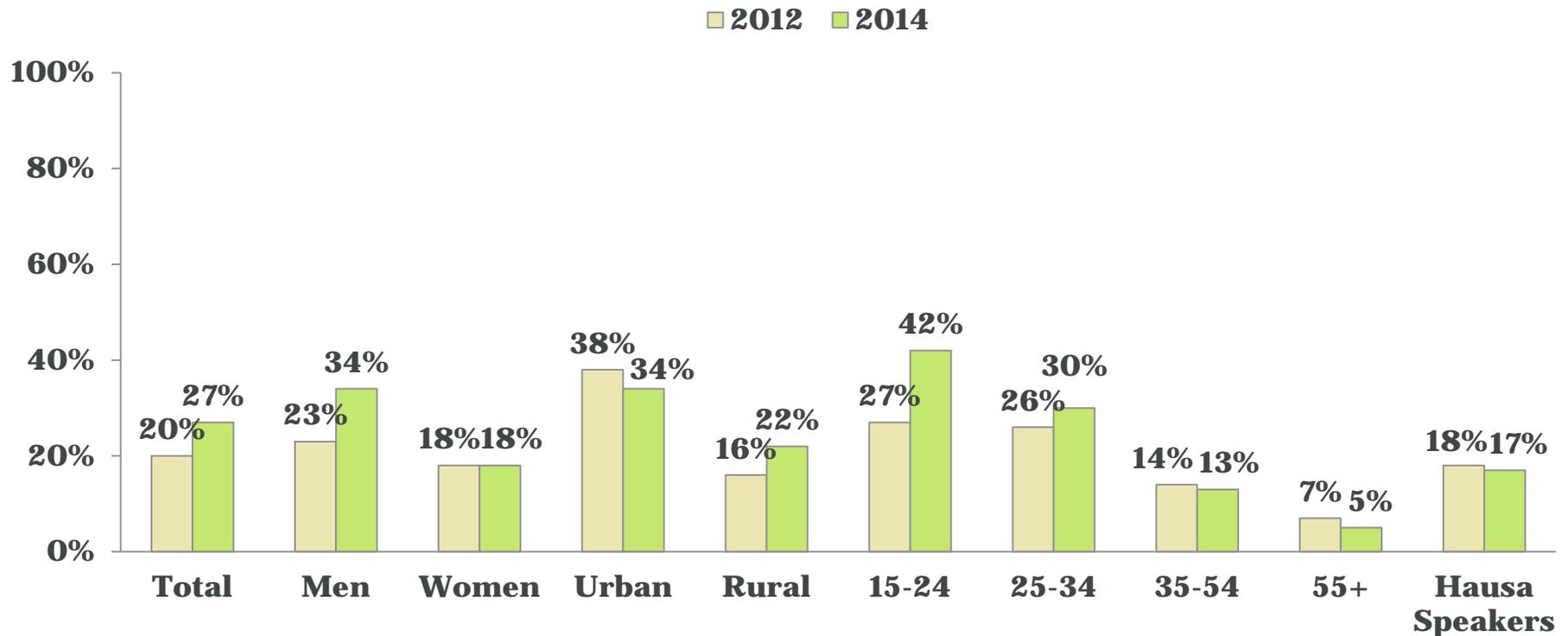
Trends in Media for News

For each one of the sources I mention, please tell me how often you use that source to get news. (% of respondents using source at least once a week)



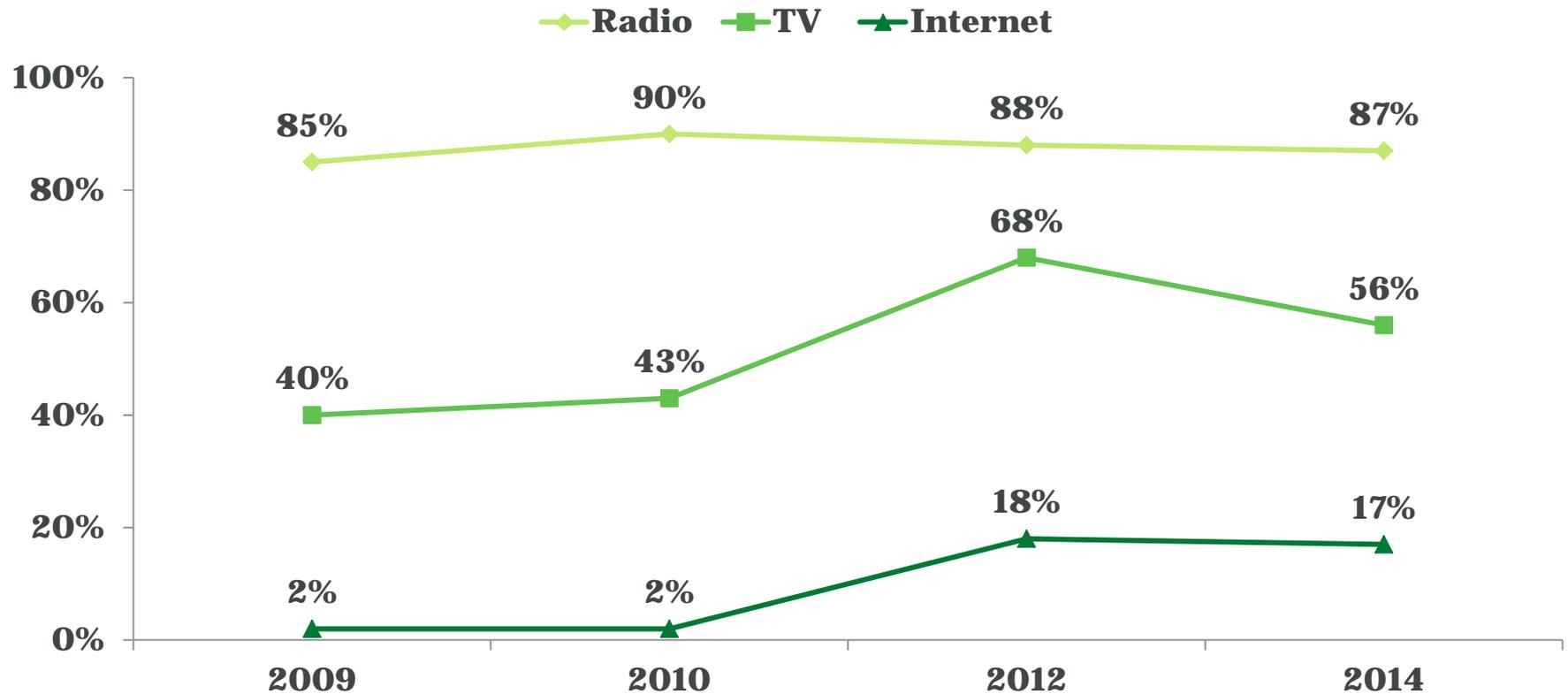
Internet Users

Apart from today, when was the last time that you used the Internet, either for work or for personal purposes, whether it was at home or elsewhere? (% of respondents using Internet at least once a week)



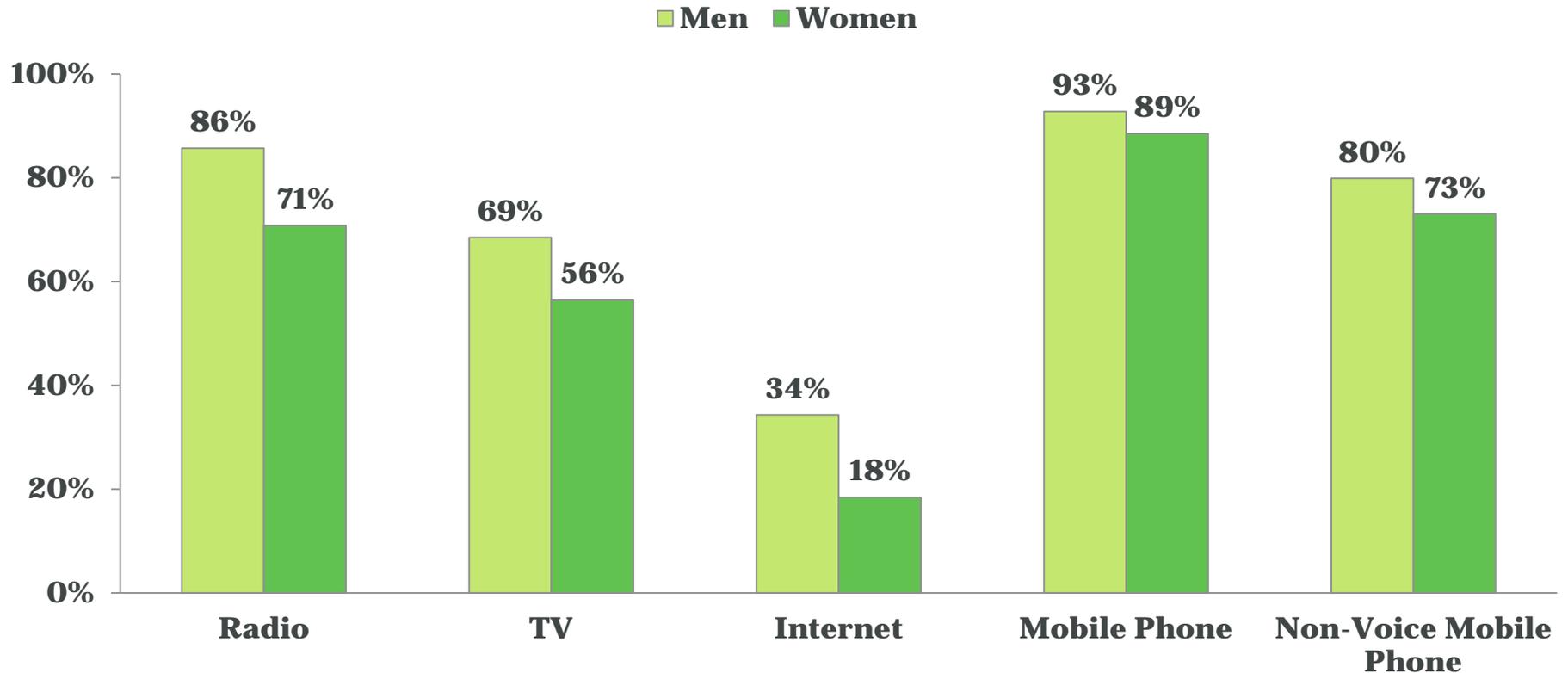
Media Use Trend Among Hausa speakers

Apart from today, when did you last watch/listen to/use [platform]? (% of respondents using platform in the last 7 days)



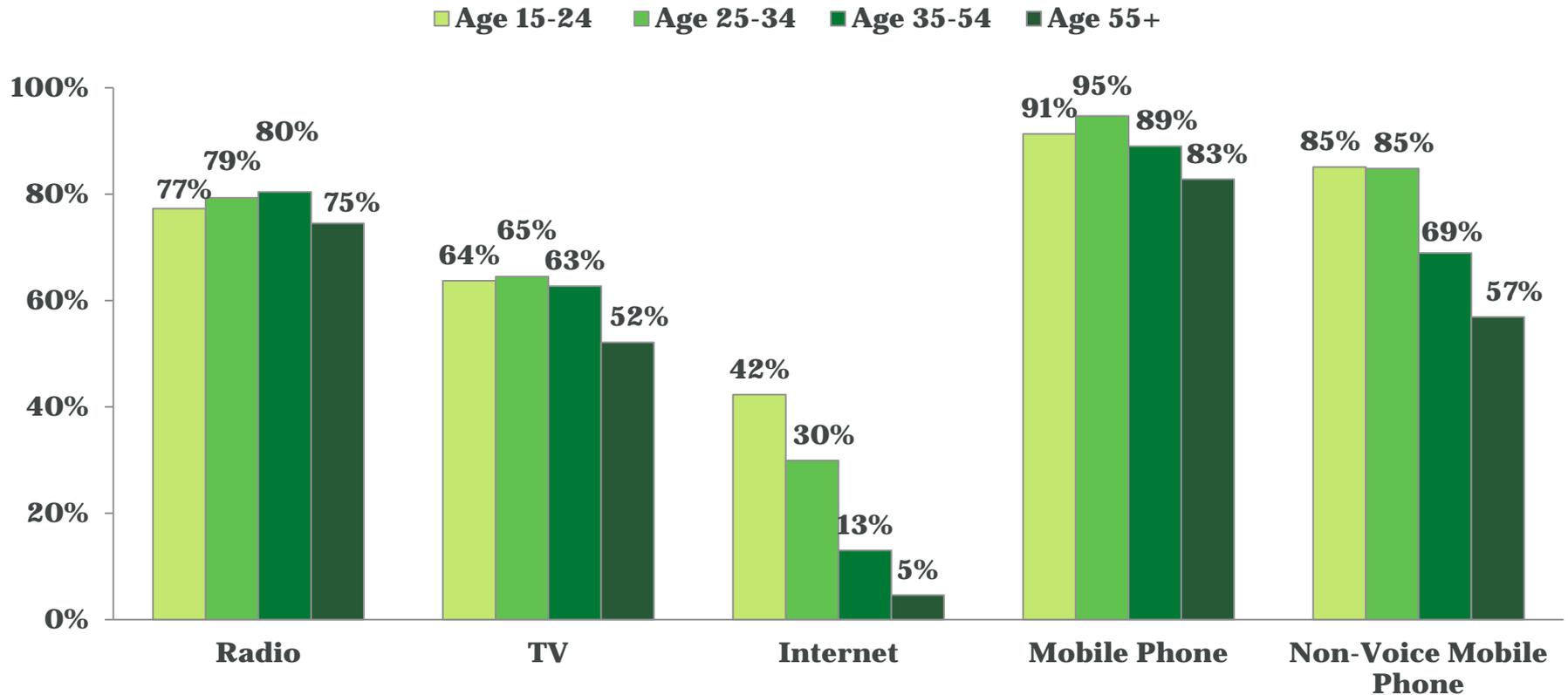
Media Use: Gender

Apart from today, when did you last watch/listen to/use [platform]? (% of respondents using platform in the last 7 days)



Media Use: Age

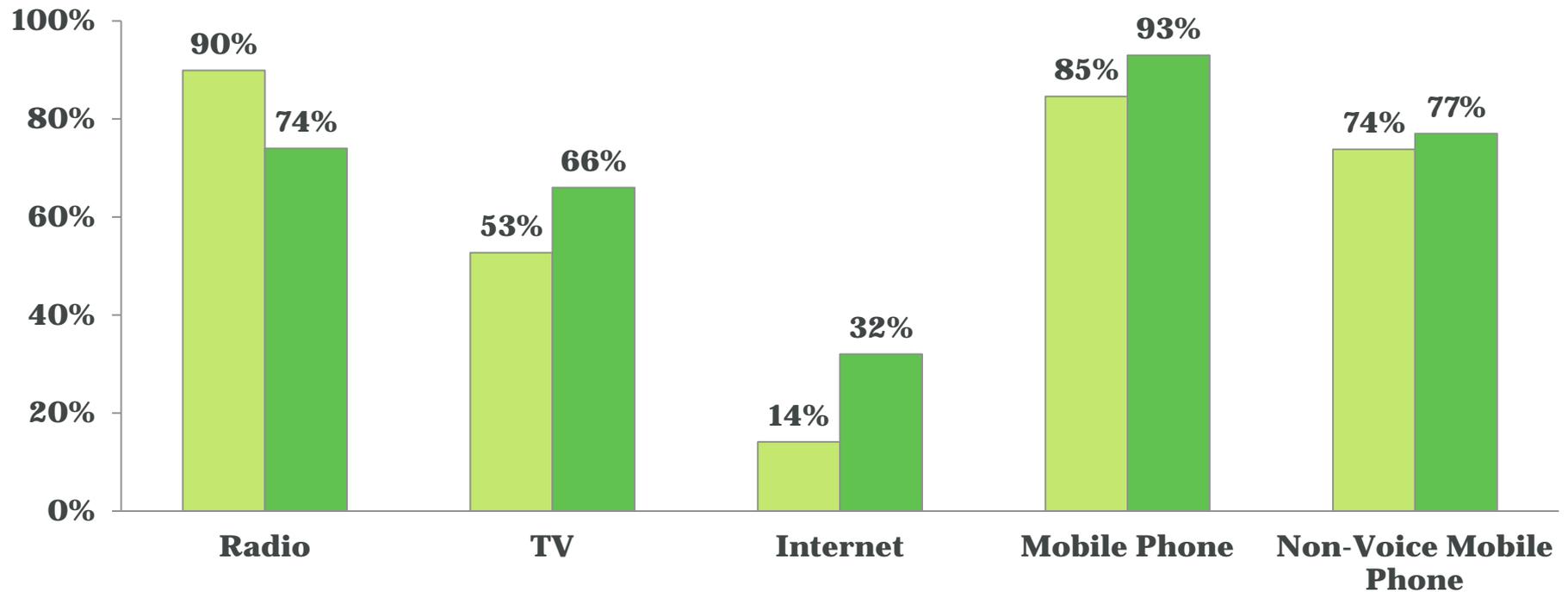
Apart from today, when did you last watch/listen to/use [platform]? (% of respondents using platform in the last 7 days)



Media Use: Languages

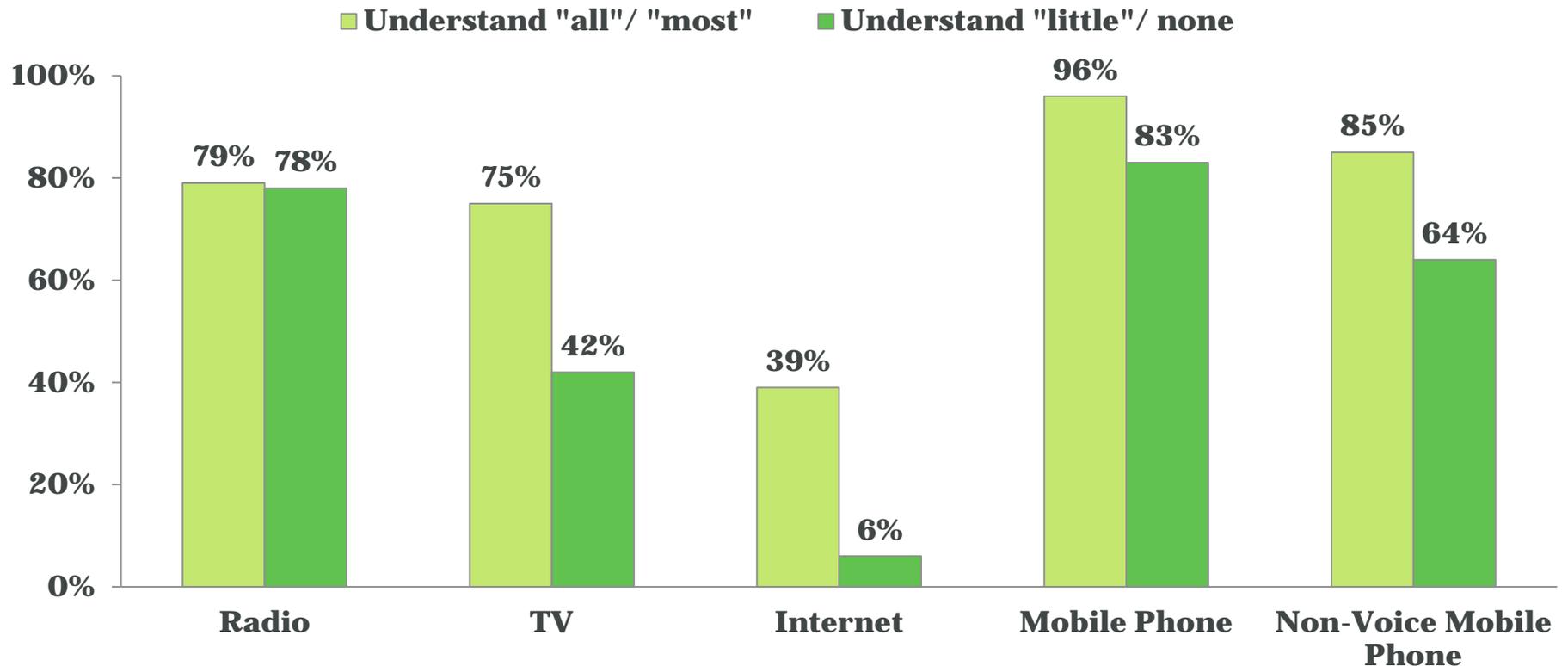
Apart from today, when did you last watch/listen to/use [platform]? (% of respondents using platform in the last 7 days)

■ Hausa speakers ■ Non-Hausa Speakers



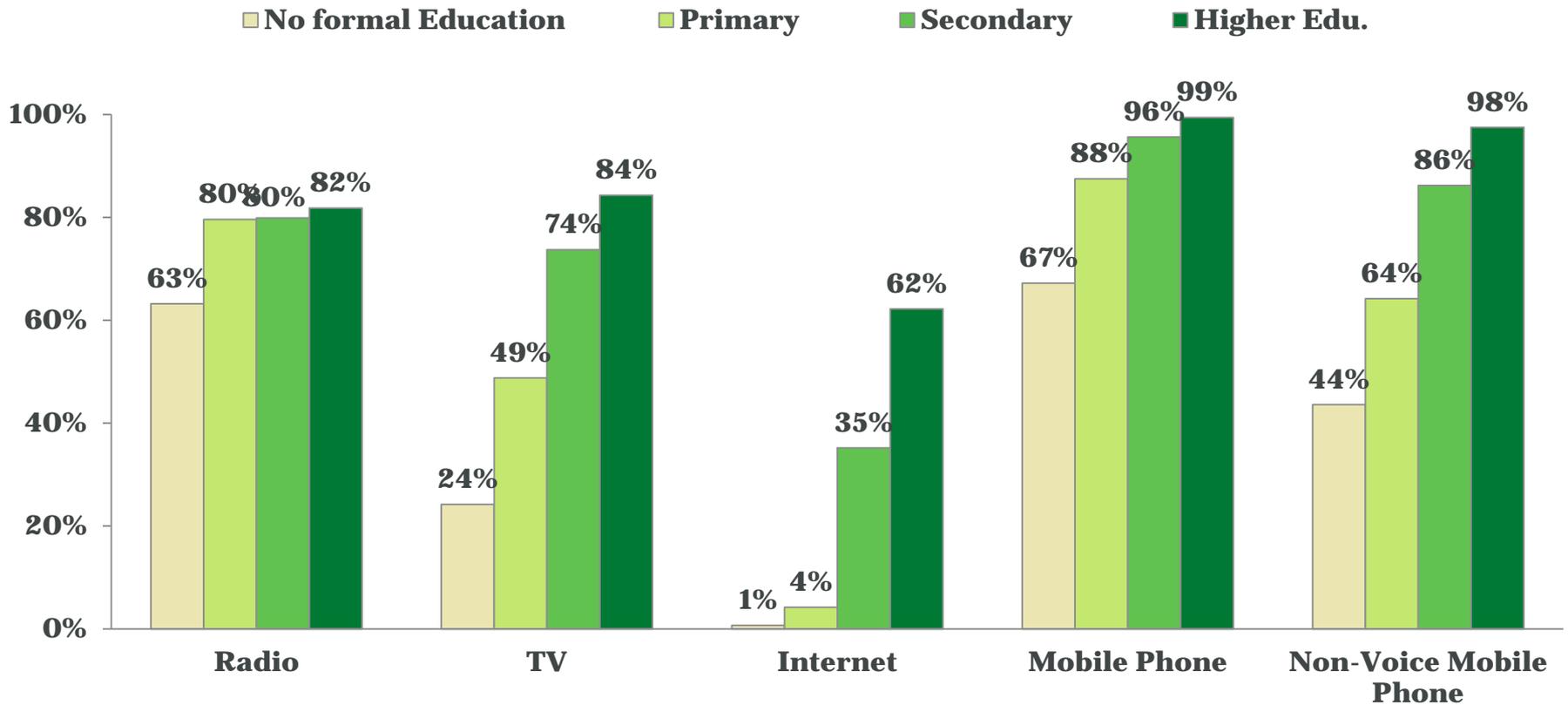
Media Use: English Language Skills

Apart from today, when did you last watch/listen to/use [platform]? (% of respondents using platform in the last 7 days)

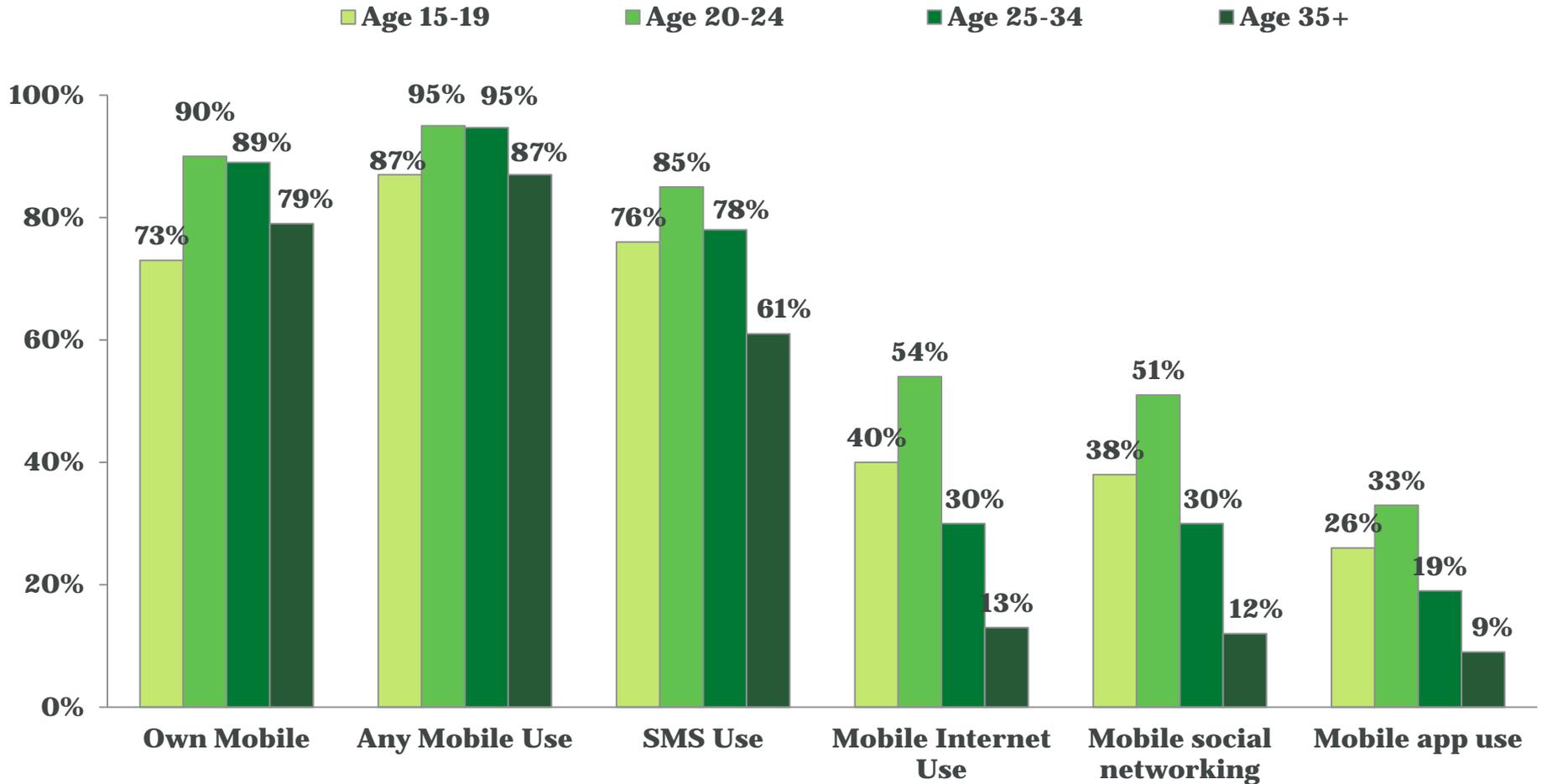


Media Use: Education

Apart from today, when did you last watch/listen to/use [platform]? (% of respondents using platform in the last 7 days)



The Young = The Most “mobile”? Think again.

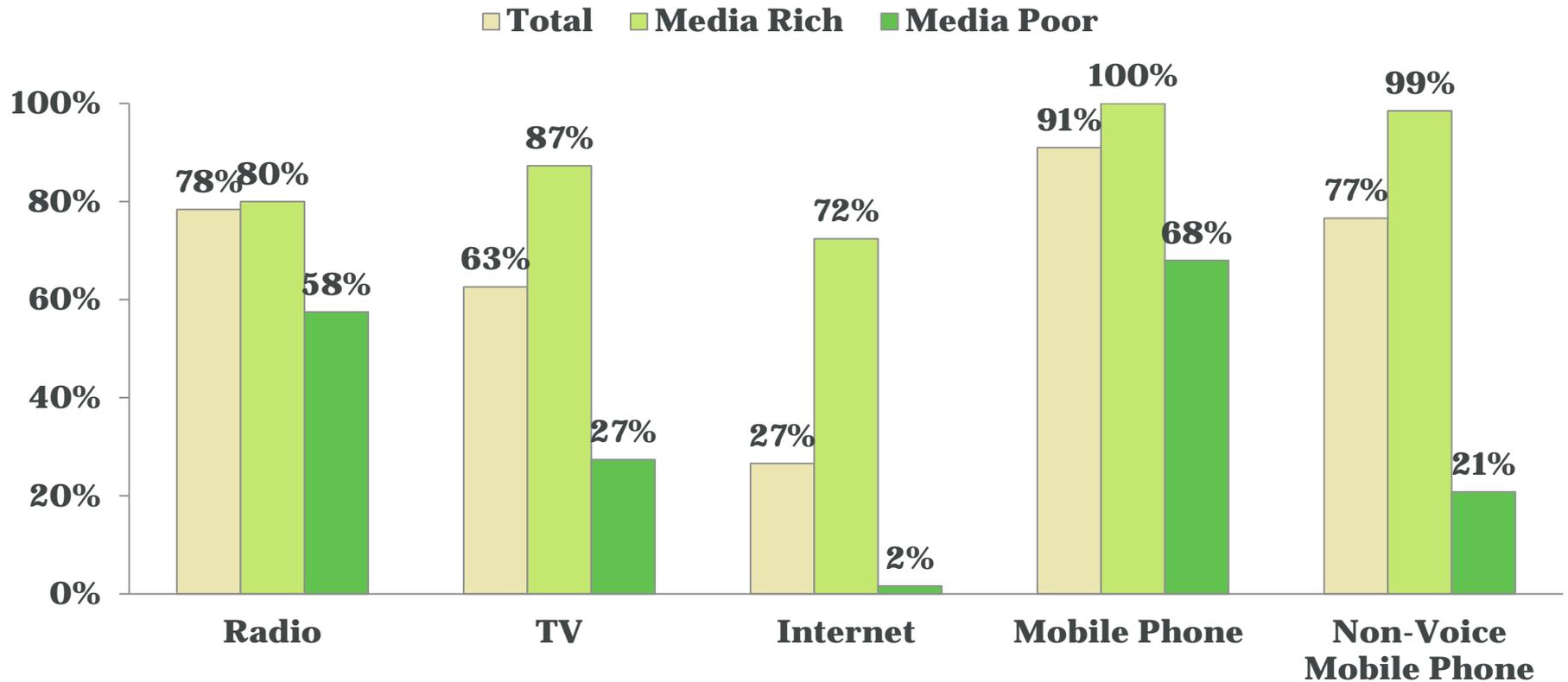


Media Use Factors

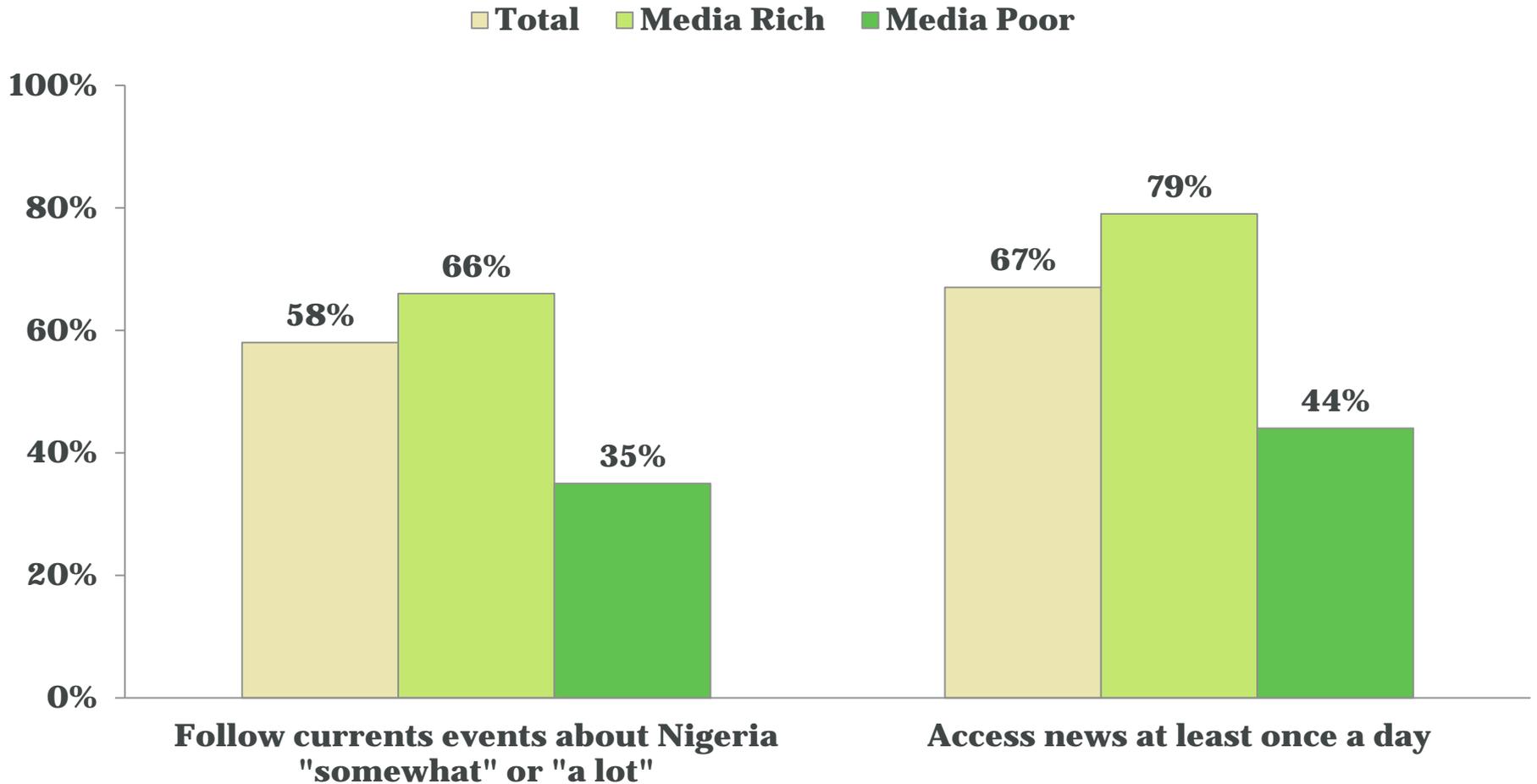
	Media Rich	Media Poor
Education	Secondary +	None/Primary
Age	Under 35	35+
Gender	Male	Female
Urbanicity	Urban	Rural
English skills	Understand all/most	None/ understand little

Media Rich and Media Poor

Apart from today, when did you last watch/listen to/use [platform]? (% of respondents using platform in the last 7 days)

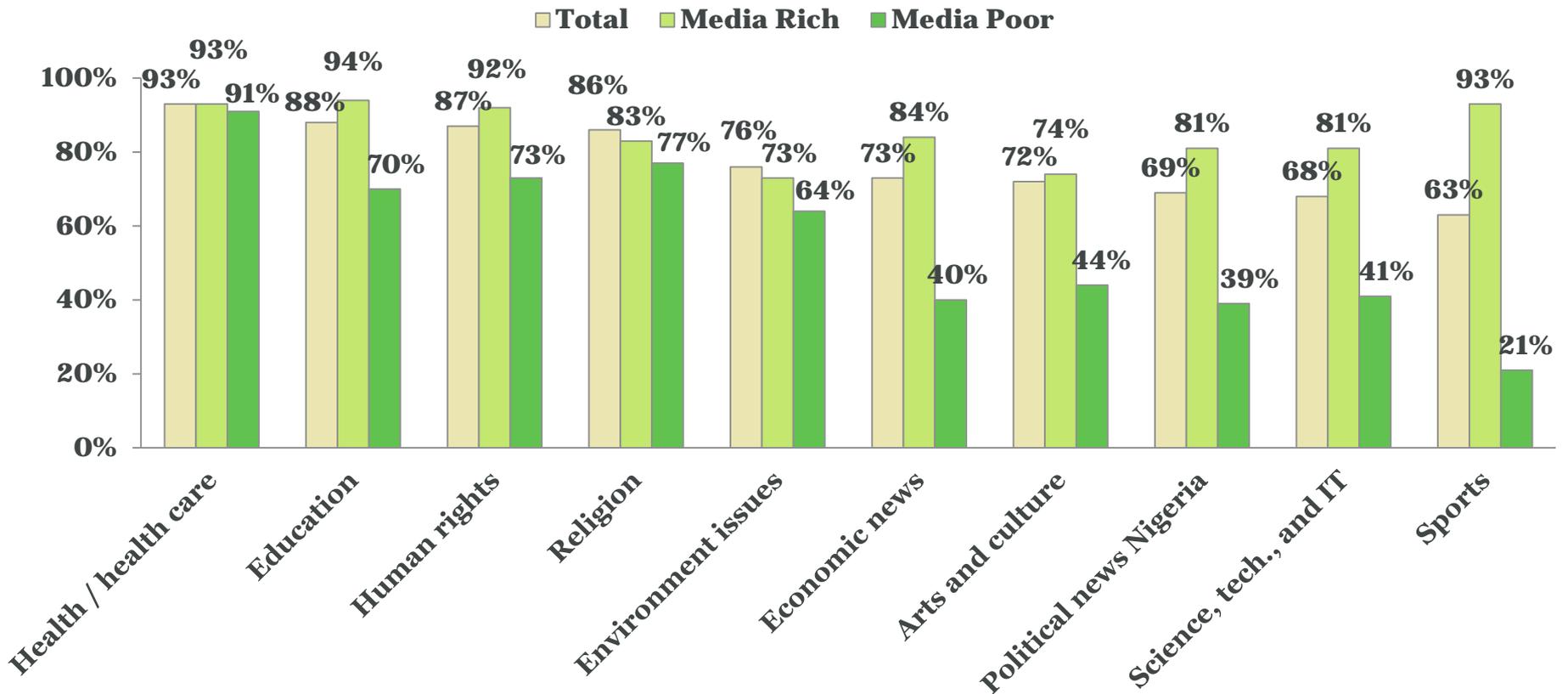


News and Current Events Gap



Differences in Topics of Interest

Please tell me your level of interest in each of the following topics. (% of respondents “somewhat” or “very” interested)



Closing Thoughts

- Nigeria is a complex country grappling with serious economic, political, and security challenges
- New media are an increasingly effective pathway for reaching Nigerian audiences, especially those who are media rich
- However, there remain media poor segments of the population who can only be reached through traditional media (if at all)



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Upcoming BBG Research Series events:

– Tuesday, June 3: Ukraine

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