

P R O F I L E



Language of Broadcast: Hausa

Content: 13 hrs. of original radio programming per week; Internet

Distribution: 32 affiliates (32 FM), 1 IBB MW and 3 - 5 SW frequencies

Radio: The Hausa Service has four 30-minute air-shows Monday thru Friday and 2 on Saturday and Sunday. The Service also produces a weekly health program. These are broadcast through SW, MW and FM frequencies. The Service has 32 active FM affiliates in Nigeria, Ghana, Niger, Mali, Burkina Faso and Senegal. Several local radio stations in Nigeria also carry packaged VOA Hausa programming.

New Media: The Service offers live and recorded broadcasts as well as written content on its website, and at hausavoa.mobi provides the latest news to mobile phone users. The service is on both Facebook and Twitter.

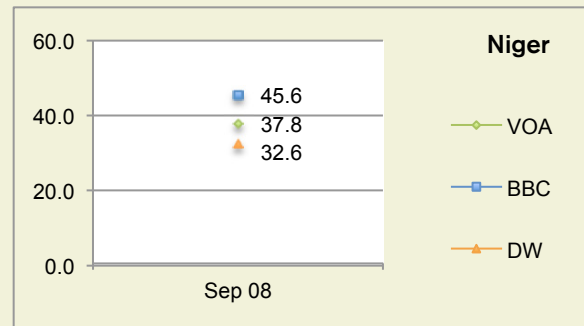
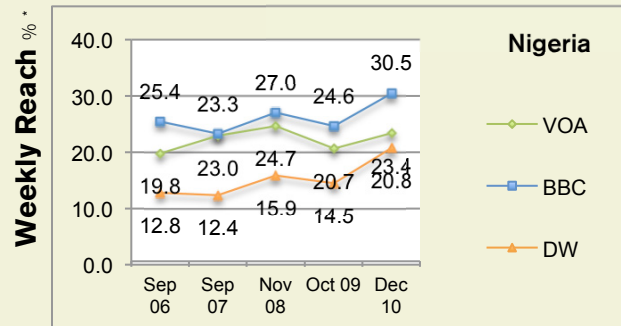
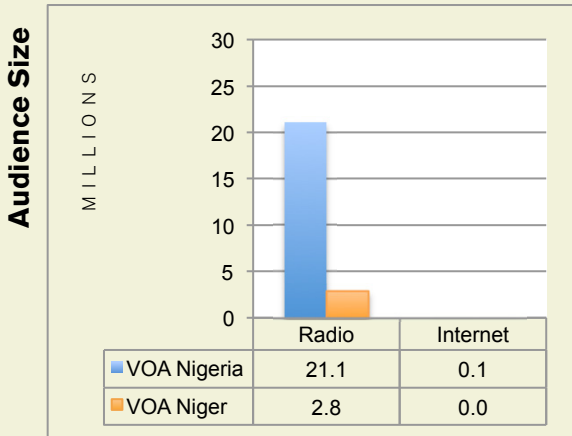
Staff: 10

Budget: \$1,338,000

Established: 1979 to present



P E R F O R M A N C E D A T A (Using Data from Nigeria, Dec. 2010 & Niger, Sept, 2008)



Weekly Reach by Media (%)		Awareness (%)	
	Nigeria	Niger	
Radio	23.4	37.8	57
TV	na	na	64
Internet	0.1	<.1	
Total	23.4	37.8	

Credibility

Percentage of surveyed weekly audience that found broadcasts credible (%)	
	Nigeria
Radio	95
TV	na

Understanding

Percentage of weekly audience whose understanding of topics increased "A Great Deal" or "Somewhat" (%)	
	Nigeria
Current Events in Country	91
U.S. Culture	81
U.S. Policies	75

Quality

Combined Scores from audience panel	
	VOA
Radio	3.6
TV	na

Hausa

*Data in relation to national populations, not just Hausa speakers. Reach among Hausa speakers only is significantly higher.

Data are from a December 2010 survey of adults (18+) in Nigeria and a September, 2008 survey of adults (15+) in Niger.

Hausa Broadcasting

A U D I E N C E C O M P O S I T I O N

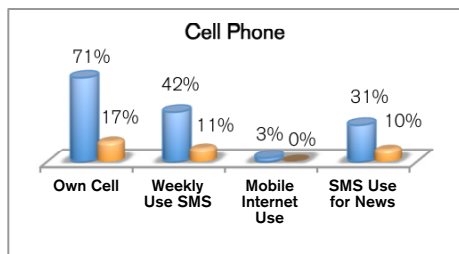
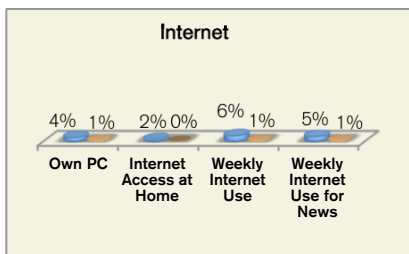
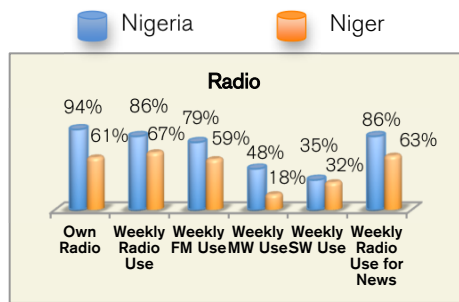
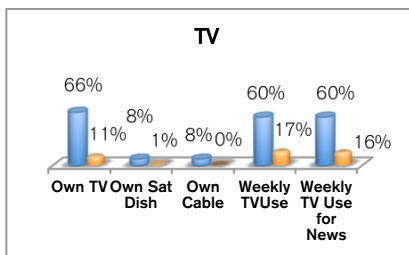
Total Population of Nigeria 162.3 million and Niger 16.1 million

	Nigeria Sam.	Nigeria Weekly Aud.	Niger Sam.	Niger Weekly Aud.
Sex	%	%	%	%
Male	49	61	45	66
Fem.	51	39	55	34
Age				
15-24	28	27	28	28
25-34	28	28	24	23
35-44	18	18	16	18
45-54	14	15	15	16
55-64	9	8	10	8
65+	2	4	7	6

	Nigeria Sam.	Nigeria Weekly Aud.	Niger Sam.	Niger Weekly Aud.
Educ.	%	%	%	%
None	41	62	82	78
Primary	21	17	10	11
Second.	31	16	5	7
Higher	8	5	3	5
Ethnicity/Nationality				
Hausa	42	74	62	79
Yoruba	21	1	na	na
Igbo	14	2	na	na
Djerma	0	23	20	5
Other	23	74	18	16

	Nigeria Sam.	Nigeria Weekly Aud.	Niger Sam.	Niger Weekly Aud.
Residence	%	%	%	%
Urban	41	44	19	21
Semi-urb.	10	5	na	na
Rural	49	50	81	79
Language Spoken at Home				
Hausa	49	90	66	83
Yoruba	20	1	na	na
Igbo	12	1	na	na
Other	19	8	34	17

M E D I A U S E



Top Ten Sources of News (Nigeria)

1. NTA
2. BBC
3. VOA
4. DW Radio
5. FM Kano
6. Rima FM Radio Sokoto
7. Radio Jigawa
8. AIT Lagos
9. Freedom FM
10. Osun Radio

Top Ten Sources of News (Niger)

1. Tambara FM
2. Radio Fara'a
3. Alternative FM
4. Tele Sahel
5. Africa N.o.1
6. La Voix du Sahel
7. Dallol FM
8. L'Evennement
9. Radio Anfani FM
10. Douinia TV

Web Analytics

Weekly Visitors	17,900
Weekly Visits	33,900

C O N T E X T



Political Situation

- **Freedom House Political Freedom Index (2011):** Nigeria—PARTLY FREE; Niger—PARTLY FREE
- **Economist Intelligence Unit Instability (2010):** Nigeria—HIGH RISK; Niger—VERY HIGH RISK
- Cameroon and Ghana have small populations of Hausa speakers, but it is oil-rich Nigeria—Africa's most populous and economically significant country—where the impact of Hausa broadcasting is greatest. More than half of the country's adult population comprises largely Hausa-speaking Muslims. Around half the population of neighboring Niger speaks or understands Hausa.
- Censorship remains a serious issue for private broadcasters in Nigeria. VOA's affiliates have been no exception (Freedom FM's executive vice-chairman Alhaji Ado Mohamed was arrested in June 2009). The problem is acute in the north as regional and local authorities lash out against content perceived as anti-Islamic.
- Nigeria has had an elected government since 1999, and the government is now challenged with keeping the country from fracturing along ethnic and religious lines. Umaru Yar'Adua of the ruling People's Democratic Party (PDP) won the presidency following the April 2007 elections, but died of illness in May 2010. Vice President Goodluck Ebele Jonathan, also of the PDP, was sworn in as Nigerian president one day after Yar'Adua's death and reelected in April 2011.

Media Environment

- **Freedom House Press Freedom Index (2011):** Nigeria—PARTLY FREE; Niger—NOT FREE
- **Reporters Without Borders Index (2011):** Nigeria—56.40 (126/179); Niger—2.50 (29/179)
- The media landscapes in the north and south of Nigeria differ dramatically. Media in the north continues to revolve around radio; access to and use of shortwave radio has not changed significantly for several years. Even among elites in capital cities in the north, television and Internet use are not prevalent. In the south, on the other hand, evening TV audiences have surpassed evening radio listening.
- Reception issues are a continuing concern as the ban on rebroadcasts of foreign radio programs continues and most listening to VOA takes place on shortwave. Nigeria continues to be a strong shortwave market, though this is almost entirely due to the habits of the Hausa population, as their daily use of shortwave radio is six times higher than that of other Nigerians.
- Hausa audiences are far less likely to watch television or use the Internet than are other Nigerians. While the most common way of going online is at Internet cafes, mobile phones represent the most prevalent means of personal access. Social networking sites such as Facebook are increasingly popular as a source of news and information.