



Nigeria Media Use 2012

Main Findings

- Massive growth in “connectedness” in past few years.
- Former media gap between Hausa-speakers and others has narrowed; increase in Hausa phone ownership accounts for growth in mobile.
- Internet use strong across the board at 20% weekly; but varies sharply by demographic.
- Growth of Internet largely due to take-up of mobile Web; a shift from café-centered Internet culture.
- More than 50% in all demographic groups own mobile, except least educated (even among whom, 30% have mobiles).
- Mobiles widely used for non-voice activities, especially SMS, Web, social networking.
- News-sharing by SMS, social networking, email very important.
- Broadcast media still dominate for news.

Methodology

This report contains results from a nationally representative, face-to-face, survey of 3,000 Nigerians aged 15 and older. The total 15 and older population covered by this survey in Nigeria numbers 92,511,000. Interviewing was conducted March 9–April 7, 2012, in English, Yoruba, Hausa, Igbo, and Pidgin by Nigerian interviewers. About one-quarter of one percent of the population was excluded due to security concerns resulting from ongoing Boko Haram attacks in central Kano. All results are weighted by age, gender, and educational attainment to reflect population projections.

General Media Environment

The Nigerian media market is dominated by radio and television, though mobile and Internet technologies are increasing in importance.

Almost 9 in 10 Nigerians (87.4%) say they listened to radio in the past week, and nearly three-quarters (72.5%) say they watched TV. Though incidence of radio use is similar in urban and rural environments, Nigerians who live in cities are more likely than those in rural areas to have watched TV in the past week —

89.9% vs. 67.8%, respectively.

Internet use appears to have increased dramatically since the past survey, most likely driven by the sharp increase in access to the Web via mobile phones. The 2012 Gallup/BBG survey finds that one-fifth of the population has accessed the Internet in the past week (20.4%), compared with 6% in December 2010. Mobile phone ownership continues to grow; almost three-fourths of Nigerians (73.1%) now say they have their own mobile phone, compared with 62% in late 2010.

Respondents were also asked more specifically about how often they use different forms of media to get news. Hausa-speaking Nigerians are significantly more likely than those who do not speak Hausa to say they listen to news on the radio every day or most days (68.7% vs. 53.3%, respectively).

Though non-Hausa speakers make heavy use of radio and television, they are more likely than Hausa speakers to use Internet and mobile technologies, including SMS/text messaging and social networking websites for news. However, these discrepancies between Hausa and non-Hausa speakers are considerably less pronounced than was the case in earlier surveys, suggesting that the media access gap is narrowing. Hausa speakers are also less likely than other Nigerians to say they read a newspaper at least once a week.

Radio programming offers access to the greatest number of Nigerians; TV follows closely behind.

More than 9 in 10 Nigerians (92.6%) say they have a radio in their homes, while almost as many (87.4%) say they have listened to the radio in the past 7 days. There are no significant demographic differences between radio listeners and non-listeners — radio use is prevalent across all major demographic segments.

Nigerians listen primarily to FM stations — 93.6% of past-week radio listeners say they used FM during that time, while 45.3% say they used AM and 28.7% shortwave frequencies. Though Hausa speakers are about as likely as other Nigerians to say they used FM, they are considerably more likely to also use AM and shortwave bands. Overall, about 4 in 10 past-week listeners say they used a mobile phone to listen to the

radio in the past week, with Hausa speakers somewhat less likely than non-Hausa speakers to have done so.

Overall, 78.9% of Nigerians say they have a working television in their household. TV ownership is more prevalent in southern Nigeria (87.3%) than in the north (71.1%). Almost three-fourths of Nigerians overall (73.3%) have antennas for television reception, 13.0% use an individual satellite dish, and 10.1% have a cable connection.

TV viewership does vary somewhat by demographic group. The urban population is more likely to have watched in the past week than the rural population — 90.0% vs. 67.8%, respectively. Socioeconomic status is also important in understanding TV use: Individuals who say they can afford more than basic necessities are much more likely than those who cannot to have watched in the past week (91.6% vs. 63.1%).

Mobile phones continue to grow more prevalent in Nigeria. In a population where 9.4% of the population has a computer in their household, the Internet is often accessed via mobile phones.

Almost 8 in 10 Nigerians (78.6%) say they have a mobile phone in their homes, compared with 71% in late 2010 and 59% in 2009. Almost three-fourths (73.1%) of adults say they themselves have a phone, up from 62% in late 2010. Another 17.6% of Nigerians say they have access to a friend or relative's phone. Current mobile phone owners include 68.7% of Hausa speakers and 76.2% of non-Hausa speakers.

Just over three-fourths of Nigerians (77.4%) say they have used a mobile phone in the past week. Among past-week mobile phone users, 77.7% say they sent or received text messages during that time. The next most common activity — mentioned by 39.4% of past-week mobile phone users — is listening to the radio. Young Nigerians are more likely than their elders to listen to the radio on their phones; 47.7% of mobile phone users aged 15 to 24 say they had done so, versus 29.8% of those 35 and older. Hausa speakers and non-Hausa speakers are equally likely to have listened to the radio over their phones.

In a population where 9.4% of the population has a computer in their household, the Internet is often accessed via mobile phones. Roughly one-fourth (26.0%) of past-week mobile phone users say they accessed the Internet on their phones. Adults under 35 are much more likely to have accessed the Internet on their phones than those 35 and older. Use of mobile

phones to access social networking sites also trends sharply downward with age. Generally, young adults are more likely to use their mobile phones in a wider variety of ways than those who are older, suggesting a generational shift in communications and media use habits in Nigeria.

Overall, one-fifth of Nigerians (20.4%) say they have used the Internet in the last seven days, compared with 6% in late 2010. Internet access depends on socioeconomic status. Those with more than a primary education are more than 10 times as likely as those with a primary education or less to have used the Internet in the past week — 32.1% vs. 2.6%, respectively. Similarly, those who can afford to purchase more than basic necessities are about four times as likely (39.1%) to report using the Internet as those who cannot (10.7%). However, Hausa speakers and non-Hausa speakers are similarly likely to have used the Internet within the past week — 17.9% vs. 22.2%, respectively. Internet use is more prevalent in urban than in rural areas — 38.3% of Nigerians who live in cities or city suburbs say they have gone online in the past week, versus 15.6% of those living in villages or rural areas.

Sending or receiving email, finding the latest news, and updating a social networking profile are the most popular activities on the Internet. Though younger Nigerians are more likely than those 35 and older to have used the Internet at all in the past seven days, among Internet users in each age group, there are relatively few differences regarding use of different online activities. One notable exception is updating social networking profiles, which drops among those 35 and older. However, with regard to using email and downloading videos, past-week usage trends upward with age.

Overall, nearly one-fourth (22.7%) of Nigerians report having used social networking technologies via Internet sites or mobile phone services in the past 7 days. Similar to overall Internet usage, those with more than a primary education are much more likely than those with a primary education or less to have used social networking technologies — 35.8% vs. 2.6%, respectively. Finally, young adults (age 15 to 34) are more likely than those 35 and older to be social network users.

Contact

For any questions or further information on this data, please contact the Broadcasting Board of Governors at pubaff@bbg.gov or 202-203-4400