

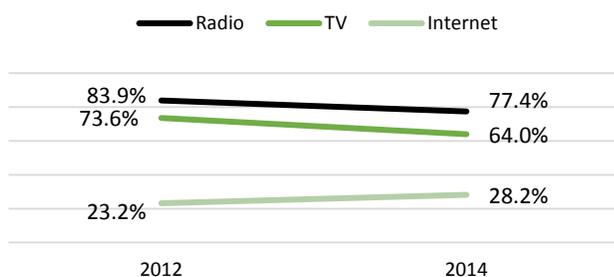


Contemporary Media Use in Nigeria

Nigerians are avid consumers of news, with two-thirds saying they access news at least once a day (66.6%). This rate is even higher among men (72.8%) and those living in urban areas (72.4%).

Radio is the dominant news platform in Nigeria, with 77.4% overall and more than seven in 10 across all major demographic groups saying they listen to the radio for news at least weekly. Word of mouth (66.1% weekly) and TV (64.0% weekly) follow as the most common means of getting news. The Internet ranks fourth with 28.2% of Nigerians using it as a source for news at least weekly.

Percent who use each media platform at least weekly for news



More than half of Nigerians aged 34 or younger receive news via SMS as do more than three-quarters of those with at least a secondary education. Younger and more educated Nigerians are also the group that is most likely to get news through the Internet, social networking websites, and mobile apps, but these sources are less commonly used for news overall.

Traditional Media

Most Nigerian households have both a working radio (83.4%) and a television set (74.6%). There is little demographic variation in ownership rates, but urban households are more likely to have a TV (83.7%), and TV ownership rates are considerably lower among those with less than a secondary education (60.6%).

AM and SW use declined

Three-quarters of Nigerians overall say they listened to the radio in the past week (78.4%). Hausa speakers are even more likely to have done so (86.6%). In terms of waveband, FM is by far the most commonly used (90.4%), while AM (30.2%) and SW (19.7%) use fell in 2014 (from 45.3% and 28.7%, respectively). However, these wavebands remain somewhat more popular among Hausa speakers, 52.7% of whom say they have listened to AM while one-third have listened to SW (36.4%). Nonetheless, while FM is less heavily used among Hausa speakers (81.9%) than the general public, it is still the dominant waveband among this group as well.

Most Nigerians report past-week usage of a conventional radio (64.7%). Nearly four in 10 say they listen to the radio weekly using a mobile phone (37.3%) and 12.0% report listening on a car radio. Other methods of listening are relatively rare, with no more than one in 20 listeners saying they have used a satellite receiver (5.1%), cable TV (4.0%), or the Internet (3.4%) to listen to the radio in the past week.

Three-quarters of radio listeners (75.3%) say they regularly listen to the radio in English, more than double the rate for any other language.

Cable overtook satellite TV

Nearly two-thirds of Nigerians say they watched TV in the past week (62.6%). The vast majority of TV owners receive their broadcasts using an antenna (84.9%) while just 20.8% say they have cable TV. Even fewer TV owners have either an individual (16.8%) or shared satellite dish (2.7%). Antenna users appear to be adopting cable faster than satellite TV – cable access increased from 12.9% in 2012 (matched by a decline in antenna use from 93.0%) whereas satellite access rates remained the same.

Most cable and satellite owners pay extra to access more channels (80.8%) instead of relying on just those channels that can be accessed for free. DSTV/Multichoice (47.5%) is the leading provider among this segment, while roughly one in five subscribe to one or more of the country's second-tier cable/satellite providers.

New Media

Mobile phone ownership (87.0%) surpassed ownership rates for both radios (83.4%) and televisions (74.6%) at the household level. Most individuals also own a personal mobile phone (83.0%) with half of those who do not reporting that they have access to a mobile phone owned by someone else (55.1%). Mobile ownership is likely to be virtually universal in the near future as the personal ownership rate increased by 10 percentage points over the past two years (73.1% in 2012).

Home Internet access also increased sharply— nearly tripling from 7.5% in 2012 to 22.9%. This growth is directly linked to the continued spread of mobile technology, as 95.7% of weekly Internet users say they accessed the Web using a mobile device in the past week, and the rate of household computer ownership (9.5%) was unchanged in 2014.

Younger and more educated Nigerians lead the way in mobile phone ownership and Internet use.

More than nine in 10 of those with at least a secondary education personally own a mobile phone compared with 71.3% of those with less than a secondary education. Personal mobile ownership rates across age groups are highest among those aged 25 to 34 (89.3%) – well ahead of those aged 35 or older (78.8%) and also leading those aged 15–24 with a relative lack of purchasing power likely suppressing the rate among younger Nigerians. Higher mobile ownership rates among men (87.8%) are likely due to their greater individual purchasing power (men are more likely to be employed 48.2% vs. 36.6% of women). This is also due to the tendency in developing societies for men to outpace women in the adoption of new technology.

These patterns are even starker when it comes to the Internet. Education is the most dramatic differentiator in Internet use, with 62.2% of those with a post-secondary education having gone online in the past week compared with 38.3% of those with a secondary education and just 7.6% of those with less than a secondary education. Age is also a major driver of Internet use; those aged 15 to 24 are four times more likely than those 35 and older to have gone online in the past week. As with mobile ownership, men (34.3%) lead women (18.4%) in past-week use.

Nearly all who own or have access to a mobile phone have made or received phone calls on their mobile phone in the past week (96.5%) and 77.2% have sent or received text messages. Less frequent activities such as listening to the radio (41.1%), accessing the Internet (31.9%), or accessing a social networking site (21.9%) are far more common among younger Nigerians, with roughly half of mobile phone users aged 15 to 24 having done these activities in the past week.

Internet cafés are no longer a primary means of Web access

The growth in home Internet access has led to a rapid decline in the use of public/shared access points such as Internet cafés (19.7%) and school/universities (19.9%) among weekly Internet users. The shift in Internet café use is particularly stark – while 28.2% of weekly Internet users said this was the location from which they accessed the Internet most often in 2012, just 2.0% said that was the case in 2014. Instead, the majority of Internet users access the web from home (83.2%) or from multiple locations using a mobile device (66.7%). Meanwhile, Internet use at work remained relatively low at 33.8%.

Finding out the latest news remains one of the most common Internet activities in 2014 (79.3%) among weekly Internet users. Reading blogs (63.6%) and sharing photos or videos (61.4%) are more popular than they were in 2012, while the majority of weekly users also reported posting comments on a blog in the past week (60.3%). The percentage of users who said they used the Internet to send or receive email declined sharply.

While two-thirds of Nigerians have heard of social networking services (65.1%), just 29.2% of Nigerians have used one in the past week. Awareness and use rates are much lower among older and less educated Nigerians – 50.9% of those 35 and older have heard of social networking services and just 13.1% of this age group said they used such a service in the past week. Facebook (93.2%) is by far the most popular social networking service, although substantial number of past-week social network users also use 2GO (68.3%).

Methodology

The analysis in this report is based on 4,000 face-to-face interviews with adults aged 15 and older living in Nigeria. Trained interviewers conducted interviews Jan. 27–March 21, 2014, in English, Hausa, Yoruba, Igbo, and Pidgin. Security concerns prevented interviewing from being conducted in Borno state, which excluded 2.2% of the population. All results are weighted by age, gender, region, and educational attainment to reflect the characteristics of the national population. These findings are representative of the views and opinions of 95,077,248 Nigerian adults.

Contact

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