

SCIMDER



KANO STATE 2024 HOUSEHOLD RADIO LISTENERSHIP RESEARCH

nasara
guarantee vision freedom
wazobia muhasa
ammasco
sound ptentid
cool express
aminci kano
premier nil
darewala
radio liberty rahama
gemx freedom

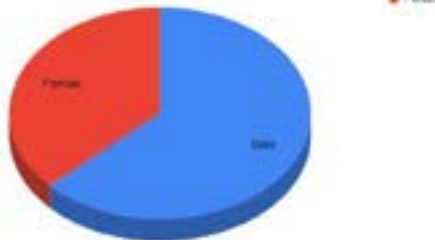
**Conducted by: Sahel Centre for Information, Media
and Development Research (SCIMDER)**

Kano State, being the most populous and the epicentre of Nigeria’s commerce and politics, is one of the leading Nigerian states with a vibrant, unique, and emerging media industry. However, there is a dearth of statistics and industry-focused research that explain and document the history, nature, and evolving patterns of its vibrant media industry—broadcast (radio, TV), film and music (Kannywood), print media (conventional and online newspapers), and social media, leaving gaps in historical documentation, managerial and strategic insights. The Sahel Centre for Information, Media, and Development Research (SCIMDER) embarks on a groundbreaking mission to illuminate this uncharted territory, beginning with the state’s most ubiquitous medium: radio. With 30 active radio stations as of December 2024, Kano’s airwaves pulse with opportunity, competition, and untapped potential. As an exploratory and maiden study, we aim to examine listeners’ attitudes towards radio, information access and its barriers, listenership patterns and habits, opinions about radio programming, radio station awareness and preferences, and emerging trends in media consumption. We used a mixed-method design: a survey, in-depth interviews, and field observations. We administered 737 questionnaires across nine local governments, three from each senatorial zone.

Key Findings

- 1. Radio Listenership Trends:** Despite the increasing influence of the internet and social media, radio listenership in Kano is substantial, with 51% of respondents actively engaging with radio. A deeper analysis of the data reveals a higher listenership rate in urban centres than in rural areas, with men listening more frequently than women, especially in rural settings. Notably, young people constitute a significant listener demographic, with males gravitating towards sports and entertainment programs, while females prefer storytelling and similar content. This underscores the need to tailor programming to diverse audience segments.
- 2. Barriers to Listening:** Half (51.2%) of non-listeners cite accessibility issues, such as lack of radio sets, weak signals, or insufficient knowledge of operating radio on phones. This problem is more prevalent among women in rural areas, reflecting economic disparities and geographic challenges. Behavioural reasons account for 48.8% of non-listening, including lack of time, preference for other media, or perceiving radio as outdated. Addressing these barriers could significantly expand listenership.
- 3. Mediums and Time Belts:** Radio sets (48%) and phones (48%) are the dominant devices

Figure 1



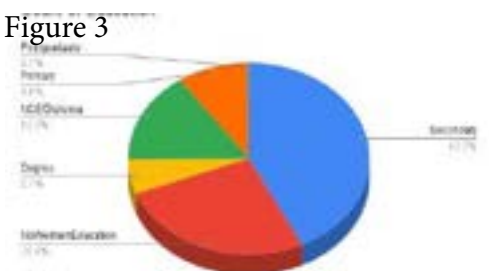
Respondents' Gender Distribution

Figure 2



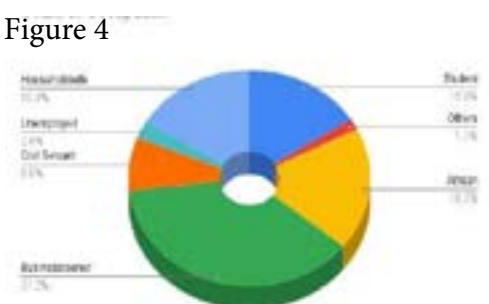
Respondents' Age Distribution

Figure 3



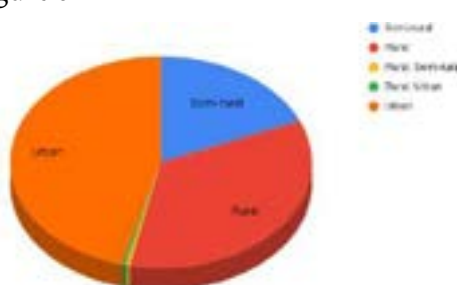
Respondents' Education Distribution

Figure 4



Respondents' Occupation Distribution

Figure 5



Location Distribution

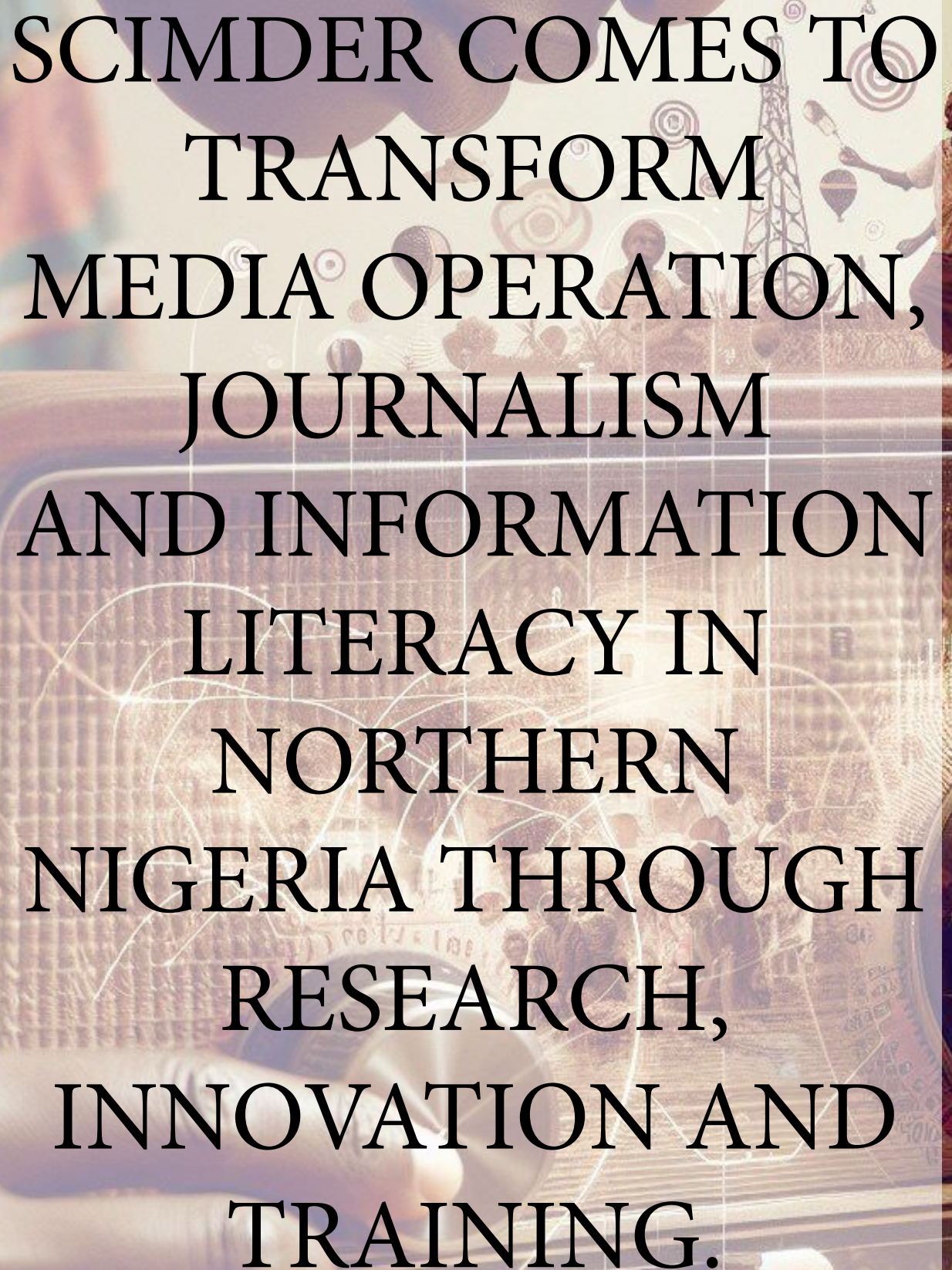
used for listening, while social media and online radio platforms are underutilized. Weak radio signals in rural areas, such as Jita Dutse in Tudun Wada LGA, further highlight the reliability of traditional radio sets. Regarding time belts, most listeners (36%) tune in throughout the day, with morning and evening slots being particularly popular. Women in rural areas often listen passively through their husbands' choice of programs, limiting their preference in selecting content.

4. **Proliferation of the radio stations:** Respondents see the proliferation of radio stations in Kano as beneficial for providing diverse choices and job opportunities.
5. **Audience preference and use:** The audience's tastes and usage were monolithic, with only a small number of stations out of thirty controlling the top and middle tier categories. For example, Dala (24.82%), Express (22.7%), and Arewa: 37 (13.12%) drew 60% out of 100% under women and children programming, while Arewa (30.36%) and Freedom (18.11%) took nearly half of the share under the station with the best quality content selection.
6. **Market leaders:** Arewa, Freedom, Express, Dala, Rahama, and Premier emerged as the most preferred stations across various programmes. Arewa and Freedom are the top two all-around competitors, with the former giving a wider edge in sporting and news and the latter in political and magazine programming.
7. **Audience loyalty:** We observed that listener loyalty in Kano's radio landscape is deeply entrenched, particularly toward older, more established stations. A significant portion of the audience remains fiercely devoted to a single station, while others diversify their preferences across two or three. This loyalty appears to stem from a combination of factors, including content variety, trustworthiness, and familiarity.
8. **Underperforming Stations:** Some stations performed poorly in audience preference and listenership metrics, with several

receiving barely 0 to 3 mentions across all programming categories. This underperformance spans both older, established stations and newer entrants, suggesting that age alone does not guarantee success. While this does not imply a complete absence of listenership, it highlights a scarcity of devoted listeners, a lack of distinctive programming, and inadequate audience engagement strategies.

- 9. Emerging Stations:** Despite being relatively new, stations like Premier, GCMX, and Muhasa have more notable audience preferences than some of their predecessors. This shows that any station that targets a particular audience niche or region or has a distinguishing programming style has a high chance of gaining its share of loyal listeners because the market is still relatively uncrowded.
- 10. Regional Preference and Signal Strength:** Certain stations are preferred above others in their respective regions. Express radio, for example, enjoys a high level of audience devotion in Kano North but a relatively low one in Kano South. In the same vein, new stations like GCMX seem to have devoted listeners in rural areas, especially Kano North, in part due to their closeness (being situated in a rural area). Wazobia radio is mostly preferred by non-Hausa speakers in places like Sabon Gari.
11. However, listeners demonstrate loyalty to older stations, though newer ones are recognized for unique content. Political and religious programming is perceived as repetitive by a minority of respondents. Listeners favour stations that frequently announce their frequencies, enhancing recall and loyalty.
- 12. Promotional Gaps:** The promotion of radio stations is limited, with random searches and word-of-mouth being the primary discovery methods. The lack of outdoor advertising and digital promotion may hinder station visibility and audience growth. Additionally, foreign Hausa services have limited penetration, with only 37.6% of respondents tuning in, primarily through radio sets and social media.
- 13. Foreign Hausa Services:** one-third (33.3%) of the respondents who indicated listening to local radio listen to foreign Hausa services. BBC emerged as the market leader, TRT is the emerging players and Radio China, Russia and Iran have zero mentions indicating poor listeners

Interesting!
semi-rural
Right?



SCIMDER COMES TO
TRANSFORM
MEDIA OPERATION,
JOURNALISM
AND INFORMATION
LITERACY IN
NORTHERN
NIGERIA THROUGH
RESEARCH,
INNOVATION AND
TRAINING.



Sahel Centre for Information, Media and Development Research (SCIMDER)

Sahel Centre for Information, Media, and Development Research (SCIMDER) is a non-governmental organization incorporated in Nigeria by the Corporate Affairs Commission in 2022. SCIMDER aims to promote healthy information processing and consumption through innovative research, training, campaigns, advocacy, and effective integration of communication in development interventions for speedy and sustainable development.

Its objects cut across diverse development communication ecosystems such as media and democracy, science communication, social media analytics, information and media literacy, information disorder, fearless and data-driven journalism, and digital skills empowerment.

Contact us

Add: Number 10 Gyadi Gyadi, Zaria Road Kano

Web Add: www.scimder.com

Email: info@scimder.com isanyaya@gmail.com

GSM: 09137373131/ 08037024255 / 07031104932

Slogan

Building a well-informed society for inclusive democracy.

Vision

To be a reference centre of excellence for impactful information and media research, training and advocacy in the Sahel

Mission

To innovate solutions for information and media-related issues in the Sahel, synergizing cutting-edge technologies and unique Sahelian cultural communication, for a well-informed society and high democracies.

Research Method

The validity of any research findings depends on the research method and ethical standards observed during the study. We tried to observe methodological and ethical standards to the best of our ability.

Research Design

We used a mixed-methods design: a survey and field observations (tracking radio signals strength)

Population

Kano state population stands at 15.5 million according to the Kano State Bureau of Statistics 2022 population projection. This study targets 15 years of age to above and hence, residents with 14 years below, about 7 million were excluded. Hence, the study population was approximately 8.5 million.

Sample Size

The sample size is 601 based on the 8.5 million population of Kano residents 15 years and above, calculated using a 95% confidence level, a margin of error of 4%, and an estimated population proportion of 0.5 to ensure appropriate representation. However, we distributed 737 questionnaires to improve the validity of the data.

Sampling Technique

A multistage sampling technique was adopted. Kano State has 44 local government areas grouped under three senatorial districts. The sampling process was done at three levels. Stratification of the 44 LGAs based on the three senatorial districts; Kano Central (15 LGAs), Kano North (14 LGAs) and Kano South (15 LGAs). In the second stage, we used random sampling to select three LGAs from each senatorial zone using the LGAs list from INEC as a sampling frame. Fagge, Gwale, and Kano Municipal were randomly selected from Kano Central; Karaye, Tsanyawa, and Dawakin Tofa from Kano North; and Wudil, Tudunwada, and Ajingi LGAs from Kano South. Two political wards were further selected randomly from each LGA: Fagge LGA: Fagge C and Sabon Gari West political wards, Gwale LGA:



Lead Researcher, Dr Isah Nasidi, on a canoe during data collection at Kadiri Village, Ajingi.

Kabuga and Dandago wards, Kano Municipal: Danagundi and Sharada wards, Karaye: Karaye and Yanmedi wards, Tsanyawa: Yanganau and Dunbulum wards, Dawakin Tofa LGA: Dawanau and Tattarawa wards, Tudunwada LGA: Jita and Sabon Gari wards, and Ajingi: Ajingi and Unguwar Bai. The sample size of 601 was proportionately distributed based on the population of each local government.

Data Collection

A Google Form questionnaire was used for the data collection, which contains 30 open-ended, closed-ended, and Likert scale questions. We recruited a research assistant and administered the questionnaire using a face-to-face method. We recruited data collectors and trained

them. We visited all the selected settlements and administered the questionnaire to household members at random until we got the targeted sample size.

We avoid sharing the Google form online because a station may likely get the form and share it with their preferred listener groups.

Data Analysis

We use SPSS, Excel, word frequency analyser, and cloud generators for the data analysis. Monovariate and bivariate analysis were conducted and presented using mono and crosstab bar and pie charts. We try to avoid unnecessary academic details and jargon in order to facilitate understanding and usage of the result.



Some of Data Collectors at work

We try our best to follow scientific guidelines and ethics of research. We cannot claim perfection, we welcome observations, suggestions and criticisms.

FINDINGS

Radio Listening Pattern and Habit

Figure 6: Radio Listening



Figure 7: Radio listening vs Location

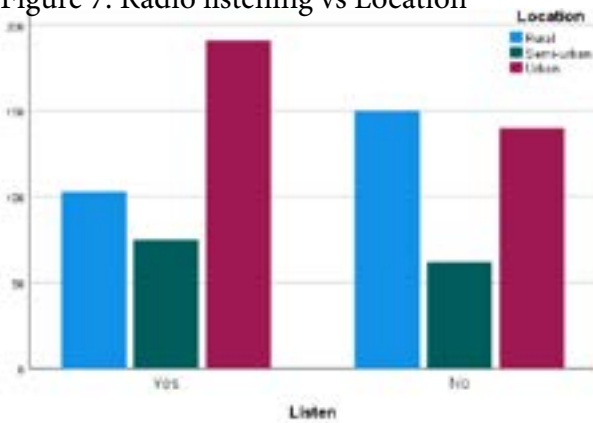


Figure 8: Radio Listening vs Gender

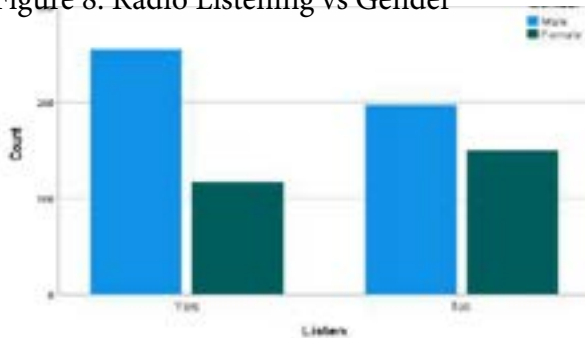
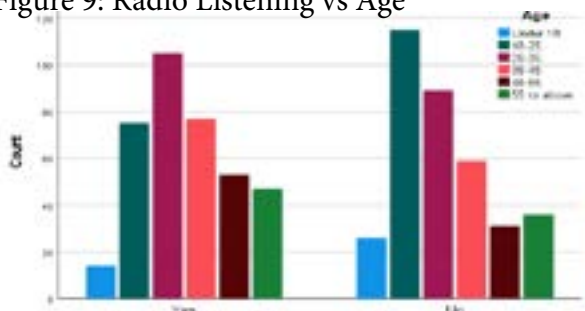


Figure 9: Radio Listening vs Age



NOTE: any graph with vs means a crosstabulation

Yes

1.1 Radio Listening in Kano State: Radio continues to play a significant role in the media landscape of Kano State, even in the face of competition from the internet and social media. This enduring relevance is reflected in the findings that 51% of the population listens to the radio, affirming the Kano’s reputation as a “radio society.” However, listenership patterns reveal interesting variations across demographic and geographic lines.

In urban centres like Kano Metropolitan, radio listenership is higher than in rural areas, where radio access is more limited, see figure 7. Similarly, men are more likely than women to tune in, especially in rural areas, where economic constraints and traditional gender roles affect women’s access to information (figure 8). These disparities have led to the identification of a group we called the Informationally Disadvantaged Group (IDG)—a demographic whose limited access to radio leaves them excluded from vital information sources.

One of the study’s more surprising findings is the high rate of listenership among young people, see figure 9. Young men are drawn to sports news, analysis, and entertainment programs, while storytelling and other forms of entertainment appeal to young women. This indicates that radio is not only a medium for older generations but remains relevant among the youth, provided the content meets their interests.

However, in terms of occupation, business owners and

Figure 10 Barriers

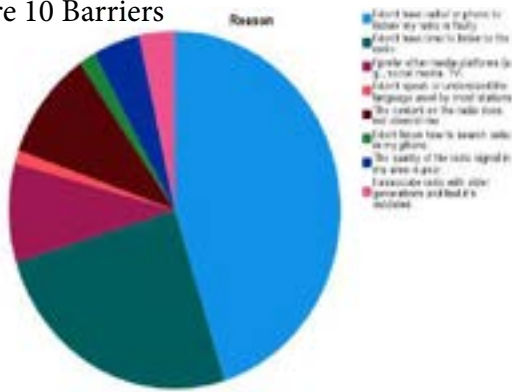


Figure 11 Barriers vs Gender

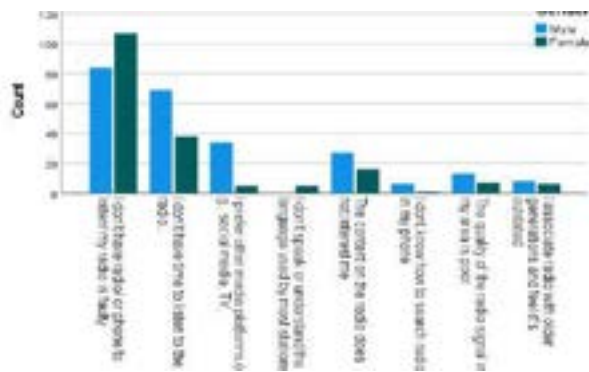


Figure 12: Medium of Listening

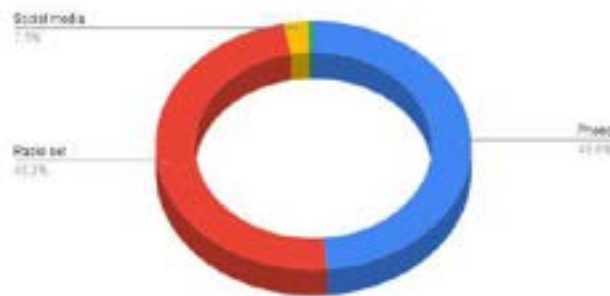


Figure 13 Medium vs Age

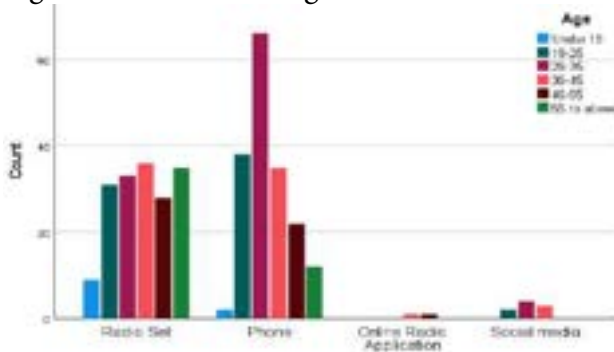
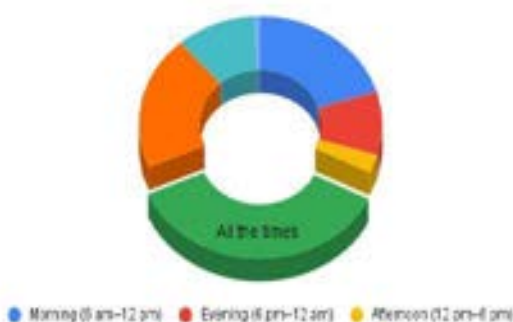


Figure 14 Listening time



artisan are the dominant radio listeners. Civil servants have appreciable share while students have a very low radio listening habit (figure 15).

1.2 Barriers to Radio Listening: Despite the vibrant radio culture, significant barriers prevent some Kano residents from listening to the radio (figure 10). These barriers fall into two broad categories: accessibility and behavioural issues.

Accessibility issues account for 51.2% of the reasons given by respondents. Many cited economic constraints as the primary challenge, particularly women in rural areas, who often lack the resources to purchase or maintain radios or phones. Geographic challenges, such as weak radio signals in certain locations, exacerbate this issue. For instance, in Jita Dutse, Tudun Wada LGA, the rocky terrain disrupts signal reception, leaving residents with limited or no access to radio. Additionally, some respondents have phones but lack the technical knowledge to use them for radio access, while non-indigenous residents face language barriers that prevent them from engaging with local broadcasts.

The remaining 48.8% of respondents cited behavioural preferences as their reason for not listening to the radio. Some view radio as an outdated medium, associating it with older generations, while others prefer alternative platforms such as social media or television. A smaller group simply lacks the habit of radio listenership.

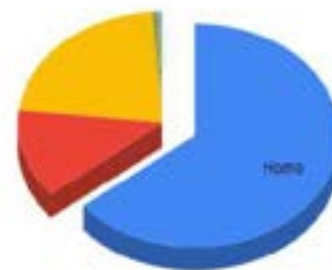
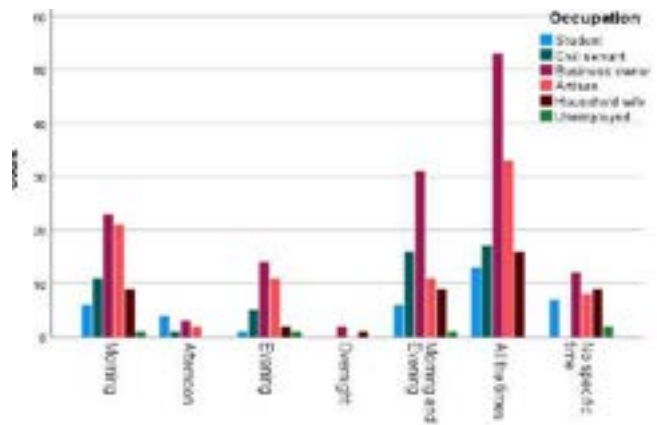
Women cited more accessibility issues more than men who cited more behavioural reasons (figure, 11).

Addressing these barriers requires a two-pronged approach: improving access to affordable devices and reliable signals, particularly in underserved rural areas, and creating targeted campaigns to highlight radio's relevance and unique value,

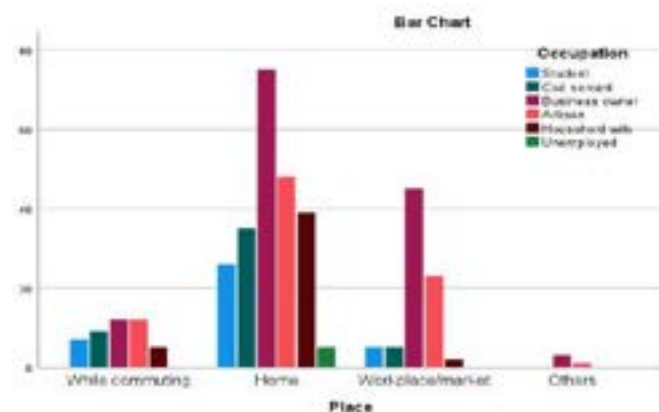
even in the digital age.

1.3 Mediums of Listening: Radio sets and mobile phones are the dominant devices used for listening, with 48% of listeners relying on each, see figure 12. However, radio sets are more reliable for receiving signals, particularly in areas like Jita Dutse, where phones often fail to pick up broadcasts. It should be noted that using the phone to listen to the radio is of two types; offline (no cost of internet data) and online (online radio applications, podcasts etc). Radio set is largely used by elderly people while younger ones use phones (figure 13), as shown in figure 10, some respondents, largely older people do not know how to turn in using their phones. Despite the increasing availability of online radio and streaming platforms, very few respondents use social media or online applications to access local radio content, and no one reported visiting station websites to listen, maybe because of the cost implication. (figure 13).

1.4 Time and Listening Habits: Time is another critical factor shaping listenership patterns. The largest share of listeners (36%) tune in throughout the day, while others favour morning broadcasts or a combination of morning and evening slots. Afternoon and overnight listenership remain minimal. Business owners and artisan are more likely to listen to the turn in all the times than other categories of occupation (figure 15). Most listeners consume radio content at home. Only business owners and artisan significantly listen at workplaces and markets (figure 17). In rural areas, women often listen to the radio only when their husbands turn it on, leaving them with little choice over programs or stations. Communal listening, such as in Dandali or Majalisu settings, also reinforces the cultural importance of radio in Kano.



Legend for Figure 13: Home (blue), While commuting (red), Workplace/market (yellow), Everywhere (green), Anywhere (orange)



SCIMDER

Have you learned anything **NEW?**

New Radio Stations' AWARENESS

2.1 Awareness of the new radio stations: Kano state has about thirty radio stations as at the end of the year 2024. A significant number of the listeners are not aware of some of the radio stations. We selected the most recently established radio stations (2023-2024) to measure people's awareness of them. Liberty topped the list with the highest number of people who know the name of the station (184) while Soundcity Radio emerged with the least (35). Generally, the new stations, especially Liberty, Jalla, Hikima, AMASCO and Kanawa have notable and competitive awareness levels, establishing themselves with strong awareness levels, signalling growth opportunities. We observed during the survey that some listeners, especially rural dwellers found it difficult to recall or pronounce some stations' names. We may not mention the names here but we will reach out to the stations with some suggestions on how to help their listeners, especially rural dwellers recall the names appropriately.

1. Liberty: 184 (12.84%)
2. Jalla: 173 (12.07%)
3. Hikima: 171 (11.93%)
4. Amasco: 165 (11.51%)
5. Muhasa: 146 (10.19%)
6. Kanawa: 146 (10.19%)
7. Gidauniya: 111 (7.75%)
8. Himma: 107 (7.47%)
9. GCMX: 75 (5.23%)
10. S: 47 (3.28%)

Figure 18: Word cloud

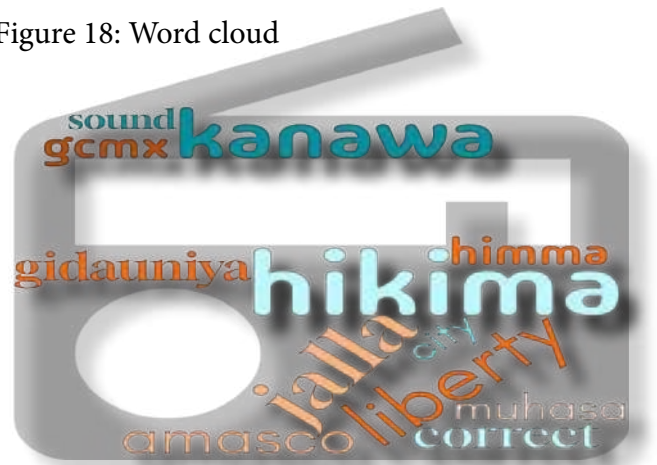


Figure 19: How they know the stations

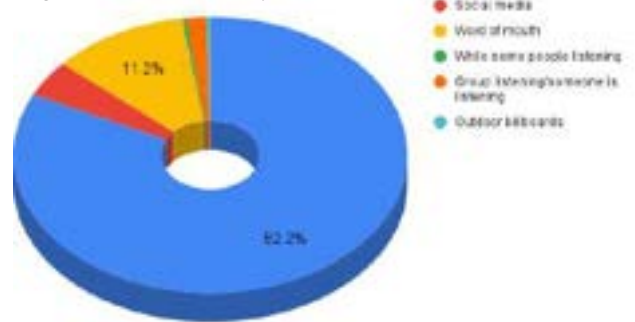


Figure 20: Listening vs Location

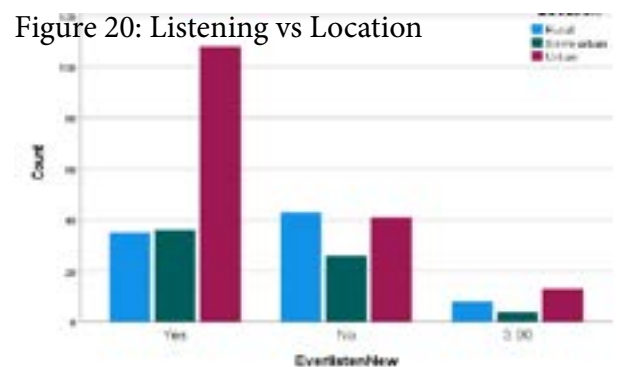
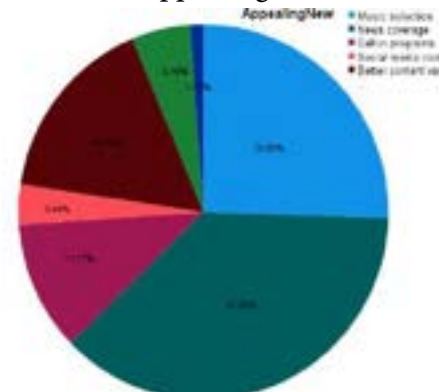


Figure 21: Most appealing content



11. Correct: 38 (2.65%)

12. Soundcity: 35 (2.44%)

The respondents mostly know these stations through random search and word of mouth, suggesting poor utilisation of others means of promoting new radio stations such as billboard (figure)

2.2 Listening: Half of the respondents who indicated listening to the radio cited listening to the new radio stations while the remaining do not listen. The new radio station listenership in Kano metropolis doubles that of rural and semi urban areas (figure 20).

2.3 Most appealing content: Music (37%), News coverage (25.5) and better content varieties (16.3) were mentioned as the most appealing content of the new radio stations. Having music as the dominant is not surprising because traditionally, music dominates new station content before it fills the gap with programmes.

2.4 Performance: the majority of the listeners rated the performance of the new radio stations as excellent suggesting their satisfaction (figure 22). However, they still prefer older, more established radio stations.

Figure 22: Performance

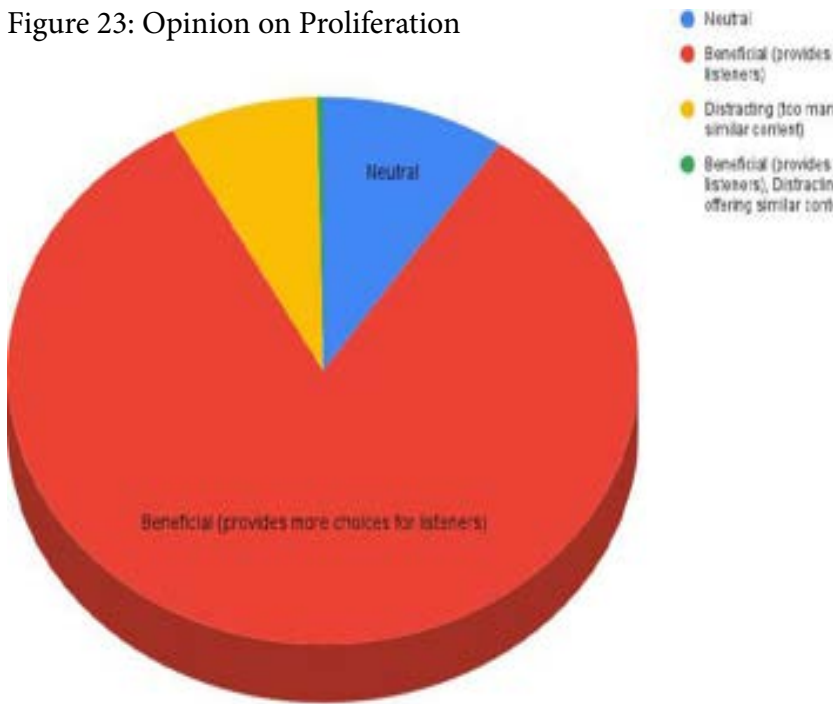


WAIT!
TAKE
A
DEEP
BREATH,
Okay,
CONTINUE

PROLIFERATION

Is the Radio Stations Proliferation Beneficial or Distractive?

Figure 23: Opinion on Proliferation



3.1 Listeners Opinion: the majority of the listeners see proliferation of radio stations in Kano as beneficial, providing listeners with more choices. Only few view the phenomenon as distraction.

3.2 Programme duplicity: Listeners' opinions on program repetition and station specialization are divided. While dominant believe content is not repetitive, few see the programmes as repetitive particularly political and religious programs (figure 24 and 25).

Figure 24: Opinion on Kano Radio Station lack Specialisation

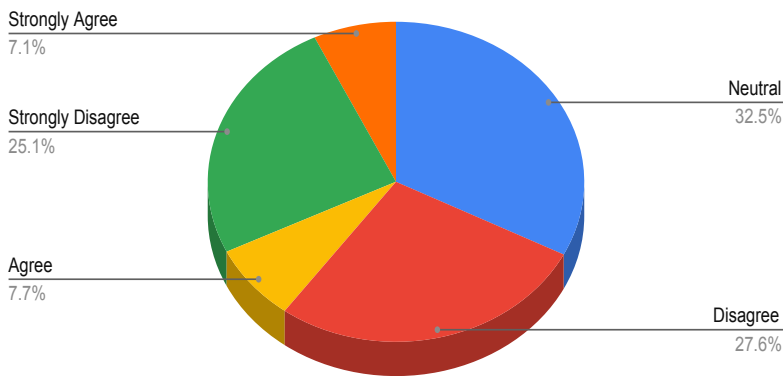
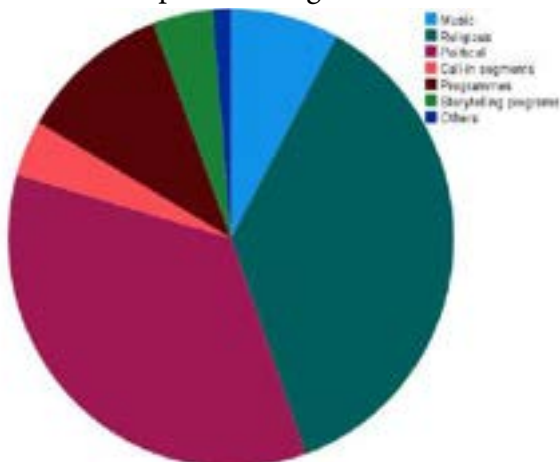


Figure 25: Most Repetitive Programmes




It seems the findings sound fascinating, Right?

More ahead!

AUDIENCE PERCEPTION CHOICE & USE

Radio listenership in 2024 reveals fascinating shifts in audience preferences. Stations have become arenas of competition, vying for the hearts and ears of Kano State's listeners. By categorising stations into Top Tier, Middle Tier, and Third Tier, we uncover a layered landscape of popularity. The top tier includes stations with strong listener bases, capturing competitive shares of at least half of the mentions of the leading station. The middle tier features stations with notable followings, at least a third of the top station's mentions, while the third tier includes less frequently mentioned stations, indicating limited reach or appeal to niche audiences. Regional preferences across Kano's three senatorial zones (North, South, and Central) are analyzed, focusing on the top tier only.

Audience is a
king.

We report
what **KINGS**
said here.



STATIONS WITH HIGHEST LISTENERSHIP IN 2024



Top Tier

Arewa 177 (18.44%),
Freedom 170 (17.71%),
Express 99 (10.31%)
Dala 93 (9.69%)



Middle Tier

Rahama 61 (6.35%)
Radio Kano: 37 (3.85%)
Premier: 39 (3.65%)
Wazobia: 32 (3.33%)



Third Tier

Guarantee: 20 (1.67%)
Gcmx: 20 (1.67%)
Pyramid: 17 (1.56%)
Nasara: 16 (1.46%)
Muhasa: 15 (0.94%)
Cool: 9 (0.94%)
Amasco: 8 (0.83%)
Liberty: 7 (0.73%)
Vision: 7 (0.73%)
Aminci: 10 (0.52%)
Hikima: 10 (0.42%)
Jalla: 9 (0.42%)
Aminchi: 5 (0.1%)

Regional Preference

Kano North

Arewa: 53 (25.6%)
freedom: 47 (22.71%)
express: 47 (22.71%)

Kano South

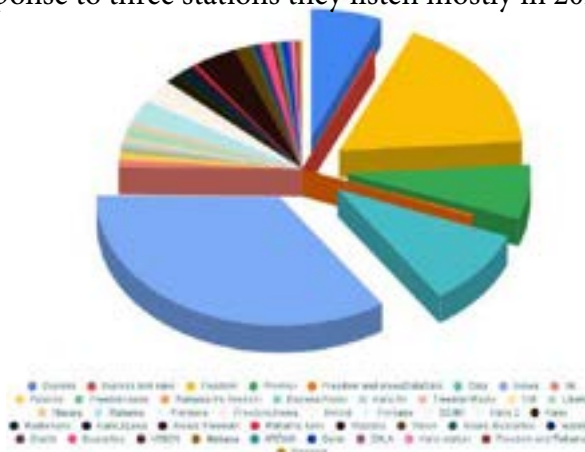
arewa: 46 (20.91%)
freedom: 45 (20.45%)
dala: 29 (13.18%)

Kano Central

arewa: 79 (18.12%)
freedom: 76 (17.43%)
rahama: 42 (9.63%)
express: 40 (9.17%)

**Kano State 2024
Household Radio
Listenership Research by
SCIMDER**

Figure 26: Response to three stations they listen mostly in 2024



Analysis

- The top tier (Arewa, Freedom, Express and Dala) takes 56.15% of the 2024 listenership.
- Arewa and Freedom emerged as the stations with highest listenership rate in 2024 with a close competition of 177 and 170 mentions
- Express, Dala and Rahama radio also compete with 99, 93 and 61 mentions, indicating they resonate with a significant number of audience.
- The emergence of Radio Kano, being a public radio station, into the middle tier indicates that the emergence of private stations does not make Radio Kano lose its audience entirely.
- Emerging Station: Premier radio, as a relatively new entrant, penetrates and makes it to the second tier showcasing it as emerging station of the year 2024.
- Demographic Preferences: A few entries like GCMX, Wazobia radio and others suggest varying niche audiences preference. For instance, GCMX as a former radio resonates more with rural audience. Similarly, Wazobia Radio had a higher mention in areas dominated by non Hausa speakers like Sabon Gari area, Fagge LGA.
- Regional preference: Arewa and Freedom radio maintain their competitive positions across the three senatorial districts. Express radio was able to make it into the top tier in Kano South and Central while Dala and Rahama maintained one appearance respectively.

STATIONS WITH HIGHEST QUALITY CONTENT IN 2024



Top Tier

Arewa: 109 (30.36%)
Freedom: 65 (18.11%)



Middle Tier

Dala: 41 (11.42%)
Express: 33 (9.19%)
Premier: 14 (3.62%)
Wazobia: 13 (3.62%)



Third Tier

Rahama: 12 (3.34%)
Gcmx: 12 (2.79%)
Radio Kano: 9 (2.51%)
Liberty: 7 (1.95%)
Guarantee: 4 (0.56%)
Vision: 3 (0.84%)
Muhasa: 3 (0.84%)
Jalla: 3 (0.84%)
Nasara: 3 (0.84%)
S: 3 (0.84%)
Aminci: 2 (0.56%)
Africa TV: 2 (0.56%)
Amasco: 2 (0.56%)
Correct: 1 (0.28%)
Pyramid: 1 (0.28%)

Regional Preference

Kano North

Arewa: 31 (37.35%)
Express: 21 (25.3%)

Kano South

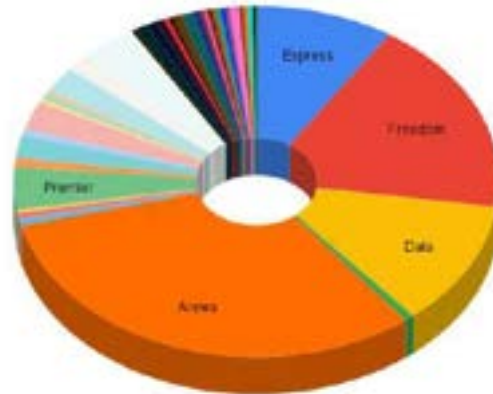
Arewa: 32 (25.2%)
Dala: 28 (22.05%)
Freedom: 25 (19.69%)

Kano Central

Arewa: 49 (30.82%)
Freedom: 31 (19.5%)

Kano State 2024
Household Radio
Listenership Research by
SCIMDER

Figure 27: Station with highest quality content



Analysis

- Listeners' perception of quality programming largely lies in the satisfaction they derive from it. For instance, for some, a musical programme, regardless of its nature, is a waste of time while others see it as the prime driver for listening to the radio.
- Arewa and Freedom get almost half of the listeners' choice in the highest quality content.
- Some new stations like GCMX and Liberty have higher mentions compared to some predecessors.
- Emerging Station: Premier Radio is the emerging player in this category.
- Regional preference: Arewa, Freedom, Express and Dala emerged under the regional top tier.

MOST ACCURATE AND RELIABLE STATIONS IN 2024



Top Tier

Arewa: 120 (33.61%)
Freedom: 65 (18.21%)



Middle Tier

Dala: 33 (9.24%)
Express: 23 (6.44%)
Premier: 24 (6.44%)
Wazobia: 14 (3.92%)
Kano: 13 (3.64%)
Rahama: 13 (3.64%)



Third Tier

Gcmx: 6 (1.68%)
Vision: 6 (1.68%)
Liberty: 5 (1.4%)
Guarantee: 5 (1.4%)
Nasara: 4 (1.12%)
Pyramid: 3 (0.84%)
Aminci: 2 (0.56%)
Muhasa: 1 (0.28%)

Regional Preference

Kano North

Arewa: 35 (41.67%)
Express: 16 (19.05%)
Freedom: 16 (19.05%)

Kano South

Arewa: 37 (28.68%)
Freedom: 26 (20.16%)
Dala: 22 (17.05%)

Kano Central

Arewa: 52 (33.77%)
Freedom: 27 (17.53%)
Premier: 17 (11.04%)

Kano State 2024
Household Radio
Listenership Research by
SCIMDER

Figure 28: Station they rely mostly in News



Analysis

- Only Arewa and Freedom Radio make it to the top tier with a bit wide gap in between. The duo take 52% of the audience's choice as the most accurate and reliable source of information.
- The middle tier; Dala, Express, Premier, Wazobia, Kano and Rahama take 33.2% of the audience choice under this category.
- Emerging station: Premier Radio with its hourly localised content could be the reason for its penetration in this category.
- Regional Preference: Arewa radio dominates the audience choice across the three zones followed by Freedom. Express Radio emerged second in Kano North, Dala third in Kano South and Premier emerged third in Kano Central. Arewa, Freedom, Express, Dala and Premier lead in the audience's choice of the most accurate and reliable radio station.

MOST INNOVATIVE STATIONS IN 2024



Top Tier

Arewa: 85 (28.72%)



Middle Tier

Freedom: 37 (12.5%)

Dala: 34 (11.49%)

Express: 20 (6.76%)

Premier: 17 (5.41%)

Wazobia: 14 (4.73%)



Third Tier

Gcmx: 9 (3.04%)

Liberty: 8 (2.7%)

Rahama: 8 (2.7%)

Radio Kano: 6 (2.03%)

Muhasa: 7 (2.03%)

Nasara: 4 (1.35%)

Aminci: 4 (1.35%)

Jalla: 4 (1.35%)

Guarantee: 4 (1.35%)

Pyramid: 3 (1.01%)

Vision: 3 (1.01%)

Himma: 2 (0.68%)

Amasco: 2 (0.68%)

Raypower: 1 (0.34%)

S: 1 (0.34%)

Kanawa: 1 (0.34%)

Africa TV: 1 (0.34%)

Hikima: 1 (0.34%)

Regional Preference

Kano North

Arewa: 25 (39.06%)

Kano South

Dala: 26 (24.3%)

Arewa: 24 (22.43%)

Freedom: 14 (13.08%)

Kano Central

Arewa: 40 (31.01%)

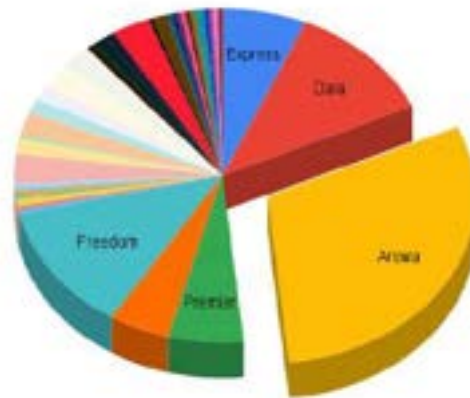
Kano State 2024

Household Radio

Listenership Research by

SCIMDER

Figure 28: Most innovative station in programming



Analysis

- There is a relative diversity in this listeners' choice on the most creative radio station considering the disproportionate of the choice as the top tier (Arewa and Freedom) make only 40% of the distribution.
- Dala, Express, Premier, and Wazobia have moderate mentions.
- Emerging Station: Premier
- New stations like GCMX, Liberty and Muhasa, although fall under the third tier, yet performed better than some of their predecessors, indicating their potential growth.
- Regional Preference: Arewa does not maintain its dominance across the three zones as usual with Dala challenging it in Kano South.

MOST INCLUSIVE OF WOMEN AND CHILDREN STATIONS IN 2024



Top Tier

Dala: 70 (24.82%)
Express: 64 (22.7%)
Arewa: 37 (13.12%)



Middle Tier

Freedom: 28 (9.93%)



Third Tier

Rahama: 8 (2.84%)
Radio Kano: 8 (2.84%)
Guarantee: 7 (2.48%)
Gcmx: 5 (1.77%)
Liberty: 4 (1.42%)
Premier: 3 (1.06%)
Muhasa: 3 (1.06%)
Vision: 3 (1.06%)
Aminci: 2 (0.71%)
Hikima: 1 (0.35%)
Amasco: 1 (0.35%)
Nasara: 1 (0.35%)
Africa TV: 1 (0.35%)

Regional Preference

Kano North

Express: 31 (48.44%)

Kano South

Dala: 37 (37.37%)
Express: 25 (25.25%)

Kano Central

Dala: 28 (22.76%)
Arewa: 21 (17.07%)
Express: 20 (16.26%)

Figure 29: Most inclusive of Women and Children Station



Analysis

- Dala and Express radio unseat Arewa and Freedom under the women and children listeners' choice indicating that Dala and Express appeal to this niche of listeners.
- There's not much diversity in women and children's programmes.
- Emerging Station: GCMX emerged as an emerging station under this category.
- Regional preference: Dala and Express maintain their position throughout three zones with only Arewa appearing in Kano Central.

STATIONS WITH CLEAREST SIGNALS IN 2024



Top Tier

Arewa: 103 (29.94%)
Freedom: 53 (15.41%)



Middle Tier

Dala: 41 (11.92%)
Express: 36 (10.47%)
Premier: 19 (5.23%)
Gcmx: 14 (4.07%)



Third Tier

Wazobia: 13 (3.78%)
Rahama: 8 (2.33%)
Radio: 7 (2.03%)
Muhasa: 5 (1.45%)
Liberty: 5 (1.45%)
Nasara: 3 (0.87%)
Cool: 3 (0.87%)
Vision: 2 (0.58%)
Guarantee: 2 (0.58%)
Pyramid: 1 (0.29%)
Correct: 1 (0.29%)
Amasco: 1 (0.29%)
Muhasa: 1 (0.29%)
S: 1 (0.29%)

Regional Preference

Kano North

Arewa: 38 (42.7%)
Express: 24 (26.97%)

Kano South

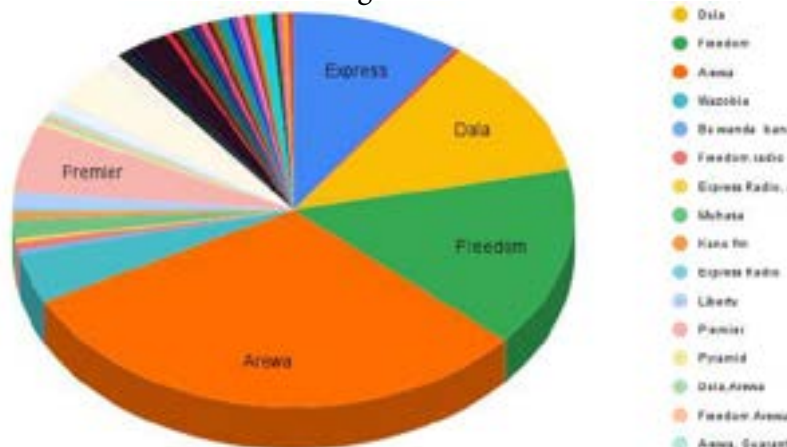
Dala: 34 (26.15%)
Arewa: 26 (20%)
Freedom: 20 (15.38%)

Kano Central

Arewa: 50 (34.01%)
Freedom: 25 (17.01%)

Kano State 2024
Household Radio
Listenership Research by
SCIMDER

Figure 30: Station with Clearest Signal



Analysis

- Our research found out that signal clarity is one of the determinants of preferring one radio station over the other.
- Listeners' choice is diverse indicating that most of the radio stations have strong radio signals.
- Emerging Stations: Premier and GCMX penetrated middle tier ranking unseating their predecessors.
- Regional Preference: Arewa and Express dominated Kano North in terms of signal strength and Dala leads in Kano South. Only Arewa radio has strong signals across the three zones.

MOST ENTERTAINING STATIONS IN 2024



Top Tier

Arewa: 64 (19.69%)
 Dala: 48 (14.77%)
 Freedom: 37 (11.38%)



Middle Tier

Express: 27 (8.31%)
 Wazobia: 16 (4.92%)
 Cool: 15 (4.62%)
 Muhasa: 12 (3.69%)
 Rahama: 11 (3.38%)
 Premier: 10 (3.08%)
 Gcmx: 11 (3.08%)
 Guarantee: 10 (3.08%)



Third Tier

Radio Kano: 8 (2.46%)
 Liberty: 7 (2.15%)
 Nasara: 5 (1.54%)
 Vision: 3 (0.92%)
 Aminci: 3 (0.92%)
 Pyramid: 2 (0.62%)
 Sound City: 2 (0.62%)
 Amasco: 3 (0.62%)
 Vison: 1 (0.31%)
 Jalla: 1 (0.31%)
 Kanawa: 1 (0.31%)
 Correct: 1 (0.31%)
 Muhasa: 1 (0.31%)

Regional Preference

Kano North

arewa: 17 (29.31%)
 express: 13 (22.41%)

Kano South

dala: 26 (22.61%)
 arewa: 21 (18.26%)
 freedom: 17 (14.78%)

Kano Central

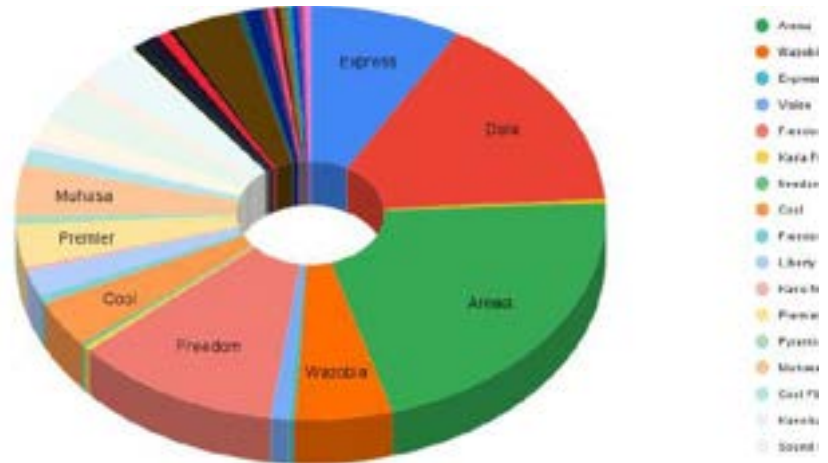
arewa: 26 (17.93%)
 dala: 16 (11.03%)
 wazobia: 14 (9.66%)

Kano State 2024

Household Radio

Listenership Research by
 SCIMDER

Figure 31: Best Choice in Entertainment Programmes



Analysis

- The entertainment category has the most diverse choice as 11 stations made it to the top and middle tier, with stations like Wazobia, Cool, Muhasa and Guarantee penetrating the middle tier for the first time.
- This result shows that most of the radio stations in Kano perform excellently in creating entertainment content.
- Emerging station: Muhasa, Premier and GCMX are the emerging players in the entertainment sector.
- Regional Preference: While Arewa appeared in all zones, Dala appeared in two zones while Freedom and Wazobia appeared once.

BEST STATIONS IN SPORT NEWS 2024



Top Tier

Arewa: 99 (43.04%)



Middle Tier

Dala: 13 (5.65%)
 Express: 12 (5.22%)
 Radio Kano: 10 (4.35%)
 Wazobia: 6 (2.61%)



Third Tier

Rahama: 4 (1.74%)
 Guarantee: 5 (1.74%)
 Nasara: 3 (1.3%)
 Gcmx: 4 (1.3%)
 Premier: 3 (1.3%)
 Liberty: 2 (0.87%)
 Hikima: 2 (0.87%)
 Kanawa: 2 (0.87%)
 Muhasa: 2 (0.87%)
 Vision: 2 (0.87%)
 Raypower: 1 (0.43%)
 Pyramid: 1 (0.43%)
 Aminci: 1 (0.43%)

Regional Preference

Kano North

Arewa

Kano South

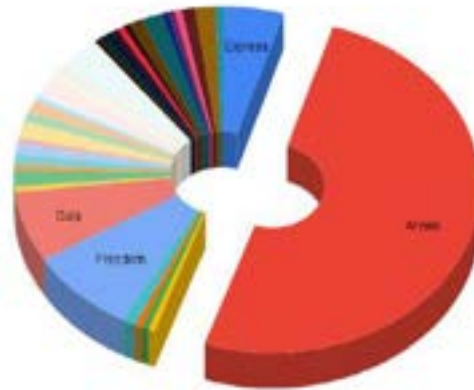
Arewa

Kano Central

Arewa

Kano State 2024
 Household Radio
 Listenership Research by
 SCIMDER

Figure 32: Best Choice in Sport Programmes



Analysis

- It appears that Arewa Radio is inimitable when it comes to sports news and commentary. The respondents mentioned that Arewa dedicates the highest time to sports programmes.
- The close competitors are Freedom, Dala, Express, Radio Kano and Wazobia.
- Regional preference: Only Arewa made it to the top tier across the three zones showcasing its exceptional dominance in Sport.



BEST STATIONS RELIGIOUS PROGRAMMES IN 2024



Top Tier

Arewa: 63 (19.03%)
 Freedom: 50 (15.11%)
 Dala: 37 (11.18%)
 Express: 34 (10.27%)



Middle Tier

Rahama: 27 (7.85%)
 Radio Kano: 23 (6.95%)
 S: 15 (3.32%)



Third Tier

Africa TV: 6 (1.81%)
 Jalla: 6 (1.81%)
 Premier: 6 (1.81%)
 Muhasa: 6 (1.51%)
 Wazobia: 4 (1.21%)
 Pyramid: 3 (0.91%)
 Guarantee: 2 (0.6%)
 Gcmx: 2 (0.6%)
 Nasara: 2 (0.6%)
 Aminci: 2 (0.6%)
 Gidauniya: 1 (0.3%)
 Vision: 1 (0.3%)

Regional Preference

Kano North

Arewa: 23 (28.75%)
 Express: 22 (27.5%)
 Freedom: 16 (20%)

Kano South

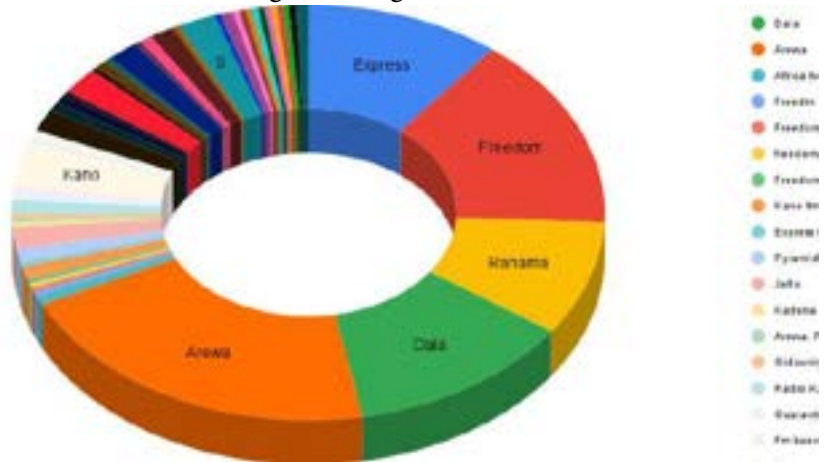
Arewa: 24 (20.51%)
 Dala: 19 (16.24%)
 Kano: 16 (13.68%)

Kano Central

Freedom: 23 (16.31%)
 Arewa: 22 (15.6%)
 Rahama: 18 (12.77%)
 Dala: 16 (11.35%)

Kano State 2024
 Household Radio
 Listenership Research by
 SCIMDER

Figure 33: Best Choice in Religious Programmes



Analysis

- Religious programming choice is vastly distributed across the stations with Arewa, Freedom, Dala and Express leading the top tier.
- New radio stations such as S radio, Africa TV, Jalla, Premier and Muhasa have a notable appearance under this category.
- Emerging station: S radio is the emerging player in religious programming in Kano.
- Regional preference: Arewa, Freedom, Dala, Rahama and Express dominated the top tier of the regional preference.

BEST STATIONS POLITICAL PROGRAMMES IN 2024



Top Tier

Arewa: 85 (28.72%)
 Freedom: 87 (31.18%)
 Express: 56 (20.07%)
 Arewa: 46 (16.49%)



Middle Tier

Dala: 27 (9.68%)
 Rahama: 9 (3.23%)



Third Tier

Premier: 7 (2.51%)
 Radio Kano: 5 (1.79%)
 Nasara: 4 (1.43%)
 Pyramid: 2 (0.72%)
 Gcmx: 1 (0.36%)
 Vision: 1 (0.36%)
 Muhasa: 1 (0.36%)
 Liberty: 1 (0.36%)

Regional Preference

Kano North

Express: 29 (43.94%)

Kano South

Freedom: 38 (36.19%)

Dala: 23 (21.9%)

Express: 20 (19.05%)

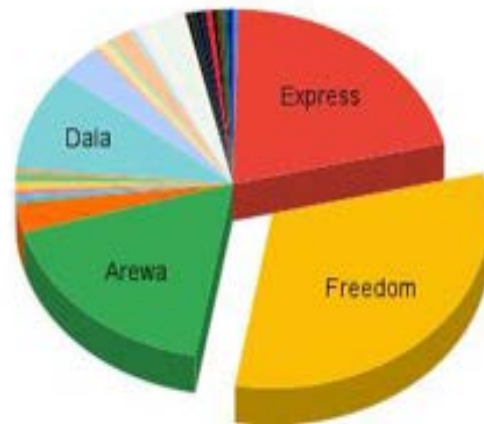
Kano Central

Freedom: 35 (32.41%)

Arewa: 22 (20.37%)

Express: 20 (18.52%)

Figure 34: Best Choice in Political Programmes



Analysis

- Freedom and Express radio lead in political programmes taking 50% of the audience's choice.
- Arewa, Rahama and Dala are the close competitors in this category.
- This category is highly dominated by the above stations making it very difficult for others to share their audience because only Premier Radio has a relatively notable mention among the new stations.
- Regional Preference: Express radio dominated political programme listenership in Kano North. Freedom, Dala and Express dominated Kano South and Arewa penetrated Kano Central.

BEST STATIONS MAGAZINEPROGRAMMES IN 2024



Top Tier

Freedom: 86 (30.94%)
Arewa: 55 (19.78%)



Middle Tier

Dala: 36 (12.95%)
Express: 23 (8.27%)
Radio Kano: 15 (5.4%)
Rahama: 12 (4.32%)



Third Tier

Premier: 6 (2.16%)
Wazobia: 5 (1.8%)
Gcmx: 4 (1.44%)
Liberty: 3 (1.08%)
Guarantee: 2 (0.72%)
Nasara: 1 (0.36%)
Vision: 1 (0.36%)
Muhasa 1 (0.36%)

Regional Preference

Kano North

Freedom: 20 (30.77%)
Express: 16 (24.62%)
Arewa: 14 (21.54%)

Kano South

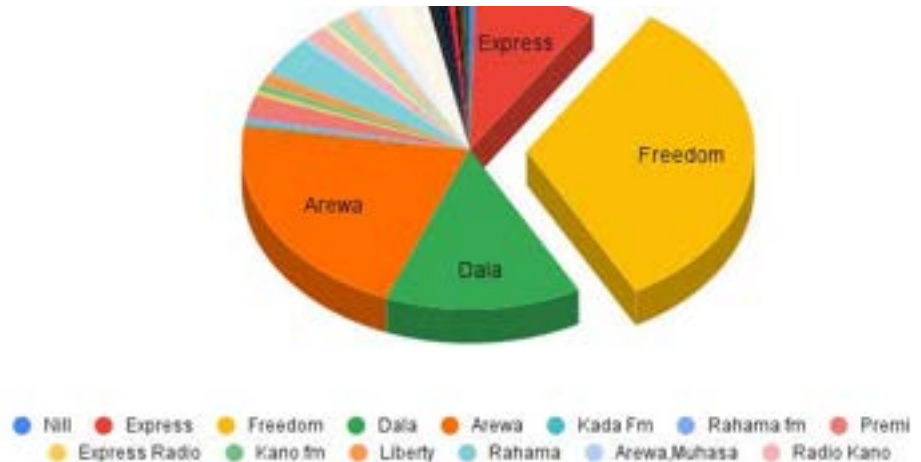
Freedom: 37 (33.04%)
Dala: 25 (22.32%)

Kano Central

Freedom: 32 (29.36%)
Arewa: 29 (26.61%)

Kano State 2024
Household Radio
Listenership Research by
SCIMDER

Figure 35: Best Choice in Magazine Programmes



Analysis

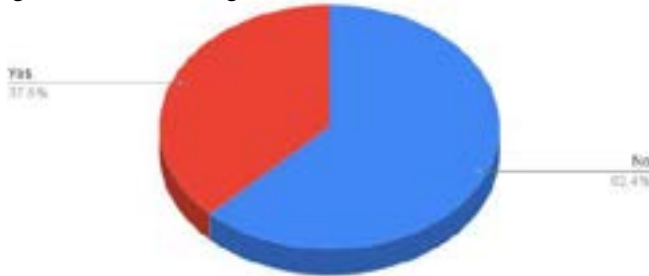
- Only Arewa and Freedom Radio make it to the top tier with a bit wide gap in between. The duo take 52% of the audience's choice as the most accurate and reliable source of information.
- The middle tier; Dala, Express, Premier, Wazobia, Kano and Rahama take 33.2% of the audience choice under this category.
- Emerging station: Premier Radio with its hourly localised content could be the reason for its penetration in this category.
- Regional Preference: Arewa radio dominates the audience choice across the three zones followed by Freedom. Express Radio emerged second in Kano North, Dala third in Kano South and Premier emerged third in Kano Central. Arewa, Freedom, Express, Dala and Premier lead in the audience's choice of the most accurate and reliable radio station.

That is what
we collected
and analysed
about local
stations. Let go
INTERNATIONAL



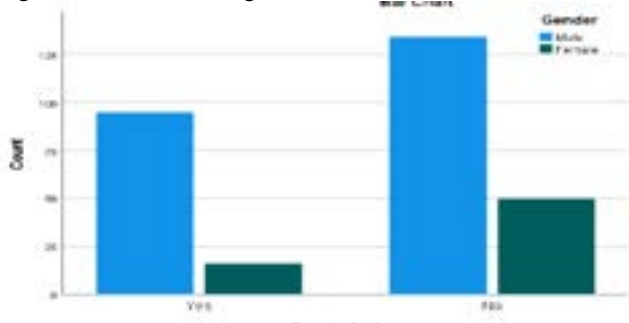
FOREIGN RADIO HAUSA SERVICES

Figure 36: Listening



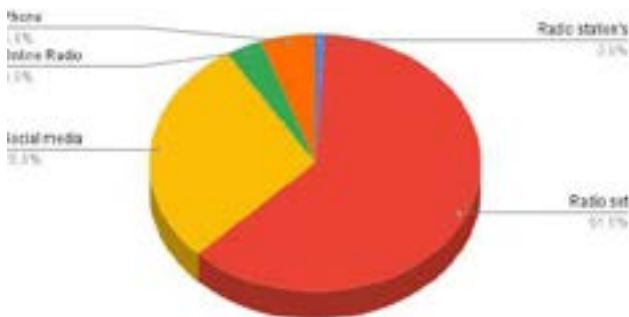
5.1 Foreign Hausa service listening: One-third (33.3%) of the respondents who indicated listening to local radio listen to foreign Hausa services that means the majority of the radio listeners do not listen to the foreign Hausa services.

Figure 37: Listening vs Gender



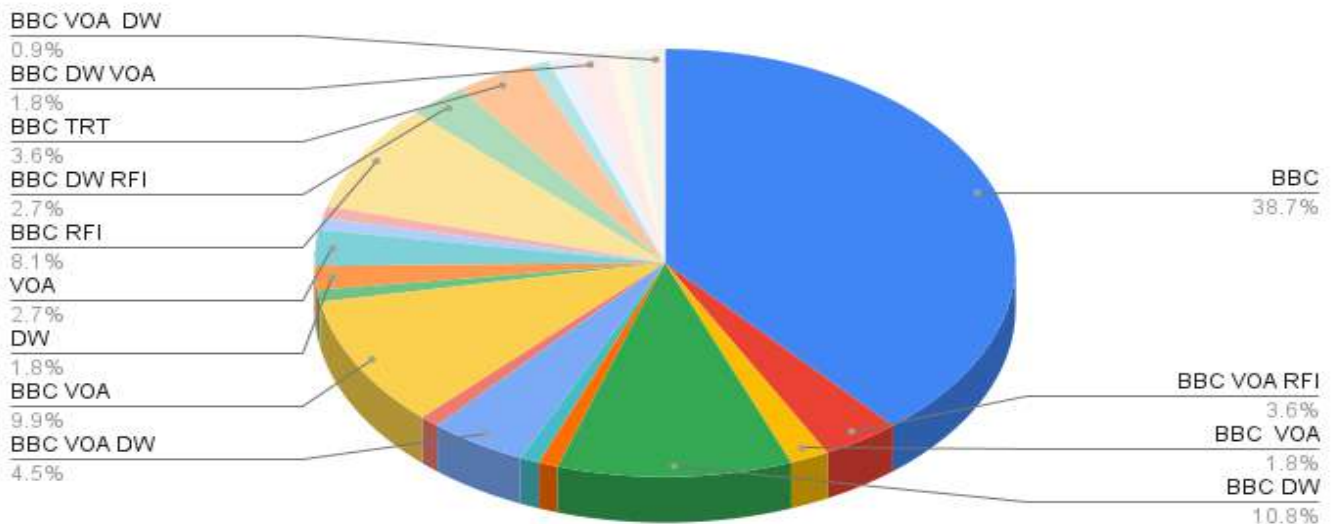
Furthermore, figure 37 shows that the percentage of women listeners is insignificant. Many factor such as lack of interest in current affairs, lack of radio set (as discussed above that women indicate this problem more than men and it is related to their economic status) and other accessibility and behavioural issues.

Figure 38: Medium



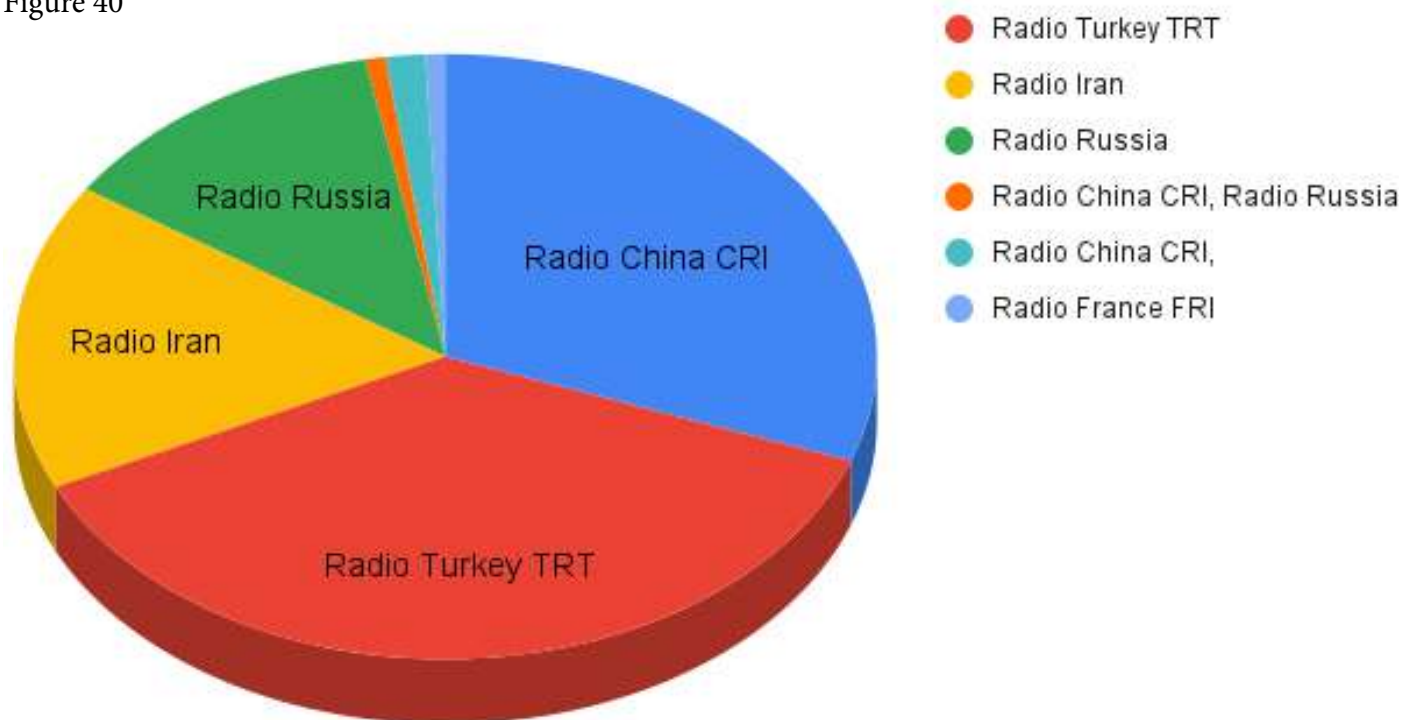
5.2 Medium and barriers: Radio sets (61.6%) and social media platforms (28.6%) are the primary mediums of accessing foreign radio services. This finding suggests that foreign Hausa services still have more traditional listeners despite the high number social media followers they have.

Figure 39: Stations with highest listenership



It can be deduced from this finding that lack of radio set or internet access can be a barrier to listening to foreign

Figure 40



Hausa services because they are on AM and not FM non-smartphones can't access them offline as they have access to local FM radio stations. Additionally, local people who don't have internet access cannot follow these foreign services on social media or websites. That explains why urban residents listen to foreign Hausa services more than their rural counterparts, reflecting disparities in access and media habits.

5.3 Market leaders: British Broadcasting Service BBC Hausa has the highest number of listeners followed by DW, Voice of America VOA and Radio France International RFI. Some listeners listen to more than one radio station in a day as shown in the figure 39 above. They mostly go to BBC and combine it with one or two other stations highlighting their strong loyalty for BBC.

5.4 Underperforming stations: Other Hausa services of international radio such as Radio China, Russia and Iran have zero mentions indicating poor listeners. This shows that these radio stations are not communicating well with the Hausa community. Some of the respondents opined that they do catch the signals of these stations randomly.

5.5 Emerging player: Contrary, TRT which was recently launched has notable mention indicating it is an emerging player.

5.6 Awareness of less popular stations: Figure 40 explores listeners' awareness of the less popular or newer (as in the case of TRT) foreign Hausa radio services. Not all the listeners of foreign Hausa radio services are aware of these radio stations. Those who are aware are more familiar with TRT and Radio China as shown in figure 40 above. They mostly come across these stations through random search and social media, especially TRT.

NEXT QUESTIONS

What are the research
Recommendations
and Suggestions?

The research team debated on whether the research recommendations and suggestions should be general or specific. We concluded that specific research recommendations and suggestions will be more relevant and impactful. It may sounds unusual to some people but we want to give something that will improve decision making and bring positive results. Pardon us for doing it this way. Let us try it.

Therefore, we will design customised recommendations and suggestions based on the individual strengths, weaknesses, opportunities and threats of each stations based on the research findings and our expertise.

Contact us for questions,
suggestions or patnership

Add: Number 10 Gyadi Gyadi, Zaria Road Kano
Web Add: www.scimder.com
Email: info@scimder.com isanyaya@gmail.com
GSM: 09137373131/ 08037024255 / 07031104932

Thank you