

WORLD RADIO DAY

RADIO REMAINS THE PRIMARY SOURCE OF INFORMATION IN NIGERIA

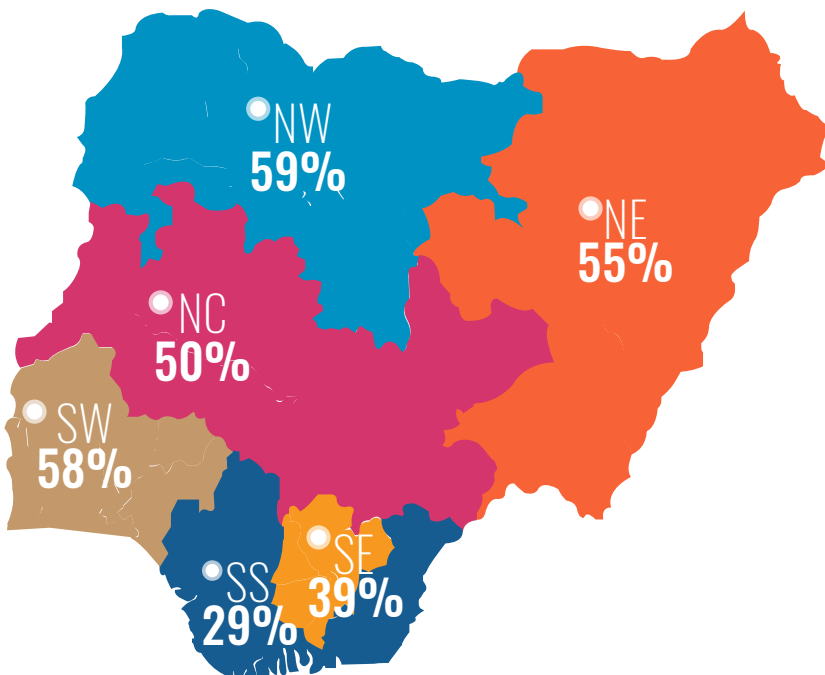
Source: NOIPOLLS, 2017



50%

of Nigerians listen to Radio as their primary source of information

Radio listenership in Nigeria, according to Geo-Political zones



Radio listenership in Nigeria, according to urbanization



56%
Rural



44%
Urban