



# Voices

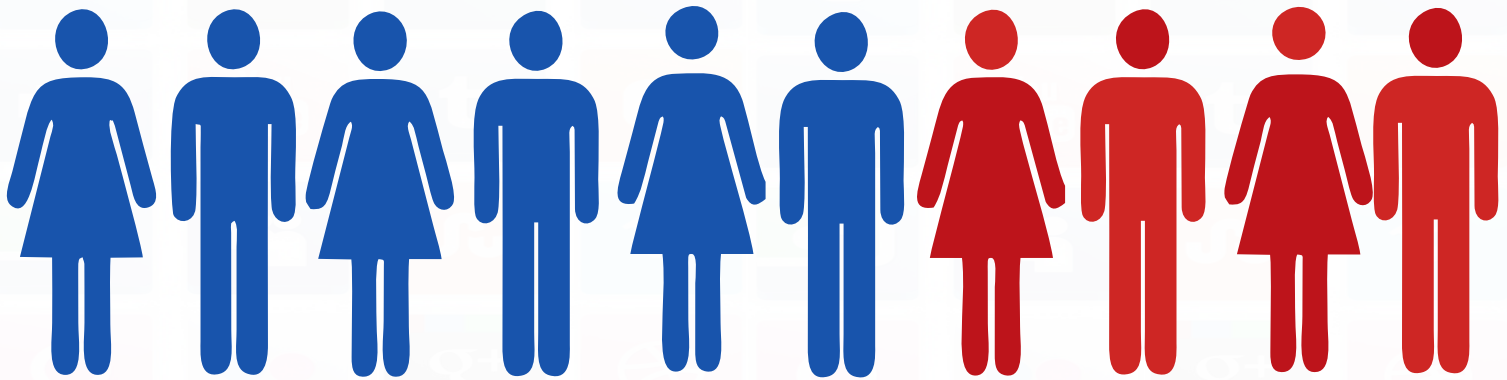
## SOCIAL MEDIA PLATFORM

Facebook ranked No. 1 social media and online dating platform in Nigeria

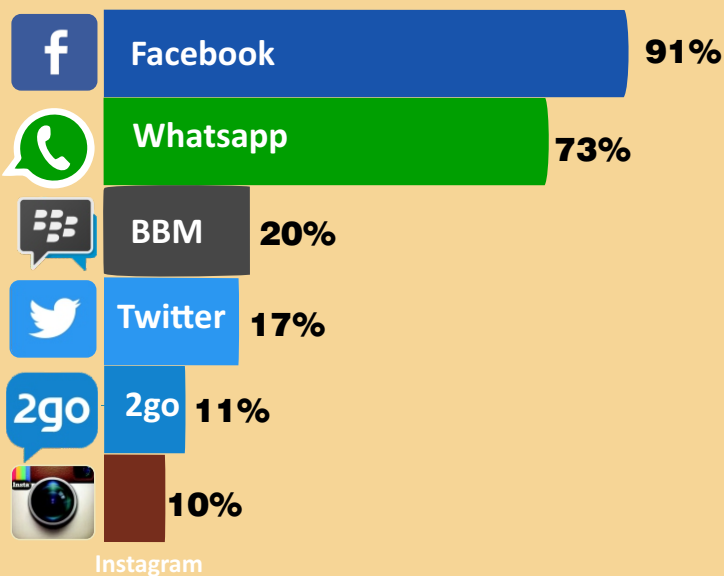
Information Brief

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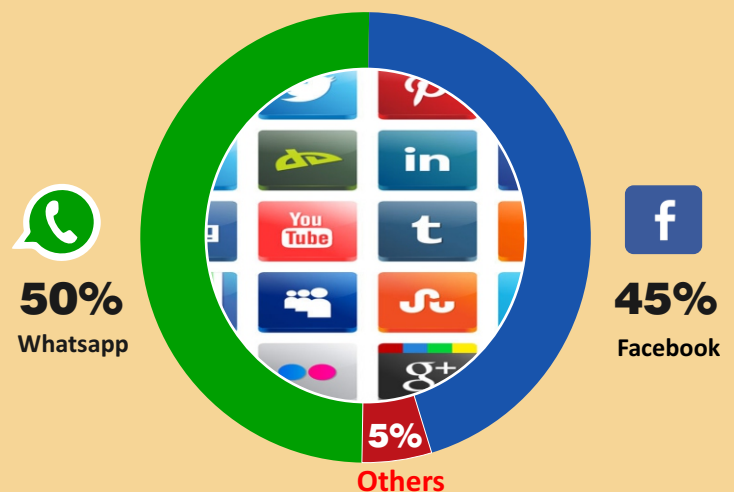
**63%** About 6 in 10 (63 percent) adult Nigerians confirmed that they are on one or more social media platforms



### 6 Top Social Media platforms Nigerians use



### Which social media platform do you frequently use?



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We partner with policy makers, governments, donor agencies, civil societies, corporate organisations and the media to enhance their data set of information, ultimately adding value to their output.

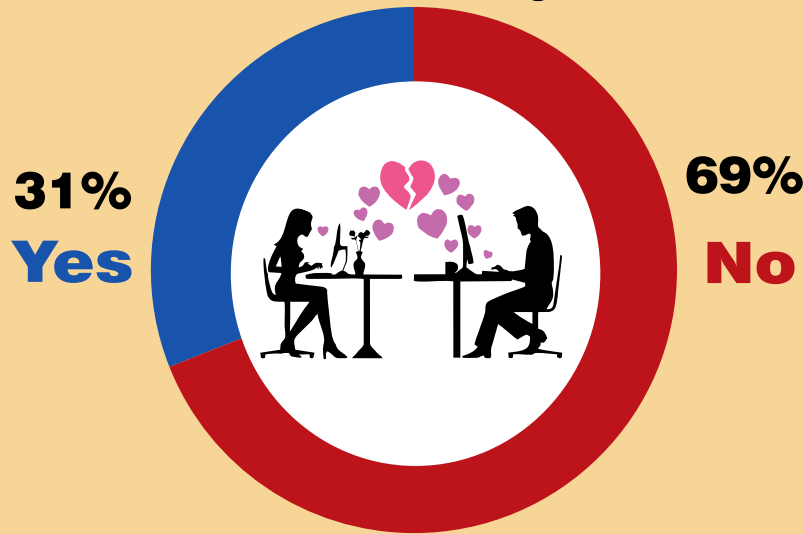
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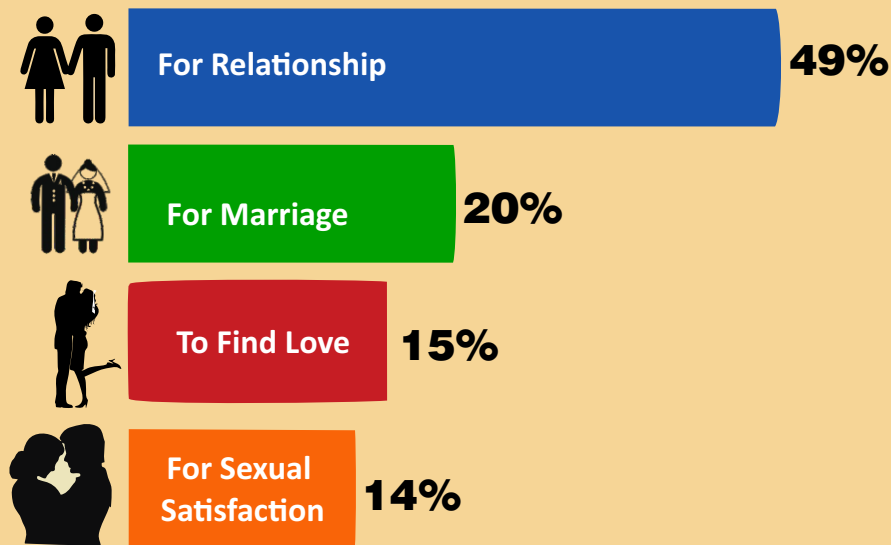
[www.noi-polls.com](http://www.noi-polls.com)

## Key reasons people engage in online dating

**3 in 10 respondents have either engaged in or know someone who has engaged in online dating?**



## Key reasons people engage in online dating



The opinion poll was conducted in the week of February 15th 2016. It involved telephone interviews of a random nationwide sample. 1,000 randomly selected phone-owning Nigerians aged 18 years and above, representing the six geopolitical zones in the country, were interviewed. With a sample of this size, we can say with 95% confidence that the results obtained are statistically precise - within a range of plus or minus 3%.

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We have four core area of competence: **Polling, Analytics, Databank Management, and Strategy**

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