



SEDIN Listeners Survey

by the Pro-Poor Growth and Promotion of Employment (SEDIN)
Programme

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Acronyms

EoPSD	Employment – oriented Private Sector Development Programme
FM	Frequency Module
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit
LGAs	Local Government Areas
MSMEs	Micro, Small and Medium Enterprises
OGBC	Ogun State Broadcasting Corporation
SBRP	Small Business Radio Programme
SEDIN	Pro-Poor Growth and Promotion of Employment

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Executive Summary

The Pro-poor Growth and Promotion of Employment in Nigeria Programme (SEDIN) of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) commenced operation for the first phase of the programme on April 1, 2011 with the aim to increase income and employment promotion among Micro, Small and Medium Enterprises (MSMEs). The target groups of the SEDIN programme are the owners and employees of MSMEs as well as members of other economically active low-income households.

The programme objective is pursued via four fields of interventions; (i) Financial System Development; (ii) Business Enabling Environment Reforms; (iii) Trade Policy and Facilitation; (iv) Value Chain promotion.

The Business Enabling Environment Reforms Unit of the SEDIN programme, is focused towards strengthening the capacities of stakeholders from the public and private sectors in advocating and implementing reforms that result into better performing MSMEs with increased income generation and sustained employment. The reforms cut across the three tiers (federal, state and local) on: land acquisition; company registration; taxation system for MSMEs; enforcement of contracts; policy formulation that directly impact MSMEs; support the downward linkages of national advocacy platforms to state and local counterparts and sensitize about MSMEs issues through local radio stations.

The SEDIN programme has continued to support selected radio stations in the partner states of Niger, Plateau and Ogun through capacity development aimed towards producing and airing a mix of audience participatory radio programmes that promote issues related to MSMEs. In November 2009 and 2010, a listener survey was conducted under the EoPSD programme across two partner states (Niger and Nasarawa) to measure the impact of the radio programmes in the promotion of MSMEs activities in the states after years of continuous support.

This follow up study is specifically targeting the owners of small businesses with the focus of ascertaining their level of awareness and positive behaviour change through small business choices.

To measure the impact and effectiveness of the small business radio programmes on the growth of MSMEs in the three states of the SEDIN programme, thirty six (36) localities expected to be within the coverage of the frequency band of the radio stations (i.e. OGBC FM Abeokuta, Niger Radio FM Minna and Rhythm FM Jos) of interest were selected randomly and covered in this survey.

Twenty Four (24) of the localities selected were urban areas and twelve (12) were rural localities. The urban towns were chosen across the metro city of the state and some Local Government Areas (LGAs). The rural localities were randomly selected from the list of rural settlements in some LGAs. And accordingly, 20 and 30 respondents were to be interviewed respectively. To ensure spread of the sample and every member of the population had a chance of being part of the study, the urban towns were sub-divided into clusters and two clusters was selected for the conduct of the study.

A total of 455 respondents were sampled in the three states of Niger, Plateau and Ogun in August 2014. The Sampling procedure employed is to scientifically present the actual percentage of business holding persons within the study states with respect to gender, age and business type distribution (See appendix).

The key findings from the survey are:

- On average and over the three states 56% of respondents were male and 44% female. Niger had the lowest percentage of female respondents (37%) and Ogun the highest (56%). Urban respondents were at 59% versus 41% for rural respondents.
- In 2014, the level of awareness is reported as 65.4% as compared to 62.7% reported in 2010 and 55.7% reported in 2009. Niger state showed an exception with 17.3% increased listenership over the period (from 2010)
- Across the three states 37% of respondents stated that the SBRP has had a positive influence in their manner of doing business
- Over 50% of business persons listen to radio every day (Plateau state). On average, everyday radio listening has increased across the states from 42.8% in 2010 to 54% in 2014.
- 63% of business persons listen to radio every day in Ogun state.
- 66.4% reported they were aware of Small Business Radio Programme.(Ogun state)
- The knowledge of the SBRP across the three states is: 43% by continuous listening to the radio; 33.1% by mere chance on tuning to the radio program; 15% through advert and 5.1% by recommendation
- Small Business insight is the most listened Small Business Radio Programme (Plateau state)
- Information on How to Start a Business and Information on Business Opportunities/Market are the most interesting part of Small Business Radio Programme.(Plateau)
- 97.9% (of 36% who are not aware of SBRP) reported interest in the programme.(Plateau)
- Over 43% want the SBRP length to be longer (Niger)
- Information on Business Opportunities/Market was reported as the most interesting part of Small Business Radio Programme (Ogun state)
- The SBRP has continued to exert some levels of influence over persons involved in all type of businesses as a business person.
- Overall, information about business opportunities/markets is the most interesting part of the programme which has also impacted positively on their income, output (quantity and quality) and also on their competitiveness level, over the period the SBRP has changed its listeners behaviour they listened to radio more often than they used to.

The main recommendations are:

- SBRP should continue to run on radio station since findings showed that 98% of business holding person listen to radio. An appreciable number of listeners have been reached by continuous listening to the radio.
- Radio stations should endeavor to sustain or be involved in production of SBRP, since the programme has positive effects on the business of the people.
- The expressed positive change in the manner of doing business should be further enhanced amongst listeners
- Advert should be intensified for SBRP, so that the awareness level will increase as well as listenership and more specifically influencing people to initiate the habit of scheduling their time to listen to SBRP
- Content wise, there are expressed needs on: information on business opportunities and markets; on how to start a business; on financial services available; on business issues/problems; tips and business advices from experts.

1.0 Characteristics of the Survey Population

A total of 455 respondents were sampled in the three (3) States of Niger, Plateau and Ogun with 152, 152 and 151 respectively.

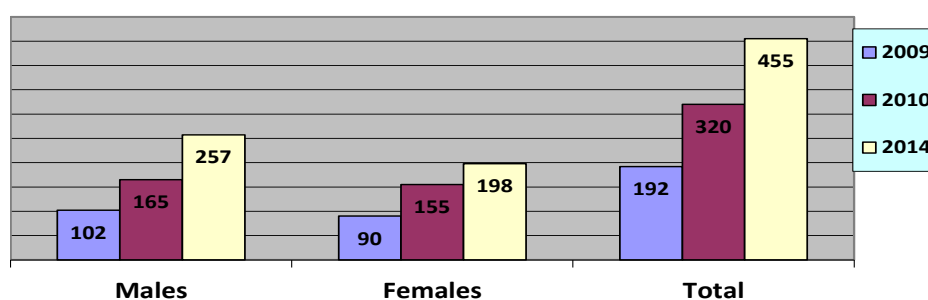
The respondents from each state were distributed by Urban – Rural as shown in Table 1 below.

Table 1: Distribution of Respondents by State and Type of Location								
Type of Location	Plateau		Niger		Ogun		Total	
	Male	Female	Male	Female	Male	Female	Male	Female
Urban	52	37	56	35	41	49	149	121
Rural	37	26	40	21	31	30	108	77
Total	89	63	96	56	72	79	257	198
	152		152		151		455	

1.1 Gender and Age Composition

89 males and 63 females who engaged in small businesses were willing to be interviewed in Plateau State, while 96 males and 56 females were interviewed in Niger State, 72 males and 79 females were interviewed in Ogun State. Hence, a total of 257 males (i.e. 56%) and 198 females (i.e. 44%) were interviewed, as against 165 males, 155 females in 2010 Survey and 102 males, 90 females in 2009 Survey for Niger and Nasarawa States.

Figure 1: Chart Representation of the Distribution of Respondents Gender for 2009, 2010 and 2014

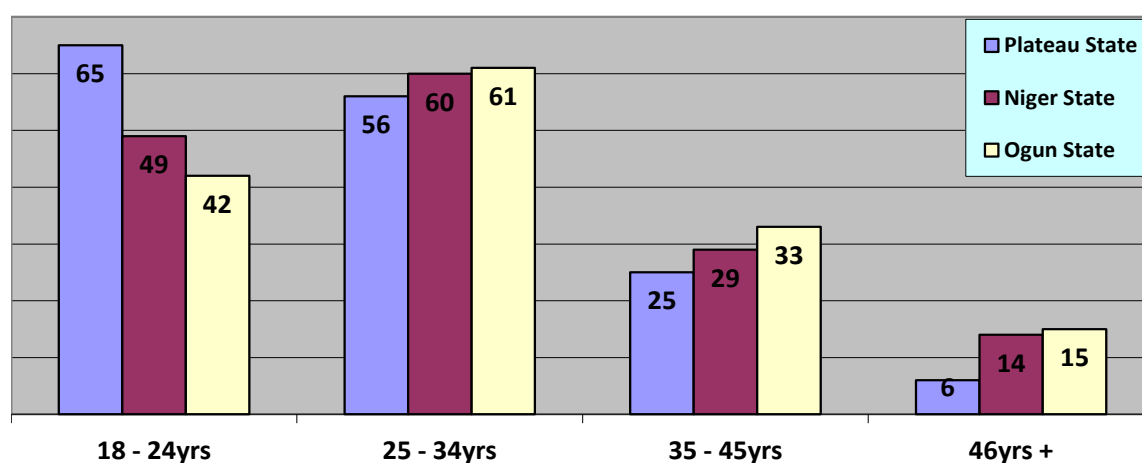


The result derived from the study shows that 38.9% are within the age bracket of 26 - 35 years. As shown in Table 2 below.

This depicts similar pattern, though slightly higher than 2009 with 37% and slightly different from 2010 with 36 - 45 years as the highest while 26 – 35 years has 27% in the 2014 survey.

Table 2: Distribution of Respondents by Age Group, Gender and State								
Age Group	State						Total	
	Plateau		Niger		Ogun			
	Male	Female	Male	Female	Male	Female	Freq	%
18-25 yrs.	35	30	29	20	21	21	156	34.3
26-35 yrs.	36	20	40	20	28	33	177	38.9
36-45 yrs.	15	10	17	12	16	17	87	19.1
46 yrs. and over	3	3	10	4	7	8	35	7.7
Total	89	63	96	56	72	79	455	100

Figure 2: Chart Representation of the Distribution of Respondents by Age Group and State



1.2 Involvement in Business - Type of Business

Table 3 below shows that, irrespective of gender, most people that engaged in MSMEs are owners of the business .i.e. 397 of 455 or 87.3%, 46 or 10.1% are employee, while 9 or 2% are family/friends involved in the business.

This also depicts similar pattern with 2009 and 2010 at 71% & 74% reported as owners, 10% & 14% as employees, and 17% and 8% indicating interest in establishing their own business respectively.

Table 3: Distribution of Respondents by Involvement in Business, Gender and State								
Involvement in Business	Plateau		Niger		Ogun		Total Both Gender	
	Male	Female	Male	Female	Male	Female	Freq	%
Owner	75	50	89	52	63	68	397	87.3
Employee	11	8	7	4	7	9	46	10.1
Interested in establishing a small business	2	1	0	0	0	0	3	0.7
Family/friends involved or interested in establishing a small business	1	4	0	0	2	2	9	2.0
Total	89	63	96	56	72	79	455	100

Figure 3: Chart Representation of the Distribution of Respondents by Involvement in Business

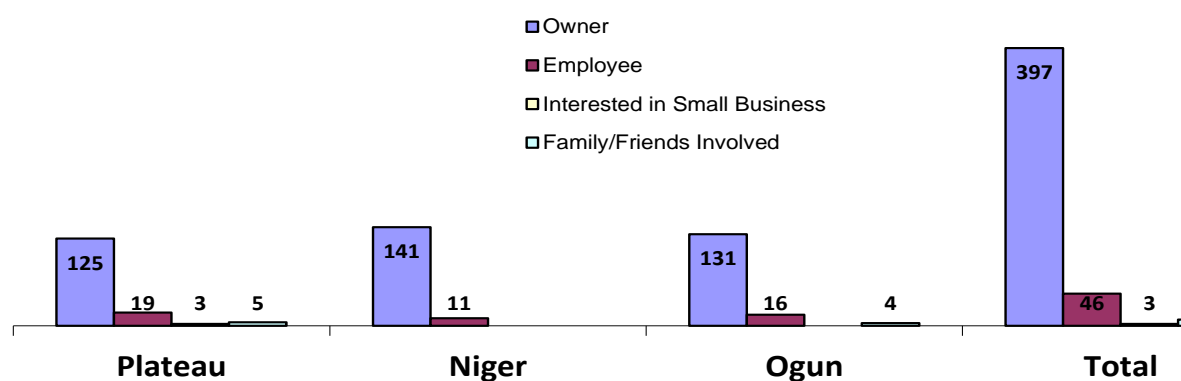


Table 4 below indicates that the highest proportion of those sampled are engaged in Wholesales/Retailing, followed by Information and communication, Tailoring/Fashion Designing and the least being Transportation.

Aside Agriculture, Accommodation/Food had more females than males interviewed, all the other type of businesses had more males with Wholesale/Retailing with 229 or 50%.

Table 4: Distribution of Respondent by Type of Business, Gender and State							
Type of Business	Plateau		Niger		Ogun		Total
	Male	Female	Male	Female	Male	Female	
Agriculture	0	0	1	0	0	2	3
Manufacturing	1	0	1	0	0	2	4
Electricity/Gas	2	1	6	1	2	0	12
Construction	5	1	8	0	3	1	18
Arts	4	2	2	0	2	0	10
Wholesale/Retailing	44	33	36	29	33	54	229
Health Services	1	5	6	2	1	4	19
Transportation	0	0	1	0	0	0	1
Accommodation/Food	2	6	4	14	2	4	32
Education	0	0	1	0	2	0	3
Information/Communication	16	4	15	1	3	0	39
Professional Services	7	2	4	4	14	1	32
Tailoring/Fashion Designer	4	5	9	5	7	8	38
Hair Dressing/Barbing	3	4	2	0	3	3	15
Total	89	63	96	56	72	79	455

1.3 Place of Residence - Type of Business

Table 5 below, as expected 60% of the respondents interviewed reside in the urban area where their businesses are located, 270 respondents or 59% was sampled in the urban.

Table 5: Distribution of Respondents by Type of Business and Place of Residence			
Type of Business	Place of Residence		Total
	Urban	Rural	
Agriculture	2	1	3
Manufacturing	1	3	4
Electricity/Gas	3	9	12
Construction	11	7	18
Arts	8	2	10
Wholesales/Retailing	133	96	229
Health Services	14	5	19
Transportation	1	0	1
Accommodation/Food	17	15	32
Education	2	1	3
Information/Communication	23	16	39
Professional Services	14	18	32
Tailoring/Fashion Designer	29	9	38
Hair Dressing/Barbing	12	3	15
Total	270	185	455

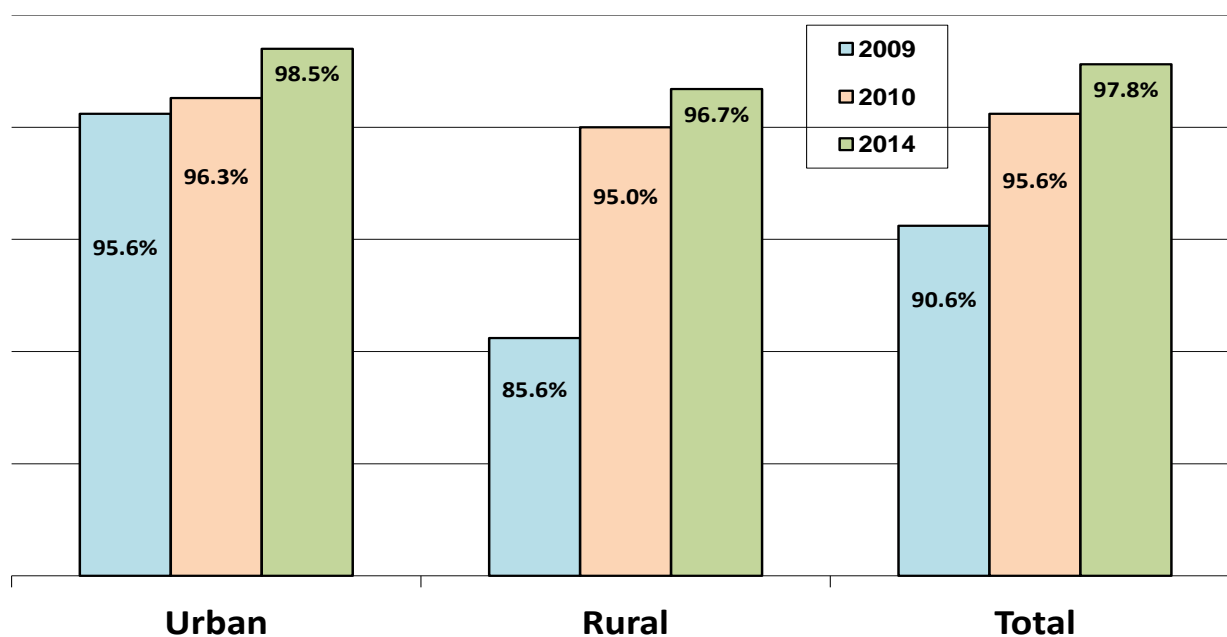
2.0 Household Ownership of Radio Set

The study indicates that most households own a radio - about 98% overall own a radio set. 98.5% of the urban households and 96.7% of the rural households, as shown in Table 6 below.

This is similar to 95% in 2010 Survey and 91% in 2009 Survey that reported to own a radio.

Table 6: Distribution of Respondents by Household Ownership of Radio and Location						
Household ownership of radio	Type of Location				Total	
	Urban		Rural			
	Freq	%	Freq	%	Freq	%
Yes	269	98.5	176	96.7	445	97.8
No	4	1.5	6	3.3	10	2.2
Total	273	60	182	40	455	100

Figure 4: Chart Representation of the Distribution of Respondents by Household Ownership of Radio and Type of Location in year 2009, 2010 and 2014



2.1 Listenership Habit

448 of the 455 respondents interviewed reported they listen to Radio while the balance 7 respondents reported not listening to radio, the study reveals that the habit of listening to radio is higher amongst males than females in the three study states of Plateau, Niger and Ogun.

56.9% of the male respondents reported to be listening to radio as compared to the corresponding 43% female respondents that reported to listening to radio, this trend is the same for the three (3) States.

While 58.9%, 64.1% and 47.6% of the male respondents for Plateau, Niger and Ogun States respectively reported to listening to radio, the percentage for the corresponding females for Plateau, Niger and Ogun are 41%, 35.8% and 52.3% respectively.

This is similar to 2009 and 2010 Surveys with an overall percentage of 85.3% and 91.3% of the people interviewed that reported to listening to radio respectively.

About 98% or 448 of the 455 respondents interviewed listen to radio, as highlighted in Table 7 below.

Table 7: Distribution of Respondents by Listenership Habit, Gender and State														
Listen to Radio?	Plateau				Niger				Ogun				Total	
	Male		Female		Male		Female		Male		Female			
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
Yes	89	100	62	98	95	99	53	95	71	99	78	99	448	98
No	0	0	1	2	1	1	3	5	1	1	1	1	7	2
Total	89	100	63	100	96	100	56	100	72	100	79	100	455	100

2.2 Listenership Habit - Type of Location - Frequency of Listening

Radio listening habit is higher in urban areas (267 or 59.6%) as compared to rural areas (181 or 40.4%). Of the 455 MSMEs holders interviewed, 448 or 98% confirmed they listen to radio, as revealed in Table 8 below.

This pattern is similar with 2009 and 2010 Surveys, with 89.4% & 94.4% for urban respectively and the corresponding figures for rural as 81.3% and 88.1% respectively overall.

Table 8: Distribution of Respondents by Radio Listening and Location

Table 6: Distribution of Respondents by Radio Listening and Location						
Radio listening	Type of Location				Total	
	Urban		Rural			
	Freq	%	Freq	%	Freq	%
Yes	267	59.6	181	40.4	448	100
No	6	85.7	1	14.2	7	100
Total	273	60	182	40	455	100

The study revealed that 54% of the respondents that reported to listen to radio listen to it every day, another 26.4% listen at least 2 days a week and 29% made up the occasional listeners.

Overall about 50% of the respondents reported they listen to radio every day, as detailed in Table 9 below.

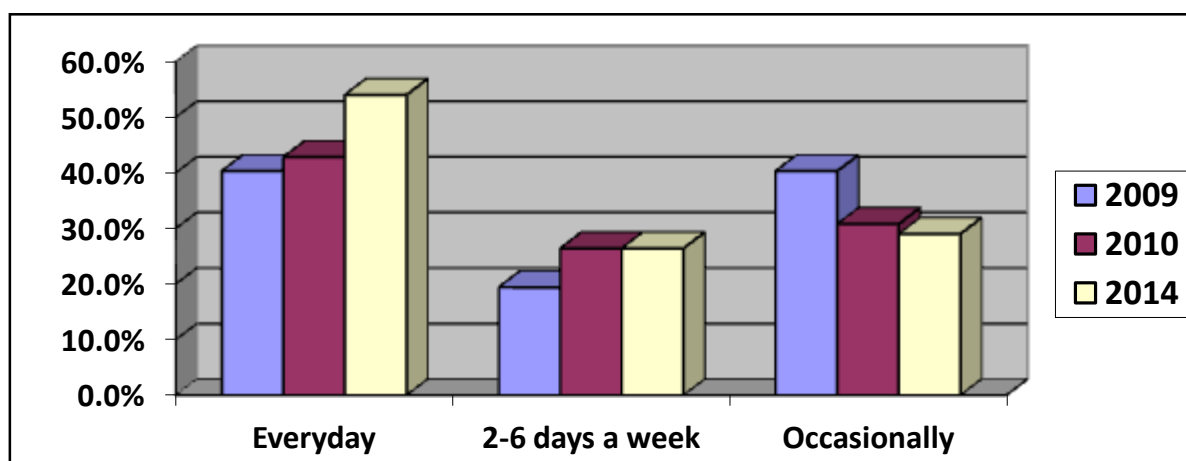
Table 9: Distribution of Respondents by Radio Listening Habit and State

Radio Listening Habit	State						Total	
	Niger		Plateau		Ogun			
	Freq	%	Freq	%	Freq	%	Freq	%
Everyday	68	46	81	54	94	63	243	54
2-6 days a week	31	21	14	9	29	20	74	17
Only Occasionally	49	33	56	37	26	17	131	29
Total	148	100	151	100	149	100	448	100

Figure 5 below shows that at 54% there is a significant increase of the 'everyday listeners' compared to 2009 Survey that was reported at 40.3% and 42.8% as reported in 2010.

17% that reported to listen at least 2-6 days a week showed a continued decrease when compared to the 19.4% reported in 2009 and 26.4% in **2010** Survey.

Figure 5: Chart Representation of Respondents Listening Habits for year 2009, 2010 and 2014



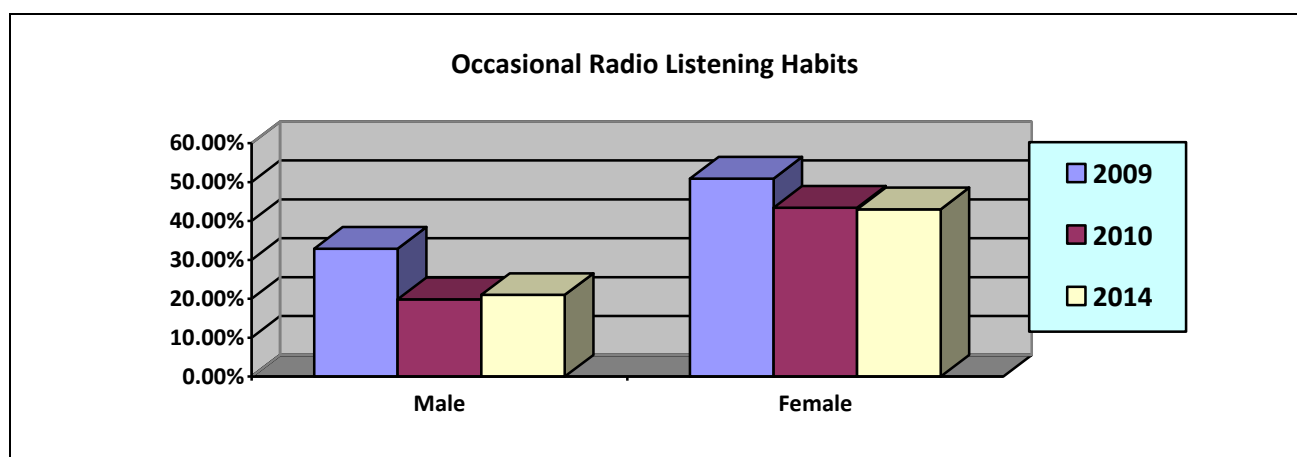
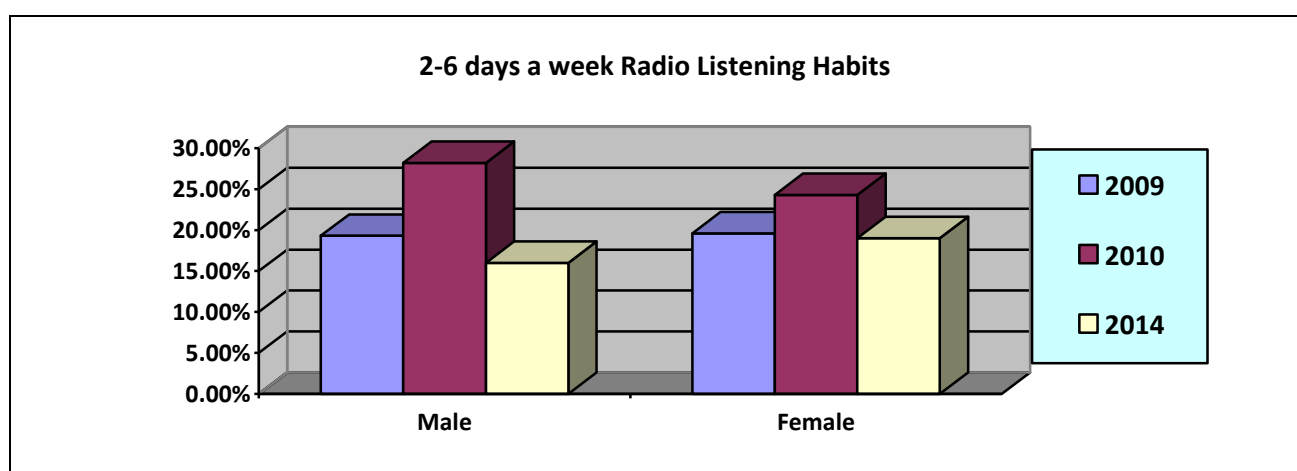
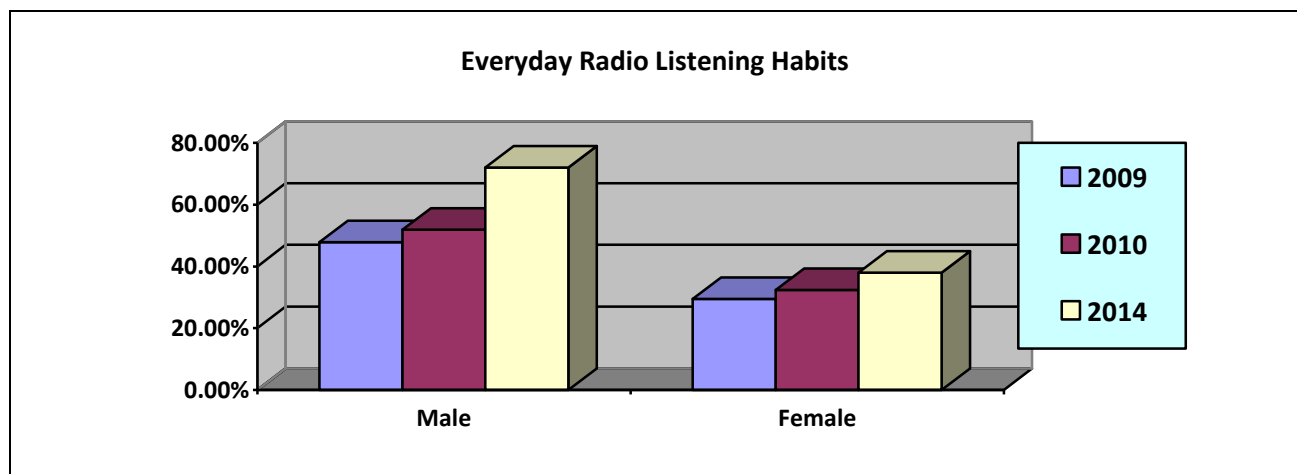
The study revealed that the habit of listening to radio has continued to be higher among males than females, of the 448 respondents that reported they listen to radio, 72% of daily listeners are males as against the 38% of the corresponding females.

The habit of listening occasionally was reported more among the females with 43% against the corresponding 21% for the males. As shown in Table 10 and Figure 6 below

Table 10: Distribution of Respondents by Radio Listening Habit and Gender								
Radio listening habit	Respondent Gender							
	Male		Female		Total		Total reported in 2009 and 2010	
	Freq	%	Freq	%	Freq	% 2014	% 2010	% 2009
Everyday	169	72	74	38	243	54	42.8	40.3
2-6 days a week	38	16	36	19	74	17	26.4	19.4
Only occasionally	49	21	82	43	131	29	30.8	40.3
Total	234	100	192	100	448	100	100	100

This trend has remained the same with the 2009 and 2010, with males reported at 32.9% and 19.9% against females respondents reported at 50.9% and 43.4% respectively. As compared in the chart below.

Figure 6: Chart Representation of Respondents Radio Listening Habits for 2009, 2010 and 2014



2.3 Listenership Habit – Time Listened

Table 11 shows that between 7–9 am and 8–10pm are the overall probable time the respondents listen to radio 35% listen to radio between 7–9 am and 35.9% listen between 8-10pm, except for Ogun State where 5–7 pm is the most probable time at 55.7%.

Both Niger and Plateau State reported 7–9 am as the most probable time at 43.7% and 34.4% respectively.

In 2009, 41.8% was reported to listened between 7-9 am, and in 2010 the proportion that listen to the radio between 7-9 am was reported at 46.9% while the overall proportion for 7-9 am for 2014 was 35%

Comparing the listening time of 2014 with 2009 and 2010, the differences between the proportions were high and clear for all years as is reported in 2014.

Table 11: Distribution of Respondents by Time they Usually Listen and State

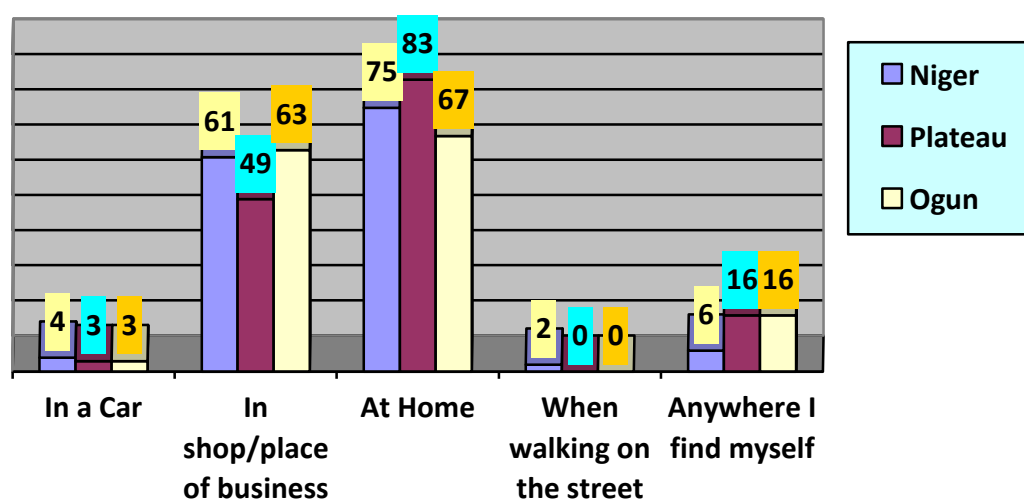
Time they usually listen	State						Total		Total reported in 2009 and 2010	
	Niger		Plateau		Ogun					
	Freq	%	Freq	%	Freq	%	Freq	% 2014	% 2010	% 2009
Very early in the morning (5am-7am)	18	12.2	32	21.1	83	55.7	133	29.7	59.2	32.6
Early morning (7am-9am)	64	43.2	52	34.4	41	27.5	157	35.0	46.9	41.8
Mid-morning (9am-12noon)	14	9.5	27	17.9	29	19.5	70	15.6	31.5	9.5
Early afternoon (12noon-4pm)	14	9.5	12	7.9	26	17.4	52	11.6	42.8	15.4
Late afternoon (4pm-6pm)	30	20.2	19	12.6	20	13.4	69	15.4	50.0	16.5
Early evening (6pm-8pm)	24	16.2	40	26.5	30	20.1	94	21.0	65.4	43.2
Late evening (8pm-10pm)	42	28.3	45	29.8	74	49.7	161	35.9	59.2	39.9
No specific time	48	32.4	47	31.1	30	20.1	125	27.9	11.6	27.5

2.4 Listenership Habit - Place of Listening

Table 12 shows that 225 or 50.2% reported they listen to radio at home and about 39% or 173 reported they listen to radio in their shop/place of business.

Table 12: Distribution of Respondents by Place where they Listen to Radio				
Where do you listen to radio?	State			Total
	Niger	Plateau	Ogun	
In a car	4	3	3	10
In my shop/place of business	61	49	63	173
At home	75	83	67	225
When walking on the street	2	0	0	2
Anywhere i find myself	6	16	16	38
Total	148	151	149	448

Figure 7: Chart Illustrating Distributions of Where Respondents Reported they listen to Radio by State



2.5 Listenership Habit – Most Listened Station

Table 13a shows that in Plateau State, Peace FM 90.5 is the most listened radio station in Plateau State, followed by Rhythm 93.7 FM among the MSMEs holding persons interviewed.

90% or 136 respondents reported to listen to Peace FM 90.5, 76.2% or 115 to Rhythm 93.7 FM while 33.8% or 51 respondents reported to listen to Highland 101.5 FM and 29.1% or 44 respondents listen to Ray Power 100.5 FM.

Table 13a: Distribution of Respondents by Listening/Viewing Habit by Type of Station and State – (Plateau State; total that listen to radio = 151)

Name of Station	Frequency	Percentage
Peace FM 90.5	136	90.0
Rhythm 93.7 FM	115	76.2
Highland 101.5 FM	51	33.8
Ray Power 100.5 FM	44	29.1
Unity 93.3 FM	32	21.2
UNI JOS 96.1 FM	17	11.3
BBC	4	2.6
Voice of America (VOA)	2	1.3
Wazobia Radio	1	0.7
Kaduna FM	1	0.7
NBS (Nasarawa) 102.5	1	0.7
Precious FM 97.1	1	0.7
Hot FM, Abuja	1	0.7
Radio FM Bauchi	1	0.7

Figure 8a: Chart illustrating distribution of respondents by listening habit by type of station in Plateau

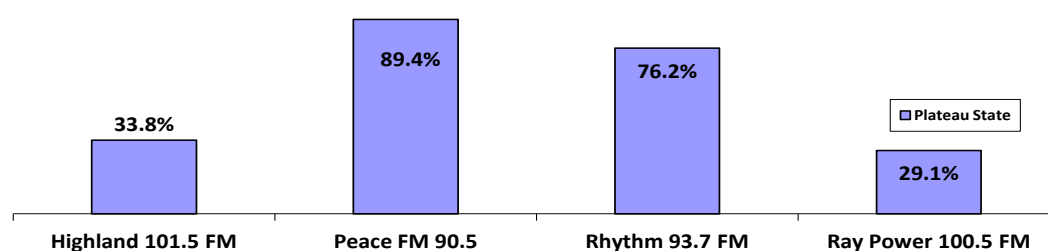


Table 13b below shows that in Niger State, Radio Niger/91.2 Crystal FM was reported as the most listened to station amongst the Business owners sampled with 52.7% or 78 respondents, then FRCN Power FM 100.5 with 41.9% or 62 respondents reported to listening to each.

This pattern is similar with 2009 and 2010. Radio Niger was reported at a proportion of 68.5% and 67.2% respectively.

Table 13b: Distribution of Respondents by Listening/Viewing Habit by Type of Station And State – (Niger State; total that listen to radio = 148)

Radio Niger/91.2 Crystal FM	78	52.7
FRCN Power FM 100.5	62	41.9
NTA Minna	61	41.2
Search FM 92.3	54	36.5
NTA Bida	24	16.2
Hot FM, Abuja	20	13.5
BBC	19	12.8
AIT	6	4.1
Voice of America (VOA)	6	4.1
Kaduna FM	6	4.1
Ray Power 100.5 FM	2	1.4
Click FM	2	1.4
IBB Station	2	1.4
Briller FM	1	0.7
Aljazeera	1	0.7
CCTV	1	0.7

Figure 8b: Chart Illustrating Distribution of Respondents by Listening Habit by Type of Station in Niger

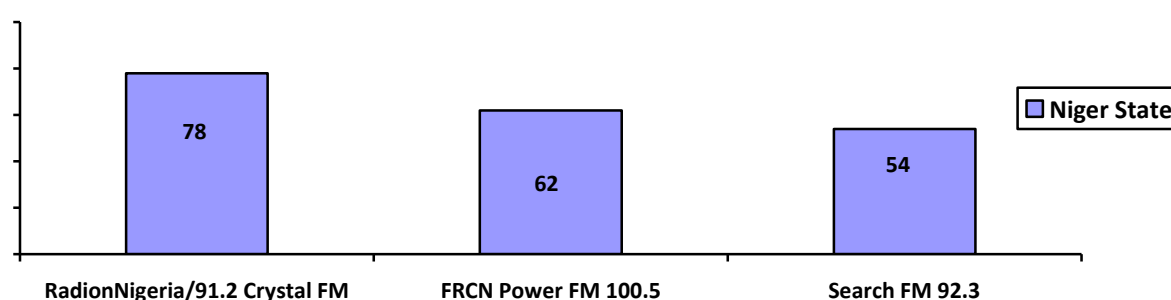
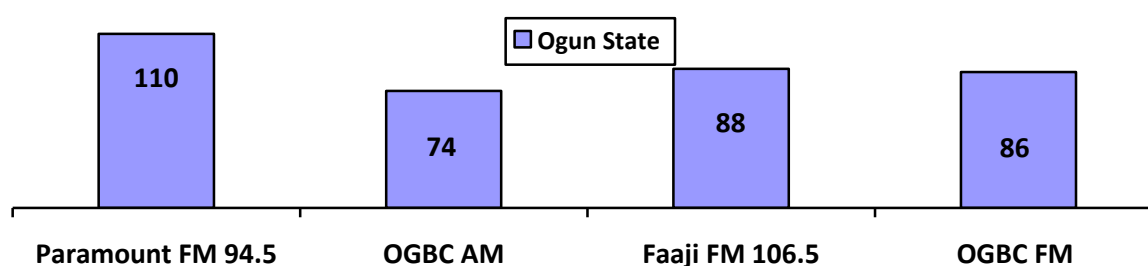


Table 13c below indicates that in Ogun State, the respondents interviewed reported to listen to Paramount FM 94.5 more, 110 or 73.8% listen to Paramount FM 94.5, 88 or 59.1% listen to Faaji FM 106.5, 86 or 57.7% listen to OGBC FM 90.5 and 74 or 49.7% listen to OGBC AM

Table 13c: Distribution of Respondents by Listening/Viewing Habit by Type of Station And State – (Ogun State; total that listen to radio = 149)		
Name of Station	Frequency	Percentage
Paramount FM 94.5	110	73.8
OGTV (TV)	101	67.8
Faaji FM 106.5	88	59.1
OGBC FM 90.5	86	57.7
OGBC AM 603/Ogun Radio	74	49.7
Rock City FM 101.5	57	38.3
Ray Power 100.5 FM	21	14.1
Radio Lagos	6	4.0
AIT	3	2.0
Wazobia Radio	3	2.0
Top Radio	3	2.0
Radio Continental	3	2.0
Briller FM	2	1.3
Eko FM	2	1.3
LTV	2	1.3
MITV	2	1.3
TVC	2	1.3
Channels FM 96.5	1	0.7

Figure 8c: Chart Illustrating Distribution of Respondents by Listening Habit by Type of Station in Ogun



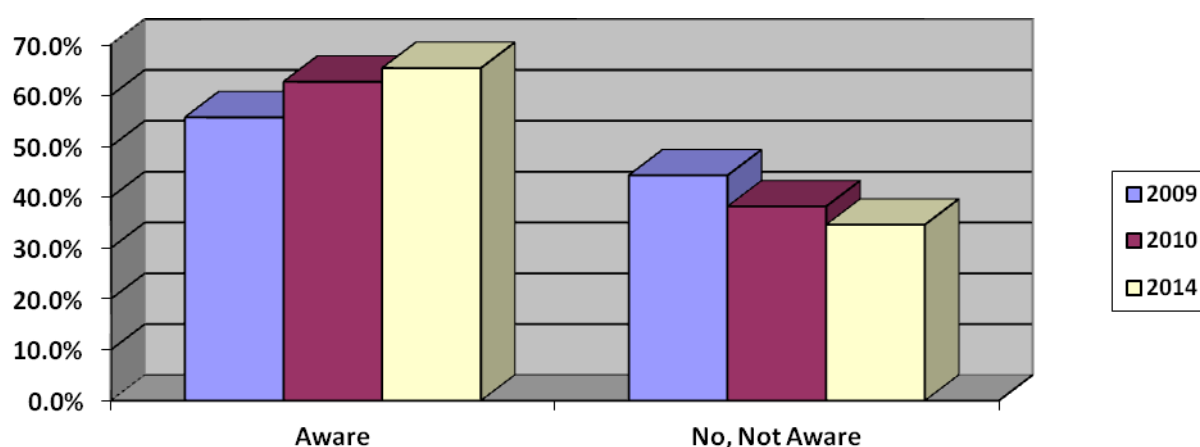
3.0 Small Business Radio Programme (SBRP)

3.1 Awareness of SBRP

Overall, of the 448 respondents that reported to listening to radio, 293 or 65.4% reported they are aware of small business radio programme, as detailed in Table 14 below.

Table 14: Distribution of Radio Listener by Awareness of Small Business Radio Programme						
Awareness of small business radio programme	Do you listen to radio?				Total	
	Yes		No			
	Freq	%	Freq	%	Freq	%
Yes	293	65.4	0	0	293	65.4
No	155	36	7	100	162	34.6
Total	448	100	7	100	455	100

Figure 9: Chart representation of radio listener by awareness of small business radio programme reported in 2009, 2010 and 2014



There is an increase in the level of awareness of the small business radio programme this year compared to the level reported in 2009 and 2010.

Overall, the level of awareness is reported as 65.4% as compared to 62.7% reported in 2010 and 55.7% reported in 2009.

Among the respondents sampled that listen to radio, there continued to be a decrease in percentage of those that answered – “No, Not aware”, 44.3% was reported in 2009, 38.2% in 2010 and in 2014, only 34.6% of the respondents were not aware of the small business radio programme, as depicted in Figure 9.

Table 15 below shows that 97 respondents or 65.5% in Niger State reported they are aware of small business radio programme, 97 or 64.2% respondents from the 151 that reported they listen to radio and were interviewed in Plateau State said they are aware of small business radio programme, and in Ogun State 99 or 66.4% of the respondents that listen to radio answered yes when asked if they were aware of small business radio programme, hence the 293 or 65.4% overall that are aware of the small business radio programme as reported in table 14 above.

Table 15: Distribution of Respondents Awareness of Small Business Radio Programme by State								
Are you aware of any small business radio programme in your state?	State						Total	
	Niger		Plateau		Ogun			
	Freq	%	Freq	%	Freq	%	Freq	%
Yes	97	65.5	97	64.2	99	66.4	293	65.4
No	51	34.5	54	35.8	50	33.6	155	34.6
Total	148	100	151	100	149	100	448	100

Table 16a below shows that the respondents that reported to be aware of the small business radio programme were asked the specific programme they are aware of. The result shows that in Niger State 69.1% or 67 of the respondents are aware of “Yaya Kasuwanci”, 11.3% or 11 of the respondents are aware of “Mu Bunkasa Kasuwanci”, 2 or 2.1% reported they are aware of “Kun San Kasuwanci”, 38 or 39.2% reported awareness of “How Market”. 19 or 19.6% reported they are aware of “Business Connection” 4 or 4.1% are aware of “Business News”, and 9 or 9.3% can’t remember the title of the programme.

In Plateau State, 61 or 62.9% reported they are aware of “Small Business Insight”, 3 or 3.1% reported awareness of “Business News”, 27 or 27.8% reported awareness of other various programme (see table 16b), and 7 or 7.2% can’t remember the name of the programme they listen to.

In Ogun State, 34 or 34.3% said they are aware of “Sense In Business”, while 1 or 1.1% reported awareness of “Business News”, 68 or 68.7% reported they listen to other programmes as highlighted in table 16b below, and 5 respondents or 5.1% said they can’t remember the name of the small business programme they listen to.

Table 16a: Distribution and Percentage Distribution of respondents by type of small business radio programme

Type of Small Business Radio Programmes	Niger		Plateau		Ogun		Total	
	Freq	%	Freq	%	Freq	%	Freq	%
Yaya kasuwanci	67	69.1	0	0.0	0	0.0	67	22.9
Mu Bunkasa kasuwanci	11	11.3	1	1.0	0	0.0	12	4.1
Ku San Kasuwanci	2	2.1	0	0.0	0	0.0	2	0.7
Small Business Insight	0	0.0	61	62.9	0	0.0	61	20.8
Sense of Business	0	0.0	0	0.0	34	34.3	34	11.6
How market	38	39.2	0	0.0	0	0.0	38	13.0
Business Connection	19	19.6	0	0.0	0	0.0	19	6.5
Business news	4	4.1	3	3.1	1	1.0	8	2.7
Others	0	0.0	27	27.8	68	68.7	95	32.4
Can't Recall Name	9	9.3	7	7.2	5	5.1	21	7.2

In Plateau and Ogun State, the respondents who are aware of small business radio programme reported they are aware of other small business radio programme, as shown in table 16b below.

“Se aje wogba/se aje bugbaje” was reported 21 times in Ogun State; while in Plateau State “Business Foundation and Innocent Minds” were mentioned 5 times each among others also mentioned.

Table 16b: Other Types of small business radio programme	Plateau		Ogun	
	Freq	%	Freq	%
Small Scale Business	0	0	2	100
Ise to lo lagbegbe wa	0	0	2	100
Se aje wogba/se aje wa/ se aje bugbaje	0	0	21	100
Bi o se le da okowo ti e sile	0	0	3	100
Today's market/Oja oni	0	0	6	100
How to print recharge card	0	0	2	100
Saye dero	0	0	7	100
Oju Oja	0	0	2	100
Frankly speaking	0	0	1	100
Ise ya	0	0	1	100
Eni loja	0	0	1	100
Eku oja	0	0	5	100
Ise ojowa	0	0	1	100
Business creative programme	0	0	1	100
Job opportunity	0	0	1	100
Computer Business talk show	0	0	1	100
ICT	0	0	1	100
Se ara loge	0	0	2	100
Afekosoro	0	0	1	100
Abbey fagbero	0	0	1	100
Market time	0	0	2	100
How to start a business	0	0	1	100
Livestock business	1	50	1	50
Madara/focus/folasco	0	0	2	100

Business travels and tourism	1	100	0	0
Wetin dey business segment	1	100	0	0
Business Windows	4	100	0	0
Sharing live issues with Chaz B	2	100	0	0
Forex Trade	1	100	0	0
Area Crew	1	100	0	0
SMES	1	100	0	0
Business Segment	2	100	0	0
Business Foundation	5	100	0	0
Innocent Mind	5	100	0	0
Economic Cooker	1	100	0	0
Business News	2	100	0	0

3.2 SBRP - Sources of Awareness

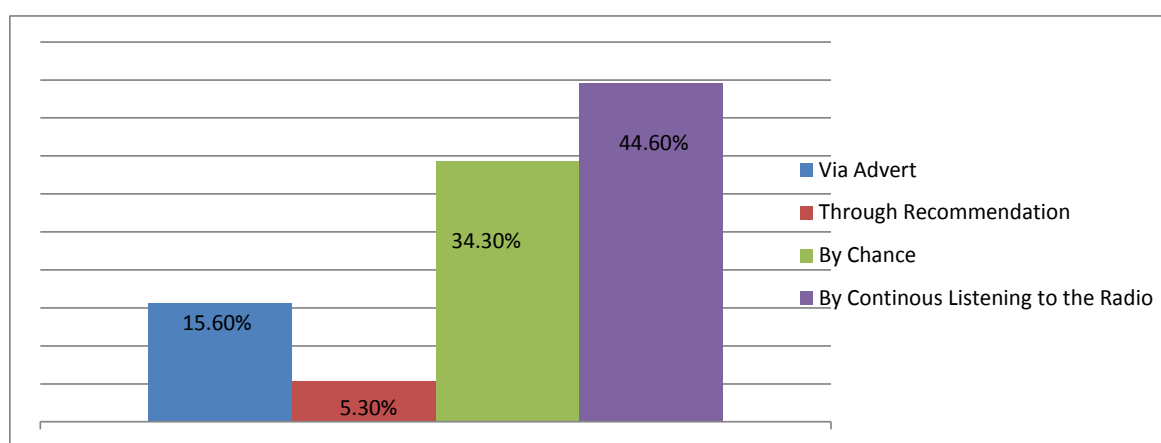
Table 17: Distribution of Source of Awareness of Small Business Radio Programme By State

Source of awareness of small business radio programme	State							
	Niger		Plateau		Ogun		Total	
	Freq	%	Freq	%	Freq	%	Freq	%
Advert	13	13.4	21	21.6	10	10.1	44	15.0
Recommendation	33	34.0	46	47.4	56	56.6	15	5.1
By chance	38	39.2	24	24.7	35	35.4	97	33.1
Continuous Listening to Radio	26	26.8	52	53.6	48	48.5	126	43.0

Table 17 above shows that most of the respondents that reported to have known about small business programme in Plateau and Ogun State reported to have known the programme by continuous Listening to Radio, overall 43% reported to continuous listening to radio.

While in Niger State the respondents reported to have known by chance as the highest with 38 of the 99 that know small business programme. Overall 43% reported knowing the programme by continuous listening to radio, about 33.1% by chance, about 15% through advert and 5.1% by recommendation.

Figure 10: Chart Representation of Distribution of Source of Awareness of Small Business Radio Programme



3.3 SBRP - Listening Habit

Of the 293 respondents that are aware of the small business radio programme, 278 respondents or 94.8% do listen to the small business radio programme. This indicates increase over the 77.5% and 73.7% reported in 2010 and 2009 respectively.

In Niger State, 95 respondents or 97.9% do listen to the programme. In Plateau State 89 respondents or 91.7% listen to the programme and in Ogun State 94 respondents or 94.9% listen to the programme as shown in table 18 below

Do you listen to the programme?	Niger		Plateau		Ogun		Total	
	Freq	%	Freq	%	Freq	%	Freq	%
No, but I've heard of it	2	2.0	8	8.2	5	5.0	15	5.1
Yes, when the programme happens to run on the station	62	63.9	54	55.6	63	63.6	182	62.1
Yes, I try to tune into the programme whenever possible	19	19.5	18	18.5	24	24.2	61	20.8
Yes, I try, to schedule my time to avoid missing the programme	14	14.4	17	17.5	7	7.0	38	12.9
Total	97	33.1	97	33.1	99	33.8	293	100

Figure 11a: Chart Representation of the Percentage Distribution of Respondents by Awareness and Listening Habits of Small Programme by State

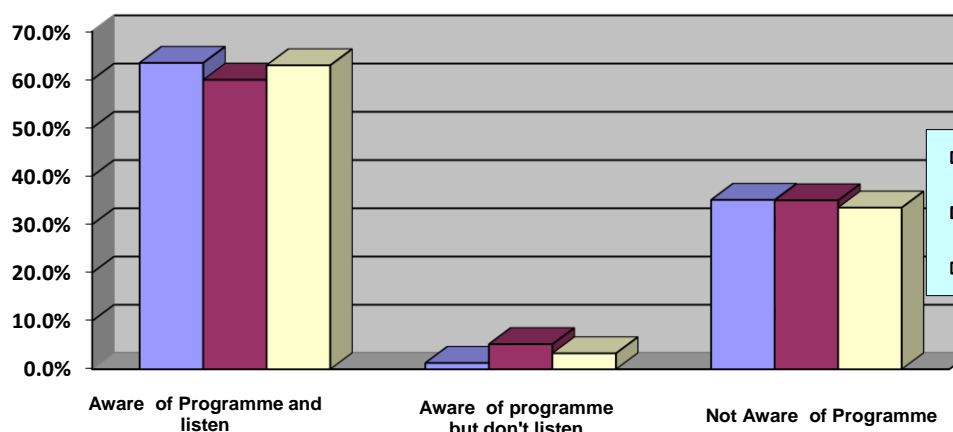
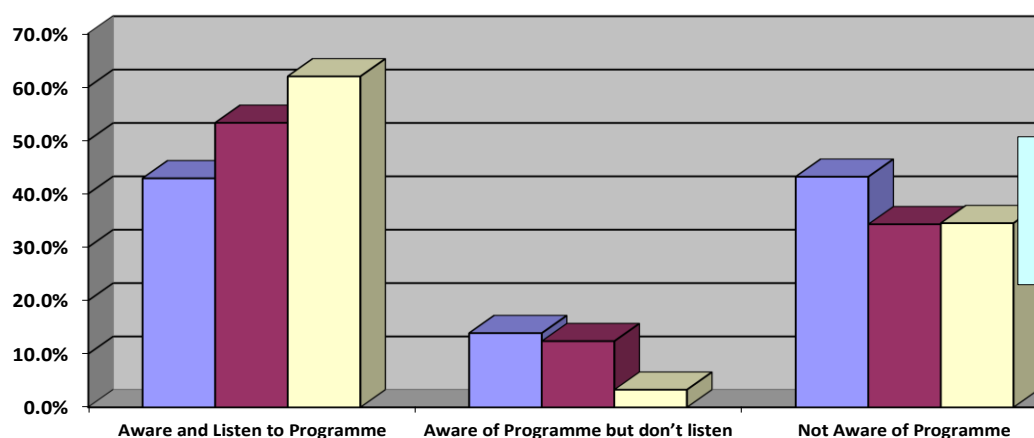


Table 17 above also indicates that 5.1% of the respondents have heard of the small business programme but do not listen to it, there is also a reduction compared to 22.5% reported in 2010 and 26.3% reported in 2009.

A total of 455 respondents were sampled and 448 reported to listen to radio. Of those that listen to radio 65.4% of them said they are aware of the small business radio programme, 94.8% are aware of the programme and listen to them compared to 53.3% for 2010 and 42.9% for 2009.

This indicates an increased in the listening population from 2009, 2010 to 2014 as shown in figure 11 below.

Figure 11b: Chart Representation of the Percentage Distribution of Respondents by Awareness and Listening Habits of Small Programme on Radio for 2009, 2010 and 2014



3.4 SBRP – Most Interesting Information

Information about Business Opportunities/Markets was reported as the most interesting part of the programme in Niger and Ogun State with Ogun at 31.3% and Niger at 25.6%.

Information about how to start a business was reported as the most interesting part of the programme in Plateau with 25.2%

Overall across the study state of Niger, Plateau and Ogun State - Information about Business Opportunities/Markets was reported as the most interesting part of the programme.

Table 19: Percentage Distribution of Listening Respondents According To Reported Most Interesting Part of the Programme

Interesting part of the programme	State						Total	
	Niger		Plateau		Ogun			
	Freq	%	Freq	%	Freq	%	Freq	%
Information on business opportunities/markets	68	25.6	44	16.8	76	31.3	188	24.4
Information on financial services	42	15.8	26	9.9	31	12.8	99	12.8
Information on non-financial services	16	6.0	10	3.8	20	8.2	46	6.0
Information on new technologies and equipment	10	3.8	10	3.8	18	7.4	38	4.9
Question/answers to business issues/problems	18	6.8	26	9.9	18	7.4	62	8.0
Tips and business advice from experts	20	7.5	26	9.9	11	4.5	57	7.4
Experience from successful and practicing business people	7	2.6	17	6.5	6	2.5	30	3.9
Platforms to discuss and air business problems	6	2.3	25	9.5	9	3.7	40	5.2
Information on business laws	32	12.0	6	2.3	17	7.0	55	7.1
Information on how to start a business	43	16.2	66	25.2	31	12.8	140	18.2
Information on business advocacy	1	0.4	2	0.8	6	2.5	9	1.2
Advertisement	3	1.1	4	1.5	0	0.0	7	0.9
Total Outcome	266	34.5	262	34.0	243	31.5	771	100.0

3.5 SBRP – Programme Content

Table 20: Percentage distribution of respondents satisfied with the programme content						
Satisfied with programme content	Niger		Plateau		Ogun	
	Freq	%	Freq	%	Freq	%
Yes	92	97.8	90	100.0	93	99.0
No	2	2.1	0	0.0	1	1.0
Total	94	100	90	100	94	100

Table 20 above shows all the respondents, 99.9% that are aware and listen to the programme reported they are satisfied with the programme.

3.6 SBRP – Programme Timing

Table 21: Percentage distribution of respondents satisfied with the programme timing								
Satisfied with Programme Timing	Niger		Plateau		Ogun		Total	
	Freq	%	Freq	%	Freq	%	Freq	%
Yes	90	95.7	79	87.8	92	97.8	261	93.8
No	4	4.3	11	12.2	2	2.2	17	6.2
Total	94	100	90	100	94	100	278	100

93.8% of the respondents reported that they are satisfied with the programme timing as shown in Table 21 above, of the 94 respondents in Niger State 90 respondents reported satisfaction with the programme timing, 79 respondents of the 90 in Plateau State while 92 of the 94 respondents of Ogun State.

Figure 12: Chart Representation of the Percentage Distribution of Respondents Satisfied with the Programme Timing

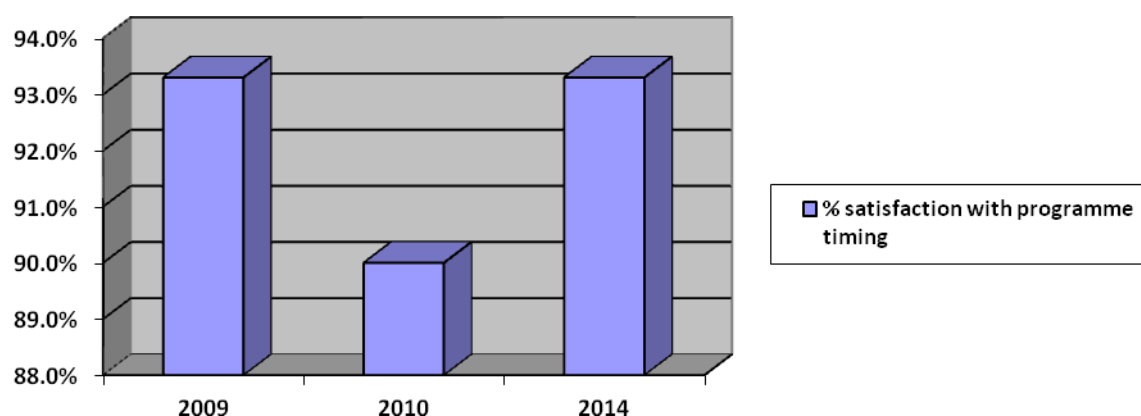


Table 22: Percentage distribution of respondents' preference of the programme length

Preference of the programme length	Niger		Plateau		Ogun		Total	
	Freq	%	Freq	%	Freq	%	Freq	%
Shorter	3	3.2	5	5.6	2	2.1	10	3.6
Longer	48	51.1	43	47.8	30	31.9	121	43.5
Unchanged	43	45.7	42	46.7	62	66.0	147	52.9
Total	94	100	90	100	94	100	278	100

When asked about the programme length, 66% do not want the programme length to be changed in Ogun State, 46.7% in Plateau State and 45.7% in Niger State, as shown in table 22 above.

In 2009, 93.3% was reported as the proportion of the respondents that were satisfied with the programme, 90% was reported in 2010 and 93.3% was reported in 2014. This depicts that the level of satisfaction is within same range over these years.

However, 52.9% of the total respondents interviewed in Niger, Plateau and Ogun State that reported to they listen to the programme do not want the length changed. On average about 43.5% prefer the programme length longer across the three study States.

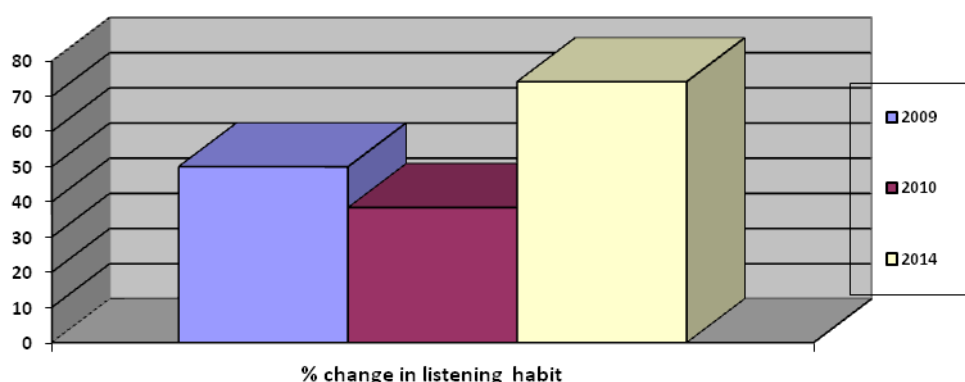
The pattern does not vary with that reported in 2009 and 2010. In 2009, 78.2% wants the programme to be longer, in 2010, 48.9% wants the programme to be longer while in 2014 about 43.5% wants the programme to be longer thus the proportion of respondents that indicates so has continued to drop. As shown in table 22 above.

3.7 Influence and Effect of SBRP

Over 60% of the overall respondents that reported to have listened to the programme said it had changed their radio listening habit.

In 2009, 50% was reported as the proportion that the programme changed their listening habits, in 2010 a total of 38.4% said the programme has changed their listening habits and in 2014, 25.7% or 73 respondents reported the programme has not change their listening habits while 211 or 74.2% said the programme has change their listening habits.

Figure 13: Chart Representation of the Percentage Change in Radio Listening Habit for 2009, 2010 and 2014



These are some of the ways they described how the programme changed their listening habits verbatim:

- ✚ I usually listen to music only, but now listen to other radio programme
- ✚ The programme has encouraged me to listen to the programme more regularly/often than before
- ✚ I try to ensure that I don't miss the programme .i.e. I now know the programme timing
- ✚ I now listen to the programme as I listen to news – very religiously
- ✚ I now use my phone to listen to radio so I don't miss the programme

Table 23 below shows that over 50% of the respondents reported that the programme has influenced them as a business person. 37% reported the programme was much influence as against 33.1% in 2010, 49.3% reported it was little influence this year while in 2010 46.4% and 34.5% in 2009, (see figure 14 below).

Table 23: Percentage Distribution of Respondents by Level of Influence of Programme on Respondent as Business Person, Type of Location and State							
State	Type of Location	Has the programme influenced you as a business person?					
		No influence at all	%	Little influence	%	Much influence	%
Plateau	Urban	3	37.5	27	55.1	28	70
	Rural	5	62.5	22	44.9	12	30
	Total	8	100	49	100	40	100
Niger	Urban	9	50	27	73	23	69.7
	Rural	9	50	10	27	10	30.3
	Total	18	100	37	100	33	100
Ogun	Urban	6	50	25	50	17	58.6
	Rural	6	50	25	50	12	41.4
	Total	12	100	50	100	29	100
Overall total		38	13.8	136	49.3	102	37

Figure 14: Chart Representation of the Percentage Distribution of Respondents by Level of Influence of Programme on Respondent as Business Persons for year 2009, 2010 and 2014

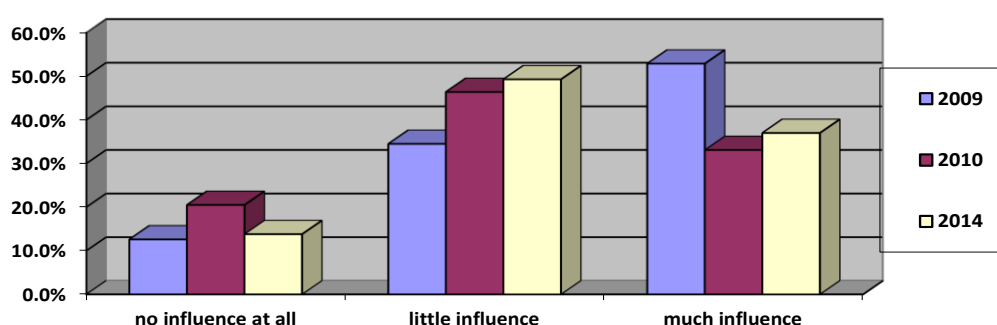


Table 24 below shows that the programme influenced those engaged in all types of business, except those engaged in Accommodation/Food reported 13.2% as the least.

In 2010, the programme influenced persons involved in Agriculture 72.1%, Manufacturing 80.7%, Trading 86.3% and services 78.9%. this year it influenced persons involved in Agriculture 100%, Manufacturing 75%, Trading 88.9% and services 84.2%, hence there is a significant increase in the level at which the programme influence persons involved in all types of business.

Table 24: Percentage Distribution of Respondents by Level of Influence of Programme on Respondent as Business Person by Type of Business								
Has the programme influenced you as a business person?								
Type of Business	No Influence	%	Little Influence	%	Much Influence	%	Total involved in biz type	%
Agriculture	0	0.0	1	0.5	1	1.0	2	100.0
Manufacturing	1	2.6	1	0.5	2	2.0	4	75.0
Electricity/Gas	2	5.3	4	2.2	1	1.0	6	83.3
Construction	1	2.6	2	1.1	6	5.9	11	72.7
Arts	0	0.0	4	2.7	5	4.9	9	100.0
Wholesale/Retailing	19	50.0	75	40.5	45	44.1	135	88.9
Health Services	2	5.3	5	2.7	5	4.9	13	76.9
Transportation	0	0.0	0	0.0	1	1.0	1	100.0
Accommodation/food	5	13.2	6	3.2	4	3.9	14	71.4
Education	0	0.0	3	1.6	0	0.0	3	100.0
Information/Communication	3	7.9	11	5.9	9	8.8	25	80.0
Professional Services	3	7.9	8	4.3	8	7.8	19	84.2
Tailoring/Fashion Designer	1	2.6	10	5.4	10	9.8	20	100.0
Hair dressing/Barbing	1	2.6	5	2.7	5	4.9	11	90.9
Total (All Businesses)	38	11.7	185	56.9	102	31.4	273	84.0

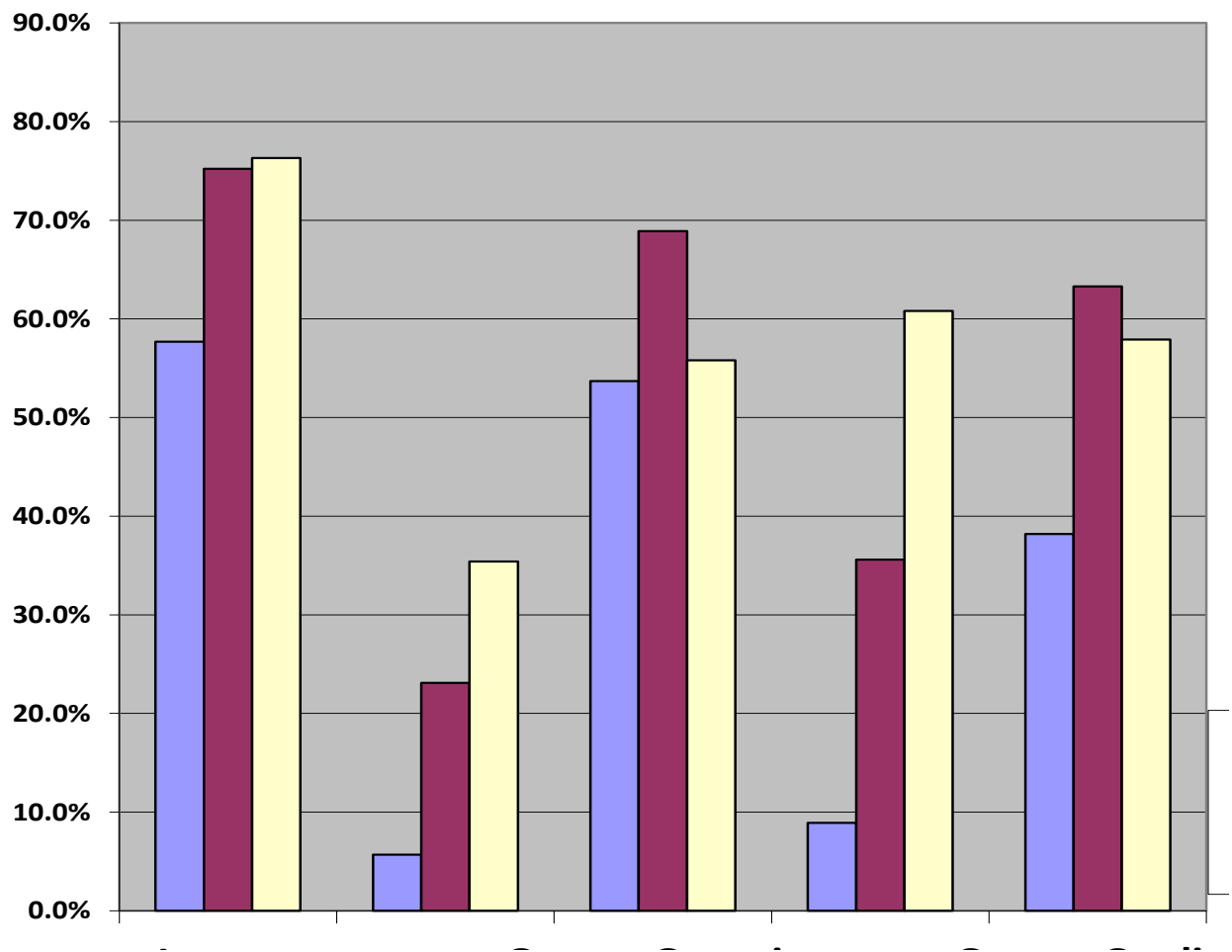
Table 25: Percentage Distribution of Respondents by Areas of Positive Effect of Programme and State							
Areas of positive effect of programme		Niger		Plateau		Ogun	
		Freq	%	Freq	%	Freq	%
Income	Yes	74	83.1	67	69.1	74	76.3
	No	15	16.9	30	30.9	23	23.7
	Total	89	100	97	100	97	100
Number of employees	Yes	19	21.3	43	45.3	34	35.4
	No	70	78.7	52	54.7	62	64.6
	Total	89	100	95	100	96	100
Business output quantity	Yes	47	53.4	71	74	53	55.8
	No	41	46.6	25	26	42	44.2
	Total	88	100	96	100	95	100
Competitiveness	Yes	52	58.4	63	65.6	59	60.8
	No	37	41.6	33	34.4	38	39.2
	Total	89	100	96	100	97	100
Business output quality	Yes	64	71.9	74	76.3	55	57.9
	No	25	28.1	23	23.7	40	42.1
	Total	89	100	97	100	95	100

Table 25 above shows that overall all the respondents reported the programme has no significant positive effect in the area of number of employees.

The respondents reported the programme impacted positively on their Income, Output (Quantity and Quality) and had also impacted on their competitiveness level.

The report positive impact has increased significantly from 2009 through 2010 and this year in all areas except for output quantity where there is a slight drop from 68.9% as reported in 2010 to 55.8% reported this year, figure 9 below present this.

Figure 15: Chart Representation of the Percentage Distribution of Respondents by Areas of Positive Effect of Programme for year 2009, 2010 and 2014



3.8 SBRP – Programme Language

Table 26a: Percentage Distribution of Respondents by Satisfaction of Programme Language, Type of Location and State

Satisfied with Programme lang.	Type of Location															
	Plateau				Niger				Ogun				Total			
	Urban		Rural		Urban		Rural		Urban		Rural		Urban		Rural	
	freq	%	freq	%	freq	%	freq	%	freq	%	freq	%	freq	%	freq	%
Yes	53	93	34	87.2	53	91.4	27	90	52	100	41	95.3	158	94.6	102	91.1
No	3	7	4	12.8	5	8.6	3	10	0	0	2	4.7	9	5.4	10	8.9
Total	56	100	38	100	58	100	30	100	52	100	43	100	167	100	112	100

Table 26a above shows the pattern of satisfaction of programme language among respondents by type of location, the trend is similar, as both urban and rural dwellers reported a high proportion of satisfaction – 94.6% urban and 91.1% rural.

The programme language is satisfactory with 94.6% of the urban dwellers as against 97% in 2010, and 91.1% rural dwellers as against 89% in 2010.

Table 26b: Percentage Distribution of Respondents by Satisfaction of Programme Language total by State

Satisfied with Programme Language	Plateau		Niger		Ogun		Total	
	Freq	%	Freq	%	Freq	%	Freq	%
Yes	87	92.6	82	91.1	93	98.9	262	94.2
No	7	7.4	8	8.9	1	1.1	16	5.8
Total	94	100	90	100	94	100	278	100

Table 26b above shows that the programme language was satisfactory to about 94.2% of the overall listeners of the programmes across Niger, Plateau and Ogun States. This does not differ significantly from the 2009 value of 92.4% and 93.3% of 2010.

92.6% of Plateau State listeners, 91.1% in Niger State and 98% in Ogun State.

The preferred language mentioned were English 15 times, Hausa 11 times, Yoruba and Igbo 4 times each, Nupe and Pidgin English 2 times each.

Table 27 below shows all the age groups sampled in the three study state reported satisfaction of programme language. The least proportion reported as 87.5% by 18-25 years old in Plateau state only, while for all the other groups 90% was the proportion of satisfaction as detailed in the table below.

Table 27: Percentage Distribution of Respondents by Satisfaction of Programme Language, Age Group and State									
State	Satisfaction of Programmes language	Age Group							
		18-25yrs	%	26-35yrs	%	36-45yrs	%	46-yrs and over	%
Plateau	Yes	35	87.5	31	93.9	18	90.0	3	100.0
	No	5	12.5	2	6.1	2	10.0	0	0.0
	Total	40	100	33	100	20	100	3	100
Niger	Yes	24	92.3	35	97.2	15	93.8	6	60.0
	No	2	7.7	1	2.8	1	6.2	4	40.0
	Total	26	100	36	100	16	100	10	100
Ogun	Yes	28	100.0	36	97.3	18	100.0	11	91.7
	No	0	0.0	1	2.7	0	0.0	1	8.3
	Total	28	100	37	100	18	100	12	100

3.9 SBRP – Running on Other Radio Station

Table 28 below shows that 51.8% of the respondents interviewed indicated preference for programme to run on different station, as against 48.2% that answered No.

The percentage level of those that indicated that they want the programme to run on other station apart from the current stations on which the programme is being run has reduced as 63% was reported for 2009 and 57% in 2010, while this year 51.8% is reported.

Table 28: Percentage distribution of respondents' preference for programme to run on different station

Preference for program to run on a different station	Niger		Plateau		Ogun		Total		Total reported in 2009 and 2010	
	Freq	%	Freq	%	Freq	%	Freq	% 2014	% 2010	% 2009
Yes	37	39.4	63	70	44	46.8	144	51.8	57.0	63.0
No	57	60.6	27	30	50	53.2	134	48.2	43.0	37.0
Total	94	100	90	100	94	100	278	100	100	100

15 respondents from Ogun State will like the programme aired on Paramount FM.

In Plateau State 26 respondents will like Peace FM as other station preferred while Rhythm 93.7 FM was mentioned 29 times as other station preferred. And, in Niger State 7 respondents reported Radio Niger as other preferred station, while Search FM 92.3 and BBC London was mentioned 6 times each while Zuma FM and 91.2 Crystal FM was mentioned 5 and 4 times respectively. In Niger State, Radio Niger the favourite station mentioned in 2009 and 2010 has continued to be the favourite

Table 29 below shows that overall 76.3% of the respondents reported they are not aware of other station with similar programme.

23.7% reported awareness of similar radio programme in 2014 as against 30.3% that reported in 2010 and 20.8% that reported in 2009.

Table 29: Distribution of Respondents by Reported Awareness Of Other Station With Similar Programme By State

Awareness of other station with similar programme	State							
	Niger		Plateau		Ogun		Total	
	Freq	%	Freq	%	Freq	%	Freq	%
Yes	29	19.2	22	14.7	56	37.1	107	23.7
No	122	80.8	128	85.3	95	62.9	345	76.3
Total	151	100	150	100	151	100.0	452	100.0

Table 30 below shows that overall 95% of the respondents sampled reported they are interested in small business radio/TV programme providing business information, while only 5% reported they are not interested.

Table 30: Distribution of Respondents that are not aware of Small Business Radio Programme by Awareness of Other Station With Similar Programme By State						
State	Are you interested in small business radio or TV programmes providing business information					
	Yes		No		Total	
	Freq	%	Freq	%	Freq	Overall %
Niger	132	95.0	7	5.0	139	33.3
Plateau	138	97.9	3	2.1	141	33.7
Ogun	127	92.0	11	8.0	138	33.0
Total	397	95.0	21	5.0	418	100.0

4.0 Discussion and Conclusion

There are similarities in the age and gender composition across the three states. Owners of businesses accounted for a significant proportion of the survey population. Wholesaling/Retailing was the predominant type of business MSMEs are involved in.

Majority of the respondents across the study states own/had access to radio set and listened to it at home and shop/place of business more often, but males listened to radio more than the females in Niger and Plateau State while the females listened more in Ogun state.

Everyday radio listening habit has continued to increase among males, while the females have maintained the habit occasionally. 7- 9 am and 8 -10 pm happened to be the time radio listeners listened to radio more often, however, in Ogun state radio listeners preferred 5 pm Peace FM 90.5 is the radio station most listened to in Plateau state, and Radio Niger for Niger state while in Ogun state Paramount FM 94.5 is the radio station most listened to.

A significant proportion of the respondents are aware of SBRP, the awareness has continued to increase across the years. Continuous listening to the radio is the major source for the awareness in Plateau and Ogun State while respondents knew the SBRP in Niger state by chance. And majority of the respondents that are aware of the SBRP listened to it. There is also a significant increase in the proportion of persons that listen to the programme over the period.

Over 43% want the SBRP length longer, however, half of the respondents that listened to SBRP do not want the programme length changed, but when compared across the periods the proportion of those that want the programme length changed has continued to drop.

Overall, information about business opportunities/markets is the most interesting part of the programme which has also impacted positively on their income, output (quantity and quality) and also on their competitiveness level, over the period the SBRP has changed its listeners behaviour – they listened to radio more often than they used to. The SBRP has continued to exert some levels of influence over persons involved in all type of businesses as a business person.

Generally, the SBRP language is more satisfactory among urban dwellers over the period and those that indicated that they want the programme to run on other station apart from the current stations on which the programme is being run has reduced when compared over the period.

5.0

APPENDIXES

5.1 Localities by Number of Responses

State	LGA	Locality Name	Type of Location	Males	Females	Total Respondents
Ogun	Abeokuta North	Tottoro Shokori	Urban	8	17	25
Ogun	Abeokuta South	Kuto Ishabo Nepa Road	Urban	14	11	25
Ogun	Ado Odo Otta	Ota	Urban	12	8	20
Ogun	Ewekoro	Ewekoro	Rural	16	15	31
Ogun	Ikpokia	Ikpokia Town	Rural	15	16	31
Ogun	Shagamu	Makun Station	Urban	7	13	20
Niger	Bida	Essu Junction Wadata	Urban	6	14	20
Niger	Rafi	Rafi	Rural	13	17	30
Niger	Bosso	FUT Road Maipa Junction	Urban	20	5	25
Niger	Chanchaga	Kasuwan Dare Tungan Goro	Urban	23	2	25
Niger	Lapai	Lapai	Rural	26	4	30
Niger	Suleja	Kwampa by Garage Moroko Road	Urban	7	14	21
Plateau	Langtang North	Shishiri Pajat	Urban	10	3	13
Plateau	Mangu	Mangu	Rural	17	18	35
Plateau	Pankshin	FCE Area State Lowcost Area	Urban	14	12	26
Plateau	Bokkos	Bokkos	Rural	20	8	28
Plateau	Jos South	Dadin Kowa Abbatori	Urban	14	11	25
Plateau	Jos North	Gada Biyu Jenta Adamu	Urban	13	12	25
Total				261	200	455

5.2 Distribution of Respondents by Other Stations Preferred for the SBRP

Other stations preferred for the programme	Niger	Plateau	Ogun	Total
Radio Niger	7	0	0	7
91.2 Crystal FM	4	1	0	5
Search FM 92.3	6	0	0	6
FRCN power FM 100.5	1	1	0	2
NTA Minna/Bida	7	0	0	7
Zuma FM	5	0	0	5
BBC	6	0	0	6
Paramount FM	3	0	15	18
Wazobia FM	0	0	1	1
Rock city FM	0	0	8	8
Faaji	0	0	9	9
Faaji FM	0	0	4	4
OGBC FM 90.5	0	0	1	1
OGBC AM 603/Ogun Radio	0	0	1	1
OGTV	0	0	3	3
Top Radio	0	0	1	1
NTA Ogun	0	0	1	1
Rhythm 93.7 FM	0	29	0	29
Peace FM 90.5	0	26	0	26
Highland 101.5 FM	0	3	0	3
UNI JOS 96.1 FM	0	1	0	1
PRTV	0	1	0	1

5.3 Percentage Distribution of Respondents by Change of Listening Habit, Type of Business and State

Type of Business	Plateau				Niger				Ogun			
	Yes	%	No	%	Yes	%	No	%	Yes	%	No	%
Agriculture	0	0	0	0	0	0	0	0	2	2.7	0	0
Manufacturing	1	1.4	0	0	1	1.6	0	0	2	2.7	0	0
Electricity/Gas	1	1.4	2	8.7	1	1.6	1	3.8	0	0	2	8.3
Construction	1	1.4	1	4.3	5	7.9	2	7.7	2	2.7	0	0
Arts	6	8.2	0	0	1	1.6	1	3.8	0	0	1	4.2
Wholesale/Retailing	35	47.9	14	60.9	25	39.7	11	42.3	42	56	14	58.3
Health Services	4	5.5	0	0	4	6.3	0	0	4	5.3	1	4.2
Transportation	0	0	0	0	1	1.6	0	0	0	0	0	0
Accommodation/food	2	2.7	0	0	6	9.5	4	15	2	2.7	2	8.3
Education	0	0	0	0	0	0	1	3.8	2	2.7	0	0
Information/Communication	8	11	4	17.4	9	14.3	2	7.7	1	1.3	1	4.2
Professional Services	6	8.2	1	4.3	1	1.6	2	7.7	8	10.7	2	8.3
Tailoring/Fashion Designer	4	5.5	0	0	8	12.7	2	7.7	6	8	1	4.2
Hair dressing/Barbing	5	6.8	1	4.3	1	1.6	0	0	4	5.3	0	0

5.4 The Listeners Survey Instrument

Interviewer Name: _____ Date: ____/____/2014

Location of interview (LGA): _____ Type of location: Urban 1

Rural 2

Respondent' Gender: Male 1

State: Niger 1

Female 2

Plateau 2

Ogun 3

Questionnaire: Research about the impact of small business radio programmes in Niger, Plateau and Ogun States

(Introduction): *I am a consultant working for a private sector development project in Niger, Plateau and Ogun States. We are undertaking a survey on radio listenership among small entrepreneurs (like you) in Ogun/Plateau/Niger State. The benefit to you would be that radio stations would improve programmes that can help small businesses like your own by providing useful information. Could I spend 10 minutes with you to ask you a few questions?*

A) Background Information

1. What is your involvement/interest in small business?

Menene matsayi ka/ki ke game da masu kananan jari? *(code one box only)*

Owner / Mai jari 1

Employee / Mai aiki 2

Interested in establishing a small business / Kana da niyan Fara karamar jari 3

Family/friends involved or interested in establishing a small business

Iyali/Abokai nada ko nada niyan fara karamar sana'a 4

2. What type of business are you involved (OR: interested) in?

Wane irin Kasuwanci ne ka/ki ke yi ko da niyan yi? *Don't prompt the answer, code one box only!*

Agriculture 1 Manufacturing 2 Electricity/Gas 3 Construcution 4

Arts 5 Wholesale/Retailing 6 Health Services 7 Transportation 8

Accommodation / Food... 9 Education 10 Information/Communication 11

Professional Services ... 12 Others (specify) 13

3. What is your age? Specific in years

Shekarun ka/ki nawa?

15 - 25yrs 1 26 – 35yrs 2 36 – 45yrs 3 45yrs + 4

4. Where do you live?*Street Name / LGA*

Ina ka/ki ke da zama?

Urban / Bimi 1

Rural / Kauye 2

B) Radio listening habits**5. Do you or does your household have a working radio set?**

Yes 1 No 2

Shin kuna da Radio a gidan ku?

6. Do you listen to radio?

Yes 1 No 2

Kana sauraren Radio?

6b. If yes how often:

Every day 1

Za ka/ki iya kwatanta ko Sau nawa ka/ki ke sauraren radio?

2-6 days a week 2

Only occasionally 3

7. At what time of the day do you usually listen to radio? A wane lokaci ne ka/kin fi sauraran radio?*(code multiple boxes if required)*

Very early morning (5am - 7am). 1

Late Afternoon (p.m. – 6 pm) 5

Early morning (7am - 9 am) 2

Early evening (p.m. – p.m.) 6

Mid-morning (9 am to 12 noon)3

Late evening (p.m. – 10pm) 7

Early Afternoon (12 noon to 4pm) 4

no specific time 8

8 Where do you listen to the radio?

In a car 1 In my shop / Place of business 2 At home..... 3

When walking on the street ... 4 On my way to work 5 Anywhere I find myself 6

9 Do you listen to any of these radio stations/ watch the TV station? READ OUT *(code multiple boxes if required)*

Ka/ki na sauraran wani daga chikin wadanan tashoshin radio ko kuma kallon gidan telebijan nasu?

Niger State	code	Ogun State	code	Plateau State	code
Radio Niger 91.2 Crystal FM	1	OGBC FM 90.5 OGBC AM 603	1	Rhythm 93.7 FM	1
Search FM 92.3	2	OGTV (TV)	2	Peace FM 90.5	2
FRCN Power FM 100. 5	3	Rock City FM 101.5	3	Highland 101.5 FM	3
NTA Minna/Bida	4	Paramont FM 94.5	4	Ray Power 100.5 FM	4
		Faaji FM 106.5	5	Unity 93.3 FM	5
				Unijos 96.1 FM	6
Others (specify)	5	Others (specify)	6	Others (specify)	7

C) Awareness of Small Business Radio Programmes

- 10 Are you aware of any small business radio programme in your State?** Yes 1 No 2

Kana/kina sane da wani shirin radio da ake ce dashi **Kasuwanci?** *If no, go to question Section E*

- 12. IF YES; Which one?**

Wanne a chiki?

Yaya Kasuwanci 1
Mu Bunkasa Kasuwanchi 2
Ku San Kasuwanci 3
Small Business Insight 4
Sense in Business 5
How Market 6
Business Connection 7
Others 8

- 13 How did you get to know the programme?**

Ta yaya hanya ka/kin san wanan shirin?

Advert 1	Recommendation 2
By chance 3	Continuous Listening to Radio 4
		Other (specify) 5

- 14 Do you listen to the programme?**

Ka/ki na sauraran ko kallo wanan shirin?

No, but I've heard of it 1
Yes, when the programme happens to be running on the station at that time 2
Yes, I try to tune into the programme whenever possible 3
Yes, I try to schedule my time to avoid missing the programme 4

- 15 What are the most interesting parts of the programme?**

Wane farnin shirin ne ka/ki fi jindadi? *Unprompted response (code as many as are mentioned)*

Information on business opportunities/markets (e.g. information on prices, new sales opportunities etc.) 1

Information on financial services (e.g. information on savings, credit, loan facilities and conditions etc.) 2

Information on non-financial services (e.g. trainings, conduction of feasibility studies, etc.) 3

Information on <u>new technologies and equipment</u> (e.g. new machines, tools, etc.)	4
Question/answers to <u>business issues/problems</u> (on technical business issues)	5
Tips and business advice from ' <u>experts</u> ' (advice from agricultural extension officer, university professors...)	6
<u>Experience from successful</u> and practicing <u>business people</u>	7
Platforms to <u>discuss and air business problems</u> and issues (giving small businesses a voice).....	8
Information on business <u>laws</u> (e.g. NAFDAC regulation, tax, registration, etc.)	9
Information on how to <u>start a business</u>	10
Information on business <u>advocacy</u> (e.g. by NGOs / BDCs, etc.)	11
Other (specify!):	12

16 Are you satisfied with the programme content? Ka/kin gamsu da shawawarin wanan shirin?
 Yes1 No 2 Preferences 3

17 Are you pleased with the times the programme is aired and/or repeated? ka/kin amince da lokatain da ake nuna wanan shirin da kuma maimaitawa?
 Yes 1 No 2 Preferences 3

18 How you like the programme length to be? (READ OUT)
 Za ka/ki so yawan lokachin wanan shirin ya karu, ya ragu ko abar shi ayanda yake?
 Shorter 1 Longer 2 Unchanged 3

19 Would you like the programme to run on a different station? Za ka/ki so gani wanan shirin awani tasha?
 Yes 1 No 2

If yes: Which station?

Station Name	Code
Radio Kaduna	1
Zuma FM	2
BBC	3
Precious FM, Lafia	4
HOT FM, 98.3-ABUJA	5
Faaji FM	6
Voice of Nigeria	7
Others (specify)	8

20 Has the programme changed your radio listening habits? Wanan shirin ya chanja maka/ki halin saurarawa?

Yes 1 No 2 If yes; How?

..... 3

21 Are you satisfied with the programme language?

Ka/kin gamsu da harshen yarenda ake amfani dashi awanan shirin?

Yes 1 No 2 *if no which other language can be relevant*

Language	code
English	1
Nupe	2
Yoruba	3
Pidgin English Hausa	4

Others (specify)	5
---------------------------	---

22 Has the programme influenced you as a business person?Ko wanan shiri '**kasuwanci**'yayi maka wani ta'asiri ko anfani ga jarin ka/ki?

No influence at all 1 little influence 2 much influence 3

Positive? 1 Yes → How? _____

Maikyaau

Ta yaya?

Negative? 2 Yes → How? _____

Marakyau

Ta yaya?

23 Did the programme have positive effects regarding your?

Za ka/ki ce shirin ya amfane ka/ki a bunkasawa?

(READ OUT): *(code multiple boxes if required)*

	Yes	No
Income shigowan Kudade	1	2
Number of employees Bunkasa karun maaikata	1	2
Business output <u>quantity</u> Bunkasa yawan sana'a	1	2
Competitiveness Karin Gasa da makwapchi	1	2
Business output <u>quality</u> Inganta sana'a	1	2
Other _____		

E) Closing**24 Are you aware of any (other) existing radio/TV programmes that focus on issues concerning small business and income generation?**

Ko ka/ki san wadansu shirye shirye na musaman akan
kananan jari da ake gabatar wa a radio telibijan?

Yes 1 No 2

**25. If yes: What is the
name of the
programme(s) and the
station they run on?**

In akwai, zaka iya
gayamani sunan shirin da
kuma tasar daake gabatar
da shirin?

Name	Station

Can't remember name (CRN) 9 Don't know (DK) 99

**26. If no: Are you interested in small business radio or TV
programmes providing business information?**

Yes 1 No 2

Zaka so irin wanan shirye shirye na bunkasa kananan Sana'a a radio ko TV?

Thank you for your time! – Nagode, Eshe!

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