

# Digital Lifestyle of Connected Nigerians

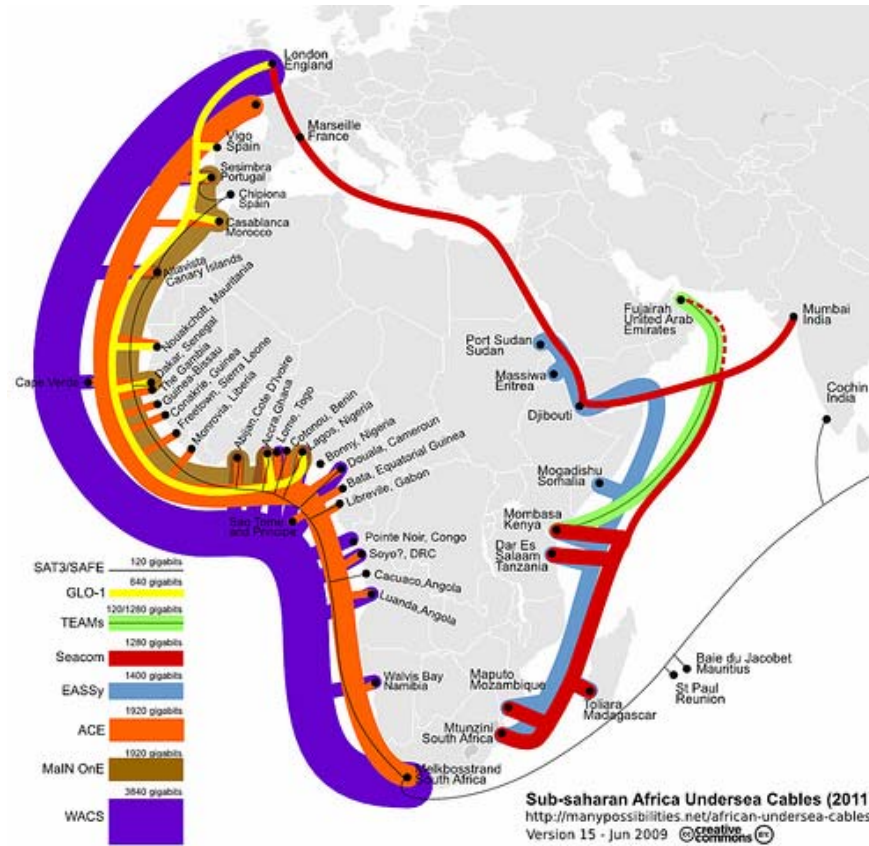


'Gbenga Sesan  
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[www.pinigeria.org](http://www.pinigeria.org)

# Quick fact check...

- Population (2010 Est.): 152,217,341
- Youth population (2010 Est.): c. 70%
- Median age (2010 Est.): 19.1
- Internet users (Jun. 2010): 43,982,200
- Connected mobile phones (Aug. 2010): 80,691,250
- Teledensity (Aug. 2010): 58.52%
- Facebook users (Oct. 2010): 2,038,620
- TechMood: Transition from *consumer* to *explorer*

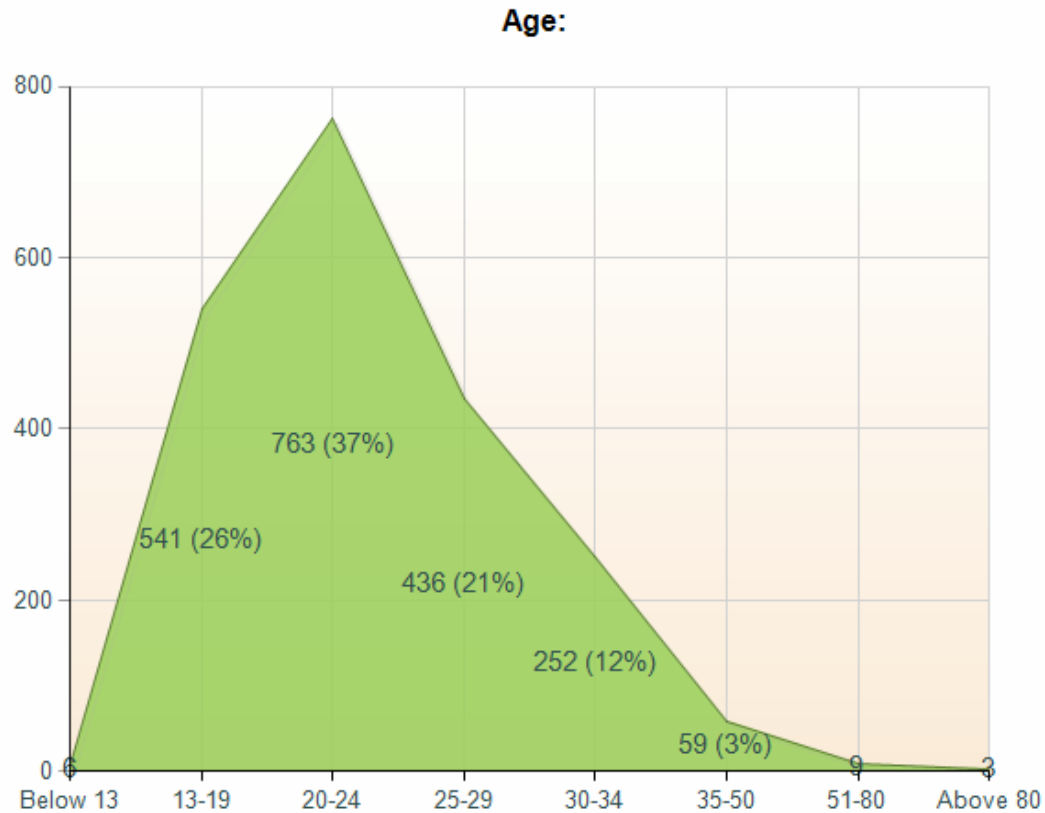
# The pipes are here!



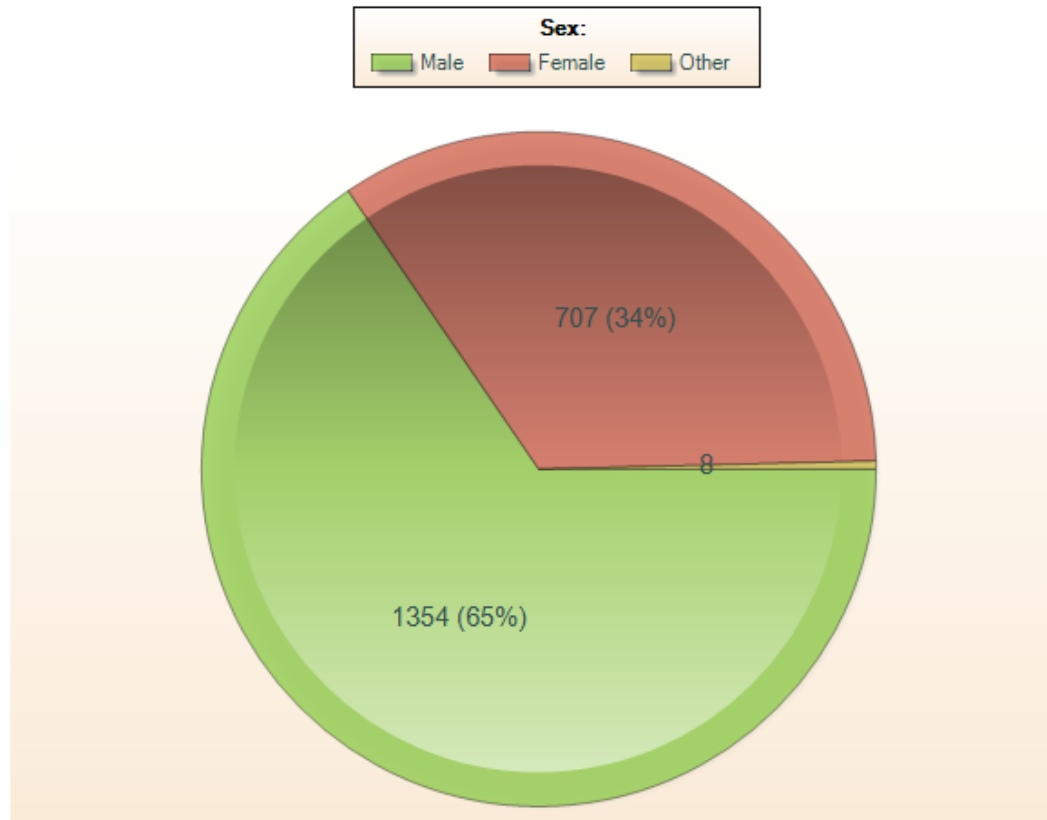
# Digital lifestyle of connected Nigerians

- Why the study?
  - **Hidden Information:** Nigeria's online image masks a lot of deeper information
  - **Business Intelligence:** What Nigerian businesses are missing because they don't know details of digital lifestyles
  - **Policy Development**
- Survey Collaboration: PIN and CITAD
- 2,069 respondents across various groups, – but all resident in Nigeria

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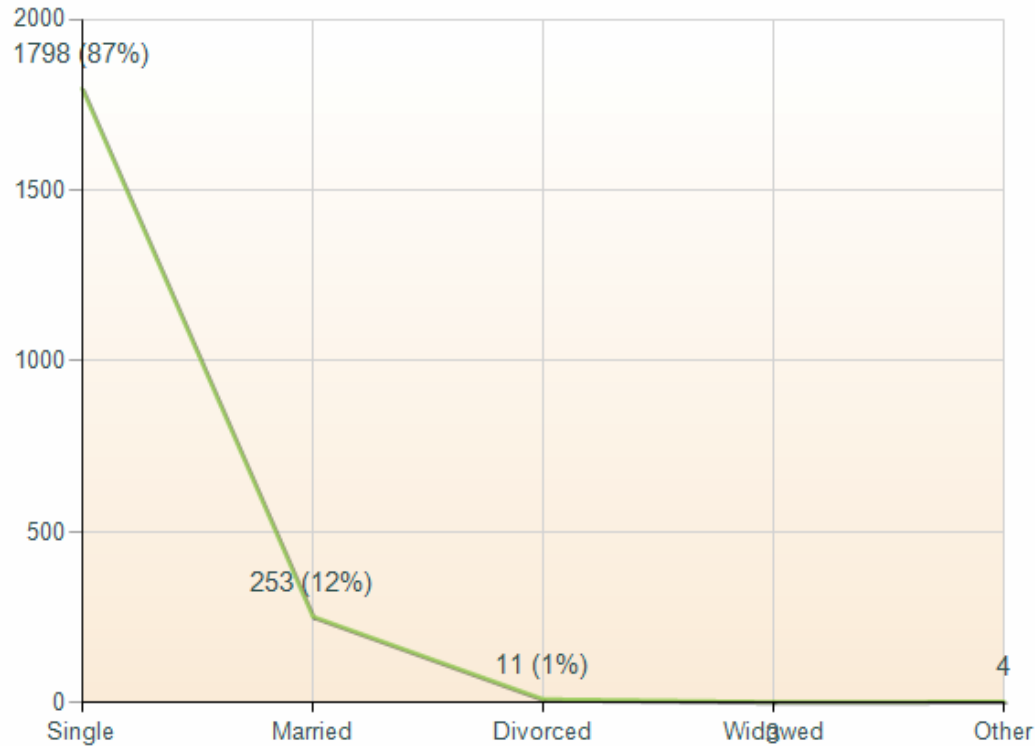


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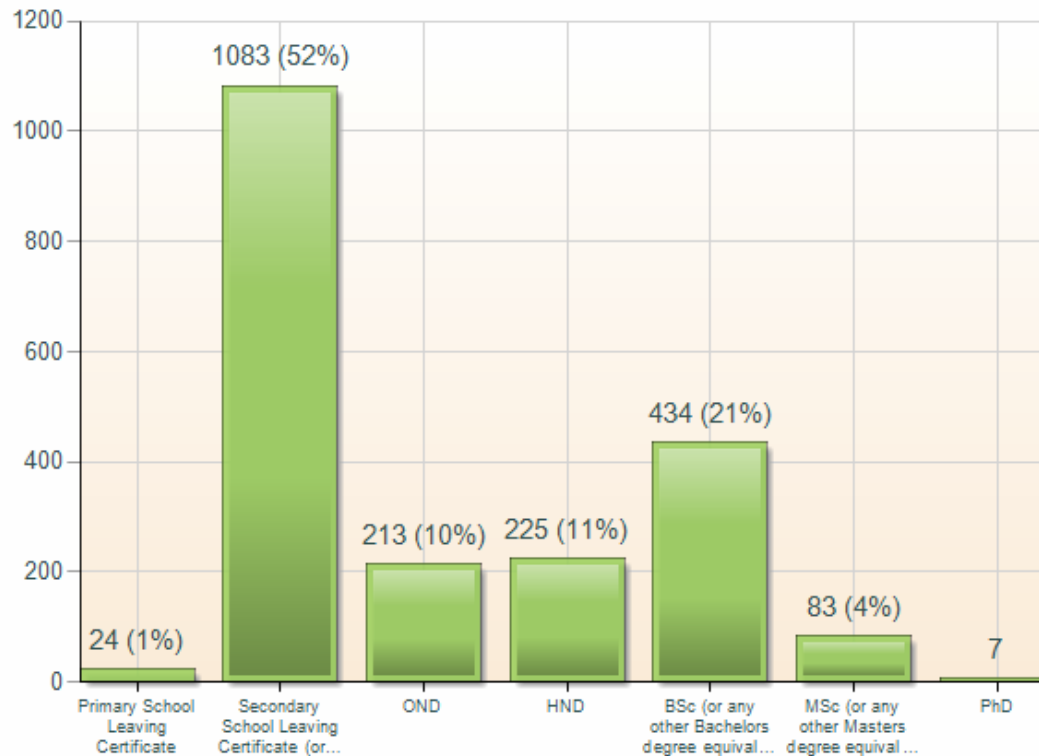
# Digital lifestyle of connected Nigerians

Marital Status:



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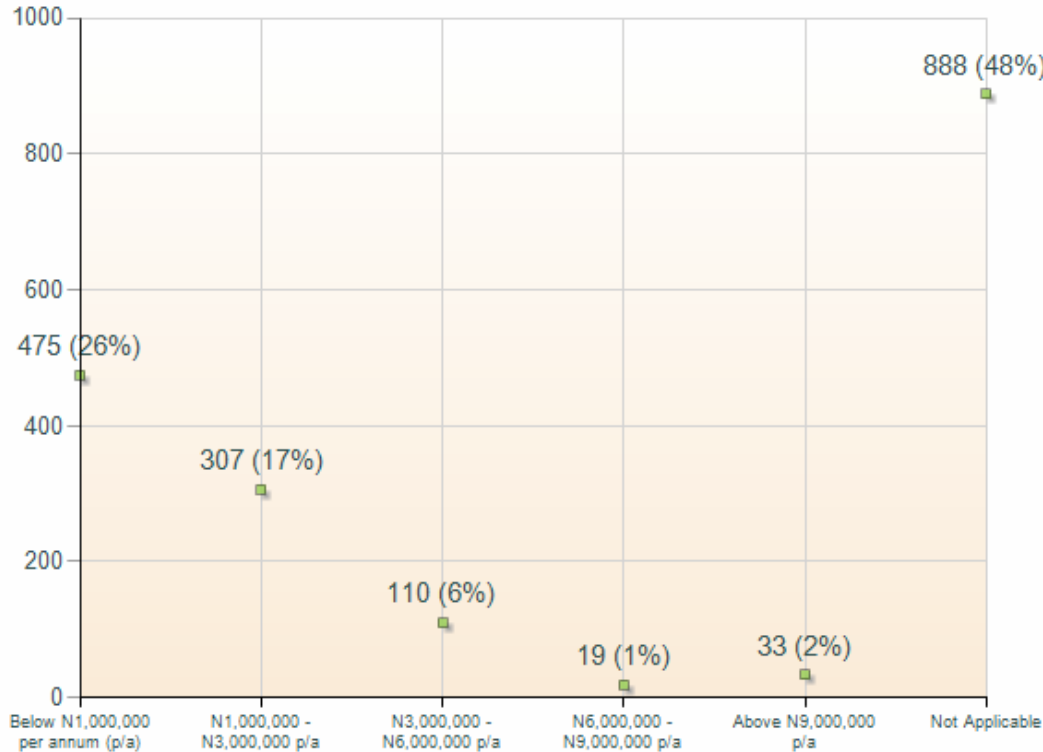
Highest Qualification Obtained:





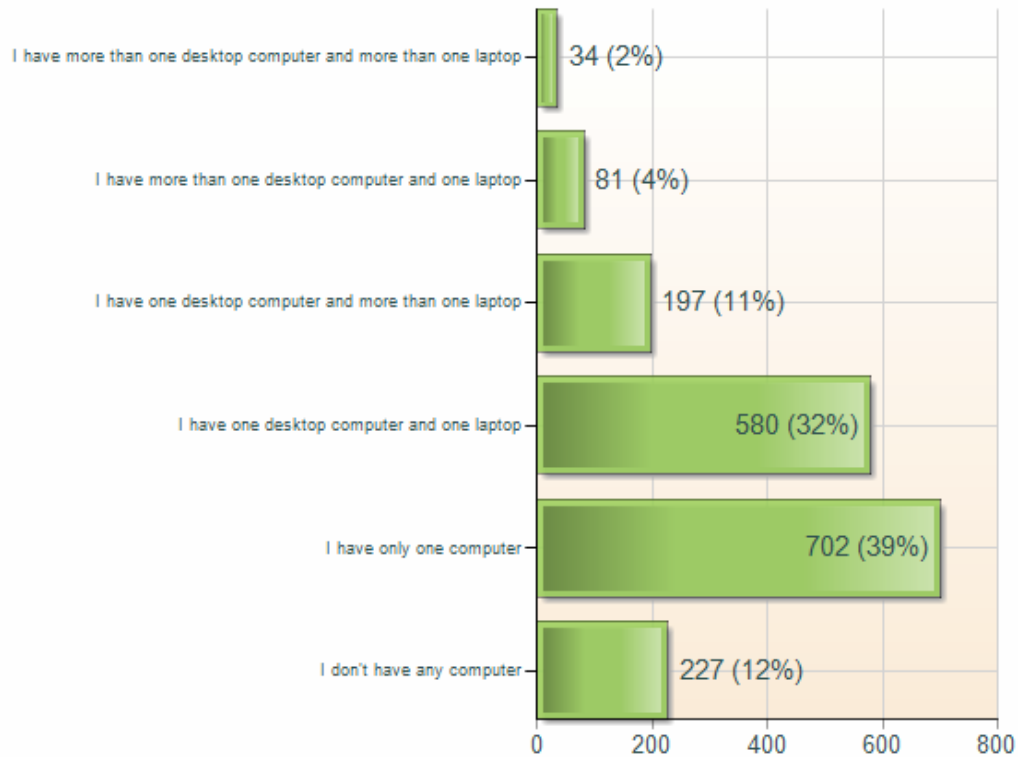
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Income Range:

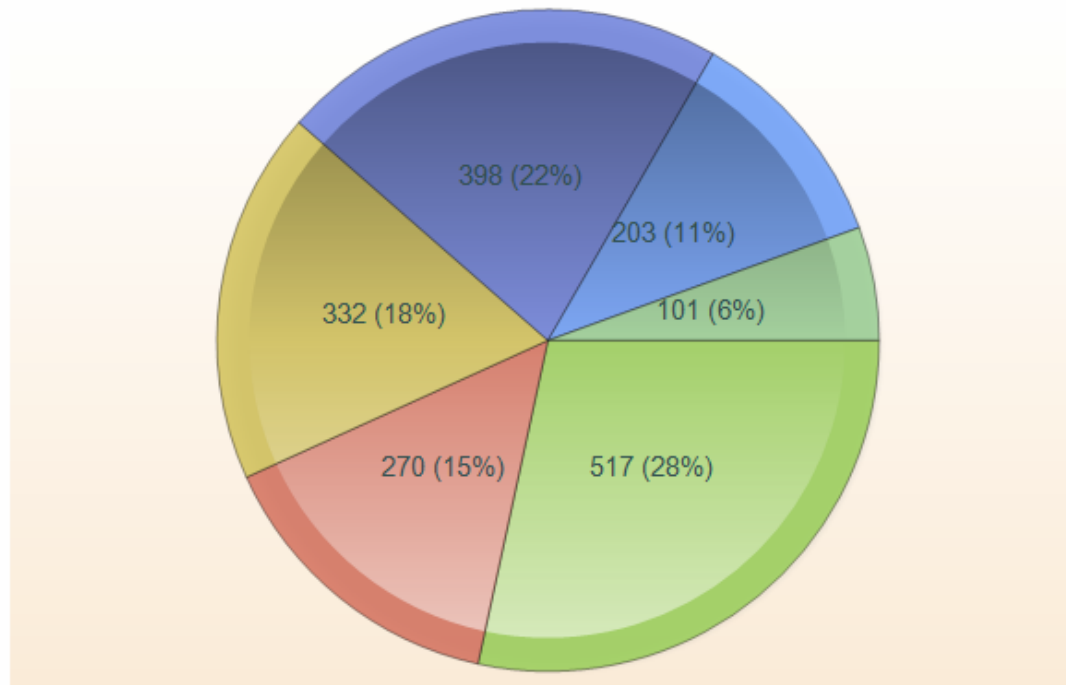
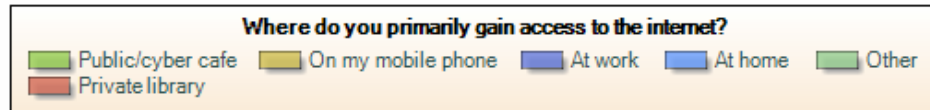


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Do you own a computer? Which of the following describes you best?

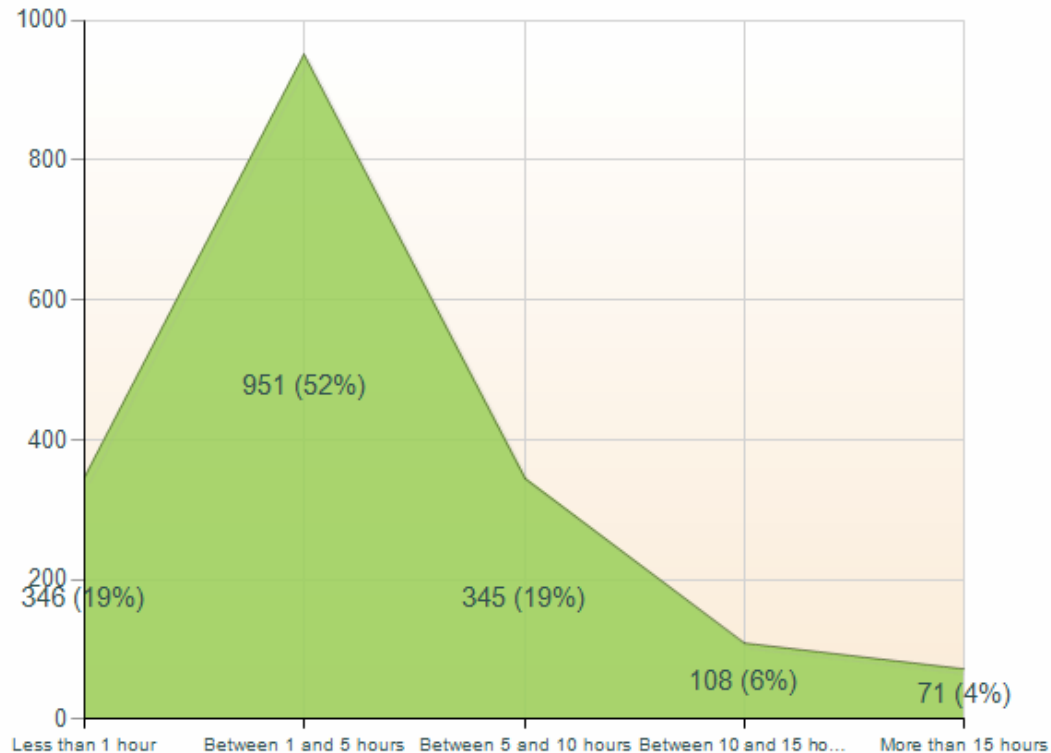


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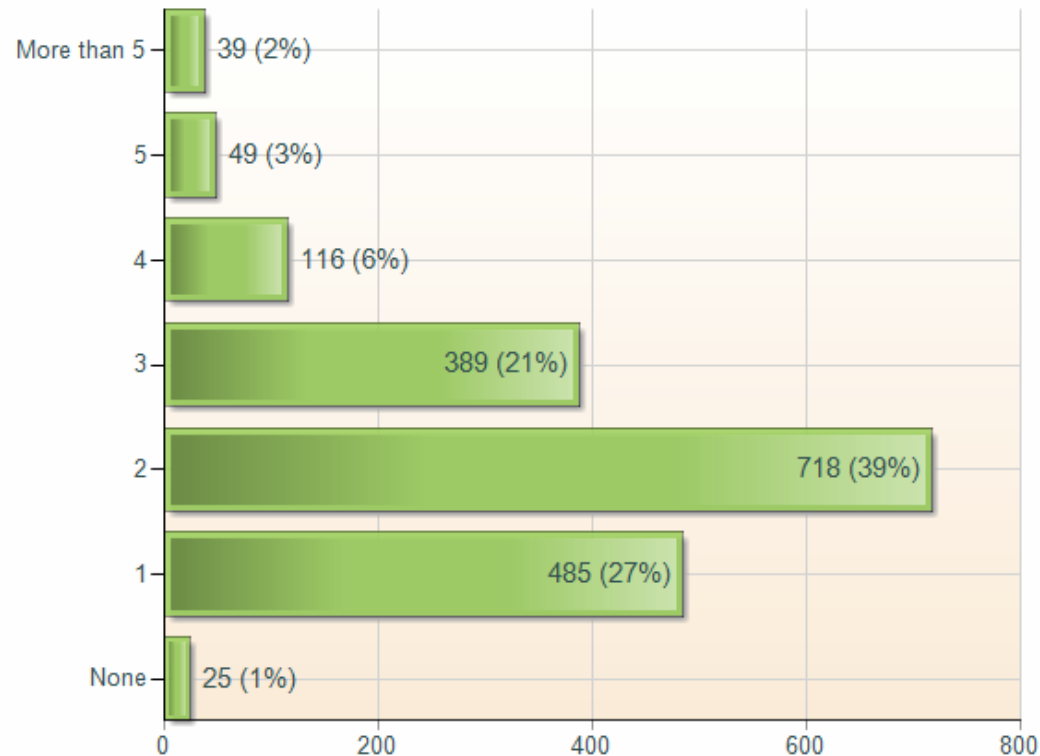
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How many hours do you spend online, daily?



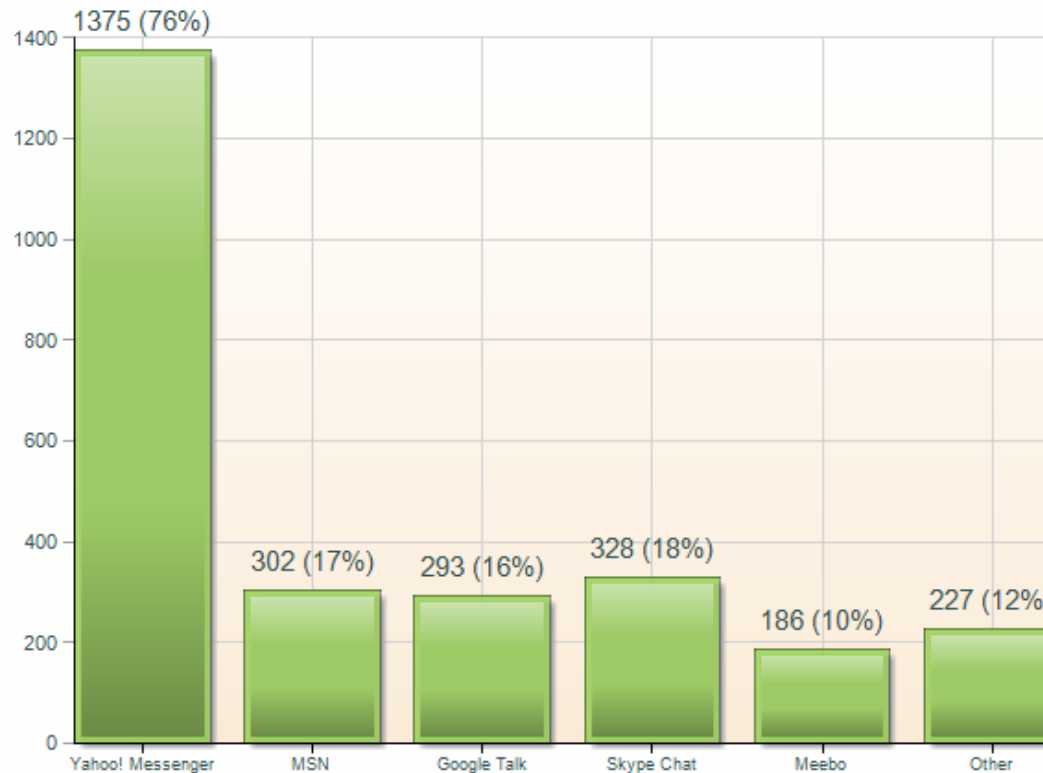
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How many eMail accounts do you have?



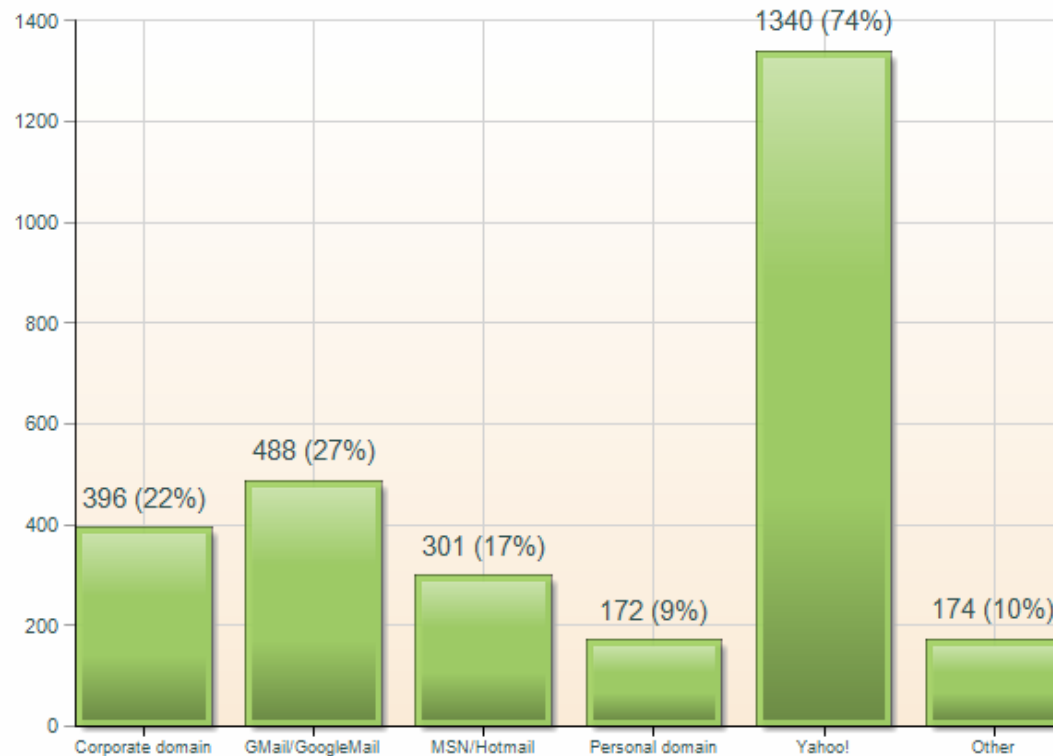
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Which instant messaging channel(s) do you use?



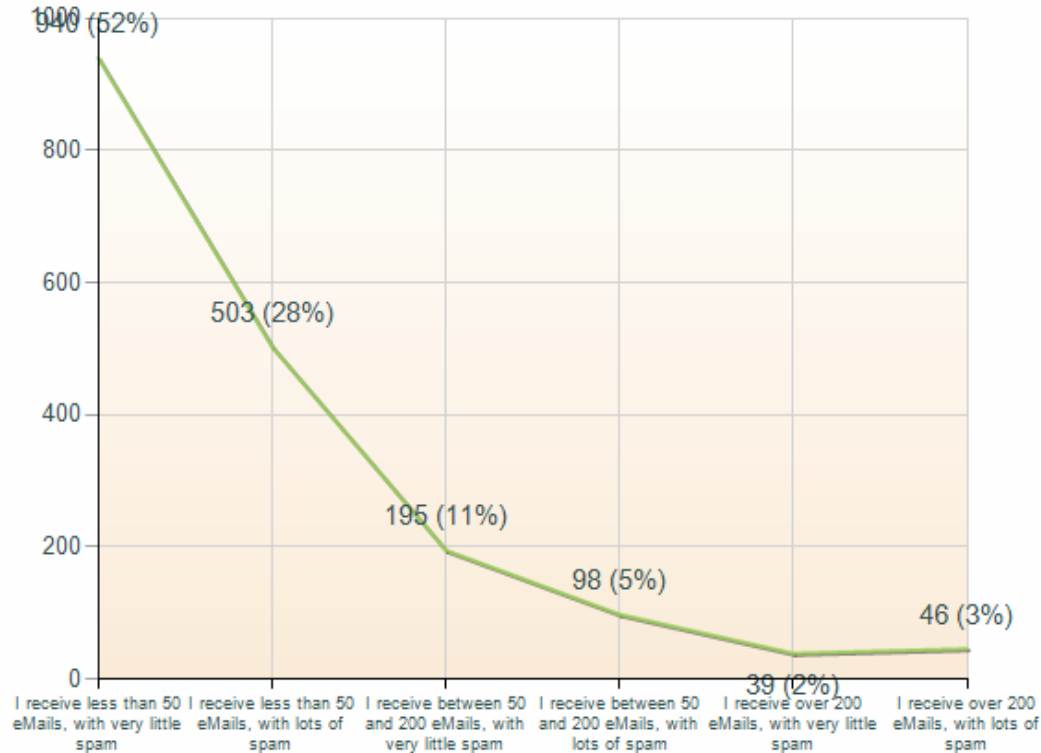
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What web-based eMail service(s) do you use?



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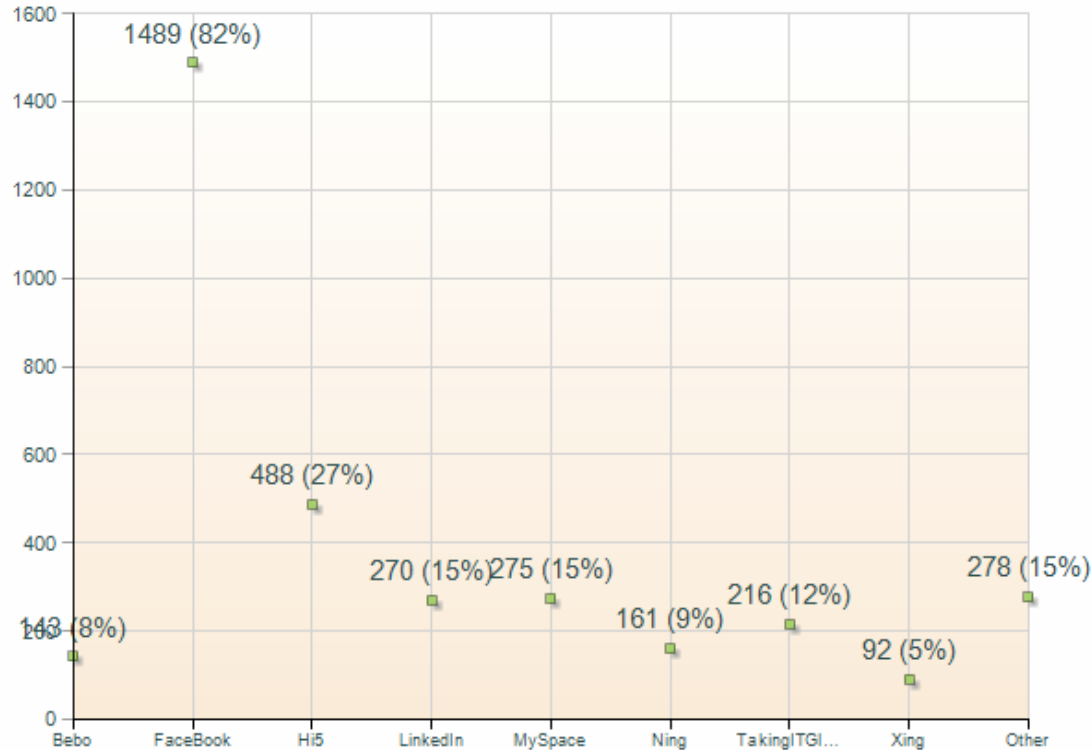
Which of the following best describes your daily eMail traffic?





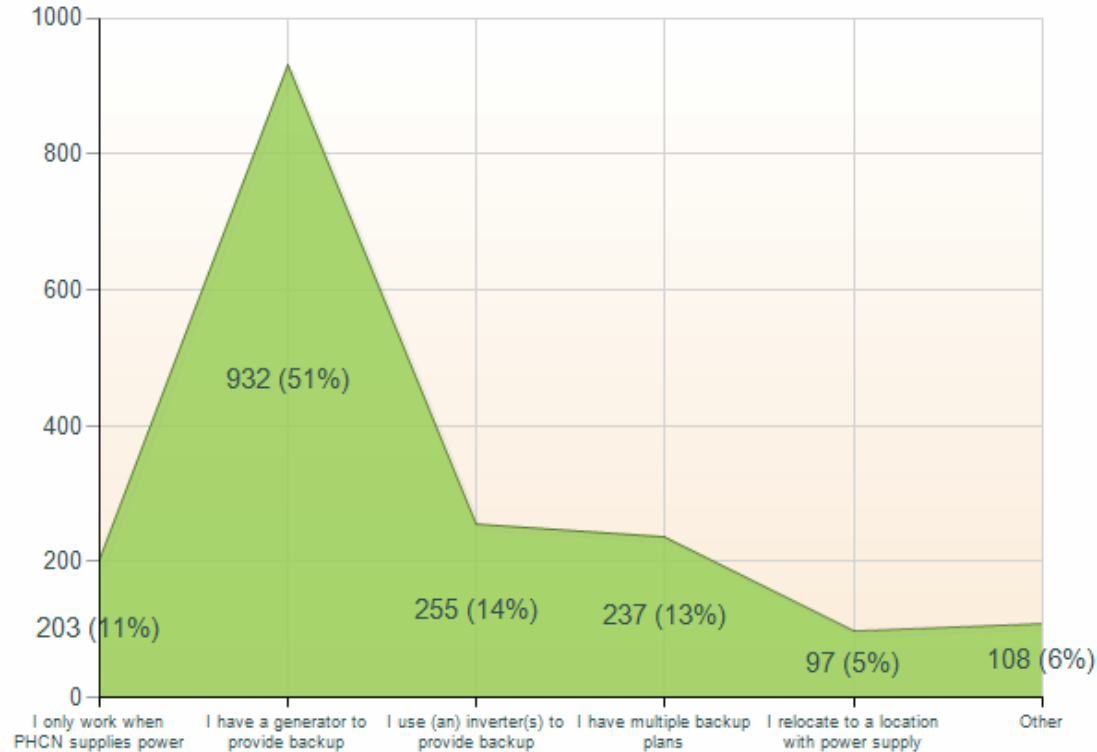
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Which social networking website(s) are you signed up to?



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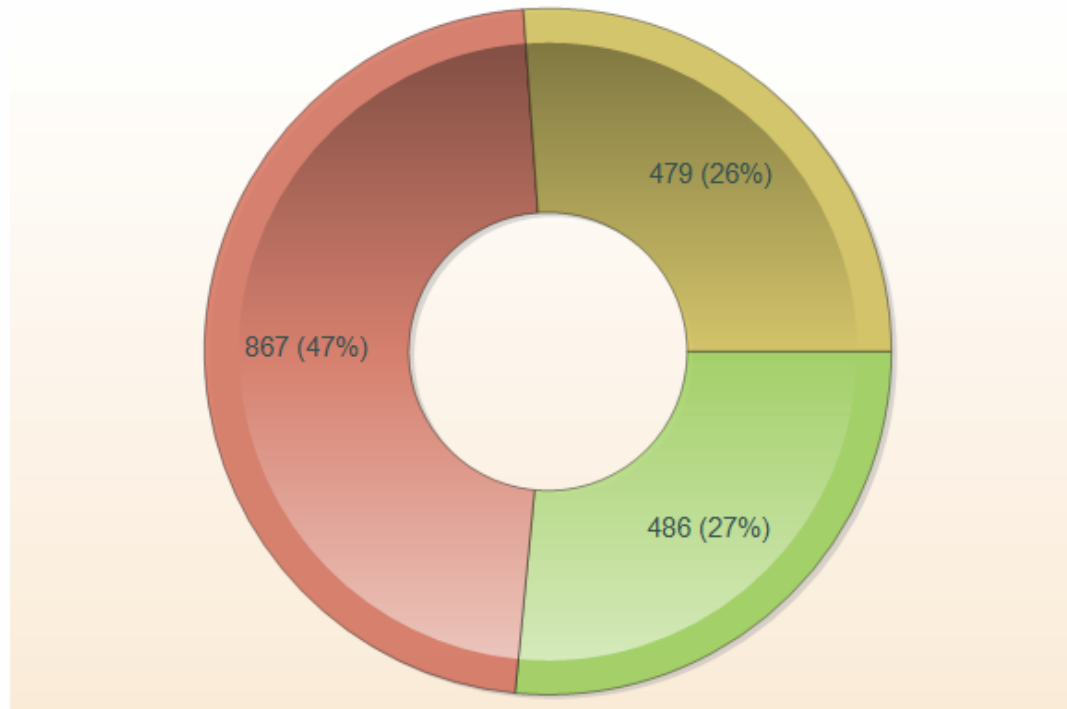
How does power supply affect your internet access?



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Do you often stay back (or arrive early) at work because of internet access?

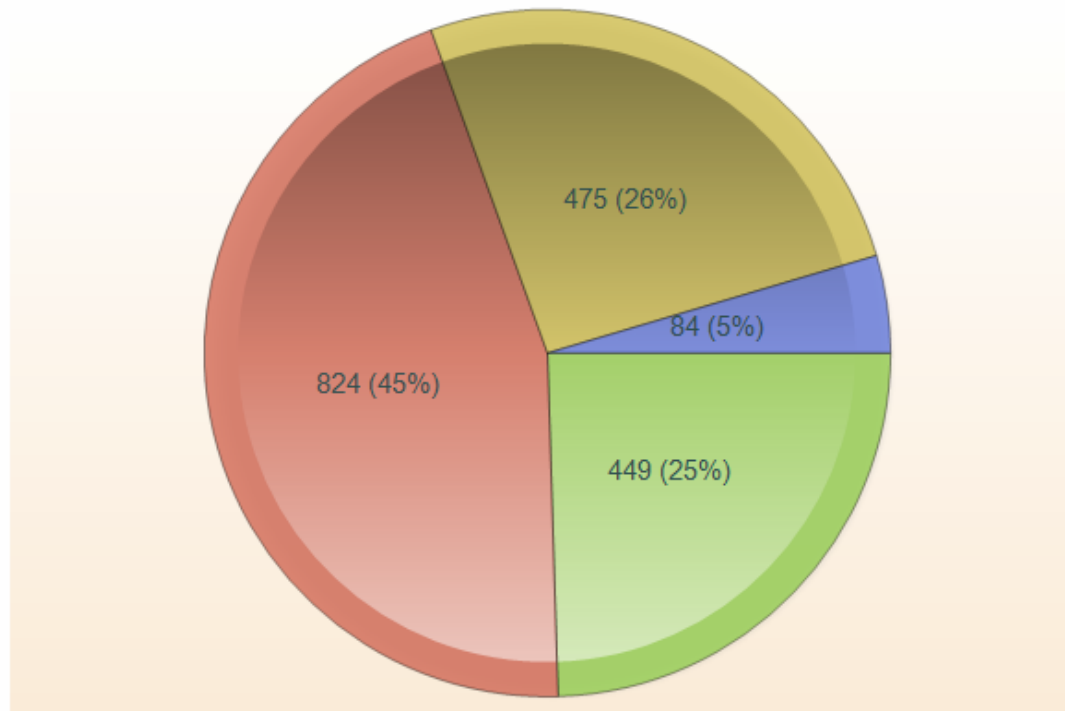
Yes No I am presently unemployed



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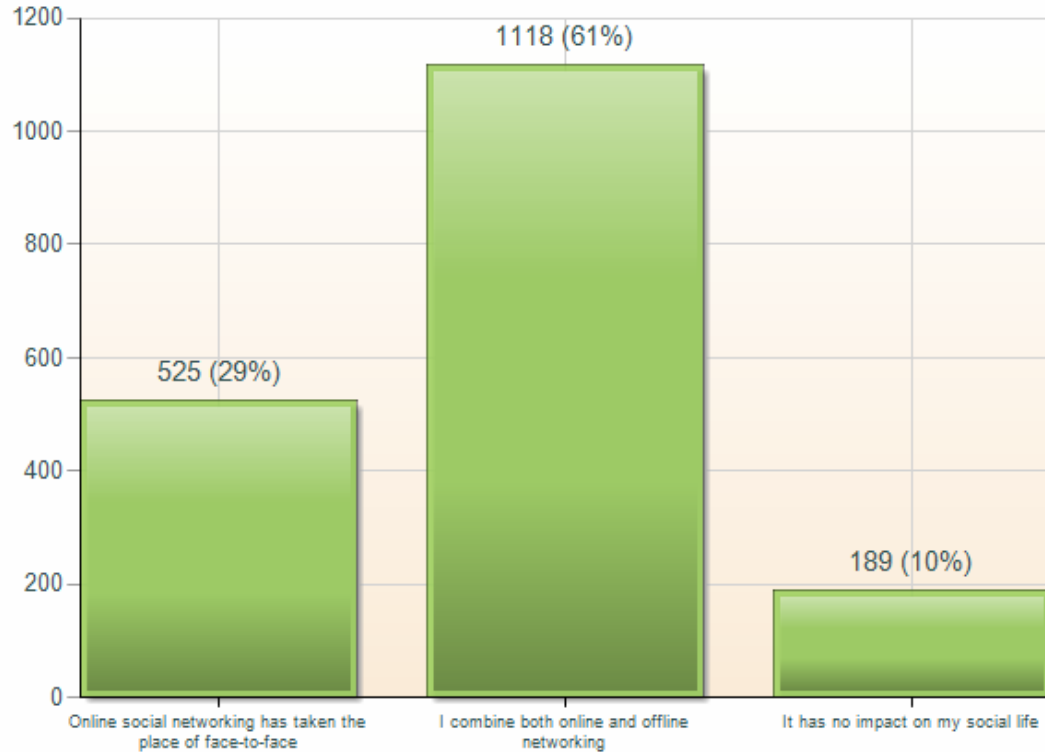
Have you ever had to adjust your sleep pattern due to your chosen access plan and/or power supply (for access)?

Never Rarely Often Always



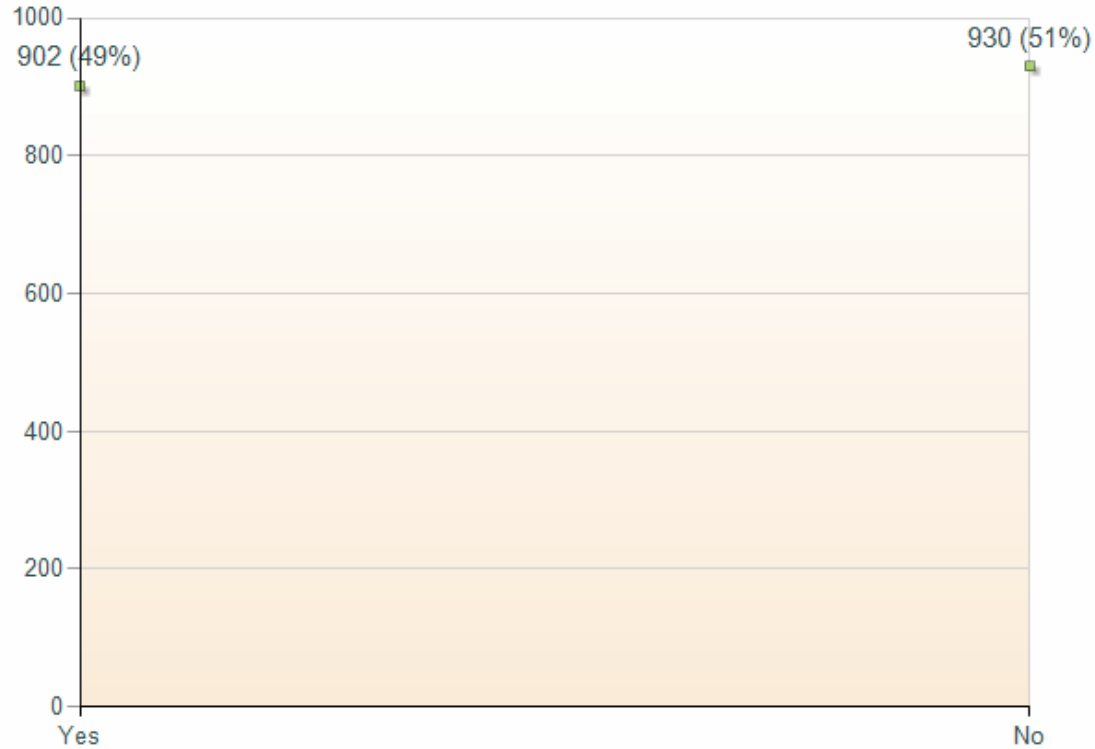
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How has internet access changed your social life?



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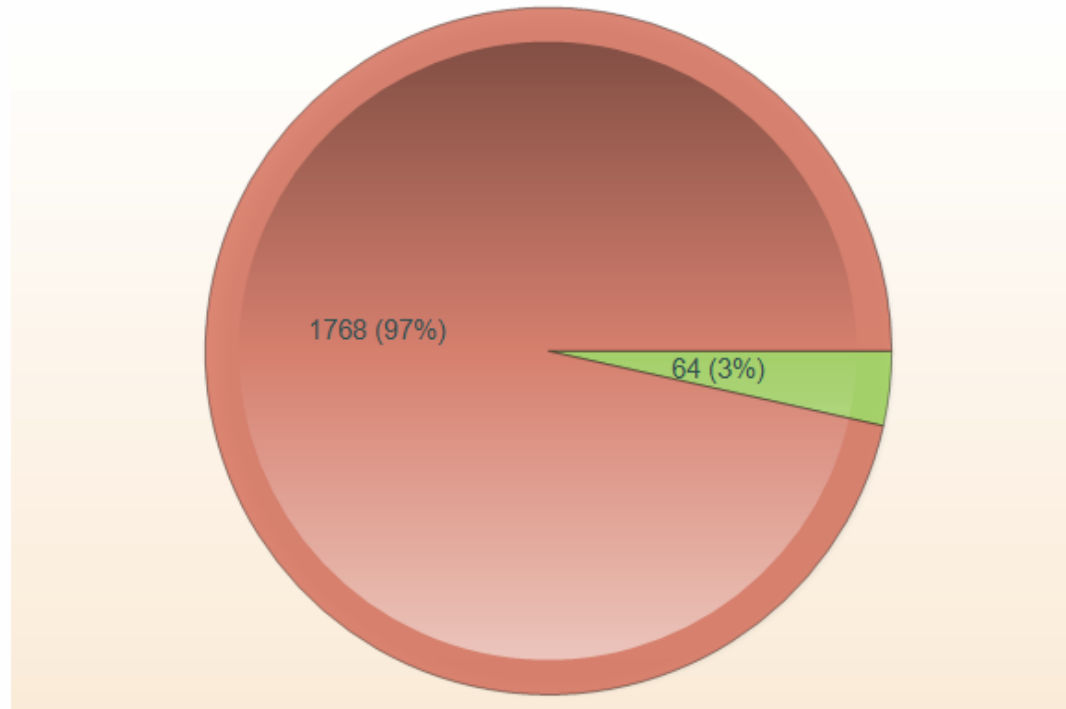
Have you ever completed an online financial transaction?



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Have you ever been a victim of cybercrime?

Yes No Please provide details...

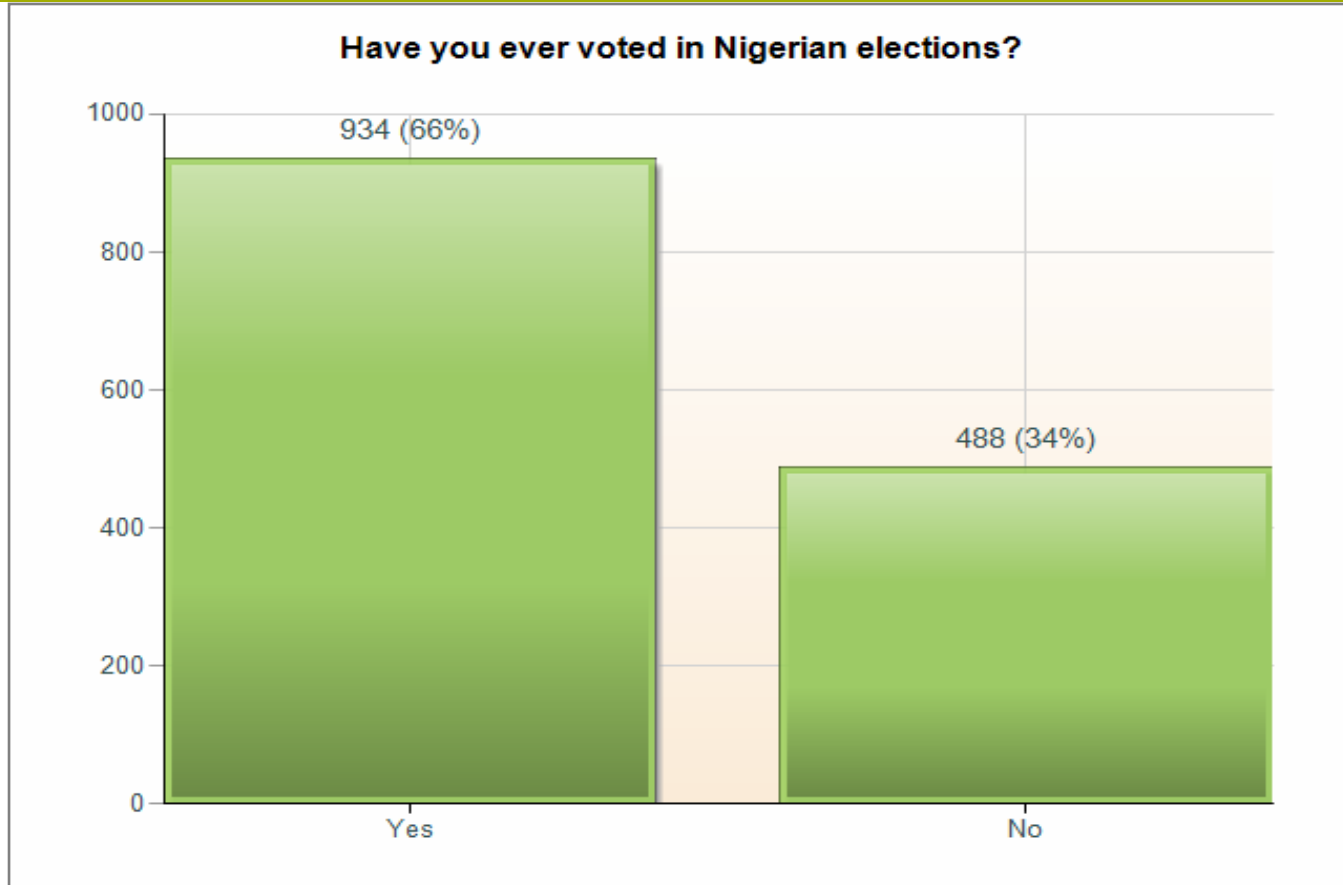


# Measuring the 2011 electoral mood

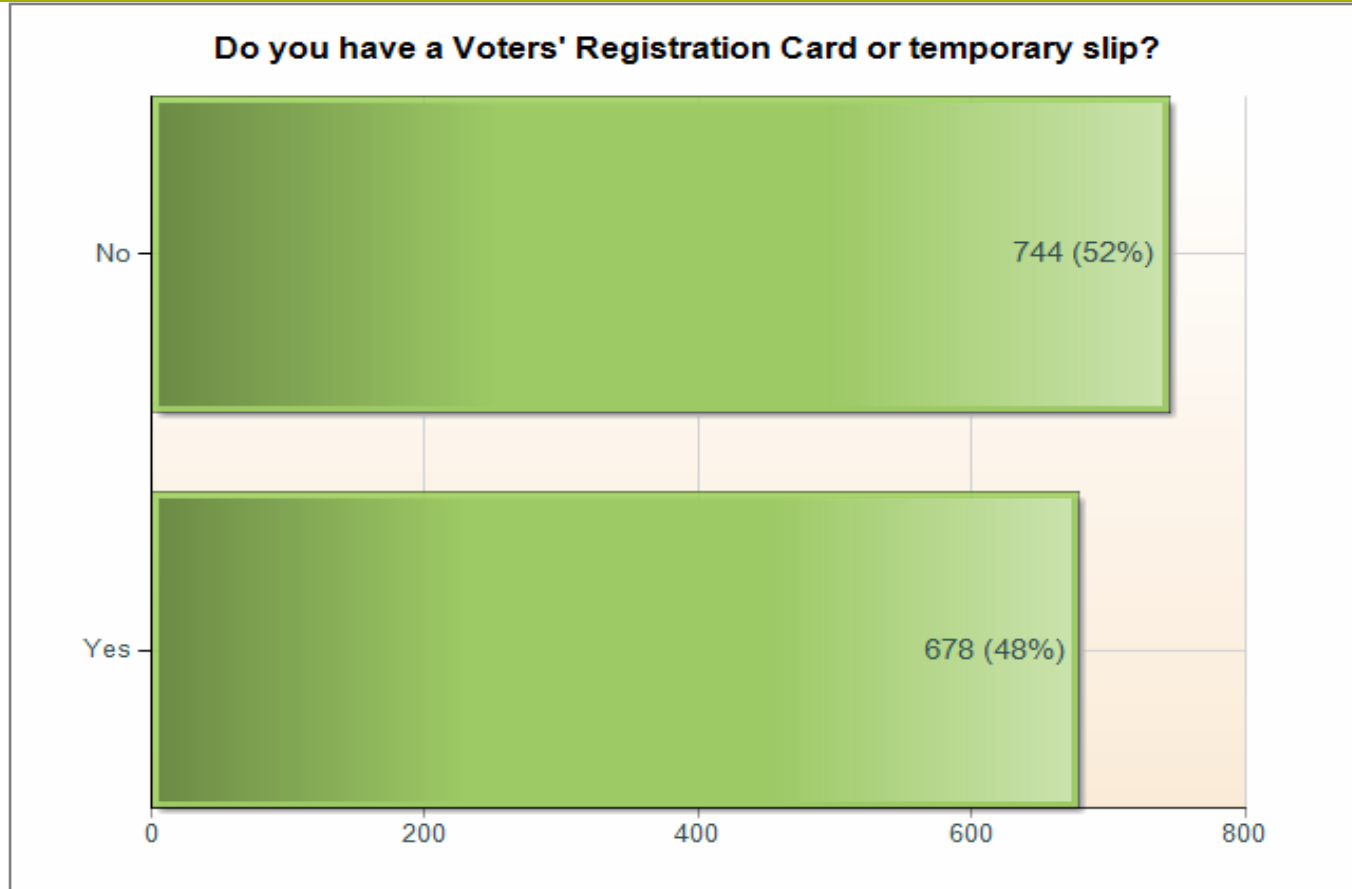
- Web-based polling for Nigeria's 2011 elections
- Poll 1: "Young Nigerians and the 2011 Elections" to gauge youth interest, familiarisation with registration procedure and intention to vote in 2011 elections
- Poll 2: "Priority Issues for the 2011 Elections" to confirm the issues that the electorate would see discussed by candidates
- EnoughisEnoughNigeria.com



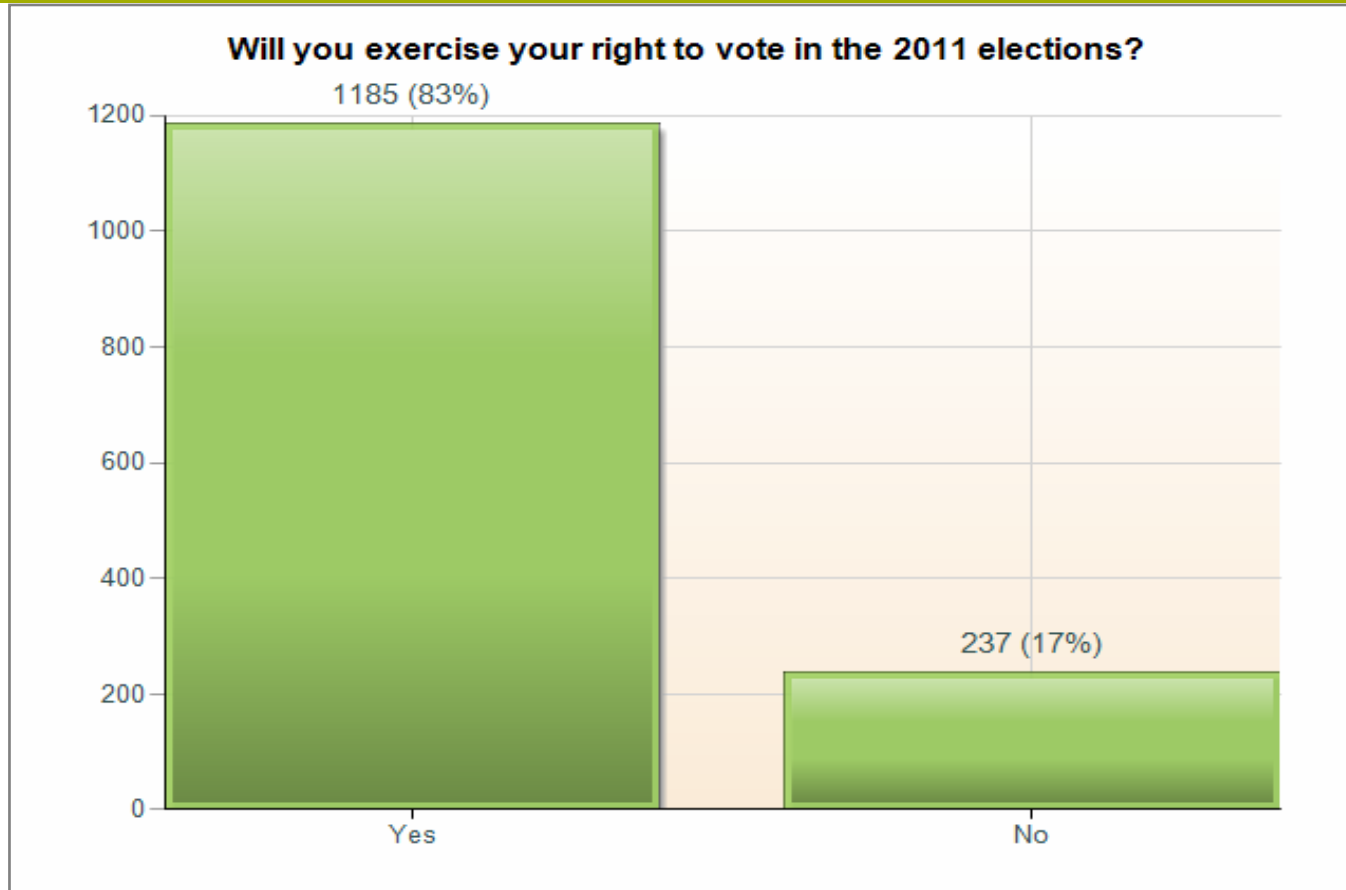
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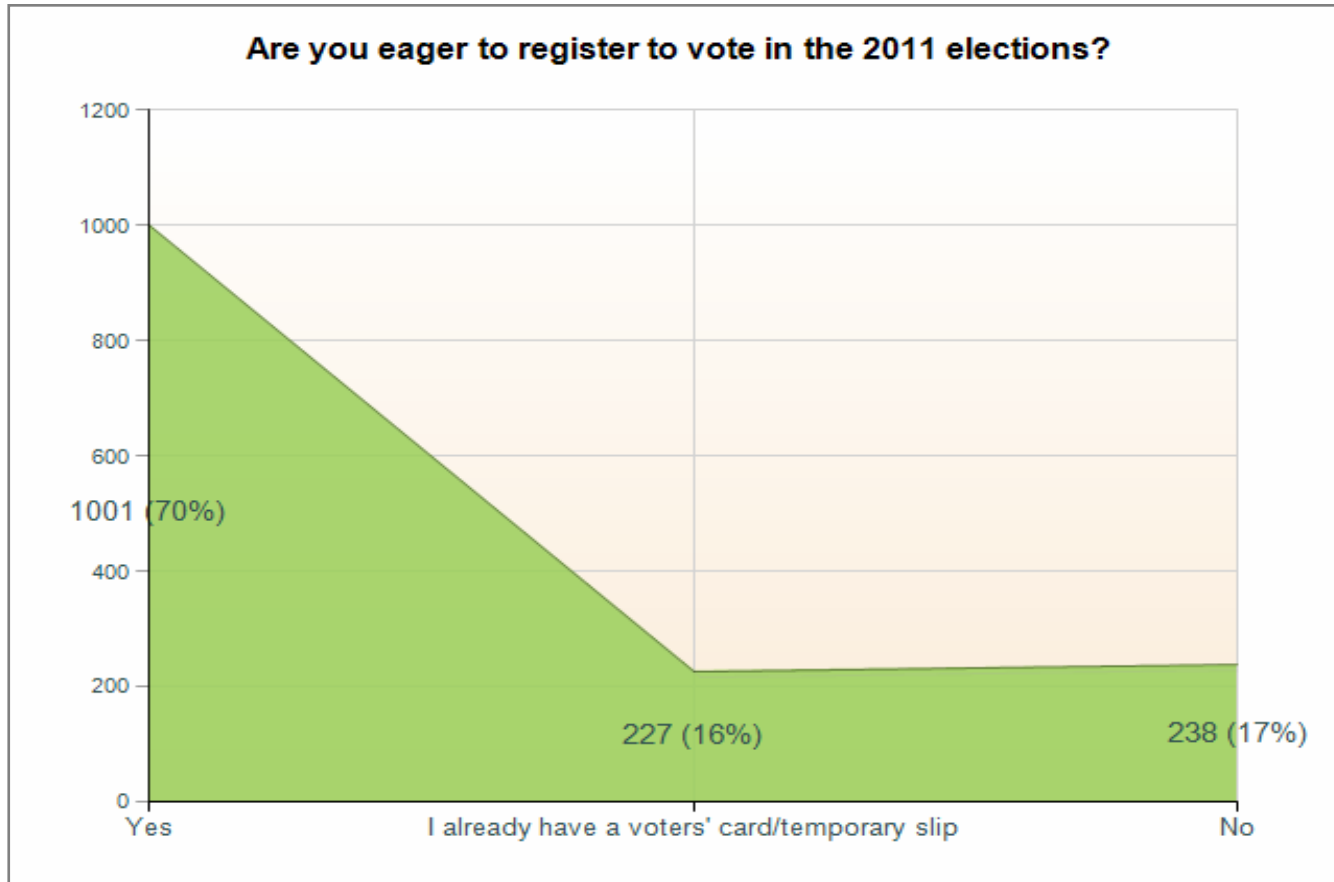
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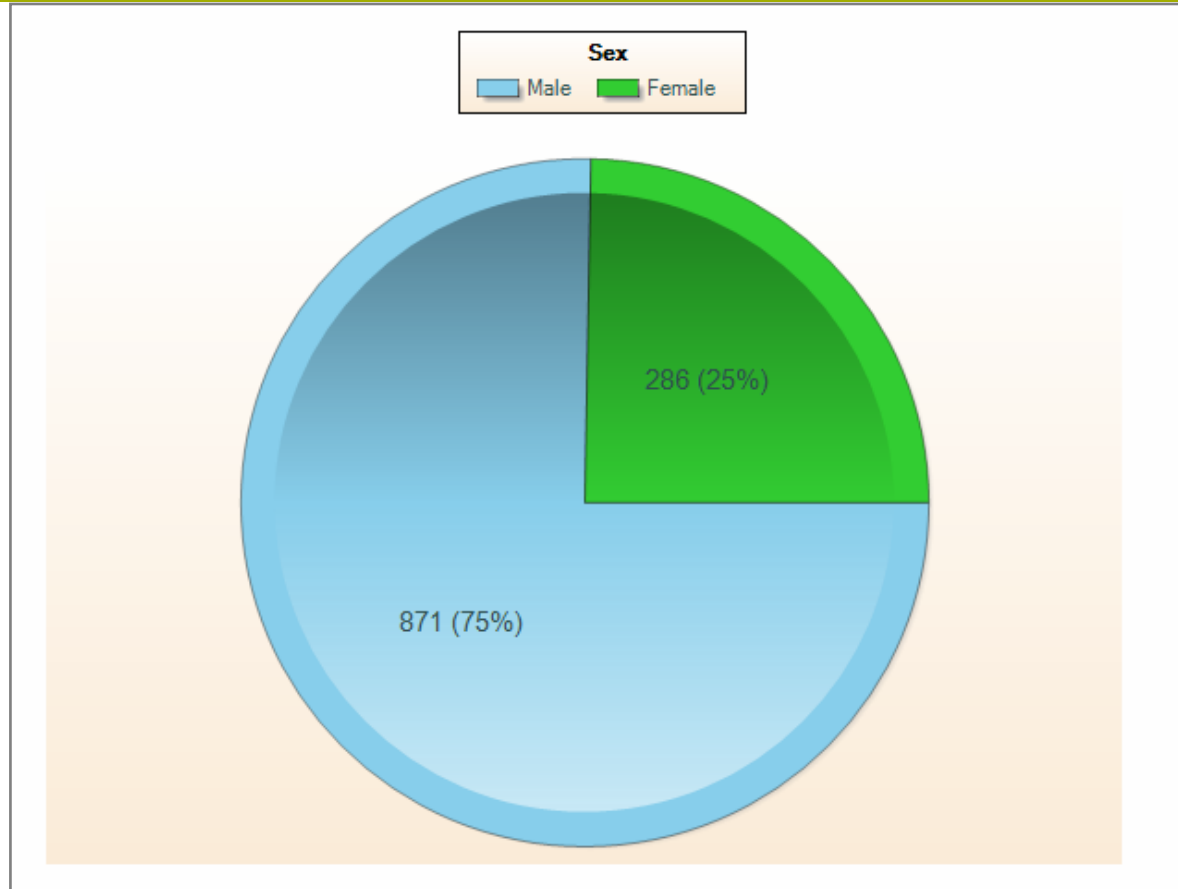
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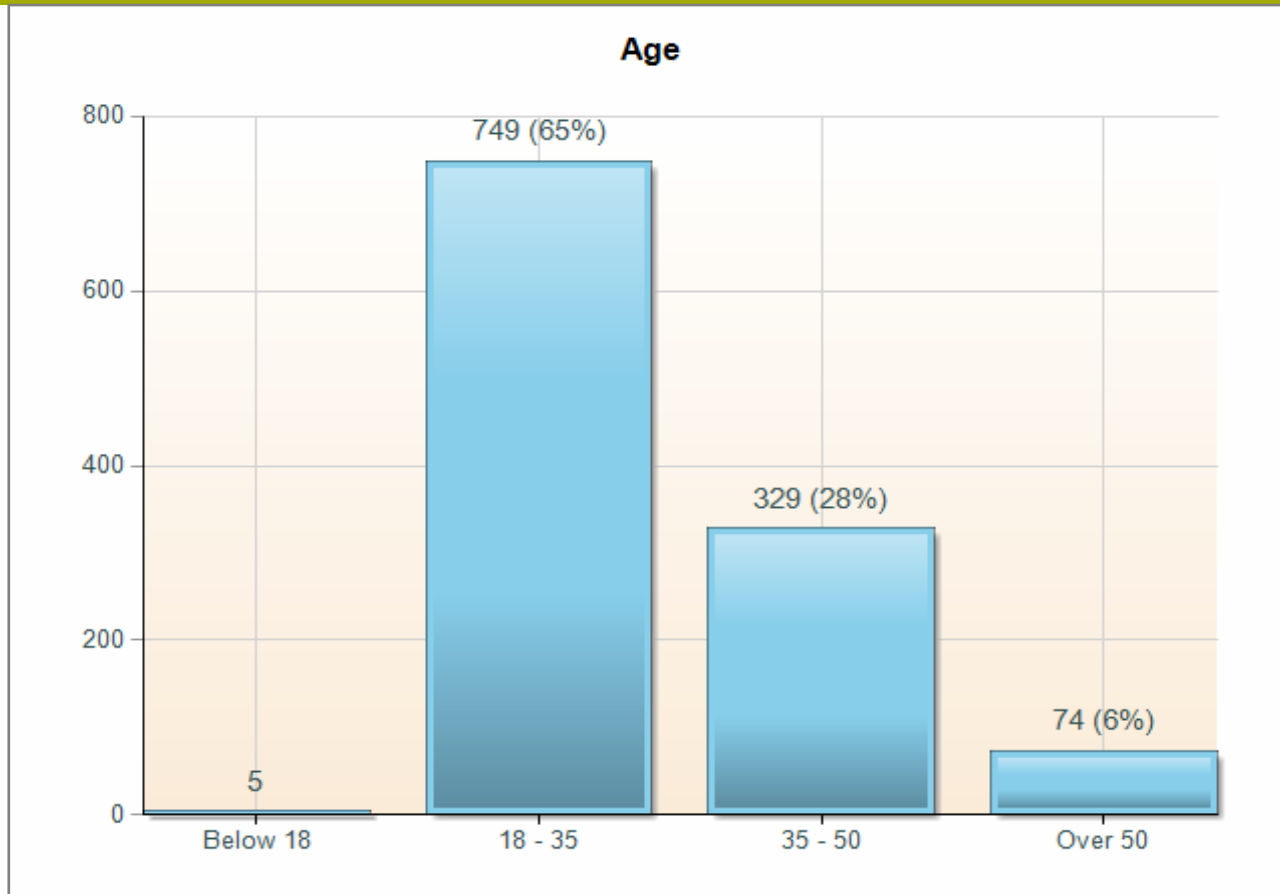
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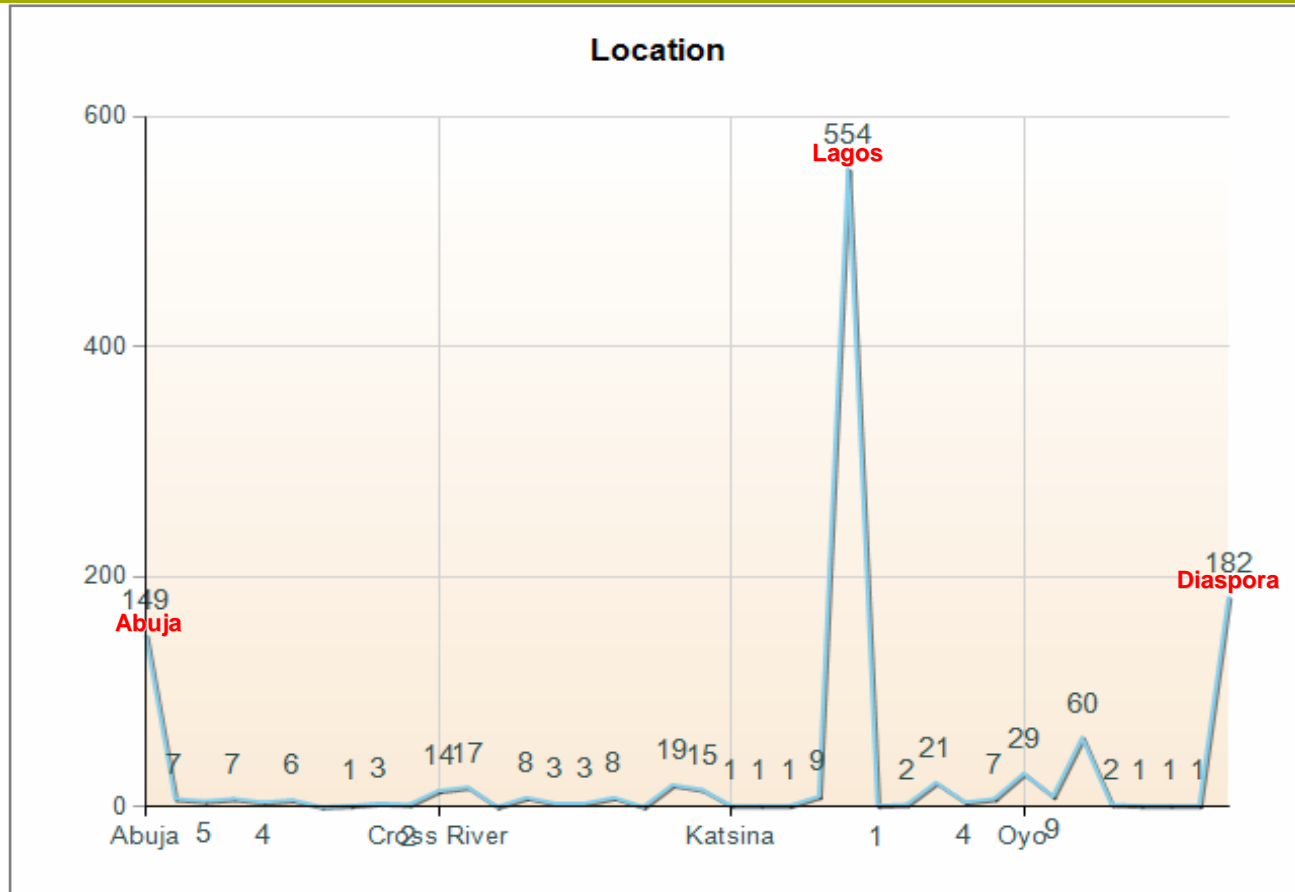
# Priority Issues for Nigeria's 2011 Elections



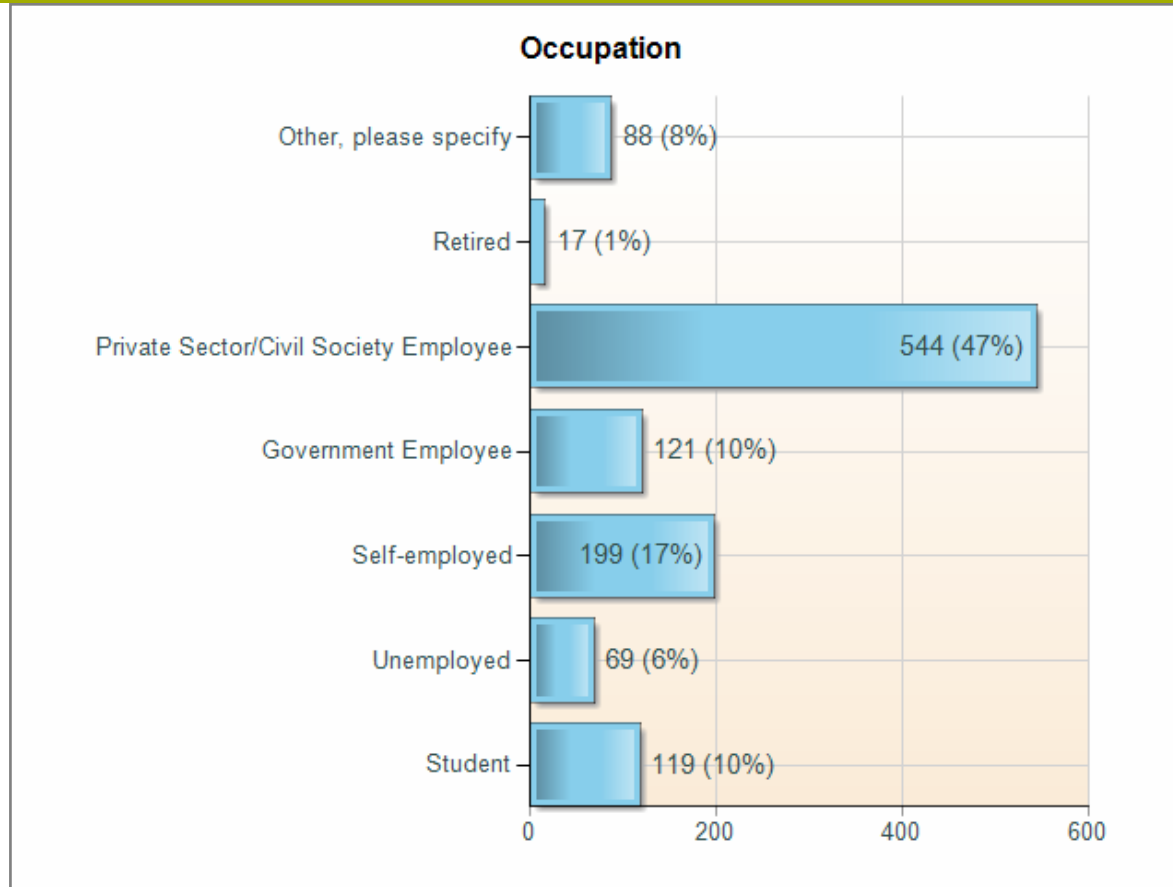
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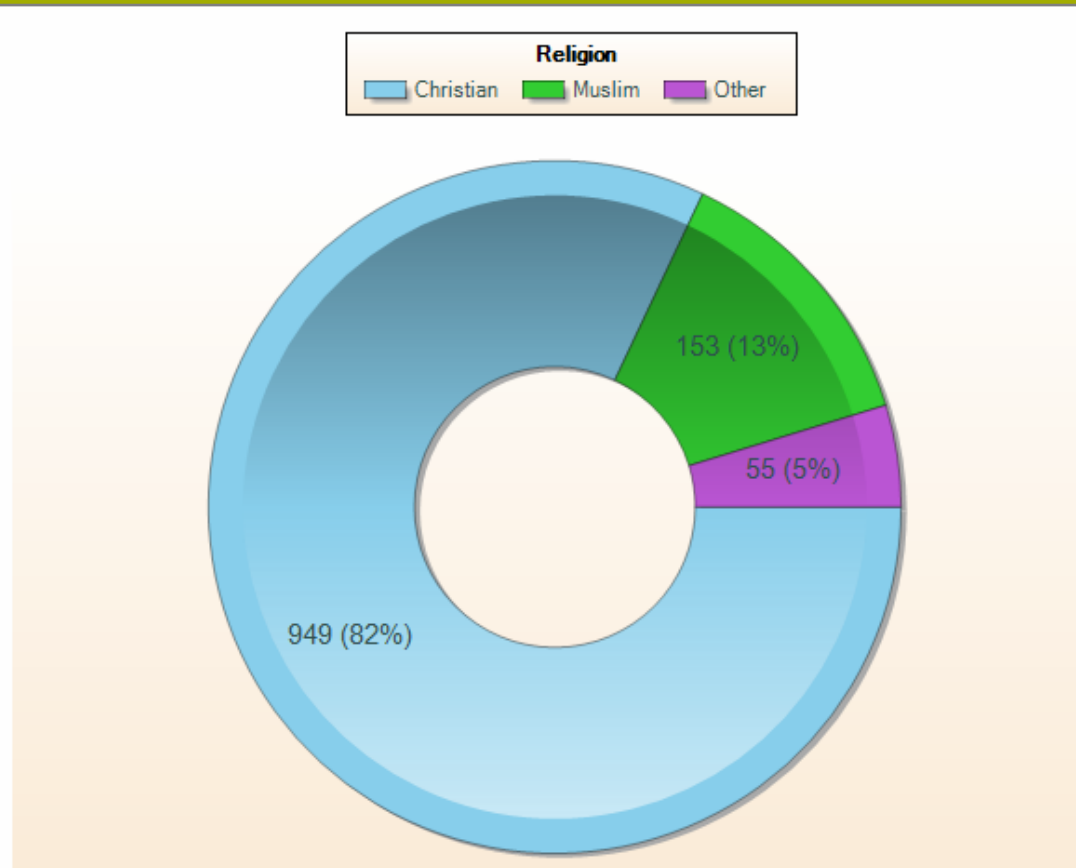


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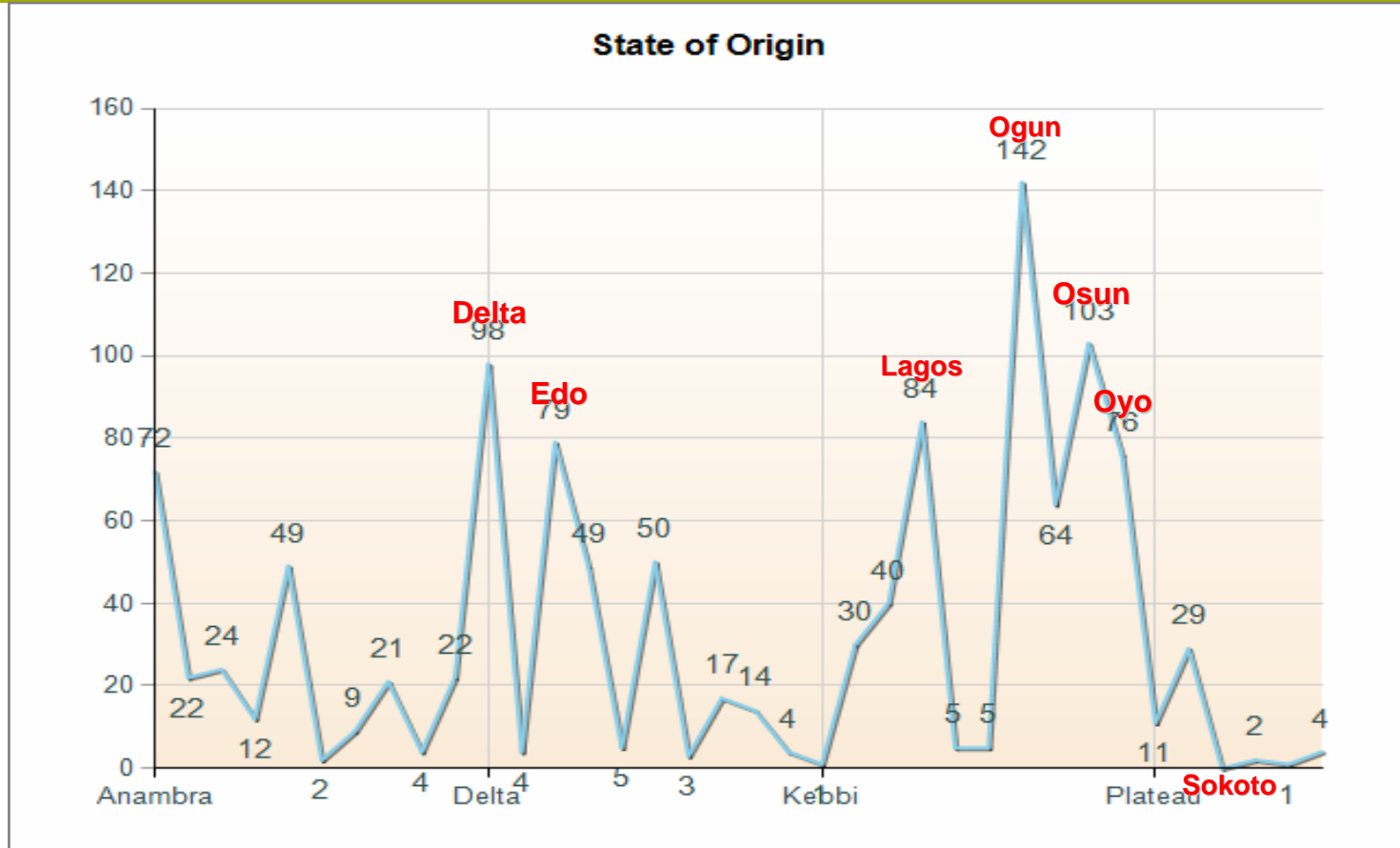




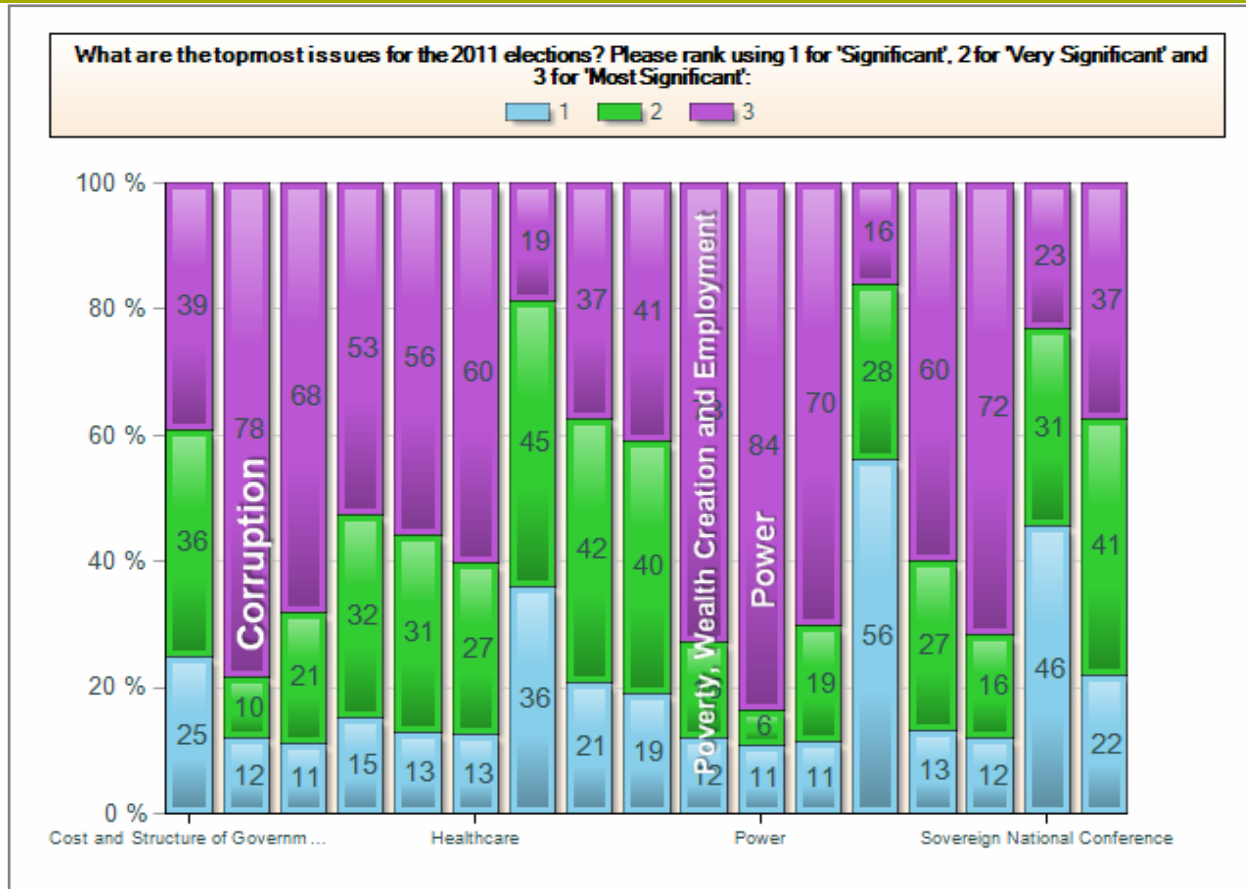
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