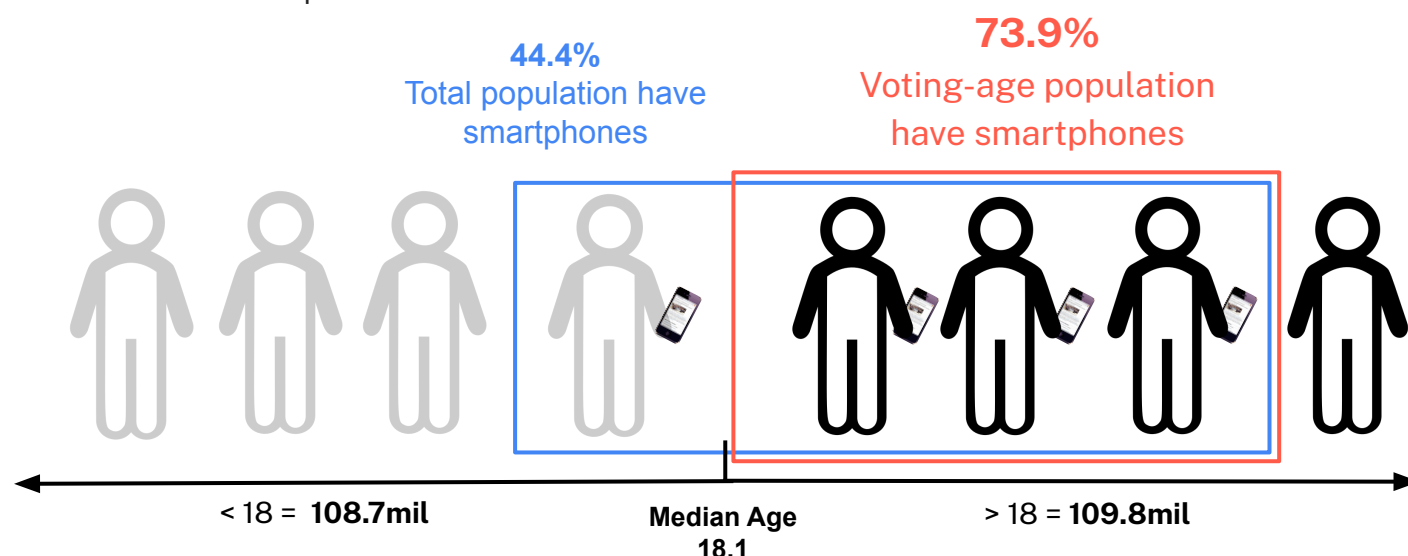




Smartphone Penetration in Nigeria

What proportion of the voting-age population could a smartphone poll possibly reach?

[The Alliance of Affordable Internet](#) estimates that **44.4%** of Nigerians have access to a smartphone. Nigeria, however, is the world's youngest country. Its median age is **18.1**. The **44.4%** figure does not tell us how many *enfranchised* Nigerians have smartphones. Using the best available statistics, Premise has crunched the numbers to produce the most robust possible estimate of the number of voting-age Nigerians who are likely to have access to a smartphone.



According to our calculations, **73.9%** of voting-age Nigerians have access to a smartphone. This figure is based on the following assumptions:

- 83.6mil 0-12 year olds (38.3% of total population) do not have smartphones
- Smartphone penetration in Nigeria is 44.4% of the total [population](#) (218.5mil), meaning that **97mil** Nigerians use smartphones
- A 3-year doctoral [study](#) conducted by Chikezi Uzuegbunam found $\approx 60\%$ of Nigerian teenagers have internet-enabled phones, suggesting that **$\approx 15.8\text{mil}$** teenagers use smartphones
- If there are 97mil total smartphone users, and 15.8 mil of them are teenagers with smartphones, then **81.2mil** smartphone users are over 18 ($97\text{mil} - 15.8\text{mil} = 81.2\text{mil}$)
- 81.2 mil (>18 with smartphones) is 73.9% of 109.8 mil (total population >18)

This figure is an **estimate** based on the best available statistics, and is therefore as credible as the sources on which it is based. Our findings, however, show that reaching people via smartphones grants access to a greater proportion of the population than ever before. Smartphone penetration throughout Sub-Saharan Africa is expected to reach **66%** by 2025. The rapidity of predicted growth rates will soon render our estimates conservative.

“The number of smartphone users in Nigeria is forecast to grow to more than 140 million by 2025”
[Statista \(2022\)](#)