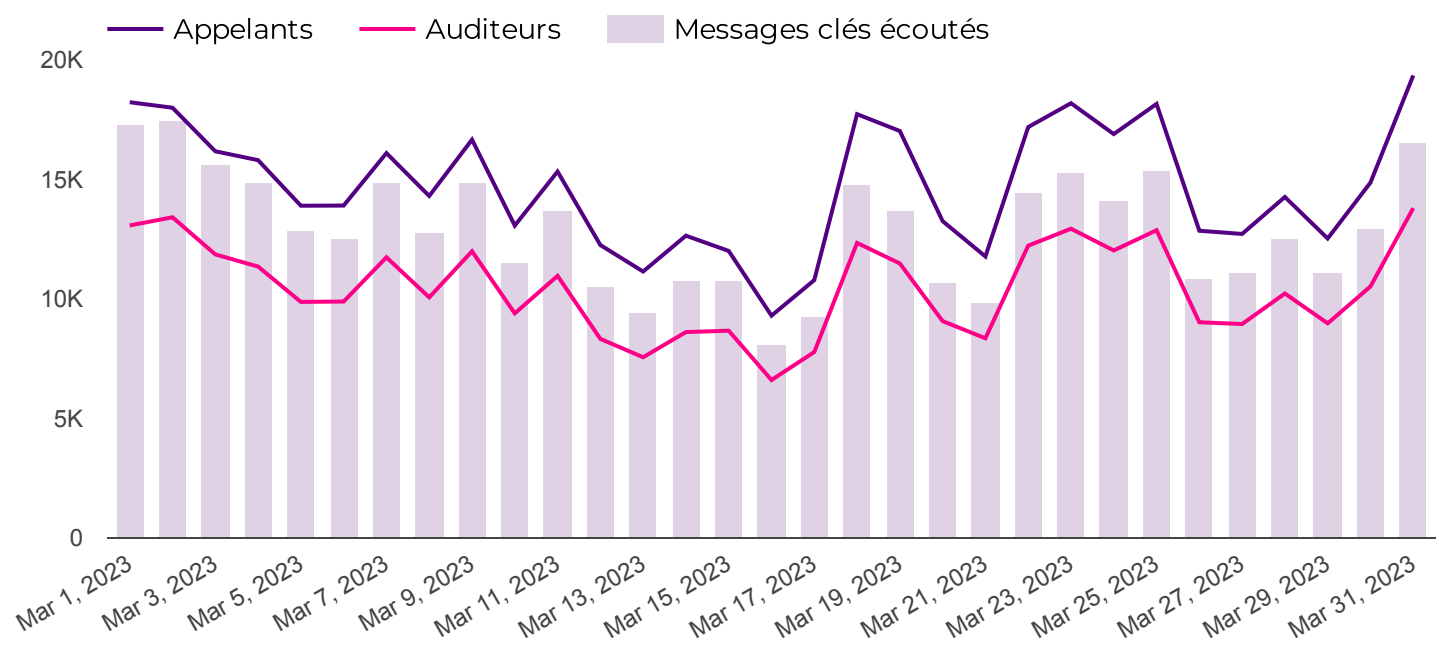
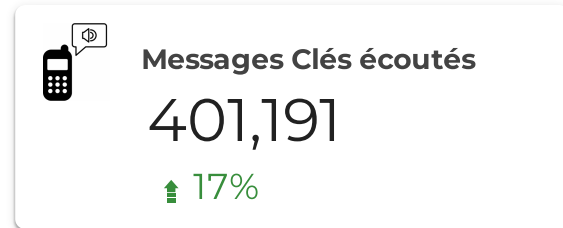
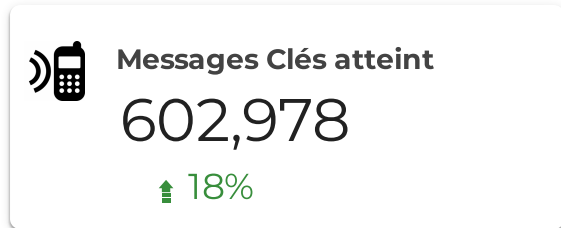
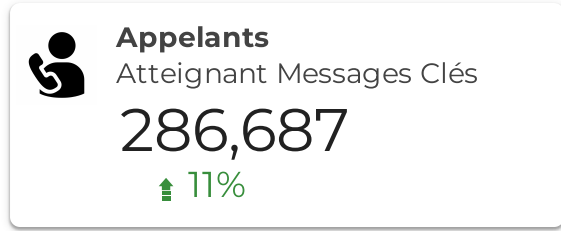


Mois du Rapport: mars 2023

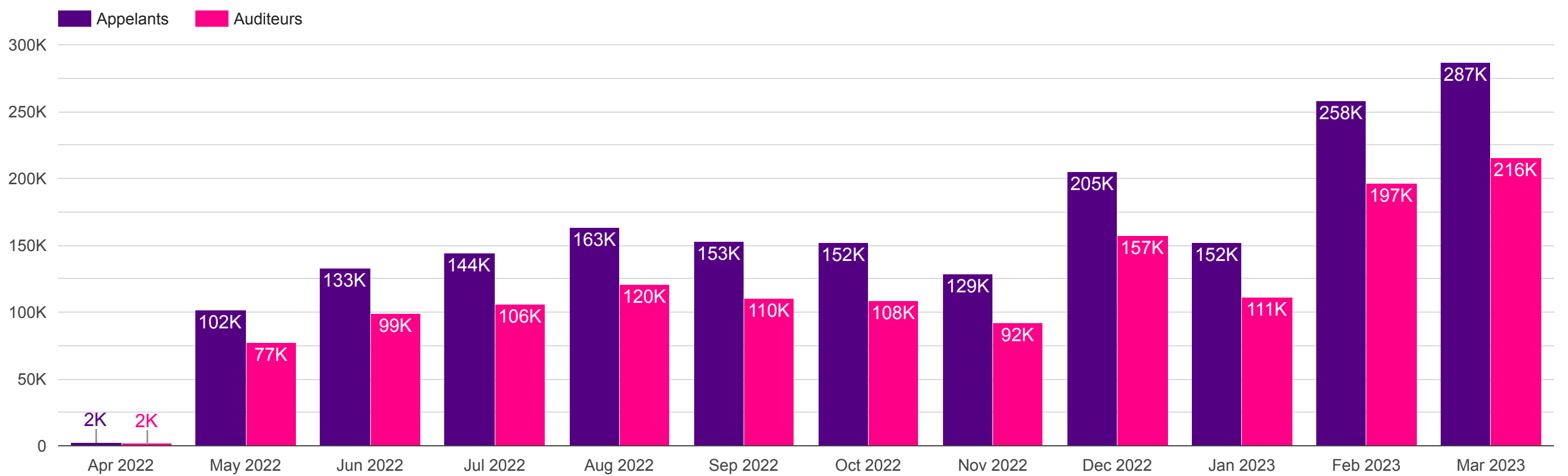
Indicateurs clés pour le mois du rapport

Sous les chiffres, vous pouvez voir la comparaison avec le mois précédent.

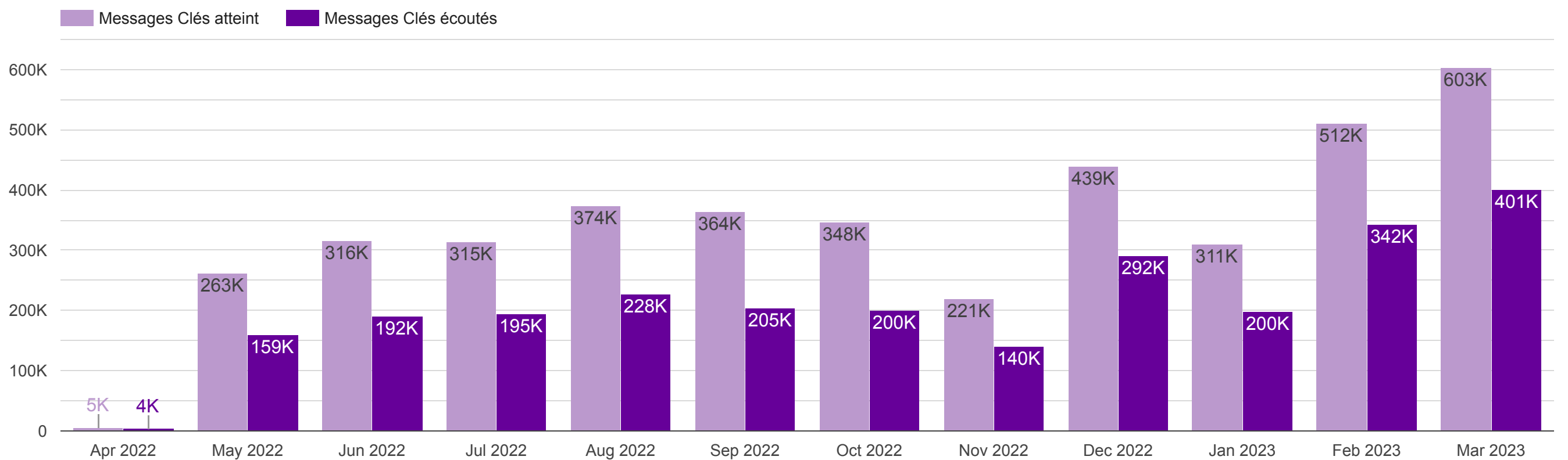


Indicateurs clés par mois pour les derniers 12 mois

Appelants et auditeurs



Messages clés atteint et écoutés



Indicateurs clés

Mois	Appelants	Auditeurs	Conversion des appelants en auditeurs (%)	Auditeurs (Femmes)	Auditeurs (Hommes)	Messages clés atteint	Messages clés écoutés	No. moyen de messages clés écoutés par auditeur	No. de minutes écoutés des messages clés
Apr 2022	3,941	1,748	70%	360	848	5,173	3,941	2.3	7,890
May 2022	159,352	77,352	76%	9,594	23,345	262,529	159,352	2.1	406,651
Jun 2022	191,866	99,422	75%	9,918	24,526	316,433	191,866	1.9	537,417
Jul 2022	194,687	106,264	74%	8,654	22,271	315,123	194,687	1.8	564,127
Aug 2022	228,075	120,449	74%	9,327	25,462	373,730	228,075	1.9	670,763
Sep 2022	204,644	110,044	72%	12,737	37,217	364,094	204,644	1.9	610,194
Oct 2022	200,188	108,387	71%	14,162	40,343	347,844	200,188	1.8	592,899
Nov 2022	140,061	91,749	71%	13,157	37,305	220,526	140,061	1.5	427,205
Dec 2022	291,645	157,464	77%	24,405	66,184	438,939	291,645	1.9	816,890
Jan 2023	199,549	111,185	73%	18,053	52,196	311,102	199,549	1.8	579,540
Feb 2023	342,464	196,813	76%	27,894	90,971	511,861	342,464	1.7	955,669
Mar 2023	401,191	216,025	75%	32,156	101,274	602,978	401,191	1.9	1,198,288

Données démographiques des auditeurs

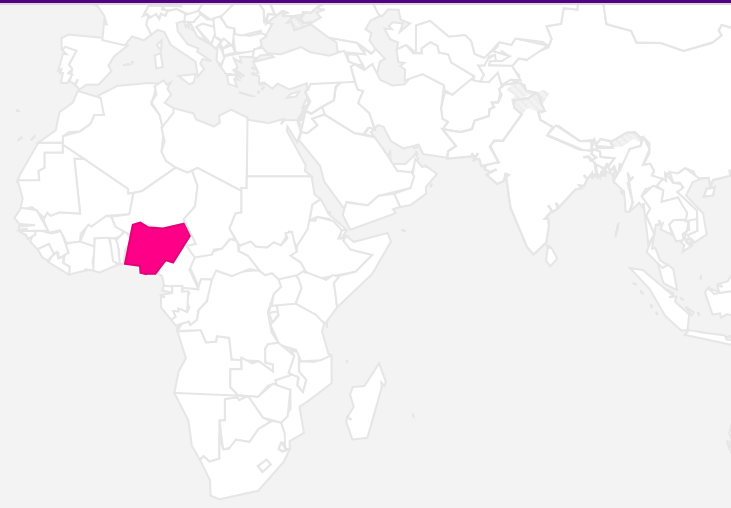
Auditeurs

216,025

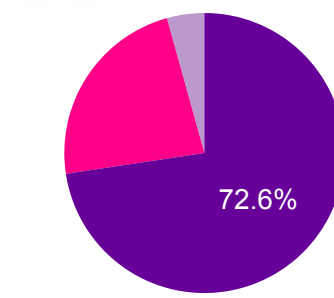
Auditeurs du mois ayant des informations démographiques enregistrées

125,162

58%
% des auditeurs



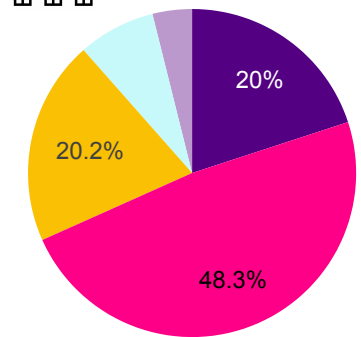
Genre (%)



● Hommes
● Femmes
● Autres

Hommes	101,274
Femmes	32,156
Autres	6,024

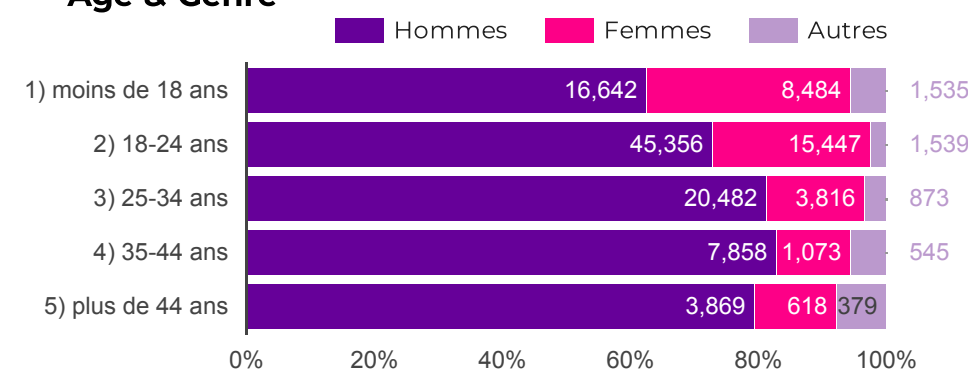
Age (%)



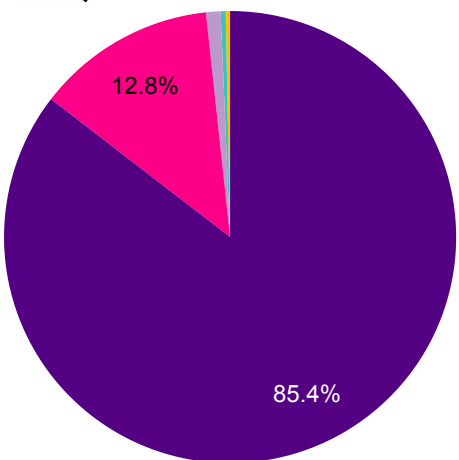
● 1) moins de 18 ans
● 2) 18-24 ans
● 3) 25-34 ans
● 4) 35-44 ans
● 5) plus de 44 ans

1) moins de 18 ans	28,905
2) 18-24 ans	69,950
3) 25-34 ans	29,214
4) 35-44 ans	11,024
5) plus de 44 ans	5,632

Age & Genre



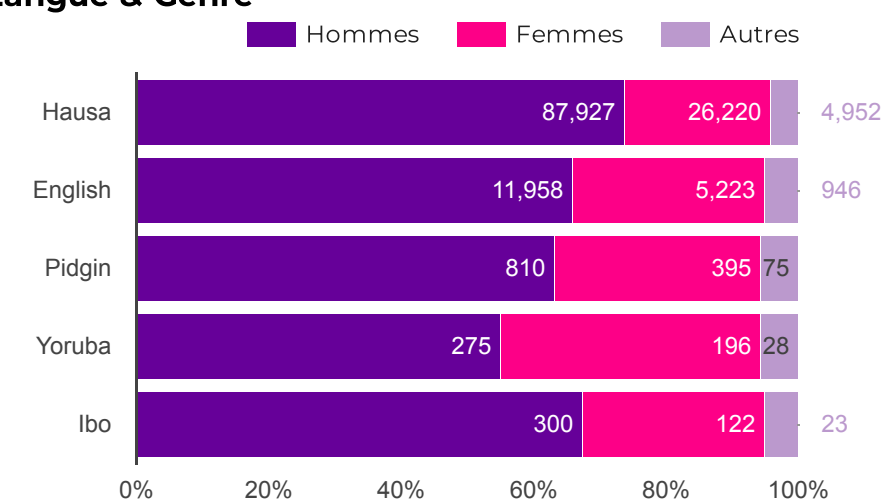
Langue (%)



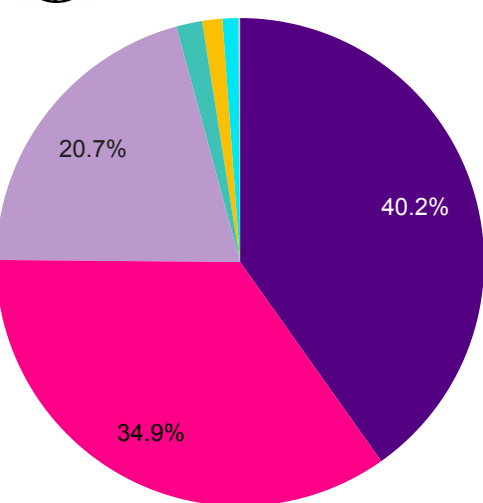
● Hausa
● English
● Pidgin
● Yoruba
● Ibo

Hausa	184,581
English	27,745
Pidgin	2,248
Yoruba	772
Ibo	675

Langue & Genre



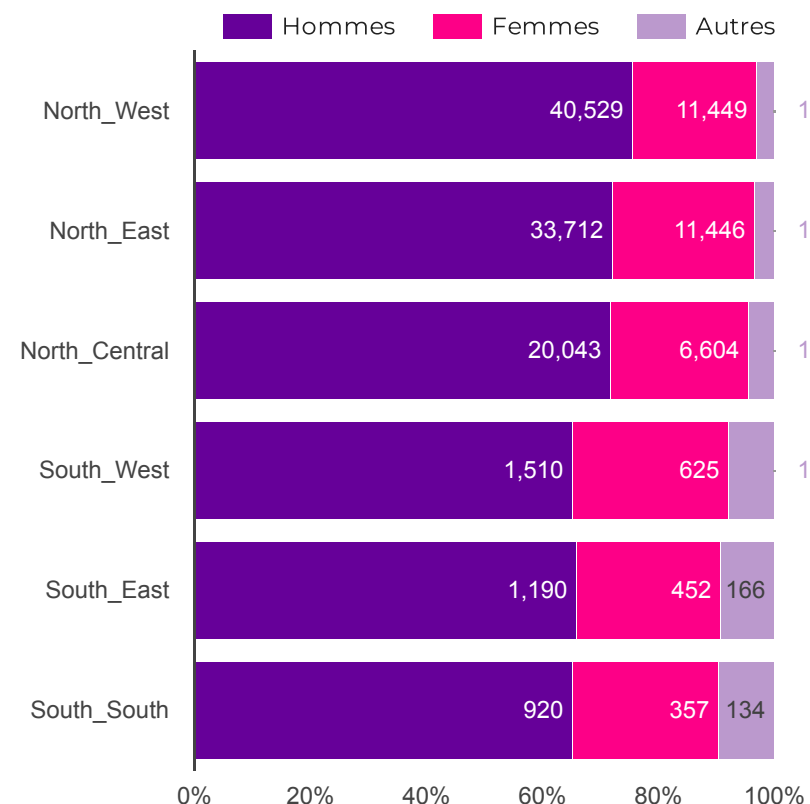
Localisation (Niveau 1)



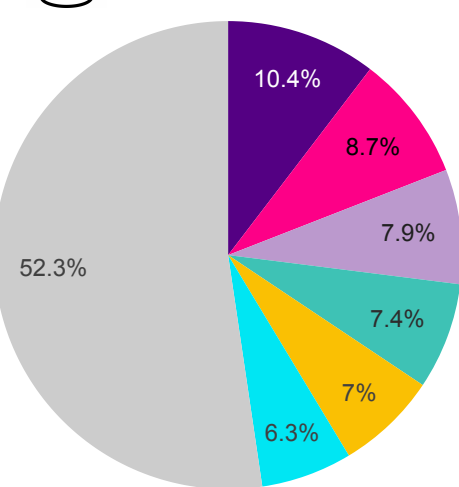
● North_West
● North_East
● North_Central
● South_West
● South_East
● South_South
● others

North_West	57,413
North_East	49,929
North_Central	29,510
South_West	2,445
South_East	1,904
South_South	1,503

Localisation (Niveau 1) & Genre



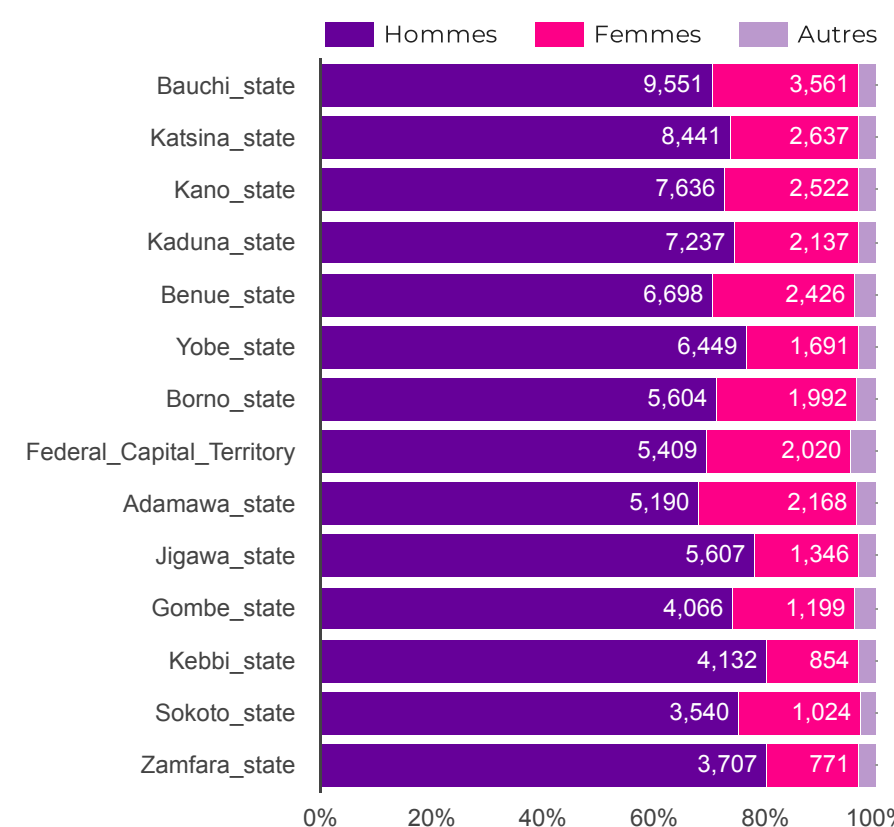
Localisation (Niveau 2)



● Bauchi_state
● Katsina_state
● Kano_state
● Kaduna_state
● Benue_state
● Yobe_state
● others











































Bauchi_state	14,629
Katsina_state	12,252
Kano_state	11,164
Kaduna_state	10,391
Benue_state	9,864
Yobe_state	8,868
Borno_state	8,373
Federal_Capital_Territory	8,224
Adamawa_state	8,076
Jigawa_state	7,611
Gombe_state	5,906
Kebbi_state	5,644
Sokoto_state	5,071
Zamfara_state	4,872

Localisation (Niveau 2) & Genre



Performance des Messages Clés

Vous pourrez voir dans ce tableau: combien de fois chaque message clé a été accédé; combien de fois ce message clé a été écouté; combien d'appelant unique a accédé à ce message clé; combien d'appelant unique a écouté ce message clé; et quel est le pourcentage d'appelant unique converti en auditeur.

Title	No. de fois accédé	No. de fois écouté	Appelants	Auditeurs	Conversion d'appelant en auditeur	% Auditeurs (Femmes)	% Auditeurs (Hommes)
1. Meaning of Gender Based Violence	158,449	113,050	144,491	110,959	77%	23% 	73% 
2. Types or Forms of Gender based Violence	107,723	74,348	97,676	72,605	74%	22% 	74% 
3. Useful tips in handling Gender Based Violence	85,756	49,199	74,107	47,574	64%	22% 	74% 
4. How to help your family and community in times of Gender Based Violence	55,917	37,476	50,682	36,528	72%	21% 	75% 
5. how not to perpetuate Gender Based Violence as a Man	38,909	25,453	34,285	24,789	72%	21% 	75% 
6. Importance of Covid19 Prevention	34,344	20,806	30,069	20,129	67%	20% 	75% 
7. Gidan Zuman Ahmed Story Ep 1	30,931	15,414	25,194	13,676	54%	33% 	62% 
8. Importance of wearing masks	23,575	16,010	21,425	15,631	73%	20% 	75% 
9. Importance of getting vaccinated against Covid19	18,512	12,766	16,811	12,414	74%	19% 	76% 
10. Maintaining personal and environmental hygiene during covid	14,422	10,278	13,261	10,039	76%	18% 	76% 
11. Maintaining social distance	11,790	8,518	10,756	8,268	77%	18% 	76% 
12. Gidan Zuman Ahmed Story Ep 2	7,183	5,478	6,085	5,003	82%	38% 	56% 
13. Gidan Zuman Ahmed Story Ep 3	4,022	3,112	3,361	2,865	85%	39% 	55% 
14. Gidan Zuman Ahmed Story Ep 4	2,637	2,048	2,226	1,921	86%	40% 	53% 
15. Impact of Covid19 on Agriculture and Crop Diversification.	2,058	1,632	1,596	1,261	79%	16% 	80% 
16. Saving and spending for farmers during Covid19	1,568	1,223	1,286	1,009	78%	13% 	83% 
17. Gidan Zuman Ahmed Story Ep 5	1,566	1,313	1,389	1,271	92%	43% 	50% 
18. Gidan Zuman Ahmed Story Ep 6	1,136	928	1,008	893	89%	45% 	50% 
19. Exploring New Markets and Investing during Covid19	1,019	872	870	743	85%	12% 	84% 
20. Mechanized farming during Covid19.	744	677	635	586	92%	13% 	83% 
21. Best post harvest practices during covid19.	717	590	627	533	85%	13% 	84% 

Glossaire



Appelant

Numéro de téléphone unique appelant le Service 3-2-1 et accédant au contenu du partenaire.



Auditeur

Appelant unique ayant écouté le contenu d'un message clé à 75% ou plus.



Message clés ("KM")

Contenu comportant une information bénéfique pour le changement de comportement social.



Conversion Appelant en Auditeur

Le pourcentage d'appelant devenant auditeur. Ceci est calculé en divisant le nombre d'auditeur par le nombre d'appelant.



Données démographiques

Informations sur les auditeurs sur leur: genre, âge, langue et localisation.