



DAVIDO



WIZKID



SIMI

WIZKID, DAVIDO AND SIMI TOP IN
ASABA MUSIC SURVEY

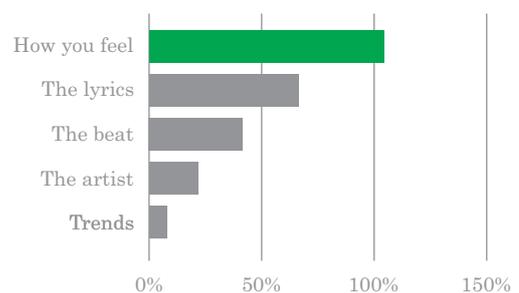
How one feels is the major reason why people listen to music

A survey recently conducted by Ciuci Consulting in Asaba, Delta State shows that people’s feelings/mood is a major driver of why people listen to music. It also showed a number of artistes ranking fairly well in the survey – Wizkid, Davido, Simi, Adekunle Gold, Sinach, Nathaniel Bassey and Frank Edwards.

It is not unusual for people to say that what is required for a hit song is a good beat. Does this mean that the song with the best beat has the most commercial success? Or do other factors not matter? This survey carried out in central Asaba shows that other factors such as the lyrics and the mood of the listener are more important.

It is then no surprise that Nigeria ranked 5th in United Nation’s 2018 Happiness Report as people listen to music to lift their spirits and feel good. According to one of the respondents, “*wetin pesin go do? Man must feel good. I cannot come and kill myself. Music dey help pesin forget dis kine economy we don find ourself*”.

What makes you listen to music?

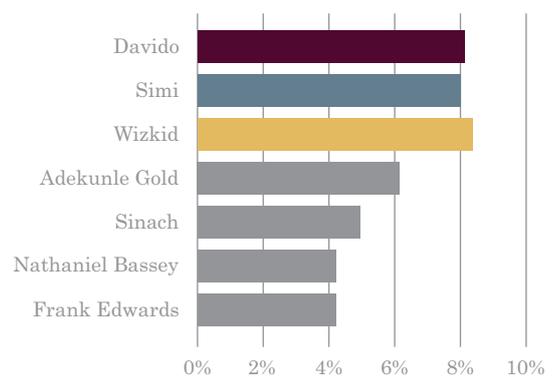


Gospel is the preferred genre of music for most respondents from this part of Nigeria and their favorite artistes are Frank Edwards, Sinach and Nathaniel Bassey. Wizkid & Davido- afro pop; Adekunle Gold & Aramide- alternative music; Simi & Jonny Drille- soul were also considered top artistes for other genres.

Irrespective of the language of these songs, the powerful lyrics and the ability for them to connect with personal and social issues were the top reasons why respondents preferred gospel and alternative music.

While Wizkid, Davido and Simi topped the survey for most preferred artiste, the results also indicated that the industry is made up other musical icons i.e. Adekunle Gold, Nathaniel Bassey, 2Baba and Johnny Drille that have changed the way Nigerian music is viewed.

Favorite Artistes



Other top picks like favourite music label and most promising new act were also identified. 14% of respondents chose Mavin Records as their preferred music label, and Mayorkun as the most promising new act.

As Nigerian music continues to evolve, the people of Asaba are interested in better content and innovation that would impact the way our music is viewed globally - production of good music and meaningful lyrics.

102 youth in central Asaba were interviewed during this study