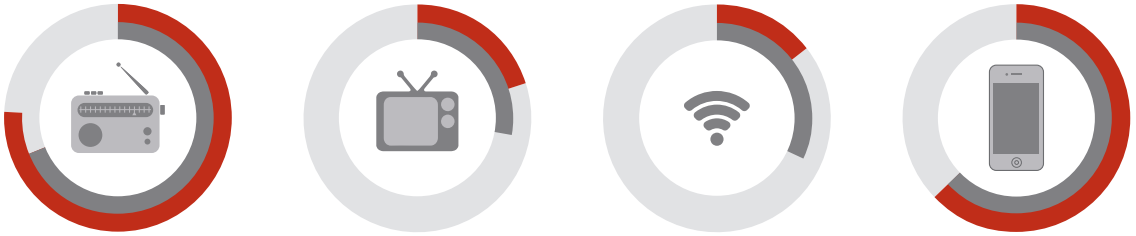
Sierra Leone Media Landscape 2022

Radio is the most popular media platform in 2022[1]. However, there was a 7% decrease in listenership from 2019 to 2022. Internet use is rapidly increasing. From 2019 to 2022, there has been a 19% increase.

MEDIA USAGE[2] IN 2019[3] AND 2022[4]

2019 2022

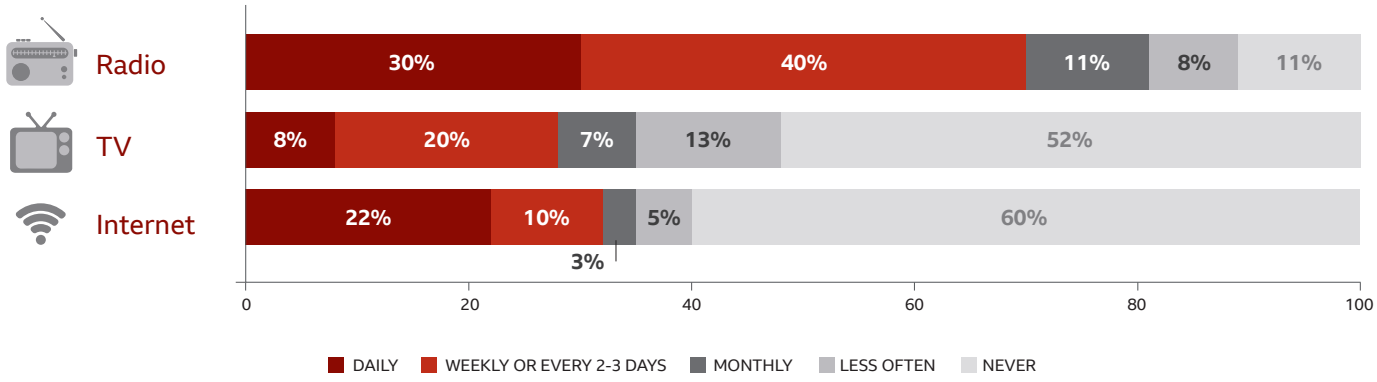
At least once a week access/use of the media platform.



2019	2022	
76%	69%	Listen to the radio
20%	28%	Watch TV
13%	32%	Use the internet
63%	63%	Use mobile phone[5]

2019	2022	
4%	7%	Read newspaper
12%	27%	Use Facebook
n/a	7%	Use Instagram

MOST POPULAR MEDIA PLATFORMS



[1] The findings are based on self-reported use of each of the platforms at least once a week.

[2] Base: BBC Media Action's nationally representative quantitative surveys among 3090 and 3048 adults aged 15+ in 2019 and 2022, respectively.

[3] Source: Endline evaluation of the Communication for Healthy Behaviours, Achieving Reduced Malaria (CHARM) project conducted by BBC Media Action in Nov & Dec 2019.

[4] Source: Endline evaluation of the Every Adolescent Girl Empowered and Resilient (EAGER) project conducted by BBC Media Action in Oct & Nov 2022.

[5] Mobile phone includes both non-smart and smart phones.

Sierra Leone Media Landscape 2022

Media habits by demographic characteristics and regions[6]

RADIO USE[7]

MALE

74%
Base: (n=1,485)

FEMALE

65%
Base: (n=1,563)

AGE

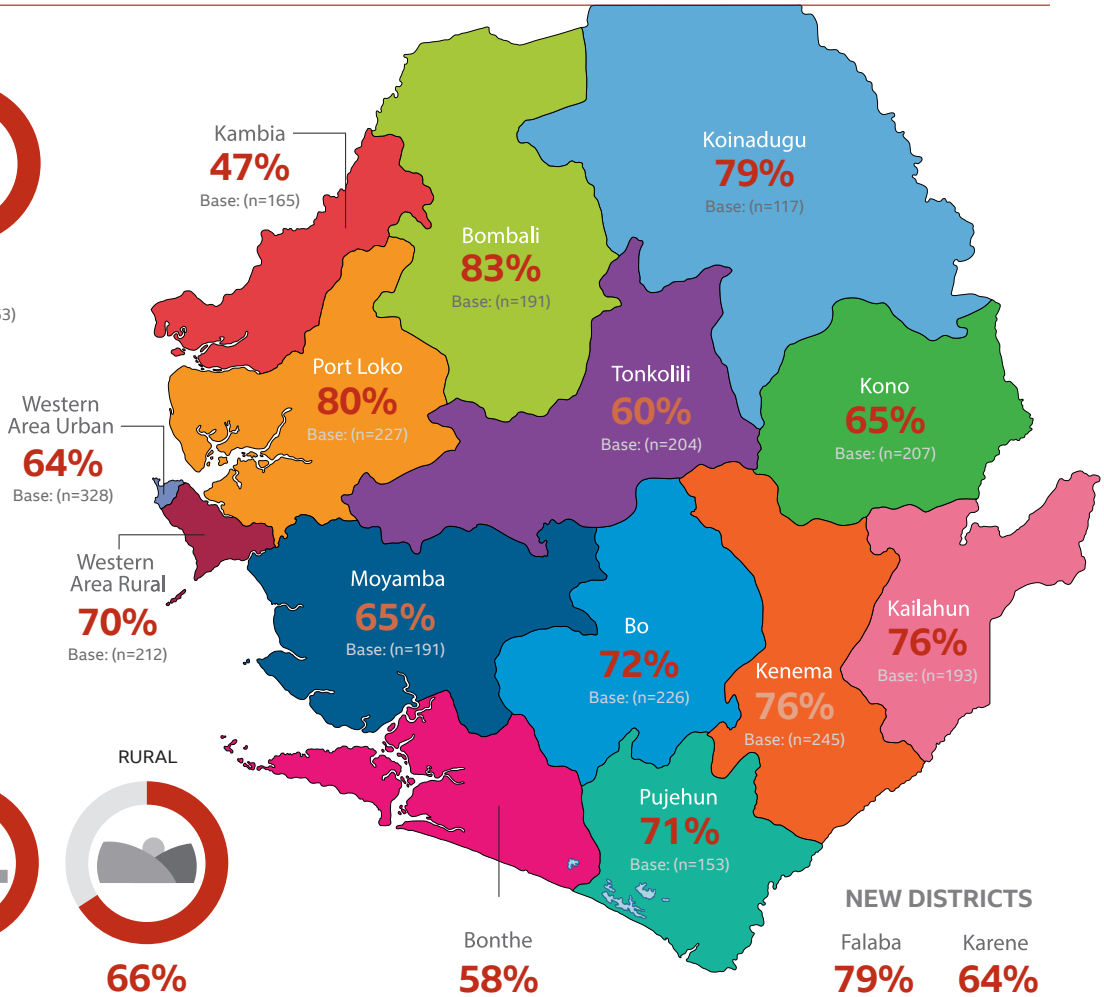
67%
15-19
Base: (n=483)

69%
20-29
Base: (n=908)

72%
30-39
Base: (n=670)

69%
40-49
Base: (n=450)

70%
50+
Base: (n=537)



PERSON LIVING WITH A DISABILITY

71%
Base: (n=1,020)

URBAN

73%
Base: (n=1,517)

RURAL

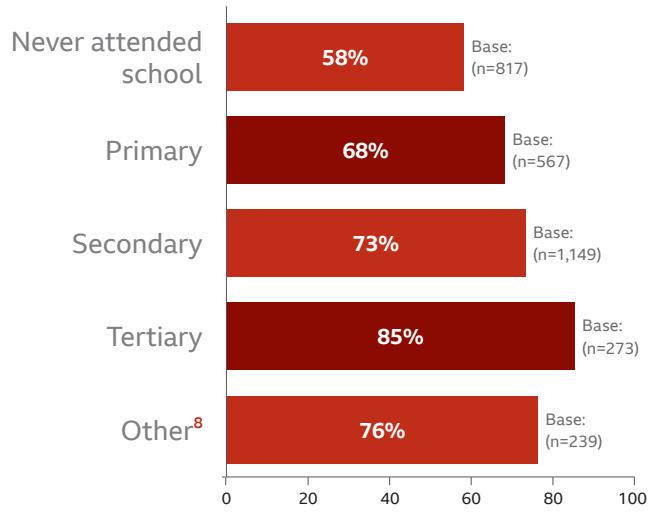
66%
Base: (n=1,531)

NEW DISTRICTS

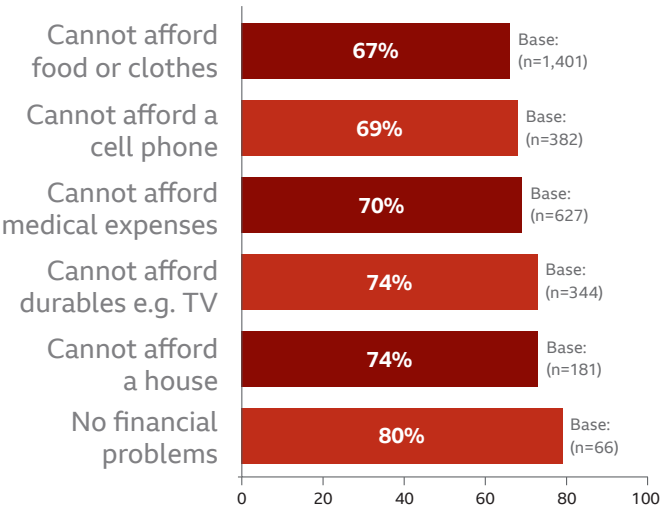
Falaba
79%
Base: (n=126)

Karene
64%
Base: (n=148)

EDUCATION LEVEL



INCOME LEVEL



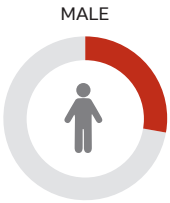
[6] Proportion of individuals who listened to the radio at least once a week, based on endline evaluation of the Every Adolescent Girl Empowered and Resilient (EAGER) project conducted by BBC Media Action in Oct & Nov 2022.

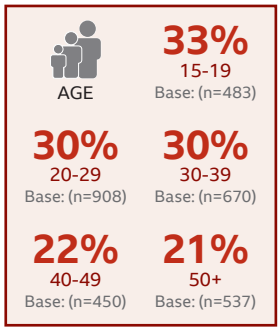
[7] Data was weighted by gender, age and province. The base sizes are not always same because of data weighting and missing cases.

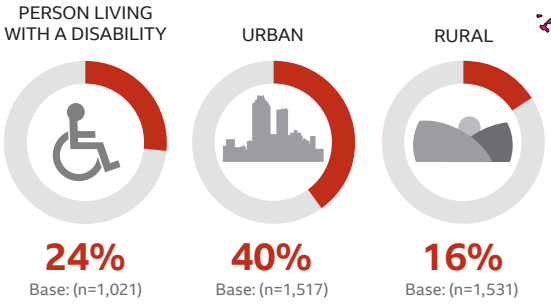
[8] Non-formal and Madrasa.

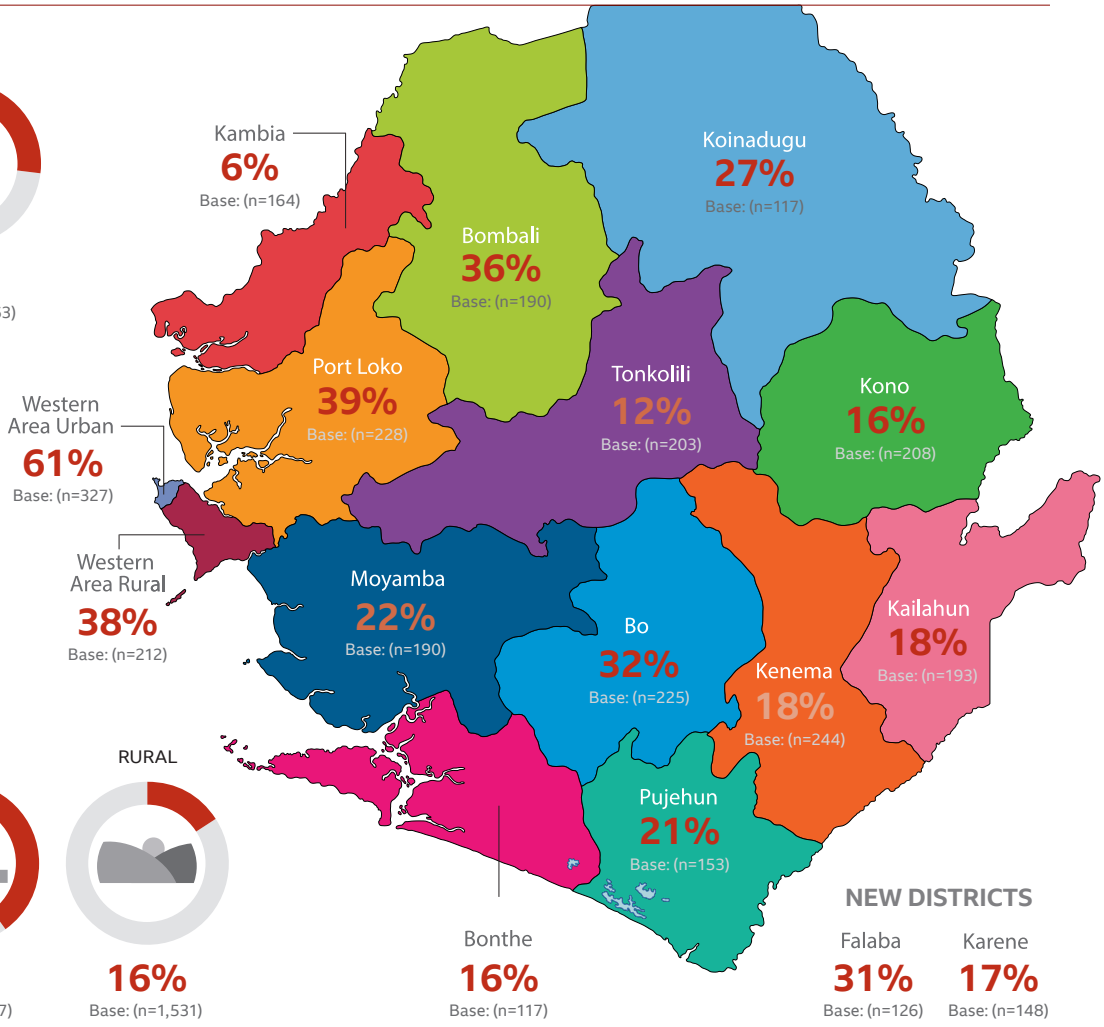
Media habits by demographic characteristics and regions[9]

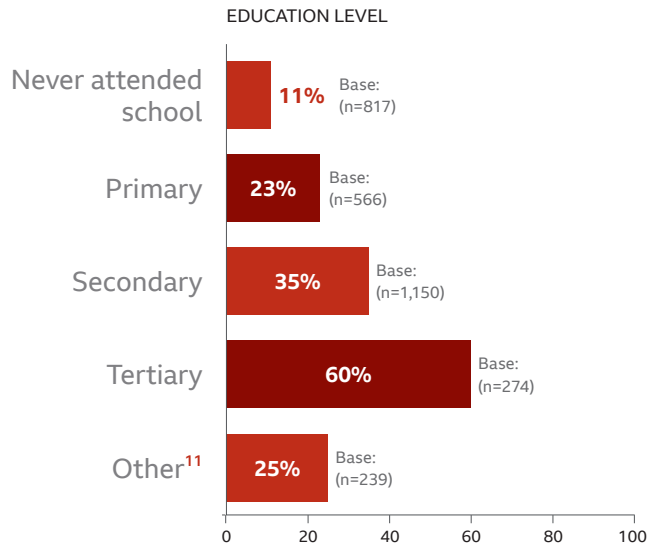
TV USE[10]

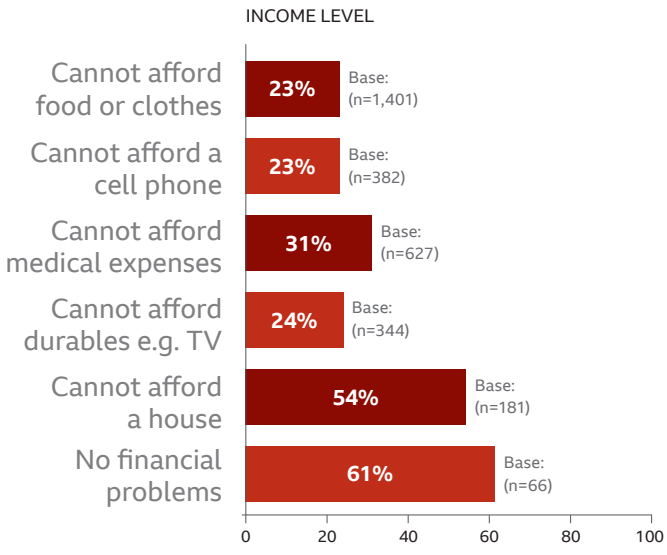












[9] Proportion of individuals who watched TV at least once a week, based on endline evaluation of the Every Adolescent Girl Empowered and Resilient (EAGER) project conducted by BBC Media Action in Oct & Nov 2022.

[10] Data was weighted by gender, age and province. The base sizes are not always same because of data weighting and missing cases.

[11] Non-formal and Madrasa.

Sierra Leone Media Landscape 2022

Media habits by demographic characteristics and regions[12]

INTERNET USE[13]

MALE

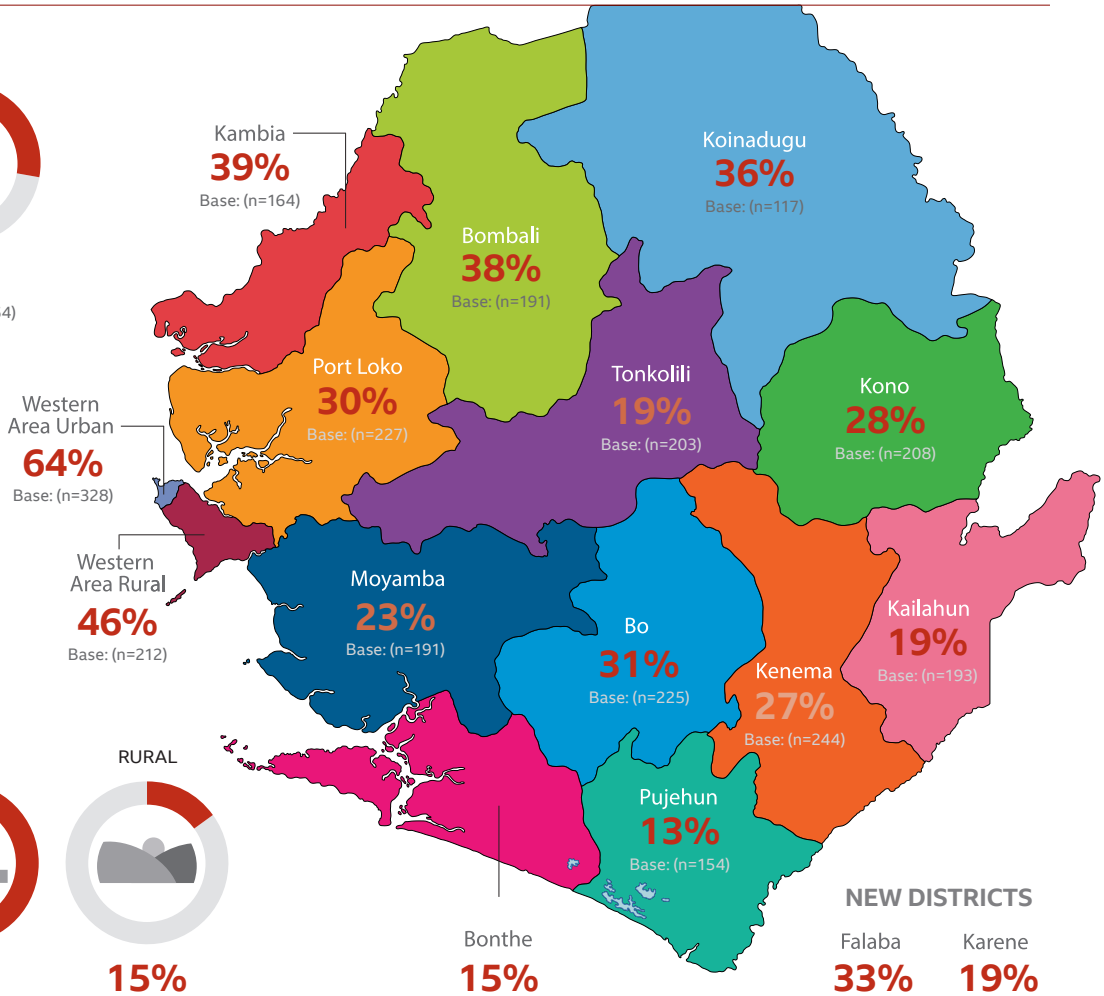
36%
Base: (n=1,484)

FEMALE

28%
Base: (n=1,564)

AGE

40% 20-29 Base: (n=908)	33% 15-19 Base: (n=483)
36% 30-39 Base: (n=670)	
26% 40-49 Base: (n=450)	18% 50+ Base: (n=537)



PERSON LIVING WITH A DISABILITY

25%
Base: (n=1,021)

URBAN

49%
Base: (n=1,517)

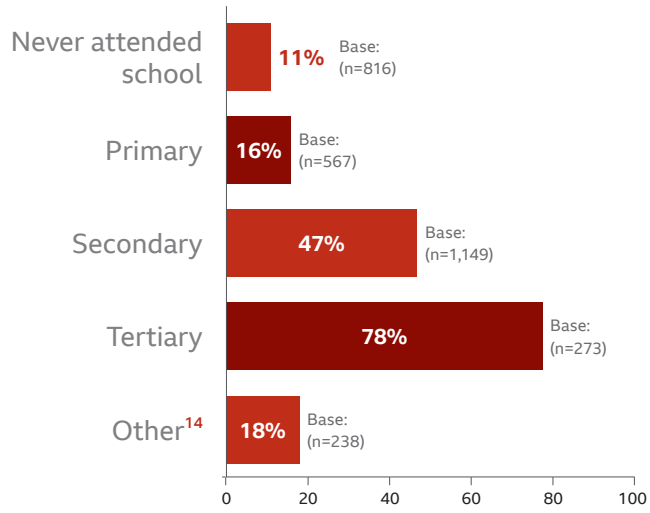
RURAL

15%
Base: (n=1,531)

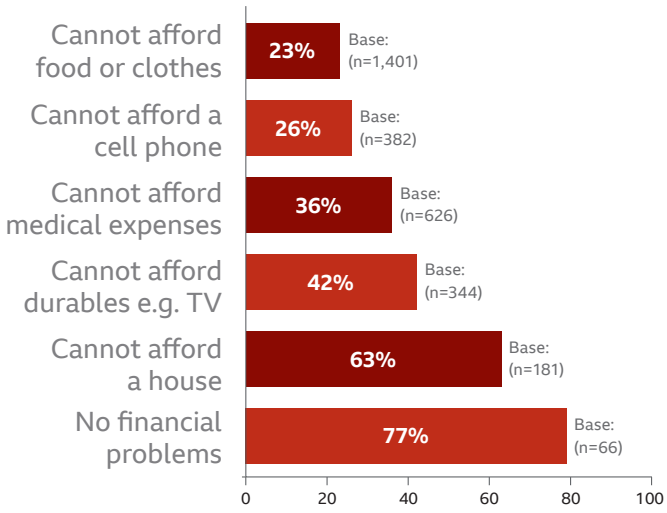
NEW DISTRICTS

Falaba	Karene
33%	19%
Base: (n=126)	Base: (n=148)

EDUCATION LEVEL



INCOME LEVEL



[12] Proportion of individuals who used the internet at least once a week, based on endline evaluation of the Every Adolescent Girl Empowered and Resilient (EAGER) project conducted by BBC Media Action in Oct & Nov 2022.

[13] Data was weighted by gender, age and province. The base sizes are not always same because of data weighting and missing cases.

[14] Non-formal and Madrasa.

Media habits by demographic characteristics and regions[15]

USE OF MOBILE PHONE WITH INTERNET[16]

MALE
40%
Base: (n=1,485)

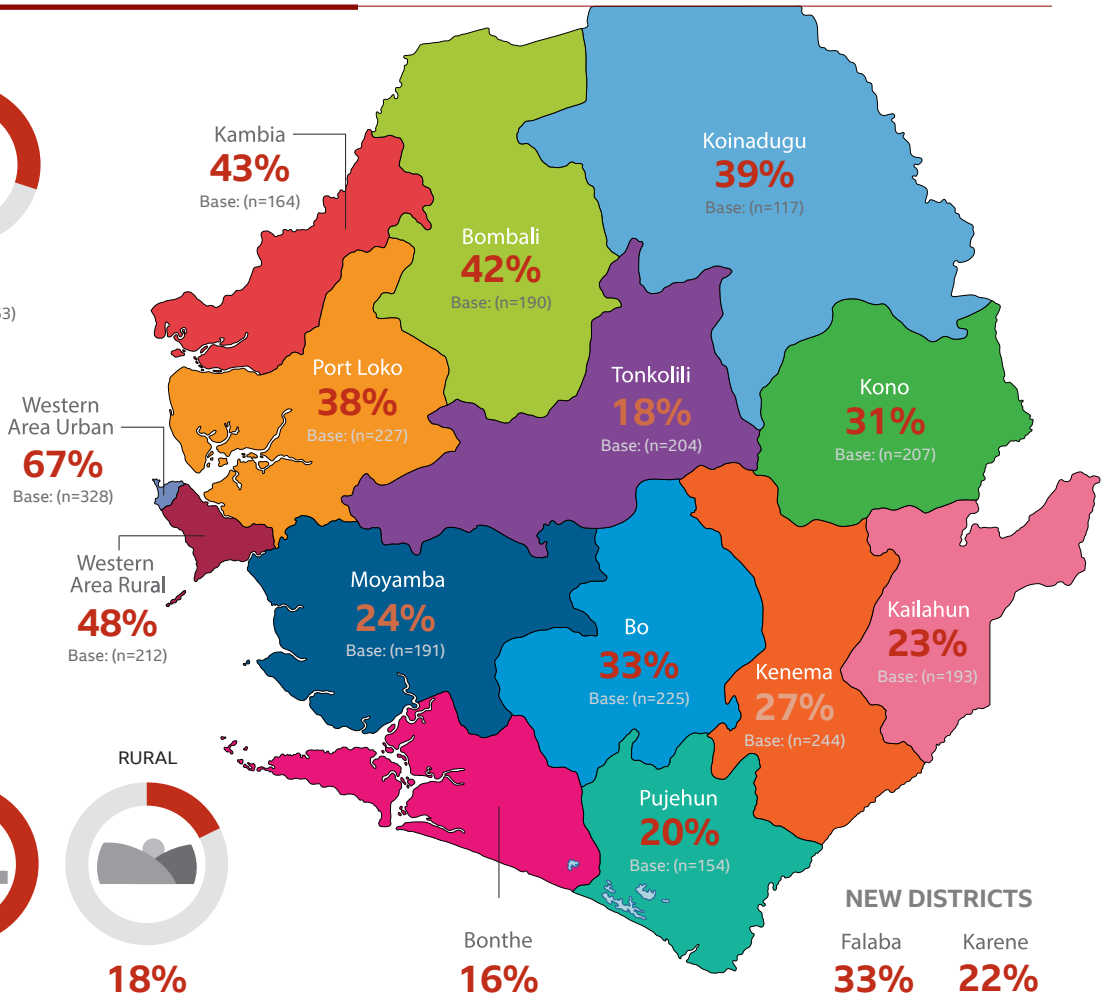
FEMALE
30%
Base: (n=1,563)

AGE
36% 15-19 Base: (n=483)
43% 20-29 Base: (n=908)
38% 30-39 Base: (n=670)
28% 40-49 Base: (n=450)
21% 50+ Base: (n=537)

PERSON LIVING WITH A DISABILITY
29%
Base: (n=1,020)

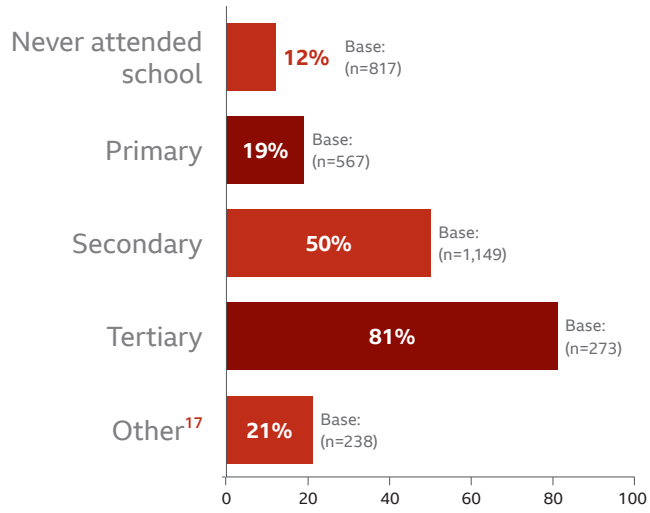
URBAN
52%
Base: (n=1,517)

RURAL
18%
Base: (n=1,531)

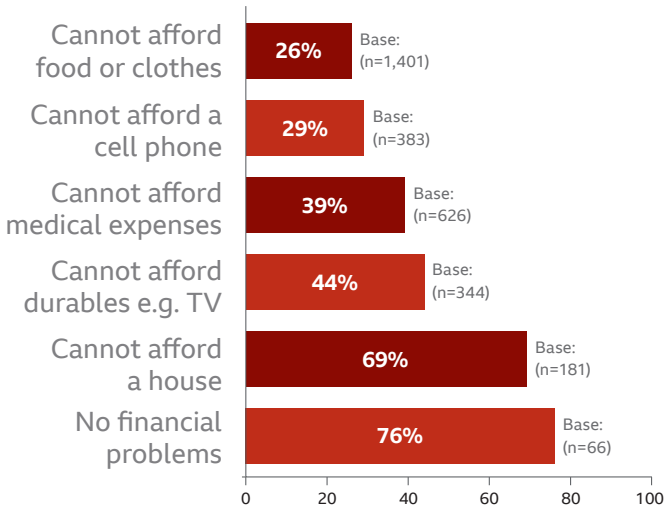


NEW DISTRICTS
Falaba 33% Base: (n=126)
Karene 22% Base: (n=147)

EDUCATION LEVEL



INCOME LEVEL



[15] Proportion of individuals who used a mobile phone with internet at least once a week, based on endline evaluation of the Every Adolescent Girl Empowered and Resilient (EAGER) project conducted by BBC Media Action in Oct & Nov 2022.

[16] Data was weighted by gender, age and province. The base sizes are not always same because of data weighting and missing cases.

[17] Non-formal and Madrasa.

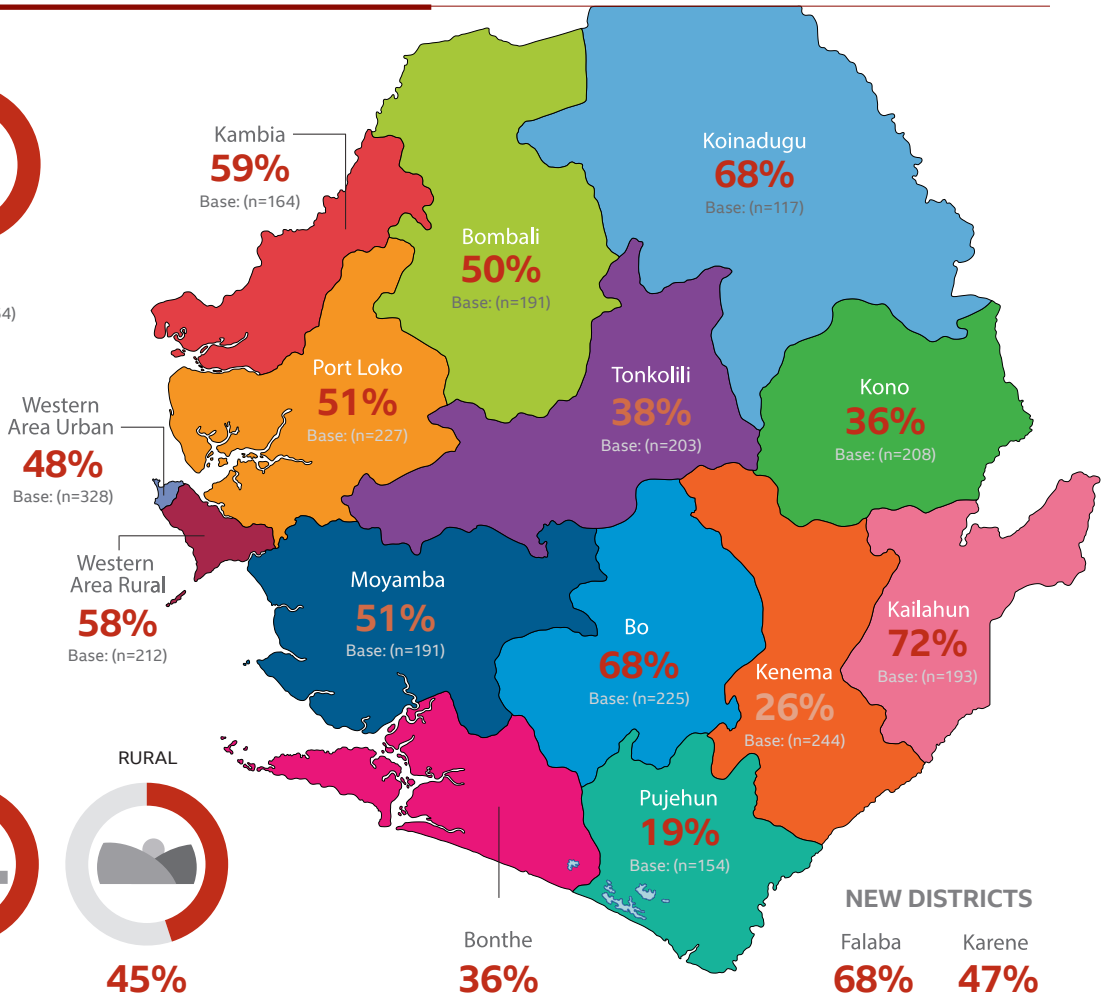
Media habits by demographic characteristics and regions[18]

USE OF MOBILE PHONE WITHOUT INTERNET[19]

MALE
54%
Base: (n=1,485)

FEMALE
44%
Base: (n=1,564)

AGE
40% 15-19 Base: (n=483)
54% 20-29 Base: (n=908)
51% 30-39 Base: (n=670)
49% 40-49 Base: (n=450)
46% 50+ Base: (n=537)



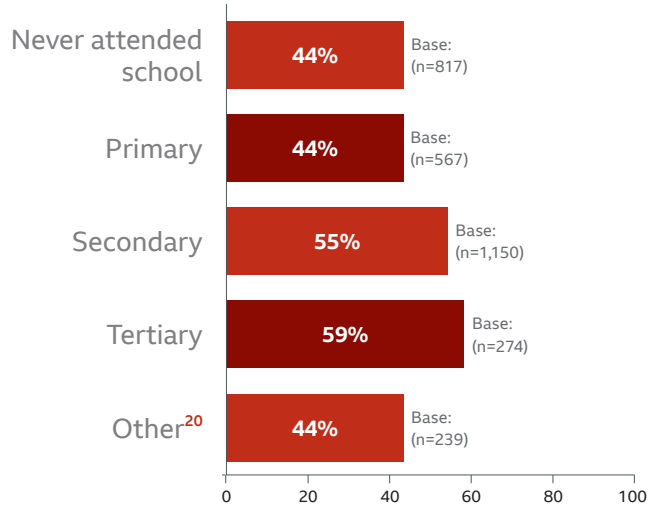
NEW DISTRICTS
Falaba 68% Base: (n=126)
Karene 47% Base: (n=148)

PERSON LIVING WITH A DISABILITY
45%
Base: (n=1,020)

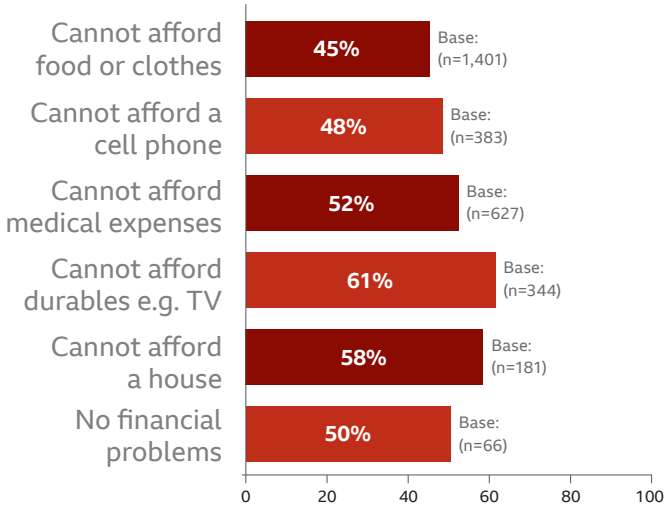
URBAN
53%
Base: (n=1,517)

RURAL
45%
Base: (n=1,531)

EDUCATION LEVEL



INCOME LEVEL



[18] Proportion of individuals who used a mobile phone without internet at least once a week, based on endline evaluation of the Every Adolescent Girl Empowered and Resilient (EAGER) project conducted by BBC Media Action in Oct & Nov 2022.

[19] Data was weighted by gender, age and province. The base sizes are not always same because of data weighting and missing cases.

[20] Non-formal and Madrasa.

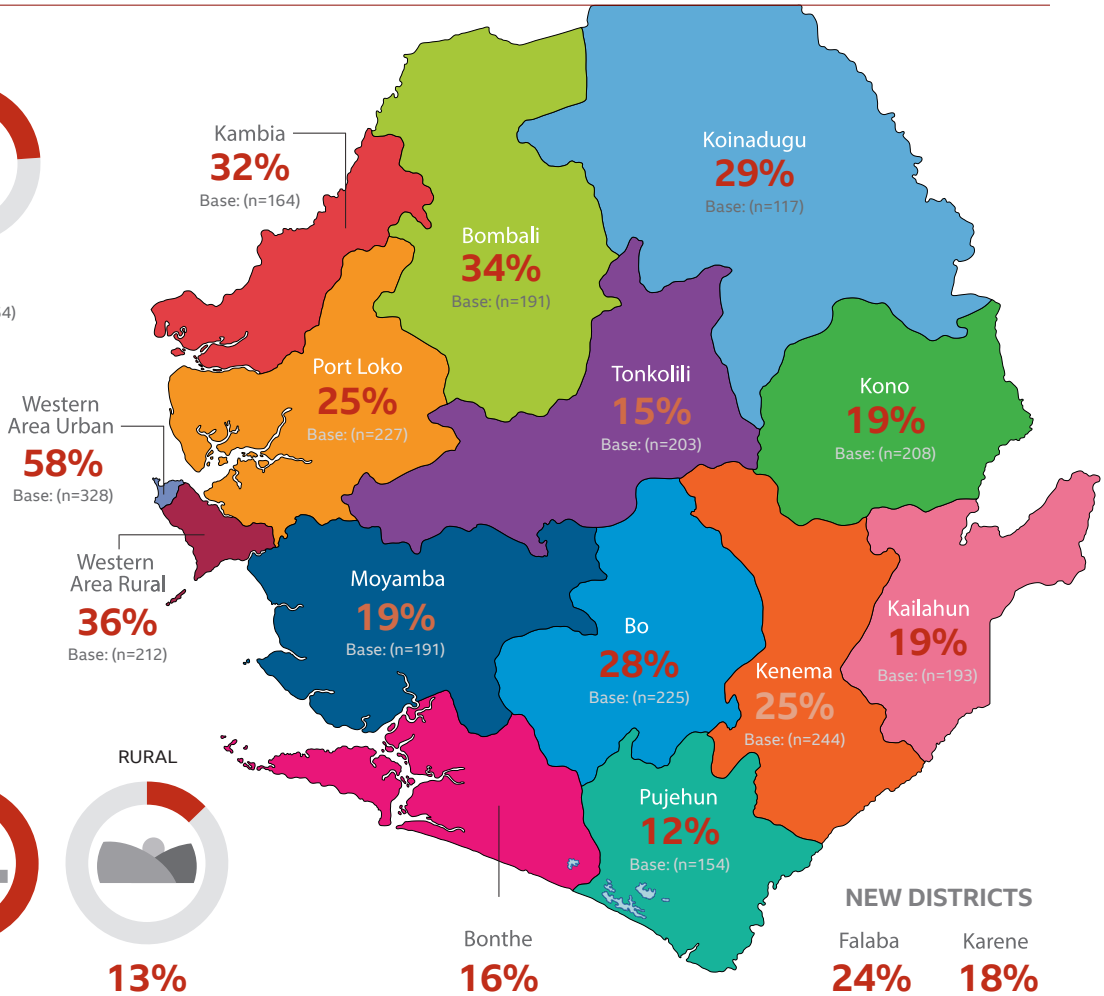
Media habits by demographic characteristics and regions[21]

FACEBOOK USE[22]

MALE
31%
Base: (n=1,484)

FEMALE
24%
Base: (n=1,564)

AGE
30% 15-19 Base: (n=483)
35% 20-29 Base: (n=908)
30% 30-39 Base: (n=670)
19% 40-49 Base: (n=450)
15% 50+ Base: (n=537)



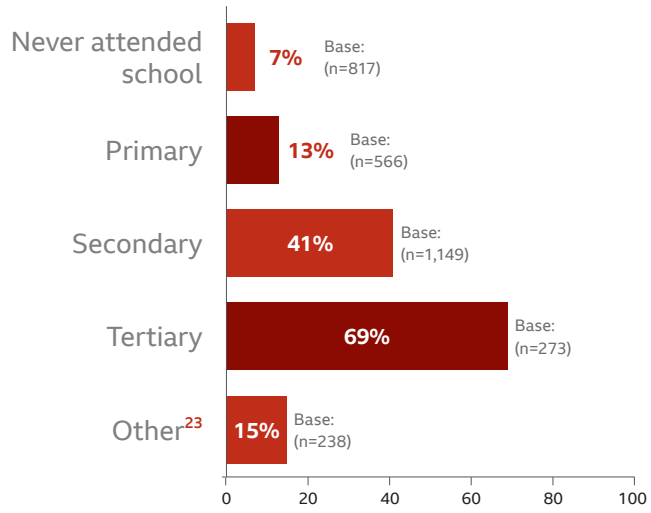
PERSON LIVING WITH A DISABILITY
23%
Base: (n=1,020)

URBAN
42%
Base: (n=1,517)

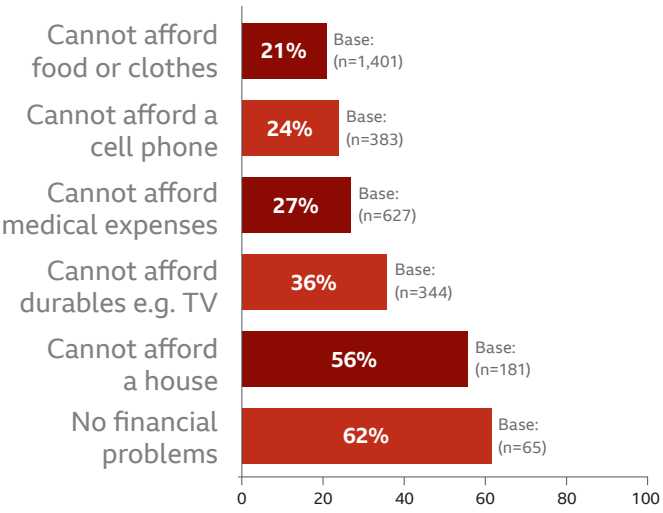
RURAL
13%
Base: (n=1,531)

NEW DISTRICTS
Falaba 24% Base: (n=126)
Karene 18% Base: (n=148)

EDUCATION LEVEL



INCOME LEVEL



[21] Proportion of individuals who used Facebook at least once a week, based on endline evaluation of the Every Adolescent Girl Empowered and Resilient (EAGER) project conducted by BBC Media Action in Oct & Nov 2022.

[22] Data was weighted by gender, age and province. The base sizes are not always same because of data weighting and missing cases.

[23] Non-formal and Madrasa.

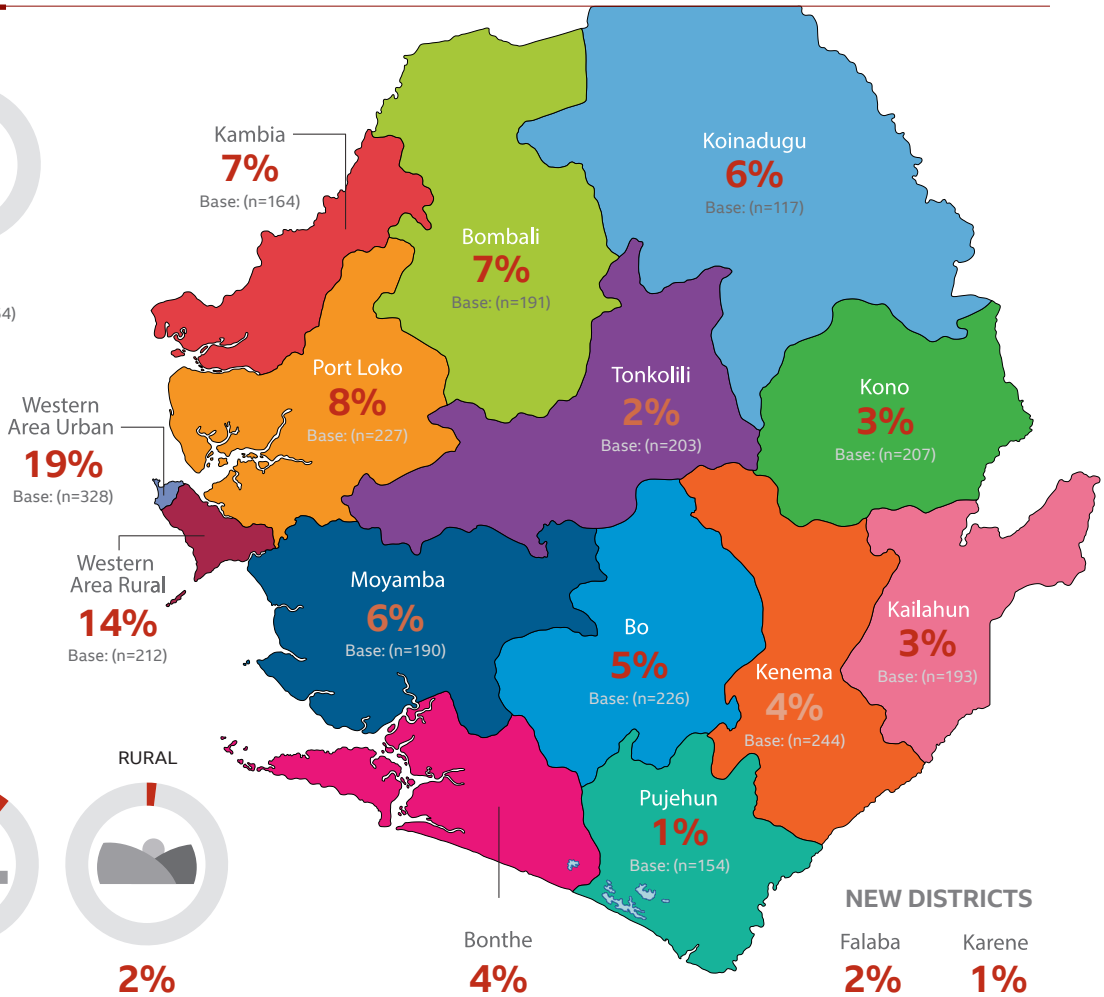
Media habits by demographic characteristics and regions[24]

INSTAGRAM USE[25]

MALE
9%
Base: (n=1,485)

FEMALE
5%
Base: (n=1,564)

AGE
8% 15-19 Base: (n=483)
9% 20-29 Base: (n=908)
7% 30-39 Base: (n=670)
3% 40-49 Base: (n=450)
3% 50+ Base: (n=537)



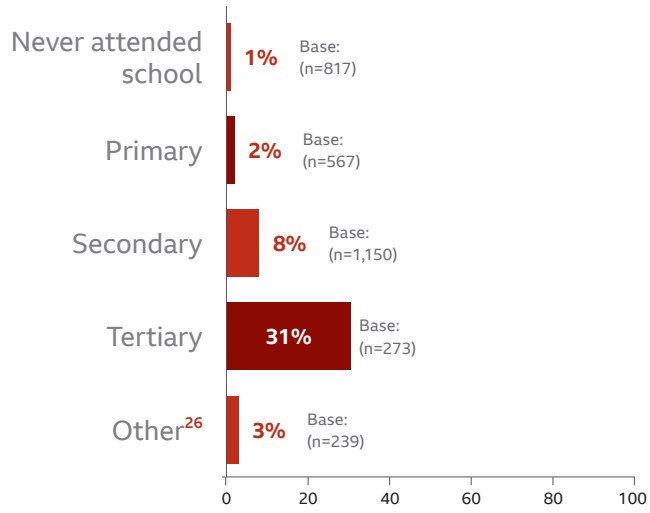
NEW DISTRICTS
Falaba 2% Base: (n=126)
Karene 1% Base: (n=147)

PERSON LIVING WITH A DISABILITY
5%
Base: (n=1,020)

URBAN
11%
Base: (n=1,518)

RURAL
2%
Base: (n=1,531)

EDUCATION LEVEL



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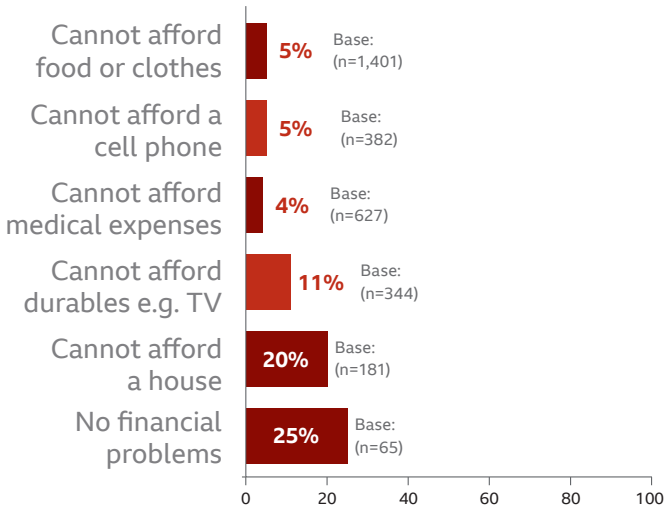

[24] Proportion of individuals who used Instagram at least once a week, based on endline evaluation of the Every Adolescent Girl Empowered and Resilient (EAGER) project conducted by BBC Media Action in Oct & Nov 2022.

[25] Data was weighted by gender, age and province. The base sizes are not always same because of data weighting and missing cases.

[26] Non-formal and Madrasa.