

**THE AUDIENCE RATING OF THE 2019 NIGERIAN PRESIDENTIAL ELECTION IN  
LAGOS STATE**

**BY**

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BACHELOR OF SCIENCE (B.Sc)**

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**CERTIFICATION**

This is to certify that this research project titled: "The audience rating of the 2019 Nigerian Presidential Election in Lagos State" was written by, AKPAN WINNER ENEFIOK with matriculation number 16020601011 and has been prepared in accordance to regulations guiding the preparation of research projects in Mass communication, Mountain Top University under my supervision.

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**Date**

Head of Department

## **DEDICATION**

I dedicate this work firstly, to God Almighty, the author and finisher of my faith and the source of all my knowledge and wisdom. Secondly, to my amazing and supportive family for their love during my undergraduate program and lastly, to all sound minded knowledge seekers with distinct intellect.

## **ACKNOWLEDGEMENTS**

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## **Abstract**

The paper investigates the audience rating of the Nigerian 2019 presidential election in Lagos State. Through this survey, the researcher will be able to find out the popular opinion of Lagos state audience citizens towards the 2019 Presidential elections. The research used the qualitative method of data collection and analysis. Using both the primary and secondary data, the primary data was gathered through the distribution of effective questionnaires from a selected representative sample of the Lagos state population. To achieve this, the researcher made use of the Taro Yamane sample size calculator with a margin error of  $0.05^2$  to statistically determine the accurate number of Lagos State citizens to be used in this study. The secondary data used in the study is the consultation of literature materials, books, journals and from internet sources that discuss the subject matter, "Presidential election in Nigeria. Some of the data obtained was presented in a thematic form using tables and statistical interpretations. Findings reveal that the resident audience of Lagos state are of the opinion that the election was rigged.

**Keywords:** Presidential, Election, Lagos state, Nigeria, Opinion

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