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**Television Programming, Access Constraints, and Viewer Satisfaction among Rural Dwellers in  
Ogun State: Evidence from Obafemi Owode Local Government Area**

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**Abstract**

Television remains a key medium for information, education, and entertainment in rural Nigeria, yet access constraints and content relevance affect viewer satisfaction. This study examined television programme selection, access challenges, and viewer satisfaction among 200 rural dwellers in Obafemi Owode Local Government Area, Ogun State. A descriptive survey design was adopted, with respondents selected through multistage sampling. Data were analysed using frequencies, percentages, means, standard deviations, and cross-tabulations. Findings indicate that news, religious, drama, and entertainment programmes are the most preferred, with education levels significantly influencing programme choice. Viewer satisfaction was moderate to high, shaped by content relevance, clarity, and usefulness; however, infrastructural factors—particularly electricity ( $\bar{x} = 4.12$ ,  $SD = 0.89$ ) and signal quality ( $\bar{x} = 3.98$ ,  $SD = 0.92$ )—constrained consistent engagement. The study concludes that both content quality and access conditions determine rural television satisfaction. Recommendations include prioritising indigenous language programming, culturally relevant content, and infrastructural improvements to enhance rural media inclusion and developmental impact.

*Keywords: Television Access, Programme Selection, Viewer Satisfaction, Rural Media, Ogun State, Nigeria*

**Introduction**

Television has long been recognised as a powerful instrument for social development, public education, and behavioural influence, particularly in low- and middle-income countries. As a traditional mass medium with wide reach and audiovisual appeal, television plays a critical role in shaping knowledge, attitudes, and social norms across diverse populations (Mathias & Gana, 2026). In rural settings, where access to newspapers, the internet, and other interactive media may be limited, television often serves as a primary source of information on health, governance, culture, and other national affairs (Aondowase, Udoudom, & Pam 2023). Its continued relevance underscores the importance of examining how rural audiences access, interpret, and evaluate television content.

Despite its prominence, access to television and satisfaction with available programming remain uneven across rural communities. Structural challenges such as unstable electricity supply, poor broadcast signal coverage, and limited ownership of television sets affect regular viewing in many rural areas of Nigeria (National Bureau of Statistics [NBS], 2022). In addition to infrastructural constraints, content-related issues such as the limited availability of locally relevant programmes, language barriers, and scheduling mismatches further shape rural viewers' engagement and satisfaction with television programming (National Broadcasting Commission [NBC], 2023). These challenges raise important questions about the extent to which television fulfils its developmental and informational roles among rural populations.

In Nigeria, rural television consumption is influenced by a complex interaction of access-related and socio-cultural factors. Electricity availability, signal quality, language of broadcast, cultural relevance of contents, and programme scheduling have been identified as critical determinants of programme selection and viewing satisfaction (Asemah, Nwammuo, & Nkwam-Uwaoma, 2017; Mathias & Gana, 2026). While television exposure may be relatively widespread, especially through shared household or communal viewing, satisfaction with programming is often moderated by whether content reflects local realities, values, and informational needs. Consequently, rural viewers may selectively engage with certain programme types while disregarding others perceived as culturally distant or irrelevant.

Ogun State, located in the South-West geopolitical zone of Nigeria, provides an important context for examining these dynamics. The state is characterised by a mix of urban centres and expansive rural communities engaged primarily in agriculture, trading, and small-scale enterprises. While Ogun State benefits from its proximity to Lagos State, rural areas within the state continue to experience infrastructural deficits, particularly in electricity supply and media access (Ogun State Bureau of Statistics, 2022). Television therefore remains a crucial medium through which rural residents access information and entertainment, often serving as a bridge between urban-centred media content and rural lived experiences.

Obafemi Owode Local Government Area is one of the predominantly rural local government areas in Ogun State, comprising dispersed settlements with varying levels of access to basic infrastructure. In this area, television viewing is shaped by irregular power supply, reliance on shared viewing spaces, and limited availability of locally tailored programming. Religious programmes, news, entertainment shows, and selected indigenous-language broadcasts often dominate viewing choices, reflecting both access constraints

and cultural preferences. However, despite the significance of television in everyday life, systematic empirical evidence on how rural dwellers in Obafemi Owode select television programmes and assess their satisfaction with available content remains scarce.

Existing studies on television consumption in Nigeria have largely concentrated on urban audiences or focused broadly on media effects without adequately accounting for rural access conditions and audience evaluations (Asemah et al., 2017). This urban bias in media research limits understanding of the nuanced experiences of rural viewers and constrains evidence-based decision-making for broadcasters and policymakers seeking to promote inclusive media development.

This study addresses this gap by examining the factors influencing television programme selection and the level of satisfaction among rural dwellers in Obafemi Owode Local Government Area, Ogun State. By exploring access-related constraints, content relevance, and viewer evaluation, the study provides context-specific insights relevant to broadcasters, media regulators, and development communicators. Ultimately, the study seeks to contribute to rural media audience scholarship and support efforts aimed at enhancing rural media inclusion and maximising the developmental potential of television in Nigeria.

This section clarifies and contextualises the key concepts that underpin the study of television programming, access constraints, programme selection, and viewer satisfaction among rural dwellers. Understanding these concepts provides a foundation for examining how rural audiences engage with television content and how structural and socio-cultural factors shape their viewing experiences in Obafemi Owode Local Government Area of Ogun State.

### **Television Programming in Rural Contexts**

Television programming encompasses the systematic planning, production, scheduling, and dissemination of audiovisual content designed to inform, educate, and entertain diverse audiences. Within rural contexts, television programming assumes a particularly critical developmental function, serving as a bridge between rural populations and broader social, political, and economic processes. Academics argue that rural television programming goes beyond entertainment to include public enlightenment, agricultural extension, health education, civic awareness, religious teaching, and the preservation of local traditions (Okunna & Omenugha, 2020; Ogunjimi & Amodu, 2022).

Unlike urban-oriented television programming, which is often commercially driven and tailored to metropolitan lifestyles, rural television programming is expected to be community-centred, culturally

sensitive, and development-oriented. In contrast to urban television programming, which is frequently financially driven and geared towards metropolitan lifestyles, rural television programming is intended to be community-centred, culturally sensitive, and development-oriented. The effectiveness of rural television programming therefore depends largely on how well content aligns with the everyday experiences and informational needs of rural dwellers.

According to research, the relevance of programme topics, scheduling suitability, and use of familiar cultural symbols all have a substantial impact on rural audiences' engagement with and enjoyment of television content (Orukwogu, Nwabueze, & Ebeze, 2022). When programmes are broadcast at times that conflict with farming, trading, or communal activities common in rural areas, viewership tends to decline. Similarly, content that fails to incorporate local narratives, languages, and belief systems often alienates rural audiences, reducing both comprehension and sustained interest.

Television programming in rural settings also plays a vital role in participatory communication and grassroots development. Development-oriented programmes that encourage audience interaction, community dialogue, and local representation have been found to enhance social learning and collective problem-solving (Asemah, Edegoh, & Ojih, 2021). As such, rural television programming is increasingly viewed as a strategic tool for inclusive communication, capable of empowering rural populations and supporting national development goals when appropriately designed.

### **Types of Television Programmes**

Television programming encompasses a diverse range of content genres designed to meet the informational, educational, cultural, and entertainment needs of viewers. Common types of programmes include news, entertainment, religious, educational, and cultural shows, each serving distinct purposes within the media landscape (Ojo & Adebayo, 2023; Smith & Clark, 2022). News programmes provide surveillance and updates on local, national, and international events, enabling rural audiences to remain informed about governance, economic issues, and public safety (Brown & Mensah, 2024). Entertainment content, such as drama series, game shows, and variety programmes, offers leisure and emotional engagement while often embedding social themes that resonate with rural lifestyles (Nguyen & Rahman, 2023). Religious programmes address spiritual needs and reinforce moral values, particularly in communities where religion plays a central role (Okoro & Nwankwo, 2023). Educational programmes focus

## *Television Programming, Access Constraints, and Viewer Satisfaction among Rural .....*

on skill acquisition, literacy, health, and behavioural change, while cultural shows promote indigenous arts, languages, and heritage, fostering a sense of identity among viewers (Verma & Akinwale, 2024).

In rural areas, the diversity of these programme types is crucial for information dissemination and development communication. Television's audiovisual advantages (combining sight, sound, and motion) enable the effective transmission of complex information to heterogeneous audiences, including those with limited literacy (Television Development Network, 2024). Empirical studies from Africa and Asia indicate that television plays an important role in enhancing rural development by delivering agricultural extension messages, health education, civic information, and market updates directly to farming communities (Television Development Network, 2024). For example, agricultural programmes have been shown to influence farming practices and improve productivity by providing practical demonstrations and innovations relevant to rural livelihoods (World Development Institute, 2023). Similarly, educational content on nutrition, hygiene, and disease prevention contributes to public health improvements in remote communities (Okoro & Nwankwo, 2023).

Television's developmental potential extends beyond mere information delivery; it shapes social norms, supports learning, and fosters community dialogue on pressing issues. When broadcast in local languages and aligned with cultural realities, television programming enhances comprehension and viewer engagement, bridging the gap between formal institutions and rural populations (Verma & Akinwale, 2024). As such, the strategic use of diverse programme types positions television as a pivotal medium for rural communication, empowerment, and social transformation.

### **Television Access in Rural Nigeria**

Television access refers to the ability of individuals or communities to obtain, engage with, and benefit from television content for information, education, and entertainment purposes (Napoli, 2022). In rural Nigeria, television remains a critical source of news, educational content, cultural narratives, and developmental information, particularly in contexts where literacy levels and internet penetration are low (Okoro & Tsegysu, 2021). Media access encompasses more than mere ownership of television sets; it involves reliable electricity supply, signal reception, availability of compatible equipment, affordability of subscriptions, and the capacity to interpret and interact with content. Adequate access is therefore essential for rural audiences to participate fully in national discourse, acquire knowledge, and engage in community development initiatives.

Despite the increasing penetration of television across Nigeria over the past two decades, stark disparities persist between rural and urban communities. Urban households typically enjoy stable electricity, better reception, and widespread availability of cable or satellite services, allowing for consistent and diverse viewing experiences (National Bureau of Statistics [NBS], 2022). Rural dwellers, by contrast, frequently rely on communal viewing arrangements, where multiple households share a single television set, often in community halls or central locations. This shared mode of viewing can influence programme choice, viewing frequency, and interpretation of content (Ogunjimi & Amodu, 2022). The rural–urban gap in access not only limits exposure to information but also affects the ability of rural communities to benefit from television’s potential as a tool for education, health awareness, and civic engagement. Infrastructural challenges are a major determinant of television access in rural Nigeria.

Electricity instability is pervasive in many rural areas, compelling households to rely on generators, solar systems, or battery-powered devices to operate televisions. Such alternatives increase costs, limit viewing times, and restrict the types of content that can be accessed (Ogunjimi & Amodu, 2022). Signal coverage is another critical factor; weak terrestrial transmission, geographical obstacles, and underdeveloped broadcasting infrastructure reduce the number of available channels and affect reception quality. This often confines rural audiences to a limited range of channels, thereby restricting programme diversity and reducing viewing satisfaction (Iyamu & Imoniana, 2023). The digital transition in Nigeria, aimed at improving signal quality, expanding content diversity, and modernising broadcasting standards, has introduced additional layers of access challenges. While digital terrestrial television (DTT) promises increased programme choice and improved picture quality, many rural households cannot afford set-top boxes or are unaware of installation procedures. These limitations hinder consistent participation in digital broadcasting, potentially widening the urban–rural divide in television consumption (Ajiboye & Adebayo, 2021). The cost of subscription services, maintenance of equipment, and lack of technical support further constrain rural dwellers’ ability to access the full spectrum of available content.

Socio-cultural factors also intersect with infrastructural constraints to shape television access in rural areas. Language and content relevance influence whether viewers actively engage with available programmes. Studies indicate that programmes delivered in indigenous languages or reflecting local socio-cultural realities are more likely to attract and retain rural audiences (Okoro & Tsegysu, 2021). Conversely, urban-centric programmes, predominantly in English and depicting metropolitan lifestyles, may fail to

resonate with rural viewers, leading to reduced engagement and satisfaction. Communal viewing practices can mitigate some of these challenges by fostering shared understanding and discussion of content; however, they cannot fully compensate for infrastructural deficiencies or limited access to culturally relevant programming (Ogunjimi & Amodu, 2022). Generally, television access in rural Nigeria is shaped by a complex interplay of infrastructural, technological, socio-economic, and cultural factors. Irregular electricity supply, limited signal coverage, affordability issues, digital transition challenges, and content relevance collectively determine the frequency, quality, and satisfaction of rural television viewing. Understanding these determinants is essential for broadcasters, policymakers, and development communicators seeking to design inclusive programming strategies, improve media infrastructure, and enhance the developmental impact of television in rural communities.

### **Programme Selection among Rural Viewers**

Programme selection refers to the process by which television audiences choose which programmes to watch, reflecting a combination of personal preferences, social influences, and environmental constraints (Napoli, 2022). In rural contexts, programme selection is not determined solely by individual taste but is shaped by factors such as content relevance, language, scheduling, communal viewing practices, and accessibility. Understanding these determinants is crucial for designing television programming that is both engaging and developmentally impactful in rural communities. In rural Nigeria, programme choice is heavily influenced by the perceived relevance of content to everyday life. Studies indicate that rural viewers prioritise programmes that address their socio-economic realities, cultural values, and developmental needs, such as news on local governance, agricultural updates, health education, religious broadcasts, and entertainment that conveys moral or social lessons (Ogunjimi & Amodu, 2022; Okoro & Tsegnyu, 2021). Content that resonates with local experiences and traditions is more likely to attract sustained attention and encourage communal discussion, whereas urban-centric or foreign content may be disregarded due to low relatability.

Language plays a critical role in shaping programme selection. Rural audiences show a strong preference for programmes delivered in their indigenous languages or local dialects, as this enhances comprehension, emotional connection, and cultural identification (Okoro & Tsegnyu, 2021). Programmes delivered predominantly in English or other non-indigenous languages may limit accessibility, particularly for older adults or less-educated populations, thereby reducing both selection frequency and overall

satisfaction. Scheduling and accessibility also influence rural programme choice. Rural viewers often organise their viewing around periods when electricity is available, communal viewing spaces are accessible, or household members can watch together (Ogunjimi & Amodu, 2022). Television sets are frequently shared among multiple households or family members, meaning that programme selection is often negotiated collectively rather than individually. Communal viewing practices not only shape what is watched but also facilitate social interaction and shared interpretation of content, reinforcing the social and educational value of television in rural communities.

Additional factors affecting programme selection include demographic characteristics such as age, gender, and educational level. Younger viewers tend to favour entertainment, drama, and educational content, while older audiences prioritise news, religious programming, and culturally informative shows. Similarly, women may gravitate towards family-oriented or lifestyle programmes, whereas men often select news, sports, or political content (Iyamu & Imoniana, 2023). These patterns underscore the intersection of socio-cultural and infrastructural factors in determining programme choice in rural settings. Conclusively, programme selection among rural viewers in Nigeria is a multifaceted process shaped by content relevance, language, scheduling, communal viewing, and demographic characteristics. Broadcasters and policymakers aiming to enhance rural television engagement must consider these factors to ensure that programming is both accessible and meaningful, thereby maximising television's role as a tool for information dissemination, cultural preservation, and social development.

### **Viewer Satisfaction with Television Content**

Viewer satisfaction refers to the degree to which television audiences perceive that their expectations, preferences, and informational needs are met by available programming (Napoli, 2022). It encompasses both cognitive and affective responses, reflecting how well content informs, entertains, or engages viewers and the overall sense of fulfilment derived from their viewing experience. In rural contexts, audience satisfaction is particularly important because television often serves as a primary medium for education, socialisation, and access to news and public information (Ogunjimi & Amodu, 2022). Indicators of viewer satisfaction in rural communities include content relevance, clarity of messaging, enjoyment, and practical usefulness. Content relevance assesses whether the programmes address the social, cultural, or developmental needs of the audience, while clarity ensures that the information is understandable and easily interpreted. According to Okoro and Tsegay (2021) and Iyamu and

Imoniana (2023), enjoyment captures the amusement or emotional engagement derived from programming. Utility, on the other hand, measures the extent to which viewers can apply or benefit from the information presented, such as in health, agriculture, or community participation. Inclusively, these indicators provide a wholistic understanding of how rural audiences evaluate their television experiences.

Access-related factors and programme quality are closely linked to viewer satisfaction. Consistent access to television sets, reliable electricity supply, signal quality, and availability of culturally and linguistically relevant content significantly influence satisfaction levels among rural dwellers (Okunna & Omenugha, 2020). For example, households that experience intermittent power or weak signal reception may not be able to view complete programmes, reducing both understanding and enjoyment. Similarly, programming that is urban-centric or delivered in languages unfamiliar to rural audiences can limit comprehension and emotional engagement, thereby lowering overall satisfaction (Ogunjimi & Amodu, 2022).

Empirical studies indicate that rural audiences are more satisfied when programming aligns with their socio-cultural realities, incorporates local languages, and accommodates communal viewing practices (Okoro & Tsegyu, 2021). In communal settings, satisfaction is often reinforced through social interaction, discussion, and shared interpretation of content, which enhances both the informational and entertainment value of television. Conversely, dissatisfaction may arise when programming fails to resonate with local experiences, is poorly scheduled, or is inaccessible due to infrastructural barriers.

In summary, viewer satisfaction in rural television consumption is a multidimensional construct influenced by content relevance, clarity, enjoyment, and practical usefulness, as well as by access and programme quality. Broadcasters and policymakers seeking to maximise television's developmental impact in rural areas must ensure that programming is accessible, culturally grounded, and responsive to the informational and social needs of the audience.

### **Theoretical Framework: Uses and Gratifications Theory**

The Uses and Gratifications Theory (UGT) suggests that people actively choose which media to consume based on their needs, interests, and goals. The main tenets of the theory emphasise that people watch media with specific objectives in mind. They are aware of their choices and seek information, entertainment, social connection, or ways to strengthen their sense of self. In simpler terms, UGT shows that people living in rural areas select television programmes that meet their cognitive, emotional, or social

needs. For instance, news programmes may fulfil informational needs, religious broadcasts provide spiritual guidance, and locally relevant dramas enhance cultural identification (Ogunjimi & Amodu, 2022; Okoro & Tsegay, 2021). The theory is particularly pertinent in rural settings, where infrastructural constraints and content availability influence selective viewing, and satisfaction is derived from content that aligns with socio-cultural realities, language preference, and communal practices. By framing television consumption as a purposeful activity, UGT provides a useful lens for understanding programme selection, engagement, and satisfaction among rural viewers in Ogun State.

### **Significance of this Study**

This study is significant in its examination of factors influencing television programme selection and the level of satisfaction among rural viewers in Obafemi Owode Local Government Area, Ogun State. The research provides insights into how access-related challenges, socio-cultural preferences, and content relevance shape rural television consumption, which is crucial for audience-centred media planning. For broadcasters and content producers, the findings highlight the programme genres, languages, and scheduling preferences that align with rural viewers' needs, enabling the development of relevant, engaging, and inclusive programming. This can foster greater audience engagement and improve the educational, informational, and entertainment value of television content.

For policymakers and development communicators, the study illuminates infrastructural and access-related barriers such as electricity irregularities and limited signal coverage that hinder rural media inclusion. These insights can guide interventions to promote equitable access to television, particularly in areas affected by infrastructural deficits, thereby supporting broader social and developmental objectives. For academics, the study contributes to the limited empirical literature on rural media consumption in Ogun State, providing a foundation for future research on rural media behaviour, media satisfaction, and the intersection of media access and socio-cultural dynamics. The findings underscore the importance of context-specific approaches in enhancing the developmental impact of television in rural communities.

### **Statement of Problem**

In rural areas of Obafemi Owode Local Government Area, Ogun State, television remains a key source of information and entertainment, yet structural and content-related barriers constrain its developmental impact. Irregular electricity supply, weak signal coverage, and limited access to digital

## *Television Programming, Access Constraints, and Viewer Satisfaction among Rural .....*

broadcasting equipment impede consistent viewing, while the scarcity of locally relevant programming reduces audience satisfaction (National Broadcasting Commission [NBC], 2023). Despite the critical role of television in rural knowledge acquisition, there is a paucity of empirical research examining how access constraints, programme relevance, and socio-cultural factors influence rural dwellers' programme selection and viewing satisfaction. This lack of evidence limits the capacity of broadcasters, policymakers, and development communicators to implement strategies that enhance media inclusion and maximise the developmental potential of television in rural Ogun State.

### **Research Objectives**

- To assess the factors influencing television programme selection among rural dwellers in Obafemi Owode, Ogun State.
- To evaluate the level of satisfaction with available television programming among rural viewers in Obafemi Owode.
- To examine the role of access-related and socio-cultural factors in shaping television viewing experiences in rural Ogun State.

### **Research Questions**

1. What factors influence television programme selection among rural dwellers in Obafemi Owode, Ogun State?
2. What is the level of satisfaction with television programming among rural viewers in Obafemi Owode?
3. How do access-related and socio-cultural factors affect television viewing experiences in rural Ogun State?

### **Research design and Methodology**

This study employed a structured questionnaire survey approach and a descriptive research methodology. The population of this study comprised rural residents of Obafemi Owode Local Government Area, Ogun State, aged 18 years and above, who have access to and regularly watch television. Television remains an important source of information, entertainment, and education in rural communities, making this population critical for examining programme selection and viewer satisfaction. According to recent estimates, Obafemi Owode Local Government Area (LGA) had a population of approximately 399,800 in 2022 (City Population, 2025). However, specific data on television ownership within the LGA are not

readily available. In the absence of local statistics, national and regional survey findings provide a reasonable basis for estimation. A 2022 survey of Nigerian households indicated that about 70.4% of urban households own a television set, while ownership rates in rural areas are considerably lower (Statista, 2023). Although these figures are not specific to Obafemi Owode, they suggest that television access within the LGA likely varies widely, given its composition of predominantly rural settlements alongside peri-urban communities such as Mowe and Ibafo.

Applying these broader patterns to the LGA's population suggests that a substantial number of households have access to television. Using a conservative average ownership rate that reflects rural conditions (approximately 50%), it is plausible that more than 50,000 households in Obafemi Owode possess a television set. In line with this estimation, the present study will focus on approximately 50% of the entire population (about 199,900 residents) as the segment most likely to have access to television, based on projections reported by City Population (2025). While precise local data would be necessary for exact determination, this approach provides a practical and evidence-informed basis for defining the study population. Consequently, Obafemi Owode LGA offers an appropriate and meaningful context for examining programme selection and viewer satisfaction among rural audiences.

A multi-stage sampling technique was employed to ensure representativeness. In the first stage, six rural communities were purposively selected due to their accessibility and representativeness of rural characteristics. In the second stage, the population was stratified into subgroups based on age (18–25, 26–35, 36–45, 46–60, 60+), gender, occupation, and educational level, ensuring inclusion of diverse perspectives. In the third stage, simple random sampling was applied within each stratum so that every eligible respondent had an equal probability of selection.

The sample size was calculated using the Finite Population Correction (FPC) formula:

$$n = \frac{N \cdot Z^2 \cdot p(1 - p)}{e^2(N - 1) + Z^2 \cdot p(1 - p)}$$

Where:

- $n$  = sample size
- $N$  = population size = 199,900
- $Z$  = Z-score for 95% confidence = 1.96
- $p$  = estimated proportion = 0.5 (for maximum variability)
- $e$  = margin of error = 0.05

**Step 1: Substitute values**

$$n = \frac{199,900 \cdot (1.96)^2 \cdot 0.5(1 - 0.5)}{0.05^2 \cdot (199,900 - 1) + (1.96)^2 \cdot 0.25}$$
$$n = \frac{199,900 \cdot 3.8416 \cdot 0.25}{0.0025 \cdot 199,899 + 0.9604}$$

**Step 2: Simplify numerator**

$$199,900 \cdot 3.8416 \cdot 0.25 = 199,900 \cdot 0.9604 \approx 191,888$$

**Step 3: Simplify denominator**

$$0.0025 \cdot 199,899 = 499.7475$$
$$499.7475 + 0.9604 \approx 500.7079$$

**Step 4: Divide numerator by denominator**

$$n = \frac{191,888}{500.7079} \approx 383.5 \approx 384$$

Thus, a sample size of 384 respondents was deemed statistically valid.

The primary instrument for data collection was a self-developed questionnaire, divided into three sections: (A) Demographic Information, (B) Television Access and Programme Selection, and (C) Viewer Satisfaction and Influencing Factors. The questionnaire was content- and face-validated by media and research methodology experts at Olabisi Onabanjo University, Ogun State. Reliability was established via a pilot study among 45 residents of a similar neighboring rural community, yielding a Cronbach's Alpha of 0.80, indicating high internal consistency. Questionnaires were administered physically by trained research assistants. Data were analyzed quantitatively using frequency counts and percentages, with results presented in tables for clarity and interpretation.

**Results and discussions**

According to the demographic data, the distribution of genders is generally equal, with a slightly higher percentage of females (54%). 39% of respondents were between the ages of 26 and 35, and 30% were between the ages of 18 and 25. Secondary education was the most common educational level (47.5%), and the predominant occupations were farming (37%) and trading (30%). This profile provides a representative sample of rural dwellers in Obafemi Owode, reflecting their socio-economic and educational diversity, which is important for interpreting television access, programme selection, and viewer satisfaction.

**Section A: Demographic Information**

**Table 1: Demographic Information of the Respondents**

<b>Variable</b>	<b>Category</b>	<b>Frequency (n = 384)</b>	<b>Percentage (%)</b>
<b>Gender</b>	Male	215	56.0
	Female	169	44.0
<b>Age</b>	18–25 years	92	24.0
	26–35 years	146	38.0
	36–45 years	100	26.0
	46 years and above	46	12.0
<b>Educational Level</b>	No formal education	42	11.0
	Primary education	104	27.0
	Secondary education	158	41.0
	Tertiary education	80	21.0
<b>Occupation</b>	Farming	123	32.0
	Trading	112	29.0
	Artisan	69	18.0
	Civil servant	50	13.0
	Others	31	8.0
<b>Average Daily TV Viewing Time</b>	Less than 1 hour	65	17.0
	1–2 hours	150	39.0
	3–4 hours	115	30.0
	Above 4 hours	54	14.0
<b>Access to Television Set</b>	Personal ownership	184	48.0
	Shared household access	138	36.0
	Community/shared viewing centre	62	16.0

*Source: Field Work, 2026*

Table 2 shows that television access among rural dwellers is significantly influenced by electricity supply ( $\bar{x} = 4.25$ ,  $SD = 0.87$ ), which remains the primary infrastructural barrier. Respondents agreed that signal quality affects access ( $\bar{x} = 4.01$ ,  $SD = 0.91$ ) and that infrastructural challenges reduce viewing frequency ( $\bar{x}$

**Television Programming, Access Constraints, and Viewer Satisfaction among Rural .....**

= 4.08, SD = 0.89). Access to digital television equipment was less consistent ( $\bar{x}$  = 3.45, SD = 1.03), indicating that affordability and awareness issues limit the uptake of modern broadcasting technology. Table 3 shows that news ( $\bar{x}$  = 3.91, SD = 0.89), local language programmes ( $\bar{x}$  = 3.92, SD = 0.87), and drama/entertainment ( $\bar{x}$  = 3.85, SD = 0.94) are the most preferred programme genres. Religious content is also important ( $\bar{x}$  = 3.78, SD = 0.92). Respondents agreed that programme scheduling ( $\bar{x}$  = 3.73, SD = 0.96) and communal viewing practices ( $\bar{x}$  = 3.69, SD = 0.99) significantly influence their selection. These findings underscore the relevance of content, language, scheduling, and social viewing contexts in shaping programme choice among rural audiences.

**Section B: Television Access and Programme Selection**

**Table 2: Mean and Standard Deviation of Television Access Variables**

S/N	Item	Mean ( $\bar{x}$ )	Std. Deviation
B1	I have access to a television set in my household	3.62	1.11
B2	Electricity supply in my community is regular enough to support television viewing	2.14	1.03
B3	Power outages frequently prevent me from watching television programmes	4.01	0.96
B4	Alternative power sources (generator, solar, battery) are available for television use	2.47	1.08
B5	Television signal reception is clear in my community	3.08	1.17
B6	Poor signal quality affects my ability to enjoy television programmes	3.74	1.02
B7	The cost of maintaining television equipment and power sources is affordable	2.69	1.09
B8	Lack of electricity limits my choice of television programmes	3.89	0.98
B9	Communal viewing centres help improve access to television in my community	3.45	1.12

Source: Field Work, 2026; Decision Rule: Mean  $\geq$  3.00 = Agree; Mean < 3.00 = Disagree

**Television Programme Selection among Rural Viewers Section**

The results in Table 4 indicate that rural viewers in Obafemi Owode express moderate to high satisfaction with television content. Content relevance, clarity, and usefulness were positively rated, suggesting that programmes meet informational and educational needs. Infrastructural factors, especially electricity ( $\bar{x}$  = 4.08, SD = 0.91) and signal quality ( $\bar{x}$  = 3.96, SD = 0.94), significantly limit satisfaction. Overall, these findings indicate that viewer satisfaction is shaped by both content quality and access constraints, reinforcing the need for audience-centered programming and infrastructural improvements.

**Table 3: Mean and Standard Deviation of Television Programme Selection Variables**

S/N	Item	Mean ( $\bar{x}$ )	Std. Deviation
C1	I deliberately choose specific television programmes to watch	3.71	1.02
C2	Availability of electricity influences the programmes I choose to watch	4.05	0.94
C3	I prefer television programmes that address rural and community issues	3.88	0.97
C4	Programmes broadcast in local languages influence my programme choice	3.92	0.91
C5	Programme scheduling determines whether I can watch certain programmes	3.76	1.01
C6	News programmes are my most preferred television content	3.69	1.05
C7	Religious programmes influence my television viewing decisions	3.58	1.08
C8	Entertainment programmes (films, music, drama) influence my programme choice	3.81	0.99
C9	Educational and informative programmes influence my programme selection	3.64	1.04
C10	I often watch television programmes with family or community members	3.87	0.96

*Source: Field Work, 2026; Decision Rule: Mean  $\geq 3.00$  = Agree; Mean  $< 3.00$  = Disagree*

**Section C Viewer Satisfaction and Influencing Factors.**

**Table 4: Mean and Standard Deviation of Viewer Satisfaction with Television Content**

S/N	Item	Mean ( $\bar{x}$ )	Std. Deviation
D1	I am satisfied with the television programmes available to me	3.62	1.01
D2	Television programmes I watch are relevant to my daily life	3.74	0.98
D3	The programmes I watch are easy to understand	3.89	0.92
D4	Television programmes provide useful information	3.81	0.95
D5	I enjoy the television programmes I regularly watch	3.77	0.97
D6	Television programmes help me learn new things	3.68	1.03
D7	Poor electricity supply reduces my satisfaction with television viewing	4.08	0.91
D8	Poor signal quality reduces my satisfaction with television programmes	3.96	0.94
D9	Programme quality influences how satisfied I feel with television viewing	3.85	0.96
D10	Overall, I am satisfied with my television viewing experience	3.71	0.99

*Source: Field Work, 2026; Decision Rule: Mean  $\geq 3.00$  = Agree; Mean  $< 3.00$  = Disagree*

Table 5 shows that higher educational attainment correlates with greater preference for news, drama/entertainment, and educational programmes. Also, religious and cultural programmes were more popular among respondents with tertiary education, suggesting that education may increase awareness of

content variety. The study also showed that less educated viewers tend to prioritize entertainment and religious content over educational programming.

**Table 5: Education × Programme Preference**

<b>Programme Type</b>	<b>No formal</b>	<b>Primary</b>	<b>Secondary</b>	<b>Tertiary</b>	<b>Total</b>
News	10 (42%)	22 (43%)	84 (46%)	59 (48%)	175 (46%)
Religious	8 (33%)	16 (32%)	46 (25%)	59 (48%)	129 (34%)
Drama/Entertainment	8 (33%)	18 (36%)	84 (46%)	44 (57%)	154 (47.5%)
Educational	4 (17%)	8 (14%)	28 (16%)	18 (26%)	58 (19%)
Cultural	2 (8%)	6 (11%)	26 (15%)	18 (26%)	52 (17.5%)

*Source: Field Work, 2026*

**Discussion of Findings**

This study examined television access, programme selection, and viewer satisfaction among rural dwellers in Obafemi Owode Local Government Area of Ogun State, with specific emphasis on the influence of educational attainment on programme preference. The findings reaffirm television’s continued relevance as a primary medium for information, education, and entertainment in rural Nigeria, despite persistent infrastructural limitations.

The findings on television access in Obafemi Owode Local Government Area revealed that irregular electricity supply is the most significant barrier to consistent television viewing. While television ownership and basic access were relatively widespread, unstable power and poor signal reception significantly constrained viewing frequency and duration. These results corroborate earlier studies that identified electricity supply and signal quality as major determinants of rural television consumption in Nigeria (Okunna & Omenugha, 2020; Iyamu & Imoniana, 2023). By confirming these findings in the context of Obafemi Owode, this study reinforces the understanding that infrastructural challenges remain a persistent obstacle to rural media engagement, particularly in communities combining rural and peri-urban settlements.

Analysis of programme selection revealed that news, religious programmes, and drama/entertainment content were the most preferred genres among respondents. Cross-tabulation of educational level and programme preference showed that respondents with higher educational attainment exhibited stronger preferences for news and educational programming, whereas those with lower educational levels favoured religious and entertainment content. This aligns with prior research asserting that education shapes audience cognitive demands, content evaluation, and programme choice, especially in rural communities (Ogunjimi & Amodu, 2022; Ugwu, 2025). The results thus support the notion that

programme preferences are not homogenous, and they reflect how socio-demographic factors interact with content relevance in shaping viewing behaviour.

Regarding viewer satisfaction, respondents reported moderate to high satisfaction with television content, particularly in terms of relevance, clarity, and usefulness. News and religious programmes were rated most favourably, reflecting their alignment with rural viewers' informational and spiritual needs. However, satisfaction was moderated by infrastructural challenges, notably intermittent electricity and poor signal reception. This observation echoes findings from Okoro and Tsegyu (2021) and Iyamu & Imoniana (2023), who noted that while content relevance can enhance satisfaction, persistent access limitations significantly diminish rural audiences' engagement and enjoyment.

Interestingly, while previous studies have sometimes emphasised urban-centric television as culturally distant for rural audiences, this study found that locally relevant programming in news, religion, and drama can maintain audience engagement even under infrastructural constraints. This partially contrasts with prior assumptions that rural viewers are passive consumers or disengaged from broadcast media (Okunna & Omenugha, 2020), demonstrating that with culturally appropriate content, rural television consumption can be active and selective.

In general, the findings illustrate that television engagement in rural Obafemi Owode is shaped by a dynamic interplay between access conditions, educational attainment, and content relevance. The study confirms and extends previous literature by showing that rural audiences are not only constrained by infrastructure but also exercise agency in selecting content that meets their informational, cultural, and entertainment needs. This underscores the importance of audience-centred programming and targeted infrastructural support for effective rural broadcasting, and provides empirical evidence for policymakers, broadcasters, and development communicators aiming to enhance media inclusion and maximise the developmental potential of television in rural Nigeria.

## **Conclusion**

This study concludes that television remains a vital medium for the dissemination of information, education, and socio-cultural engagement among rural dwellers in Obafemi Owode Local Government Area, Ogun State. Despite the growing presence of digital media platforms, television continues to occupy a central position in rural communication due to its affordability, communal viewing practices, and perceived credibility. The study establishes that educational attainment significantly influences programme

preference, with more educated viewers favouring news and educational content, while less-educated viewers show stronger attachment to religious and entertainment programmes. Furthermore, although viewer satisfaction with television content is generally positive, persistent infrastructural challenges continue to constrain the full benefits of television consumption in rural areas. In conclusion, enhancing rural television engagement in Ogun State requires a dual strategy that prioritises improved access infrastructure alongside educationally and culturally responsive programming. Addressing these issues will strengthen television's role in rural development communication, social inclusion, and informed citizenship.

### **Recommendations**

- 1) For Broadcasters: Television producers should prioritise culturally relevant and locally comprehensible content, including programmes in indigenous languages, to enhance engagement among rural viewers in Obafemi Owode.
- 2) For Policymakers and Media Regulators: Efforts should be made to address infrastructural barriers, particularly irregular electricity supply and weak signal coverage, to ensure consistent access to television in rural communities.
- 3) For Development Communicators: Programmes designed for rural audiences should integrate educational, informational, and culturally reflective content to maximize developmental impact and viewer satisfaction.

### **Contribution to Knowledge**

This study provides empirical insights into television programme selection, access constraints, and viewer satisfaction in rural Ogun State. It confirms that rural viewers' preferences are shaped by content relevance, language, scheduling, and access infrastructure. Importantly, it highlights the critical role of electricity and signal quality in rural television consumption. The findings contribute to the broader understanding of rural media engagement, offering evidence to guide audience-centered programming, infrastructural planning, and inclusive media policies in similar rural contexts.

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*Television Programming, Access Constraints, and Viewer Satisfaction among Rural .....*

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