

ECONOMIC IMPACTS OF FOOTBALL VIEWING CENTRES ON POVERTY ALLEVIATION IN ILORIN CITY, NIGERIA

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Abstract

This paper examines the socio-economic impact of football viewing centres on poverty alleviation in Ilorin city, Nigeria. The specific objectives include: to determine the number of viewing centres in Ilorin city, analyse the spatial distribution of these centres and the impact assessment of how this informal sector contributes to alleviation of poverty among the practitioners in the study area. Data employed for the study were generated through scheduled questionnaire distribution and interview of operators of the sampled viewing centres. Descriptive and inferential statistical methods were employed to analyse the data collected. These include tables, cross tabulations and chi-square. The results of chi-square revealed that football viewing centres have a significant socio-economic impact on poverty alleviation of the people of the study area although income realised alone from this business is not enough to cater for their households but the income is acting as supplement to their main income. Based on these findings, policy recommendations were, therefore, suggested; that government should mount more programmes that can assist in poverty alleviation among the youths and unemployed persons in the Ilorin metropolis and Kwara State in general, People should also be empowered to be self-reliant and loans should be available to them with relaxed collateral.

Keywords: *Socio-Economic Impact, Informal Sector, Spatial Distribution, Poverty Alleviation, Football Viewing Centres.*

Introduction

Rural-urban migration and natural growth in population have brought about rapid urbanization in most urban centres in Nigeria of which Ilorin has not been left out. People, especially the able bodied move everyday from rural areas to urban areas in search of paid employment or lucrative jobs. The resulting effect of rapid urbanisation is that many people may not be employed because the available lucrative jobs are not sufficient for the increasing population. As a result, when migrants from rural areas get to the urban areas, most of them are not able to cope with the high cost of urban living found in these areas. They also find it difficult to be absorbed in the organised economic sector. Those that are lucky to be employed are only employed in low income jobs hence poverty sets in and this makes many urban migrants to move into informal enterprises such as football viewing centres or find other menial jobs to survive.

Urban poverty is different from rural poverty in the sense that urban poor are affected by the highly monetised nature of urban living which forces them to spend far more on accommodation, food, transport and other services than the rural poor; urban poverty is characterised by the regulatory exclusion of the poor from the benefits of urban development (ESCAP, 2007). The incidence of poverty in Nigeria has risen with about 60.9% of Nigerians living in absolute poverty; spending less than \$125 a day

(United Nation Africa Human Development Report, 2012). Urban poverty in Nigeria rose from 9.7 million to 11.9 million in 1985-1992 while rural poverty decline from 19% to 16%. In 1985 to 1992 total extreme poverty in Nigeria increased from 10.1 million people to 13.9 million with a near threefold increase in the urban extreme poor from 1.5 million to 4.3 million people (National Bureau of Statistics, 2010). The depth and severity of extreme poverty increased more than seven-fold in urban Nigeria compared with a two-fold increase in rural areas. From these evidences, the problem of urban poverty in Nigeria is becoming more serious and alarming as compared to the rural poverty.

In a bid to secure better ways of getting out of poverty, many youths and adults who could not secure paid employment in the formal sector set up football viewing centres. Most of this mini-business are set up individually, while others are set up on joint ventures. The joint ventures owned by two or more persons, especially those who could not afford setting up the business alone such as; buying a small parcel of land or own a house or a shop to erect viewing center, installation of furniture and television sets and other necessary items for the business. Football viewing centres are places where a token amount of ₦20 to ₦50 is paid to watch a football event such as; the European Champions League, Laliga Football League, among others. In an attempt to rid urban poverty as this study tries to investigate, the

following question arises; is poverty alleviated through individual(s) who could not gain employment in the public sector and/or does football viewing mini-business has any significant impact on poverty reduction on the people of Ilorin city or not at all? Certainly, experience has shown that even within an essentially affluent community, local trade can still reveal significant variations in level-of-living conditions from place to place (Oyebanji, 1984).

There is no consensus as to the meaning of poverty. Different scholars have defined it in different ways. For instance, Olayemi (1995) opines that the poor barely have self-esteem and lack basic necessities of life, skills and-gainful employment hence they cannot meet social and economic obligation. Yapa (1996: 707) noted that people are considered poor when they are unable to satisfy their basic needs for food, clothing, shelter and health. Obadan (2002:6) describes the poor "as those unable to obtain adequate income, find a stable job, own property, or maintain basic healthy living condition and those who lack an adequate level of education". In a similar view, Obeng (2002) refers to the poor as beggars, lazy people who cannot meet the essentials of life, people who are sick and cannot work. The poor are often illiterate, in poor health, and have a short life span (World Bank, 1995). Adedayo (2003) asserts that powerlessness, lack of physical necessities and income sufficient to ensure sustainable livelihood, social discrimination and exclusion are the

manifestations of poverty. Poverty is characterized by lack of purchasing power, exposure to risks, malnutrition, high mortality rate, lowlife expectancy, insufficient access to social and economic services and few opportunities for income generation. Tambunan (2004) lists some causes of poverty which include:

- Uneven distribution of land
- Heavy migration to urban areas.
- Large dependence on agriculture
- High cost of agricultural production
- Economic backwardness in rural areas
- Reduced government subsidy to agriculture sector

Urban poor are affected by the highly monetised nature of urban living which forces them to spend far more on food, accommodation, transport and other services than the rural poor. Urban poor is usually excluded from the benefits of urban development but can still not live a decent life despite their income; this is because of extra costs outlined by (ESCAP, 2007). They have to pay;

- for highly monetised access to goods and services which results to high cost of living,
- extra cost of private sector for lack of public sector provision,
- the exclusion from public services because of the extra-legal status of the house or its occupants,

- the high opportunity cost of waiting for a (possibly free) service by a public provider,
- the high and recurrent cost of bribes, other informal payments and harassment by law enforcers owing to their extra-legal living and working condition,
- cost of living in an unhygienic environment with inadequate water supply, sanitation, drainage and solid waste collection, and
- the costs of environmental hazards.

Therefore, a strategy of upliftment of the poor from the poverty cycle is known as poverty alleviation. Poverty alleviation has to do with improving the living conditions of people who are already poor.

Informal economy is the largest source of employment and a significant contributor to national income in almost all developing countries (Mishra, 2010). The definitions and conceptualisations of the term informal sector vary overtime, space, field of application and organisation (GTZ/Bappenas, 2008, p. 86 cited in Mishra 2010). The complexity of definition embedded in the concept of the informal sector was explored in Swaminathan (1991), Henley *et al.* (2006), Ruffer and Knight (2007) and Mishra, (2010) among many others.

The informal sector continued to survive for many distinct reasons in Nigeria and in other parts of the developing world because: it provided a survival mechanism in times of crisis, it was a stepping stone into other jobs in the formal sector, it also served as means of earning higher incomes as in the case of some skilled workers in higher demand in the formal sector. Lastly, it provided for entrepreneurship and establishment of new businesses without restrictions of the state regulation.

The Study Area

Ilorin city is the study area of this research and it is the state capital of Kwara state, Nigeria. It is located on latitude 8°30'N and 8°50'N and longitude 4°20'E and 4°35'E of the equator (Fig.1) and about 300 kilometres away from Lagos and 500 kilometres away from Abuja the Federal capital of Nigeria. Ilorin city occupies an area of about 468 sqkm and is situated in the transitional zone within the forest and the guinea savannah regions of Nigeria. It has a tropical type of climate that is under the influence of the two trade winds prevailing over the country. This daily average temperatures are in January with 25°C, May 27.5°C and September 22.5°C while the corresponding rainfall are the annual rainfall which varies from 1000 mm to 1500 mm, with the peak between September and early October. Also, the mean monthly temperature is generally high throughout the year, (Oyegun. 1986).

The population of Ilorin is on the increase on daily basis. As at 1911, the British colonial Administration put the population of Ilorin at 36,343 by 1953, it has risen to 40,994 indicating a slight increase which was significant for that period. By 1963 census, it was 208,546. This shows a great increment. The 1991 census put the population of Ilorin at 532,088. It is very much clear that there is a considerable increase in the size of Ilorin in terms of population of the years. The population was projected with an annual growth rate of 2.84% to reach 606,533 by the year 1996 (NPC.1991). The 2006 census put the population at 766,000 (NPC, 2006). Ever since 2006, Ilorin has been witnessing influx of people from different parts of the country.

Migrants come from other towns and villages and the city also plays a key role both as the Local Government Areas' Headquarters and the capital of Kwara State. This becomes a major reason why able adults and youths troop into the city looking for jobs. But because there are few employment opportunities, youths and adults alike embark on self-employed business like establishment of football viewing centres mini-businesses. However, this set of individuals finds it difficult to establish a modern major mini-business on a large scale, due to lack of adequacy of initial capital.

Methodology

Both primary and secondary sources of data collection were used in this work. These involved the administration of questionnaire to operators of viewing

centres in Ilorin metropolis. There is virtually no major street in Ilorin without football viewing centres. During a reconnaissance survey, about 112 (functioning) football viewing centres were identified from thirteen (13) locations. A viewing center was sampled from each location as a representative of others in the same location and at the end, a total of 13 viewing centres were sampled altogether. Oral interviews were conducted with the proprietors of these centres. This was to identify their source of capital for starting the business and the impact of this on their business.

The sample included the owners of viewing centres, the operators and the viewers. The administration of questionnaires were based on information centred on types of programmes which viewers watch, group of viewers and their selection of programme of choice, as well as income of the operators on daily, weekly, and monthly basis. This selection was centered on the ability of the writers to ascertain the impact of viewing centres on poverty alleviation and also determine who really deserved government assistance from the Poverty Alleviation Programme among the owners of the viewing spots and the operator of the viewing centres.

Further to the above, tabulation and cross tabulation of tables were used in the analysis of the work (see tables1-2 and fig 1-2). All these efforts were used in order to re-write and re-arrange the data into a reasonable outcome.

Table 1. Selected Viewing Centres in Ilorin City

Serial No	Locations	Area
1.	Agbo-Oba/Baboko	Baboko
2.	Sabo-Oke/Maraba	Maraba
3.	Oko-Erin/Saw-Mill	Saw-Mill
4.	Taiwo-Oke/Ita-Amodu	Taiwo
5.	Sango/Low Cost Estate Kulende	Sango
6.	Oja-Oba/Ori-Okoh	Oja-Oba
7.	Fate-Tanke	Fate
8.	Taiwo Isale/Niger Road	Taiwo
9.	Offa Garage/Pipeline Road	Offa Garage
10.	Stadium Road/Unity Road	Stadium
11.	Ipata/Saboline	Ipata
12.	Adeta/Pakata	Pakata
13.	Adabata/Isale Aluko	Adabata

Source: Authors' Fieldwork

Table 2. Number of Viewing Centres and their Owners in Locations in Ilorin City

Serial No.	Location	No. of FVC	Owners
1.	Agbo-Oba/Baboko	15	15
2.	Sabo-Oke/Maraba	4	7
3.	Oko-Erin/Saw-Mill	7	8
4.	Taiwo-Oke/Ita-Amodu	8	8
5.	Sango/Low Cost Estate Kulende	12	12
6.	Oja-Oba/Ori-Okoh	3	3
7.	Fate-Tanke	17	17
8.	Taiwo Isale/Niger Road	12	12
9.	Offa Garage/Pipeline Road	8	8
10.	Stadium Road/Unity Road	4	5
11.	Ipata/Saboline	5	5
12.	Adeta/Pakata	7	7
13.	Adabata/Isale Aluko	10	10
	Total	112	112

Source: Authors' Fieldwork

Table 3. Estimated Amount Realised Monthly, and Problems Encountered at Various Locations of Football Viewing Centres in Ilorin City

Serial No.	Selected Owner of Foot-ball Viewing Centres	Estimated Amount Realised Monthly(₦)	Dependant Members of Household	Major Problems Encountered by Each Operator of Viewing Centre
1.	Agbo-Oba	72,500	10	<i>Poor Patronage</i>
2.	Sabo-Oke	22,200	9	<i>Insufficiency of Viewing Space</i>
3.	Oko-Erin	90,400	11	<i>Threats from owner of Space</i>
4.	Ita-Amodu	43,000	12	<i>Threats from Security Agents</i>
5.	Kulende Estate	24,000	8	<i>Poor Patronage</i>
6.	Ori-Okoh/Oja-Oba	22,400	11	<i>Poor Ventilation/Poor Patronage</i>
7.	Fate-Tanke	87,000	10	<i>Poor Power Supply in the Area</i>
8.	Niger Road	54,800	12	<i>Insufficiency of Viewing Space</i>
9.	Offa Garage	34,400	15	<i>Threats from owner of Space</i>
10.	Unity Road/ Stadium	27,000	9	<i>Threats from Security Agents</i>
11.	Saboline	18,000	13	<i>Insufficiency of Viewing Space</i>
12.	Pakata	19,000	14	<i>Poor Power Supply in the Area</i>
13.	Isale Aluko	72,800	11	<i>Poor Power Supply in the Area</i>

Source: Authors' Fieldwork

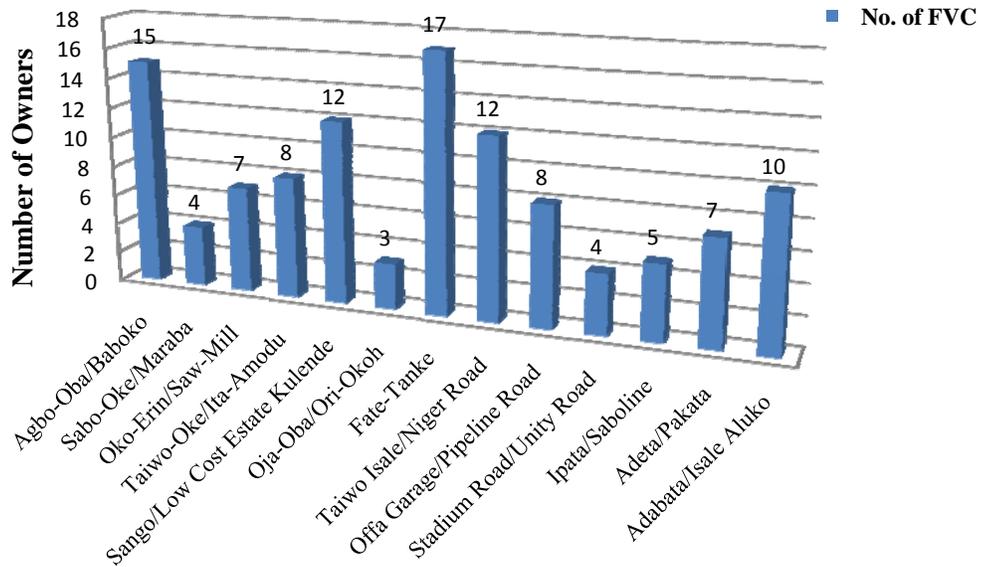
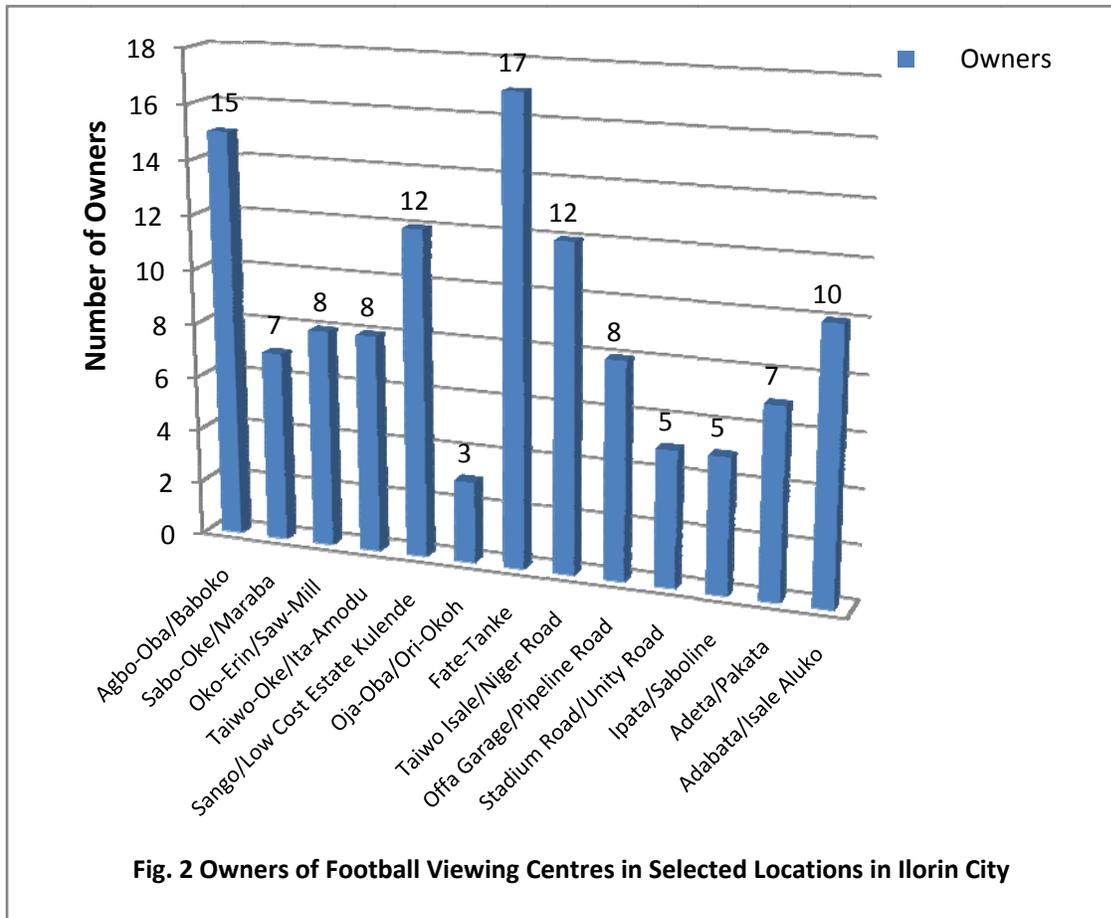


Fig.1 Number of Football Viewing Centres in Selected Locations in Ilorin City

Source: Authors' Fieldwork



Source: Authors' Fieldwork

Apart from the above, hypothesis was formulated in order to streamline and guide the researchers in their problems investigated. The hypothesis was put forward for testing as thus:

H₀: The total amount of money being realised monthly by the practitioners of football viewing centres alone is not enough to sustain their household members.

H₁: The total amount of money being realised monthly by the practitioners of football viewing centres alone is

enough to sustain their household members.

For the purpose of this research, responses from the questionnaire were analysed with Chi-square technique to test the hypothesis formulated at 0.05 level of significance. The basis for the use of Chi-square technique as put forward by Pervey and Kjell (2002) was as a result of its importance as a conventional method to test data characterized by paired observation that structured into options of cells through the use of its degree of

freedom-usually given as; (r-1) (c-1). Thus, for this study, the responses of the sampled population are organised into options that suit the attributes of the chi-square. The chi-square technique is, therefore, given as:

$$X^2 = \sum \frac{[O_i - E_i]^2}{E_i}$$

Where O_i = Number of Observation and

E_i = Expected Number of Observation

Data Presentation and Analysis

At this juncture, it is pertinent to present research findings in a concise way with the view to arriving at logical conclusion and meaningful recommendations. Table 3 shows the estimated amount of funds being realised weekly and problems encountered in various location of football viewing centres in the study area, while Table 4 (see Appendix I) shows the chi-square calculated values respectively. From the calculation of chi-square values (see Appendix I) the table [X^2_t] at 5% level of significant and 4 degree of freedom is 21.026. This is less than the table value of chi-square [X^2_t], is less than the calculated value [X^2_c] (70.1). We therefore, reject the alternative hypothesis and accept the null hypothesis. We can thus infer that the total amount of money being realised monthly by the practitioners of football viewing centres alone is not enough to sustain their household members. The more reason why

income realised from these viewing centres is acting as supplement to their main income. This has assisted their large number of household even though they still need more fund in form of loan to expand the business.

Result and Findings

The result from the findings in the selected locations of Football Viewing Centres in Ilorin city indicated that, most of the practitioners still need some financial support in order to expand their business and alleviate poverty. It was discovered that two types of problems often emanate from congregation of football viewers, whether during the local or international competition. These include Practitioner Personal Problems (PPP) and Watchers Rivalry Problems (WRP).

The Practitioner Personal Problems (PPP) includes:

- i. Unpredictable weather phenomenon: this occurs mostly at rainy season that often disrupt signal from the satellite providers, causing skip, blur and failure of picture display.
- ii. Most viewing centres are made of Make-Shift materials which can easily catch fire.
- iii. High subscription fee by the satellite service providers – the DSTV, HITV among others.
- iv. High rent paid by the operators of viewing centres to owners of the

sites used for football viewing. This is common at the major areas in Ilorin city centres, compared with the suburbs.

The Watchers Rivalry Problems (WRP) emanating during competitions also include:

- i. Betting syndrome (with cash and items) among the football watchers before and during the competition in and outside the playoffs.
- ii. Praising score out-among the player(s) which the watchers believe could score more goals or perform better in the match.
- iii. Throwing of little pebbles, papers and sachet of water on one another as a means of mocking a less performing player or team.
- iv. Disturbing other viewers with noise and yelling in order to provoke the losing team/supporters.

It can thus be attested that income generated from viewing centres is being used to supplement what they take from their main occupation. This had in a way assisted the operators in alleviating poverty. According to these operators, monthly income from their main occupation could not sustain them as some of them have large family dependants. Amount realised means additional income which had improved their poverty situation. For instance; at Agbo-oba, fifteen football

viewing centres were owned by fifteen individuals with dependant household members varying between 10 and 20 each, and they realised an average of ₦75,000 monthly. Similarly, at Oko-Erin area of the city, operators of 11 football viewing centres had between 10 and 20 dependants (household members) each and their average monthly income is ₦90,000. At the same time, at Ori-Okoh/Oja-Oba, Pakata, and Sabo-Oke with 11, 22, and 9 football viewing centres had between 10 and 20 dependant household members on the average. This group of operators of football viewing centres realised in a month an average of ₦22,400, ₦19,000 and ₦22,000 respectively. This amount supplemented their basic income which had really assisted their large number of household size. The poverty alleviation loan benefits from the government programme could also be a burden relief for the beneficiary. Above all, if the youths and the adults that are engaged in informal business sector like football viewing mini-business in city of Ilorin are supported by the government and are given loan incentives, they will be able to re-organise their business spots to attract more customers, have enough space and ventilation for services enjoyed by their customers. At the same time, they will be able to possess a new frontier of economic base which would guaranty them and their families a more reliable and sustainable incomes. This can only be achieved through the laudable government policy measure as 'Poverty Alleviation Programme' as was

introduced by the past and present government in Kwara State and in some states in Nigeria.

Conclusion

The poverty alleviation programme in any nation of the world deserves encouragement (Ahmed, 2008). However, advancement of such programme depends primarily on policy measures that are well articulated and controlled on low-income earners. Collier (2001) emphasised that given loans to poor low-income earners approach, on one hand, was largely ineffective at times, but on the other hand, the approach is likely successful if policy measure induced changes in youths through empowering, education,

and participation in businesses (Informal sector-businesses). Youths and adults that are engaged in football viewing businesses would be able to establish firmly on their own, and in turns employ more others. Thus, the essential economic improvement by upholding institutional changes in the youths through empowerment is a welcome innovation. Therefore, progress is achieved if youths are empowered through poverty alleviation programme of governments and private organisations or by philanthropists. Where this policy is possible and maintained, the future developments of Nigerian youths are sustainable, susceptible and guaranteed.

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Appendix I

Table 3b: Chi-square Analysis

Fe	fo- fe	(fo- fe) ²	$\frac{(fo- fe)^2}{Fe}$
15	-5	25	1.7
04	5	25	6.3
07	4	16	2.4
08	4	16	2.0
12	-4	16	1.3
03	8	64	21.3
17	-7	49	2.9
12	0	0	0.0
08	7	49	6.1
04	5	25	6.3
05	8	64	12.8
07	7	49	7.0
10	1	1	0.1

Source: Calculated values from table 3b

$X^2 = 70.1$

$$df = (r - 1) (c-1)$$

level of signific ant = 0.05

$$df = (13-1) (2-1)$$

$$(12) (1) = 12$$

12@ 0.05 and the Table value is 21.026

Calculated $X^2 \geq$ table value we accept H_0