



**MERAKI
ANALYTICS**

WHO IS THE KING OF FREETOWN RIGHT NOW?



WE ASKED: WHO IS YOUR FAVORITE ARTIST IN SIERRA LEONE RIGHT NOW?

Survey responses from **1217** residents across Freetown.



30.0%

**OF RESIDENTS
DON'T LISTEN TO
S/L MUSIC OR HAVE
NO FAVORITE.**



INSIGHTS

LAJ emerges as Freetown's most popular artist right now, with **11.4%** of respondents naming the controversial singer and rapper as their favorite. The survey also revealed diverse musical tastes across the city, with both veteran acts like Steady Bongo, K Man, and Emmerson receiving strong recognition alongside newer hitmakers such as Legacy Boi, of "The Money Necessary" fame.

1



LAJ



11.4%

2



DRIZILIK



10.5%

3



FAMOUS



8.0%

4



KAO DENERO



6.7%

5



EMMERSON



5.4%

6



LEGACY BOI



4.6%

7



K MAN



3.9%

8



STAR ZEE



1.7%

9



STEADY BONGO



1.6%

10



PRETTY S



1.3%

**85 ARTISTS
MENTIONED
IN THE SURVEY**

BEYOND THE TOP 10, OTHER ARTISTS MENTIONED INCLUDE:

Jimmy B • Pupa Banja • Incredible JJ • Bakiteno • M2 • Kracktwist
Samza • Rozay • Empress P • Apreel • Others



SOURCE:

Meraki Analytics-Citizen Lens/
OneField Public Perception Survey



WHEN DATA WAS COLLECTED:

13th April – 4th May 2026

OUR PARTNERS:



VIEW REPORT

WHO'S LISTENING TO WHO?

A DEMOGRAPHIC PROFILE OF THE FANS



MERAKI ANALYTICS

TOP 3 CURRENT ARTISTS

1

11.4%

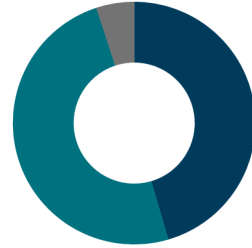
OF ALL VALID RESPONSES



LAJ

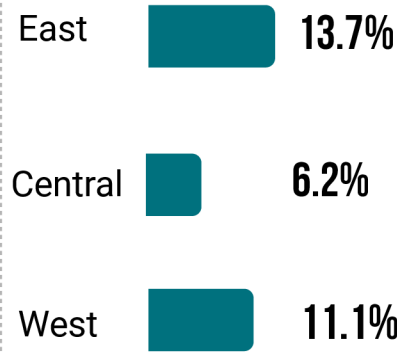
LAJ is one of Sierra Leone's most influential musicians, known for energetic sounds, rap music, street anthems, and strong youth appeal across Freetown. Until recently, he served as Sierra Leone's Peace Ambassador

GENERATION SPLIT

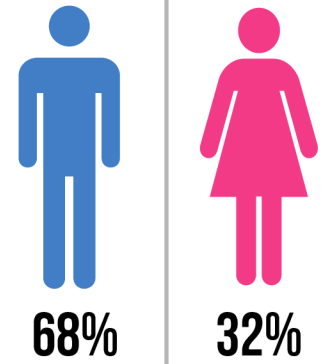


45.3% Gen Z
48.9% Millennial
5.0% Gen X
0.7% Baby Boomer

CITY ZONE SPLIT



GENDER SPLIT



2

10.5%

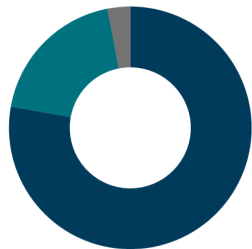
OF ALL VALID RESPONSES



DRIZILIK

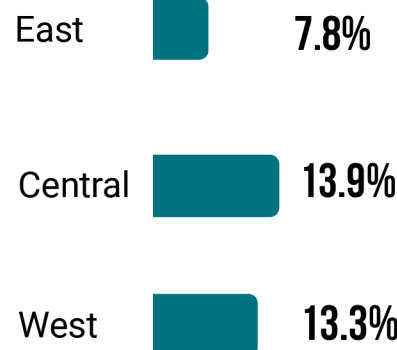
Drizilik is recognized for blending Krio rap, Afrobeat, and socially conscious storytelling, making him highly popular among young urban listeners.

GENERATION SPLIT

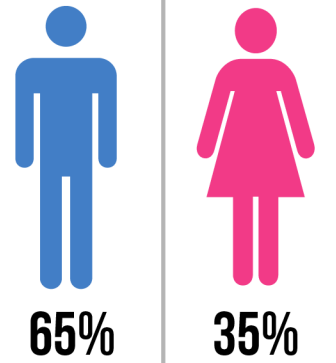


77.2% Gen Z
19.7% Millennial
3.1% Gen X
0.0% Baby Boomer

CITY ZONE SPLIT



GENDER SPLIT



3

8.0%

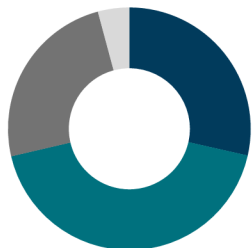
OF ALL VALID RESPONSES



FAMOUS

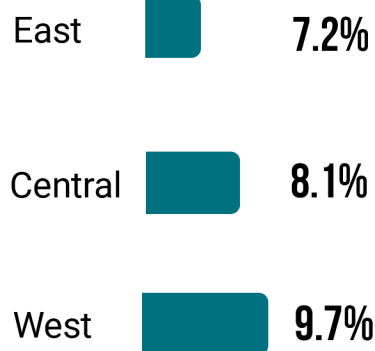
Famous remains one of Sierra Leone's most consistent artists, gaining popularity through unique Sierra Leonean sounds, relatable street music and strong digital engagement.

GENERATION SPLIT

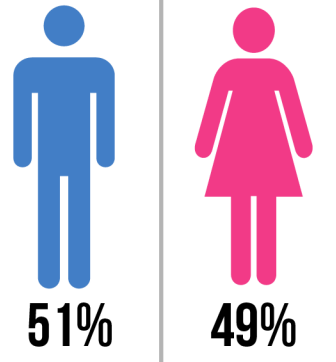


28.9% Gen Z
42.3% Millennial
24.7% Gen X
4.1% Baby Boomer

CITY ZONE SPLIT



GENDER SPLIT



A total of **85** artists were mention in the **current** favorite artists category



WHICH S/LEONEANS DON'T LISTEN TO SALONE MUSIC OR HAVE NO CURRENT FAVORITE ARTIST?

Baby Boomers are by far the most disengaged generation; nearly two-thirds (**63.2%**) have no current favourite SL artist. Gen X follows at nearly half (**48.5%**). Gen Z, the youngest cohort, is the most engaged: 8 in 10 can name a current favourite. There is also a gender divide with females making up **64%** of all respondents who say they don't listen to salone music or have no current favorite artist.

- Baby Boomer**
Born 1946-1964
62-80 Years
- Gen X**
Born 1965-1980
46-61 Years
- Millennial**
Born 1981-1996
30-45 Years
- Gen Z**
Born 1997-2012
14-29 Years



**MERAKI
ANALYTICS**

ALL-TIME FAVORITE ARTISTS IN SIERRA LEONE



WE ASKED: WHO IS YOUR ALL-TIME FAVORITE ARTIST IN SIERRA LEONE?

Survey responses from **1217** residents across Freetown.

24.9%

OF RESIDENTS DON'T LISTEN TO S/L MUSIC OR HAVE NO FAVORITE.

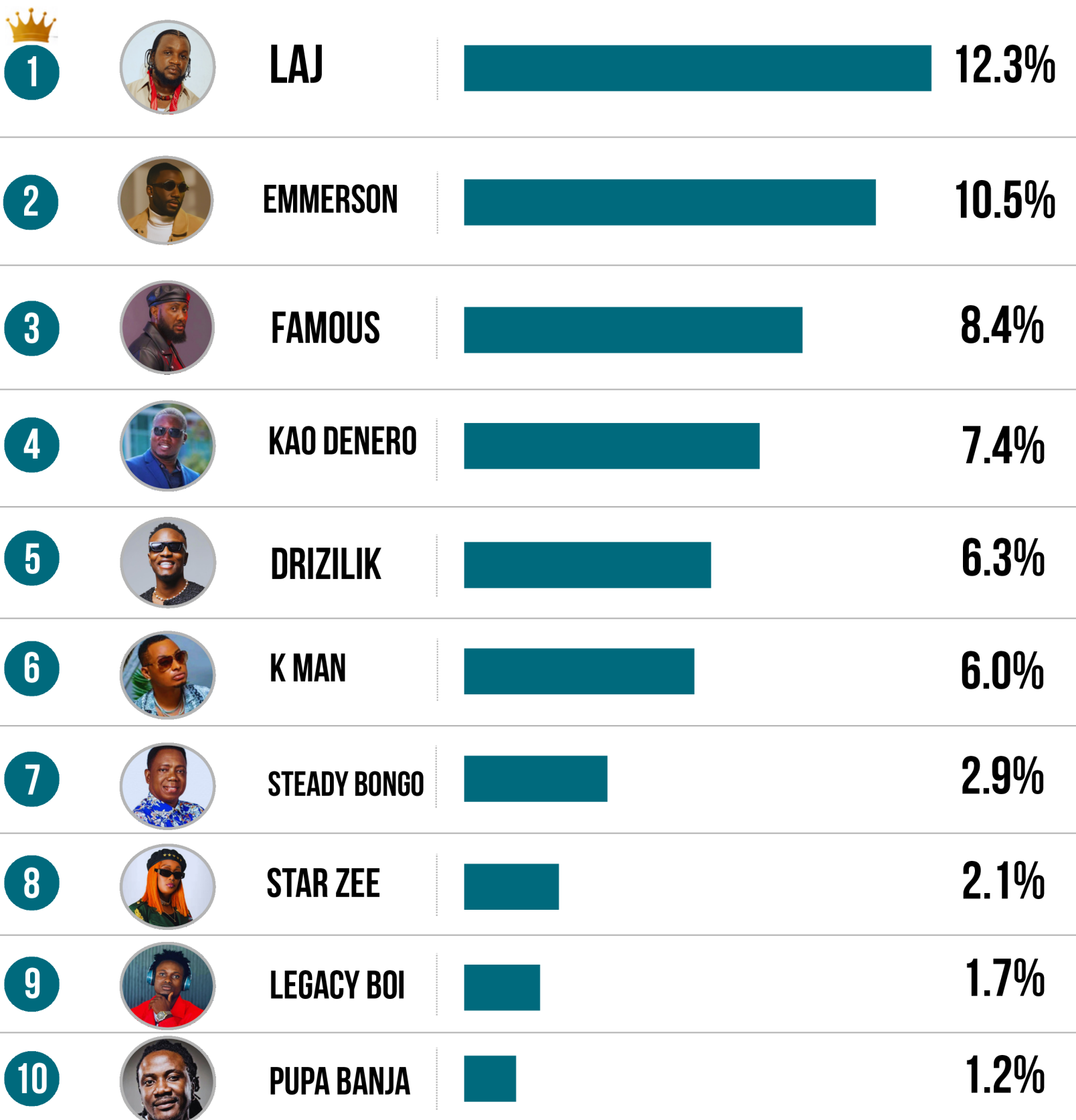
INSIGHTS

LAJ remains Freetown's undisputed all-time and current 'king', with **52% Gen Z support** reinforcing his appeal even among younger generations.

Emmerson continues to command respect through his revolutionary sound and iconic songs. His **45% Millennial support** is the highest among all-time artists, highlighting his lasting influence.

Famous enjoys cross-cutting appeal in the city, with a **57% female-majority fanbase** and strong appeal across age groups and city zones.

A notable **24.9%** of residents did not name an all-time favourite artist, revealing a sizeable audience that remains disconnected from Sierra Leone's music scene.



94 ARTISTS MENTIONED IN THE SURVEY

BEYOND THE TOP 10, OTHER ARTISTS MENTIONED INCLUDE:

M2 • Jimmy B • Millicent Rhodes • Zainab Sheriff • Vic Fornah
Vida • Buberry • Marie V • Innocent • Rozay • Others



SOURCE:

Meraki Analytics-Citizen Lens/
OneField Public Perception Survey



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MERAKI ANALYTICS

FREETOWN TOP 3 ALL-TIME ARTISTS

1

12.3%

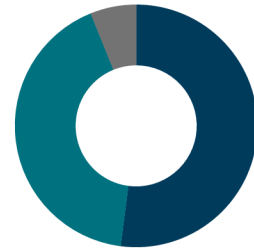
OF ALL VALID RESPONSES



LAJ

LAJ's consistent hits, energetic performances and connection with the youth appears to have cemented his legacy as Freetown's all-time favourite.

GENERATION SPLIT



51.7% Gen Z
41.6% Millennial
6.0% Gen X
0.7% Baby Boomer

CITY ZONE SPLIT

East 14.5%

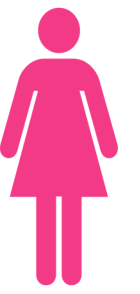
Central 7.7%

West 11.5%

GENDER SPLIT



68%



32%

2

10.5%

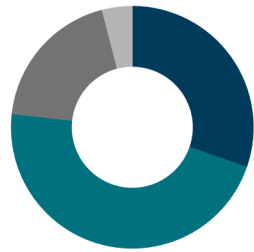
OF ALL VALID RESPONSES



EMMERSON

Emmerson is regarded as one of Sierra Leone's most iconic musicians, celebrated for political commentary, cultural influence, and timeless national hits.

GENERATION SPLIT



30.5% Gen Z
46.1% Millennial
19.5% Gen X
3.9% Baby Boomer

CITY ZONE SPLIT

East 9.8%

Central 11.0%

West 11.8%

GENDER SPLIT



54%



46%

3

8.4%

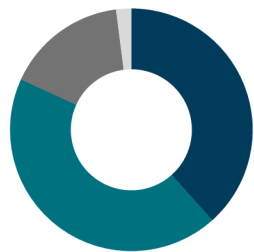
OF ALL VALID RESPONSES



FAMOUS

Famous continues to hold a strong place in the hearts of Freetown residents mostly across Gen Z.

GENERATION SPLIT



38.2% Gen Z
43.1% Millennial
16.7% Gen X
2.0% Baby Boomer

CITY ZONE SPLIT

East 8.3%

Central 7.3%

West 9.7%

GENDER SPLIT



43%



57%

A total of 94 artists were mention in the all-time favorite artists category



WHICH S/LEONEANS DON'T LISTEN TO SALONE MUSIC OR HAVE NO ALL-TIME FAVORITE ARTIST?

Even when asked about their all-time favourite Sierra Leonean artists, a question that spans their entire life, more than half of Baby Boomers (54.4%) and over two-fifths of Gen X (40.9%) cannot name one.

We also saw a gender gap. Women account for nearly 67% of respondents who have no all-time favorite artist.

Baby Boomer
Born 1946-1964
62-80 Years

Gen X
Born 1965-1980
46-61 Years

Millennial
Born 1981-1996
30-45 Years

Gen Z
Born 1997-2012
14-29 Years

About OneField

OneField, powered by Meraki Analytics (SL) Limited, is Sierra Leone's first unified and pooled data collection service designed to deliver affordable, reliable, and decision-ready insights for businesses, development organizations, public institutions, researchers, and other stakeholders.

About Citizens Lens

Citizens Lens is a citizen-driven public research initiative delivered through OneField. Implemented by Meraki Analytics, it aims to generate independent, high-quality insights into the knowledge, attitudes, and experiences of Sierra Leoneans.

Through face-to-face household interviews targeting 1217 randomly selected respondents, this inaugural edition of Citizens Lens explores how adults in Freetown across generations perceive issues such as governance, entrepreneurship, entertainment, collaboration, accountability, and everyday livelihoods. The initiative seeks to help shift national conversations beyond partisan politics toward evidence, opportunity, and sustainable development.

Through periodic public-interest research, Citizens Lens aims to amplify citizen voices, strengthen data-informed dialogue, and support more inclusive decision-making across Sierra Leone.

About Meraki Analytics

Meraki Analytics (SL) Limited is a leading research, data science, and technology consulting firm based in Sierra Leone, specializing in large-scale data collection, program evaluation, advanced analytics, training, and capacity development.

With a highly experienced team of data scientists, statisticians, researchers, and field specialists, Meraki Analytics has successfully implemented nationally representative studies and field operations across Sierra Leone, Liberia, and Guinea. The firm possesses deep expertise in research design, digital data collection, enumerator training, field supervision, quality assurance, data analysis, and reporting.

Contributors

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