

*The
Art Of*
Shooting
Your
Shot



What 1,048 Nigerians told us
about confidence, context,
and connection.



If you're receiving and reading this email, it means you filled our survey along with 1,047 other people.



A Study on Where It's Cool to Shoot Your Shot

Shooting your shot is always a hot topic, but hardly anyone talks about the *when* and *where*. Maybe if we cracked that code, we'd understand why fewer shots are even being taken these days.

#P.S. Everyone can answer this questionnaire and if you spend more than 5 minutes, you are overthinking it.



So thank you for that.

We promised to share what we're learning from the responses. No long grammar, no academic talk, just the interesting things the data is revealing. For now, here are some early signals we've gathered from your data.



The Average *Nigerian* rates

67.5% rate their looks and general appeal between 8 and 10 out of 10, and expectations match that energy, as **69.6%** expect to be approached by someone at that same level.

In other words, if you want to shoot your shot, come correct but know your level.



themselves
highly

and want that same energy
in people who approach them!

Evenings are

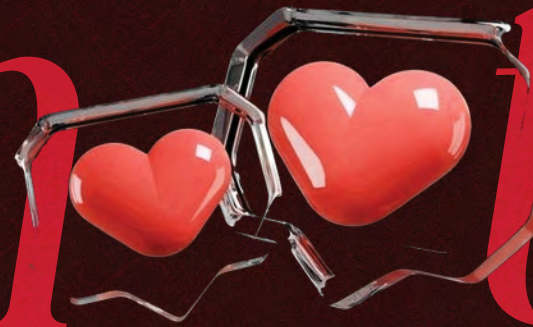


your best shot

to shoot your shot

Timing matters a little, but the evening votes did better with **22.8%** saying that's the best time to be approached.

But let's be honest: evenings alone won't save a weak approach. Context still matters. Energy matters. And above all, you must know how to read the room.



It definitely goes down in the DMs



When it comes to online approaches, one platform clearly leads the way. Instagram sits at **36.3%** as the preferred platform for shooting your shot.

So yes, if it's happening online, chances are it's happening in the DMs. Mostly Instagram DMs (but people have sus opinions about Snap)

Places where people are most comfortable

Some spaces naturally lower people's guard and make connection feel easier. The most comfortable environments for interaction based on your votes include:

Beaches & Casual Hangouts (69.6%)

Relaxed settings dissolve social pressure. With everyone already unwinding, starting a conversation feels natural rather than forced.

Art Events (68.4%)

Shared curiosity creates instant conversation starters. When people are already engaging with ideas, creativity, or expression, interaction flows more easily.

Places of Worship (60.4%)

A sense of shared values and community fosters openness, making people more receptive to genuine, respectful connections and they are generally encouraged.



Spaces where it can go either way

People might be open to interaction... ooor they might not. These are spaces where the signals are mixed, so it pays to read the room first. According to you, they are:

SCHOOL ENVIRONMENTS

(47.2%)

Shared routines and familiar faces make it easier to strike up conversation, but timing matters, as people are often focused on different priorities in school.

MALL

(47.8%)

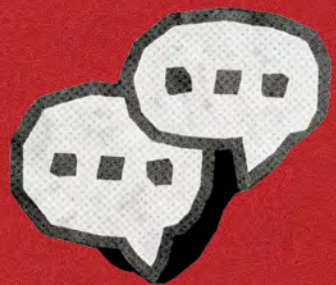
It's a social, public space where people are already out and about, but many are there with a purpose, so the approach has to feel casual and non-intrusive.

MUSIC CONCERT

(48.9%)

The shared energy and love for the same artist can spark instant connection, but the noise, sweat and crowd can be such a downer.

Some spaces clearly signal not the time, not the place.



These include markets (7.5%), public transit (16.7%), and nightclubs or bars (16%). Yes, even clubs. Sometimes people simply want to buy pepper, catch their bus, or dance in peace.

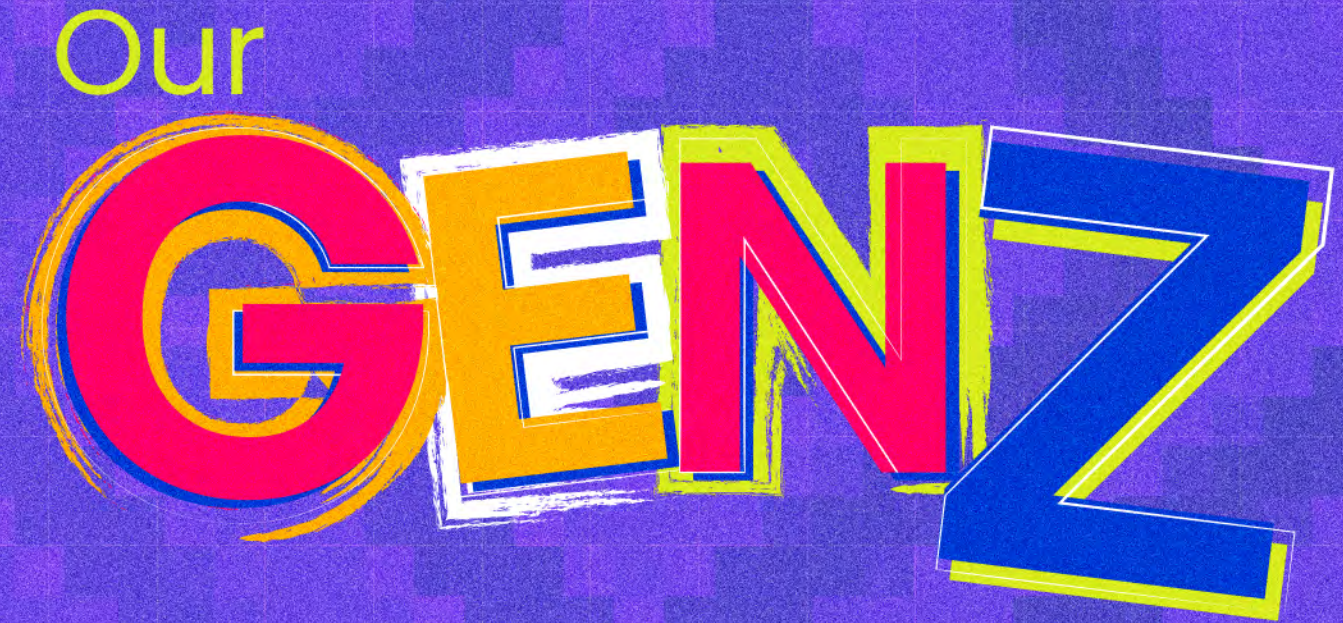


X3M Intelligence is the research arm of X3M IDEAS

Beyond conducting research for brands and driving creative effectiveness, we are deeply curious about life and we will go wherever curiosity takes us. Following curiosity's lead birthed this study.

But our main grind
is enabling brands:

Helping them understand
consumers, culture, and
changing behaviours.



Attitudes Around Alcohol study
drops soon. [Details and Link](#)
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