

# UNREACHED

## People Group Profile

## Hausa



**People Group Name:** Hausa

**Alternate Names:** (None)

**Location:** Cote d'Ivoire (Ivory Coast)

**Language:** Hausa

**Population:** 110,337

**Primary Religion:** Islam

**Number of Christians:** 0

**Number of Churches:** 0

**Category:** Unengaged with evangelical presence

**Level of Difficulty in Reaching People Group:** Medium

Hausa are found in large numbers in at least 15 countries in West and Central Africa; in fact, they are the largest people group in Sub-Saharan Africa and the fourth largest Muslim group in the world. They are considered the “traders” of West Africa. Hausa traders are characterized by their gowns and embroidered caps. They spend much of their time at various markets trading such items as leather goods, livestock, horse equipment, hardware, cloth, and food items like sugar, tea and millet.

By 1500 A.D., Islam had been introduced to the Hausa by Arab traders. Many of the urban Hausa embraced Islam immediately, in hopes of enhancing their business. Villagers were not as receptive to this new religion. In the “holy wars” of 1804 and 1808, the Hausa were conquered by the Fulani, their strong Islamic neighbors. Many of the villagers were forced or bribed into becoming Muslim. They adopted some of Islam’s outward behaviors and rituals, but did not accept Islam wholeheartedly as many of the urban Hausa did.

Christian resources in this language include the complete Bible, audio recordings, JESUS film, videos and tracts.

