NIGERIA

2023 PRESIDENTIAL ELECTIONS

Electoral Poll of Rural Communities in Nigeria
Nextier conducted a face-to-face poll of registered voters in rural communities in 12 states in Nigeria.

- Rural communities, per the survey, are in local governments *without* tertiary educational institutions.
- The Nextier survey team conducted the polls in two states per geo-political zone.
  - Target states included one PDP and one APC state in each geo-political region.
  - The survey excluded the home states of the leading presidential and vice-presidential candidates.
    - North Central: Nasarawa (APC) | Benue (PDP)
    - North East: Gombe (APC) | Bauchi (PDP)
    - North West: Kebbi (APC) | Sokoto (PDP)
    - South South: Cross River (APC) | Edo (PDP)
    - South East: Imo (APC) | Abia (PDP)
    - South West: Ogun (APC) | Oyo (PDP)
- Sample of N = 2,000
  - Generated a margin of error of 2.2 percent at a 95 percent confidence interval.
  - Sample was representative of age and gender demographics in the states.
- All survey respondents are registered to vote in the 2023 elections.
The poll yielded key insights into voter preferences and the key issues that could shape the 2023 presidential election.

• 76.2 percent of survey respondents stated that Nigeria is moving in the wrong direction
• Survey respondents stated that insecurity, bad governance, unemployment, and a weak economy are the most important issue in Nigeria today they want someone to solve
• Among survey respondents in rural communities in 12 Nigerian states, Peter Obi leads the voting intention at 40.37 percent. Atiku Abubakar is at 26.7 percent while Bola Tinubu is at 20.47 percent
• Peter Obi has the highest net favourability of the presidential candidates amongst survey respondents at +30 percent. Atiku Abubakar is at +17.3 percent and Bola Tinubu at 4.98 percent. Kwankwaso is at -8.70 percent.
• Atiku Abubakar and Bola Tinubu are preferred by respondents with no educational attainments or people who chose not to disclose their educational statues.
• Eight out of ten respondents are definite that nothing will make them change their minds and vote for another candidate
• Survey respondents stated that radio, social media and family/ friends are the main channels through which they get information on the different presidential candidates
Three out of four Nigerians believe the country is headed in the wrong direction. These ratios cut across all age groups.
Insecurity, bad governance, unemployment and a weak economy are the most important issues for the survey respondents.

What is the most important issue in Nigeria today that you want someone to solve?

- Insecurity: 32.5%
- Corruption/Bad Leadership/Governance: 16.2%
- Jobs: 14.1%
- Economy: 10.2%
- Poverty: 8.6%
- Food: 6.3%
- Education: 5.7%
- Infrastructure: 4.6%
- Fuel: 0.9%
- National Unity: 0.6%
- Health: 0.4%
Peter Obi currently leads *voting intention* at 40.37 percent of survey respondents. Over 7 percent of the respondents are still undecided.

The next Nigerian Presidential Election will hold in February 2023. If that election was today, for whom would you vote?

When the undecideds were asked which candidate they would vote for “if they must pick one,” 40 respondents changed their minds as follows: PO (14), AA (3), BAT (16), RK (7). The three respondents who do not intend to vote didn’t change their minds.
The regional view provides a clearer definition of survey respondents’ voting preferences.

<table>
<thead>
<tr>
<th>North Central</th>
<th>North East</th>
<th>North West</th>
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</thead>
<tbody>
<tr>
<td><strong>Candidates</strong></td>
<td><strong>Candidate</strong></td>
<td><strong>Candidate</strong></td>
</tr>
<tr>
<td>Peter Obi</td>
<td>Atiku Abubakar</td>
<td>Bola Tinubu</td>
</tr>
<tr>
<td>Benue + Nasarawa</td>
<td>59.8%</td>
<td>50.3%</td>
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<tr>
<td>Atiku Abubakar</td>
<td>Bola Tinubu</td>
<td>Bola Tinubu</td>
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<tr>
<td>Bola Tinubu</td>
<td>Rabiu Kwankwase</td>
<td>Rabiu Kwankwase</td>
</tr>
<tr>
<td>Undecided</td>
<td>Peter Obi</td>
<td>Undecided</td>
</tr>
<tr>
<td>Rabiu Kwankwase</td>
<td>0.3%</td>
<td>2.2%</td>
</tr>
<tr>
<td>Not Voting</td>
<td>Not Voting</td>
<td>Not Voting</td>
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<table>
<thead>
<tr>
<th>South South</th>
<th>South East</th>
<th>South West</th>
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<tr>
<td><strong>Candidates</strong></td>
<td><strong>Candidate</strong></td>
<td><strong>Candidate</strong></td>
</tr>
<tr>
<td>Peter Obi</td>
<td>Atiku Abubakar</td>
<td>Bola Tinubu</td>
</tr>
<tr>
<td>Edo + Cross River</td>
<td>67.3%</td>
<td>2.8%</td>
</tr>
<tr>
<td>Atiku Abubakar</td>
<td>Bola Tinubu</td>
<td>Peter Obi</td>
</tr>
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Nov. 18, 2022
Rabiu Kwankwaso has the least net favourability of the presidential candidates at -8.70 percent.

Survey respondents rated each of the above individuals and parties on a scale of 1 to 5, with 1 as strongly favourable and 5 as strongly unfavourable. A favourability rating is calculated by subtracting the proportion of respondents who provided an unfavourable score from those that gave a favourable score.
Peter Obi recorded the highest level of preference with all age ranges. Atiku Abubakar was second in each of those groups except for the 65 - 74 years group.
Atiku Abubakar has the highest preference among Moslems, while Peter Obi is preferred by respondents that self-identify as religious or not.
Atiku Abubakar and Bola Tinubu are preferred by respondents with no educational qualification while Peter Obi is preferred across most of the educational attainment groups.
While Atiku Abubakar is preferred by respondent who chose not to disclose their employment status ("blanks"), Peter Obi is preferred by respondents across most of the employment groupings.
Eight out of ten respondents stated in their words that they will not change their preferred candidate before the elections.

What could make you change your mind and vote for another candidate?

- Nothing: 83.16%
- Candidate's Track Record/Manifesto/Campaign: 6.51%
- Financial Inducement: 4.70%
- Don't know: 3.26%
- God: 0.93%
- Family/Friends: 0.88%
- My Leader: 0.28%
- Access to Polling Unit: 0.23%
- I am not voting: 0.05%
Radio, social media, and family/friends are the main channels through which respondents obtain information on the candidates.
Appendix
The map below uses enumerators’ GPS locators to plot the survey locations. This [link](https://thenextier.com/election-survey/) shows the locations and enumerators’ names.