



PRESS RELEASE

Sunday, February 05, 2023

POLLING METHODOLOGY STATEMENT: “RE: POTENTIAL RUNOFF FOR NIGERIA’S 2023 PRESIDENTIAL ELECTIONS”

[Abuja, Nigeria]: Nextier is a multi-competency Africa-focused consulting firm with core competencies in strategy, finance, policy research, analysis, design, and implementation. The firm combines management consulting skills with a deep understanding of the public sector to solve complex development challenges. Nextier works across several verticals, including energy, health, security, and governance. The firm has been conducting polls for its clients since 2018, especially in the conflict-ridden regions in Nigeria and Niger, with expansion plans for Burkina-Faso and Mali.

The January 2023 poll is the third poll the firm has conducted in the run-up to the 2023 presidential elections. The first poll (in April 2022) was an online poll before the political party primaries. The second poll (in October 2022) was an in-person, face-to-face poll in rural communities in twelve states. The third poll (in January 2023) was conducted face-to-face in rural and urban communities across the 36 states and the Federal Capital Territory (FCT). All the polls were self-funded by Nextier with no support from any organisations, public or private. As such, the data can be assessed by any interested political parties, think tanks, development agencies, policy consulting firms, and others.

For the January 2023 poll, Nextier generated a representative sample of 3,000 respondents¹ following quotas weighted to demographic population totals on age and gender in the 36 states and the Federal Capital Territory (FCT). The quotas were weighted to achieve a representative sample of all registered voters and ensured to match the demographic population.

The polls were conducted in rural and urban communities in the three senatorial zones in the 36 states and the FCT. The enumerators polled respondents per the agreed quotas for each polling location. The enumerators conducted the interviews in locations where respondents were randomly selected with an equal probability of selection.

The enumerators entered the voter preferences into the KoboCollect app installed on Android phones. The app enables monitoring of the enumerators' geo-positions to ensure compliance with the survey design. A quality assurance team conducted real-time monitoring of the

¹ A survey is as accurate as the sample is representative. Probability sampling is the basis for all surveys. This point is more important than the number of respondents in the sample. For instance, a representative sample of 400 respondents can be more accurate than a less representative sample of 400,000 respondents. Leading polling companies, such as Gallup, use sample sizes ranging from 400 to 1,800 respondents. The Nextier sample size of 3,000 respondents is representative of 200 million+ Nigerians at 2 percent margin of error at a 95 percent confidence interval. To achieve the above, the team described the population as Nigerians who have collected their Permanent Voters Cards. The list was stratified based on age and gender demographics for each state. The team polled in each senatorial district in each of the states and selected respondents at random with an equal probability of selection.

collections. All the data were reported in real-time except in some rural locations with poor internet connections. The app uploaded the collections to the server once the internet connection was re-established.

The survey instrument used party logos and names to ascertain voter preference. The survey polled the four leading political parties. The candidates' names were used only in one question to establish "net favourability."

The survey questionnaire used a two-part voting intention question with prompting on the major parties and a follow-up "squeeze" question of those who were undecided or refused the first question.

Given the above methodology, sample size, and selection method, the results obtained represent the opinions of registered voters (who acknowledged that they had their Permanent Voters Cards) with a 95 percent confidence level and plus or minus 2 percent margin of error. The interviews were conducted in the language of preference of the respondent, including English, Pidgin, Hausa, Igbo, Yoruba, and other variants of the local languages. All the enumerators were selected from the state in which they polled. The interviews were done in person.

Nextier used a proportionate, stratified random sampling design for polling. Respondents were registered voters. Stratification was set on key demographics, including age, gender, geo-political zones, states, and senatorial zones, to ensure the final sample is representative of the actual population. The gender and the geo-political zone demographic distribution of the respondents are in the same proportion as the 2006 National Population Census.

Nextier remains committed to its vision of "building the society we want to live in." The firm will continue actively engage in any efforts that enable us to address the complex and difficult development challenges facing Nigeria and Africa. The firm will continue leveraging research to provide insights on various social and economic issues and provide informed advice to those responsible for solving our development challenges.

Sincere regards,

A handwritten signature in black ink, appearing to read "Patrick O. Okigbo III".

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