



Nigeria 2023 Presidential Election

Face to Face Polls

Conducted nationwide on January 27, 2023

Results released on Sunday, February 05, 2023

Nextier

Nextier conducted a nationwide face-to-face poll of registered voters who confirmed that they had collected their Permanent Voters Cards.

- On Friday, January 27, 2023, Nextier used 144 enumerators to poll 3,000 respondents in all states in Nigeria. The enumerators conducted the polls in both urban and rural communities.
- The polls were conducted face-to-face and represented the age and gender demographics in each state of the Federation and the Federal Capital Territory.
- Only registered voters who have collected their Permanent Voters Cards were polled.
- A sample of $N = 3,000$ generates a margin of error of 2 percent at a 95 percent confidence interval.
- The respondents were asked to select their preferred party using the party logo – only one question on “favourability” polled with the candidates’ names.

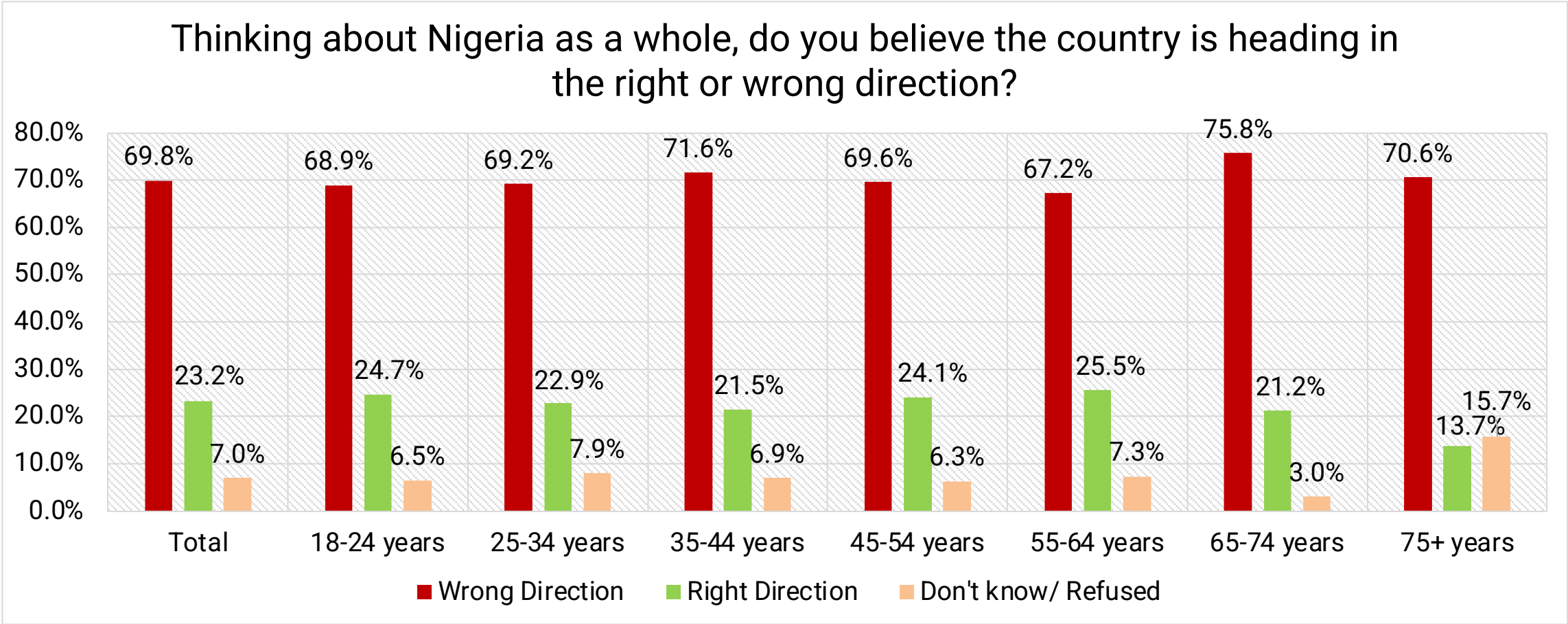
Although Labour Party secured the highest voter preference, the elections may be decided in a second-round runoff.

- 69.8 percent of survey respondents feel that the country is moving in the wrong direction. The main issues are insecurity, unemployment, the economy, and corruption.
- Peter Obi has the highest net favourability amongst the top presidential candidates, while Labour Party has the highest net favourability among the leading political parties. Net favourability is calculated as each candidate's favourable rating less their unfavourable rating.
- Labour Party leads with 37 percent followed by PDP (27 percent) and APC (24 percent). However, Labour is unlikely to secure 25 percent of the votes cast in two-thirds of the states. This poll shows that it can achieve 25 percent in 23 states. The party lags in the North West region (except for Kaduna and Katsina states) and in the North East regions (except for Adamawa and Taraba states).
- The presidential election looks likely to head to a runoff with Peter Obi and one of Atiku Abubakar or Bola Tinubu. No presidential candidate currently looks able to meet the criteria for outright victory (absolute majority of votes cast and 25 percent in two-thirds of the states in the first round).

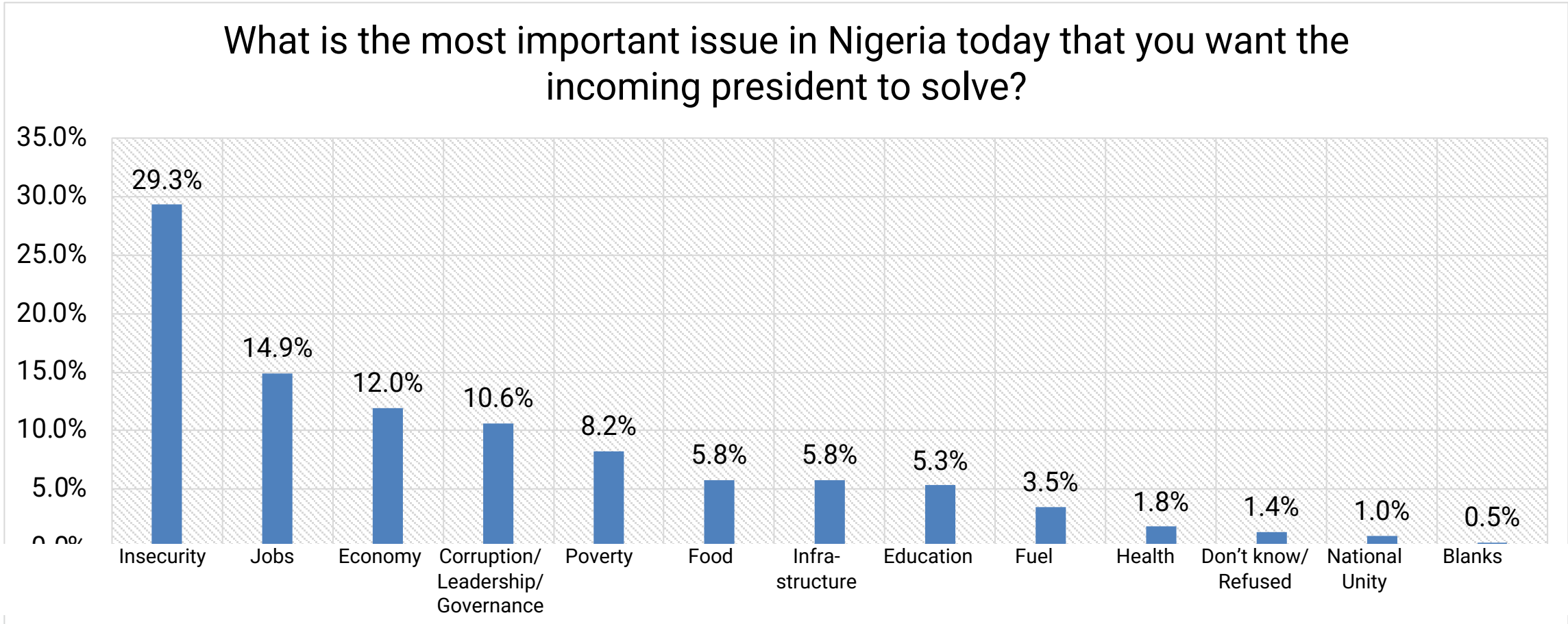
A high percentage of registered voters have decided on the preferred party and “will vote” in the elections.

- 72 percent of respondents have made up their minds on their preferred party. This position is consistent across rural and urban voters.
- 77 percent of respondents indicate that they ‘will vote’ while 63 percent are “definite” about it.
- With such high intention-to-vote, voter turnout looks significantly higher than 4 years ago. However, turnout could be depressed by a combination of insecurity, concern about the freedom and fairness of the election and concern about INEC.
- Eight out of ten respondents stated that no person or thing would make them change their preferred party before the elections.
- Radio and WhatsApp will be the key communication channels for political parties ahead of Election Day.

Over two-thirds of Nigerians believe the country is headed in the wrong direction. These ratios cut across all age groups.

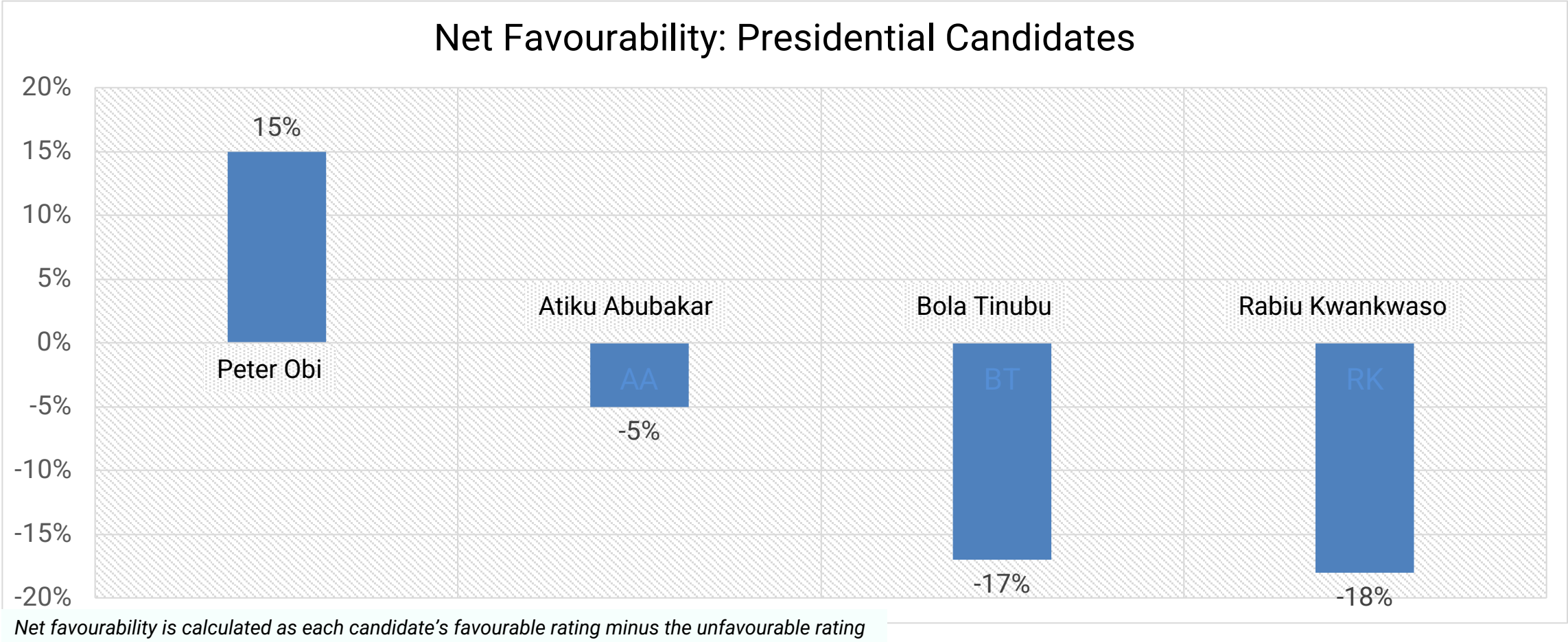


Insecurity, jobs, the economy, and corruption are the most important issues for the survey respondents as they head into the election.

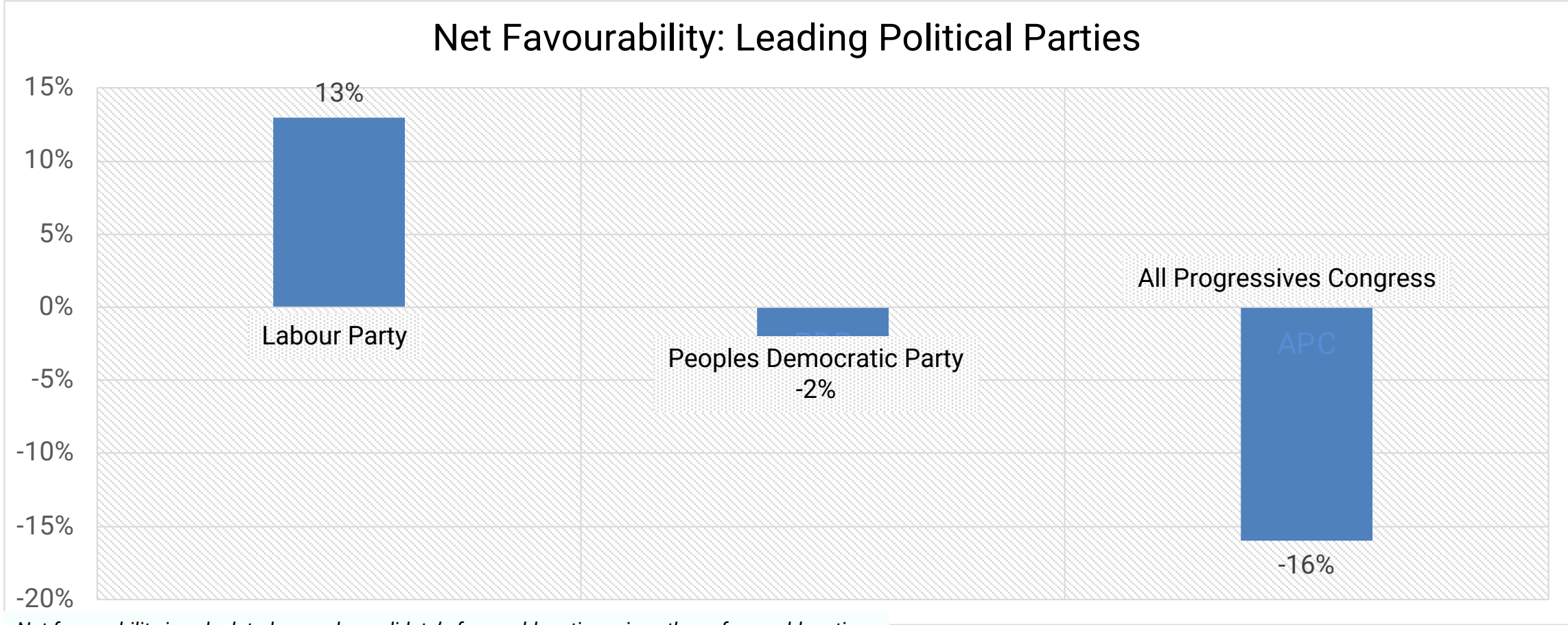


Nextier's analysis team codified these responses from the open-ended question.

Peter Obi has the highest net favourability amongst the leading presidential candidates.

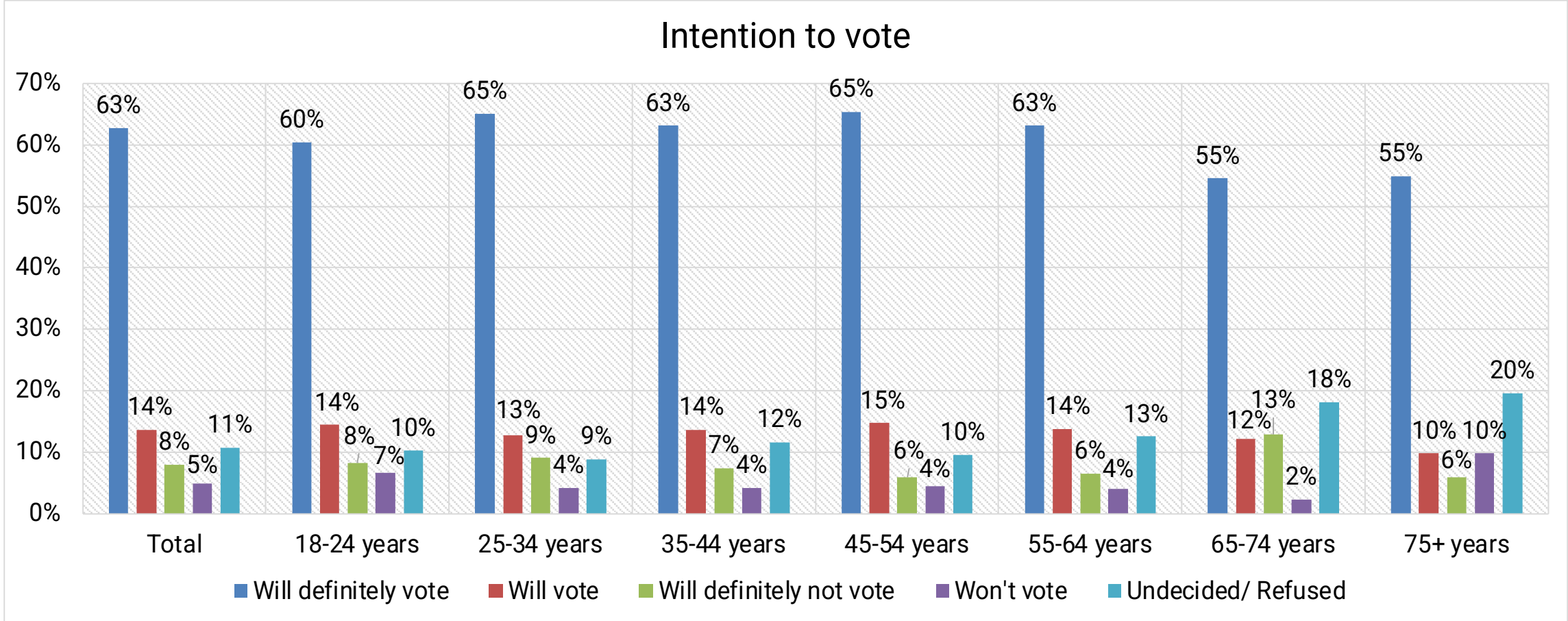


Labour Party has the highest net favourability amongst the leading political parties.

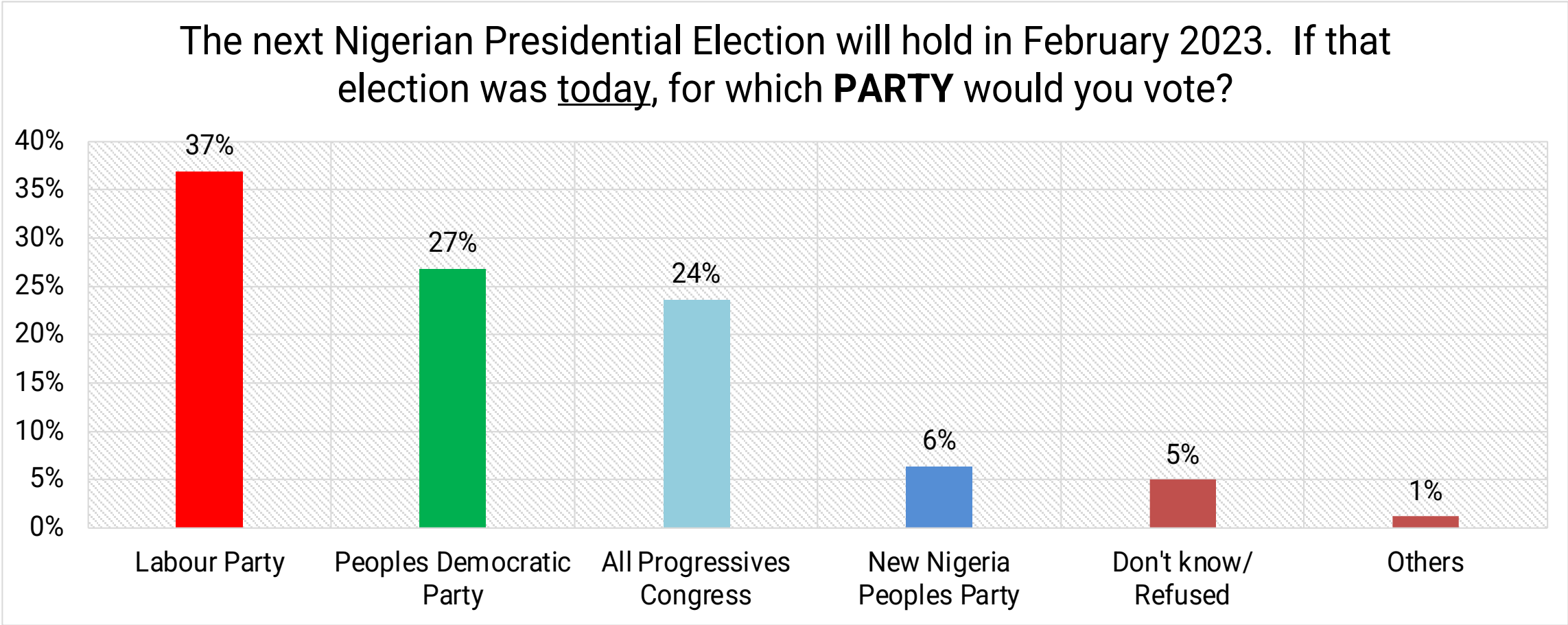


Net favourability is calculated as each candidate's favourable rating minus the unfavourable rating

Three out of four survey respondents (or 77 percent) indicate they 'will vote' while 63 percent are "definite" about it.



Labour Party leads current voting intention at 37 percent among respondents surveyed.



The regional view provides a clearer definition of survey respondents' voting preferences (1 of 3)

NORTH WEST REGION						NORTH EAST REGION							
JIGAWA		KANO		KADUNA		KATSINA		ADAMAWA		BAUCHI		BORNO	
APC	47.3%	NNPP	57.9%	APC	42.7%	PDP	39.7%	APC	33.8%	PDP	60.0%	APC	62.9%
PDP	39.6%	APC	19.3%	PDP	29.0%	Labour	29.4%	Labour	30.8%	APC	30.0%	PDP	32.6%
NNPP	11.0%	PDP	12.9%	LABOUR	22.6%	APC	17.5%	PDP	29.2%	Undecided	5.0%	NNPP	3.4%
Labour	2.2%	Labour	4.5%	NNPP	4.8%	NNPP	8.7%	NNPP	6.2%	NNPP	4.0%	Labour	1.1%
Undecided	-	Undecided	3.5%	Others	0.8%	Undecided	4.0%	Undecided	-	Labour	1.0%	Undecided	-
Others	-	Others	2.0%	Undecided	-	Others	0.8%	Others	-	Others	-	Others	-
KEBBI		SOKOTO		ZAMFARA				GOMBE		TARABA		YOBE	
PDP	49.3%	PDP	61.0%	APC	55.1%			APC	41.2%	PDP	51.0%	APC	46.9%
APC	34.8%	APC	18.2%	PDP	39.1%			PDP	35.3%	APC	25.5%	PDP	32.7%
Labour	10.1%	NNPP	9.1%	NNPP	4.3%			NNPP	11.8%	Labour	21.6%	NNPP	10.2%
Undecided	4.3%	Undecided	6.5%	Labour	1.4%			Labour	7.8%	Undecided	2.0%	Labour	6.1%
Others	1.4%	Labour	5.2%	Undecided	-			Others	3.9%	NNPP	-	Undecided	4.1%
NNPP	-	Others	-	Others	-			Undecided	-	Others	-	Others	-

The regional view provides a clearer definition of survey respondents' voting preferences (2 of 3)

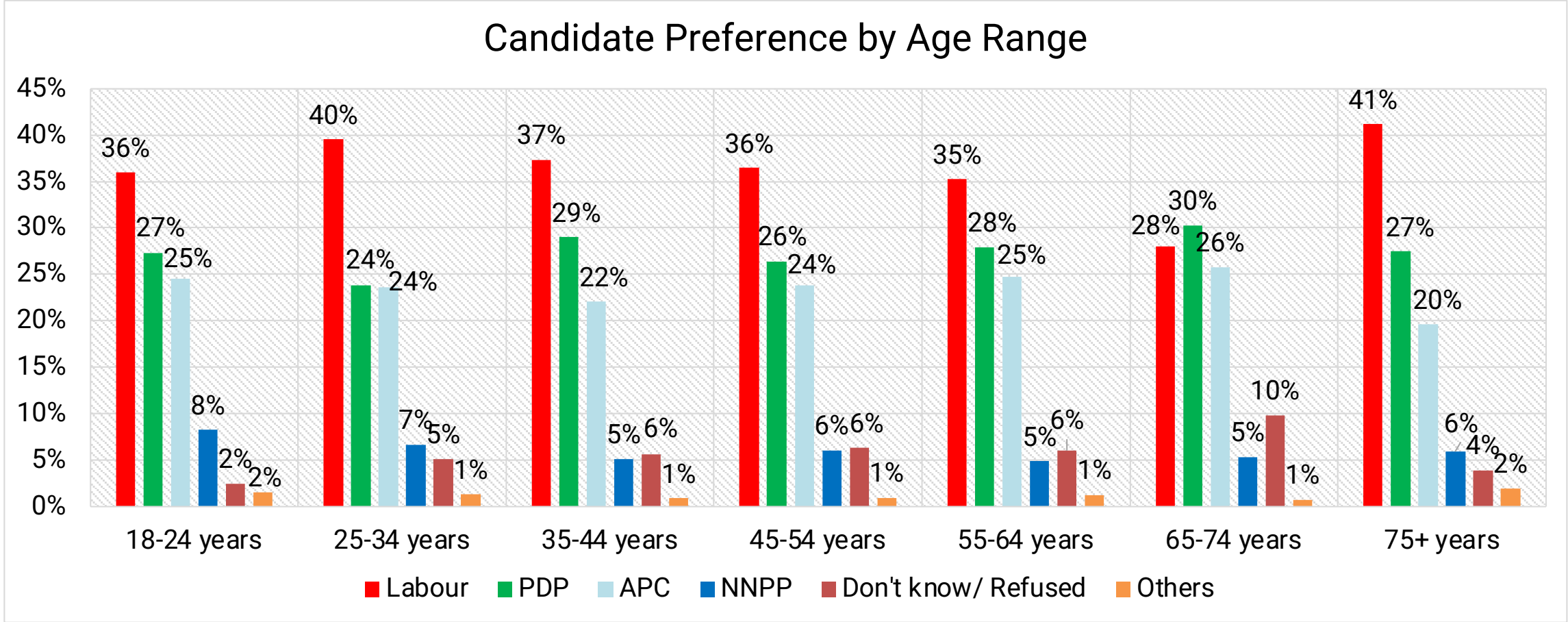
NORTH CENTRAL REGION						FCT		SOUTH WEST REGION					
BENUE		KOGI		KWARA		ABUJA		EKITI		LAGOS		OGUN	
Labour	46.1%	APC	41.4%	APC	35.9%	Labour	62.9%	Labour	36.2%	Labour	39.4%	Labour	36.3%
APC	30.3%	Labour	25.7%	PDP	30.8%	PDP	20.0%	PDP	34.5%	APC	25.2%	APC	35.2%
PDP	20.2%	PDP	25.7%	Labour	25.6%	APC	8.6%	APC	22.4%	Undecided	17.0%	Undecided	12.1%
Undecided	3.4%	Undecided	5.7%	Undecided	5.1%	Others	5.7%	NNPP	6.9%	PDP	14.7%	PDP	11.0%
NNPP	-	Others	1.4%	Others	2.6%	NNPP	2.9%	Undecided	-	Others	3.2%	Others	5.5%
Others	-	NNPP	-	NNPP	-	Undecided	-	Others	-	NNPP	0.5%	NNPP	-
PLATEAU		NASARAWA		NIGER									
PDP	46.4%	Labour	35.9%	PDP	55.7%								
Labour	39.1%	PDP	30.8%	APC	26.1%								
APC	8.7%	APC	28.2%	Undecided	8.0%								
Undecided	5.8%	Undecided	5.1%	Labour	4.5%								
NNPP	-	NNPP	-	Others	3.4%								
Others	-	Others	-	NNPP	2.3%								
ONDO		OSUN		OYO									
APC	47.6%	PDP	45.6%	Labour	36.9%								
Labour	24.4%	Labour	19.1%	PDP	27.2%								
PDP	22.0%	APC	17.6%	APC	14.6%								
Undecided	4.9%	Undecided	14.7%	Undecided	10.7%								
Others	1.2%	Others	2.9%	NNPP	7.8%								
NNPP	-	NNPP	-	Others	2.9%								

The regional view provides a clearer definition of survey respondents' voting preferences (3 of 3)

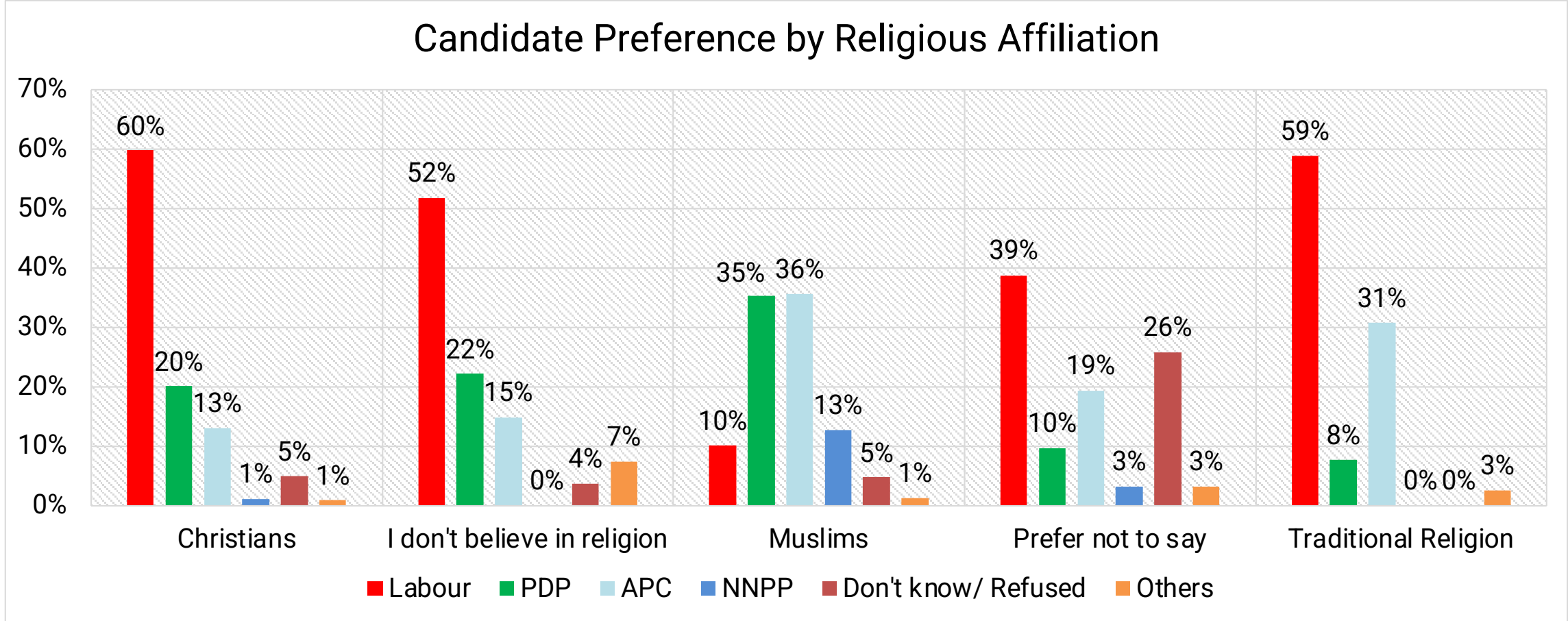
SOUTH EAST REGION					
ABIA		ANAMBRA		EBONYI	
Labour	93.8%	Labour	96.6%	Labour	80.5%
Undecided	3.1%	PDP	2.2%	PDP	12.2%
APC	1.5%	Undecided	1.1%	APC	4.9%
PDP	1.5%	APC	-	NNPP	2.4%
NNPP	-	NNPP	-	Undecided	-
Others	-	Others	-	Others	-
ENUGU		IMO			
Labour	87.5%	Labour	93.9%		
Undecided	9.7%	PDP	4.9%		
APC	2.8%	Undecided	1.2%		
NNPP	-	APC	-		
Others	-	NNPP	-		
PDP	-	Others	-		

SOUTH SOUTH REGION					
AKWA IBOM		BAYELSA		CROSS RIVER	
Labour	60.5%	Labour	62.9%	Labour	63.2%
PDP	25.9%	PDP	20.0%	PDP	20.6%
APC	8.6%	APC	11.4%	APC	14.7%
Undecided	4.9%	Undecided	5.7%	Others	1.5%
NNPP	-	NNPP	-	Undecided	-
Others	-	Others	-	NNPP	-
DELTA		EDO		RIVERS	
Labour	65.9%	Labour	76.9%	Labour	77.8%
PDP	30.7%	Undecided	10.3%	PDP	11.1%
APC	2.3%	PDP	9.0%	APC	7.7%
Undecided	1.1%	APC	2.6%	Undecided	2.6%
NNPP	-	Others	1.3%	NNPP	0.9%
Others	-	NNPP	-	Others	-

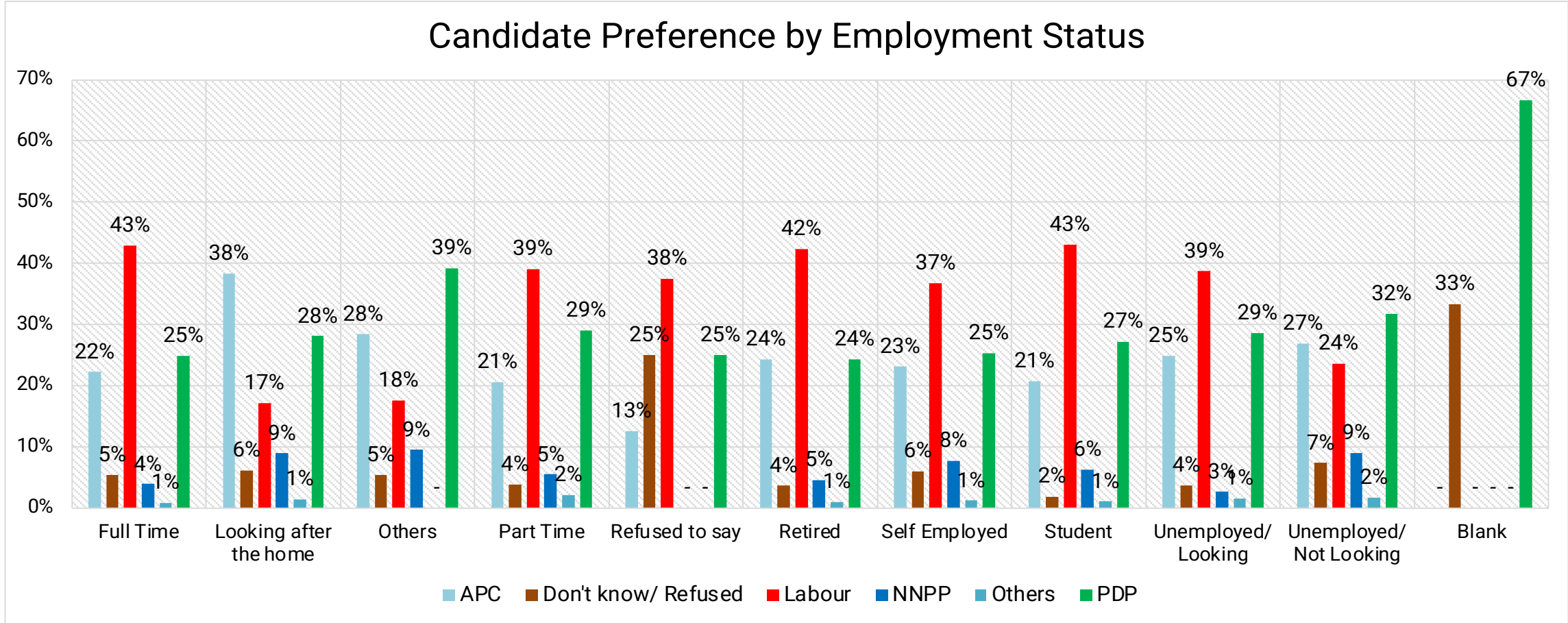
Labour Party has the highest preference across the different age ranges but is statistically tied with the other leading parties for the 65-74 range.



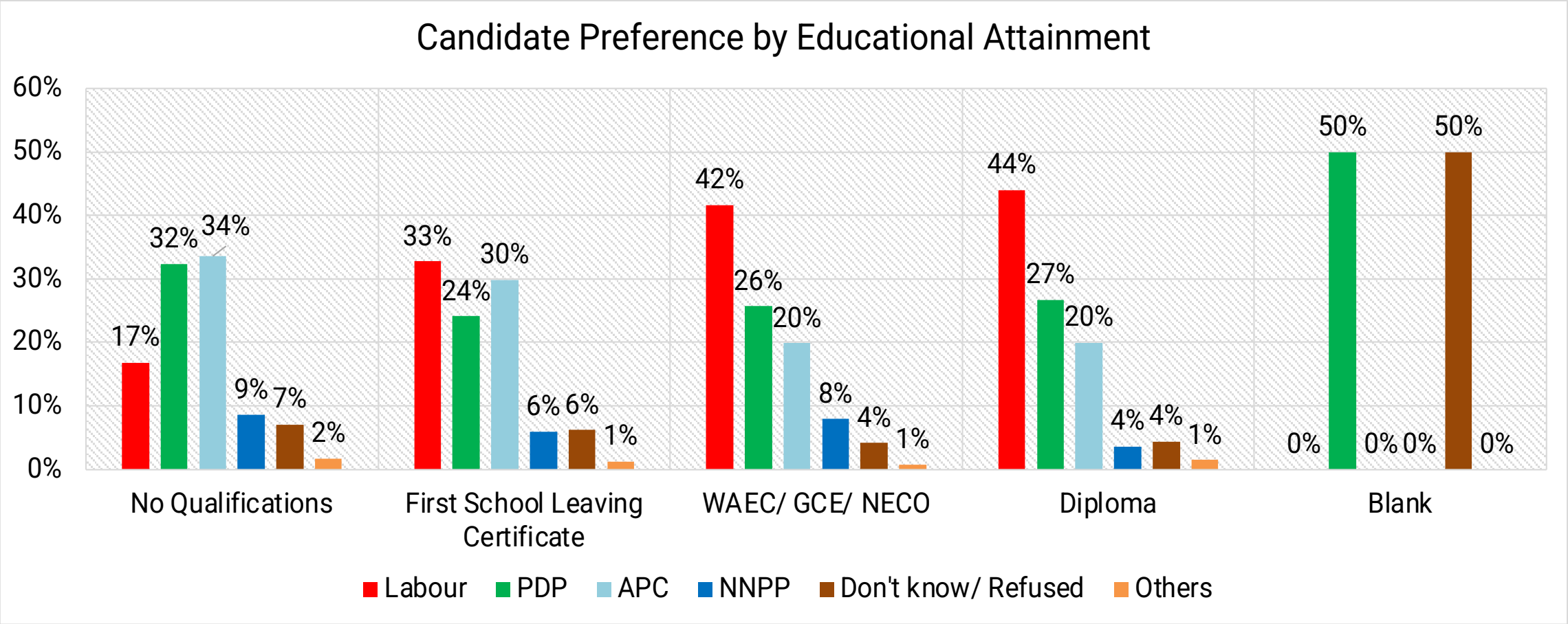
Labour Party has the highest preference amongst the different religious and non-religious groups except for Muslims. PDP and APC are tied for the Muslim votes.



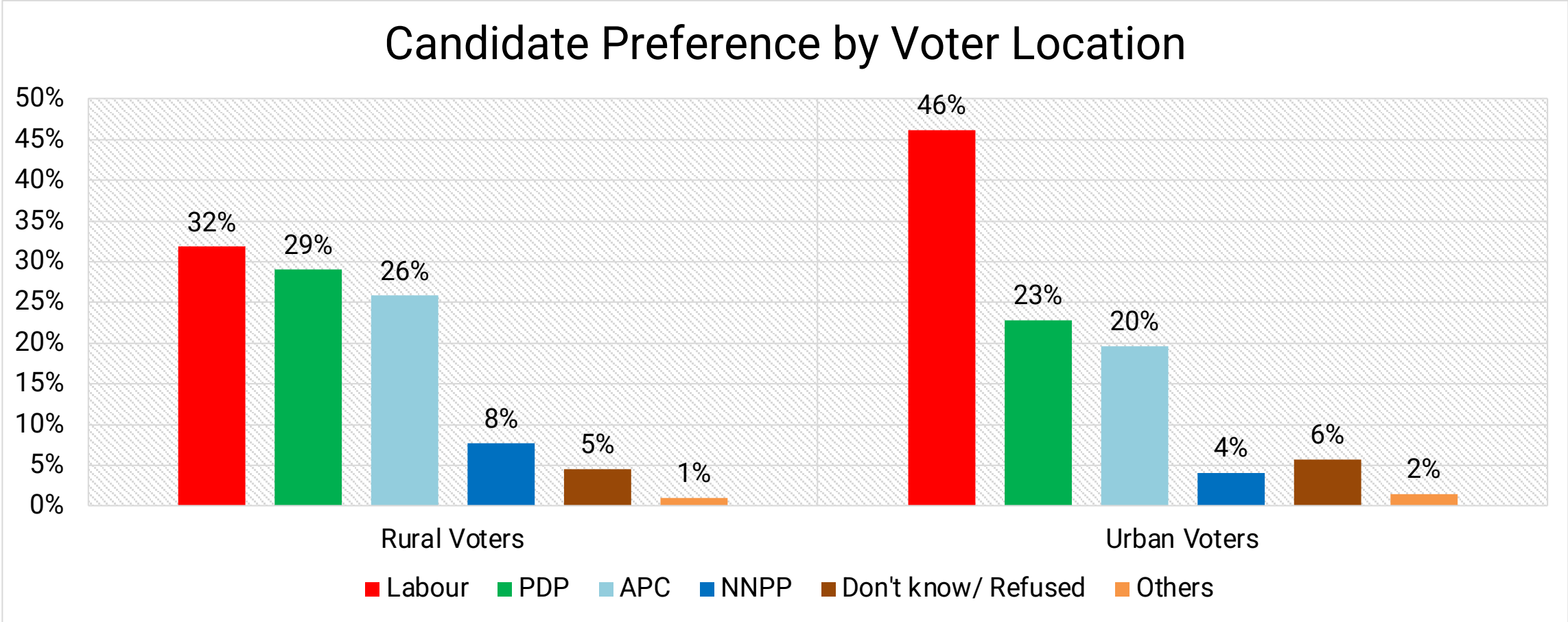
Labour Party has the highest voter preference across most of the employment classifications.



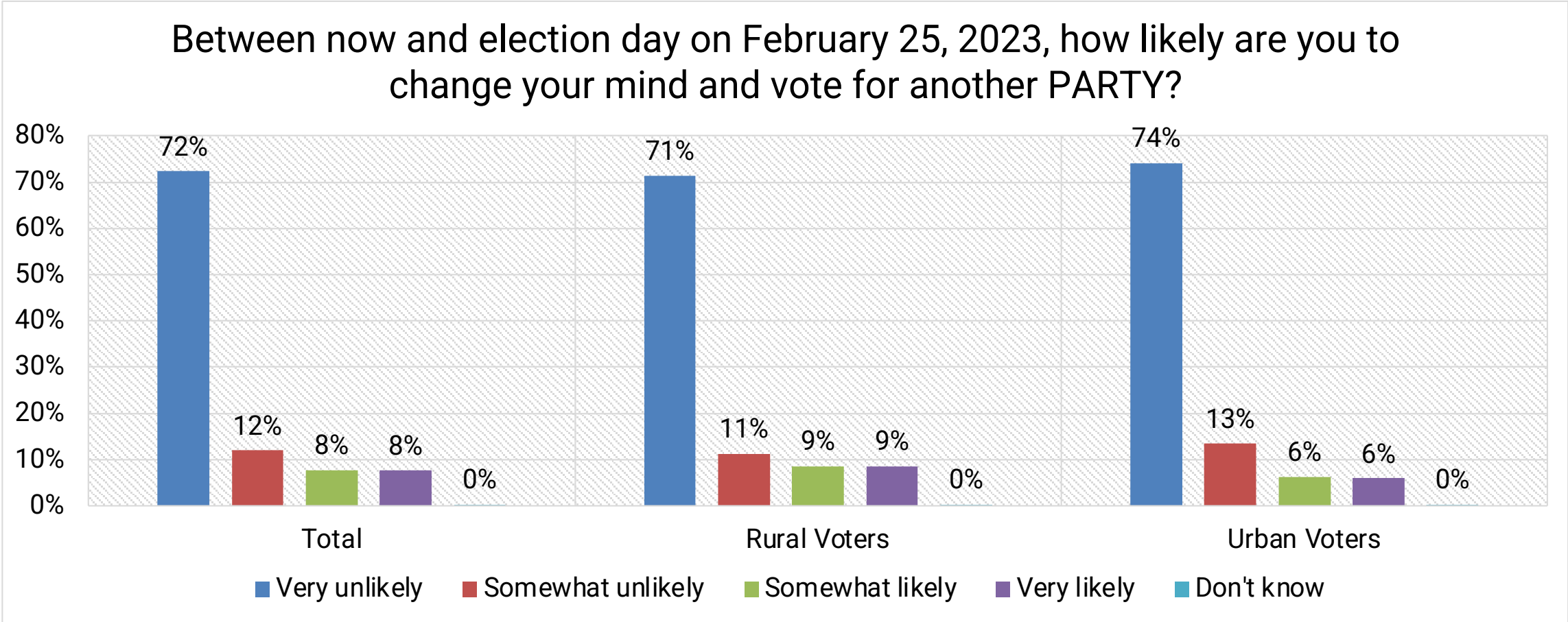
Labour Party is preferred across most of the educational attainment groups.



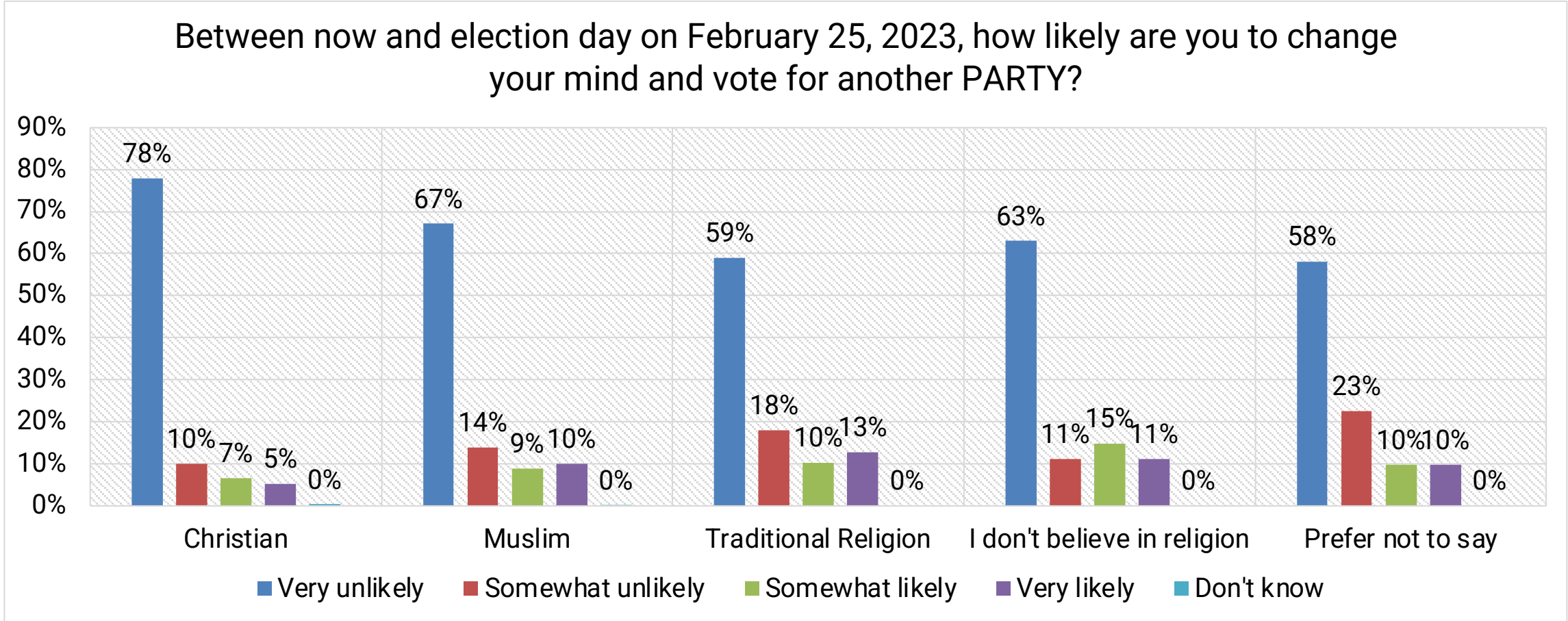
Labour Party has the highest preference of urban voters but a marginal preference over other leading political parties amongst the rural voters.



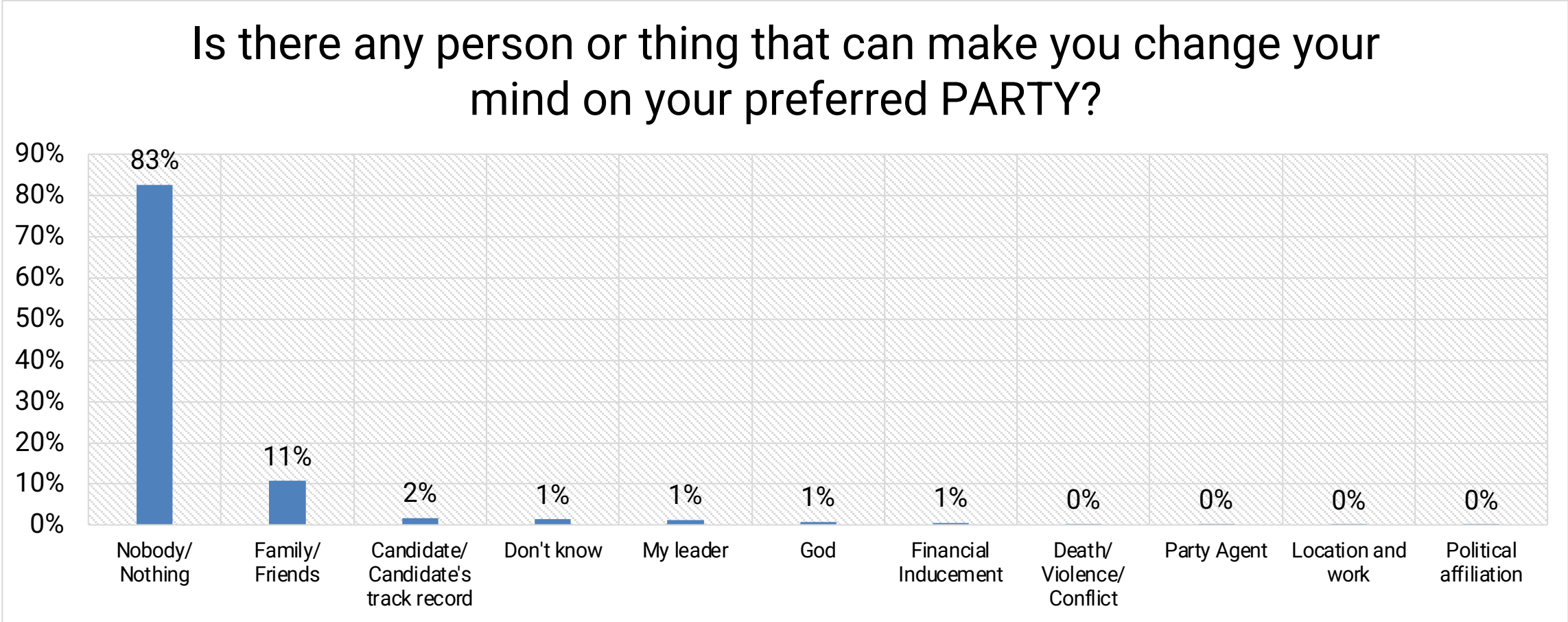
72 percent of respondents have made up their minds as to who to vote for. This position is consistent between rural and urban voters.



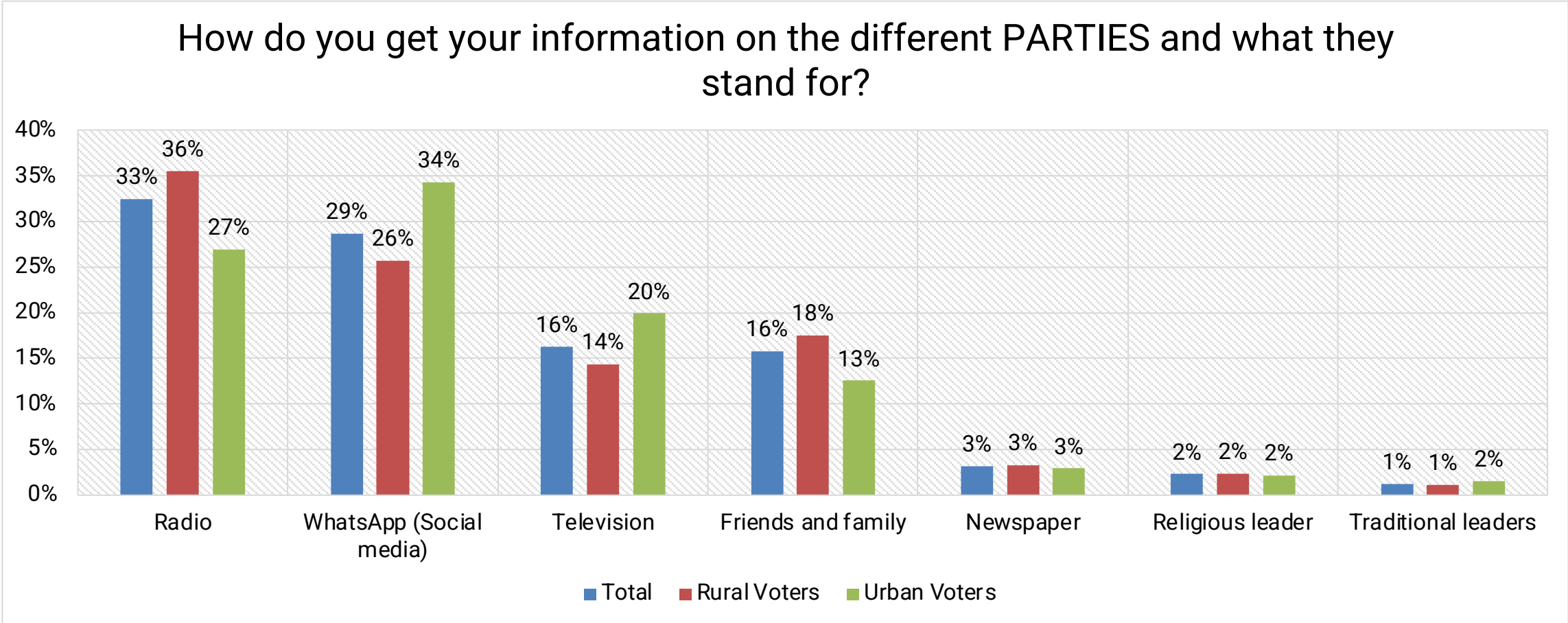
Over 70 percent of respondents (irrespective of religious affiliation) stated that they are unlikely to change their preferred political party before election day.



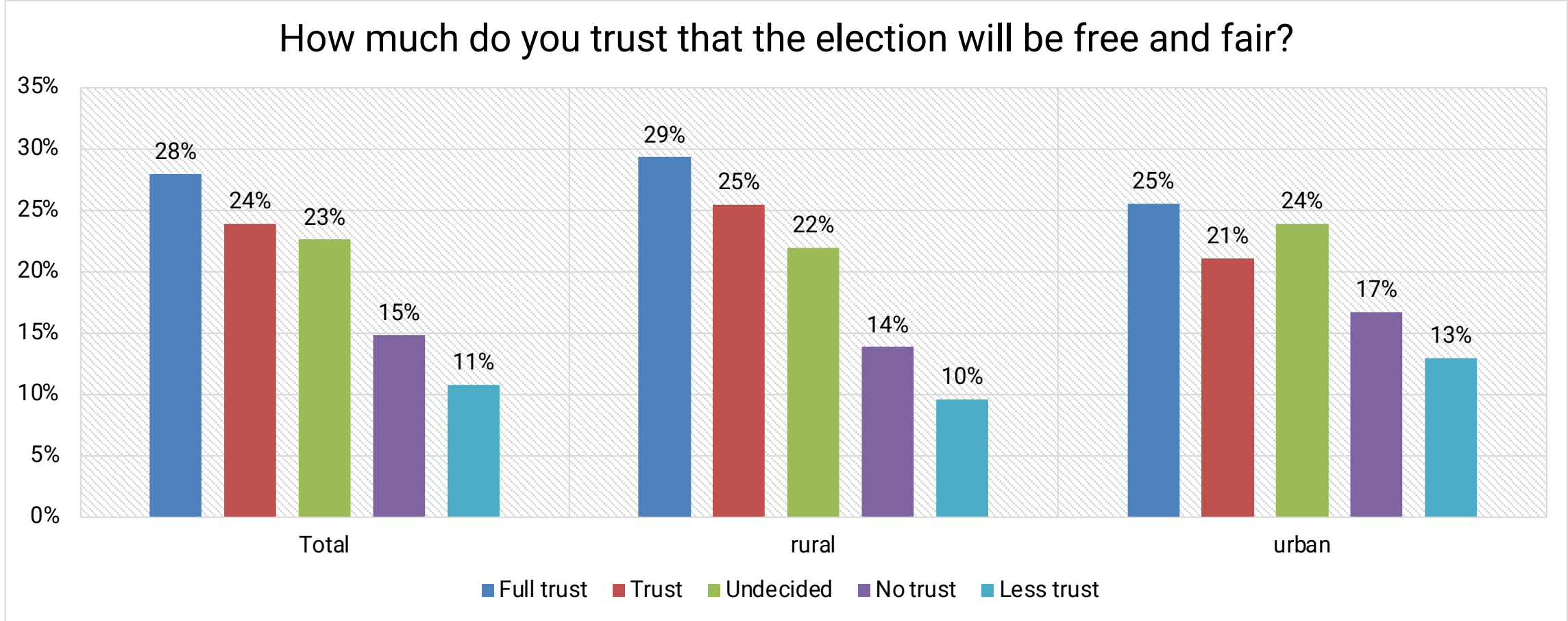
Eight out of ten respondents stated that no person or thing would make them change their preferred party before the elections.



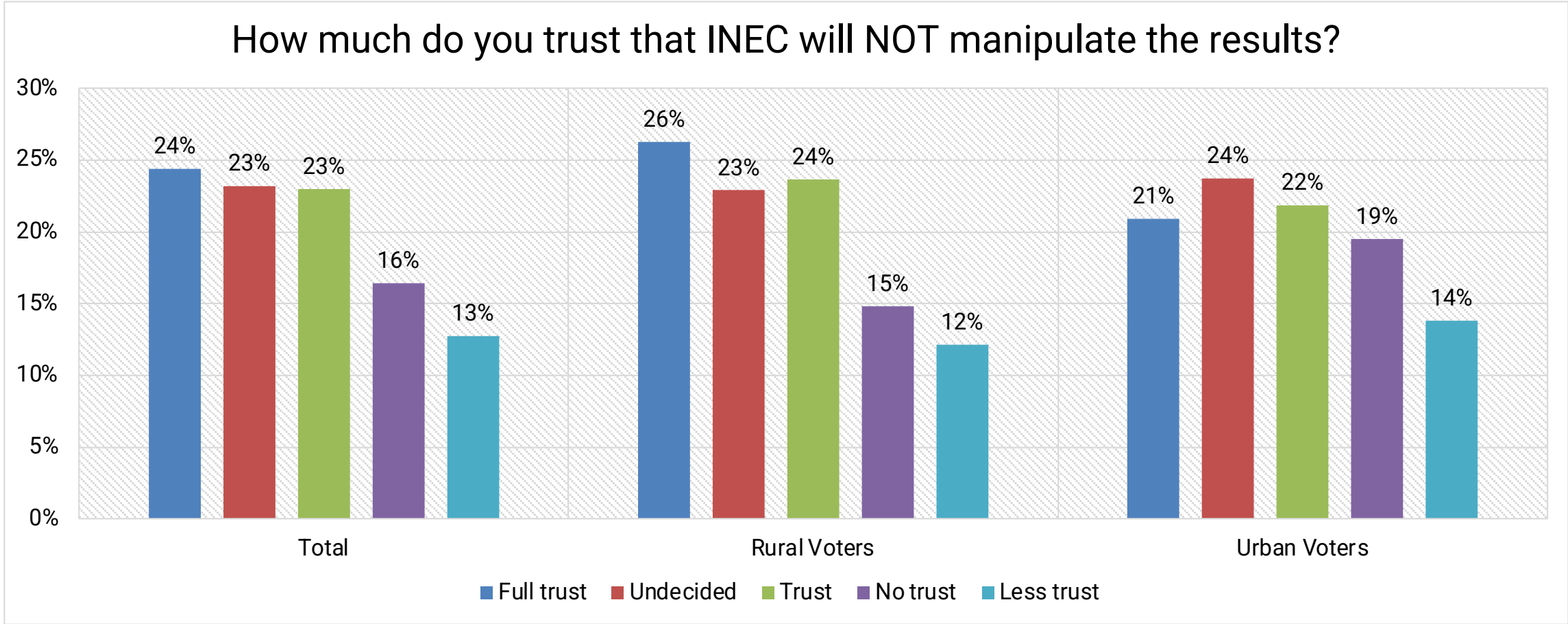
Radio and WhatsApp will be the key communication channels for political parties ahead of the election day.



Half of the respondents – across rural and urban communities – trust that the elections would be free and fair. About a quarter do not trust the system.



47 percent of respondents trust that INEC will not manipulate the results. 29 percent do not trust INEC, while 23 percent are unsure. The results are consistent across rural and urban voters.



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info@thenextier.com

+234 913 130 3903