

PRESS RELEASE

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POTENTIAL RUNOFF FOR NIGERIA'S 2023 PRESIDENTIAL ELECTIONS

A recent face-to-face nationwide poll on Nigeria's 2023 presidential elections shows Labour Party leading the voters' preference at 37 percent of the survey respondents. The People's Democratic Party (PDP) secured 27 percent of the survey responses, while the All Progressives Congress secured 24 percent, with the New Nigeria Peoples Party at 6 percent.

Nextier, an Africa-focused consulting firm, conducted its second presidential poll on Friday, January 27, 2023, four weeks before the scheduled presidential elections. The team used a sample size of 3,000 respondents and generated a margin of error of 2 percent at a 95 percent confidence interval. The survey sample represented the age and gender demographics in Nigeria's 36 states and the Federal Capital Territory.

Although Labour Party secured the highest voter preference, it is unlikely to secure an outright first-round victory. None of the presidential candidates met both criteria for victory in the first round: a majority of votes cast and 25 percent in two-thirds of the states. The survey results show that Labour Party can achieve 25 percent of the votes in 23 states. Therefore, the presidential election could head to a runoff between Peter Obi and Atiku Abubakar or Bola Tinubu.

Most registered voters (72 percent) have decided on their preferred party. This result is consistent across rural and urban voters. Similarly, the survey data demonstrates that respondents are certain in their choices. Eighty-three percent of the respondents indicated that nothing would make them change their preferred party before the elections. It is important to note that the survey questionnaire showed the party logos and names instead of the candidates' names or images.

Voter turnout in the 2023 presidential election could be significantly higher than in 2019. For instance, 77 percent of respondents indicated that they 'will vote' in this election, while 63 percent stated that they "will definitely vote." This level of commitment was consistent across all age and gender demographics in rural and urban communities.

Despite the voter commitment, turnout could be depressed by a combination of factors: insecurity, concerns about the freedom and fairness of the election, and concerns about the impartiality of Nigeria's Independent National Electoral Commission (INEC). Only 52 percent of the respondents trust that the elections will be free and fair. Only 47 percent of respondents trust that INEC will not manipulate the results.

Radio (33 percent) and WhatsApp/social media (29 percent) should be the key communication channels for political parties ahead of the election day. About 16 percent of respondents said they get information on the candidates and the political parties from their families and friends.

The same percentage get their information from television. Only 2 percent get their information from their religious leaders, while 1 percent get theirs from traditional leaders. There are slight variations between urban and rural voters.

Nextier Founding Partner, Patrick O. Okigbo III, stated that the presidential election is shaping to be one of the most keenly contested races in recent decades. “It is exciting to see Nigerians take their civic responsibilities seriously.” He confirmed that, in addition to the two national polls, Nextier would continue to provide data analysis and insights on Nigeria's elections and other development issues.

In summary, although the Labour Party secured the highest voter preference, Nigeria's 2023 presidential elections will likely go into a second-round runoff with Peter Obi and one of either Atiku Abubakar or Bola Tinubu. See the graphs on the next page.

About Nextier

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.

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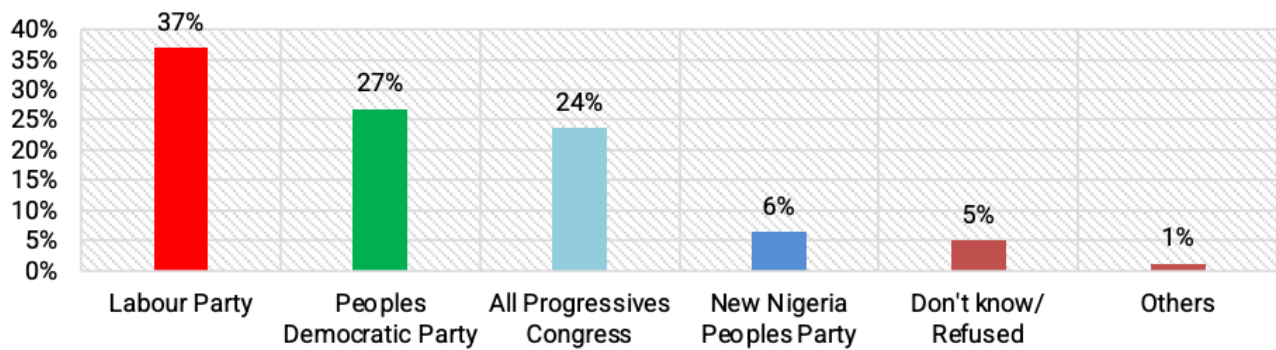
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The next Nigerian Presidential Election will hold in February 2023. If that election was today, for which party would you vote?



NORTH WEST REGION					
JIGAWA		KANO		KADUNA	
APC	47.3%	NNPP	57.9%	APC	42.7%
PDP	39.6%	APC	19.3%	PDP	29.0%
NNPP	11.0%	PDP	12.9%	Labour	22.6%
Labour	2.2%	Labour	4.5%	NNPP	4.8%
Undecided	-	Undecided	3.5%	Others	0.8%
Others	-	Others	2.0%	Undecided	-
KEBBI		SOKOTO		ZAMFARA	
PDP	49.3%	PDP	61.0%	APC	55.1%
APC	34.8%	APC	18.2%	PDP	39.1%
Labour	10.1%	NNPP	9.1%	NNPP	4.3%
Undecided	4.3%	Undecided	6.5%	Labour	1.4%
Others	1.4%	Labour	5.2%	Undecided	-
NNPP	-	Others	-	Others	-

NORTH EAST REGION					
ADAMAWA		BAUCHI		BORNO	
APC	33.8%	PDP	60.0%	APC	62.9%
Labour	30.8%	APC	30.0%	PDP	32.6%
PDP	29.2%	Undecided	5.0%	NNPP	3.4%
NNPP	6.2%	NNPP	4.0%	Labour	1.1%
Undecided	-	Labour	1.0%	Undecided	-
Others	-	Others	-	Others	-
GOMBE		TARABA		YOBE	
APC	41.2%	PDP	51.0%	APC	46.9%
PDP	35.3%	APC	25.5%	PDP	32.7%
NNPP	11.8%	Labour	21.6%	NNPP	10.2%
Labour	7.8%	Undecided	2.0%	Labour	6.1%
Others	3.9%	NNPP	-	Undecided	4.1%
Undecided	-	Others	-	Others	-

NORTH CENTRAL REGION					
BENUE		KOGI		KWARA	
Labour	46.1%	APC	41.4%	APC	35.9%
APC	30.3%	Labour	25.7%	PDP	30.8%
PDP	20.2%	PDP	25.7%	Labour	25.6%
Undecided	3.4%	Undecided	5.7%	Undecided	5.1%
NNPP	-	Others	1.4%	Others	2.6%
Others	-	NNPP	-	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%

FCT	
ABUJA	
Labour	62.9%
PDP	20.0%
APC	8.6%
Others	5.7%
NNPP	2.9%
Undecided	-

SOUTH WEST REGION					
EKITI		LAGOS		OGUN	
Labour	36.2%	Labour	39.4%	Labour	36.3%
PDP	34.5%	APC	25.2%	APC	35.2%
APC	22.4%	Undecided	17.0%	Undecided	12.1%
NNPP	6.9%	PDP	14.7%	PDP	11.0%
Undecided	-	Others	3.2%	Others	5.5%
Others	-	NNPP	0.5%	NNPP	-
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%

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	-

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	-		