

Public Attitudes in Nigeria
August 24-30th 2018

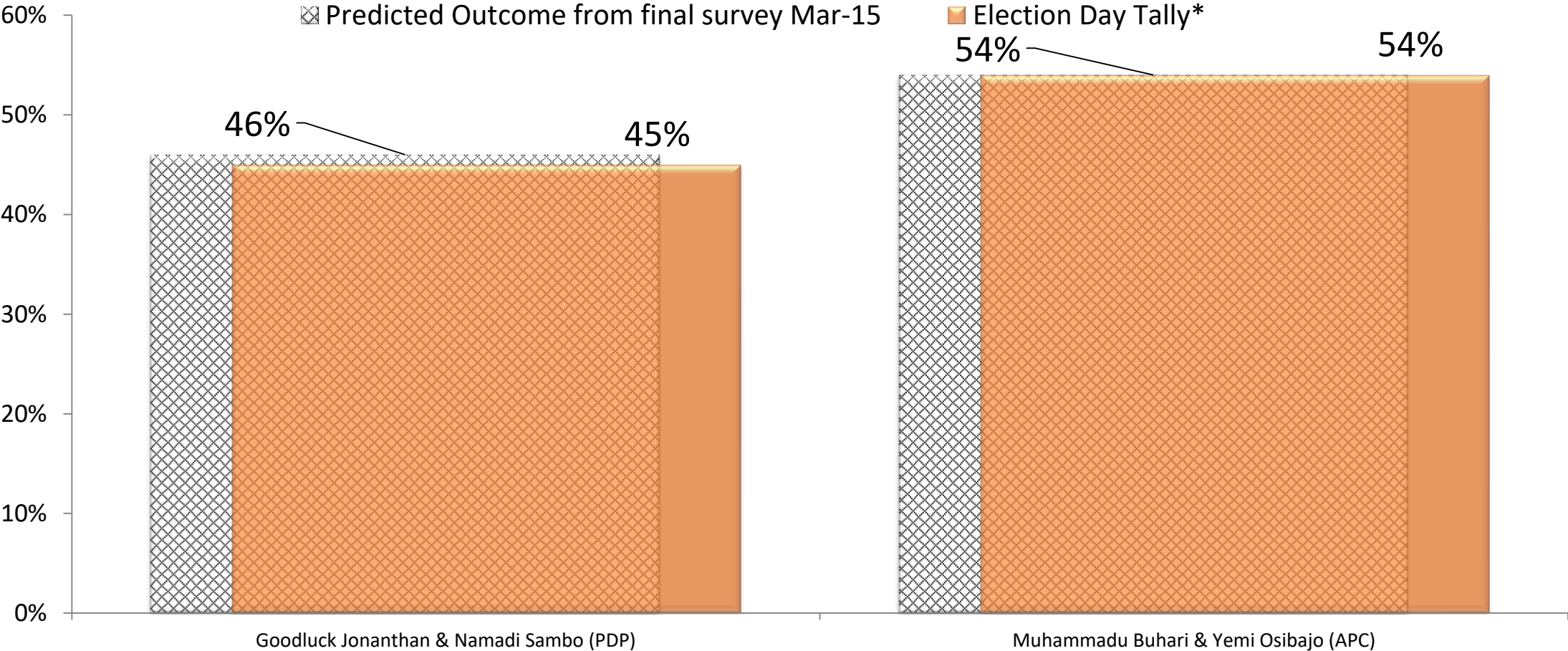
Williams and Associates
Opinion Research and Consulting

Survey Specifications

- Data was collected in the field by an international survey research firm operating in Nigeria, under the supervision of Williams and Associates of Salem, Massachusetts.
- Interviews were collected using the in-person, face-to-face methodology by trained professional interviewers using a multi-stage stratification proportionate to population sample distribution, with random selection of households and respondents using the Kish method.
- Stratification is based on geographic and demographic population distributions conform to the most recent generally accepted official statistics available.
- A total of 1544 interviews were completed yielding an overall margin of error of ± 2.50 percent at the midrange of the 95 percent confidence level.
- The survey interviewing was conducted from August 24, through August 30, 2018.
- Interviews were conducted in English and local dialects as appropriate.
- The information in this report has been compiled in accordance with international standards for market and social research methodologies.
- Figures in charts and tables may not sum to 100 percent due to rounding.

Same team and methodology that got 2015 Presidential Election right

Here is a list of candidates for President and Vice President? For which of these teams will you vote?



* Source Independent National Electoral Commission (INEC)

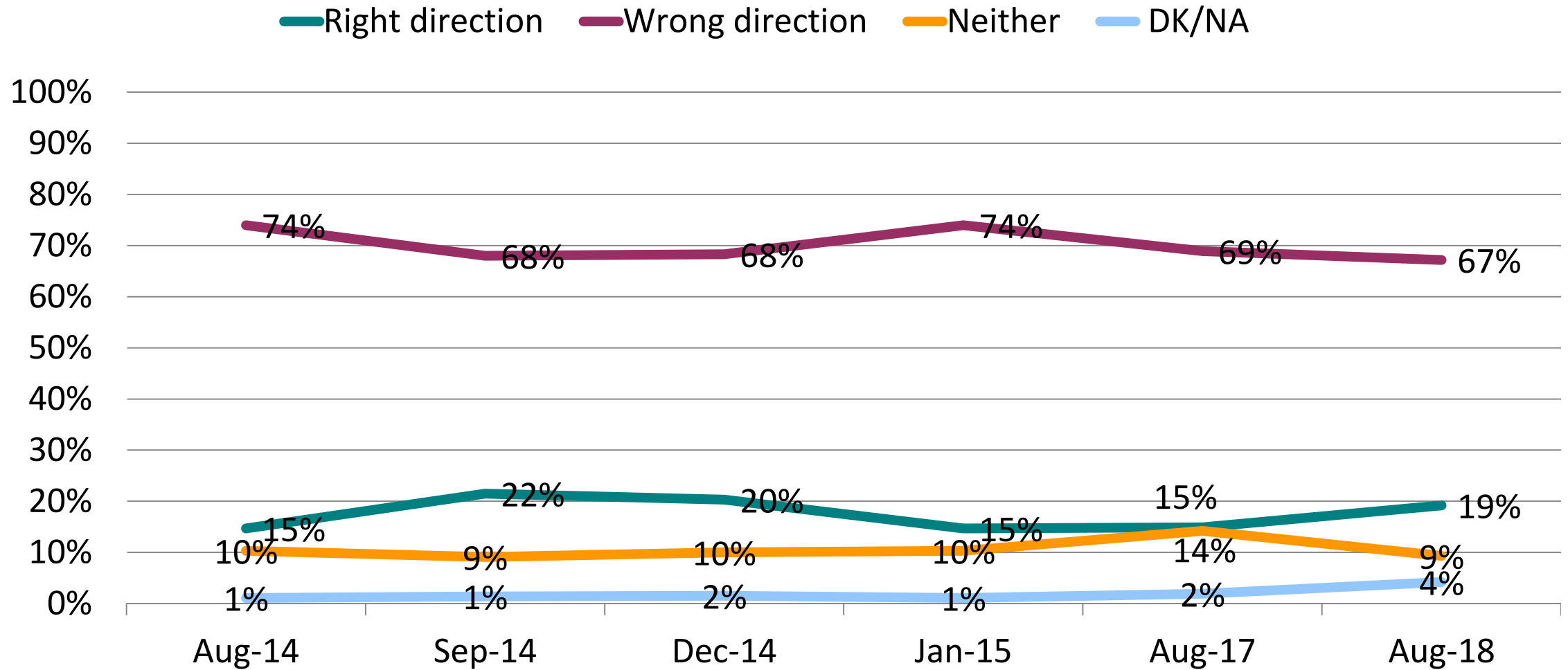
- Over 6/10 Nigerians believe the country is going in the wrong direction and two thirds of the country do not believe Buhari deserves re-election.
- Unlike 2015, corruption as an issue is considerably less important than employment and poverty alleviation – the people are looking for a President who can address these issues.
- It's clear Atiku is the best positioned candidate to beat Buhari. Atiku bests all other PDP candidates in head-to-head matchups demonstrating a wider base support than other potential challengers.
- The second option after Atiku in each head to head with other PDP candidates was 'don't know' which indicates they lack the saliency of Atiku who scores over 50% against each of them.
- PDP outperforms APC in National Assembly vote 56% to 32%, a lead of 24% up from 5% just one year ago.
- There is no structural advantage to either presidential candidate on PVC card holders or among "Very Likely Voters" as there was in 2015, which hurt Goodluck so badly.
- On which party the public will support in the National Assembly, the PDP is ahead of the APC by 24%.

Issues and the Issue Environment

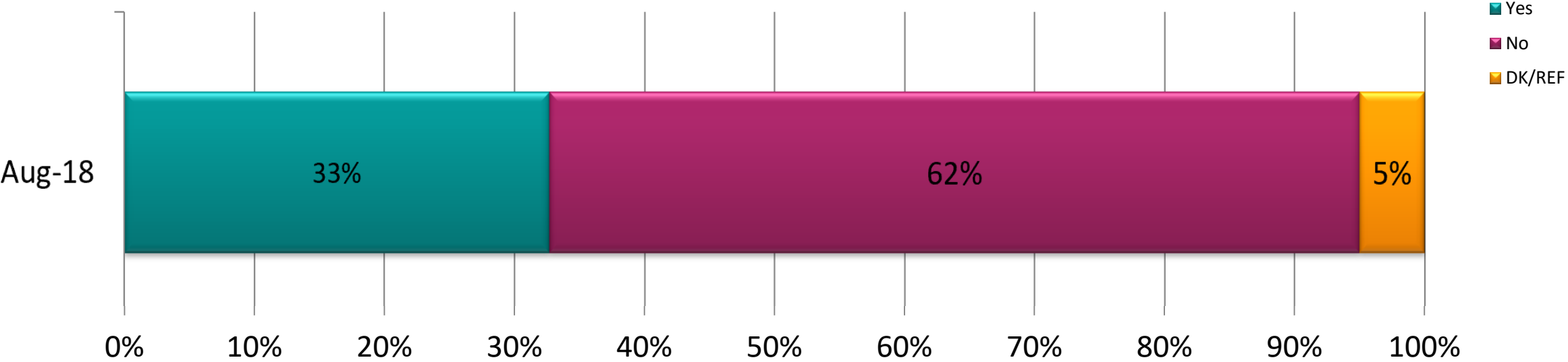
- The priority issues are, and will be, Jobs and the economy (Poverty). All communications need to concentrate on these.
- Whilst Corruption as an issue overall is up 4 points from 2017, it is significantly behind jobs, poverty, and drug issues. Interestingly, as an issue in deciding who to vote for as President it has gone down 4 points.
- Restructuring, when prompted on stand alone question series has grown in importance from 2017. Those responding it is “Very” or “Somewhat” Important has grown by 17 points from 62% to 79%. With 85% in SW.
- One reason why restructuring is not gaining traction as an issue in “top of mind” non-prompted responses is due to dominance of the economic issues and possibly the perception that decentralizing power to the states may actually increase corruption. This needs to be addressed as a possible area of opposition attack.
- Right Direction/Wrong Direction is only 1% off where it was at a similar point in the last presidential cycle.
- Improving expectation of future growth in the economy in the coming year is often a precursor of change in government, we view this as a positive NOT a negative for Atiku.

MOOD OF COUNTRY

In general would you say things in Nigeria are moving in the right direction or the wrong direction?

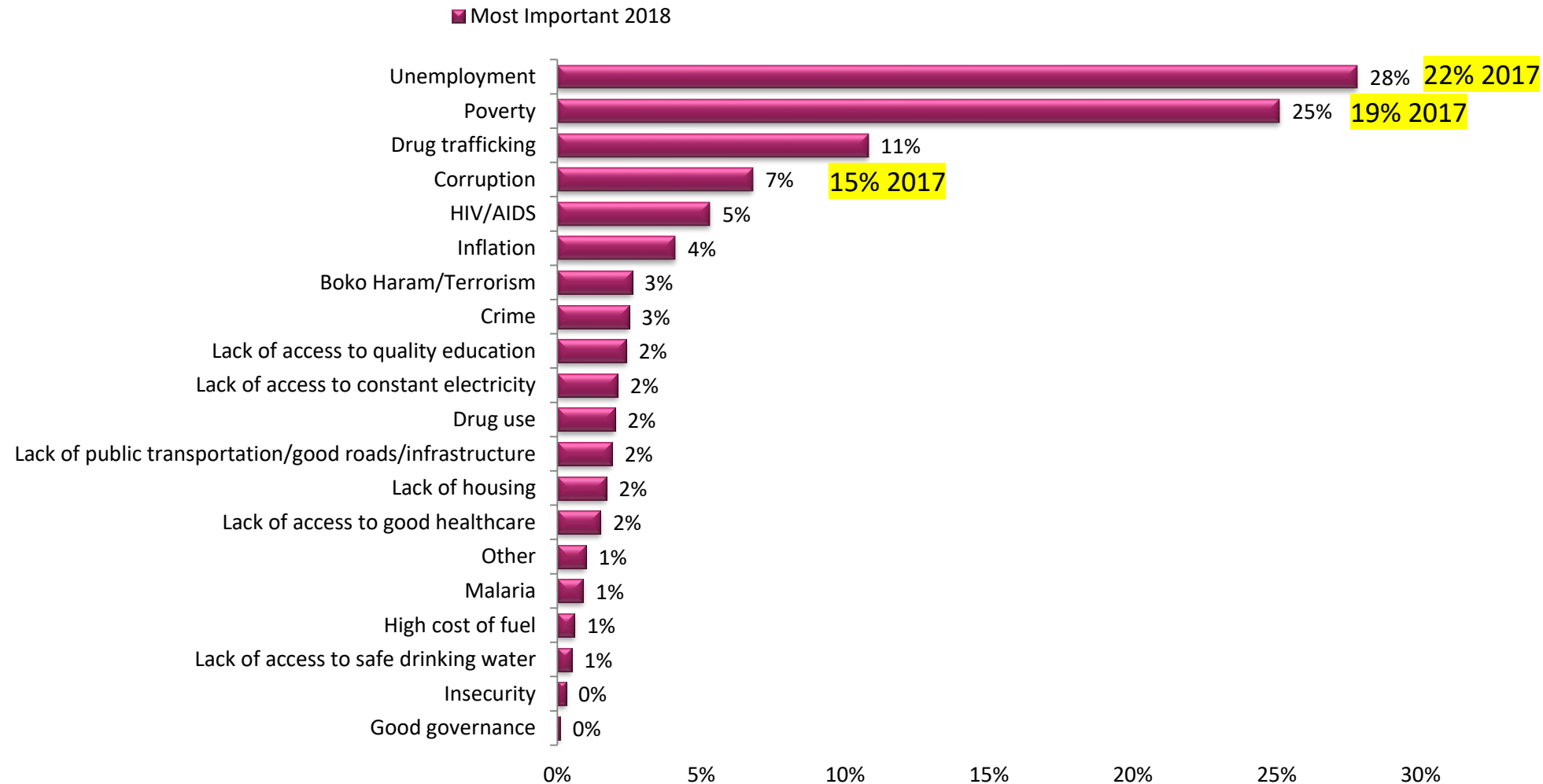


Would you say that Muhammadu Buhari has done his job as President well enough to deserve re-election?

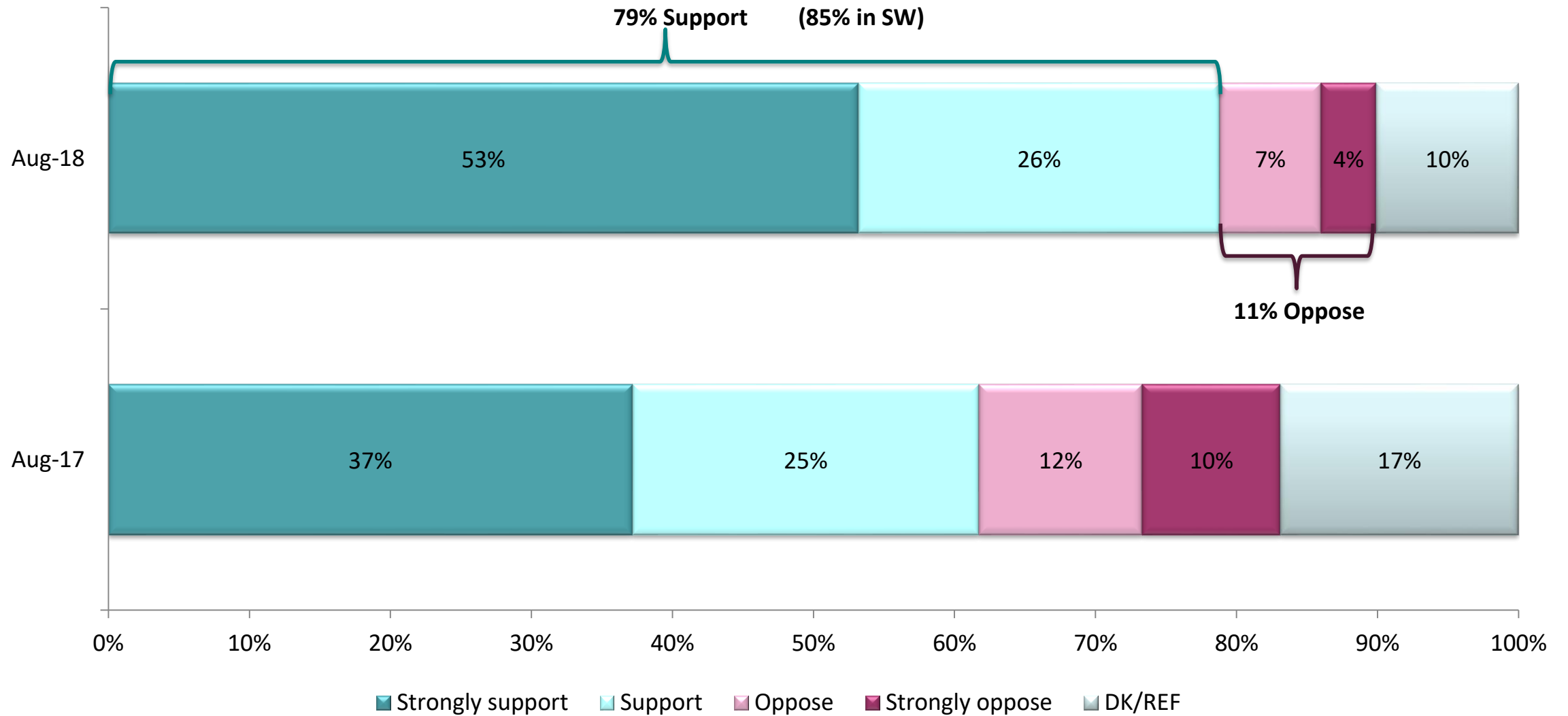


ISSUES

Here is a list of issues. Which ONE of these issues would you say is MOST important?

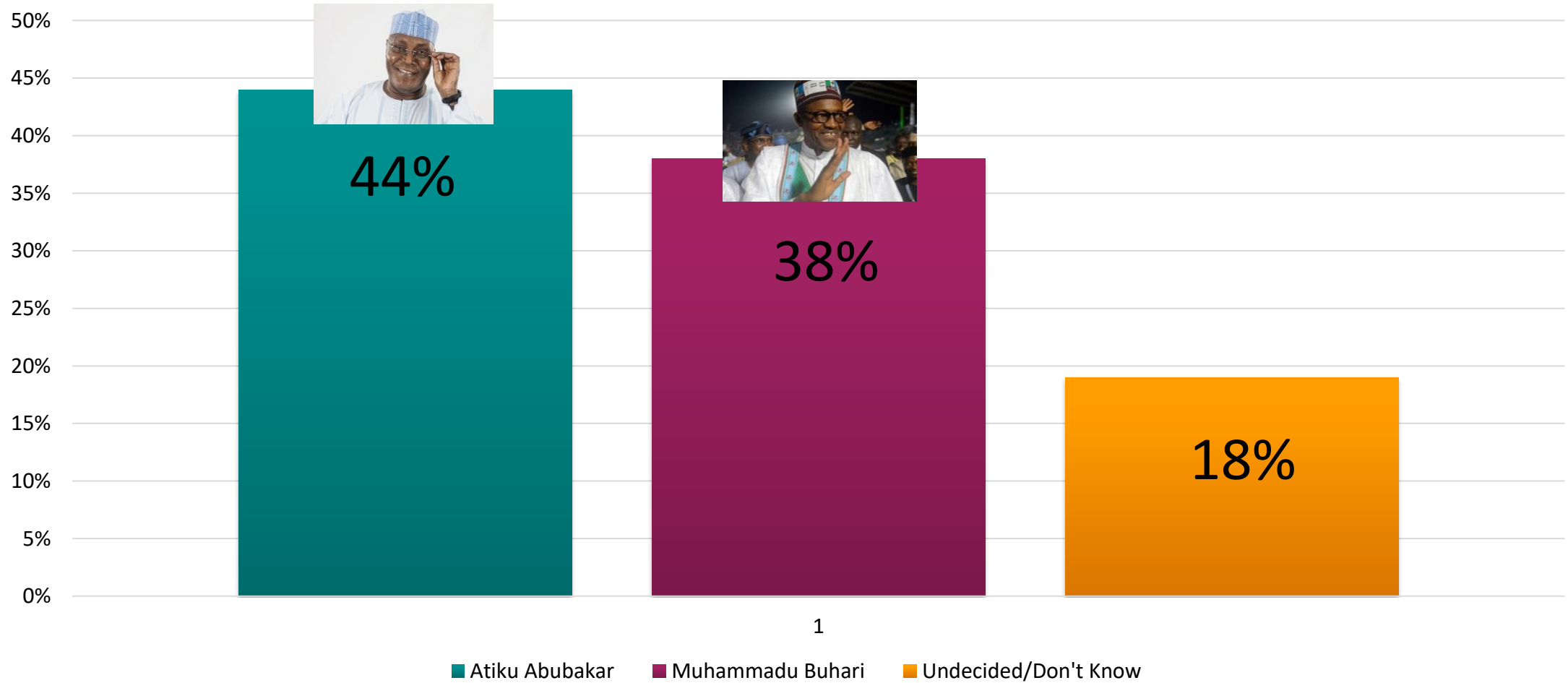


Considering your current knowledge of the issue do you strongly support, support, oppose, or strongly oppose the restructuring of Nigeria?

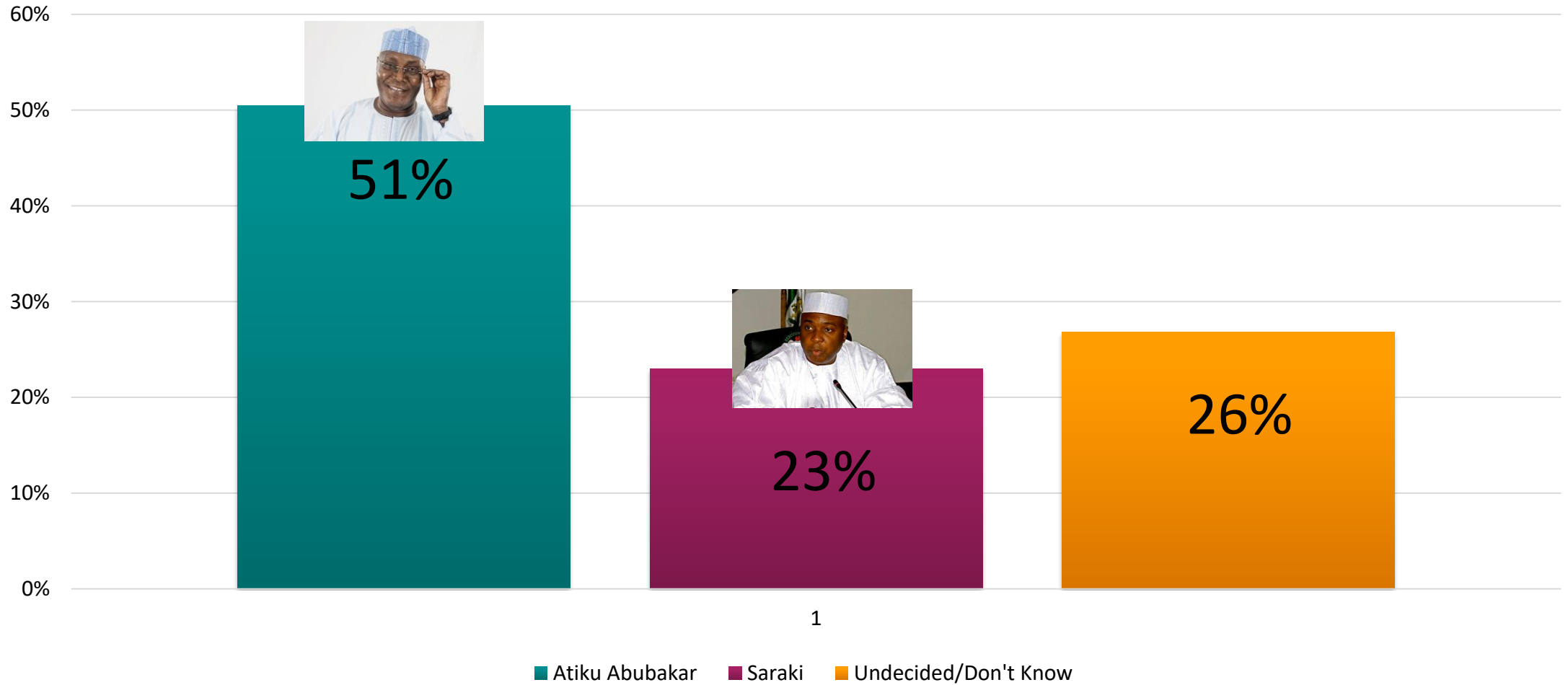


HEAD TO HEADS

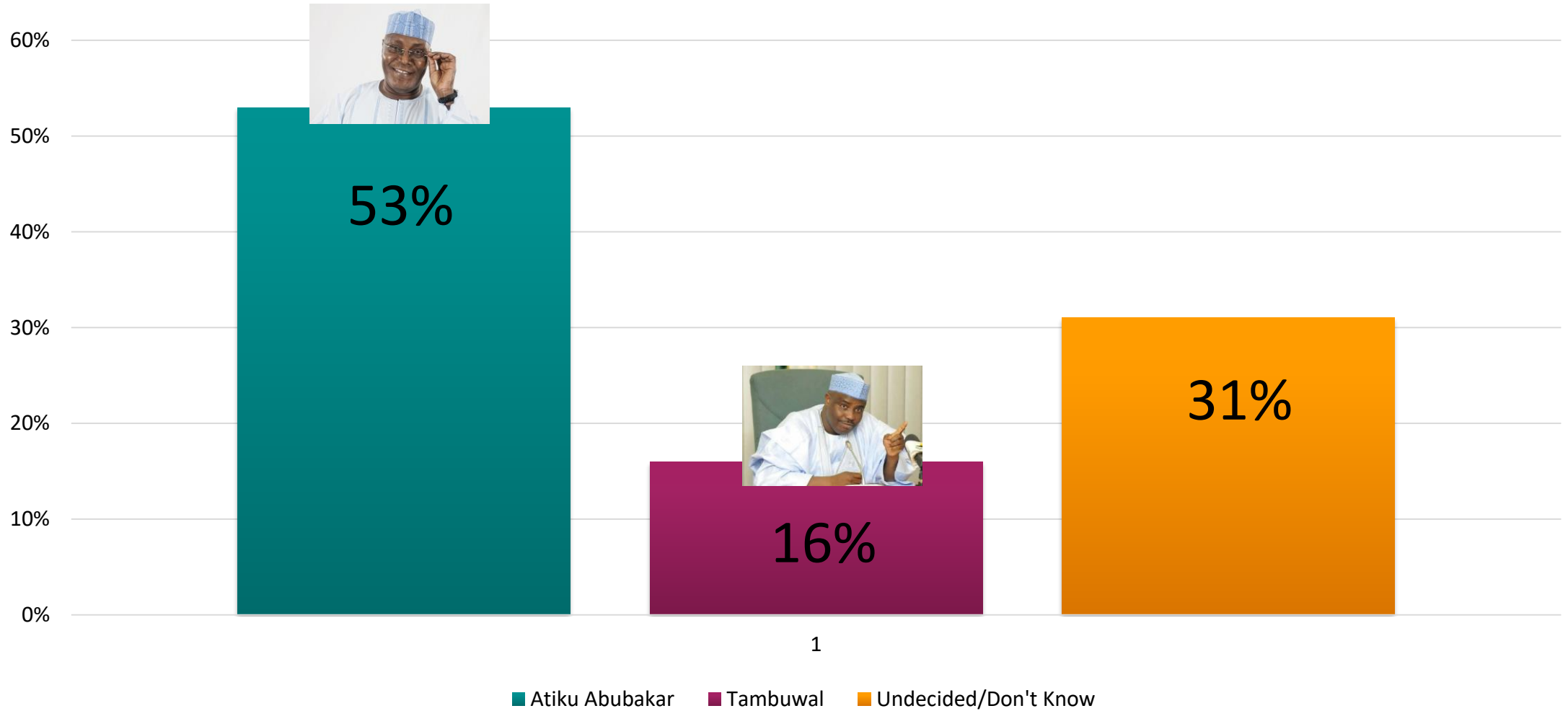
If presidential elections were held today, who would you vote for if the choice was between Atiku Abubakar or Muhammadu Buhari?



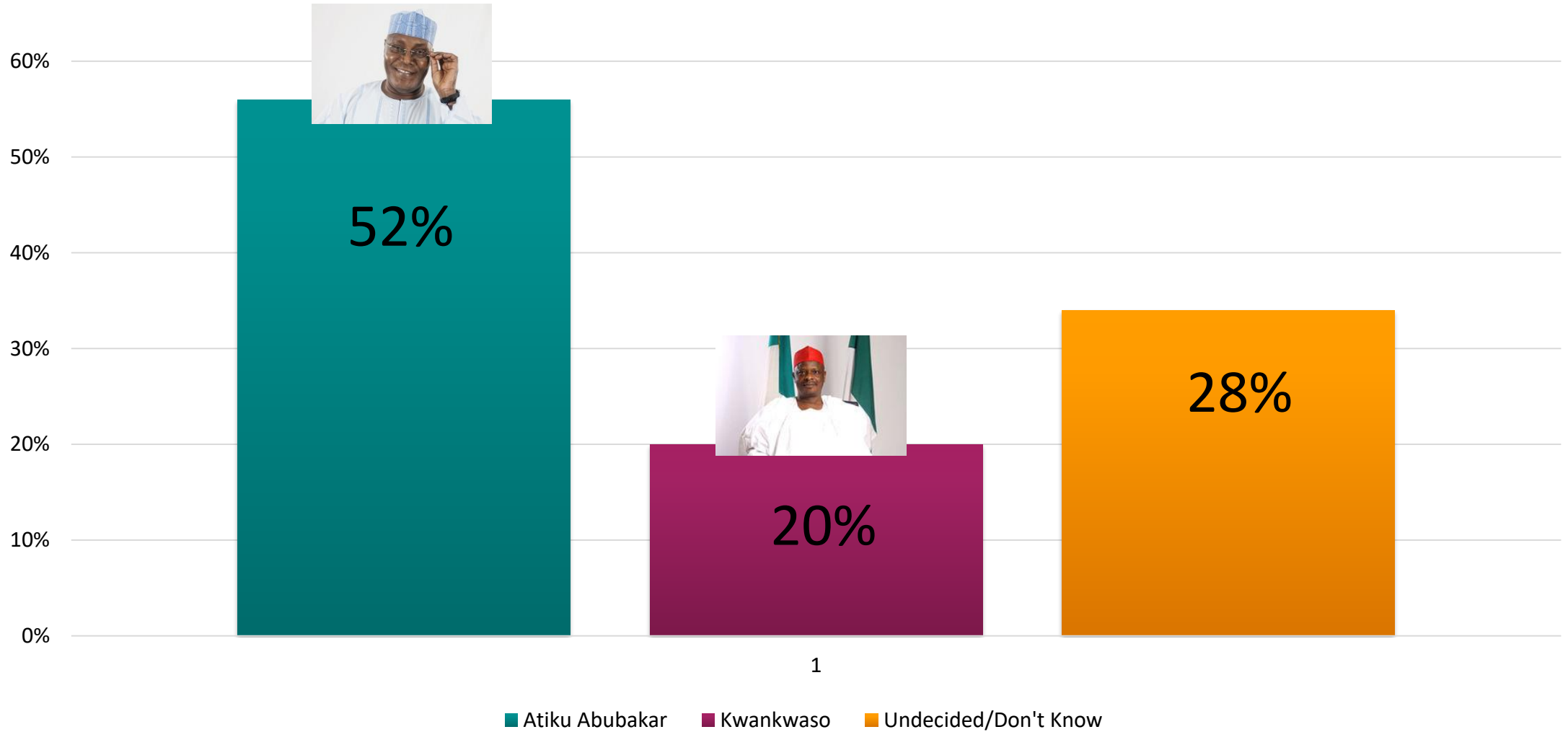
If presidential elections were held today, who would you vote for if the choice was between Atiku Abubakar or Bukola Saraki?



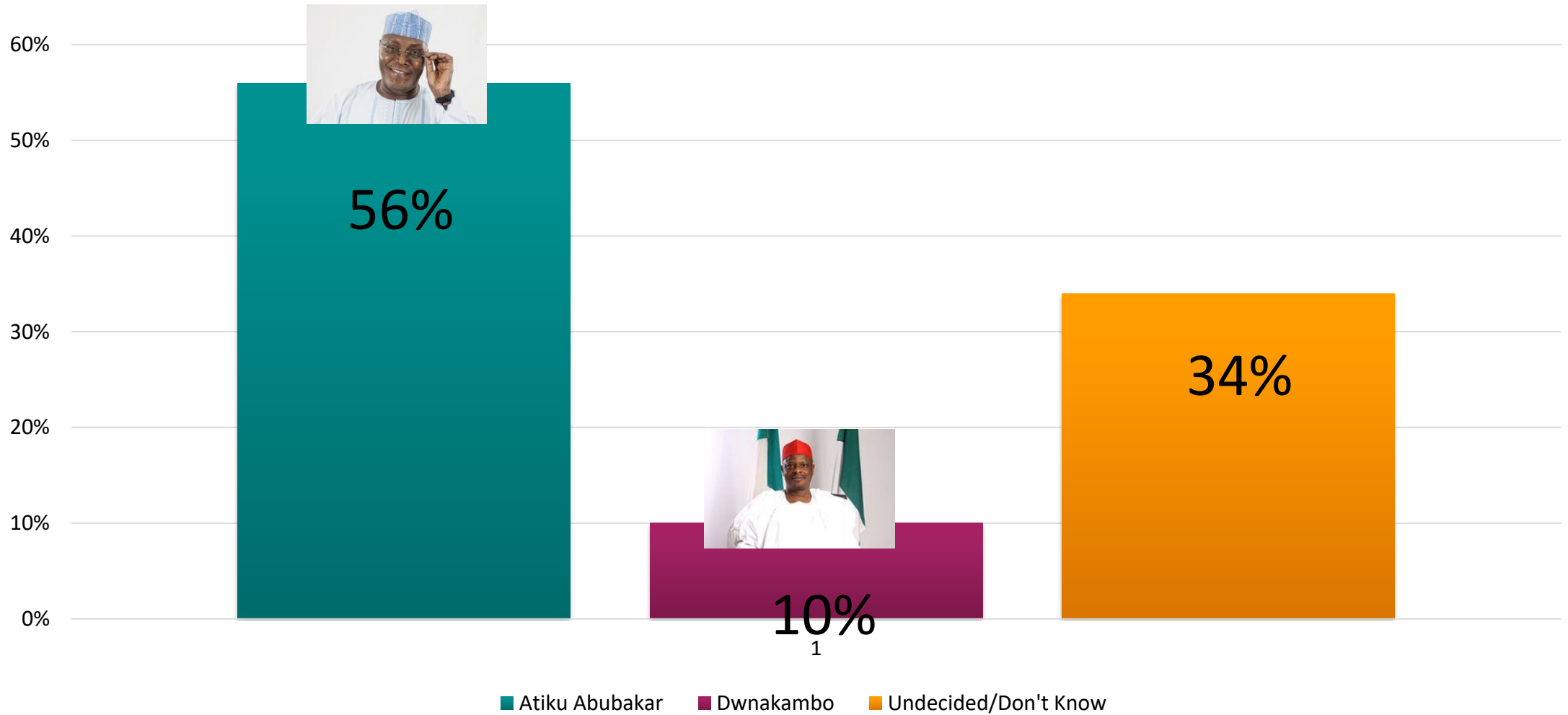
If presidential elections were held today, who would you vote for if the choice was between Atiku Abubakar or Amino Tambuwal?



If presidential elections were held today, who would you vote for if the choice was between Atiku Abubakar or Rabiuh Kwankwaso?



If presidential elections were held today, who would you vote for if the choice was between Atiku Abubakar or Ibrahim Dwanakambo?



It is clear that Atiku Abubakar has the strongest affinity with the voting public beating Buhari as well as decisively ahead of all of the PDP candidates.

On all head to heads Atiku scores over 50% with 'don't knows/undecideds' coming second to him above any other alternative candidate.

PARTY PLATFORM

***If elections for National Assembly were held today for which political party's candidate would you vote?
(Responses over 1%).***

