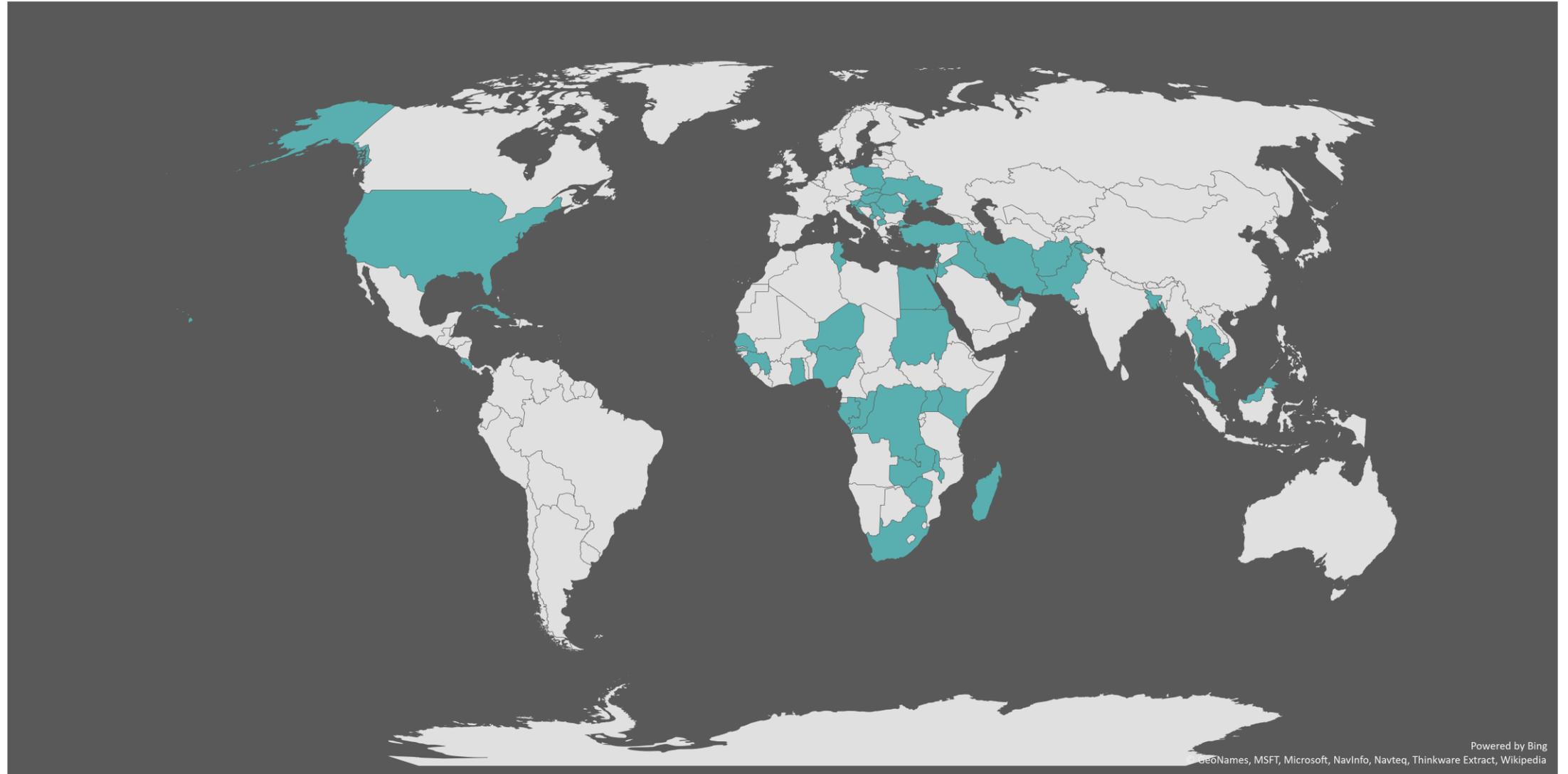


Public Attitudes in Nigeria
January 2019

Williams and Associates
Opinion Research and Consulting

Our Global Experience

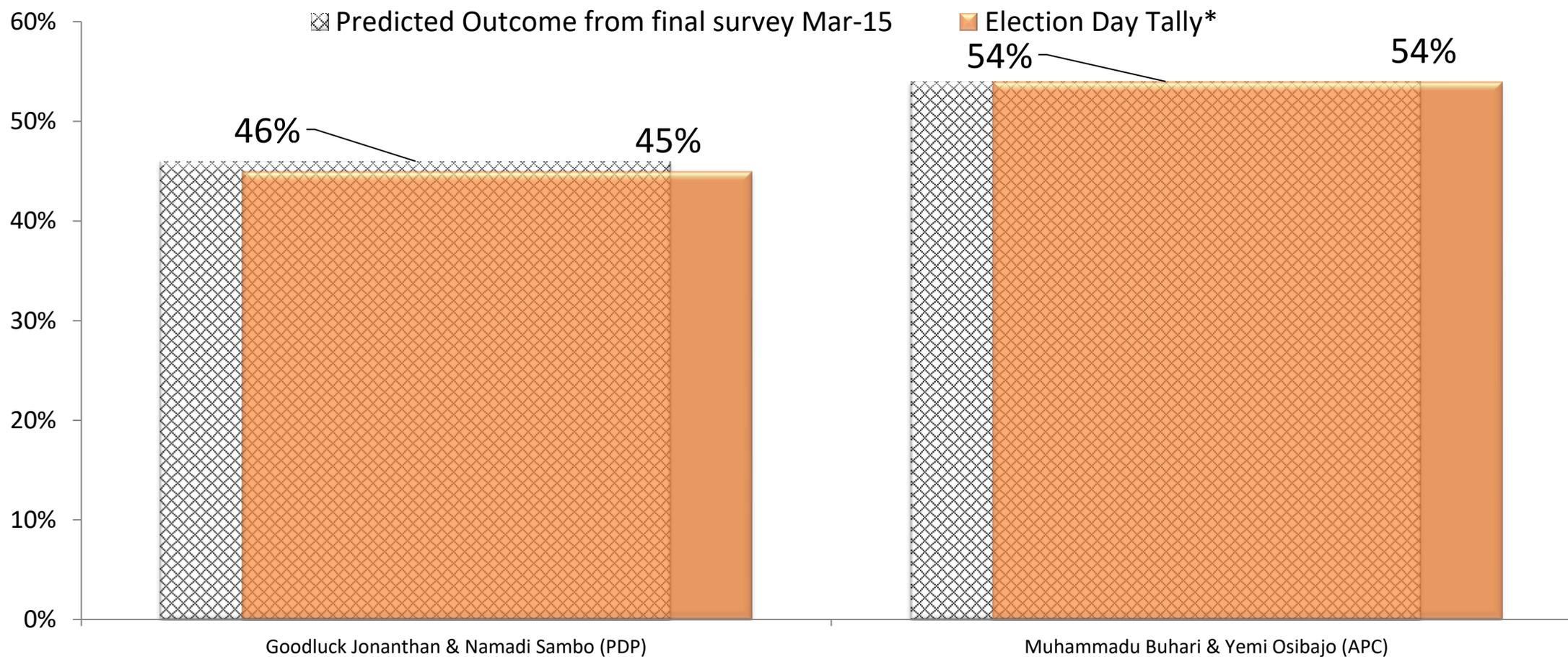


Our African Experience

COUNTRY	YEAR	CLIENT
Zambia	2008	President Rupiah Banda
Zimbabwe	2008 2013	Private Client Private Client
Gabon	2009	President Ali Bongo Ondimba
Niger	2010	Private Client
Guinea	2010	President Alpha Conde
Madagascar	2010	Private Client
Democratic Republic of Congo	2011	President Joseph Kabila
Senegal	2011	Private Client
Ghana	2012	Private Client
Republic of Congo	2012 2014 2015	President Denis Sassou Constitutional Referendum
Malawi	2014	Private Client
Nigeria	2014, 2015 2017, 2018, 2019	President Goodluck Jonathan HE Atiku Abubakar

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)

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 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.
- 1,550 interviews with those who have **registered for a PVC** card, yielding an overall margin of error of $\pm 2.5\%$ at midrange of 95% confidence level.
- 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.

The survey interviewing was conducted from January 11, through January 16, 2019
i.e. prior to two newsworthy events



Atiku Visits The US With Saraki

Channels Television
Updated January 17, 2019



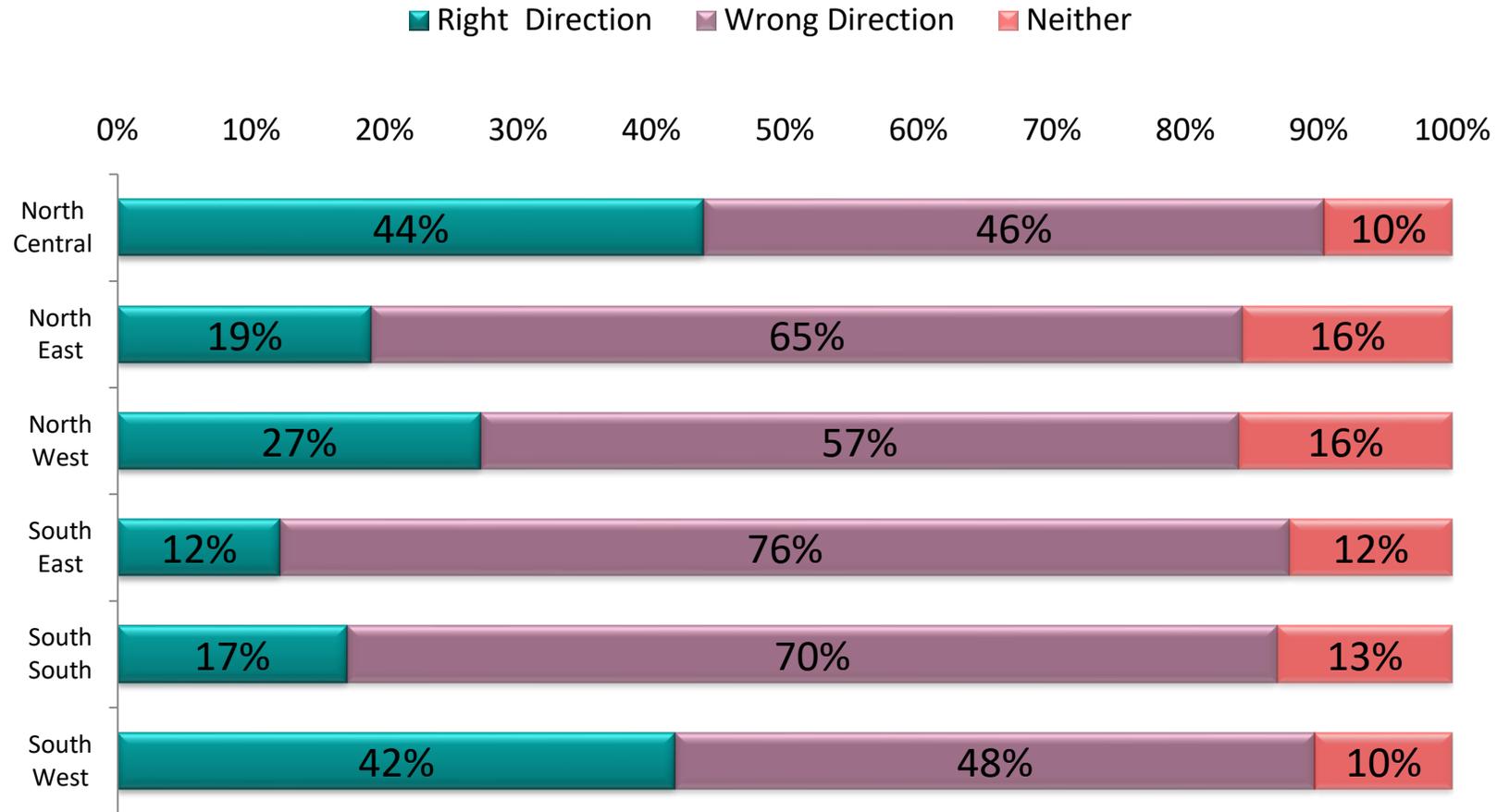
January 17



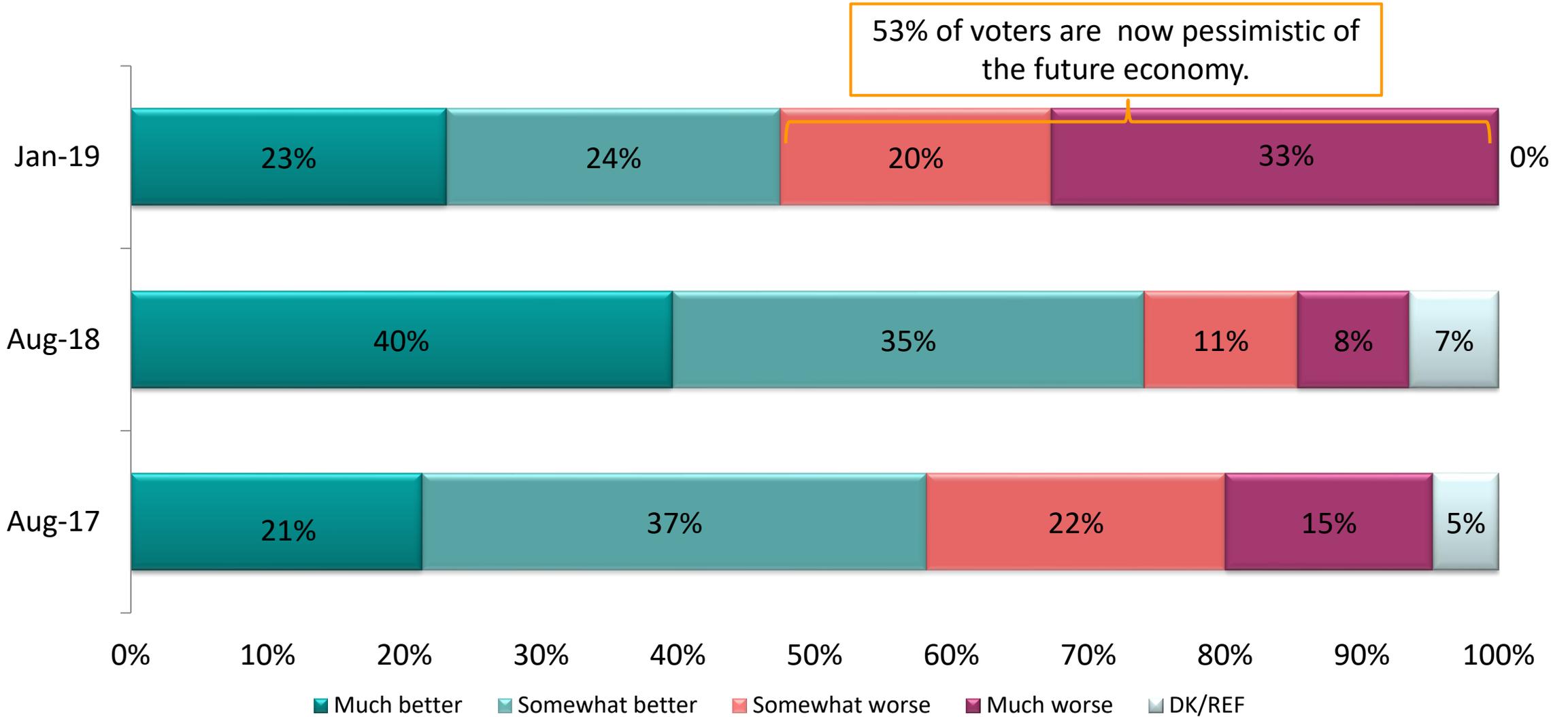
January 26

MOOD OF COUNTRY

***In general would you say things in Nigeria are moving in the right direction or the wrong direction?
Breakdown by Geo-Political Region:***

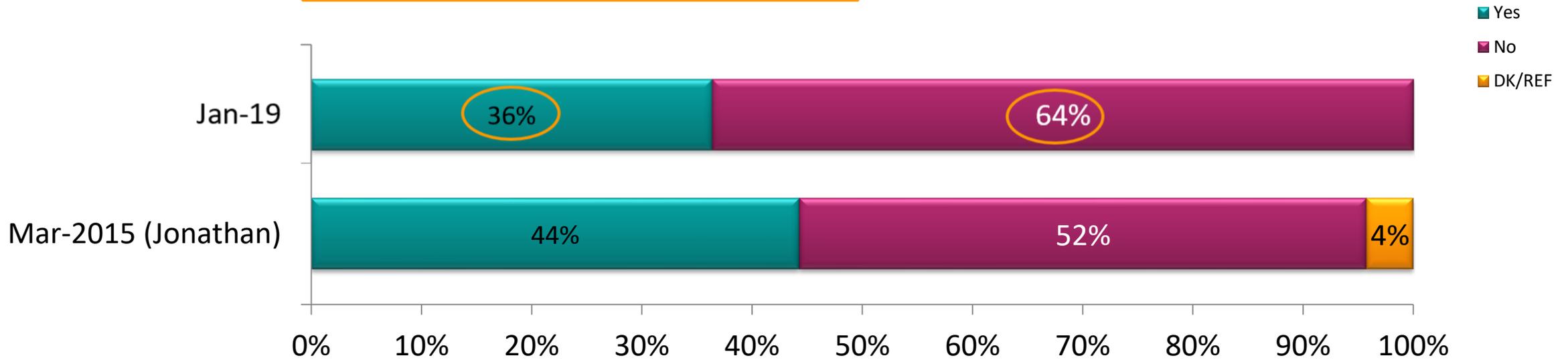


Do you expect the economic situation the next year to get better or worse?



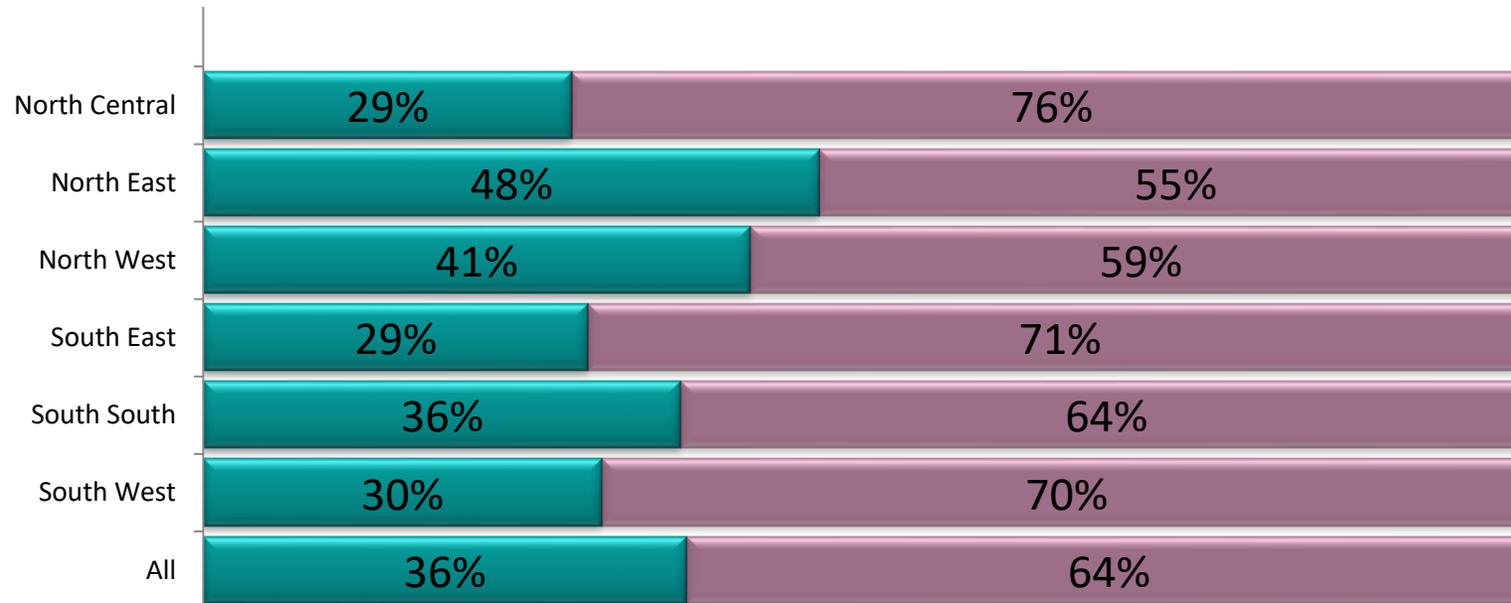
Would you say that Muhammadu Buhari has done his job as President well enough to deserve re-election?

Buhari is 12 points LOWER than Goodluck prior to his 2015 defeat.



***Would you say that Muhammadu Buhari has done his job as President well enough to deserve re-election?
Breakdown by Geo-Political Region:***

January 2019

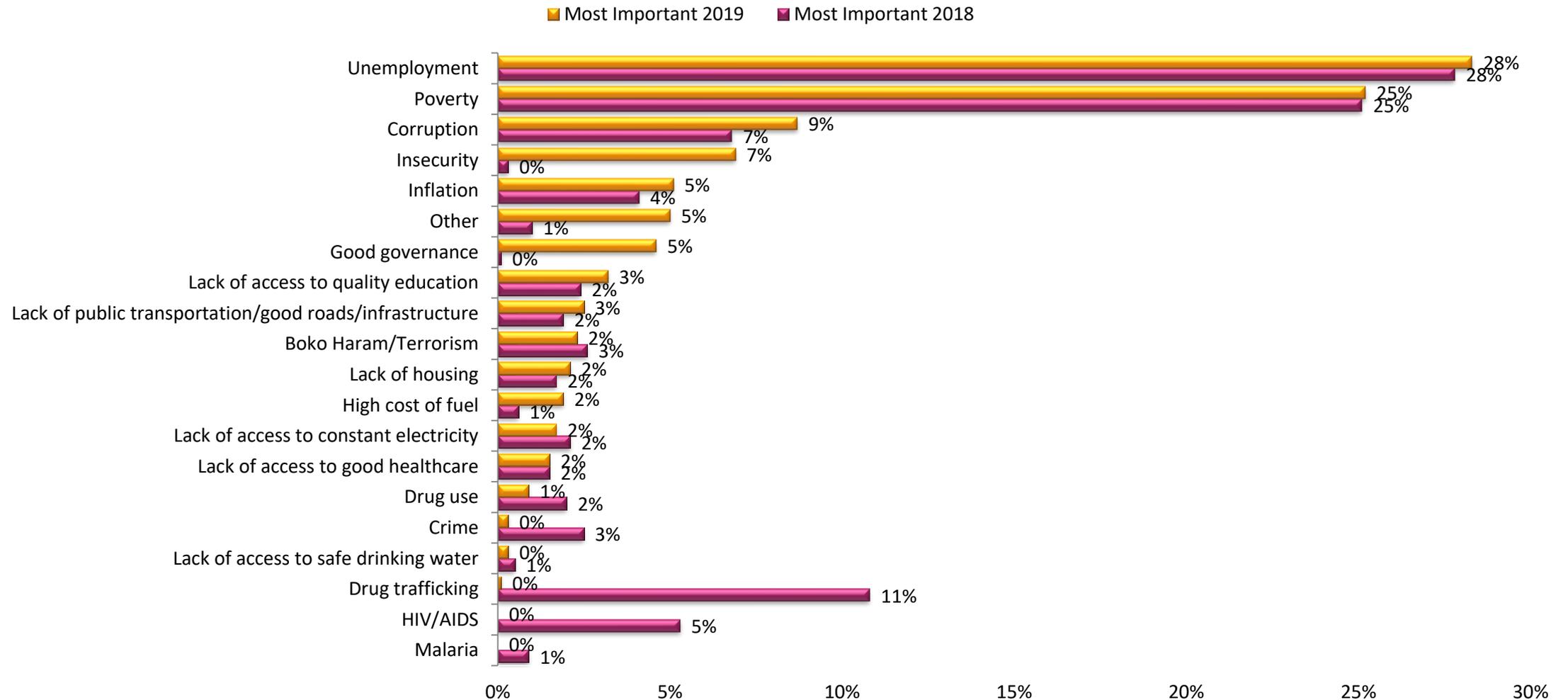


ISSUES

What would you say are the two most important problems facing Nigeria today? First Spontaneous Response

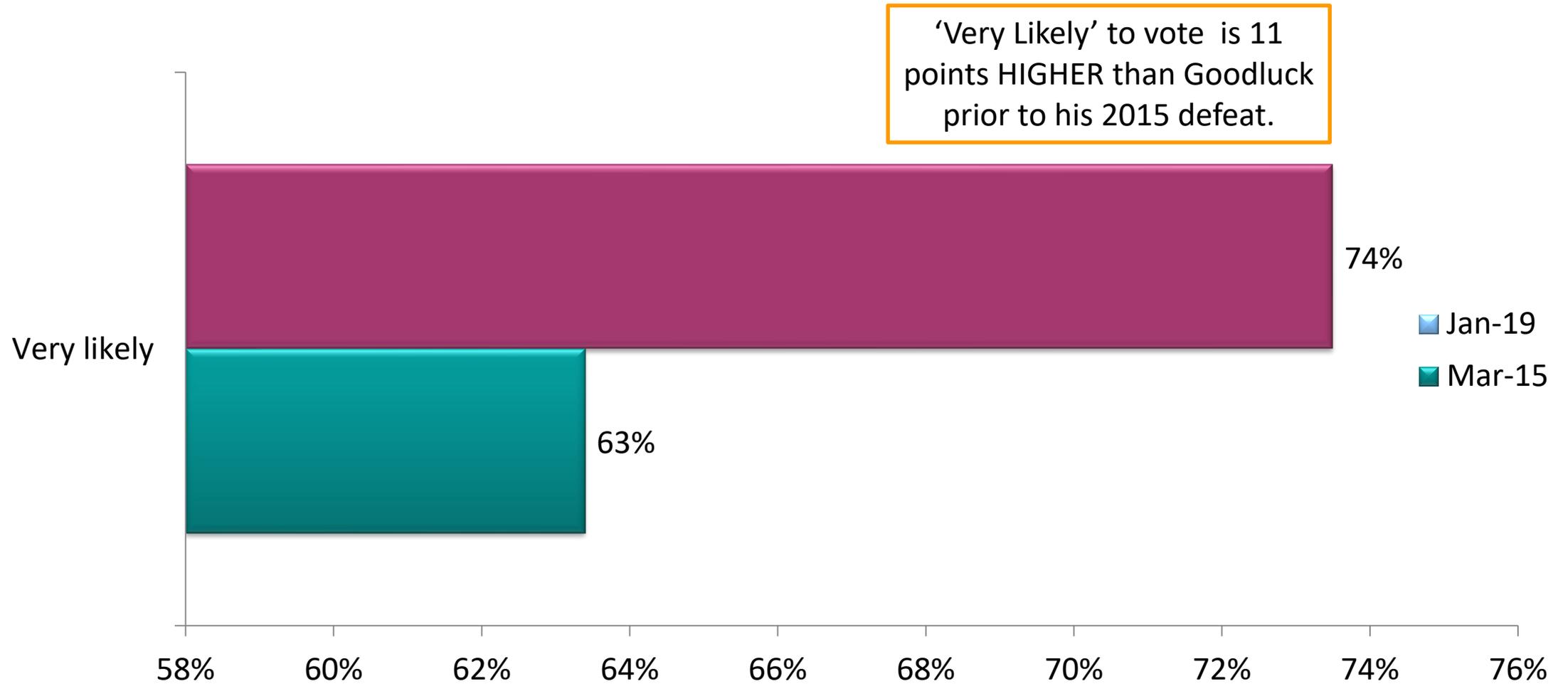
	1 st 2017	1 st 2018	1 st 2019	Difference
Unemployment	30%	32%	31%	-1%
Poverty	23	24	24	Even
Corruption	3	7	10	+3
Insecurity	11	2	7	+5
Inflation	7	5	5	Even
Good Governance	--	--	4	+4
Lack of access to quality education	3	3	3	Even
Herdsmen	1	--	3	+3
Crime	3	1	2	+1
Lack of public transportation/good roads/infrastructure	2	1	2	+1
Lack of access to constant electricity	2	2	1	-1
Boko Haram/Terrorism	3	3	1	-2
Lack of housing	1	1	1	Even
Lack of access to good healthcare	1	--	--	Even
Other	5	5	5	Even

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

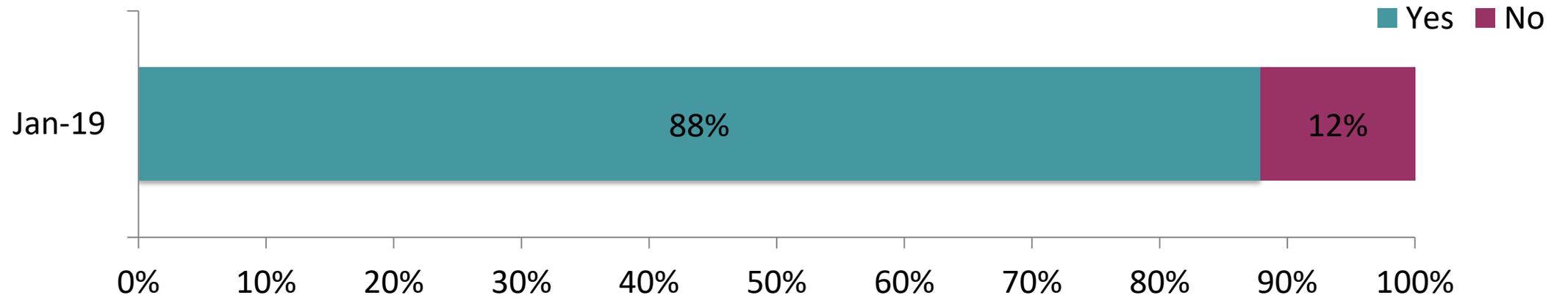


THE RACE FOR PRESIDENT

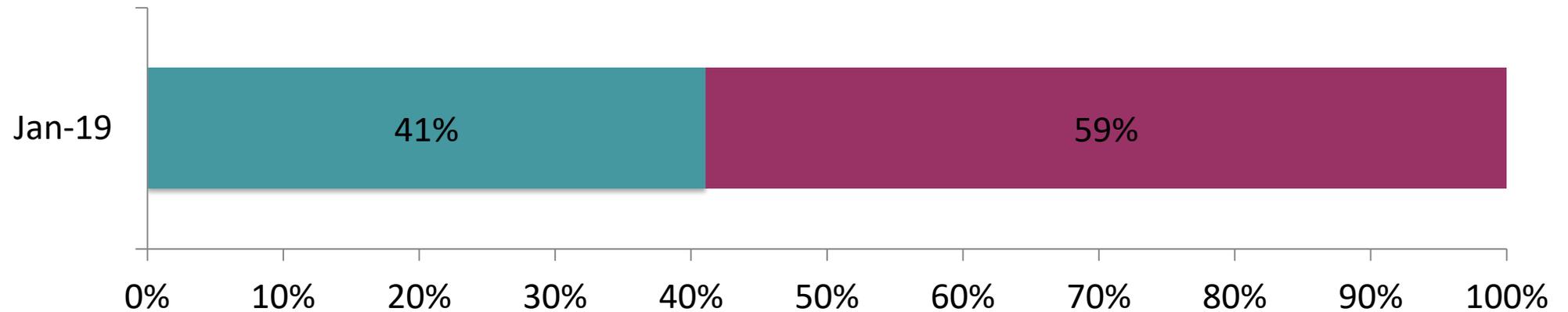
How likely is it that you will vote in the upcoming presidential elections scheduled for 2019 (2015)?



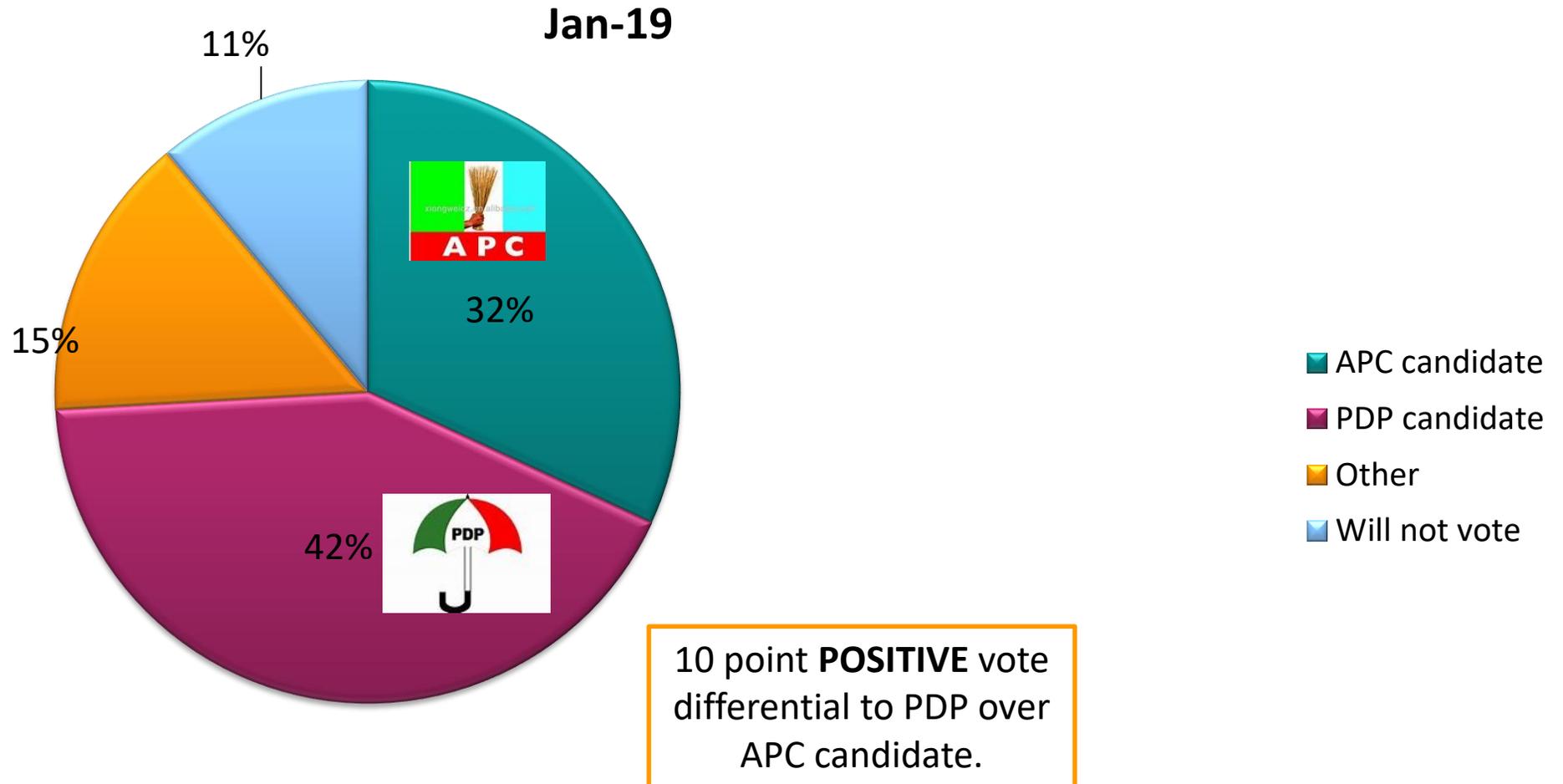
Have you collected your Personal Voter Card (PVC) yet?



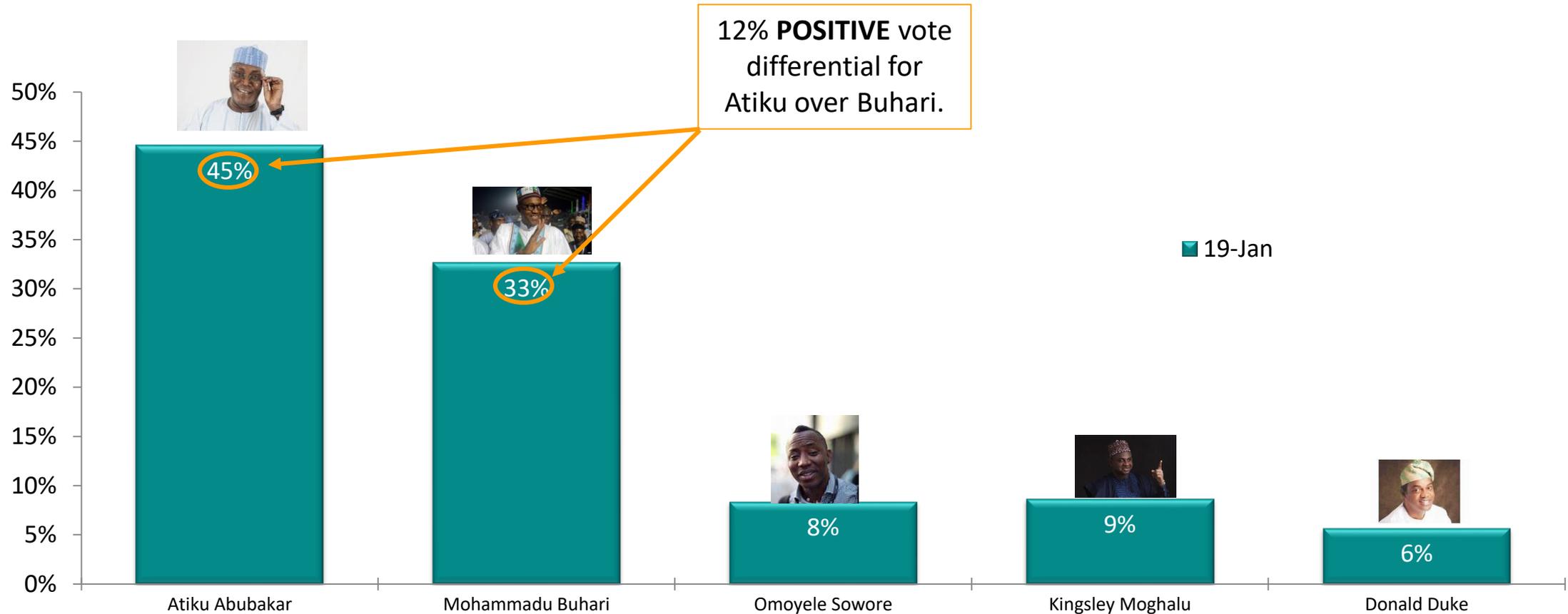
Did you have any difficulty obtaining your PVC?



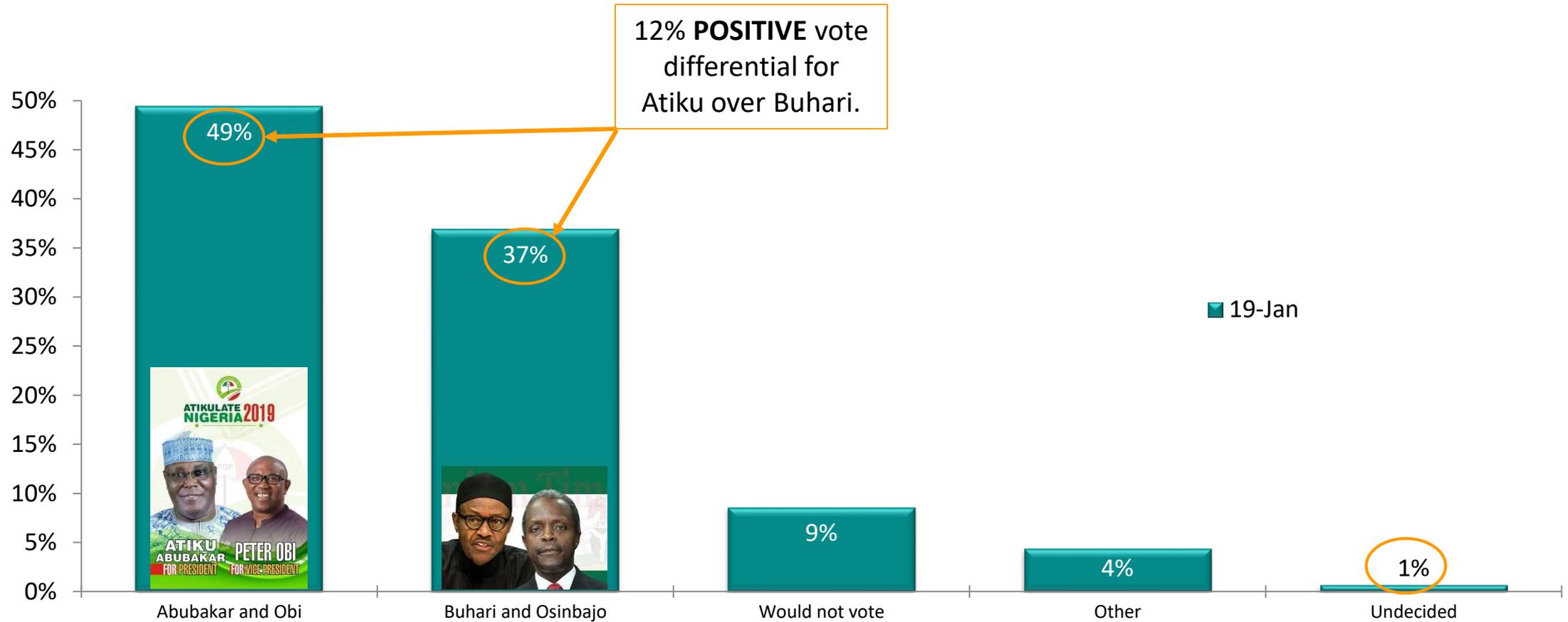
Thinking about the upcoming presidential election, will you be voting for the APC candidate, the PDP candidate, or will you vote for the candidate from some other party? Spontaneous response regarding Party:



If presidential elections were held today, and the candidates were Muhammadu Buhari, Atiku Abubakar, Omoeyele Sowore, Kingsley Moghalu, or Donald Duke who would you vote? Prompted response



What If elections for president and vice president were held today, and the ONLY team you could vote for Atiku Abubakar and Peter Obi, Muhammadu Buhari and Yemi Osinbajo, which team would you vote for?



If presidential elections were held today, and the candidates were Muhammadu Buhari, Atiku Abubakar, Omoyele Sowore, Kingsley Moghalu, or Donald Duke who would you vote? (Breakdown by each of the six national regions.)

2019	All	North Central	North East	North West	South East	South South	South West
Atiku Abubakar	45%	47%	58%	35%	50%	42%	32%
Mohammadu Buhari	33%	29%	22%	45%	26%	35%	43%
Omoyele Sowore	8%	13%	11%	4%	3%	6%	9%
Kingsley Moghalu	9%	10%	7%	11%	5%	12%	8%
Donald Duke	6%	1%	3%	6%	16%	6%	8%

If presidential elections were held today, and the candidates were Muhammadu Buhari, Atiku Abubakar, Omoyle Sowore, Kingsley Moghalu, or Donald Duke who would you vote? (Breakdown by each of the six national regions.)

2019	All	North Central	North East	North West	South East	South South	South West
Atiku Abubakar	45%	47%	58%	35%	50%	42%	32%
Mohammadu Buhari	33%	29%	22%	45%	26%	35%	43%

Other 78%

2018	All	North Central	North East	North West	South East	South South	South West
Atiku Abubakar	44%	40%	54%	38%	59%	48%	28%
Mohammadu Buhari	38%	42%	26%	51%	11%	39%	47%

Other 82%

Applying January Poll to turnouts by Region from 2015

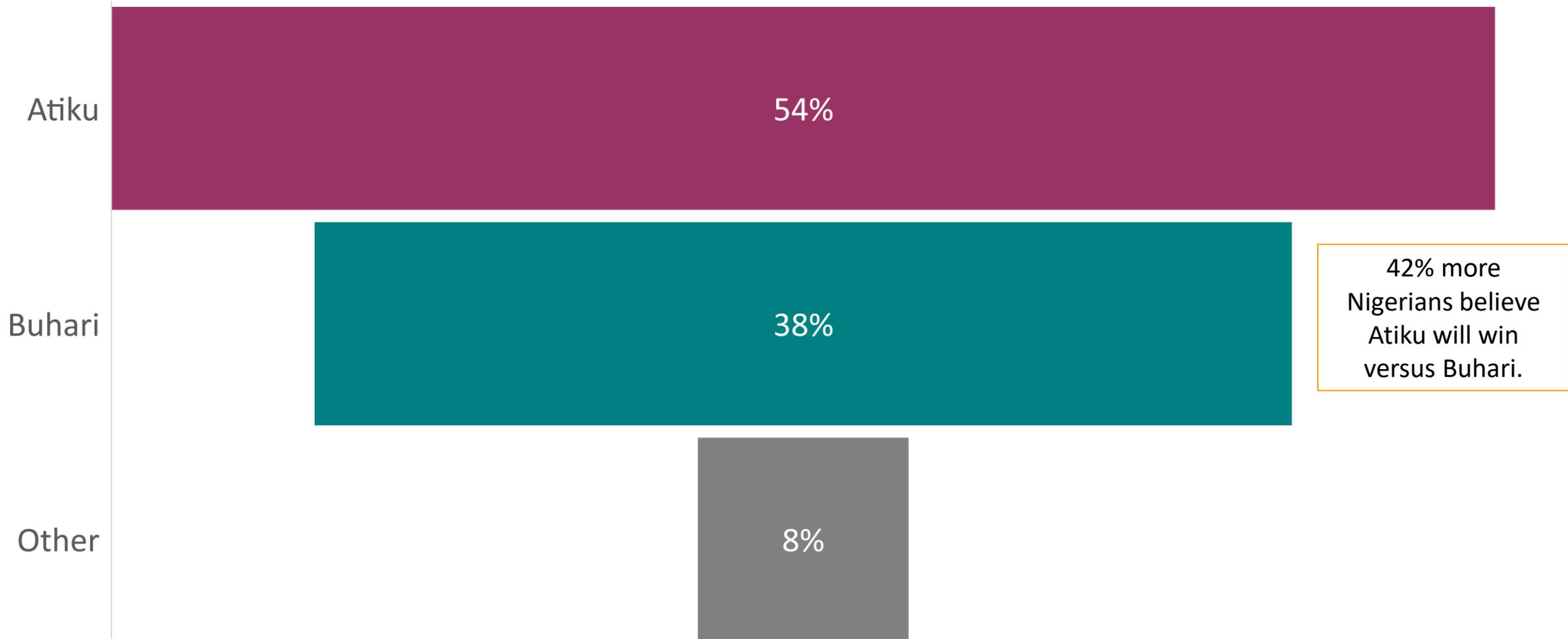
GEO-POLITICAL SUMMARIES	2015 Turnout	% for Atiku	ATIKU	% for Buhari	BUHARI		
SOUTH-WEST	4,362,572	35%	1,526,900	43%	1,875,906		
SOUTH-EAST	2,719,654	50%	1,359,827	26%	707,110		
SOUTH-SOUTH	5,167,666	42%	2,170,420	35%	1,808,683		
TOTAL SOUTH	12,249,892		5,057,147		4,391,699		
NORTH-WEST	8,505,577	35%	2,976,952	45%	3,827,510		
NORTH-EAST	3,666,348	58%	2,126,482	22%	806,597		
NORTH-CENTRAL	4,159,083	47%	1,954,769	29%	1,206,134		
TOTAL NORTH	16,024,203		7,058,203		5,840,240		
					-		
TOTAL COUNTRY	28,277,265		12,115,350		10,231,939		1,883,410

Applying January Poll to turnouts by Region from 2011

GEO-POLITICAL SUMMARIES	2011 Turnout	% for Atiku	ATIKU	% for Buhari	BUHARI		Atiku wins by
SOUTH-WEST	4,613,712	35%	1,614,799	43%	1,983,896		
SOUTH-EAST	5,072,321	50%	2,536,161	26%	1,318,803		
SOUTH-SOUTH	6,351,116	42%	2,667,469	35%	2,222,891		
TOTAL SOUTH	16,037,149		6,818,428		5,525,590		
NORTH-WEST	10,800,075	35%	3,780,026	45%	4,860,034		
NORTH-EAST	5,826,645	58%	3,379,454	22%	1,281,862		
NORTH-CENTRAL	5,547,150	47%	2,607,161	29%	1,608,674		
TOTAL NORTH	21,775,776		9,766,641		7,750,569		
			-		-		
TOTAL COUNTRY	38,464,463		16,585,069	33%	13,276,159		3,308,910

Indications are that 2019 turnout will be more like 2011 - or higher - than 2015, especially with 16m more registered voters. Higher turnout is better for Atiku.

Regardless of who you support for president, who do you think will win the presidential election this year?



Regardless of who you support for president of Nigeria, who do you think will win the presidential election this year?

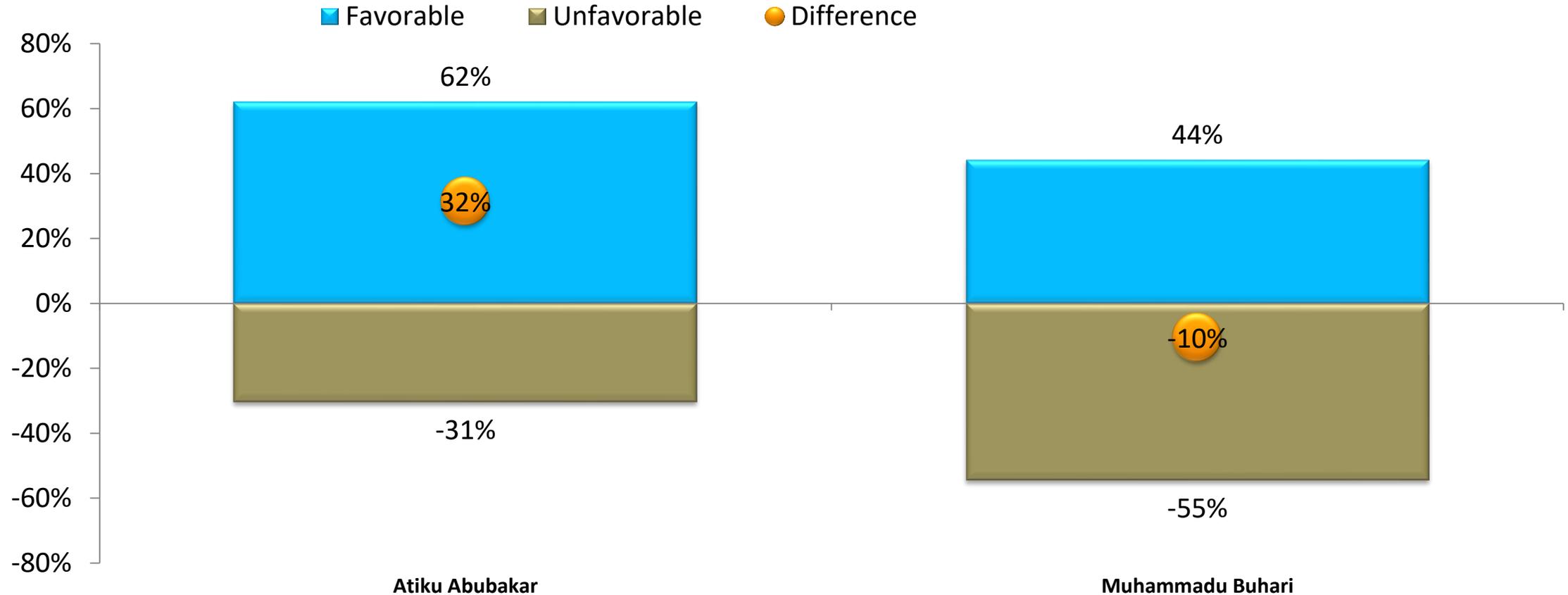
Demographic breakdown.

	Atiku	Buhari	Other
All	54%	38%	8%
North Central	47%	44%	9%
Northeast	56%	39%	4%
Northwest	53%	38%	8%
Southeast	63%	27%	10%
South South	55%	34%	11%
Southwest	51%	40%	9%
Very Likely to vote	53%	39%	8%
Somewhat likely	54%	38%	8%
Not very likely	62%	29%	9%
Not likely at all	65%	21%	14%
Rural	56%	36%	8%
Peri-urban	58%	35%	7%
Urban	52%	40%	9%
Vote for APC Presidential Candidate	56%	38%	6%
Vote for PDP Presidential Candidate	52%	36%	9%
Muslim	47%	45%	9%
Non-Muslim	59%	33%	8%

Every demographic believes Atiku will win, including APC's own voters

CANDIDATE IMAGES

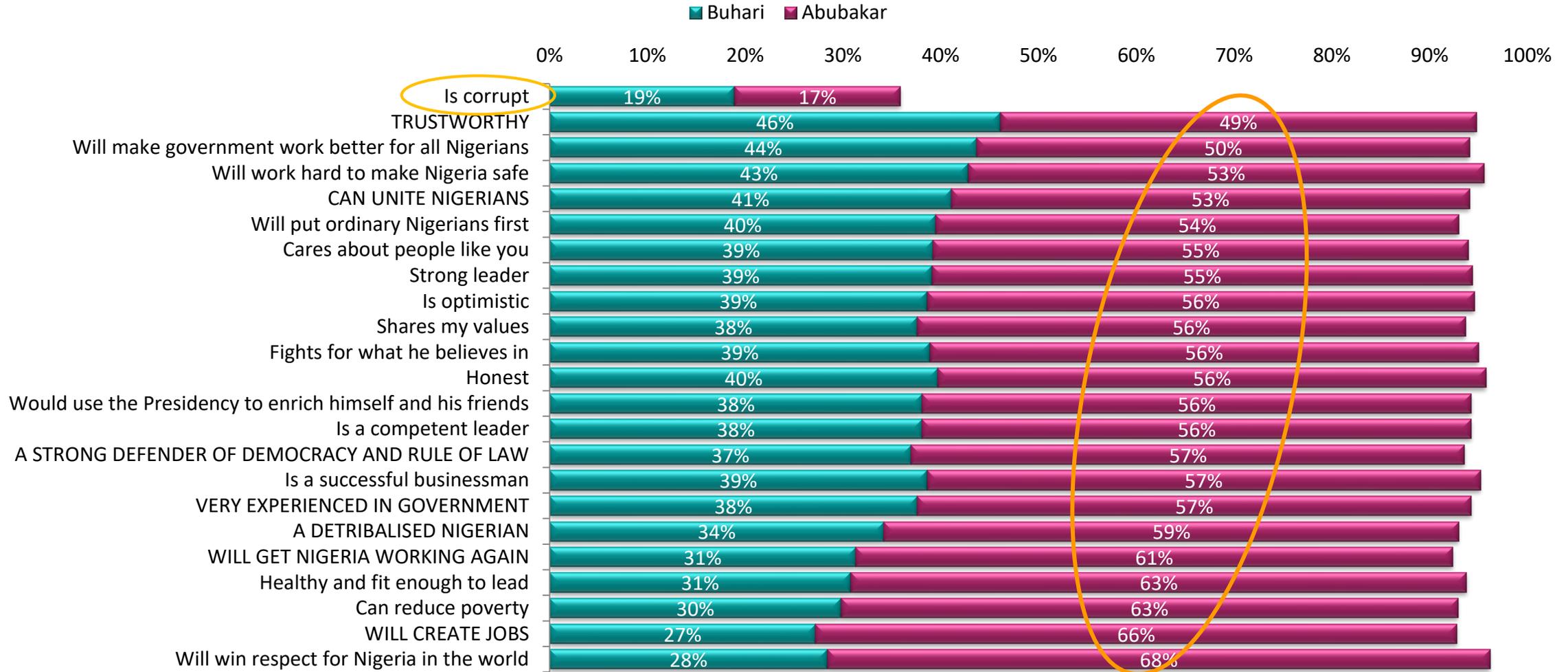
I'm going to read to you a list of names and I'd like you to tell me whether you have a favourable or unfavourable opinion of each one. If you haven't heard of that person please just say so.



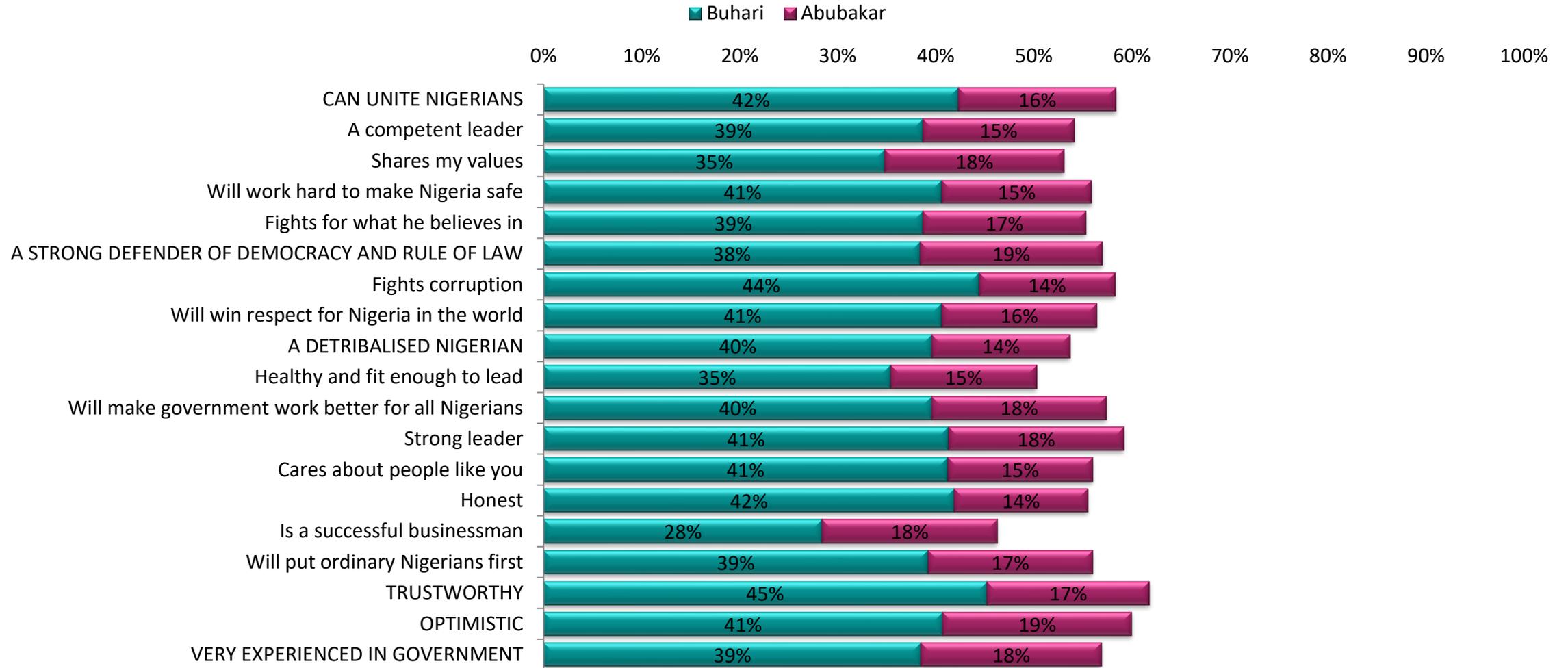
A 42% differential in favorability rating to Atiku over Buhari.

January 2019: Which candidate does the following phrase apply to most.....?

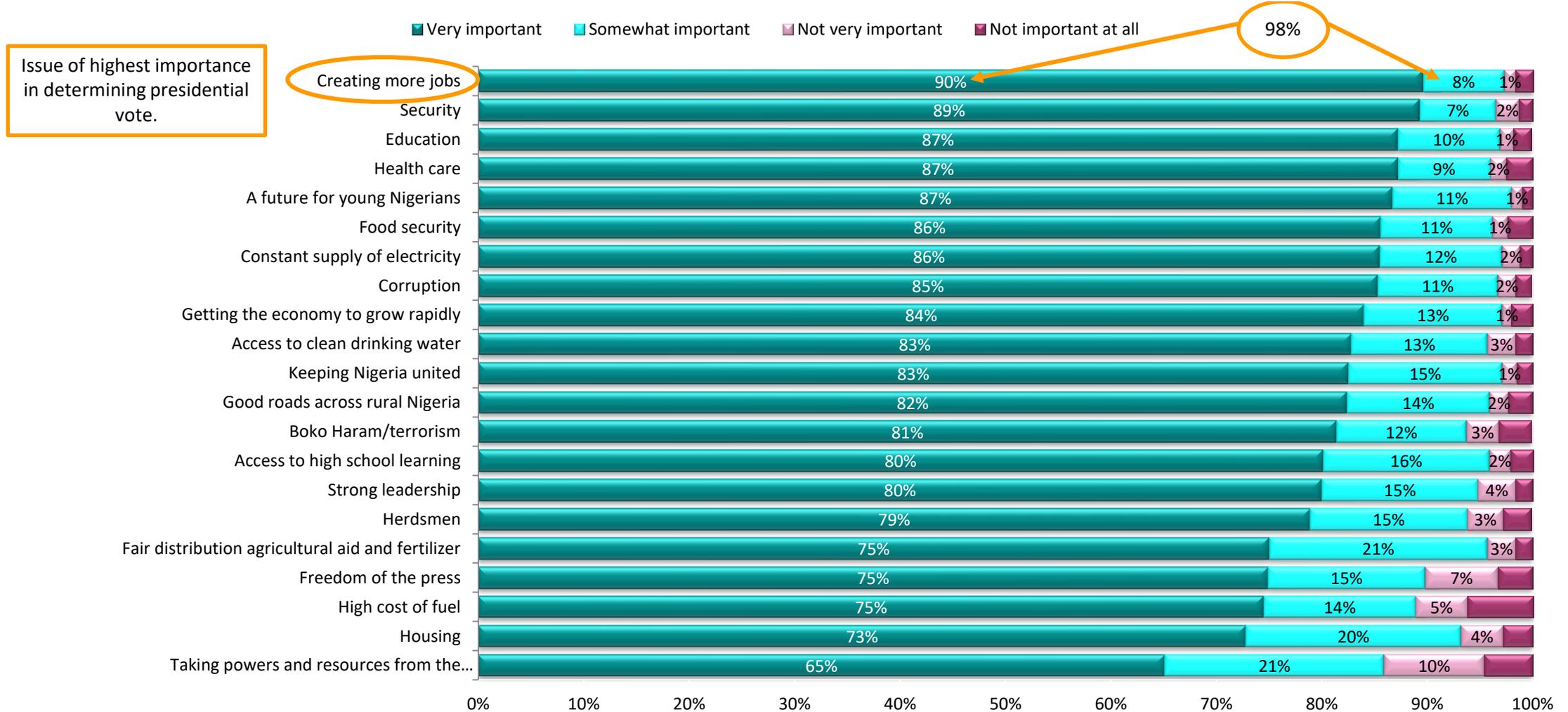
Atiku's profile on these descriptors has risen from an average 16% in August to 55% on average in January while Buhari has dropped from 39% to 36%.



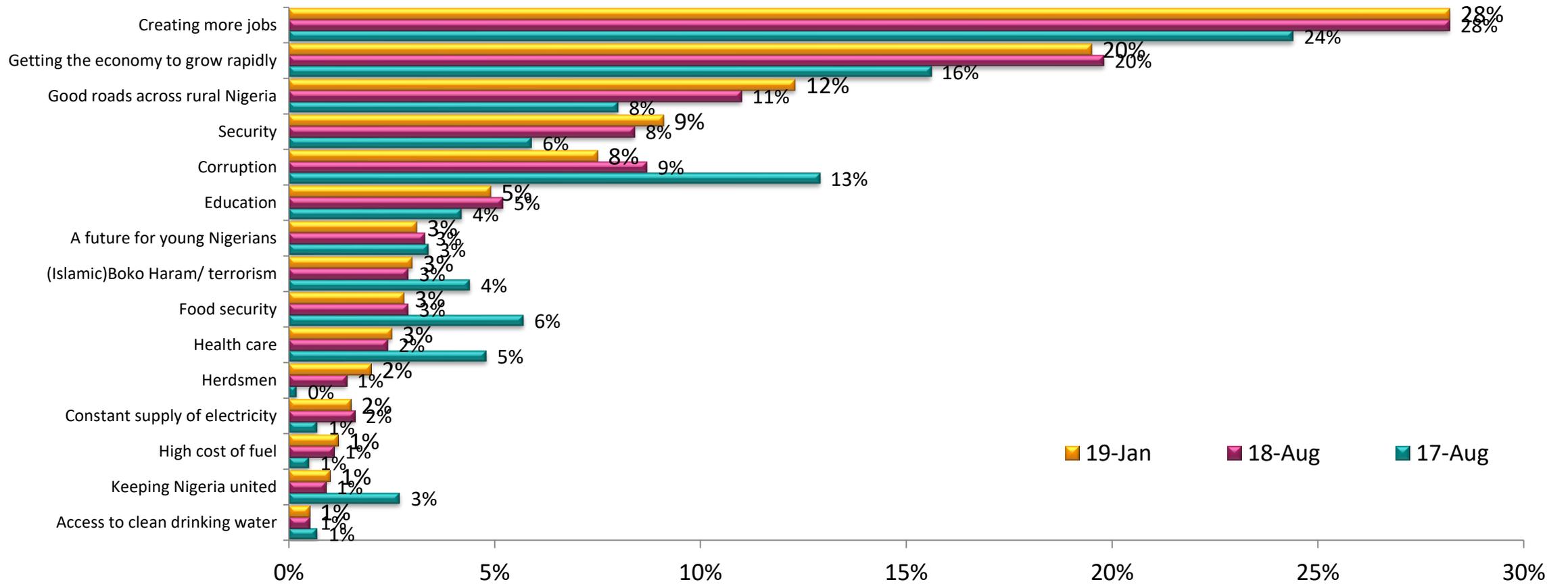
Here are the responses from Aug 2018 so you can see how the campaign has helped Atiku overtake Buhari in just 4 ½ months



As you may know, the next scheduled election for president will be held in February 2019. For the following list of issues please tell me how important each one will be when you decide for whom you will vote for president.

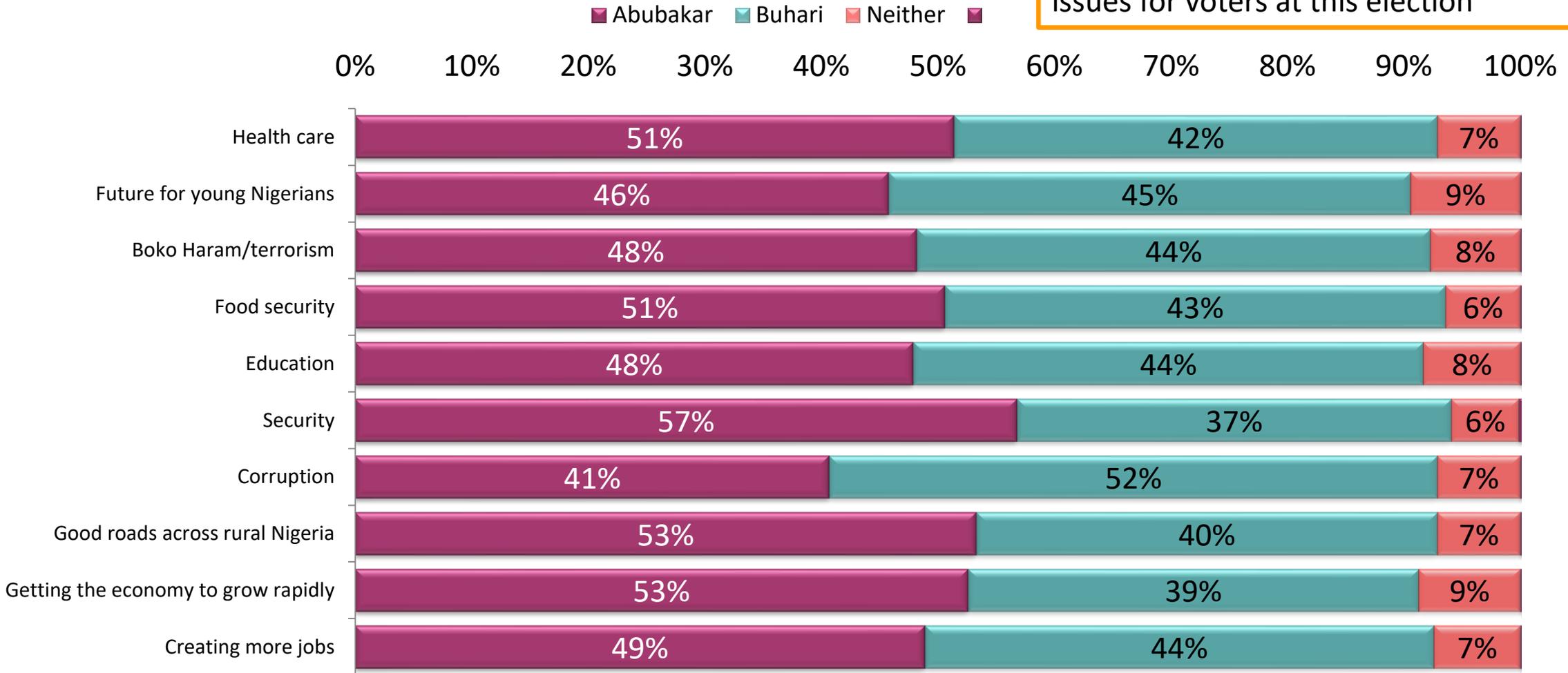


Which issue will be MOST important when you decide for whom to vote for president?



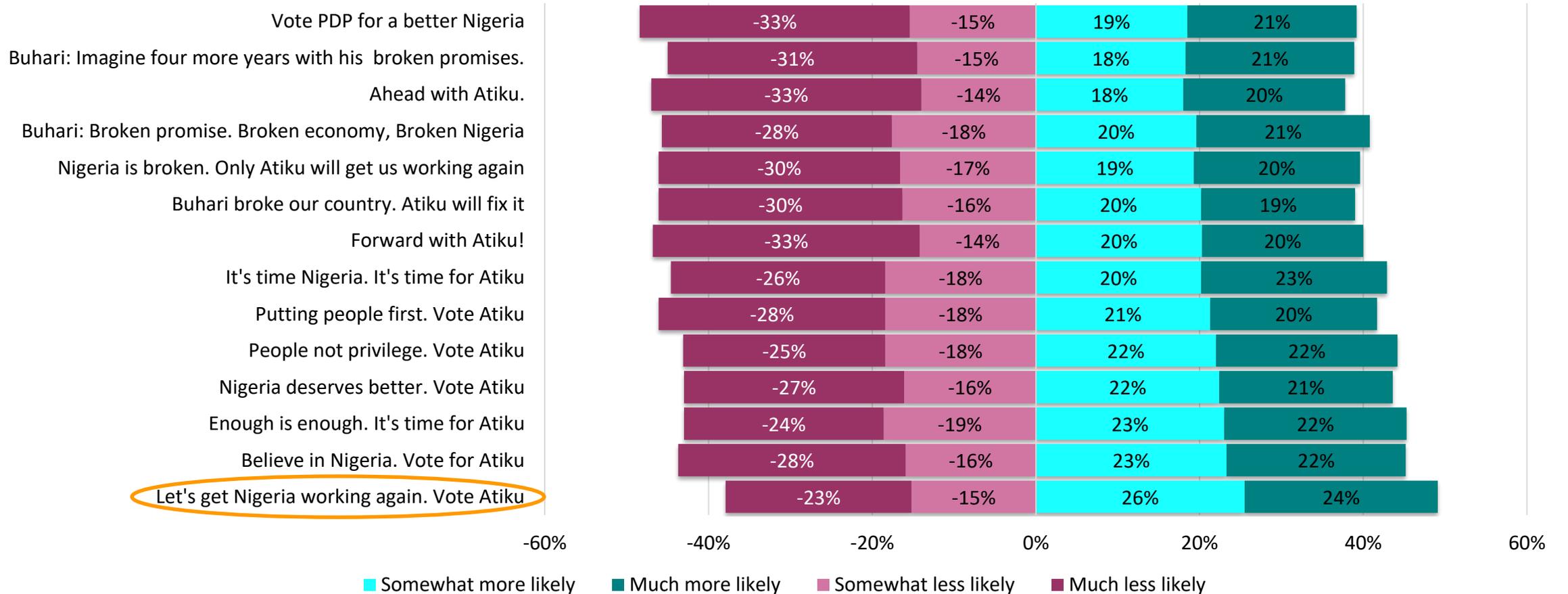
Which candidate would do the best job on the following issue...Top Ten Most Important Vote Issues.

Atiku leads on 9/10 of the most important issues for voters at this election



Here is a list of statements that a campaign for the election of Atiku Abubakar for President could make. Please tell me after hearing each statement whether it would make you more or less likely to vote for Atiku for President.

← Less Likely — More Likely →



Campaign message continues to poll best out of all alternatives tested

Where are you most likely to get your news and information of politics and current events?

