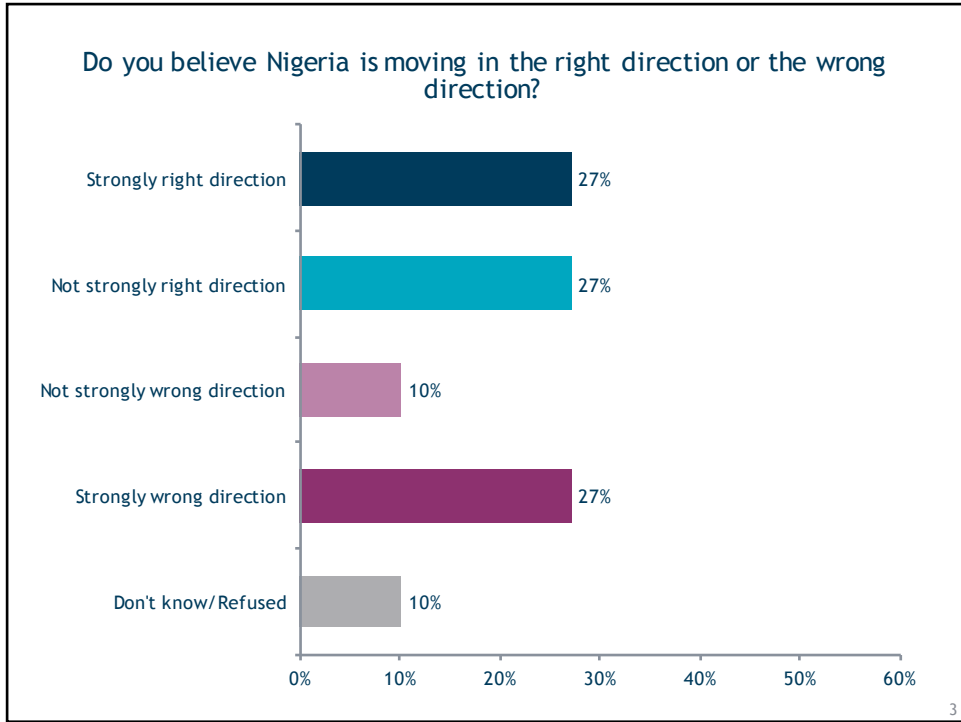




## Detailed Methodology

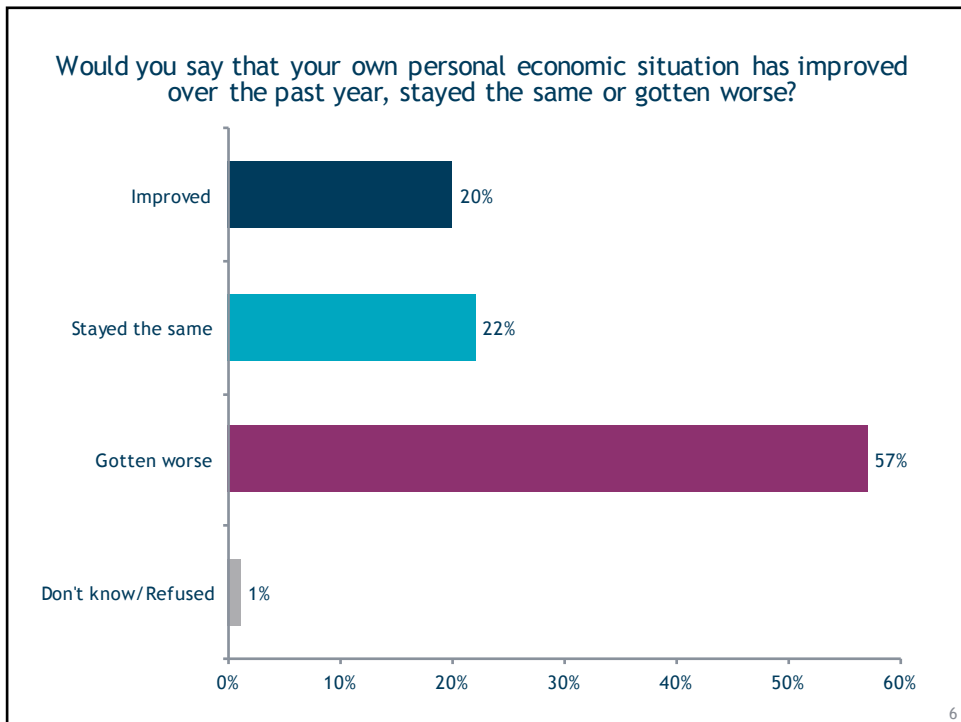
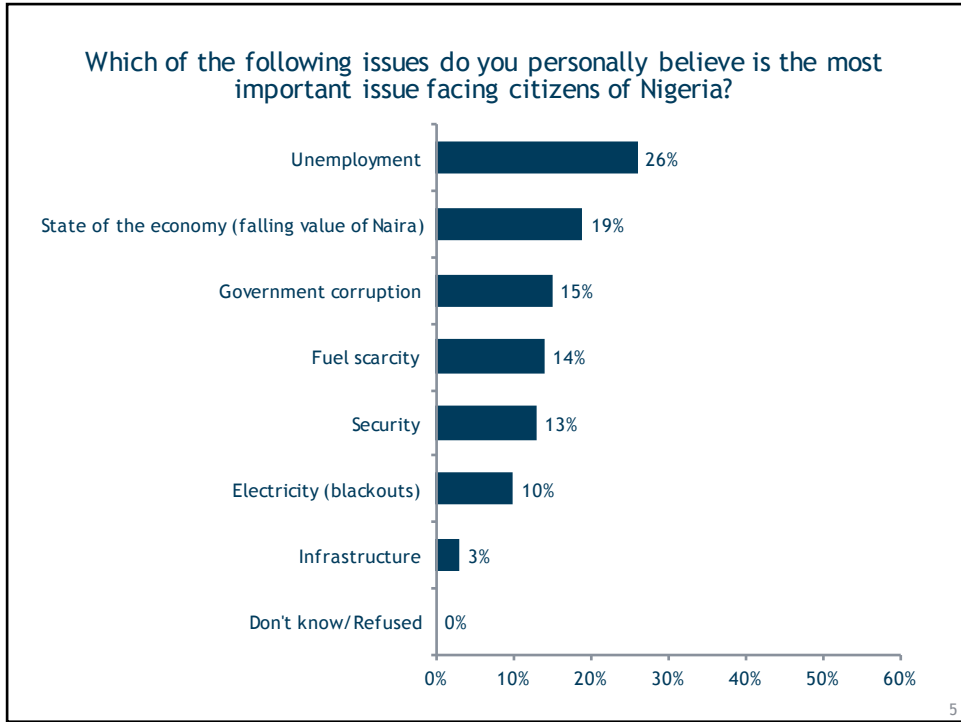
- The survey was conducted by **NOIPolls** under the supervision of Mr. Robert Carpenter of **Chesapeake Beach Consulting** and the International Republican Institute between April 18 to May 6, 2016.
- All interviews were conducted by telephone for security reasons as well as speed given Nigeria's dynamic and constantly shifting political situation. Interviews were conducted in five major Nigerian languages: English, Pidgin English, Yoruba, Hausa and Igbo.
- A total of 13,409 contacts were attempted with 7,901 interviews completed (response rate 58.92 percent). All respondents were aged 18 and older.
- The average time per interview was 17 minutes.
- Geographic quotas were assigned to ensure that every senatorial district and state was proportionately represented in the sample.
- Post-stratification gender and state weights were constructed and applied to the data to make it more representative of the population, allow for more accurate population totals of estimates and reduce non-response bias. The weights assigned were in proportion to the 2006 Nigerian population figures.
- The margin of error does not exceed plus or minus 1.2 percent at the mid-range with a confidence level of 95 percent.
- Prior to the fielding of the survey a field test was conducted of 68 completed interviews. Issues identified during this field test were rectified prior to fielding the survey. These interviews were not incorporated into the final data set.
- 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.

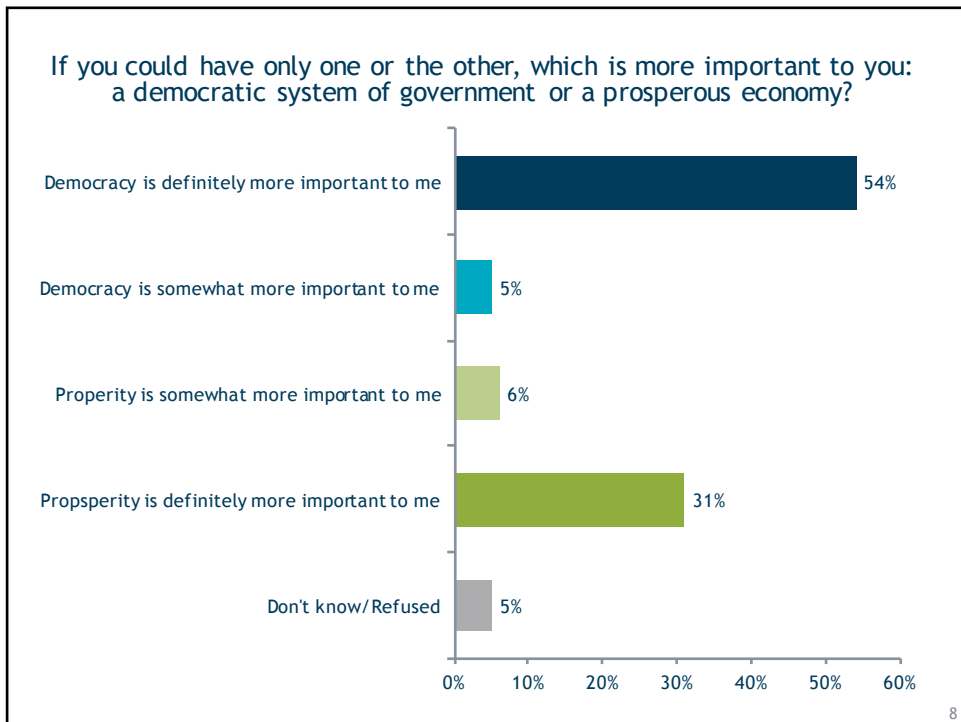
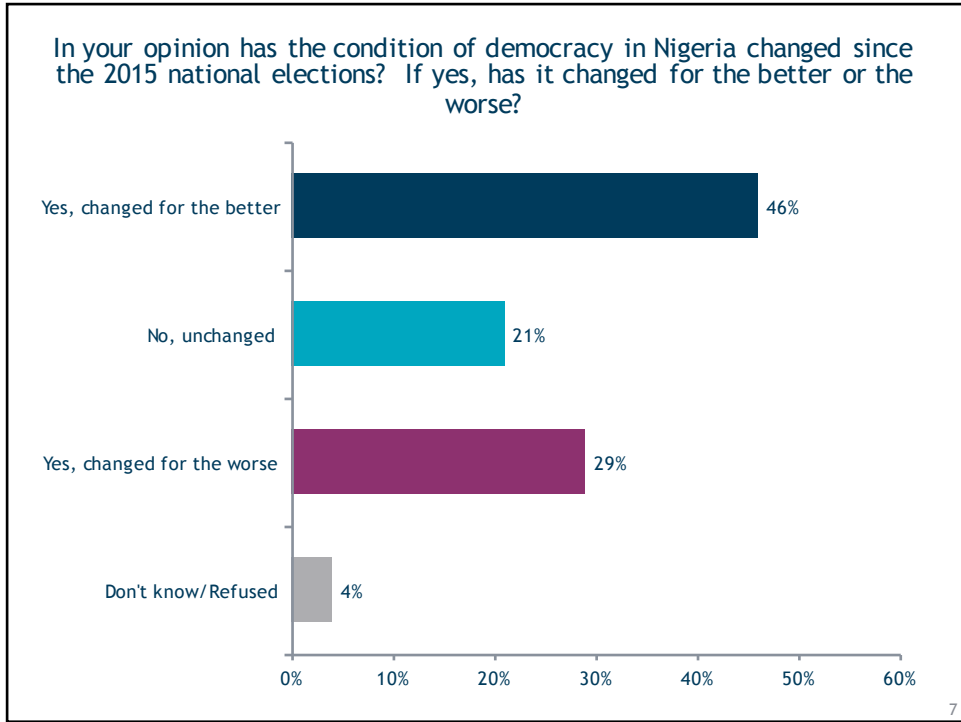


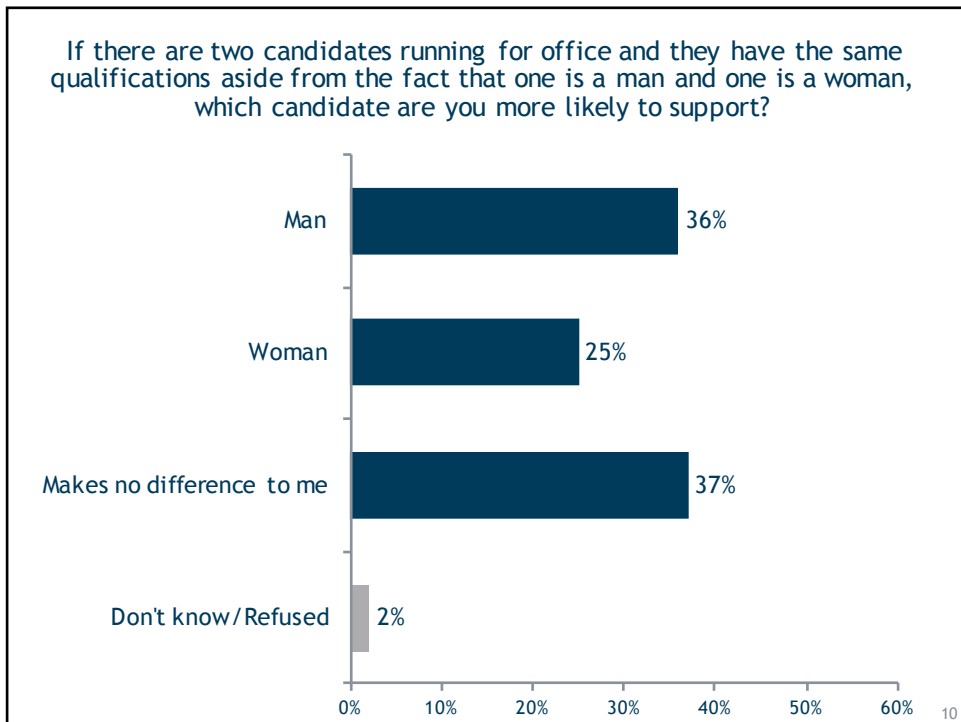
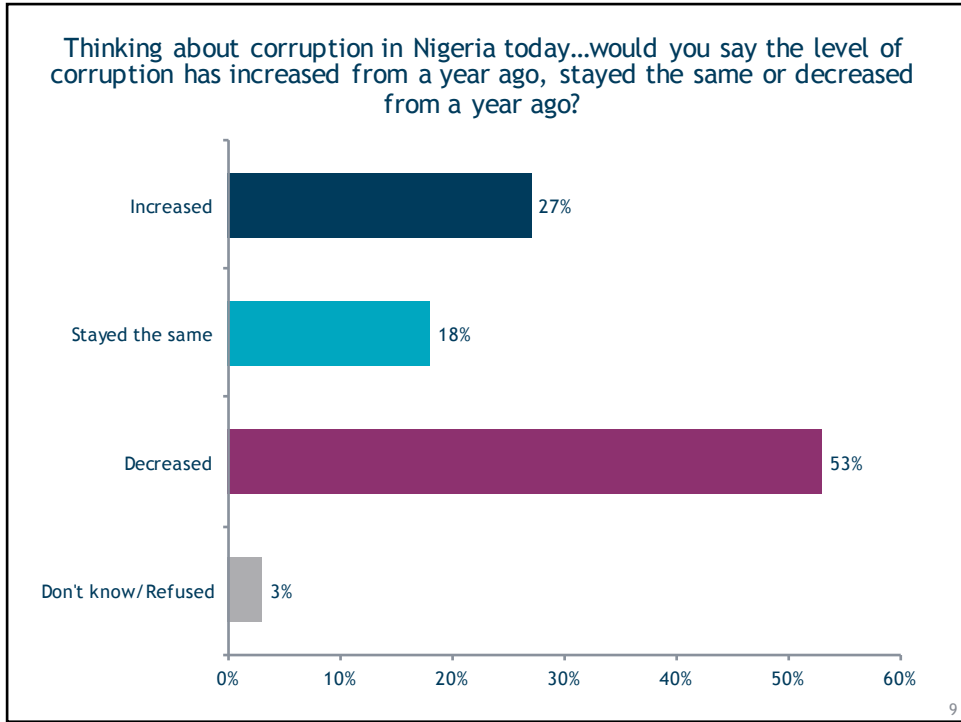
**Do you believe Nigeria is moving in the right direction or the wrong direction?  
(Disaggregated by region)**

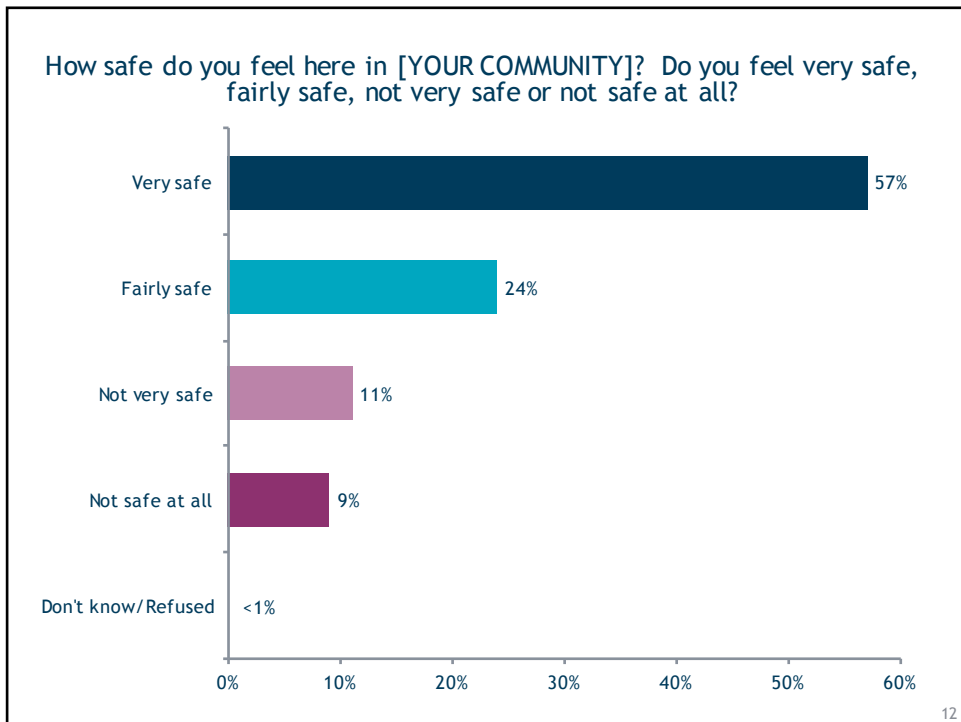
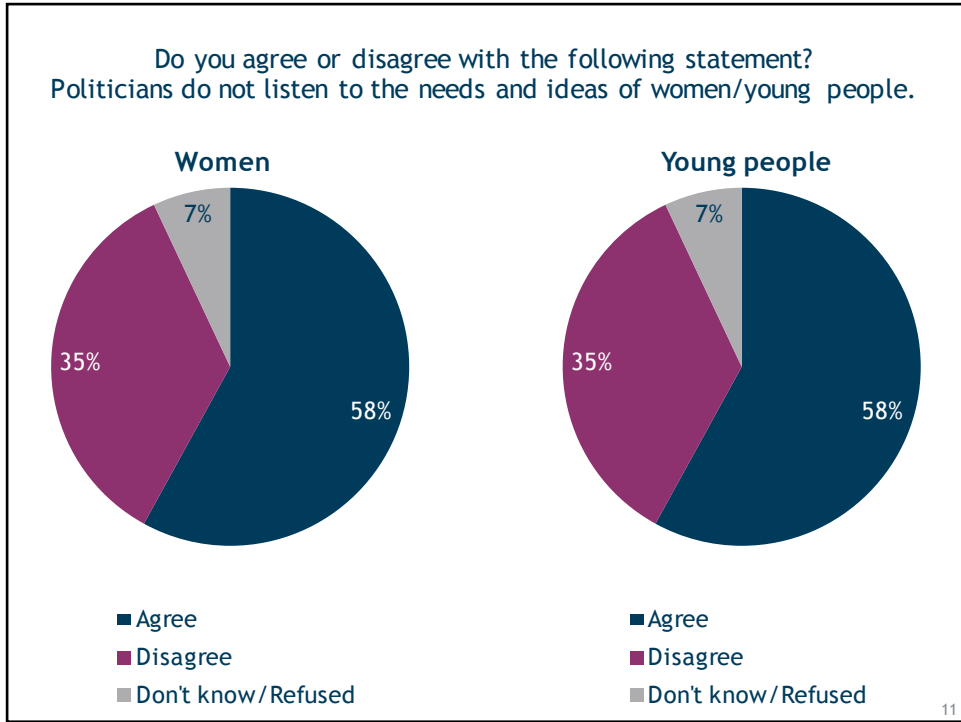
Response	South	South-South	South-East	South-West	North	North-East	North-West	North-Central
Strongly right direction	17%	16%	10%	23%	36%	40%	37%	30%
Not strongly right direction	21%	18%	19%	25%	32%	36%	33%	27%
Not strongly wrong direction	12%	10%	12%	15%	7%	6%	5%	11%
Strongly wrong direction	37%	42%	49%	25%	18%	15%	19%	21%
Don't know/Refused	12%	14%	10%	12%	7%	3%	6%	12%

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### Demographics

<b>Gender</b>	
Male	51%
Female	49%
<b>Age</b>	
18-35	55%
36-60	39%
61+	4%
Don't know/Refused	2%
<b>Political Zone</b>	
South South	15%
South East	12%
South West	19%
North East	13%
North West	25%
North Central	16%
<b>Monthly Household Income</b>	
Unable to meet basic needs without charity	15%
Able to meet basic needs	56%
Able to meet basic needs with some non-essential goods	23%
Able to purchase most non-essential goods	2%
Plenty of disposable money	<1%
Don't know/Refused	4%

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