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From the Editor

Welcome to this revitalised edition of Voices, the official quarterly newsletter of NOI Polls Limited. The first quarter of 2012 has been quite memorable for us as a leading opinion research and knowledge company. First, we have undergone recent internal restructuring leading to the emergence of a renewed team of highly experienced professionals. Second, we have also engaged in the repositioning of our business model to genuinely reflect the changing face of the global economy, and the realities of our peculiar socioeconomic and political environment. Consequently, NOI Polls is now better positioned to give people a voice and support decision-making; as well as providing our clients with superior value-added products and services.

In this new edition of Voices, we present survey results and findings from our snap polls conducted to seek people's opinions on the aviation sector and Boko Haram menace; as well as snippets from the marriage snap poll. In summary, while the results on the aviation sector highlighted the dissatisfaction of passengers with the level of customer service rendered by airline operators; findings from the Boko Haram poll also revealed that Nigerians would prefer government to address the issue with a mix of military action and representative dialogue. On the issue of marriage, results revealed that 1 in 10 married Nigerians claim to have been a victim of domestic violence, a detailed report would be presented in our next newsletter. Finally, we hope you enjoy your reading and look forward to receiving your feedbacks and comments!

Dr. Bell Ihua

Treat us with some respect!

Air Passengers to Airline Operators

Abuja, Nigeria. March 5, 2011

In a recent snap poll conducted by NOI Polls Limited, over 500 airline passengers have expressed grave dissatisfaction with the quality of services rendered by local airline operators in Nigeria. The poll, conducted in February 2012, which sought to appraise current developments in the aviation sector, found that most passengers condemned the airline operators for persistent flight delays, missing



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Interaction with the West – Northern Nigerians Differ With Boko Haram

Abuja, Nigeria. February 2012



A survey by the Gallup Inc USA suggests that Nigerians do not embrace the anti-Western rhetoric of Boko Haram, the militant movement behind a series of deadly attacks in the country. About 6 in 10 Nigerians (adults of 15 and older) believe that greater interaction with the West is more of a benefit than a threat. In Boko Haram's Northeast home base, nearly 7 in 10 respondents say the same. Majorities of residents in other northern regions, which are

Do you believe that greater interaction between Muslims and western societies is more of a threat or more of a benefit?

By region	More of a benefit	More of a threat	Don't Know/Refused
Southwest	80%	18%	3%
North Central	79%	15%	6%
Northeast	66%	34%	0%
South	55%	38%	7%
Northwest	54%	32%	13%
Southeast	20%	68%	13%
Nigeria	58%	35%	8%

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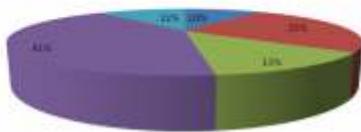
home to many Muslims, also view such interaction as beneficial.

In the predominantly Christian South, attitudes about increased interaction with the West range widely from 8 in 10 in favor in the Southwest to 2 in 10 in favor in the Southeast, the region that is least likely to view such interaction as a benefit.

These survey results lend credence to the August 2011 snap poll conducted by NOI Polls on Boko Haram. In the security snap poll by NOI Polls, 9 in 10 Nigerians are aware of the group known as Boko Haram and 52% of Nigerians expressed confidence in the government's ability to provide security (Agree and strongly agree) while 35% of respondents said they lacked

Do you have confidence in the FG's ability to provide security for Nigeria?

■ I strongly disagree ■ Disagree ■ Neutral ■ Agree ■ Strongly Agree



confidence in the government's ability to provide security (Disagree and strongly disagree), and 13% neither had confidence nor lacked confidence in the government's ability to provide security for Nigerians.

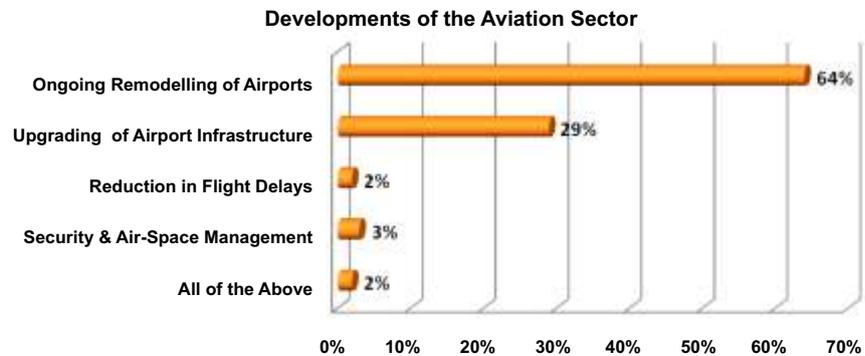
In addition, given the spate of bombings and kidnappings linked to the group, the snap poll conducted by NOI Polls further sought the opinion of Nigerians on how to solve the Boko Haram issue. The results showed that majority of the respondents (44%) were of the opinion that the government should employ military force to tackle the issue; while 33% said FG should

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luggage, and poor customer service offered by front desk officers of airline operators, amongst others. In particular, several passengers expressed disappointment at the impolite and unfriendly behaviour displayed by some front desk officers.

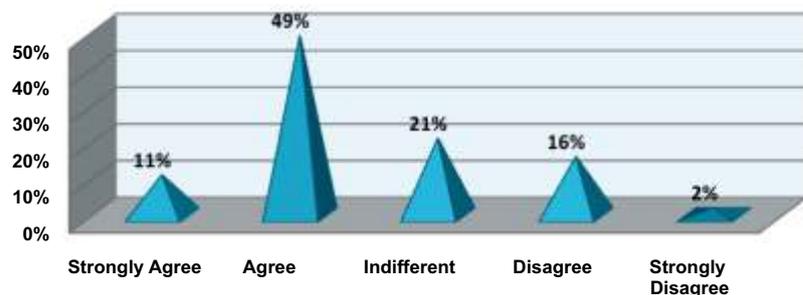
The poll also revealed the level of awareness of air passengers regarding current reforms in the aviation sector. The results showed that 64% of the



respondents were aware of the on-going remodelling of airports, 27% were aware of the upgrading of airport infrastructure; and 3% were aware of security and air-space management issues.

In furtherance, when asked whether they agree that the current Minister is making some progress in the aviation sector, about 6 in 10 respondents

Do you agree that some progress is being made by the current Minister of Aviation?

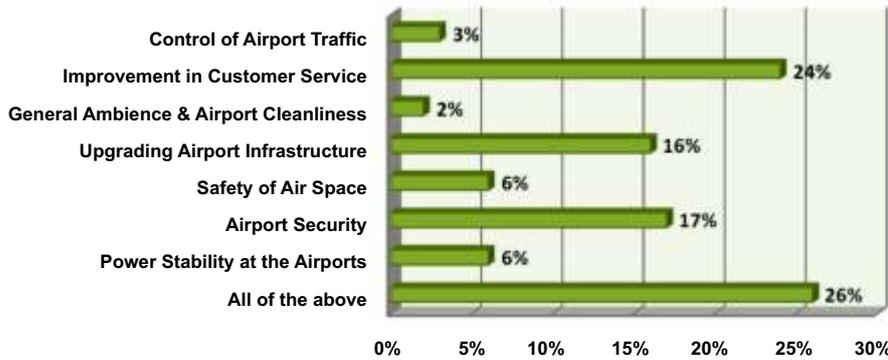


chose between strongly agree (11%) and agree (49%). However, while 21% of the respondents were indifferent, 16% disagreed that some progress has been made by the Minister.

Consequently, on the areas the Minister of Aviation should be focussing her attention as part of the aviation sector reform, 24% of respondents were of the opinion that she should focus on "Improvement in Customer Service", while 17% and 16% chose "Airport Security" and "Upgrading of Airport Infrastructure" respectively. Also, 6% each selected "Safety of Air Space" and "Power Stability at Airports"; while 3% and 2% chose "Control of Airport Traffic" and "General Ambiance and Airport Cleanliness" respectively. Interestingly, 26% of the respondents chose all of the above.

Finally, the poll revealed that about 9 in 10 respondents were of the opinion that airline operators should be made to compensate travellers for service inefficiencies such as flight delays, as well as pay penalties to the regulatory

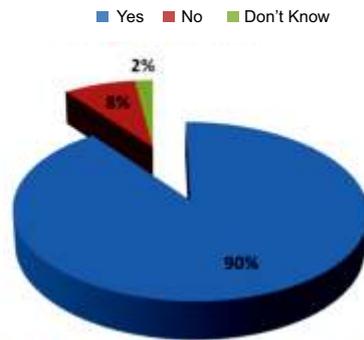
In what areas do you think the Minister should focus her attention?



authorities, as these would serve as deterrents for future occurrence and help improve service quality.

In summary, air passengers were clearly of the opinion that whilst the on-going remodelling and upgrading of airport infrastructure were welcome developments, the projects were taking too long to be completed; thereby hindering the smooth operations and general ambience of the airports. Therefore contractors handling the projects should be urged to speed-up their pace of work and strive for prompt completion. Also, there is need for training and re-training of the front desk officers of airport operators in order to enhance the customer service experience of air passengers; as well as regular monitoring to ensure that standards are maintained.

Do you think there should be compensation to travellers and penalties to local airline operators for flight delays?



Survey Methods

Results are based on face-to-face interviews of 510 adults (air passengers), aged 18 and older, and conducted in February 2012 at the Nnamdi Azikiwe International Airport Abuja. For results based on this sample size, we can say with 95% confidence that the margin of error is plus or minus 4 percentage points. The margin of error reflects the influencing of data weighting, while question wording and practical difficulties in conducting surveys may introduce error or bias into the findings of public opinion polls.

NOI Polls Limited is a leading opinion research and knowledge management organisation, which works in technical partnership with the Gallup Organisation (USA), to conduct periodic opinion polls and studies on various socio-economic and political issues in Nigeria. ■

3.8% of Nigerians agree that the FG should grant amnesty to the terrorist group.

Similarly, the recent Gallup survey revealed that northerners are of the opinion that Sharia should not be the only Source of Legislation. The results show that majority of residents in the Northeast region (64%) said that Sharia must be one of the sources of legislation, representing the region with the highest scores. However, no resident in the Northeast region said Sharia must be the only source of law, while 36% said it should not be a source at all. Residents in the southern regions, where relatively few Muslims live, are the most likely to believe Sharia should not be a source of national legislation.

In general, which of these statements comes closest to your own point of view?

By region	Sharia must be the only source of legislation	Sharia must be a source of legislation, but not the only source	Sharia should not be a source of legislation
Northeast	0%	64%	36%
Northwest	28%	51%	21%
Southwest	7%	29%	64%
North Central	16%	27%	57%
South	2%	21%	77%
Southeast	1%	16%	83%
Nigeria	13%	37%	51%

Results from the Gallup survey are based on face-to-face interviews with 1,000 adults, aged 15 and above; conducted in April 2010 and August 2011 in Nigeria. Similarly, respondents for the NOI snap polls were randomly selected from a database of phone-owning Nigerians aged 18 and above across the six geopolitical zones in the country. In total, 1155 respondents took part in the telephone interviews conducted between the 3rd and 8th of August, 2011. It can be said with 95% confidence that the maximum margins of sampling error for both sample sizes are ±4 percentage points. The margin of error reflects the influence of data weighting. In addition to sampling error, question wording

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dialogue with the group. Also, 9% agreed that the FG should first investigate the matter and find out what compels the group to engage in terrorist activities. Surprisingly, only

How do you think the federal government should handle this issue?

Responses	Percentage (%)
Grant them Amnesty	3.8%
Employ Military Force	44%
Create Jobs Opportunities	3.3%
Thoroughly Investigate the Matter	9%
Resort to Prayer	0.4%
Enforce Stronger Legislation	0.6%
Others/Don't Know	6.2%

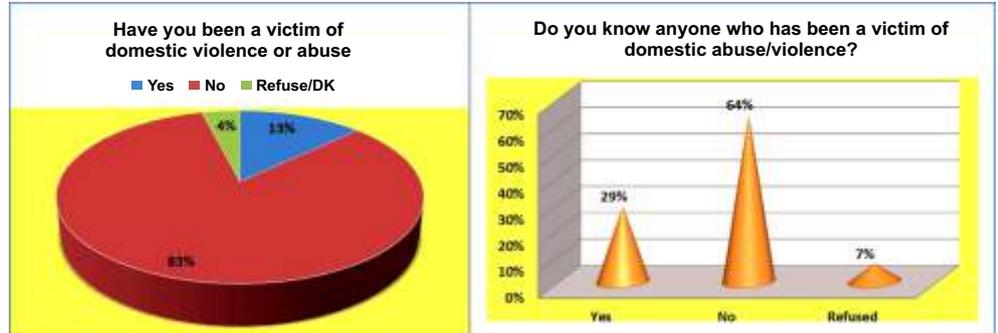
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and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

The snap poll project is part of the ongoing survey exercise conducted by NOI Polls to rapidly assess public sentiments regarding various social, political or economic issues. NOI Polls Limited is Nigeria's leading opinion research and knowledge management organization, which has been working in technical partnership with Gallup Inc. (USA) since 2007, to conduct periodic opinion polls and strategic research on various socio-economic issues in Nigeria.

call for a Sovereign National Conference, Pension Fraud and Nollywood. The marriage poll looked at the rising incidence of domestic abuse, the findings from the survey showed that while at least 1 in 10 respondents (13%) have been a victim of domestic violence in the past; also, 29% of respondents know someone who has been a victim of domestic abuse and violence.



Finally, in response to the question of why there is increased domestic violence in the society, 6 in 10 Nigerians (60%) ascribed the recent increase in domestic violence to poverty. The respondents suggested that poverty has led many people into frustration and anger, and at the slightest provocation, people resort to violence as a means of expressing their frustration with their poor situation. Furthermore, 16% and 12% of the respondents were of the opinion that it was because Love no longer exists, and the growing Insensitivity, respectively. Interestingly, only 1% of the respondents ascribed the increase in domestic violence to Unemployment.

In the Next Issue...

In the next newsletter, we would be showing the recent polls done on Marriage in Nigeria, polls on the

Don't miss the next copy of **Voices** for in depth details on the marriage poll.

PARTNERS

About NOI-Polls

NOI Polls is Nigeria's leading opinion research and knowledge management organisation; NOI Polls provides timely and relevant information on people's perspectives on a variety of socio-economic issues. The organisation was founded in November 2006 by Dr. (Mrs.) Ngozi Okonjo-Iweala, former Managing Director of the World Bank. Her goal was to establish a premier opinion research firm in Nigeria which periodically provided a barometer of public opinion on a range of socio-economic issues.

NOI Polls conducts scientific periodic opinion polls in Nigeria in partnership with Gallup Poll (USA), the leading polling and opinion research organization in the world. Principal officers from Gallup are actively involved in the technical aspect of the polls.

NOI Polls has a twofold mission. First, we are committed to expressing the voice of ordinary people and giving them the opportunity to influence decision making and business planning in the country. Secondly, NOI Polls seeks to support business executives and senior policy-makers by providing timely and relevant information which can improve their decision making and business planning.

In addition to polling, we run a specialised consulting service for public and private sector organizations.