

Celebrating Seven Years of Polling in Nigeria



The Team at the NOIPolls Open Day December 13th, 2013

Abuja, Nigeria. March 7th, 2014 - NOIPolls Limited, the *No. 1 for credible country-specific polling services in Nigeria and West Africa*, is delighted to take you today on a journey back into time. This special edition Release celebrates seven years of polling, evaluating and reporting public opinions across all vibrant sectors of the Nigerian economy. Founded in 2006 with a vision to provide a platform that can measure the pulse of Nigerians on a variety of issues, and making our first debut as a pollster on the African continent in February 2007 with our first ever NOI-Gallup National Poll, we have truly come a long way and are mighty proud of our achievements in championing Opinion Research in Nigeria. NOIPolls partnering with Gallup USA (www.gallup.com) to champion opinion research in Nigeria has run its Face-to-Face NOI-Gallup National Poll and its NOIPolls Telephone Snap Poll project since 2007. We have conducted Four National Polls and over a hundred Snap Polls (capturing Nigerian opinions) and various surveys and research assignments on behalf of our clients and partners in Nigeria and across the region in our seven-years of operation.

Our Ethos

Nigeria currently has a large population of over 160 million, a thriving domestic economy and a decentralized government structure of 36 states, a federal capital territory and 774 local governments; yet, there was no independent polling capability in the country to ensure that the voice of ordinary citizens is heard. NOIPolls was established to fill this gap by championing opinion research in Nigeria.

There is also an apparent lack of credible information on public perception across the Country. This lack often hampers decision-making by both businesses and governments. Although there is a large domestic market and an emerging middle class in Nigeria, most businesses operating in the Nigerian environment face the challenge of correctly assessing market demand, consumer patterns & preferences. Similarly, government policy-makers are often unable to ascertain genuine public opinion on important economic or social issues, as well as important government policy changes, reforms or legislative actions. NOIPolls, working in technical partnership with the Gallup Poll (USA), has been at the forefront of addressing this knowledge gap in Nigeria & the West African sub region.

NOIPolls focuses on issues such as governance, market trends, management of the economy, provision of services, as well as performance of government and private sector institutions. We believe that the results of NOIPolls' opinion research will help *answer strategic questions in the decision making process*.

Our Core Competencies and Competitive Advantage

Our core competencies are four-fold: *Polling, Analytics, Databank Management and Strategic Consulting*. Our clientele are drawn from the private, public and third sectors of the economy. Our rich dataset of information has supported their business planning, product/service development, policy advocacy work, policy planning process and most importantly creating timely and relevant interventions in the public space.

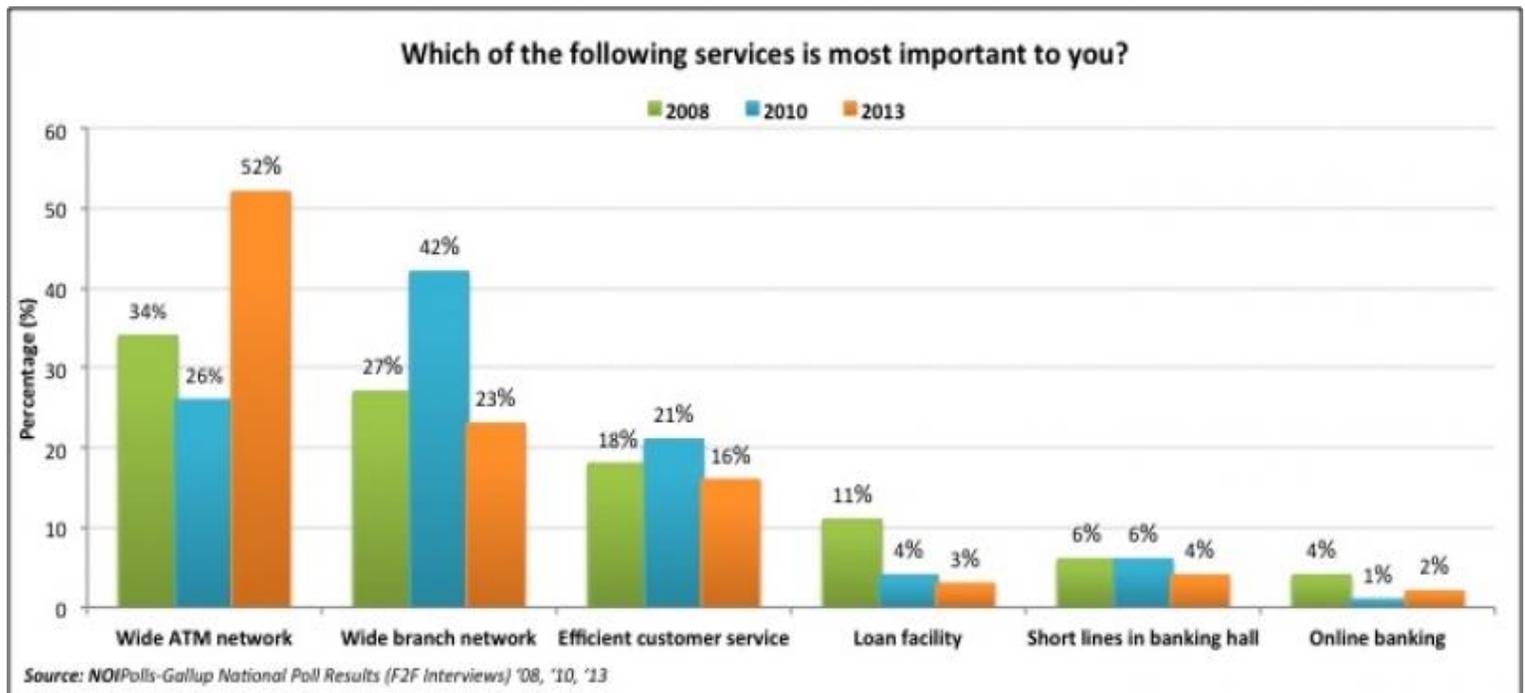
NOIPolls remains consistent in ensuring its methodology and approaches are in line with global polling standards as adopted from our technical partners Gallup, and adapted to the Nigerian context. We maintain objectivity in reporting of our public opinion poll results and transparency in our field operations. We pride ourselves in our C.S.I factor advantage: Credibility (the NOIPolls team, our technical partners Gallup, and our founder Dr. Mrs. Ngozi Okonjo-Iweala), Scientific (globally accepted polling standards), and Independence (unbiased reporting of results and surveys, with no external influence). To learn more about the team, our ethos/philosophy and vision, please visit this link <http://noi-polls.com/root/index.php?pid=8&ptid=1>

Journey through Time: (A Mix of the National Poll and Snap Polls)

A. Private Sector

Our BET survey is a much needed information mine, it is a report you can bet on. Banking, Energy and Telecommunications (BET) are three very vibrant sectors in the Nigeria economy; and NOIPolls has been collecting and analyzing consumer opinions, patterns and trends across these three sectors. Examples are shown below:

Banking



A wide ATM network remains a key service that is important to the Nigerian Customer over a seven year period. It is clear that in order to achieve the CBN's objectives of financial inclusiveness and innovation, more attention needs to be focused on providing more ATM Networks across the country. [Read more on the Banking Report here](#)

For constant 24 hour power supply, how much more are you willing to pay per unit? (2013)



Source: NOI Polls Snap Poll Results (Telephone Interviews) - 2013

More Nigerians (30%) up from 15% are no longer willing to pay more for 24 hour electricity, particularly in Q4 2013 as this was the worst quarter for power supply last year. Read more on *Power* and *Oil & Gas* polls [here](#).

Telecoms

Do you have a cell / mobile phone?



Source: NOI Polls-Gallup National Poll Results (F2F Interviews) '08, '10, '13

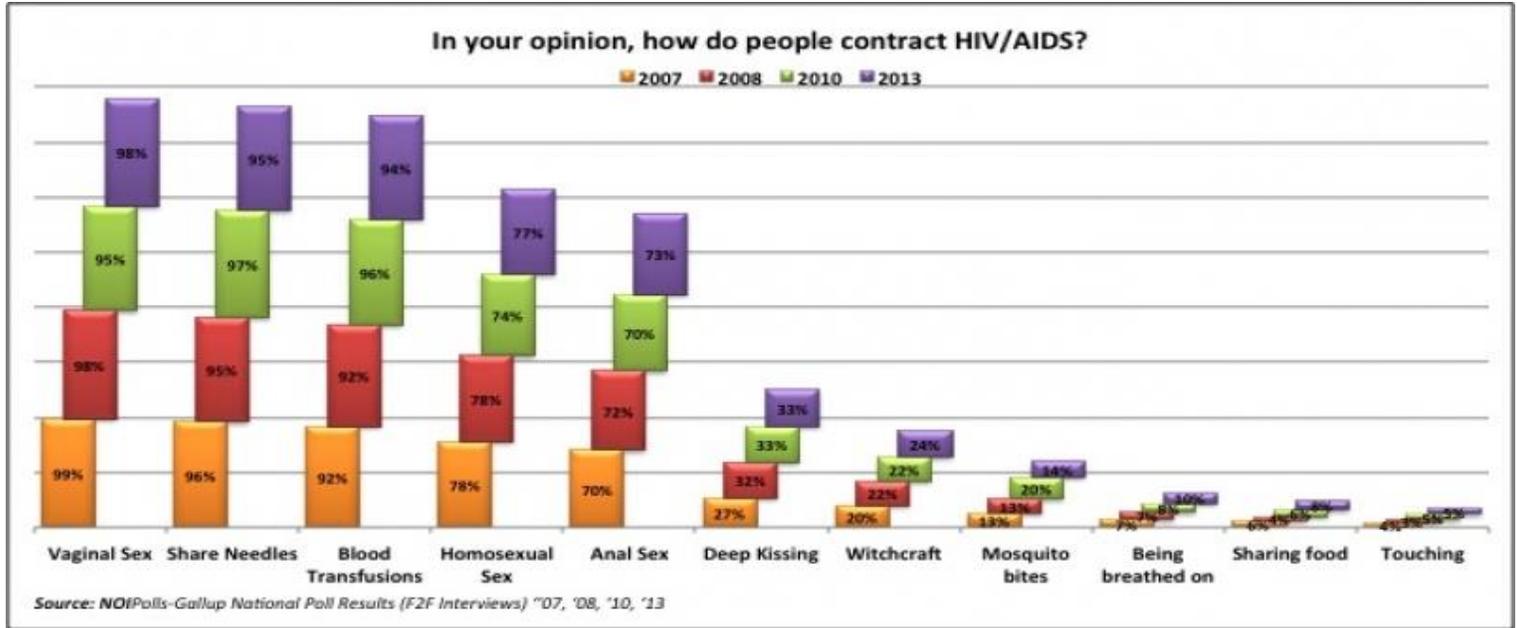
From 56% in 2008, now about 8 in 10 Adult Nigerians (81%) own a mobile phone with the age group 30-45 in the majority (88%). This finding corroborates recent publications by Nigeria Communications Commission (NCC), which puts tele density at an average of 85% in 2013 (www.ncc.gov.ng). Read more on our [Telecoms Snap Poll here](#)

B. Public Sector

We focus on sectors that directly affect the Nigerian public; Health, Education, Agriculture & Food Security, etc.

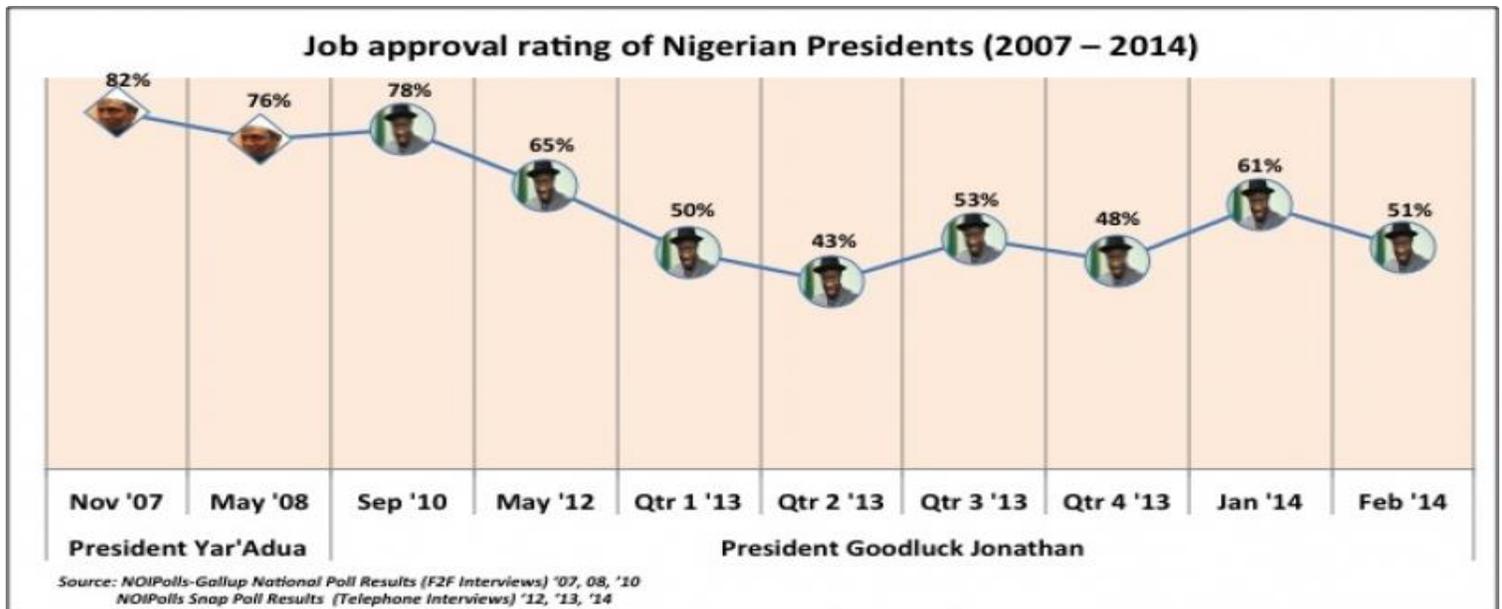
Health: We have been polling on various infectious diseases across Nigeria; Diarrhea in Children below 5years, incidence of HIV/AIDS in Nigeria, Malaria/Typhoid, Incidence of Quack Doctors, Cholera, Health Insurance, Immunization, treatment, prevention etc.

HIV/AIDS



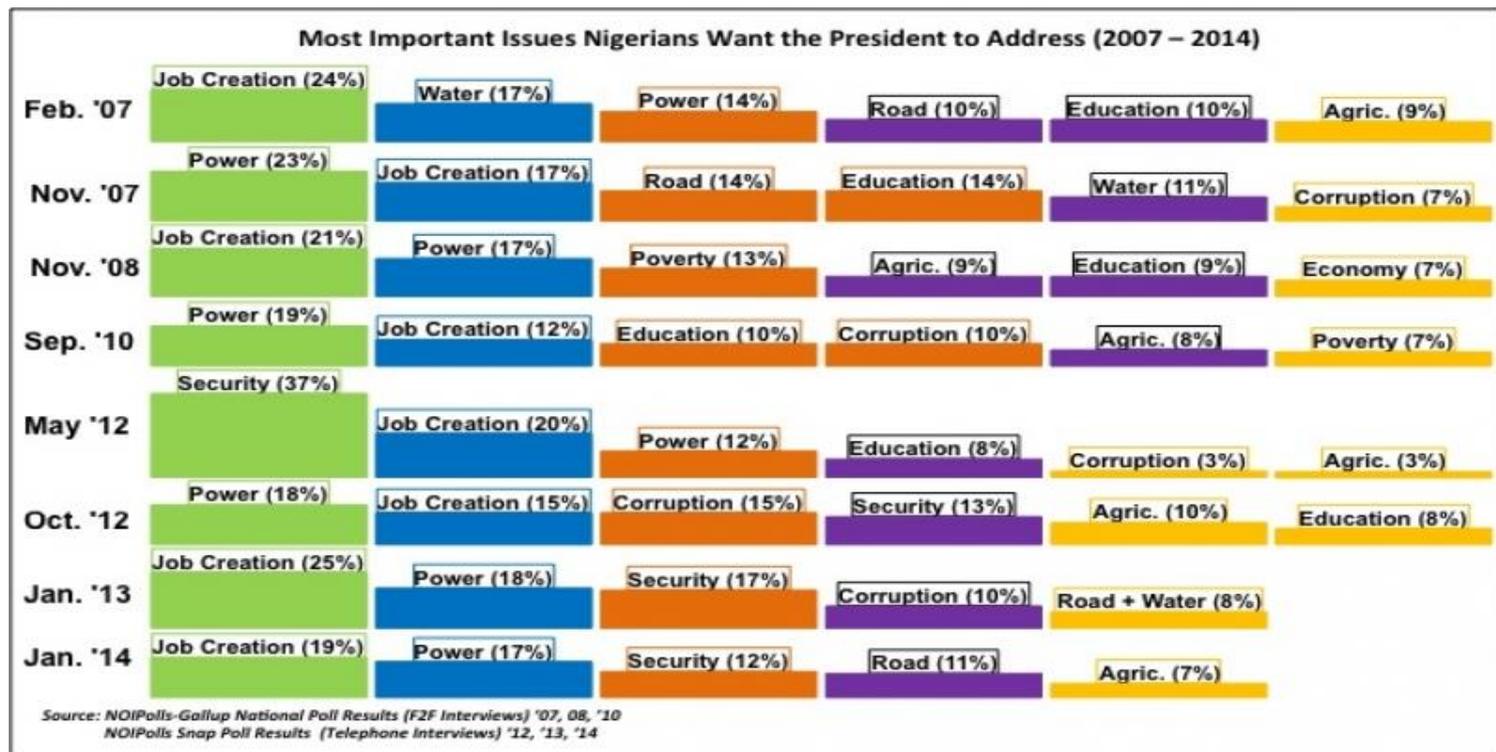
It is quite shocking to see that 24% of adult Nigerians still believe that HIV/AIDS can be contracted by Witchcraft; and mosquito bites (14%); while 33% believe the virus can be contracted by Deep Kissing (in 2013), showing the crucial need for more enlightenment. Read more on our [Health related polls here](#)

Job Approval Ratings



On Governance, NOIPolls has been evaluating the job approval ratings of Nigerian Presidents since 2007. We have evaluated the performance of Government at Federal, State and Local Govt levels, and polled on issues such as constitution review, revenue allocation formula, national conference etc. The chart above presents 7-year tracking of the job approval ratings of Nigeria presidents between 2007 and 2014. Read more of our polls here.

Top Issues for Policy Focus

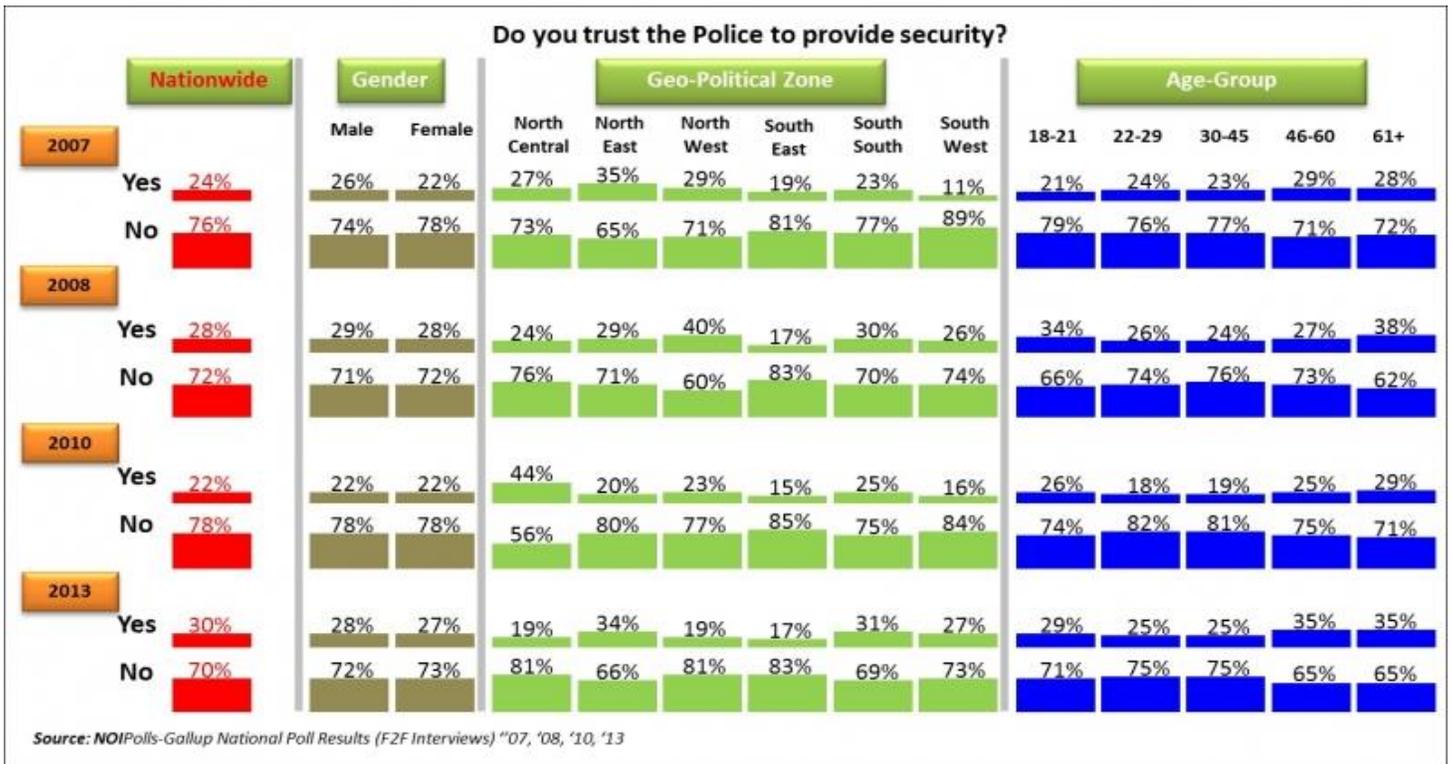


In addition, NOIPolls has been evaluating Nigerians' opinions on the most important issues that need to be addressed by the President of the Federal Republic. The chart above presents the tracking of the top five issues that have been identified in the last eight polls over a seven-year period (2007 -2014). Remarkably, the top three issues for policy focus in terms of priority have been Job Creation, Power/Electricity and Security. Other areas include Corruption, Water, Roads, Education and Agriculture. For more information on public sector related polls, click here.

C. Third Sector:

Polling for development sector interventions, advocacy and policy planning. We focus on supporting international development organisations, Business Membership Organisations (BMOs), Civil Society Organisations (CSOs), Non-Government Organisations (NGOs) and advocacy groups. We help craft fact sheets, policy briefs and technical reports for our clientele. Please read more of our polls here.

The security situation as noted in the immediate slide above remains a key issue to be addressed. NOIPolls security poll covering the North-East zone and the Niger Delta region is a must buy. An extracts shown below:



The chart above reveals that over the last 7 years the level of trust that Nigerians have for the Police has experienced ups and downs. However, 3 in 10 Nigerians say they trust the Police in 2013, up from 22% in 2010.

Conclusion

We are delighted to be at the forefront of reporting the opinions of Nigerians, most especially over a seven-year period showcasing Nigerian opinions over a series of topics; Business, Political, Socio-Cultural, Economic, Legal and Environmental amongst others. Please visit www.noi-polls.com to see all our polls. We look forward to more years of giving voice to Nigerians and supporting decision making across all sectors of the Economy. We remain grateful to all our partners in the media, private, public and third sectors and, to the many thousands of Nigerians who have willingly participated in our polls and surveys, excited at the opportunity to speak on matters concerning the common man.

Disclaimer

This press release has been produced by NOIPolls Limited to provide information on all issues which form the subject matter of the document. Kindly note that while we are willing to share results from our polls with the general public, we only request that NOIPolls be acknowledged as author whenever and wherever our poll results are used, cited or published. NOIPolls hereby certifies that all the views expressed in this document accurately reflect its views of respondents surveyed for the poll, and background information is based on information from various sources that it believes are reliable; however, no representation is made that it is accurate or complete. Whilst reasonable care has been taken in preparing this document, no responsibility or liability is accepted for errors or fact or for any views expressed herein by NOIPolls for actions taken as a result of information provided in this report. Any ratings, forecasts, estimates, opinions or views herein constitute a judgment as at the date of this document. If the date of this document is not current, the views and content may not reflect NOIPolls' current findings and/or thinking.

Press Contact

The Editor

Email: editor@noi-polls.com