

PRESS RELEASE

2015 Nigeria Presidential Election Remains Too close to call between Jonathan and Buhari

Abuja, Nigeria. March 27th, 2015 – Ahead of the much awaited 2015 presidential elections in Nigeria, a recent telephone opinion poll conducted by NOIPolls Limited, has revealed that the race to Aso Villa remains too close to call between the top two contenders. Results of the most recent poll conducted in this series have shown that despite its postponement by 6 weeks, the 2015 presidential election remains a very tightly contested race between the incumbent President Goodluck Jonathan of the People's Democratic Party (PDP) and General Muhammadu Buhari of the All Progressives Congress (APC); with no clear front runner.

Although with increased collection of Permanent Voters Cards (PVC) (about 8 in 10 registered voters), there remains a significant proportion of swing voters (36 percent): who are still undecided (19 percent) or seeking confidentiality (17 percent) as to their choice of candidate. It is worth noting that all respondents interviewed for this poll are registered voters who had all obtained their Permanent Voters Cards (PVCs).

From the results of the most recent poll conducted in the week of 23rd March 2015 (week of the election), when asked who respondents will be voting for in the presidential elections coming up in the “next few days”, the figures put General Muhammadu Buhari in marginal lead (32 percent) over President Goodluck Jonathan (30 percent), demonstrating a 2 percentage point lead.

In comparison with an earlier pre-election presidential poll conducted prior to the postponement of the elections earlier slated for 14th February 2015, the current results show that not much has changed to swing voters from one of the presidential candidates to another. Although we observe that the intensified campaigns over the last 6 weeks may have had some impact; as the proportion of undecided voters have declined by 2 points to 19 percent, while those seeking confidentiality increased by 2 points to 17 percent.

Interestingly, most of the key highlights observed in our earlier poll (pre-postponement) remain unchanged – on the average, Buhari continues to enjoy significant Northern support, particularly from his home base of North-West, and the North-East geo-political zones. On the other hand, Jonathan's support in the South-South and South-East zones remains very strong; with increased support in parts of the North-Central zone. This leaves the South-West zone as the clear battle ground, which could swing the election results in favour of one candidate or the other.

In our opinion, this election remains very keenly contested race and too close to call for two broad reasons: 1.) There remains a very significant proportion of voters (36 percent) who remain either undecided (19 percent) or seeking confidentiality (17 percent) as to their choice of candidate; and 2.) The South-West geo-political zone remains a key battle ground that could sway the results either way.

The good news for Nigeria is that, as the 2015 presidential election holds tomorrow (28th March 2015), we can clearly confirm that at least 8 in 10 registered voters have obtained their PVCs. Therefore, the onus is

on Nigerians, particularly the swing voters, to decide whether the incumbent retains his exalted seat or we witness a historic change of guard in Aso Villa.

NOIPolls Limited is ***No.1 for country-specific polling services in West Africa***, and works in technical partnership with the Gallup Organisation (USA). It conducts periodic opinion polls and studies on various socio-economic and political issues in Nigeria. More information is available at www.noi-polls.com