

***THISDAY*, Ipsos partner for Nigeria 2011 elections**

LAGOS: The CEO and chairman of *THISDAY*, Nduka Obaigbena, and the CEO sub-Saharan Africa of Ipsos, David Somers have signed an exclusivity agreement for political polling leading to the April 2011 elections in Nigeria.



This partnership is said to be the first time an independent global research agency will be conducting political polling in Nigeria on such a large and unprecedented scale.

Said Obaigbena: "In order for Nigerian polling results to be reported objectively it would be crucial for an agency like Ipsos, which is known for its objectivity and accuracy, to conduct such a crucial and sensitive piece of work."

Results to be shared with international media

Both parties have agreed that the results of the polling will be shared with the international media, ensuring full transparency and impartiality. Although political polling is not yet common in Nigeria, it is a regular and important type of research undertaken worldwide, particularly in several European countries and the US where polling results are published on a regular basis in the months preceding elections, predicting as accurately as possible what the outcome will be.

The polling predictions to be undertaken in Nigeria will consist of two distinct phases:

- A national face-to-face random survey spanning all 36 states and the FCT with the purpose of identifying the overall sentiments of the Nigerian voters in each state.
- A smaller weekly sample of respondents will be interviewed telephonically in the weeks immediately prior to the election enabling continuous feedback on what the election outcome will look like.

Working with UK, SA

For the purposes of this research Ipsos Nigeria will be working together with Ipsos MORI in the UK and Ipsos Markinor in South Africa. Ipsos Markinor will provide Ipsos Nigeria with the use of its Computer Aided Telephone Centre for the telephonic phase of the research.

Ipsos Nigeria opened its doors earlier this year in Lagos, its offices based in Ikoyi, with the purpose of servicing clients in Nigeria and throughout the West and Central African region. The Nigerian office will be followed by the opening of an East African office in Nairobi, Kenya early 2011.

Eniola Bello, *THISDAY* MD, is optimistic that the polling on the April 2011 elections "will, among other initiatives, help Nigeria conduct free, fair and credible elections."

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