**Poll Question Designs for 2027 Nigerian Presidential Election Forecast**

To create a successful online poll, questions must be clear, unbiased, and compliant with INEC regulations, which prohibit early campaigning.

Question: If the 2027 presidential election were held today, who would you vote for as president?

**Options:**

Bola Ahmed Tinubu

Goodluck Jonathan

Atiku Abubakar

Peter Obi

Rabiu Musa Kwankwaso

Seyi Makinde

Rotimi Amaechi

Bukola Saraki

Other (Please specify)

Undecided

**Purpose: Gauges current candidate preference, reflecting the major contenders. The “Other” option captures lesser-known candidates, while “Undecided” accounts for Nigeria’s high voter apathy (73% non-voters in 2023).**

**Design Note: List candidates alphabetically or randomly to avoid bias. Ensure anonymity to comply with data privacy laws (Nigeria Data Protection Regulation).**

**Regional Voting Patterns**

Question: Which geopolitical zone do you believe will most influence the 2027 presidential election outcome?

**Options:**

North-West

North-East

North-Central

South-West

South-East

South-South

Don’t know

**Purpose: Assesses regional influence, critical given 2023’s voting patterns (e.g., Tinubu’s 63% northern votes). Helps identify whether zones like the North-West (Kano) or South-East (Obi’s base) are seen as decisive**.

**Design Note: Include “Don’t know” to avoid forcing responses from less politically engaged respondents.**

**Key Issues Driving Vote**

Question: What is the most important issue influencing your vote in the 2027 presidential election?

Options:

Economy (e.g., inflation, job creation)

Security (e.g., banditry, terrorism)

Corruption

Infrastructure (e.g., roads, electricity)

Education

Healthcare

Restructuring/Autonomous Regional Government

Other (Please specify)

**Purpose: Identifies voter priorities, as economic hardship (34.2% inflation) and security challenges dominated 2023 discourse. Results can guide campaign focus for candidates.**

Design Note: Use single-choice to simplify analysis, but allow “Other” for nuanced responses.

**Party Preference**

Question: Which political party do you trust most to lead Nigeria in 2027?

**Options:**

All Progressives Congress (APC)

Peoples Democratic Party (PDP)

Labour Party (LP)

New Nigeria People’s Party (NNPP)

African Democratic Congress (ADC)

Other (Please specify)

None

**Purpose: Measures party loyalty, crucial given APC’s dominance, PDP’s internal crises, and LP/ADC’s rising appeal among youth.**

Design Note: Include “None” to reflect distrust in parties (90% distrust in political leaders per 2025 surveys).

**Coalition Impact**

Question: How likely is the ADC coalition (Atiku, Obi, El-Rufai, etc.) to influence your vote in 2027?

**Options:**

Very likely

Somewhat likely

Neutral

Somewhat unlikely

Very unlikely

**Purpose: Tests the ADC coalition’s viability, a key opposition strategy to unseat Tinubu. Gauges whether coalition talks resonate with voters.**

Design Note: Use a Likert scale for nuanced sentiment analysis.

**Voter Turnout Motivation**

Question: How likely are you to vote in the 2027 presidential election?

**Options:**

Definitely will vote

Probably will vote

Not sure

Probably will not vote

Definitely will not vote

**Purpose: Assesses voter apathy, a major issue given 2023’s 27% turnout. Helps predict if mobilization efforts (e.g., Obi’s youth campaigns) will boost participation**

Design Note: Pair with demographic questions (age, region) to analyze turnout trends.

**Demographic Context**

Question: Please provide your age group and geopolitical zone.

**Age Options:**

18–24

25–34

35–44

45–54

55+

**Zone Options:**

North-West

North-East

North-Central

South-West

South-East

South-South

**Purpose: Captures demographic data to analyze regional and generational trends, as youth and regional divides (e.g., North-West vs. South-East) shaped 2023 outcomes.**

Design Note: Keep anonymous to comply with privacy laws and encourage honest responses.