

NigeriaPolls Capability Statement

Independent survey research and data collection in Nigeria

NigeriaPolls, a brand of Academic Support Services NG Ltd, RC 9416237. Shop B2, NAF Shopping Mall, along Local Airport Road, Ikeja, Lagos. consult@nigeriapolls.com. UNGM supplier number 1283542.

NigeriaPolls is Nigeria's independent public opinion platform, a brand of Academic Support Services NG Ltd (RC 9416237), headquartered in Lagos. We design, field and publish survey research across all 36 states and the Federal Capital Territory. We also run an open-access programme of monthly national sentiment indices, published under a Creative Commons licence, so that every figure we release can be checked, cited and challenged.

We are a young firm, and we say so plainly. What we lack in decades of client logos, we make up for with a published, dated, checkable body of work and a field process built to be audited. This document describes both, with links rather than adjectives.

1. What we do

Service	Description
Survey distribution and fieldwork	Opt-in respondent recruitment via WhatsApp (through a licensed Business Solution Provider), community and association networks, and referral channels; CATI phone surveys from our Lagos call centre; face-to-face fieldwork partnerships for full-probability studies
Custom commissioned studies	Client-owned questionnaires fielded nationally or by state, demographic or population group, delivered in agreed formats
Tracking studies	Recurring monthly or quarterly waves with trend reporting, the model behind our own published indices
Data licensing	Access to our published and unpublished Nigerian sentiment datasets
Transparency dashboards	Live, read-only client portals showing fieldwork progress, quality-control outcomes and reconciliation against the client's own form, standard on every engagement

2. Proof of capability: our published research programme

Our portfolio is public, dated and continuously updated, so it can be inspected without a meeting.

- **Monthly national indices**, fielded and published on our own account: Consumer Confidence, Governance Trust, Security Perception, Cost-of-Living Sentiment and Youth Hope. Each has a published methodology, state-level breakdowns and trend history. nigeriapolls.com/indices
- **National polls** on election sentiment, economic confidence, healthcare access, youth employment and education quality. nigeriapolls.com/polls
- **A public methodology** describing our sampling, fieldwork, weighting and quality-control procedures, the same procedures we apply to client work. nigeriapolls.com/methodology
- **A public data catalogue** of 36 state dashboards, more than 1,000 tracked public officials and sector research across 15 industries. nigeriapolls.com/research

3. How we work: quality control you can watch

Every engagement runs on the same controls, visible to the client in real time.

1. **Full response accounting.** Every submission is either accepted or held out with a named reason: duplicate device or phone number, completion below the minimum readable time, straight-line answering, or outside the target population. Nothing is quietly dropped.
2. **Reconciliation against the client's own form.** Where the questionnaire lives in the client's account, our dashboard count is reconciled against the client's own response count, and any difference is displayed, not smoothed over.
3. **Channel-level attribution.** Each recruitment channel uses its own tagged link, so clients can see which channels produce real responses.
4. **Privacy by default in reporting.** Client dashboards show counts only, never names, phone numbers or individual answers. Counts below 5 are suppressed, with complementary suppression where needed, so no individual can be re-identified from a report.
5. **Honest inference.** Opt-in samples are described by who answered, not dressed up with a margin of error they do not carry. Where a study requires probability sampling, we say so and field it accordingly.

4. Infrastructure and governance

- **Lagos field operations hub:** trained interviewing agents, with supervisors back-checking completed interviews.
- **WhatsApp distribution:** through a licensed Business Solution Provider, strictly on opt-in and organic recruitment channels. We do not message numbers from purchased or generated lists.
- **Quota and allocation engine:** enforces state, sex and age quotas automatically, so sample targets hold even with many fieldworkers working at once.
- **Client dashboard platform:** named, temporary, read-only access, with every visit recorded.
- **Data protection:** practices aligned to the Nigeria Data Protection Act 2023, with NDPC data-controller registration in progress. Consent is captured and time-stamped for every respondent, and an internal do-not-call register is honoured across all campaigns.

5. How we propose to start

We can take on full-scale work immediately: nationwide or state-level fieldwork, with targets agreed before fieldwork begins and progress visible to the client daily.

If you would prefer to start small, we are glad to run a paid pilot in one or a few states, to the full standard described above, before any larger roll-out. The process, the controls and the transparency are the same either way. Only the scale changes.

6. Verify us

We would rather be checked than believed.

What	Where
Indices and published data	nigeriapolls.com/indices
Methodology	nigeriapolls.com/methodology
Published polls	nigeriapolls.com/polls
Research programme	nigeriapolls.com/research
About and governance	nigeriapolls.com/about

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