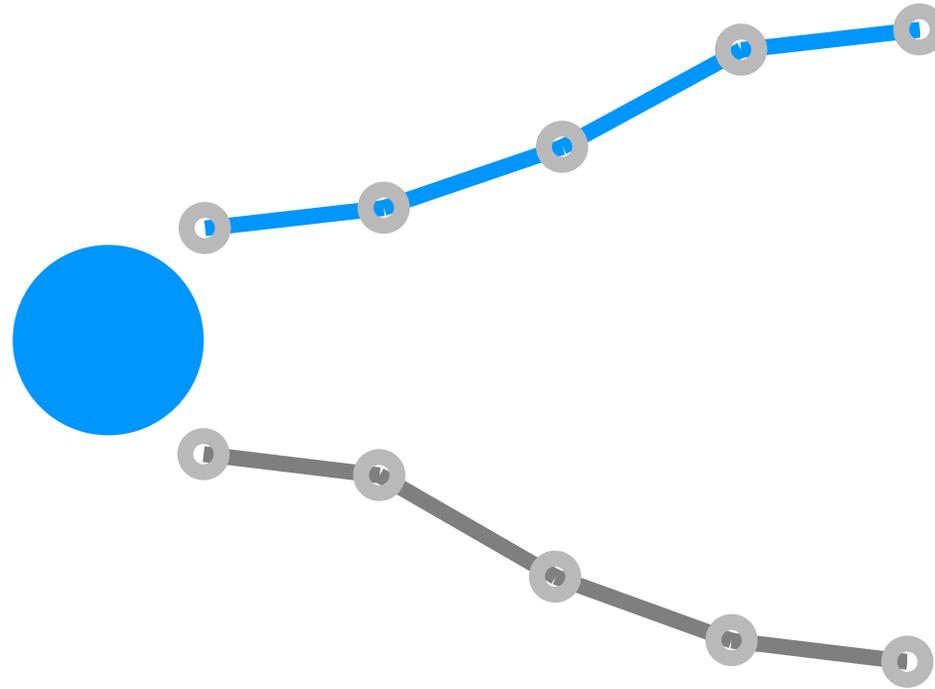




# Edo State Elections

Past Election Analysis • Senatorial Sentiments • Implications

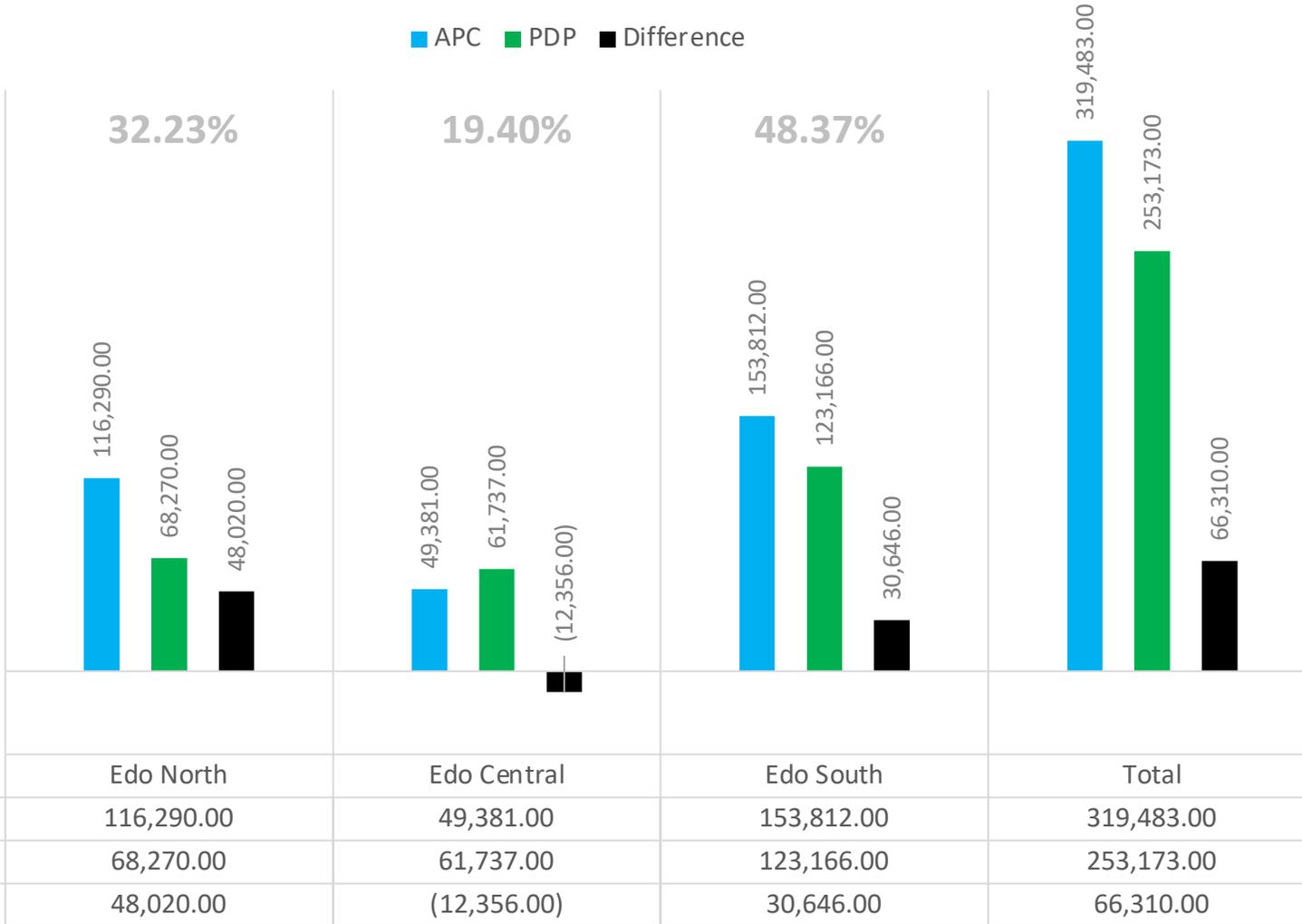
# Past Election Analysis



# 2016 GUBERNATORIAL ELECTION

■ APC ■ PDP ■ Difference

VOTES

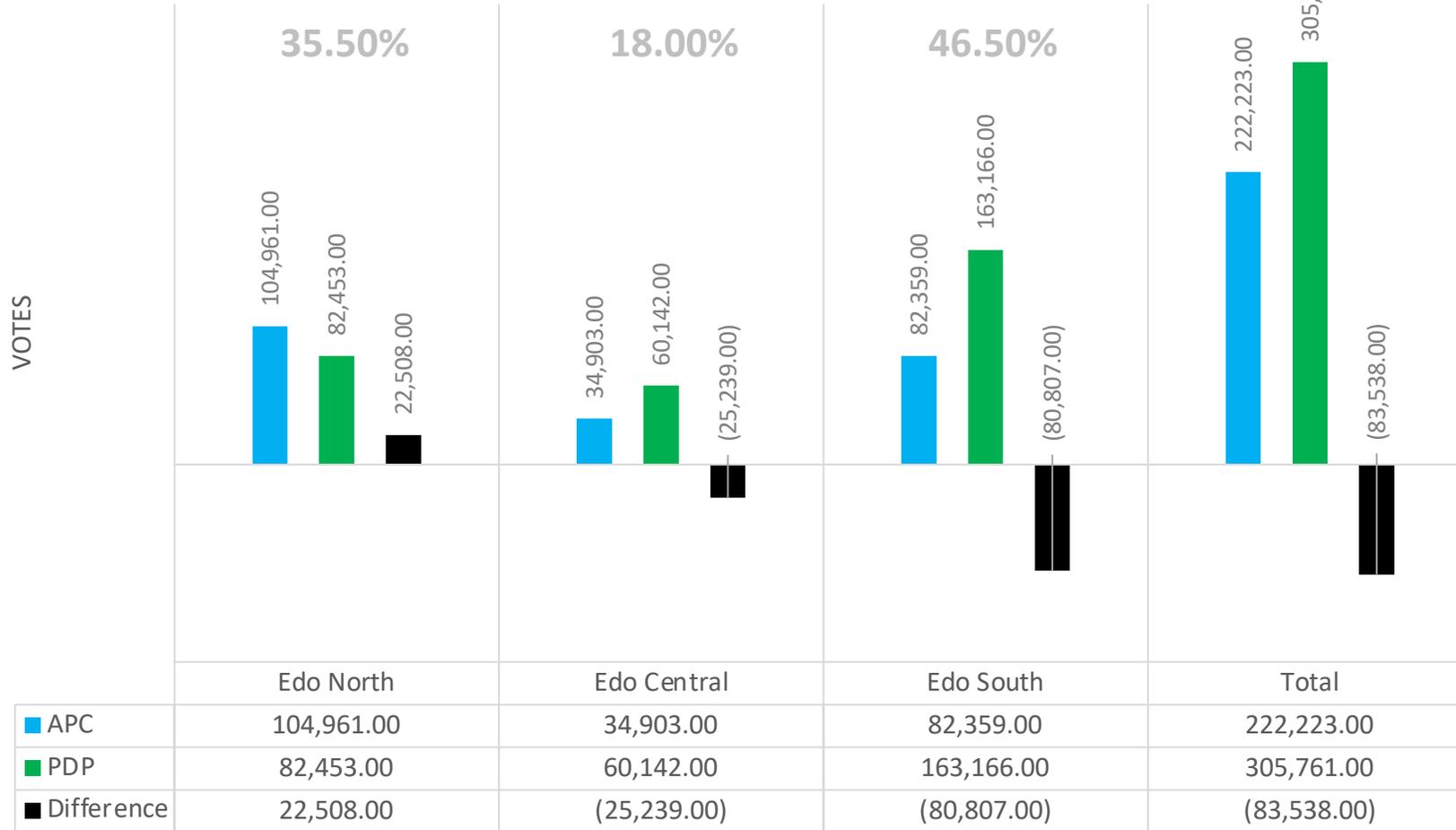


## Notes

- APC won by 66,310 votes
- Total Votes were 572,656
- Total Northern Votes accounted for 32.23%
- Total Southern Votes accounted for 48.37%
- Total Central Votes account for 19.40%
- South & North Difference is 15.85%

# 2020 GUBERNATORIAL ELECTION

■ APC ■ PDP ■ Difference



## Notes

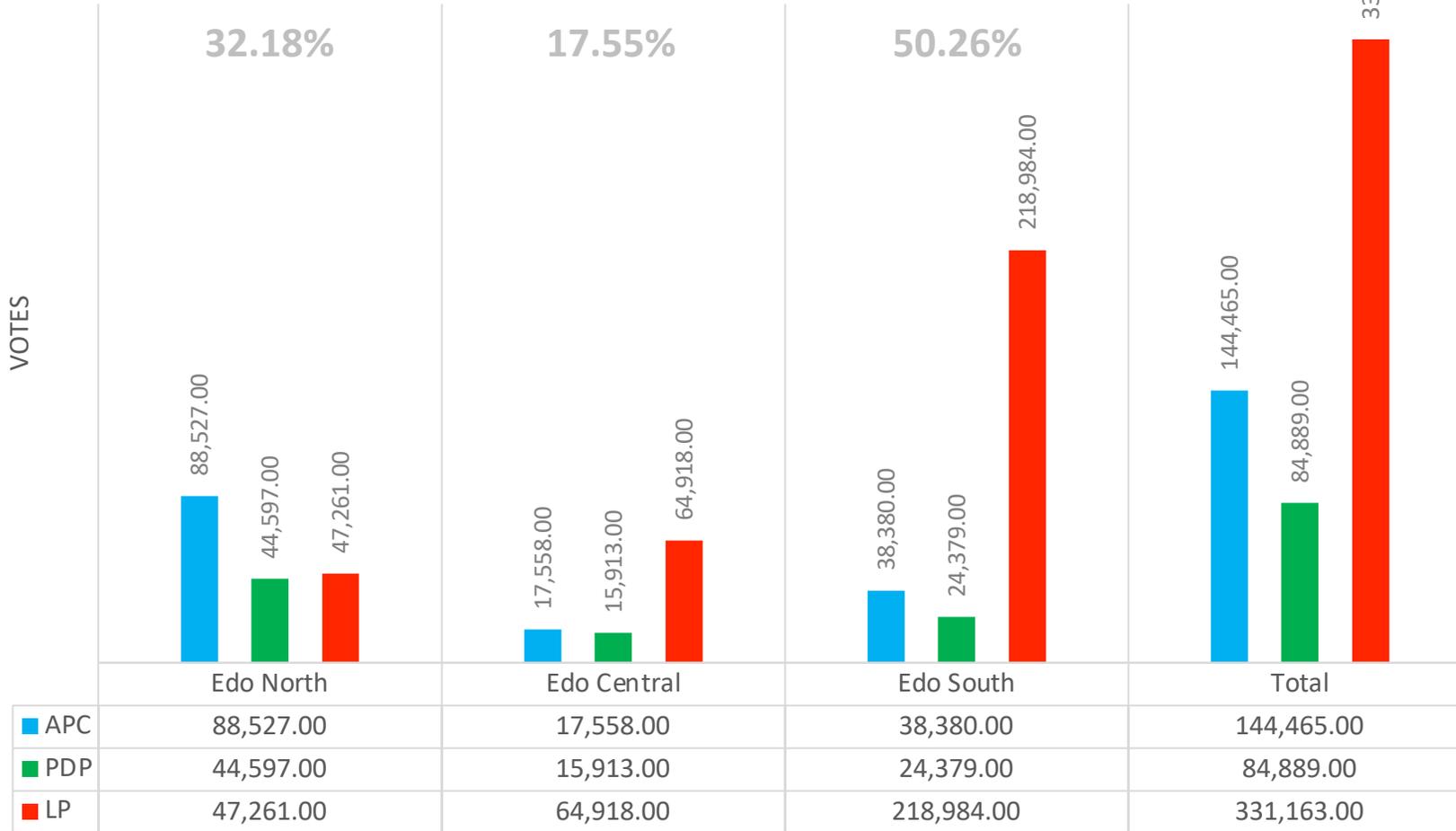
- APC lost by 83,538 votes (*win margin increased*)
- Total Votes were 527,984 To (*turnout reduced by 44,672*)
- Total Northern Votes accounted for 35.50% (*Northern contribution increased from 2016*)
- Total Southern Votes accounted for 46.50% (*Southern contribution reduced from 2016*)
- Total Central Votes account for 18.00% (*Central's contribution reduced from 2016*)
- South vs North Difference is 11% (*gain in North's contribution decreased south vs north gap by 4.85%*)

## Factors That Worked Against APC

- Majority of APC Federal backed PDP
- Godfatherism Narrative
- **Perceived Hypocrisy**:- APC Edo Leader had condemned the character of its candidate in the 2016 election
- **United PDP**:- Wike, Dan Obih, Philip & GO
- Party mobilisation was not fully dispensed to Party Coordinators
- Reused Candidate

# 2023 PRESIDENTIAL ELECTION PT1

■ APC ■ PDP ■ LP



## Notes

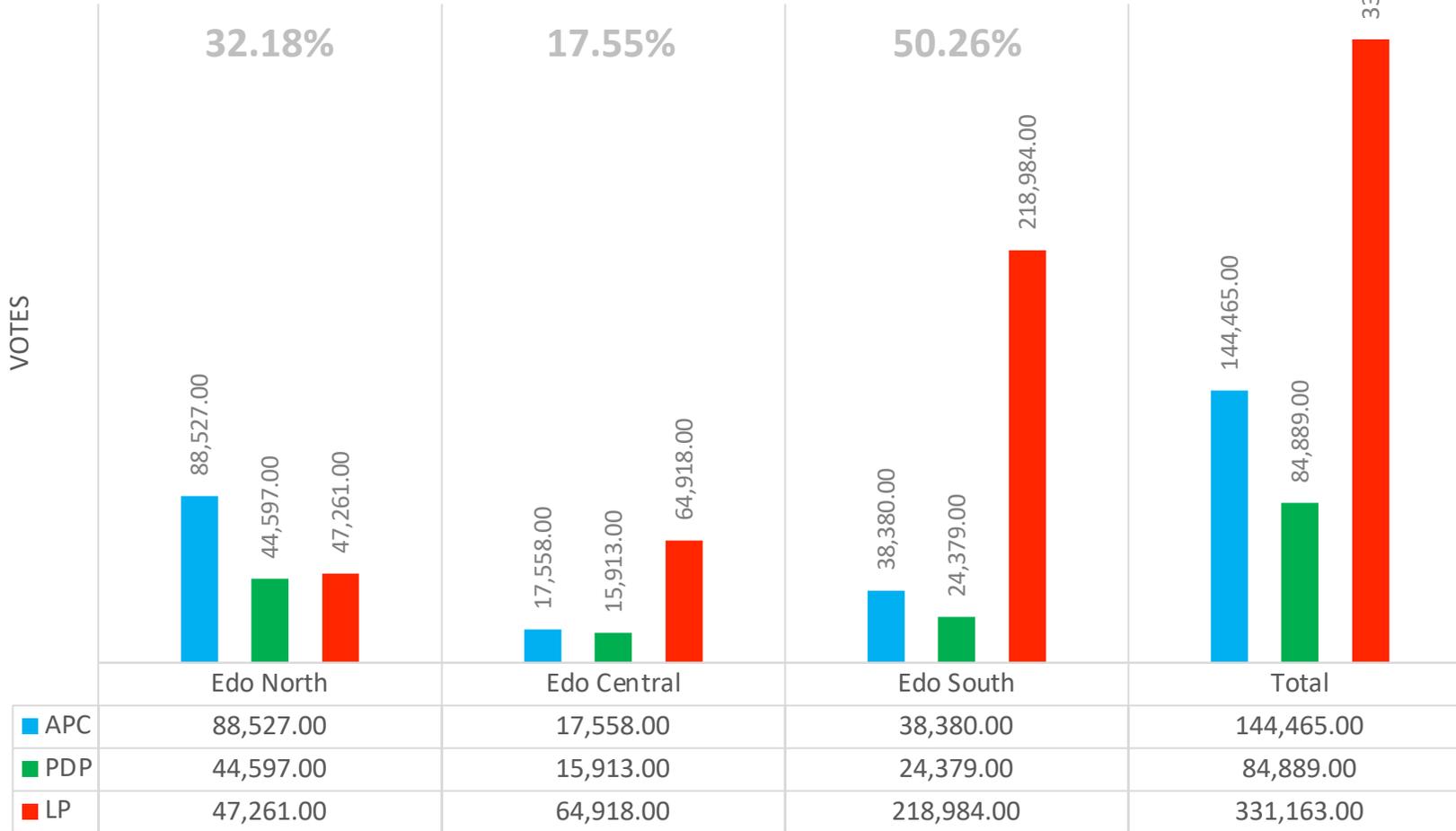
- Data cannot be used for a one-to-one comparison with previous data due to presidential anomalies that do not exist in gubernatorial elections
- For comparison purposes, labour part (LP) will be referred to as a new party
- A new party, LP, won with 331,163 votes (total LP party votes higher than the winning parties in the last two gubernatorial elections)
- Total Votes were 560,517 To (turnout increased by 32,533 in comparison with 2020 but reduced by 12,136 in comparison to 2016)
- Total Northern Votes accounted for 32.18% (Northern contribution reduced from 2016 & 2020)
- Total Southern Votes accounted for 50.26% (Southern contribution increased from 2016 & 2020)
- Total Central Votes account for 17.55% (Central's contribution reduced from 2016 & 2020)
- South vs North Difference is 18.08% (increased turnout in South & decreased turnout in North led to increase in south vs north gap by 7.08%)

## Observations 1

- LP votes (331,163) can be viewed as swing votes that react to the candidate's attributes

# 2023 PRESIDENTIAL ELECTION PT2

■ APC ■ PDP ■ LP



## Observations 2

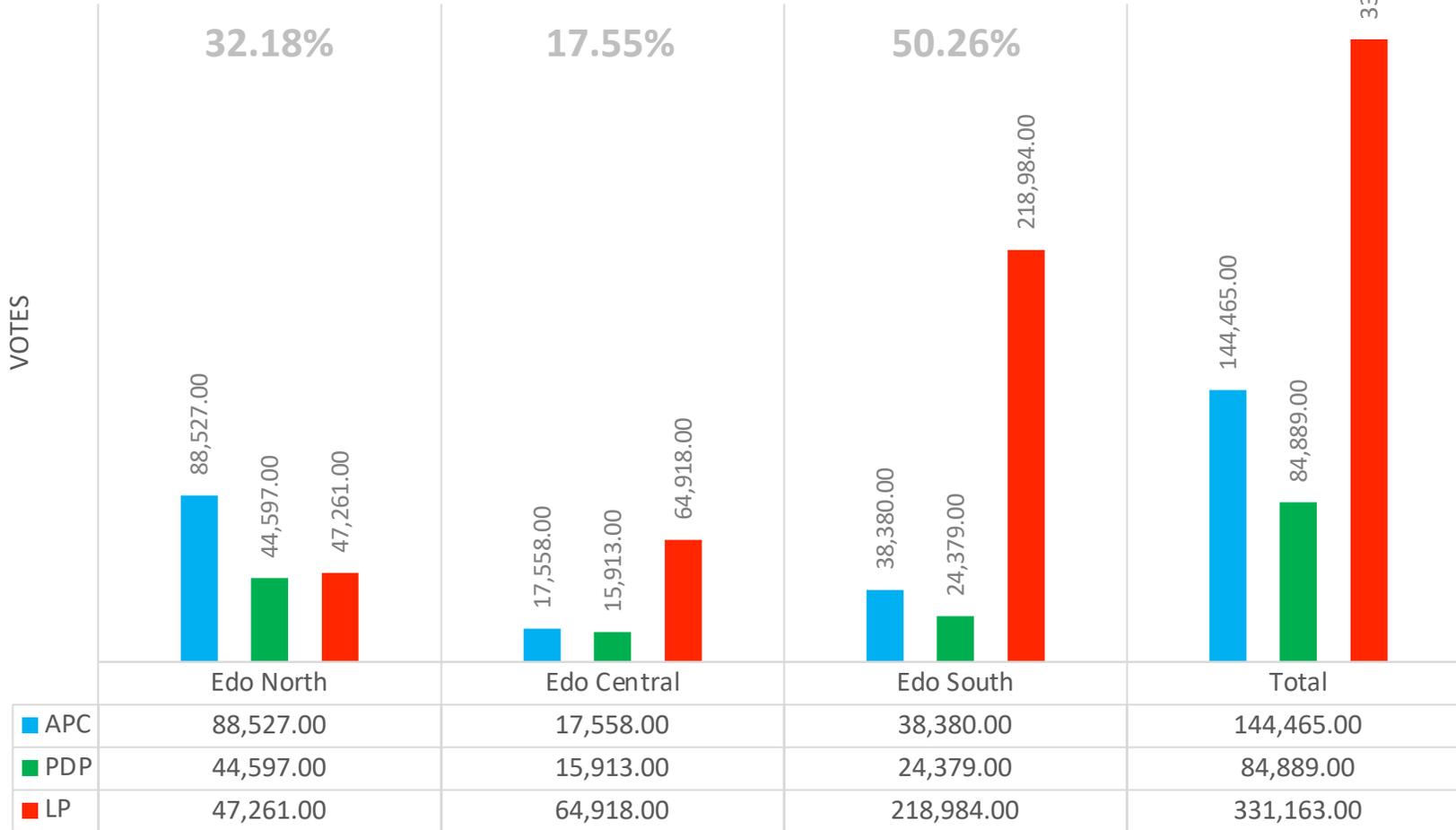
- The APC & PDP votes can be viewed as traditional voters loyal to their party regardless of the candidate’s attributes
- Although voter turnout was high, it was less than the turnout of 2016
- Governorship elections without an incumbent leads to higher turnout in all senatorial zones *(need 2007 data to verify claim)*
- Majority (66.13%) of swing votes are in Edo South *(i.e. majority of Edo South react/vote based on the candidate’s attributes)*

## Factors That Worked Against APC & PDP

- Perceived notion of unintelligent & ill-intentioned candidates (APC & PDP)
- APC apathy gained from incumbent president’s antecedent on Naira Redesign & #EndSARS *(also spilled over to PDP by being part of the “Old Guards”)*
- PDP apathy gained by the possibility of the North retaining power after 8 years leading
- APC’s Muslim-Muslim ticket

## 2023 PRESIDENTIAL ELECTION PT3

■ APC ■ PDP ■ LP

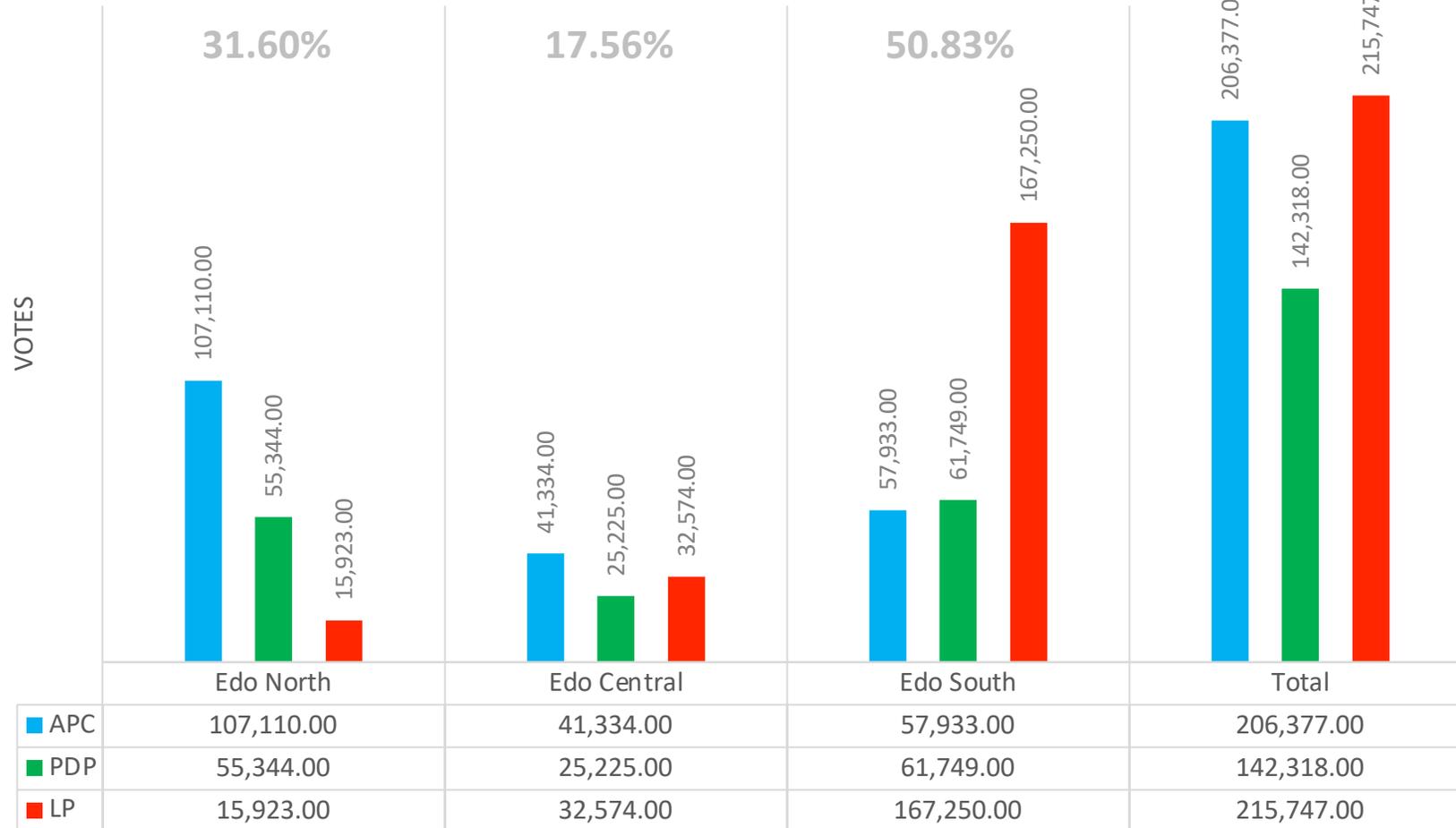


### Factors That Worked For LP

- Candidate perceived to have a positive character (*integrity*), and experience (*government & private sector*)
- Only perceived viable alternative to APC & PDP
- Spillage of PYO supporters after losing APC Primaries

# 2023 SENATORIAL ELECTION

■ APC ■ PDP ■ LP



## Notes

- Data cannot be used for a one-to-one comparison with previous data due to senatorial anomalies that do not exist in gubernatorial elections
- For comparison purposes, labour part (LP) will be referred to as a new party
- A new party, LP had the most votes with 215,747 votes (a 115,416 [34.85%] reduction from the presidential election that took place on the same day)
- APC gained significantly, losing out to LP by only 9,370 votes [4.34%]
- LP votes reduced across each senatorial zone compared to the same-day presidential election (23.63% in Edo South, 49.82% in Edo Central and 66.31% in Edo North)
- APC marginally won in Edo Central for the first time since 1999 (outlier)

## Observations

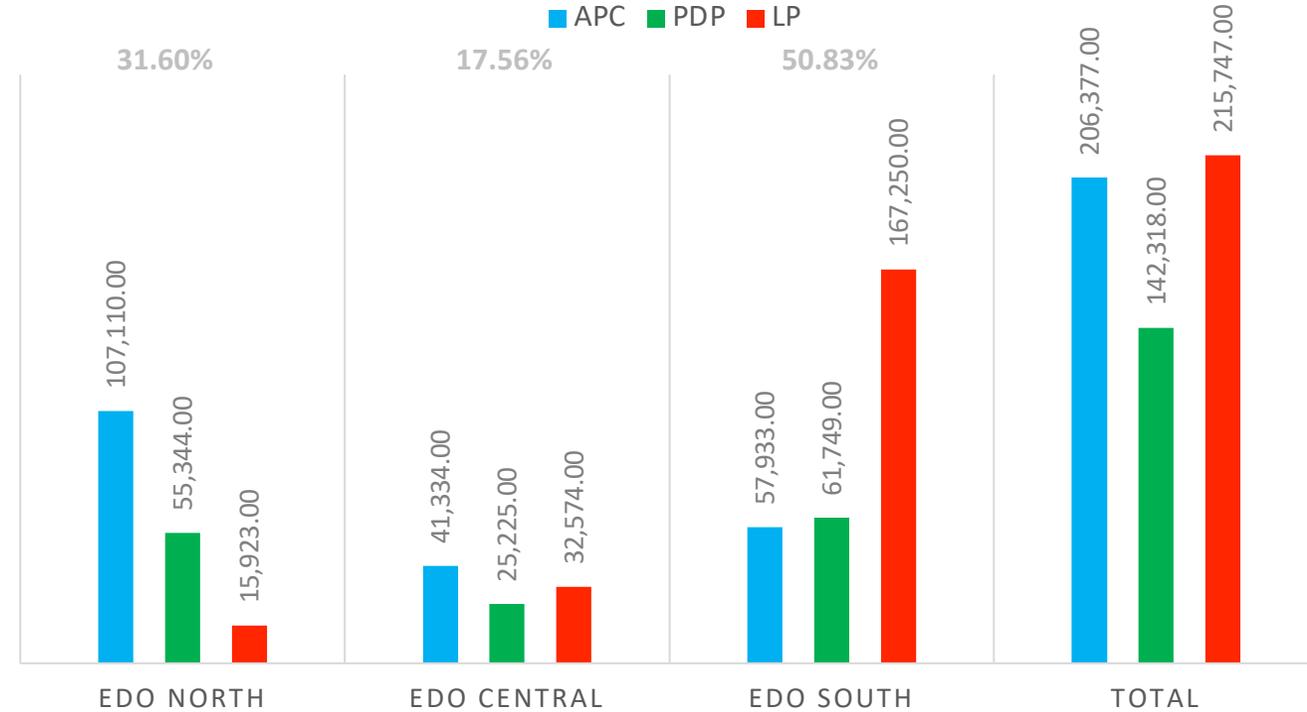
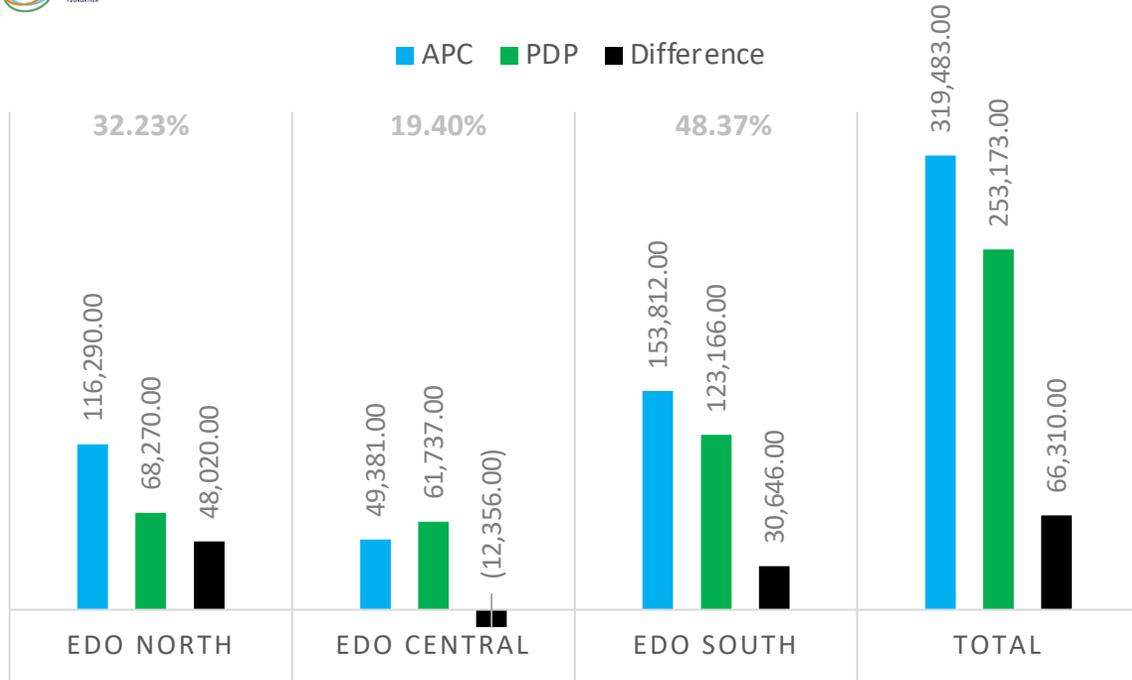
- The electorates in Edo State are smart & dynamic (can be observed in the variation of results from the presidential & senatorial elections that held the same day)
- The dynamics in Edo North & Edo Central reacted more to the introduction of domestic candidates than Edo South (can be observed by the % LP lost in each zone leading to a more familiar voting pattern as seen in 2016 & 2020)

# Senatorial Sentiments



Market Women Interview in Benin City, Edo South

*Credit: Chris Osa Media Group*



## Key Notes & Observations from 2016 - 2023

- Although high, the 2023 election **Turnout** was less than the 2016 **Turnout**
- Between 2016 & 2020, Edo North's **% of voters increased** (*focusing strictly on gubernatorial results*)
- Edo State has about **330,000 voters** that vote based on **the candidate's attributes** (*perceived personality, pedigree, character, experience & plans*)
- Having a **domestic/local candidate** has **great impact in Edo Central & Edo North**, with a slight impact in Edo South (*with the impact in Edo North greater*)
- Majority (~66%) of voters that vote based on the candidate's attributes are in Edo South
- **APC has never lost Edo North**
- The **hypothesis** for the last two points is:
  - Most residents of Edo Central & Edo North are from Edo Central & Edo North (*being "rural" area*)
  - Edo South is made up of residents from the three (3) senatorial zones, as well as the three (3) major tribes in Nigeria (*being an Urban area*)
- The voters in Edo State are very aware/smart as observed by the wide variation in results of the 2023 presidential & senatorial elections which took place on the same day.
- **Average total contribution** of each zone is **South [48.38%], North [33.30%], Central [18.32%]**
- **Average gubernatorial contribution** of each zone is **South [47.43%], North [33.86%], Central [18.70%]**

## General Sentiments

*Views held by the general public (views may conflict)*

## Party/Political Sentiments

*Some views held by the party members (views may conflict)*

### Edo South

- We need who will govern us well and give us good roads, schools, etc [Extremely Strong]
- We do not care where our governor comes from [Strong]
- People from outside Edo South respect us & the Oba more than people from Edo South [Very Strong]
- It should go to Edo Central [Slightly Strong]

- We have the voting population so we can retain governorship [Slightly Weak]
- Governorship should go to either Edo Central or Edo North [Slightly Strong]
- Governorship should go to whoever can win the election [Strong]

### Edo Central

- We have been marginalised; it is our turn [Extremely Strong]

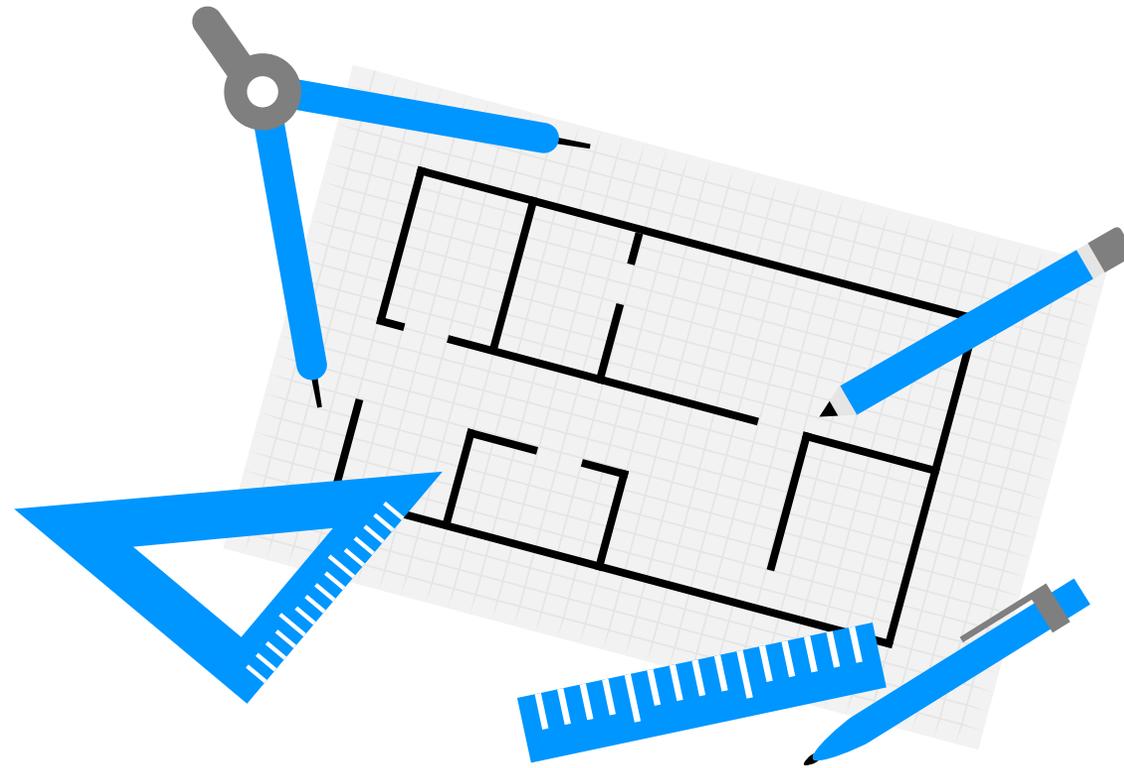
- We have been marginalised; it is our turn [Extremely Strong]

### Edo North

- We need who will govern us well and give us good roads, schools, etc [Extremely Strong]

- We consistently carry APC in the State, we should be rewarded [Very Strong]
- We are the ones that have been really marginalised [Very Strong]
- The candidate should come from your zone of strength, not weakness [Extremely Strong]

# Implications/Conclusion



## Baseline 1 - Rejected

By aggregating **2016's** Gubernatorial Result, **2020's** Gubernatorial Result, and **2023's** Presidential Result, we can establish the following baselines:

	Edo North	Edo South	Edo Central
Average Vote Contribution	33.30%	48.38%	18.32%
APC	56.03%	34.23%	33.00%
PDP	35.24%	39.86%	45.00%
LP	2.81%	13.02%	3.86%

## Baseline 2 - Adopted

By aggregating **only 2016's** Gubernatorial Result, and **2020's** Gubernatorial Result, we can establish the following baselines:

	Edo North	Edo South	Edo Central
Average Total Vote Contribution	33.86%	47.43%	18.70%
APC	59.51%	44.54%	40.58%
PDP	40.49%	55.46%	59.42%

## Notes

- The summation of each senatorial zone (Top to Bottom) in **Baseline 1** does not add up to 100% due to lack of LP data in 2016 & 2020. *(Hence, we cannot reliably use this as a baseline)*
- However, **Baseline 1** gives an idea of the state of things going forward
- From **Baseline 1**, Edo North is overwhelming APC with 20.79% more than 2nd (PDP)
- Due to the normalised data, the summation of each senatorial zone (Top to Bottom) in **Baseline 2** adds up to a 100%
- From **Baseline 2**, Edo North remains overwhelmingly APC with 19.12%
- PDP's dominance of Edo Central is observed by their 18.94% lead on APC

## Implications – *Take Aways*

Based on Past Election Analysis, Senatorial Sentiments and our Adopted Baseline, we can confidently deduce the below. However, it should be noted that some statements are simplified for presentation purposes but hold true:

### Edo South:

- A majorly urban swing zone which comprises of an amalgamation of Edos from all three (3) senatorial zones and residents from the three (3) major tribes of Nigeria
- Majority of voters in Edo reside here.
- Voters are intuitive, with few hardcore party faithfuls of the three (3) major parties and a majority voting based on the Candidate's attributes, character (especially integrity), antecedents and plans.
- They generally take pride in their tribe on a regular day (Binis) but do not hold tribal sentiments in the direction of governance.
- The exception to this comes from members of the political class, though not enough of a critical mass to deem this school a thought a majority.
- Best Strategy to **Win** or capture a **Significant %** of this Zone: *Have a Candidate with Sellable Attributes and Antecedents. Zone of origin would not move the needle much, so it is not a frontline factor.*

### Edo Central:

- A majorly rural PDP zone which comprises of mainly Edos from the zone (Esan).
- Houses the least voters in Edo.
- Voters are intuitive, with a majority being hardcore party faithfuls of PDP. The impact of a candidate from their zone significantly influences voters.
- Tribal sentiments are not strong on a regular day; However, Tribal sentiments are strong in the direction of governance, especially in the upcoming election.
- Members of the political class and Esans in general hold very strong the perception of marginalisation and strongly demand the end of their marginalisation through the movement called **Esan Agenda**.
- Best Strategy to **Win** or capture a **Significant %** of this Zone: *Have a Candidate from this Zone. A Candidates Antecedents would not move the needle much, so it is not a frontline factor.*

## Implications – *Take Aways (continued)*

### Edo North:

- A majorly rural APC zone which comprises of mainly Edos from the zone (Afemai).
- Houses the second highest number of voters in Edo, which seems to be increasing.
- Voters are intuitive, with a majority being hardcore party faithfuls of APC. The impact of a candidate from their zone significantly influences voters, with a good portion influenced by the candidate's attributes and antecedents.
- Tribal sentiments are not strong on a regular day; However, they are fairly strong in the direction of governance.
- Members of the political class and a slight majority of Afemai in general very strongly viewed themselves as the true marginalised group of the three (3). This seems to be a growing sentiment birthed from the marginalisation conversation spurred from the Esan Agenda movement.
- Best Strategy to **Win** or capture a **Significant %** of this Zone: *Have a Candidate from this Zone with Sellable Attributes and Antecedents. The Candidate's zone of origin matters more than their Attributes and Antecedents. Though both are frontline factors.*

**Conclusion on the Next Page**

## Conclusion

When analysing State results, patterns, strongholds and voter preferences typically surface, and Edo State is no exception to this. From APC's dominance of Edo North, to Edo South's swing votes, the analysis carried out revealed insightful takeaways. These takeaways have been analysed zonally in isolation to arrive at the optimal strategy believed to maximise votes from each zone. However, zooming out from a zonal perspective and into a State-wide outlook, the combination of all zonal strategies suggests that for each party to win the 2024 gubernatorial election, **the optimal combination for its candidate should be:**

### Option 1 (Recommended for APC):

#### 1. A candidate with Sellable Attributes and Antecedents from Edo North.

This would allow APC:

- a. Key into the existing tribal and marginalised sentiments in Edo North, thus securing a minimum block votes of **104,222** (*average of all four results presented*) and a projected addition of **45,909** (*assuming LP lose 66% of Edo North votes from 2023 presidential election, and PDP lose 33% of the same*) from the Zone. Giving a total of **150,131** as a starting point.
- b. Capture a significant portion of Edo South and Edo North votes via the sellable attributes and antecedent of the candidate.

*NOTE: Projection of LP losing a minimum of 66% of their votes in the region is conservative given that LP lost 66.31% of their votes in Edo North in the 2023 Senatorial Election (15,923) compared to the 2023 Presidential Election (47,261) held at the same time. While PDP losing a minimum of 33% of their votes in the region is conservative in the scenario that Philip Shaibu and/or Dan Orbih faction lose out in the PDP primaries.*

### Option 2 (Recommended for PDP):

#### 2. A candidate with Sellable Attributes and Antecedents from Edo Central

This should yield a minimum of **45,931** votes (*average of all four results presented*) and a projected addition of **54,984** (*assuming APC & LP lose 66.67% of their Edo Central votes from the 2023 presidential election*) is a robust approach that could consolidate PDP's existing strongholds while making inroads into other zones. *NOTE: Projection of APC & LP losing 66.67% of their votes to PDP is feasible if only the PDP fields a candidate from Edo Central and also given that it is the party's stronghold.*

## Option 3 (Recommended for LP):

### 3. A candidate with Sellable Attributes and Antecedents.

- a. This enable LP key into the existing in roads made in Edo South in the 2023 presidential election. Though a minimum number of votes cannot be predicted for LP given the lack of historical data.
- b. Such a candidate and further establish some loyal voters in Edo North, given the impressive in roads made in the 2023 presidential election, where they came 2<sup>nd</sup> in Edo North and only marginally lost Akoko-Edo LGA to APC by 1,181 votes.

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we want choices  
our freedom to choose  
make us free.

