



Global **Info** Analytics

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# National Opinion Poll Primaries & General Elections Updated 20<sup>th</sup> October 2022



# Executive Summary

# EXECUTIVE SUMMARY

## NPP Presidential Primaries

- ❑ A new opinion poll conducted by Global InfoAnalytics for October 2022 shows the Trade and Industry Minister, Alan Kwadwo Kyerematen (AKK) continues to expand his lead over his closest rival Dr Mahamudu Bawumia (DMB) in the race to lead the NPP as the country's economic crisis deepens. The poll shows AKK is the preferred candidate of general voters to lead the NPP in 2024. AKK now leads DMB, 44% to 31%. Kennedy Ohene Agyapong, MP (KOA) came third with 14% of the votes.
- ❑ AKK's double digit lead is the biggest recorded lead since polling began in January 2022. DMB's slide in the poll coincides with the country's worsening economic situation. DMB drops to third place on who voters trust to better manage the economy according the poll, behind John Dramani Mahama (JDM) and AKK.
- ❑ The poll also shows that (KOA), the MP for Assin Central, may force the NPP race into a runoff as he makes inroads into the support base of the establishment candidates.

# EXECUTIVE SUMMARY

## NPP Presidential Primaries

- ❑ The poll shows AKK is preferred by general voters to win a runoff with 62% of votes compared with DMB who attracts 38%.
- ❑ The poll shows 56% of KOA voters will switch to AKK and 9% to DMB while significant 35% say they will not vote in the event of a runoff.
- ❑ Among NPP voters, the poll shows a tighter race as DMB leads AKK by 42% to 40%. DMB had led by 44% to 42 % in the July 2022 polls amongst likely NPP voters.
- ❑ However, though with a much smaller sample size, amongst respondents who identified themselves as NPP delegates, DMB leads AKK by 53% to 27%.
- ❑ The data suggests that the views of the general voters and that of NPP affiliates has narrowed compared to July 2022.

# EXECUTIVE SUMMARY

## NDC Presidential Primaries

- ❑ In the NDC race, John Dramani Mahama (JDM) is on course to lead the party, at least according to general voters, as the polls continue to show him in a stable lead. He leads Dr Kwabena Duffour (DKD) 71% to 19%. Hon. Kojo Bonsu, attracts 3% of the votes with someone else, 7%. DKD's improvement in the polls suggests that people who had earlier said they intended to vote for someone else in the July polls, opting for him instead.

## General Elections

- ❑ In the general elections, the poll shows JDM continues to lead his potential rivals from the NPP, DMB and AKK by a significant margin if the elections were held today.
- ❑ The poll shows further that among voters who are likely to vote in the 2024 elections, JDM leads DMB 62% to 33%, representing a 29% lead. 6% of voters prefer to vote for someone else (SO). In the race between JDM and AKK, JDM leads AKK 60% to 36%, representing a 24% lead. 5% prefer to vote for SO.

# EXECUTIVE SUMMARY

- ❑ The poll also shows JDM regaining the Northern region after lagging behind in earlier polls. JDM continues to lead in the North East region, the home region of the vice president, according to the poll. JDM lead DMB 69% to 28% and leads AKK by 29% to 69%. In the North East, JDM leads DMB by 53% to 45% and AKK by 52% to 48%.
- ❑ The poll shows that the Eastern region may be slipping away from the NPP as JDM expand his lead in the region compared to the July poll. JDM leads DMB 73% by 24% and AKK by 68% to 30%.

## **Break the Eight**

- ❑ On the question of whether the NPP can “Break the Eight”, approximately 70% of voters do not believe the NPP can win the 2024 election, whilst 19% believe so and 10% have no opinion.
- ❑ In what could be more troubling for the ruling party, approximately 46% of NPP voters do not believe the party can win the 2024 elections compared to 43% who believe they can win. 12% did not have opinion.



# Methodology & Approach

# Methodology and Approach:

- Sample size: 5,661
- Confidence level: 99%
- MoE: 1.74%
- The sample size was allocated to all the regions based on total number of voters in each of the regions as per the EC 2020 register.
- A random simulation for all the 275 constituencies was then run to select constituencies where the allocated sample will be administered from each region.
- The selected constituencies were then allocated a sample based on total number of voters in the constituencies relative to those selected from the region.
- A minimum of three electoral areas were covered in each constituency except where the sample is below 20, in which case, the sample was administered in one electoral area.

## Methodology and Approach continued...

- Respondents were selected randomly in the streets for the poll
- Voters' party affiliation was the last question asked
- Party affiliation is defined as the party the voter usually votes for, or in the case of first-time voters, the party they intend to vote for. Floating voters are voters who vote different political parties over several election cycles or voters who do not align with any of the registered political parties in the country.
- Field interviews were conducted between 1<sup>st</sup> October to 14<sup>th</sup> October 2022
- Data collection was carried out using mobile devices with real-time data transmission to the polling system using survey App. An offline version of the App was also deployed where data connectivity was a challenge.
- The polling report is unweighted.



# Constituencies Covered



S/N	Region	Constituency
1	Western North	Aowin
2	Western North	Bia East
3	Western North	Bodi
4	Western	Ahanta West
5	Western	Amenfi Central
6	Western	Effia
7	Western	Prestea-Huni Valley
8	Western	Sekondi
9	Western	Tarkwa-Nsuaem
10	Western	Evalue-Ajomoro-Gwira
11	Volta	Afadjato South
12	Volta	Ketu South
13	Volta	North Tongu
14	Upper West	Sissala West
15	Upper West	Lambussie
16	Upper West	Wa East
17	Upper West	Lawra
18	Upper East	Bolgatanga East



S/N	Region	Constituency
19	Upper East	Navrongo Central
20	Upper East	Talensi
21	Upper East	Binduri
22	Upper East	Builsa South
23	Savannah	Salaga North
24	Savannah	Yapei-Kusawgu
25	Savannah	Damongo
26	Oti	Akan
27	Oti	Buem
28	Northern	Tamale South
29	Northern	Tolon
30	Northern	Karaga
31	Northern	Wulensi
32	North East	Yunyoo
33	North East	Nalerigu Gambaga
34	North East	Walewale
35	Greater Accra	Ablekuma West
36	Greater Accra	Krowor



S/N	Region	Constituency
37	Greater Accra	Ayawaso Central
38	Greater Accra	Ayawaso East
39	Greater Accra	Ayawaso North
40	Greater Accra	Ledzokuku
41	Greater Accra	Bortianor-Ngleshie-Amanfrom
42	Greater Accra	Okaikwei North
43	Eastern	Abuakwa South
44	Eastern	Afram Plains South
45	Eastern	Akim Oda
46	Eastern	Suhum
47	Eastern	Upper Manya
48	Eastern	Lower Manya
49	Eastern	Akropong
50	Eastern	Abuakwa North
51	Eastern	Ayensuano
52	Eastern	Nkawkaw
53	Central	Assin North
54	Central	Awutu-Senya West



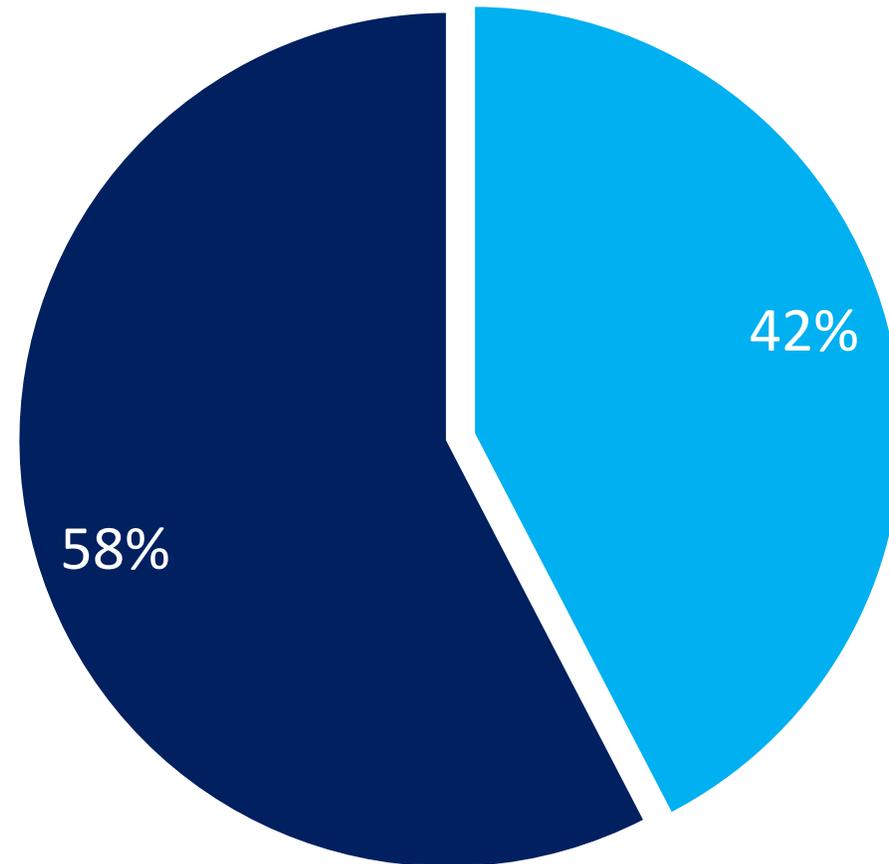
S/N	Region	Constituency
55	Central	Cape Coast North
56	Central	Komenda-Edina-Eguafo-Abirem
57	Bono East	Nkoranza North
58	Bono East	Techiman South
59	Bono	Berekum West
60	Bono	Jaman North
61	Bono	Sunyani West
62	Bono	Jaman South
63	Ashanti	Afigya Sekyere East
64	Ashanti	Manhyia North
65	Ashanti	Manhyia South
66	Ashanti	Manso Nkwanta
67	Ashanti	Oforikrom
68	Ashanti	Asawase
69	Ashanti	Afigya Kwabre North
70	Ashanti	Adansi-Asokwa
71	Ashanti	Nhyiaeso
72	Ashanti	Kwabre East
73	Ashanti	Ejura Sekyedumase
74	Ahafo	Asunafo North
75	Ahafo	Tano North



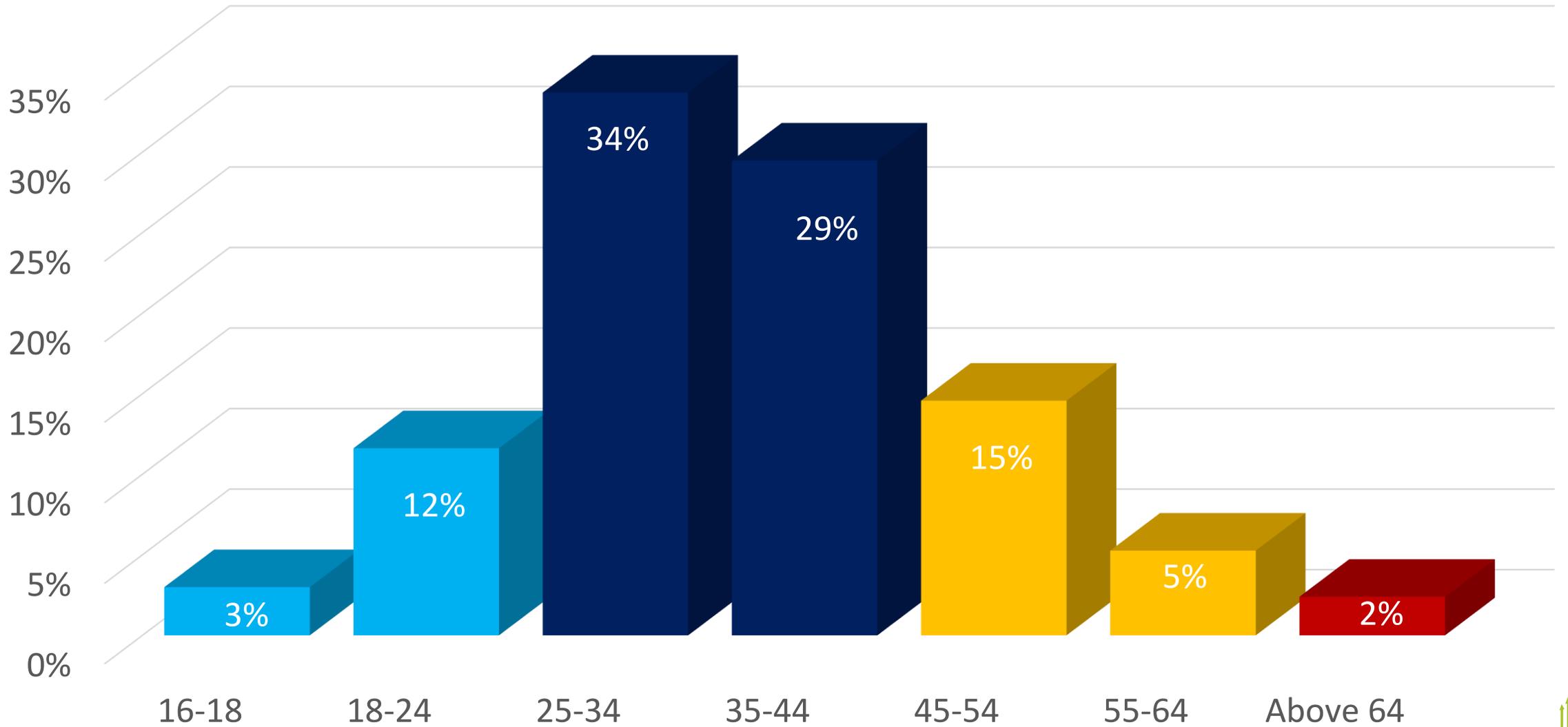
# Demography

# Gender

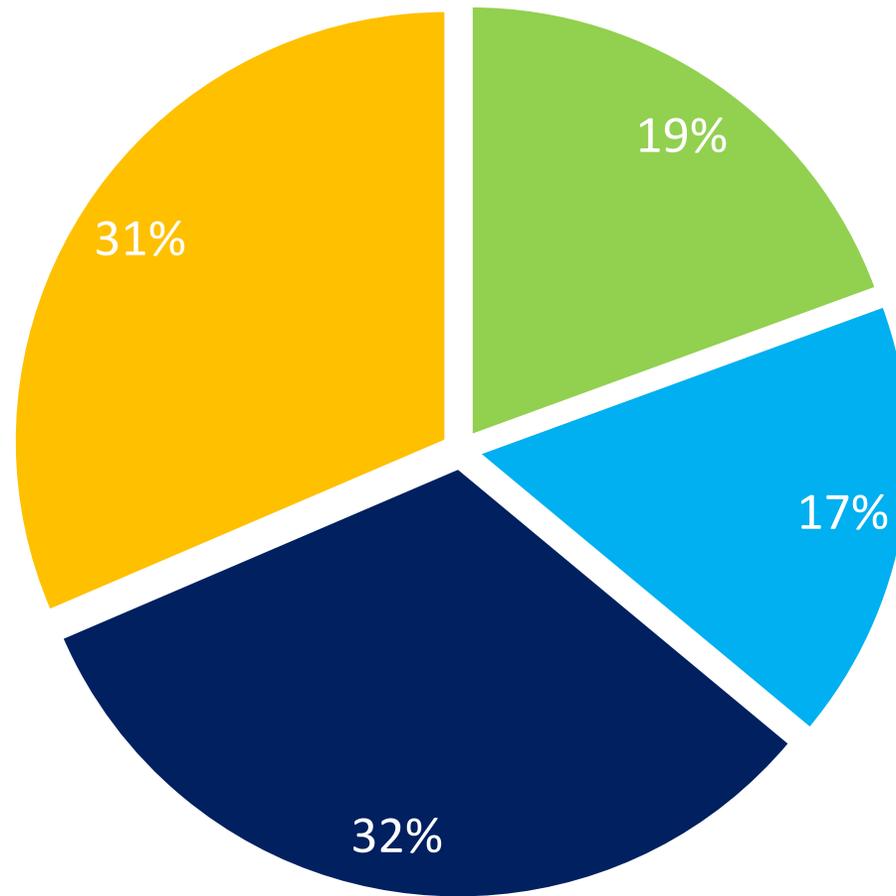
■ FEMALE ■ MALE



# Age Group

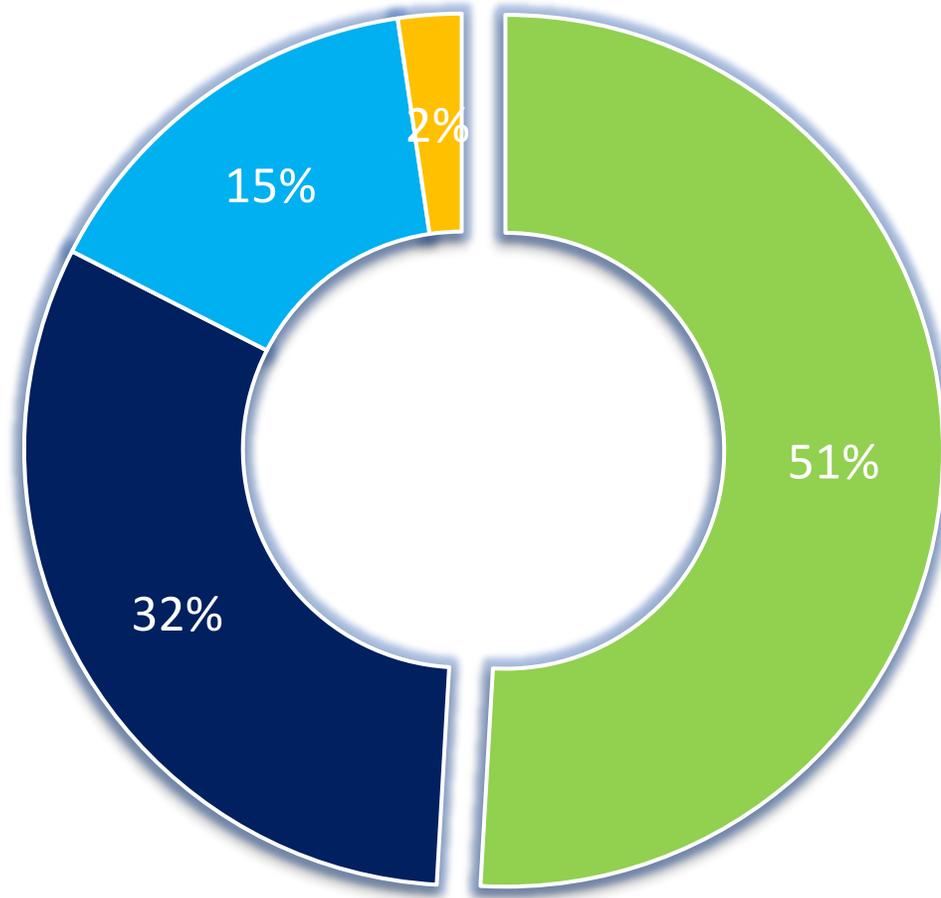


# Education



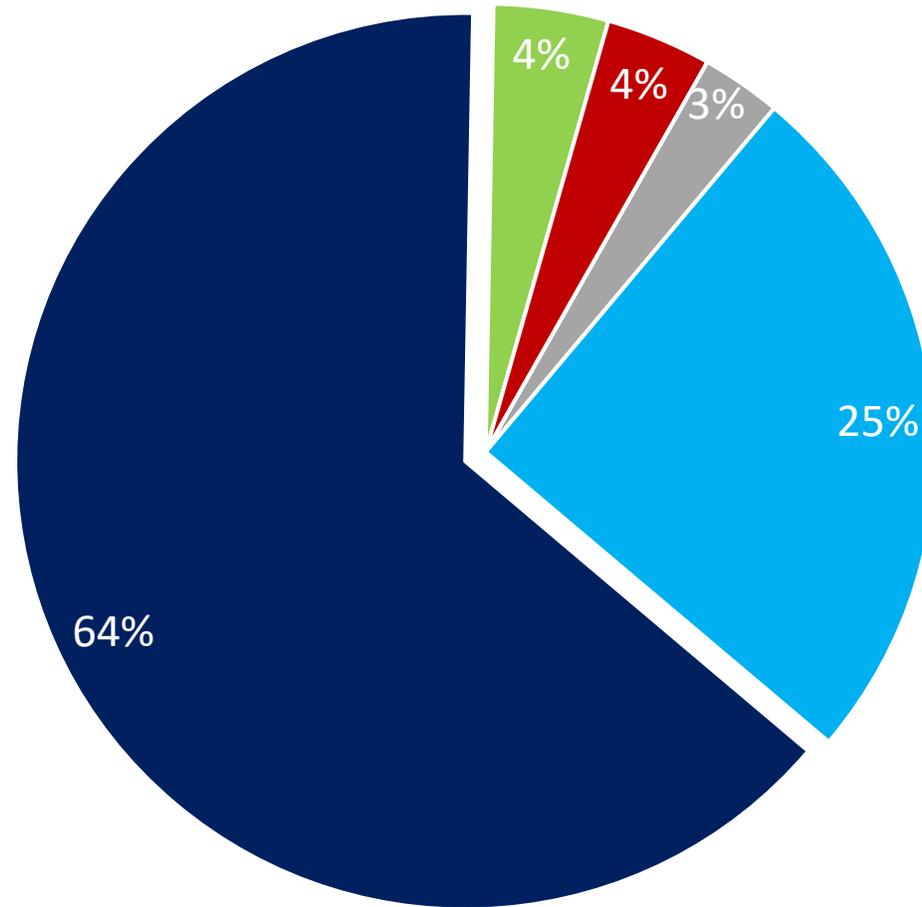
■ JHS   ■ No Education   ■ Tertiary   ■ Senior High

# Employment Status



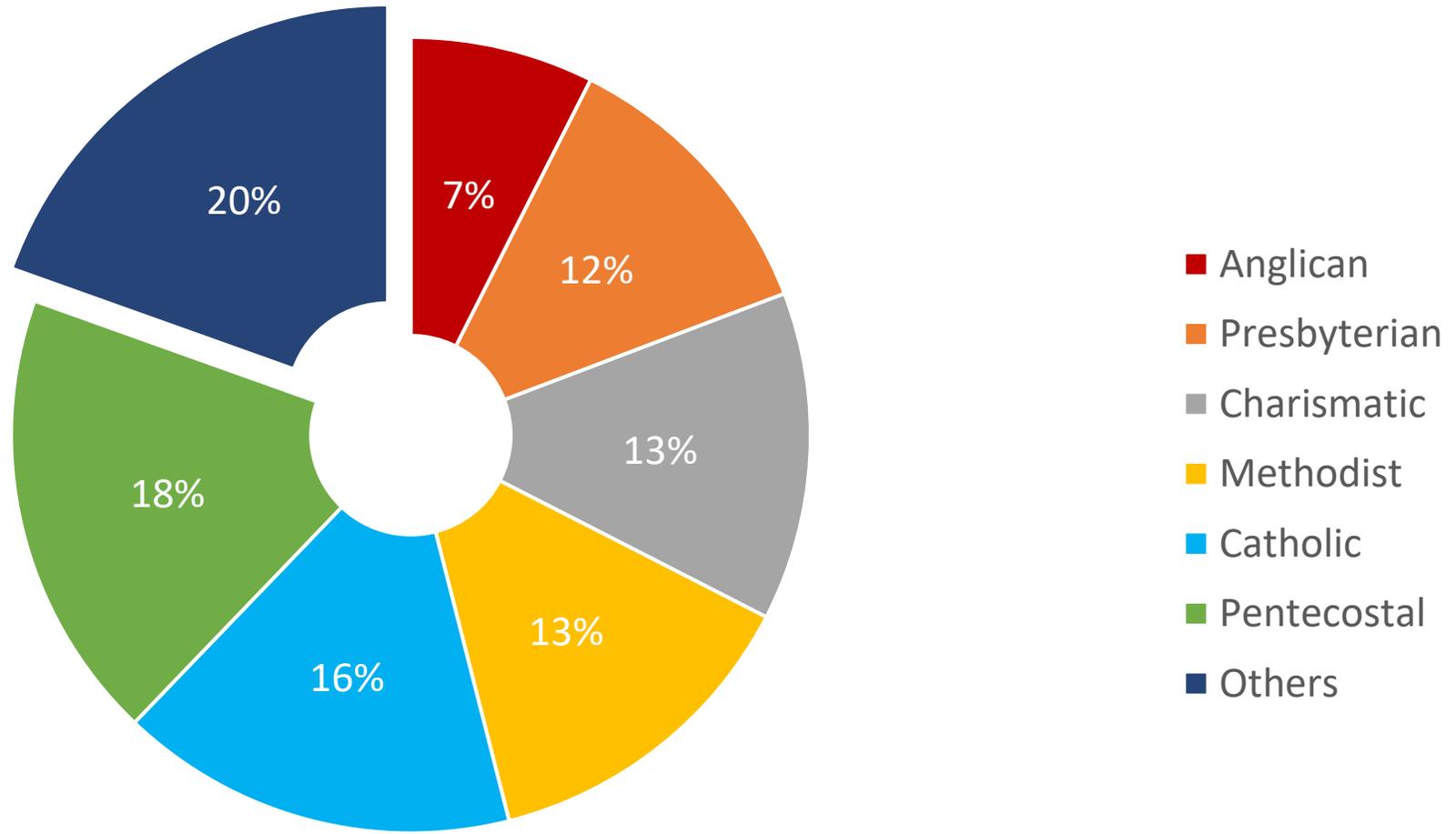
■ Employed ■ Unemployed ■ Student ■ Pensioner

# Religion

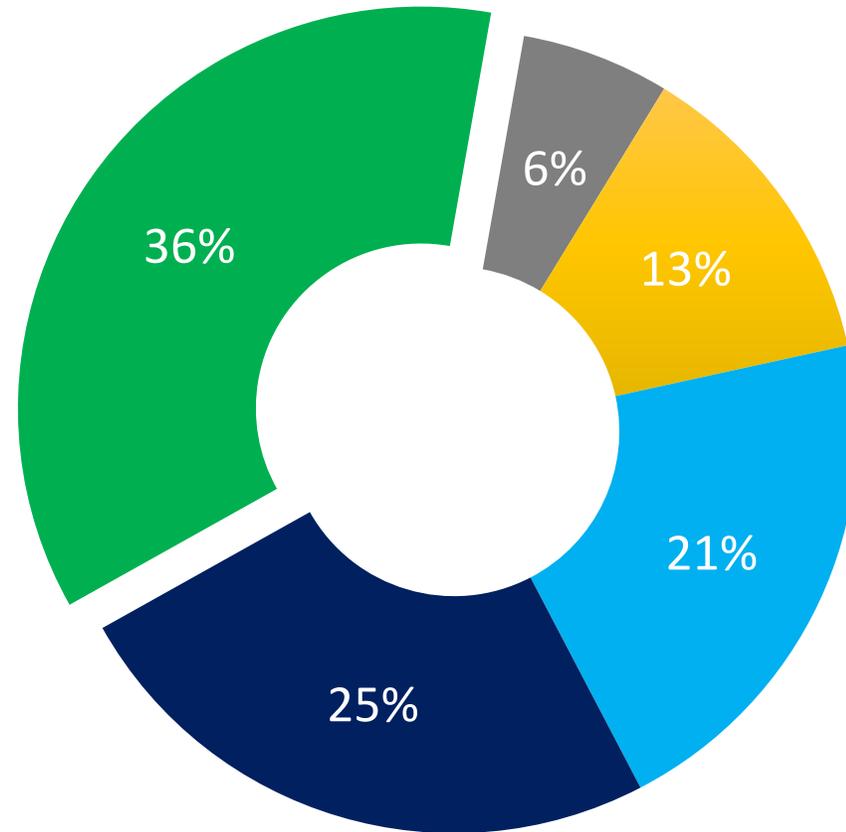


■ Others ■ Traditional ■ Non-religious ■ Islam ■ Christianity

# Christian Denominations

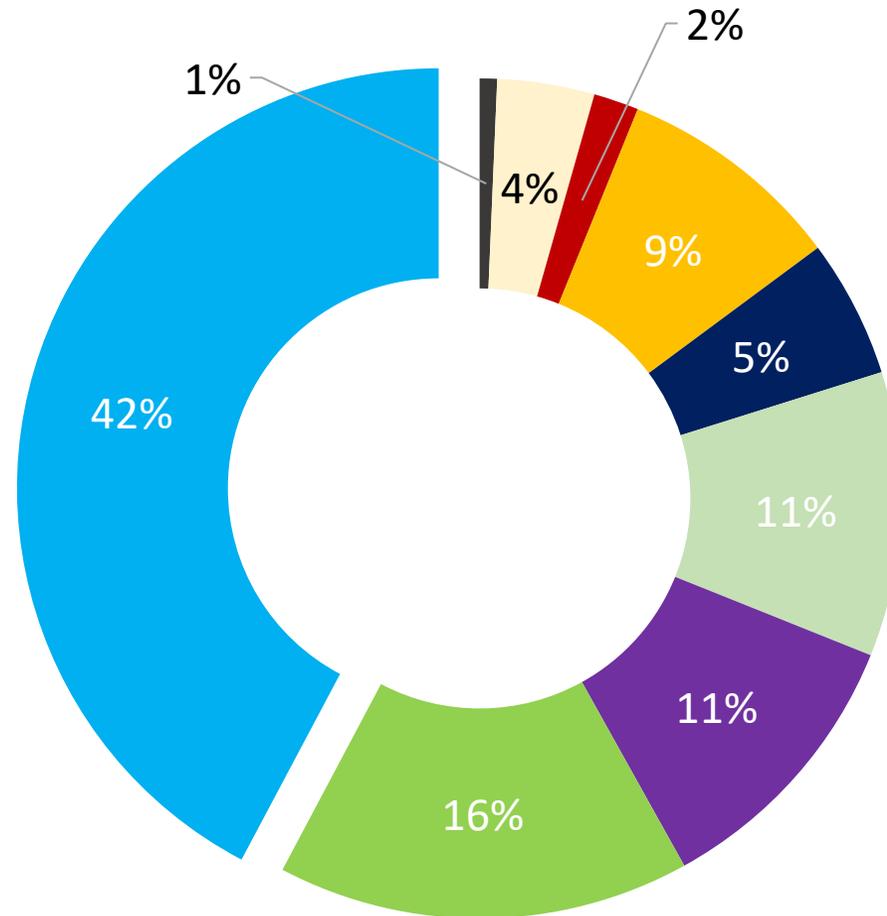


# Islamic Sects



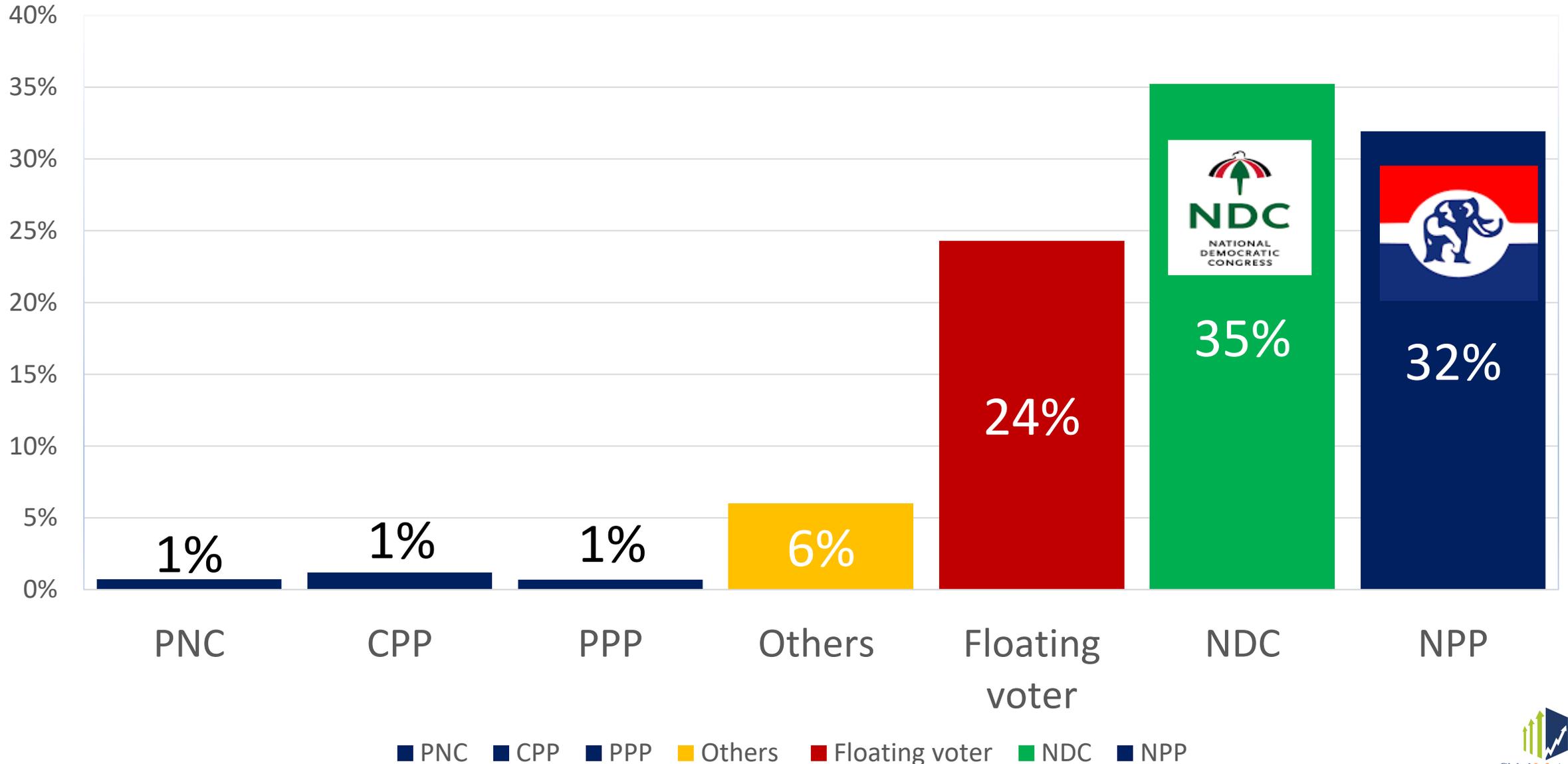
■ Shia ■ Tijaniya ■ Ahmadiyya ■ Others ■ Sunni

# Ethnic Groups

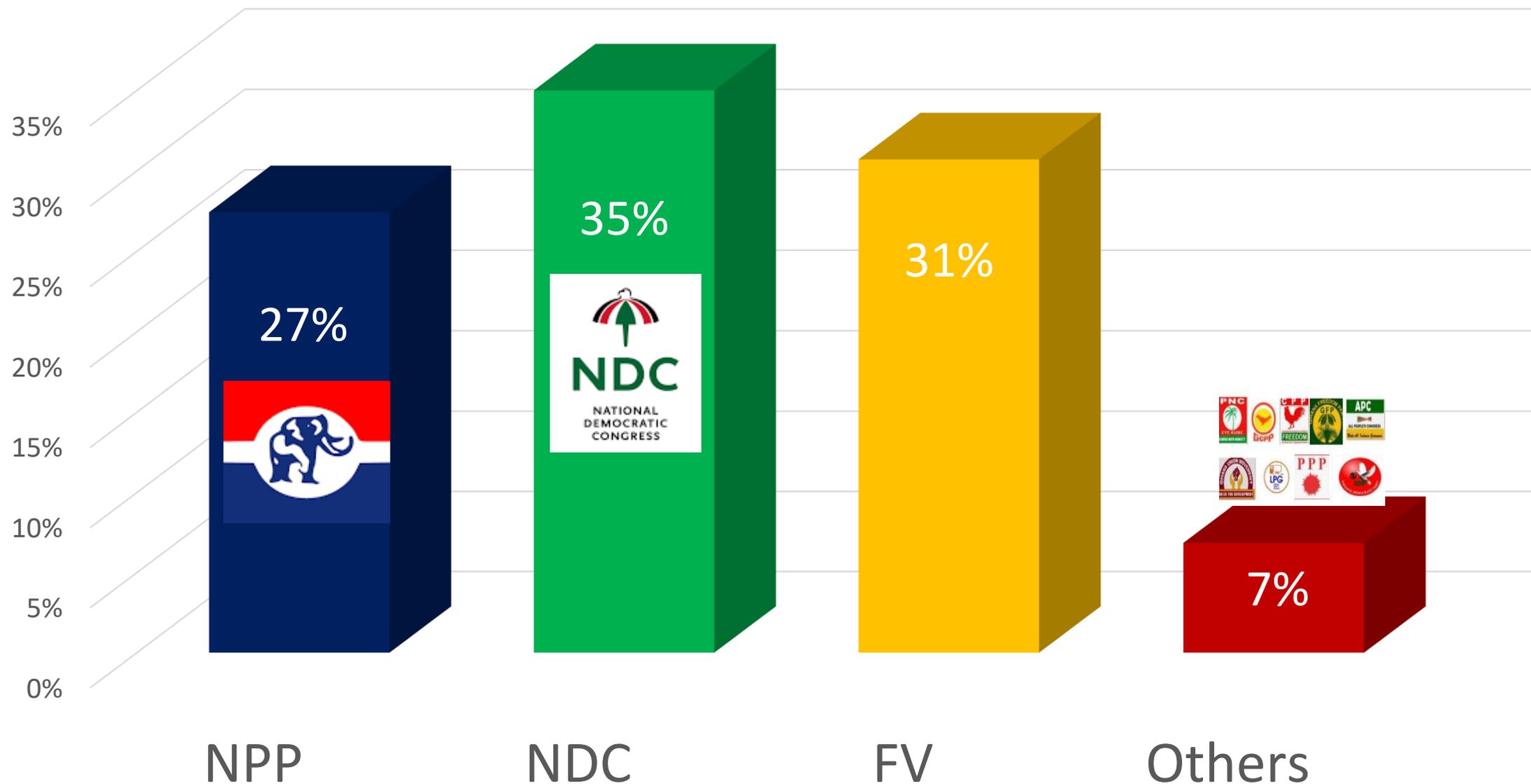


■ Mandé ■ Grushie ■ Gurma ■ Ga-Adangbe ■ Guan ■ Mole-Dagbani ■ Eve ■ Other ■ Ashanti-Akan ■

# Party Affiliations



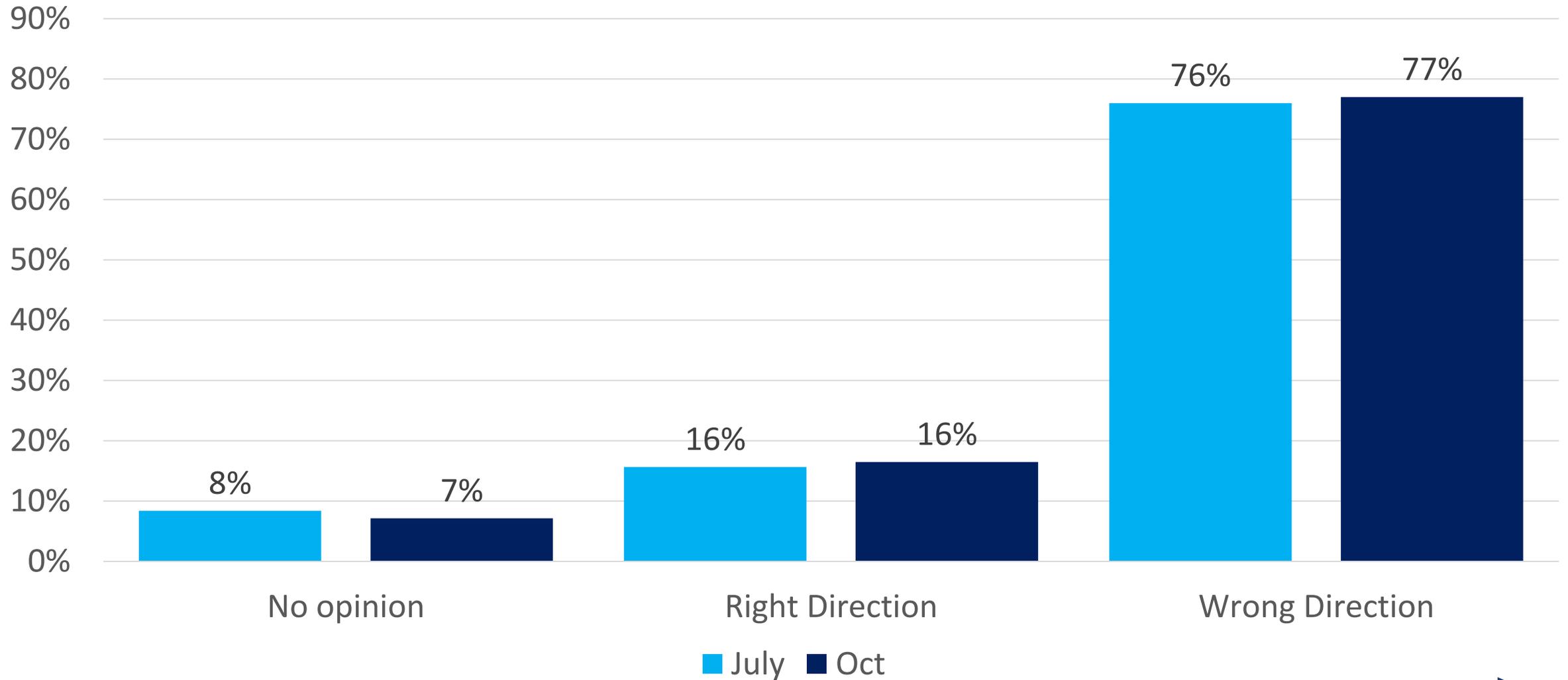
# Party Affiliations- First-Time Voters



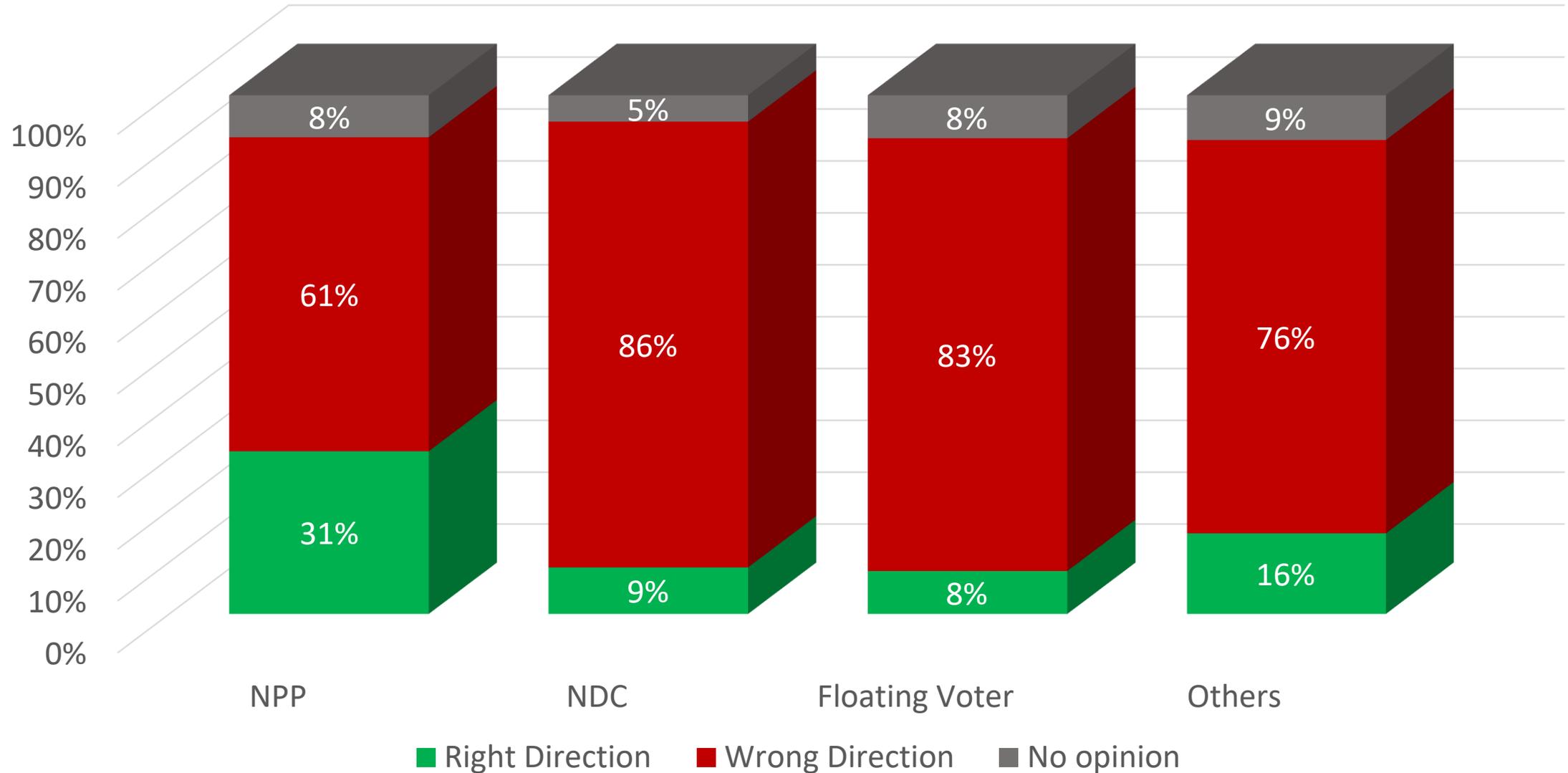


# Direction of the country

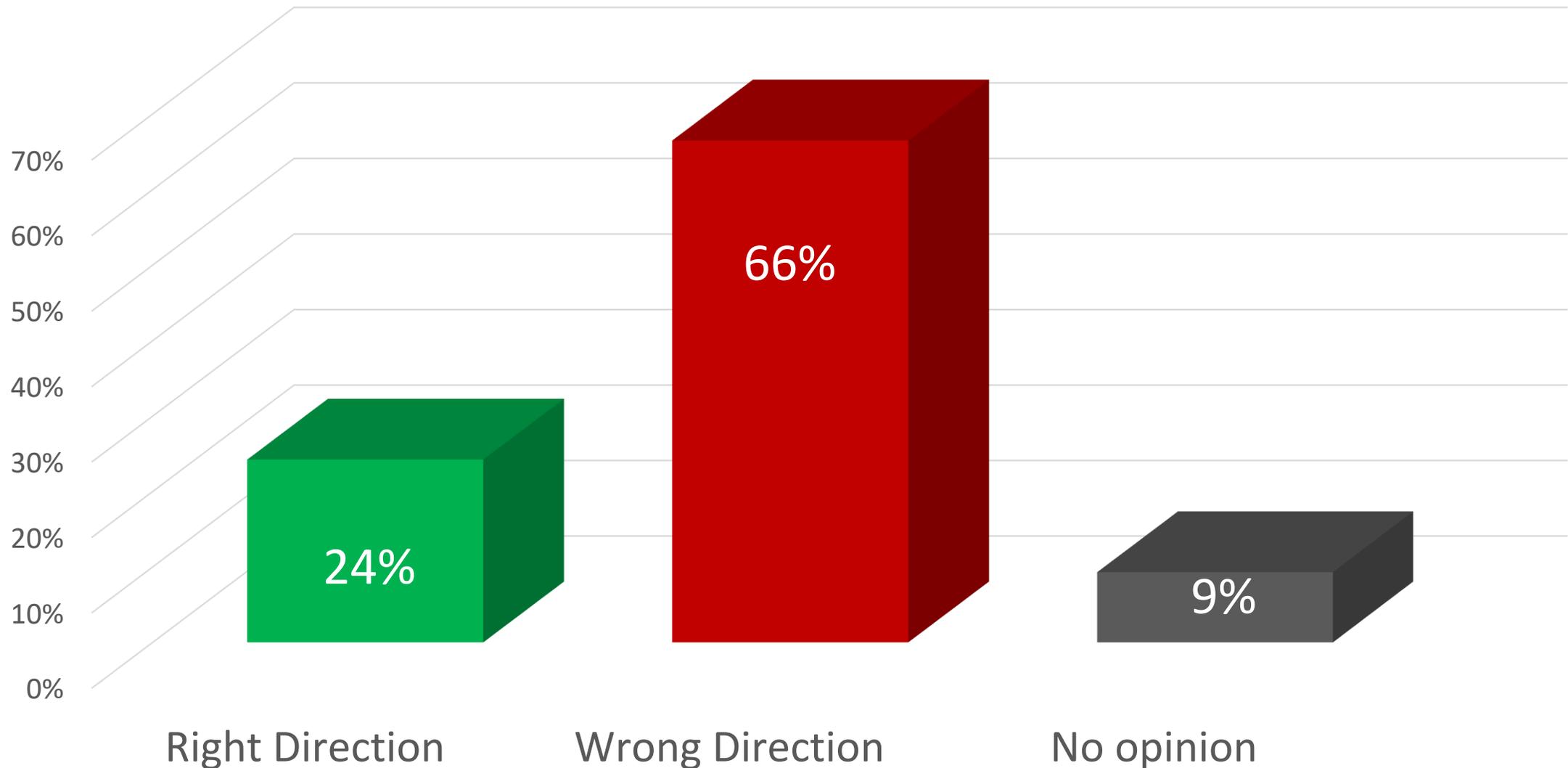
# Direction of the country



# Direction of the country-Party Affiliations



# Direction of the country-First-Time Voters

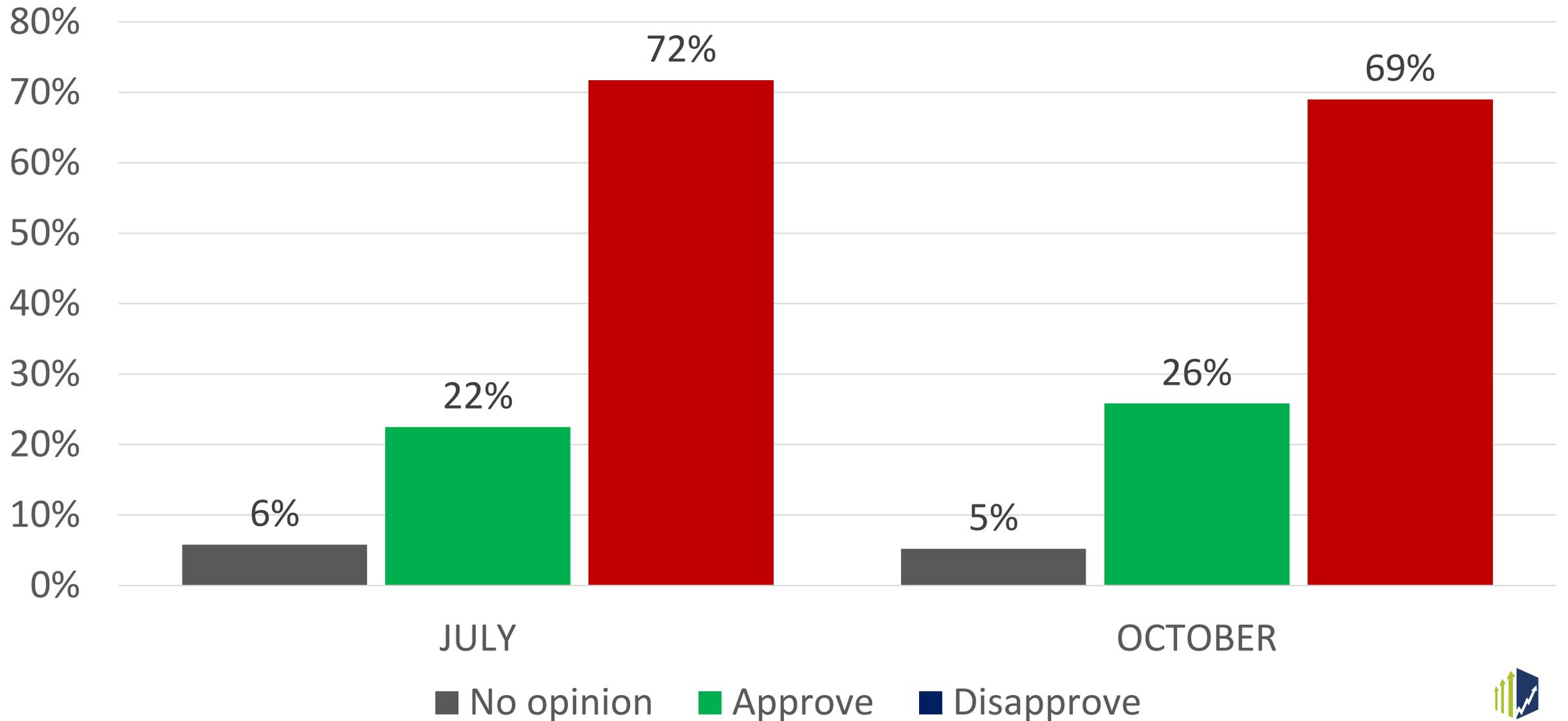




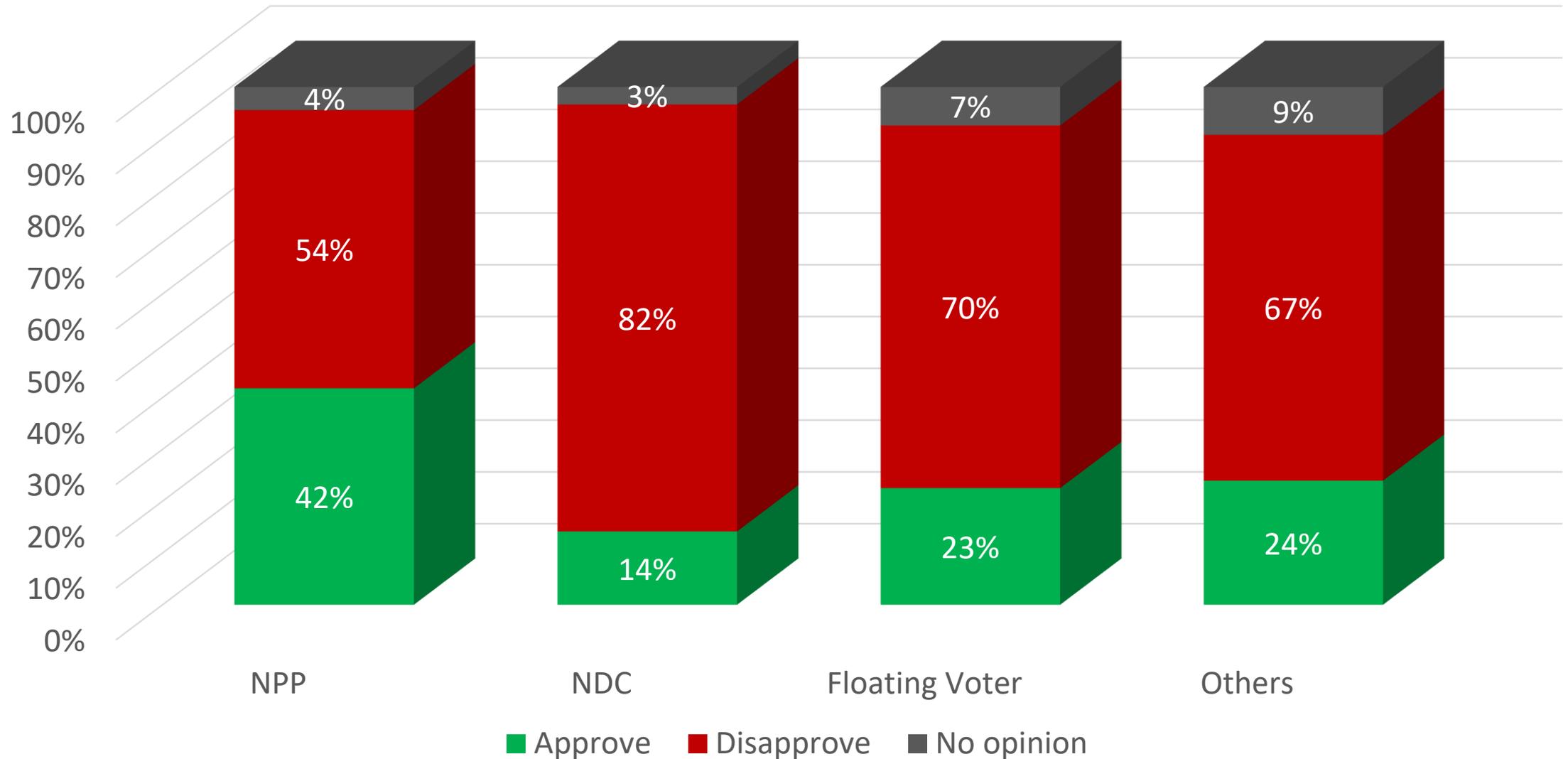
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# President's Job Approval

# Job Approval



# Job Approval – Party Affiliation

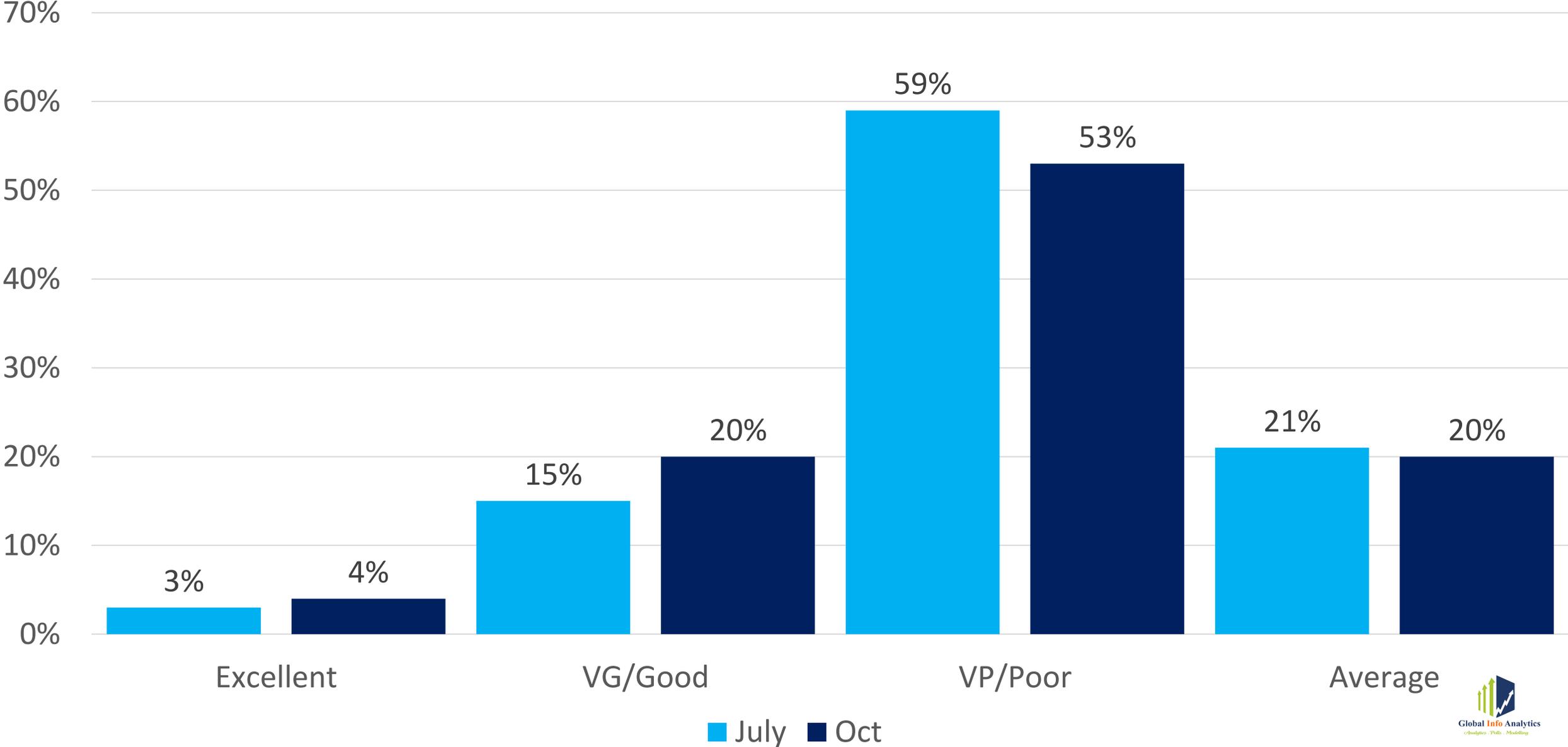




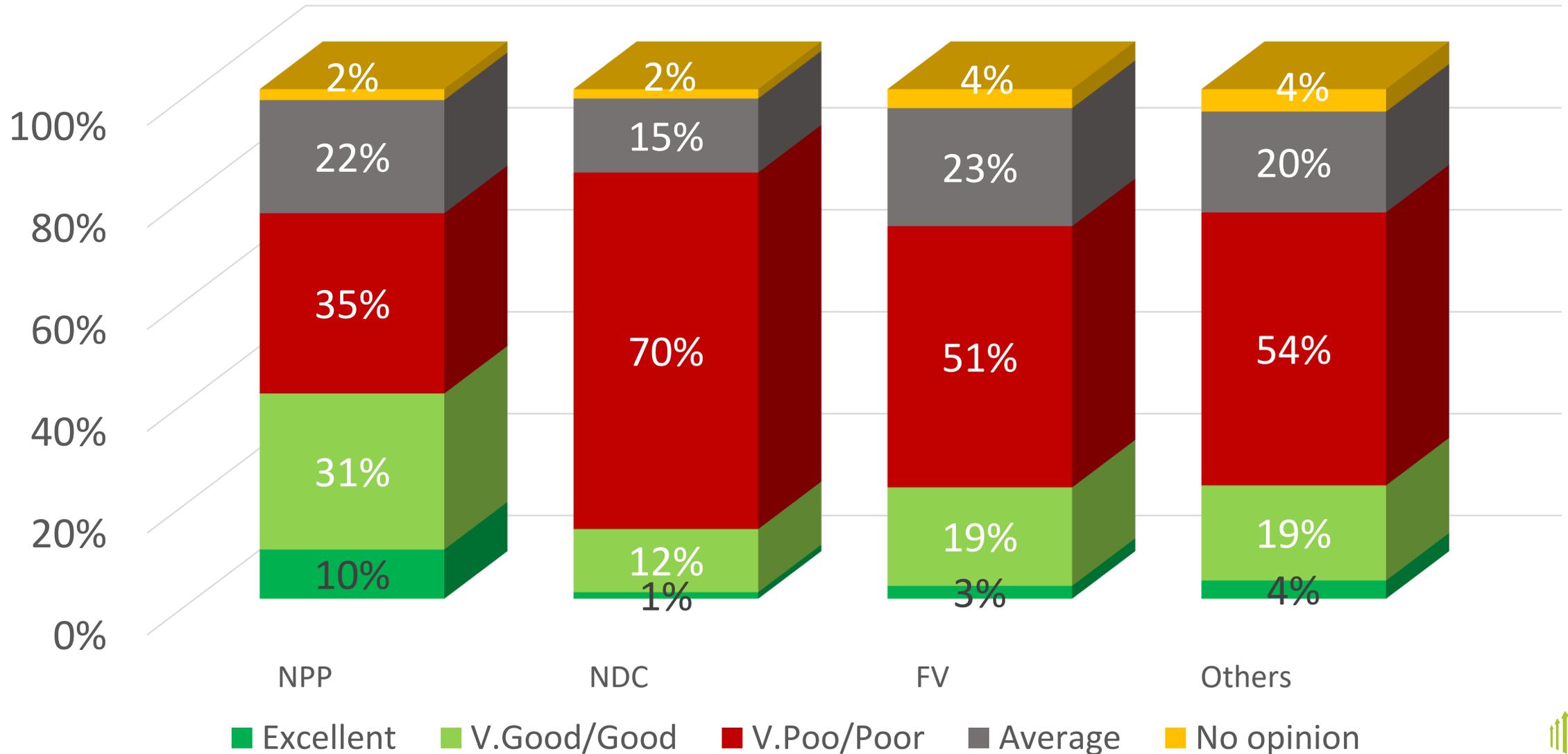
# Performance of the NPP Government



# Performance of the Government



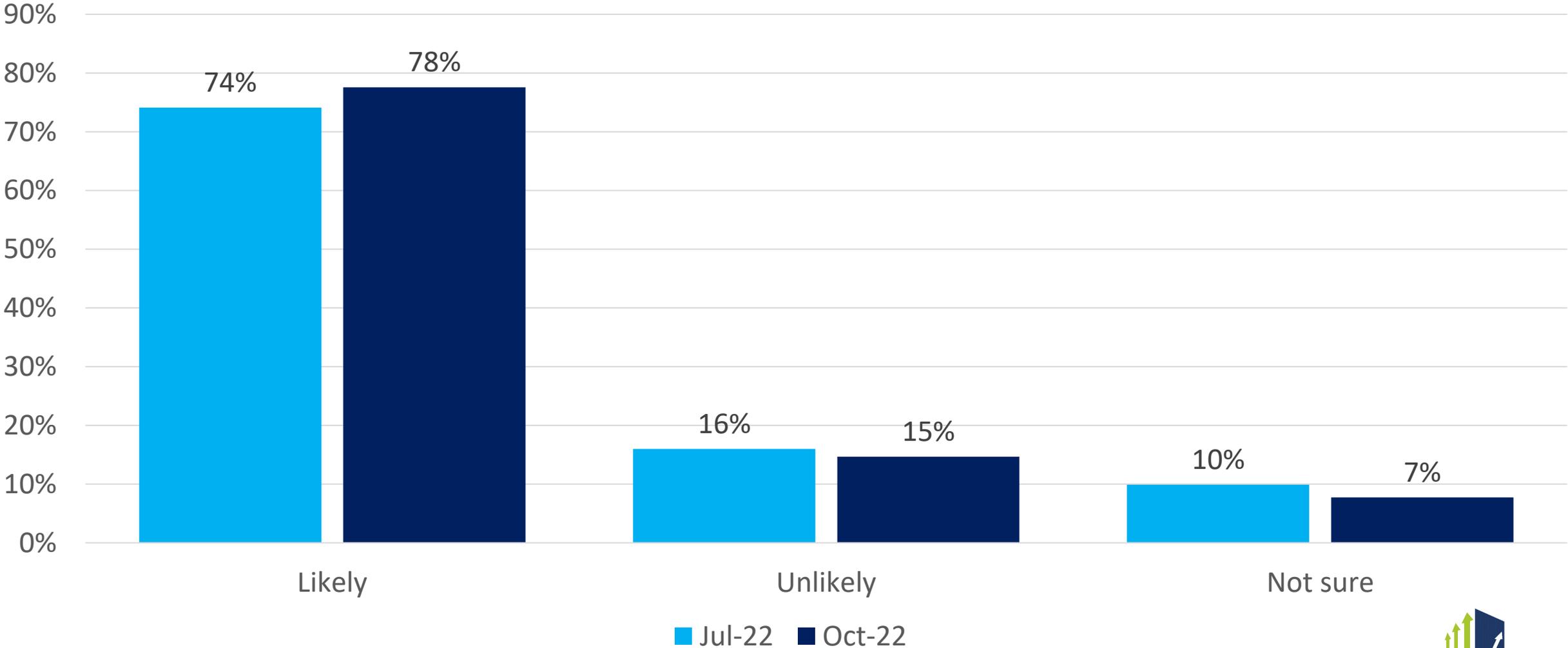
# Performance of the Government- Party Affiliation





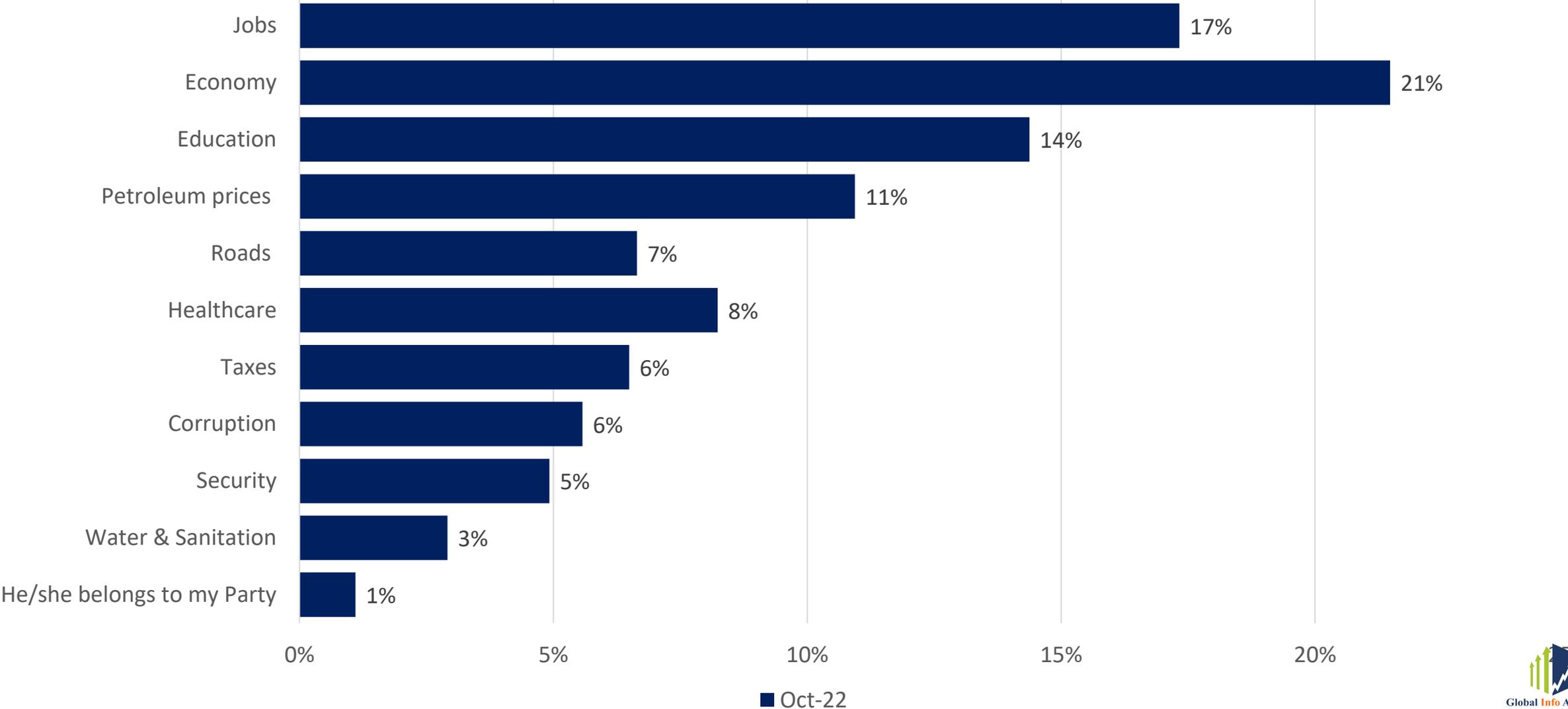
# Expected Turnout & Priorities

# 2024 Turnout



# Key Issues for Voters

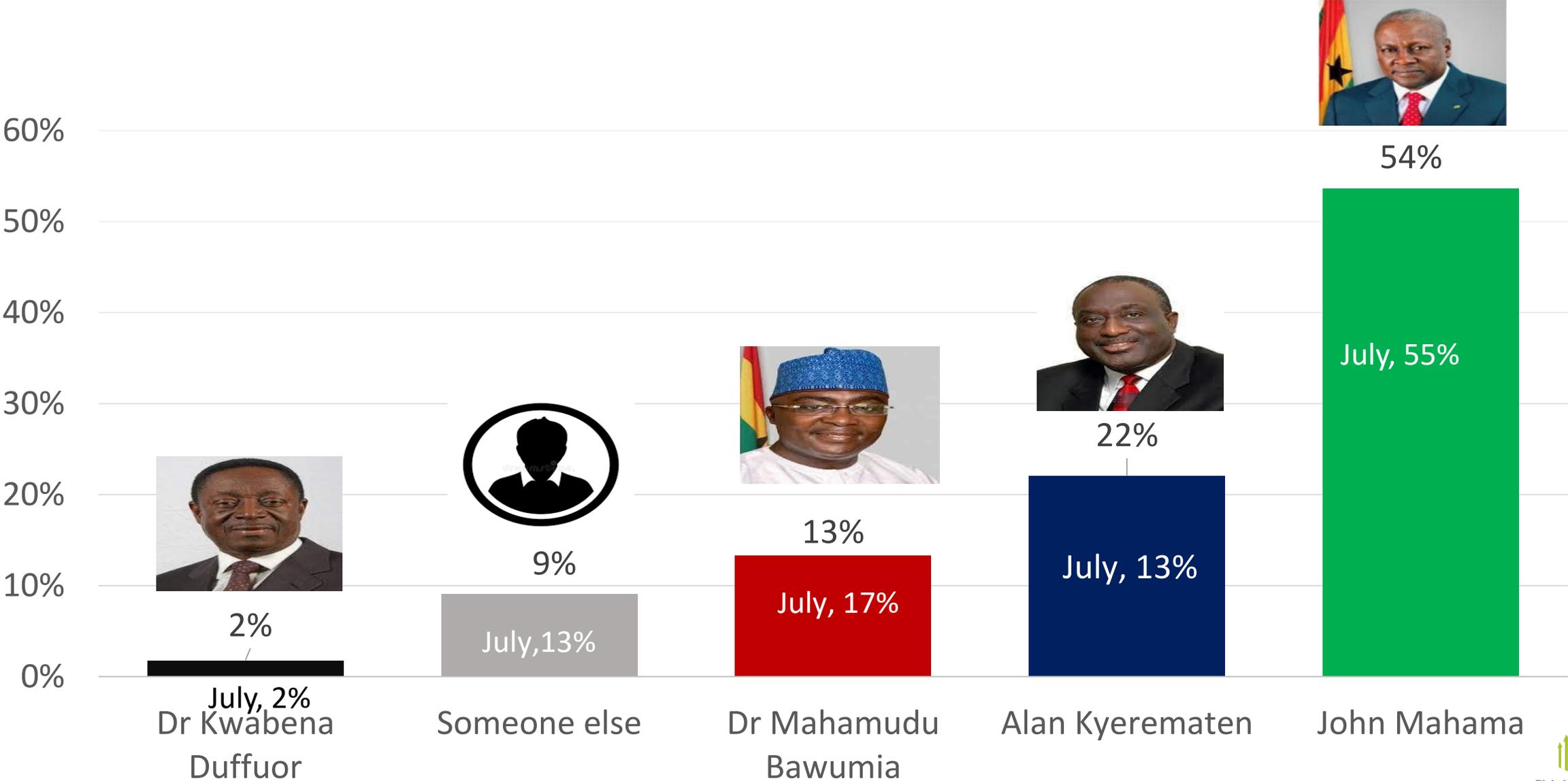
Key Issues for voters



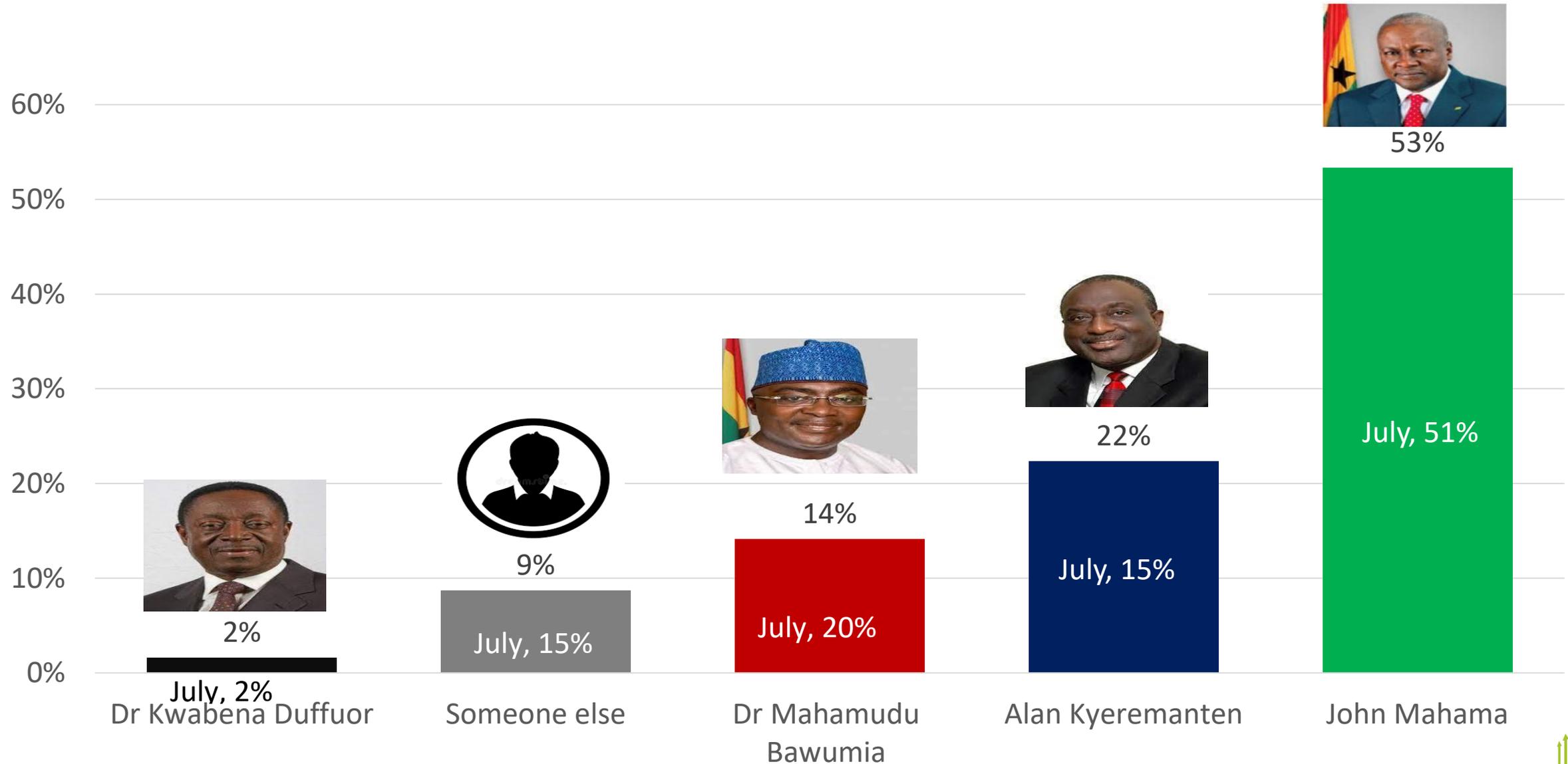


# Trust To Better Handle Key Issues

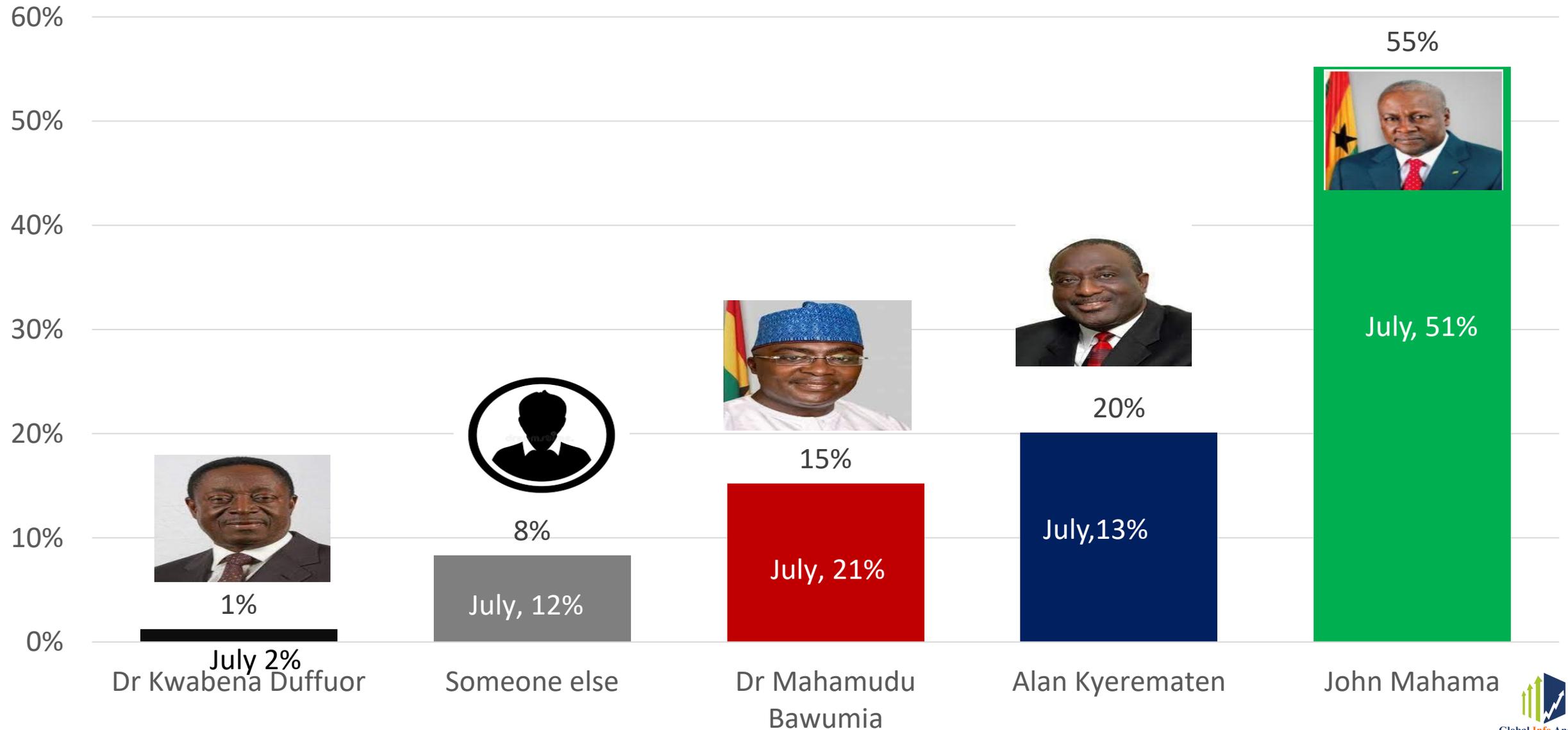
# Trust to Better Manage the Economy?



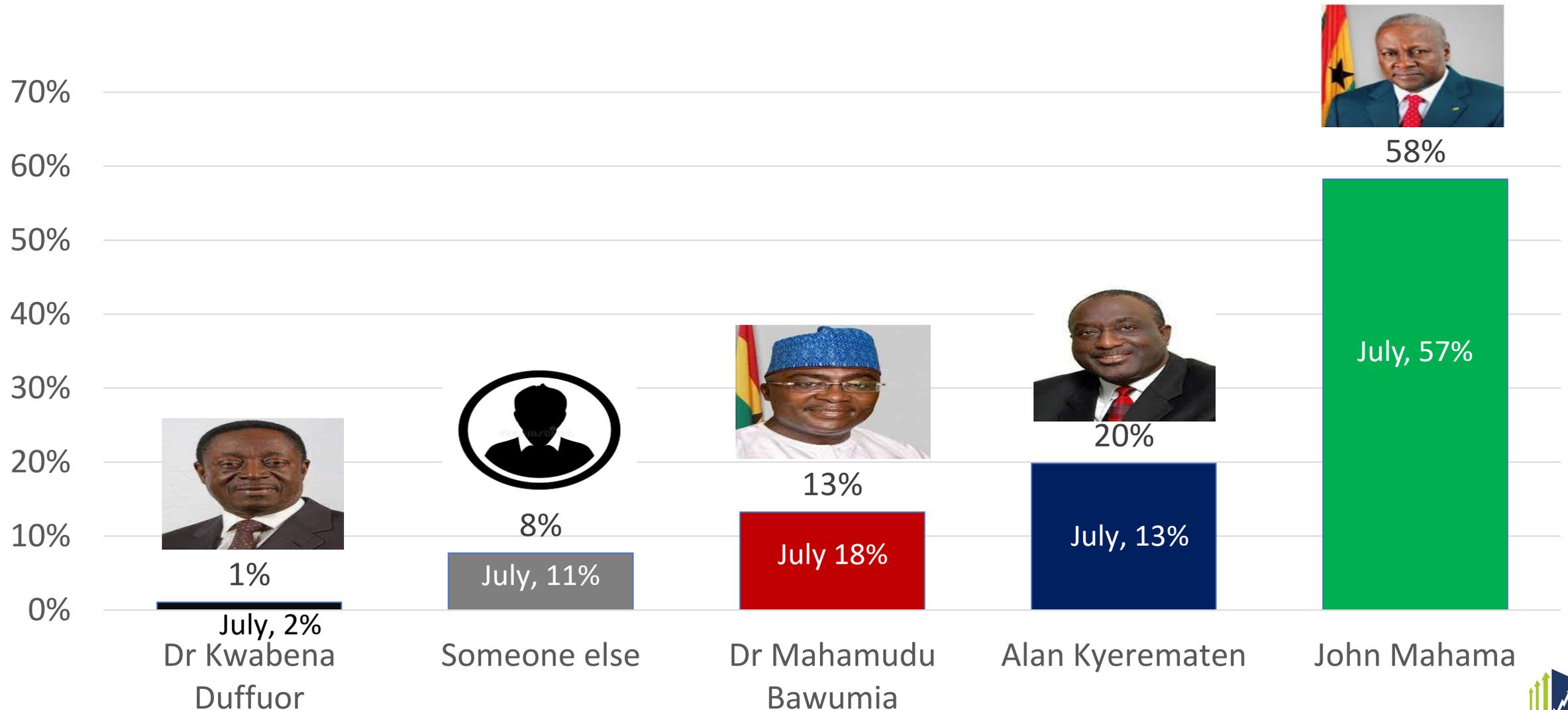
# Trust to Better Create Jobs?



# Trust to Better Manage Education



# Trust to Better Build Infrastructure

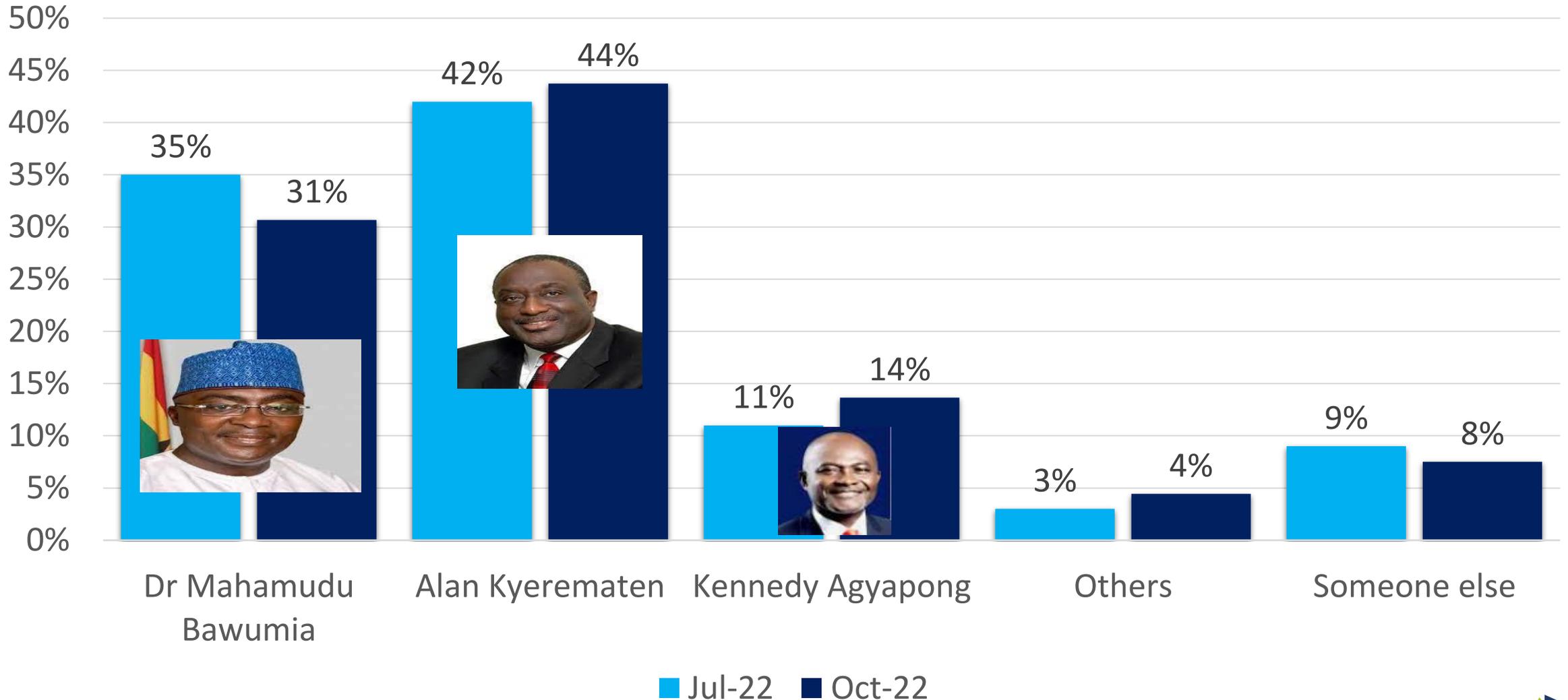




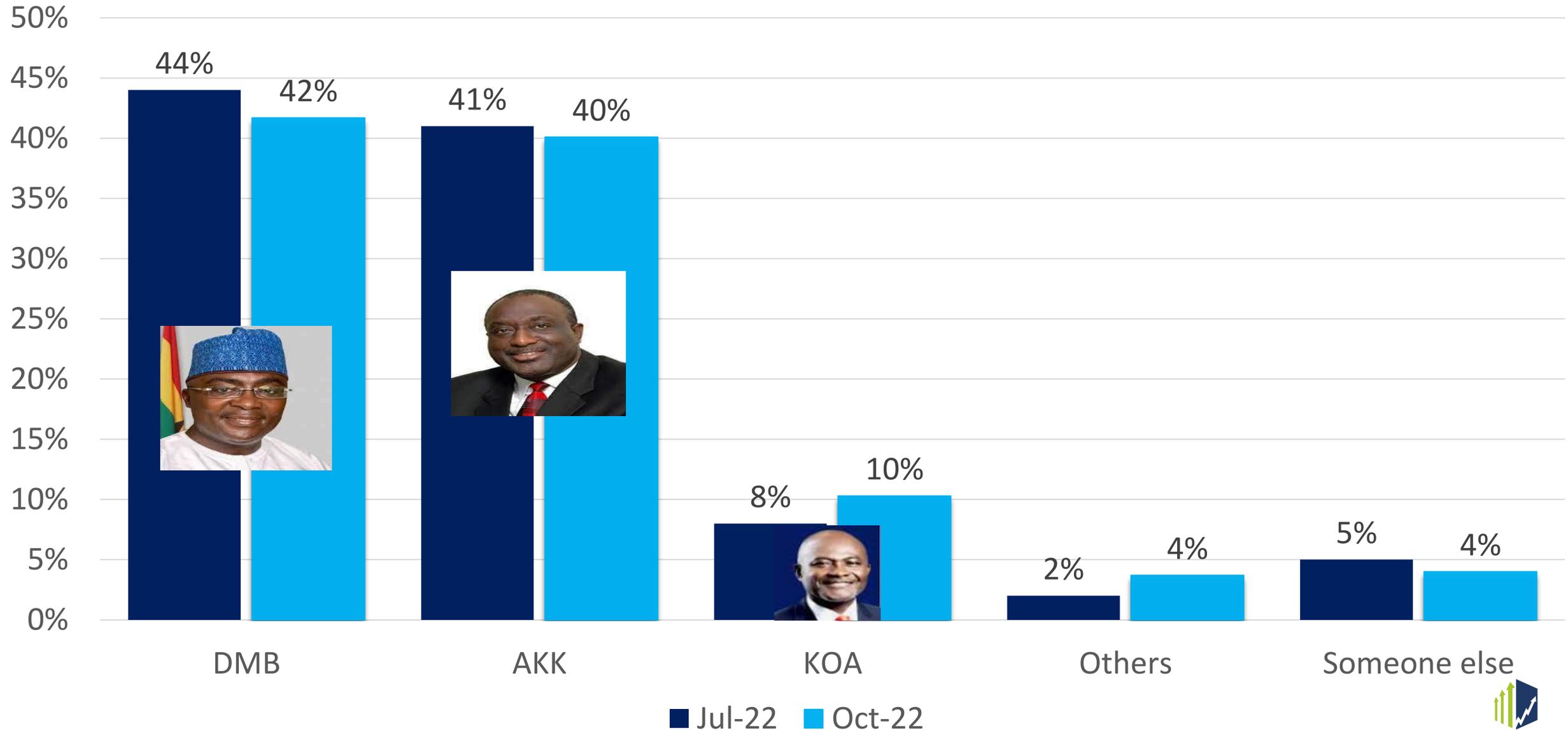
# NPP Primaries



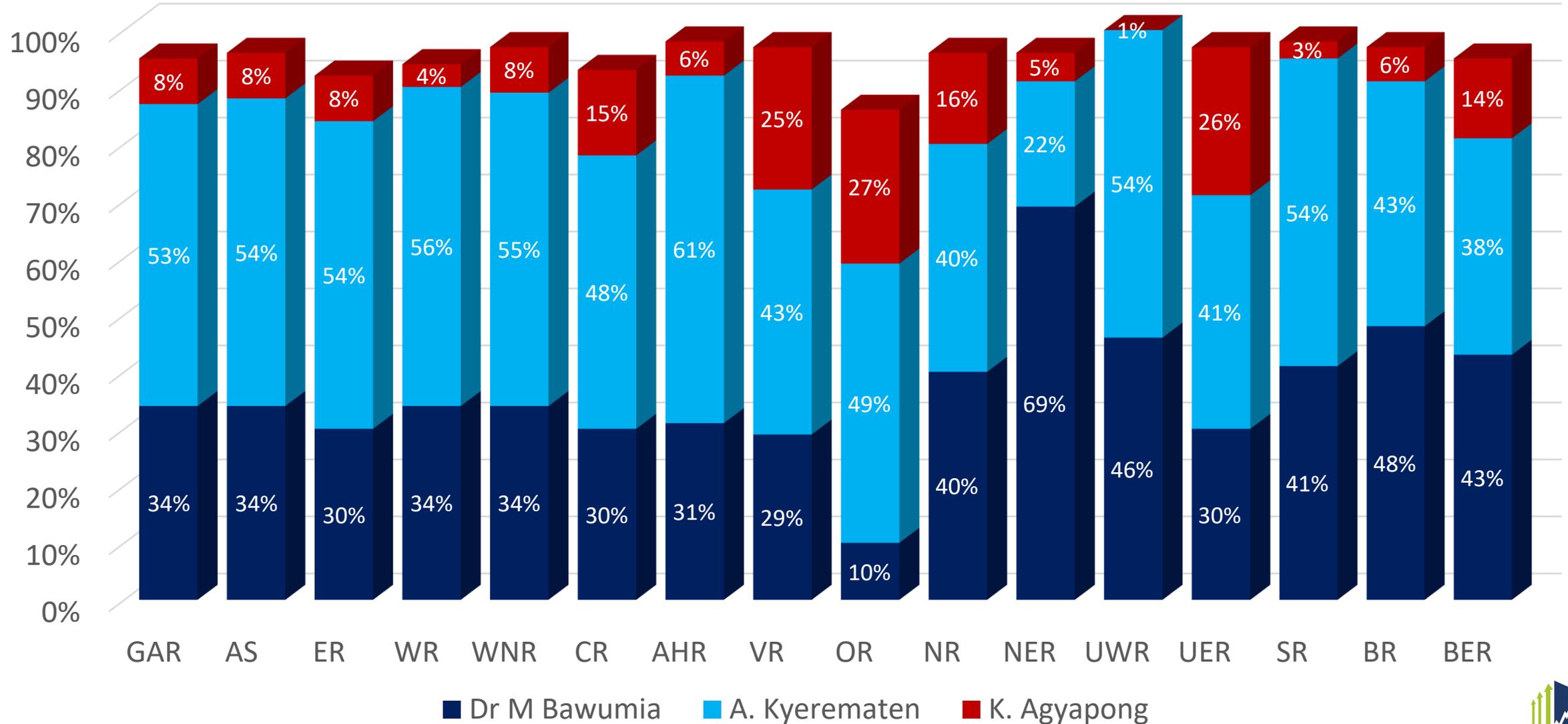
# Who to Lead NPP- All Voters



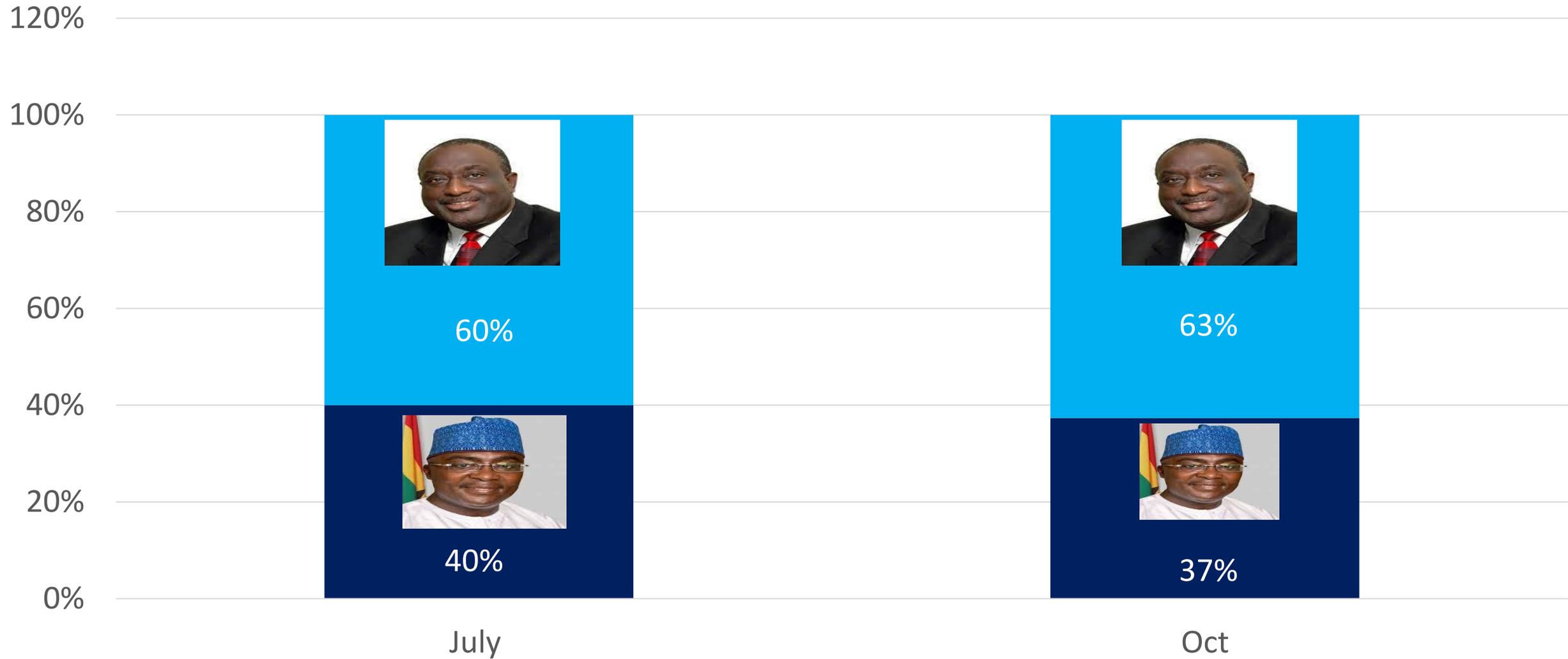
# Who to Lead NPP – NPP Voters only



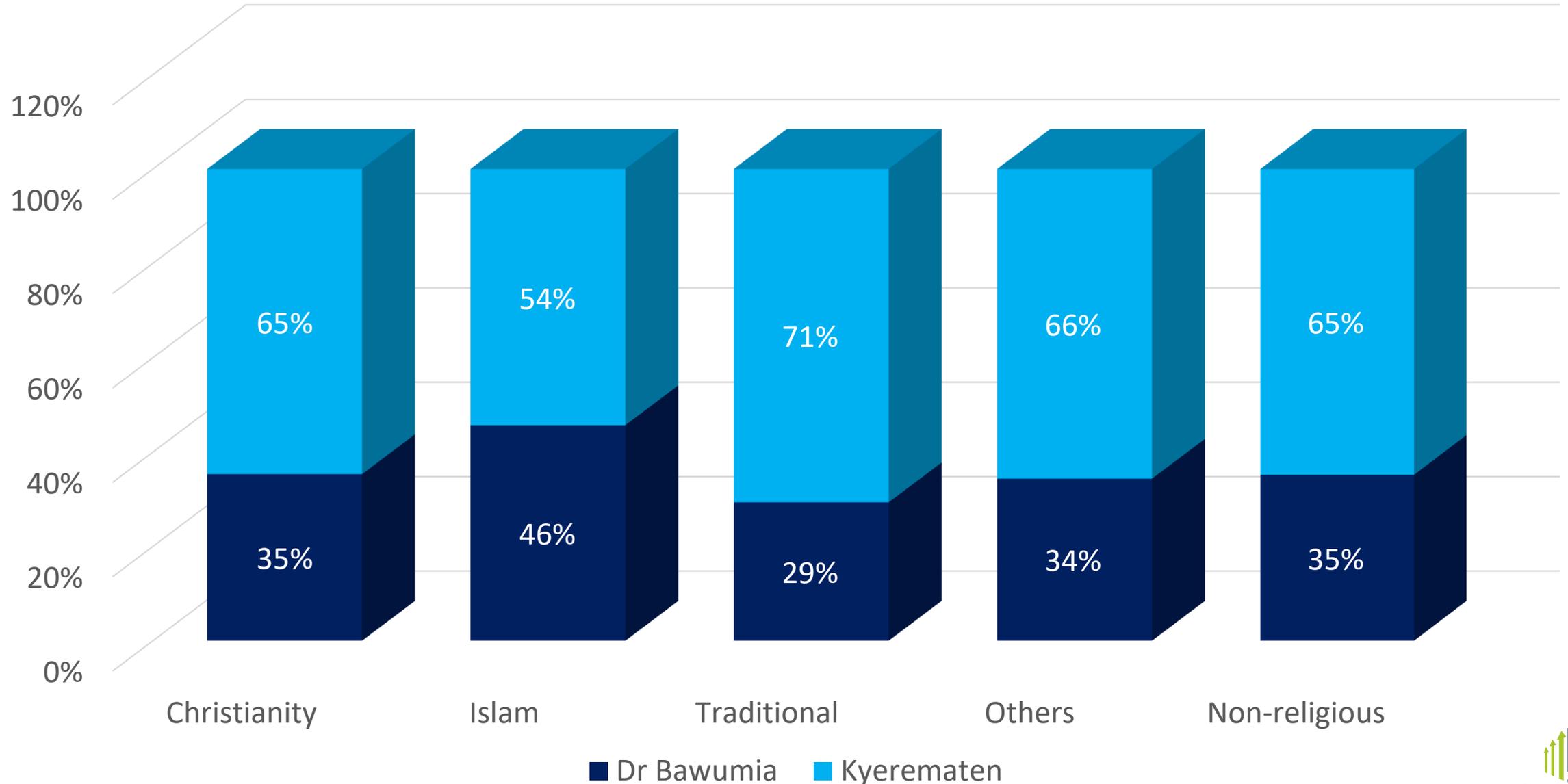
# NPP Primaries- Regions



# NPP Primaries - Runoff

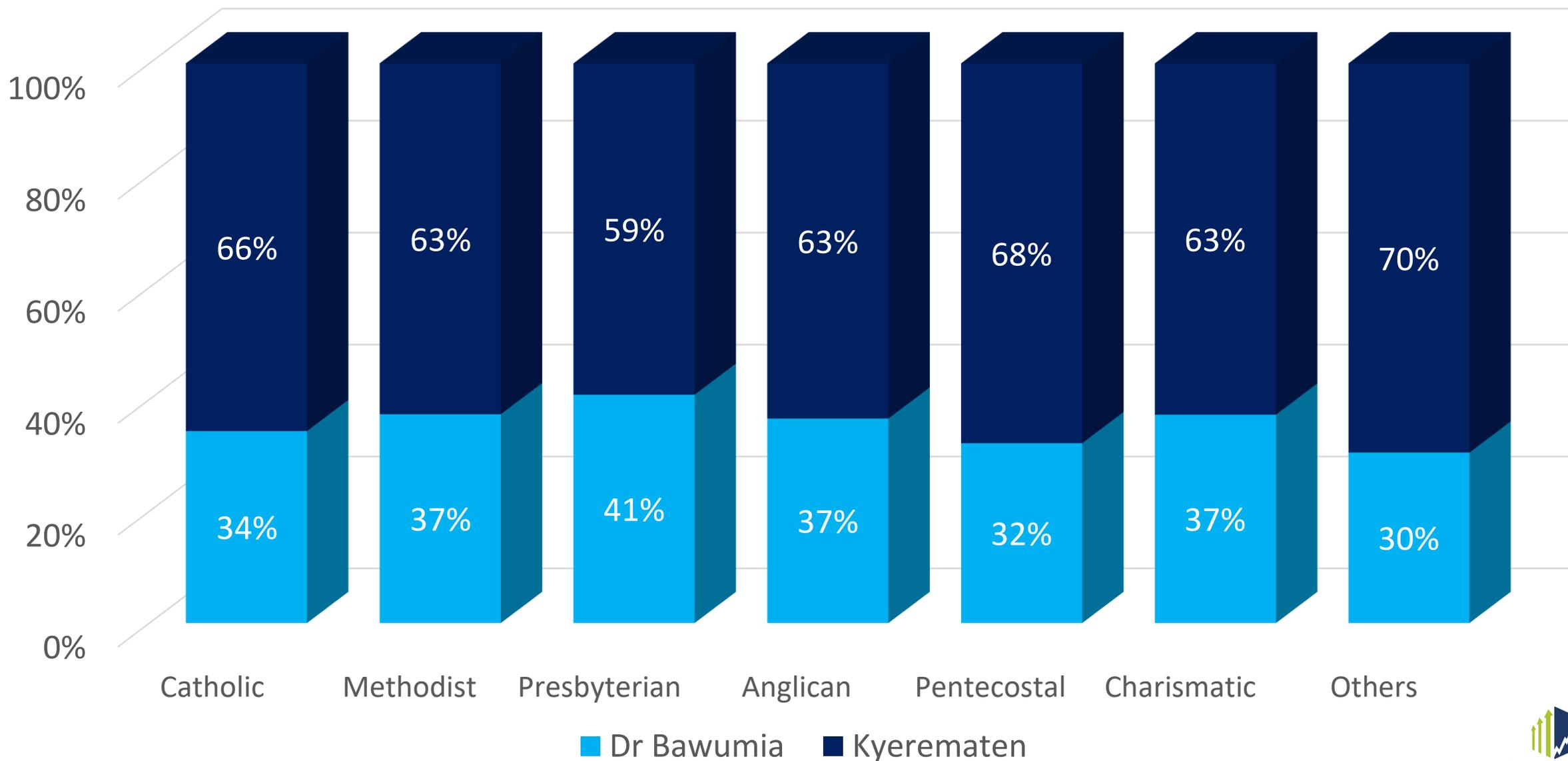


# NPP Runoff- Religion

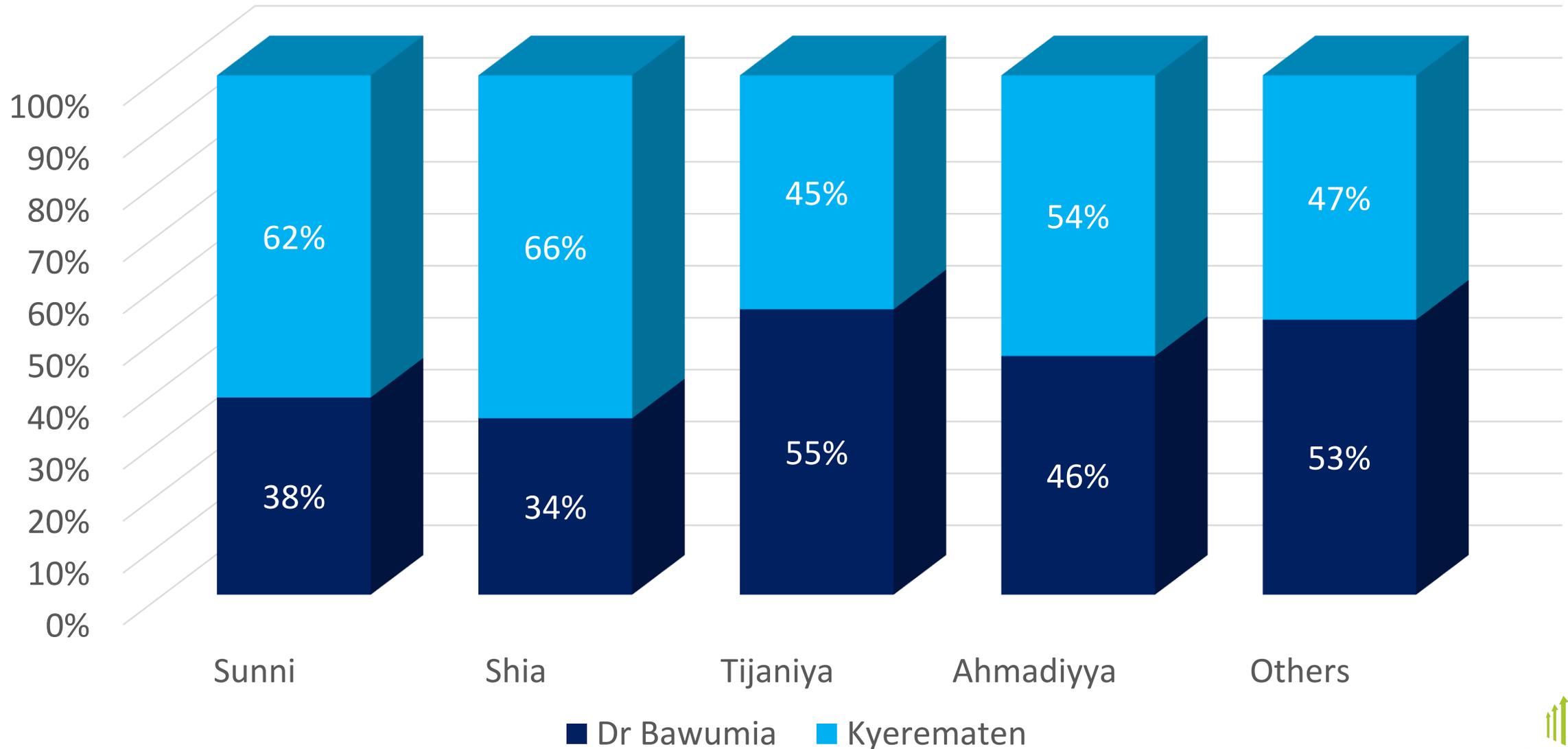


# NPP Runoff-Christian Denominations

120%



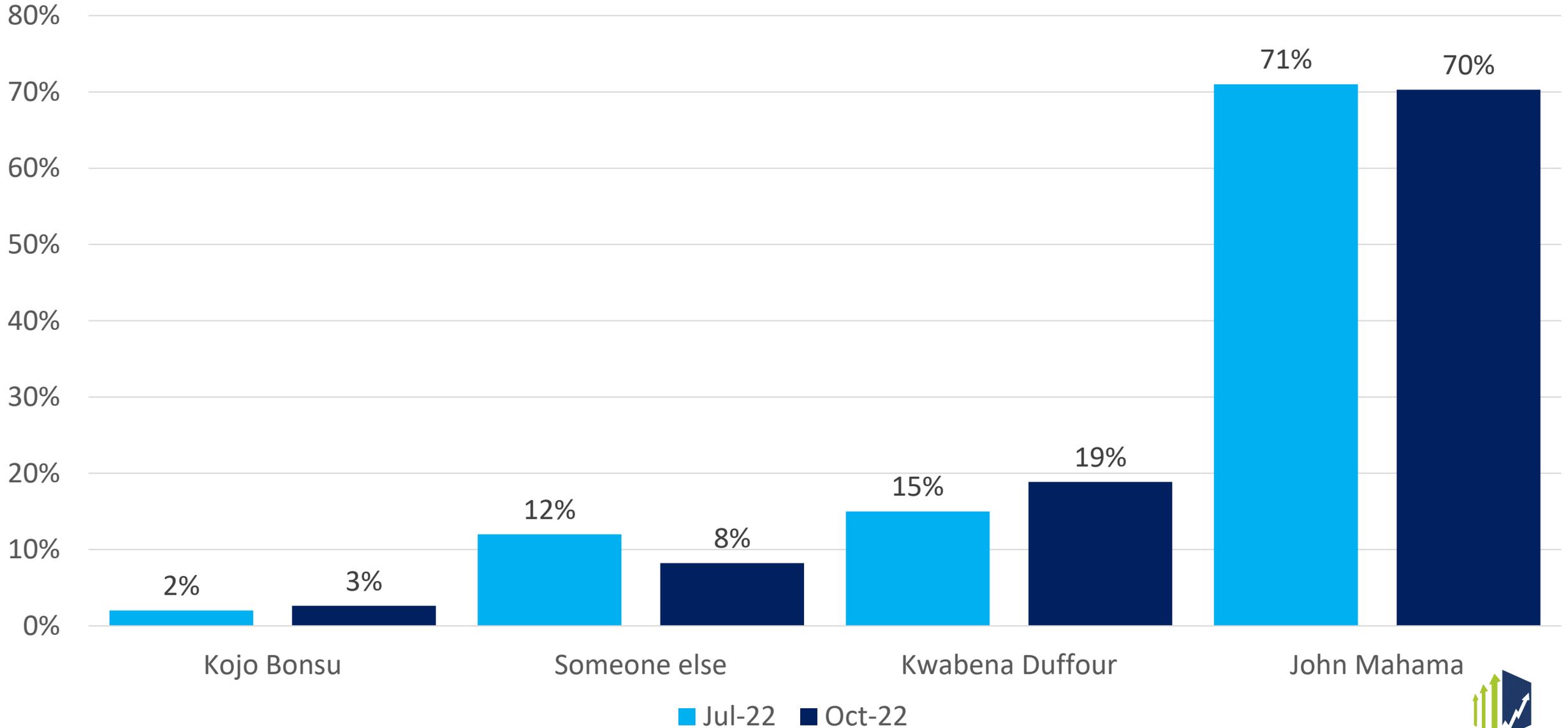
# NPP Runoff-Islamic Sects



# NDC Primaries

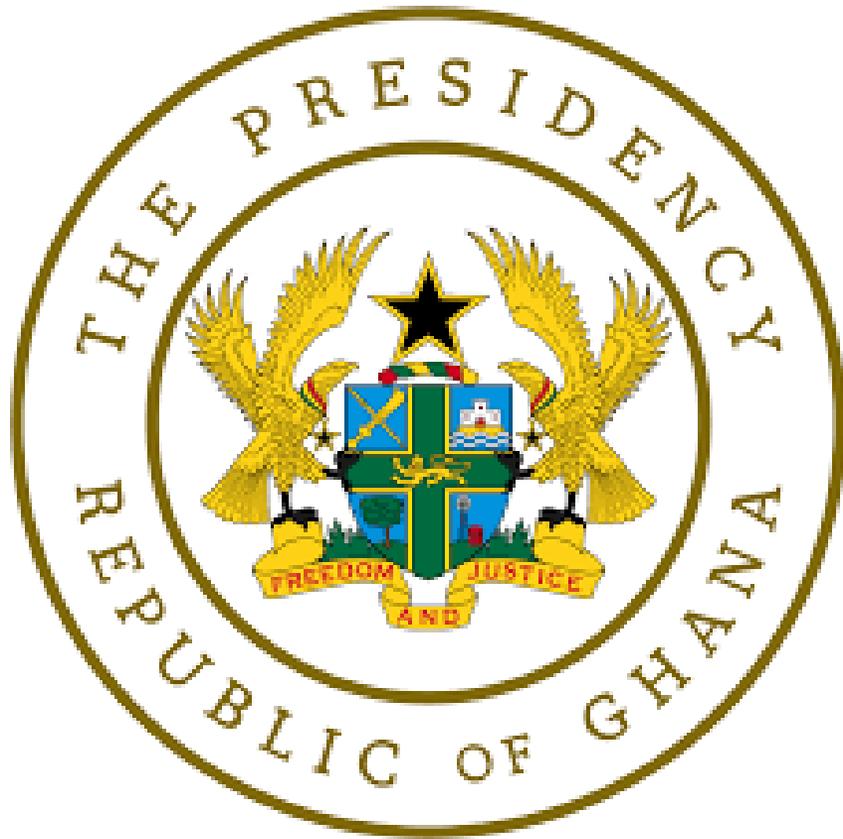


# Who Leads NDC?



# General Election

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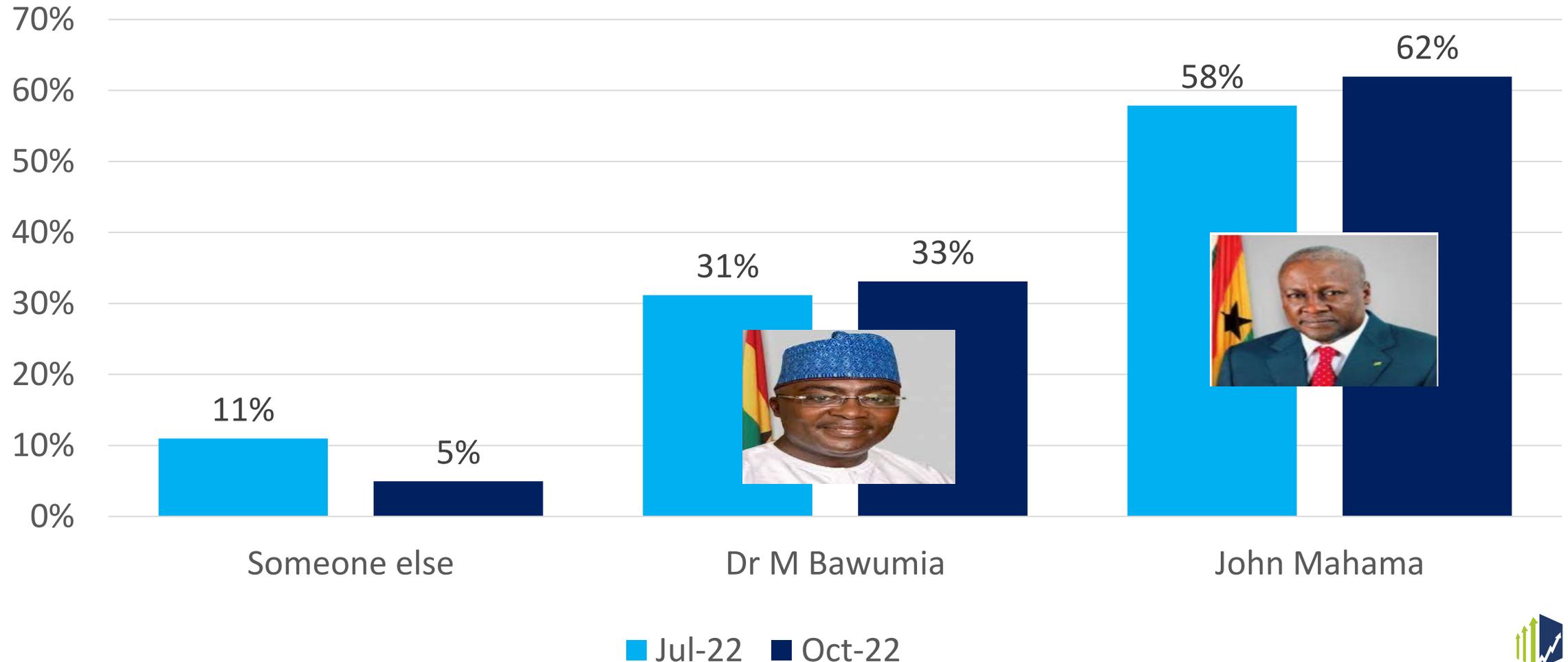


**H.E Dr. M. Bawumia**

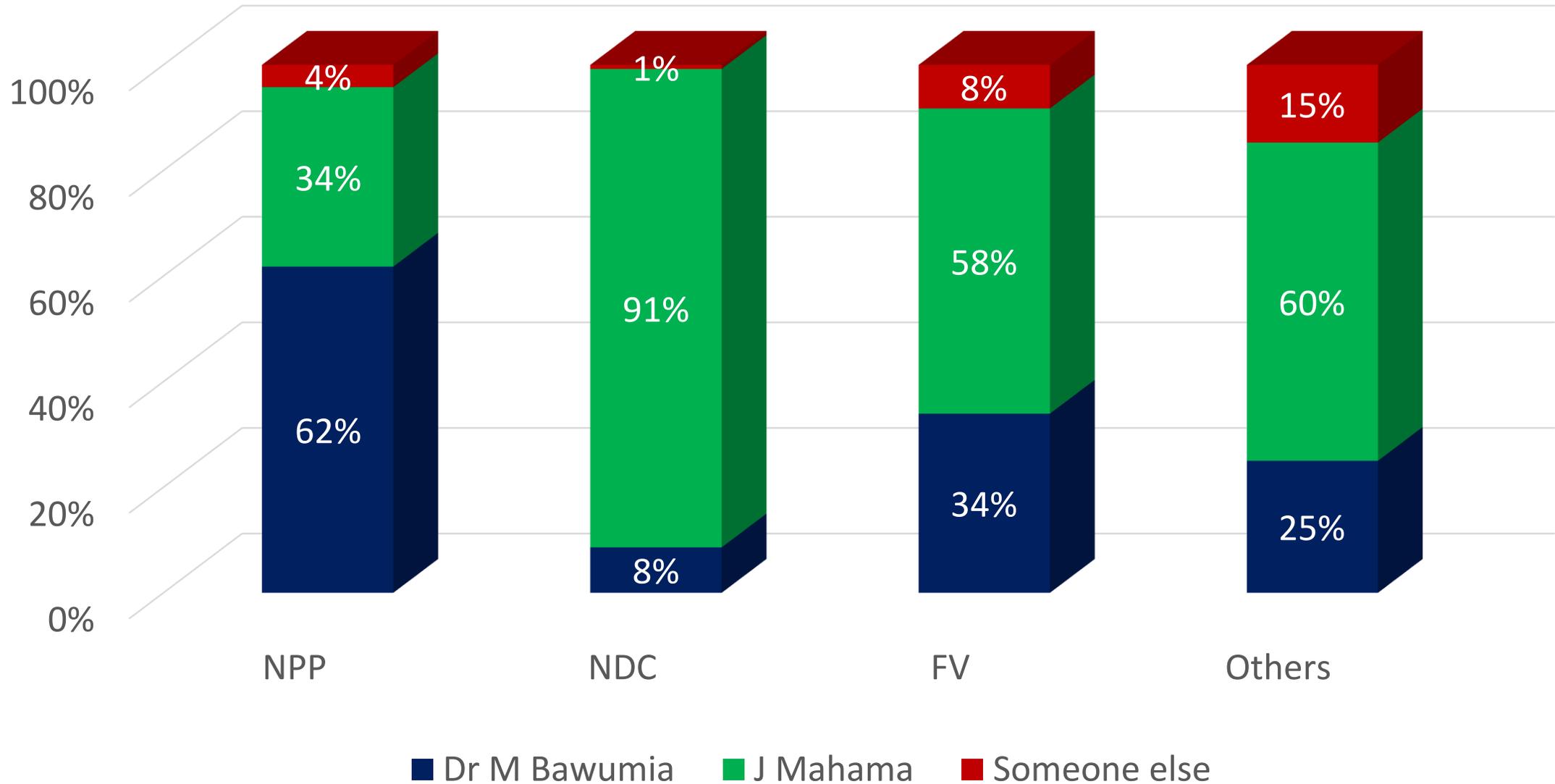
**v**

**H.E John Mahama**

# Who would you vote for in 2024?

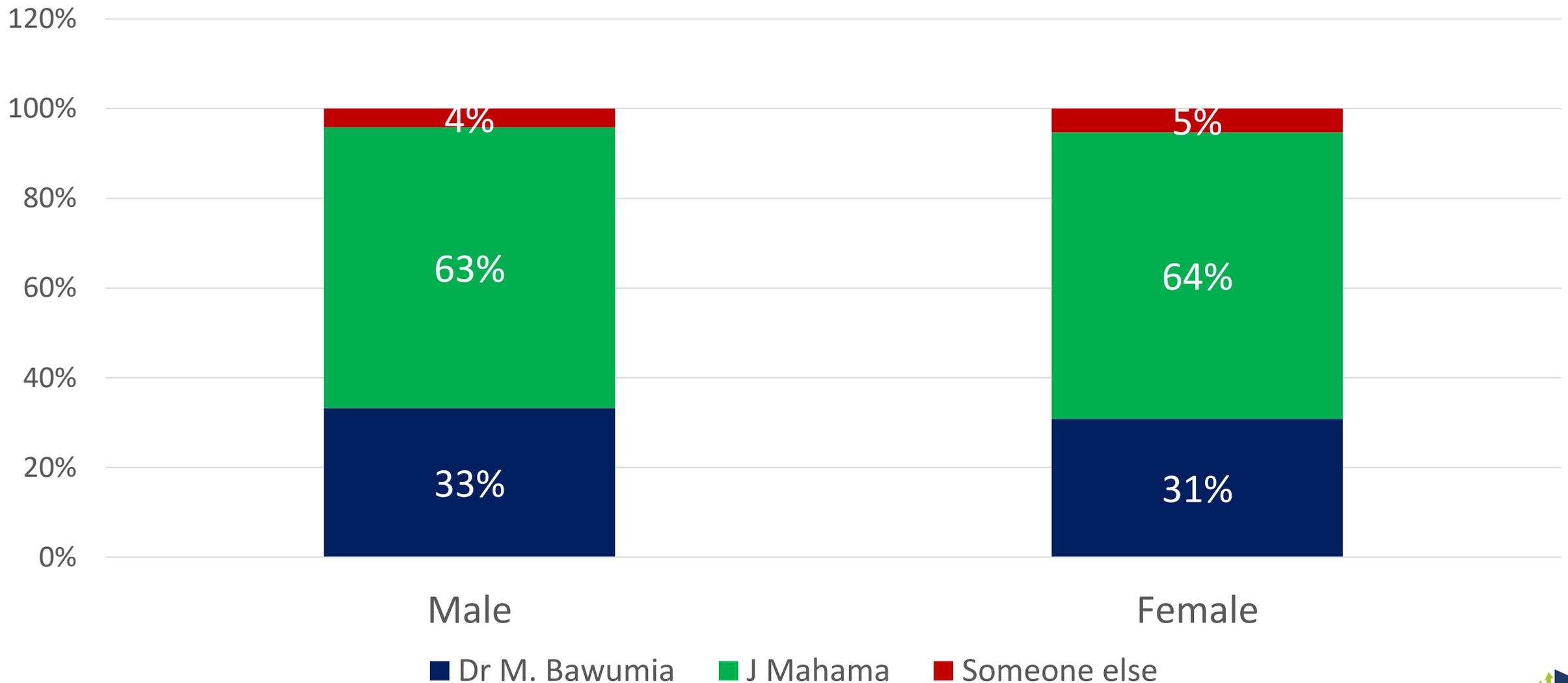


# Who would you vote for in 2024?-Party Affiliations

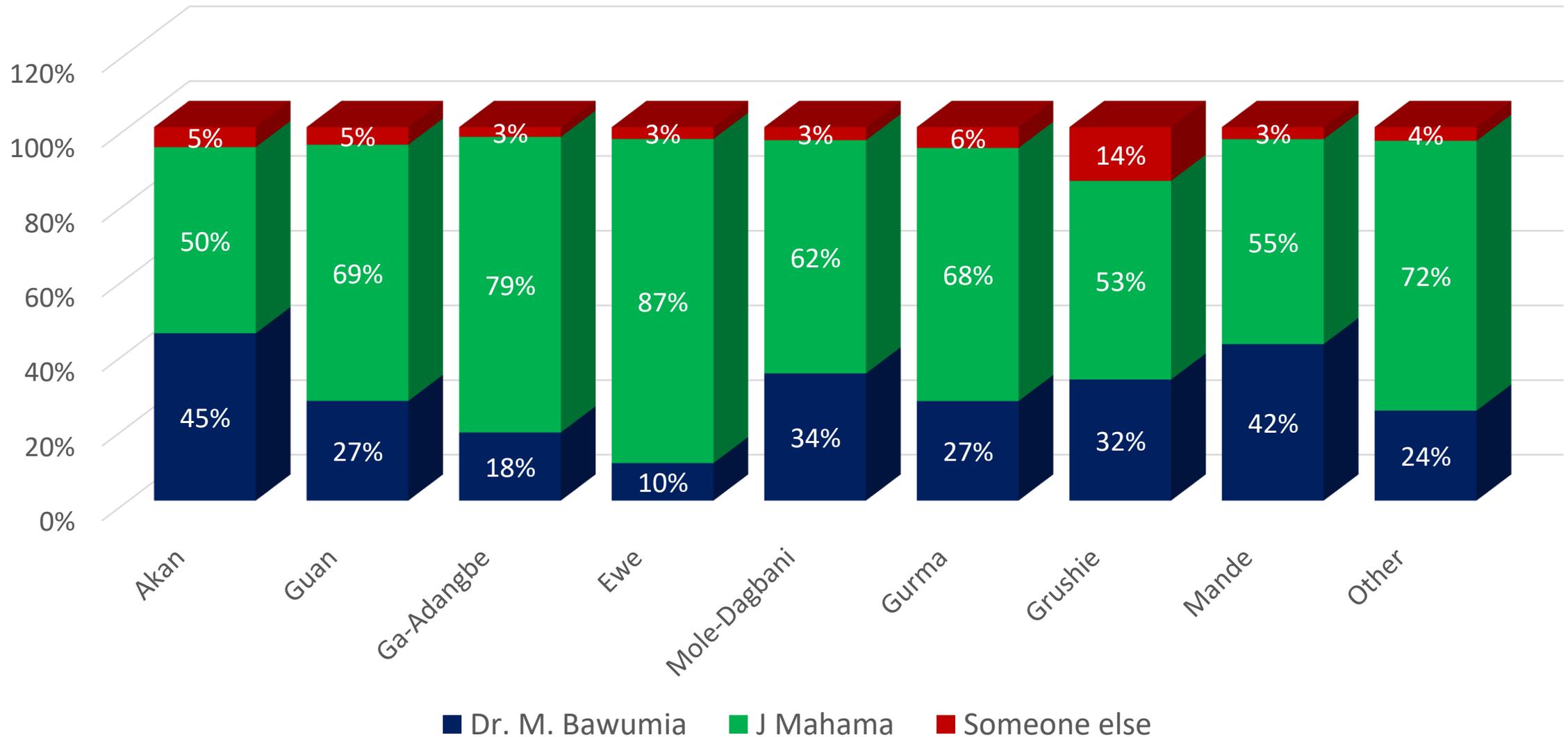


■ Dr M Bawumia    ■ J Mahama    ■ Someone else

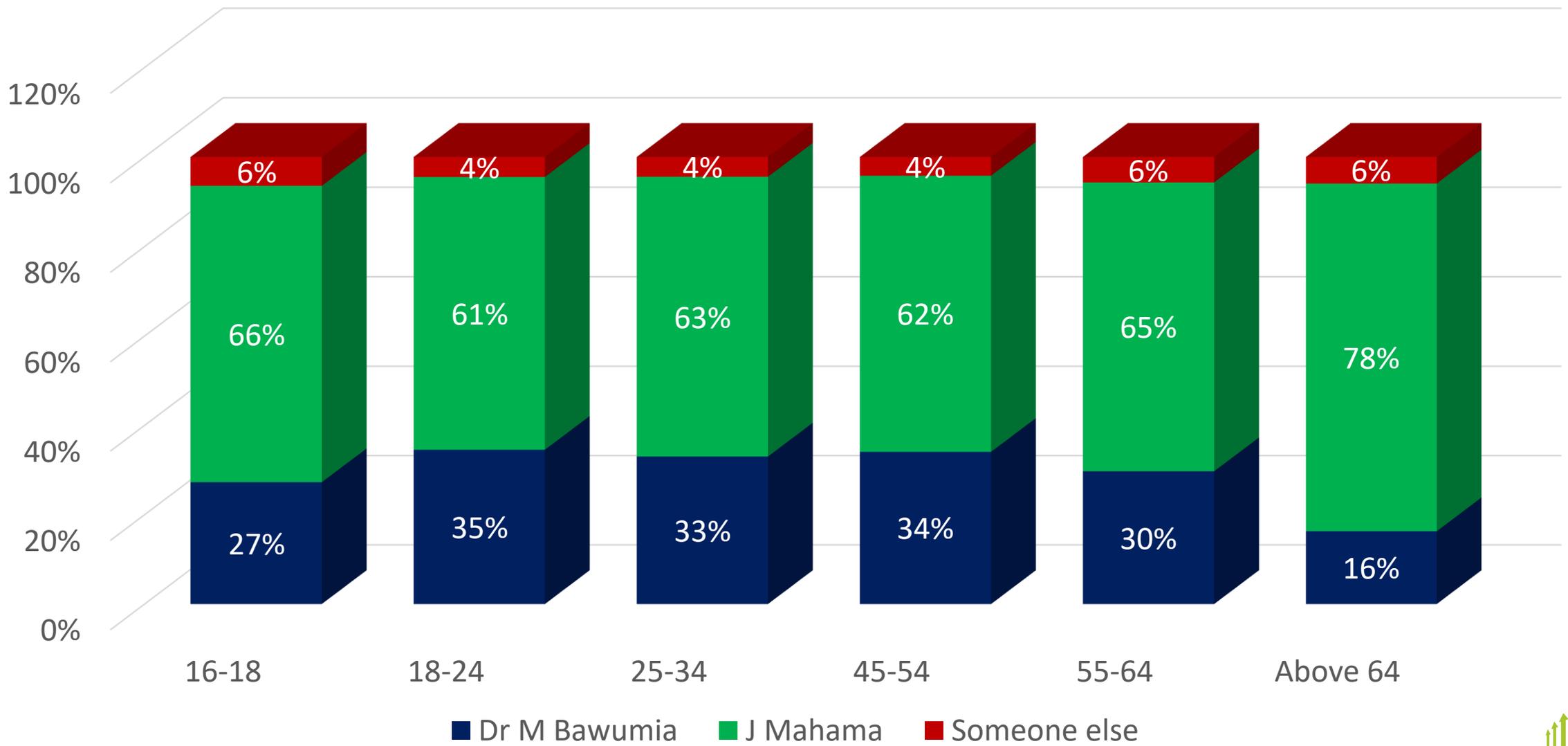
# Who would you vote for in 2024?-Gender



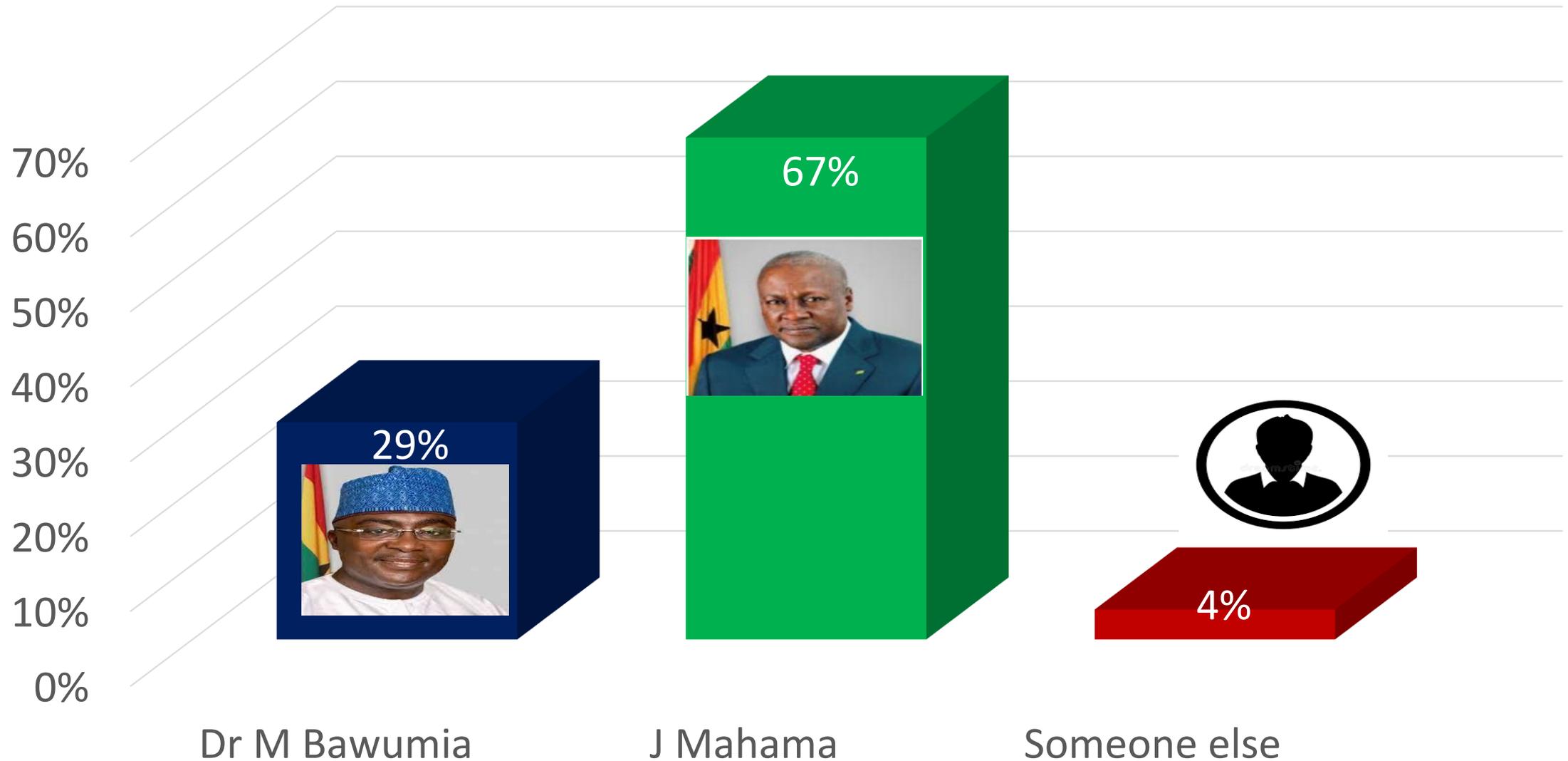
# Who would you vote for in 2024?-Ethnic Group



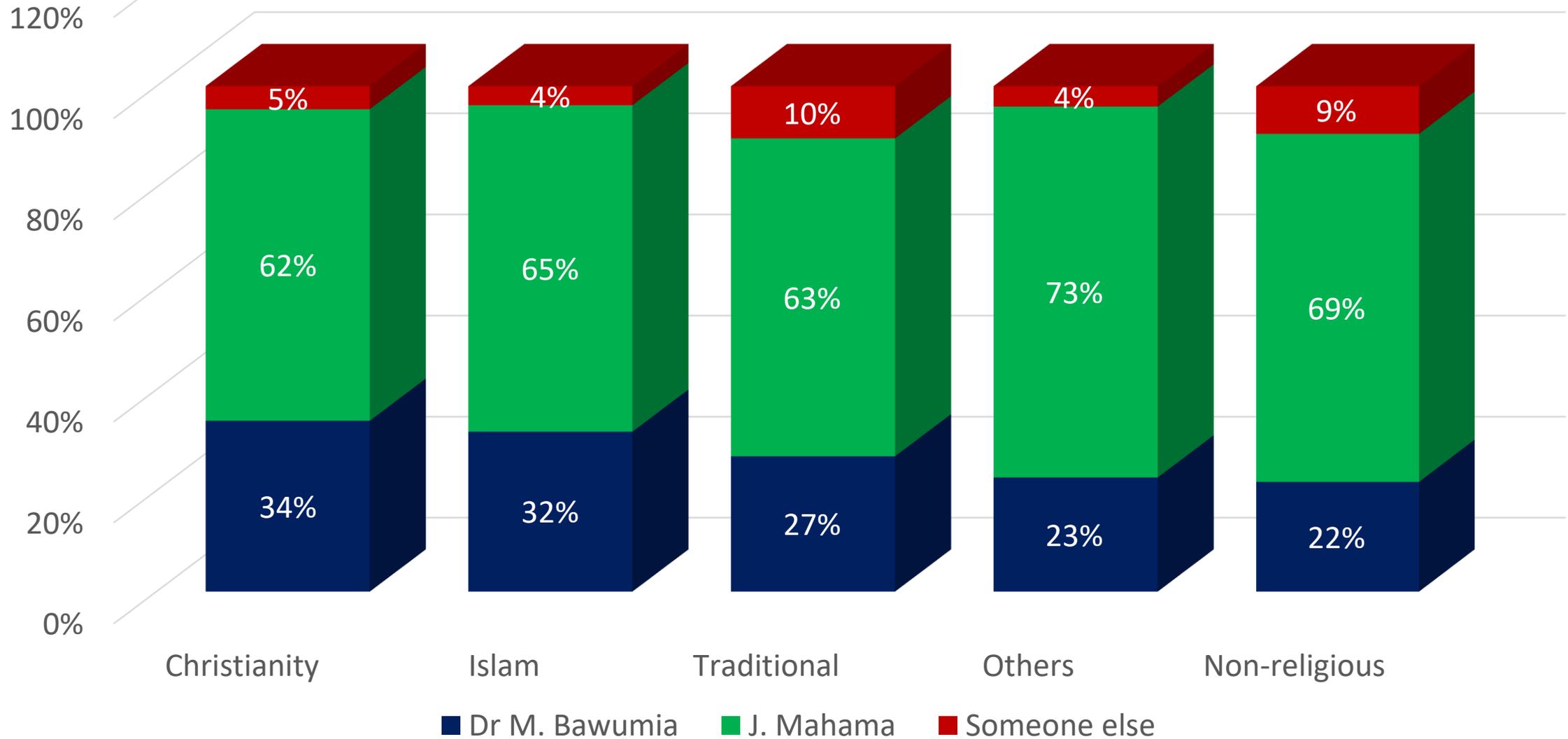
# Who would you vote for in 2024-Age Groups



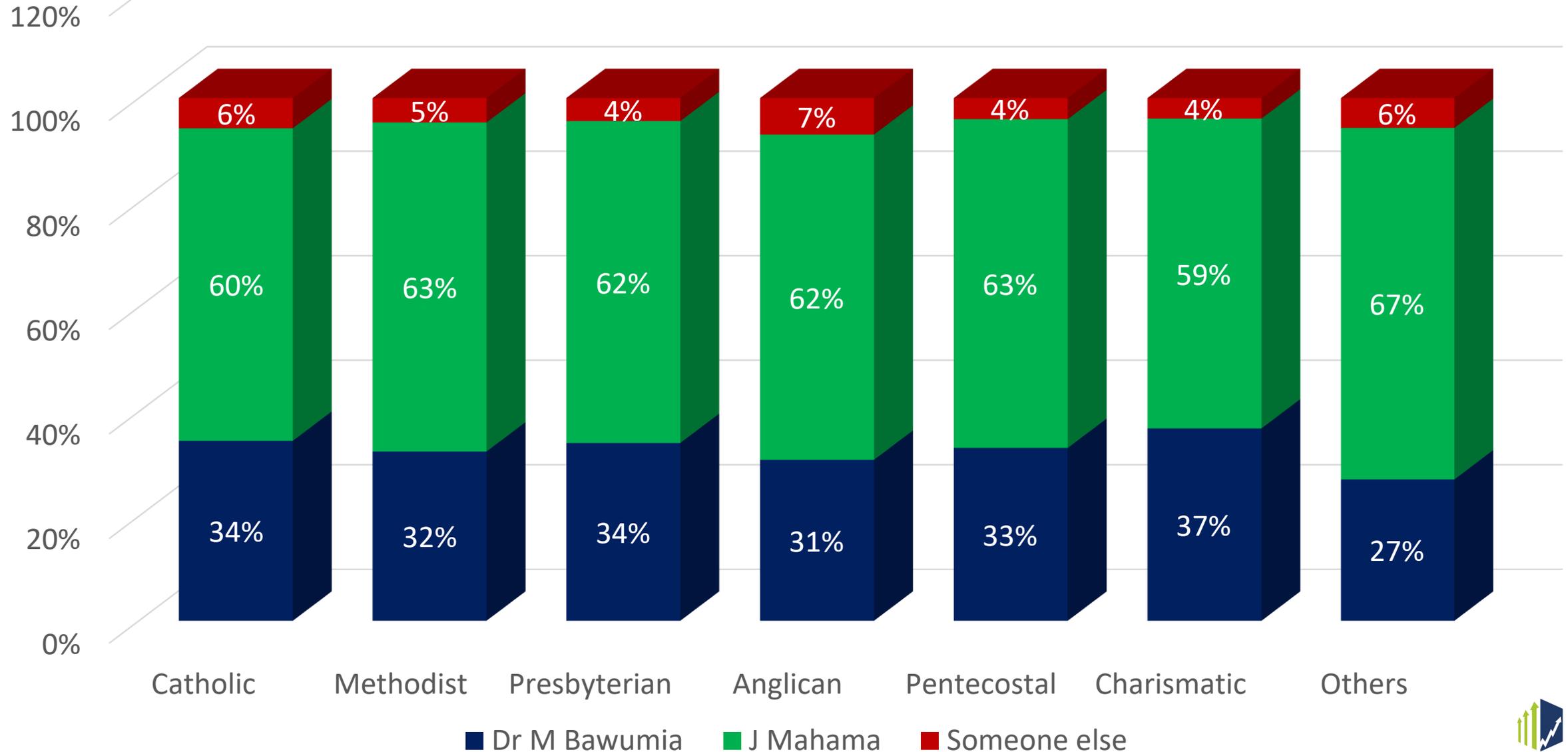
# First-time voters- DMB v JDM



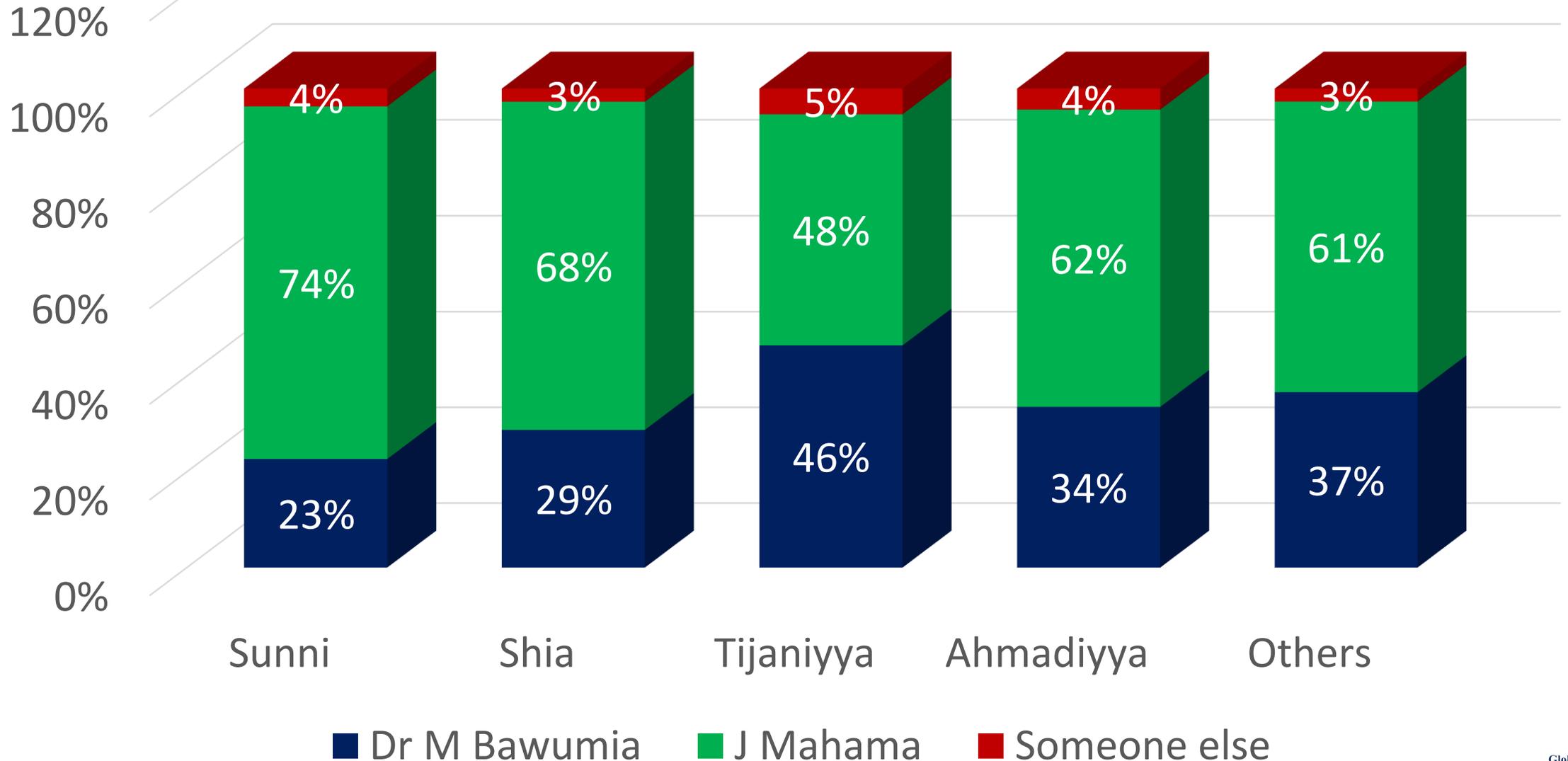
# DMB v JDM – Religious Votes



# DMB v JDM – Christian Denominations



# DMB v JDM – Islamic Sects



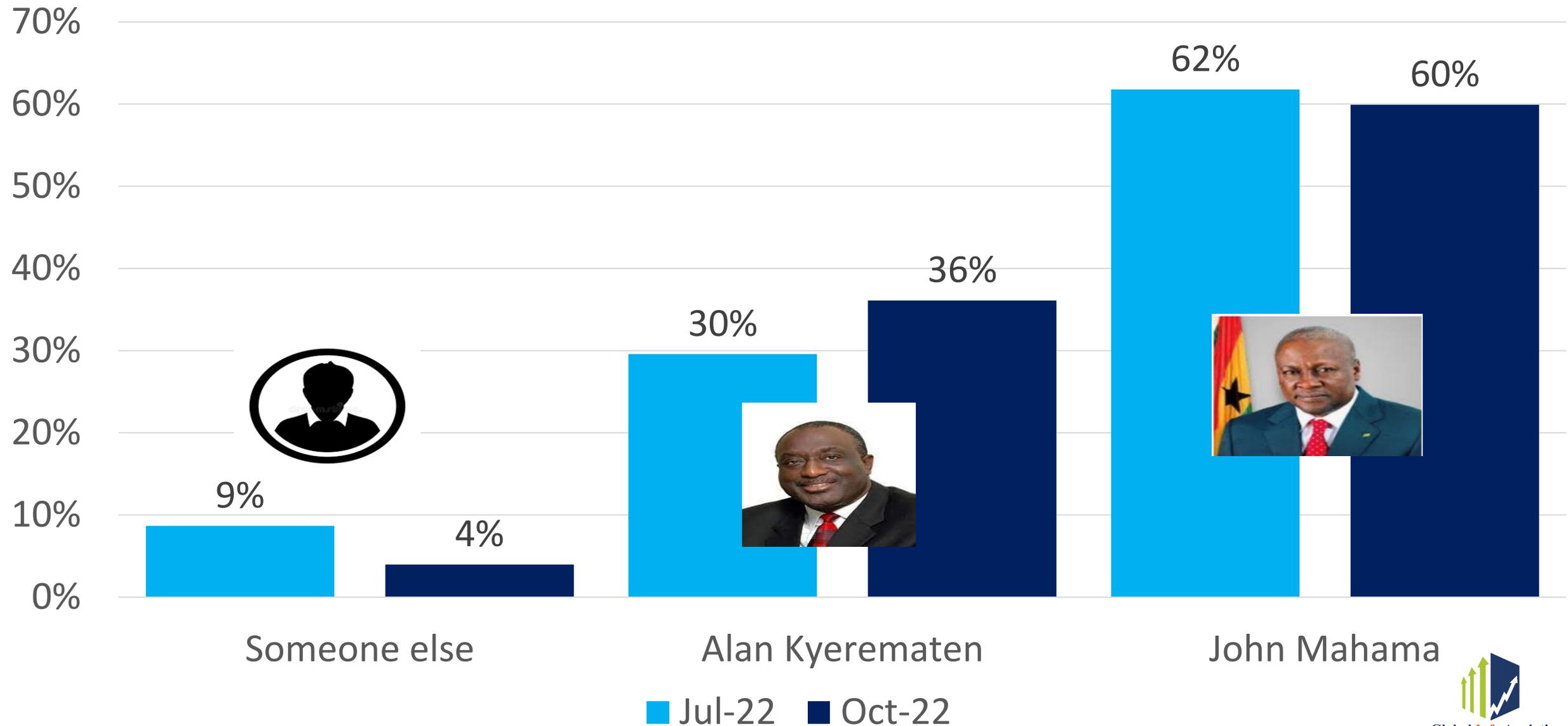


Alan Kyeremanten

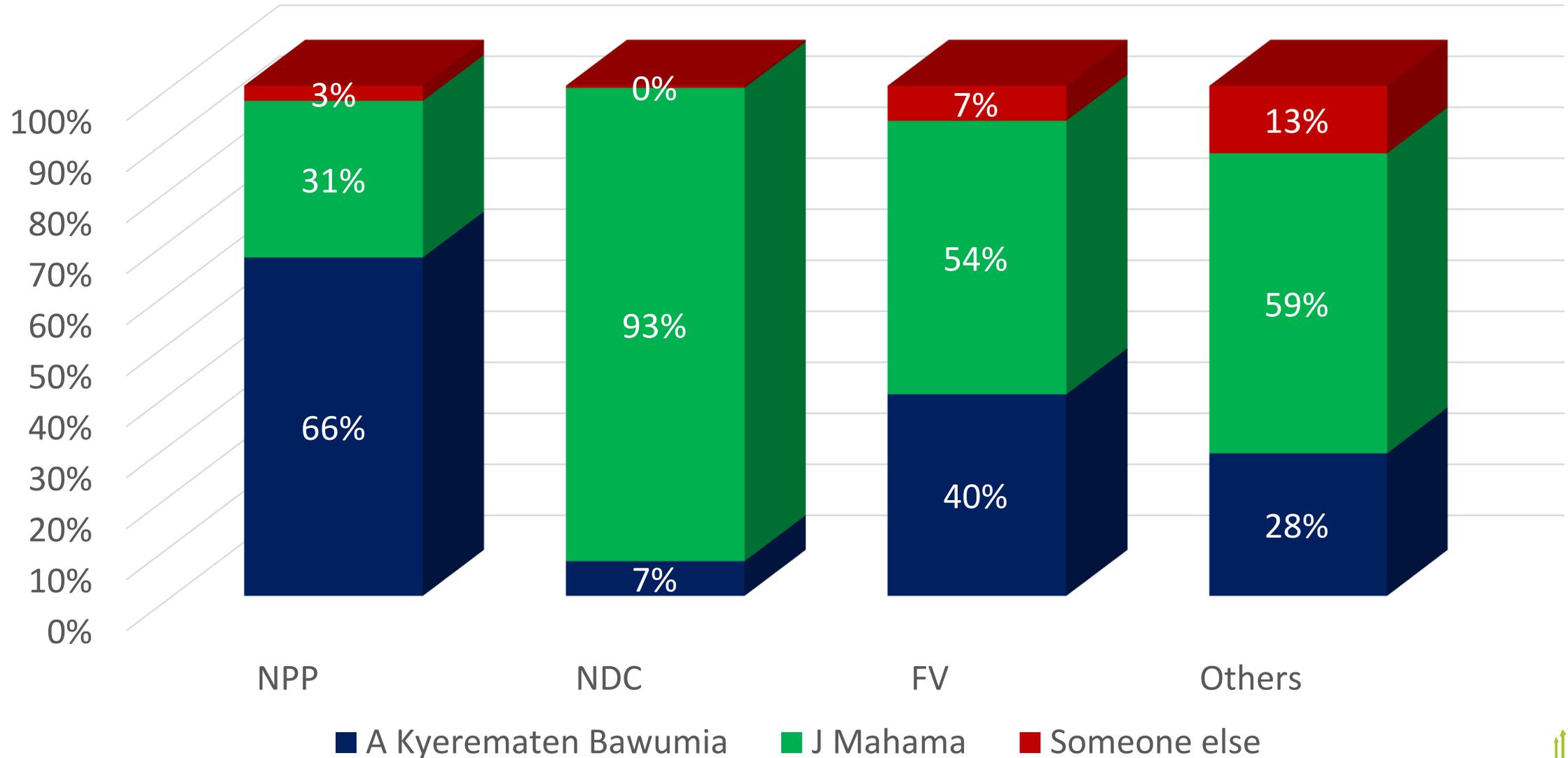
v

John Mahama

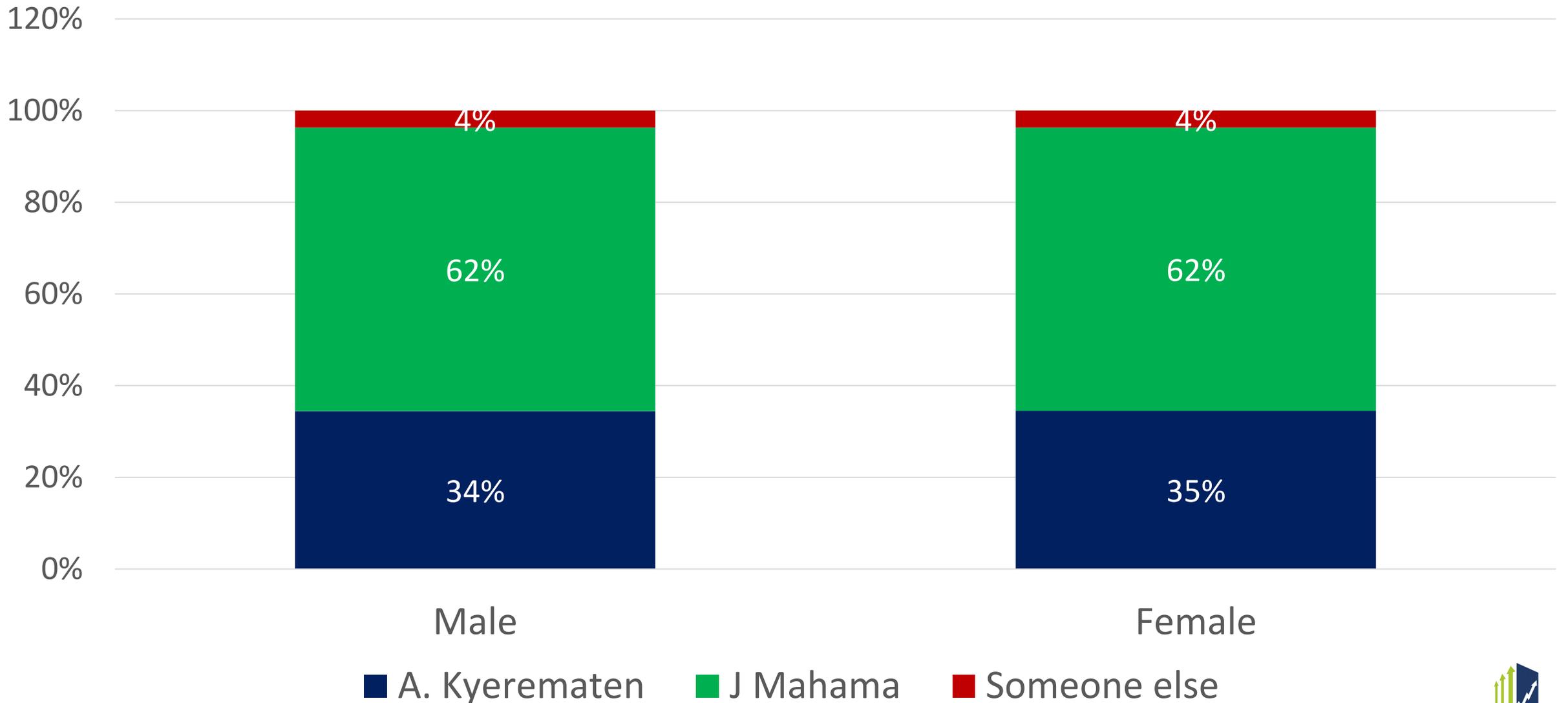
# Who would you vote for in 2024?



# Who would you vote for in 2024?-Party Affiliations

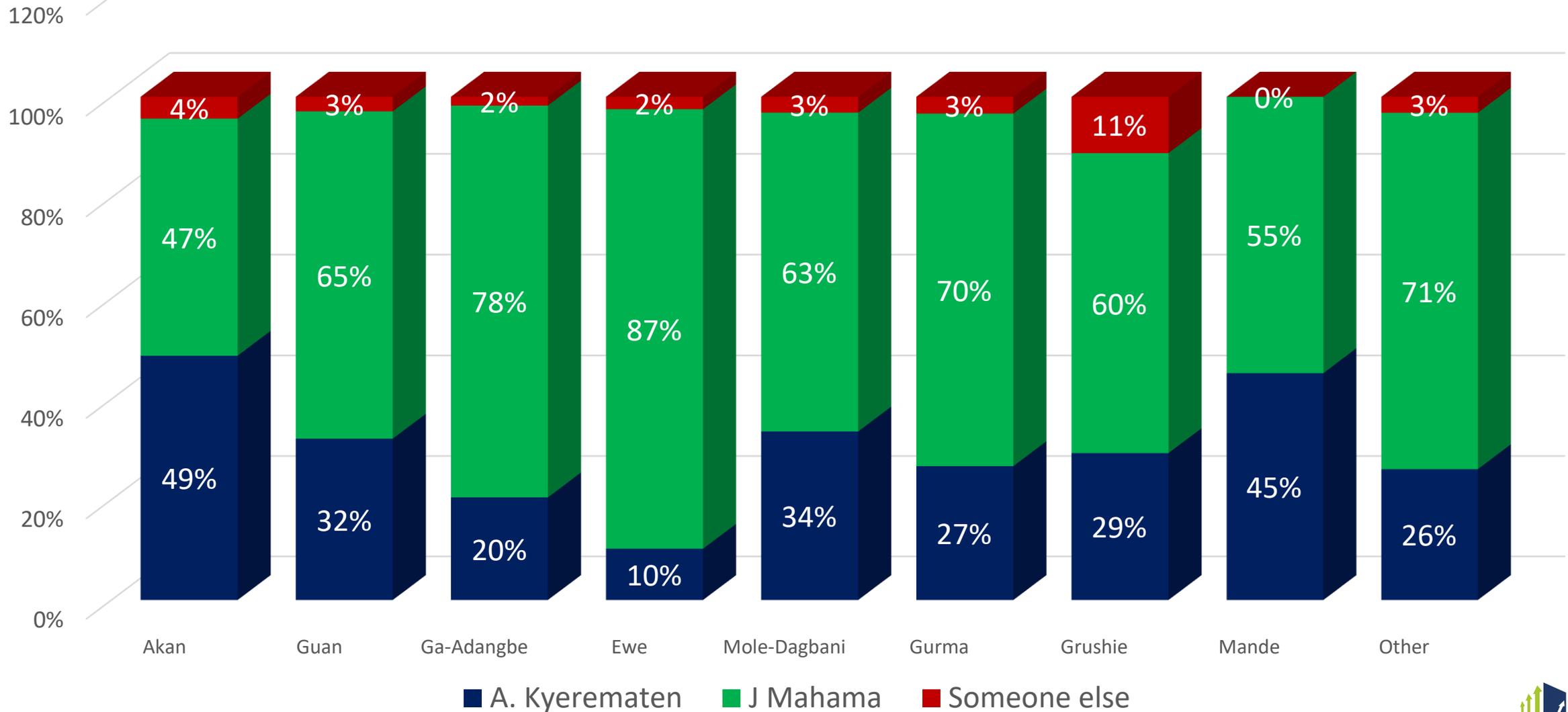


# Who would you vote for in 2024?-Gender

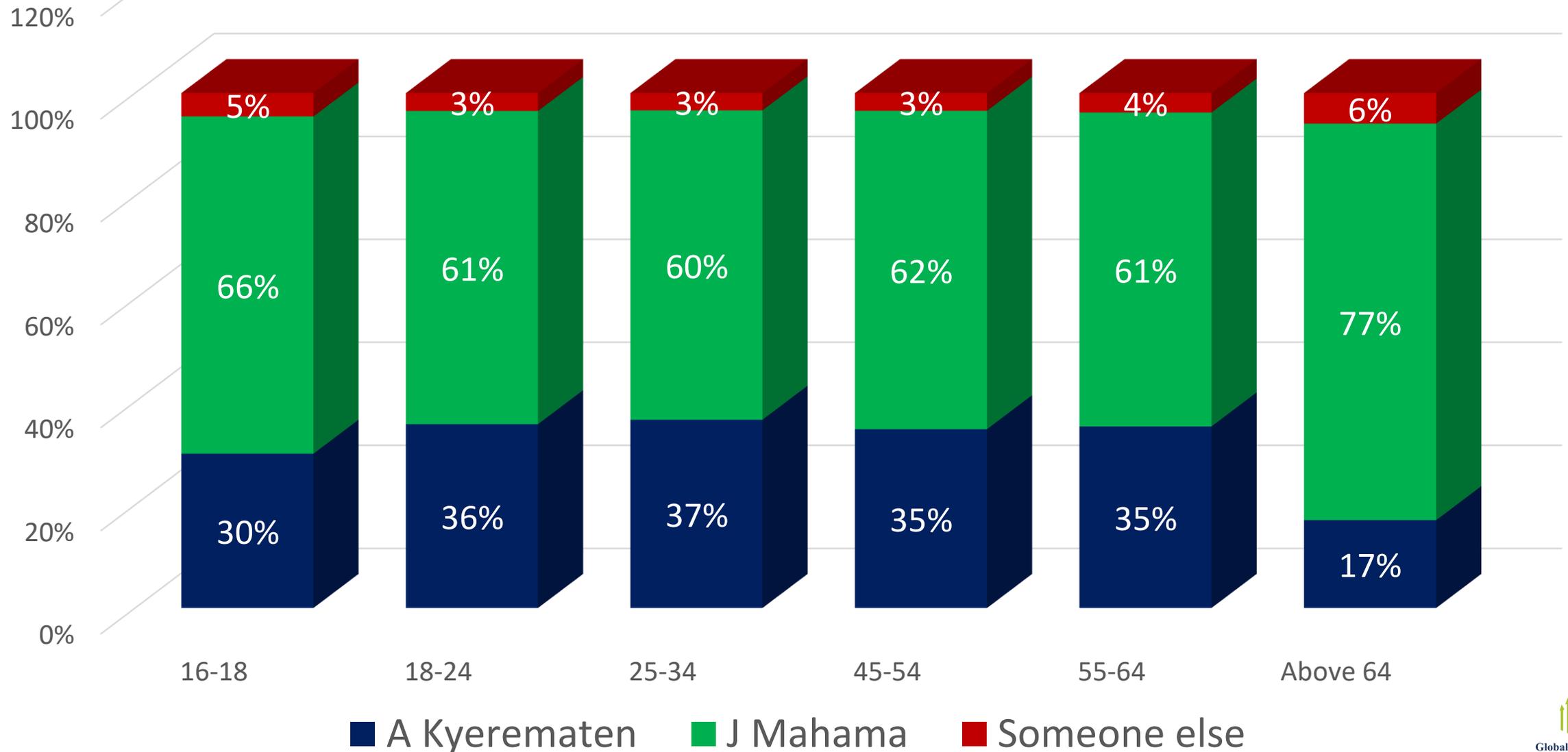


■ A. Kyerematen ■ J Mahama ■ Someone else

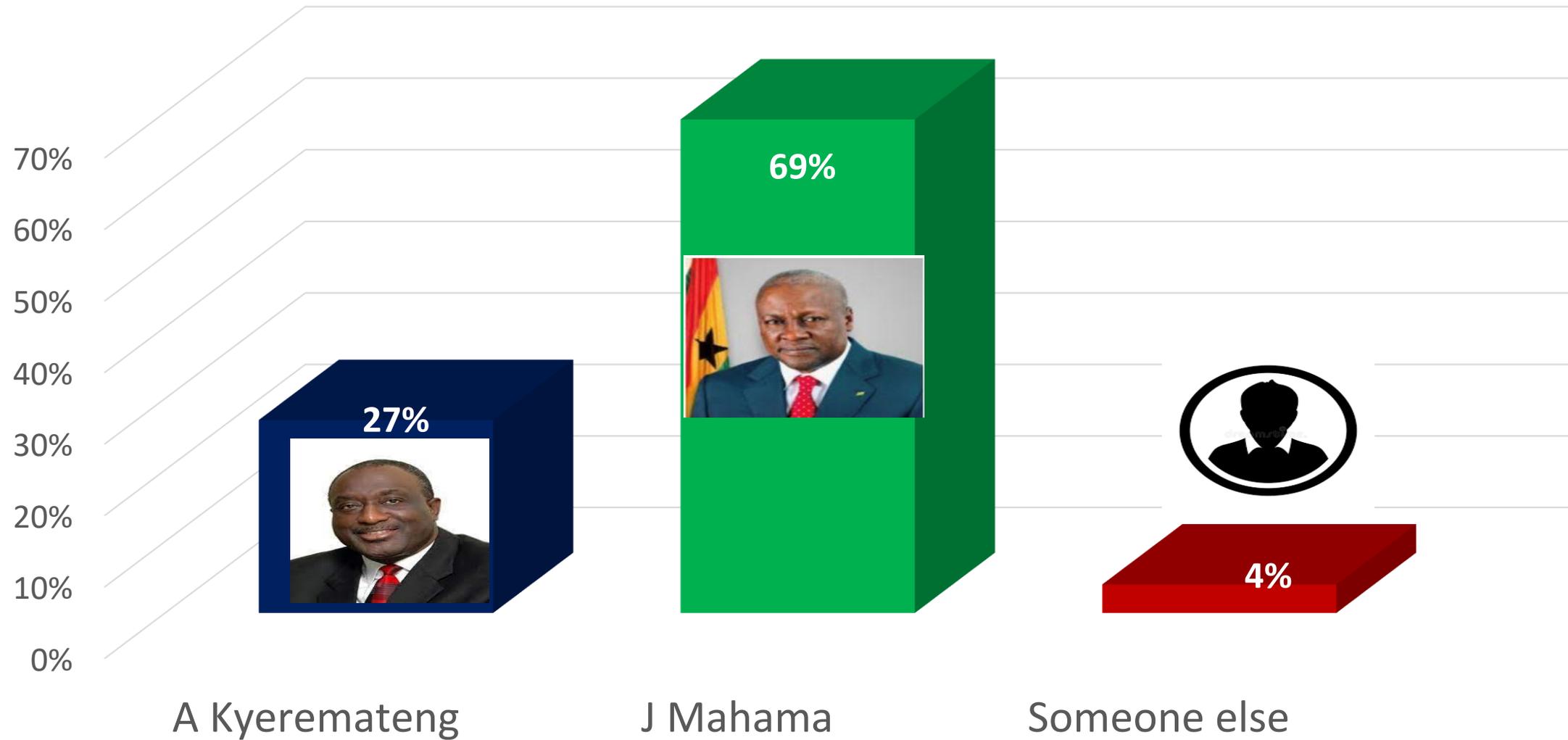
# Who would you vote for in 2024?-Ethnic Group



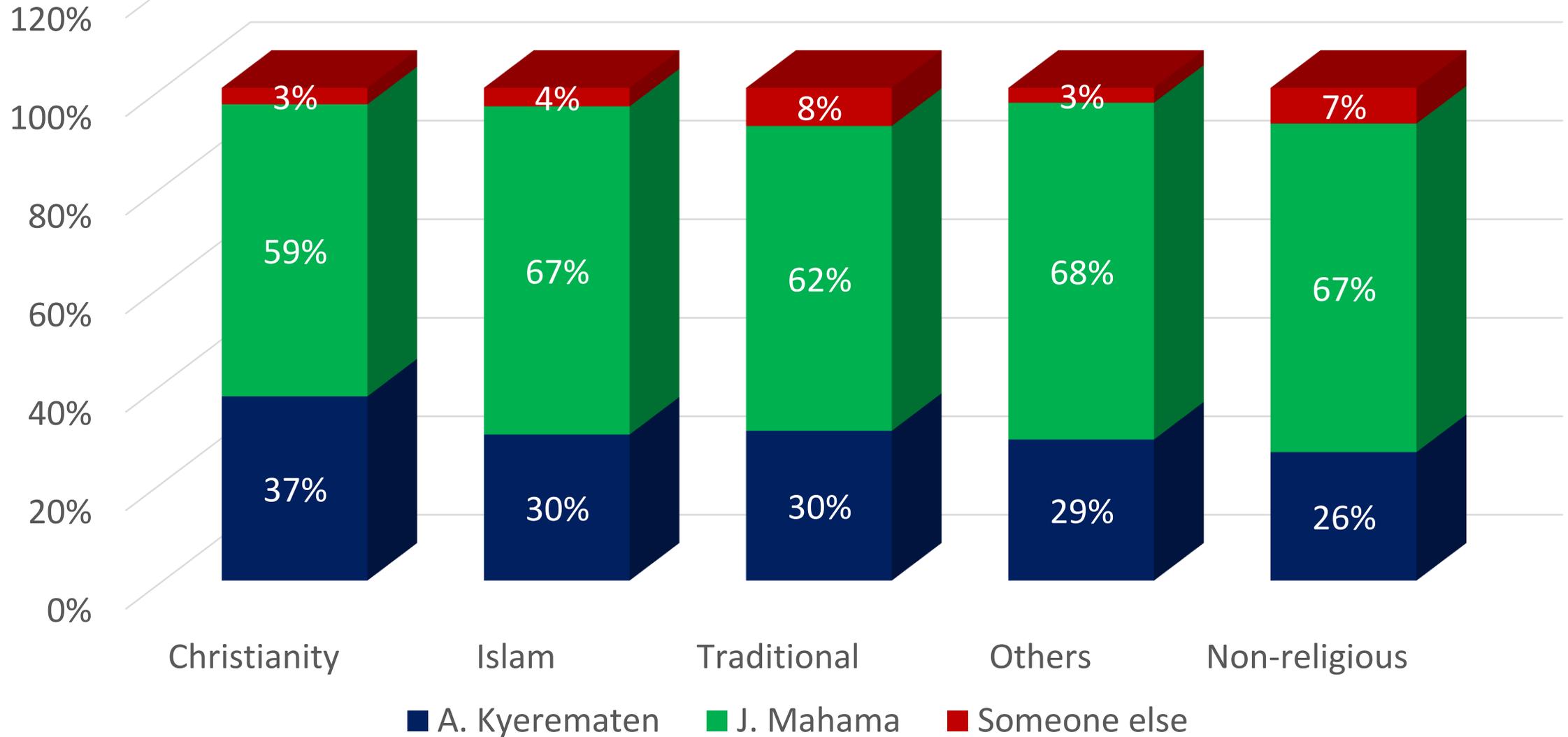
# Who would you vote for in 2024-Age Groups



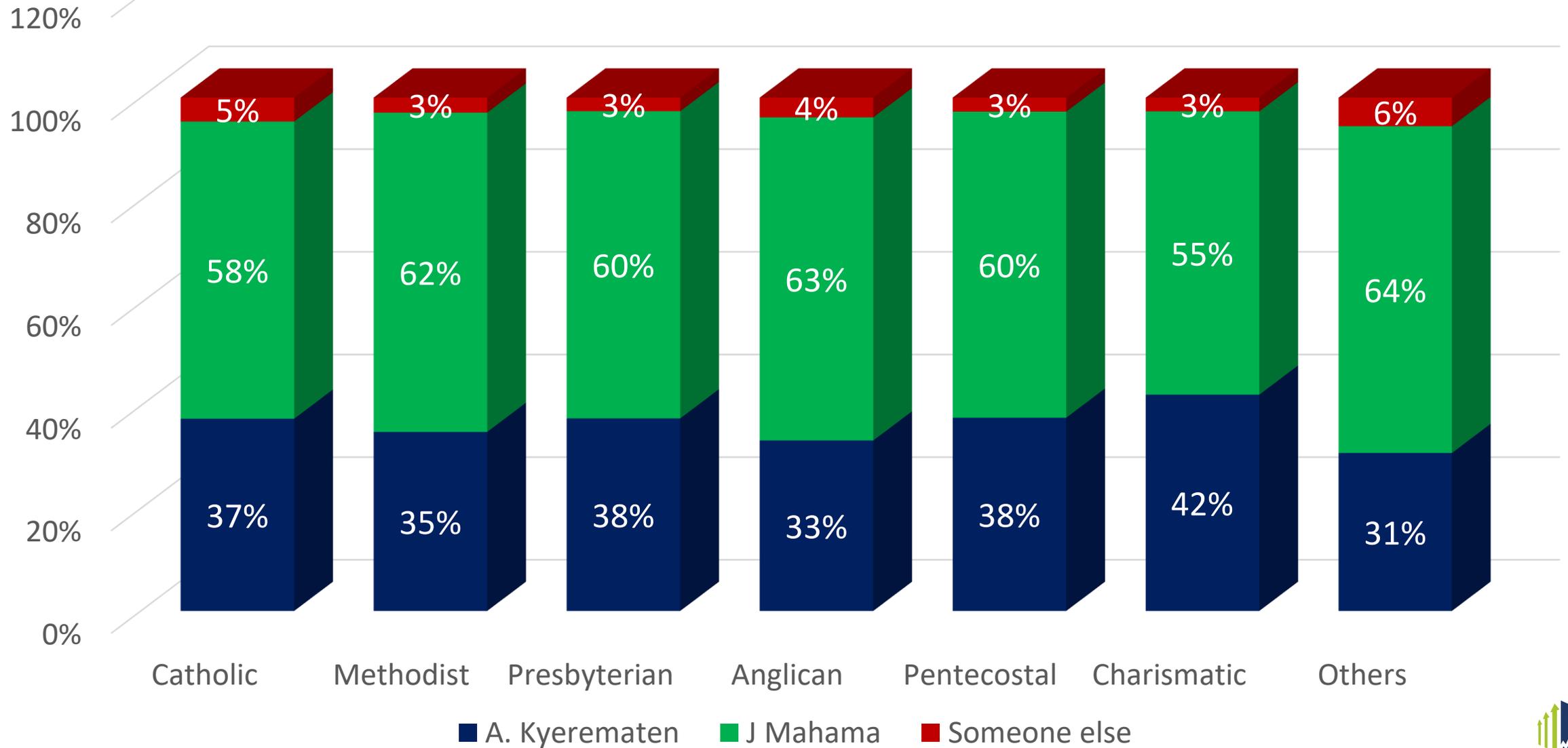
# First-time voters- AKK v JDM



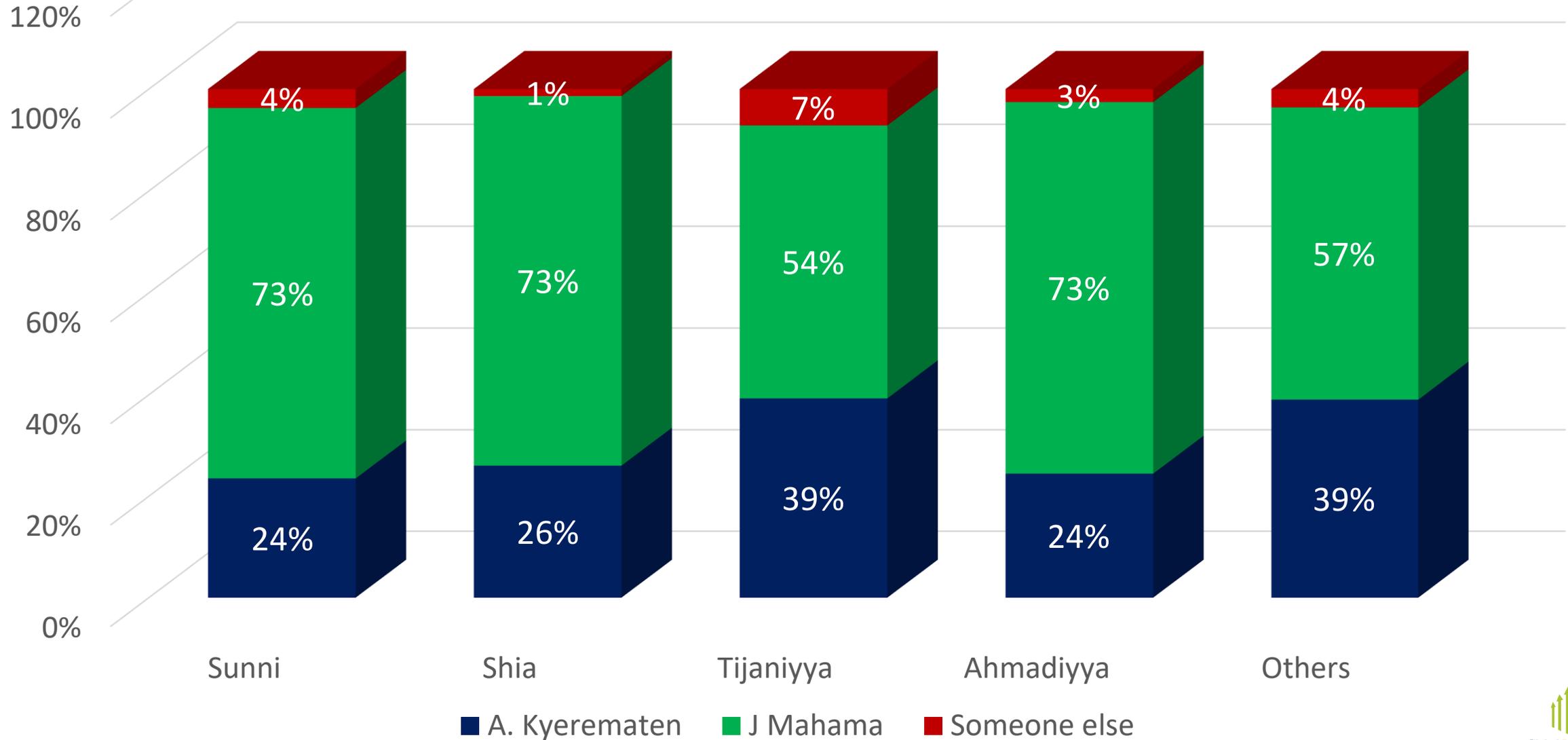
# AKK v JDM – Religious Votes



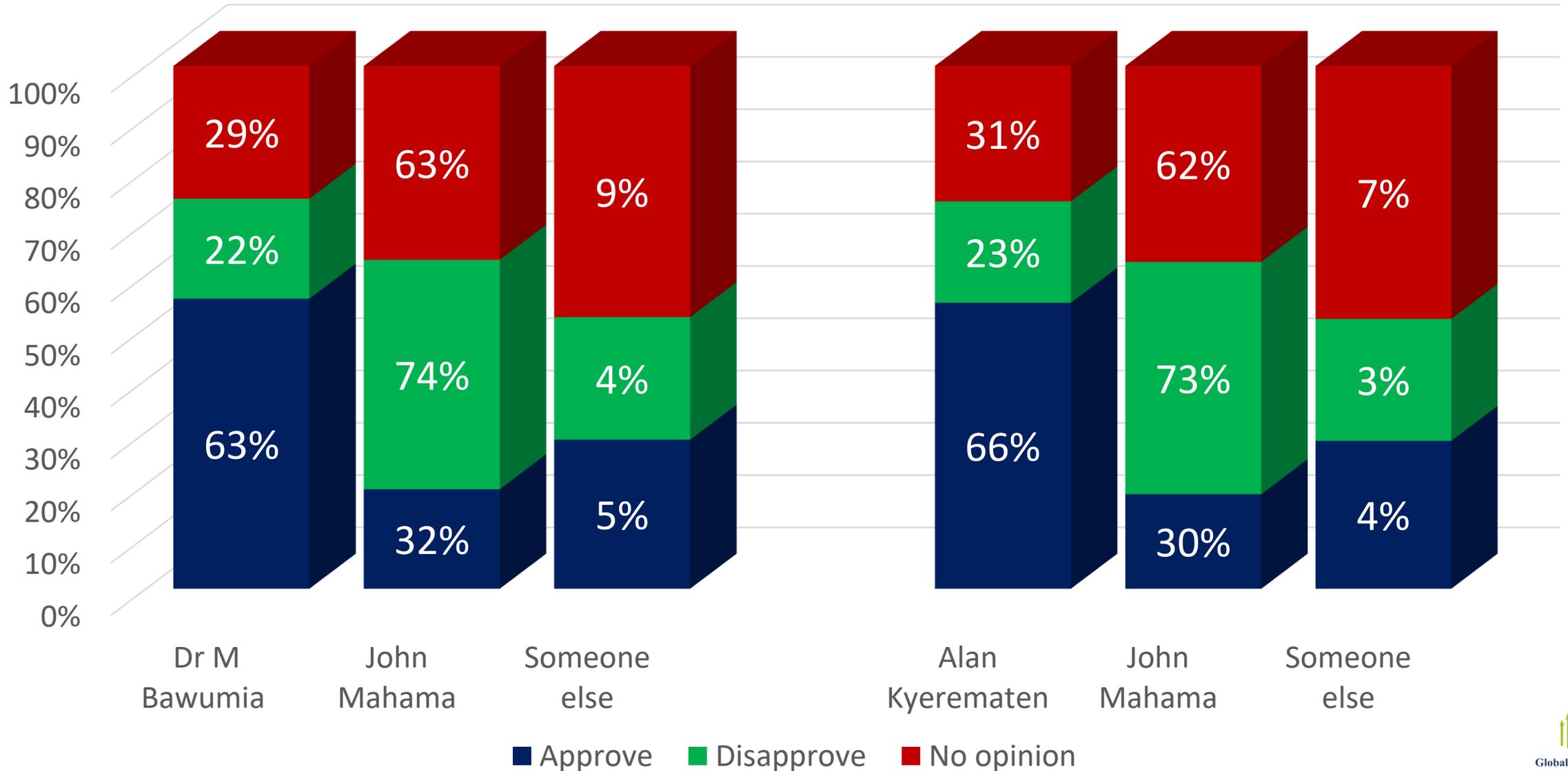
# AKK v JDM – Christian Denominations



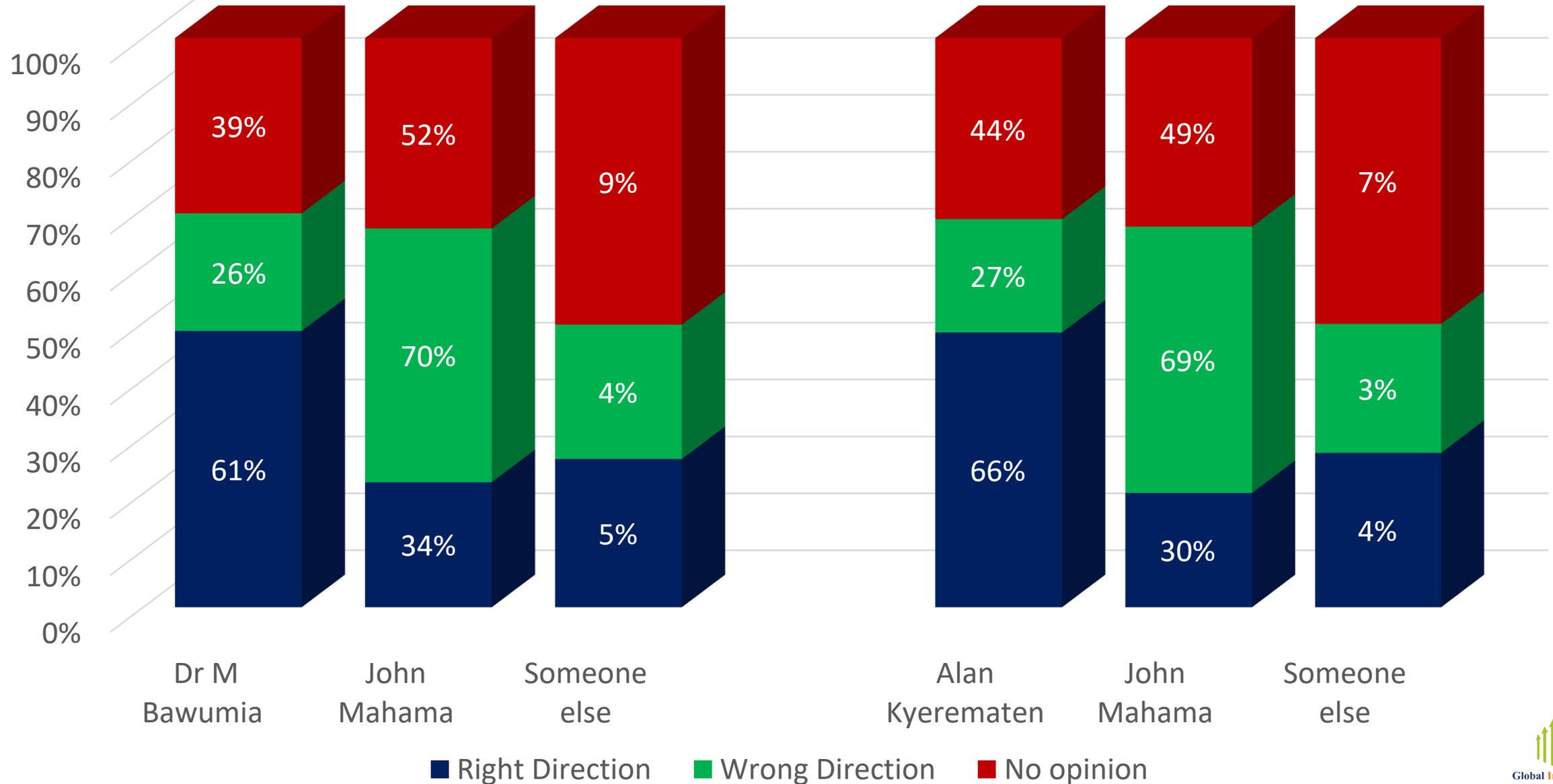
# AKK v JDM – Islamic Sects



# President's Approval – Voting Intentions



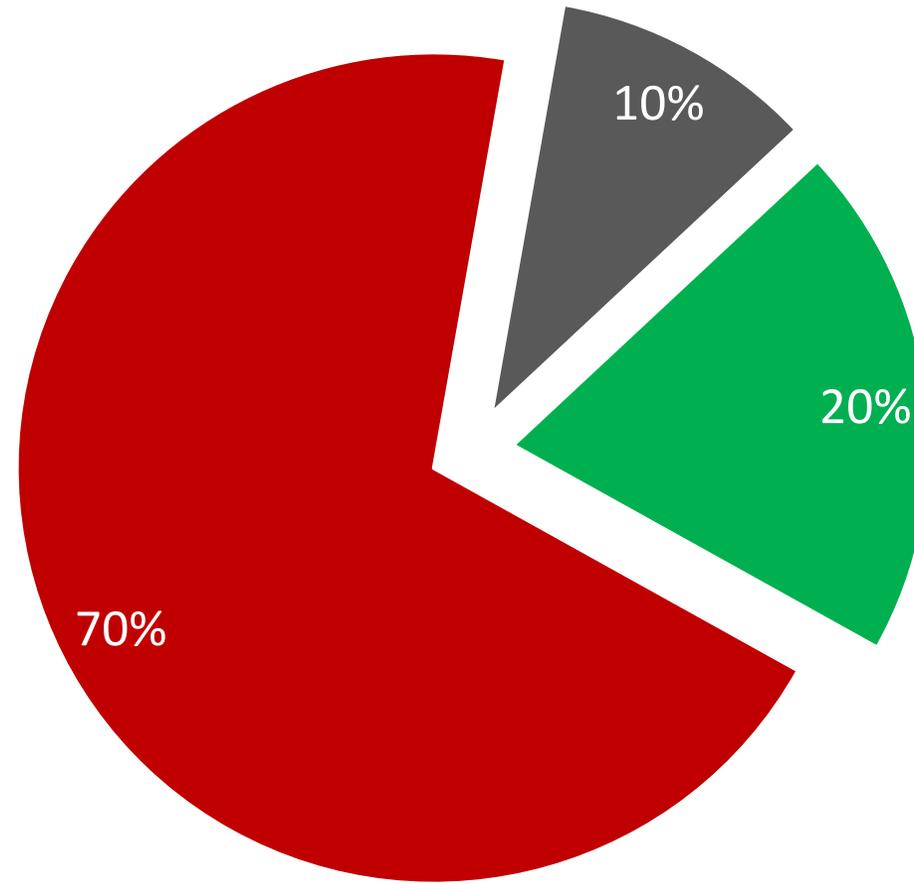
# Direction of the Country – Voting Intentions





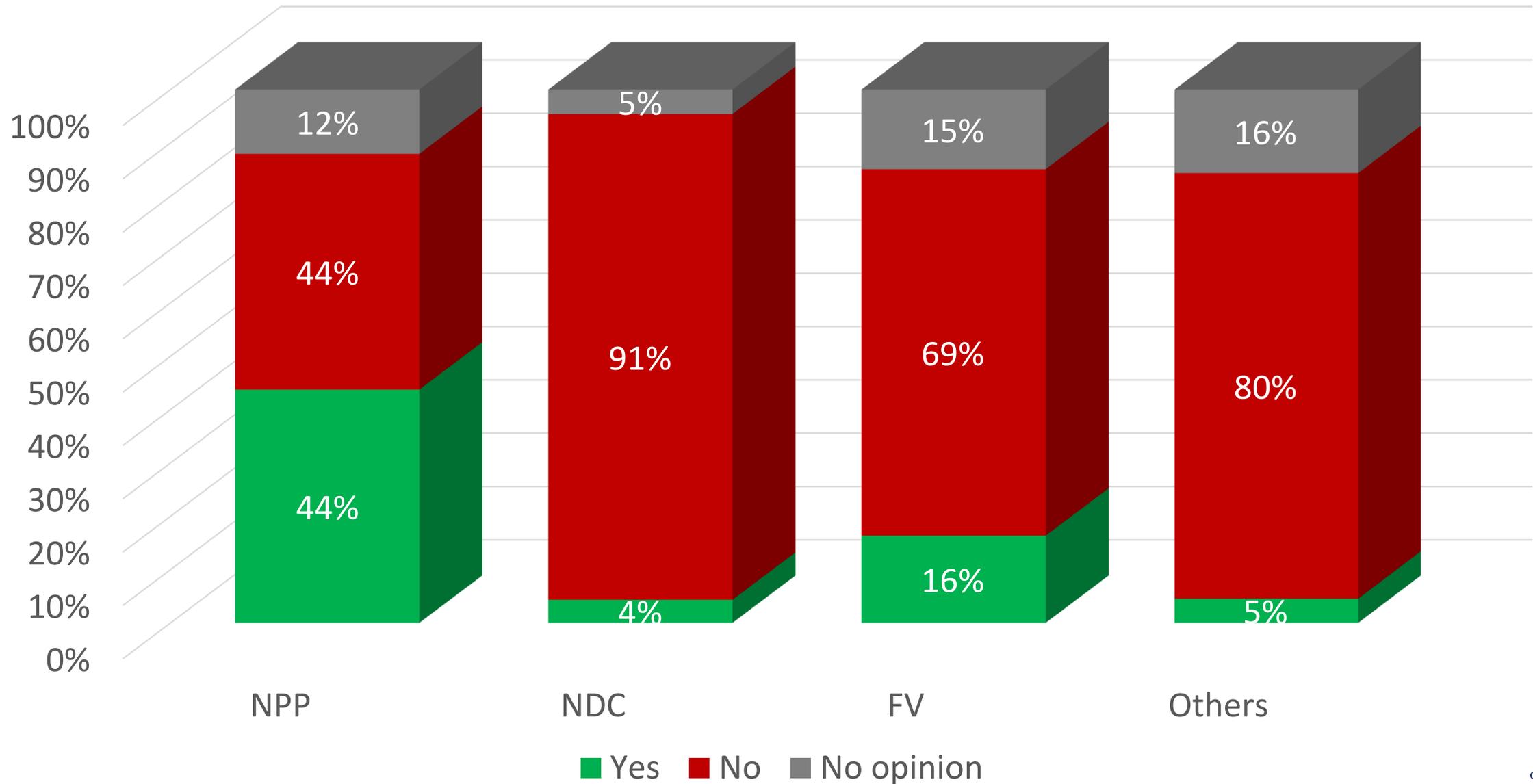
# “Breaking the Eight”

# Can the NPP Break the Eight?

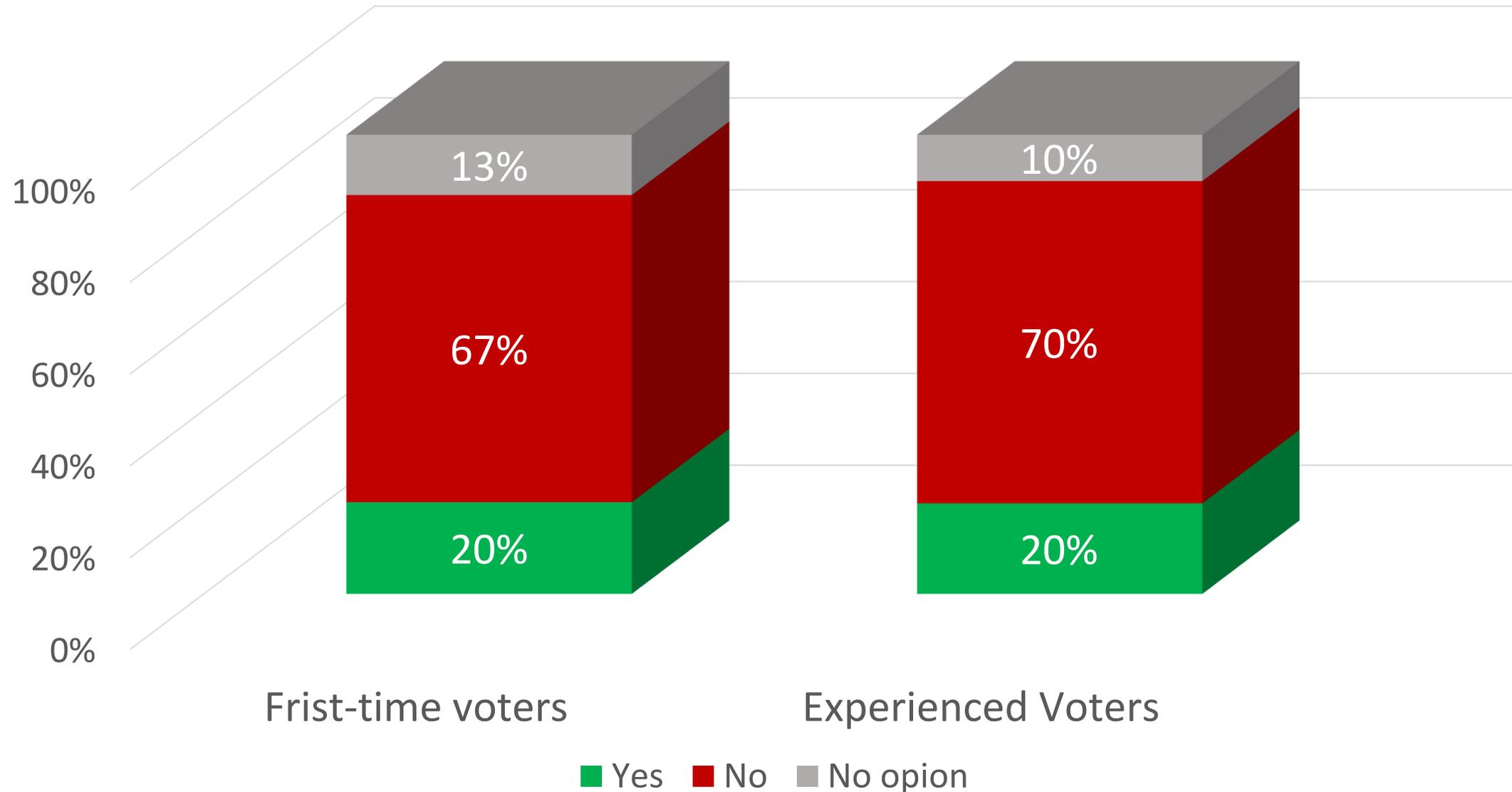


■ No opinion ■ Yes ■ No

# Break the Eight (8) – Party Affiliations



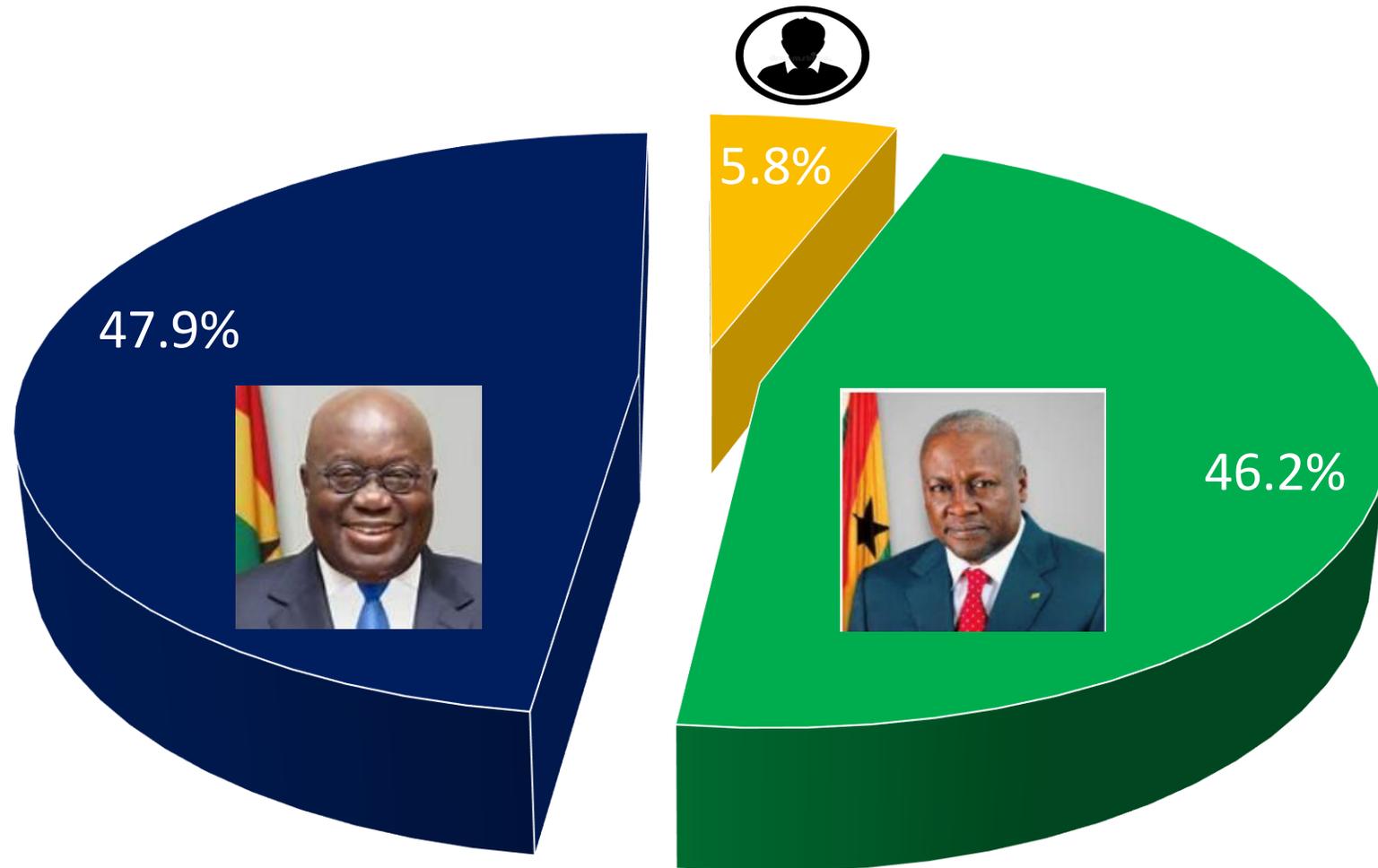
# Break the Eight (8) – First-Time v Exp. Voters





# 2020 Presidential Elections Exit Poll

# Which of the following candidates did you vote for in 2020 Elections?

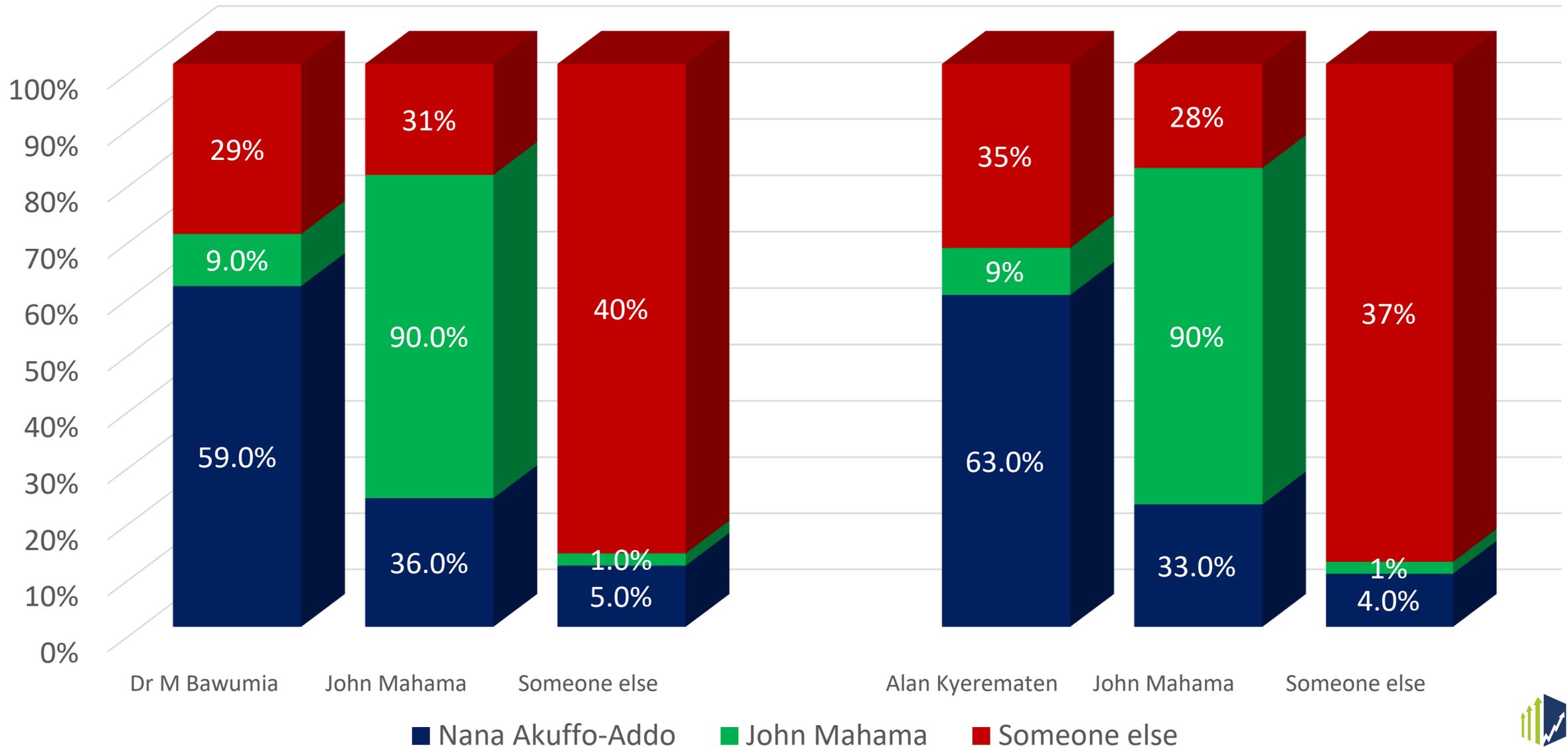


Someone else

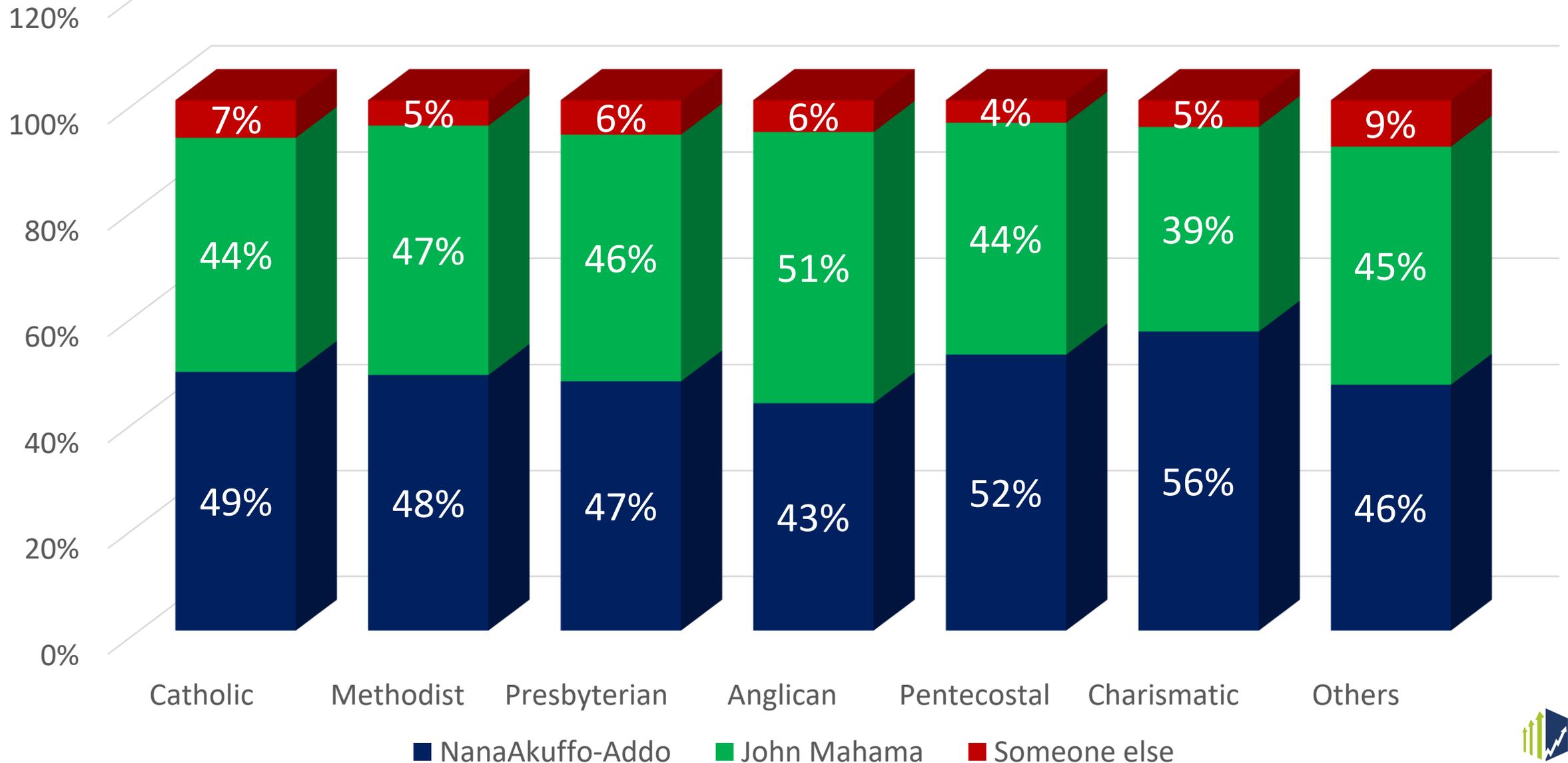
John Mahama

Nana Akufo-Addo

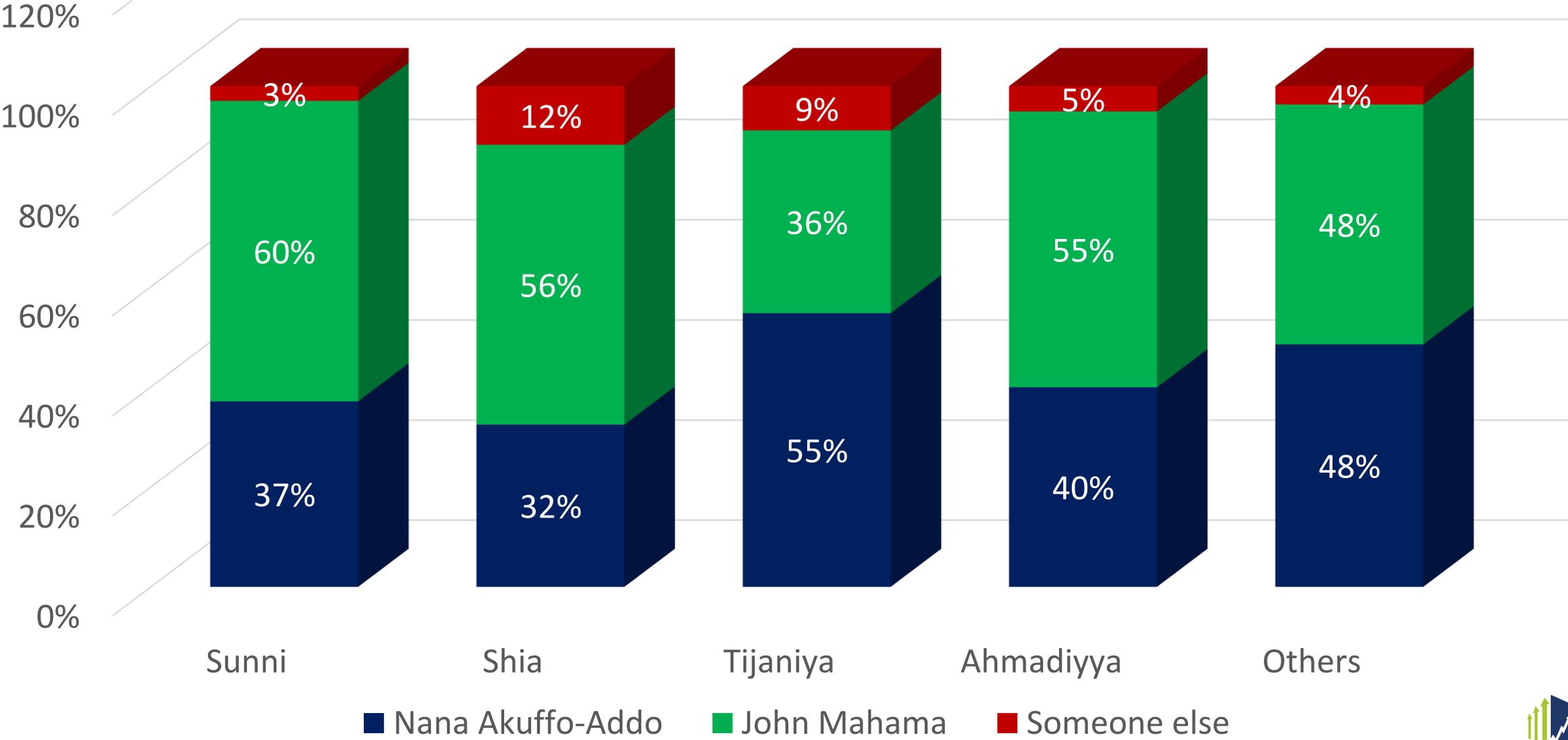
# How Voters who voted in 2020 intend to vote in 2024



# 2020 Exit Poll- Christian Denominations



# 2020 Exit Poll- Islamic Sects





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**For other enquiries, please contact:**

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