Global Info Analytics

Analytics . Polls . Modelling

National Opinion Poll Governance and Elections Updated-13th July 2023

Global Info Analytics

Analytics . Polls . Modelling

Executive Summary

EXECUTIVE SUMMARY

- A new national poll by Global InfoAnalytics for July 2023 shows that the vice president, Dr Mahamudu Bawumia (DMB) has taken a three percentage (3%) lead among all voters to lead NPP for the 2024 election following the formal launch of his campaign. The poll shows 36% of voters now prefer DMB to lead NPP while 33% prefer Alan Kwadwo Kyeremanten (AKK) and 25% prefer Kennedy Ohene Agyapong (KOA). AKK led DMB in April 2023 by 30% to 29%. However, among NPP voters, DMB leads with approximately 50%, followed by AKK with 33% and then KOA with 16% of the vote.
- In the event of a runoff, the poll shows that among NPP voters, DMB leads AKK by 55% to 45%. However, among all voters, AKK leads by DMB 54% to 46%.
- The poll also suggests that in the event of a runoff, among NPP voters, 21% of KOA supporters would back DMB, while 57% will back AKK and 23% would not vote.
- In the race for the Jubilee House, the poll shows both DMB and AKK losing grounds to John Dramani Mahama (JDM) compared to the April 2023. JDM now leads DMB by 55% to 37% with 8% of voters saying they intend to vote for someone else (JDM led DMB by 55% to 38% in the April 2023 poll). The poll also shows JDM leading AKK by 54% to 39% with 7% saying they will vote for someone else. (JDM led AKK by 54% to 40% in the April 2023 poll).

EXECUTIVE SUMMARY

- On the question of which political party's candidates voters intend to vote for in the parliamentary elections in 2024, 48% of voters indicated they will vote for NDC candidates compared to 36% who indicated that they would vote for NPP candidates, and 3% will vote for other parties' candidates while 13% are unsure which parties' candidates to vote for.
- The poll shows 63% of voters believe Ghana is headed in the wrong direction compared to 26% who believe it is headed in the right direction and 11% who have no opinion.
- On the performance of the president, the poll now shows 34% of voters approve of his job performance compared to 60% who disapprove of his performance while 6% have no opinion.
- On the state of voters' standard of living in the last twelve months , the poll shows that 20% said it had improved, 45% said it had worsened, 29% said it had not changed while 6% did not have an opinion.
- On whether voters share the view that the 1992 constitution addresses our needs and challenges as a country, only 28% shared that view, 50% did not share that view while 22% did not have an opinion.
- Further, when voters who disagreed were asked whether the constitution should be amended, 63% said "Yes", 19% said "No" and 18% did not have opinion.

Global Info Analytics
Analytics . Polls . Modelling

Global Info Analytics

Analytics . Polls . Modelling

Methodology & Approach

Methodology and Approach:

- Sample size: 6,111
- Confidence level: 99percent and MoE of 1.66percent
- The Electoral Commission's 2020 voters register was used as sample frame.
- 30 percent of constituencies from each region was randomly selected and allocated the regional quota based on total voters in each of those constituencies.
- The results of the primaries and general elections head-to-head are based on "likely voters" model (both registered and unregistered voters) and exclude responses of voters who have indicated that they will not vote.
- The poll is cross-sectional and was carried out in 82 out of the 275 constituencies in all the 16 regions.
- Demographic analysis of the results would have a MoE above the overall poll's MoE.
- Field interviews were conducted between 30th June to 7th July 2023.

Global Info Analytics
Analytics . Polls . Modelling

Regional Sample Allocations

Region	Quota
North East	101
Savannah	103
Ahafo	113
Oti	129
Western North	168
Upper West	175
Bono East	210
Upper East	237
Bono	252
Volta	335
Northern	365
Western	433
Central	551
Eastern	615
Ashanti	1080
Greater Accra	1244
Total	**6111**

Global Info Analytics
Analytics . Polls . Modelling

Constituencies and Sample Allocated

Constituencies	Sample
Manhyia North	78
Manso Nkwanta	68
Sekyere Afram Plains	21
Obuasi East	61
Atwima Nwabiagya North	93
Atwima Nwabiagya South	103
Manhyia South	49
Afigya Kwabre North	49
Afigya Severe East	81
Juaben	45
Atwima Kwanwoma	135
Ejisu	122
Bosome Freho	39
Afigya Kwabre South	124
Sunyani West	71
Dormaa Central	63
Jaman South	57
Jaman North	56
Techiman North	54
Techiman South	119
Pru West	33
Sunyani West	71
Dormaa Central	63
Jaman South	57
Jaman North	56
Asunafo North	68
Asunafo South	43
Ekumfi	55
Upper Denkyira West	72
Gomoa West	105

Global Info Analytics
Analytics . Polls . Modelling

Constituencies and Sample Allocated

Constituencies	Sample
Abetifi	51
Mpraeso	49
Ofoase/Ayirebi	61
Afram Plains South	37
Akim Oda	51
Akropong	71
Okere	42
Aoyama	67
Kade	74
Nkawkaw	84
Ablekuma North	130
Madina	176
Tema East	115
Tema West	137
Okaikwei South	105
Trobu	156
Kpone-Katamanso	144
Ada	50
Sege	50
Amasaman	174
Yagaba/ Kubori	46
Chereponi	54
Nkwanta North	75
Krachi Nchumuru	53
Bolgatanga Central	58
Zebilla	53
Bongo	53
Garu	30
Chiana-Paga	42

Global Info Analytics
Analytics . Polls . Modelling

Constituencies and Sample Allocated

Constituencies	Sample
Tamale Central	127
Mion	62
Nanton	49
Tatale/Sanguli	48
Karaga	79
Yapei/Kusawgu	55
Salaga South	47
Nadowli/Kaleo	60
Wa East	55
Jirapa	58
Adaklu	49
Ketu South	126
Keta	43
Hohoe	57
North Tongu	59
Tarkwa Nsuaem	130
Amenfi East	93
Wassa East	54
Ahanta West	81
Essikadu-Ketan	69
Aowin	78
Bodi	36
Juaboso	52

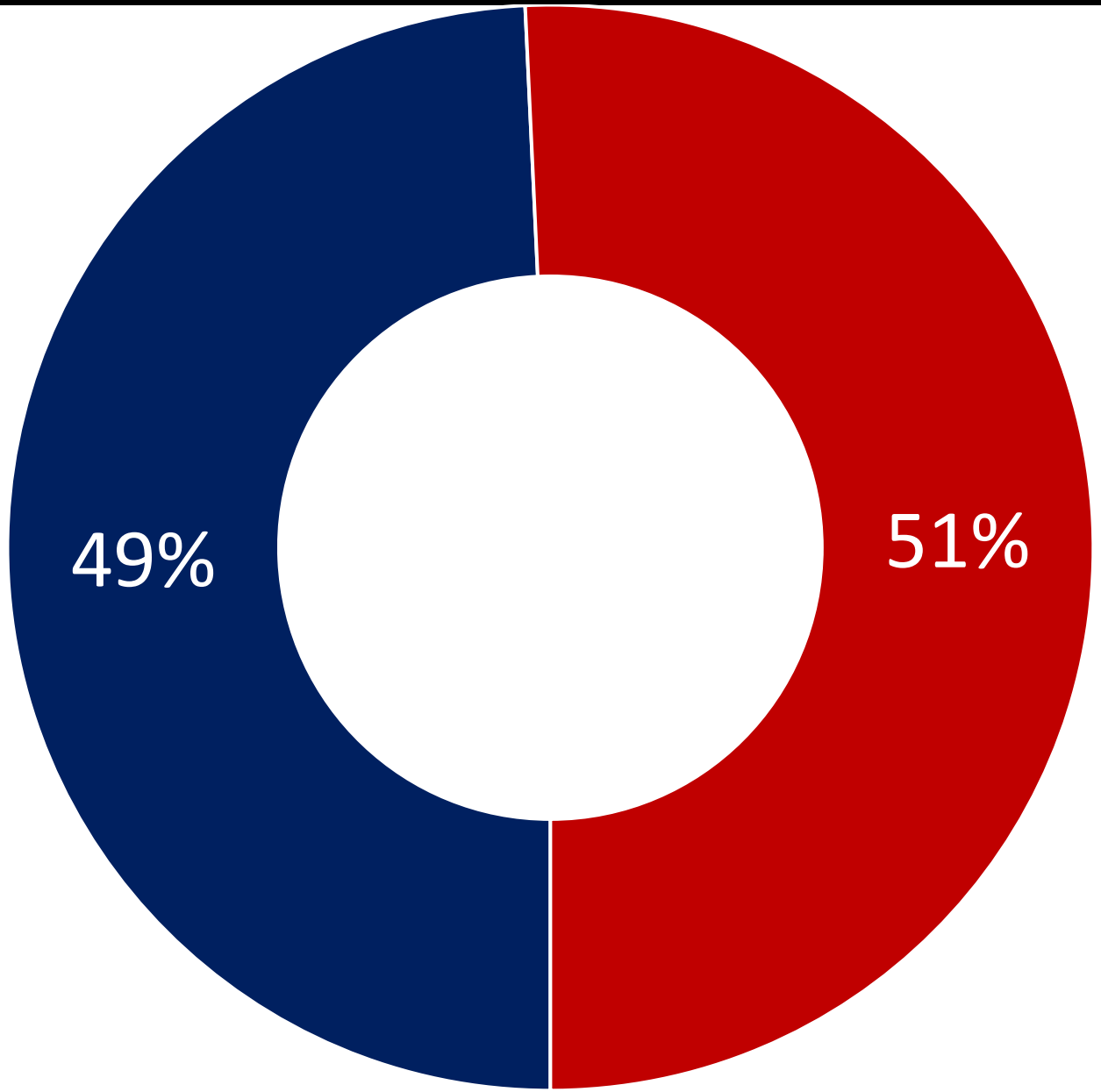
Global Info Analytics
Analytics . Polls . Modelling

Global Info Analytics

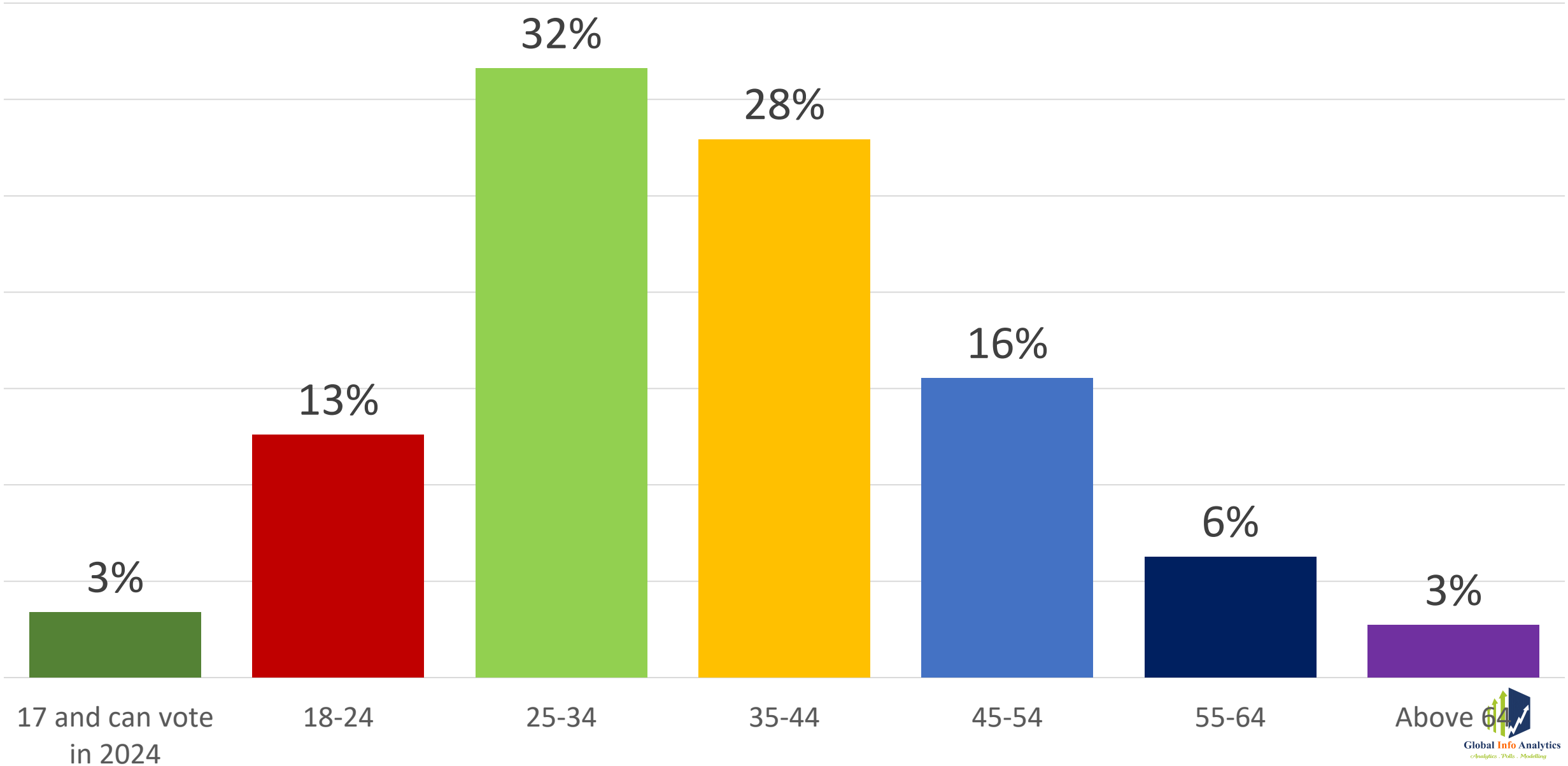
Analytics . Polls . Modelling

Demographics

Gender

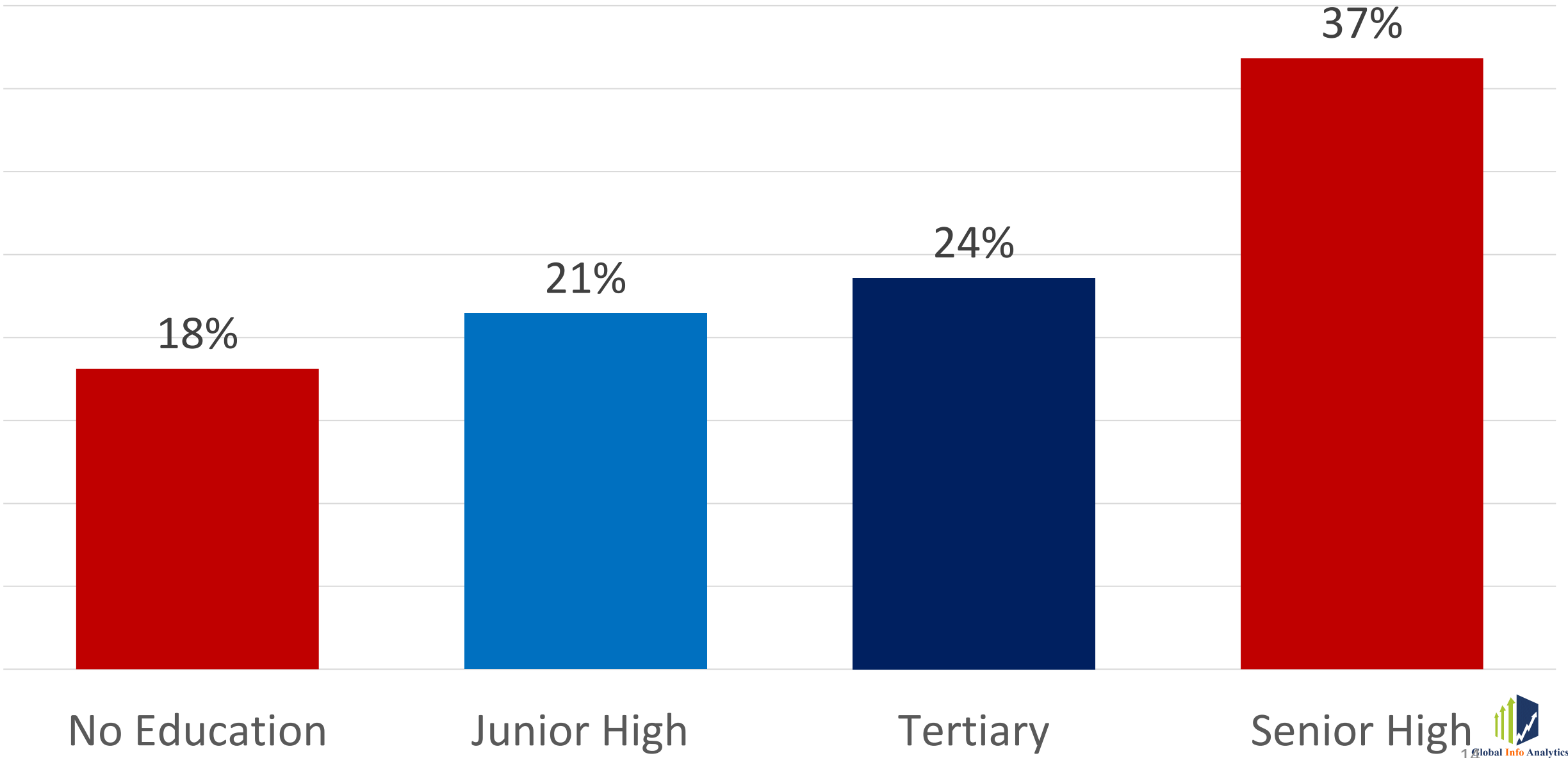


Age Group



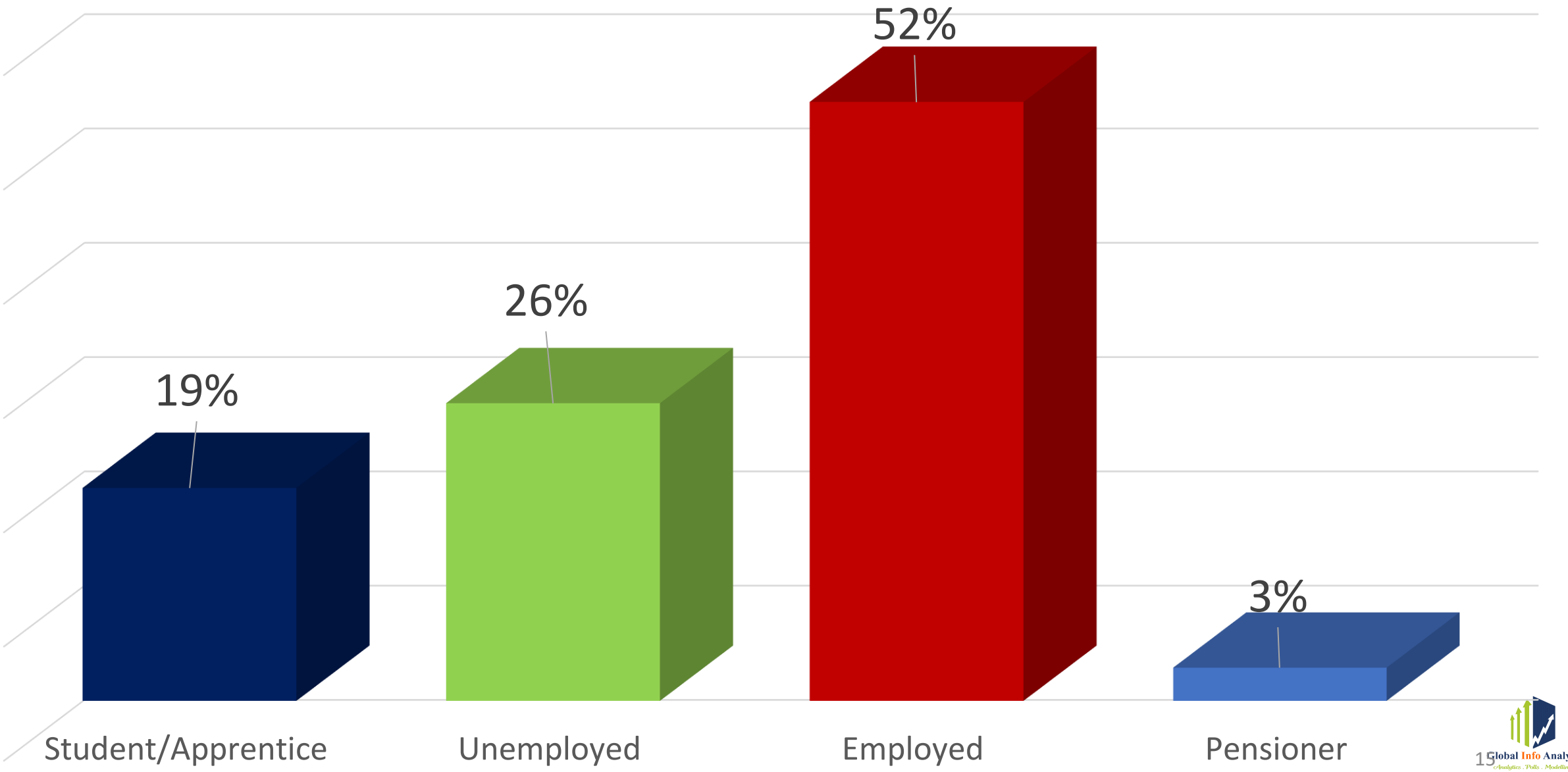
Global Info Analytics
Analytics . Polls . Modelling

Education

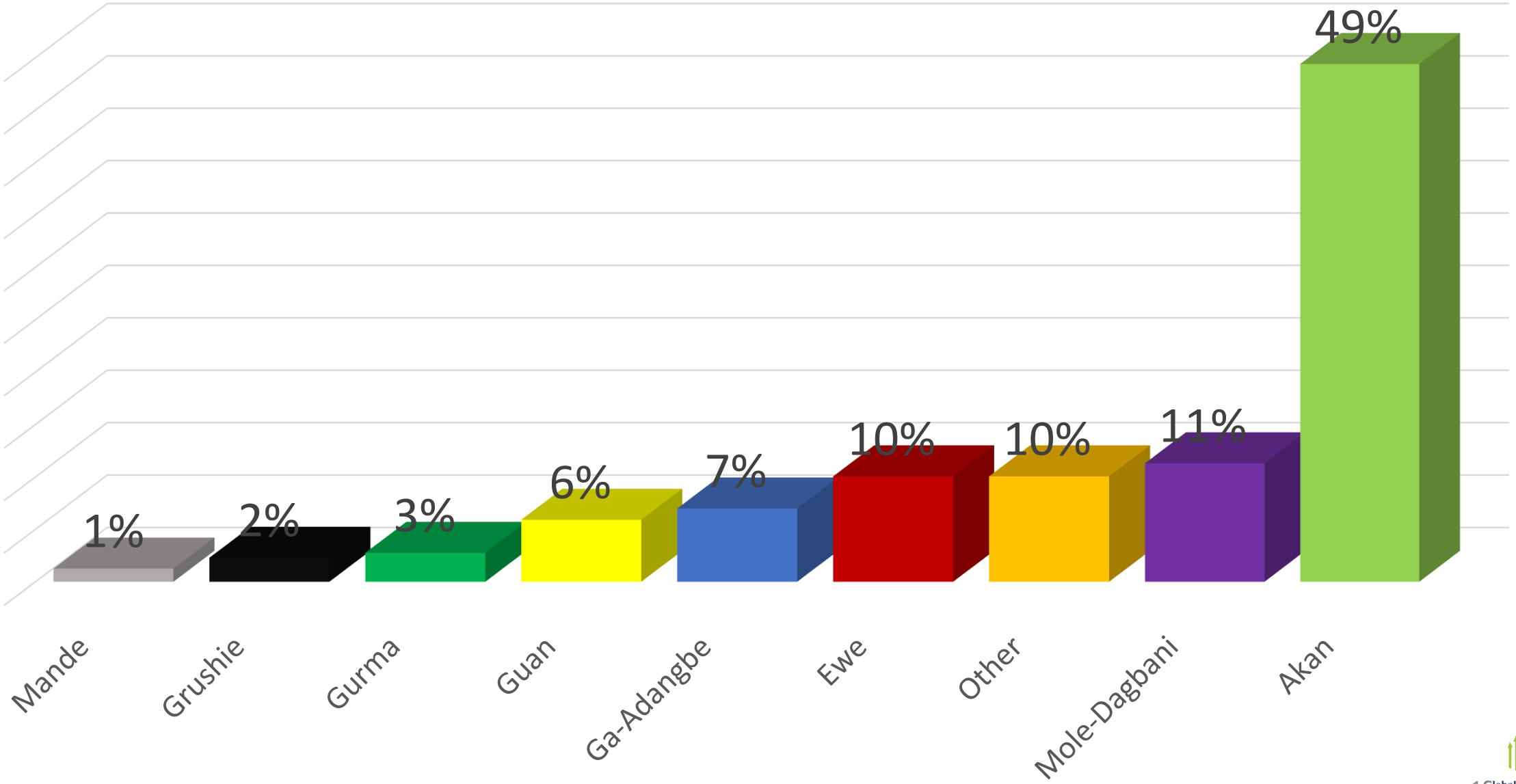


Global Info Analytics
Analytics . Polls . Modelling

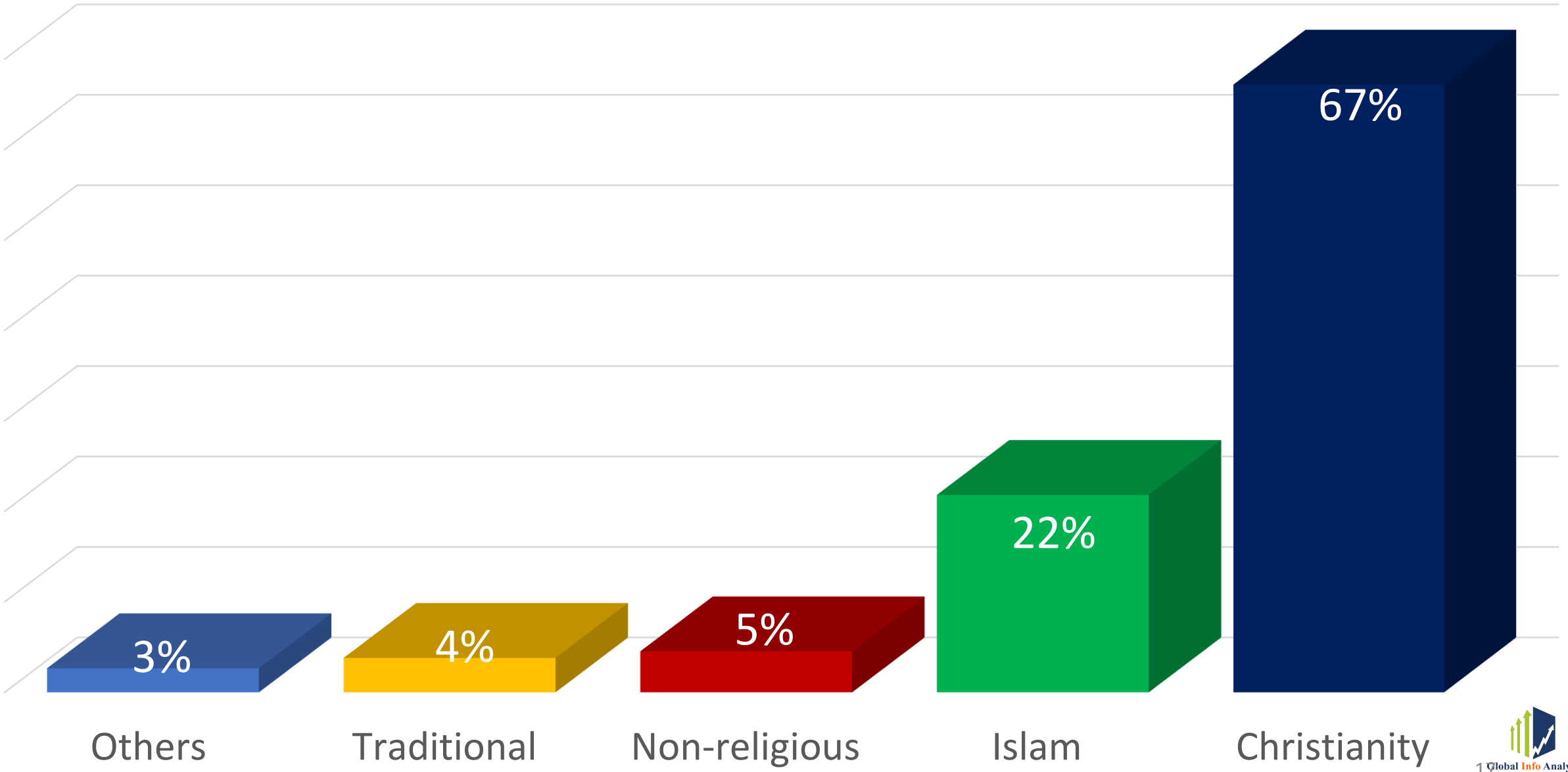
Employment


52%
26%
19%
3%
Student/Apprentice
Unemployed
Employed
Pensioner

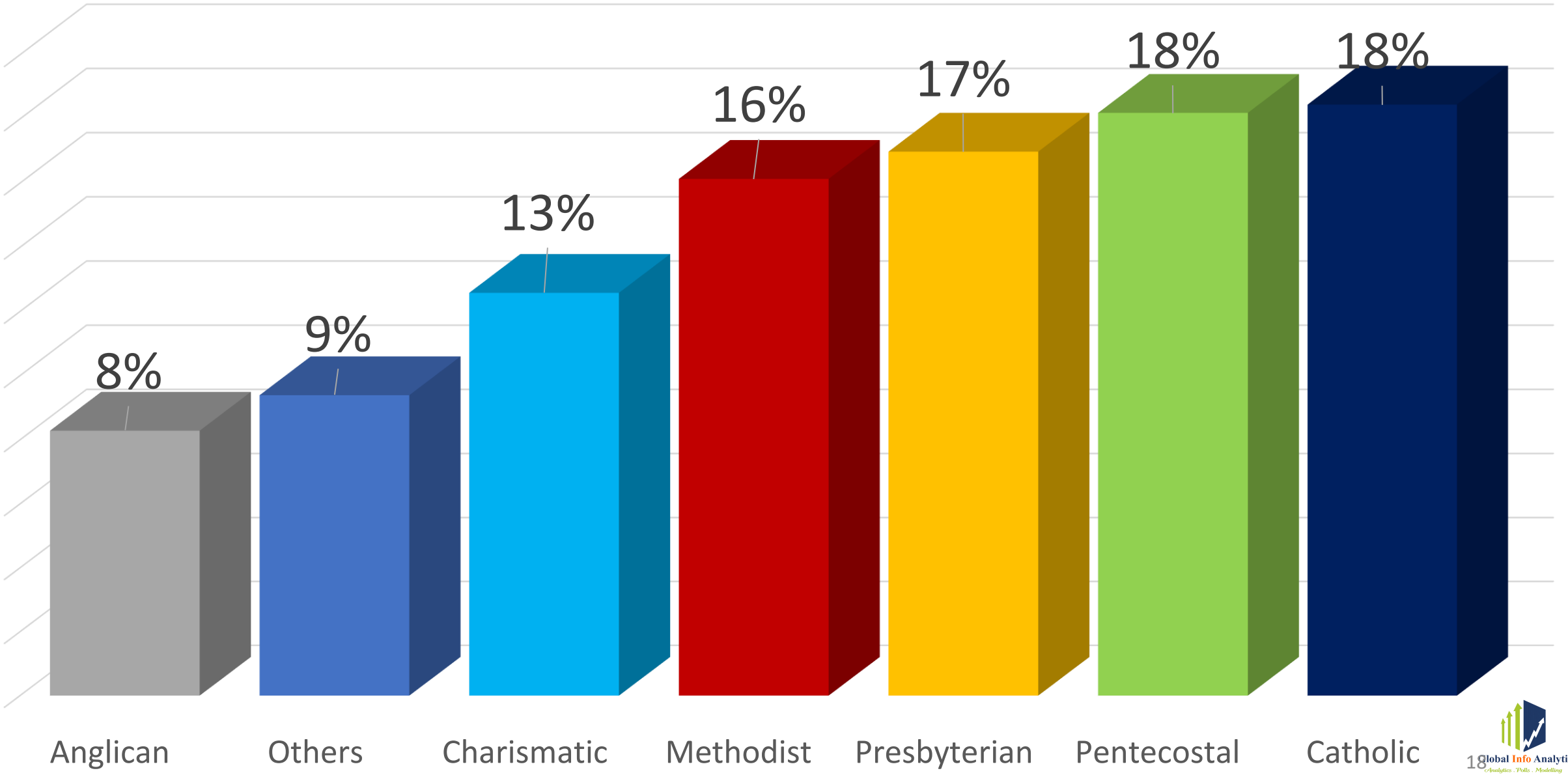
Ethnic Groups



Religion

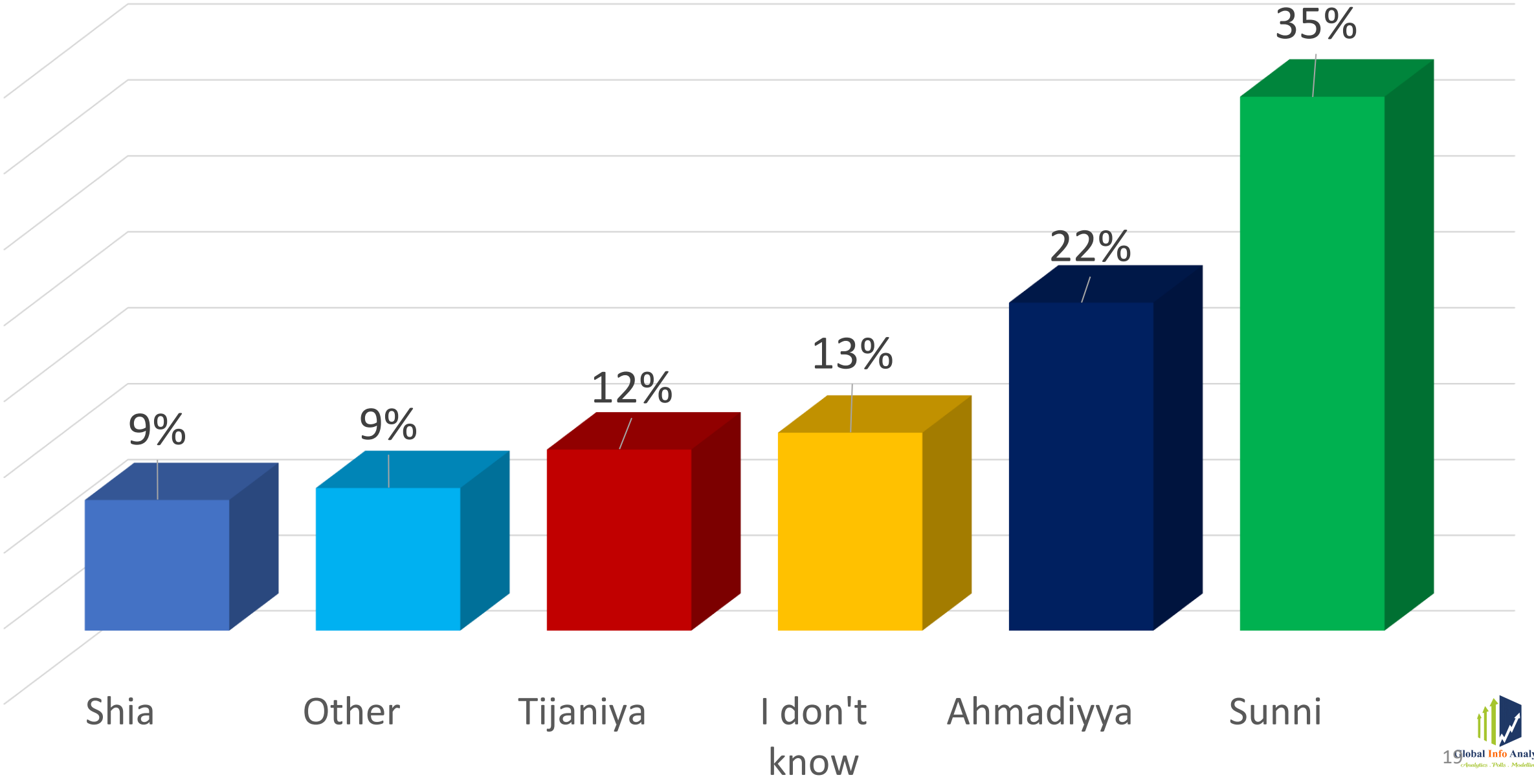

3%
4%
5%
22%
67%
Others
Traditional
Non-religious
Islam
Christianity

Christian Denominations

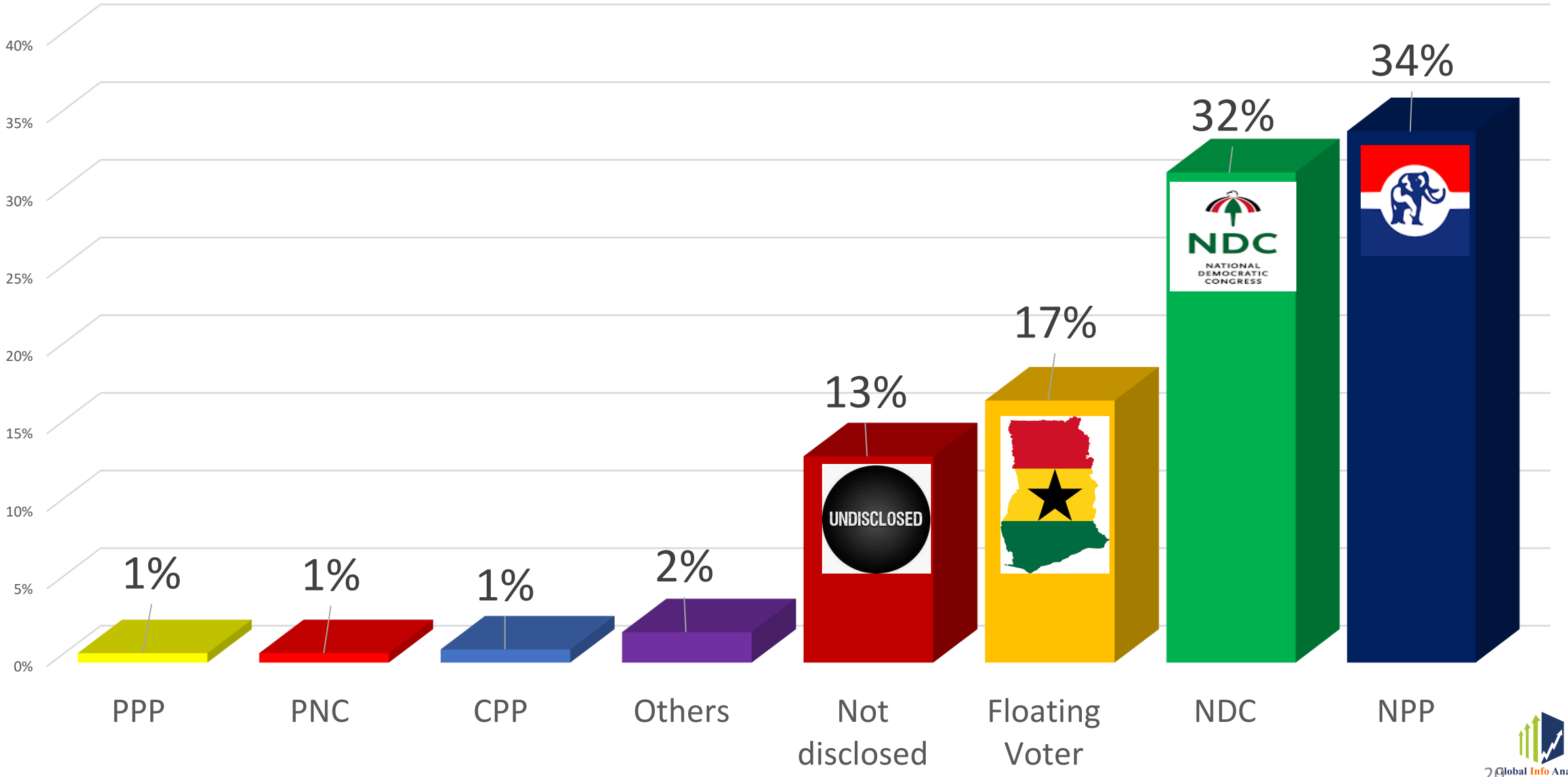


Global Info Analytics
Analytics . Polls . Modelling

Muslim Sects

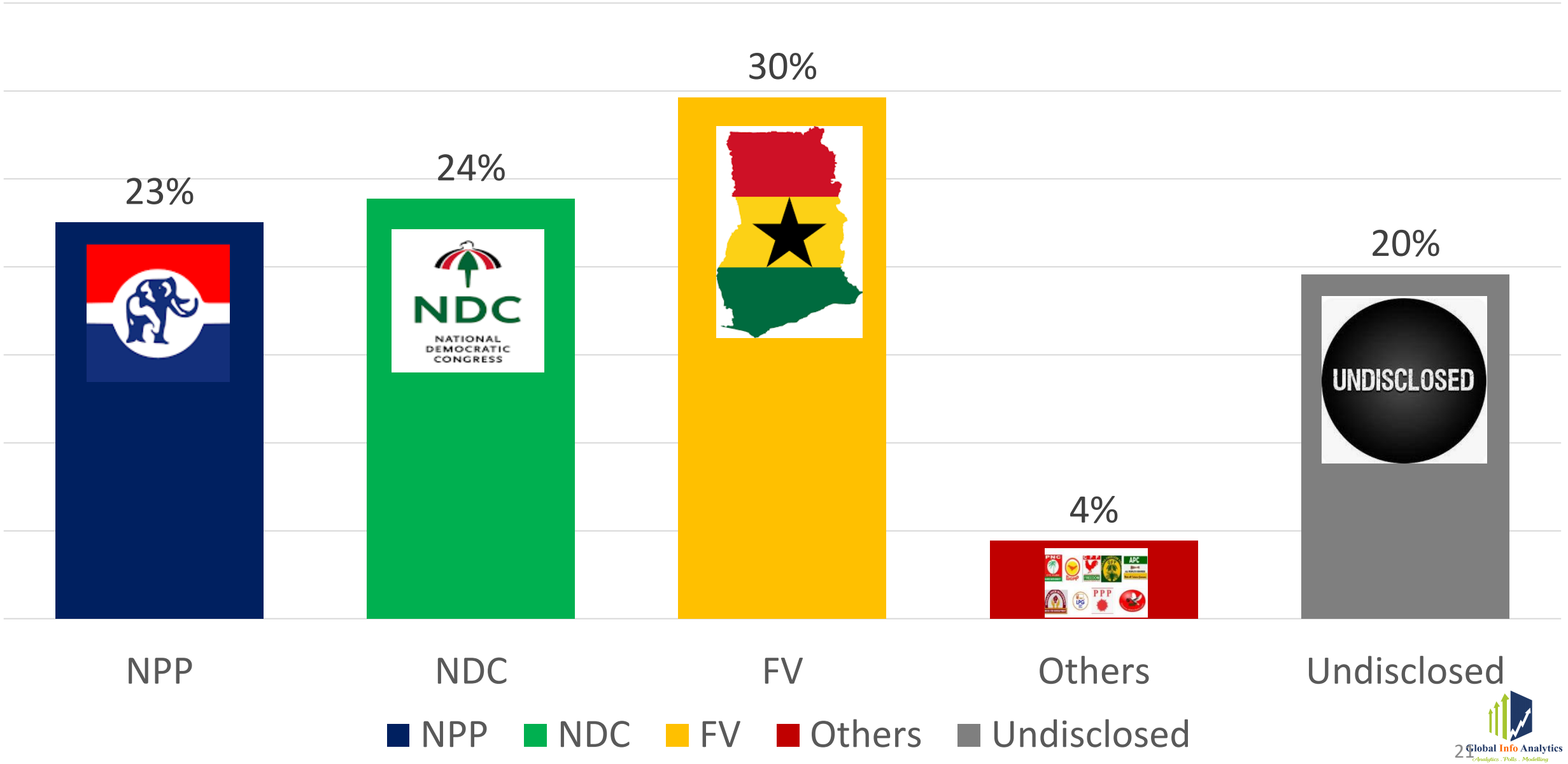


Party Affiliations



Global Info Analytics
Analytics . Polls . Modelling

Party Affiliations- First-Time Voters

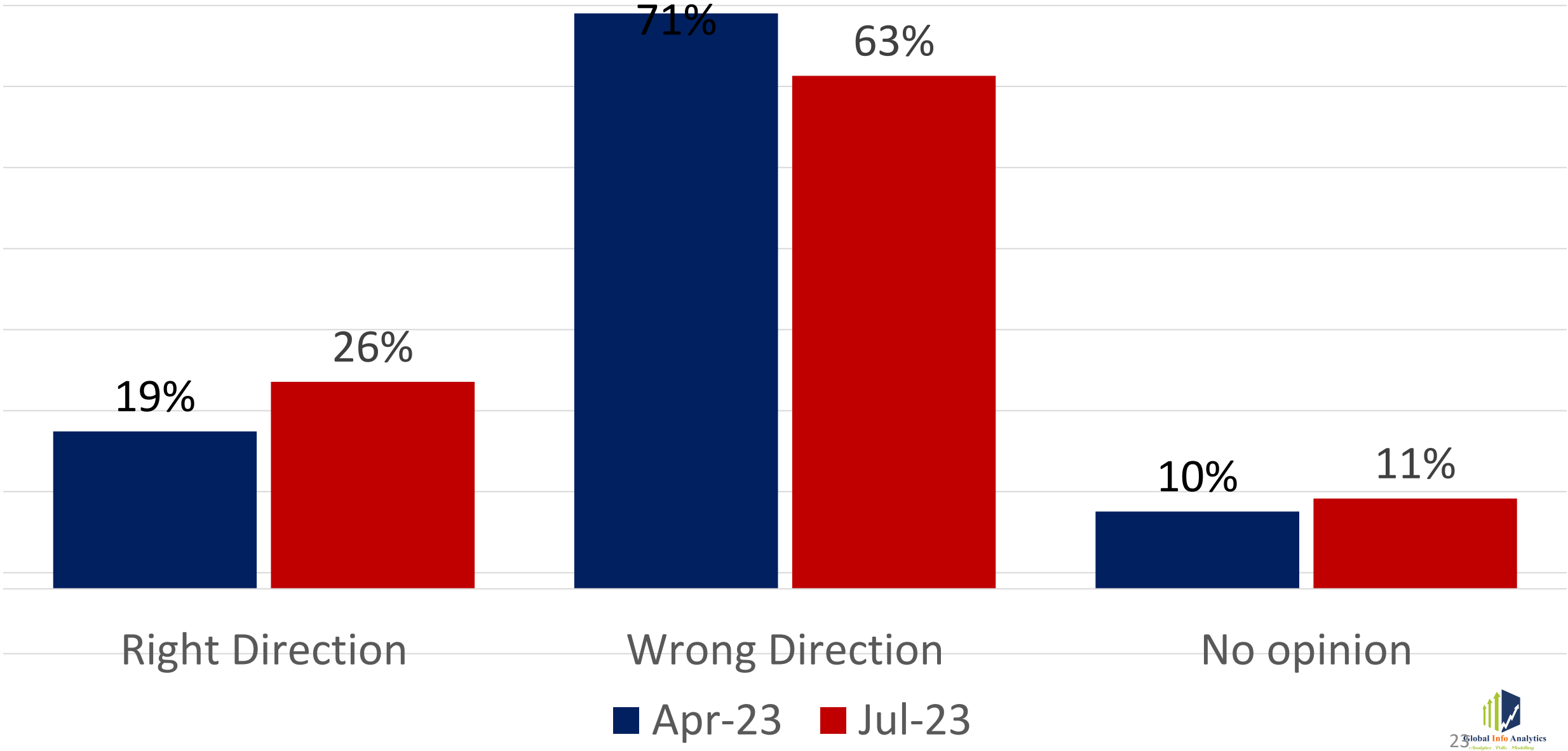


Global Info Analytics

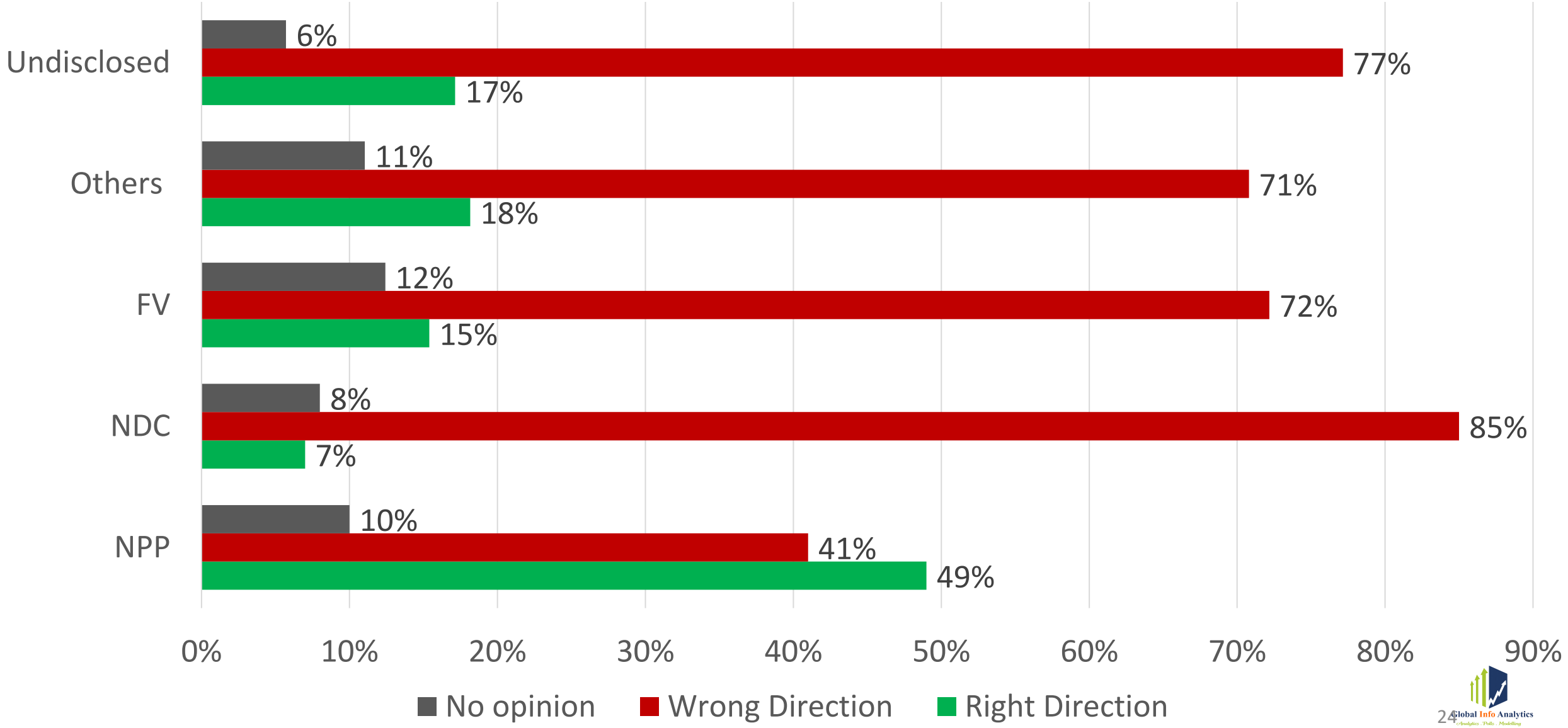
Analytics . Polls . Modelling

Direction of the country

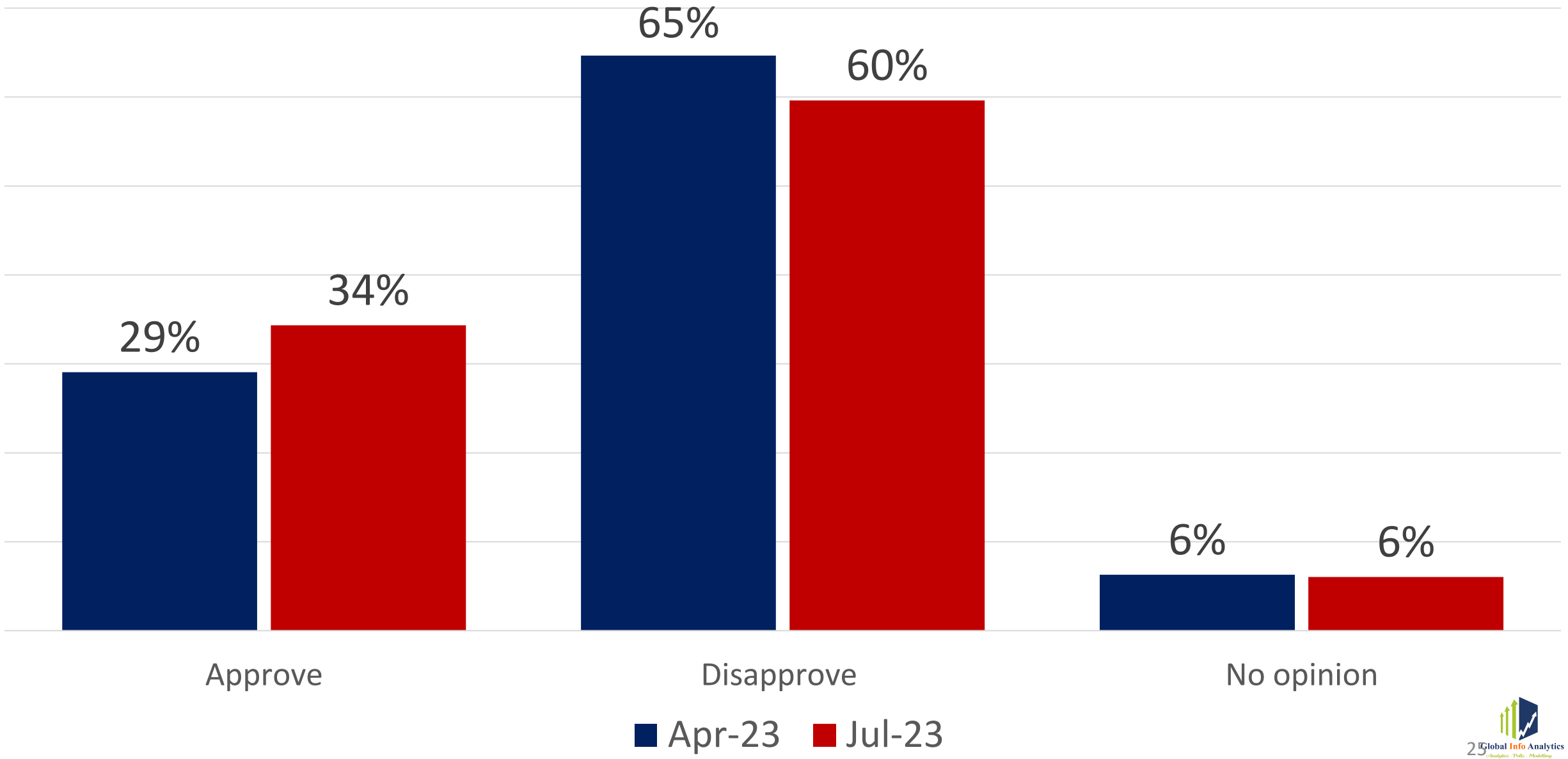
Direction of the country



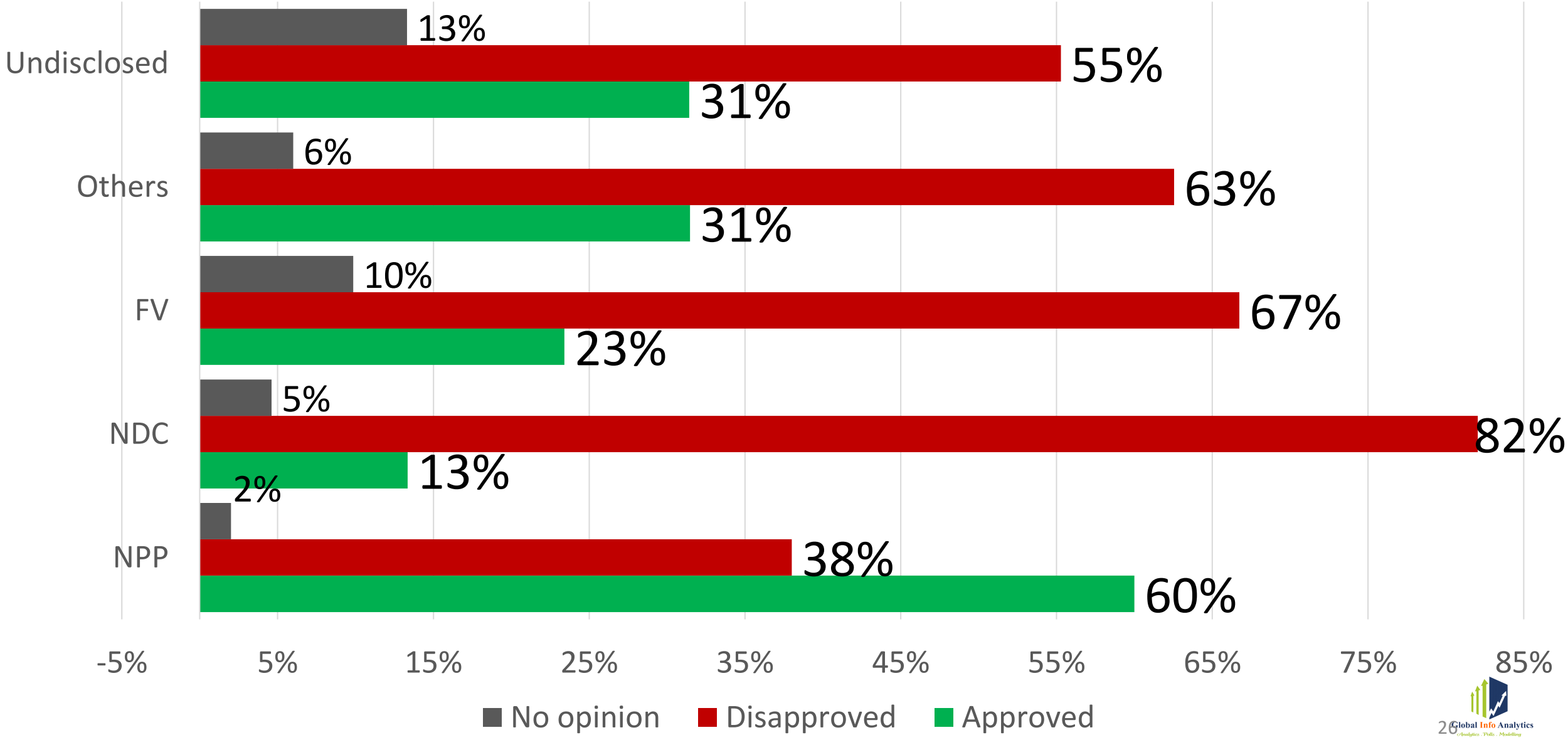
Direction of the Country-Party Affiliations



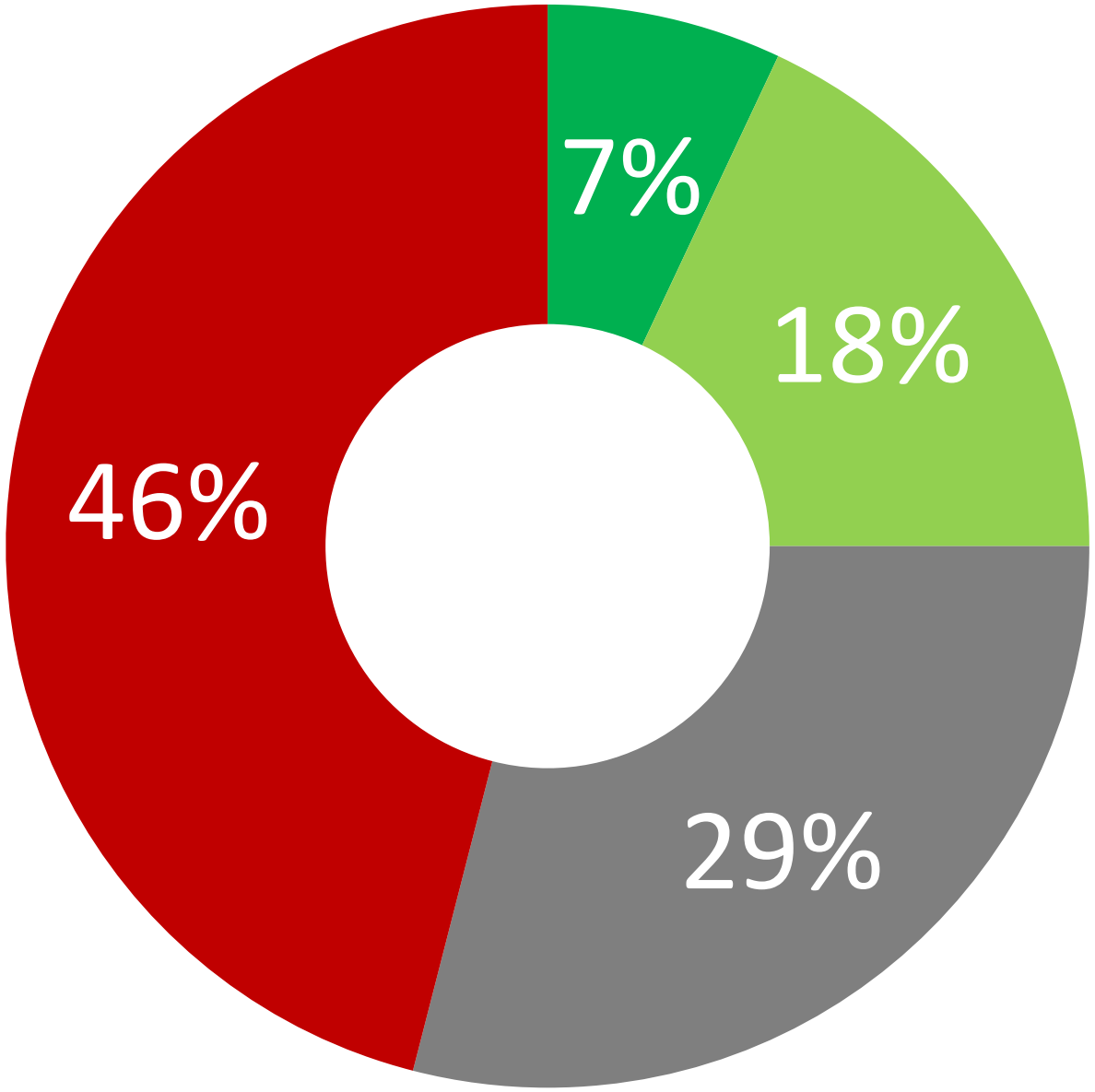
President's Job Approval



President's Job Approval – Party Affiliation



Performance of the Government



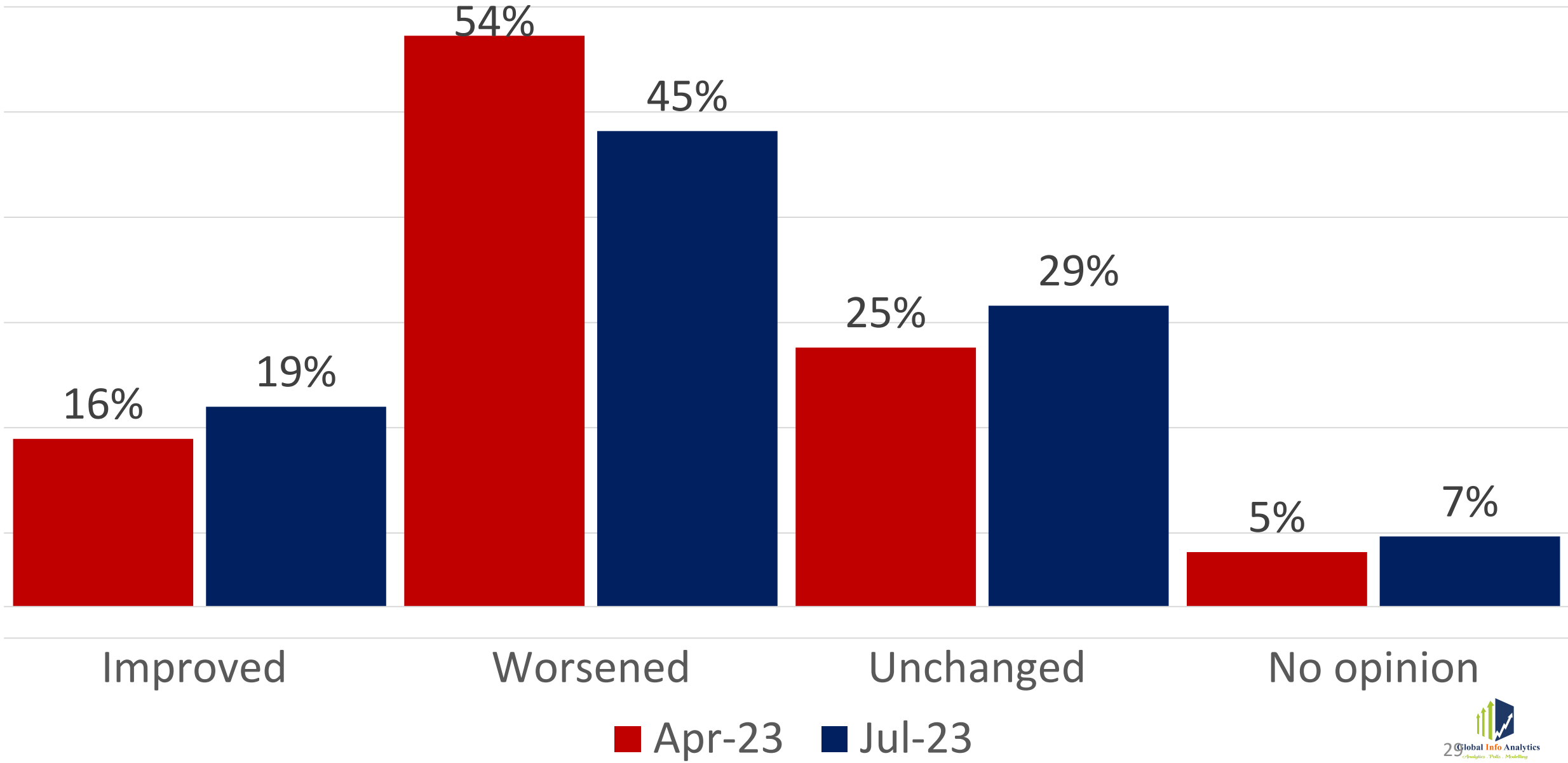
- Excellent
- Very Good/Good
- Average
- Very Poor/Poor

Global Info Analytics

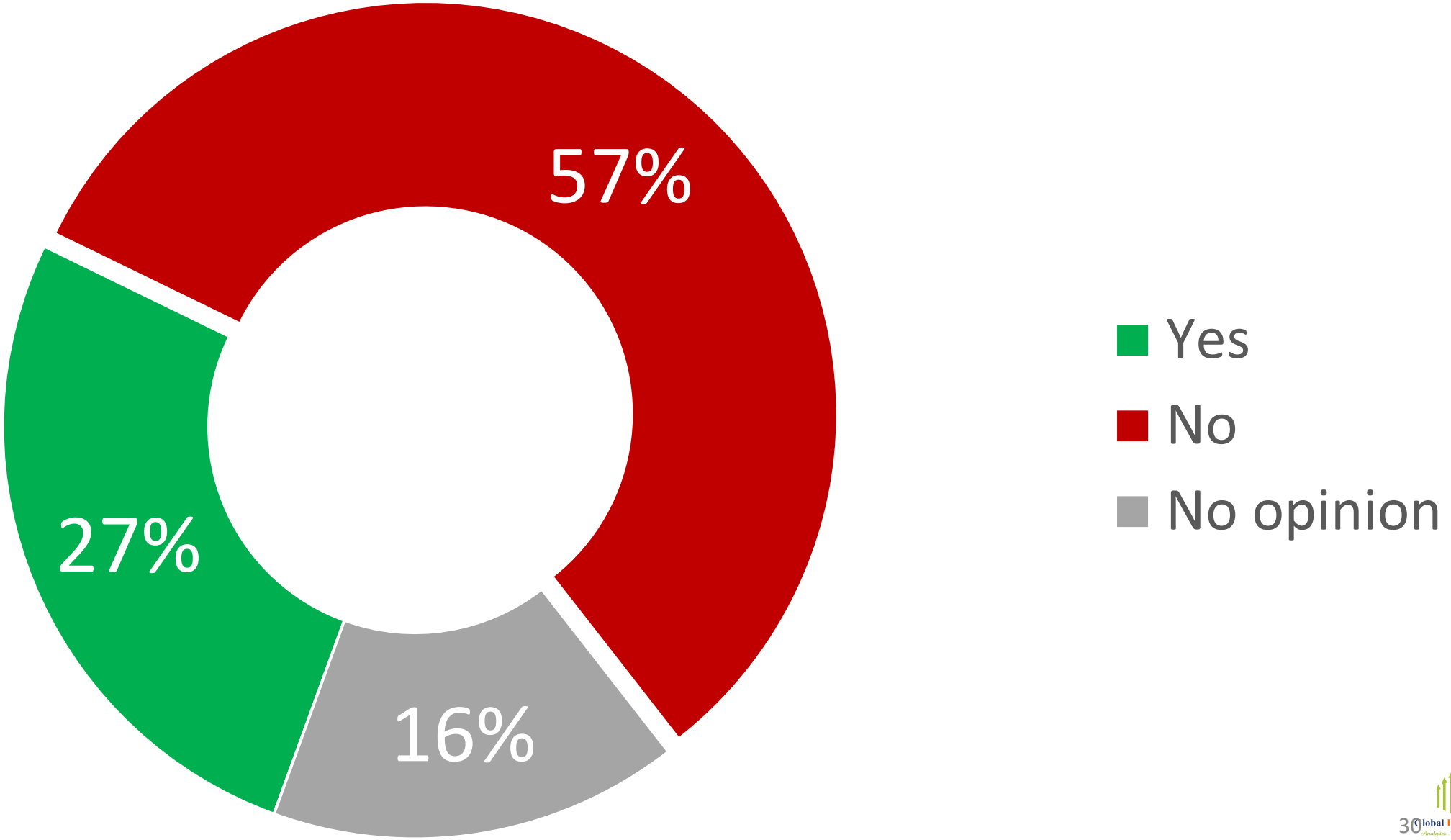
Analytics . Polls . Modelling

Standard of living

How do you describe your standard of living in the last 12 months

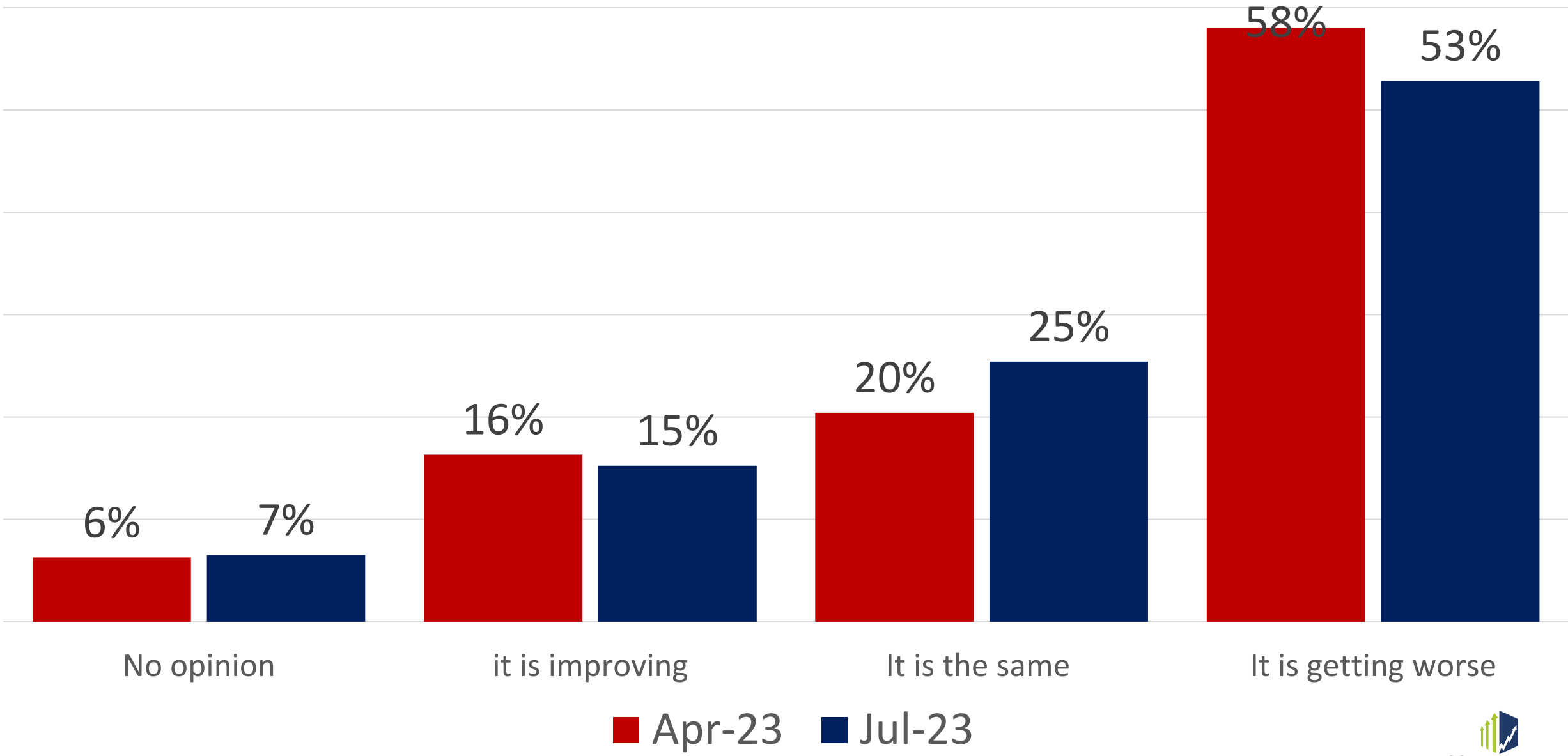


Are you optimistic your standard of living will improve in the next 12 months?

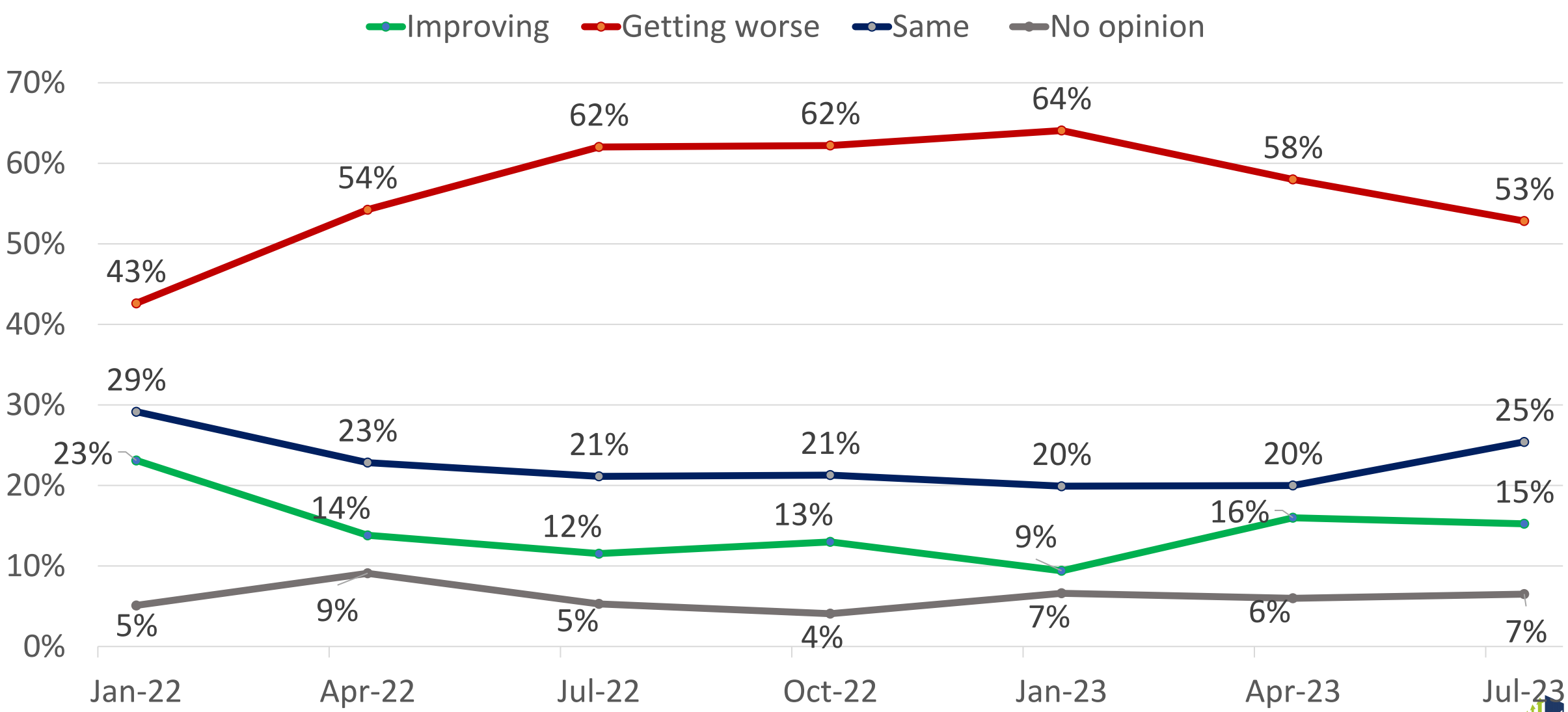


Corruption

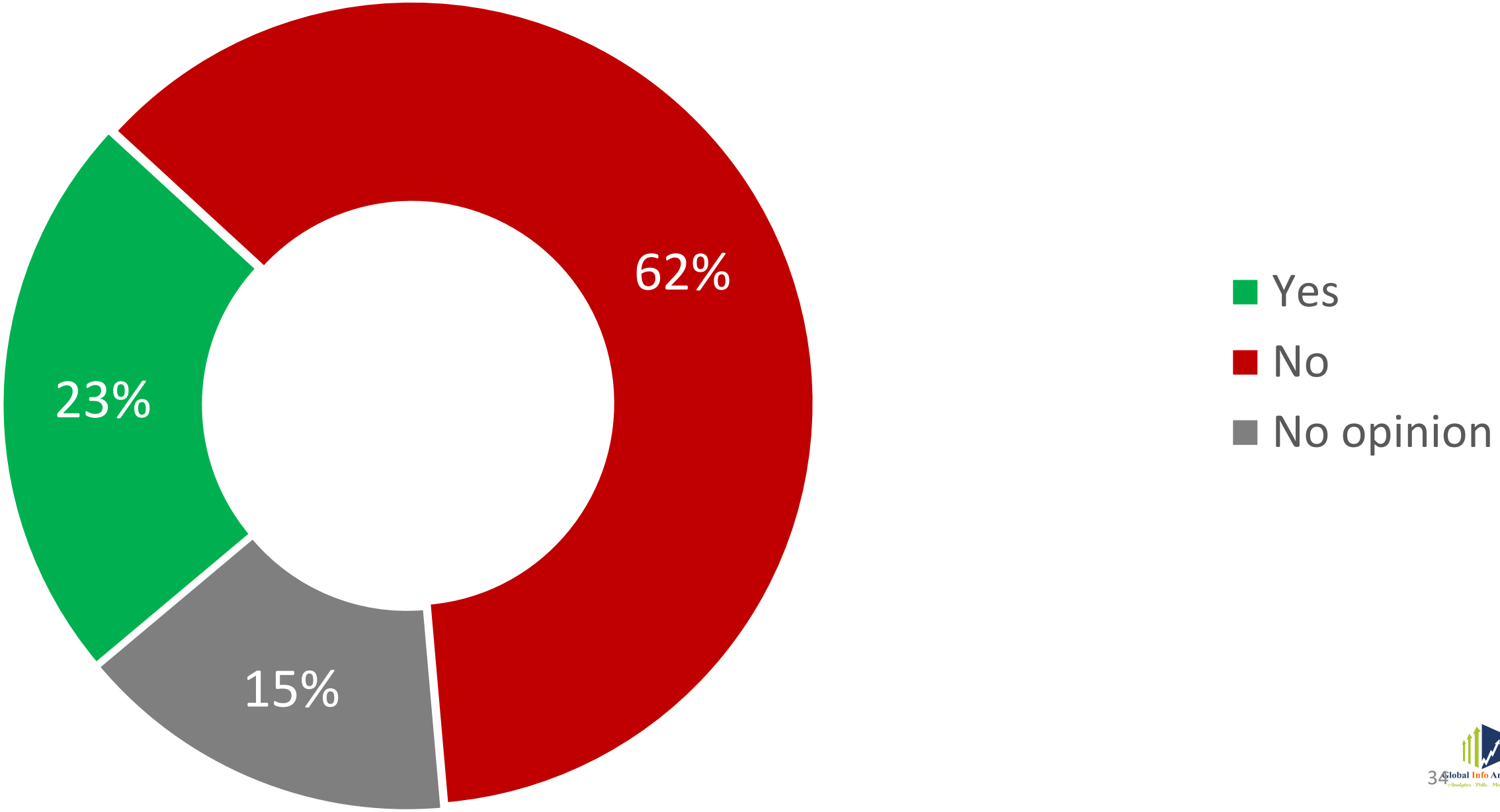
State of Corruption in Ghana



Trend in the State of Corruption in Ghana-

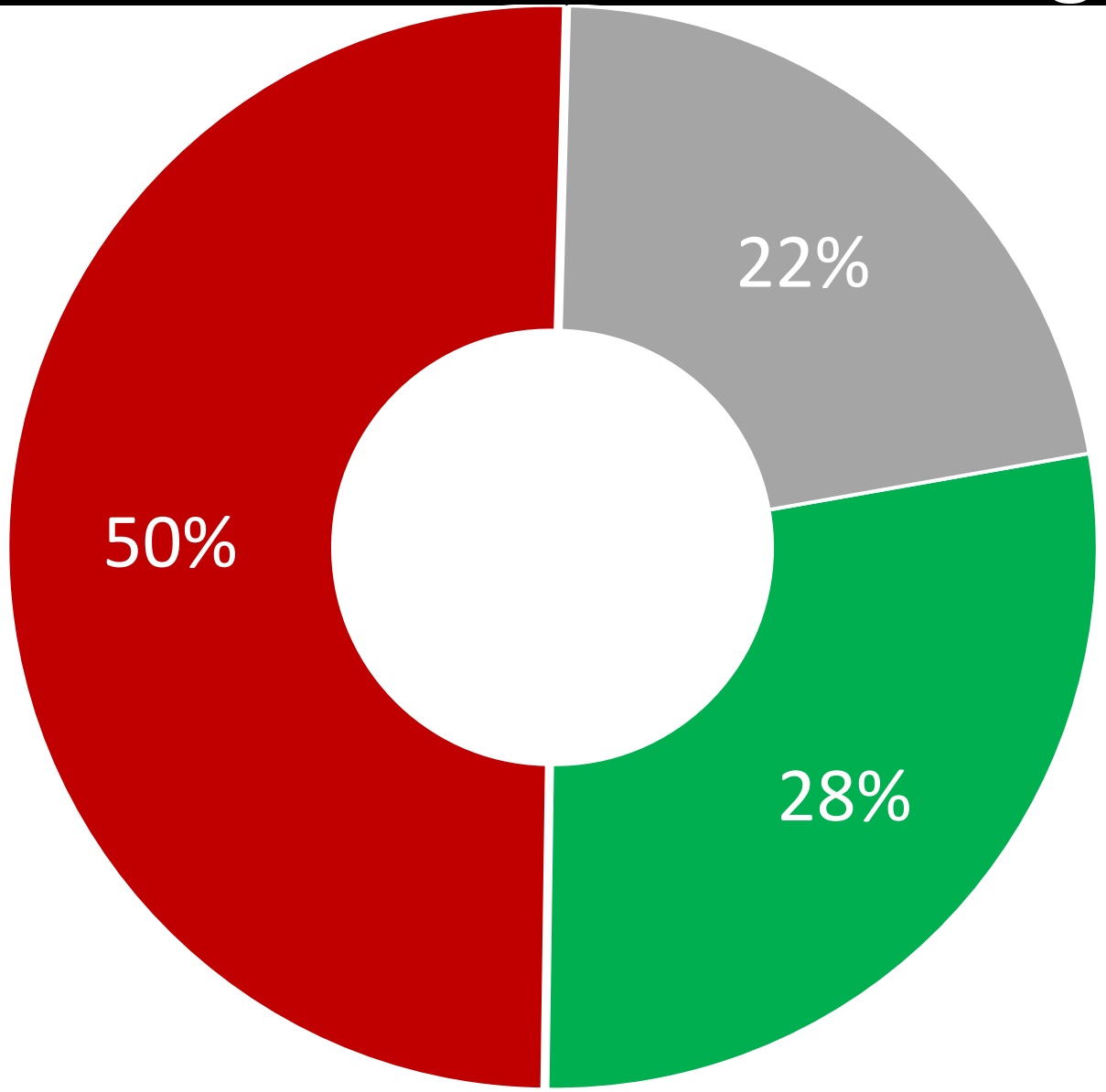


Is the government doing enough to fight corruption?



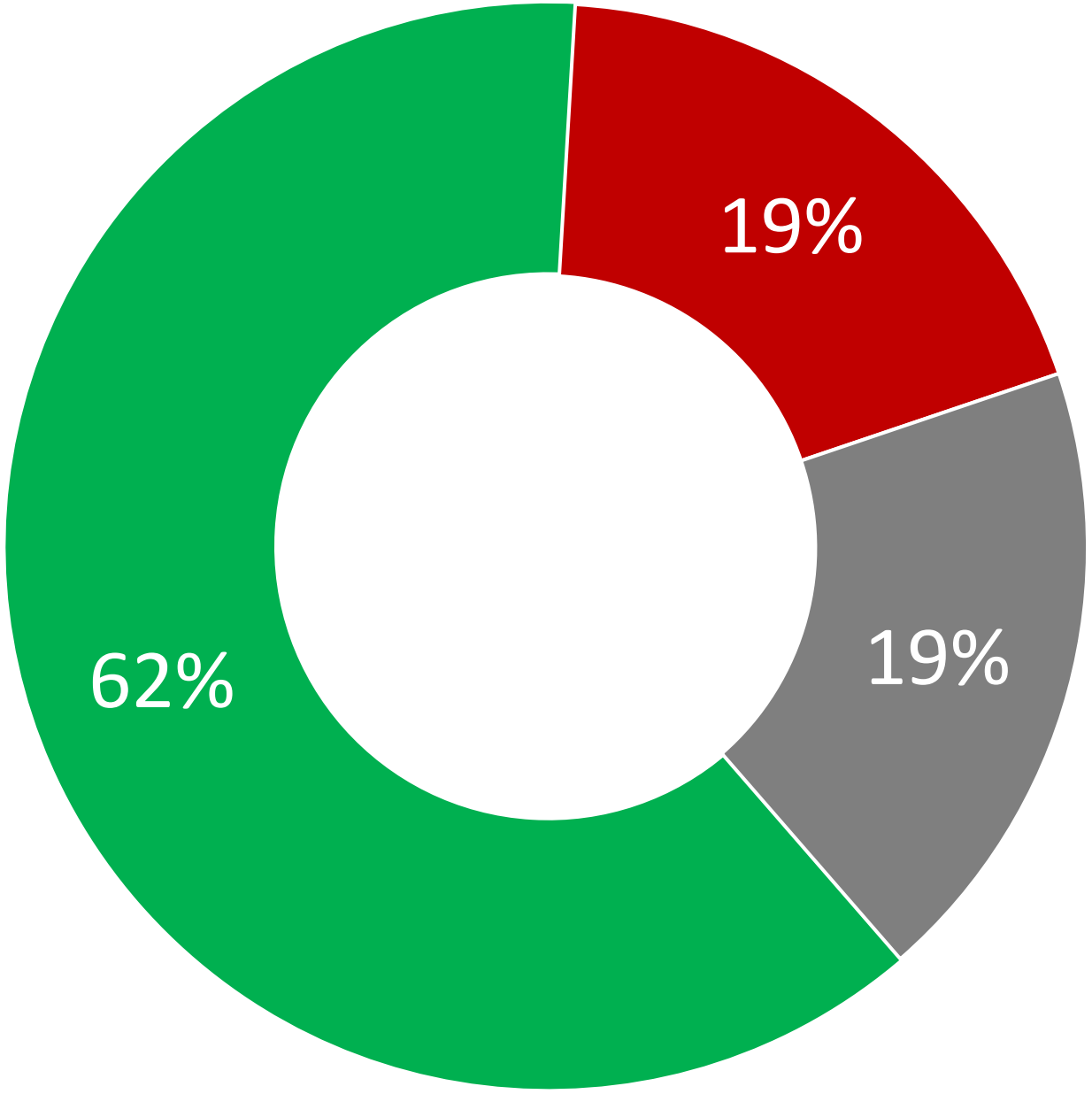
The 1992 Constitution

Does the Constitution Addresses our needs and challenges?



Agree
Disagree
No opinion

Do you Support Constitutional Amendments?



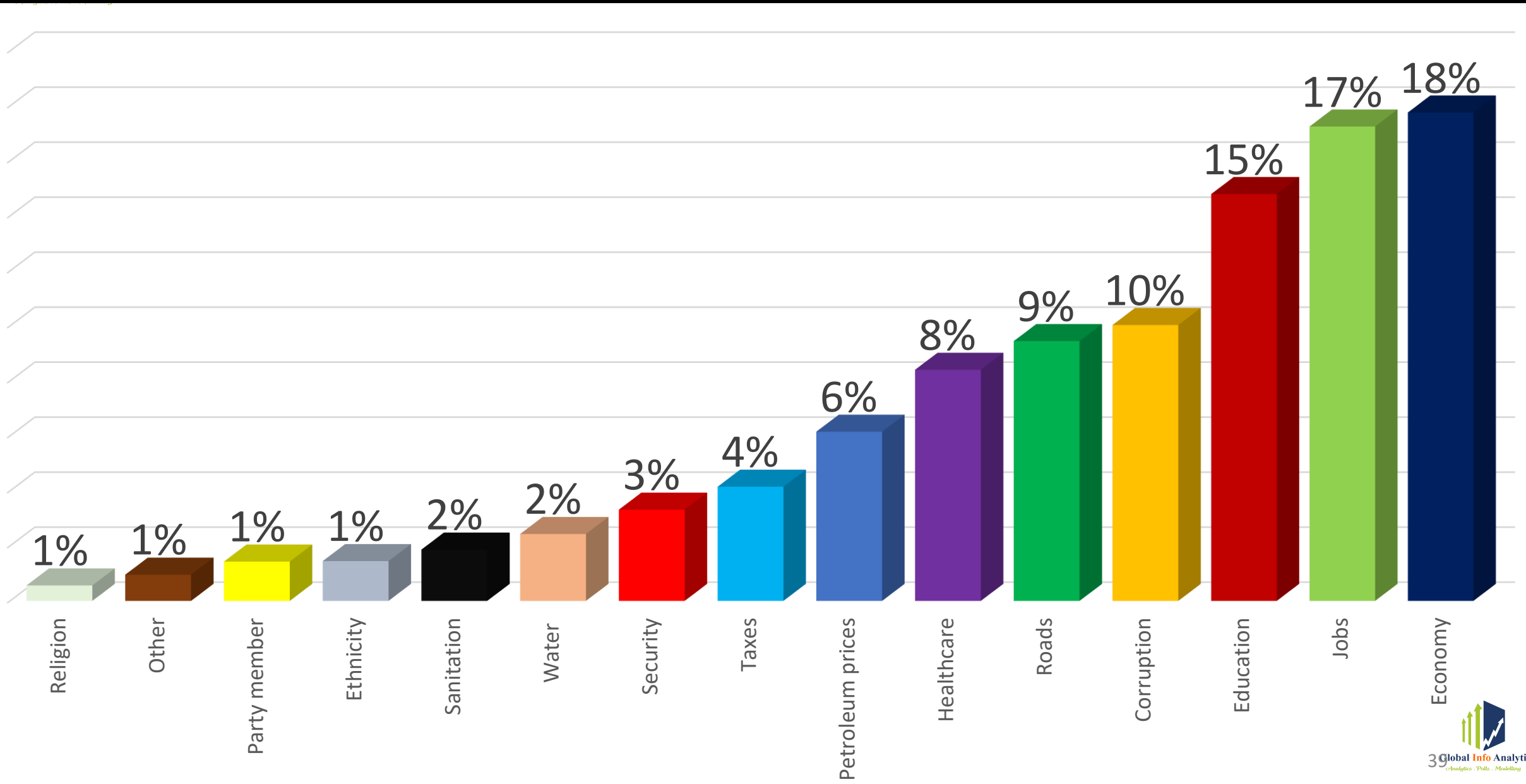
Yes
No
No opinion

Global Info Analytics

Analytics . Polls . Modelling

Key Issues for voters

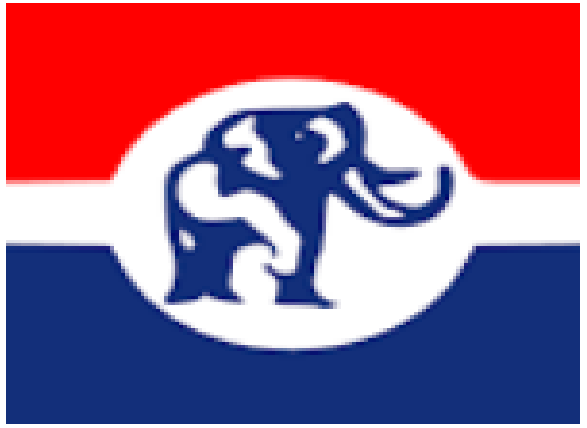
Key Issues for Voters



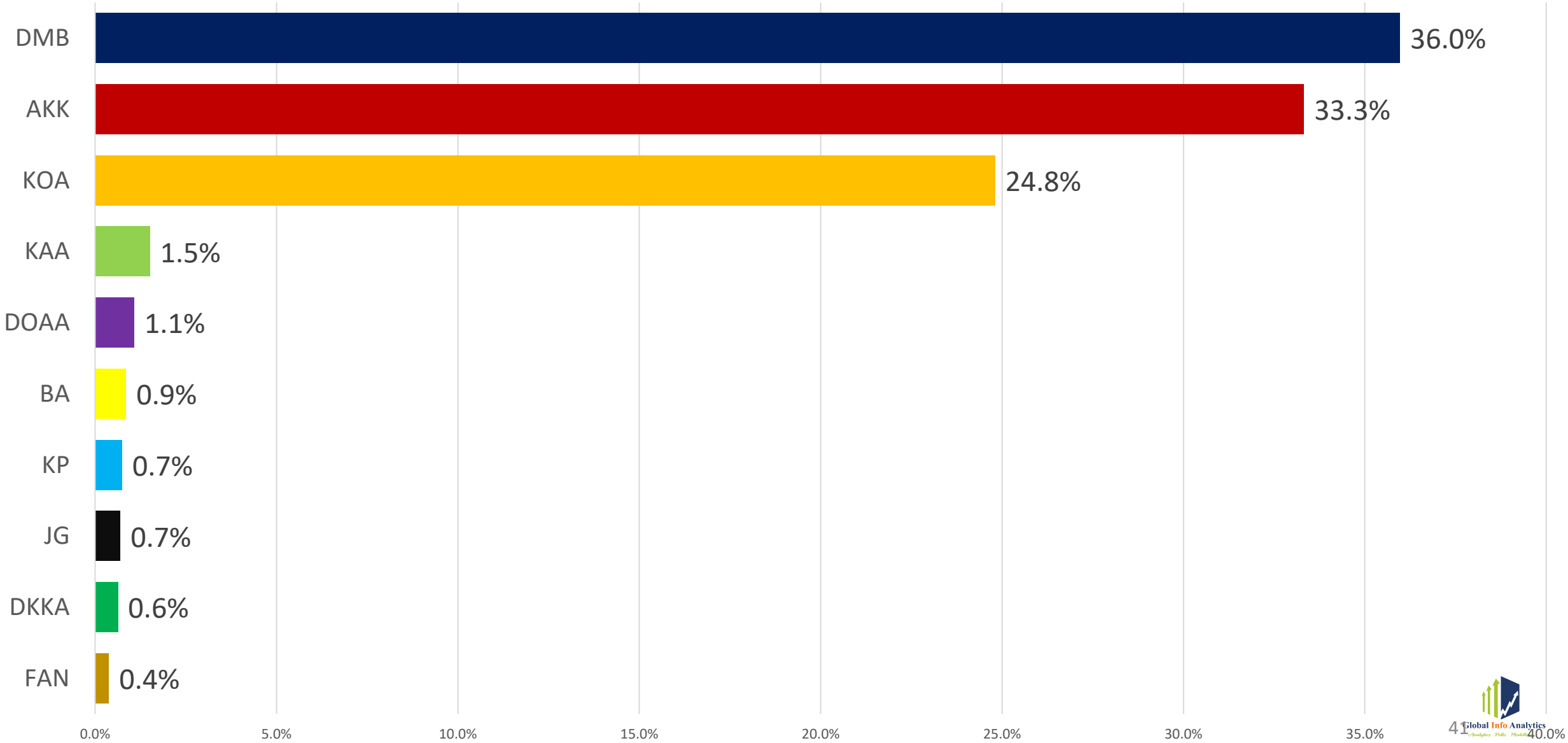
Global Info Analytics

Analytics . Polls . Modelling

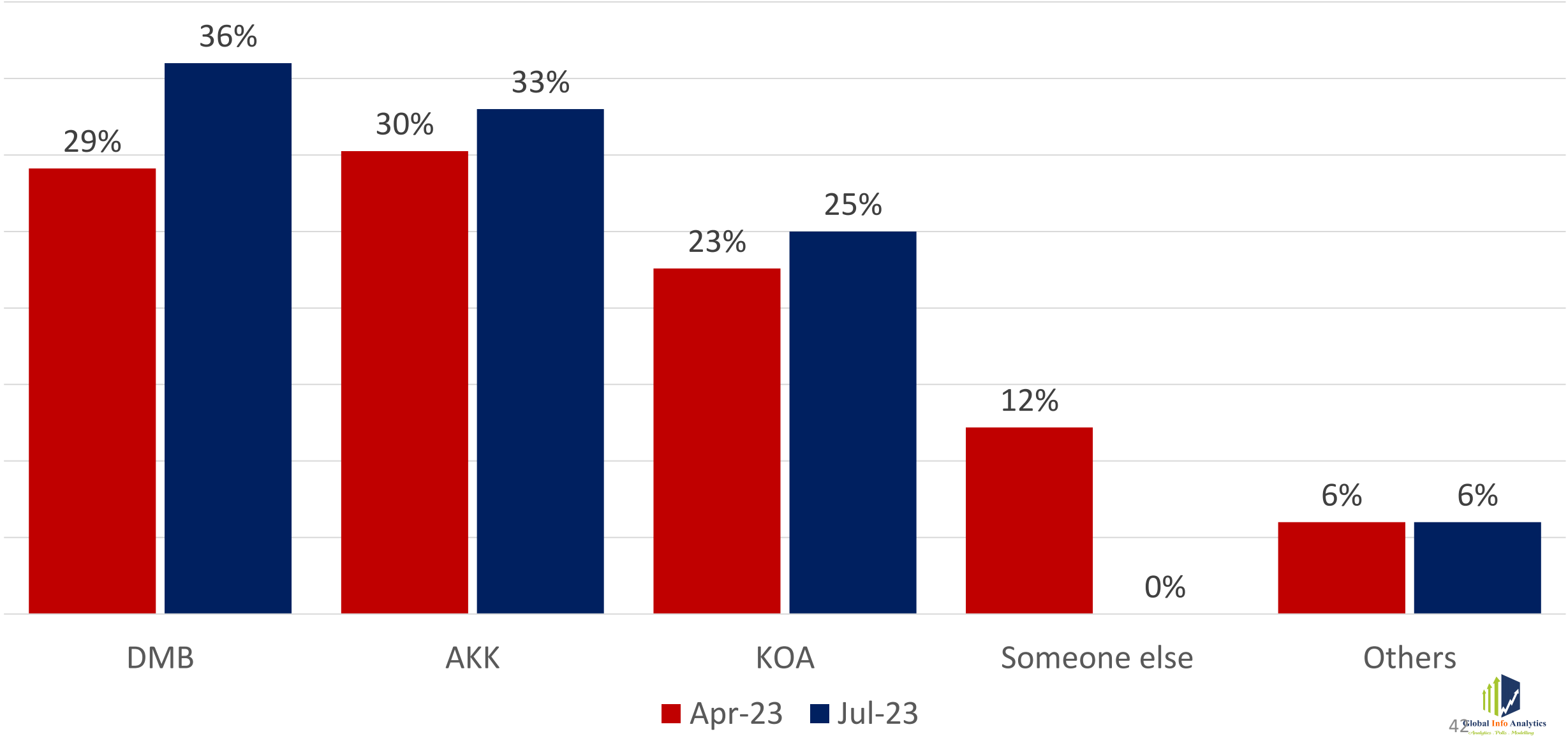
NPP Primaries



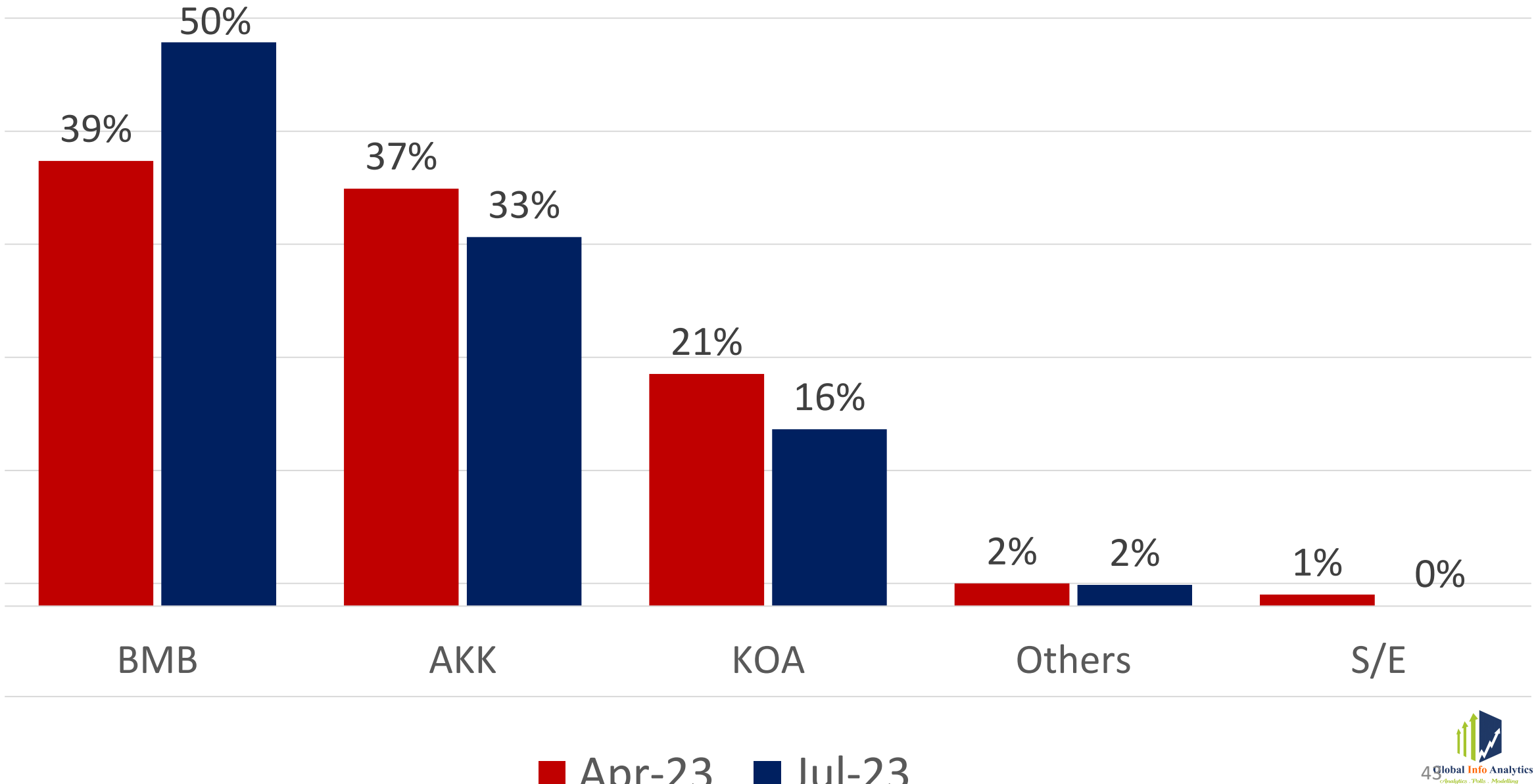
Who to Leads NPP- All Voters



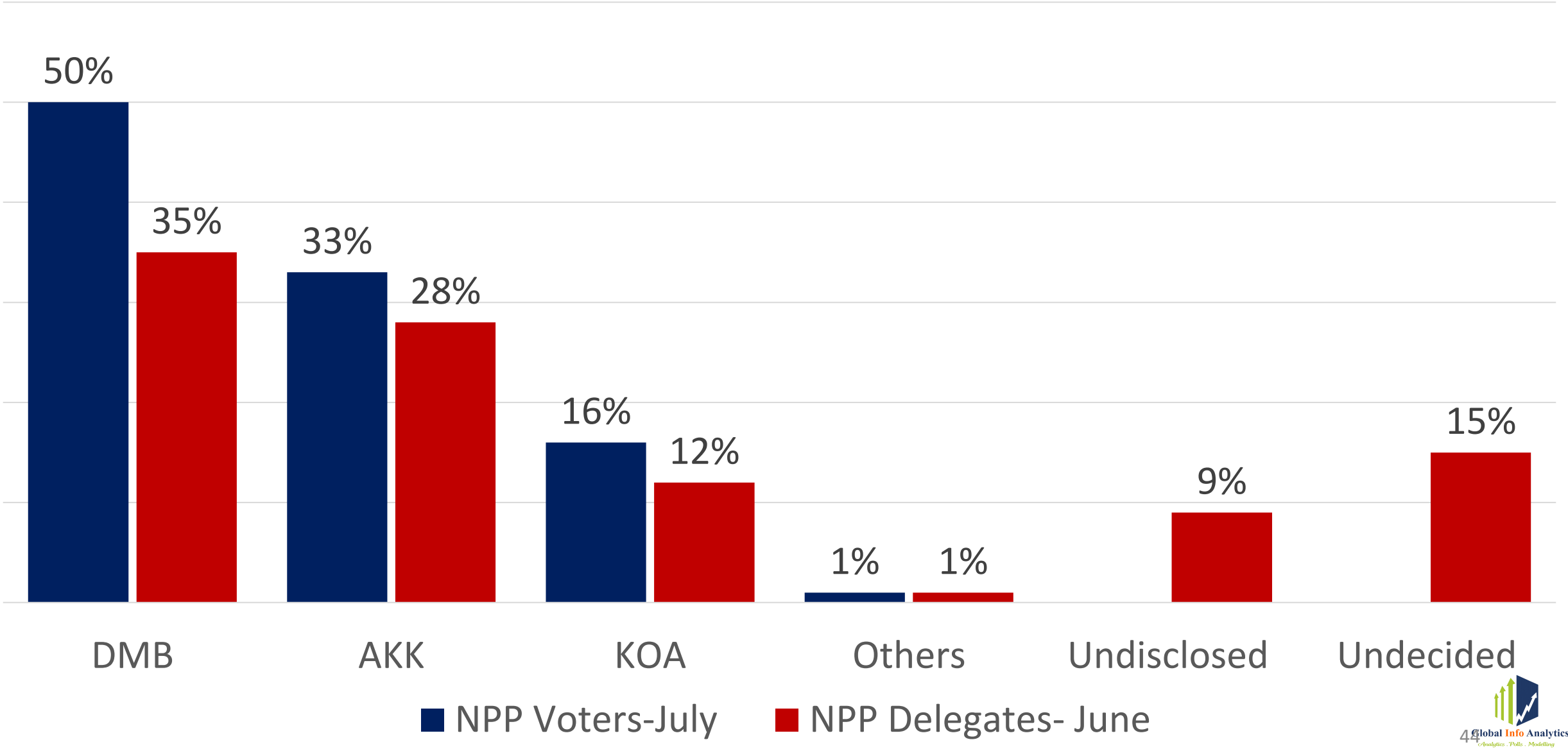
Who to Leads NPP- All Voters



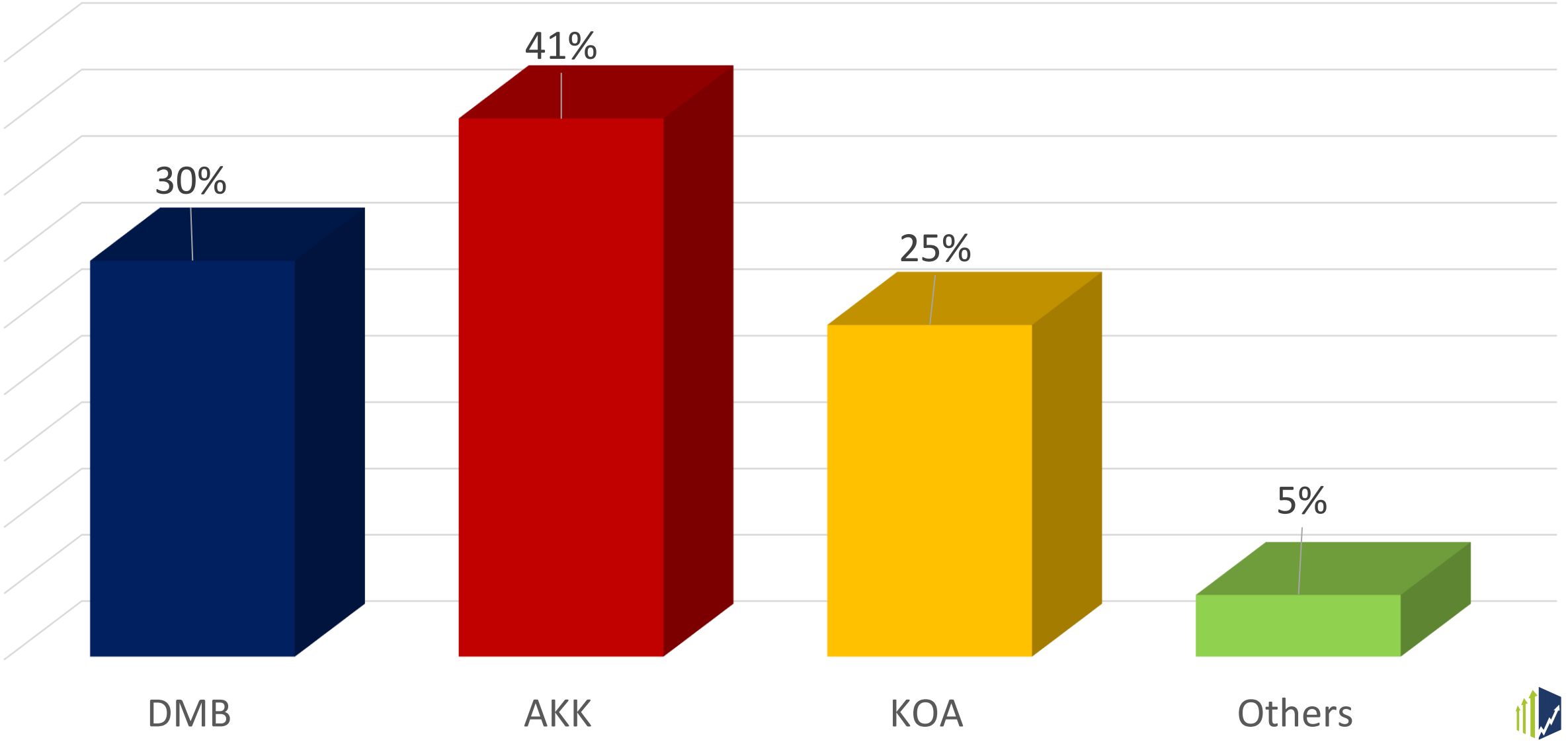
Who to Lead NPP – NPP Voters



Who to Lead NPP – NPP Voters v Delegates

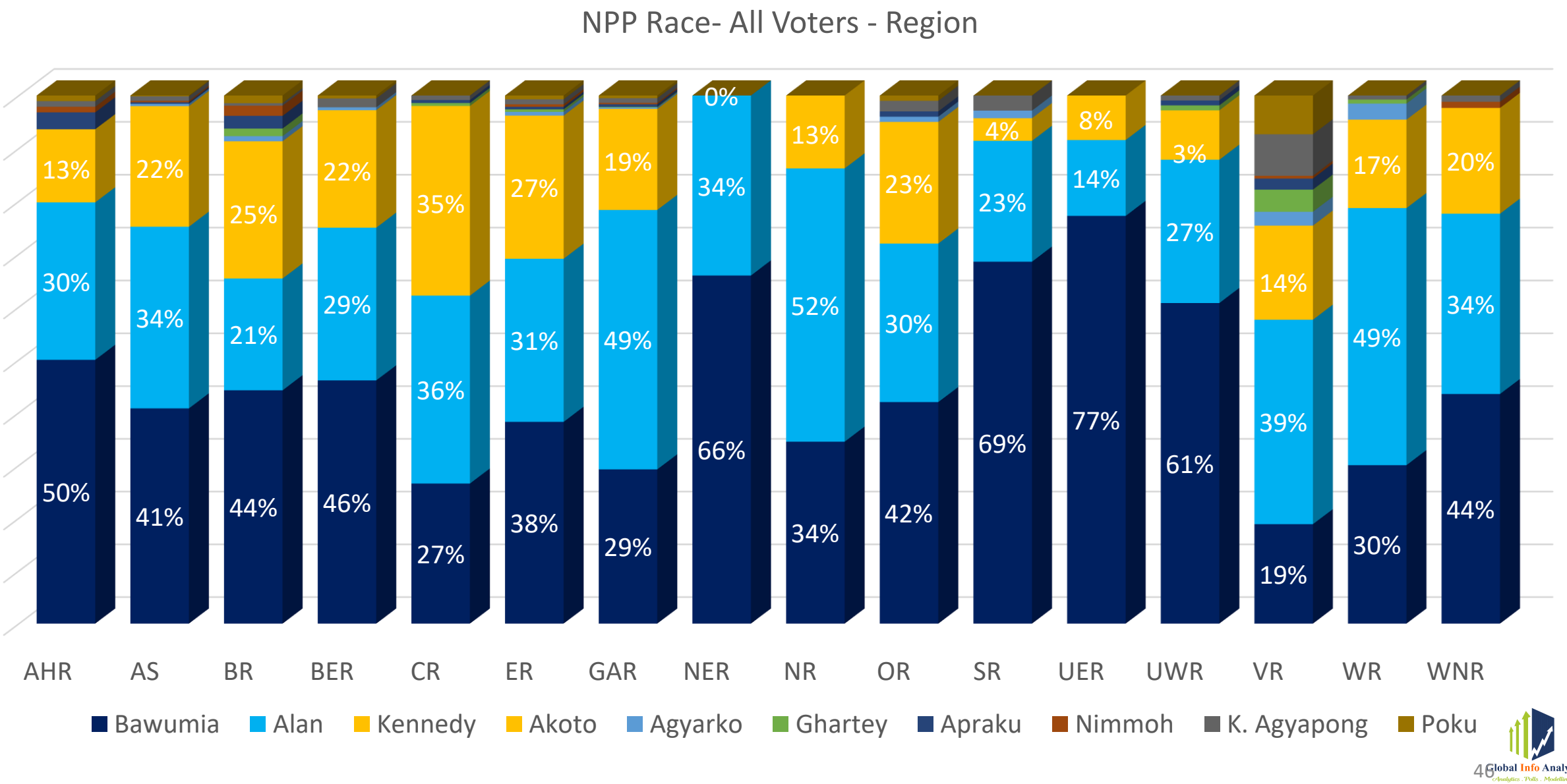


Who to Lead NPP – Floating Voters

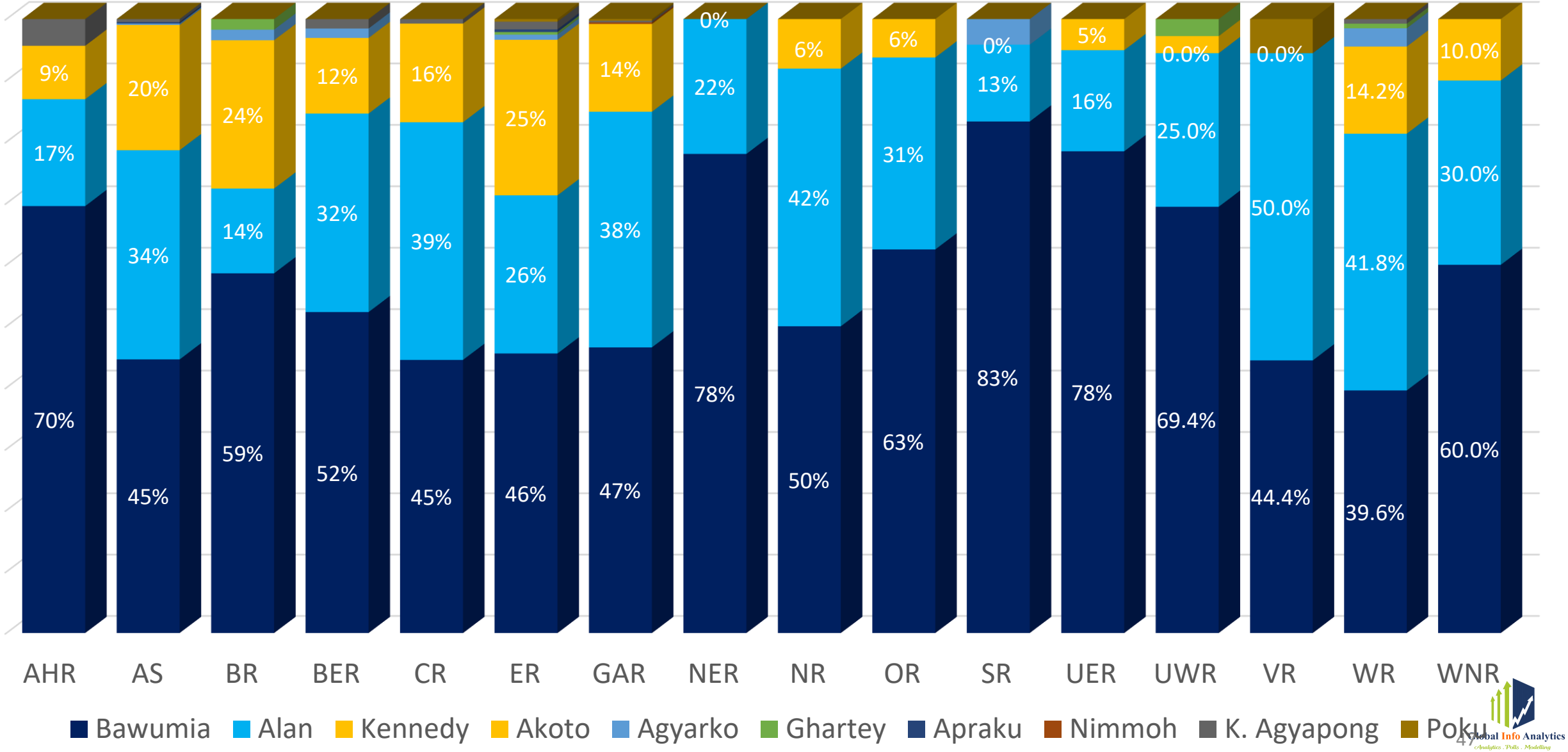


Global Info Analytics
Analytics . Polls . Modelling

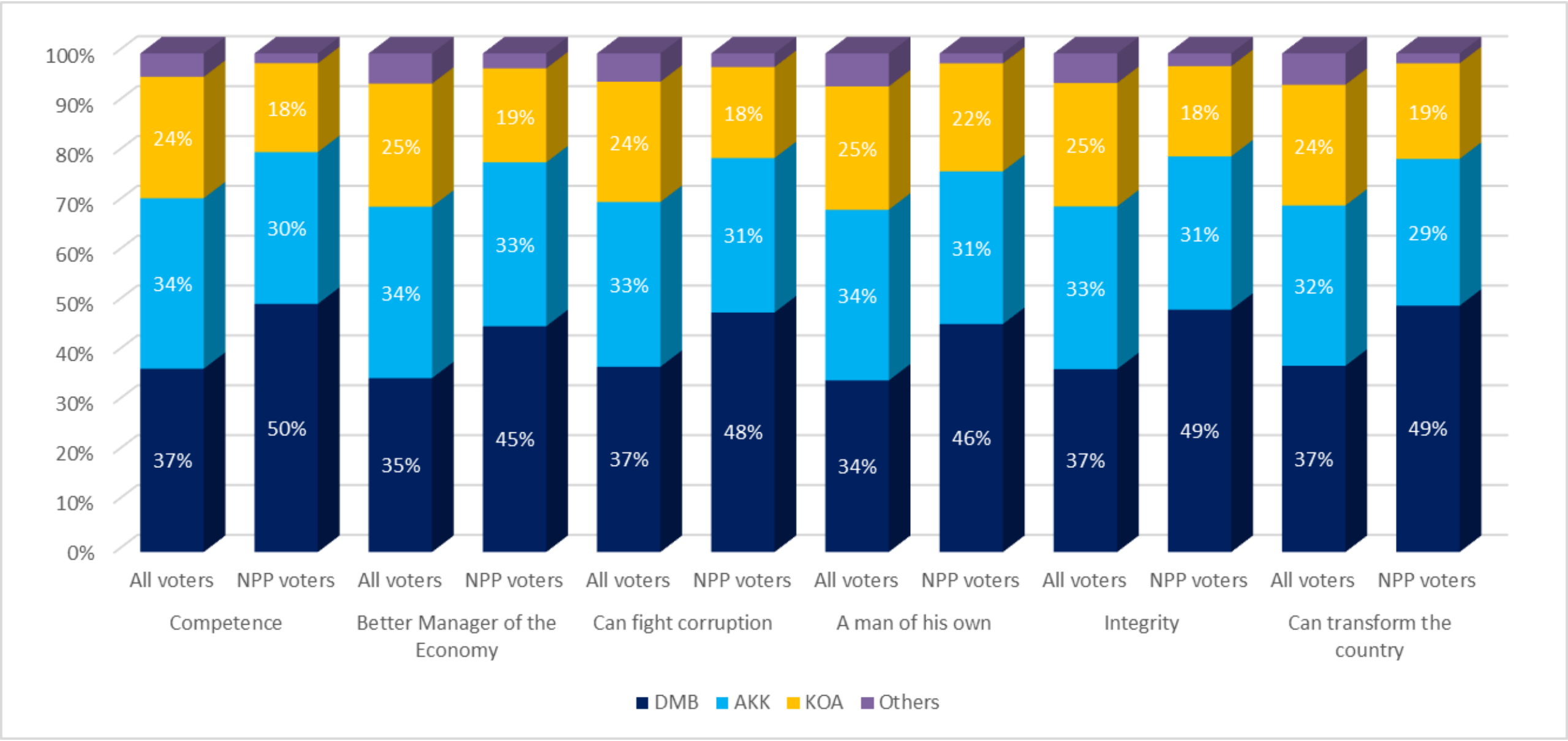
NPP Primaries- Regions -voters only)



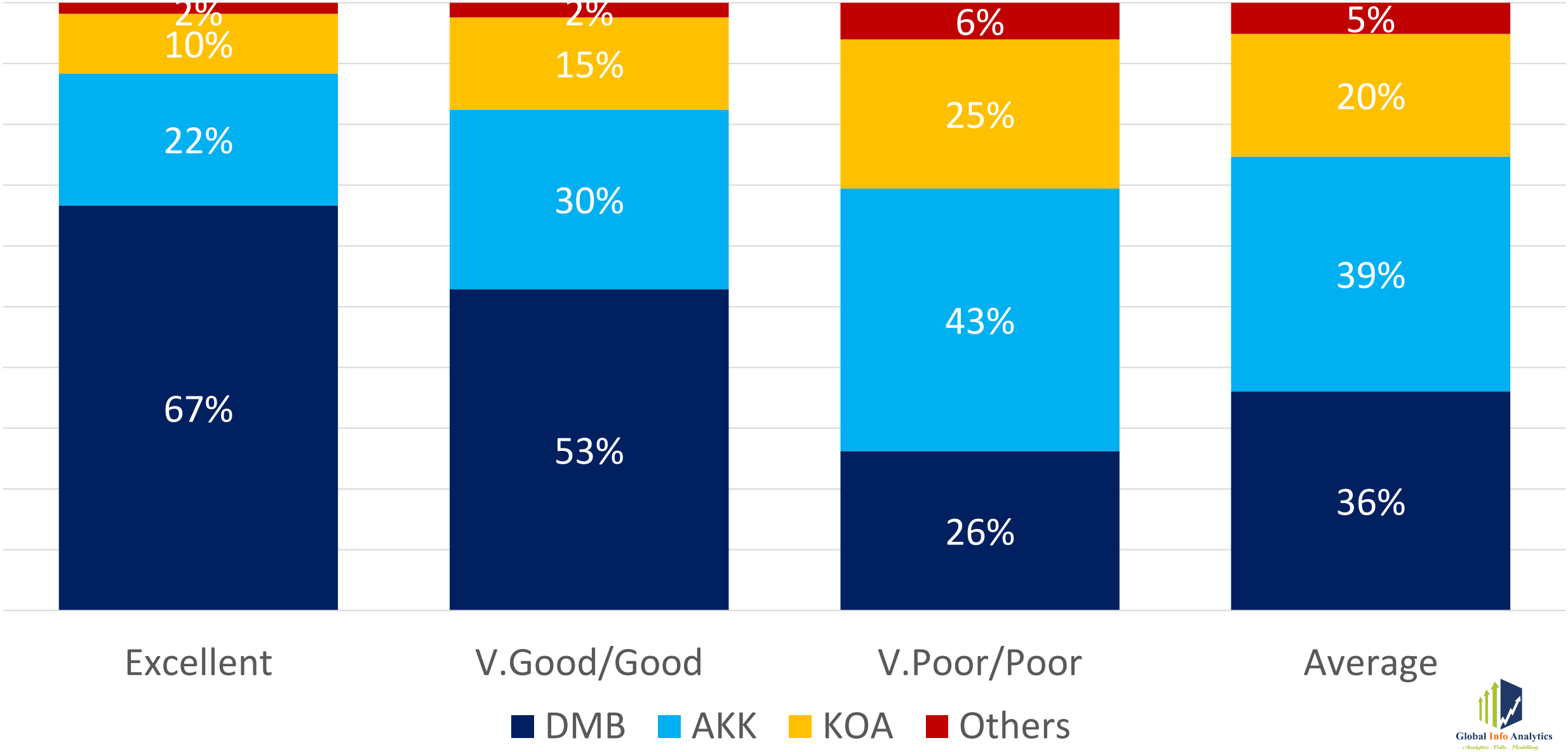
NPP Primaries- Regions (NPP voters only)



Candidates Choice-Key Factors (All voters v NPP voters



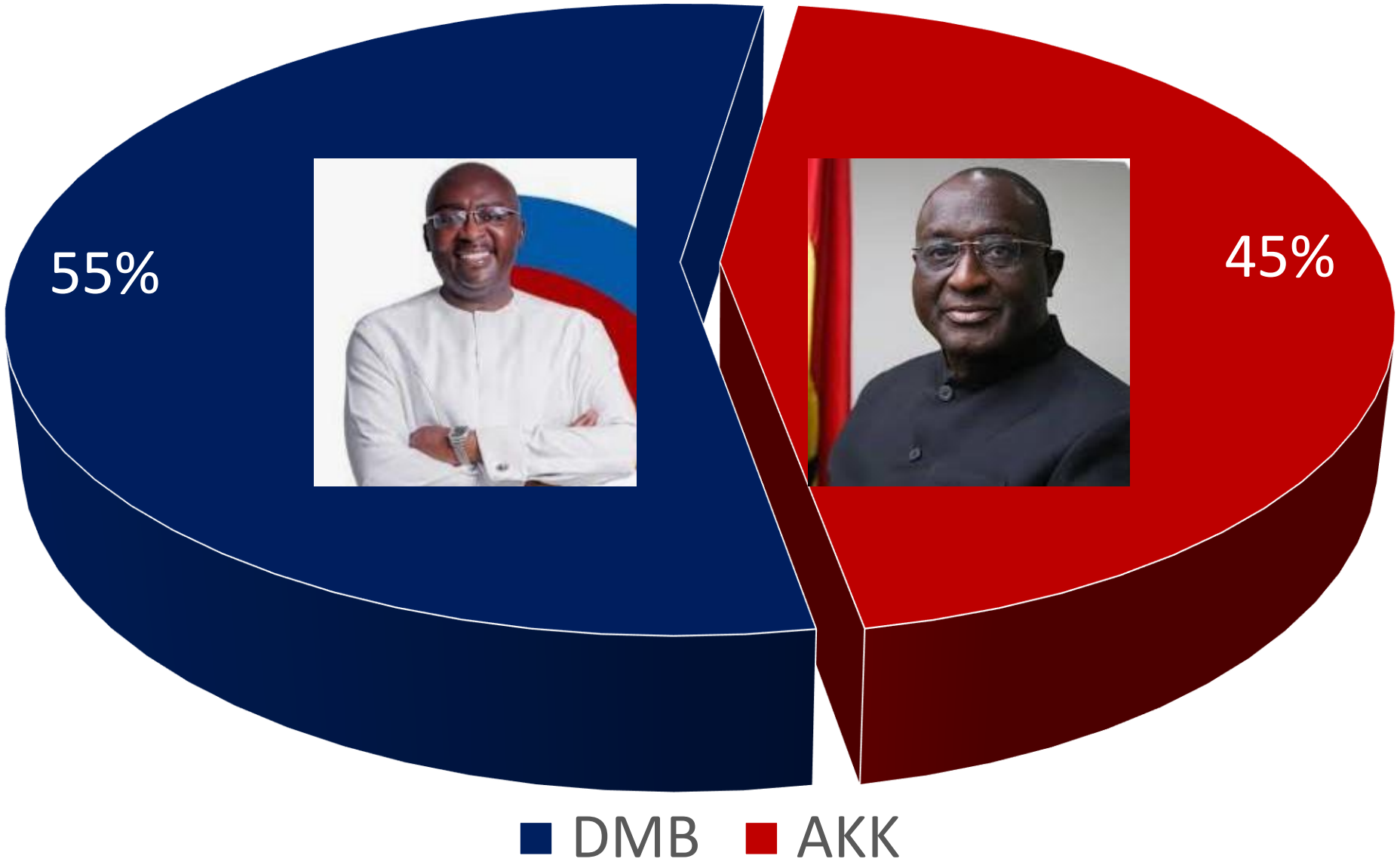
NPP Race – Government Performance



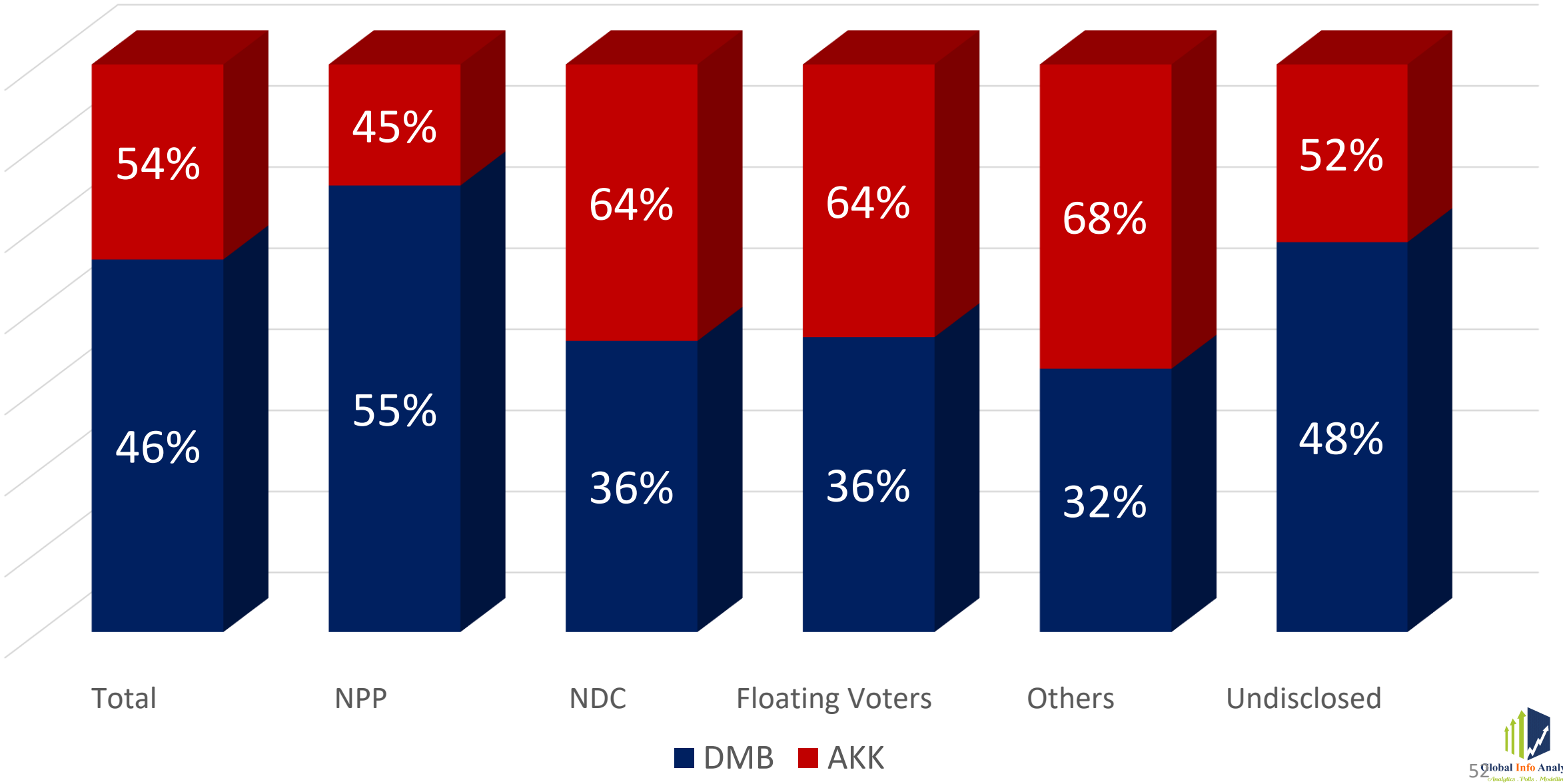
Global Info Analytics
Analytics . Polls . Modelling

Runoff - DMB v AKK – All Voters

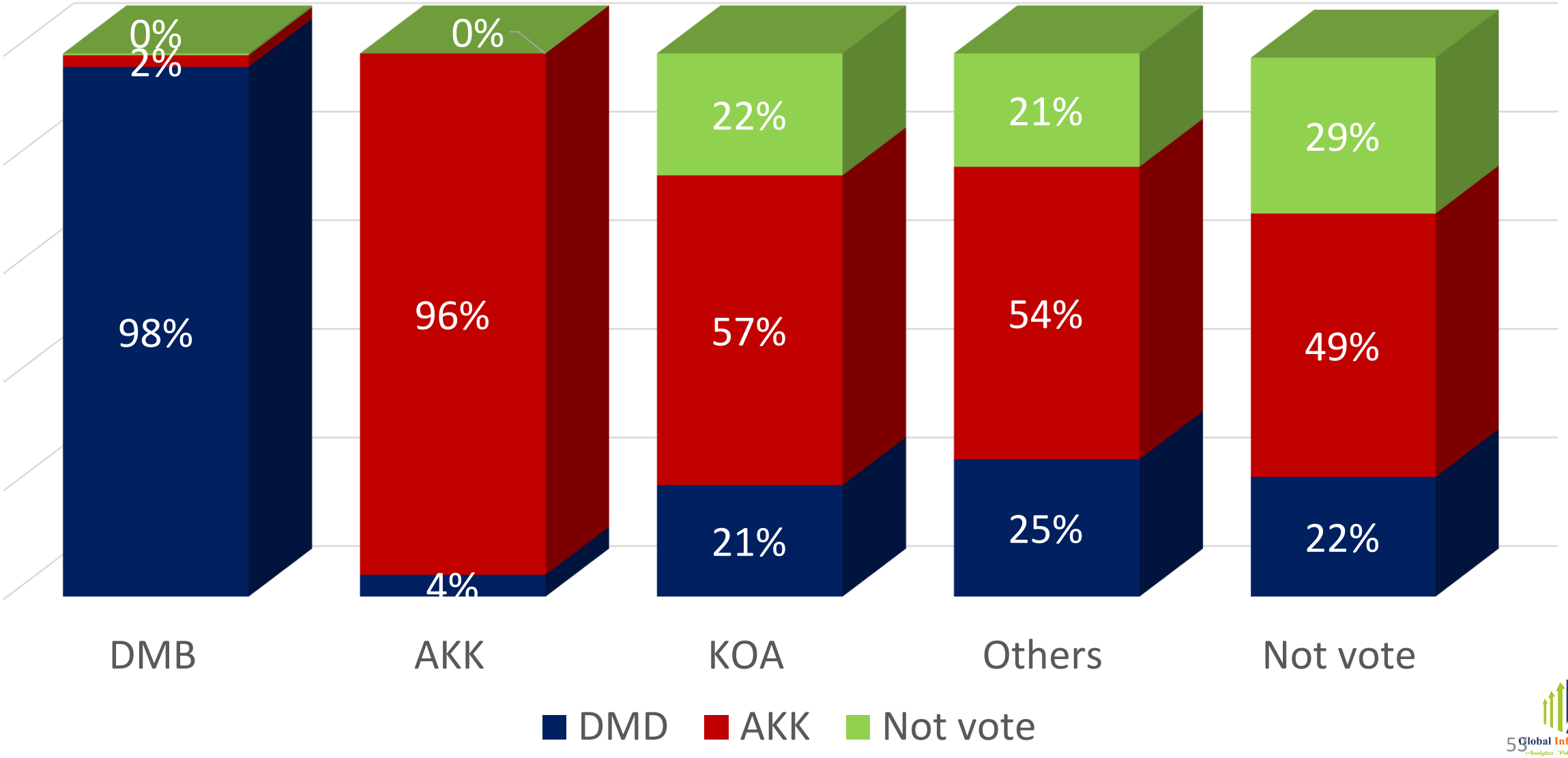
Runoff DMB v AKK – NPP Affiliates



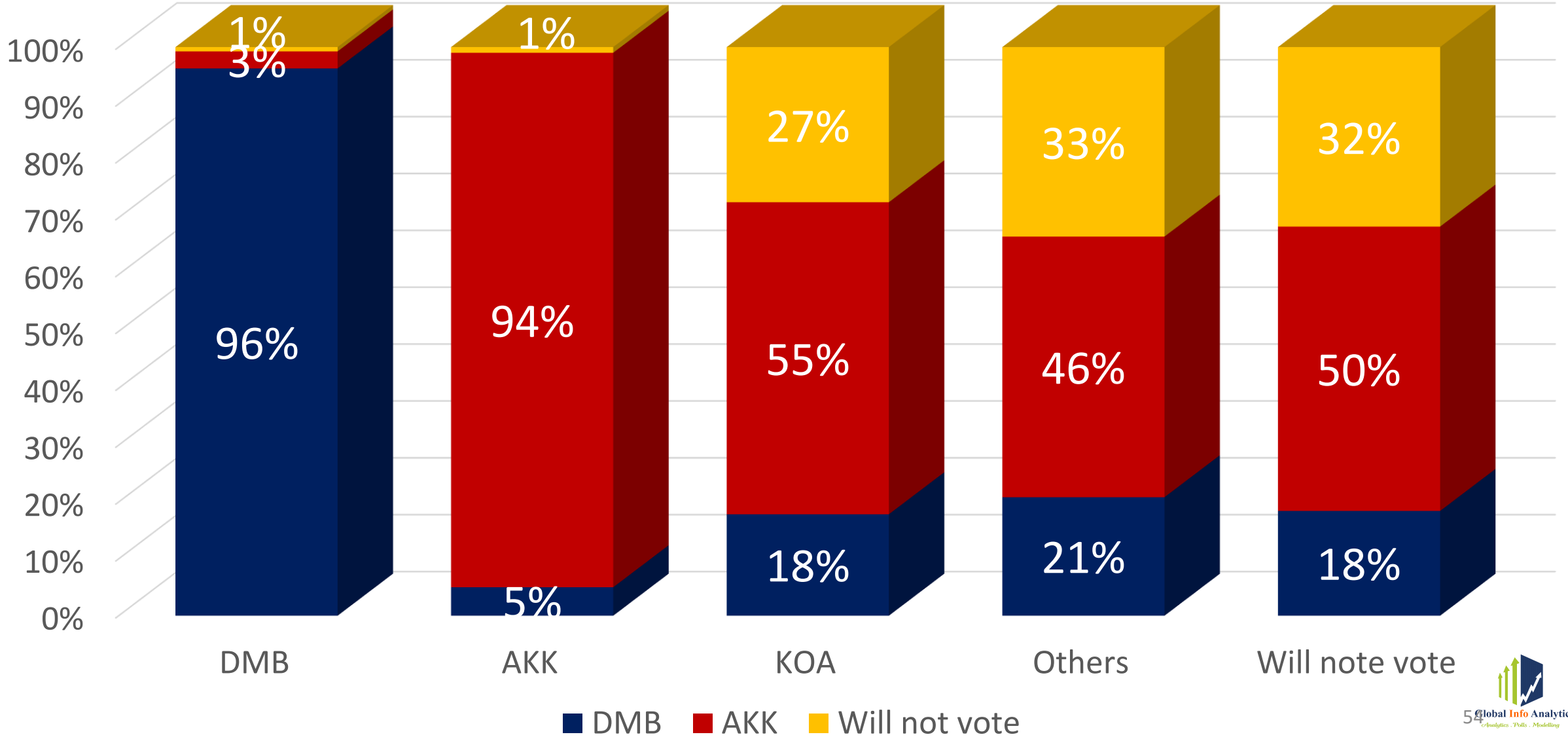
Runoff DMB v AKK – Party Affiliations



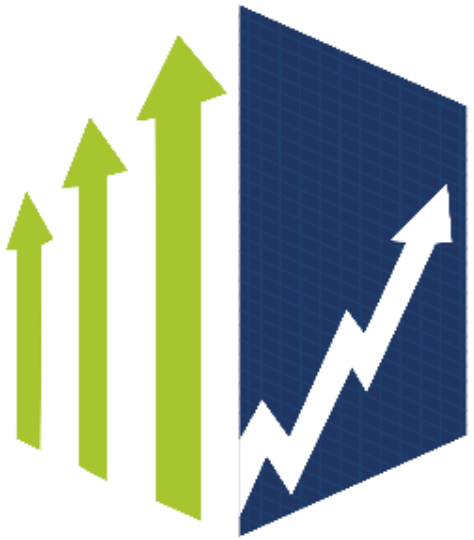
KOA voters Split - DMB v AKK Runoff – NPP Affiliates



KOA voters Split - DMB v AKK Runoff – NPP Affiliates



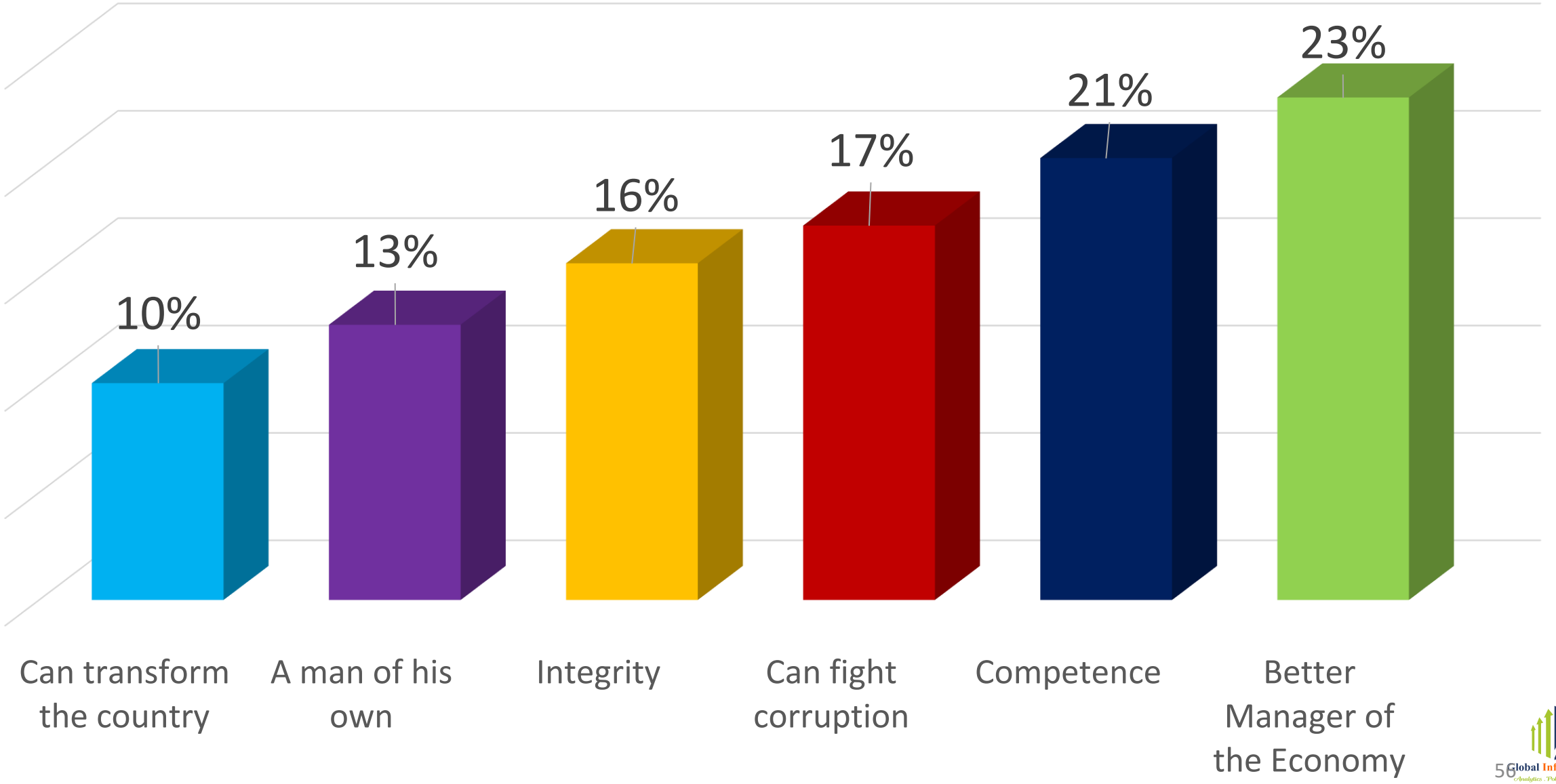
General Election



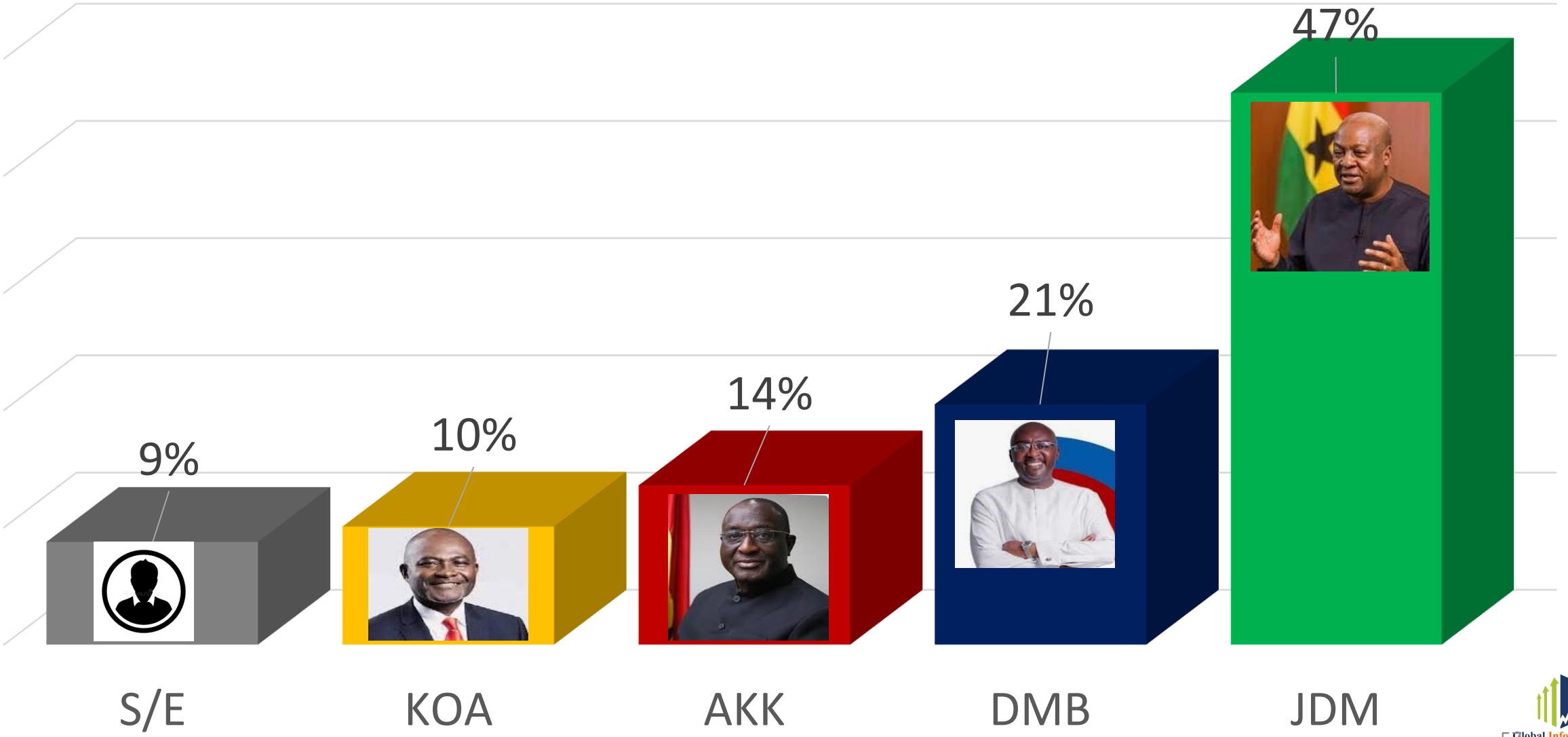
Global Info Analytics

Analytics . Polls . Modelling

Reasons Informing Voters Choice of Candidates



Who Can Best Manage the Economy

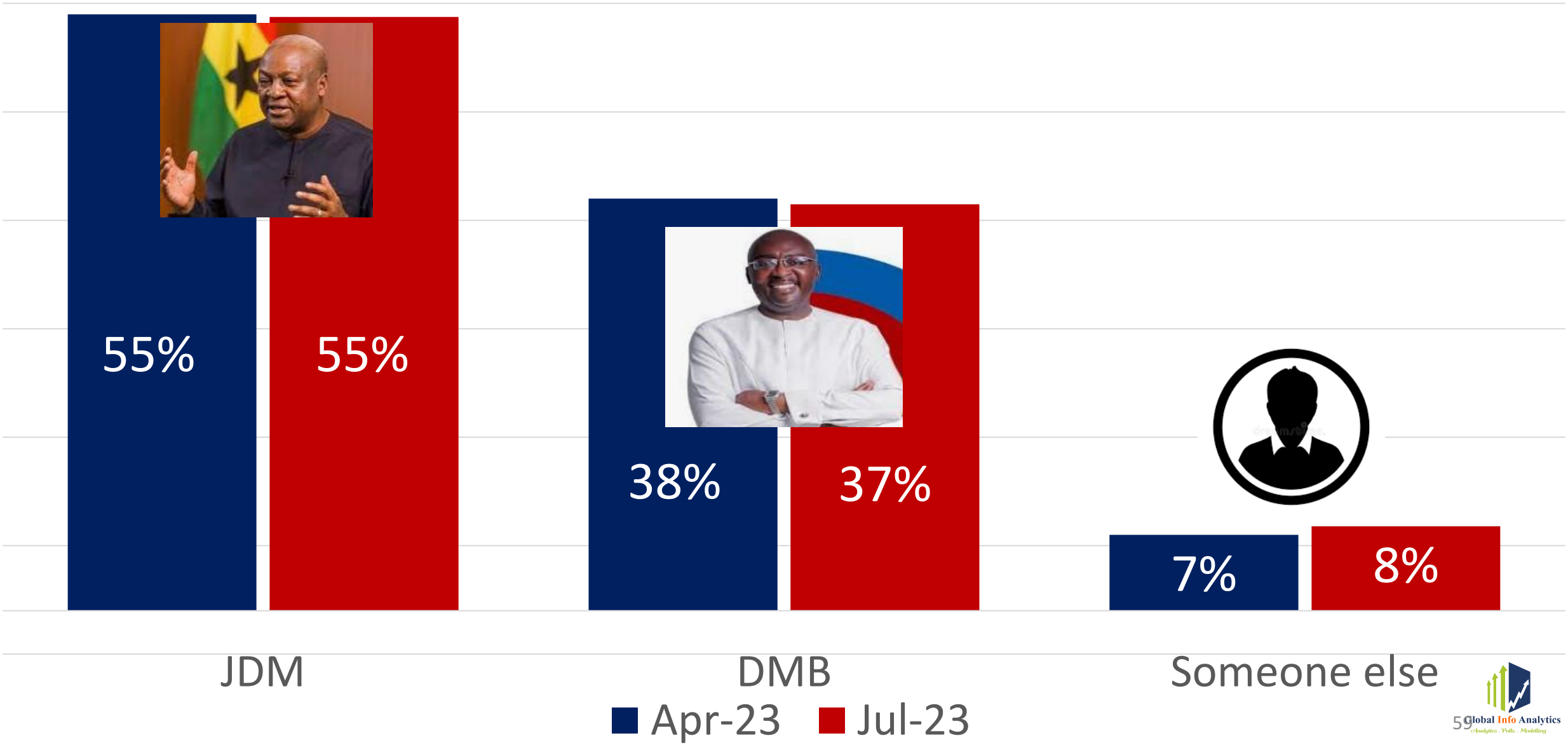


Global Info Analytics

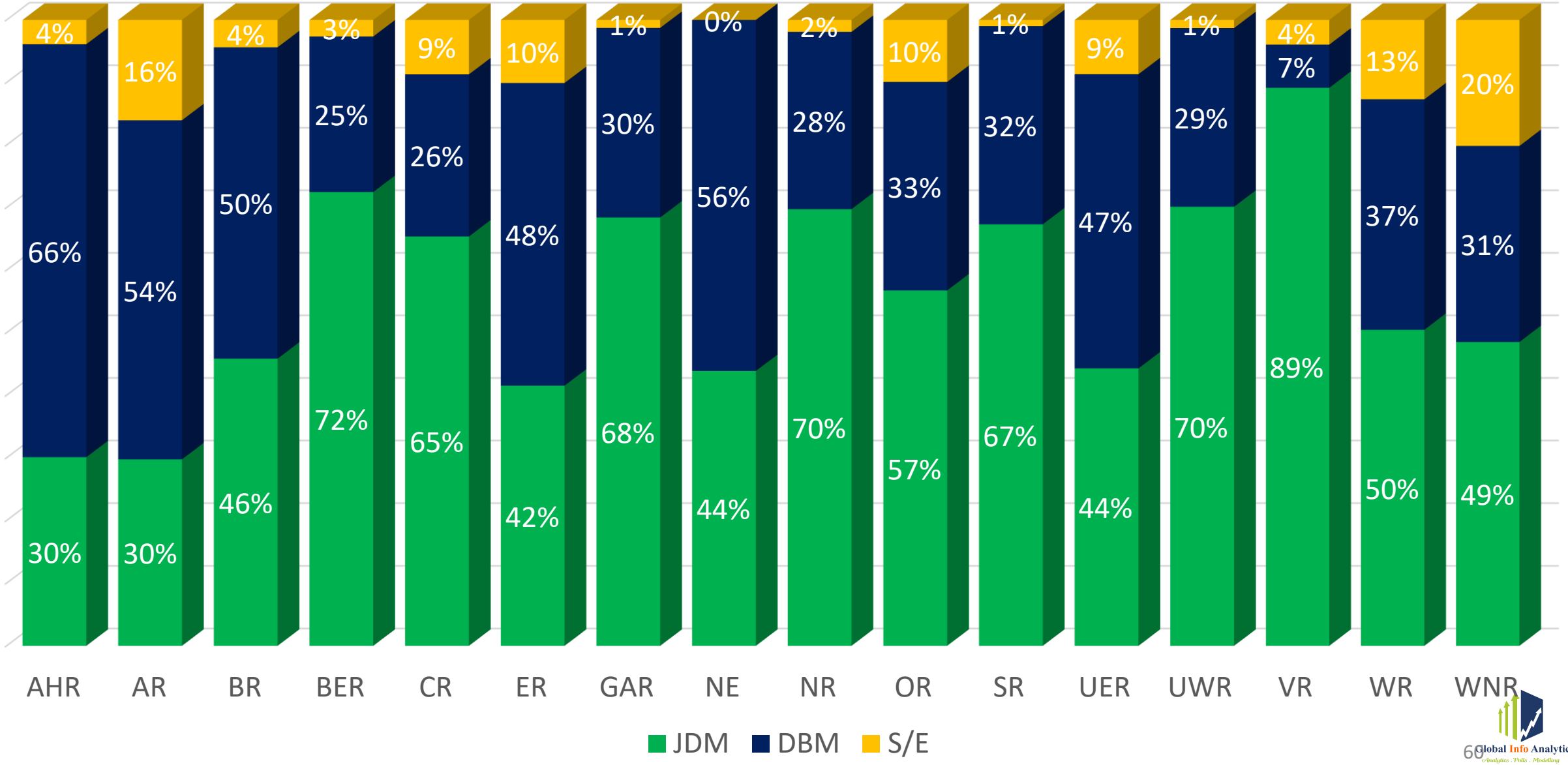
Analytics . Polls . Modelling

H.E John D. Mahama
V
H.E Dr. M. Bawumia

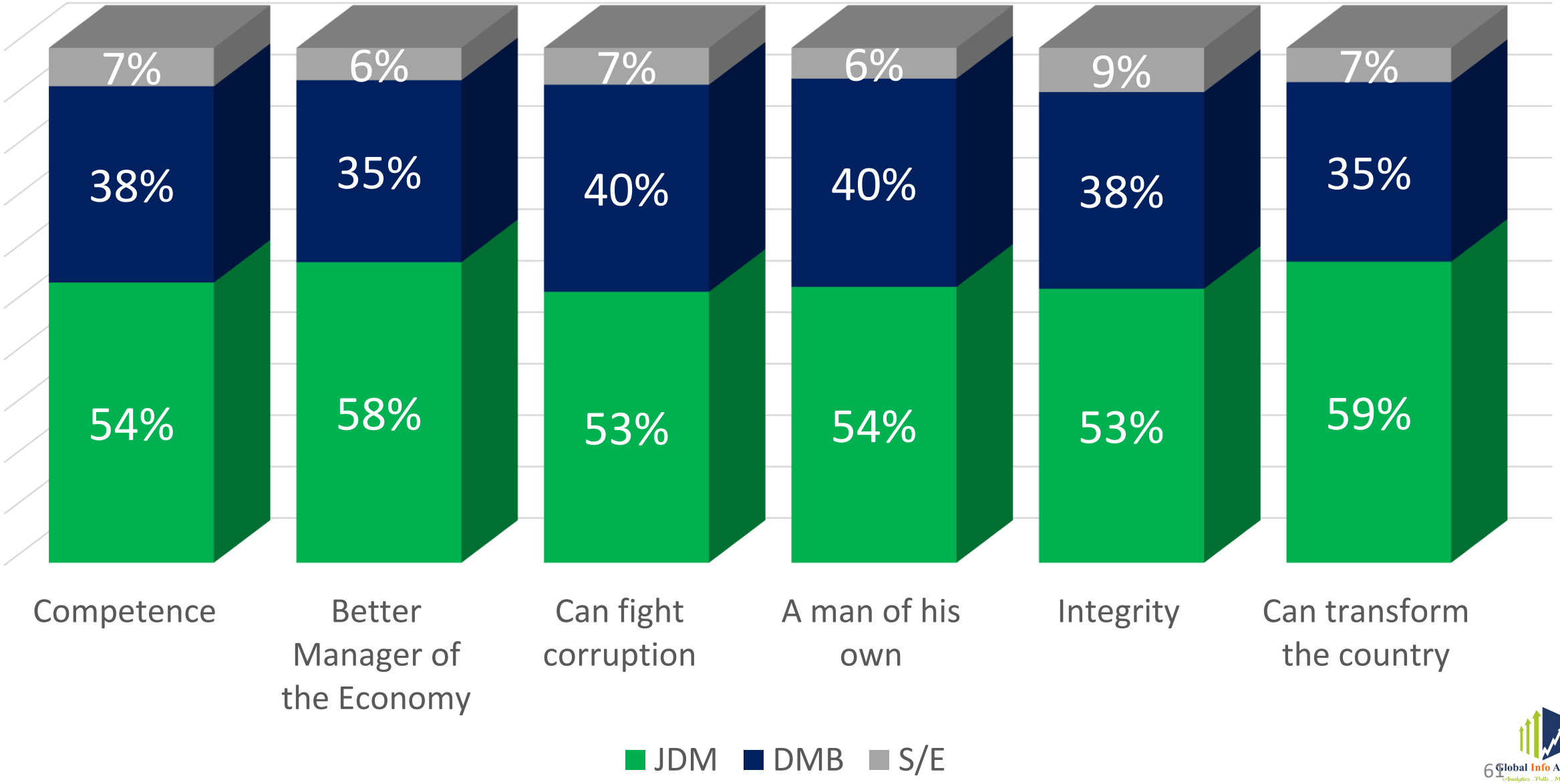
General Election- JDM v DMB



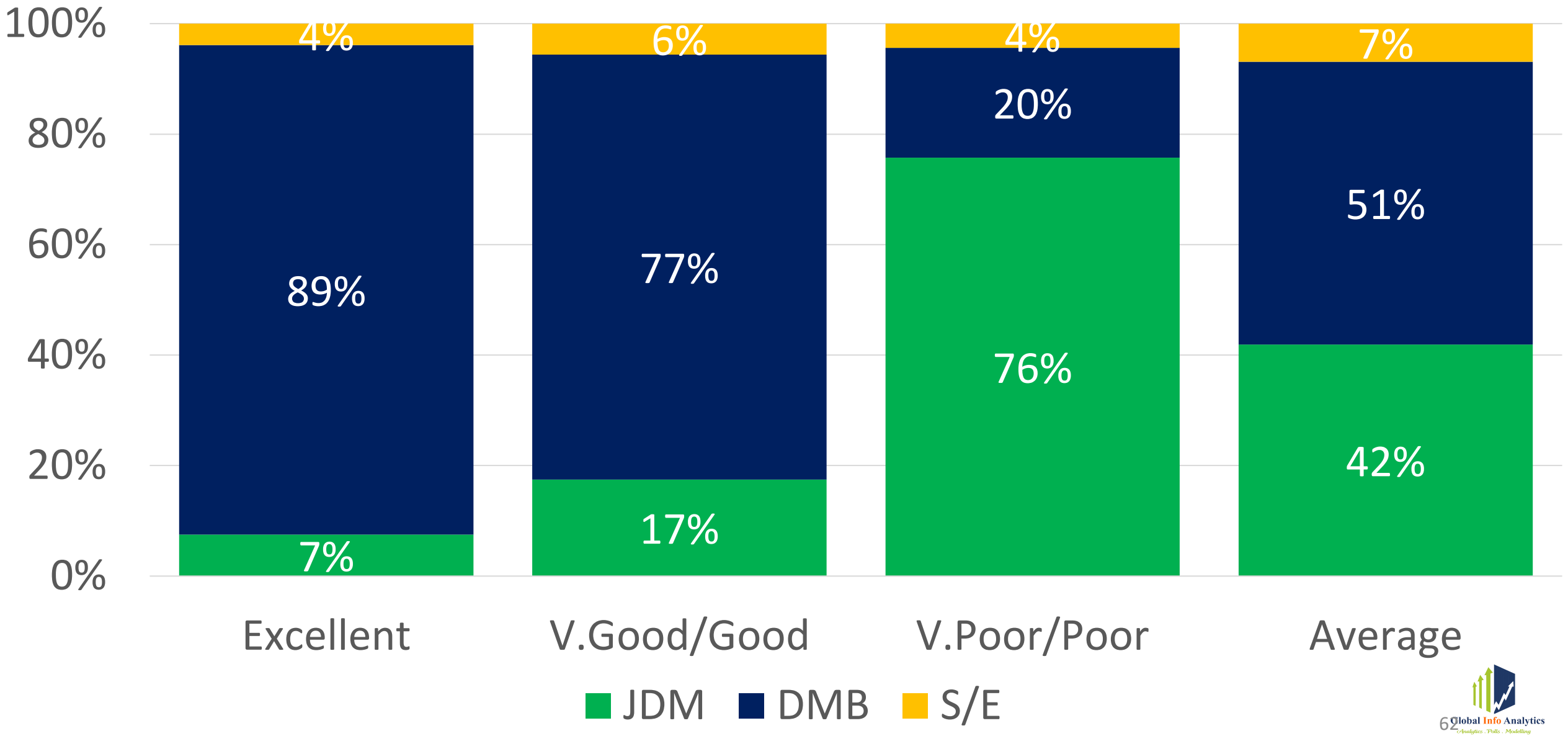
General Election- JDM v DMB - Regions



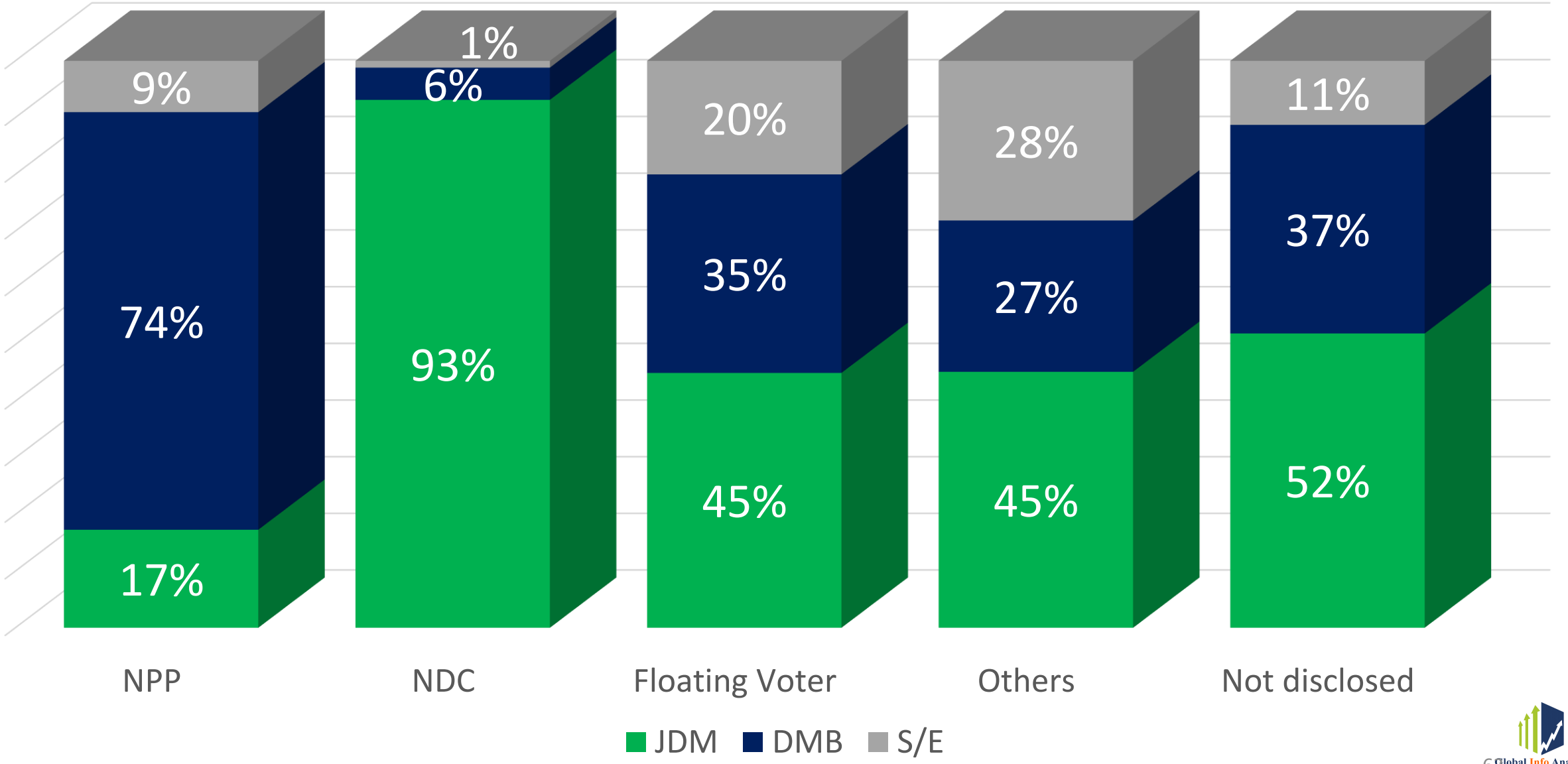
Reasons for Choice of Candidate- JDM v DMB



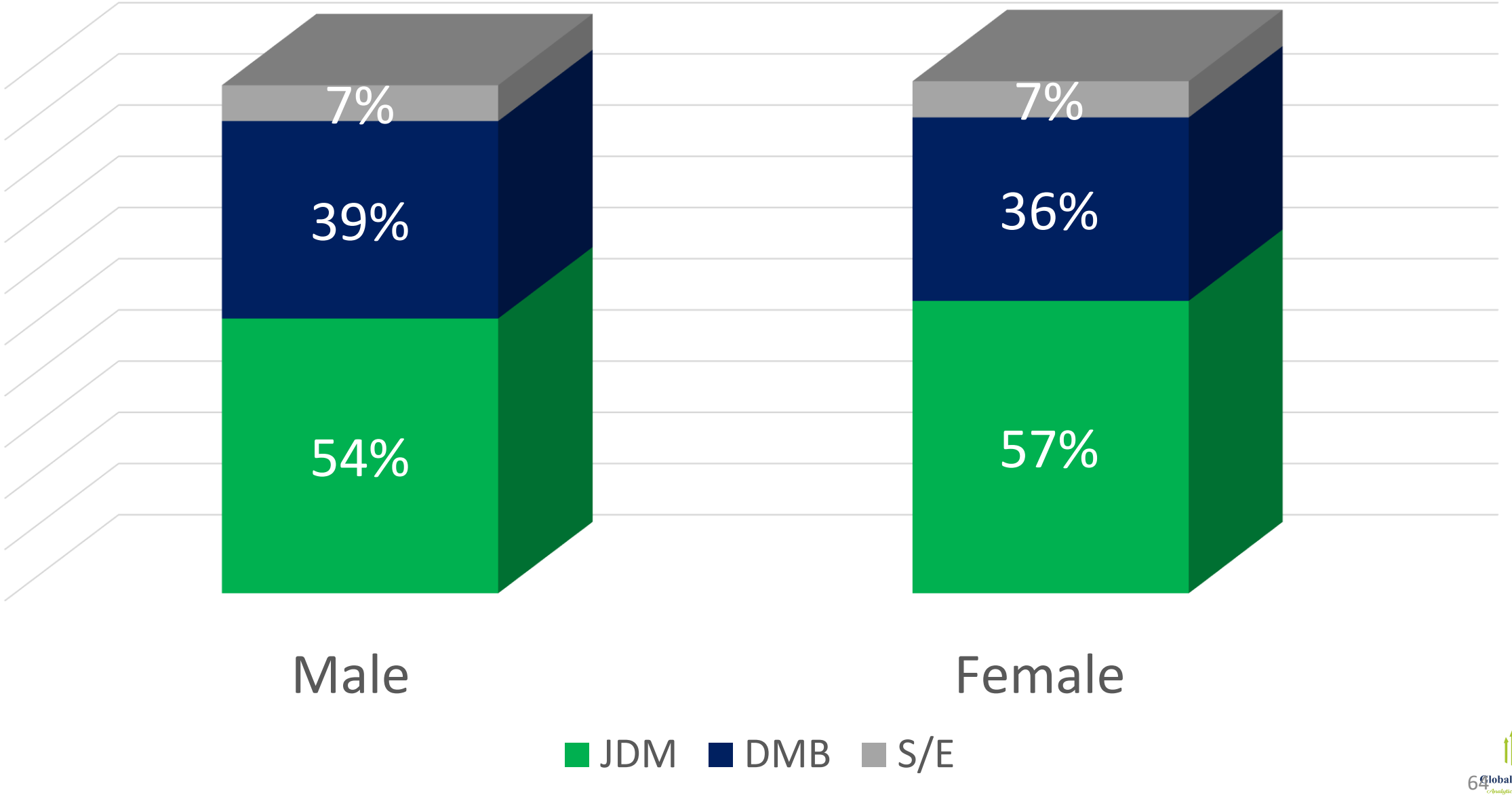
Government Performance- JDM v DMB



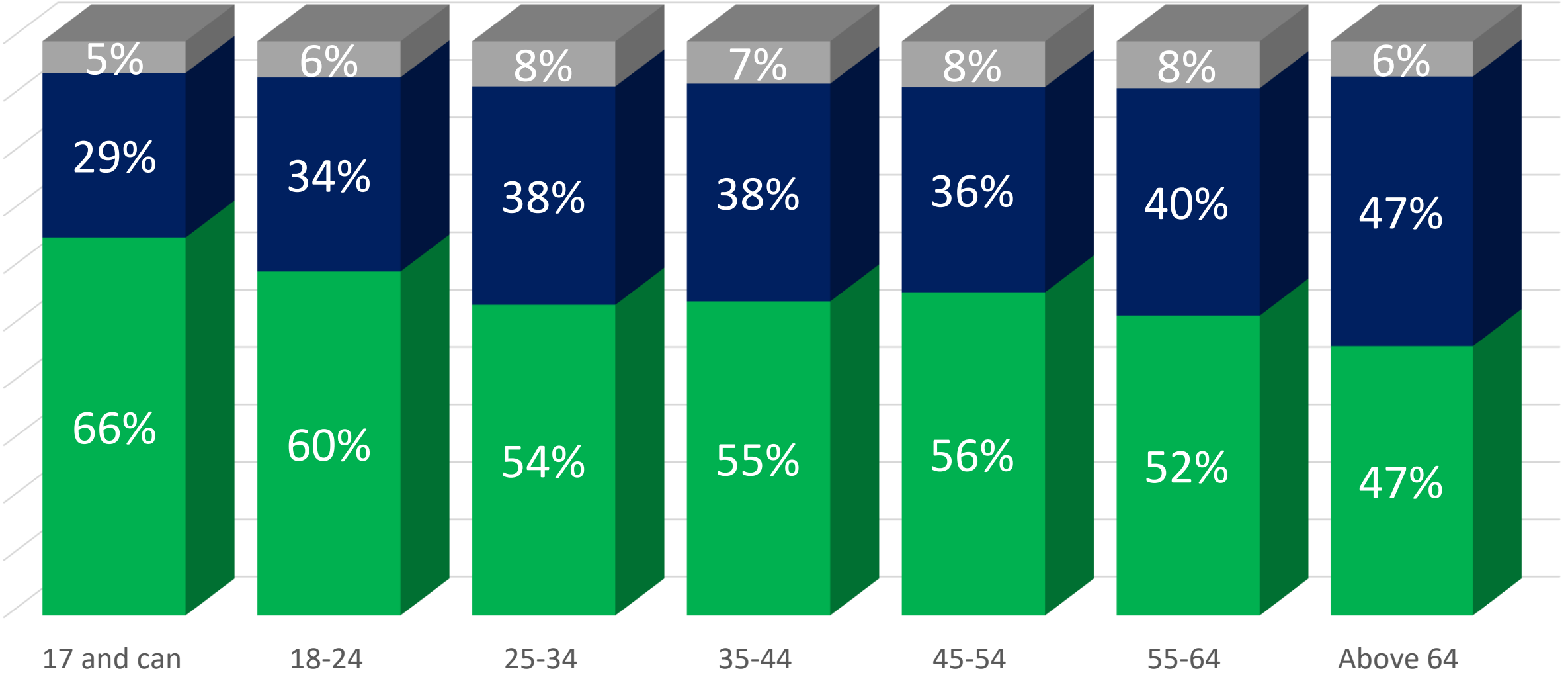
DMB v JDM – Party Affiliations



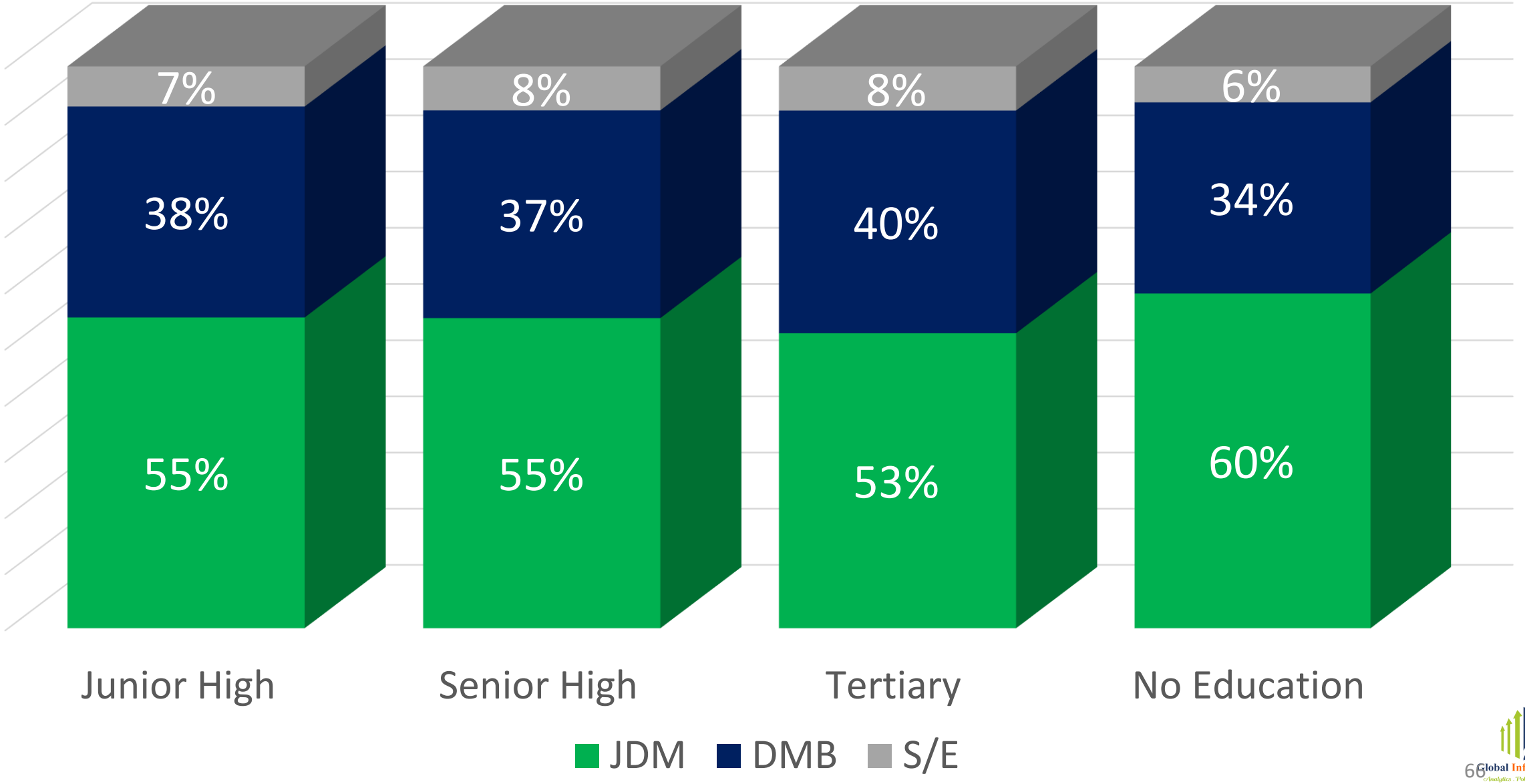
JDM v DMB– Gender



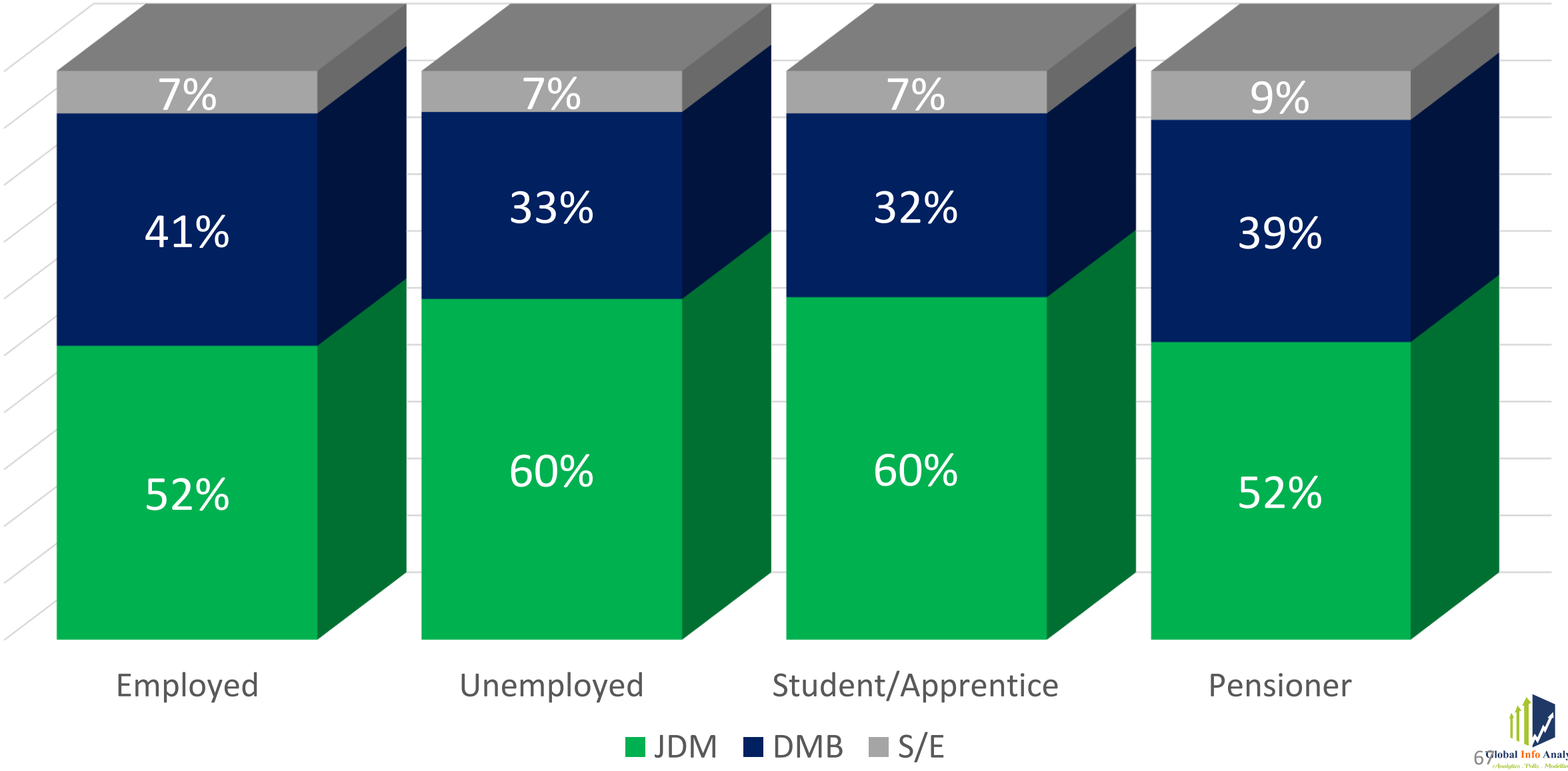
JDM v DMB– Age


5%
29%
66%
6%
34%
60%
8%
38%
54%
7%
38%
55%
8%
36%
56%
8%
40%
52%
6%
47%
47%
17 and can vote in 2024
18-24
25-34
35-44
45-54
55-64
Above 64
JDM
DMB
S/E

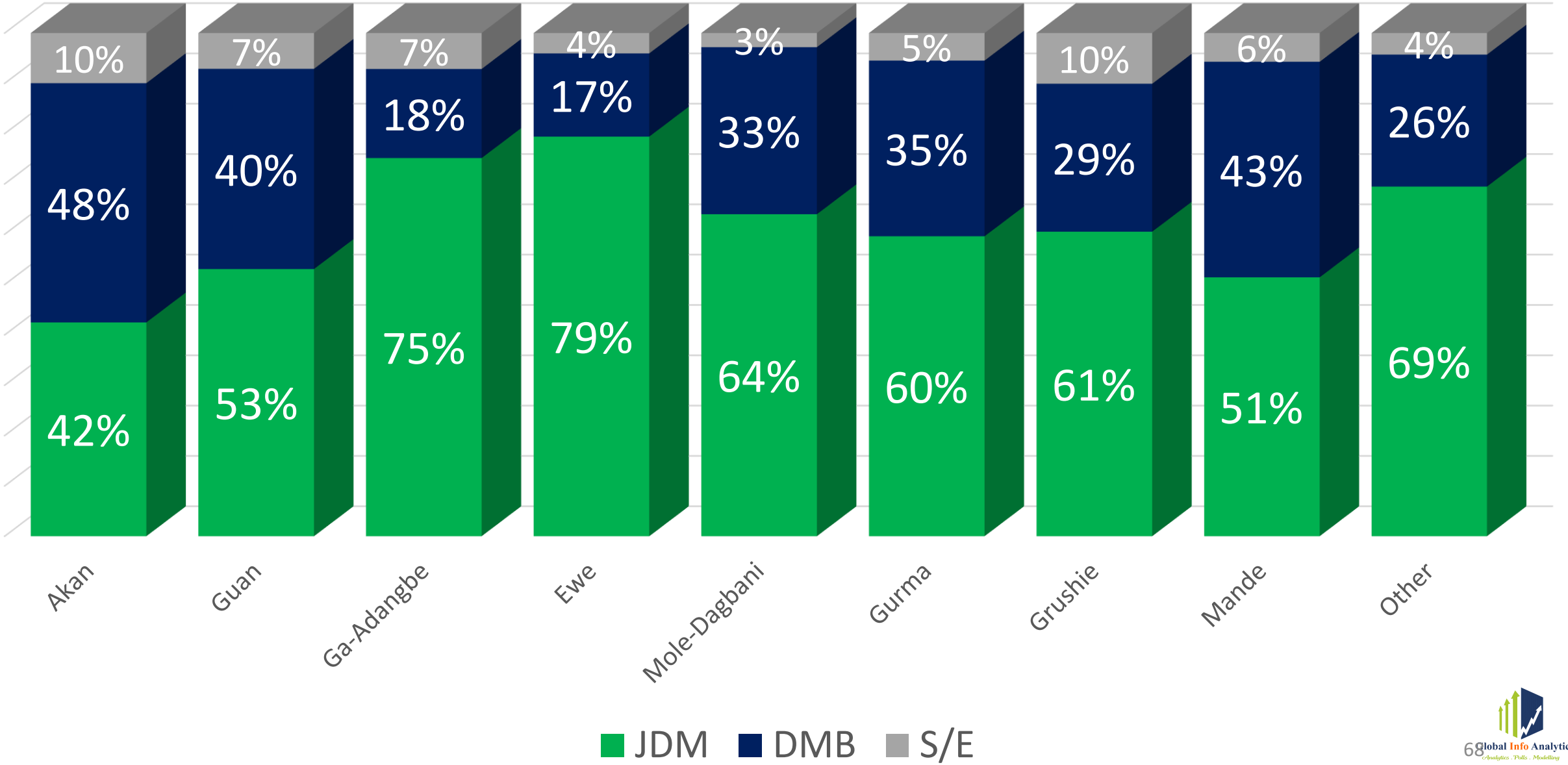
JDM v DMB– Education



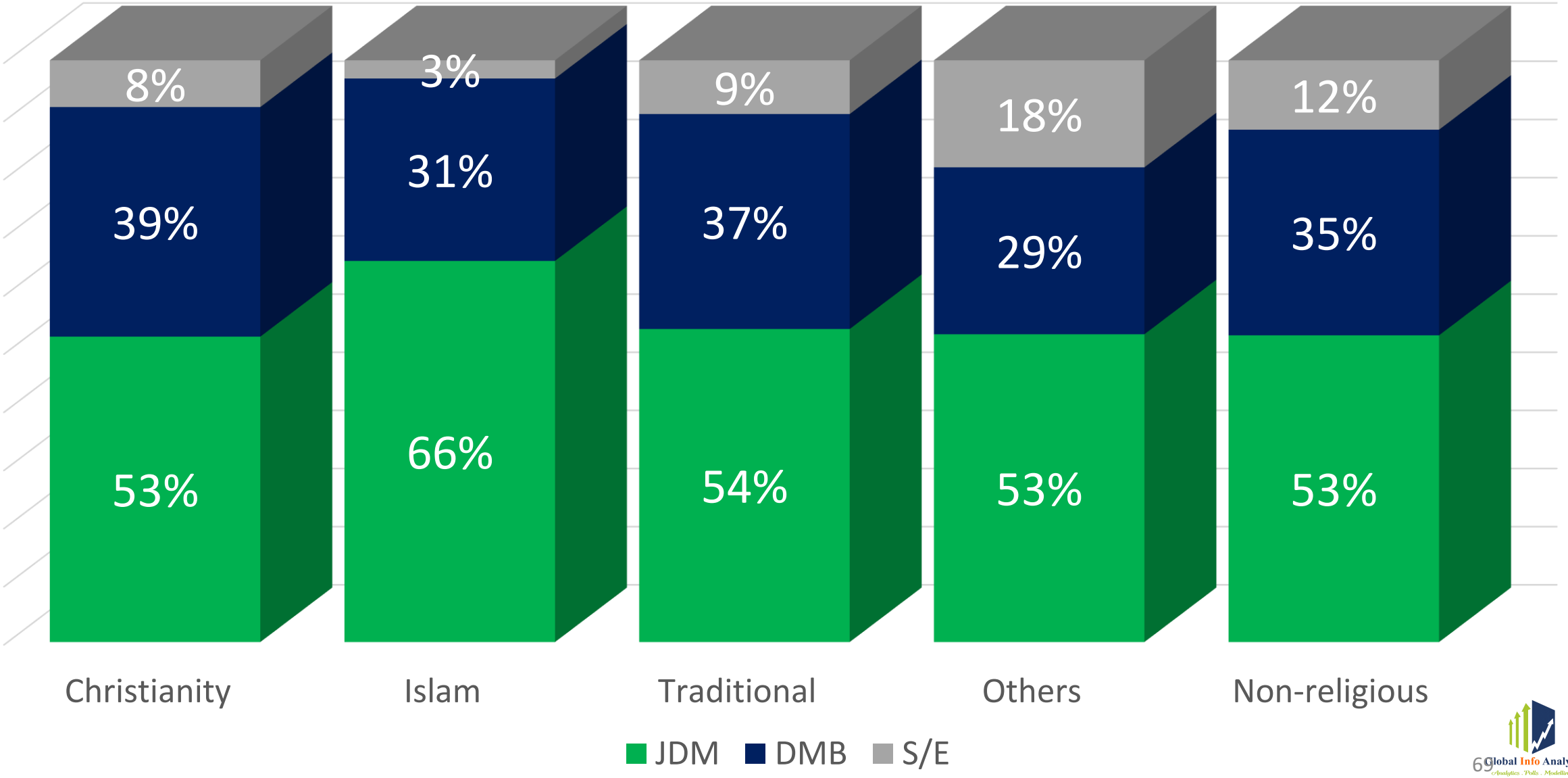
JDM v DMB – Employment Status

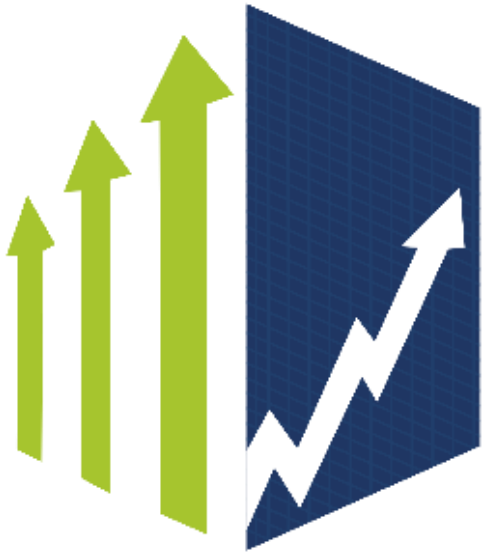


JDM v DMB – Ethnicity



JDM v DMB – Religion





Global Info Analytics

Analytics . Polls . Modelling

H.E. John D. Mahama

v

Hon. Alan K. Kyeremanten

General Election- JDM v AKK

54%

54%

40%

39%

6%

7%

JDM

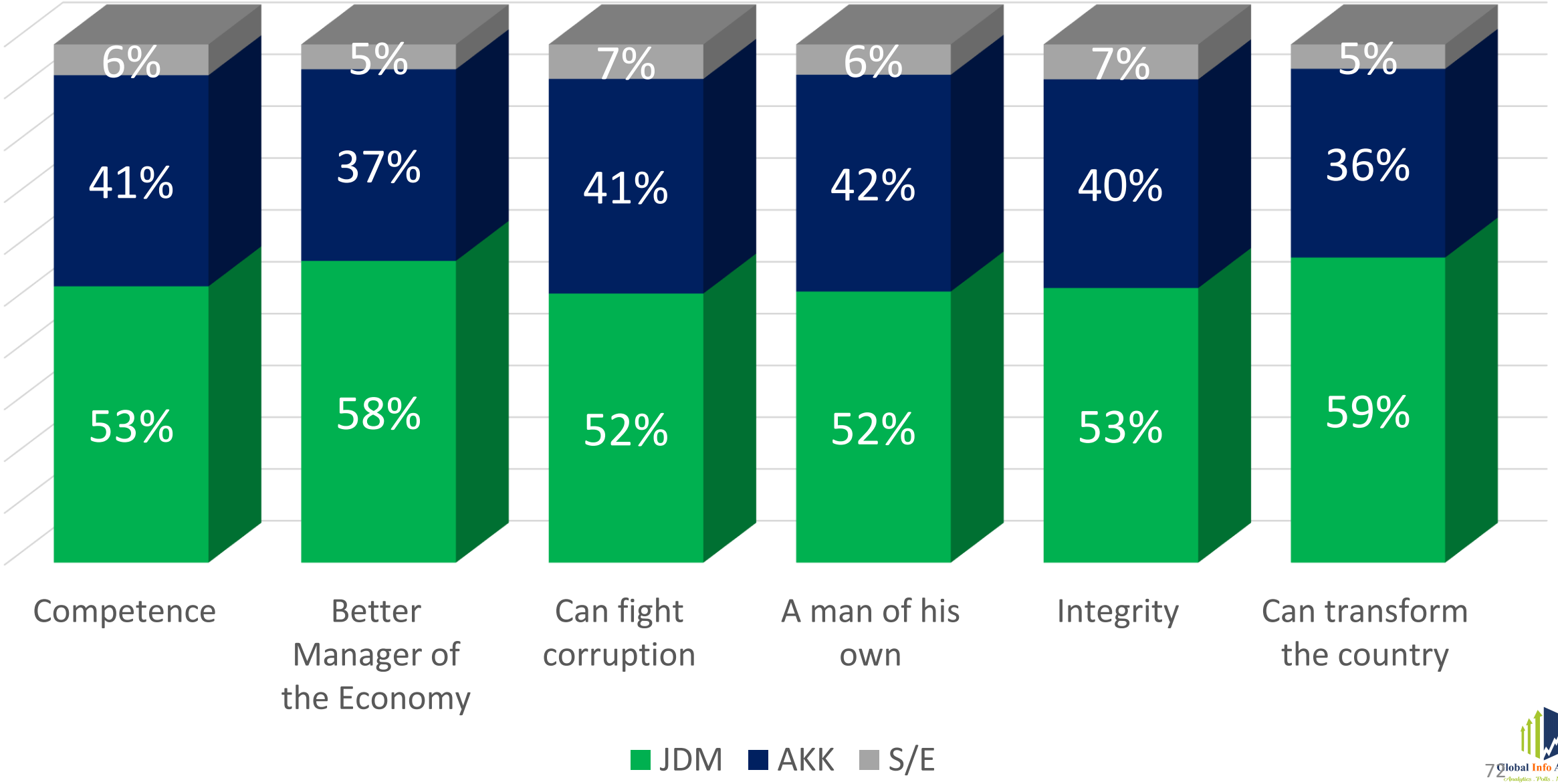
AKK

S/E

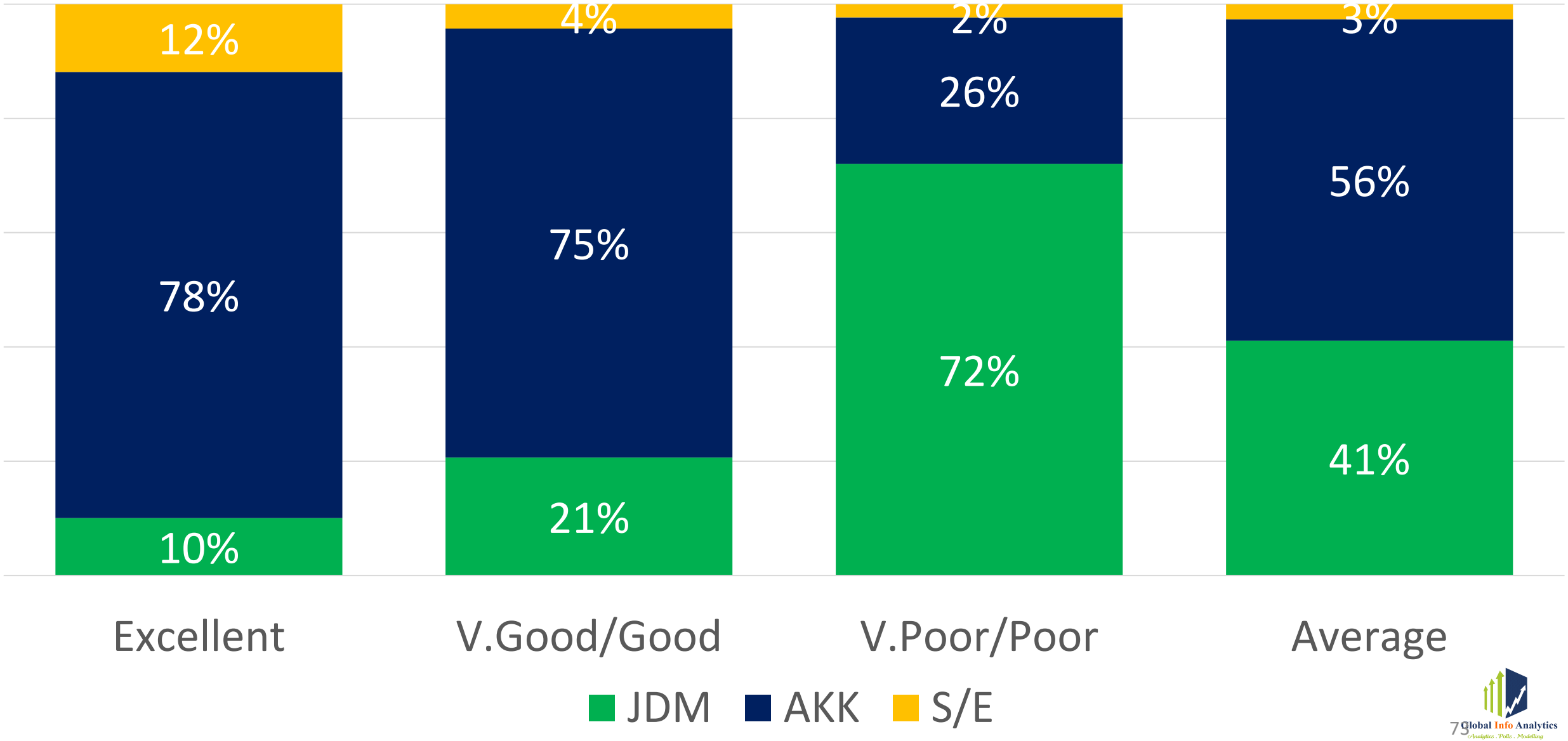
Apr-23 Jul-23

Global Info Analytics
Analytics . Polls . Modelling

Reasons for Choice of Candidate-JMD v AKK

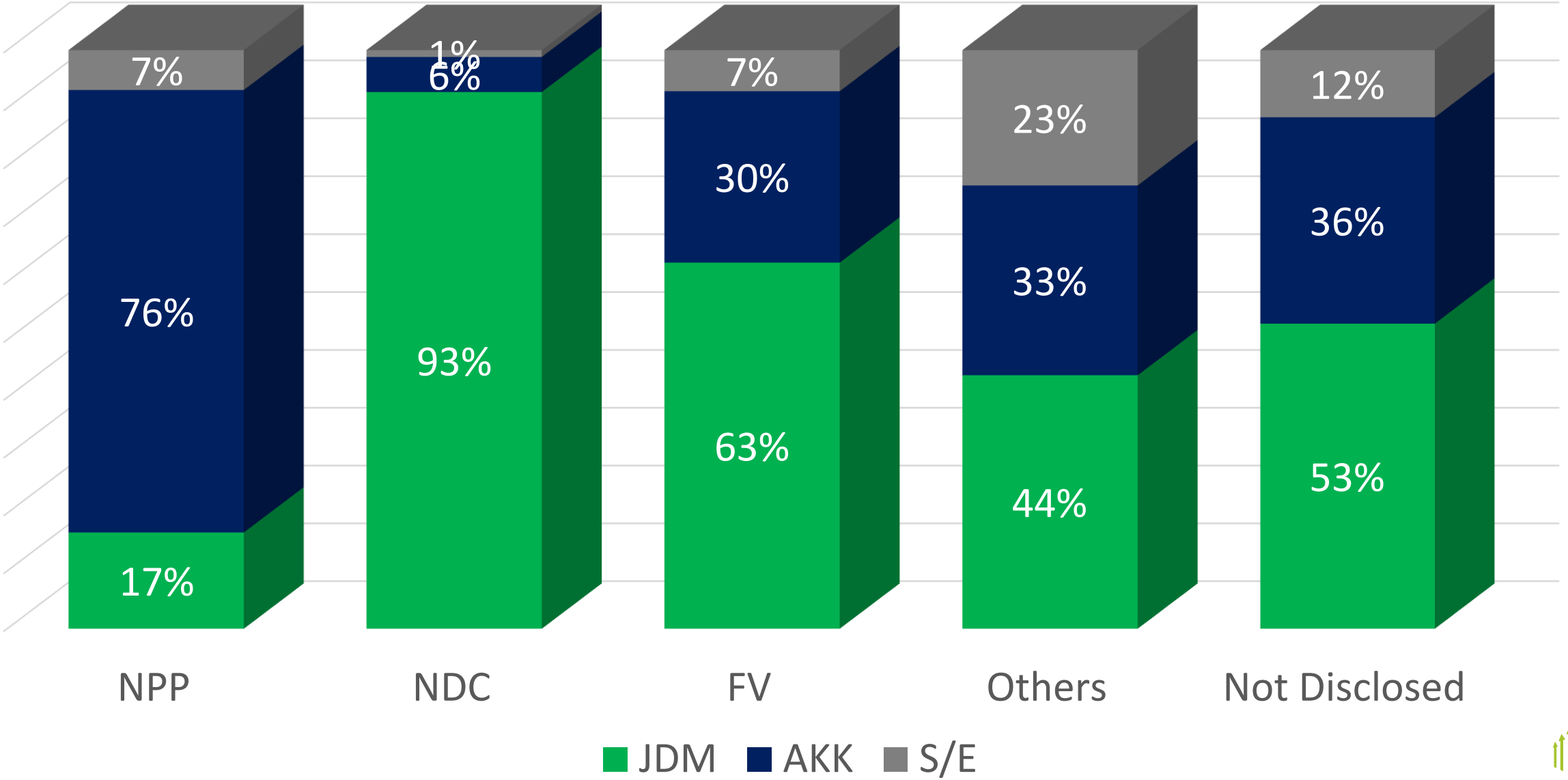


Government Performance-JMD v AKK

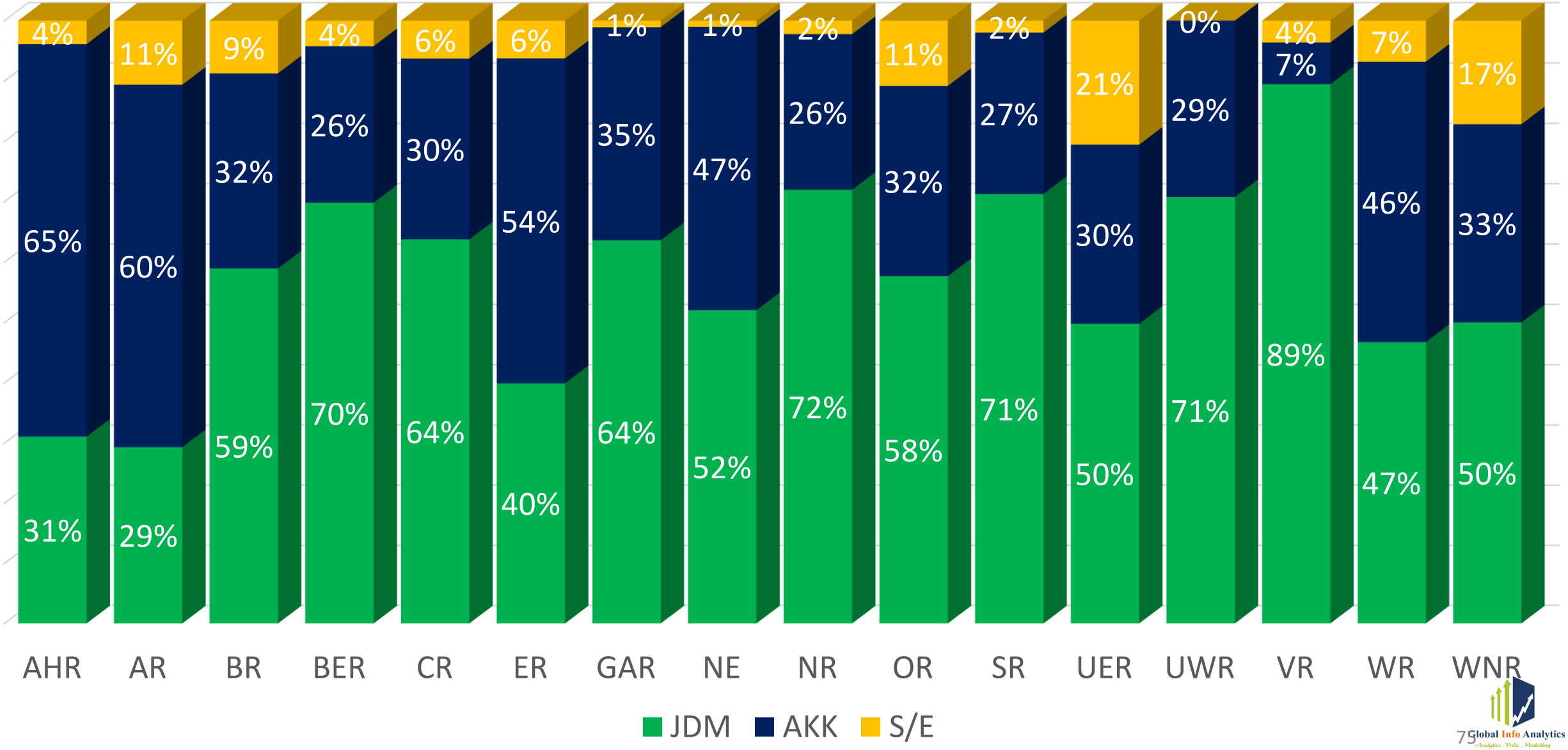


Global Info Analytics
Analytics . Polls . Modelling

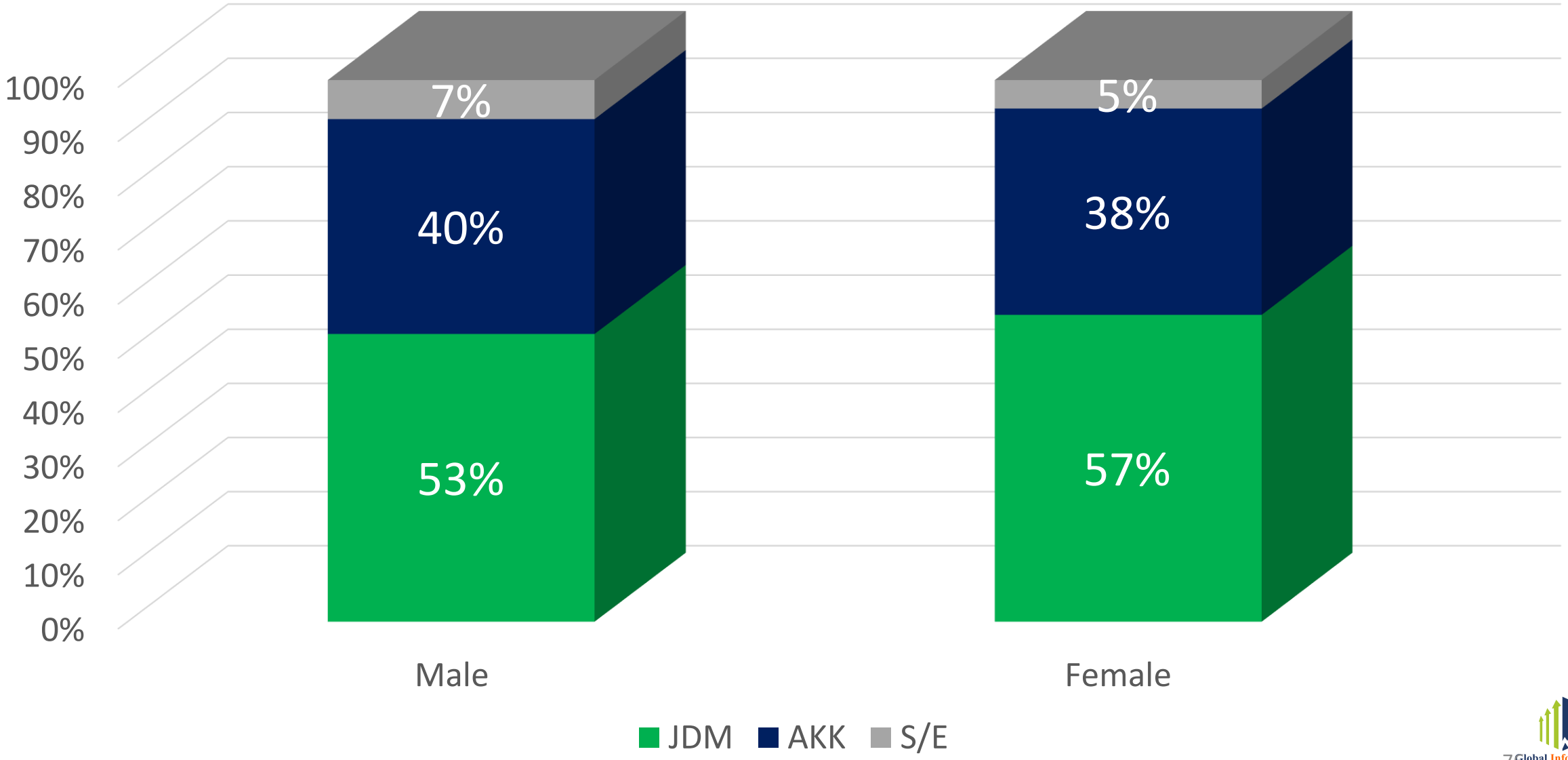
JMD v AKK – Party Affiliation



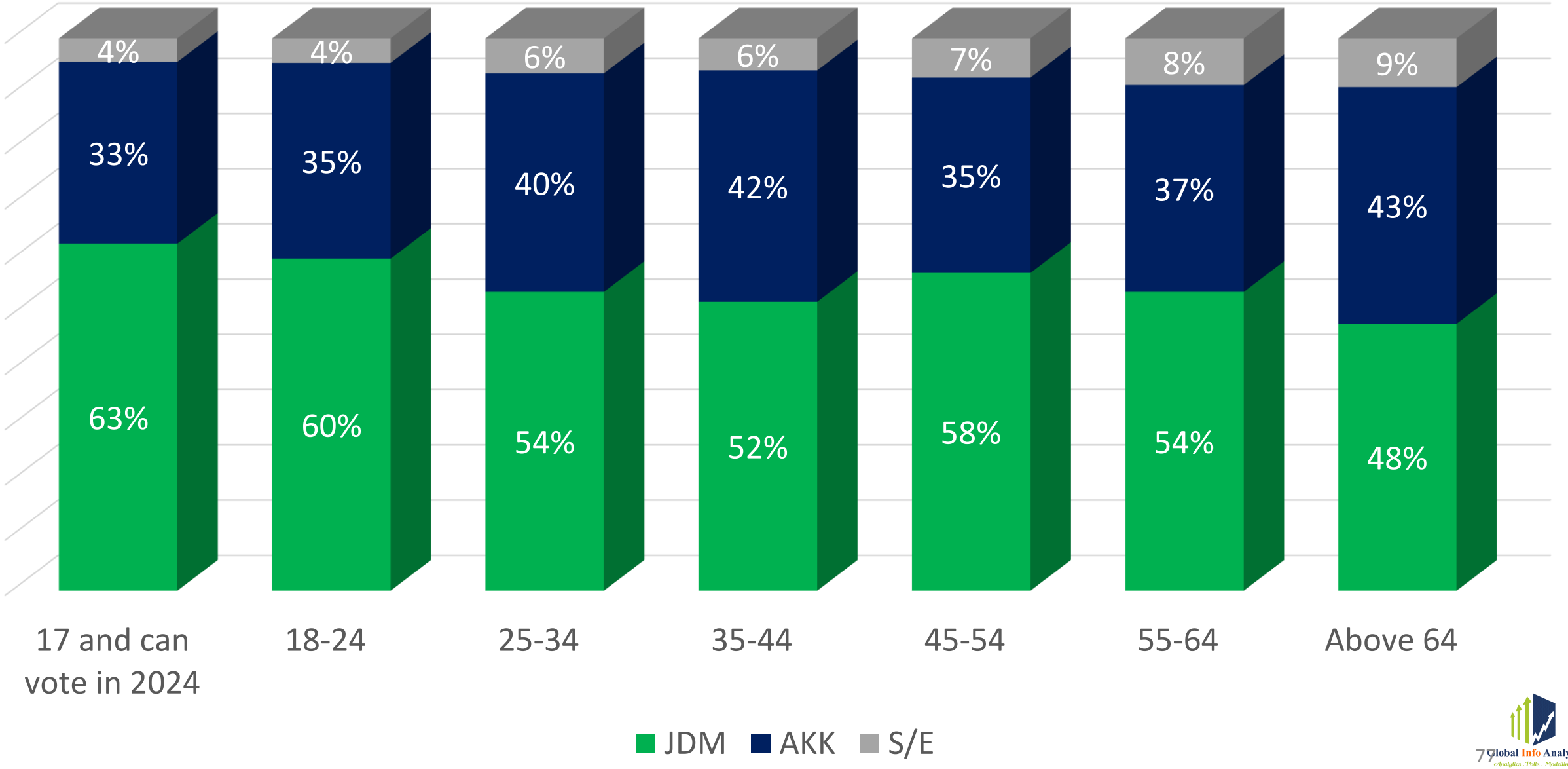
General Election- JDM v AKK - Regions



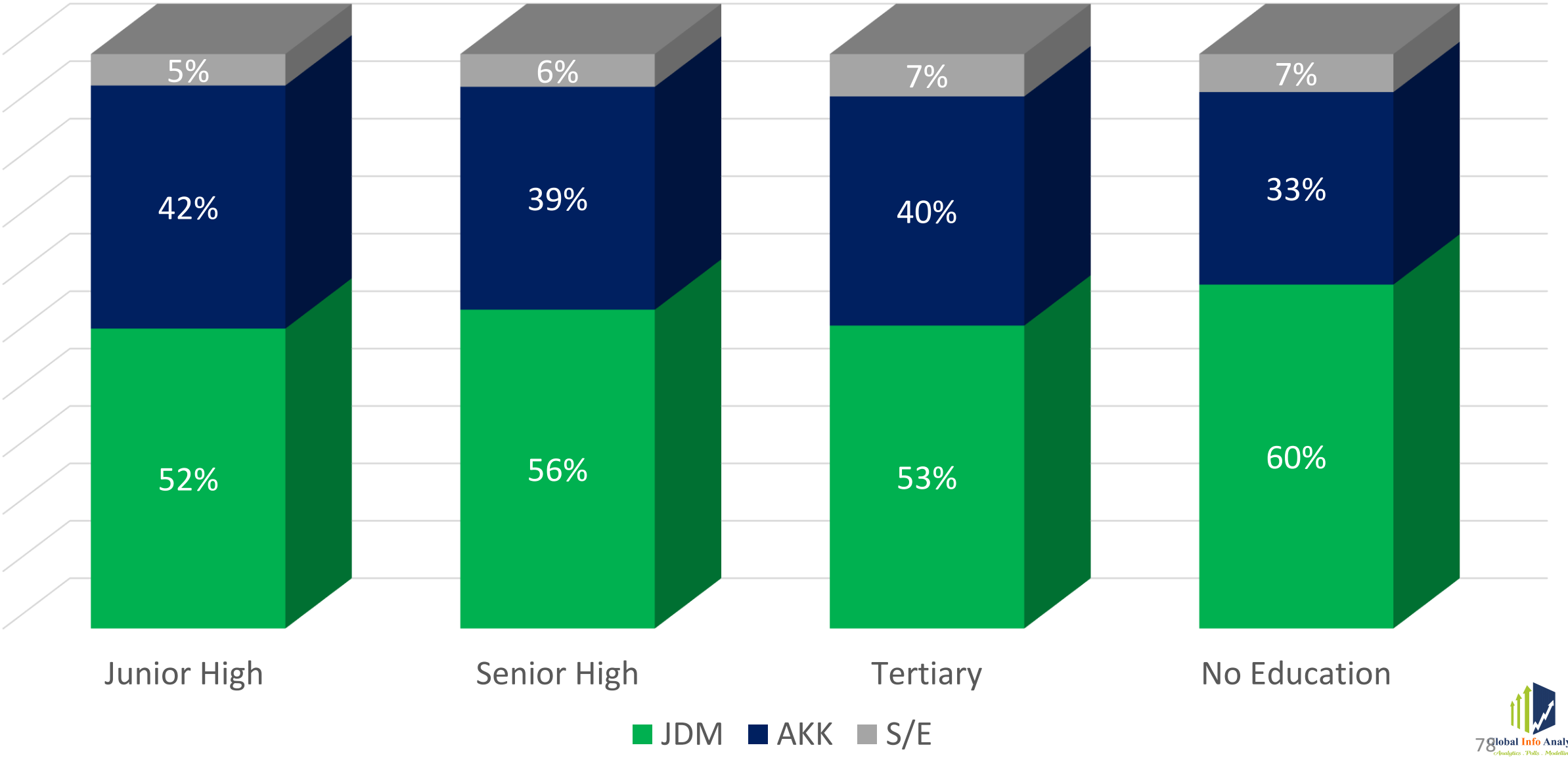
JDM v AKK – Gender



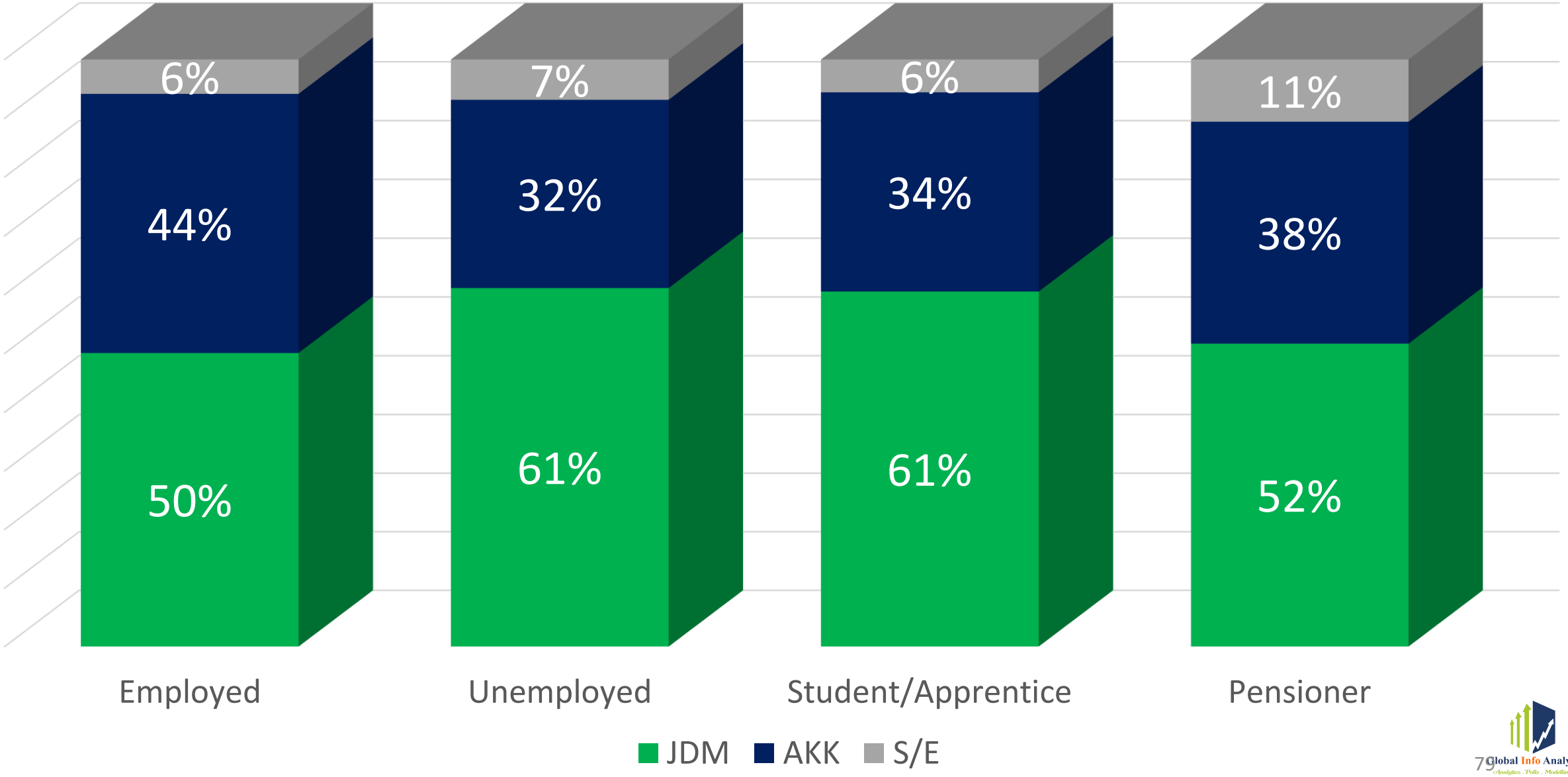
JDM v AKK– Age


4%
33%
63%
4%
35%
60%
6%
40%
54%
6%
42%
52%
7%
35%
58%
8%
37%
54%
9%
43%
48%
17 and can vote in 2024
18-24
25-34
35-44
45-54
55-64
Above 64
JDM
AKK
S/E

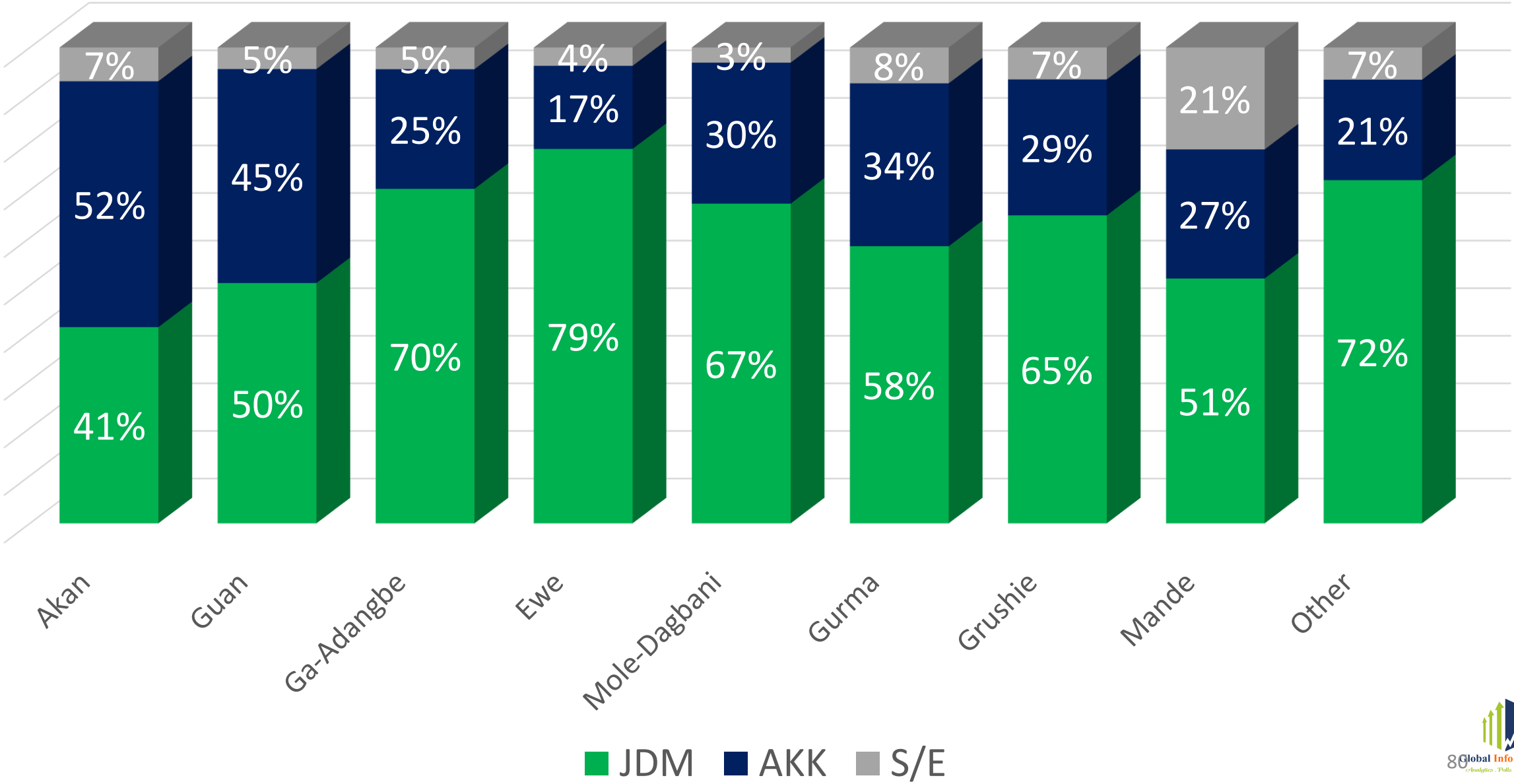
JDM v AKK – Education



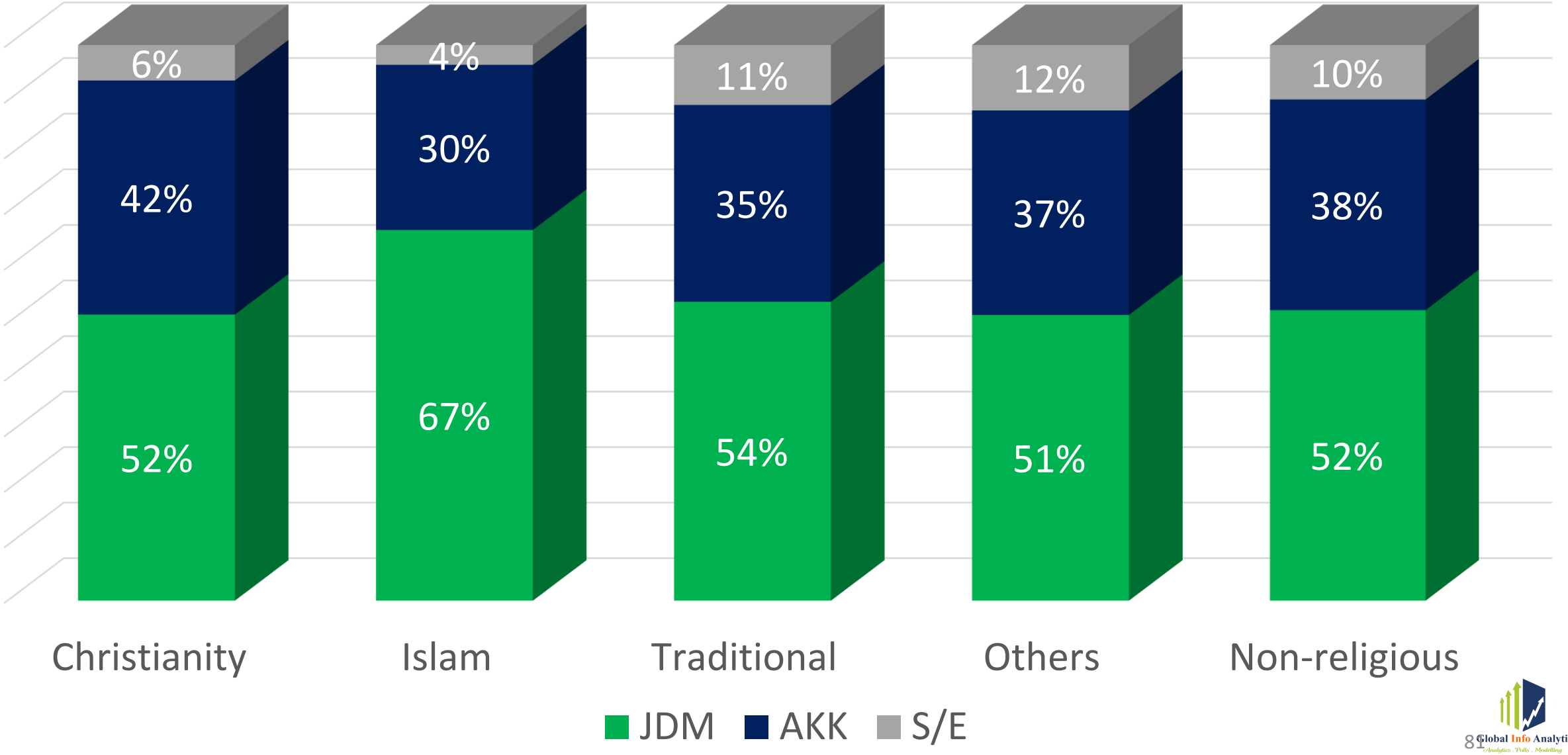
JDM v AKK– Employment Status



JDM v AKK – Ethnicity

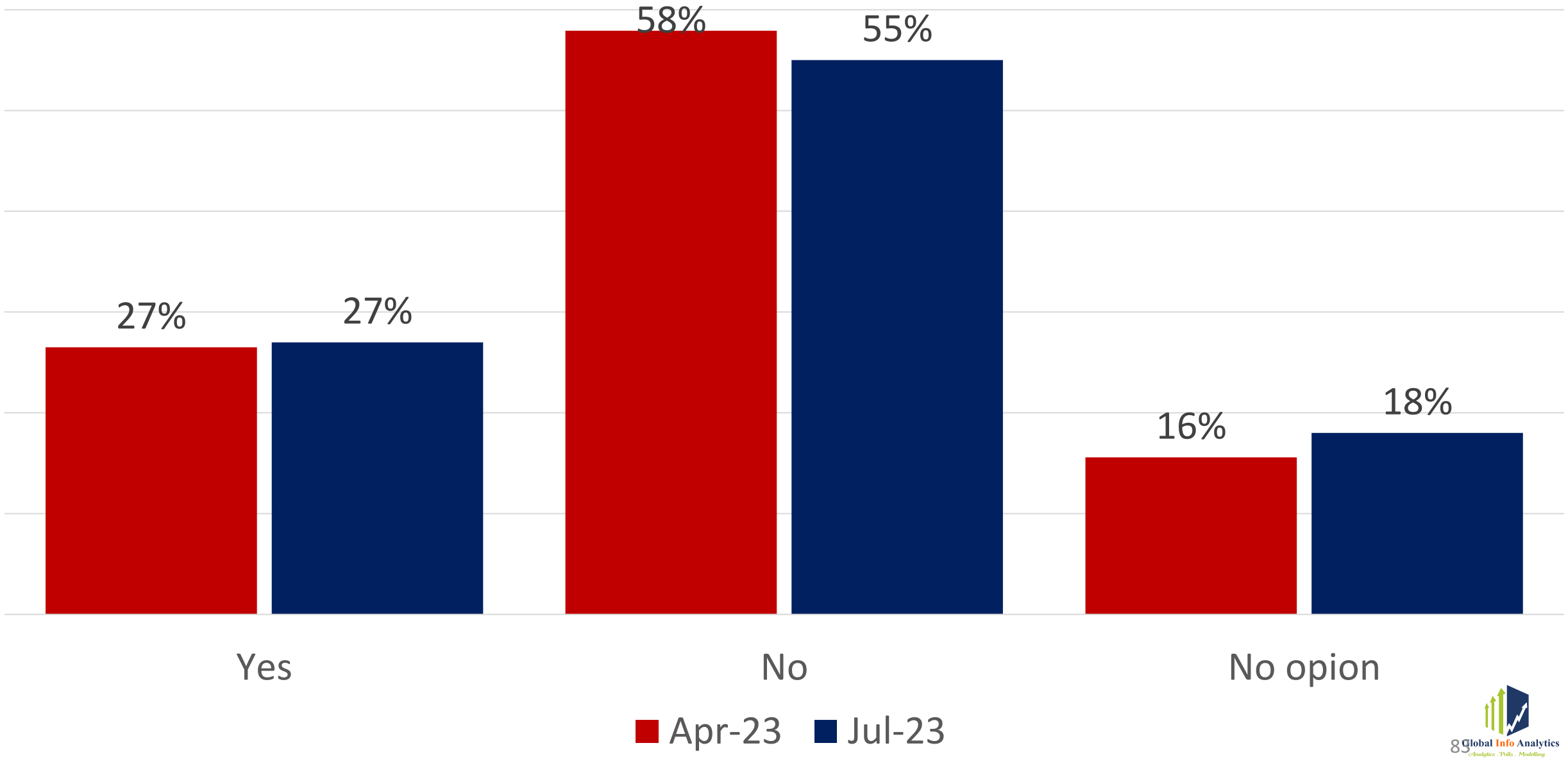


JDM v AKK – Religion

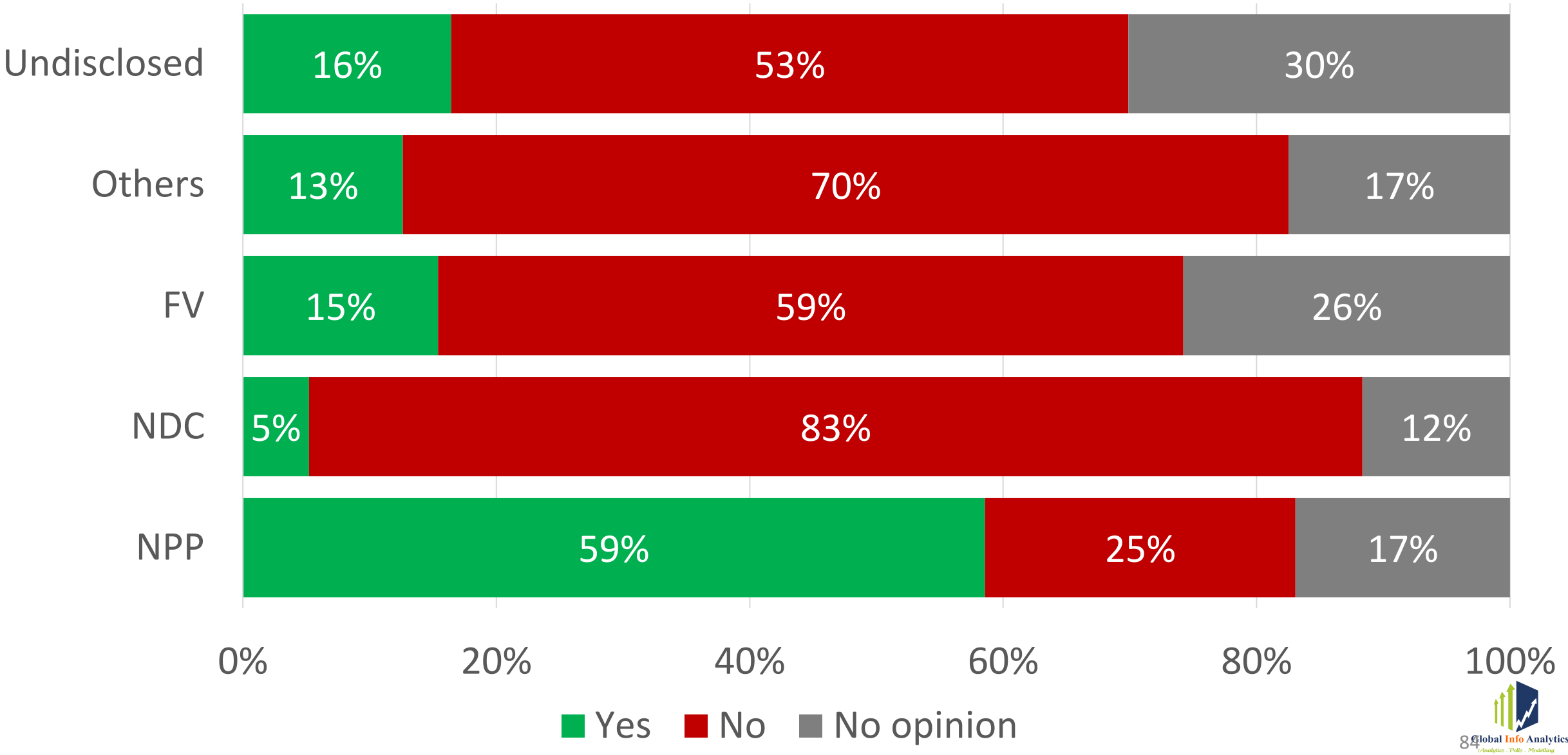


“Breaking the Eight”

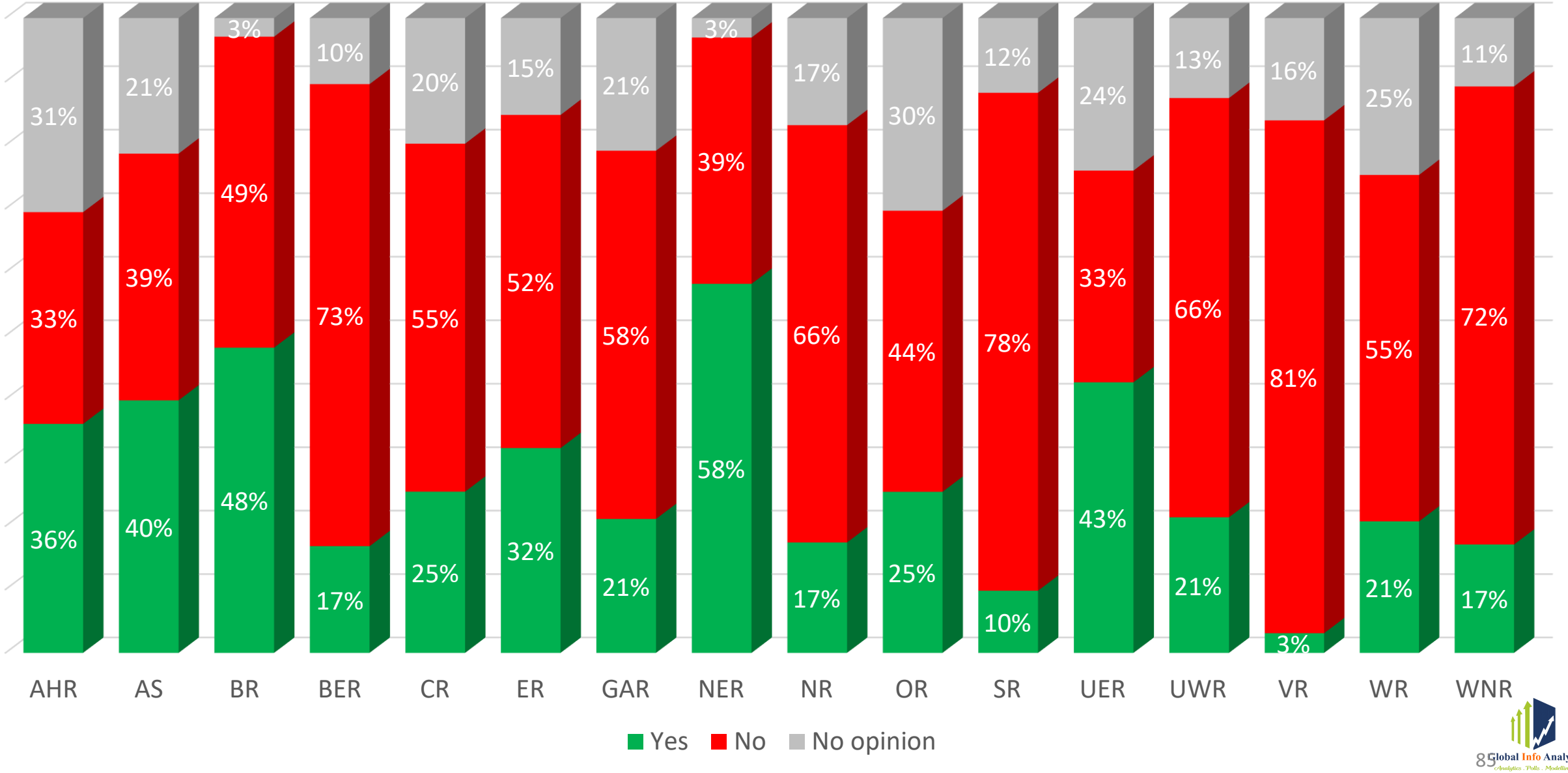
Can the NPP Break the “Eight”?



Can the NPP Break the "Eight"?-Party Affiliation

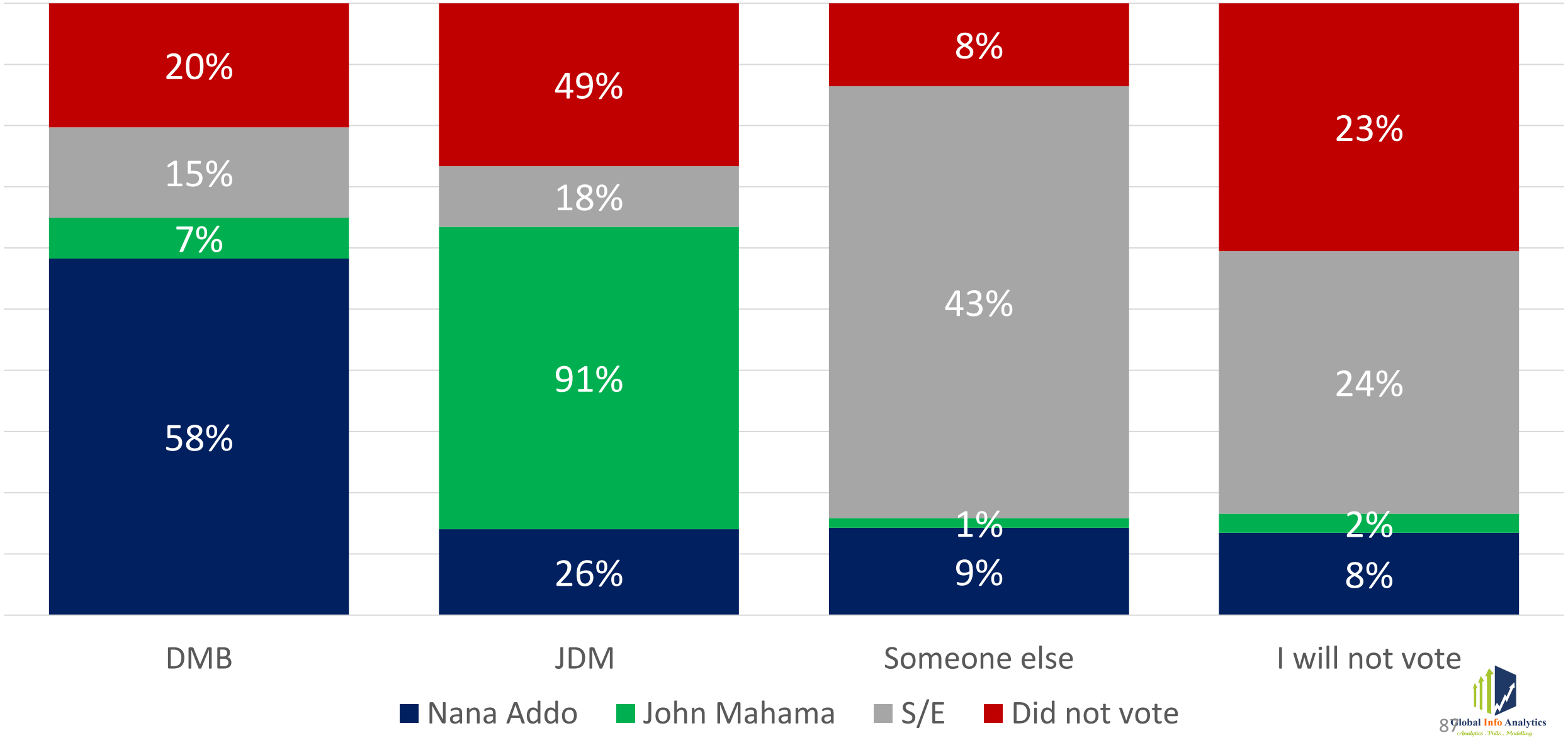


Can the NPP Break the “Eight”?-Region

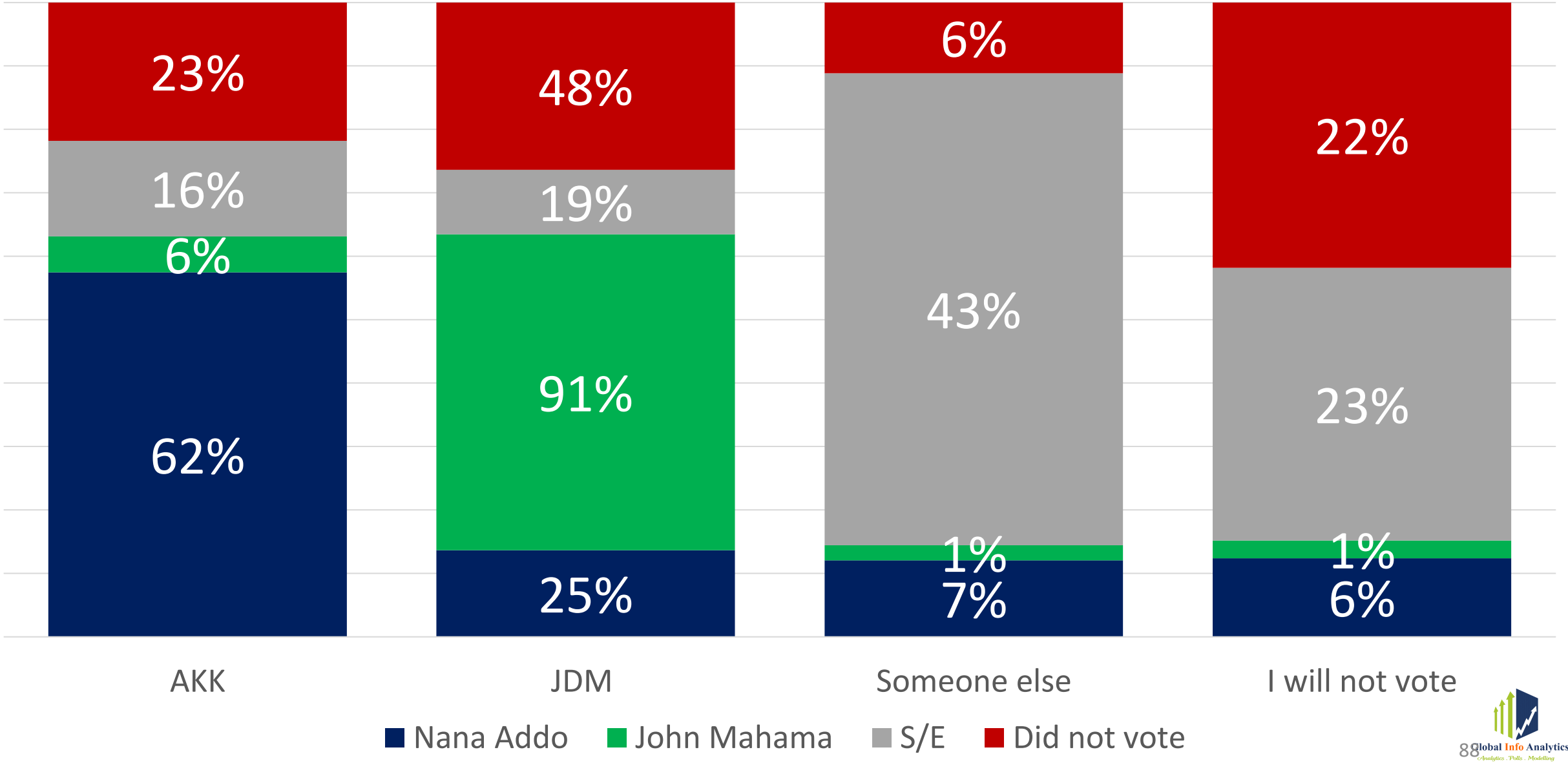


How voters who voted in 2020 intend to vote in 2024

How 2020 Voters intend to vote in 2024- JDM v DMB



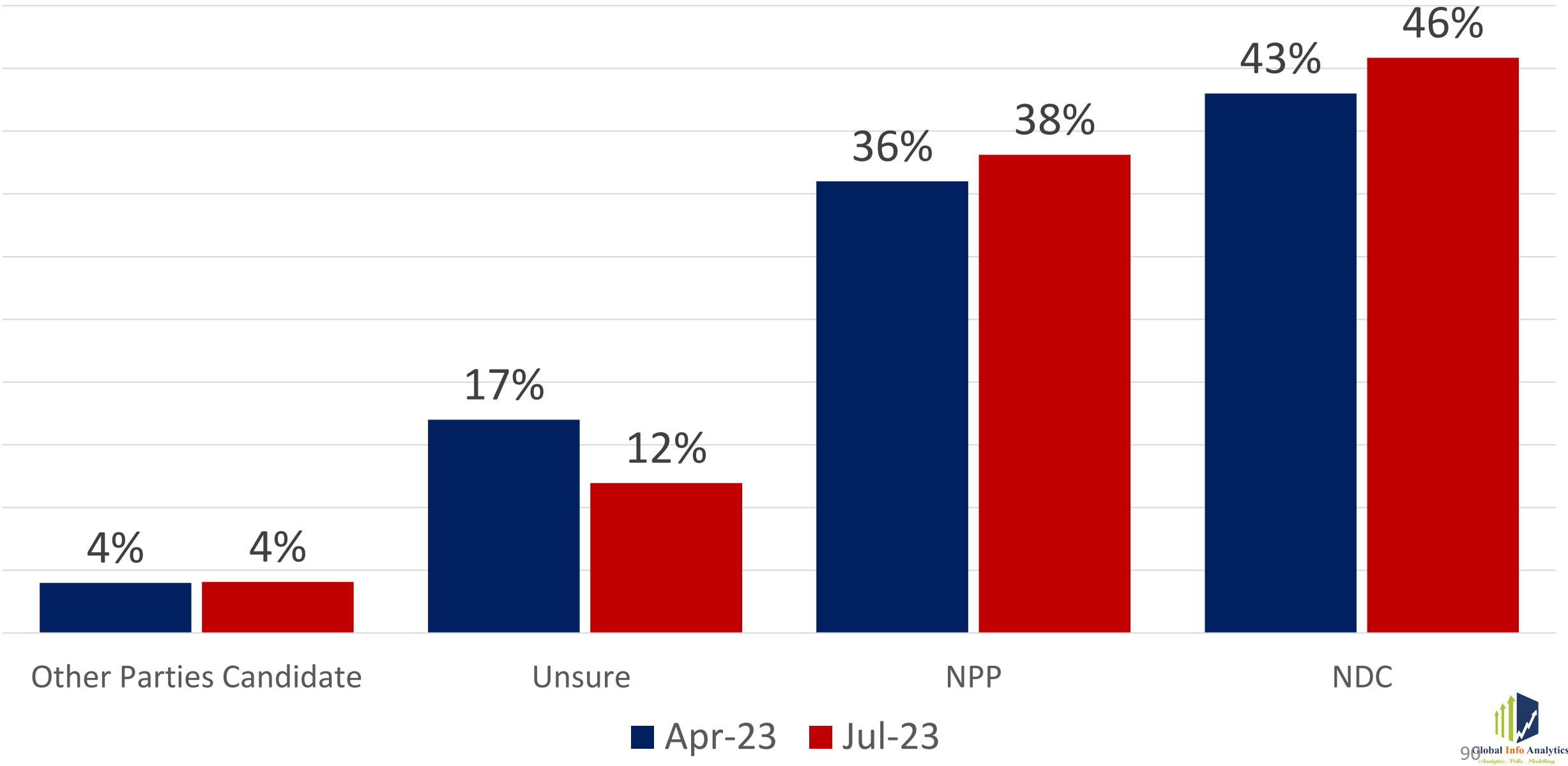
How 2020 Voters intend to vote in 2024- JDM v AKK



Global Info Analytics
Analytics . Polls . Modelling

Parliamentary Majority

Which Party do you intend to vote for in the Parliamentary Elections



Global Info Analytics

Analytics . Polls . Modelling

Mr Mussa K. Dankwah

Head of Global Research

Global InfoAnalytics Limited

Accra, Ghana

Email: Enquiries@globalinfoanalytics.com

http://globalinfoanalytics.com

Contact: +233 265 44 1 450