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**National Opinion Poll  
Governance, Primaries &  
General Elections  
April 12<sup>th</sup>, 2023**



# Methodology & Approach

## Methodology and Approach:

- Sample size: 5,836
- Confidence level: 99 percent and MoE of 1.69percent
- 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 which exclude responses of voters who have indicated they will not vote in the primaries or the general elections in December 2024.
- The poll is cross-sectional.
- Demographic analysis of the results would have a MoE above the overall poll's MoE.
- Respondents were selected randomly from 82 constituencies in all the 16 regions of Ghana.
- Field interviews were conducted between 31<sup>st</sup> March and 9<sup>th</sup> April 2023



# Constituencies covered and Sample Allocation

# Constituencies and Sample Allocation

Region	Constituency	Male	Female	Total
Ahafo	Tano North	28	32	60
Ahafo	Asutifi North	25	23	48
Ashanti	Nhyiaeso	48	37	85
Ashanti	Obuasi East	31	26	57
Ashanti	Nsuta/Kwamang/Beposo	23	21	44
Ashanti	Bekwai	47	39	86
Ashanti	Mampong	36	33	69
Ashanti	Effiduase/Asokore	25	20	45
Ashanti	Afigya Kwabre North	25	17	42
Ashanti	Bosomtwe	47	43	90
Ashanti	Ahafo Ano North	29	25	54
Ashanti	Atwima Kwanwoma	60	64	124
Ashanti	Bosome Freho	22	16	38
Ashanti	Bantama	41	46	87
Ashanti	Kwadaso	50	45	95
Ashanti	Afigya Kwabre South	57	52	109
Bono	Tain	30	22	52
Bono	Sunyani East	50	50	100
Bono	Banda	24	11	35
Bono	Berekum East	23	30	53
Bono_East	Techiman North	37	37	74
Bono_East	Atebubu/Amantin	53	41	94
Bono_East	Sene East	20	14	34
Central	Assin North	34	19	53
Central	Effutu	47	33	80
Central	Awutu Senya West	57	53	110

Region	Constituency	Male	Female	Total
Central	Twifo Atti Morkwa	41	30	71
Central	Assin South	40	31	71
Central	Asikuma/Odoben/Brakwa	56	31	87
Central	Gomoa Central	20	42	62
Eastern	Atiwa East	21	19	40
Eastern	Suhum	37	41	78
Eastern	Mpraeso	27	24	51
Eastern	Abirem	27	22	49
Eastern	Upper Manya Krobo	23	18	41
Eastern	Afram Plains South	21	17	38
Eastern	Akropong	30	42	72
Eastern	Okere	17	19	36
Eastern	Kade	40	33	73
Eastern	Lower Manya Krobo	45	35	80
Greater_Accra	Ayawaso West Wuogon	55	59	114
Greater_Accra	Dome/Kwabanya	107	81	188
Greater_Accra	Ningo Prampram	69	34	103
Greater_Accra	Korle Klottay	55	50	105
Greater_Accra	Ablekuma South	46	48	94
Greater_Accra	Domeabra-Obom	32	25	57
Greater_Accra	Ayawaso Central	48	41	89
Greater_Accra	Ablekuma Central	76	59	135
Greater_Accra	Trobu	80	71	151
Greater_Accra	Amasaman	85	82	167
North_East	Walewale	12	12	24
North_East	Chereponi	38	36	74
Northern	Tamale South	65	65	130
Northern	Saboba	16	14	42
Northern	Mion	28	20	48

# Constituencies Covered

Region	Constituency	Male	Female	Total
Northern	Tolon	41	29	70
Northern	Savelugu	35	30	65
Oti	Nkwanta North	46	19	65
Oti	Krachi East	32	28	60
Savannah	Salaga South	20	8	28
Savannah	Salaga North	47	26	73
Upper_East	Zebilla	31	28	59
Upper_East	Builsa South	11	6	17
Upper_East	Chiana-Paga	24	23	47
Upper_East	Bawku Central	33	22	55
Upper_East	Navrongo Central	31	22	53
Upper_West	Nadowli/Kaleo	32	29	61
Upper_West	Daffiama/Bussie/Issa	15	17	32
Upper_West	Jirapa	36	30	66
Volta	Akatsi North	12	13	25
Volta	Anlo	36	49	85
Volta	Kpando	22	29	51
Volta	Hohoe	36	49	85
Volta	North Tongu	40	47	87
Western	Shama	33	39	72
Western	Amenfi Central	41	38	79
Western	Jomoro	46	42	88
Western	Ellembele	41	41	82
Western	Essikadu-Ketan	44	40	84
Western_North	Bodi	22	19	41
Western_North	Suaman	13	11	24
Western_North	Sefwi Wiawso	45	49	94
	<b>Total</b>			<b>5,836</b>





# Executive Summary



# EXECUTIVE SUMMARY

- ❑ A new national poll released by Global InfoAnalytics for the month of April 2023 shows the president's job approval rating taking a nose dive after making a recovery in January 2023. The poll shows 65 percent of voters disapproving his performance, up from 59 percent in January, while 29 percent approve of his performance, down from 32 percent. 58 percent of NPP supporters approve the president's performance and 38 percent disapprove. For the NDC, 11 percent approved his job performance whilst 86 percent disapproved his performance. Additionally, 15 percent of floating voters approved of his performance compared to 77 percent who disapproved his performance.
- ❑ 71 percent of voters believed Ghana is headed in the wrong direction, unchanged from January 2023 poll. 19 percent believed it is headed in the right direction and a further 10 percent did not have opinion.
- ❑ For the NPP primaries, the poll shows Hon. Kennedy Ohene Agyapong (KOA) surging among general voters but not enough to overtake Hon Alan Kwadwo Kyeremanten (AKK) and H.E. Mahamudu Bawumia (DMB) in the race to lead the NPP into the 2024 elections.
- ❑ KOA now attracts 23 percent of votes when voters were asked to indicate their preference for the NPP leadership. AKK stills leads DMB, 30 percent to 29 percent among all voters. However, among NPP affiliates, DMB still has slender lead over AKK. DMB now attracts 39 percent of NPP votes, AKK attracts 37 percent and KOA, 23 percent.



# EXECUTIVE SUMMARY

- ❑ However, in the event of runoff, the poll shows AKK leading DMB 57 percent to 43 percent among all voters and by 53 percent to 47 percent among NPP voters.
- ❑ For the NDC race, H.E. John Dramani Mahama (JDM) is set to clinch his party's nomination when polls open on 13<sup>th</sup> May 2023 as he leads his closest rivals Dr Kwabena Duffuor (DKD) 75 percent to 17 percent with Hon Kojo Bonsu in distance third with 8 percent of the votes. However, among NDC affiliates, John Mahama leads Dr Duffuor 93 percent to 4 percent and Kojo Bonsu(KB) with 3 percent.
- ❑ For the general elections, JDM leads all the NPP frontrunners. JDM leads AKK 54 percent to 40 percent with further 6 percent intend to vote for someone else. JDM also leads DMB 55 percent to 38 percent; 7 percent intend to vote for someone else.
- ❑ KOA is currently very competitive against JDM in what could be termed a meteoric rise in the poll. KOA now trails JDM 38 percent to 55 percent with 7 percent intending to vote someone else. In January, KOA trailed JDM by 31 percent to 63 percentage.

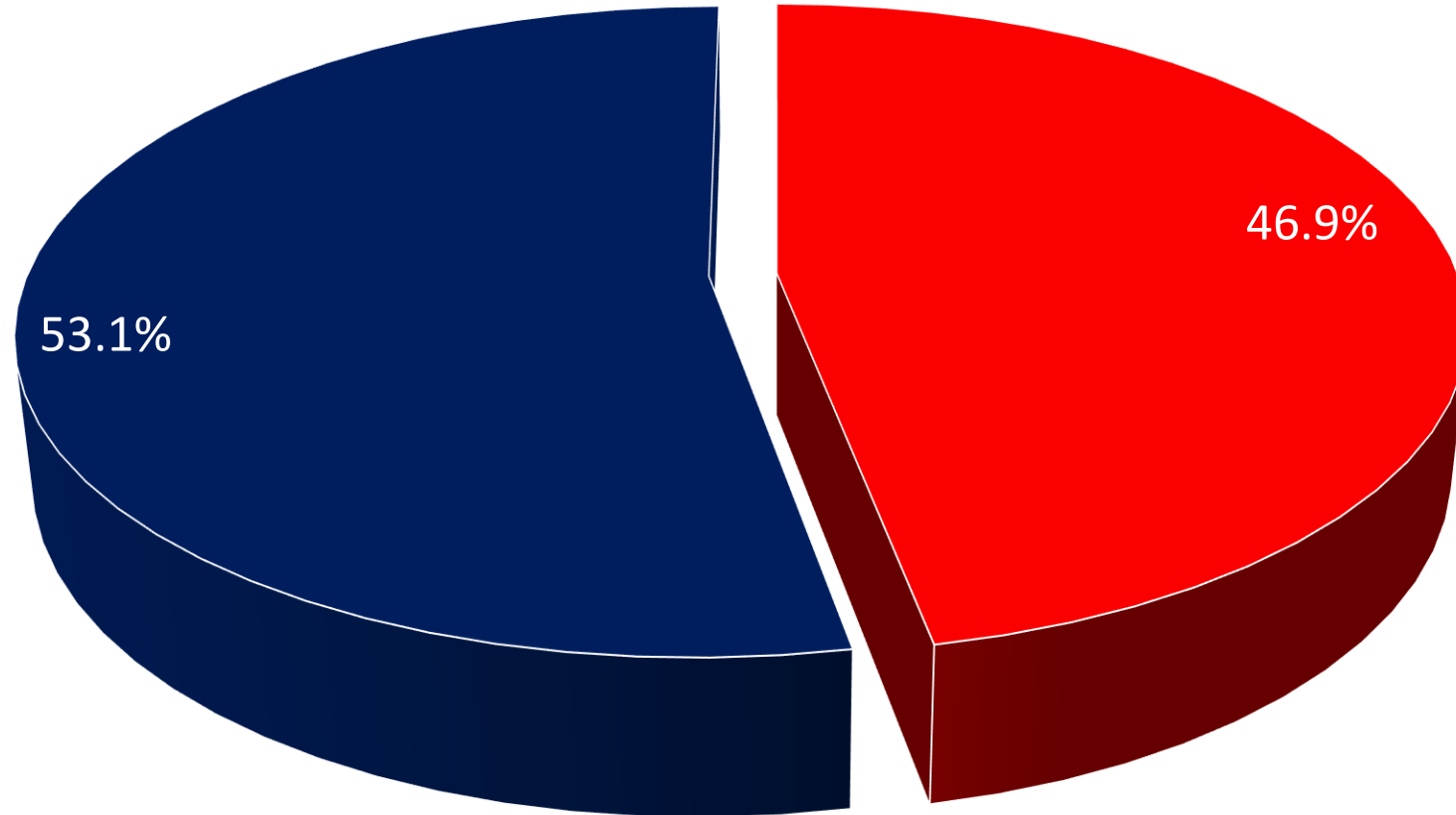
# EXECUTIVE SUMMARY

- ❑ On the question of whether the NPP can “break-the-eight”, 27 percent of voters believed the party can “break-the-eight” while 58 percent said they can’t, and 15 percent have no opinion.
- ❑ The NDC is predicted to have a majority in the next parliament if elections were held today, according the generic parliamentary poll. Approximately 43 percent of voters intend to vote for NDC parliamentary candidates in the upcoming general elections compared to 36 percent who indicated they intend to vote for NPP candidates.
- ❑ In what could be a challenge for the governing NPP which has 137 members of parliament, the poll revealed that 13 percent of NPP supporters intend to vote for NDC parliamentary candidates in December 2024 compared to 5 percent for the NDC. 17 percent of NPP supporters are unsure if they will vote for their candidates compared to 7 percent for the NDC.
- ❑ Less than half of voters support the NDC MPs decision to approve the president’s ministerial nominees against their party directives as 45 percent supported the approval compared to 33% who opposed the decision.
- ❑ Voters were however supportive of the decision of the NDC party to change the leadership in parliament. 42 percent support the changes compared to 29 percent who did not support and further 29% expressed no opinion about the decision. Surprisingly, there is cross-party support the decision to change the leadership as 40 percent of NPP affiliates, 49 percent of NDC and 41 percent of Floating Voters support the changes.



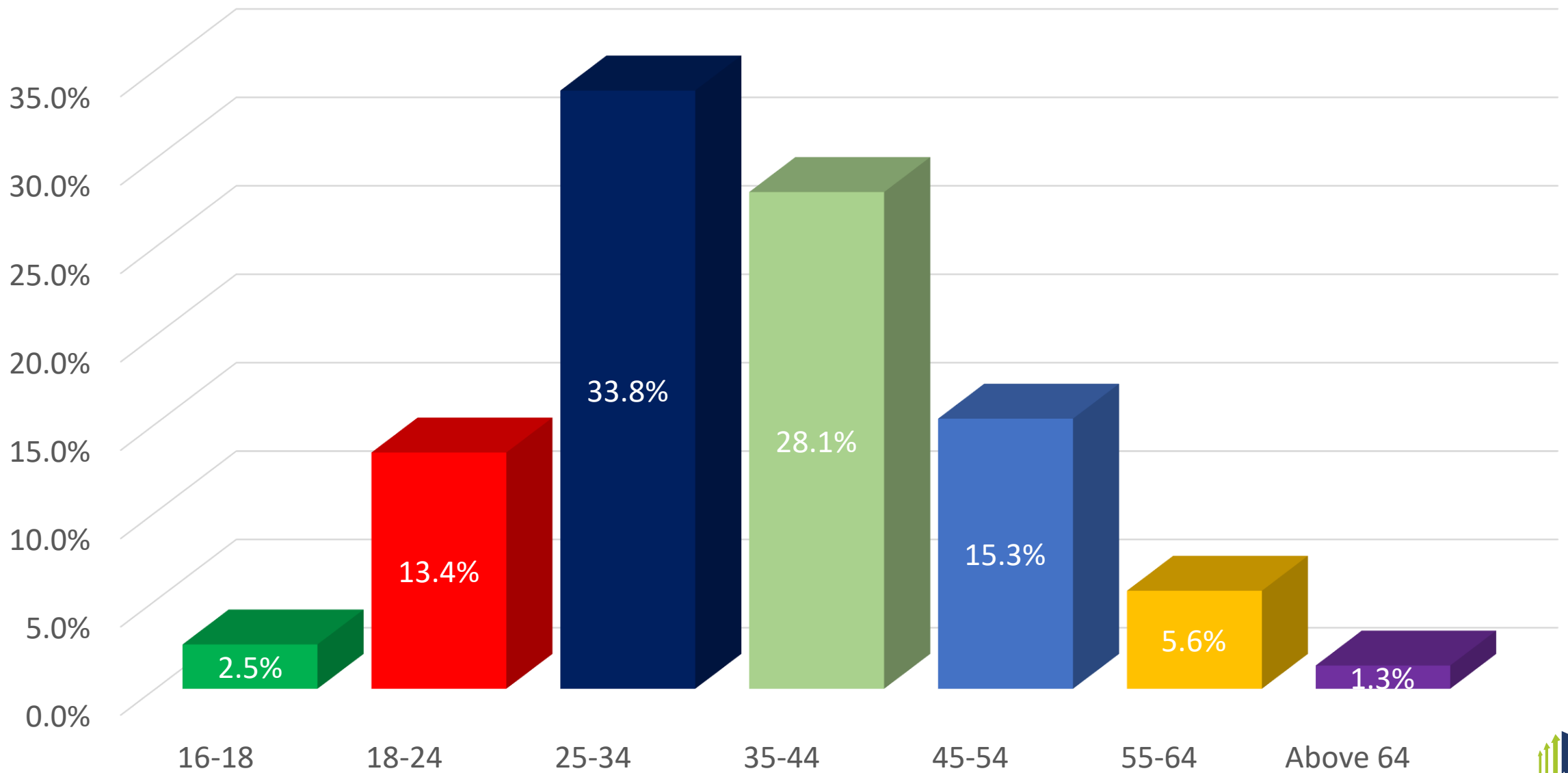
# Demographics

# Gender

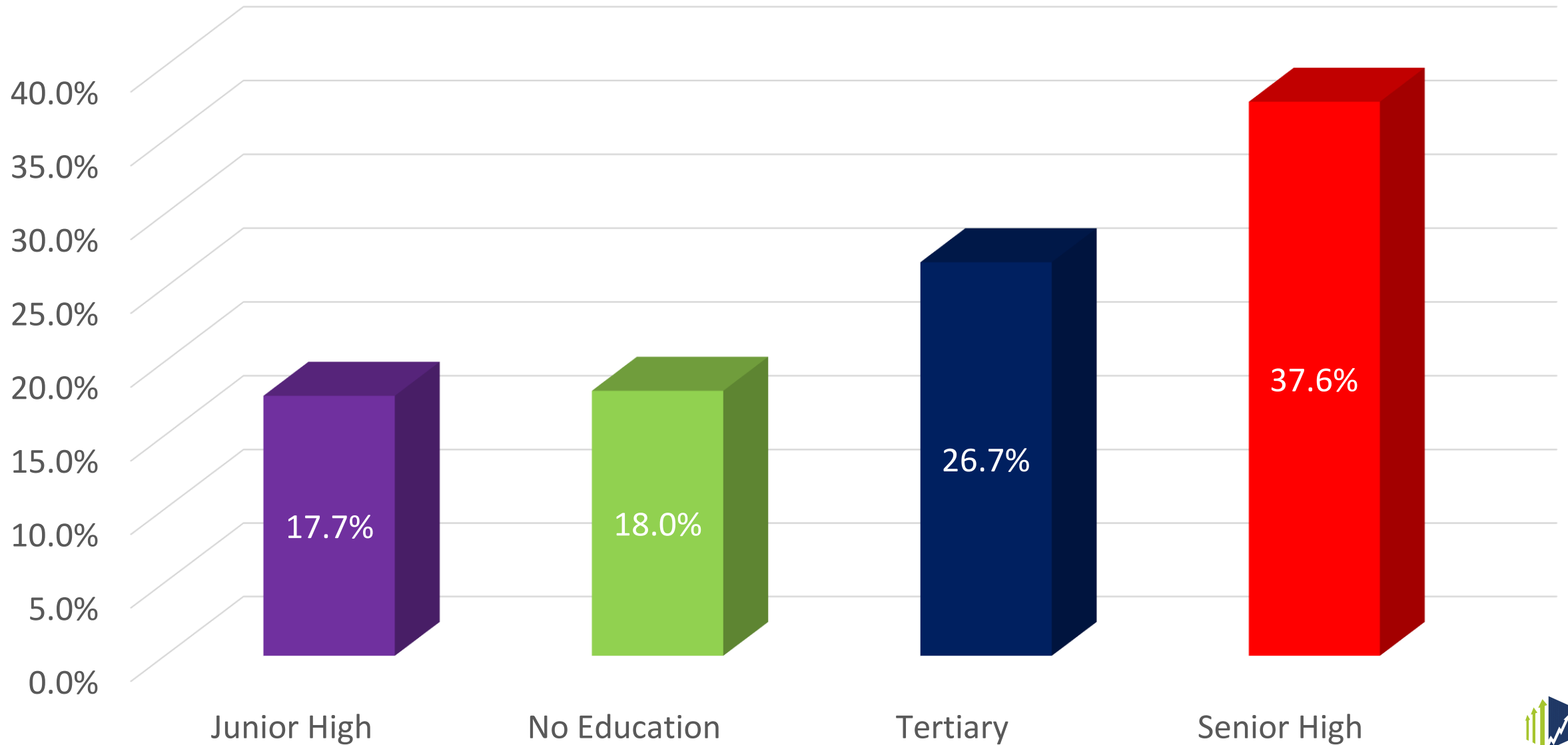


■ Female ■ Male

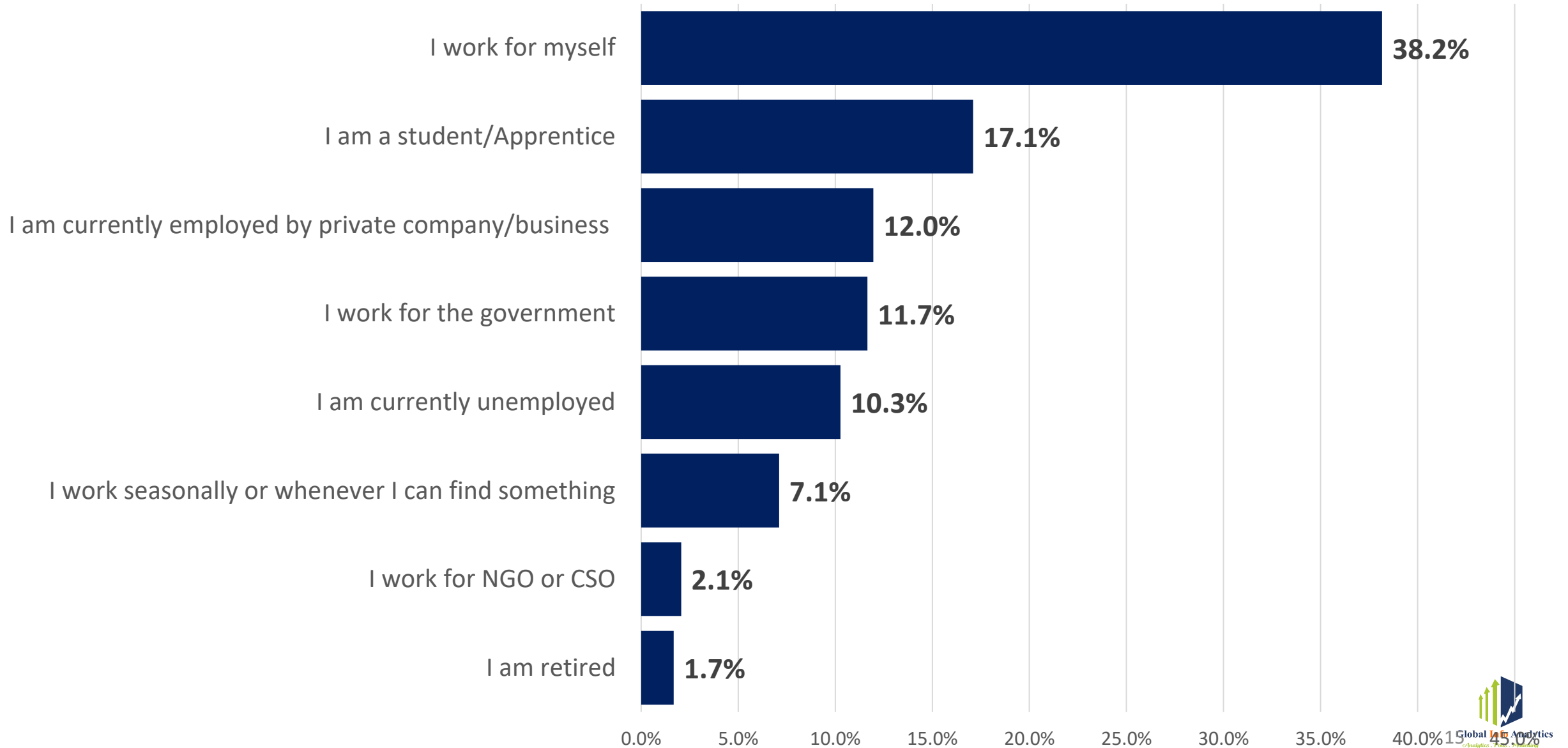
# Age Group



# Education

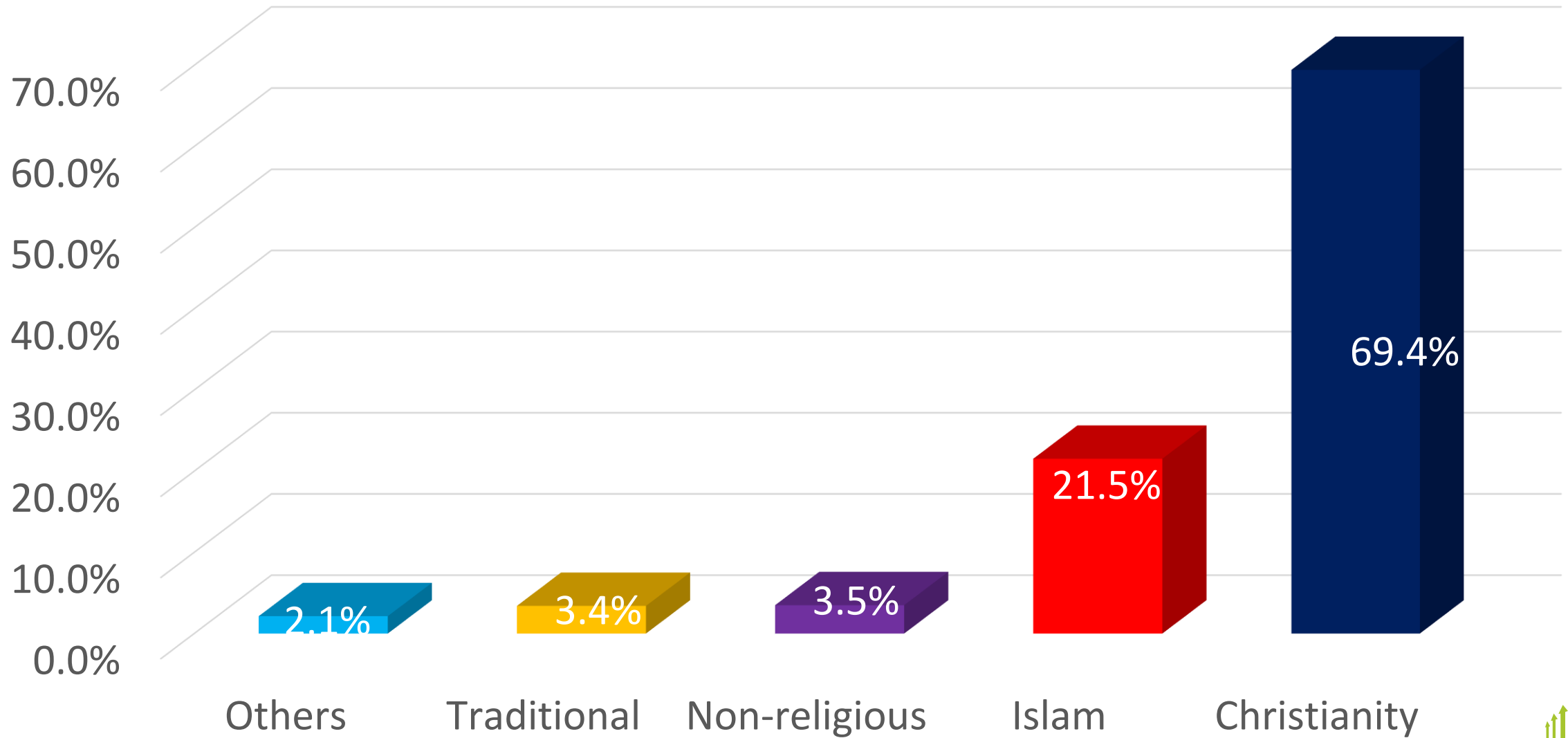


# Employment Status

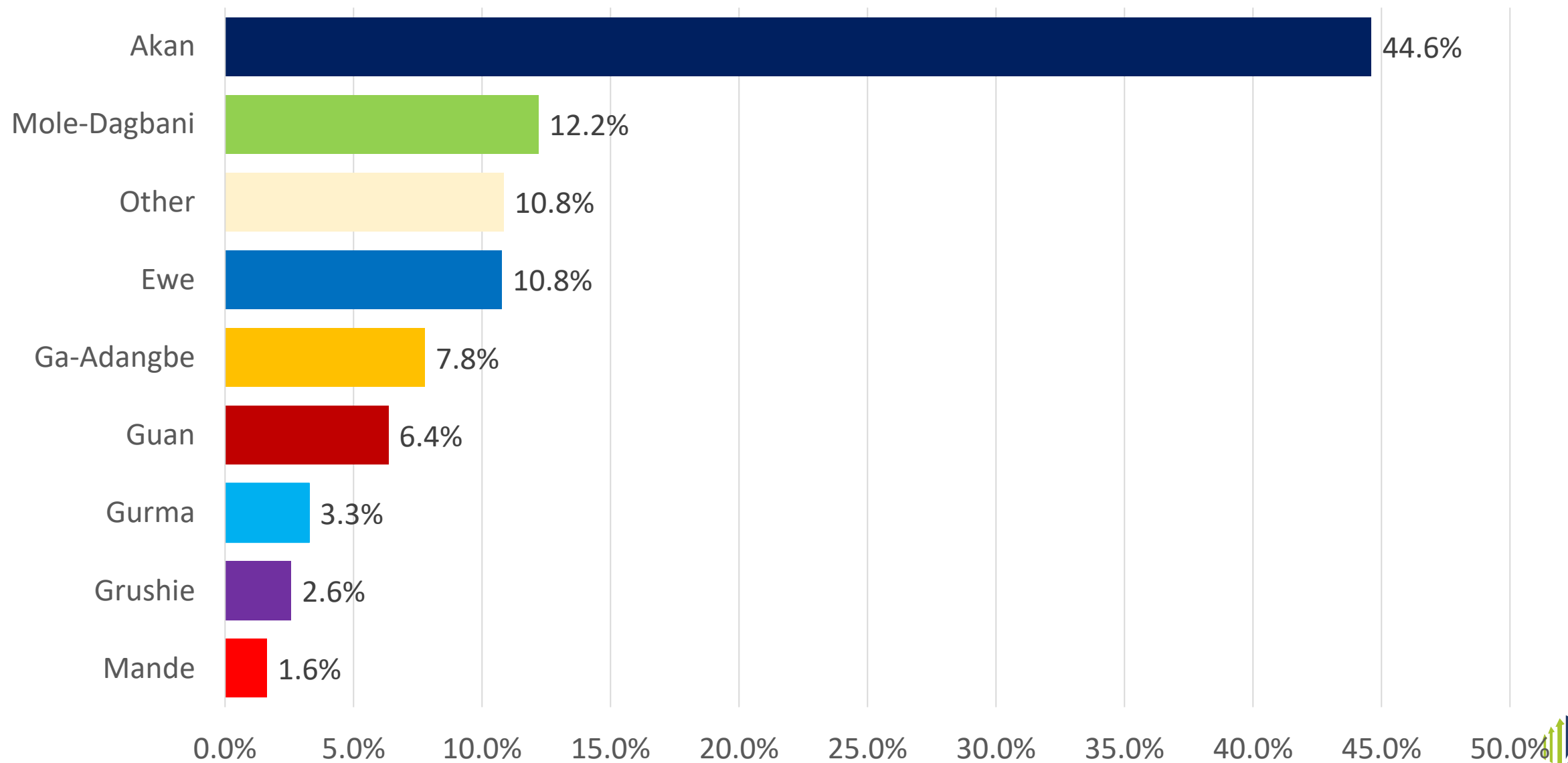




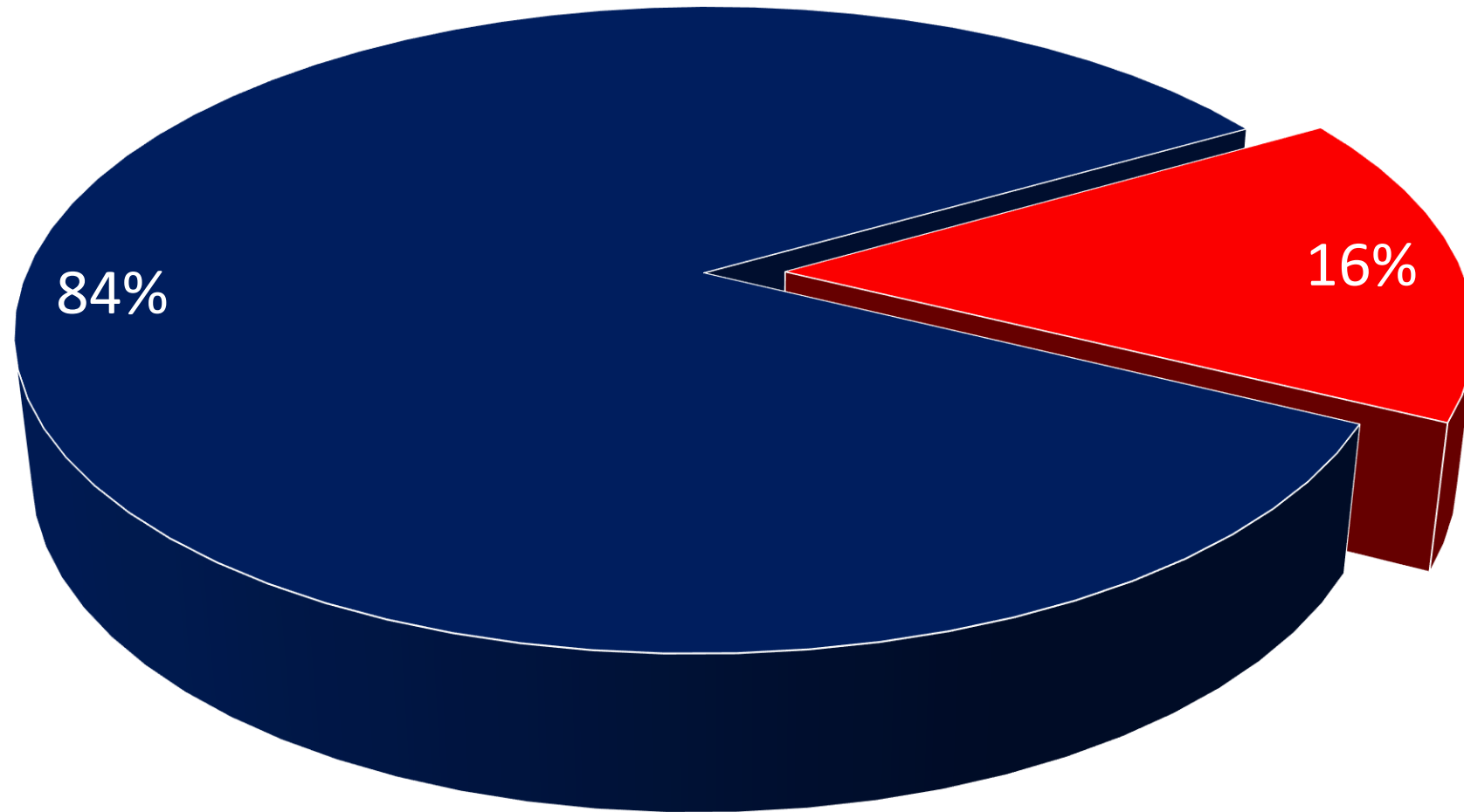
# Religion



# Ethnic Groups

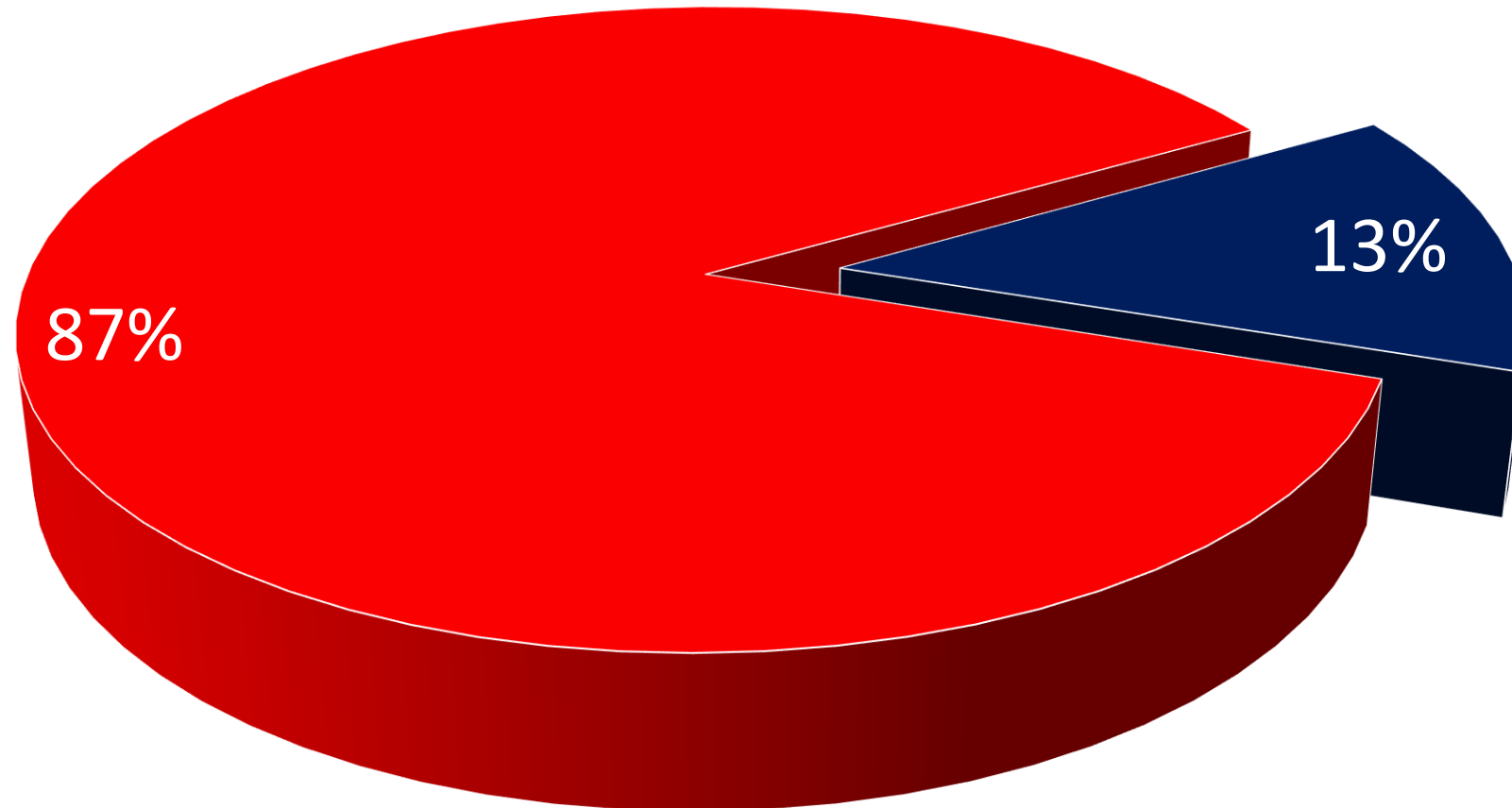


# Registered v Unregistered Voters



■ No ■ Yes

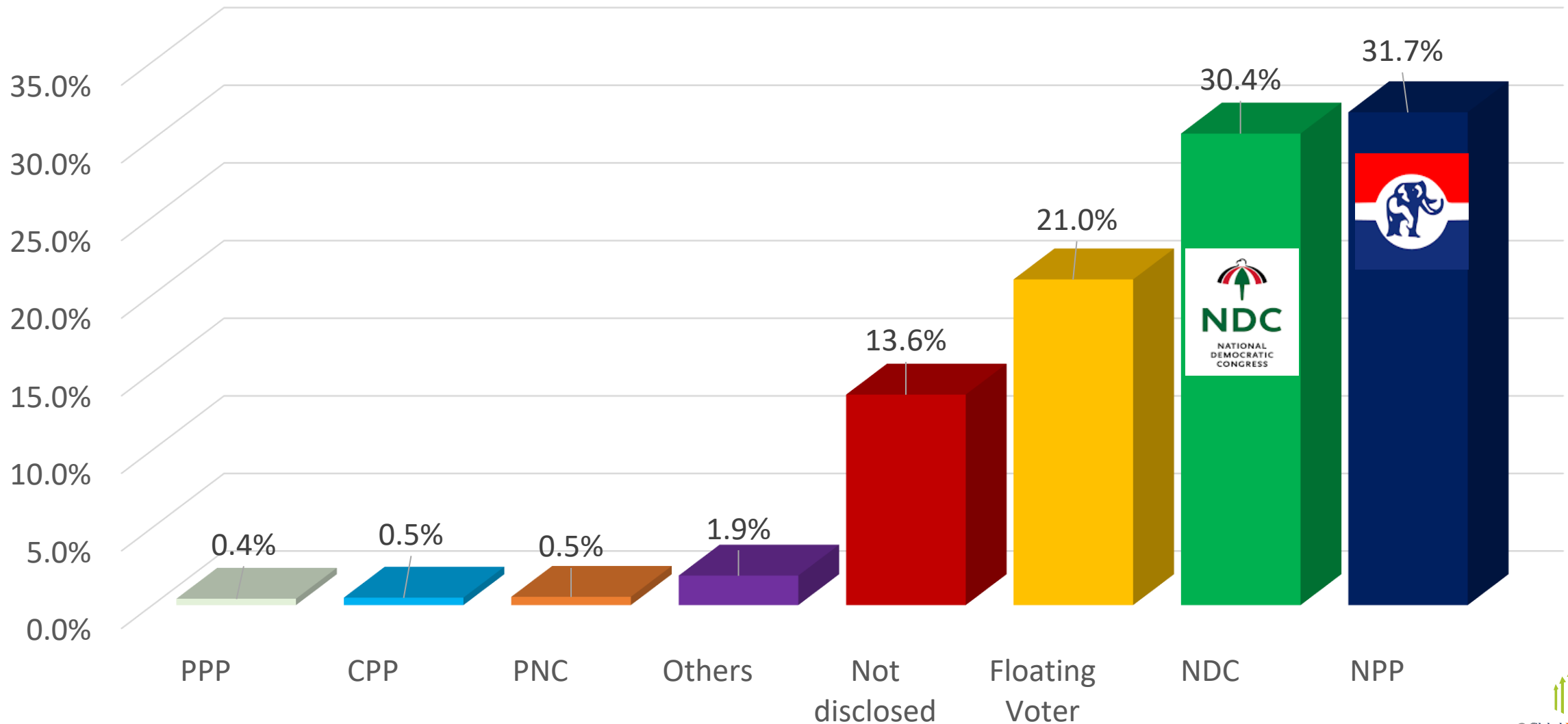
# First-Time Voters



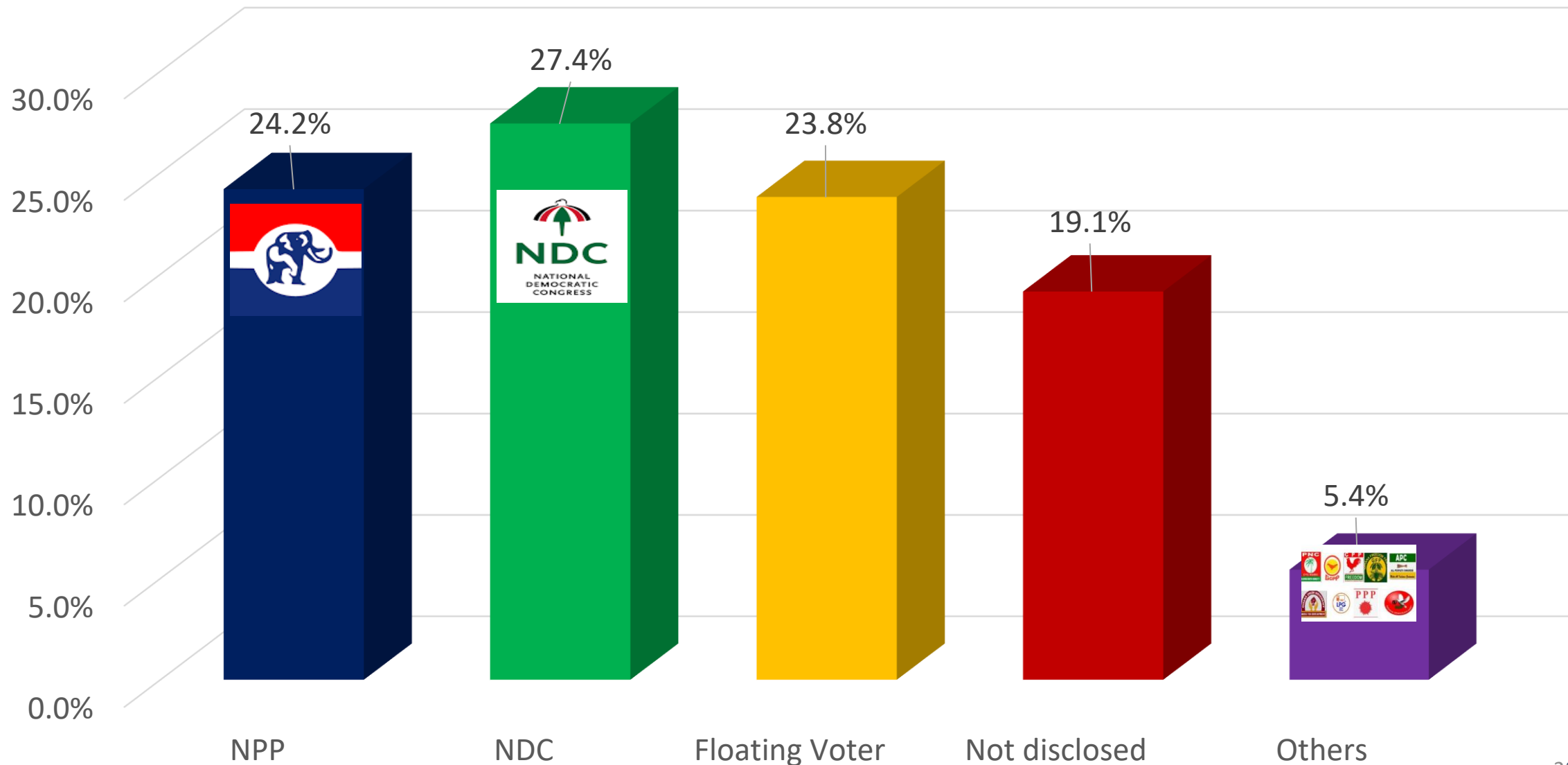
■ Yes ■ No

# Party Affiliations

Party Affiliations



# Party Affiliations- First-Time Voters

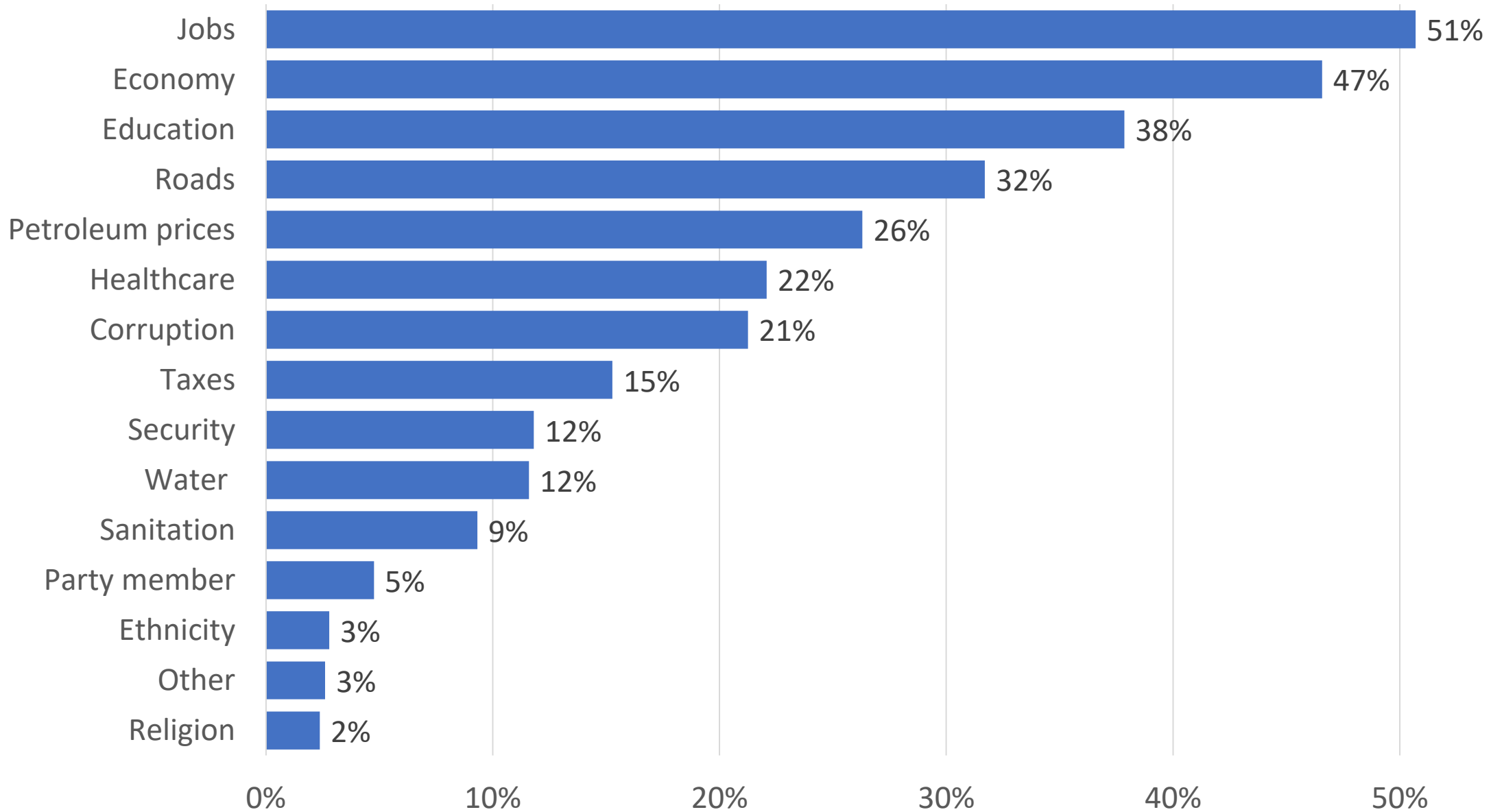




# Key Issues for voters



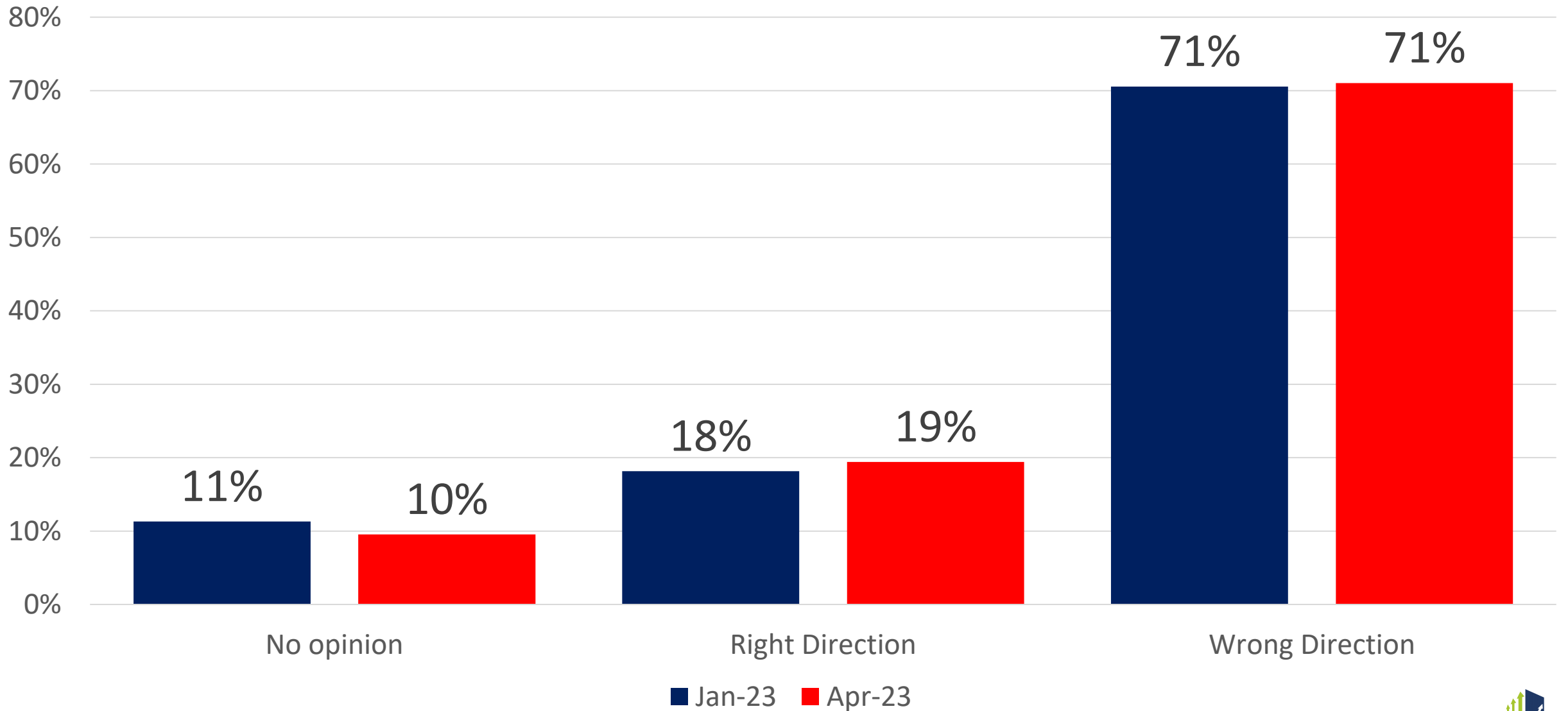
# Key Issues Voters will Consider before Choosing a Candidate



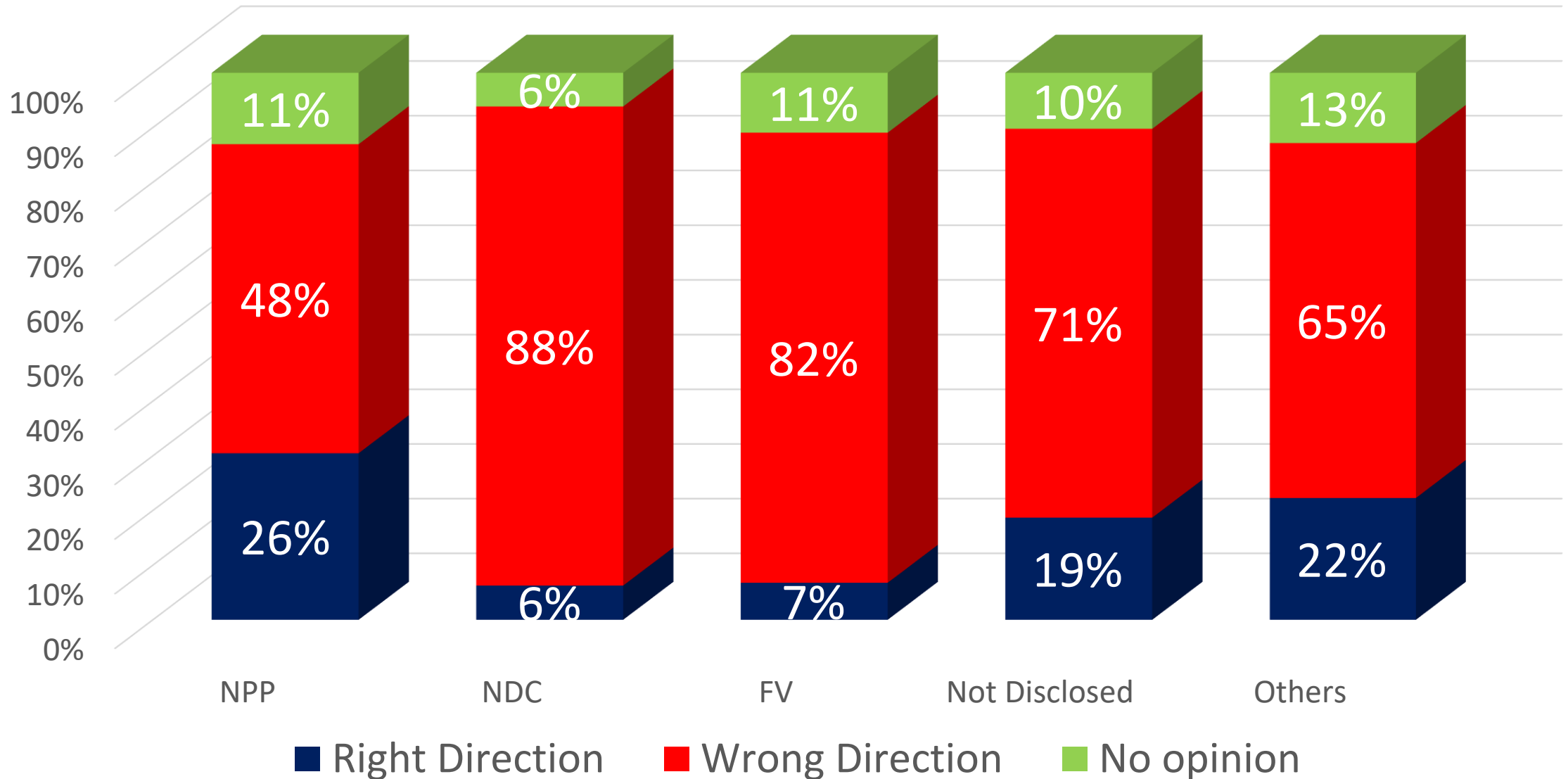


# Direction of the country

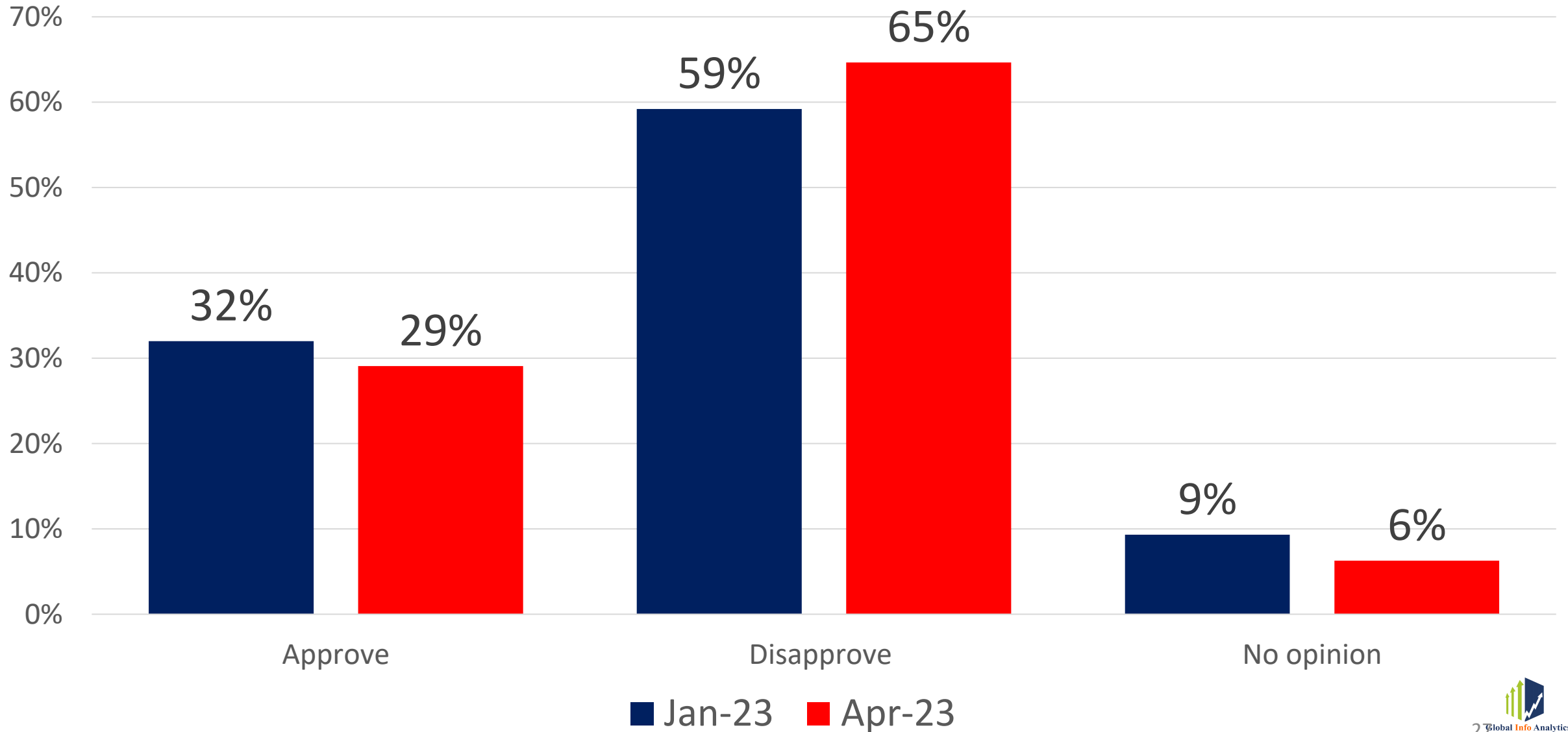
# Direction of the country



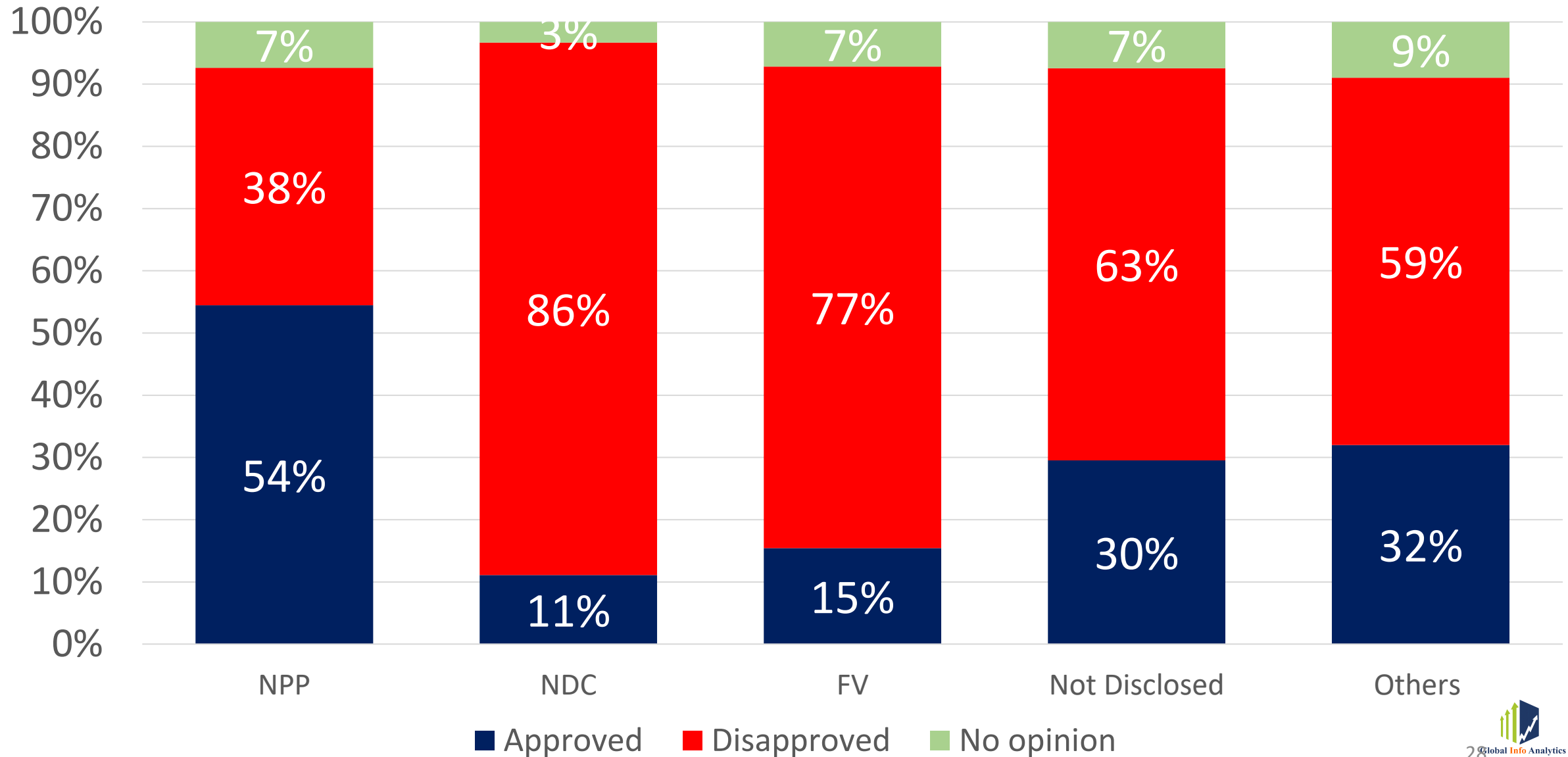
# Direction of the country-Party Affiliations



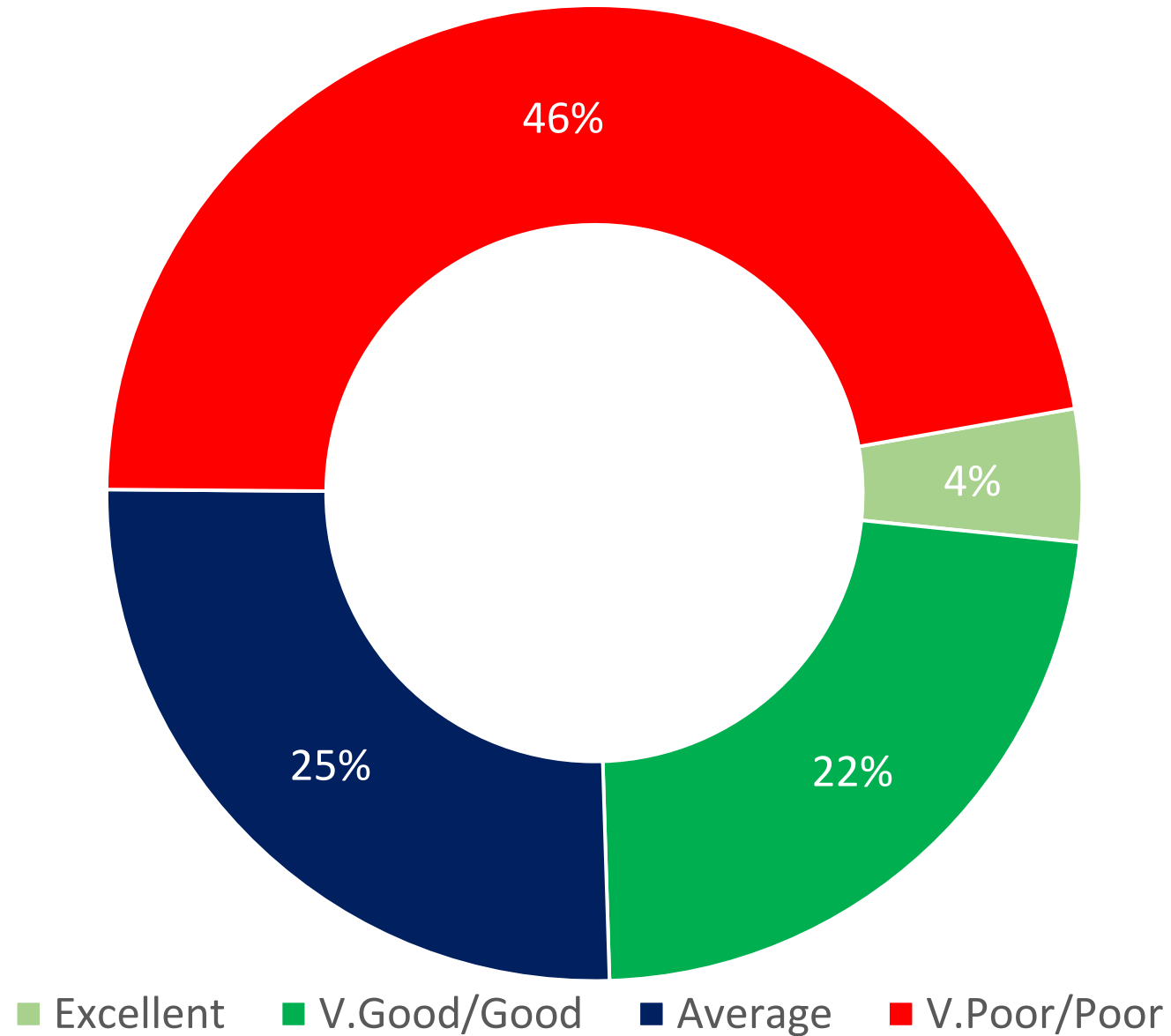
# President's Job Approval



# President's Job Approval – Party Affiliation



# Performance of the Government

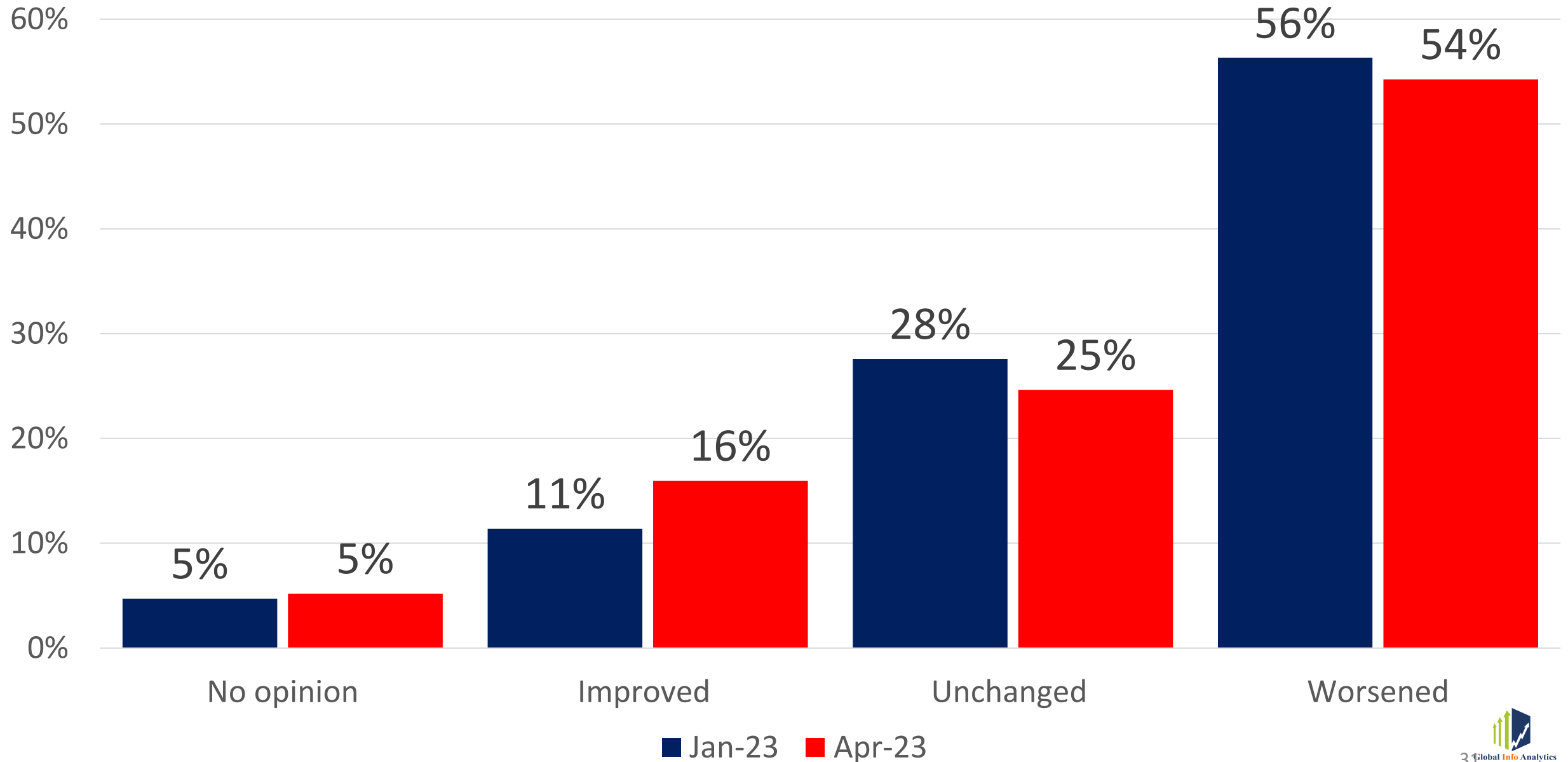




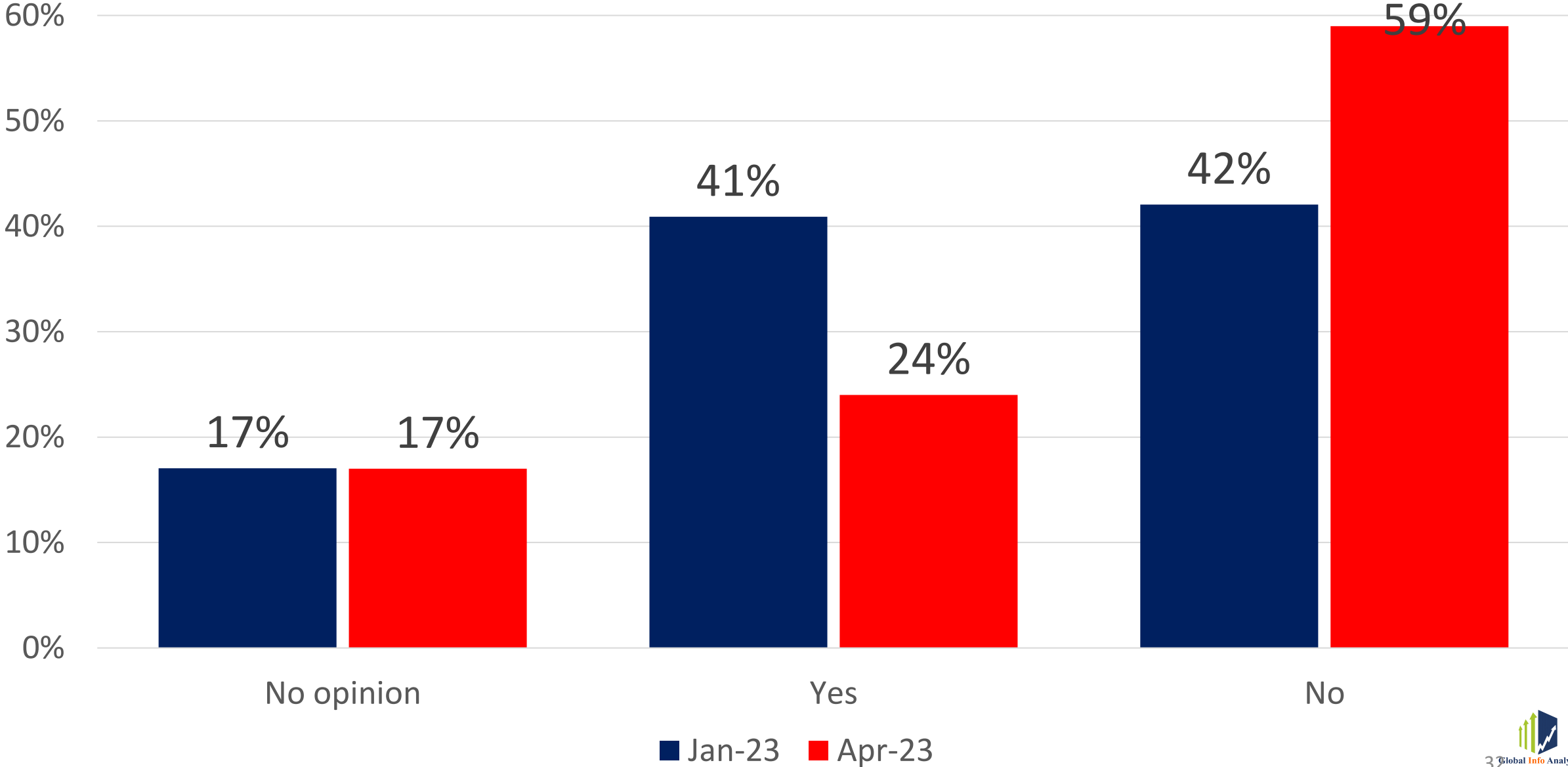


# Standard of living

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



# Are you optimistic it will improve in the next 12 months?

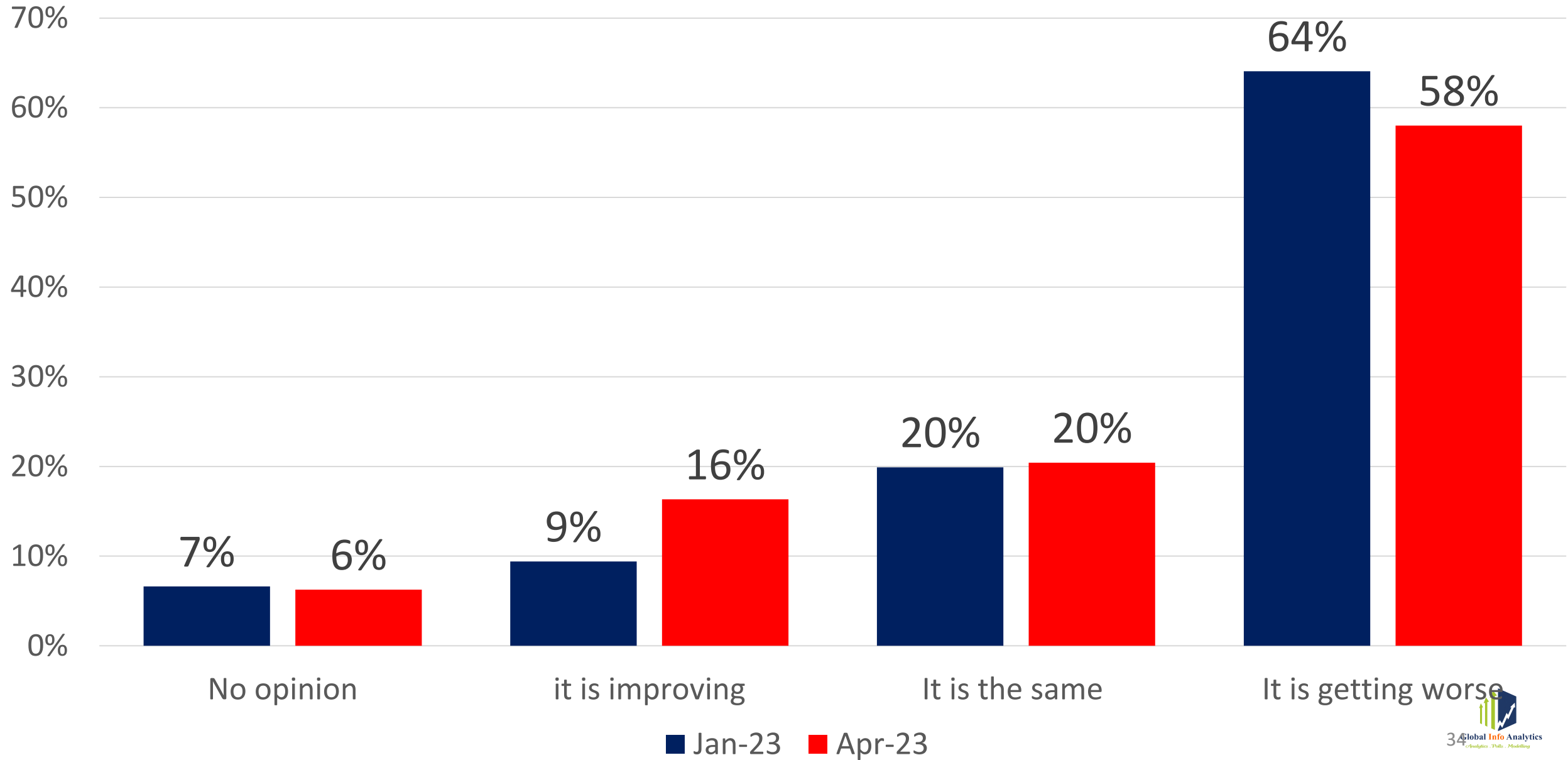




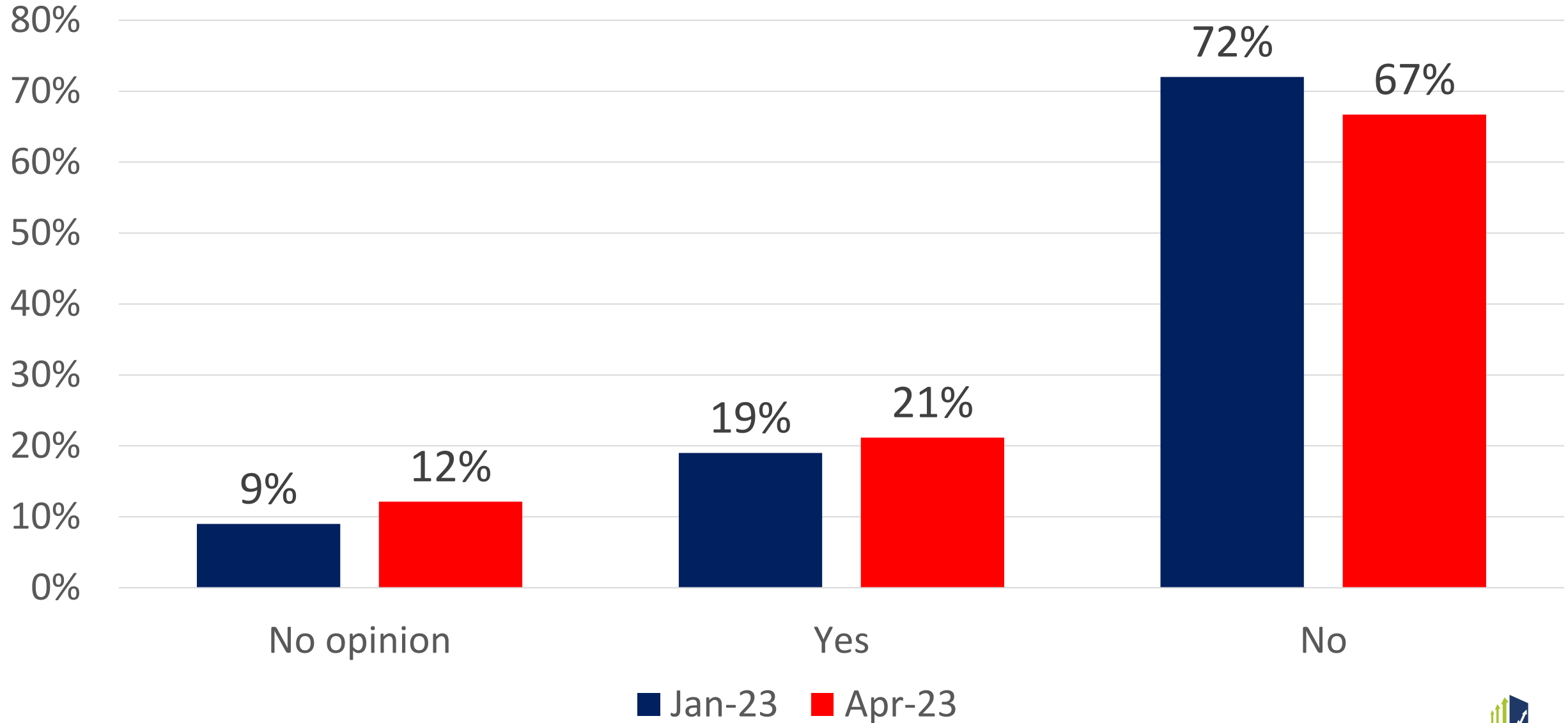
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# Corruption

# State of Corruption in Ghana



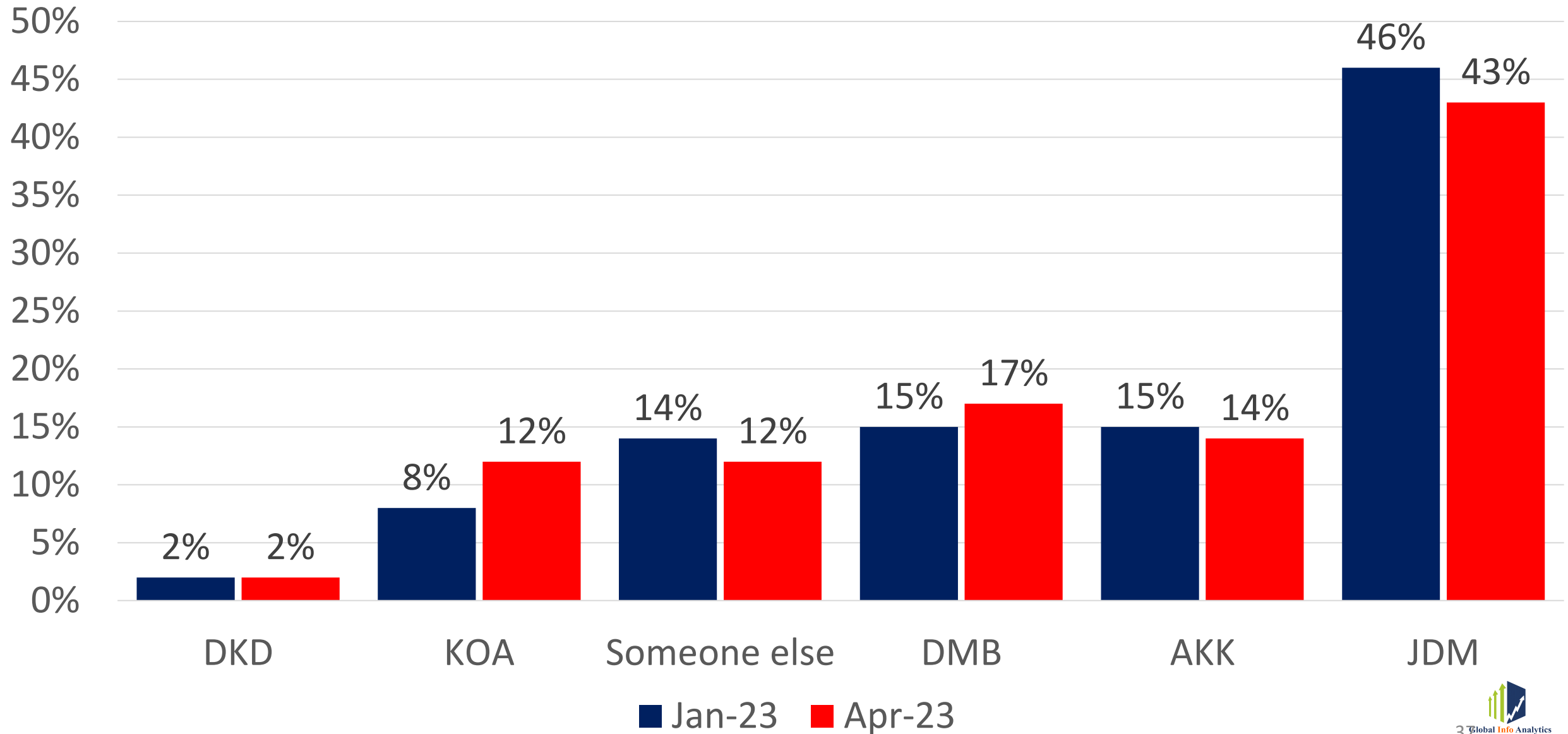
# Is the government doing enough to fight corruption?





# Who Voters Trust to Better Manage the Economic Crisis?

# Trust to Manage the Crisis

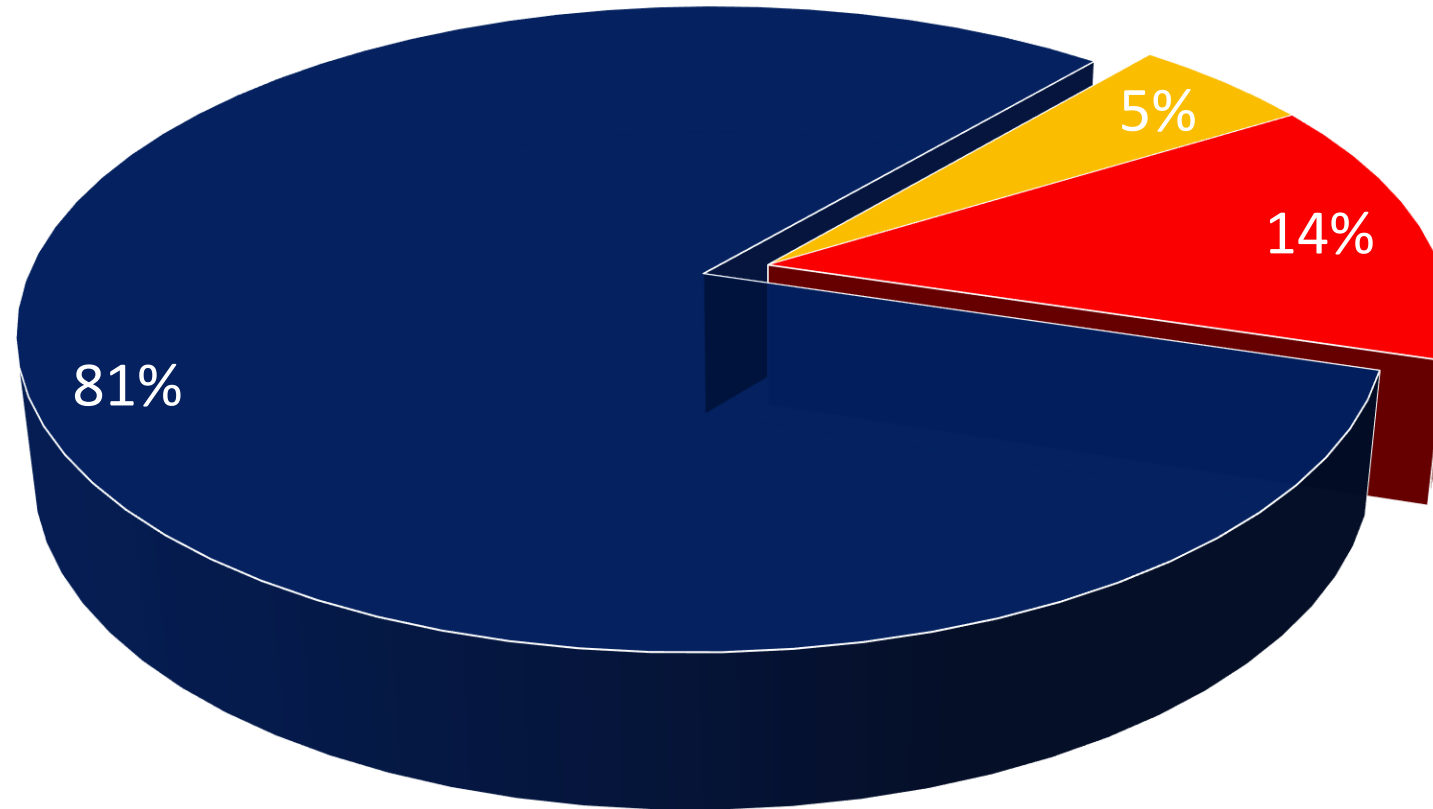






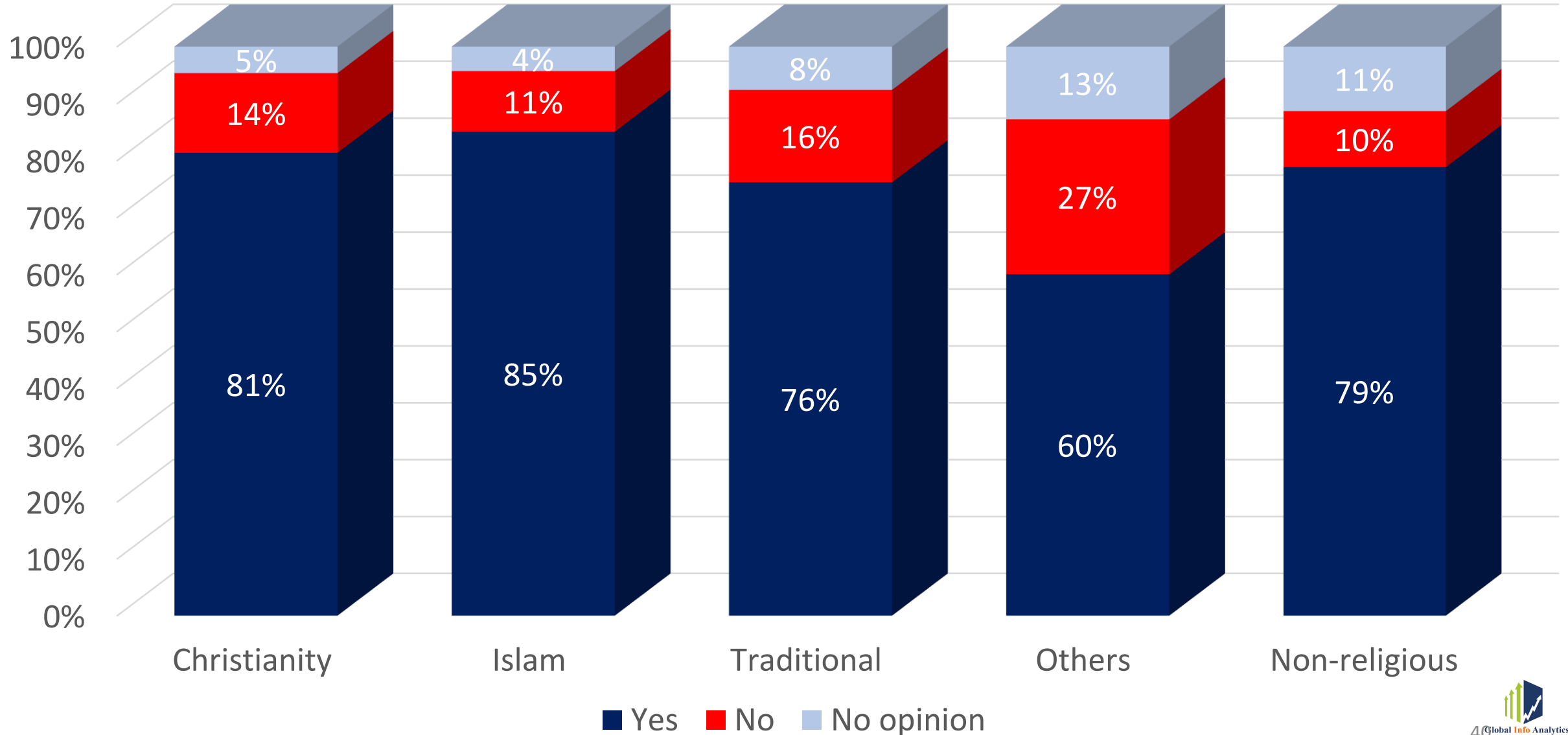
# Support for the Anti-LGBTQ+ Bill

# Support the proposed Anti-LGBTQ+ Bill



■ No opinion ■ No ■ Yes

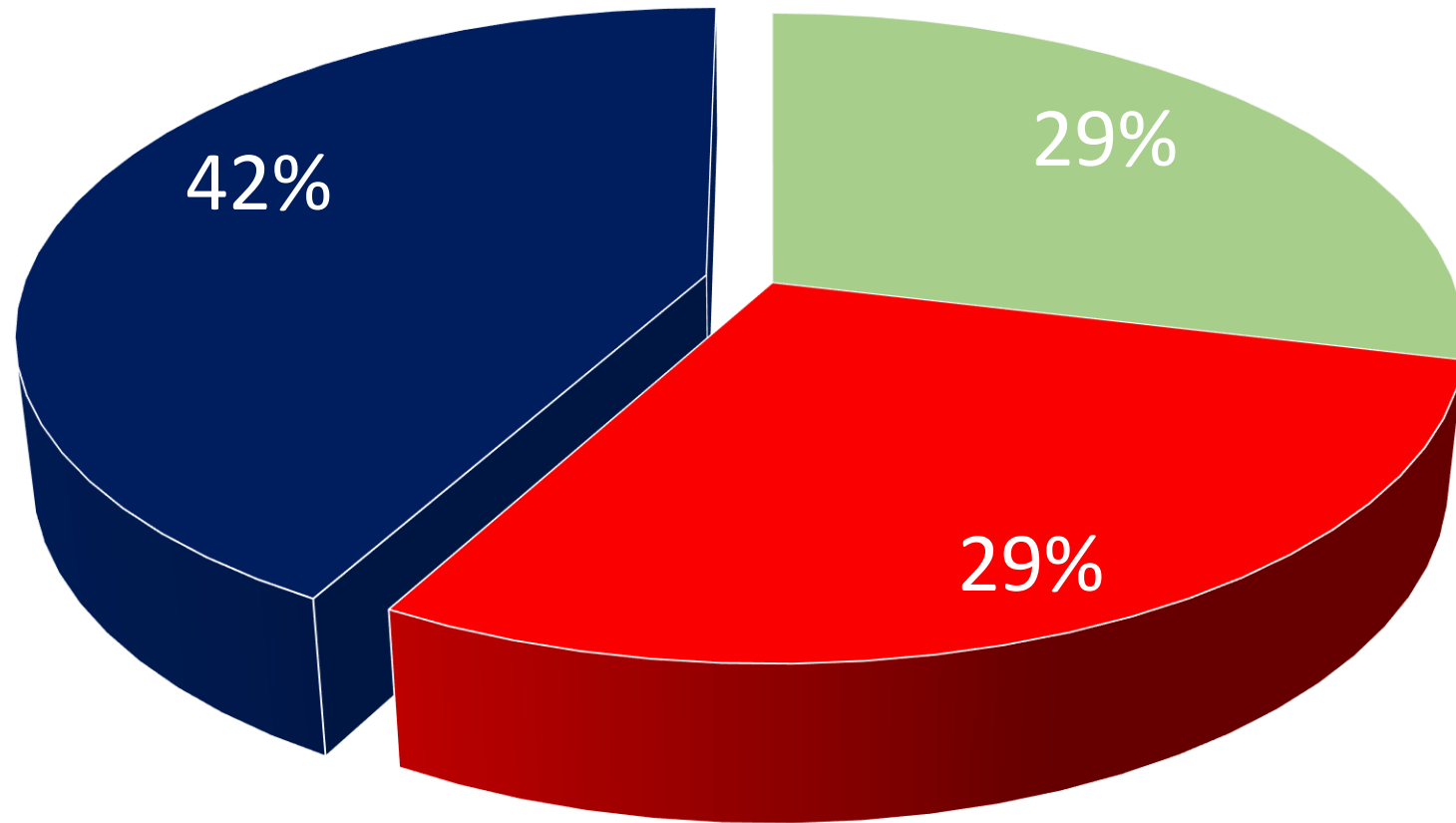
# Support the proposed Anti-LGBTQ+ Bill – Religious Group





# Changes in the Minority Leadership in Parliament

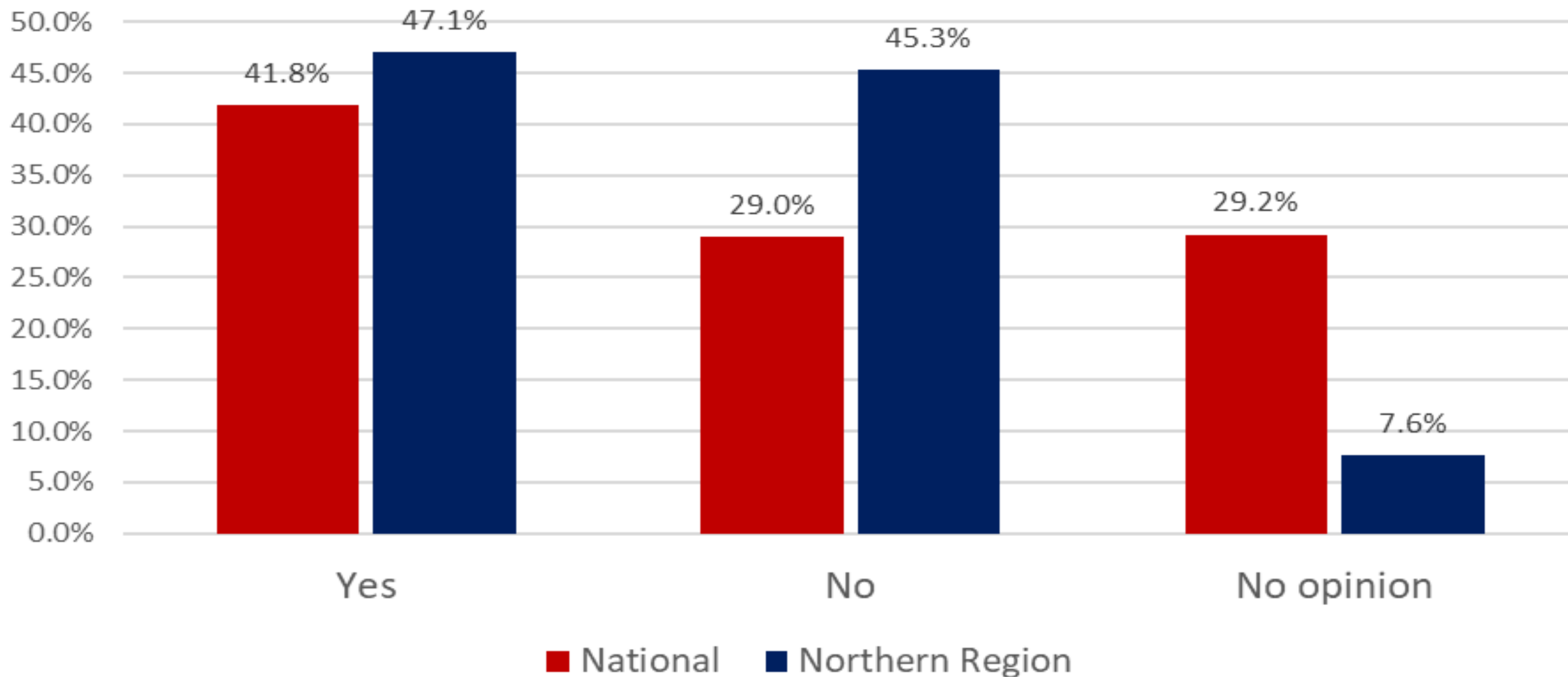
# Support for the Changes in the Minority Leadership in Parliament



■ No ■ No opinion ■ Yes

# Changes in the Minority Leadership in Parliament- National v Northern Region

Do you support changes in the Minority Leadership in parliament?



# Changes in the Minority Leadership in Parliament- Party Affiliation

Do you support the minority leadership changes in parliament?			
	NPP	NDC	Floating Voter
Yes	39.52%	48.70%	41.49%
No	28.21%	32.79%	26.32%
No opinion	32.27%	18.51%	32.19%
Total	100.00%	100.00%	100.00%

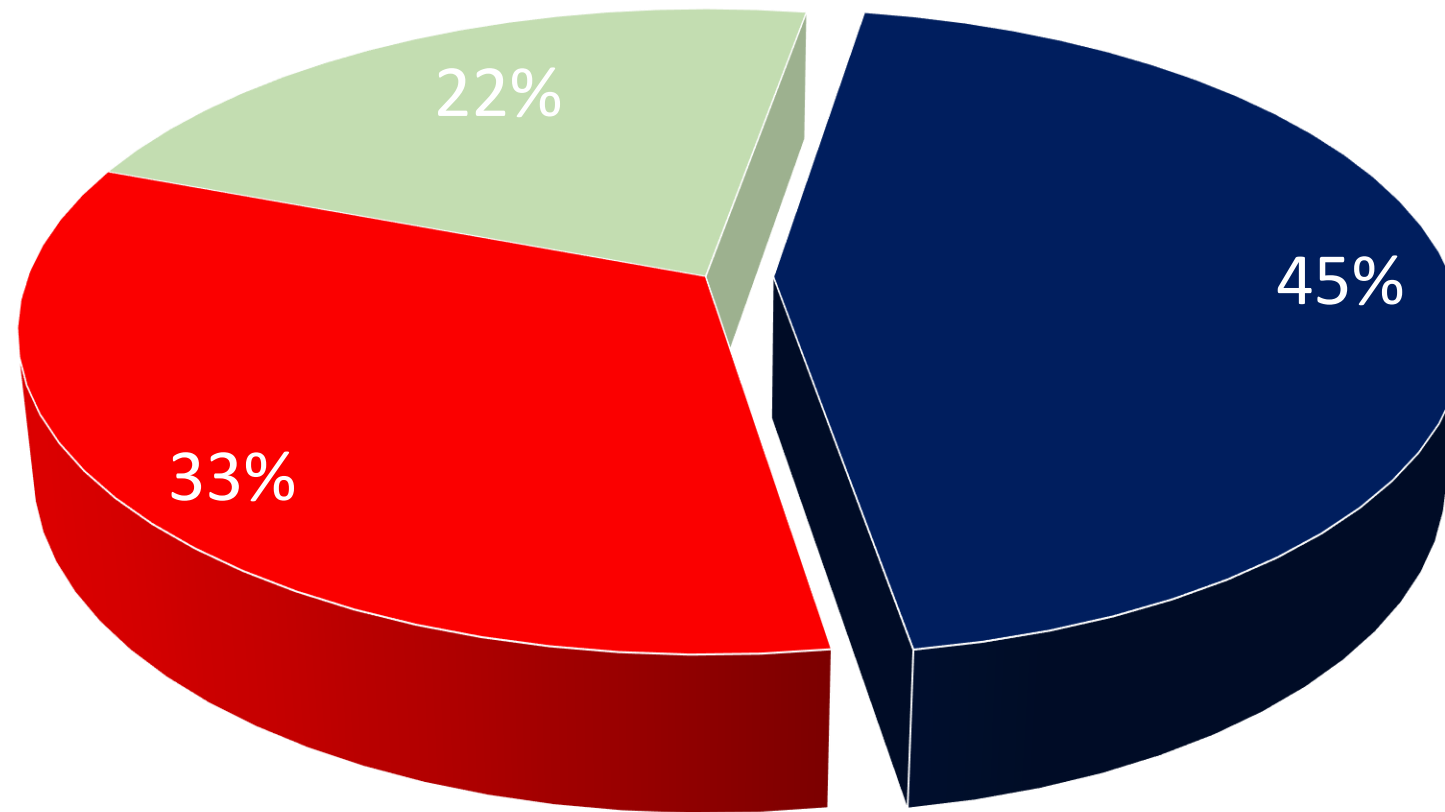
Voters from all parties including floating voters support the reshuffle of the minority leadership in parliament



# Approval of Ministerial Nominees by Some NDC MPs



# Support for Some of the Minority MPs voting to Approve Ministerial Nominees

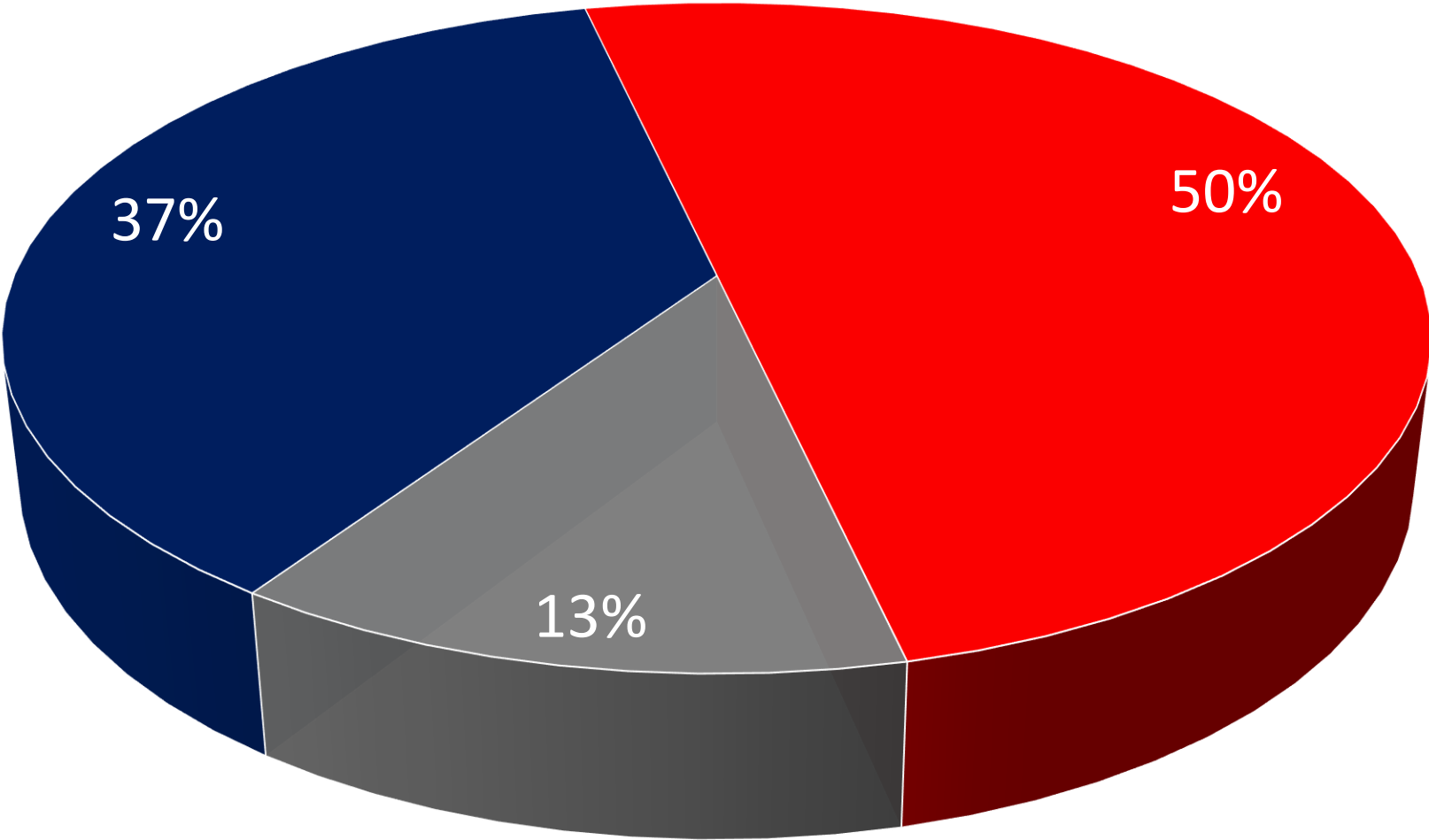


■ Yes ■ No ■ No opinion



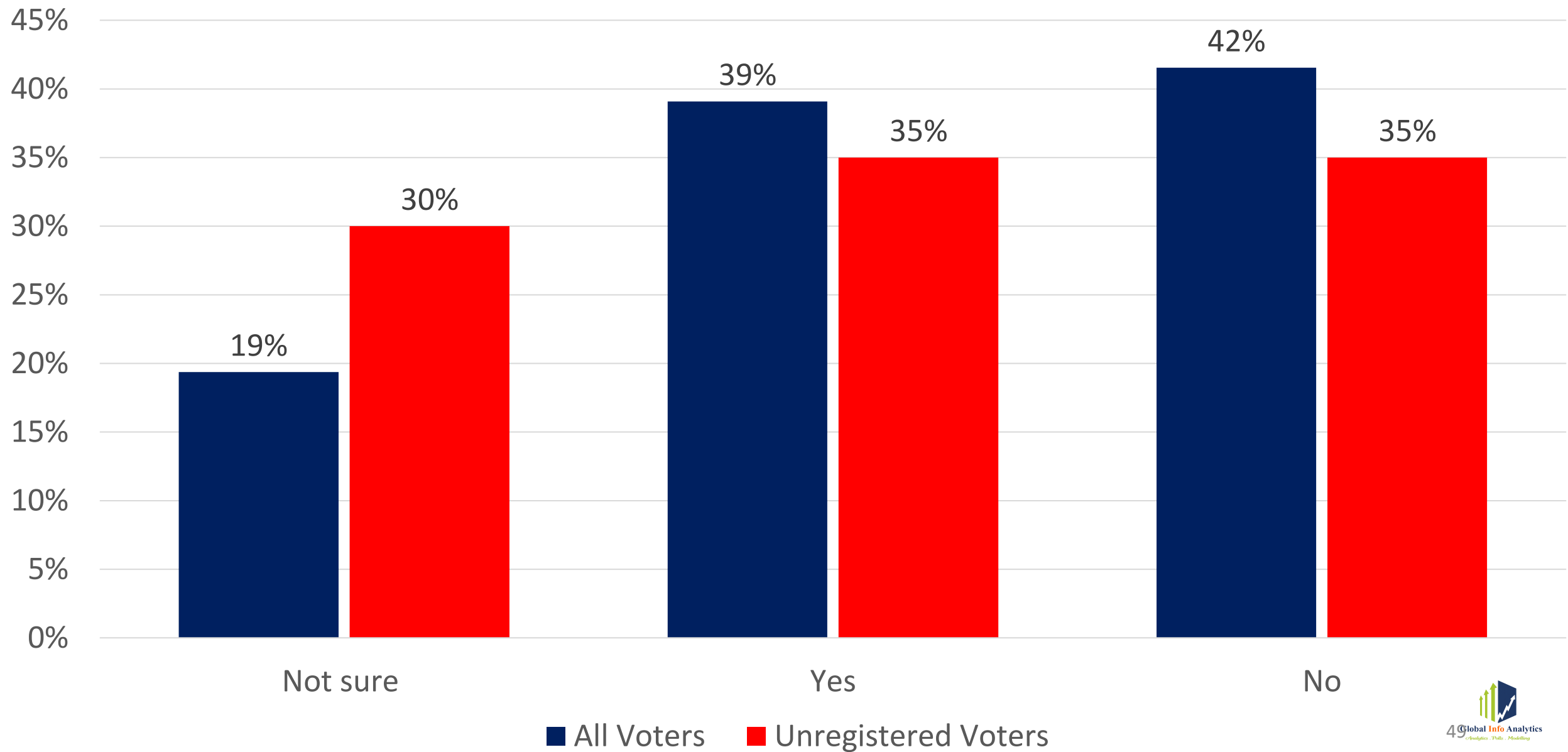
# Support for the proposed Constitutional Instrument for the 2024 Elections

# Support for the New CI for Election 2024



■ Yes   ■ No   ■ No opinion

# Would You Travel a Good Distance to Obtain the NIA Card in Order to Register to Vote?

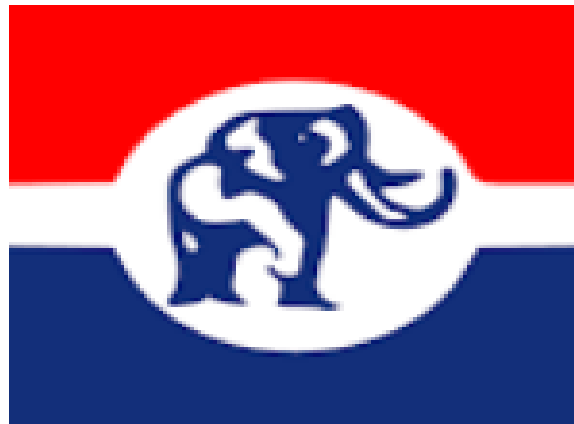




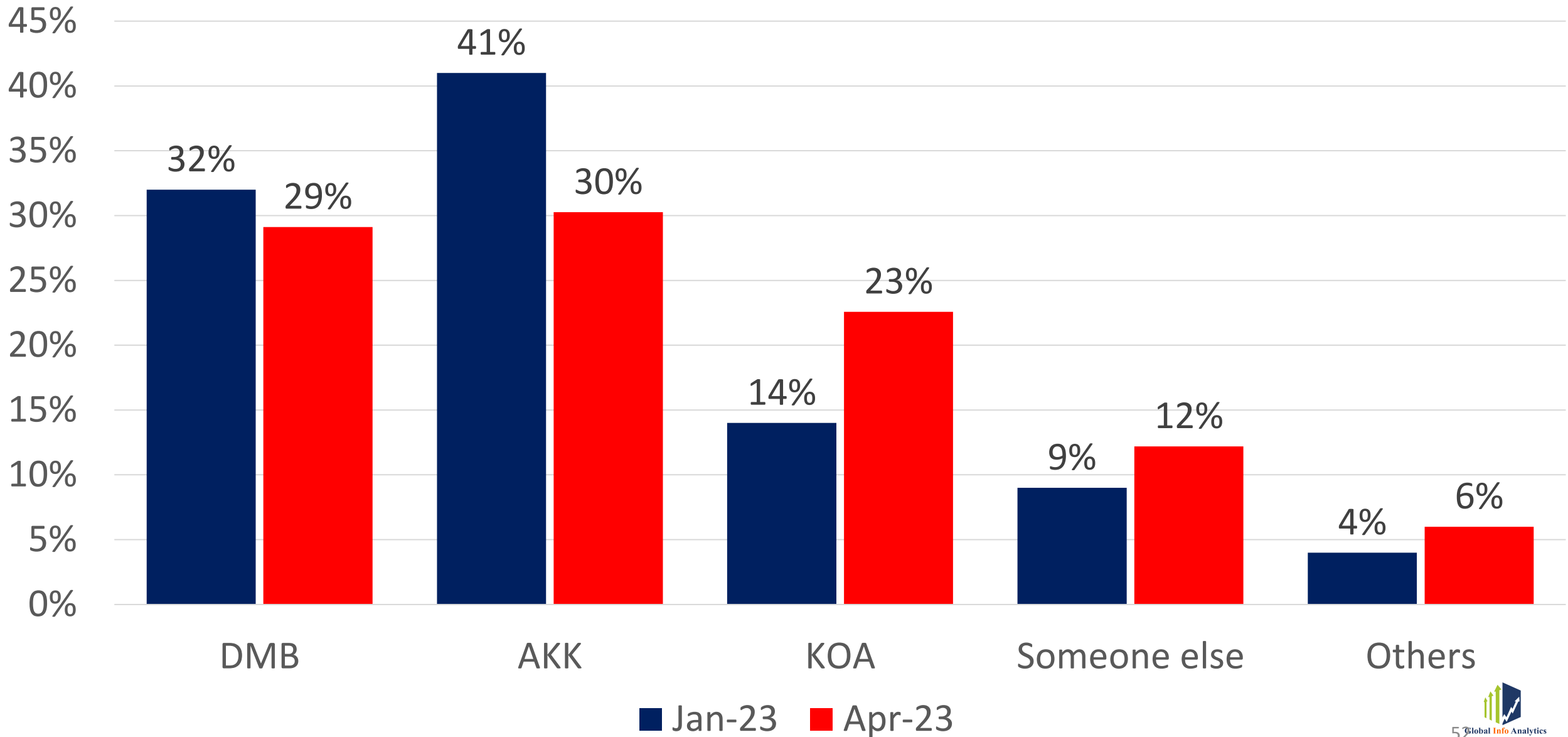
# Trust to Manage Crisis



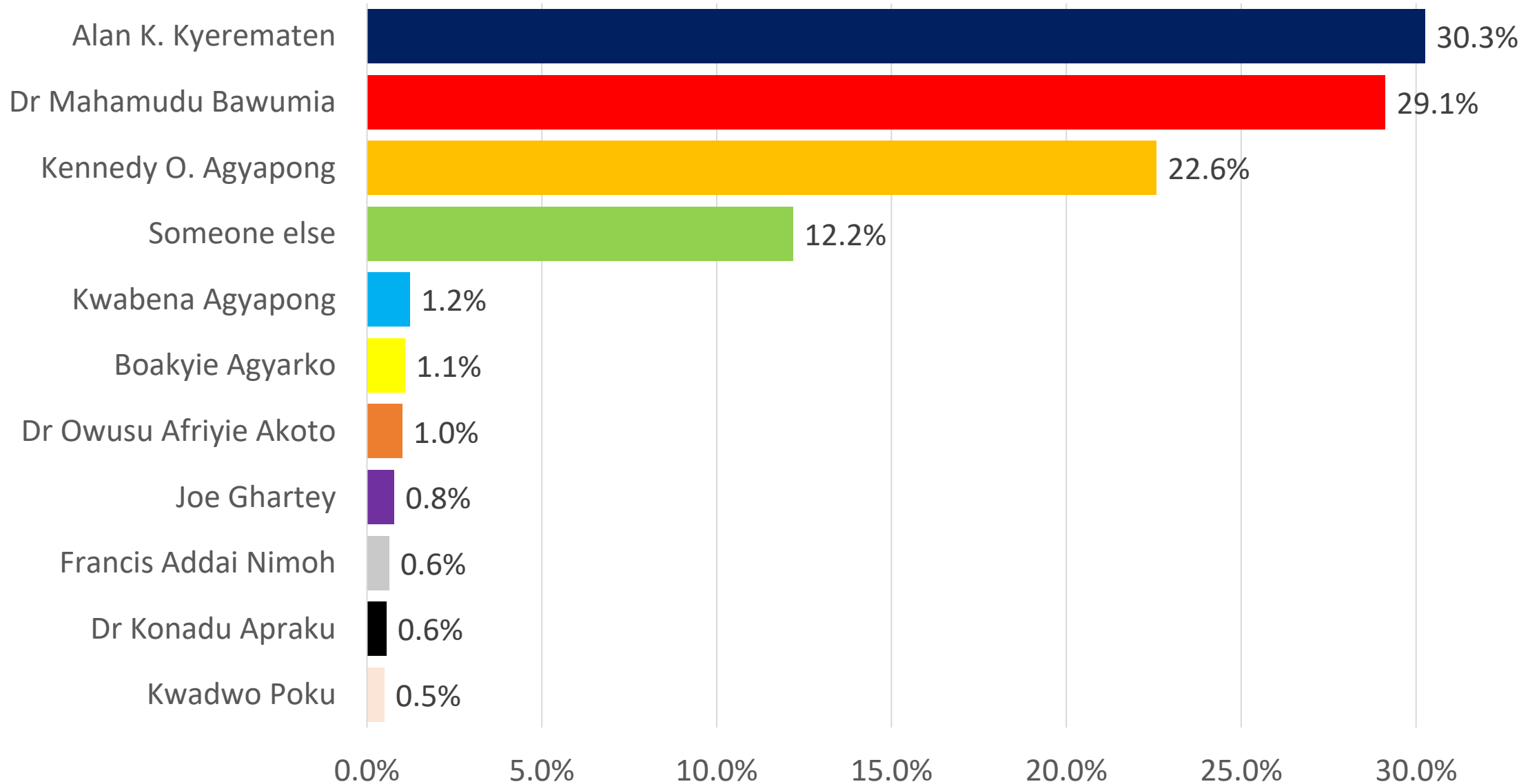
# NPP Primaries



# Who to Lead NPP- All Voters

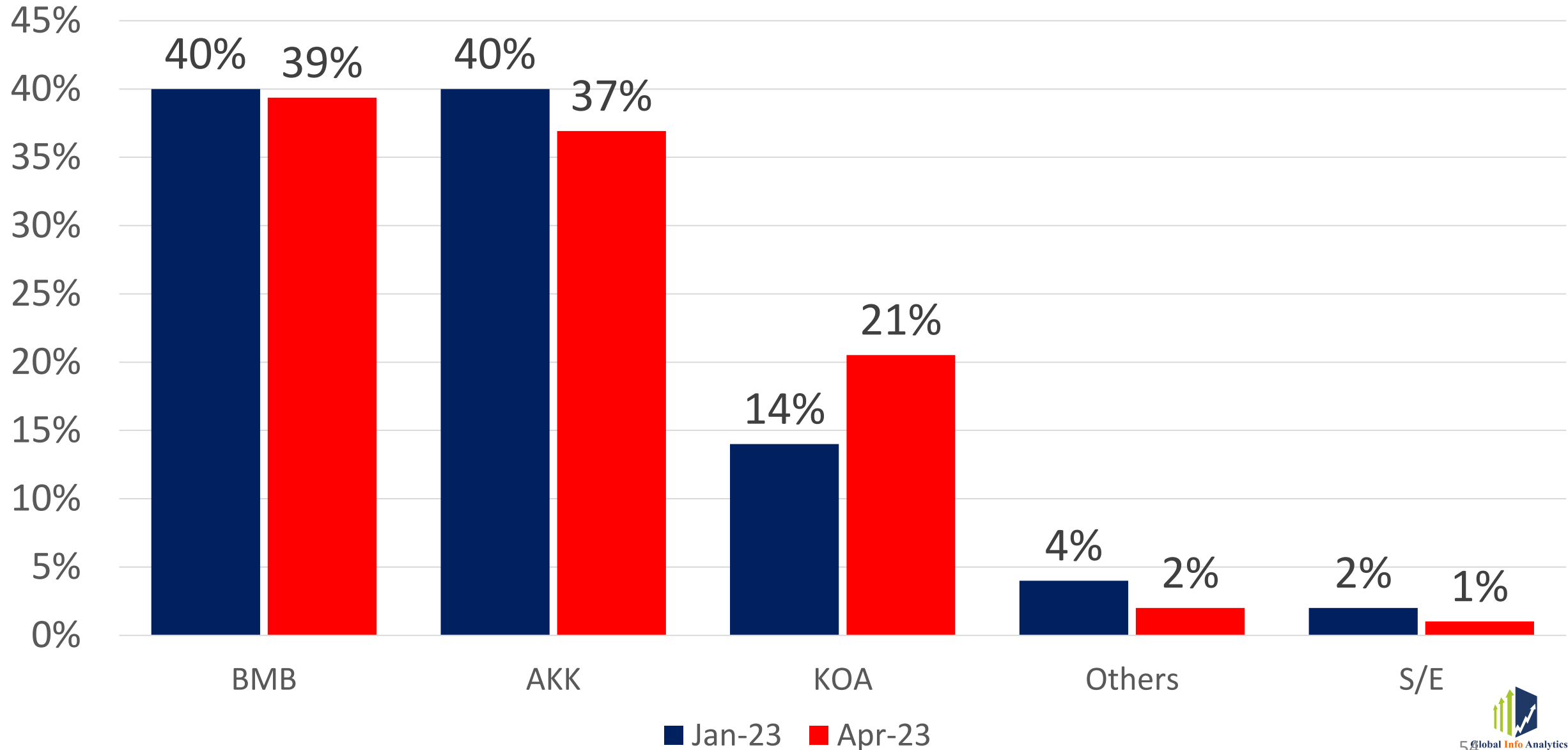


# Who to Lead NPP- All Voters

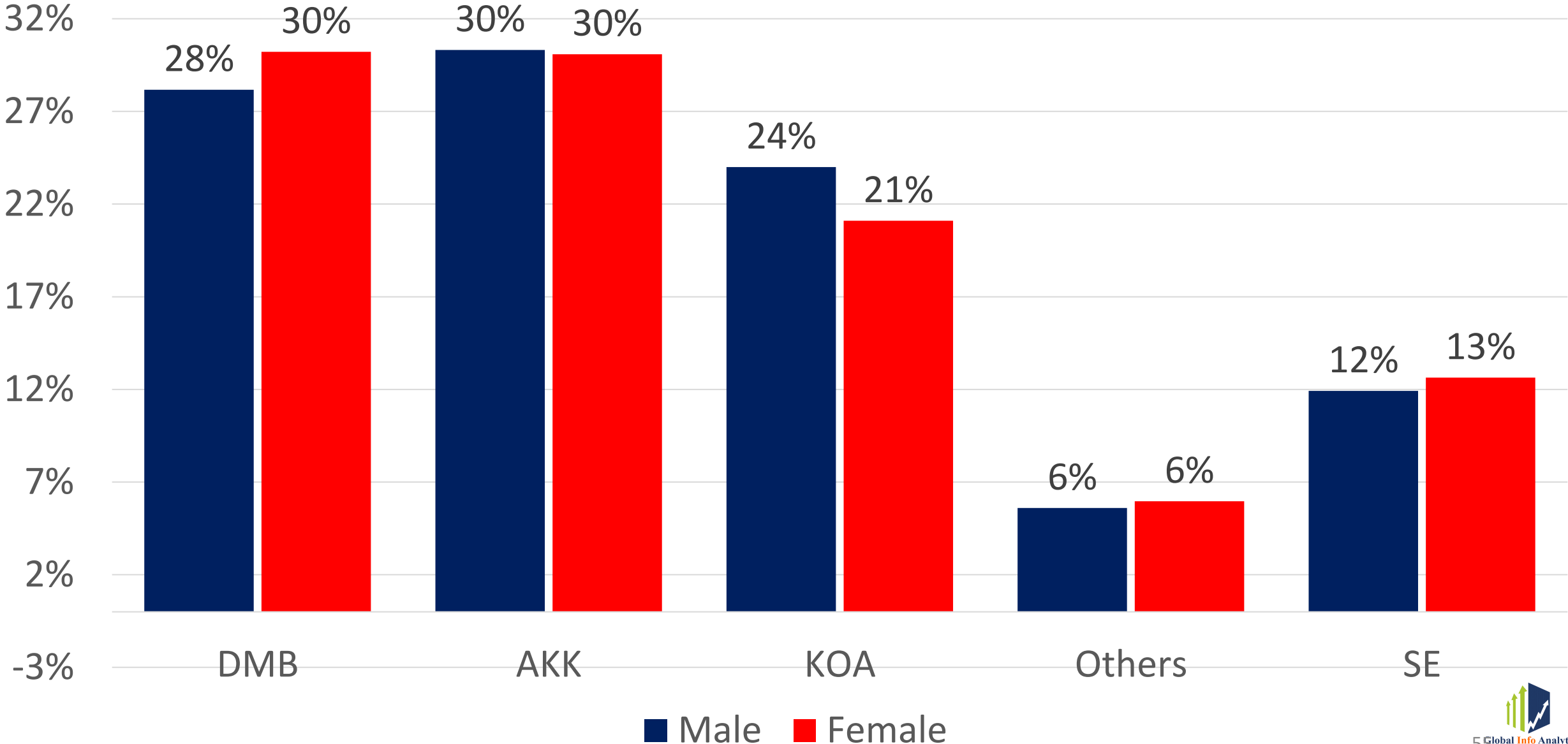




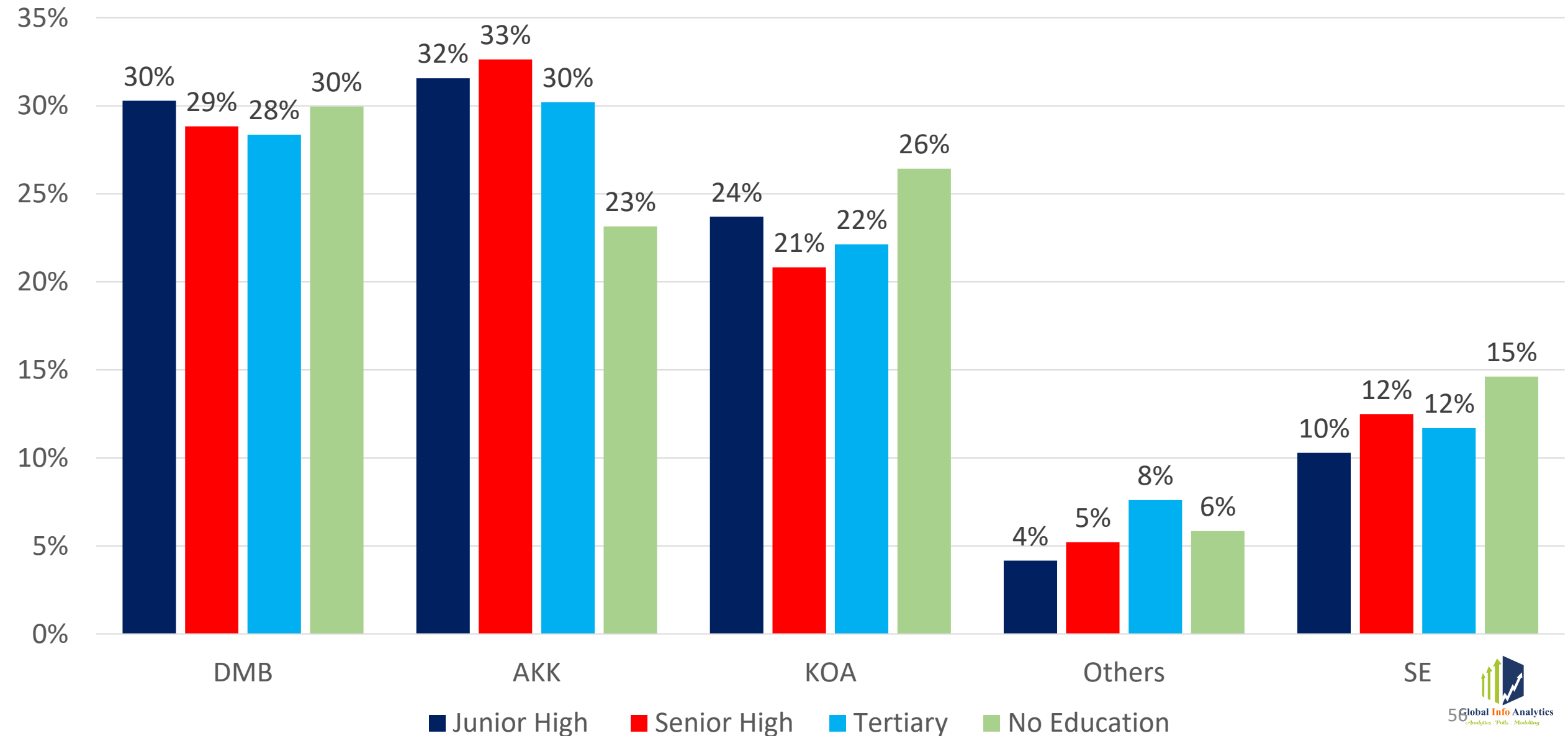
# Who to Lead NPP – NPP Affiliated Voters



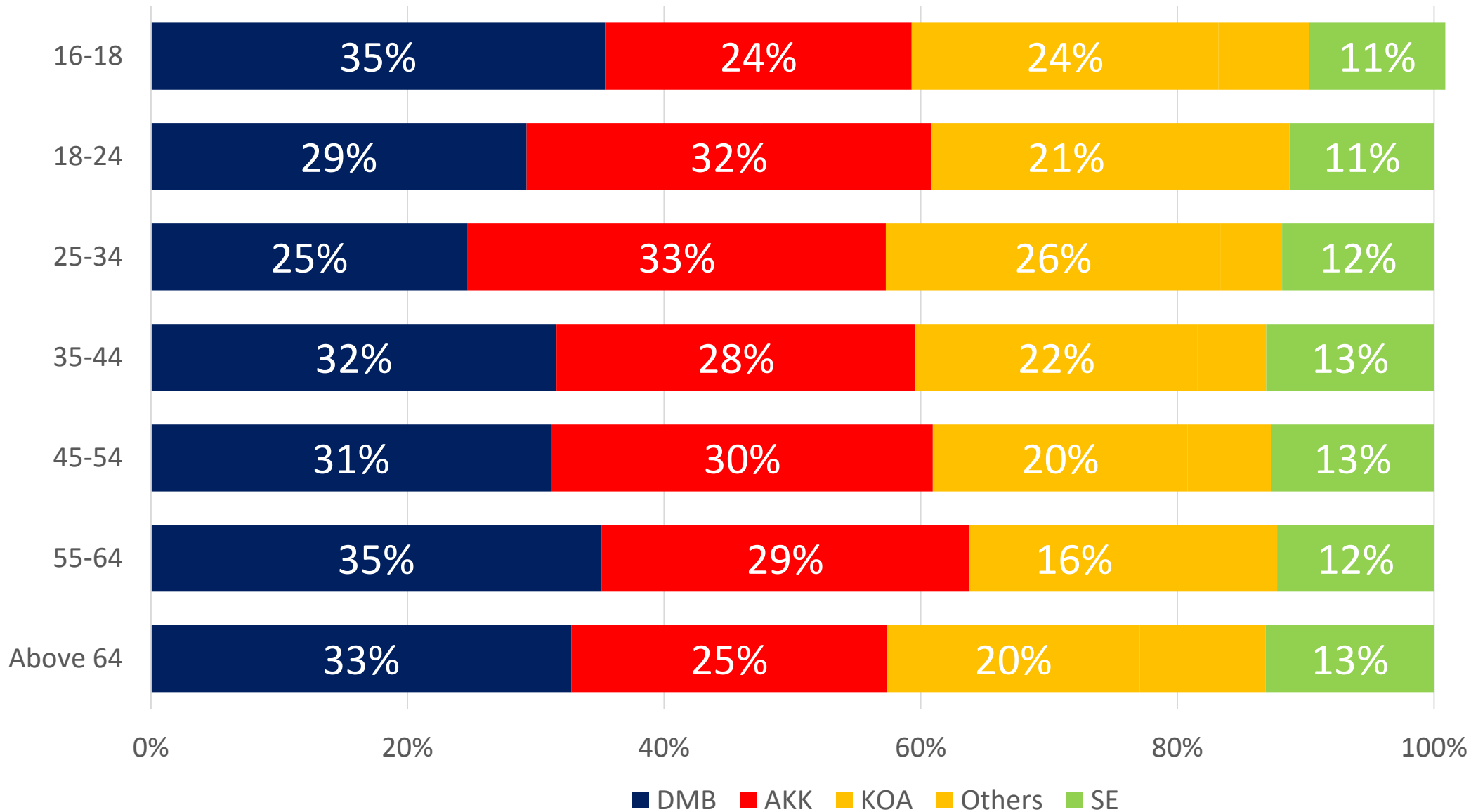
# Who to Lead NPP – Gender



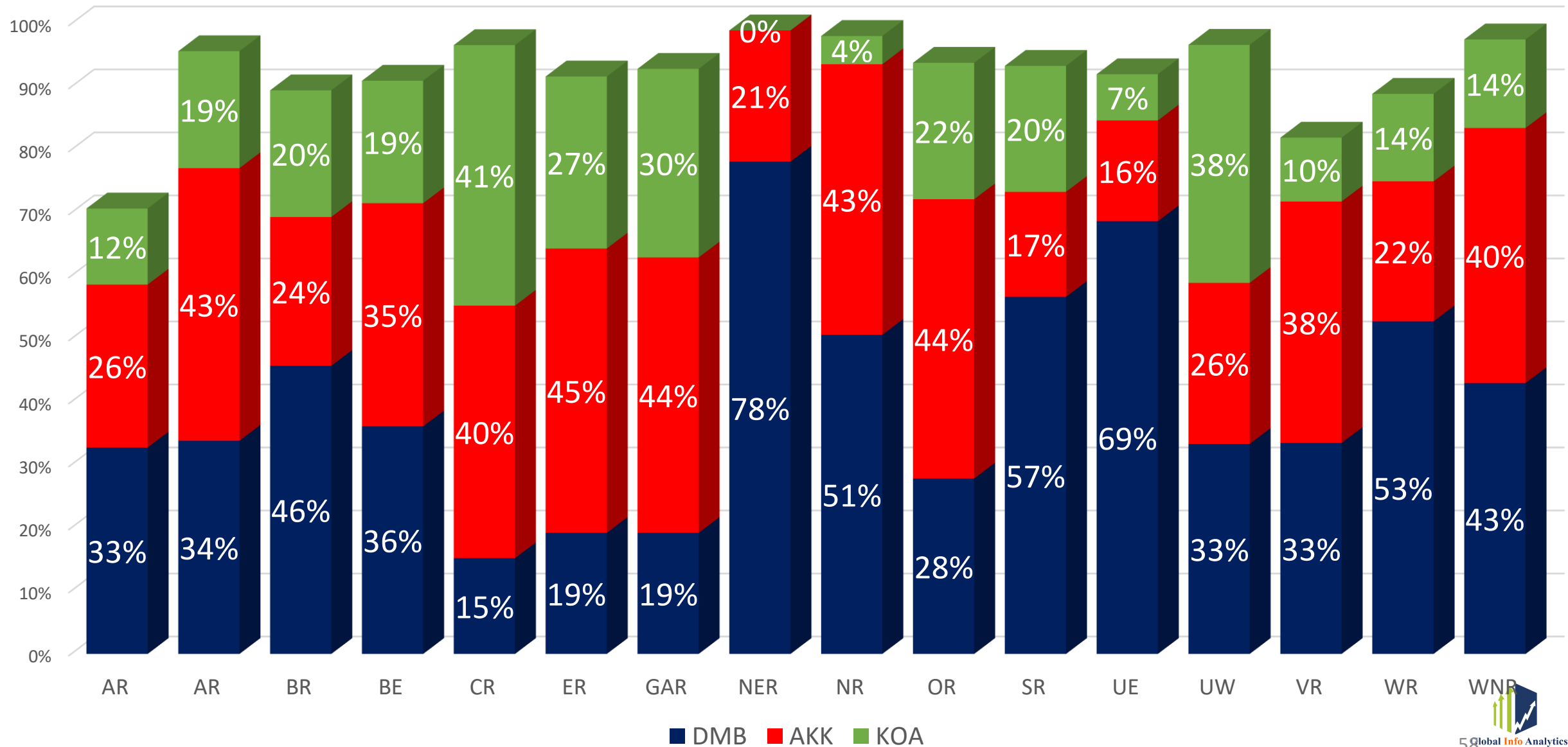
# Who to Lead NPP – Education



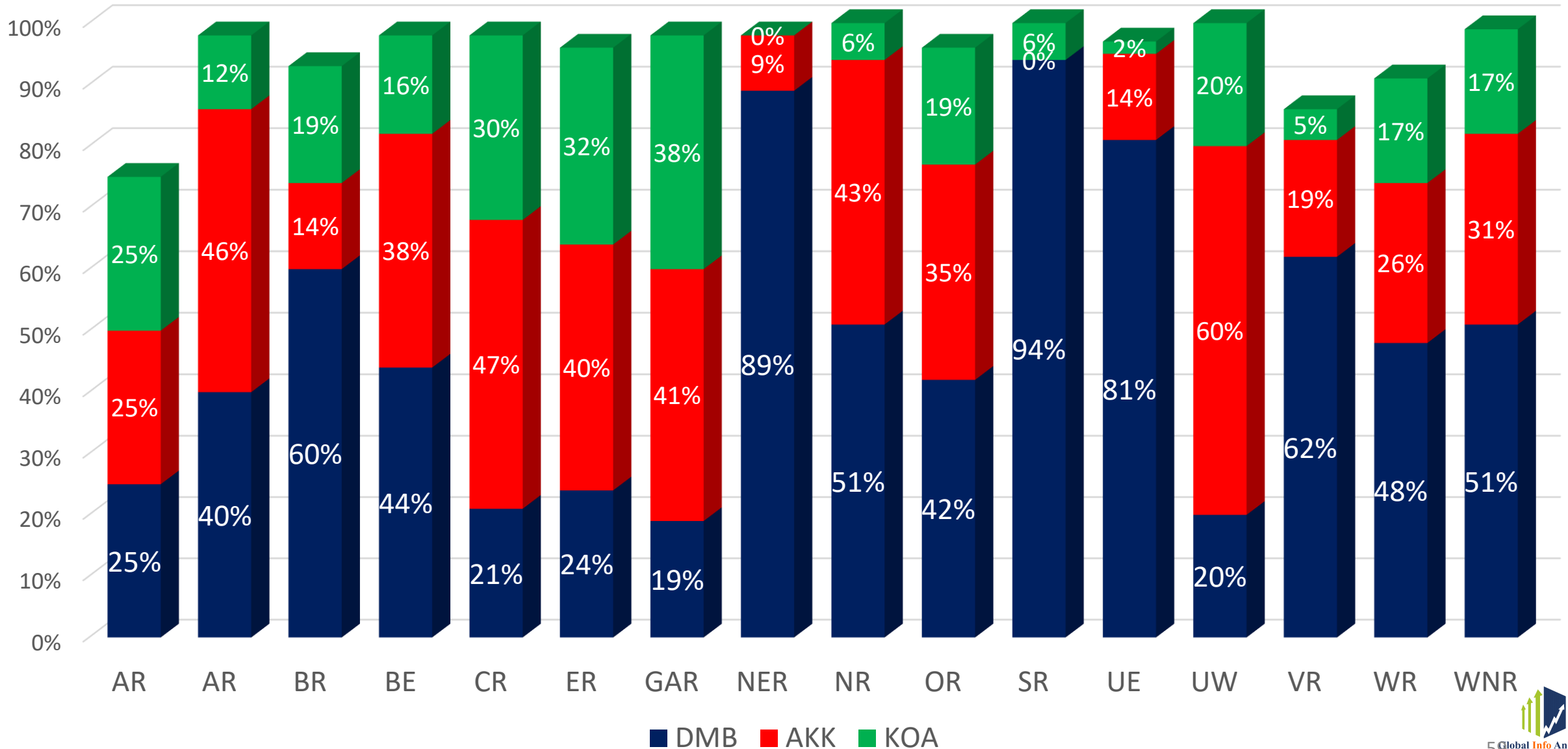
# Who to Lead NPP – Age



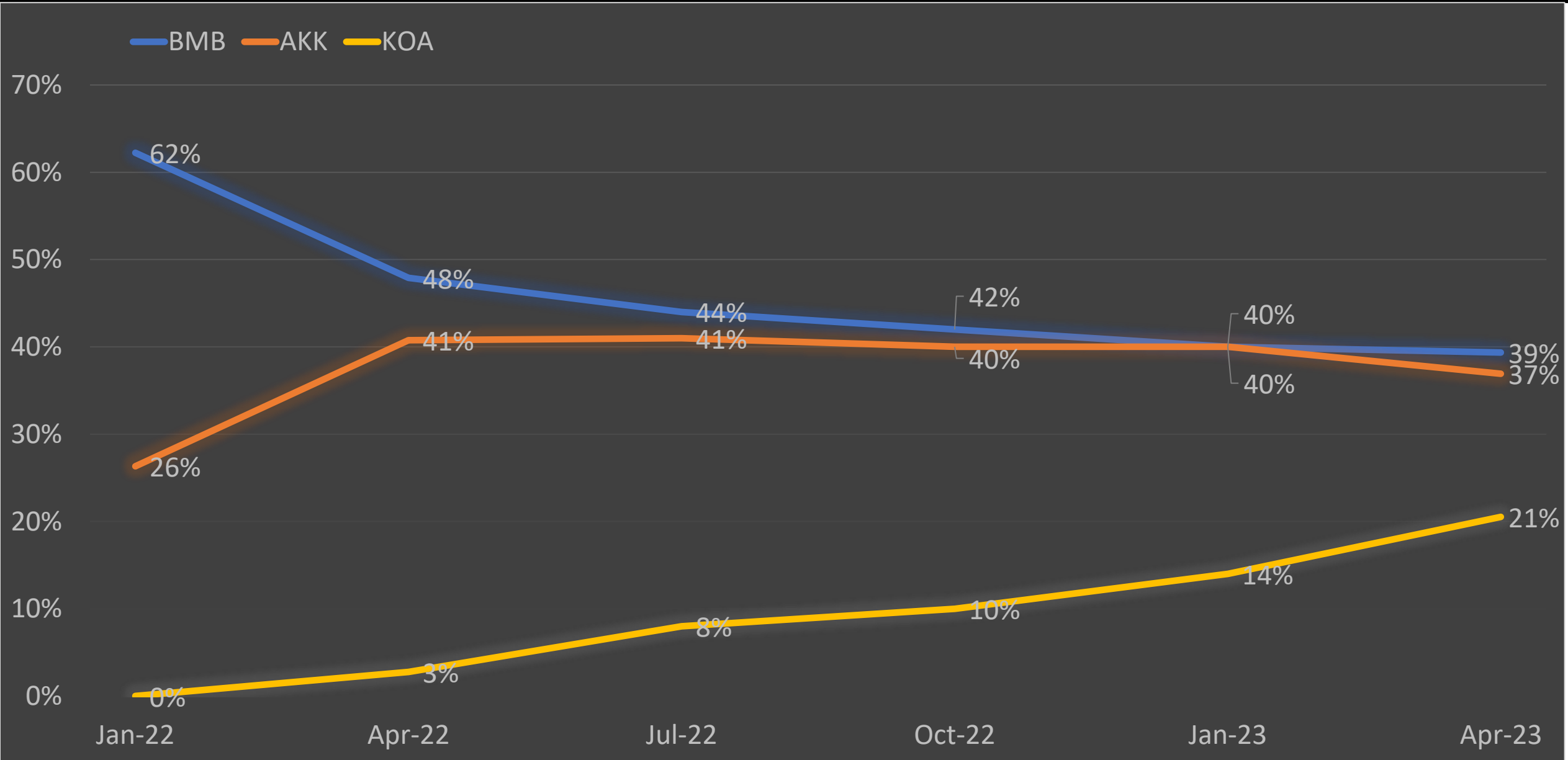
# NPP Primaries- Regions (All Voters)



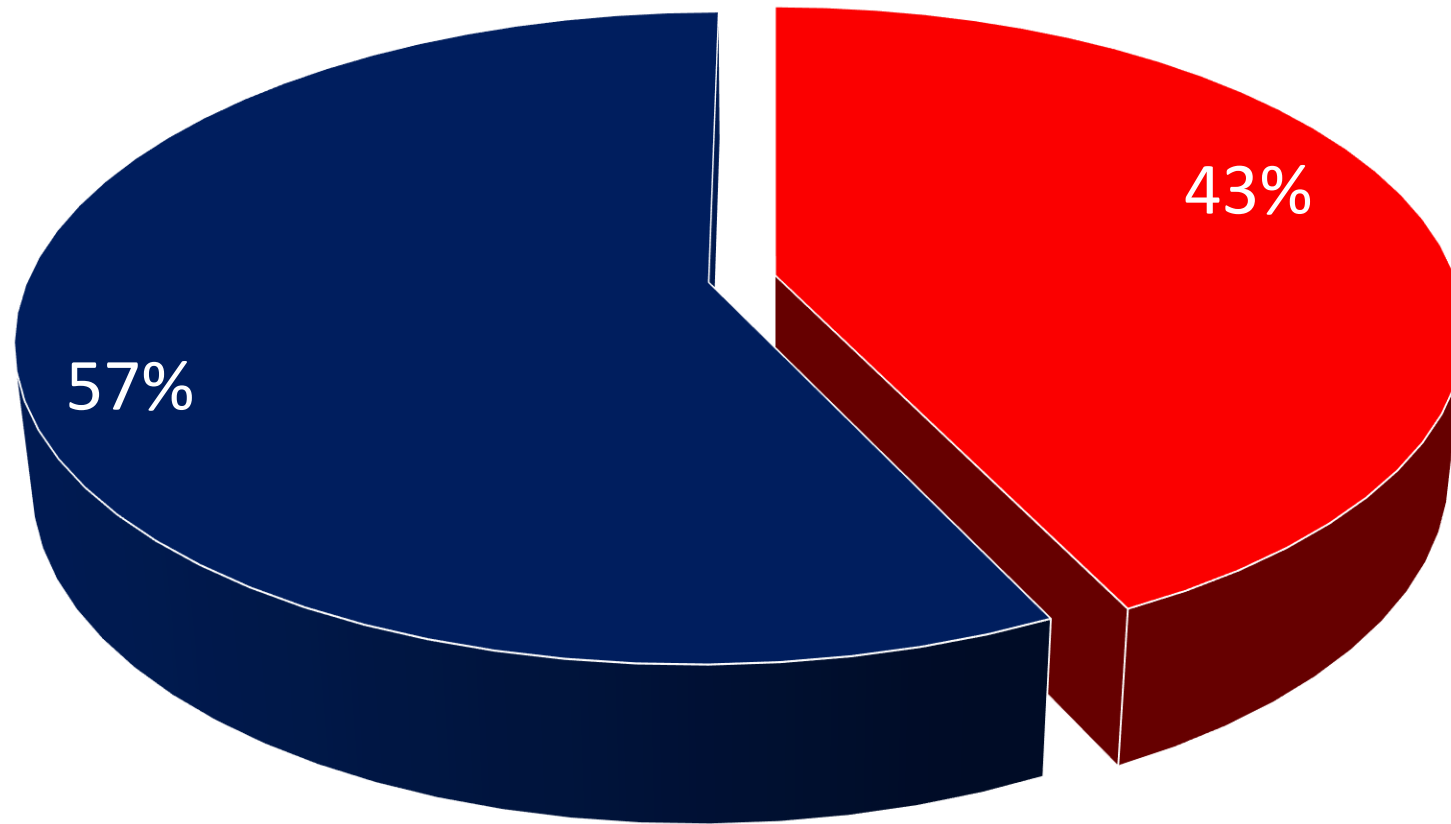
# NPP Primaries- Regions (NPP voters only)



# Trend Analysis in the NPP Primaries-NPP voters



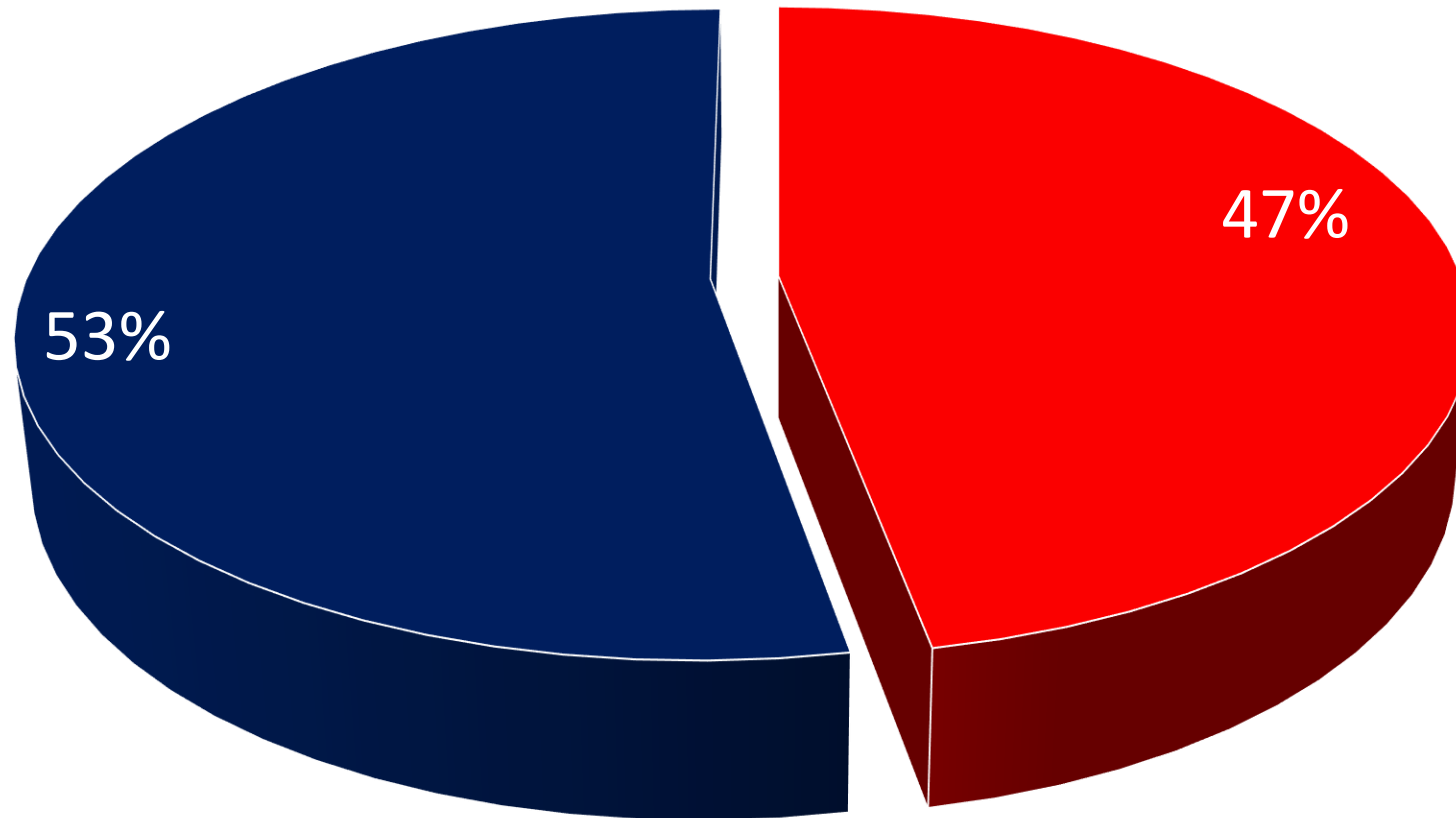
# Runoff - DMB v AKK – All Voters



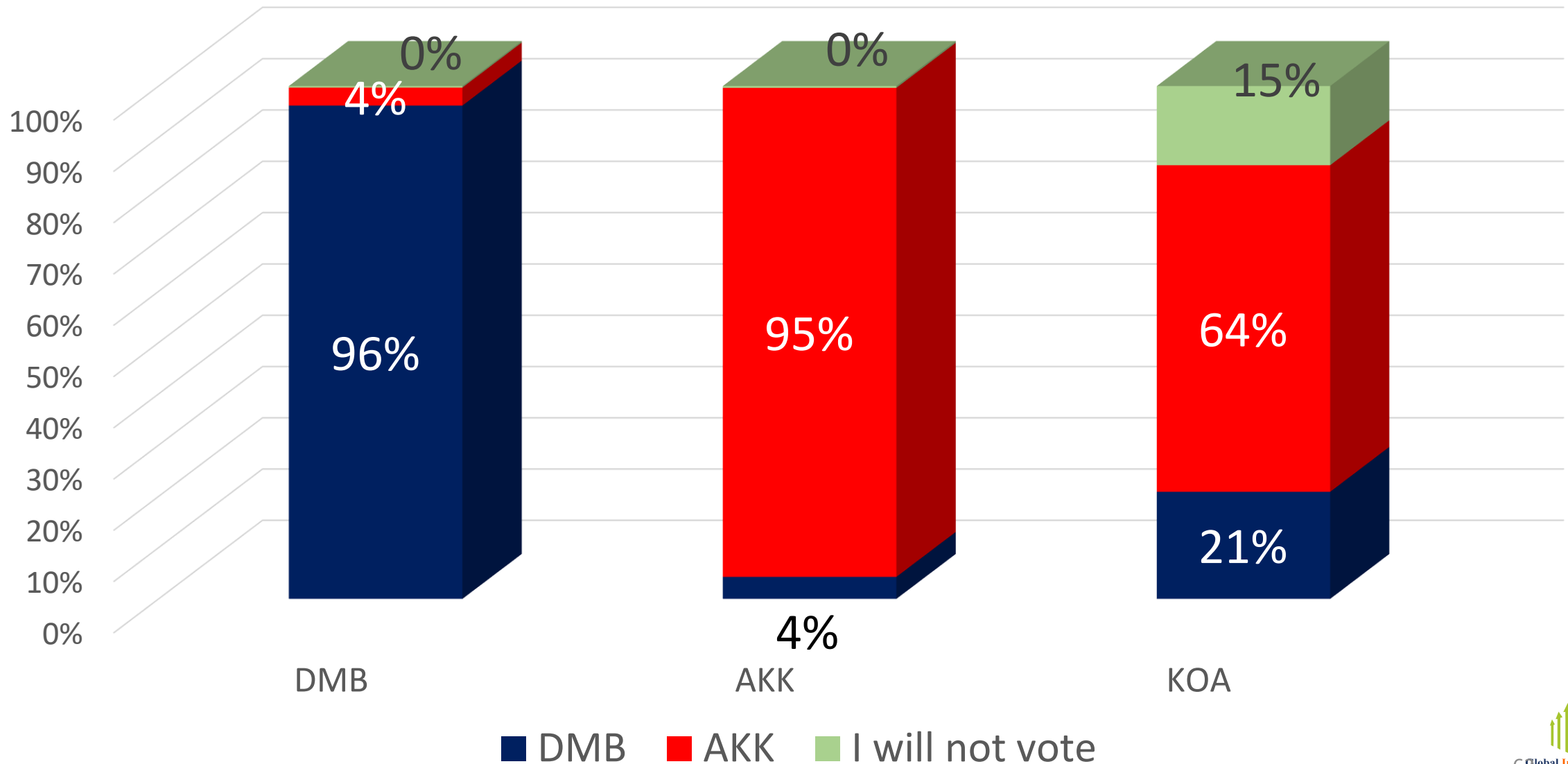
■ DMB ■ AKK

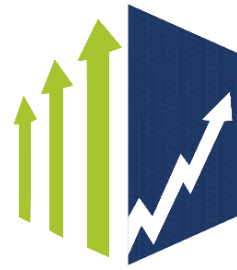


# NPP Primaries – Runoff DMB v AKK – NPP Affiliates



# Voting intentions of KOA voters in DMB v AKK Runoff – NPP Affiliates





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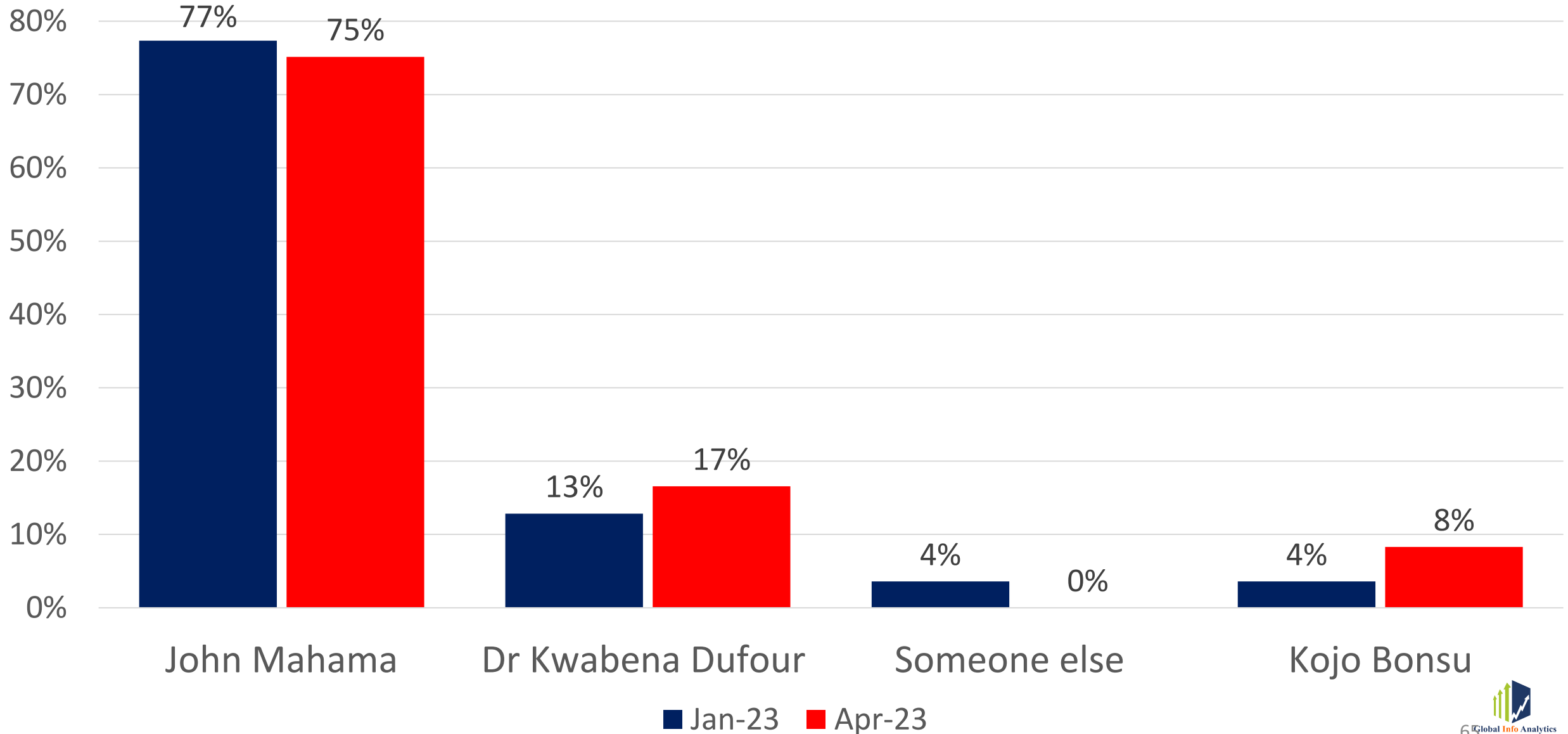
# NDC Primaries



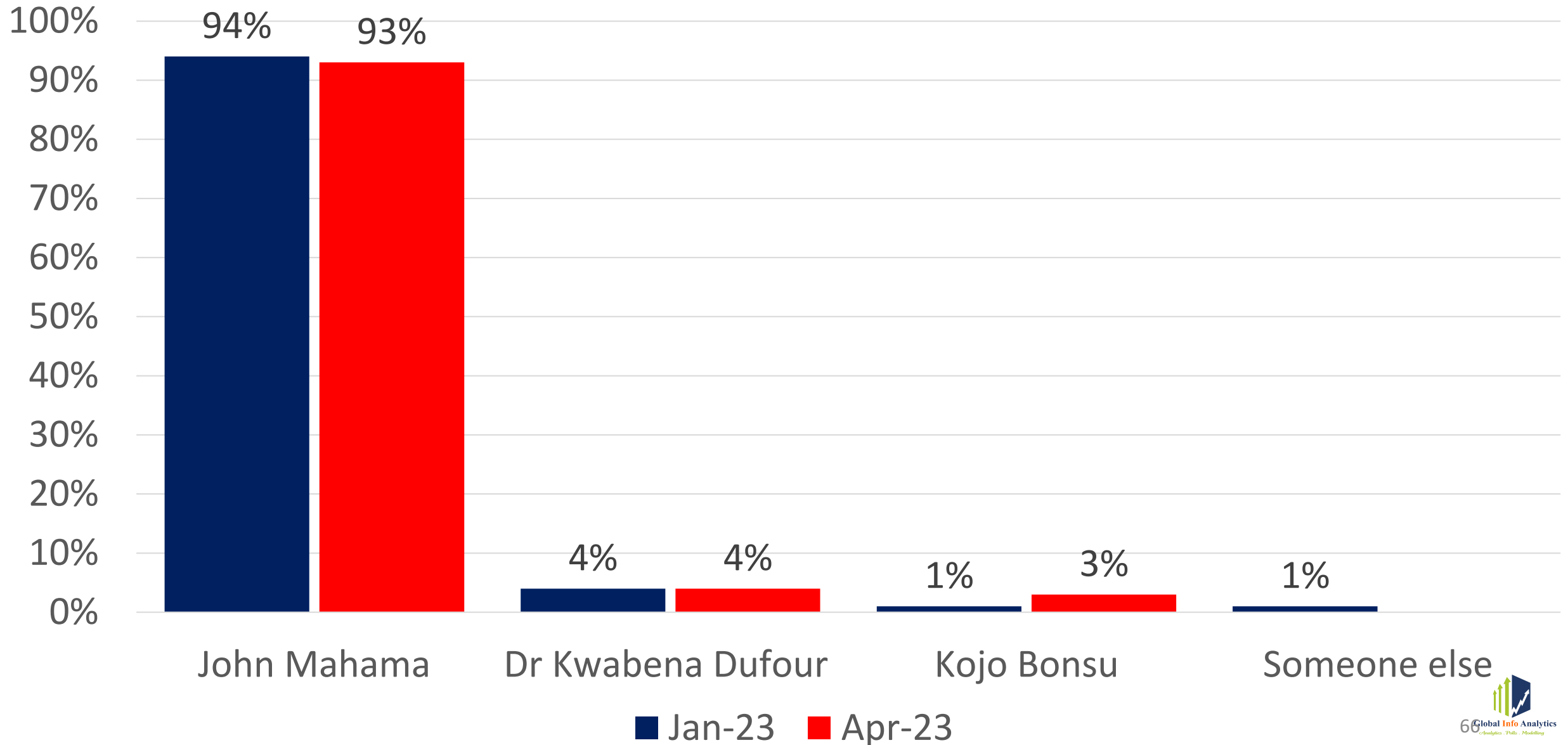
**NDC**

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CONGRESS

# Who to Lead NDC- All voters

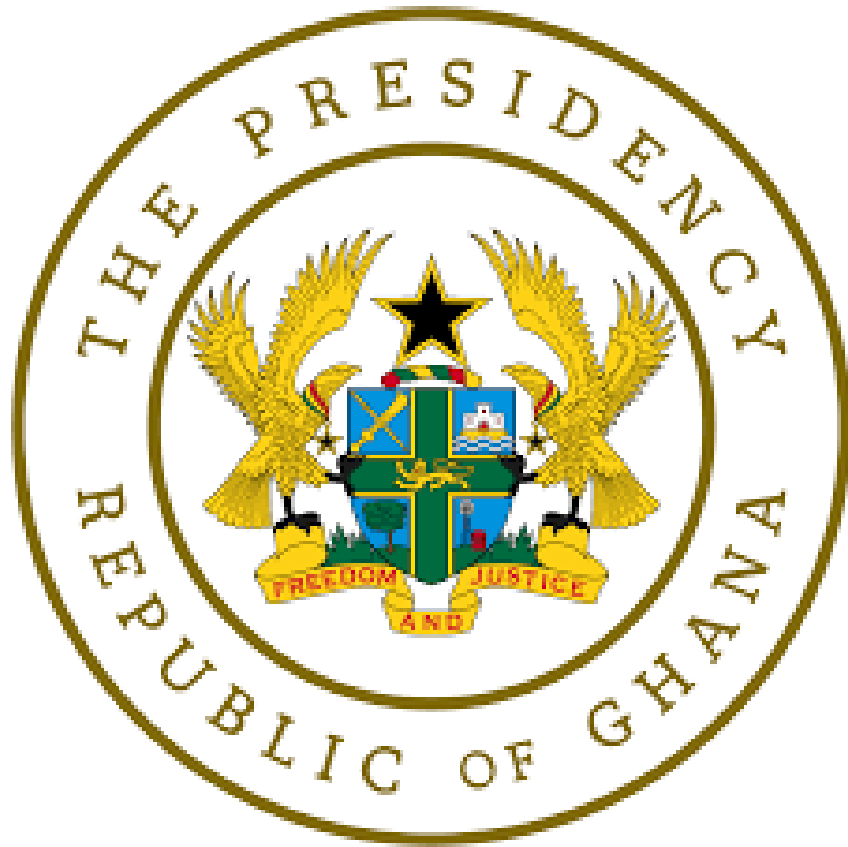


# Who to Lead NDC- NDC Affiliates



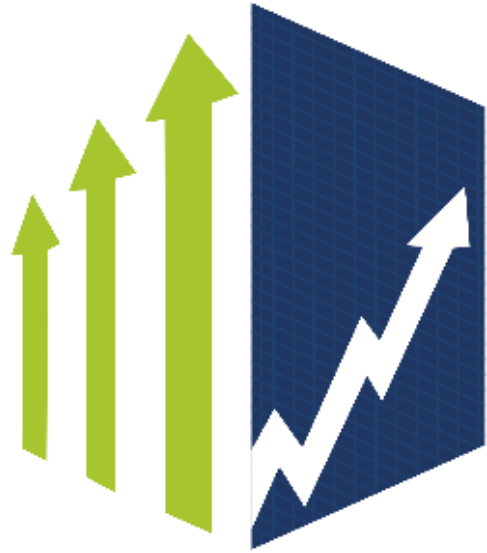
# General Election

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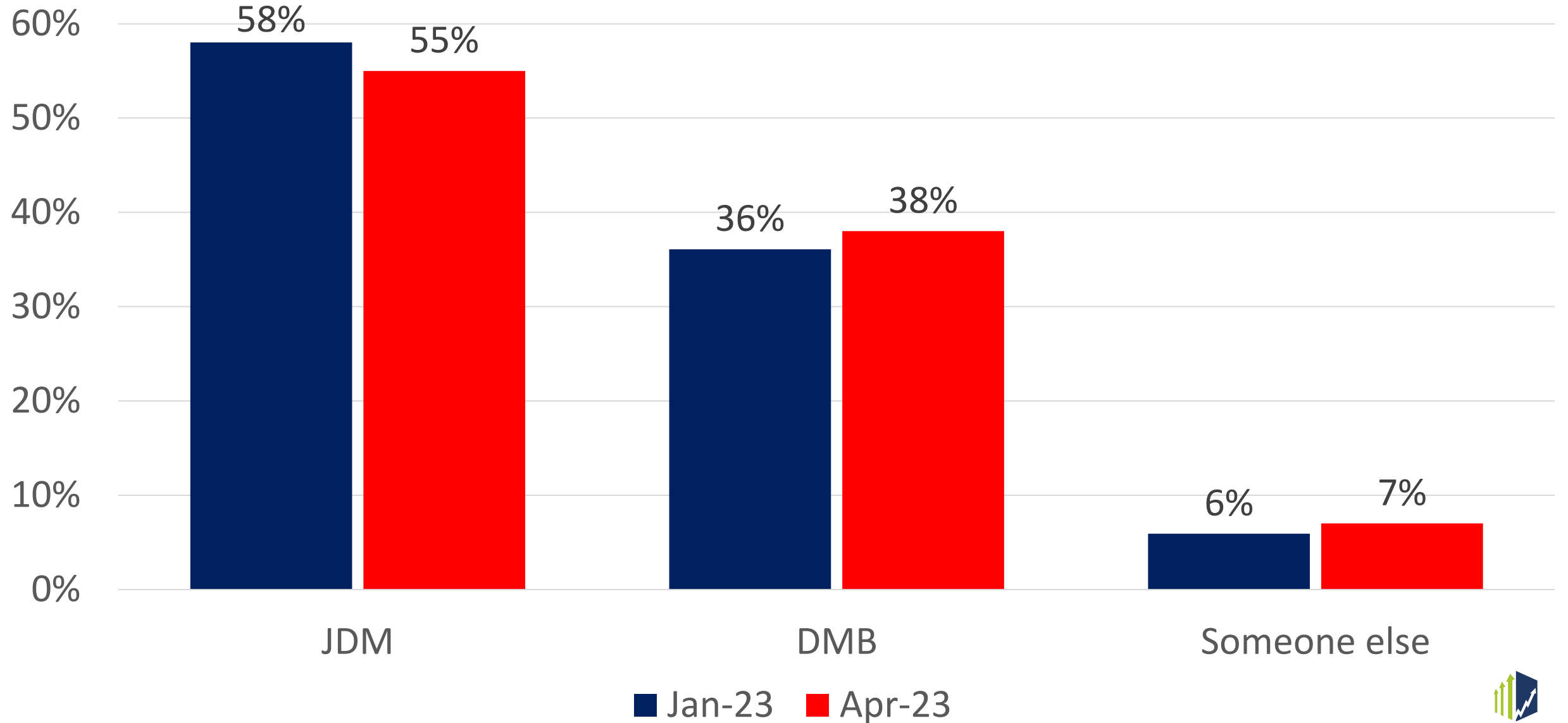
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H.E Dr. M. Bawumia

v

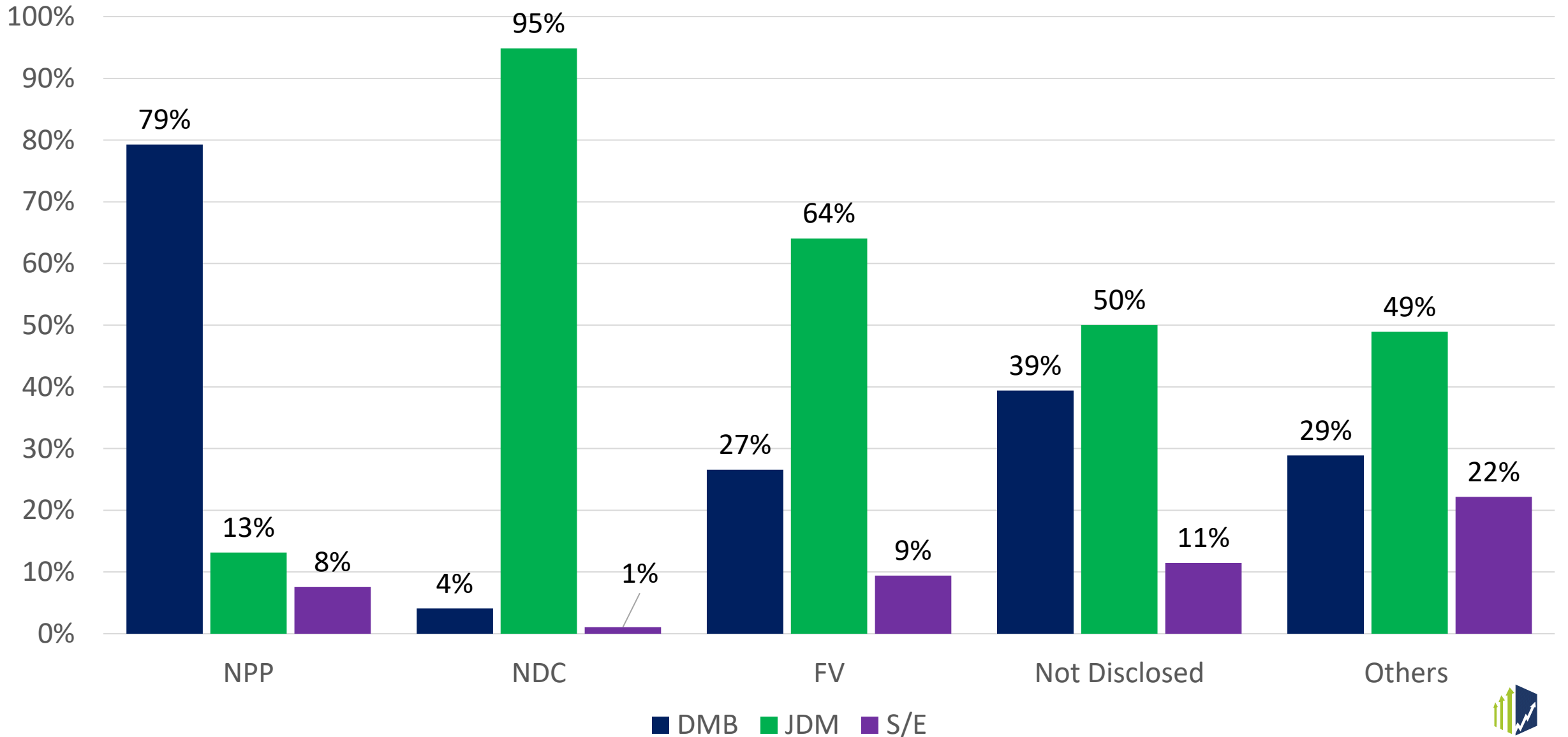
H.E John Dramani  
Mahama

# General Election- DMB v JDM Race

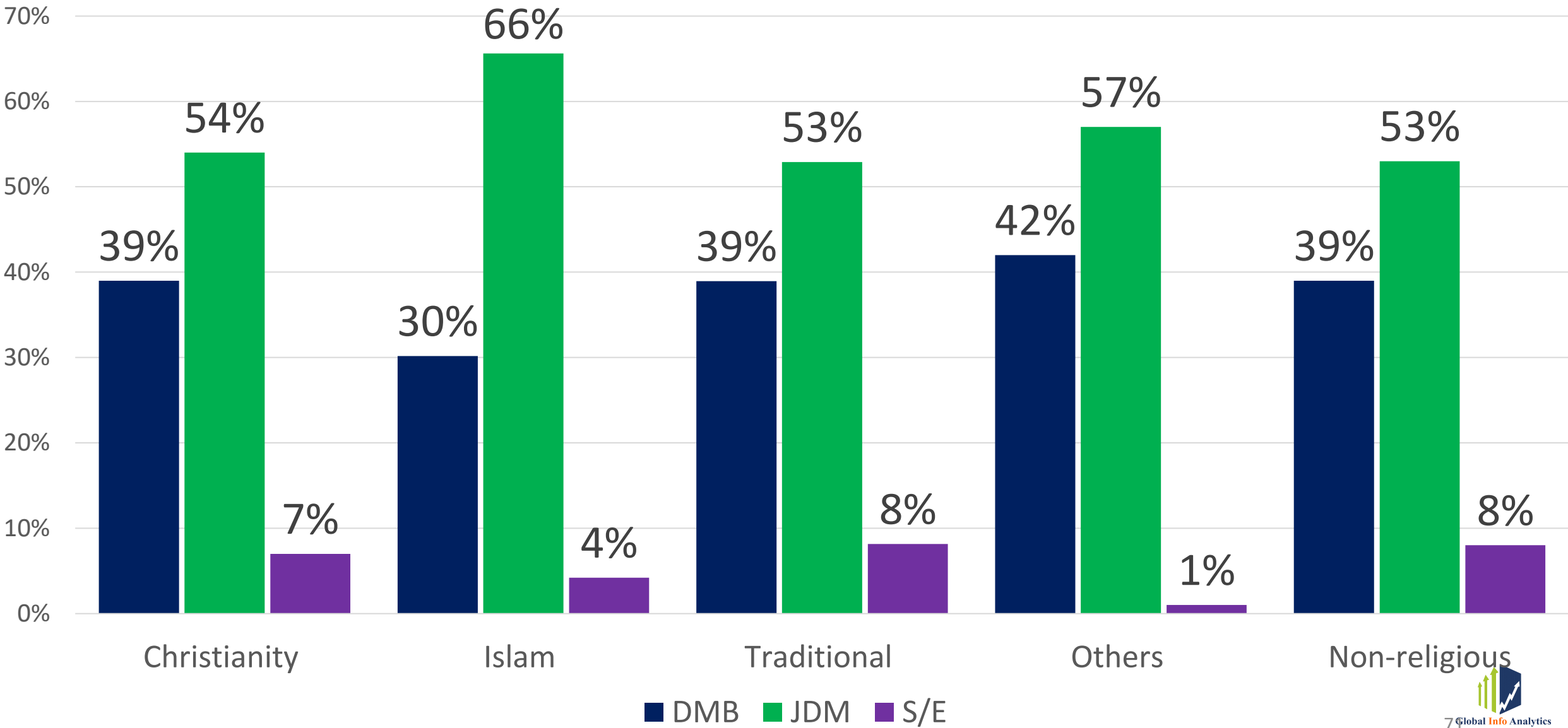




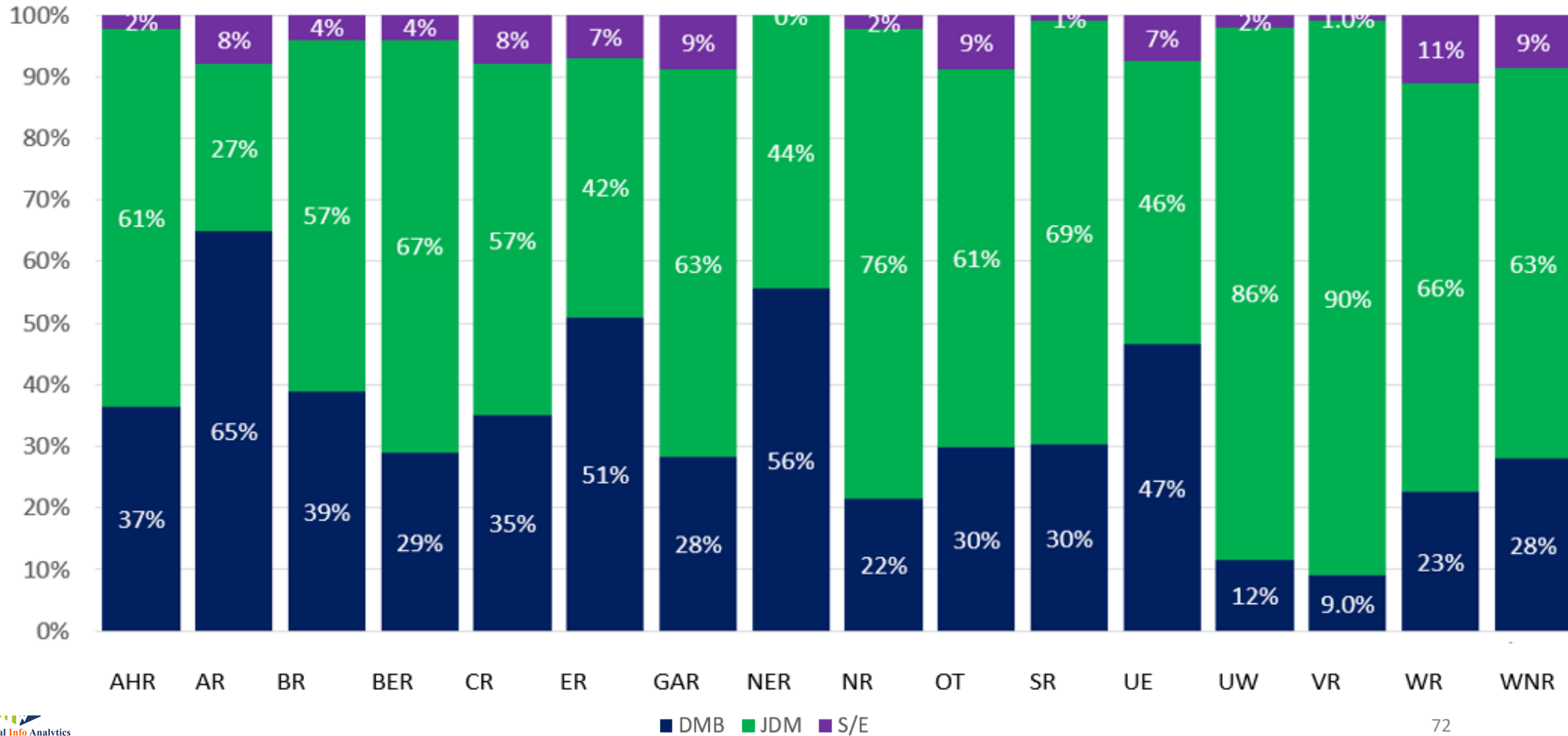
# DMB v JDM -Party Affiliations

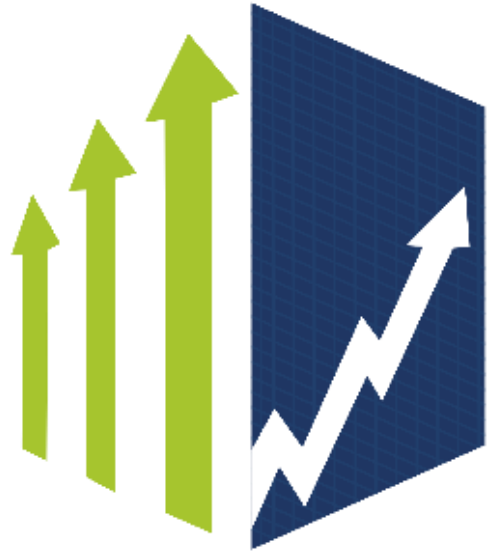


# DMB v JDM – Religious Votes



# DMB v JDM – Regions





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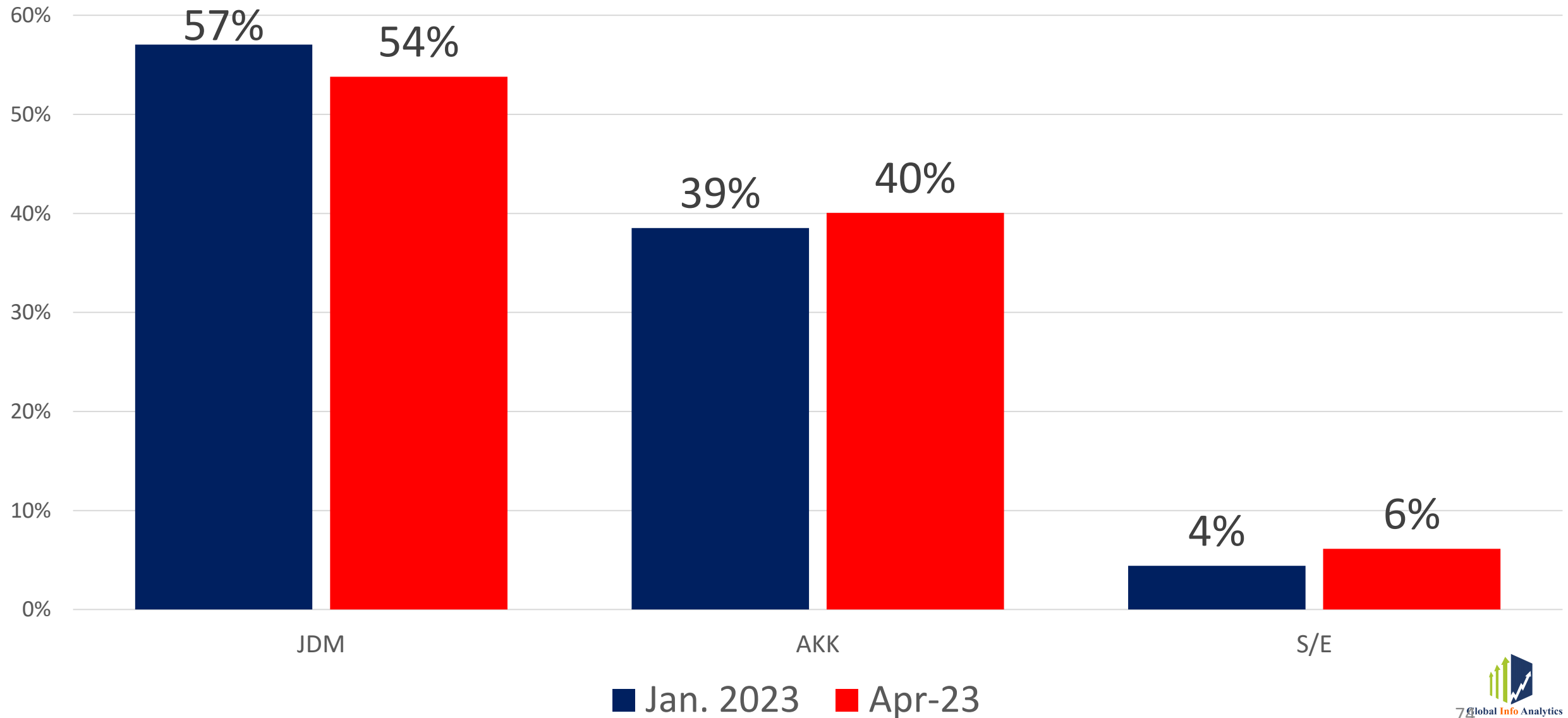
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Alan Kyeremanten

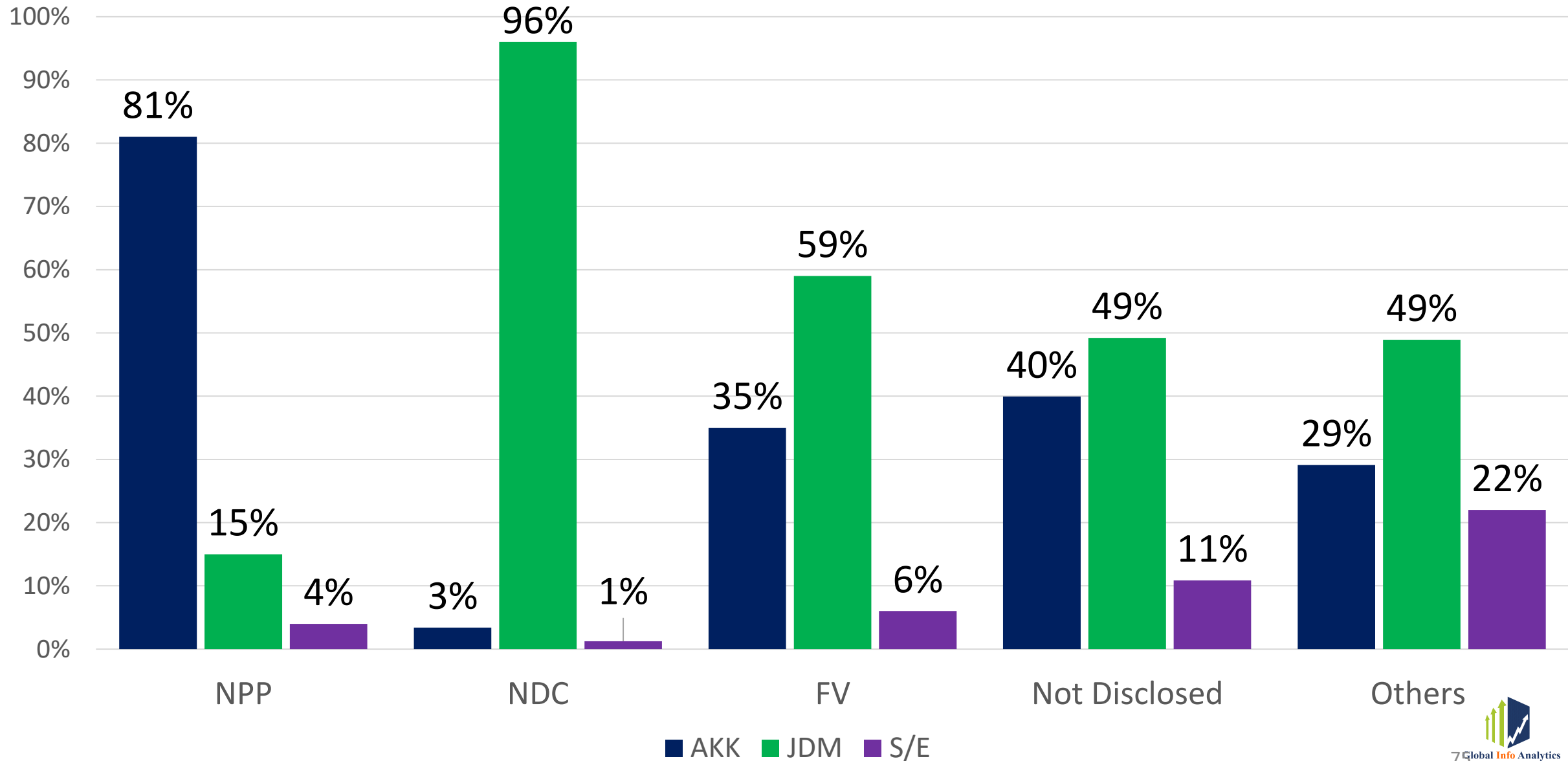
v

John Mahama

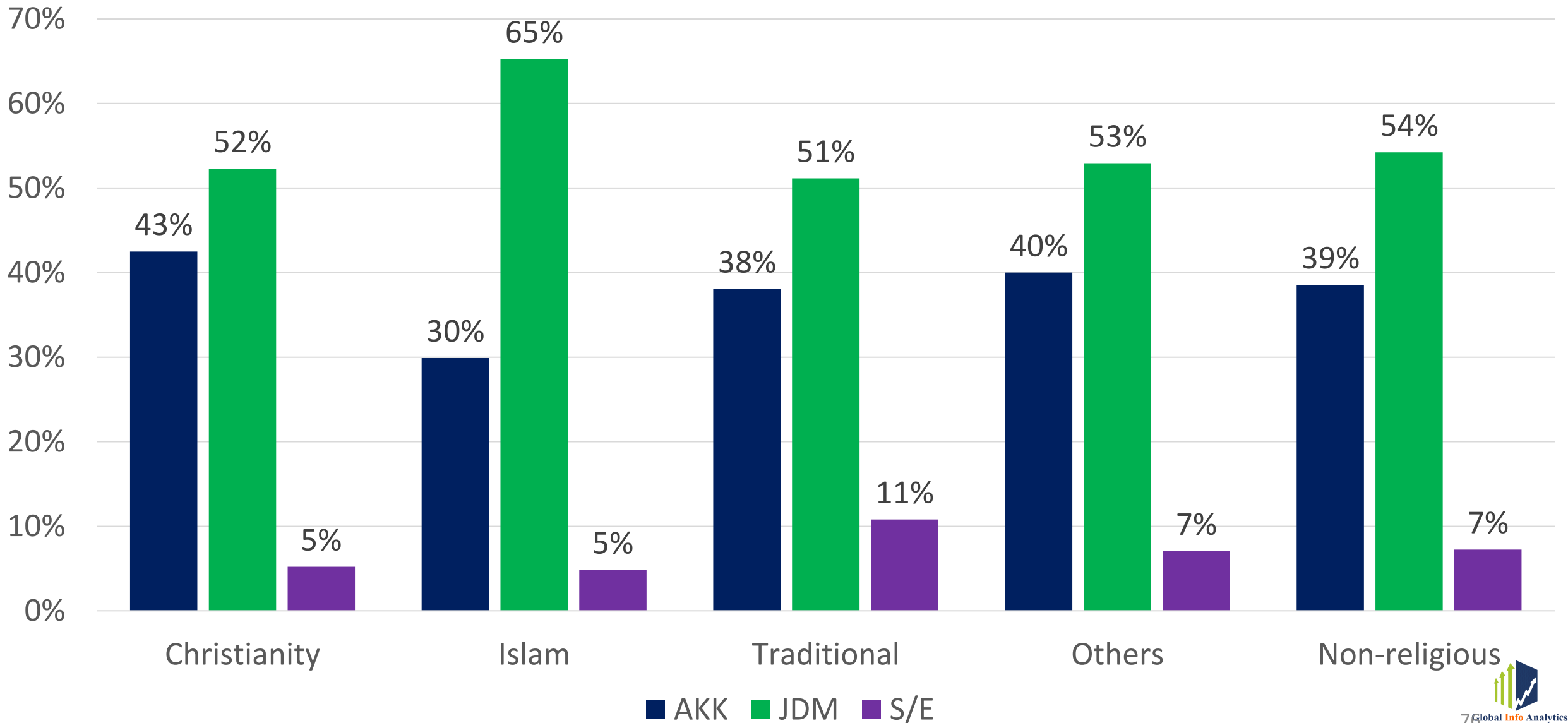
# General Election- AKK v JDM Race



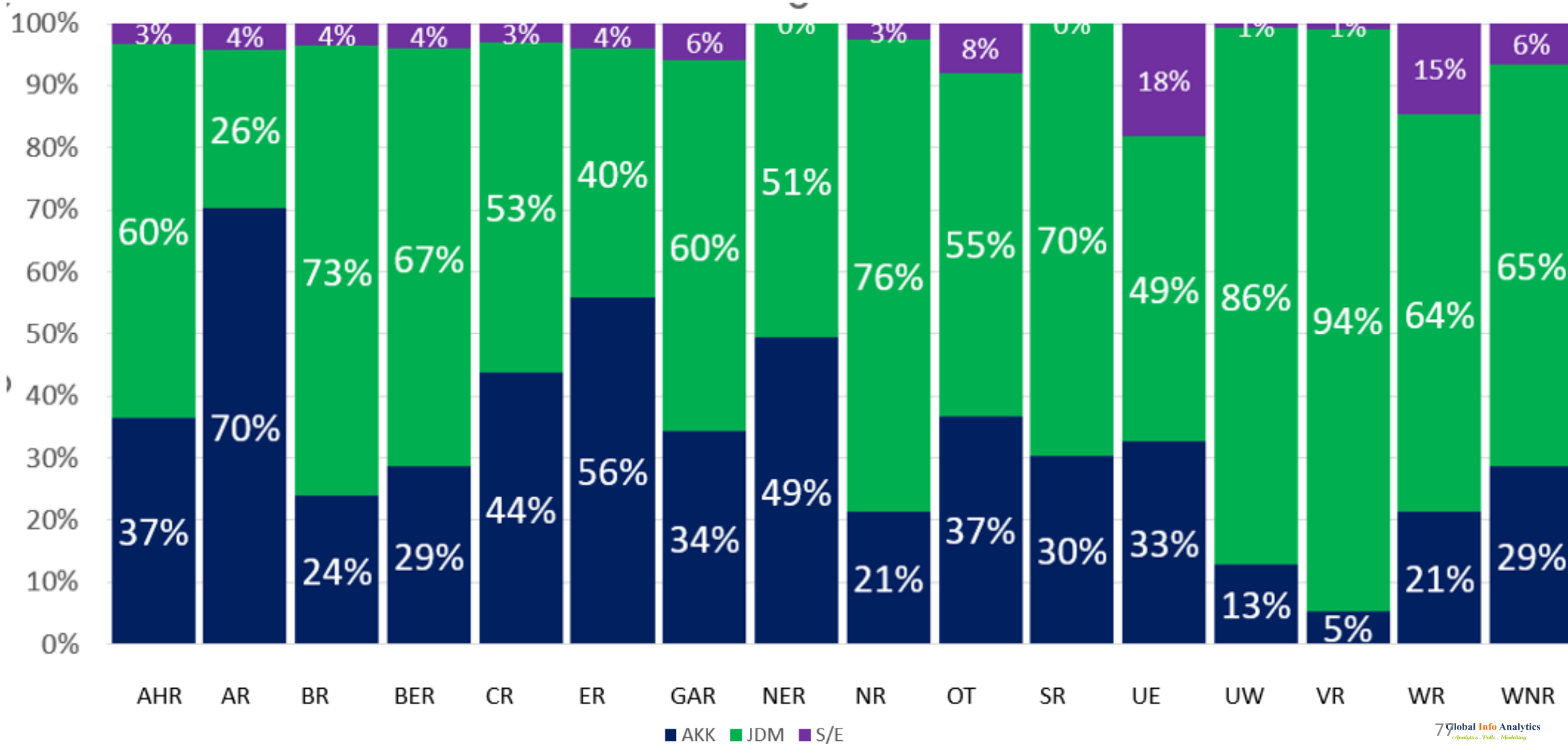
# AKK v JDM - Party Affiliations



# AKK v JDM – Religious Votes



# AKK v JDM – Regions







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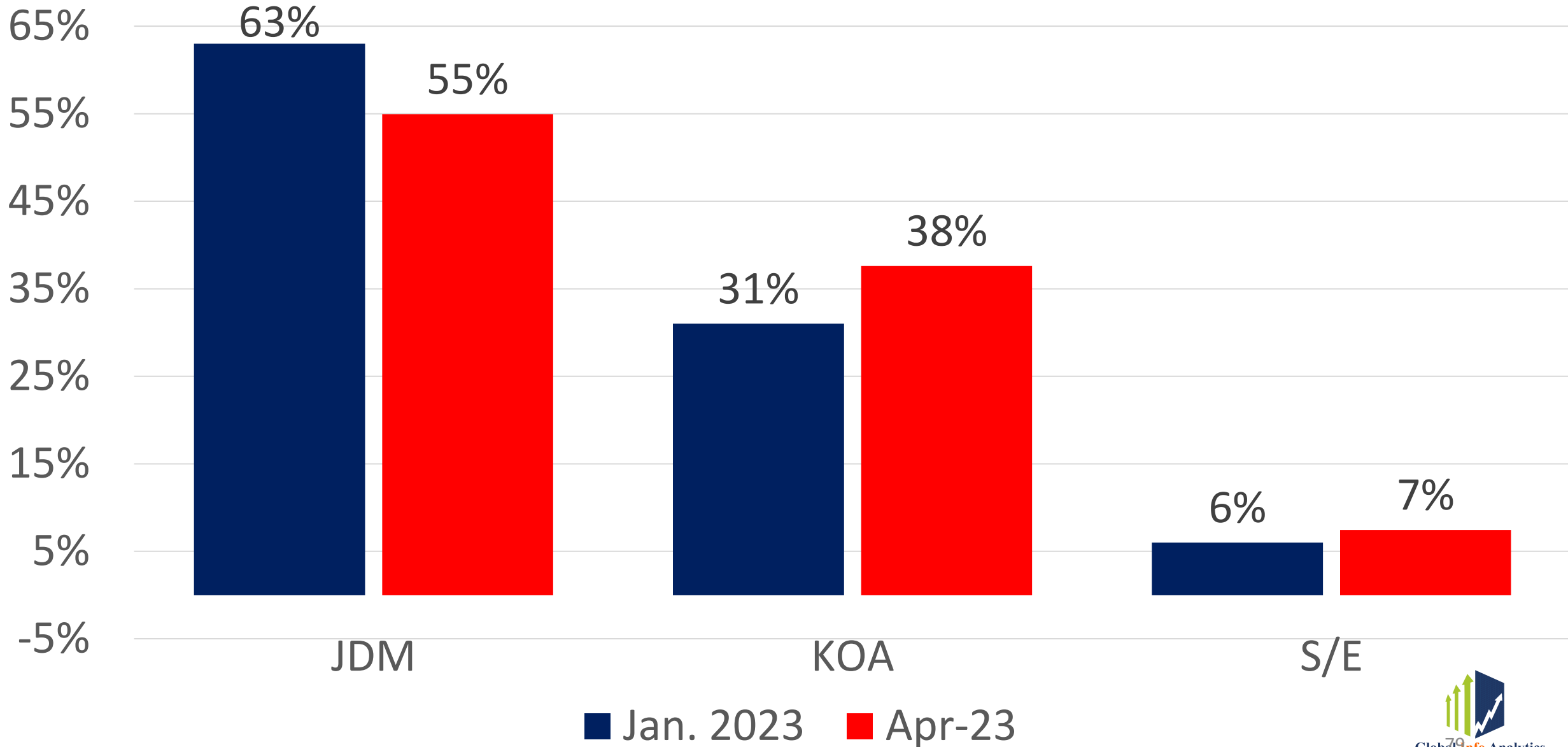
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Kennedy Ohene  
Agyapong

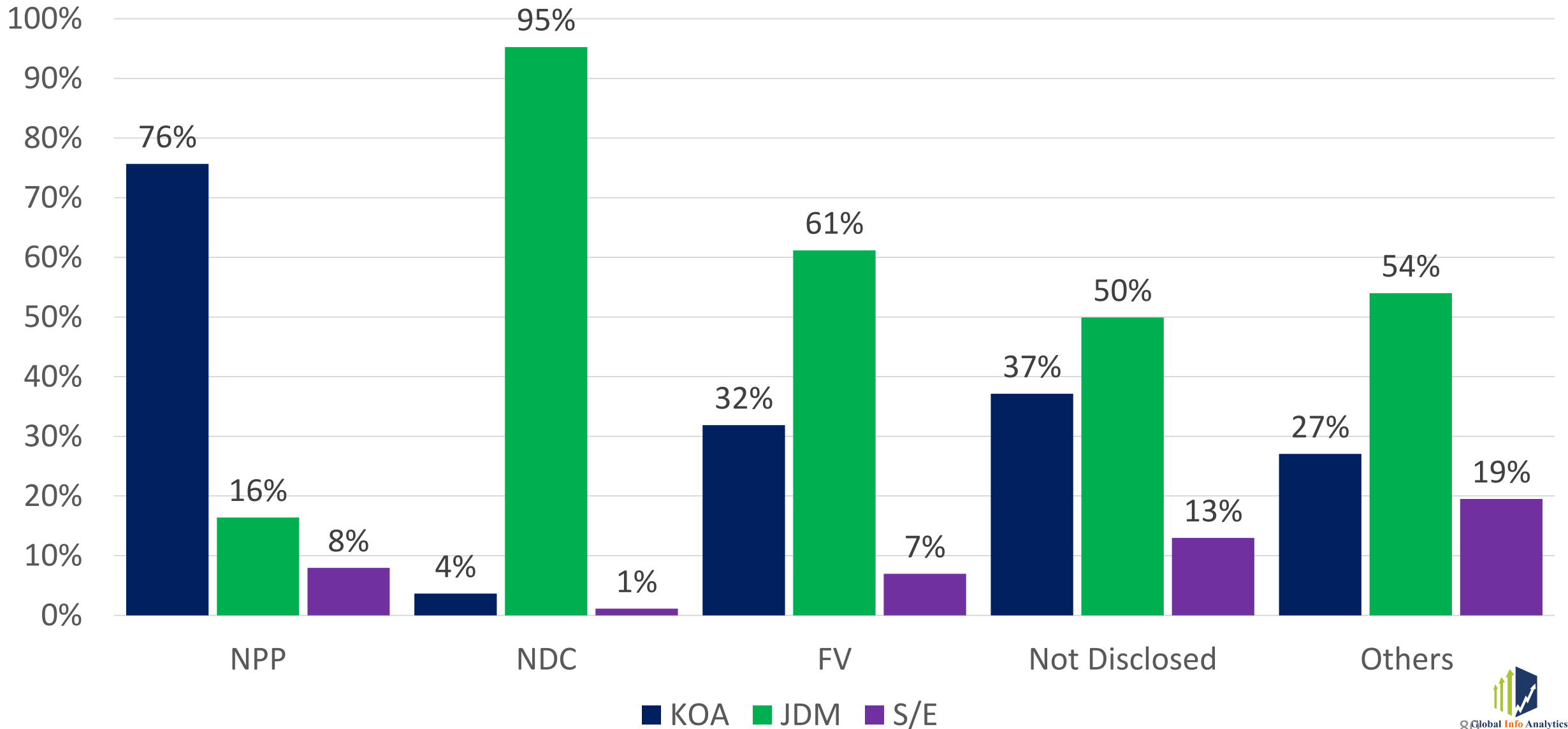
v

John Dramani  
Mahama

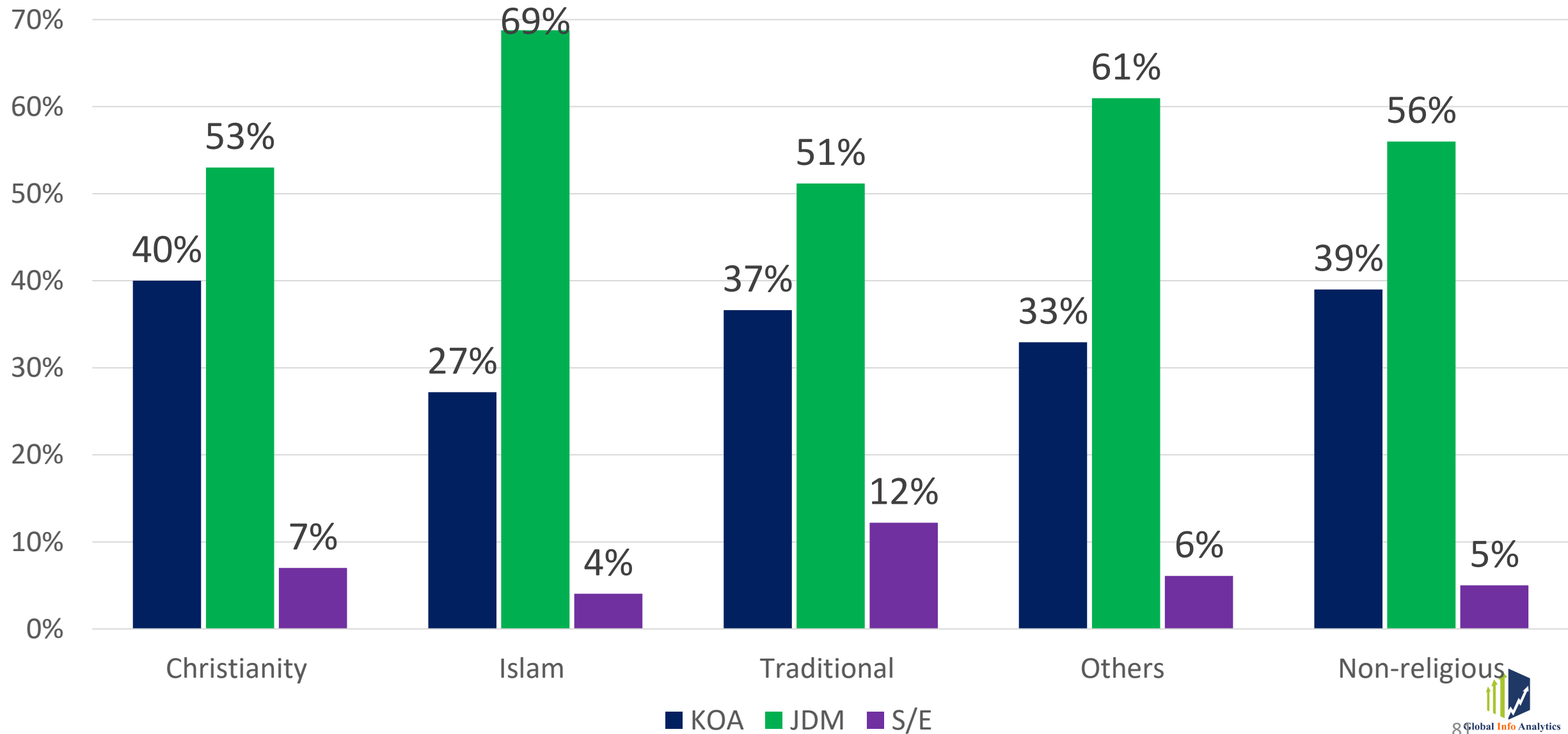
# General Election- KOA v JDM Race



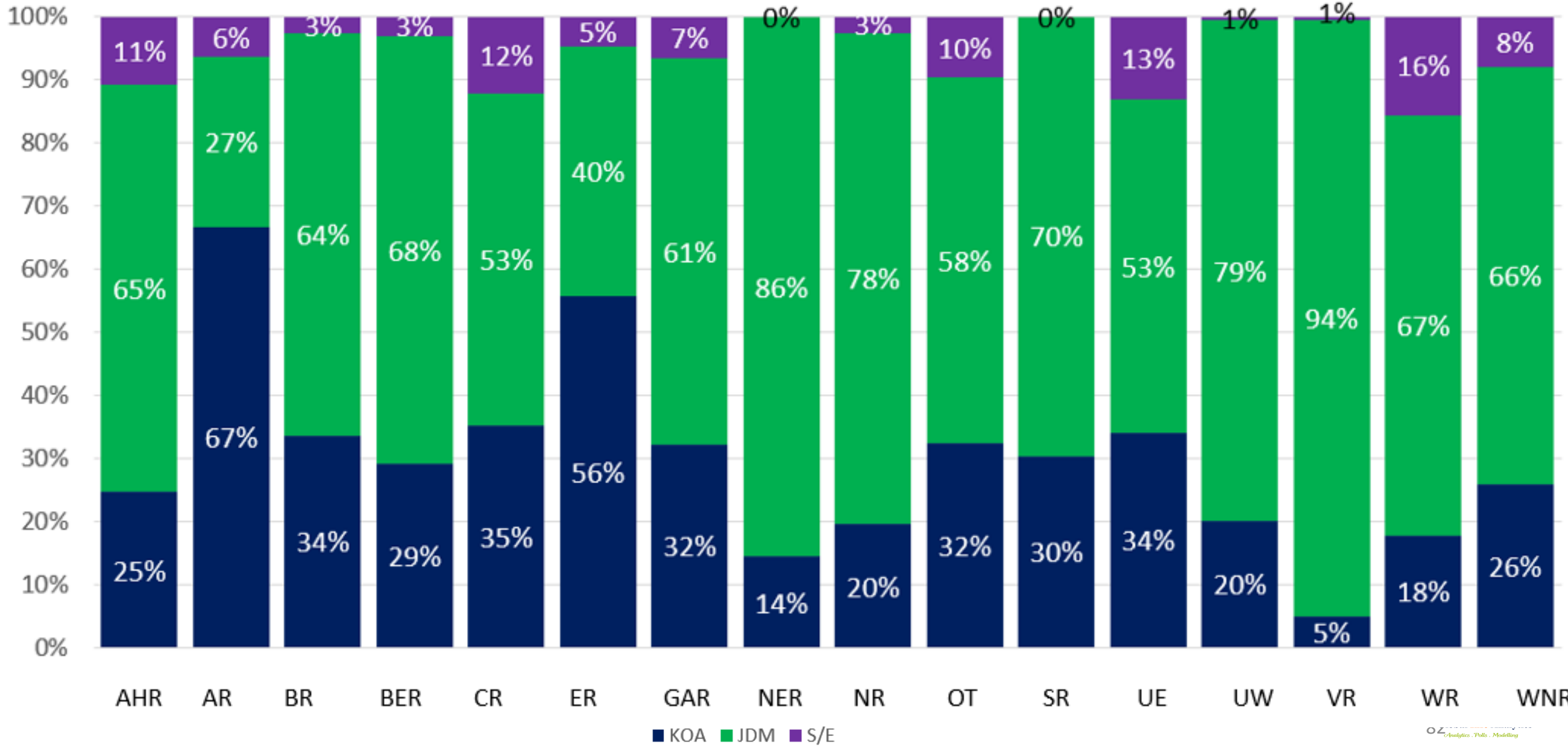
# KOA v JDM - Party Affiliations



# KOA v JDM – Religious Votes



# KOA v JDM – Regions





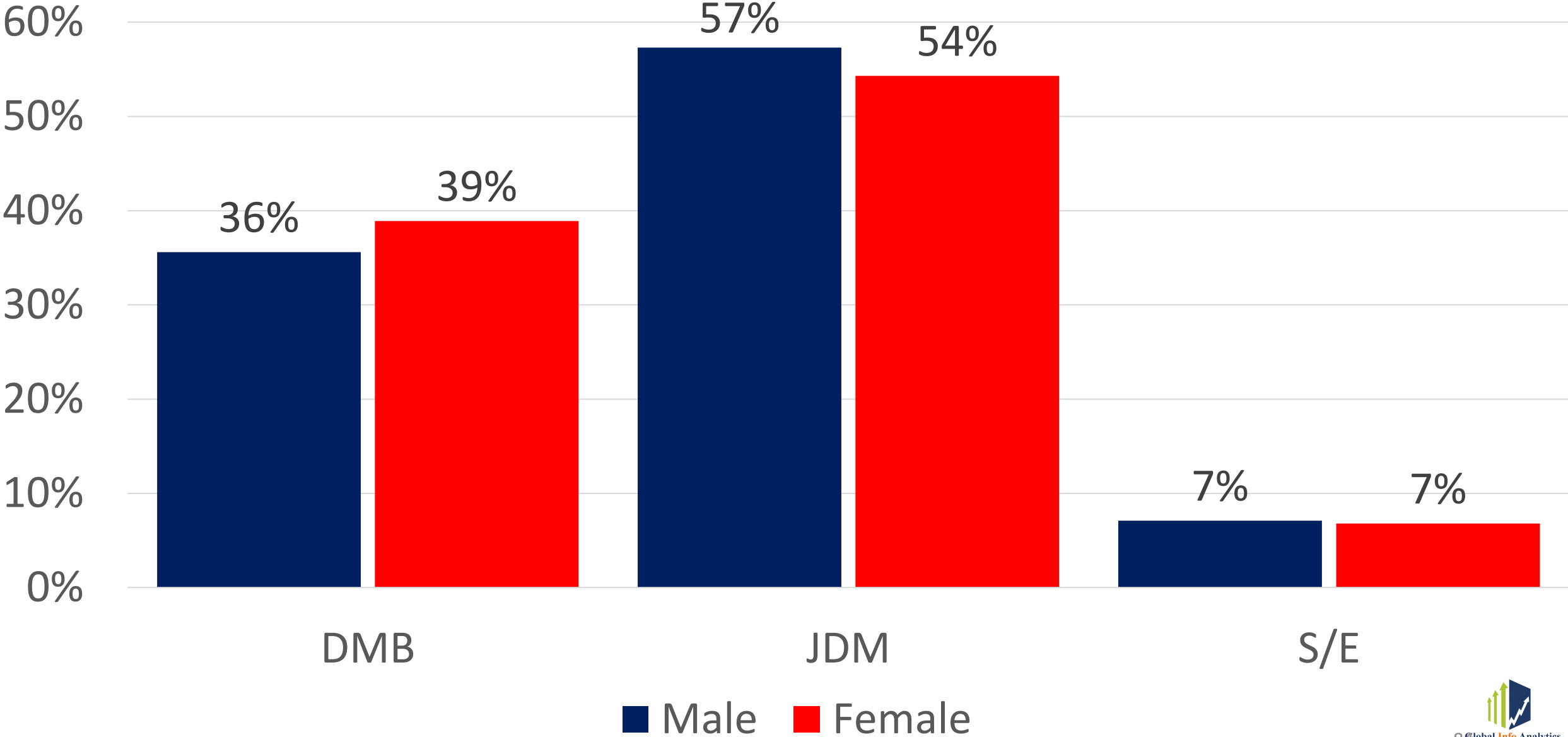
# General Elections - Gender



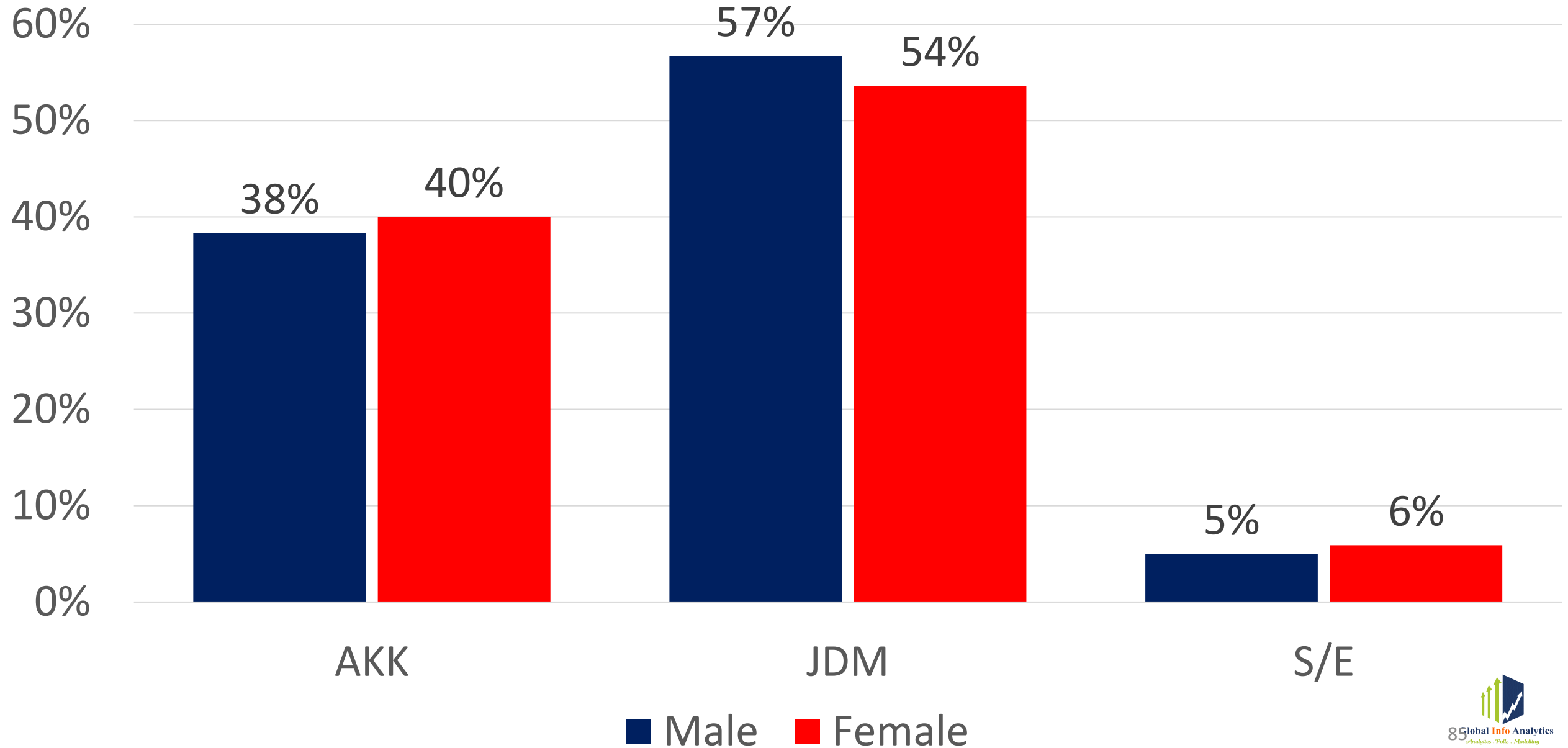
**Global Info Analyt.**

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# DMB v JDM -Gender

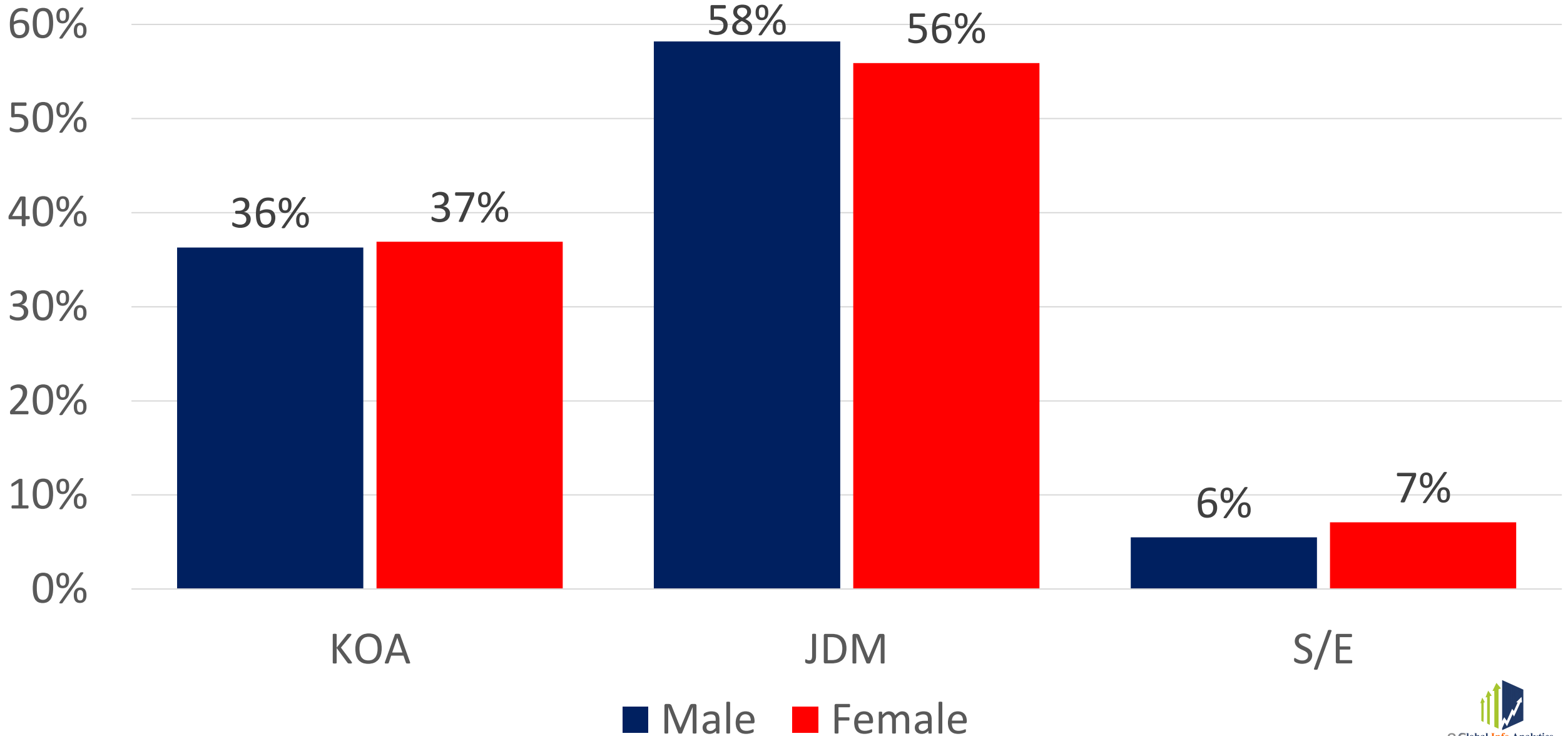


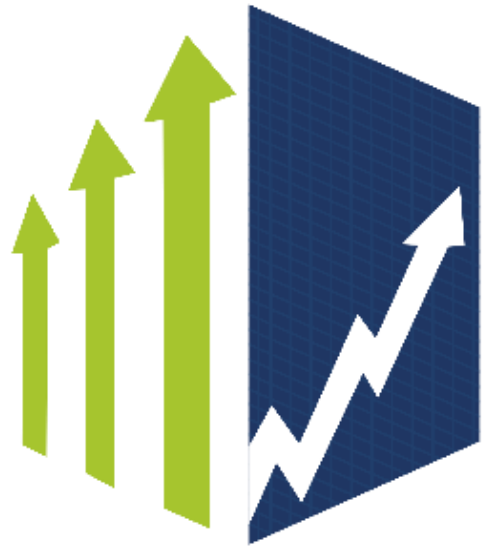
# AKK v JDM -Gender





# KOA v JDM -Gender





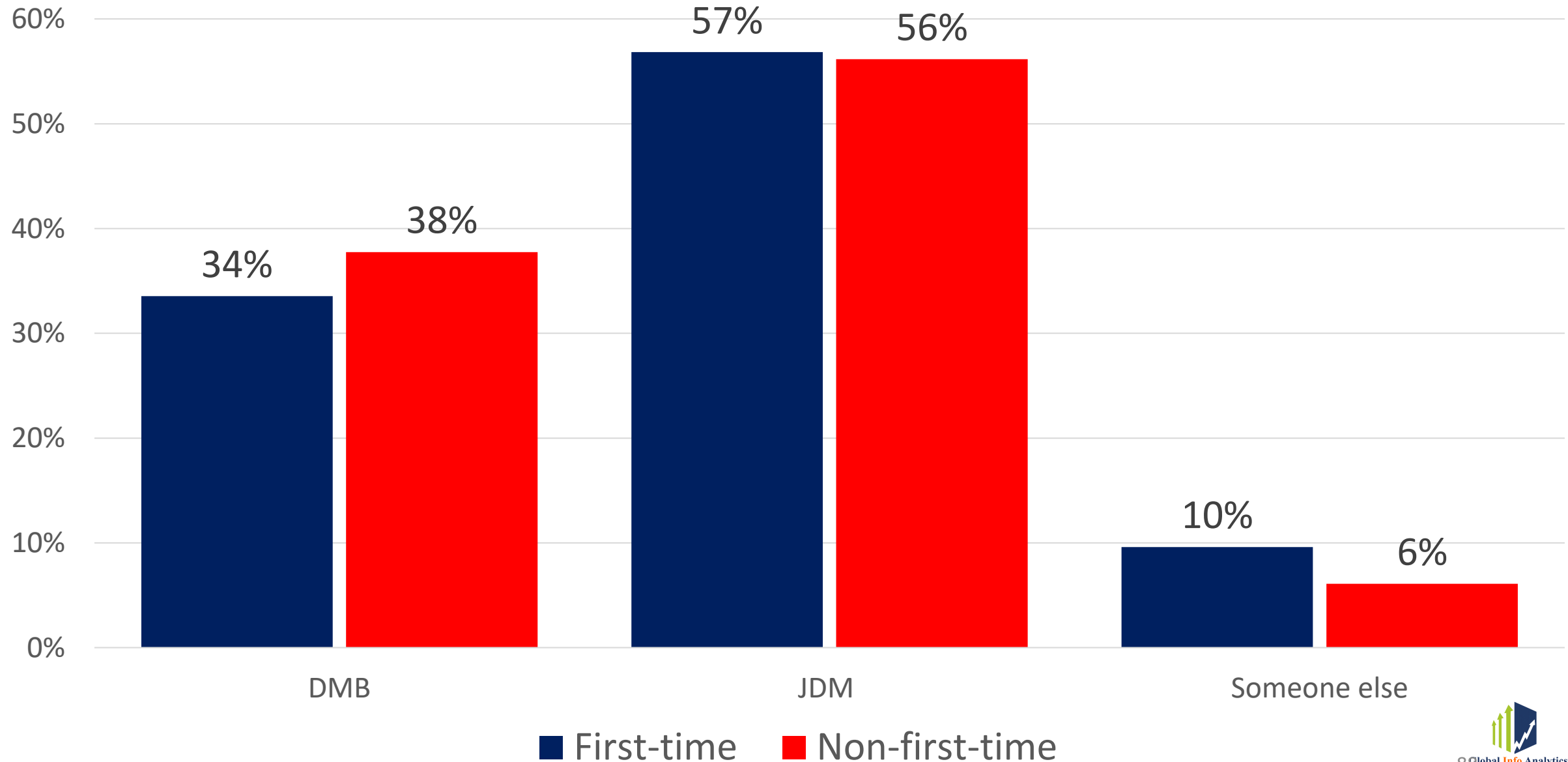
**Global Info Analytics**

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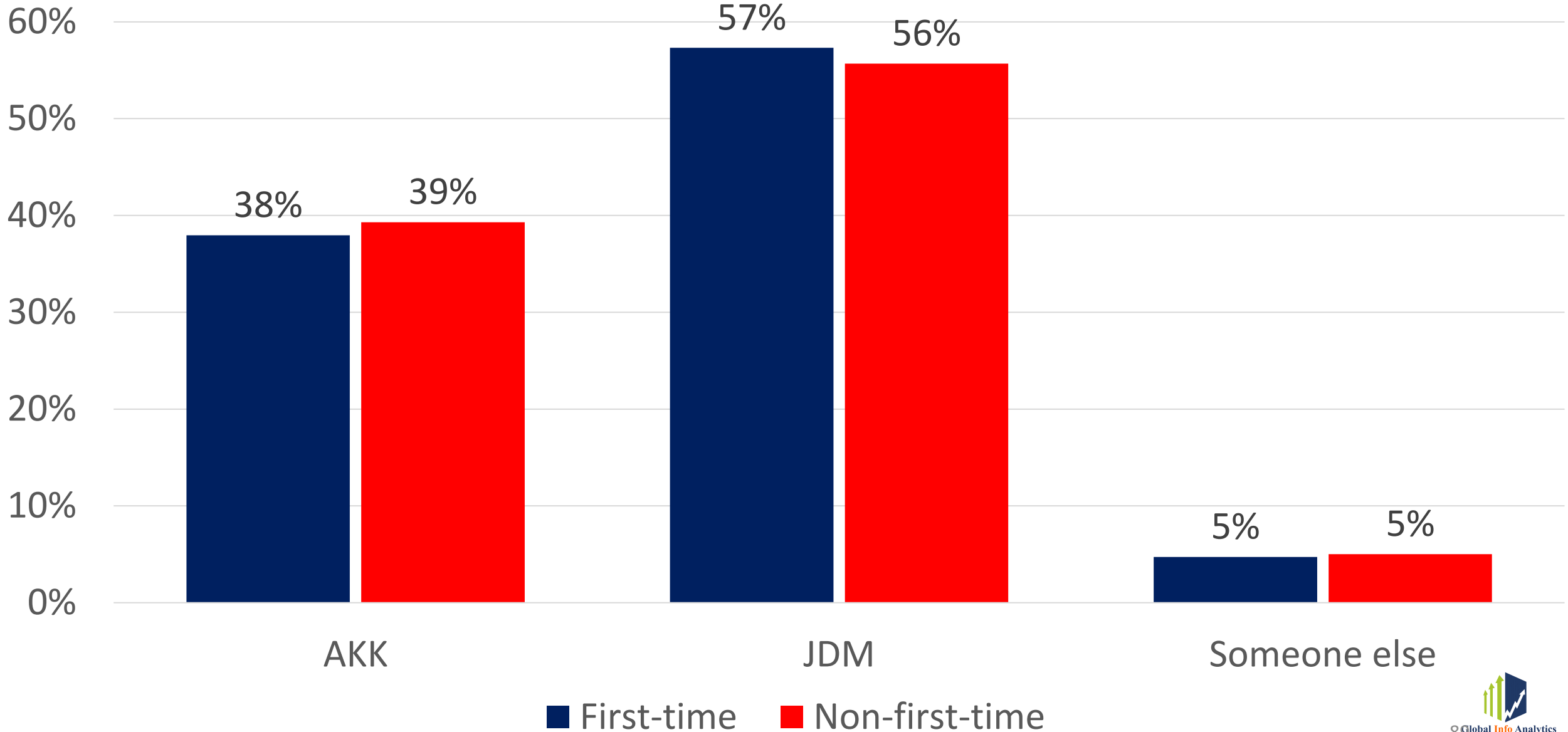
# First-time Voters & General Elections



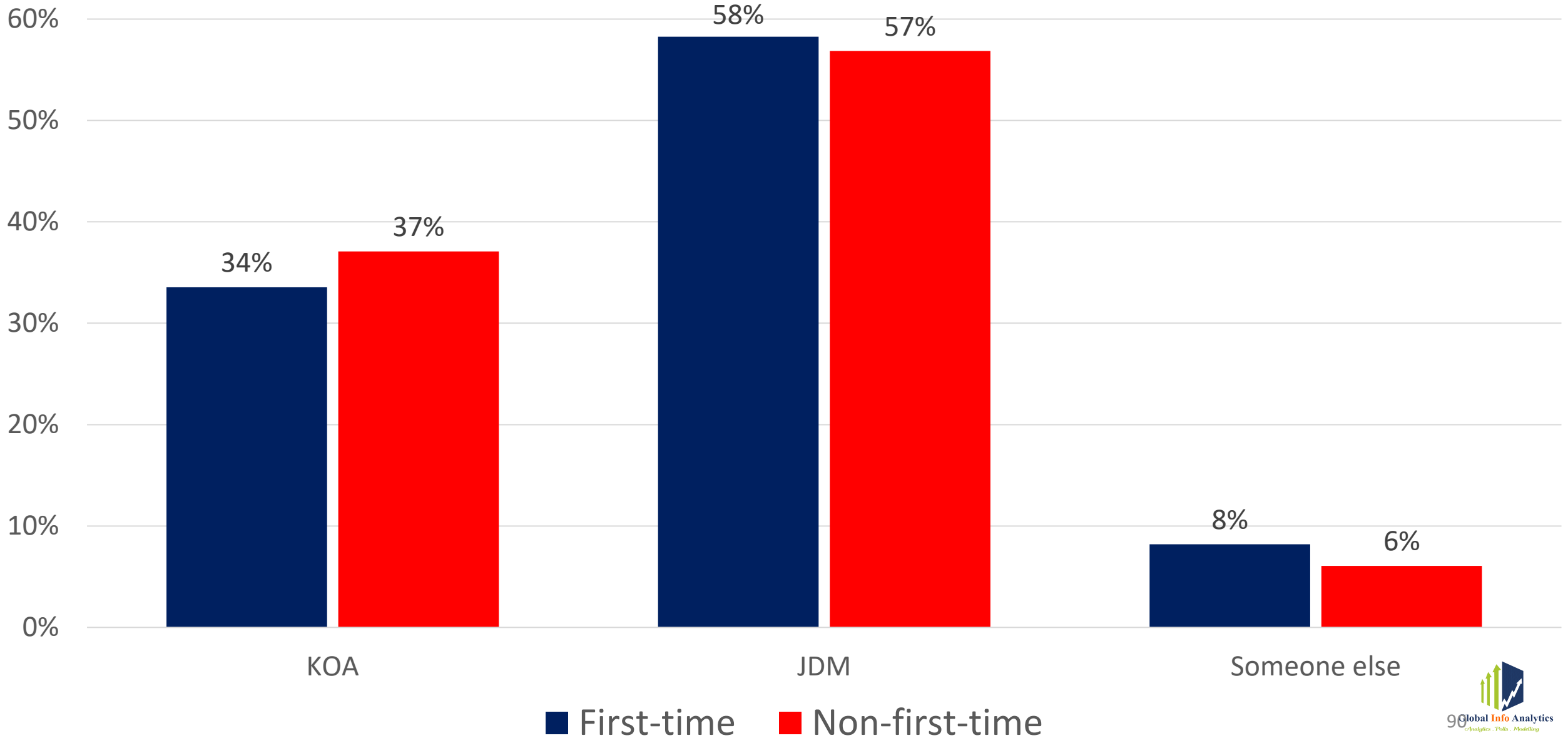
# DMB v JDM – Voters Category



# AKK v JDM – Voters Category



# KOA v JDM – Voters Category



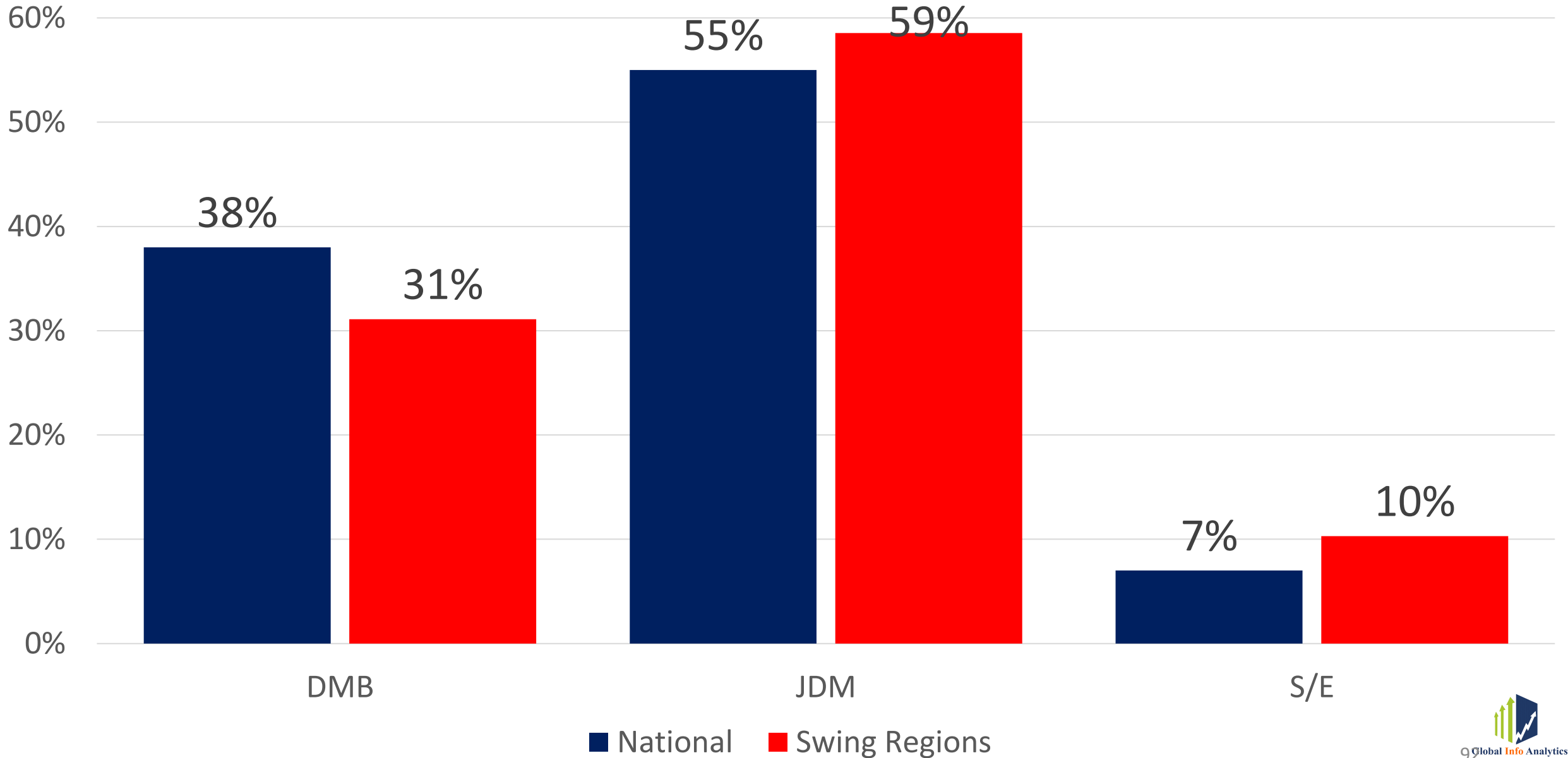
# Swing Regions Polls GAR, CR, WR & NER



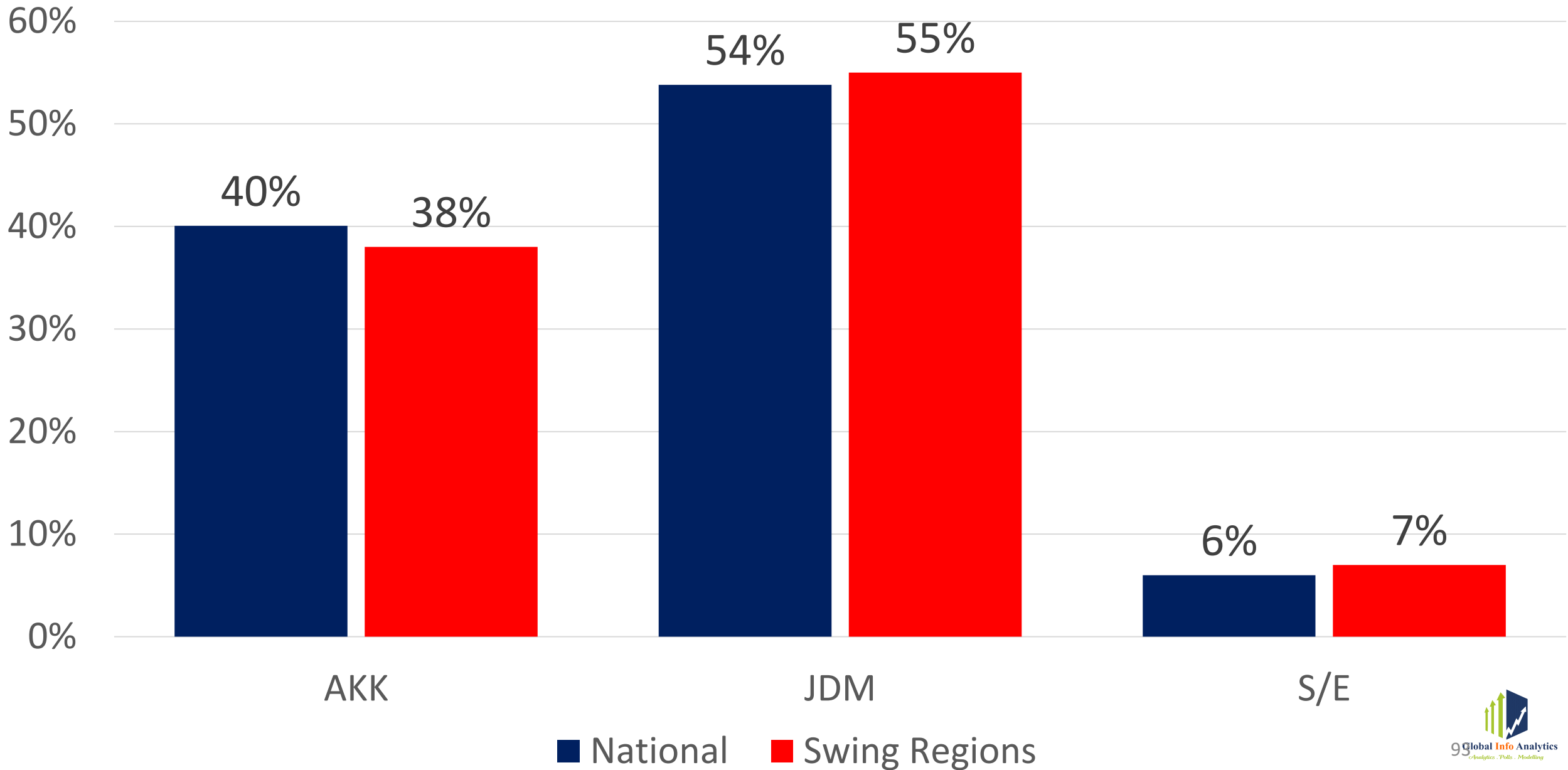
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# DMB v JDM – Analysis of National and Swing Regions

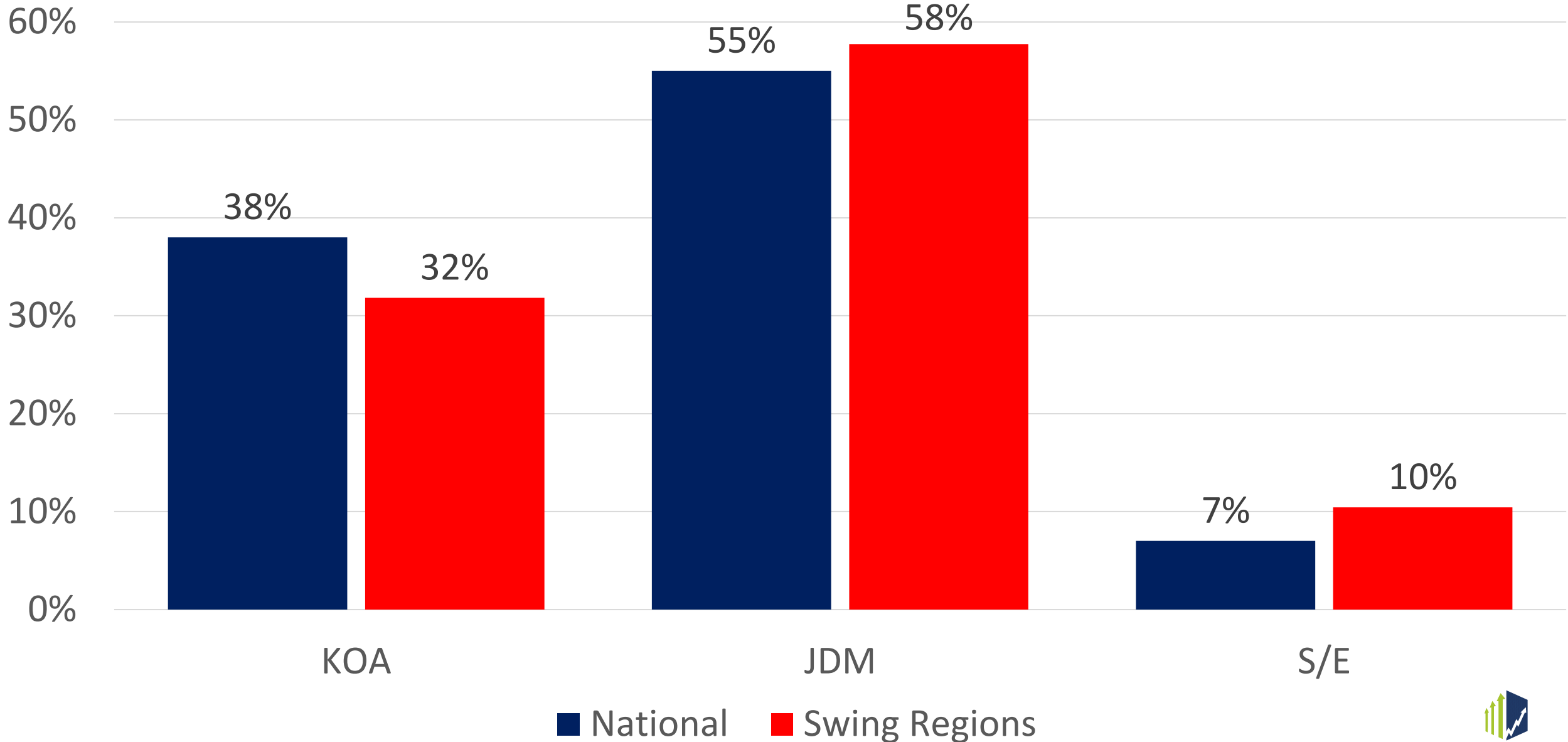


# AKK v JDM – Analysis of National and Swing Regions





# KOA v JDM – Analysis of National and Swing Regions



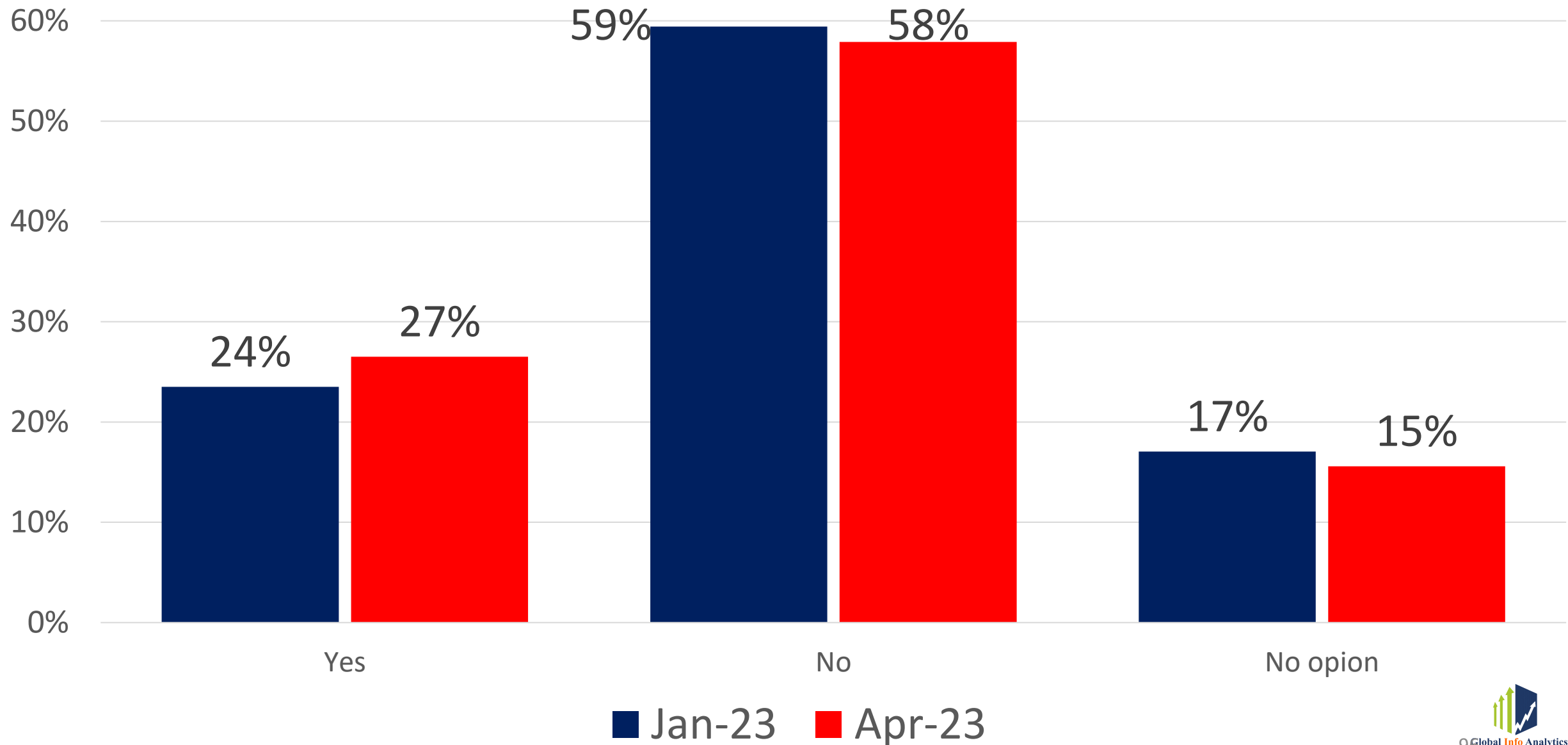
“Breaking  
the Eight”



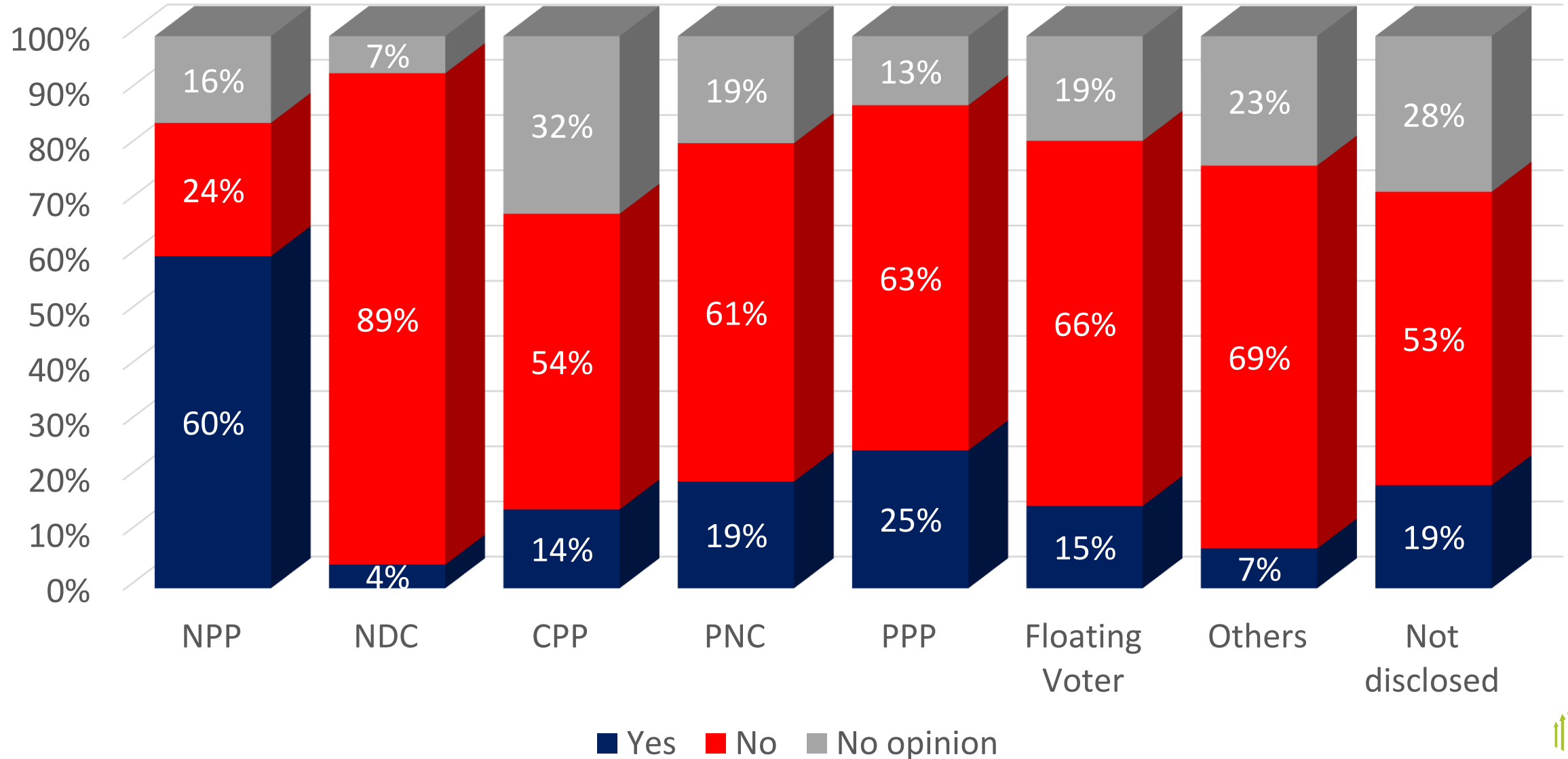
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# Can the NPP Break the “Eight”?



# Can the NPP Break the “Eight”?-Party Affiliation





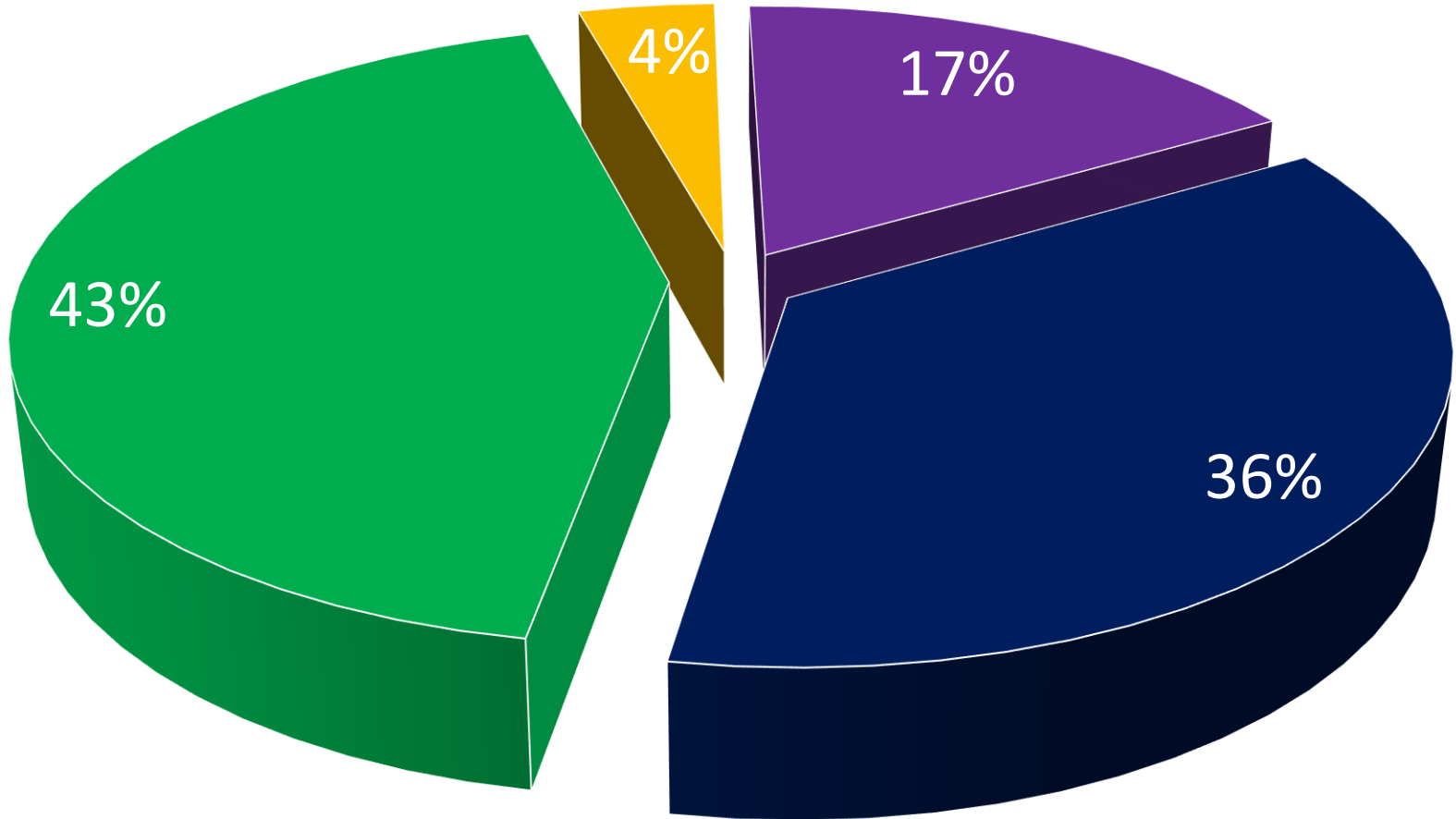
# Parliamentary Majority



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# Which Party's Candidate Do You Intend To Vote For in The Parliamentary Elections



■ NPP   ■ NDC   ■ Other Parties Candidate   ■ Unsure

# Voting Intentions for Parliamentary Elections – Party Affiliations

	NPP	NDC	FV	Undisclosed	Others
NDC	9%	88%	35%	25%	24%
NPP	76%	4%	21%	23%	14%
Other Parties	1%	1%	6%	5%	26%
Unsure	11%	6%	28%	29%	15%
Will not vote	3%	1%	10%	18%	21%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

	NDC	NPP	Other	Unsure	Will not vote	Total
NDC	84%	5%	2%	7%	2%	100%
NPP	13%	61%	3%	18%	5%	100%
Other Parties	12%	9%	44%	29%	6%	100%
I did not vote	23%	15%	5%	29%	28%	100%

## Voters who intend to switch their votes in the Parliamentary Elections in 2024

- 5 percent of NDC affiliated voters plan to vote for NPP Parliamentary Candidates, 2 percent will vote for other parties' candidates, 7 percent are not about who to vote for and 2 percent said they will not vote.
- For the NPP, 13 percent will vote for NDC parliamentary candidates, 3 percent will vote for candidates from other parties, 18 percent were not sure about who they will vote for and 5 percent said they will not vote all.





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