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**National Opinion Poll
Governance & Elections
January 18th, 2023
Report Summary
UPDATED**



Executive Summary

EXECUTIVE SUMMARY

- ❑ Latest national poll conducted by Global InfoAnalytics between 31st December 2022 and 15th January 2023, shows the race to lead the NPP is a dead heat among NPP voters as Dr Mahamudu Bawumia (DMB) loses his slender lead he enjoyed in October 2022 over Alan Kwadwo Kyeremanten (AKK). The poll now shows DMB and AKK levelled at 40% apiece among NPP voters. However, among general voters, AKK's lead over DBM has been cut to 41% to 32% compared to 44% to 31% in October 2022. Kennedy Ohene Agyapong (KOA) is in third place with 14% of the votes.
- ❑ In the race to lead the NDC, the poll shows John Dramani Mahama (JDM) extending his lead over Dr Kwabena Dufuor (DKD) as he is now backed by 77% of voters compared to 13% for DKD. However, among NDC voters, JDM attracts 94% and DKD 4%.
- ❑ In the 2024 general election head-to-head between DMB and JDM, the poll shows a tightening race as DMB cuts JDM lead from 62% in October 2022 to 58% in January 2023. JDM now leads 58% to 36%, a 3% point improvement for DMB compared to the previous poll.
- ❑ In the race between JDM and AKK, JDM now leads AKK 57% to 39%. JDM led AKK 60% to 36% in the October 2022 poll, representing a slide of 3% point for JDM in the latest poll.

EXECUTIVE SUMMARY

- ❑ However, in a head-to-head between JDM and Kennedy Ohene Agyapong (KOA), JDM leads the Assin North legislator 63% to 31%.
- ❑ On the question of whether the NPP can “break-the-eight”, 24% of voters believed the party can “break-the-eight” whilst 59% said they can’t and 17% had no opinion.
- ❑ The poll shows the president’s job approval rating making significant recovery his approval rating, from 26% in October, leaping to 32% in January 2023, whilst his disapproval declined sharply from 69% in October to 59% in January 2023. For the vice president, he enjoys 32% approval and 58% disapproval. In the case of AKK, 35% of voters approved of his performance as trade and industry minister whilst 45% disapprove his performance.
- ❑ On the question of direction of the country, only 18% said it is headed in the right direction compared to 71% who believed it is headed in the wrong direction.



Methodology & Approach

Methodology and Approach:

- Sample size: 5,844
- Confidence level: 99% and MoE of 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 selection of 30% of constituencies from each region was then selected and allocated the regional quota based on total voters in each of those constituencies.
- Respondents were selected randomly in the streets, homes and workplaces.
- 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 does not align him/herself to any of the registered political parties
- Field interviews were conducted between 31st December and 15th January 2023
- 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 in the primaries and presidential elections.
- The poll is a cross-sectional survey



Constituencies covered

Constituencies covered

Region	Constituency	Male	Female	Total
Ahafo	Asutifi South	29	27	56
Ahafo	Asutifi North	26	26	52
Ashanti	Obuasi East	30	28	58
Ashanti	Atwima Nwabiagya North	41	46	87
Ashanti	Atwima Nwabiagya South	51	46	97
Ashanti	Ejura Sekyedumase	38	35	73
Ashanti	Adansi Asokwa	22	22	44
Ashanti	Mampong	32	37	69
Ashanti	Effiduase/Asokore	19	24	43
Ashanti	Fomena	18	16	34
Ashanti	Afigya Seyere East	39	33	72
Ashanti	Odotobri	27	29	56
Ashanti	Atwima Mponua	44	43	87
Ashanti	Ejisu	80	31	111
Ashanti	Kwadaso	44	48	92
Ashanti	Afigya Kwabre South	53	55	108
Bono	Tain	31	29	60
Bono	Dormaa East	18	17	35
Bono	Sunyani West	40	37	77
Bono	Jaman North	26	27	53
Bono East	Techiman North	34	34	68
Bono East	Atebubu-Amantin	44	45	89
Bono East	Pru West	19	20	39
Central	Awutu Senya East	67	66	133
Central	Komenda Edina Eguafo Abrem	41	36	77
Central	Gomoa West	34	29	63
Central	Abura Asebu Kwamankese	29	28	57
Central	Gomoa East	61	34	95
Central	Assin South	26	22	48

Region	Constituency	Male	Female	Total
Central	Asikuma/Odoben/Brakwa	28	31	59
Eastern	Atiwa East	30	11	41
Eastern	Ayensuano	42	33	75
Eastern	Upper Manya Krobo	19	25	44
Eastern	Afram Plains South	32	9	41
Eastern	Nsawam/Adoagyiri	63	44	107
Eastern	Akropong	49	28	77
Eastern	Upper_West Akim	38	27	65
Eastern	Okere	18	21	39
Eastern	Kwahu Afram Plains North	27	19	46
Eastern	Fanteakwa North	16	24	40
Greater Accra	Odododiodioo	50	52	102
Greater Accra	Adentan	80	71	151
Greater Accra	Anyaa/Sowutuom	69	66	135
Greater Accra	Dadekotopon	62	58	120
Greater Accra	Tema Central	36	31	67
Greater Accra	Krowor	51	47	98
Greater Accra	Trobu	70	68	138
Greater Accra	Kpone-Katamanso	65	59	124
Greater Accra	Ledzokuku	69	81	150
Greater Accra	Bortianor-Ngleshie Amanfro	54	54	108
North East	Yunyoo	12	12	24
North East	Nalerigu / Gambaga	38	36	74
Northern	Kumbungu	46	20	66
Northern	Bimbilla	60	42	102
Northern	Gushiegu	45	36	81
Northern	Zabzugu	26	21	47
Northern	Karaga	36	30	66
Oti	Buem	48	24	8 72

Constituencies Covered

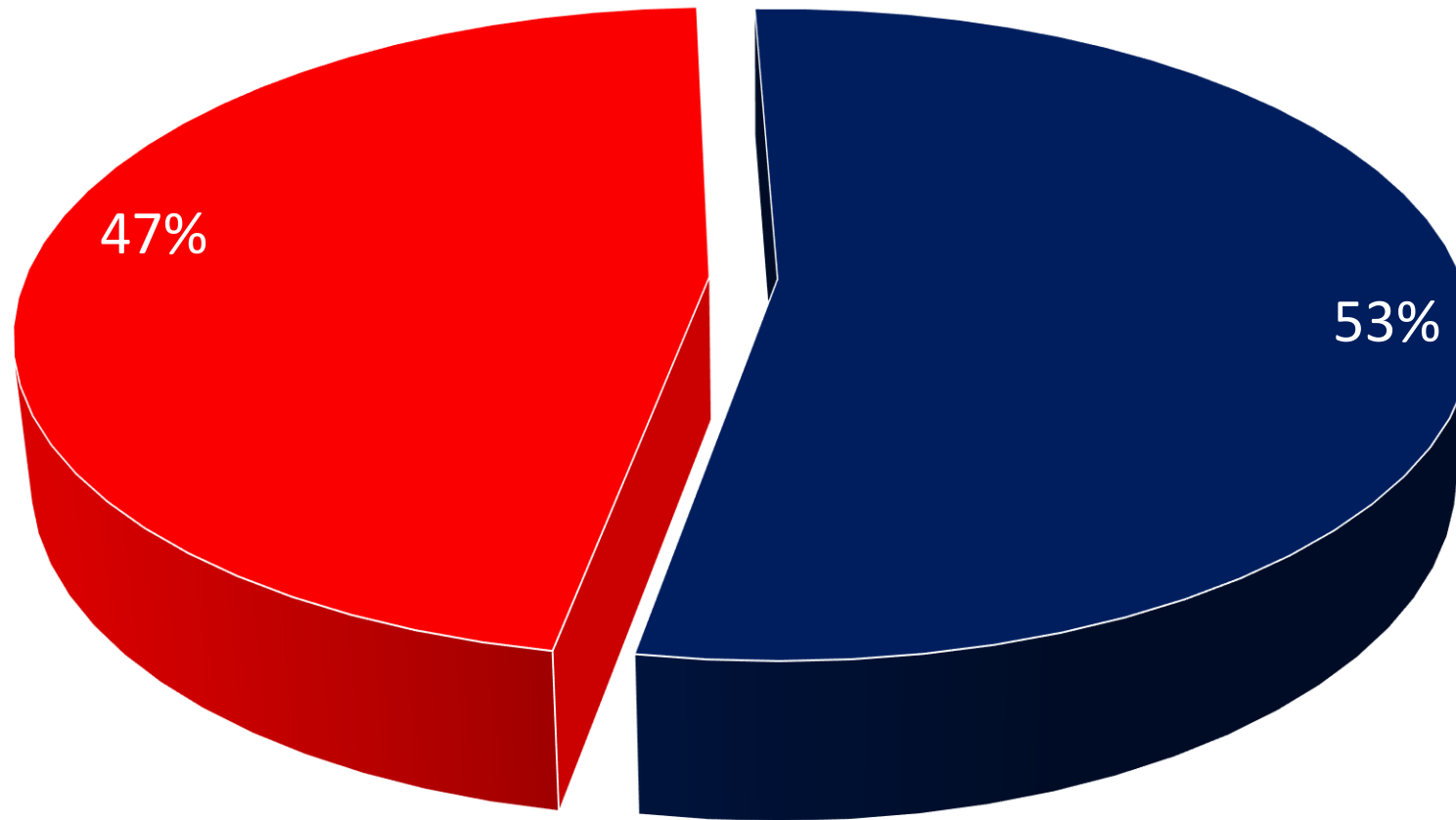
Region	Constituency	Male	Female	Total
Oti	Krachi Nchumuru	39	35	74
Savannah	Salaga North	19	18	37
Savannah	Damongo	35	28	63
Upper East	Builsa North	20	25	45
Upper East	Garu	26	27	53
Upper East	Binduri	34	25	59
Upper East	Bolga East	17	17	34
Upper East	Nabdam	18	16	34
Upper West	Nadowli/Kaleo	39	36	75
Upper West	Daffiama/Bussie/Issa	18	23	41
Upper West	Lambussie	35	11	46
Volta	Adaklu	37	30	67
Volta	Central Tongu	35	34	69
Volta	Keta	39	29	68
Volta	Afadjato South	24	28	52
Volta	Akatsi South	39	31	70
Western	Sekondi	28	26	54
Western	Shama	45	44	89
Western	Kwesimintsim	39	40	79
Western	Amenfi East	78	60	138
Western	Mpohor	29	18	47
Western North	Bia East	17	15	32
Western North	Suaman	15	8	23
Western North	Bibiani-Anhwiaso-Bekwai	48	55	103
Total				5,844





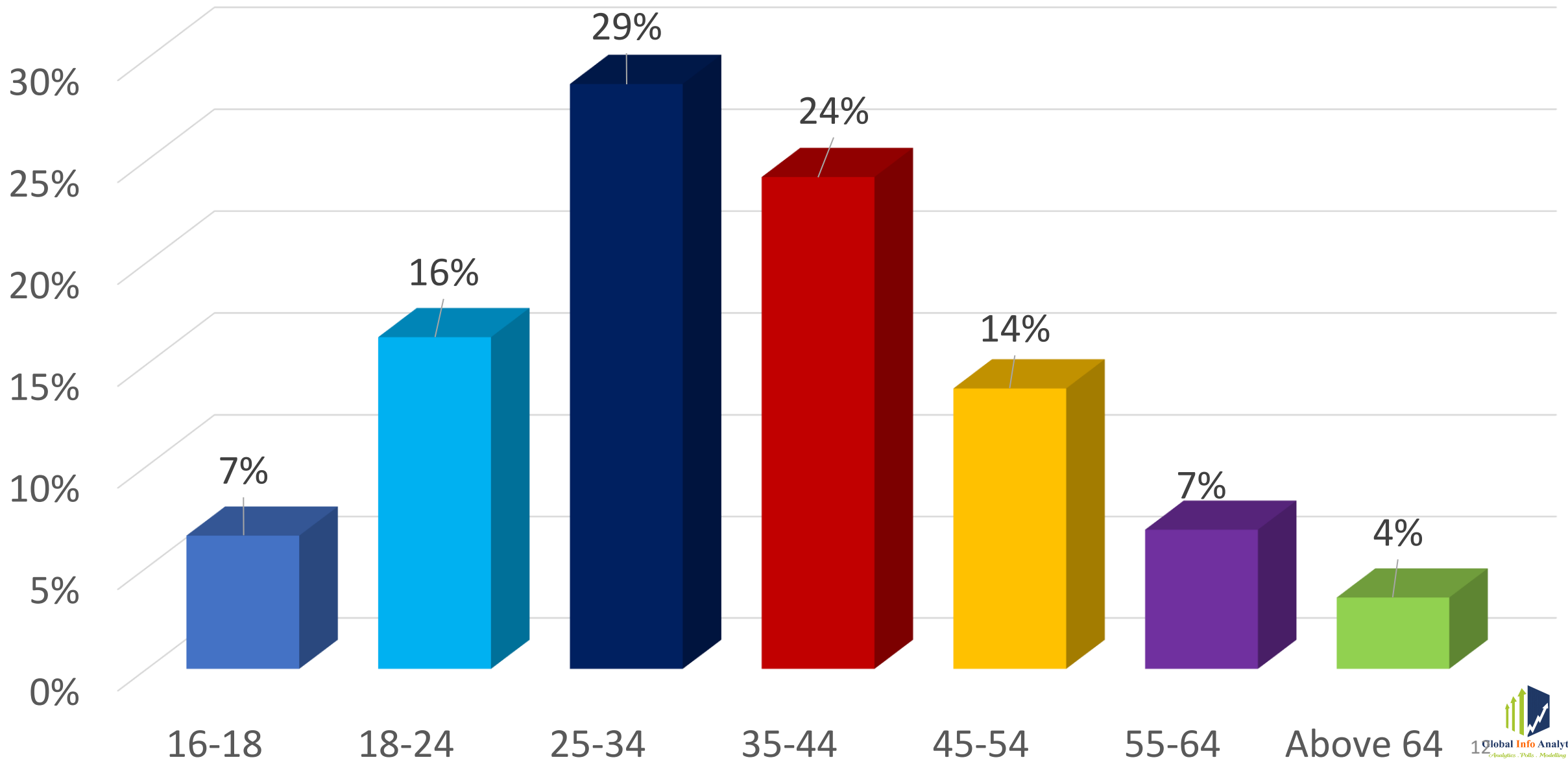
Demographics

Gender

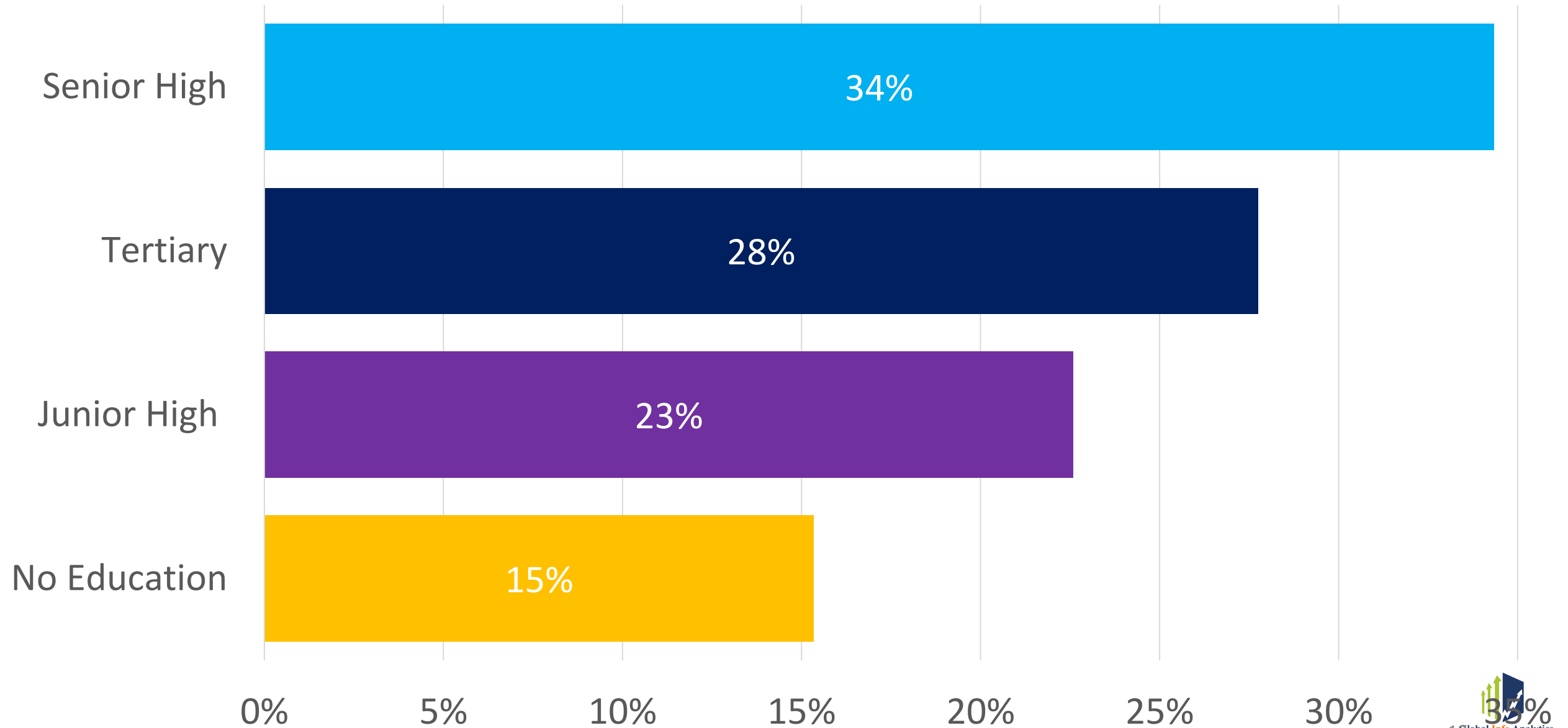


■ Female ■ Male

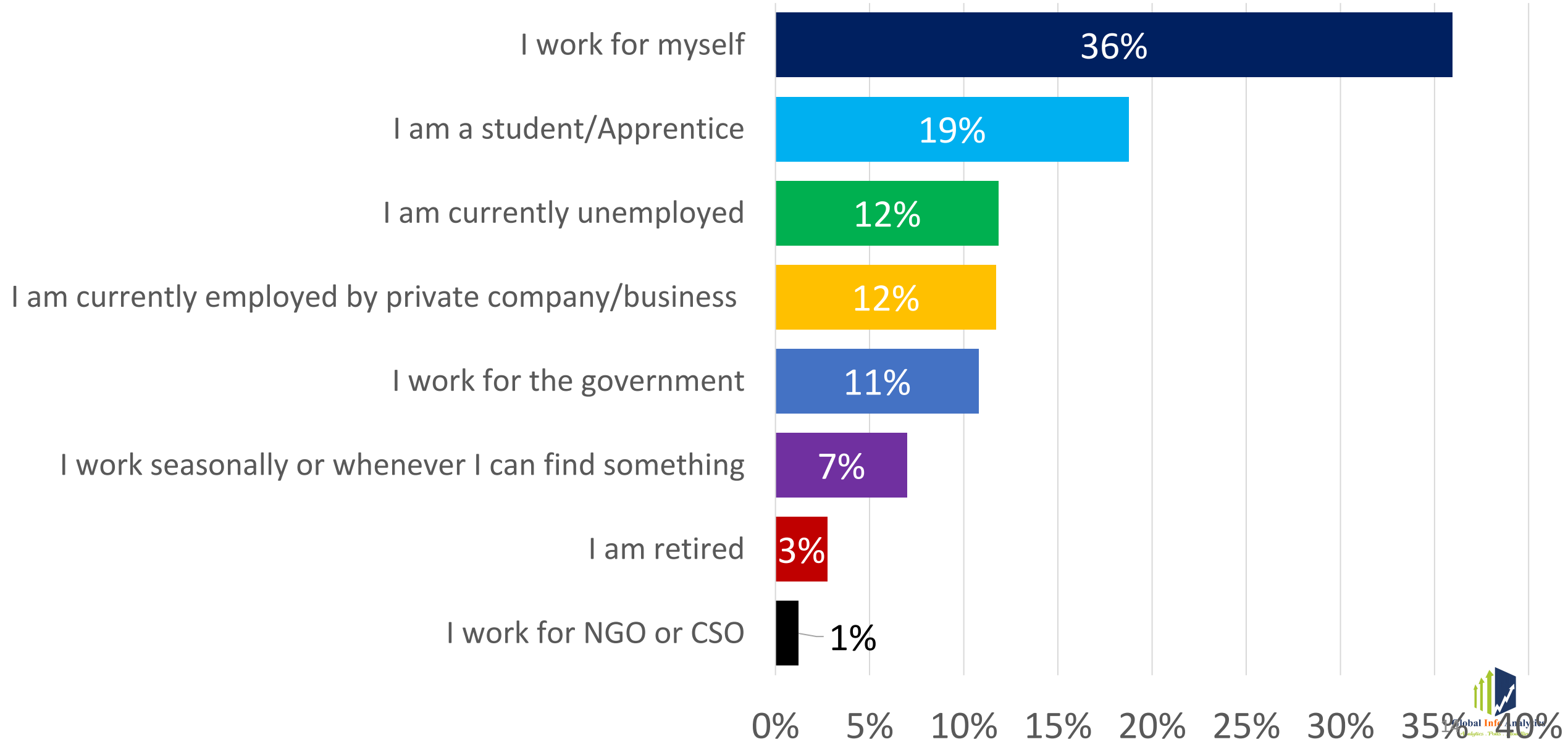
Age Group



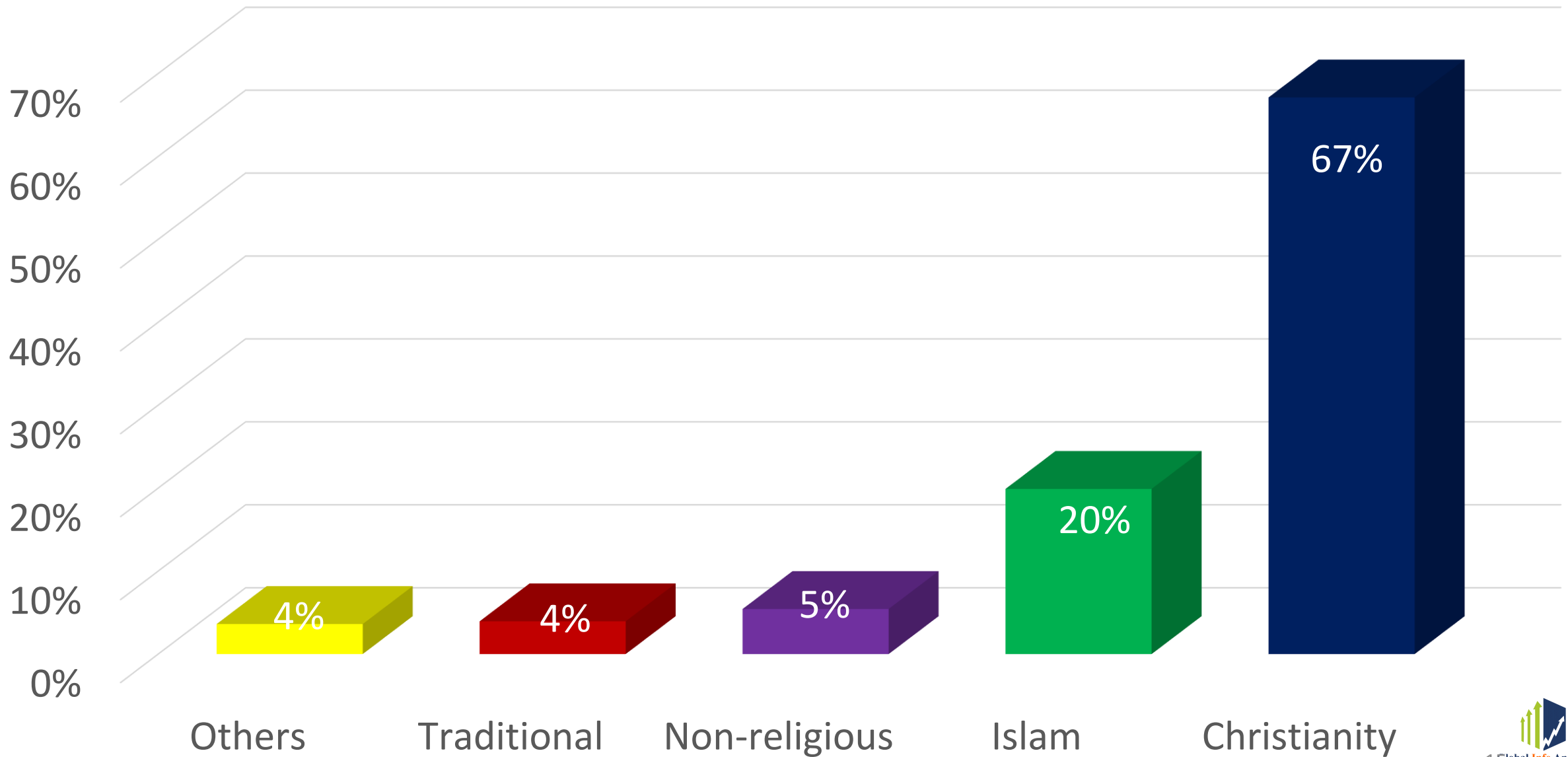
Education



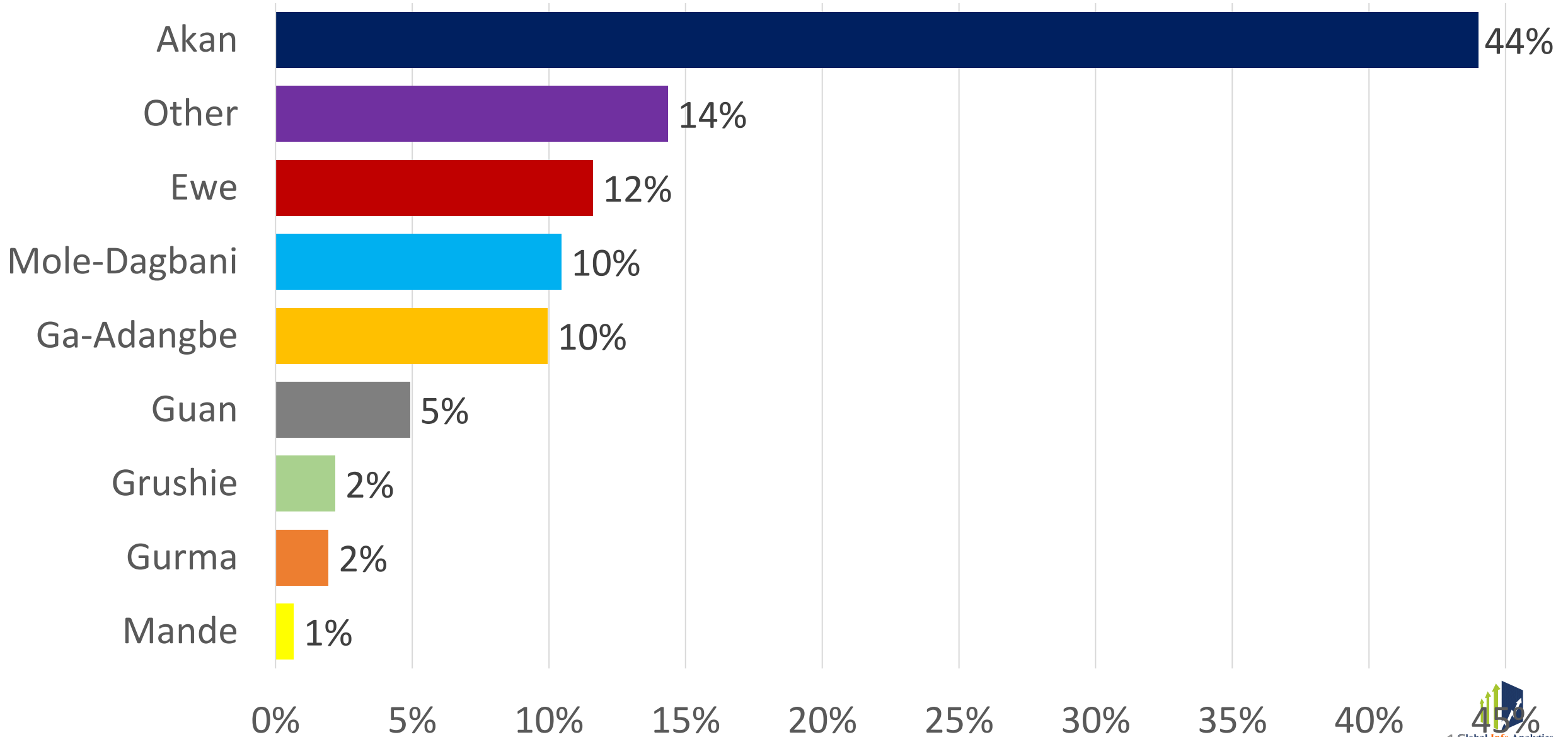
Employment Status



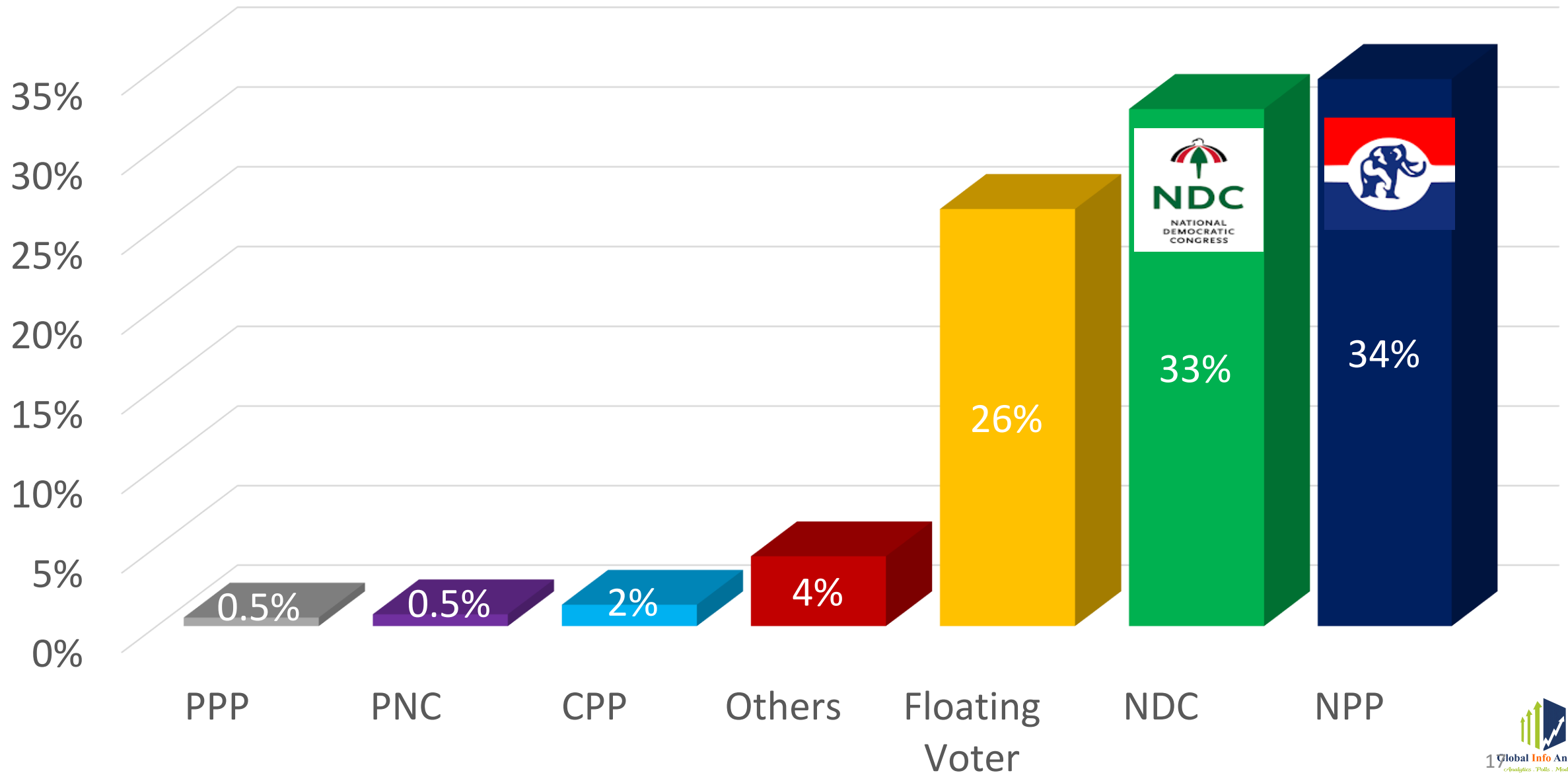
Religion



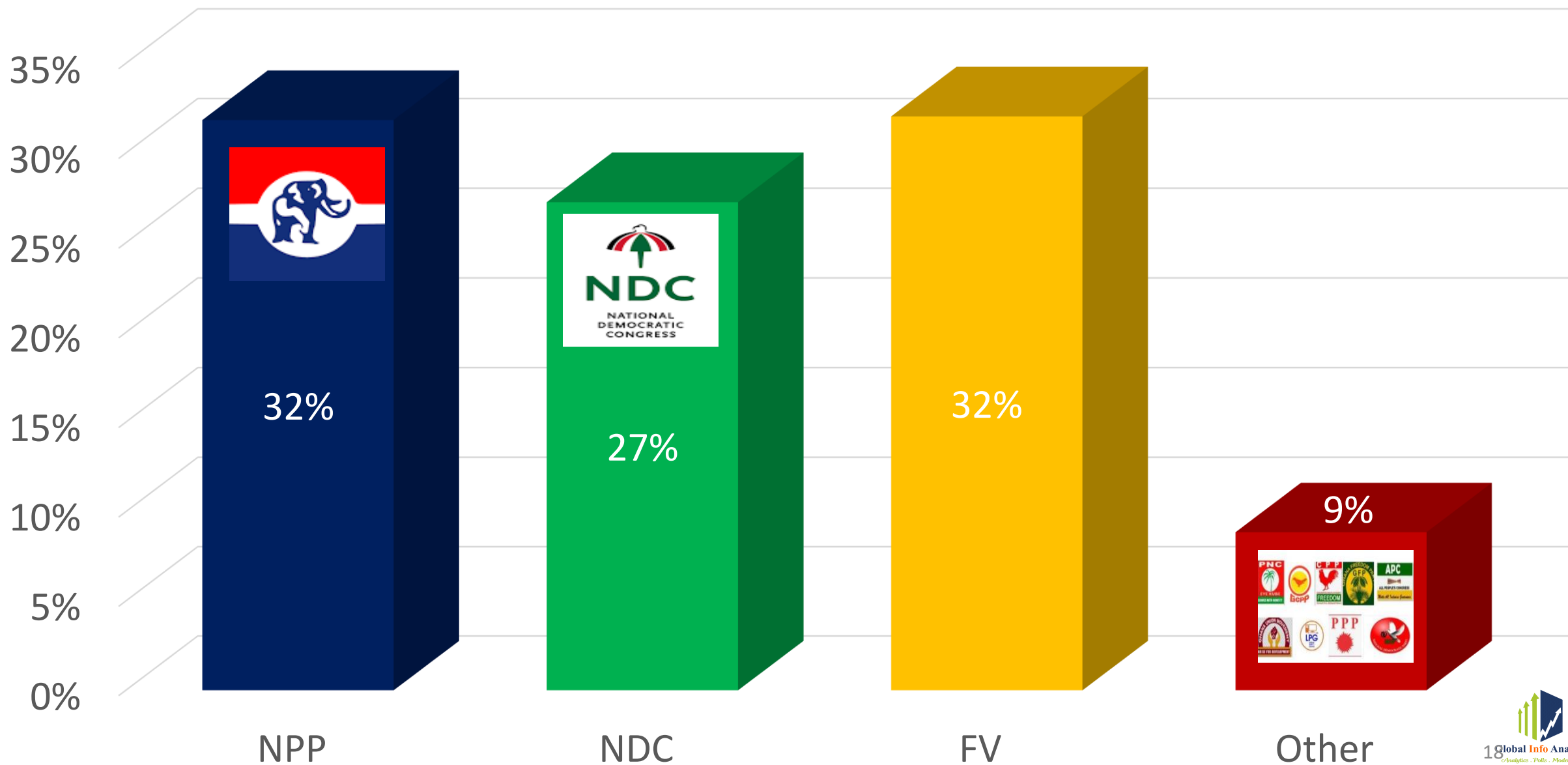
Ethnic Groups



Party Affiliations



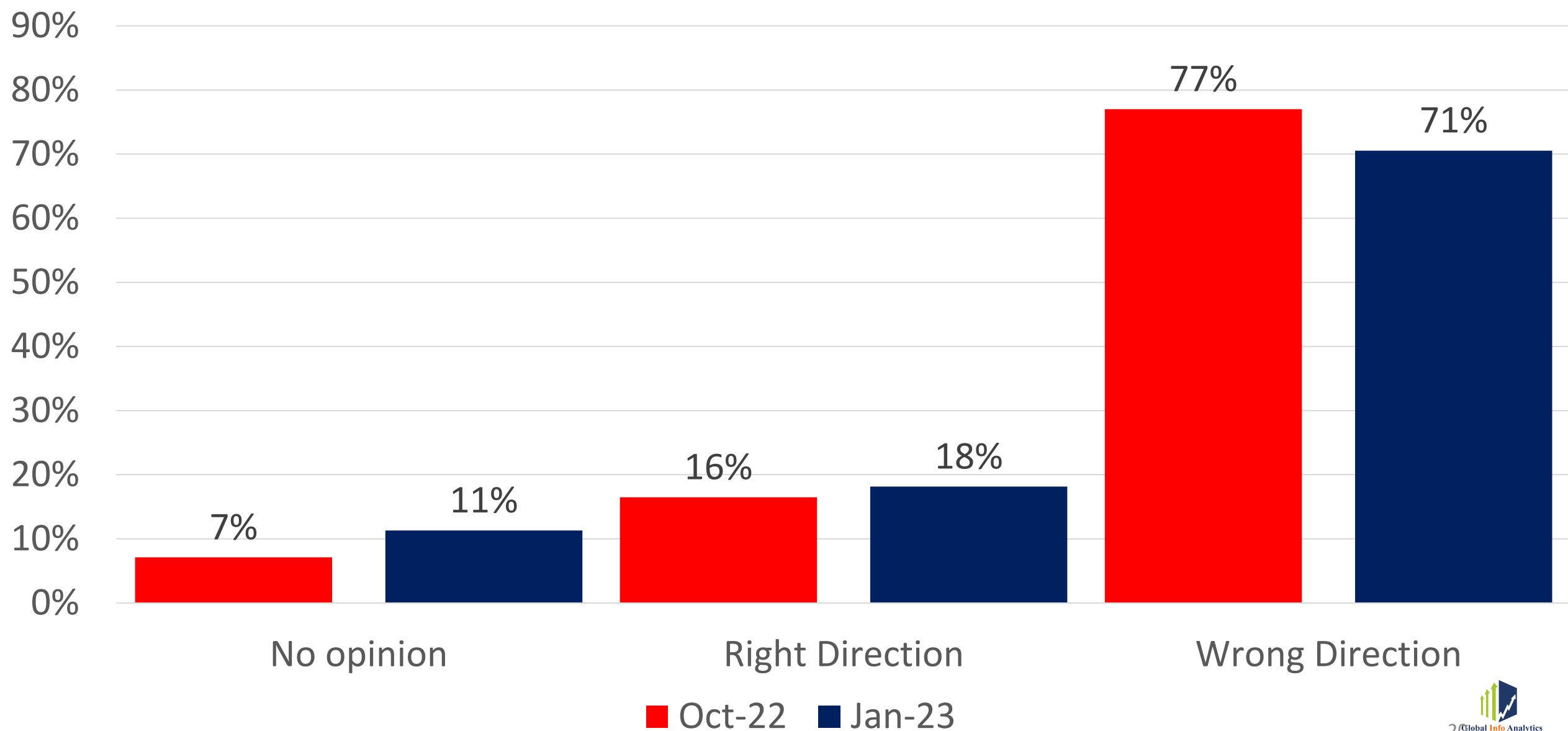
Party Affiliations- First-Time Voters



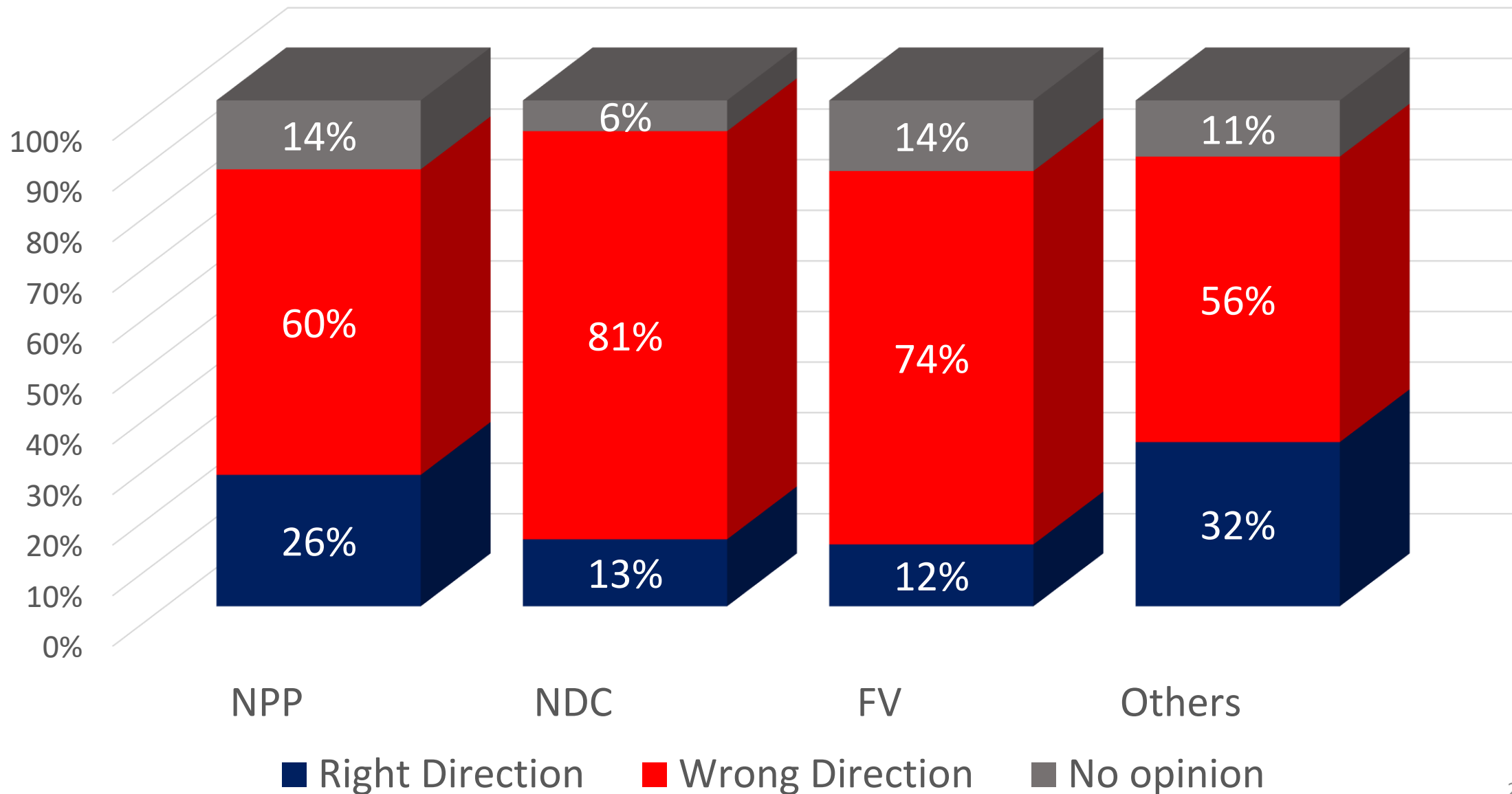


Direction of the country

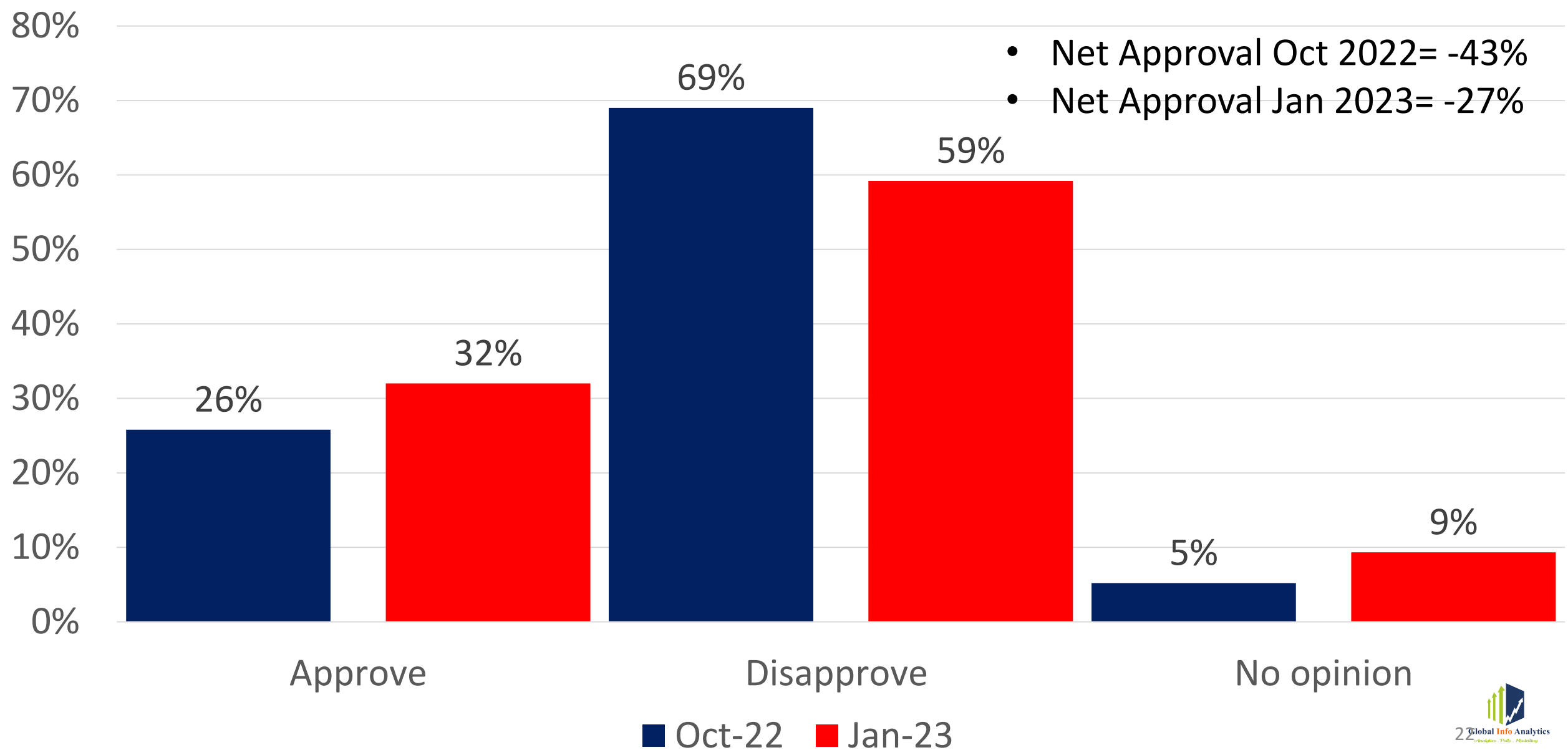
Direction of the country



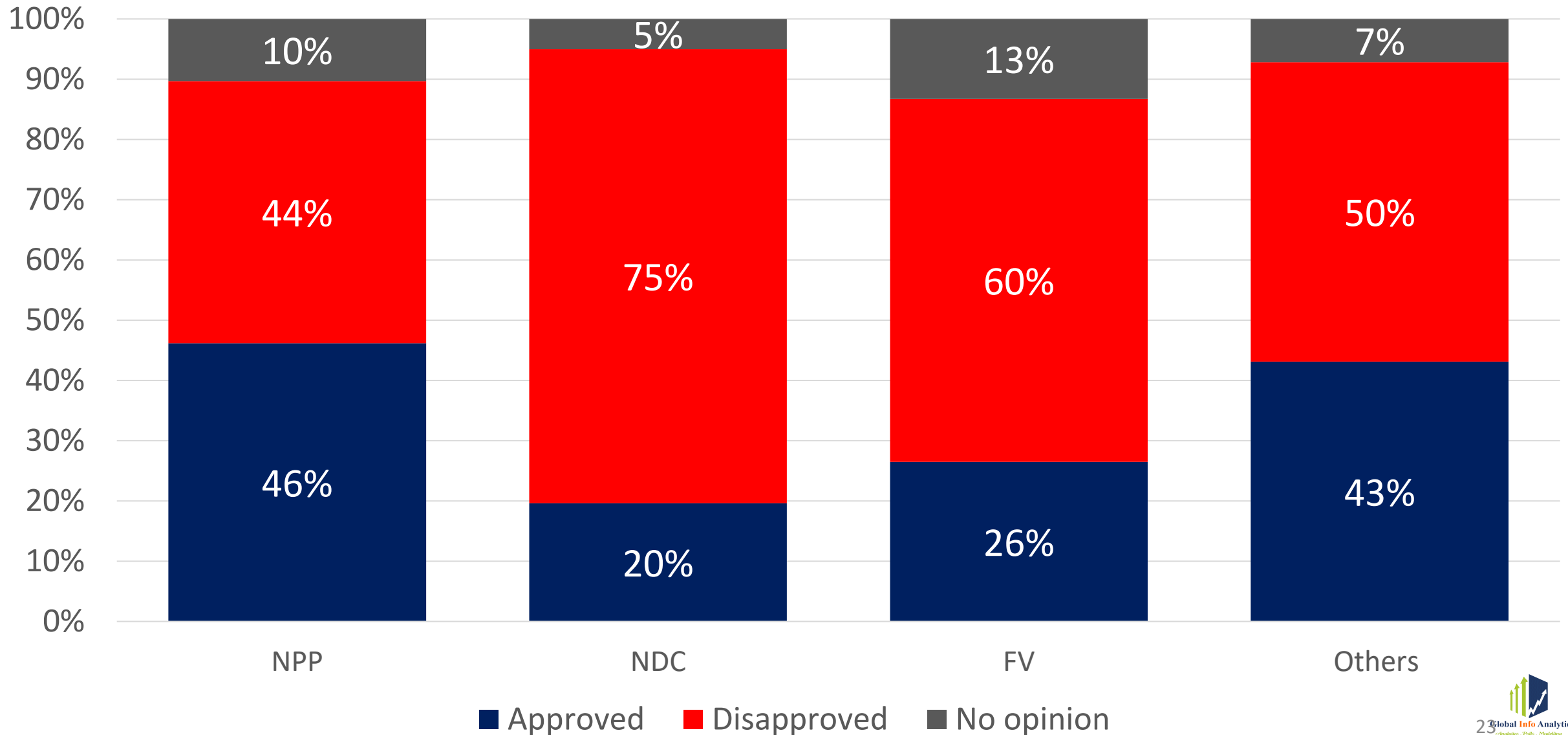
Direction of the country-Party Affiliations



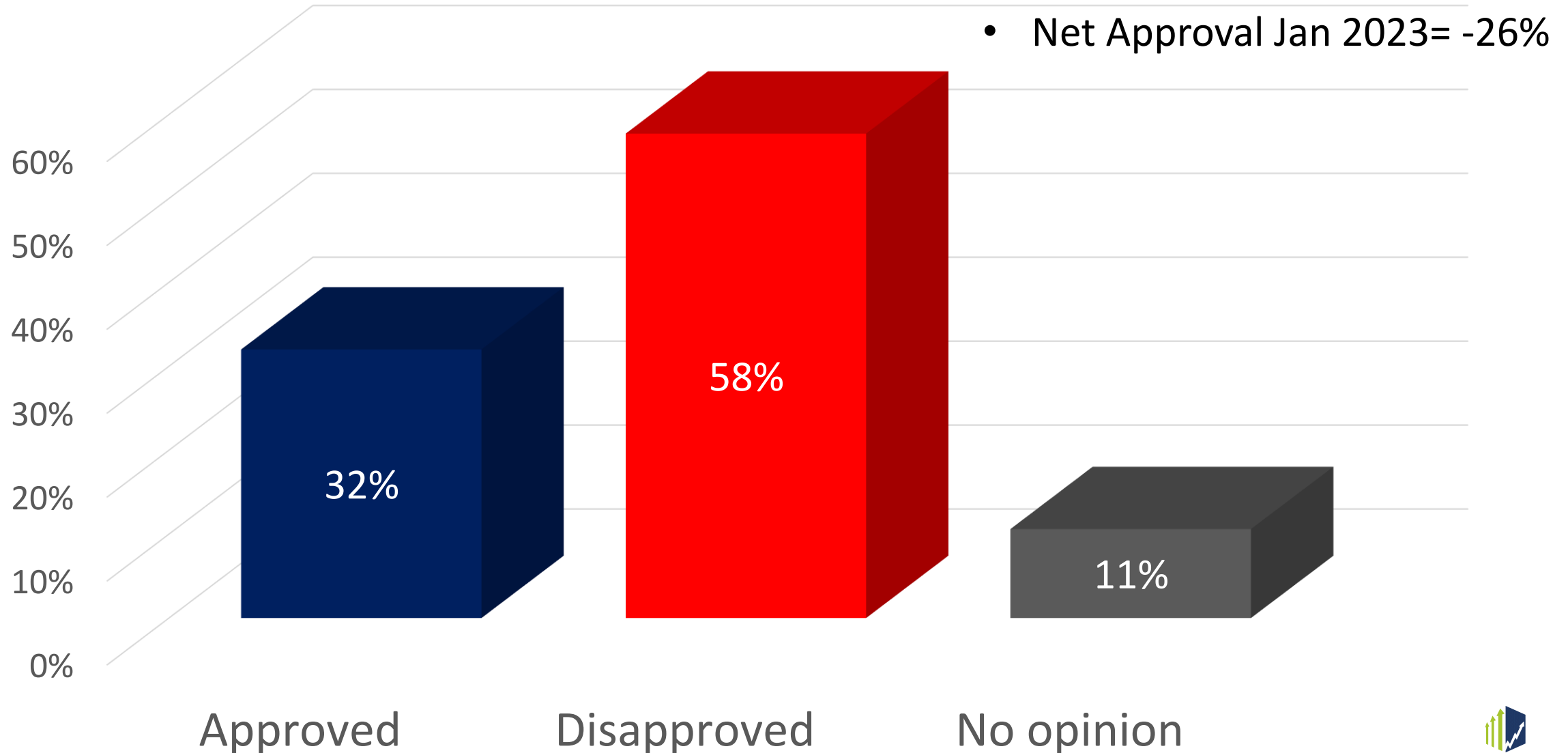
President's Job Approval



President's Job Approval – Party Affiliation

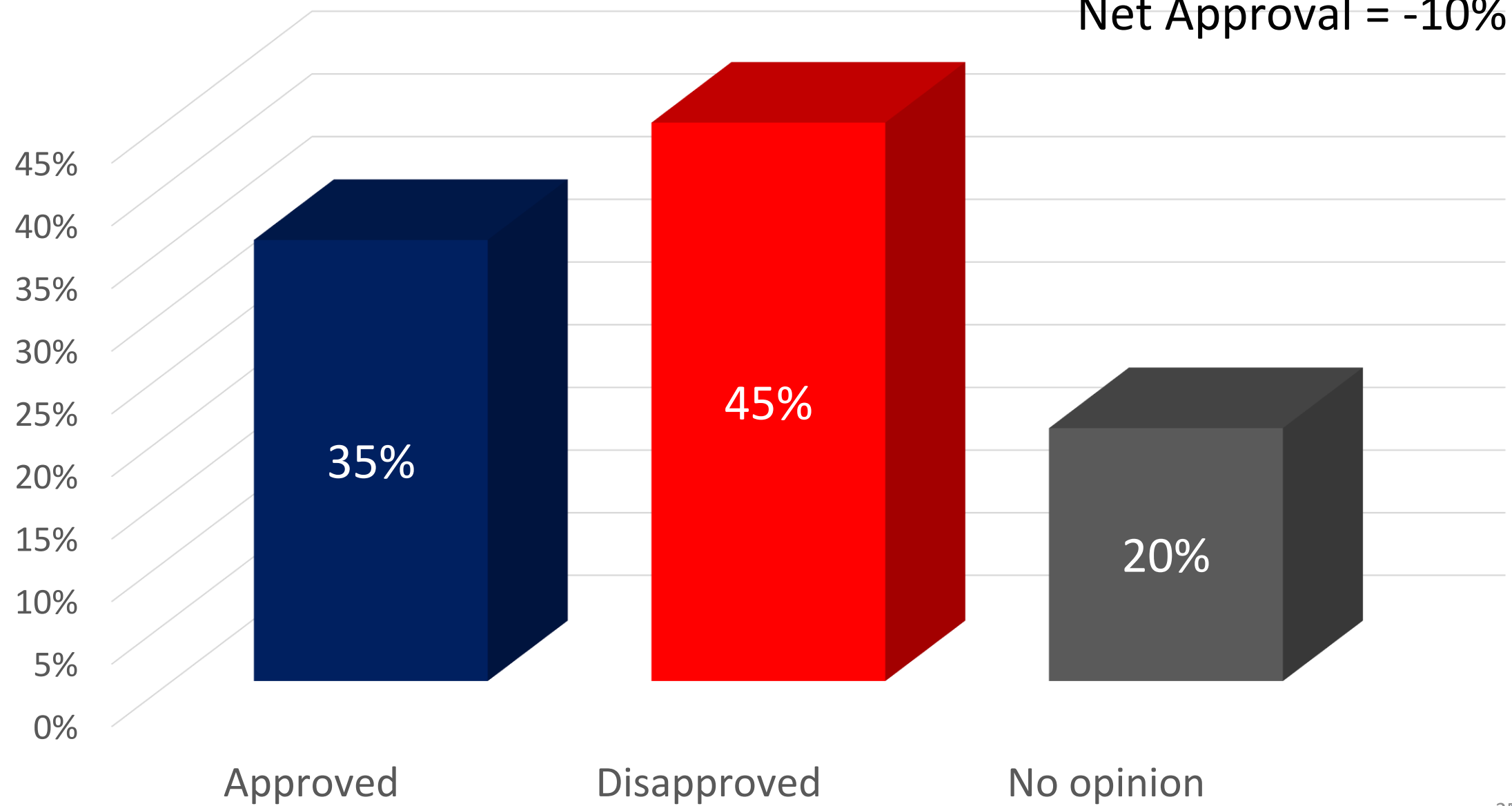


Vice President's Job Approval



Former Tarde & Industry Minister's Job Approval

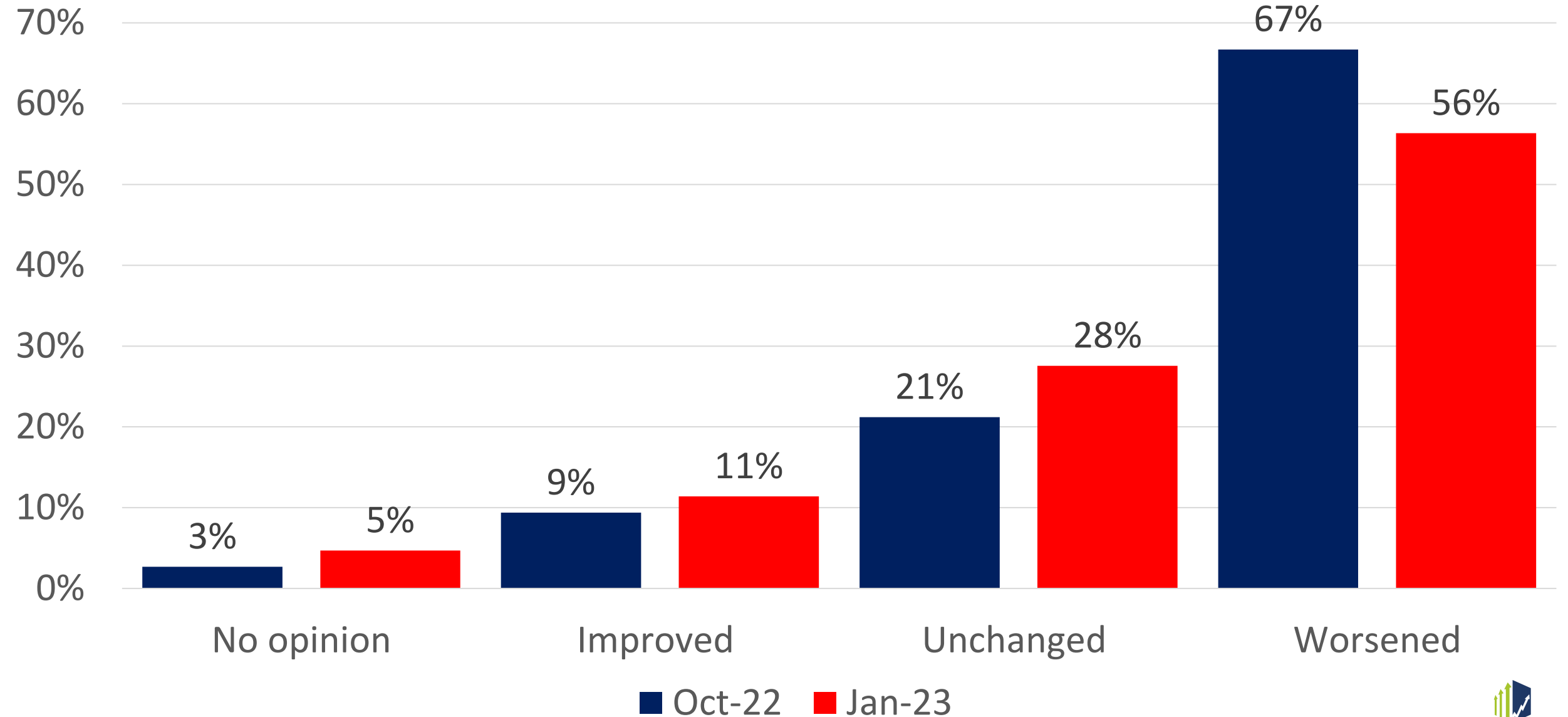
Net Approval = -10%



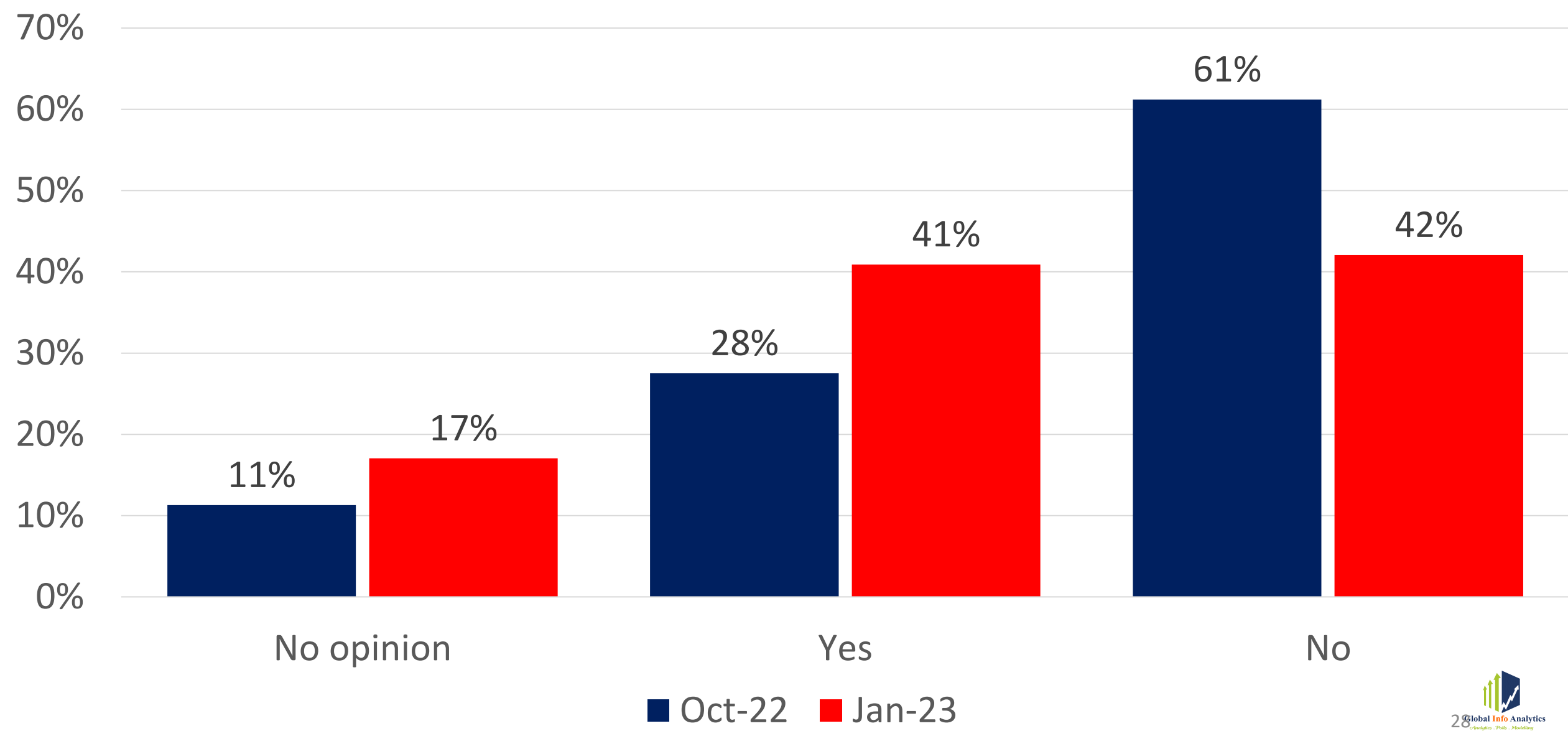


Standard of living

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



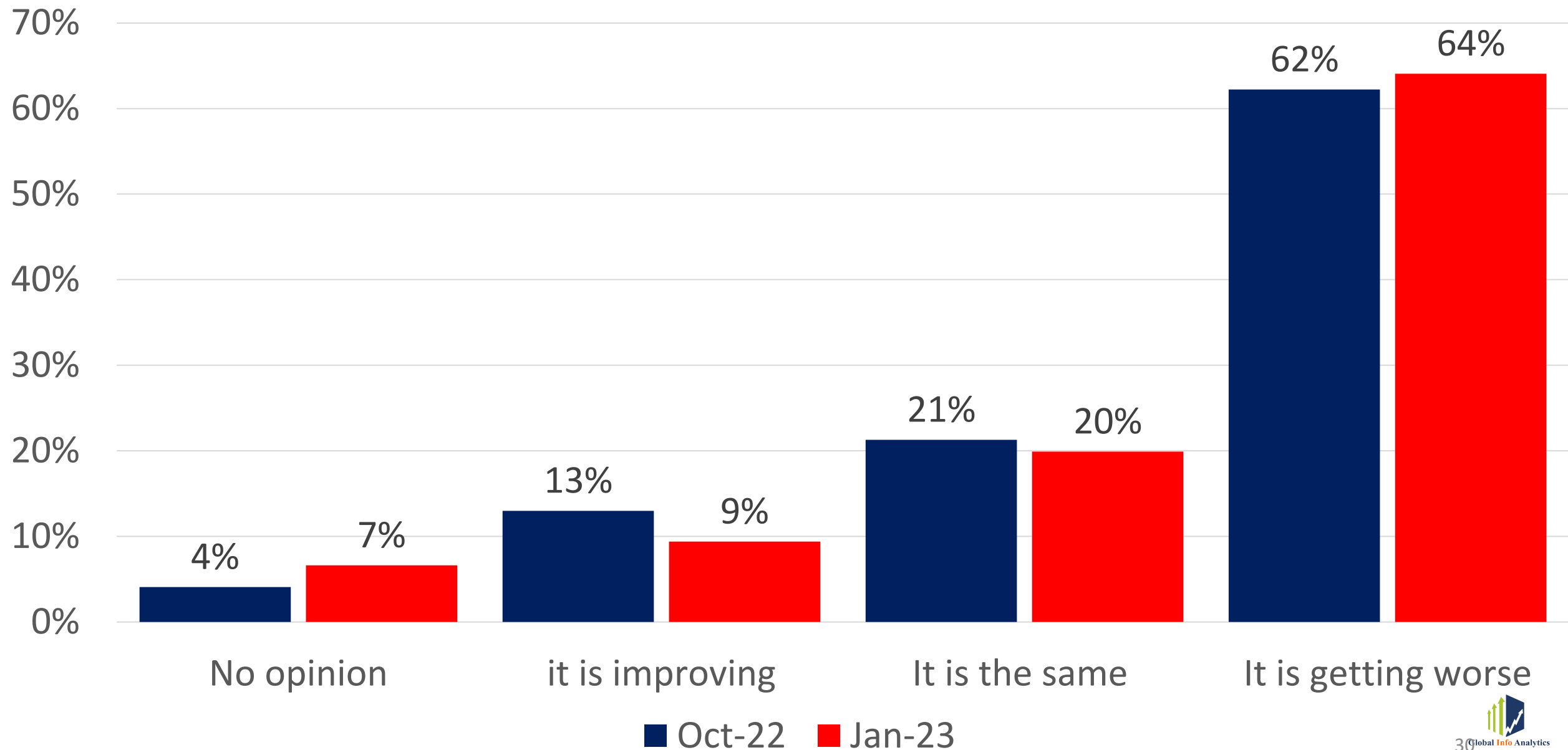
Are you optimistic it will improve in the next 12 months?



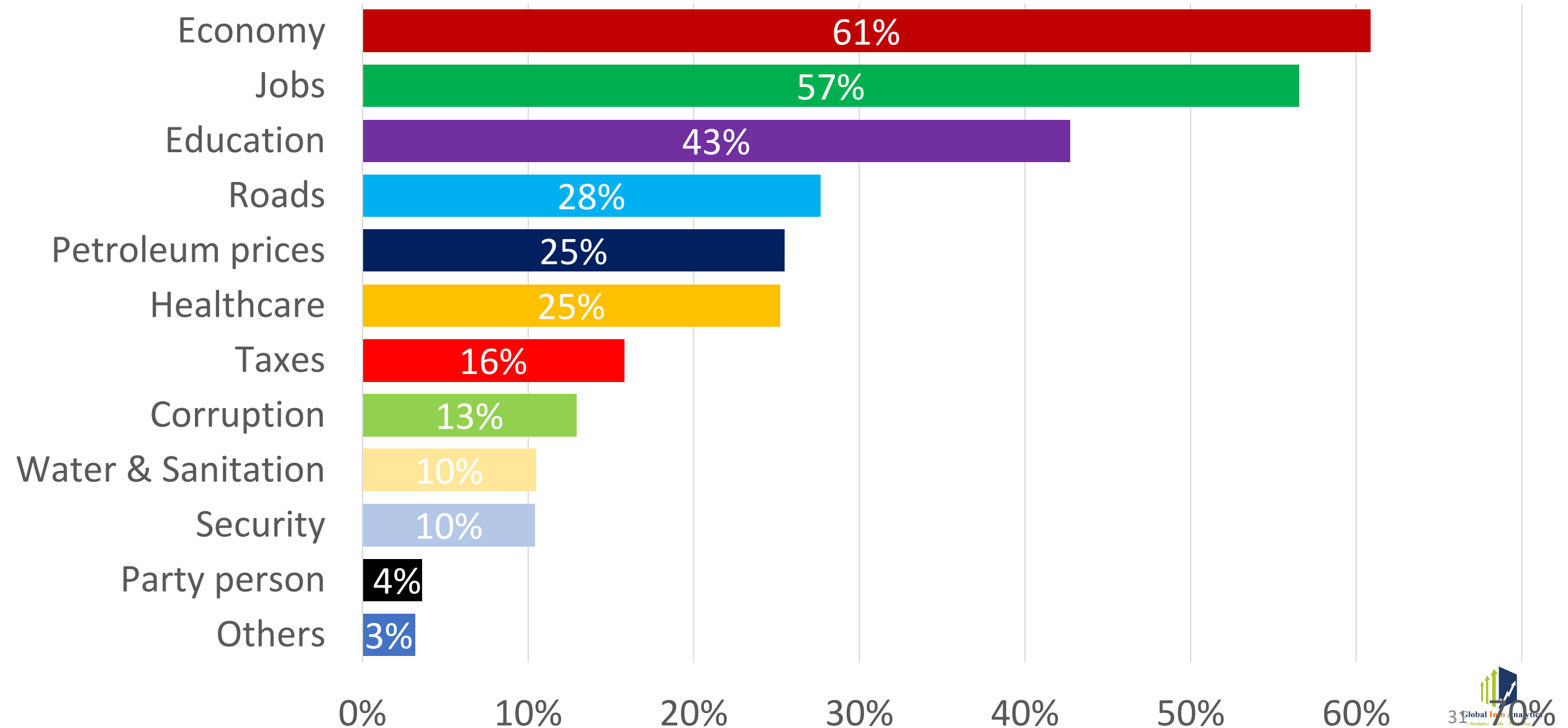


State of Corruption

State of Corruption in Ghana



Key Issues for voters

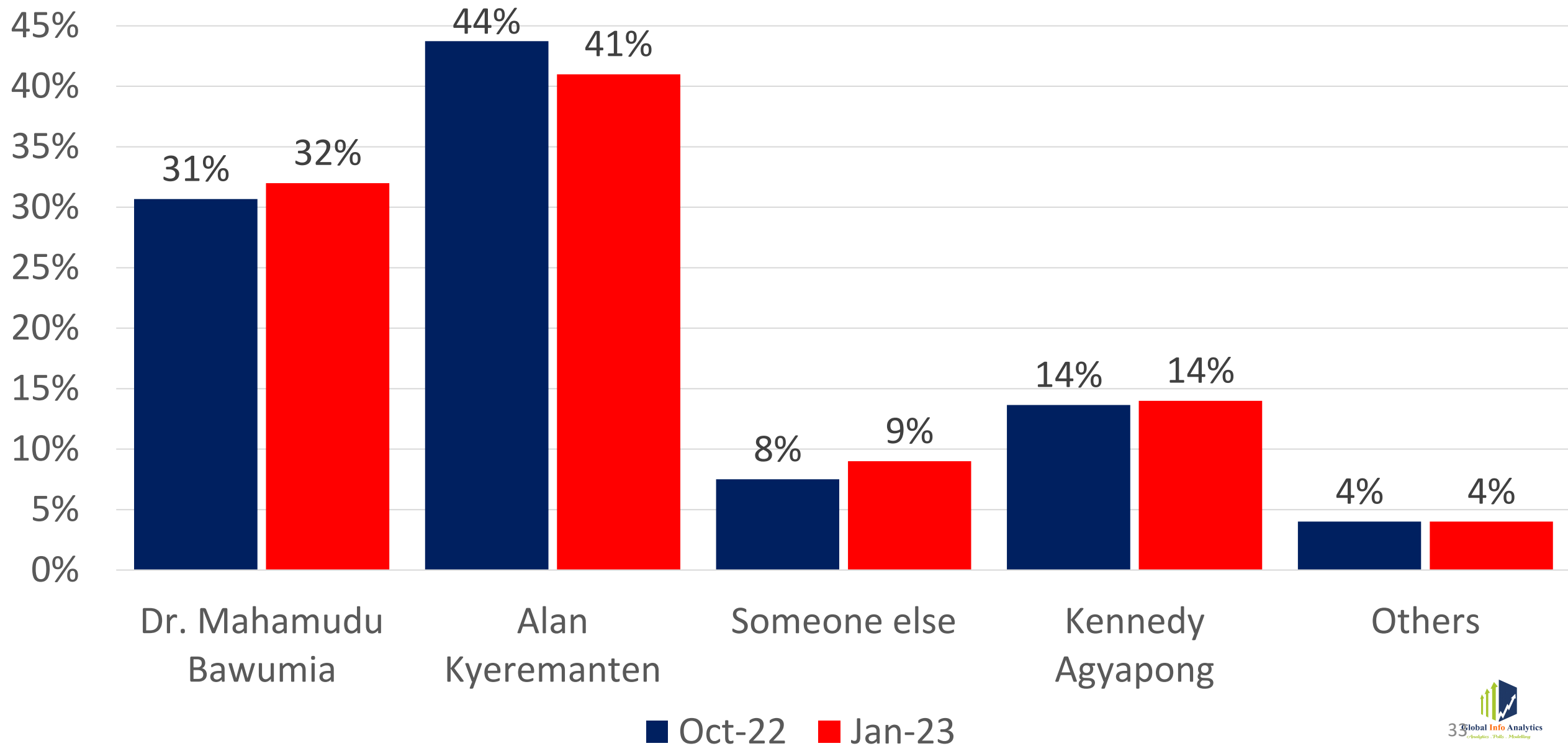




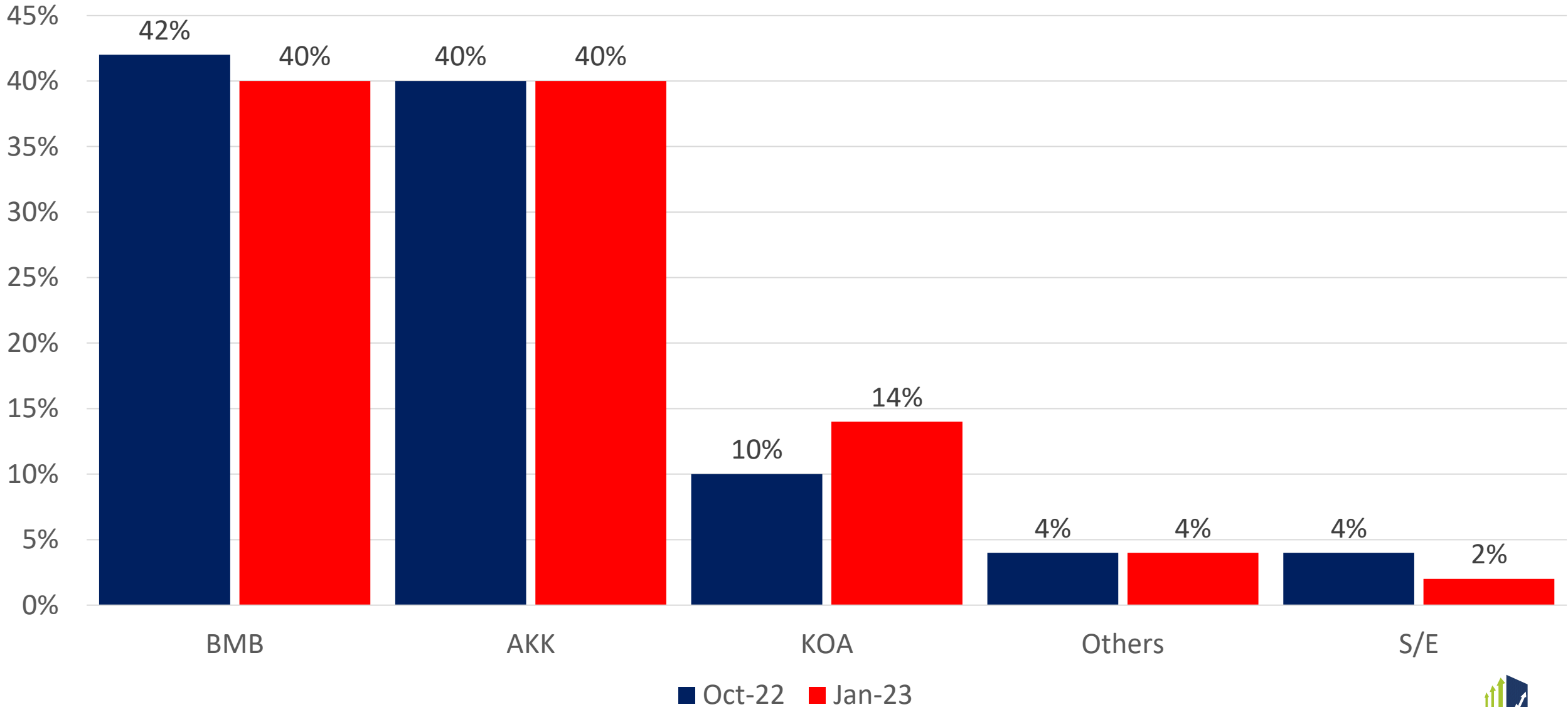
NPP Primaries



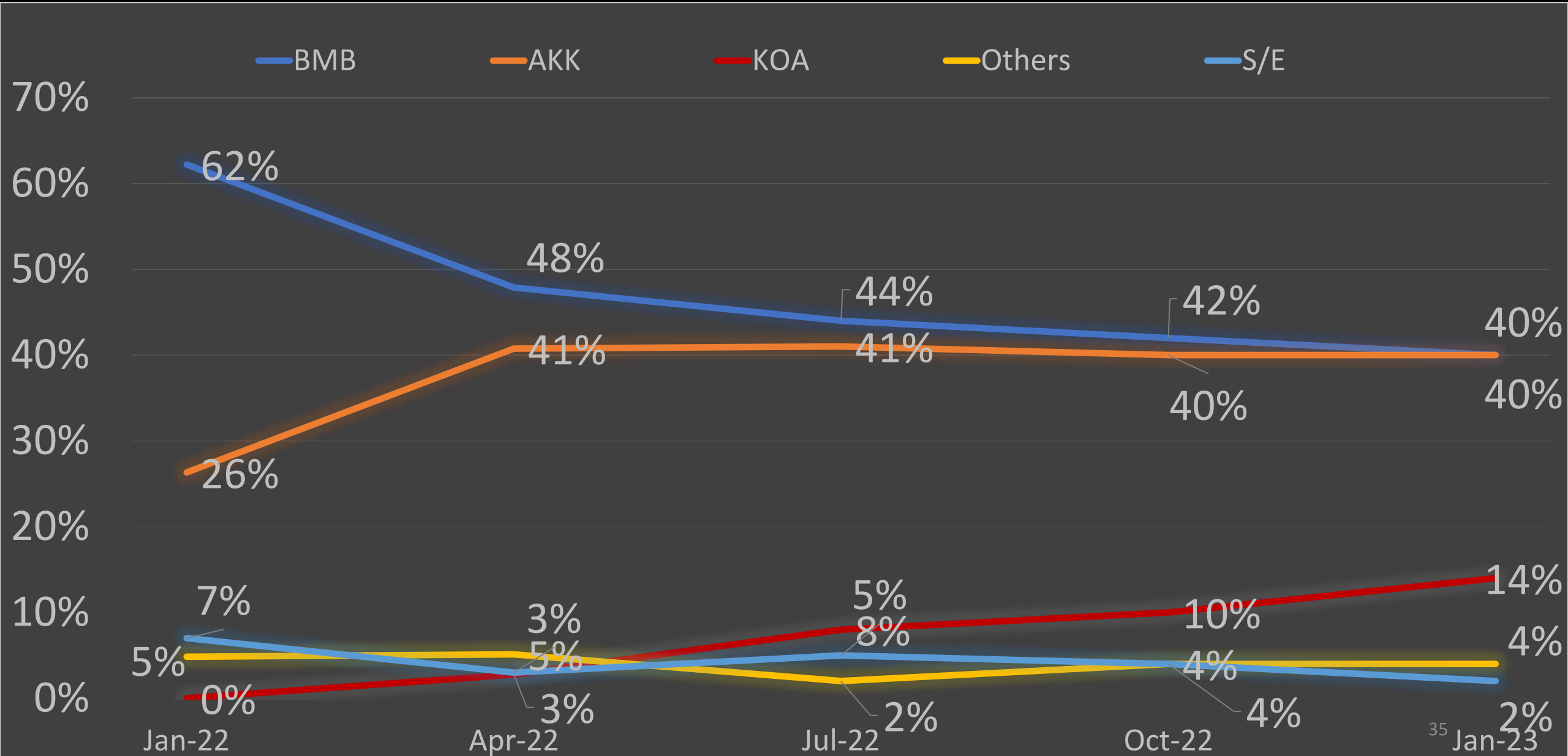
Who to Lead NPP- All Voters



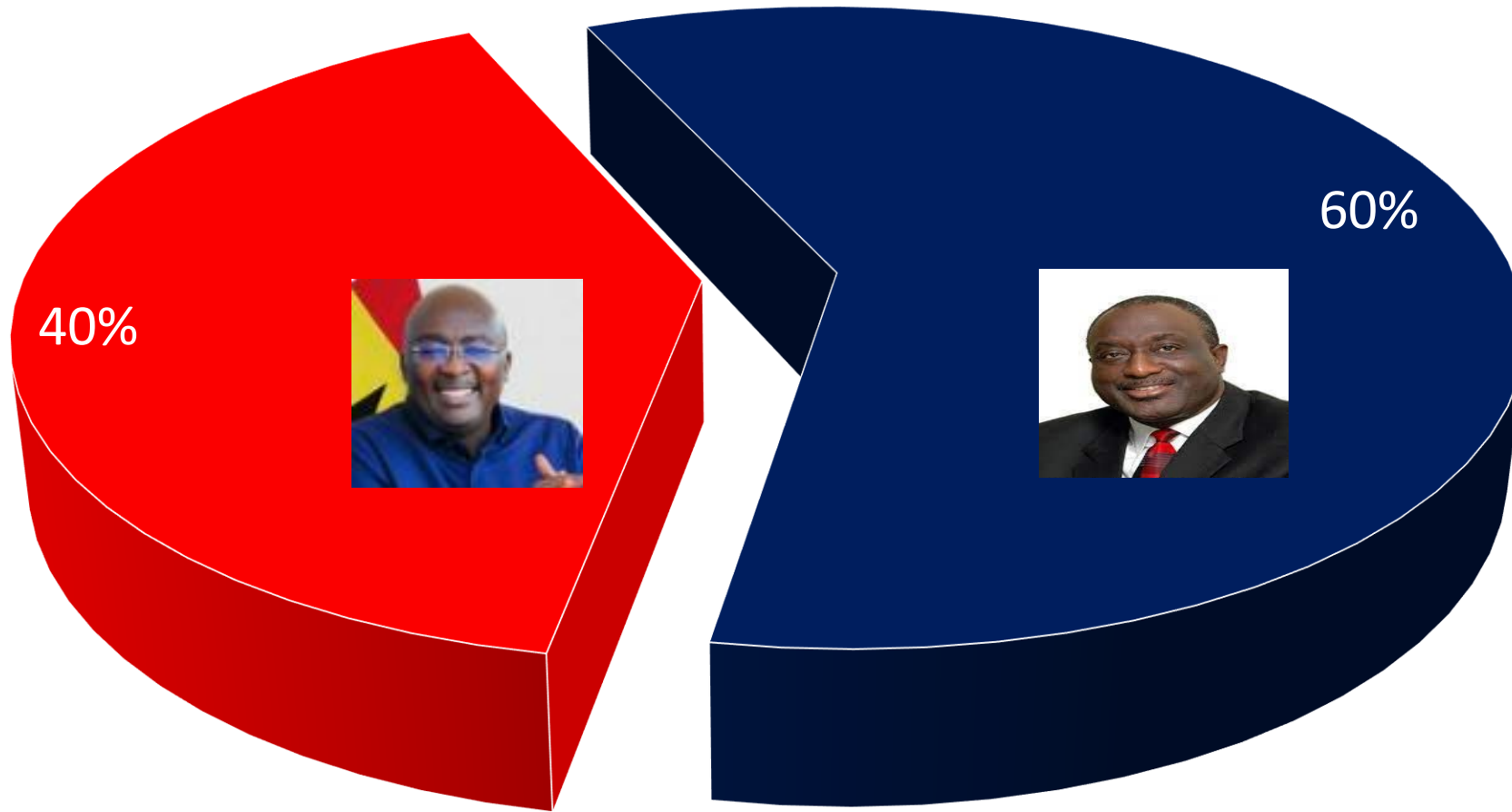
Who to Lead NPP – NPP Voters only



Trend Analysis in the NPP Primaries-NPP voters

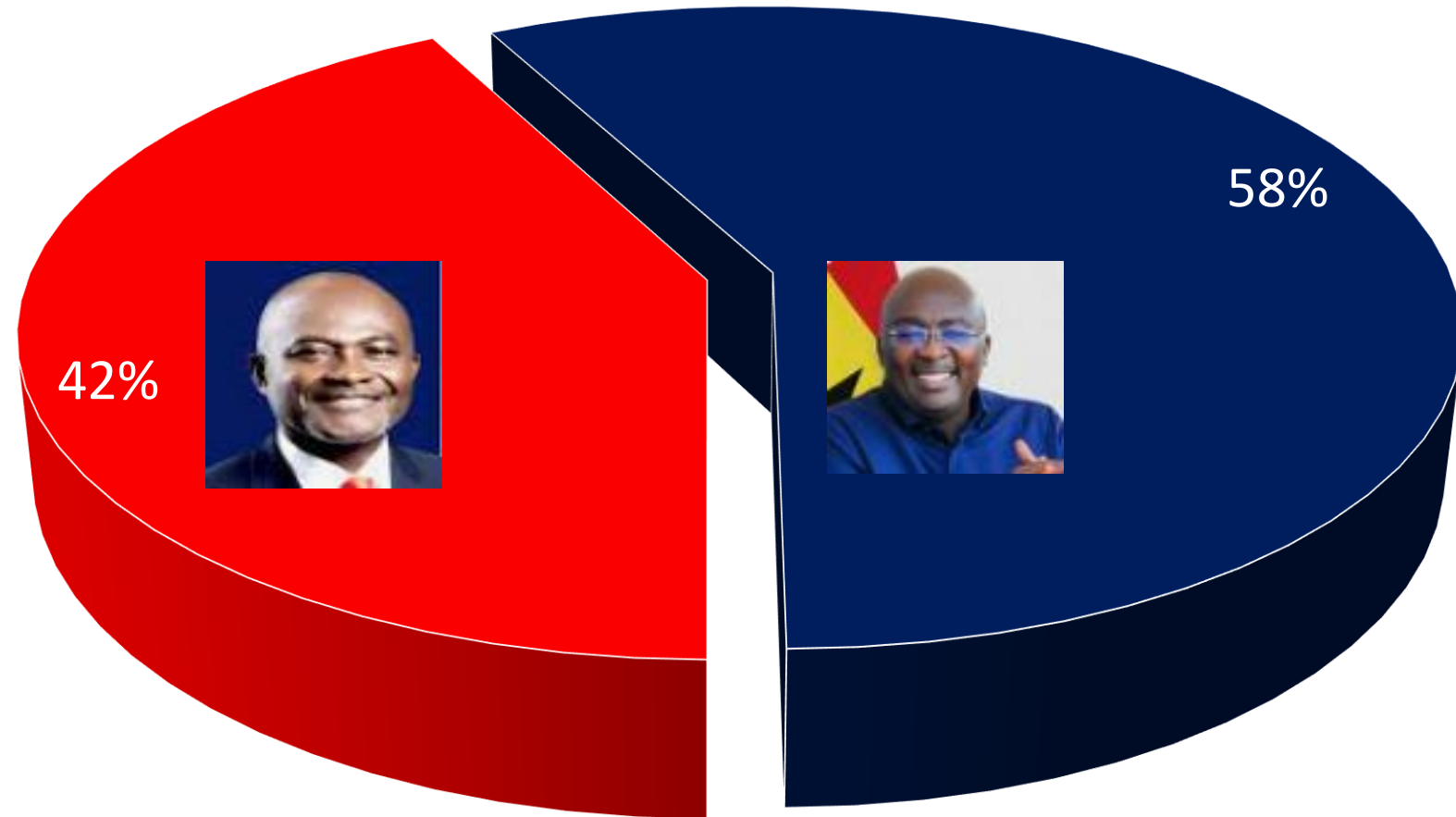


NPP Primaries – Runoff DMB v AKK



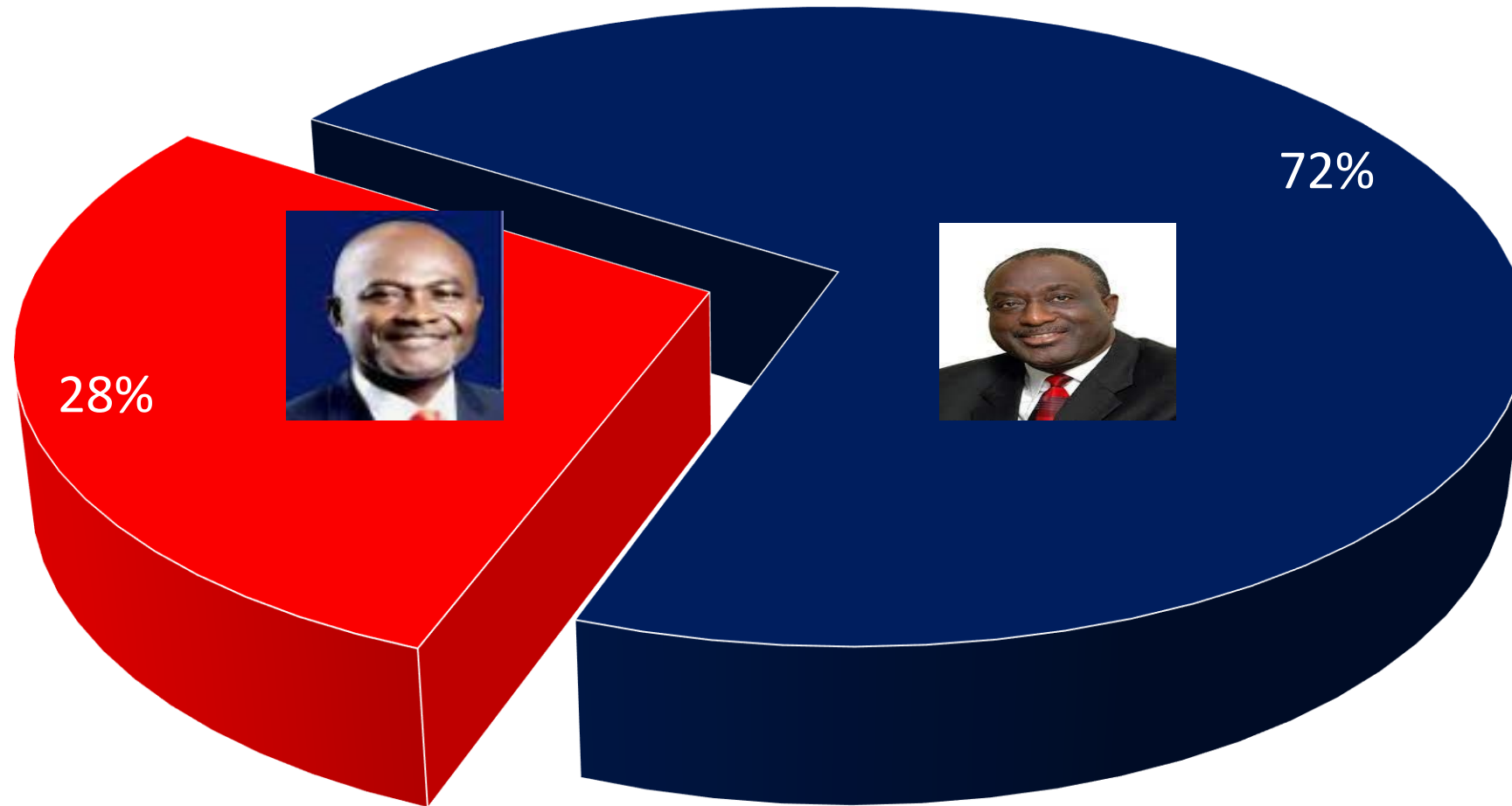
■ DMB ■ AKK

NPP Primaries – Runoff DMB v KOA

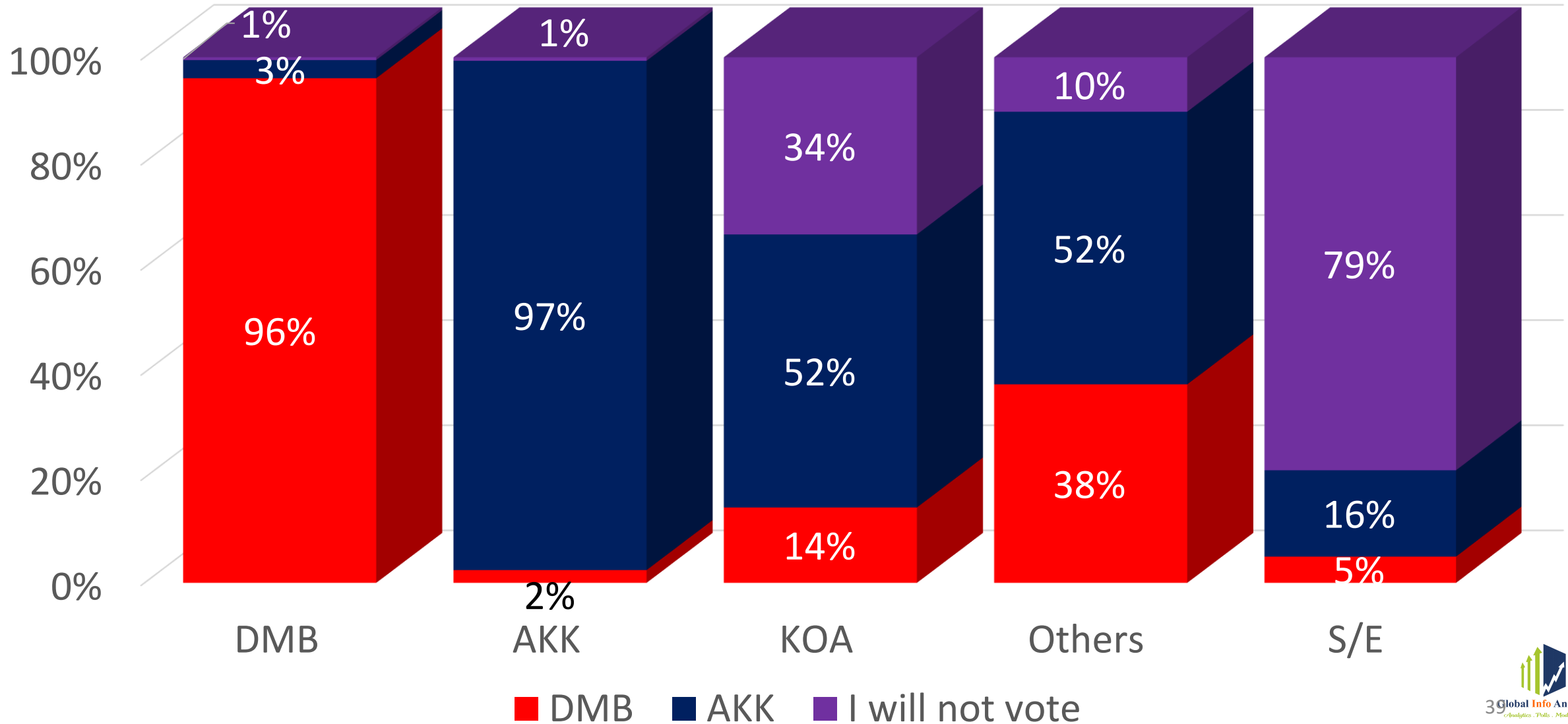


■ KOA ■ DMB

NPP Primaries – Runoff AKK v KOA



Splitting KOA votes in DMB v AKK Runoff





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Who won where in the NPP Primaries



Constituencies	DMB	AKK	KOA	Others	S/E
Abura Asebu Kwamankese	17%	67%	6%	6%	6%
Adaklu	20%	60%	20%	0%	0%
Adansi Asokwa	39%	50%	6%	0%	6%
Adentan	59%	37%	2%	0%	2%
Afadjato South	67%	33%	0%	0%	0%
Afigya Kwabre South	16%	42%	42%	0%	0%
Afigya Seyere East	30%	35%	35%	0%	0%
Afram Plains South	100%	0%	0%	0%	0%
Akatsi South	50%	50%	0%	0%	0%
Akropong	24%	61%	6%	2%	7%
Amenfi East	65%	4%	2%	4%	25%
Anyaa Sowutuom	45%	45%	5%	0%	5%
Asikuma/Odoben/Brakwa	11%	71%	18%	0%	0%
Assin South	0%	47%	53%		0%
Asutifi North	27%	27%	23%	3%	20%
Asutifi South	29%	21%	29%	7%	14%
Atebubu-Amantin	29%	47%	18%	6%	0%
Atiwa East	33%	22%	33%	11%	0%
Atwima Mponua	26%	72%	0%	2%	0%
Atwima Nwabiagya North	32%	43%	25%	0%	0%
Atwima Nwabiagya South	31%	36%	31%	0%	2%
Awutu Senya East	50%	45%	5%	0%	0%
Ayensuano	10%	68%	19%	3%	0%
Bia East	71%	14%	14%	0%	0%
Bibiani-Anhwiaso-Bekwai	50%	32%	18%	0%	0%
Bimbilla	91%	0%	0%	9%	0%
Binduri	53%	26%	5%	11%	5%
Bolga East	75%	13%	13%	0%	0%
Botianor Ngleshie Amanfrom	20%	20%	48%		12%

Constituencies	DMB	AKK	KOA	Others	S/E
Buem	35%	53%	12%	0%	0%
Builsa North	55%	36%	0%	0%	9%
Central Tongu	43%	43%	14%	0%	0%
Dadekotopon	83%	17%	0%	0%	0%
Daffiama/Bussie/Issa	25%	75%	0%	0%	0%
Damongo	60%	27%	13%	0%	0%
Dormaa East	36%	57%	7%	0%	0%
Effiduase/Asokore	63%	19%	19%	0%	0%
Ejisu	48%	32%	18%	0%	2%
Ejura Sekyedumase	40%	40%	20%	0%	0%
Fanteakwa North	63%	31%	6%	0%	0%
Fomena	50%	38%	13%	0%	0%
Garu	71%	21%	7%	0%	0%
Gomoa East	6%	75%	19%	0%	0%
Gomoa West	58%	42%	0%	0%	0%
Gushegu	42%	54%	4%	0%	0%
Jaman North	42%	52%	3%	3%	0%
Karaga	56%	44%	0%	0%	0%
Keta	60%	0%	0%	20%	20%
Komenda Edina Eguafo Abrem	41%	41%	18%	0%	0%
Kpone Katamanso	23%	31%	0%	0%	46%
Krachi Nchumuru	45%	9%	36%	0%	9%
Krowor	13%	48%	13%	3%	23%
Kumbungu	24%	76%	0%	0%	0%
Kwadaso	25%	45%	23%	5%	2%
Kwahu Afram Plains North	25%	50%	25%	0%	0%
Kwesimintsim	24%	14%	62%	0%	0%
Lambussie	38%	62%	0%	0%	0%
Ledzokuku	31%	52%	3%	3%	10%
Mampong	35%	50%	15%	0%	0%
Mpohor	64%	14%	14%	0%	7%
Nabdam	75%	25%	0%	0%	0%
Nadowli/Kaleo	31%	8%	23%	38%	0%

Constituencies	DMB	AKK	KOA	Others	S/E
Nalerigu/Gambaga	94%	6%	0%	0%	0%
Nsawam/Adoagyiri	60%	34%	6%	0%	0%
Obuasi East	33%	58%	4%	0%	4%
Odododdiodio	93%	7%	0%	0%	0%
Odotobri	31%	62%	2%	2%	2%
Okere	19%	69%	0%	4%	8%
Pru West	30%	70%	0%	0%	0%
Salaga North	100%	0%	0%	0%	0%
Sekondi	53%	21%	11%	0%	16%
Shama	17%	7%	72%	0%	3%
Suaman	0%	25%	75%	0%	0%
Sunyani West	23%	55%	5%	18%	0%
Tain	33%	57%	5%	5%	0%
Techiman North	29%	43%	29%	0%	0%
Tema Central	11%	86%	4%	0%	0%
Trobu	39%	25%	7%	29%	0%
Upper Manya Krobo	15%	62%	15%	8%	0%
Upper West Akim	50%	32%	8%	11%	0%
Yunyoo	100%	0%	0%	0%	0%
Zabzugu	75%	21%	4%	0%	0%



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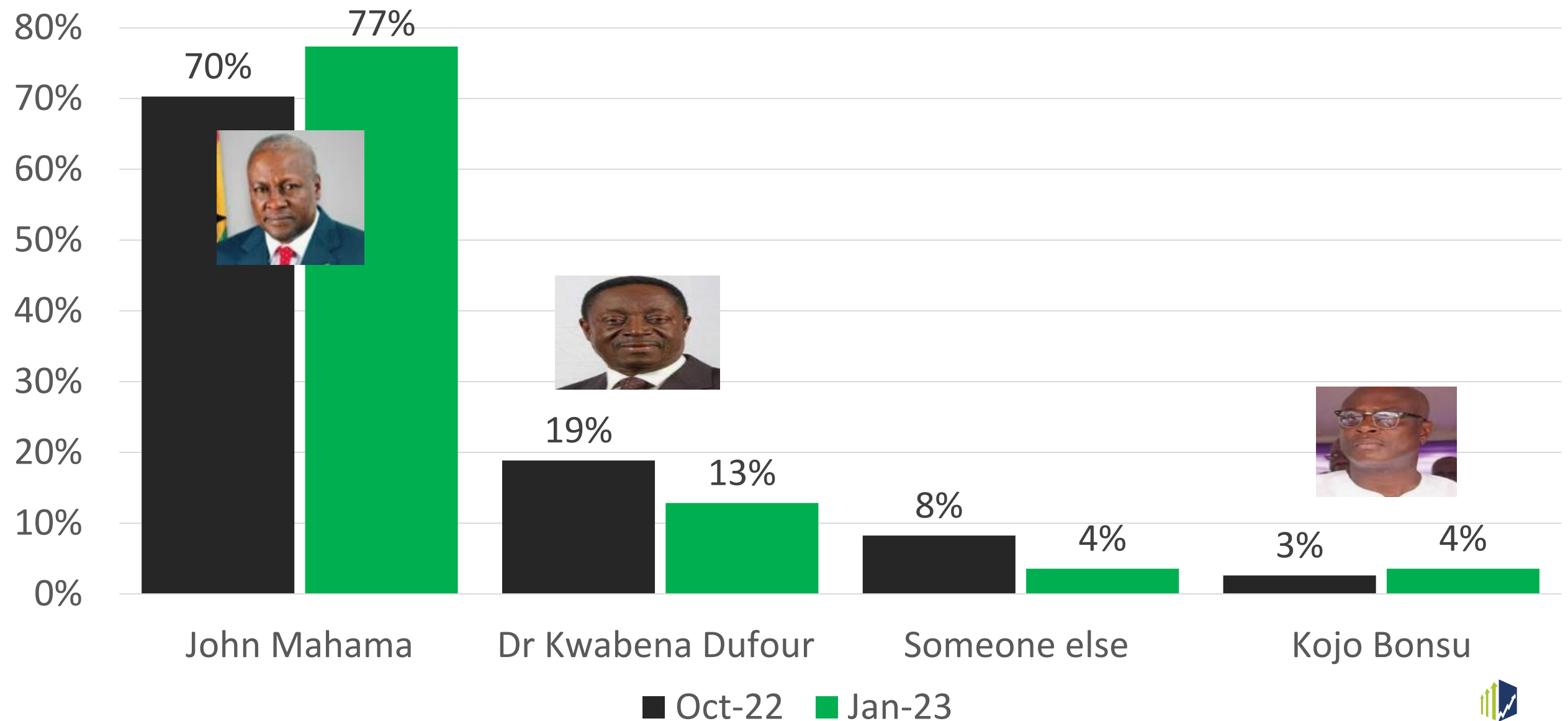
NDC Primaries



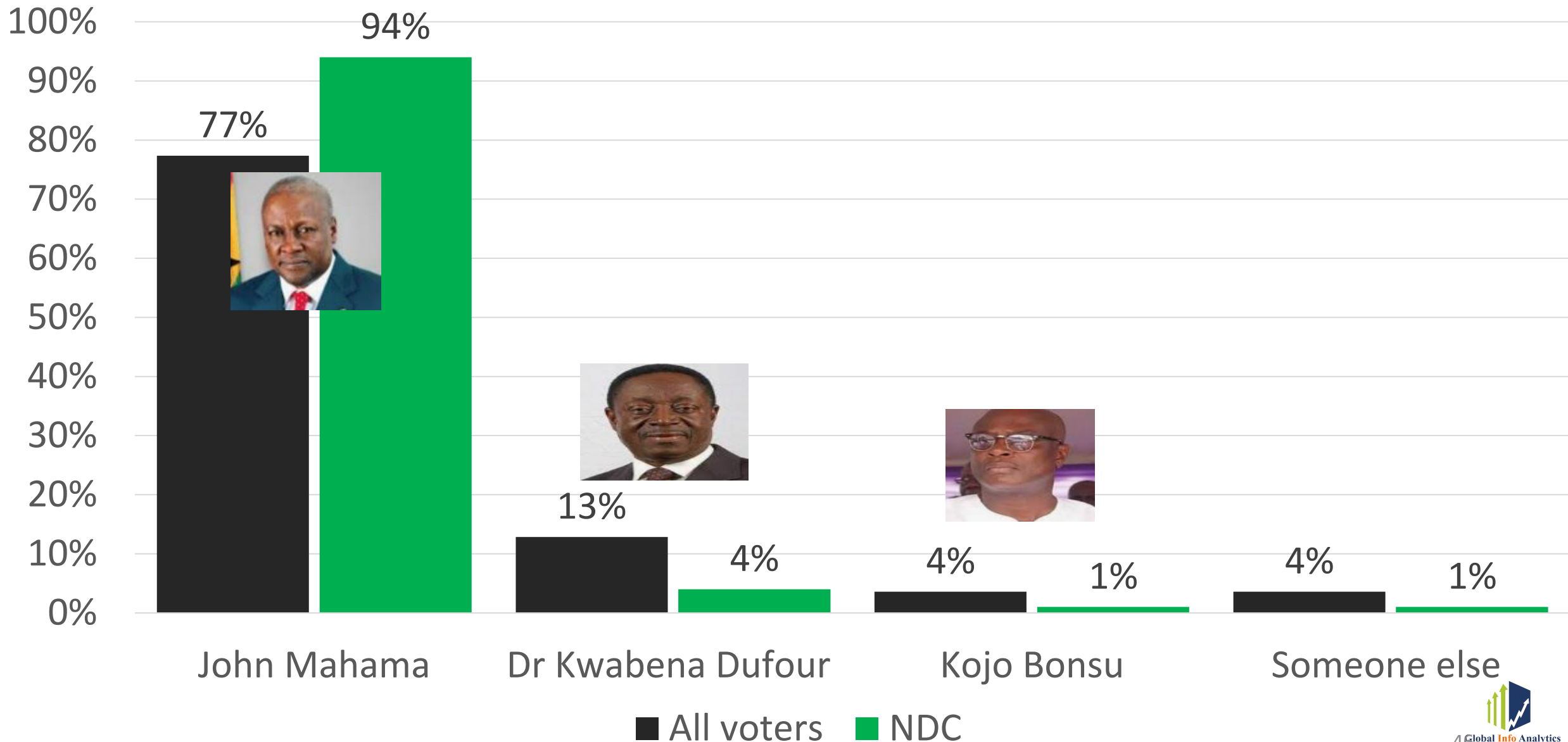
NDC

NATIONAL
DEMOCRATIC
CONGRESS

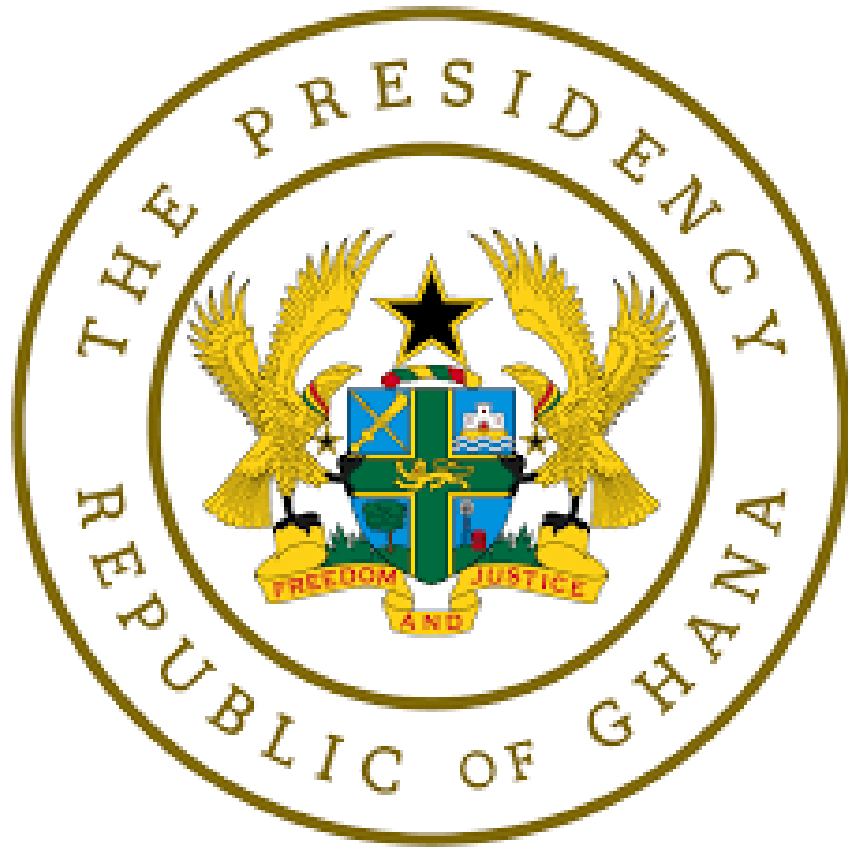
Who to Lead NDC- All Voters



Who to Leads NDC – All Voters v NDC Voters



General Election



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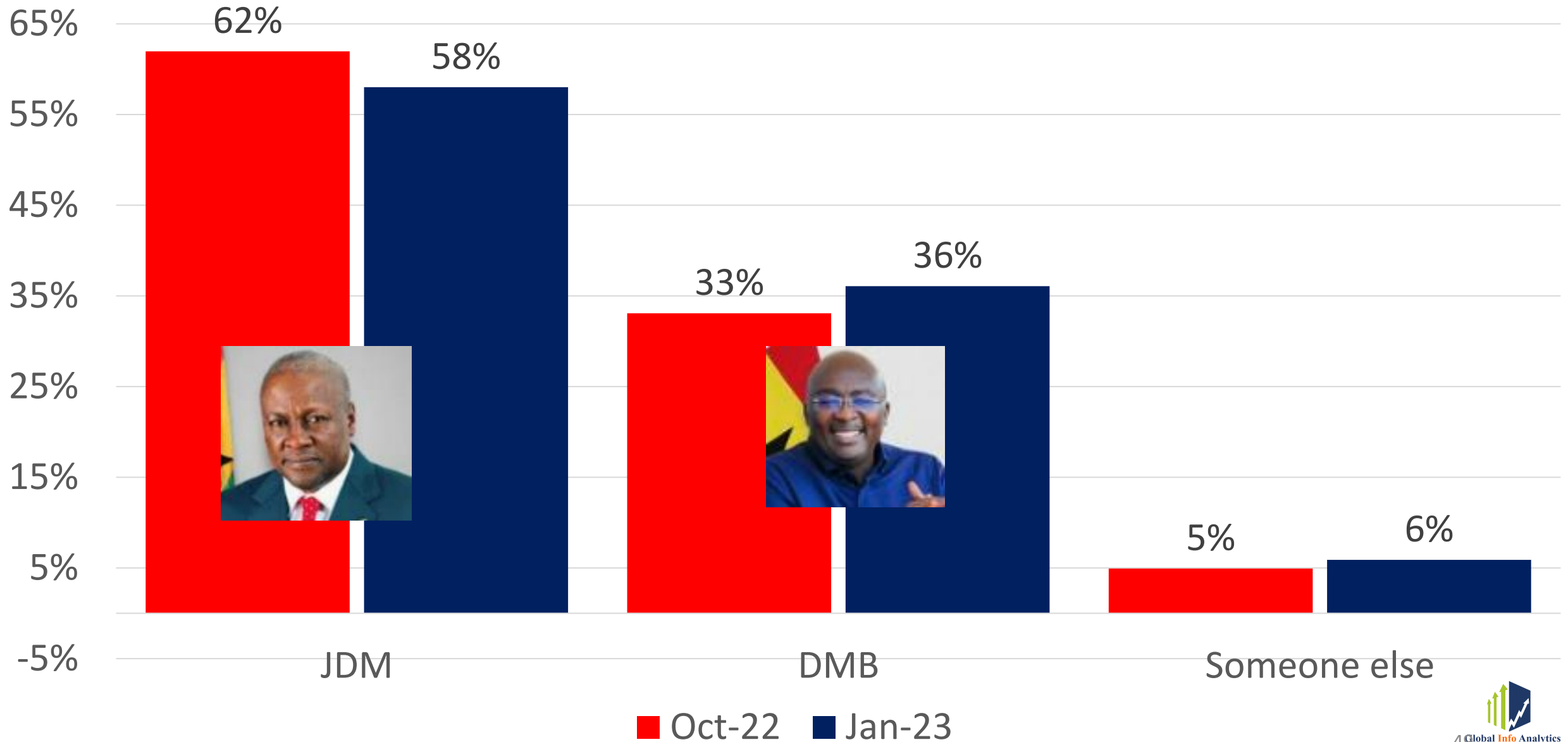


H.E Dr. M. Bawumia

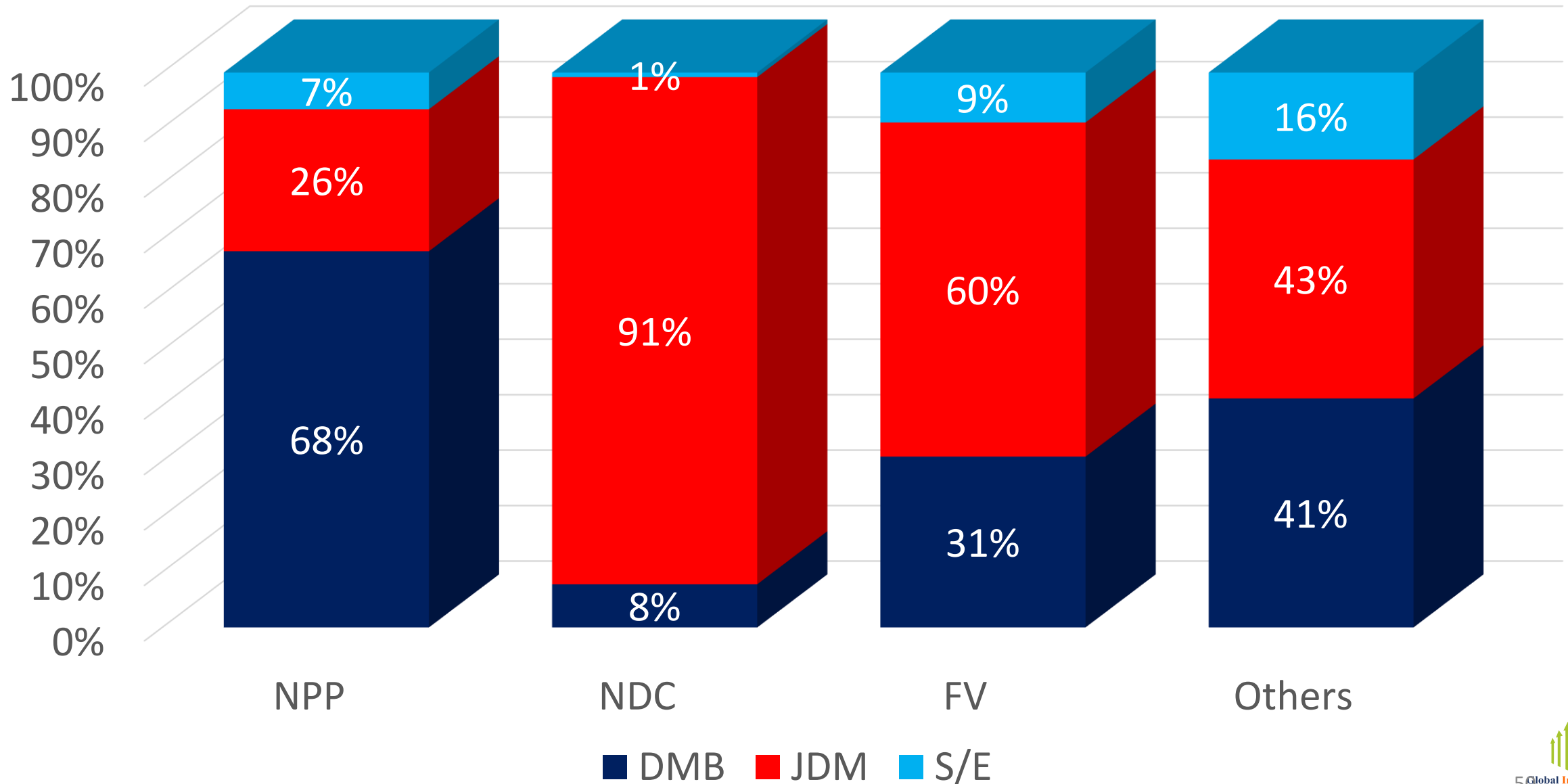
v

H.E John Mahama

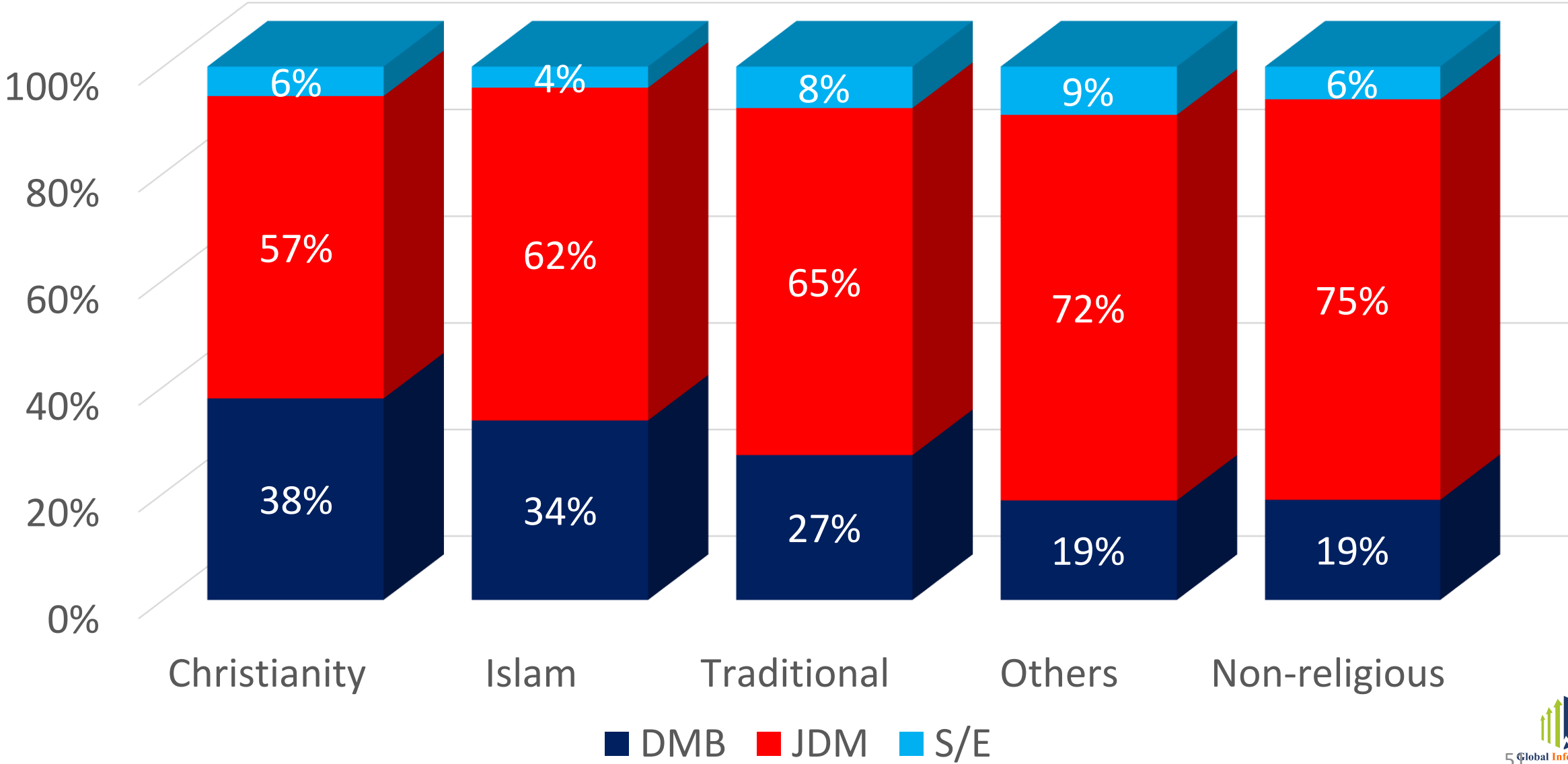
DMB v JDM



DMB v JDM -Party Affiliations



DMB v JDM – Religious Votes



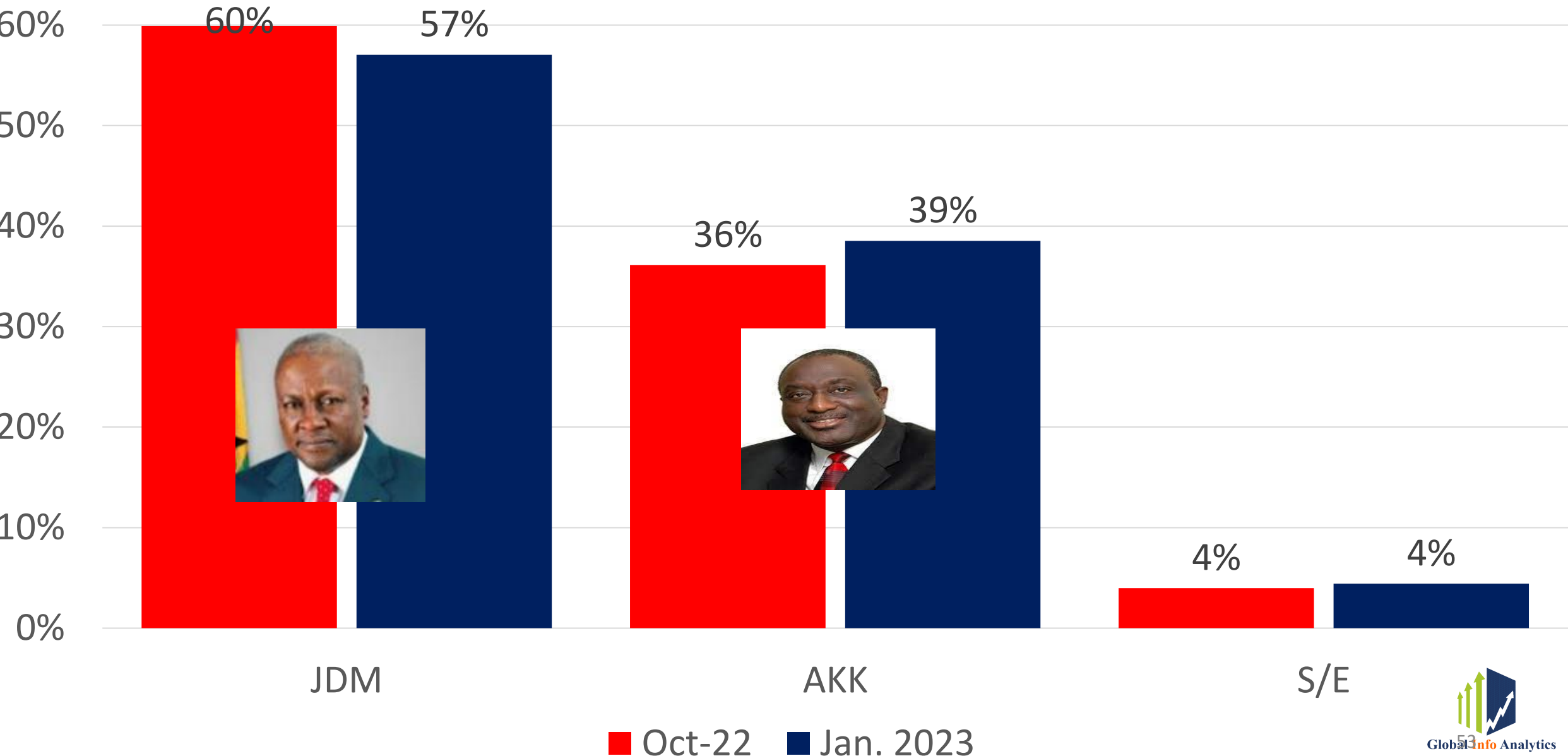


Alan Kyeremanten

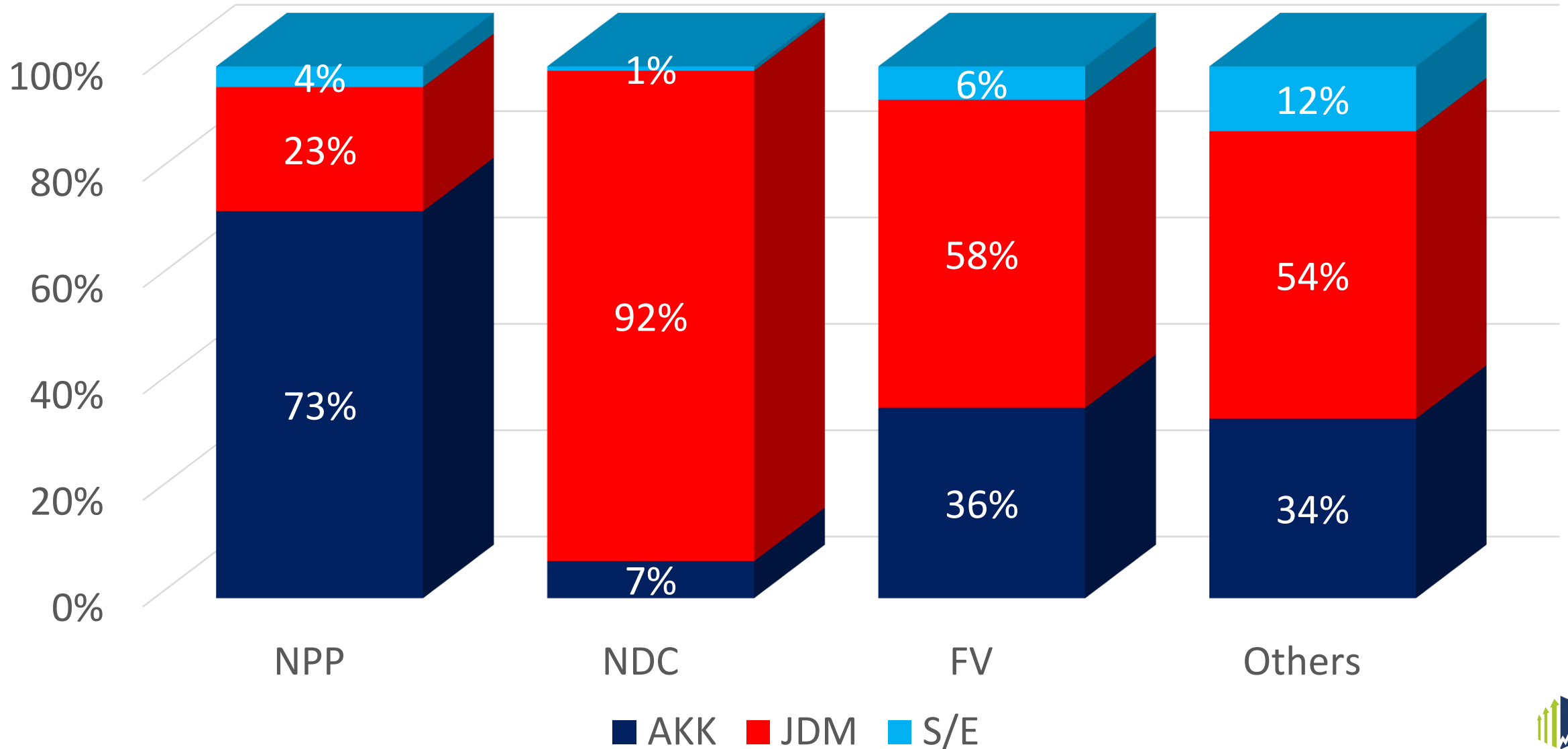
v

John Mahama

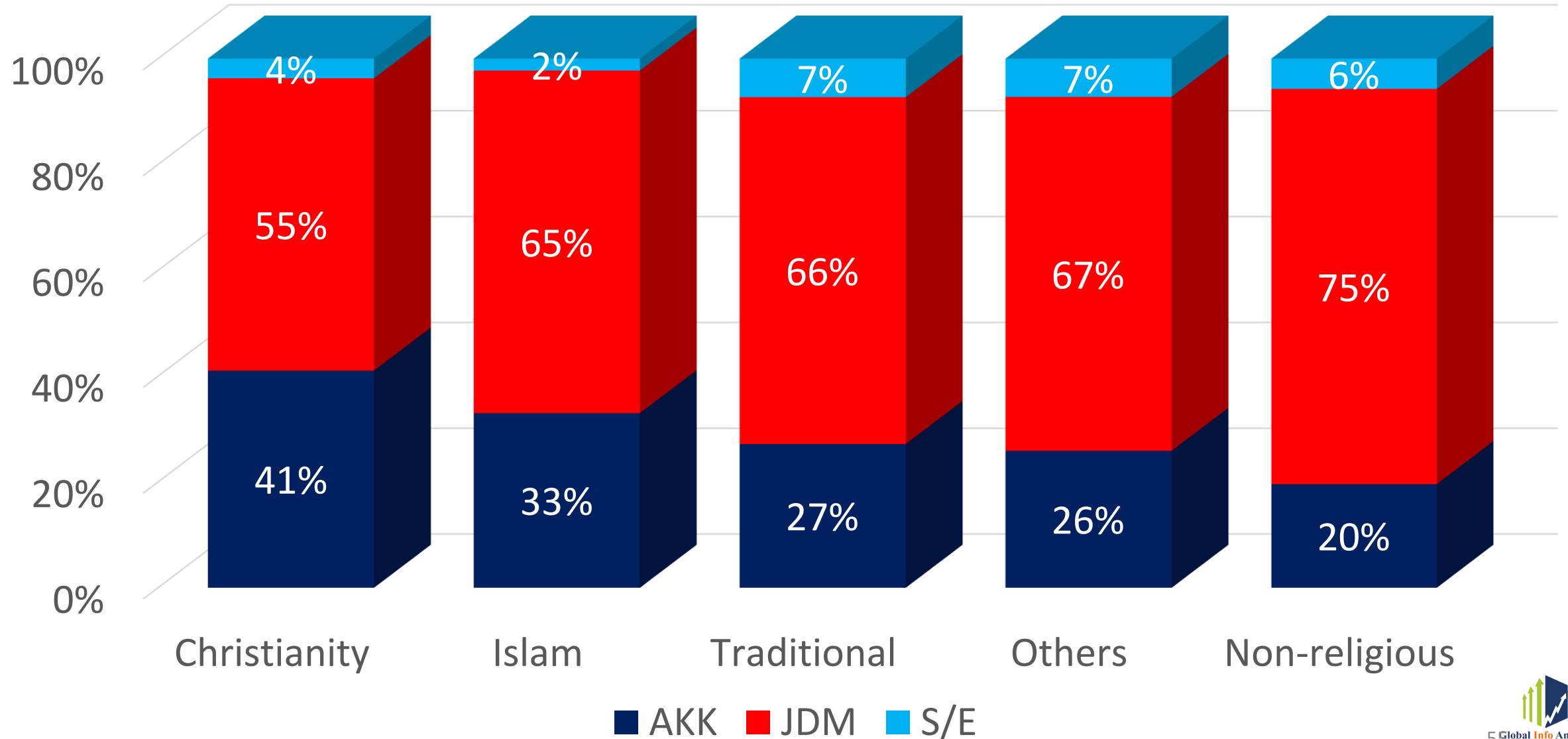
AKK v JDM



AKK v JDM - Party Affiliations



AKK v JDM – Religious Votes



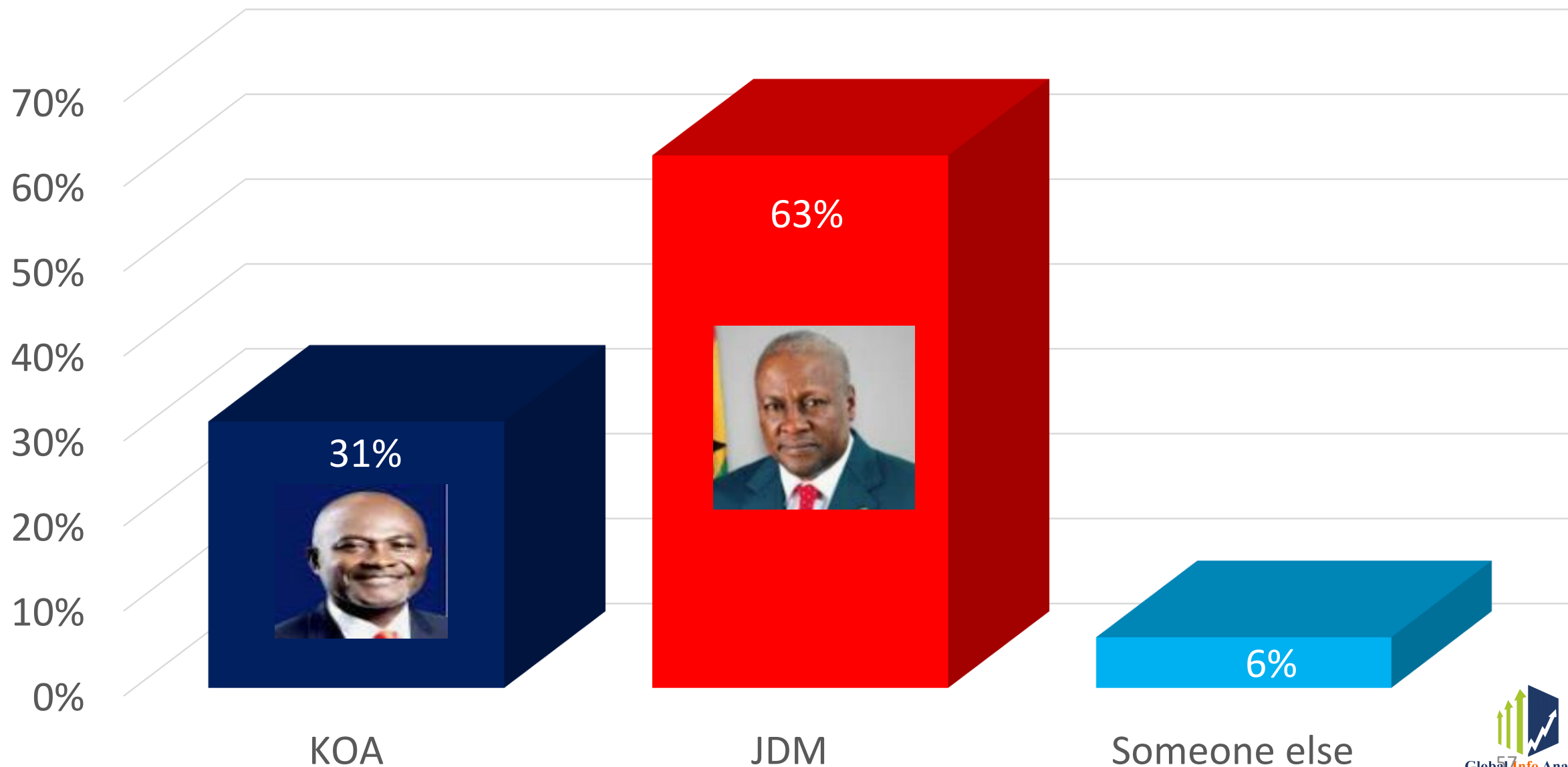


Kennedy Ohene Agyapong

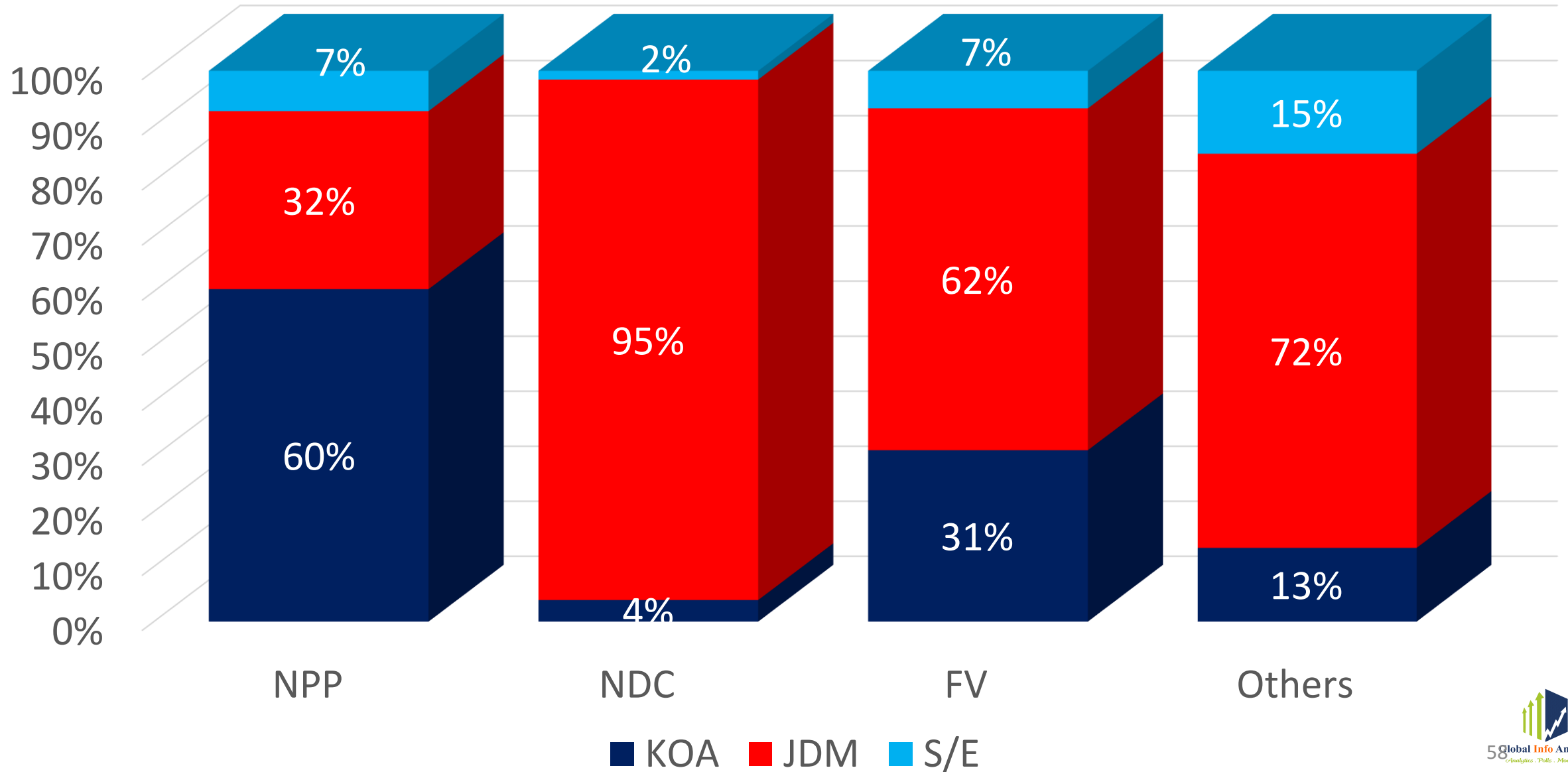
v

John Dramani Mahama

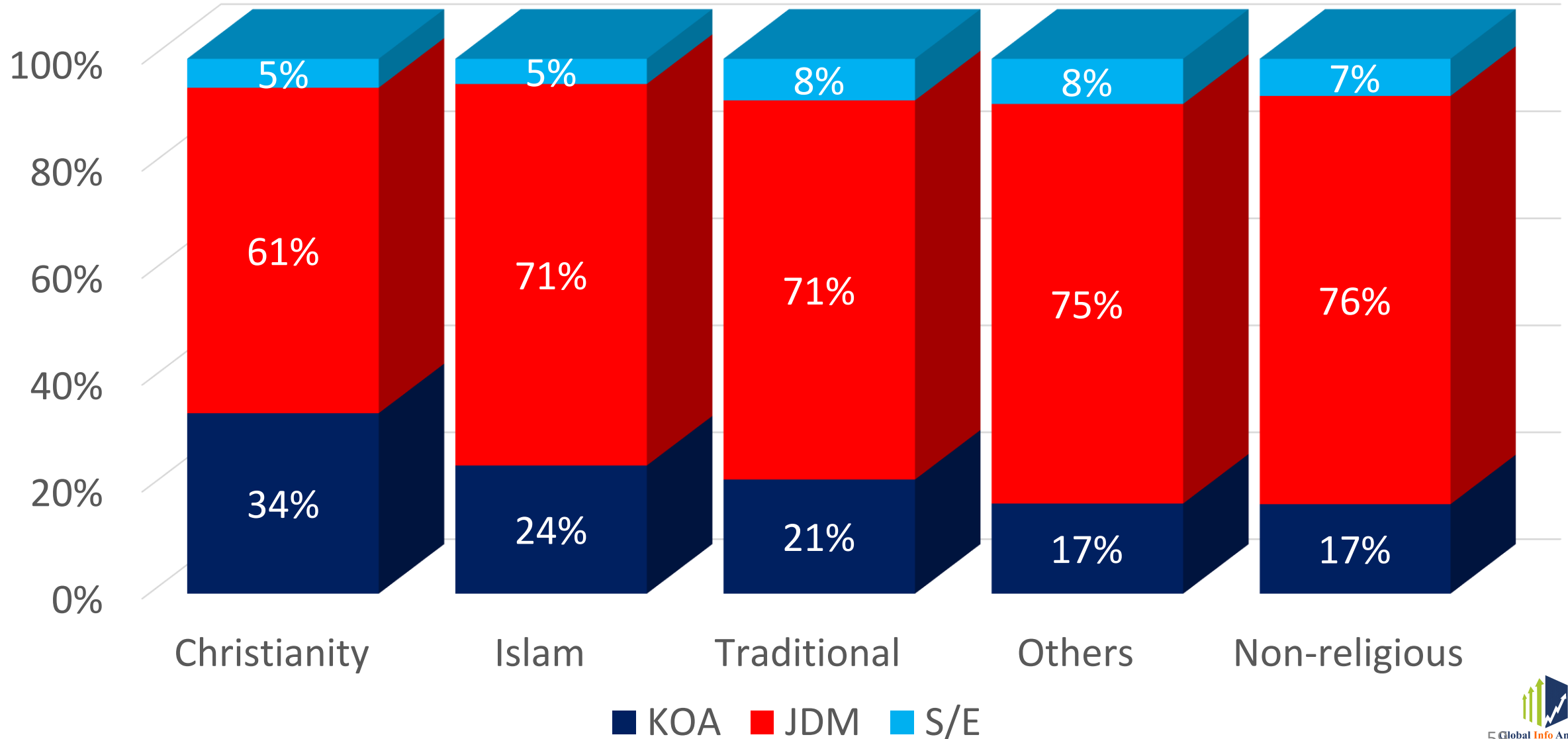
KOA v JDM



KOA v JDM - Party Affiliations



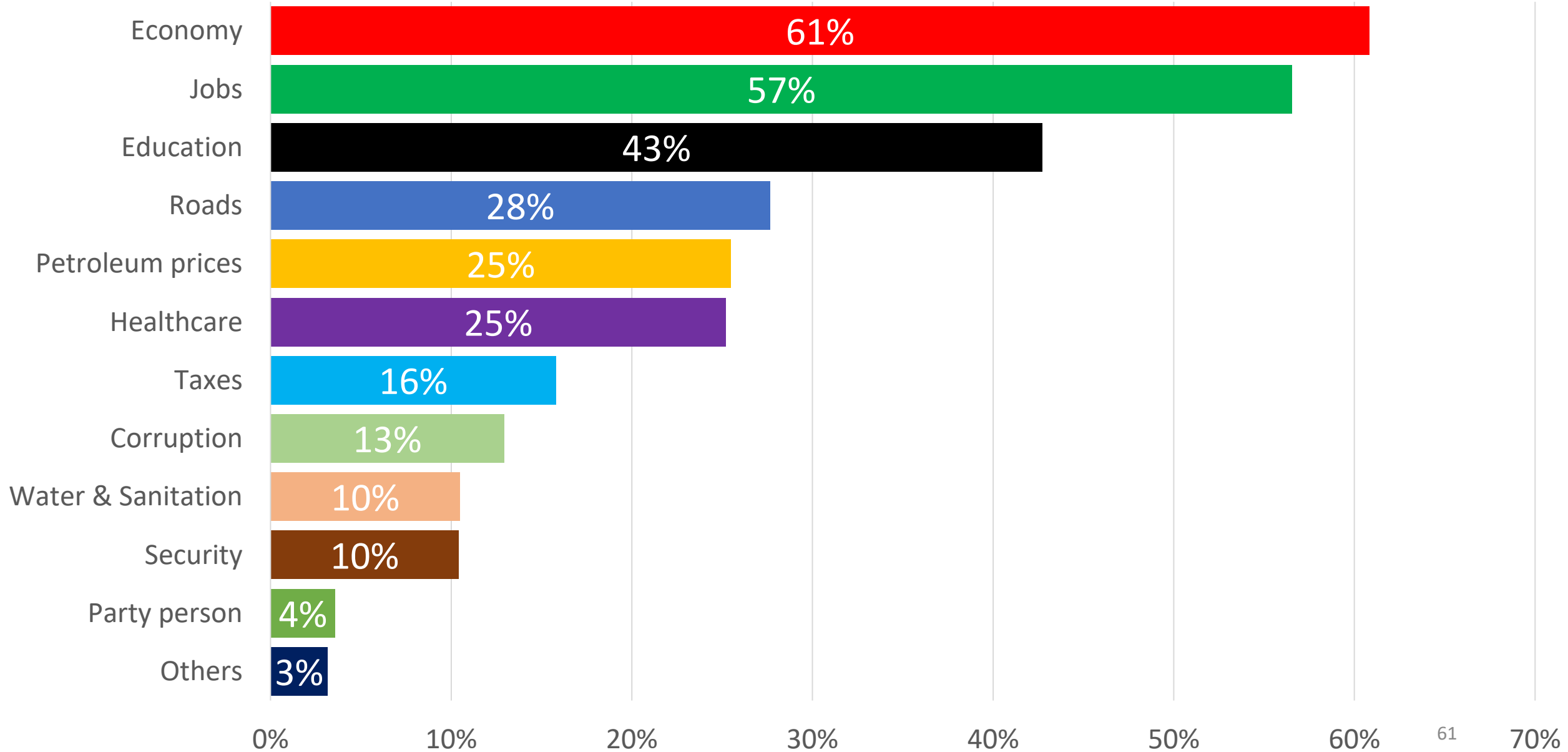
KOA v JDM – Religious Votes



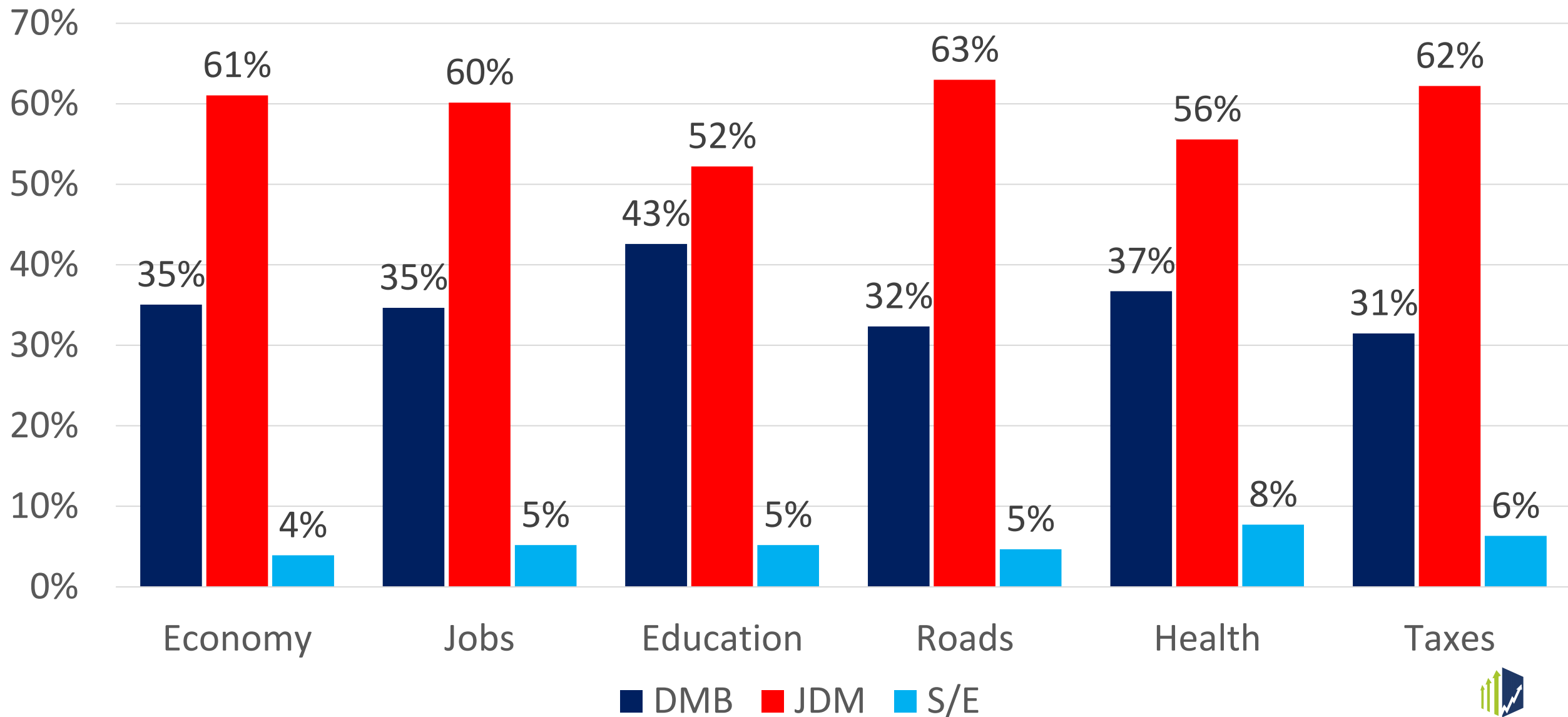


Key Issues for voters and General Elections Choices

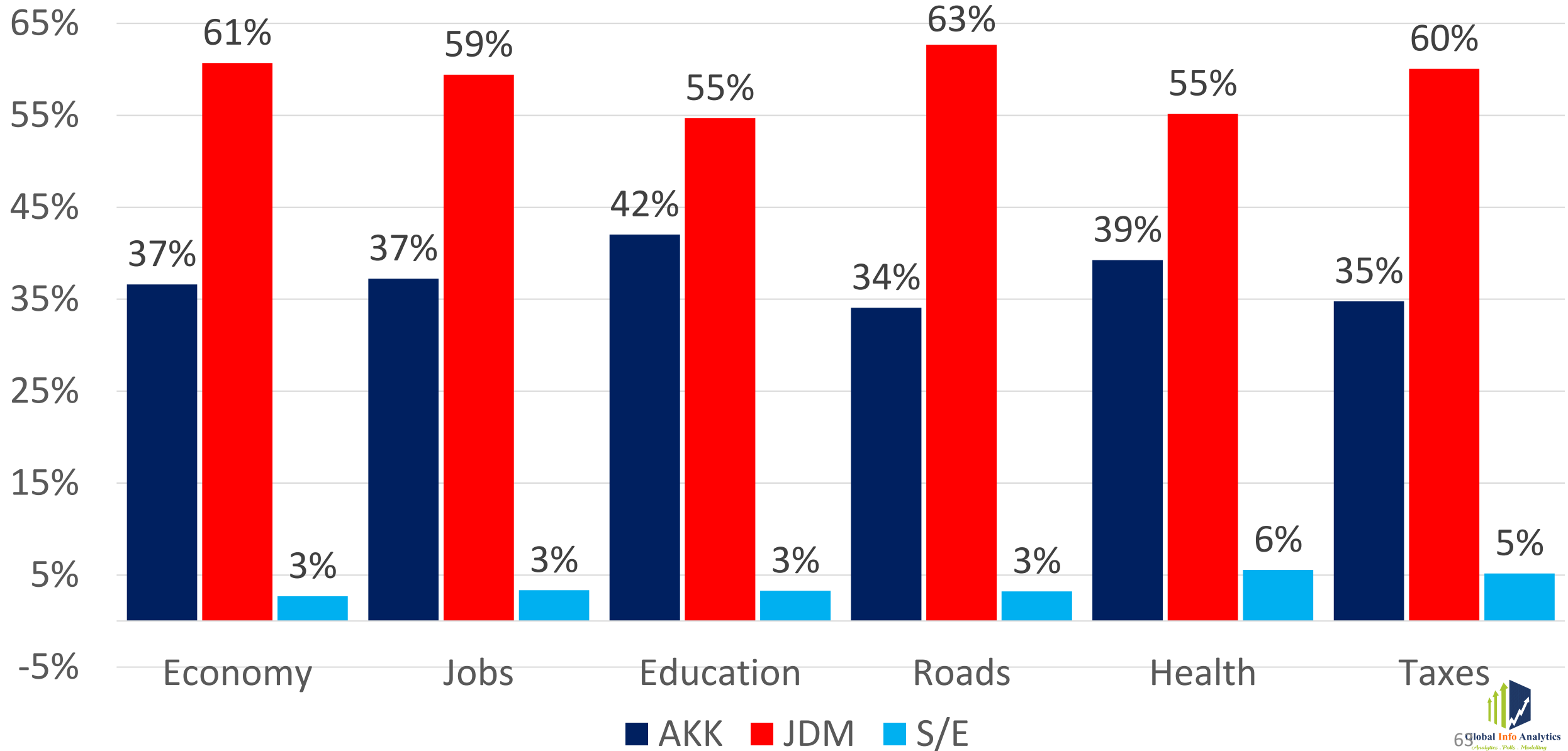
Top Issues for Voters



Top Six Issues – DBM v JDM



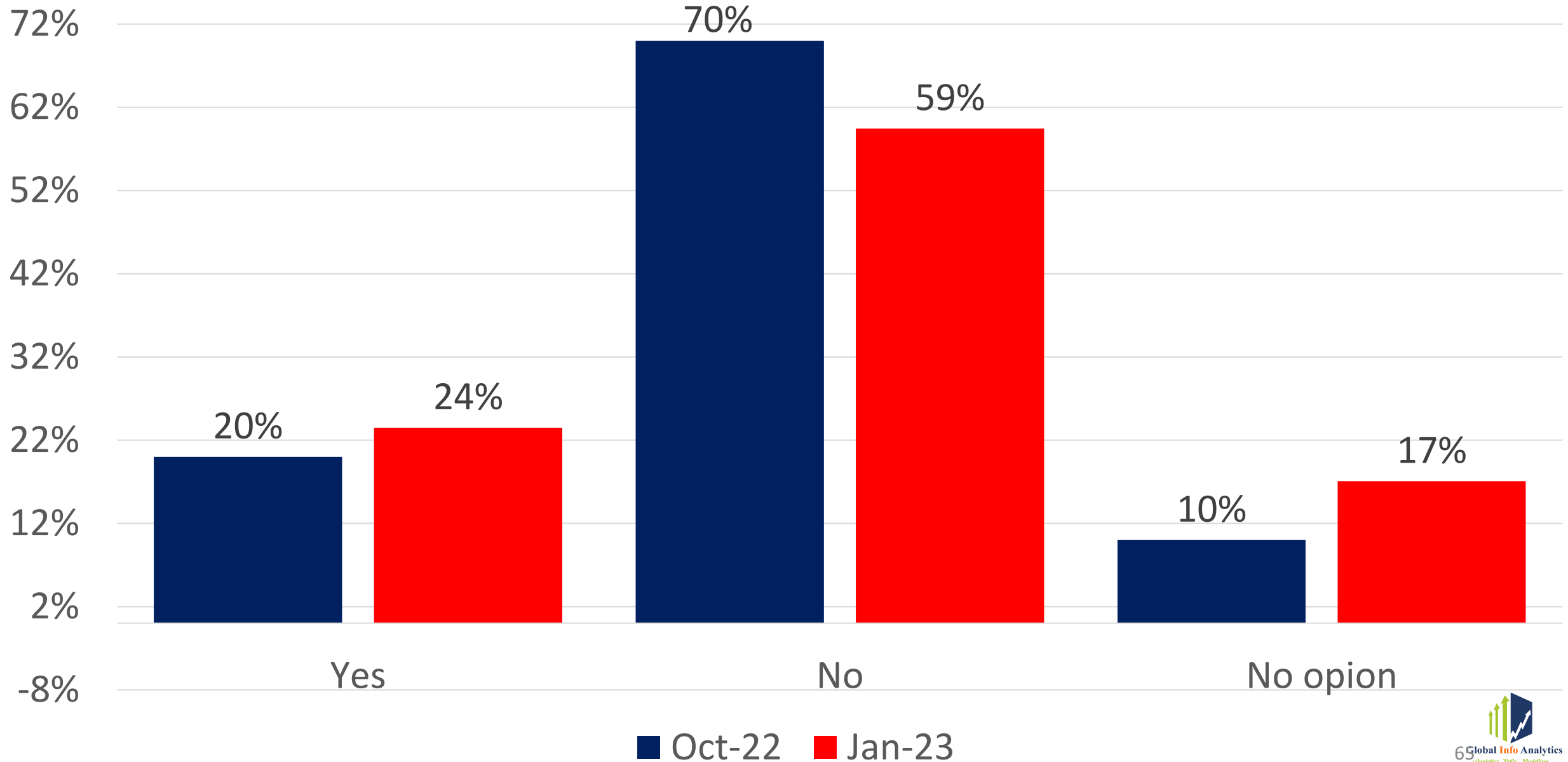
Top Six Issues— AKK v JDM



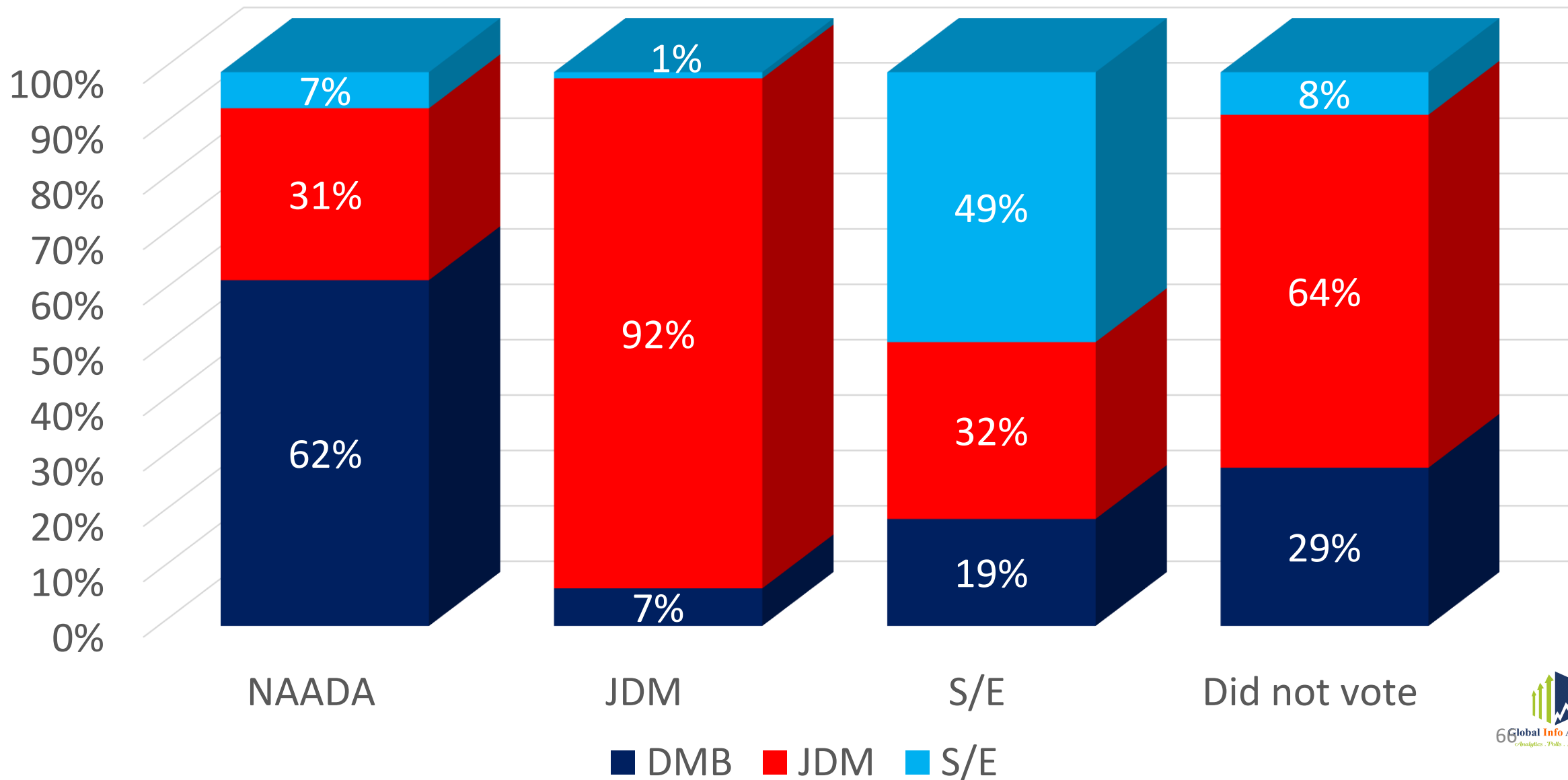


Possibility of “Breaking the Eight”

Can the NPP Break the Eight?



How Voters who voted in 2020 intend to vote in 2024 (BMB v JDM)

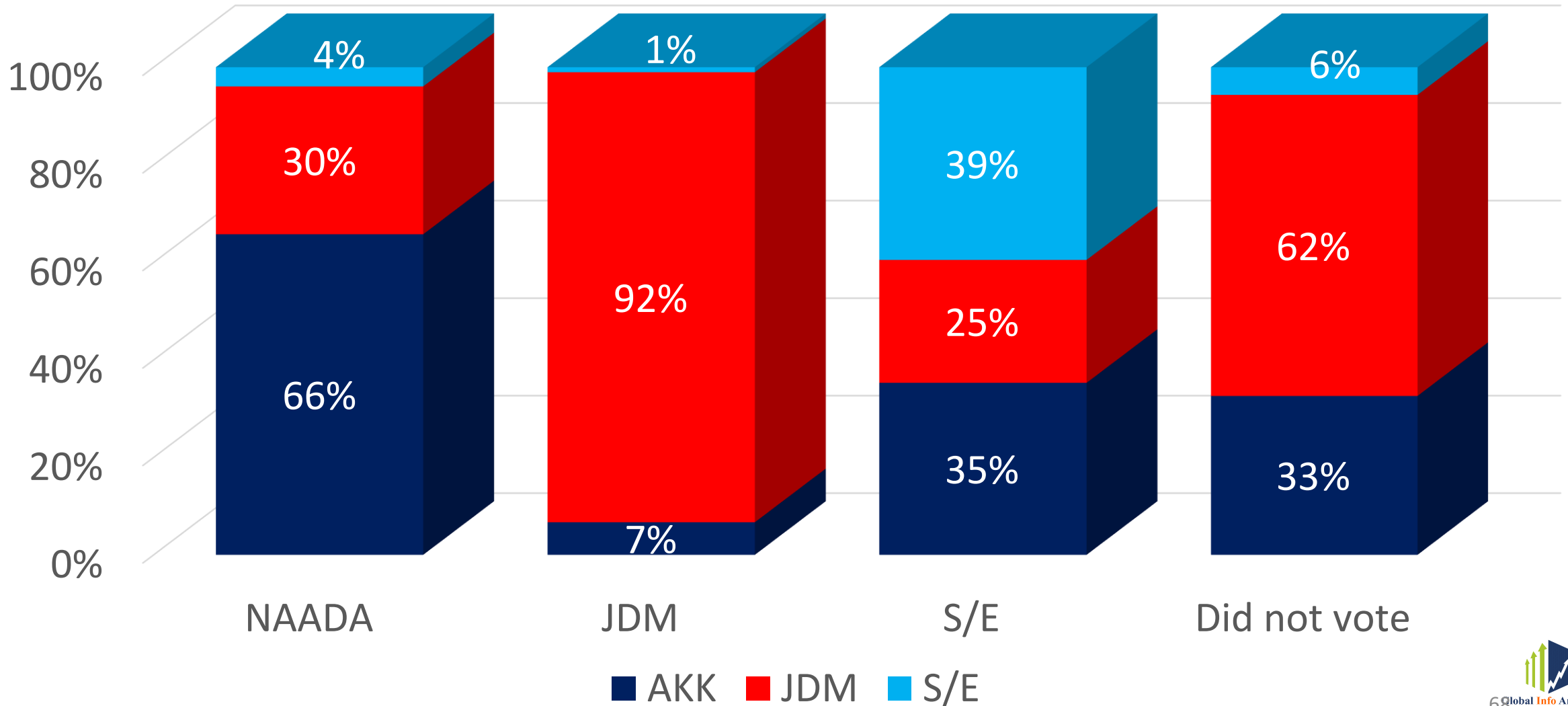


Net Gain/Loss on 2020 Presidential Votes (BMB v JDM)

	NAADA 2020		JDM 2020	
2020 Election Results	51.2%	6,692,630	47%	6,170,492
DMB	62%	4,149,431	7.0%	431,934
JDM	31%	2,074,715	92.0%	5,676,853
SE	7%	468,484	1.0%	61,705
Total	100%	6,692,630	100.0%	6,170,492
Net Gain/Loss by DMB		(1,642,781)		

Based on the responses of voters who voted for Nana Addo in 2020, if the elections were held today, the NPP's candidate Dr Mahamudu Bawumia could lose approximately 1.65 million voters who voted for Nana Addo in the 2020 elections. Meaning John Mahama could gain 1.65 million of Nana's 2020 votes

How Voters who voted in 2020 intend to vote in 2024 (AKK v JDM)

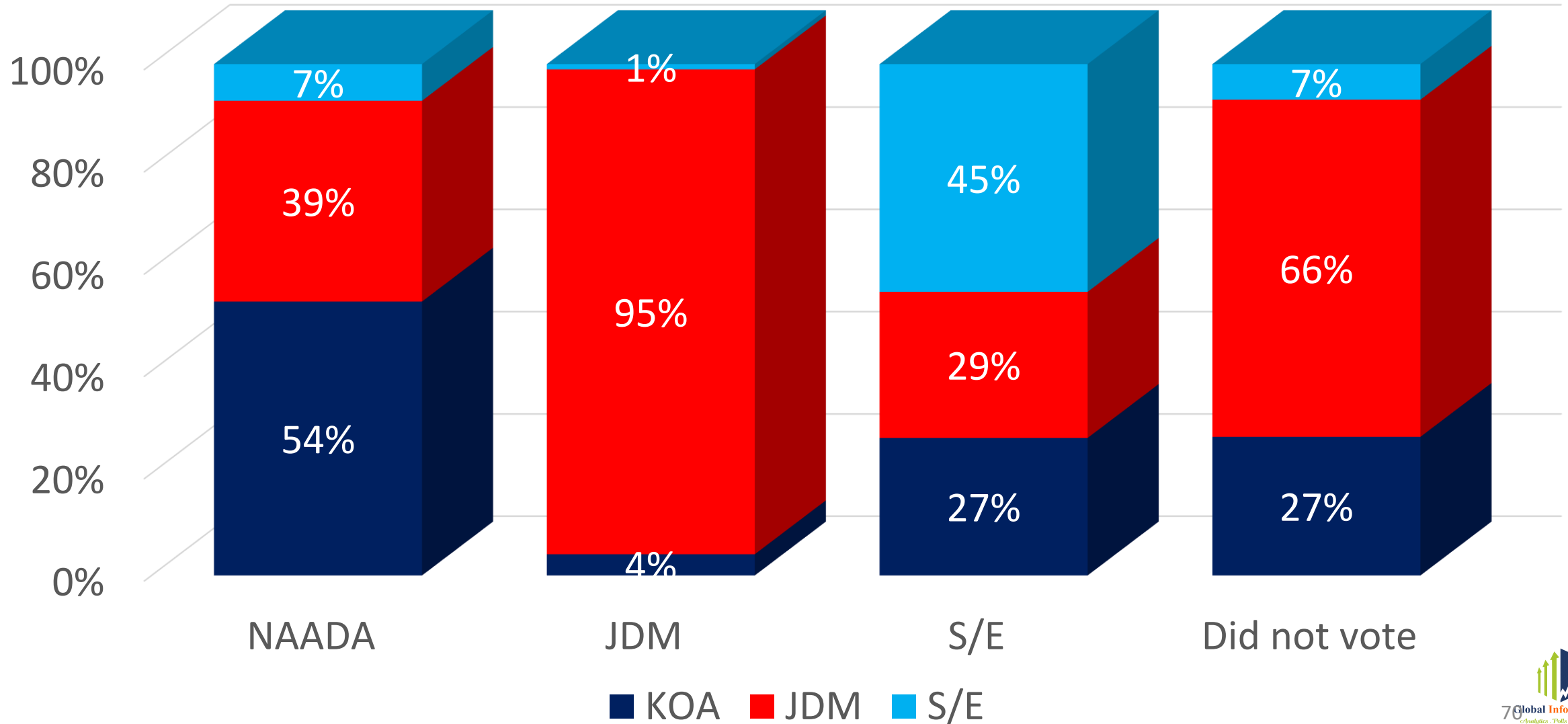


Net Gain/Loss on 2020 Presidential Votes (AKK v JDM)

	NAADA 2020		JDM 2020	
2020 Election Results	51.2%	6,692,630	47.2%	6,170,492
AKK	66%	4,417,136	7.0%	431,934
JDM	30%	2,007,789	92.0%	5,676,853
SE	4%	267,705	1.0%	61,705
Total	100%	6,692,630	100.0%	6,170,492
Net Gain/Loss		(1,575,855)		

Based on the responses of voters who voted for Nana Addo in 2020, if the elections were held today, the NPP's candidate Alan Kyerematen could lose approximately 1.58 million voters who voted for Nana Addo in the 2020 elections. Meaning John Mahama could gain 1.58 million of Nana's 2020 votes

How Voters who voted in 2020 intend to vote in 2024 (KOA v JDM)



Net Gain/Loss on 2020 Presidential Votes (KOA v JDM)

	NAADA 2020		JDM 2020	
2020 Election Results	51.2%	6,692,630	47.2%	6,170,492
KOA	54%	3,614,020	4.0%	246,820
JDM	39%	2,610,126	95.0%	5,861,967
SE	7%	468,484	1.0%	61,705
Total	100%	6,692,630	100.0%	6,170,492
Net Gain/Loss		(2,363,306)		

Based on the responses of voters who voted for Nana Addo in 2020, if the elections were held today, the NPP's candidate Kennedy Agyapong could lose approximately 2.36 million voters who voted for Nana Addo in the 2020 elections. Meaning John Mahama could gain 2.36 million of Nana's 2020 votes



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