

Who Wins Election 2024, Evidence from Science and Data

PRESENTATION OF BASELINE REPORT ON 275 CONSTITUENCIES IN GHANA

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Press Engagement 1

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Outline of presentation

1. General introduction to the concept of Elections Research / Opinion Polls.
 - Issues of sampling
 - Applicable Laws
 - Importance of scientific Elections Research / Opinion Polls to strategic campaigning and participatory democracy
2. Baseline Survey – Research Design
3. Findings
4. Implications of the findings to competing political parties
5. Concluding remarks and upcoming editions from Baseline to Post elections



1. General introduction to the concept of Elections Research / Opinion Polls.

Ladies and Gentlemen of the Press, Good morning.

As has been the practice, I try to present my public opinion research findings before the Press so we all can engage and build some understanding into the design, analyses and findings for onward education and dissemination to concern stakeholders and the public.

I have done five of such face-to-face press engagements and shared reports via your resourceful online platforms on occasions where we couldn't meet in-person.

All earlier in-person meetings have been held in Kumasi where I live and work.

I am glad to be meeting you all here in Accra for the 1st of such engagements outside Kumasi since 2014 when I took interest in elections research in Ghana.

Let me emphasize that I am academic, love teaching and research, therefore I do elections research for two reasons.

- first, to provide the urgently needed 3rd party feedback to political actors who may be engulfed in campaigning and voter mobilization; and
- second, to demonstrate that politics has in recent times become more scientific than operational / business-as-usual. And that, a suggestion by anyone to ignore science and data in every electioneering endeavor is fictitious absurdity and ill-informed.

Example, when I predicted a first round victory on 51.4% for NPP and Skirt-and-Blouse situation in elections 2020 (<https://www.myjoyonline.com/kstu-research-centre-projects-at-least-51-4-percent-victory-for-npp/>), many were the attacks I had to receive just for participating in the democratic process through elections research.

My personality came under a more intense attack when against the popularity of one of the aspirants in a regional contest, my findings after weeks of grassroots investigations, predicted a win for the less popular candidate (<https://3news.com/featured/a-r-npp-elections-kstu-researcher-predicts-57-8-win-for-wontumi/>).

For fear of such vilification and attacks, fine brains who could contribute to our democracy through elections research have decided to remain in their respective Universities and look-on.

However, for all its limitations and disadvantages, elections research / polls produce better information about what people think, feel and want than any alternative politicians may prefer, especially the culture of silence and imposition of exclusion for academia and genuine researchers in Ghana's political discourse.

Elsewhere, elections research / polls help citizens understand where their opinions and interests fit in the range of attitudes about the very issues that affect societies and countries.

Perhaps the only reason why Politicians resist elections research / polls in Ghana is because it has the tendency of frightening them and put them on their toes.

Other than that, polls are not plebiscites, so let's encourage voters to participate in polls.

It makes the political process more gratifying, challenging and thought-provoking.

In fact, per the dynamics of public opinion and public accountability relative to image of the leading political parties in Ghana, politicians cannot lead and campaign blindly.

That is why we from time to time come out with what the people say and think so relevant stakeholders amend the ways to suit the expectations of those they seek their vote.

Today's presentation shall be the 1st of 3 presentations earmarked for the year including post-election investigations.

Once again, I welcome you all to this engagement.

2. The concept of sampling in elections research

Sampling is a simple process of selecting a representative part of the population for a research study, with the intention of superimposing / inferring findings onto the population. Issues such as Margin of errors estimation and Confidence interval are the initial considerations for a good sample.

However, the concept of sampling is strictly protected and guarded by some relevant statistical laws and assumption for generalization. All sampling procedures that disregard these laws in an inferential process may produce results, but such results are defective, unreliable and unstable ab-initio.

3. Applicable Laws / Assumptions for generalizability

1. Central Limits Theorem: If you take a sufficiently large sample from a population, the samples' means will be normally distributed, even if the population is not normally distributed. Key elements include successive sampling from a population, increasing sample size and Population distribution. CLT gives an idea of how much an increase in sample size leads to a reduction in sampling error. It helps us determine an appropriate precision level (margin of error) for statistical inference.
2. Law of Statistical Regularity: If a sample is selected at random (reasonable modality / basis) from a population, it is likely to possess the exact characteristics of that population.
3. Law of Inertia of Large samples: A larger sample size produces a more accurate result. It is therefore not enough to have a good sample size, but to have as large a sample size as possible, drawn from sub-samples of the population to enhance the needed element of representation.

4. Baseline Survey Design

In this baseline study for example, a minimum sample size of 16,557 would have been okay for a voting population (per total votes cast in 2020 elections) at 99% confidence level and 1% margin of error. However, as per the law of inertia of large samples, and to satisfy the CLT, a total sample size of 59,547 voters were engaged in this study. They were selected from the full 275 sub-samples that makes up the population. Each sub-sample represents a proportional share of total contribution to voter population as per the 2020 voter register. Results from such a sample design are expected to be very reliable, stable and reflective of the views of the citizenry. Sample distribution by regions, age group, and constituencies are attached as appendix A, B and C respectively.

Data collection for this baseline study lasted for 30 days commencing April 1st to 30th, 2024.

Many interesting enquiries were sorted from respondents and shall be published in subsequent publications on my social media handles, especially the constituency specific / parliamentary level reports. In this press engagement, I will be sharing with you regional and national level findings in respect of Party and their Presidential candidates as well as the “people’s manifesto”, where the critical needs of the people will be discussed.

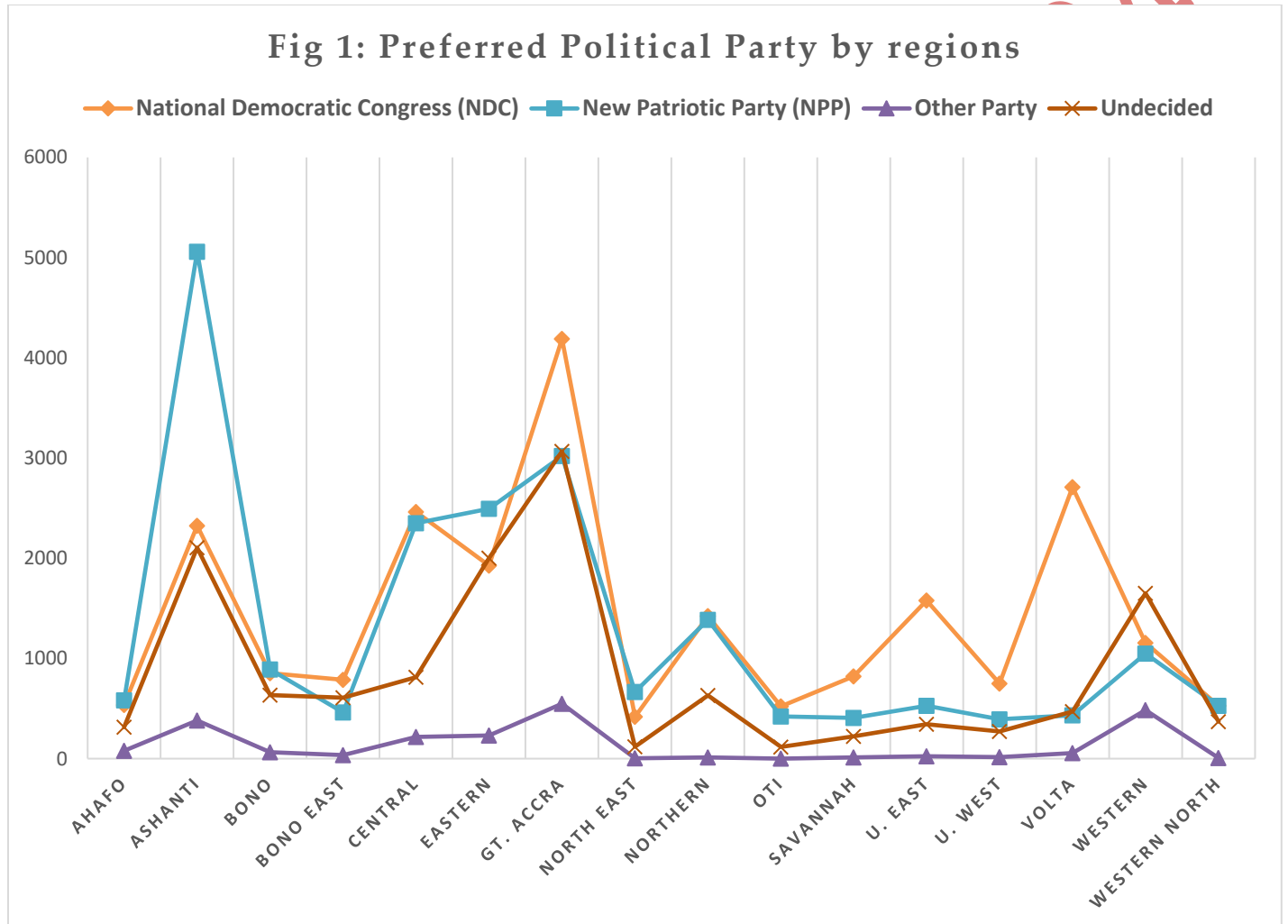
The objective of this election’s research / polls include

1. Giving voters the opportunity to express their views to an independent researcher and know views from other voters to digest when making their decision.
2. If findings of an elections research are favorable, it can boost the energy of political actors and encourage campaign teams to continue their efforts.
3. Candidates and other key players will always need independent research to guide their operations.

4. Findings

PART A: PREFERRED POLITICAL PARTY

Q4, Which Political Party are you likely to support in the 2024 Presidential Election?



Source: Author, June 5, 2024, Baseline Survey report. NOTE: Data for this plot is attached as appendix D

ALL 16 REGIONS		
	Frequency	Percent
National Democratic Congress (NDC)	23080	38.8
New Patriotic Party (NPP)	20564	34.5
Other Party	2167	3.6
Undecided	13735	23.1
Total	59546	100.0

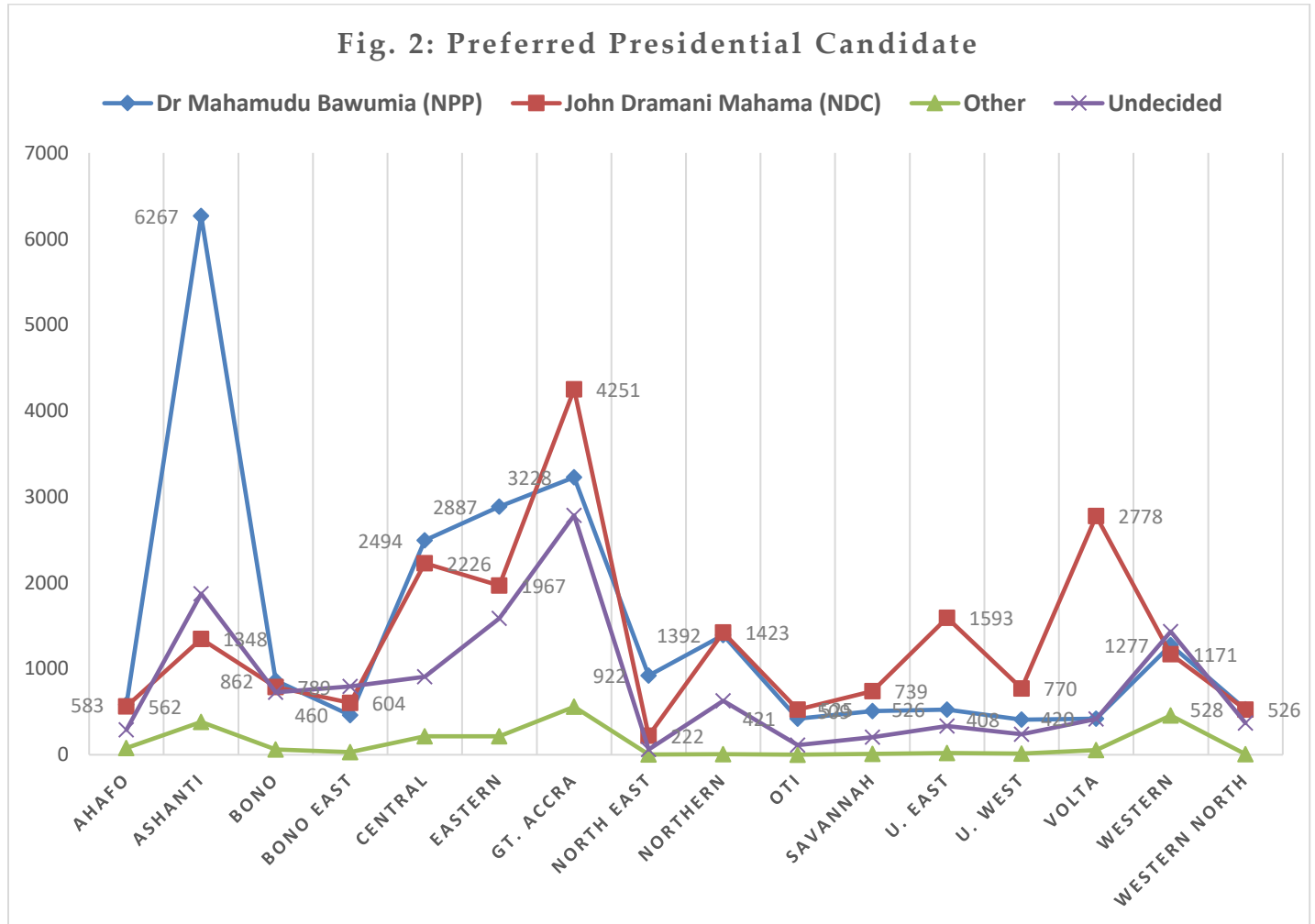
Remarks from part A

- NDC leads in popularity (with 38.8%) as the political party respondents are likely to support in the coming election as at close of April 2024.
- The popularity of NDC is higher than the NPP in Bono East, Greater Accra, Northern, Oti, Savannah, Upper East, Upper West and Volta.
- NPP and NDC are at par in terms of popularity in the Western North.
- A very large number of prospective party supporters (23.1%) had not decided which party to support as at end of April 2024. Until they decide to take interest in one of the political parties, they may remain floating.
- Most undecided region is Western with 38% undecided party supporters while North East becomes the most decided region with only 9.8% undecided party supporters.
- All smaller parties put together are unpopular across the country as at 30th April 2024



PART B: PREFERRED PRESIDENTIAL CANDIDATE

Q6. Which Presidential candidate are you likely to support in the 2024 Presidential Elections?



Source: Author, June 5, 2024, Baseline Survey report. NOTE: Data for this plot is attached as appendix D

Table 2: Which Presidential candidate are you likely to support in the 2024 Presidential Elections		
ALL 16 REGIONS	Frequency	Percent
Dr Mahamudu Bawumia (NPP)	23432	38.9
John Dramani Mahama (NDC)	21237	36.1
Other	2114	3.6
Undecided	12763	21.4
Total	59546	100.0

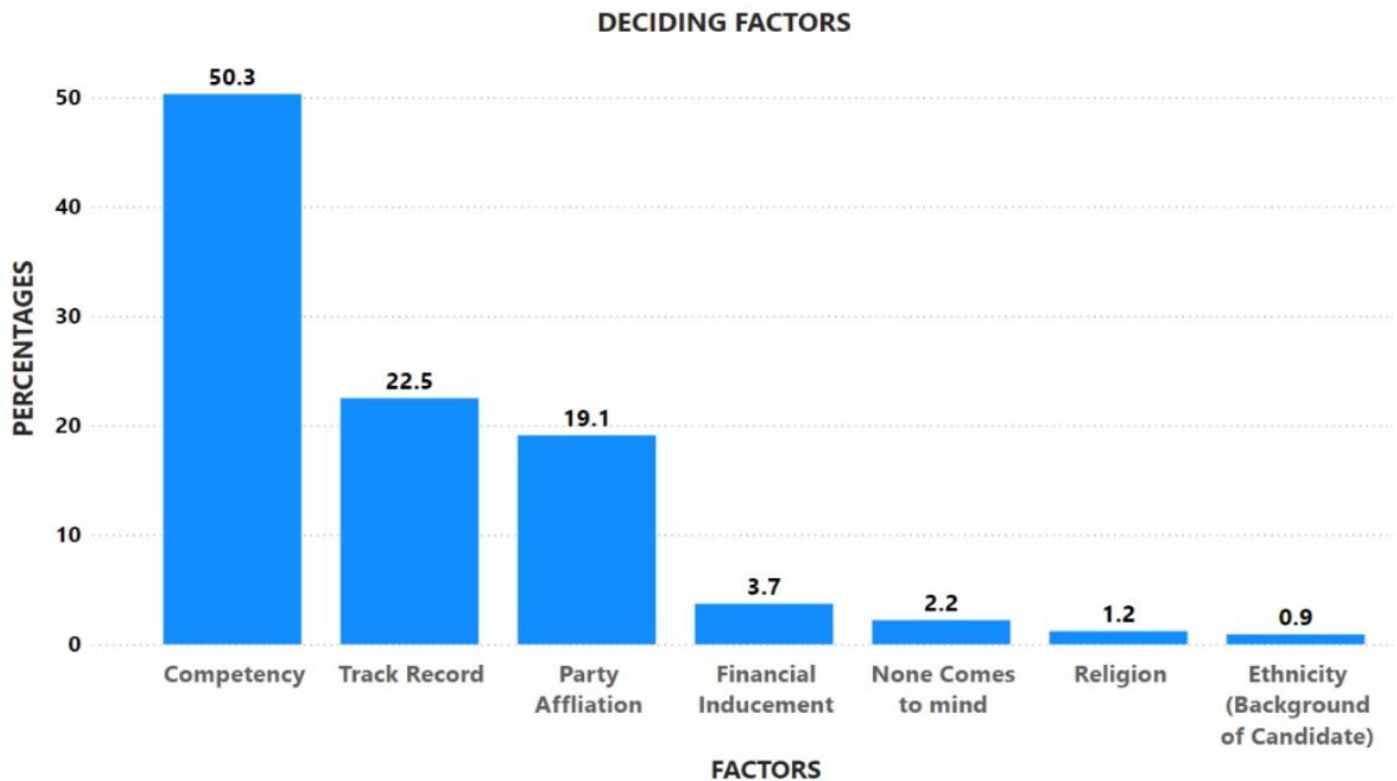
Remarks from Part B

- Dr Mahamudu Bawumia (NPP) leads as the preferred Presidential Candidate with 38.9%, closely followed by John Dramani Mahama (NDC) with 36.1%.
- Dr Mahamudu Bawumia (NPP) leads in Ahafo, Ashanti, Bono, Central, Eastern, North East, Western, and Western North.
- All other Presidential aspirants put together are making up to 3.6% gains.
- About 21.4 % of prospective voters are yet to decide which Presidential candidate to vote for as at end of April 2024. They may remain floating until they decide to vote in favour of one of the presidential candidates.
- Most decided region in favour of Dr Mahamudu Bawumia (NPP) is North East with 60% of voters going for him while 75.7 % of voters in Volta region have decided John Dramani Mahama (NDC).



PART C: Deciding Factors

Q14. What are the main deciding factors you consider in choosing a Presidential Candidate? Fig. 3

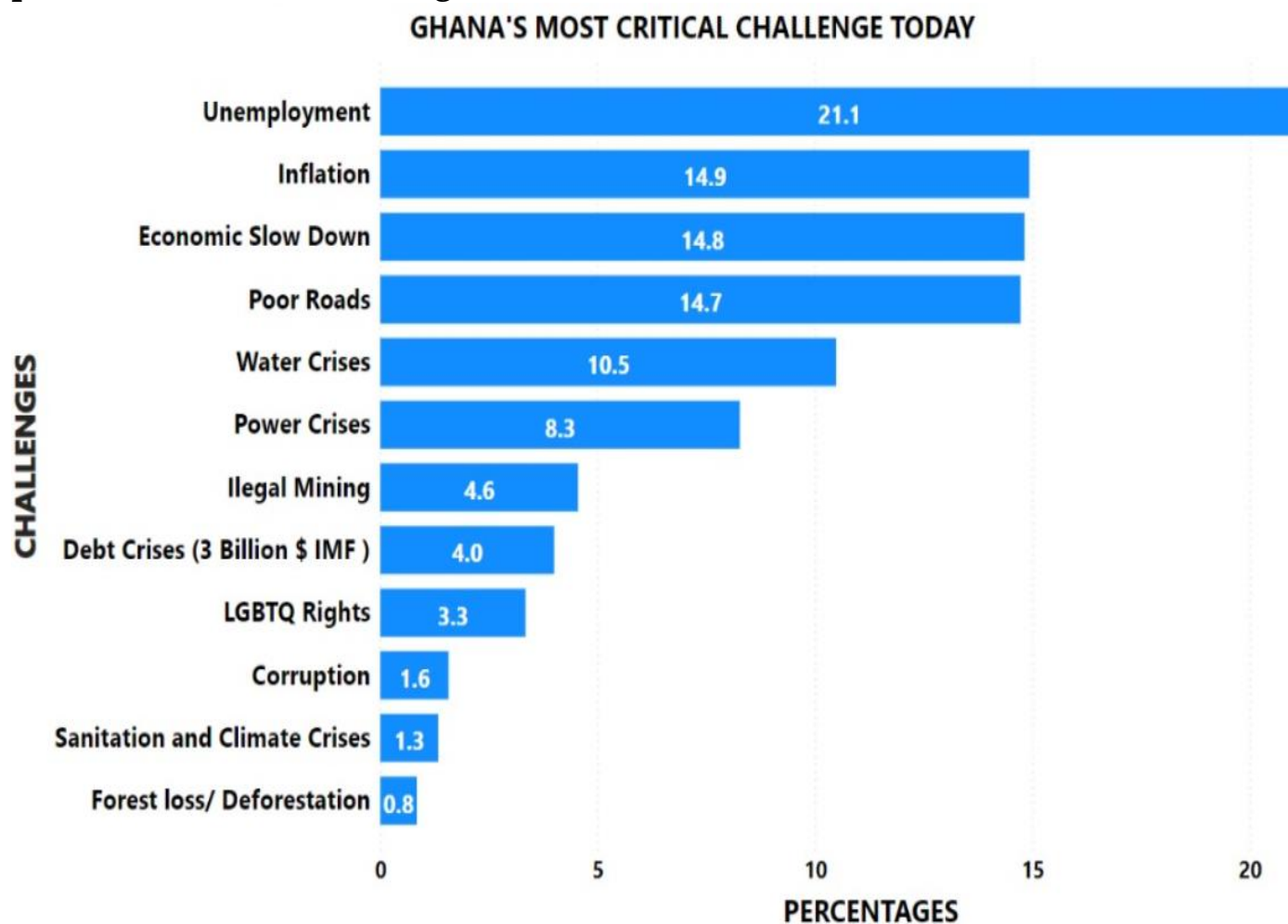


Remarks from Part C

- A good majority (50.3%) of Ghanaian voters will be looking for a competent leader come December 2024.
- About a quarter (22.5%) of voters will be considering the track records of presidential candidates as key to determining who they vote for.
- Party affiliation will be the main reason why some 19.1% of Ghanaians will be voting come December 2024.
- Interestingly, some 3.7% of voters will be awaiting some financial inducement to decide who they vote for. Though minimum, it exposes the weaknesses of some persons clothed with the power to decide for the future of our very existence as a country.
- Religion and Ethnicity may also form basis for some 1,2% and 0.9% in choosing who wins elections 2024 respectively.

PART D: They Peoples' manifesto

Q15. What in your view is Ghana's most critical challenge today which next president must address? Fig. 4



Remarks from Part D

- The single leading concern of Ghanaian voters is Unemployment (21.1%).
- The next two as well as the 7th concerns are related to general improvement in the economy of Ghana. About 33.7% (cumulative) of Ghanaians share this as their most critical concern they seek salvation on.
- Poor roads, water, and power crises needs to be addressed head-on as it represents a critical concern for 14.7%, 10.5% and 8.3% of Ghanaians.
- Issues of illegal mining, LGBTQ rights, Corruption, Poor sanitation etc. also features as critical concerns needing attention among Ghanaian voters.

5. Implications of the findings to competing political parties

In summary, the findings imply as follows

1. The NDC as a political party is more popular (38.8%) across the country than her Presidential candidate Mr. John Dramani Mahama (36.1%).
2. Dr Mahamudu Bawumia (NPP) as Presidential Candidate is more preferred (38.9%) than the party NPP (34.5%) across the country.
3. Western North is yet to be fully engaged by political parties in Ghana.
4. NDC leads in eight regions namely, Bono East, Greater Accra, Northern, Oti, Savannah, Upper East, Upper West and Volta.
5. NPP leads in seven regions namely, Ahafo, Ashanti, Bono, Central, Eastern, North East, and Western.
6. Other political parties and their candidates are not showing any good sign of impact in the coming elections.
7. Competence, Track record and Party affiliation are the key deciding factors for candidates who may win the 2024 elections. These three factors alone constitute 91.9% of deciding factors.
8. Unemployment and improvement in the economy are the leading critical issues manifestos must seek to address head-on.
9. Poor roads, water, and power crises, illegal mining, LGBTQ rights, Corruption, Poor sanitation etc. also features as critical concerns needing attention among Ghanaian voters.
10. The 2024 election campaigns should center around relevant issues and must be a contest of superior ideas to improve the lives of many.

6. Concluding remarks and upcoming editions from Baseline to Post elections

I want to thank you all for attending this press engagement.

We shall meet again when the 1st validation report is ready sometime in early August this year (God willing) so we see the in-roles made by the competing political parties between May and July.

That report will capture data from 276 constituencies including SAL constituency.

The final engagement before elections will be early November (God willing), by which time the minds of voters are almost made up.

There will surely be a post-election engagement as well sometime after the elections.

Due to the enormity of writing constituency level reports, I have decided to offer that service upon request by an elected or confirmed parliamentary candidate. Please send me an email on sarpongbest@gmail.com as and when the need arises.

If you have any questions after this engagement, you may also send me an email.

Many thanks once again.

God bless us all.

Q&A time



Appendix A: Sample distribution by region

Region	Frequency	Percent
AHAFO	1512	2.5
ASHANTI	9871	16.6
BONO	2441	4.1
BONO EAST	1891	3.2
CENTRAL	5841	9.8
EASTERN	6654	11.2
GREATER ACCRA	10822	18.2
NORTH EAST	1207	2.0
NORTHERN	3450	5.8
OTI	1060	1.8
SAVANNAH	1464	2.5
UPPER EAST	2473	4.2
UPPER WEST	1427	2.4
VOLTA	3668	6.2
WESTERN	4337	7.3
WESTERN NORTH	1429	2.4
Total	59547	100.0



Appendix B: Sample distribution by age groups

Age group	Frequency	Percent
18-23	10861	18.2
24-35	23129	38.8
36-45	12410	20.8
46-55	7205	12.1
56-65	3857	6.5
66-75	1573	2.6
75-100	443	.8
Total	59478	100.0



Appendix C: Sample distribution by Constituencies

Ahafo:

S/No	Constituency	Sample
1	Asunafo North	393
2	Asunafo South	257
3	Asutifi North	254
4	Asutifi South	296
5	Tano North	159
6	Tano South	153
	Total	1512

Ashanti:

S/No.	Ashanti	Sample
1	Adansi Asokwa	120
2	Afigya Kwabre North	121
3	Afigya Kwabre South	352
4	Afigya Seyere East	251
5	Ahafo Ano North	157
6	Ahafo Ano South West	215
7	Ahafo Ano South-East	210
8	Akrofuom	84
9	Asante Akim Central	160
10	Asante Akim North	157
11	Asante Akim South	210
12	Asawase	306
13	Asokwa	253
14	Atwima Kwanwoma	340
15	Atwima Mponua	303
16	Atwima Nwabiagya North	227
17	Atwima Nwabiagya South	265

18	Bantama	386
19	Bekwai	273
20	Bosome Freho	105
21	Bosomtwe	251
22	Effiduase/Asokore	134
23	Ejisu	311
24	Ejura Sekyedumase	208
25	Fomena	95
26	Juaben	206
27	Kumawu	116
28	Kwabre East	396
29	Kwadaso Municipal	257
30	Mampong	202
31	Manhyia North	231
32	Manhyia South	145
33	Manso Adubia	191
34	Manso Nkwanta	176
35	New Edubiase	146
36	Nhyiaeso	233
37	Nsuta/Kwamang/Beposo	128
38	Obuasi East	152
39	Obuasi West	179
40	Odotobri	156
41	Offinso North	145
42	Offinso South	224
43	Oforikrom	325
44	Old Tafo	202
45	Sekyere Afram Plains	64
46	Suame	282
47	Subin	220

Bono:

S/No.	Bono Region	Sample
1	Banda	68
2	Berekum East	287
3	Berekum West	91
4	Dormaa Central	320
5	Dormaa East	209
6	Dormaa West	167
7	Jaman North	162
8	Jaman South	192
9	Sunyani East	342
10	Sunyani West	217
11	Tain	183
12	Wenchi	203
	Total	2441

Bono East

S/No.	Bono East Region	Sample
1	Atebubu/Amantin	217
2	Kintampo North	204
3	Kintampo South	140
4	Nkoranza North	99
5	Nkoranza South	206
6	Pru East	135
7	Pru West	114
8	Sene East	81
9	Sene West	107
10	Techiman North	196
11	Techiman South	392
	Total	1891

Central

S/No.	Central Region	Sample
1	Abura Asebu Kwamankese	188
2	Agona East	182
3	Agona West	390
4	Ajumako Enyan Esiam	235
5	Asikuma/Odoben/Brakwa	389
6	Assin Central	259
7	Assin North	256
8	Assin South	164
9	Awutu Senya East	457
10	Awutu Senya West	260
11	Cape Coast North	285
12	Cape Coast South	147
13	Effutu	165
14	Ekumfi	121
15	Gomoa Central	145
16	Gomoa East	328
17	Gomoa West	245
18	Hemang Lower Denkyira	239
19	Komenda Edina Eguafo Abrem	273
20	Mfantseman	276
21	Twifo Atti Morkwa	316
22	Upper Denkyira East	315
23	Upper Denkyira West	206
	Total	5841

Eastern Region

S/No.	Eastern Region	Sample
1	Abirem	131
2	Abuakwa North	150
3	Abuakwa South	282
4	Achiase	100
5	Afram Plains South	219
6	Akim Oda	107
7	Akropong	311
8	Akuapem South	220
9	Akwatia	153
10	Asene/Manso/Akroso	109
11	Asuogyaman	179
12	Atiwa East	128
13	Atiwa West	85
14	Ayensuano	268
15	Birim South	100
16	Fanteakwa North	177
17	Fanteakwa South	122
18	Kade	316
19	Kwahu Afram Plains North	248
20	Kwahu East	131
21	Lower Manya Krobo	216
22	Lower West Akim	326
23	Mpraeso	279
24	New Juaben North	177
25	New Juaben South	298
26	Nkawkaw	234
27	Nsawam/Adoagyiri	368
28	Ofoase/Ayirebi	135
29	Okere	122
30	Suhum	298
31	Upper Manya Krobo	130
32	Upper West Akim	332

33	Yilo Krobo	203
	Total	6654

Greater Accra

S/No.	Greater Accra Region	Sample
1	Ablekuma Central	371
2	Ablekuma North	563
3	Ablekuma South	233
4	Ablekuma West	185
5	Ada	311
6	Adentan	459
7	Amasaman	457
8	Anyaa/Sowutuom	407
9	Ashaiman	482
10	Ayawaso Central	244
11	Ayawaso East	144
12	Ayawaso North	176
13	Ayawaso West Wuogon	311
14	Bortianor-Ngleshie Amanfro	322
15	Dadekotopon	358
16	Dome/Kwabinya	525
17	Domeabra-Obom	156
18	Korle Klottey	288
19	Kpone-Katamanso	387
20	Krowor	296
21	Ledzokuku	447
22	Madina	449
23	Ningo Prampram	291
24	Odododiodioo	320
25	Okaikwei Central	188
26	Okaikwei North	229
27	Okaikwei South	264
28	Sege	129

29	Shai-Osudoku	200
30	Tema Central	200
31	Tema East	300
32	Tema West	390
33	Trobu	410
34	Weija-Gbawe	330
	Total	10822

North East

S/No.	North East Region	Sample
1	Bunkpurugu	287
2	Chereponi	208
3	Nalerigu / Gambaga	231
4	Walewale	239
5	Yagaba/ Kubori	90
6	Yunyoo	152
	Total	1207

Northern

S/No.	Northern Region	Sample
1	Bimbilla	201
2	Gushegu	200
3	Karaga	163
4	Kpandai	170
5	Kumbungu	150
6	Mion	315
7	Nanton	95
8	Saboba	243
9	Sagnarigu	185
10	Savelugu	132
11	Tamale Central	265
12	Tamale North	152

13	Tamale South	350
14	Tatale/Sanguli	128
15	Tolon	197
16	Wulesnsi	159
17	Yendi	232
18	Zabzugu	113
	Total	3450

Oti

S/No.	Oti Region	Sample
1	Akan	121
2	Biakoye	122
3	Buem	105
4	Krachi Nchumuru	120
5	Krachi East	122
6	Krachi West	96
7	Nkwanta North	178
8	Nkwanta South	196
	Total	1060

Savannah

S/No.	Savannah Region	Sample
1	Bole-Bamboi	162
2	Daboya / Mankarigu	212
3	Damongo	269
4	Salaga North	125
5	Salaga South	155
6	Sawla-Tuna-Kalba	155
7	Yapei/Kusawgu	386
	Total	1464

Upper East

S/No.	Upper East Region	Sample
1	Bawku Central	181
2	Binduri	319
3	Bolga East	81
4	Bolgatanga Central	220
5	Bongo	177
6	Builsa North	277
7	Builsa South	124
8	Chiana-Paga	150
9	Garu	101
10	Nabdum	67
11	Navrongo Central	155
12	Pusiga	143
13	Talensi	138
14	Tempane	149
15	Zebilla	191
	Total	2473

Upper West

S/No.	Upper West Region	Sample
1	Daffiama/Bussie/Issa	77
2	Jirapa	147
3	Lambussie	77
4	Lawra	82
5	Nadowli/Kaleo	139
6	Nandom	80
7	Sissala East	125
8	Sissala West	122
9	Wa Central	277
10	Wa East	126

11	Wa West	175
	Total	1427

Volta

S/No.	Volta Region	Sample
1	Adaklu	62
2	Afadjato South	275
3	Agotime Ziope	91
4	Akatsi North	57
5	Akatsi South	149
6	Anlo	169
7	Central Tongu	136
8	Ho Central	327
9	Ho West	171
10	Hohoe	373
11	Keta	162
12	Ketu North	199
13	Ketu South	448
14	Kpando	274
15	North Dayi	157
16	North Tongu	363
17	South Dayi	77
18	South Tongu	178
	Total	3668

Western

S/No.	Western Region	Sample
1	Ahanta West	396
2	Amenfi Central	202
3	Amenfi East	572
4	Amenfi West	238
5	Effia	158
6	Ellembele	227
7	Essikadu-Ketan	226

8	Evalue Ajomoro Gwira	165
9	Jomoro	250
10	Kwesimintsim	172
11	Mpohor	228
12	Prestea Huni-Valley	427
13	Sekondi	163
14	Shama	189
15	Takoradi	163
16	Tarkwa Nsuaem	393
17	Wassa East	168
	Total	4337

Western North

S/No.	Western North Region	Sample
1	Aowin	214
2	Bia East	87
3	Bia West	202
4	Bibiani-Anhwiaso-Bekwai	268
5	Bodi	100
6	Juaboso	153
7	Sefwi Akontombra	114
8	Sefwi Wiawso	233
9	Suaman	58
	Total	1429



Appendix D: Summary Sheet for Party and Presidential candidate preference

Party	AHAFO	ASHANTI	BONO	BONO EAST	CENTRAL	EASTERN	GT. ACCRA	NORTH EAST	NORTHERN	OTI	SAVANNAH	U. EAST	U. WEST	VOLTA	WESTERN	WESTERN NORTH	Total	%
National Democratic Congress (NDC)	536	2325	852	787	2461	1928	4188	417	1424	522	822	1578	748	2711	1154	527	22980	0.386
New Patriotic Party (NPP)	582	5059	890	461	2351	2494	3020	667	1384	421	407	527	393	432	1049	527	20664	0.347
Other Party	79	381	64	35	216	231	548	4	11	0	13	24	14	56	485	6	2167	0.036
Undecided	315	2105	635	608	813	2001	3066	119	631	117	222	344	272	469	1649	369	13735	0.231
Total	1512	9870	2441	1891	5841	6654	10822	1207	3450	1060	1464	2473	1427	3668	4337	1429	59546	1.000
Candidate	AHAFO	ASHANTI	BONO	BONO EAST	CENTRAL	EASTERN	GT. ACCRA	NORTH EAST	NORTHERN	OTI	SAVANNAH	U. EAST	U. WEST	VOLTA	WESTERN	WESTERN NORTH		
Dr Mahamudu Bawumia (NPP)	583	6267	862	460	2494	2887	3228	922	1392	421	509	526	408	420	1277	528	23184	0.389
John Dramani Mahama (NDC)	562	1348	789	604	2226	1967	4251	222	1423	525	739	1593	770	2778	1171	526	21494	0.361
Other	77	383	62	32	214	215	558	2	7	1	11	21	12	55	457	7	2114	0.036
Undecided	290	1872	728	795	907	1585	2785	61	628	113	205	333	237	415	1432	368	12754	0.214
Total	1512	9870	2441	1891	5841	6654	10822	1207	3450	1060	1464	2473	1427	3668	4337	1429	59546	1.000