



Global Info Analytics

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National Opinion Poll 2024 General Elections 1st October 2024





Executive Summary

EXECUTIVE SUMMARY

- ❑ The final field poll conducted by Global InfoAnalytics, nearly two months before the December 2024 shows John Dramani Mahama (JDM), the leader of the opposition National Democratic Congress, maintains his lead in the poll with 51.1% of the votes. The vice president and the flagbearer of the New Patriotic Party (NPP), Dr Mahamudu Bawumia (DMB) is on 37.3%, Alan Kwadwo Kyeremanten (AKK), an independent candidate on 4.1%, Nana Kwame Bediako, an independent candidate also on 6.2% and others on 1.3% (weighted committed voters' model).
- ❑ However, using the likely voters' model (unweighted), JDM is on 49.3%, DMB, 35.9%, AKK, 3.9%, NKB, 6.0%, others, 1.4% and undecided, 3.5%.
- ❑ Voter apathy is expected to be one of the challenges for the governing NPP as 16% of voters who say they will not vote are their supporters, 3% are NDC, 38% are floating voters, 4% are other parties' voters and 39% are those who declined to reveal their party affiliations. Overall, 4.4% of respondents said they will not vote in the election.
- ❑ Crucial in winning the December elections will which of the candidates receives greater support in his base as well as winning the votes of floating (independent) voters. The poll suggest while DMB receives 88% support of his base, JDM attract 96%, +8 points advantage. Among the floating voters, JDM leads DMB 54% to 23%, a 31 points advantage. JDM also has 18 points lead among voters who refused to disclose their party affiliations.
- ❑ The poll shows a significant decline in support for DMB among Muslims, a demography his campaign has targeted. DMB dropped by nearly 4% in October 2024 compared to July 2024.
- ❑ The poll also shows that among first-time voters, JDM now leads with 46%, DMB, 38%, AKK, 5%, NKB, 10% and others 1%. JDM and DMB were tied on 41% apiece in the July 2024 poll.

- ❑ The poll also shows that among those who voted for Nana Akufo Addo in the 2020 election, 19% have switched their votes to JDM, 5% to AKK, 5% to NKB and 1% to other candidates with DMB retaining the remaining 70% choosing to stick with DMB. However, in crucial regions of Greater Accra, 20% of voters who voted for Nana Addo in the 2020 election have switched to JDM and in the Central region, it is 37%.
- ❑ John Mahama now leads in twelve (12) regions, up by one (1) compared to the July poll, Greater Accra, Central, Western, Western North, Bono, Bono East, Northern, Savannah, Upper East, Upper West, Oti and Volta. Dr Bawumia leads in the Ashanti region, Eastern, Ahafo and North East regions. The Bono region is new in JDM's column according to the poll, a situation caused by the resurgence of JDM and AKK in the region.
- ❑ The ruling party is struggling to achieve its target of 85% in the Ashanti region as Nana Kwame Bediako surges. DMB remains on 66%, JDM, 22%, AKK, 4% and NKB, 7% and others, 1%.
- ❑ Nana Bediako and Alan Kyeremanten are also surging in Eastern region, as the duo now share 19% of the votes, DMB on 42% and JDM, 36% and others, 2%.
- ❑ The poll also shows that JDM is outperforming his parliamentary candidates in 56 out of the 111 constituencies and trailing the parliamentary candidates in 55 constituencies.
- ❑ However, for Dr Bawumia, he is outperforming his parliamentary candidates in 32 constituencies but trailing the parliamentary candidates in 79 constituencies, providing further evidence of the impact Alan and Bediako could be having on the ruling party's chances in the December elections.

- ❑ Economy, jobs and education remain the top issues for voters according to the poll as 70% of the issues cited as important was the economy, followed by jobs, 62% and Education, 48%.
- ❑ The current economic conditions of voters will have greater influence on the outcome of the December elections according the poll as it is cited 55% of the time by voters, followed by past performance of the political parties, 40%, credibility of the candidates, 34%, parties manifestoes, 28%, galamsey fight, 9% and other factors, 8%.
- ❑ On the various manifestoes, the public favours NDC manifesto by a margin of +14 points compared to the NPP's which has net favourability rating of +6 points.
- ❑ On the direction of the country, 62% say Ghana is headed in the wrong direction compared to 31% who said right direction and 7% did not have an opinion.
- ❑ Majority of all voters except NPP voters believe Ghana is headed in the wrong direction. 88% of NDC voters believe it is headed in the wrong direction, it is 74% for floating voters, 76% of other parties and 65% those who did not disclose their party affiliations. 32% of NPP voters believe Ghana is headed in the wrong direction, majority, 64% believe it is headed in the right direction.
- ❑ For the president, 36% of voters approve of his job performance, 59% disapprove and 4% did not have an opinion. 49% of voters rate the governing party's overall performance as poor/very poor, 30% rate it as very good/good, 9% as excellent and 12% as average.

- ❑ On sector by sector, the worse performance of the government is on inflation and cost of living where 56% rate it as very poor/poor, governance comes second with 44% rating it as very poor/poor, economy, 41% very poor/poor, and agriculture, 40% very poor or poor. The governments' best performance is in education, where 35% rated it as very good/good, healthcare, 31% very good/good and roads, 30% very good or good.
- ❑ According to voters, 46% say standard of living compared to a year ago has worsened. 25% say it has improved and 26% said it is unchanged. Majority of voters in every region except Upper east say their living standards has improved compared to a year ago, 44%, Ahafo region is 35% and Ashanti is 37%. North East, Bono, Greater Accra, Oti and Volta have the highest proportion of voters who say their living standards have gotten worse compared to a year ago.
- ❑ The poll shows growing confidence in the security services as far as election security is concerned as 64% now have confidence in them compared to 26% who have no confidence and 10% did not have an opinion.
- ❑ For the Electoral Commission, the poll also show growing confidence as it battles the opposition NDC over the voters' register. 60% of voters have confidence in the commission, 33% have no confidence and 7% did not have an opinion.

- ❑ On the Galamsey menace, 47% of voters want a complete ban while 42% prefer a temporary ban, 6% don't want any form of banning at all with further 4% having no opinion. On whether Galamsey is likely to influence how they vote on the 2024 election, majority of voters, 43% say it is likely going to influence their vote while 38% said it unlikely to influence their vote and 19% were neutral.
- ❑ The poll also shows that 29% of voters are extremely concerned about election violence, 17% are moderately concerned, another 17% are slightly concerned with 21% slightly concerned. Only 15% were not concerned about election violence at all.
- ❑ The poll was carried in 111 out of 276 constituencies with a sample of 8,206. The poll's confidence level is 99% and a margin of error of $\pm 1.5\%$.
- ❑ Field interviews were conducted between 20th – 28th September 2024.
- ❑ Data collection was via face-face using Computer Assisted Personal Interviews with real-time data collection



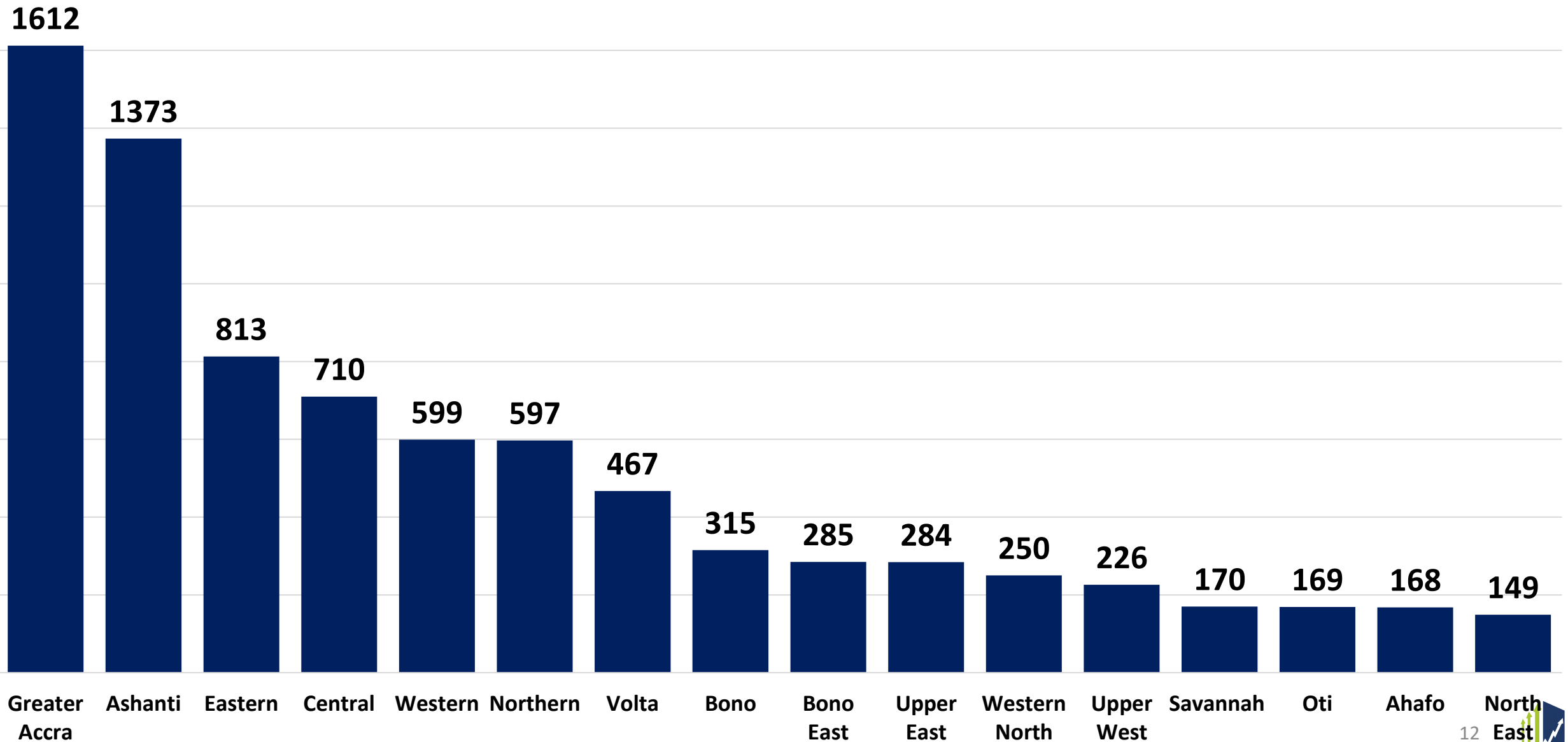
Methodology & Approach

- ❑ Sample size: 8,206 voters were interviewed and 7,509 answered all the questions, representing 92% completion rate.
- ❑ Confidence level: 99% and Margin of Error of 1.49%.
- ❑ Total registered voters of 18.8 million was used to estimate the national, confidence level and margin of error for the poll.
- ❑ Demographic analysis of the poll would have higher margin of error.
- ❑ The presidential poll is estimated using “Likely” and “Committed” voters’ model.
- ❑ The poll is cross-sectional and was carried out in 111 constituencies in all the 16 regions. However, the same constituencies and electoral areas which were earlier in July randomly selected, were revisited again in October for a what we call “mini longitudinal!” poll within the cross-sectional poll. This is the first time we have applied this method in our polls. This approach increases the likelihood of encountering voters who may have taken part in the July 2024 poll, thus providing better tracking of voters’ views over the period.
- ❑ Field interviews were conducted between 20th – 28th September 2024 after the
- ❑ Data collection was via face-face using Computer Assisted Personal Interviews with real-time data collection. Samples from the electoral areas were engaged through random probability sampling.



Regional Sample Allocation

Regional Samples Allocations



Regional Samples – Constituencies

Gender					
Regions	Constituencies	Male	Female	Other	Total
Ahafo	Asutifi South	44	29	0	73
	Asutifi North	36	32	1	69
	Tota	80	61	1	142
Ashanti	Manso Nkwanta	32	34	0	66
	Offinso North	27	28	0	55
	Subin	39	42	1	82
	Nhyiaeso	43	43	0	86
	Akrofuom	12	17	0	29
	New Edubiase	28	27	0	55
	Asante Akim North	24	30	0	54
	Oforikrom	60	60	0	120
	Manso Adubia	35	35	0	70
	Bekwai	47	41	0	88
	Asante Akim South	41	36	0	77
	Adansi Asokwa	20	27	0	47
	Obuasi West	35	34	0	69
	Effiduase/Asokore	24	22	0	46
	Fomena	19	18	0	37
	Odotobri	26	31	1	58
	Ahafo Ano North	26	30	0	56
	Bantama	46	44	0	90
	Afigya Kwabre South	60	53	0	113
		Total	644	652	2
Bono	Berekum West	17	13	0	30
	Tain	37	23	0	60
	Sunyani West	47	31	0	78
	Jaman North	27	27	0	54
	Berekum East	34	27	0	61
	Total	162	121	0	283

Gender					
Regions	Constituencies	Male	Female	Other	Total
Bono East	Techiman South	69	61	1	131
	Sene West	18	14	0	32
	Sene East	17	12	1	30
	Nkoranza South	29	35	0	64
	Total	133	122	2	257
Central	Assin North	18	23	0	41
	Awutu Senya West	37	47	0	84
	Awutu Senya East	76	74	0	150
	Komenda Edina Eguafo Abrem	44	45	0	89
	Abura Asebu Kwamankese	32	32	0	64
	Gomoa East	60	46	0	106
	Cape Coast South	32	18	0	50
	Twifo Atti Morkwa	25	27	0	52
	Hemang Lower Denkyira	18	19	0	37
		Total	342	331	0
Eastern	Atiwa East	20	18	0	38
	Suhum	39	36	1	76
	Abirem	30	17	0	47
	Achiase	18	15	0	33
	Akwatia	24	26	0	50
	Akim Swedru	11	10	0	21
	Upper West Akim	30	31	0	61
	Kade	32	41	0	73
	Lower Manya Krobo	43	37	0	80
	Nkawkaw	46	39	0	85
	Lower West Akim	39	28	0	67
	Fanteakwa South	17	14	0	31
	Akim Oda	25	20	0	45
		Total	374	332	1

Regional Samples – Constituencies

Regions	Constituencies	Gender			Total
		Male	Female	Other	
Greater Accra	Ablekuma North	58	57	0	115
	Madina	76	77	1	154
	Weija-Gbawe	65	45	0	110
	Dome/Kwabenya	60	110	0	170
	Odododiodioo	47	58	0	105
	Tema West	88	35	0	123
	Korle Klottey	51	44	0	95
	Ablekuma South	42	35	0	77
	Krowor	49	49	0	98
	Ayawaso Central	44	39	0	83
	Ablekuma Central	69	56	0	125
	Ablekuma West	55	35	0	90
	Bortianor-Ngleshie Amanfro	53	52	0	105
	Shai-Osudoku	23	41	0	64
Total		780	733	1	1514
Northern	Kumbungu	42	16	0	58
	Tamale South	71	59	0	130
	Mion	32	15	0	47
	Tolon	41	29	0	70
	Savelugu	50	16	0	66
	Zabzugu	27	15	0	42
	Nanton	27	10	0	37
	Yendi	71	33	0	104
	Total		361	193	0
North East	Walewale	50	35	0	85
	Chereponi	21	20	0	41
	Total	71	55	0	126
Oti	Nkwanta North	44	11	1	56
	Krachi Nchumuru	16	20	0	36
	Nkwanta South	34	29	0	63
	Total	94	60	1	155

Regions	Constituencies	Gender			Total
		Male	Female	Other	
Savannah	Yapei/Kusawgu	38	11	0	49
	Bole-Bamboi	31	28	0	59
	Sawla-Tuna-Kalba	25	15	0	40
	Total	94	54	0	148
Upper East	Bolgatanga Central	37	27	0	64
	Bongo	38	15	1	54
	Tempene	23	21	0	44
	Chiana-Paga	26	18	0	44
	Bolga East	11	9	0	20
	Bawku Central	31	24	0	55
	Total	166	114	1	281
Upper West	Wa Central	42	36	1	79
	Sissala East	21	17	0	38
	Wa East	20	18	0	38
	Wa West	26	21	0	47
	Total	109	92	1	202
Volta	Central Tongu	22	38	1	61
	Ho Central	62	72	0	134
	Kpando	20	26	0	46
	Keta	30	30	0	60
	Agotime Ziope	21	20	0	41
	Afadjato South	28	20	0	48
	South Dayi	21	18	0	39
	Total	204	224	1	429

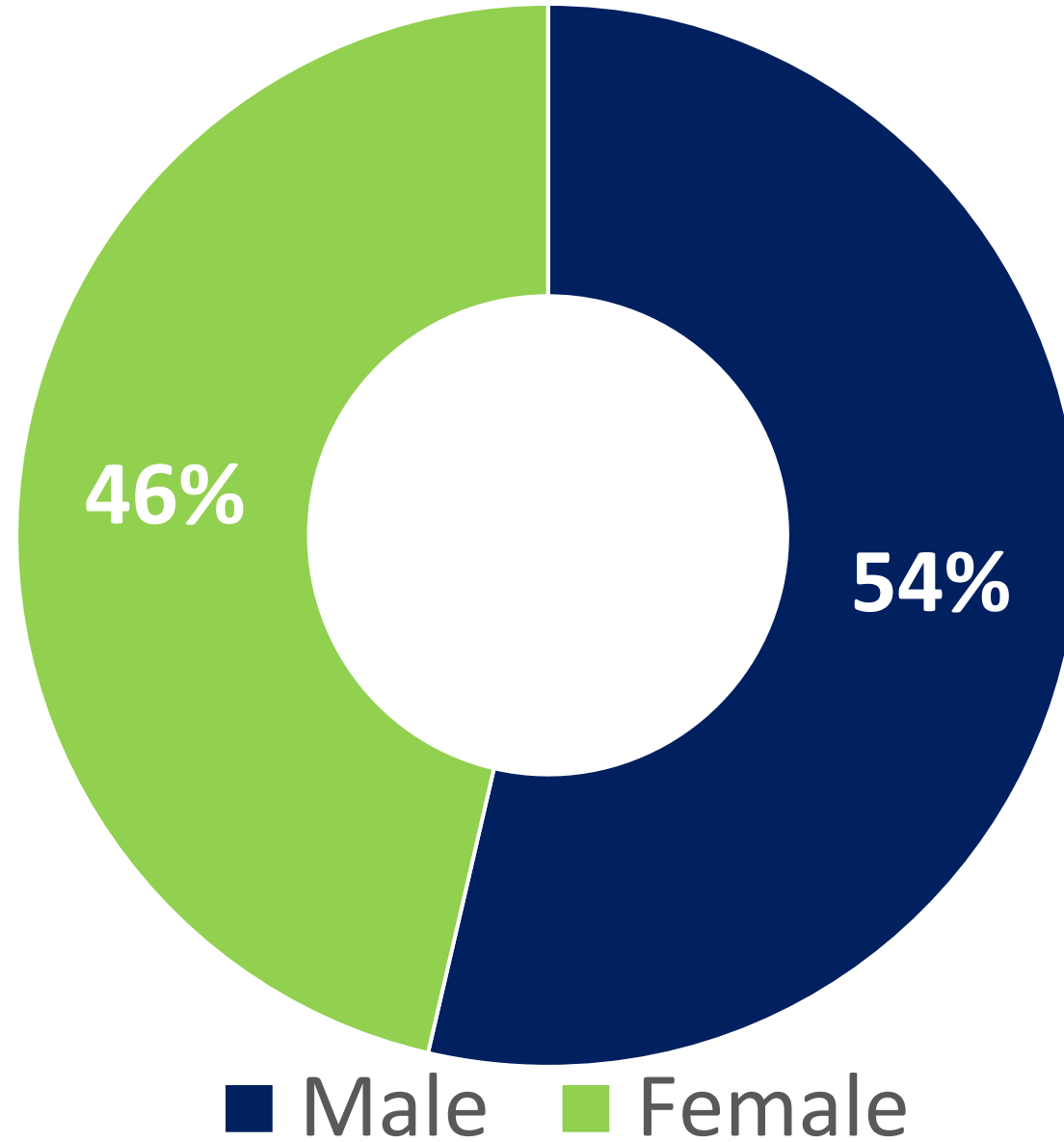
Regional Samples – Constituencies

Gender					
Regions	Constituencies	Male	Female	Other	Total
Western	Sekondi	19	17	0	36
	Effia	28	26	0	54
	Evalue Ajomoro Gwira	27	23	0	50
	Jomoro	35	37	0	72
	Ahanta West	42	35	0	77
	Ellembele	37	32	0	69
	Essikadu-Ketan	37	36	0	73
	Prestea Huni-Valley	86	51	0	137
	Total	311	257	0	568
Western North	Bodi	31	28	0	59
	Bia East	19	14	0	33
	Bia West	24	23	0	47
	Bibiani-Anhwiaso-Bekwai	44	33	0	77
	Total	118	98	0	216

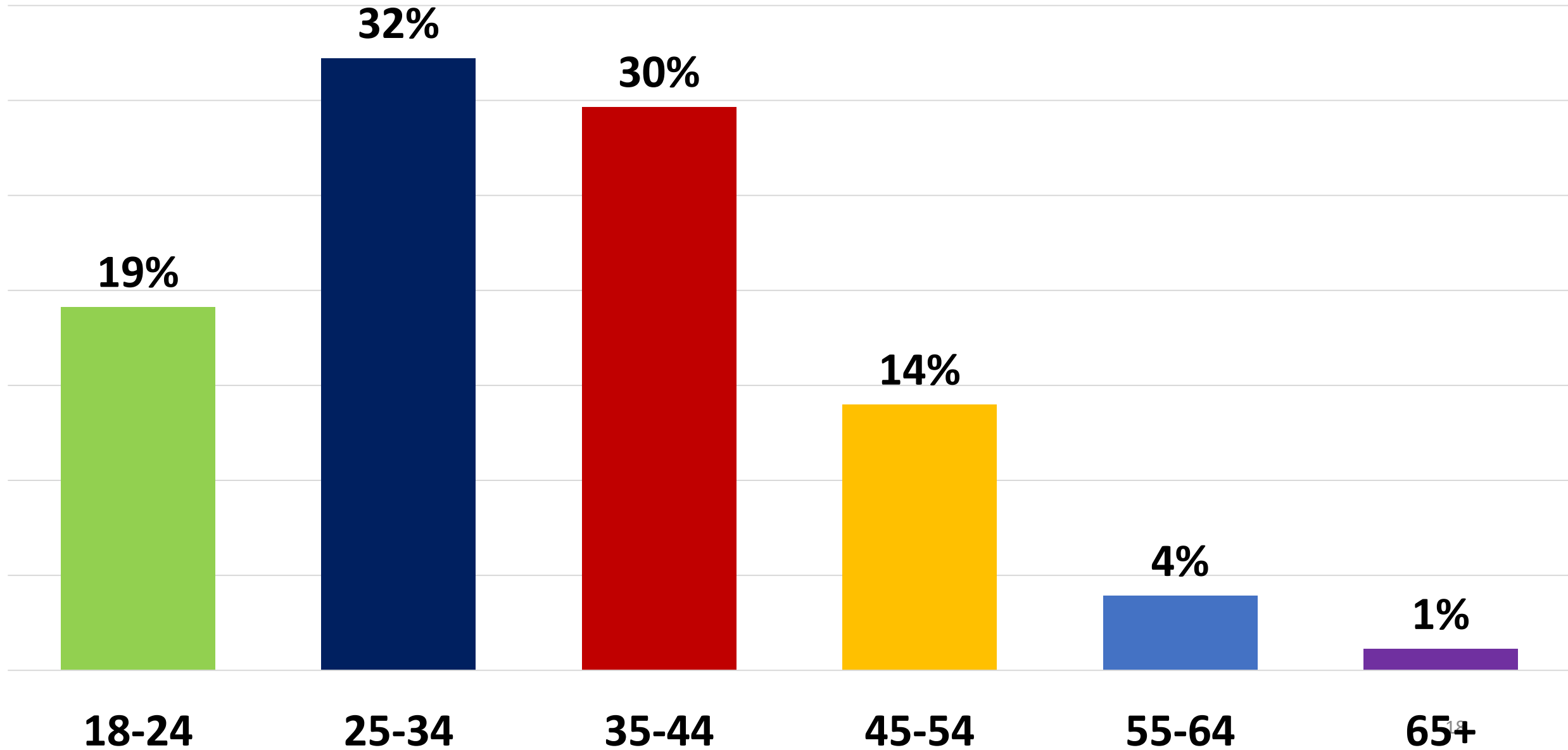


Demographics

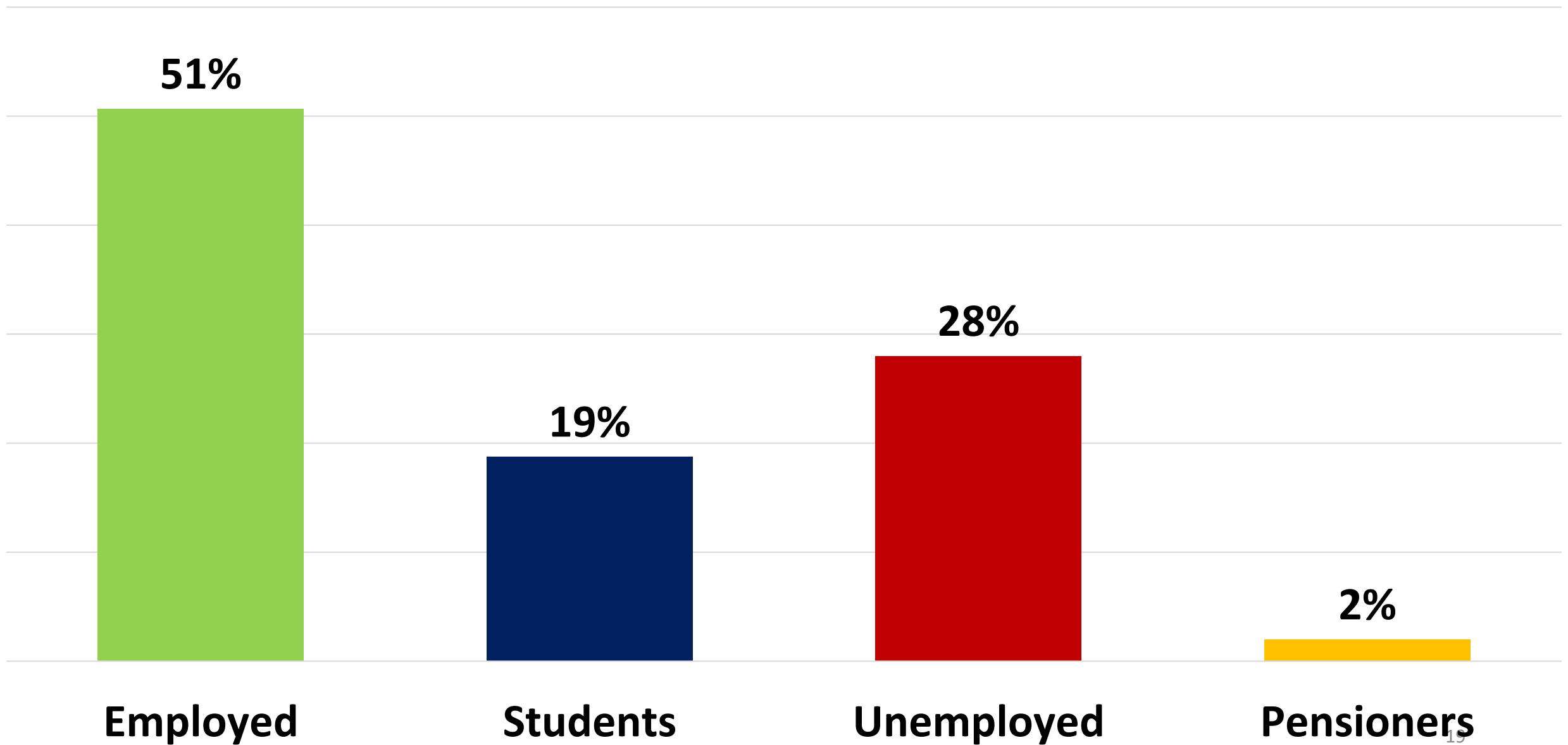
Gender



Age Groups



Employment Status



Education Level

42%



SHS

19%



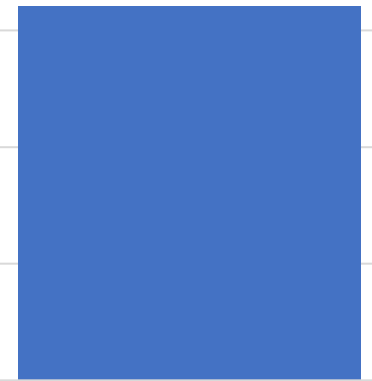
JHS

24%



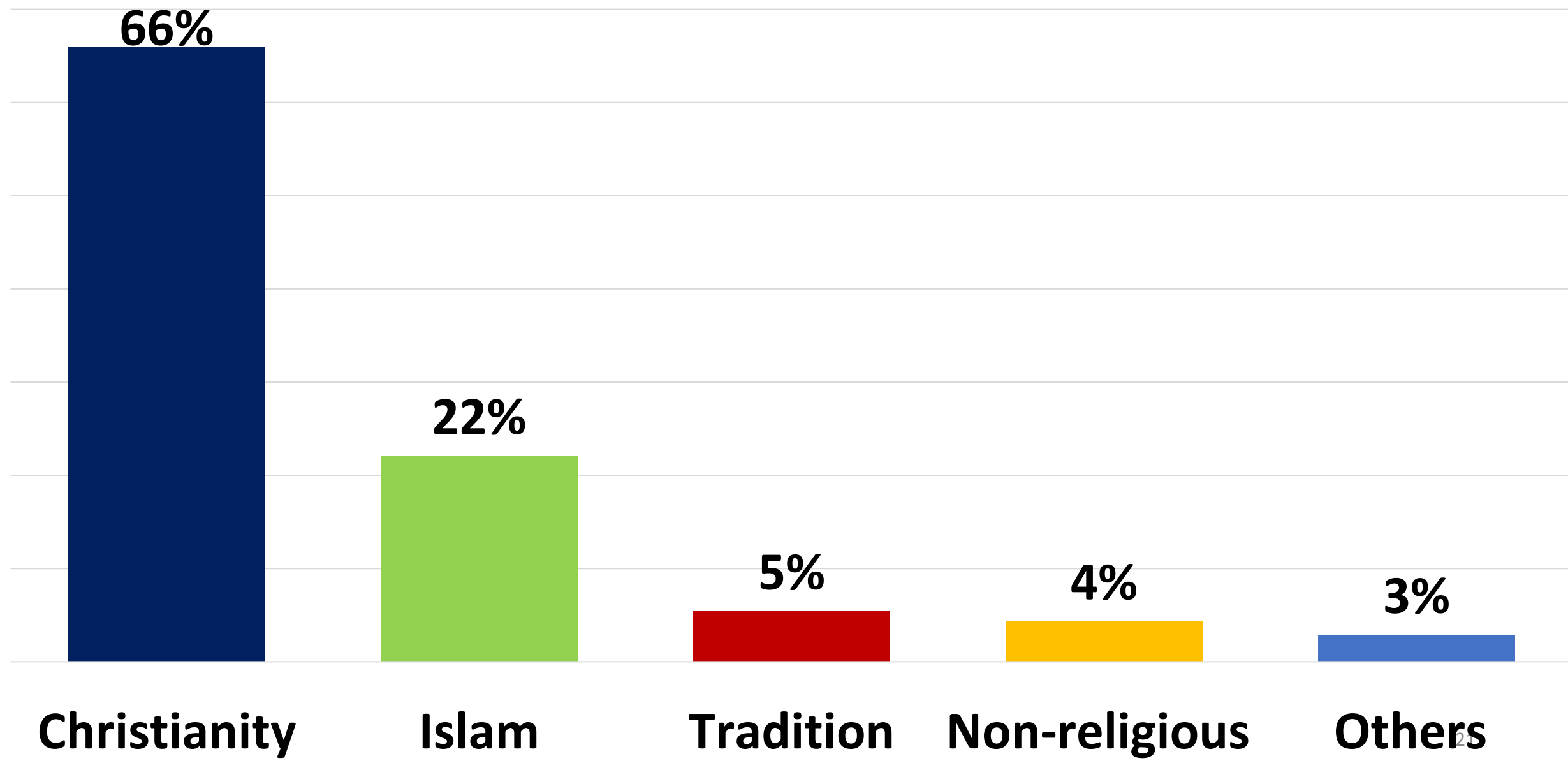
Tertiary

16%

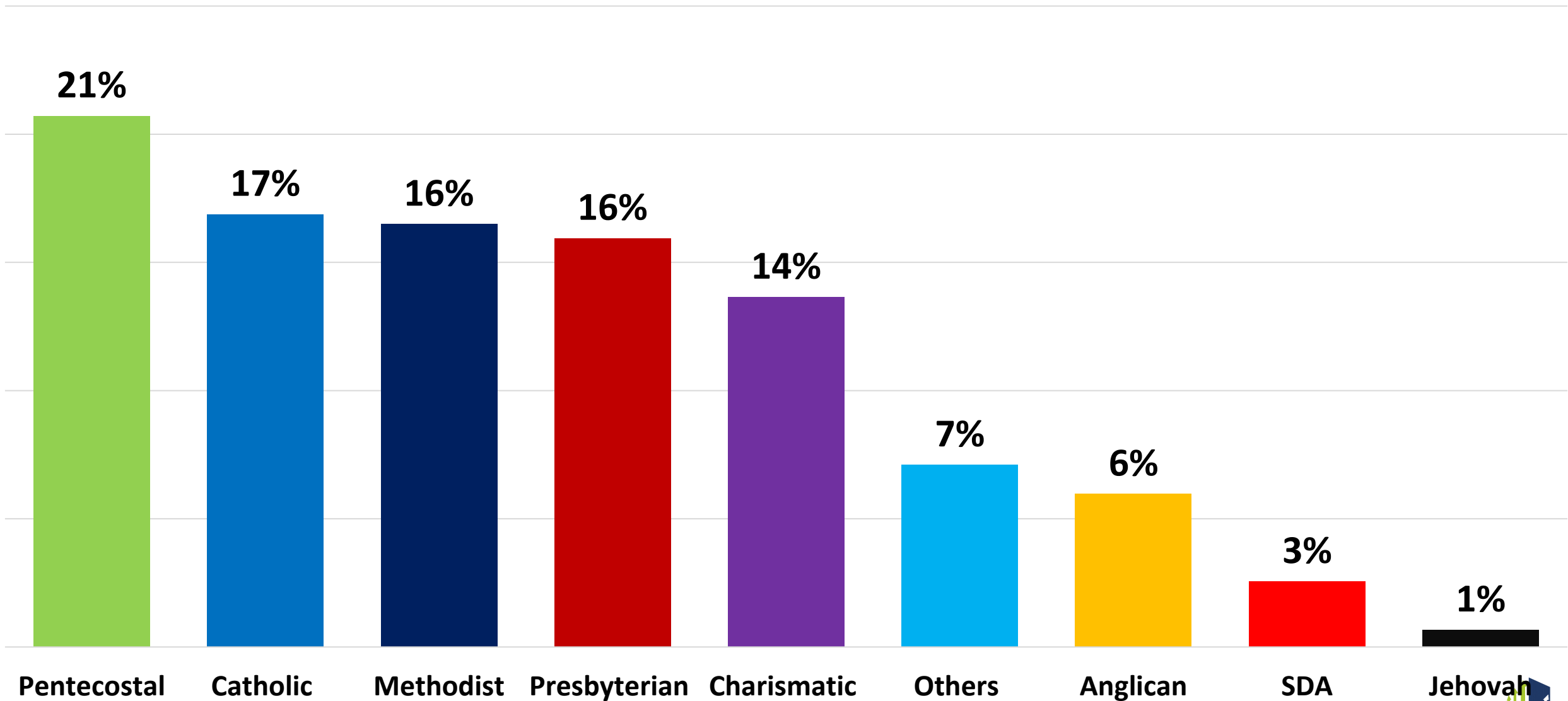


No Qualifications

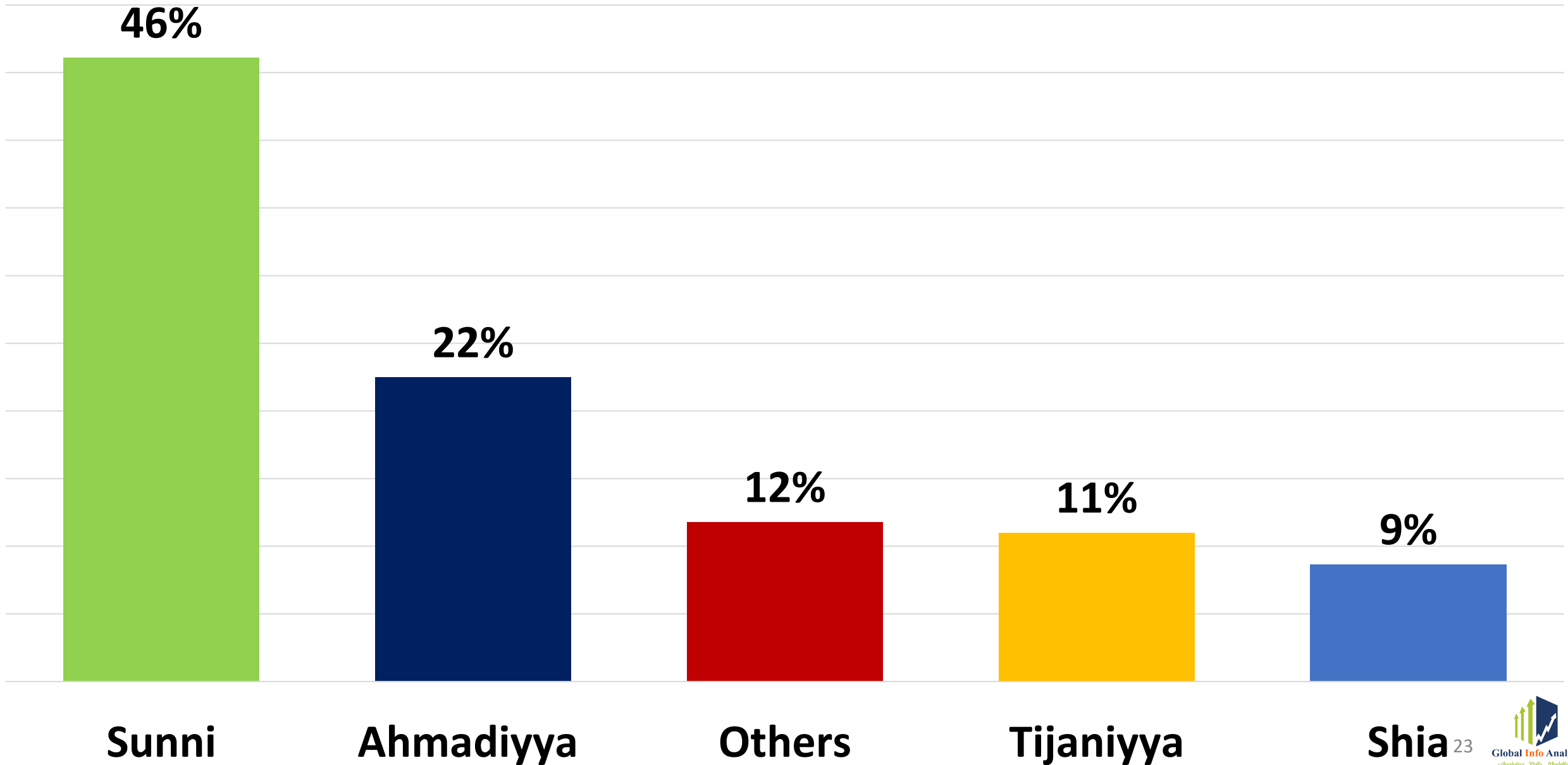
Religion



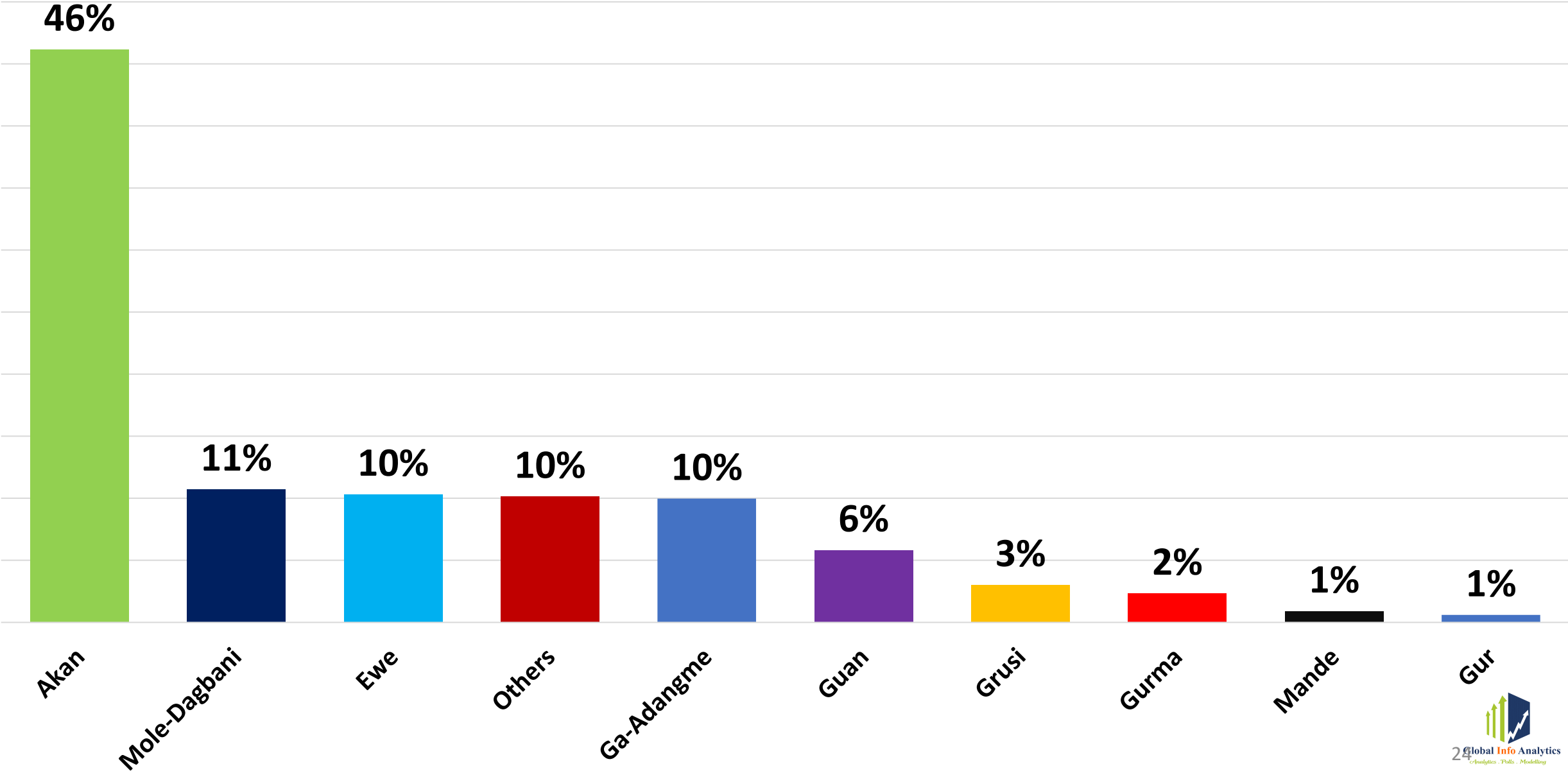
Christian Denominations



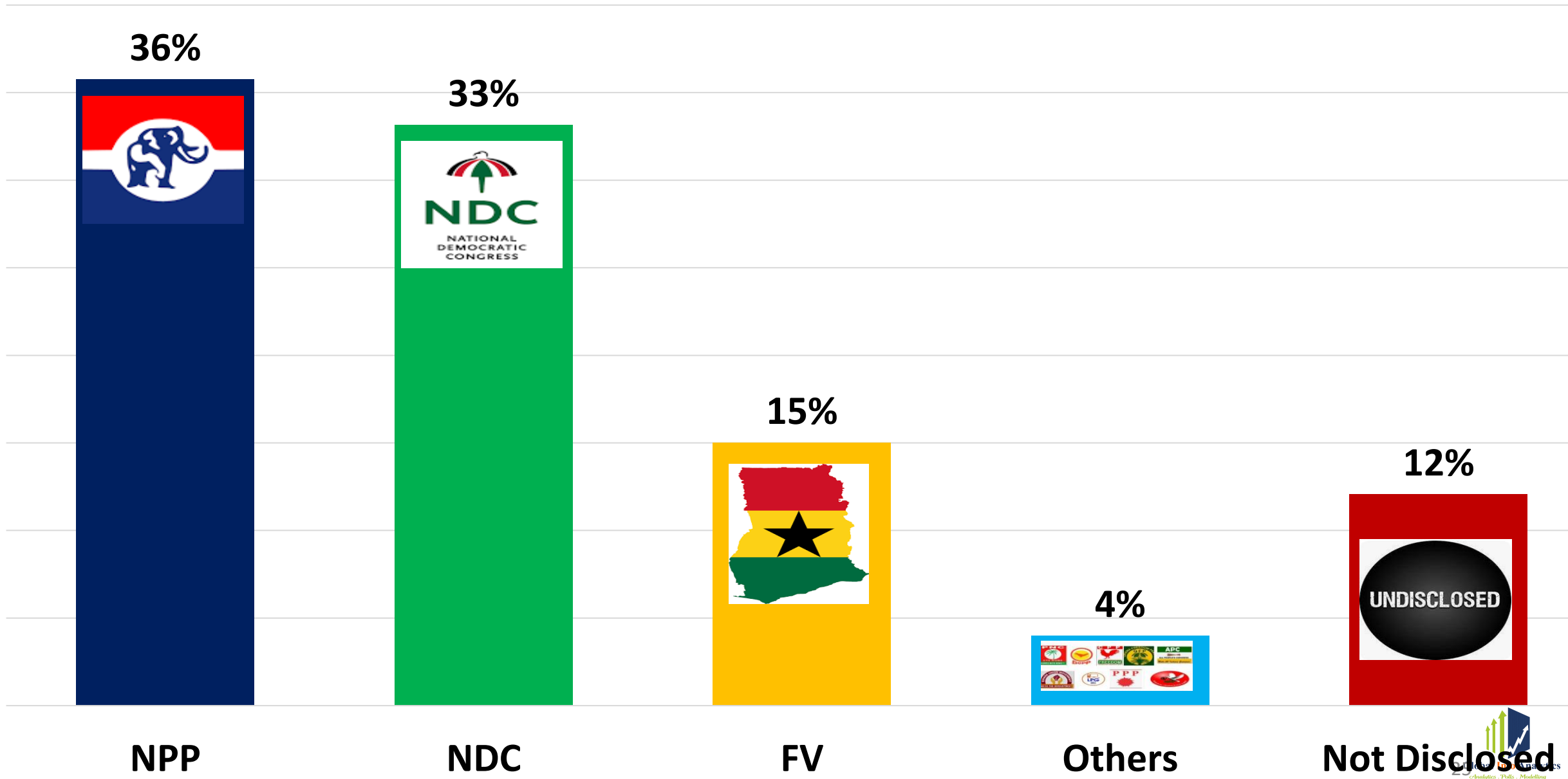
Islamic Sects



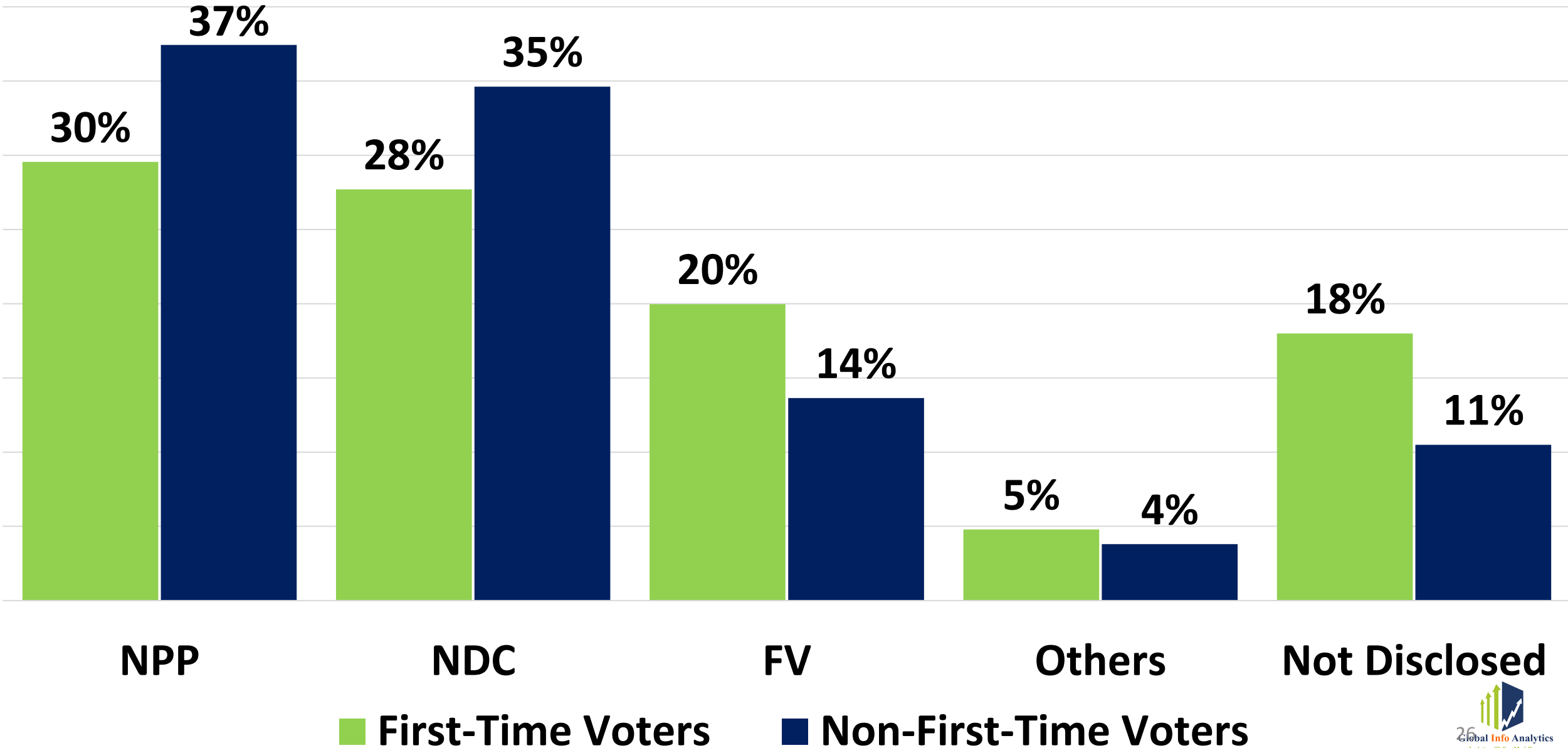
Ethnic Groups



Party Affiliations



Party Affiliations-First-Time Voters



Governance & Performance



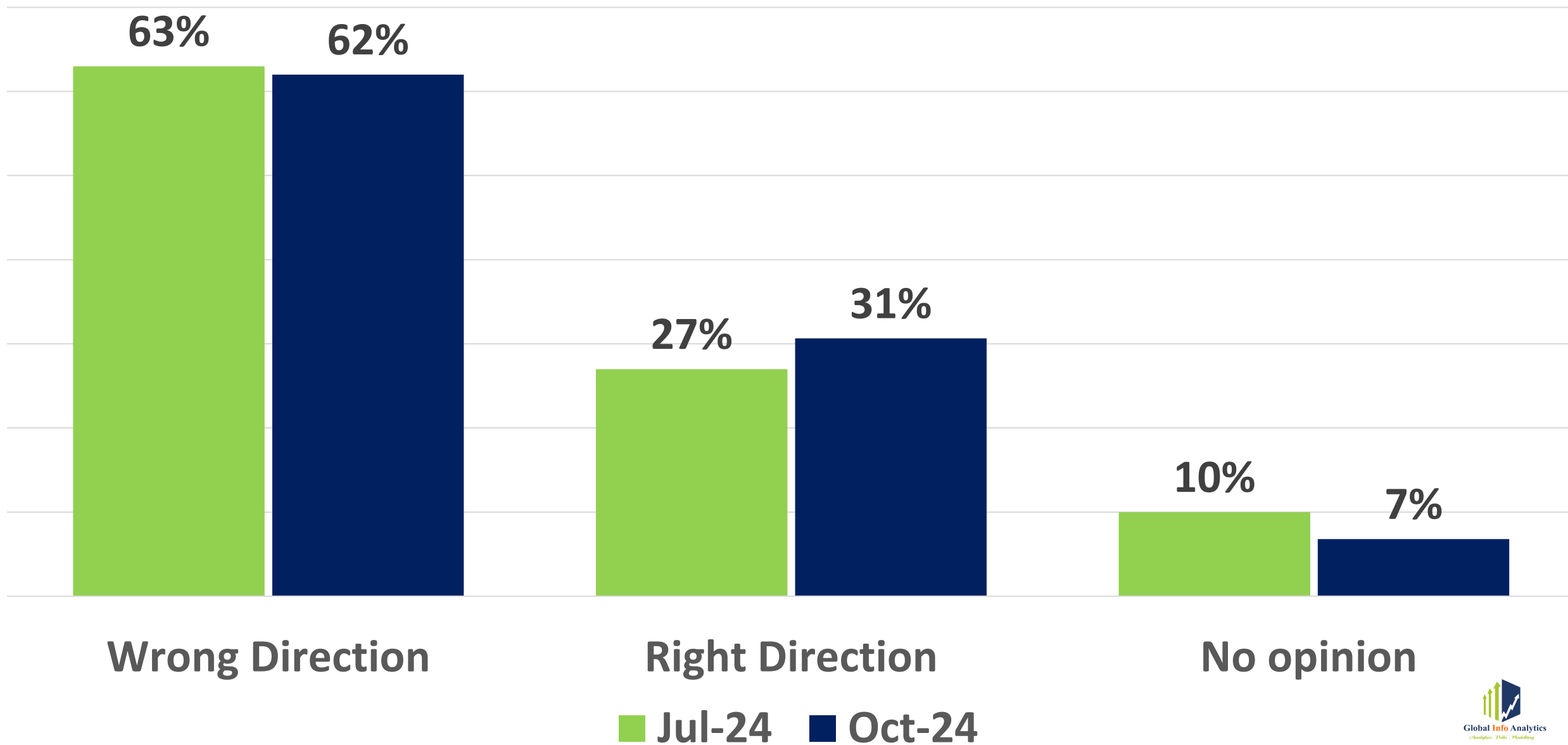
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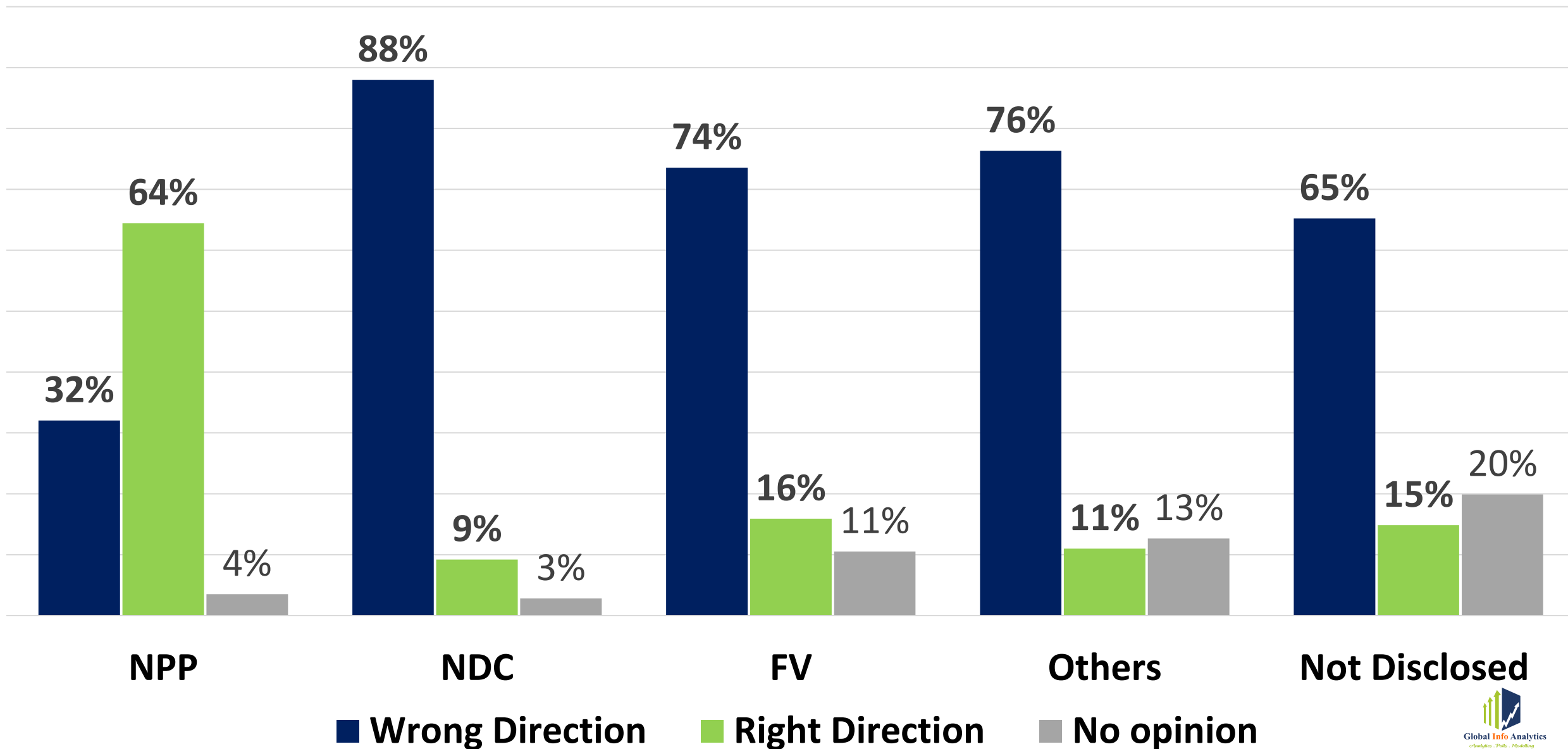


Direction of the country

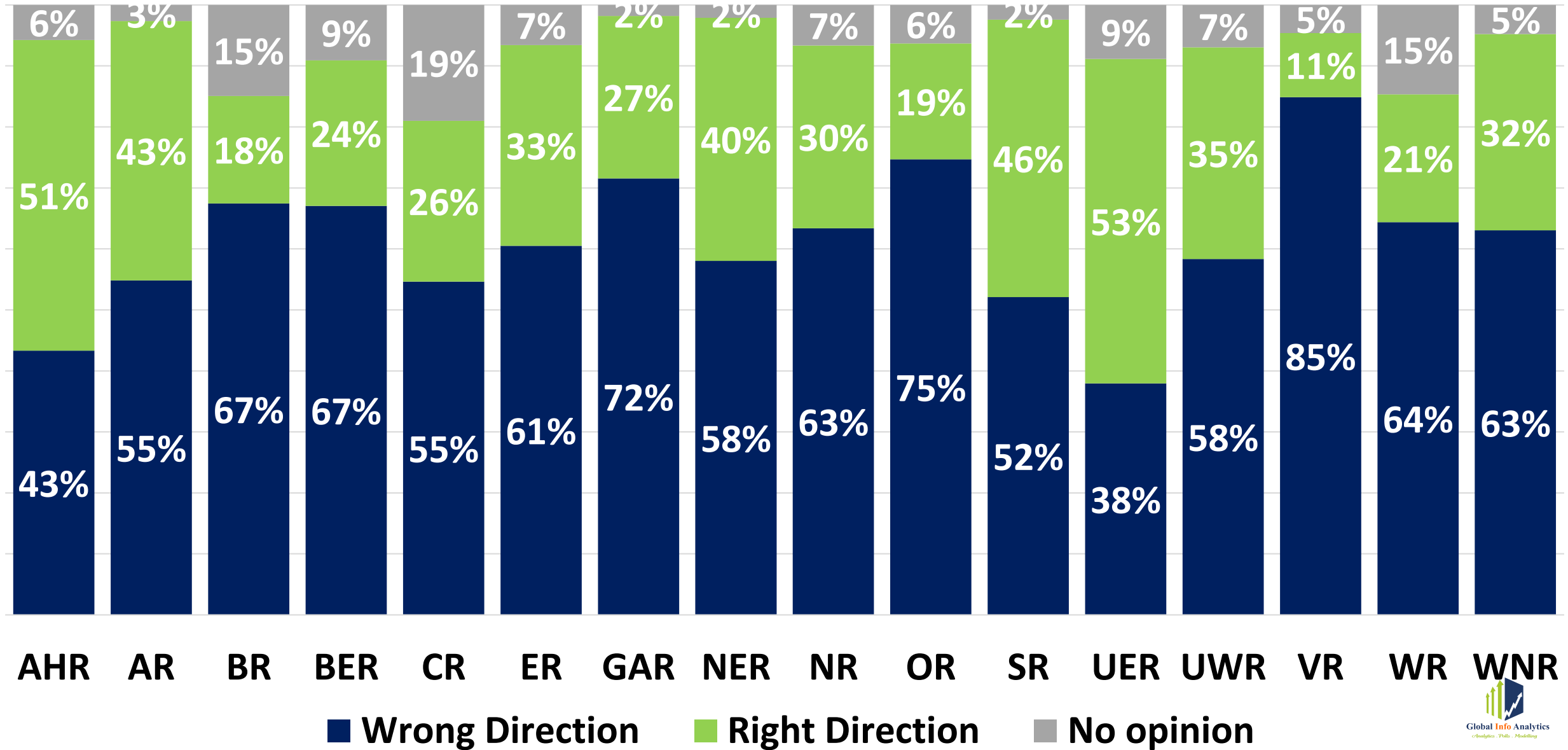
Direction of the country



Direction of the country-Party Affiliations



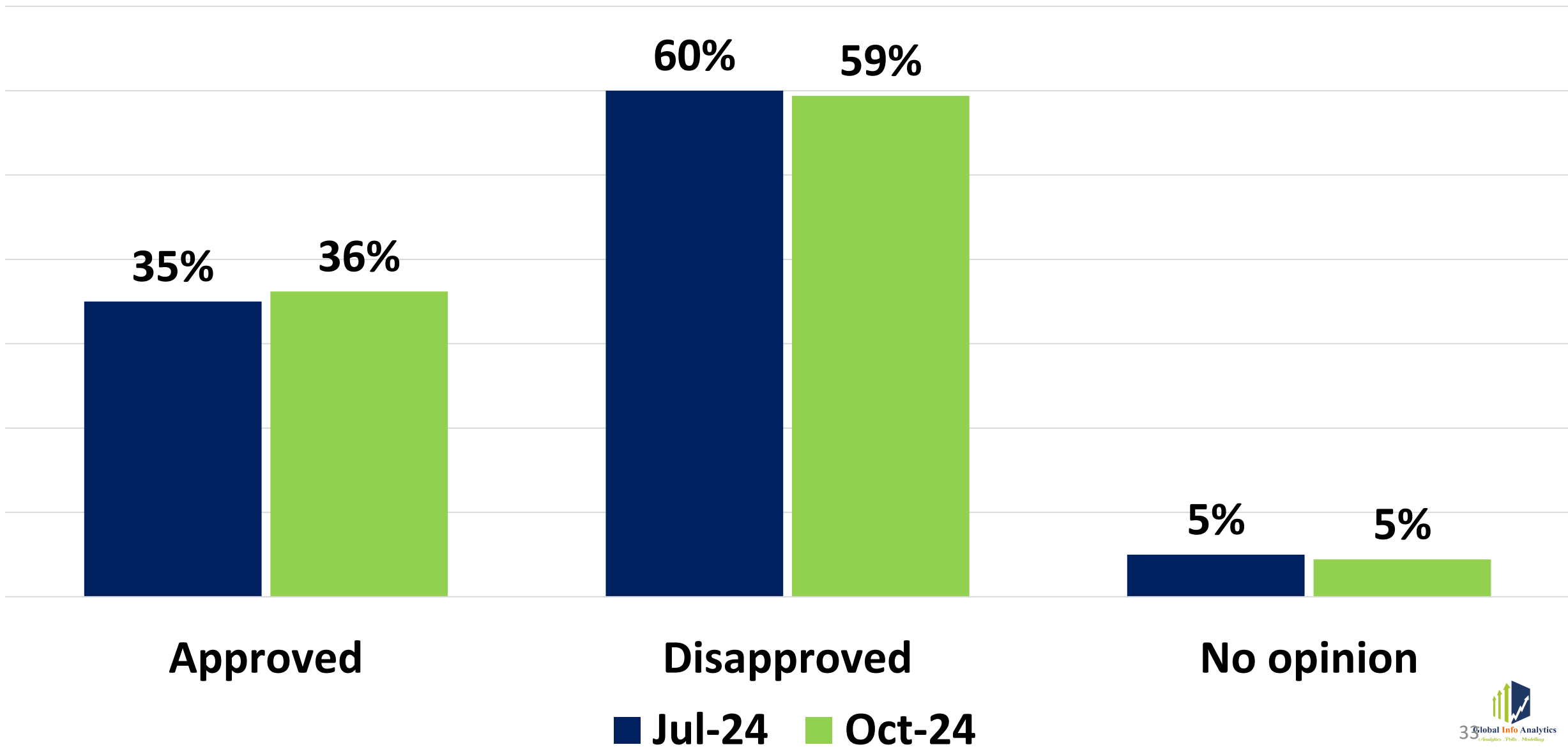
Direction of the country-Regions



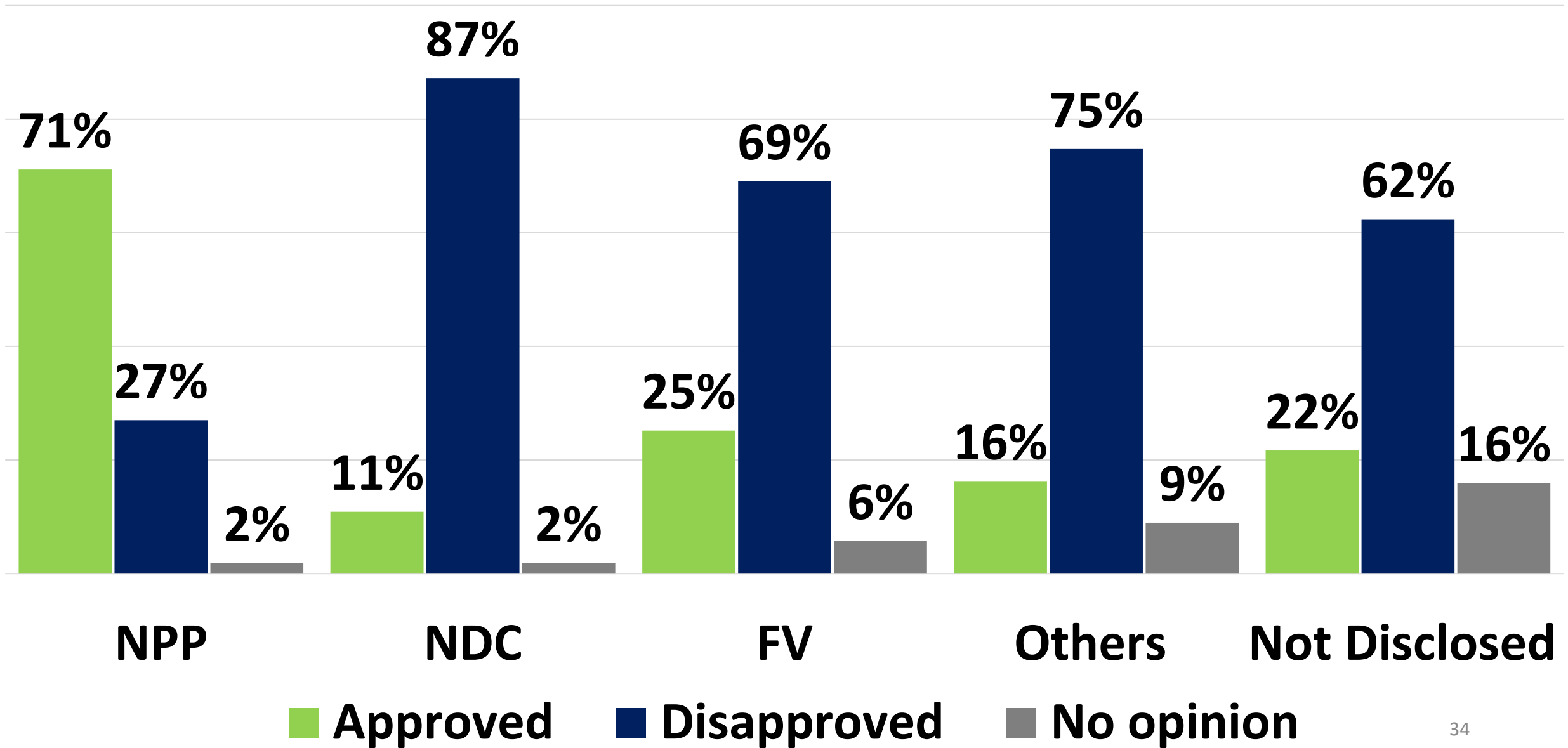


President's Job Approval Rating

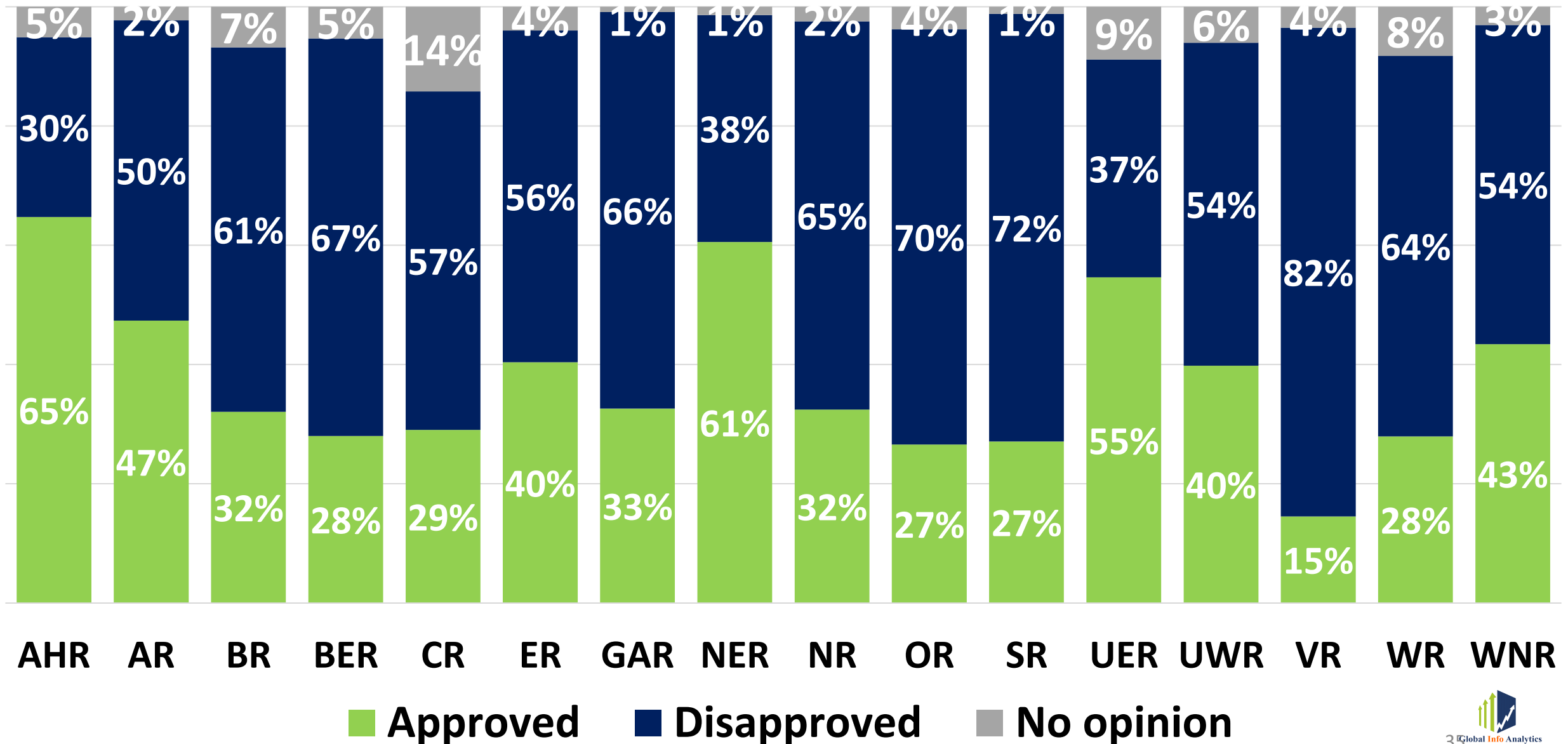
President's Job Approval



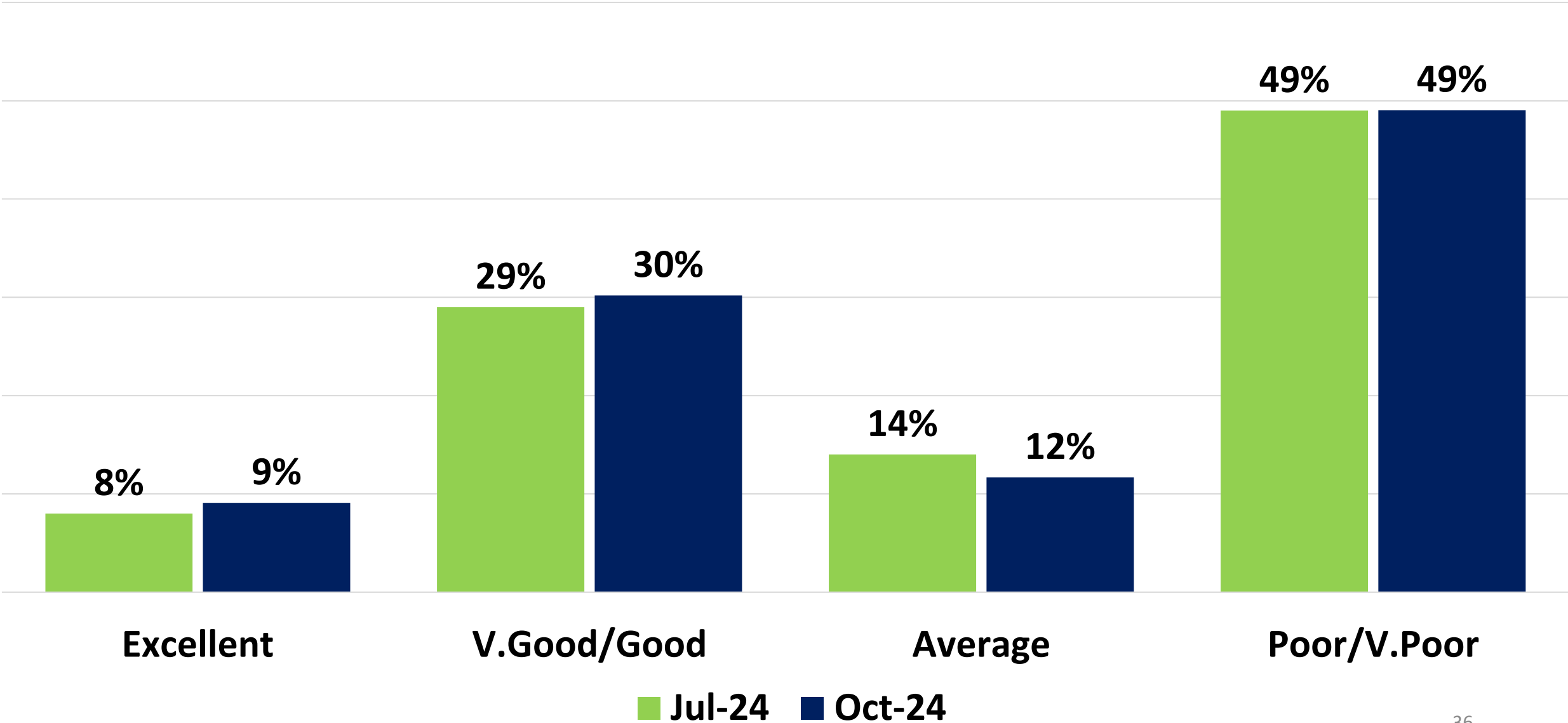
President's Job Approval – Party Affiliations



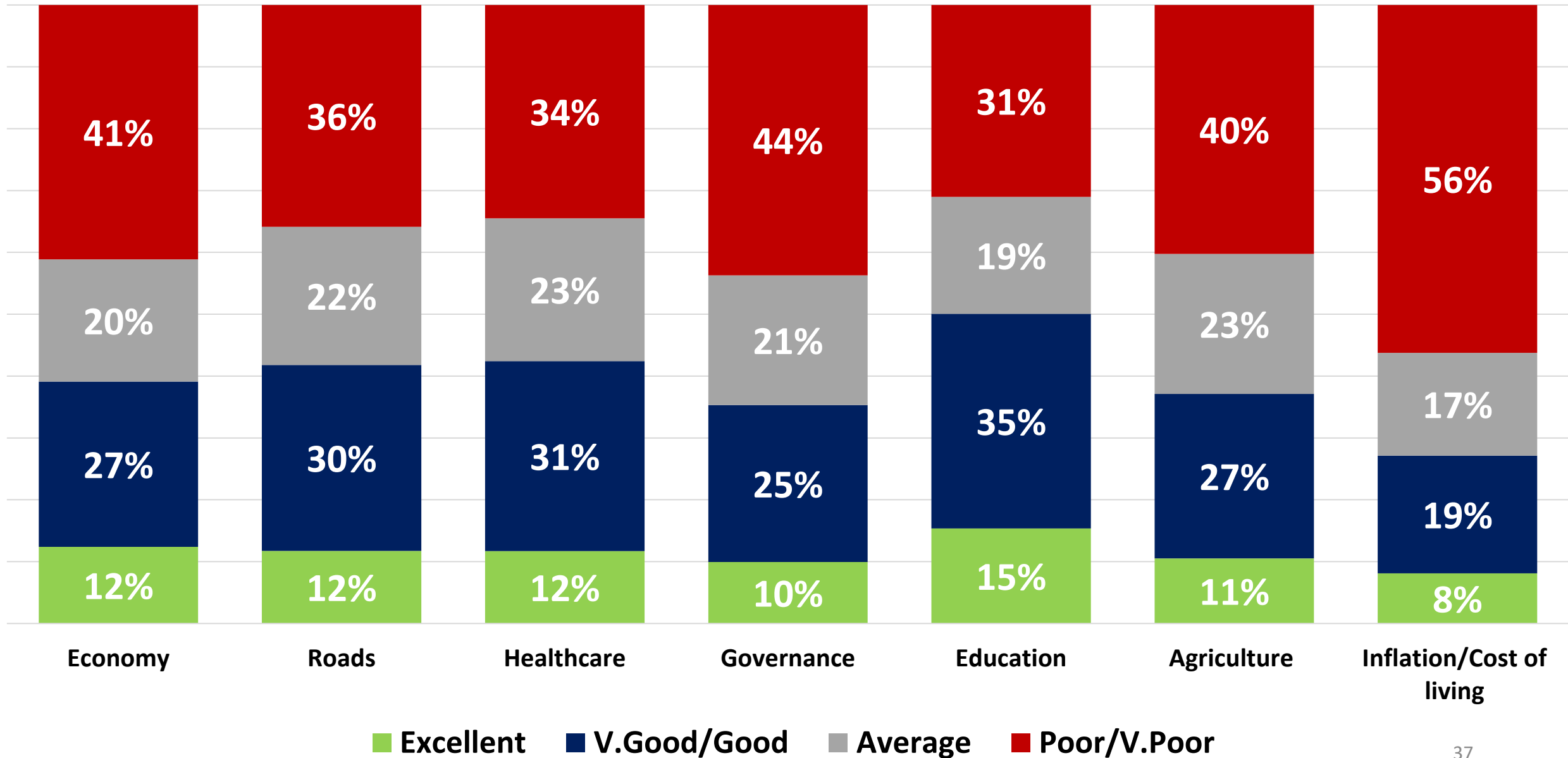
President's Job Approval – Regions



Overall Performance of the Government



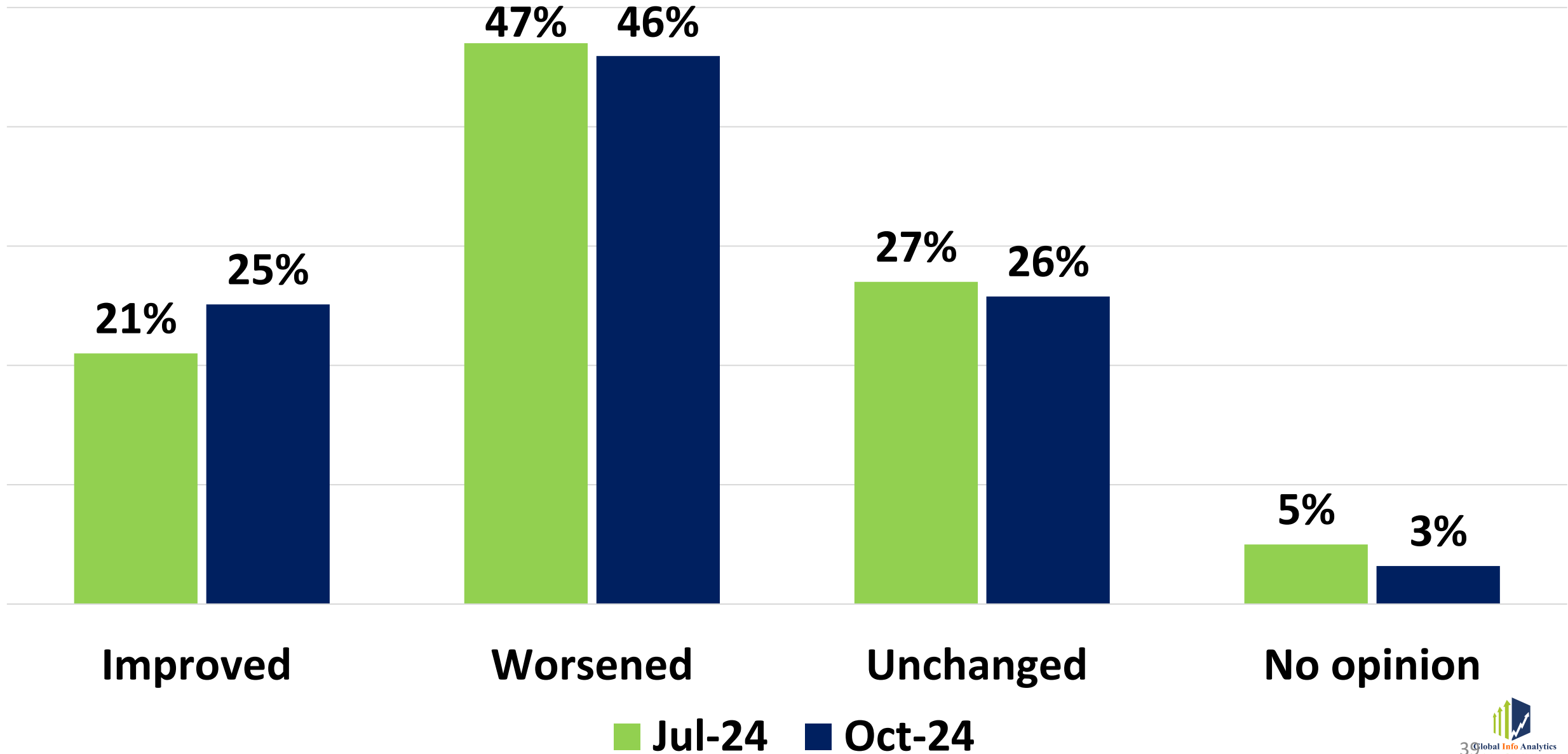
Performance of the Government-Sectors



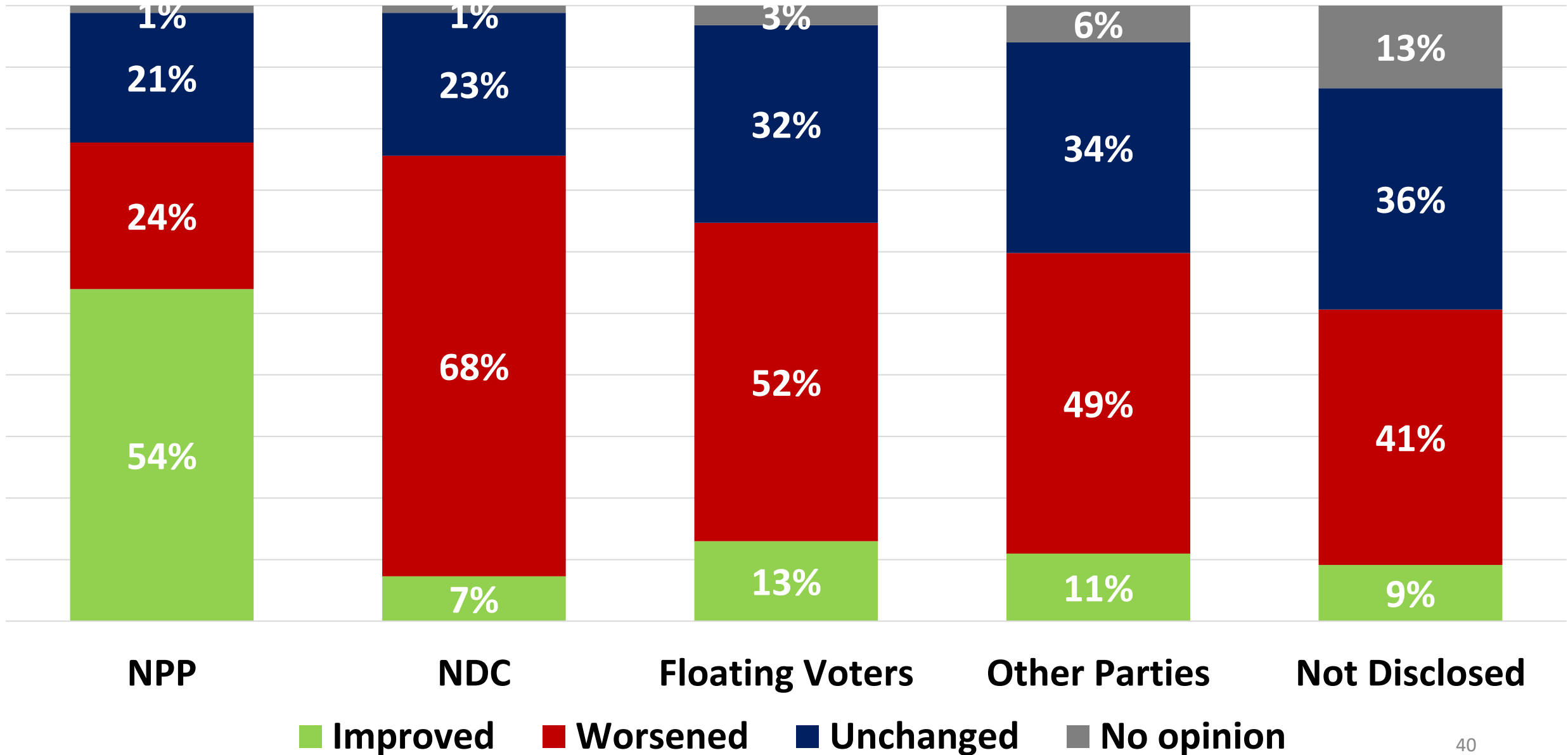


Standard of living

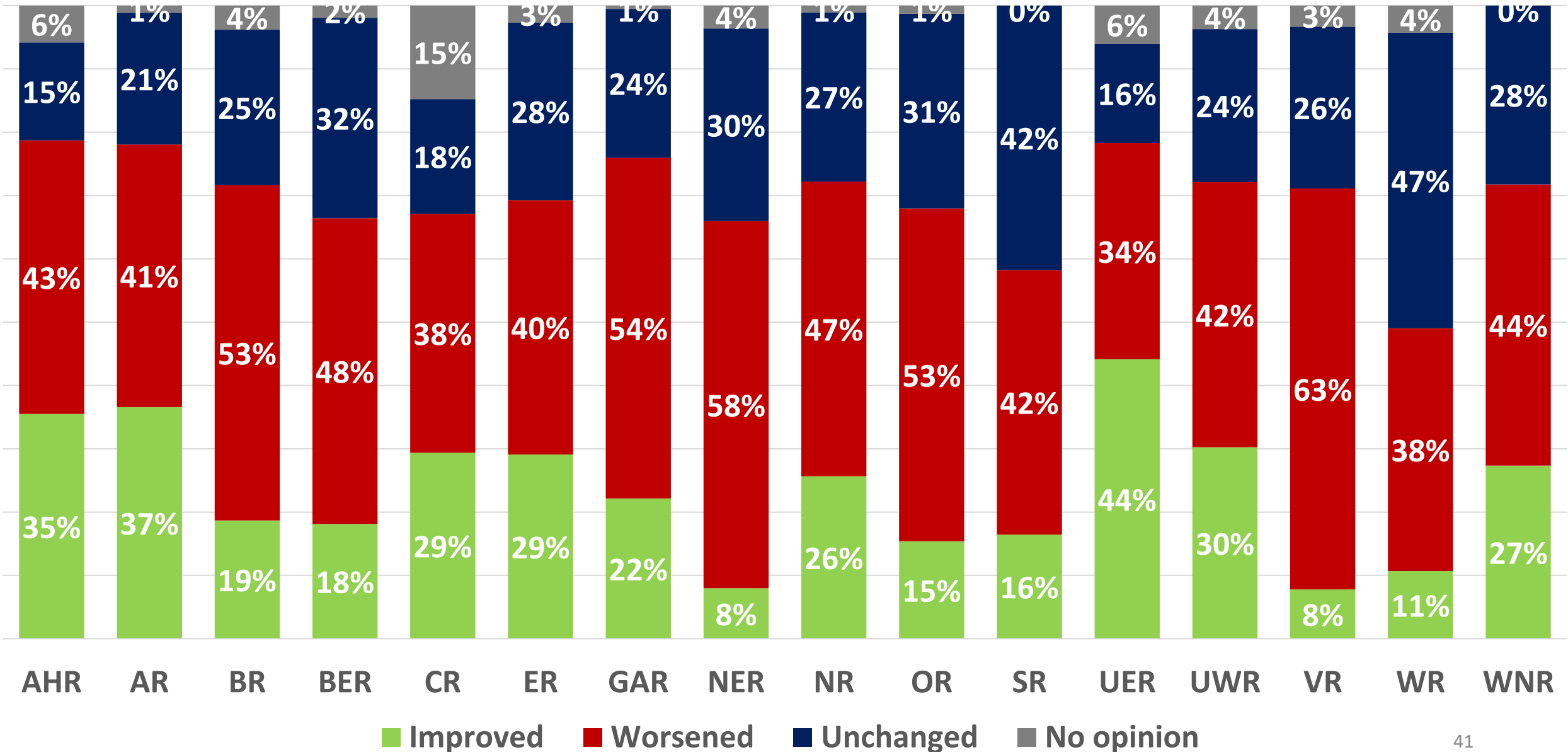
Standard of living compared to the last 12 months



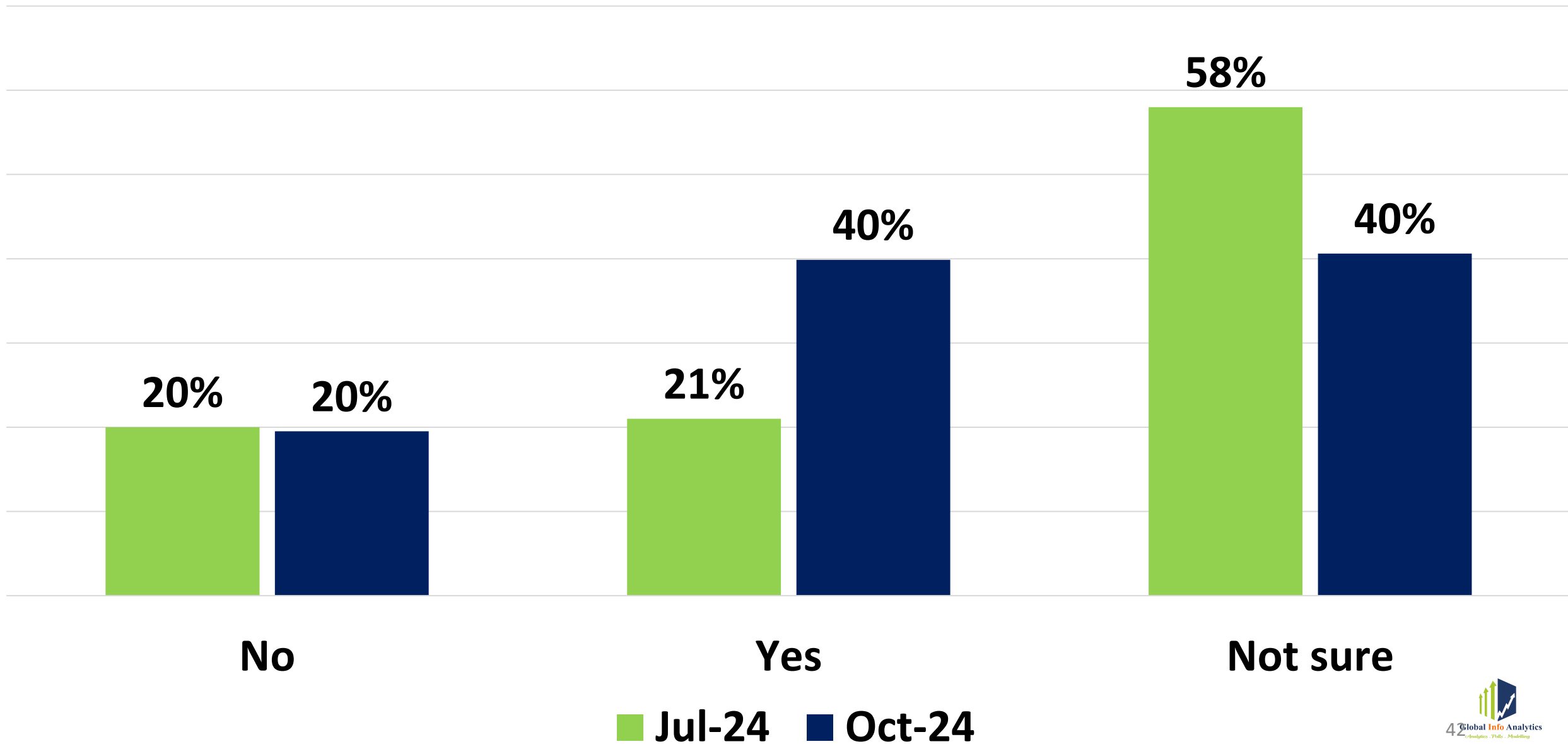
Standard of living – Party Affiliations



Standard of living - Regions



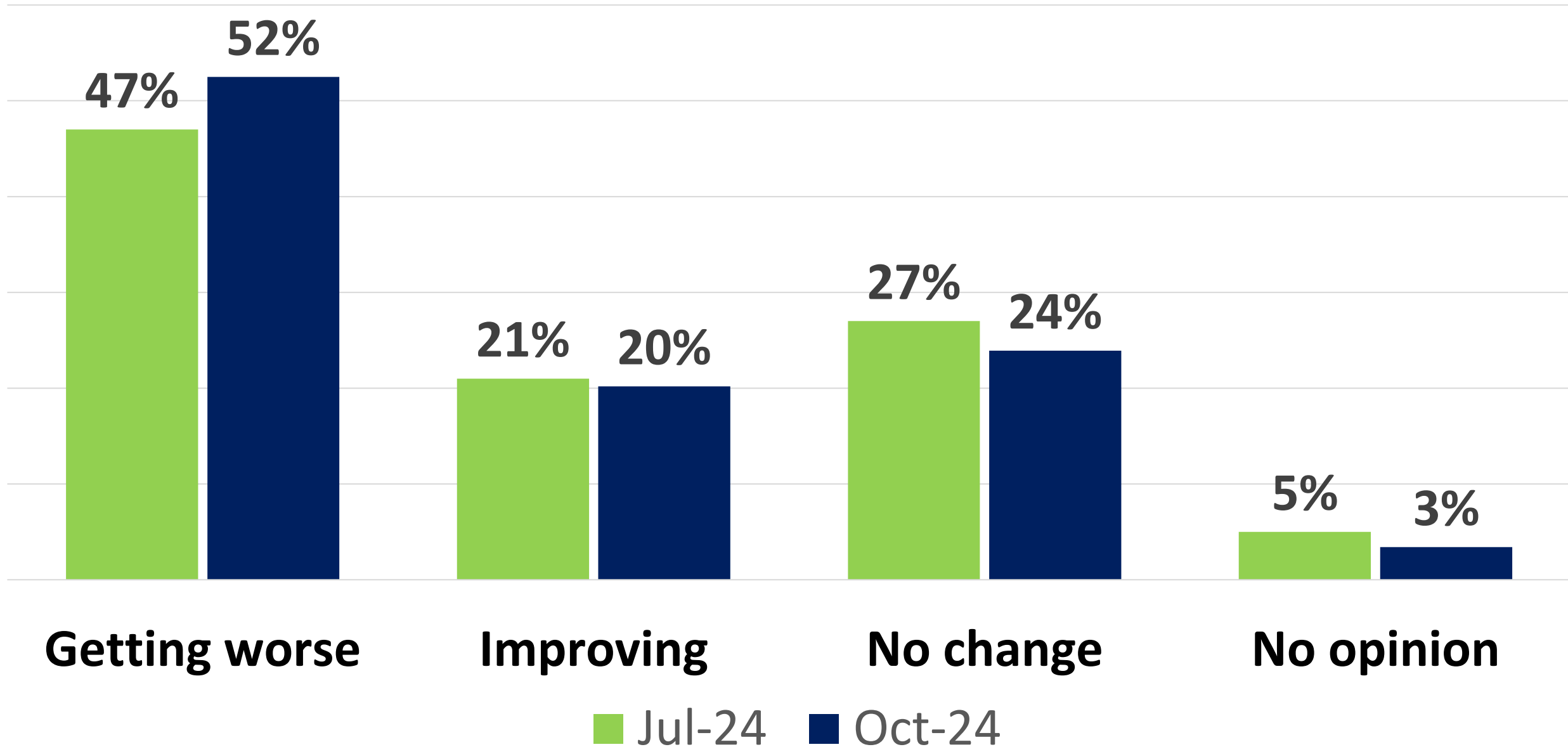
Are you optimistic it will improve in the next 12 months?





State of Corruption

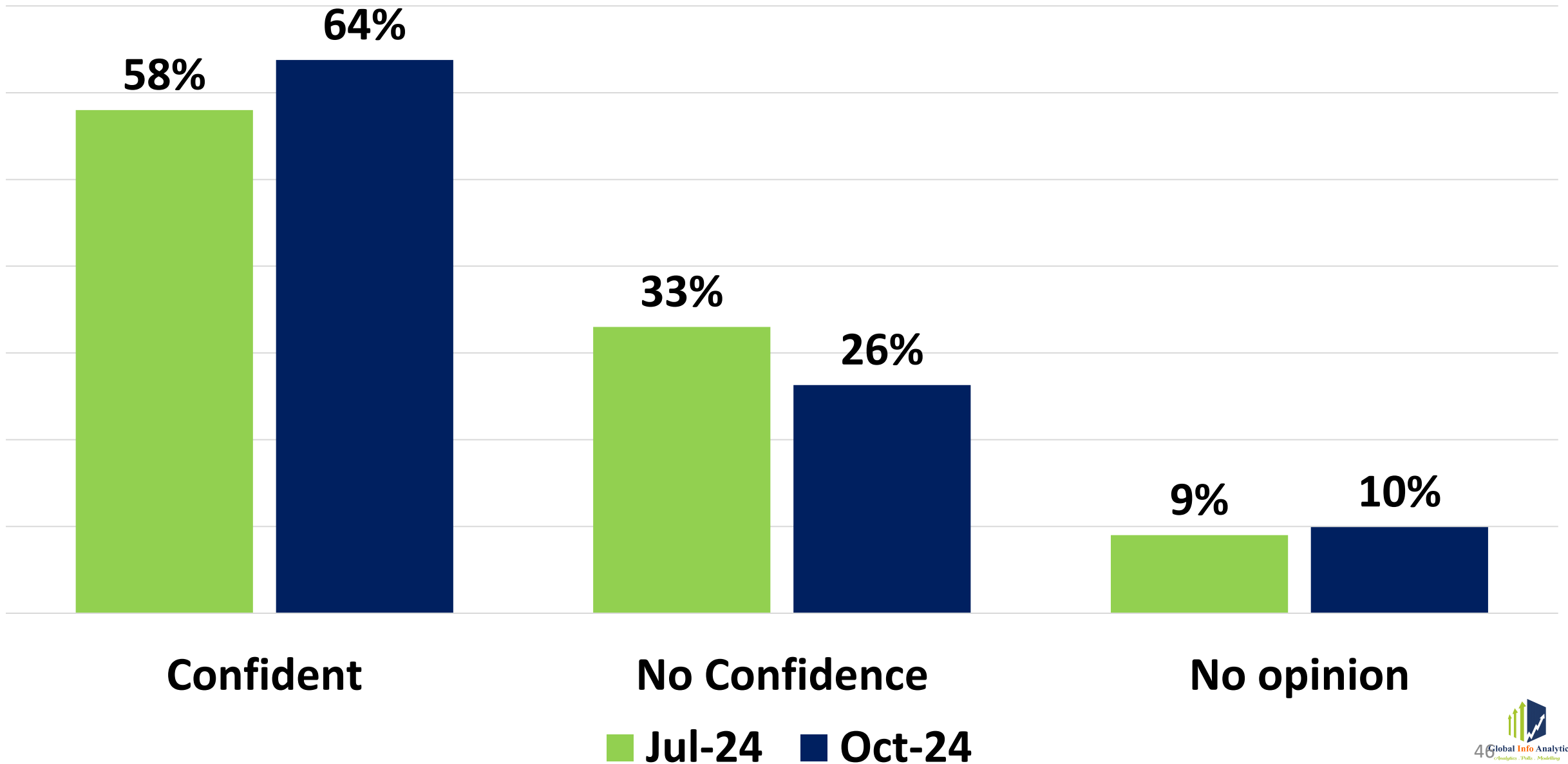
State of Corruption in Ghana





Confidence in Ghana Police

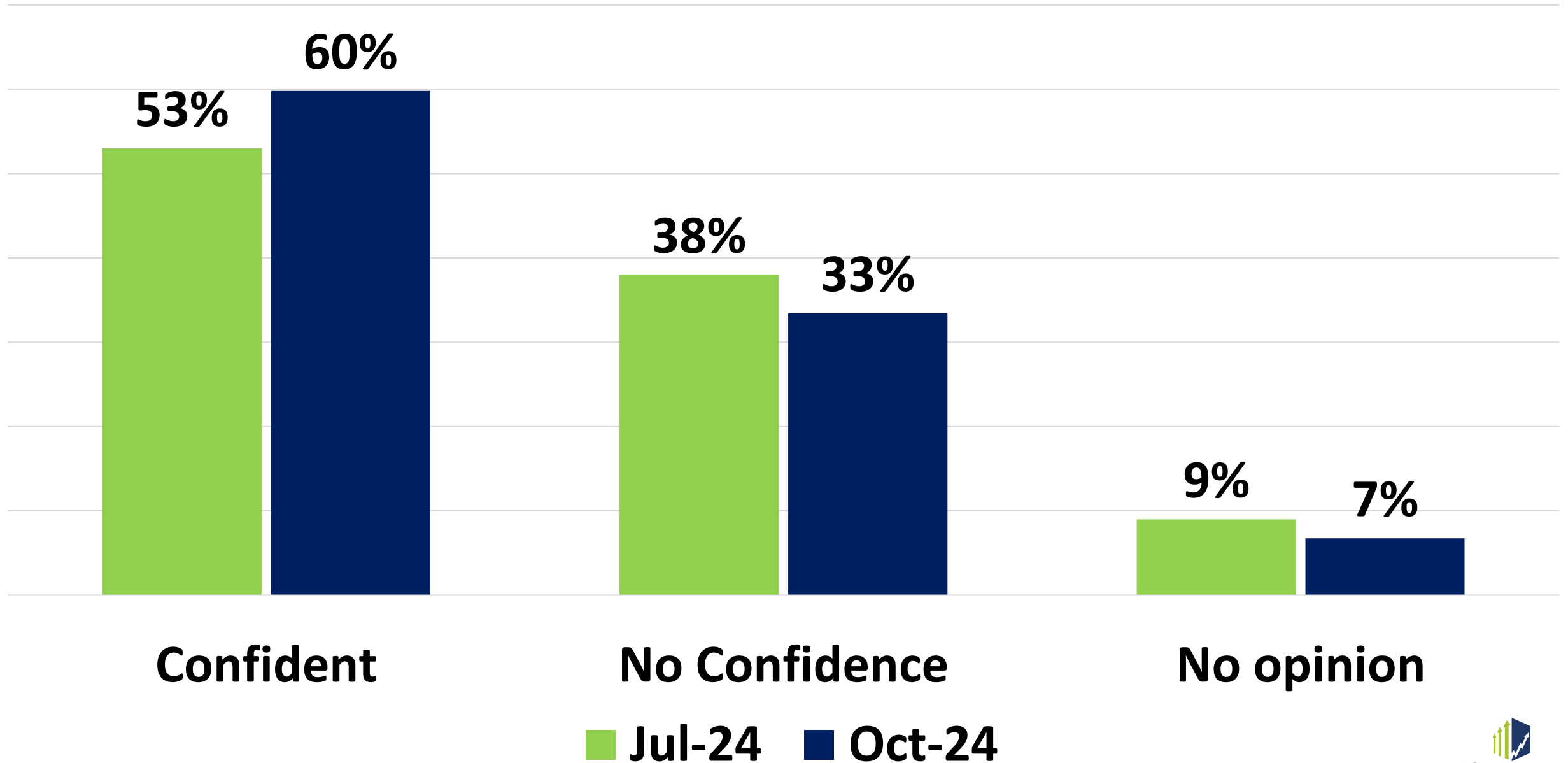
Confidence in the Security Services in the Elections





Confidence in the Electoral Commission

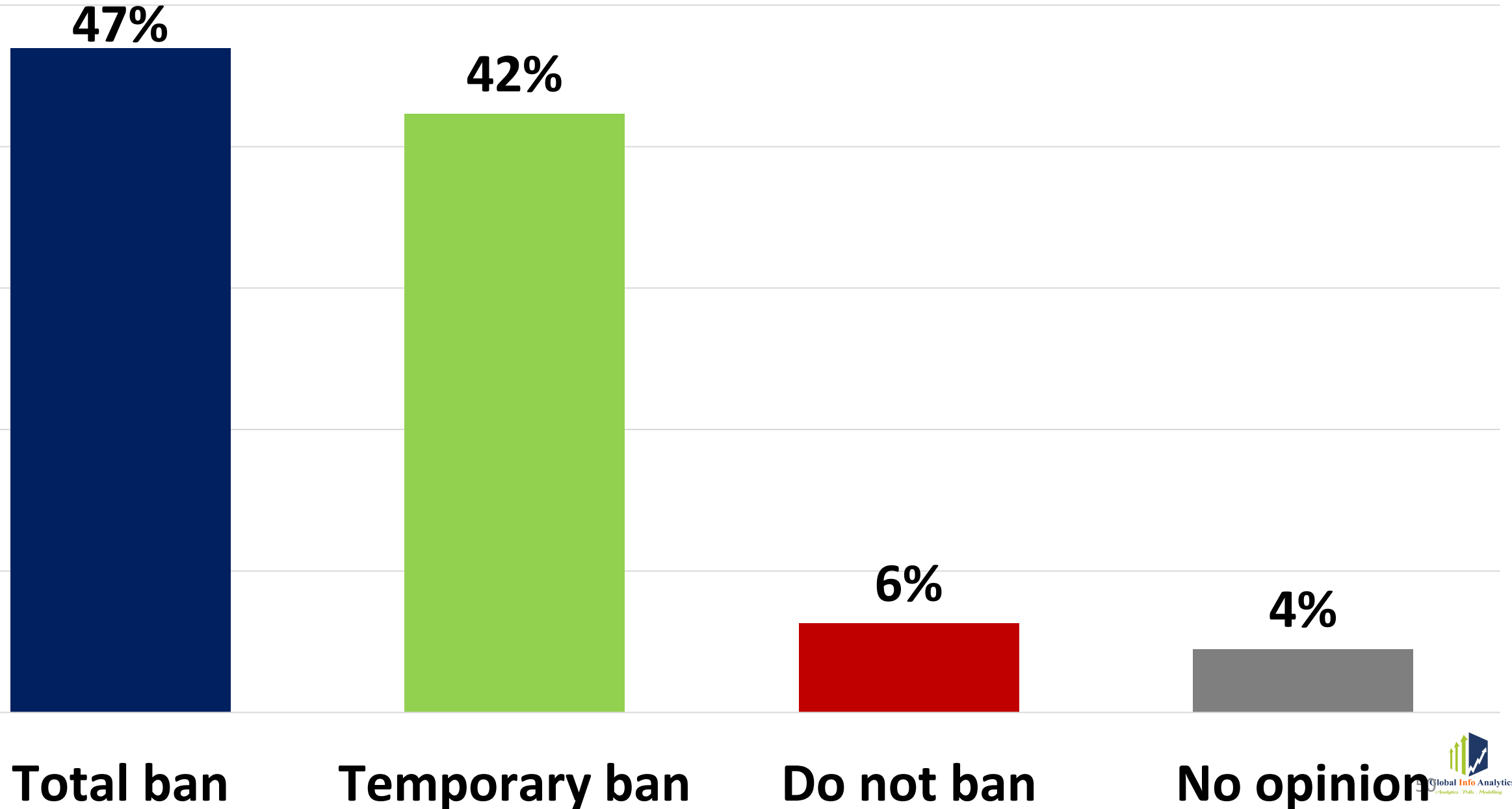
Confidence in the Electoral Commission



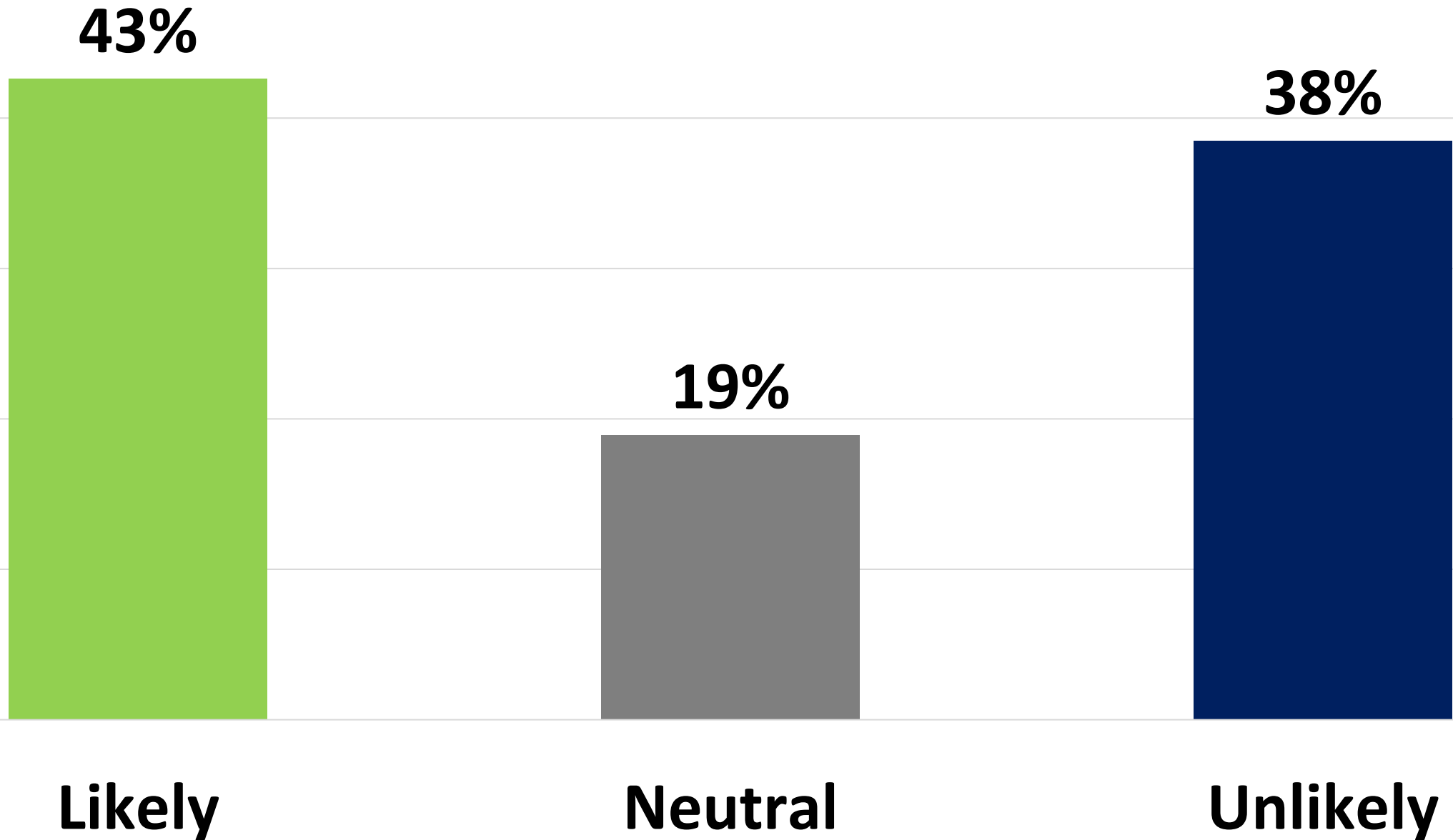


Galamsey Menace

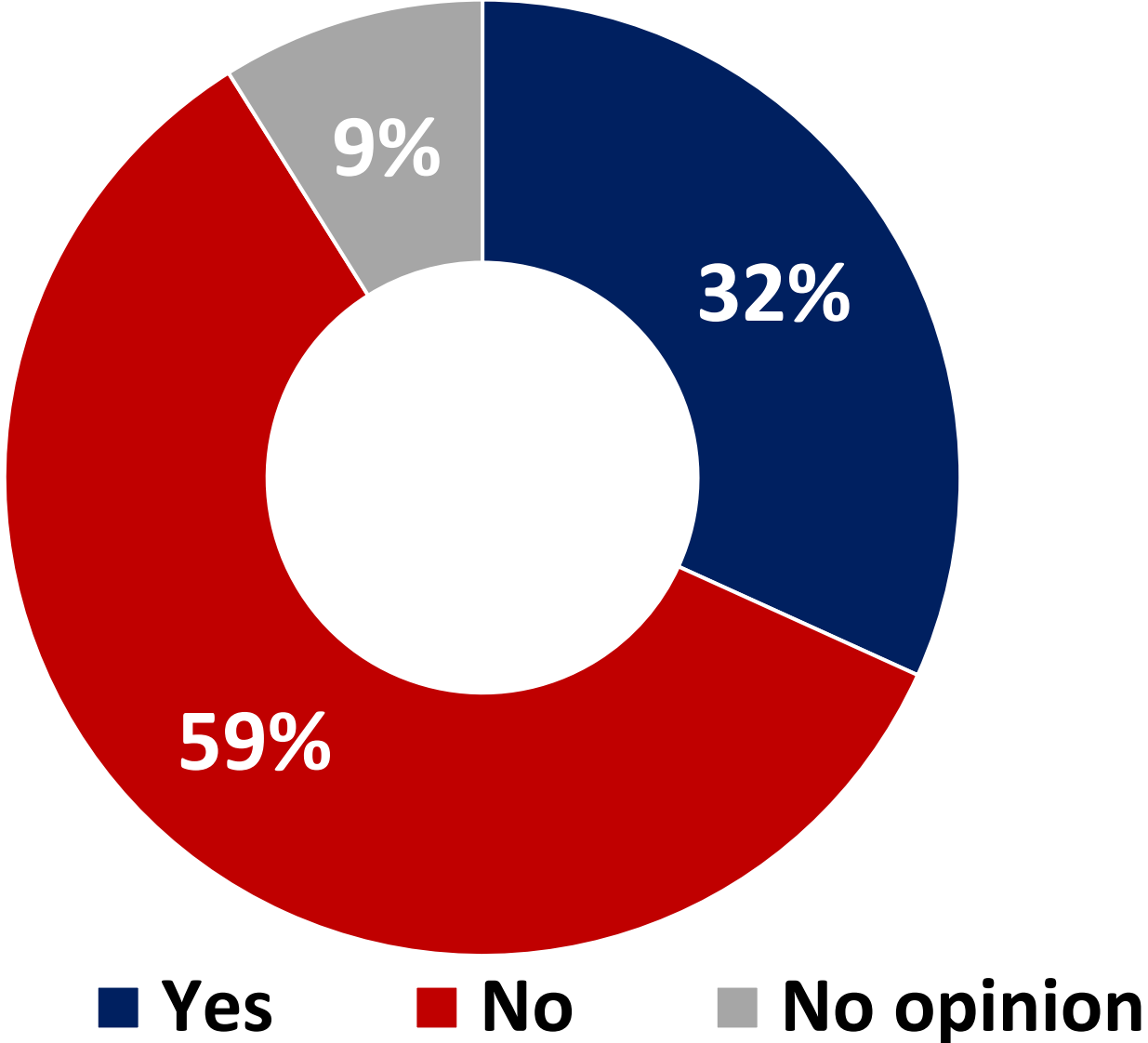
Measures against Galamsey do you support?



How likely is Galamsey going to influence your vote?



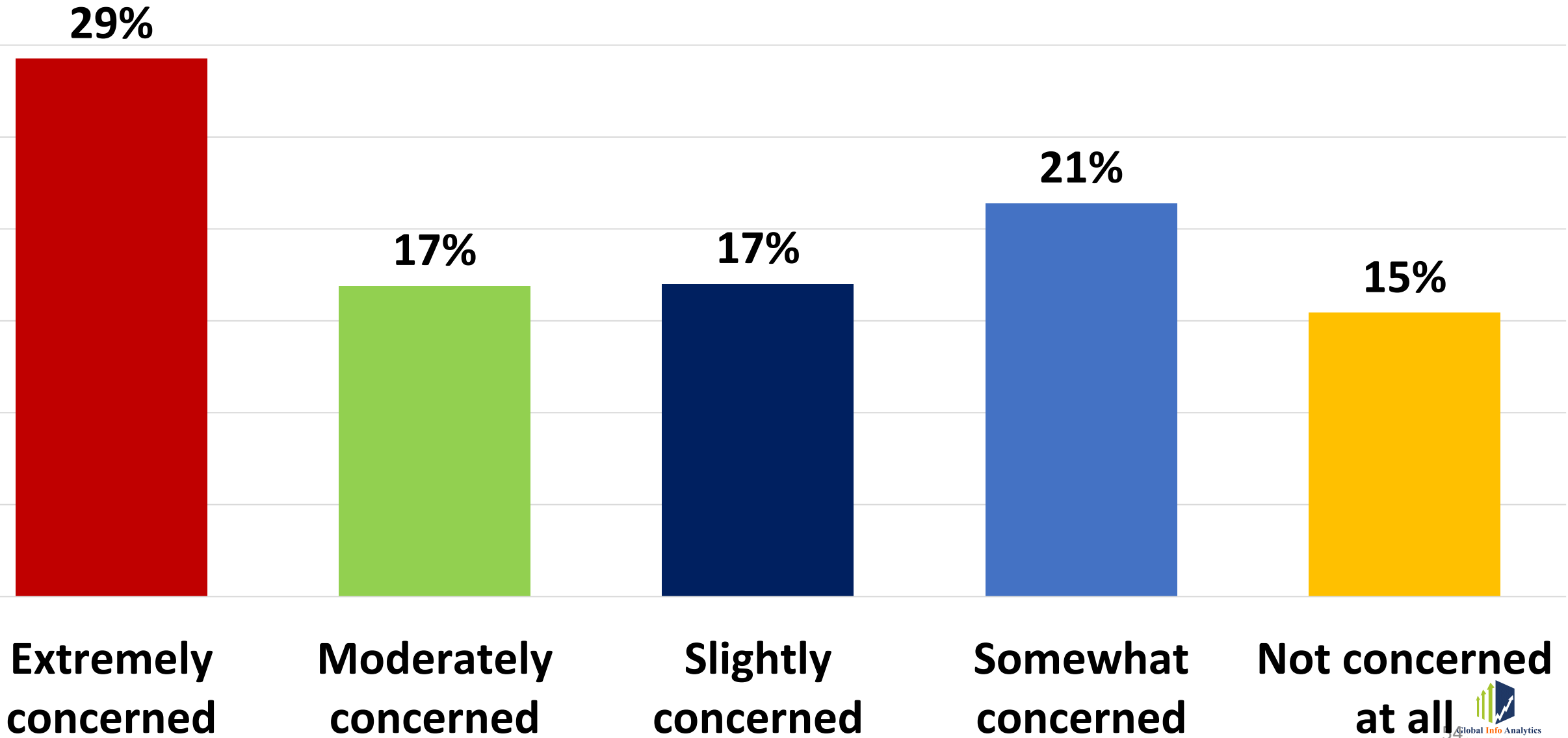
Dr Mahamudu Bawumia says he is just the driver's mate and that he cannot be blamed for the current economic crisis as a mate. Do you agree with this statement from the vice president?





Election Violence

How concerned are you about the use of inflammatory statements by some politicians and threat of violence in the December elections?



Manifestoes



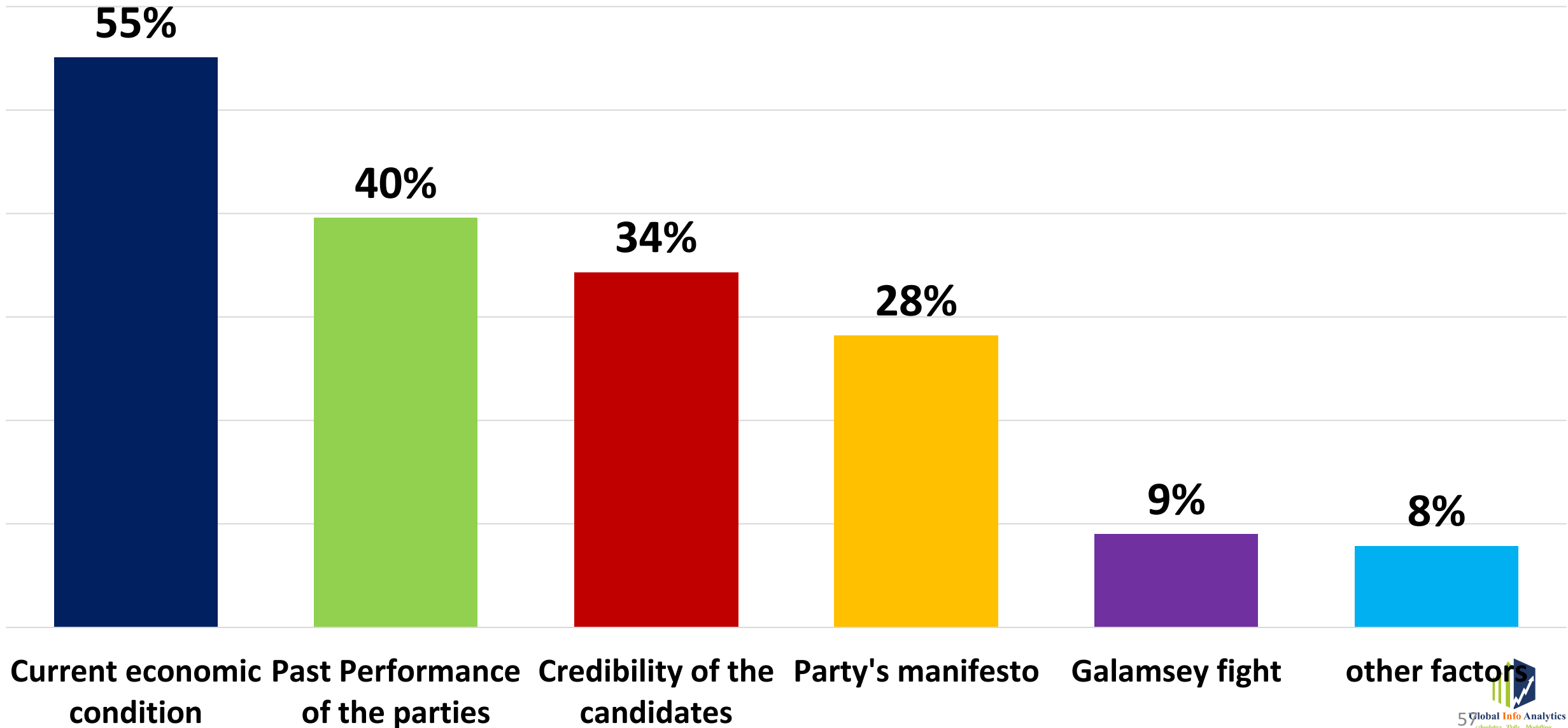
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Support for parties manifestoes

Manifestos	Favourable	Neutral	Unfavourable	Net Favourability
NPP	45%	16%	39%	+6 points
NDC	49%	16%	35%	+14 points
GTP	19%	25%	56%	-37 points

Which of the following will have greater influence on how you vote in the 2024 elections?



Is Ghana ready for a female president?

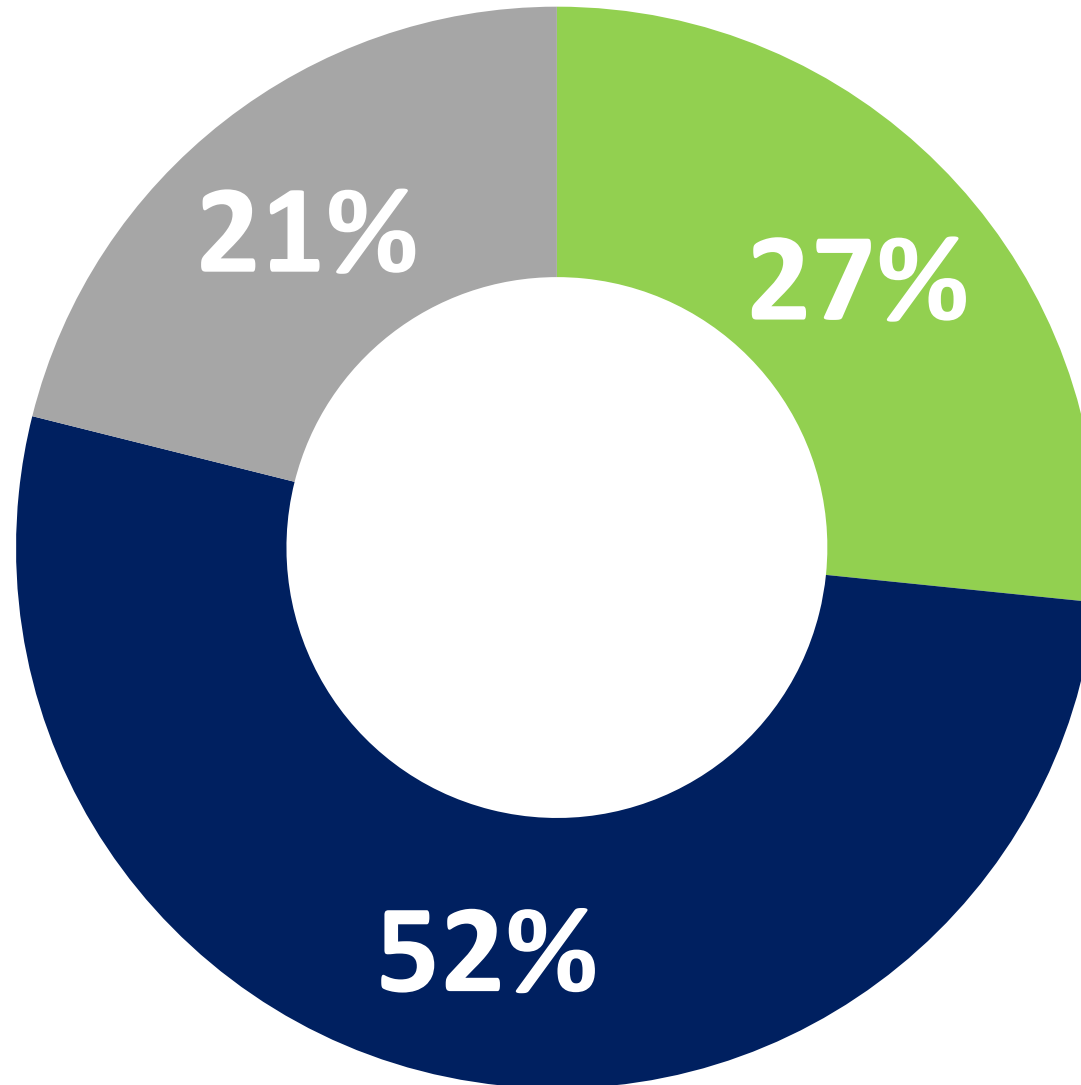


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Is Ghana Ready for a Female President

■ Yes ■ No ■ No opinion



2024 General Elections



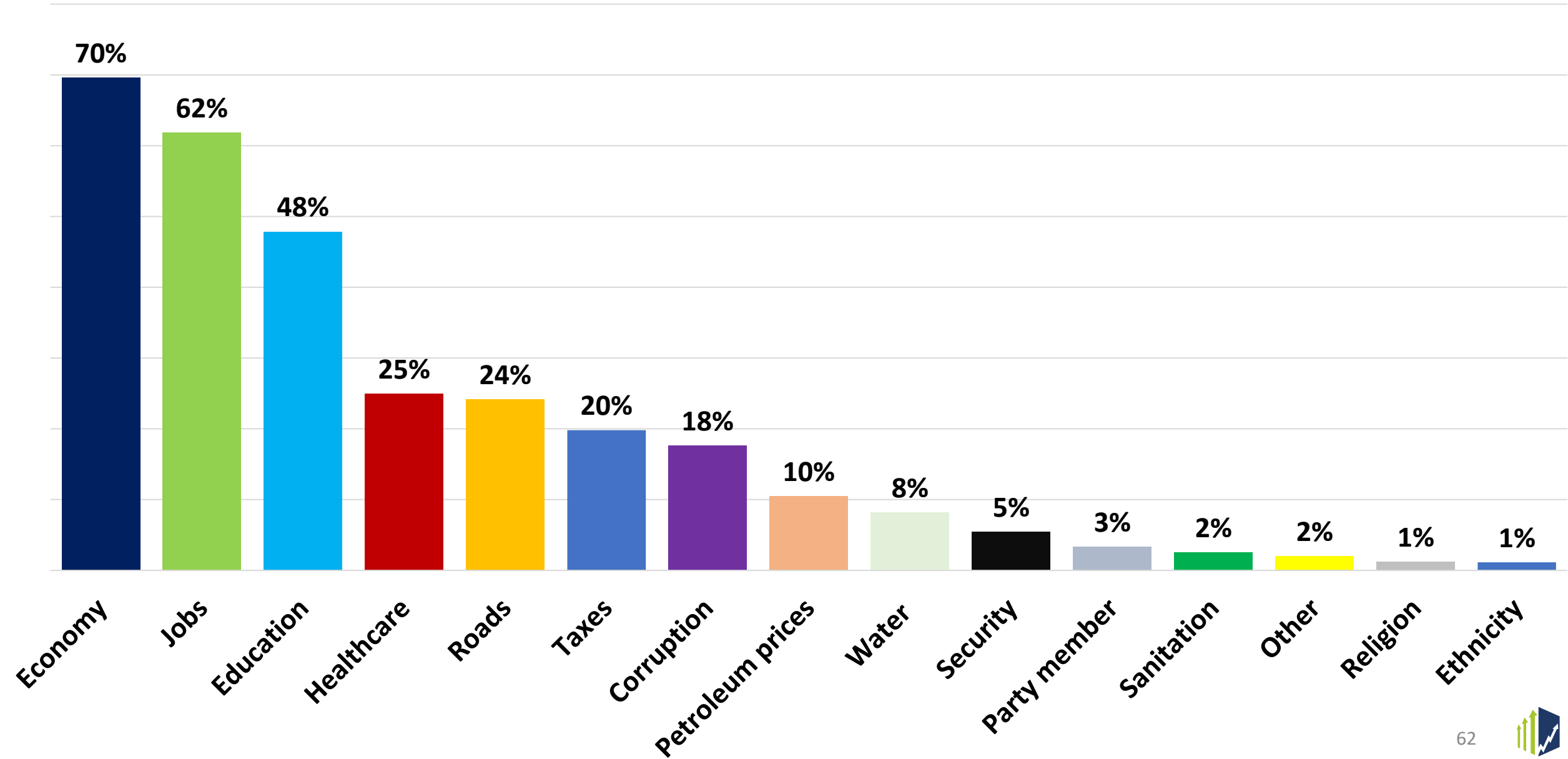
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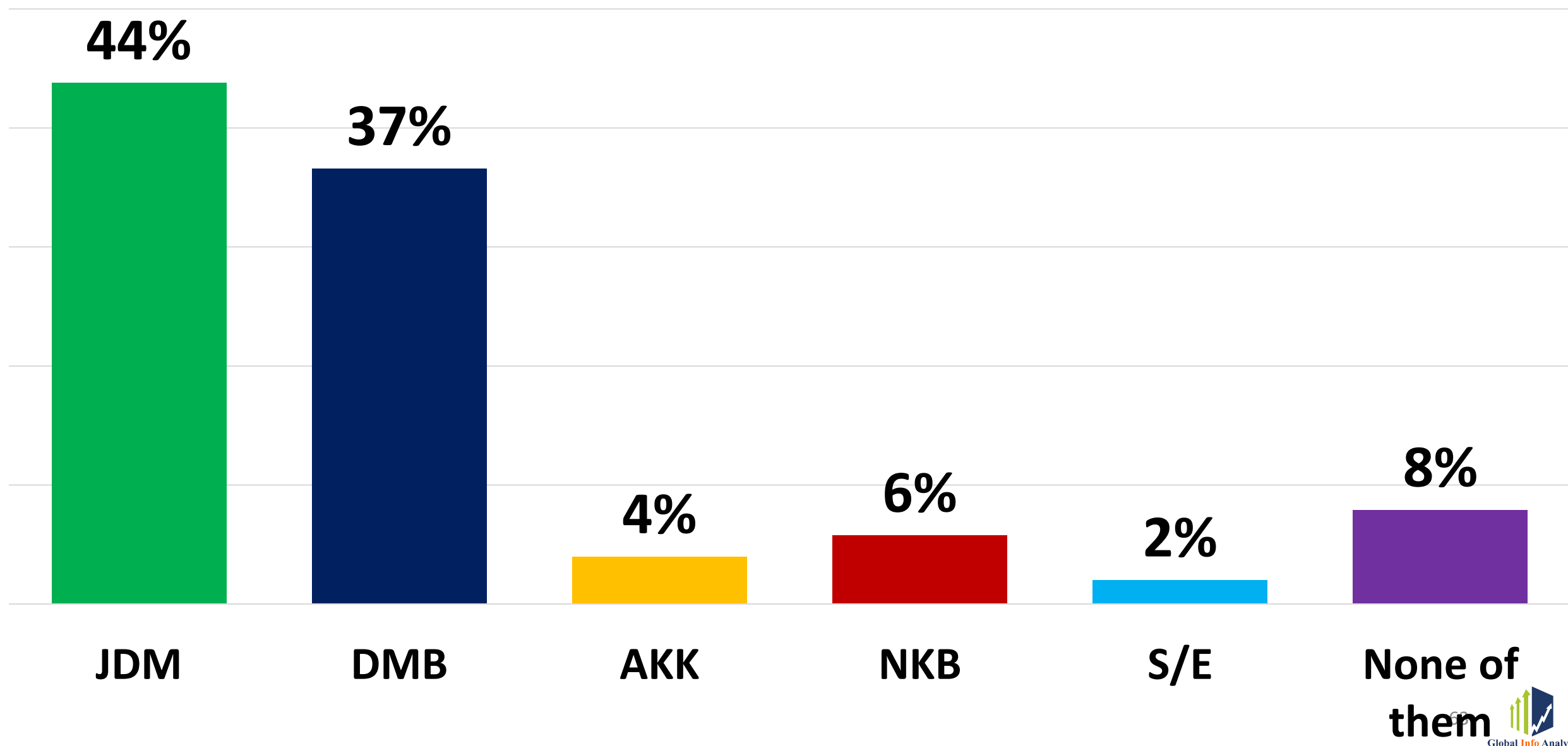


Key Election Issues

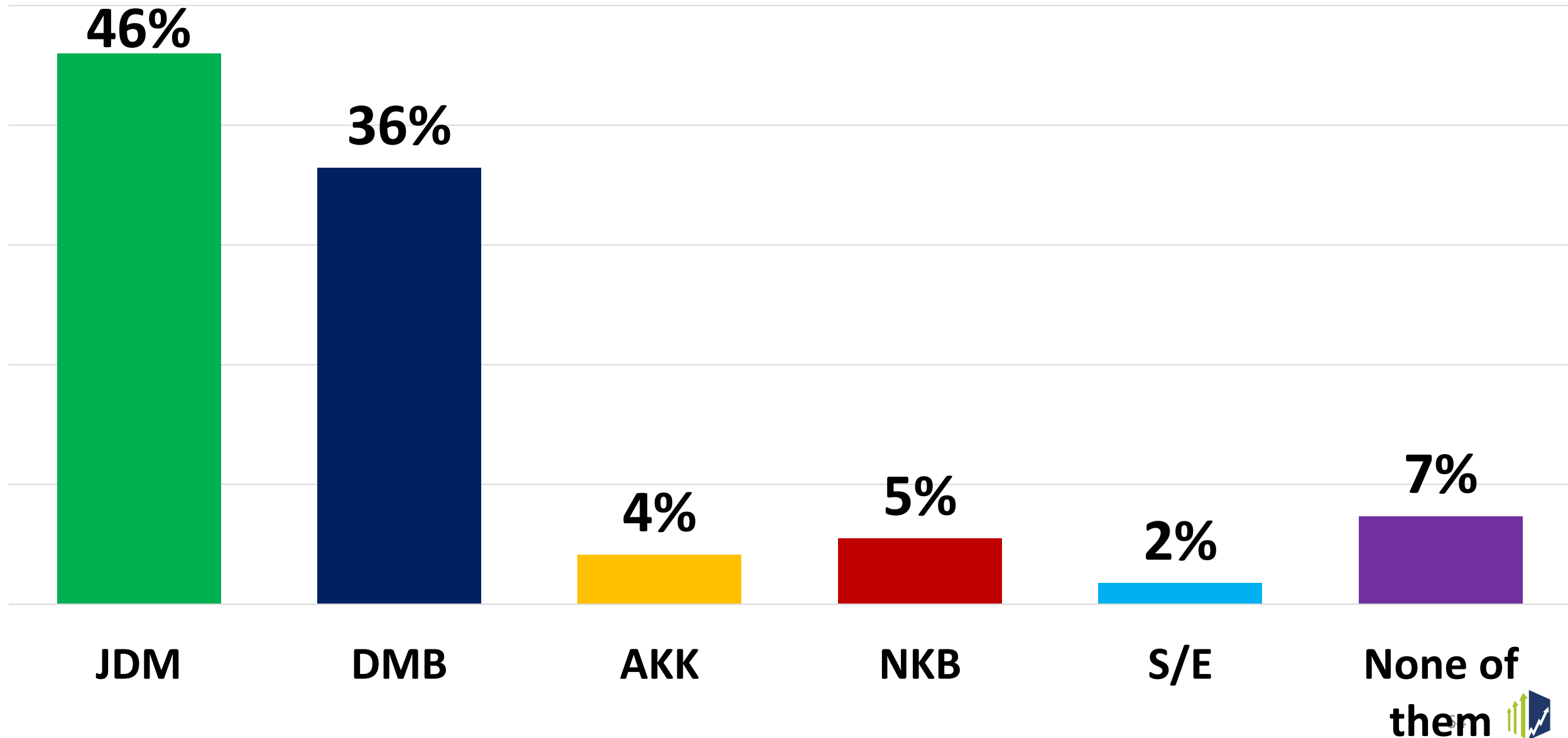
Top Issues for Voters



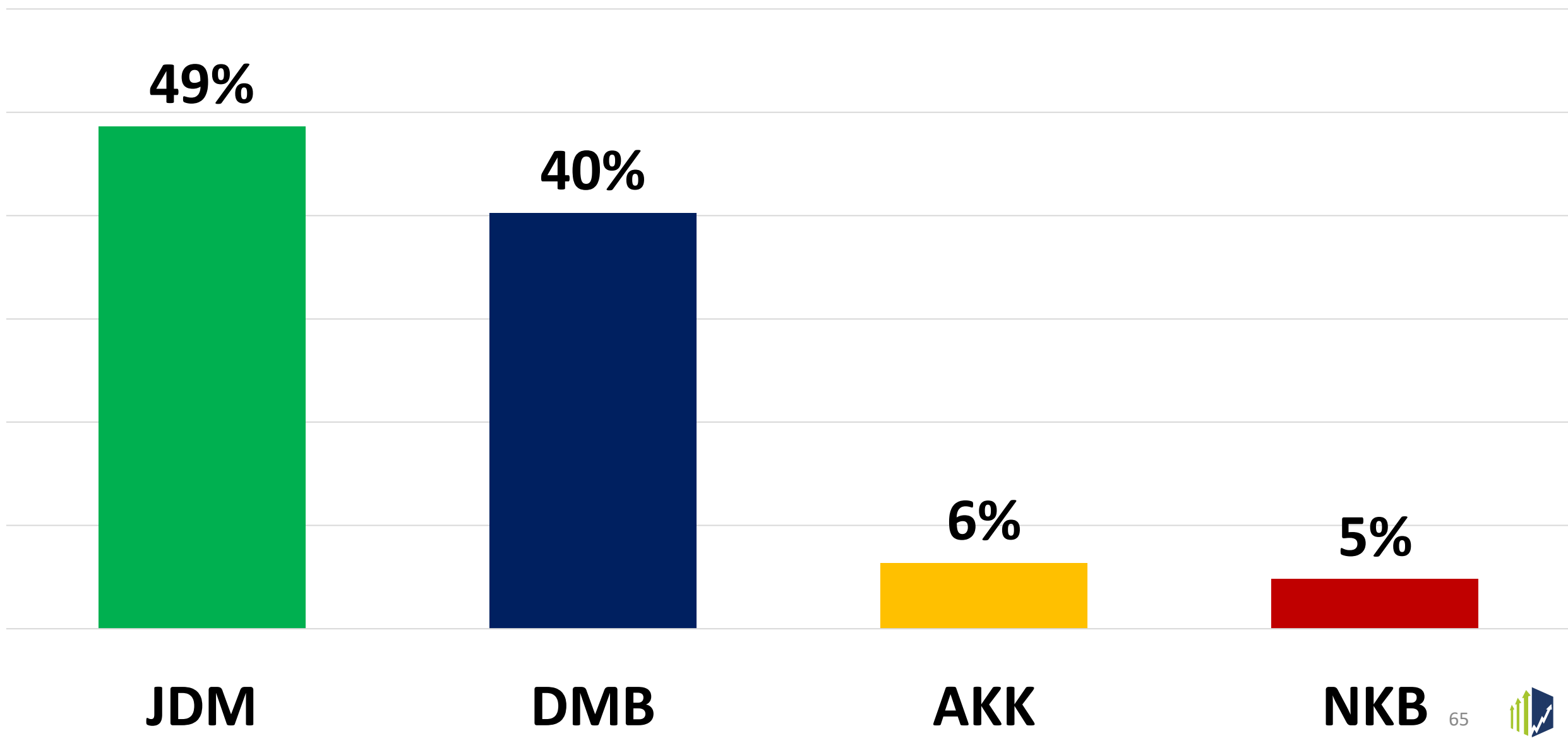
Which of the following candidates do you believe understands and cares for people like you?



Who has the competence, experience and track record to better manage the current economic crisis if elected?



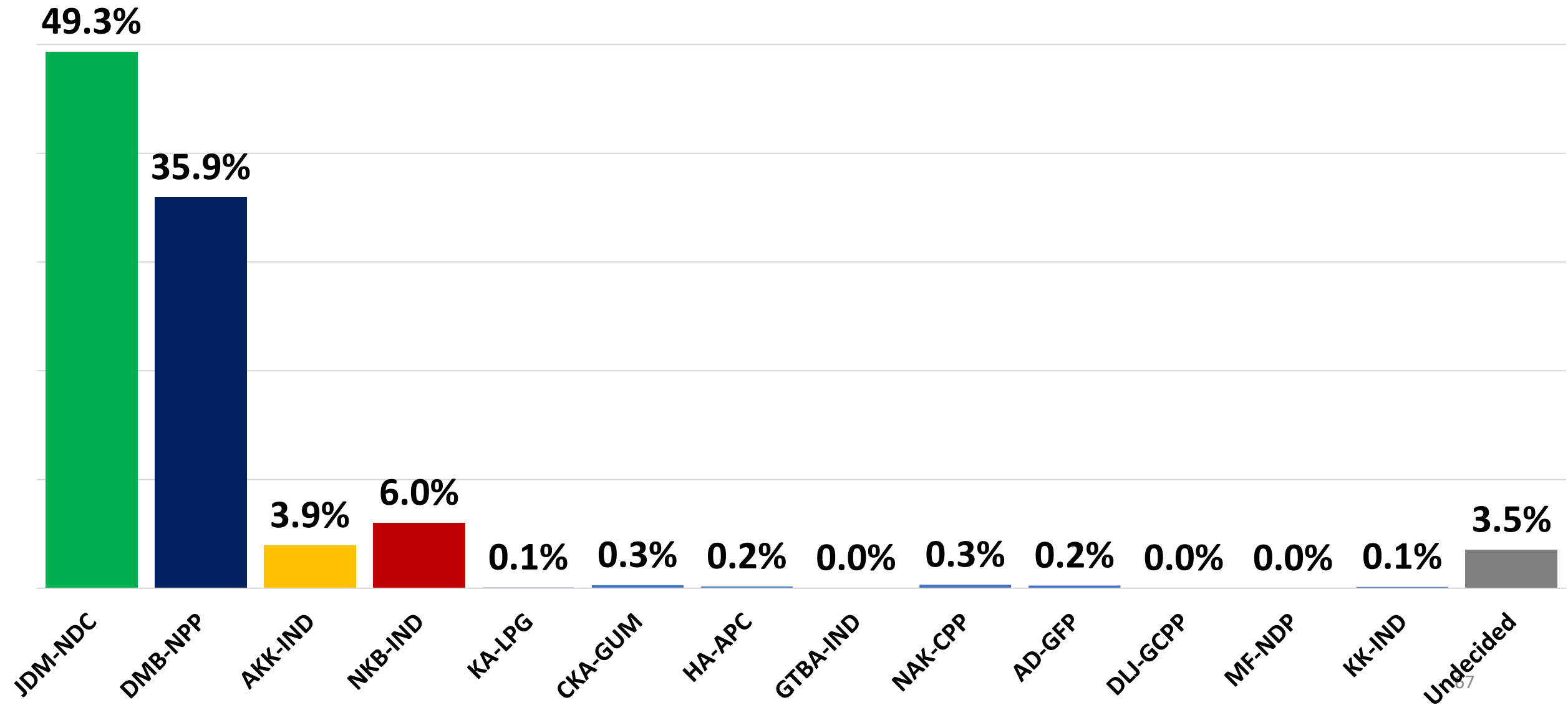
Which of the following candidates do you trust to keep Ghana safe and bring people together after the election?



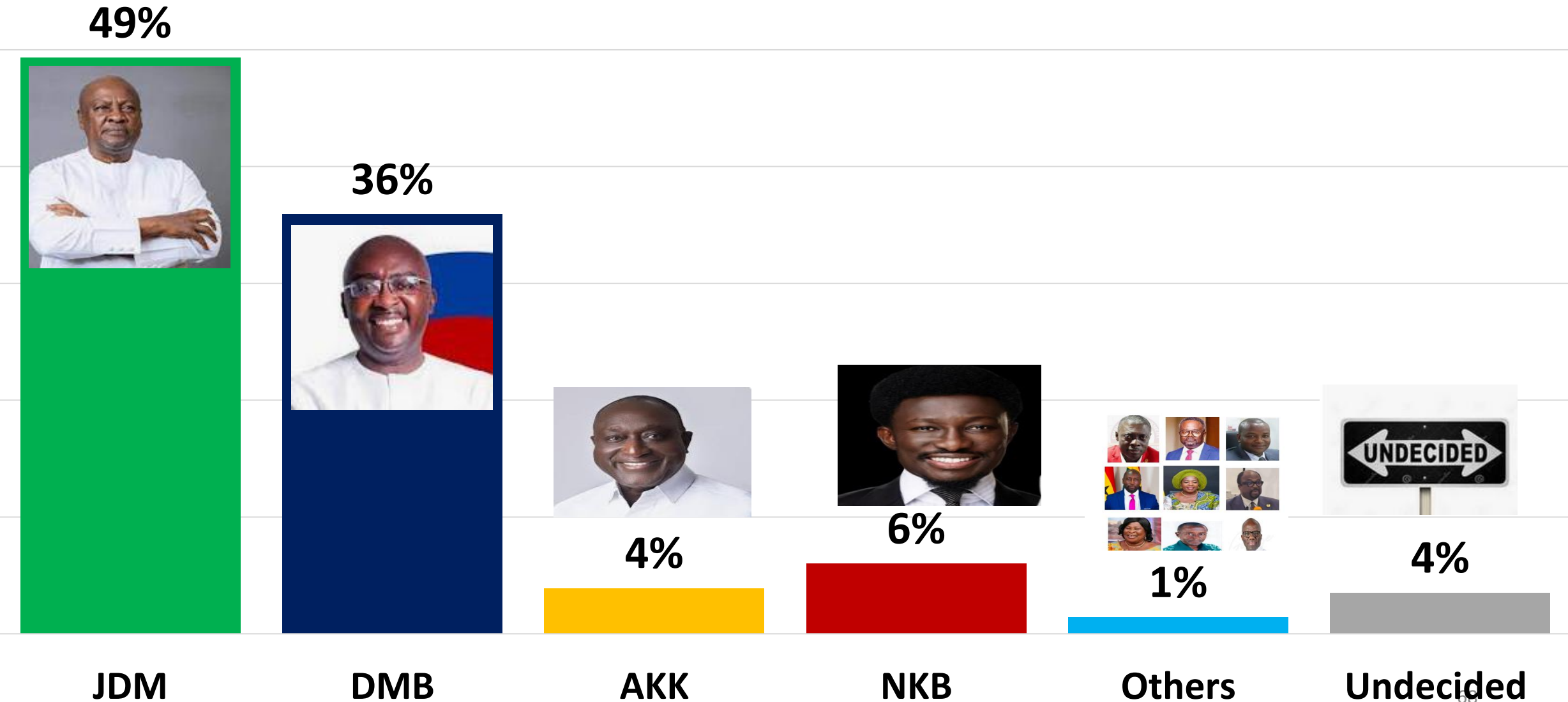


Voting Intentions-Likely Voters

Voting Intentions – Likely Voters



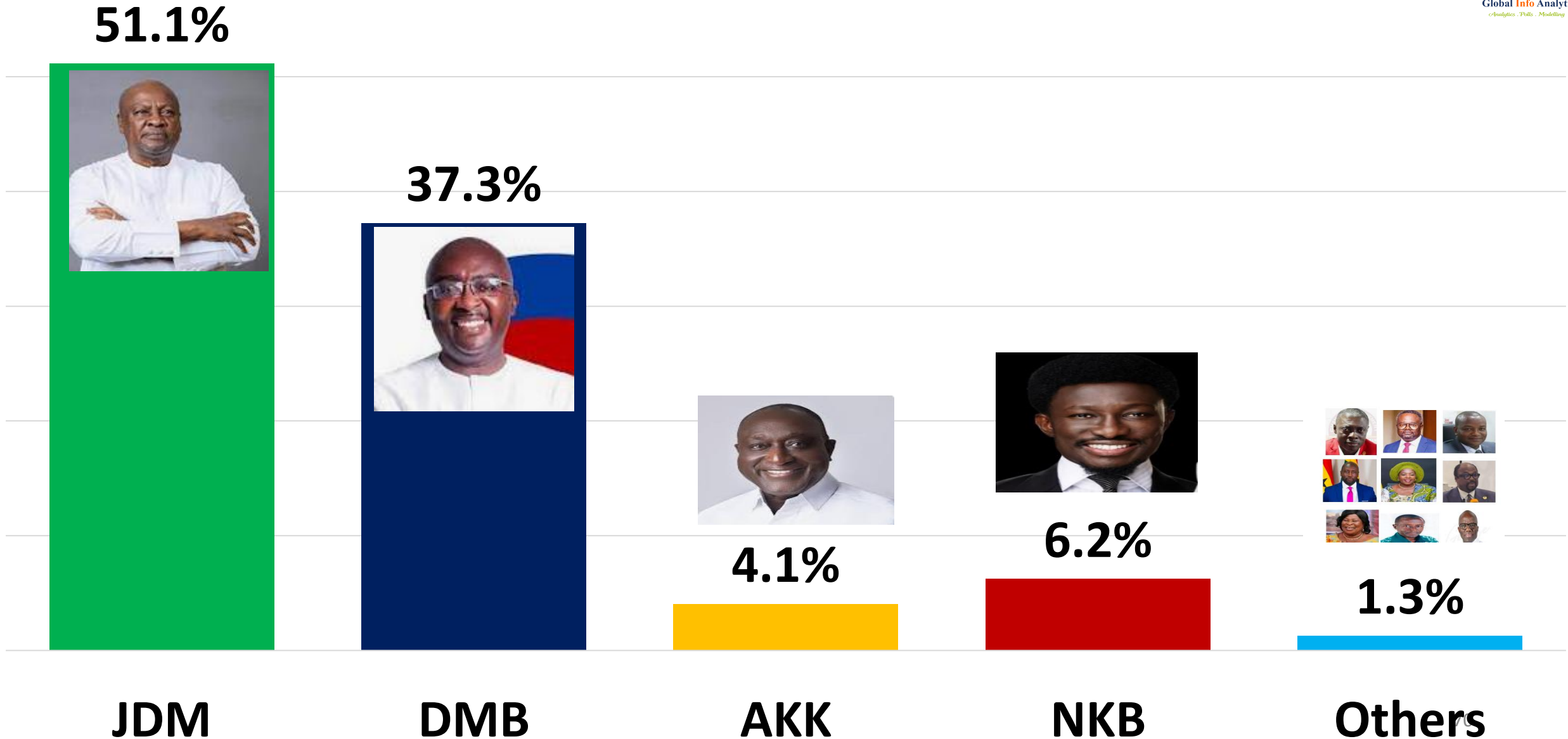
Voting Intentions – Likely Voters





Committed Voters (Weighted)

Voting Intentions – Likely Voters (Weighted)



Changes in the Polls July – Oct 2024

	July 2024	Oct. 2024	Changes
JDM	51.10%	51.15%	+0.05%
DMB	38.20%	37.25%	-0.95%
AKK	5.30%	4.07%	-1.23%
NKB	4.60%	6.23%	+1.63%
Others	0.80%	1.30%	+0.50%
Total	100.00%	100.00%	

Voting intentions by Party Affiliations, July-Oct 2024

	JDM			DMB		
	July	Oct	Change	July	Oct	Change
NDC	95%	96%	+1%	3%	3%	0%
NPP	8%	7%	-1%	88%	89%	+1%
FV	55%	54%	-1%	23%	21%	-2%
Others	8%	5%	-3%	6%	7%	+1%
Not Disclosed	41%	51%	+10%	33%	21%	-12%

Understanding the movement in the polls –July-Oct

	AKK			NKB		
	July	Oct	Change	July	Oct	Change
NDC	1%	1%	0%	1%	1%	0%
NPP	2%	2%	0%	2%	2%	0%
FV	11%	10%	-1%	9%	14%	+5%
Others	37%	26%	-11%	37%	49%	+12%
Not Disclosed	12%	9%	-3%	12%	16%	+4%

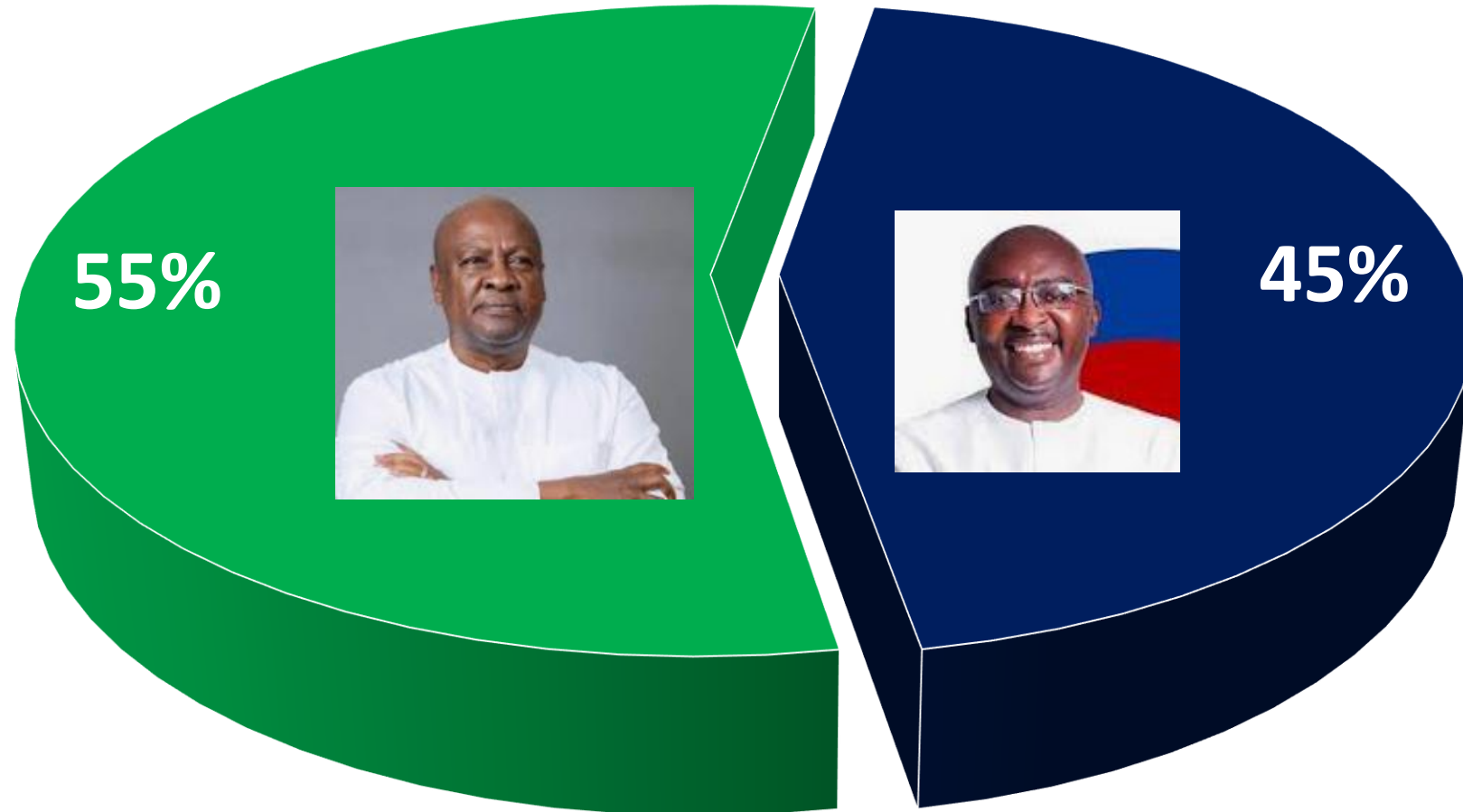
Runoff-Scenarios



Global Info Analytics

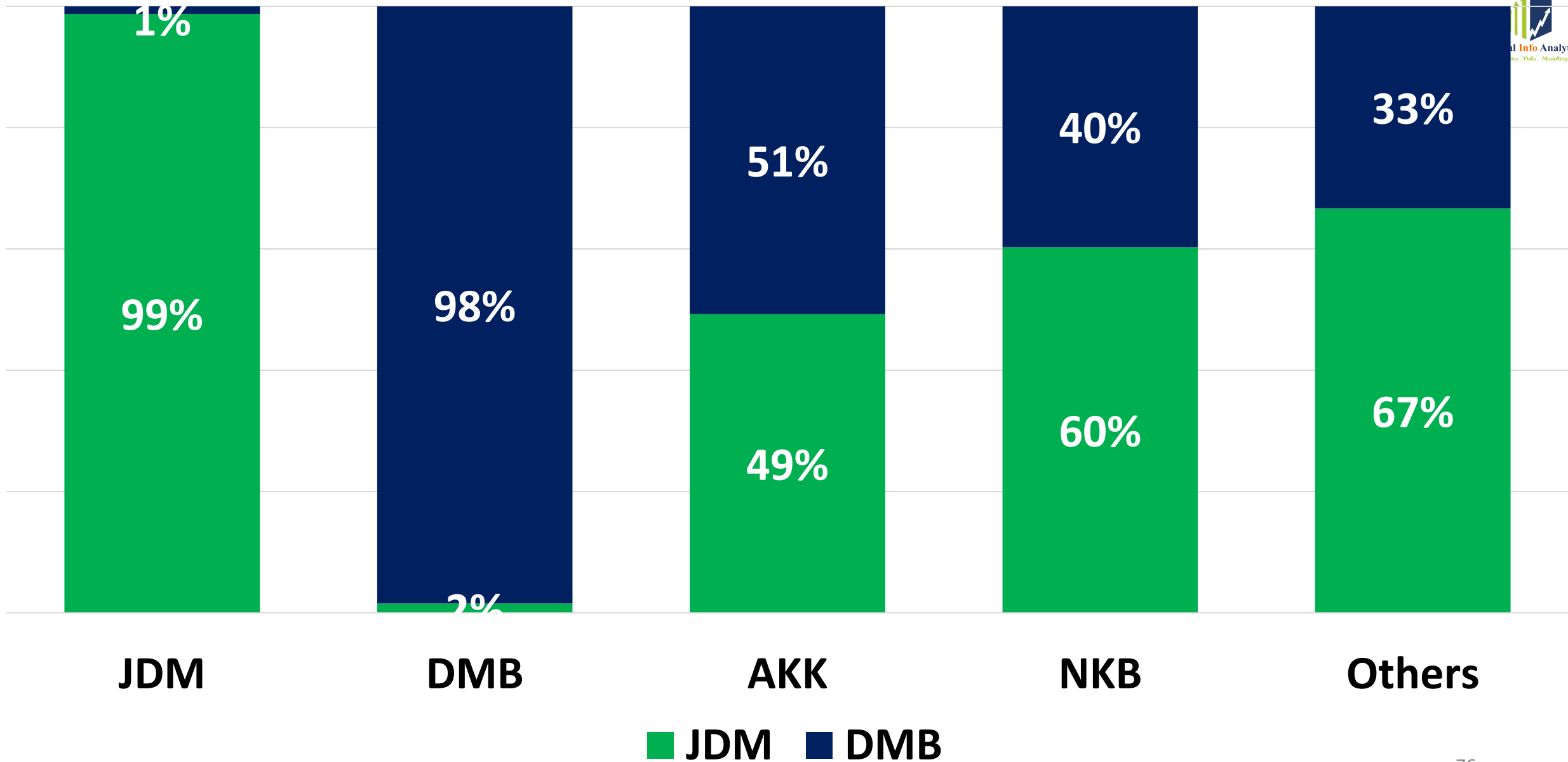
Analytics . Polls . Modelling

Runoff – JDM v DMB

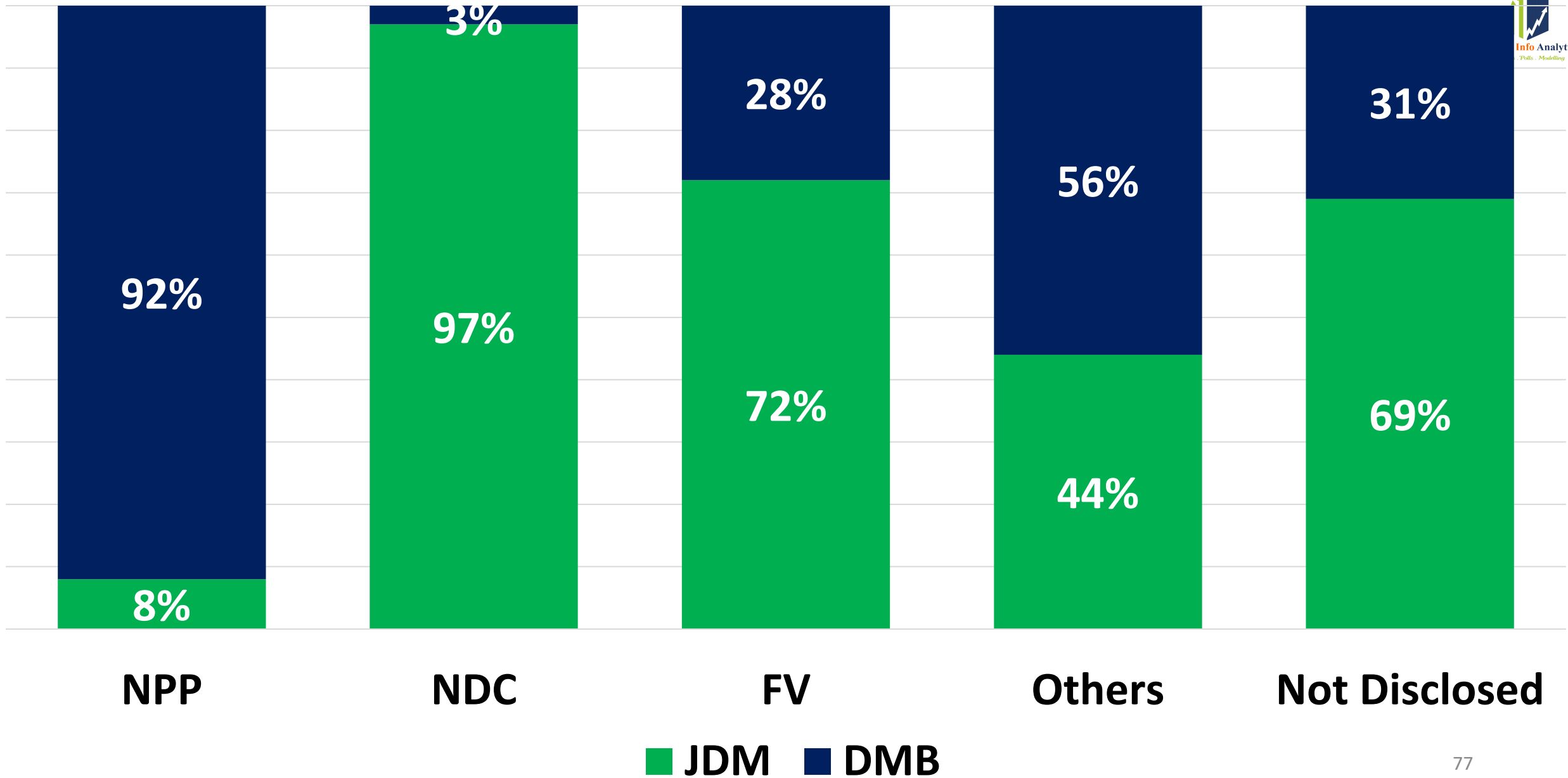


■ JDM ■ DMB

Analysis of other candidates vote split in a runoff-Committed



Runoff – Party Affiliations



Presidential Election-Key Demographics



Global Info Analytics

Analytics . Polls . Modelling

Presidential Election-Gender

	Male	Female
JDM	48%	50%
DMB	40%	39%
AKK	4%	4%
NKB	7%	6%
Others	1%	1%

Presidential Election-Age Groups

	18-24	25-34	35-44	45-54	55-64	65+
JDM	49%	48%	50%	50%	51%	42%
DMB	35%	40%	41%	40%	39%	43%
AKK	5%	4%	3%	4%	2%	4%
NKB	10%	7%	4%	4%	6%	3%
Others	1%	1%	1%	2%	2%	8%

Presidential Election-Changes July-Oct

	18-24	25-34	35-44	45-54	55-64	65+
JDM	6%	-2%	1%	-3%	8%	-3%
DMB	-4%	0%	1%	3%	-7%	0%
AKK	-1%	-1%	-1%	-1%	-3%	-1%
NKB	0%	3%	1%	1%	3%	0%
Others	0%	0%	-1%	0%	-1%	4%

Presidential Election-Education

	JHS	SHS	Tertiary	NoQual.
JDM	51%	47%	48%	55%
DMB	39%	42%	38%	35%
AKK	4%	4%	5%	3%
NKB	5%	6%	8%	5%
Others	2%	1%	1%	2%

Presidential Election-Employment Status

Employed Unemployed Students Pensioners

JDM	46%	57%	45%	46%
DMB	45%	31%	38%	37%
AKK	3%	4%	6%	5%
NKB	5%	7%	10%	8%
Others	1%	2%	2%	4%

Presidential Election-Religion

	Christianity	Islam	Traditional	Others	Non-religious
JDM	46%	59%	45%	55%	48%
DMB	42%	33%	40%	32%	35%
AKK	4%	4%	5%	4%	6%
NKB	7%	4%	8%	7%	9%
Others	1%	1%	3%	3%	1%

Presidential Election-Changes July-Oct.

	Christianity	Islam	Traditional	Others	Non-religious
JDM	-1.0%	2.7%	-6.0%	22.5%	-5.4%
DMB	1.2%	-3.5%	4.1%	-19.8%	2.9%
AKK	-1.8%	0.8%	-0.7%	-0.6%	-2.6%
NKB	1.6%	0.9%	3.2%	-0.4%	4.4%
Others	0.0%	-0.9%	-0.9%	-1.6%	0.7%

Presidential Election-Christian Denominations

	Cath.	Metho	Presby.	Anglic	Pentecost	Charismatic	Others	SDA	JW
JDM	48%	42%	45%	42%	42%	52%	50%	45%	31%
DMB	40%	48%	43%	41%	48%	36%	29%	42%	46%
AKK	4%	3%	4%	6%	3%	4%	7%	4%	8%
NKB	6%	5%	5%	8%	6%	7%	13%	6%	15%
Others	1%	1%	2%	3%	1%	1%	1%	3%	0%

Presidential Election-Denominations Changes July-Oct

	Cath.	Metho	Presby.	Anglic	Pentecost	Charis	Others	SDA	JW
JDM	0.4%	-1.7%	-2.5%	-5.3%	-4.9%	5.3%	1.6%	5.4%	-15.4%
DMB	0.0%	4.4%	2.6%	3.4%	6.1%	-5.4%	-8.5%	-5.5%	23.1%
AKK	-1.7%	-3.2%	-2.7%	-0.3%	-2.0%	-1.0%	0.8%	-2.2%	-7.7%
NKB	0.8%	0.3%	2.2%	0.6%	1.2%	2.1%	7.2%	0.3%	0.0%
Others	0.4%	0.1%	0.3%	1.3%	-0.4%	-1.0%	-1.0%	1.9%	0.0%

Presidential Election-Islamic Sects

	Sunnah	Shia	Tijaniyya	Ahmadiyya	Others
JDM	61%	63%	63%	50%	58%
DMB	33%	29%	27%	37%	32%
AKK	3%	4%	4%	5%	6%
NKB	3%	4%	3%	7%	4%
Others	1%	0%	2%	1%	0%

Presidential Election-Islamic Sects Changes July-Oct

	Sunnah	Shia	Tijaniyya	Ahmadiyya	Others
JDM	4.1%	7.1%	17.6%	-9.2%	-0.6%
DMB	-5.0%	-7.5%	-16.9%	10.9%	-3.0%
AKK	0.5%	1.6%	0.0%	-0.4%	2.6%
NKB	0.9%	0.2%	-0.4%	0.9%	1.0%
Others	-0.6%	-1.4%	-0.9%	-2.2%	0.0%

Presidential Election-Islamic Sects

	Akan	Guan	Ga- Adangme	Ewe	Mole- Dagbani	Gurma	Grusi	Mande	Gur	Others
JDM	36%	52%	59%	67%	59%	61%	58%	64%	60%	60%
DMB	51%	38%	32%	19%	35%	28%	29%	28%	31%	29%
AKK	4%	5%	3%	4%	3%	6%	2%	5%	7%	4%
NKB	8%	4%	6%	8%	2%	2%	7%	3%	2%	5%
Others	1%	1%	1%	1%	1%	3%	3%	0%	0%	1%

Presidential Election-Regional Analysis

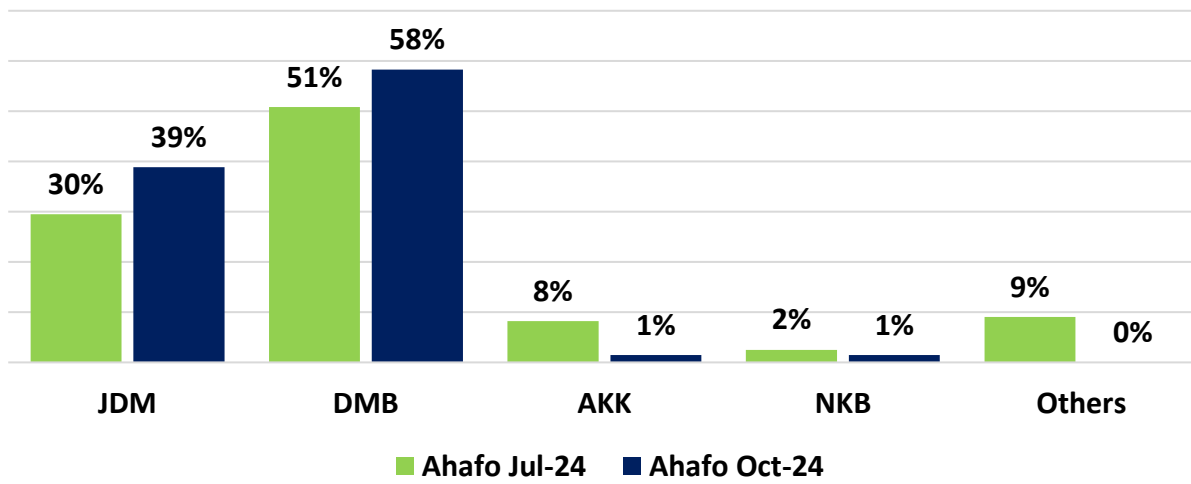


Global Info Analytics

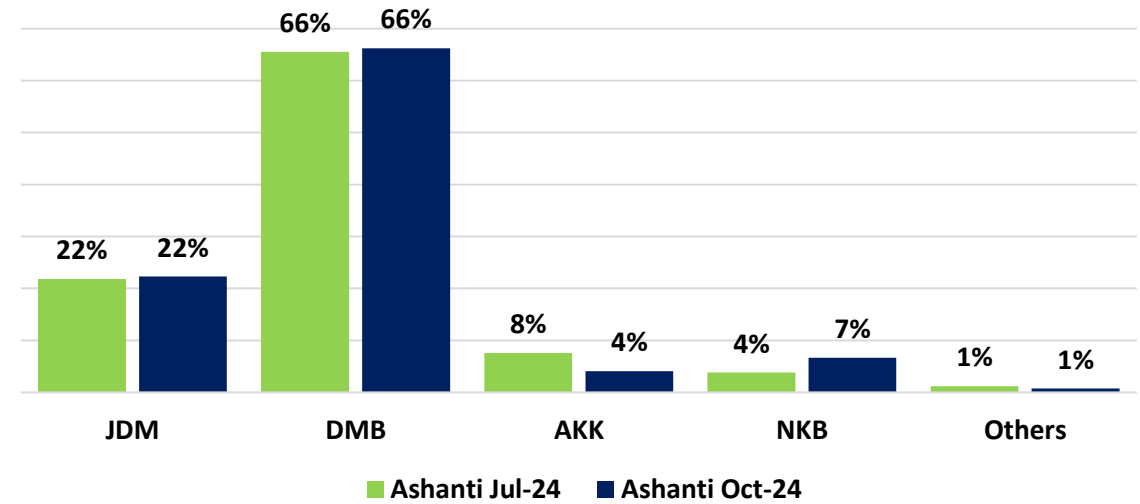
Analytics . Polls . Modelling

Presidential -Regions

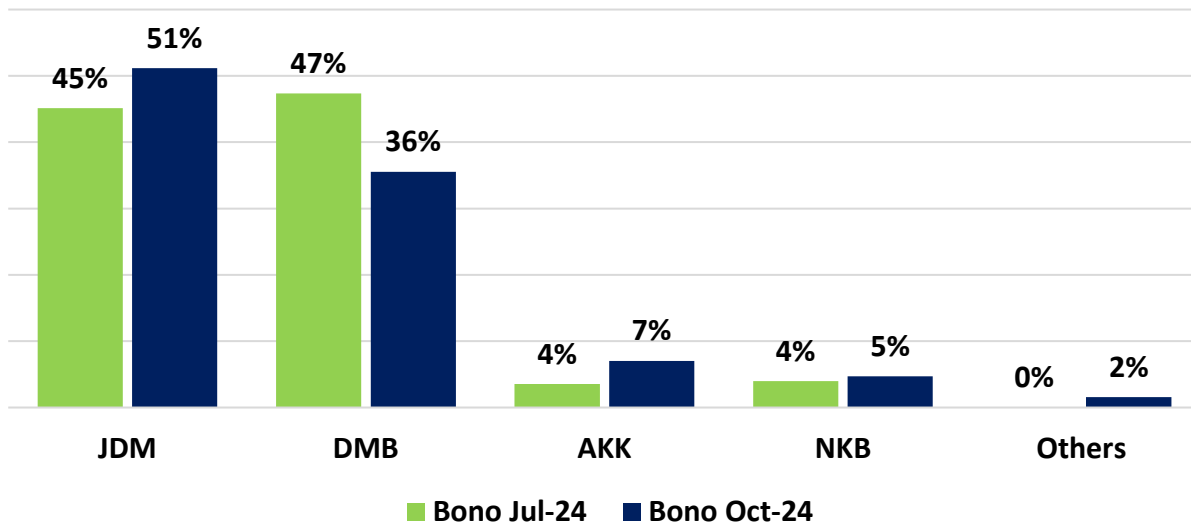
Ahafo Region- July v Oct 2024



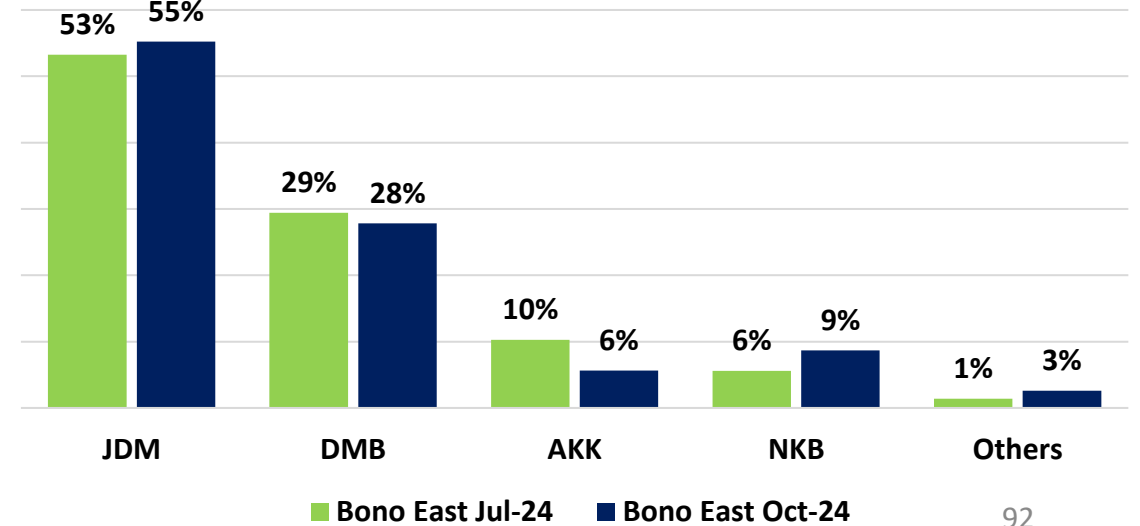
Ashanti Region- July v Oct 2024



Bono Region- July v Oct 2024

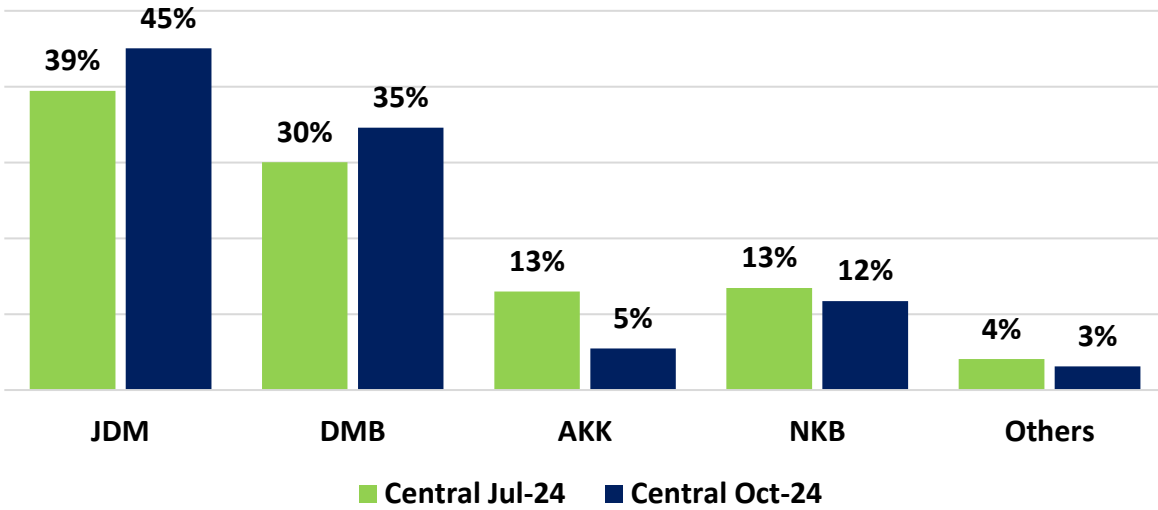


Bono East Region- July v Oct 2024

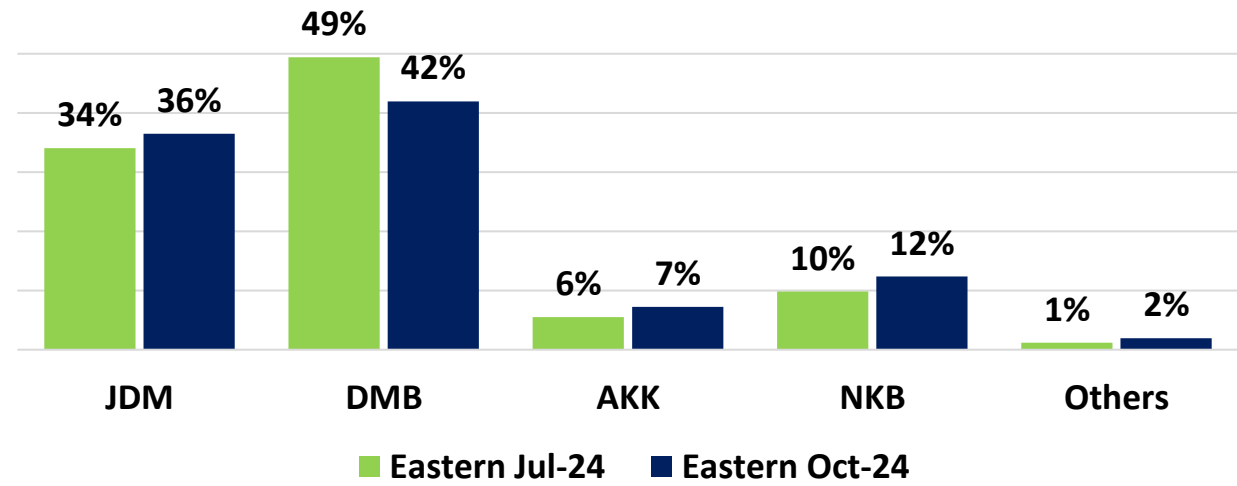


Presidential -Regions

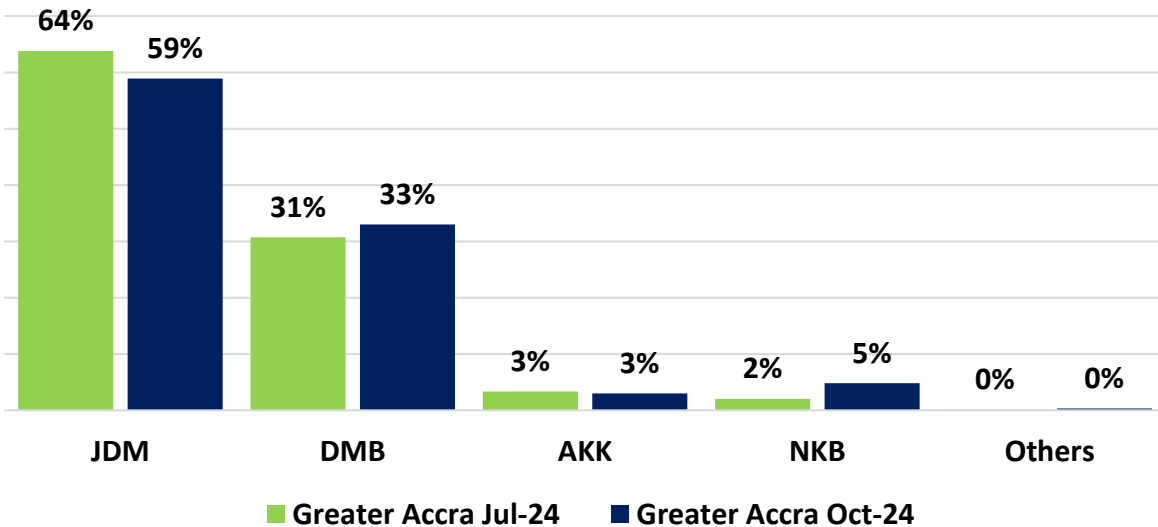
Central Region- July v Oct 2024



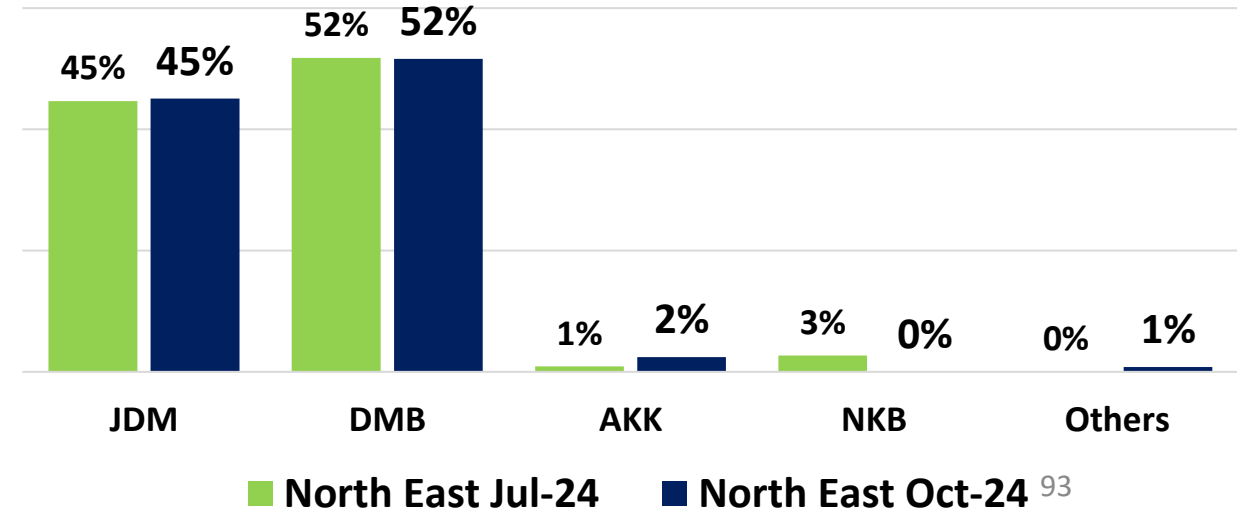
Eastern Region- July v Oct 2024



Greater Accra Region- July v Oct 2024

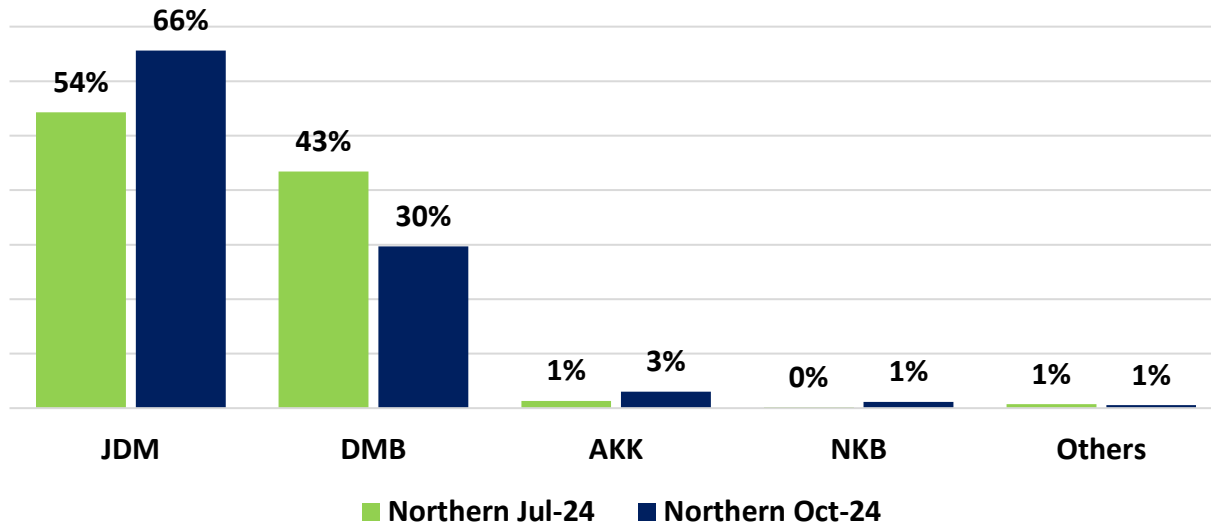


North East Region- July v Oct 2024

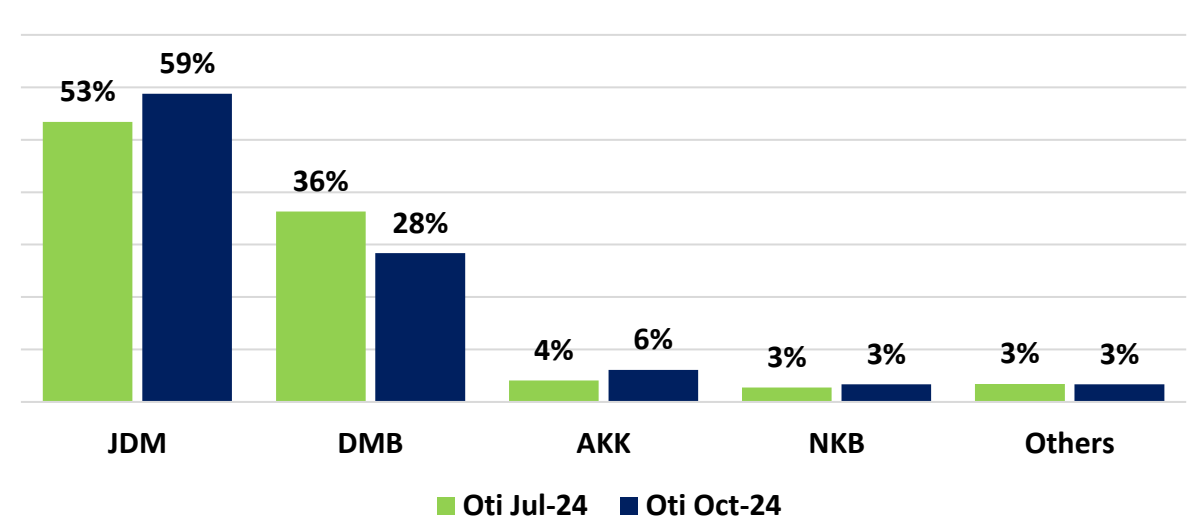


Presidential -Regions

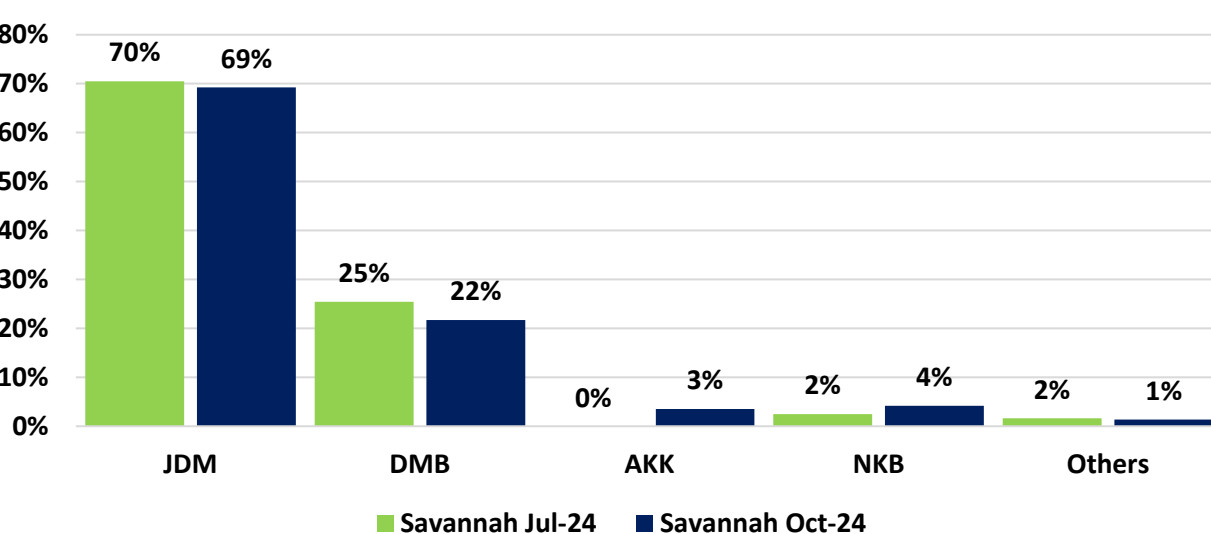
Northern Region- July v Oct 2024



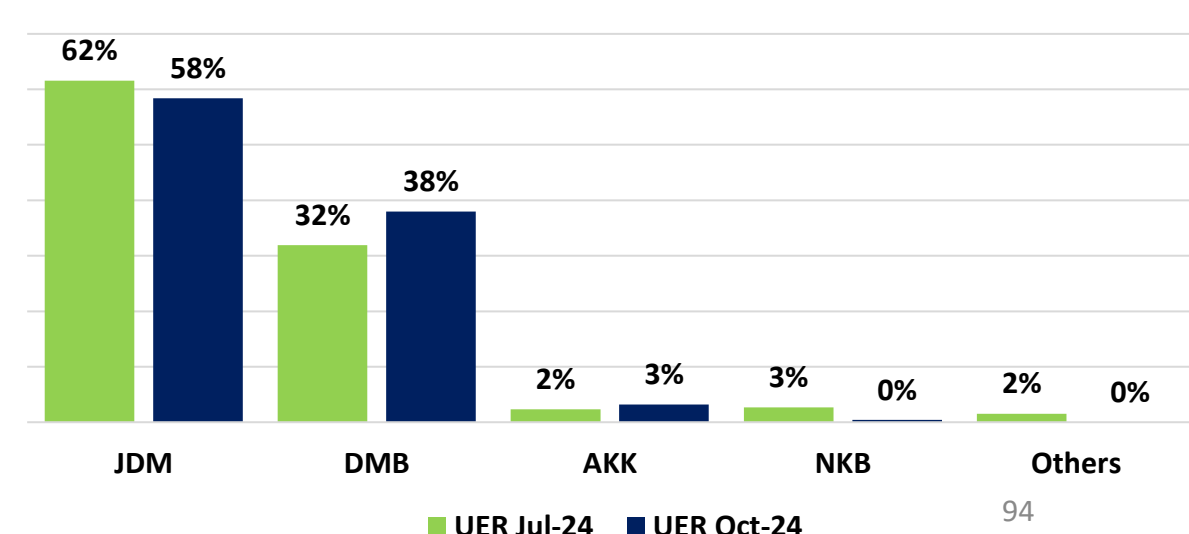
Oti Region- July v Oct 2024



Savannah Region- July v Oct 2024

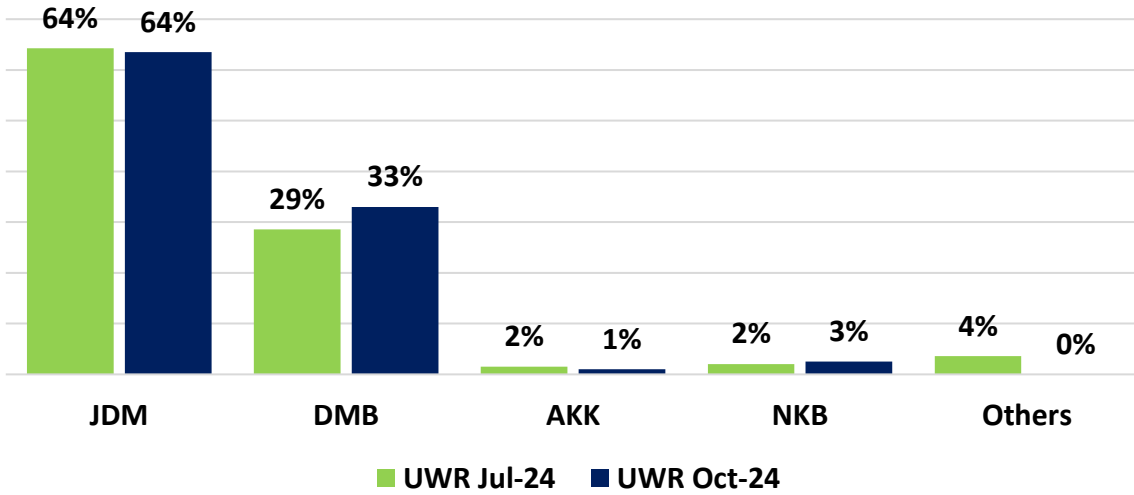


Upper East Region- July v Oct 2024

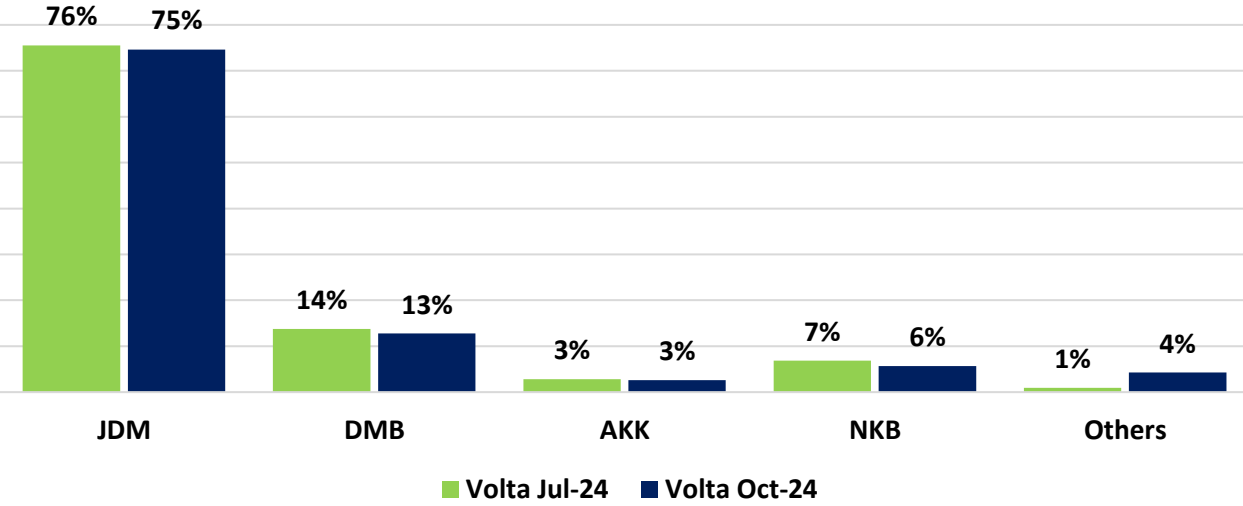


Presidential -Regions

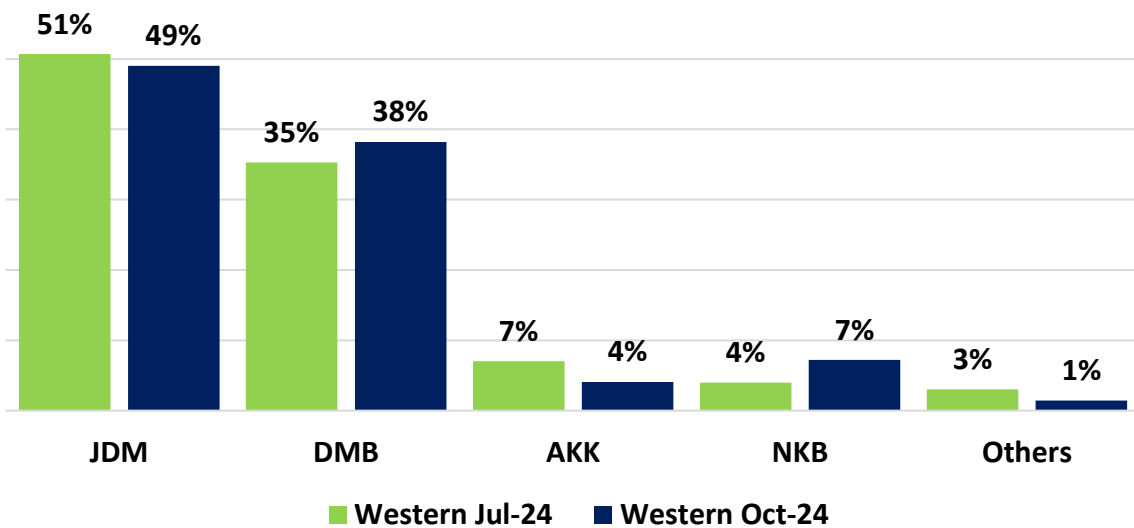
Upper West Region- July v Oct 2024



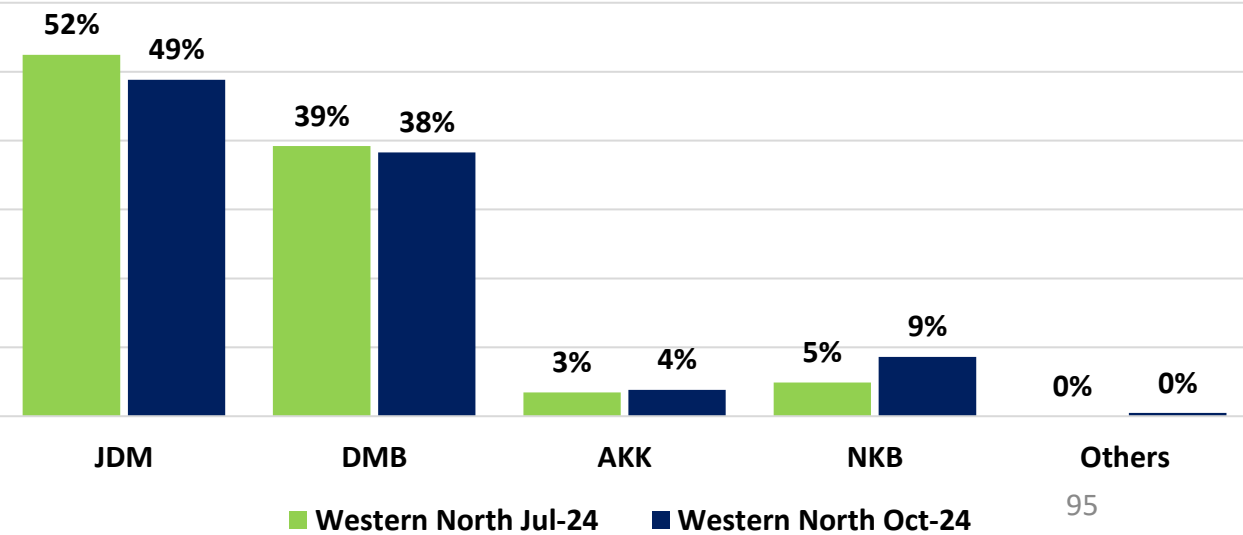
Volta Region- July v Oct 2024



Western Region- July v Oct 2024



Western North Region- July v Oct 2024



Presidential –Regional changes July-Oct 2024

	JDM			DMB		
	Jul-24	Oct-24	Changes	Jul-24	Oct-24	Changes
Ahafo	29.5%	38.8%	9.3%	50.8%	58.3%	7.5%
Ashanti	21.8%	22.3%	0.5%	65.6%	66.2%	0.6%
Bono	45.1%	51.2%	6.0%	47.3%	35.5%	-11.8%
Bono East	53.3%	55.8%	2.5%	29.4%	27.4%	-2.0%
Central	39.4%	45.1%	5.6%	30.0%	34.6%	4.5%
Eastern	34.1%	34.6%	0.6%	49.4%	42.5%	-6.9%
Greater Accra	63.8%	59.2%	-4.6%	30.7%	33.1%	2.4%
North East	44.6%	45.1%	0.4%	51.8%	51.6%	-0.1%
Northern	54.3%	65.6%	11.3%	43.4%	29.7%	-13.7%
Oti	53.4%	56.8%	3.4%	36.3%	31.1%	-5.2%
Savannah	70.5%	70.1%	-0.3%	25.4%	20.1%	-5.3%
Upper East	61.5%	58.4%	-3.1%	31.9%	38.0%	6.1%
Upper West	64.3%	63.5%	-0.8%	28.6%	33.0%	4.4%
Volta	75.5%	74.7%	-0.8%	13.8%	12.6%	-1.1%
Western	50.7%	49.0%	-1.7%	35.3%	38.2%	2.9%
Western North	52.5%	48.8%	-3.6%	39.2%	38.3%	-0.9%

Presidential –Regional changes July-Oct 2024

	AKK			NKB		
	Jul-24	Oct-24	Changes	Jul-24	Oct-24	Changes
Ahafo	8.2%	1.4%	-6.8%	2.5%	1.4%	-1.0%
Ashanti	7.6%	4.1%	-3.5%	3.8%	6.7%	2.8%
Bono	3.5%	7.0%	3.5%	4.0%	4.7%	0.7%
Bono East	10.3%	5.8%	-4.5%	5.6%	8.4%	2.8%
Central	13.0%	5.5%	-7.5%	13.5%	11.7%	-1.7%
Eastern	5.5%	7.5%	2.0%	9.8%	13.2%	3.4%
Greater Accra	3.4%	2.8%	-0.5%	2.0%	4.5%	2.4%
North East	0.9%	2.5%	1.6%	2.7%	0.0%	-2.7%
Northern	1.3%	3.0%	1.7%	0.2%	1.1%	0.9%
Oti	4.1%	6.1%	2.0%	2.7%	3.0%	0.3%
Savannah	0.0%	3.7%	3.7%	2.5%	4.5%	2.0%
Upper East	2.3%	3.2%	0.9%	2.7%	0.4%	-2.3%
Upper West	1.5%	1.0%	-0.5%	2.0%	2.5%	0.5%
Volta	2.9%	2.6%	-0.2%	6.9%	5.7%	-1.2%
Western	7.0%	4.1%	-2.9%	4.0%	7.2%	3.2%
Western North	3.4%	3.8%	0.4%	4.9%	8.6%	3.7%

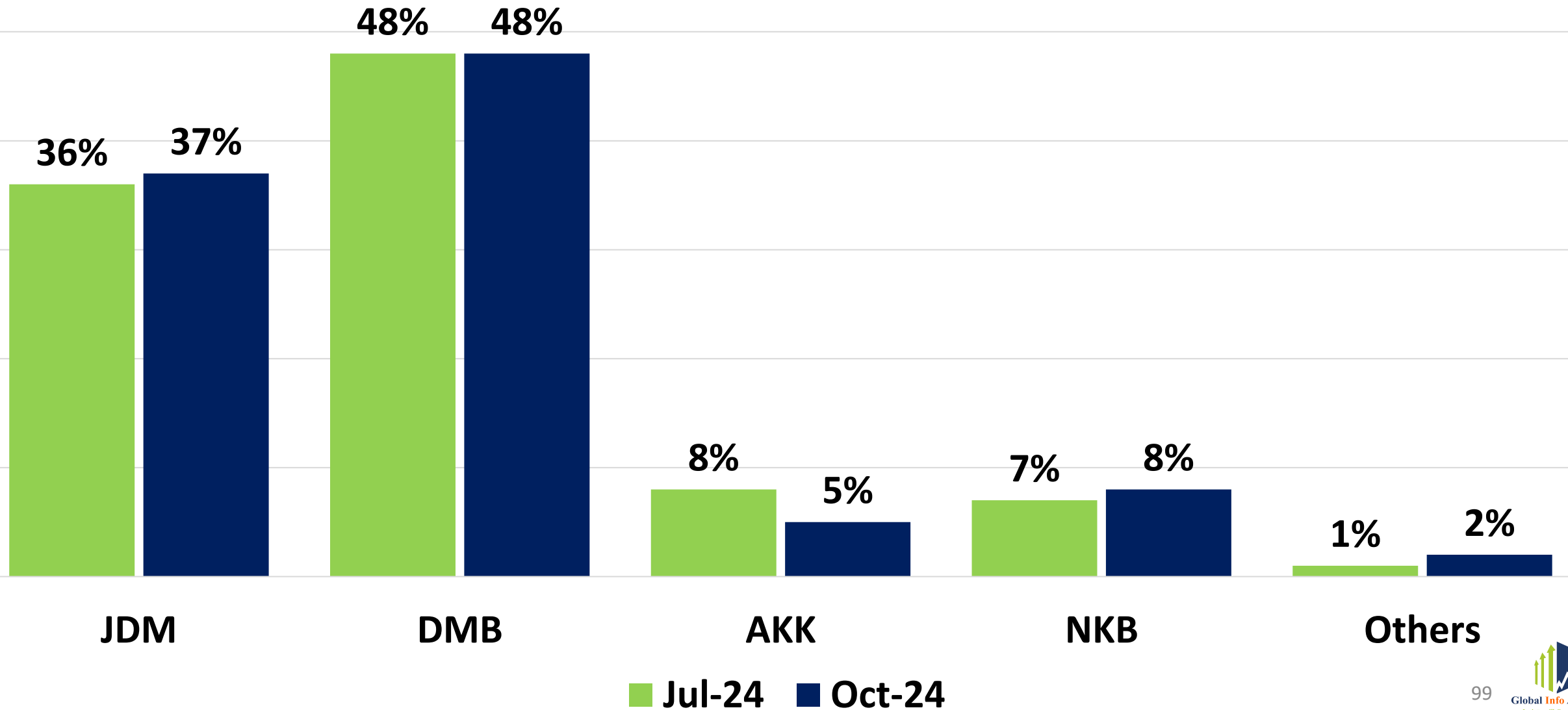
Voting intentions- Regional Blocs



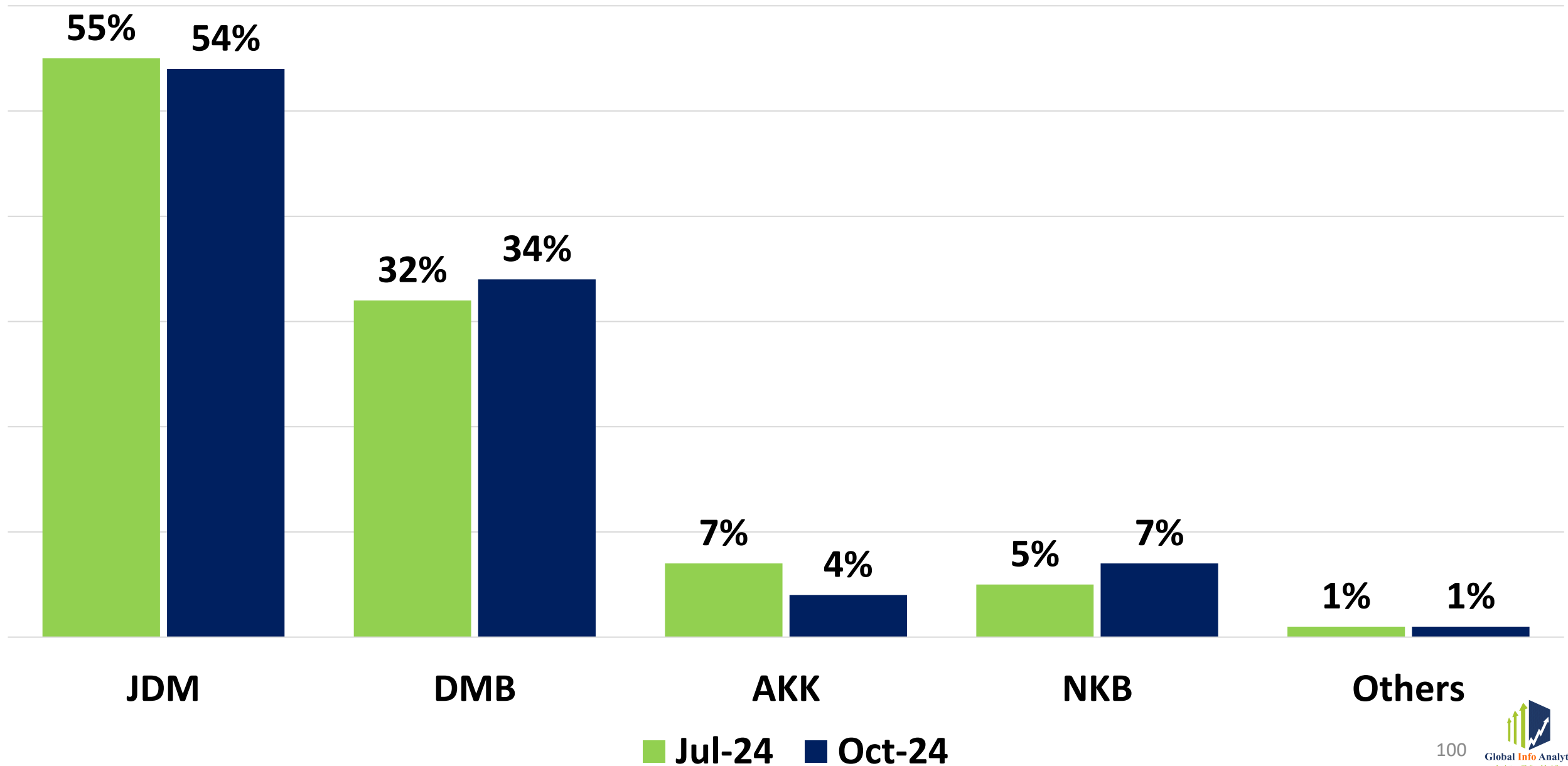
Global Info Analytics

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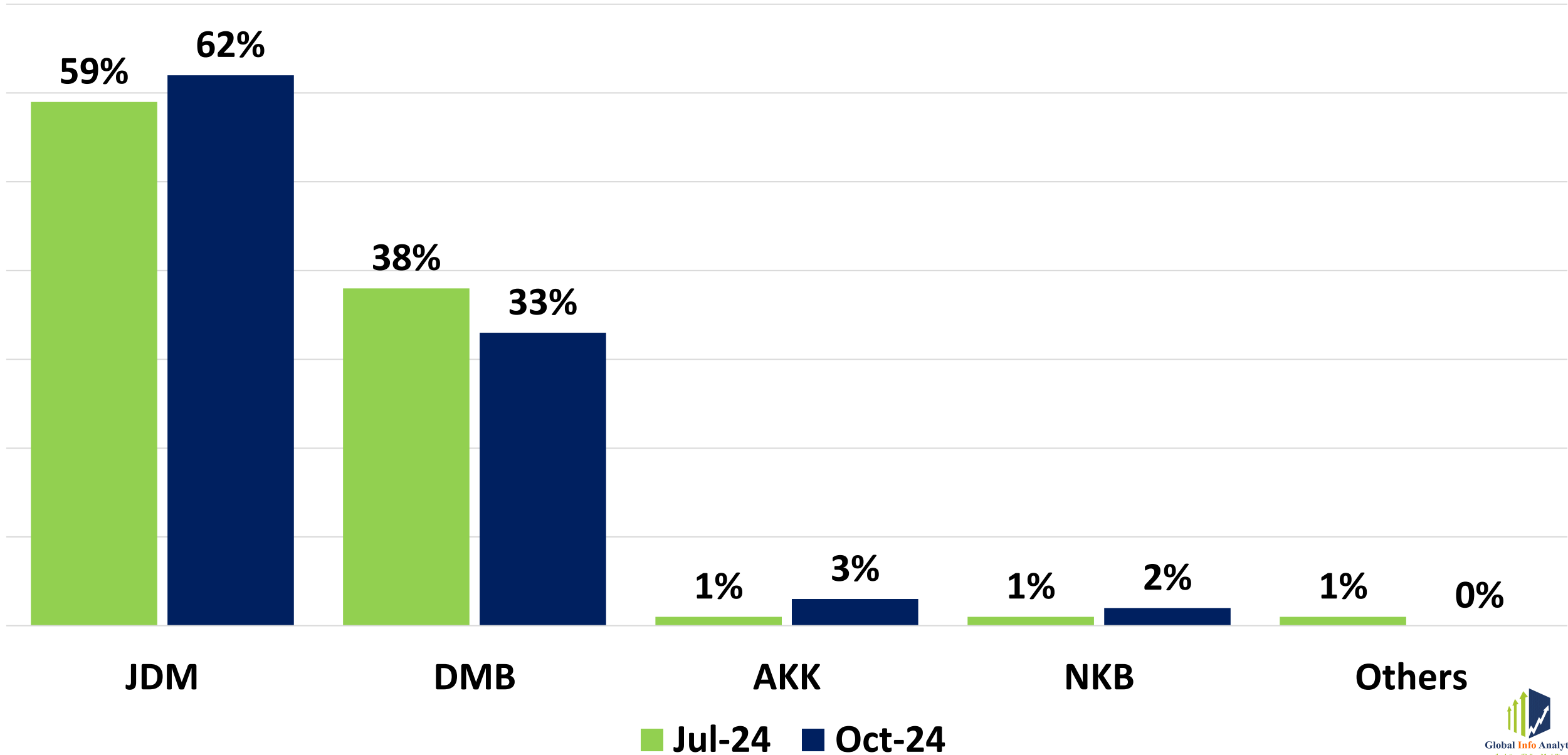
Akan Regions



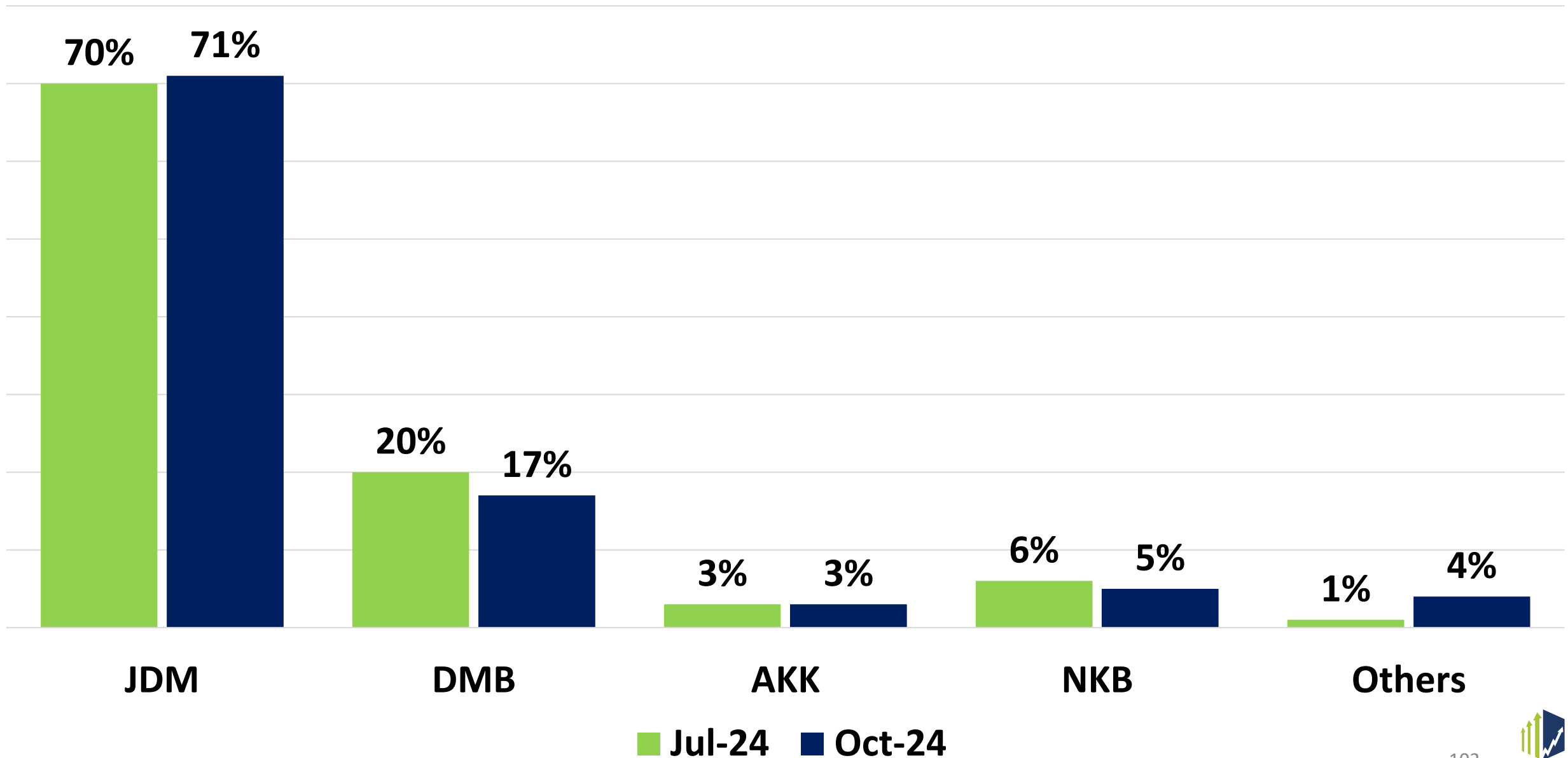
Swing Regions



Northern Regions



Volta and Oti



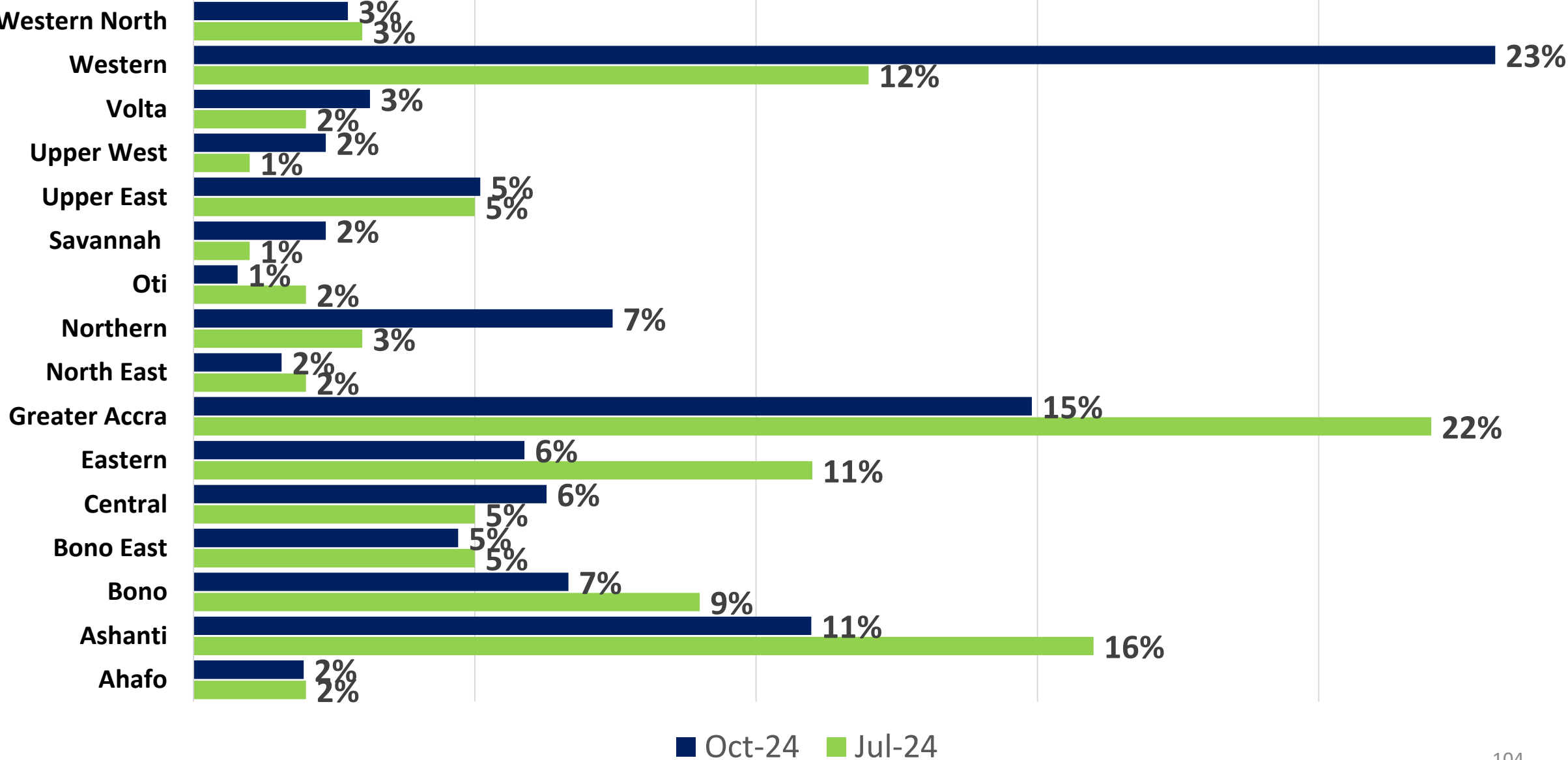
Distribution of undecided and “I will not vote”



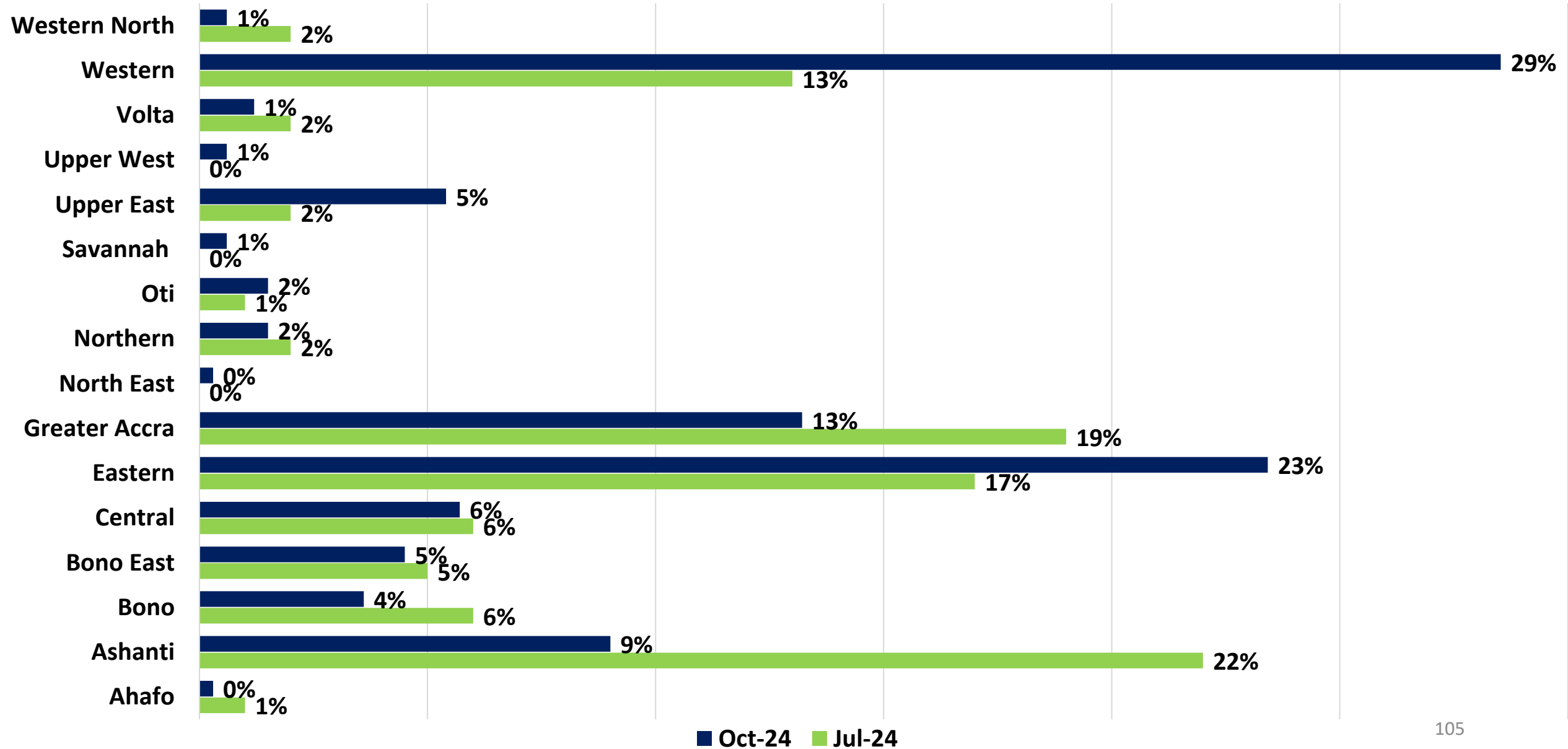
Global Info Analytics

Analytics . Polls . Modelling

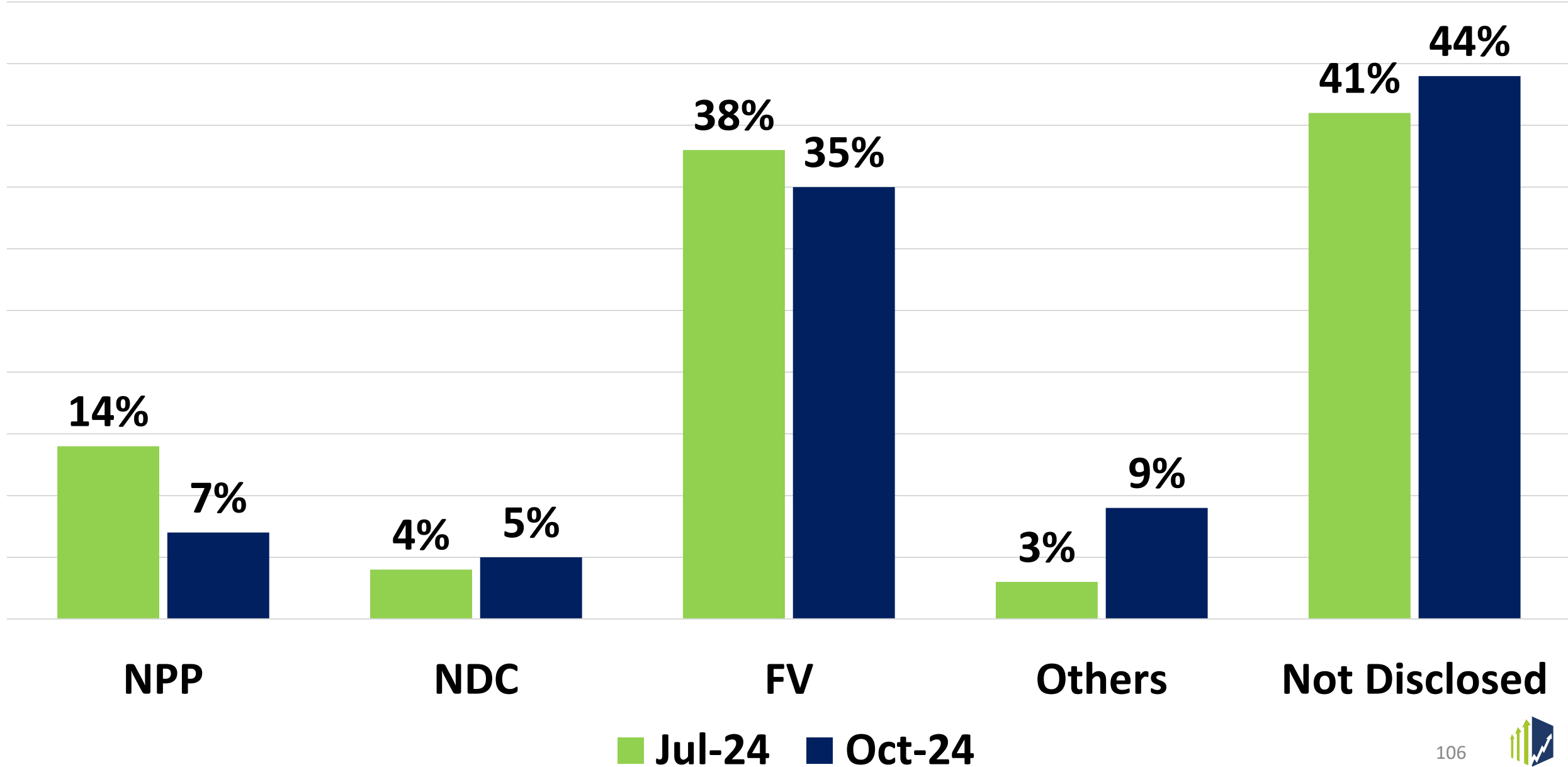
Regional Distribution of undecided voters



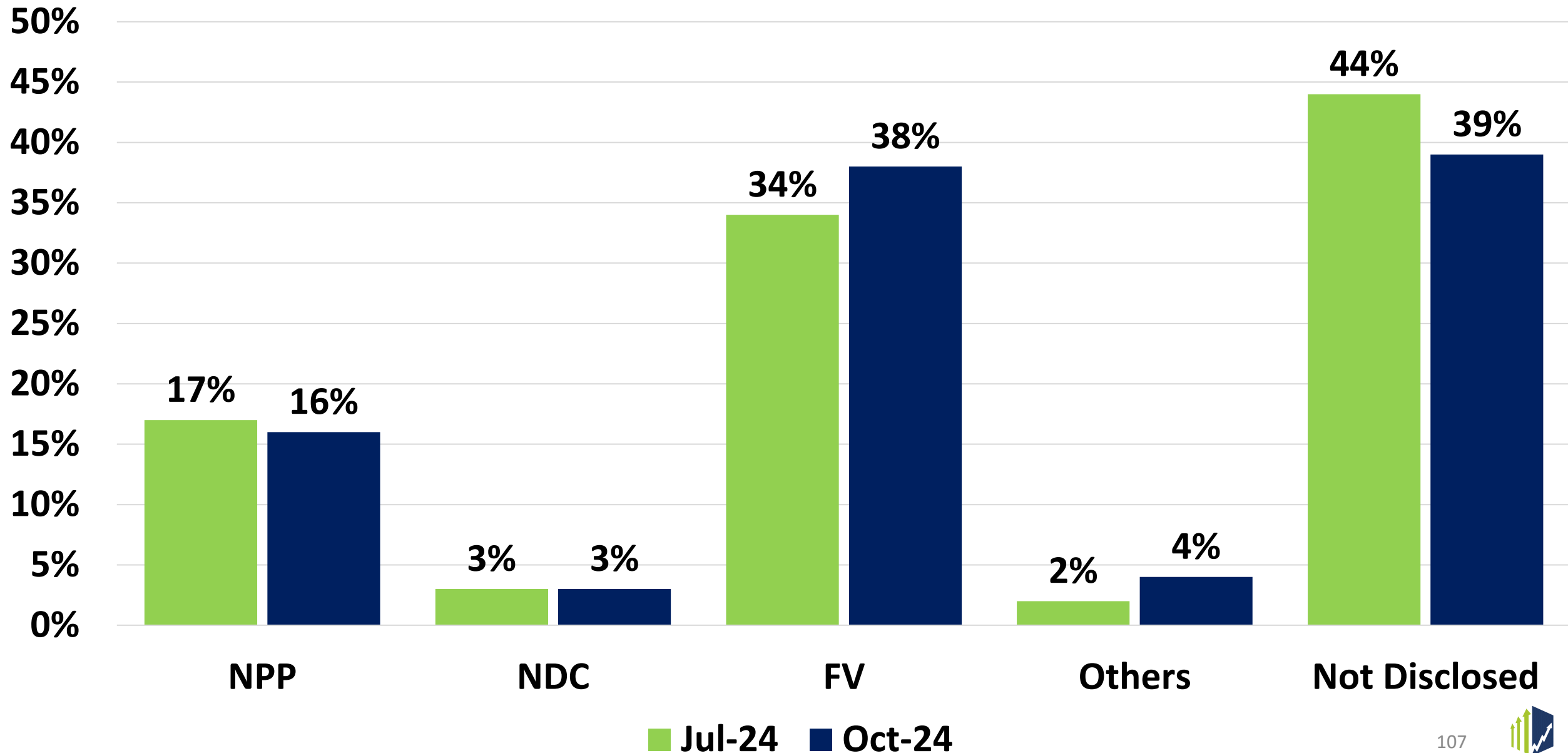
Regional Distribution of I will not vote



Undecided – Party Affiliations



I will not vote – Party Affiliations



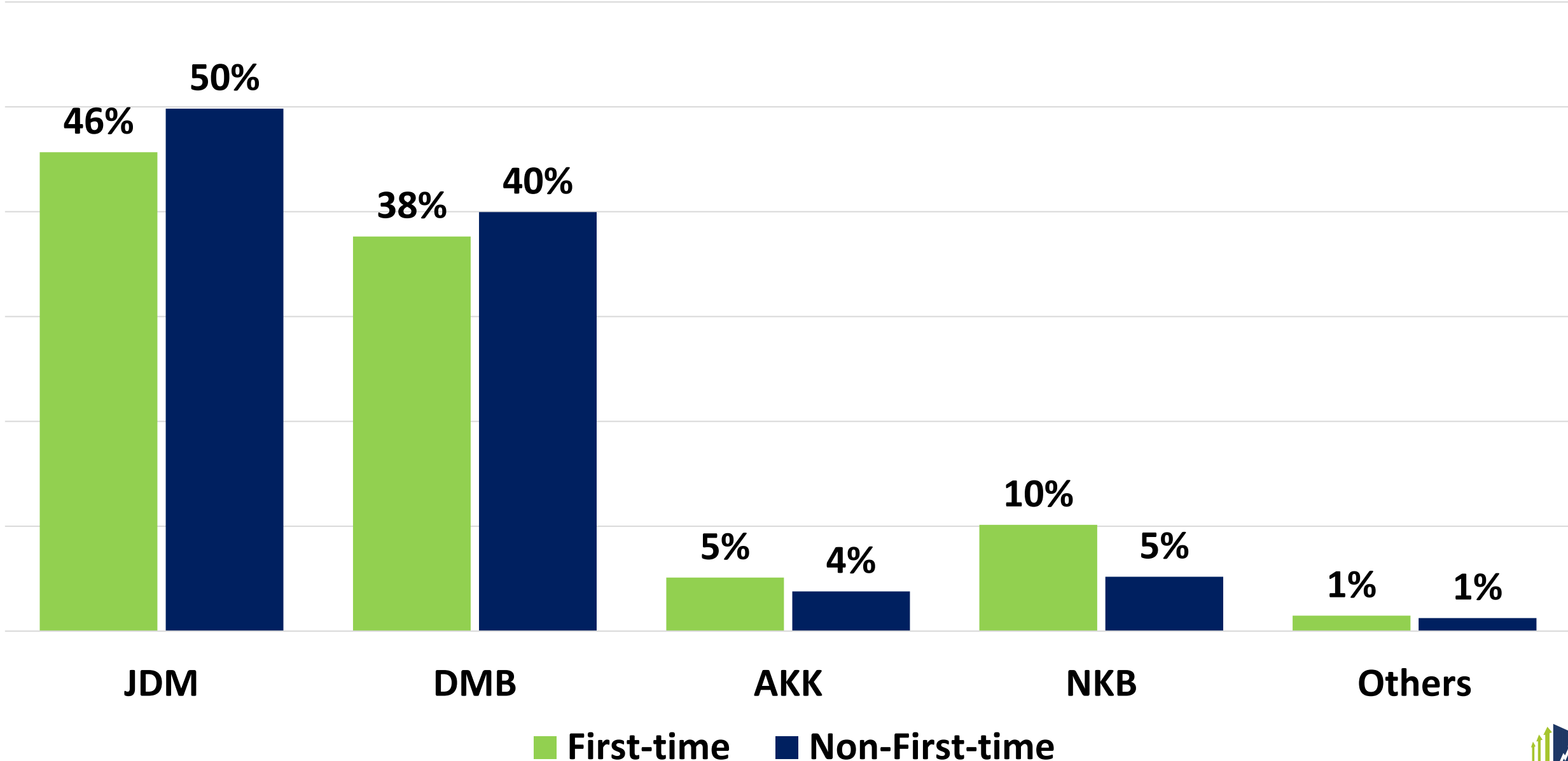
Presidential Election-First-time and Non-First-time voters



Global Info Analytics

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First-Time v Experienced Voters-Unweighted



Presidential vs. 2020 Elections- Regions



Global Info Analytics

Analytics . Polls . Modelling

National

	NADAA	JDM	S/E	Not Discl
JDM	19%	93%	17%	38%
DMB	70%	4%	2%	28%
AKK	5%	1%	22%	9%
NKB	5%	1%	34%	17%
Others	1%	0%	24%	8%

Greater Accra

	NADAA	JDM	S/E	Not Discl
JDM	20%	95%	25%	42%
DMB	69%	3%	0%	11%
AKK	5%	1%	25%	11%
NKB	5%	1%	50%	32%
Others	1%	0%	0%	5%

Central Region

	NADAA	JDM	S/E	Not Discl
JDM	37%	96%	40%	21%
DMB	49%	1%	0%	46%
AKK	4%	0%	0%	8%
NKB	9%	2%	60%	19%
Others	1%	1%	0%	6%

Western Region

	NADAA	JDM	S/E	Not Discl
JDM	19%	94%	0%	22%
DMB	69%	3%	20%	50%
AKK	4%	2%	0%	6%
NKB	7%	2%	60%	11%
Others	1%	0%	20%	11%

Swing Regions

	NADAA	JDM	S/E	Not Discl
JDM	24%	95%	21%	26%
DMB	65%	2%	7%	39%
AKK	4%	1%	7%	8%
NKB	6%	1%	57%	20%
Others	1%	0%	8%	7%

Swing Regions- Candidates Coalition of voters from 2020 perspective

	NADAA	JDM	S/E	Not Discl	Total
JDM	23%	75%	0%	2%	54%
DMB	92%	3%	0%	5%	34%
AKK	75%	11%	2%	12%	4%
NKB	62%	11%	8%	19%	7%
Others	22%	3%	51%	24%	1%

Akan Regions

	NADAA	JDM	S/E	Not Discl
JDM	17%	91%	13%	31%
DMB	71%	6%	4%	34%
AKK	5%	0%	17%	11%
NKB	6%	2%	46%	18%
Others	1%	1%	20%	6%

Northern Regions

	NADAA	JDM	S/E	Not Discl
JDM	20%	93%	60%	60%
DMB	74%	4%	0%	23%
AKK	4%	1%	40%	3%
NKB	2%	1%	0%	7%
Others	0%	1%	0%	7%

Volta & Oti

	NADAA	JDM	S/E	Not Discl
JDM	25%	95%	0%	51%
DMB	56%	2%	0%	6%
AKK	8%	1%	25%	3%
NKB	8%	1%	13%	14%
Others	3%	1%	62%	26%

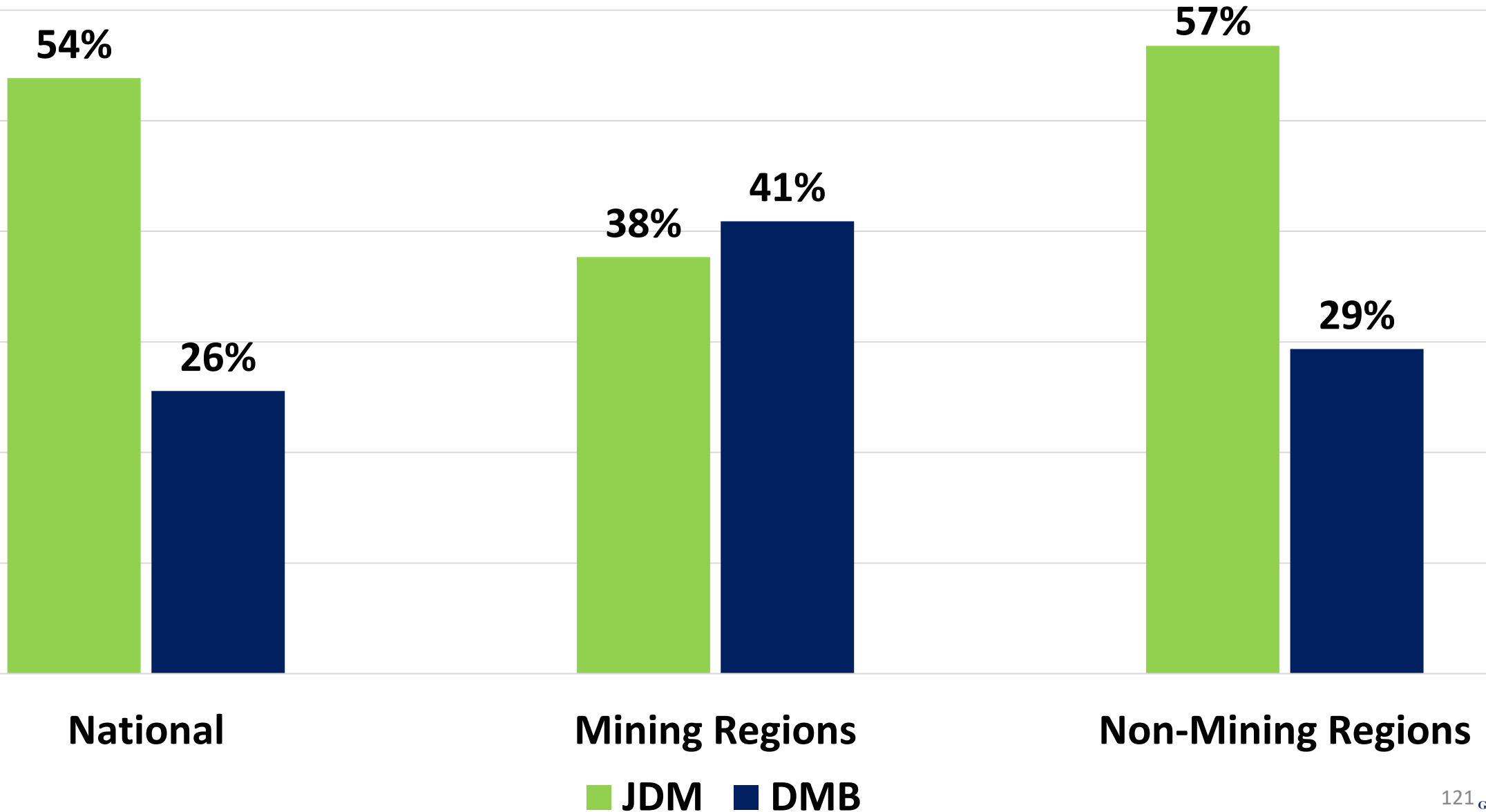
Galamsey and potential impact on the elections



Global Info Analytics

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Which of the following have greater influence on how you will vote in the 2024 elections? Galamsey



No of
constituencies
candidates lead



Global Info Analytics

Analytics . Polls . Modelling

Number of Constituencies Candidate Lead

	No. of Constituencies	%
JDM	63	57%
DMB	47	42%
Tied	1	1%
Total	111	100%

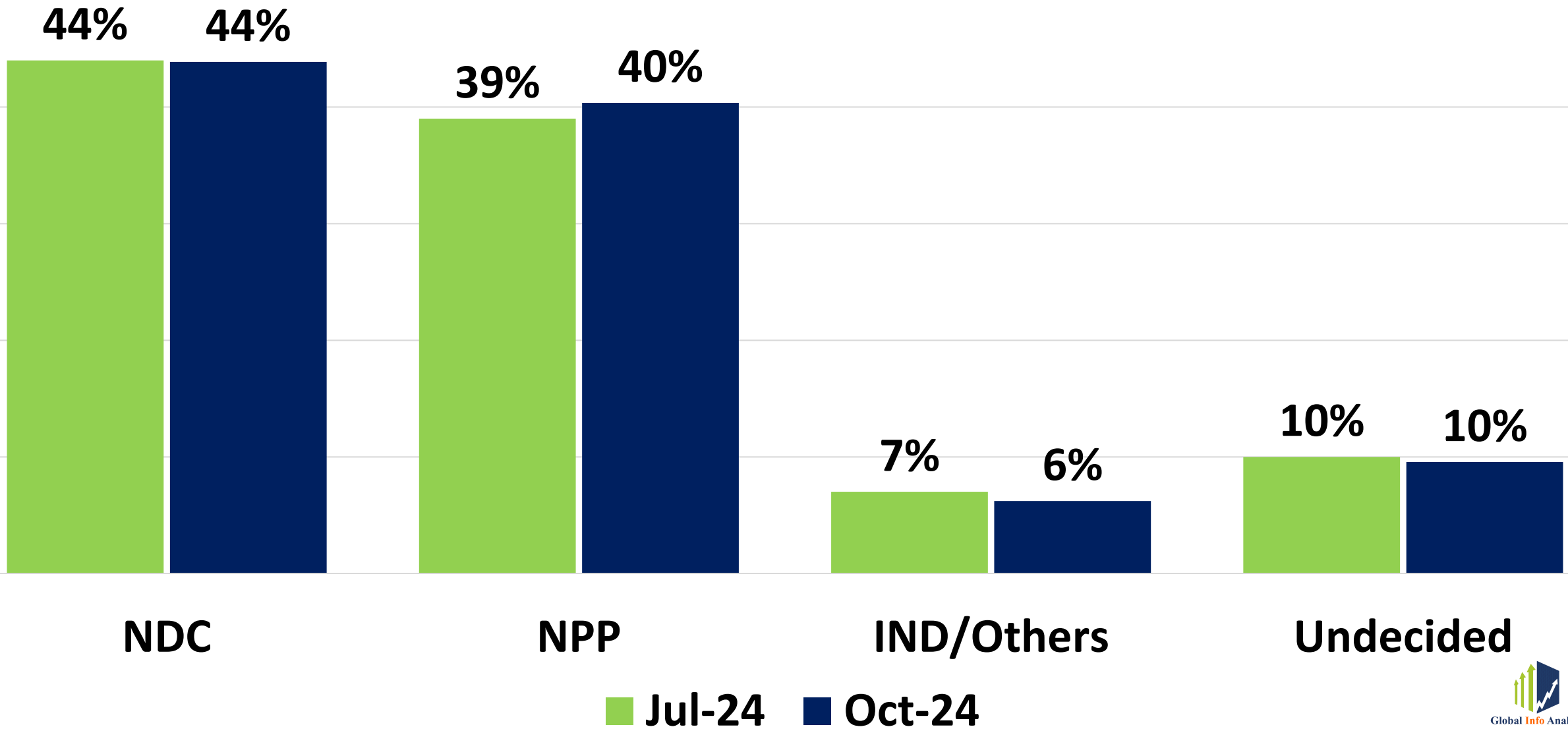
Parliamentary Elections



Global Info Analytics

Analytics . Polls . Modelling

Which Party's Parliamentary Candidate do you intend to vote for?



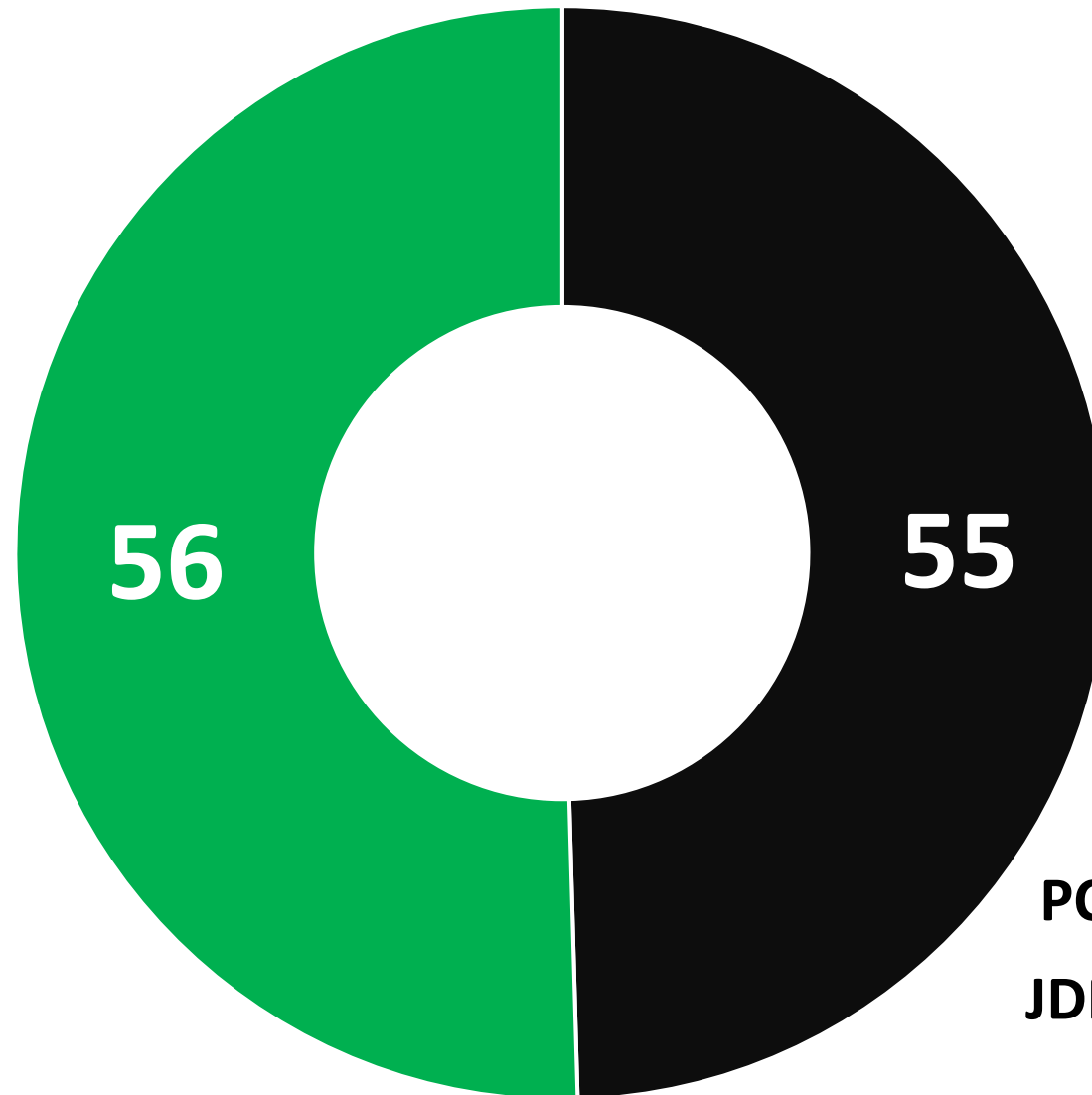
Skirt and Blouse



Global Info Analytics

Analytics . Polls . Modelling

Skirt and Blouse – Mahama and NDC PCs

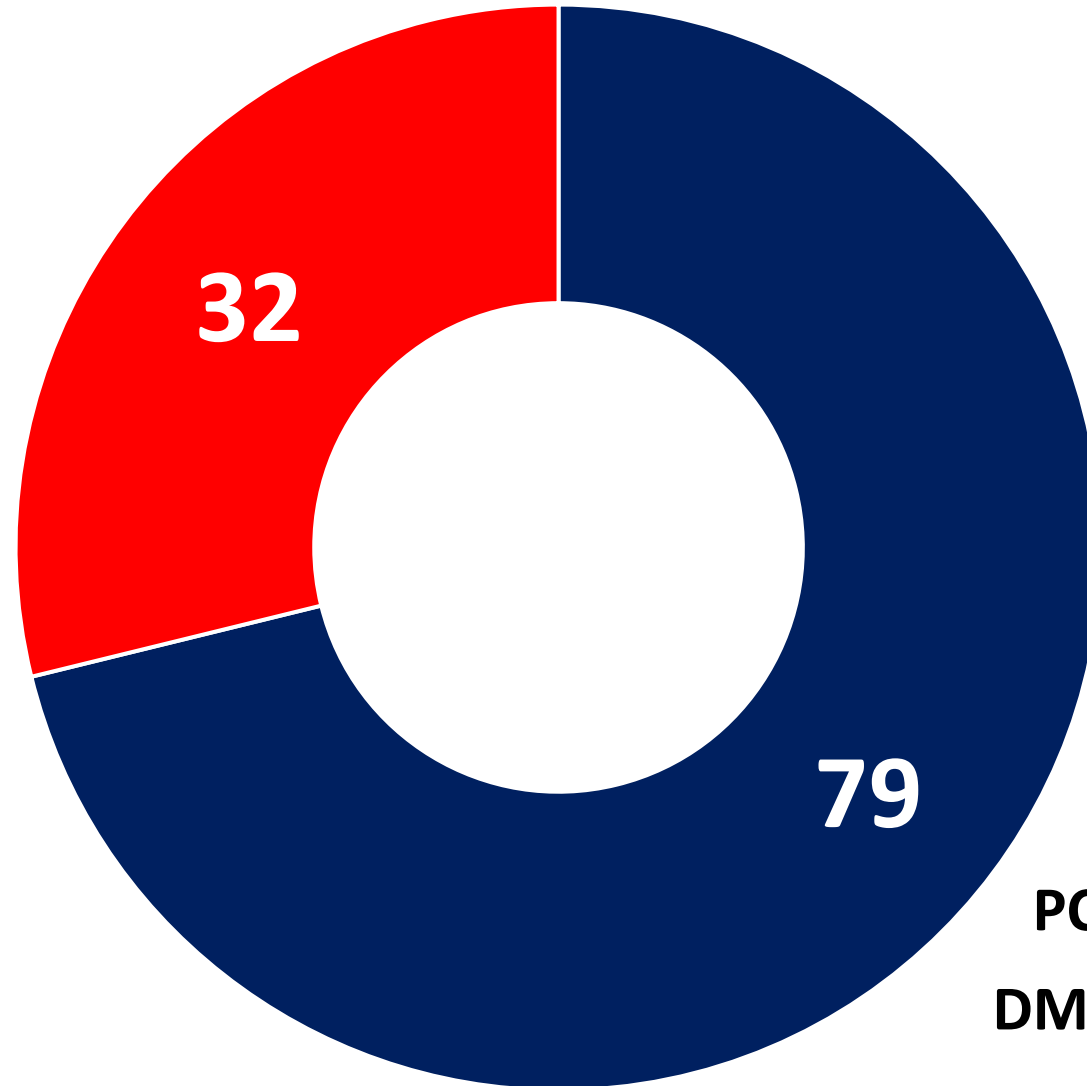


PCs outperforming JDM = 50%
JDM outperforming PCs = 50%

■ NDC PCs outperforming JDM

■ JDM outperforming NDC PCs

Skirt and Blouse –Dr Bawumia and NPP PCs



PC outperforming DMB =71%
DMB outperforming PCs = 29%

■ NPP PCs outperforming DMB

■ DMB outperforming NPP PCs

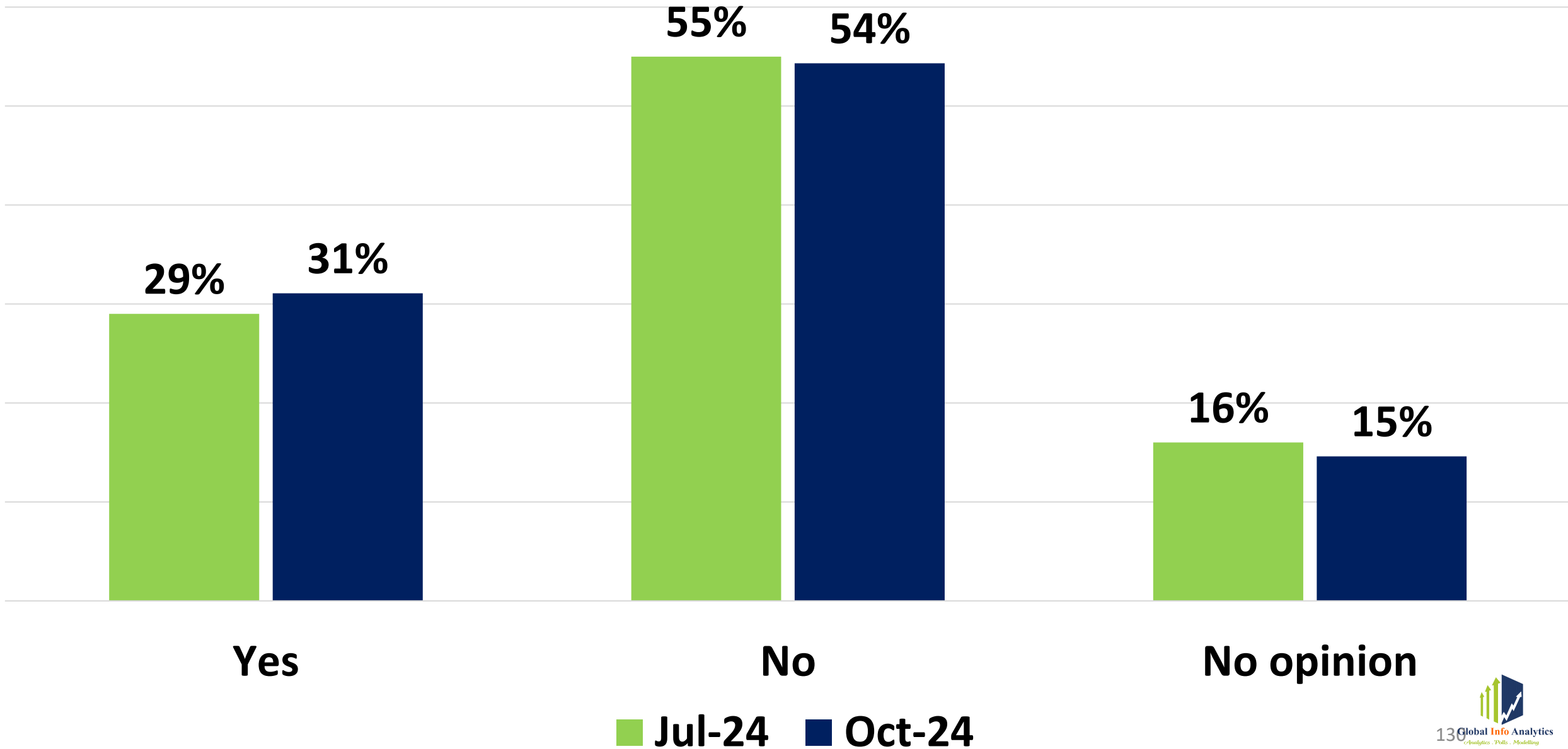
Breaking the “Eight”



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Do you believe that the NPP can "Break the Eight"?



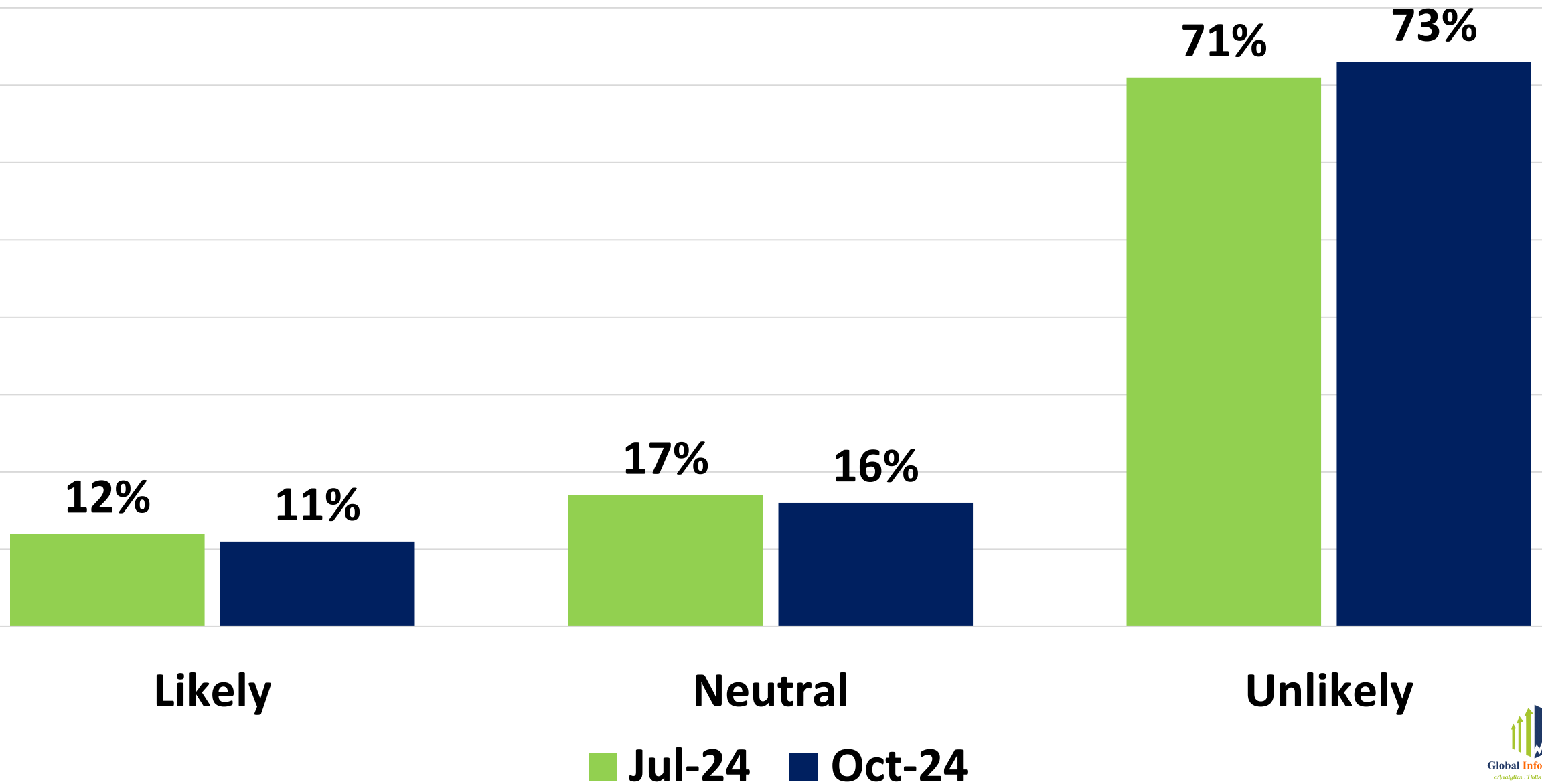
Likelihood of Changing Voting Intentions



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How likely are you going to change your mind about your voting intentions?





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