



Methodology & Approach

Methodology and Approach:

- ❑ Our sample sizes are usually determined using the estimated voting population (18.5 million), our preferred margin of error, usually +/- 1.7% and 99% confidence level.
- ❑ Samples are then allocated to the various regions using EC 2020 votes register as a frame.
- ❑ 30% of the constituencies in each of 16 regions are then selected randomly using simulating model
- ❑ The regional quota is then allocated to the randomly selected constituencies based on the voting population of each of the constituencies selected relative the others.
- ❑ Samples allocated to each constituency is further allocated to up a maximum of 3 electoral areas in the constituencies based on voting population of the electoral areas selected.
- ❑ Samples of less than 50 is assigned to one electoral area, sample between 50-100 is allocated to two electoral areas, samples between 100-150 is assigned to three electoral areas.
- ❑ Voters are selected randomly in the communities to respond to the polls and polls are not conducted among any groups of people.
- ❑ The presidential polls is based on “likely voters” model, meaning the views of undecided and I will not vote have been excluded in the analysis

Methodology and Approach:

- The poll is cross-sectional and was carried out in 82 constituencies in all the 16 regions.
- The weighted poll uses the following 3-months moving average of party affiliations:
 - NPP 30% (voters who usually vote for NDC)
 - NDC 34% (voters who usually vote for NPP)
 - Floating voters 19% (voters who vote for different political parties in the past elections or don't want to be associated with any of the parties if they are first-time voters)
 - other parties 2% (voters who vote smaller parties) and
 - Not disclosed 15% (voters who decline to disclose the parties to usually vote for in elections).
- The weighted average party affiliations are recalculated every 3 months.
- Demographic questions are kept at the end of the survey in order not to influence voters' responses if demographics are disclosed early in the survey.
- Demographic analysis of the results would have higher margin of error.
- Survey instruments are deployed using smart phones and responses are relayed to the system in real time.
- The survey tool is equipped with GPS functionality to enable the location of the survey to be tracked in real time