



Global **Info** Analytics

*Analytics . Polls . Modelling*

# National Opinion Poll

## 2024 General Elections

### 2<sup>nd</sup> July 2024

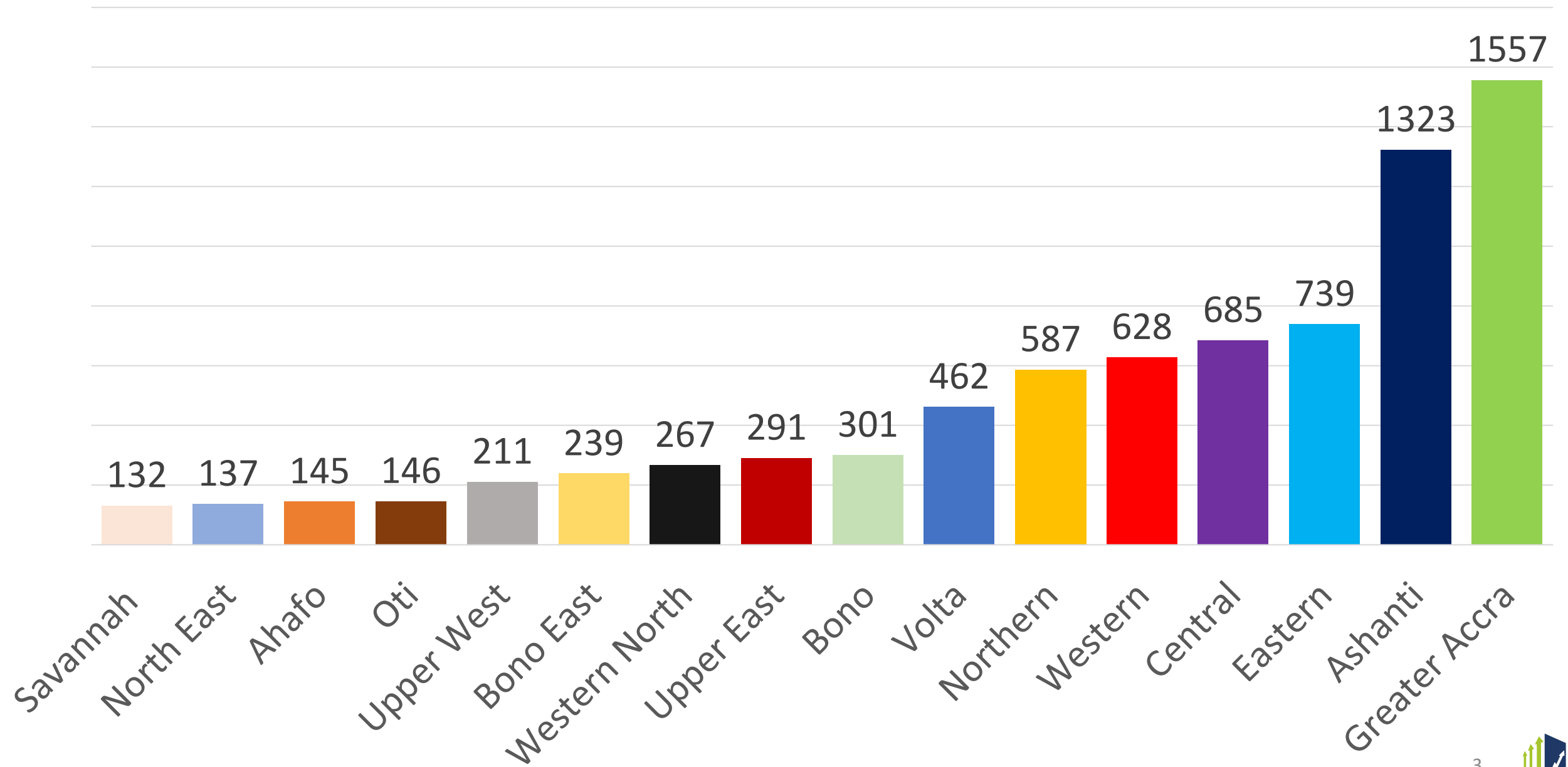
## Governance & General Elections

### Cituation Room – Channel One

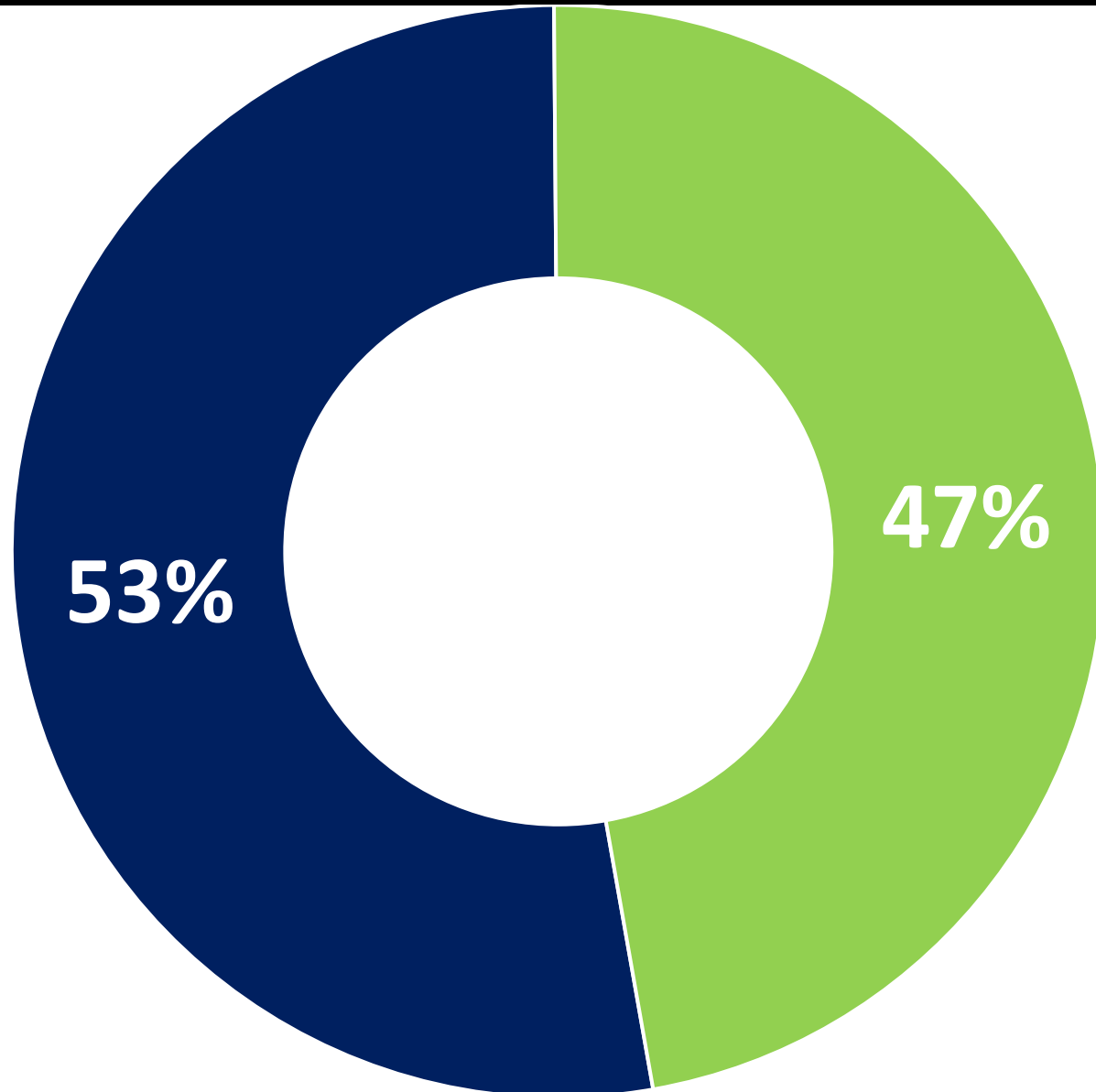
## Methodology and Approach:

- Sample size: 7,931 voters were interviewed and 7,398 answered all the questions, representing 93% completion rate.
- Confidence level: 99% and Margin of Error of 1.42%.
- Demographic analysis of the results would have higher margin of error.
- The Electoral Commission's 2020 voters register was used as sample frame.
- The presidential poll is based using "All Voters", "Likely Voters" and "Pledged/Committed Voters" models.
- The poll is cross-sectional and was carried out in 111 constituencies in all the 16 regions.
- Computer Assisted Personal Interviews were conducted between 21st - 30th June 2024

# Regional Samples Completed

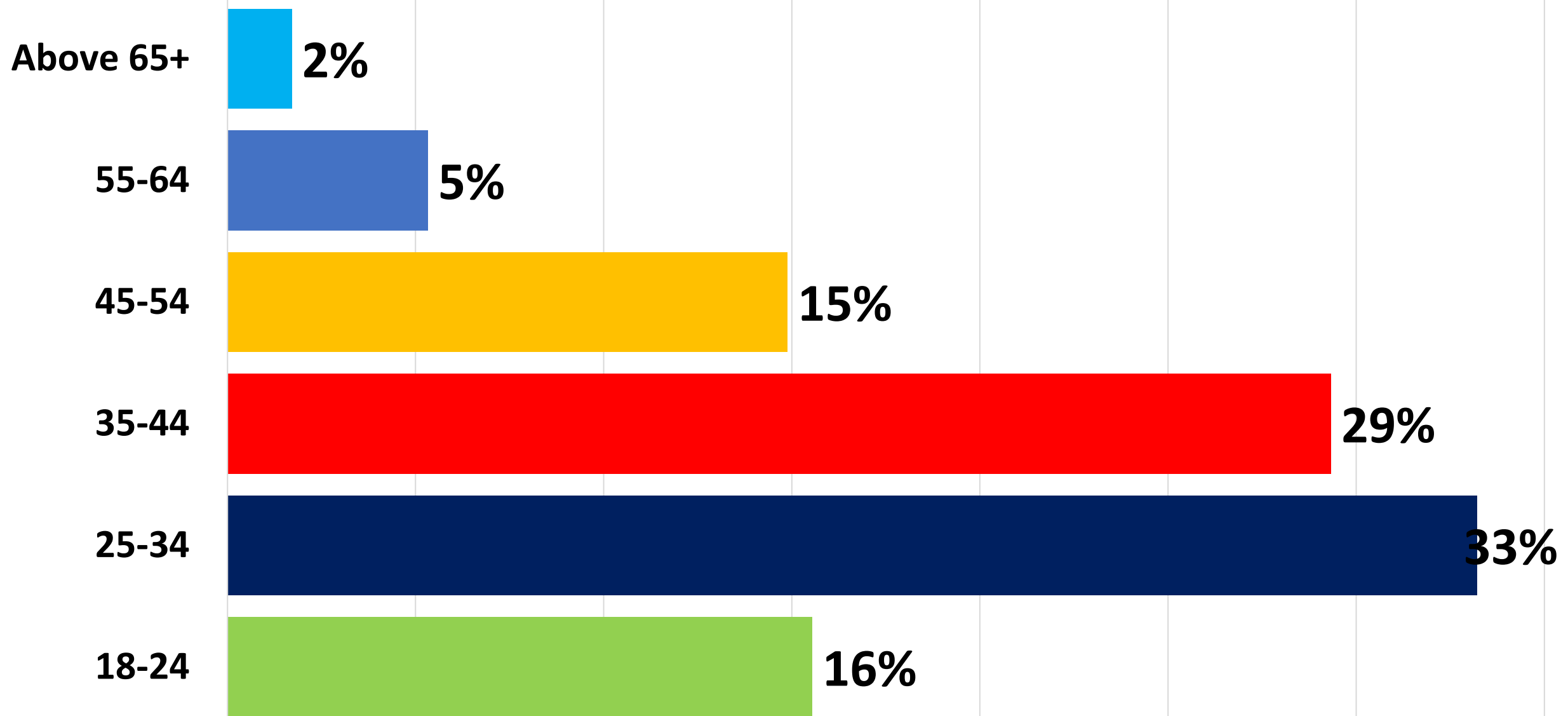


# Gender

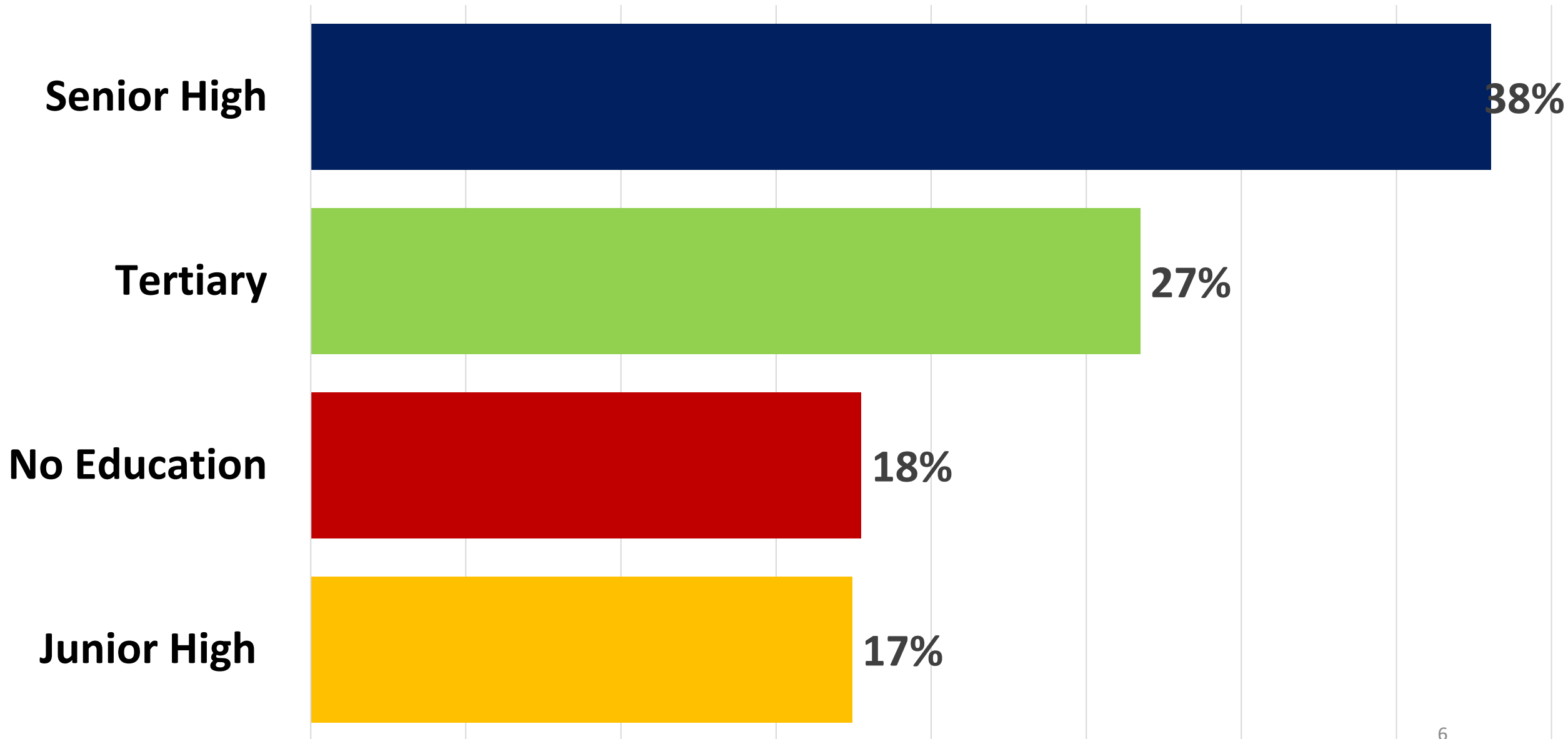


- Male
- Female

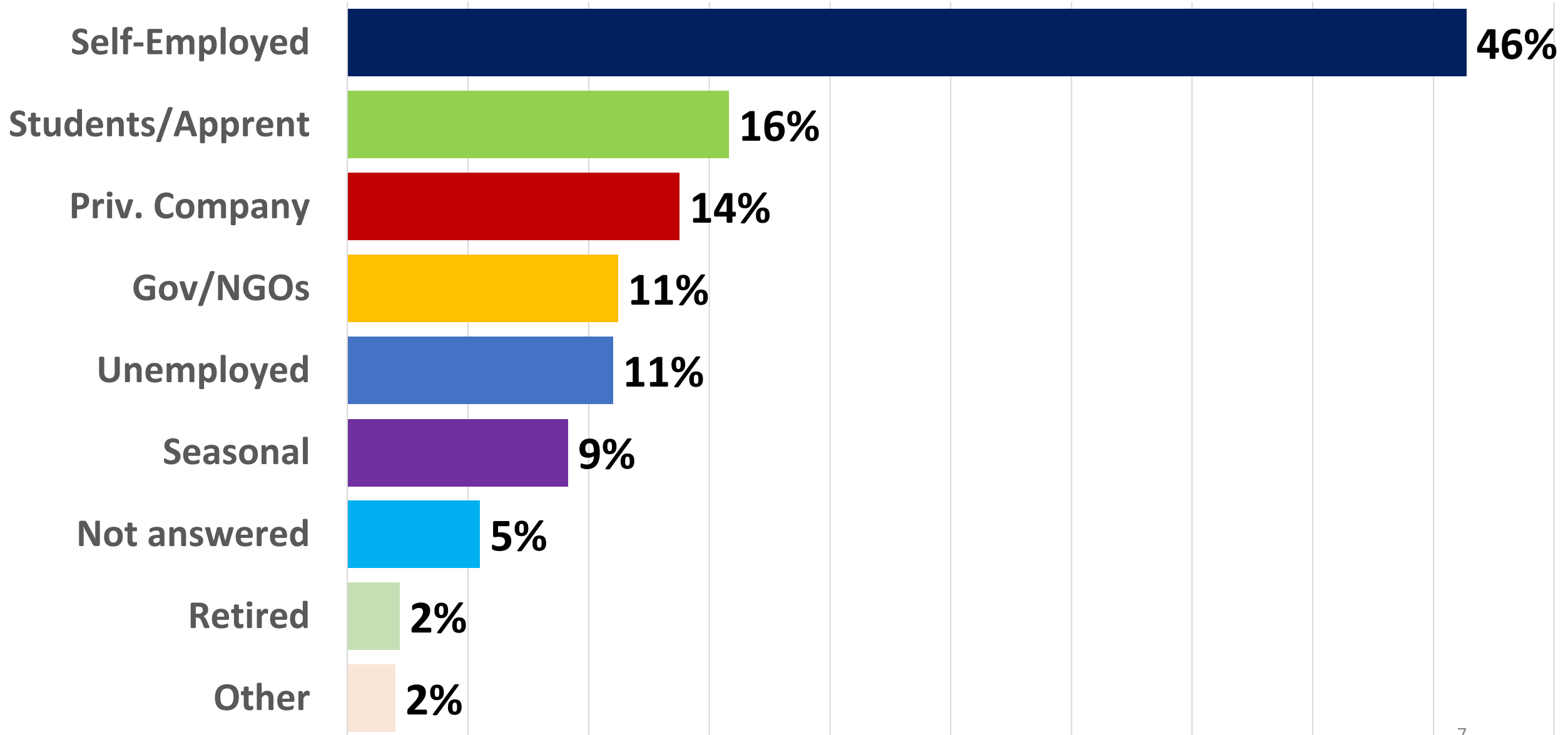
# Age Groups



# Education



# Employment



# Religion

Christianity

68%

Islam

20%

Non-religious

4%

Traditional

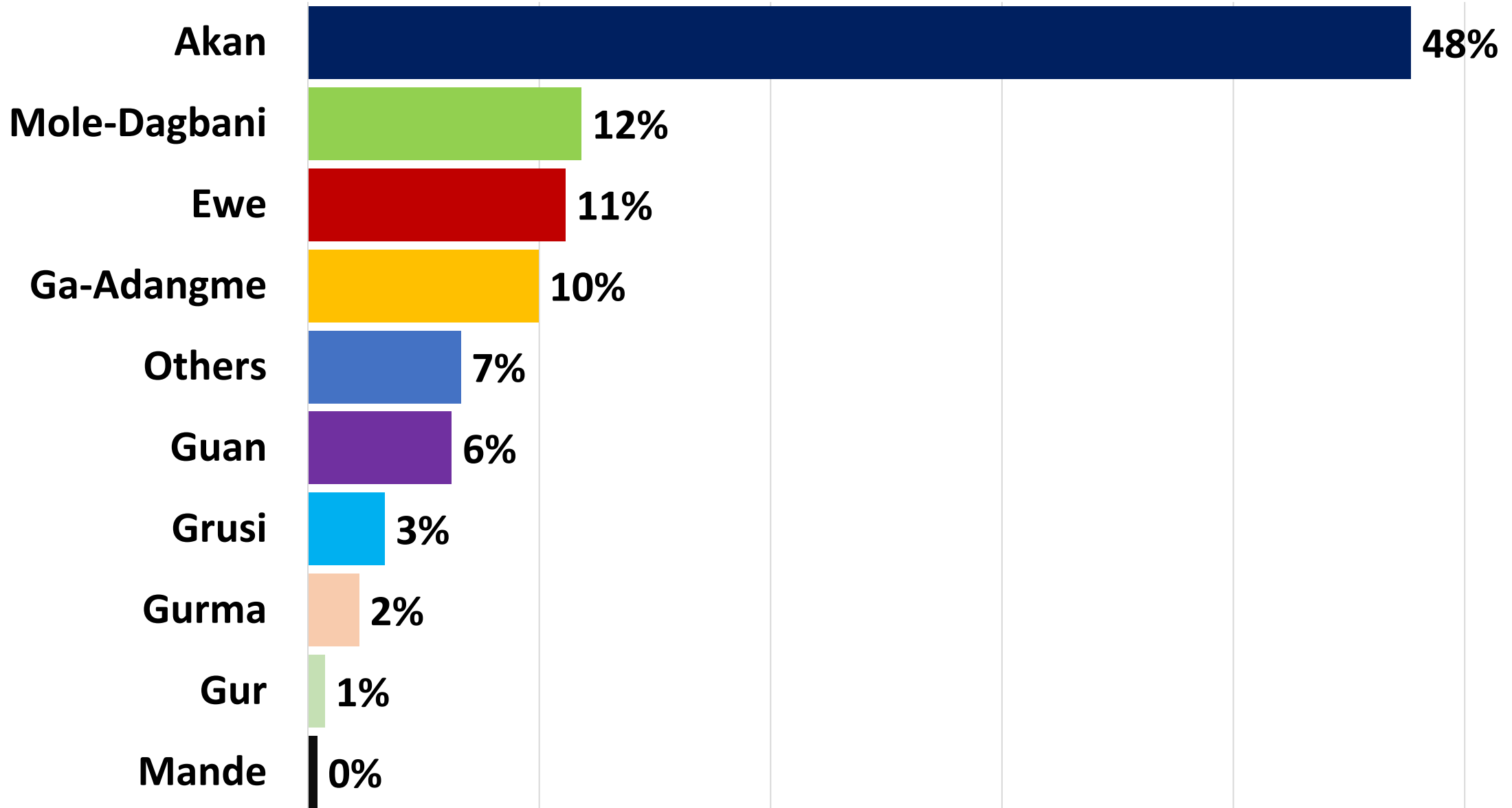
4%

Others

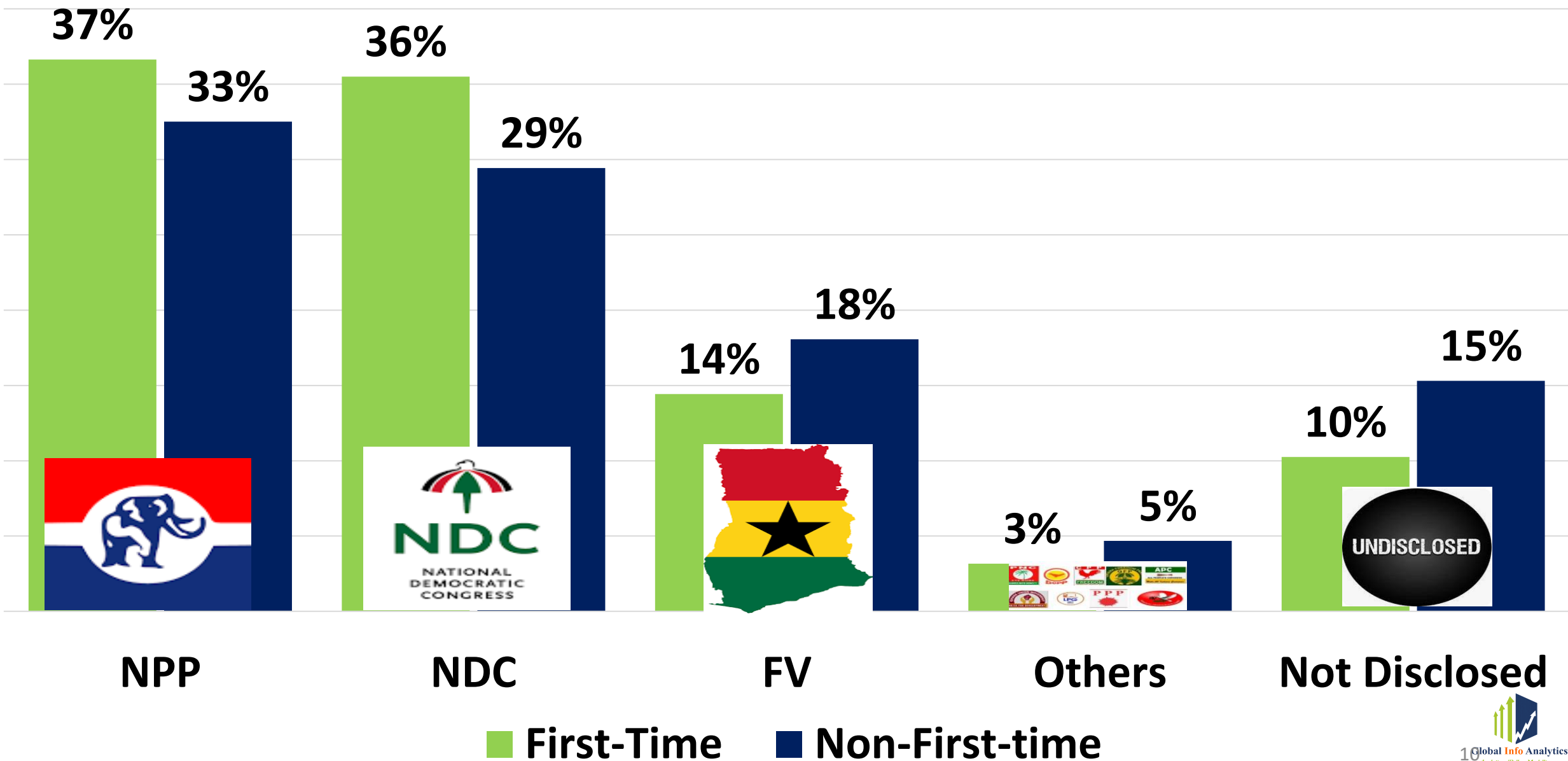
3%



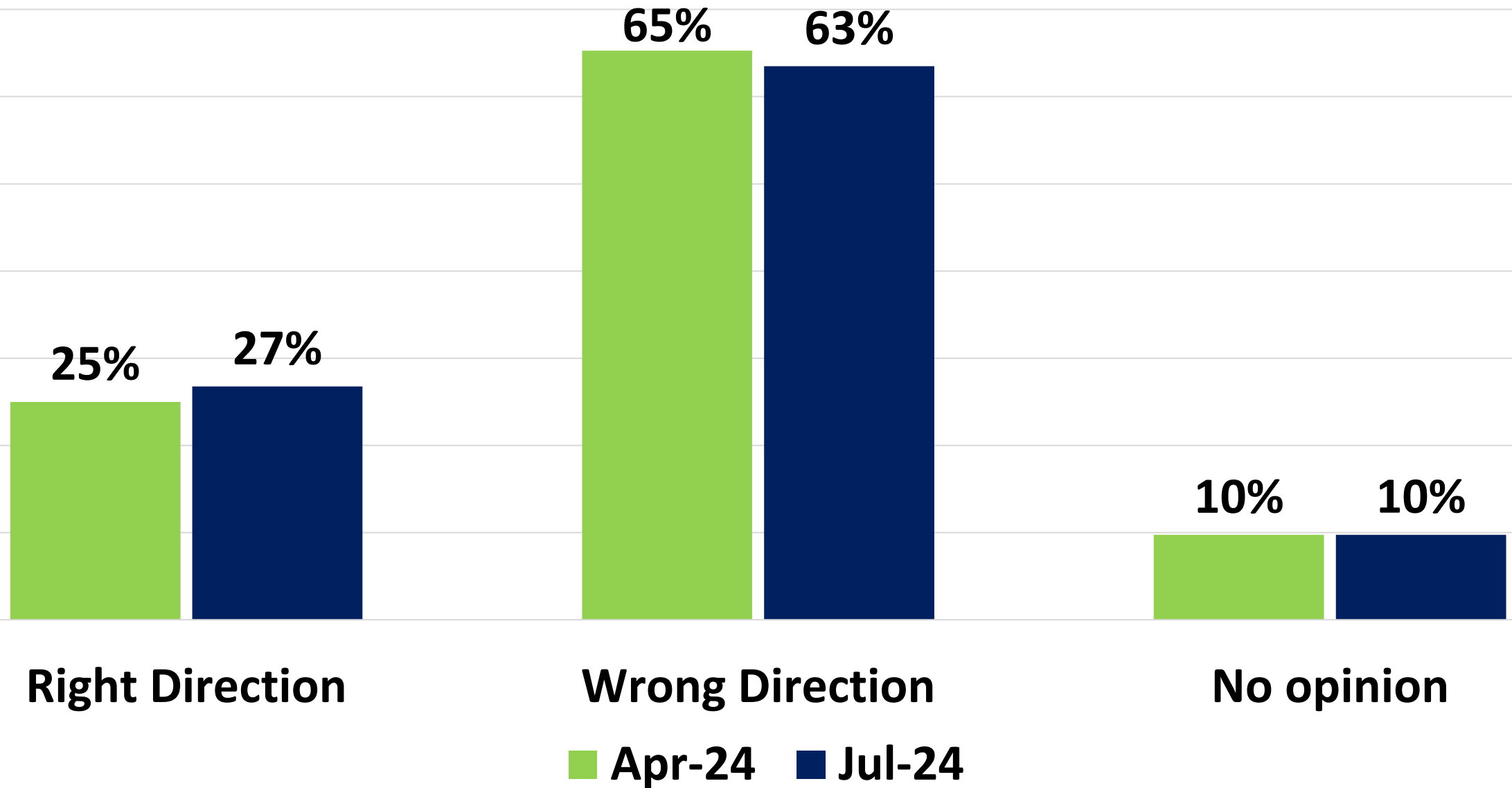
# Ethnic Groups



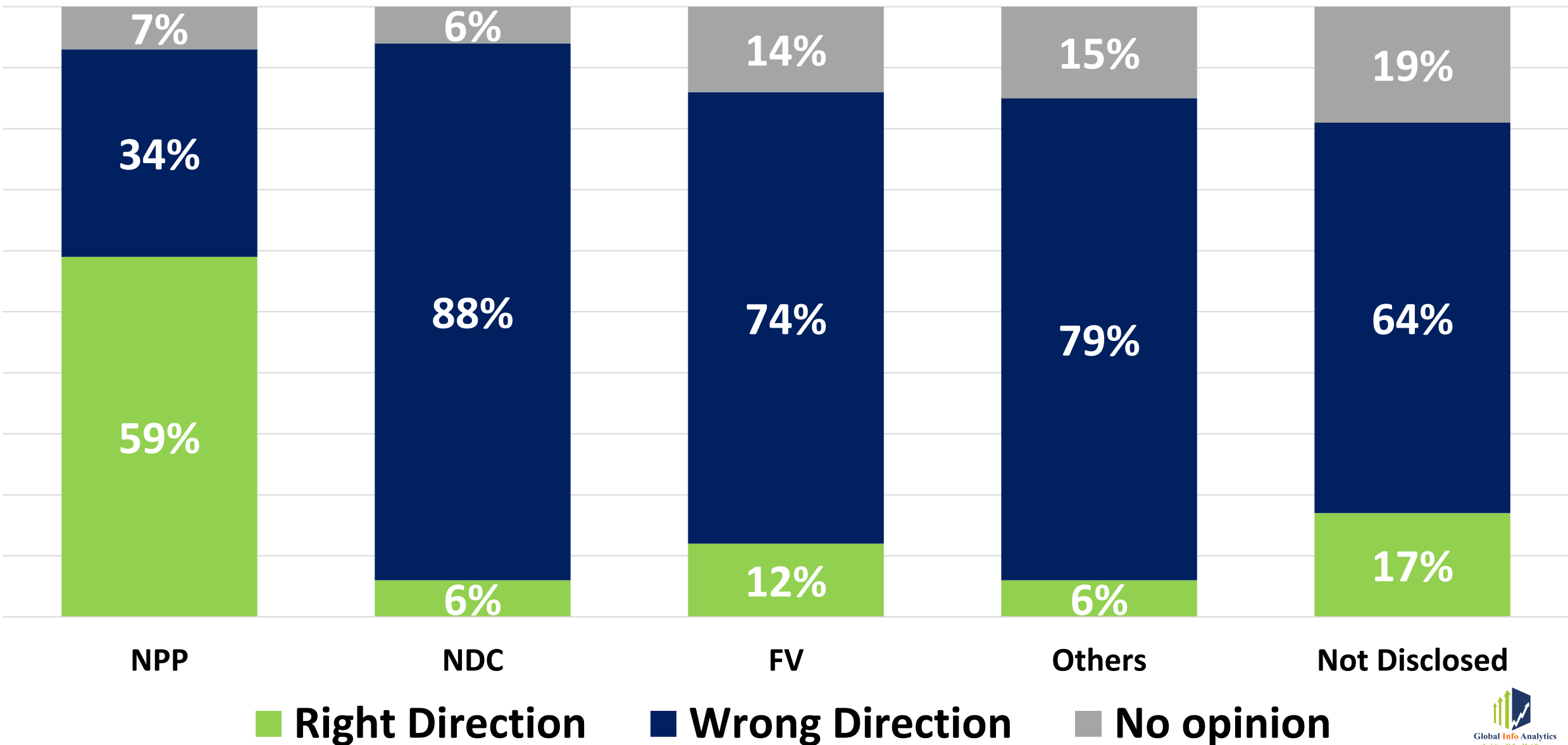
# Party Affiliations-First-Time Voters



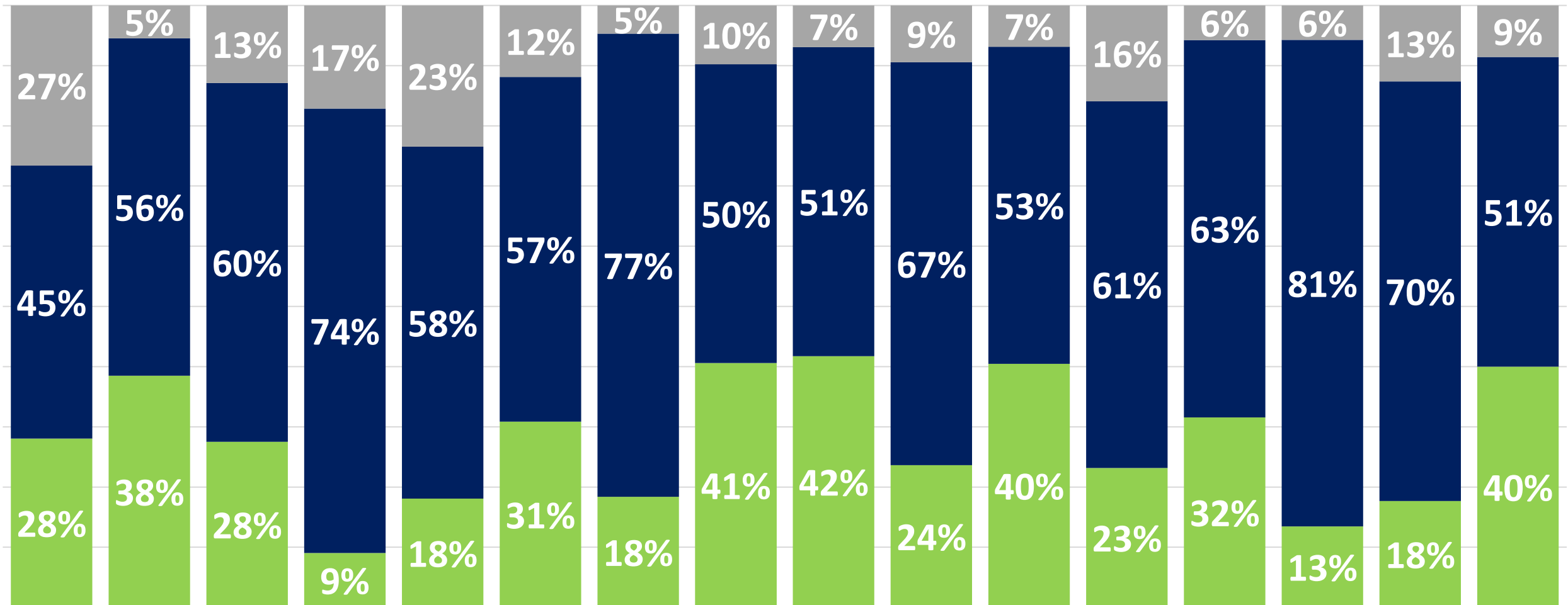
# Direction of the country



# Direction of the country-Party Affiliations



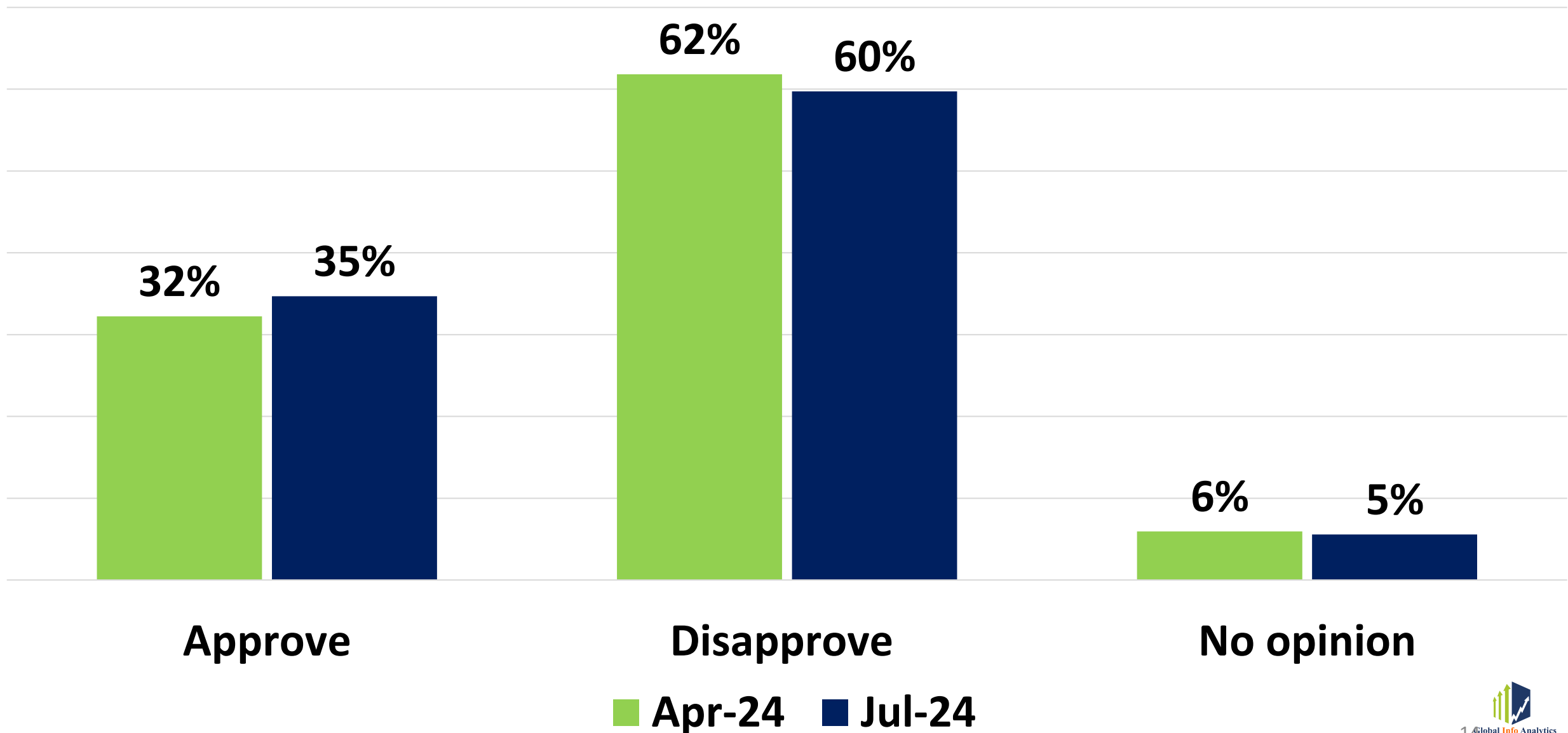
# Direction of the country-Regions



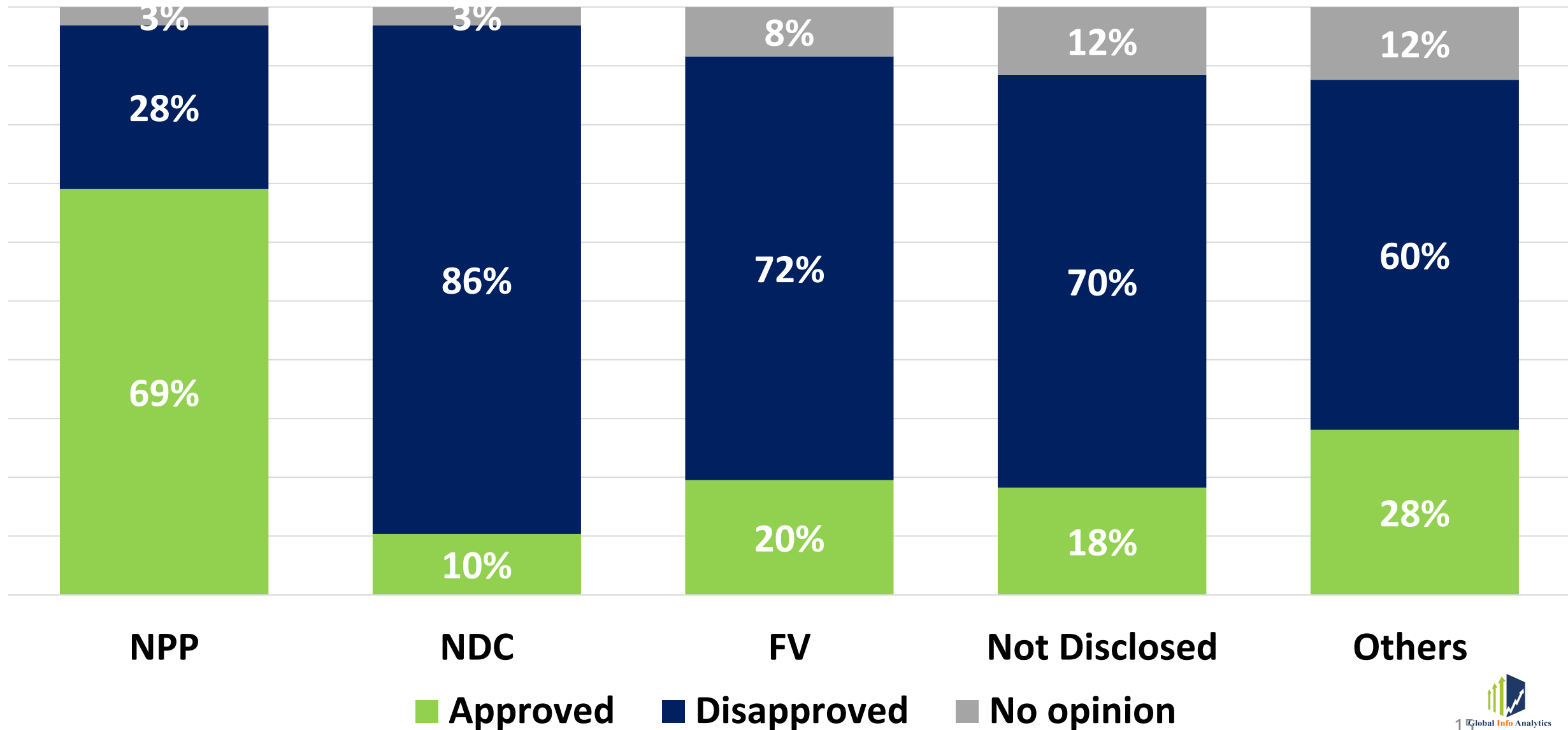
AHR AR BR BER CR ER GAR NER NR OR SR UER UWR VR WR WNR

■ Right Direction ■ Wrong Direction ■ No opinion

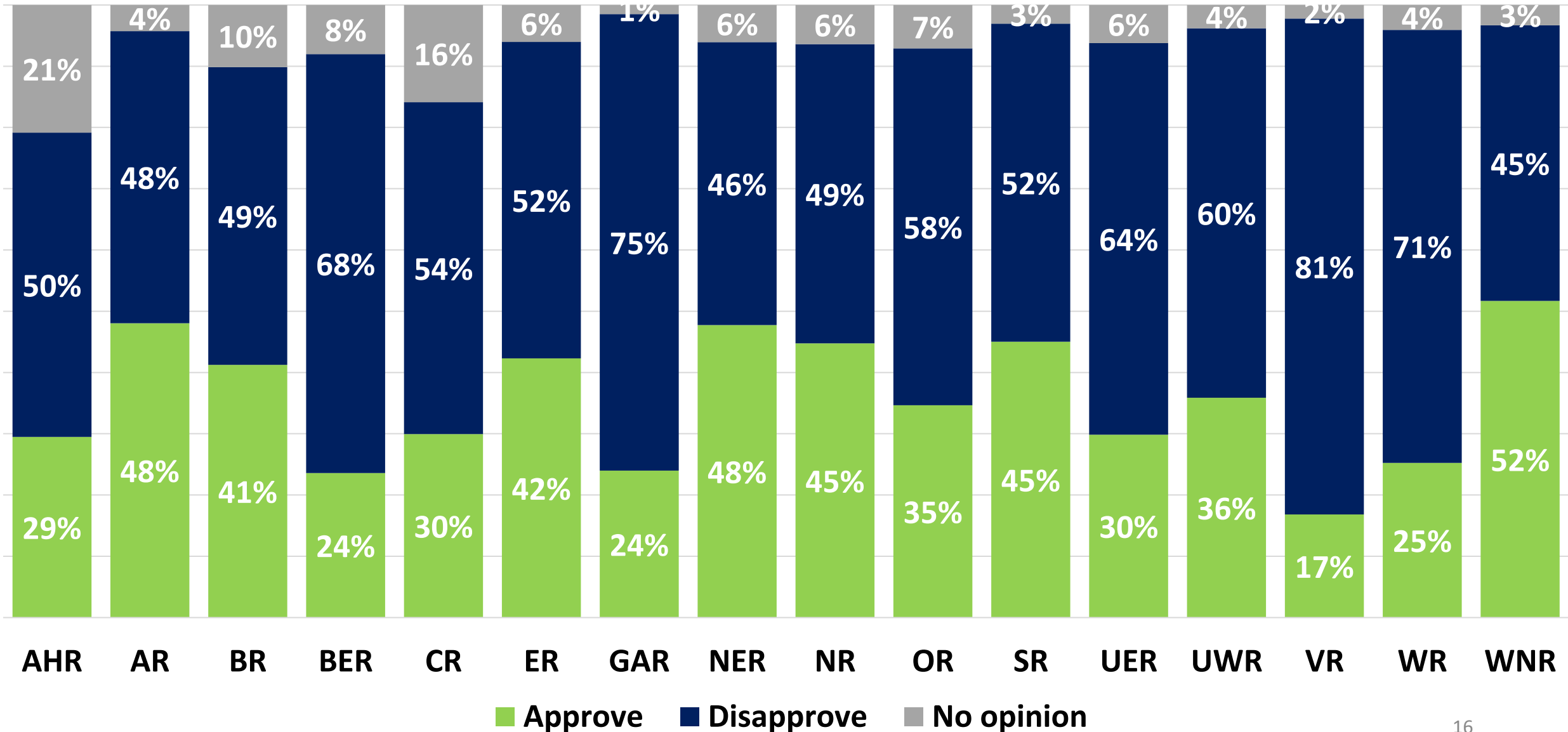
# President's Job Approval



# President's Job Approval – Party Affiliation

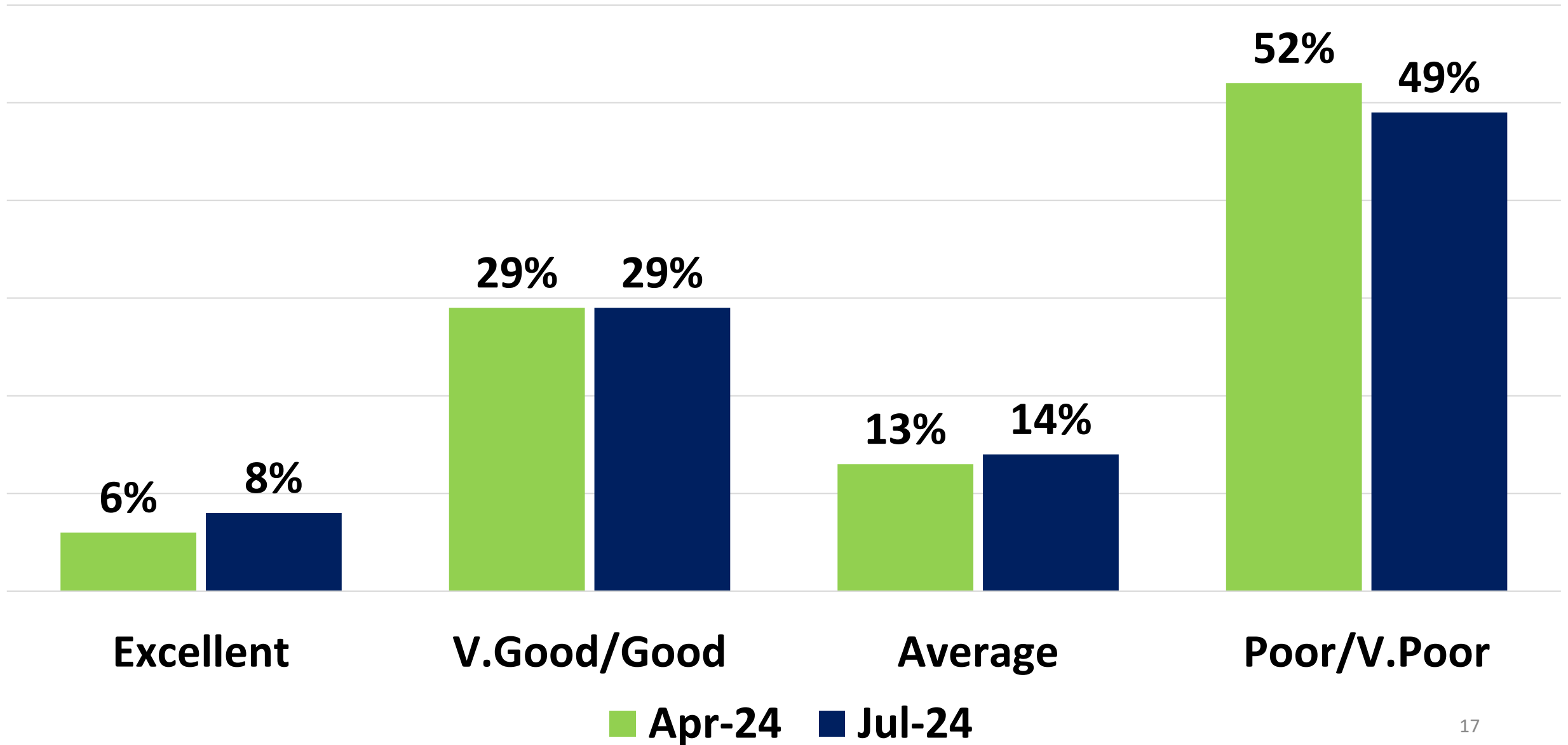


# President's Job Approval – Region

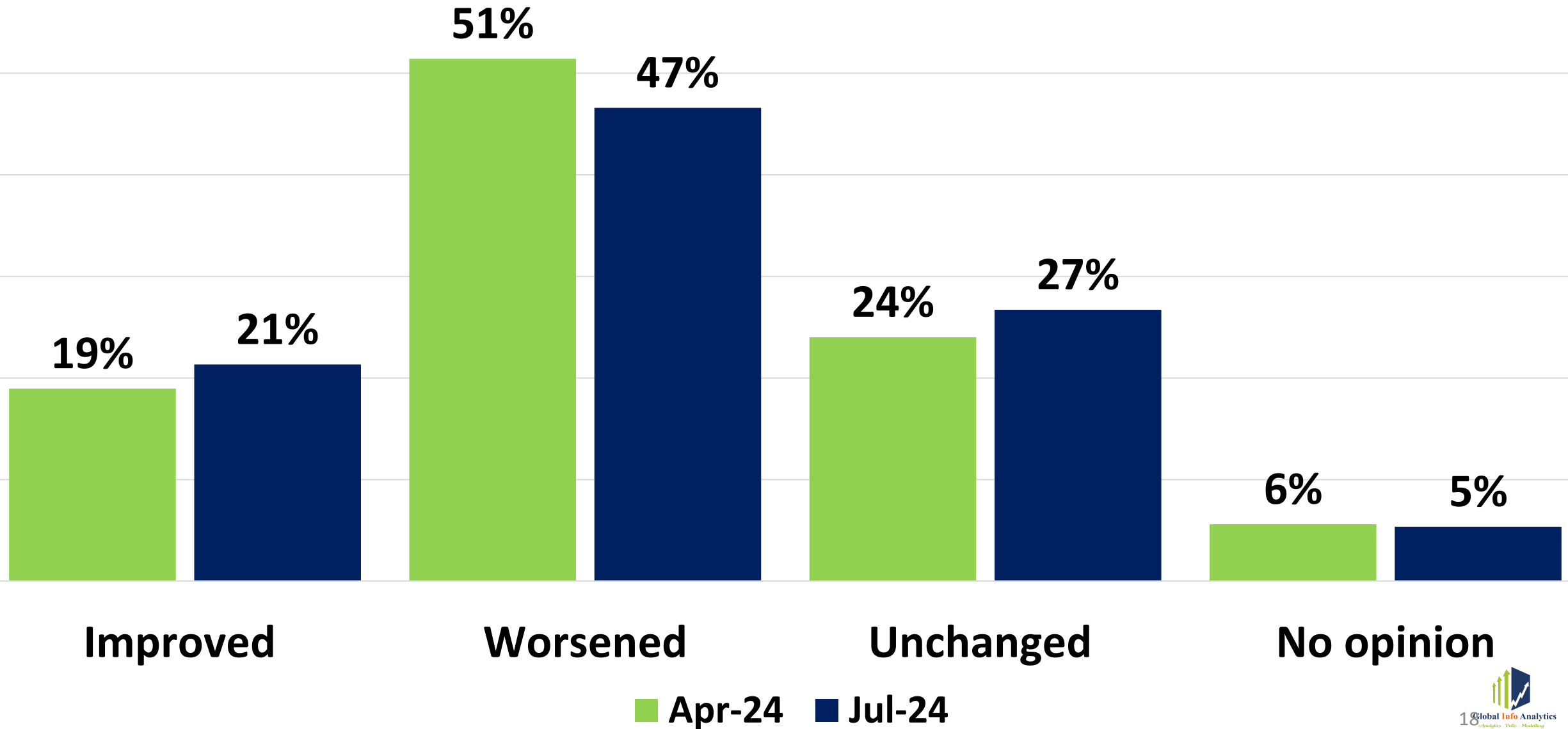




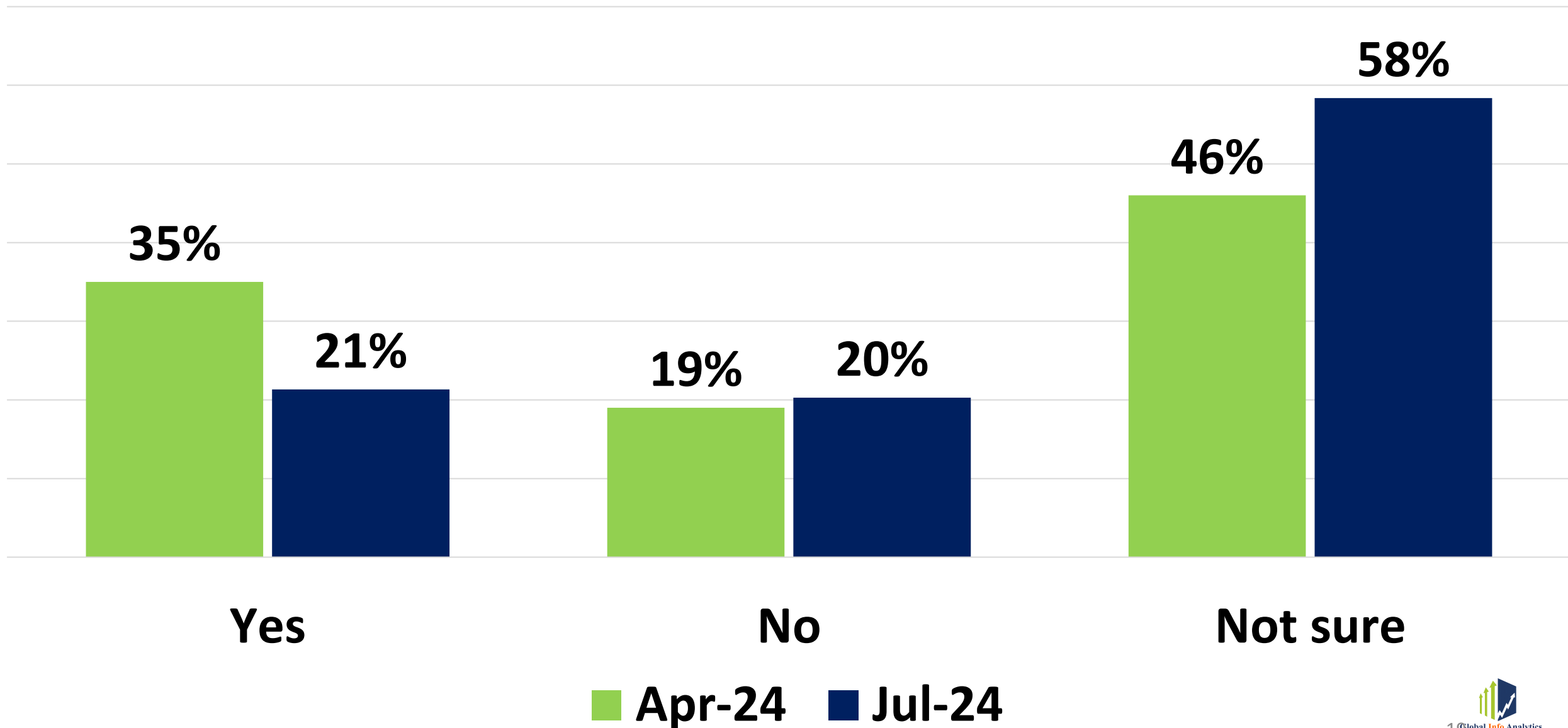
# Performance of the Government



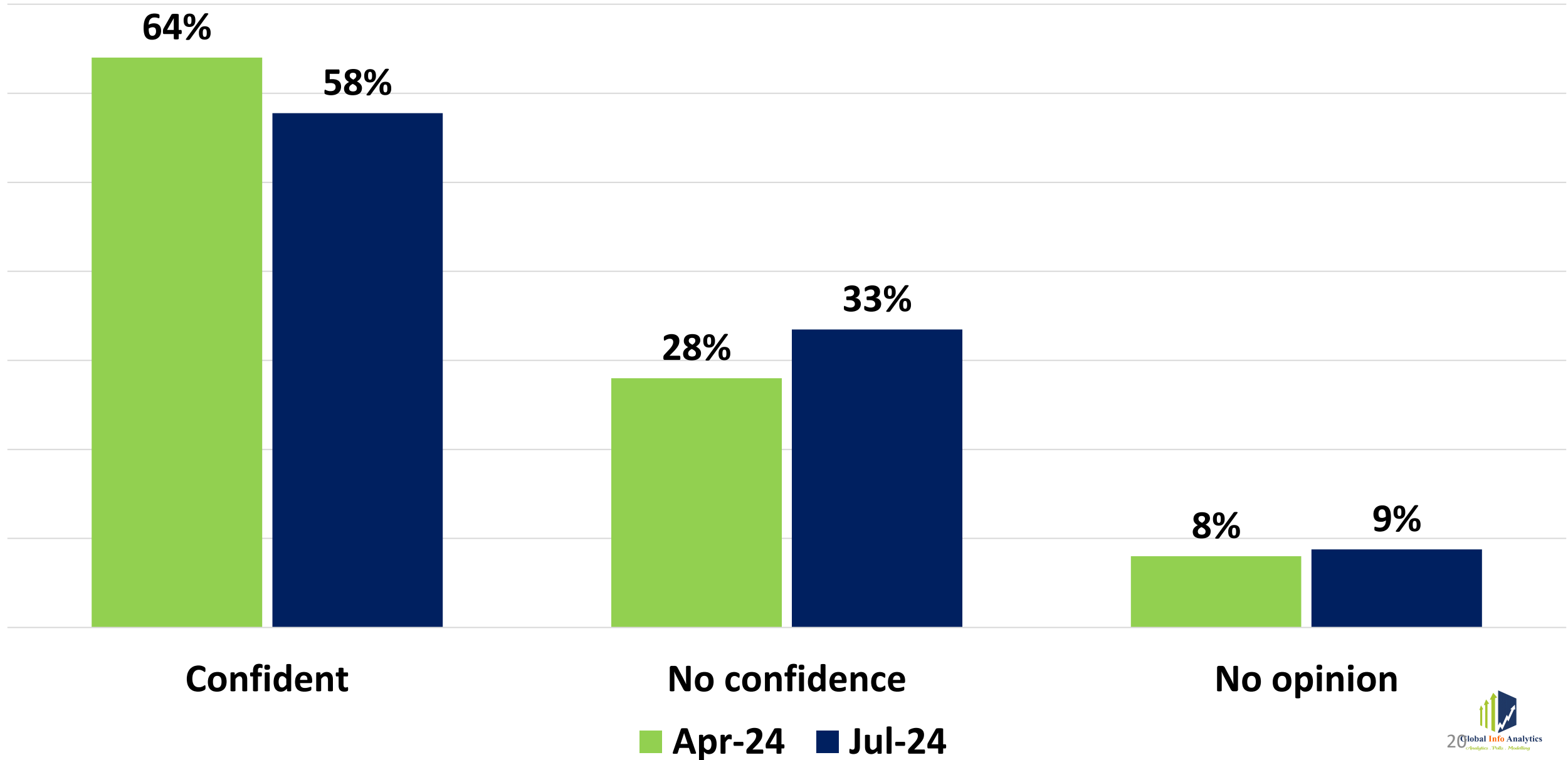
# Standard of living



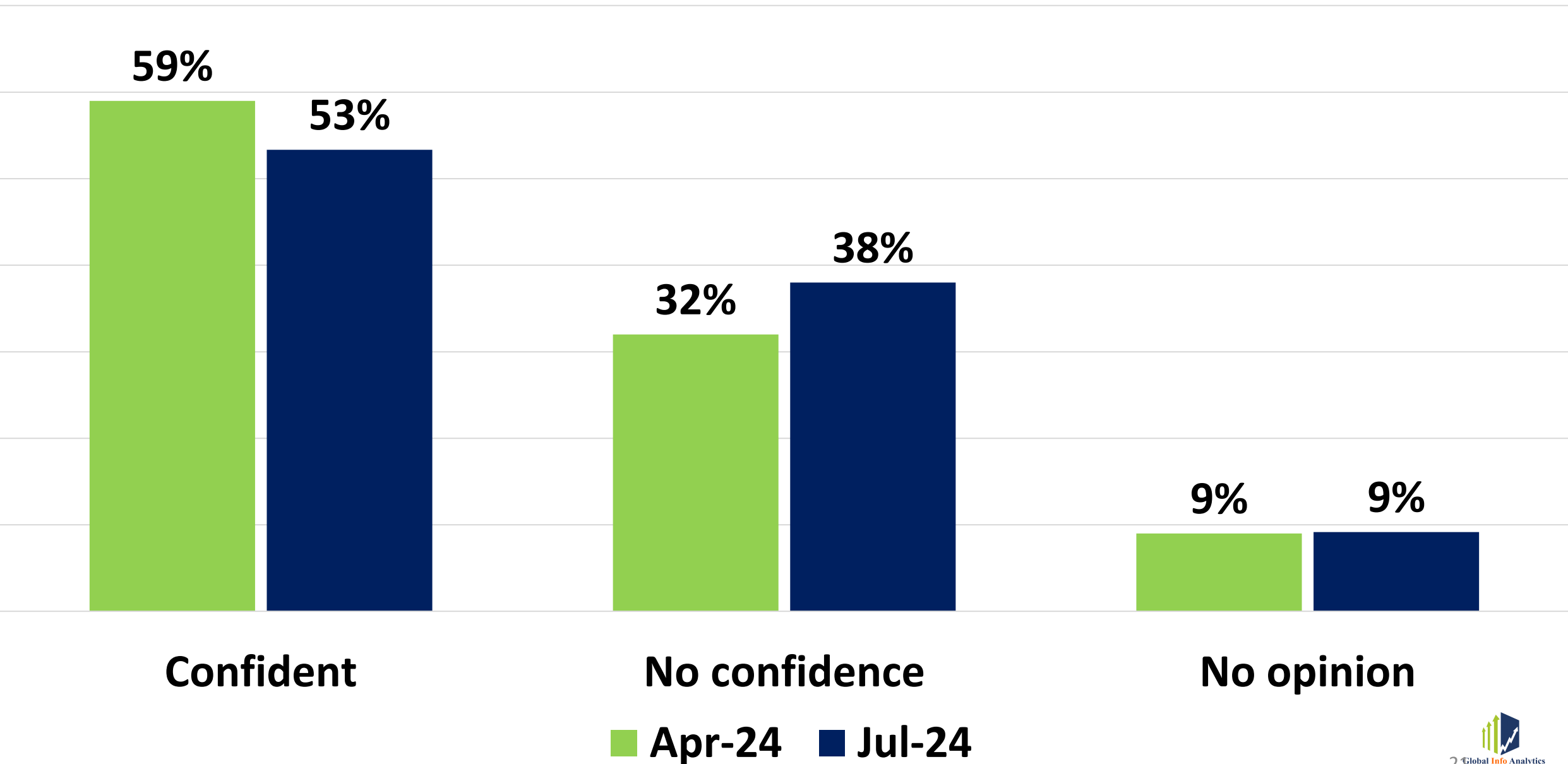
# Are you optimistic it will improve in the next 12 months?



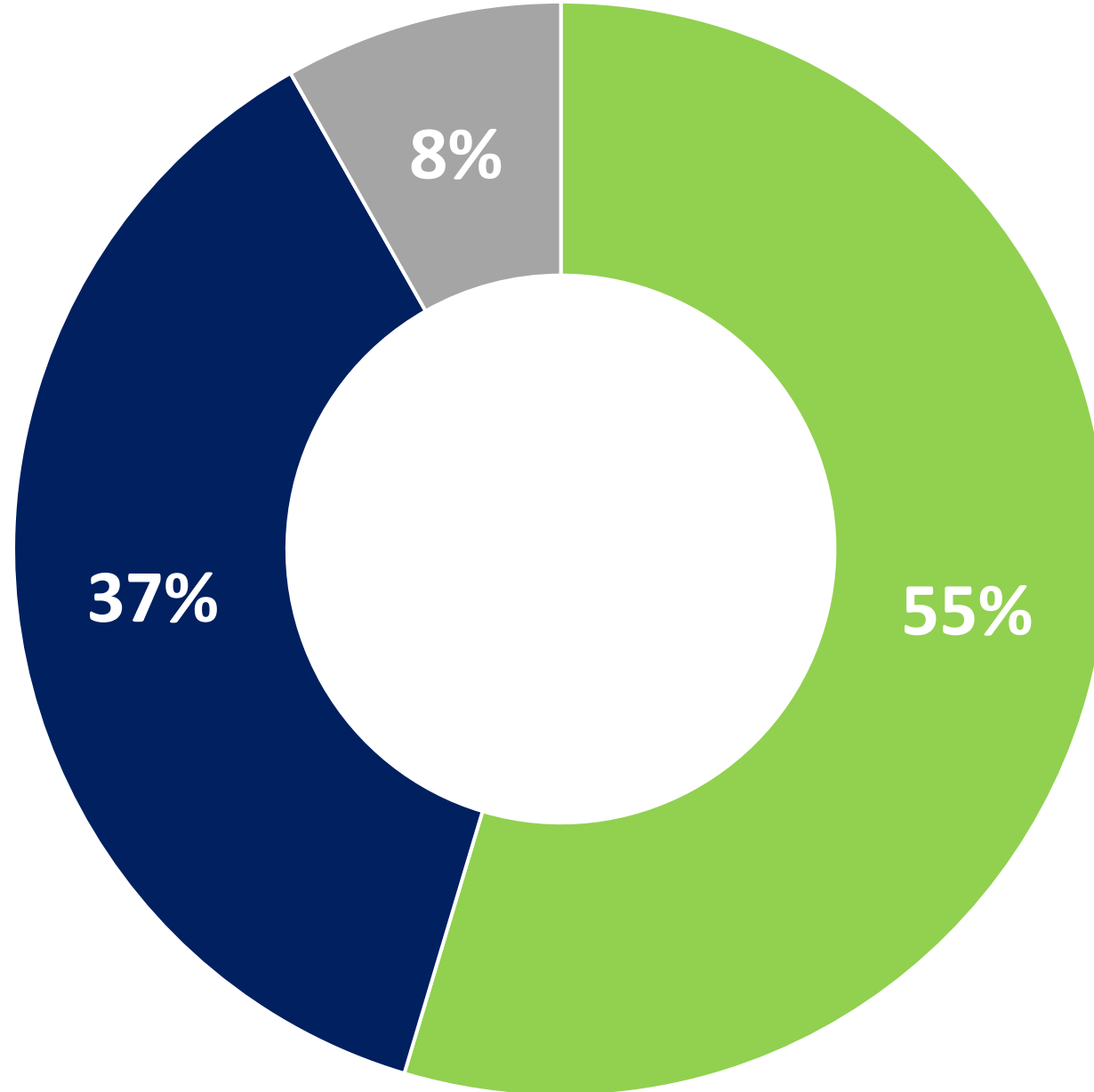
# Do you believe that the Police Service will manage 2024 elections well?



# Confidence in the Electoral Commission

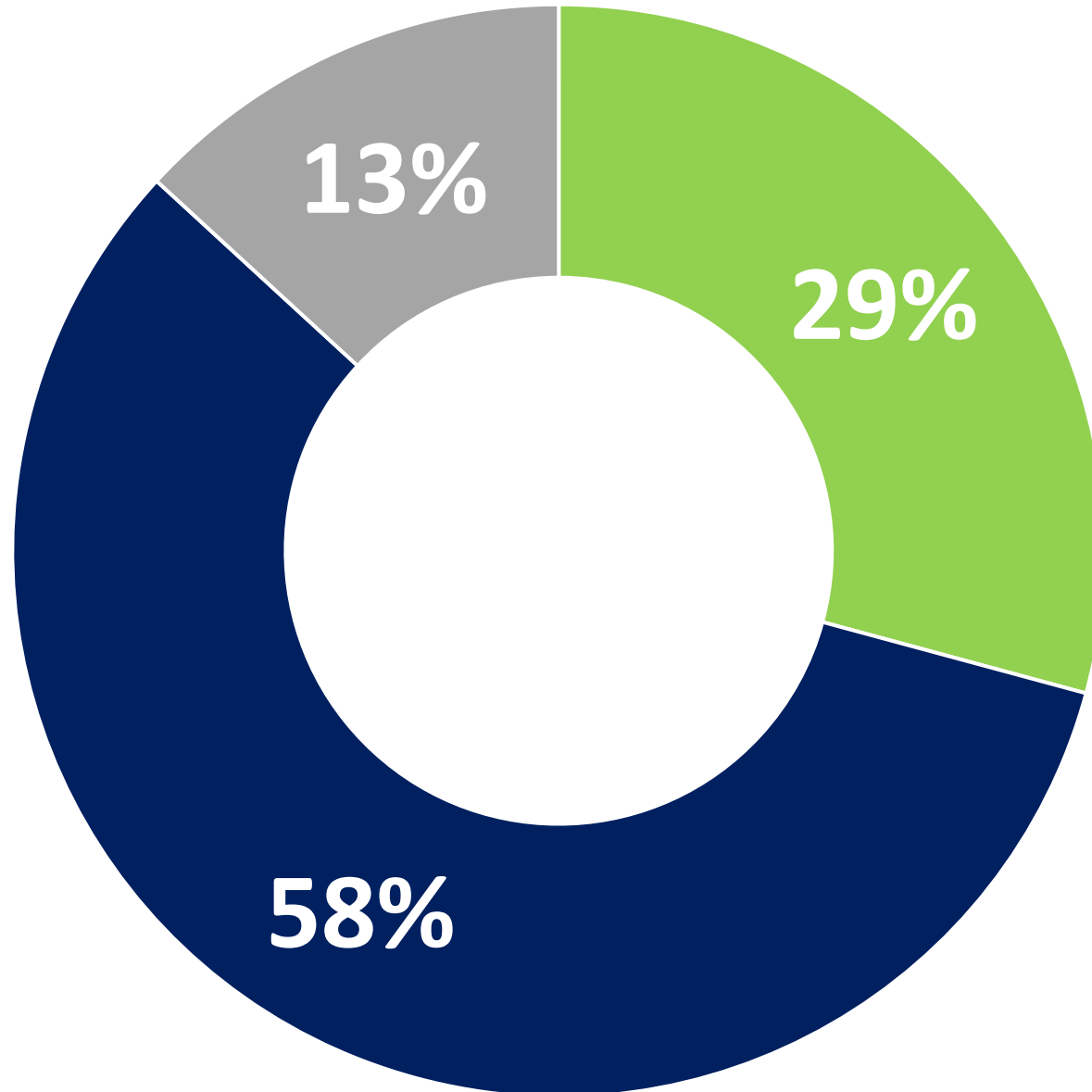


# Do you support the One Student One Table Policy?



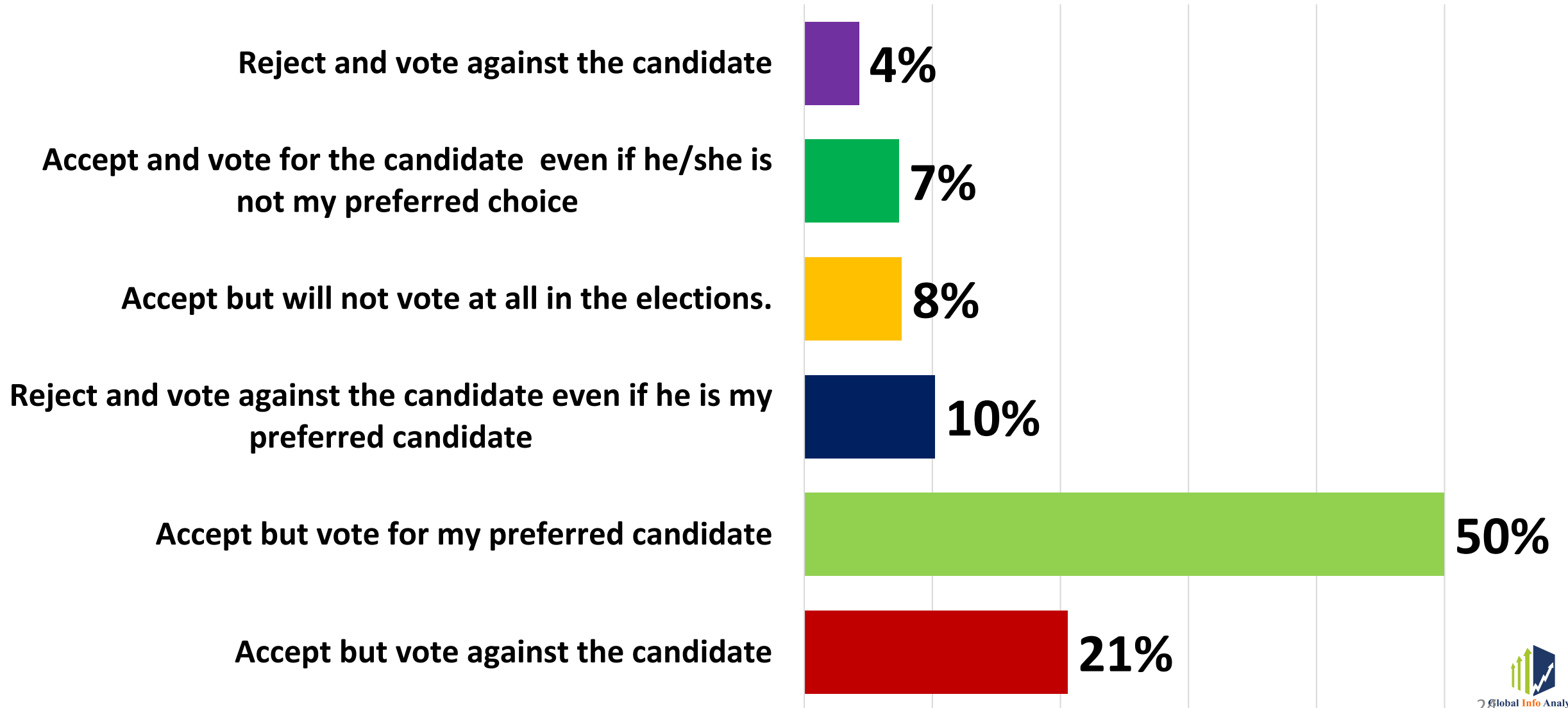
- Yes
- No
- No opinion

# Will this policy influence you to vote for the government?



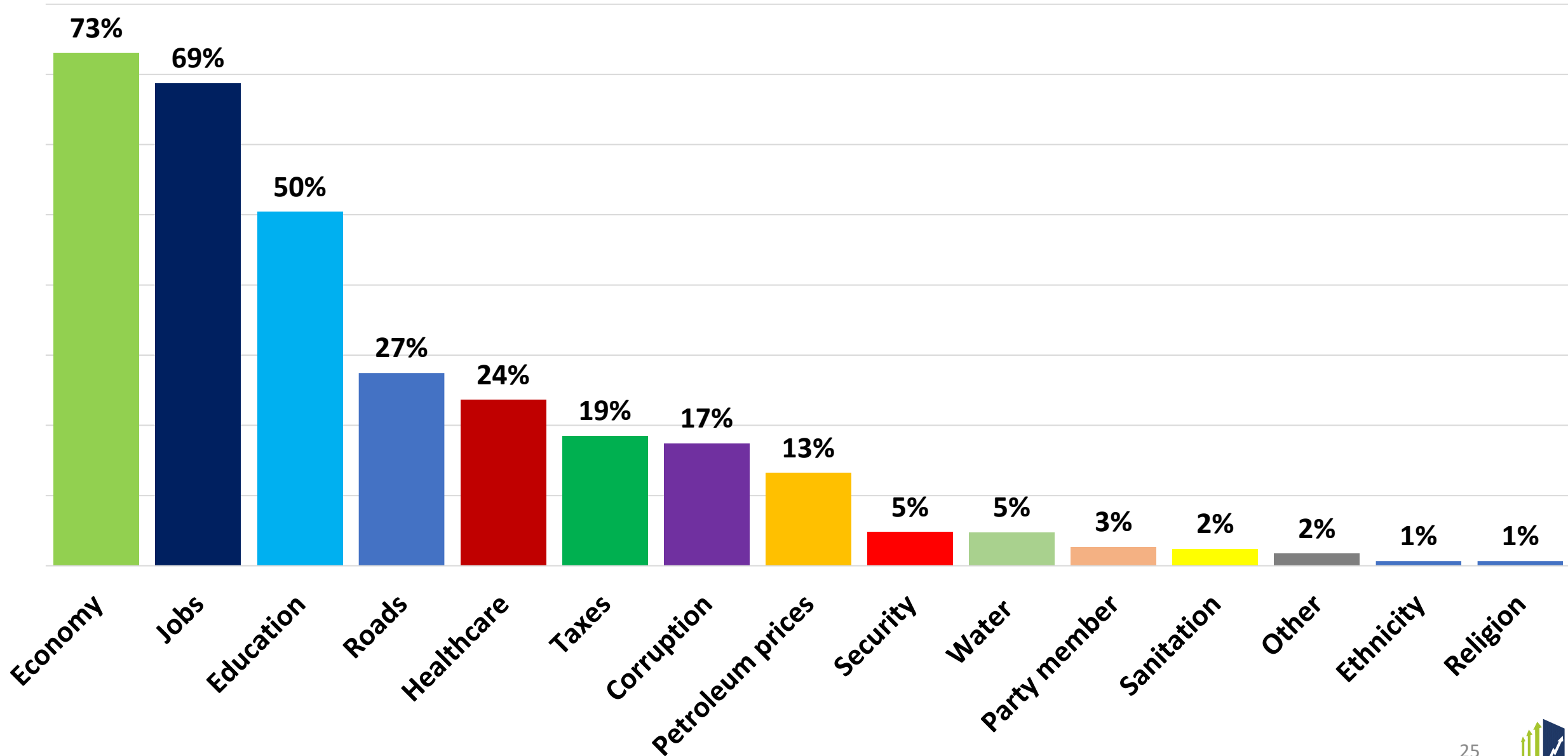
- Yes
- No
- Indifferent

# inducement/bribe to vote for a particular candidate in the general election in December?

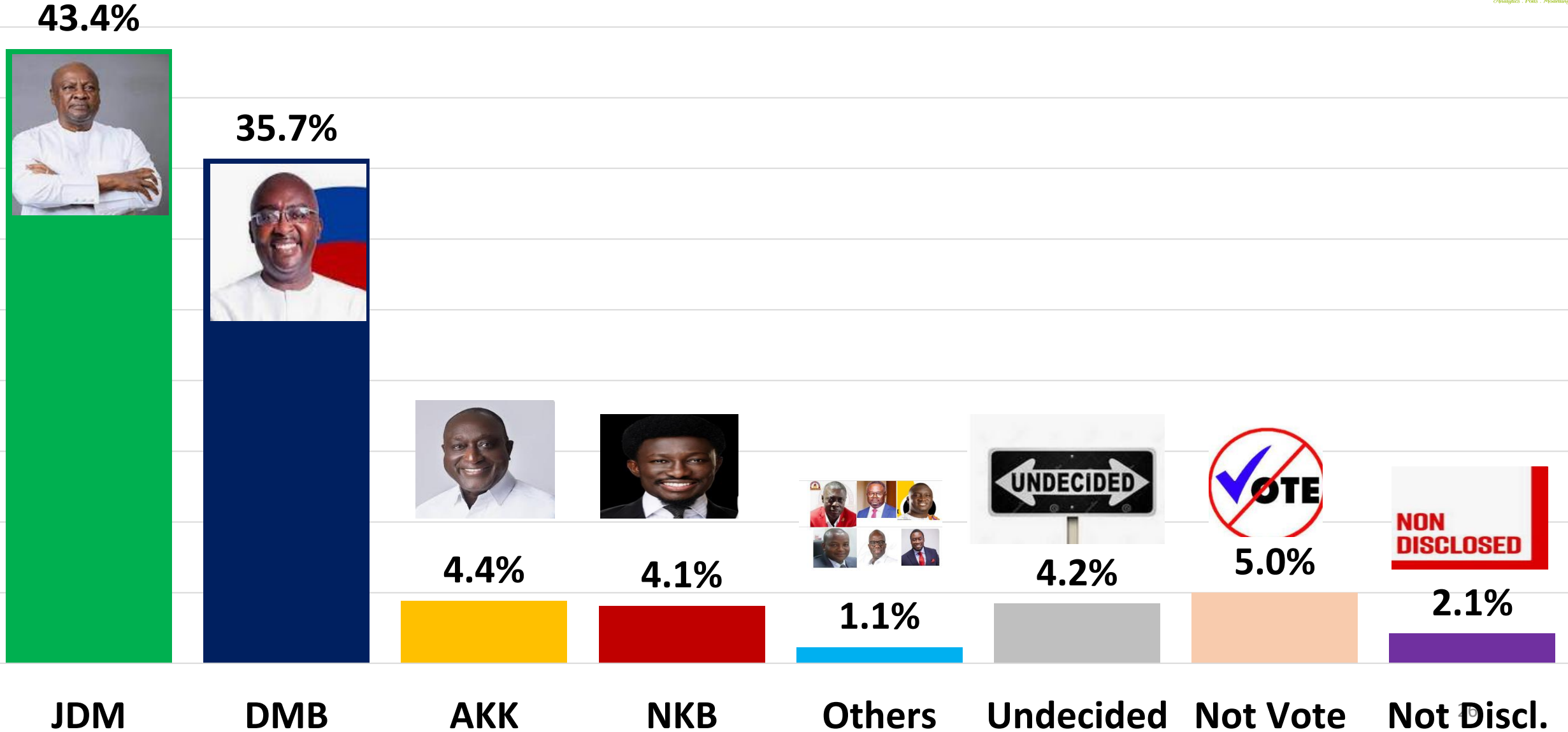




# Top Issues for Voters



# Voting Intentions – All Voters (Unweighted)



# Voting Intentions – Likely Voters (Weighted)

48.6%



36.6%



4.8%



4.5%



0.8%



4.8%



JDM

DMB

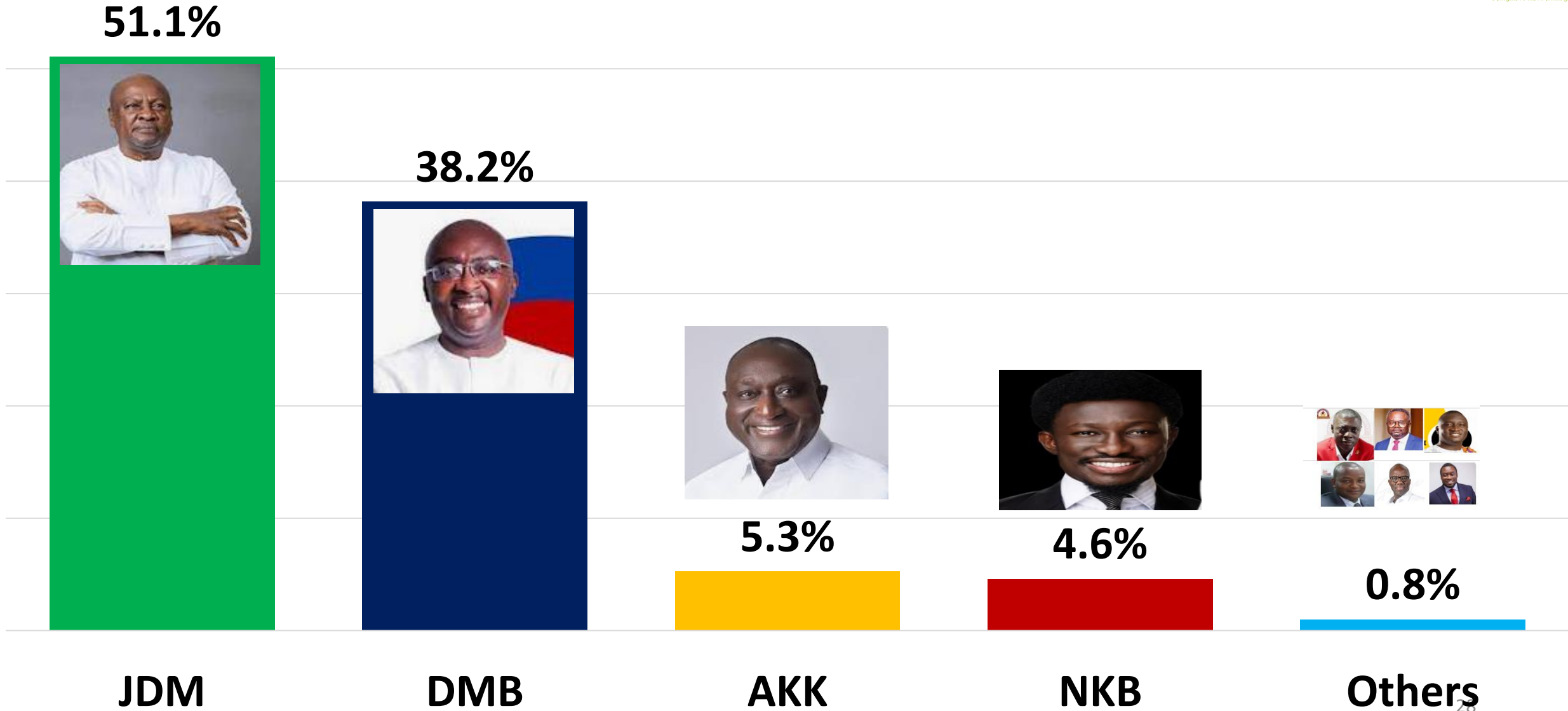
AKK

NKB

Others

Undecided

# Voting Intentions – Committed Voters (Weighted)



# Changes in the Polls April – July 2024

	April 2024	July 2024	Changes
<b>JDM</b>	<b>54.3%</b>	<b>51.1%</b>	<b>-3.2%</b>
<b>DMB</b>	<b>34.9%</b>	<b>38.2%</b>	<b>+3.3%</b>
<b>AKK</b>	<b>7.5%</b>	<b>5.3%</b>	<b>-2.2%</b>
<b>NKB</b>	<b>2.3%</b>	<b>4.6%</b>	<b>+2.3%</b>
<b>Others</b>	<b>1.0%</b>	<b>0.8%</b>	<b>-0.2%</b>
<b>Total</b>	<b>100%</b>	<b>100%</b>	

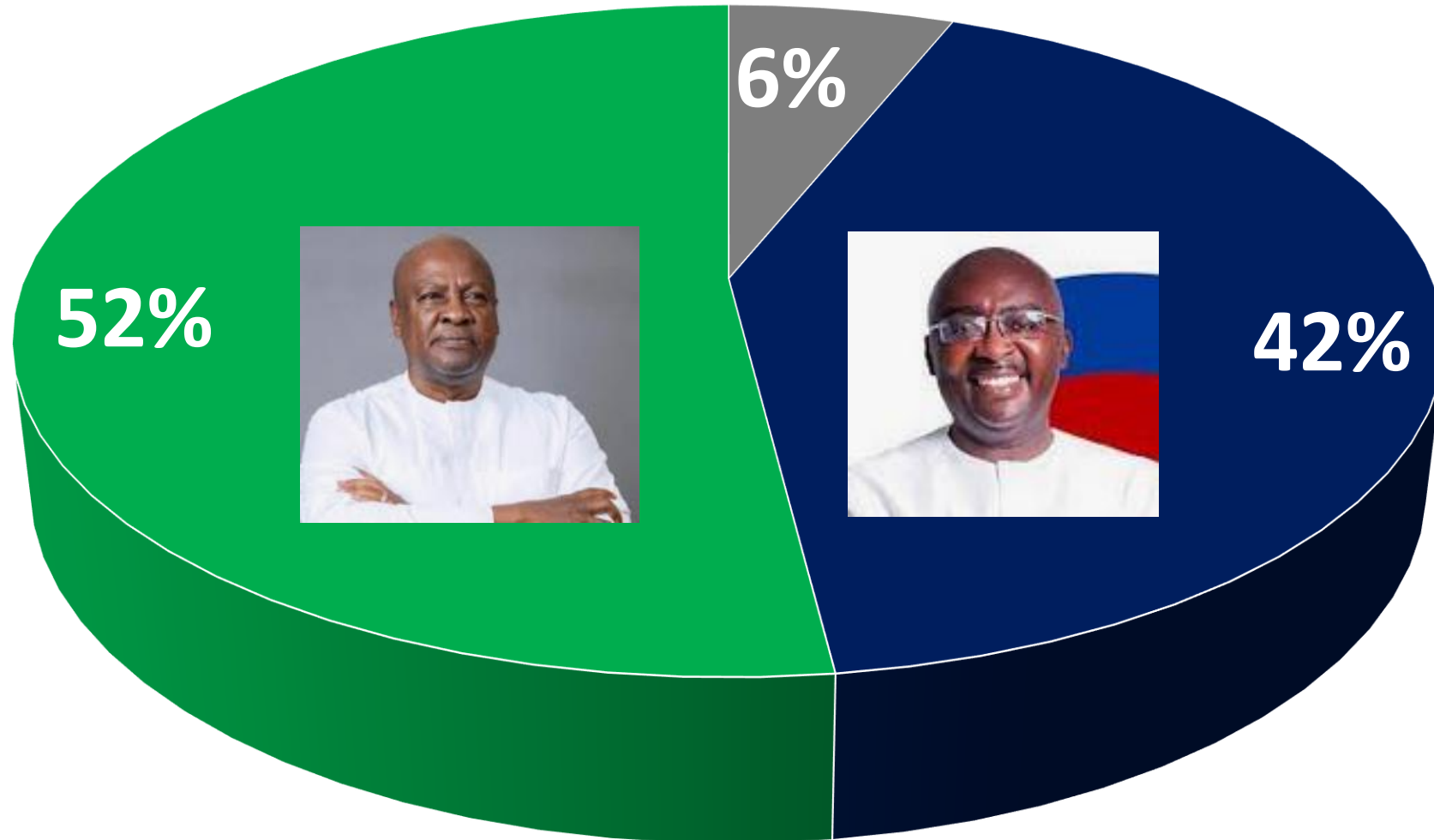
# Understanding the movement in the polls –April-July

	JDM			DMB		
	Apr-24	Jul-24	Change	Apr-24	Jul-24	Change
<b>NDC</b>	96%	95%	-1%	2%	3%	+1%
<b>NPP</b>	9%	8%	-1%	83%	88%	+5%
<b>FV</b>	59%	55%	-4%	20%	23%	+3%
<b>Others</b>	15%	8%	-7%	5%	6%	+1%
<b>Not Disclose</b>	50%	41%	-9%	30%	33%	+3%

# Understanding the movement in the polls –April-July

	AKK			NKB		
	Apr-24	Jul-24	Change	Apr-24	Jul-24	Change
<b>NDC</b>	1%	1%	0%	0%	1%	+1%
<b>NPP</b>	7%	2%	-5%	1%	2%	+1%
<b>FV</b>	13%	11%	-2%	6%	9%	+3%
<b>Others</b>	36%	37%	+1%	18%	37%	+19%
<b>Not Disclose</b>	13%	12%	-1%	4%	12%	+8%

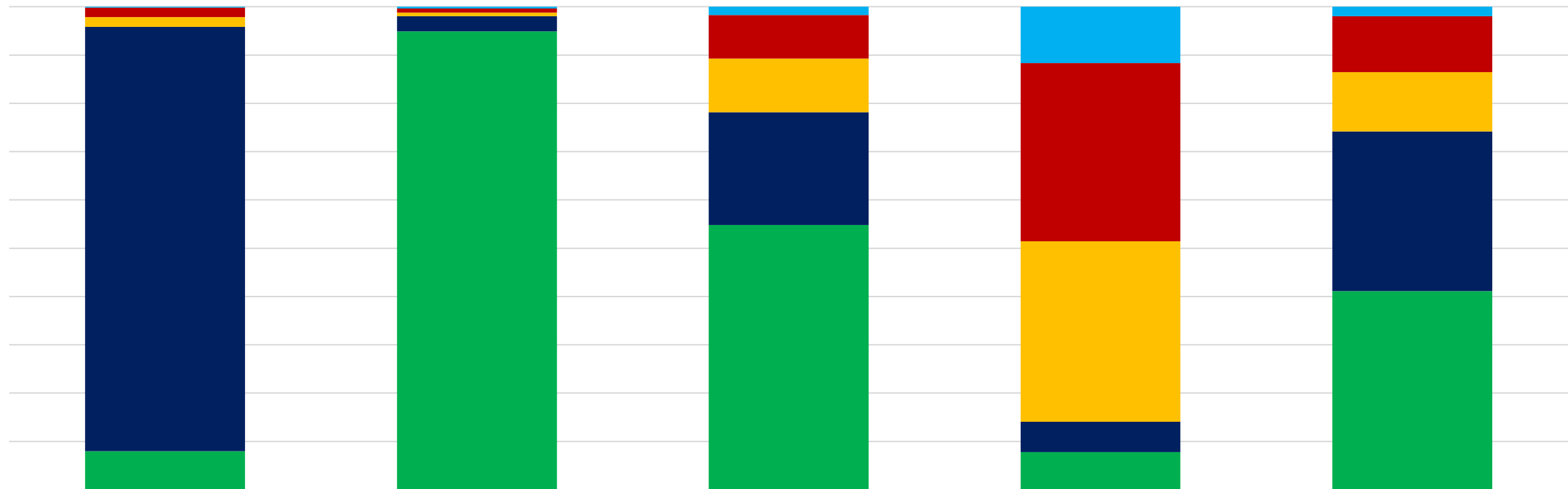
# Runoff – JDM v DMB (Unweighted)



■ Undecided ■ DMB ■ JDM

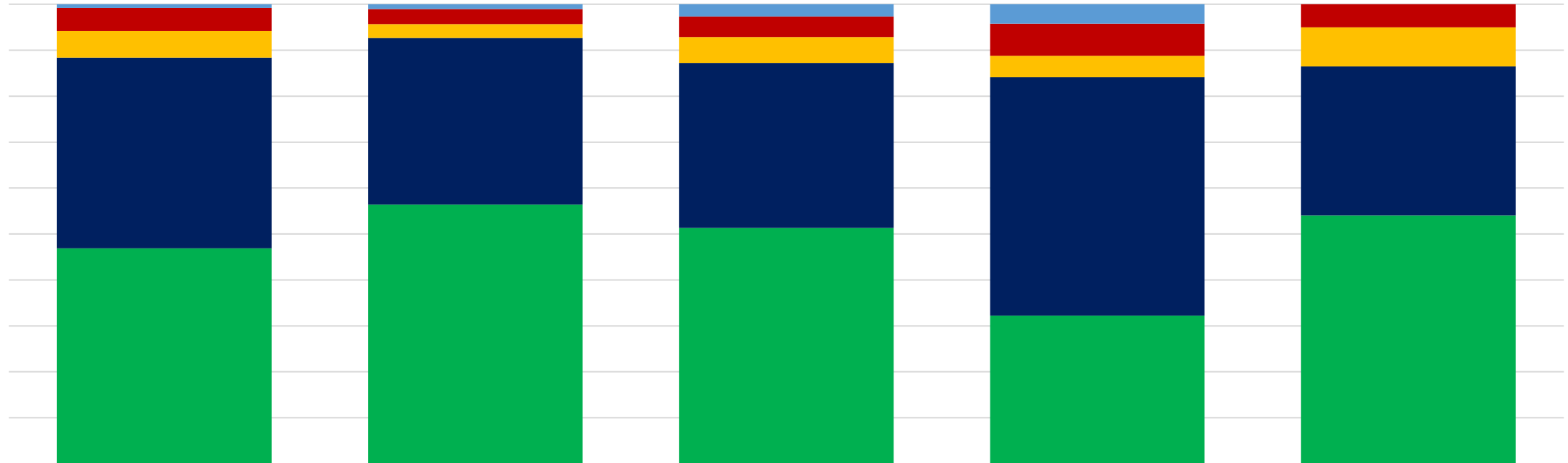


# Presidential Election-Party Affiliation



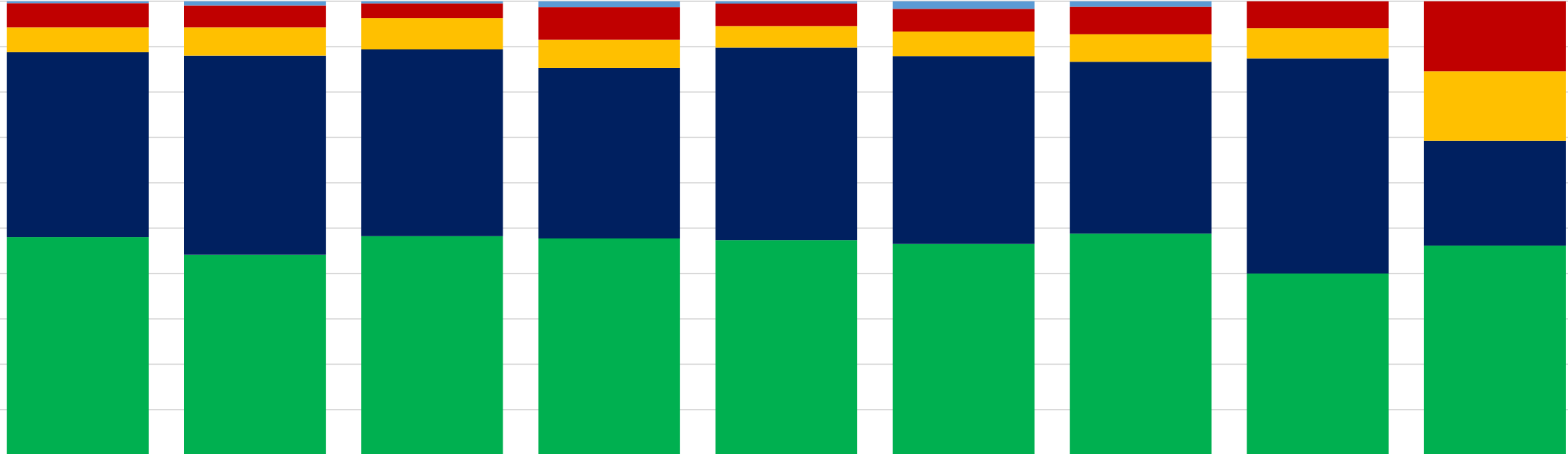
	NPP	NDC	Floating Voters	Other Parties	Not Disclosed
Others	0%	0%	2%	12%	2%
NKB	2%	1%	9%	37%	12%
AKK	2%	1%	11%	37%	12%
DMB	88%	3%	23%	6%	33%
JDM	8%	95%	55%	8%	41%

# Presidential Election-Religion



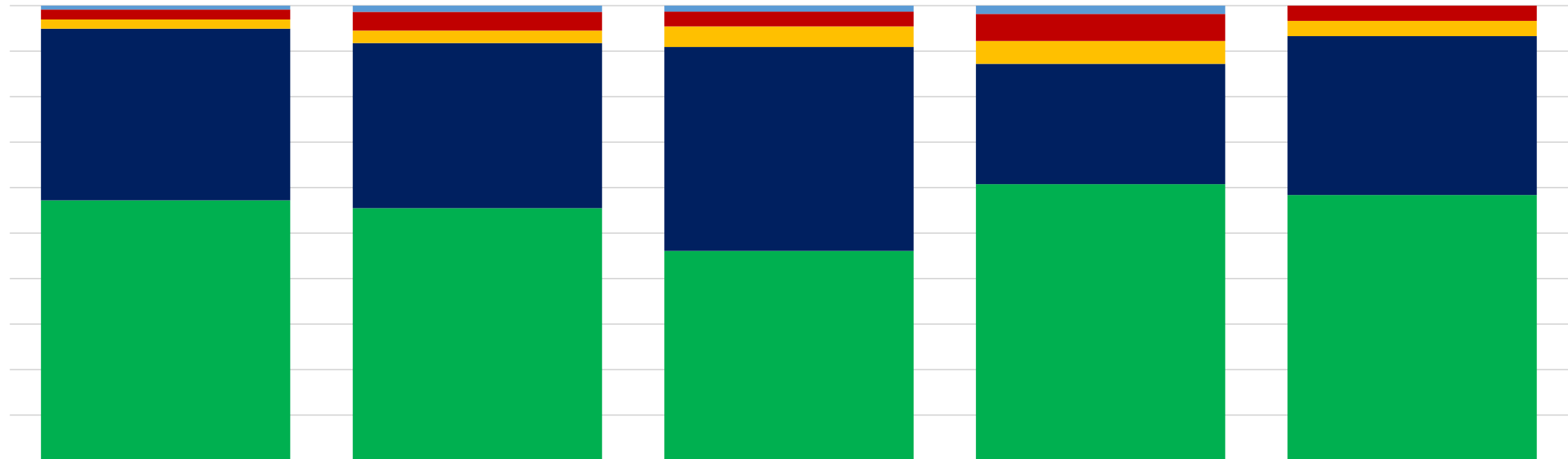
	Christianity	Islam	Traditional	Others	Non-religious
Others	1%	1%	3%	4%	0%
NKB	5%	3%	4%	7%	5%
AKK	6%	3%	6%	5%	8%
DMB	41%	36%	36%	52%	32%
JDM	47%	56%	51%	32%	54%

# Presidential Election-Christian Denominations



	Catholic	Methodist	Presbyterian	Anglican	Pentecostal	Charismatic	Others	SDA	Jehovah Witness
Others	0%	1%	0%	1%	1%	2%	1%	0%	0%
NKB	5%	5%	3%	7%	5%	5%	6%	6%	15%
AKK	5%	6%	7%	6%	5%	5%	6%	7%	15%
DMB	41%	44%	41%	38%	42%	41%	38%	47%	23%
JDM	48%	44%	48%	48%	47%	47%	49%	40%	35% 46%

# Presidential Election-Islamic Sects



	Sunnah	Shia	Tijaniyya	Ahmadiyya	Others
Others	1%	1%	1%	2%	0%
NKB	2%	4%	3%	6%	3%
AKK	2%	3%	5%	5%	3%
DMB	38%	36%	45%	26%	35%
JDM	57%	55%	46%	61%	58%

# Presidential Election-Education



	Junior High	Senior High	Tertiary	No Education
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Others

1%

1%

1%

1%

NKB

3%

6%

6%

2%

AKK

4%

6%

5%

4%

DMB

39%

40%

43%

38%

JDM

52%

47%

46%

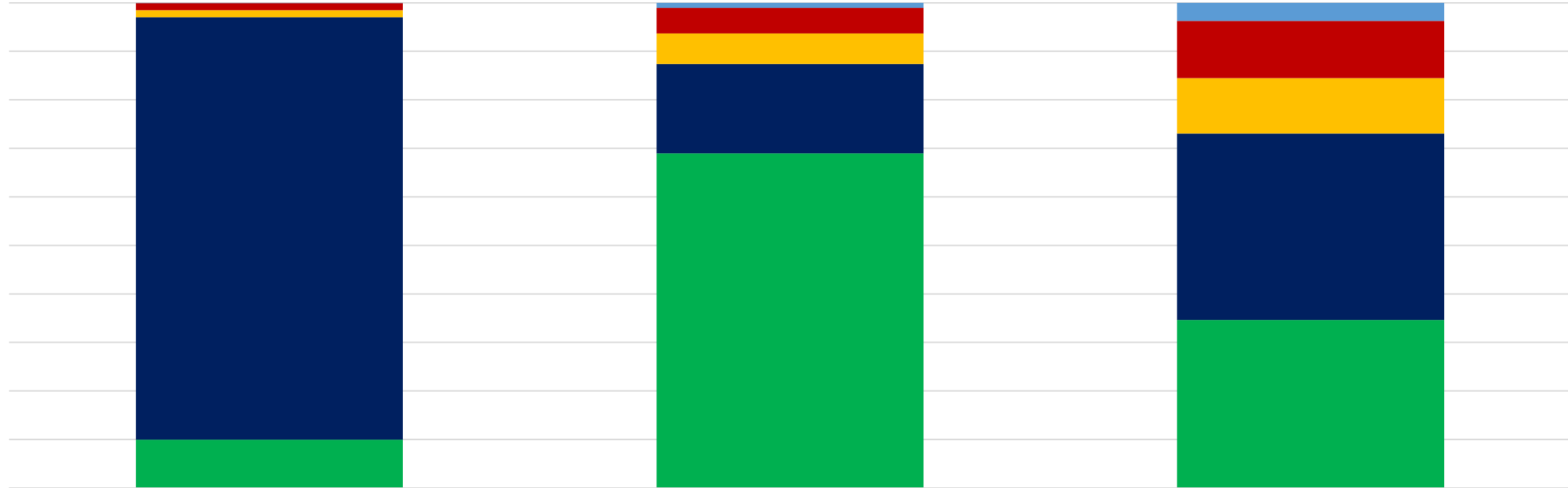
55%

# Presidential Poll- Slogan Preference



	24 HR Economy	Digitization	Great Transformational Plan	None of them
Others	0%	0%	3%	13%
NKB	1%	1%	14%	33%
AKK	1%	1%	55%	4%
DMB	4%	94%	11%	17%
JDM	94%	4%	17%	33%

# Presidential Poll- Direction of the country



**Right Direction**

**Wrong Direction**

**No opinion**

Others

0%

1%

4%

NKB

1%

5%

12%

AKK

1%

6%

11%

DMB

87%

18%

38%

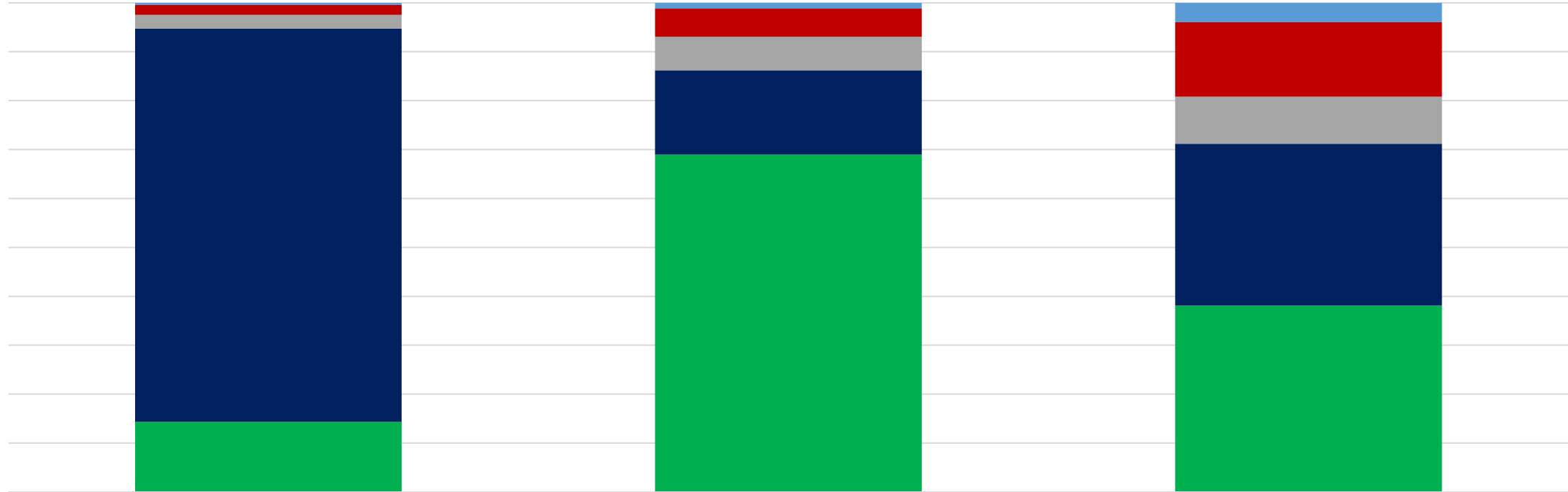
JDM

10%

69%

35%

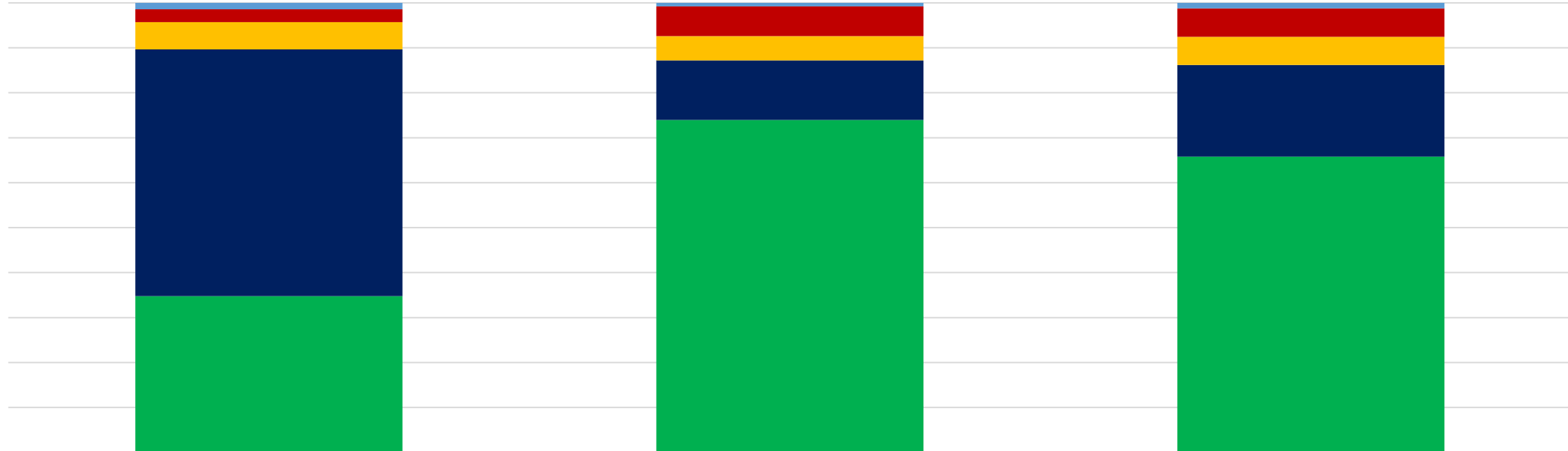
# Presidential Poll- President's Approval



	Approve	Disapprove	No opinion
Others	0%	1%	4%
NKB	2%	6%	15%
AKK	3%	7%	10%
DMB	80%	17%	33%
JDM	14%	69%	38%



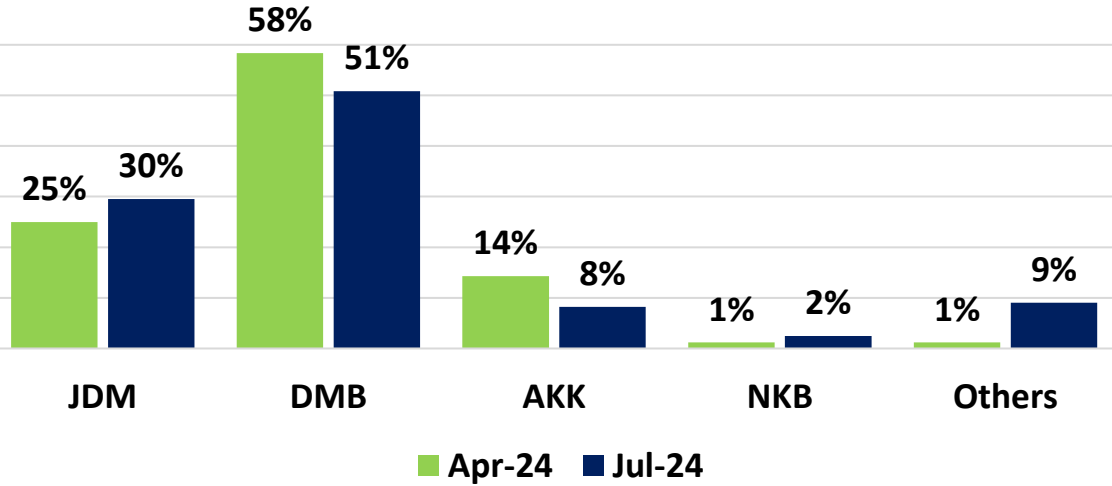
# Presidential Poll- living Standard Optimism



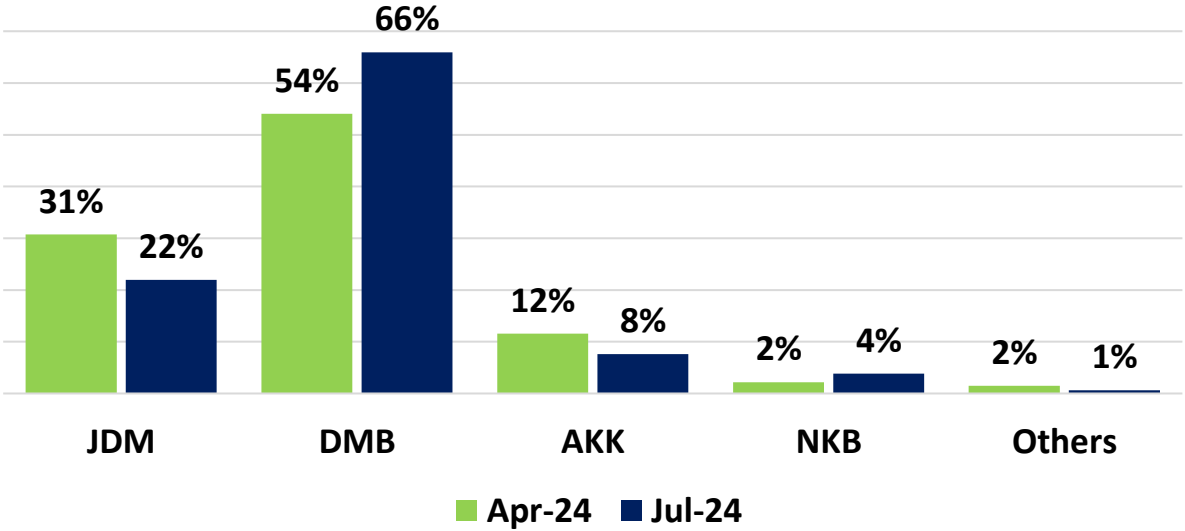
	Yes	No	Not sure
Others	1%	1%	1%
NKB	3%	7%	6%
AKK	6%	5%	6%
DMB	55%	13%	20%
JDM	35%	74%	66%

# Presidential -Regions

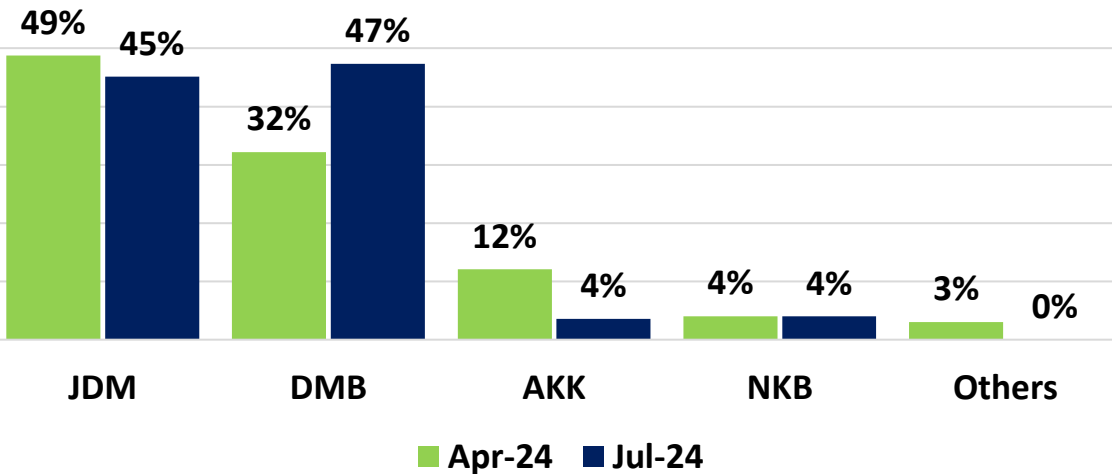
### Ahafo Region



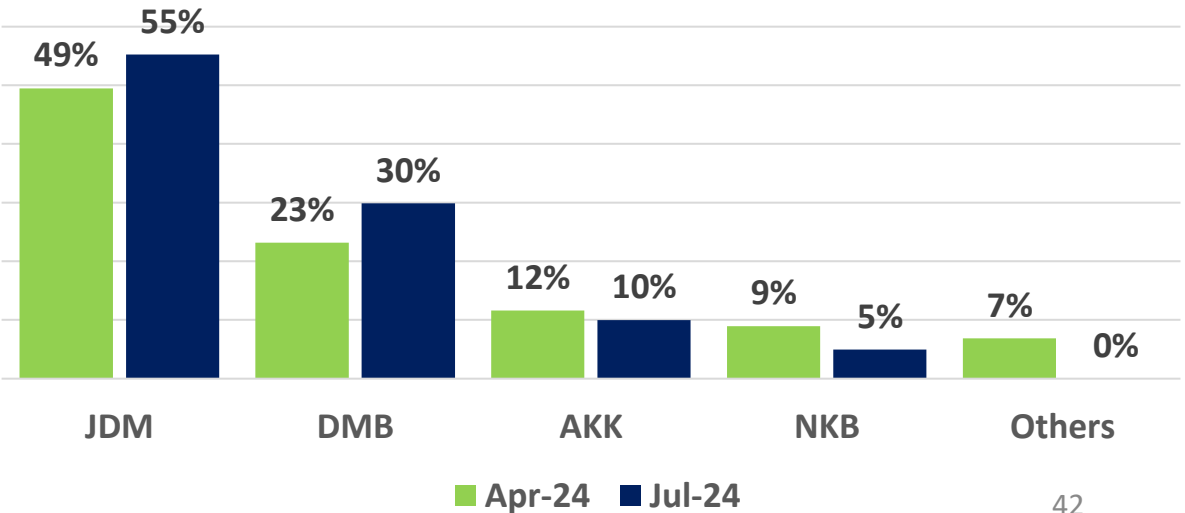
### Ashanti Region



### Bono Region

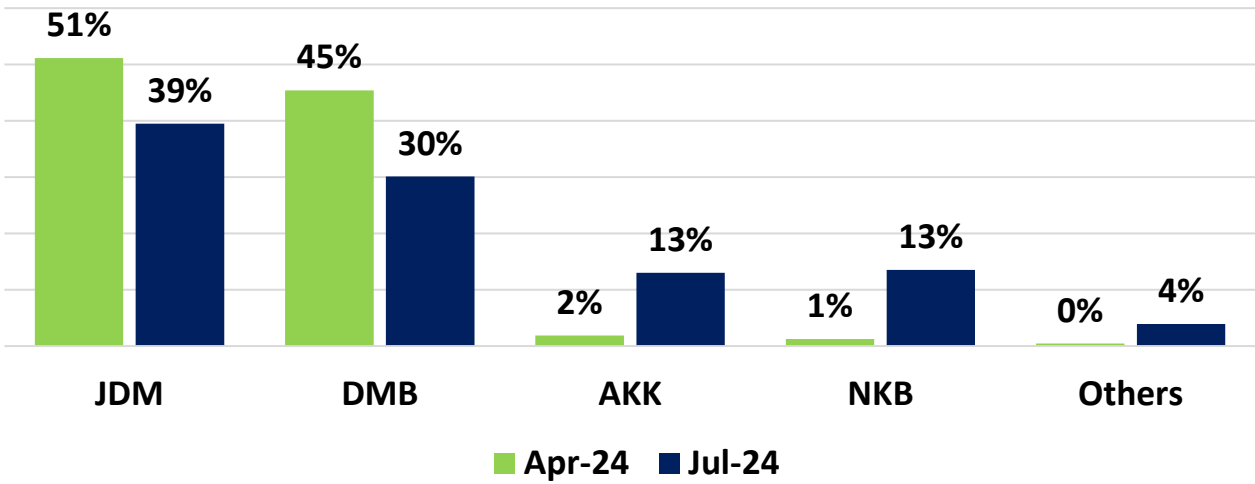


### Bono East Region

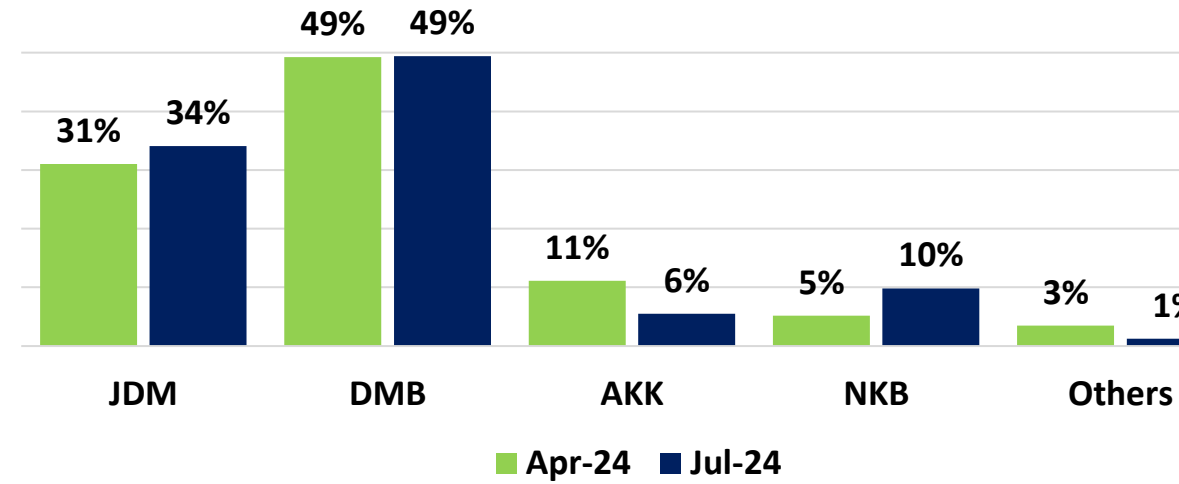


# Presidential -Regions

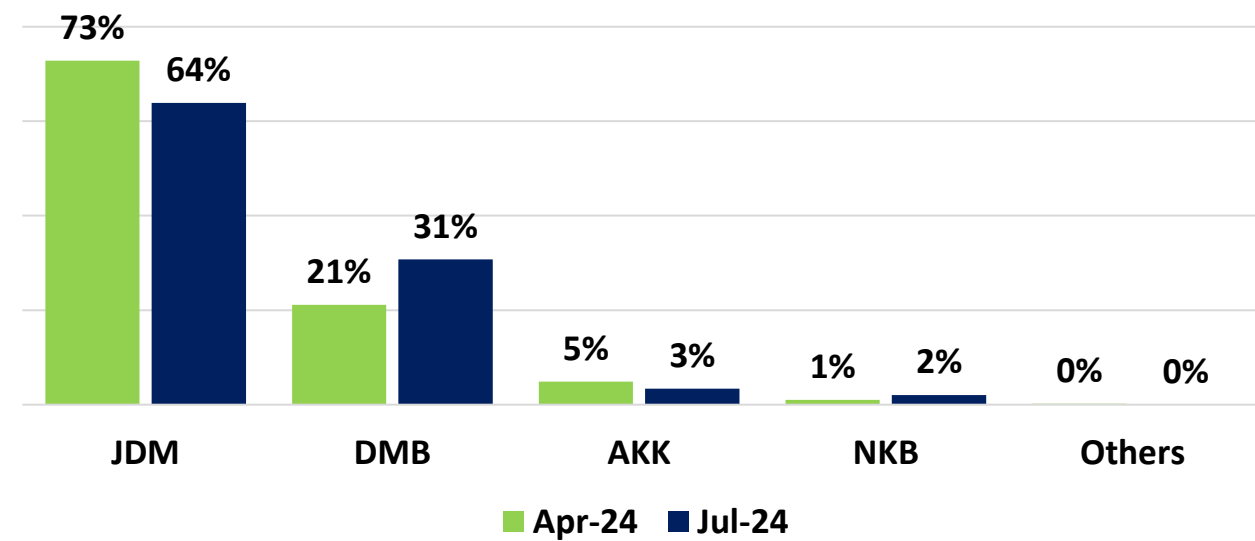
### Central Region



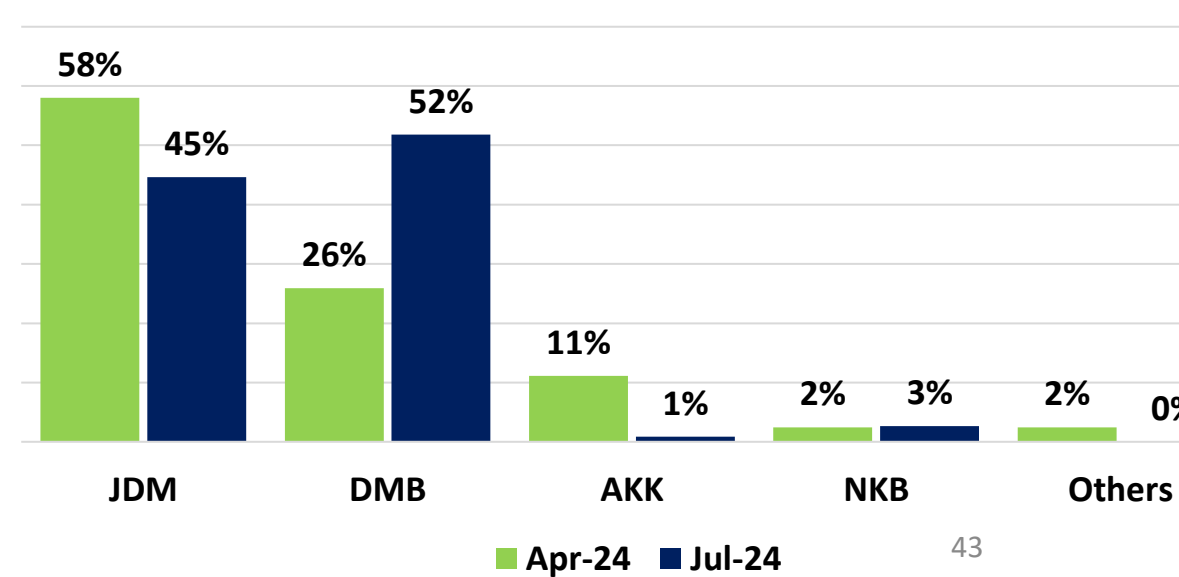
### Eastern Region



### Greater Accra Region

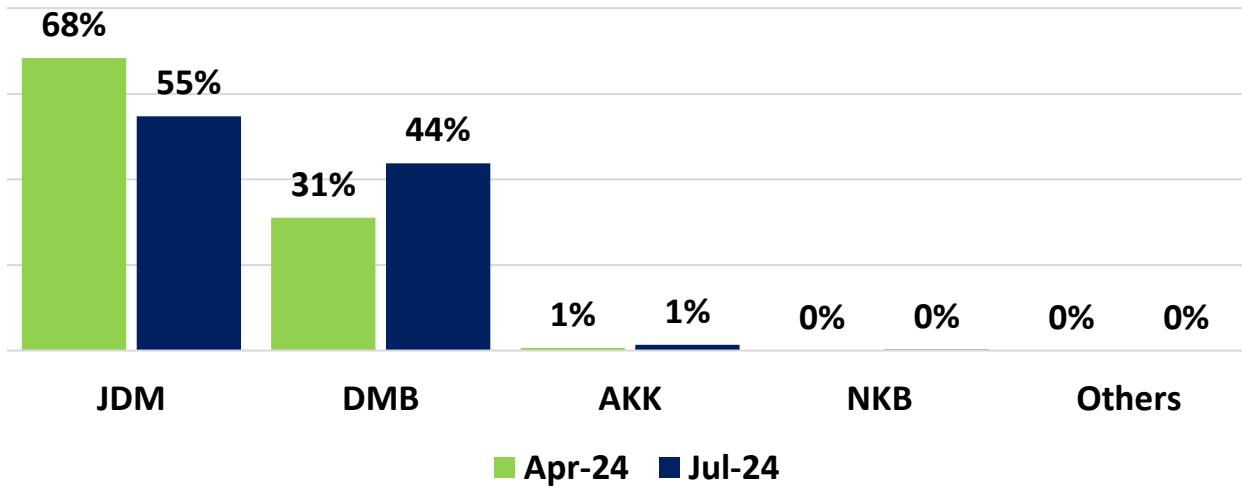


### North East Region

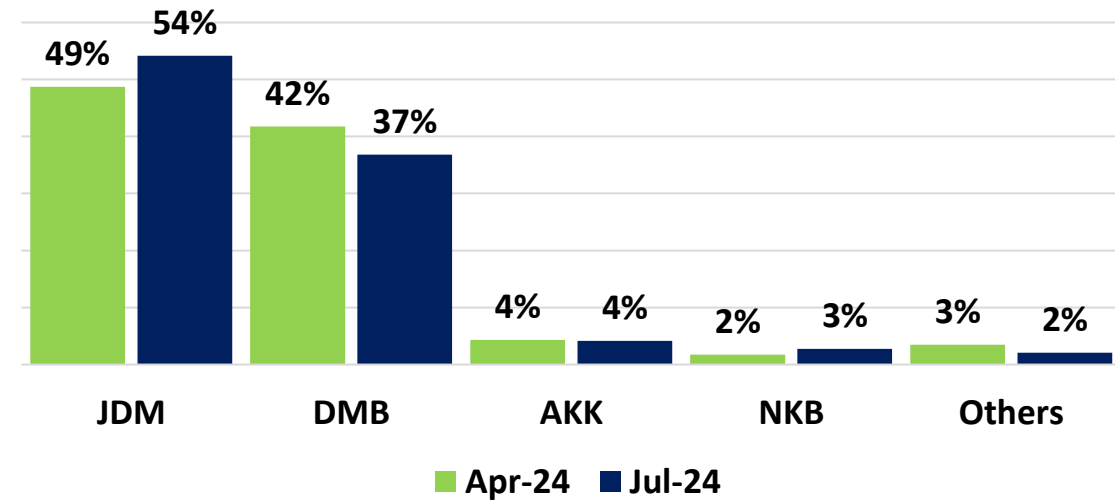


# Presidential -Regions

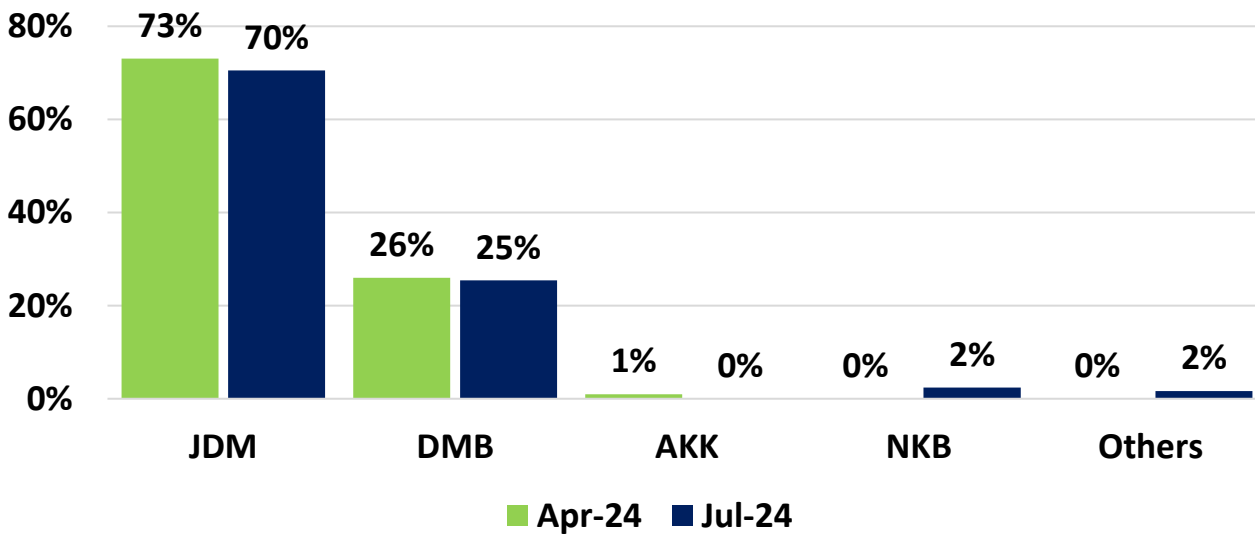
### Northern Region



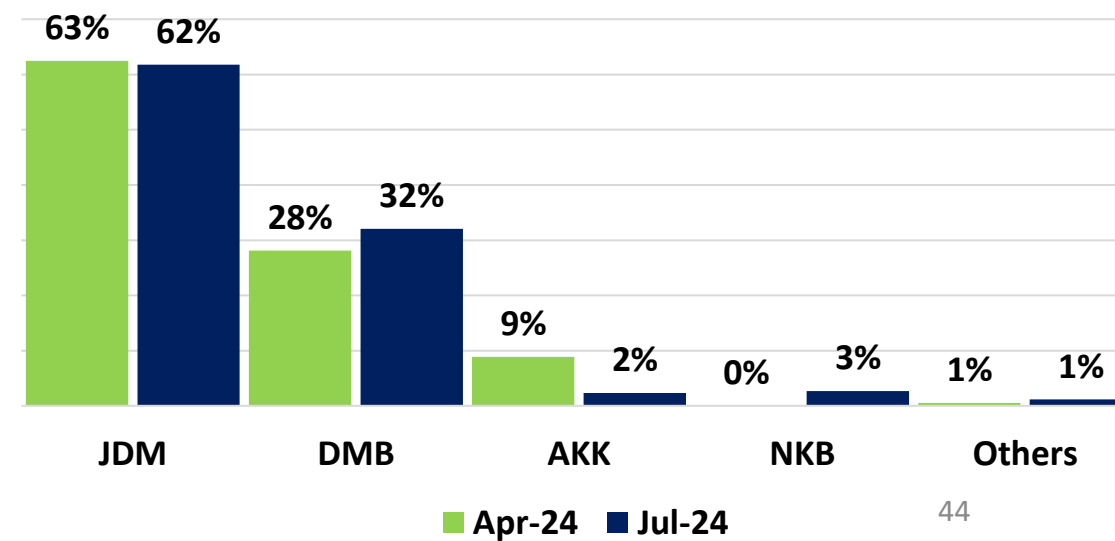
### Oti Region Region



### Savannah Region

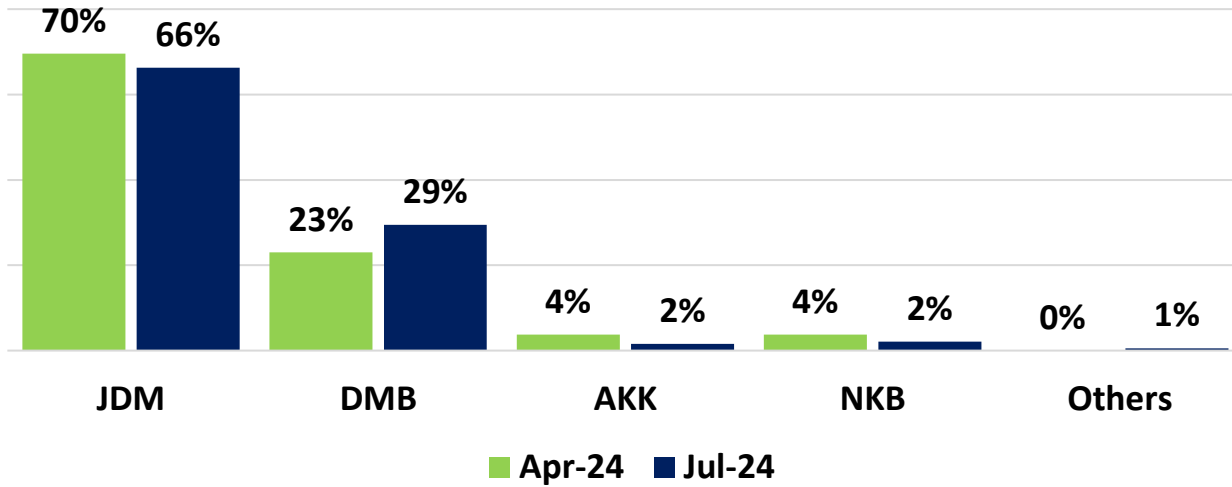


### Upper East Region

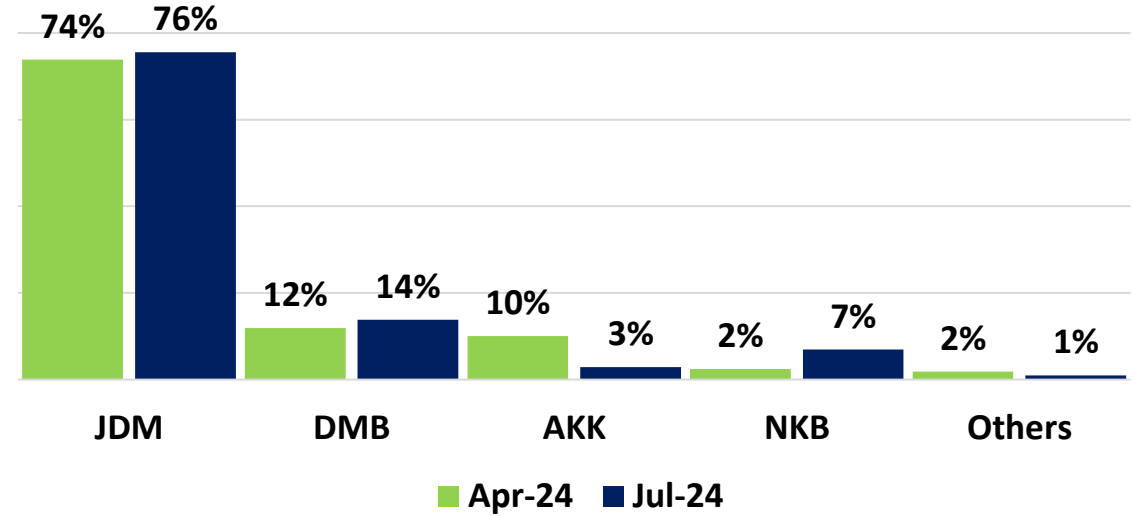


# Presidential -Regions

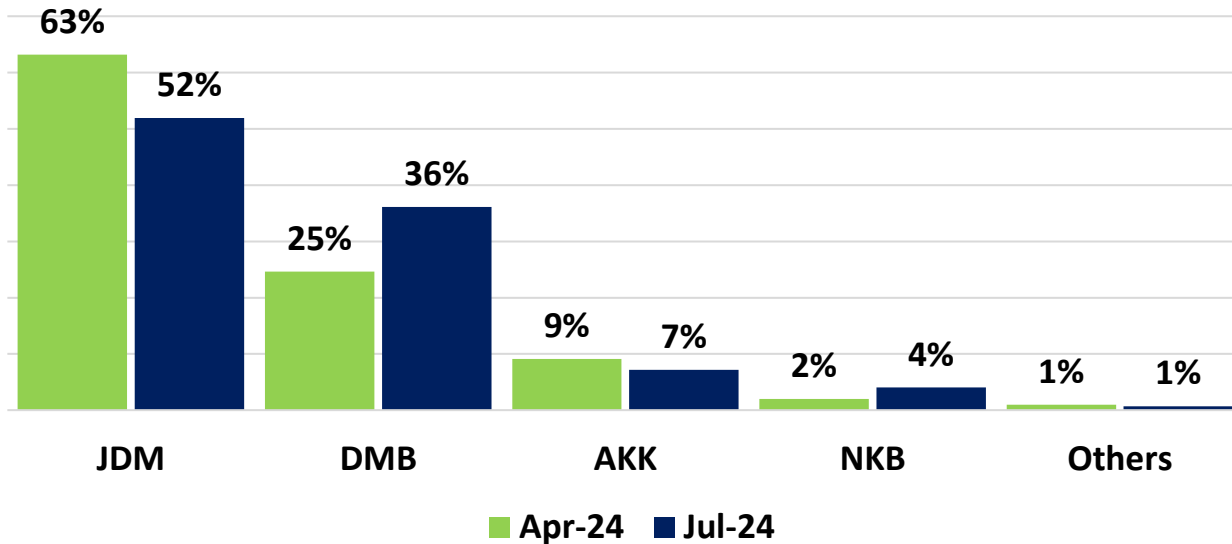
### Upper West Region



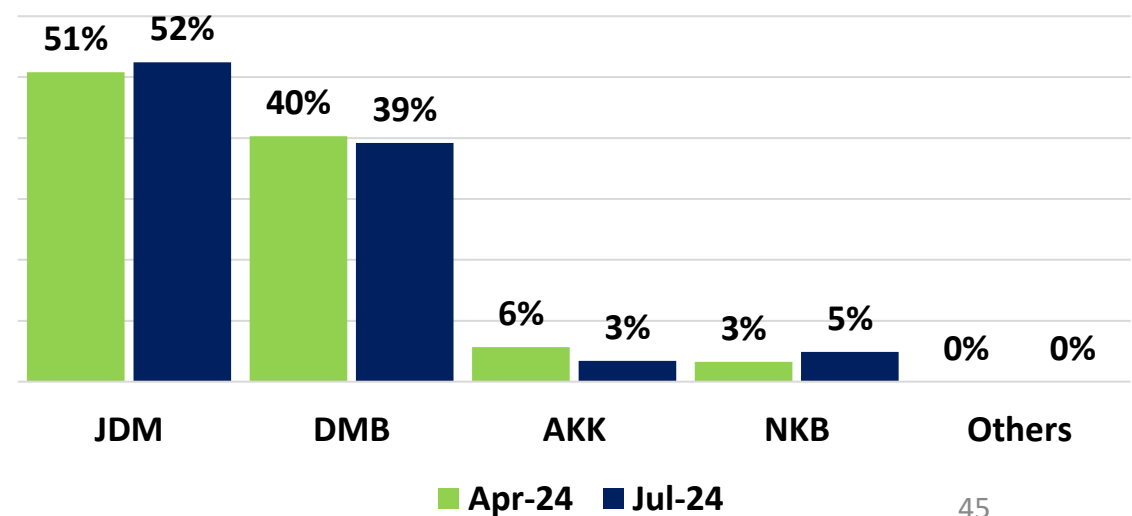
### Volta Region



### Western Region

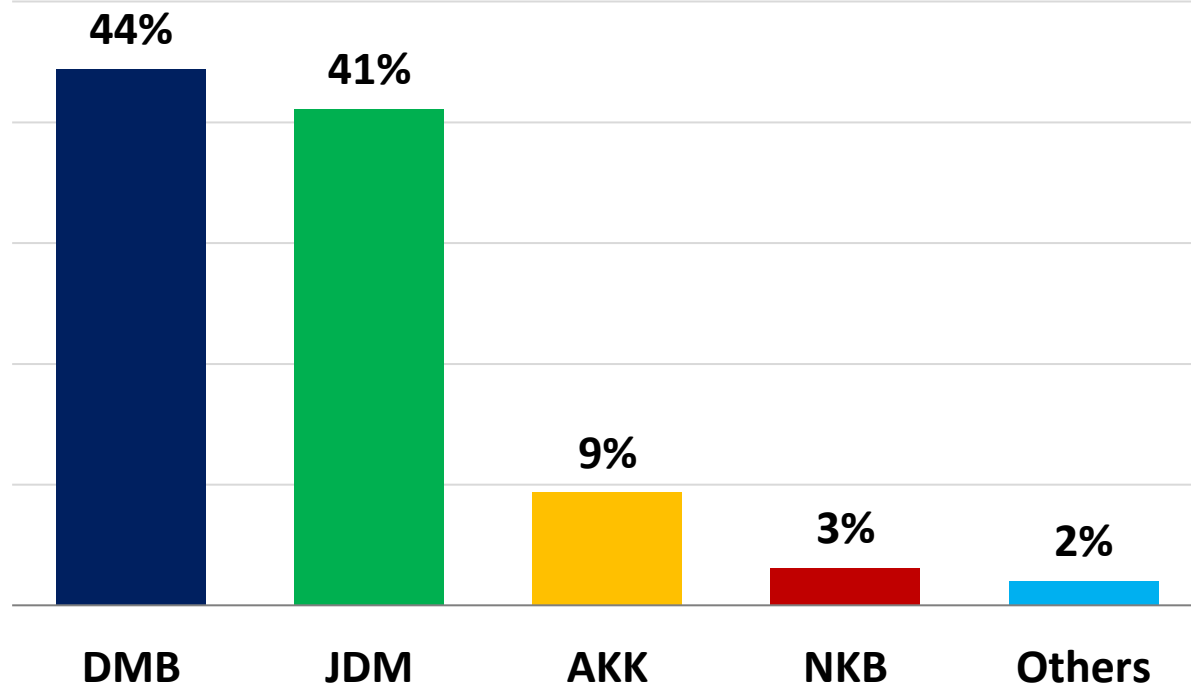


### Western North Region

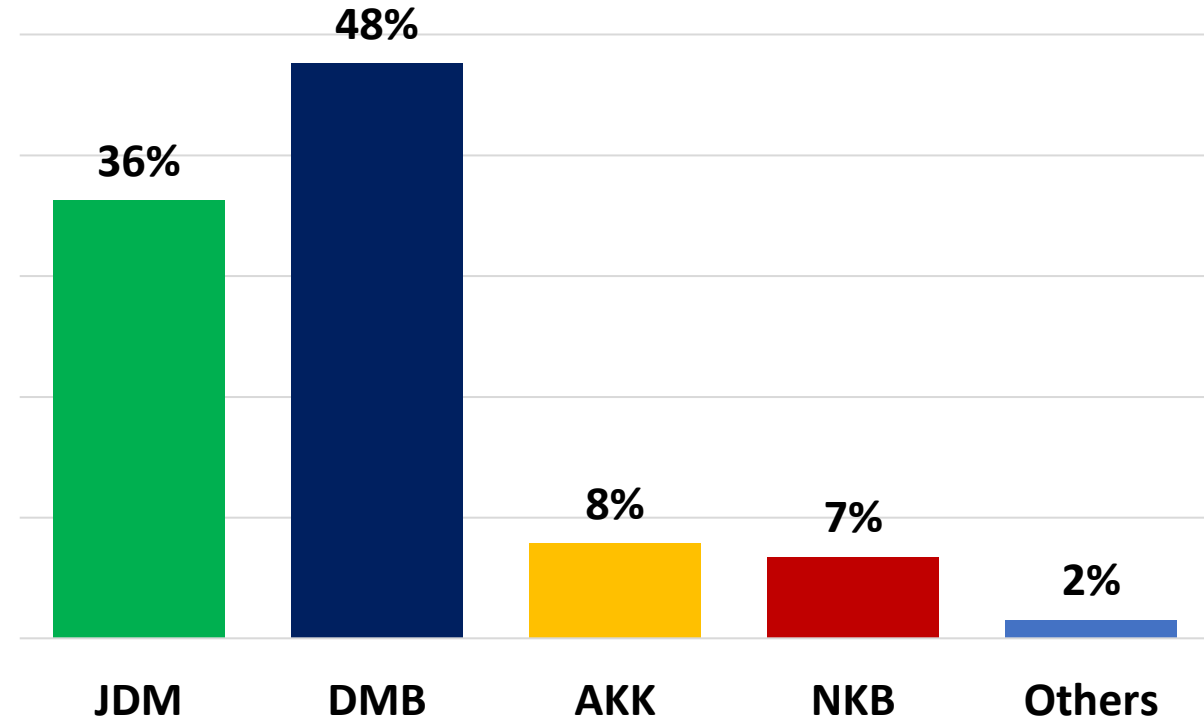


# Akan Regions

Akan dominated regions-April 2024

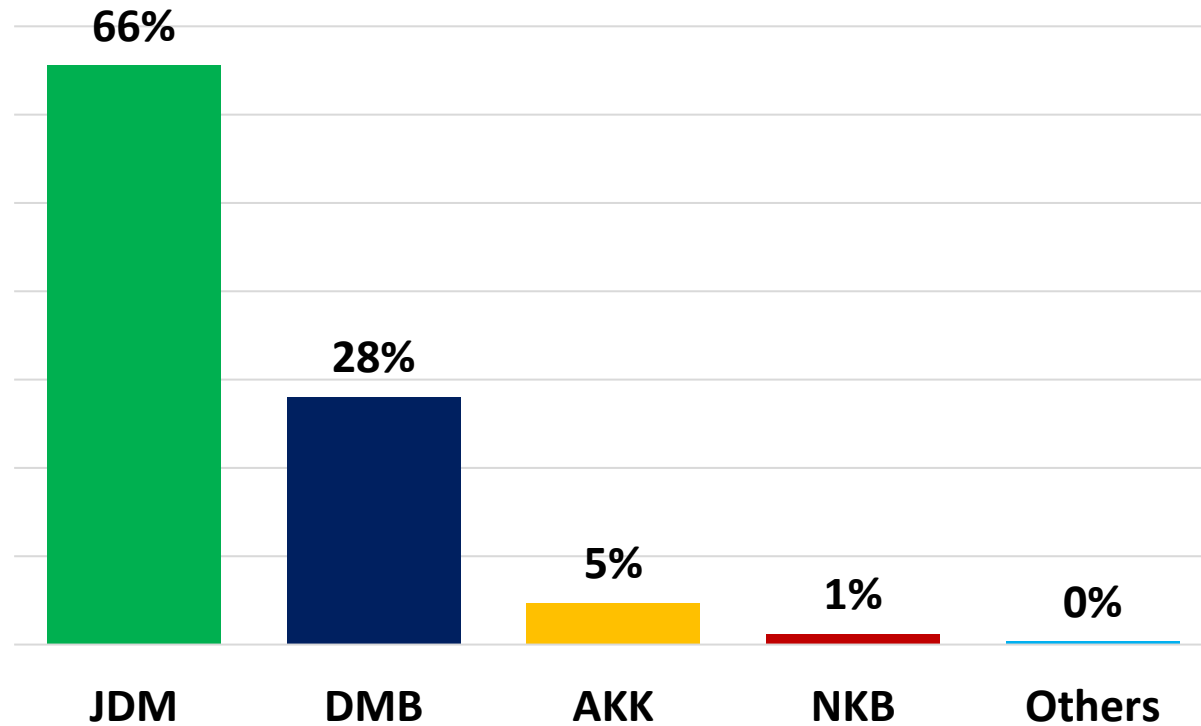


Akan dominated regions-July 2024

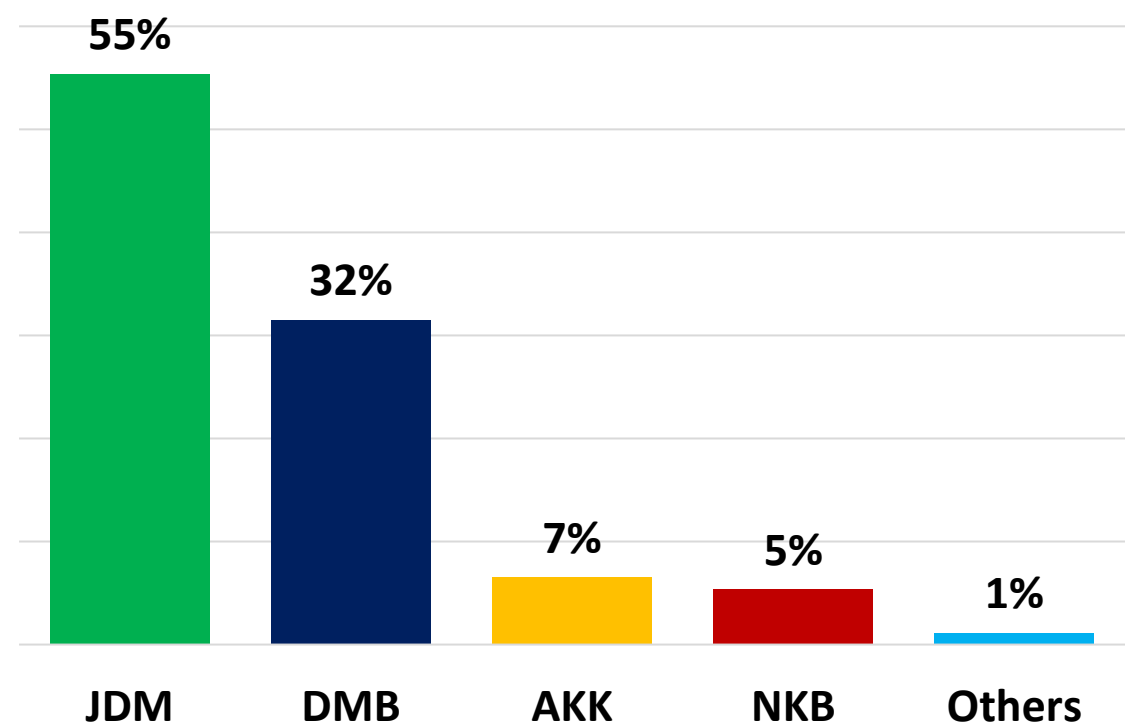


# Swing Regions

Swing regions-April 2024

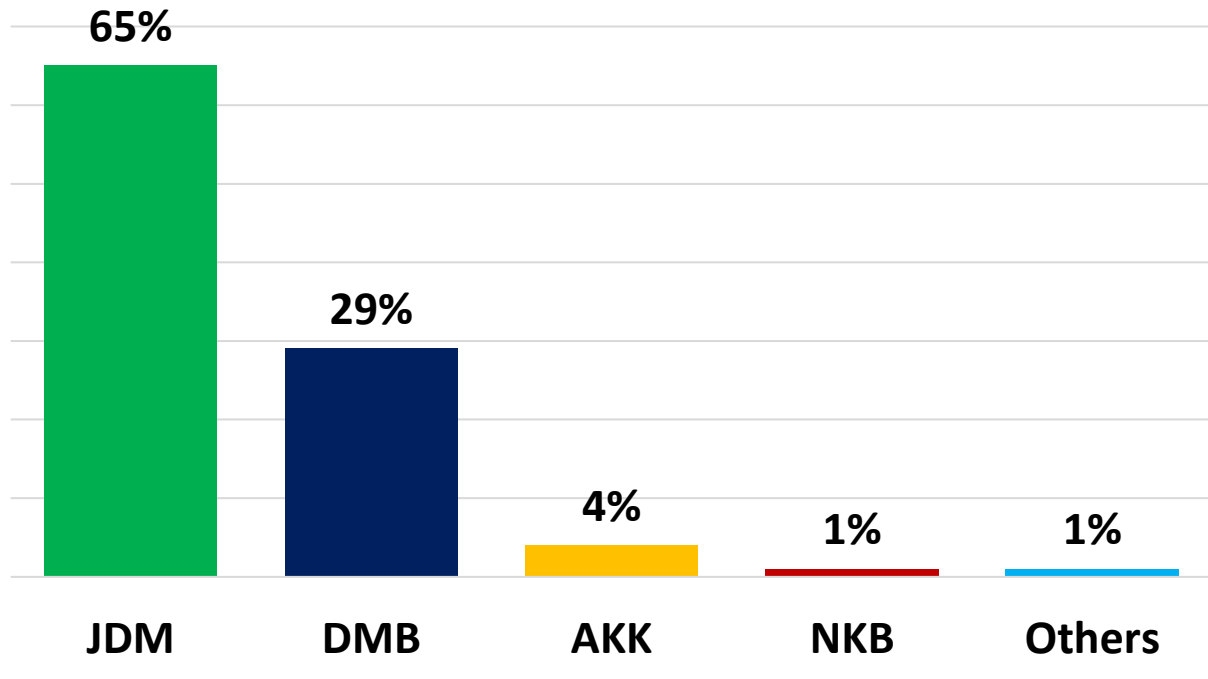


Swing regions-July 2024

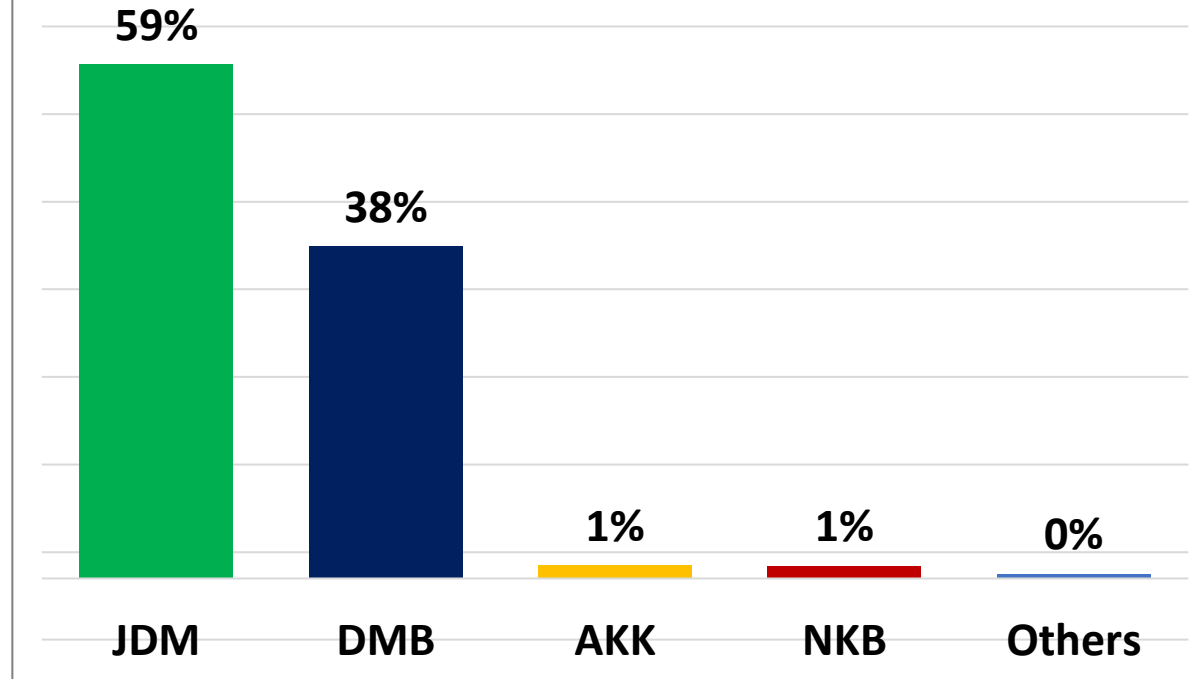


# Northern Regions

April 2024



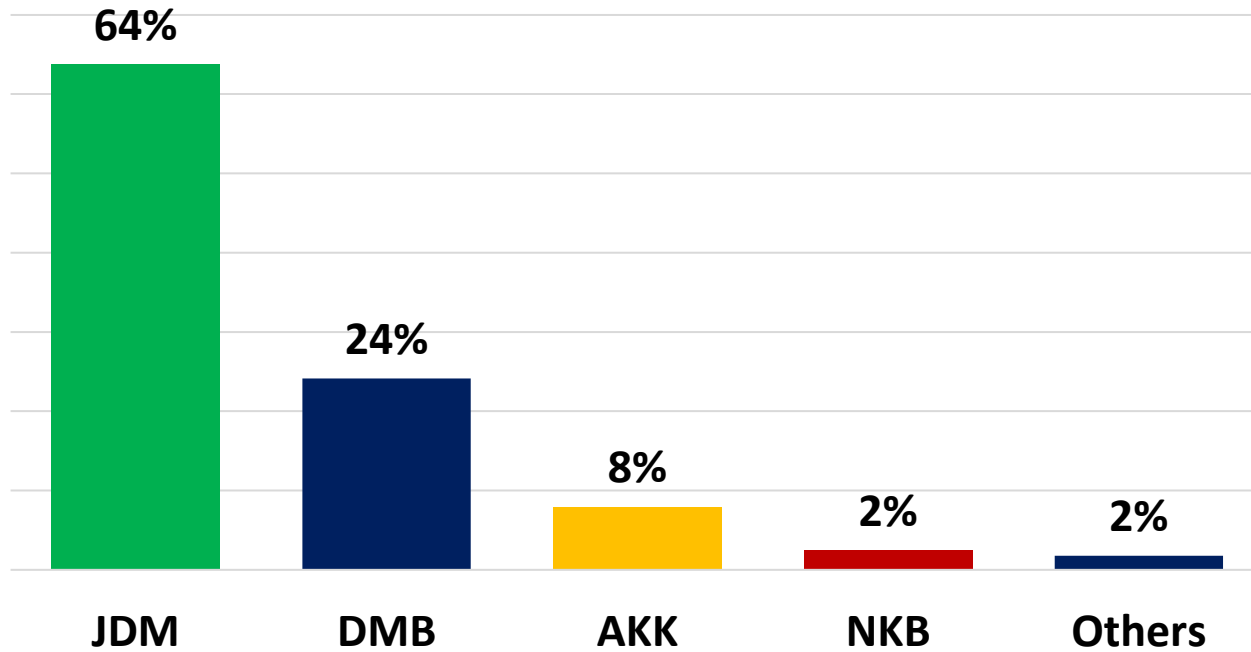
July 2024



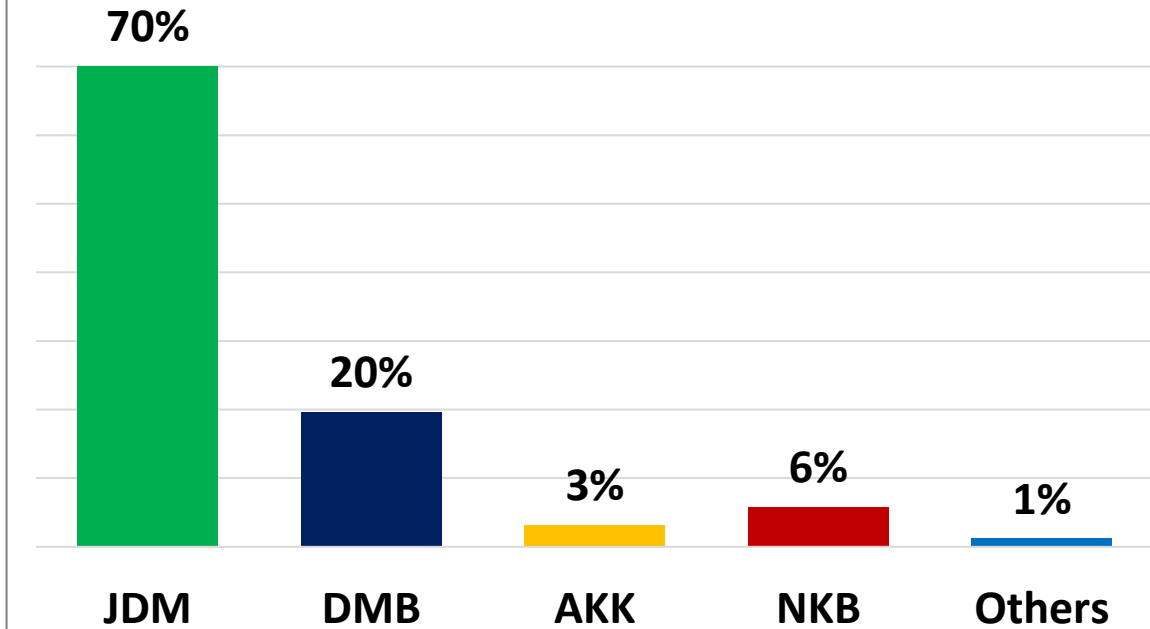


# Volta and Oti

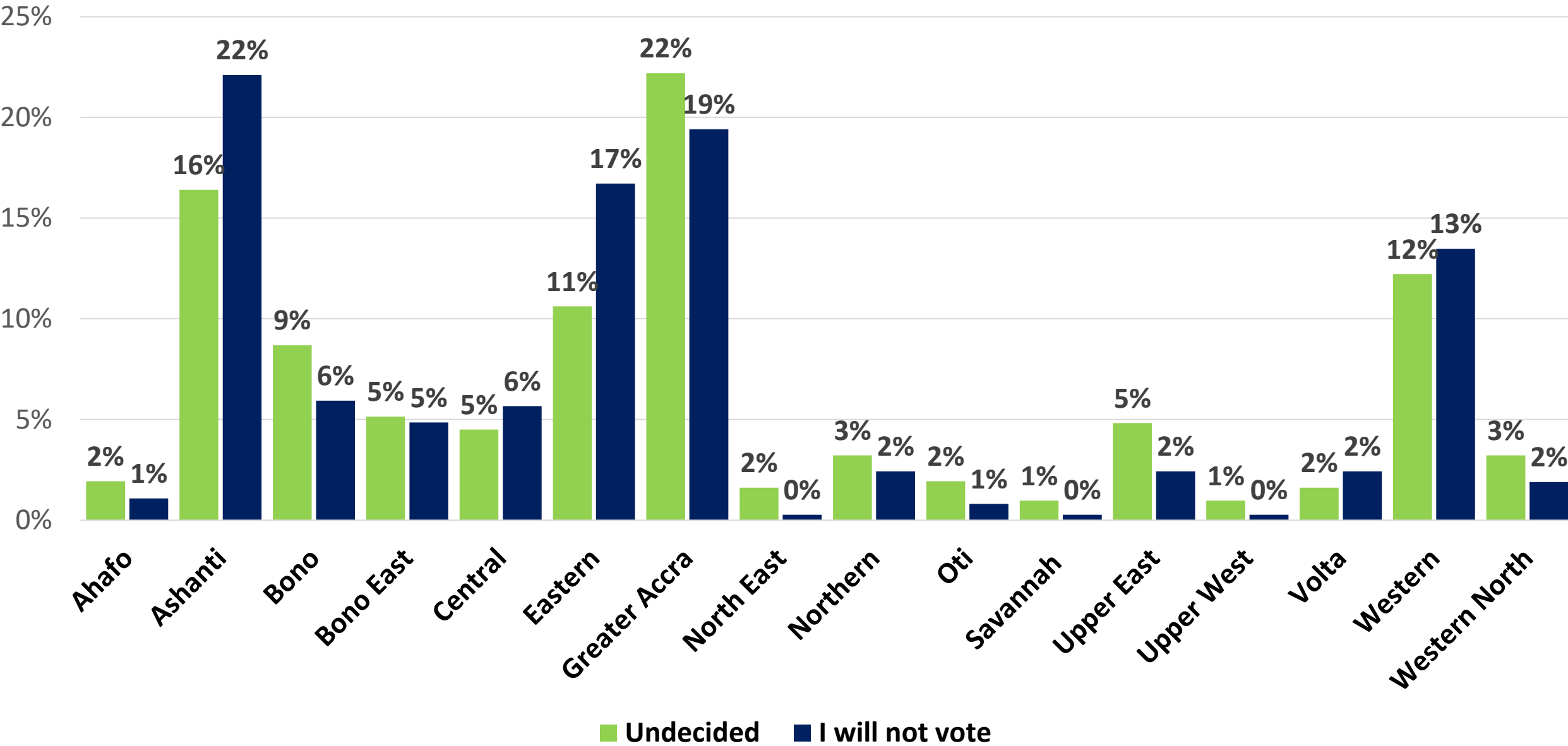
Volta & Oti - April 2024



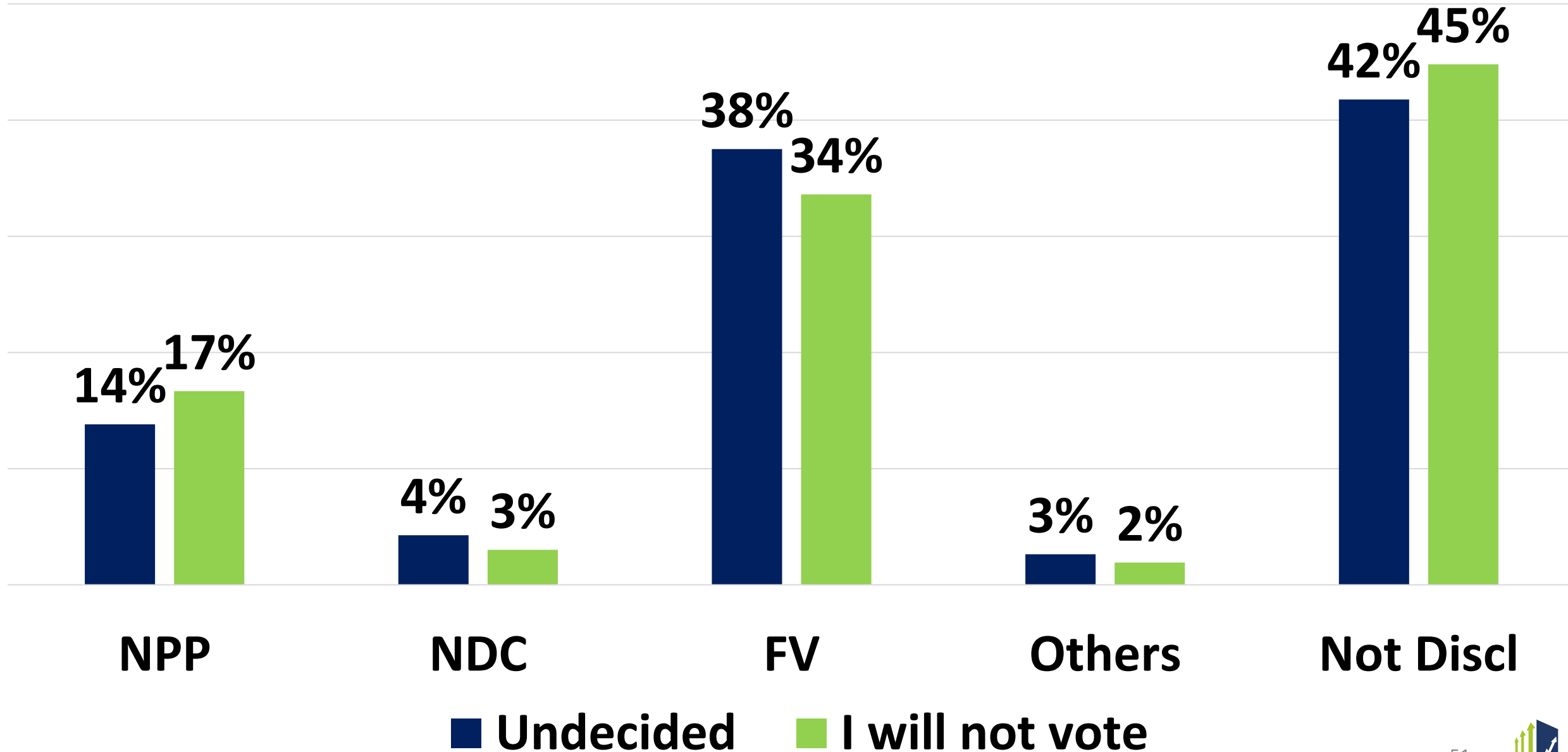
Volta & Oti-July 2024



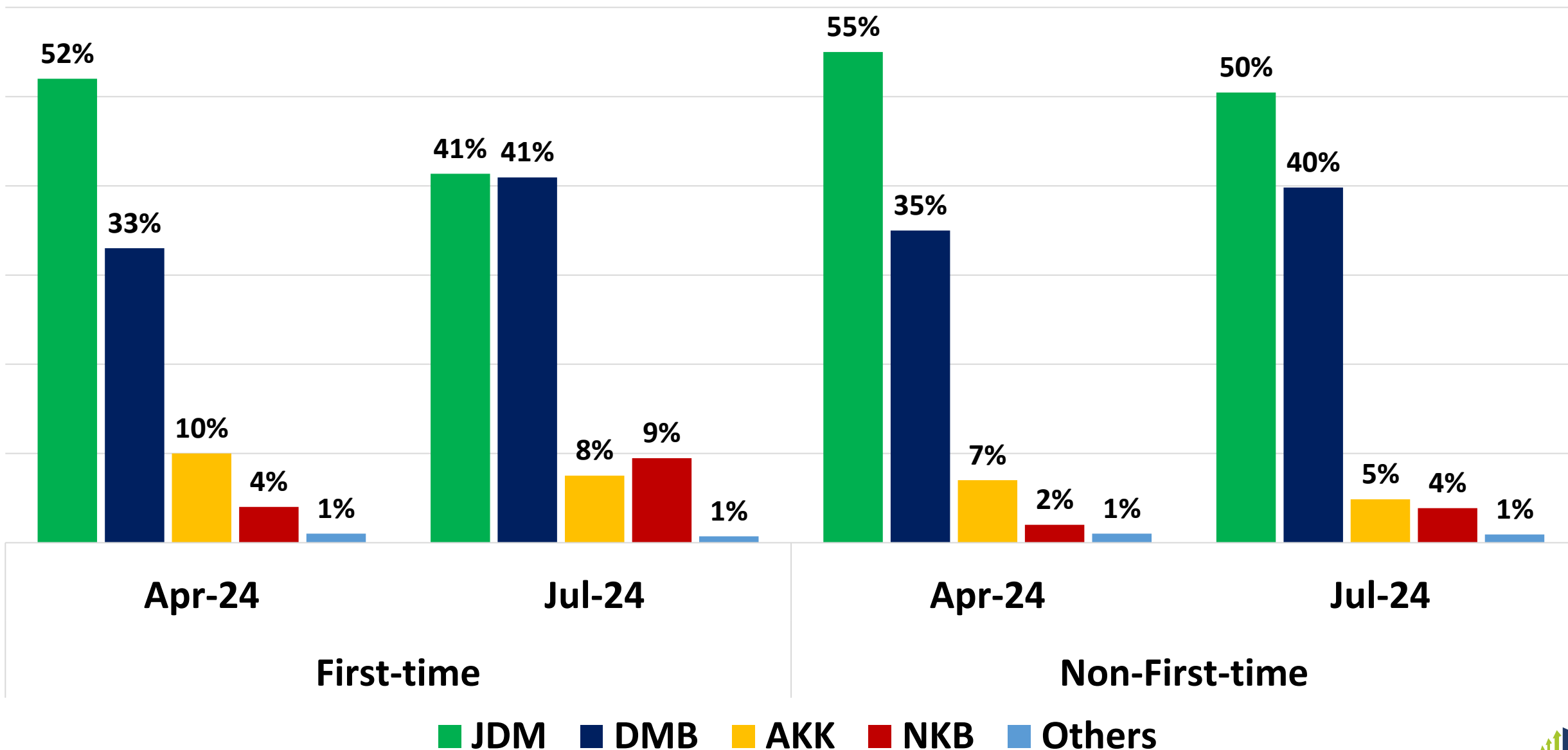
# Regional Distribution of undecided voters



# Undecided & I will not vote – Party Affiliations



# First-Time v Experienced Voters-April 2024



# Presidential vs. 2020 Elections- Regions

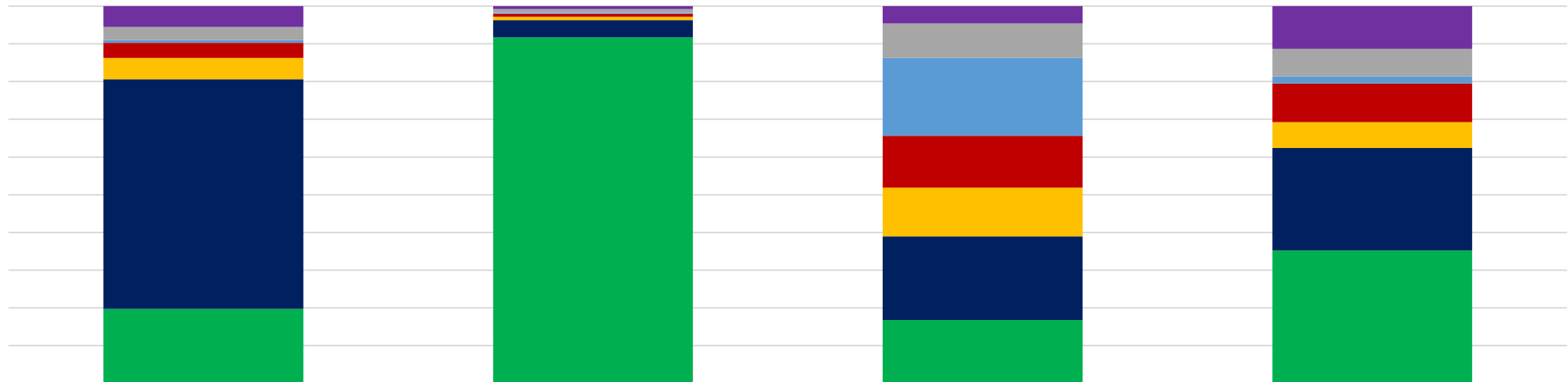
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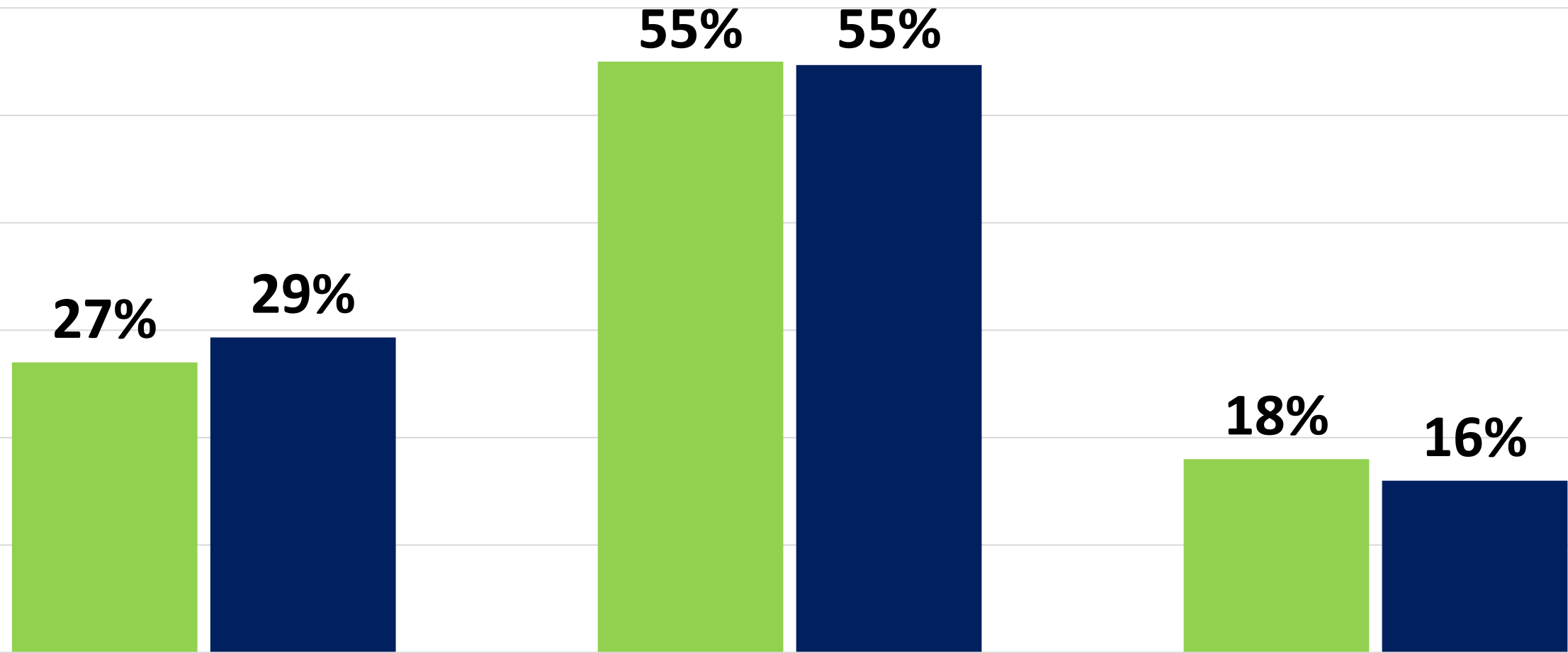
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# Presidential Poll vs. 2020 Elections-National



	NAADA	JDM	S/E	I did not vote
<b>I will not vote</b>	5%	1%	5%	11%
<b>Undecided</b>	4%	1%	9%	7%
<b>Others</b>	1%	0%	21%	2%
<b>NKB</b>	4%	1%	14%	10%
<b>AKK</b>	6%	1%	13%	7%
<b>DMB</b>	61%	5%	22%	27%
<b>JDM</b>	20%	92%	17%	35%

# Regardless of your voting intentions in 2024, do you believe that the NPP can "Break the Eight"?



Yes

No

No opinion

■ Apr-24 ■ Jul-24