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NPP Running Mate:
Dr Mathew Opoku Prempeh, the
verdict from Ashanti and Greater Accra
regions and impact on 2024 elections
8th July 2024

Executive Summary

EXECUTIVE SUMMARY

❑ Opinion poll carried by Global InfoAnalytics in the Ashanti region, a stronghold of the NPP following the official nomination of Dr Mathew Opoku Prempeh as the running mate for Dr Mahamudu Bawumia shows strong support in the region for the decision. The poll shows that among voters in the region, Dr Mathew Opoku Prempeh has the highest favourability rating when compared to Dr Osei Adu-Twum, Hon. Kennedy Agyapong, and Prof Opoku Onyinah. Dr Opoku Prempeh has net favourability rating of +60% (Favourable minus unfavourable). Hon. Kennedy Agyapong is in second place with a rating of +55%. Dr Adu-Twum and Prof Opoku Onyinah are tied with +43%.

❑ However, in the Greater Accra, Dr Mathew Opoku Prempeh appears to be unpopular when compared the Hon. Kennedy Agyapong. Dr Prempeh net favourability rating in the region is -11% while that of Hon. Agyapong is +3%.

❑ The poll also shows that 75% of Ashanti voters approve of the nomination, 22% disapprove and 3% did not have an opinion. Nearly 89% of NPP voters in the region approve of the nomination, while 10% disapprove and 1% did not have an opinion.

❑ When Ashanti voters were asked if the nomination is likely to influence them to vote for the NPP in the December election, 62% said they are likely to be influenced, 21% are unlikely and 17% were neutral. 72% of NPP voters from the region say they are likely to be influence by the nomination, while 13% said they are unlikely to be influenced and 15% are neutral. However, in the Greater Accra, only 24% said they will be influenced, 67% saif they are unlikely to be influenced while 9% are neutral. Only 49% of NPP voters said they are likely to be influenced by the nomination, while 42% will not be influenced and 9% are neutral.

❑ On the question of whether Dr Mathew Opoku Prempeh is the best candidate to help the NPP break the Eight (8), only 60% said yes, 28% said no and 12% did not have an opinion.

EXECUTIVE SUMMARY

❑ On the question of who voters from the regions would vote for if the 2024 election were held today after nomination, in the Ashanti region, Dr Mahamudu Bawumia (DMB), 73%, John Dramani Mahama (DMB), 15%, Alan Kwadwo Kyeremanten (AKK), 9%, Nana Kwame Bediako (NKB), 2% and others, 1%. In the Ashanti region, DMB backed by 93% of NPP voters, 1% back JDM, 6% back AKK and 1% back NKB. But in the Greater Accra, JDM leads with 56%, DMB, 40% and NKB, 4%. 11% of NPP voters in the Greater Accra back JDM while 85% back DMB, 1% back AKK and 3% back NKB.

❑ However, on the critical issue of whether Dr Mathew Opoku Prempeh could increase NPP share of the vote in the Ashanti region compared to 2020, the poll shows that NAADAA/DMB ticket still outperforms DMB/DMOP as 84% of respondents said they voted for NAADA/DMB compared to 15% for JDM/JNOA ticket. Compared to current voting intention, DMB/DMOP obtained 73%, JDM/JNOA on 11%.

❑ This suggests that the nomination of Dr Mathew Opoku Prempeh, has so far, not delivered improved polling numbers as envisaged by the party in the critical region of Ashanti.
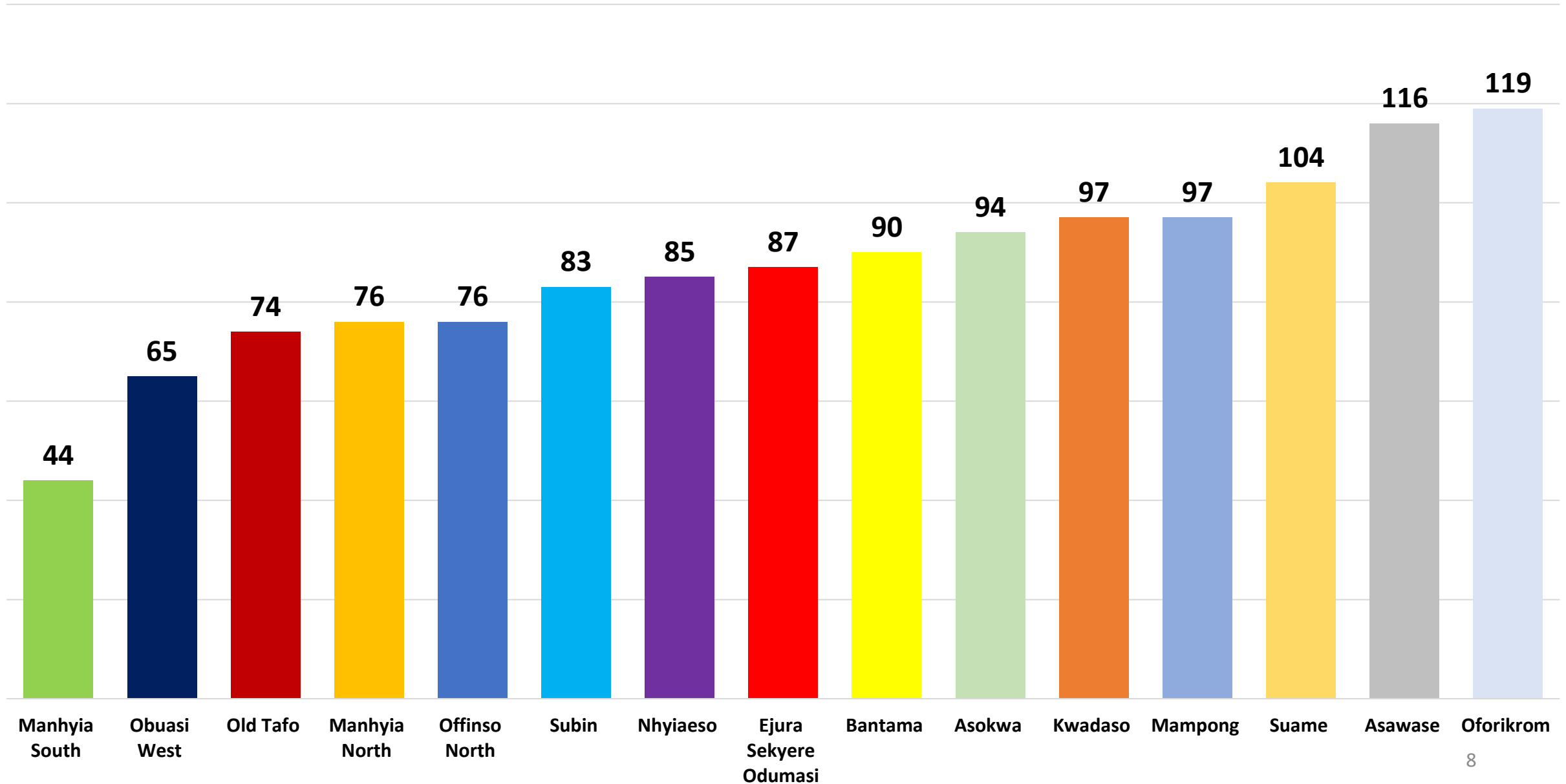
Methodology & Approach

Methodology and Approach:

❑ Sample of fifteen (15) constituencies from the Ashanti region were polled with a sample size of 1307, Confidence level of 95% and Margin of Error of 2.7%.

❑ In a separate poll in Greater Accra region where six constituencies were polls with a sample size of 3,111 voters were polled and 95% and margin of Error of 1.7%

❑ Purposeful sampling method were used to select the constituencies polled

❑ Samples were allocated to each constituency relative to its contribution to the region's register of voters

❑ Demographic analysis of the results would have higher margin of error.

❑ Field interviews for the Ashanti region poll were carried out between 5th July to 6th July 2024 while the Greater Accra poll were carried out between 1st July to 7th July 2024.
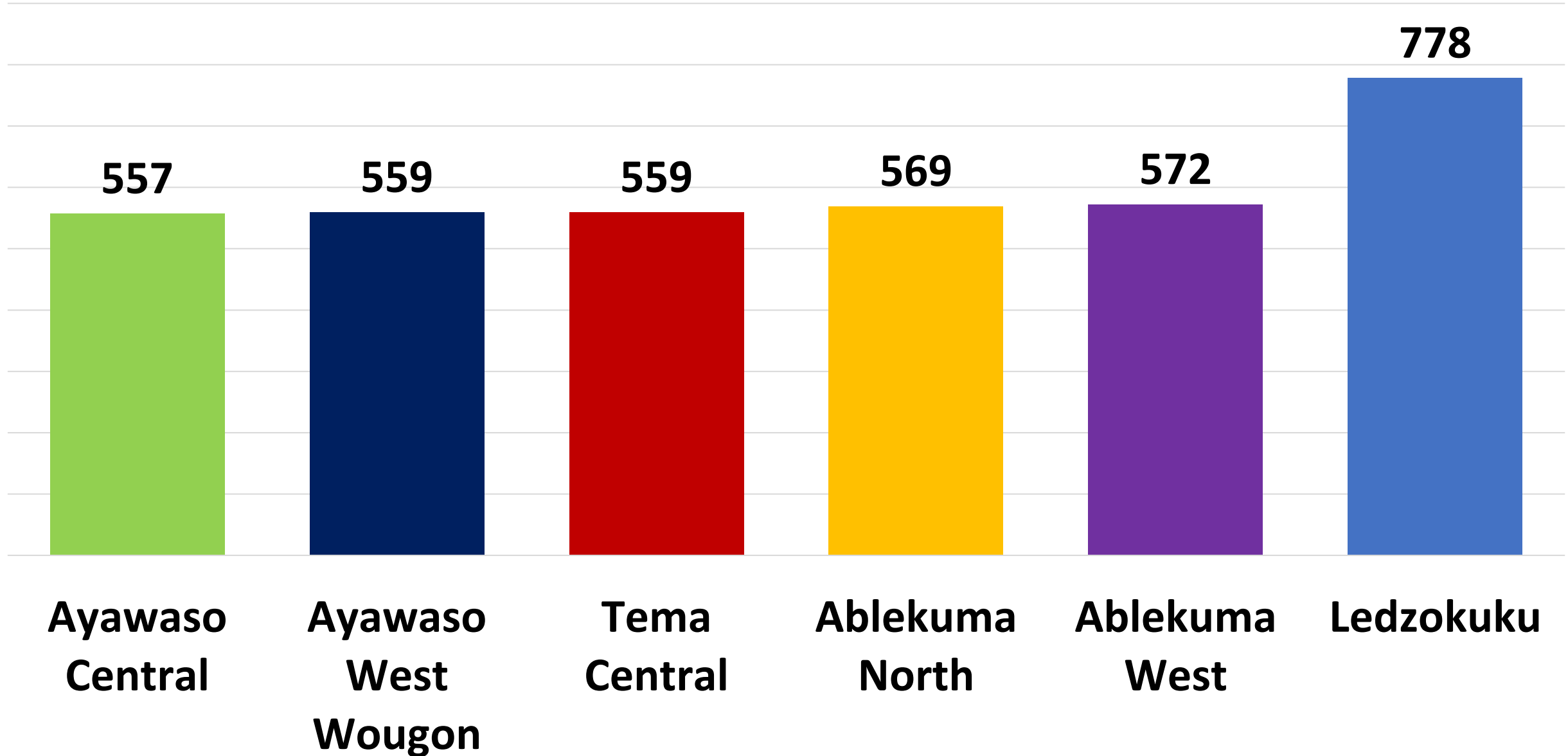
Constituency Sample Allocation

Ashanti Region Sample Allocations (No.)

Manhyia South	Obuasi West	Old Tafo	Manhyia North	Offinso North	Subin	Nhyiaeso	Ejura Sekyere Odumasi	Bantama	Asokwa	Kwadaso	Mampong	Suame	Asawase	Oforikrom
44	65	74	76	76	83	85	87	90	94	97	97	104	116	119

Greater Accra Region Sample Allocations (No.)
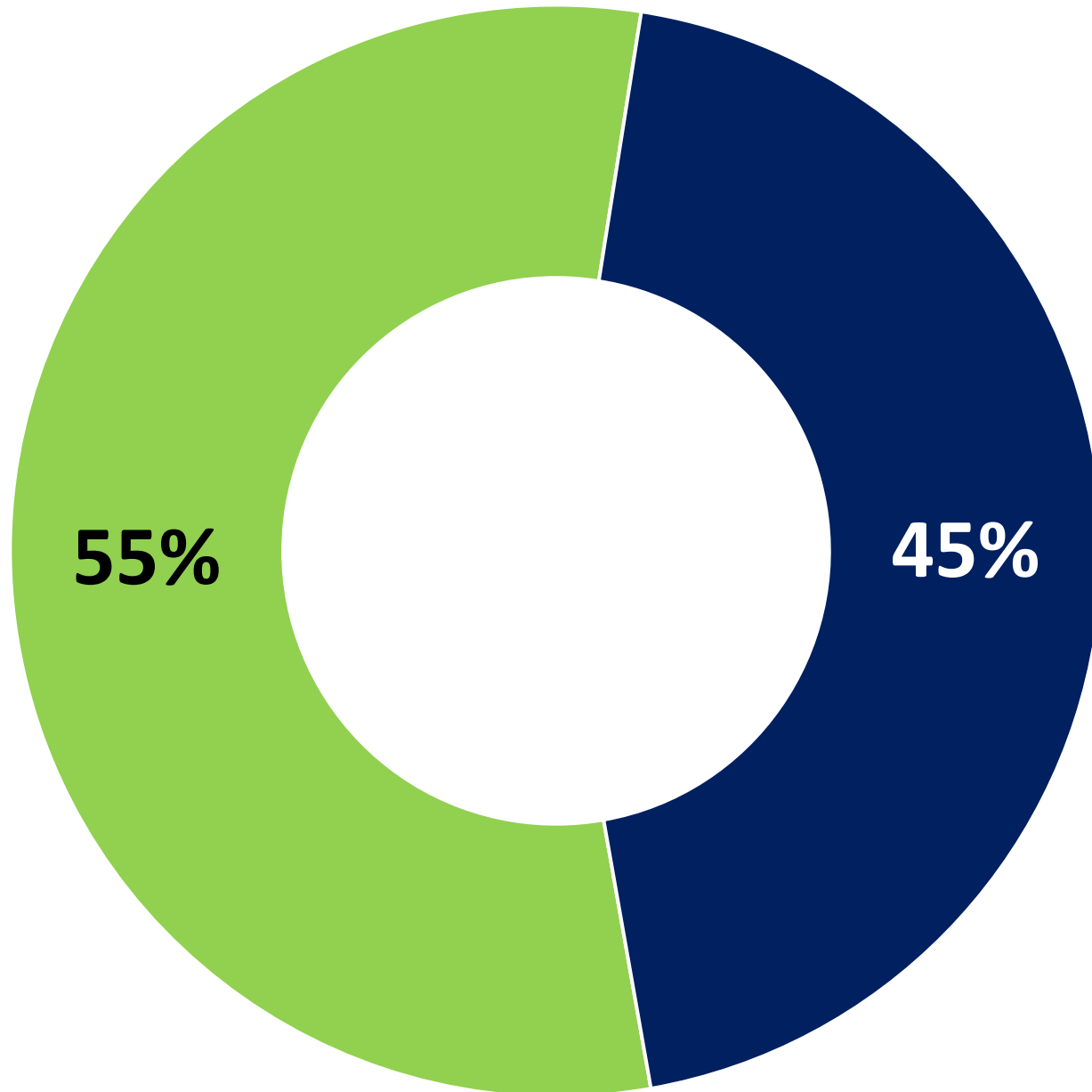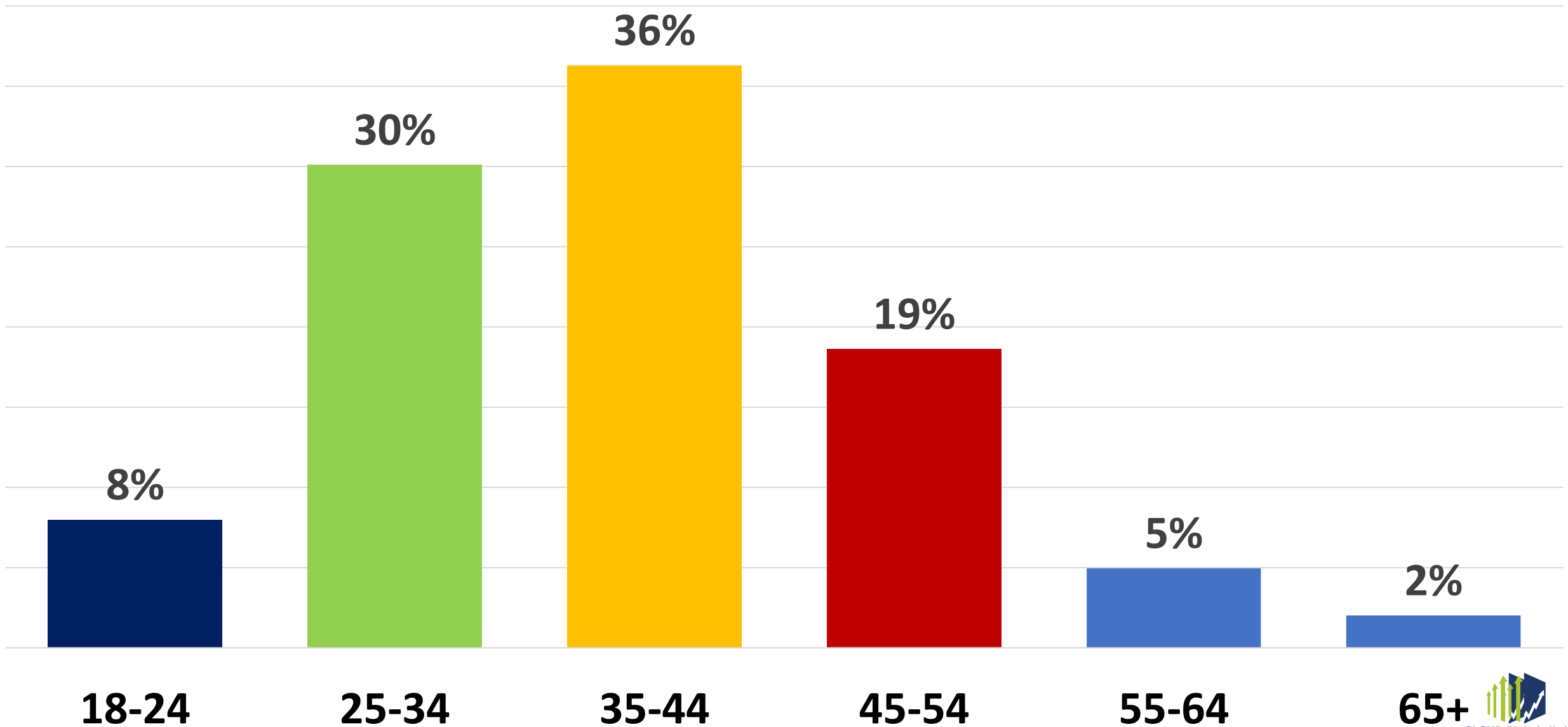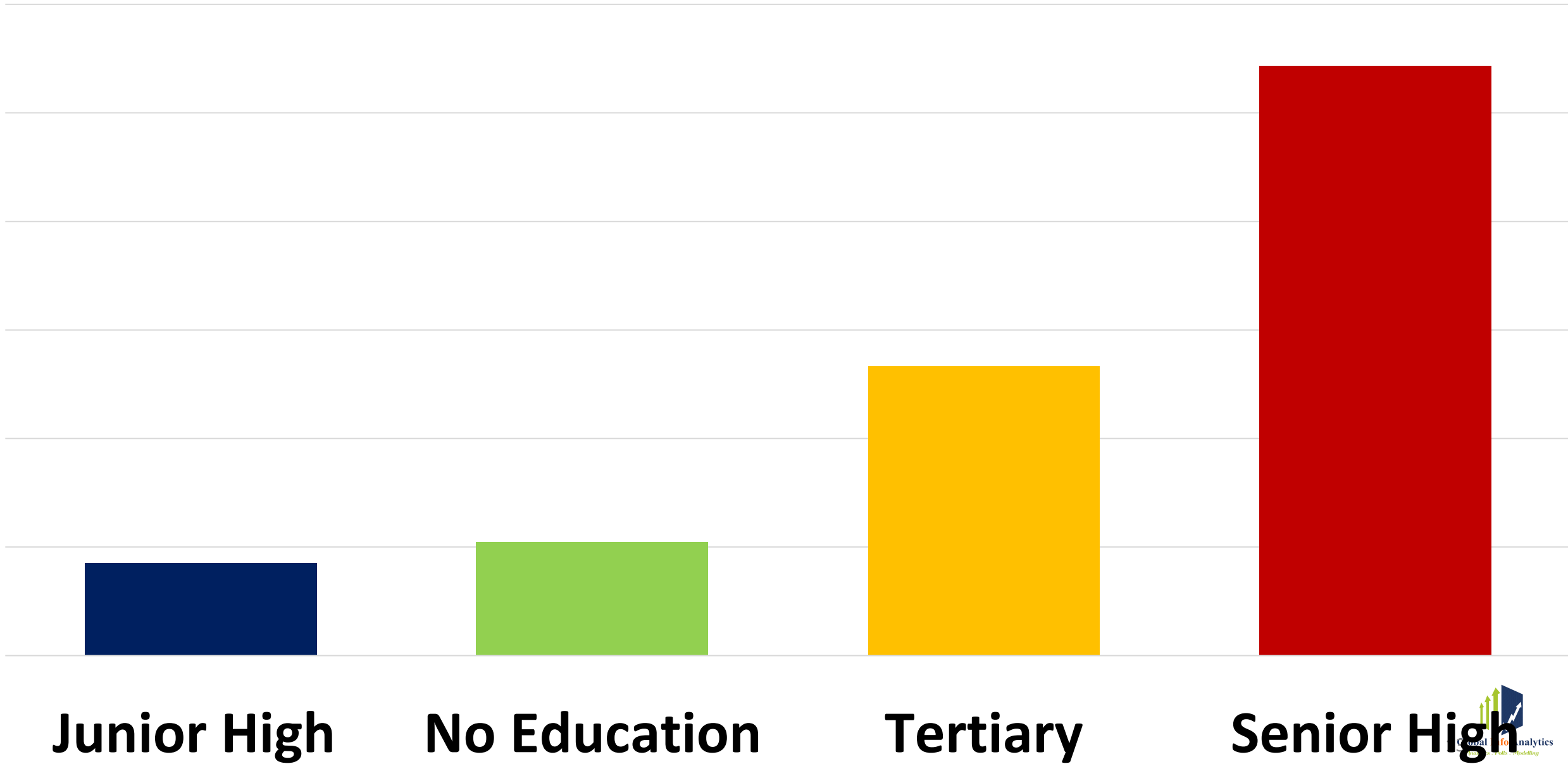
Ayawaso Central	Ayawaso West Wougon	Tema Central	Ablekuma North	Ablekuma West	Ledzokuku
557	559	559	569	572	778

Demographics

Gender

55% 45%

Male
Female

Employment

63%

24%

11%

2%

Pensioner   Student/Apprentice   Unemployed   Employed

Ethnic Groups

1% Mande
1% Gurma
3% Ga-Adangbe
3% Grushie
3% Other
4% Ewe
5% Guan
10% Mole-Dagbani
71% Akan

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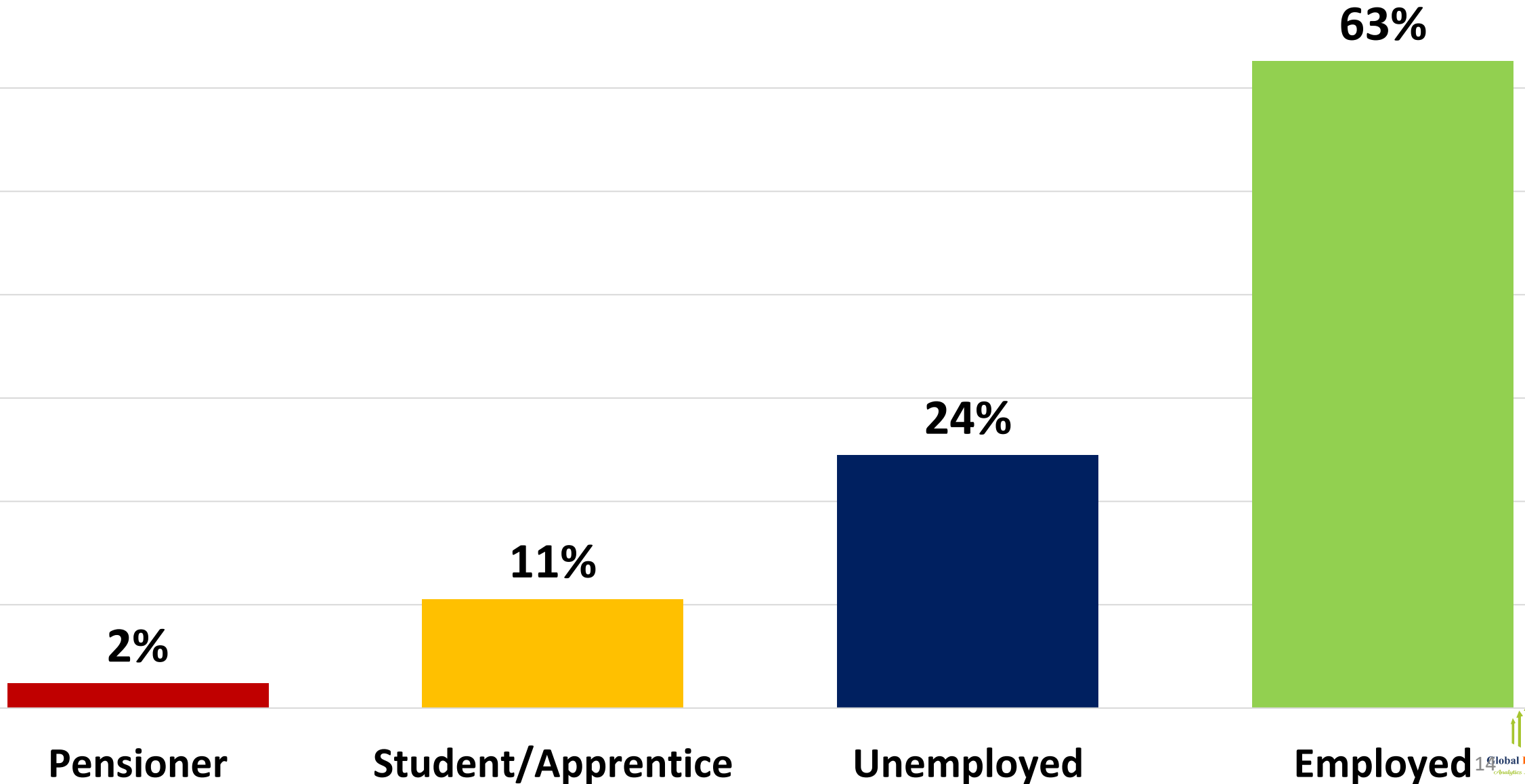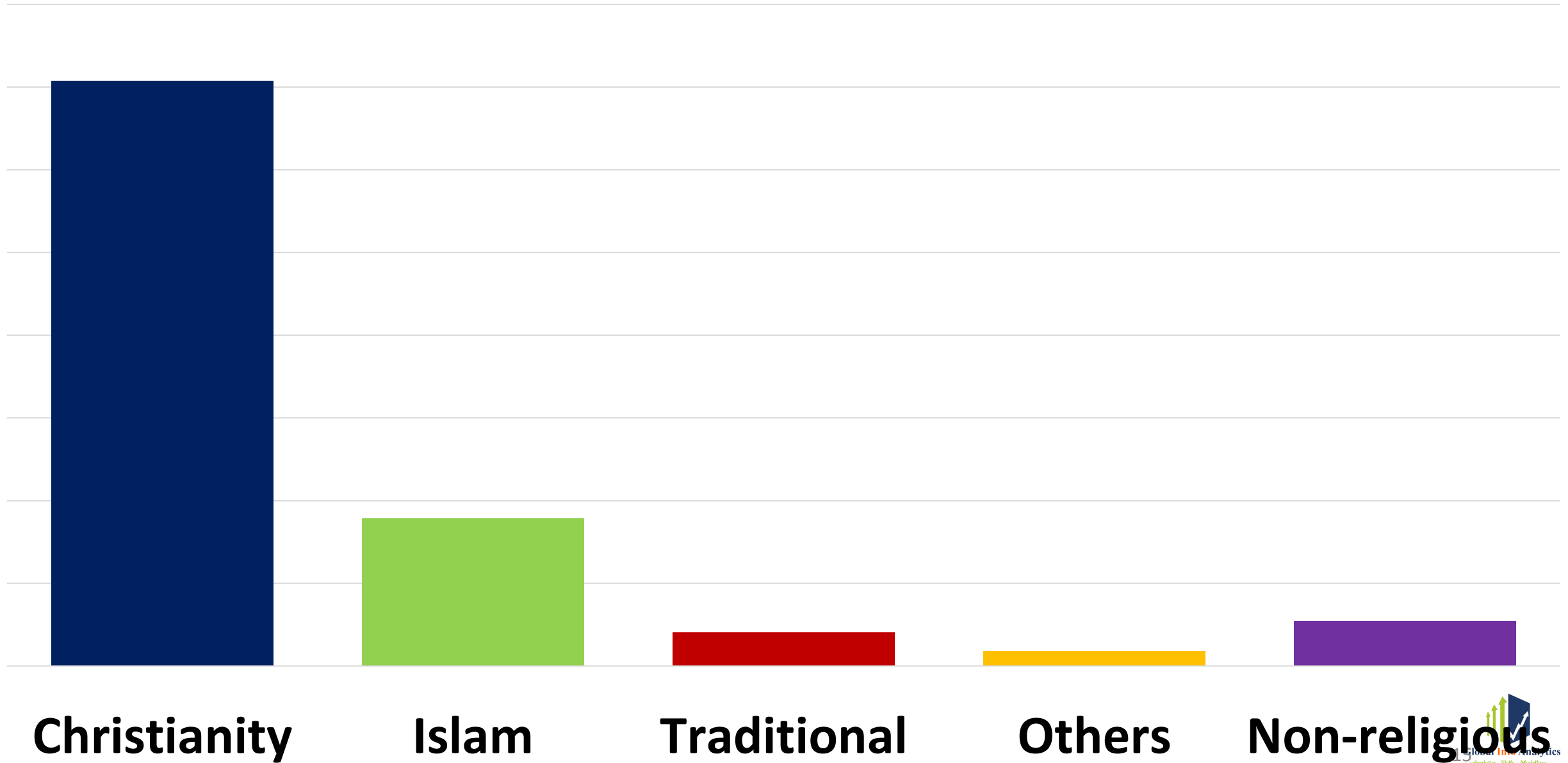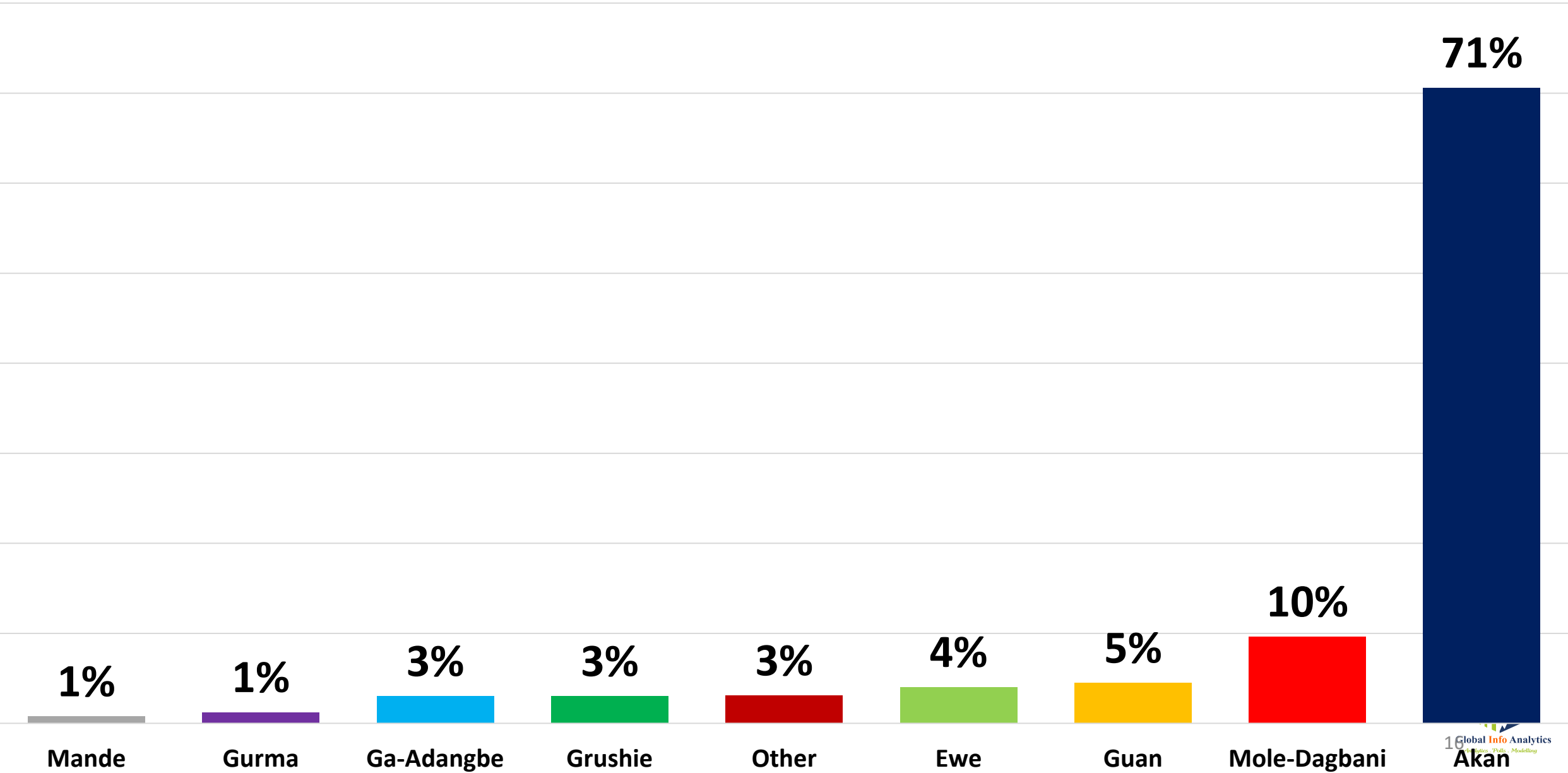
Party Affiliations
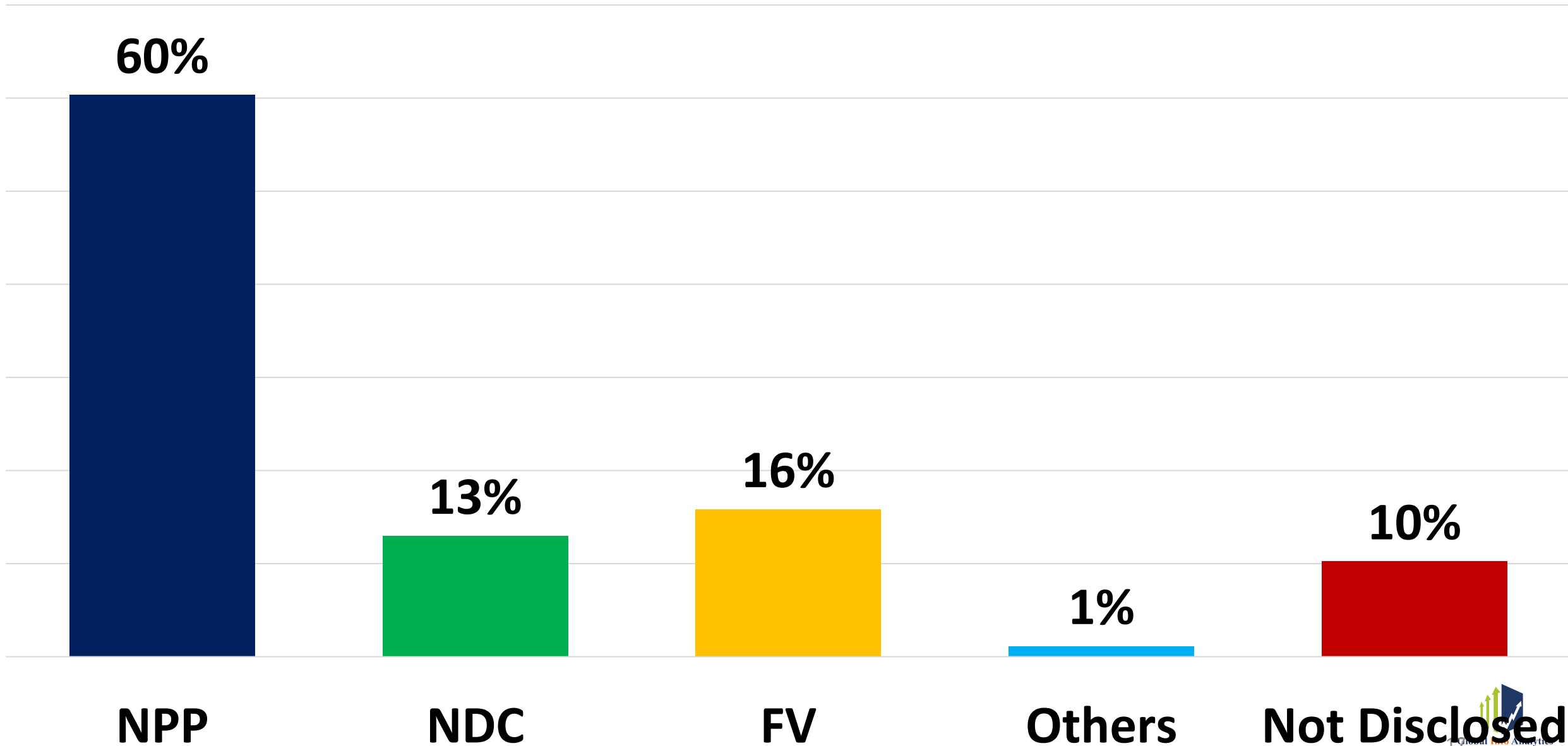
Favourability ratings of potential candidates

Favourability

Ashanti Region

Candidates	Favourable	Unfavourable	Net Favourability
Dr Osei Adu-Twum	67%	24%	+43%
Dr Matthew Opoku Prempeh	79%	19%	+60%
Kennedy Ohene Agyapong	77%	21%	+55%
Prof. Opoku Onyinah	65%	21%	+43%

Greater Accra Region

Candidates	Favourable	Unfavourable	Net Favourability
Dr Matthew Opoku Prempeh	36%	47%	-11%
Kennedy Ohene Agyapong	45%	42%	3%

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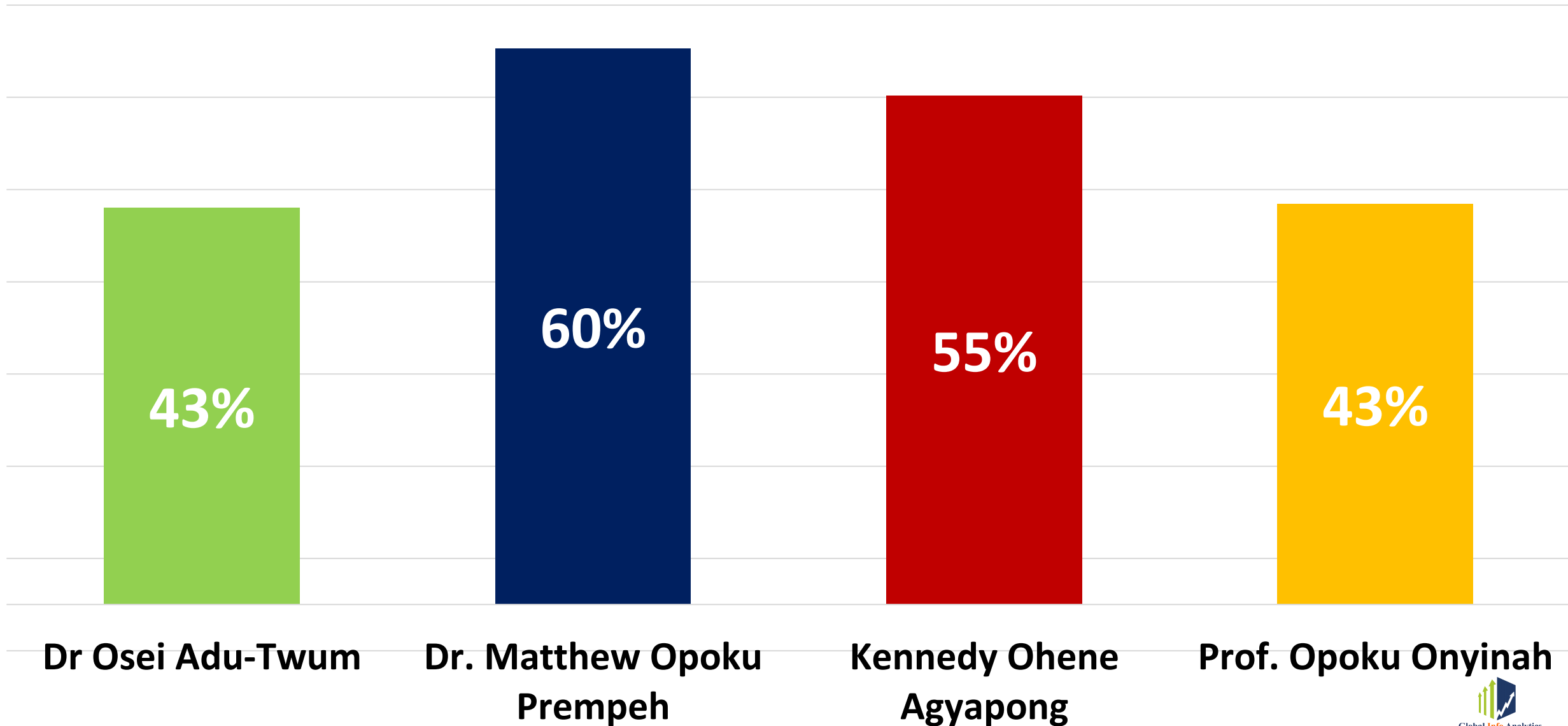
Net Favourability Rating-GAR

Net Favourability
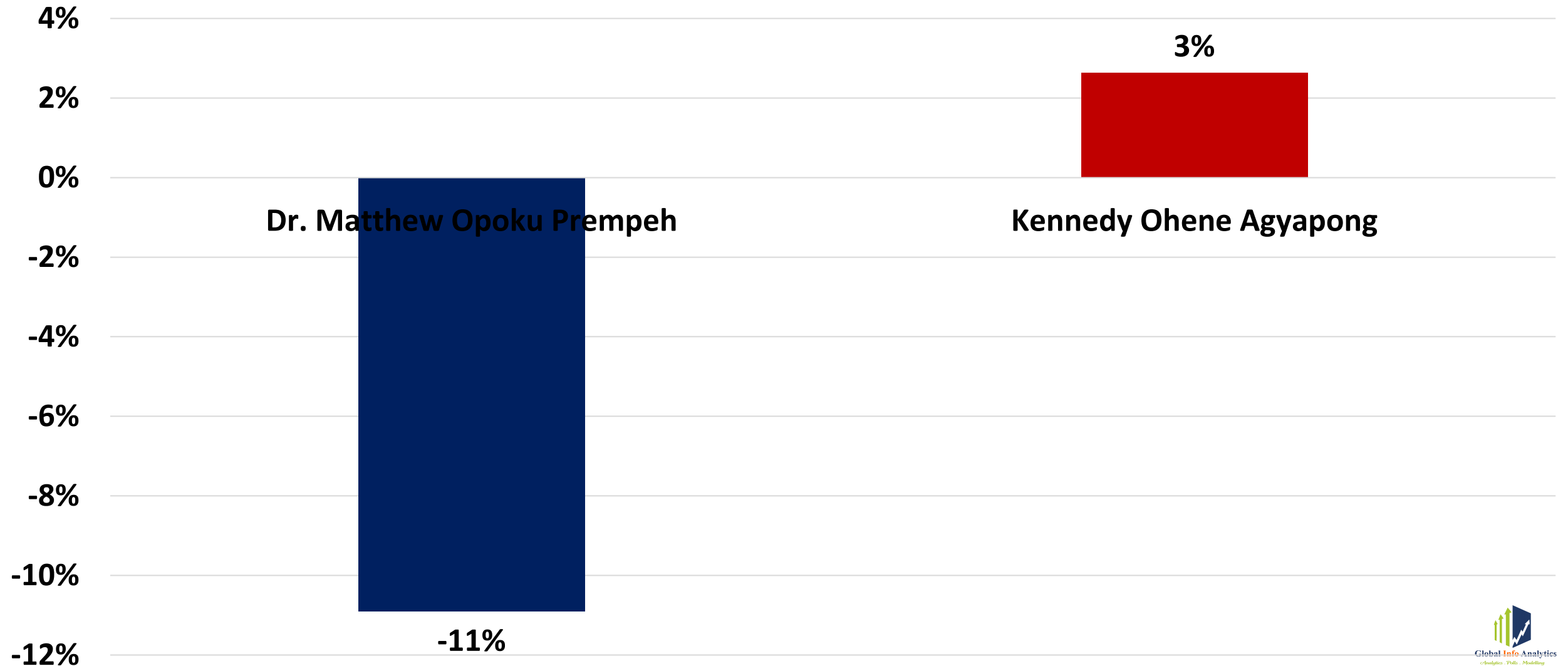
Dr. Mathew Opoku Prempeh has been nominated as the running mate for Dr Bawumia do you approve this nomination? Ashanti Region
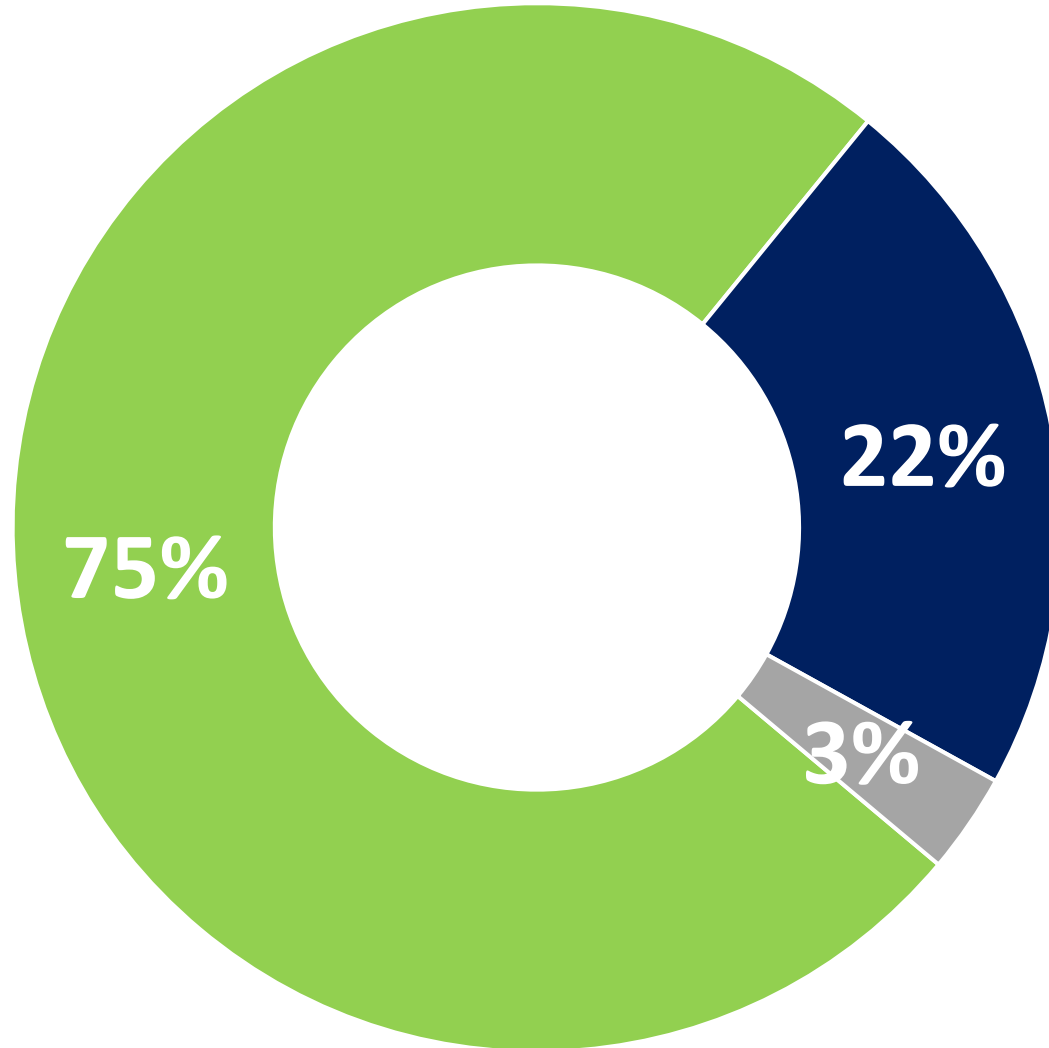
75%

22%

3%

■ **Approve**

■ **Disapprove**

■ **No opinion**

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Dr. Mathew Opoku Prempeh has been nominated as the running mate for Dr Bawumia do you approve this nomination? Party Affiliations
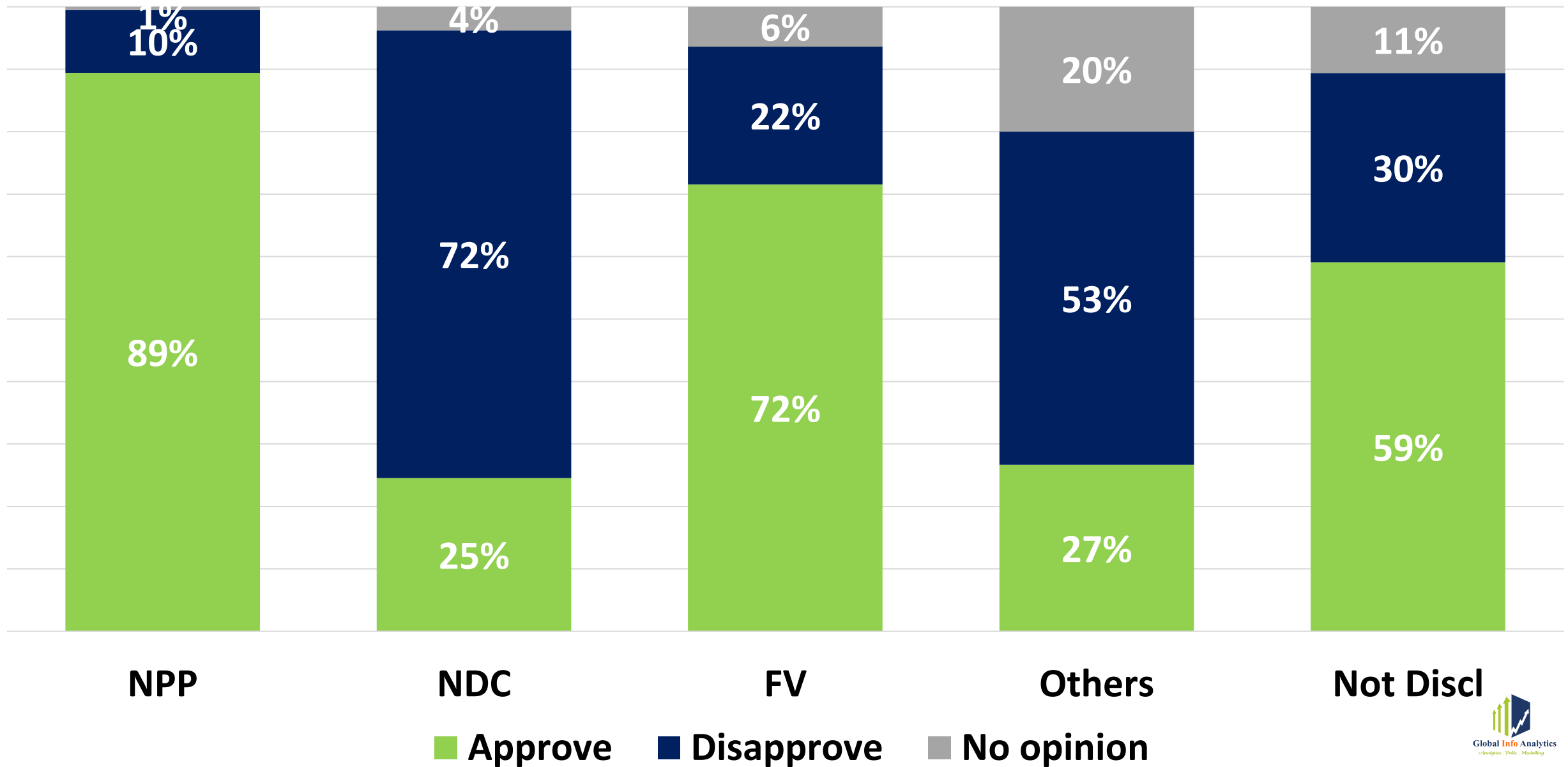
	NPP	NDC	FV	Others	Not Discl
No opinion	1%	4%	6%	20%	11%
Disapprove	10%	72%	22%	53%	30%
Approve	89%	25%	72%	27%	59%

Approve   **Disapprove**   **No opinion**

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Dr. Mathew Opoku Prempeh has been nominated as the running mate for Dr Bawumia do you approve this nomination? Constituencies
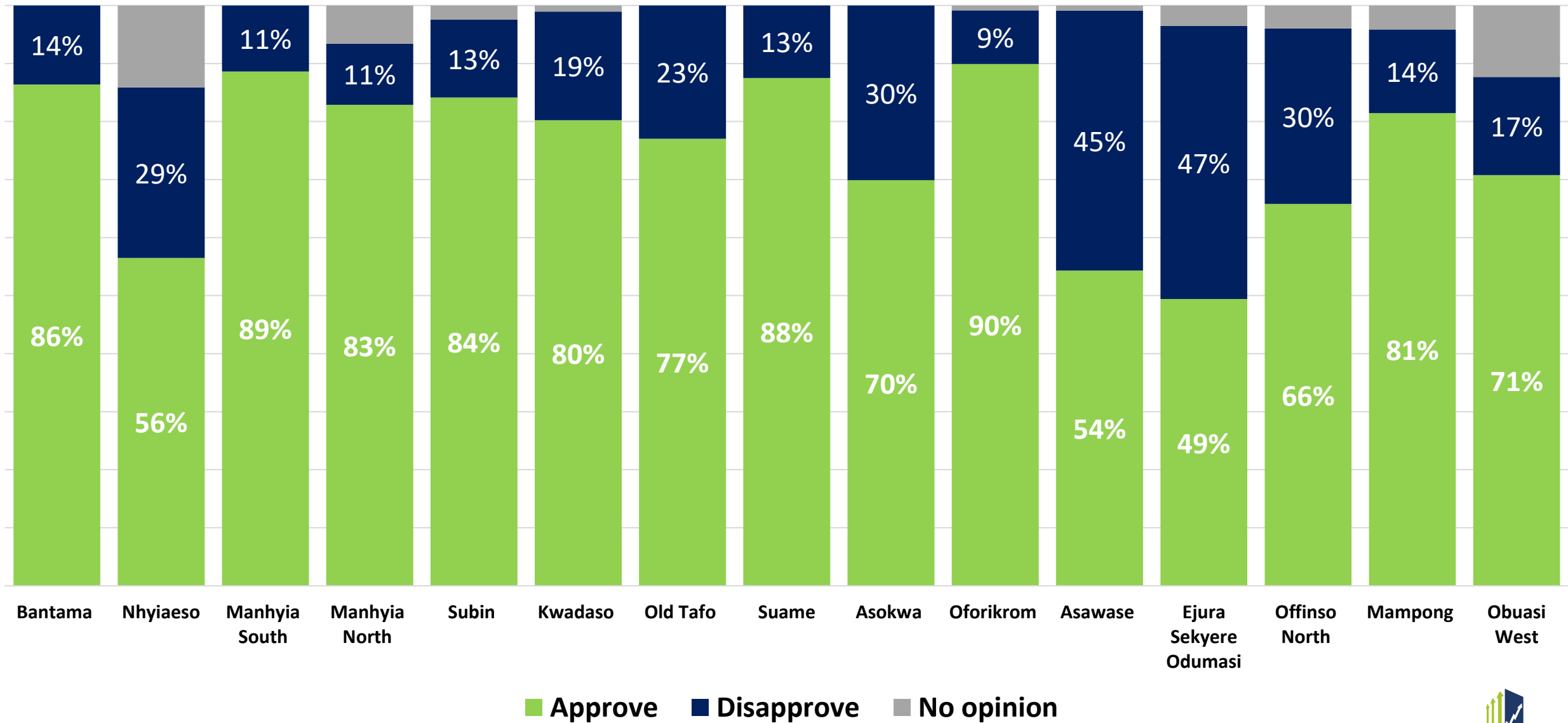
	Approve	Disapprove	No opinion
Bantama	86%	14%	
Nhyiaeso	56%	29%	
Manhyia South	89%	11%	
Manhyia North	83%	11%	
Subin	84%	13%	
Kwadaso	80%	19%	
Old Tafo	77%	23%	
Suame	88%	13%	
Asokwa	70%	30%	
Oforikrom	90%	9%	
Asawase	54%	45%	
Ejura Sekyere Odumasi	49%	47%	
Offinso North	66%	30%	
Mampong	81%	14%	
Obuasi West	71%	17%	

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How likely is his nomination going to influence you to vote for the NPP in the December election? Ashanti Region
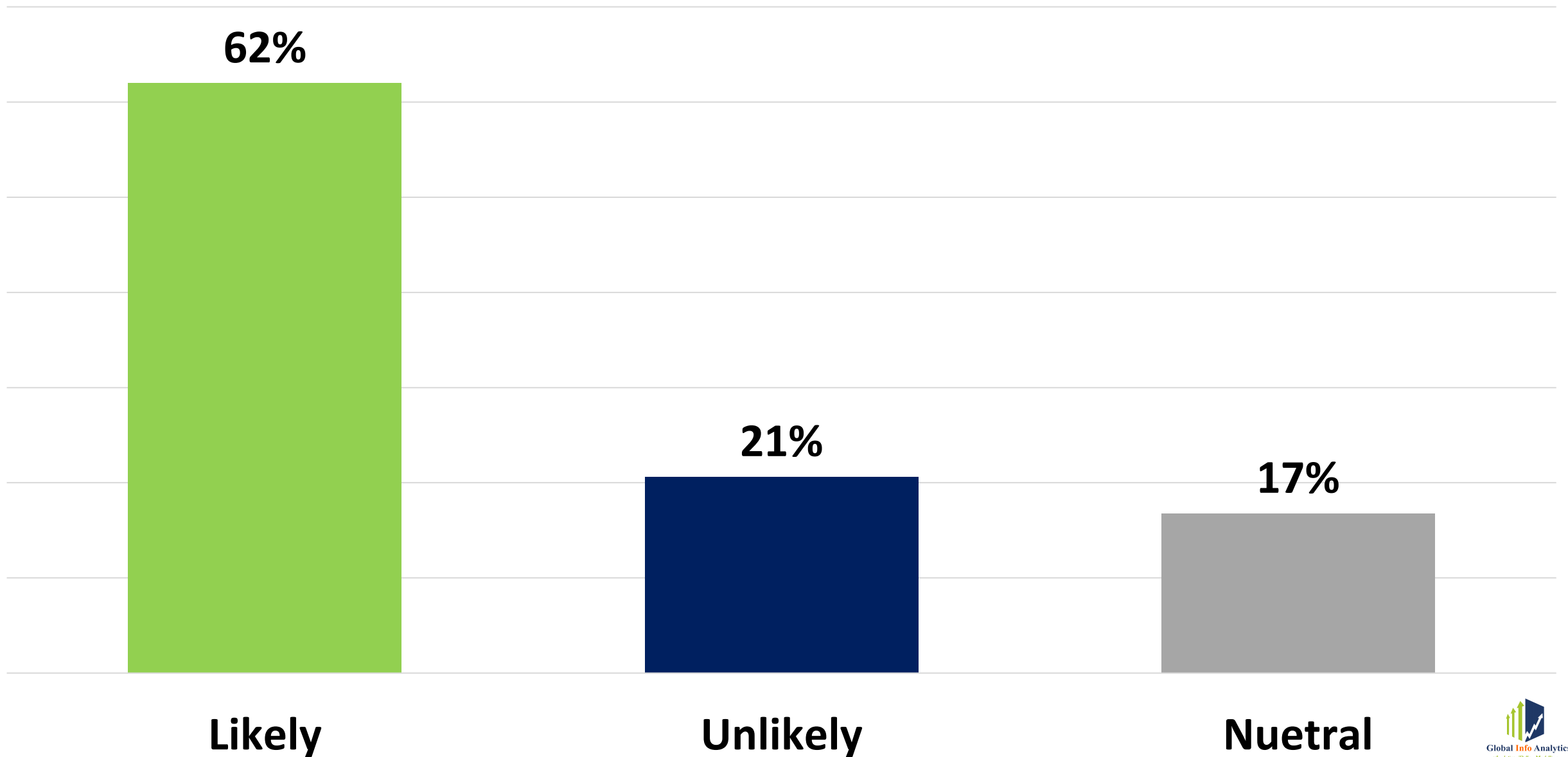
Likely	Unlikely	Nuetral
62%	21%	17%

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How likely is his nomination going to influence you to vote for the NPP in the December election? Greater Accra
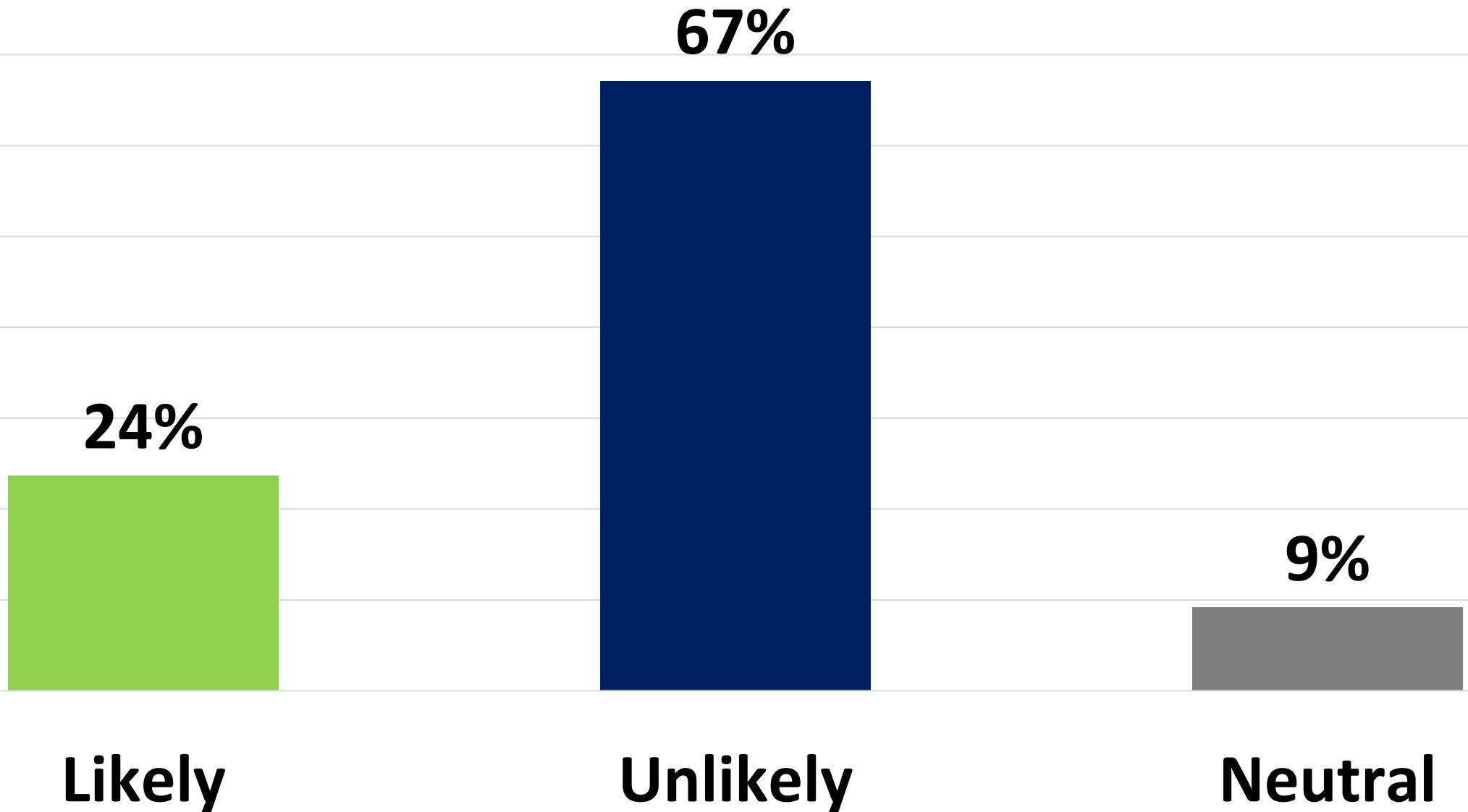
67%

24%

9%

Likely

Unlikely

Neutral

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How likely is his nomination going to influence you to vote for the NPP in the December election? Party affiliations-Ashanti Region

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How likely is his nomination going to influence you to vote for the NPP in the December election? Party affiliations-Greater Accra

	NPP	NDC	Floating Voters	Other Parties	Not Disclosed
Neutral	9%	5%	18%	25%	21%
Unlikely	42%	92%	74%	75%	70%
Likely	49%	3%	9%	0%	9%

Legend: Likely (green), Unlikely (dark blue), Neutral (grey)

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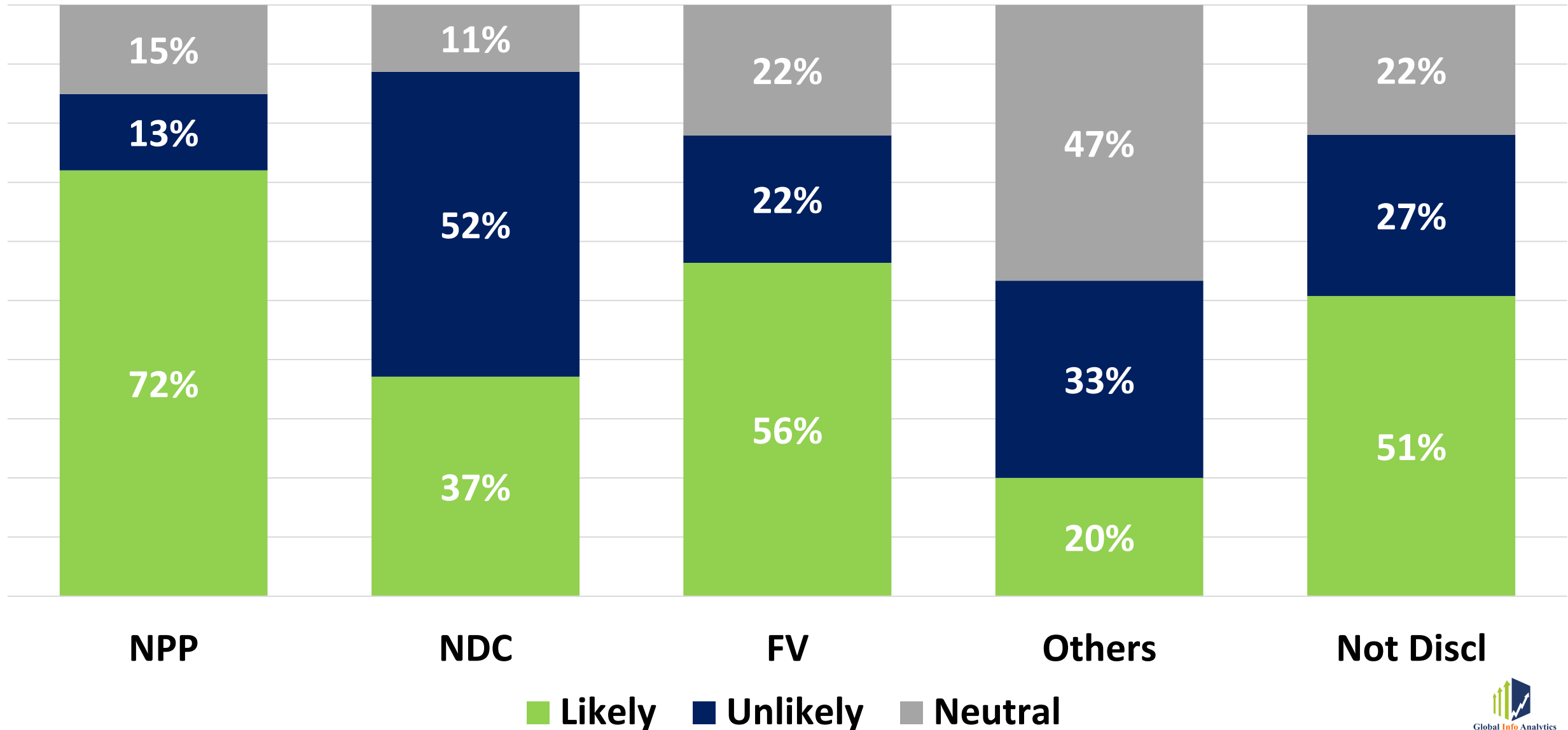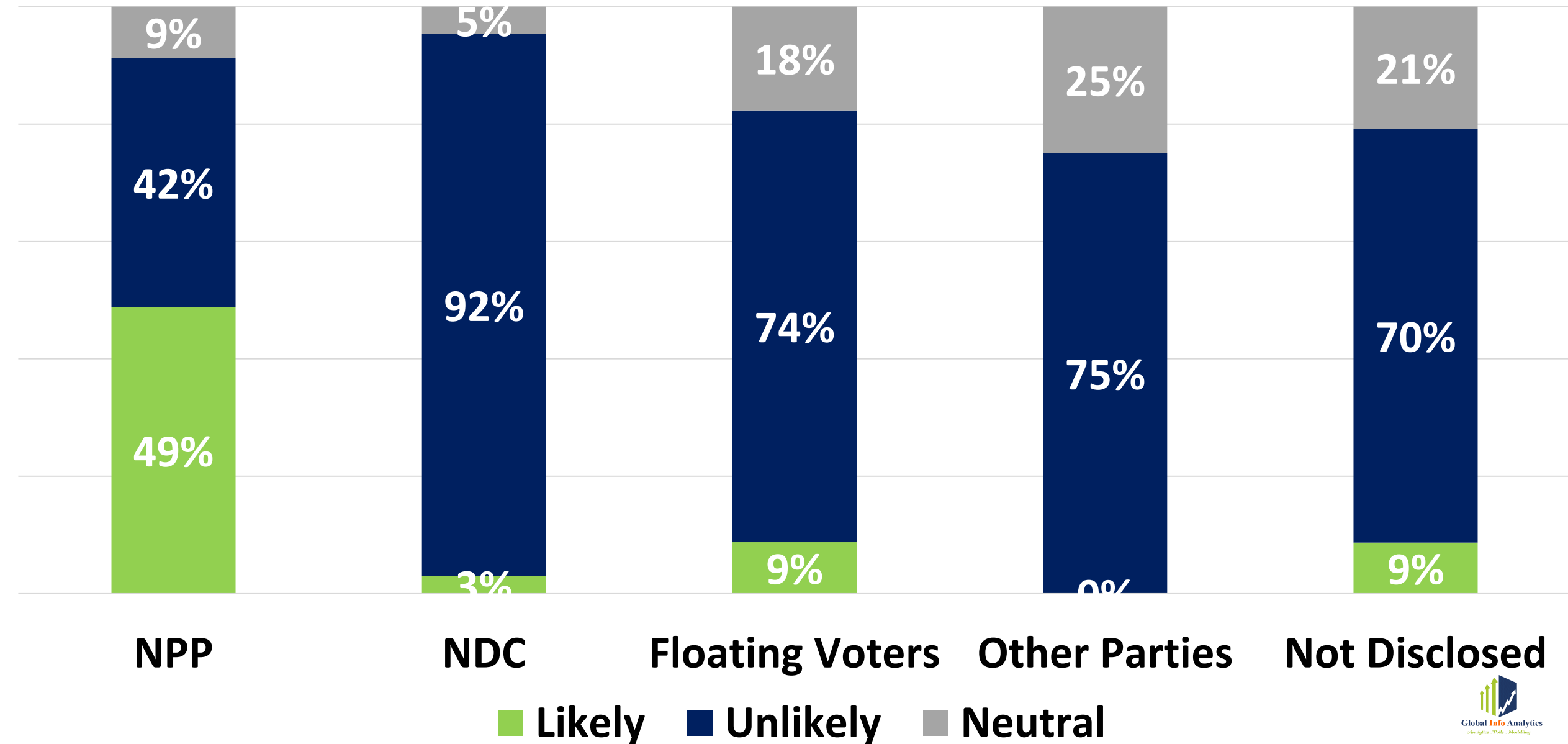
How likely is his nomination going to influence you to vote for the NPP in the December election? Constituencies-Ashanti
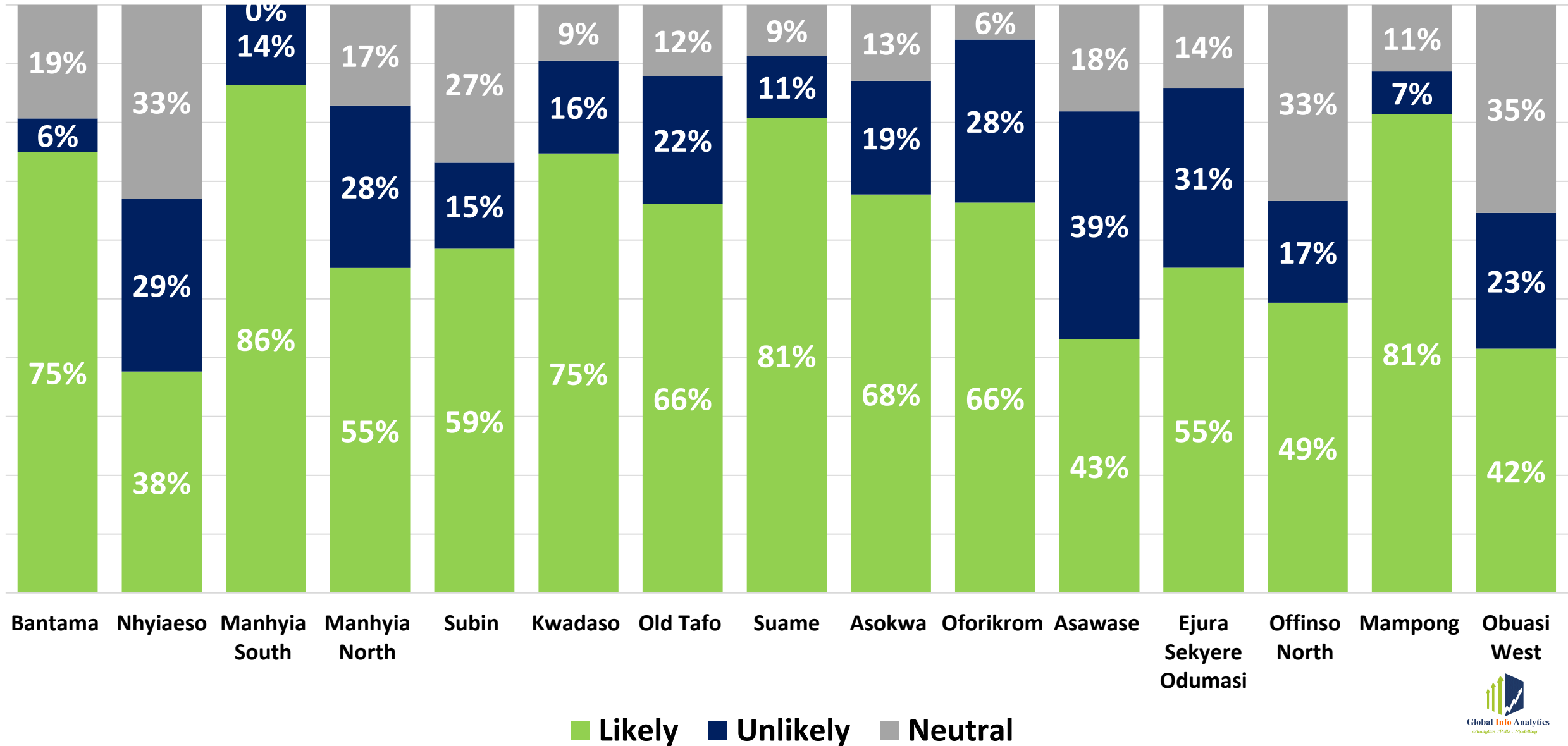
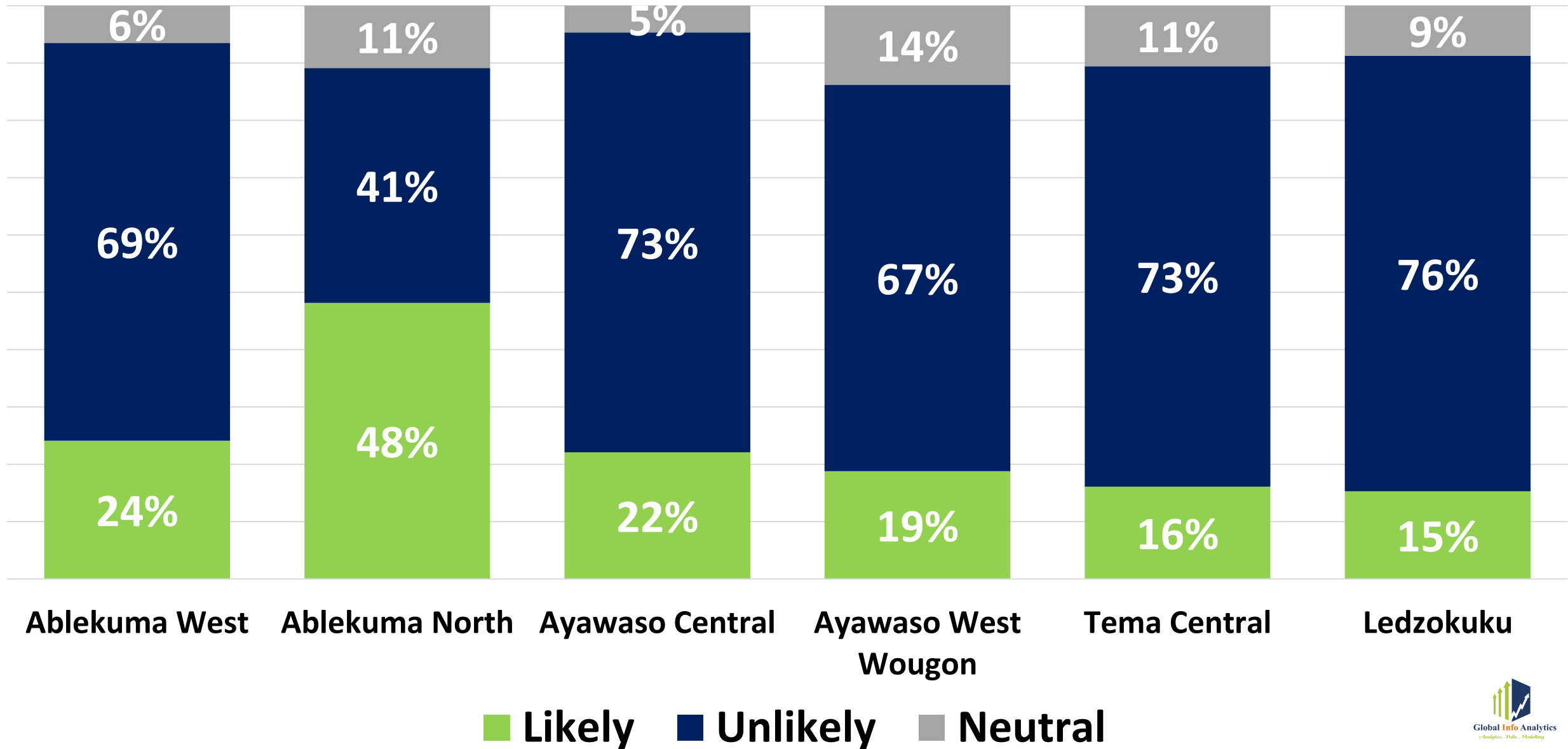| Constituency	Likely	Unlikely	Neutral
Bantama	75%	6%	19%
Nhyiaeso	38%	29%	33%
Manhyia South	86%	0%	14%
Manhyia North	55%	28%	17%
Subin	59%	15%	27%
Kwadaso	75%	16%	9%
Old Tafo	66%	22%	12%
Suame	81%	11%	9%
Asokwa	68%	19%	13%
Oforikrom	66%	28%	6%
Asawase	43%	39%	18%
Ejura Sekyere Odumasi	55%	31%	14%
Offinso North	49%	17%	33%
Mampong	81%	7%	11%
Obuasi West	42%	23%	35%

Likely ■ Unlikely ■ Neutral

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How likely is his nomination going to influence you to vote for the NPP in the December election? Constituencies-Greater Accra

	Ablekuma West	Ablekuma North	Ayawaso Central	Ayawaso West Wougon	Tema Central	Ledzokuku
Neutral	6%	11%	5%	14%	11%	9%
Unlikely	69%	41%	73%	67%	73%	76%
Likely	24%	48%	22%	19%	16%	15%

■ Likely ■ Unlikely ■ Neutral

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Do you believe Mathew Opoku Prempeh is the best candidate to help NPP Break the Eight?

60%

28%

12%

Yes

No

No opinion

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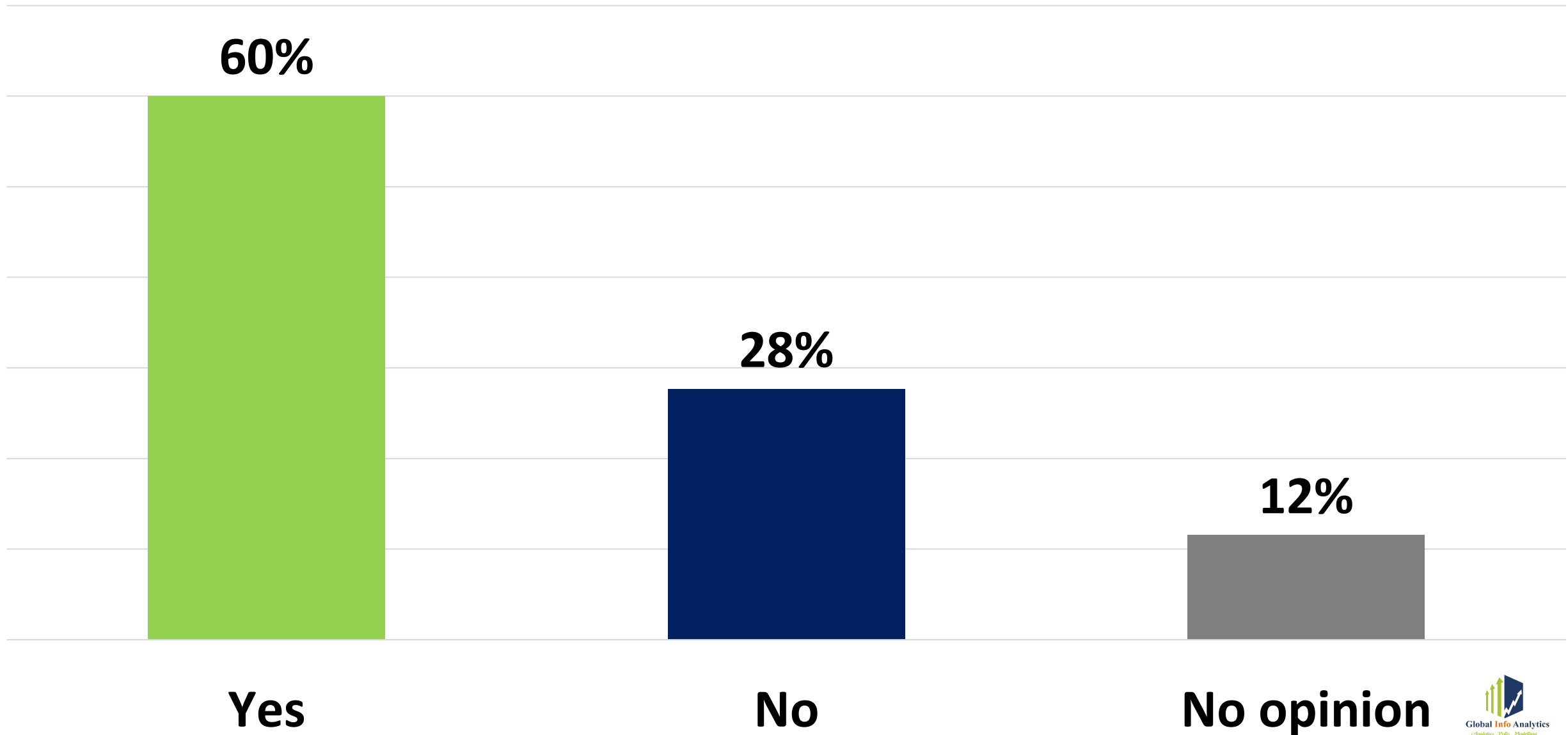
Do you believe Mathew Opoku Prempeh is the best candidate to help NPP Break the Eight? Party Affiliations

	NPP	NDC	FV	Others	Not Discl
No opinion	7%	14%	17%	27%	24%
No	16%	71%	29%	53%	37%
Yes	77%	14%	54%	20%	39%

Yes   No   No opinion

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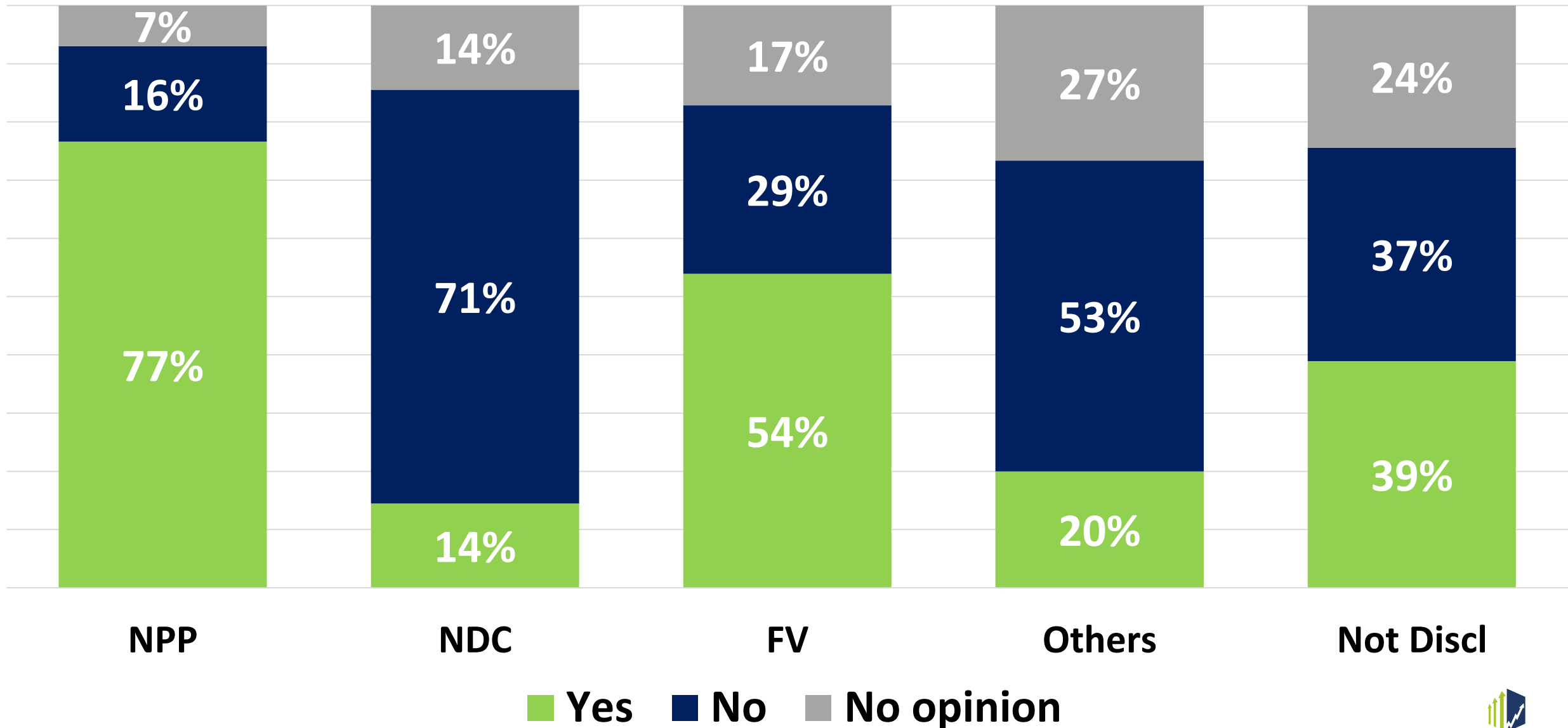
Do you believe Mathew Opoku Prempeh is the best candidate to help NPP Break the Eight? Constituencies

Constituency	Yes	No	No opinion
Nhyiaeso	48%	32%	20%
Manhyia South	84%	11%	5%
Manhyia North	46%	37%	17%
Subin	61%	18%	21%
Kwadaso	59%	35%	6%
Old Tafo	63%	26%	11%
Suame	87%	13%	1%
Asokwa	53%	45%	2%
Oforikrom	78%	16%	6%
Asawase	43%	48%	9%
Ejura Sekyere Odumasi	42%	51%	7%
Offinso North	36%	32%	32%
Mampong	79%	16%	4%
Obuasi West	51%	12%	37%

Legend: ▇ Yes ▇ No ▇ No opinion

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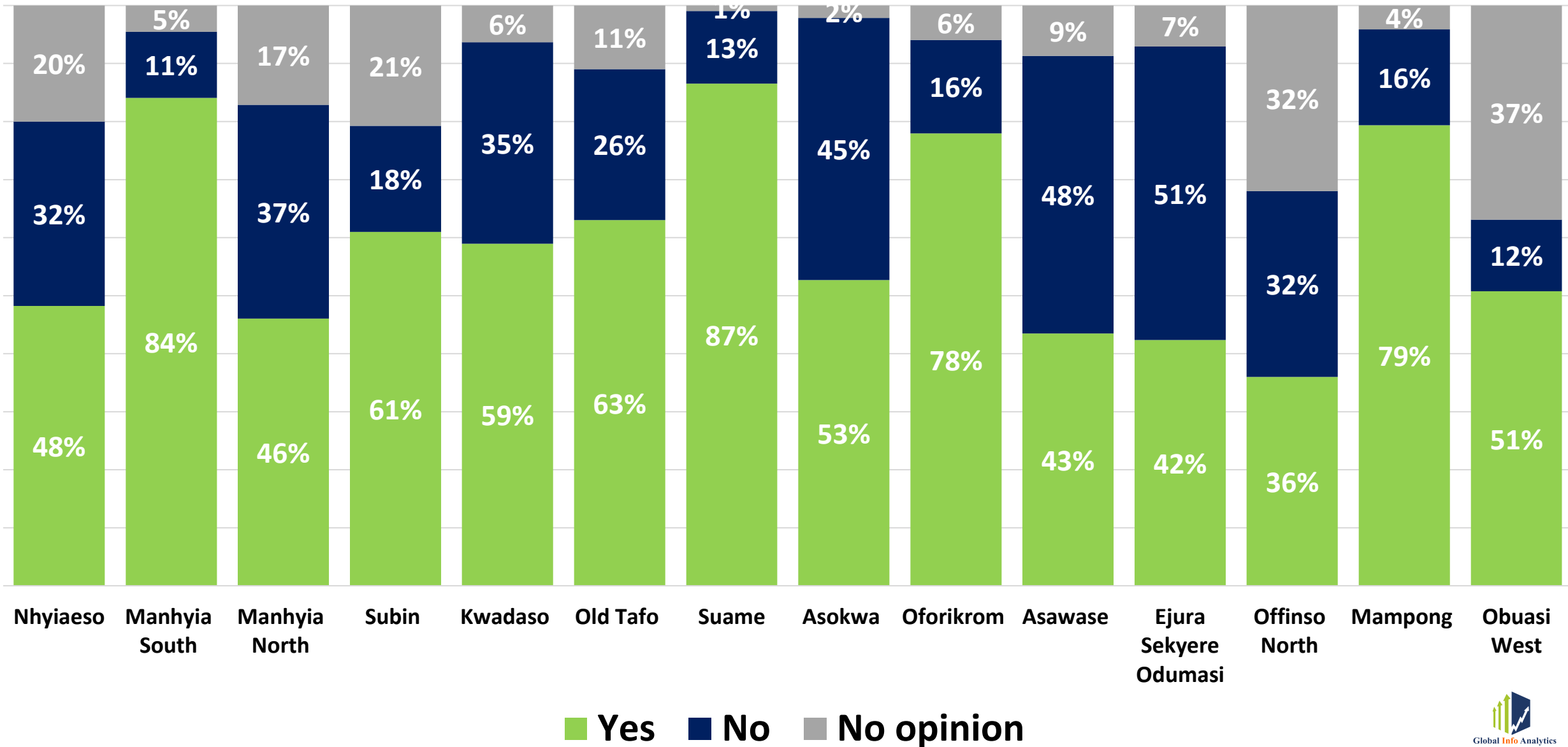
Personal Attributes of Mathew Opoku Prempeh

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Do you agree/disagree that Dr Opoku Prempeh is a unifier?

74%

23%

3%

Agree

Disagree

Don't Know

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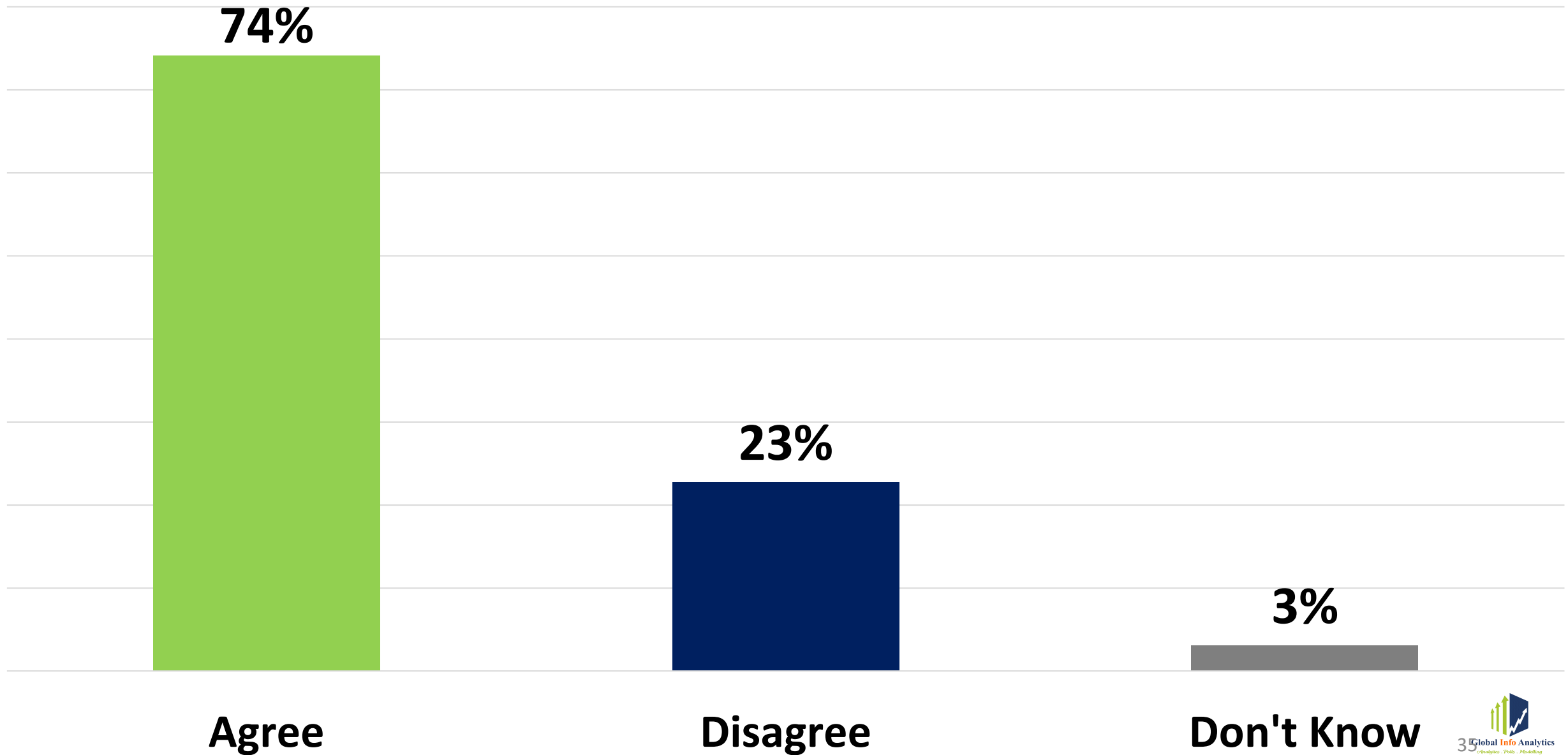
Mathew Opoku Prempeh can ensure that NPP wins big in the AR

74%

21%

5%

Agree

Disagree

Don't Know

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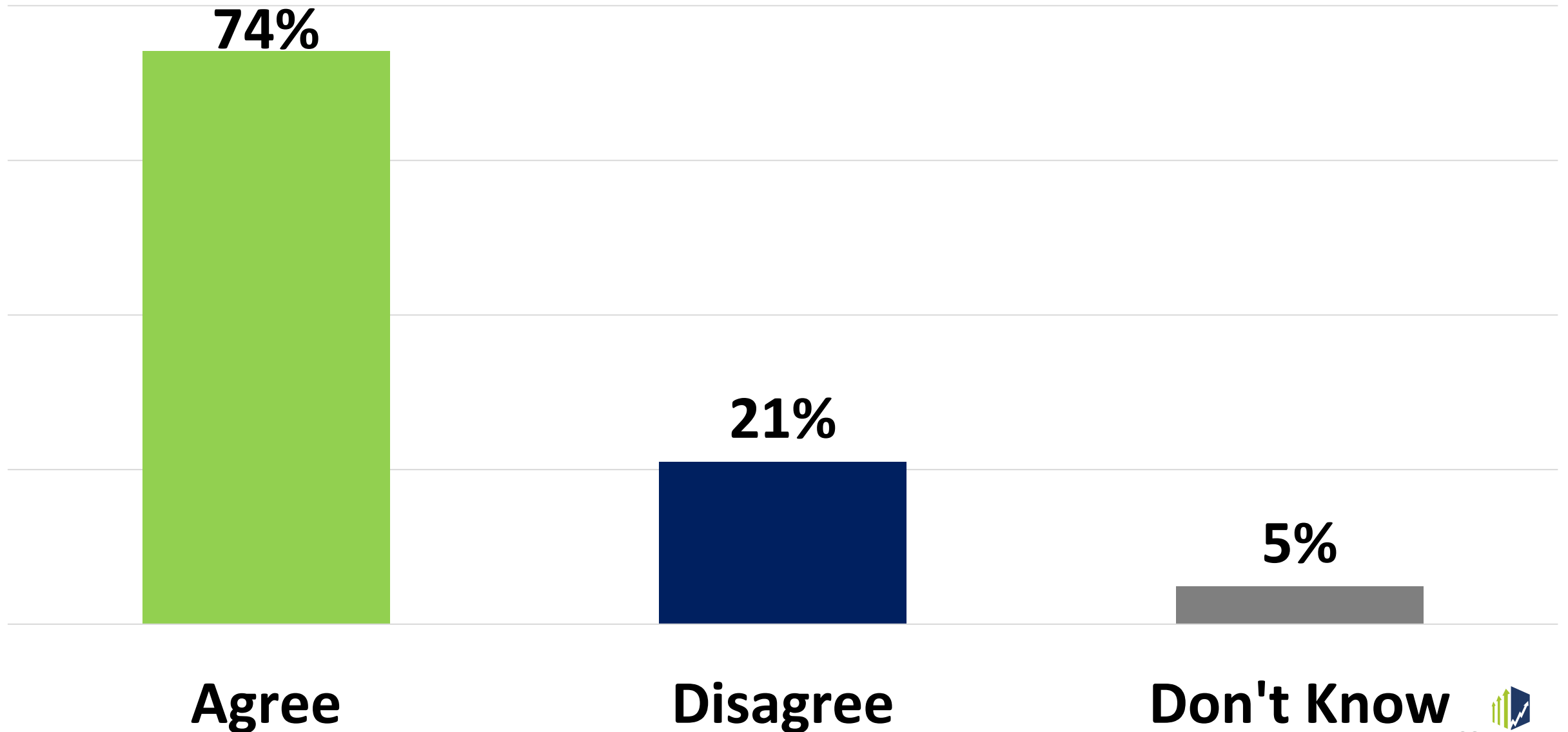
Mathew Opoku Prempeh can attract floating voters

70%

25%

6%

Agree

Disagree

Don't Know

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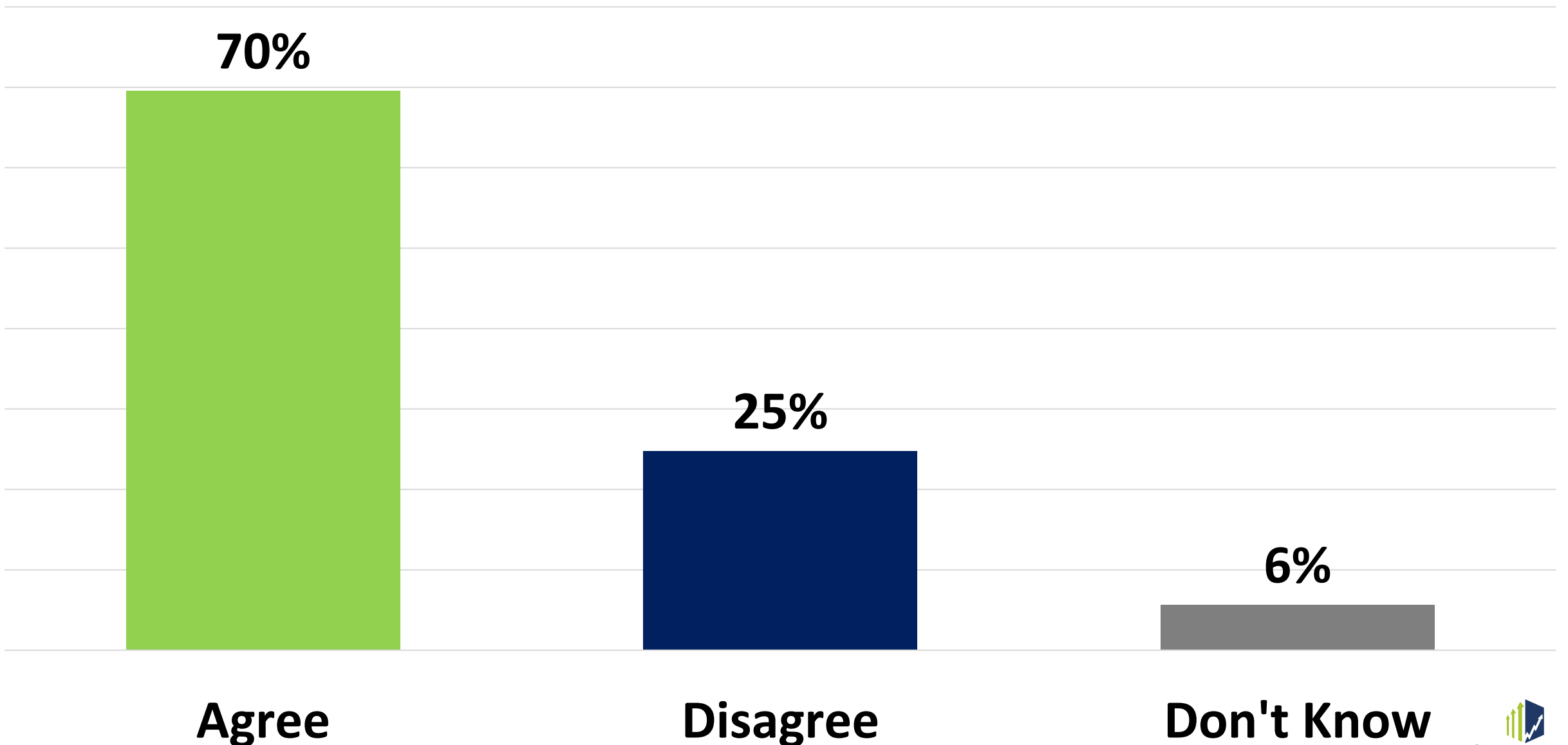
Dr Opoku Prempeh can attract voters outside the AR

68% Agree
25% Disagree
7% Don't Know
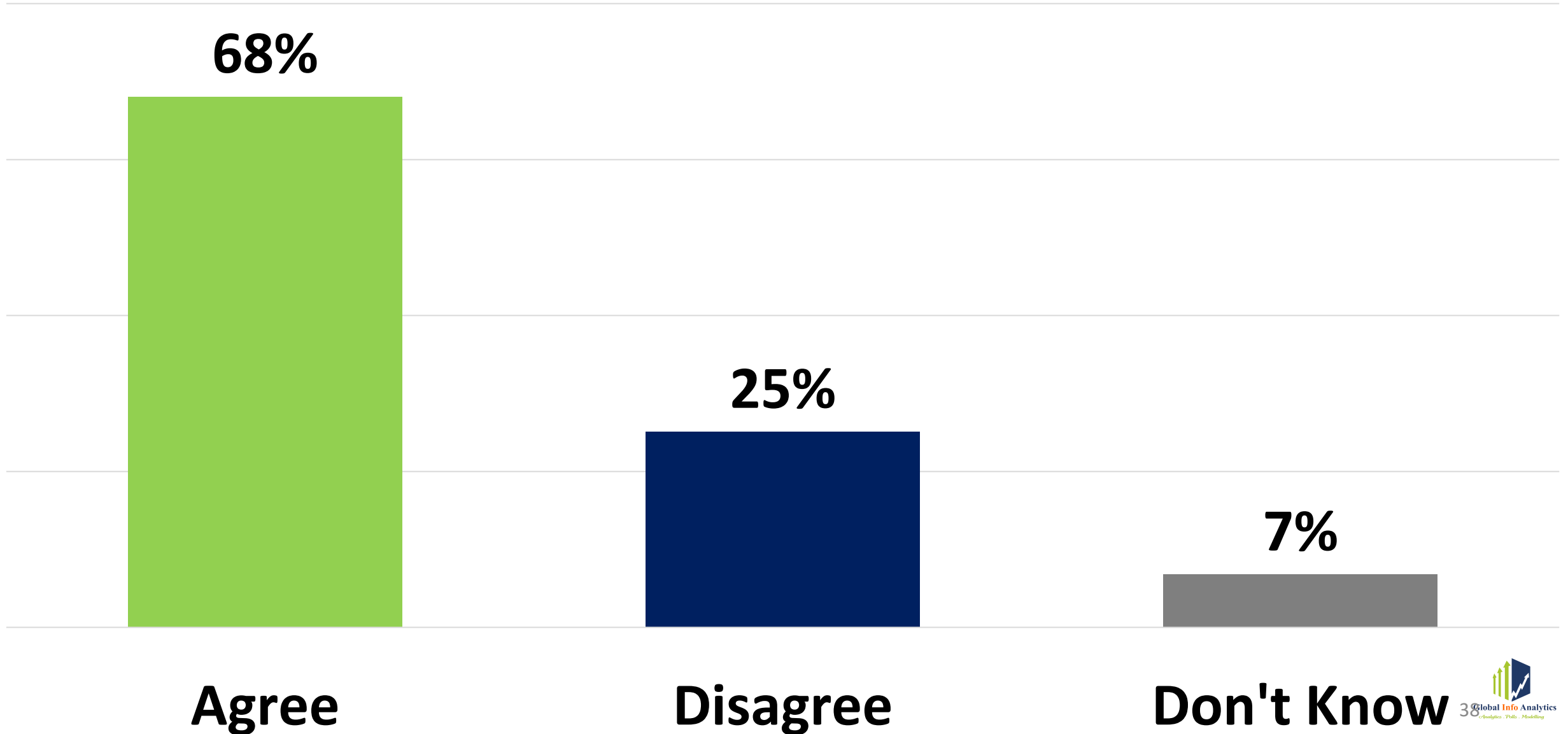
Dr Opoku Prempeh's nomination is just to win the Ashanti convincingly

62% — Agree

31% — Disagree

7% — Don't Know

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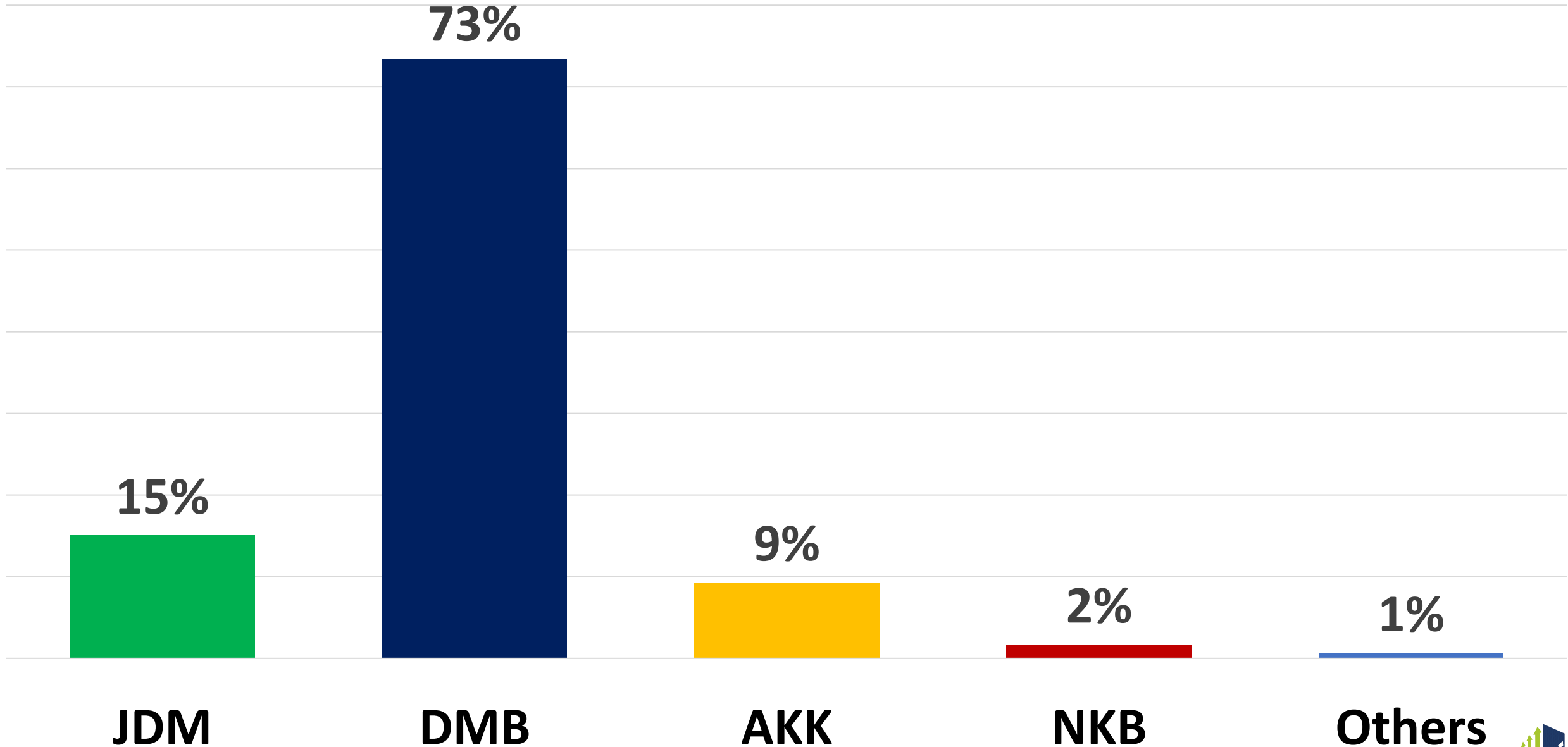*Analytics · Polls · Modelling*
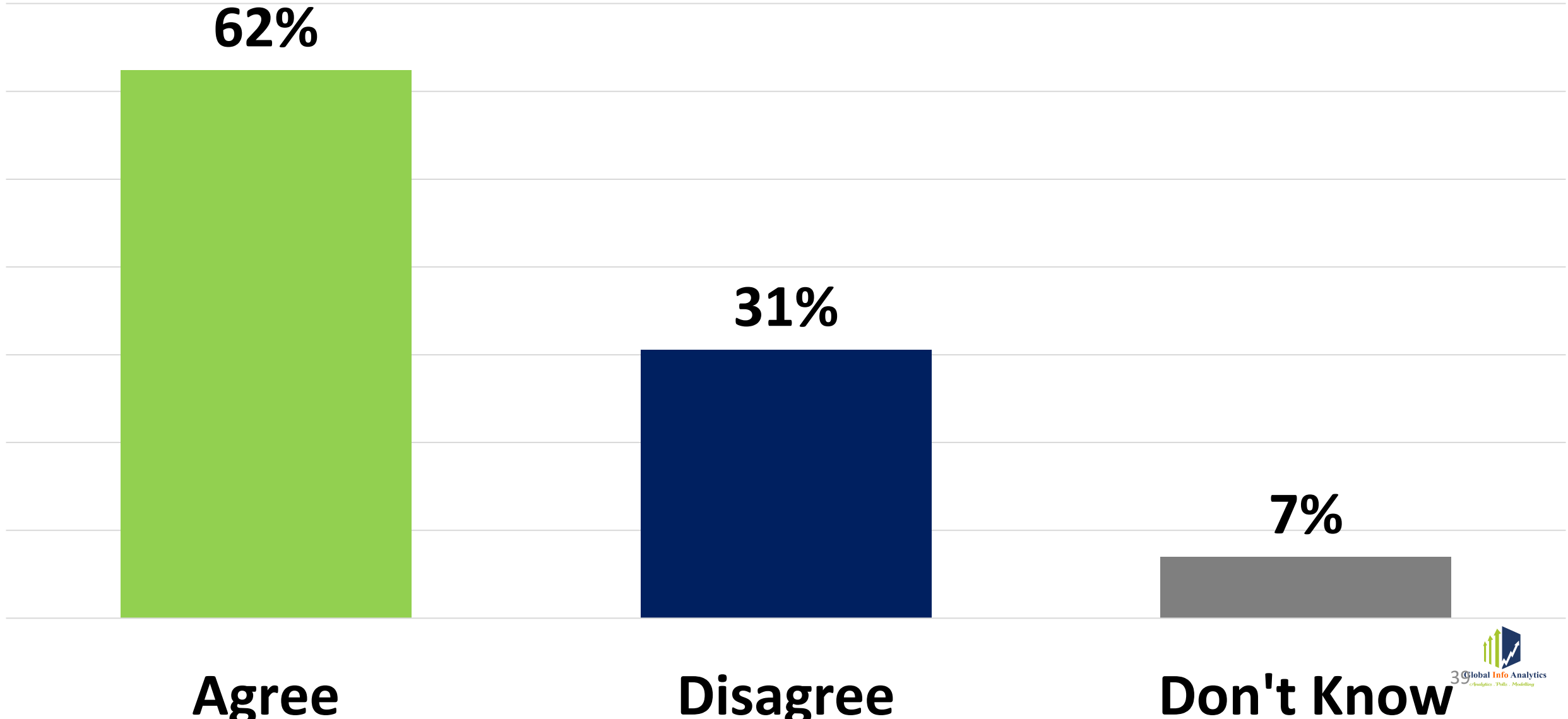
Global Info Analytics

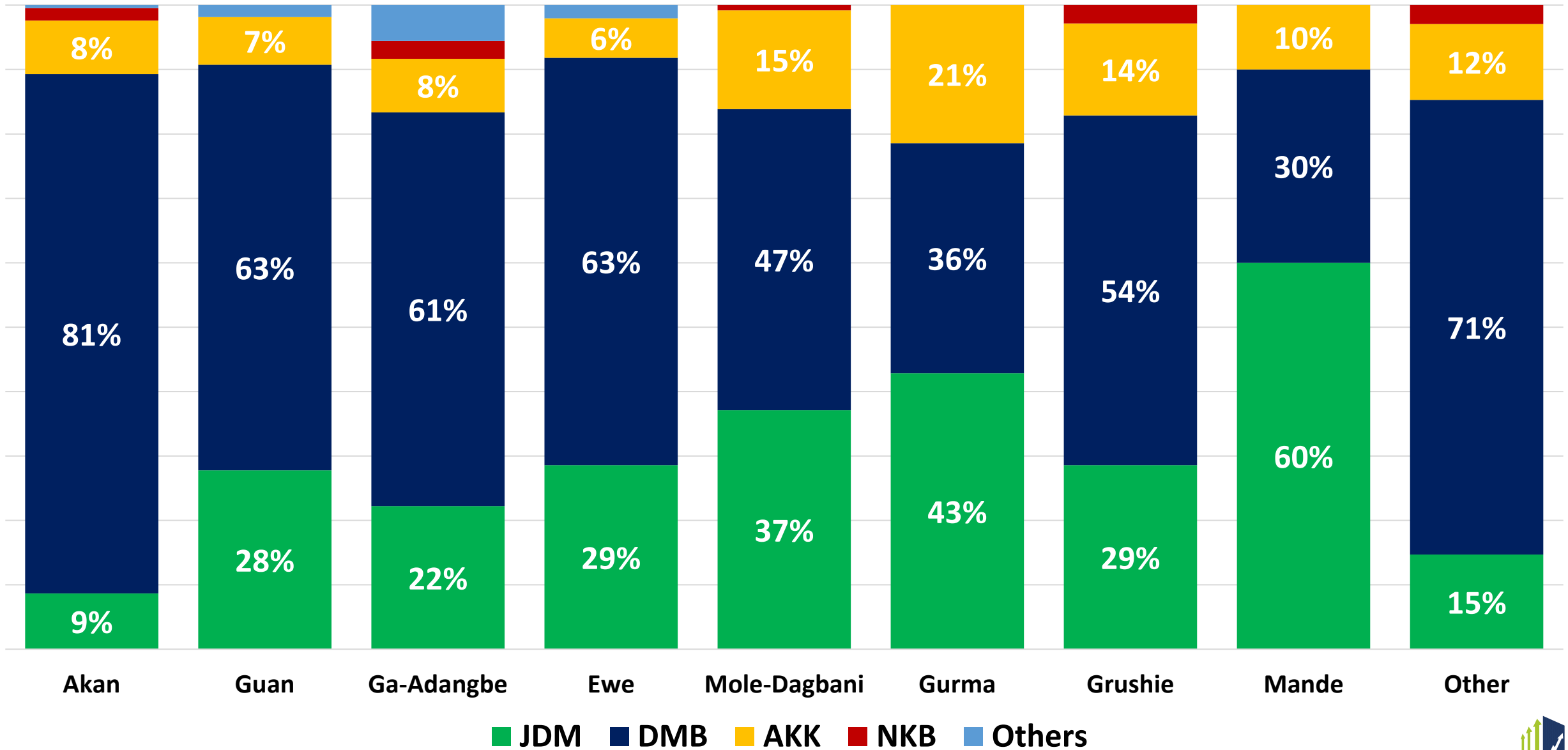*Analytics . Polls . Modelling*

2024 General Elections

Who would you vote for in the 2024 General Elections? Ashanti Region

Bar chart:
- JDM: 15%
- DMB: 73%
- AKK: 9%
- NKB: 2%
- Others: 1%

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Who would you vote for in the 2024 General Elections?- Asahnti

Ethnic group	JDM	DMB	AKK
Akan	9%	81%	8%
Guan	28%	63%	7%
Ga-Adangbe	22%	61%	8%
Ewe	29%	63%	6%
Mole-Dagbani	37%	47%	15%
Gurma	43%	36%	21%
Grushie	29%	54%	14%
Mande	60%	30%	10%
Other	15%	71%	12%

Legend: JDM, DMB, AKK, NKB, Others

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Who would you vote for in the 2024 General Elections? Religions-Ashanti
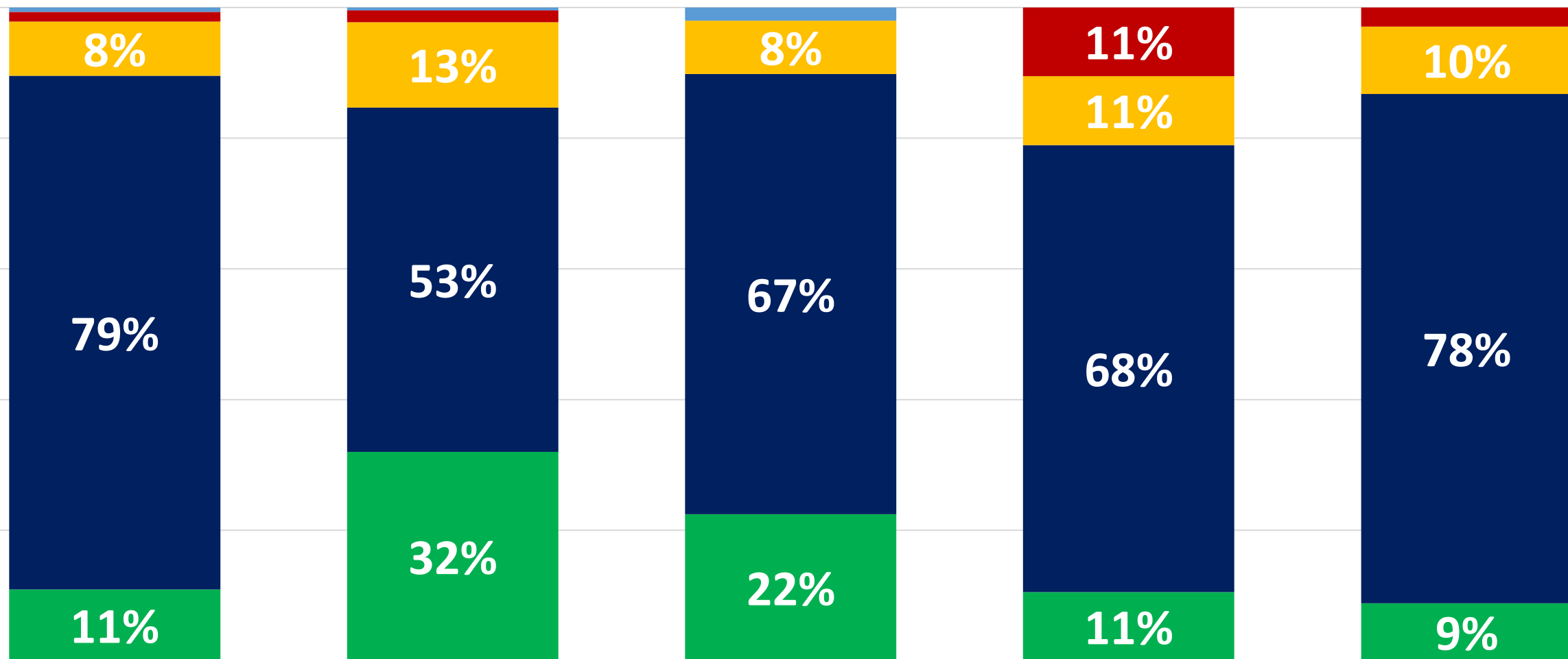
Christianity: 8%, 79%, 11%
Islam: 13%, 53%, 32%
Traditional: 8%, 67%, 22%
Others: 11%, 11%, 68%, 11%
Non-religious: 10%, 78%, 9%

Legend: ■ JDM ■ DMB ■ AKK ■ NKB ■ Others

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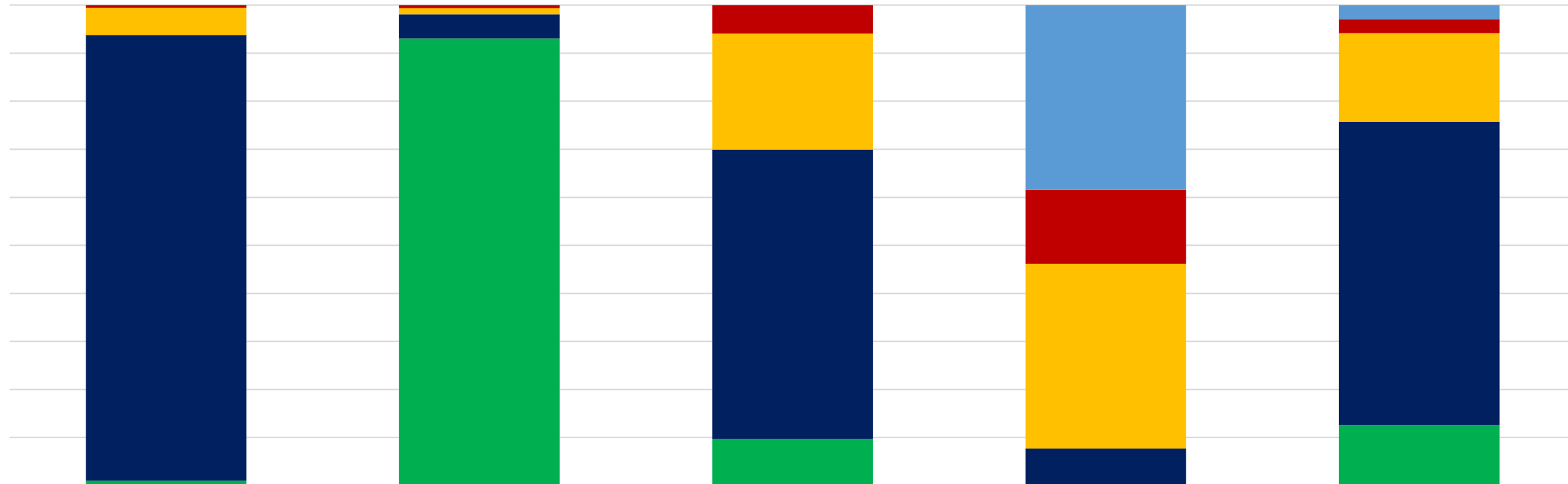# Who would you vote for in the 2024 General Elections? Party affiliations-Ashanti Region

	NPP	NDC	Floating Voters	Other Parties	Not Disclosed
Others	0%	0%	0%	38%	3%
NKB	1%	1%	6%	15%	3%
AKK	6%	1%	24%	38%	18%
DMB	93%	5%	60%	8%	63%
JDM	1%	93%	10%	0%	13%

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Who would you vote for in the 2024 General Elections? Party affiliations-Greater Accra Region
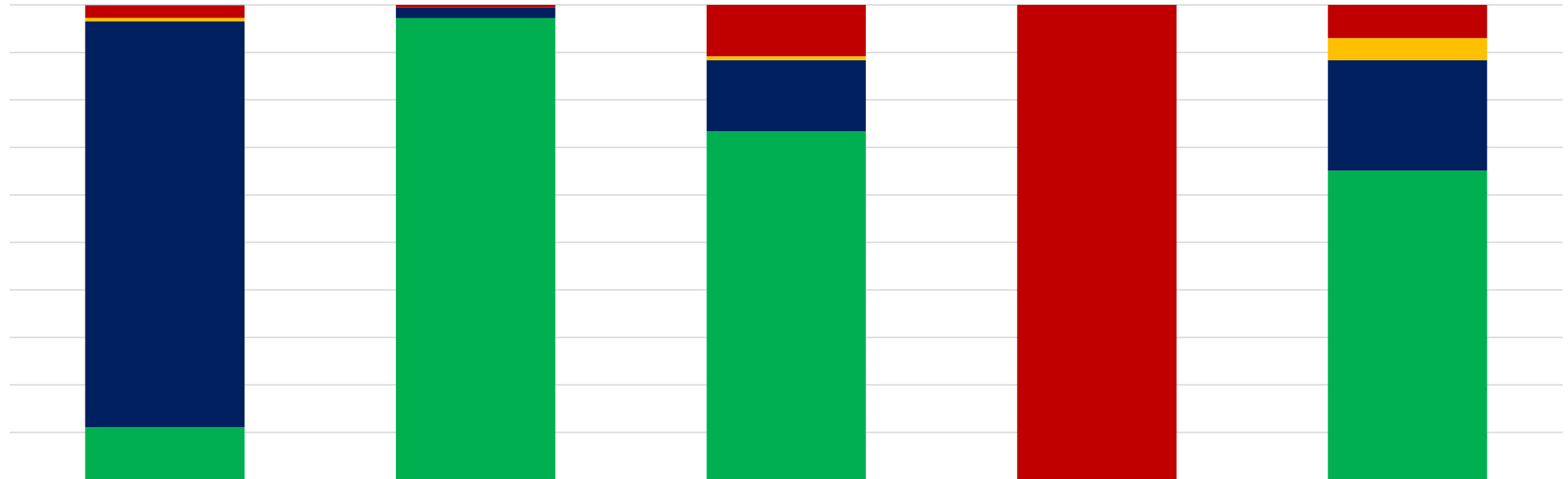
	NPP	NDC	Floating Voters	Other Parties	Not Disclosed
■ Others	0%	0%	0%	0%	0%
■ NKB	3%	1%	11%	100%	7%
■ AKK	1%	0%	1%	0%	5%
■ DMB	85%	2%	15%	0%	23%
■ JDM	11%	97%	73%	0%	65%

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2024 voting intentions compared to how respondents who voted in the 2020 election-Ashanti Region

- **Nana Addo/Bawumia**: 2020: 84%, 2024: 73%
- **JDM**: 2020: 15%, 2024: 15%
- **AKK**: 2020: 0%, 2024: 9%
- **NKB**: 2020: 0%, 2024: 2%
- **S/E**: 2020: 1%, 2024: 1%

■ 2020   ■ 2024

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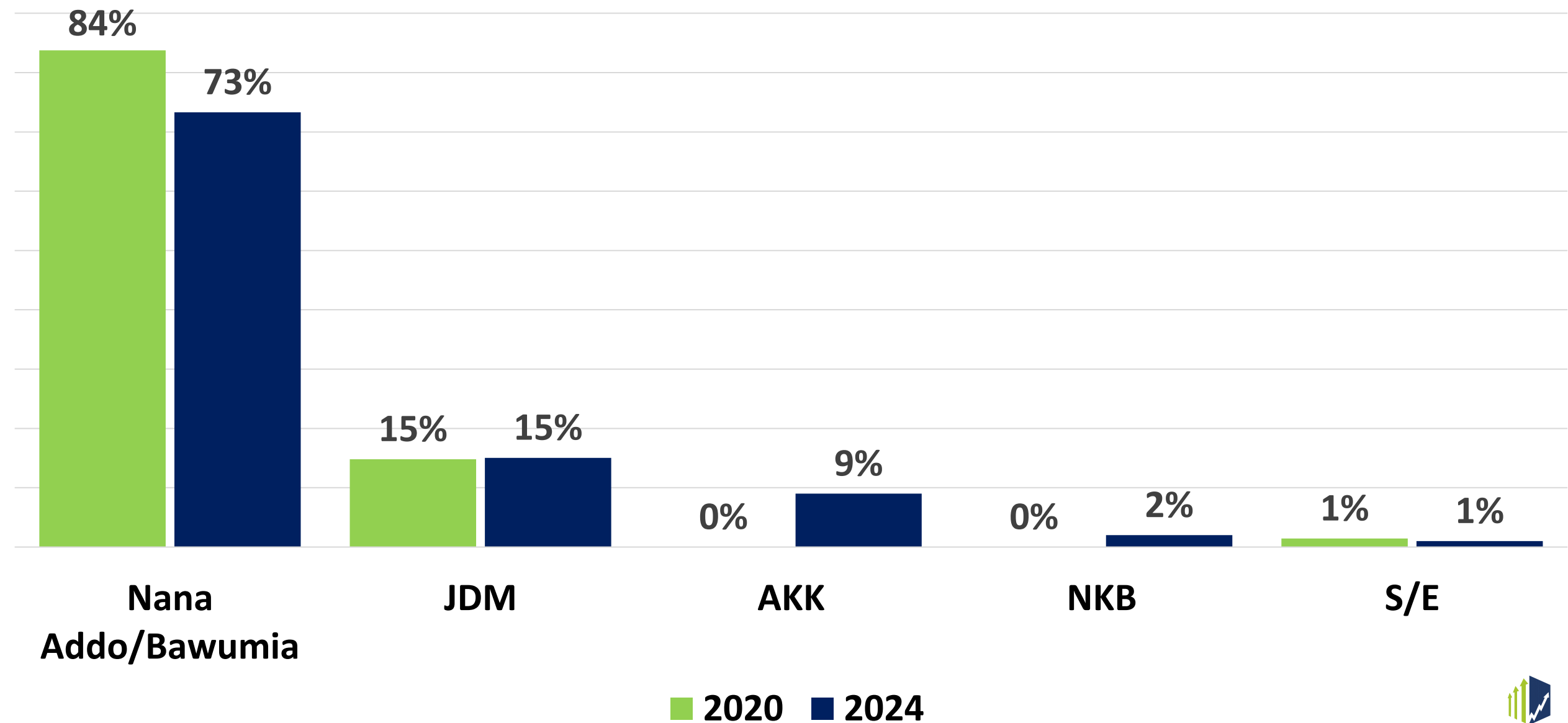
2024 voting intentions compared to how respondents voted in the 2020 election-Greater Accra

- JDM: 2020 **40%**, 2024 **56%**
- NAADA/DMB: 2020 **59%**, 2024 **41%**
- AKK: 2024 **0%**
- NKB: 2024 **3%**
- Others: **0%** **0%**

Legend: ■ 2020 ■ 2024

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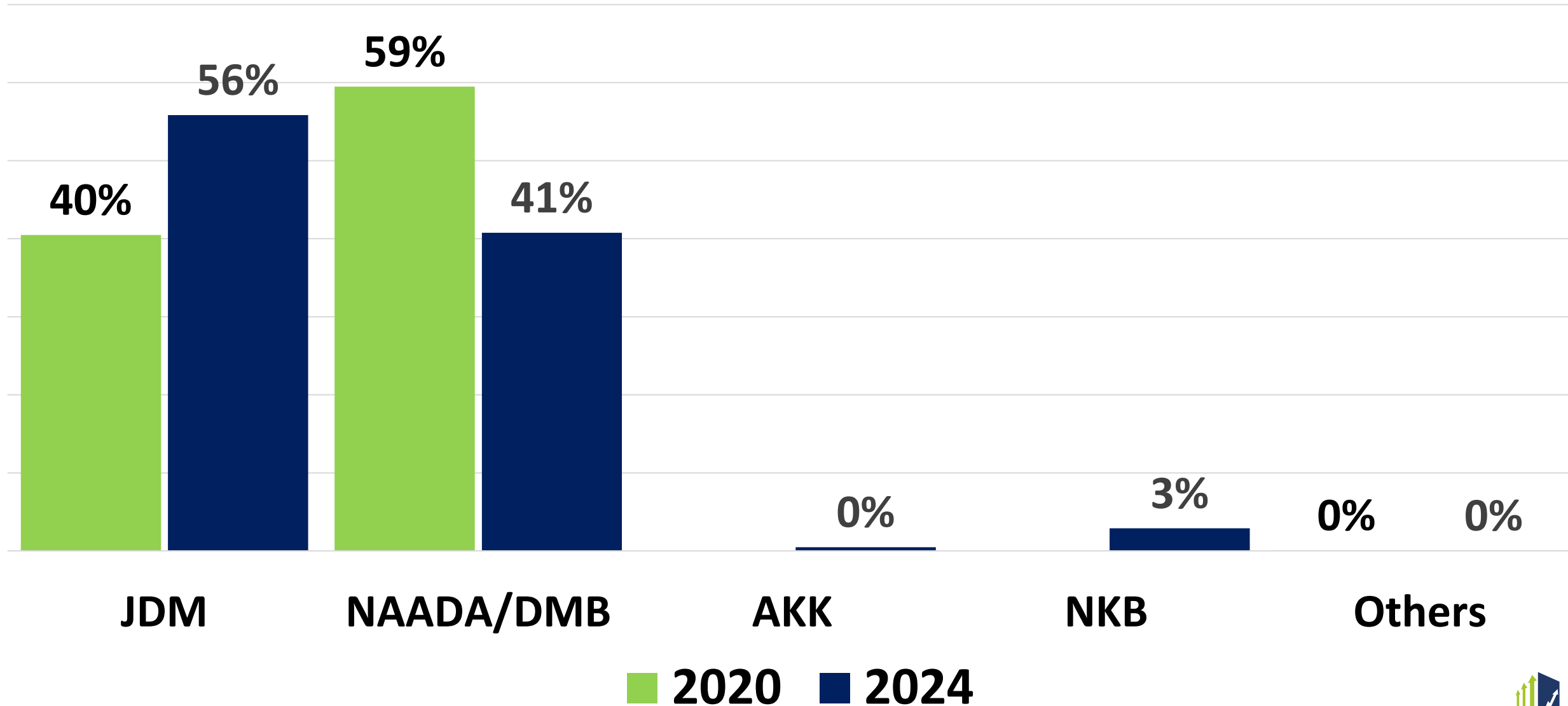
2020 Voters and how they intend to vote in Dec 2024-Ashanti Region
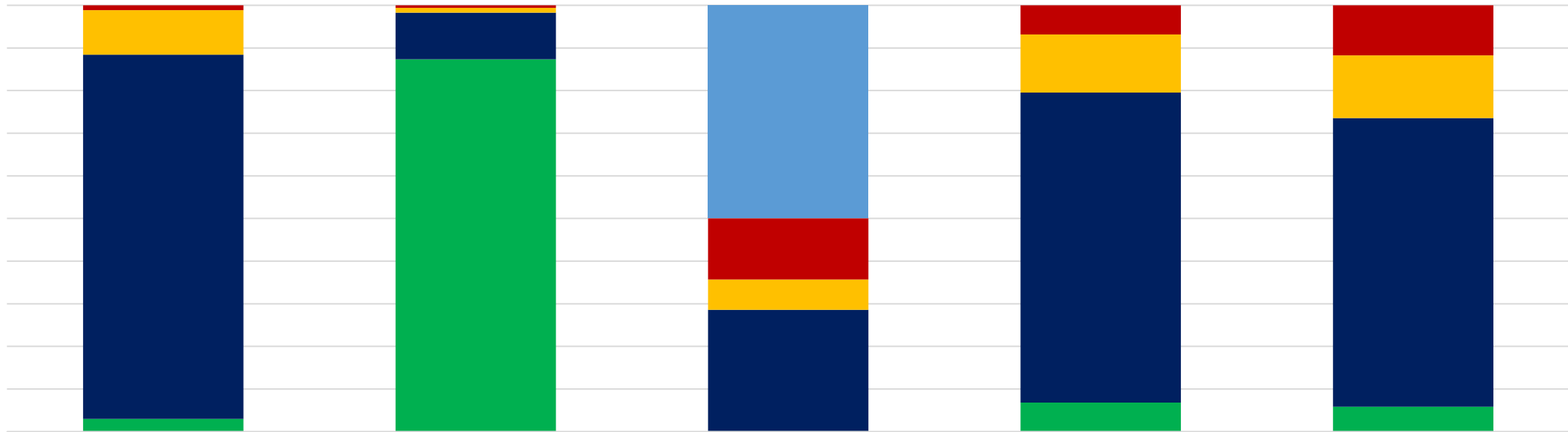
		Nana Akufo Addo	John Mahama	Someone else	I did not vote	Not disclosed
🟦	Others	0%	0%	50%	0%	0%
🟥	NKB	1%	1%	14%	7%	11%
🟨	AKK	10%	1%	7%	14%	14%
🟦	DMB	85%	11%	29%	73%	66%
🟩	JDM	3%	87%	0%	7%	6%

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2020 Voters and how they intend to vote in Dec 2024- GAR

	Nana Akufo Addo	John Mahama	Someone else	I did not vote
■ Other	0%	0%	0%	0%
■ NKB	4%	0%	0%	12%
■ AKK	0%	0%	0%	5%
■ DMB	71%	2%	0%	30%
■ JDM	25%	97%	0%	53%

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Undecided and I will not vote in Ashanti Region

60%

47%

42%

26%

11%

6%

6%

3%

0%

0%

NPP   NDC   Floating Voters   Other Parties   Not Disclosed

■ Undecided   ■ I will not vote
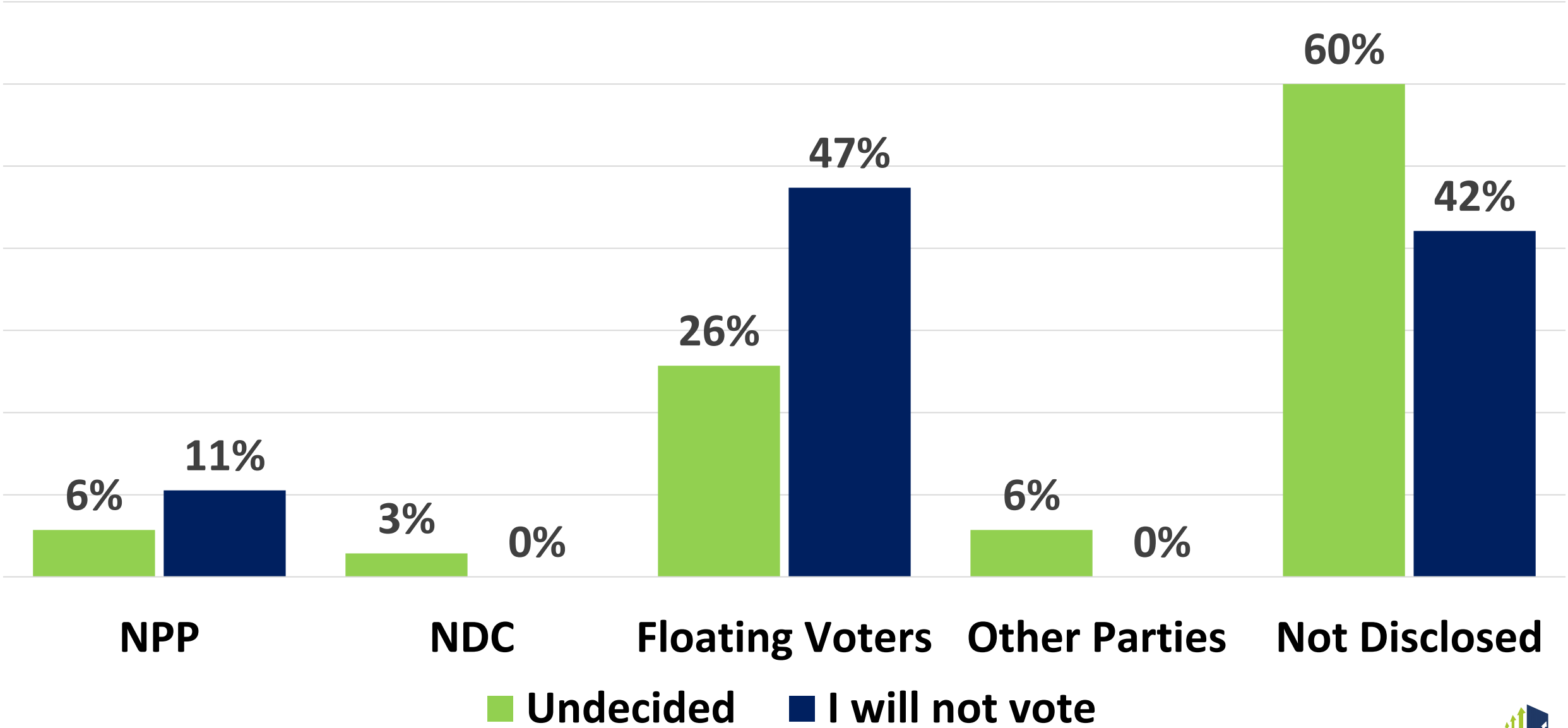
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