



Global Info Analytics

Analytics . Polls . Modelling

**Special Northern Region Poll:
Gushegu, Karaga, Mion,
Tolon & Zabzugu
26th July 2024**

Executive Summary

- ❑ A special poll conducted in Gushegu, Karaga, Mion, Tolon and Zabzugu in the Northern region shows 54% of voters believe Ghana is headed in the wrong direction, 35% believe it is headed in the right direction and 11% did not have an opinion.
- ❑ 40% of voters say their living standard has worsened compared to a year ago while 30% say it has improved and 28% say it is unchanged. 2% did not have an opinion.
- ❑ 54% of voters disapprove of the job performance of the president while 40% approve and 6% did not have an opinion.
- ❑ On the question of who is the best-ever head/president of Ghana, JA Kufuor was adjudged the best with 41%, followed by Dr Kwame Nkrumah 37%, Nana Addo follows with 35%, Atta Mills, 33%, John Mahama, 29%, Jerry Rawlings, 20%, Edward Akufo Addo and Dr Hilla Liman on 1% respectively.
- ❑ For the 2024 presidential election, John Dramani Mahama (JDM) leads with 46.3%, Dr Mahamudu Bawumia (DMB), 42.5%, Others, 1.1% and undecided, 10.1%.
- ❑ Analysis of the poll shows that among respondent who voted in the 2020 elections, 51.5% voted for Nana Addo, 47% voted for John Mahama, 1.5% voted for other candidates. This suggests that compared to Nana Addo, DMB has declined by 9% in those constituencies while JDM is also down nearly 1% when compared to his 2020 performance.
- ❑ In Gushegu, JDM 57.6% and DMB 41.7%. In Karaga, JDM 47.7% and DMB 52.1%. In Mion, JDM 25.4%, DMB, 30.4% and undecided, 41.2%. In Tolon, JDM 60.2%, DMB, 34.4% and 4% undecided. In Zabzugu, JDM 37.9%, DMB 52.8% and 8.9% undecided.

- ❑ In the Parliamentary elections in Gushegu, the deputy minister of transport and incumbent MP, Alhassan Tampuli is trailing his challenger Yusuf Malimali of NDC. Yusuf Malimali is 56.5%, Hon Alhassan Tampuli, 41.9%. The incumbent, unless there is significant movement of the poll in his favour, he is likely to lose the seat. The polls shows that 12% of voters who voted for Hon. Tampuli in 2020 have switched and now voting for Malimali and nearly 75% of first-time voters are also voting for Malimali.
- ❑ In Karaga, Hon Muhammed Amin Adam, Minister of Finance, leads Alhassan Dandaawa of the NDC 53.4% to 44.4% and is likely to retain the seat barring any unforeseen circumstances. The poll shows NPP are the majority in the constituency, 52% and if they remain united behind the minister, he will certainly retail his seat.
- ❑ In the Mion constituency, the race is wide open with incumbent, Abdulaziz Ayaba, NPP, leading with 36% and Misbahu Adam, NDC on 20%. However, nearly 41% of voters are undecided, meaning anyone could win the race. Analysis of the poll however shows that only 52% of voters who voted for Ayaba in 2020 are still voting for him, 16% have switched to vote for his opponent and 27% are undecided. For Misbahu, he secures 69% of voters who voted for NDC candidate in 2020, however, 21% of their 2020 coalition remained undecided. The data also shows that 95% of NPP voters are voting for Ayaba while Misbahu receives only 75% of NDC support, 19% are undecided.

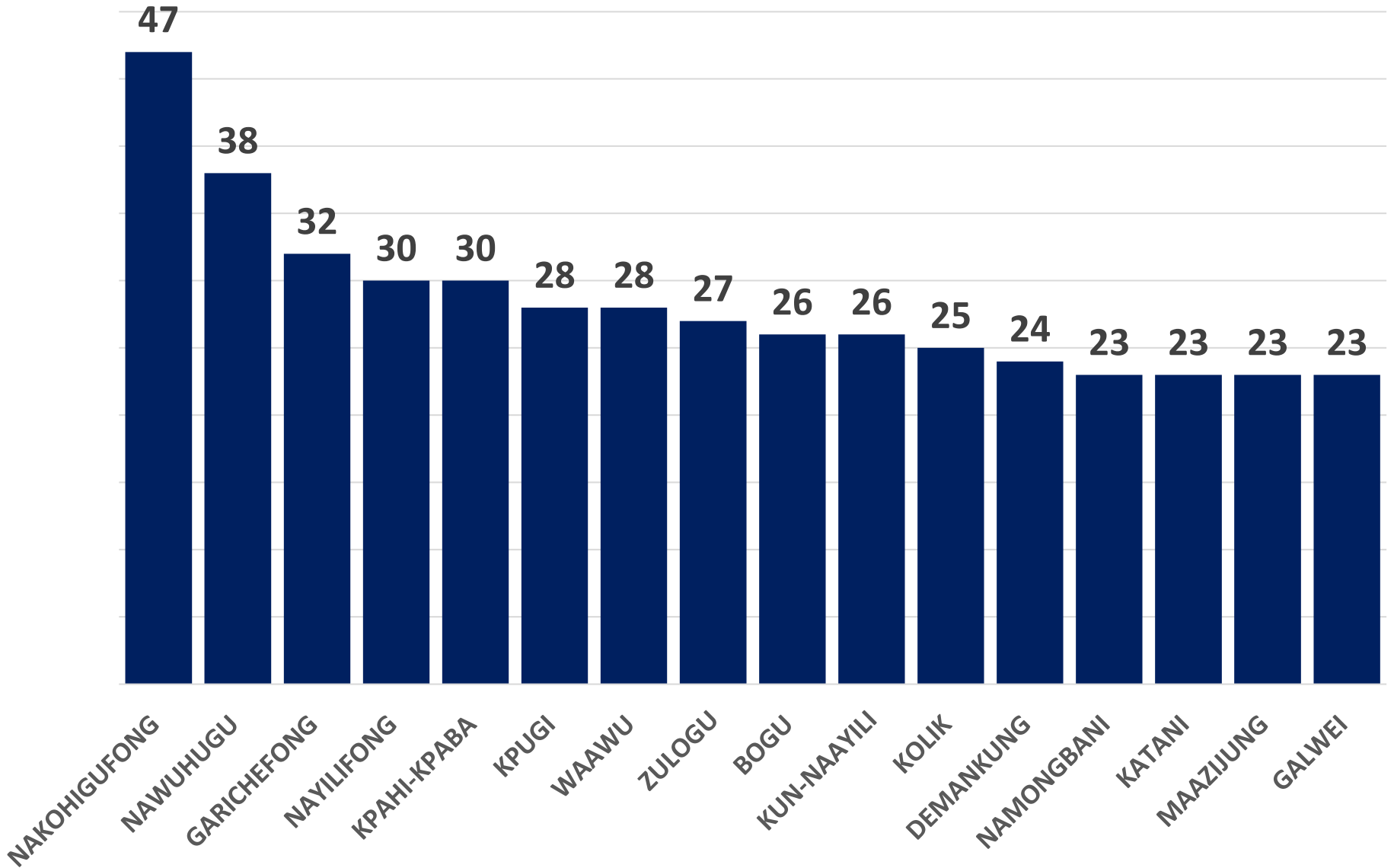
- ❑ In Tolon, Habid Iddrisu, 1st Deputy Majority Chief Whip, leads Osman Damba of the NDC 50% to 40% and 9% are undecided. However, the poll shows clear danger for both candidates as the poll shows that 28% of voters who voted for Habib in 2020 have switched to his challenger with only 63% of his voters pledging to vote for him again. On the other hand, the poll also point that only 70% of voters who supported NDC candidate in the 2020 intend to vote for Damba while 17% have also crossed carpet to vote for Hon. Habib. Though Hin Habib has a clear lead, the race could get very tricky for both candidates in the coming months.
- ❑ However, in Zabzugu, the deputy chief of staff at the Office of the President, Alhaji Fawaz Aliu, leads with 53% of the votes, Alhassan Umar, NDC, 36% and nearly 11% are undecided. Alhaji Aliu's lead appears solid and is likely to retain the seat for the NPP in December. The poll shows that 92% of voters who voted for NPP candidate in the 2020 elections intend to vote for Aliu, only 2% have switched to the NDC's candidate. However, for the NDC's candidate, only 79% of voters who voted for NDC candidate are voting for him, 16% have switched to vote for the deputy chief of staff

Methodology

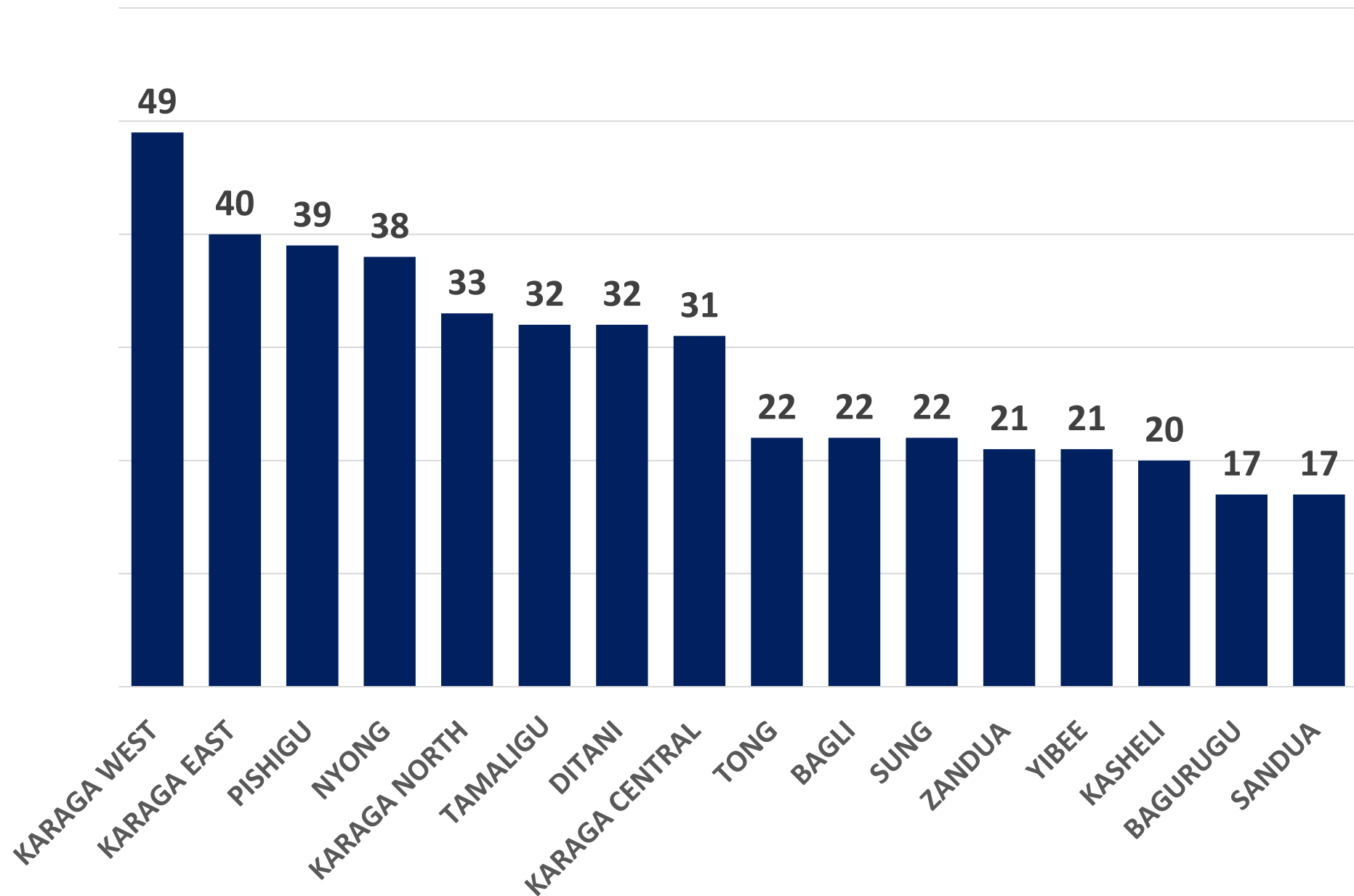
- ❑ The Electoral Commission's 2020 voters' register was used as sample frame.
- ❑ Electoral areas sample were weighted using the voters register for the electoral areas
- ❑ Voters were sampled randomly from selected Electoral Areas in the constituencies
- ❑ Only registered voters were interviewed.
- ❑ Field interviews were conducted between 17th July to 25th July 2024
- ❑ Demographic analysis of the results would have higher margin of error.

	Overall	Gushegu	Karaga	Mion	Tolon	Zabzugu
Sample	2,280	453	456	457	469	453
Confidence Level	95%	95%	95%	95%	95%	95%
Margin of Error	2.00%	2.12%	4.49%	4.47%	4.04%	4.04%

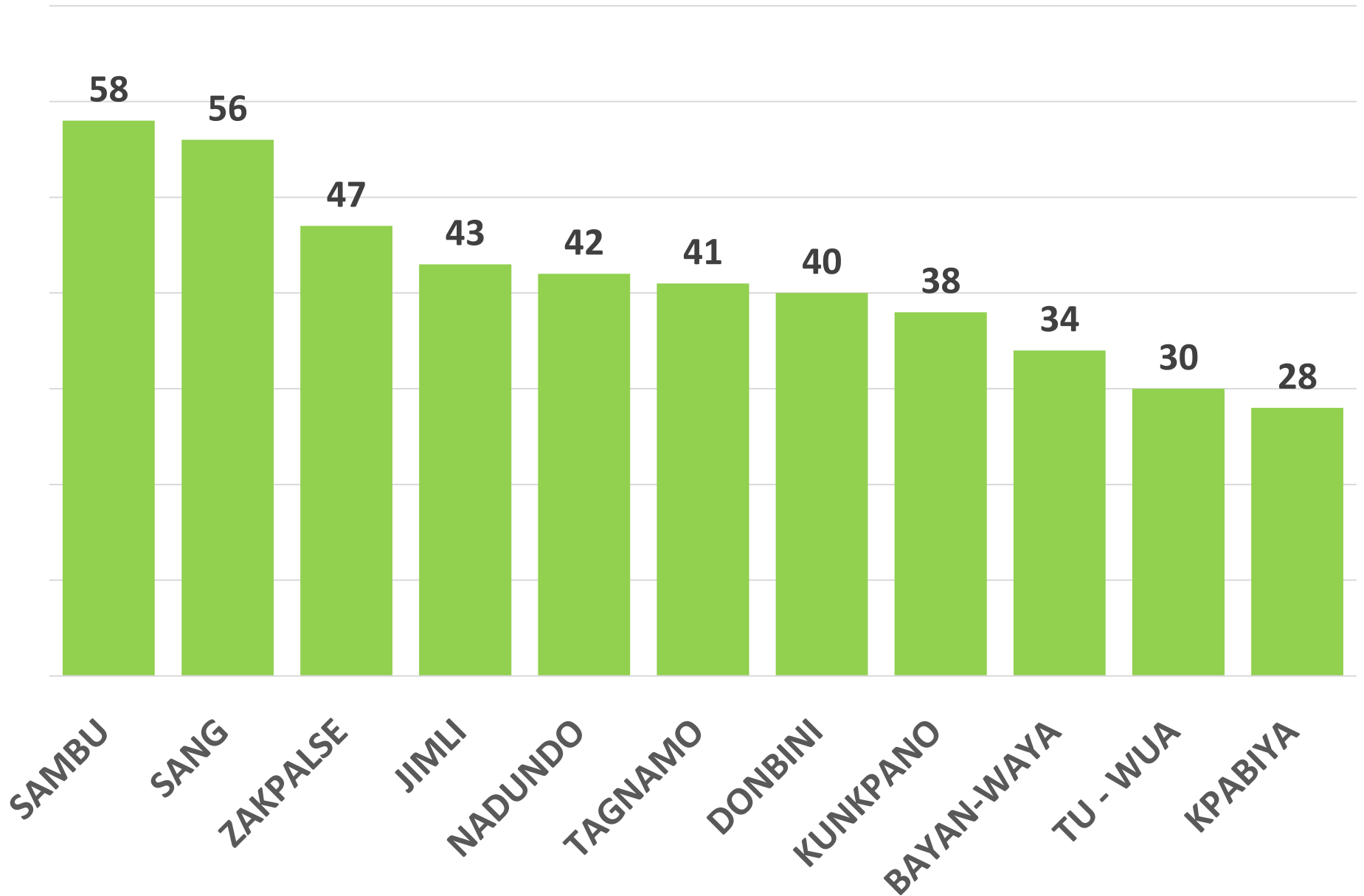
Electoral Area-Gushegu



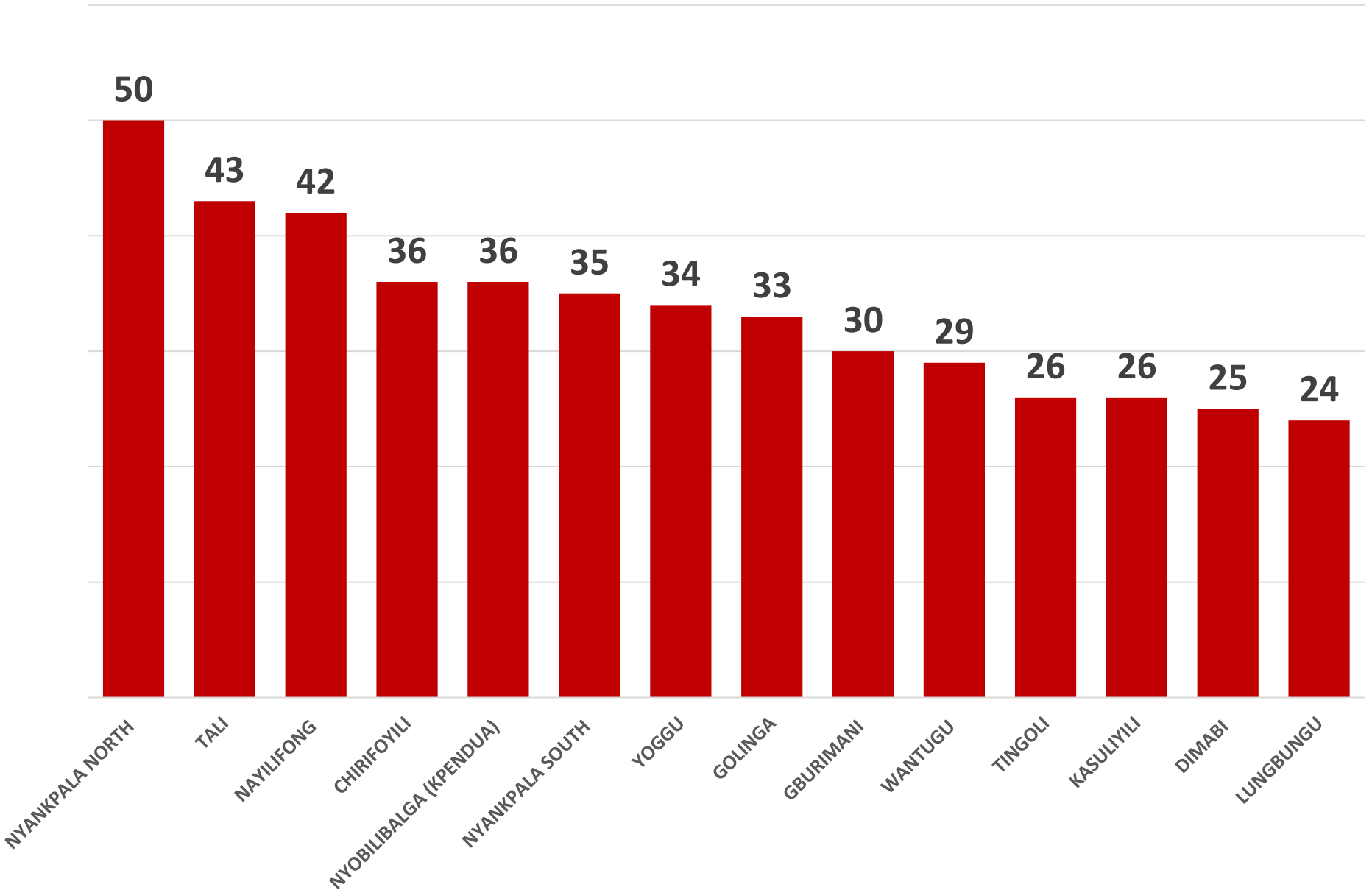
Electoral Area-Karaga



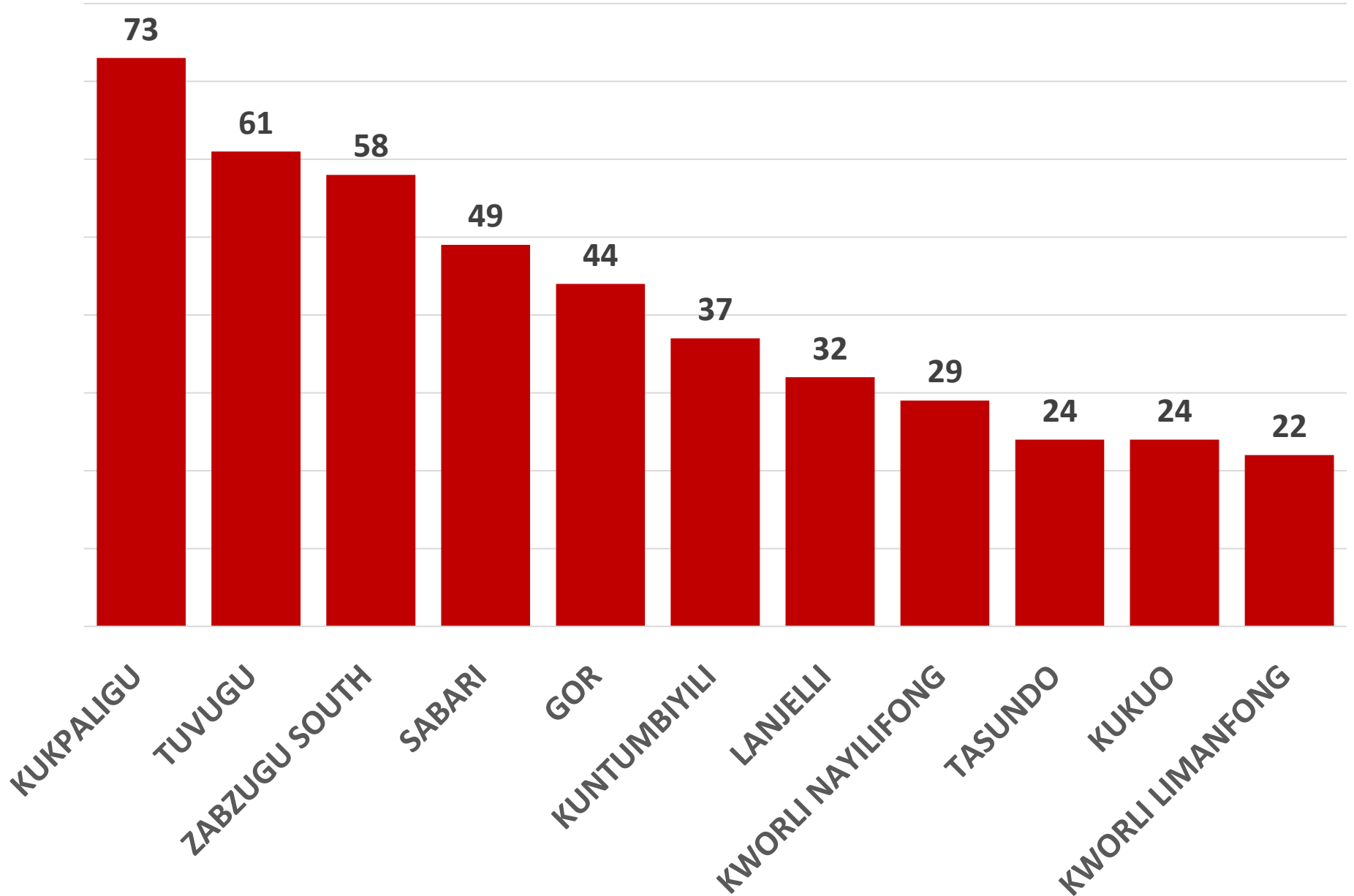
Electoral Area-Mion



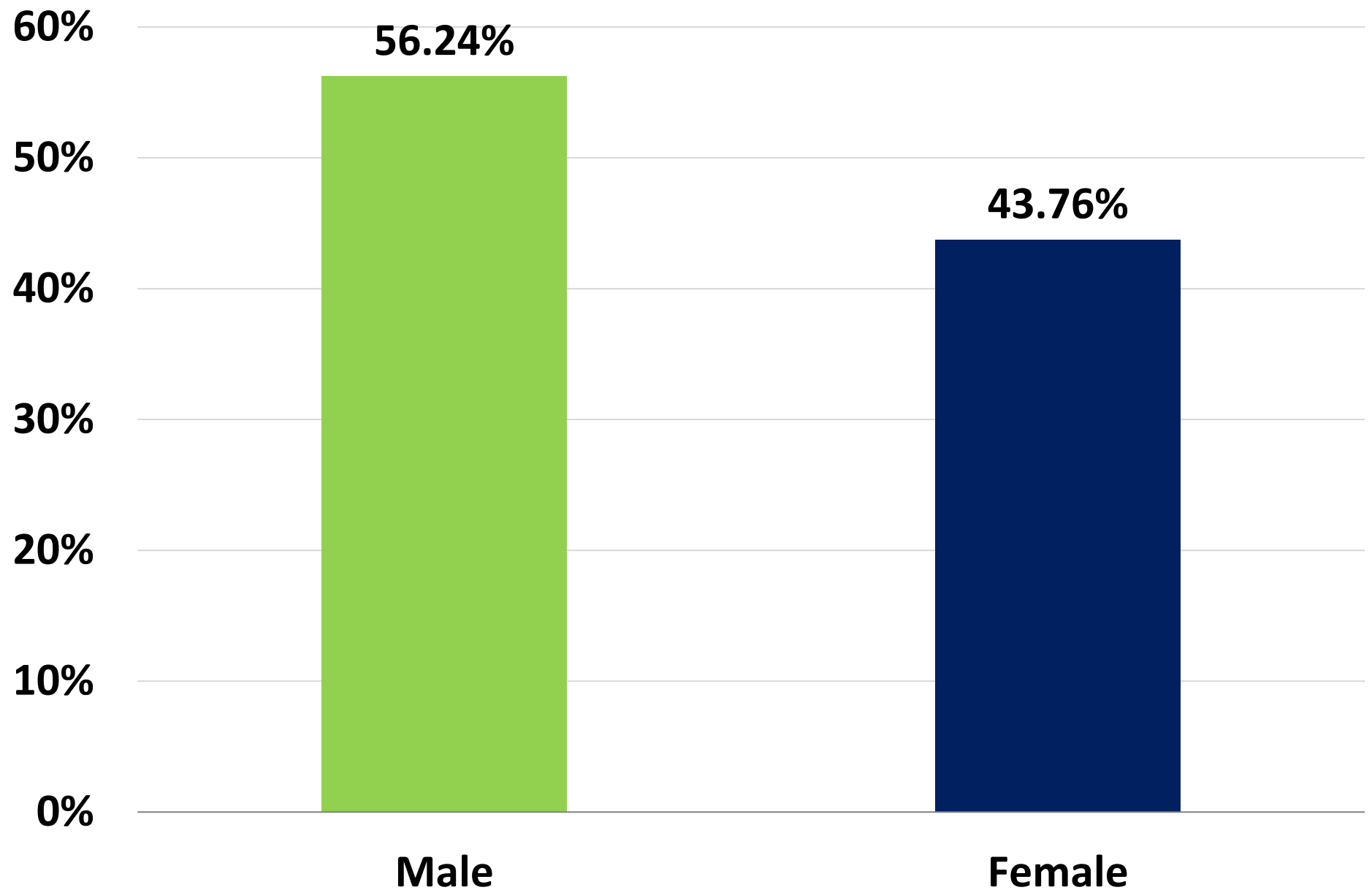
Electoral Area-Tolon



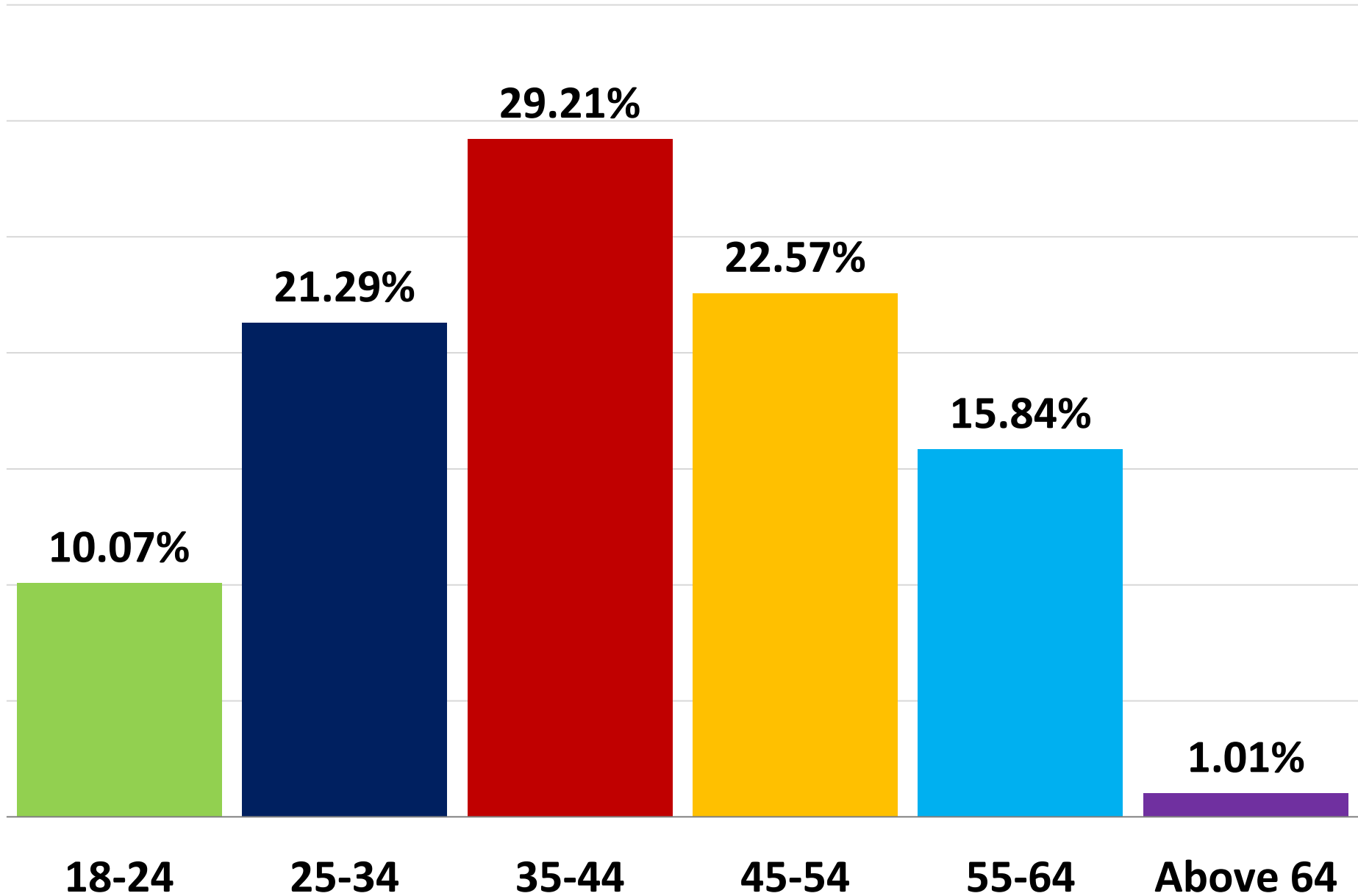
Electoral Areas-Zabzugu



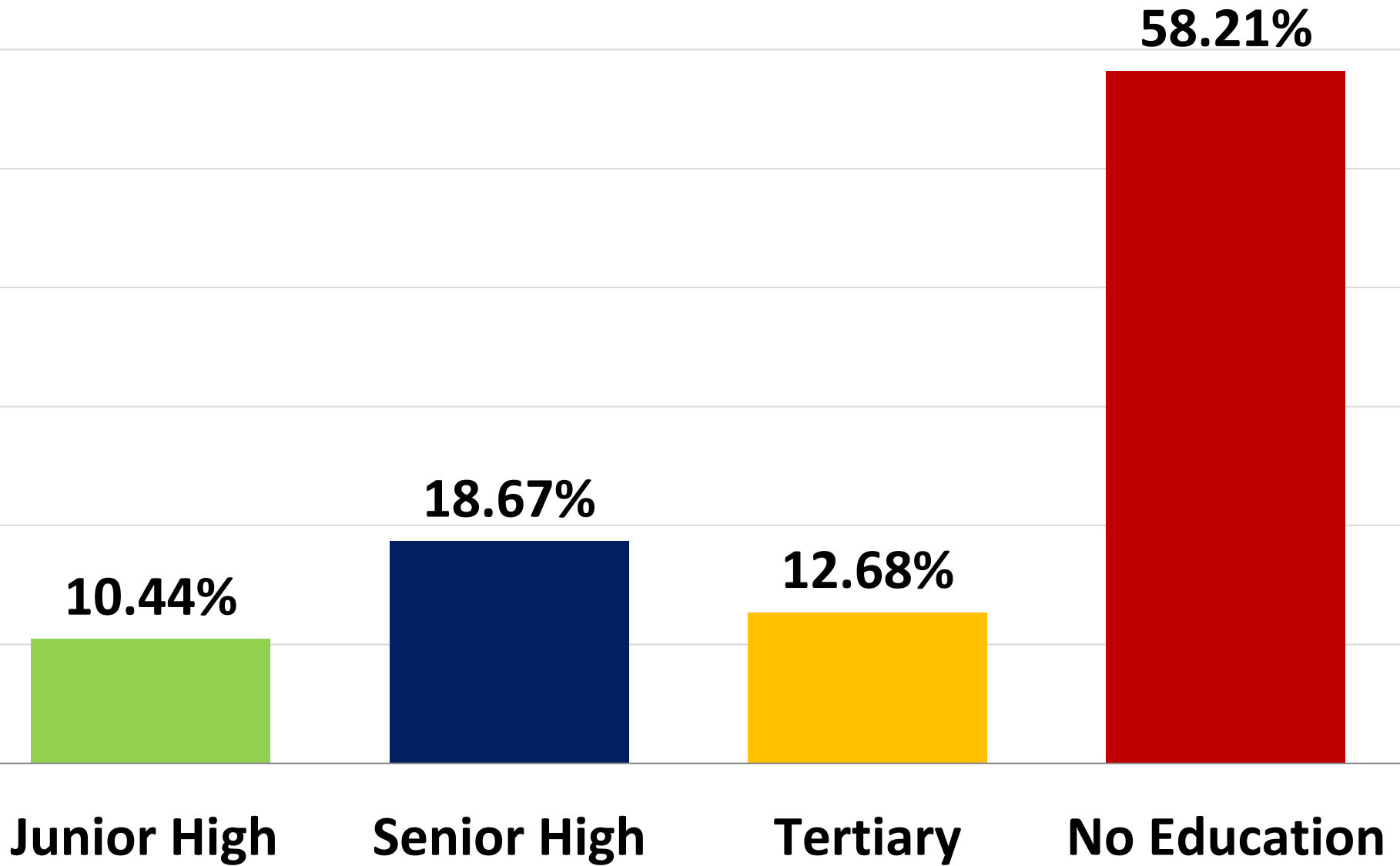
Gender



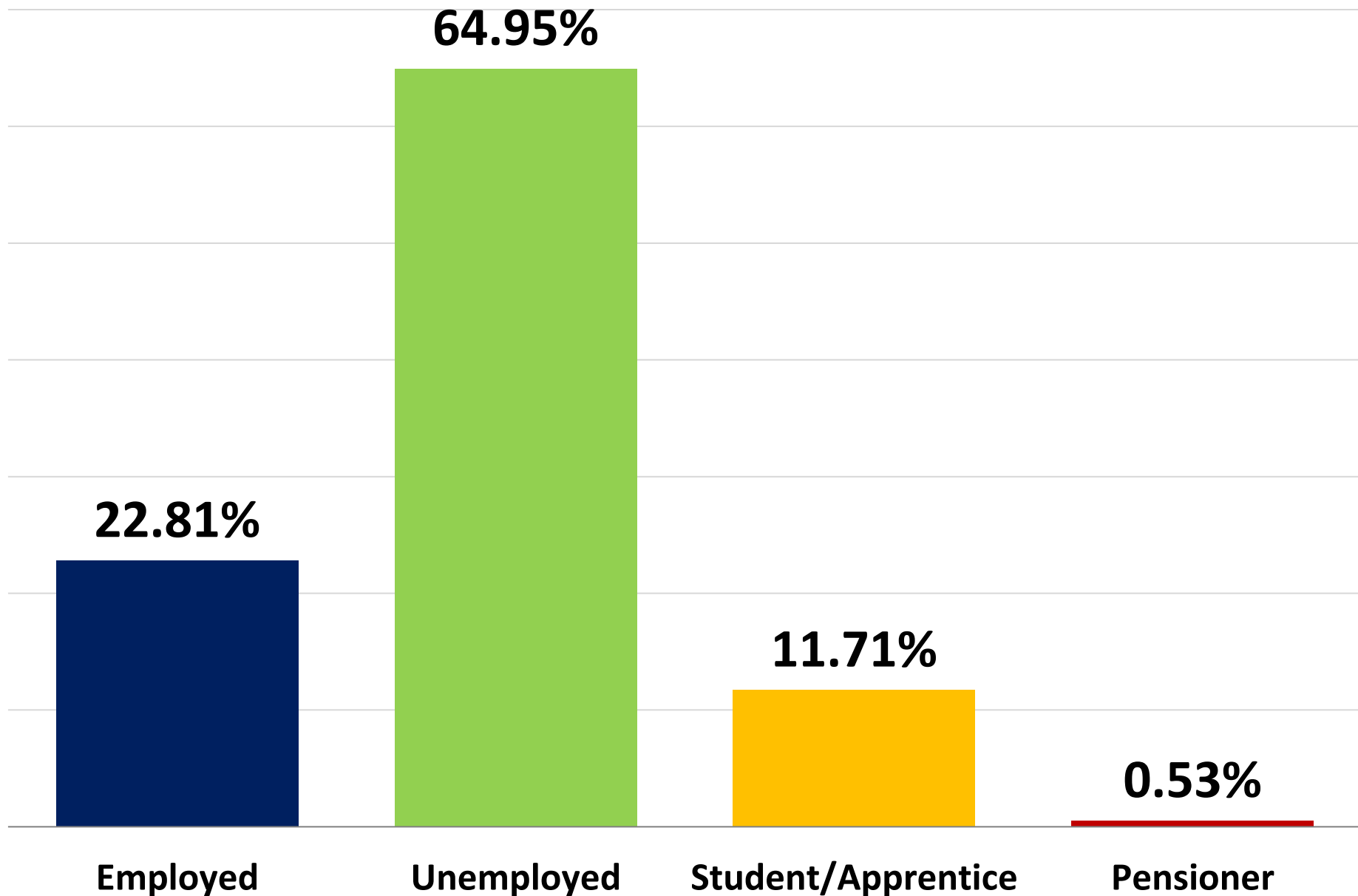
Age



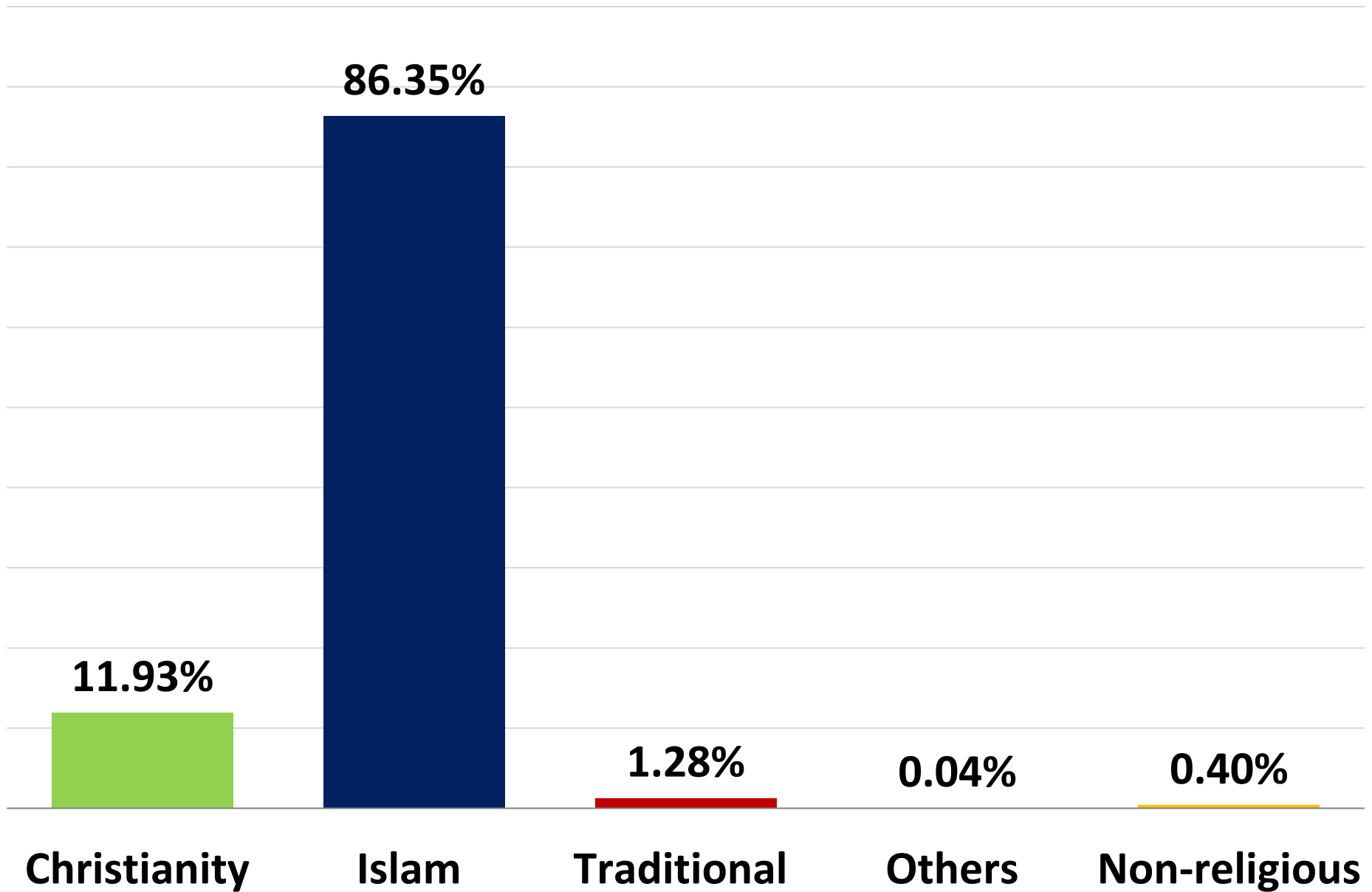
Education



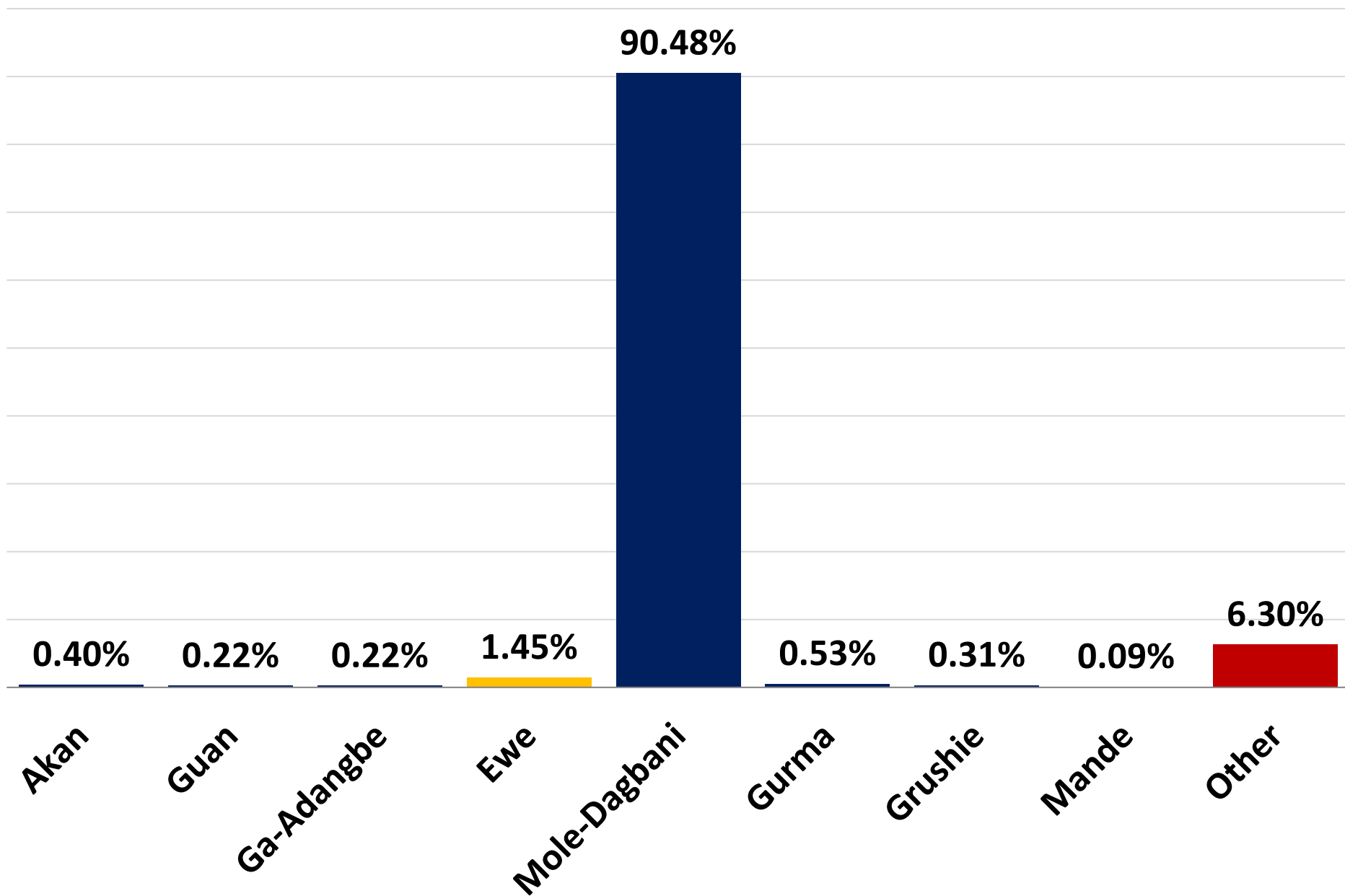
Employment Status



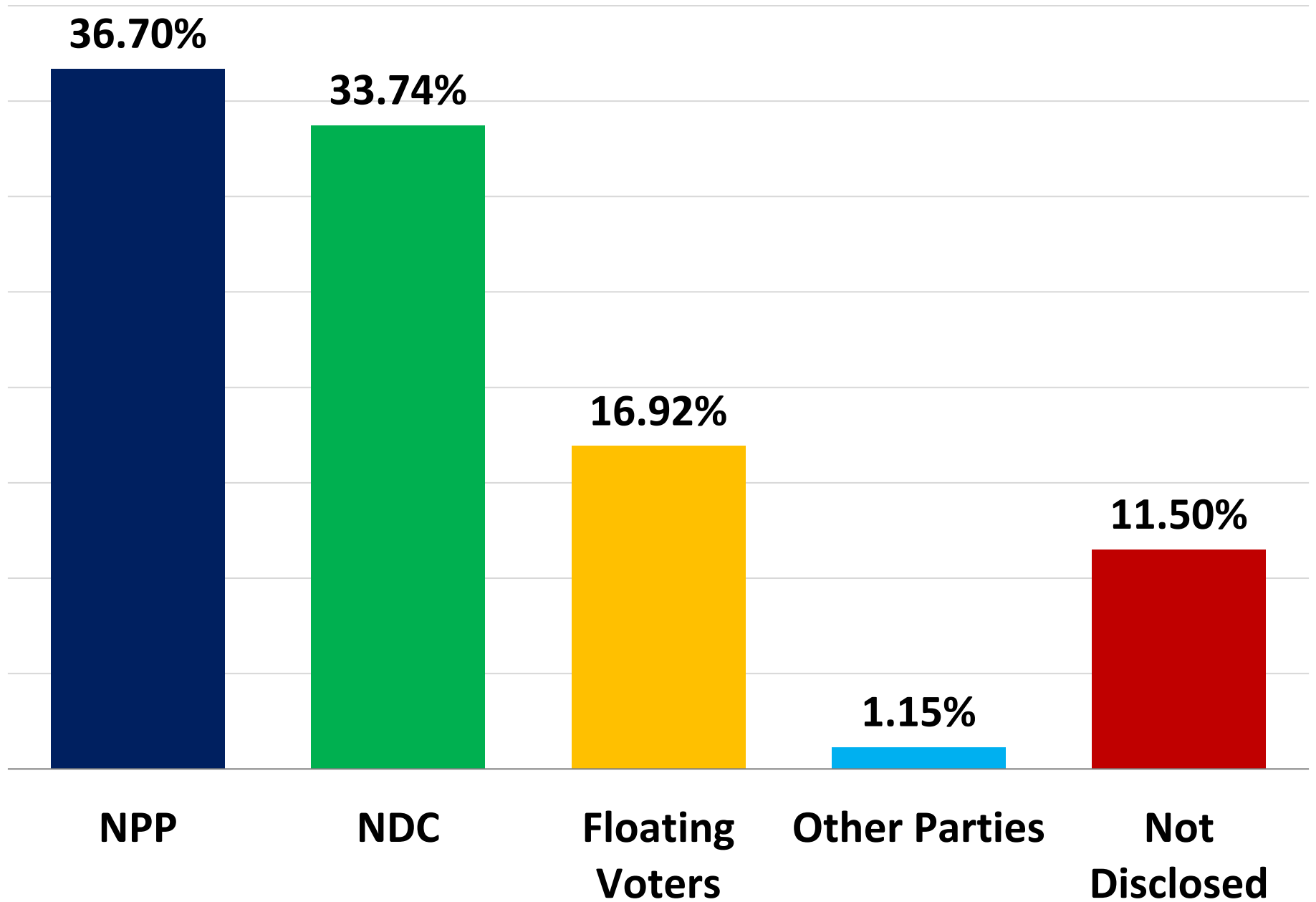
Religion



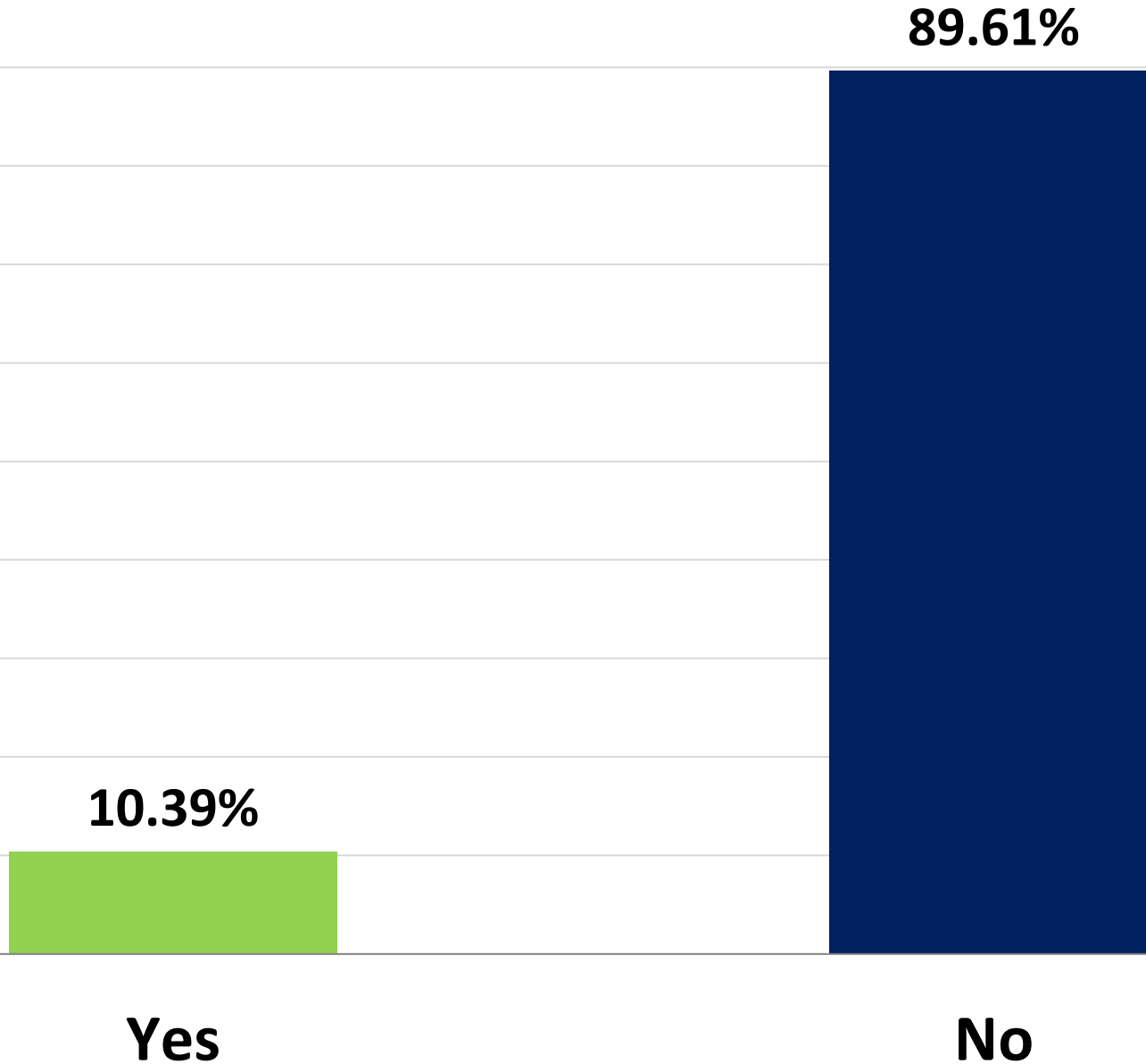
Your Ethnicity



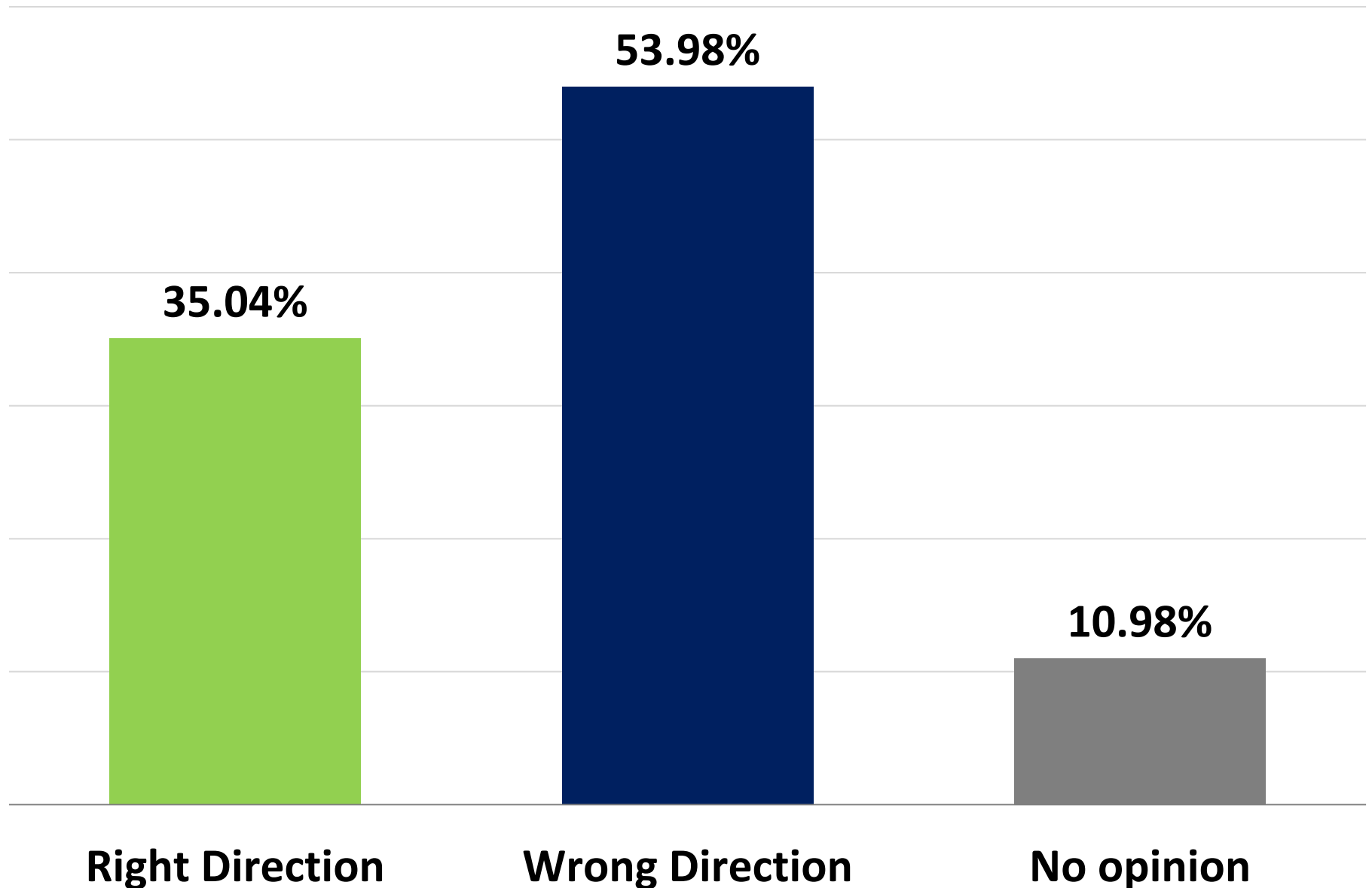
Party Affiliation



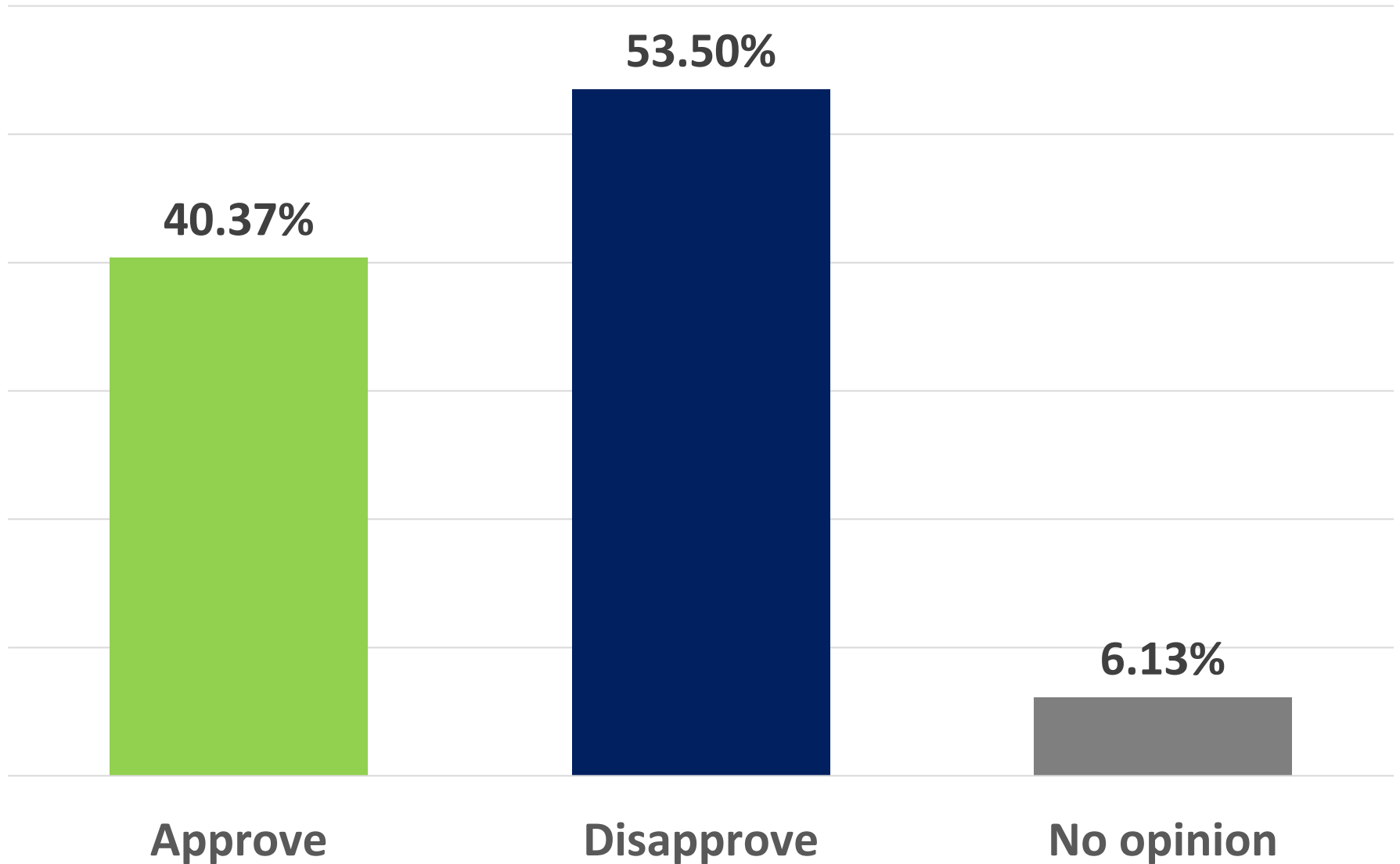
Are you a first-time voter?



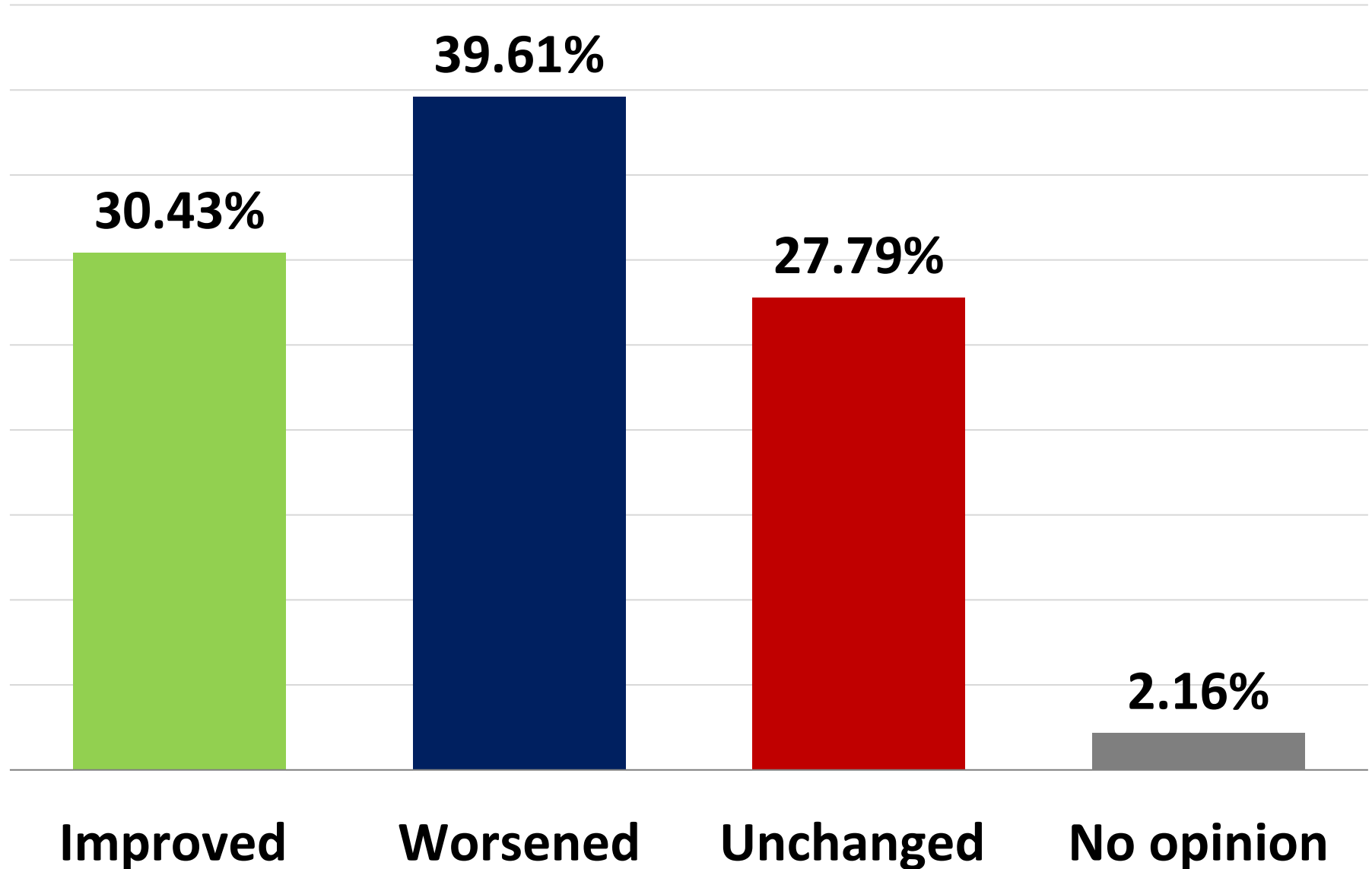
Would you say things in this country today are generally headed in the right direction or wrong direction?



Do you approve or disapprove of the way H.E. Nana Akuffo Addo is doing his job as president?



Compared to the year before, which of the following best describes your standard of living?



Are you optimistic your standard of living will improve in the next 12 months?

64.57%



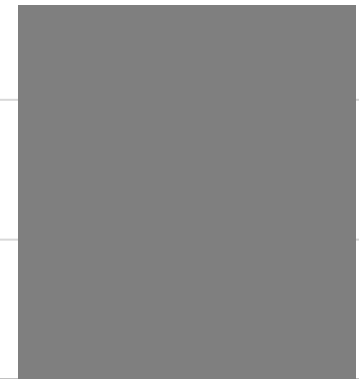
Yes

8.62%



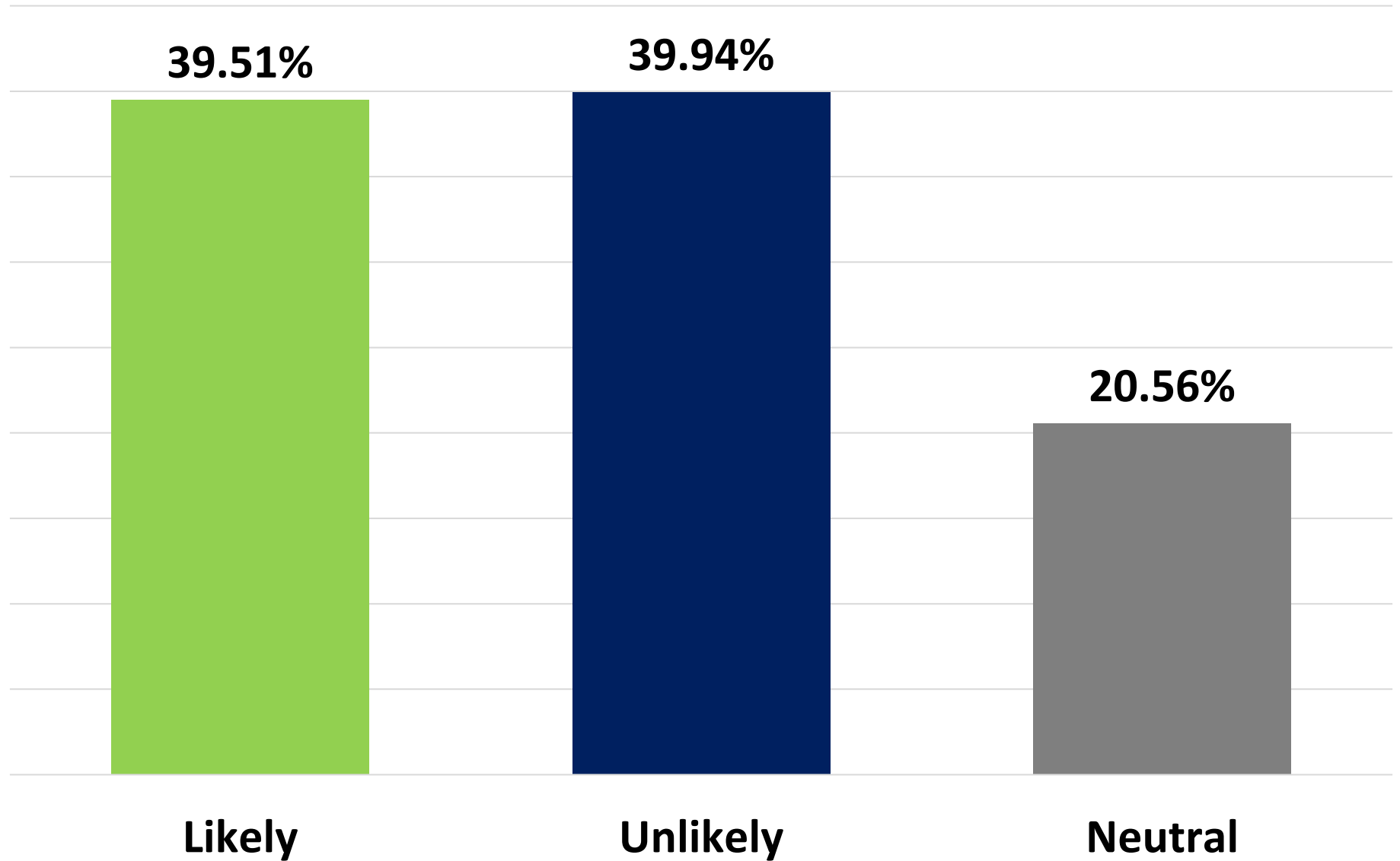
No

26.81%

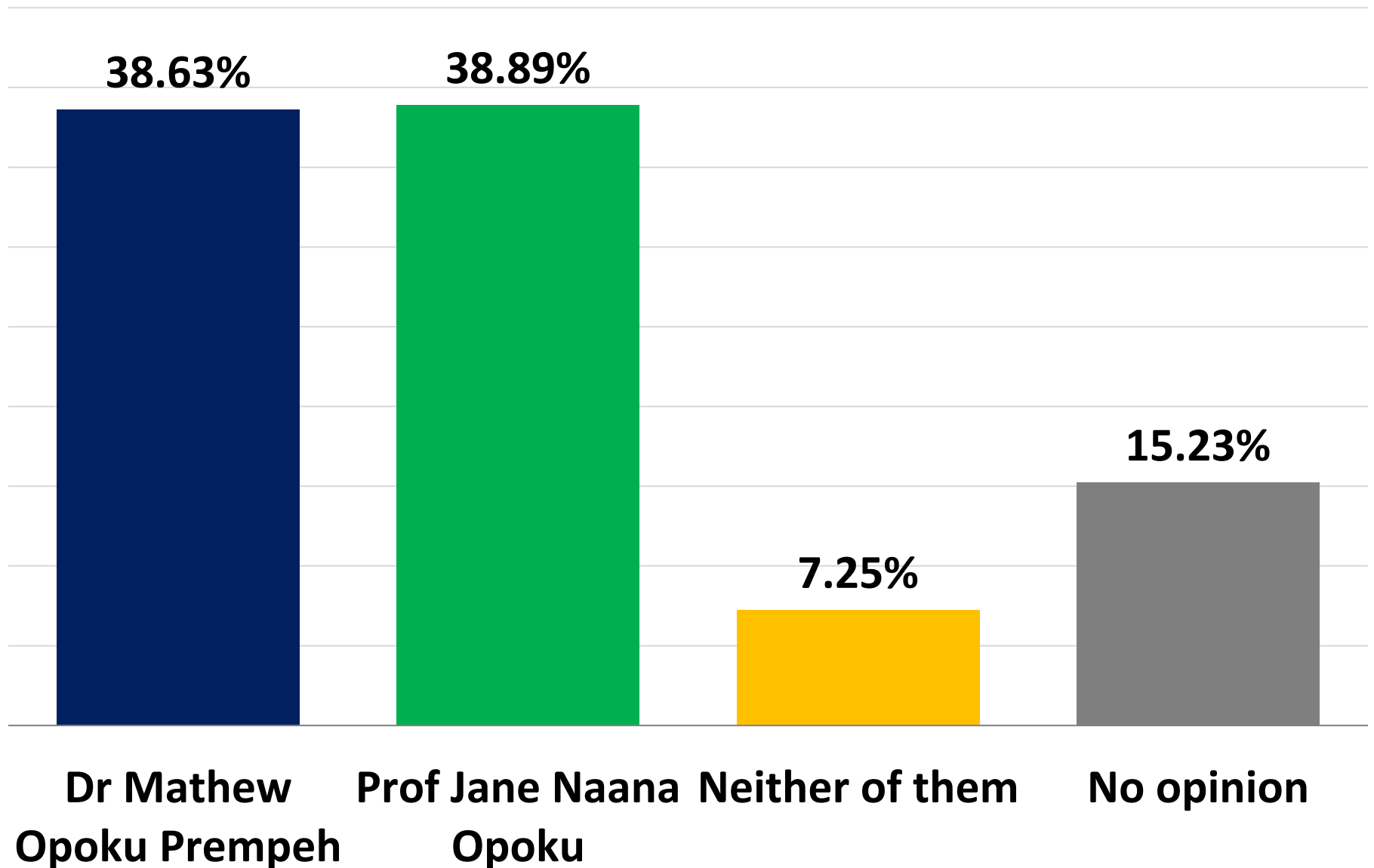


No opinion

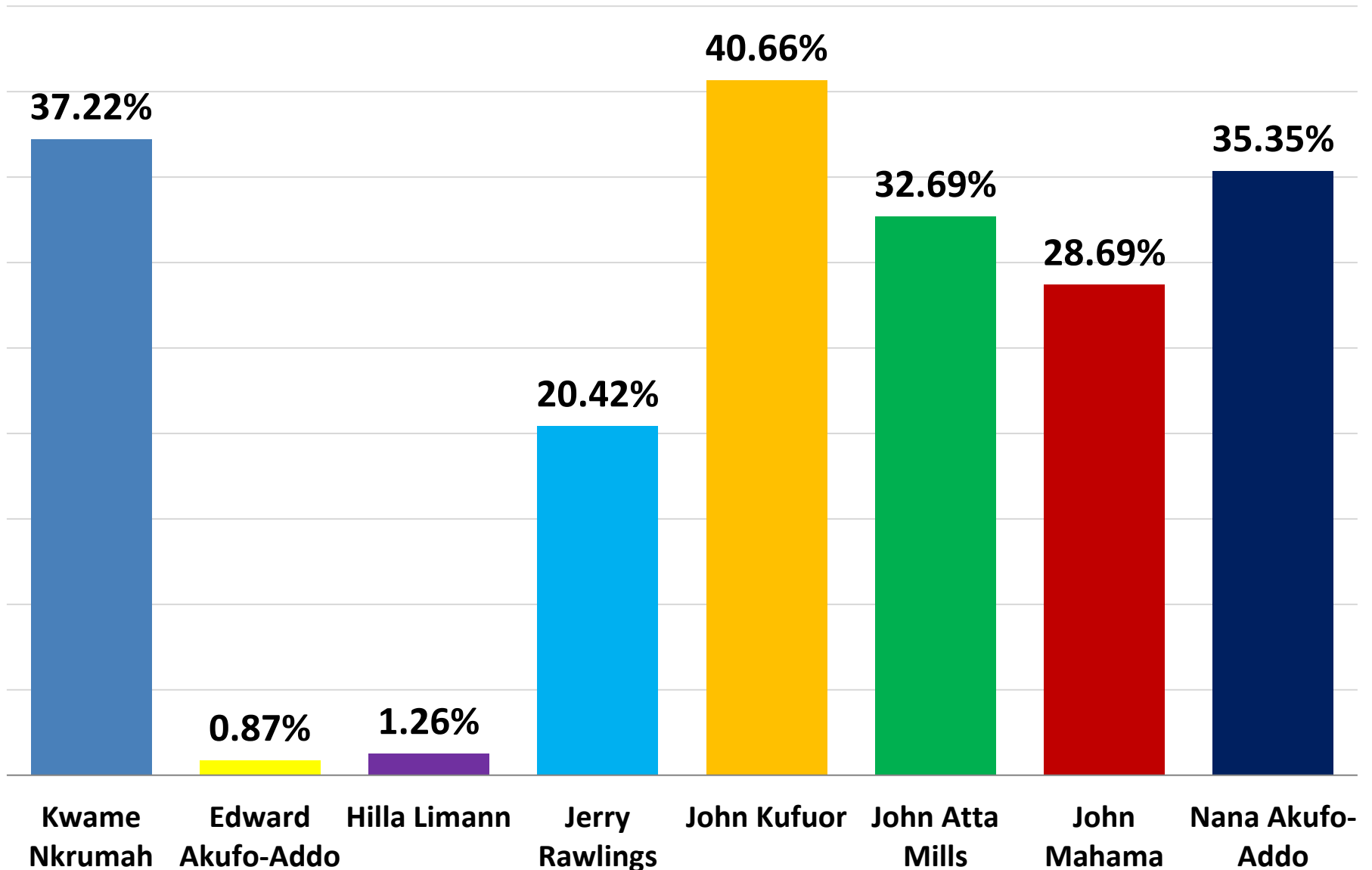
How likely is the nomination of Dr. Mathew Opoku Prempeh going to influence you to vote for the NPP?



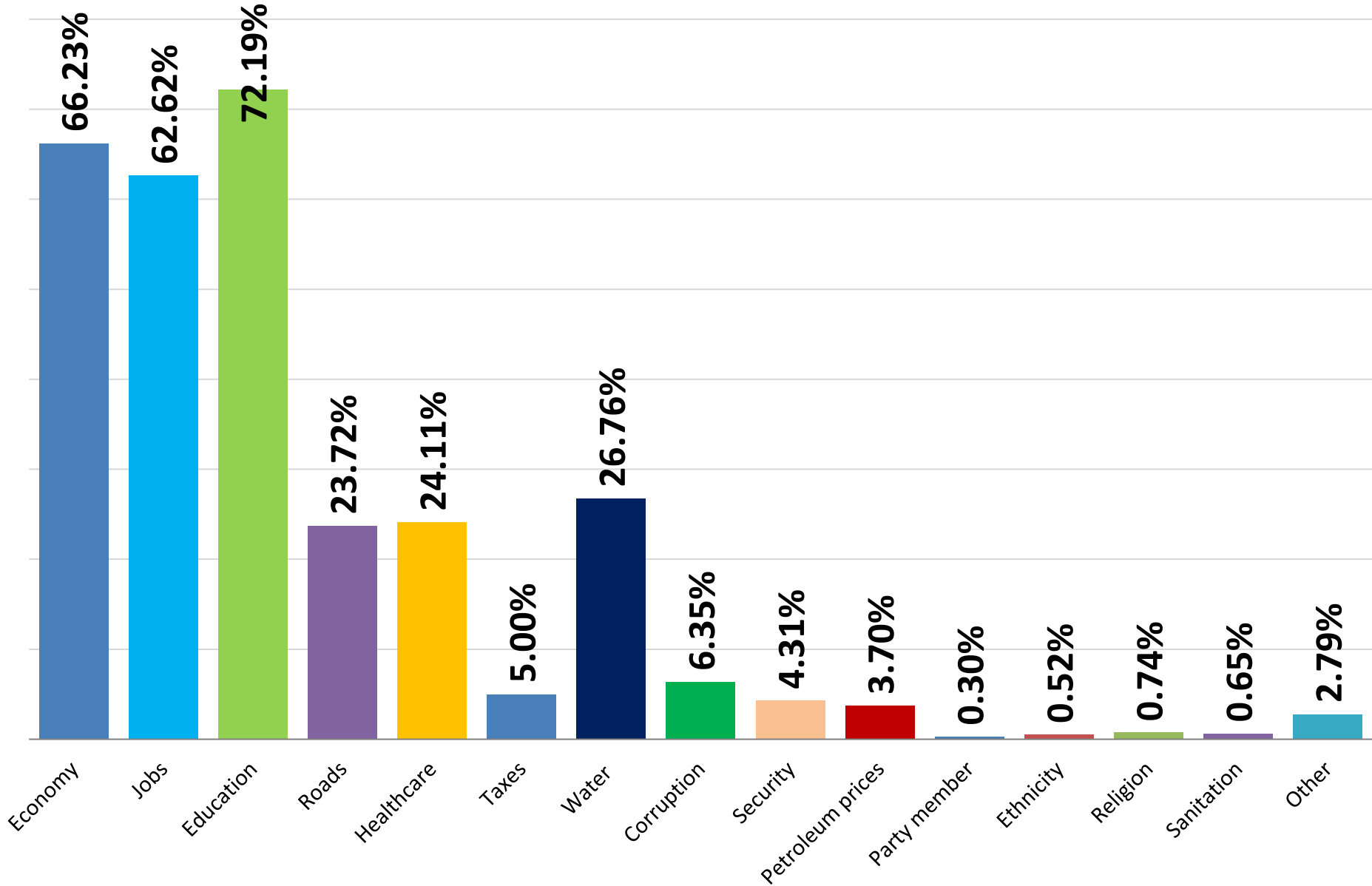
Which of the following running mates do you believe can do a better job as vice president if elected?



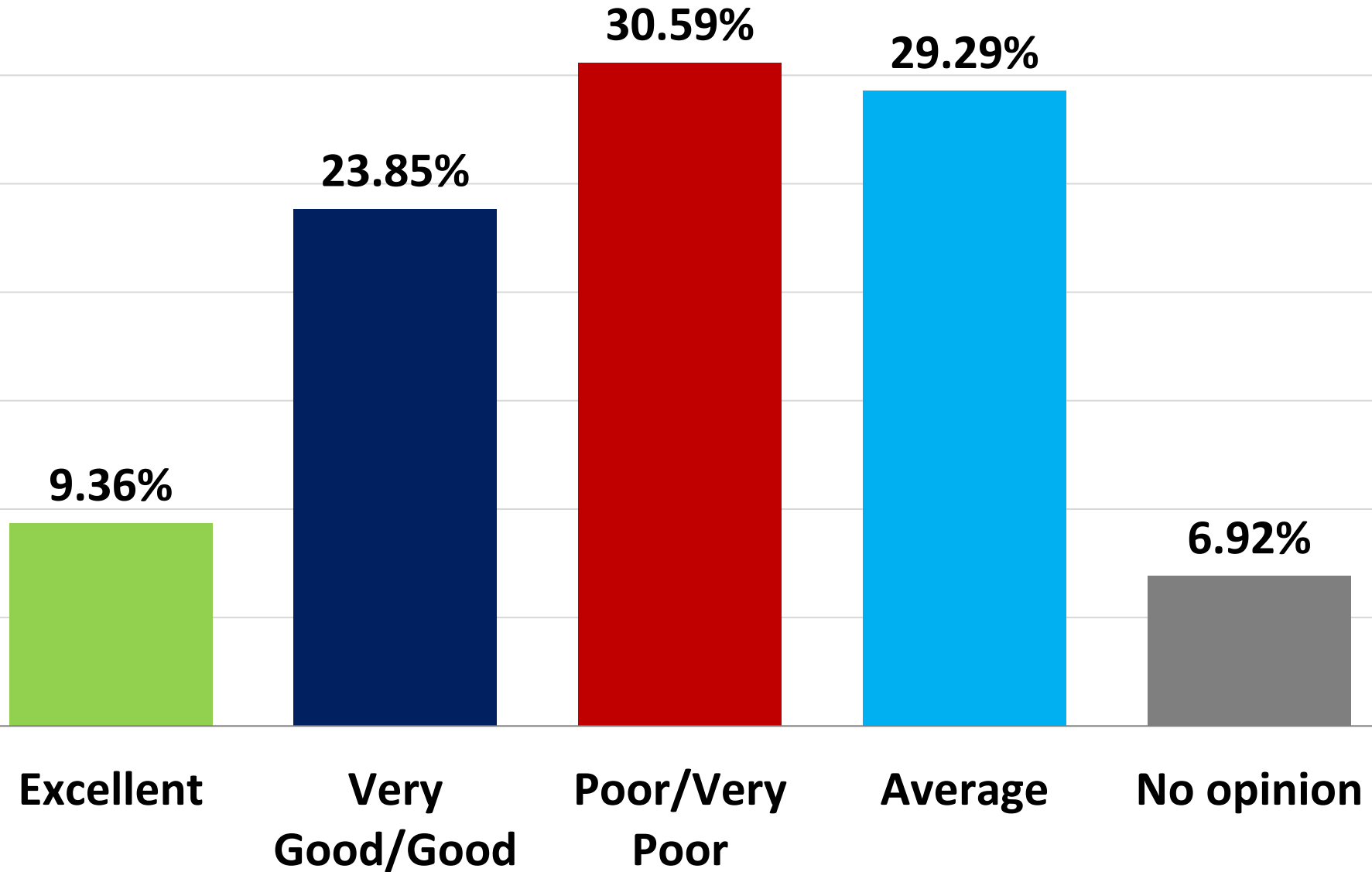
In your opinion, who is the best-ever and second-best head of state of Ghana who were democratically elected?



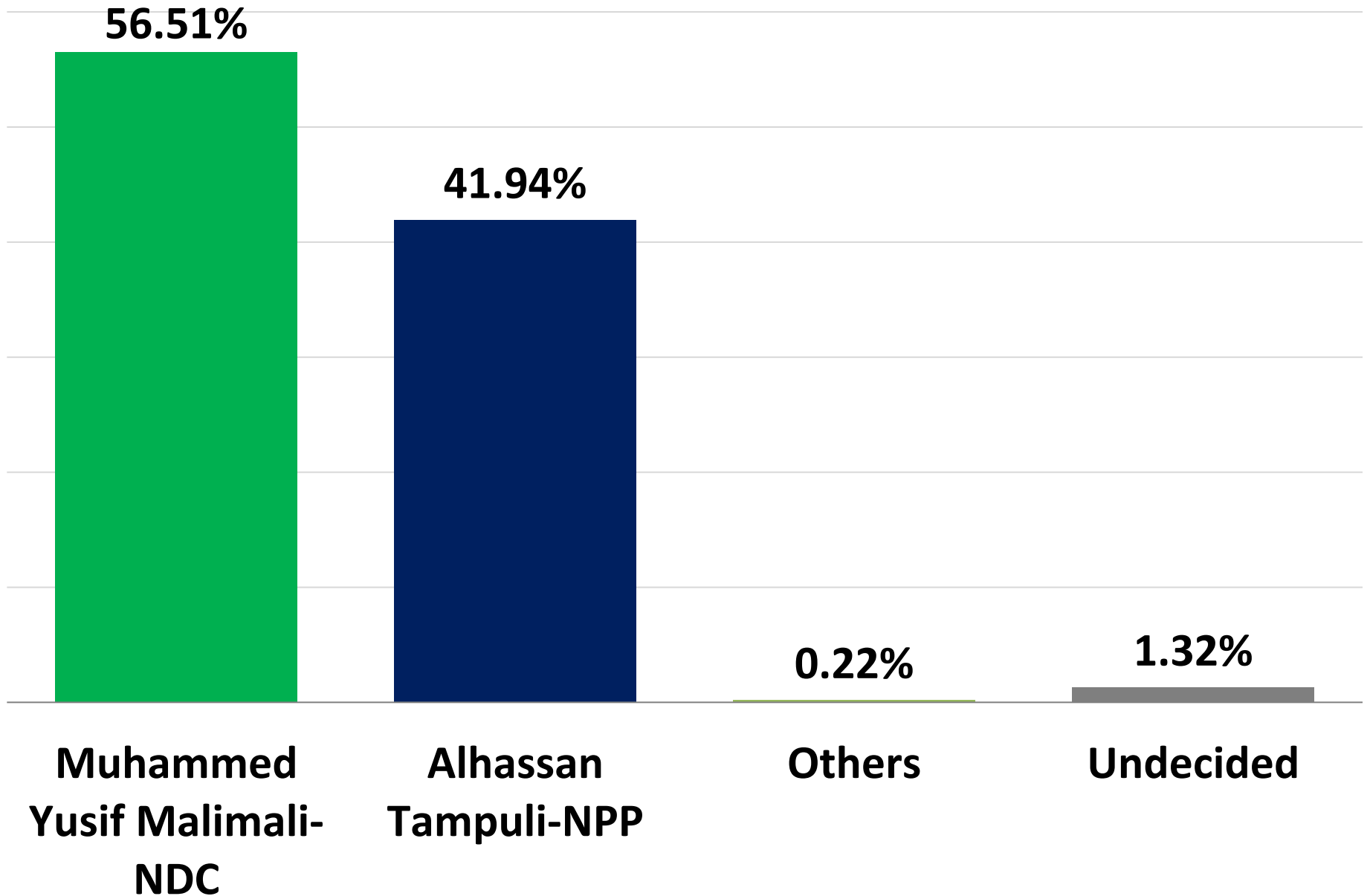
Key Issues



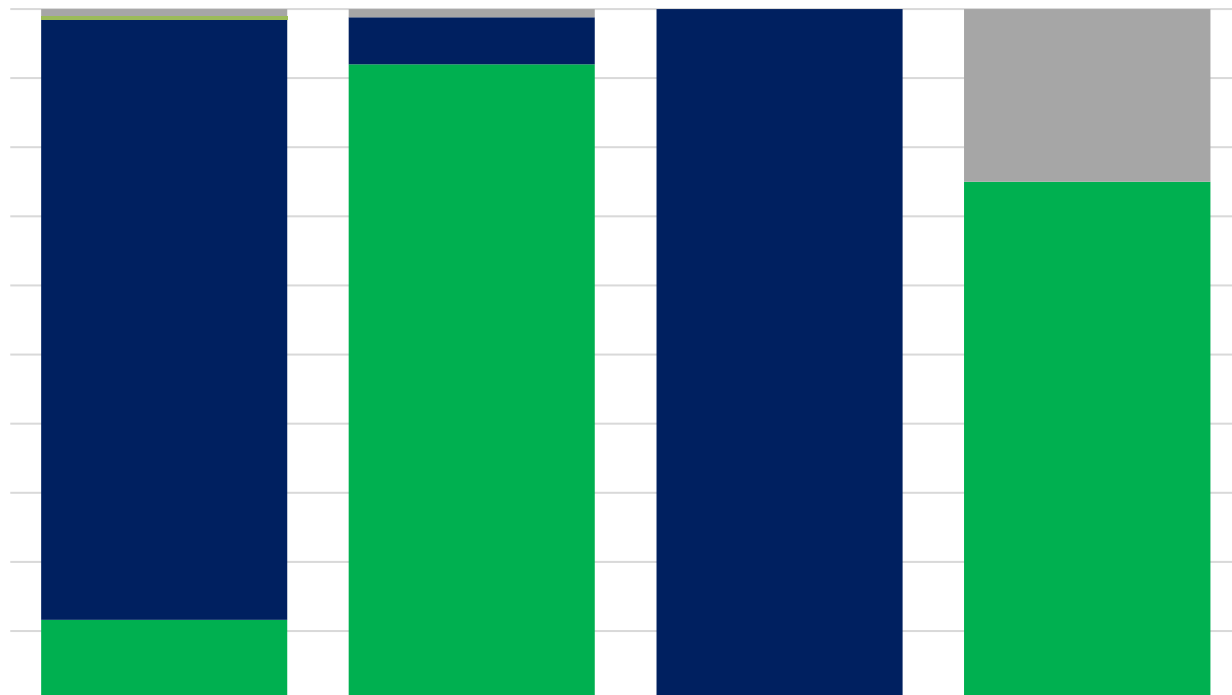
How would you rate the performance of your Member of Parliament?



Which of the following candidate do you intend to vote for in the 2024 parliamentary elections in Gushegu

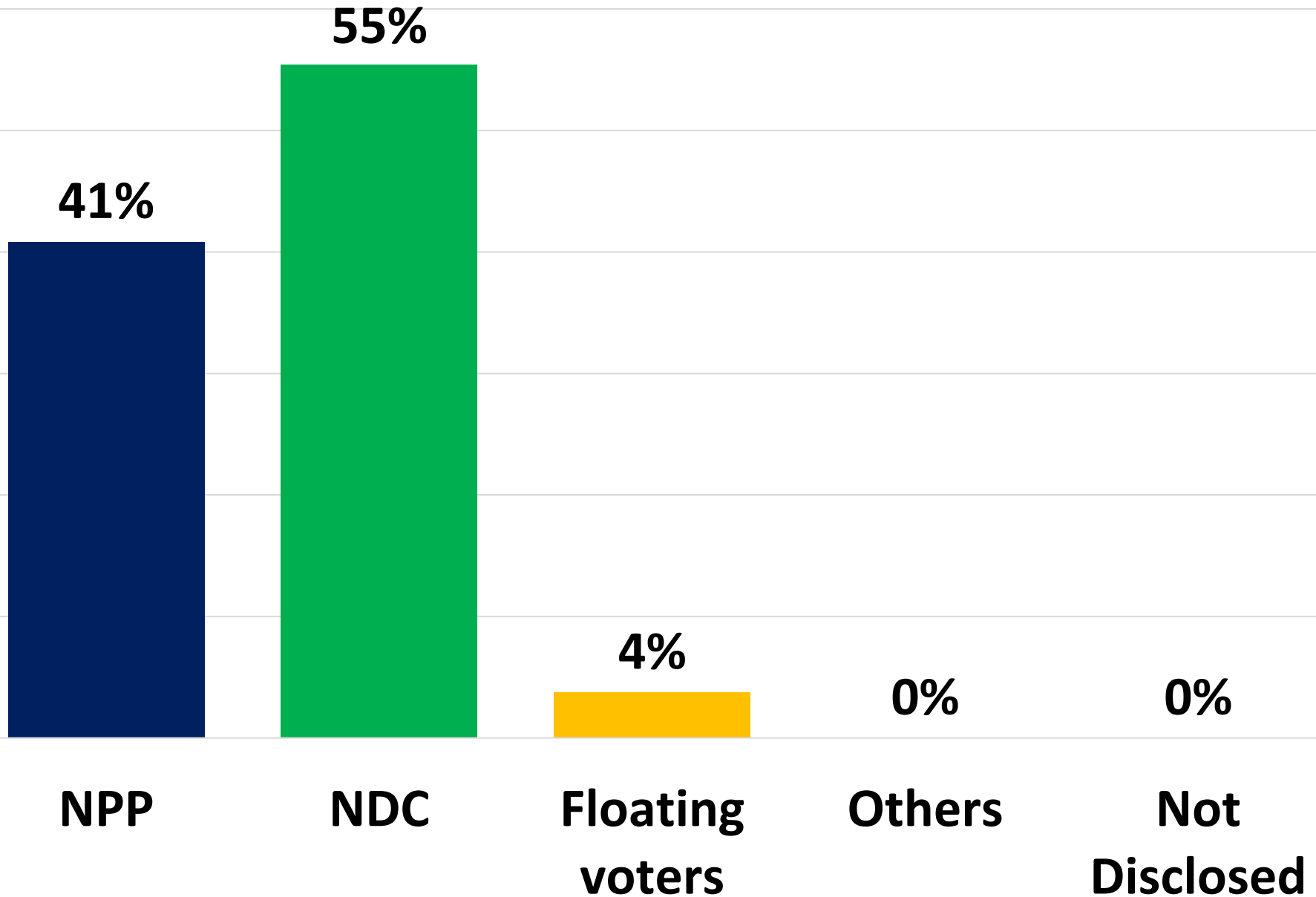


How they voted in the 2020 elections

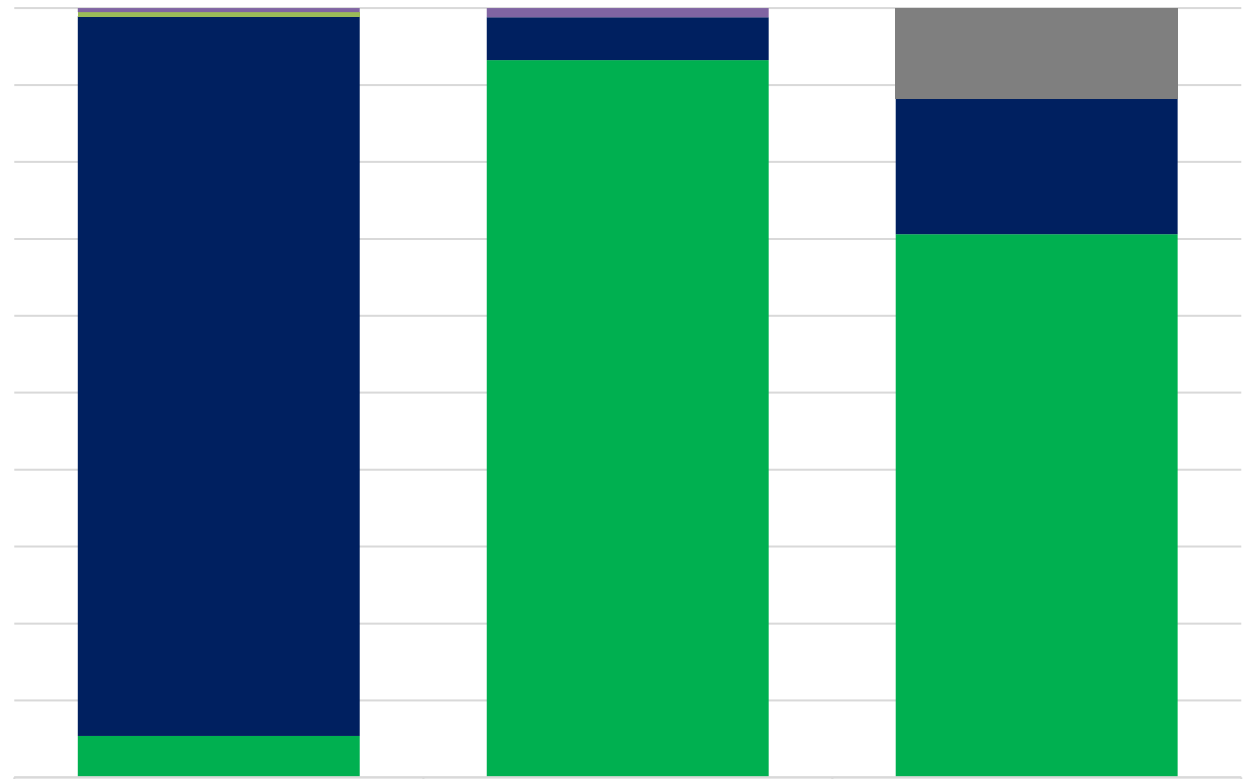


	NPP	NDC	Others	Did not vote
■ Undecided	1%	1%	0%	25%
■ Others	1%	0%	0%	0%
■ Alhassan Tampuli	87%	7%	100%	0%
■ Yusif Malimali-NDC	12%	92%	0%	75%

Party Affiliation-Gushegu

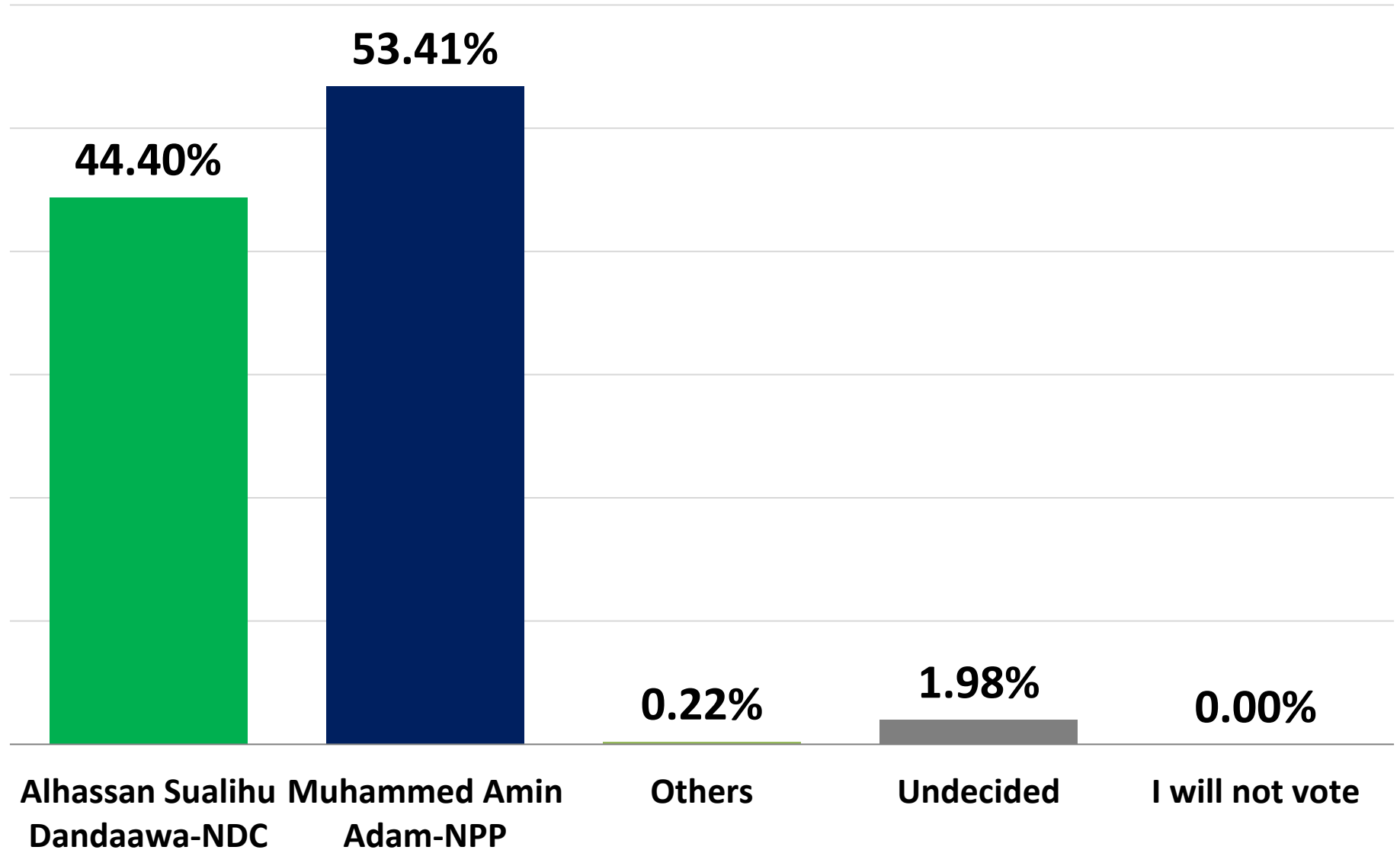


Parliamentary voting – Party Affiliations

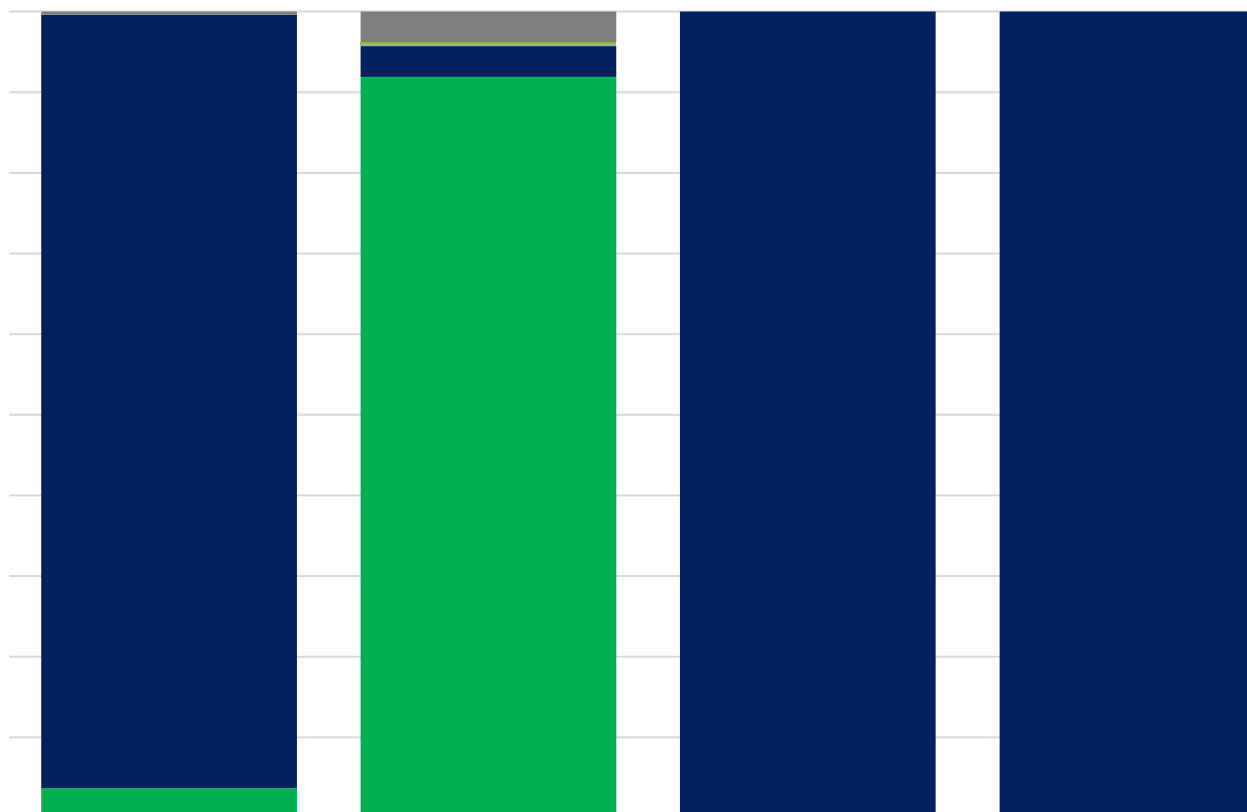


	NPP	NDC	Floating Voters
Undecided	1%	1%	12%
Others	1%	0%	0%
Alhassan Tampuli	94%	6%	18%
Yusif Malimali-NDC	5%	93%	71%

Which of the following candidate do you intend to vote for in the 2024 parliamentary elections in Karaga



How they voted in the 2020 elections



NPP

NDC

Others

Did not vote

■ Undecided

■ Others

■ Muhammed Amin Adam-NPP

■ Alhassan S. Dandaawa-NDC

0%

4%

0%

0%

0%

0%

0%

0%

96%

4%

100%

100%

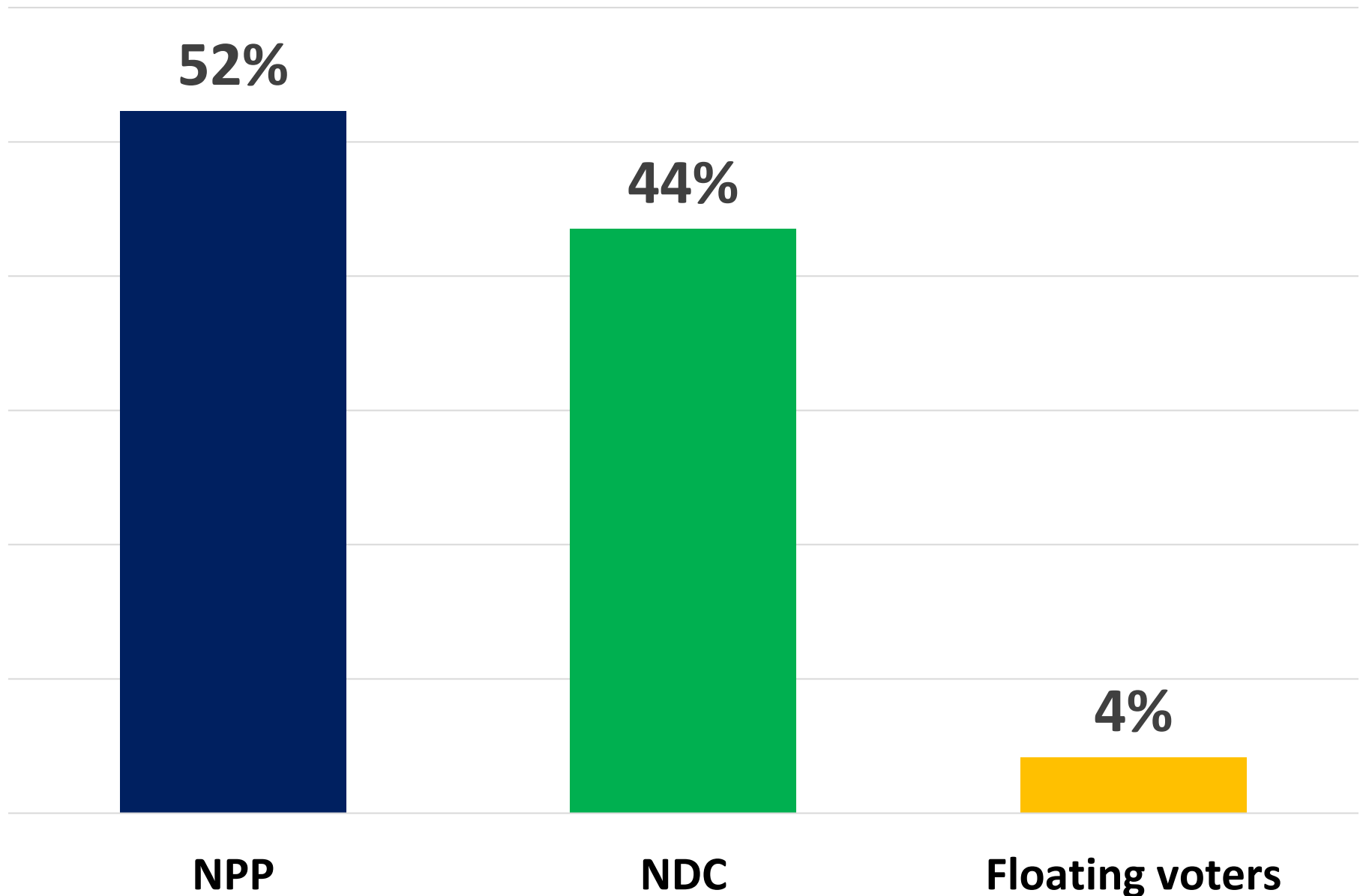
4%

92%

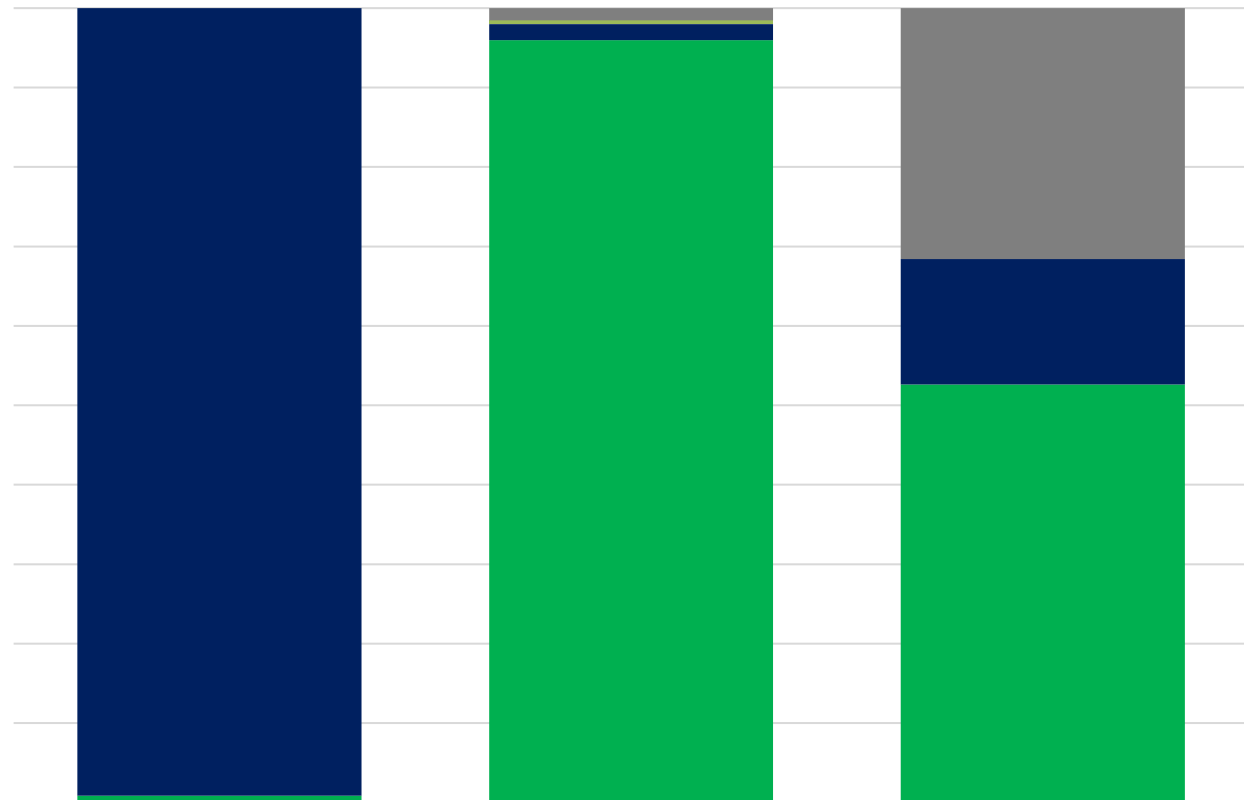
0%

0%

Party Affiliation-Karaga

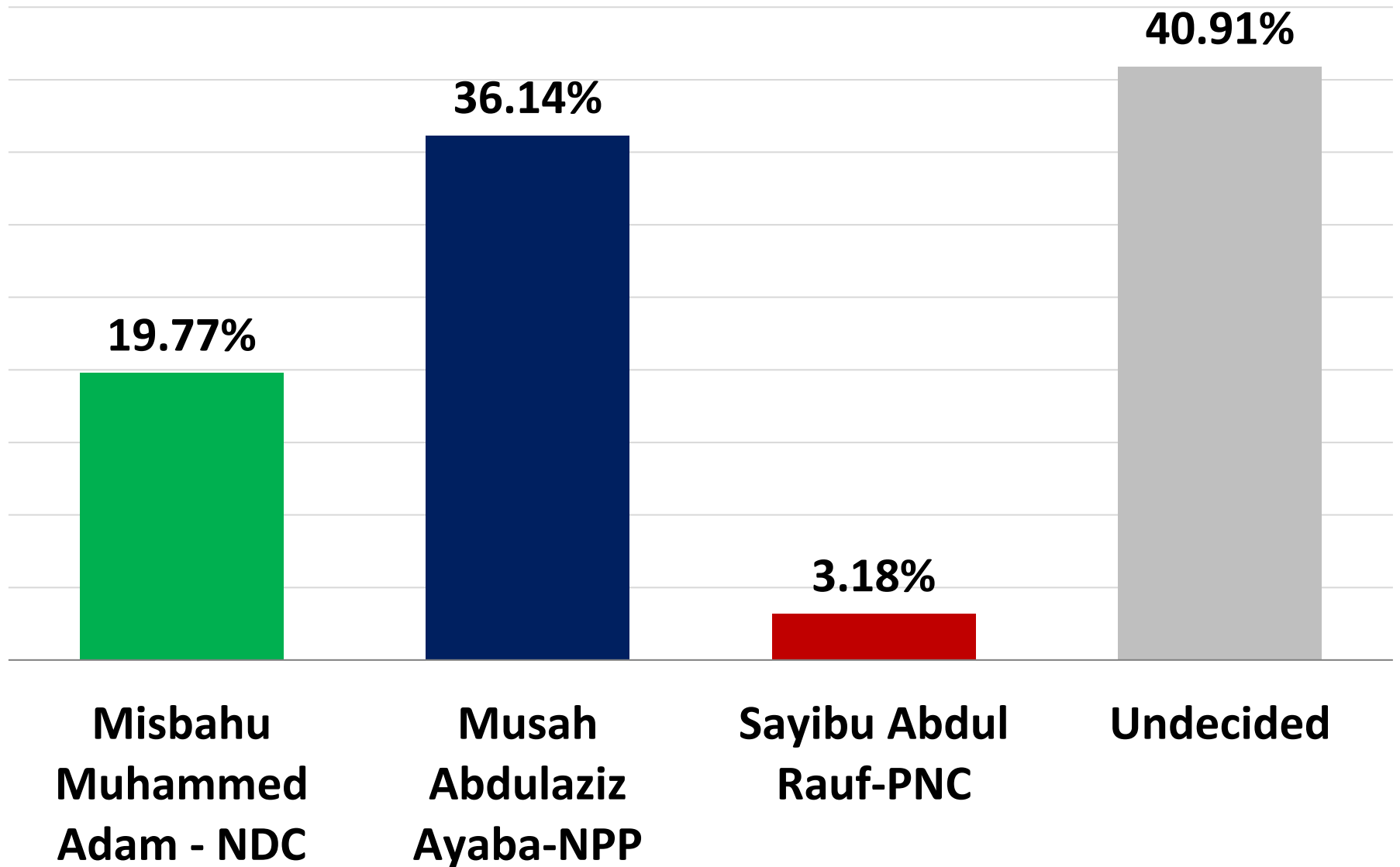


Parliamentary voting – Party Affiliations

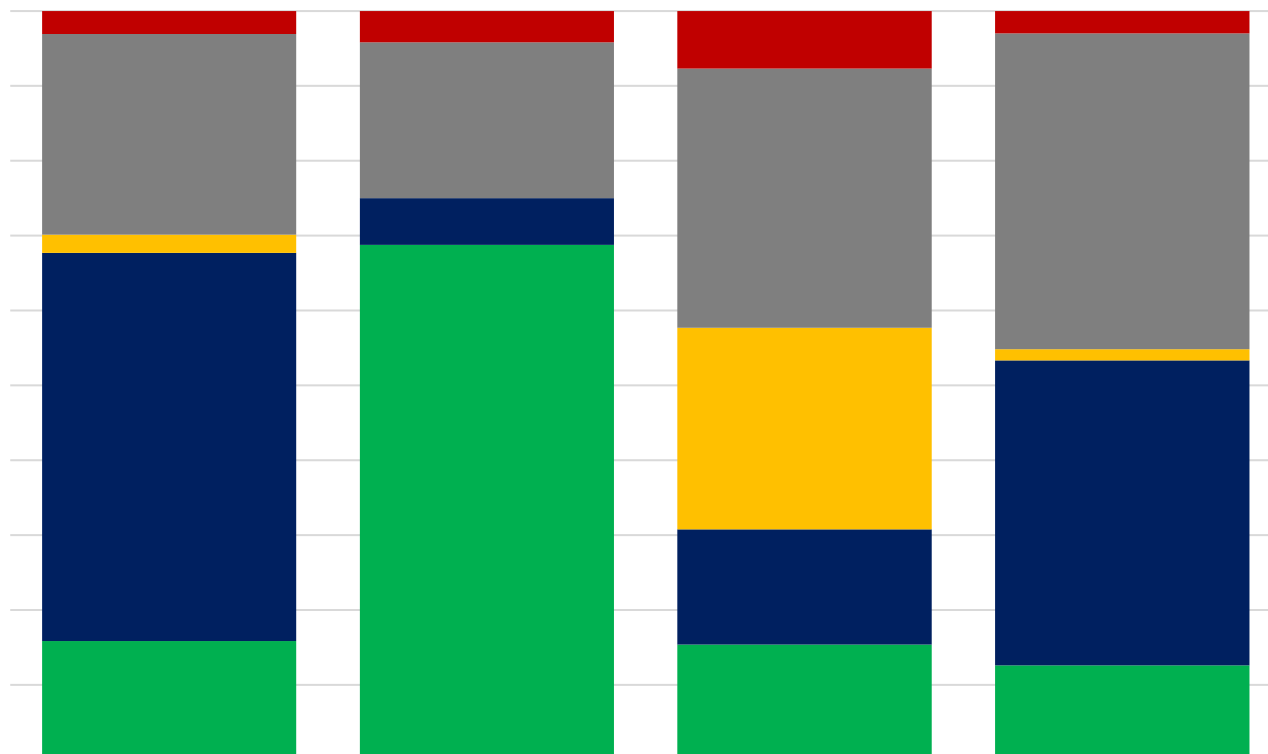


	NPP	NDC	Floating Voters
■ Undecided	0%	2%	32%
■ Others	0%	1%	0%
■ Muhammed Amin Adam-NPP	99%	2%	16%
■ Alhassan S. Dandaawa-NDC	1%	96%	53%

Which of the following candidate do you intend to vote for in the 2024 parliamentary elections in Mion

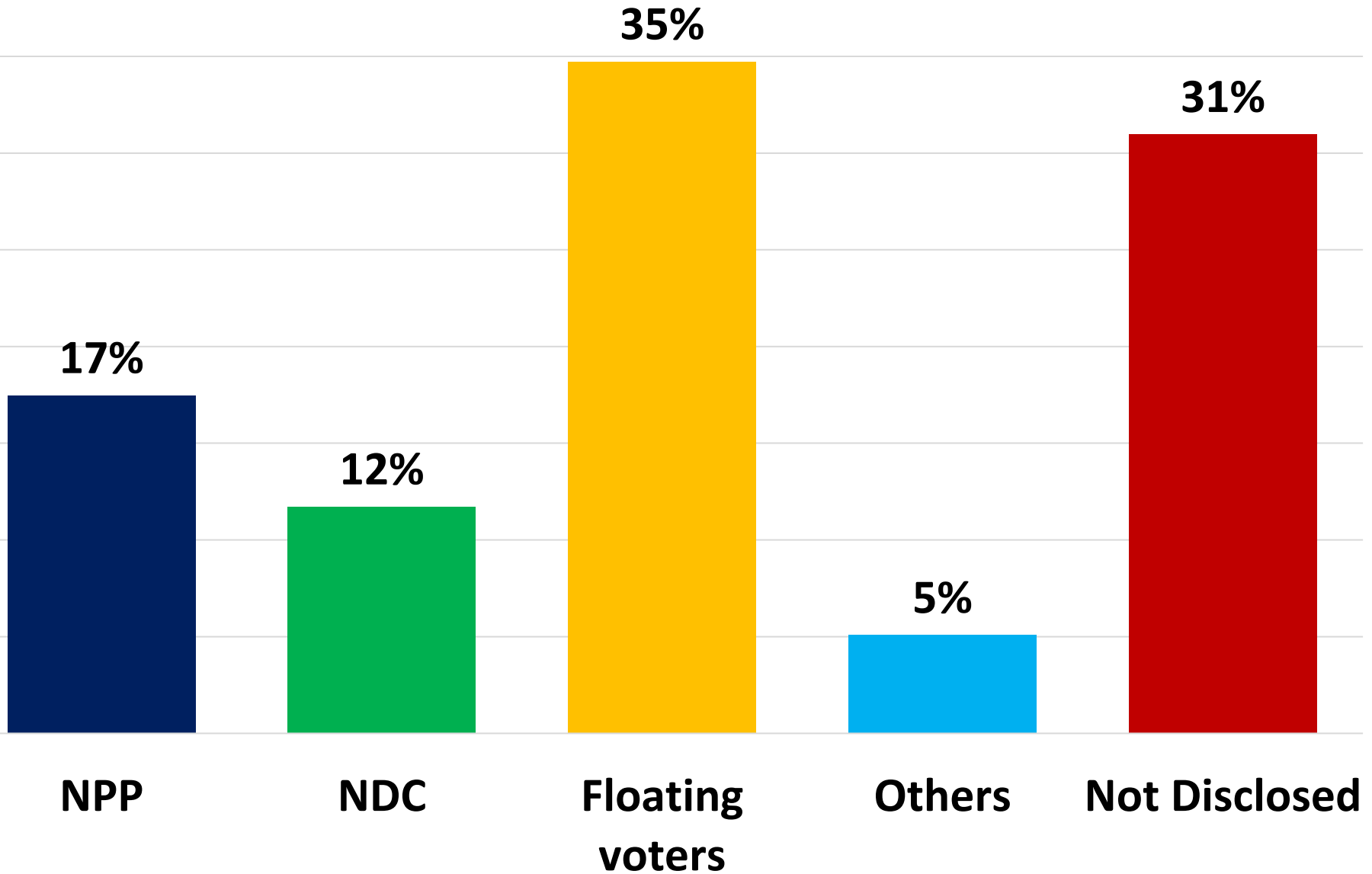


How they voted in the 2020 elections

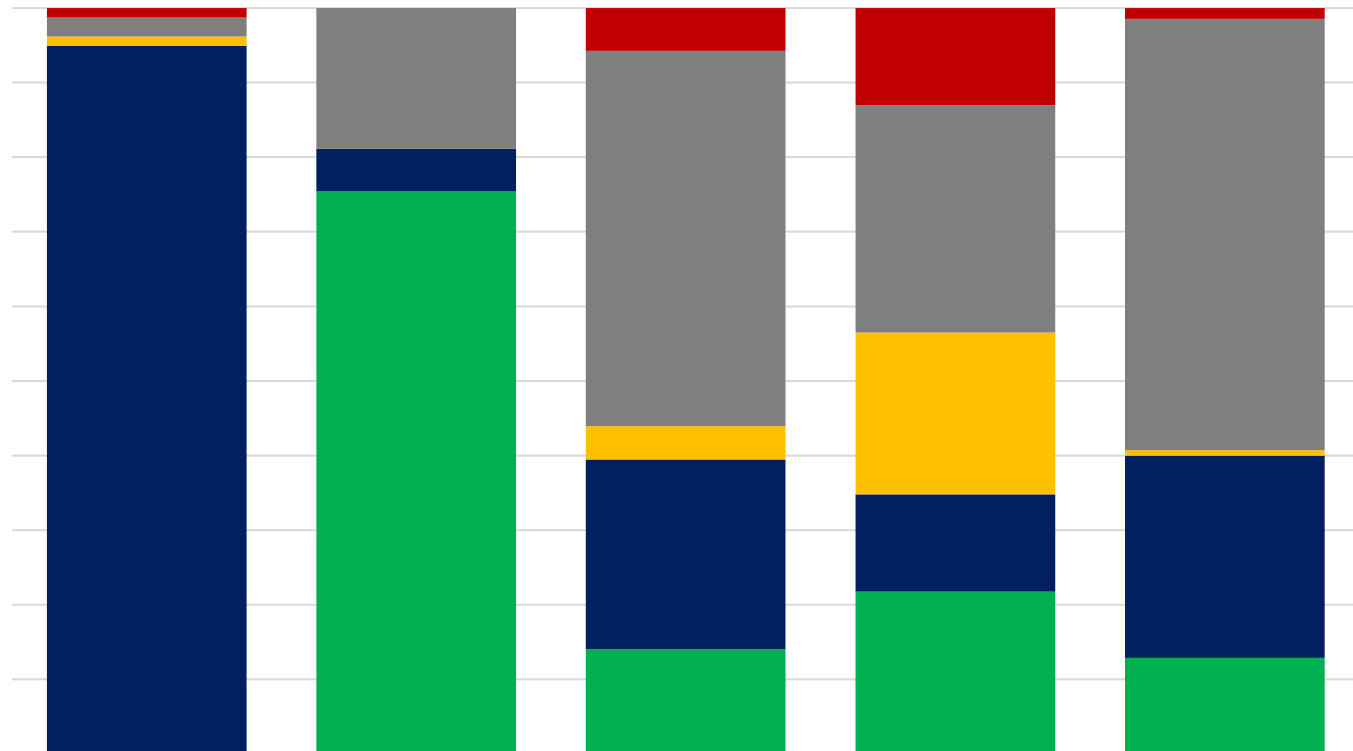


	NPP	NDC	Others	Did not vote
■ Will not vote	3%	4%	8%	3%
■ Undecided	27%	21%	35%	42%
■ Sayibu A. Rauf-PNC	2%	0%	27%	1%
■ Musah Ayaba-NPP	52%	6%	15%	41%
■ Misbahu Adam - NDC	16%	69%	15%	13%

Party Affiliation-Mion

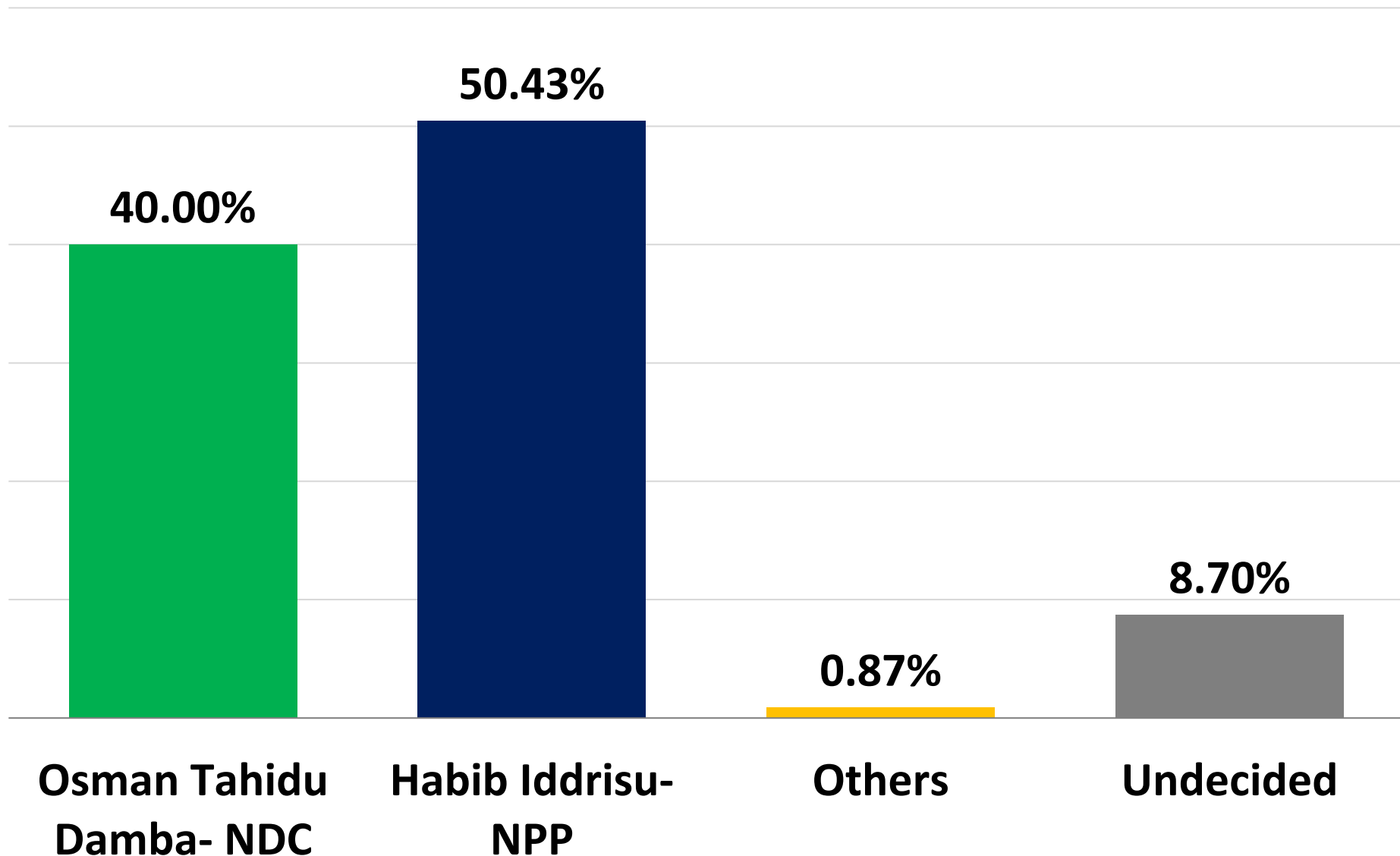


Parliamentary voting – Party Affiliations

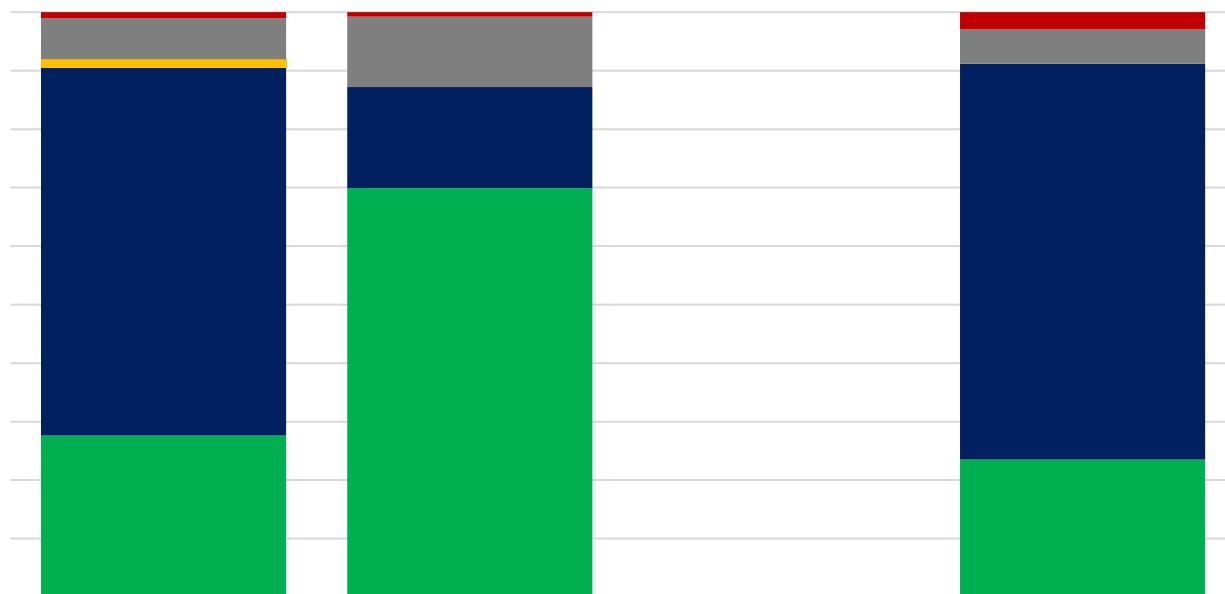


	NPP	NDC	Floating Voters	Other	Not Disclosed
■ Will not vote	1%	0%	6%	13%	1%
■ Undecided	3%	19%	50%	30%	58%
■ Sayibu A. Rauf-PNC	1%	0%	4%	22%	1%
■ Musah Ayaba-NPP	95%	6%	25%	13%	27%
■ Misbahu Adam - NDC	0%	75%	14%	22%	13%

Which of the following candidate do you intend to vote for in the 2024 parliamentary elections in Tolon

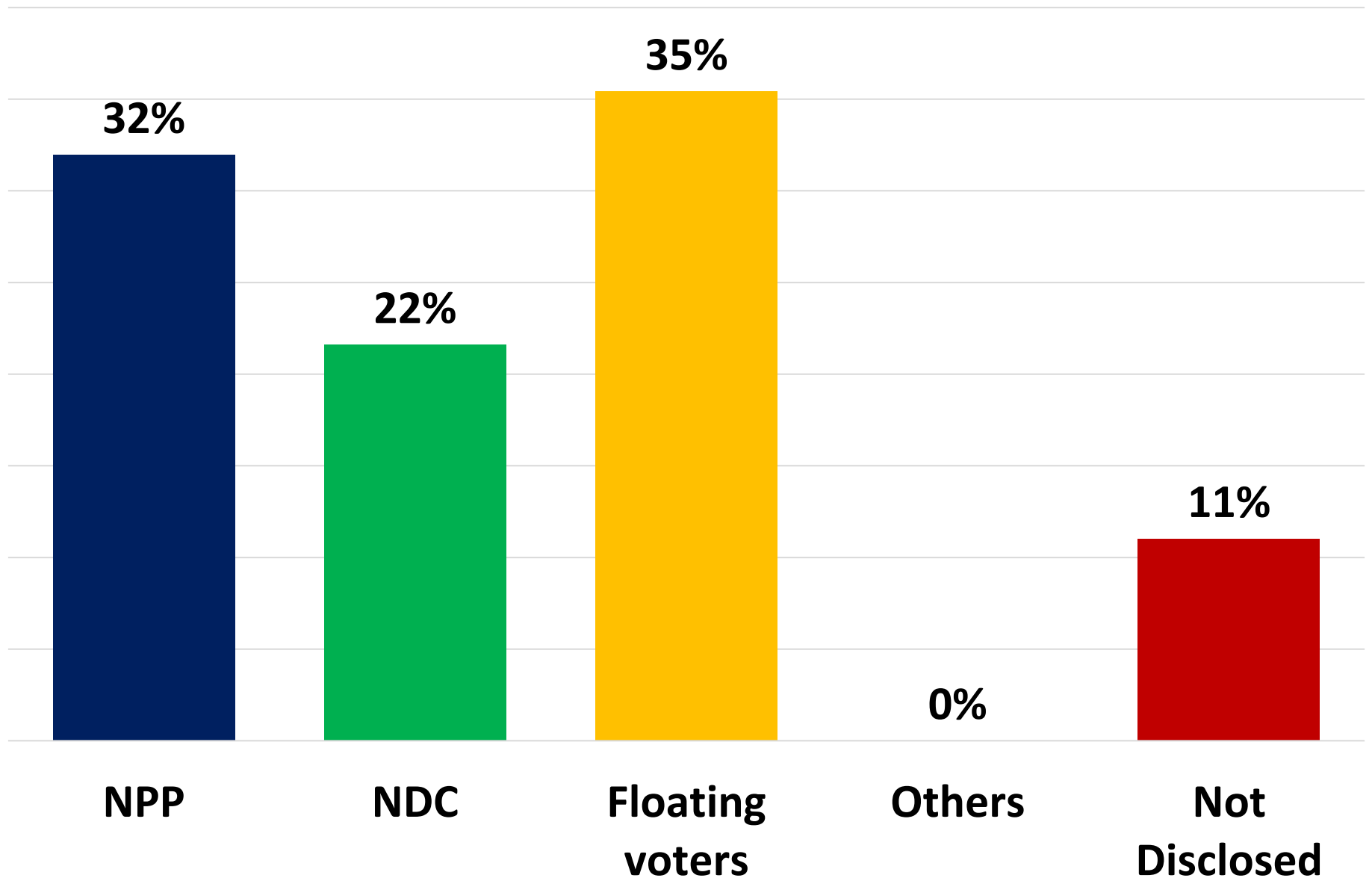


How they voted in the 2020 elections

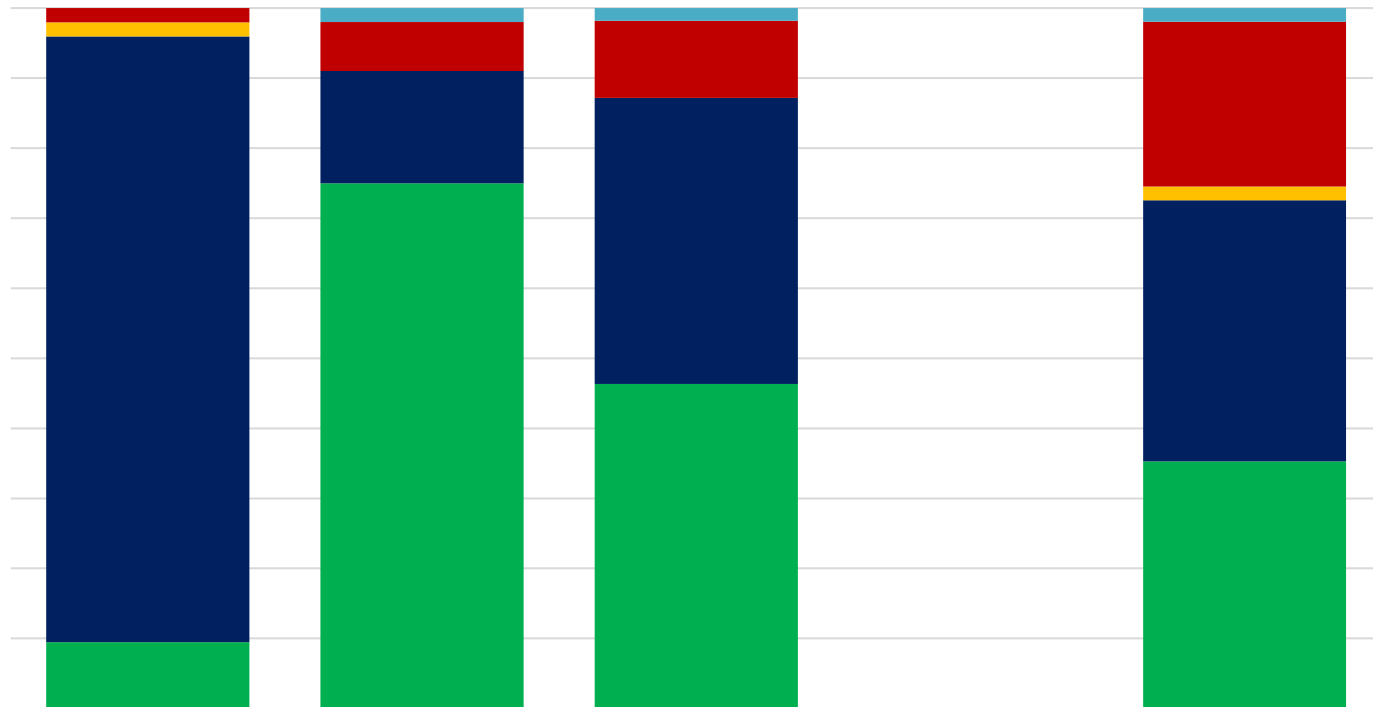


	NPP	NDC	Others	Did not vote
Will not vote	1%	1%	0%	3%
Undecided	7%	12%	0%	6%
Others	1%	0%	0%	0%
Habib Iddrisu-NPP	63%	17%	0%	68%
Osman Damba- NDC	28%	70%	0%	24%

Party Affiliation-Tolon

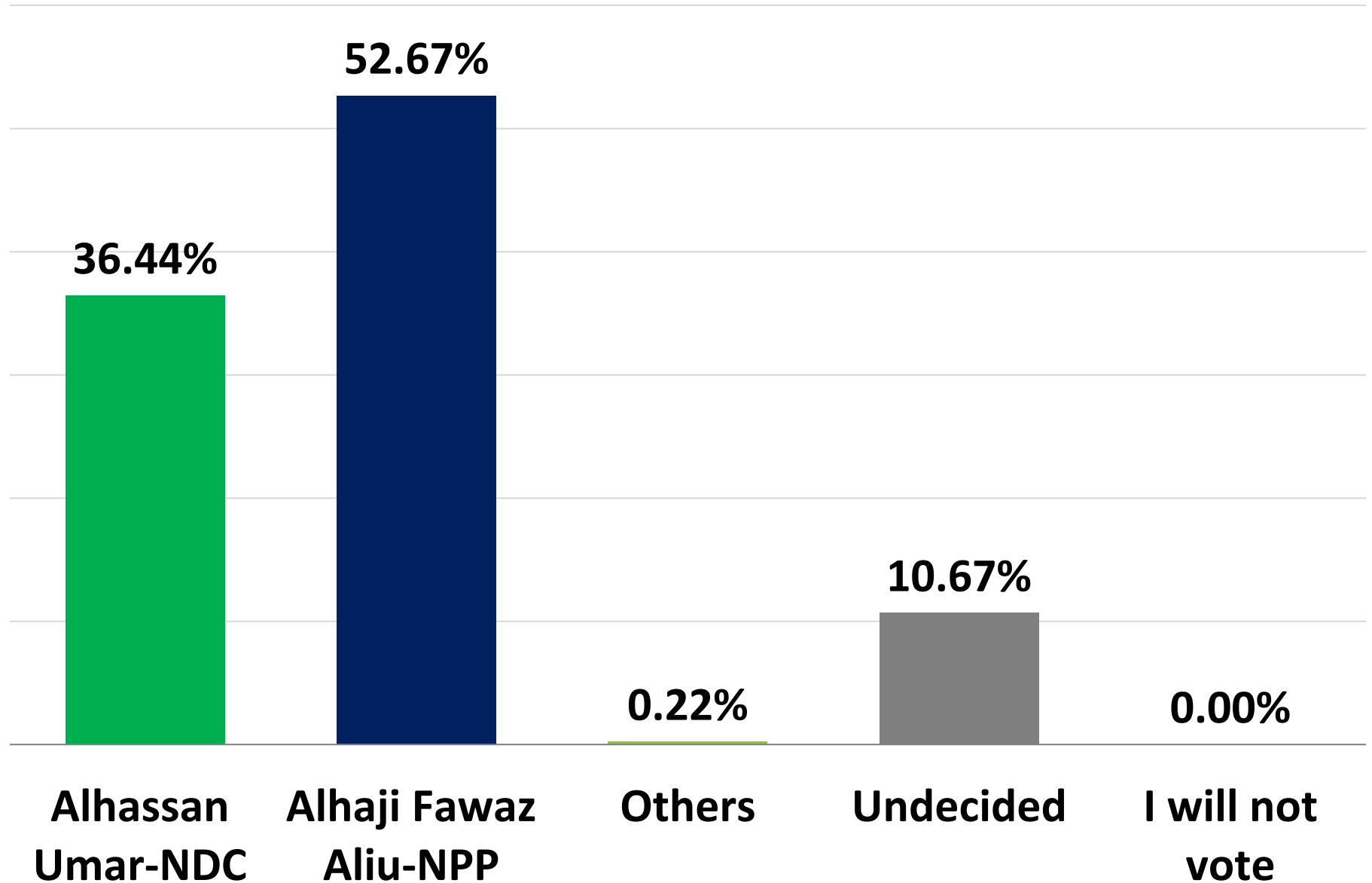


Parliamentary voting – Party Affiliations

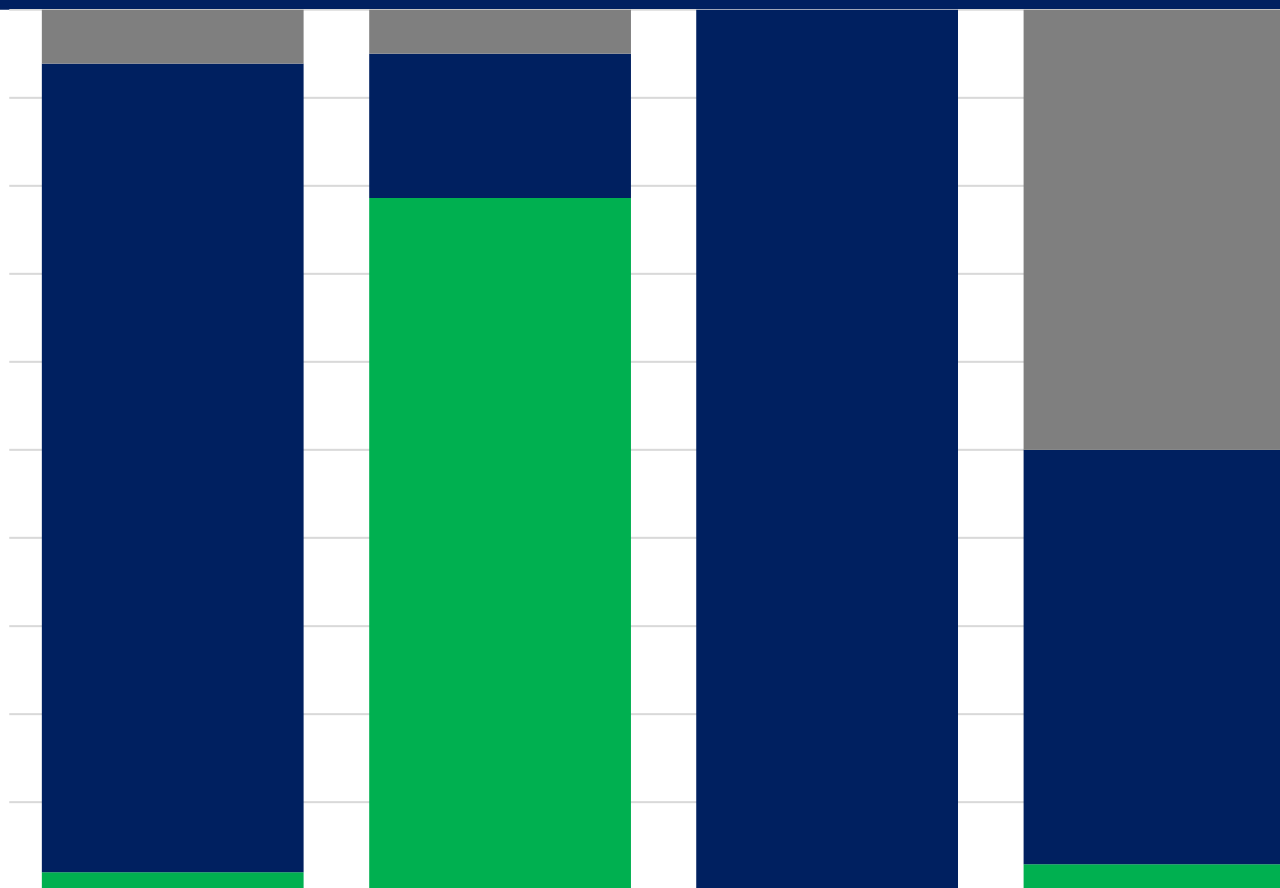


	NPP	NDC	Floating Voters	Other	Not Disclosed
Will not vote	0%	2%	2%	0%	2%
Undecided	2%	7%	11%	0%	24%
Others	2%	0%	0%	0%	2%
Habib Iddrisu-NPP	86%	16%	41%	0%	37%
Osman Damba- NDC	9%	75%	46%	0%	35%

Which of the following candidate do you intend to vote for in the 2024 parliamentary elections in Zabzugu

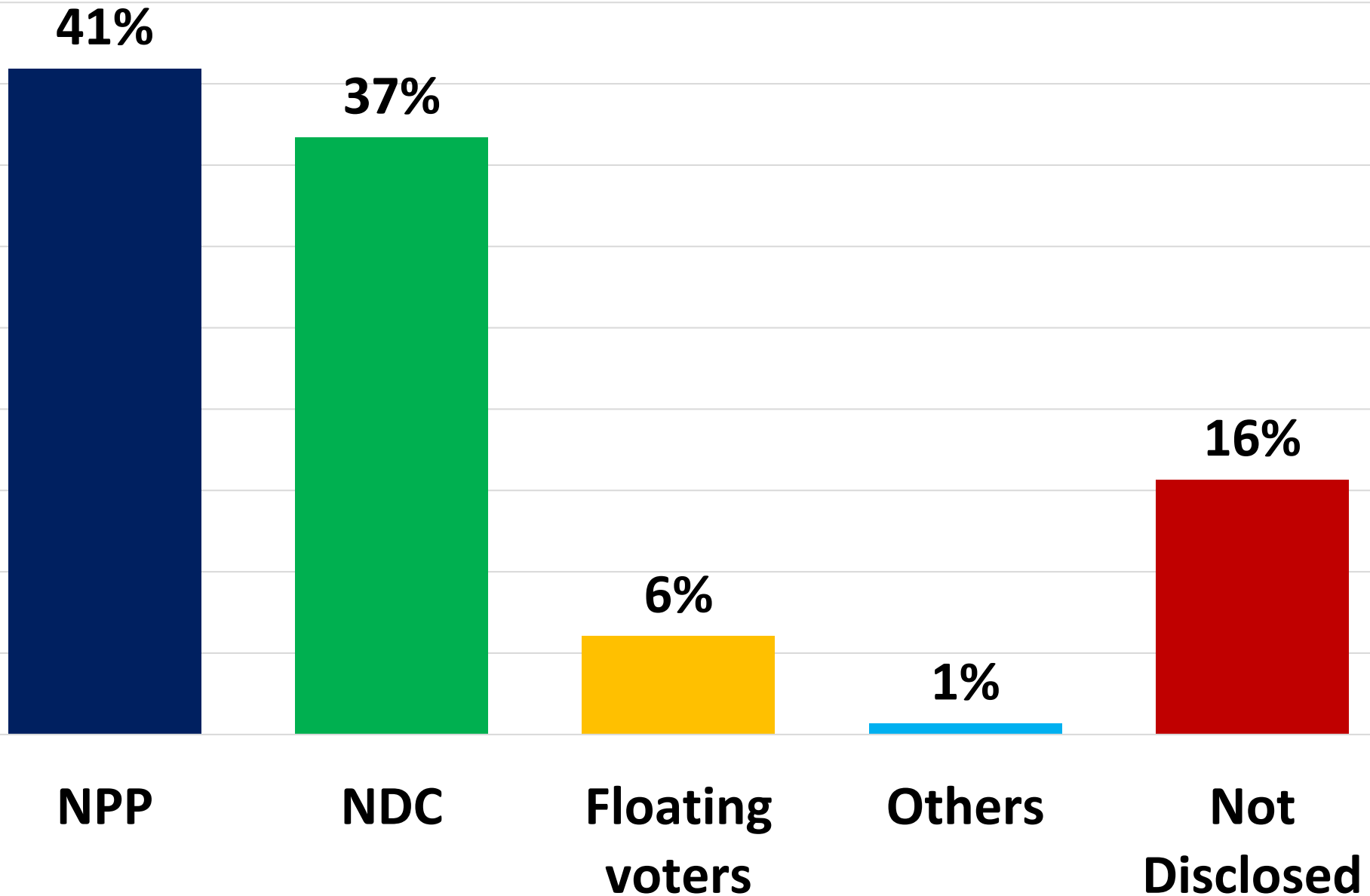


How they voted in the 2020 elections

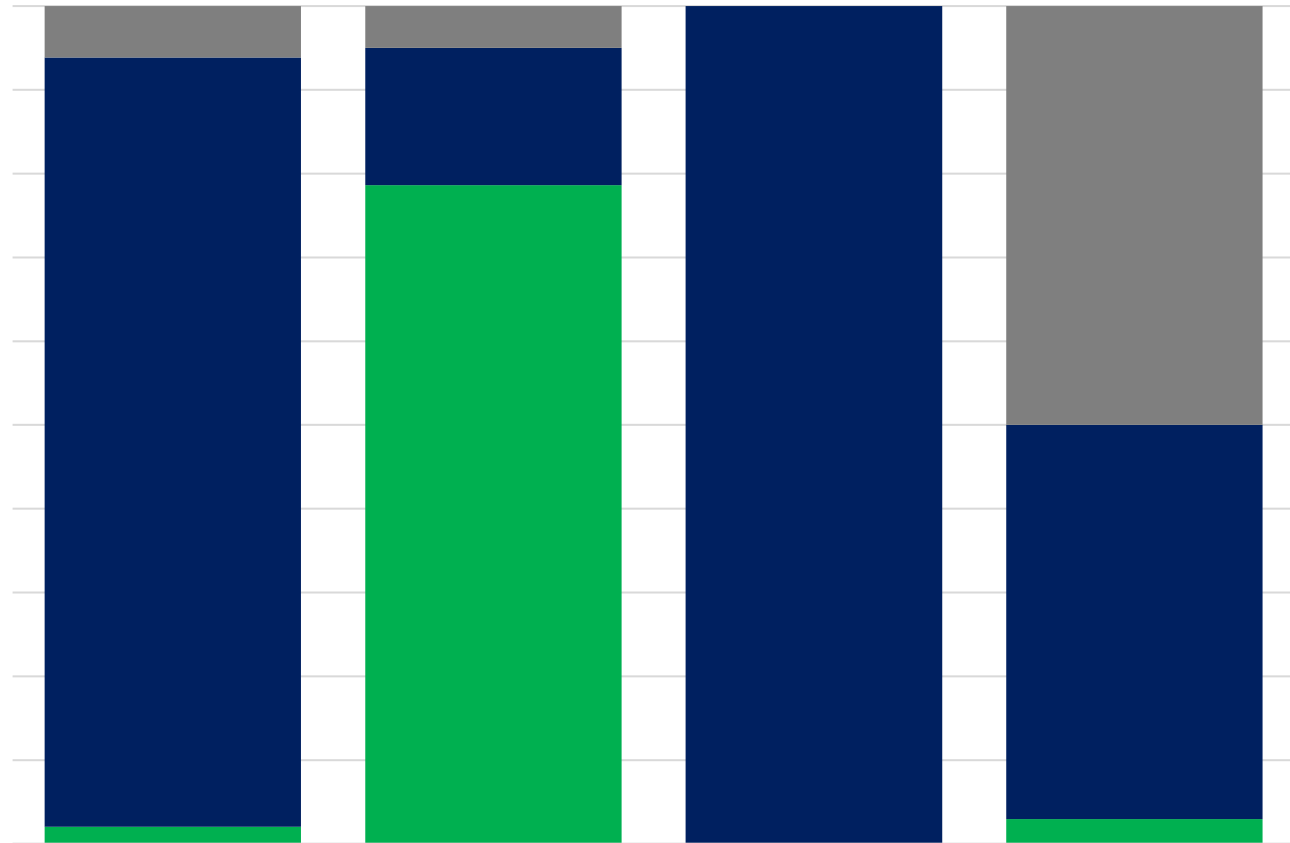


	NPP	NDC	Others	Did not vote
Undecided	6%	5%	0%	50%
Others	0%	0%	0%	0%
Alhaji Fawaz Aliu-NPP	92%	16%	100%	47%
Alhassan Umar-NDC	2%	79%	0%	3%

Parliamentary voting – Party Affiliations

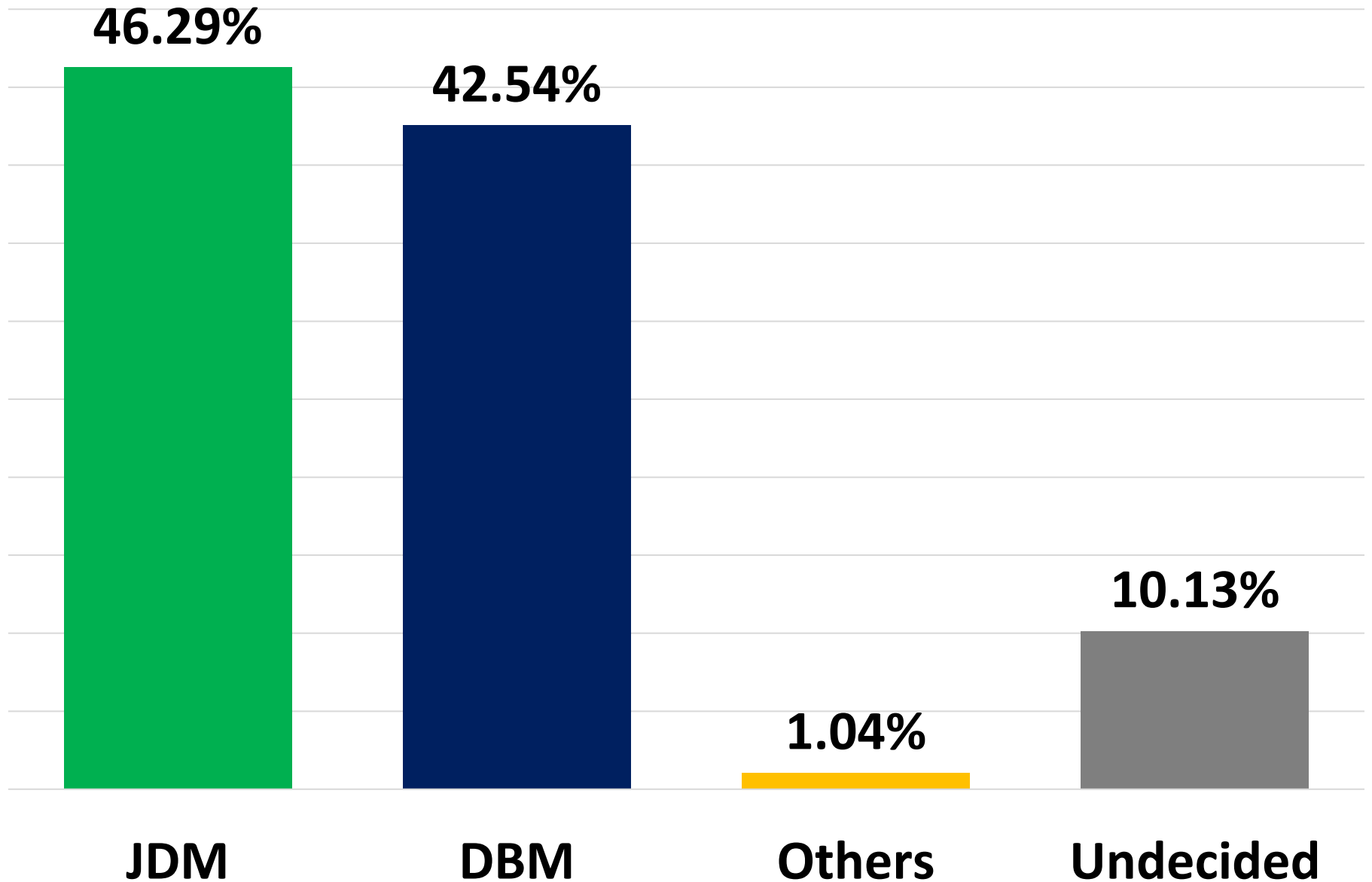


Parliamentary voting – Party Affiliations

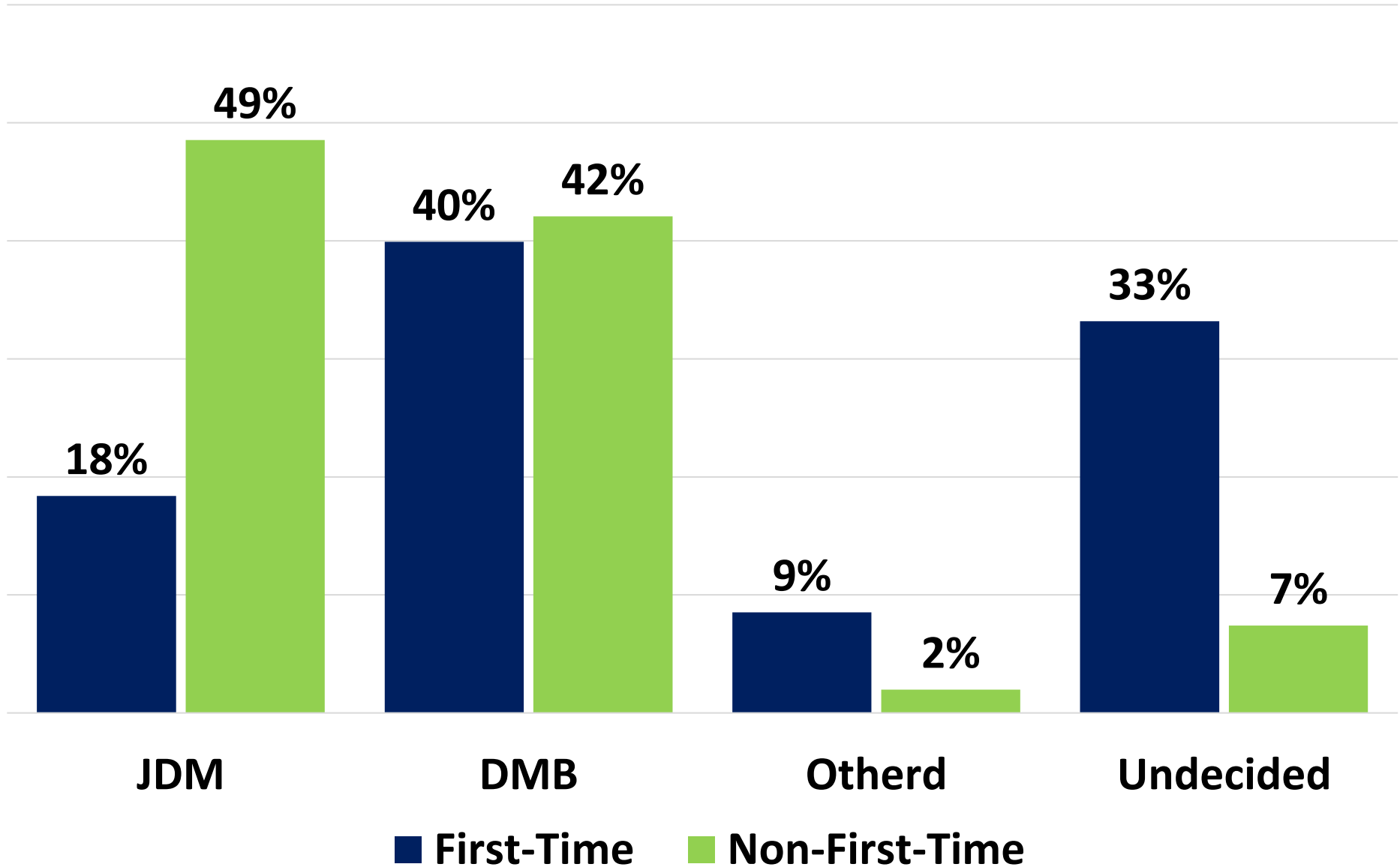


	NPP	NDC	Others	Did not vote
■ Undecided	6%	5%	0%	50%
■ Others	0%	0%	0%	0%
■ Alhaji Fawaz Aliu-NPP	92%	16%	100%	47%
■ Alhassan Umar-NDC	2%	79%	0%	3%

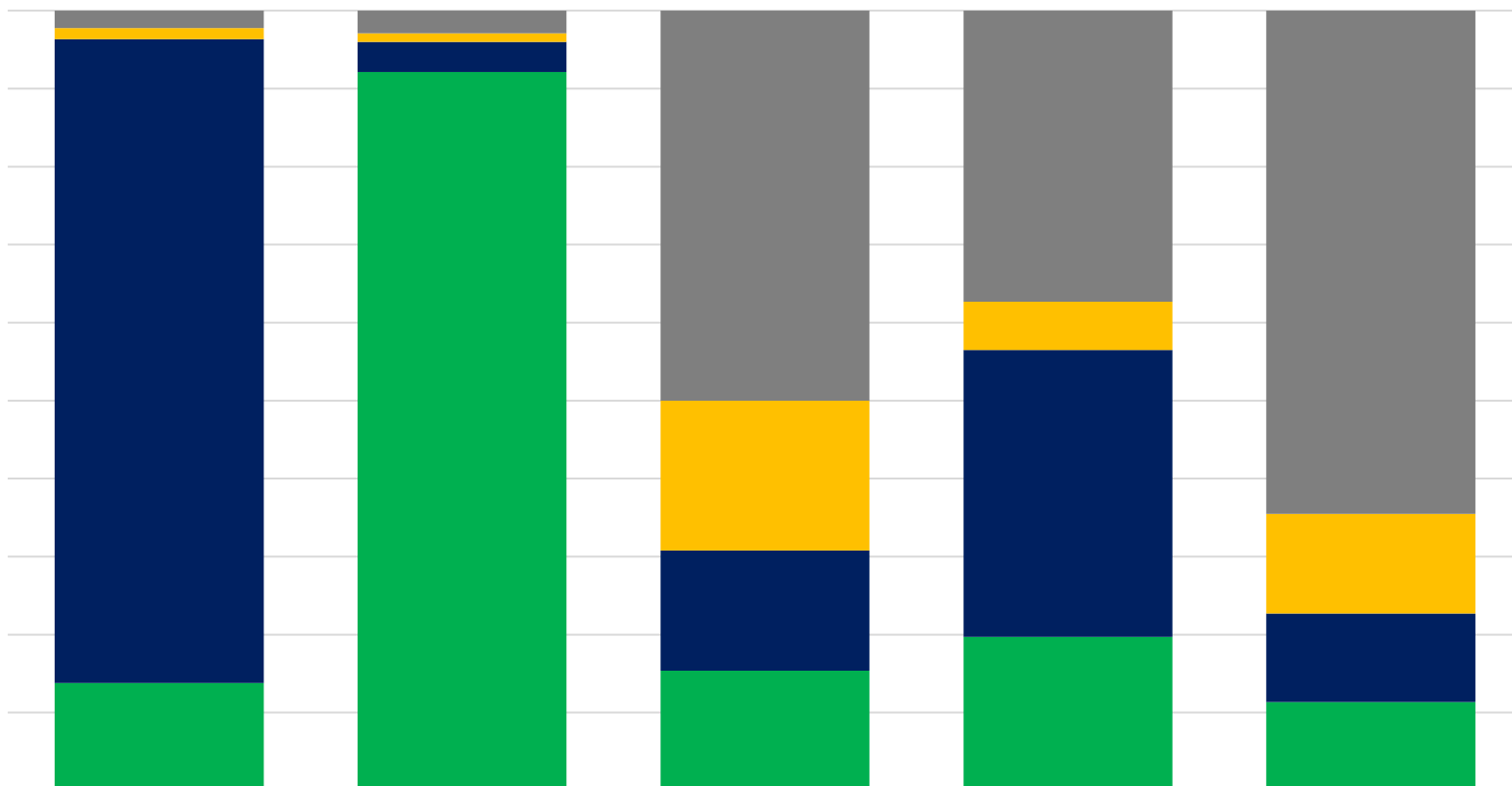
If the 2024 Elections were held today, who would you vote for?



2024 voting intentions- First-Time v Non-First-Time voters

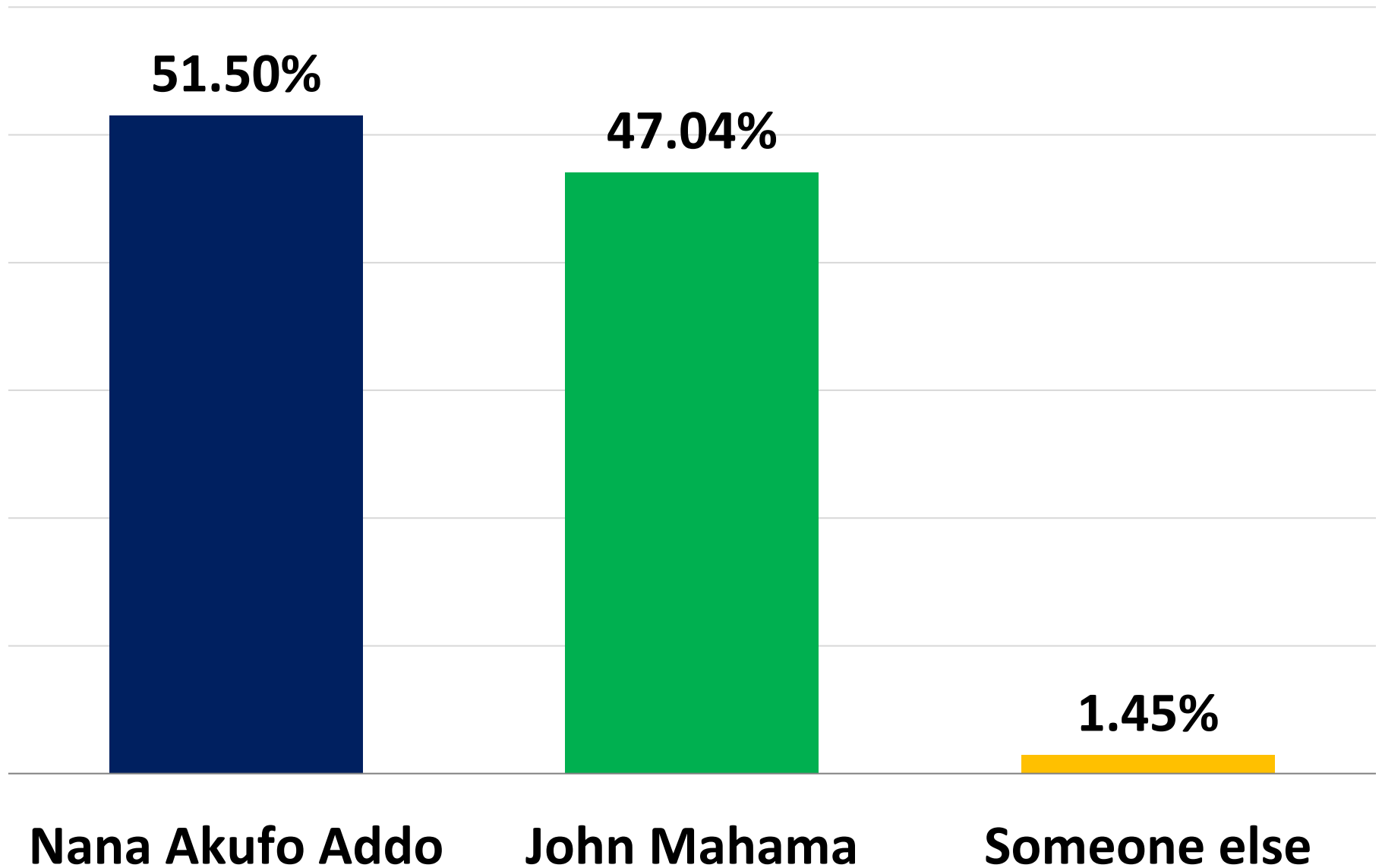


How they voted in the 2020 elections

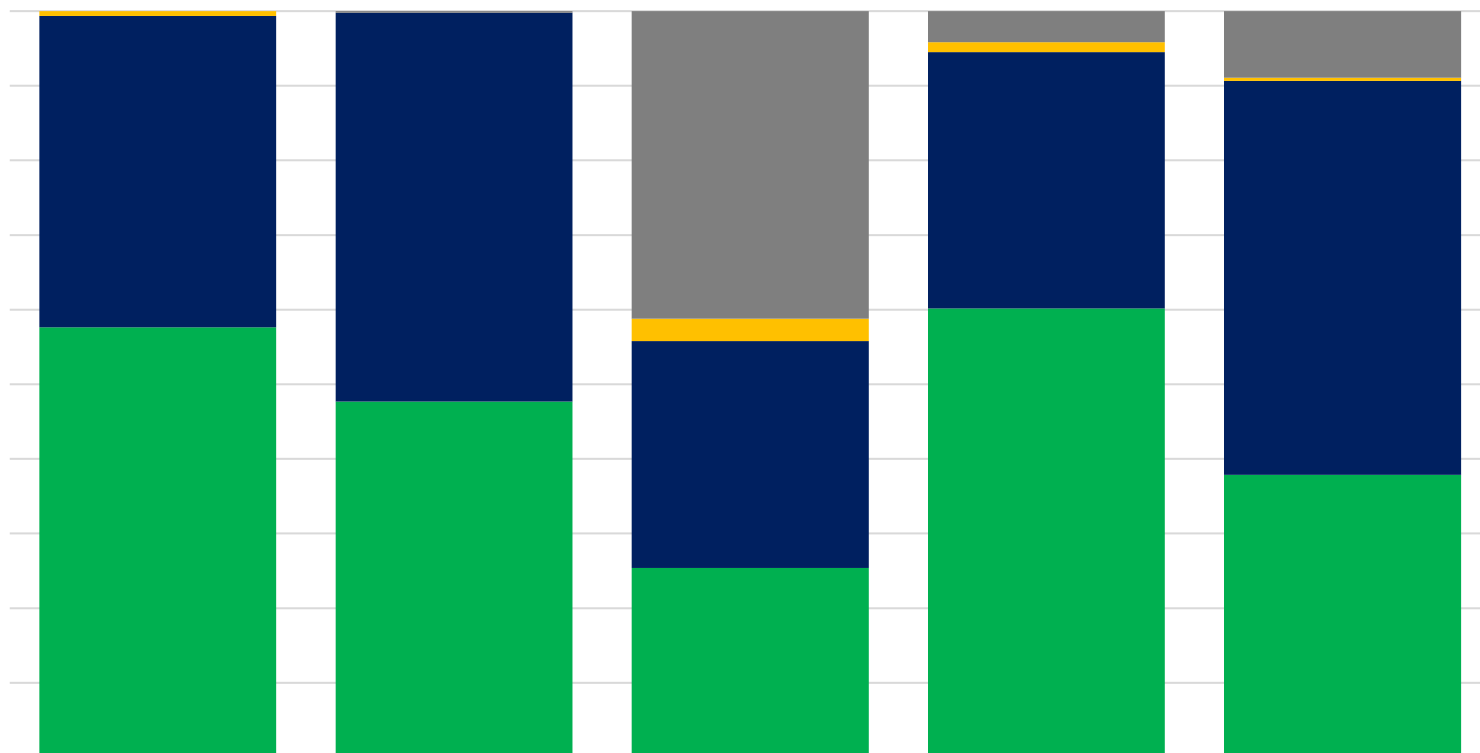


	Nana Akufo Addo	John Mahama	Someone else	Did not vote	Not disclosed
■ undecided	2%	3%	50%	37%	65%
■ Others	1%	1%	19%	6%	13%
■ DMB	83%	4%	15%	37%	11%
■ JDM	14%	92%	15%	20%	11%

Which of the following candidates did you vote for in the 2020 presidential elections?



General Election- Constituencies



	Gushiagu	Karaga	Mion	Tolon	Zabzugu
Undecided	0.0%	0.2%	41.2%	4.2%	8.9%
Others	0.7%	0.0%	3.0%	1.3%	0.4%
DMB	41.7%	52.1%	30.4%	34.4%	52.8%
JDM	57.6%	47.7%	25.4%	60.2%	37.9%

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

