



Global Info Analytics

Analytics . Polls . Modelling

Ashanti Region Tracking Poll 2024 Presidential Elections 2nd September 2024

Executive Summary

- ❑ A regional tracking poll conducted in the Ashanti region since August 2nd 2024 shows both John Dramani Mahama (JDM) and Dr Mahamudu Bawumia (DMB) surging in the region compared to the previous poll as Alan Kwadwo Kyeremanten fades.
- ❑ Using all voters model, JDM, 26%, DMB, 64%, AKK, 3%, NKB, 1%, others, 1% and I will not vote, 5%. However, using the “committed likely voter’s model, JDM, 28%, DMB, 67%, AKK, 3%, NKB, 1% other, 1%.
- ❑ The data shows that AKK lost support among floating voters in the region which led to a drop of 5.7% compared to the previous poll. The data also shows that 71% of the 5.7% of the votes went to John Mahama while 29% went to Dr Bawumia.
- ❑ However, in the runoff scenario, the poll shows that 42% of voters who remained loyal to Alan will vote DMB, 27% are undecided and 31% will not vote.

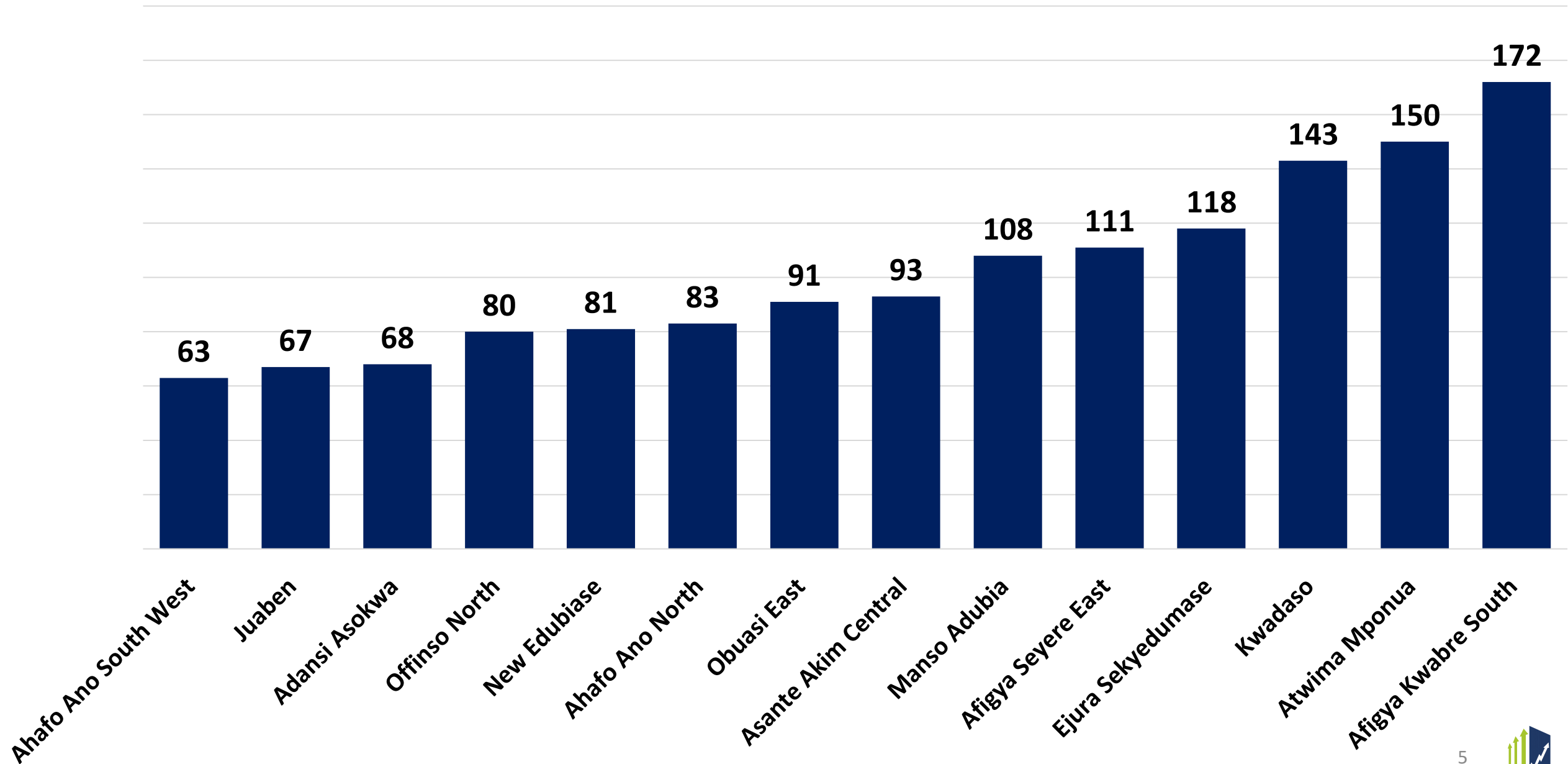
Executive Summary

- ❑ The poll also shows that the economic situation has greater influence on voters' decision, 63%, followed by past performance of the parties, 50%, manifestoes, 39%, credibility of the candidates, 36% and other reasons, 7%.
- ❑ On the direction of the country, the poll shows majority of voters in the region believe Ghana is headed in the wrong direction as 50% believe the country is headed in the wrong direction, 47% believe it is headed in the right direction while 3% have no opinion.
- ❑ Economy, jobs and education are the top three issues for voters with 71%, 71% and 50% of the mentions being the top items for voters.

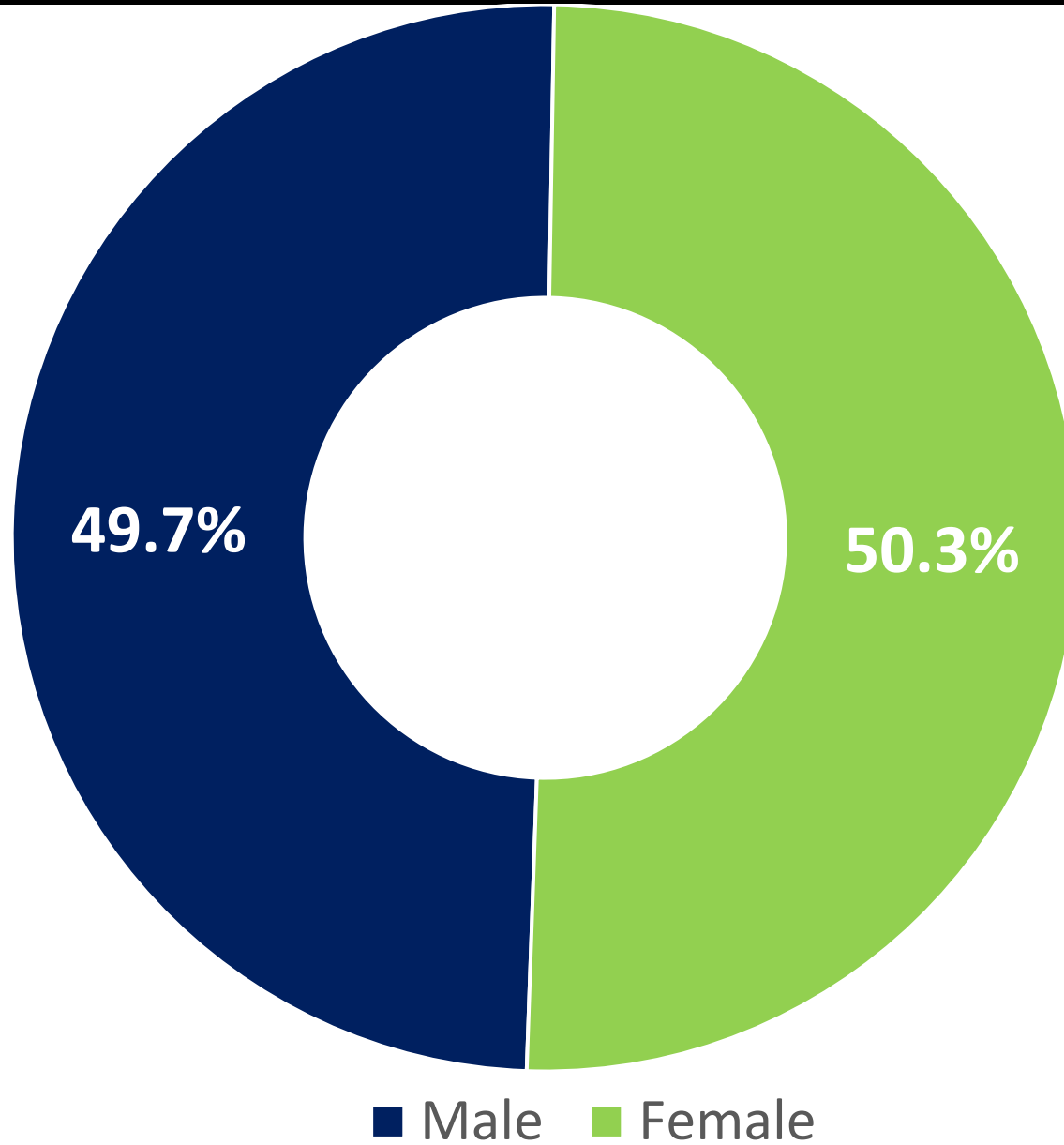
Methodology and Approach:

- ❑ Sample size, 1348, confidence level: 95% and Margin of Error: 2.54%
- ❑ Demographic analysis of the results would carry higher margin of error than the poll's average.
- ❑ The Electoral Commission's 2024 voters register was used as sample frame.
- ❑ The presidential poll is based using "All Voters", and "Committed Voters" models.
- ❑ The poll is a tracking poll carried in 14 constituencies in the region. The samples were drawn from the same constituencies and electoral areas polled in July 2024.
- ❑ Computer Assisted Personal Interviews (CAPI) were conducted between 28th - 30th August.

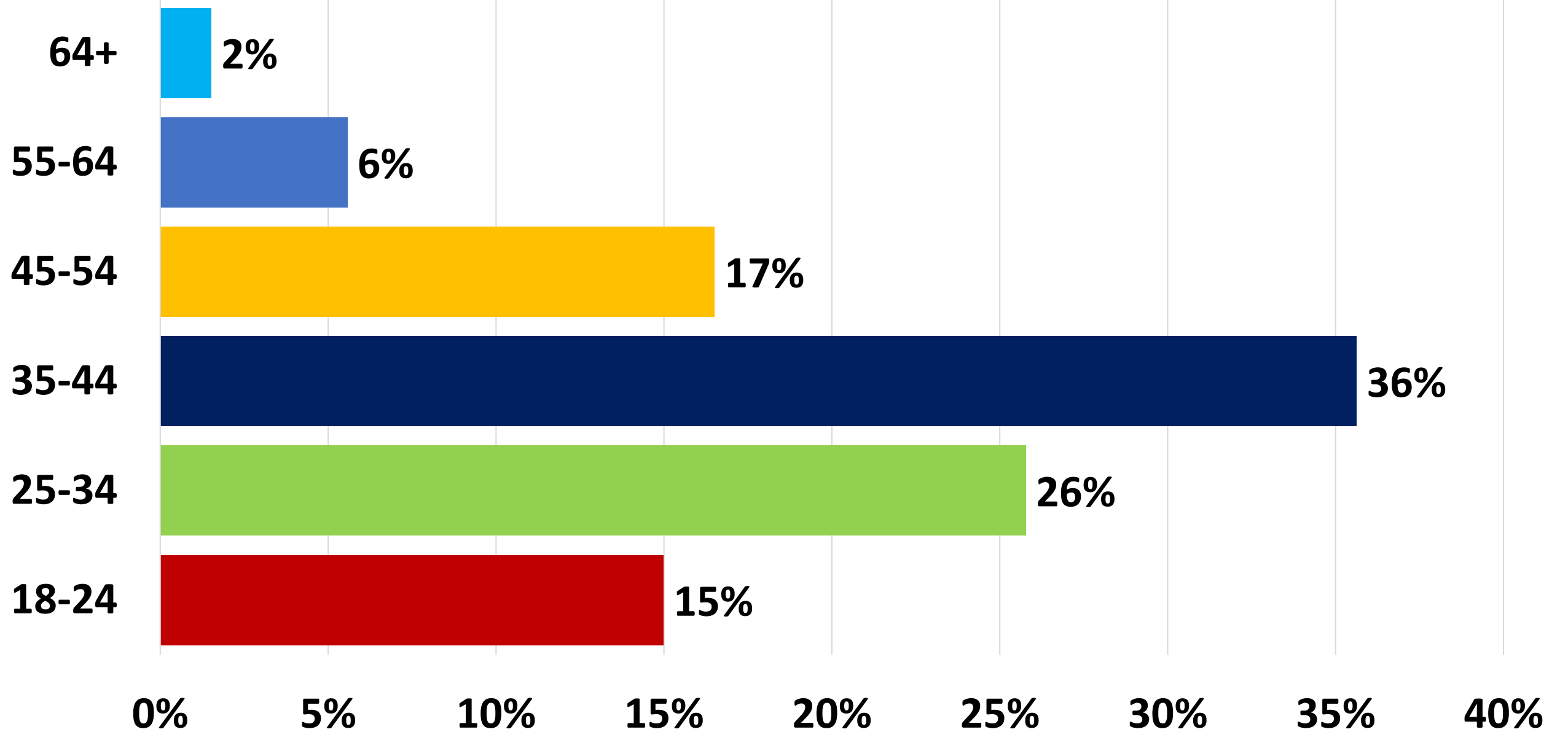
Sample Allocations



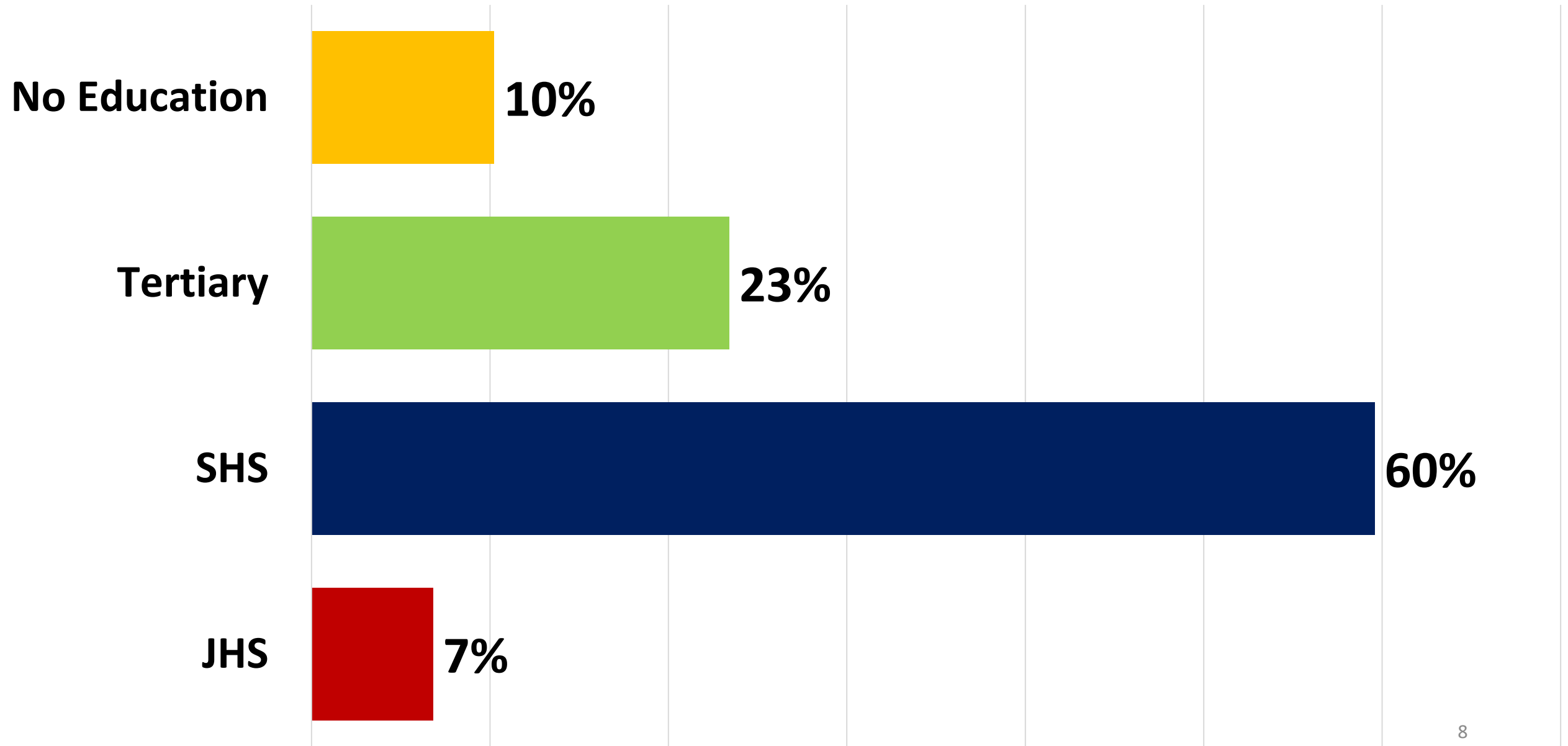
Gender



Age Groups



Education



Employment

Pensioners

2%

Students

14%

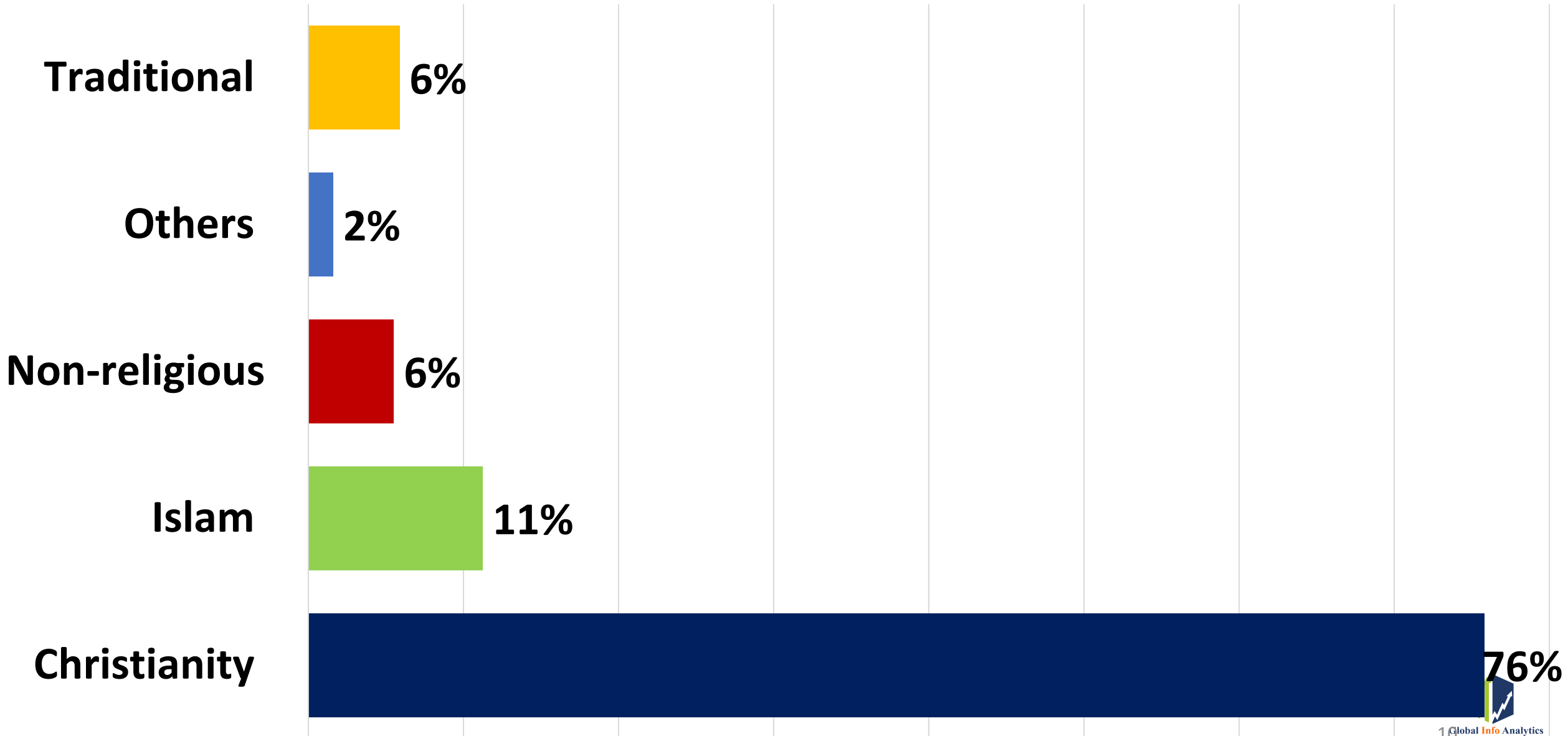
Unemployed

18%

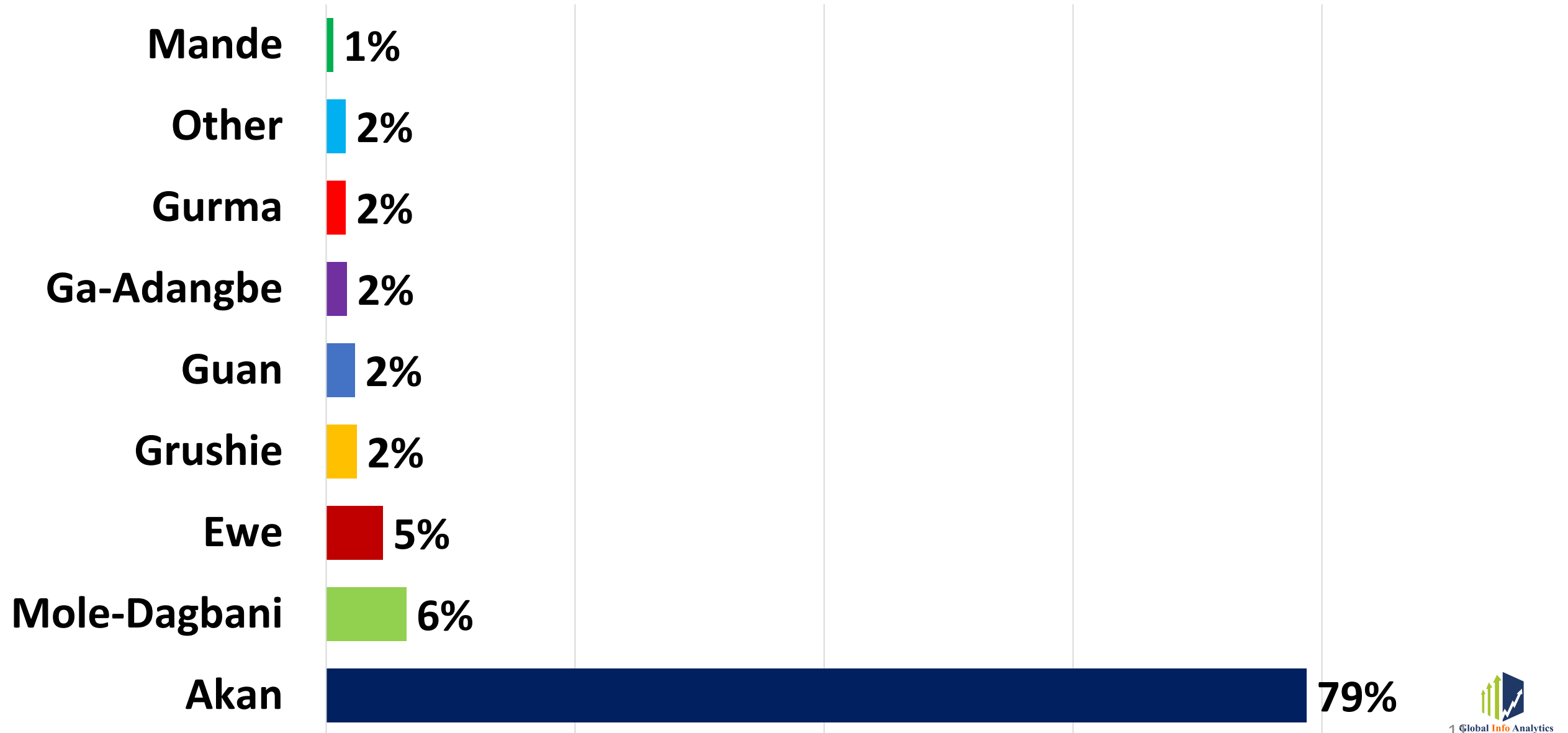
Employed

66%

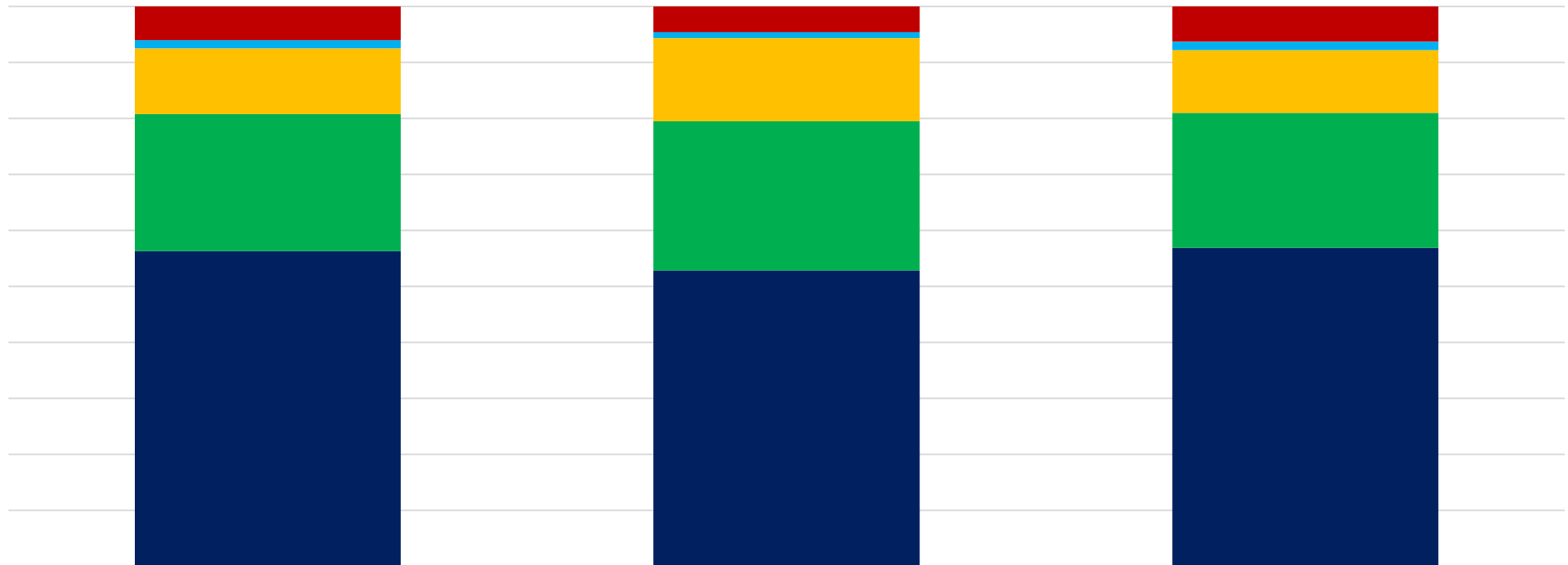
Religion



Ethnic Groups

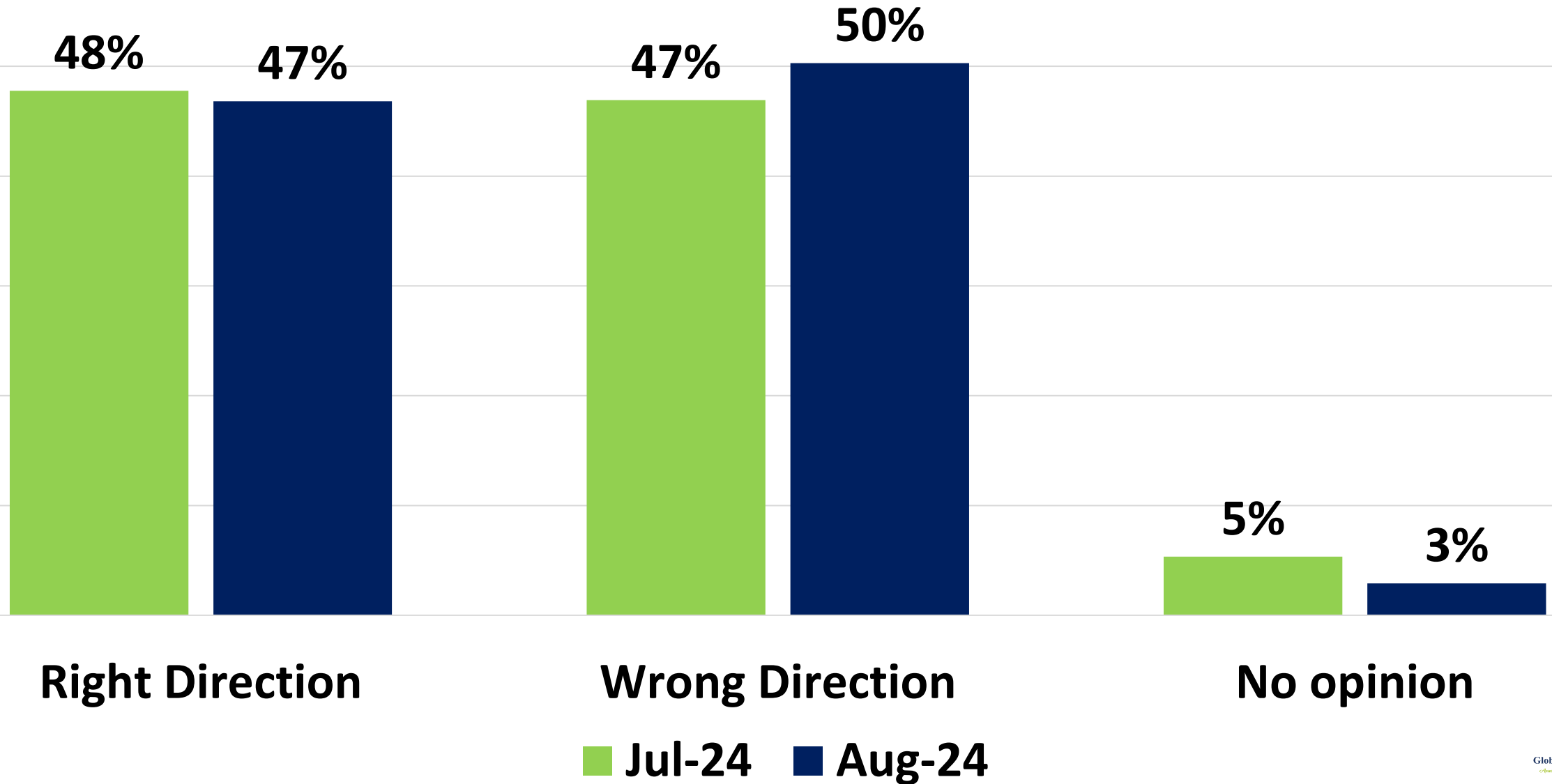


Party Affiliations-Overall, First-Time and Non-First-Time Voters (Ashanti Region)

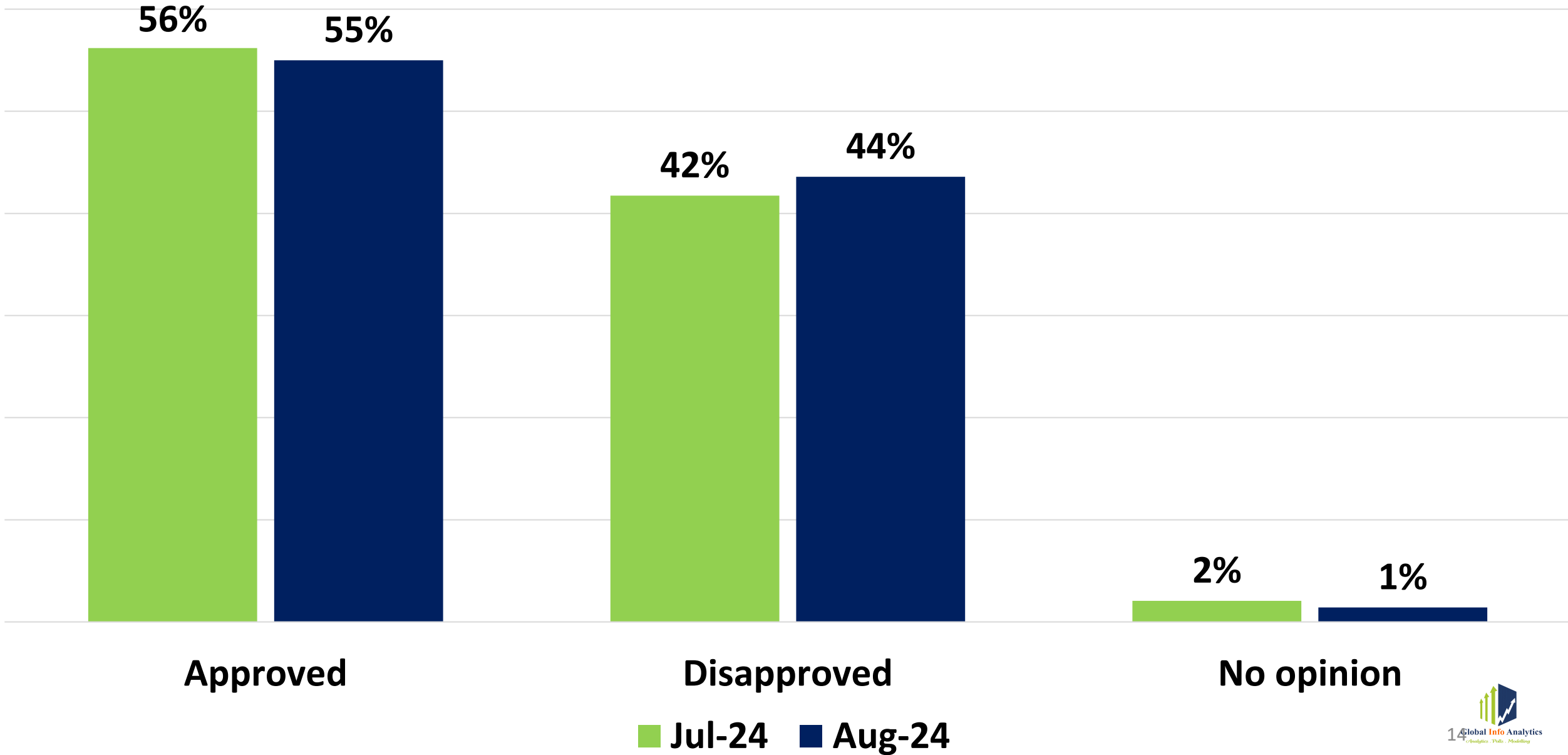


	Obverall	First-time	Non-first-time
■ Not Disclosed	6%	5%	6%
■ Other Parties	1%	1%	2%
■ Floating Voters	12%	15%	11%
■ NDC	24%	27%	24%
■ NPP	56%	53%	57%

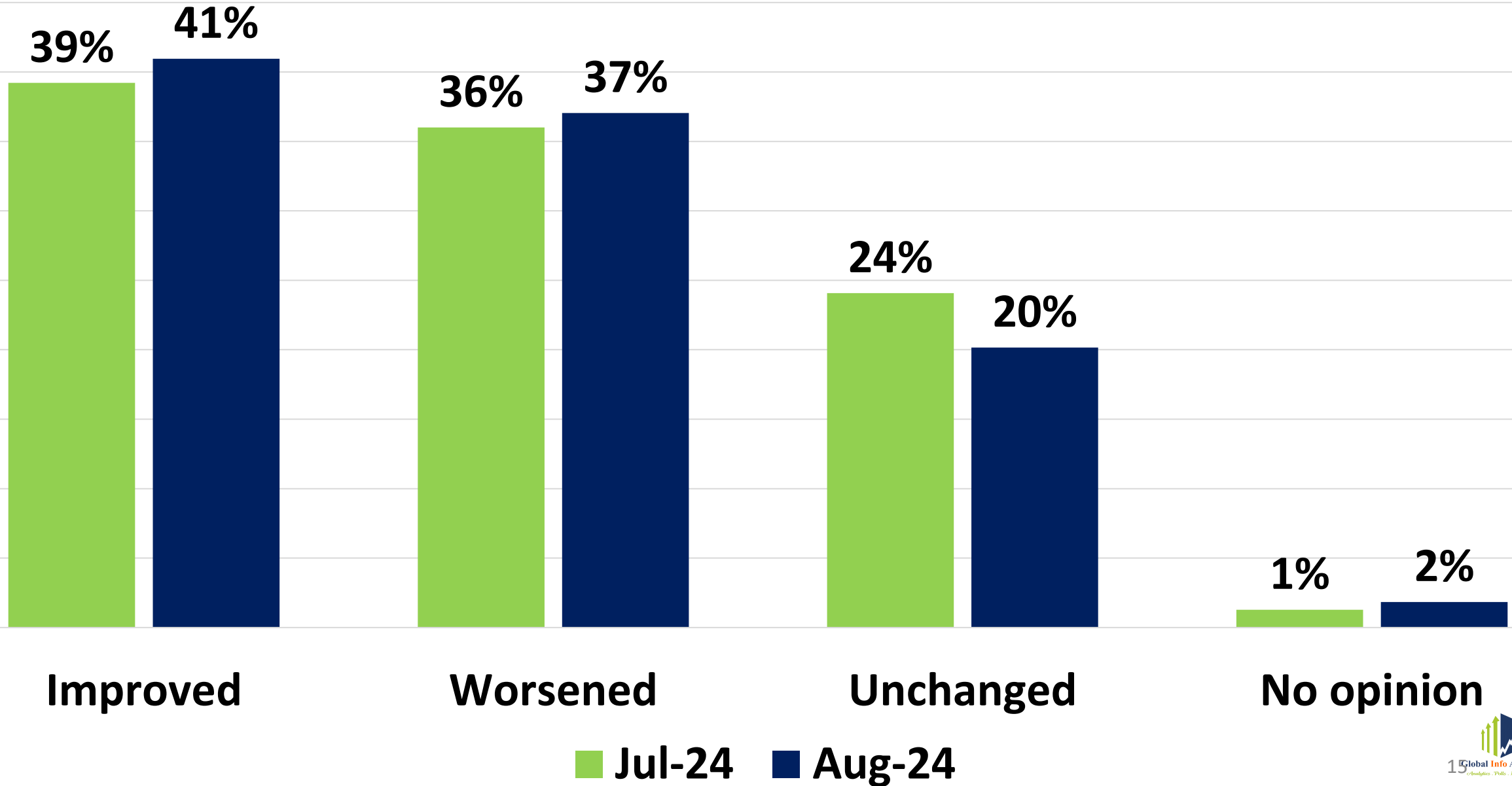
Direction of the country



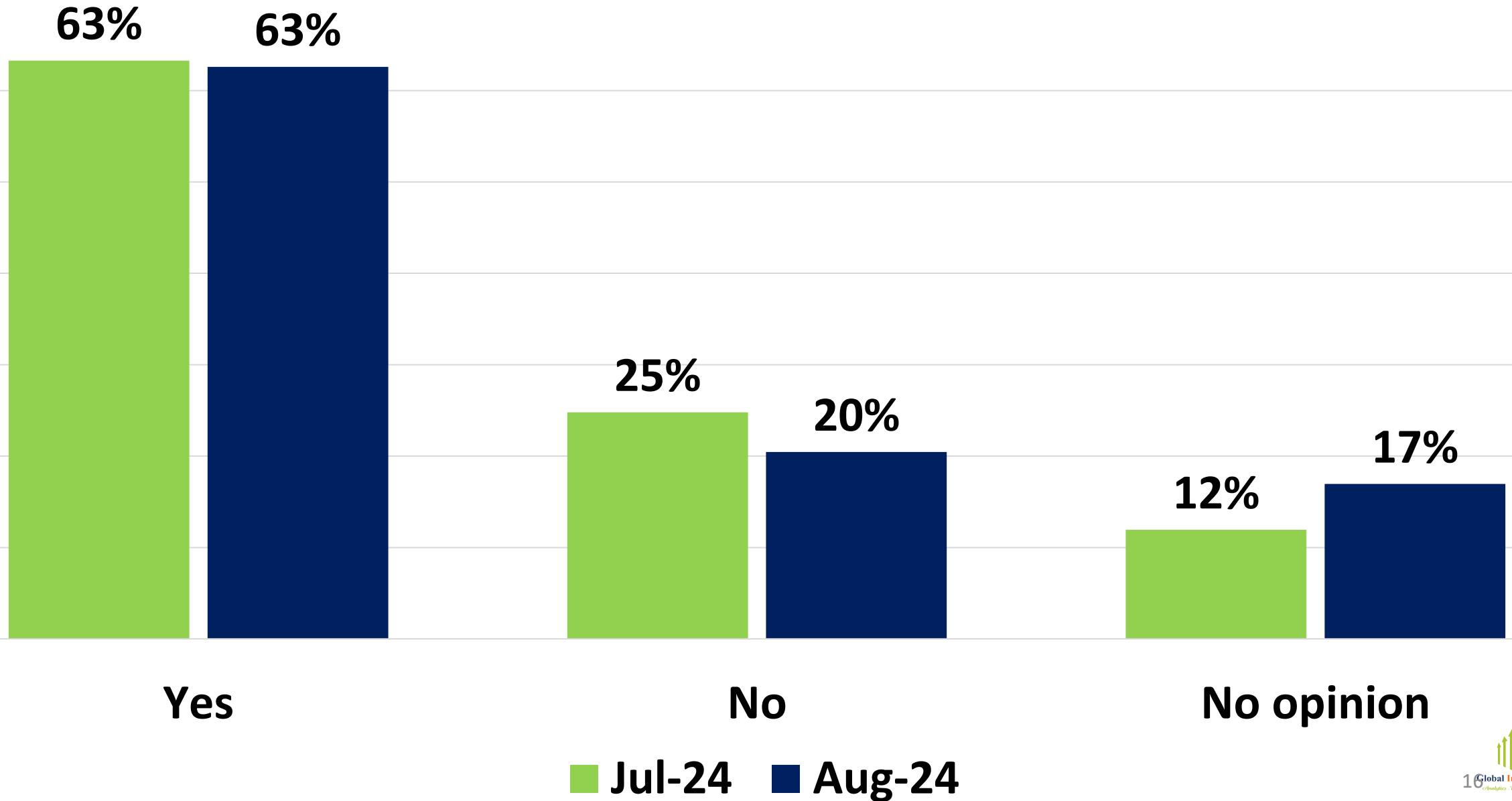
President's Job Approval



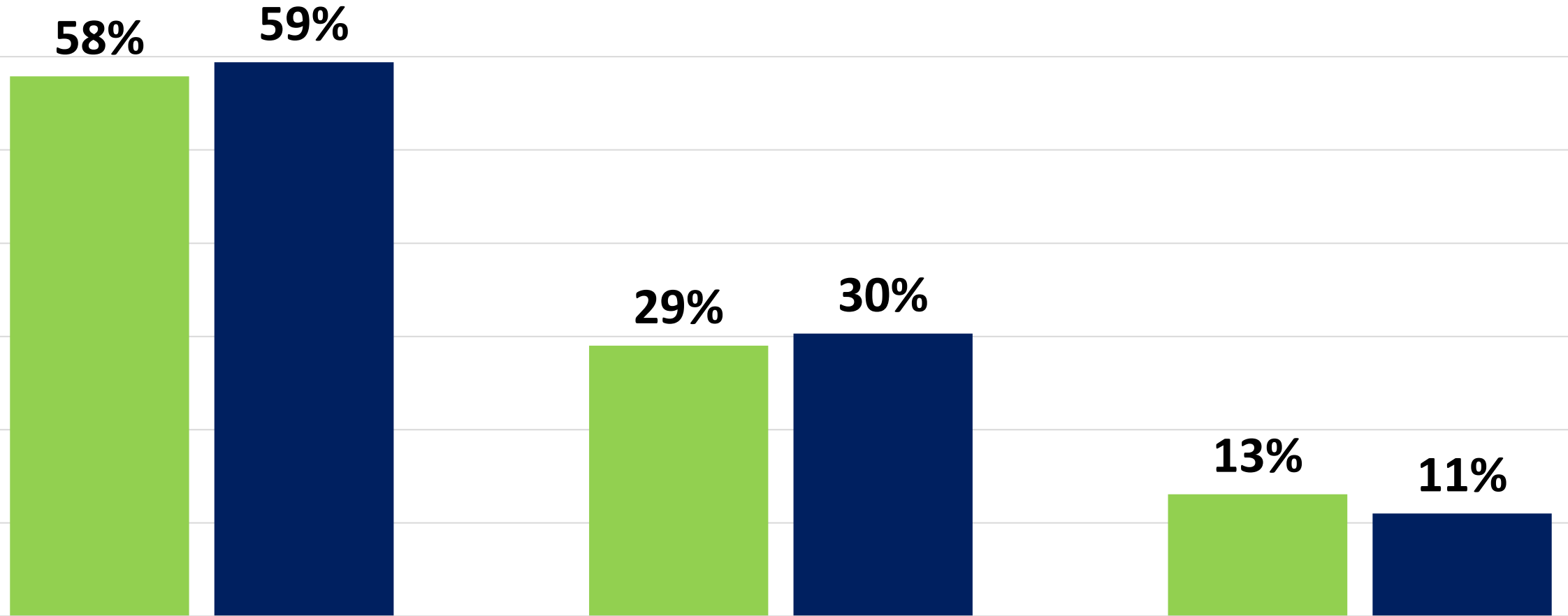
Standard of living



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



How Likely will Dr Mathew Opoku Prempeh's nomination influence you to vote for NPP in December 2024?



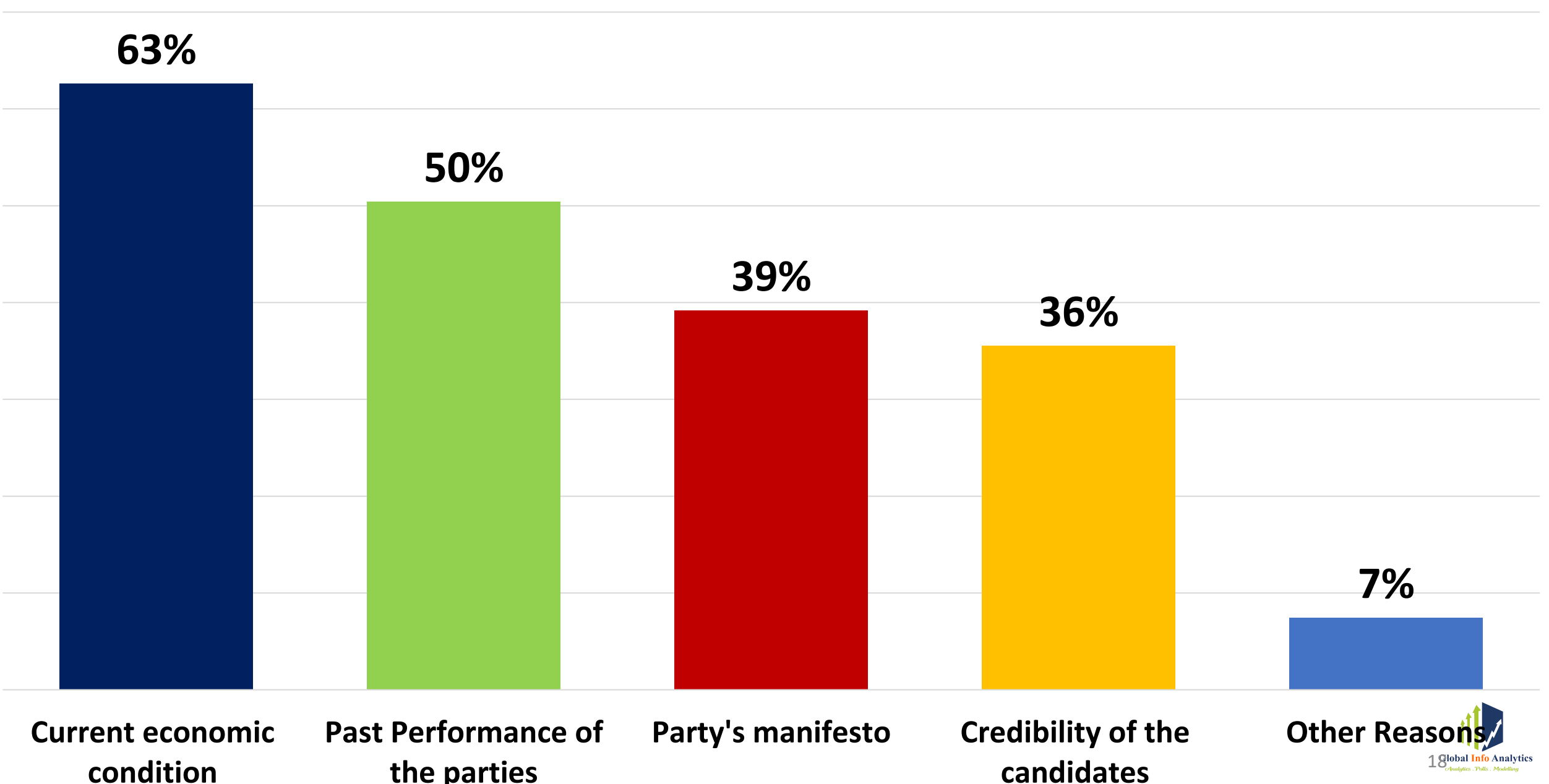
Likely

Unlikely

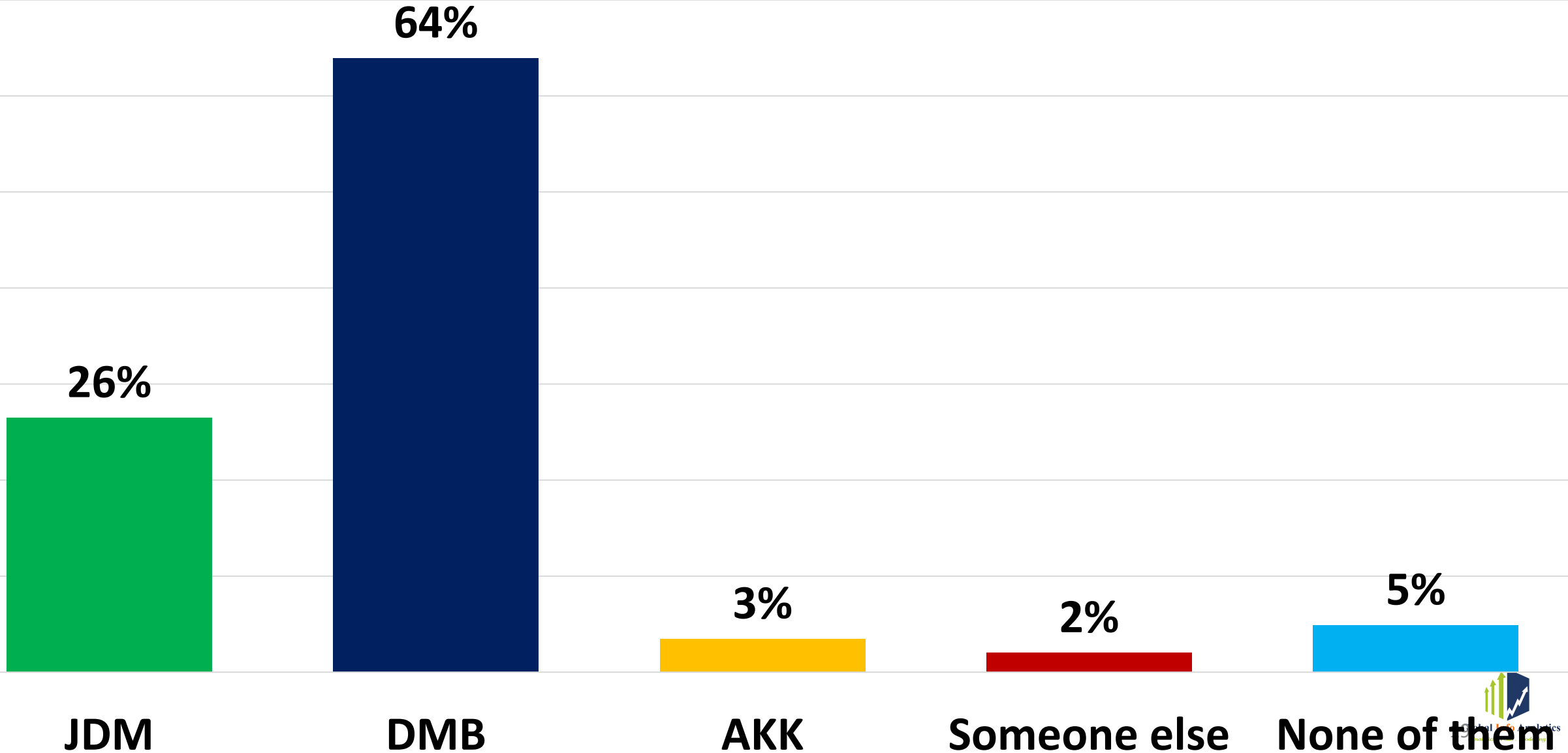
Neutral

■ Jul-24 ■ Aug-24

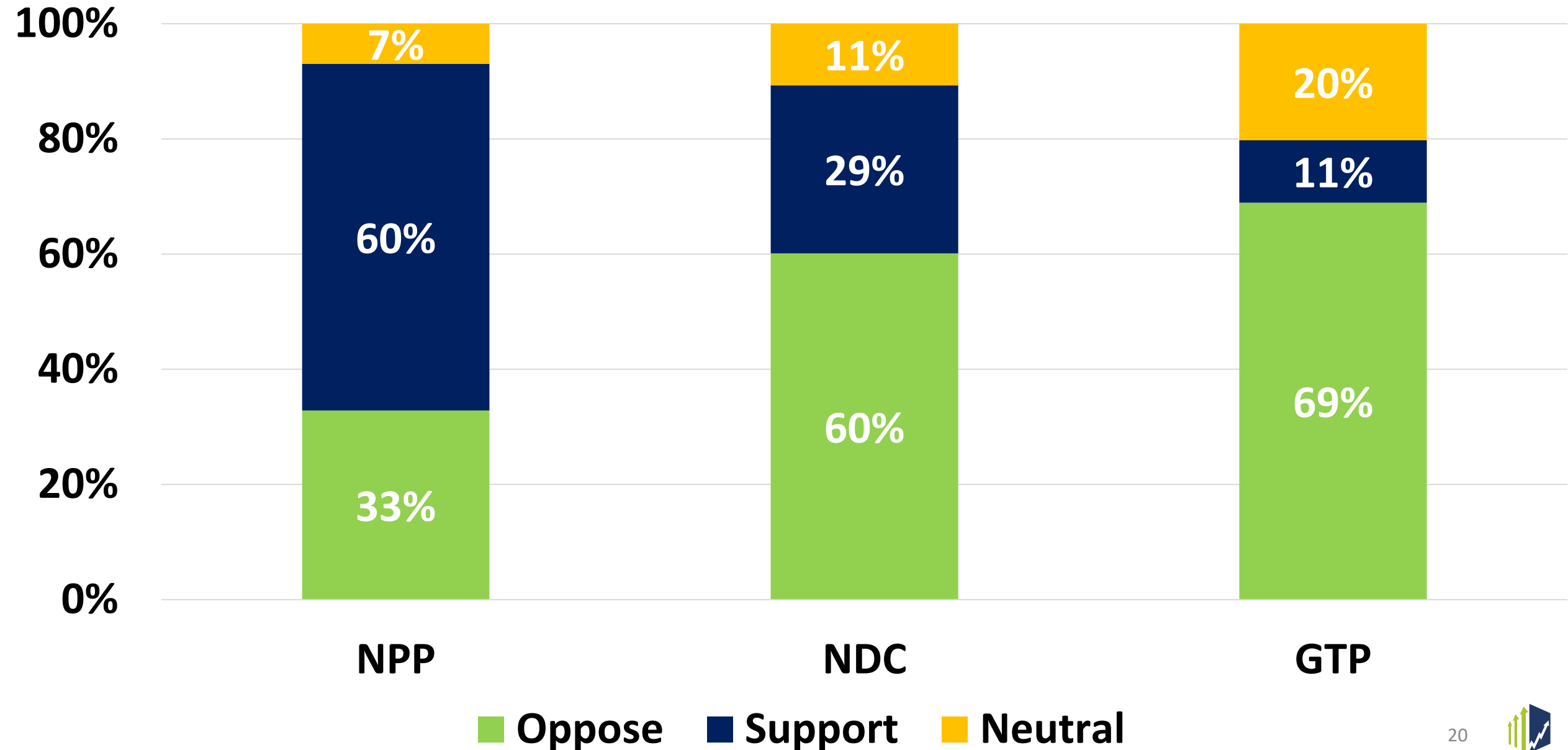
Which of the following have greater influence how you will vote?



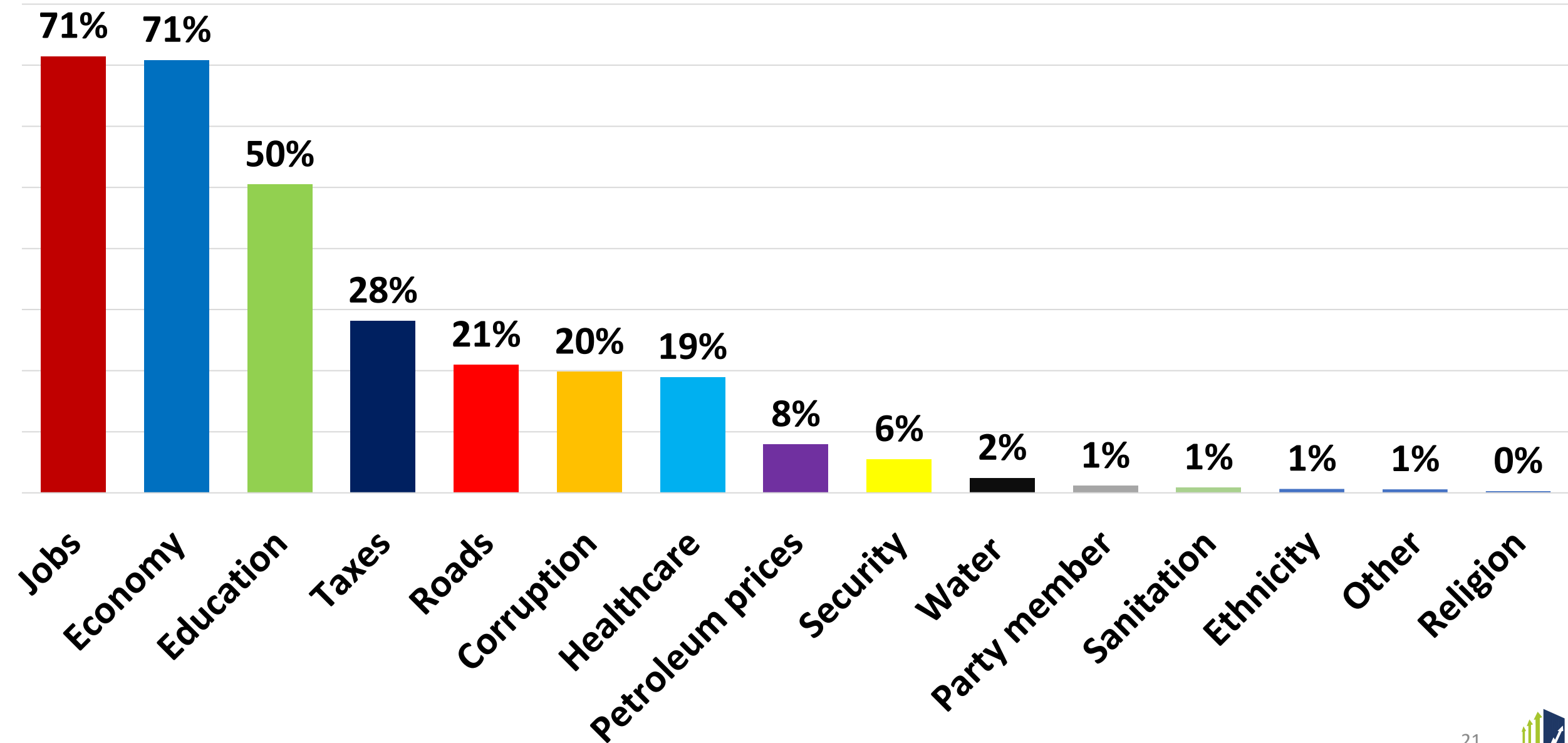
Which of the following candidates do you believe understands and cares for people like you?



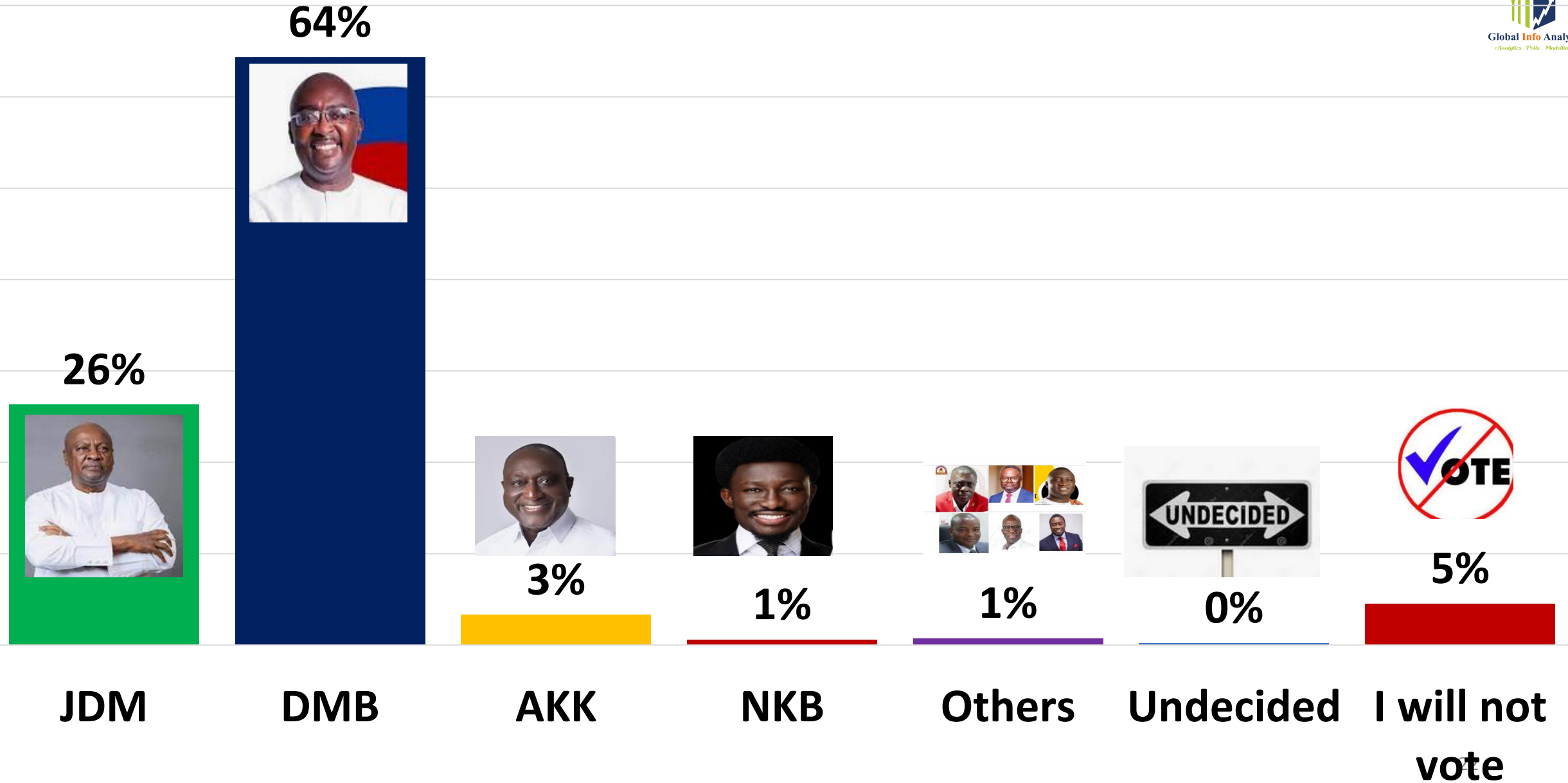
Voters' Level of Support for the manifestoes



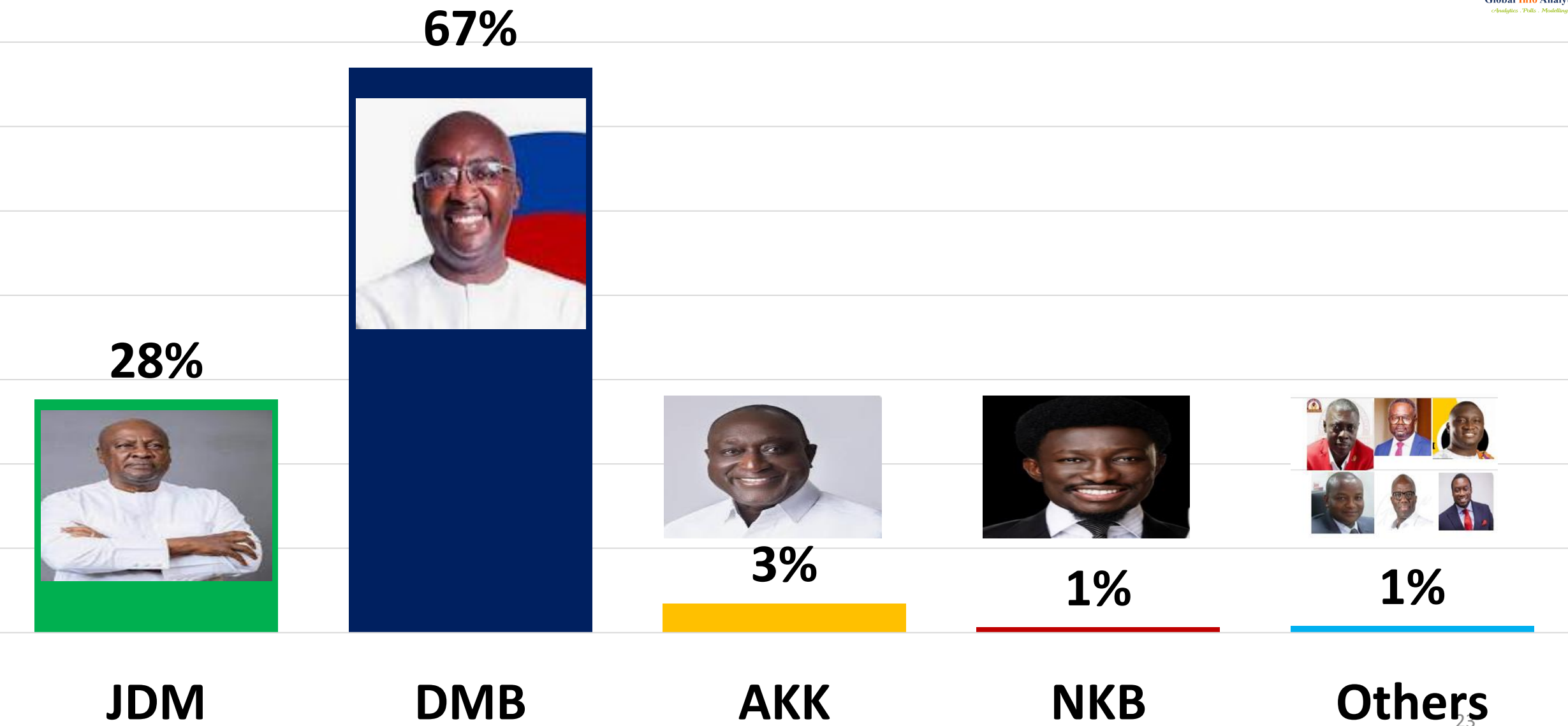
Key Issues for voters



Voting Intentions – All Voters – Ashanti Region (Unweighted)



Voting Intentions –Likely Committed Voters-Ashanti Region



Changes in the Polls April – July 2024

	July 2024	August 2024	Changes
JDM	23.7%	27.6%	+3.9%
DMB	65.4%	67.0%	+1.6%
AKK	9.2%	3.5%	-5.7%
NKB	0.7%	0.6%	-0.1%
Others	1.1%	0.8%	-0.3%

Presidential-Party Affiliations

	NPP	NDC	Floating Voters	Other Parties	Not Discl.
JDM	0.8%	93.6%	28.6%	5.3%	8.5%
DMB	98.7%	5.8%	45.2%	0.0%	81.4%
AKK	0.5%	0.3%	20.6%	47.4%	8.5%
NKB	0.0%	0.0%	4.0%	10.5%	1.7%
Others	0.0%	0.3%	1.6%	36.8%	0.0%

Presidential-Party Affiliations Changes

	NPP	NDC	Floating Voters	Other Parties	Not Discl.
JDM	+0.3%	-0.1%	+12.9%	+5.3%	+3.3%
DMB	+3.8%	-0.5%	+2.0%	-8.3%	+10.5%
AKK	-4.1%	+0.3%	-16.7%	+14.0%	-13.4%
NKB	+0.0%	+0.0%	+1.0%	+2.2%	-0.4%
Others	+0.0%	+0.3%	+0.8%	-13.2%	+0.0%

Presidential Election-Gender

	Male	Female	Changes	
JDM	28.9%	26.0%	+5.8%	+1.7%
DMB	65.5%	69.8%	-1.6%	+6.4%
AKK	4.0%	2.9%	-3.9%	-7.6%
NKB	0.5%	0.8%	-0.4%	+0.3%
Others	1.1%	0.5%	0.0%	0.0%

Presidential-Age

	18-24	25-34	35-44	45-54	55-64	Above 64
JDM	25.4%	26.7%	29.8%	30.3%	16.4%	19.0%
DMB	68.0%	68.9%	65.1%	65.4%	80.8%	76.2%
AKK	5.1%	2.9%	4.2%	2.4%	1.4%	0.0%
NKB	1.0%	0.3%	0.7%	0.5%	0.0%	4.8%
Others	0.5%	1.2%	0.2%	1.4%	1.4%	0.0%

Presidential-Age –Changes

	18-24	25-34	35-44	45-54	55-64	Above 64
JDM	+11.0%	+2.8%	+5.0%	+2.1%	-0.2%	-11.0%
DMB	-0.9%	+5.7%	+2.4%	-1.7%	5.2%	+11.2%
AKK	-10.1%	-8.7%	-6.8%	-0.8%	-1.2%	0.0%
NKB	+1.0%	-0.7%	-0.1%	0.1%	-1.3%	4.8%
Others	-1.0%	0.8%	-0.5%	0.3%	-2.5%	-5.0%

Presidential-Education

	JHS	SHS	Tertiary	No Education
JDM	32.2%	22.2%	36.4%	33.6%
DMB	58.6%	73.6%	57.3%	63.4%
AKK	6.9%	2.9%	5.3%	0.7%
NKB	0.0%	0.7%	0.3%	1.5%
Others	2.3%	0.7%	0.7%	0.7%

Presidential-Education-Changes

	JHS	SHS	Tertiary	No Education
JDM	+19.0%	+2.0%	+3.8%	+2.4%
DMB	-13.6%	+5.6%	-3.0%	+7.7%
AKK	-4.8%	-8.2%	+1.0%	-8.3%
NKB	-0.7%	+0.3%	-1.3%	+1.5%
Others	+0.1%	+0.3%	-0.3%	-3.4%

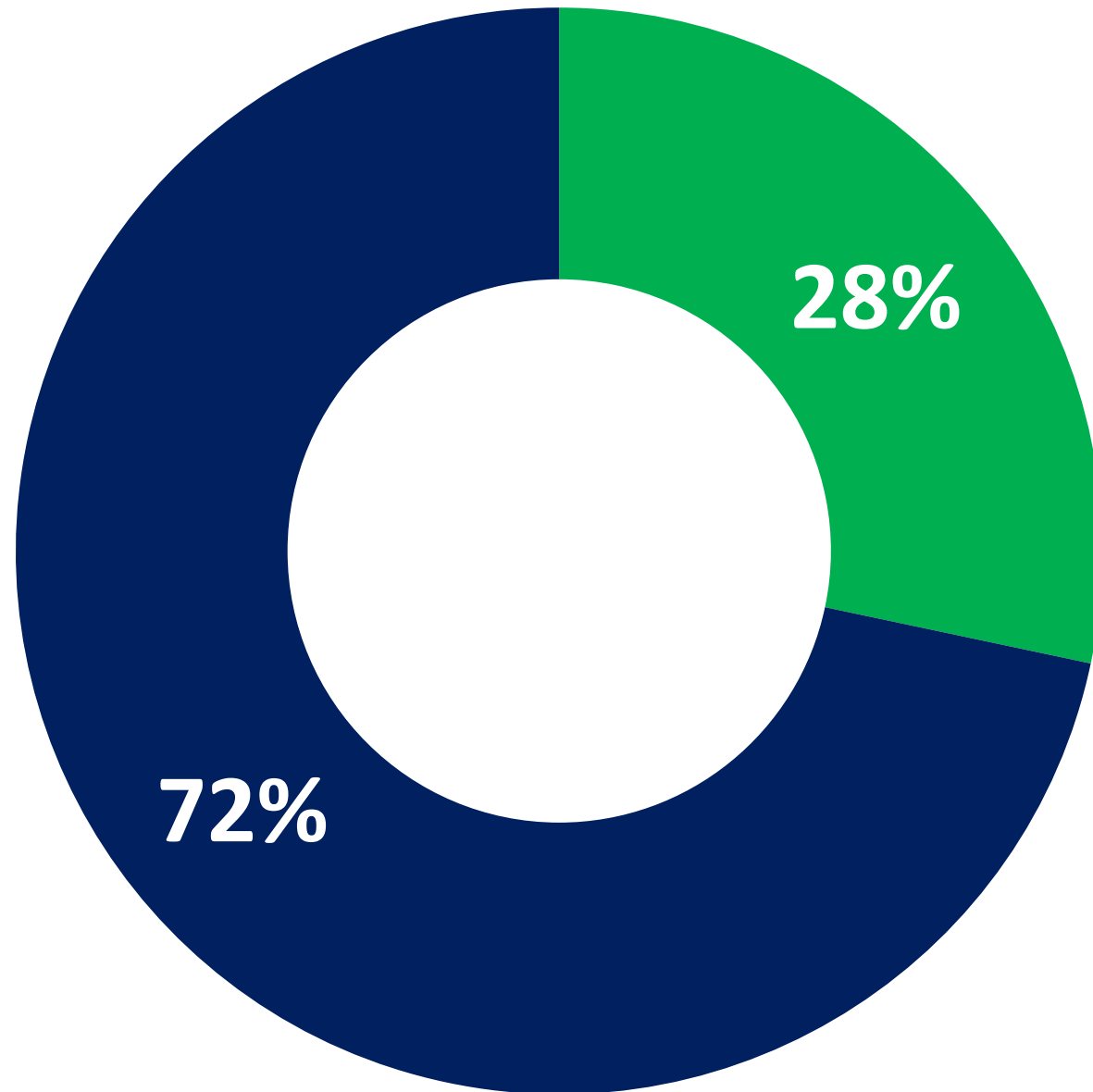
Presidential-Religion

	Christianity	Islam	Traditional	Others	Non-religious
JDM	24.5%	48.2%	25.6%	30.0%	26.9%
DMB	71.6%	47.5%	62.8%	50.0%	64.2%
AKK	3.2%	1.4%	5.1%	15.0%	6.0%
NKB	0.5%	0.7%	2.6%	0.0%	0.0%
Others	0.1%	2.1%	3.8%	5.0%	3.0%

Presidential-Religion

	Christianity	Islam	Traditional	Others	Non-religious
JDM	+4.0%	+5.5%	-3.2%	+20.9%	-4.7%
DMB	+3.5%	-1.7%	+12.0%	-31.8%	-2.5%
AKK	-7.0%	-2.6%	-8.4%	+15.0%	+4.2%
NKB	0.2%	-0.1%	-2.5%	-9.1%	0.0%
Others	-0.7%	-1.1%	+2.2%	+5.0%	+3.0%

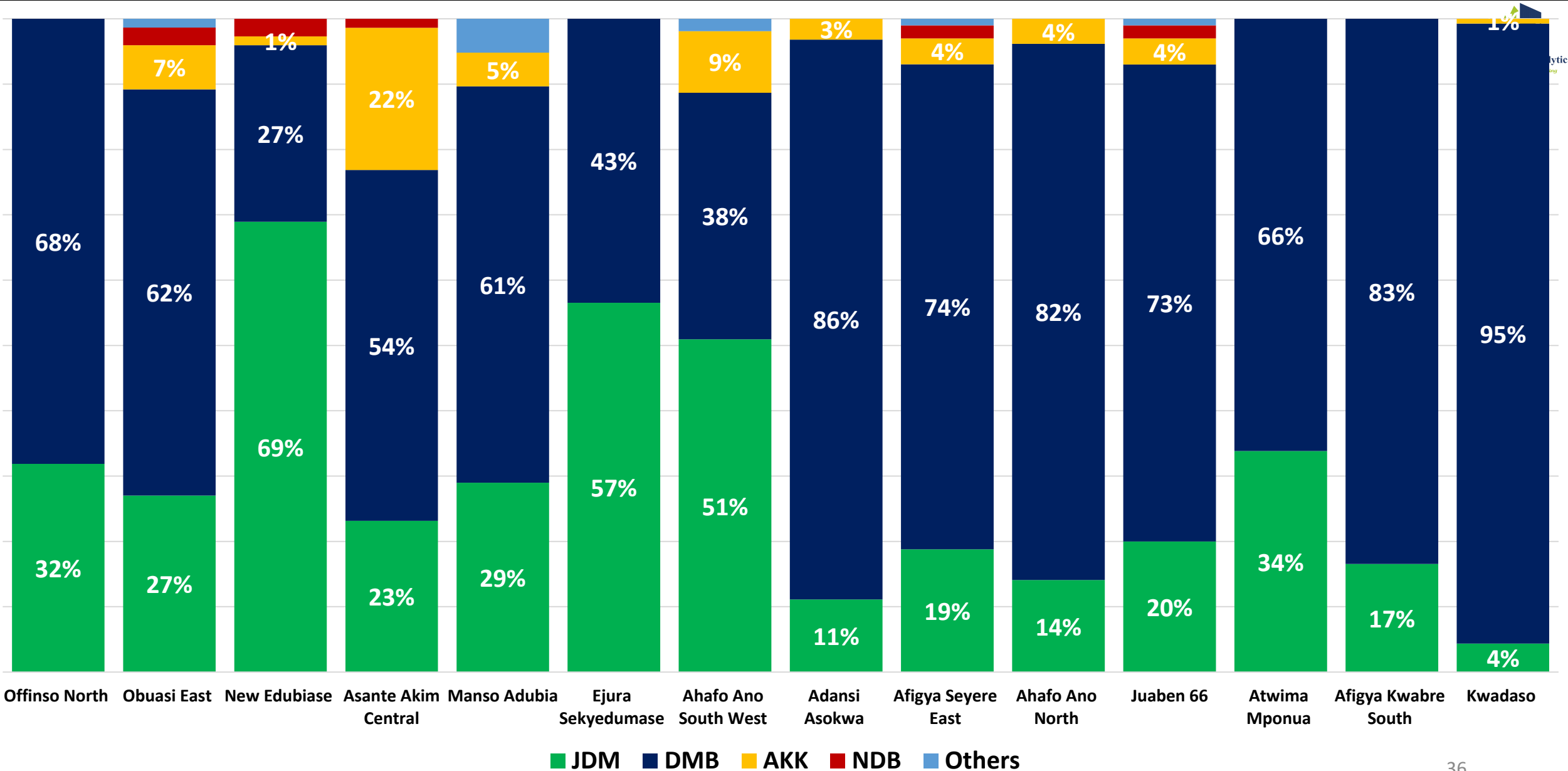
Voting Intentions –Runoff



Who Benefits if Alan and Bediako in the event of runoff?

^D	JDM	DMB	AKK	NKB
JDM	99%	0%	0%	13%
DMB	1%	100%	42%	13%
Undecided	0%	0%	27%	25%
I will not vote	0%	0%	31%	50%

Presidential Election-Constituencies



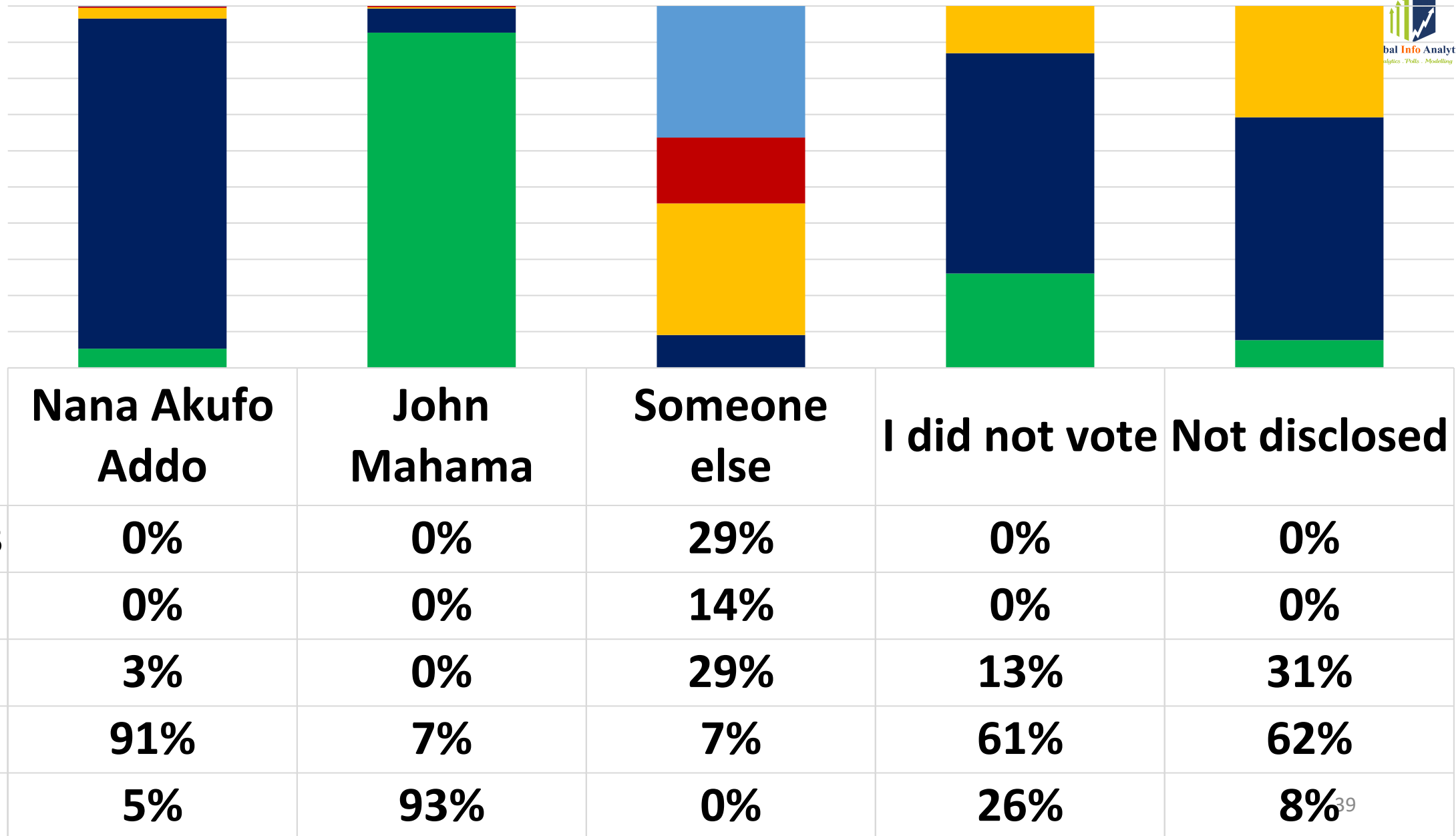
Presidential-Religion

	Offinso North	Obuasi East	New Edubiase	Asante Akim Central	Manso Adubia	Ejura Sekyedumase	Ahafo Ano South West
JDM	+6.0%	+2.0%	+0.8%	+18.0%	-0.3%	-11.9%	+34.9%
DMB	-0.8%	-0.3%	-4.9%	-15.7%	+1.0%	+11.9%	-44.3%
AKK	-5.2%	-4.4%	1.4%	-3.1%	-1.1%	0.0%	+7.4%
NKB	0.0%	+1.3%	+2.7%	+1.4%	0.0%	0.0%	0.0%
Others	0.0%	+1.4%	0.0%	0.0%	+1.0%	0.0%	+1.9%

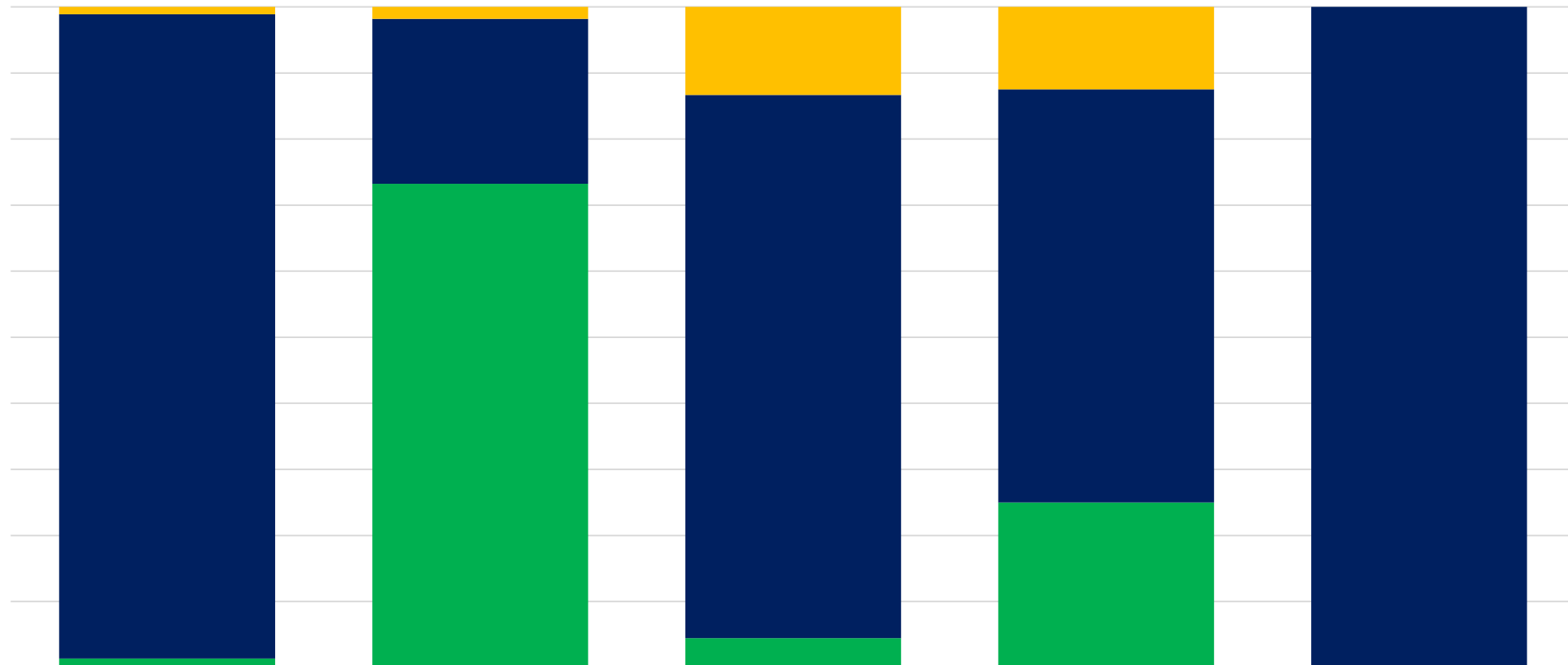
Presidential-Religion

	Adansi Asokwa	Afigya Seyere East	Ahafo Ano North	Juaben	Atwima Mponua	Afigya Kwabre South	Kwadaso
JDM	+2.2%	+6.3%	-0.6%	+6.4%	+14.7%	+1.9%	-0.2%
DMB	-1.8%	-10.0%	-3.3%	1.8%	-0.5%	-1.9%	50.8%
AKK	1.4%	1.9%	3.8%	-4.5%	-6.7%	0.0%	-50.6%
NKB	0.0%	0.9%	0.0%	-4.8%	-1.7%	0.0%	0.0%
Others	-1.8%	0.0%	0.0%	1.0%	-5.8%	0.0%	0.0%

Presidential Election v 2020 and new voters

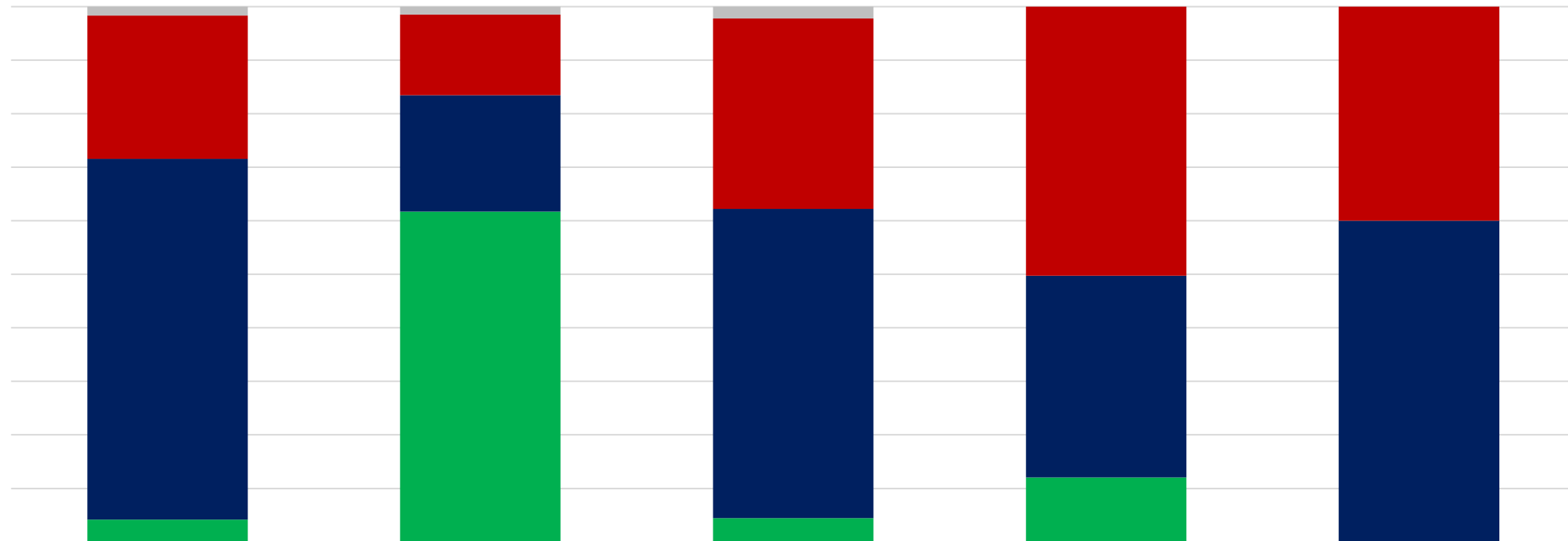


Presidential Election-Direction of the country



	JDM	DMB	AKK	NKB	Other
No opinion	1%	2%	13%	13%	0%
Wrong Direction	97%	25%	82%	63%	100%
Right Direction	1%	73%	4%	25%	0%

Presidential Election-Standard of Living



	JDM	DMB	AKK	NKB	Other
■ No opinion	2%	1%	2%	0%	0%
■ Unchanged	27%	15%	36%	50%	40%
■ Worsened	67%	22%	58%	38%	60%
■ Improved	4%	62%	4%	12%	0%

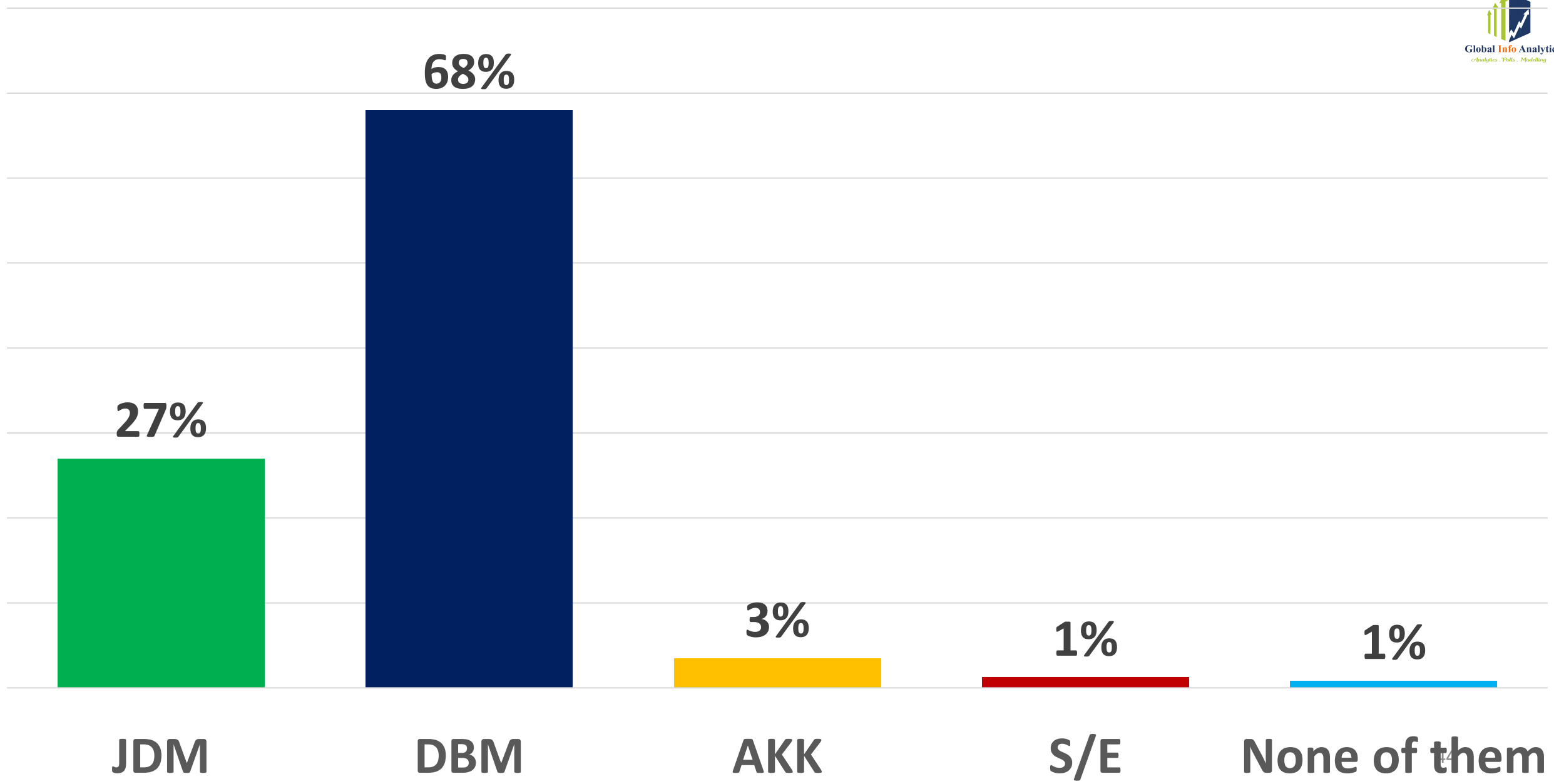
Presidential-Religion

	Adansi Asokwa	Afigya Seyere East	Ahafo Ano North	Juaben	Atwima Mponua	Afigya Kwabre South	Kwadaso
JDM	2.2%	6.3%	-0.6%	6.4%	14.7%	1.9%	-0.2%
DMB	-1.8%	-10.0%	-3.3%	1.8%	-0.5%	-1.9%	50.8%
AKK	1.4%	1.9%	3.8%	-4.5%	-6.7%	0.0%	-50.6%
NKB	0.0%	0.9%	0.0%	-4.8%	-1.7%	0.0%	0.0%
Others	-1.8%	0.0%	0.0%	1.0%	-5.8%	0.0%	0.0%

Who Benefits if Alan and Bediako Dropout?

	JDM	DMB	AKK	NKB	OTHERS
JDM	99%	0%	0%	13%	0%
DMB	1%	100%	42%	13%	0%
Undecided	0%	0%	27%	24%	50%
I will not vote	0%	0%	31%	50%	50%

Who understands cares for people like you?



Which of the following has greater influence on how you vote-Voting Intentions



	JDM	DMB	AKK	NKB	Others	Undecided	Will not vote
Past Performance of the parties	33%	61%	2%	0%	0%	0%	3%
Current economic condition	27%	63%	4%	0%	1%	5%	32%
Party's manifesto	26%	66%	3%	0%	1%	3%	20%
Credibility of the candidates	20%	70%	4%	1%	1%	4%	18%
Other Reasons	13%	68%	3%	2%	3%	11%	4%



Global Info Analytics
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