



Global Info Analytics

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**National Opinion Poll
2024 General Elections
(Telephone Poll)
10th September 2024**

Executive Summary

- ❑ Nealy 90 days before Ghanaians go to the poll, a new Global InfoAnalytics poll conducted over the phone in all 16 regions shows that 73% of voters believe Ghana is headed in the wrong direction while 20% say it is headed in the right direction, 7% did not have an opinion.
- ❑ The poll also finds 63% of voters disapprove the performance of the president while 30% approve and 7% did not have an opinion. However, in the case of the governing party, 6% rated their performance as excellent, 28% as very good/good, 53% rate the government very poor/poor while 13% rate their performance as average.
- ❑ On voters' standard of living compared to a year ago, 20% say it has improved, 55% say it has gotten worse, 19% say it has not changed and 7% did not have an opinion. On corruption, 60% of voters say it has gotten worse, 17% say it has improved, 16% say it has not changed and 7% did not have an opinion.
- ❑ 70% of voters have confidence in the security services to manage security during the election while 22% did not have confidence and 8% did not have an opinion. 58% of voters have confidence in the Electoral Commission compared to 30% who did not have confidence in the commission and 12% did not have an opinion.
- ❑ The poll also shows that 77% of voters have some level of concern about electoral violence. Only 23% said they are not concerned at all about violence in the upcoming elections.
- ❑ When voters were asked what would have greater influence on their voting decision, the past performance of the parties ranked highest with 54%, followed by current economic condition, 53%, credibility of the candidates, 39%, manifestoes, 20% and other reasons, 18%.

- ❑ The poll also finds economy and jobs as the top priority for voters with 86% and 81% of the mentions, followed by education, 40%.
- ❑ When voters were asked which of the leading candidates they believe understands and cares for people like them, 49% said John Dramani Mahama (JDM), 28% said Dr Mahamudu Bawumia (DMB), 1% said Alan Kwadwo Kyeremanten (AKK), 2% said some other persons but 20% said none of them.
- ❑ For the 2024 general election, using all voters' model, JDM attracts 50.0%, DMB, 29.6%, AKK, 1.0%, NKB, 2.2%, others, 0.5%, undecided, 10.5% and I will not vote, 6.3%. However, among likely voters (exclude "I will not vote"), JDM, leads 53.3%, DMB, 31.6%, AKK, 1.1%, NKB, 2.3%, others, 0.5% and undecided, 11.2%.
- ❑ The poll also shows that among first-time voters, JDM leads with 53%, DMB, 15%, NKB, 7%, others, 1% and 24% are undecided. However, among non-first-time voters, JDM also leads with 53%, DMB, 33%, AKK, 1%, NKB, 2% and undecided, 11%.
- ❑ The poll also shows that of all voters who are undecided, 70% are floating voters, 11% are NPP voters, 21% did not disclose their party affiliations and 1% are NDC voters. For those who say they will not vote, 49% are floating voters, 21% are NPP voters, 1% and 28% did not disclose their party affiliations.
- ❑ 12% of NPP voters will vote for JDM if the elections were held today, while 81% will vote for DMB, 1% will vote for AKK, 1% for NKB and 4% are undecided. For NDC voters, 1% will vote for DMB, 97% will vote for JDM, 1% for NKB and 1% are undecided. However, among floating voters, JDM leads with 55%, DMB, 12%, AKK, 1%, NKB, 4% and undecided, 27%. Among those who did not disclose their party affiliations, JDM, 27%, DMB, 19%, NKB, 5%, others, 3% and undecided, 46%.
- ❑ 81% of voters say they are unlikely to change their mind on who they intend to vote for, only 11% say they are likely to change their mind while 8% are neutral.

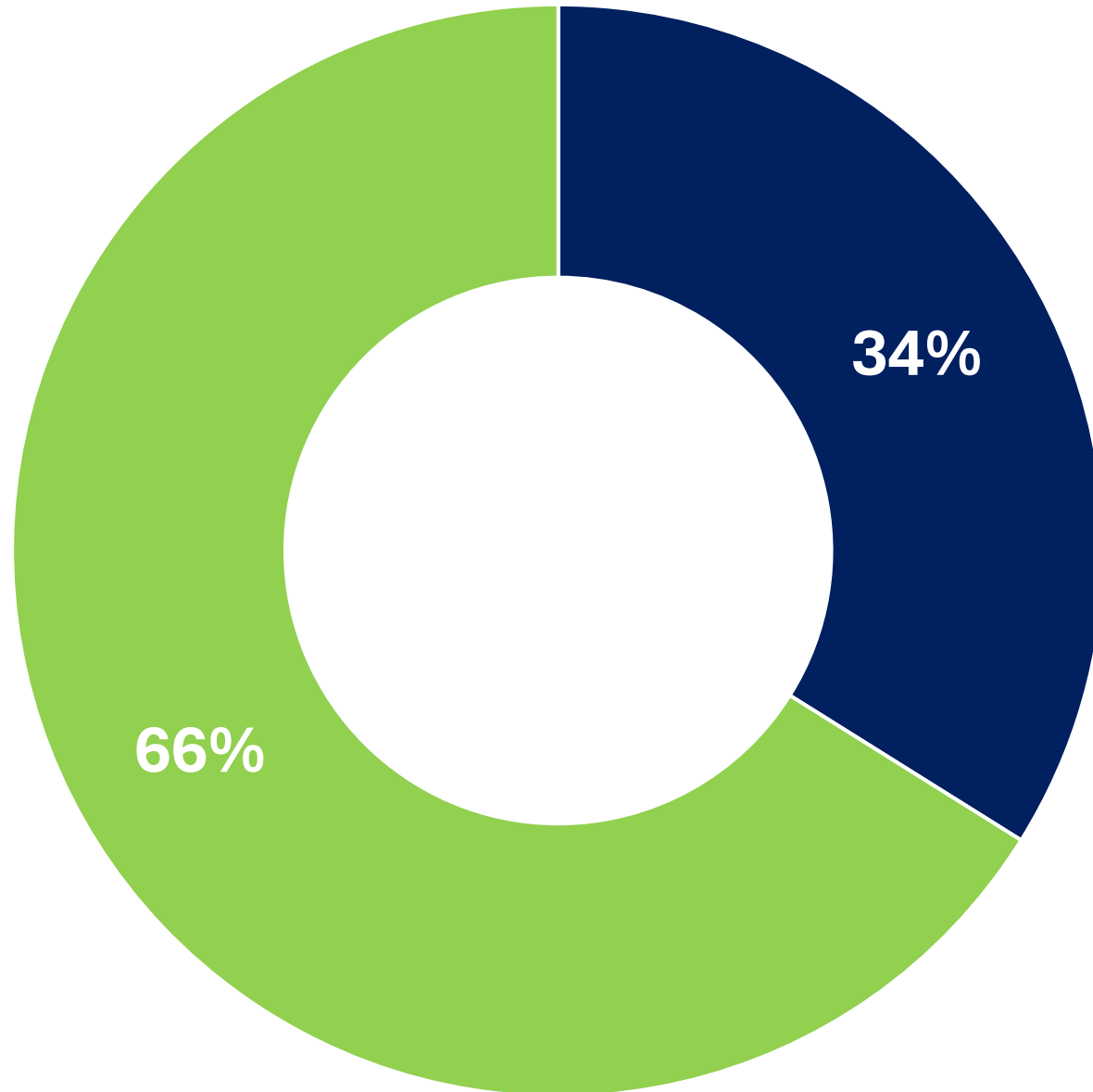
Methodology and Approach



Sample Size	<ul style="list-style-type: none">• Total responses, 1180• Interviews successfully completed 1,112• Success rate, 94.24%
Confidence Level	95%
Margin of Error	<ul style="list-style-type: none">• +/-2.77%.• Demographic analysis of the report will have significantly higher margin of error.
Sample frame	2020 EC register
Survey type	Live Computer Assisted Telephone Interviews (CATI)
Dates of interview	26 th August to 7 th September 2024
Sample Distribution	NPP 32%, NDC 30%, Floating voters, 28%, other parties, 1% and Not Disclosed 9%

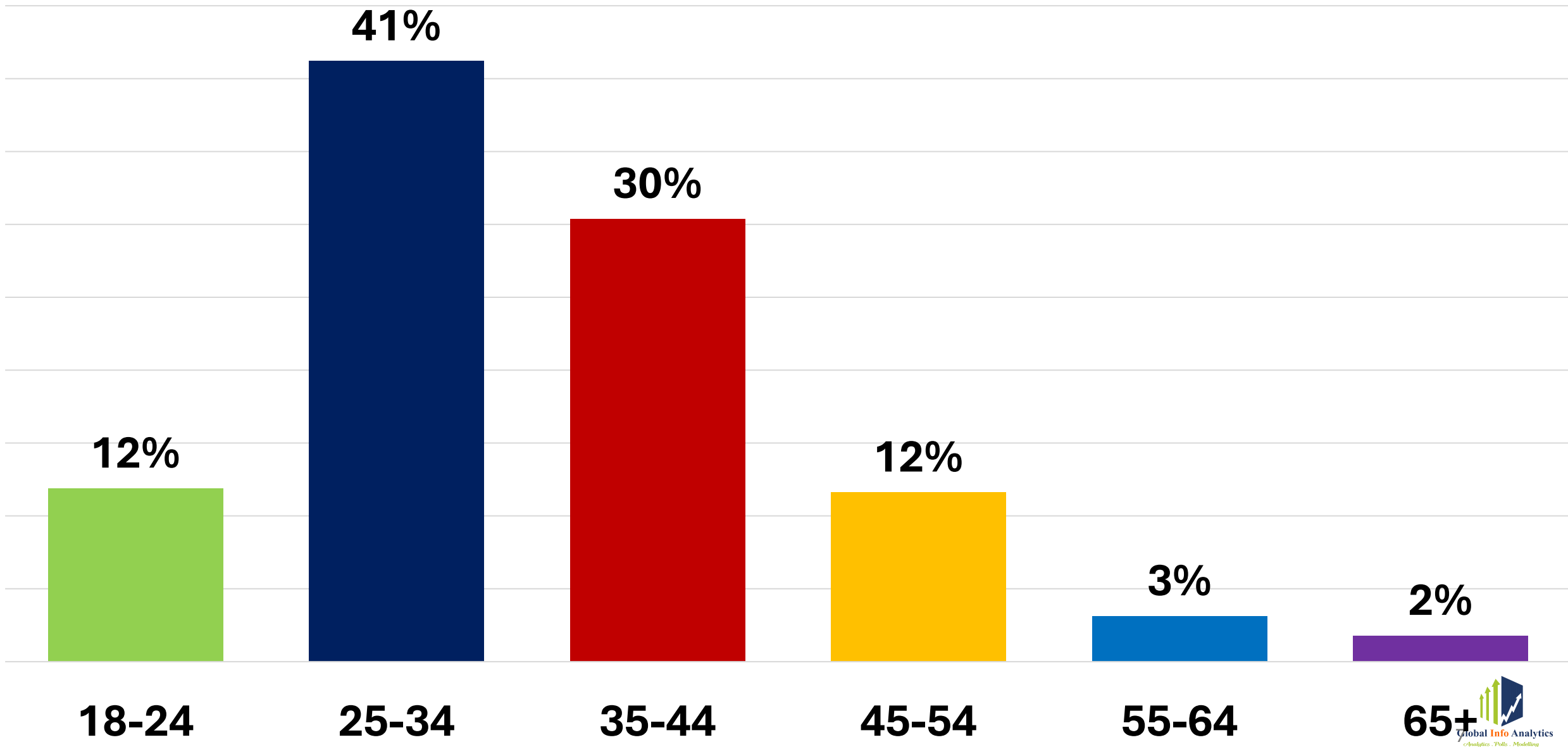
Demographics

Gender

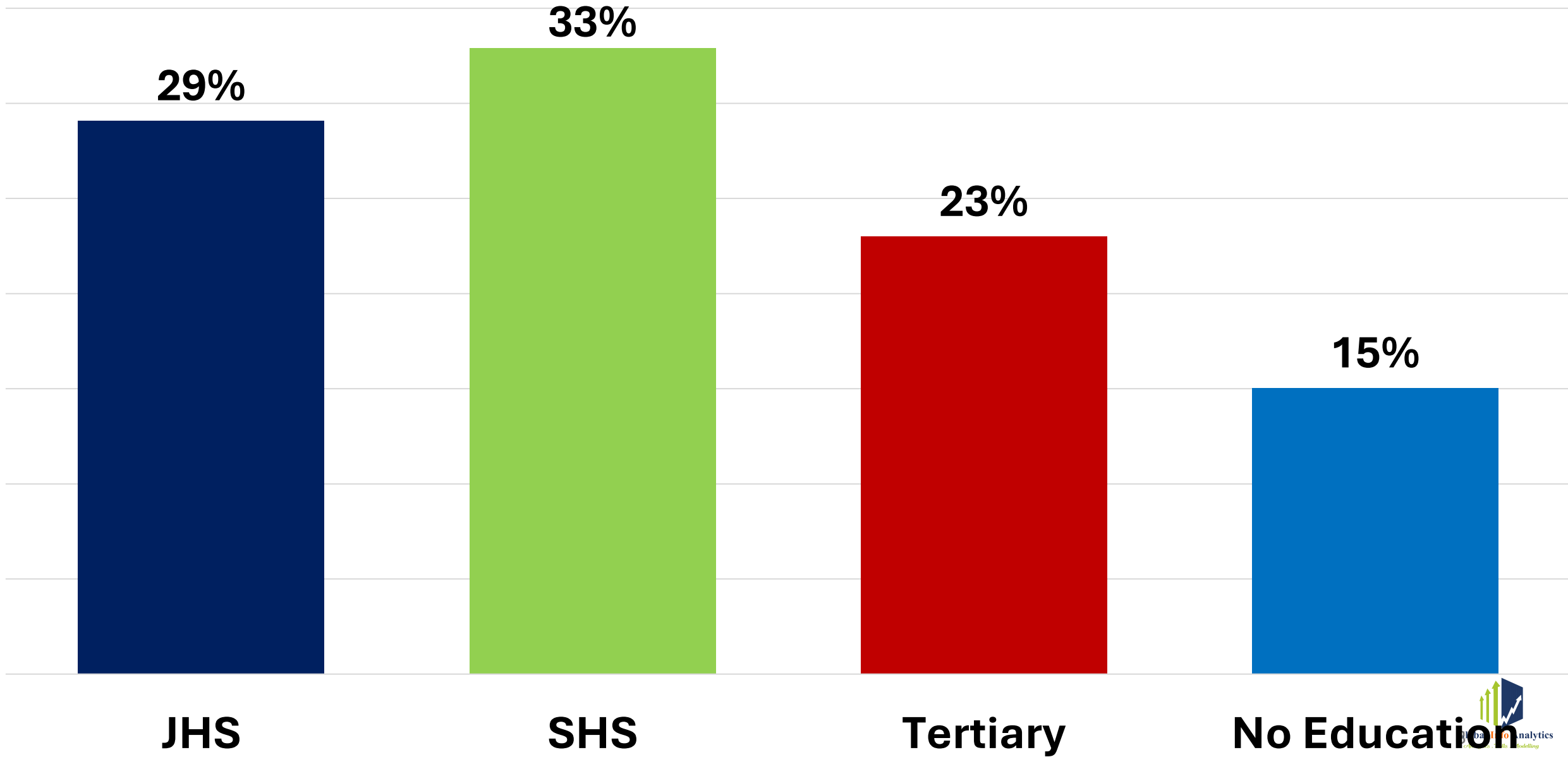


■ Female
■ Male

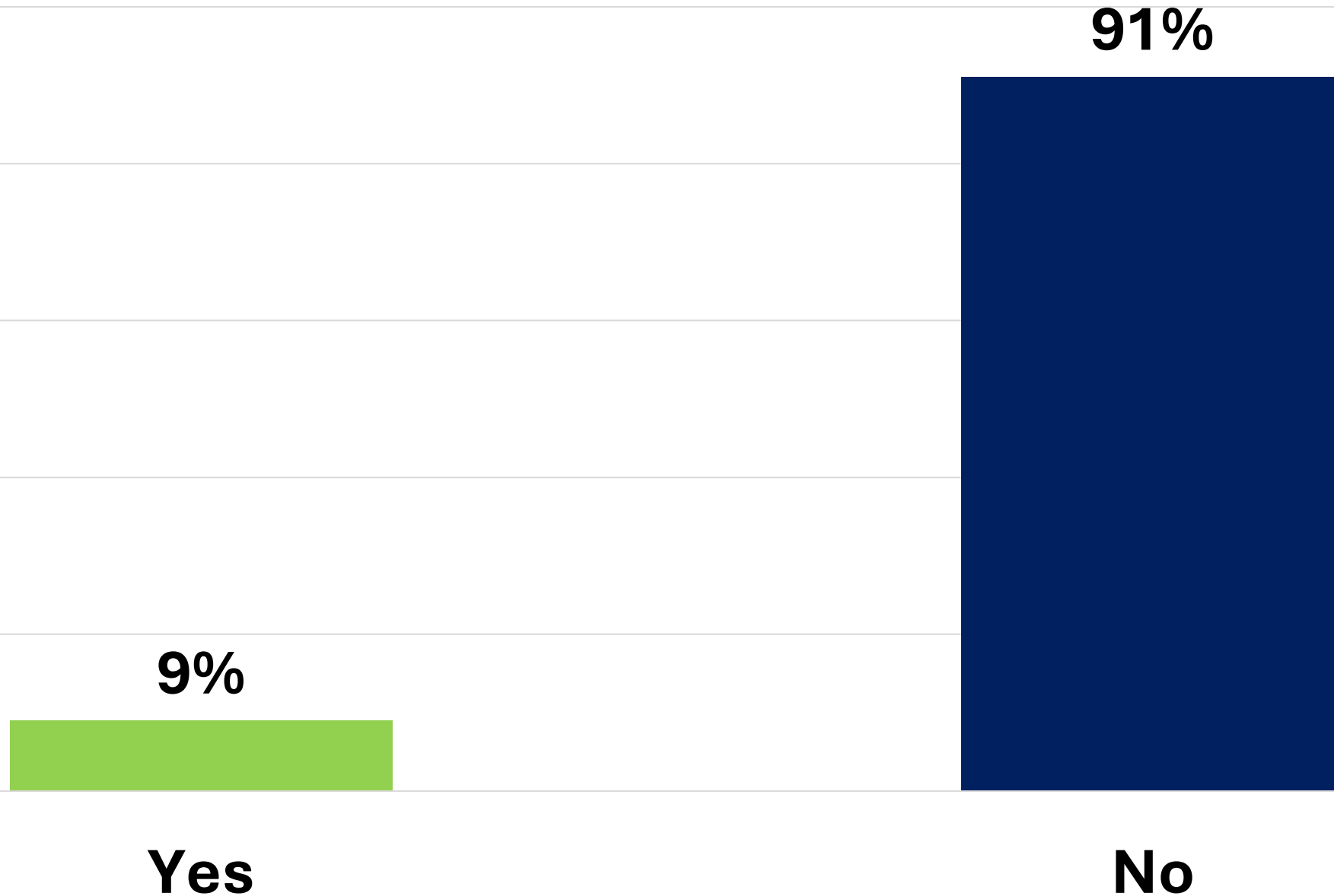
Age



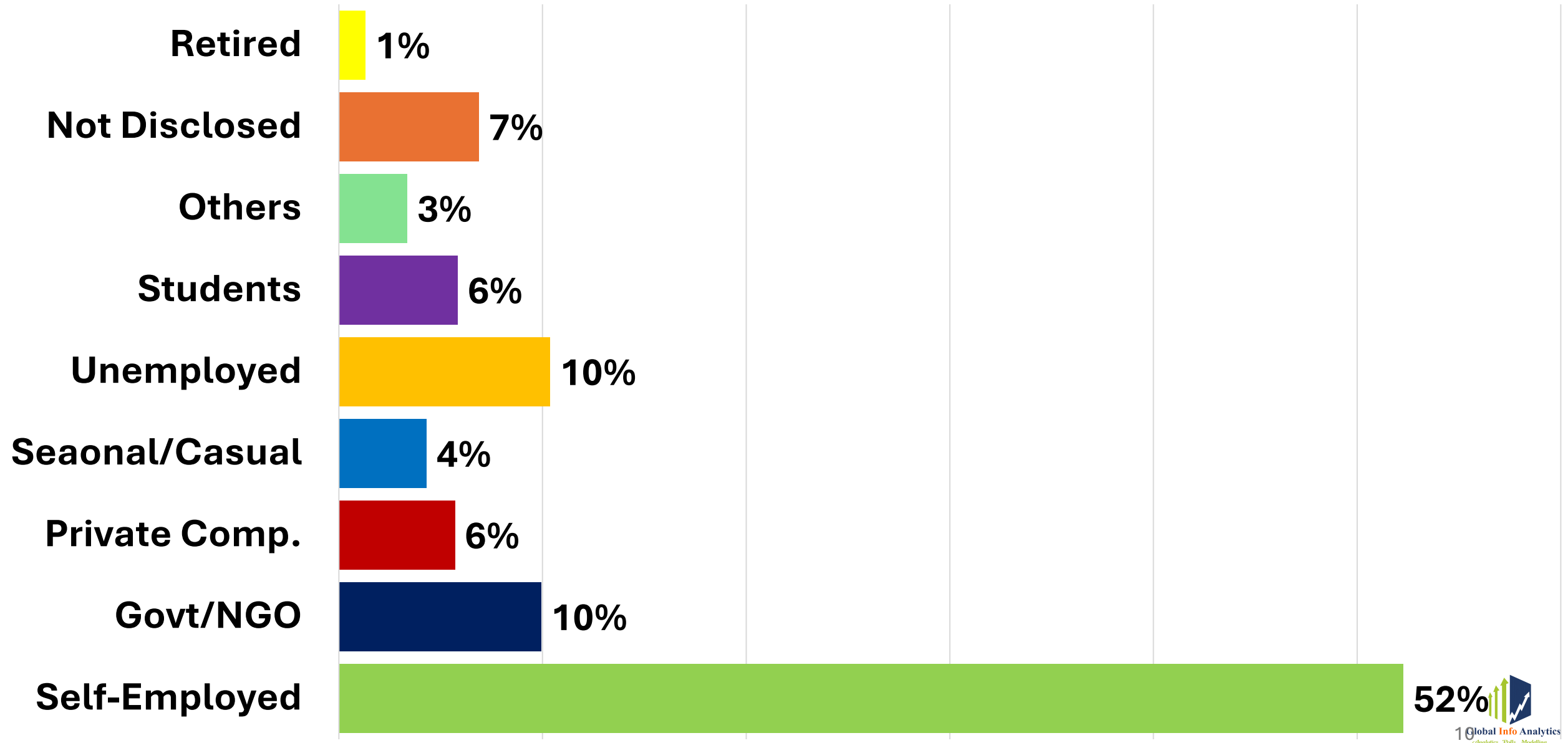
Education



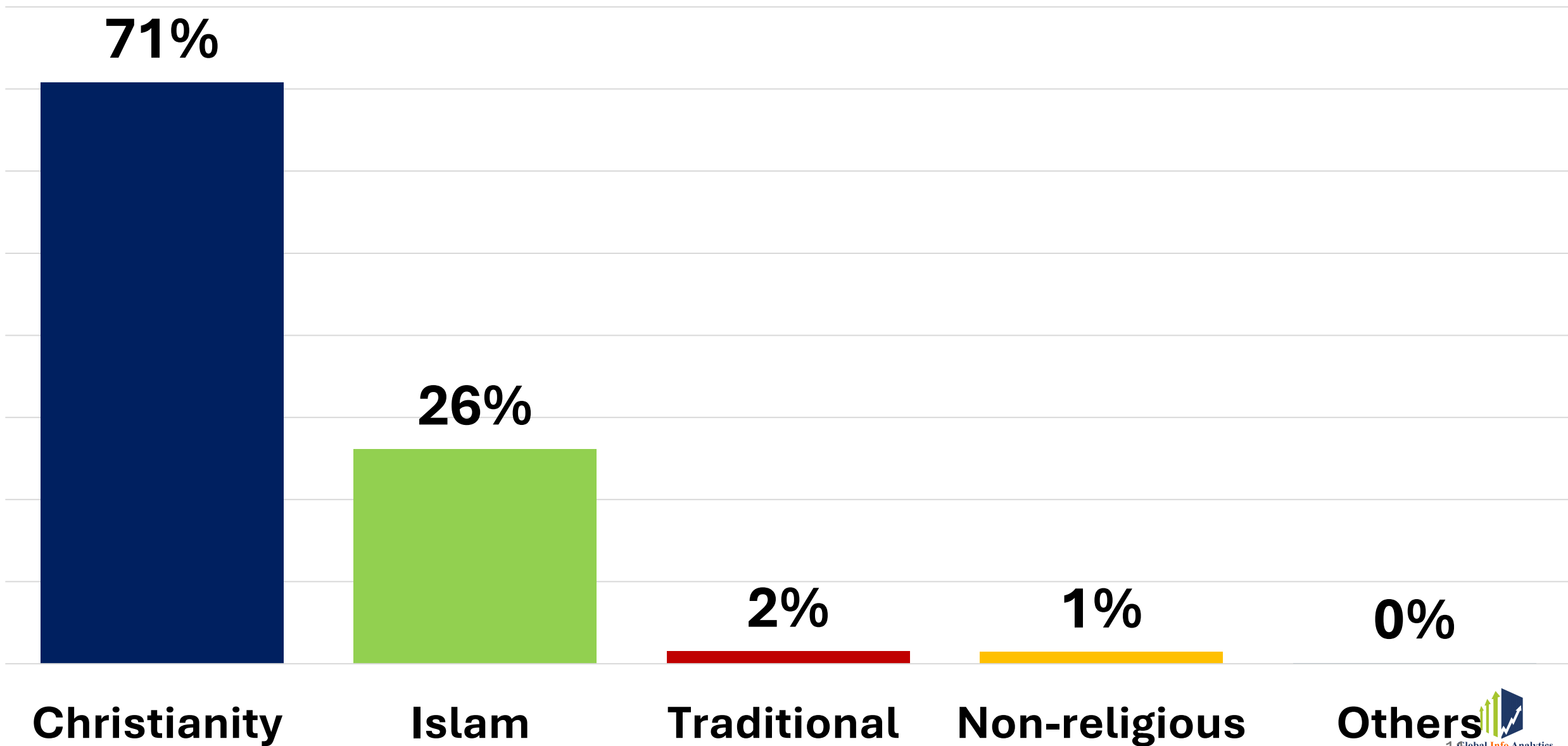
Are you a first-time voter?



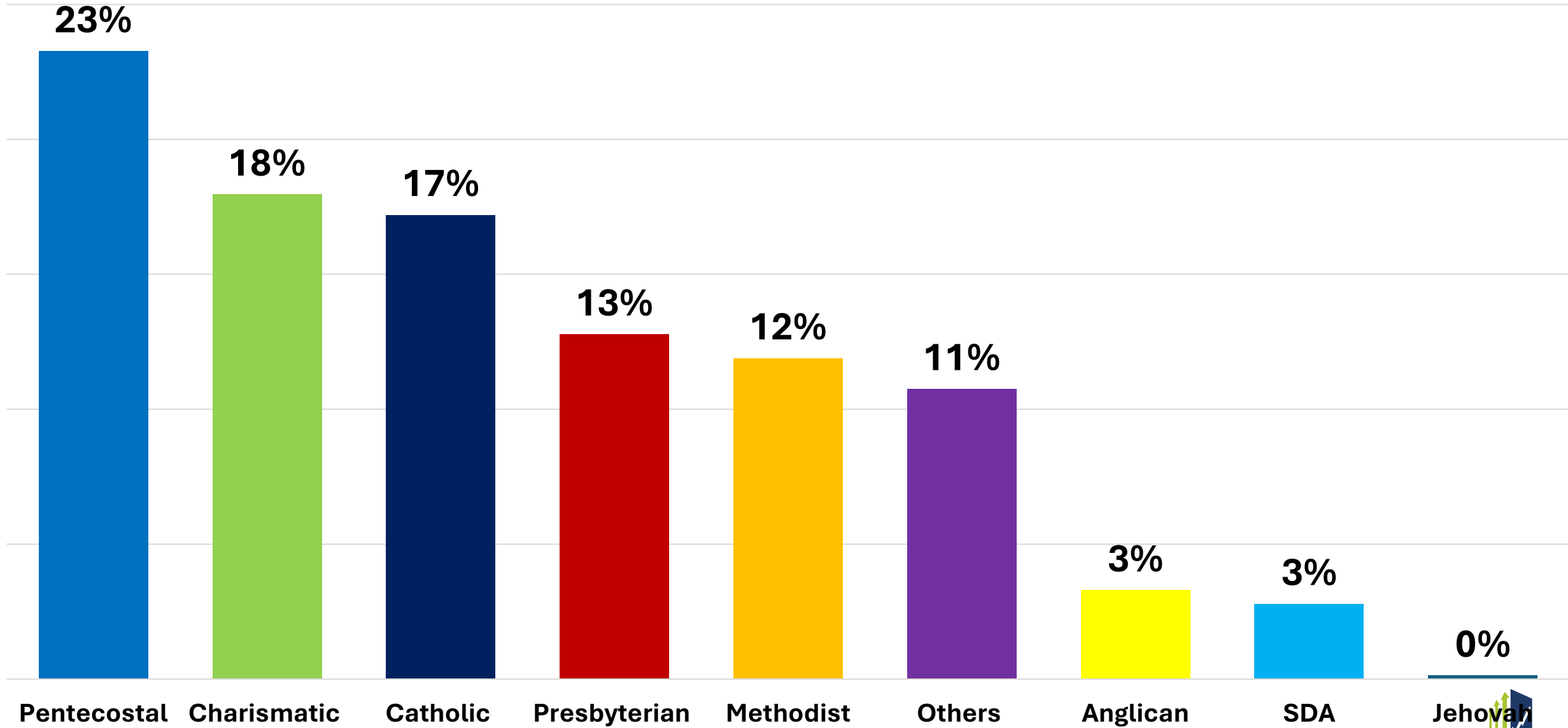
Employment Status



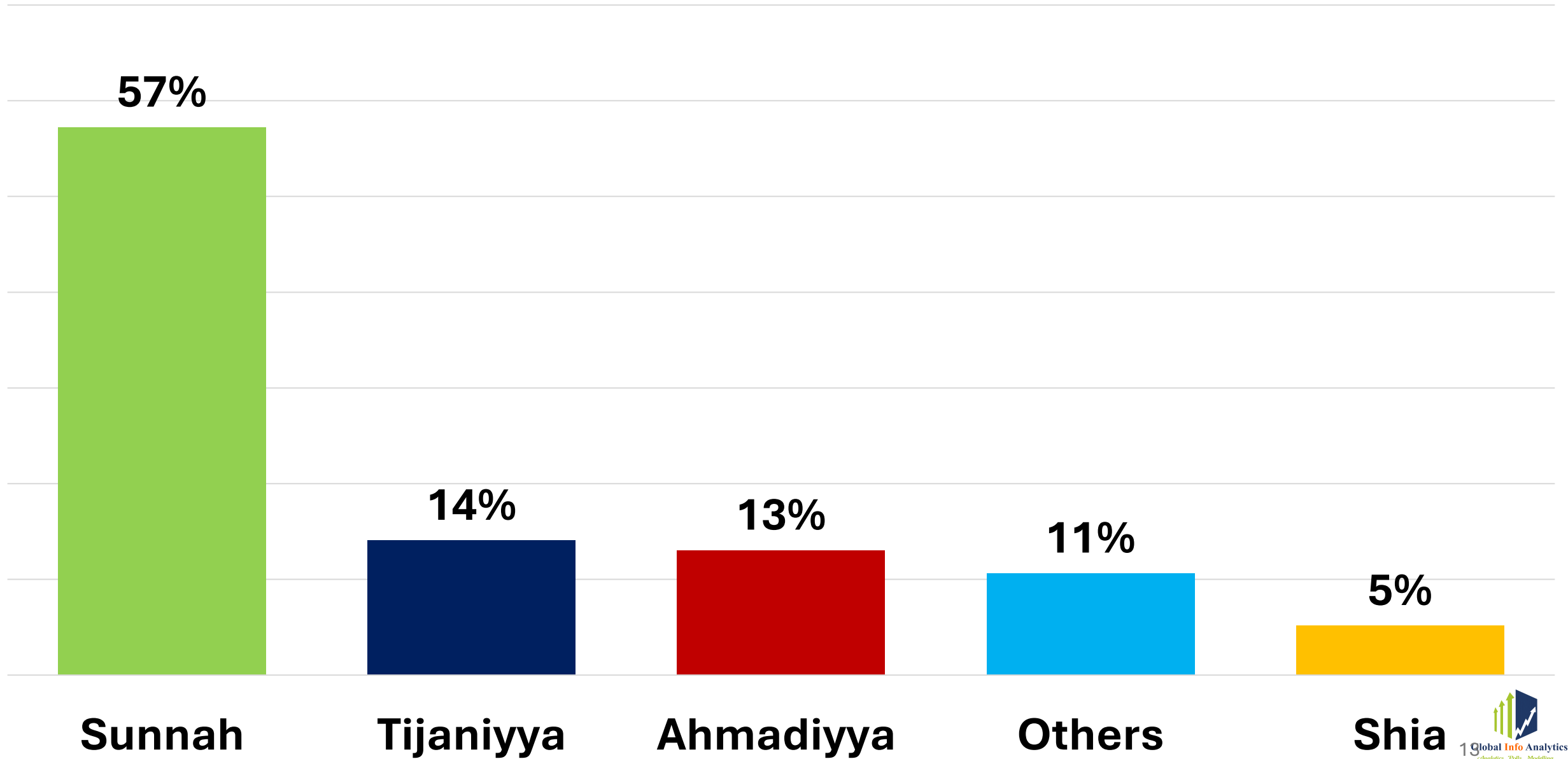
Religion



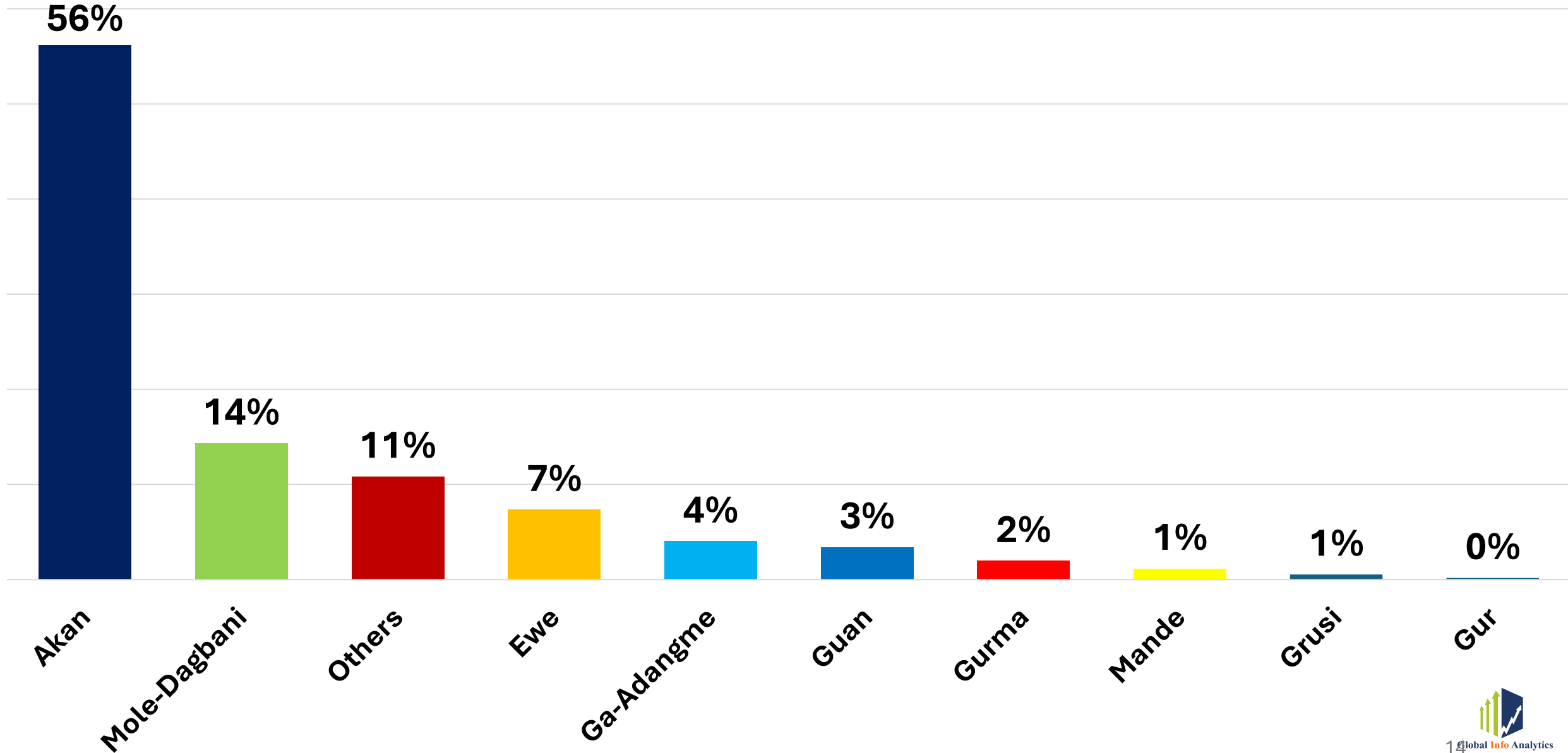
Christian Denominations



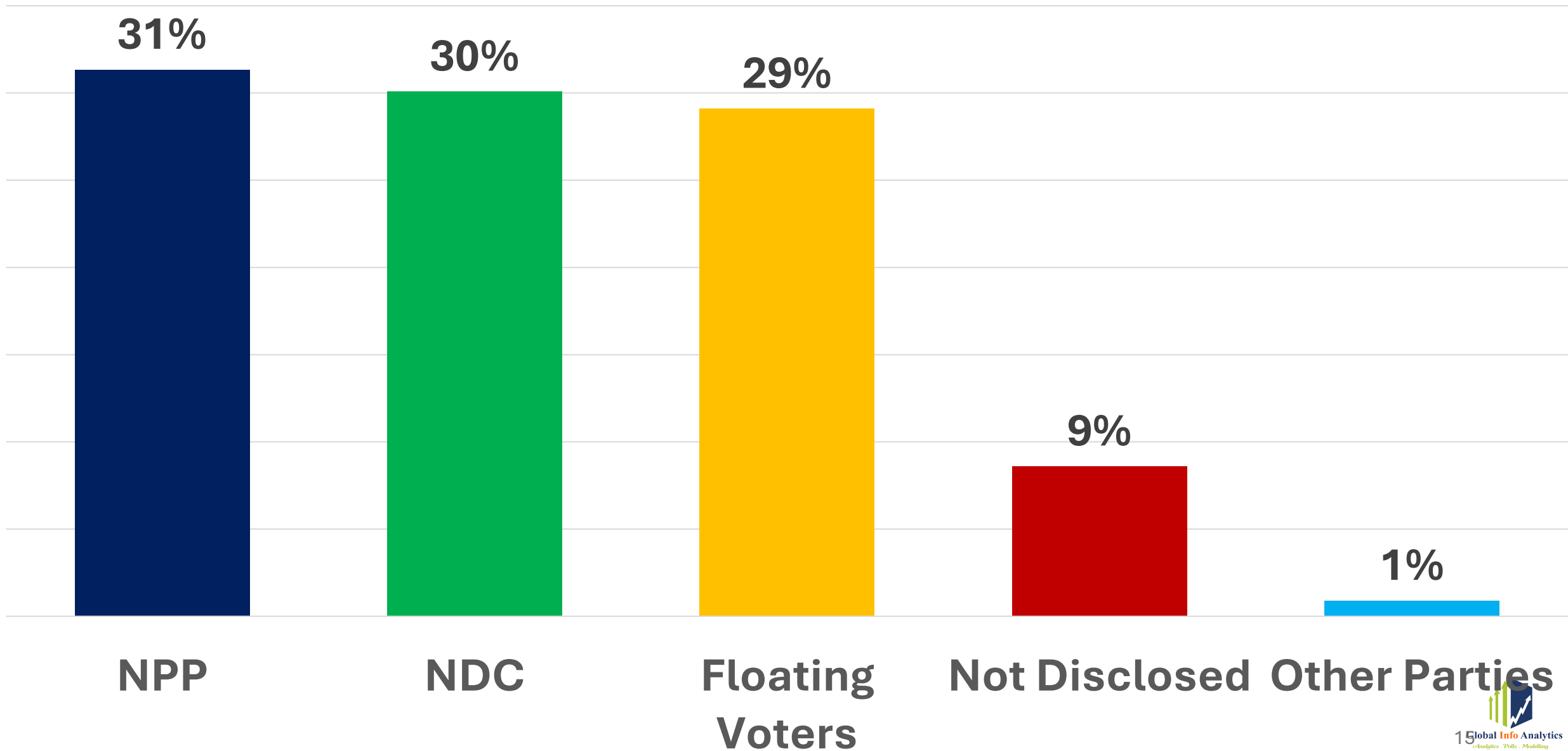
Islamic Sects



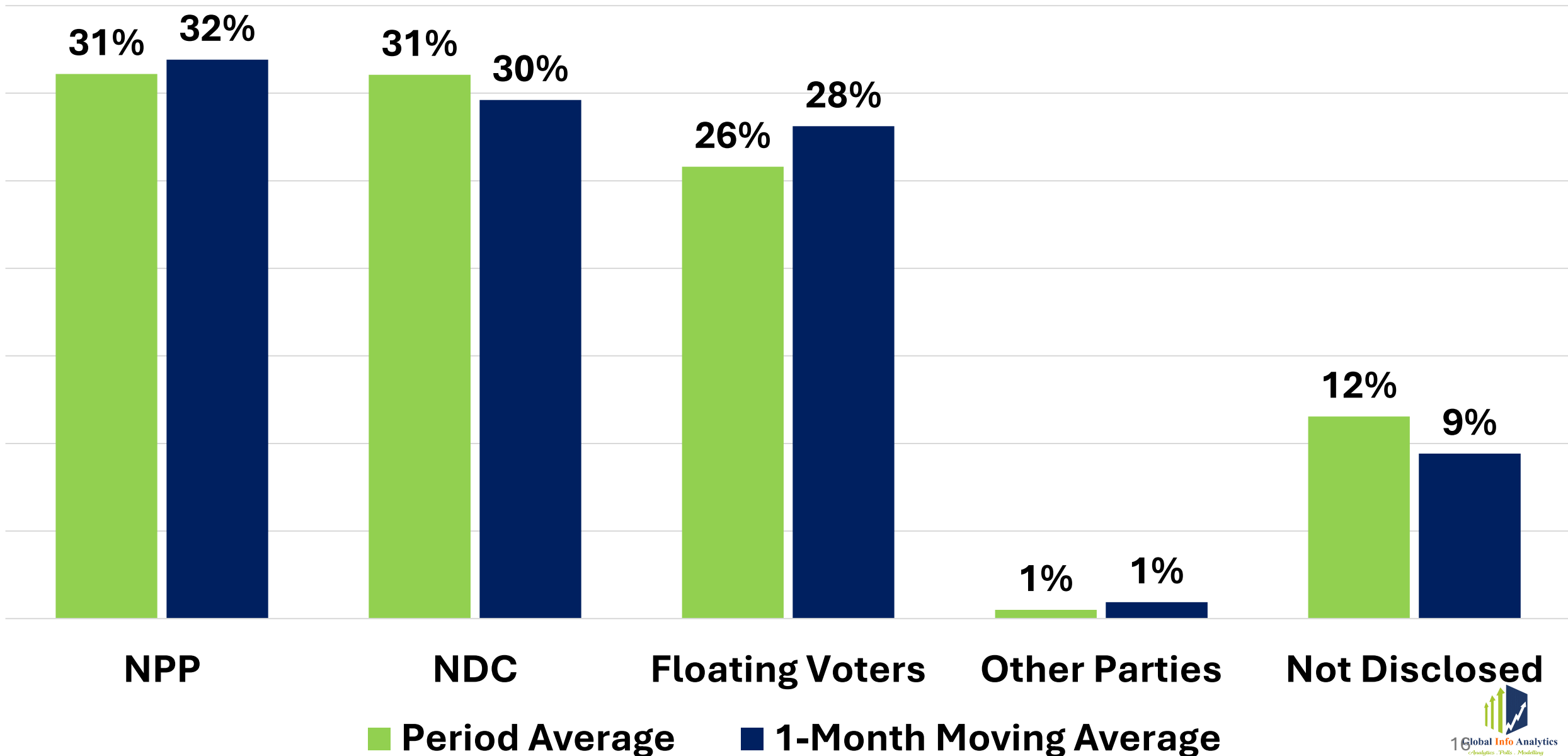
Ethnic Groups



Party Affiliations

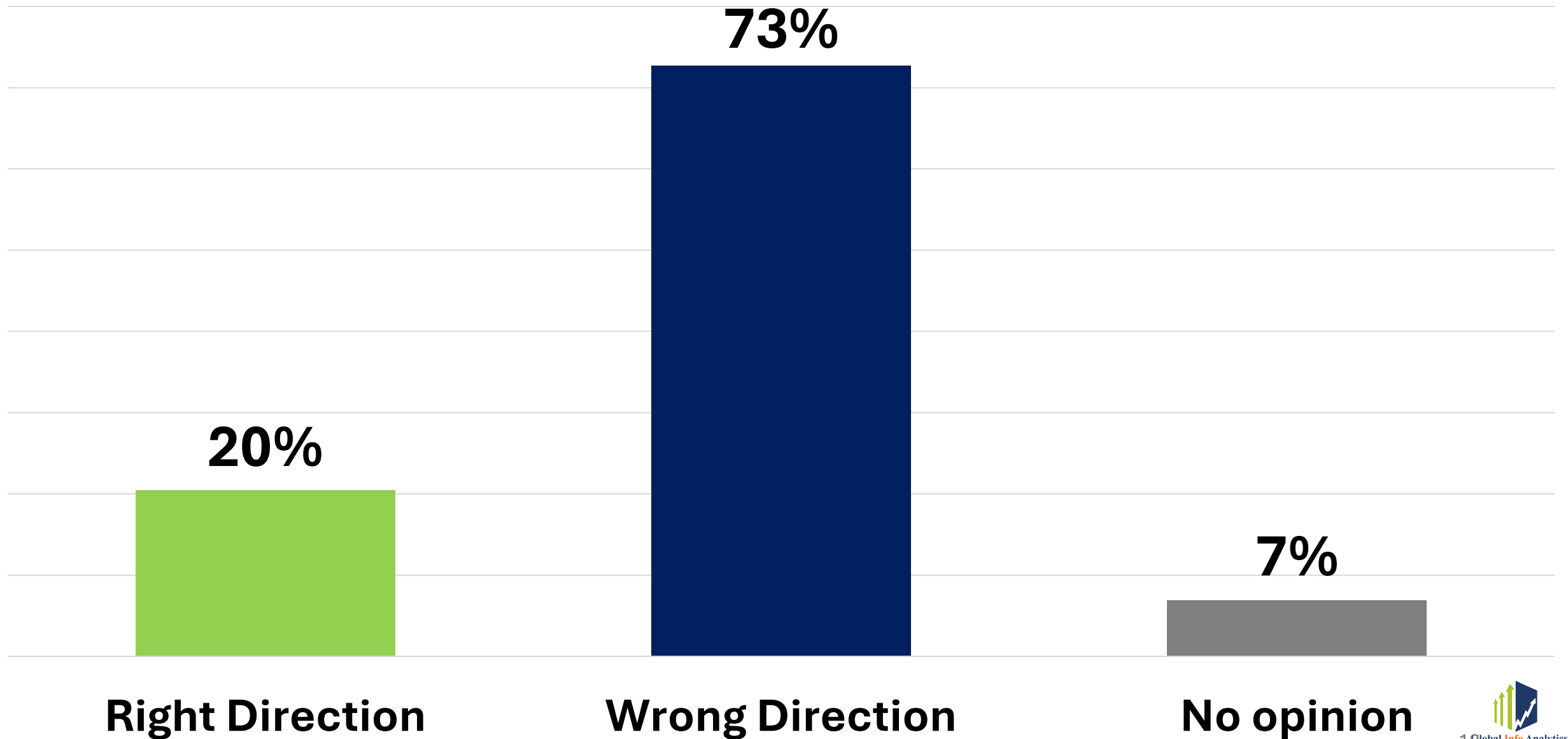


Party Affiliations-Averages

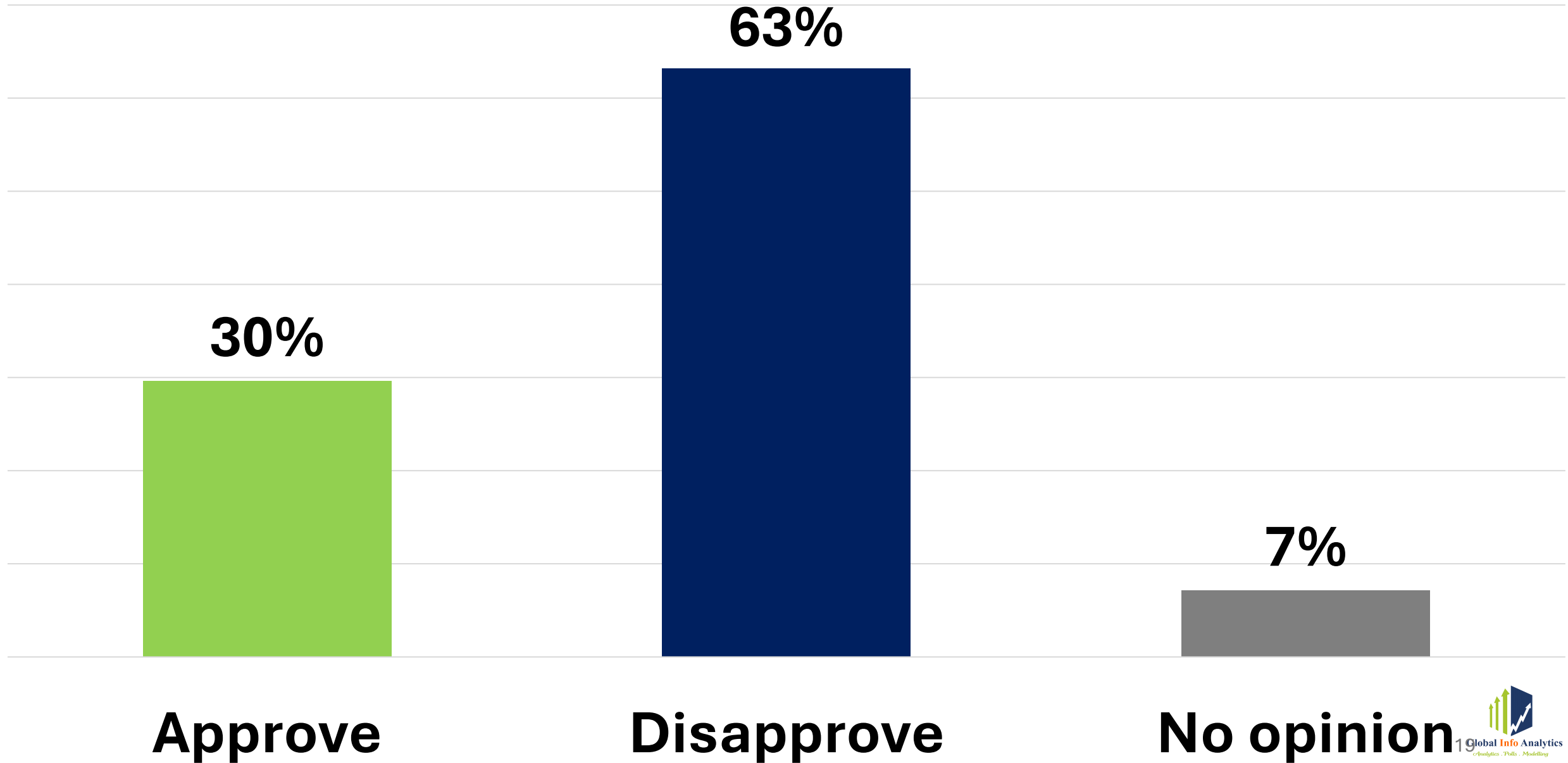


All Voters

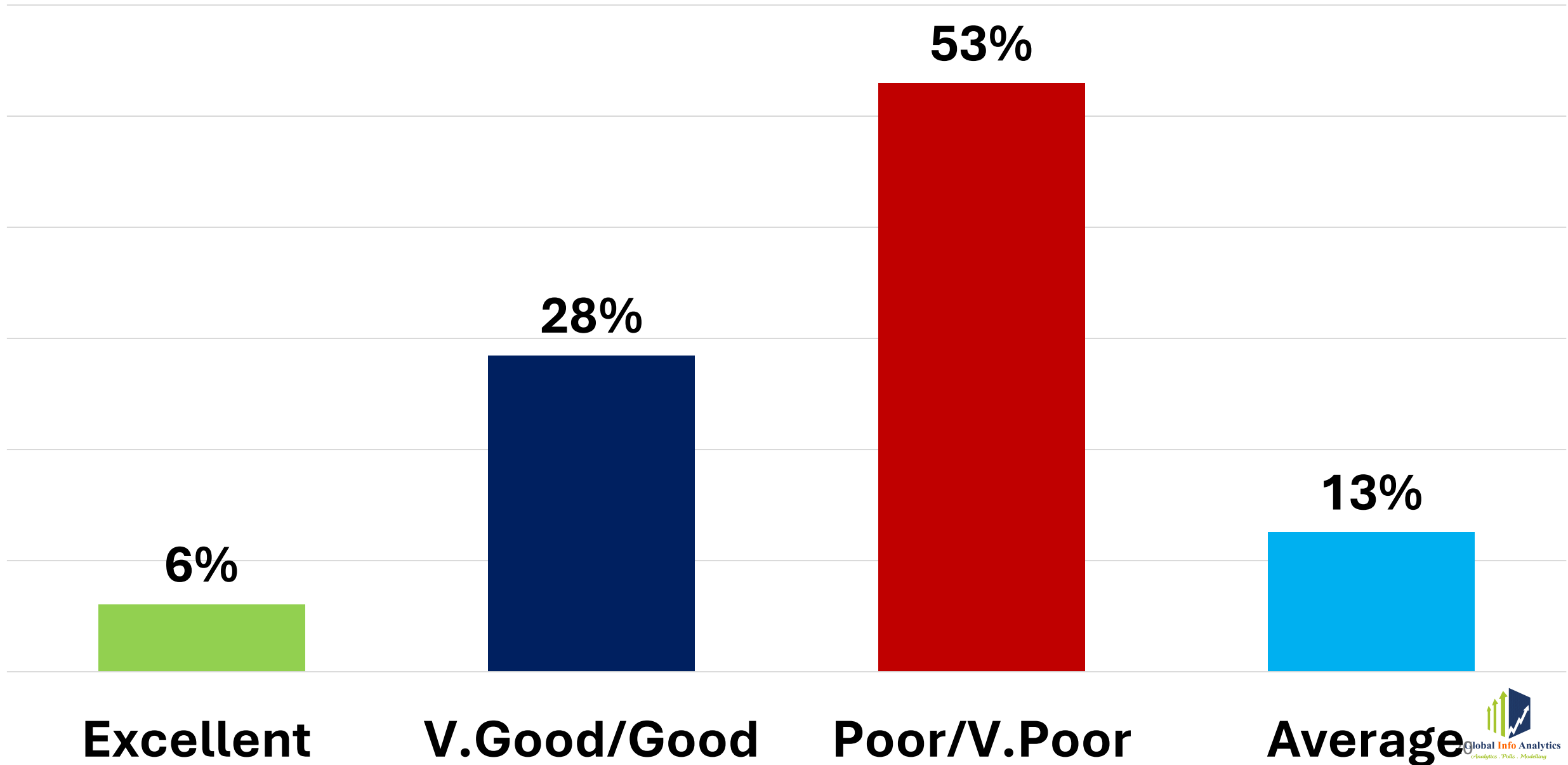
Direction of the Country



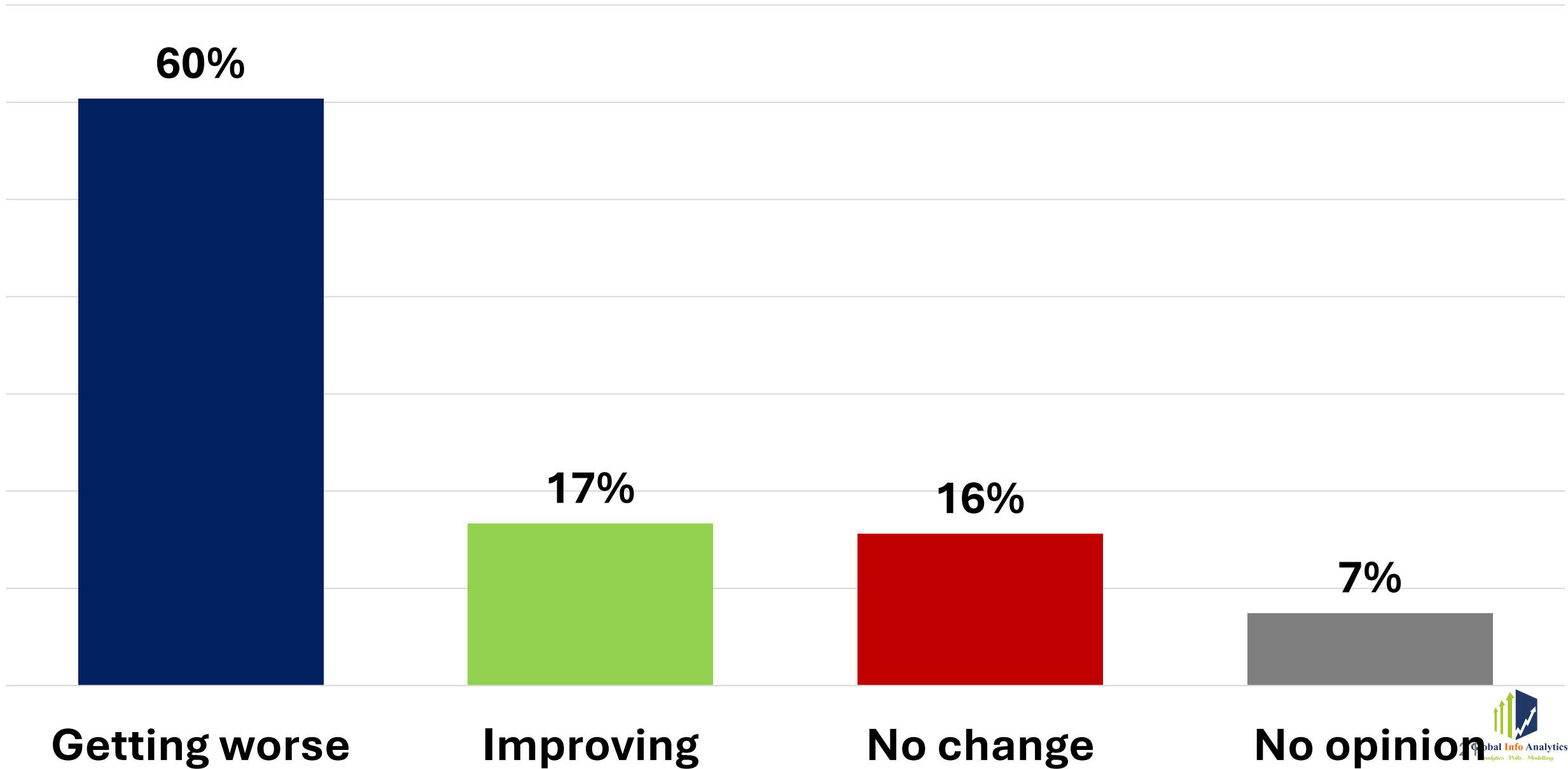
Approval of the President



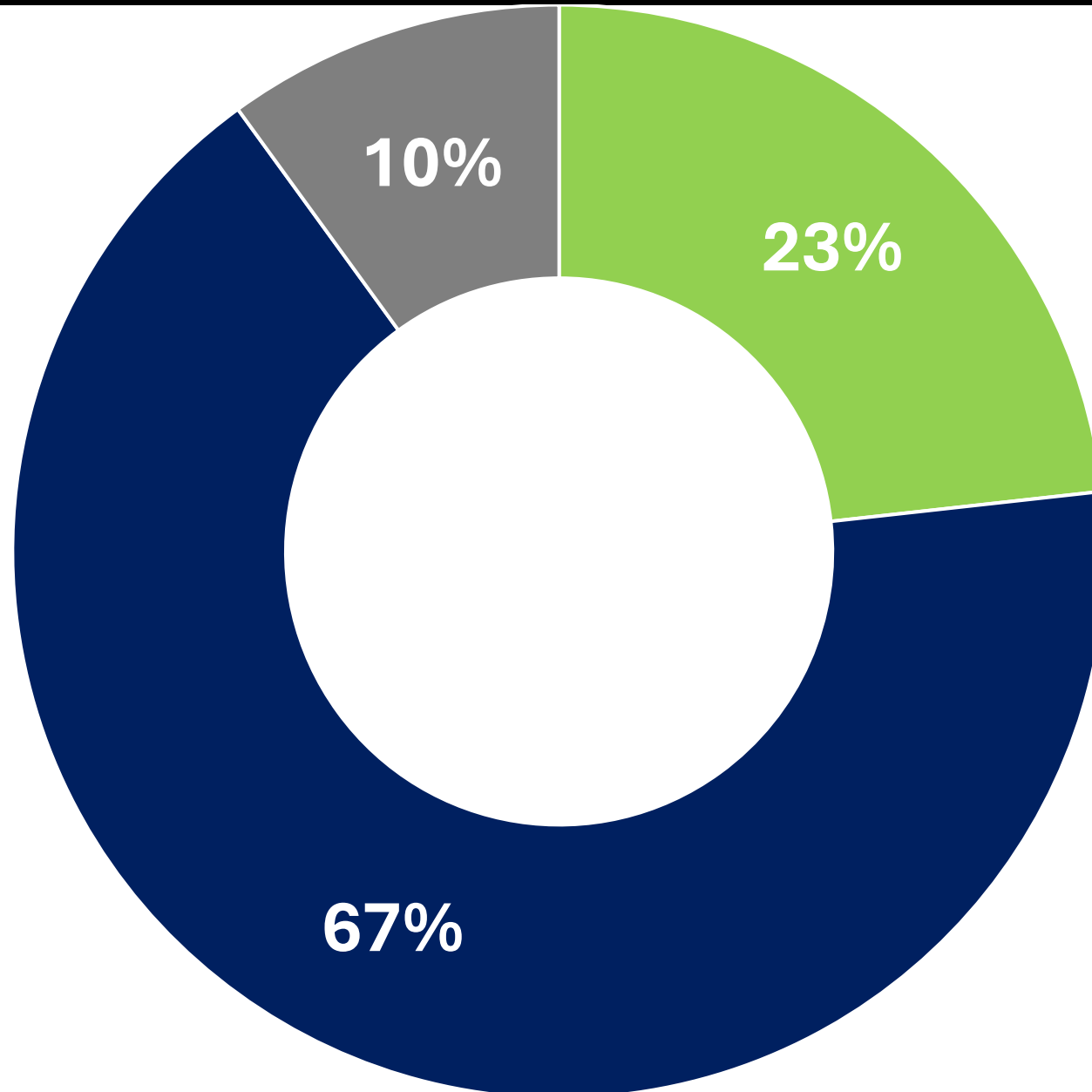
Performance of the NPP Government



State of Corruption

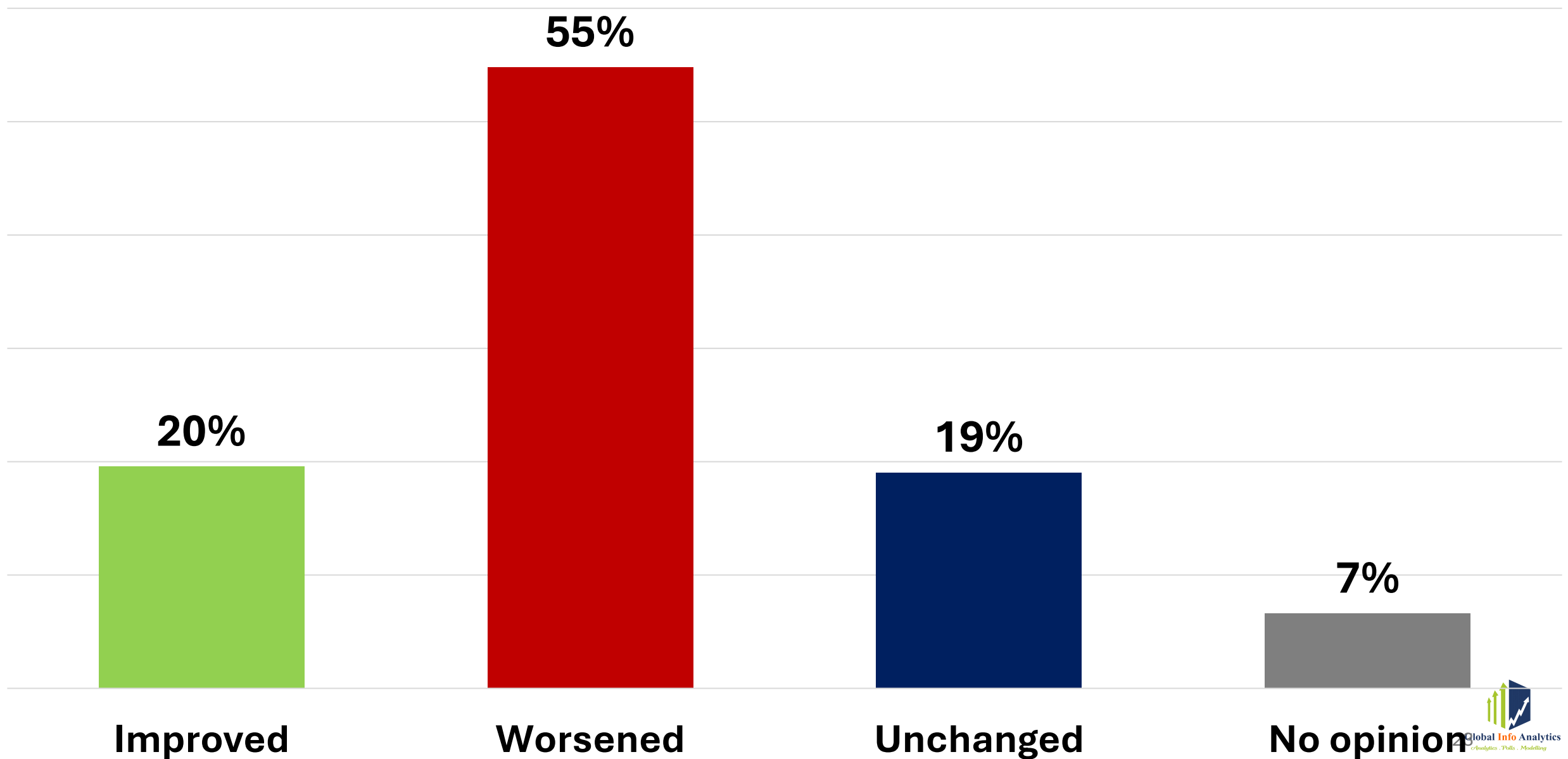


Govt. Fight Against Corruption

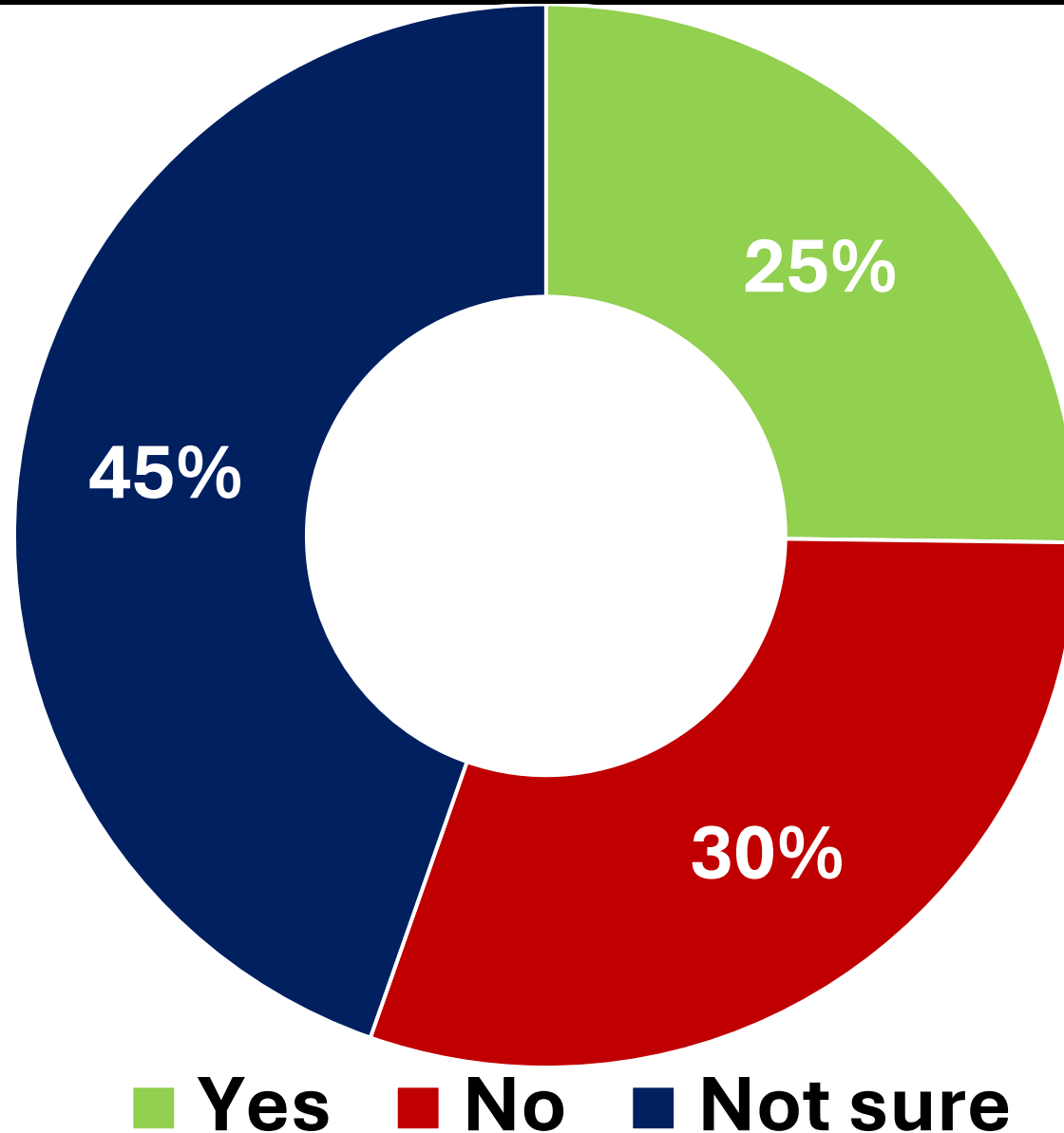


- Yes
- No
- No opinion

Standard of Living



Optimism for Improvement in the next 12 months



Confidence in the Security Services in the election

70%



Confident

22%



No confident

8%



No opinion

Confidence in the Electoral Commission

58%



Confident

30%



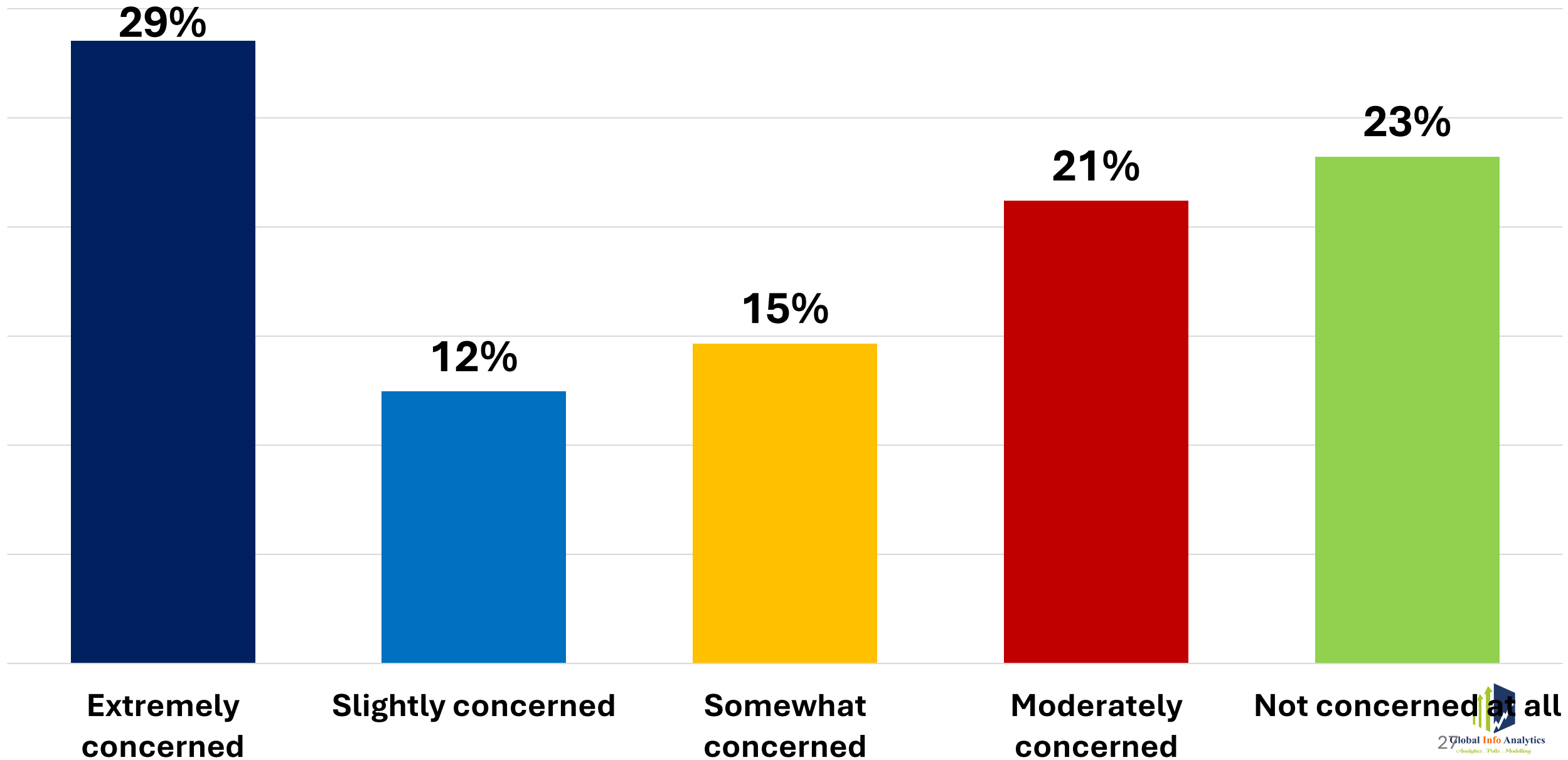
No confident

12%

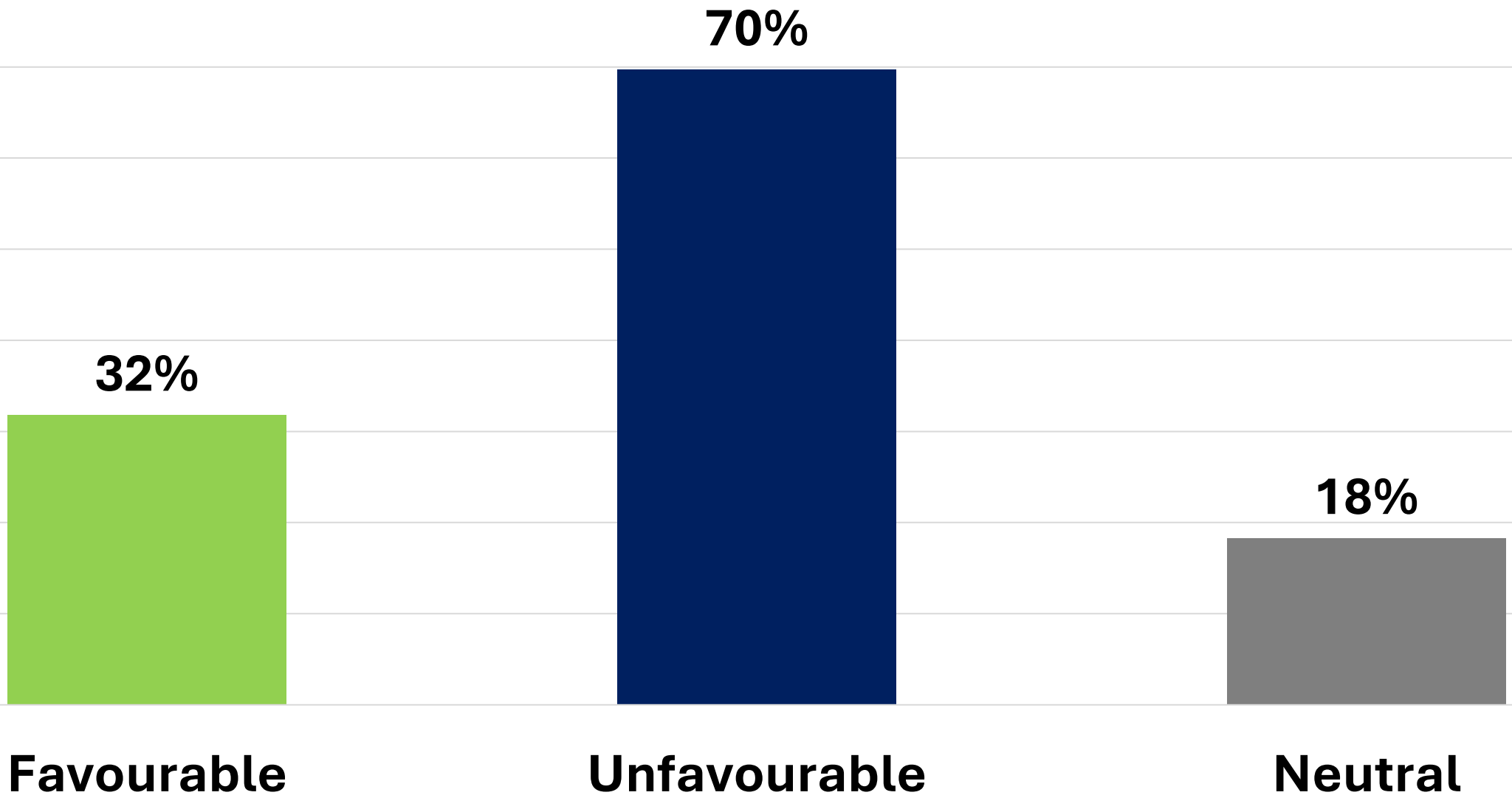


No opinion

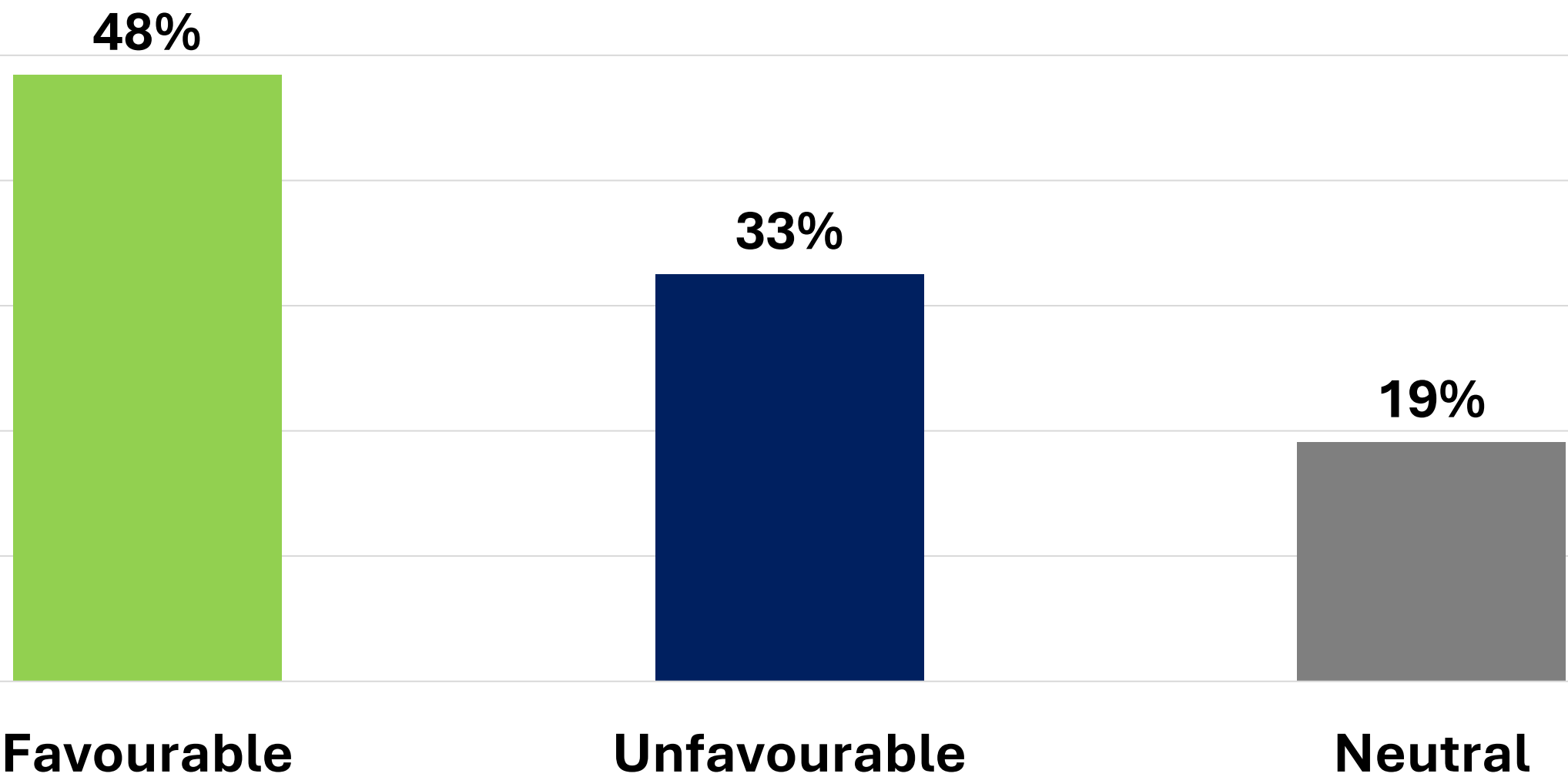
Concern for Election Violence



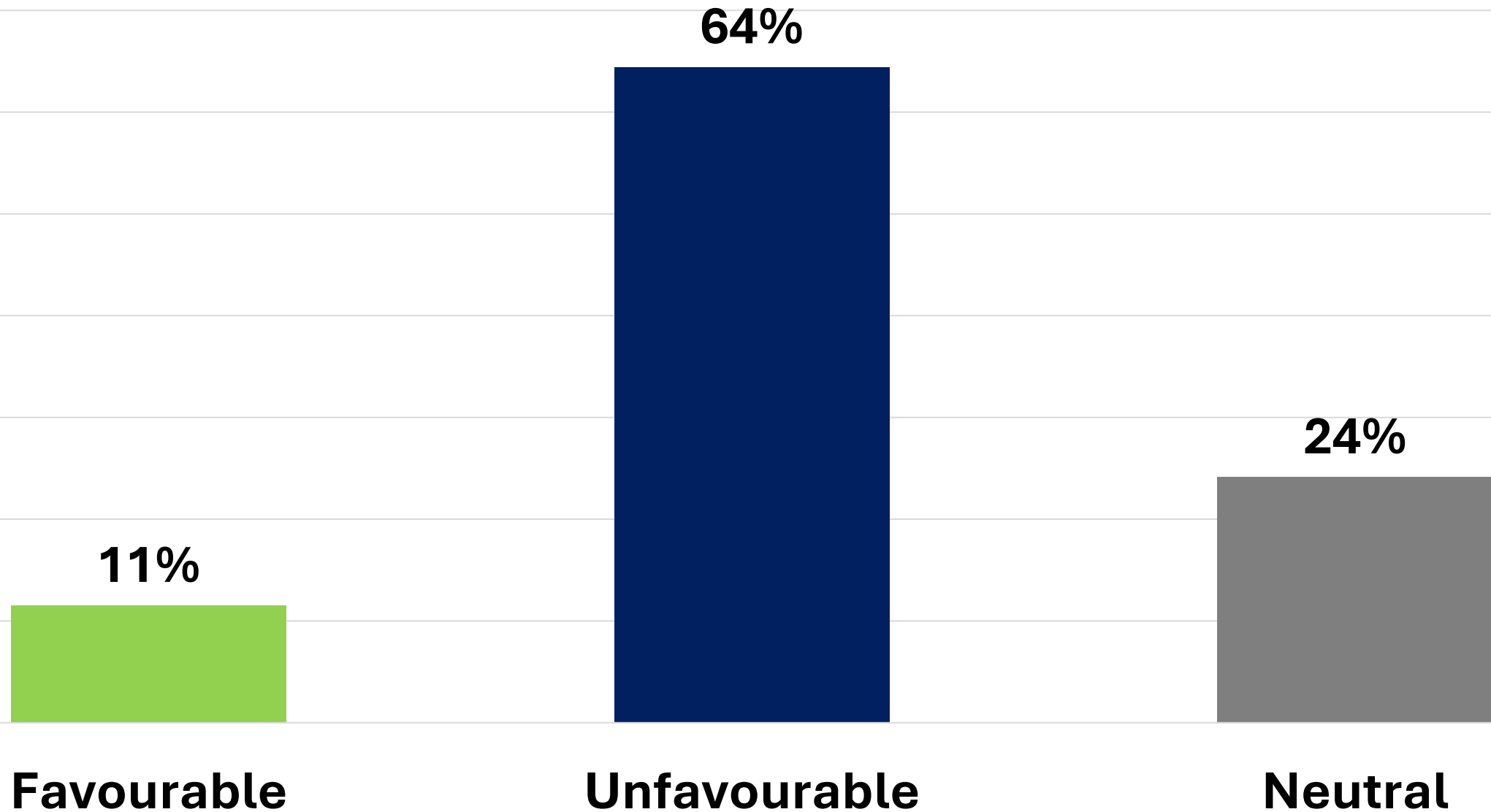
Favourability of the Bold Solutions for Jobs and Business by the NPP



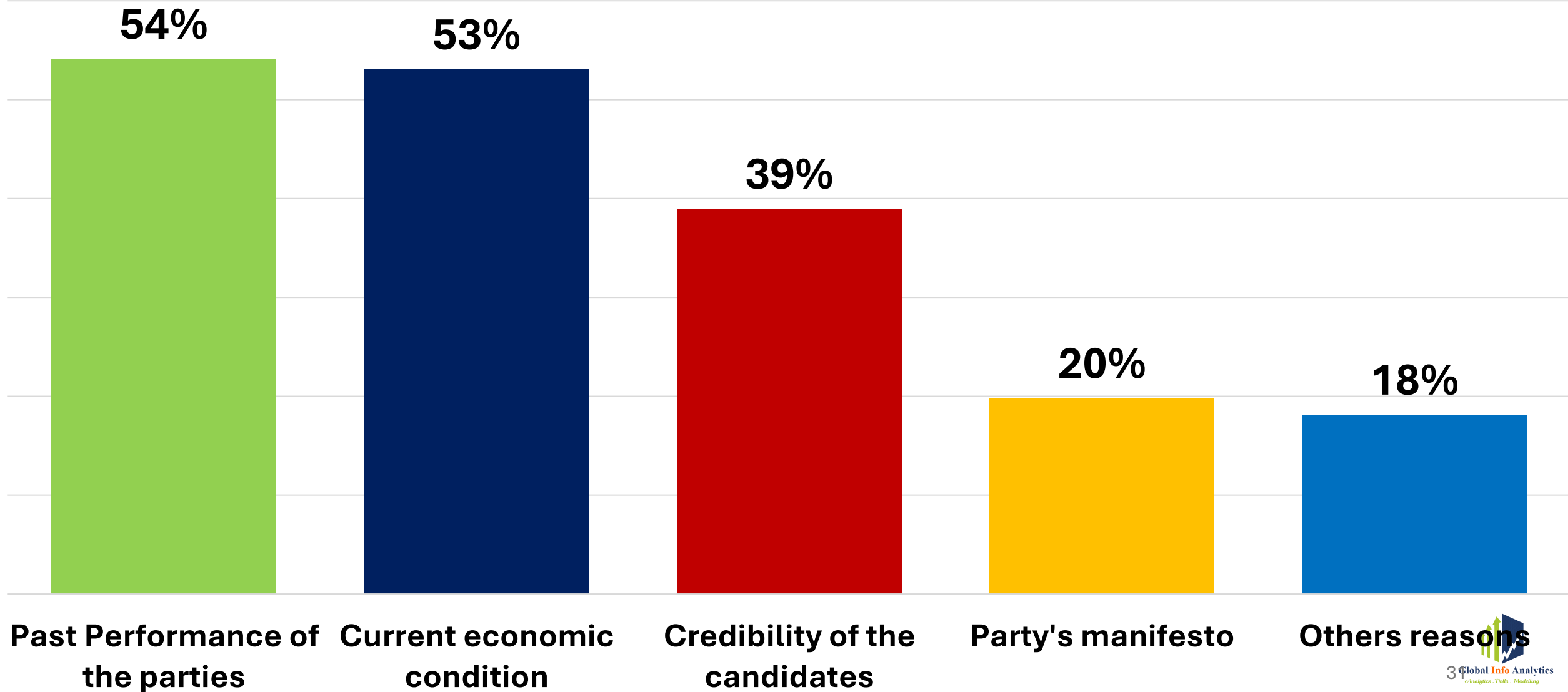
Favourability of the Resetting Ghana, Jobs, Accountability and Prosperity by the NDC



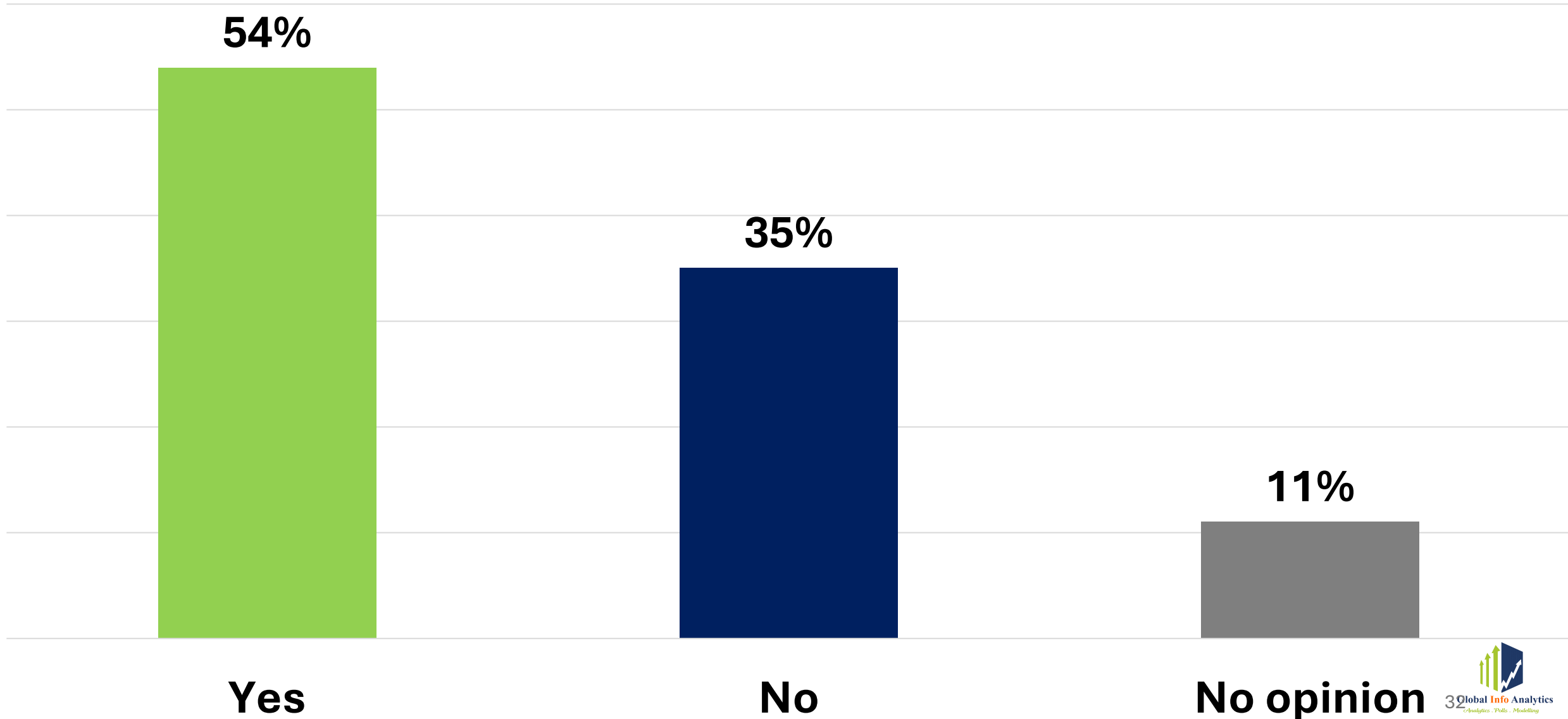
Favourability of the Great Transformational Plan by the Movement for Change



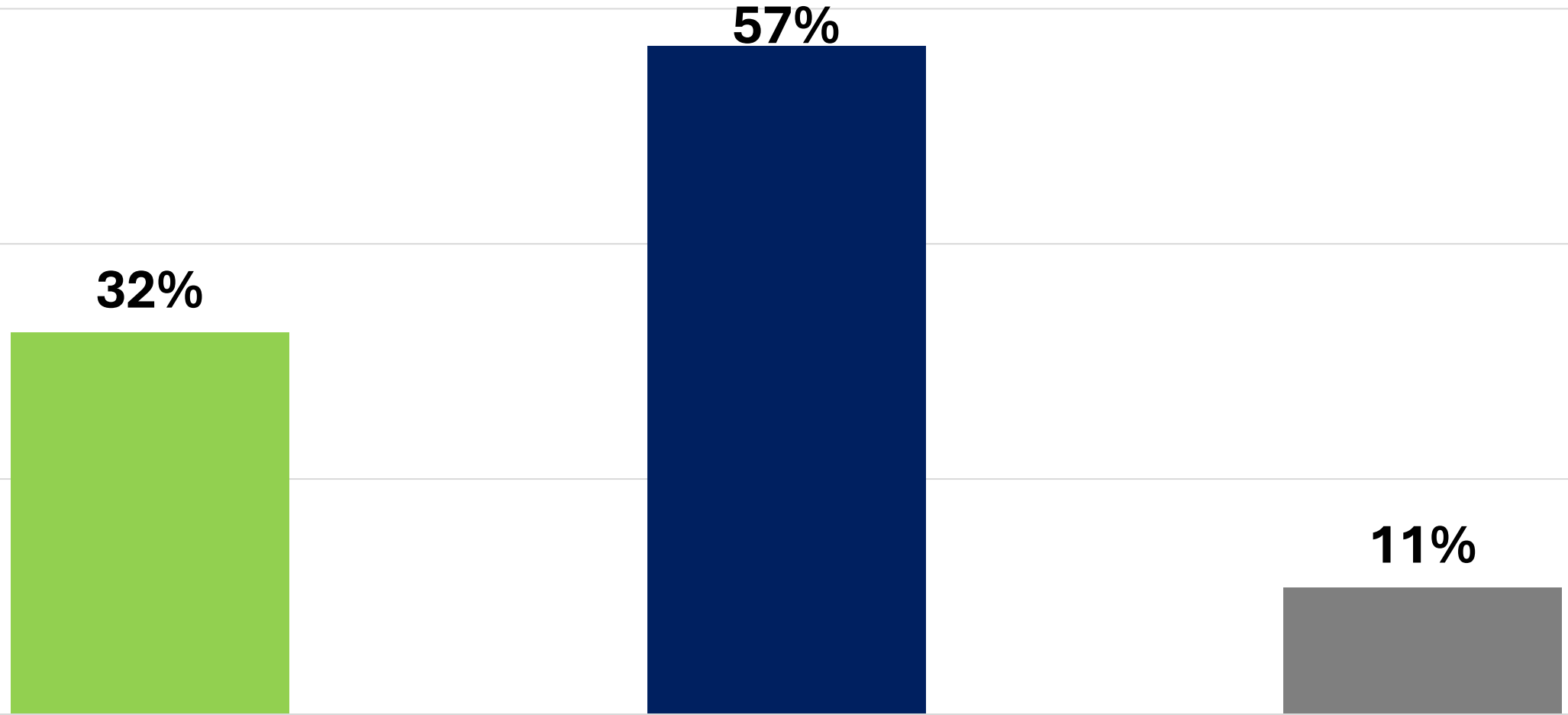
Which of the following have greater influence on you if decide to vote?



Do you support the NDC's "No Academic Fees" for first year students in all public universities in Ghana?



Do you support the NPP's proposal to support teachers to purchase cars?

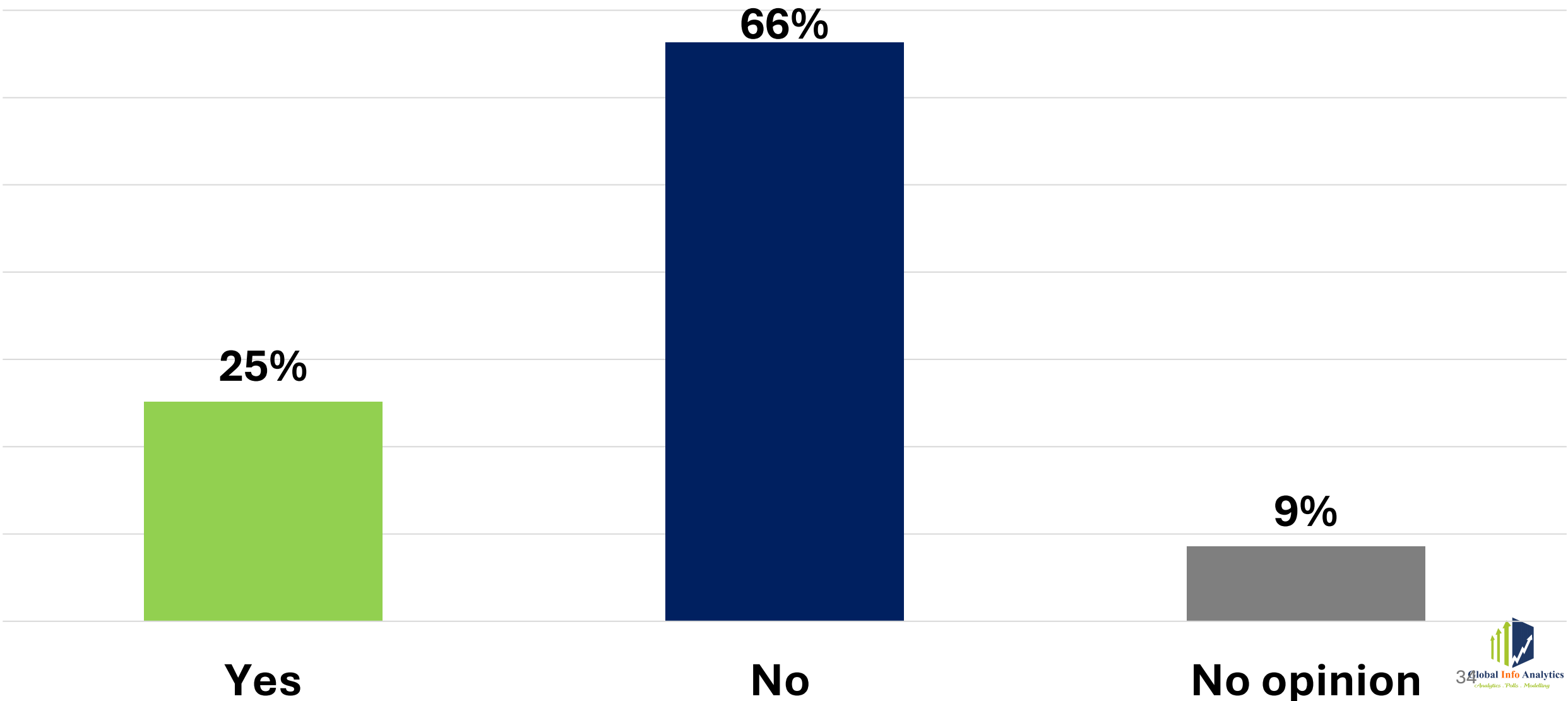


Yes

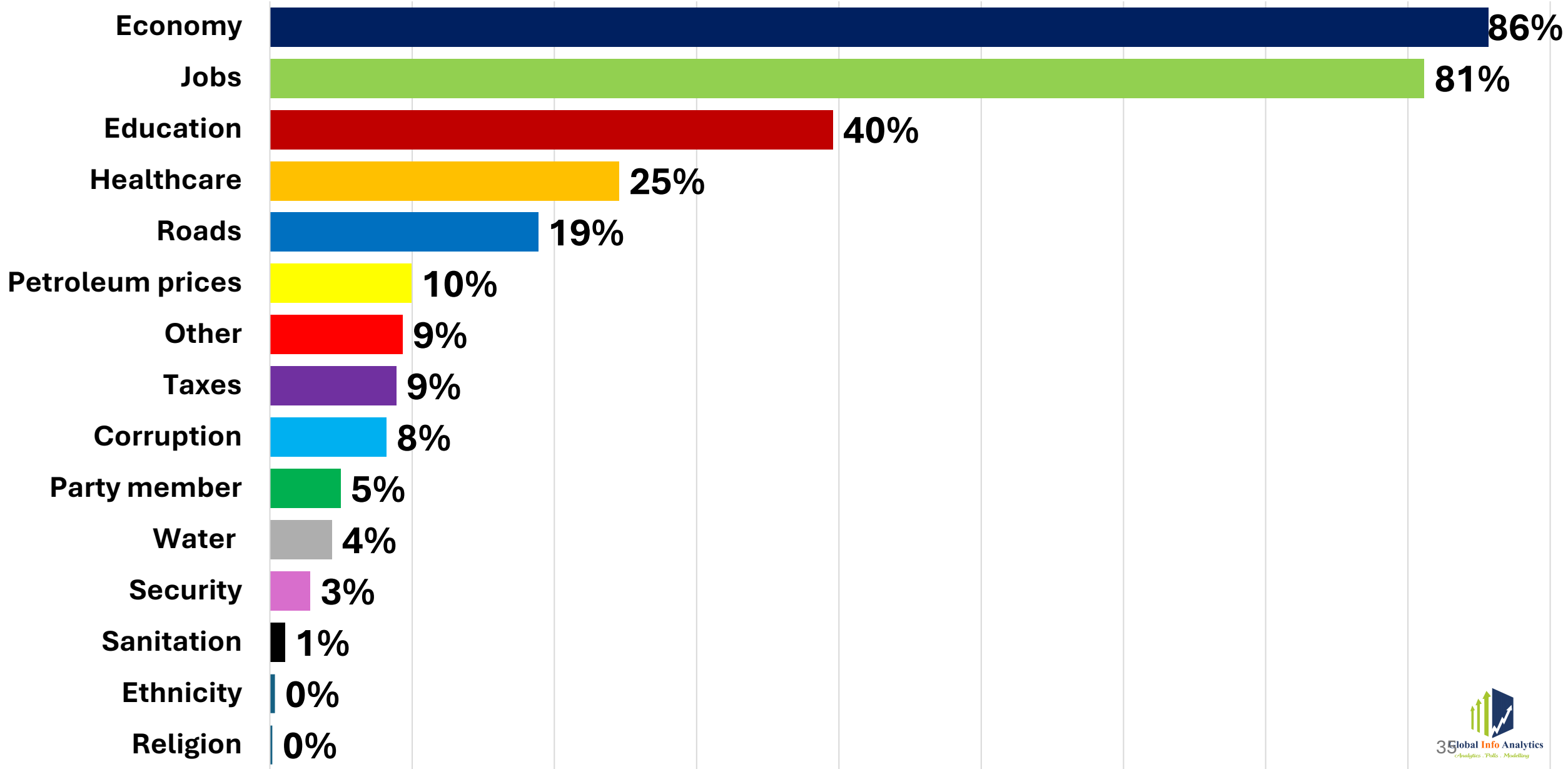
No

No opinion

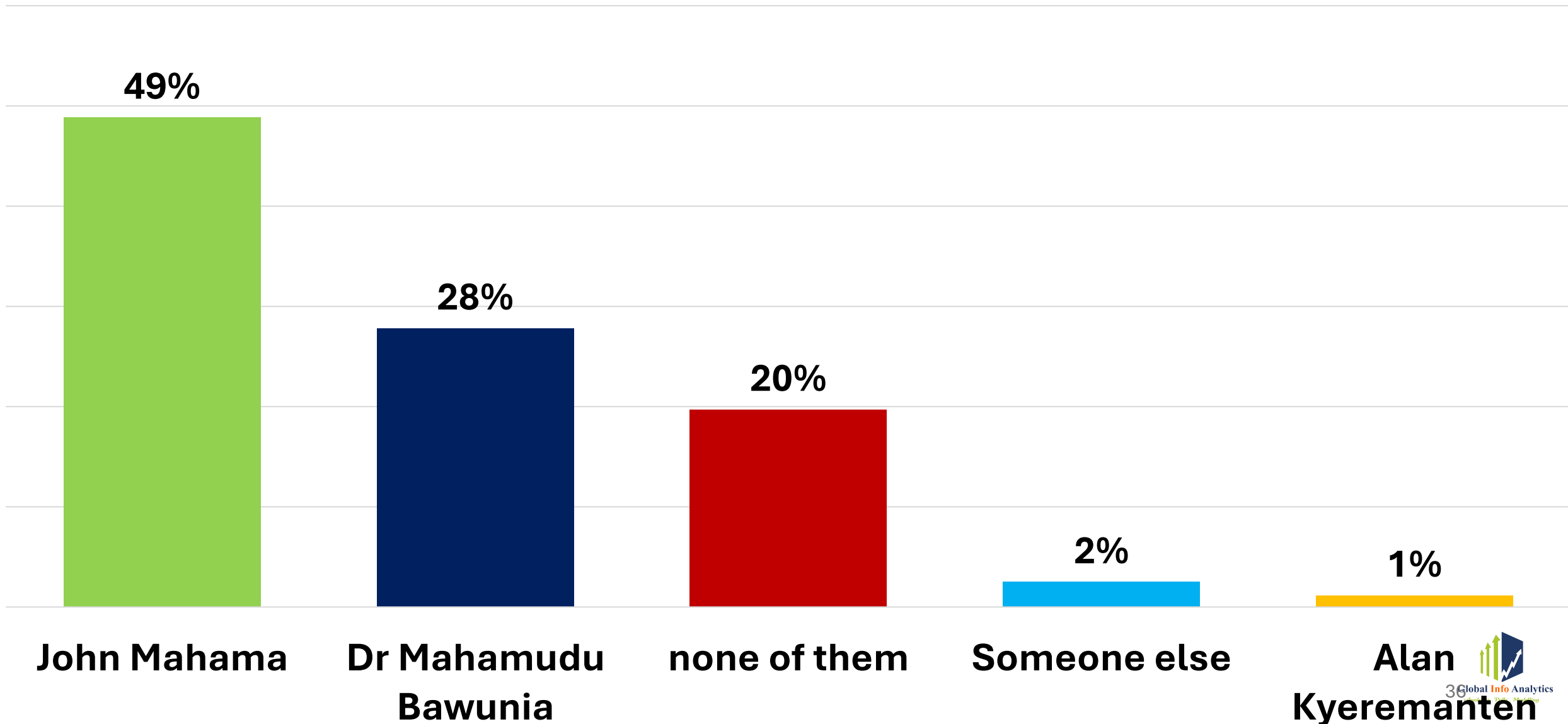
Dr Mahamudu Bawumia says he is just the driver's mate and that he cannot be blamed for the current economic crisis as a mate. Do you agree with this statement from the vice president?



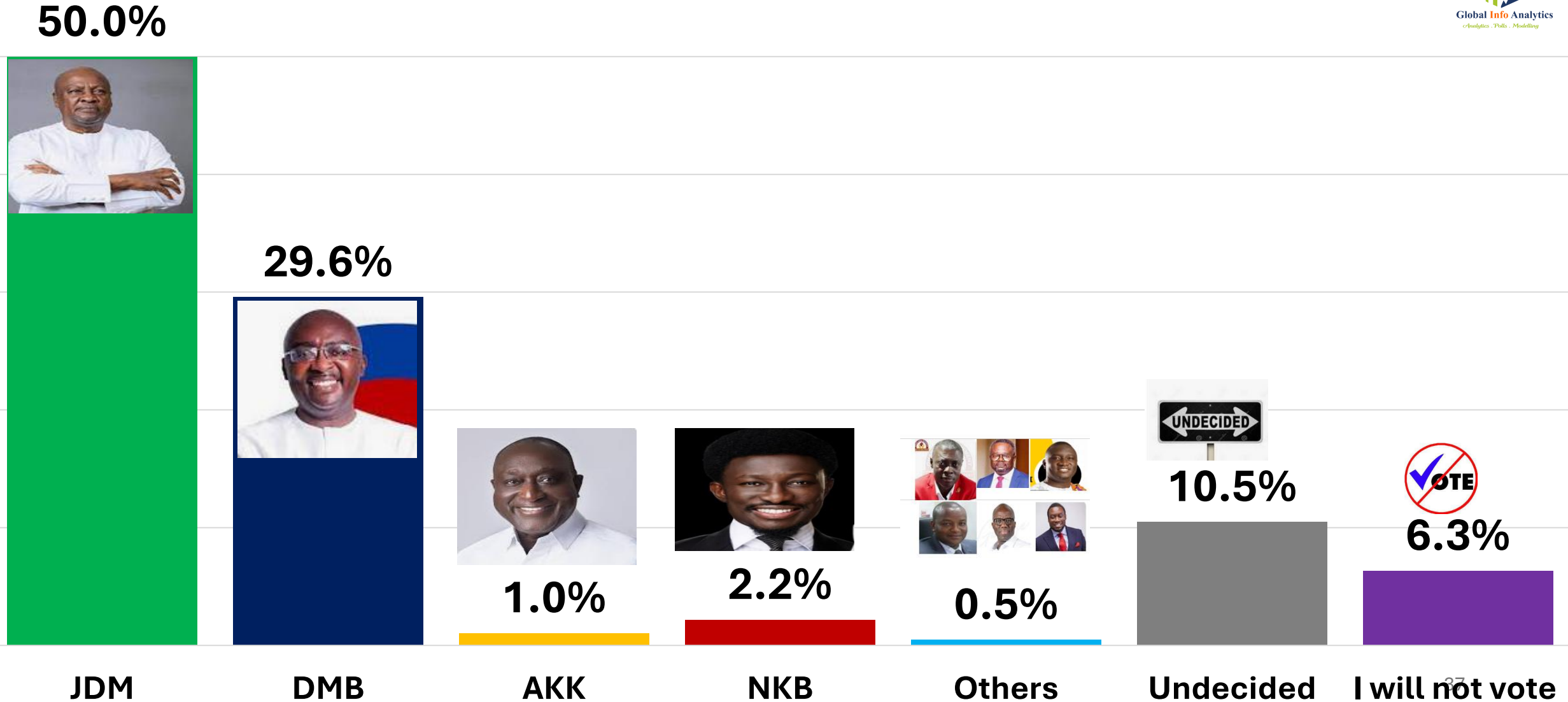
Key Issues for Voters



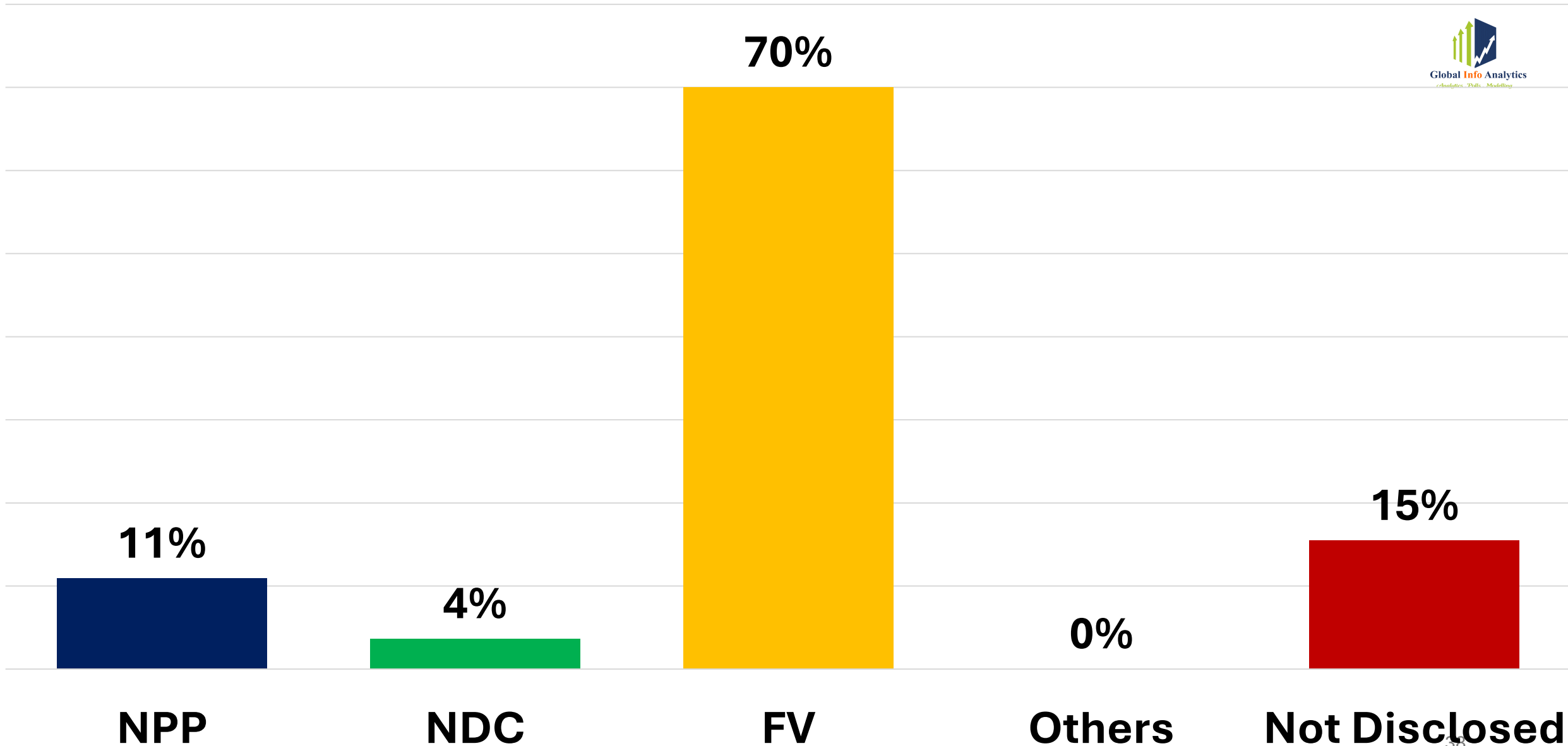
Which of the following candidates do you believe understands and cares for people like you?



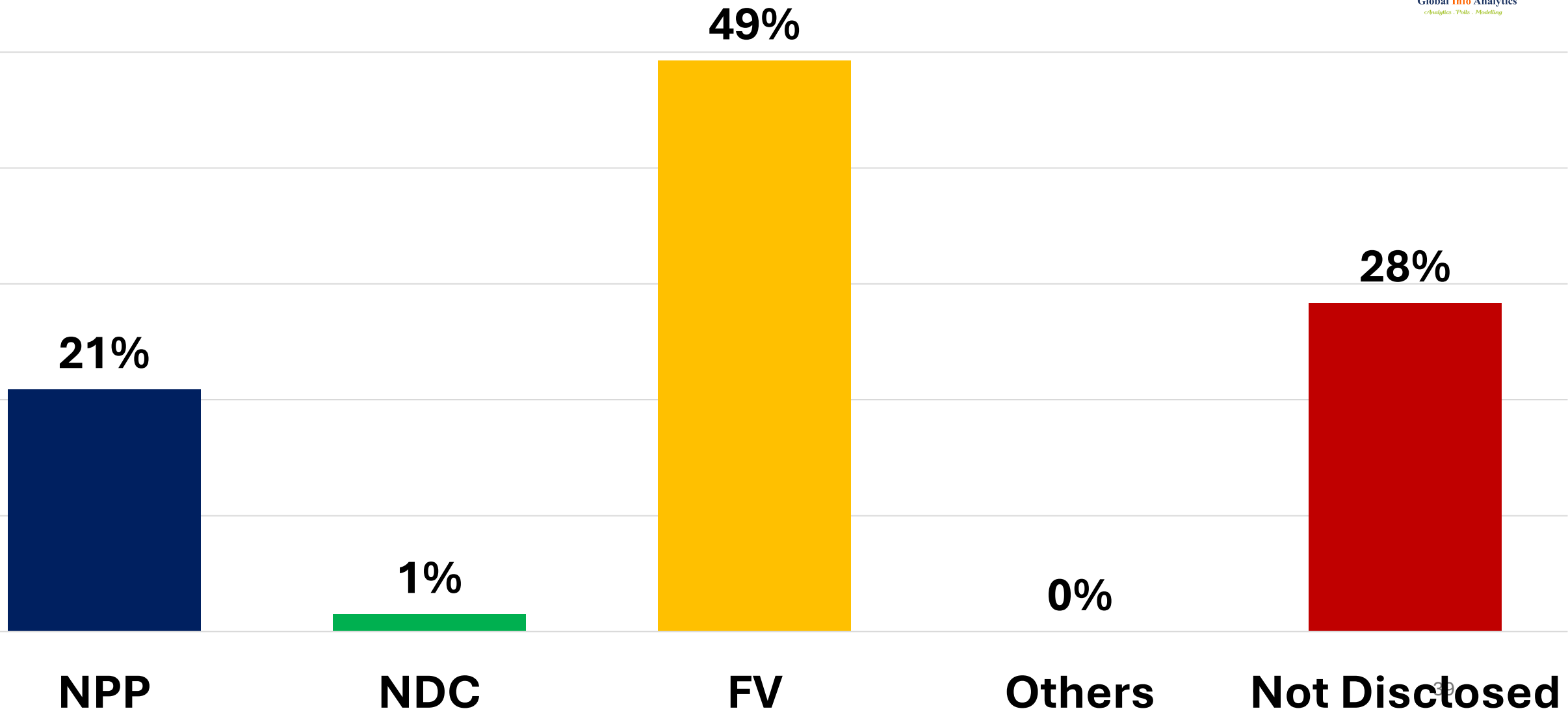
2024 General Election-All voters



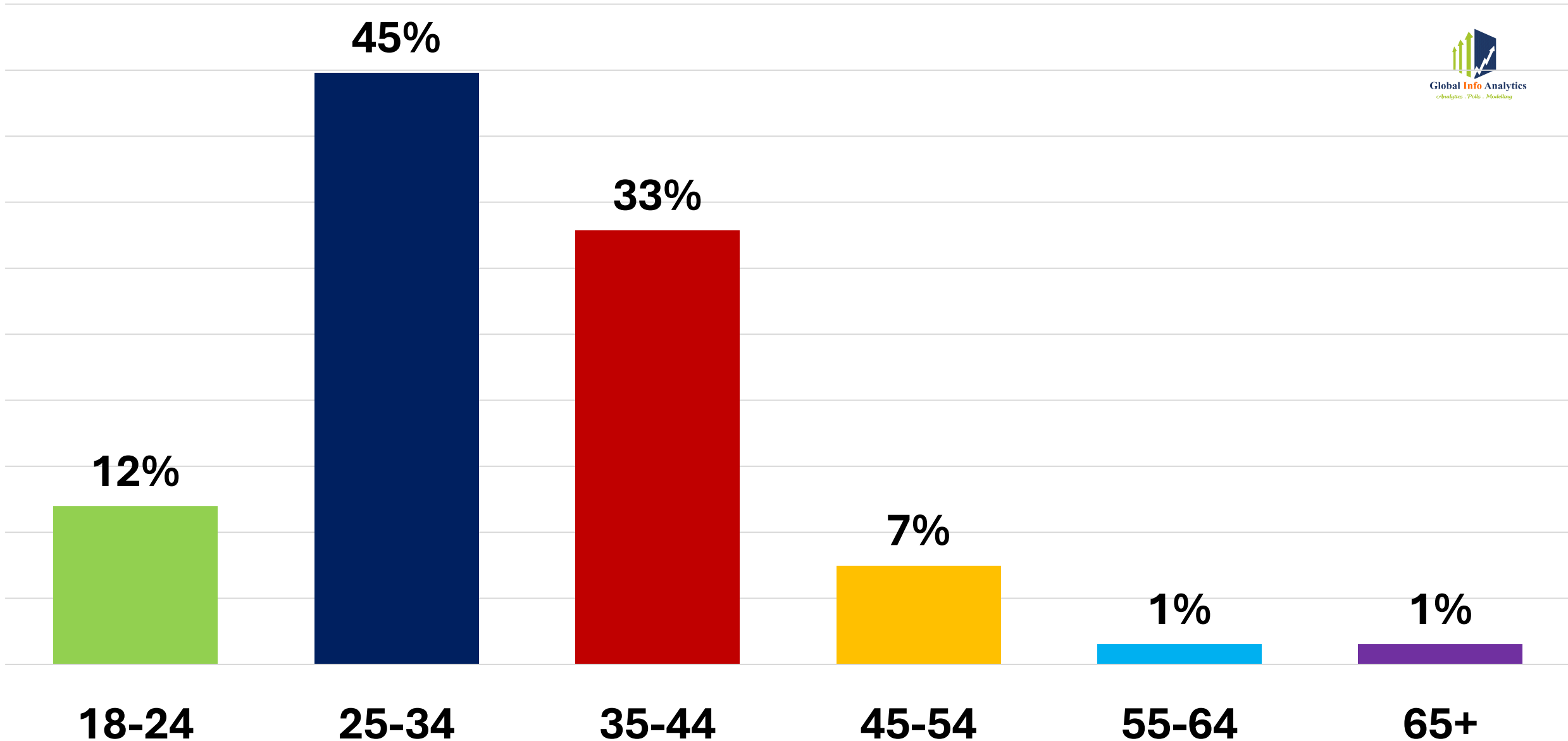
Undecided Voters – Party Affiliation



Voter Apathy – Party Affiliation



Voter Apathy – Age Groups



General Election – Runoff Scenario

JDM v DMB

Runoff-All Voters (JDM v DMB)

52%



30%



16%



2%



JDM

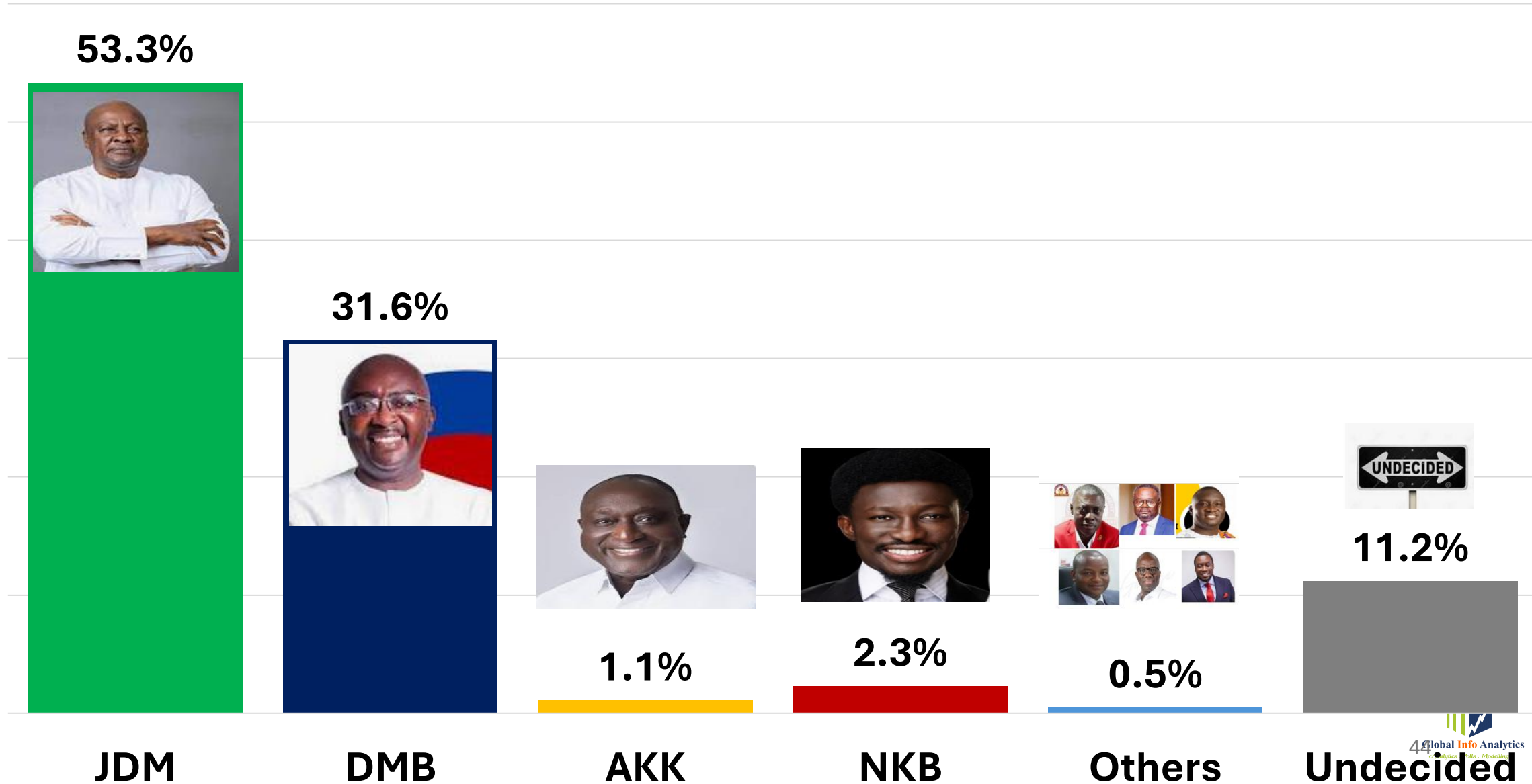
DMB

Undecided

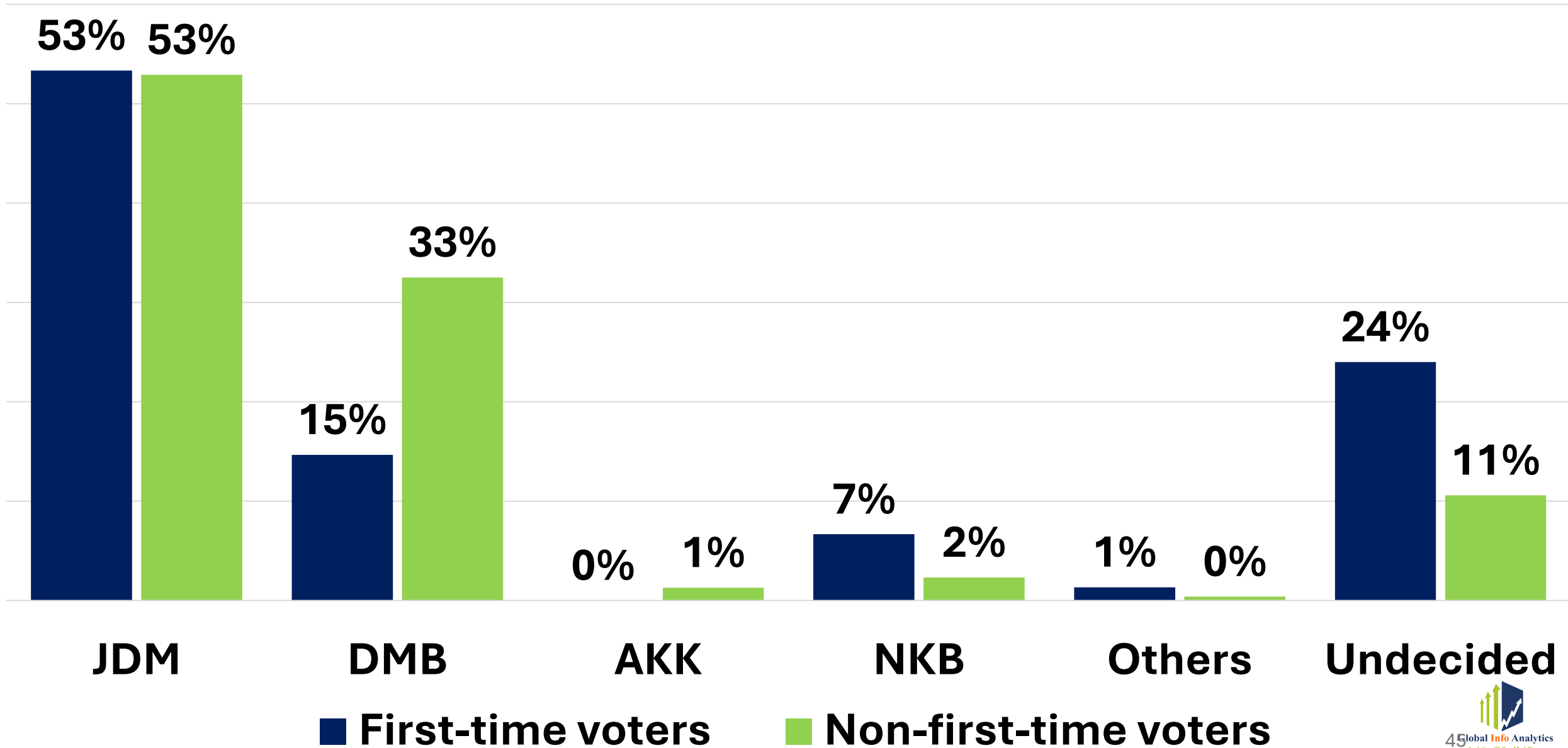
I will not vote

Likely Voters

2024 General Election-Likely Voters



2024 General Election-Likely Voters



General Election – Key Demographics

Presidential-Age

	18-24	25-34	35-44	45-54	55-64	Above 64
JDM	50%	55%	54%	51%	44%	61%
DMB	24%	31%	32%	38%	41%	28%
AKK	0%	1%	1%	1%	3%	0%
NKB	5%	3%	1%	0%	0%	0%
Others	0%	0%	0%	2%	3%	0%
Undecided	21%	9%	12%	8%	9%	11%

Presidential-Education

	JHS	SHS	Tertiary	No Education
JDM	57%	54%	52%	48%
DMB	30%	32%	33%	32%
AKK	1%	1%	2%	0%
NKB	1%	3%	4%	1%
Others	1%	0%	0%	1%
Undecided	10%	10%	9%	18%

Presidential-Religion

	Christianity	Islam	Traditional	Others	Non-religious
JDM	53%	57%	44%	0%	50%
DMB	30%	34%	44%	100%	30%
AKK	2%	0%	0%	0%	0%
NKB	3%	1%	6%	0%	10%
Others	0%	1%	0%	0%	0%
Undecided	13%	7%	6%	0%	10%

Presidential-Religion

	Cath.	Meth.	Presby	Angl	Pent.	Charis.	Others	SDA	JW
JDM	56%	55%	54%	64%	52%	57%	32%	40%	100%
DMB	28%	33%	30%	18%	29%	29%	42%	30%	0%
AKK	1%	1%	1%	0%	2%	0%	6%	0%	0%
NKB	2%	1%	1%	5%	5%	3%	0%	5%	0%
Others	2%	0%	0%	0%	0%	0%	0%	0%	0%
Undecided	12%	10%	13%	14%	12%	11%	20%	25%	0%

Presidential-Islamic Sects

	Sunnah	Shia	Tijaniyya	Ahmadiyya	Others
JDM	58%	64%	50%	41%	73%
DMB	30%	36%	48%	47%	20%
AKK	0%	0%	0%	0%	0%
NKB	1%	0%	0%	3%	0%
Others	1%	0%	0%	3%	0%
Undecided	10%	0%	3%	6%	7%

Presidential-Religion

	Akan	Guan	Ga-Adangme	Ewe	Mole-Dagbani	Gurma	Grusi	Mande	Gur	Others
JDM	46%	65%	65%	74%	53%	58%	50%	58%	100%	65%
DMB	36%	24%	10%	12%	36%	21%	25%	33%	0%	30%
AKK	2%	3%	3%	0%	0%	0%	0%	0%	0%	0%
NKB	3%	0%	10%	0%	0%	0%	0%	0%	0%	1%
Others	1%	0%	2%	0%	1%	0%	0%	0%	0%	0%
Undecided	11%	8%	10%	14%	10%	21%	25%	8%	0%	4%

Presidential-Party Affiliation

	NPP	NDC	FV	Others	Not Disclosed
JDM	12%	97%	55%	0%	27%
DMB	81%	1%	12%	11%	19%
AKK	2%	0%	1%	33%	0%
NKB	1%	1%	4%	56%	5%
Others	1%	0%	1%	0%	3%
Undecided	4%	1%	27%	0%	46%

Runoff-All Voters (JDM v DMB)

51.9%



30.4%



15.8%



1.9%



JDM

DMB

Undecided

I will not vote

Runoff-Likely Voters (JDM v DMB)

52.9%



JDM

30.9%



DMB

16.2%



Undecided

Regardless of your choice in the election, which of the following leading candidates do you believe has the competence, experience and track record to better manage the current challenges we face as a country?

63%



36%



1%



John Mahama

**Dr Mahamudu
Bawumia**

Alan Kyeremanten

Did you vote in the 2020 Elections?

92%



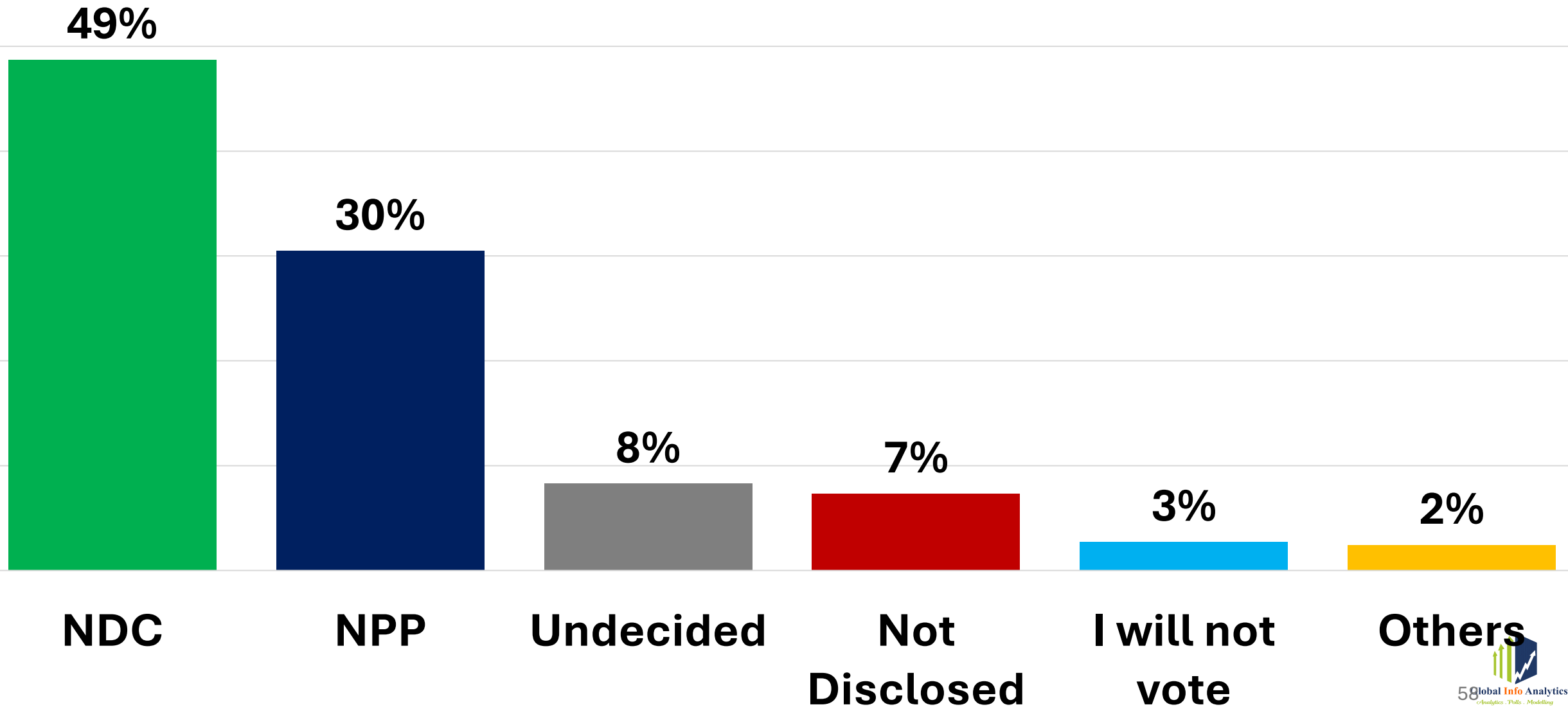
Yes

8%

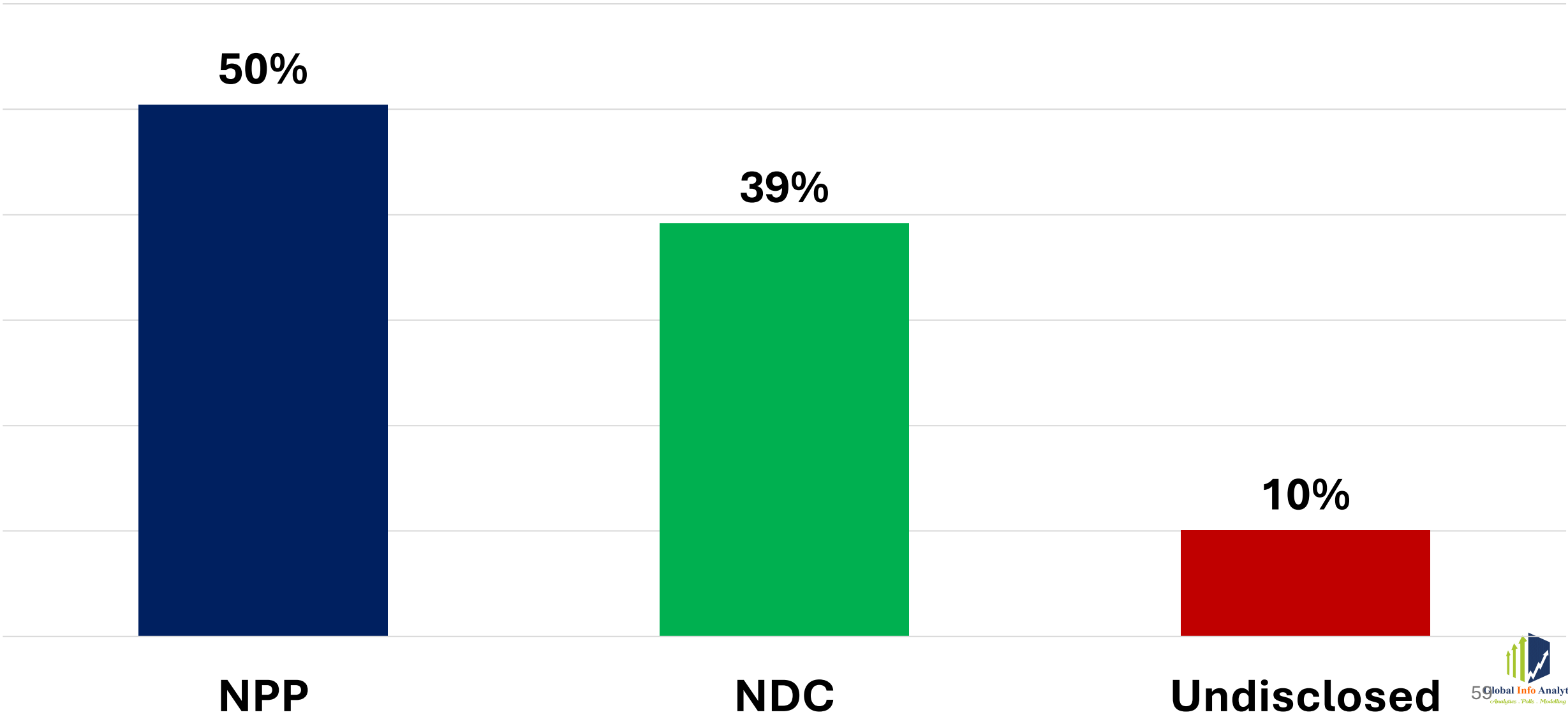


No

Parliamentary voting intentions- 2024



Which Party's candidate did you vote for in the 2020 Parliamentary Elections?



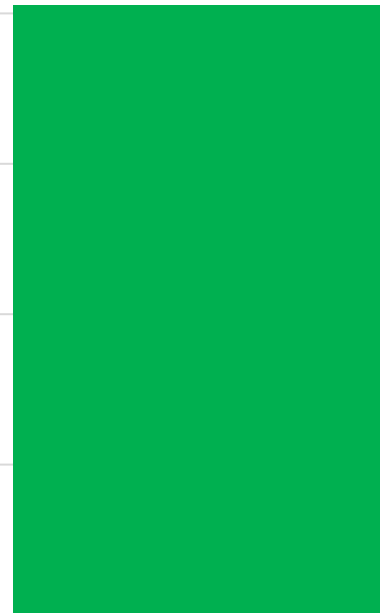
How they voted in the 2020 Presidential Elections

59%



Nana Akufo Addo

40%

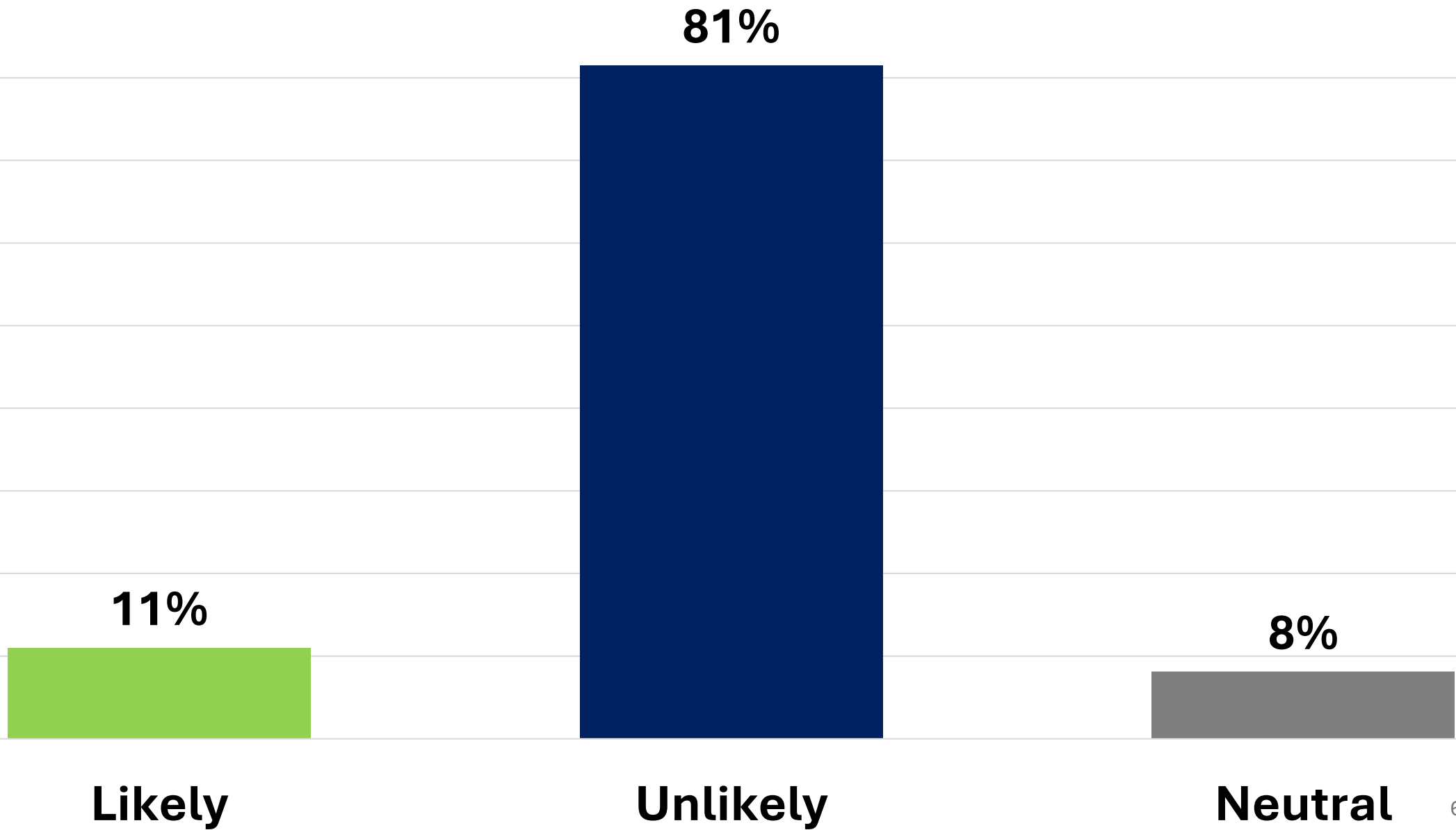


John Mahama

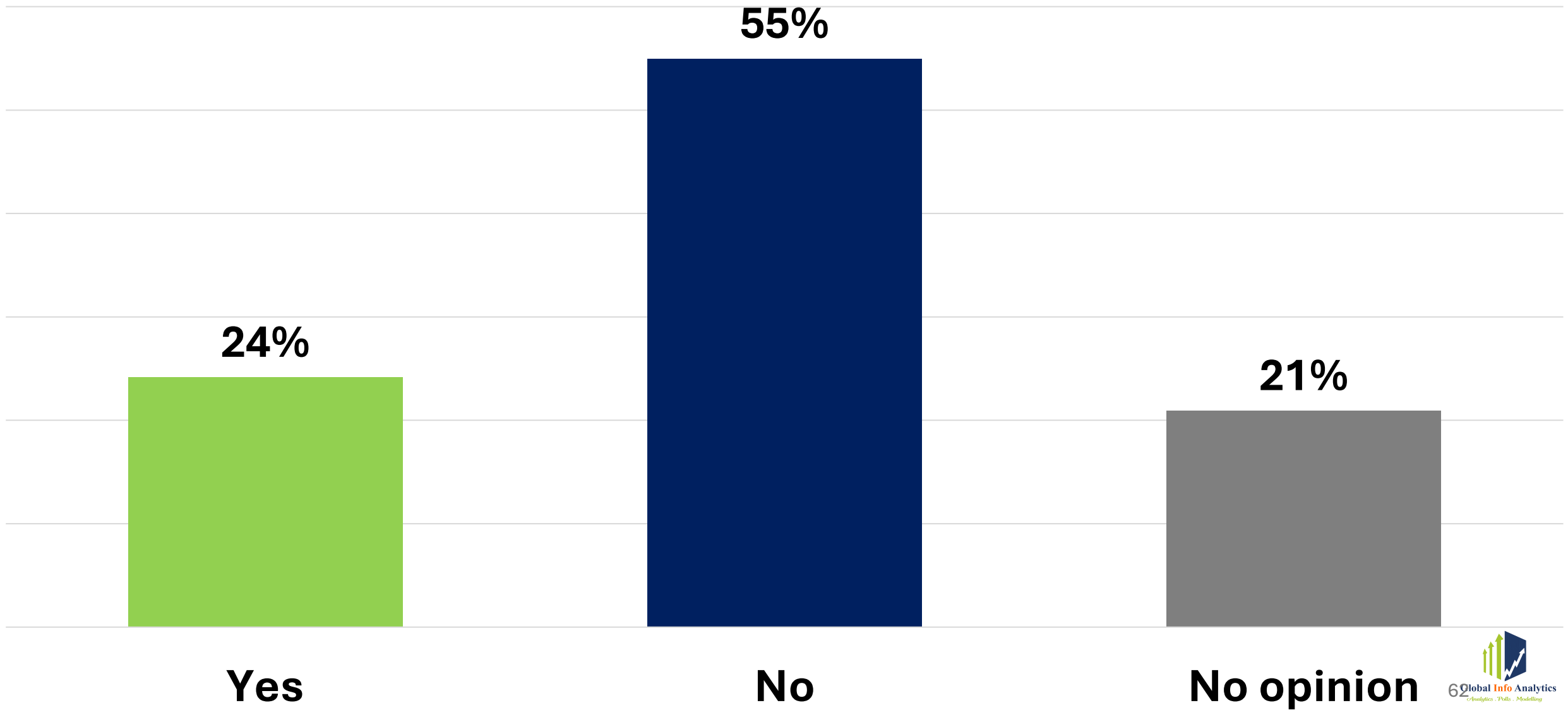
1%

Someone else

Likelihood of Changing Mind



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





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