



Global Info Analytics

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**Western Region Special Poll
Effia, Takoradi, Sekondi,
Kwesimintsim & Essikado-Ketan
constituencies
4th September 2024**

Executive Summary

- ❑ A special poll conducted in the in the Takoradi, Sekondi, Effia, Essikado-Ketan and Kwesimintsim constituencies in the Western region shows that 69% of voters believe Ghana is headed in the wrong direction, 15% believe it is headed in the right direction and 16% say they have no opinion.
- ❑ The poll also shows that 68% of voters disapprove of the performance of the president, while 23% approve and 9% did not have an opinion.
- ❑ 9% of voters say their standard of living has improved compared to twelve (12) months ago, 47% say it has gotten worse, 37% say it is unchanged and 7% did not have an opinion.
- ❑ On the question of which party's manifesto is more credible and achievable, 30% believe the NDC manifesto is more credible and achievable, 22% believe it is NPP's, 3% say it is M4C's plan and 45% of voters did not have an opinion about the manifestoes and their credibility. The biggest support for any of the manifestoes comes from Takoradi where 61% say the NDC's Resetting Ghana, Jobs, Accountability, Prosperity is more credible compared 11% who say the NPP's Bold Solutions for Jobs and Business is credible and achievable.
- ❑ On what will influence voters most in the upcoming election, the current economic condition tops with 72%, parties past performance, 46%, credibility of the candidates, 36% and manifestoes, 33%.
- ❑ When voters were asked who they will vote for if the 2024 elections was held today, John Dramani Mahama (JDM) leads with 35.7%, Dr Mahamudu Bawumia (DMB), 22.7%, Alan Kwadwo Kyeremanten (AKK), 3.8%, Nana Kwame Bediako (NKB), 3.5%, others, 1%, undecided, 12.3% and I will not vote 20.9%. However, using committed likely voters, which exclude voters who are undecided and will not vote, JDM, 53%, DMB, 34%, AKK, 6%, NKB, 5% and others 2%.



Executive Summary

- ❑ The poll also shows that 3% of NPP voters will vote for JDM, 93% for DMB, 2% for AKK and 1% for NKB. In the case of NDC voters, 98% will vote for JDM, 1% for DMB and another 1% for AKK. Among floating voters, who form majority in the constituencies polled, JDM leads with 63%, DMB, 14%, AKK, 11%, NKB 7% and others, 5%.
- ❑ The poll also shows that of those respondents who voted for Nana Addo in the 2020 elections, 31% intend to vote for JDM, 57% for DMB, 7% for AKK, 3% for NKB and 2% for others. However, in the case of JDM, 94% of his 2020 voters will vote for him again, 2% will vote for DMB, 2% for AKK, 1% for NKB and 1% for others.
- ❑ In the parliamentary race, the minister of tourism, and MP for Sekondi, Andrew Agyapa Mercer is in a commanding lead with 52% of the votes, Nyameke Blay-Armah, NDC, 24%, others, 1% and undecided 23%. However, the race may not be over 87% of voters who intend to vote for him say they are neutral when it comes to changing their mind, suggesting that his votes are not yet secured. Nevertheless, Sekondi moves from toss up to strong NPP in our MRP forecast model.
- ❑ In the Essikado-Ketan constituency, the race is wide open as Charles Bissie of NPP leads with 44%, Dr Grace Ayensu-Danquah, 36%, others 5% and undecided 15%. Though undecided is significant could change the outcome of the race, nevertheless, the seat is now classified as likely NPP.
- ❑ In the Kwesimintsim constituency, the race is widely open as NPP's Prince Hamid Armah leads with 33%, Philip Fiifi Buckman, 24%, Joe Mensah, IND, 8% and undecided 35%. In Kwesimintsim, 7% of NPP voters intend to vote for Mr. Buckman while 67% of NPP will vote for Armah. The race is unsettled as nearly 40% of voters who intend to vote for the candidates say their neutral when it comes to changing their mind.

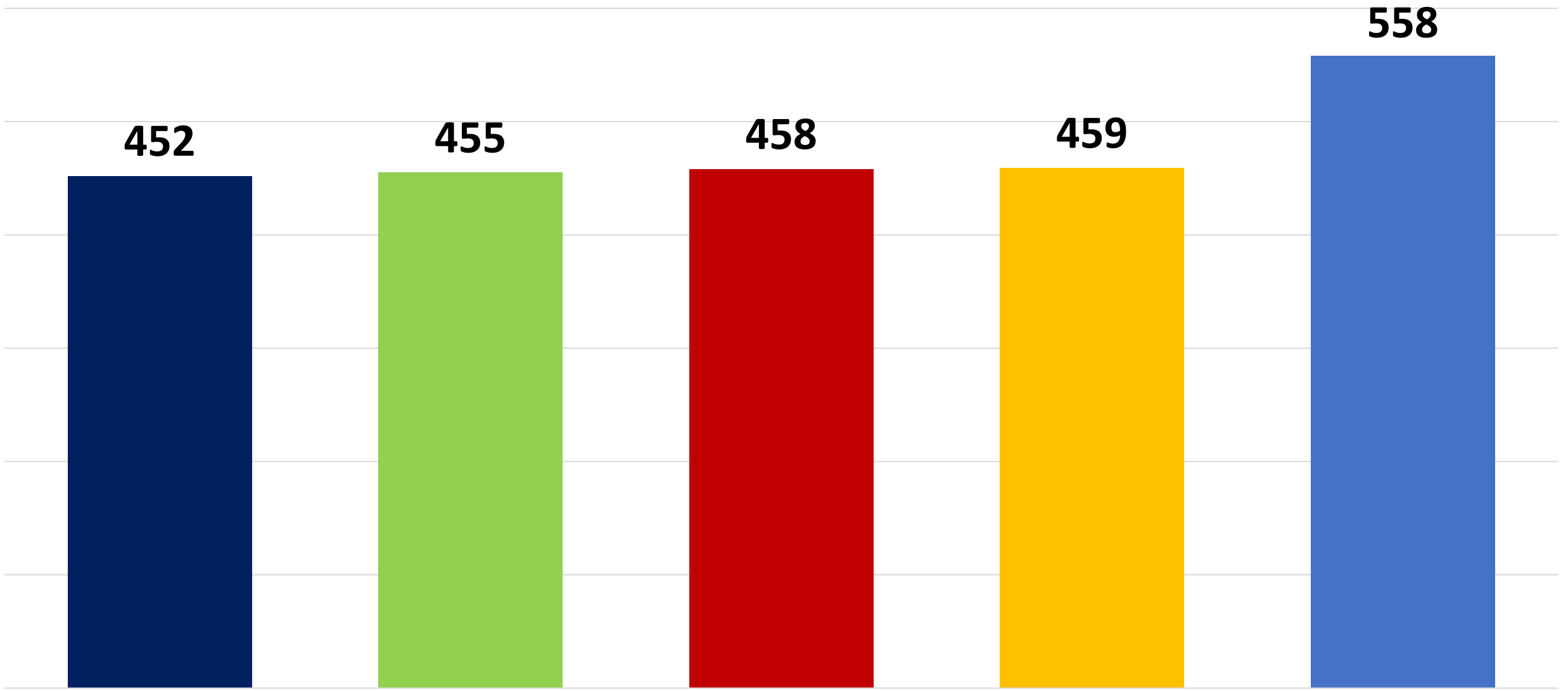
Executive Summary

- ❑ Kwesimintsim parliamentary race remains a toss up, with 35% undecided, the race could go either way. However, 17% of NDC voters intend to vote for Armah, suggesting internal division within NDC, and 72% will vote for Buckman. Buckman obtains 20% of floating voters, Armah, 27%, 10% for Mensah and 43% are undecided.
- ❑ In the Effia constituency, Abdul Majeed Nassam, NDC, leads Isaac Boamah Nyarkoe of the NPP 73% to 14%, others 2% and undecided, 11%. The poll shows that 24% of NPP voters intend to vote for Abdul Majeed compared to only 3% of NDC voting for Boamah Nyarkoe. Also, 74% of floating voters intend to vote for the NDC candidate compared to 11% for the NPP candidate. Effia constituency likely to flip for the first time since the 4th Republic. The seat is now classified as strong NDC from original toss up status.
- ❑ In the Takoradi constituency, the poll suggests another major casualty looms as the Western regional minister and MP for Takoradi, Hon. Kwabena Otchere Darko-Mensah is on the verge of losing the seat to his challenger Federick Faidoo of the NDC as both NDC and NPP voters unite to unseat the MP. Mr. Faidoo has unsurmountable lead of 61%, Otchere Darko-Mensah, 13%, others, 8% and undecided, 18%. The polls also shows that nearly 52% of voters who voted for the minister in 2024 intend to vote for Mr. Faidoo, only 27% will vote for Hon. Darko-Mensah again and 8% will vote for others and 12% are undecided. For Mr. Faidoo, 84% of his voters will still vote for him, 3% will vote for Mr. Darko-Mensah, 1% for others and 13% are undecided.

Methodology and Approach:

- ❑ Sample size, 2,381, confidence level, 95% and Margin of Error: 1.92%
 - Effia, sample size 458, confidence level 95% and margin of error 4.5%
 - Essikado-Ketan, sample size 558, confidence level 95% and margin of error 4.1%
 - Kwesimintsim, sample size 452, confidence level 95% and margin of error 4.5%
 - Sekondi, sample size 4528 confidence level 95% and margin of error 4.5%
 - Takoradi, sample size 455, confidence level 95% and margin of error 4.5%
- ❑ 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.
- ❑ Computer Assisted Personal Interviews (CAPI) were conducted between 25th August to 1st September 2024.

Sample Allocations-Constituencies



Kwasimintim

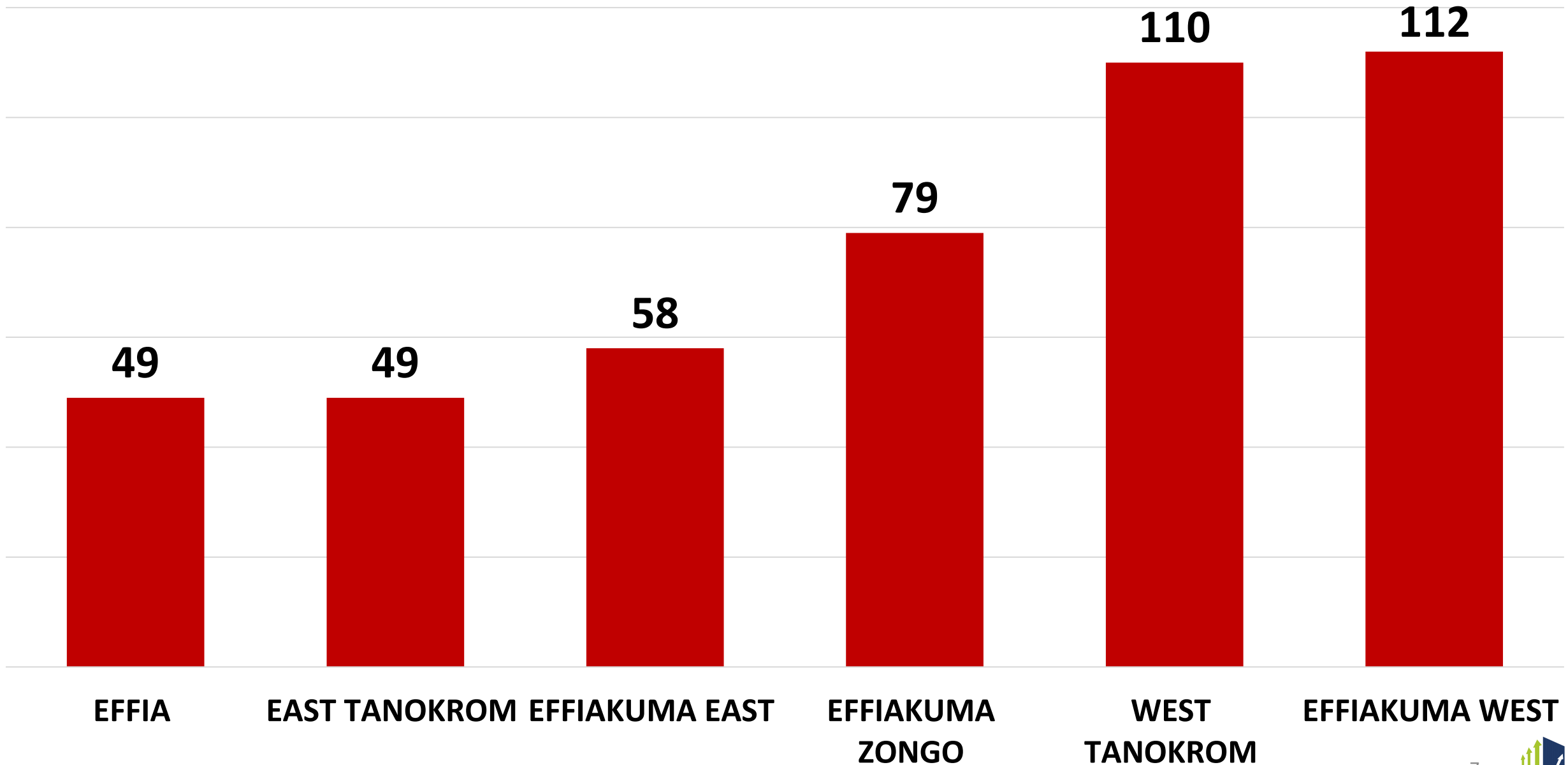
Takoradi

Effia

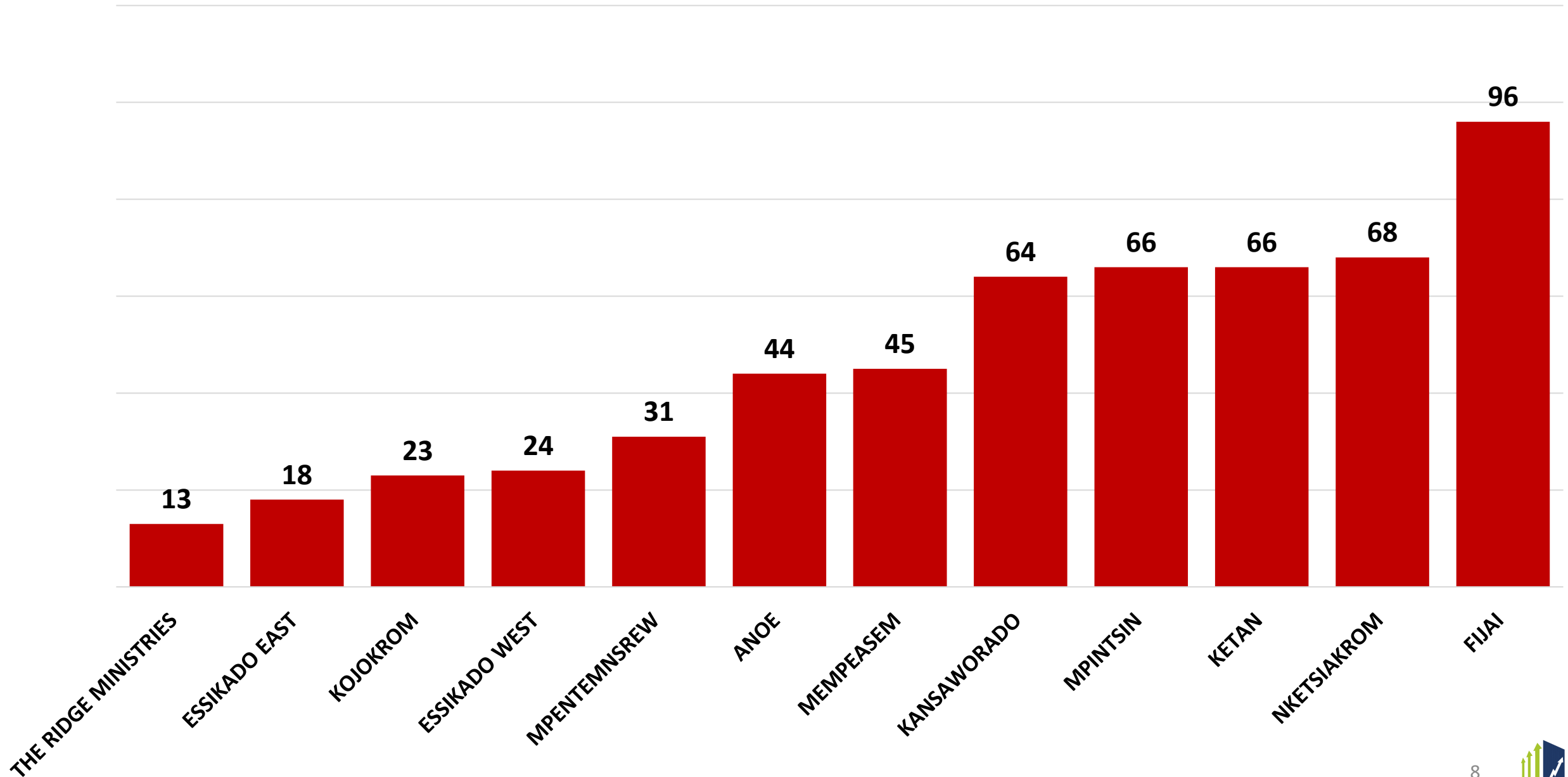
Sekondi

Essikado-Ketan

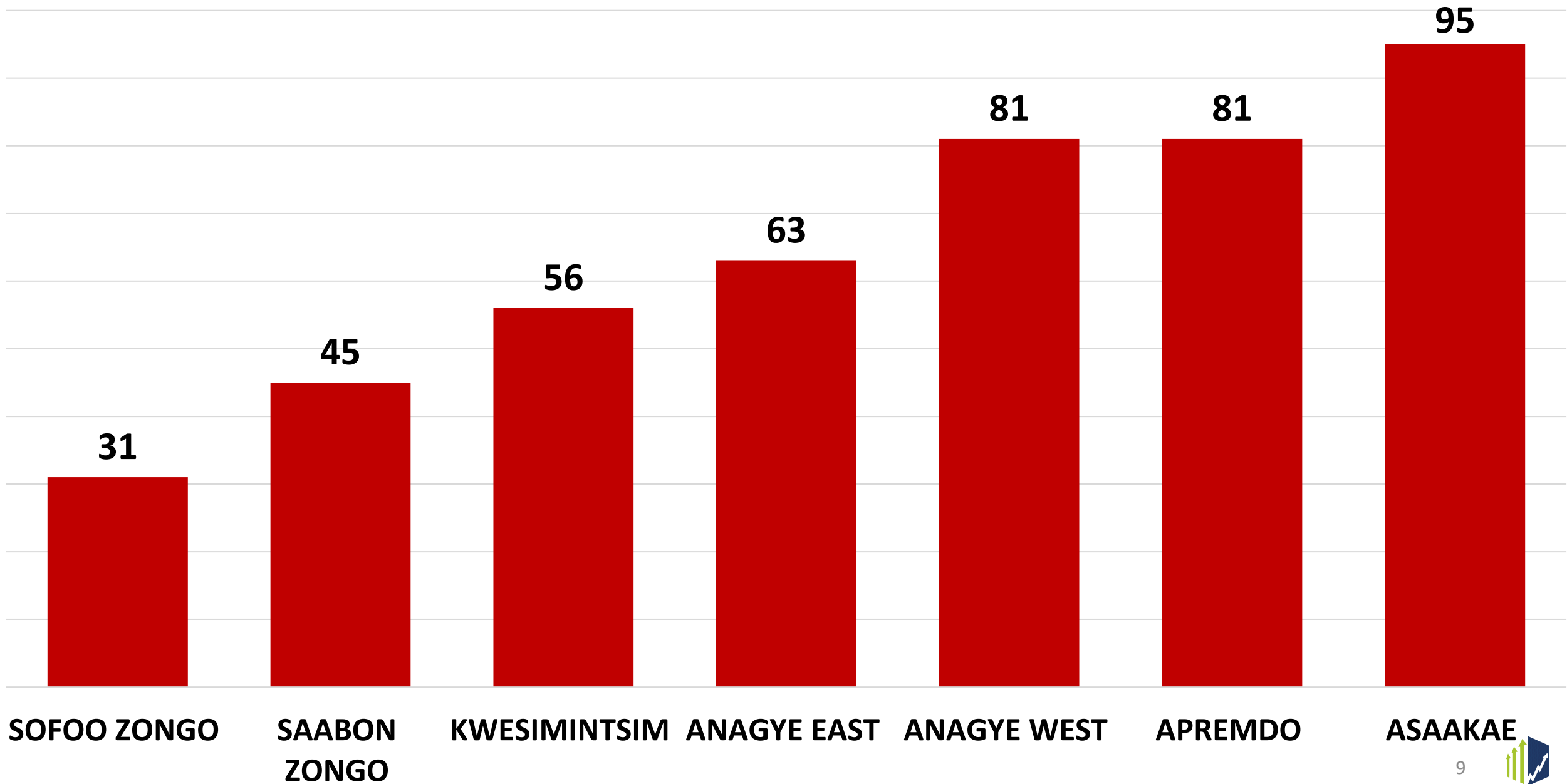
Sample Allocations-Effia Electoral Areas



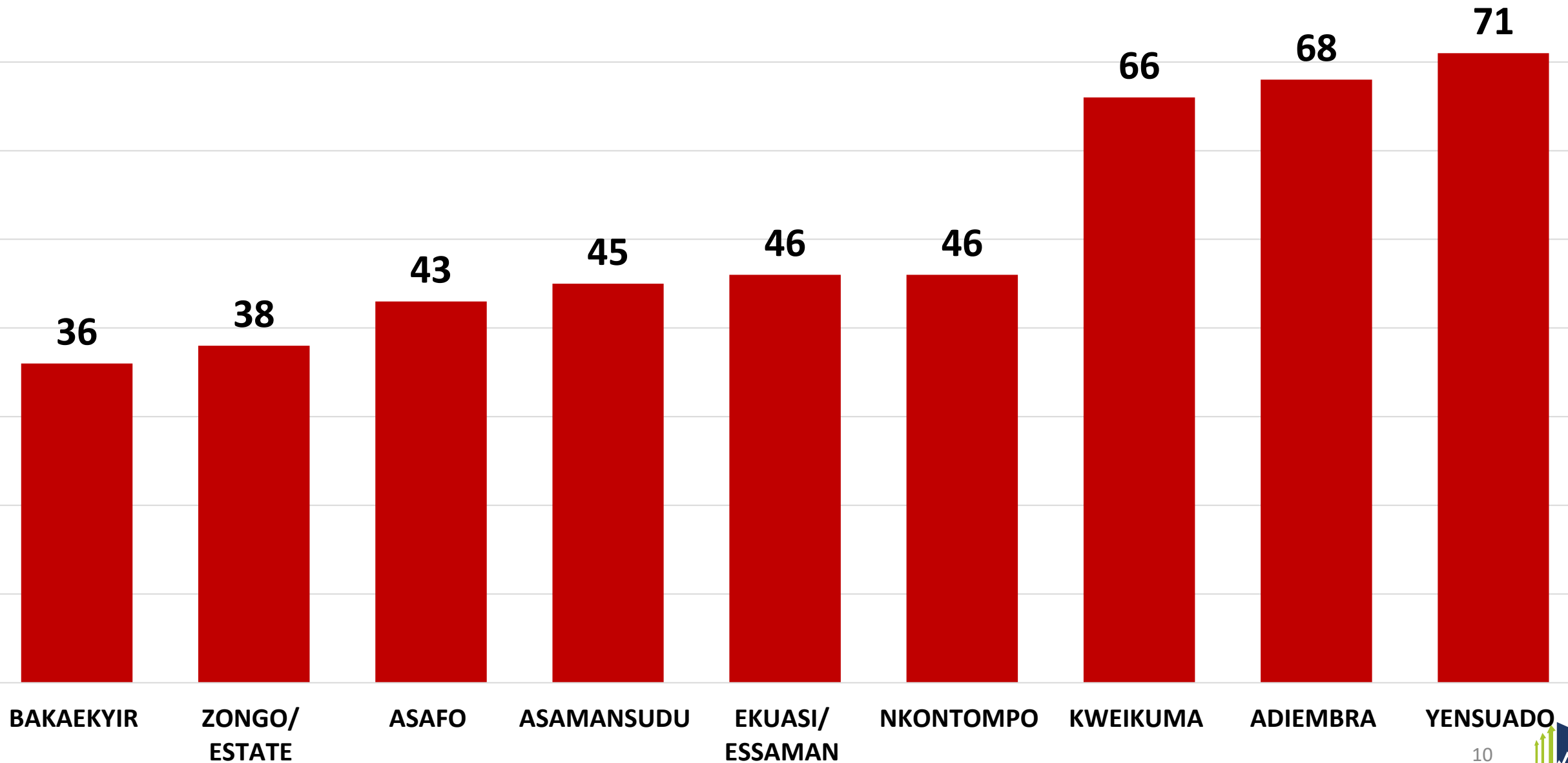
Sample Allocations-Essikado-Ketan Electoral Areas



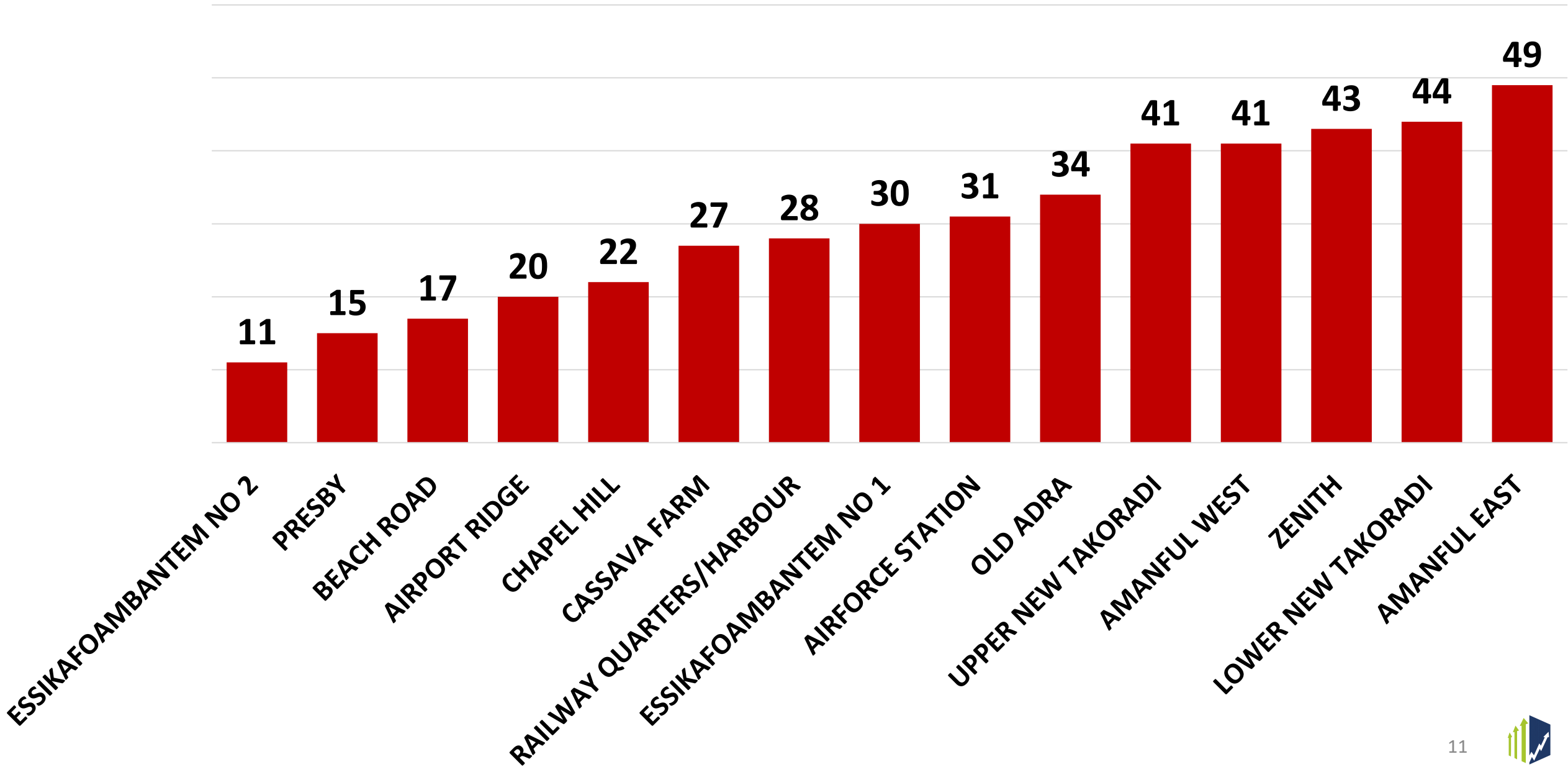
Sample Allocations-Kwesimintsim Electoral Areas



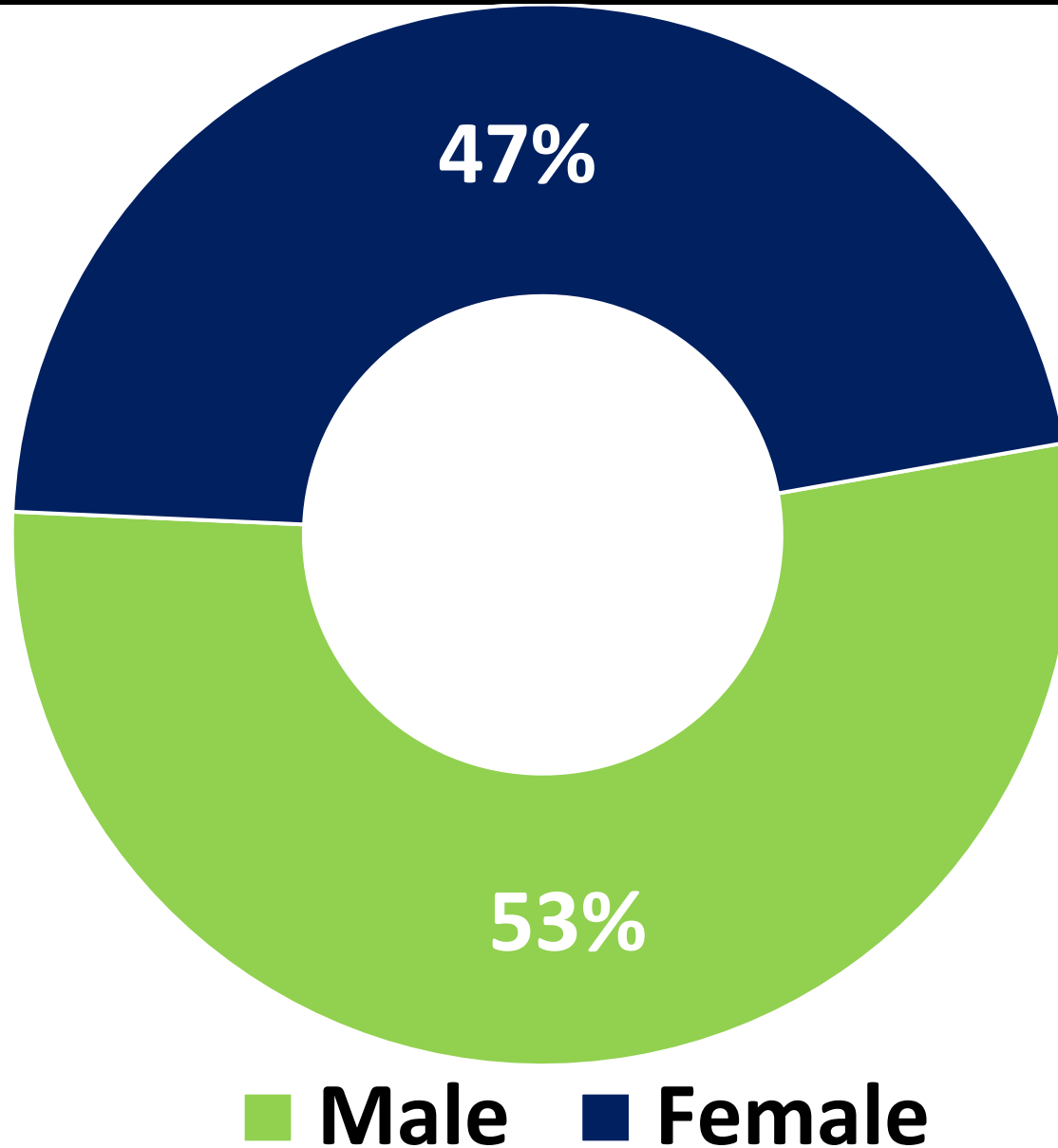
Sample Allocations-Sekondi Electoral Areas



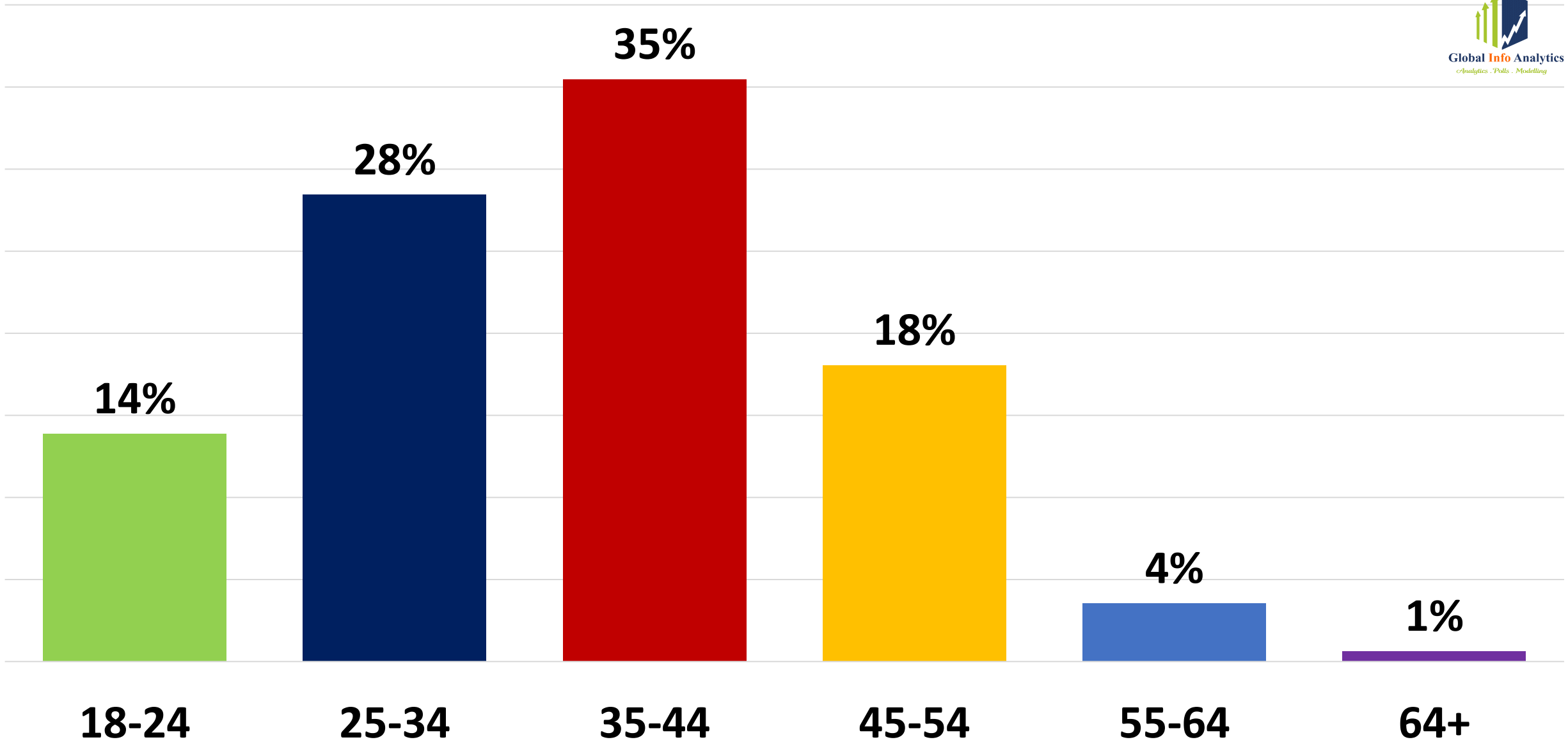
Sample Allocations-Takoradi Electoral Areas



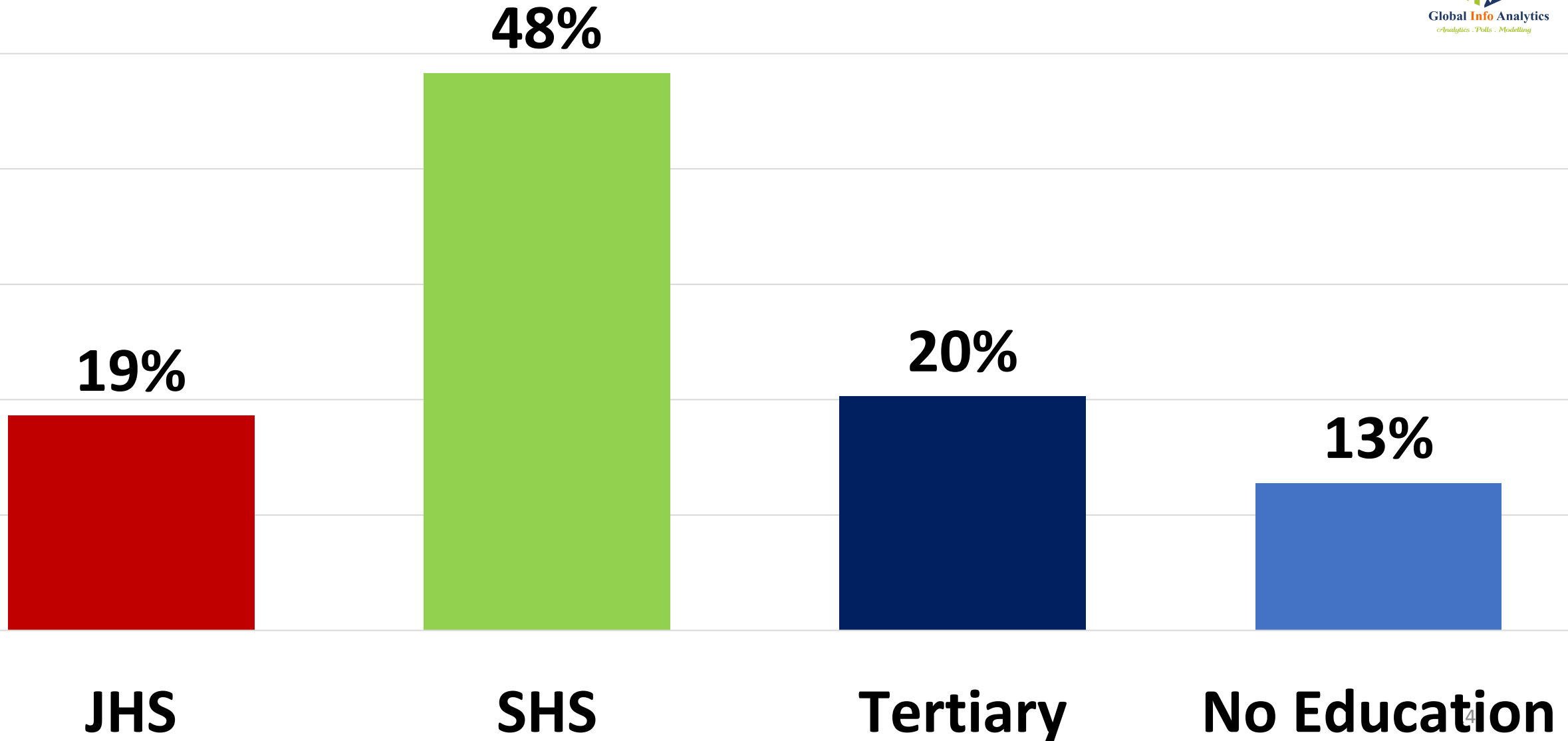
Gender



Age Groups



Education



Employment

52%



Employed

27%



Unemployed

19%



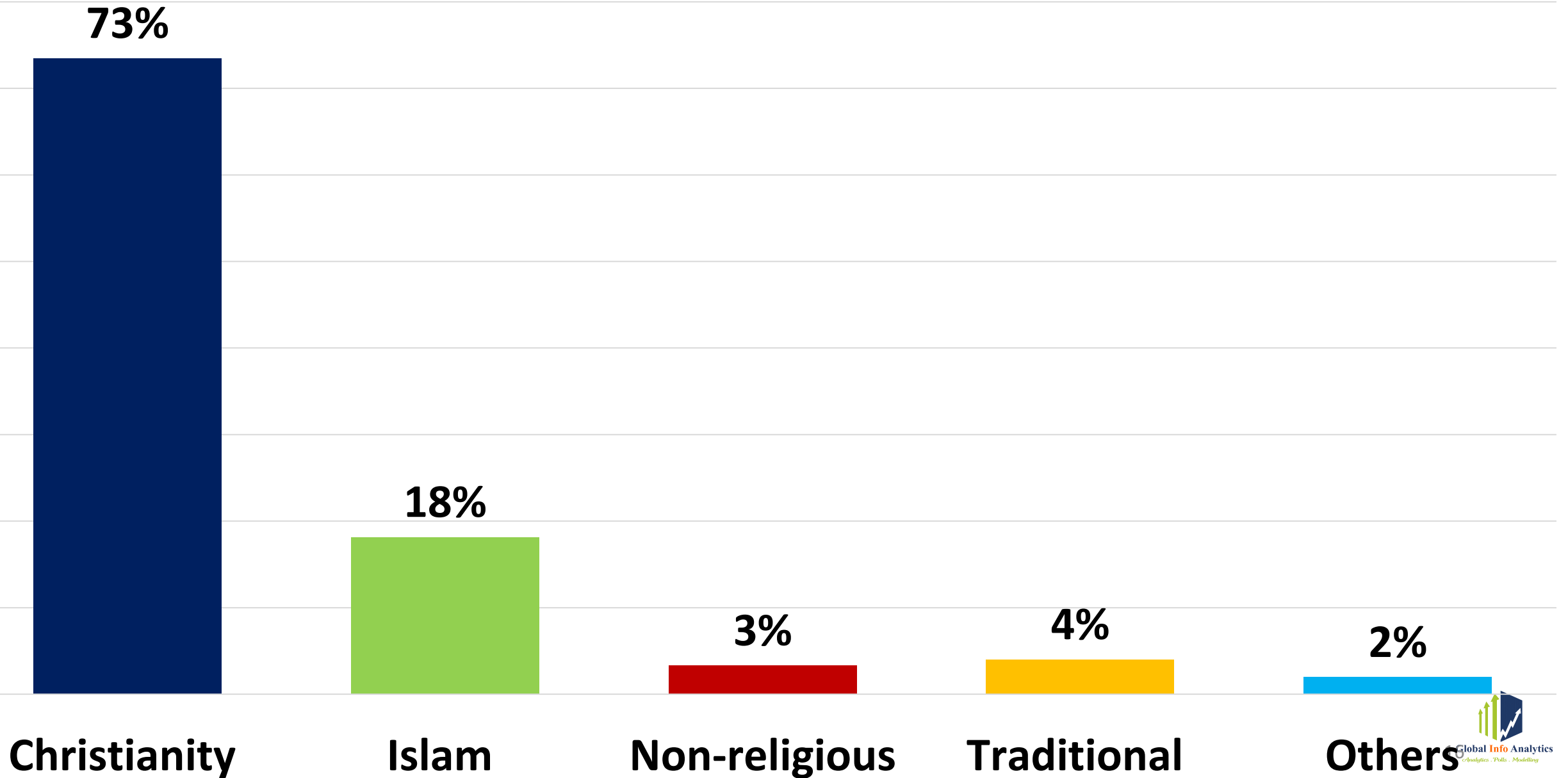
Students

2%

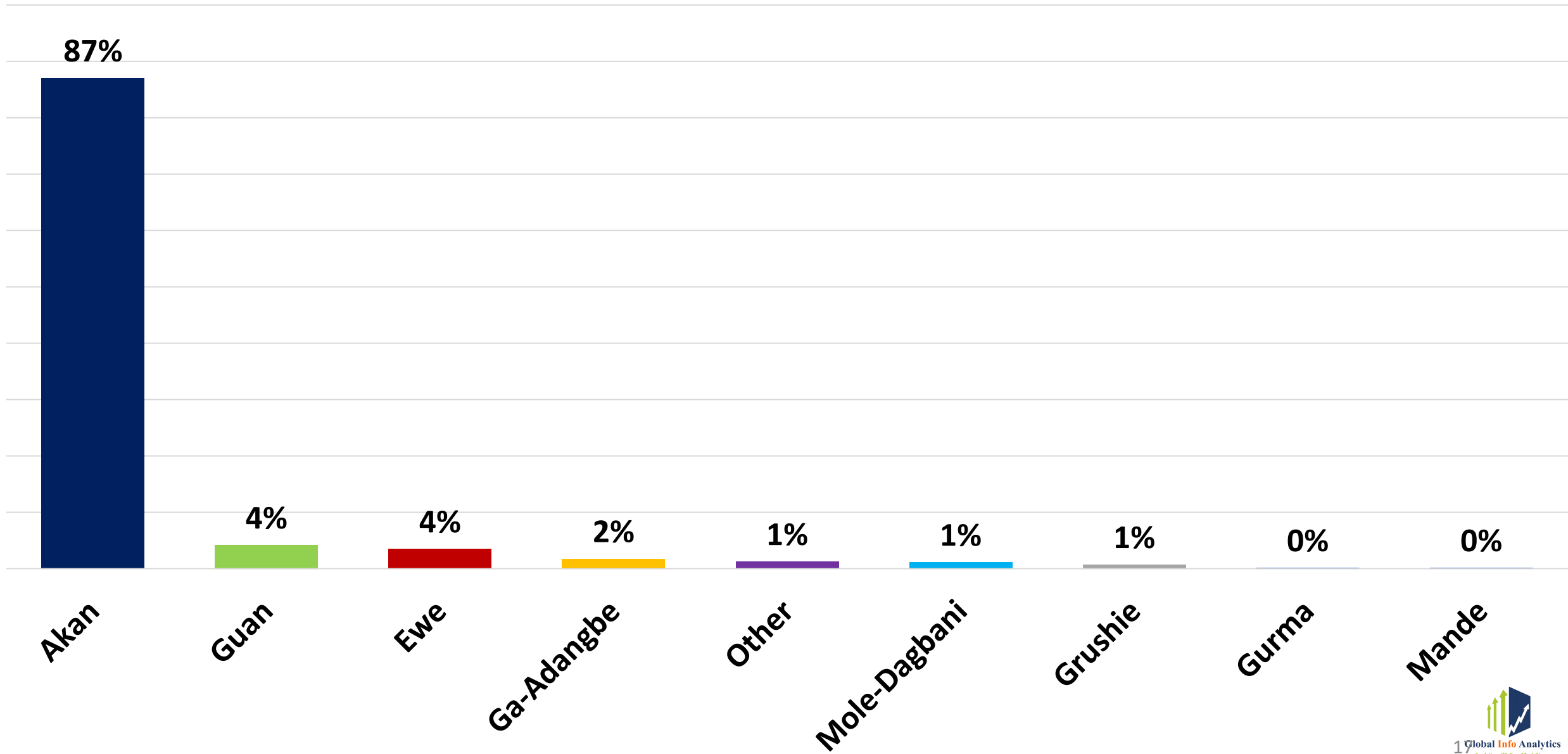


Pensioners

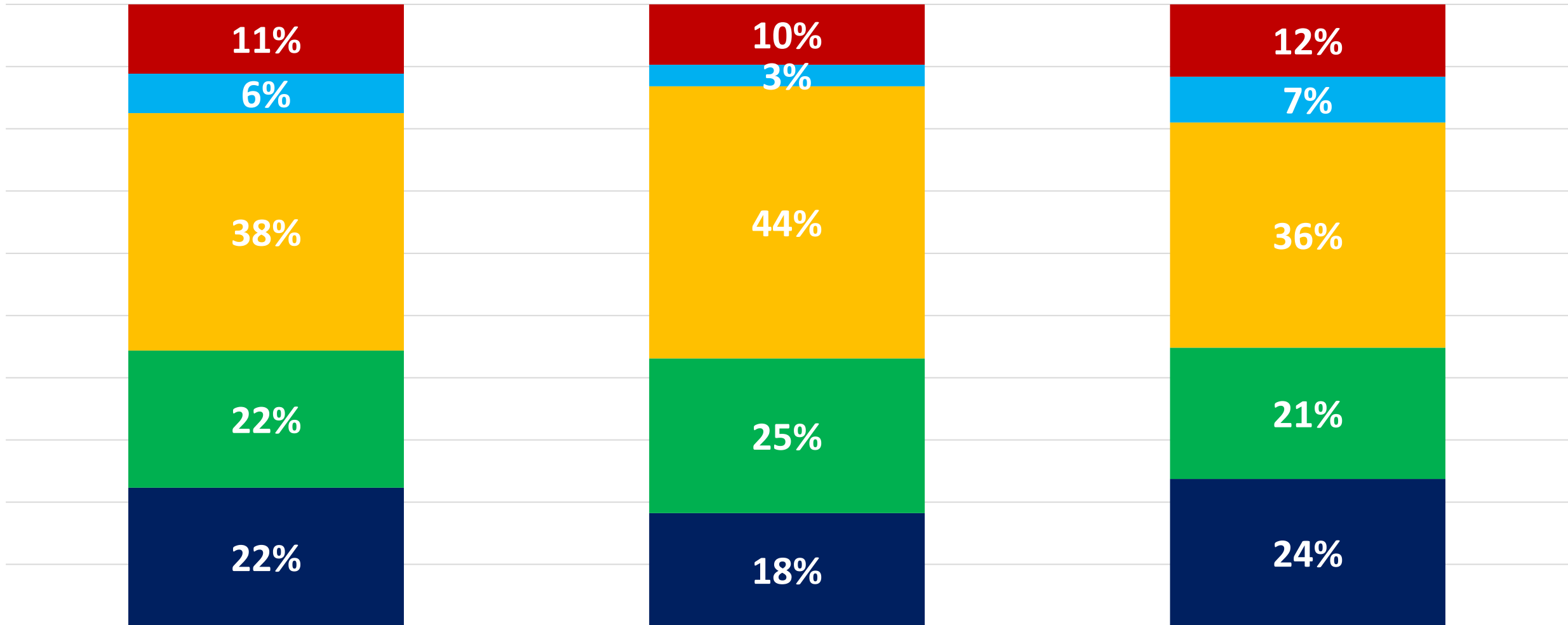
Religion



Ethnic Groups



Party Affiliations-Overall, First-Time and Non-First-Time Voters (Western Regions)



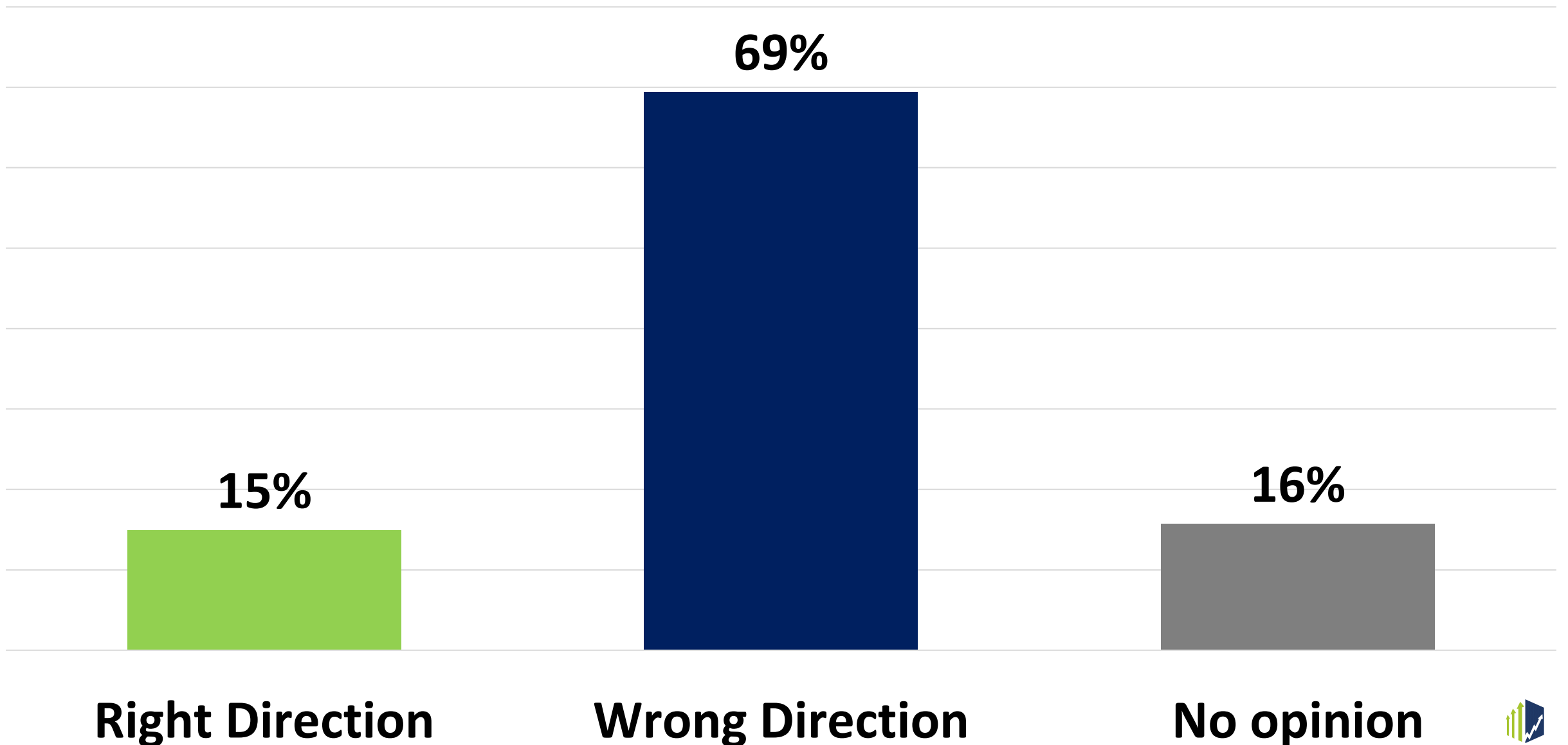
Overall

First-time

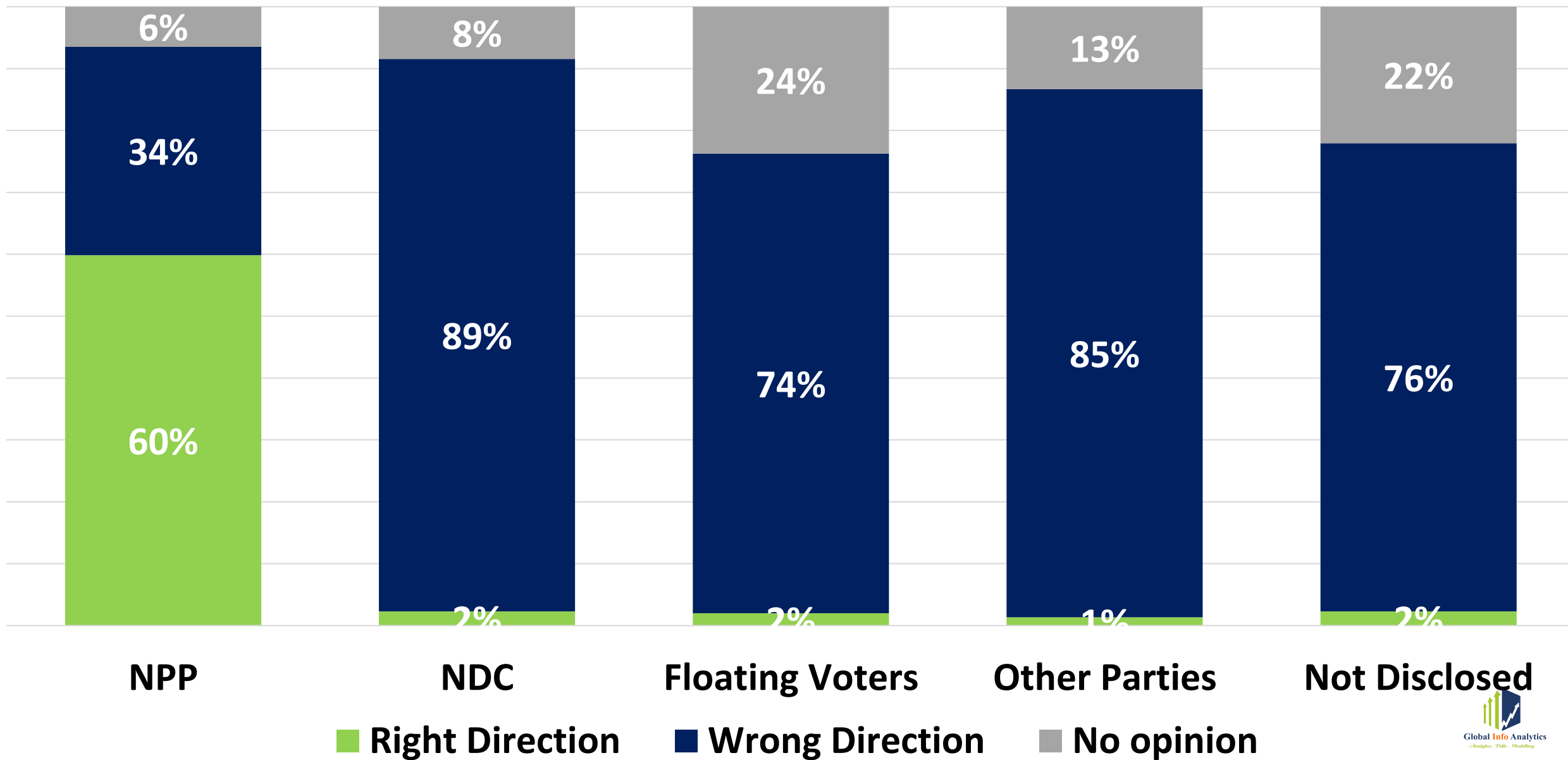
Non-First-time

■ NPP ■ NDC ■ FV ■ Others ■ Not Discl.

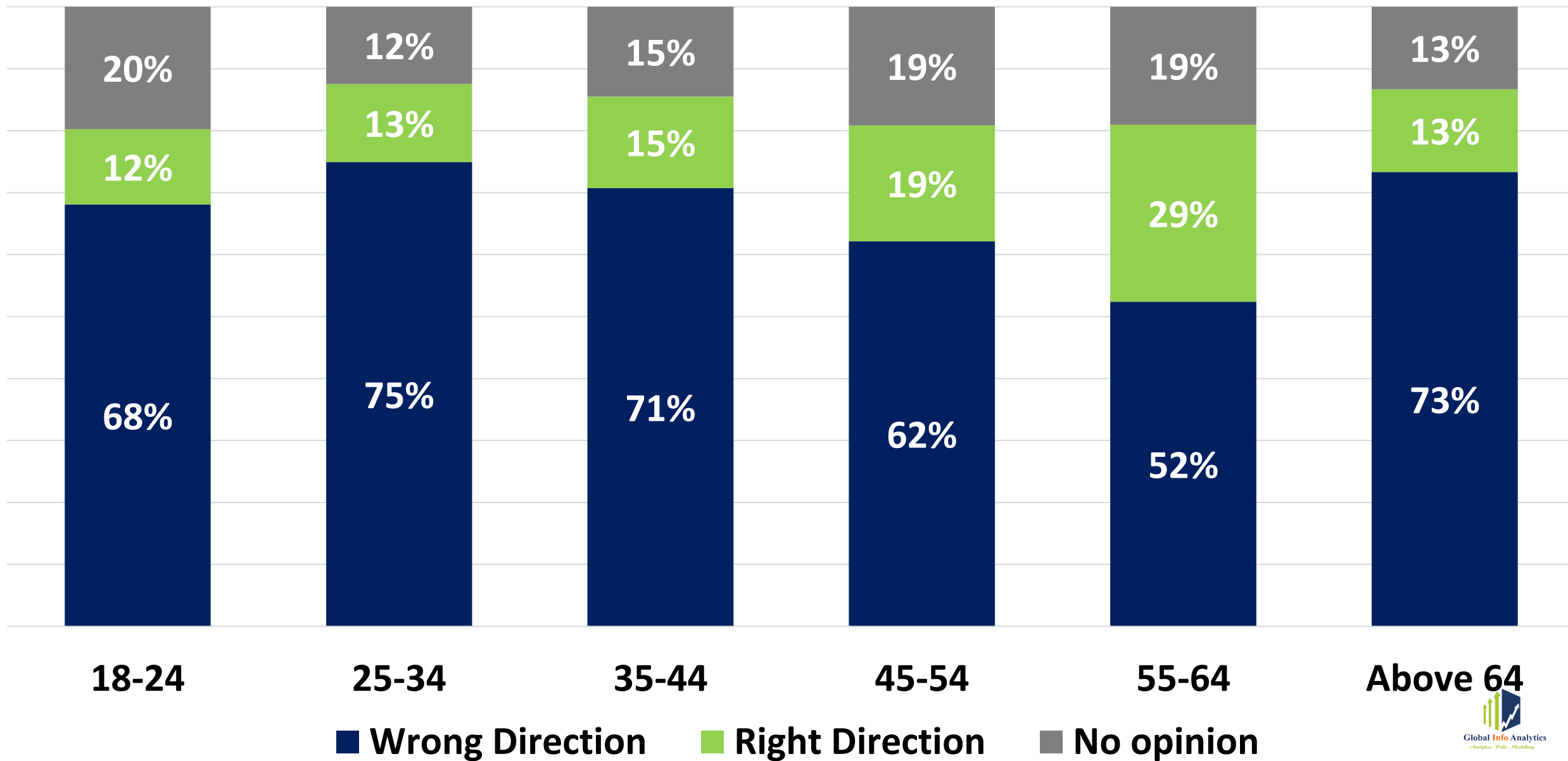
Direction of the country



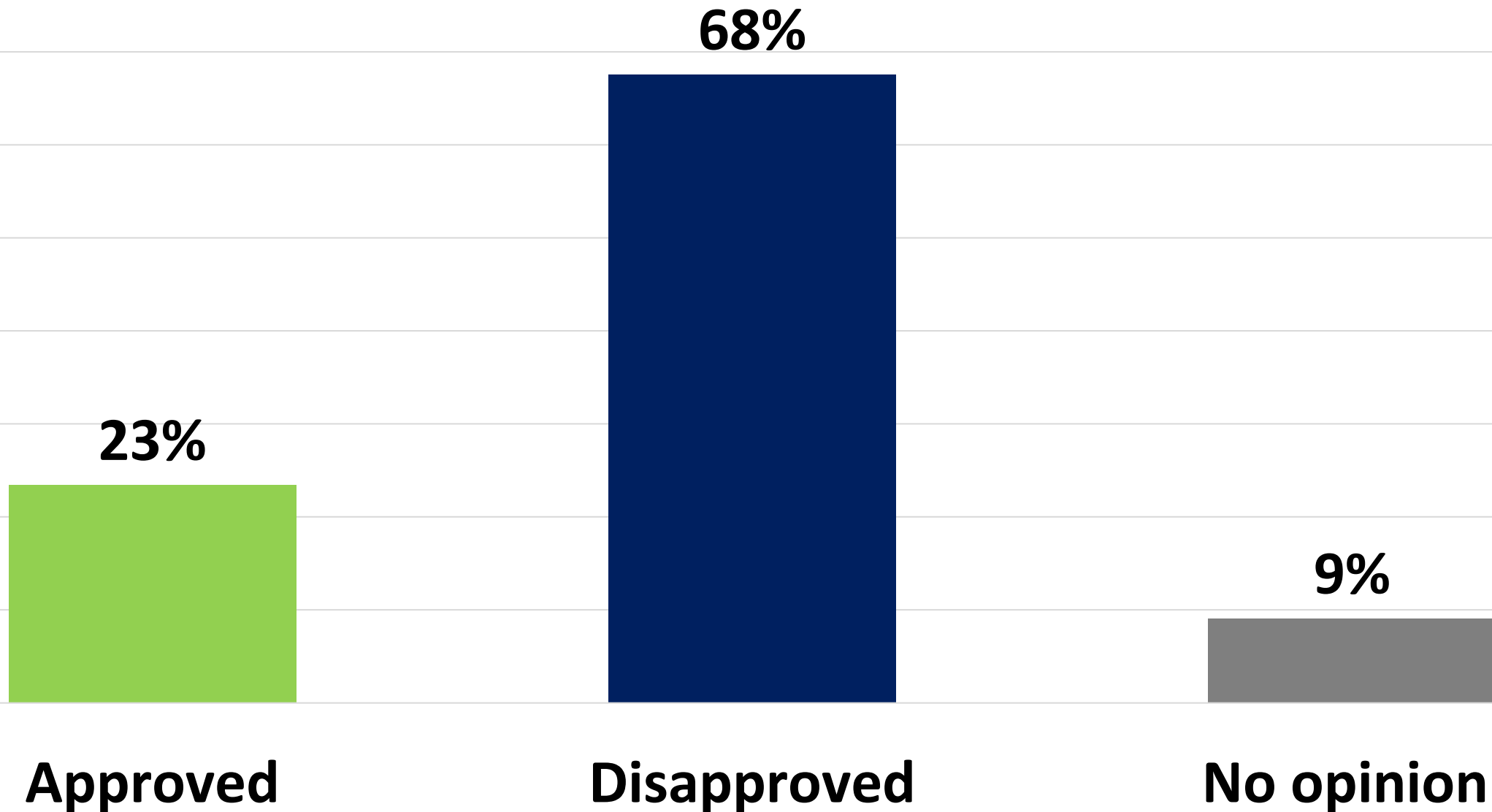
Direction of the country-Party Affiliations



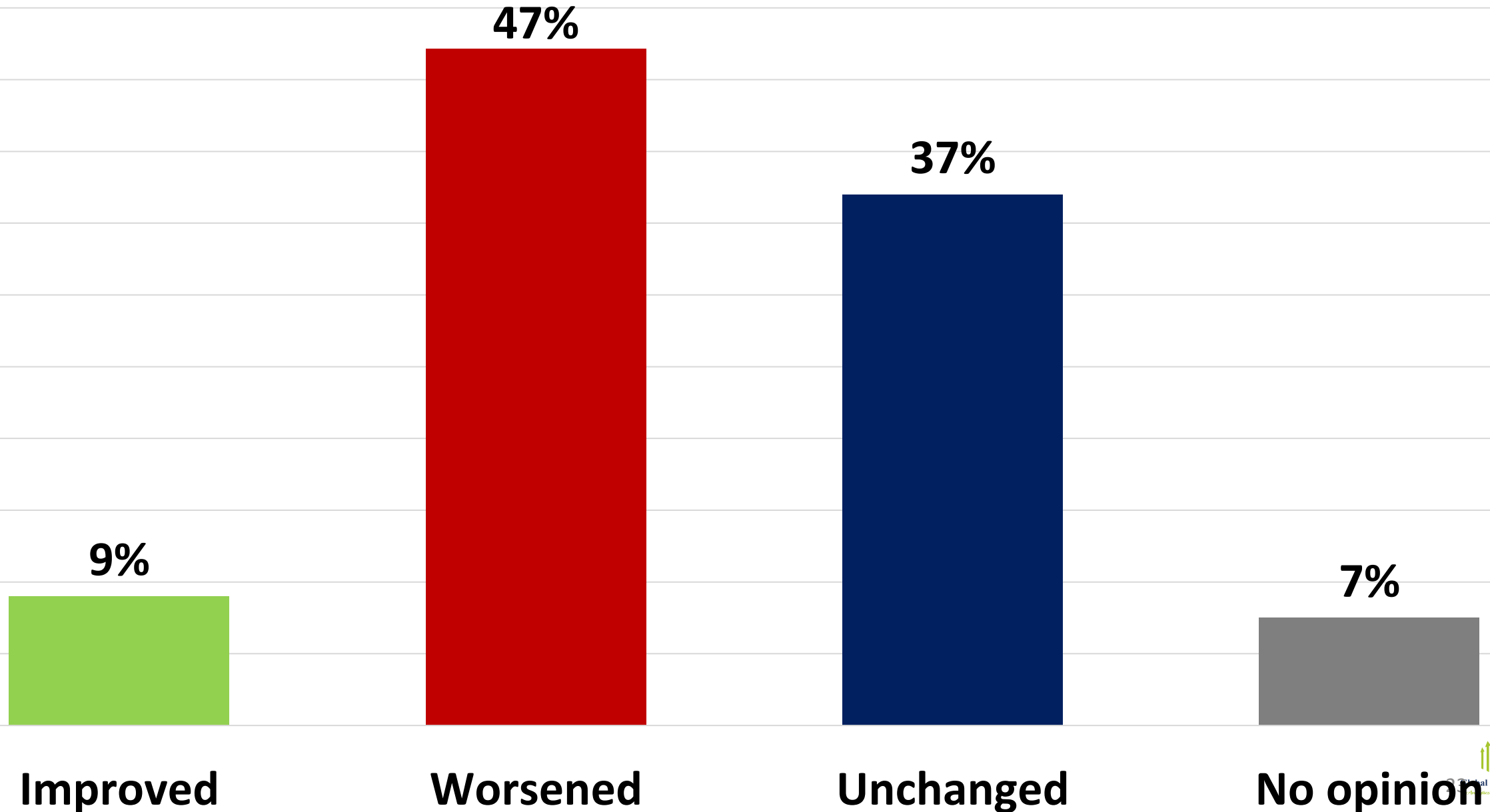
Direction of the country-Age Groups



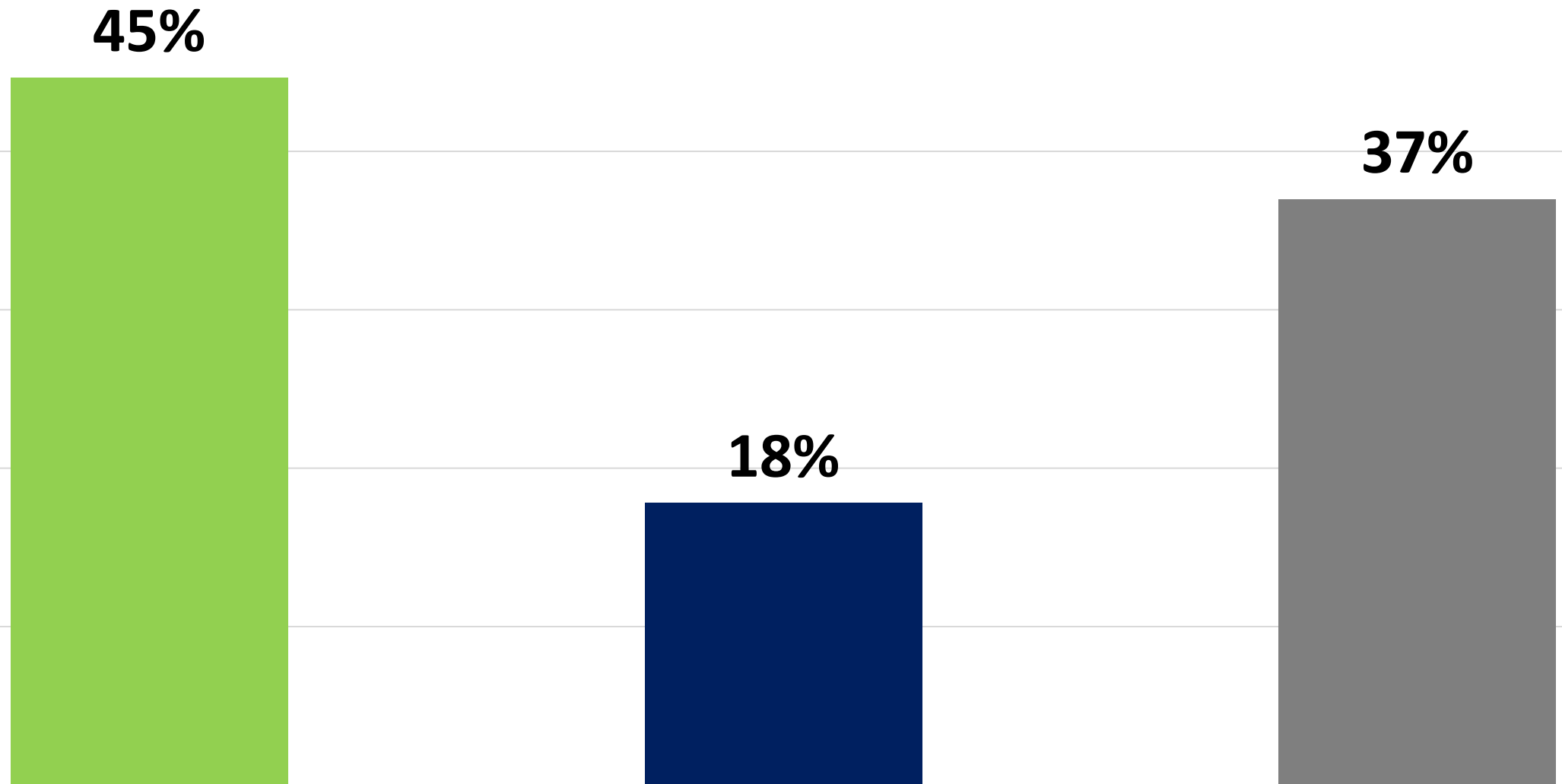
President's Job Approval



Standard of living



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

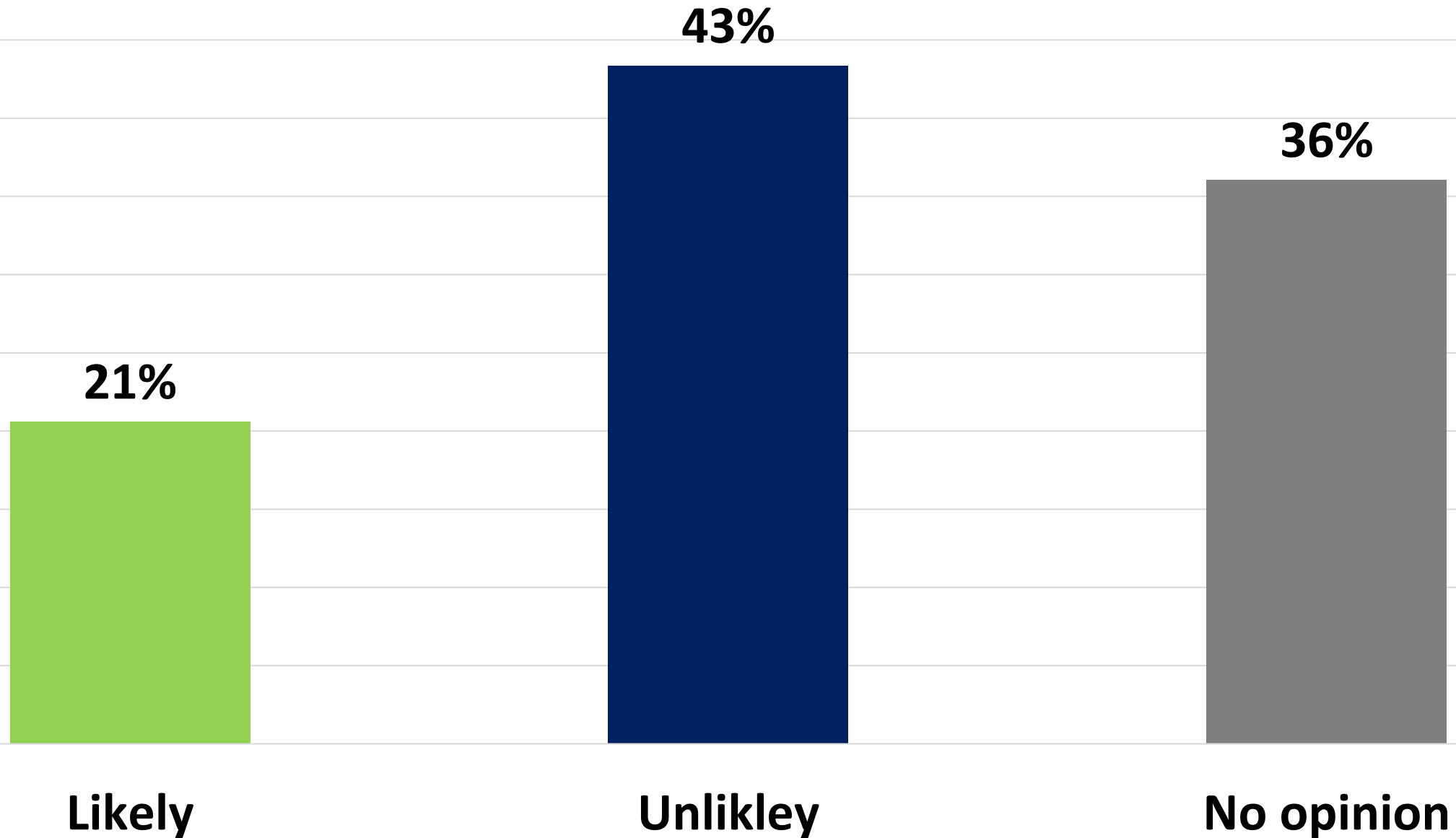


Yes

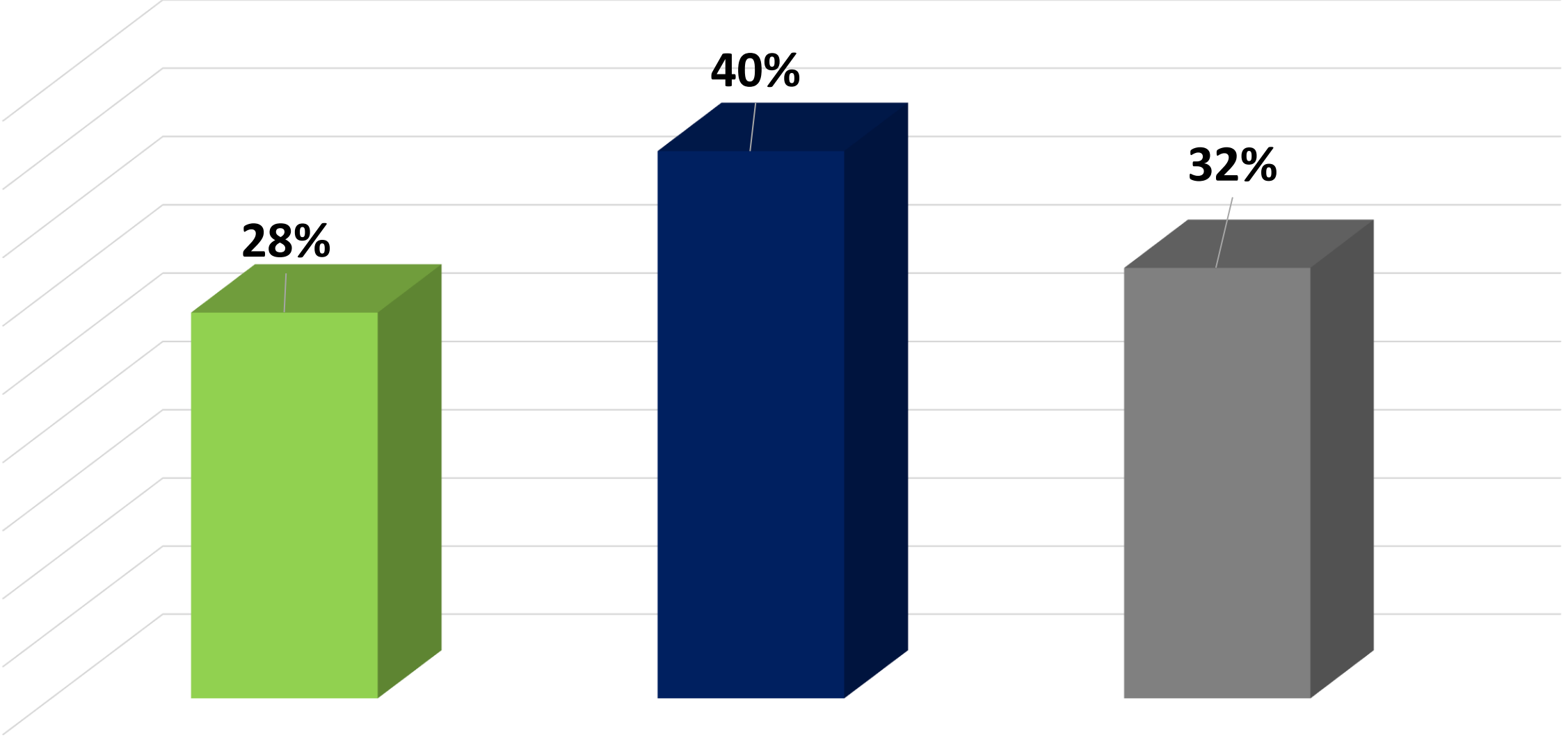
No

No opinion

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



What is your level of support or opposition to the NPP manifesto

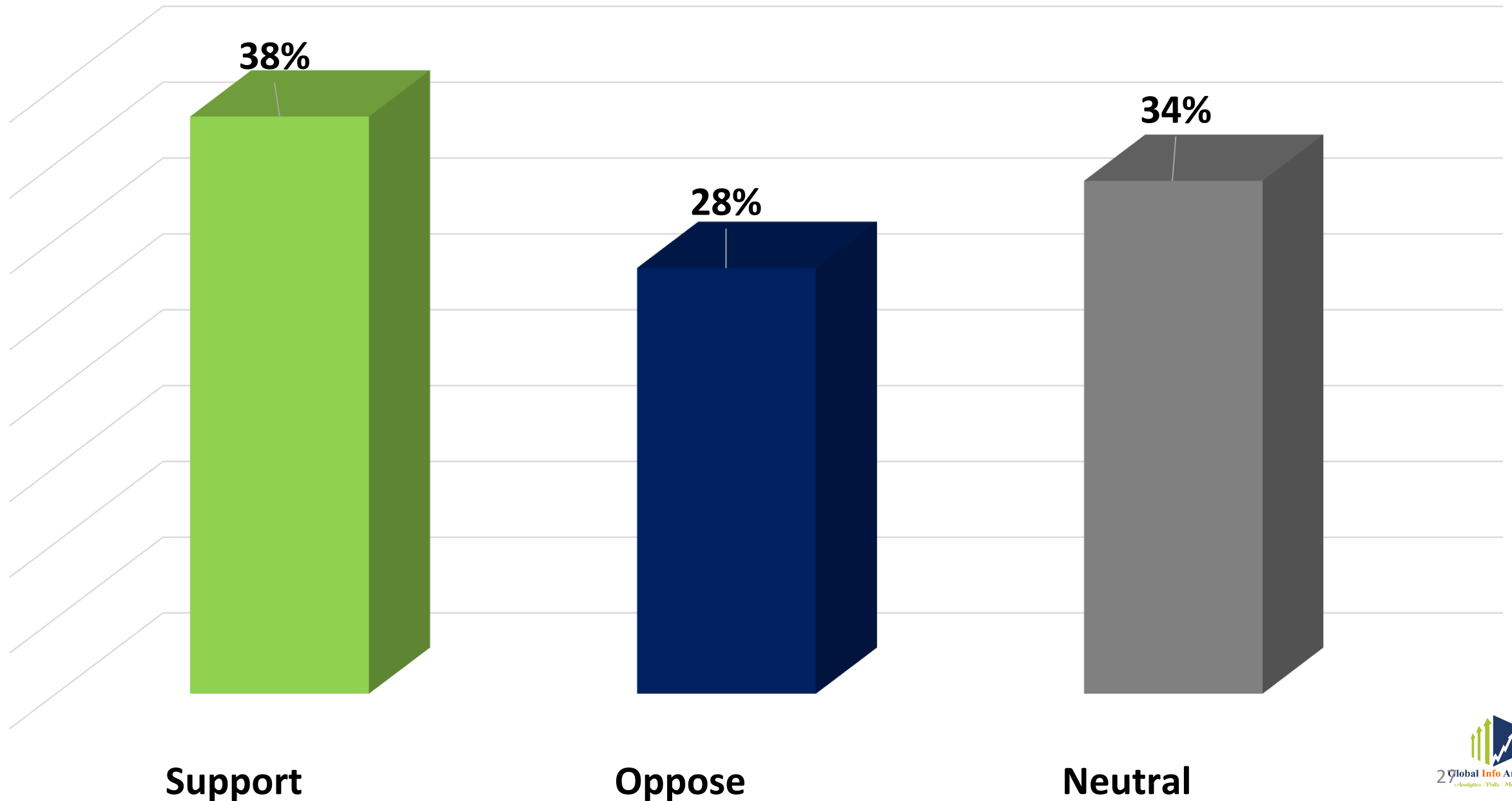


Support

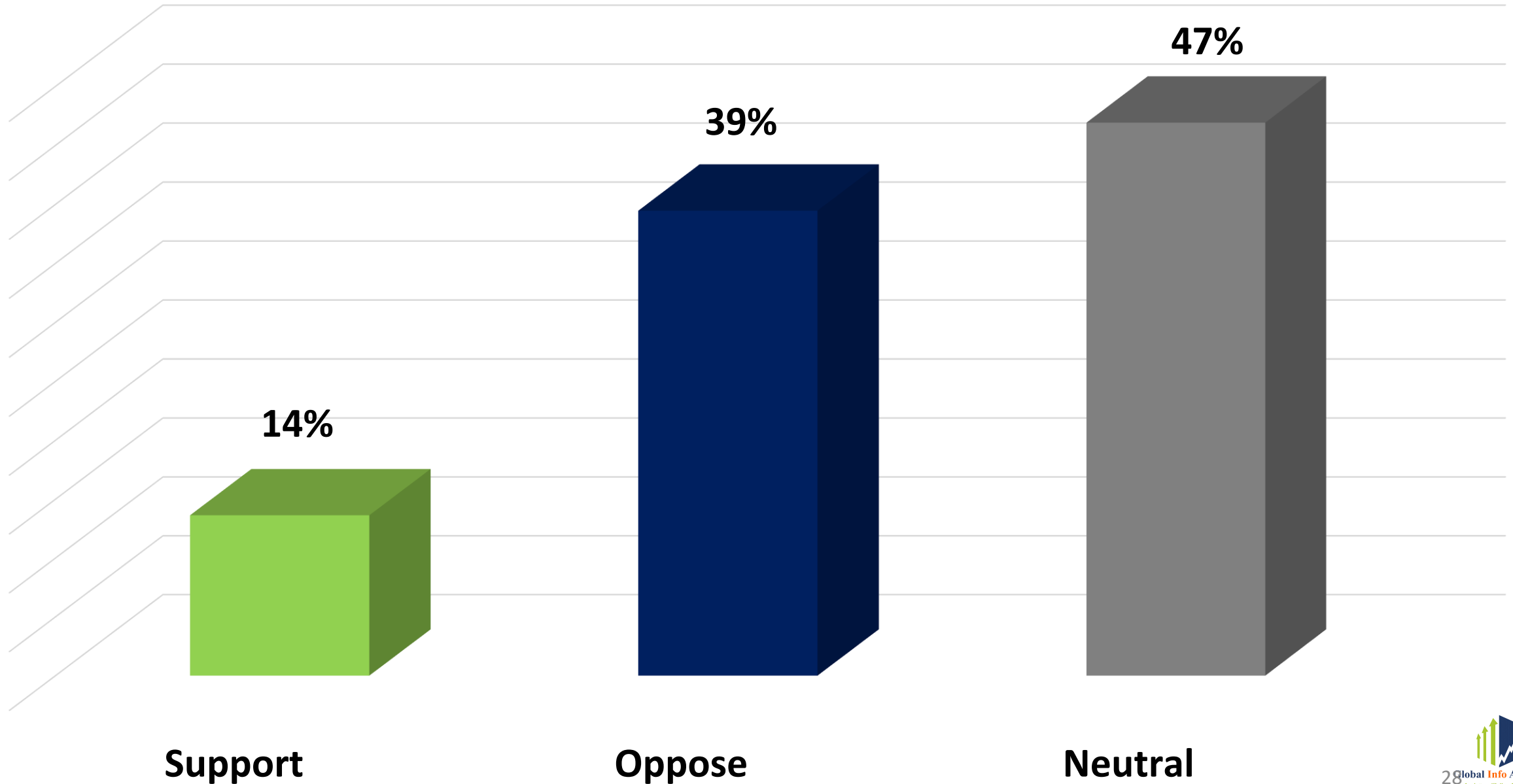
Oppose

Neutral

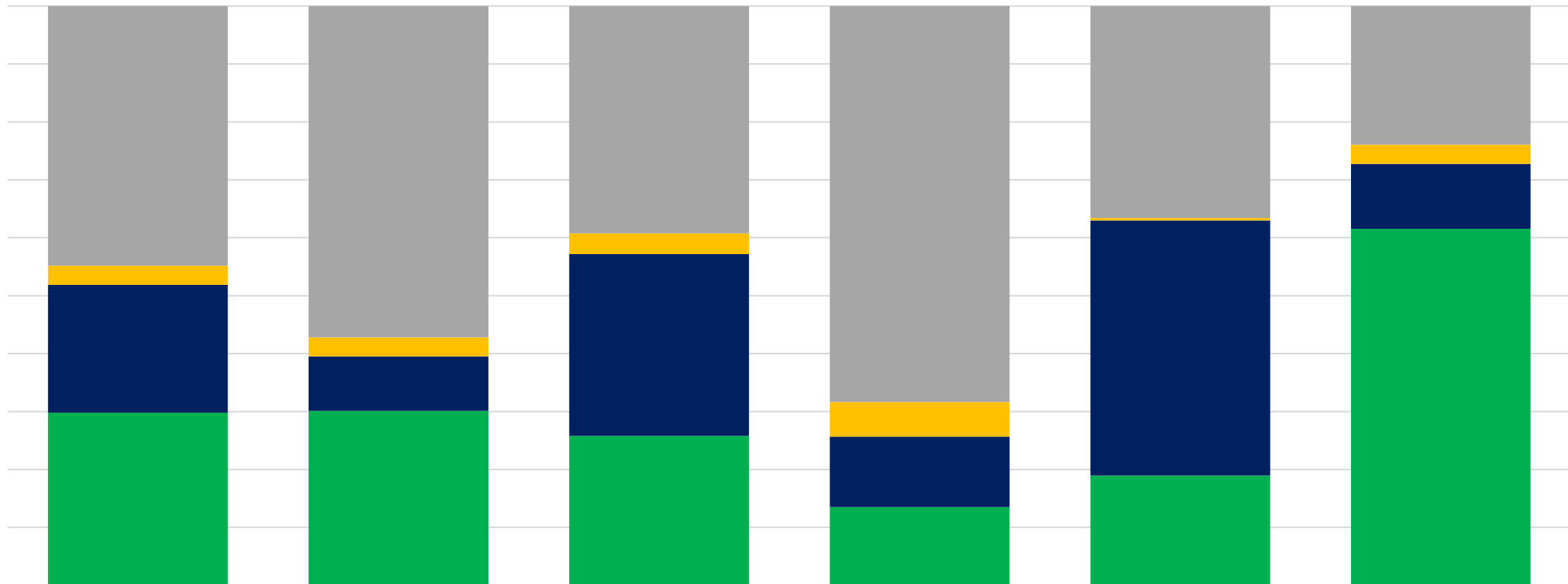
What is your level of support or opposition to the NDC manifesto



What is your level of support or opposition to the MFC manifesto

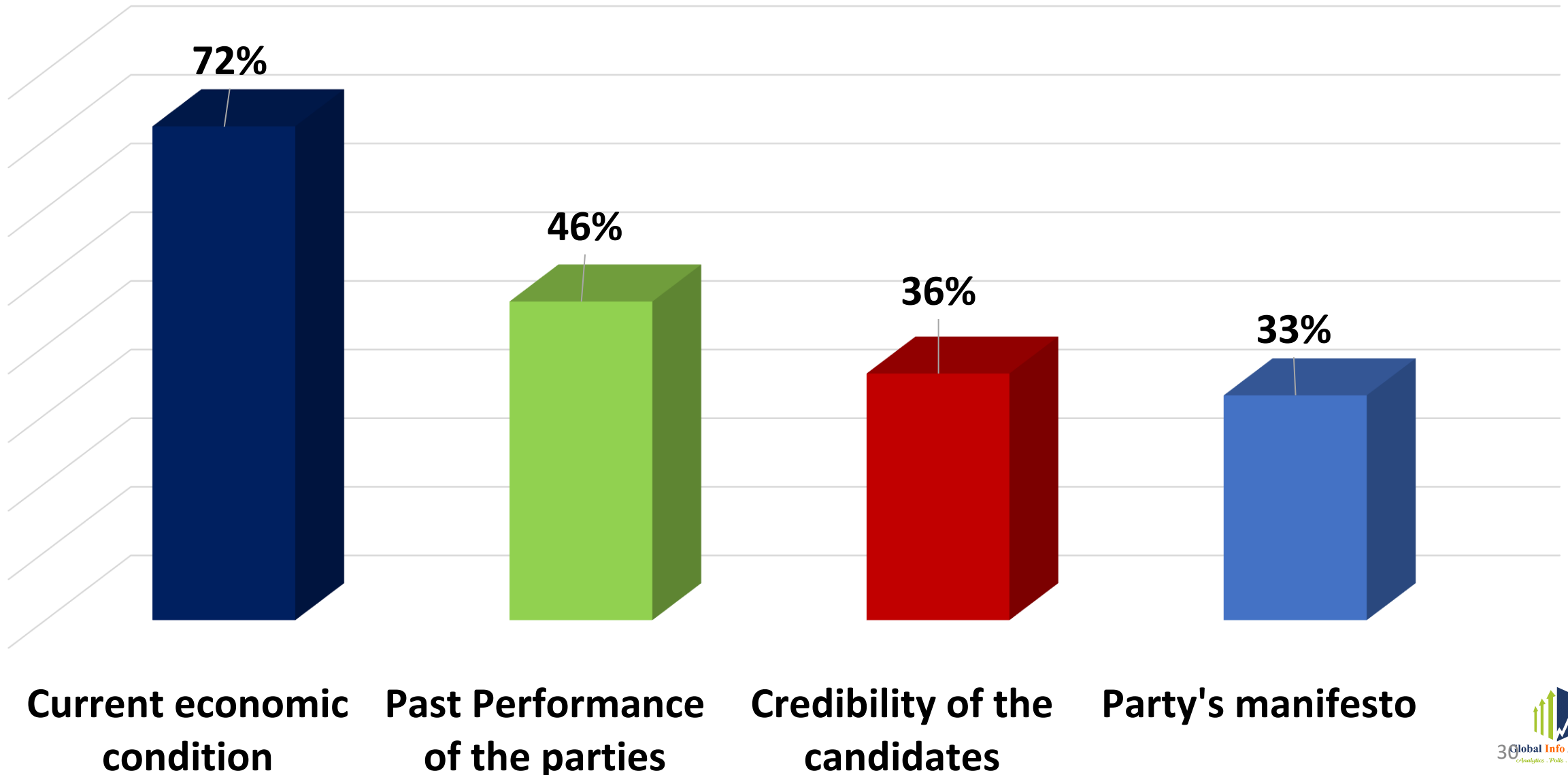


Which of the following manifesto is credible and can be achieved?-

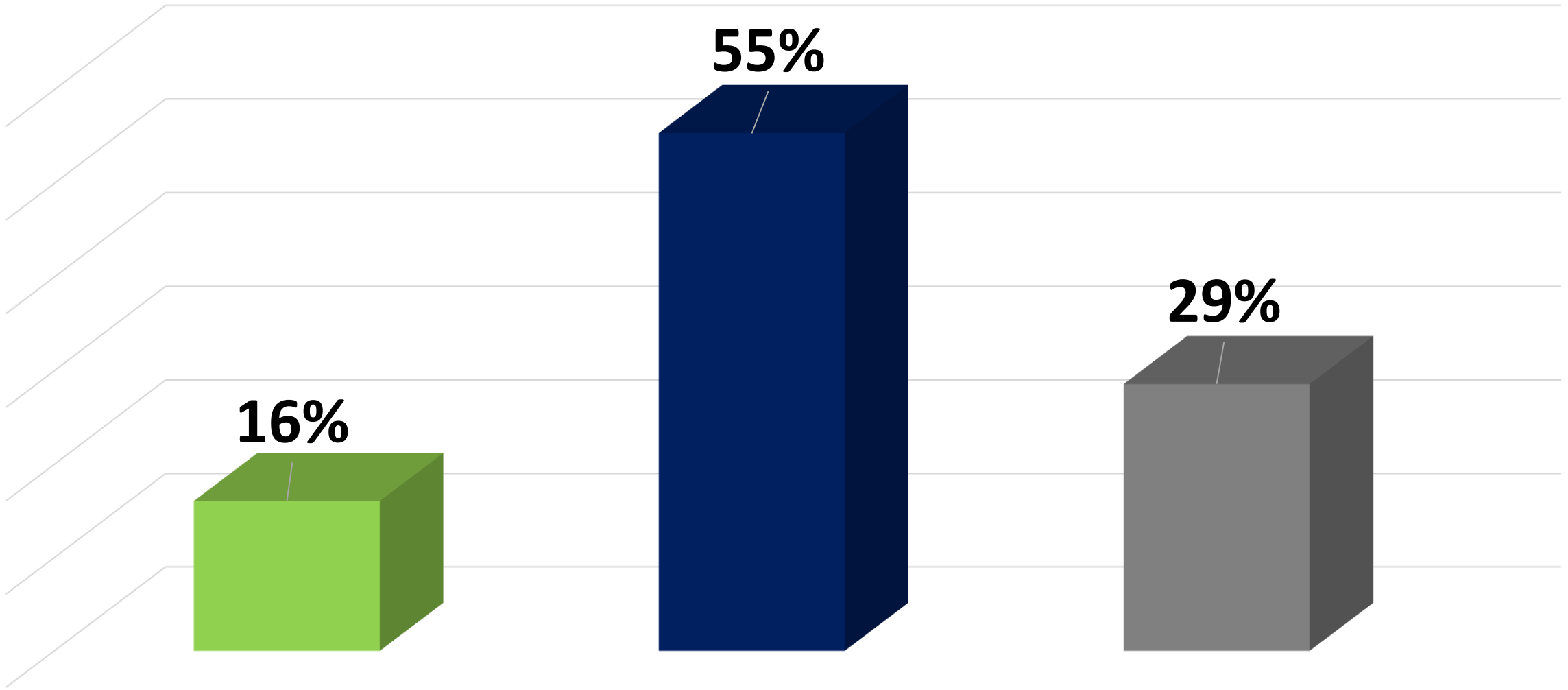


	Overall	Effia	Essikado-Ketan	Kwasimintim	Sekondi	Takoradi
■ No opinion	45%	57%	39%	68%	37%	24%
■ M4C manifesto	3%	3%	4%	6%	0%	3%
■ NPP manifesto	22%	9%	31%	12%	44%	11%
■ NDC manifesto	30%	30%	26%	13%	19%	62%

Which of the following have greater influence on how you will vote in the 2024 elections?



Dr Bawumia says he is just the driver's mate and should not be blamed for the current crisis. Do you agree with his assertion?

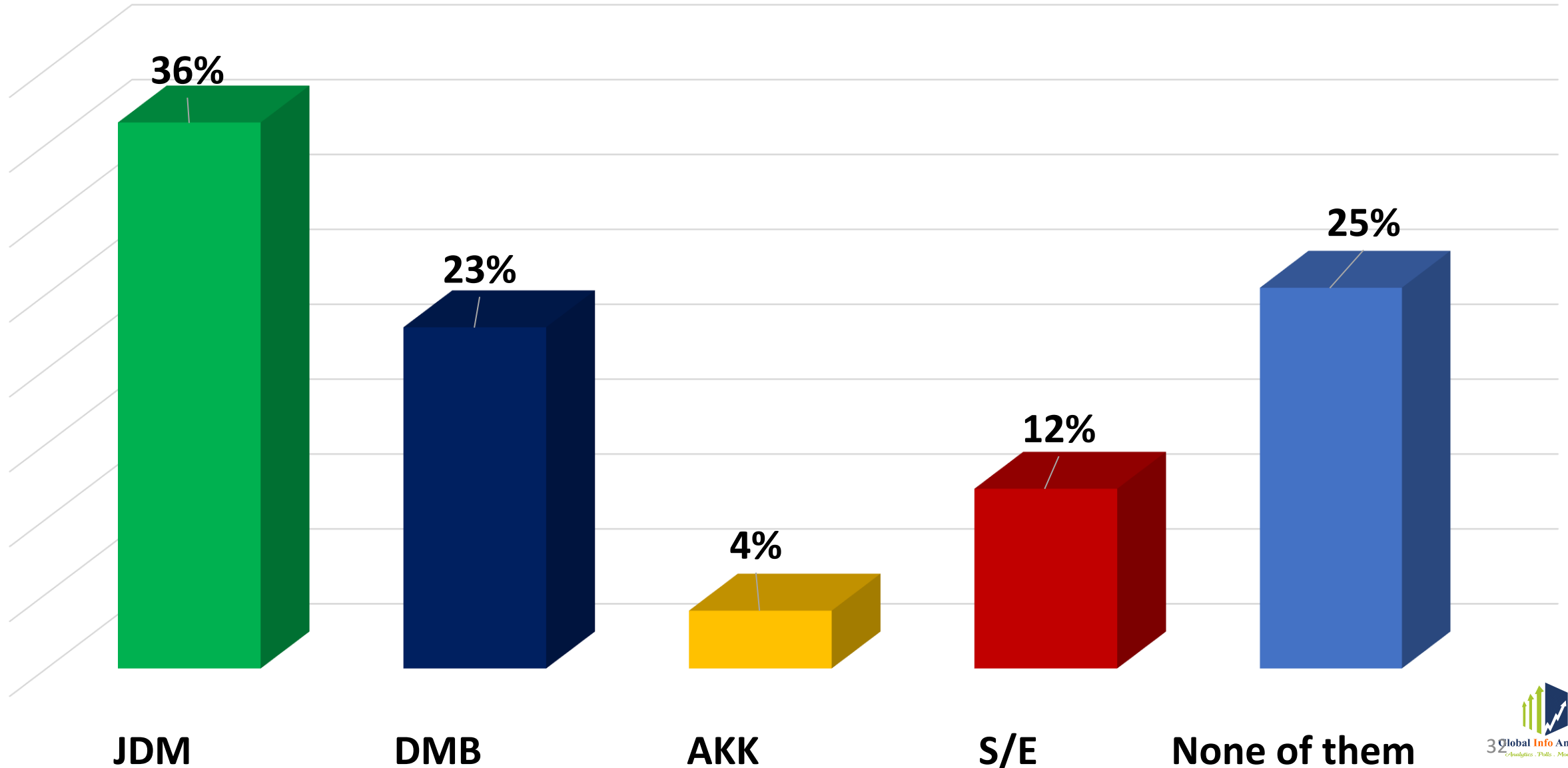


Yes

No

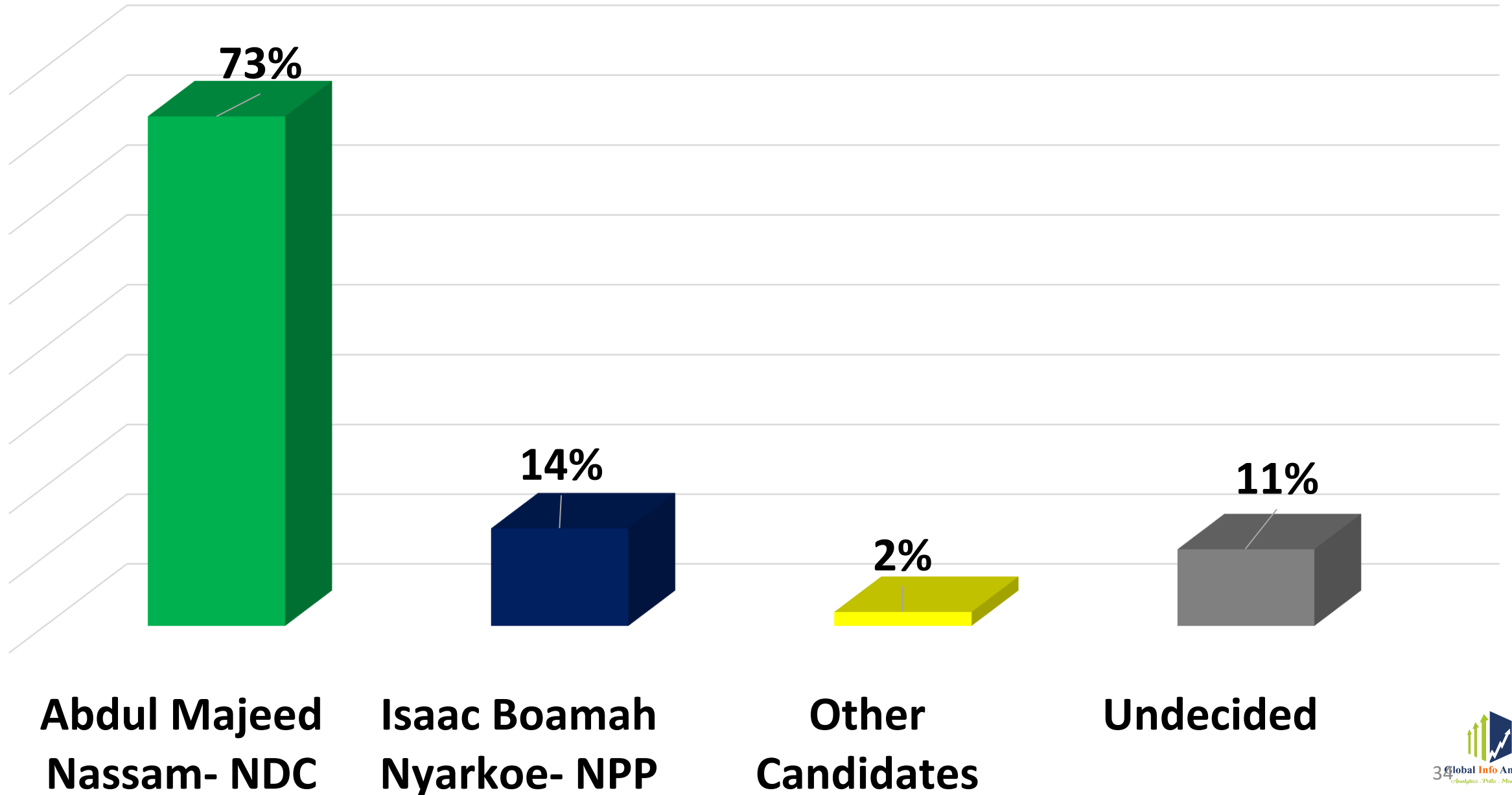
No opinion

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

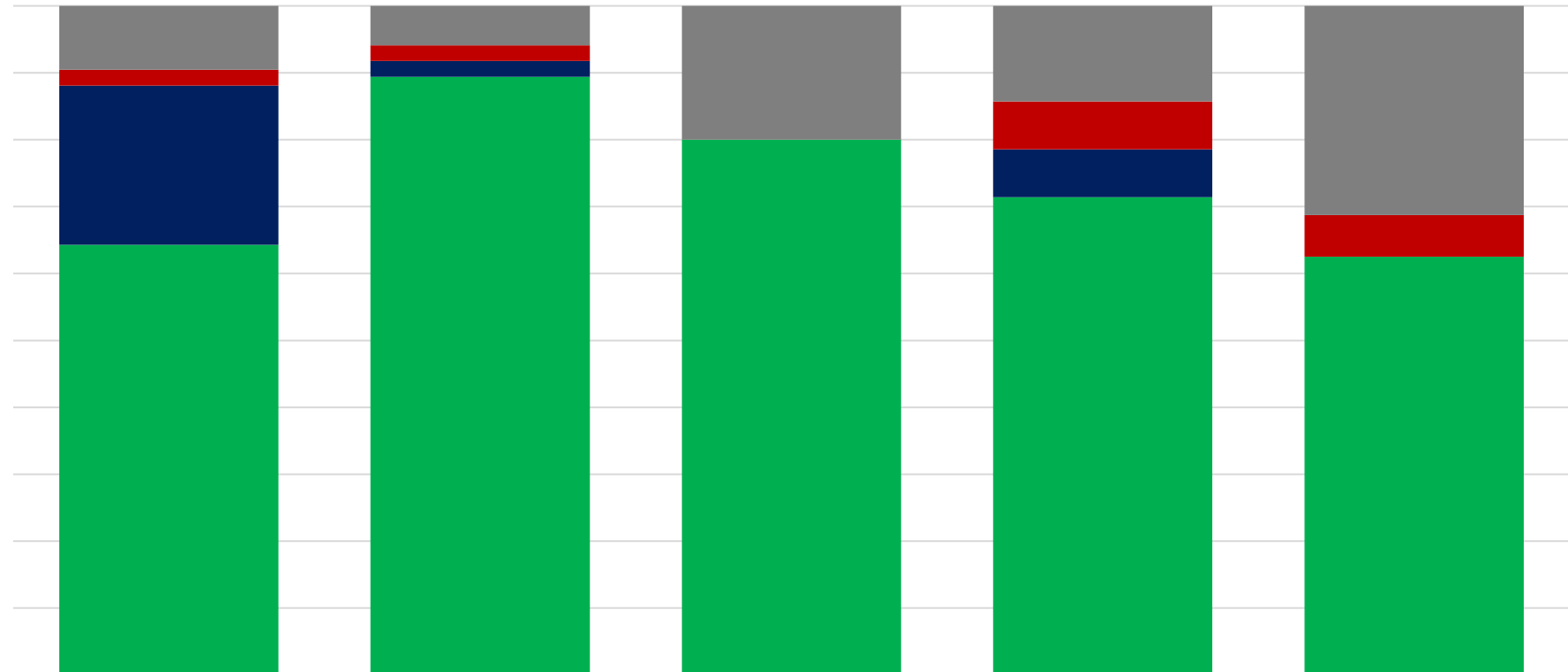


Parliamentary Elections

Effia Constituency

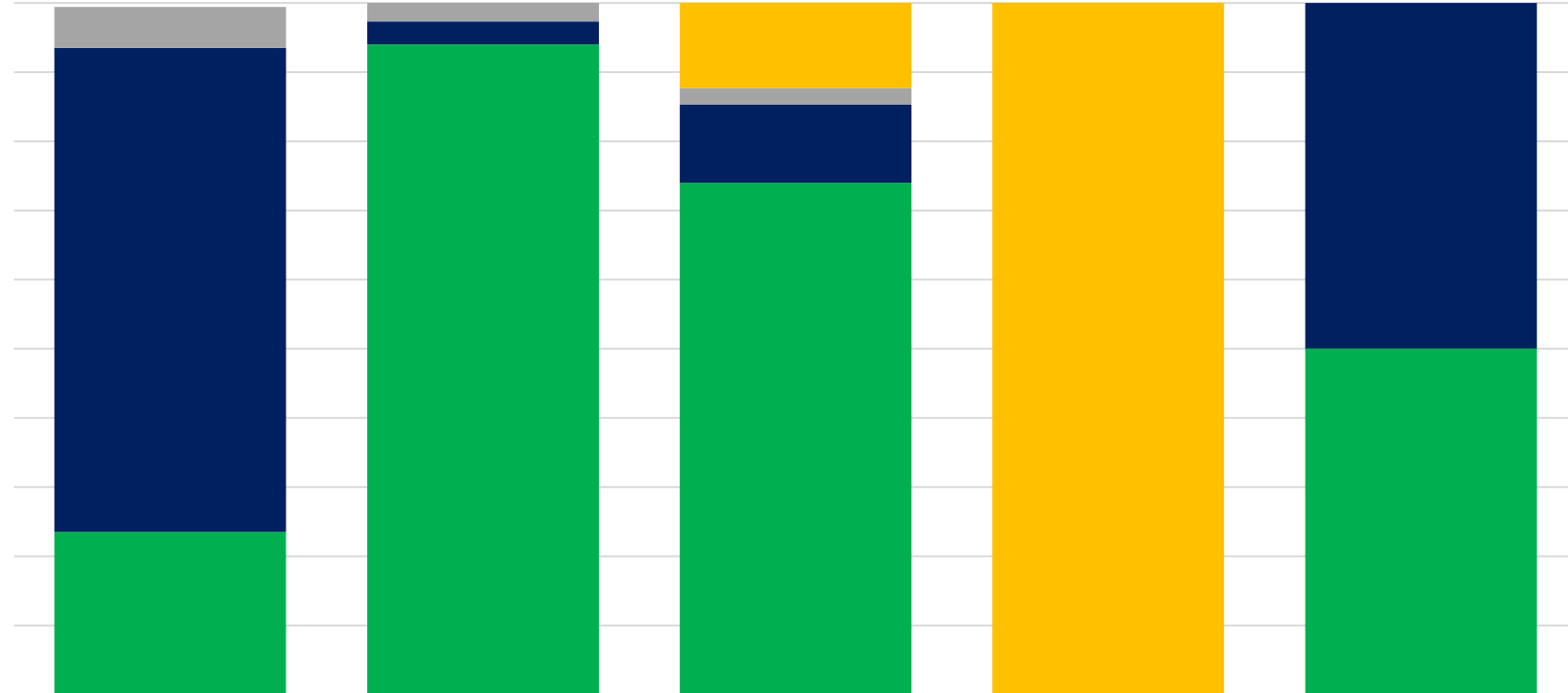


Effia Constituency- How they voted in 2020



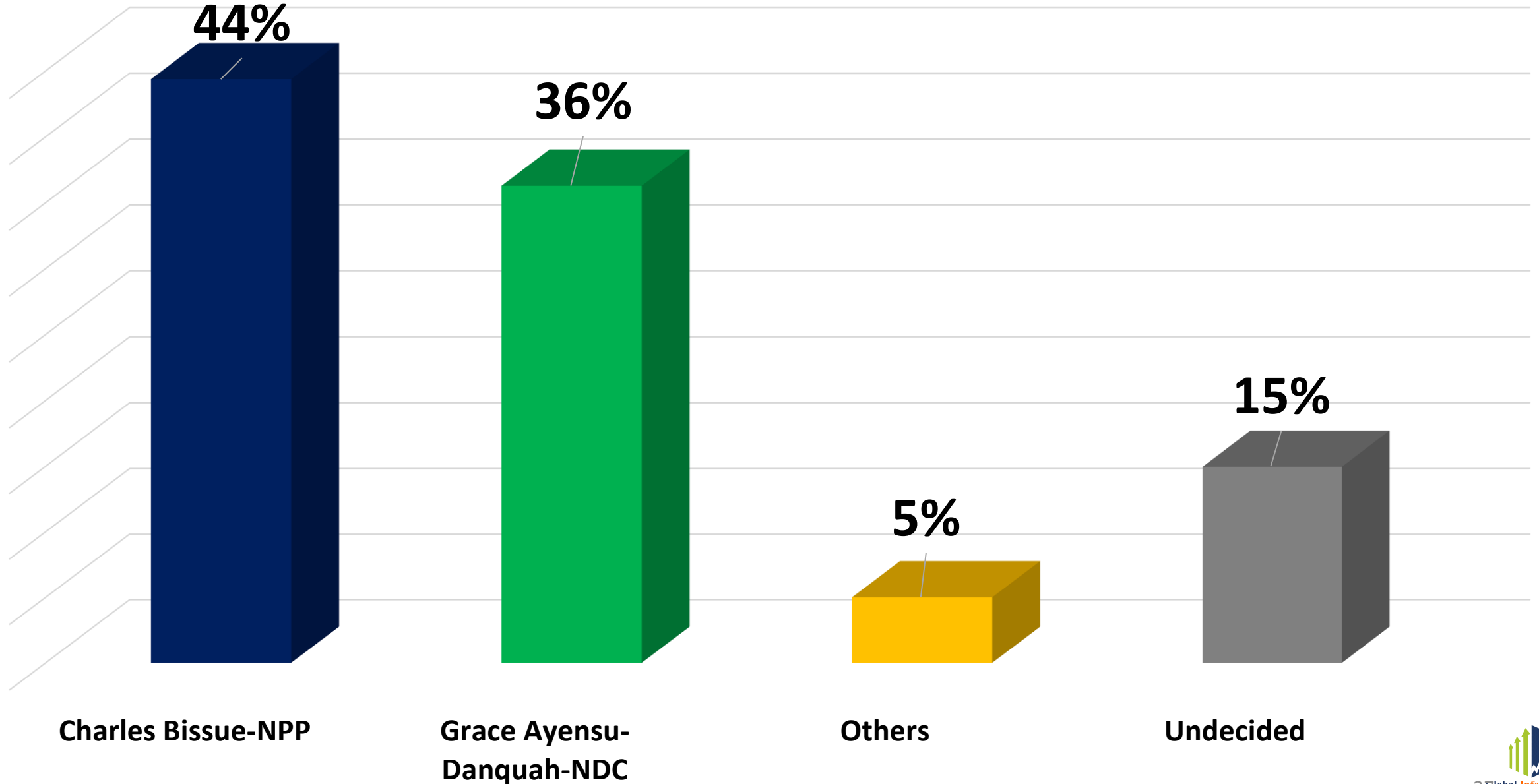
	NPP	NDC	Other Parties/IND	I did not vote	Not Disclosed
■ Undecided	10%	6%	20%	14%	31%
■ Others	2%	2%	0%	7%	6%
■ Isaac Boamah Nyarkoe- NPP	24%	2%	0%	7%	0%
■ Abdul Majeed Nassam- NDC	64%	89%	80%	71%	63%

Effia Constituency- Party Affiliations

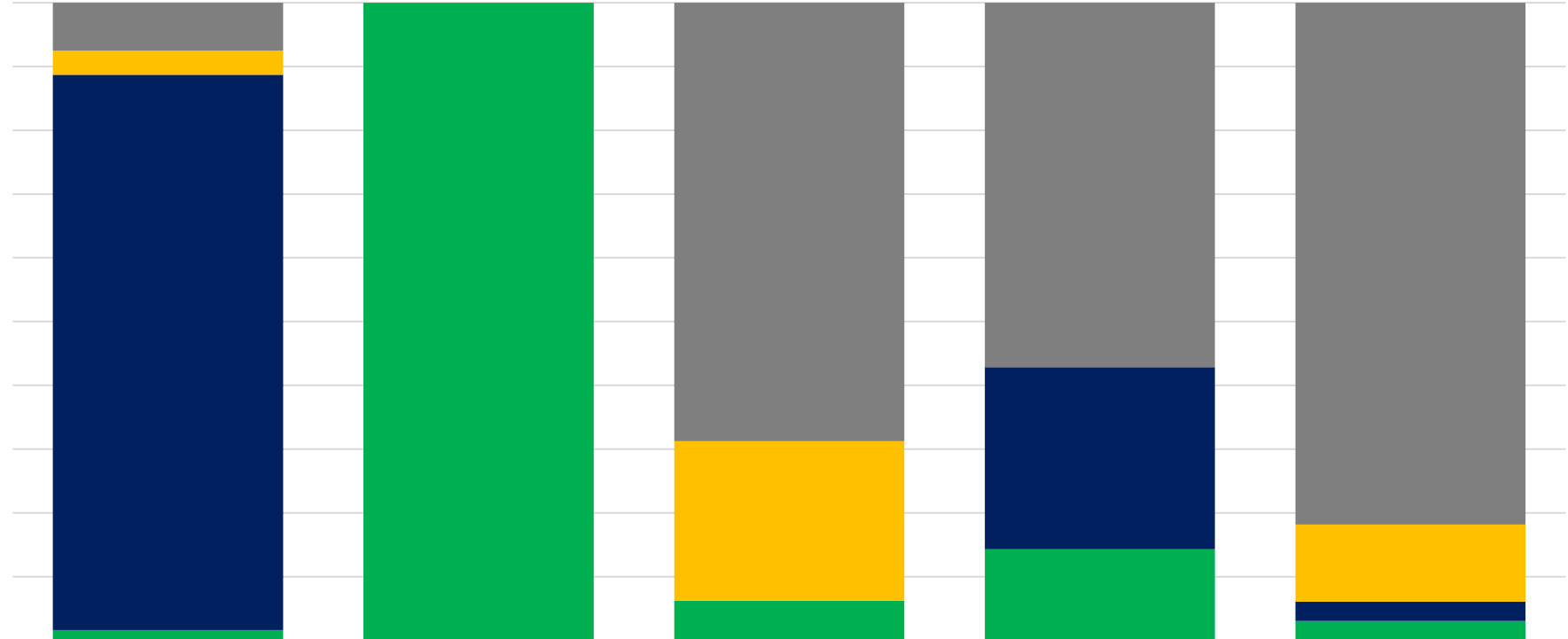


	NPP	NDC	Floating Voters	Other Parties	Not Disclosed
■ Undecided	0%	0%	12%	100%	0%
■ Others	6%	3%	2%	0%	0%
■ Isaac Boamah Nyarkoe- NPP	70%	3%	11%	0%	50%
■ Abdul Majeed Nassam- NDC	24%	94%	74%	0%	50%

Essikado-Ketan Constituency

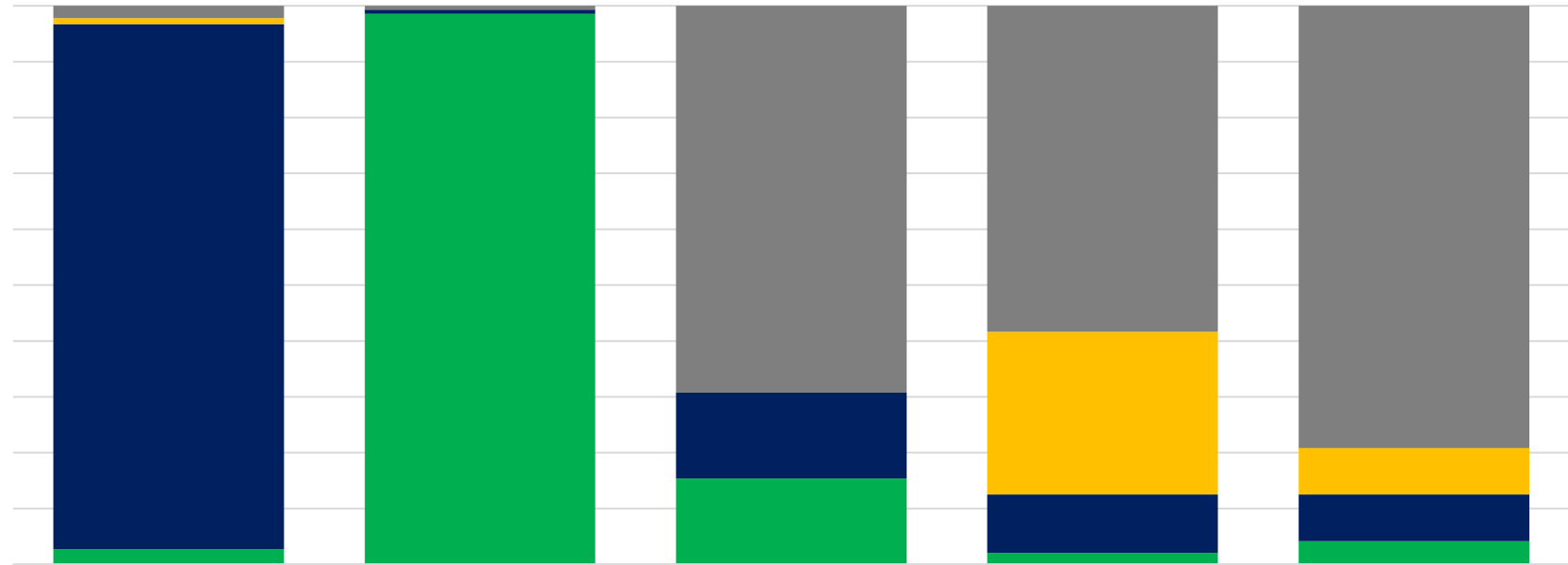


Essiakado Constituency- How they voted in 2020



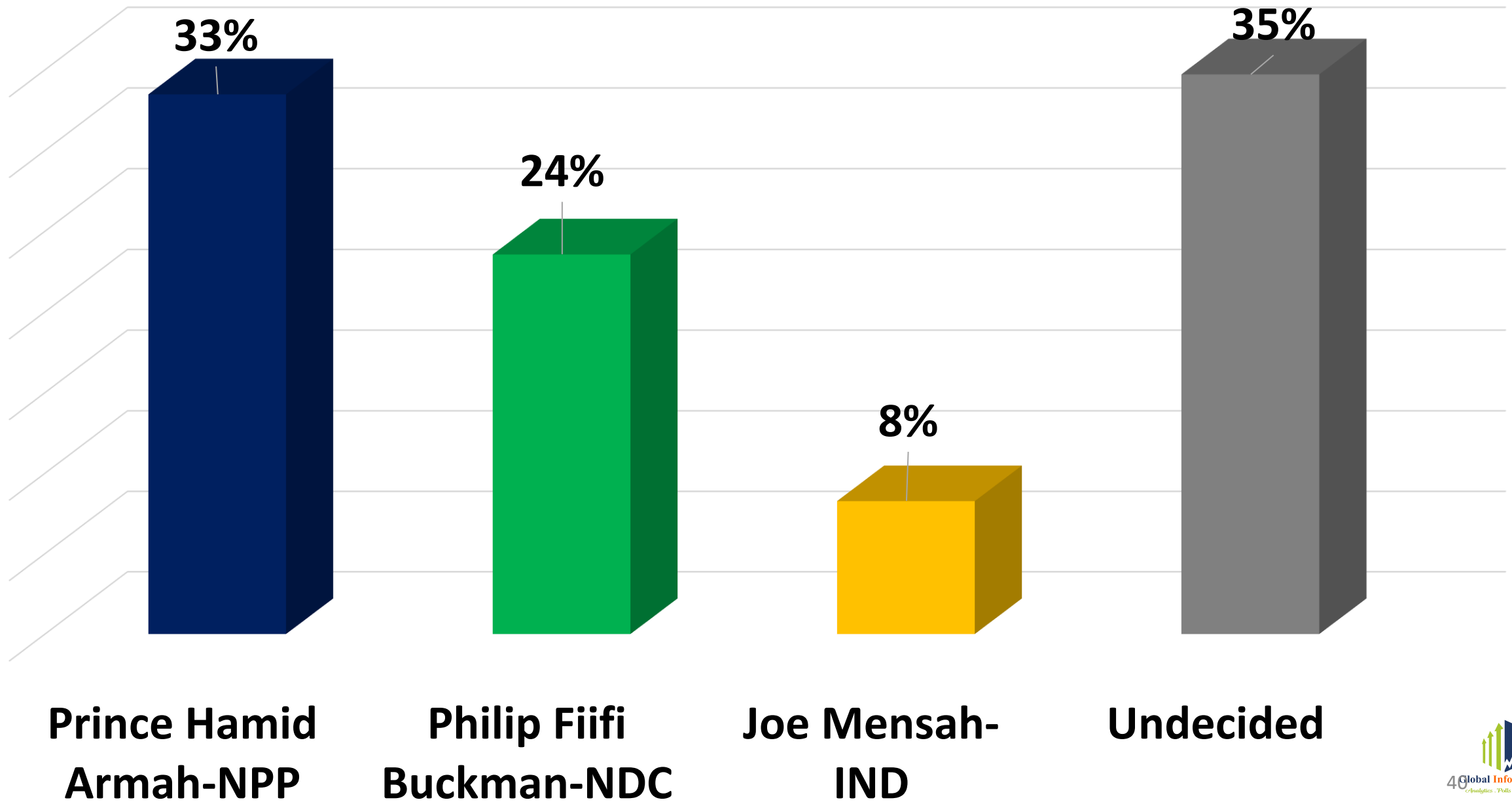
	NPP	NDC	Other Parties/IND	I did not vote	Not Disclosed
■ Undecided	8%	0%	69%	57%	82%
■ Others	4%	0%	25%	0%	12%
■ Charles Bissie	87%	0%	0%	29%	3%
■ Grace Ayensu-Danquah	2%	100%	6%	14%	3%

Essikado Constituency- Party Affiliations

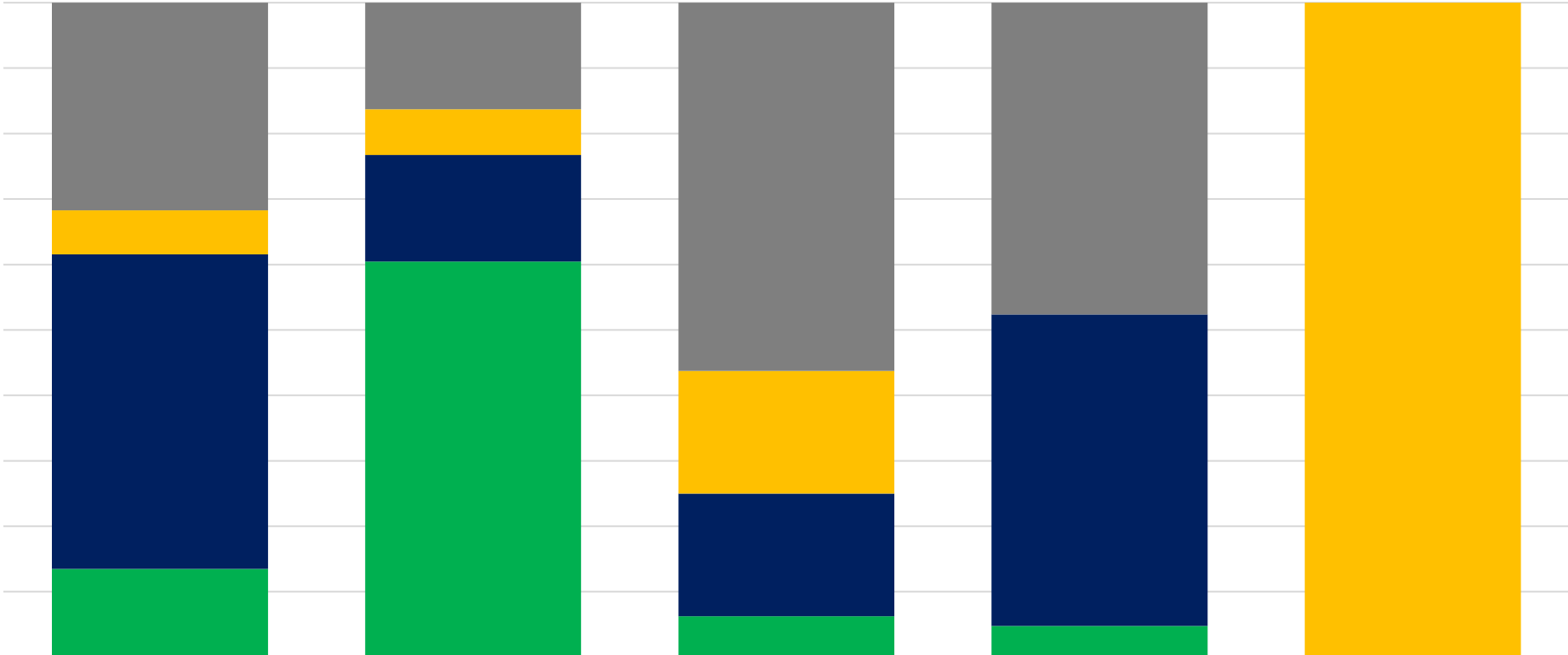


	NPP	NDC	Floating Voters	Other Parties	Not Disclosed
■ Undecided	2%	1%	69%	58%	79%
■ Others	1%	0%	0%	29%	8%
■ Charles Bissue	94%	1%	15%	10%	8%
■ Grace Ayensu-Danquah	3%	99%	15%	2%	4%

Kwesimintsim Constituency



Kwesimintsim Constituency- How they voted in 2020



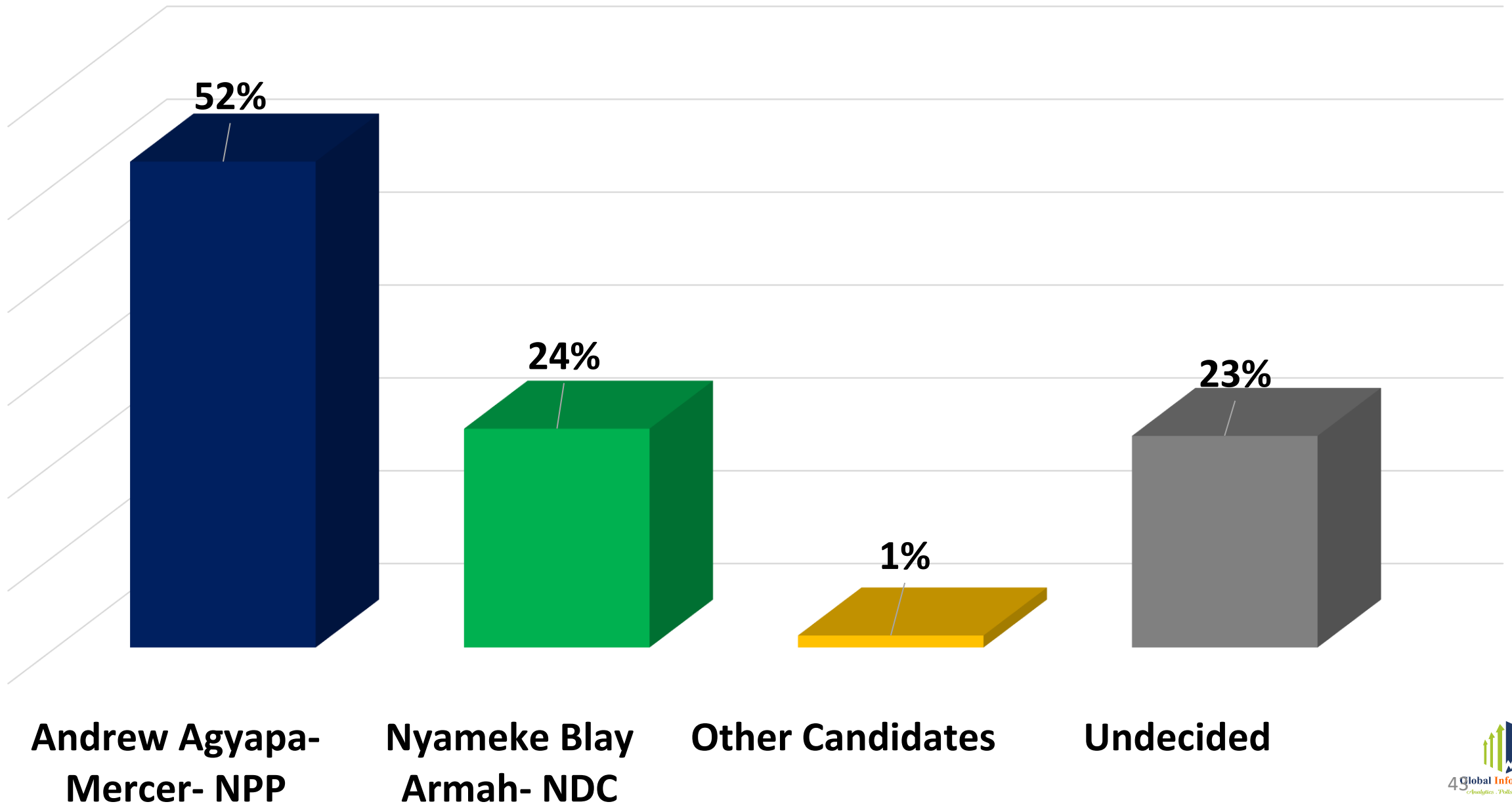
	NPP	NDC	Other Parties/IND	I did not vote	Not Disclosed
■ Undecided	32%	16%	56%	48%	0%
■ Joe Mensah-IND	7%	7%	19%	0%	100%
■ Prince Hamid Armah- NPP	48%	16%	19%	48%	0%
■ Philip Fiifi Buckman- NDC	13%	60%	6%	5%	0%

Kwesimintsim Constituency- Party Affiliations

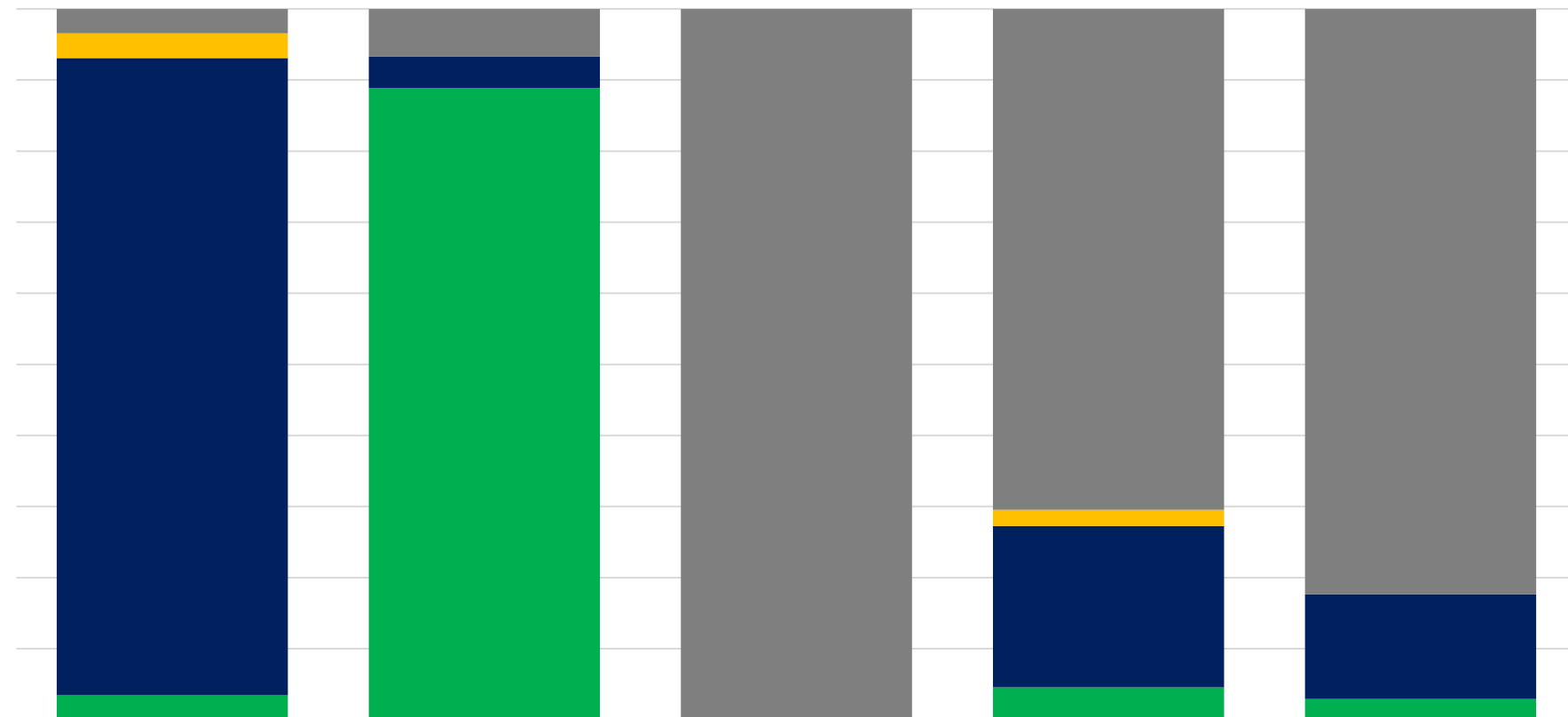


	NPP	NDC	Floating Voters	Other Parties	Not Disclosed
■ Undecided	21%	7%	43%	17%	100%
■ Joe Mensah-IND	5%	3%	10%	17%	0%
■ Prince Hamid Armah- NPP	67%	17%	27%	67%	0%
■ Philip Fiifi Buckman- NDC	7%	72%	20%	0%	0%

Sekondi Constituency

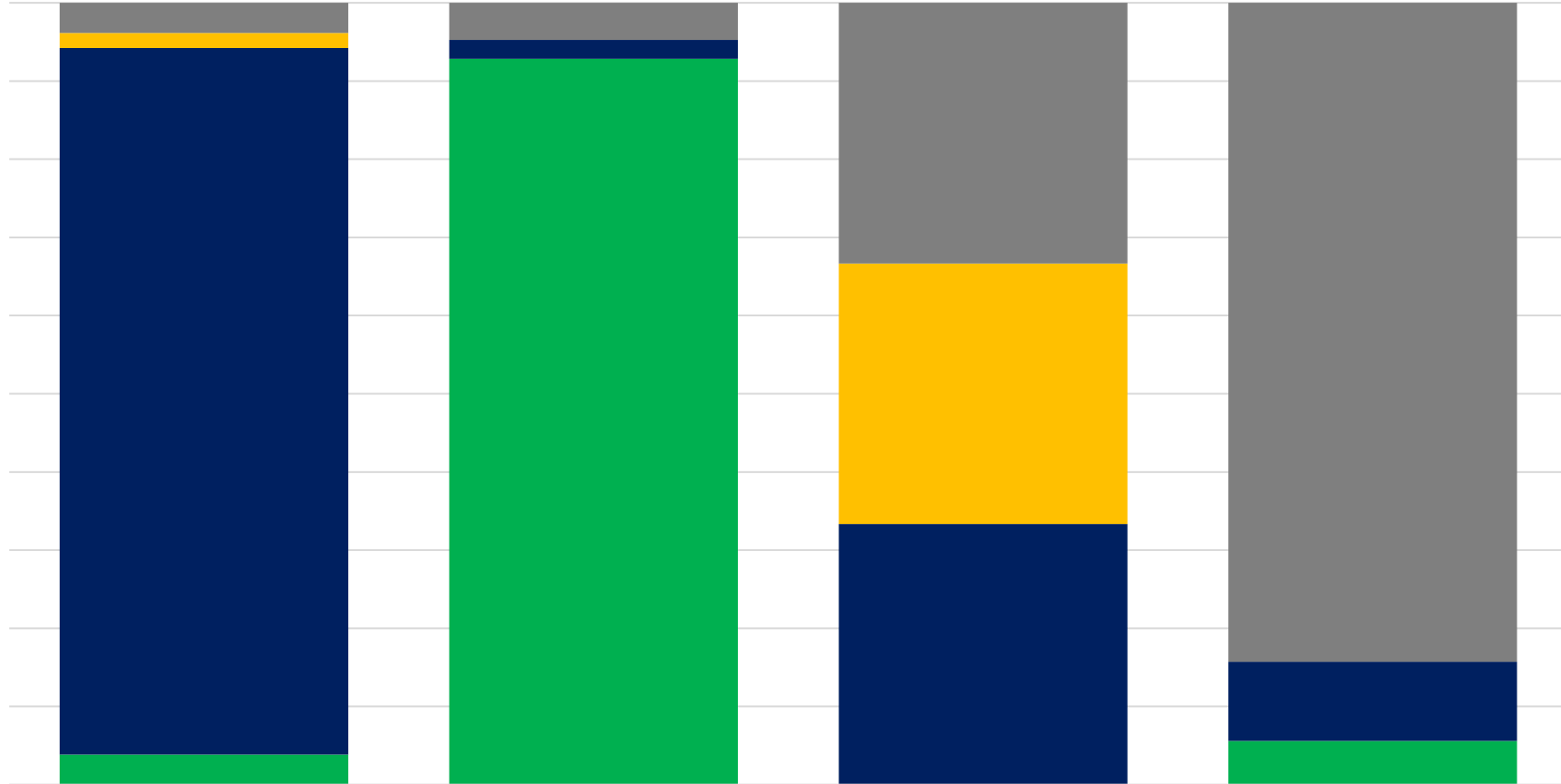


Sekondi Constituency- How they voted in 2020



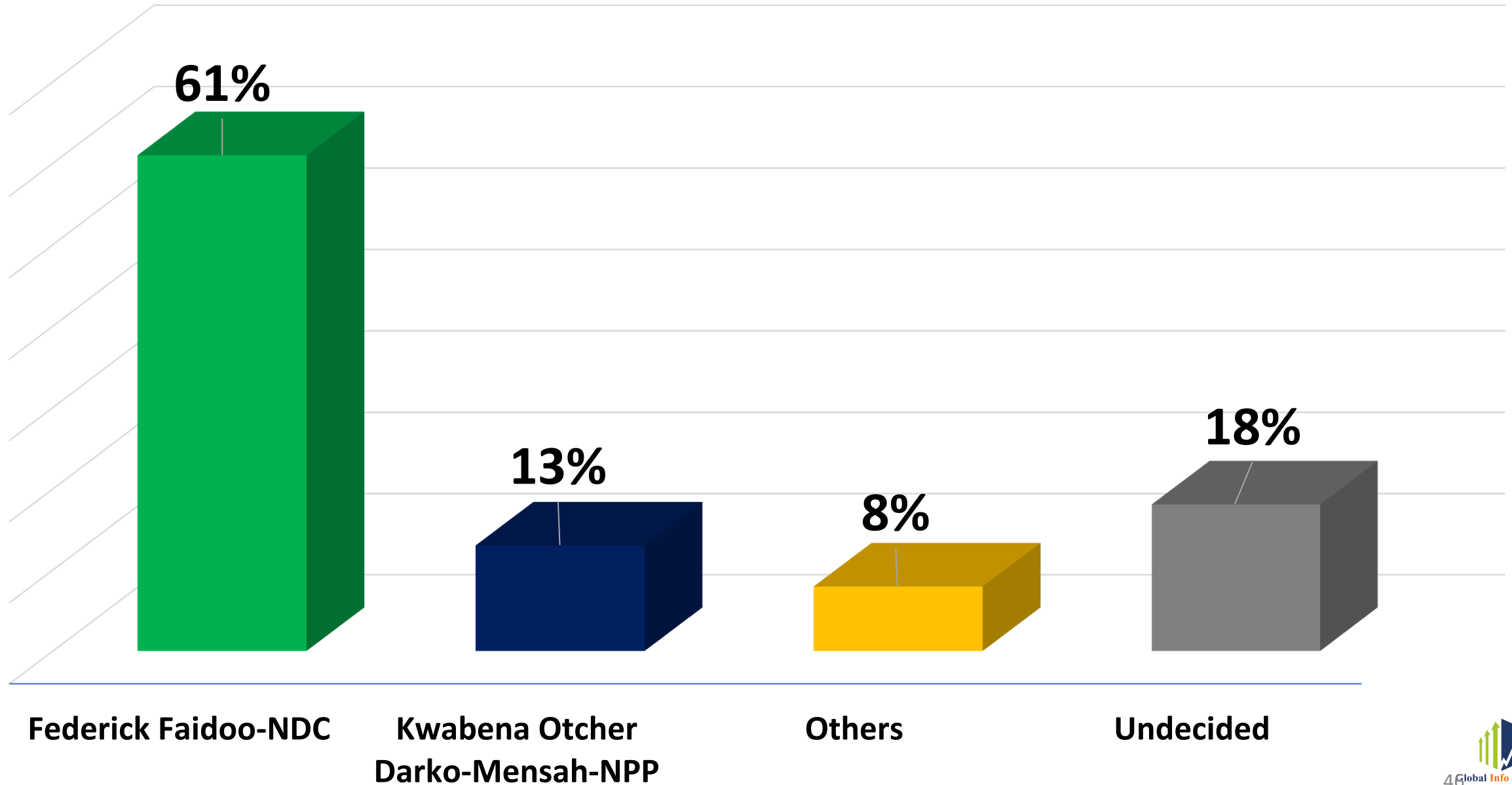
	NPP	NDC	Other Parties/IND	I did not vote	Not Disclosed
■ Undecided	3%	7%	100%	70%	82%
■ Others	3%	0%	0%	2%	0%
■ Andrew Agyapa-Mercer- NPP	90%	4%	0%	23%	15%
■ Nyameke Blay Armah- NDC	3%	89%	0%	5%	3%

Sekondi Constituency- Party Affiliations

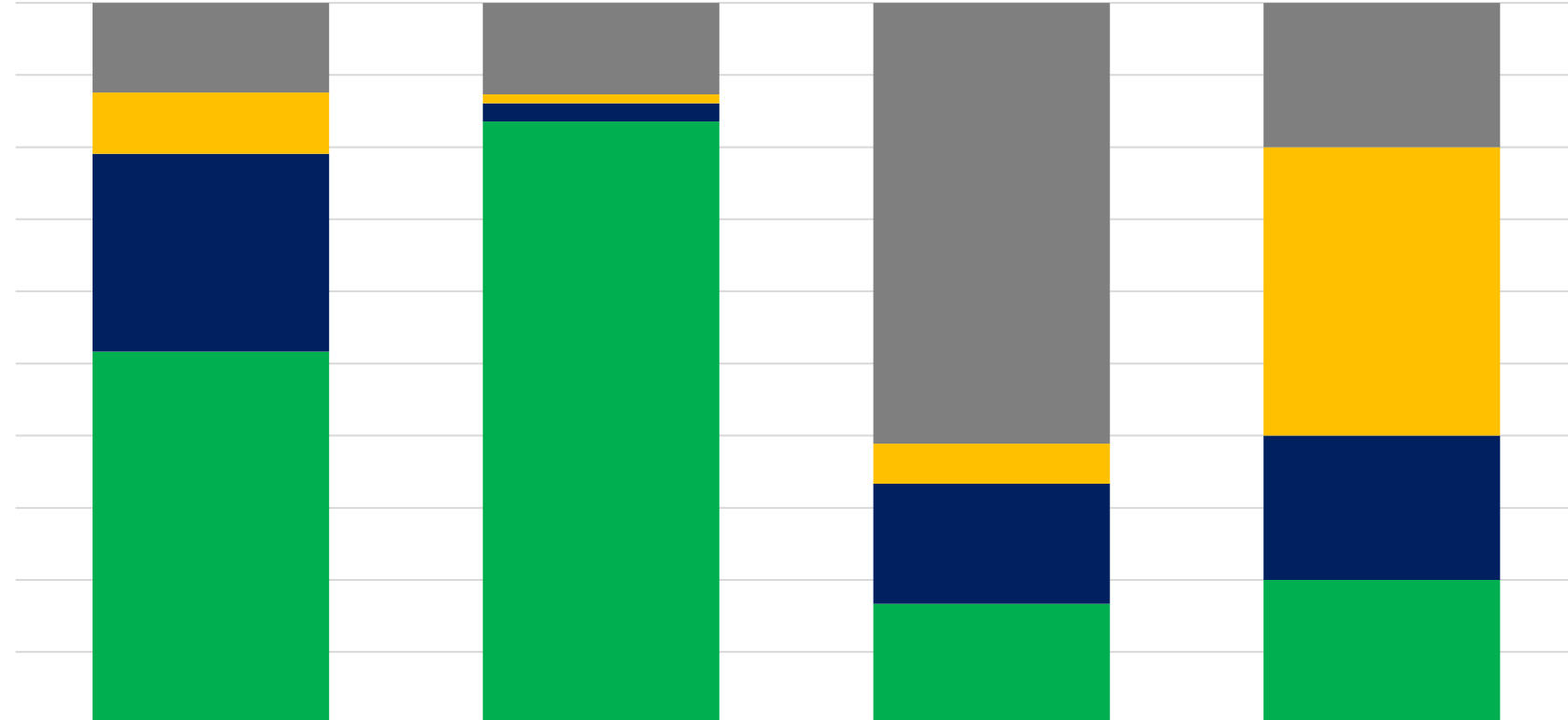


	NPP	NDC	Floating Voters	Other Parties
■ Undecided	4%	5%	33%	84%
■ Others	2%	0%	33%	0%
■ Andrew Agyapa-Mercer- NPP	90%	2%	33%	10%
■ Nyameke Blay Armah- NDC	4%	93%	0%	6%

Takoradi Constituency

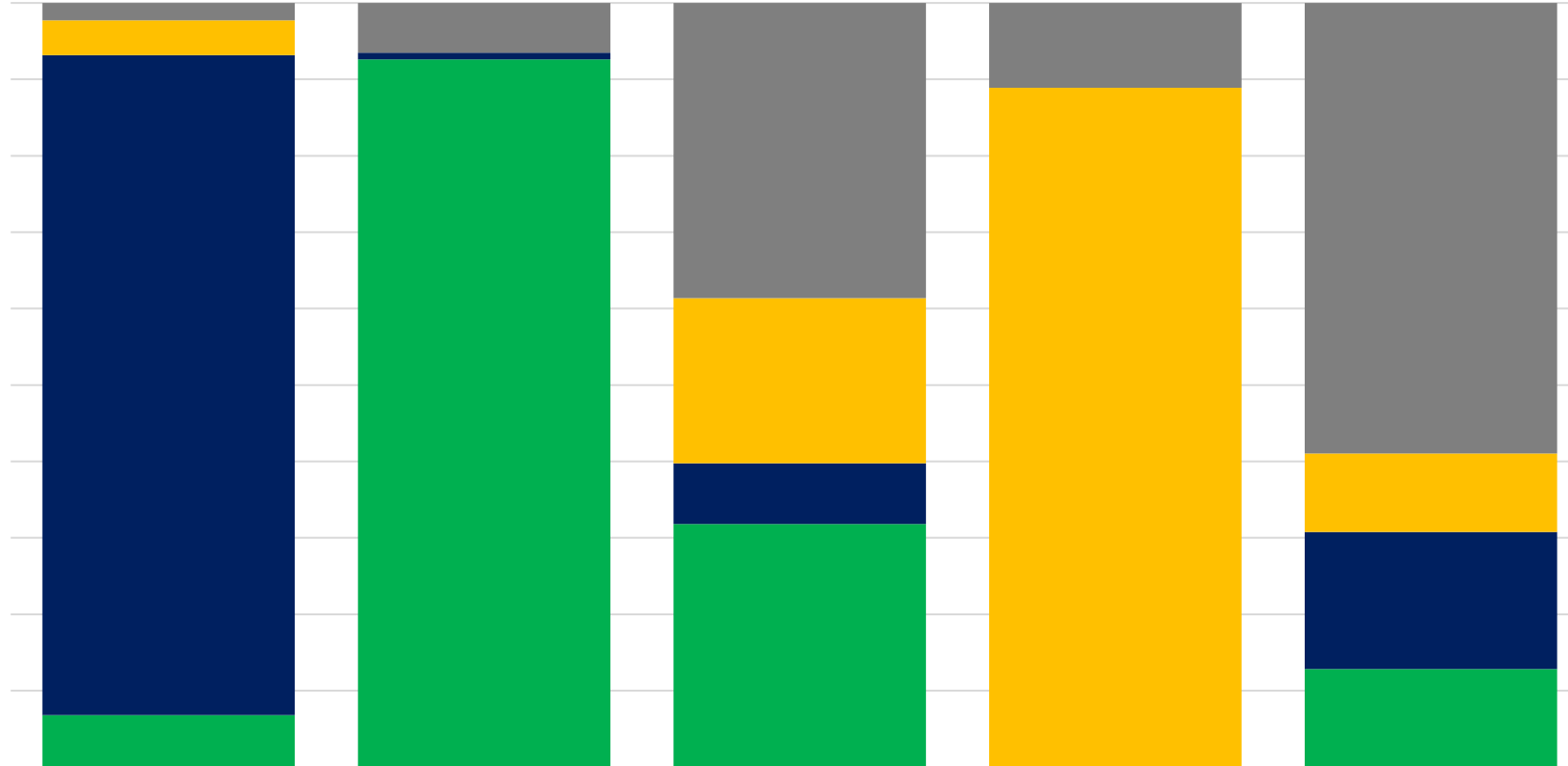


Takoradi Constituency- How they voted in 2020



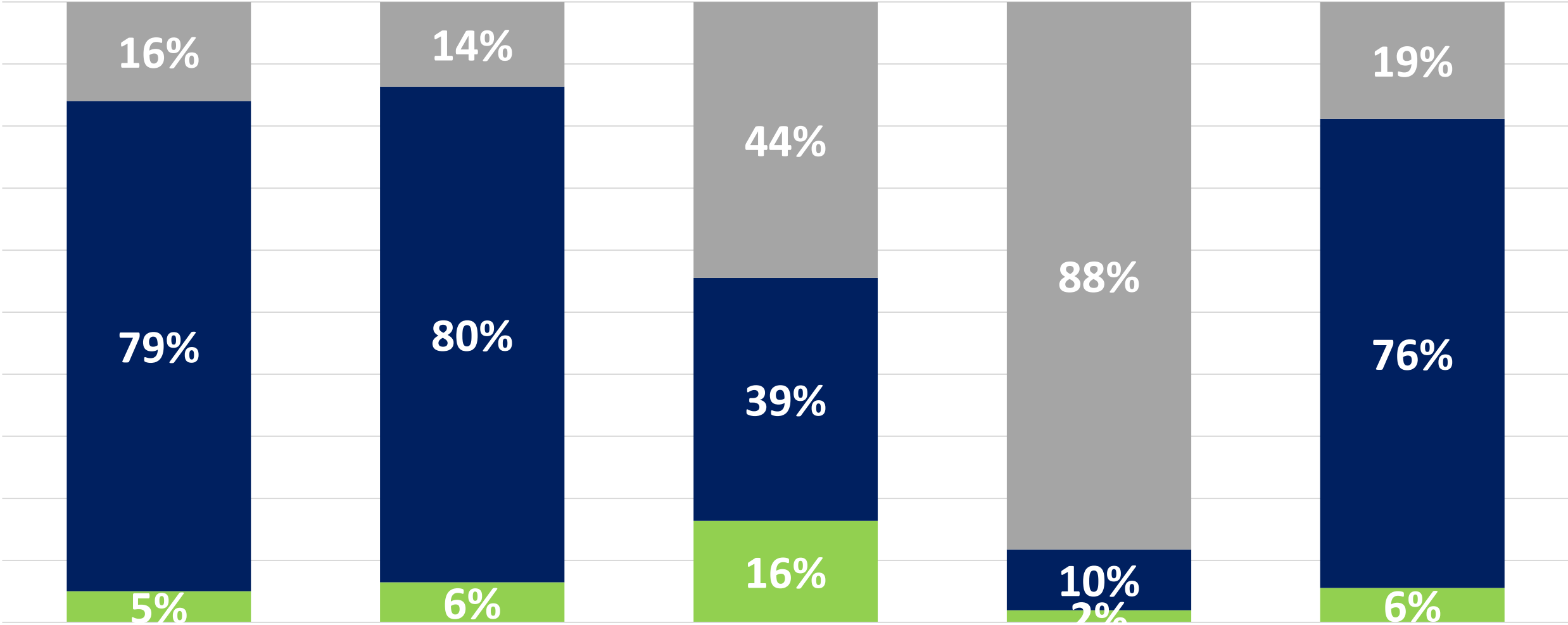
	NPP	NDC	I did not vote	Not Disclosed
■ Undecided	12%	13%	61%	20%
■ Other Candidates	8%	1%	6%	40%
■ Kwabena Otchere Darko-Mensah NPP	27%	3%	17%	20%
■ Frederick Faidoo- NDC	52%	84%	17%	20%

Takoradi Constituency- Party Affiliations



	NPP	NDC	FV	Others	Not Discl
■ Undecided	2%	7%	39%	11%	59%
■ Other Candidates	5%	0%	22%	89%	10%
■ Kwabena Otchere Darko-Mensah NPP	86%	1%	8%	0%	18%
■ Frederick Faidoo- NDC	7%	93%	32%	0%	13%

Likelihood of to Change your mind-Constituencies



Effia

Essikado-Ketan

Kwasimintim

Sekondi

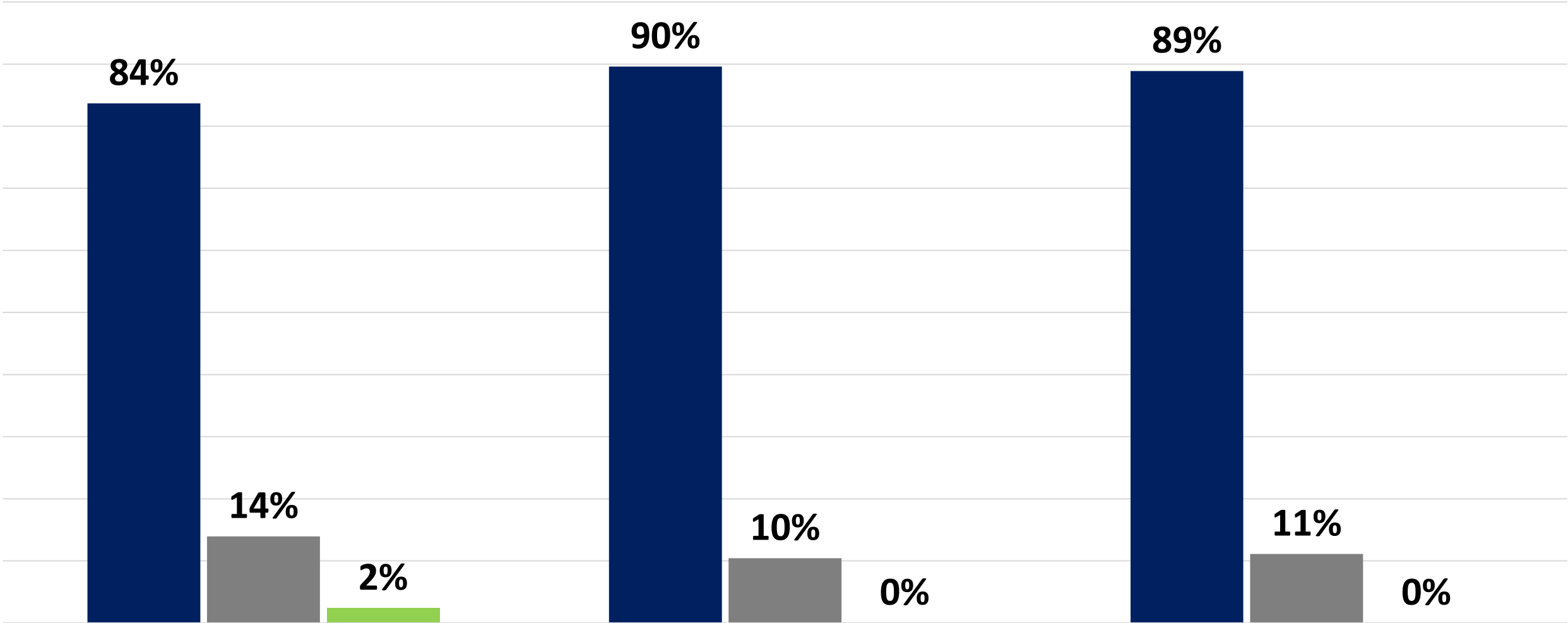
Takoradi

■ Likely

■ Unlikely

■ Neutral

Likelihood of to Change your mind-Effia



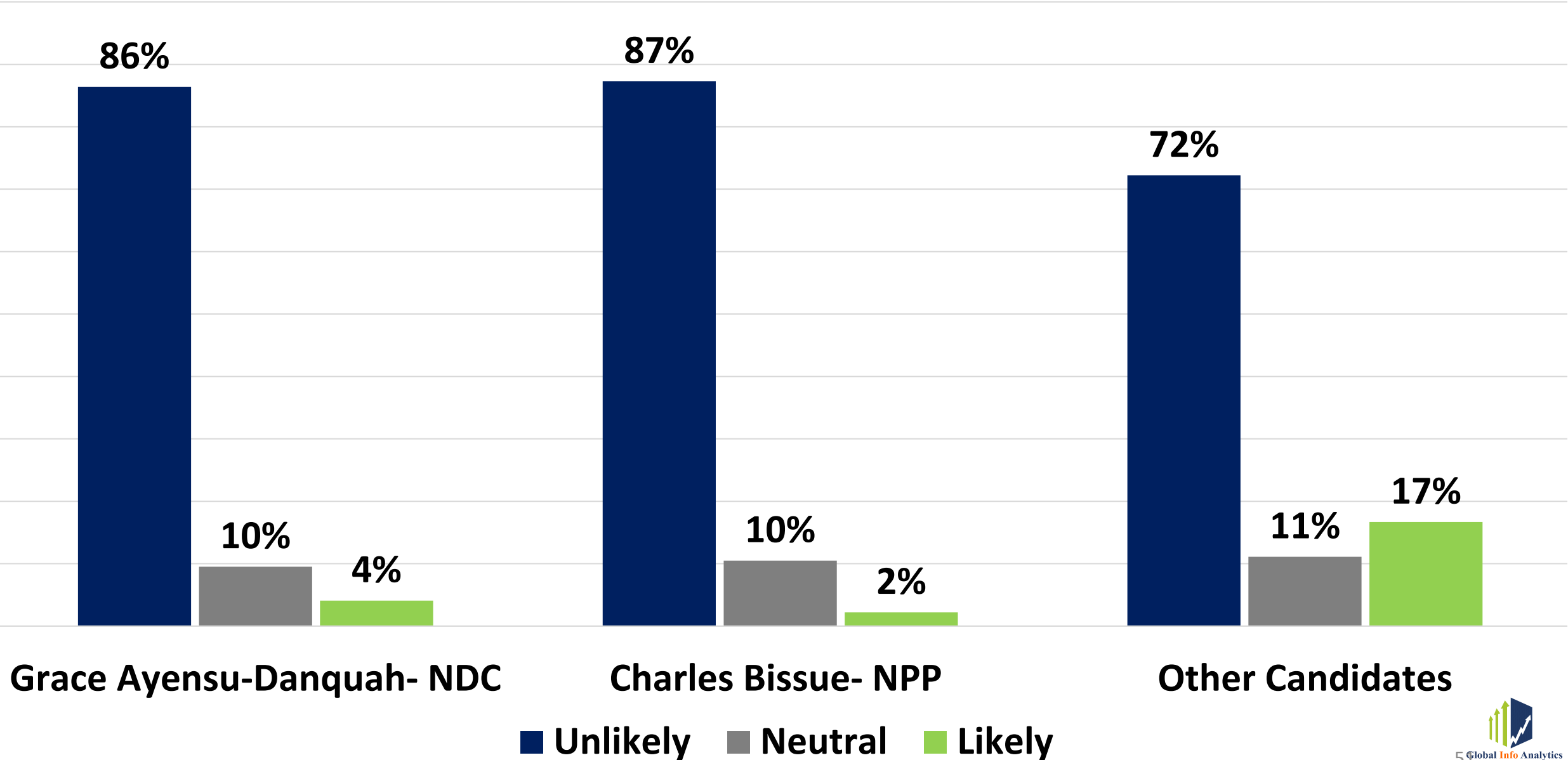
Abdul Majeed Nassam- NDC

Isaac Boamah Nyarkoe- NPP

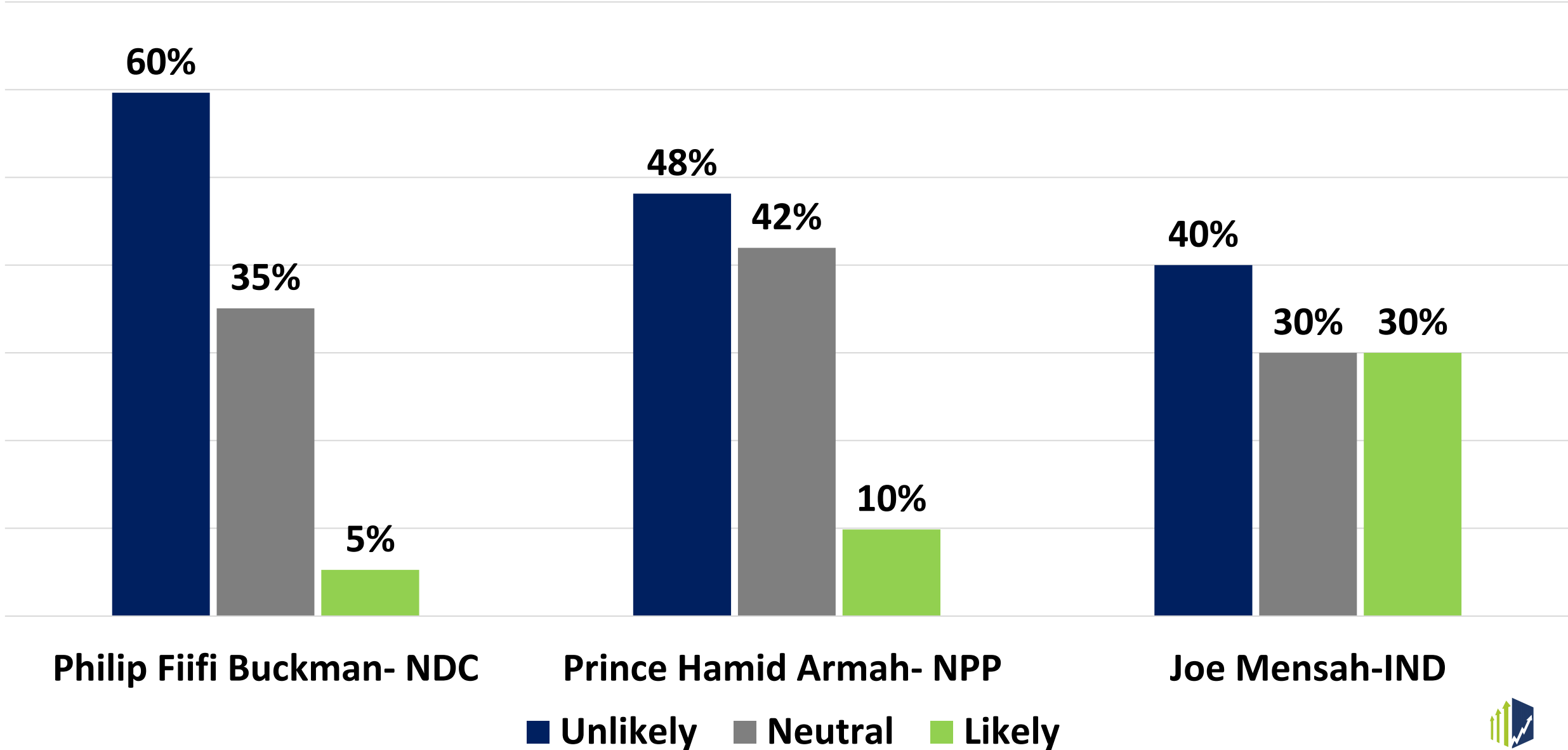
Other Candidates

■ Unlikely ■ Neutral ■ Likely

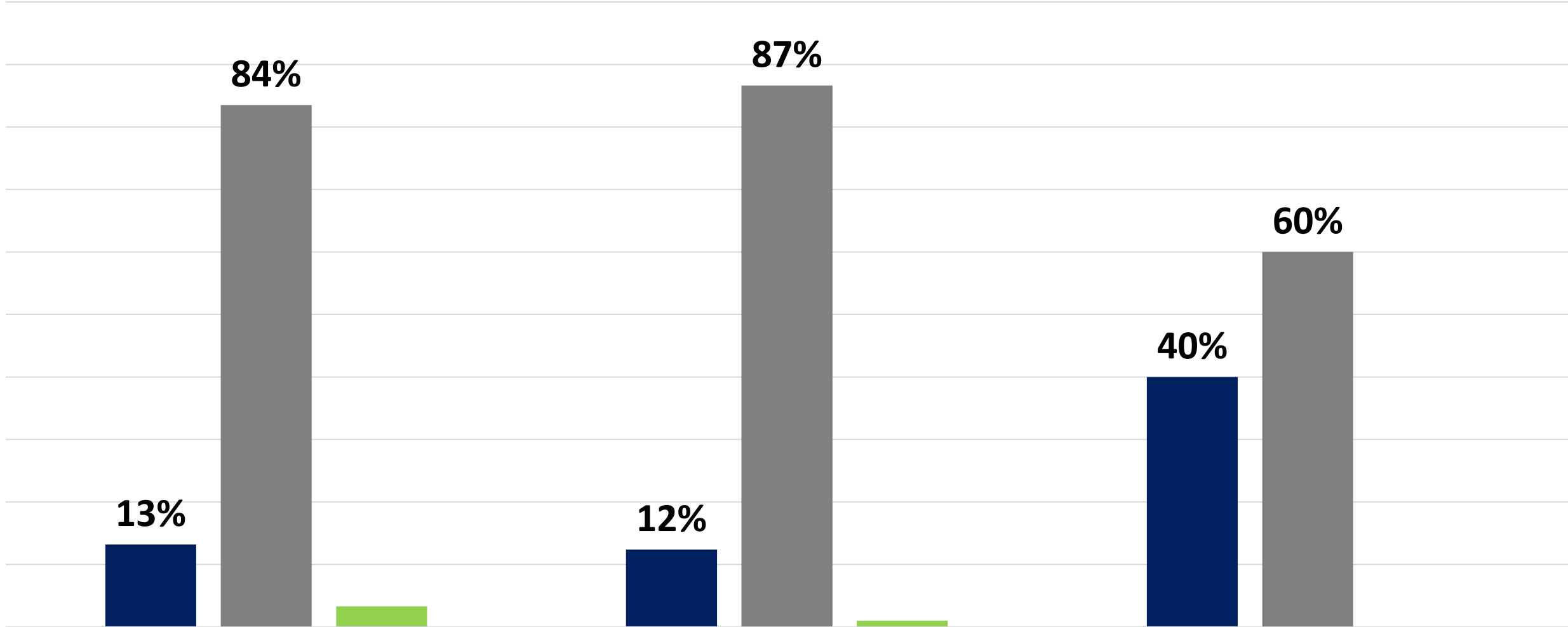
Likelihood of to Change your mind-Essikado-Ketan



Likelihood of to Change your mind-Kwesimintsim



Likelihood of to Change your mind-Sekondi



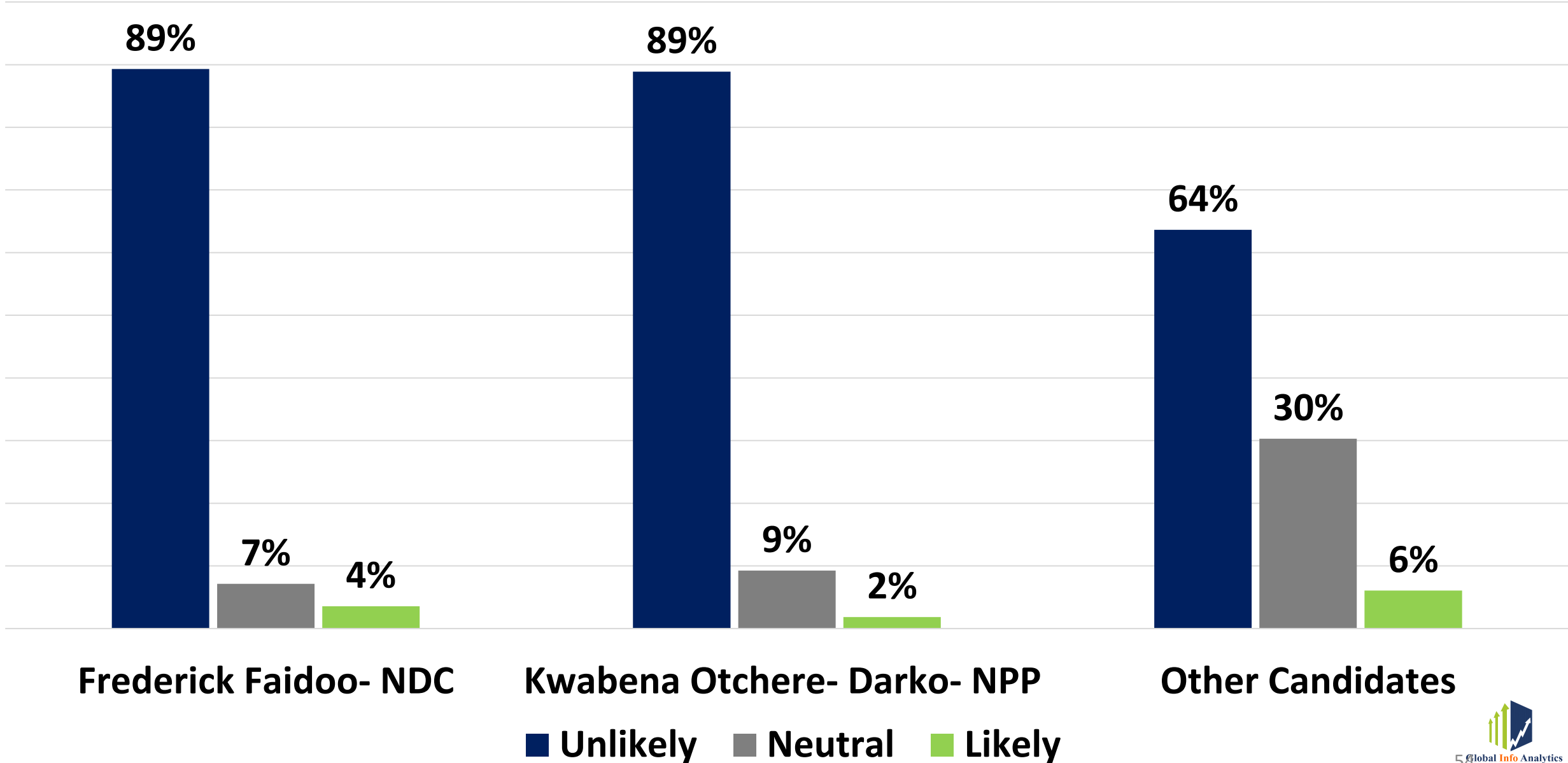
Nyameke Blay Armah- NDC

Andrew Agyapa-Mercer- NPP

Other Candidates

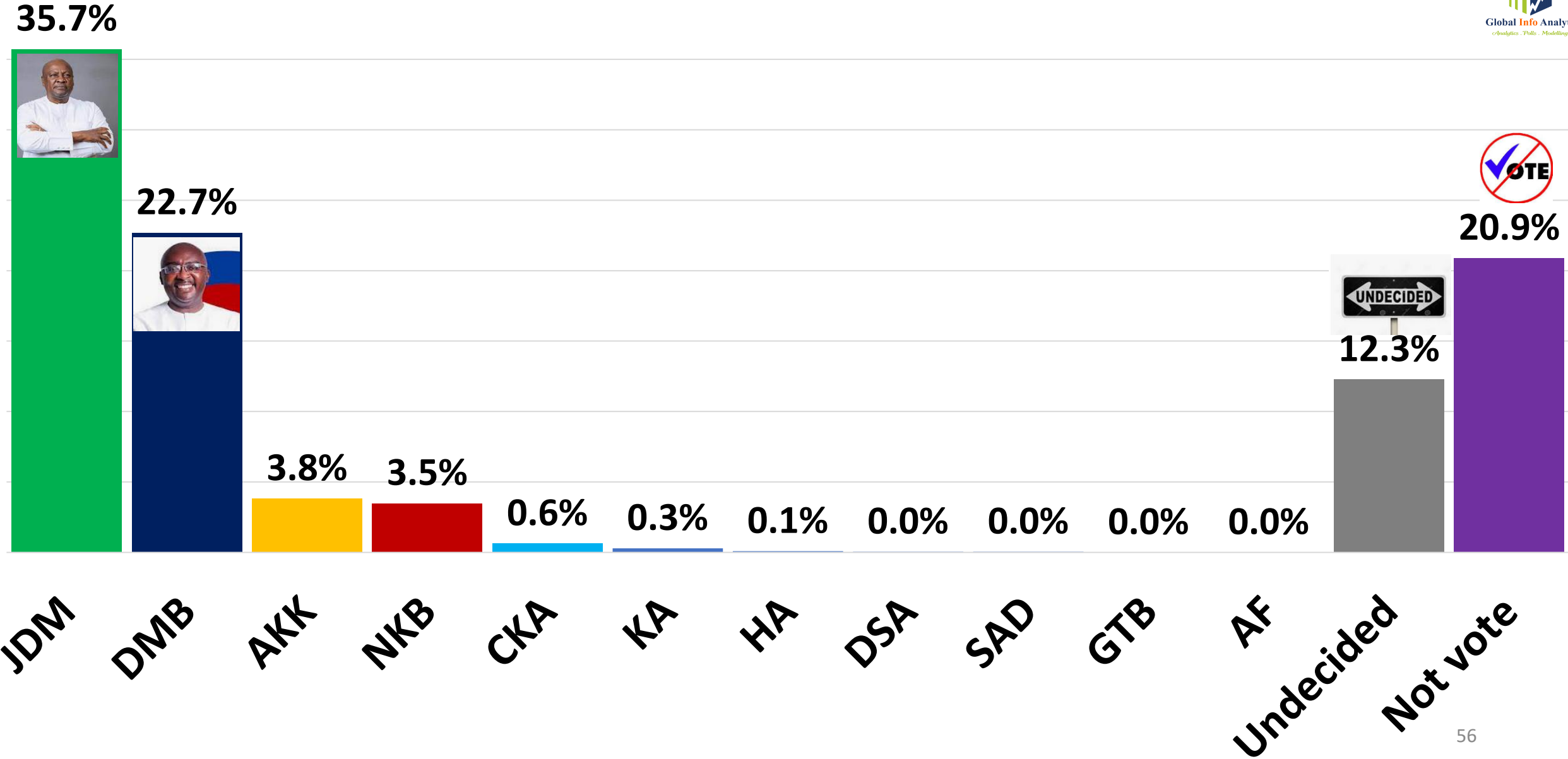
■ Unlikely ■ Neutral ■ Likely

Likelihood of to Change your mind-Takoradi

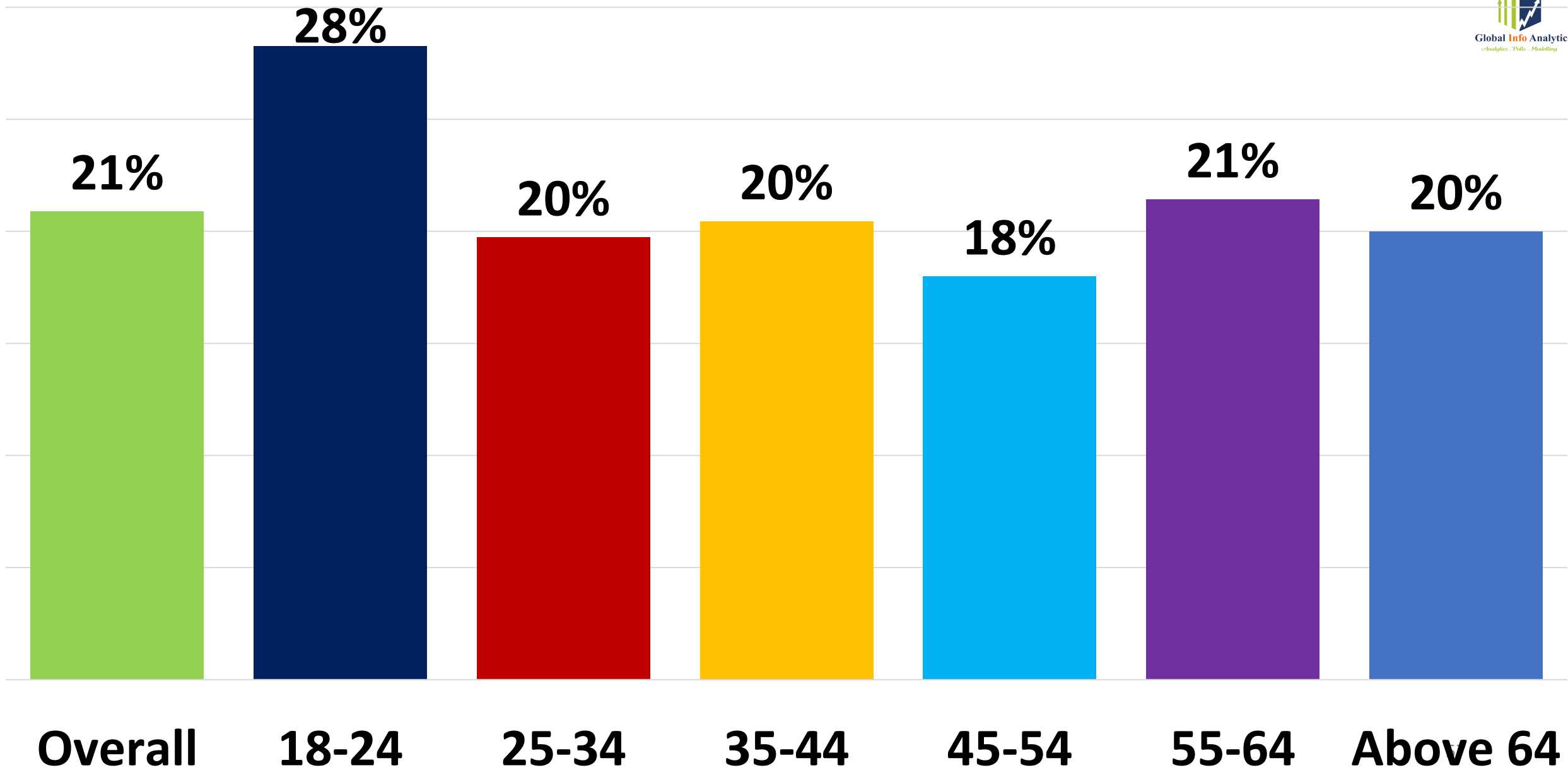


Presidential Elections

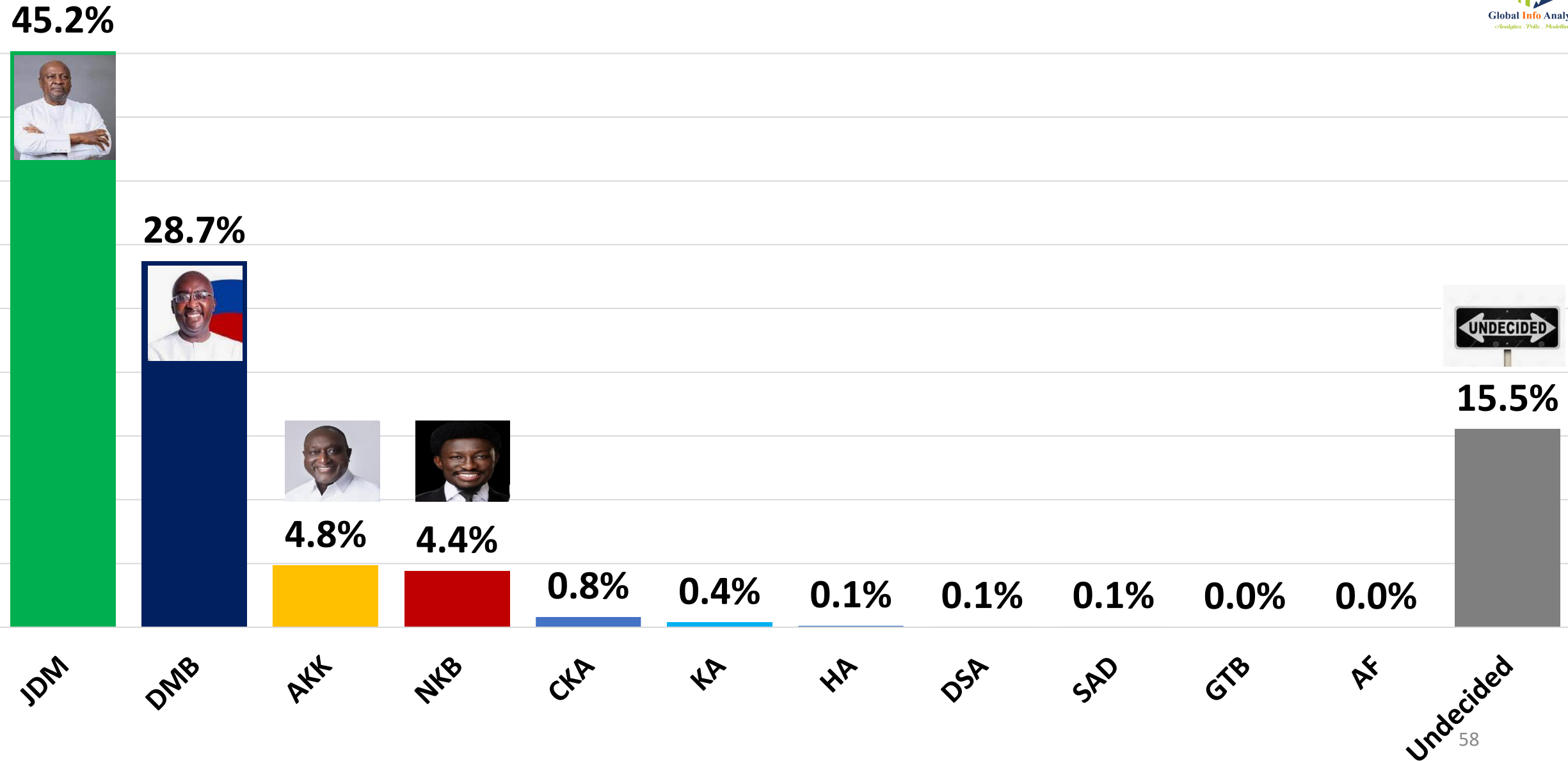
Voting Intentions – All Voters (Unweighted)



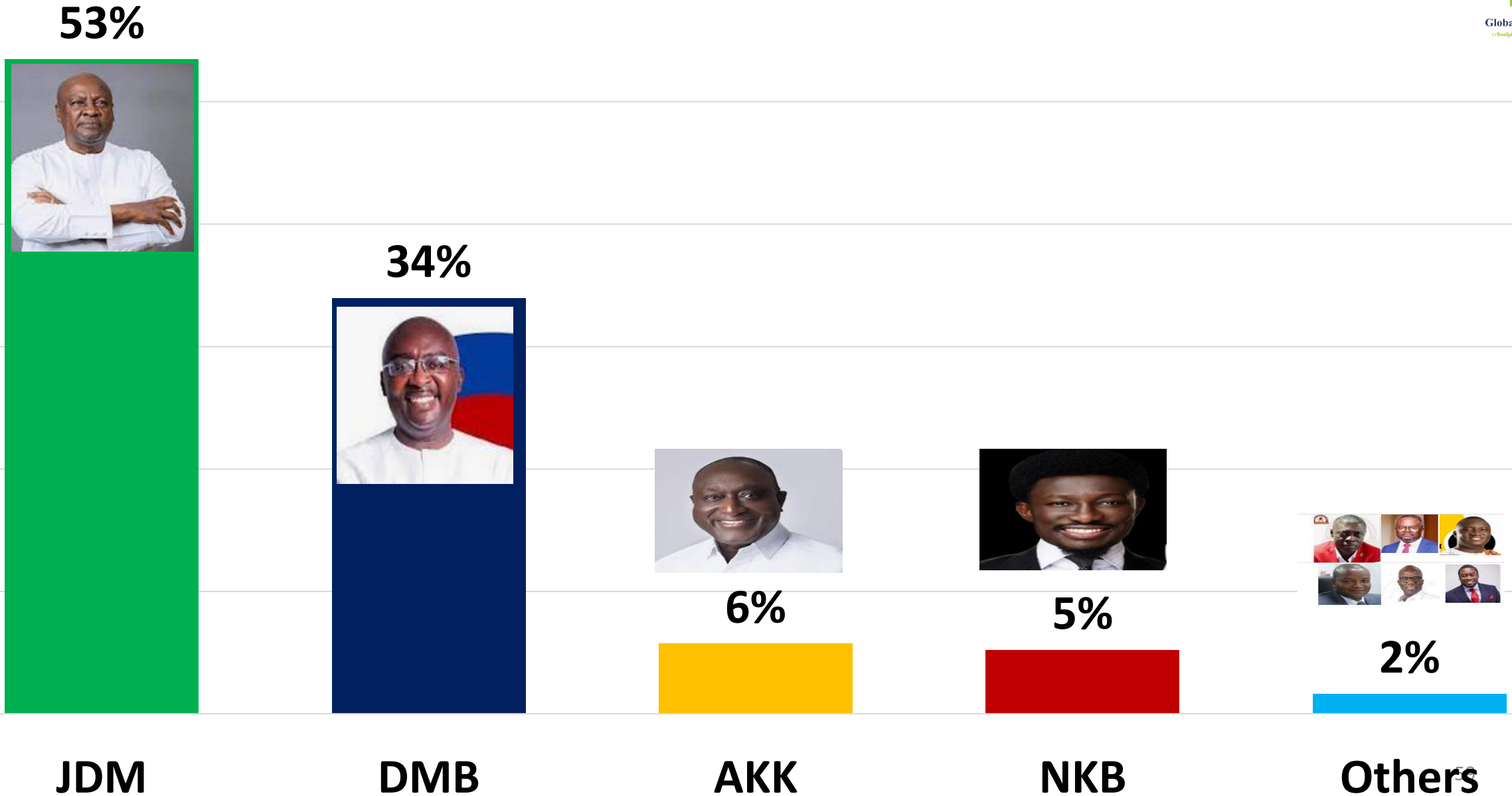
I Will Not Vote –Age Groups



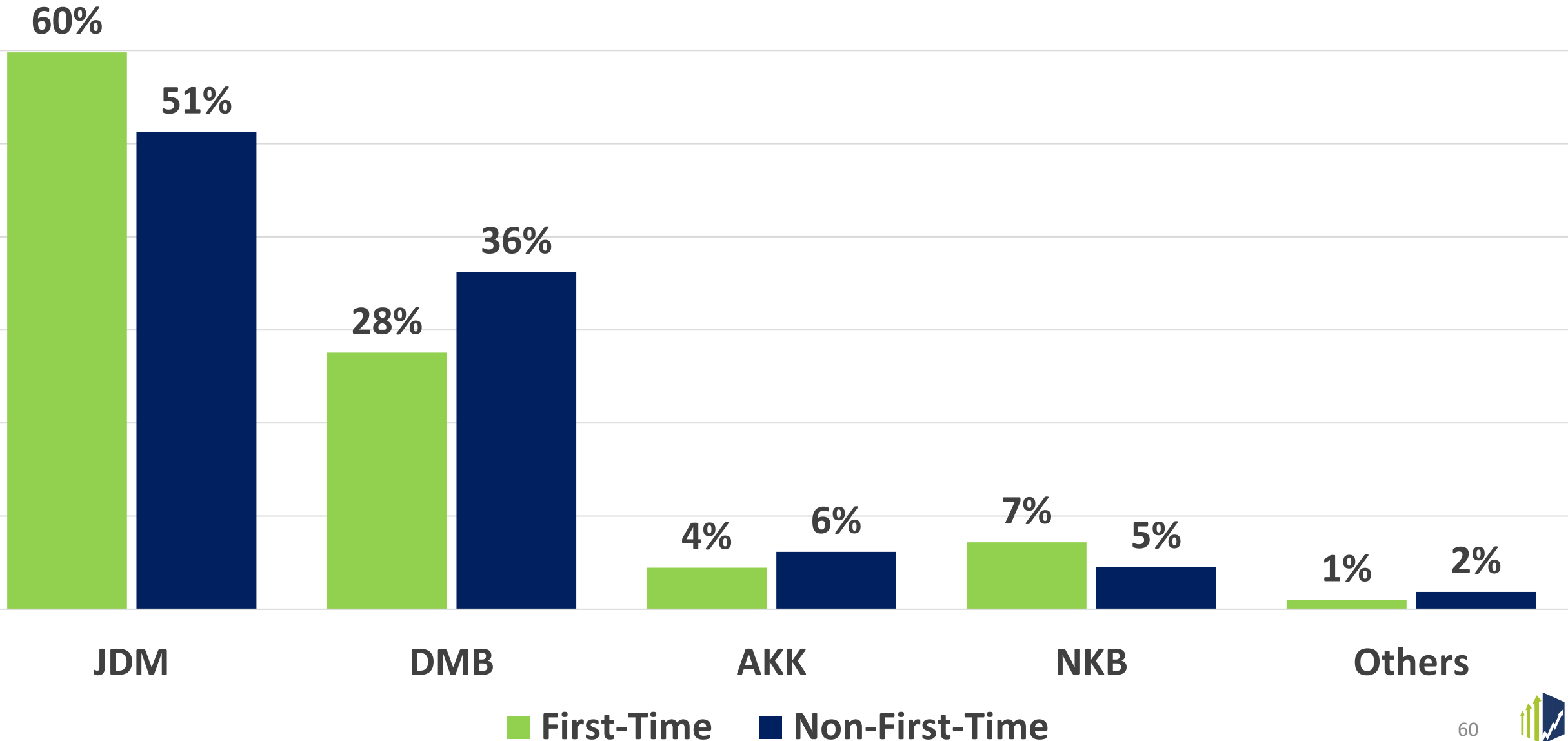
Voting Intentions – Likely Voters



Voting Intentions – Committed Voters



Presidential-First-Time by Non-First-Time



Presidential Election-Constituencies

	Effia	Essikado-Ketan	Kwasi-mintsim	Sekondi	Takoradi
JDM	58%	26%	17%	19%	62%
DMB	11%	31%	13%	45%	11%
AKK	3%	2%	11%	0%	4%
NKB	1%	2%	4%	6%	5%
Others	3%	0%	2%	0%	0%
Undecides	7%	16%	11%	17%	11%
Will not vote	18%	23%	42%	13%	8%

Presidential Election-Gender

	Male	Female
JDM	51%	56%
DMB	38%	29%
AKK	5%	7%
NKB	4%	6%
Others	2%	1%

Presidential-Age

	18-24	25-34	35-44	45-54	55-64	Above 64
JDM	59%	54%	52%	54%	39%	60%
DMB	28%	33%	34%	36%	51%	20%
AKK	4%	7%	6%	6%	2%	0%
NKB	9%	5%	5%	3%	8%	20%
Others	0%	2%	3%	1%	0%	0%

Presidential-Education

	JHS	SHS	Tertiary	No Education
JDM	46%	56%	55%	51%
DMB	41%	32%	32%	36%
AKK	6%	5%	6%	6%
NKB	5%	5%	6%	6%
Others	2%	2%	1%	1%

Presidential-Religion

	Christianity	Islam	Traditional	Others	Non-religious
JDM	53%	58%	47%	45%	39%
DMB	34%	35%	25%	34%	28%
AKK	6%	2%	8%	14%	17%
NKB	4%	5%	19%	7%	17%
Others	2%	0%	2%	0%	0%

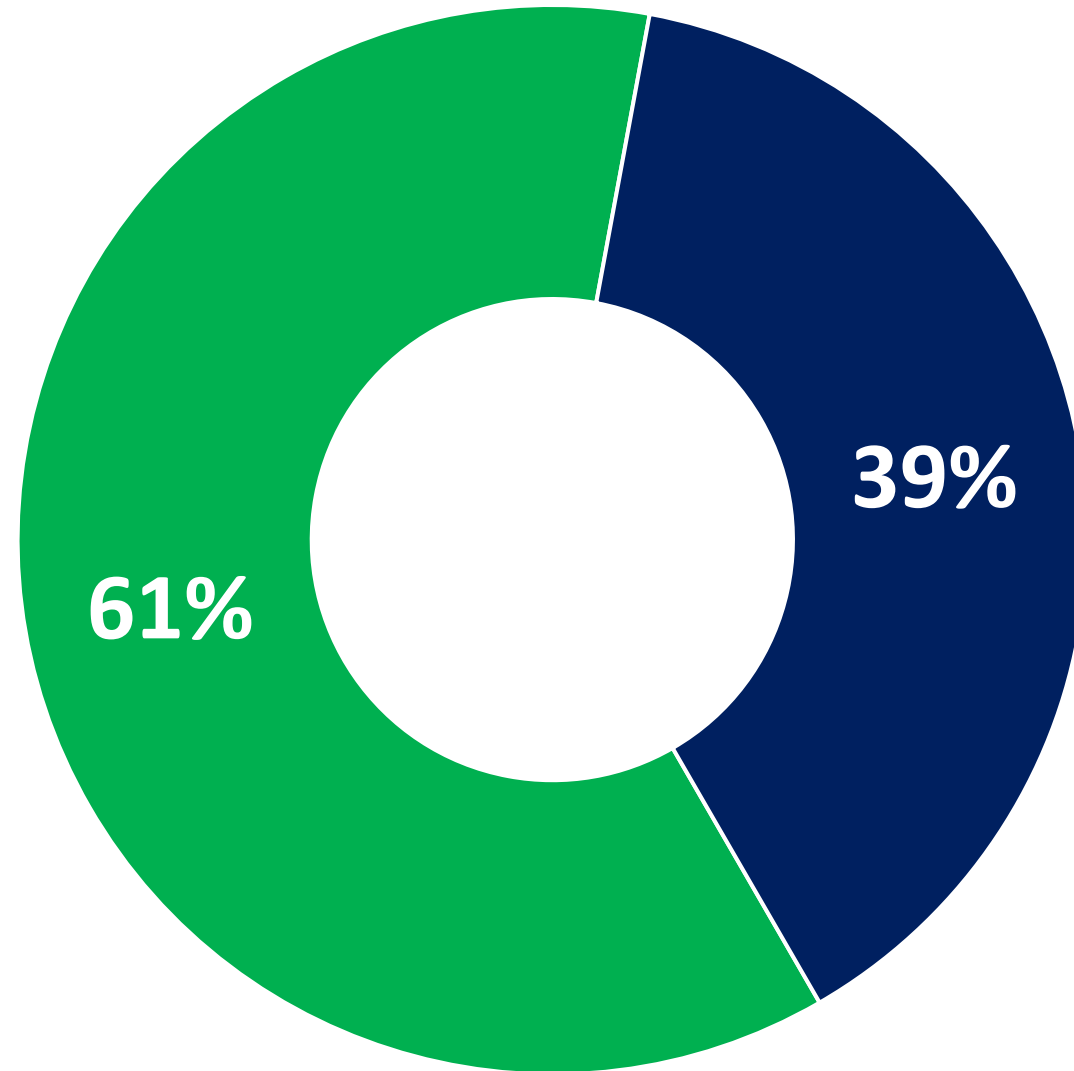
Presidential-Age

	NPP	NDC	FV	OTHERS	Not Discl
JDM	3%	98%	63%	8%	25%
DMB	93%	1%	14%	11%	17%
AKK	2%	1%	11%	47%	6%
NKB	1%	0%	7%	31%	52%
Others	1%	0%	5%	3%	0%

Presidential Election v 2020 and new voters

	Nana Akufo Addo	John Mahama	Someone else	I did not vote	Not disclosed
JDM	31%	94%	27%	33%	27%
DMB	57%	2%	4%	25%	36%
AKK	7%	2%	42%	13%	4%
NKB	3%	1%	19%	22%	31%
Others	2%	1%	8%	7%	2%

Voting Intentions –Runoff



■ JDM ■ DMB

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

	JDM	DMB	AKK	NKB
JDM	99.4%	0.2%	17.6%	3.6%
DMB	0.4%	99.3%	3.3%	3.6%
Undecided	0.2%	0.4%	27.5%	25.3%
I will not vote	0.0%	0.2%	51.6%	67.5%



Global **Info** Analytics
Analytics . Polls . Modelling

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