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Special Regional Polls
Ashanti, Ahafo and Bono Regions
2024 Presidential Election
Date: 20th November 2024

Executive Summary

❑The latest regional polls conducted in the Ashanti, Ahafo and Bono regions shows the ruling New Patriotic Party's is highly unlikely to achieve it 85% target in its strong hold of Ashanti region as the opposition candidate and the leader of the National Democratic Congress nears 30% support.

❑ The poll shows that in the Ashanti region, DMB leads with 68%, JDM 29%, AKK, 1.3%, NKB, 1.0% others, 0.7%. In the Ahafo region, Christian Kwame Andrew of GUM surges in the poll to 4%, however, DMB leads JDM 47.8% to 39.5%, AKK, 2.2%, NKB, 3.8%, others, 2.7%.

❑In the Bono region, DMB leads with 51.7%, JDM, 37.6%, AKK, 3.6%, NKB, 6.6% and others, 0.5%.

❑Among the first-time voters in the Ashanti, Bono and Ahafo, DMB leads with 64%, JDM, 26%, AKK, 2.6%, NKB, 5.8% and others, 1.9%.

Executive Summary

❑Economy, jobs and education remain the top issues in all the regions. In Ahafo, the economy tops with 16%, jobs and education are next with 13% each.

❑In the Ashanti region, jobs is the top priority with 20%, economy and education are tied with 16% each while in the Bono region, jobs tops with 24%, economy, 20% and education 17%.

❑On what single will mostly influence voters' choice in the elect, the poll shows that in the Bono region, the current economic condition dominates with 35%, manifesto, 17% and education, 17%.

❑ In the Ashanti region, manifesto, 27%, economic condition, 25% and jobs 13%. In the Ahafo region, economic condition, 45%, manifesto, 19% and education, 6%.

Methodology and Approach

Sample Size	• Ashanti region: 3593 • Ahafo regions: 387 • Bono region: 797 • Samples were deployed in all the constituencies in the regions using the 2024 EC register as a sample frame. Ashanti region, 47, Ahafo, 6 and Bono, 12.
Confidence Level	• Ashanti region: 99% • Ahafo region: 95% • Bono region: 95%
Margin of Error	• Ashanti region: **±2.10%** • Ahafo region: **±4.88%** • **Bono region: ±3.40%** • Demographic analysis of the report will have significantly higher margin of error
Survey type	• Computer Assisted Personal Interviews (CATI)
Dates of interviews	• 18th November 19th November 2024

Sample Allocations-Ahafo

		Gender			
		Male	**Female**	**Other**	**Total**
Ahafo	Tano South	30	30	1	61
	Tano North	29	32	0	61
	Asunafo North	50	47	0	97
	Asunafo South	29	31	0	60
	Asutifi South	22	28	0	50
	Asutifi North	22	26	0	48
	Total	**182**	**194**	**1**	**377**

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		Gender			
		Male	Female	Other	**Total**
Ashanti	Kwabre East	80	80	0	160
	Manhyia North	45	34	0	79
	Manso Nkwanta	27	41	0	68
	Offinso North	25	31	0	56
	Sekyere Afram Plains	11	11	0	22
	Subin	42	45	0	87
	Old Tafo	42	36	0	78
	Nhyiaeso	42	47	1	90
	Akrofuom	14	17	0	31
	Obuasi East	33	29	0	62
	New Edubiase	28	26	0	54
	Asante Akim Central	30	31	0	61
	Atwima Nwabiagya North	26	63	0	89
	Asante Akim North	28	29	0	57
	Oforikrom	66	59	1	126

Sample Allocations-Ashanti

		Gender			
		Male	Female	Other	**Total**
Ashanti	Manso Adubia	41	32	0	73
	Asokwa	51	46	2	99
	Atwima Nwabiagya South	48	56	0	104
	Kumawu	20	21	0	41
	Suame	56	54	0	110
	Offinso South	40	47	0	87
	Nsuta/Kwamang/Beposo	23	24	0	47
	Manhyia South	23	24	0	47
	Bekwai	45	46	0	91
	Asante Akim South	40	40	1	81
	Ejura Sekyedumase	42	39	0	81
	Ahafo Ano South West	22	20	0	42
	Asawase	65	55	0	120
	Adansi Asokwa	20	27	0	47
	Obuasi West	36	36	0	72

		Gender			
		Male	Female	Other	**Total**
Ashanti	Mampong	38	36	0	74
	Effiduase/Asokore	24	23	0	47
	Fomena	20	17	0	37
	Afigya Kwabre North	17	28	0	45
	Afigya Seyere East	38	39	0	77
	Odotobri	32	28	0	60
	Bosomtwe	47	49	1	97
	Ahafo Ano North	23	35	0	58
	Juaben	23	23	0	46
	Atwima Kwanwoma	52	82	0	134
	Atwima Mponua	44	50	0	94
	Ejisu	60	60	0	120
	Bosome Freho	20	20	0	40
	Bantama	53	42	0	95
	Kwadaso	43	57	0	100
	Afigya Kwabre South	52	65	0	117
	Ahafo Ano South-East	26	16	0	42

		Gender			
		Male	Female	Other	**Total**
Bono	Berekum West	23	12	0	35
	Tain	36	33	0	69
	Dormaa East	25	17	0	42
	Sunyani West	60	27	0	87
	Sunyani East	98	33	1	132
	Dormaa Central	33	40	0	73
	Jaman South	47	27	0	74
	Jaman North	31	31	0	62
	Banda	15	9	0	24
	Berekum East	36	34	0	70
	Dormaa West	19	10	0	29
	Wenchi	40	37	0	77
	Total	463	310	1	774

Demographics

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Gender
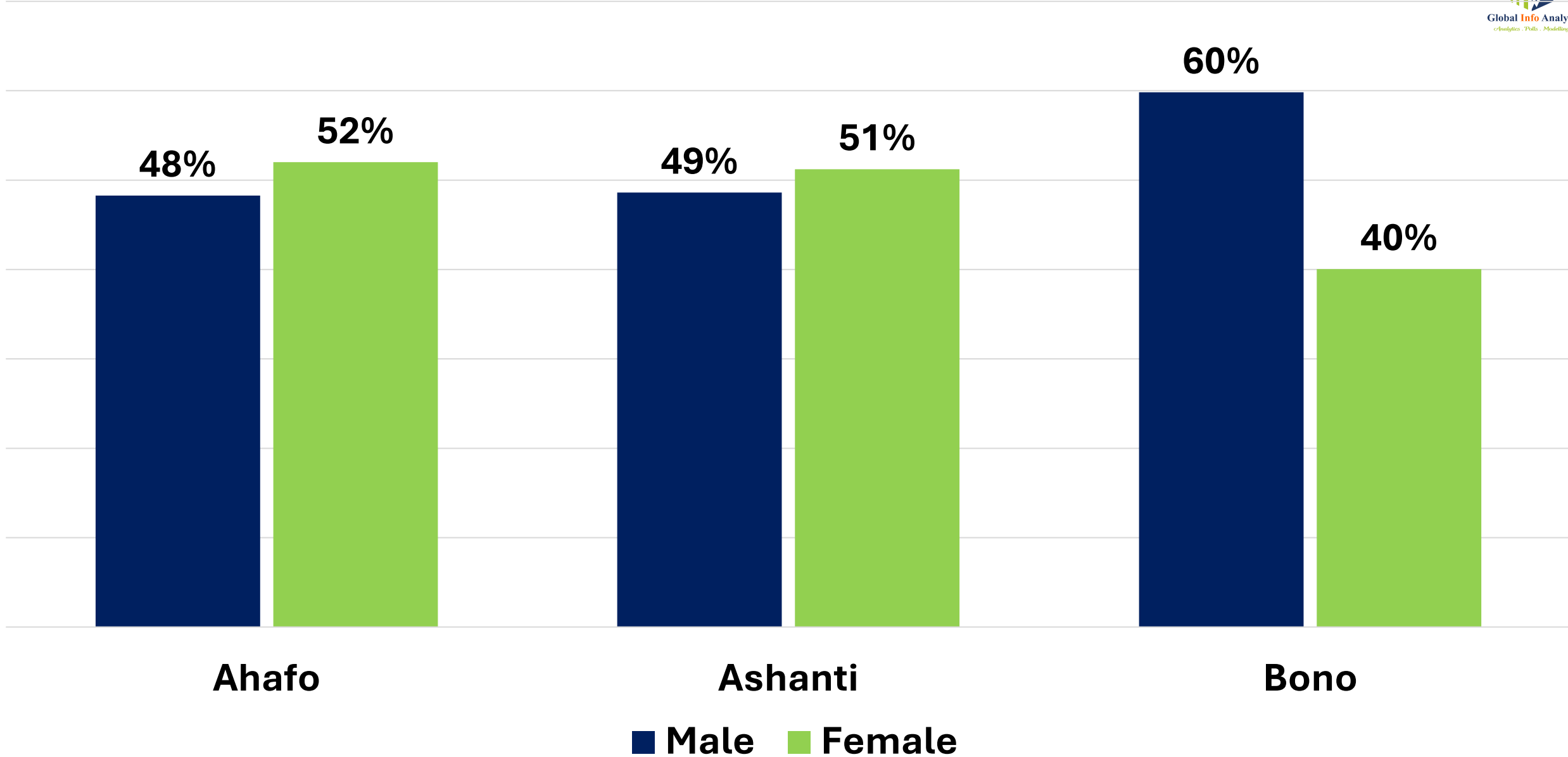
Age Groups

	Ahafo	Ashanti	Bono
■ Above 65+	3%	2%	1%
■ 55-64	4%	3%	4%
■ 45-54	22%	12%	14%
■ 35-44	28%	37%	25%
■ 25-34	24%	33%	34%
■ 18-24	18%	13%	22%

Education Level
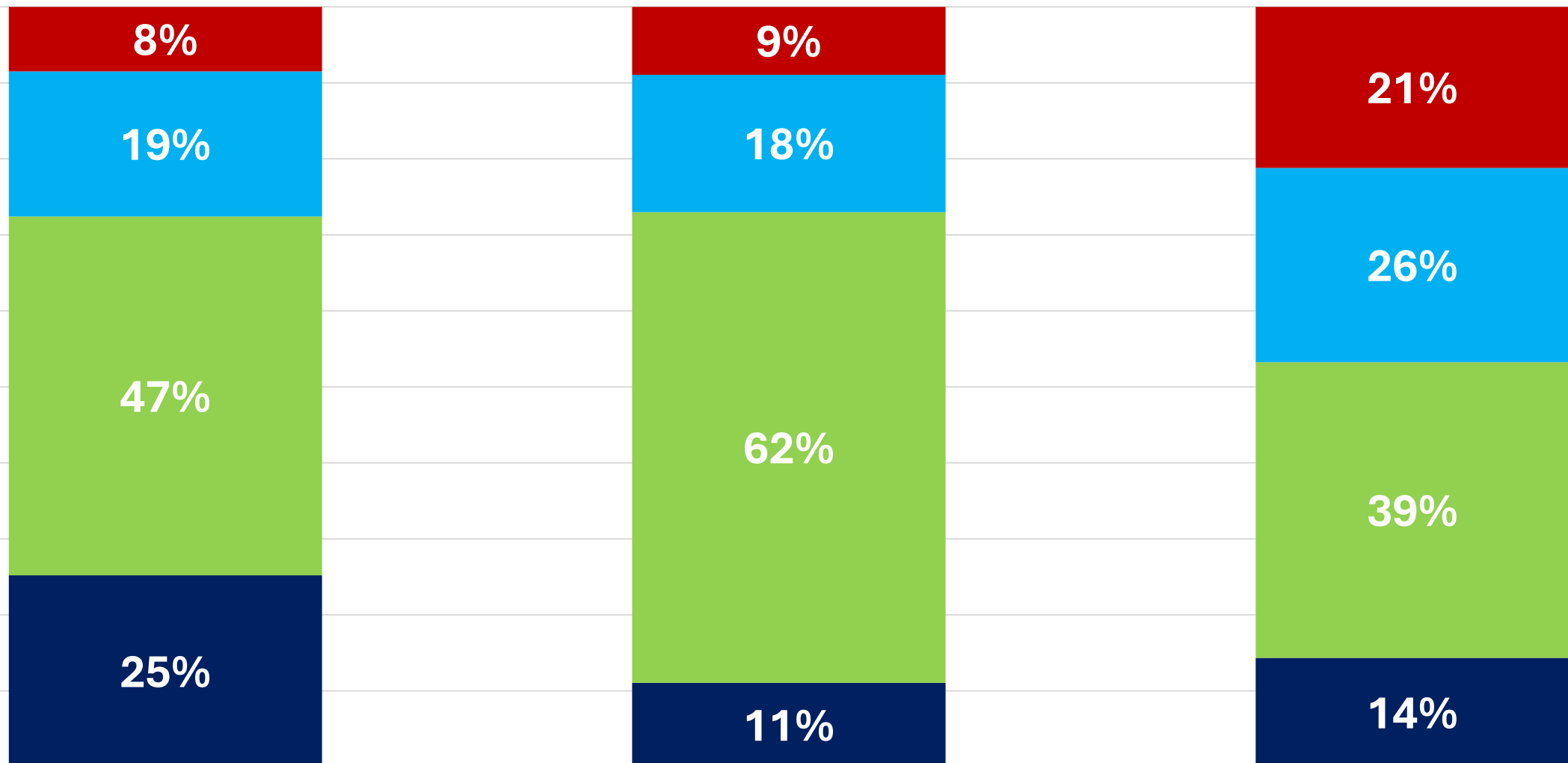
Employment Status

	Ahafo	Ashanti	Bono
Pensioner	1%	2%	2%
Student/Apprentice	13%	11%	29%
Unemployed	25%	32%	32%
Employed	60%	55%	38%
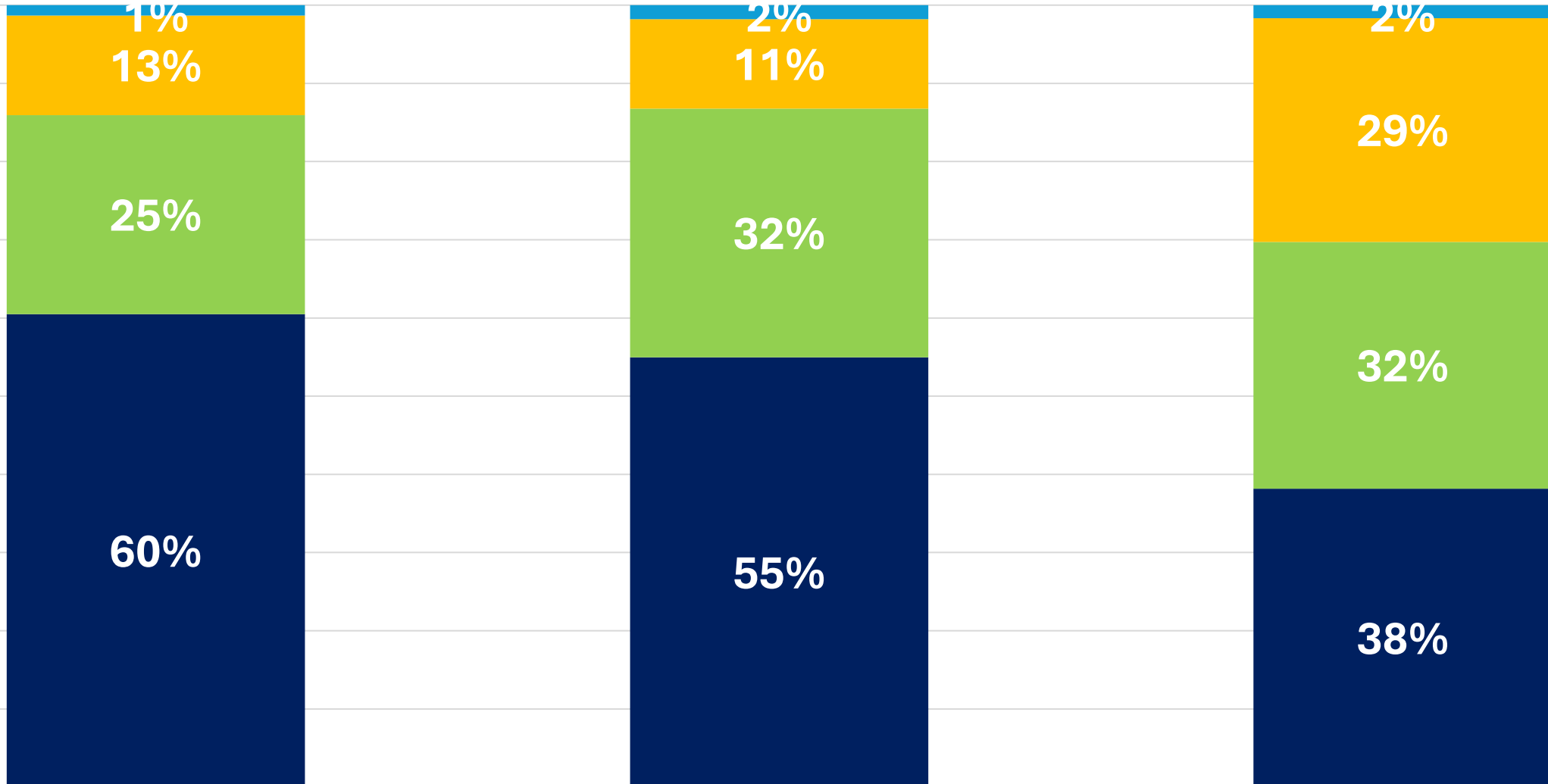
■ Employed   ■ Unemployed   ■ Student/Apprentice   ■ Pensioner

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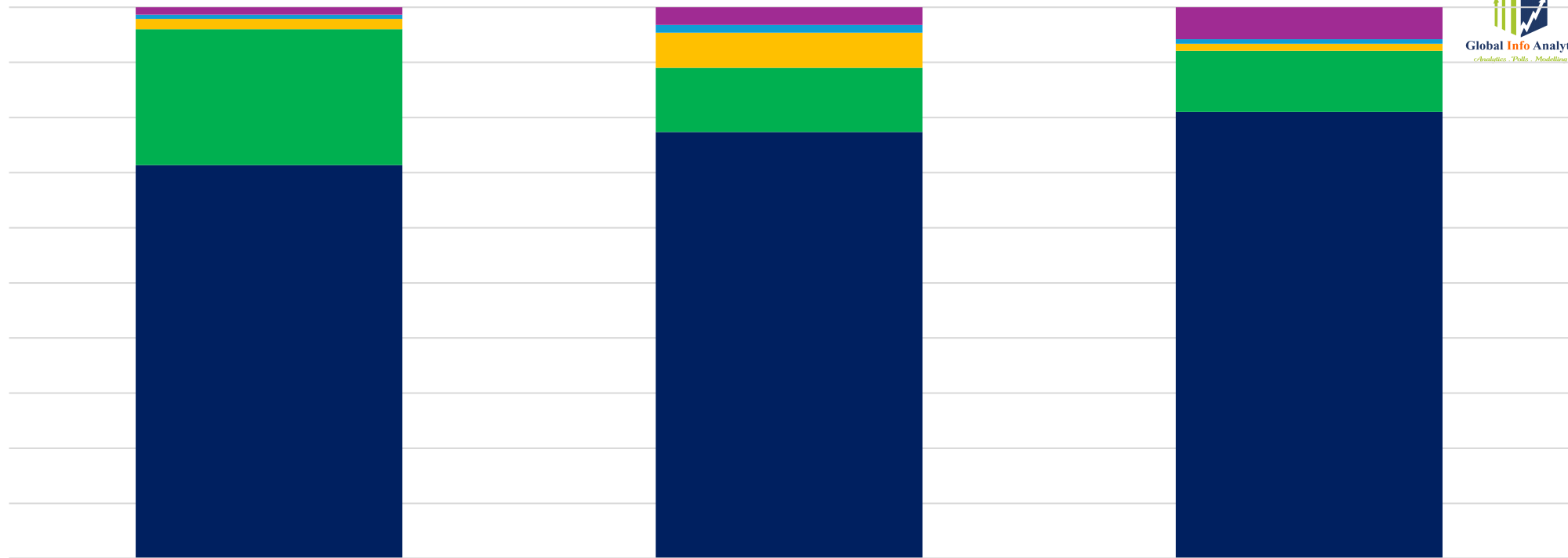
Religions

	Ahafo	Ashanti	Bono
■ Non-religious	1%	3%	6%
■ Others	1%	1%	1%
■ Traditional	2%	6%	1%
■ Islam	25%	12%	11%
■ Christianity	71%	77%	81%

Ethnic groups

	Ahafo	Ashanti	Bono
■ Others	2%	0%	9%
■ Gur	0%	0%	0%
■ Mande	1%	1%	0%
■ Grusi	1%	1%	3%
■ Gurma	3%	2%	2%
■ Mole-Dagbani	4%	7%	4%
■ Ewe	5%	3%	1%
■ Ga-Adangme	3%	2%	1%
■ Guan	14%	4%	3%
■ Akan	68%	79%	76%

Party Affiliations-First-time voters
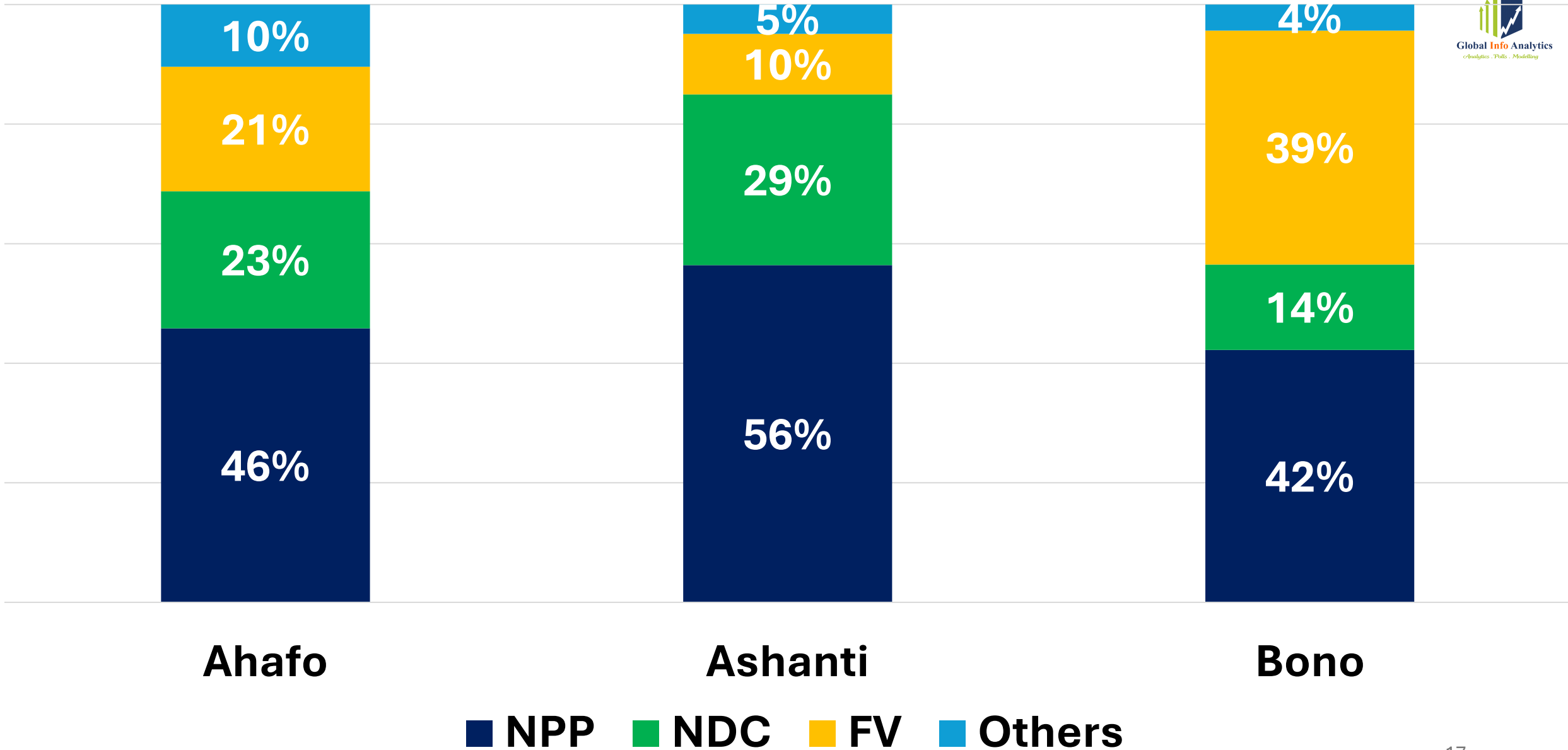
Party Affiliations-Non-First-Time
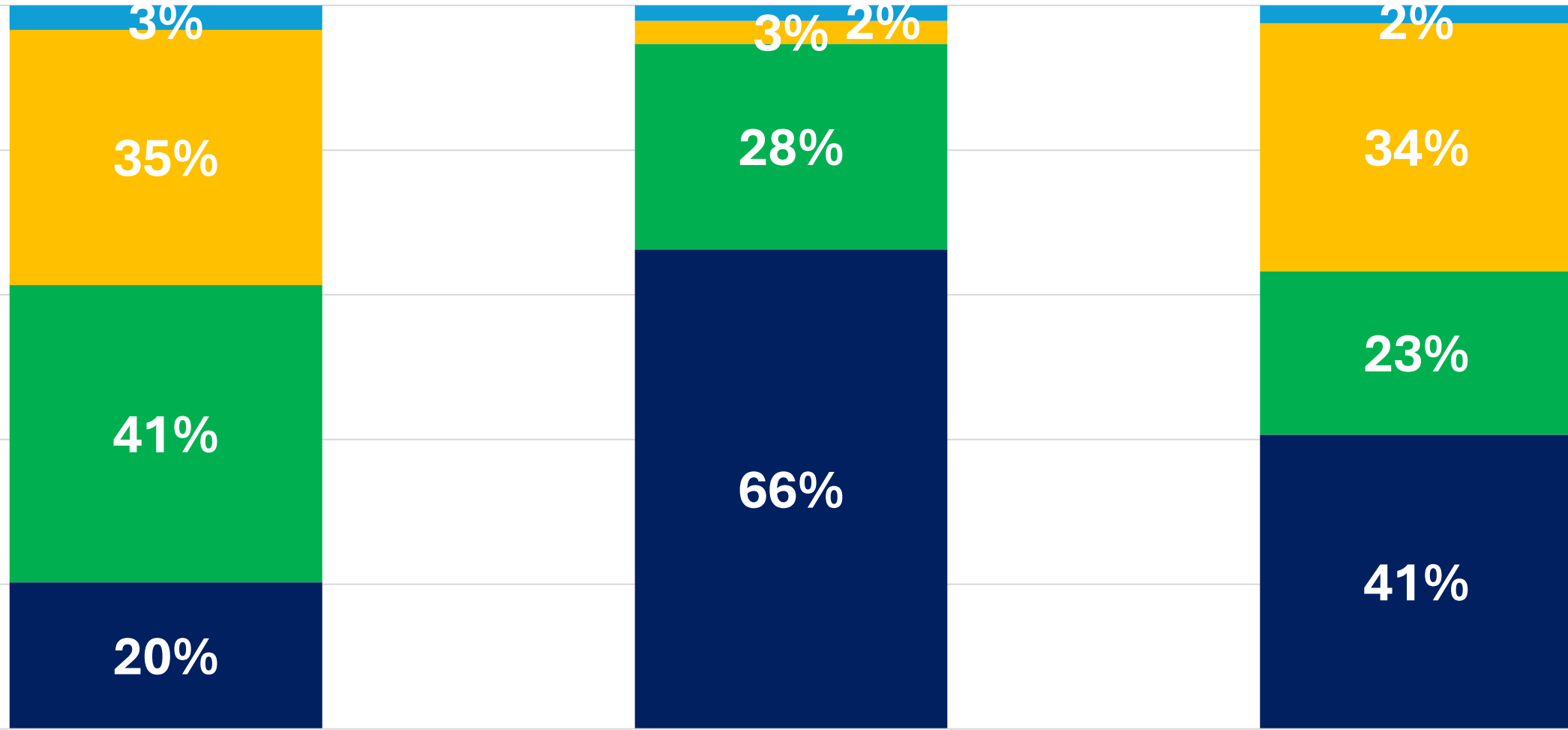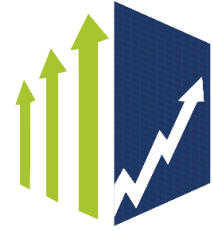
Key Issues for voters

Key Issues for Voters
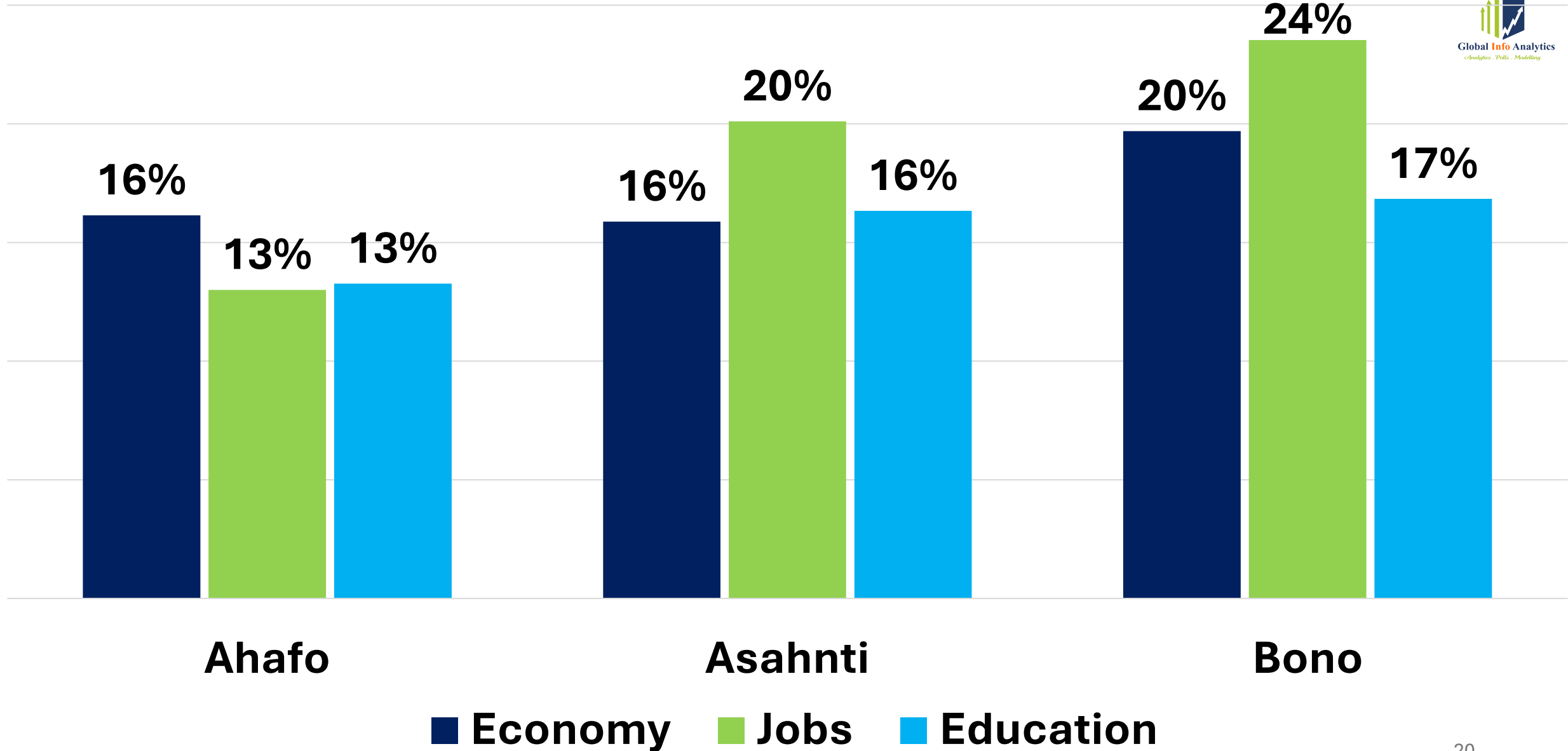
What will influence voters most
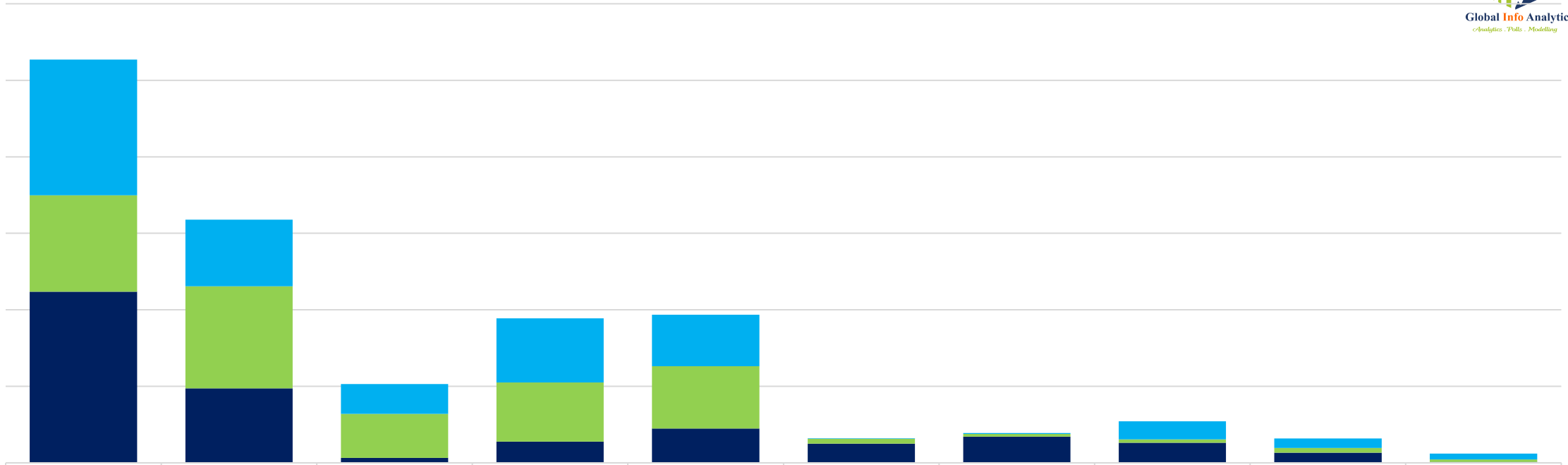
	Economic condition	Manifesto	Credibility of the candidates	Education	Jobs	Religion	Ethnicity	Betting Tax	E-Levy	Other
Bono	35%	17%	8%	17%	13%	0%	0%	5%	2%	2%
Asahnti	25%	27%	11%	15%	16%	1%	1%	1%	1%	1%
Ahafo	45%	19%	1%	6%	9%	5%	7%	5%	3%	0%

Voting Intentions – 2024 Presidential Election Committed Voters

2024 Presidential Election-Ahafo

47.8%

39.5%

2.2%

3.8%

4.1%

2.7%

DMB   JDM   AKK   NKB   CKA   Others

23
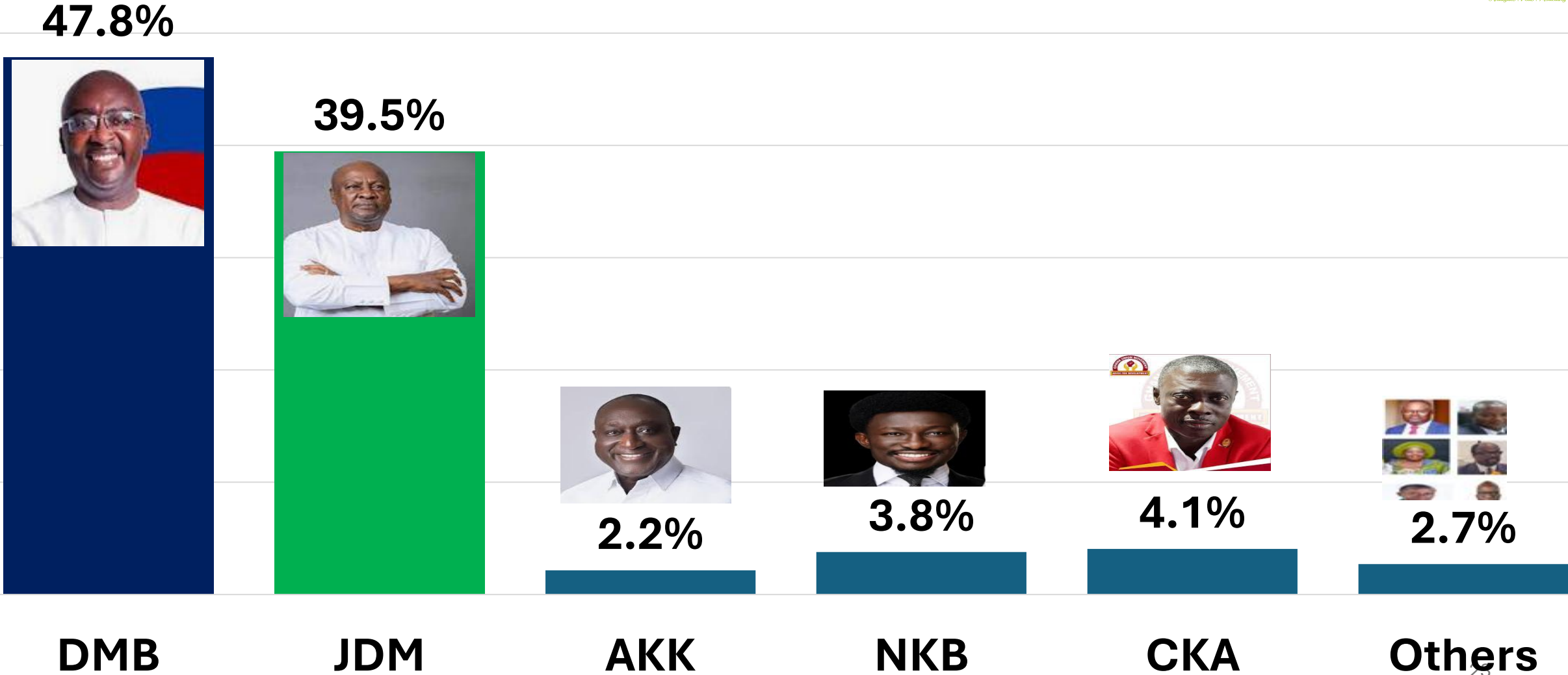
2024 Presidential Election-Ashanti

68.0%

29.0%

1.3%

1.0%

0.7%

DMB

JDM

AKK

NKB

Others

2024 Presidential Election- Bono

51.7%

37.6%

6.6%

3.6%

0.5%

DMB

JDM

AKK

NKB
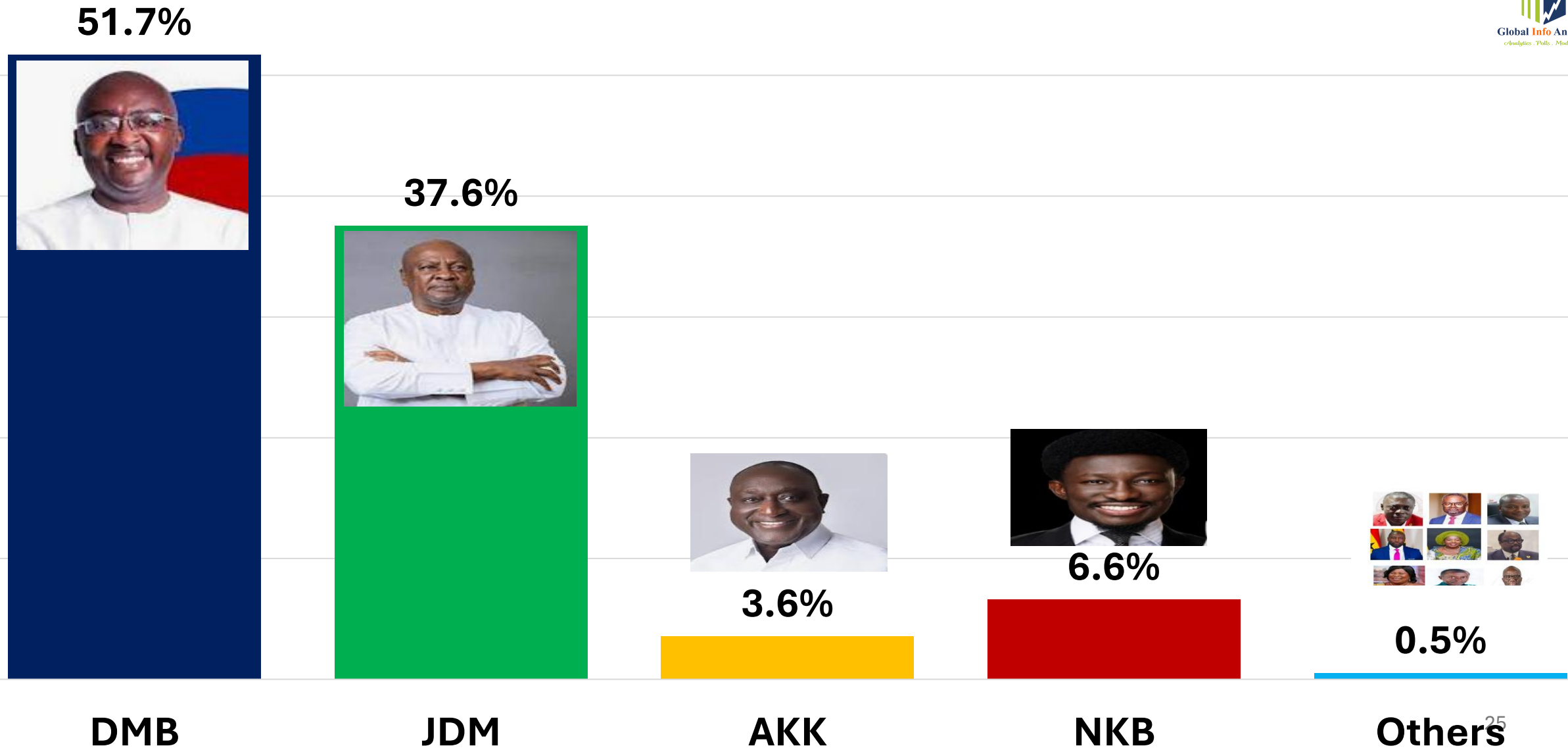
Others

First-time vs Non-First-Time Voters

Bar chart comparing Yes (dark blue) and No (green) responses across parties.

- **DMB**: Yes 63.7%, No 63.8%
- **JDM**: Yes 26.1%, No 31.8%
- **AKK**: Yes 2.6%, No 1.7%
- **NKB**: Yes 5.8%, No 1.6%
- **Others**: Yes 1.9%, No 1.1%

■ Yes ■ No
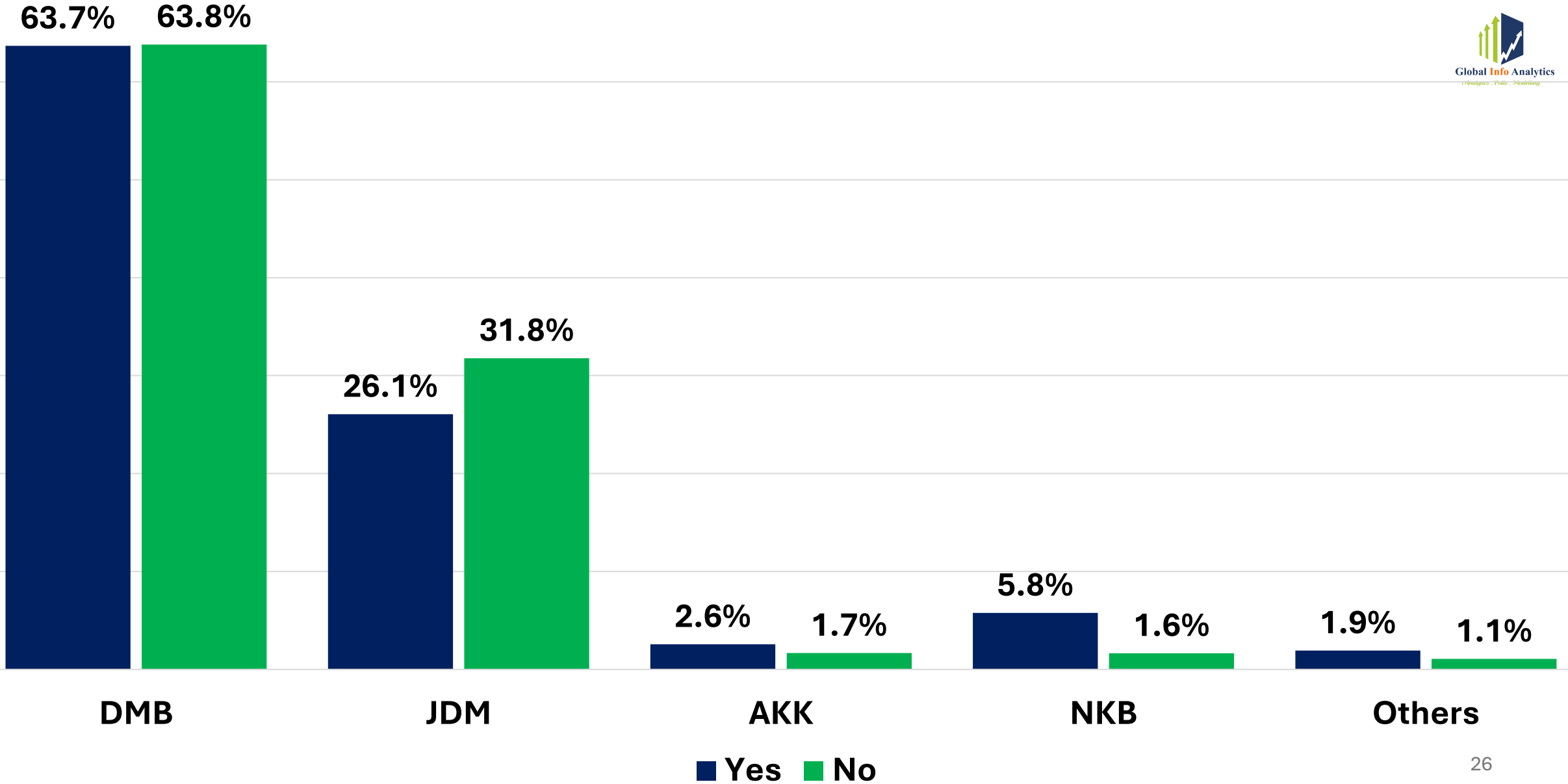
Presidential Election-Party Affiliation- Ahafo

	NPP	NDC	Floating Voters	Other Parties
DMB	89%	26%	50%	6%
JDM	8%	66%	32%	25%
AKK	1%	1%	3%	19%
NKB	1%	3%	5%	19%
Others	1%	5%	10%	31%
Total	100%	100%	100%	100%

Presidential Election-Party Affiliation- Ashanti

	NPP	NDC	Floating Voters	Other Parties
DMB	98%	4%	68%	3%
JDM	2%	96%	13%	3%
AKK	0%	0%	10%	43%
NKB	0%	0%	6%	33%
Others	0%	0%	3%	19%
Total	100%	100%	100%	100%

Presidential Election-Party Affiliation- Bono

	NPP	NDC	Floating Voters	Other Parties
DMB	86%	11%	41%	5%
JDM	11%	86%	41%	15%
AKK	2%	1%	6%	10%
NKB	1%	1%	11%	65%
Others	0%	1%	1%	5%
Total	100%	100%	100%	100%

How 2020 voters intend to vote in 2024 National

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How 2020 voters intend to vote in 2024

	Akufo Addo	John Mahama	Someone else
DMB	89%	9%	15%
JDM	8%	89%	18%
AKK	2%	1%	0%
NKB	2%	1%	23%
Others	0%	1%	44%

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