

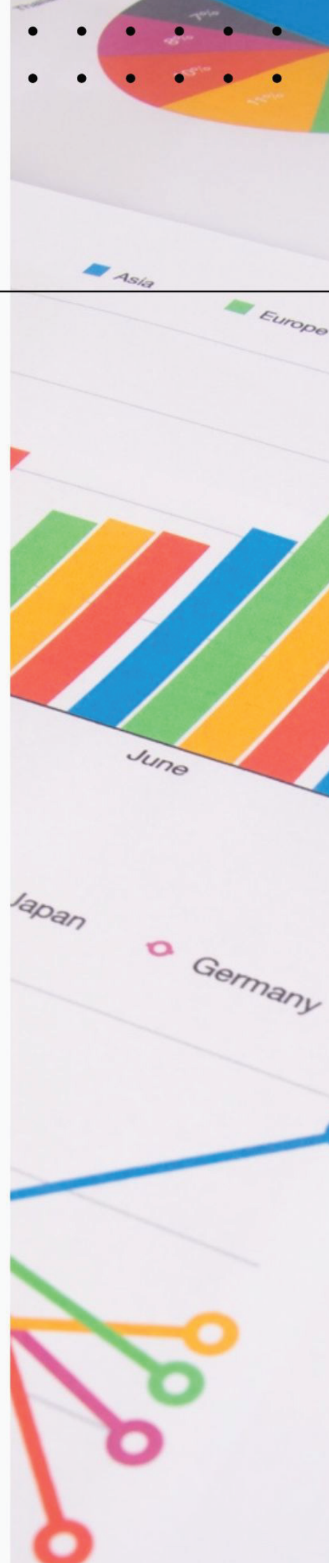


# KENNEDY AGYAPONG LEADS FLAGBEARERSHIP RACE WITH 51.4%

Preliminary Survey of  
NPP Delegates

**JULY, 2025**

By Sanity Africa



## **ABRIDGED REPORT**

### **NPP Presidential Primaries – Preliminary Survey of NPP Delegates**

#### ***Introduction***

**Sanity Africa** is a Pan-African civil society organization committed to promoting inclusive and accountable governance through citizen-led democratic processes. We conduct governance policy analysis to assess its impact on inequality, the feasibility of campaign and manifesto promises, and voting intentions to predict election outcomes. We use town hall meetings, stakeholder engagements—especially with policymakers and change agents—and the media to drive change. Between April and June 2025, we conducted a survey to assess the voting intentions of delegates of the New Patriotic Party (NPP) ahead of their upcoming presidential primaries. This represents **Phase One** of a three-part voter intention survey scheduled ahead of the January 2026 elections. The **Phase Two** report is expected to be launched at the end of October 2025, with **Phase Three** slated for mid-January 2026.

The survey aims to assess the *overall voting intentions* of NPP delegates based on the current voter album. Consequently, individuals not listed in the current album were not included in this study. As the party plans to extend voting rights to include former government appointees and past party executives, subsequent phases will incorporate these voter segments. This is the main limitation of this report—it excludes voters yet to be officially added.

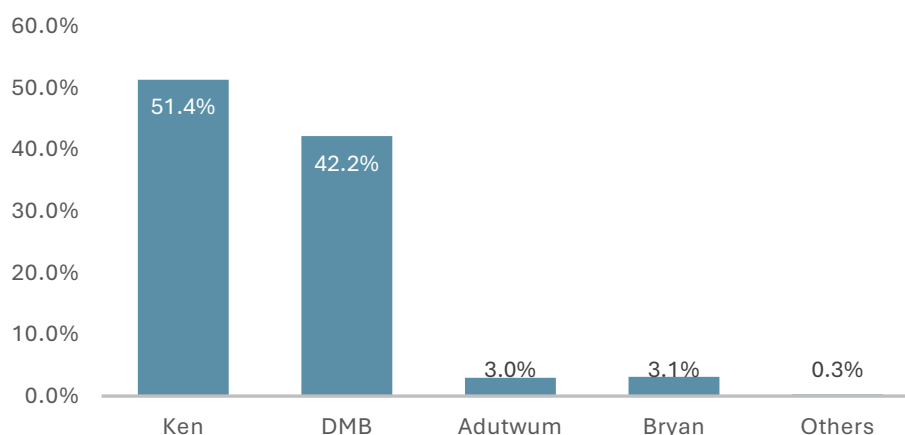
In assessing overall voting intentions, the survey further disaggregated respondents' data into four categories:

1. **Gender** – to evaluate how gender influences delegates' choice of party leadership.
2. **Religion** – to explore how a delegate's religion affects candidate preference and whether the religion of a candidate matters in the voting decision.
3. **Age bracket** – to determine how aspirants appeal to different age groups.
4. **Employment status** – to assess how a delegate's current employment status influences their preferred NPP flagbearer for the 2028 general elections.

The survey covers four main individuals who have publicly declared their intention to contest: Hon. Kennedy Ohene Agyapong (Ken), H.E. Dr. Mahamudu Bawumia (DMB), Dr. Osei Yaw Adutwum (Adutwum), and Dr. Bryan Acheampong (Bryan). For ease of reading, the shortened names in parentheses are used throughout the main report and summary sheets in place of their full names

## Overall voter preference – NPP flagbearer

*Fig.1 - Delegates - Overall voting intent*



Overall, Ken leads with 51.4%, followed by DMB with 42.2%. They are trailed by Bryan 3.1% who is followed closely by Adutwum with 3.0%. The following sections give summaries of the main variables discussed in this survey.

*Table 1. Regional breakdown – NPP Presidential primaries survey*

	Ken	DMB	Bryan	Adutwum	Others
Greater Accra	52.5%	38.9%	5.2%	2.8%	0.6%
Western	59.5%	36.4%	2.3%	1.8%	0.0%
Western Nth	58.7%	33.4%	3.7%	4.1%	0.1%
Central	68.1%	27.5%	1.4%	2.7%	0.3%
Volta	49.1%	46.3%	1.5%	3.1%	0.0%
Bono	52.4%	43.4%	1.9%	2.1%	0.2%
Bono East	45.8%	50.1%	1.9%	2.2%	0.0%
Ahafo	56.5%	39.3%	1.7%	2.1%	0.4%
Savannah	47.2%	48.1%	1.5%	3.0%	0.2%
Upper East	49.4%	46.3%	1.7%	2.6%	0.0%
Ashanti	53.7%	29.7%	5.1%	9.5%	2.0%
Northern	45.5%	50.8%	1.5%	2.2%	0.0%
Upper West	36.2%	61.5%	0.0%	2.1%	0.2%
North East	44.5%	51.6%	1.7%	1.8%	0.4%
Oti	41.7%	49.1%	5.3%	3.6%	0.3%
Eastern	60.8%	22.9%	13.7%	2.6%	0.0%

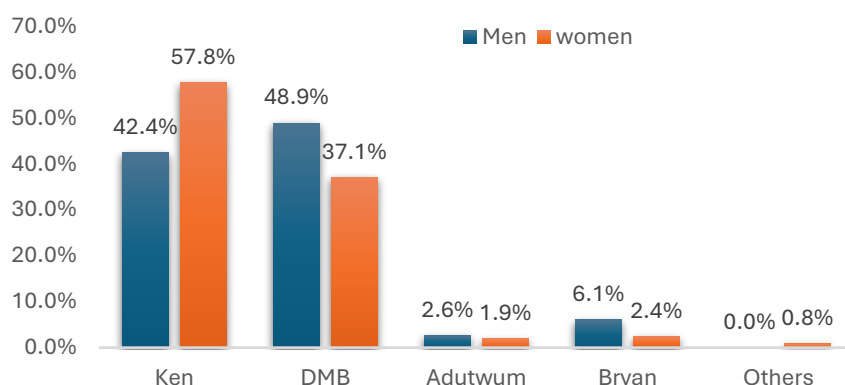
At the regional level, Ken leads 10 of the 16 regions, while DMB is a clear favourite for 6. Two regions, namely Savana and Upper East are almost neck on neck. Adutwum performed well in Ashanti with 9.5% whilst Bryan's best rating is in his home region with 13.7%. Table1 above presents the regional breakdown of the NPP delegates flagbearer preferences.

July 2025

## Gender

DMB leads among NPP male delegates with 48.9%, compared to Ken's 42.4%. Bryan ranks third with 6.1%, while Adutwum comes fourth with 2.6%. On the other hand, Ken holds a commanding lead among female delegates, securing 57.8% against DMB's 37.1%. Among women as well, Bryan remains the third preferred candidate, ahead of Adutwum.

*Fig. 2 - Gender*



## Religion

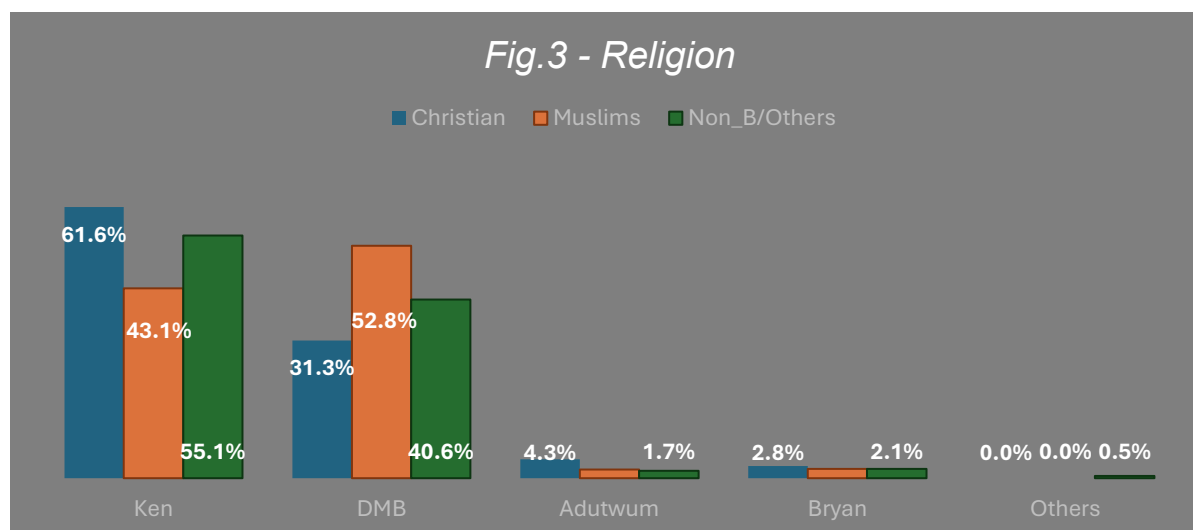
We introduced religion as a variable to assess how voters are influenced by two key factors: the religion of the candidate and the religion of the voter, and how these elements may shape voting decisions in the primaries.

Over half of respondents who identified as Muslims consider religion important in their decision-making, with 52.8% indicating support for DMB on that basis, compared to 43.1% for Ken.

Conversely, respondents who identified as non-believers, atheists, or traditionalists showed a preference for Ken (55.1%) over DMB (40.6%).

Among Christian respondents, a majority indicated that religion is a very important factor in their leadership choice, with 61.6% saying they would vote for a candidate who shares their faith—specifically Ken. Meanwhile, 31.3% stated that religion would not influence their decision and preferred DMB as their flagbearer.

Interestingly, Adutwum—described by many as ‘an Elder of a Church’—ranks third among Christian voters, with Bryan in fourth place, as illustrated in Figure 3 below.



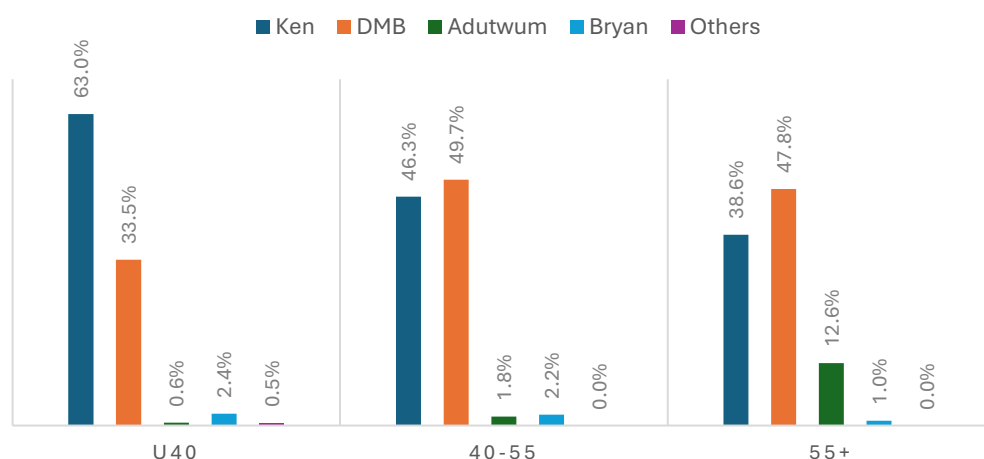
## Age

Age introduced as a variable to assess how different age groups are aligned with the various candidates.

DMB appears to resonate more with adult voters, particularly those in the middle-age group (40 to 55 years). Among this group, DMB leads Ken by over 3 percentage points—49.7% compared to 46.3%.

Similarly, among *mature* voters (aged 55 years and above), DMB remains the preferred candidate, leading Ken by nearly 10 percentage points—47.8% versus 38.6%. Adutwum is the third choice in this category, while Bryan ranks fourth.

Among the youth (delegates under 40 years), Ken enjoys overwhelming support, with 63% indicating they would vote for him, compared to 33.5% for DMB. In this group, Bryan emerges as the alternative in the absence of Ken or DMB. Adutwum, however, appears to have little traction among the youth, with less than 1% expressing support for his leadership. See Figure 4 below for a detailed breakdown

**Fig. 4 - Age bracket**

### **Employment status**

This variable was introduced to assess how voters' employment status shapes their voting intentions regarding the party's flagbearer. For ease of analysis and to align with the study's objective, employment status was categorized into four segments:

1. Full-time employed (FT job)
2. Self-employed/Businesspeople, including market women, artisans, farmers, and traders
3. Unemployed
4. Students

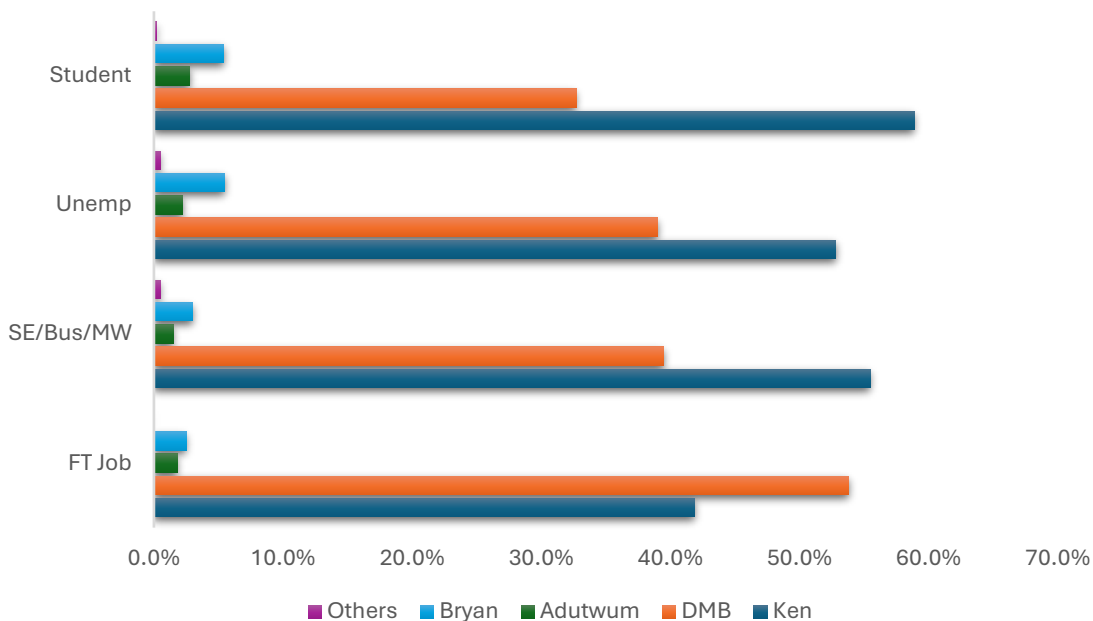
Students were separated from the unemployed to distinguish between individuals actively seeking employment and those currently not available for full-time work.

Among respondents with full-time employment, DMB is the preferred candidate, securing 53.8% support compared to Ken's 41.9%. Across all four employment segments, Bryan consistently ranked third, averaging 4.3% of total voter preference.

The self-employed group—including traders, market women, and businesspeople—showed a strong preference for Ken as the NPP's flagbearer, with 55.5% support, compared to 39.5% for DMB.

Ken also leads decisively among students and the unemployed. Among students, 58.9% prefer Ken over DMB (32.7%), while among the unemployed, 52.8% support Ken compared to 39% for DMB. These trends among students and the unemployed mirror findings from the age-based analysis, where delegates under 40—who are most likely to fall into the student and unemployed categories—overwhelmingly favour Ken over the other three candidates.

Fig. 5 - Employment status



## Conclusion

The findings from this initial phase of the voter intention survey provide critical insights into the evolving dynamics within the New Patriotic Party (NPP) ahead of the presidential primaries. While the race remains competitive, distinct demographic patterns have emerged that highlight how various socio-economic and identity factors are influencing delegates' preferences at this early stage. DMB currently holds a lead among Muslim delegates, adult males—particularly those aged between 40 and 55—and voters in full-time employment. This suggests that his appeal is stronger among older, more economically stable party members who may value continuity, experience, or perceived stability.

On the other hand, Ken demonstrates stronger support across a broader and arguably more dynamic coalition. He is the preferred candidate among Christian delegates, women, the youth (under 40), students, the unemployed, and the self-employed—including artisans, traders, farmers, and market women. These segments often represent both the grassroots of the party and the demographic future of the country. Ken's appeal to younger and economically aspirational voters may indicate a desire for change, fresh leadership, or a more populist approach within the party.

Bryan consistently ranks third across most categories, suggesting he holds limited but steady support. Adutwum, while relatively less favored overall, performs slightly better among older and Christian voters, likely due to his religious profile and professional background.

*July 2025*

It is important to emphasize that these findings reflect a snapshot in time—capturing sentiments between April and June 2025. As campaigns officially launch and intensify, candidate messaging, regional dynamics, endorsements, and events may shift voter intentions. However, this baseline data offers a crucial starting point for tracking such movements and understanding what drives delegate behavior.

Future phases of this study will deepen the analysis by incorporating additional voter segments, such as former government appointees and past party executives, whose inclusion is anticipated in the expanded voting album. These subsequent surveys will also allow for the assessment of trends, tracking both gains and losses among candidates over time.

Ultimately, this first-phase report not only highlights where the momentum currently lies but also establishes a benchmark for monitoring the evolving narrative of the NPP's internal electoral process. It provides party stakeholders, strategists, and observers with valuable intelligence for shaping messages, adjusting tactics, and understanding the emerging coalitions that may define the party's leadership into the 2028 general elections and beyond.



# CONTACT US

	<b>+233 272196393</b>
	<b>hello@sanityafrica.org</b>
	<b>sanityafrica.org</b>