



Global **Info** Analytics

Analytics . Polls . Modelling

Zongo Special Report 29th November 2023



Executive Summary

EXECUTIVE SUMMARY

- ❑ An opinion poll by Global InfoAnalytics in six constituencies with significant Zongo communities, purposefully selected, shows John Dramani Mahama (JDM) leading his closest rivals, Dr Mahamudu Bawumia (DMB) and Alan Kyeremanten (AKK) by huge margin. The poll shows JDM leads with 73.1%, DMB, 22.2% and AKK, 2.5 and 2.5% are undecided.
- ❑ When voters were asked what in their view divides Ghanaians, 63% said politics, 20% said ethnicity and 17% said religion.
- ❑ On the question of whether ethnicity or religion would influence how electorates would vote in 2024, 84% said religion is unlikely to influence their choice while 16% said it is likely to influence them. On religion, 85% said it is unlikely to influence them while 15% said it is likely to influence them.
- ❑ On which of the policies of the various campaign teams have caught their attention and would influence how they vote, 71% said the 24 hrs economy policy proposal, 20% mentioned the digitisation drive, 3% said the Great Transformation Plan and 6% said none of the policies caught their attention.



Methodology & Approach

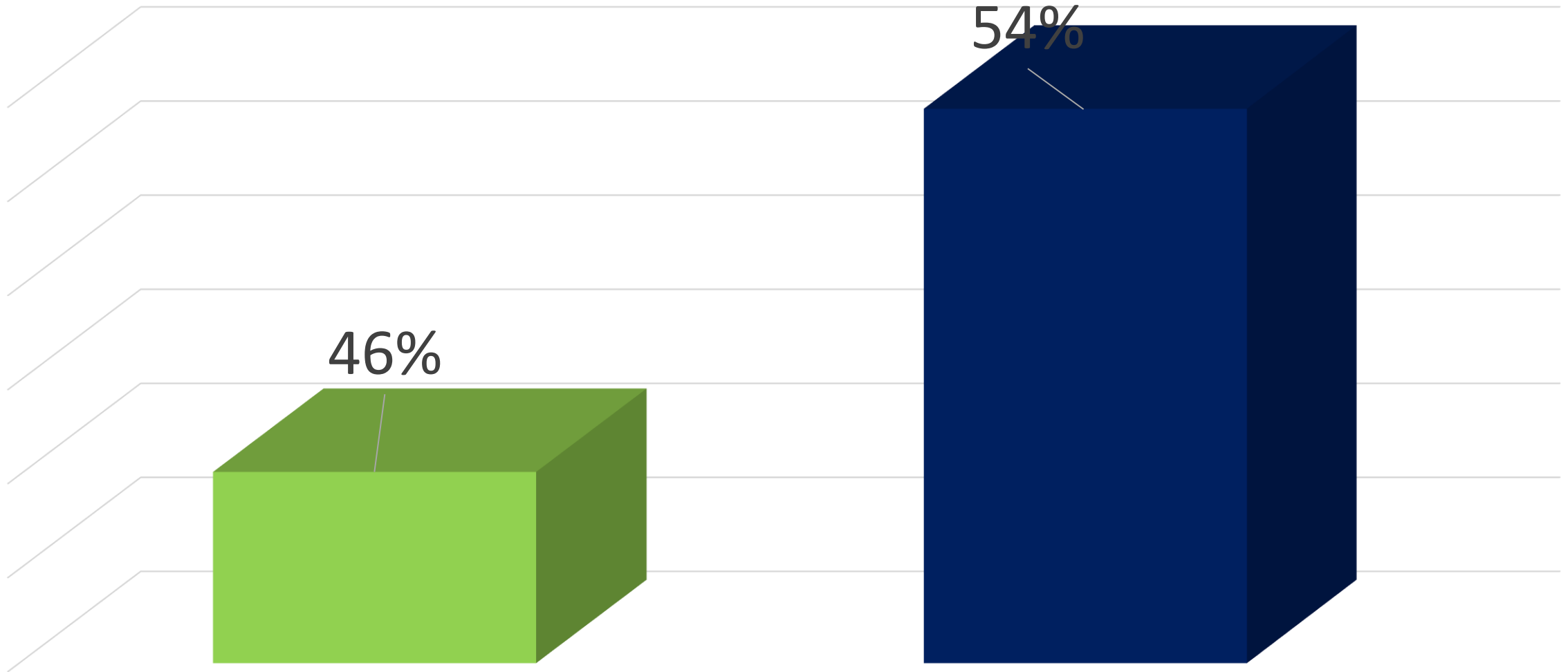
Methodology and Approach:

- Sample size: 2,745 were interviewed with
- Confidence level: 99% and MoE of $\pm 2.41\%$
- The Electoral Commission's 2020 voters register was used as sample frame.
- A sample of constituencies with significant Zongo communities were selected purposefully for this poll
- The results are based on "likely voters" model (both registered and unregistered voters) and exclude responses of voters who have indicated that they will not vote.
- The general elections polls are presented unweighted
- The following constituencies were polled
 - Ayawaso East (Greater Accra)
 - Ayawaso North (Greater Accra)
 - Ayawaso Central (Greater Accra)
 - Ablekuma Central (Greater Accra)
 - Madina (Greater Accra)
 - Ashaiman (Greater Accra)
 - Asawase (Ashanti)
- Demographic analysis of the results would have higher margin of error.
- Field interviews were conducted between 23rd November to 28th November 2023.



Demographics

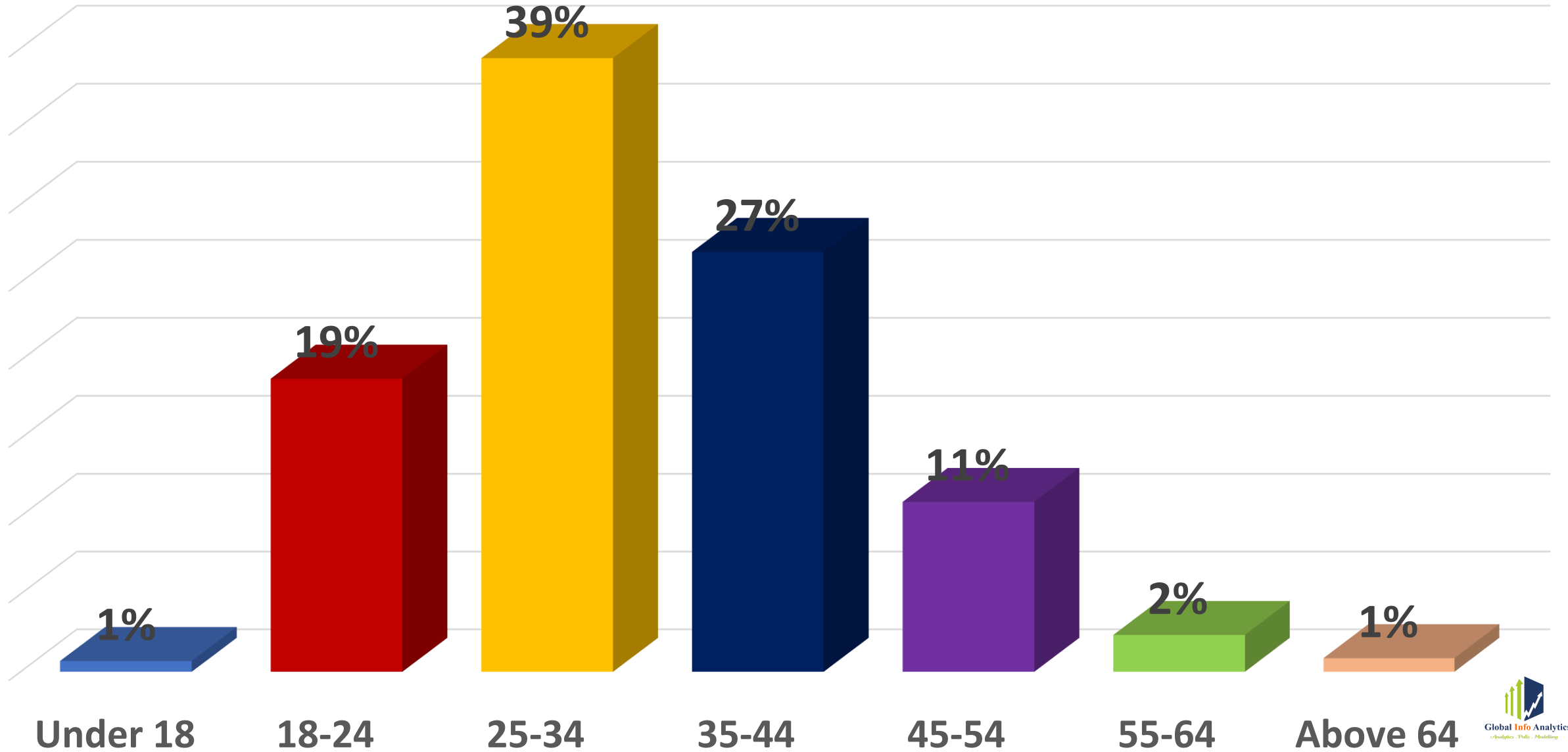
Gender



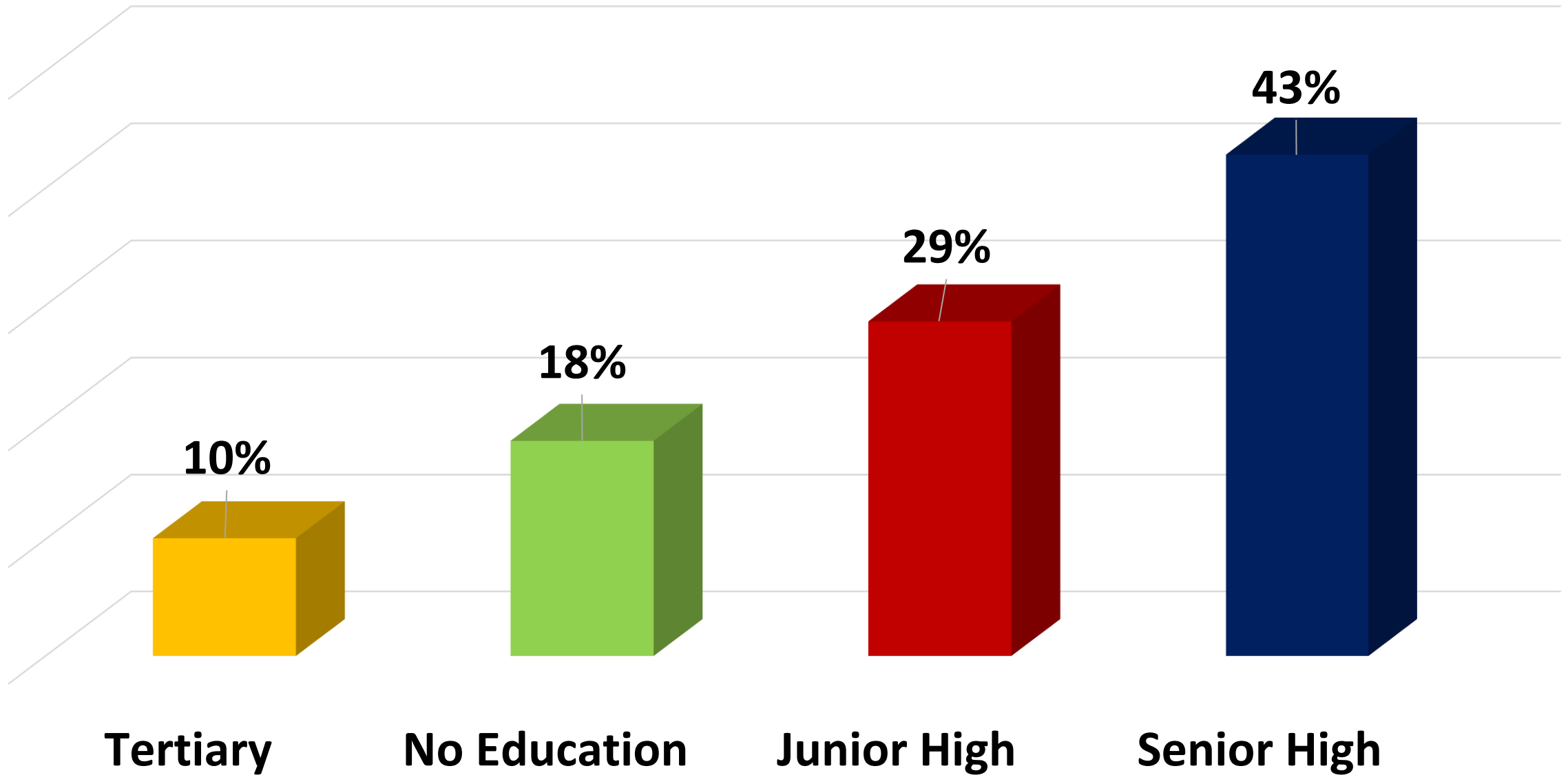
Female

Male

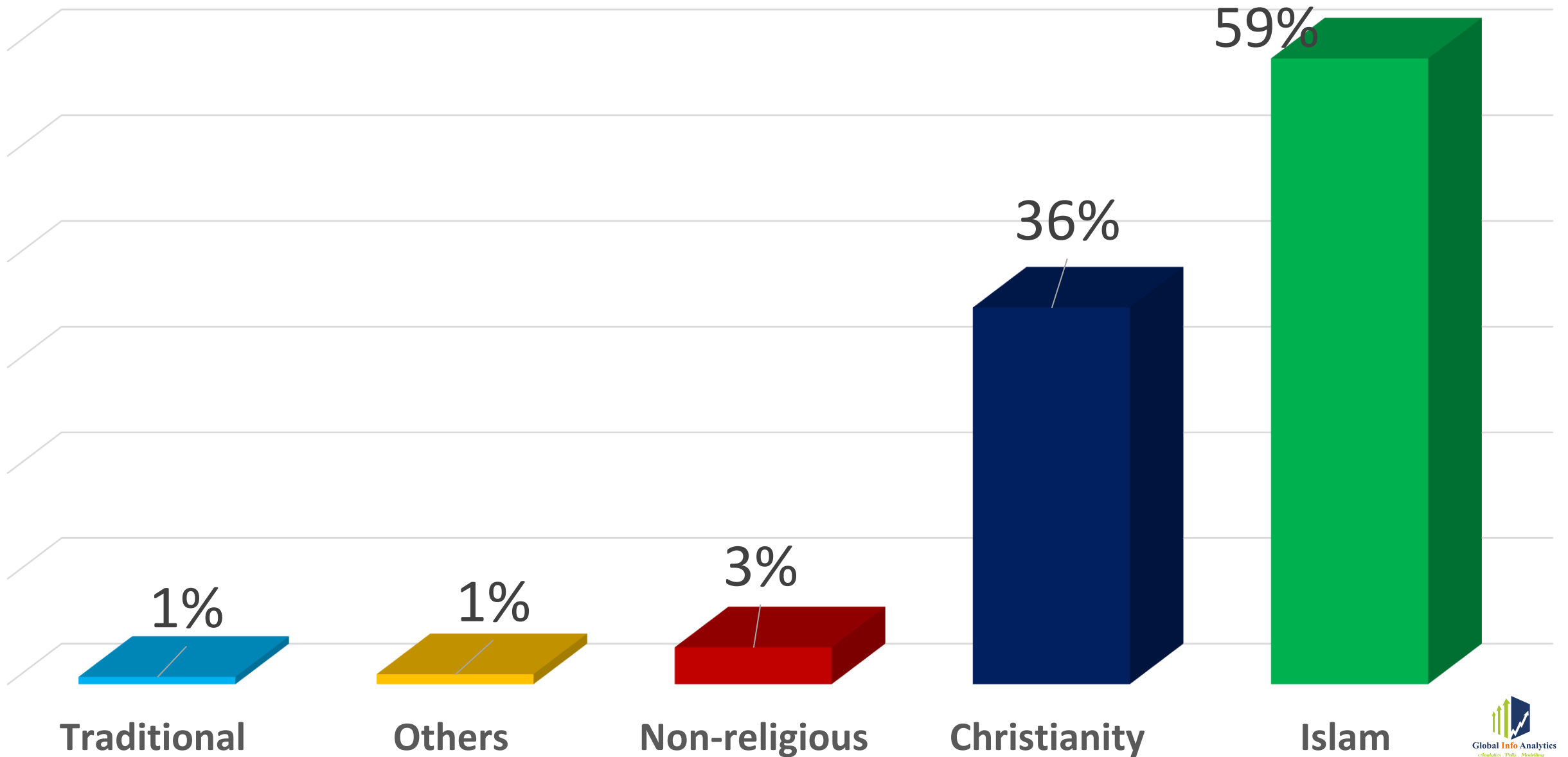
Age Group



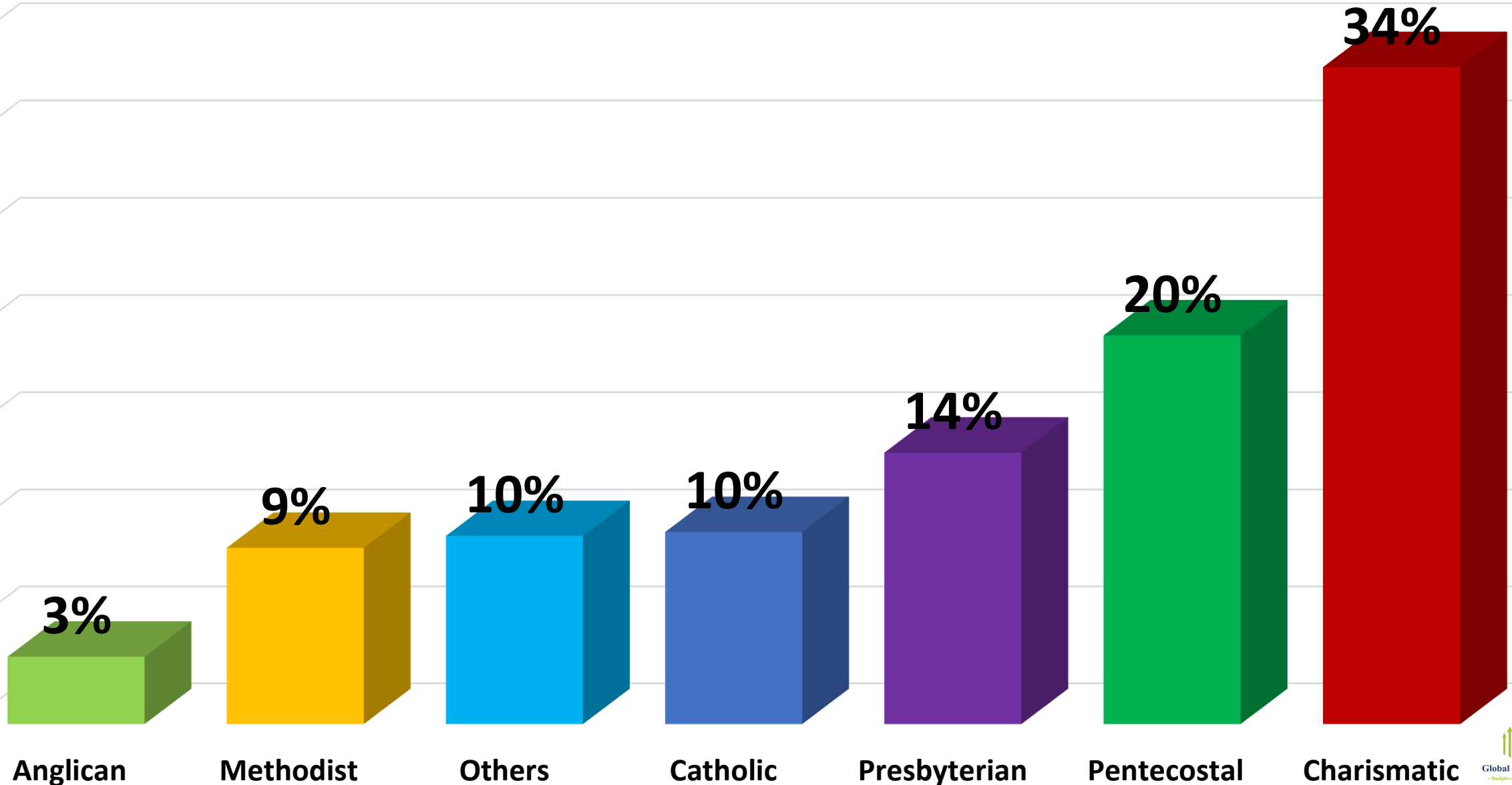
Education



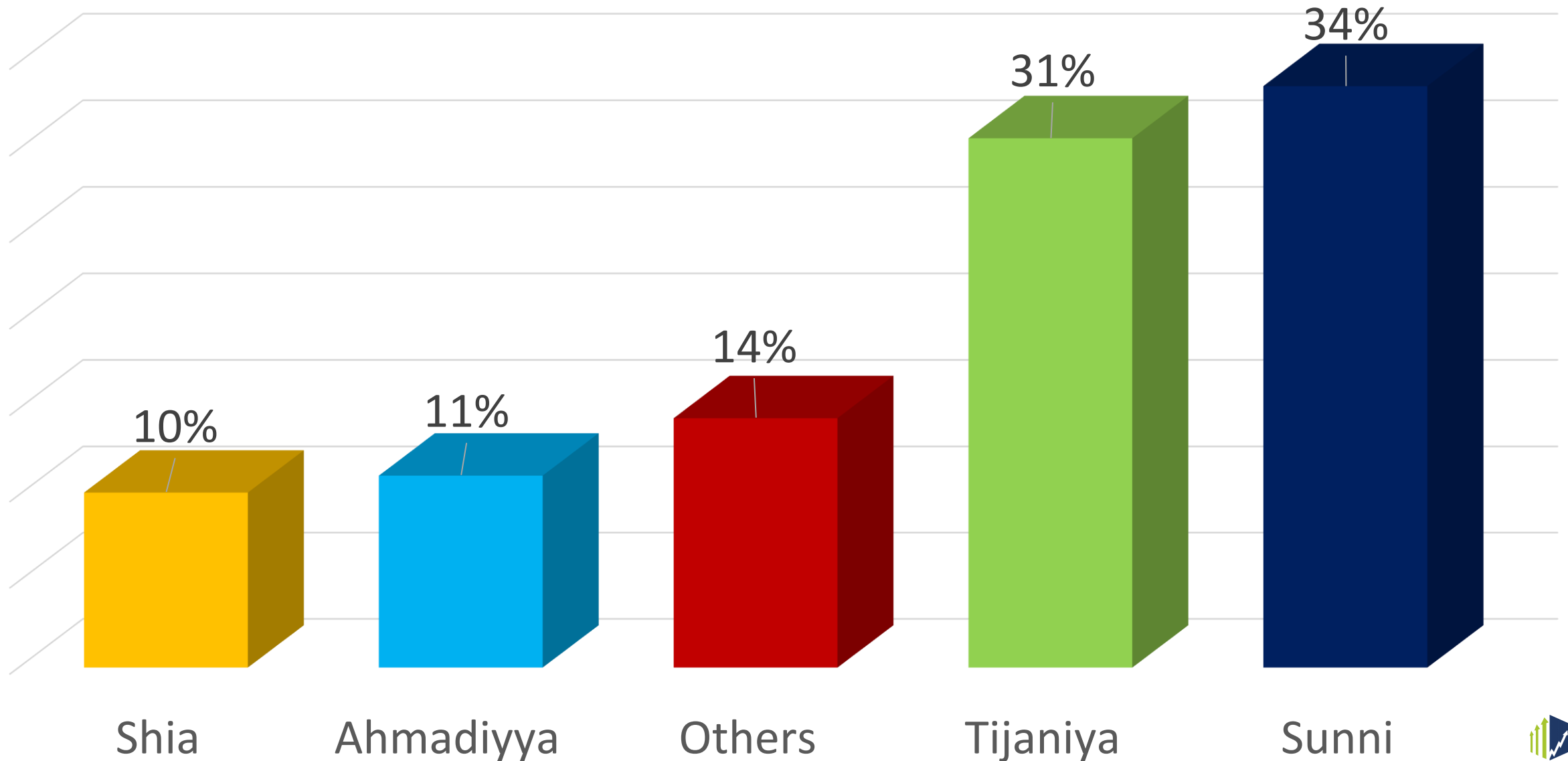
Religion



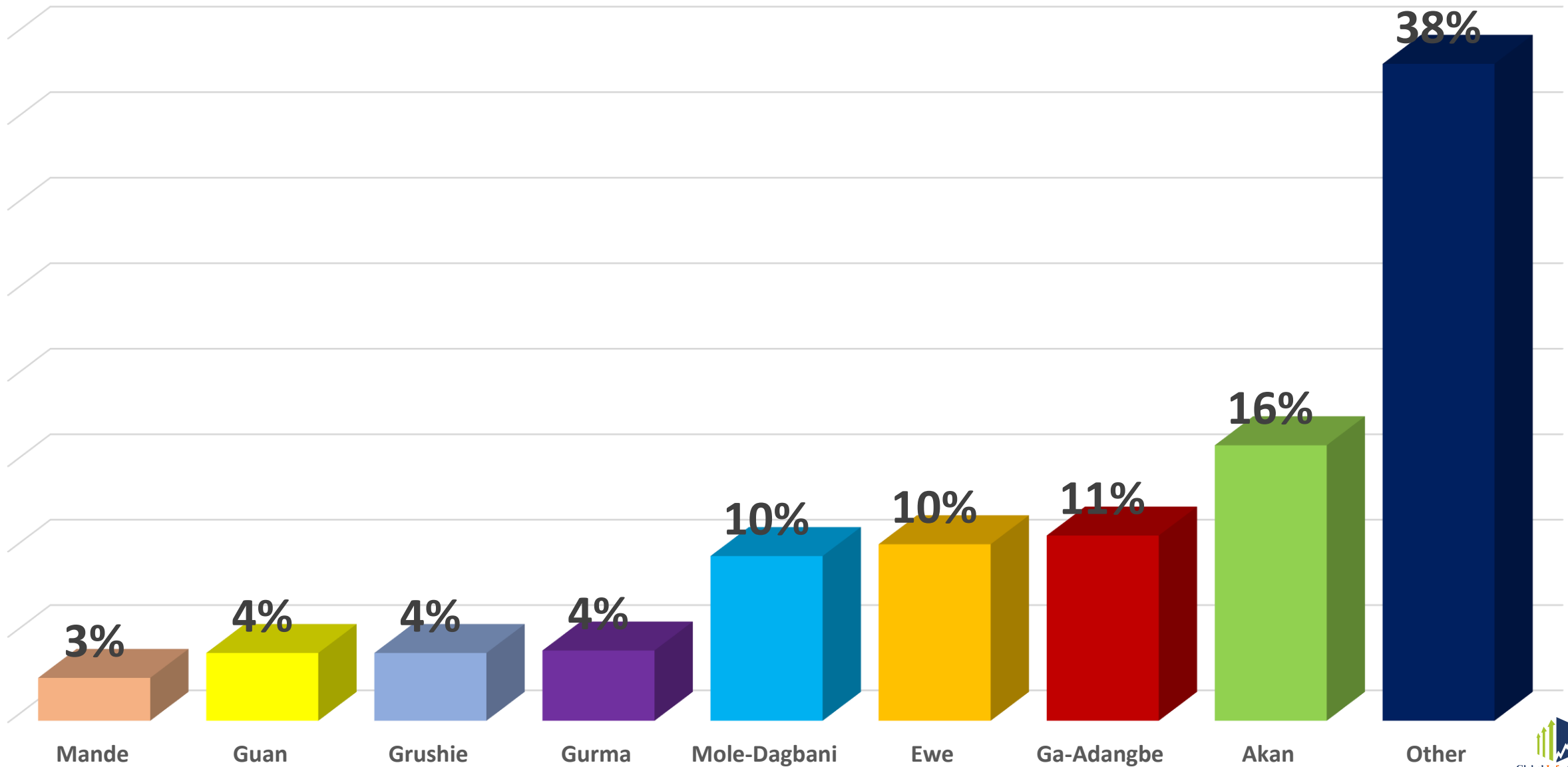
Christian Denominations



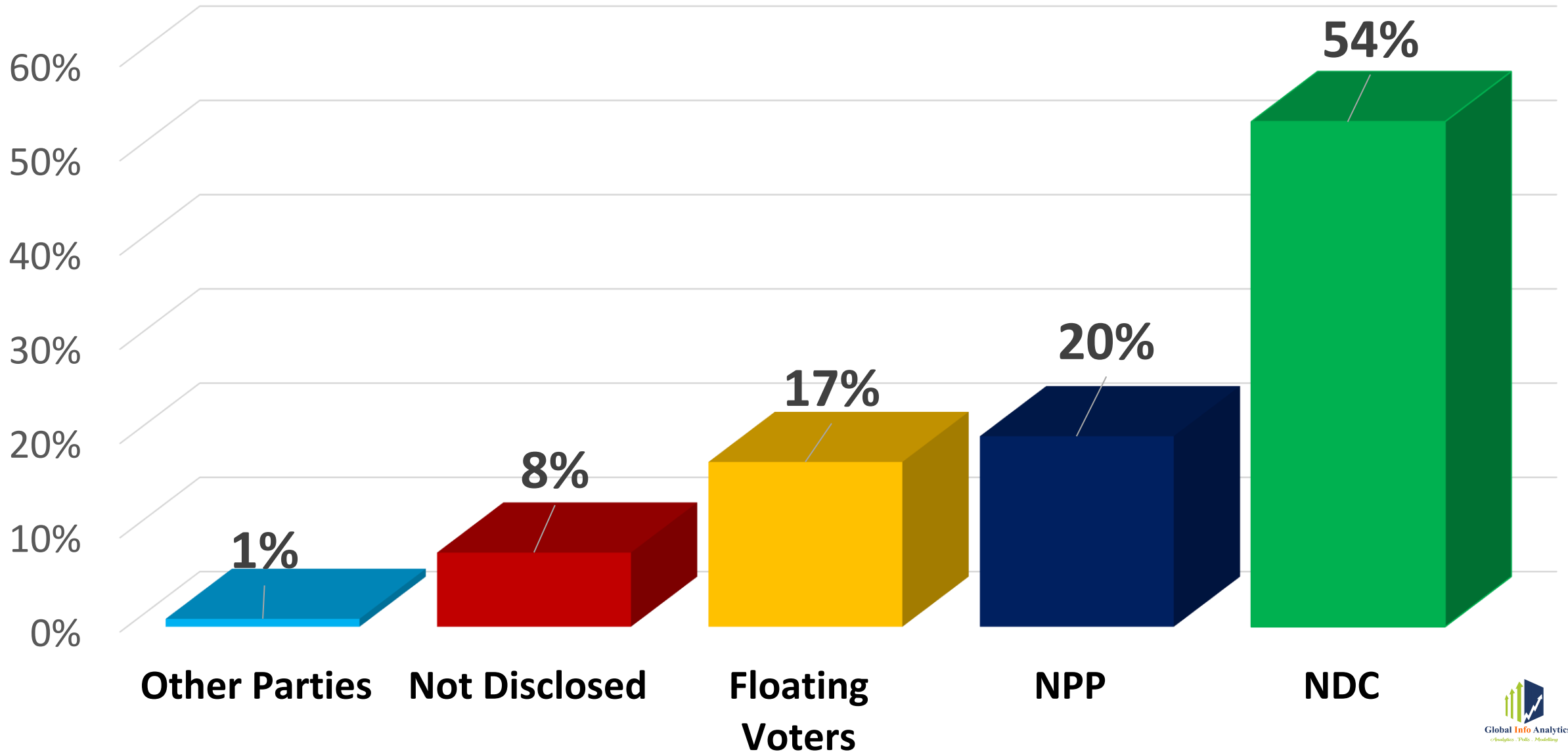
Islamic Sects



Ethnicity



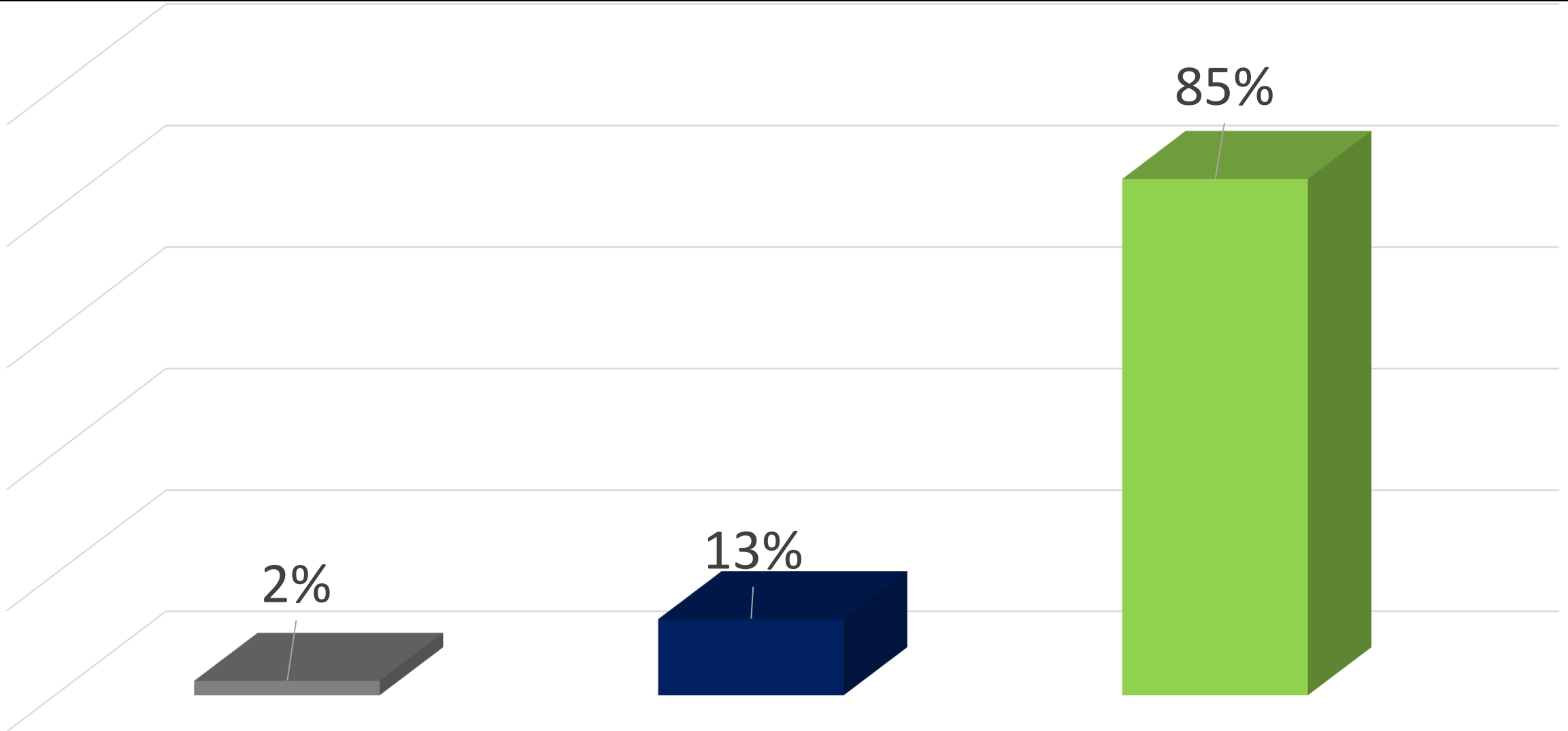
Party Affiliations





Governance

Direction of the country

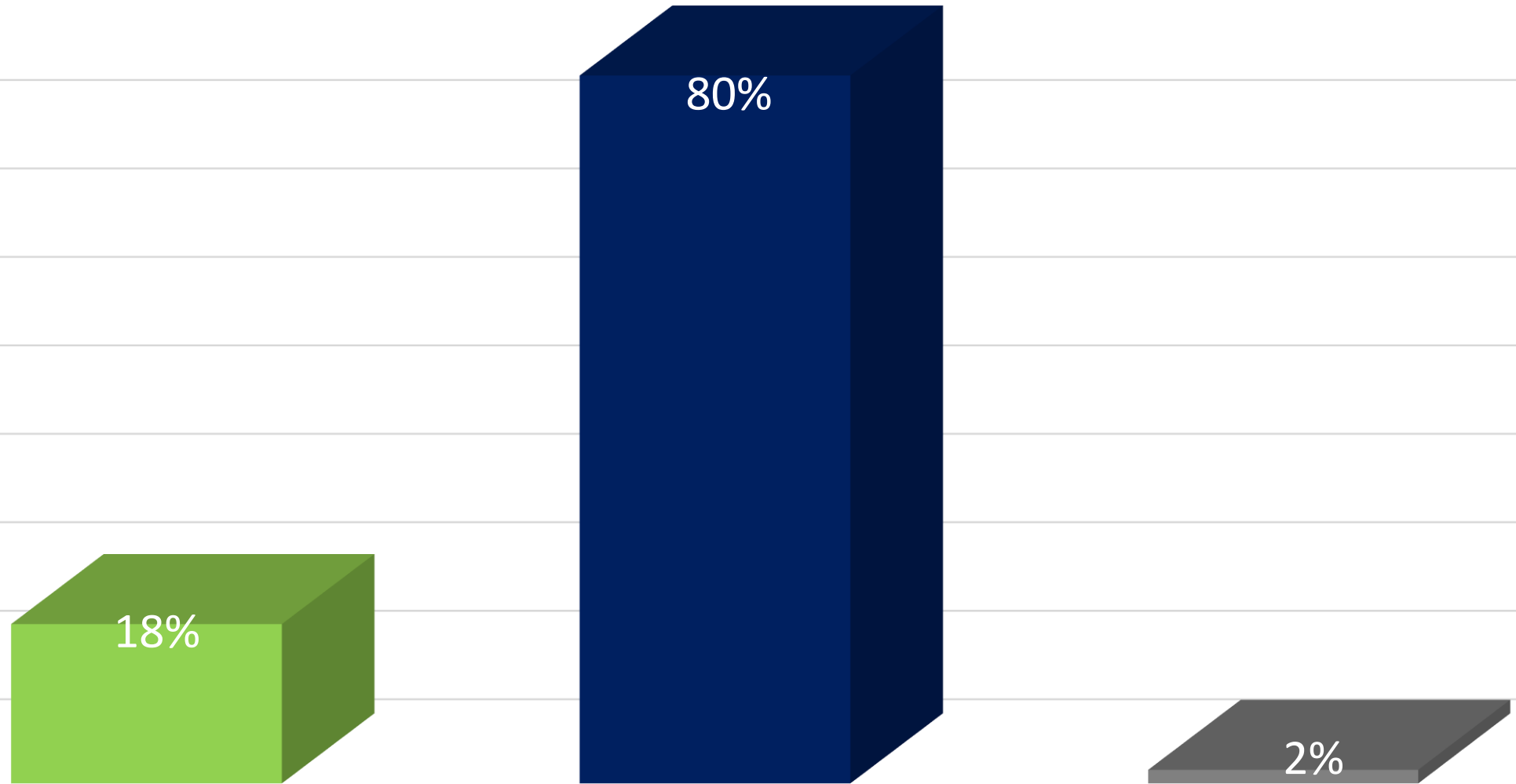


No opinion

Right Direction

Wrong Direction

President's Job Approval



Approved

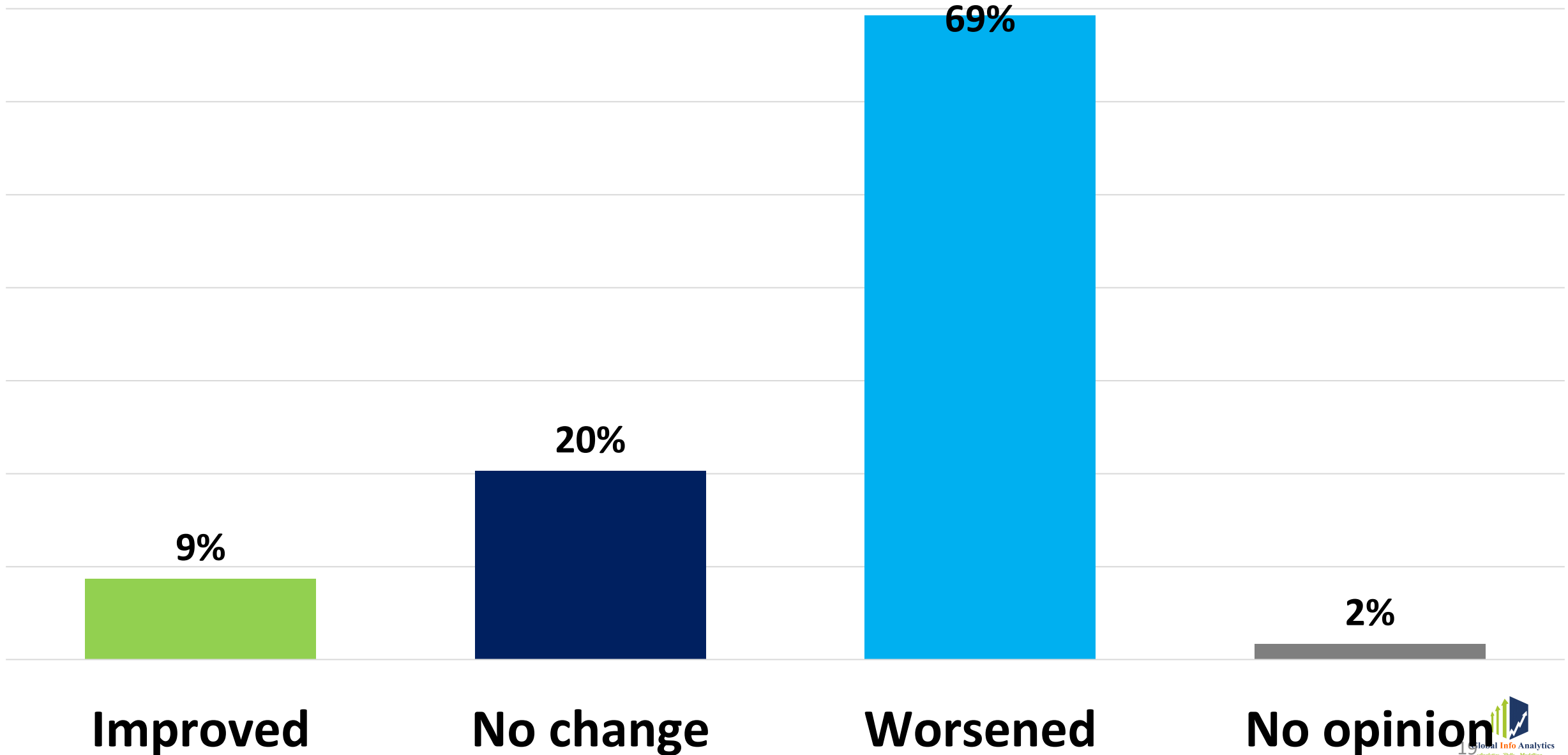
Disapproved

No opinion

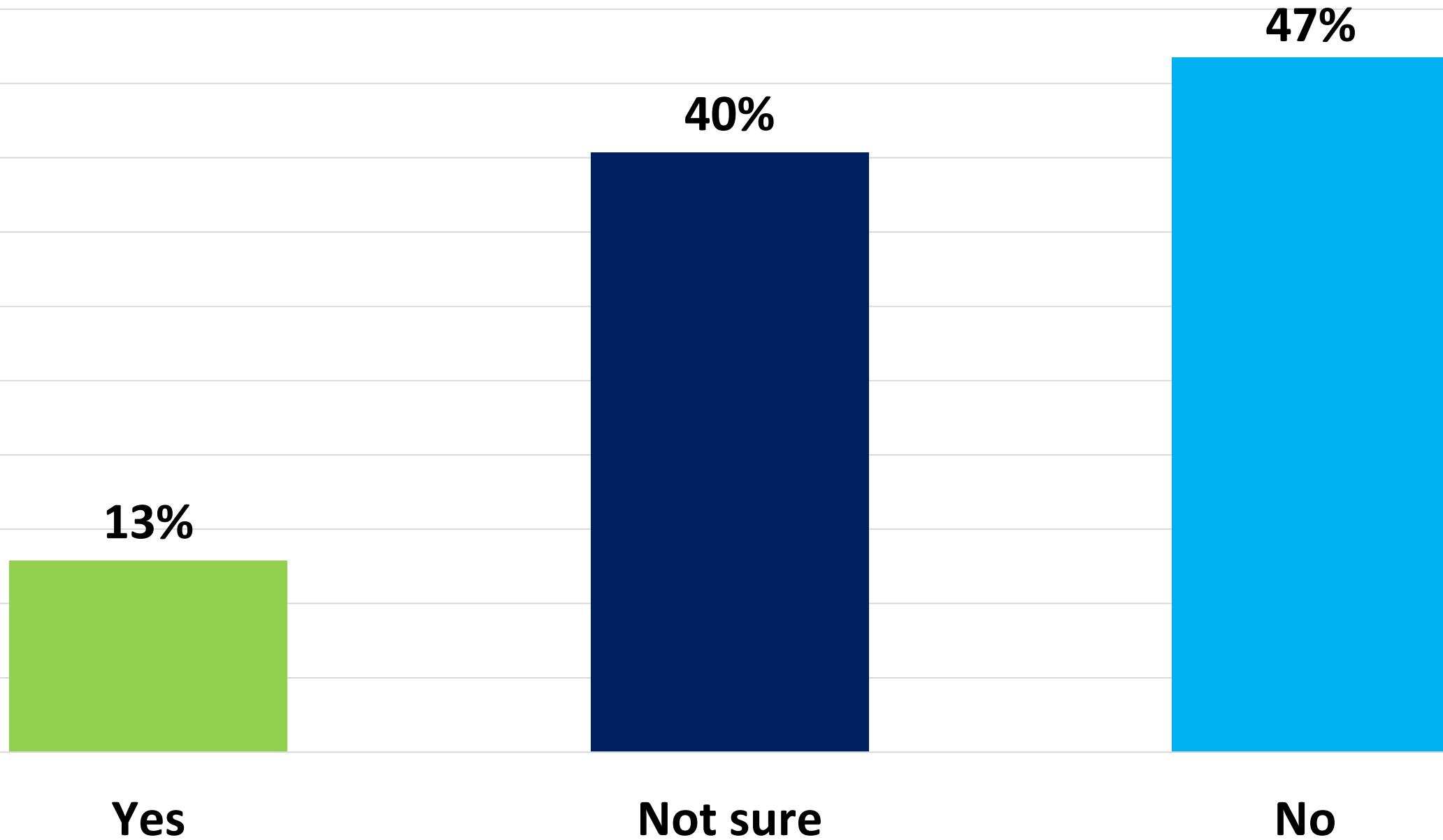


Standard of living

How do you describe your standard of living in the last 12 months



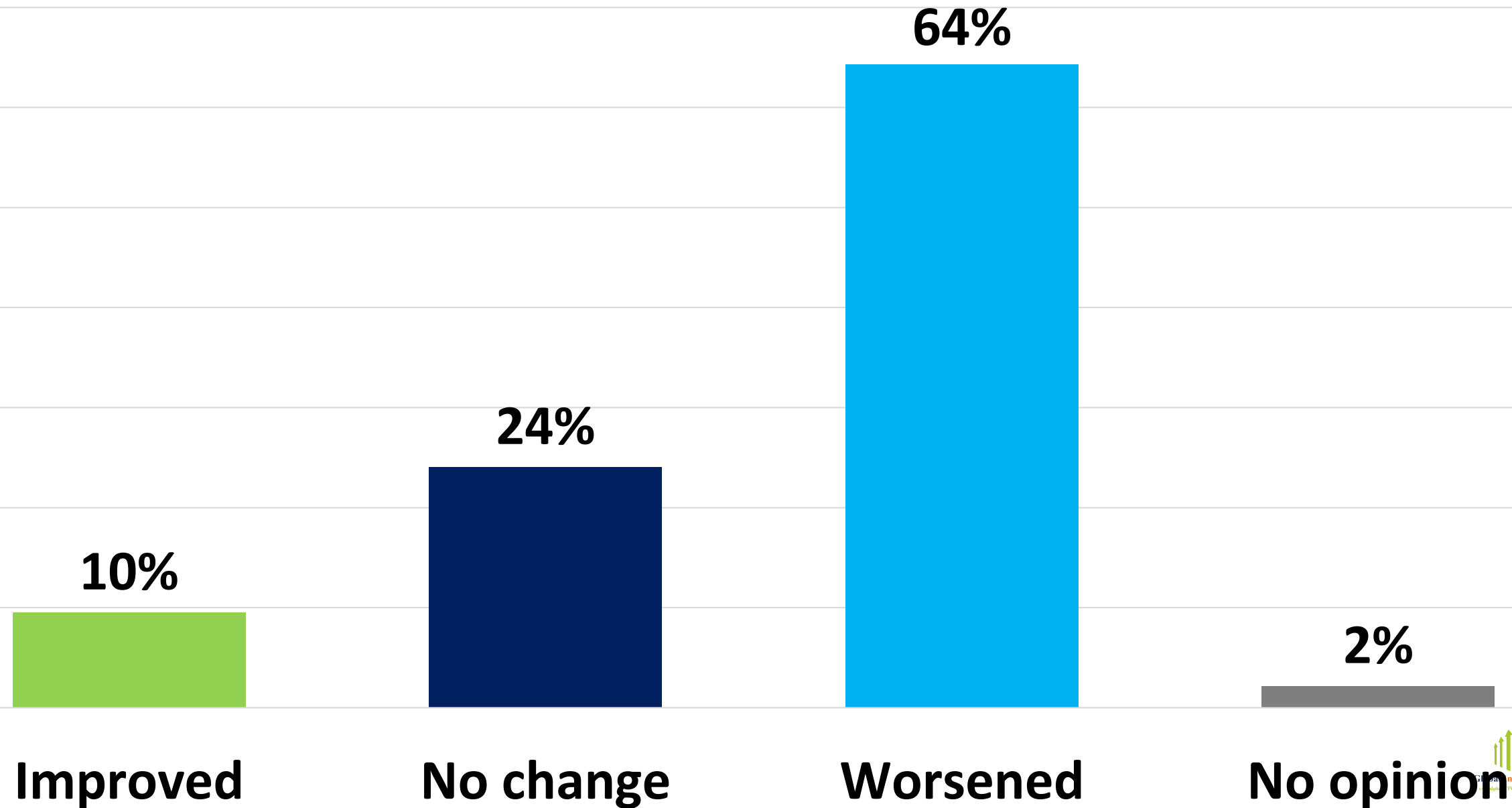
Optimism for improvement in standard of living –Next 12 months



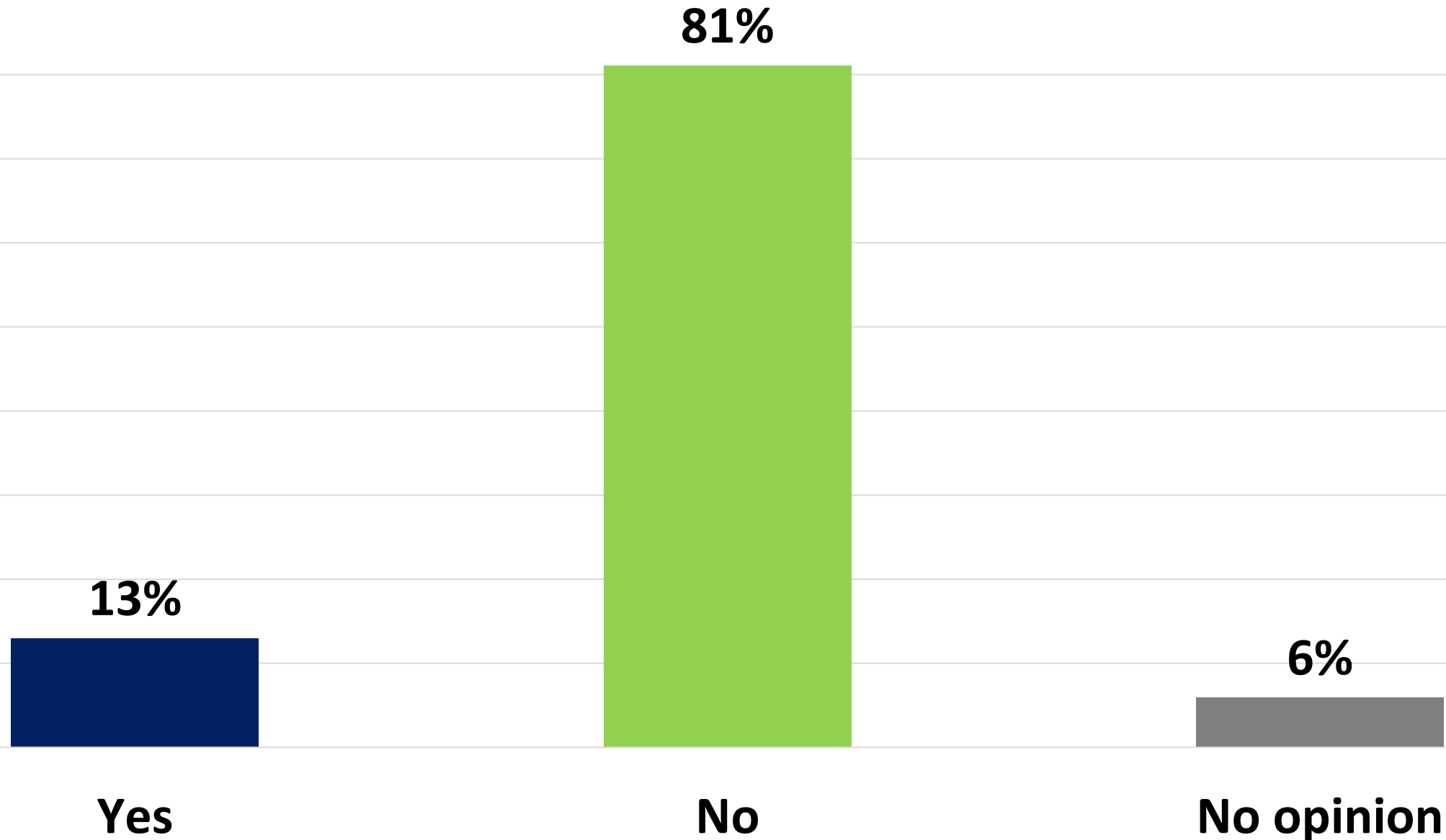


State of Corruption

State of Corruption in Ghana



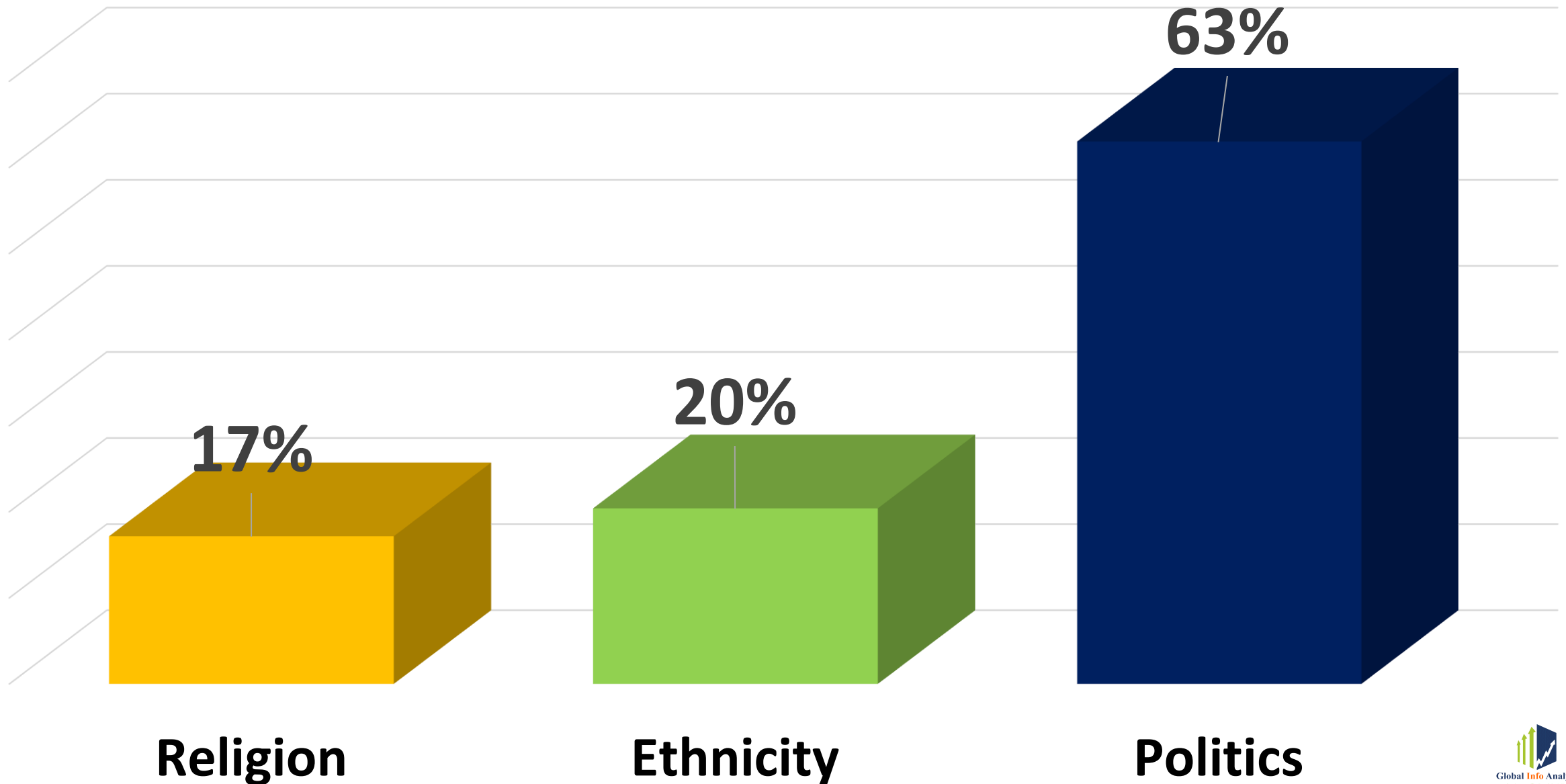
Is the government fighting corruption enough?





Issues Dividing Ghanaians

What Divides Ghanaians?



Religion

Ethnicity

Politics

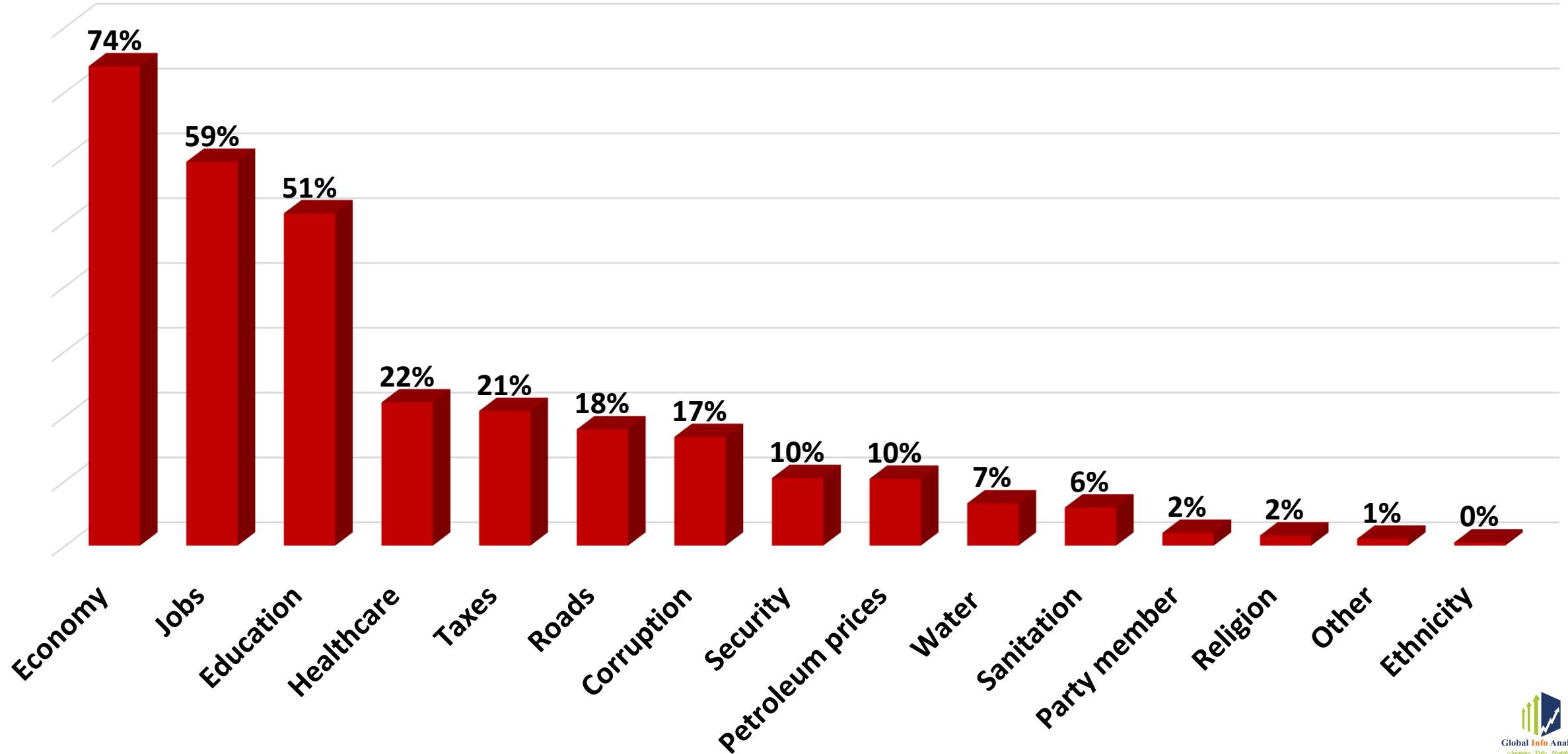


Global Info Analytics

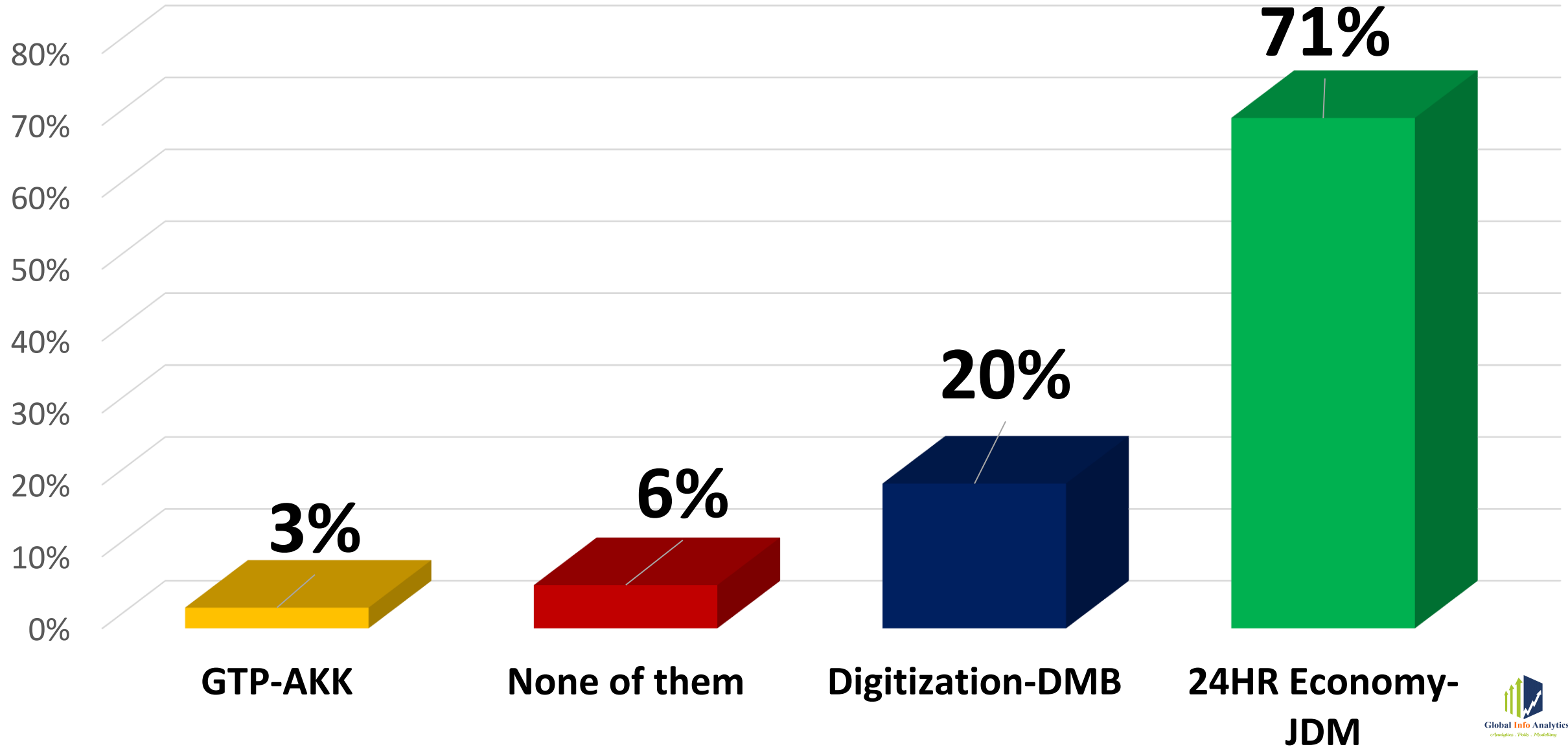
Analytics . Polls . Modelling

2024 General Election

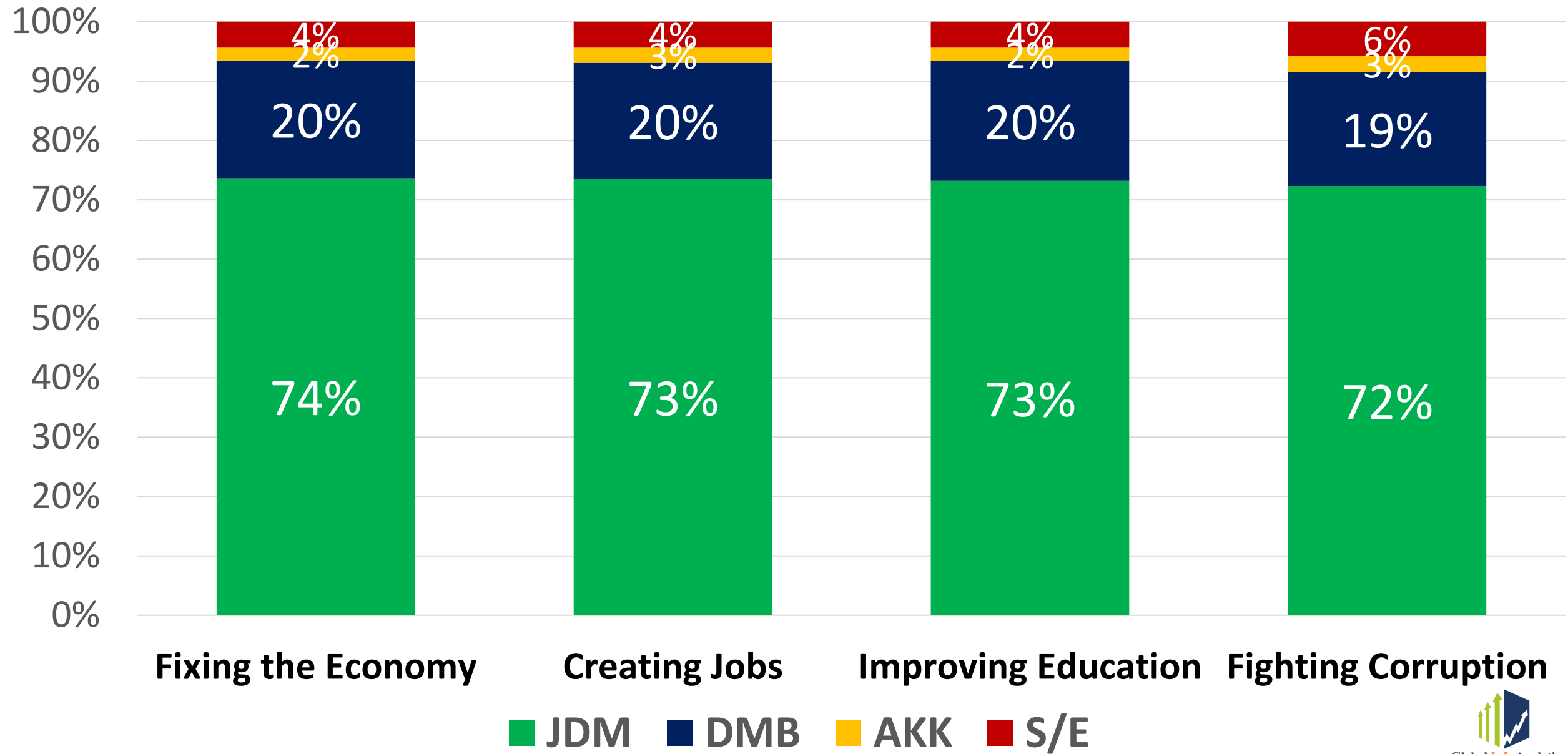
Top Election Issues



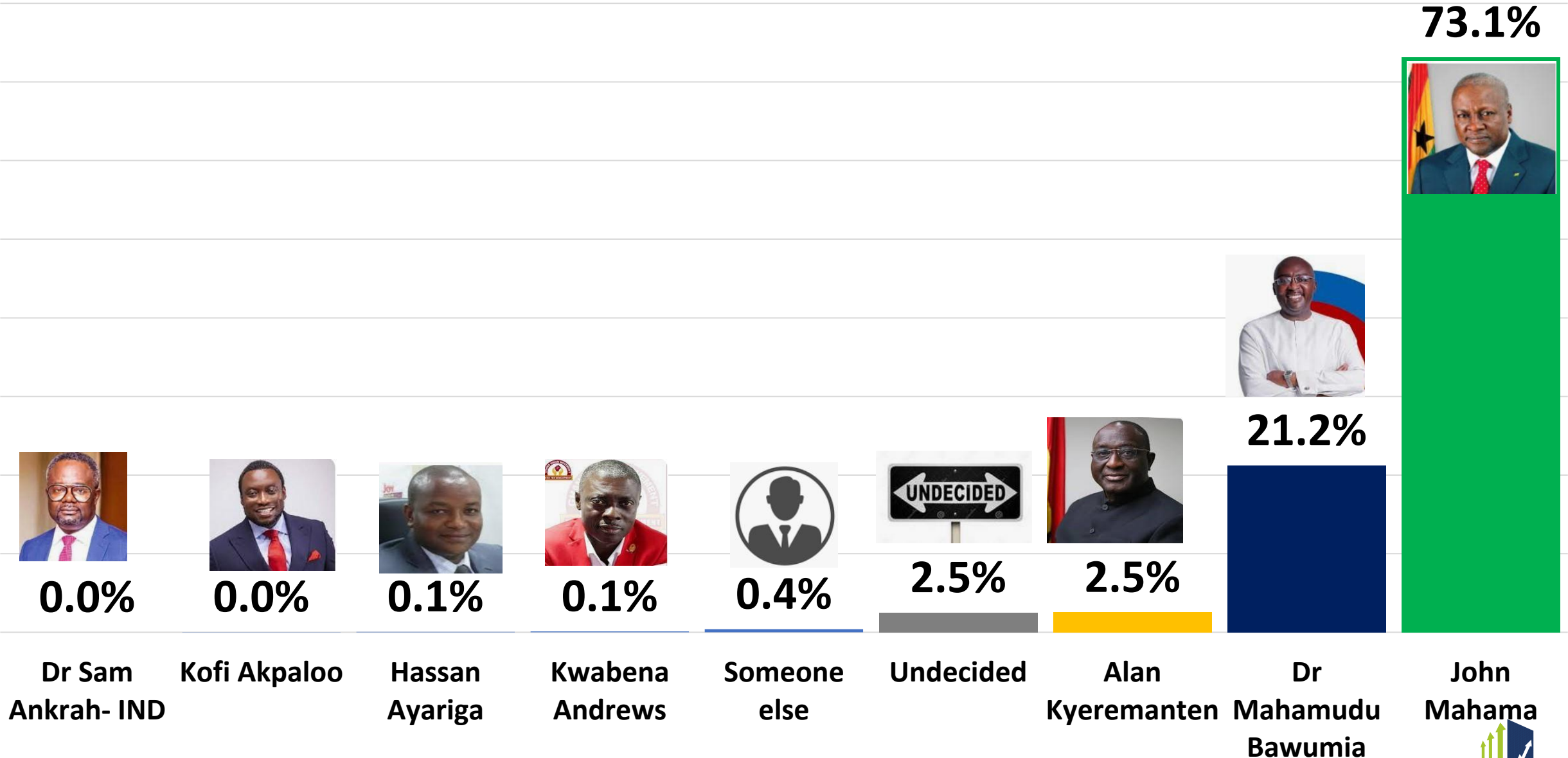
Most Popular Campaign Policy



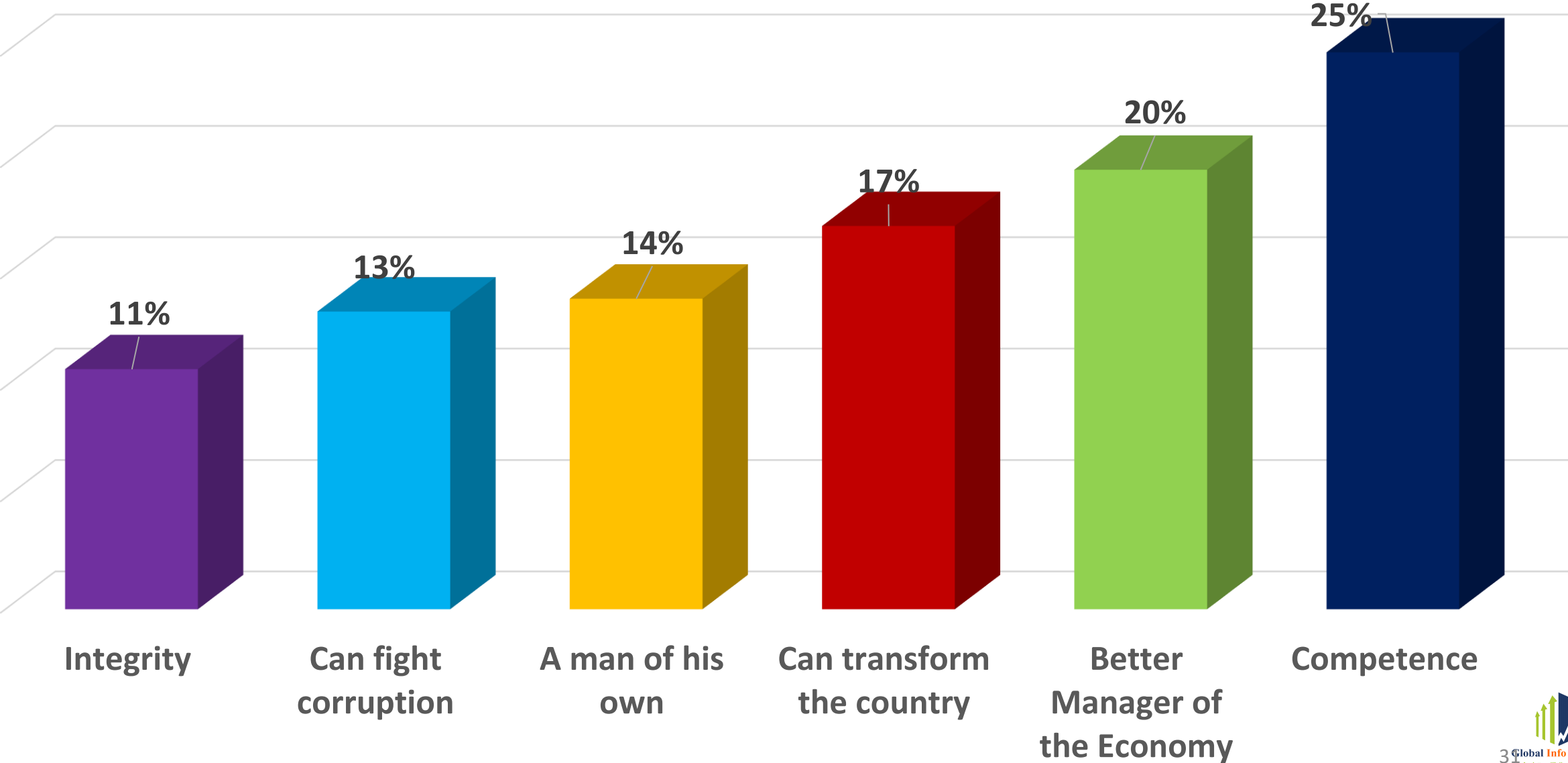
Trust on Key Elections Issues



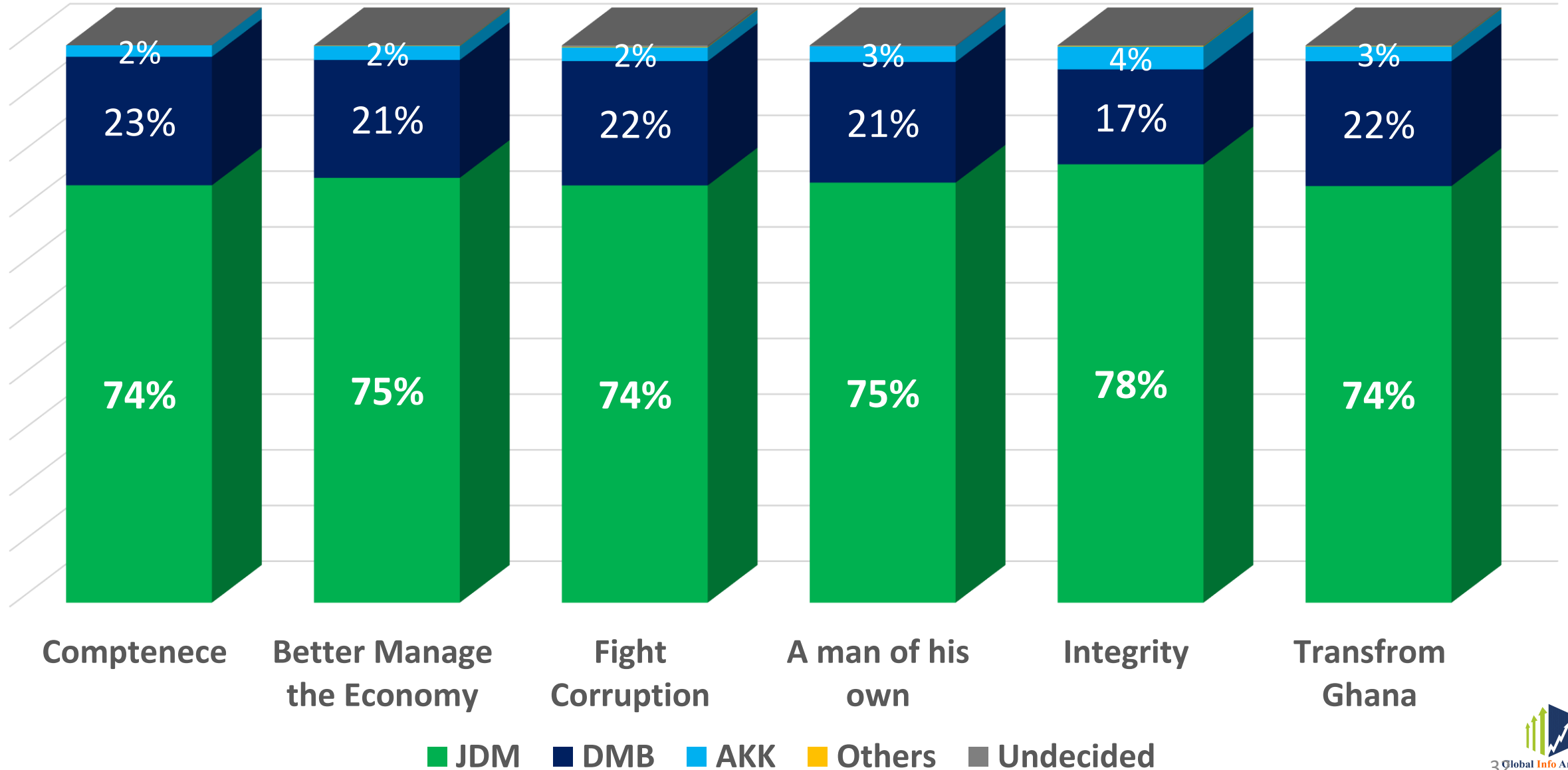
2024 Elections-Voting Intension



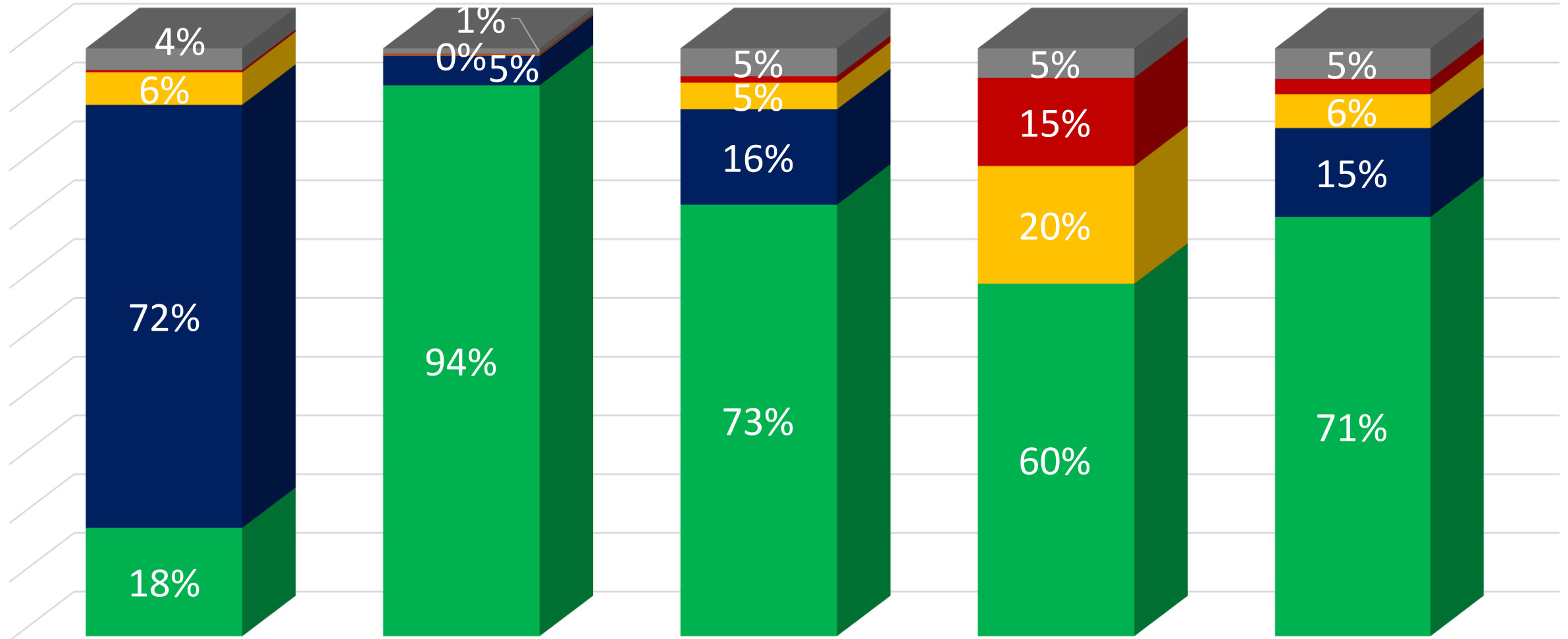
Reasons Informing Voters Choice of Candidates



Reasons for Choice of Candidate- JDM-DMB-AKK



General Election- Party Affiliations



NPP

NDC

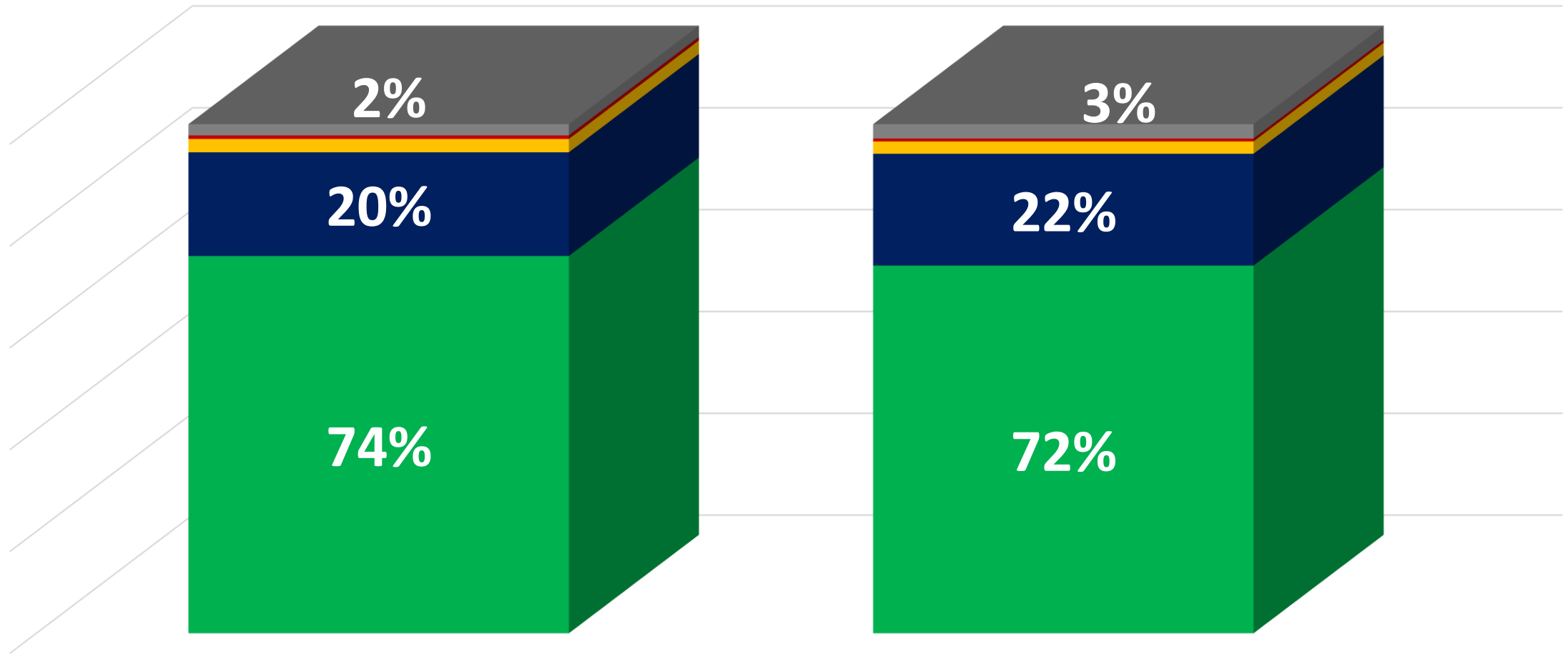
Floating Voters

Other Parties

Not Disclosed

■ JDM ■ DMB ■ AKK ■ Others ■ Undecided

General Election- Gender

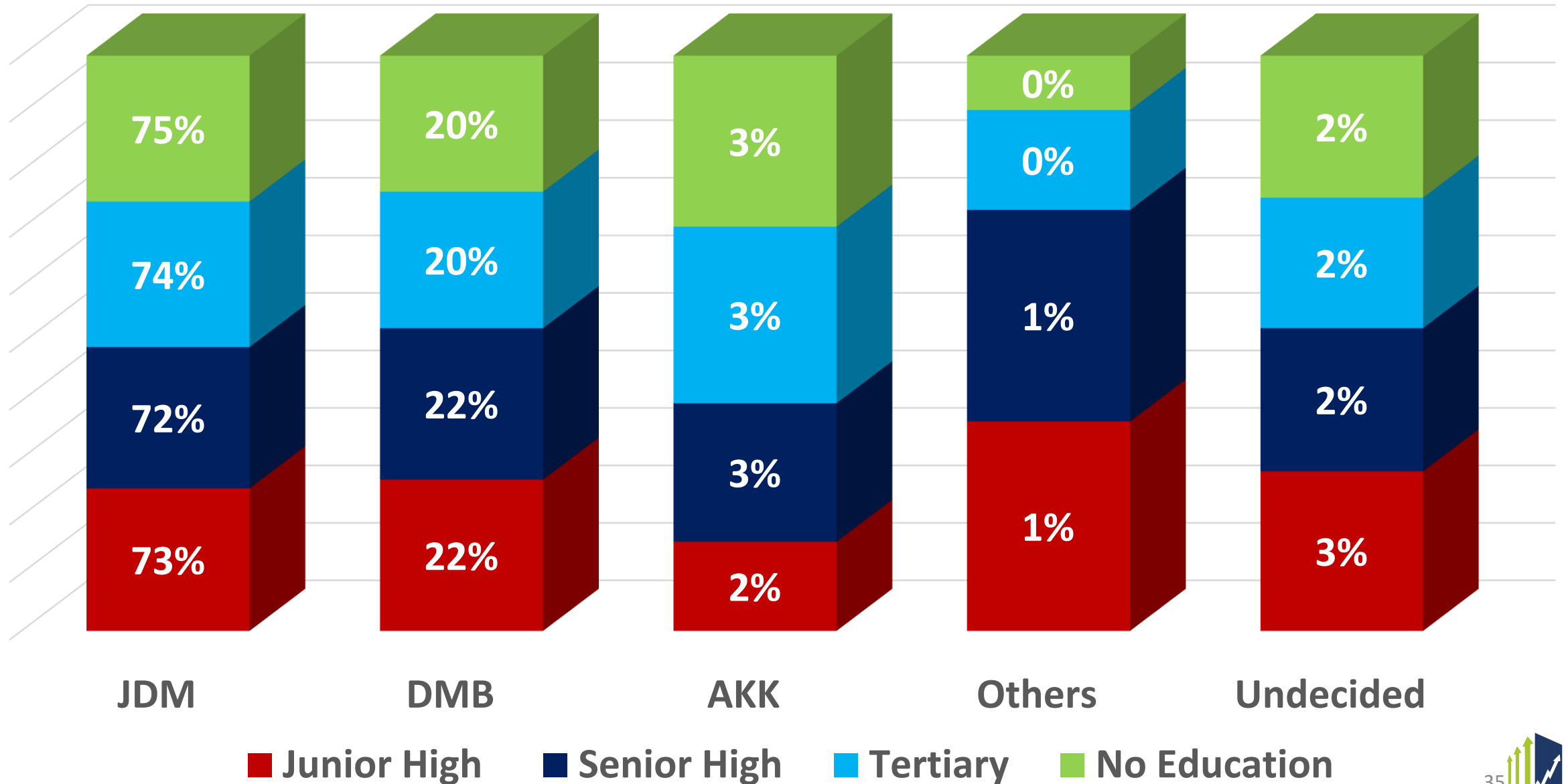


Male

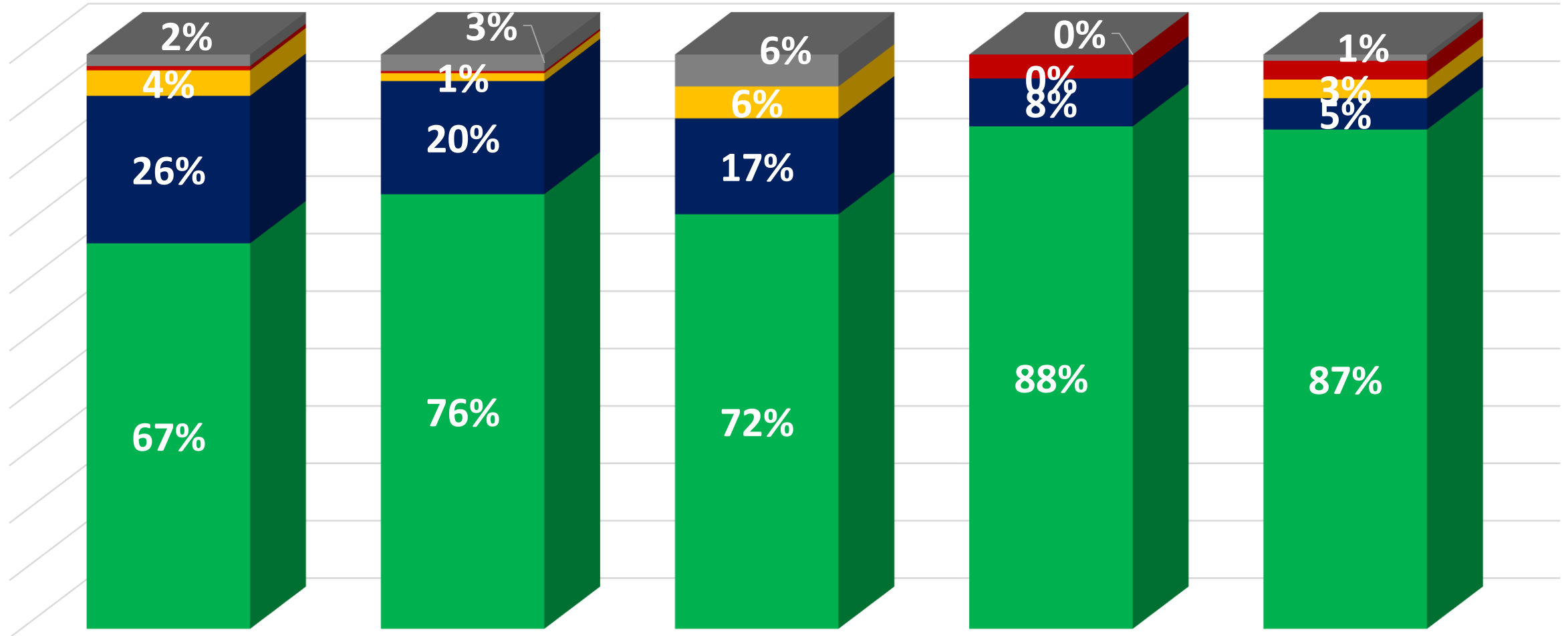
Female

■ JDM ■ DMB ■ AKK ■ Others ■ Undecided

General Election- Education



General Election- Religion



Christianity

Islam

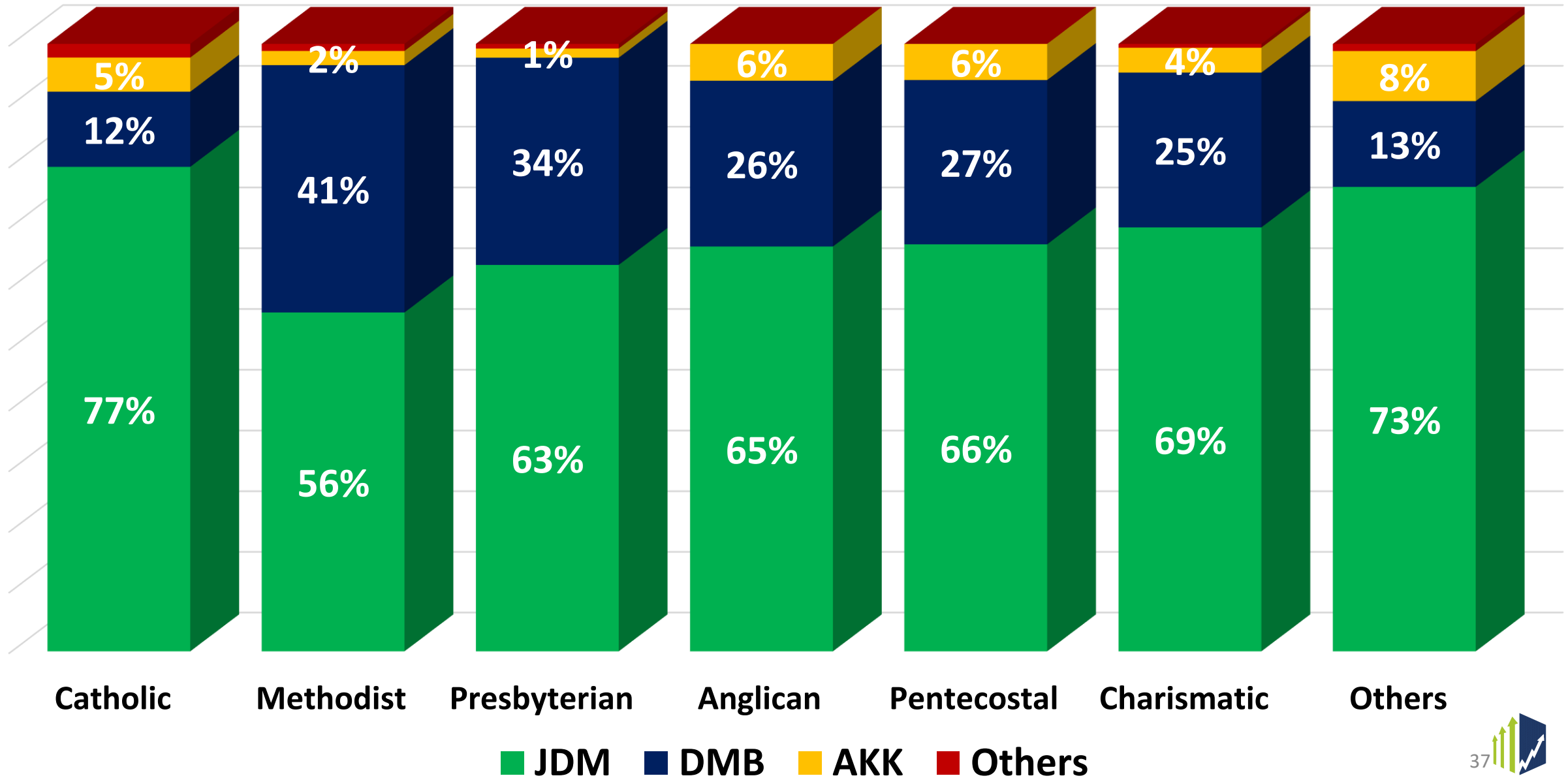
Traditional

Others

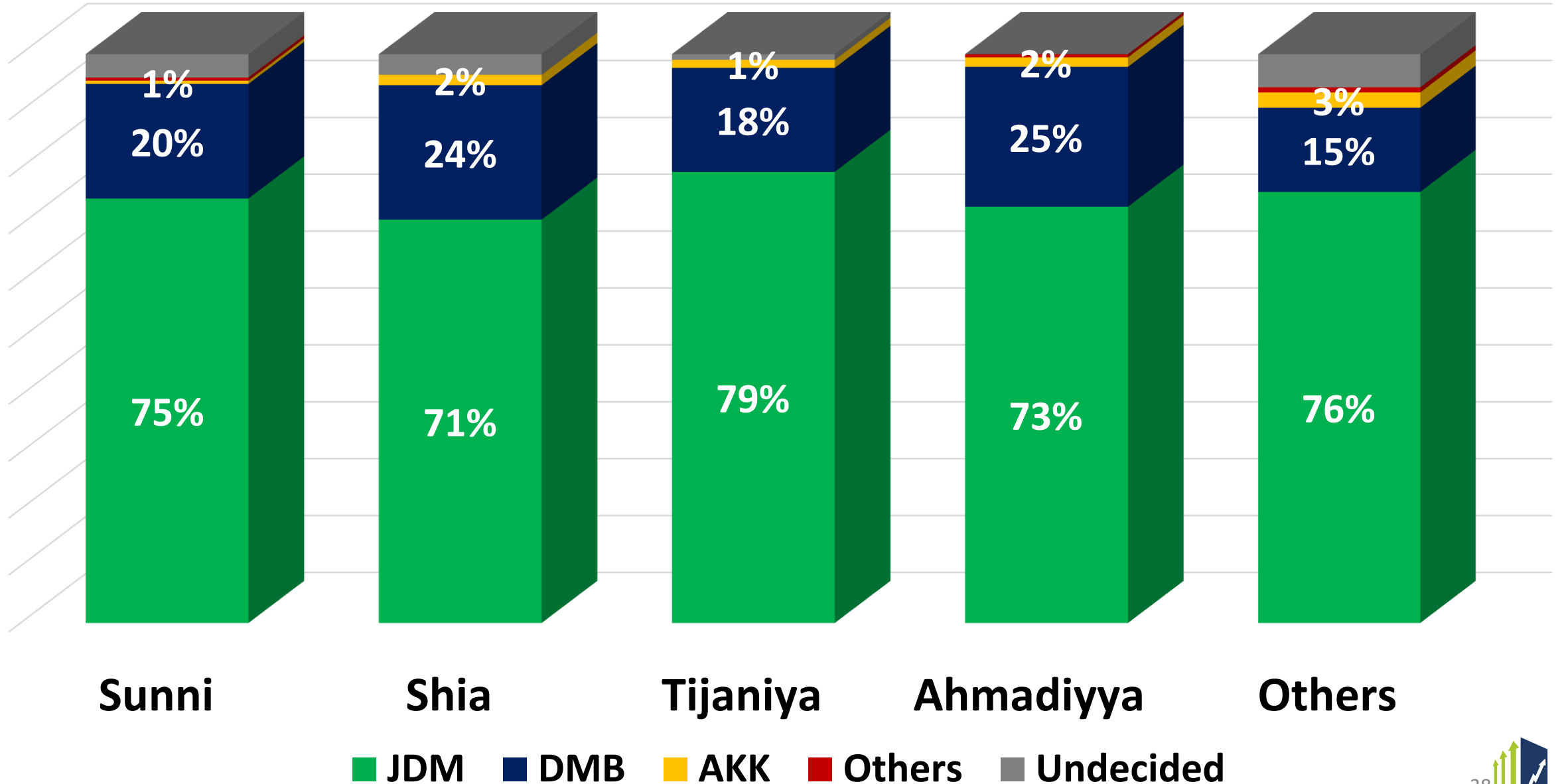
Non-religious

■ JDM ■ DMB ■ AKK ■ Others ■ Undecided

General Election- Christian Denominations



General Election- Muslim Sects



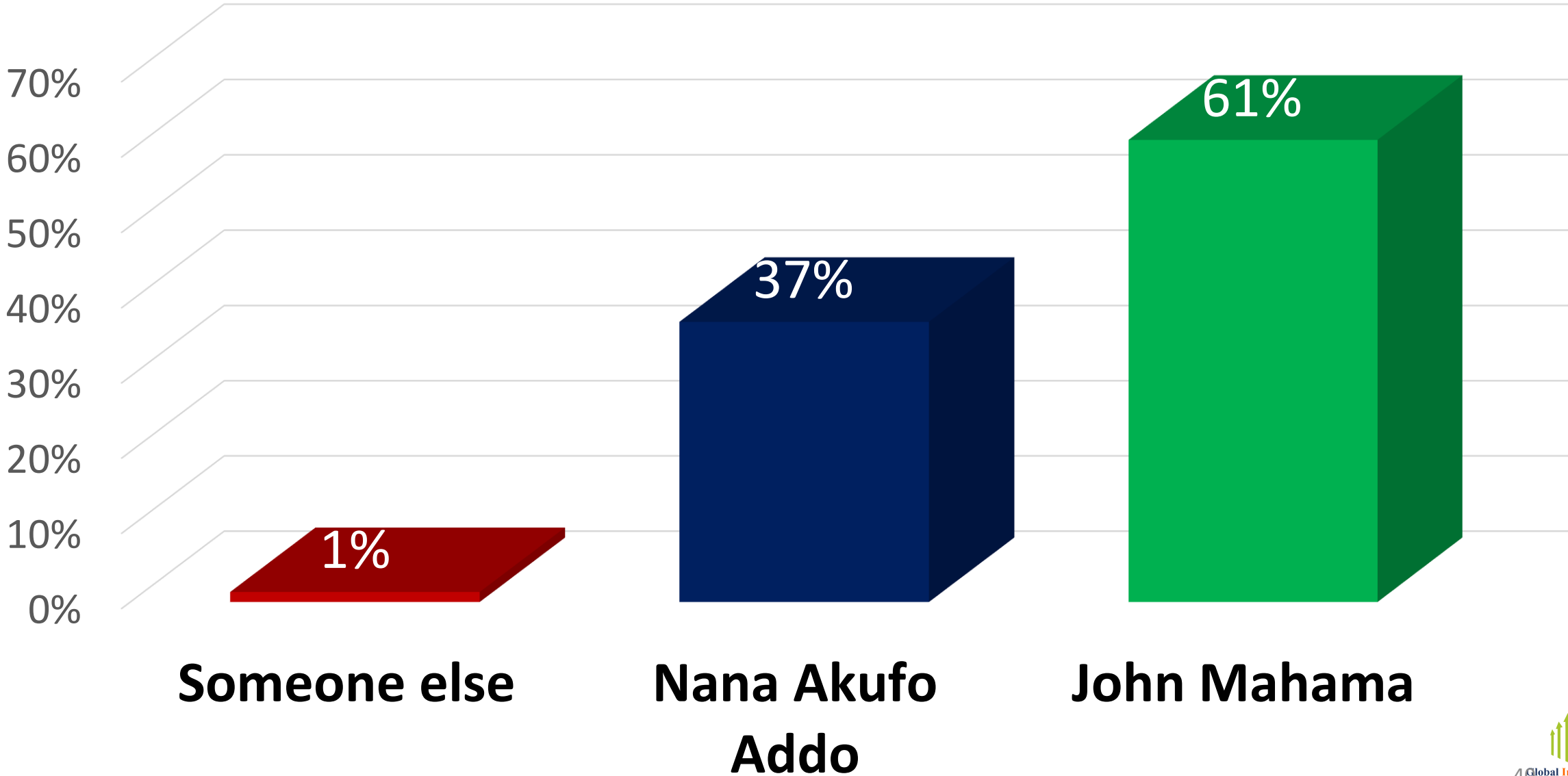
2020 Elections vs 2024 Voting Intentions



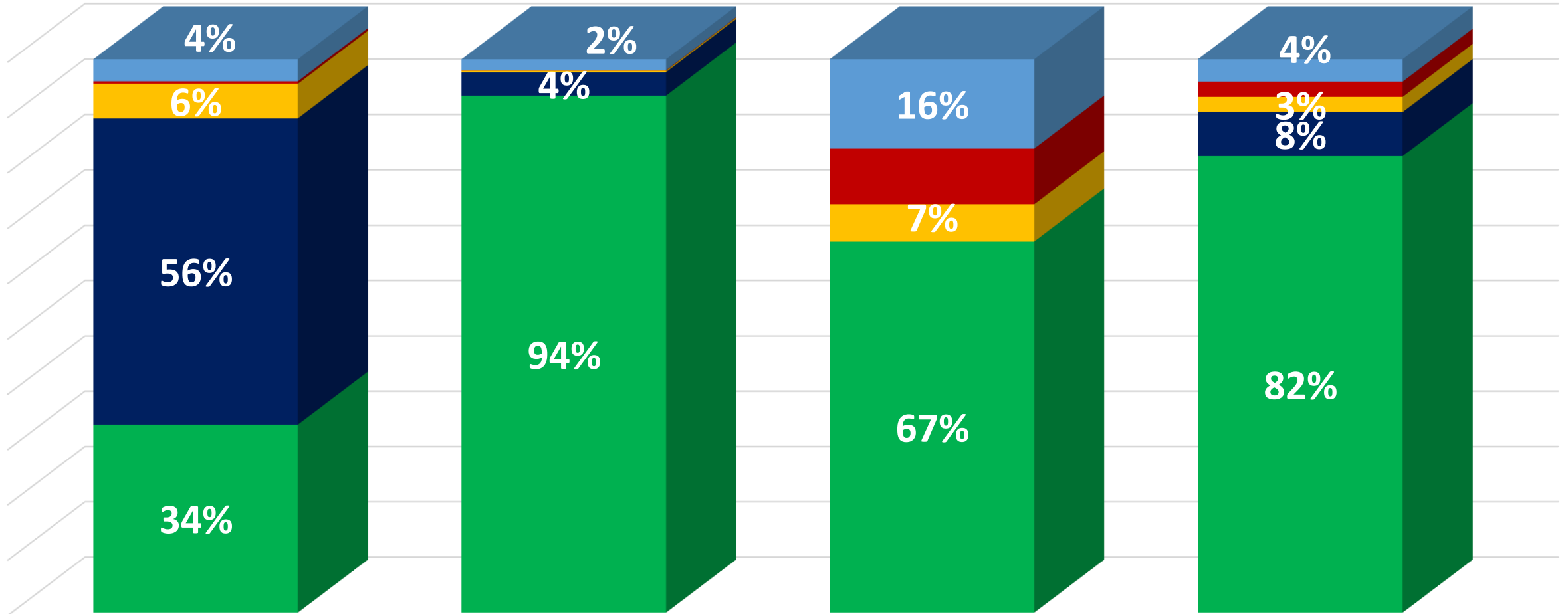
Global Info Analyt

Analytics . Polls . Modelling

How they voted 2020 General Election



How 2020 voters intend to vote in 2024



NAADA

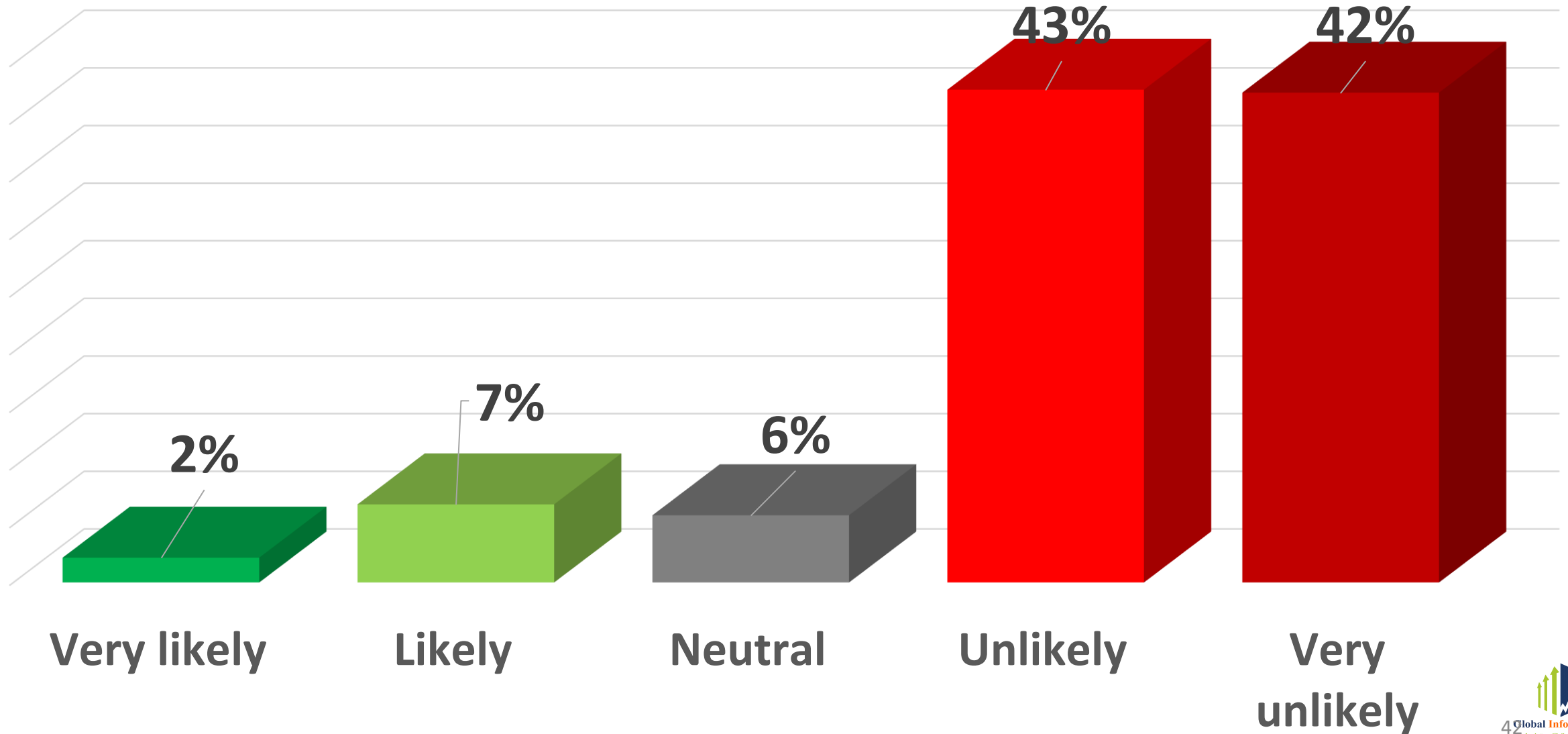
JDM

S/E

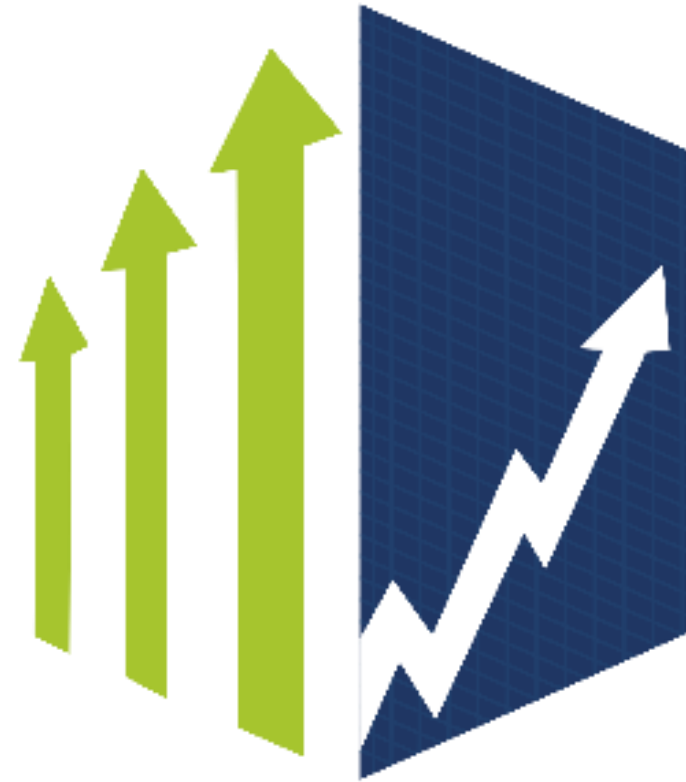
Did not vote

■ JDM ■ DMB ■ AKK ■ Others ■ Undecided

How likely would you change your mind about your voting intentions?



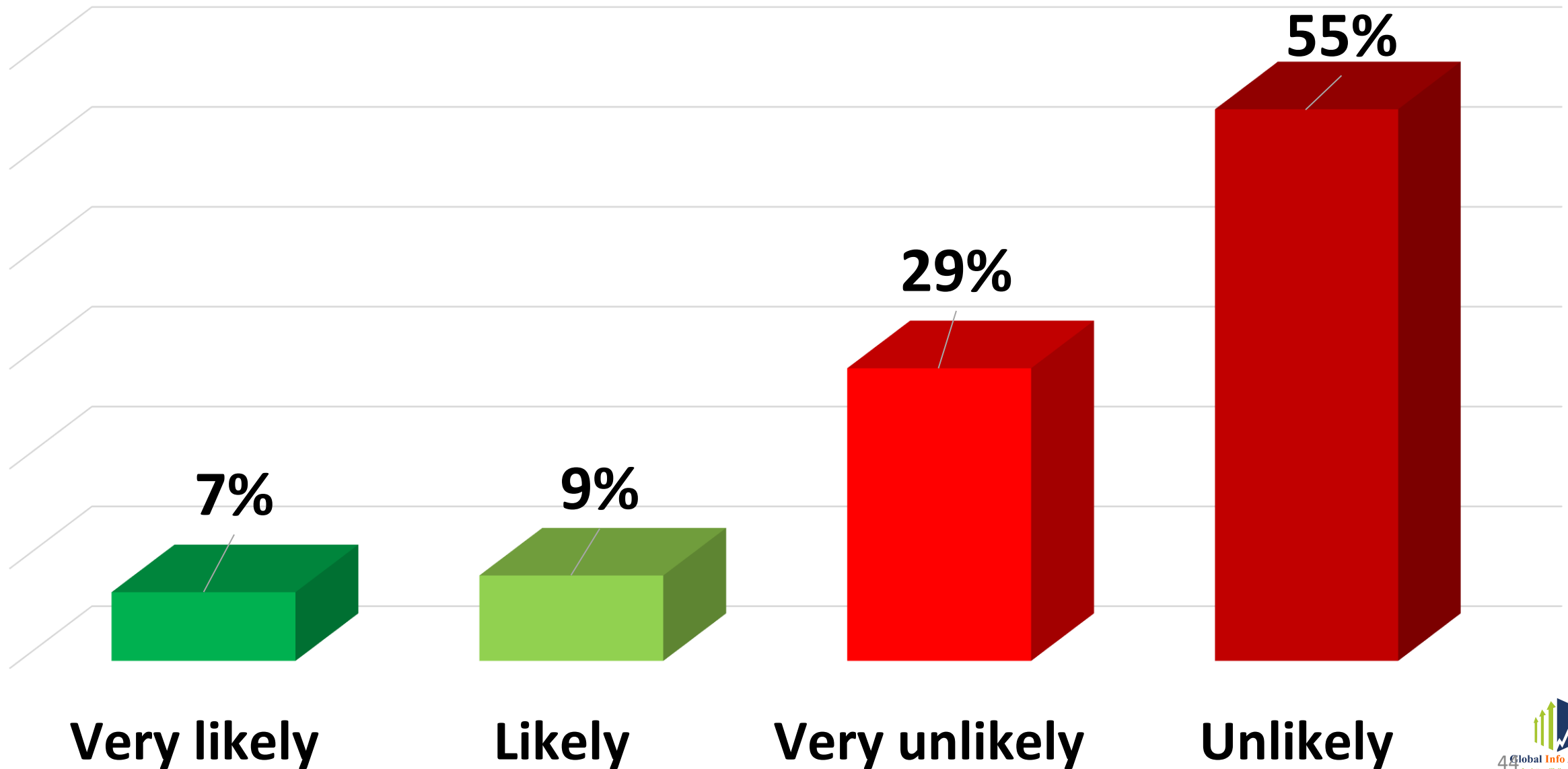
Influence of Ethnicity & Religion



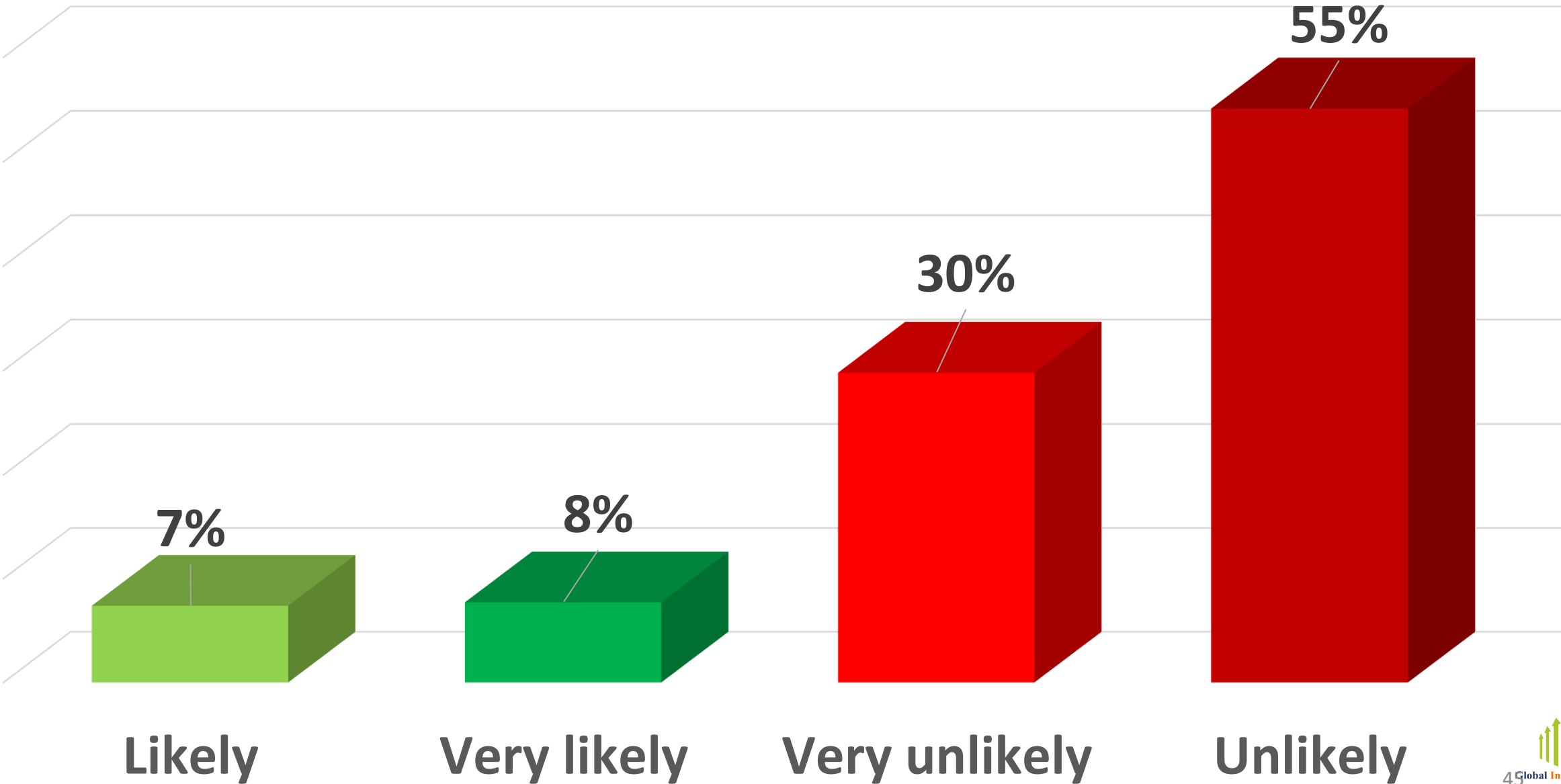
Global Info Analyt

Analytics . Polls . Modelling

How Likely would the Ethnicity of the Candidates Influence your vote?



How Likely would the Religion of the Candidates Influence your vote?



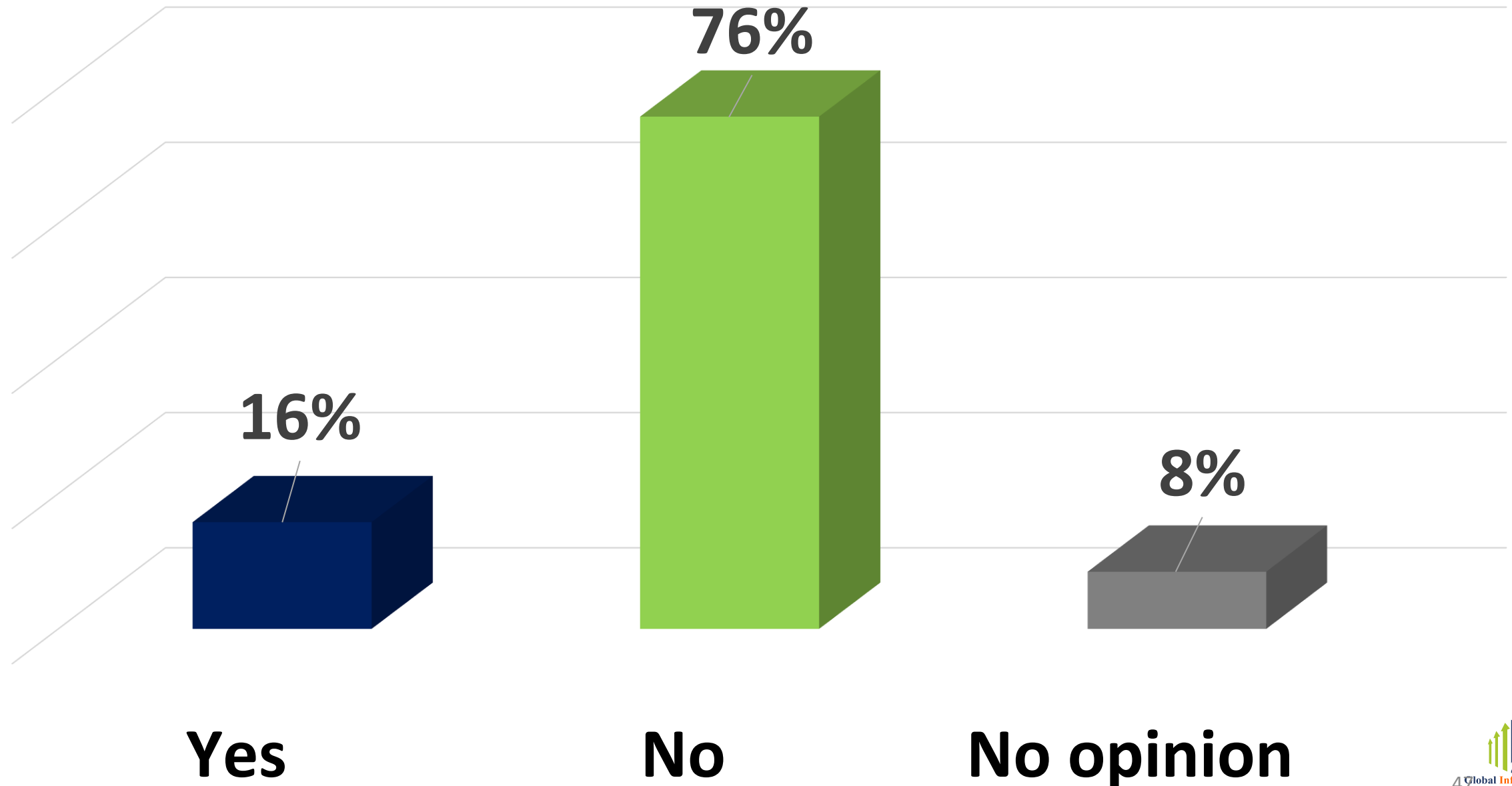
“Breaking
the Eight”



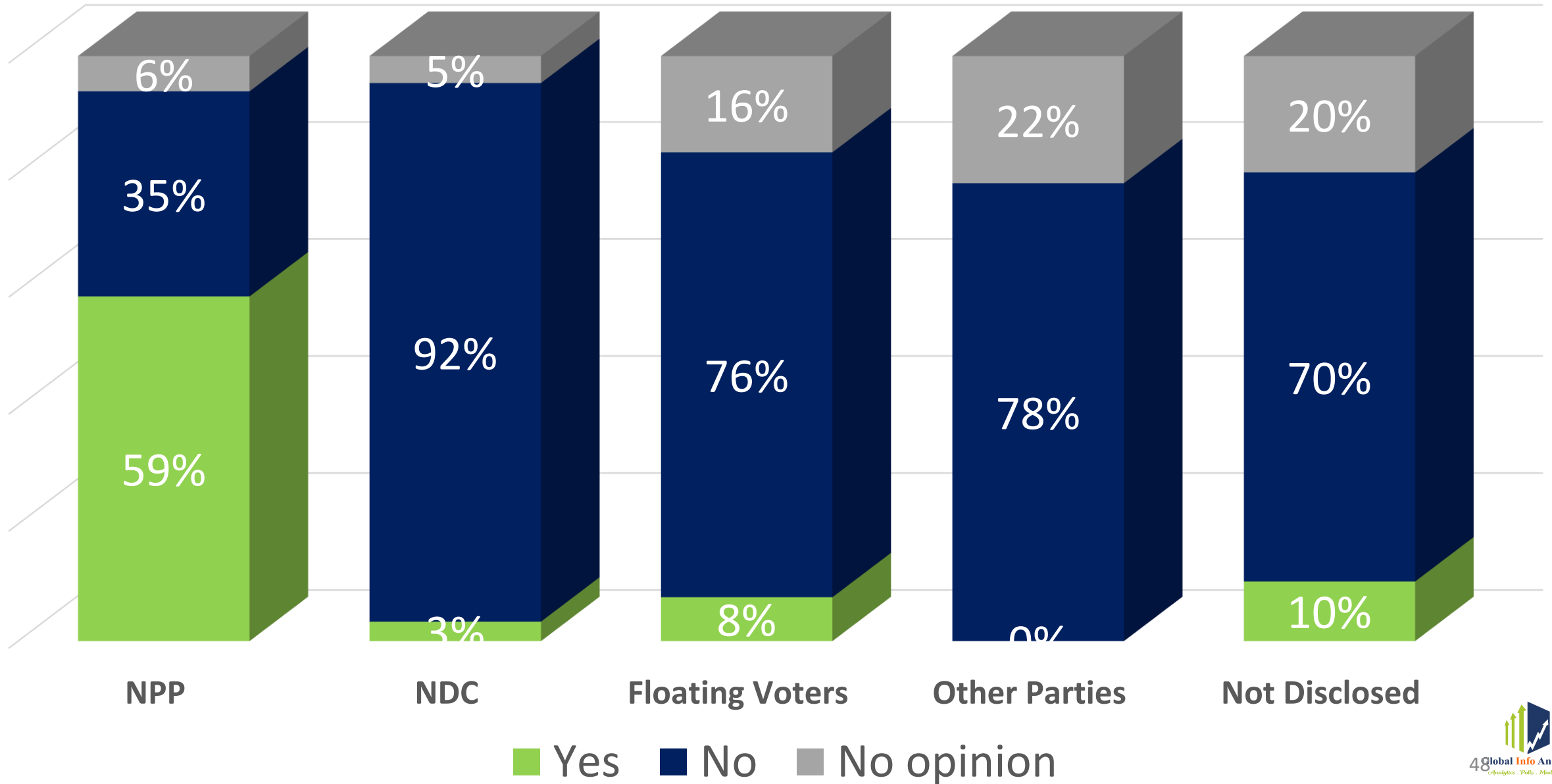
lobal Info Analyt

Analytics . Polls . Modelling

Can the NPP Break the “Eight”?



Can the NPP Break the “Eight”?-Party Affiliations





Global Info Analytics
Analytics . Polls . Modelling

Mr Mussa K. Dankwah
Head of Global Research
Global InfoAnalytics Limited
Accra, Ghana

Email: Enquiries@globalinfoanalytics.com

<http://globalinfoanalytics.com>

Contact: +233 265 44 1 450