



Global **Info** Analytics

Analytics . Polls . Modelling

Northern Region Special Report 4th December 2023



Executive Summary

Executive Summary

- ❑ Global InfoAnalytics poll carried out in all the 18 constituencies in the Northern region shows Dr Mahamudu Bawumia, the flag bearer of the NPP, trailing the leading opposition NDC candidate, John Mahama 37% to 55%. Alan Kyeremanten of the Butterfly movement is in third place with 4%, others 1% and undecided 3%.
- ❑ The Economy remains top issue for voters, 78%, jobs, 70%, education, 61% and corruption, 21%.
- ❑ 58% voters in the Northern region believe Ghana is headed in the wrong direction, 34% said it is headed in the right direction and 8% did not have an opinion.
- ❑ On standard of living of voters in the last 12 months, 49% said it has gotten worse, 31% said it has improved, 16% said there has not been any change while 6% said they have no opinion. When it comes to optimism for improvement, 39% were optimistic their standard of living will improve in the next 12 months, 23% said no and 38% were not sure if it will improve.
- ❑ The poll also shows that 64% of voters believe that politics is one issue that mostly divide Ghanaians, 20% said it is religion while 16% said it is ethnicity.
- ❑ On the policies/slogans from the various campaign teams that have caught their attention and would likely influence how they vote in the 2024 elections, 49% said the 24 hrs economy, 37% digitisation, 4% said the Great Transformation Plan and 10 % said none.
- ❑ On the question of whether the NPP can break the eight, 57% said “No”, 36% said “Yes) and 7% did not have an opinion.



Methodology & Approach

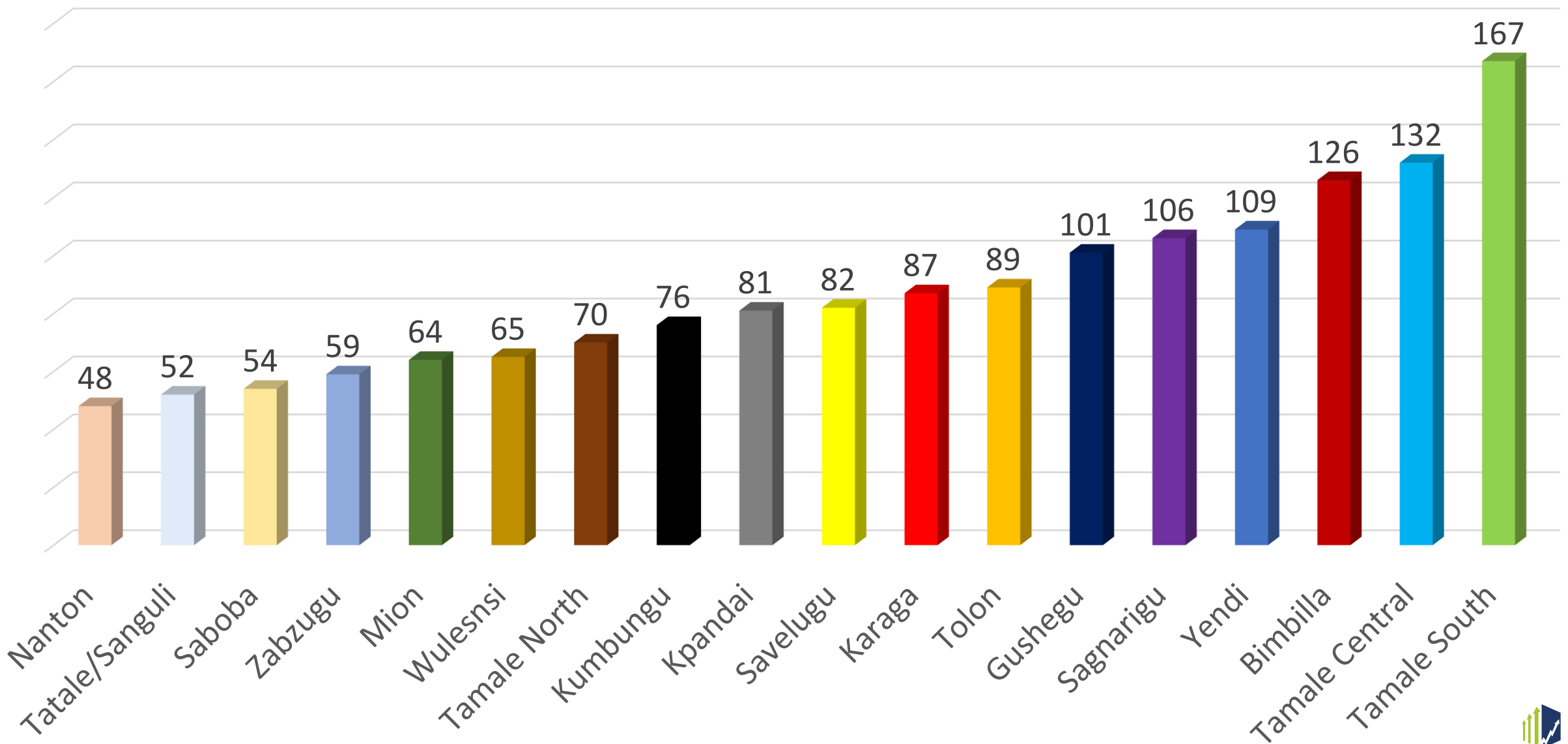
Methodology and Approach:

- Sample size: 1,538 were interviewed with
- Confidence level: 99% and MoE of $\pm 3.19\%$
- Demographic analysis and constituency specific polls would have higher margin of error.
- The Electoral Commission's 2020 voters register was used as sample frame.
- Sample was allocated to all the 18 constituencies in the region based on voters register of the constituencies relative to the regional register
- 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
- Field interviews were conducted between 20th November to 30th November 2023.



Sample Allocation

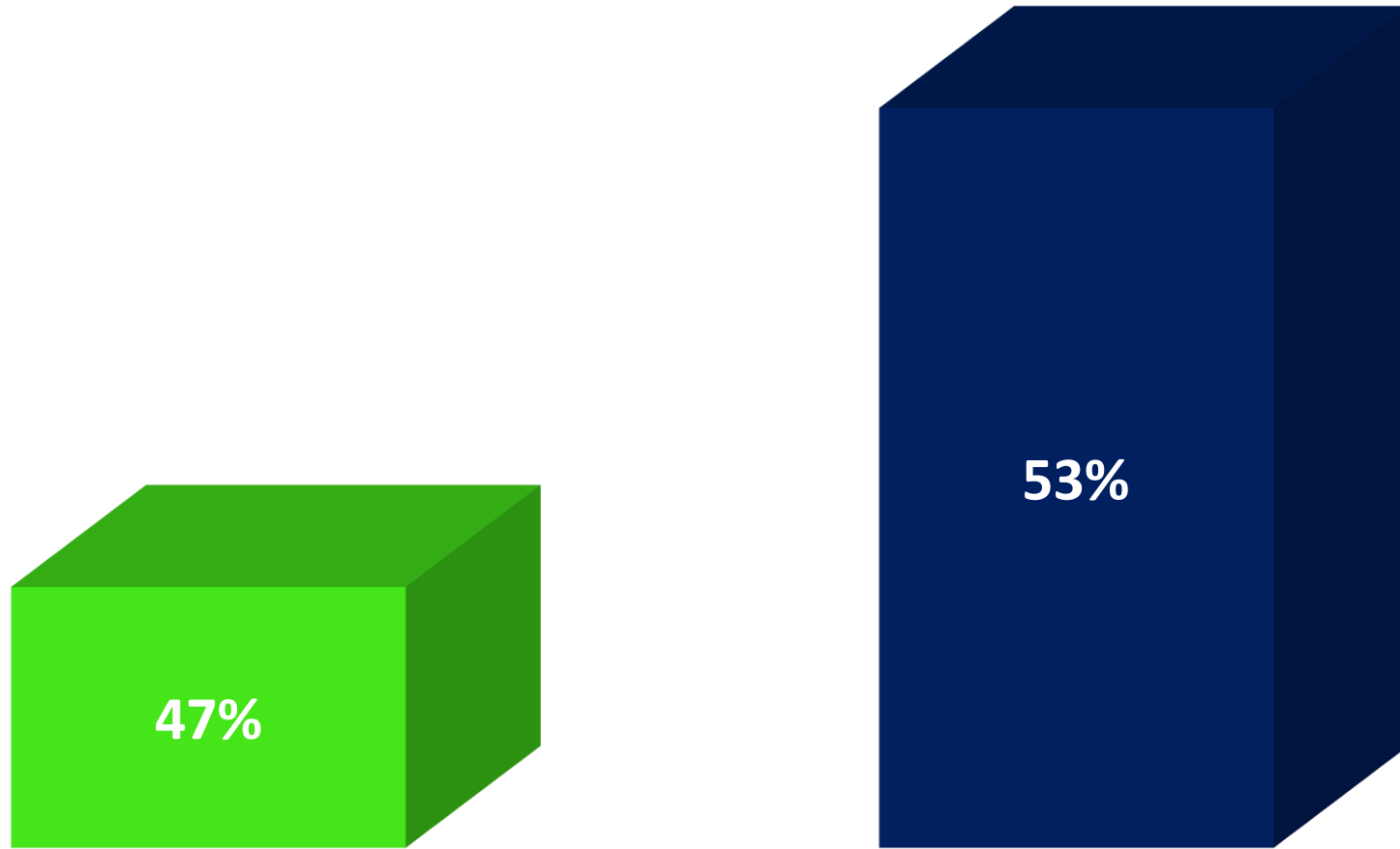
Sample Allocations to constituencies





Demographics

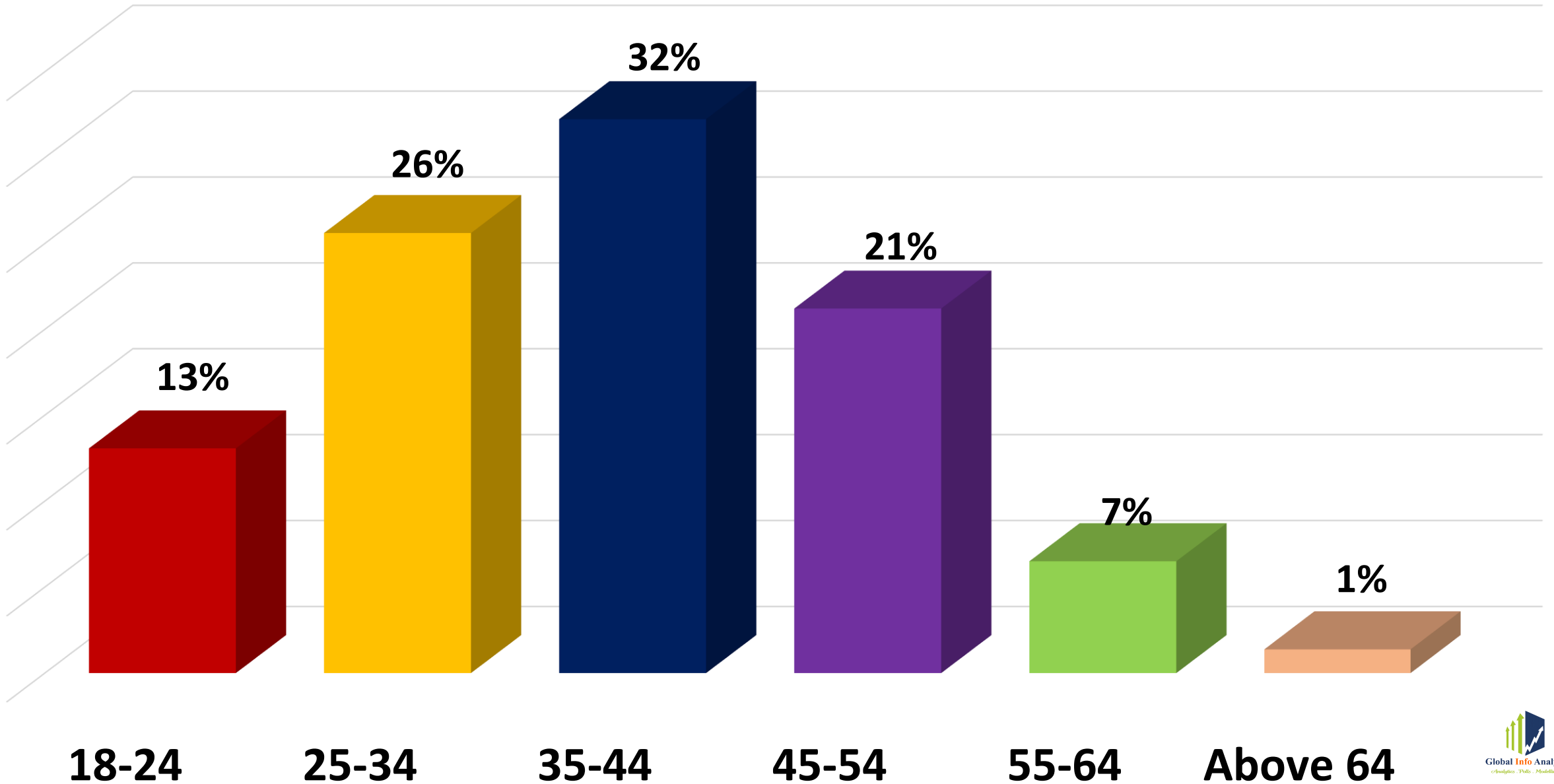
Gender



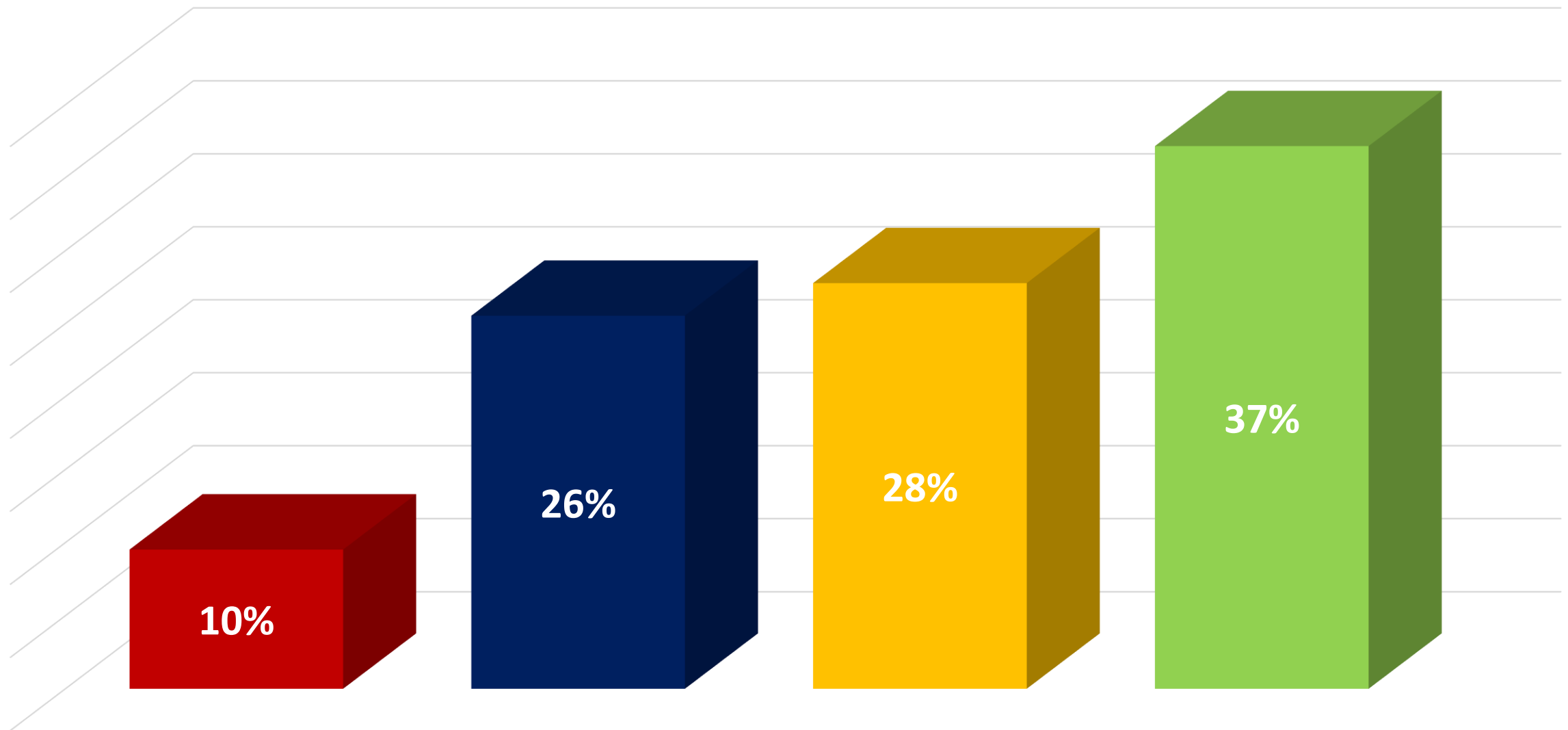
Female

Male

Age Group



Education



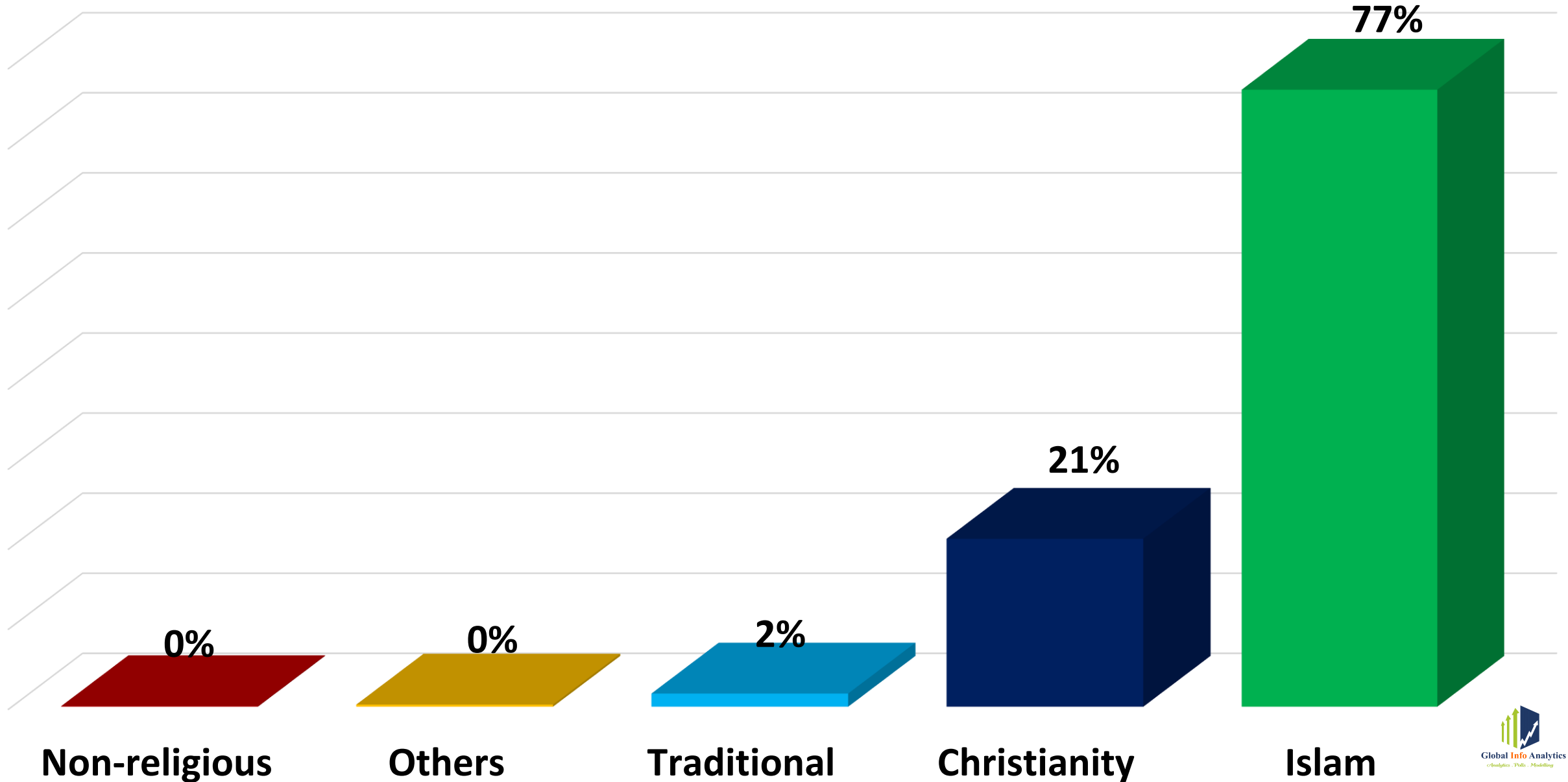
Junior High

Senior High

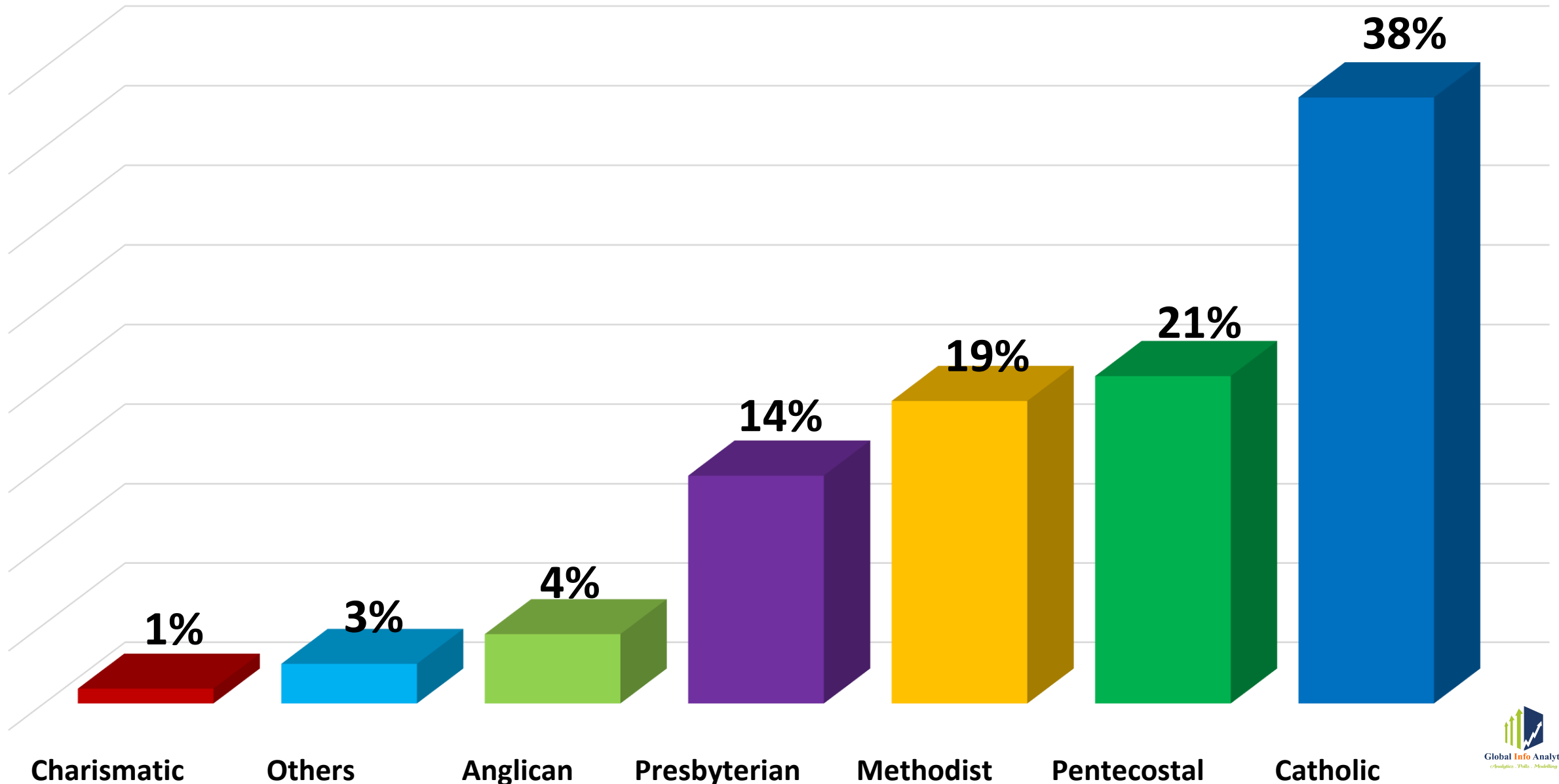
Tertiary

No Education

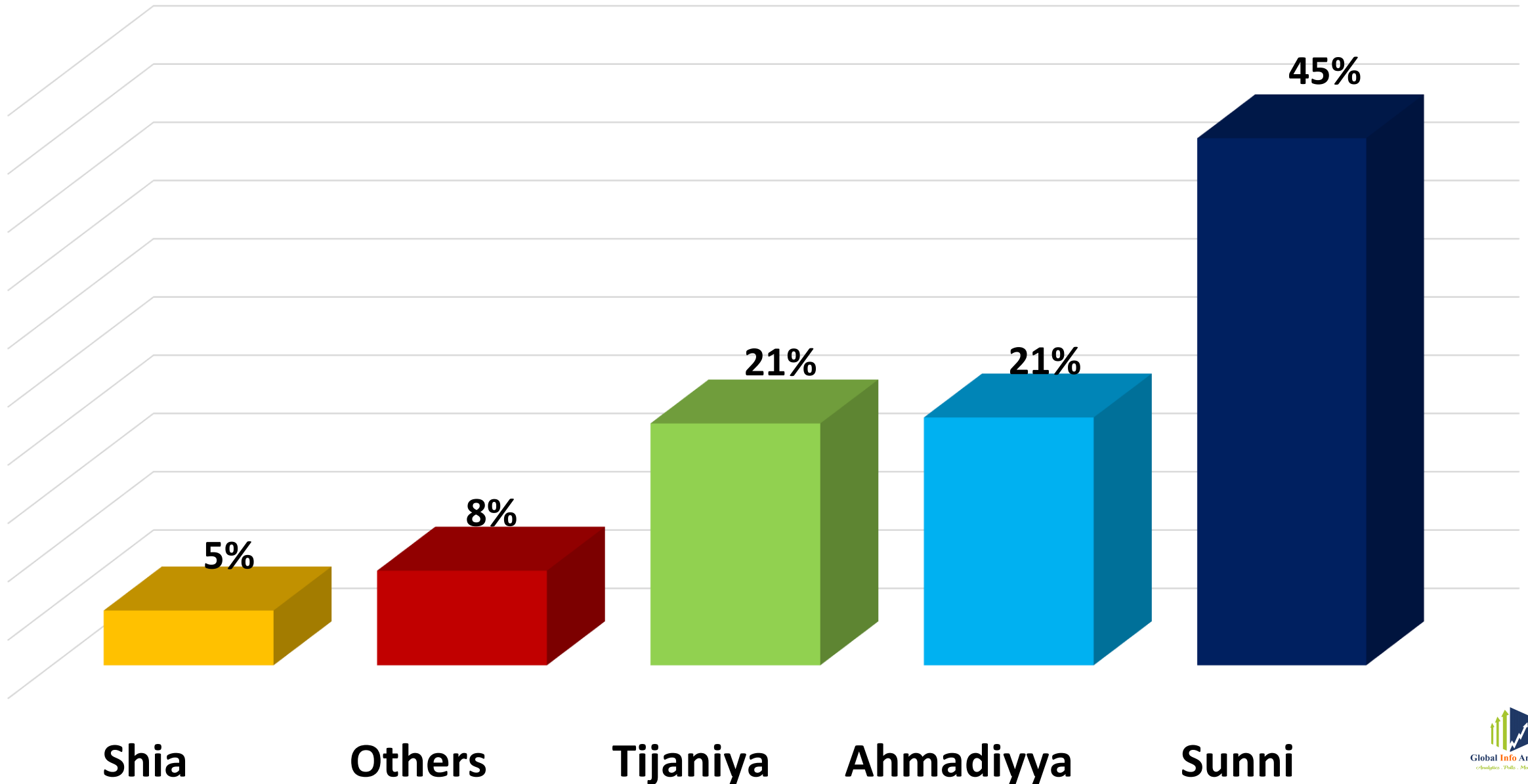
Religion



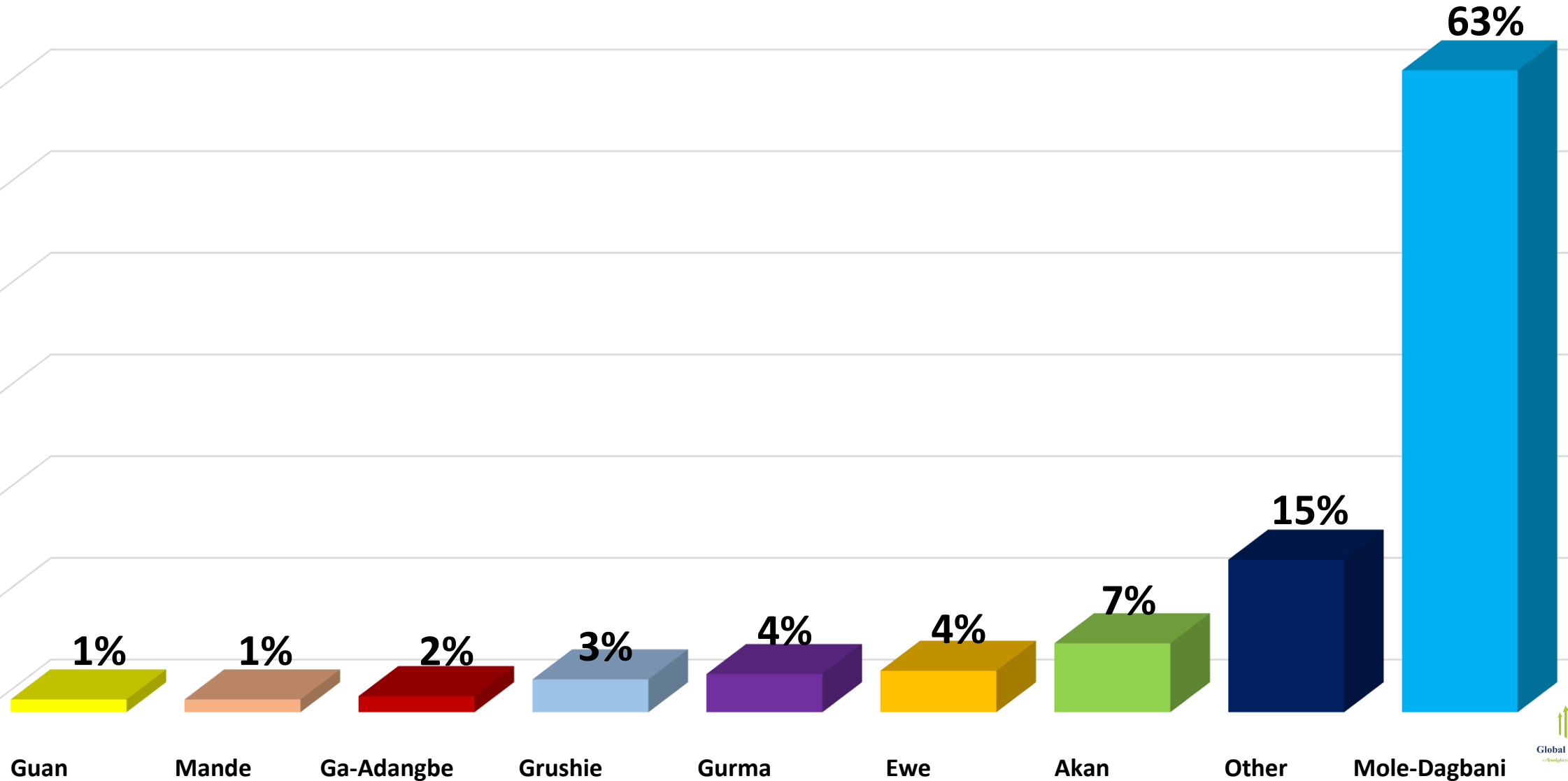
Christian Denominations



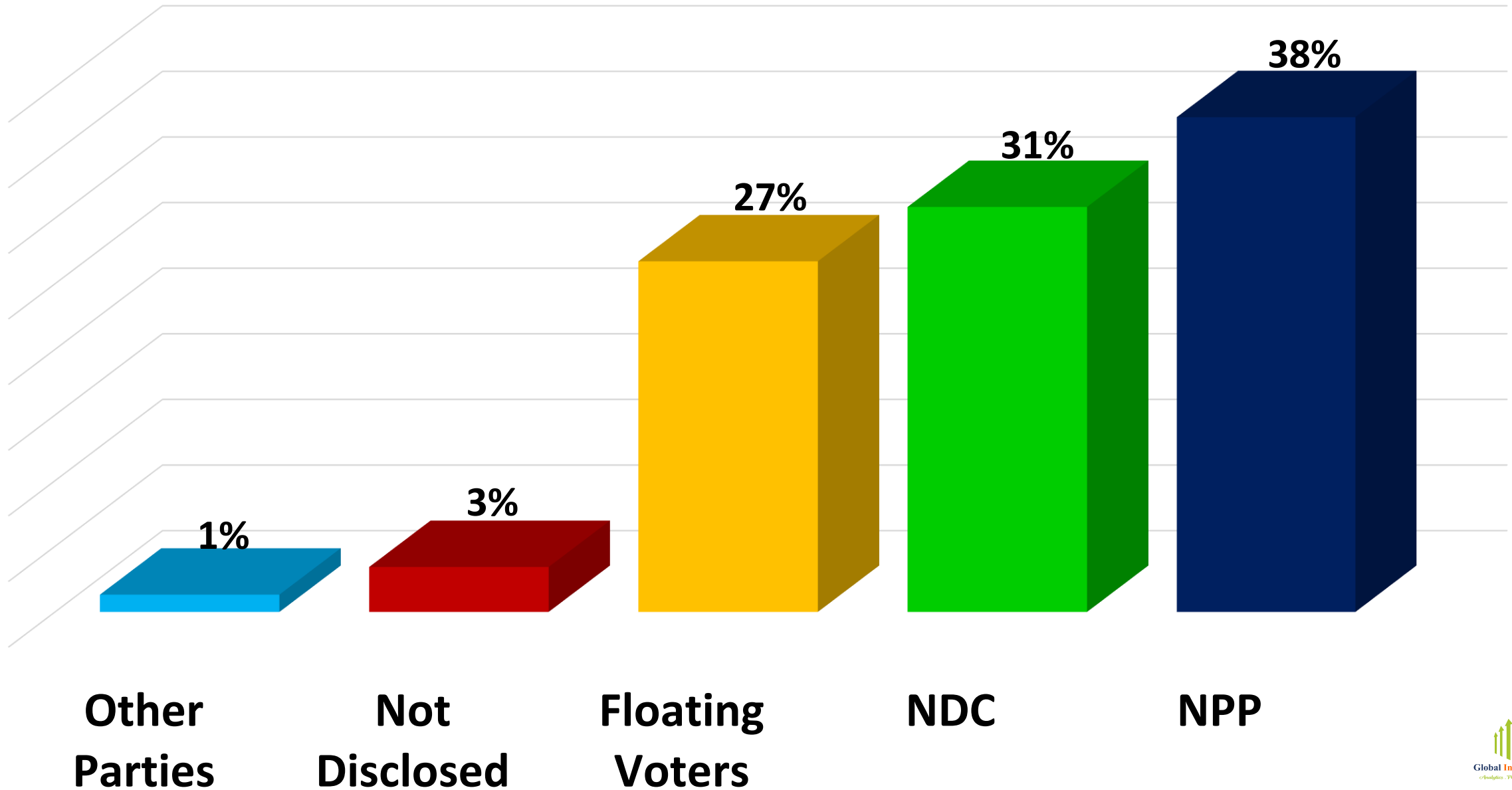
Islamic Sects



Ethnicity



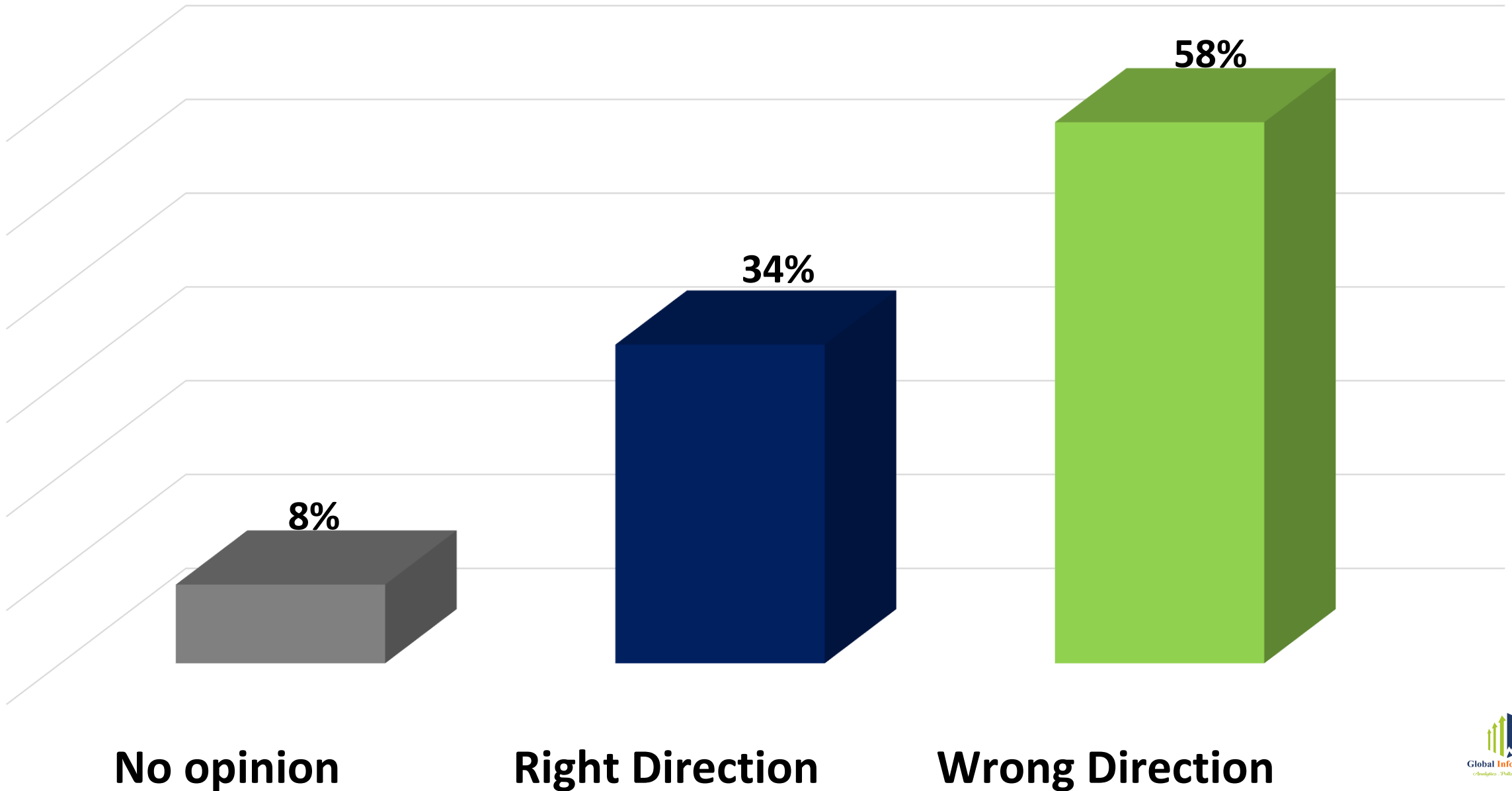
Party Affiliations



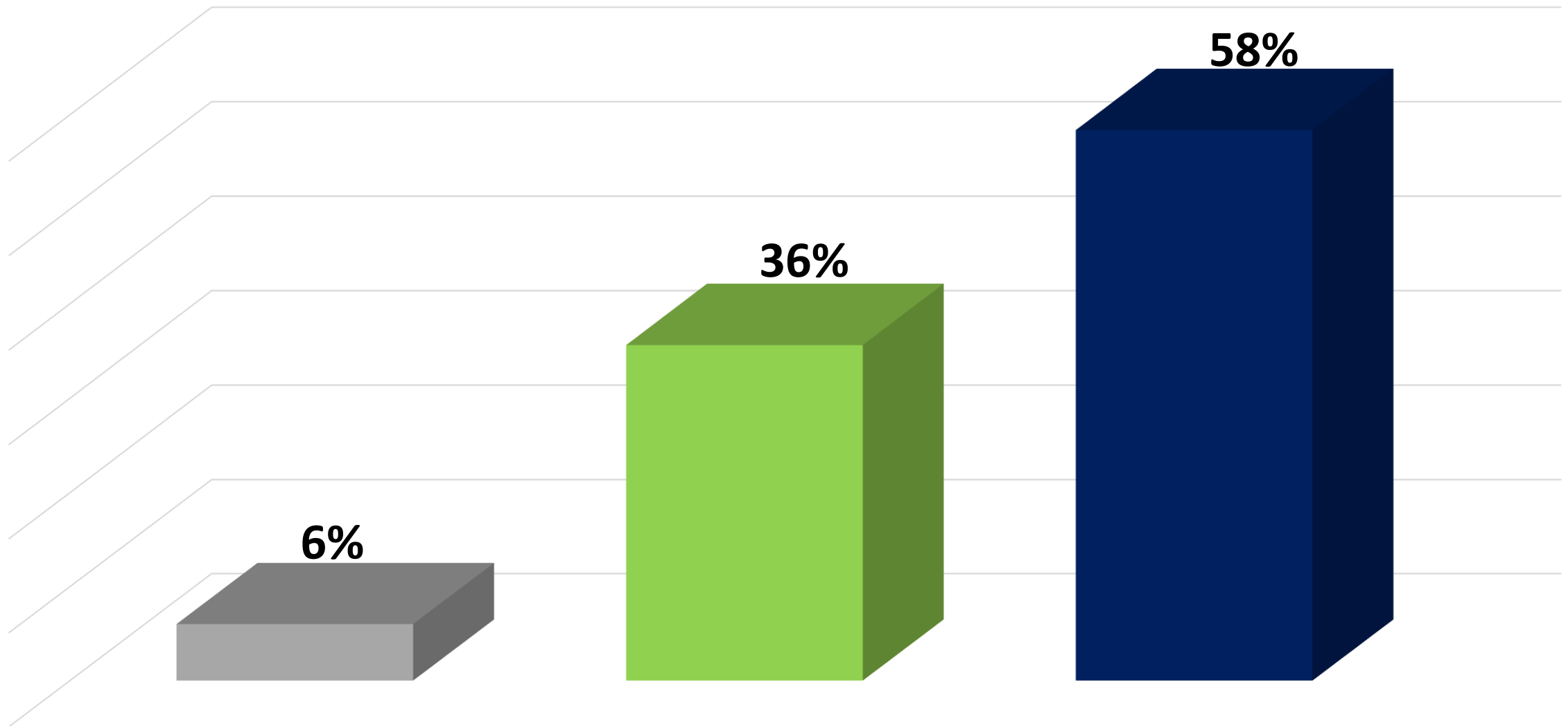


Governance

Direction of the country



President's Job Approval



No opinion

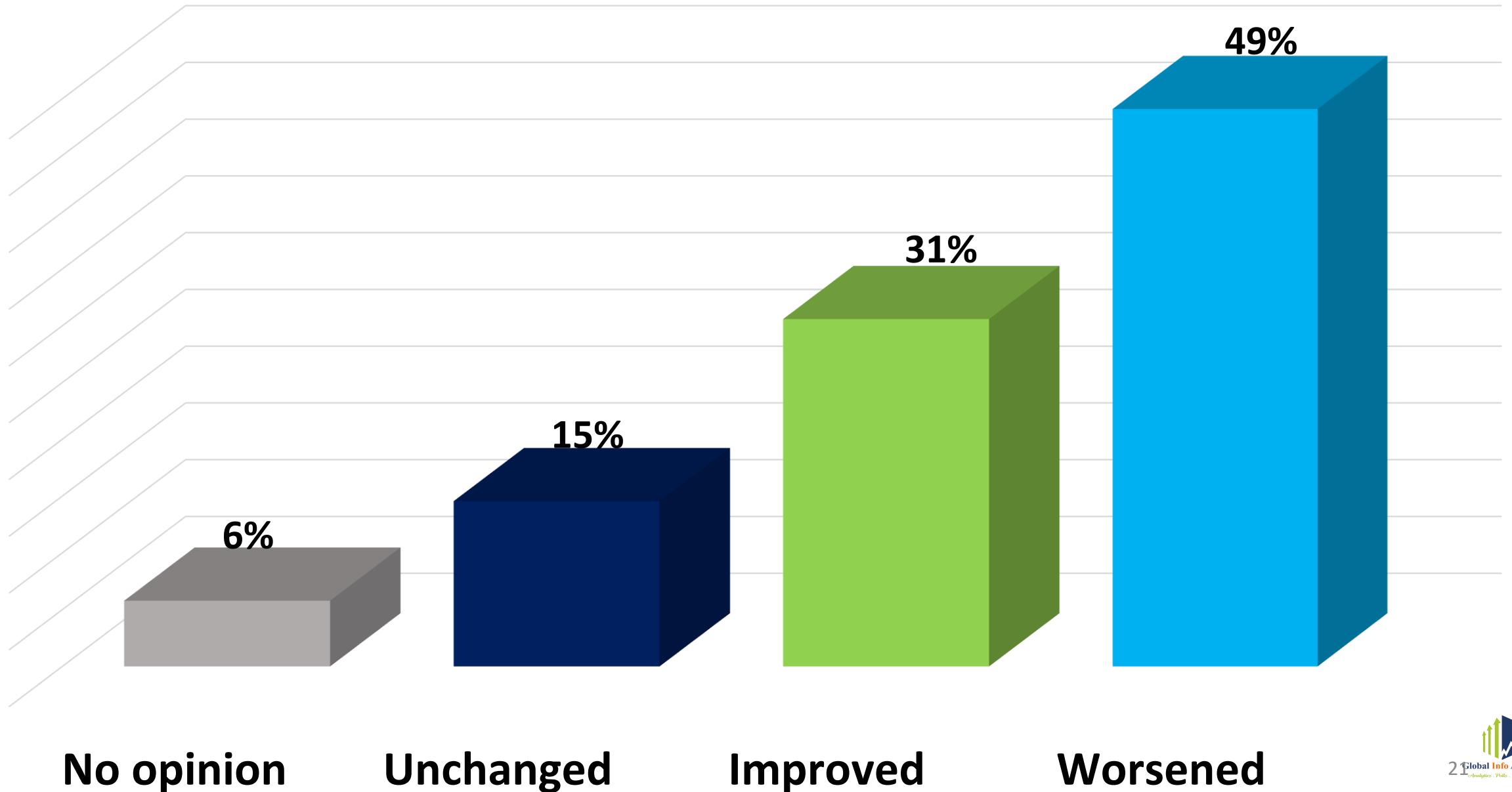
Approved

Disapproved

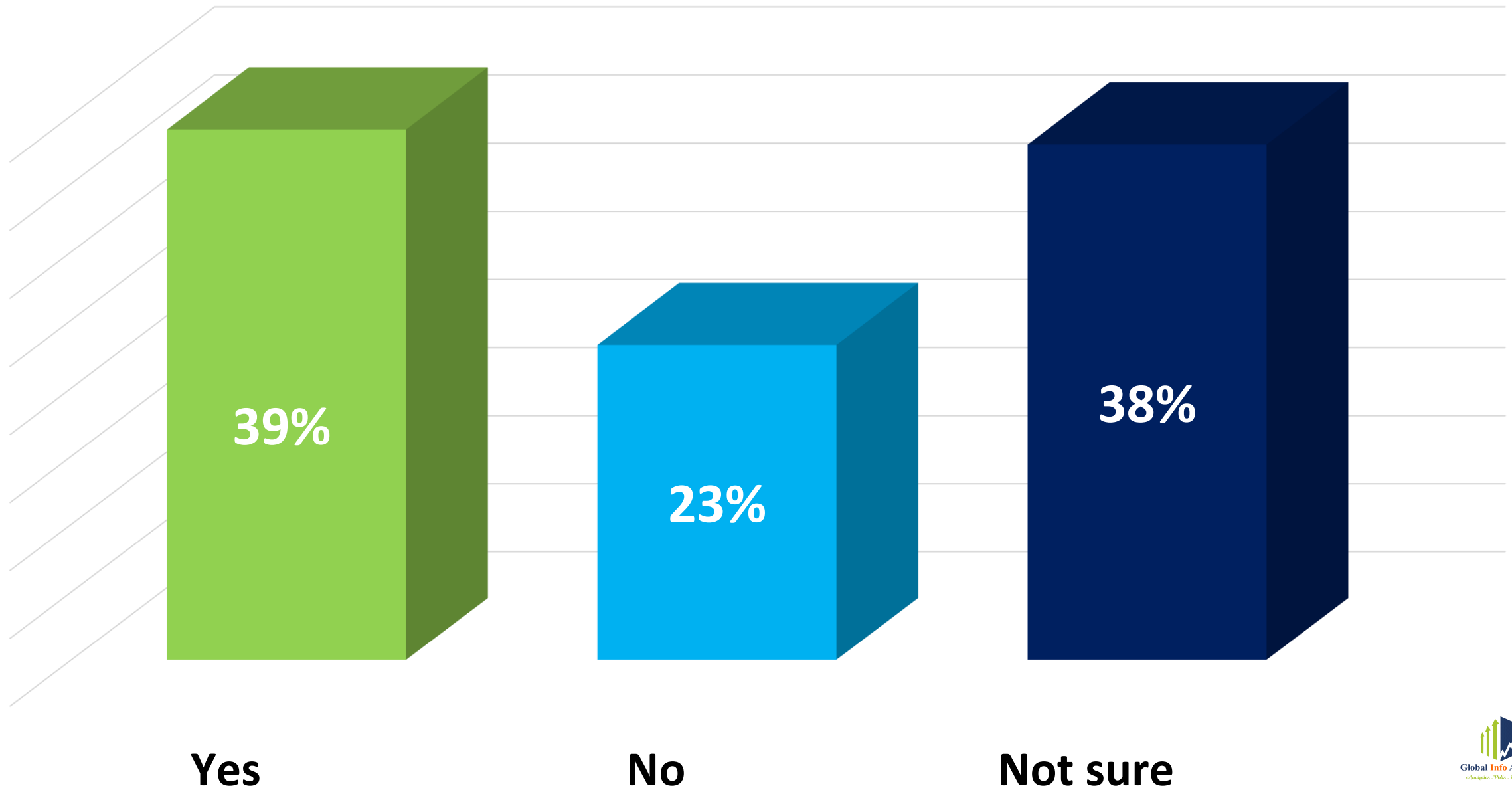


Standard of living

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



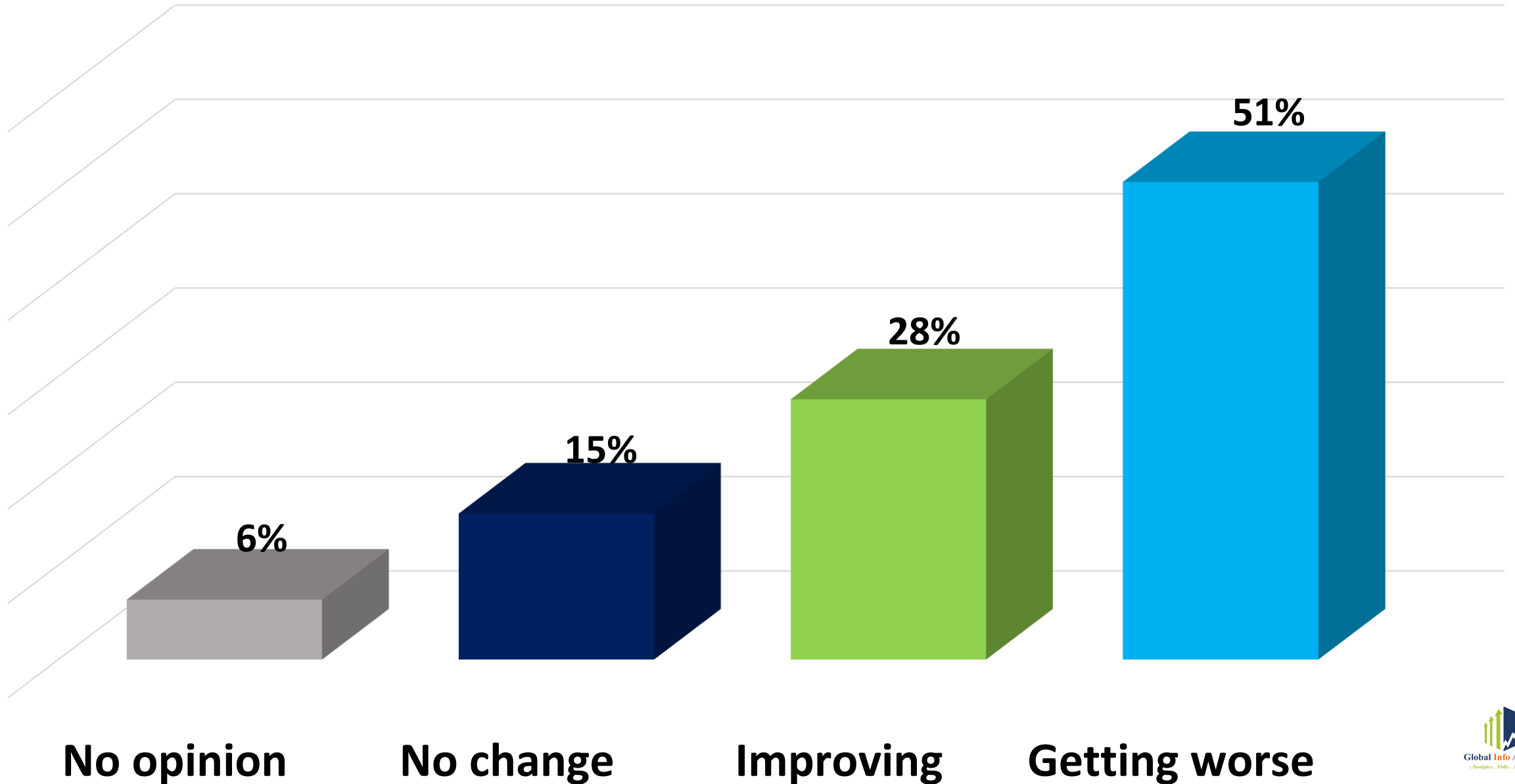
Optimism for improvement in standard of living –Next 12 months



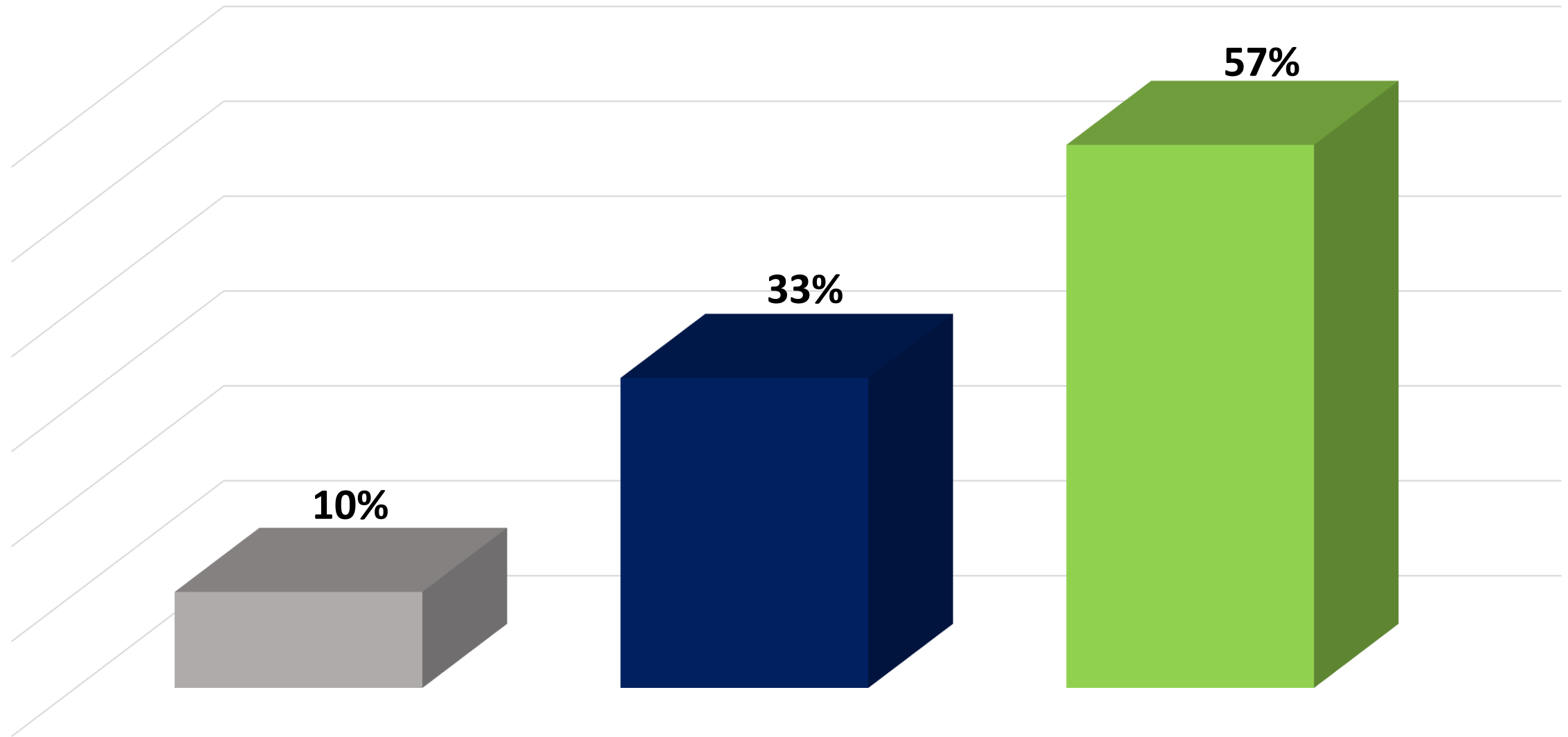


State of Corruption

State of Corruption in Ghana



Is the government fighting corruption enough?



No opinion

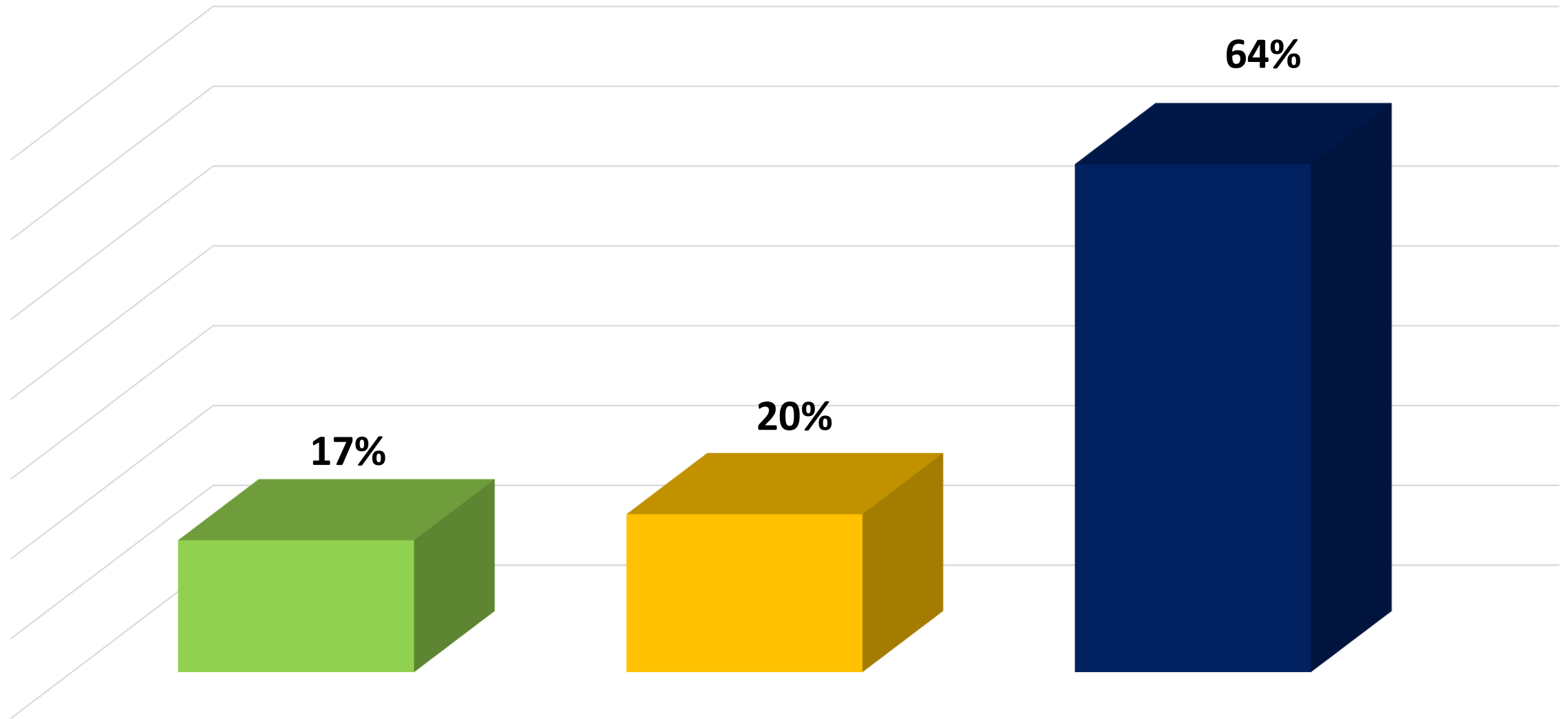
Yes

No



Issues Dividing Ghanaians

What Divides Ghanaians?



Ethnicity

Religion

Politics

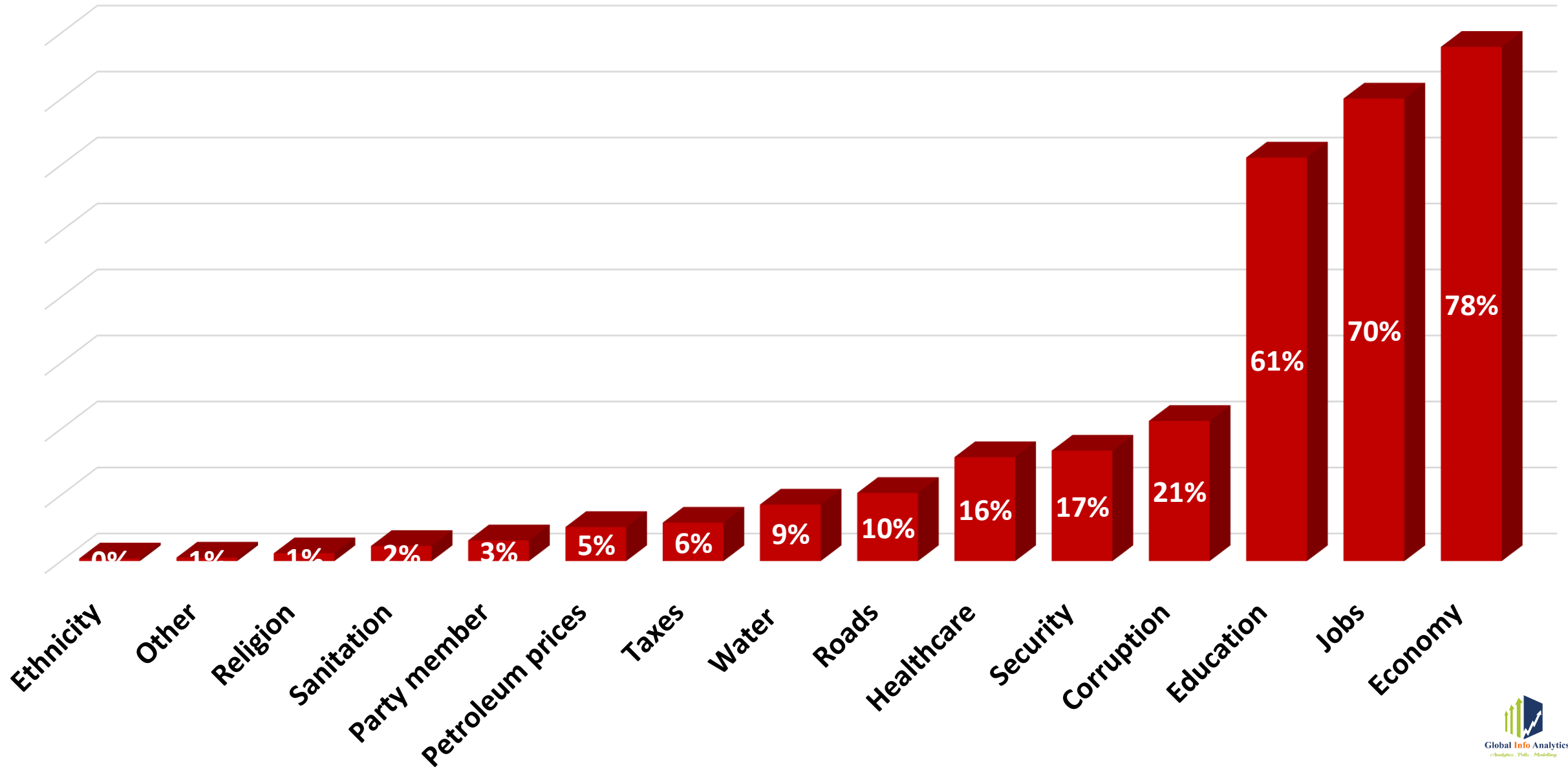


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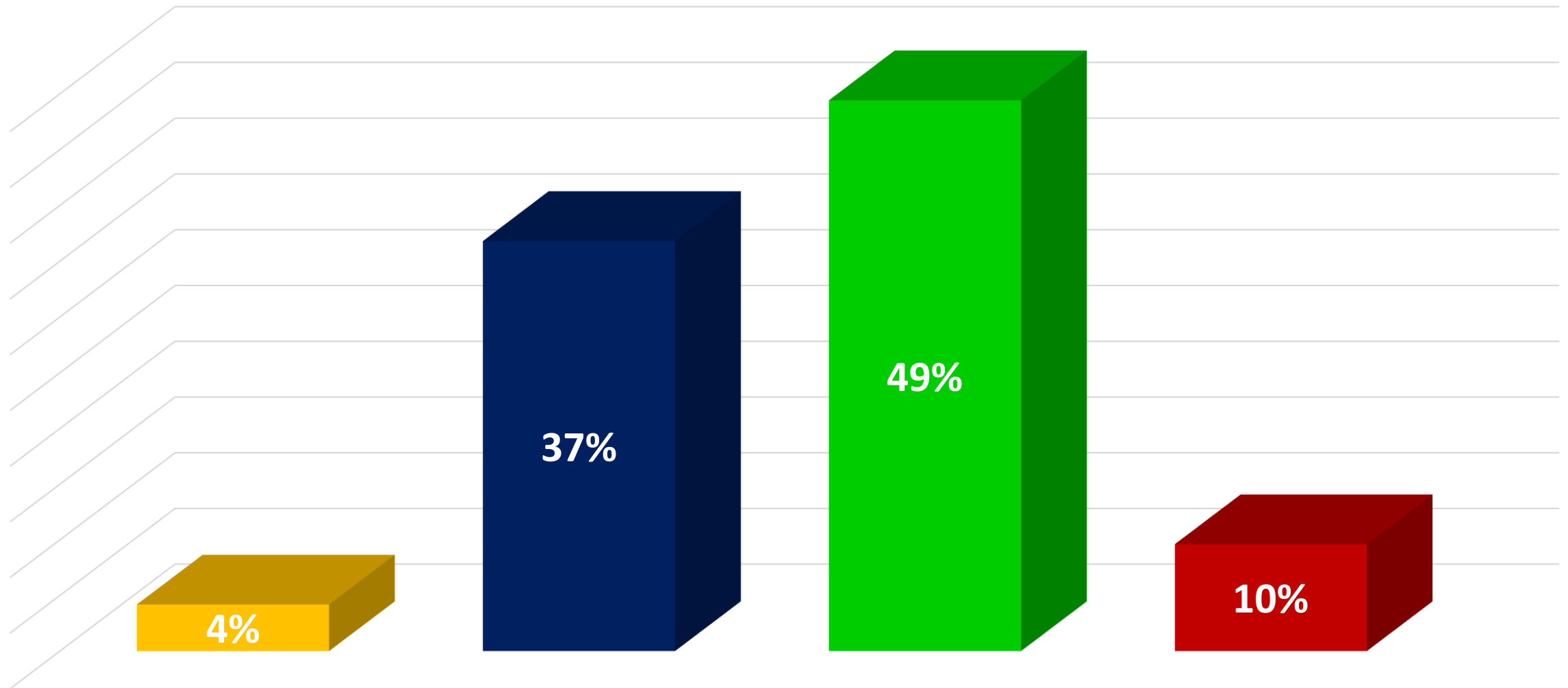
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2024 General Election

Top Election Issues



Most Popular Campaign Policy



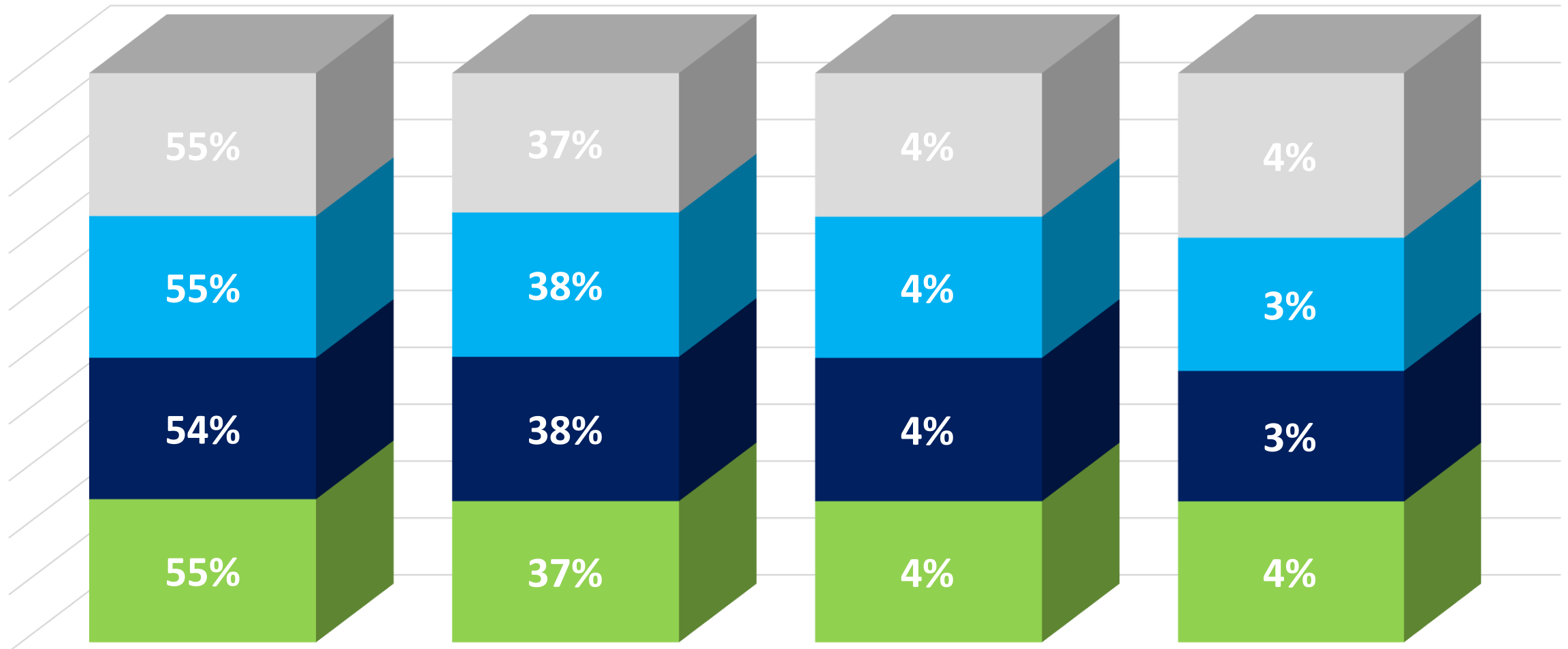
AKK's GTP

**DMB's
Digitisation**

**JDM's 24 hour
economy**

None of them

Trust on Key Elections Issues



JDM

DMB

AKK

S/E

■ Fix the Economy

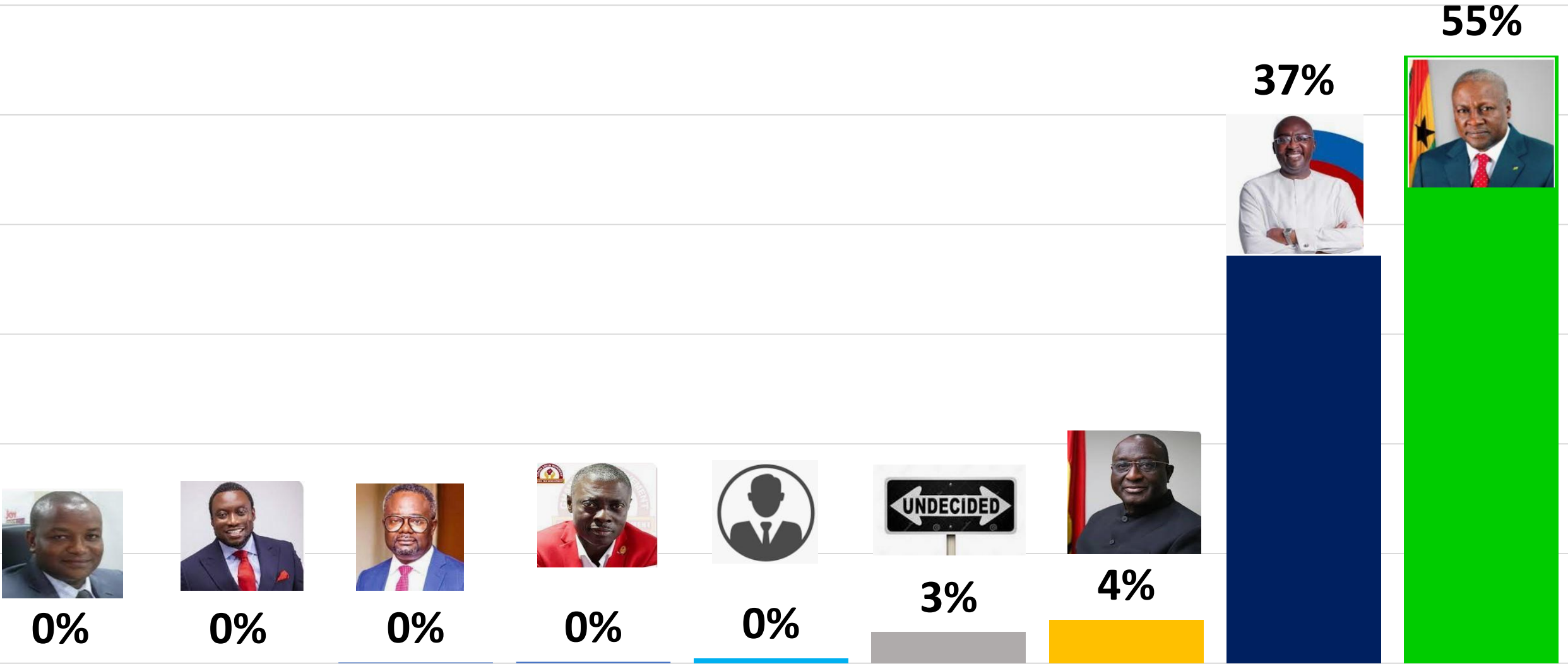
■ Create jobs

■ Improve Education

■ Fight Corruption



2024 Elections-Voting Intensions (Northern Region)



Hassan Ayariga

Dr Sam Ankraah- IND

Kofi Akpaloo

Kwabena Andrews

Someone else

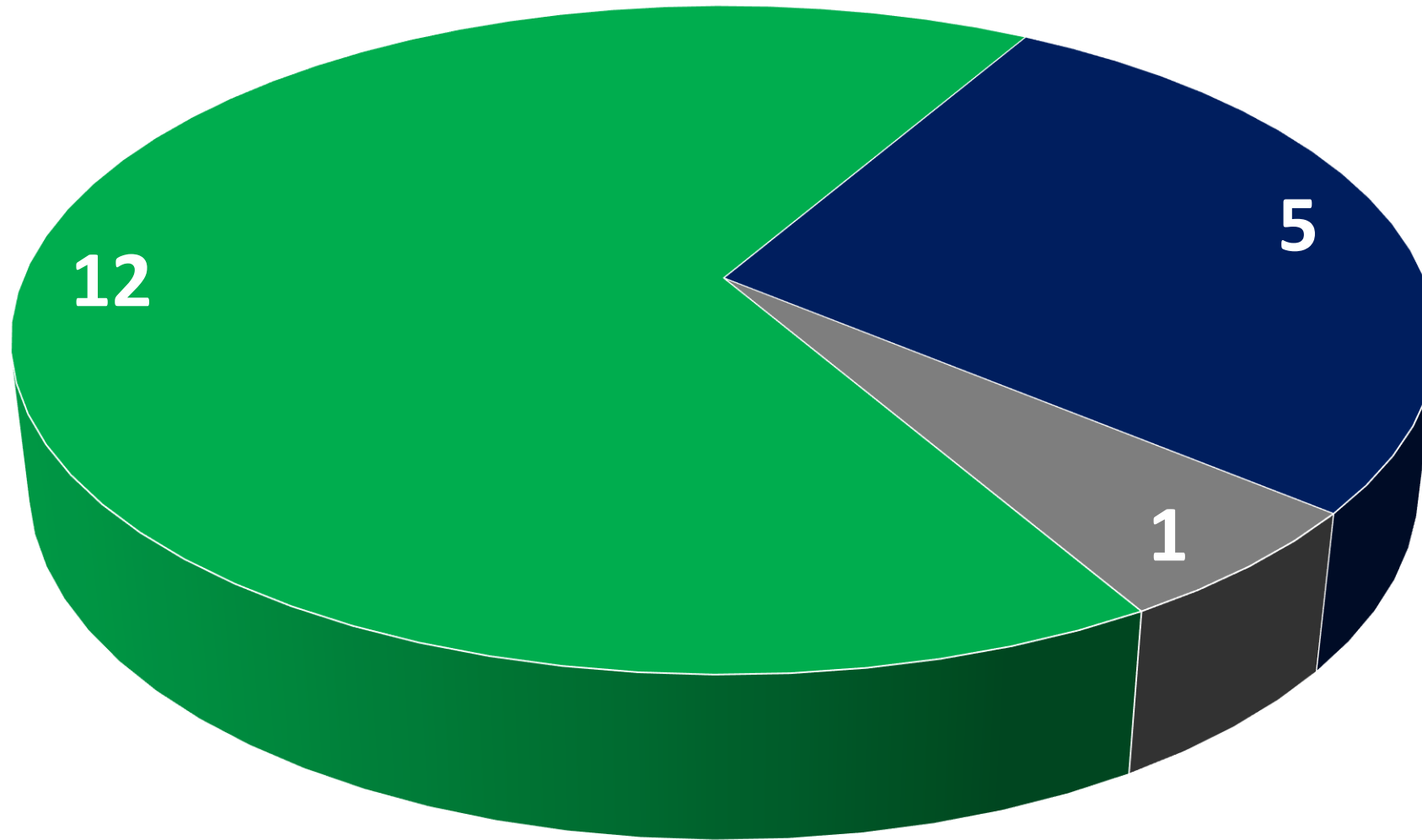
Undecided

Alan Kyeremanten

Dr Mahamudu Bawumia

John Mahama

Number of Constituencies JDM & DMB currently lead



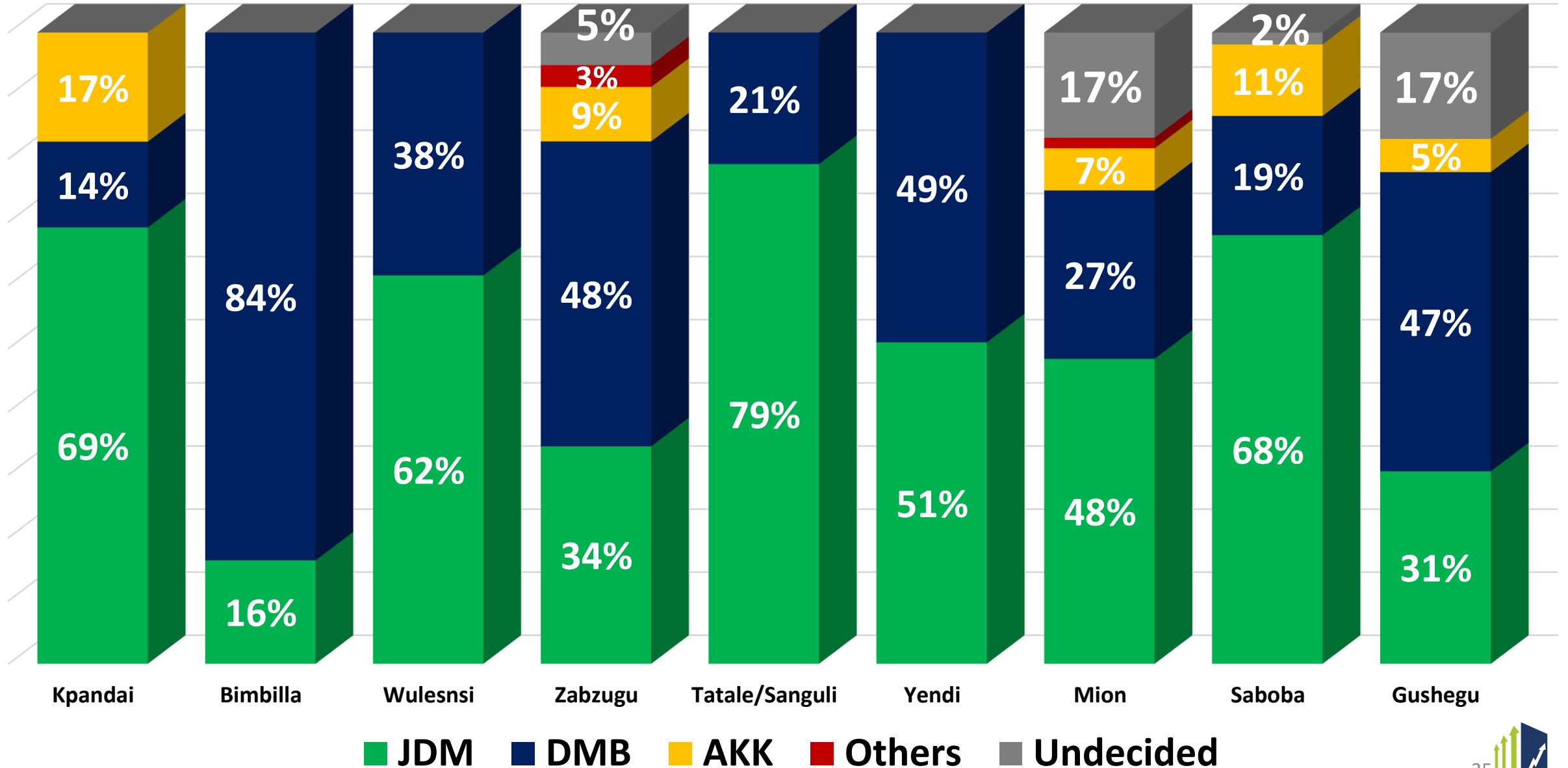
■ JDM Lead ■ DMB Lead ■ Tie

Constituencies Candidates Lead

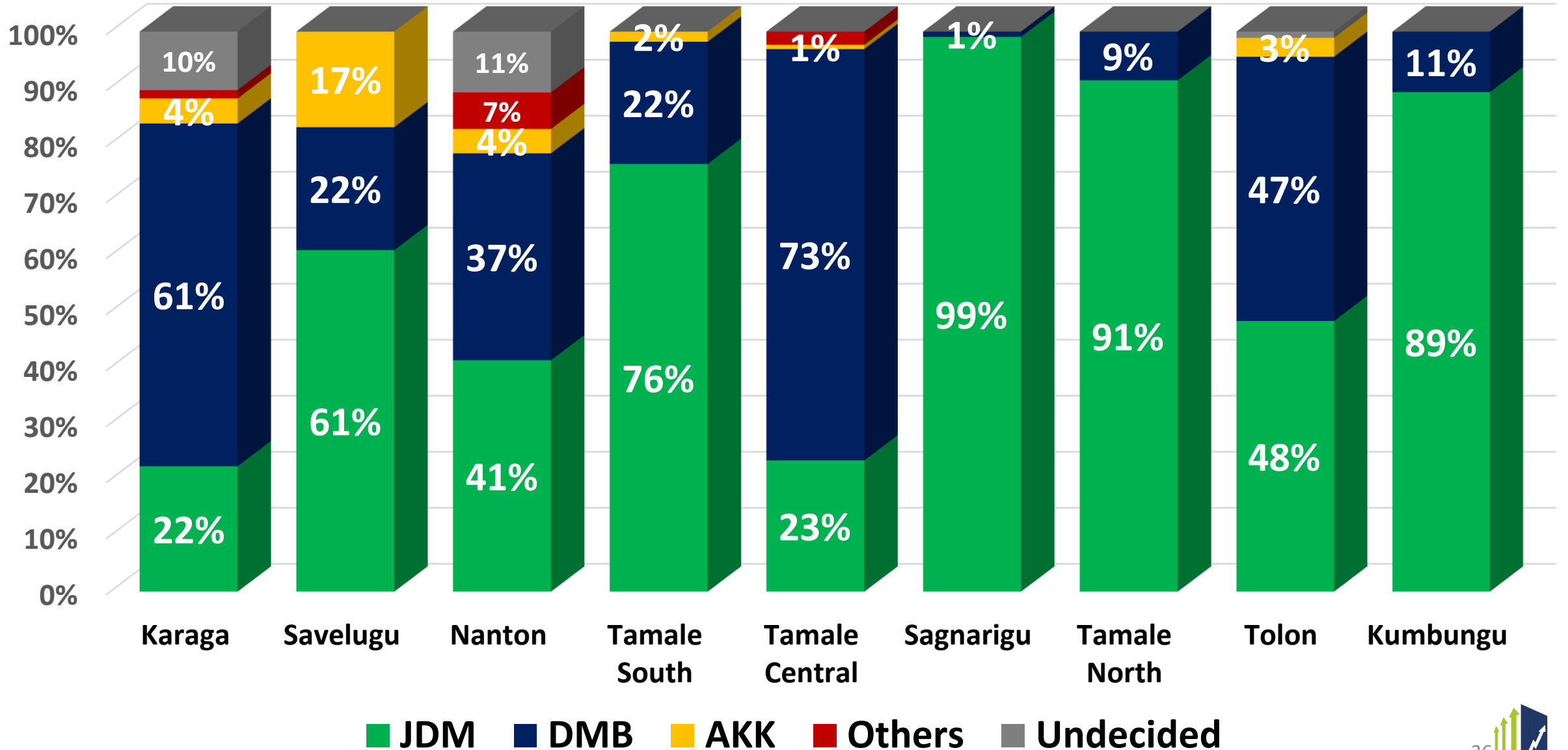
John Mahama Leads	Dr M. Bawumia Leads	Tie
Kpandai	Bimbila	Tolon
Wulensi	Gushiegu	
Tatale/Sanguli	Karaga	
Mion	Zabzugu	
Saboba	Tamale Central**	
Savelugu		
Nanton		
Tamale South		
Sagnarigu		
Tamale North		
Kumbungu		
Yendi**		

***We consider the results in Tamale Central and Yendi as outliers**

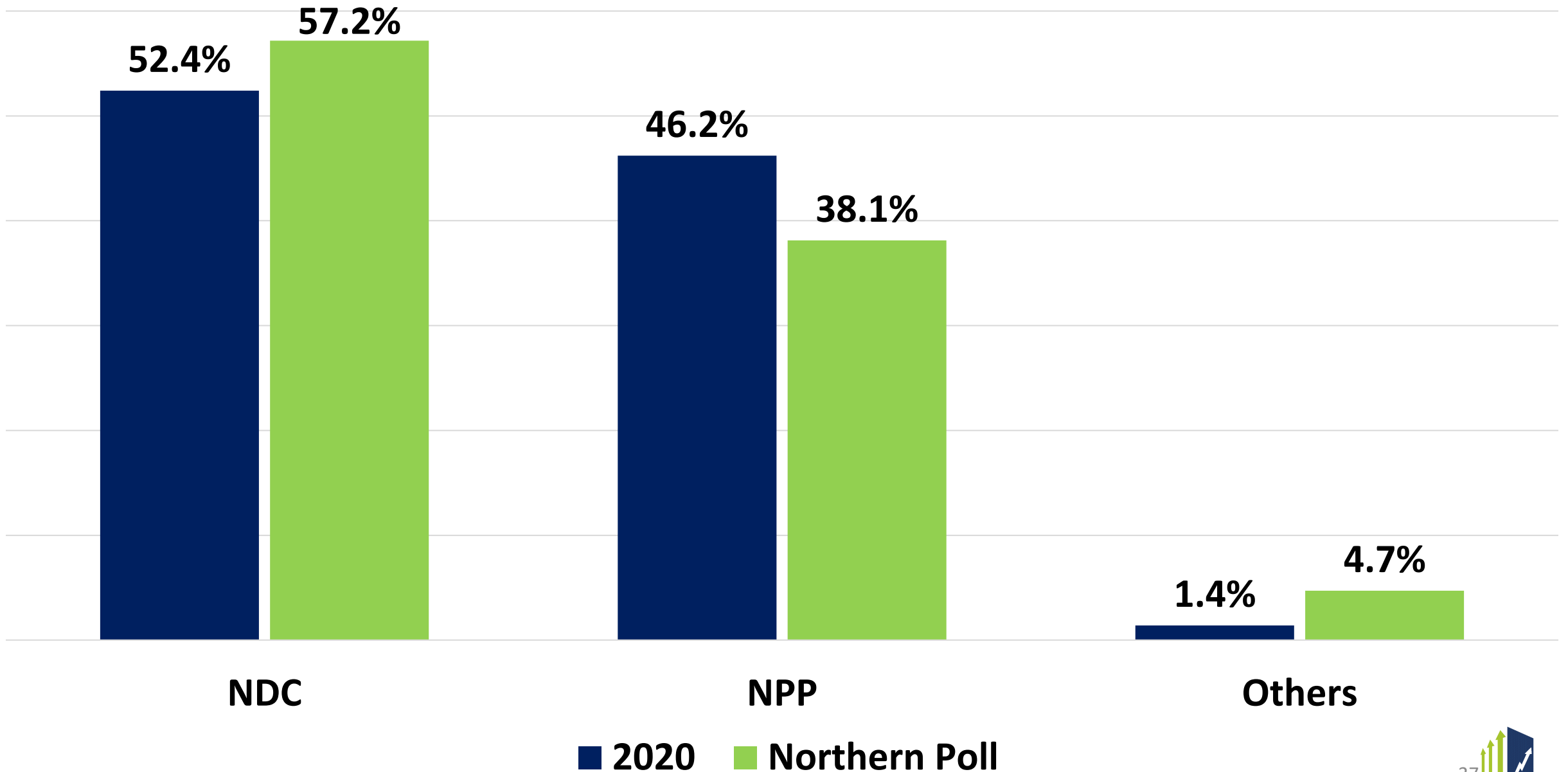
2024 Elections-Constituencies



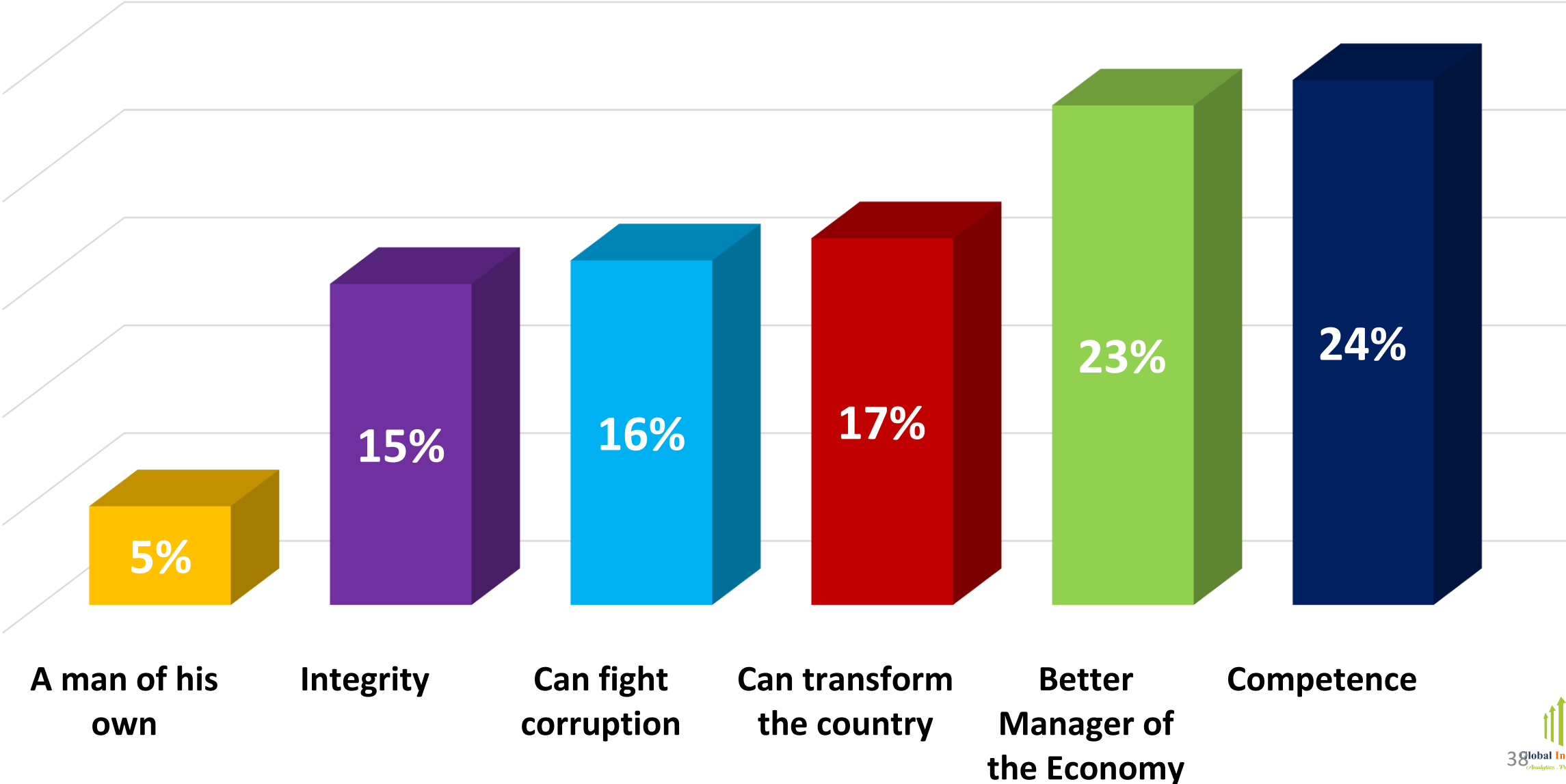
2024 Elections-Constituencies



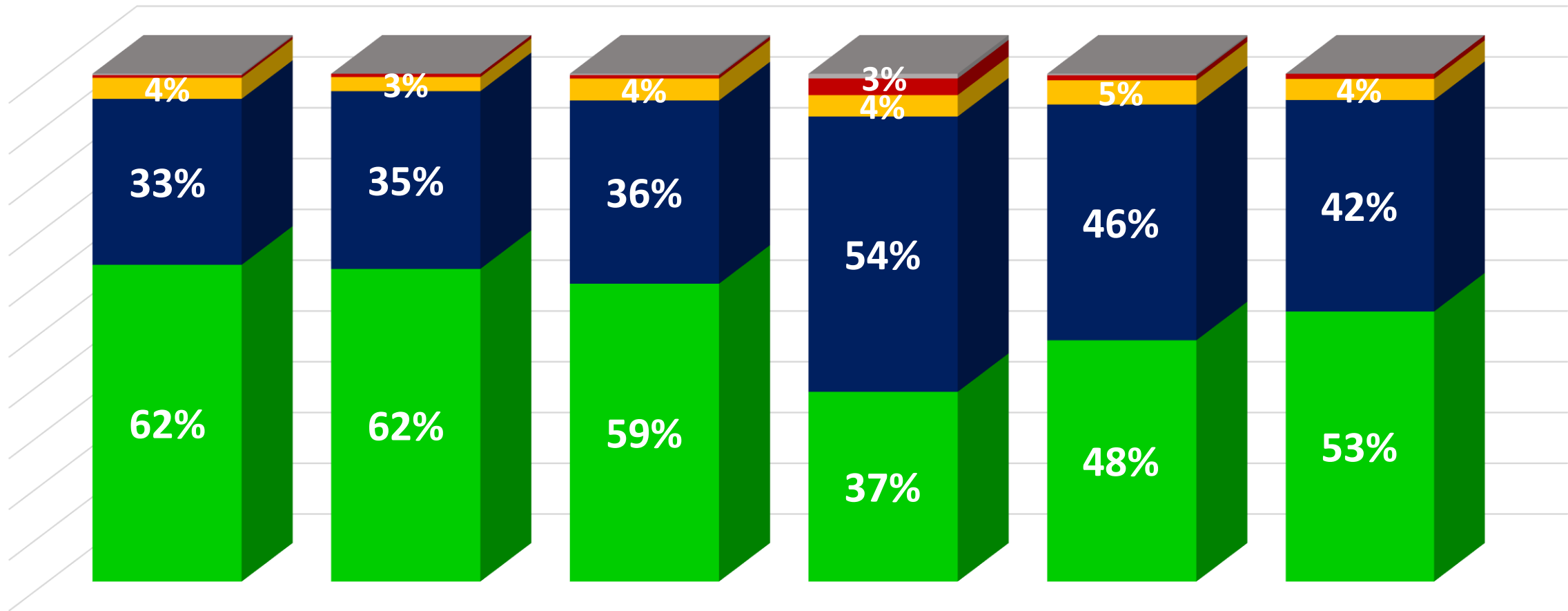
2020 Results vs Northern Poll (Excl. undecided)



Reasons Informing Voters Choice of Candidates



Reasons for Choice of Candidate- JDM-DMB-AKK



Competence

Better
Manager of
the Economy

Can fight
corruption

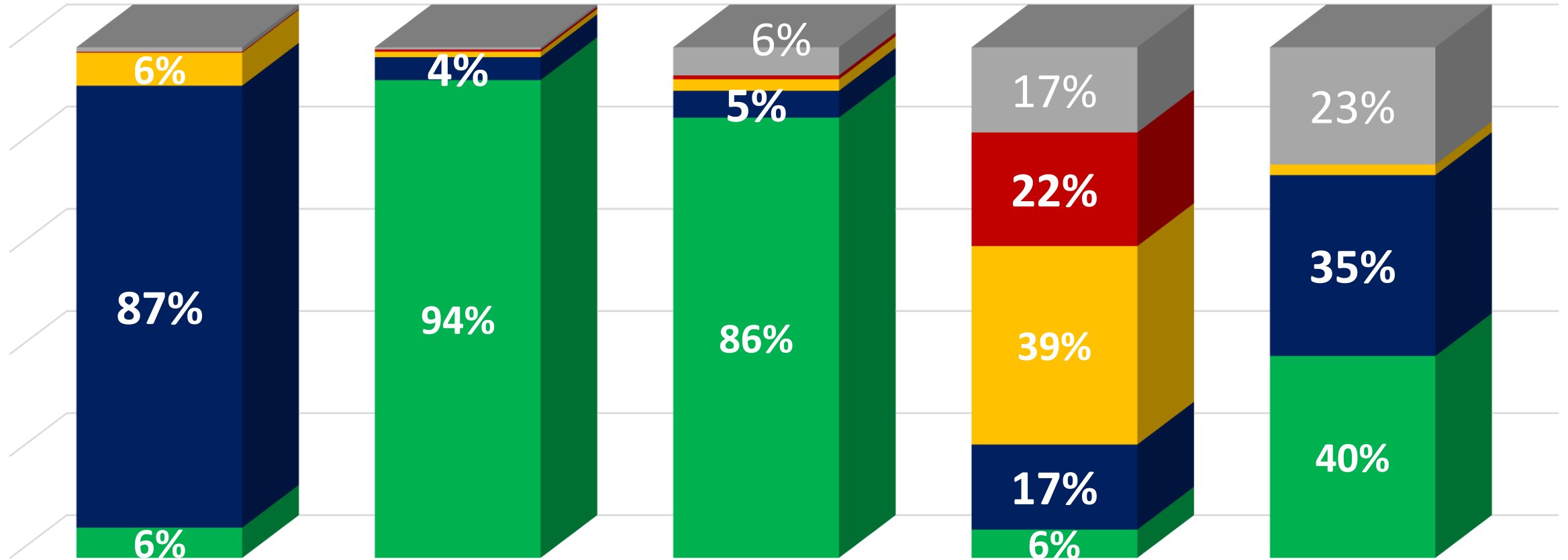
A man of his
own

Integrity

Can transform
the country

JDM DMB AKK Others Undecided

General Election- Party Affiliations



NPP

NDC

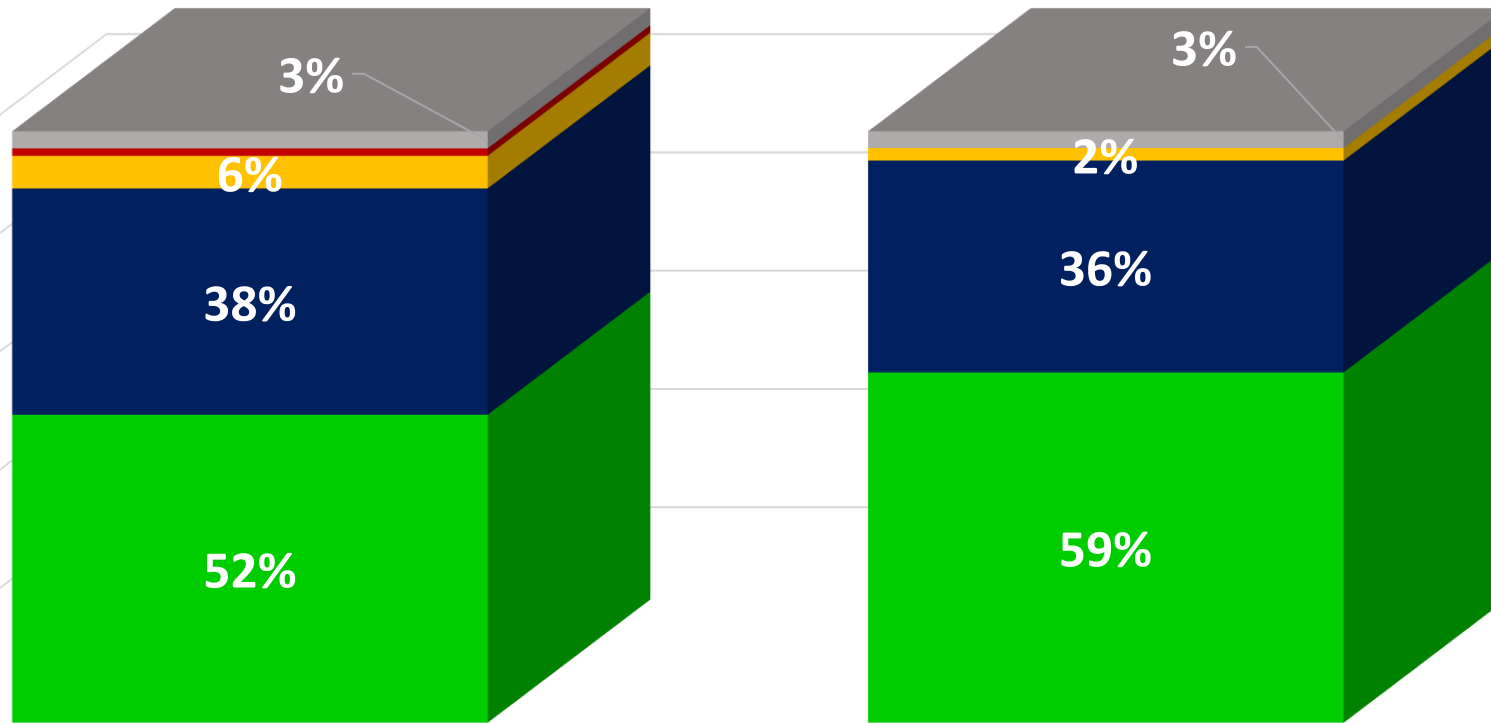
FV

Others

**Not
Disclosed**

■ JDM ■ DMB ■ AKK ■ Others ■ Undecided

General Election- Gender

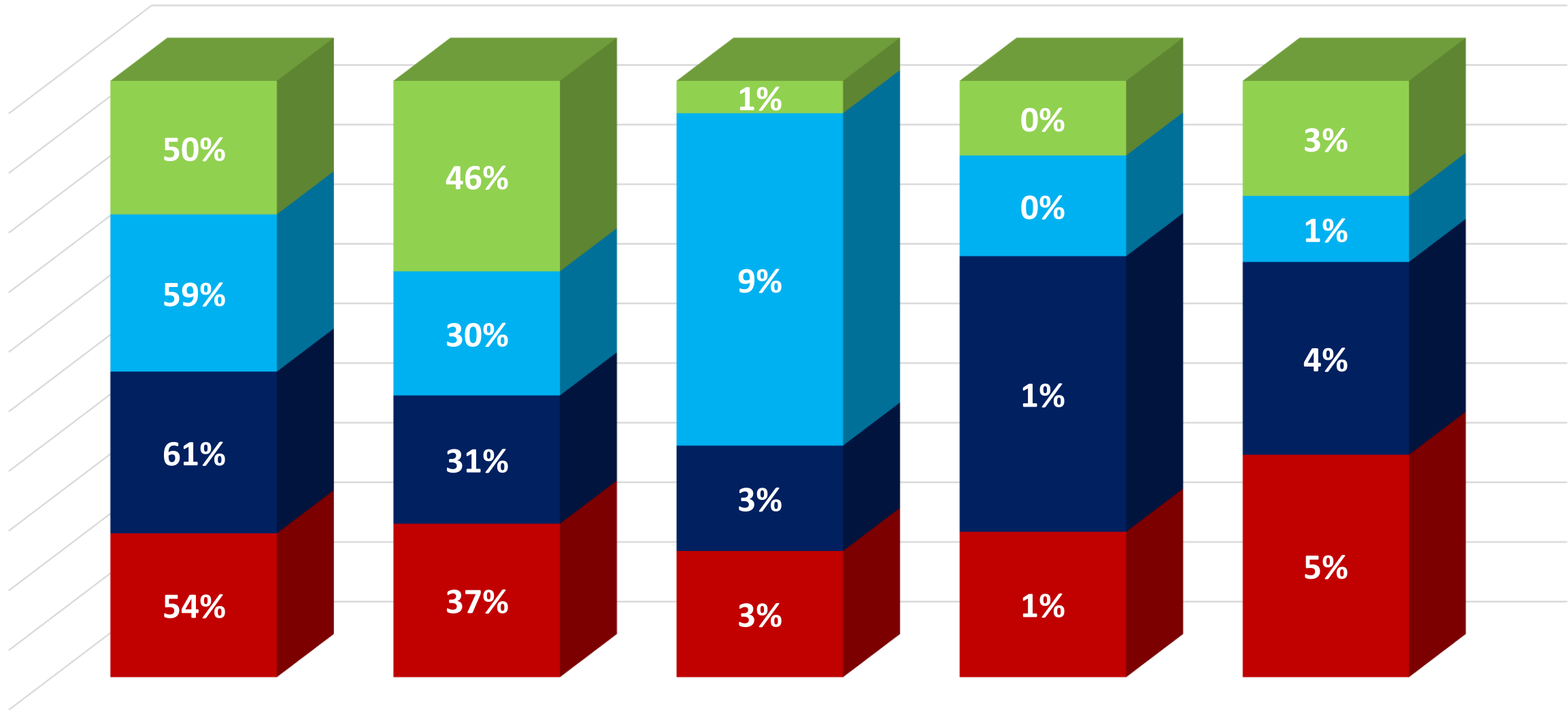


Male

Female

JDM DMB AKK Others Undecided

General Election- Education



JDM

DMB

AKK

Others

Undecided

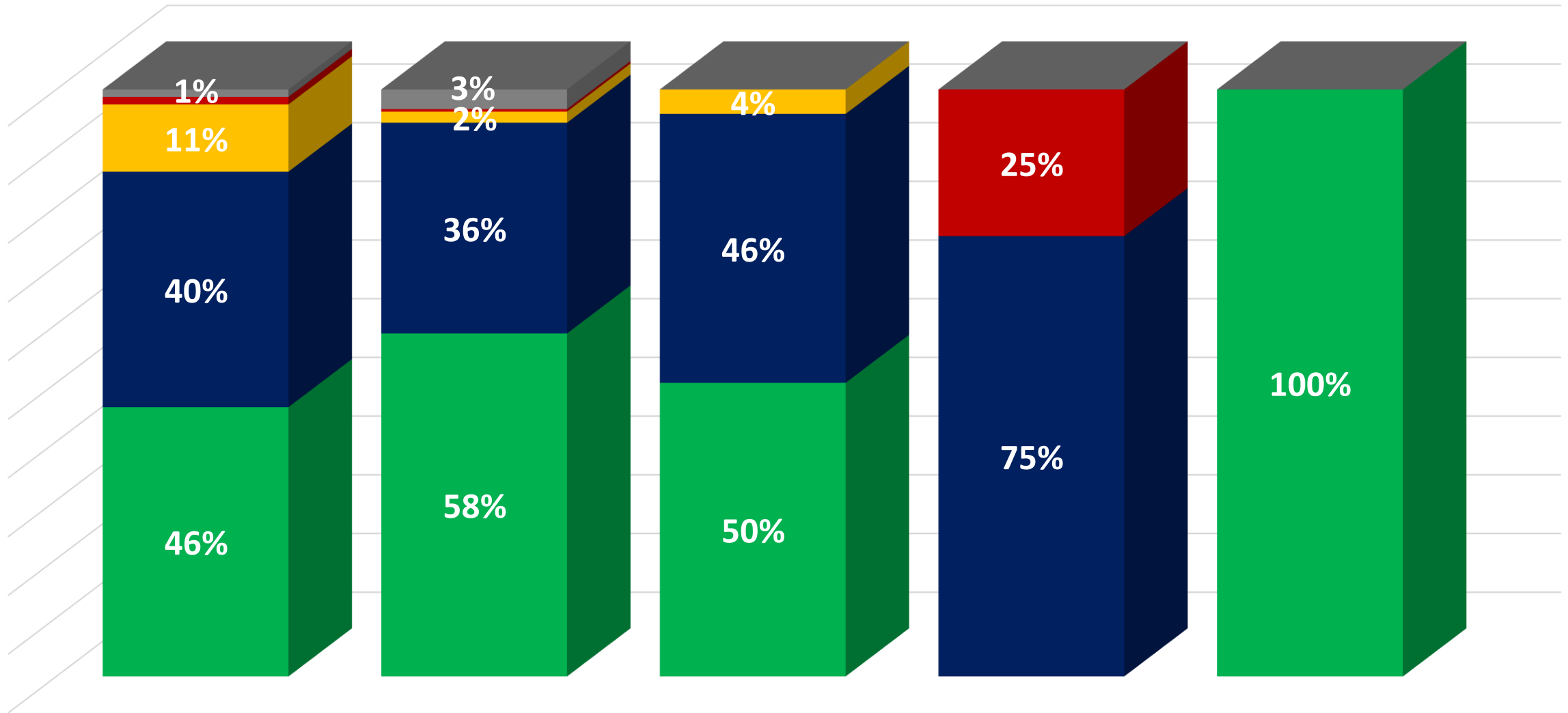
■ Junior High

■ Senior High

■ Tertiary

■ No Education

General Election- Religion



Christianity

Islam

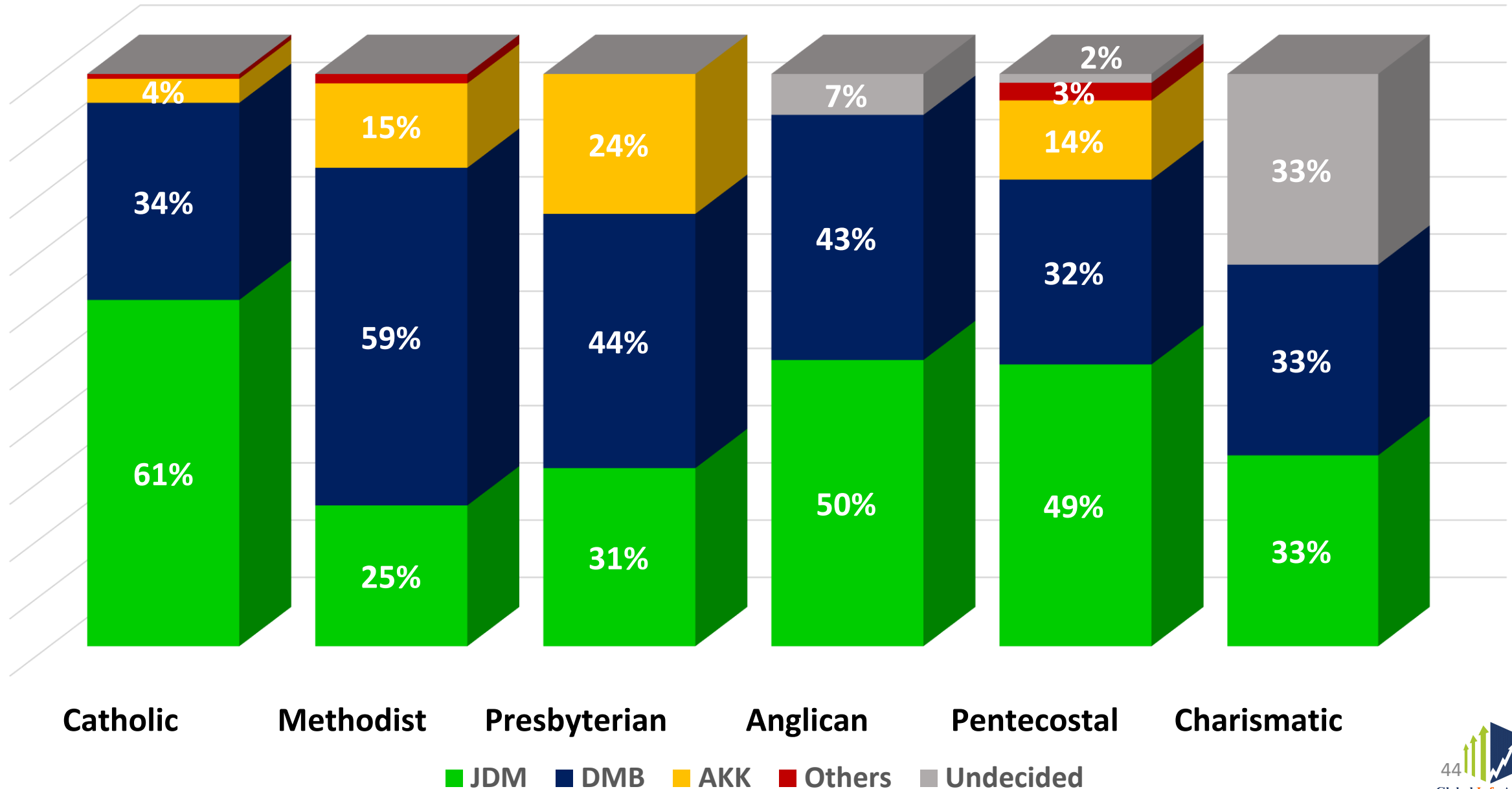
Traditional

Others

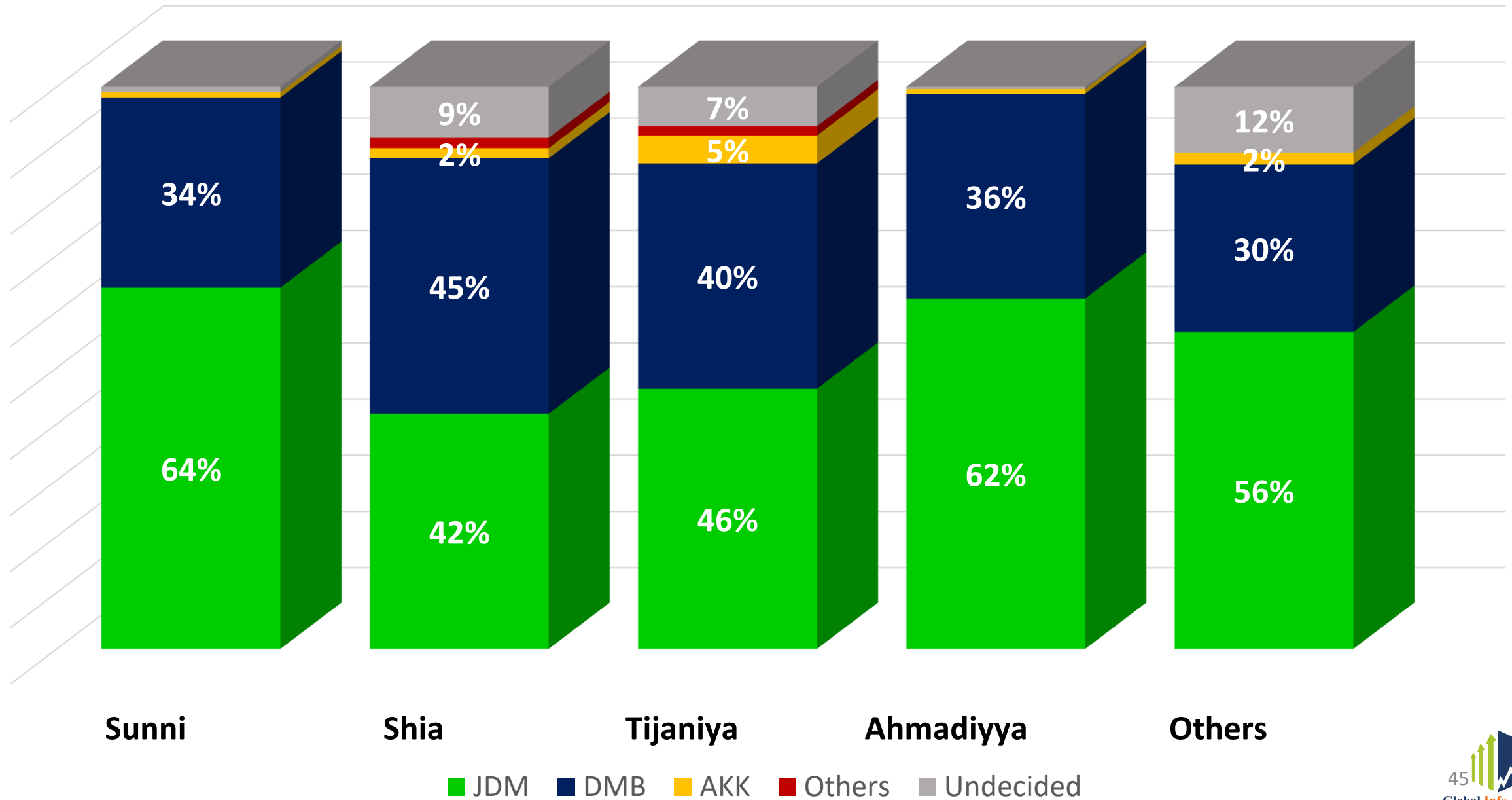
Non-religious

JDM DMB AKK Others Undecided

General Election- Christian Denominations



General Election- Muslim Sects



2020 Elections vs 2024 Voting Intentions

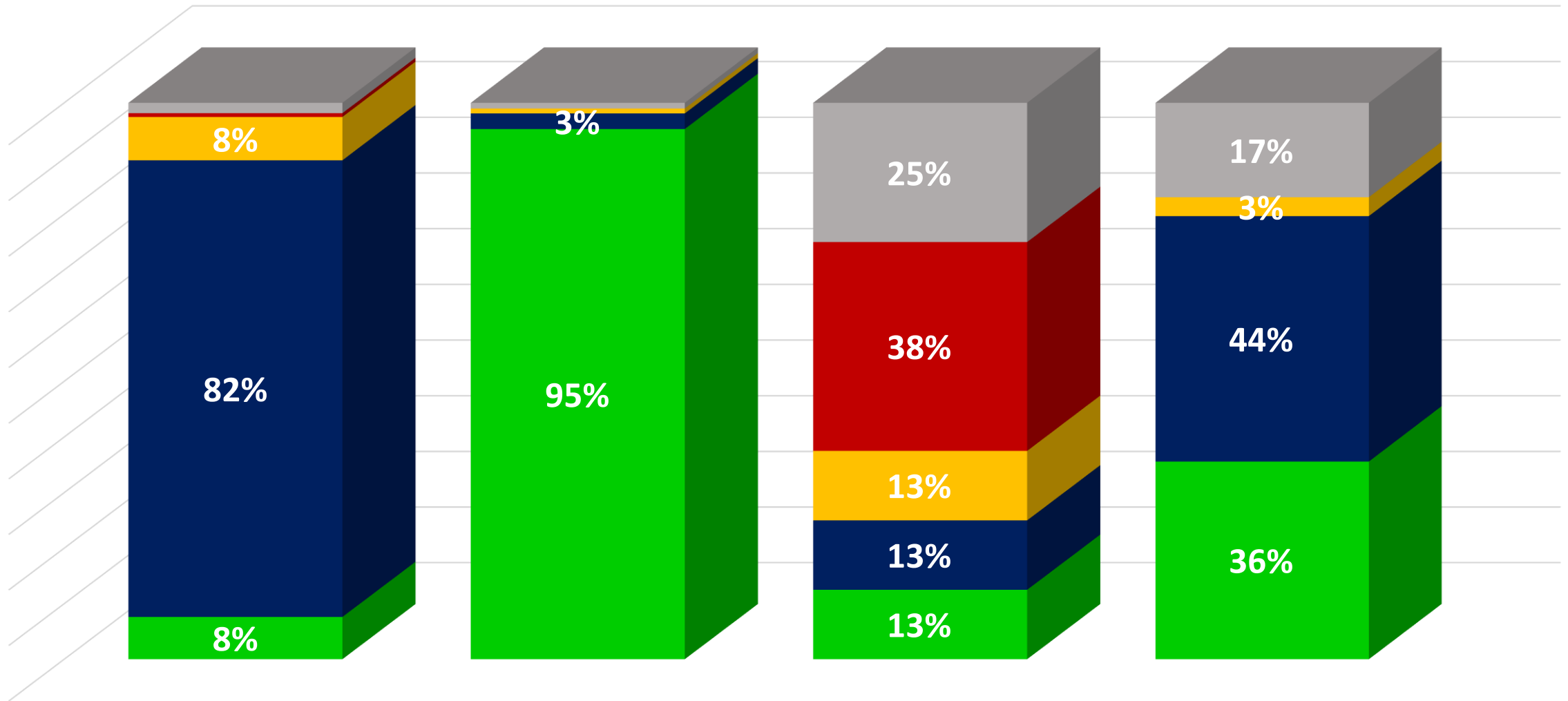


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How they voted 2020 General Election

How 2020 voters intend to vote in 2024



Nana Akufo Addo

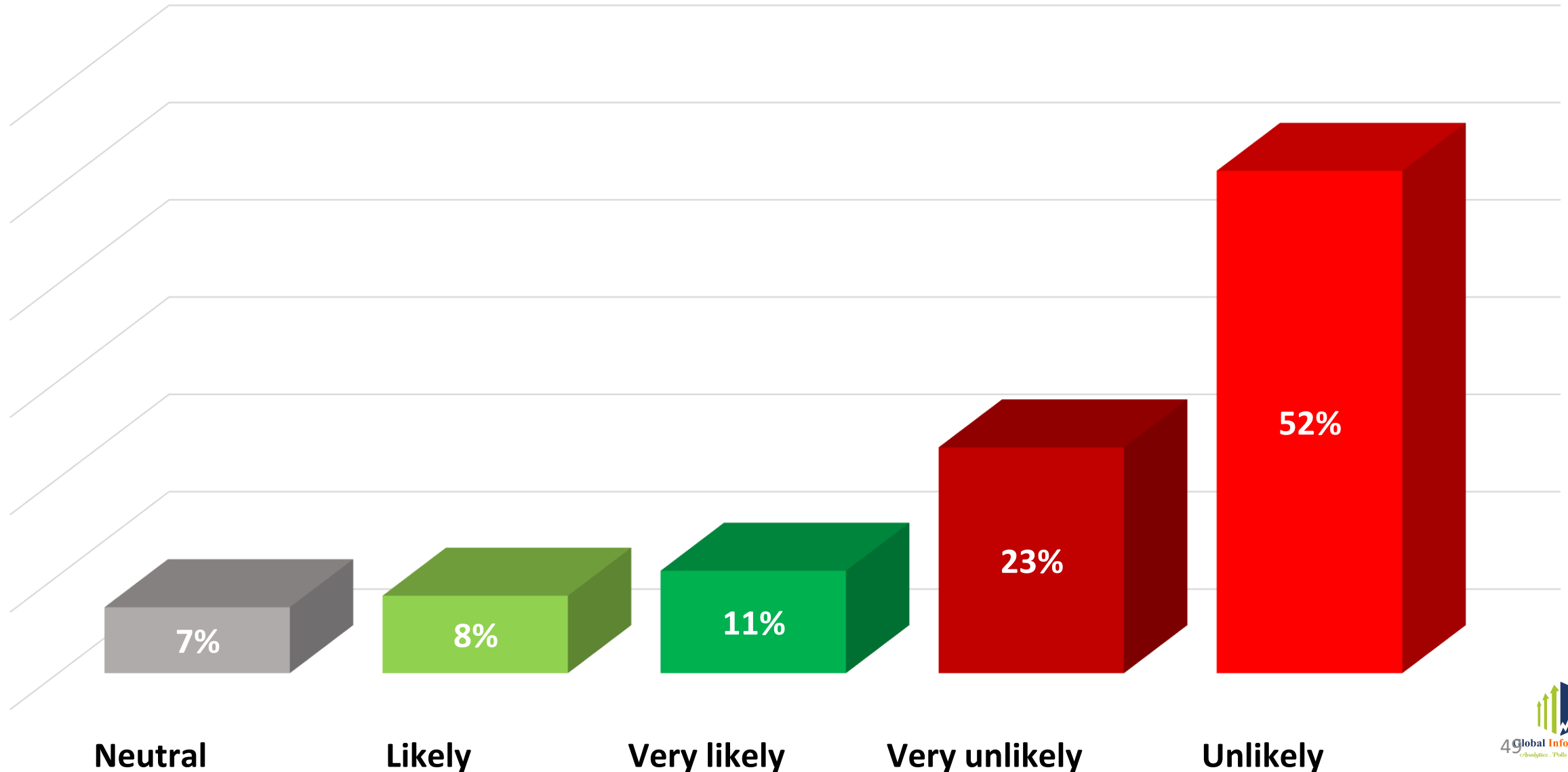
John Mahama

Someone else

I did not vote

■ JDM ■ DMB ■ AKK ■ Others ■ Undecided

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



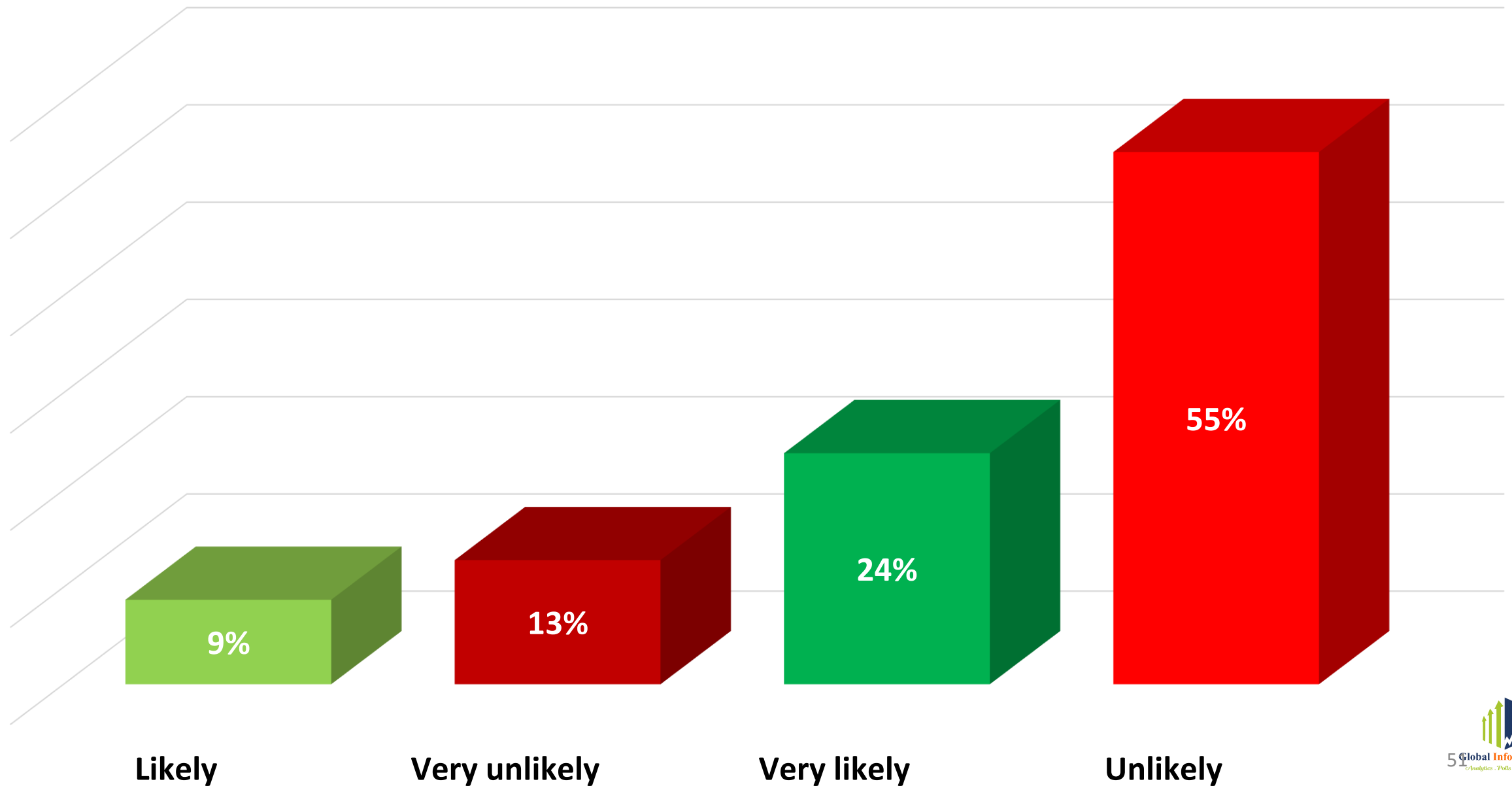
Influence of Ethnicity & Religion



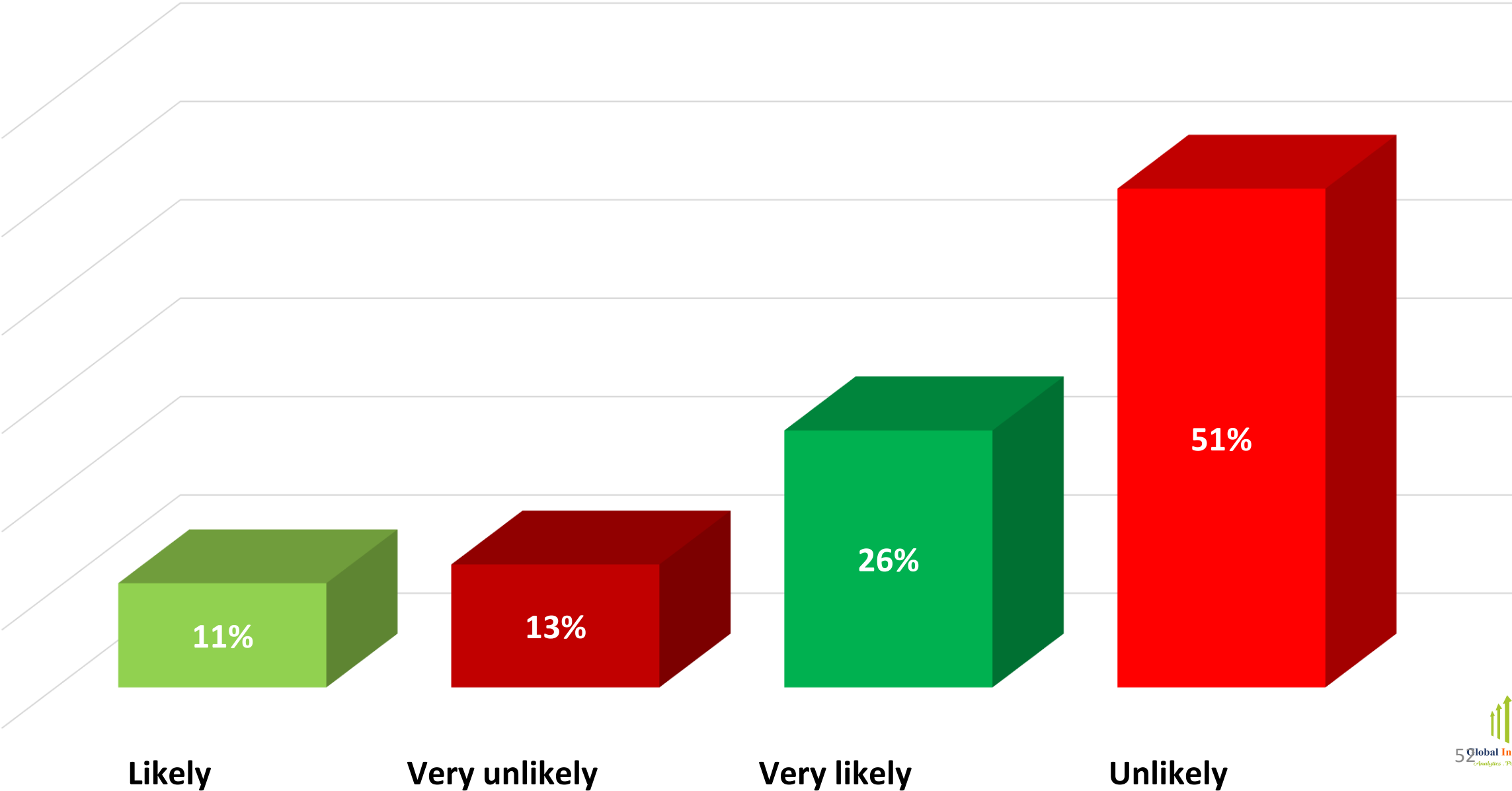
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How Likely would the Ethnicity of the Candidates Influence your vote?



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



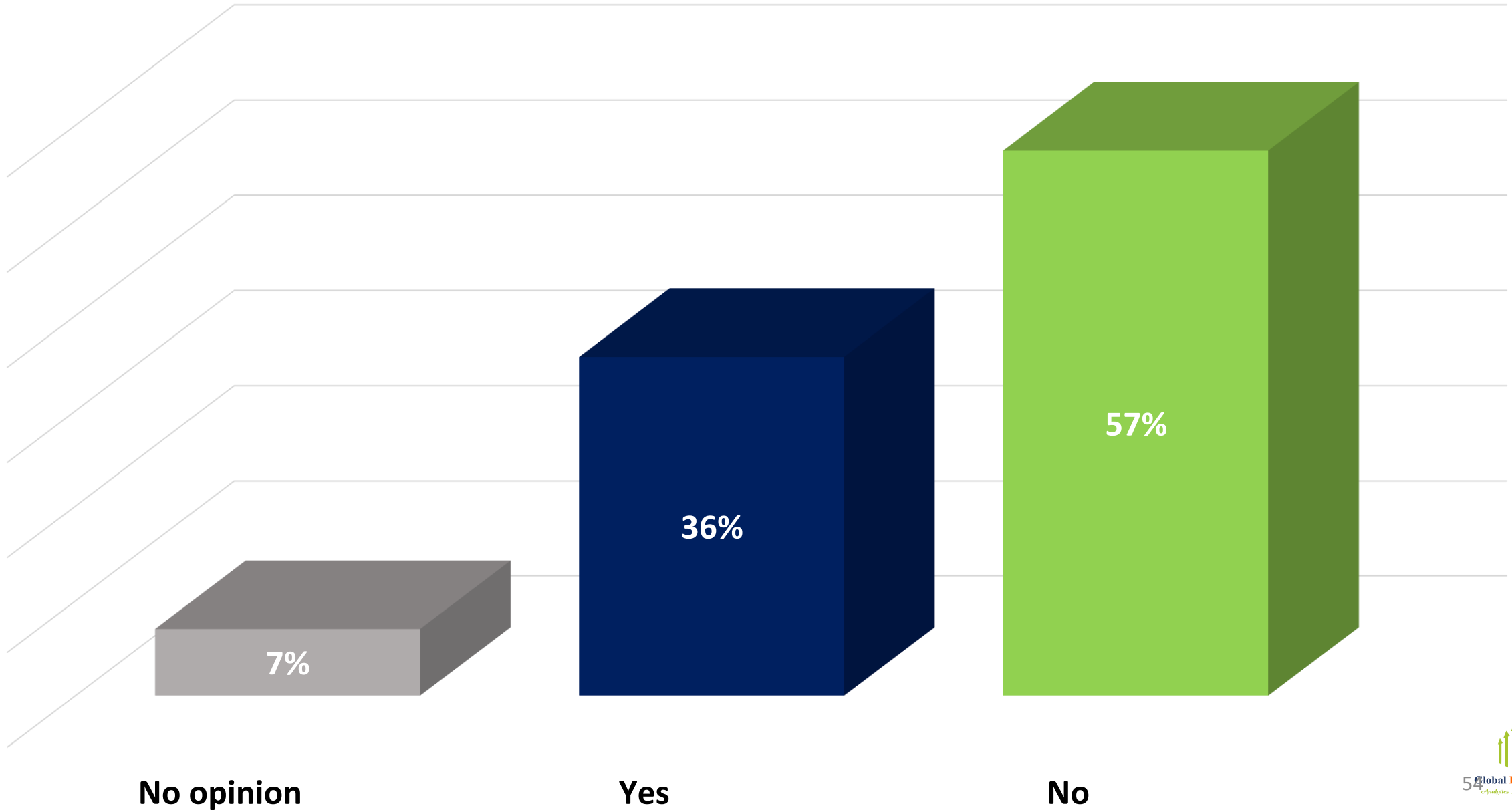
“Breaking
the Eight”



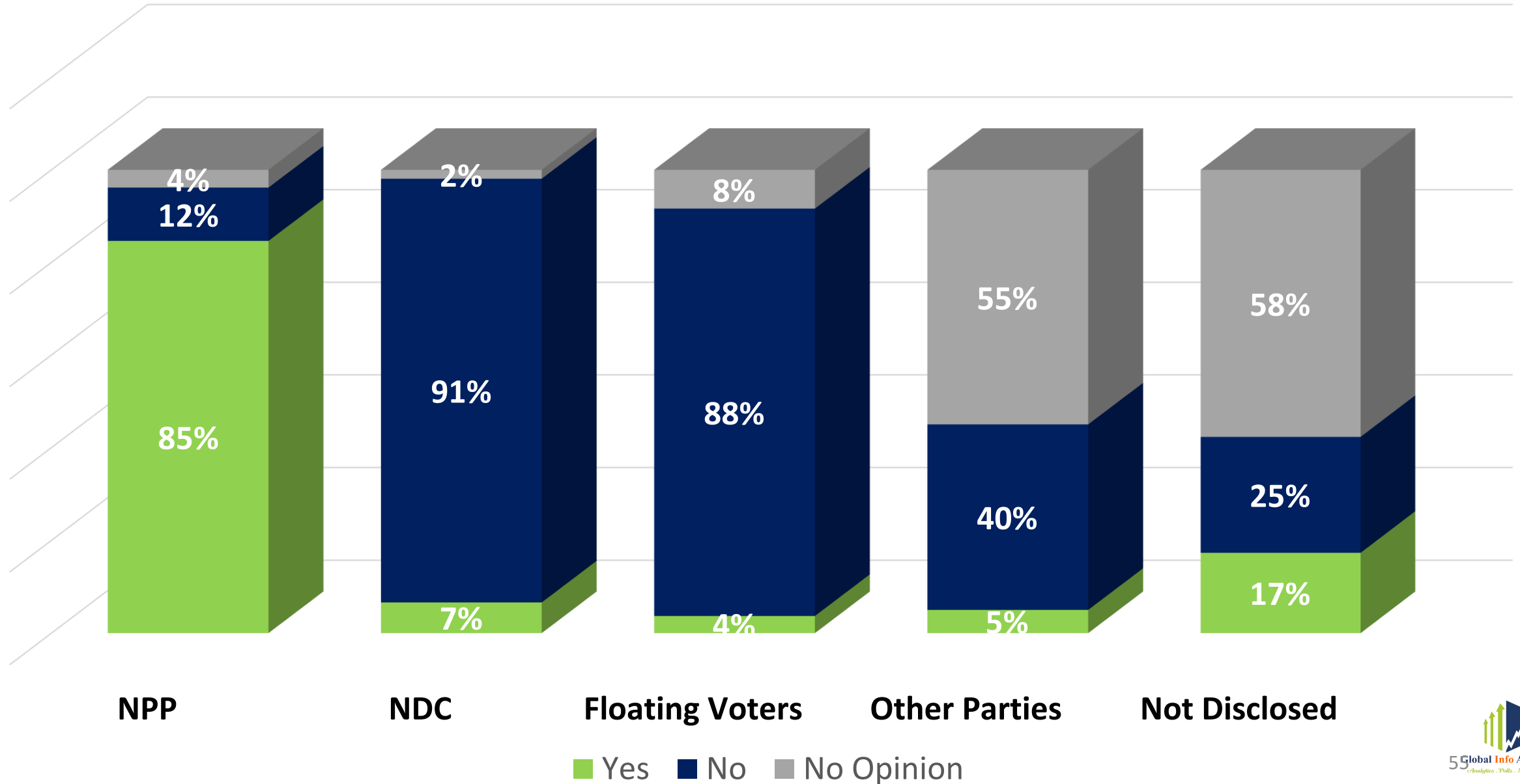
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Can the NPP Break the “Eight”?



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





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