



Global Info Analytics

Analytics . Polls . Modelling

**Special Bono Region Poll:
Berekum East, Berekum
West, Sunyani East & Sunyani
West constituencies-
23rd July 2024**

Executive Summary

- ❑ A special poll conducted in Berekum East, Berekum West, Sunyani East and Sunyani West in the Bono region shows voters dissatisfaction with the direction of the country as 81% say Ghana is headed in the wrong direction while 12% say it is headed in the right direction. 7% did not have an opinion.
- ❑ 57% of voters say their living standard has worsened compared to a year ago while 10% say it has improved and 29% say it is unchanged. 4% did not have an opinion.
- ❑ 69% of voters disapprove of the job performance of the president while 25% approve and 6% did not have an opinion.
- ❑ On the question of who is the best-ever head/president of Ghana, Dr Kwame Nkrumah placed first with 53% of the mentions, followed by John Agyekum Kufour, 48%, Jerry John Rawling, 40%, Prof. John Evans Atta-Mills, 20%, John Mahama, 17%, Nana Akufo-Addo, 15%, Edward Akufo Addo, 1% and Dr Hilla Liman, 1%.

- ❑ For the 2024 presidential election, Dr Mahamudu Bawumia (DMB) leads with 47%, John Dramani Mahama (JDM), 42%, Alan Kwadwo Kyeremanten (AKK), 7% and Nana Kwame Bediako (NKB), 4%.
- ❑ Analysis of the poll shows that among respondent who voted in the 2020 elections, 67% voted for Nana Addo, 24% for John Mahama, 1% for someone else and 8% declined to disclose who they voted for.
- ❑ The poll however shows JDM leads in Berekum East 48% to 43%, Berekum West 49% to 42%, and Sunyani West 48% to 30%. However, DMB leads in Sunyani East 70% to 26%.
- ❑ Overall, using the committed voters' model, the presidential poll shows that 68% of voters who voted for Nana Addo in 2020 election intend to vote for DMB while 20% have switched their votes to JDM, 8% to AKK, 3% to NKB and 1% for others.
- ❑ In the case of JDM, 89% of his voters will still vote for him, 10% will vote DMB, 1% for AKK, 1% for NKB and 1% for others.
- ❑ However, in the parliamentary elections, the polls shows the ruling party could lose all the four seats as the incumbent MPs come under siege as desertion and apathy hit the party in the region.

- ❑ In Berekum East, Simon Kyeremeh, NDC, leads with 53%, incumbent, Hon. Nelson Kyeremeh, NPP, 38%, 2% will vote for other candidates and 7% are undecided. The poll also shows that 35% of voters who voted for Nelson Kyeremeh in the 2020 elections have switched their votes to Simon Kyeremeh of NDC, 51% of his 2020 voters intend to vote for him again, 3% will vote for others, 7% are undecided and 4% will not vote.
- ❑ In Berekum West, the incumbent, Hon. Kweku Agyamang Boateng trails his challenger, Dickson Kyere-Duah of the NDC 28% to 31%. 8% intend to vote for others and 34% are undecided. The poll also shows that 11% of voters who voted for Hon. Agyemang Boateng in the 2020 elections intend to vote for Kyere-Duah, only 26% of his 2020 voters intend to vote for him again, 5% will vote for others, 25% are undecided and 33% will not vote.
- ❑ In Sunyani East, an independent candidate, Ransford Antwi, has taken a strong lead as he polled 38% of the votes. Seid Mubarak, NDC, is in second place with 27% of the votes while Hon. Kwesi Ameyaw Cheremeh is in third place with 13% and 22% are undecided. The poll also shows that 14% of Hon Cheremeh's 2020 voters intend to vote for Seid Mubarak, NDC, 45% will vote for Ransford Antwi, the independent candidate. Only 14% of his voters indicated they intend to vote for him again while 20% are undecided and 5% will not vote.
- ❑ However, in Sunyani West, the Minister of Employment, Hon. Ignatius Baffour Awuah could be on his way out of parliament as he trails Millicent Yeboah Amankwaa 25% to 47%. 4% will vote for other candidates while 24% are undecided. At the time of the poll, it was unclear whether Bernard Oduro Takyie will contest as independent candidate in the constituency.
- ❑ Analysis of the poll shows that Baffour Awuah has lost 34% of his 2020 voters to Millicent Amankwaa of the NDC, only 34% of his 2020 voters intend to vote for him again while 3% will vote for others, 20% are undecided and 12% will not vote.

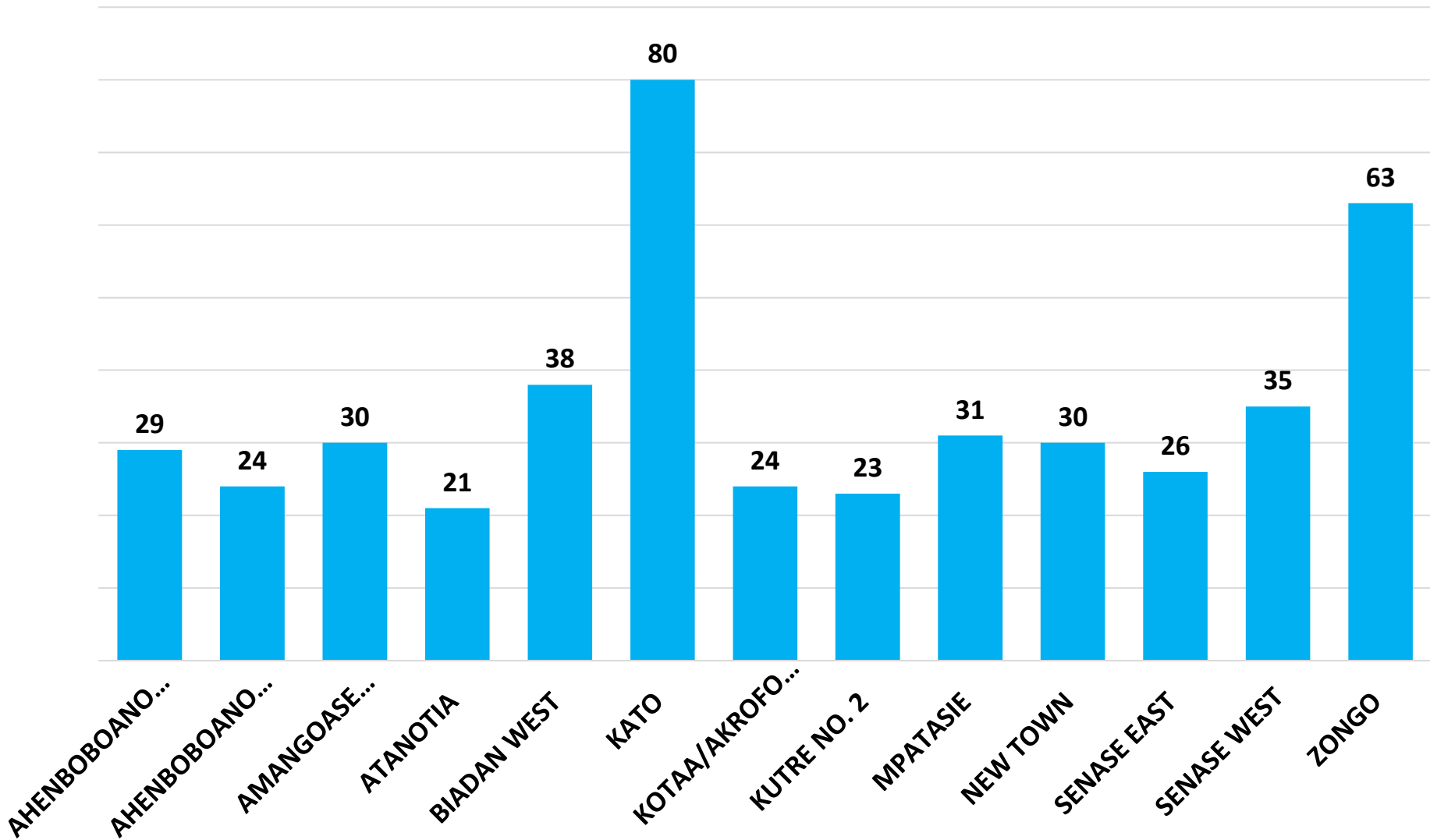
Methodology

- ❑ The Electoral Commission's 2020 voters' register was used as sample frame.
- ❑ Electoral areas sample were weighted using the voters register for the electoral areas
- ❑ Electoral Areas accounting for at least 70% of the total registered voters of the constituency were selected for the poll.
- ❑ Voters were sampled randomly from Electoral Areas of the constituencies
- ❑ Only registered voters were interviewed.
- ❑ Field interviews were conducted between 17th July to 22nd July 2024
- ❑ Demographic analysis of the results would have higher margin of error.

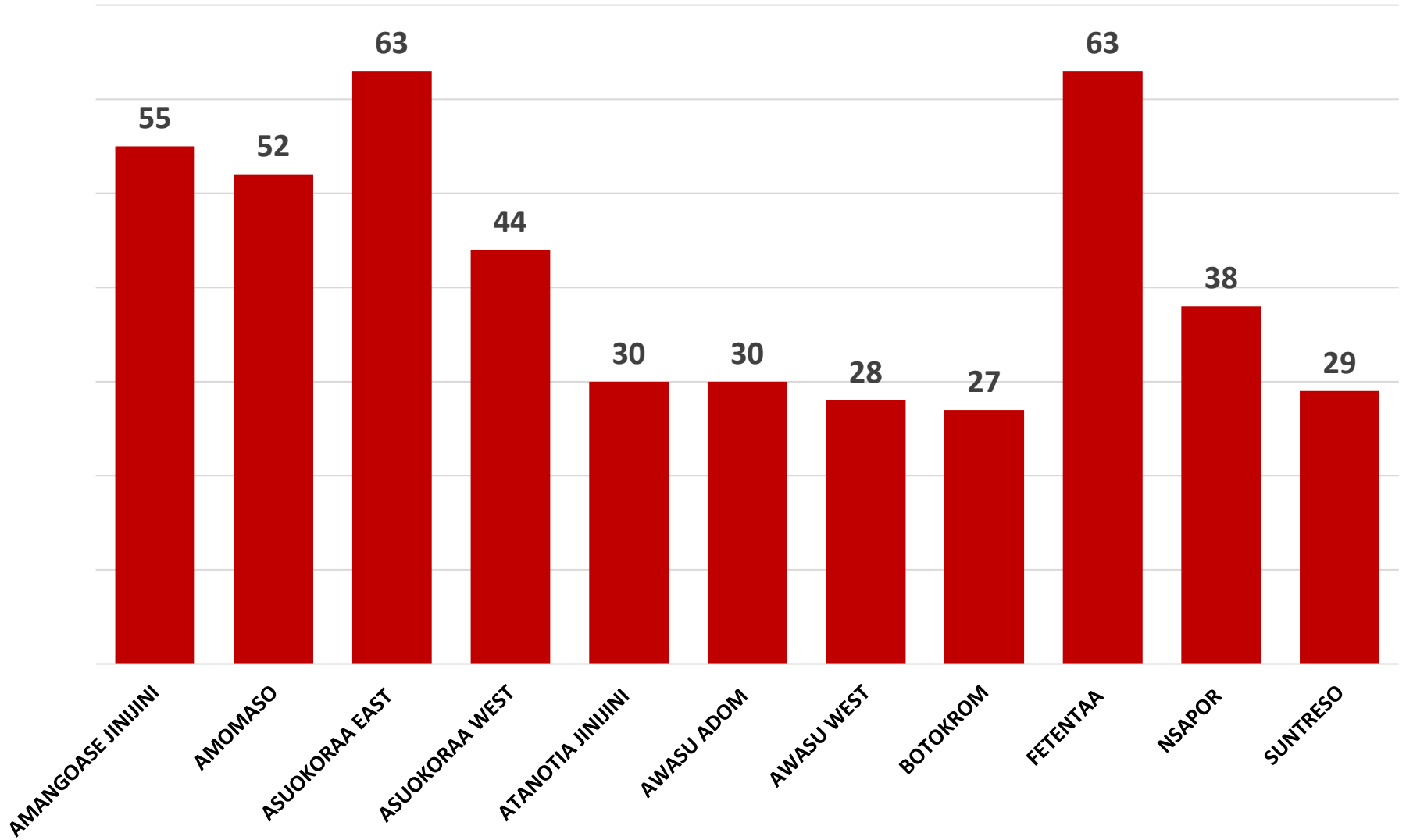
Constituencies Sample Allocations

	Overall	Berekum East	Berekum West	Sunyani East	Sunyani West
Sample	2,034	454	459	561	560
Confidence Level	95%	95%	95%	95%	95%
Margin of Error	2.12%	4.49%	4.45%	4.04%	4.04%

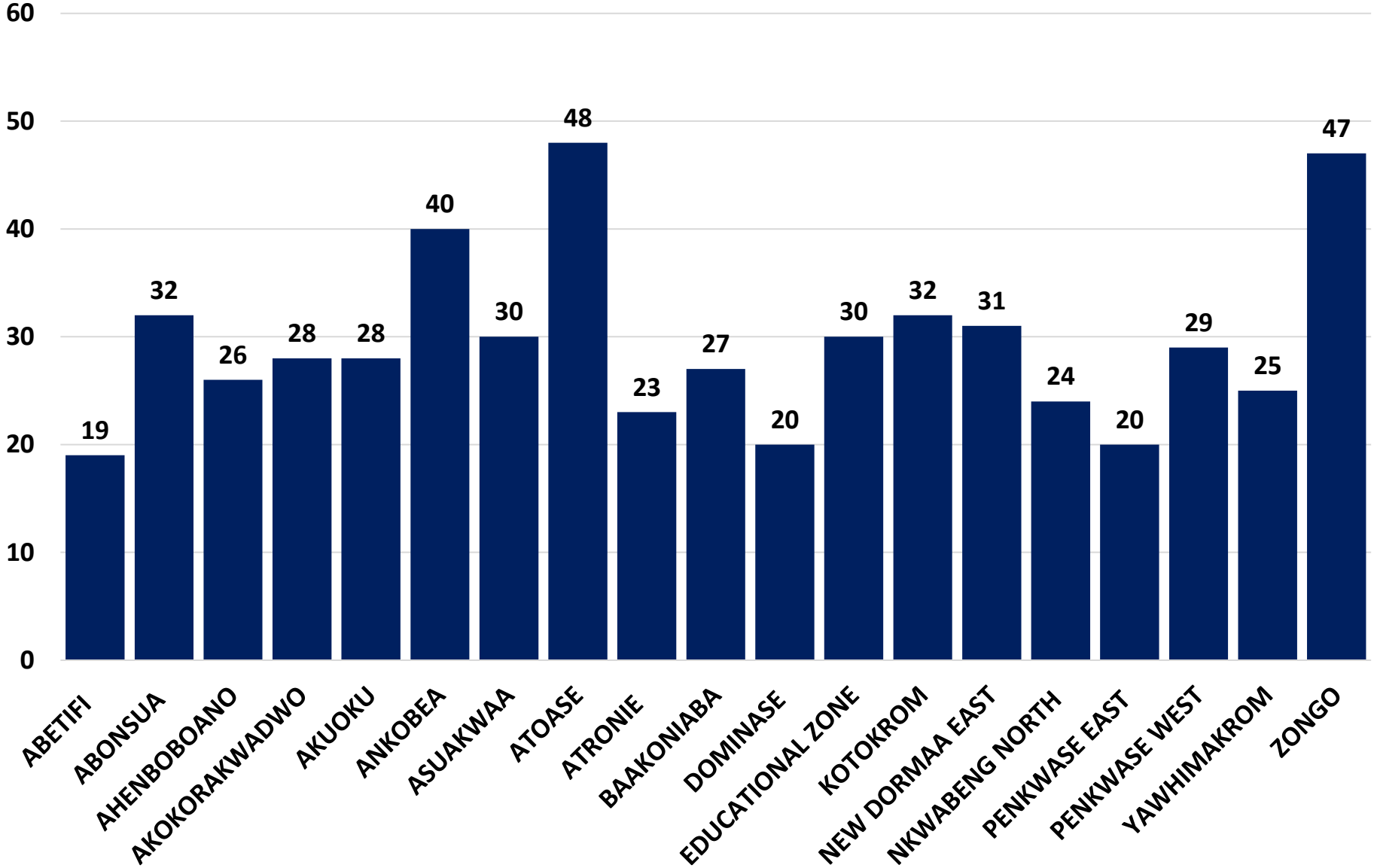
Electoral Areas Samples (Weighted)- Berekum East



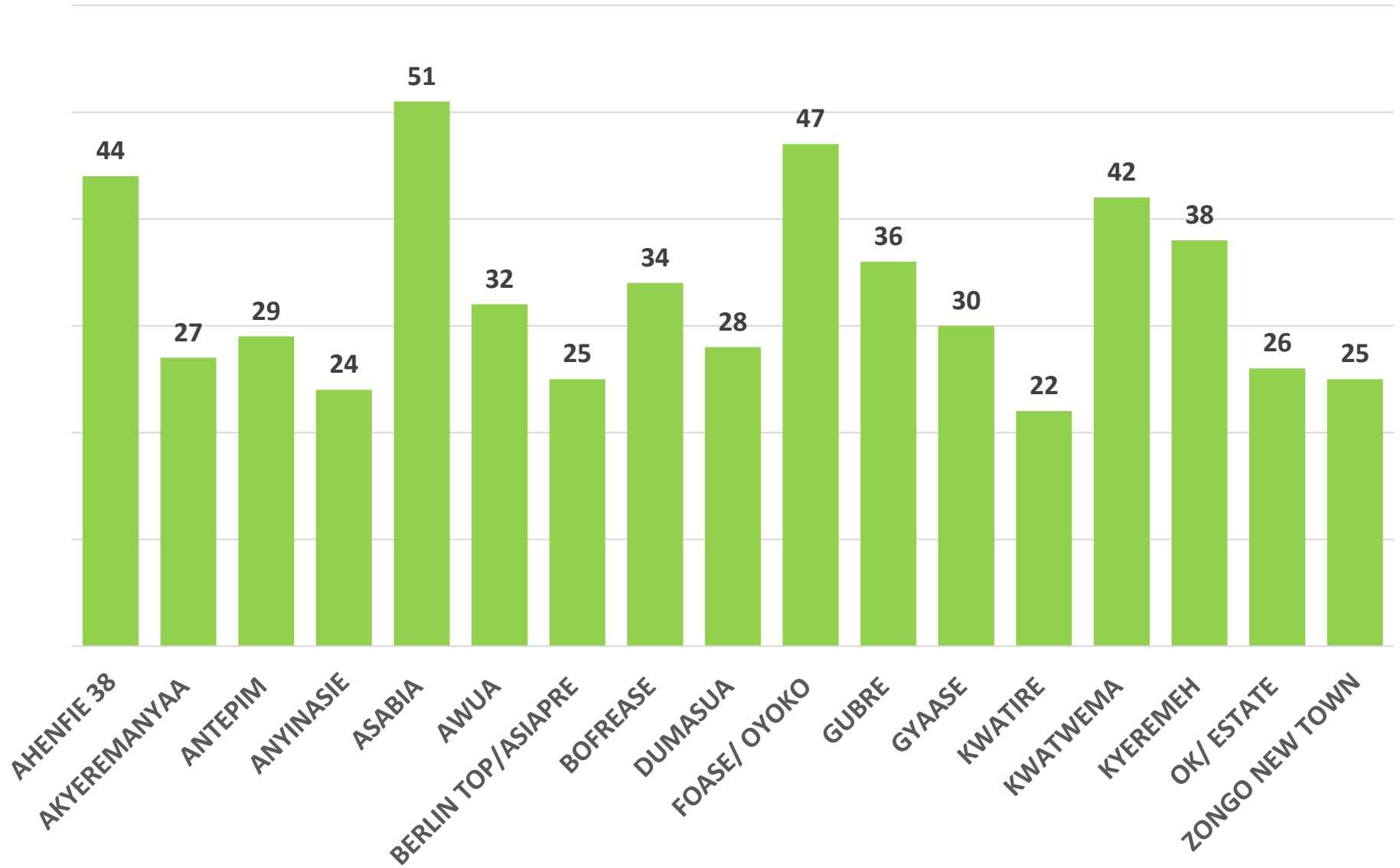
Electoral Areas Samples (Weighted)- Berekum West



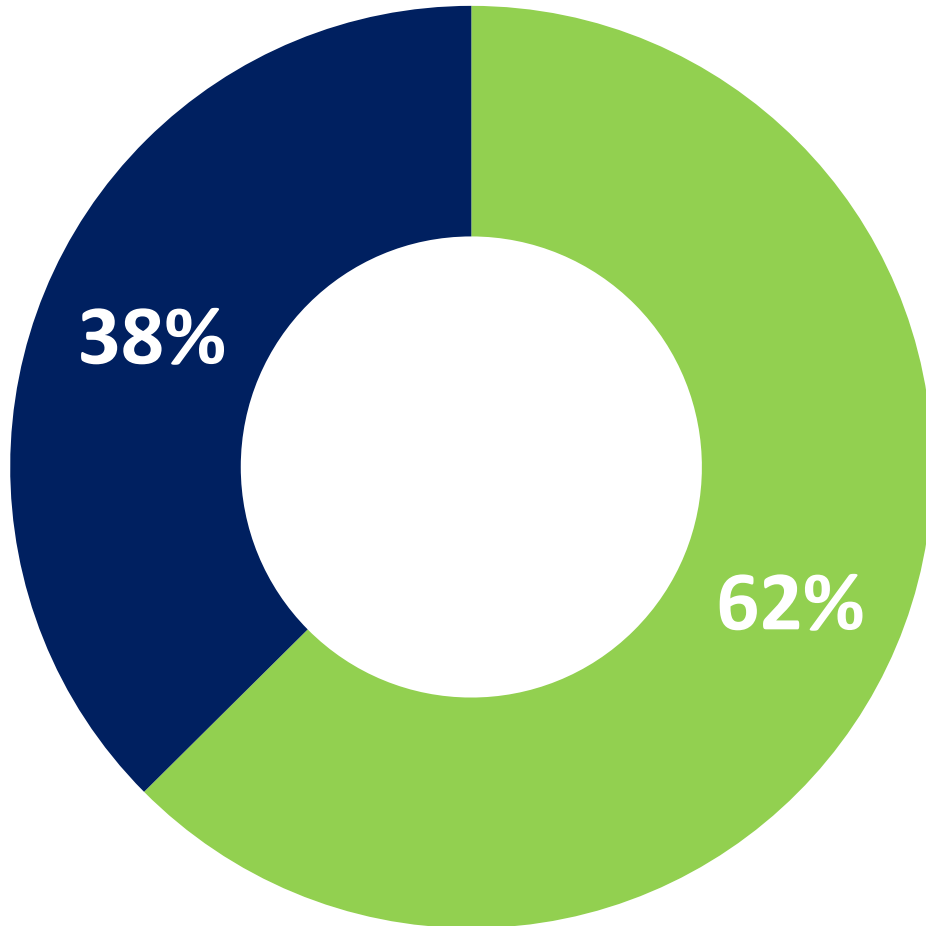
Electoral Areas Samples (Weighted)- Sunyani East



Electoral Areas Samples (Weighted)- Sunyani West



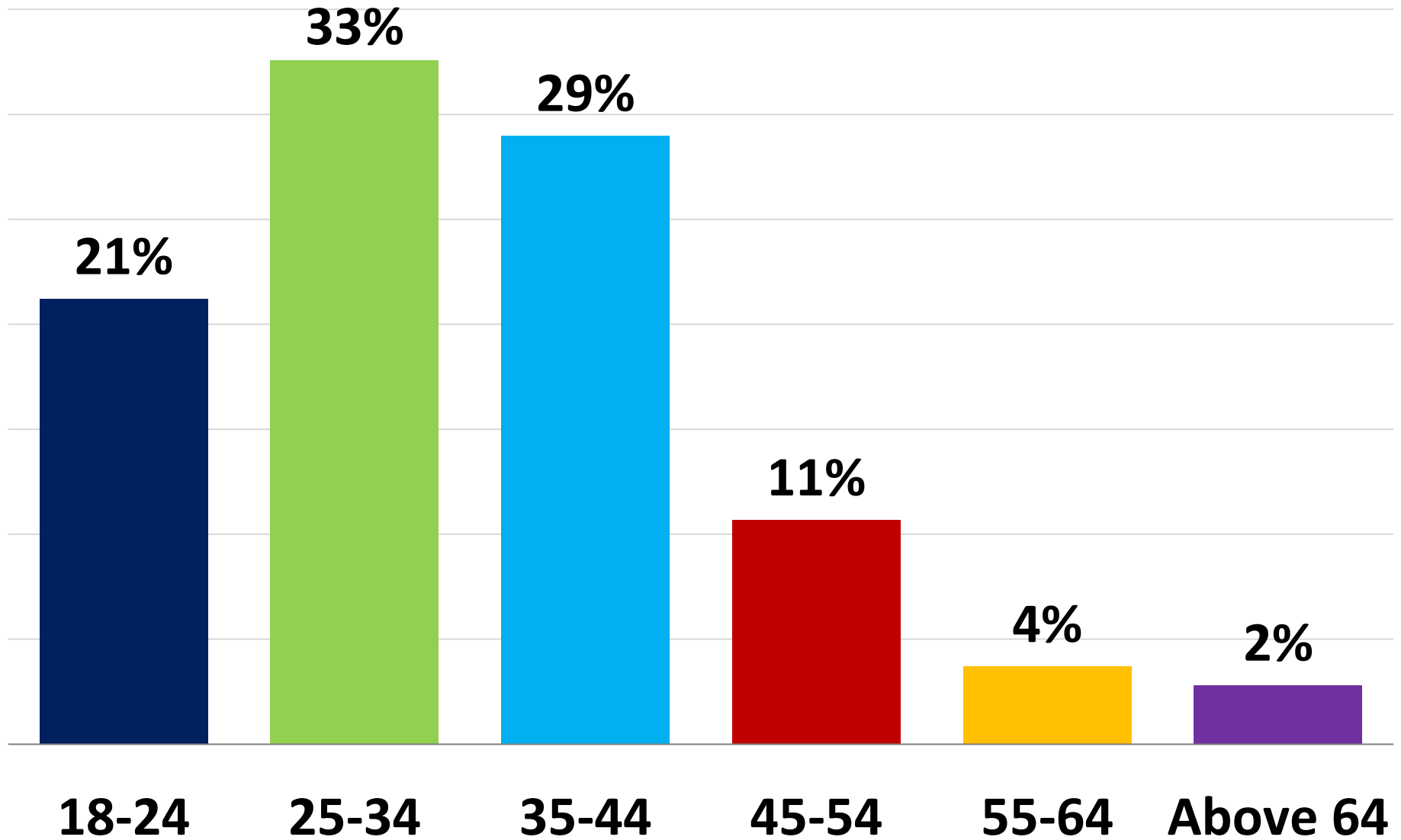
Gender



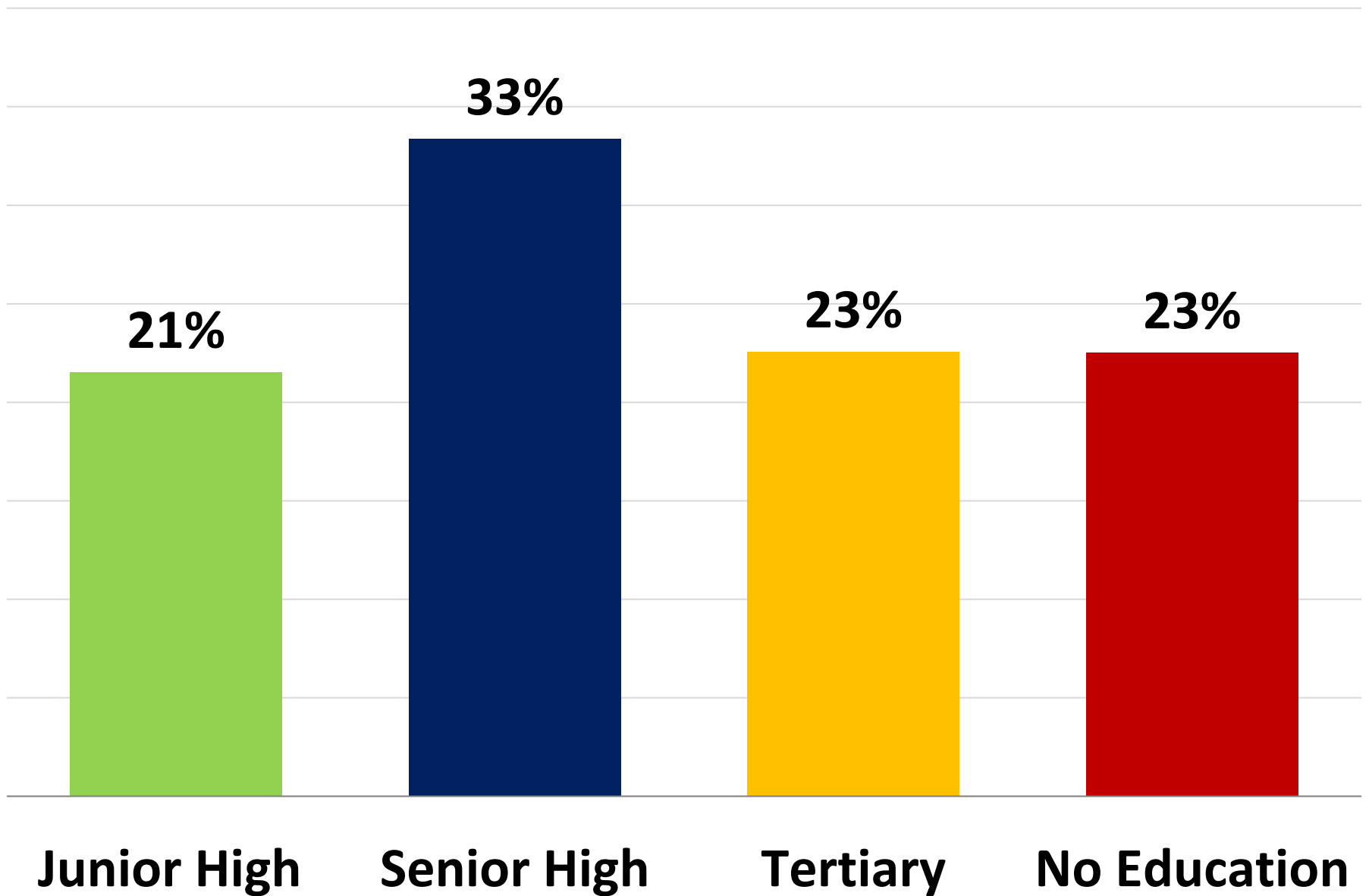
■ Male

■ Female

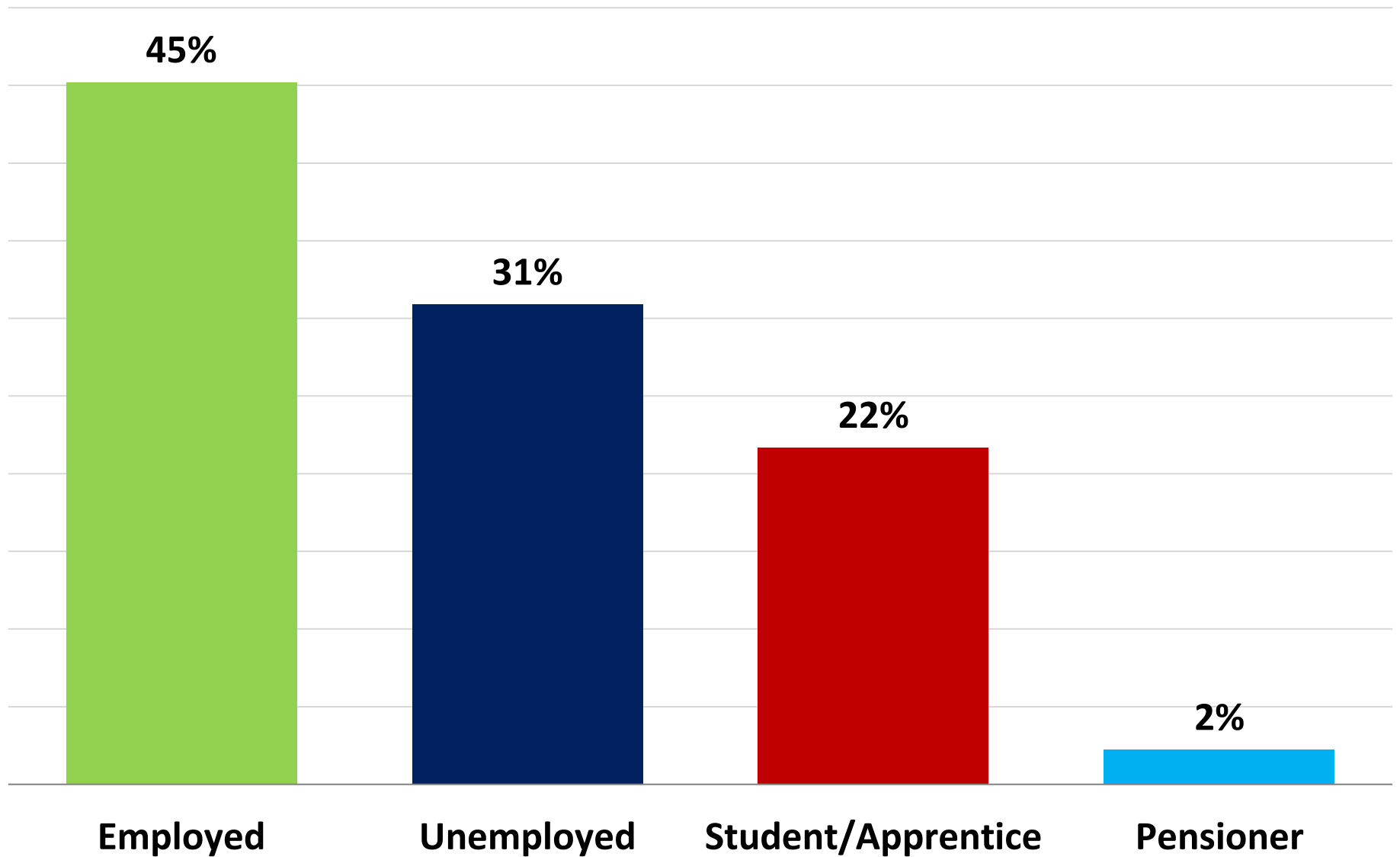
Age Groups



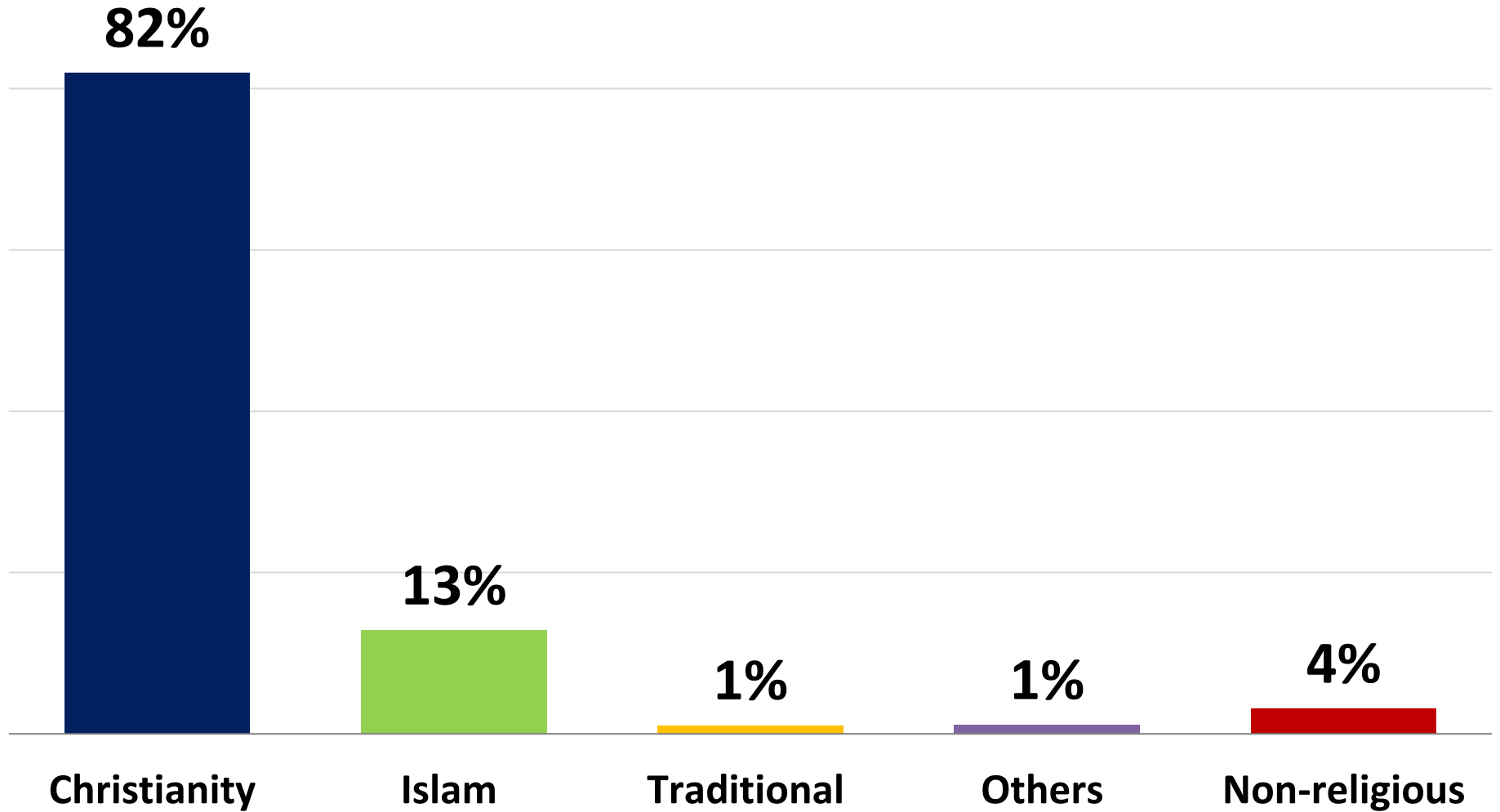
Education



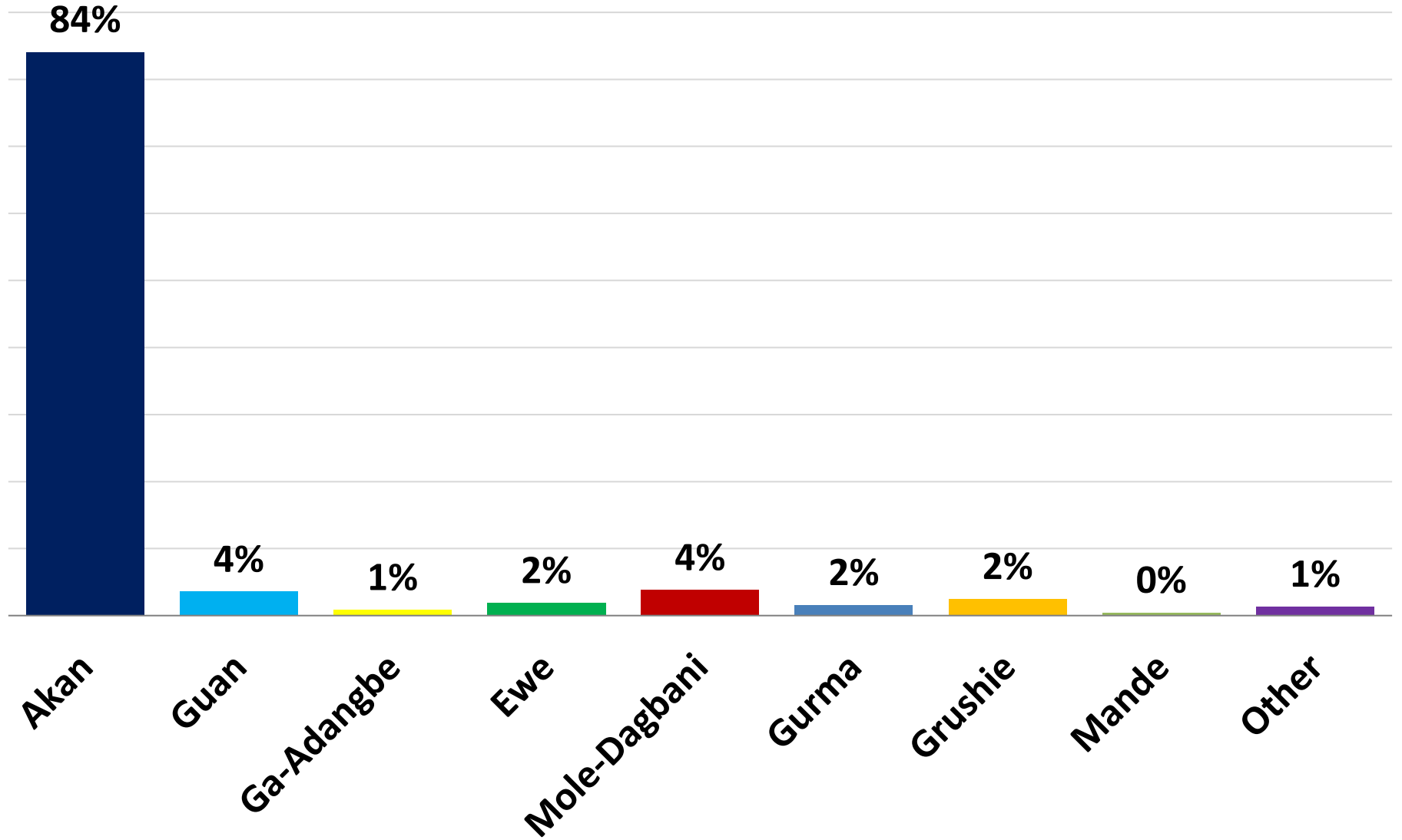
Employment Status



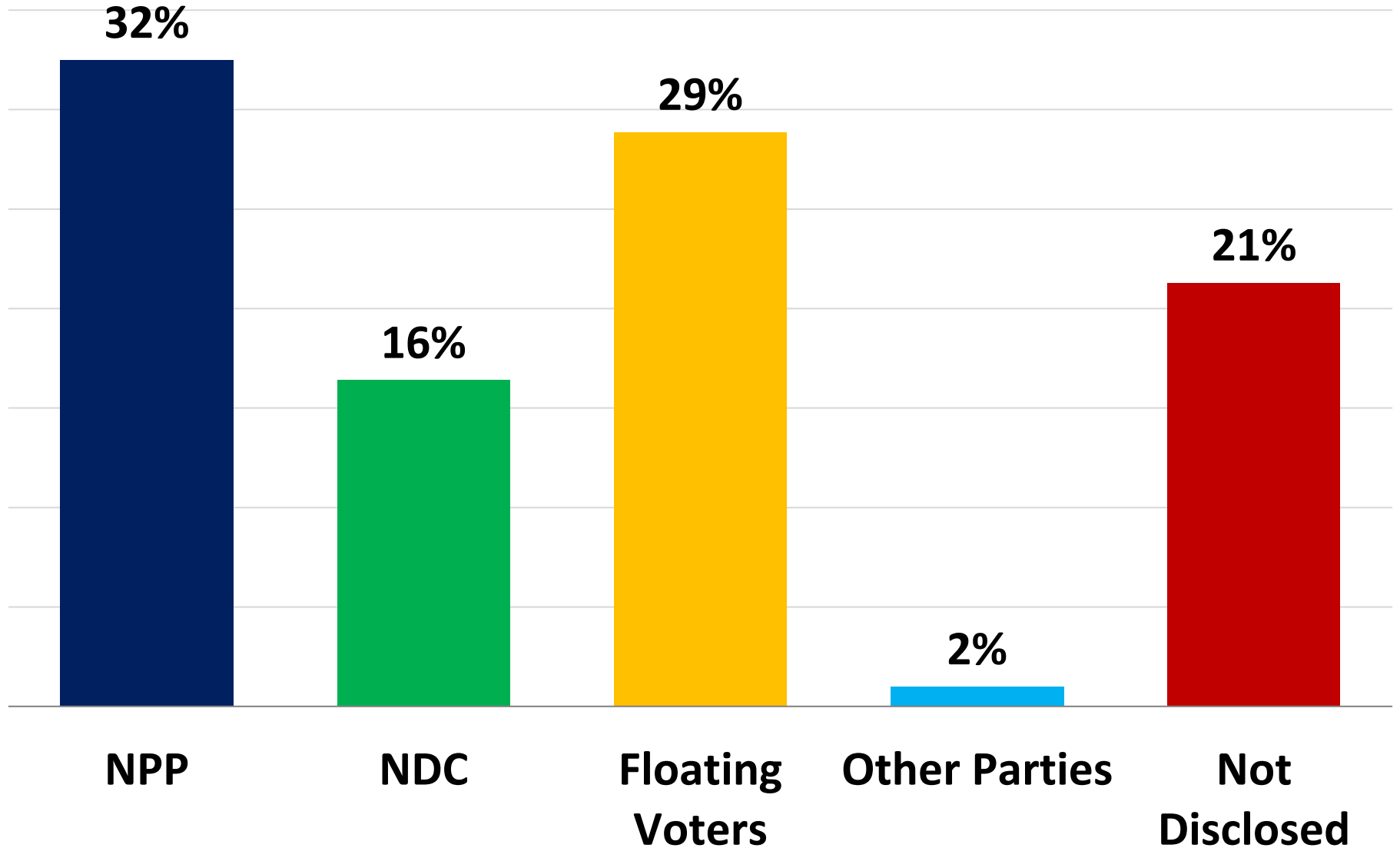
Religion



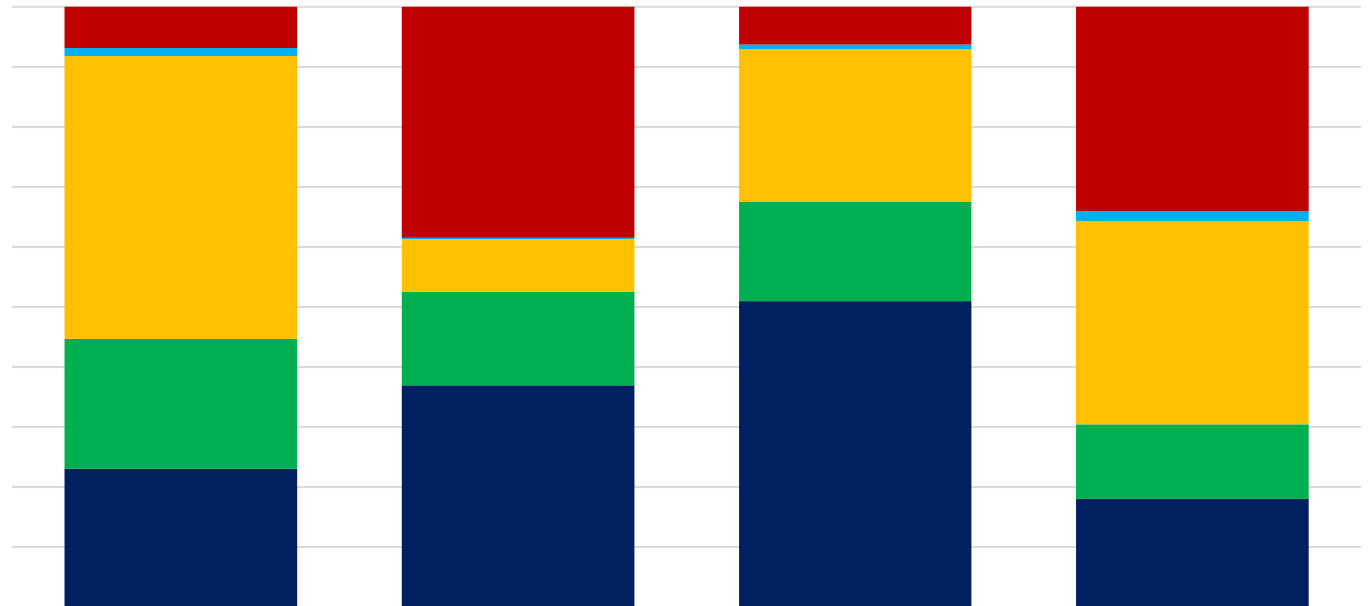
Ethnicity



Party Affiliation



Party Affiliations-Constituencies

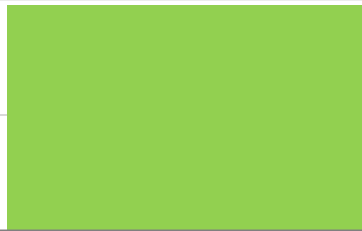


	Berekum East	Berekum West	Sunyani East	Sunyani West
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Not Disclosed	7%	38%	6%	34%
Others	1%	0%	1%	2%
Floating voters	47%	9%	25%	34%
NDC	22%	16%	17%	12%
NPP	23%	37%	51%	18%

Are you a first-time voter?

20%



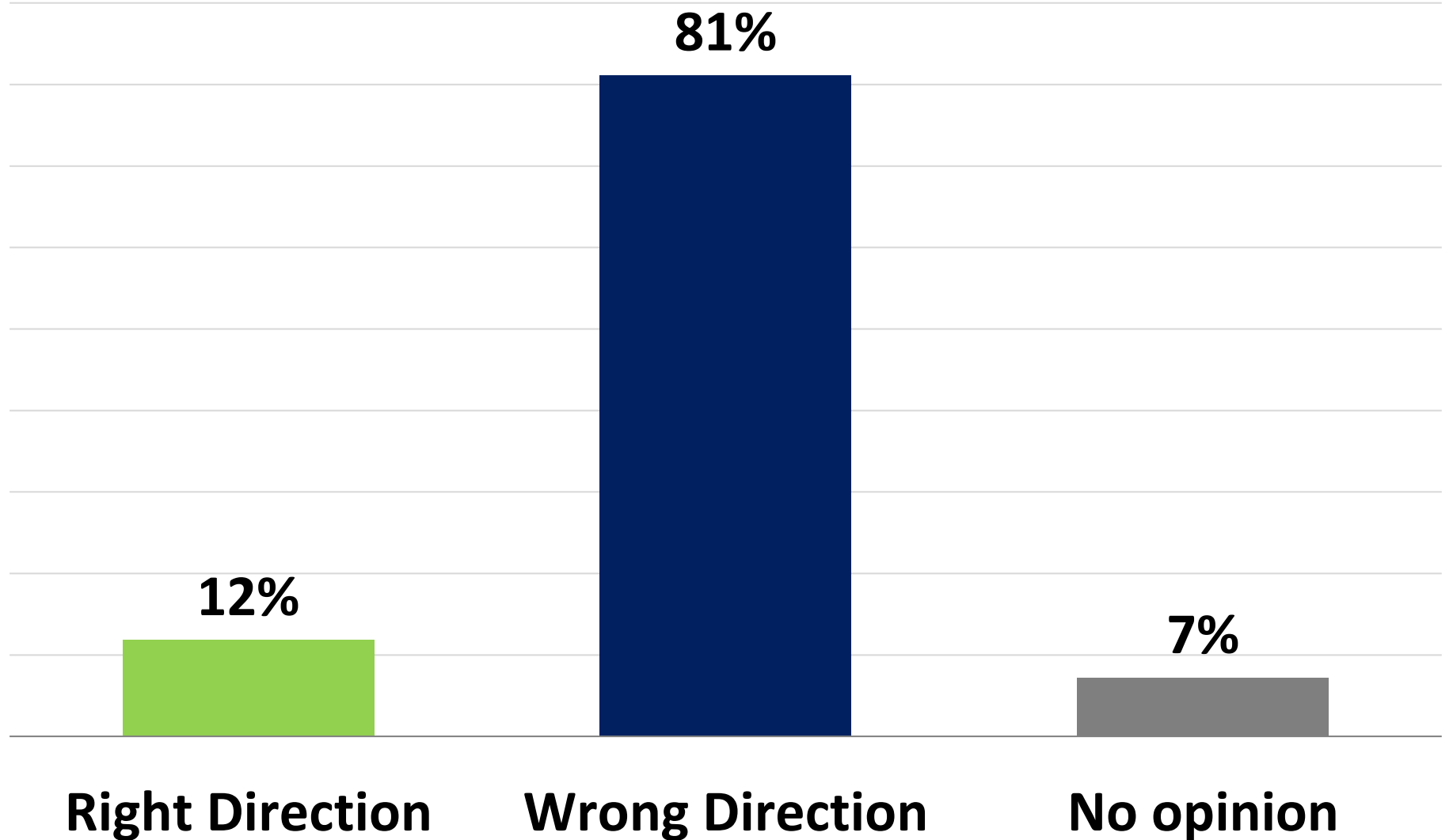
Yes

80%

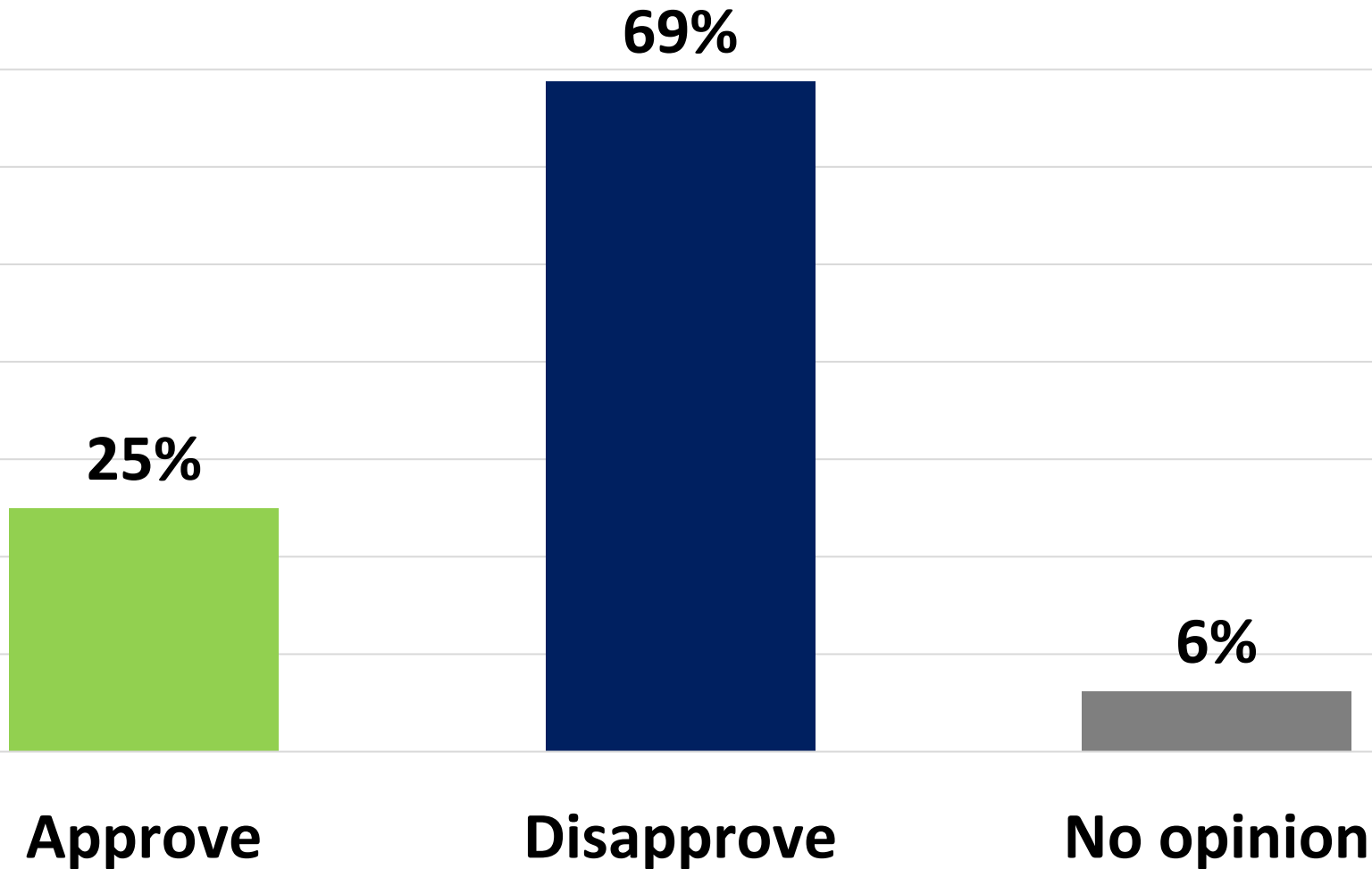


No

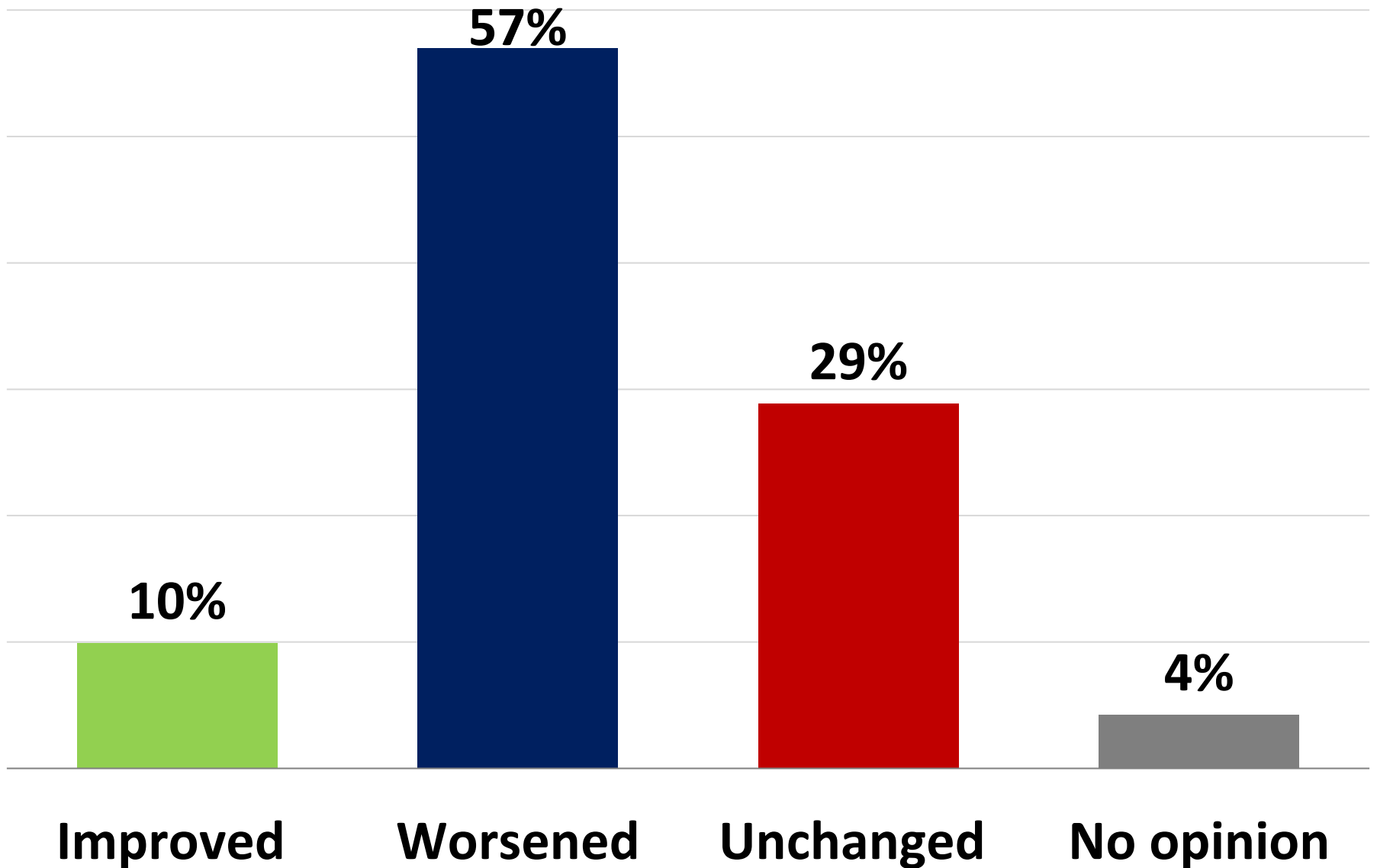
Would you say things in this country today are generally headed in the right direction or wrong direction?



Do you approve or disapprove of the way H.E. Nana Akuffo Addo is doing his job as president?



Compared to the year before, which of the following best describes your standard of living?



Are you optimistic your standard of living will improve in the next 12 months?

46%



Yes

37%



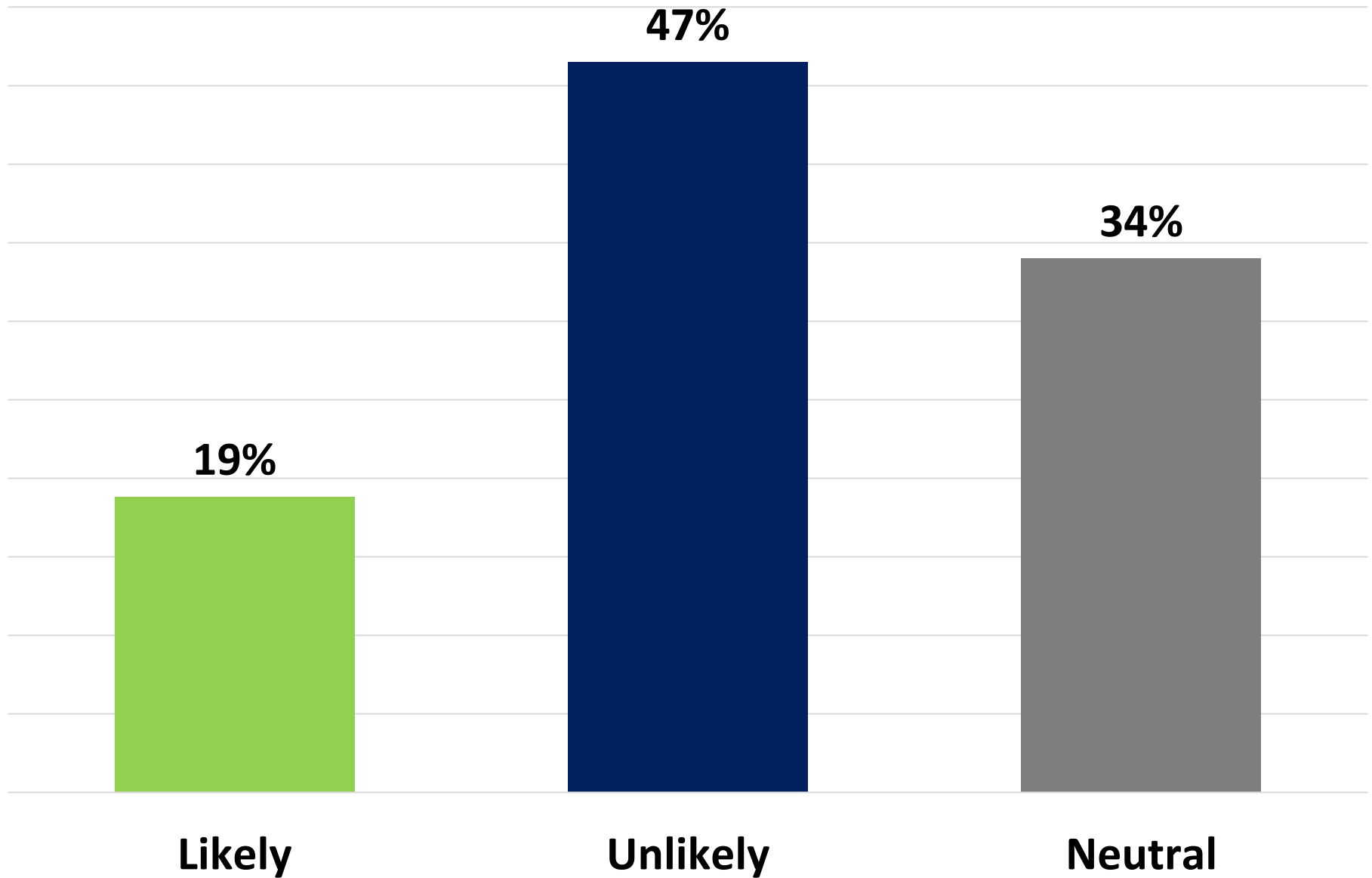
No

17%

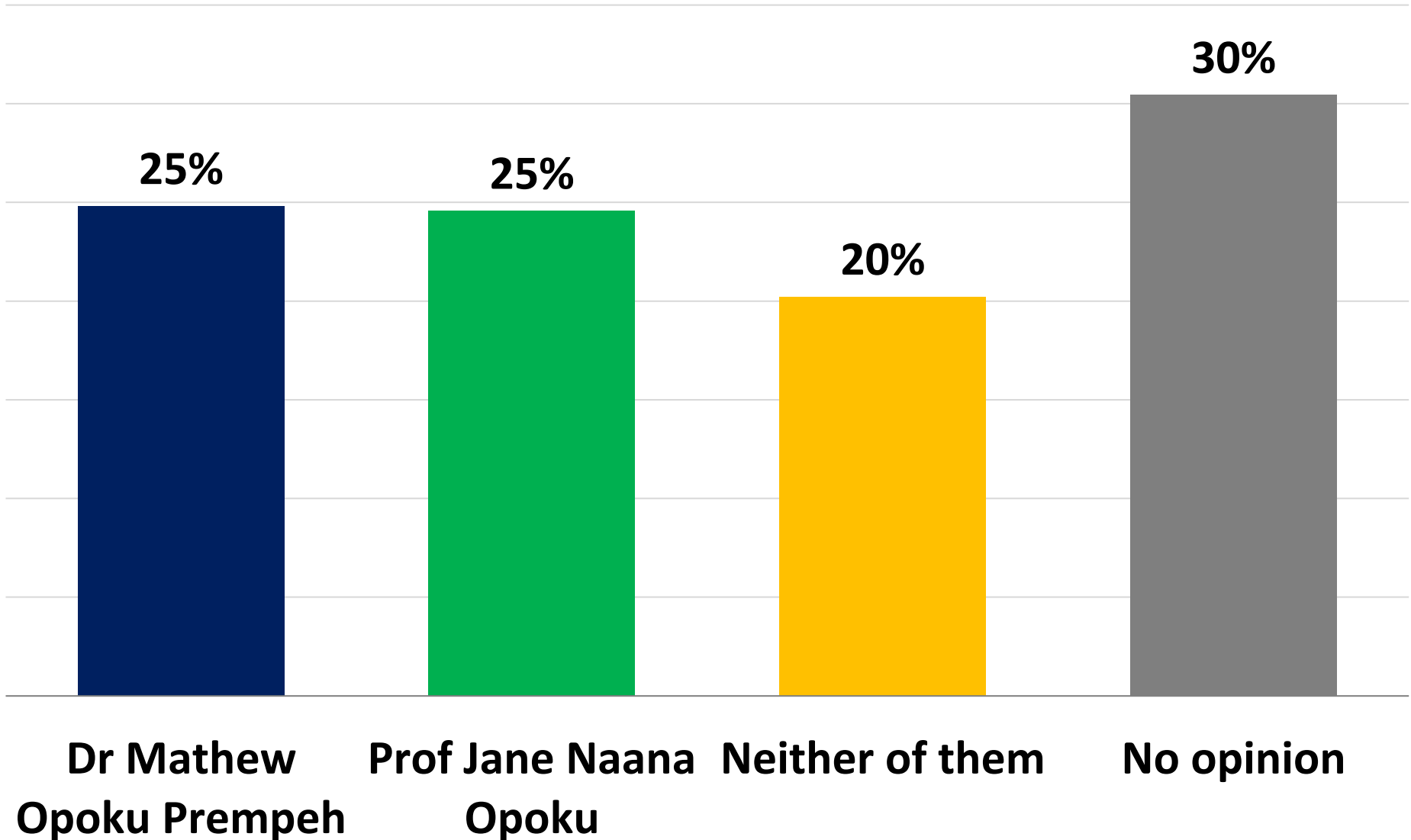


No opinion

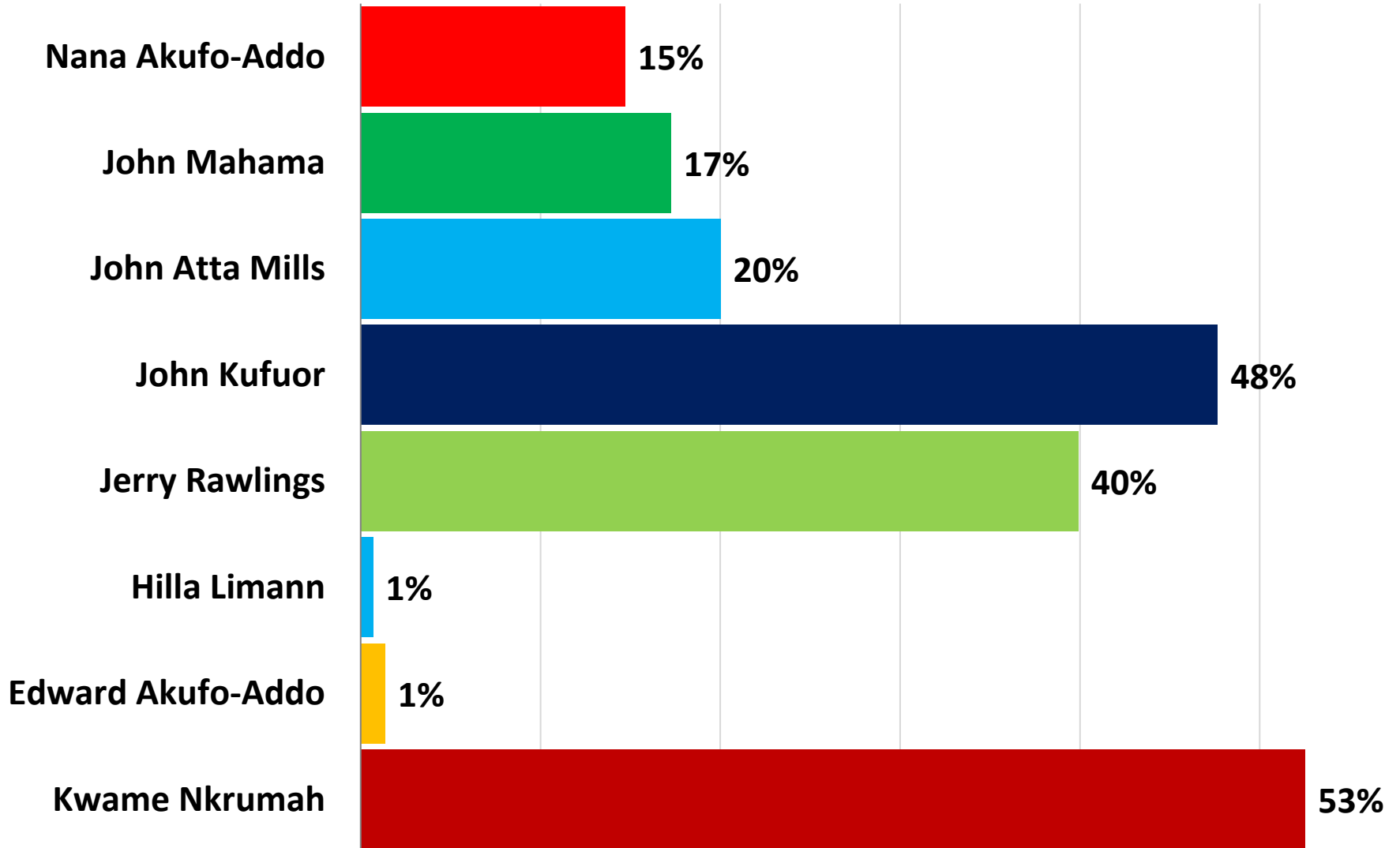
How likely is the nomination of Dr. Mathew Opoku Prempeh going to influence you to vote for the NPP in the December election?



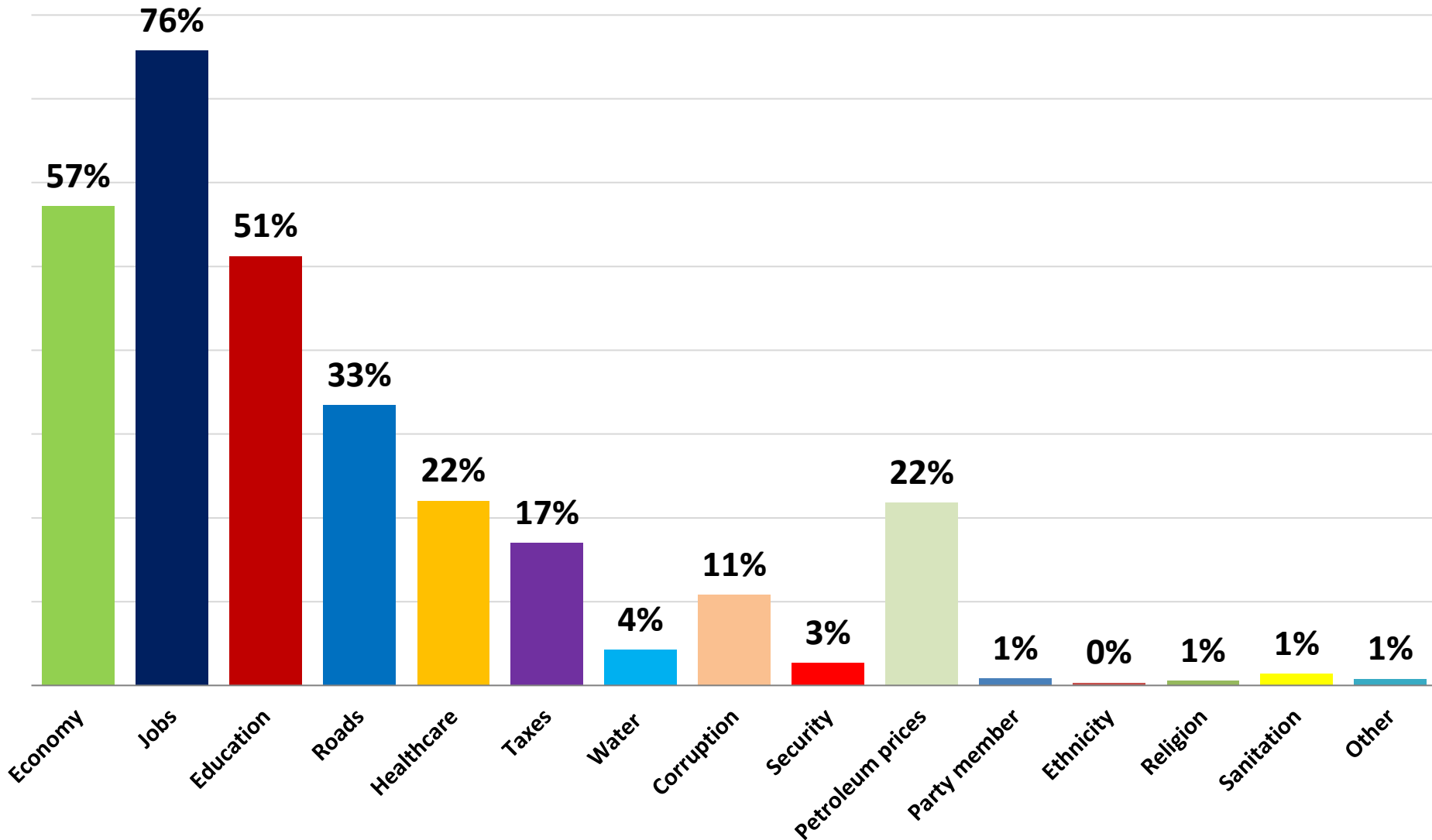
Which of the following running mates do you believe can do a better job as vice president if elected?



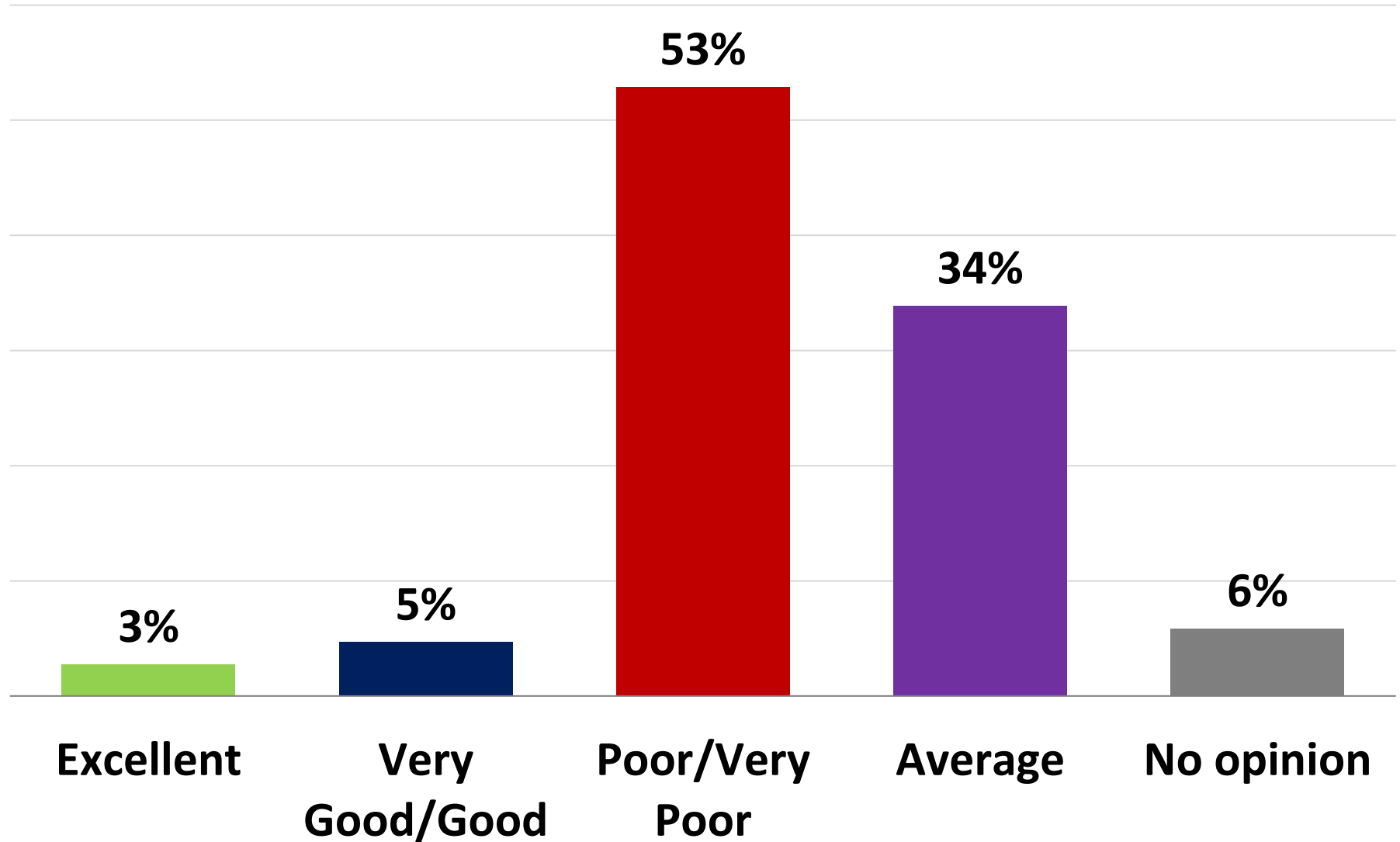
In your opinion, who is the best-ever and second-best head of state of Ghana who were democratically elected?



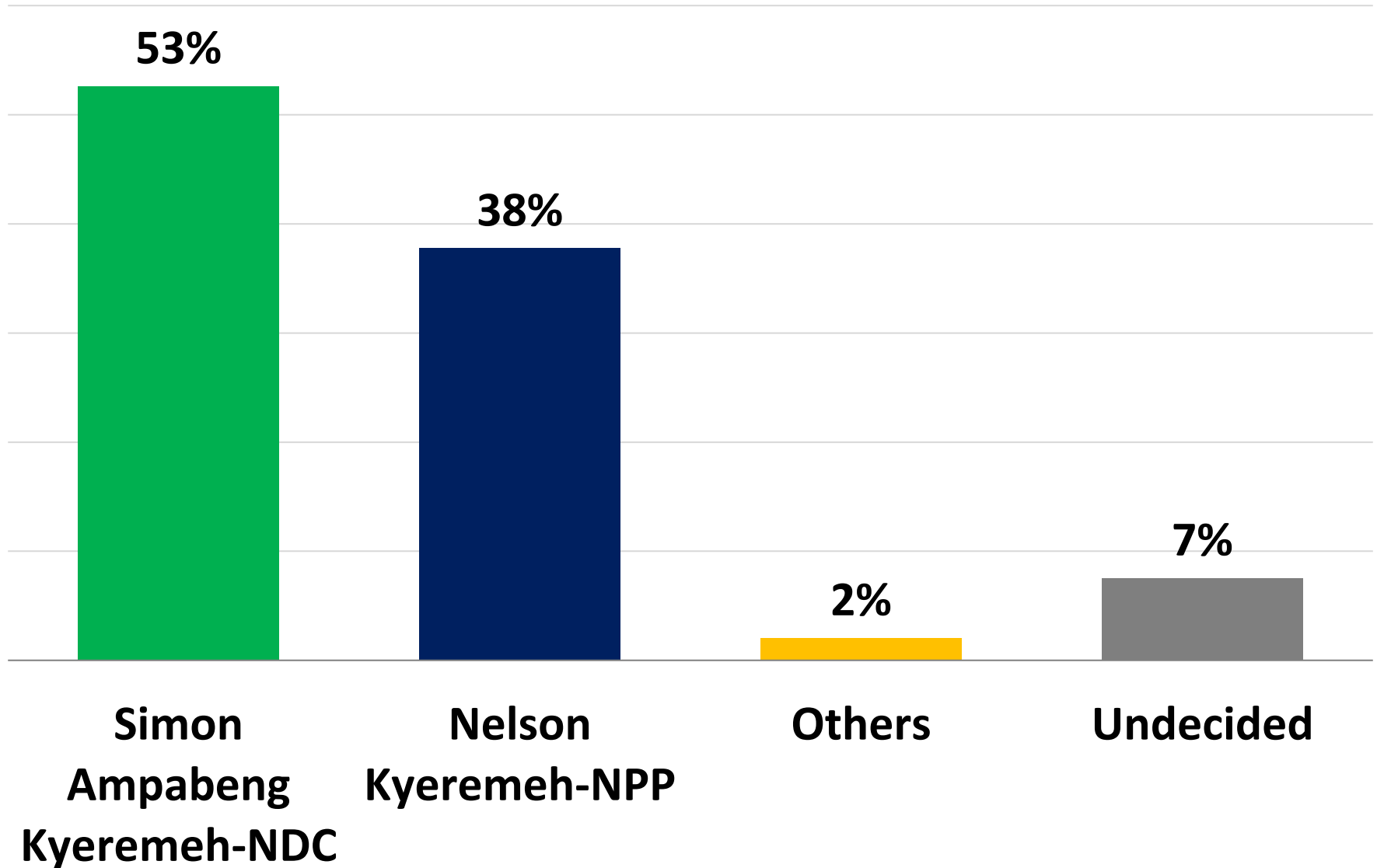
Three (3) Key Issues for voters



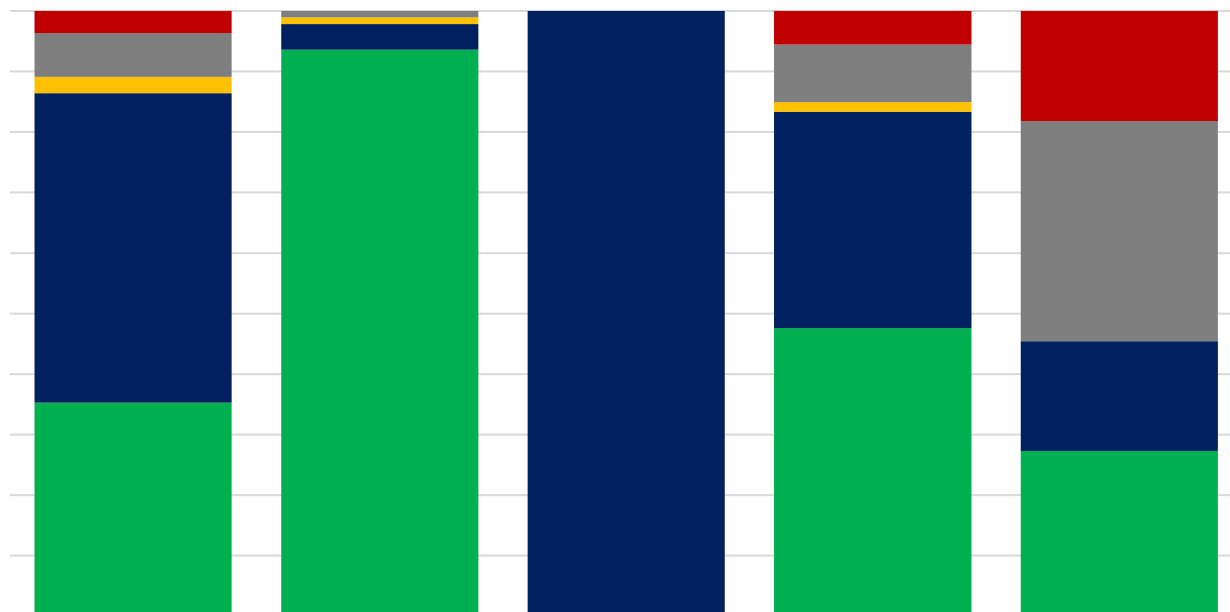
How would you rate the performance of your Member of Parliament?



Which of the following candidate do you intend to vote for in the 2024 parliamentary elections in Berekum East?

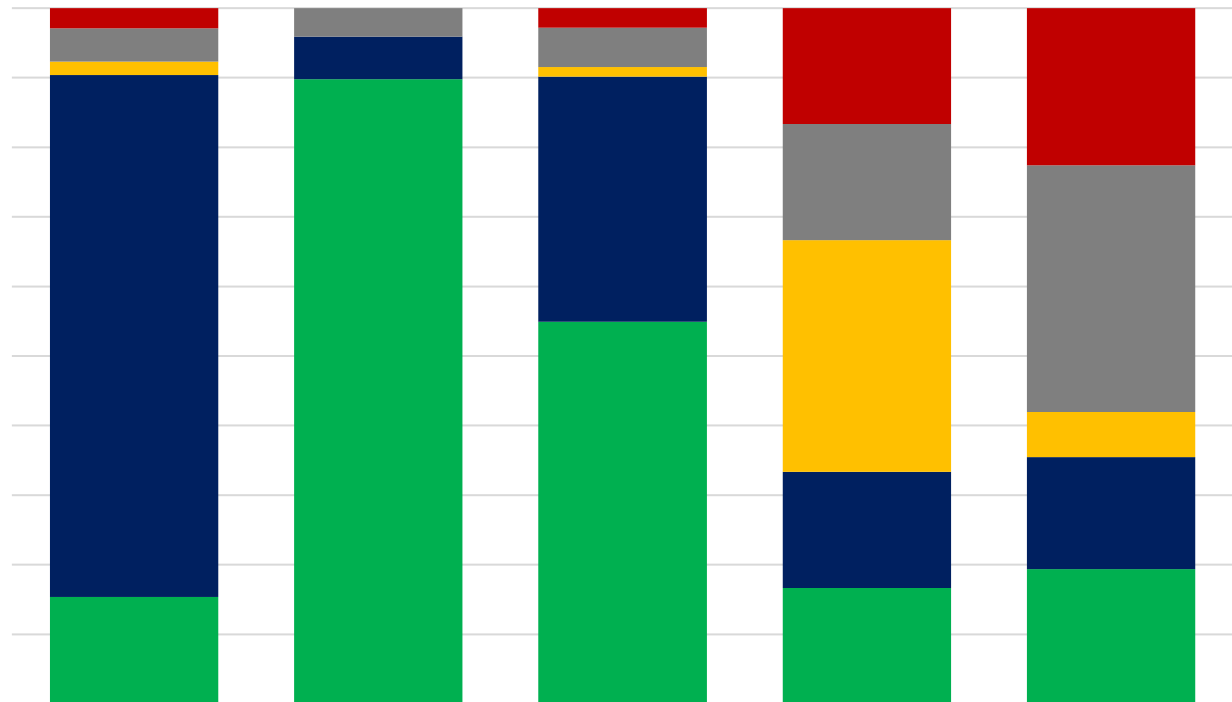


How they voted in the 2020 elections



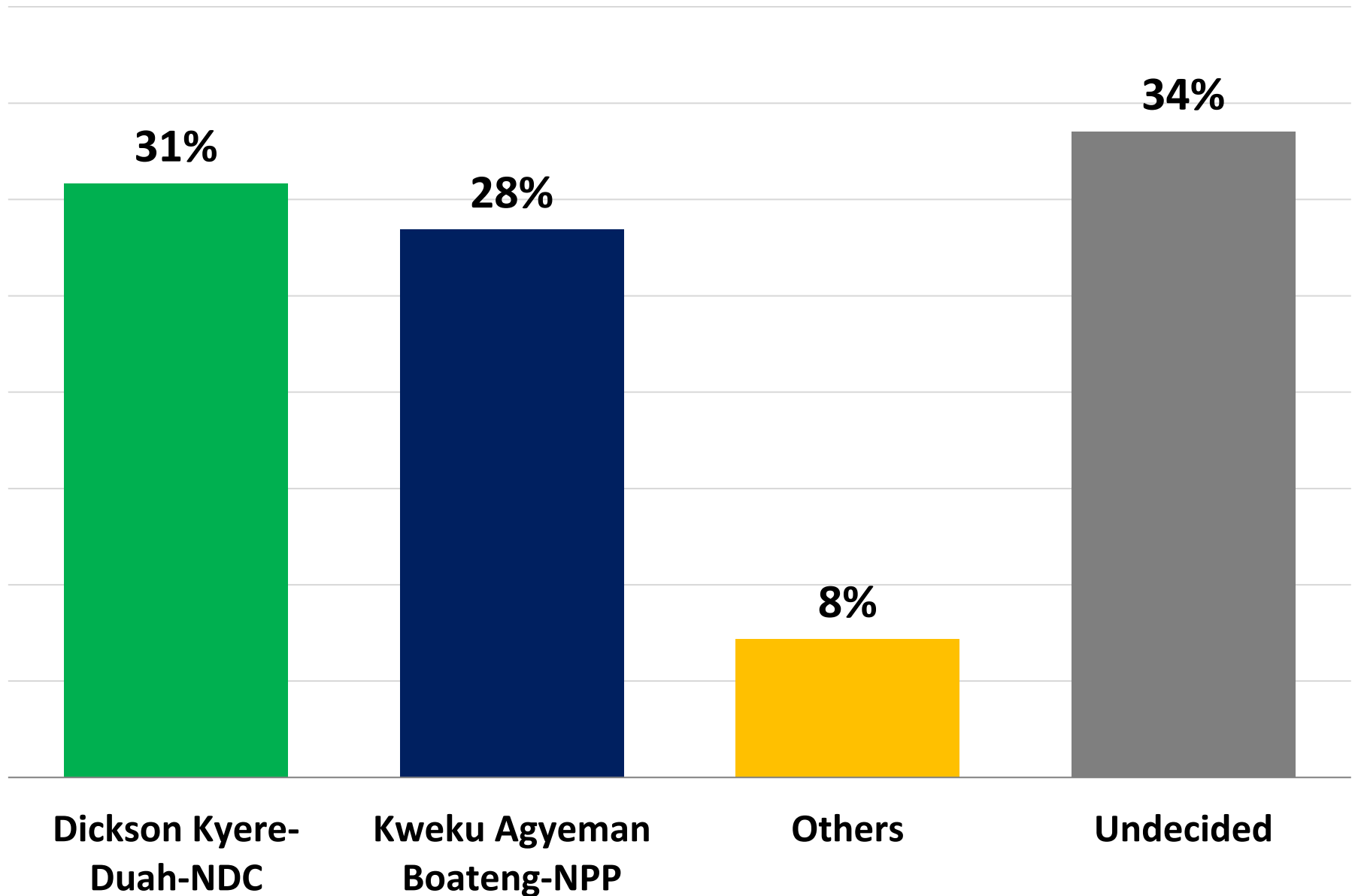
	NPP candidate	NDC candidate	Others	Didn't vote	Not Disclosed
■ I will not vote	4%	0%	0%	6%	18%
■ Undecided	7%	1%	0%	10%	36%
■ Others	3%	1%	0%	2%	0%
■ Nelson Kyeremeh-NPP	51%	4%	100%	36%	18%
■ Simon Ampabeng Kyeremeh-NDC	35%	94%	0%	48%	27%

Parliamentary voting – Party Affiliations

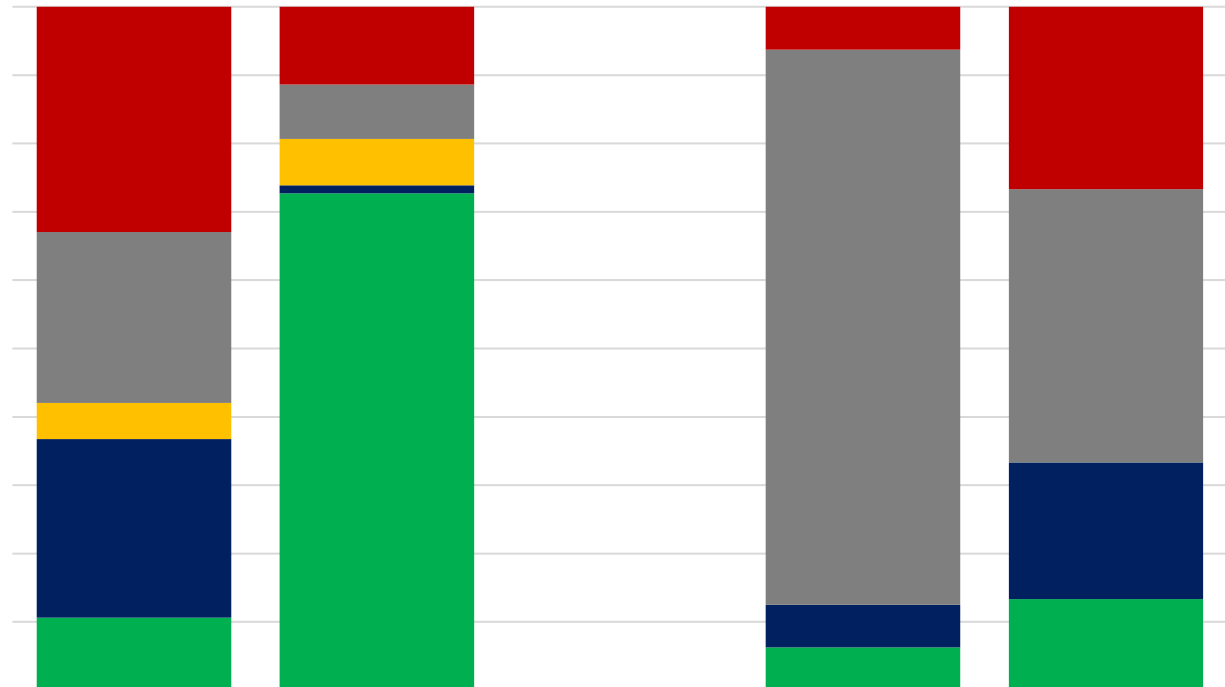


	NPP	NDC	Floating Voters	Other Parties	Not Disclosed
■ I will not vote	3%	0%	3%	17%	23%
■ Undecided	5%	4%	6%	17%	35%
■ Others	2%	0%	1%	33%	6%
■ Nelson Kyeremeh-NPP	75%	6%	35%	17%	16%
■ Simon Ampabeng Kyeremeh-NDC	15%	90%	55%	17%	19%

Which of the following candidate do you intend to vote for in the 2024 parliamentary elections in Berekum West?

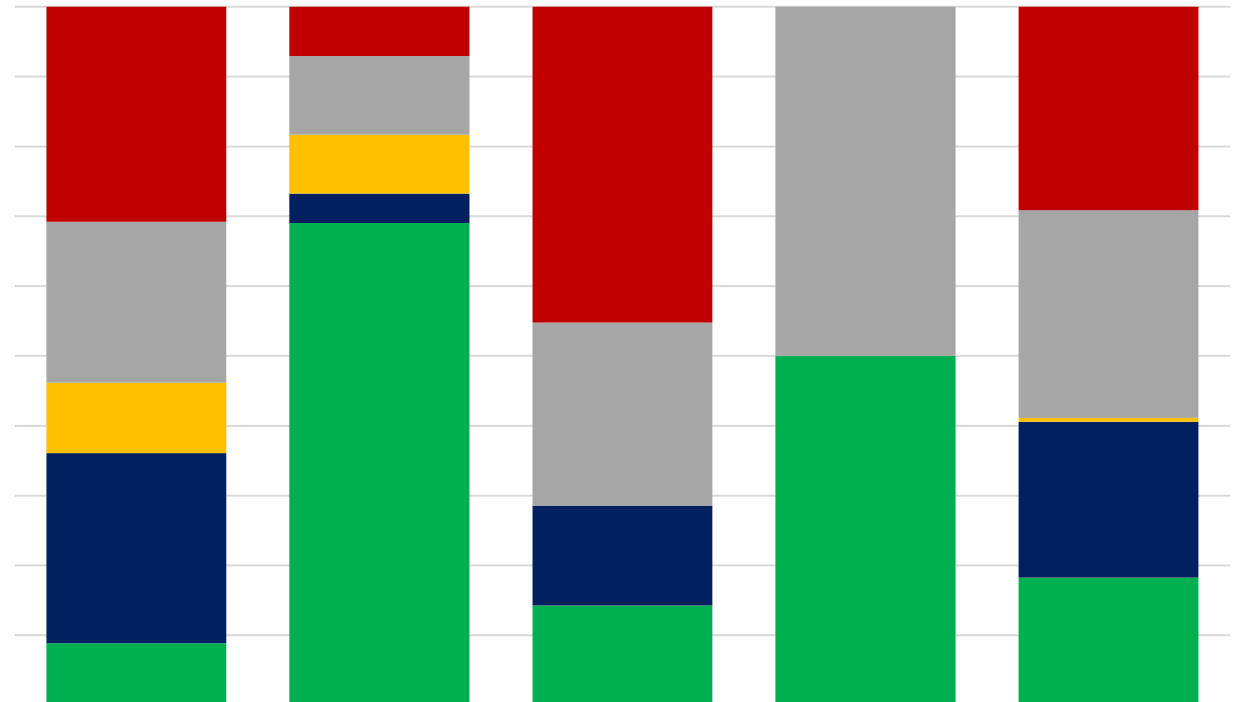


How they voted in the 2020 elections



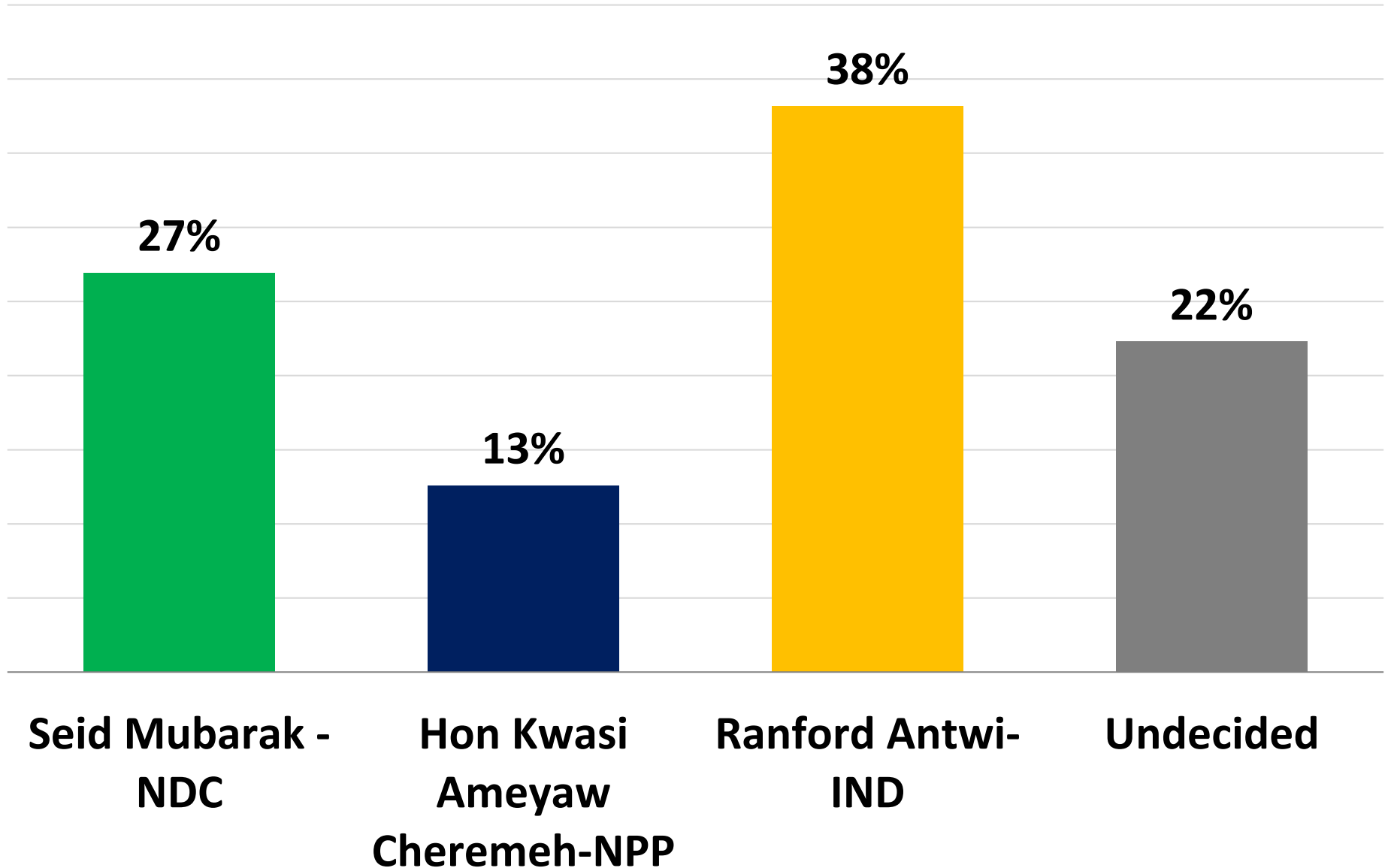
	NPP candidate	NDC candidate	Others	Didn't vote	Not Disclosed
■ I will not vote	33%	11%	0%	6%	27%
■ Undecided	25%	8%	0%	81%	40%
■ Others	5%	7%	0%	0%	0%
■ Kweku Agyeman Boateng-NPP	26%	1%	0%	6%	20%
■ Dickson Kyere-Duah-NDC	11%	73%	0%	6%	13%

Parliamentary voting – Party Affiliations

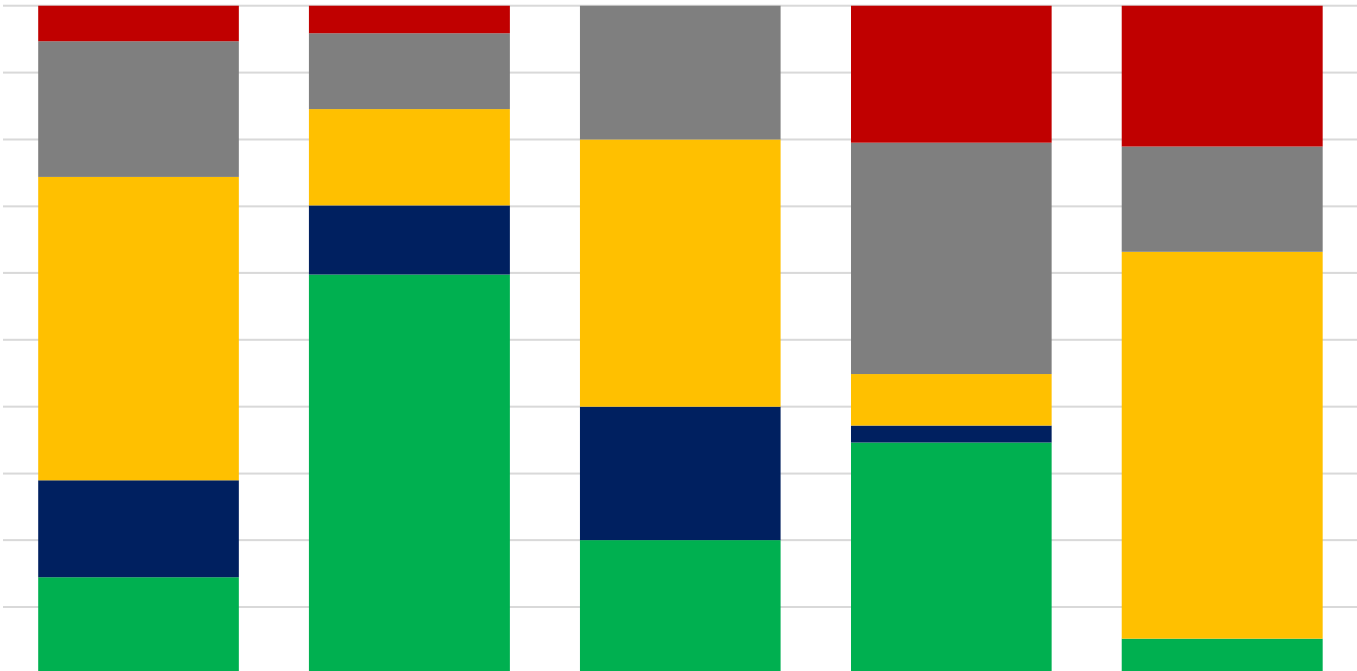


	NPP	NDC	Floating Voters	Other Parties	Not Disclosed
■ I will not vote	31%	7%	45%	0%	29%
■ Undecided	23%	11%	26%	50%	30%
■ Others	10%	8%	0%	0%	1%
■ Kweku Agyeman Boateng-NPP	27%	4%	14%	0%	22%
■ Dickson Kyere-Duah-NDC	9%	69%	14%	50%	18%

Which of the following candidate do you intend to vote for in the 2024 parliamentary elections in Sunyani East?

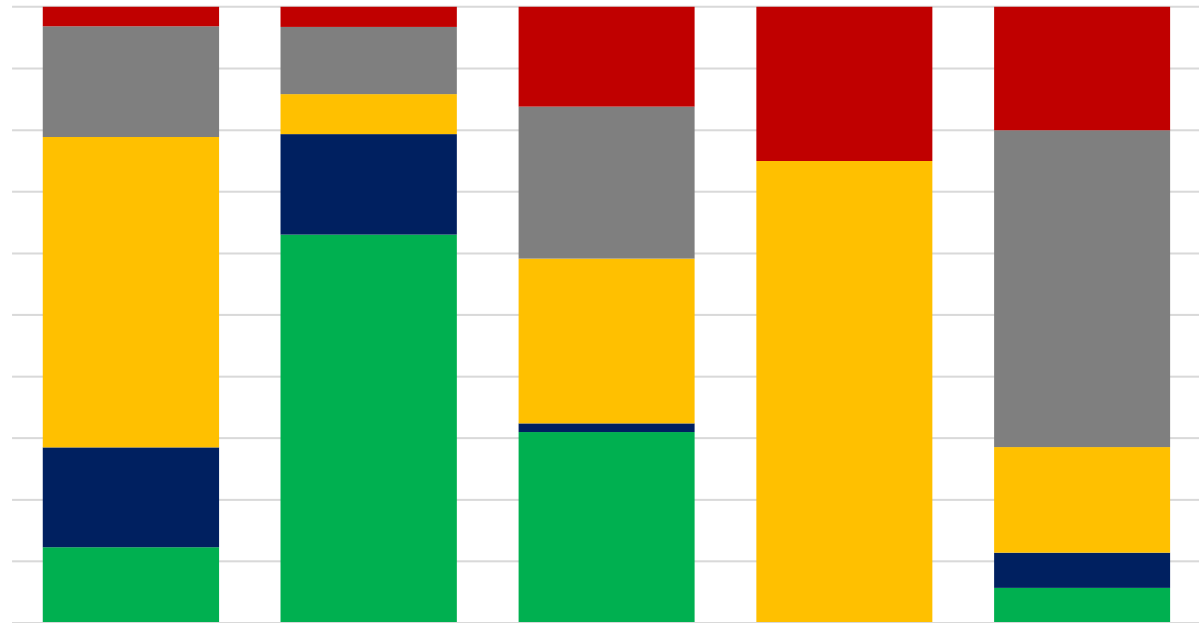


How they voted in the 2020 elections



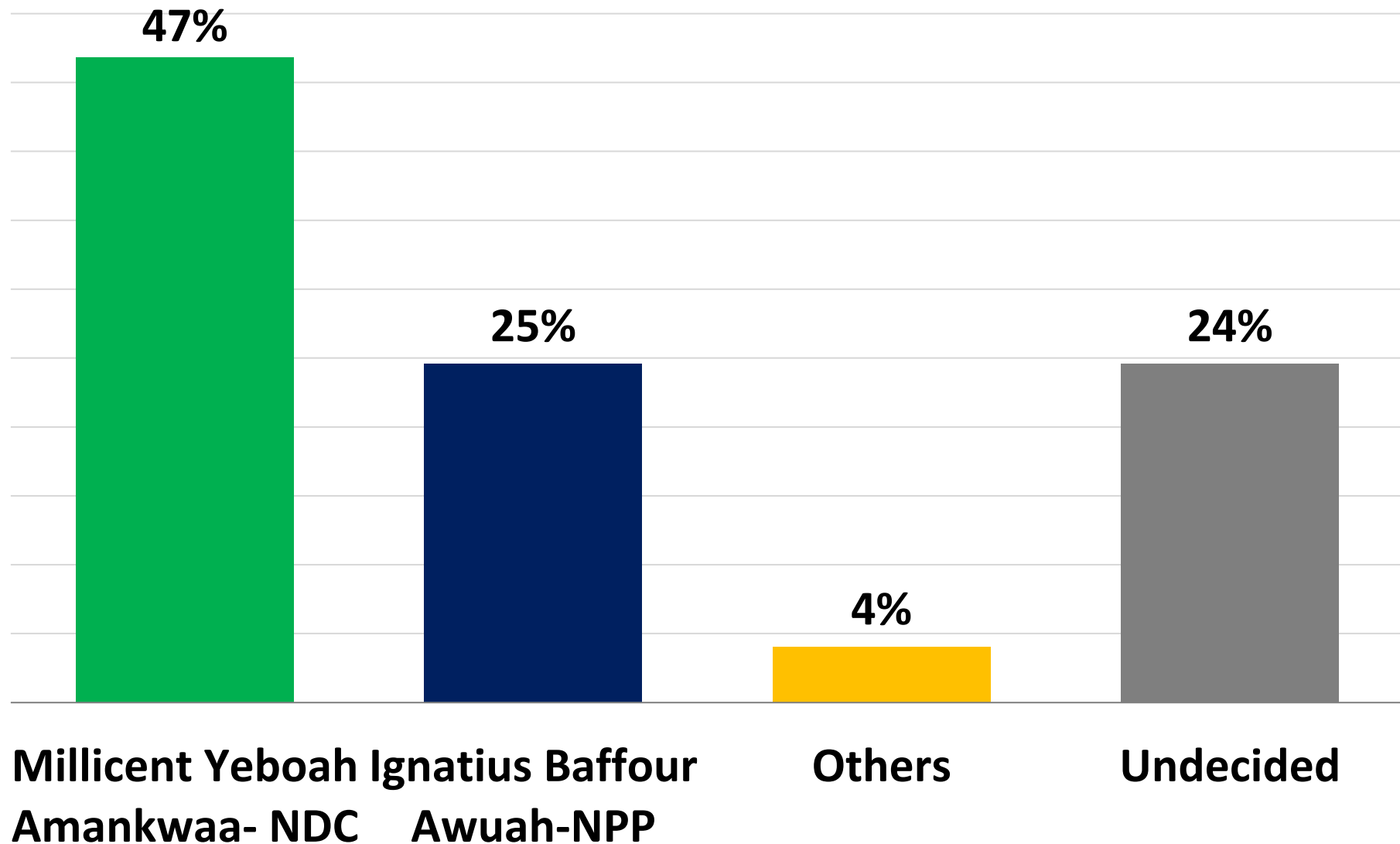
	NPP candidate	NDC candidate	Others	Didn't vote	Not Disclosed
■ I will not vote	5%	4%	0%	21%	21%
■ Undecided	20%	11%	20%	35%	16%
■ Ranford Antwi-IND	45%	14%	40%	8%	58%
■ Hon Kwasi Ameyaw Cheremeh-NPP	14%	10%	20%	3%	0%
■ Seid Mubarak - NDC	14%	60%	20%	35%	5%

Parliamentary voting – Party Affiliations

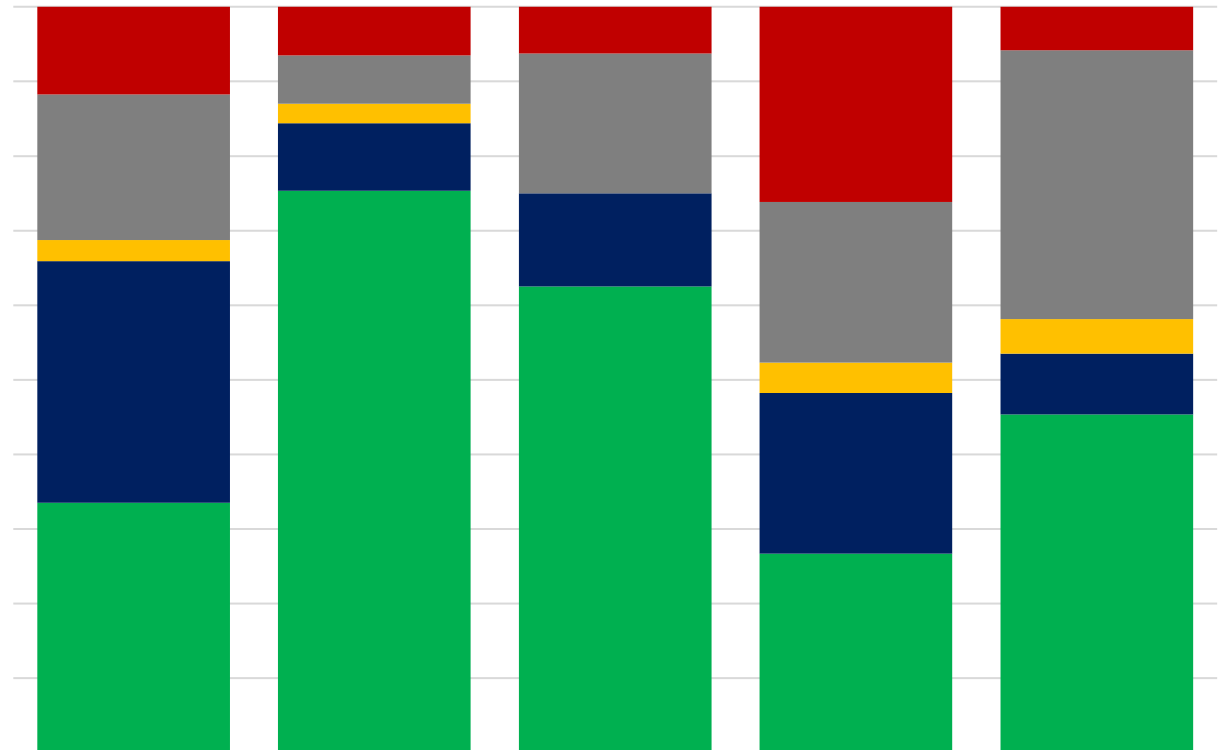


	NPP	NDC	Floating Voters	Other Parties	Not Disclosed
■ I will not vote	3%	3%	16%	25%	20%
■ Undecided	18%	11%	25%	0%	51%
■ Ranford Antwi-IND	50%	7%	27%	75%	17%
■ Hon Kwasi Ameyaw Cheremeh-NPP	16%	16%	1%	0%	6%
■ Seid Mubarak - NDC	12%	63%	31%	0%	6%

Which of the following candidate do you intend to vote for in the 2024 parliamentary elections in Sunyani West?

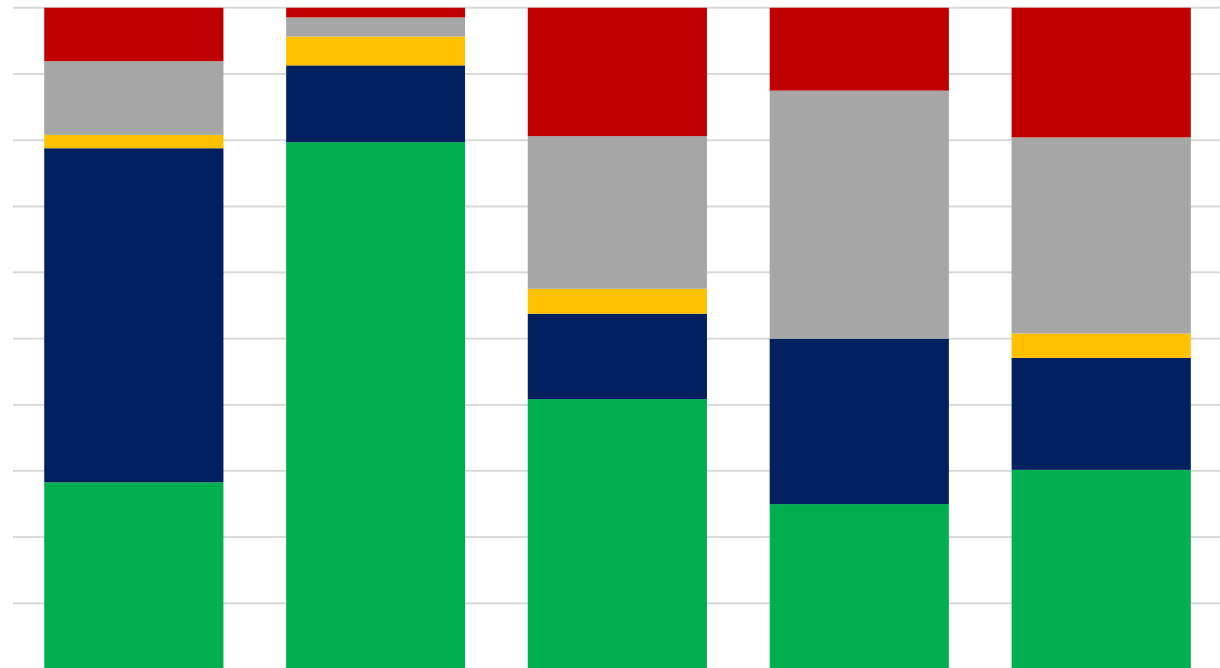


How they voted in the 2020 elections



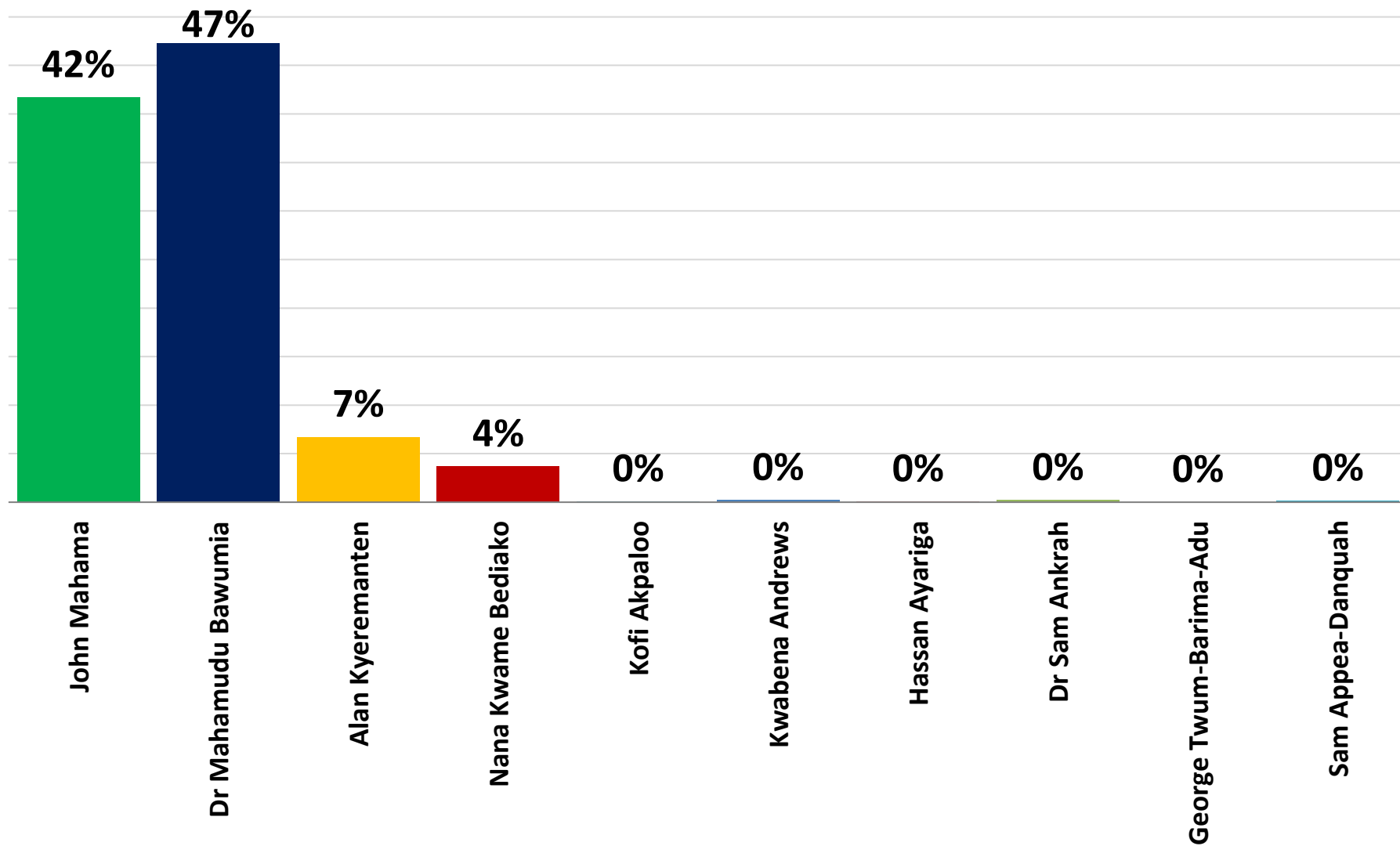
	NPP candidate	NDC candidate	Others	Didn't vote	Not Disclosed
■ I will not vote	12%	6%	6%	26%	6%
■ Undecided	20%	6%	19%	22%	36%
■ Others	3%	3%	0%	4%	5%
■ Ignatius Baffour Awuah-NPP	32%	9%	13%	22%	8%
■ Millicent Yeboah Amankwaa- NDC	34%	75%	63%	27%	45%

Parliamentary voting – Party Affiliations

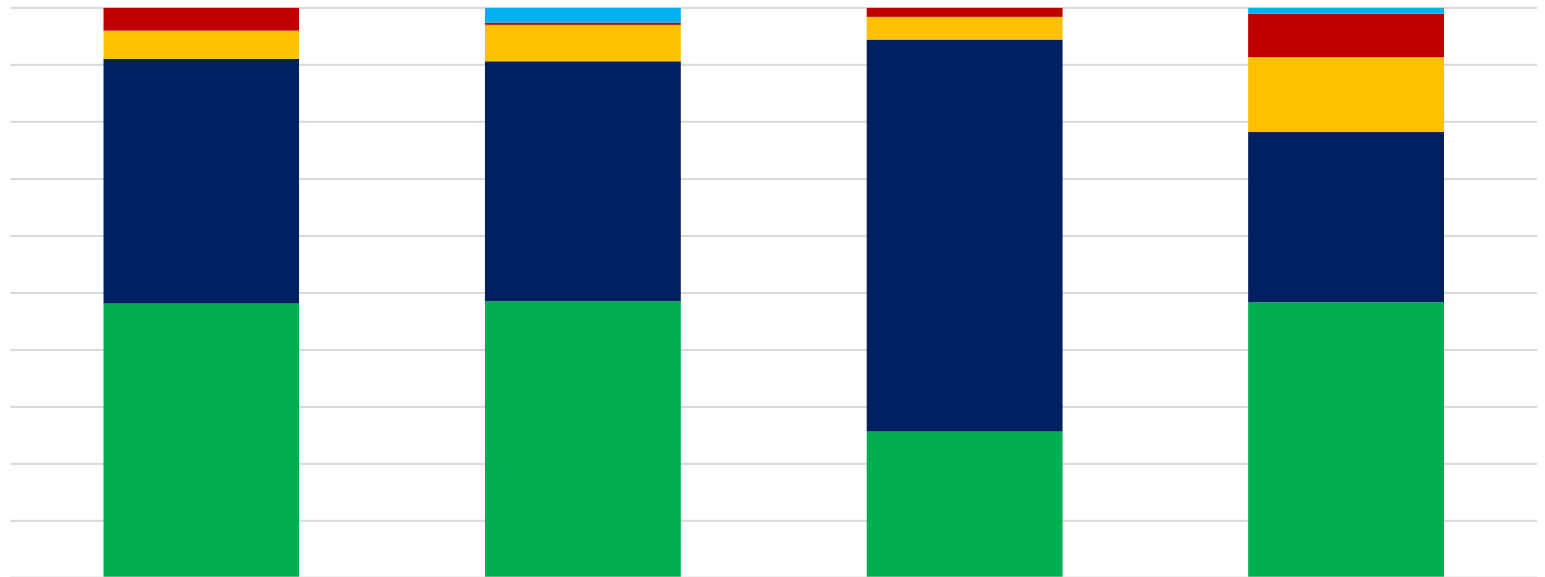


	NPP	NDC	Floating Voters	Other Parties	Not Disclosed
■ I will not vote	8%	1%	19%	13%	20%
■ Undecided	11%	3%	23%	38%	30%
■ Others	2%	4%	4%	0%	4%
■ Ignatius Baffour Awuah-NPP	51%	12%	13%	25%	17%
■ Millicent Yeboah Amankwaa-NDC	28%	80%	41%	25%	30%

If the 2024 Elections were held today, who would you vote for?

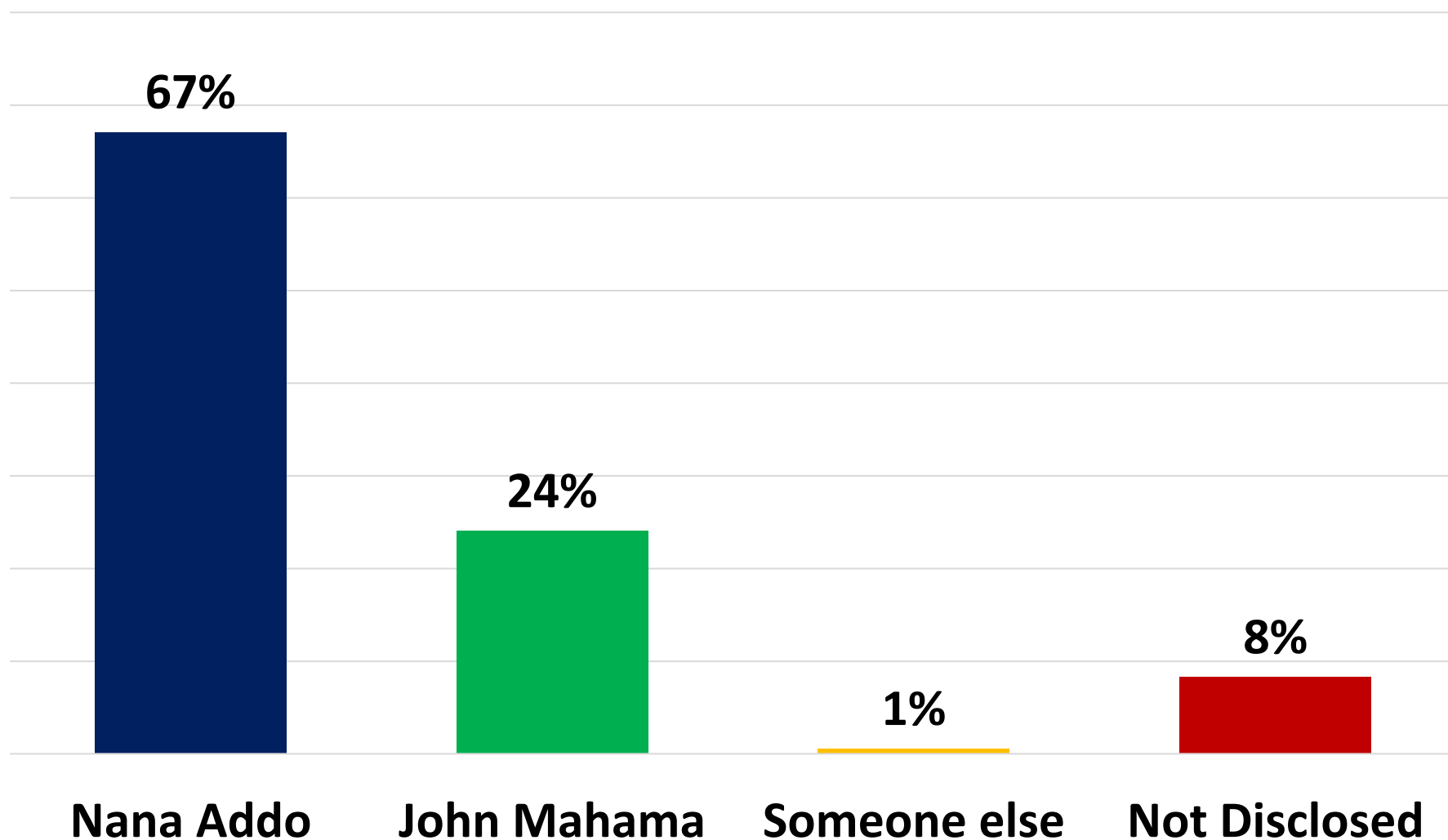


General Election-Constituencies

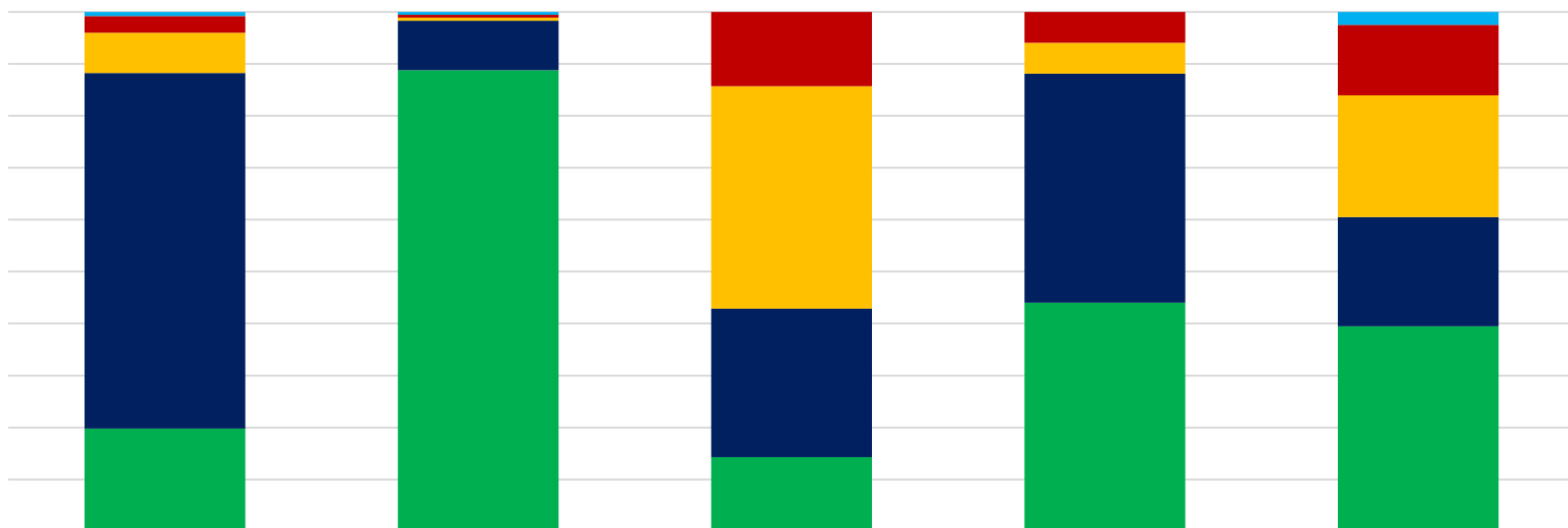


	Berekum East	Berekum West	Sunyani East	Sunyani West
Others	0%	3%	0%	1%
NKB	4%	0%	2%	8%
AKK	5%	6%	4%	13%
DMB	43%	42%	70%	30%
JDM	48%	49%	26%	48%

Which of the following candidates did you vote for in the 2020 presidential elections?

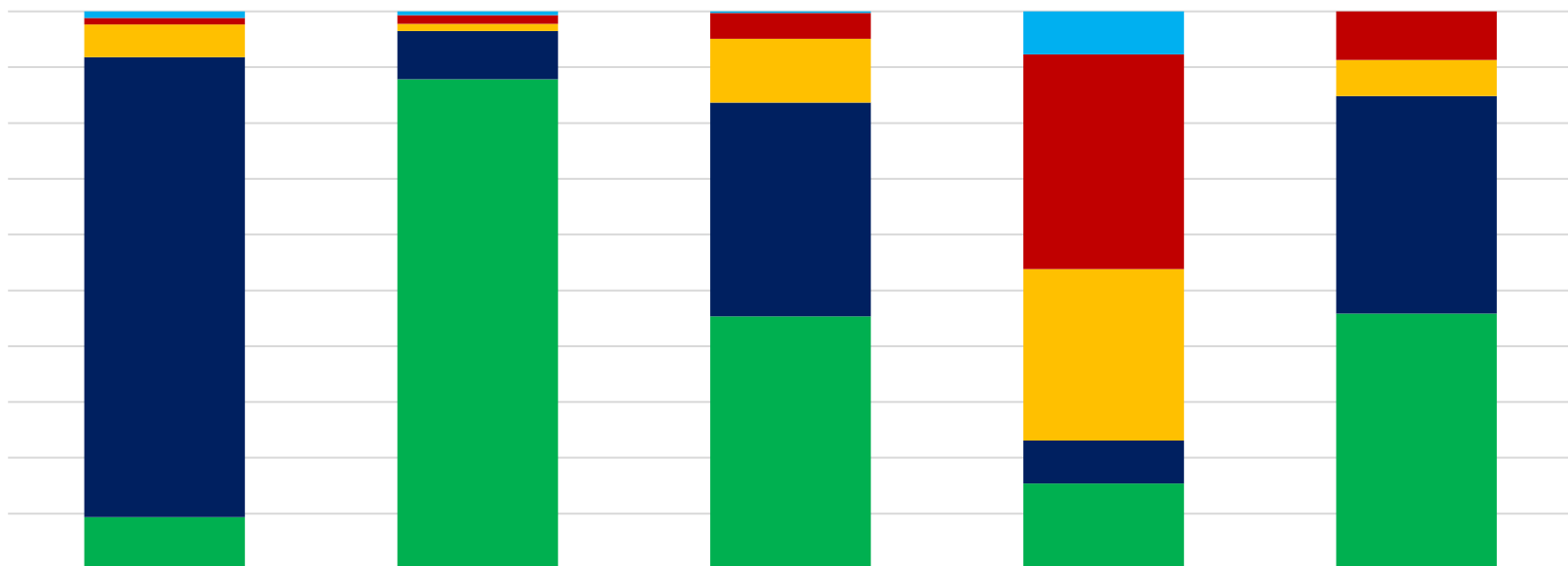


How they voted in the 2020 elections



	Nana Akufo Addo	John Mahama	Someone else	I did not vote	Not disclosed
Others	1%	1%	0%	0%	2%
NKB	3%	1%	14%	6%	14%
AKK	8%	1%	43%	6%	23%
DMB	68%	10%	29%	44%	21%
JDM	20%	89%	14%	44%	40%

Presidential voting – Party Affiliations



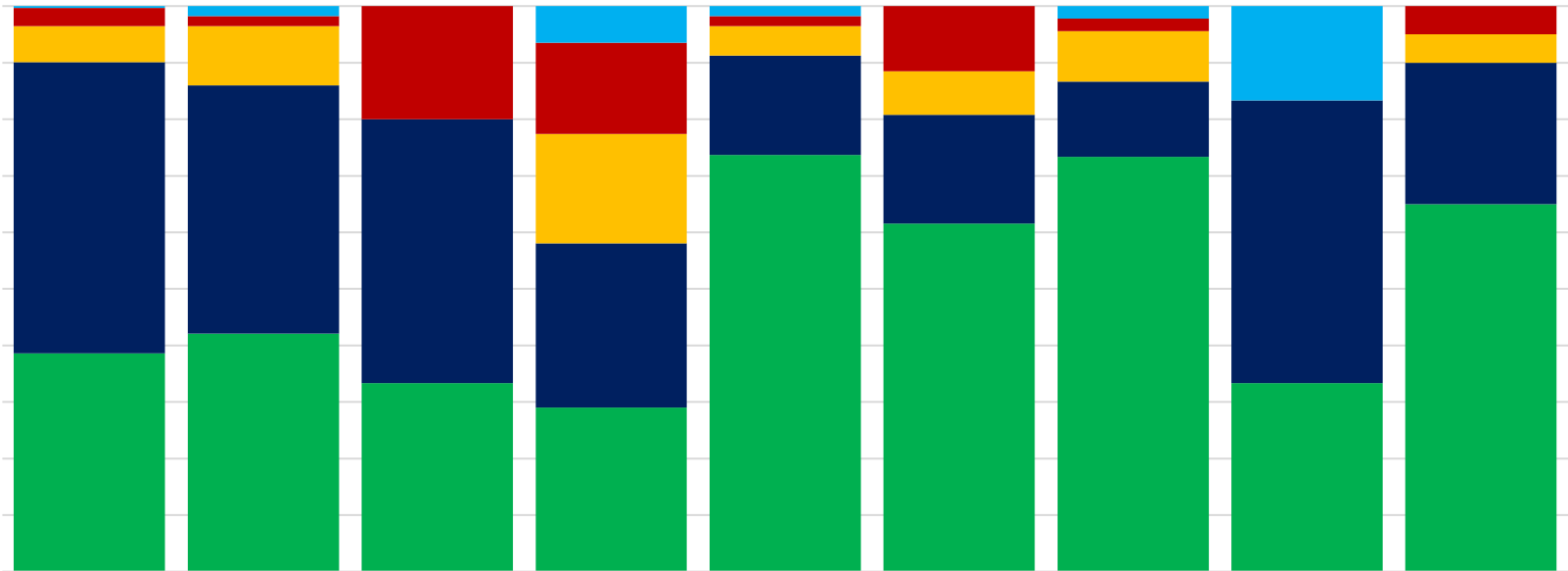
	NPP	NDC	Floating Voters	Other Parties	Not Disclosed
Others	1%	1%	0%	8%	0%
NKB	1%	2%	5%	38%	9%
AKK	6%	1%	11%	31%	6%
DMB	82%	9%	38%	8%	39%
JDM	9%	88%	45%	15%	46%

Religion



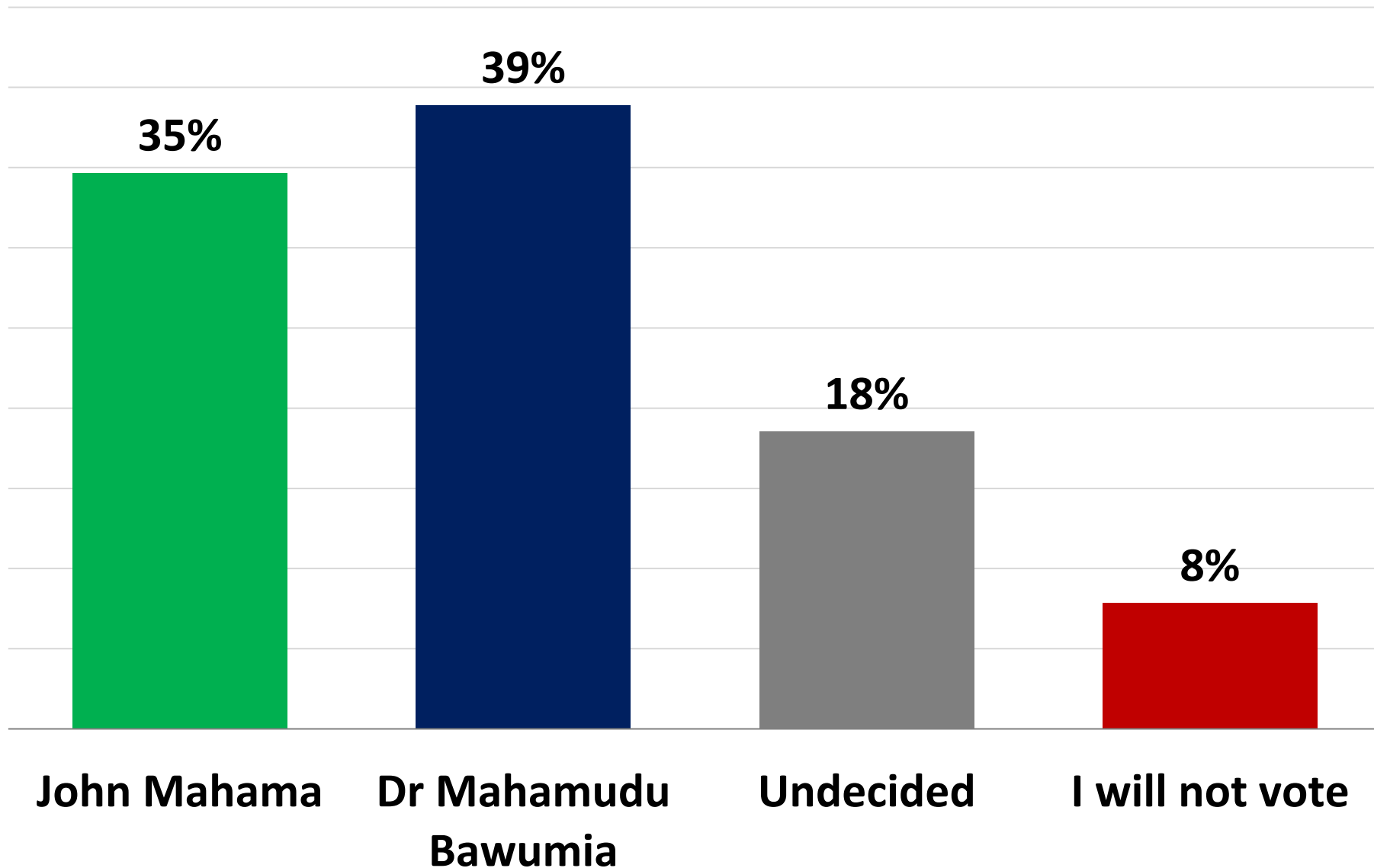
	Christianity	Islam	Traditional	Others	Non-religious
Others	1%	0%	6%	0%	3%
NKB	4%	2%	12%	21%	0%
AKK	7%	6%	12%	14%	0%
DMB	49%	42%	24%	36%	42%
JDM	40%	50%	47%	29%	55%

Ethnicity

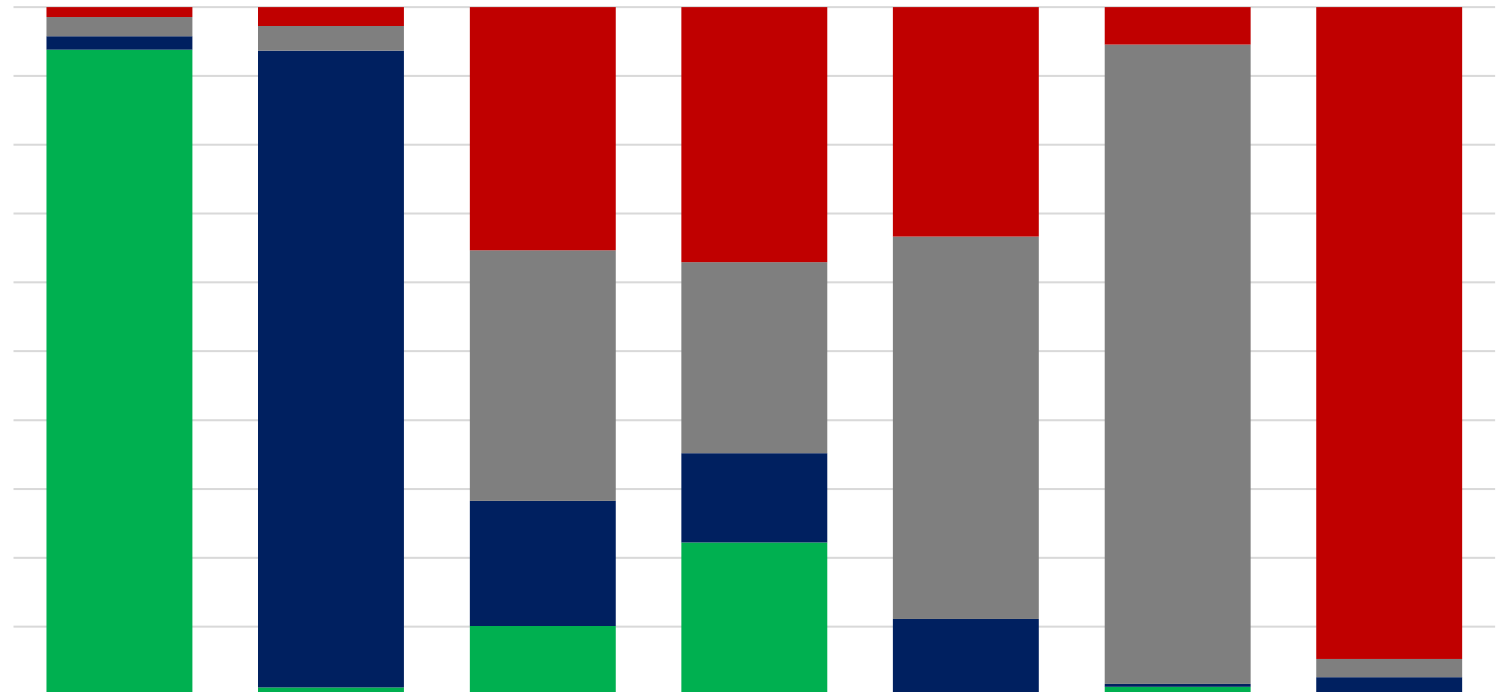


	Akan	Guan	Ga-Adangbese	Ewe	Mole-Dagbani	Gurma	Grushie	Mande	Other
Others	0%	2%	0%	6%	2%	0%	2%	17%	0%
NKB	3%	2%	20%	16%	2%	12%	2%	0%	5%
AKK	6%	11%	0%	19%	5%	8%	9%	0%	5%
DMB	51%	44%	47%	29%	18%	19%	13%	50%	25%
JDM	39%	42%	33%	29%	74%	62%	73%	33%	65%

If there is a runoff between John Mahama and Dr Mahamudu Bawumia, who would you vote for?

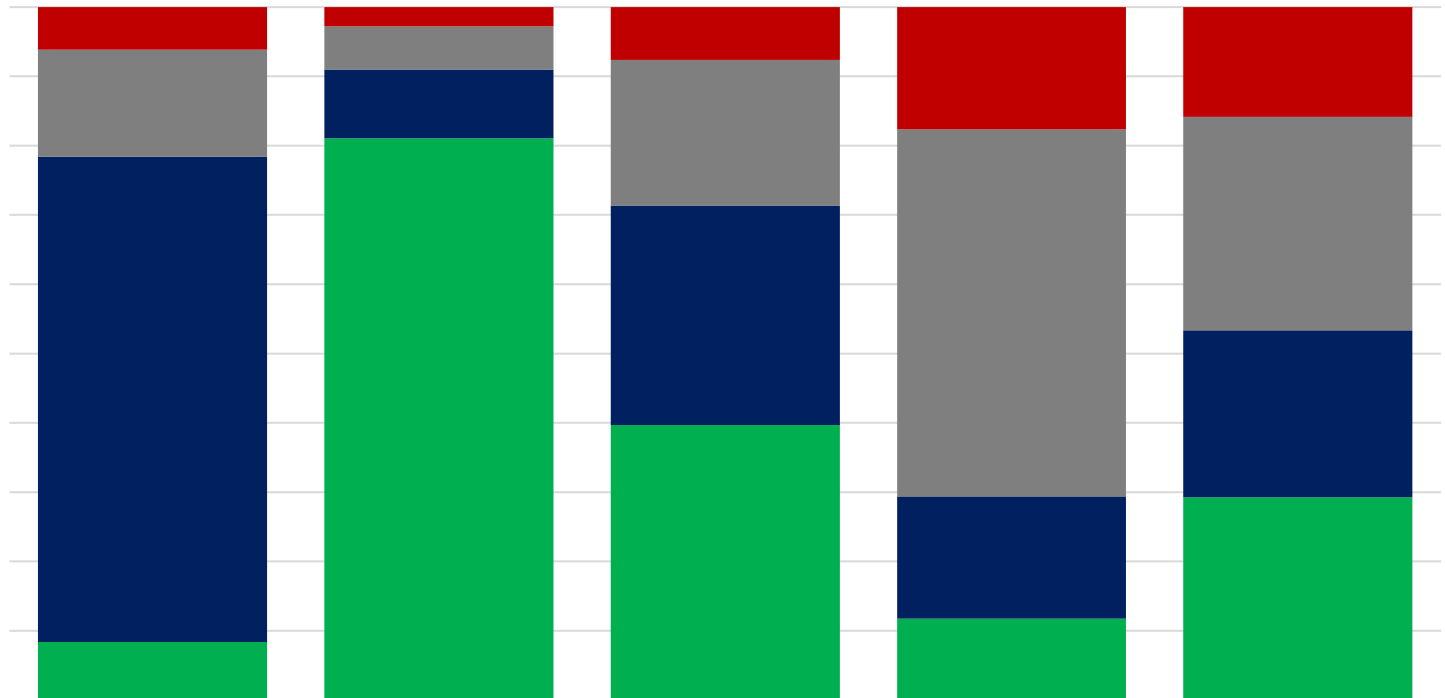


Runoff and Alliances



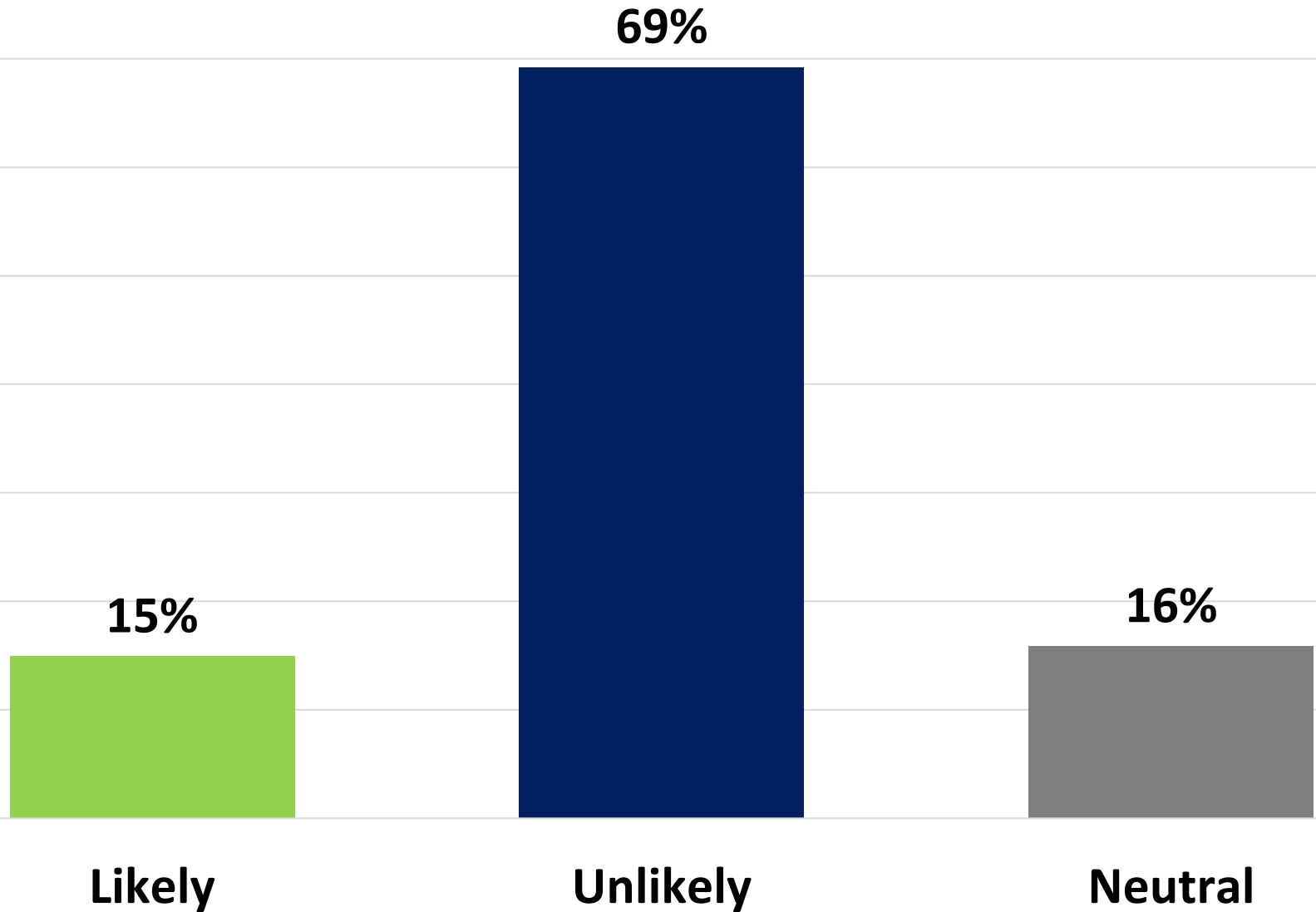
	JDM	DMB	AKK	MKB	Others	Undecided	Will not vote
■ Will not vote	1%	3%	35%	37%	33%	5%	94%
■ Undecided	3%	4%	36%	28%	56%	93%	3%
■ DMB	2%	93%	18%	13%	11%	0%	3%
■ JMD	94%	1%	10%	22%	0%	1%	0%

Runoff – Party Affiliations

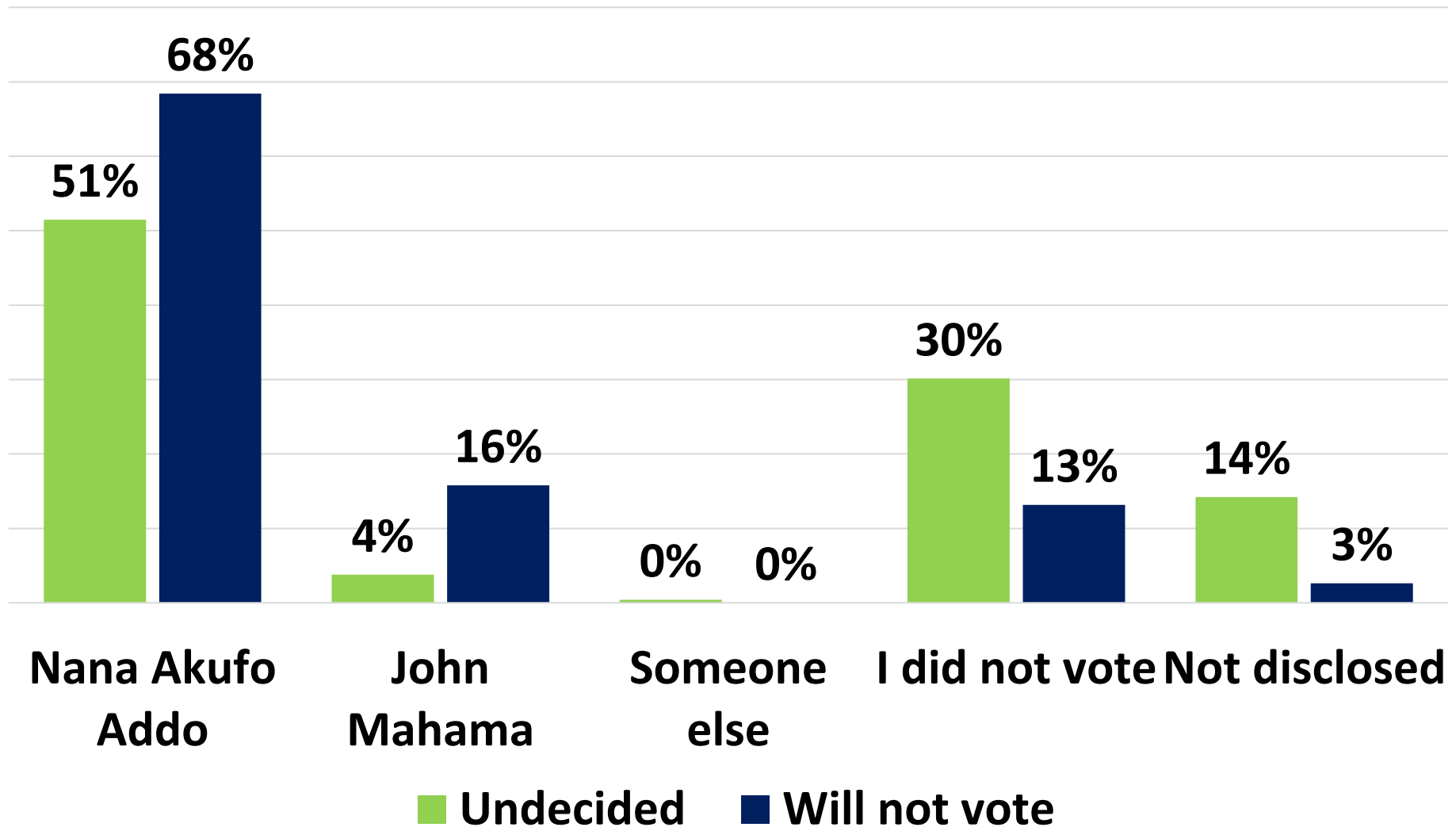


	NPP	NDC	Floating Voters	Other Parties	Not Disclosed
■ Will not vote	6%	3%	8%	18%	16%
■ Undecided	15%	6%	21%	53%	31%
■ DMB	70%	10%	32%	18%	24%
■ JMD	8%	81%	40%	12%	29%

How likely are you going to change your mind?



Undecided and Will not vote-How they voted in 2020



Undecided and Will not vote-Party Affiliation

