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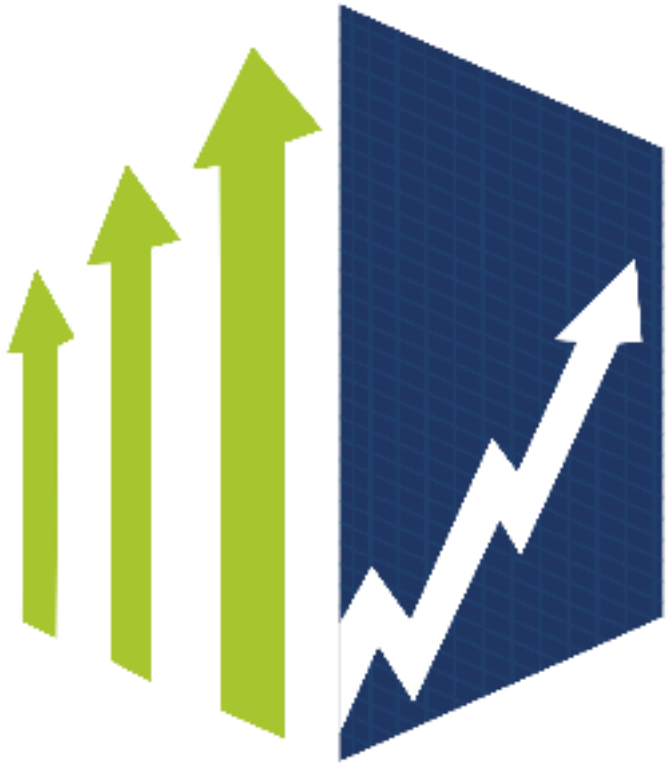
Market Research, Opinion Polls & Data Analytics

National Tracking Poll

April 19th 2022



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Polling Methodology

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Sample Size: 5,232

Confidence Interval: 99%

Margin of Error: MoE of ±1.799% at

Sample Frame Population : 4,685,495

Sampling Method

- 34 constituencies that were previously selected under convenient sample was repeated for purposes of establishing polling trend.
- Additional 34 constituencies were selected using random sampling. The previous constituencies polled in Jan. were excluded prior to running the random simulation model to select the constituencies. Thus, giving the remaining 241 constituencies an equal chance of selection.

Sampling Frame

- The 2020 Electoral Commissions voters' register was used as a sampling frame for the purpose of allocating sample size to each constituency.
- Allocation of sample was based on the total registered voters in the constituencies relative to the 68 constituencies selected.
- For each constituency selected, the location for the interview was also selected randomly from three Electoral Areas of the constituency.

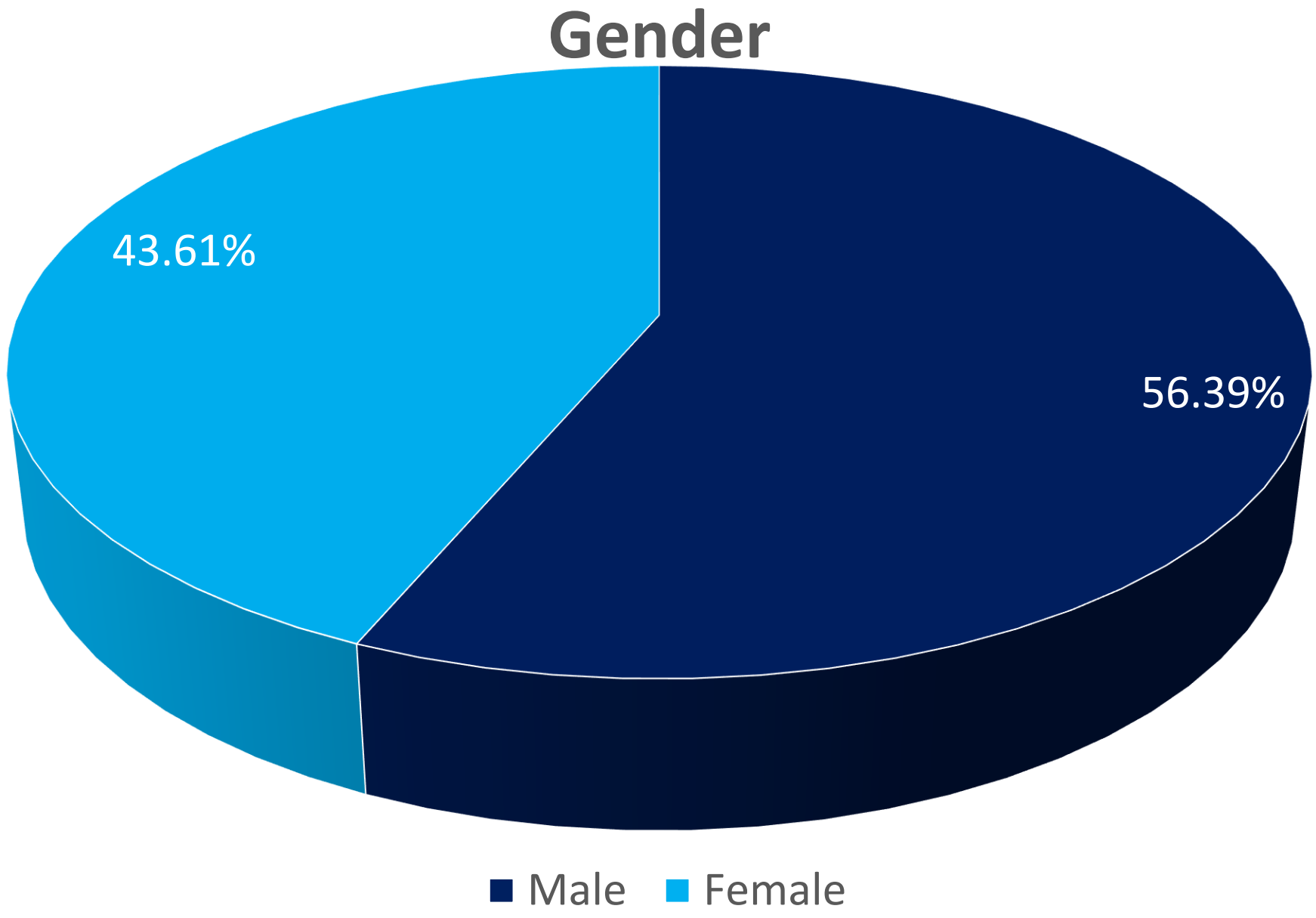
Fieldwork:

Interviews were carried out between 7th April – 18th April using both online and offline App to ensure real time data collection

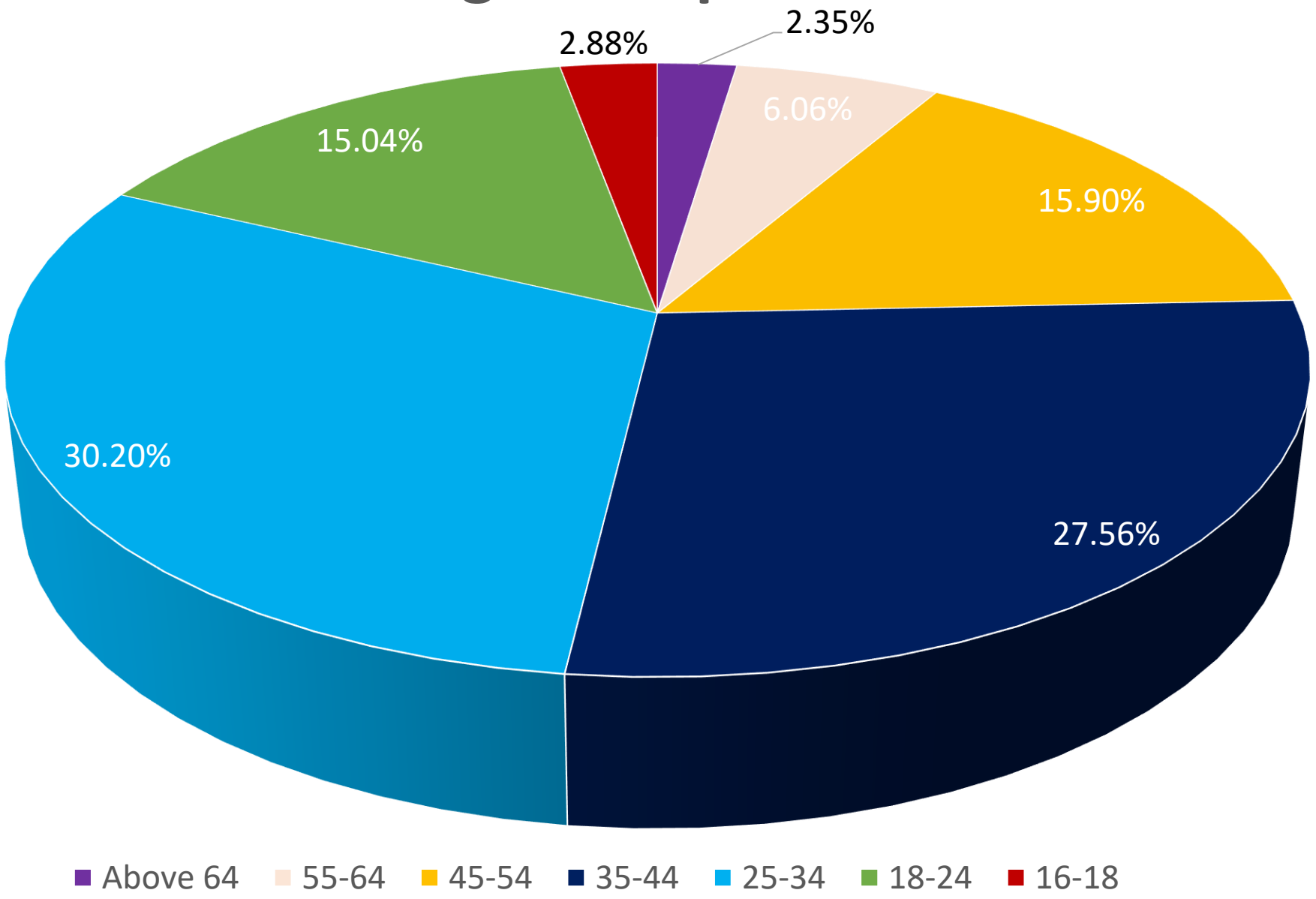
S/N	Constituencies	Region
1	Tano North	Ahafo
2	Tano South	Ahafo
3	Asokwa	Ashanti
4	Asawase	Ashanti
5	Juaben	Ashanti
6	Kwabre East	Ashanti
7	Kwadaso	Ashanti
8	Nhyiaeso	Ashanti
9	Manhyia North	Ashanti
10	Suame	Ashanti
11	Berekum East	Bono
12	Dormaa West	Bono
13	Jaman North	Bono
14	Sunyani East	Bono
15	Sunyani West	Bono
16	Wenchi	Bono
17	Atebubu-Amantin	Bono East
18	Sene West	Bono East
19	Techiman South	Bono East
20	Asikuma-Odoben-Brakwa	Central
21	Assin South	Central
22	Awutu-Senya West	Central
23	Gomoa East	Central
24	Gomoa West	Central
25	Upper Denkyira West	Central
26	Lower Manya	Eastern
27	Nkawkaw	Eastern
28	Abirim	Eastern
29	Okere	Eastern
30	Atiwa East	Eastern
31	Ablekuma South	Greater Accra
32	Anyaa-Sowutuom	Greater Accra
33	Ayawaso East	Greater Accra
34	Ayawaso West Wuogon	Greater Accra

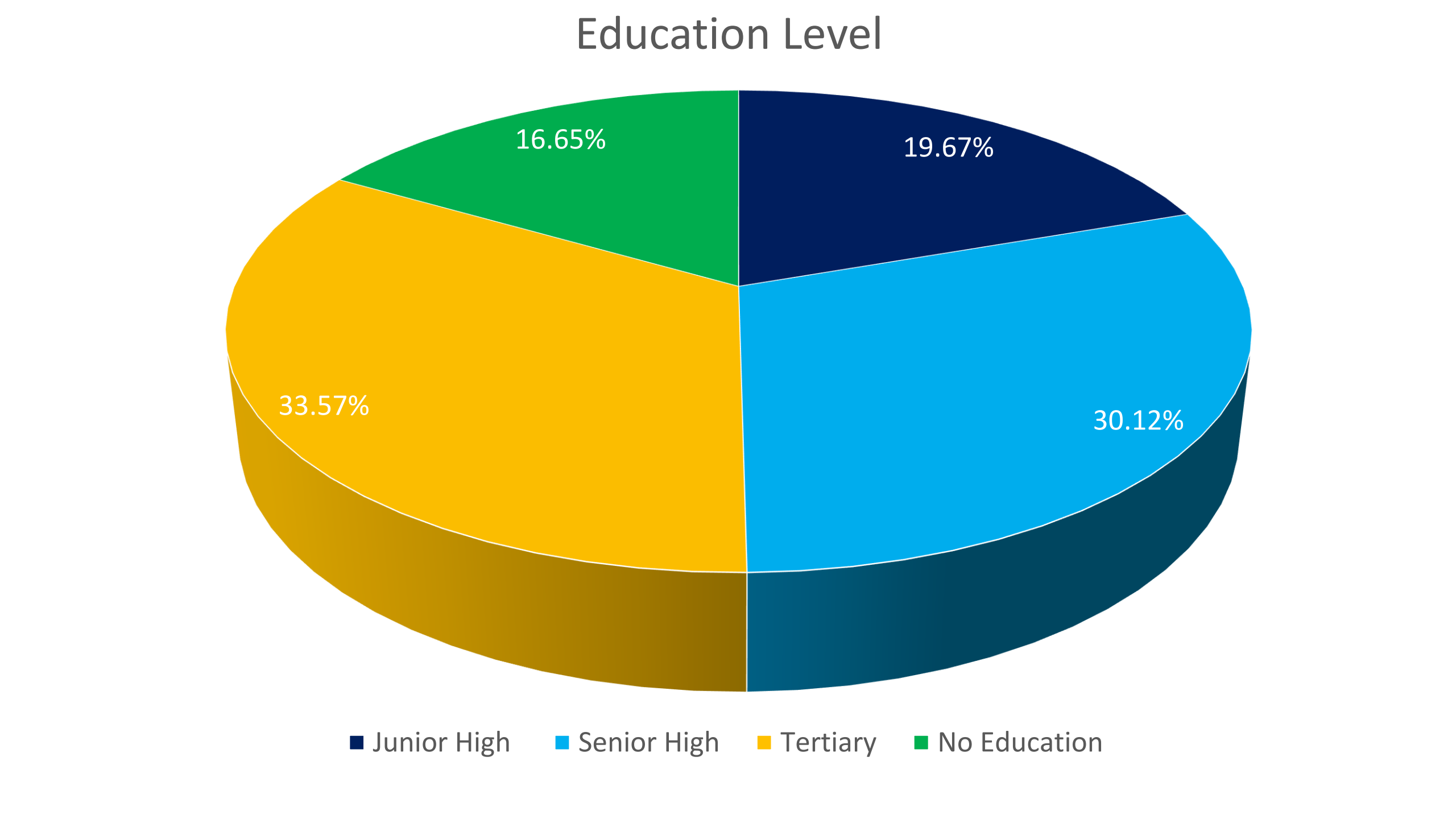
S/N	Constituencies	Region
35	Madina	Greater Accra
36	Dome-Kwabenya	Greater Accra
37	Ashaiman	Greater Accra
38	Bunkpurugu	North East
39	Nalerigu Gambaga	North East
40	Saboba	Northern
41	Tamale North	Northern
42	Tamale Central	Northern
43	Yendi	Northern
44	Krachi East	Oti
45	Nkwanta South	Oti
46	Bole Bamboi	Savannah
47	Sawla-Tuna-Kalba	Savannah
48	Salaga South	Savannah
49	Bawku Central	Upper East
50	Bolgatanga East	Upper East
51	Chiana-Paga	Upper East
52	Nabdam	Upper East
53	Navrongo Central	Upper East
54	Daffiama Bussie Issa	Upper West
55	Nadowli Kaleo	Upper West
56	Wa Central	Upper West
57	Adaklu	Volta
58	Central Tongu	Volta
59	Hohoe	Volta
60	Ketu South	Volta
61	Kpando	Volta
62	South Dayi	Volta
63	Essikado-Ketan	Western
64	Sekondi	Western
65	Takoradi	Western
66	Tarkwa-Nsuaem	Western
67	Juaboso	Western North
68	Sefwi-Wiawso	Western North

Demography

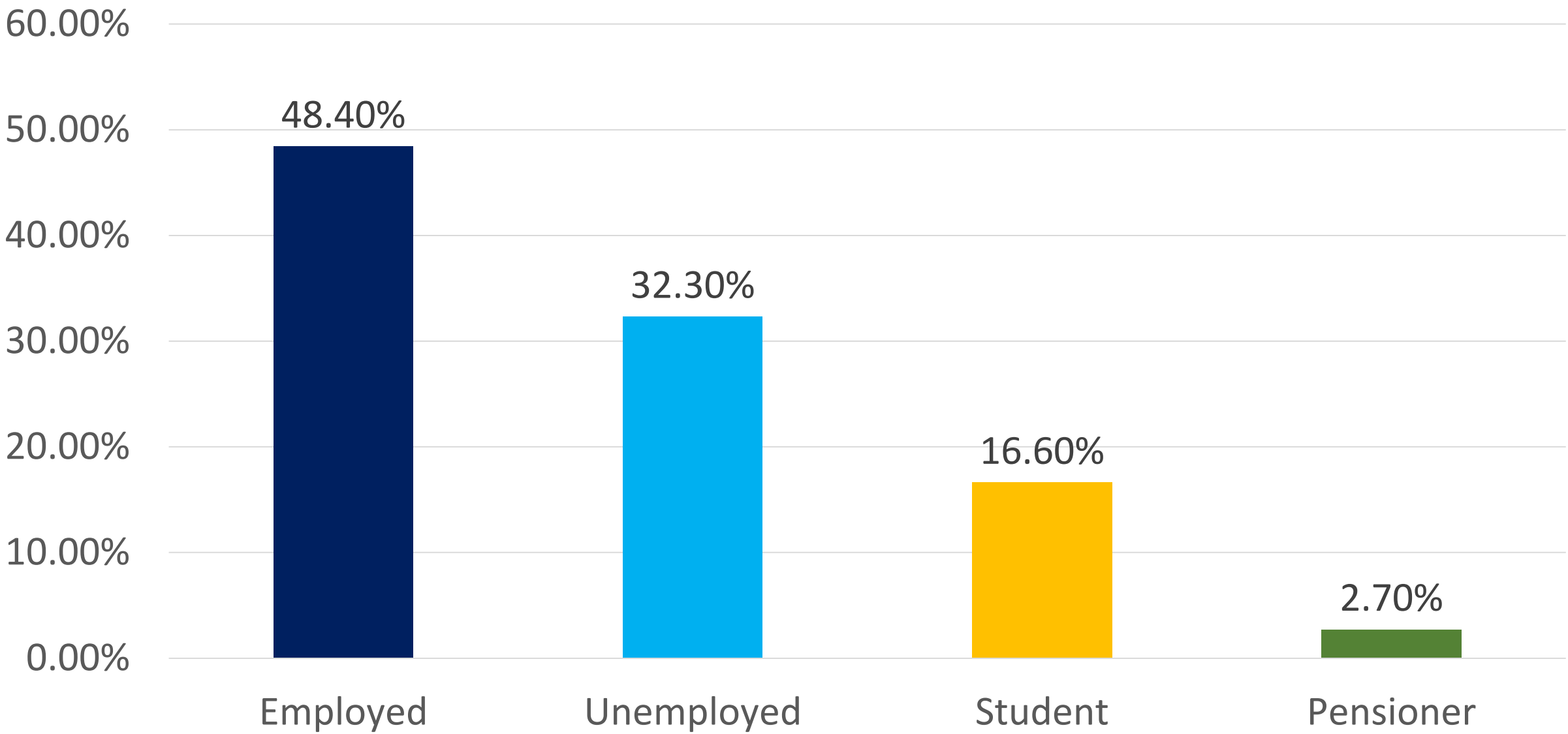

Gender
43.61%
56.39%
Male
Female

Age Groups

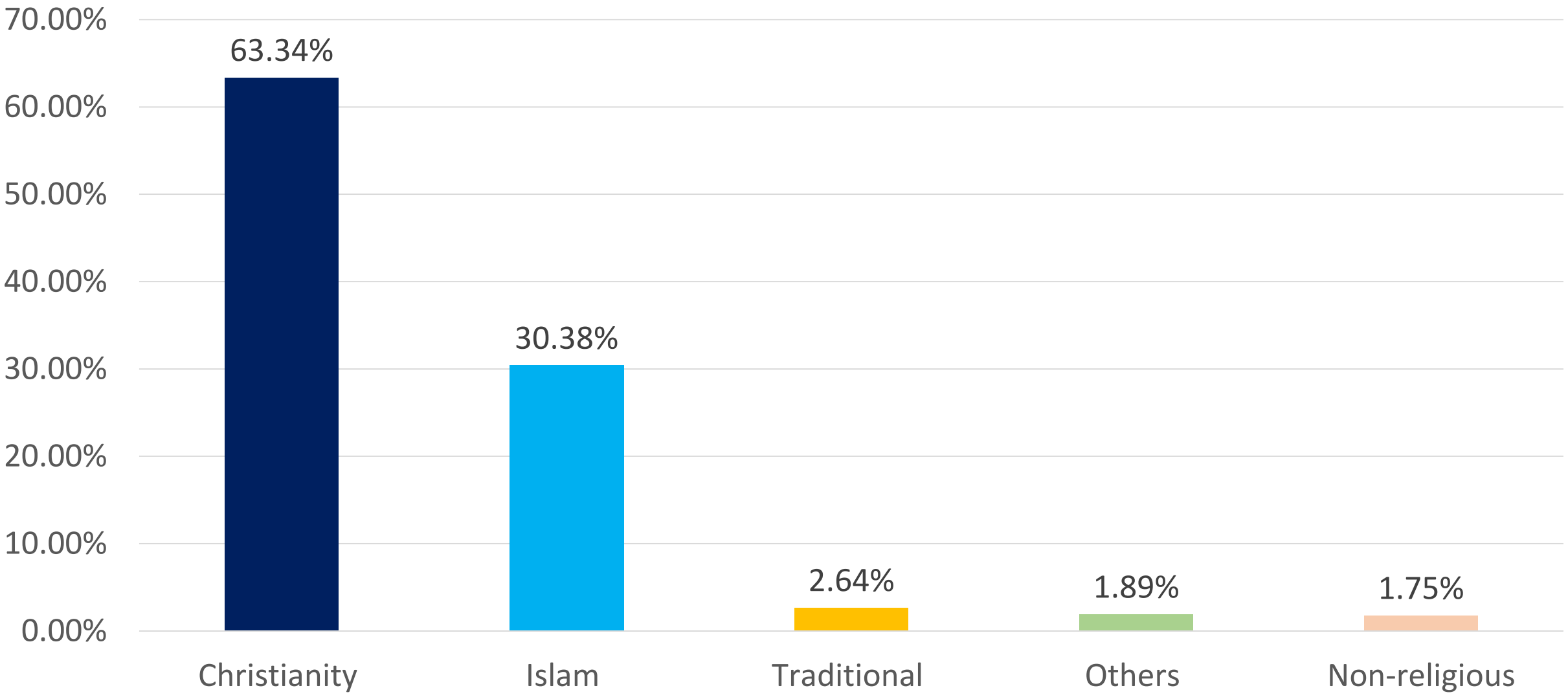

2.35%
6.06%
15.90%
27.56%
30.20%
15.04%
2.88%
Above 64
55-64
45-54
35-44
25-34
18-24
16-18


Education Level
16.65%
19.67%
33.57%
30.12%
Junior High
Senior High
Tertiary
No Education

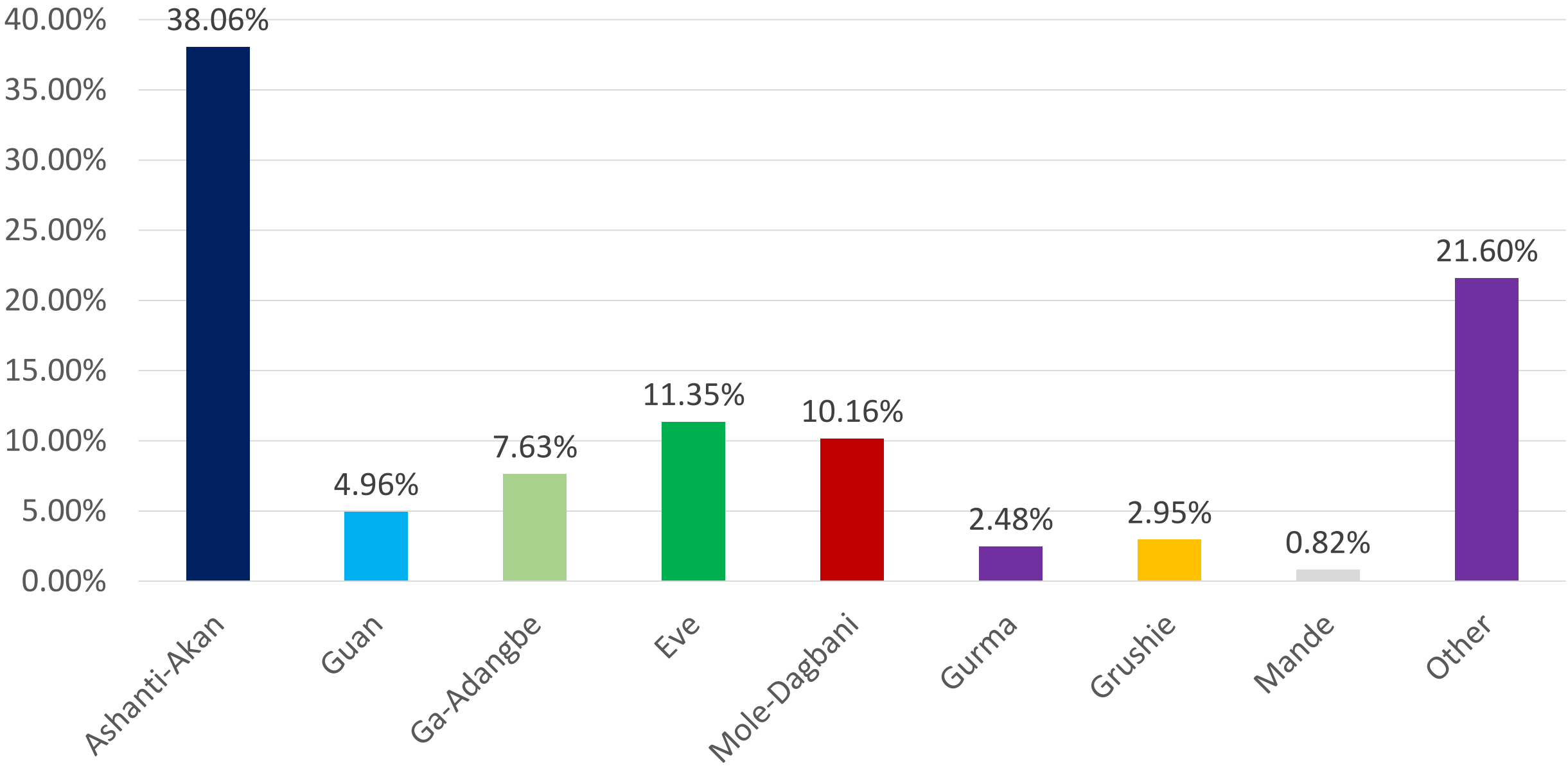
Employment Status



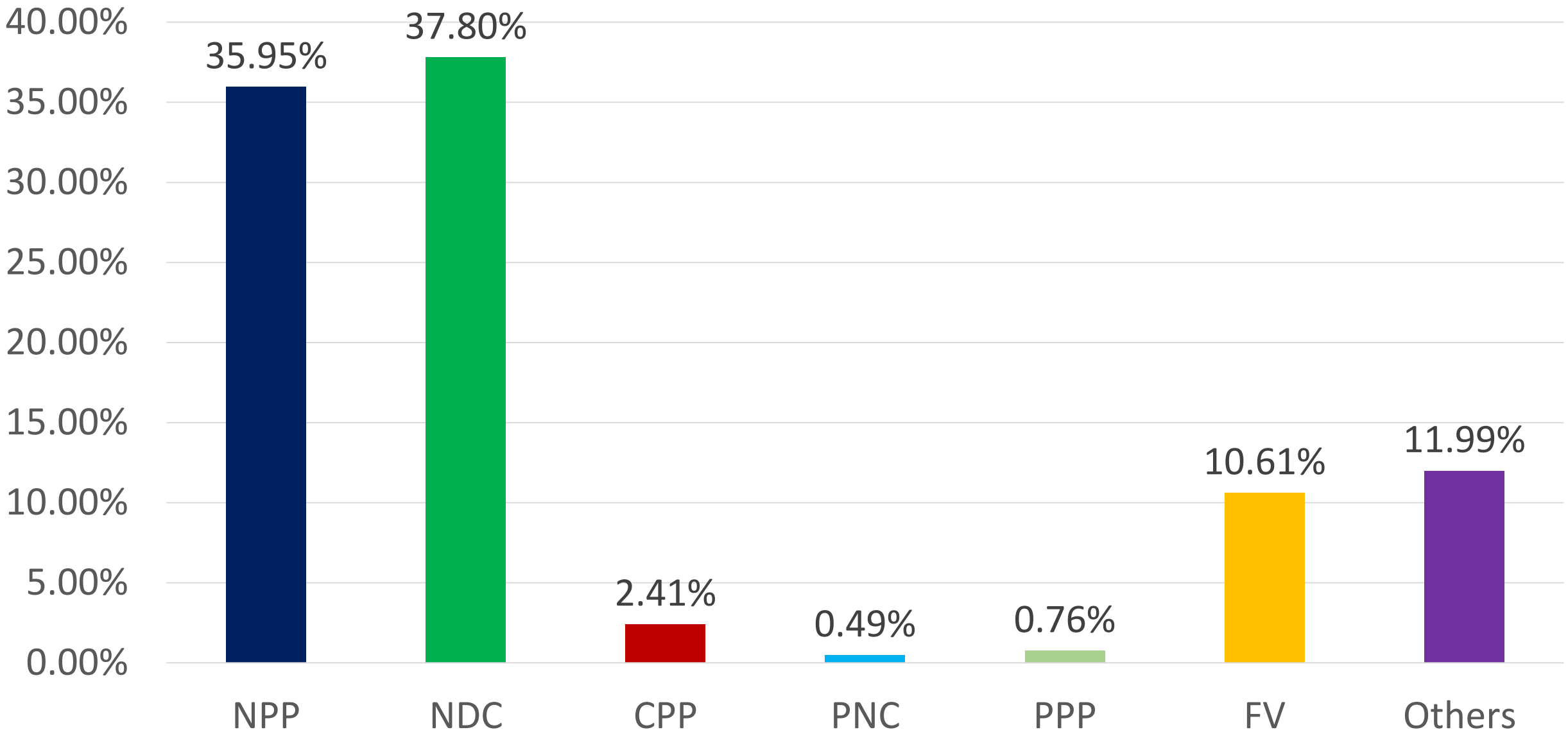
Religious Groups



Ethnic Groups



Party Affiliation



Governance

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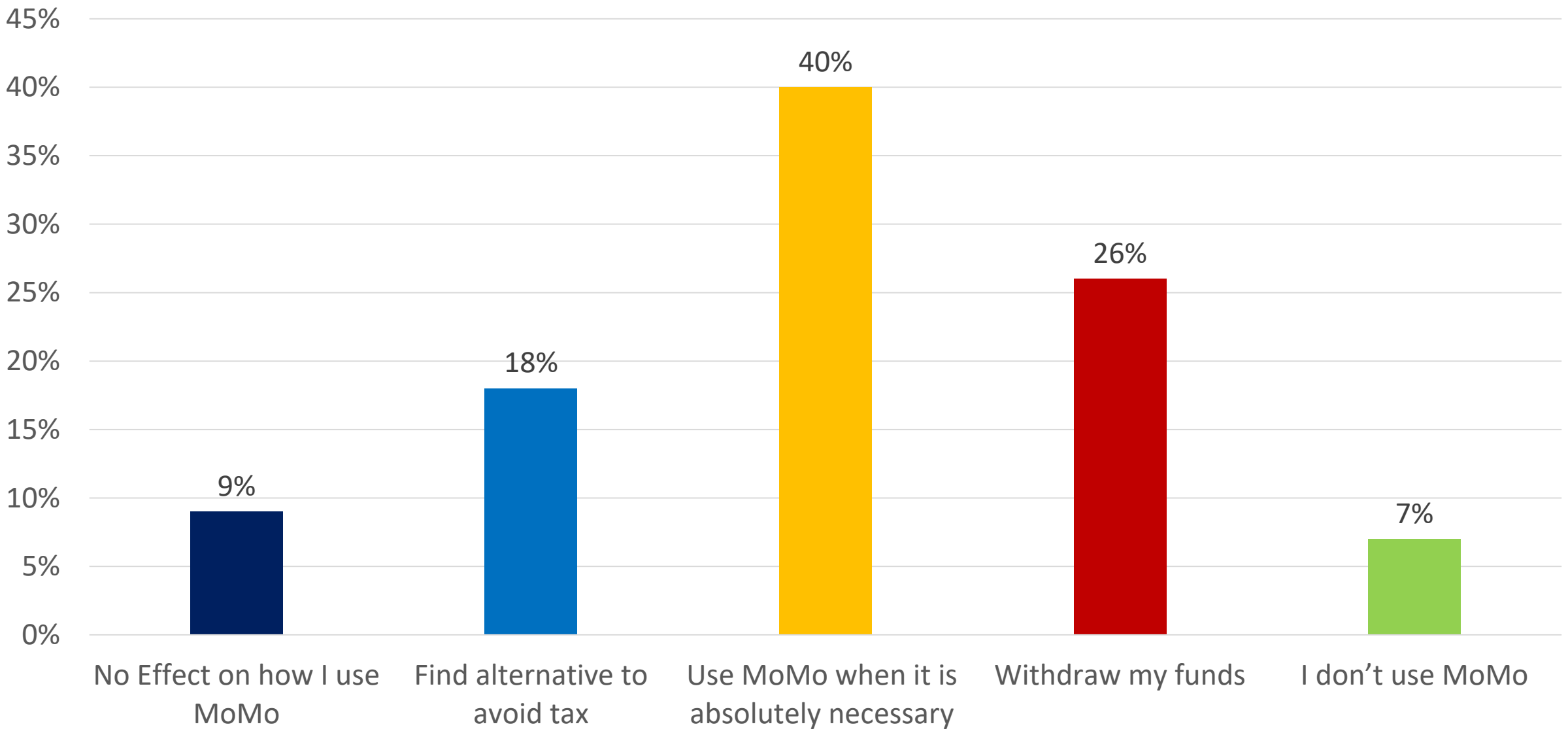
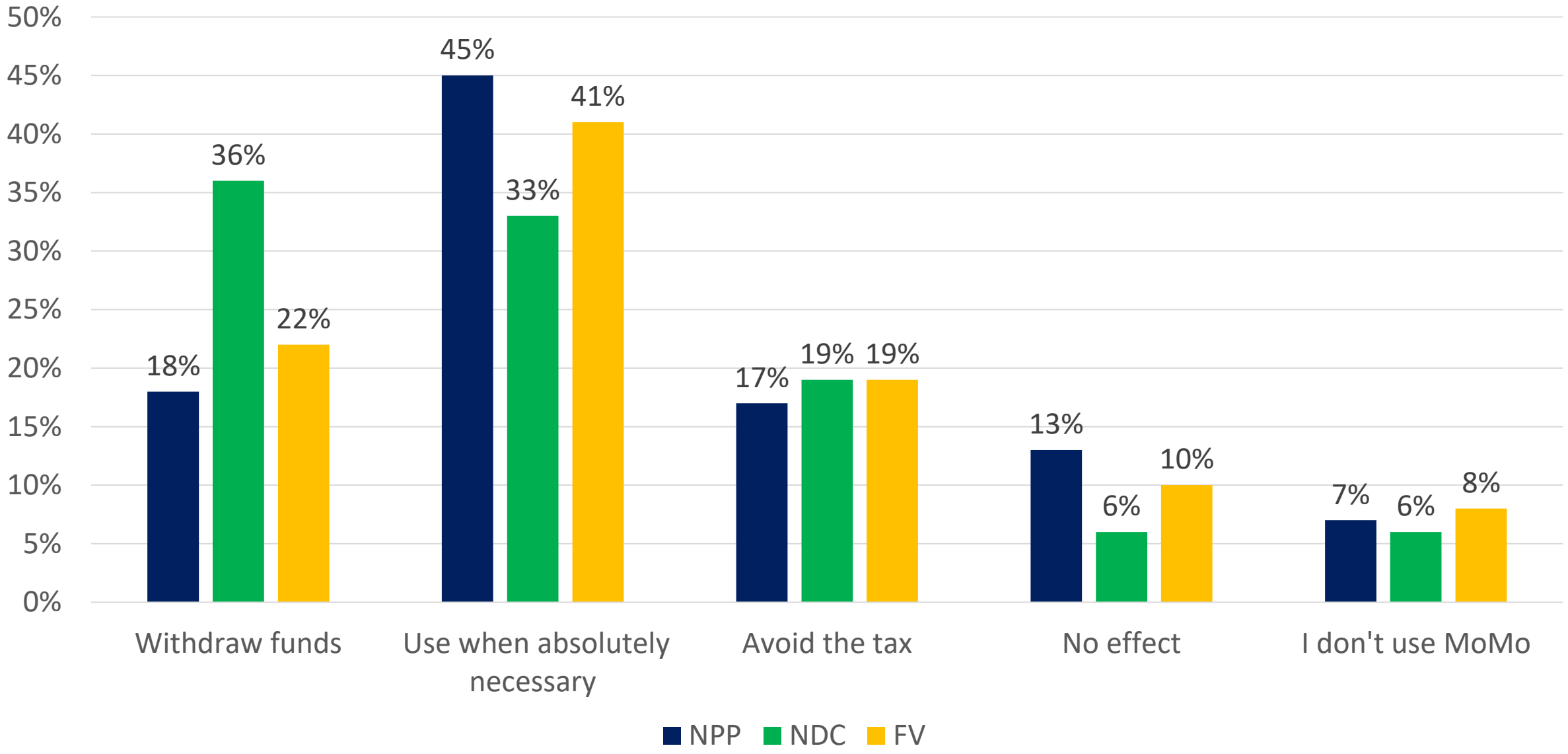
Voters' response to E-Levy Approval

How would you respond the Approval of E-levy

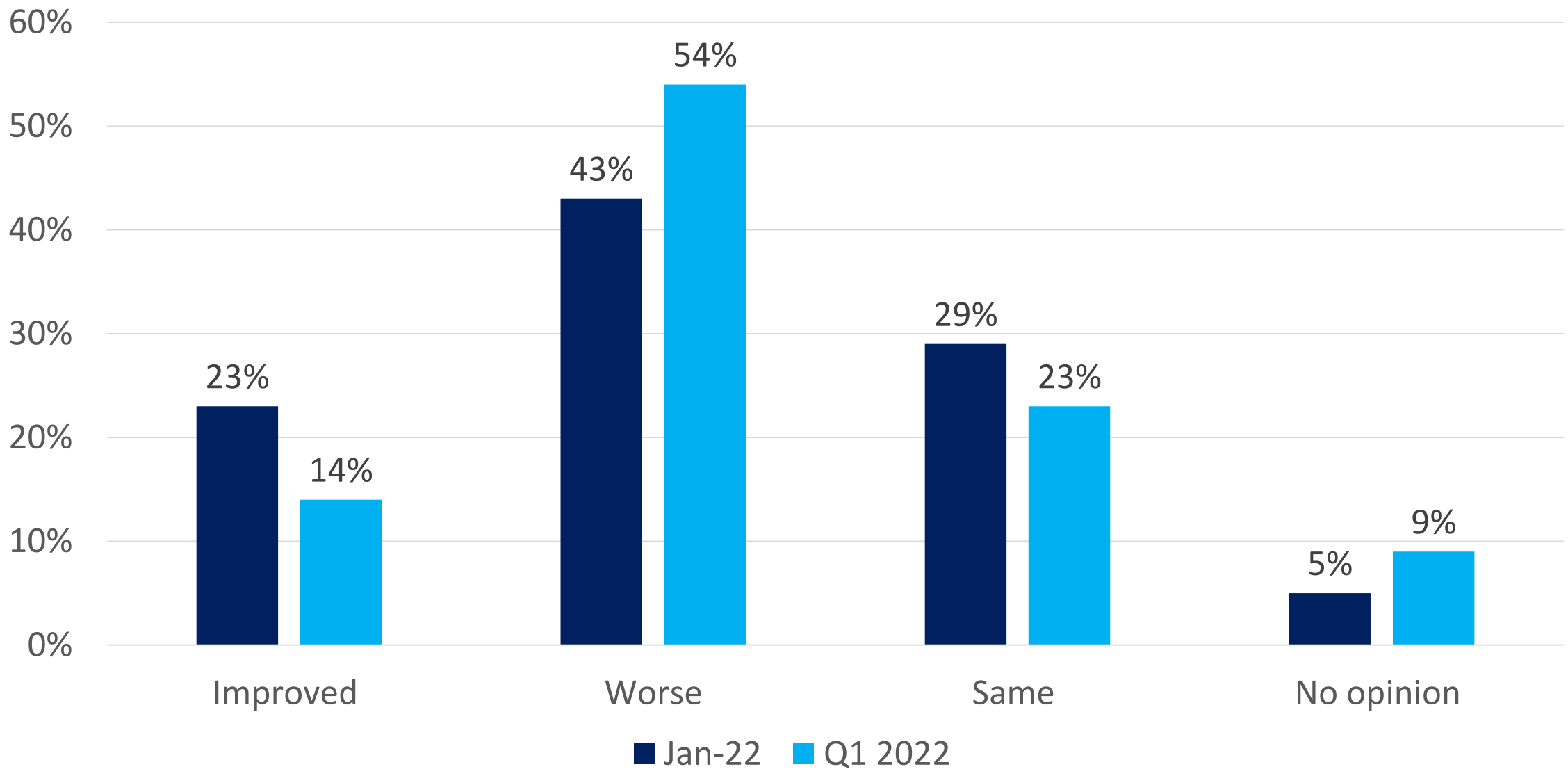


How would you respond the Approval of E-levy-Party Affiliation

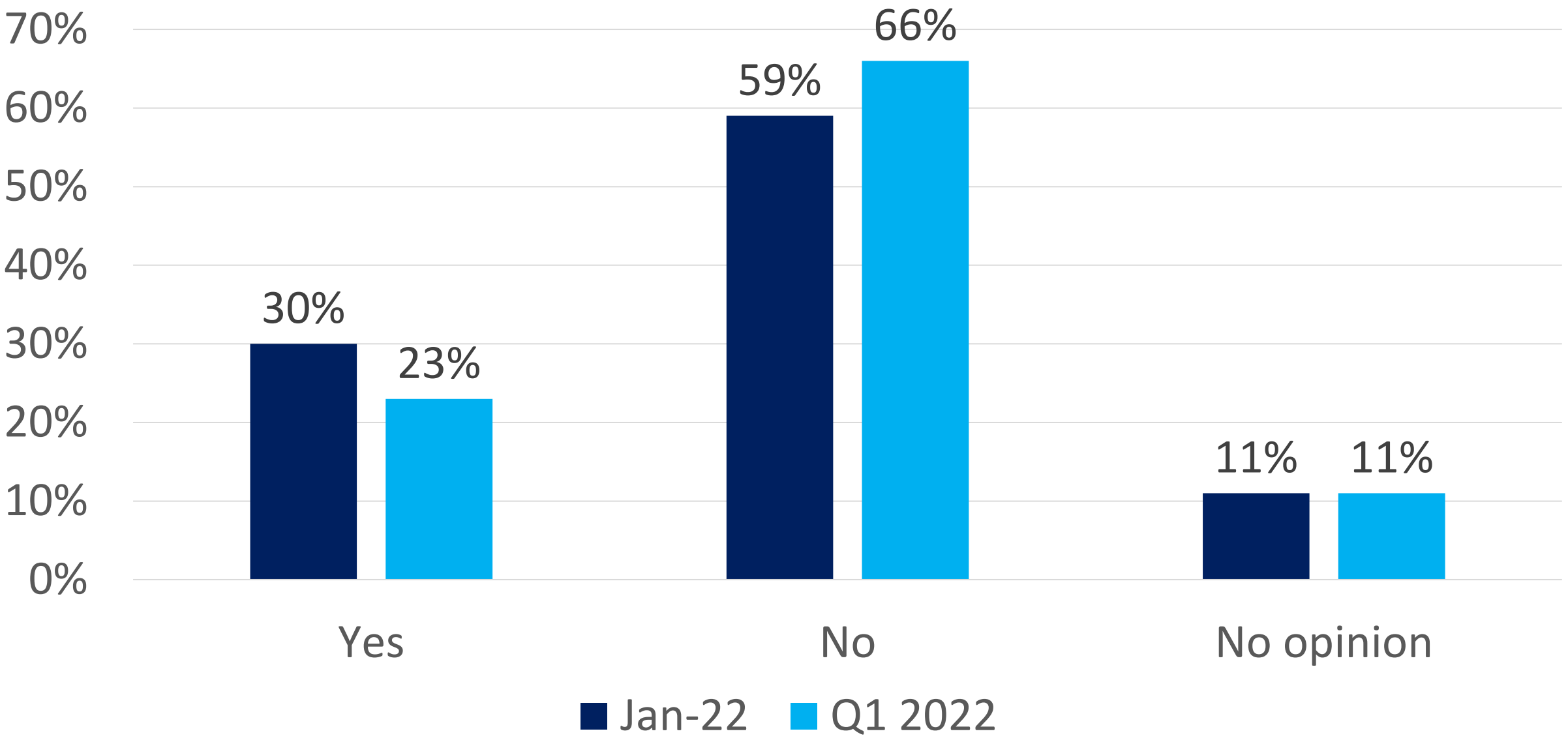


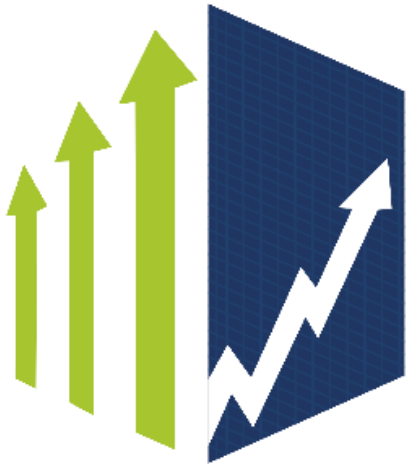
Corruption

State of Corruption in Ghana



Corruption fight





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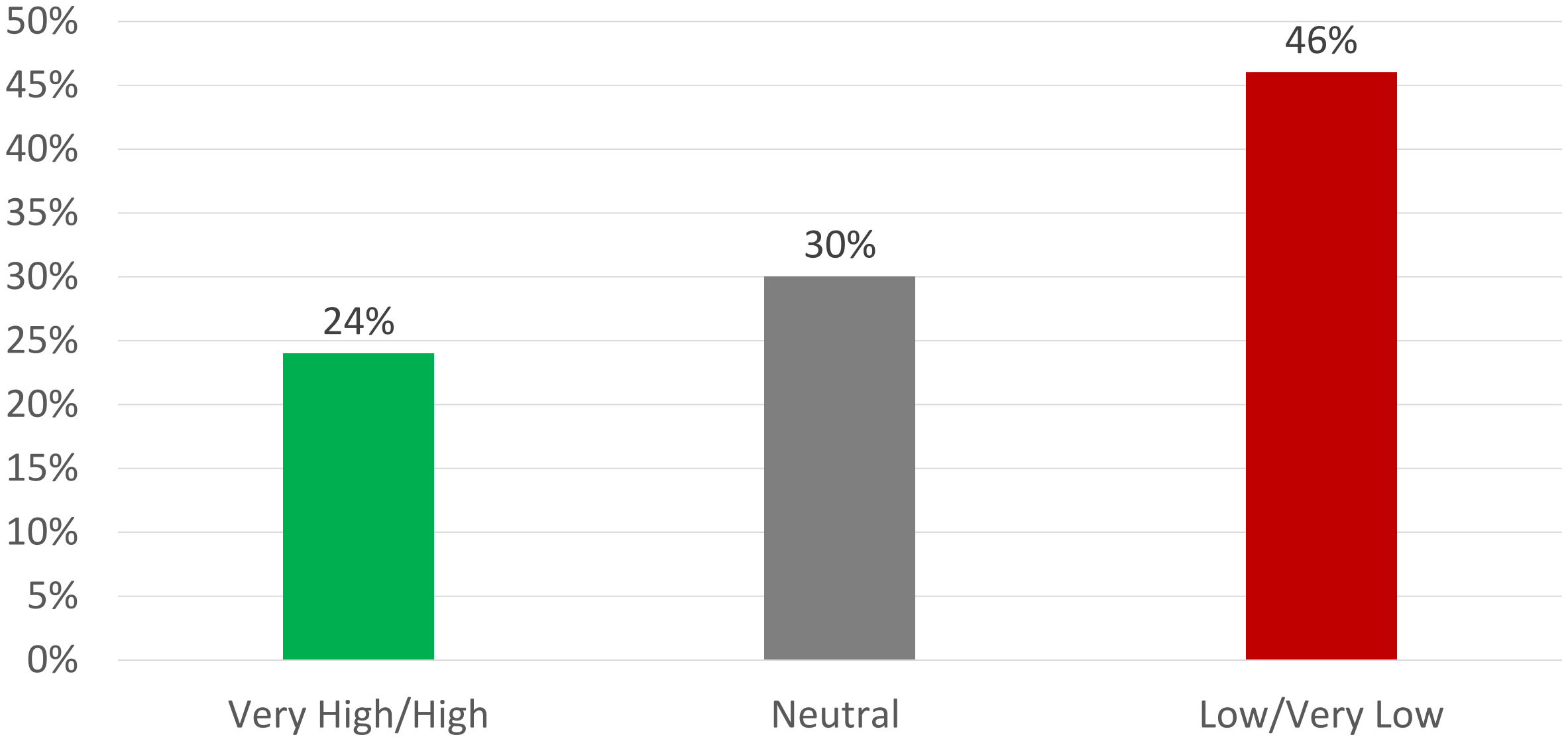
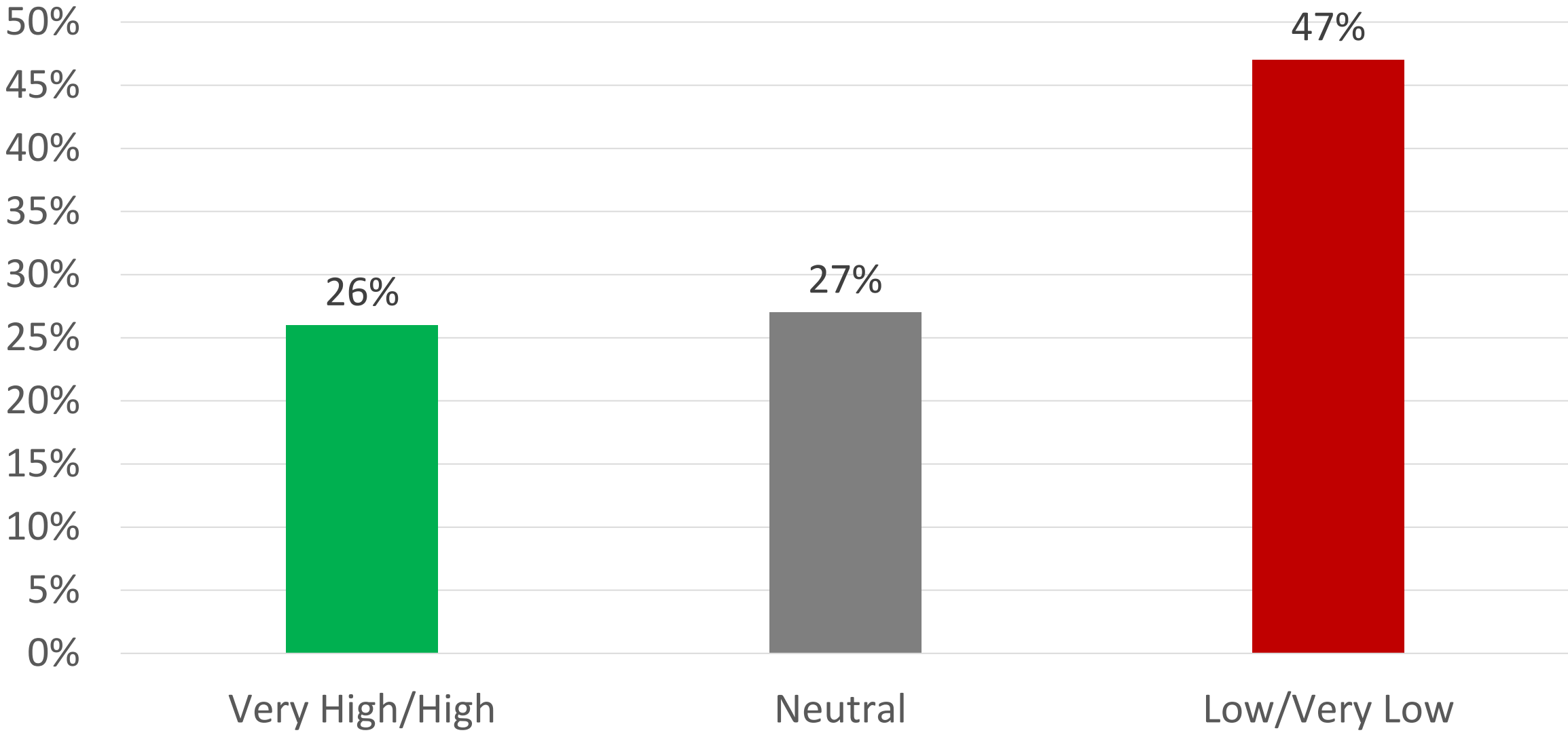
Confidence in the Judiciary

Confidence in the Judiciary



Confidence in the Supreme Court



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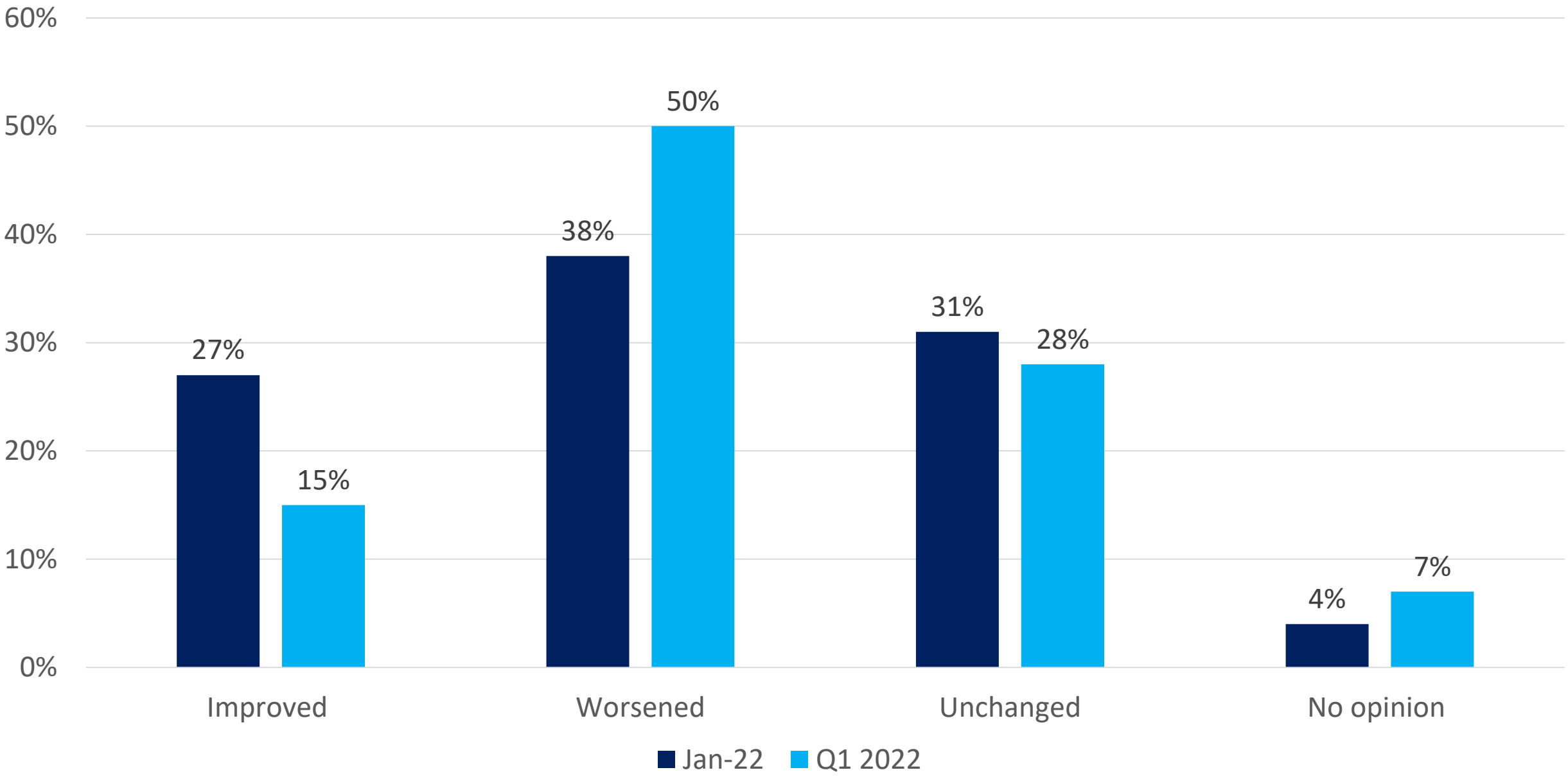
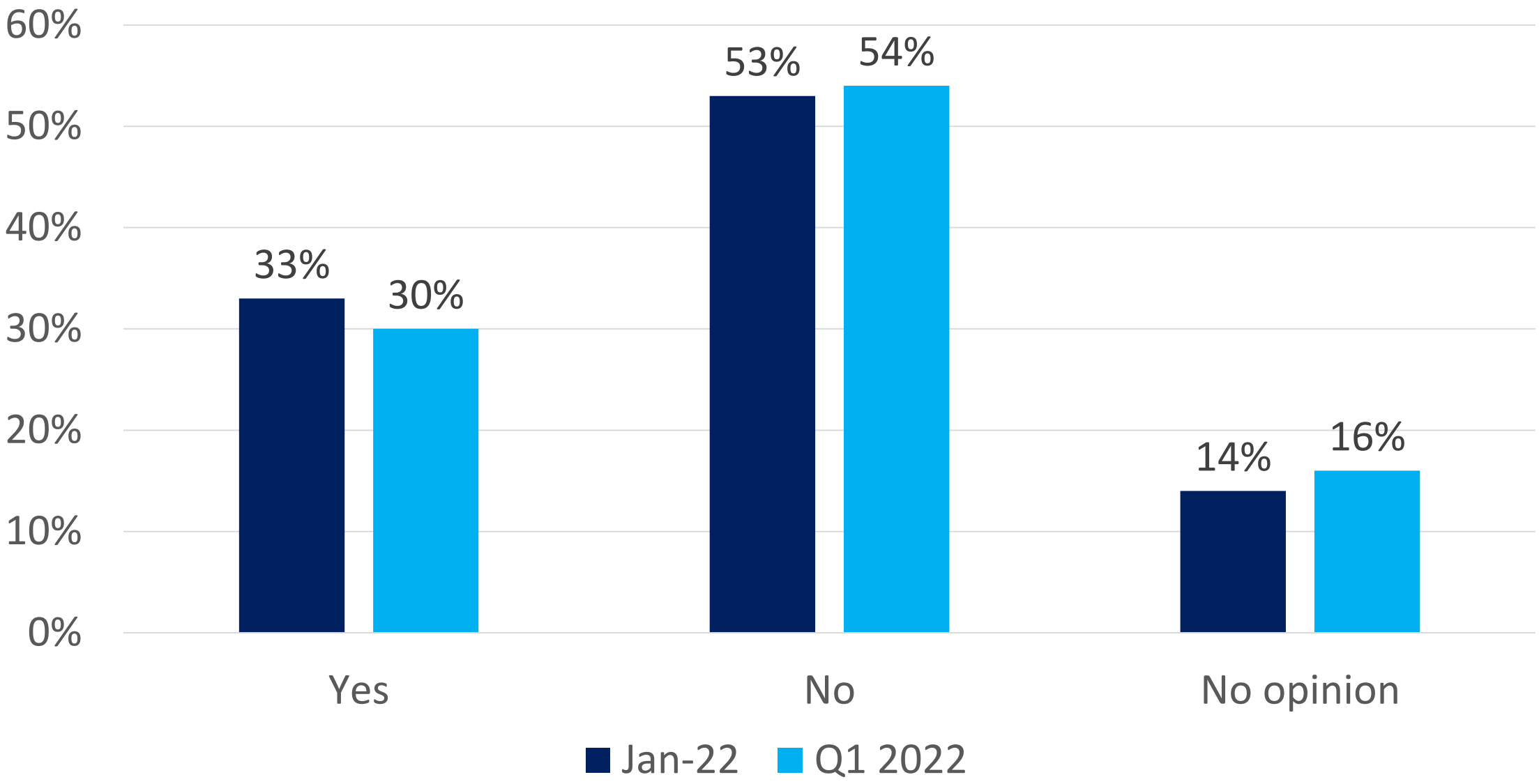
Standard of living

Standard of living

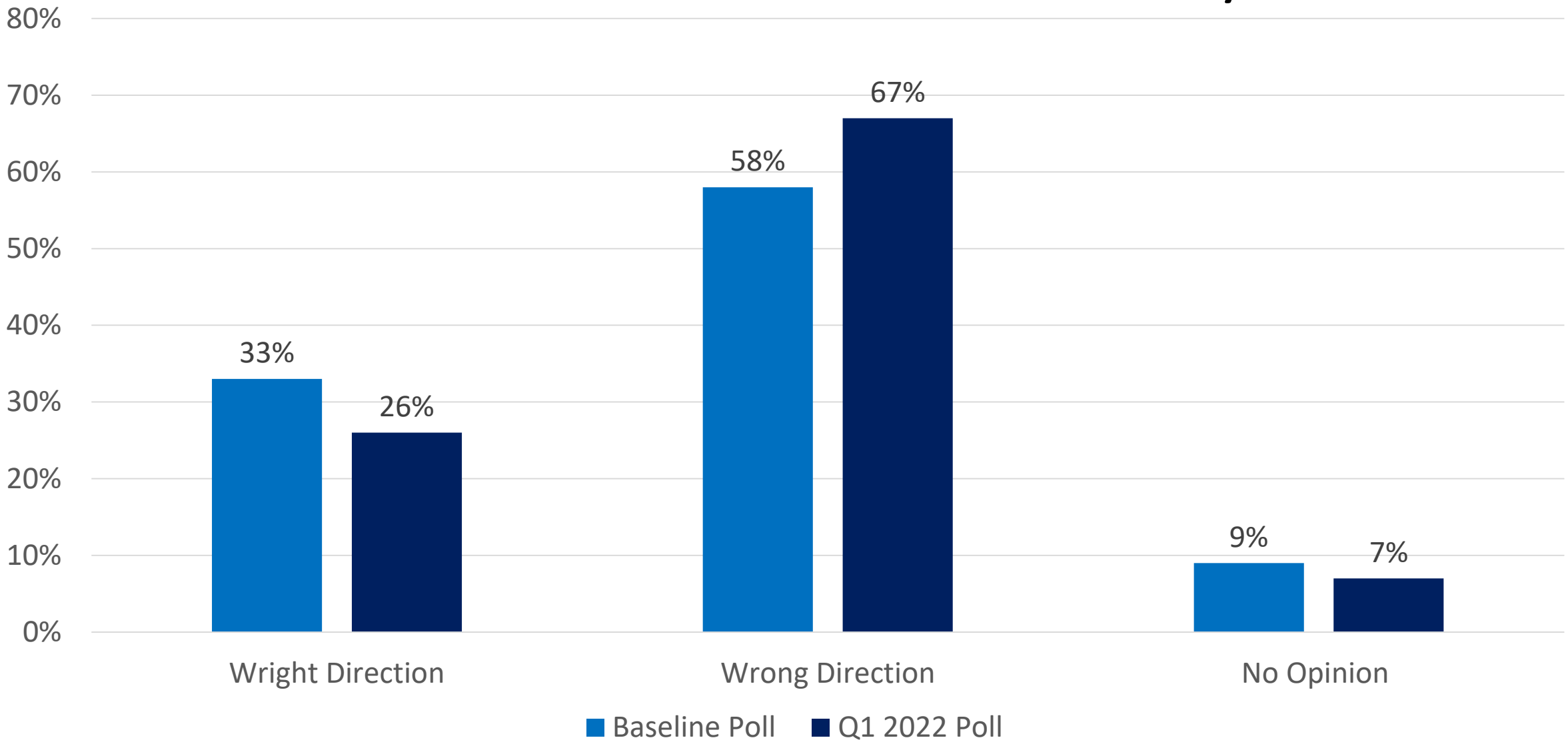


Are you confident things will improve in 12 months?

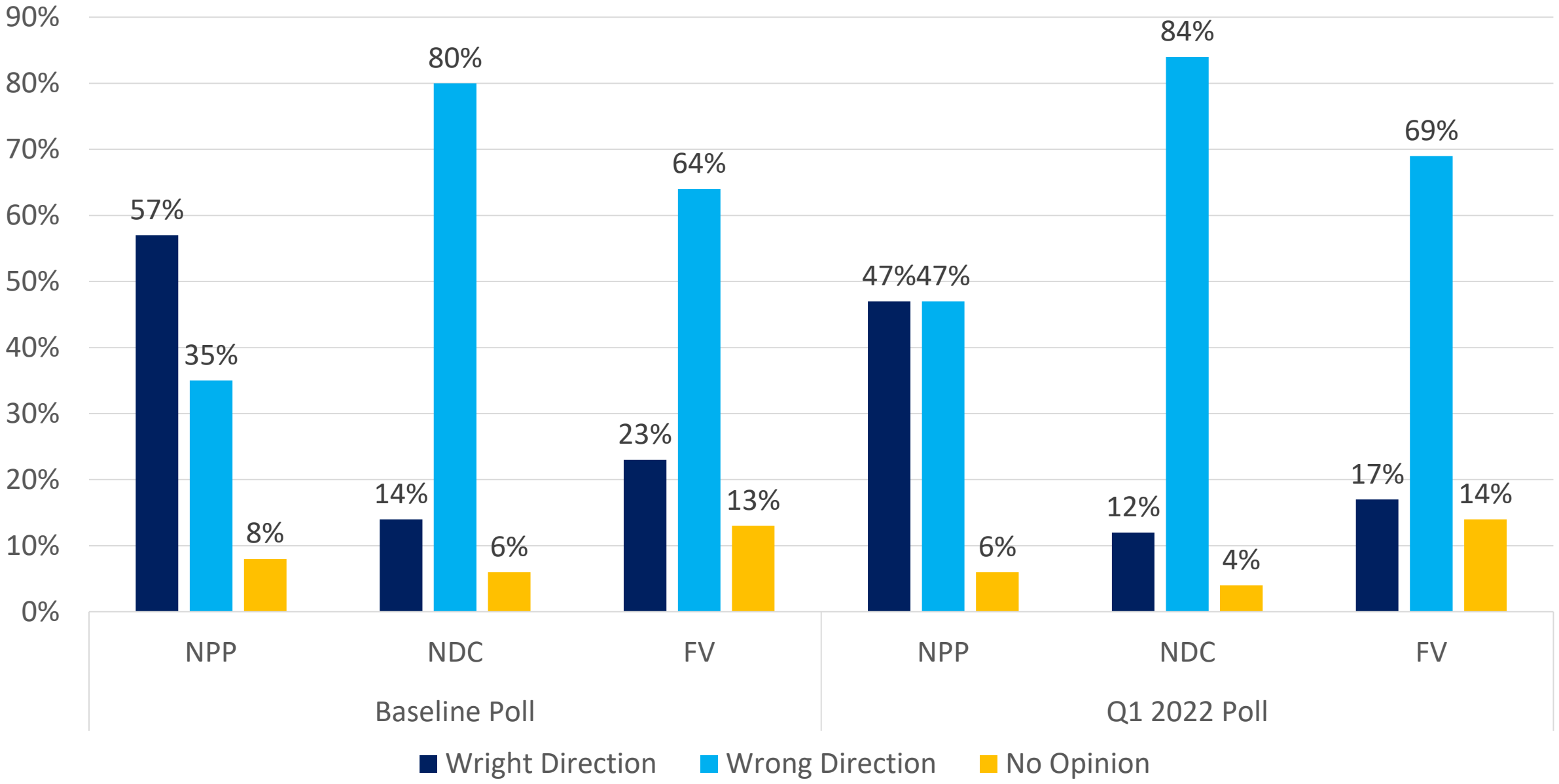


Performance

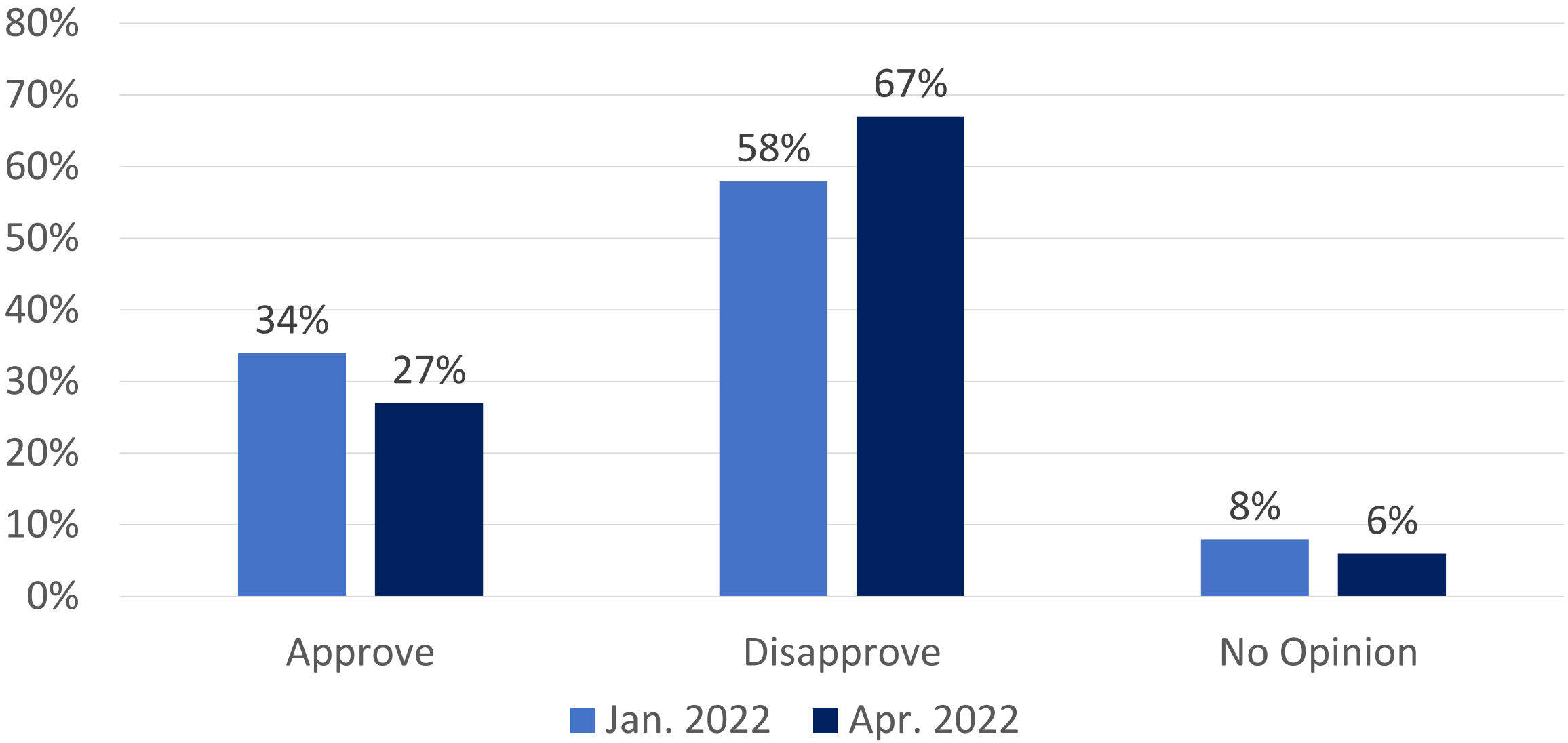
Direction of the Country



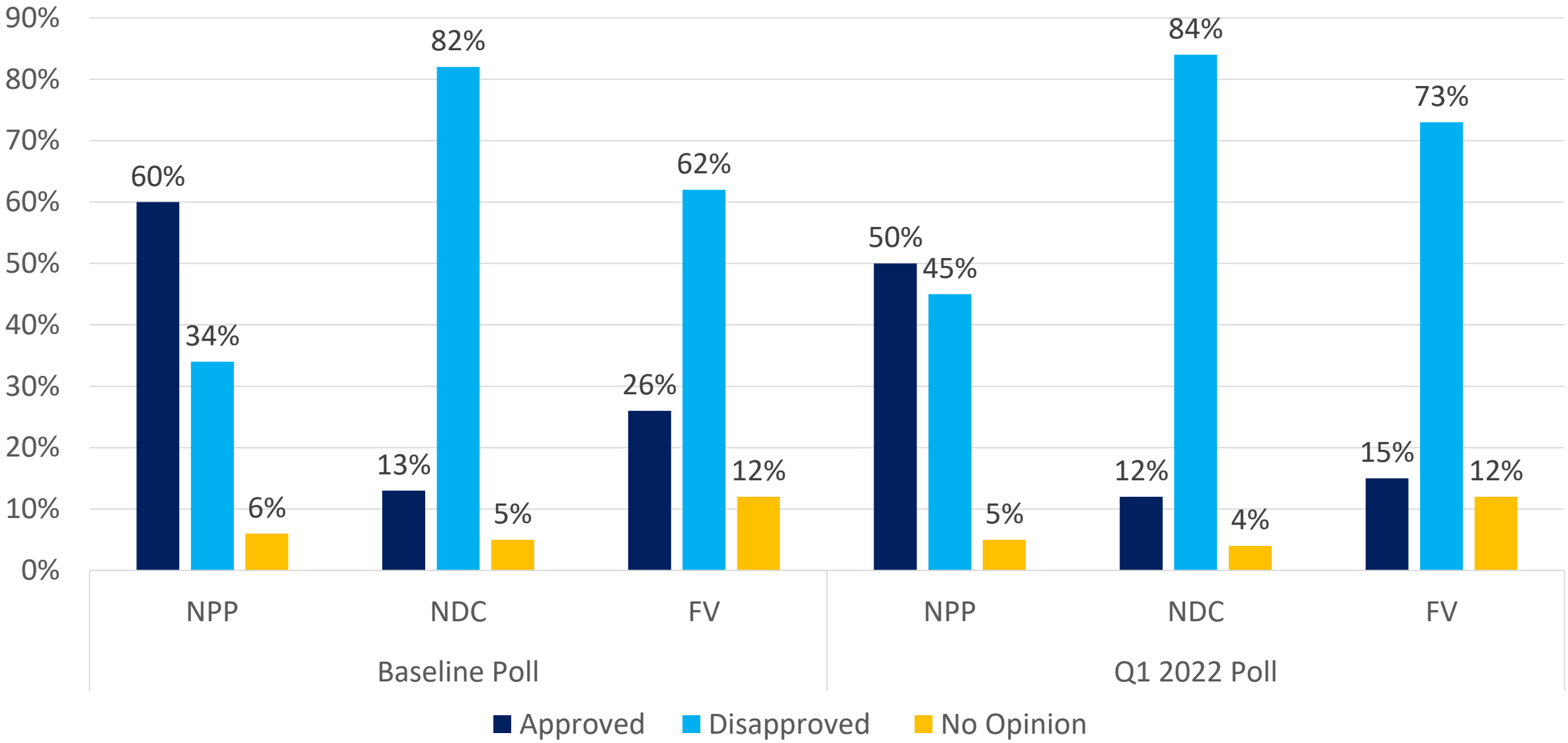
Direction of the Country-Party Affiliation



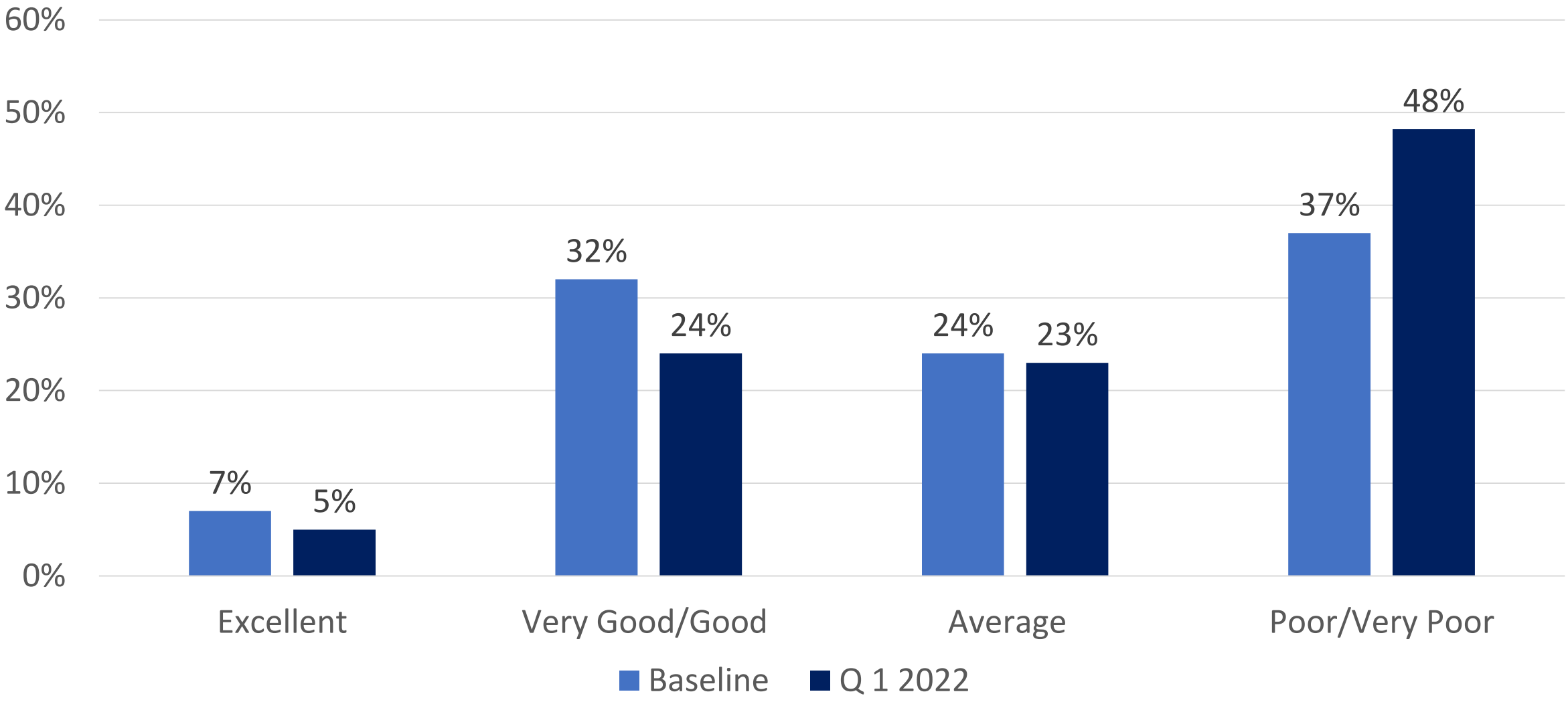
President’s Job Approval



President's Approval- Party Affiliation



Government Performance



2024 Elections – Crystal Ball

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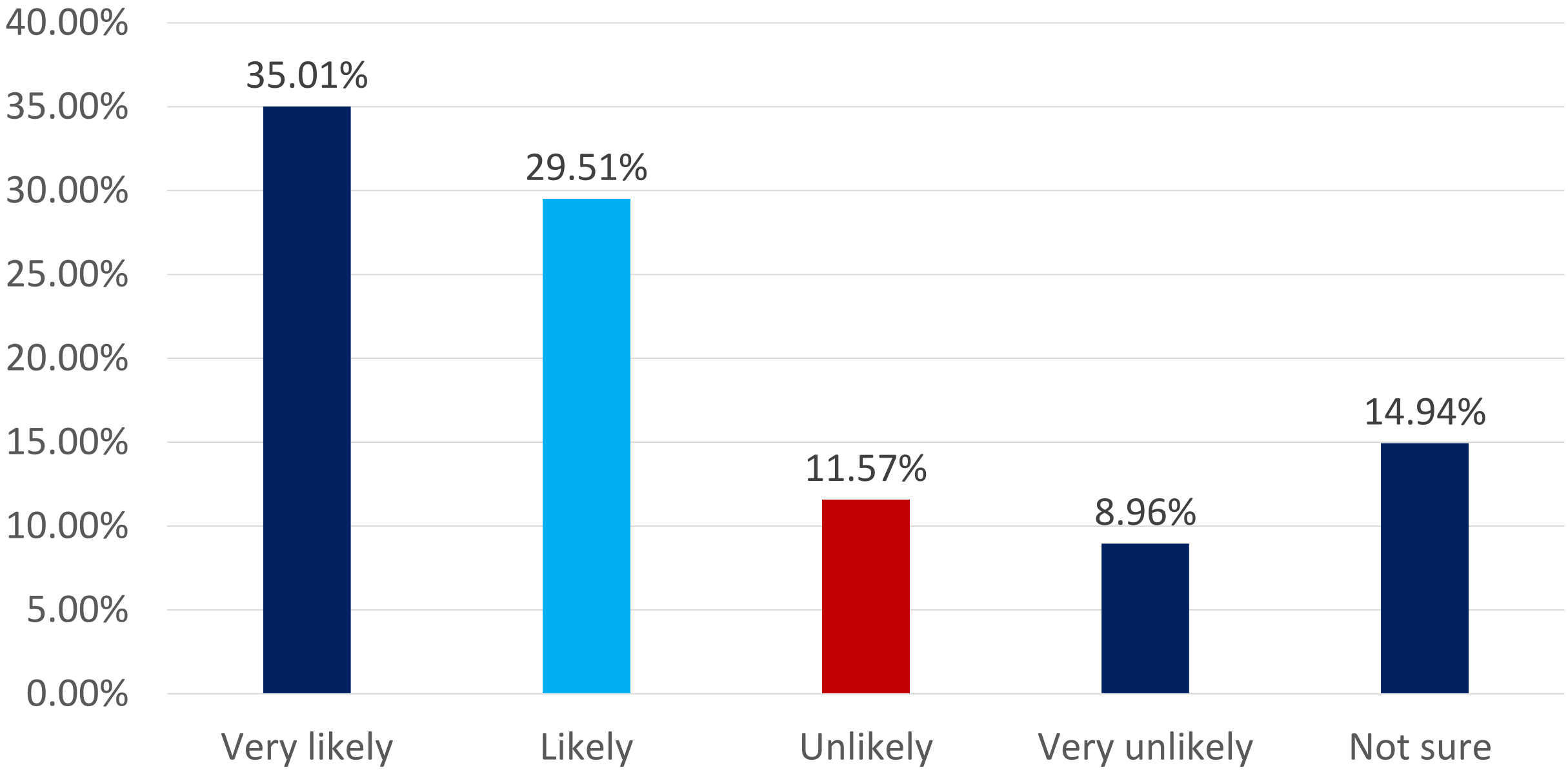
Likely Voters

How likely are you going to vote in the 2024 elections?



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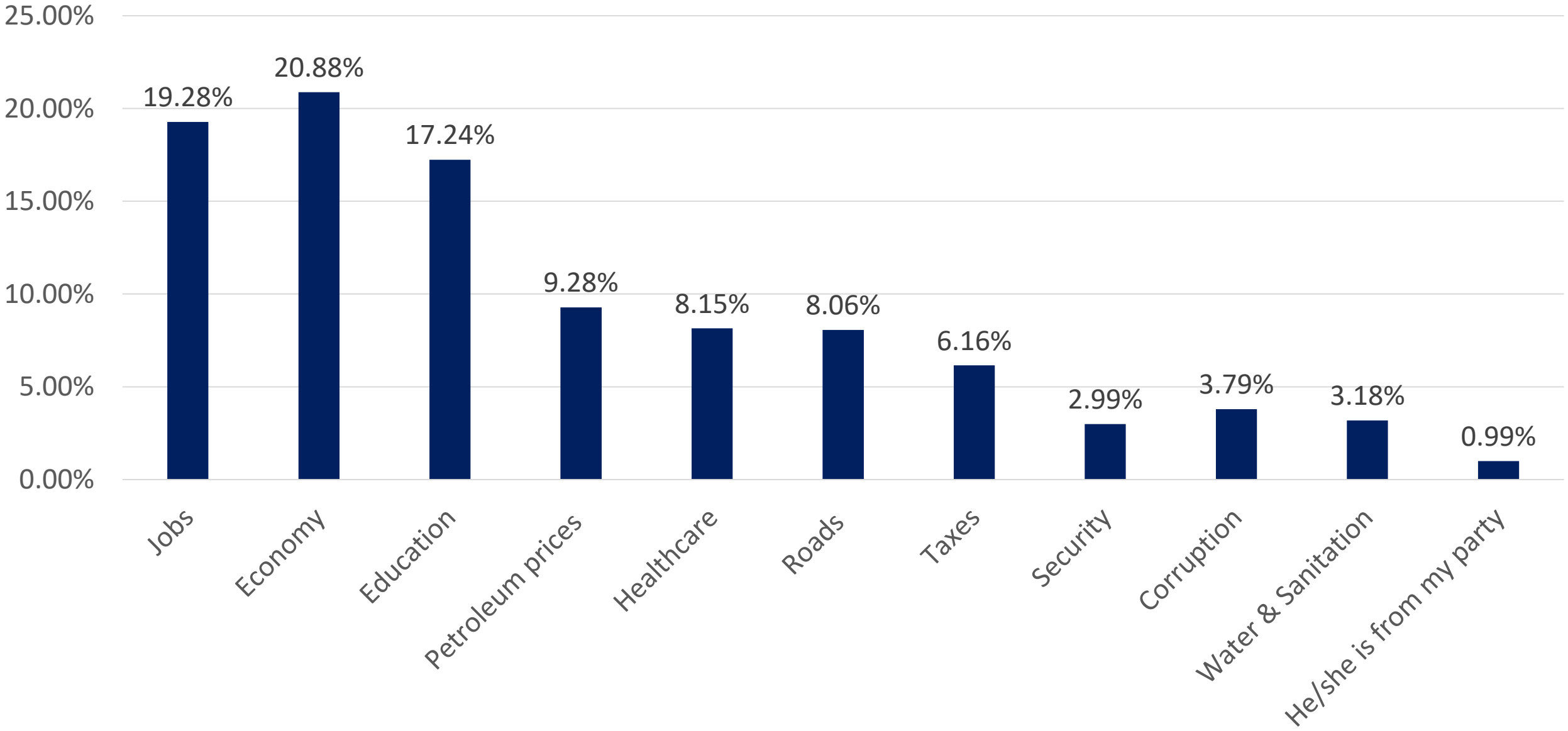
Voters key issues

Key issues to consider before voting for a candidate



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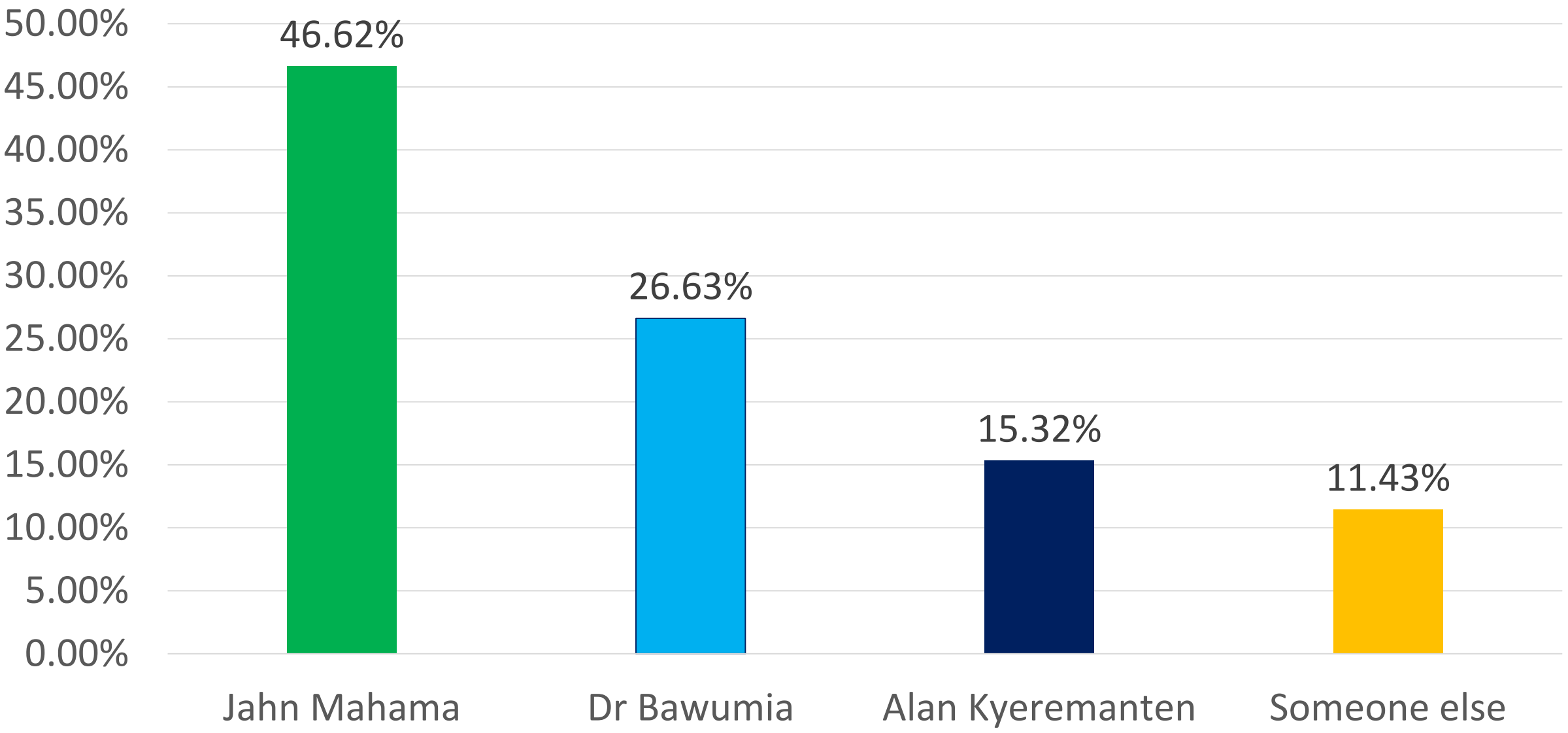
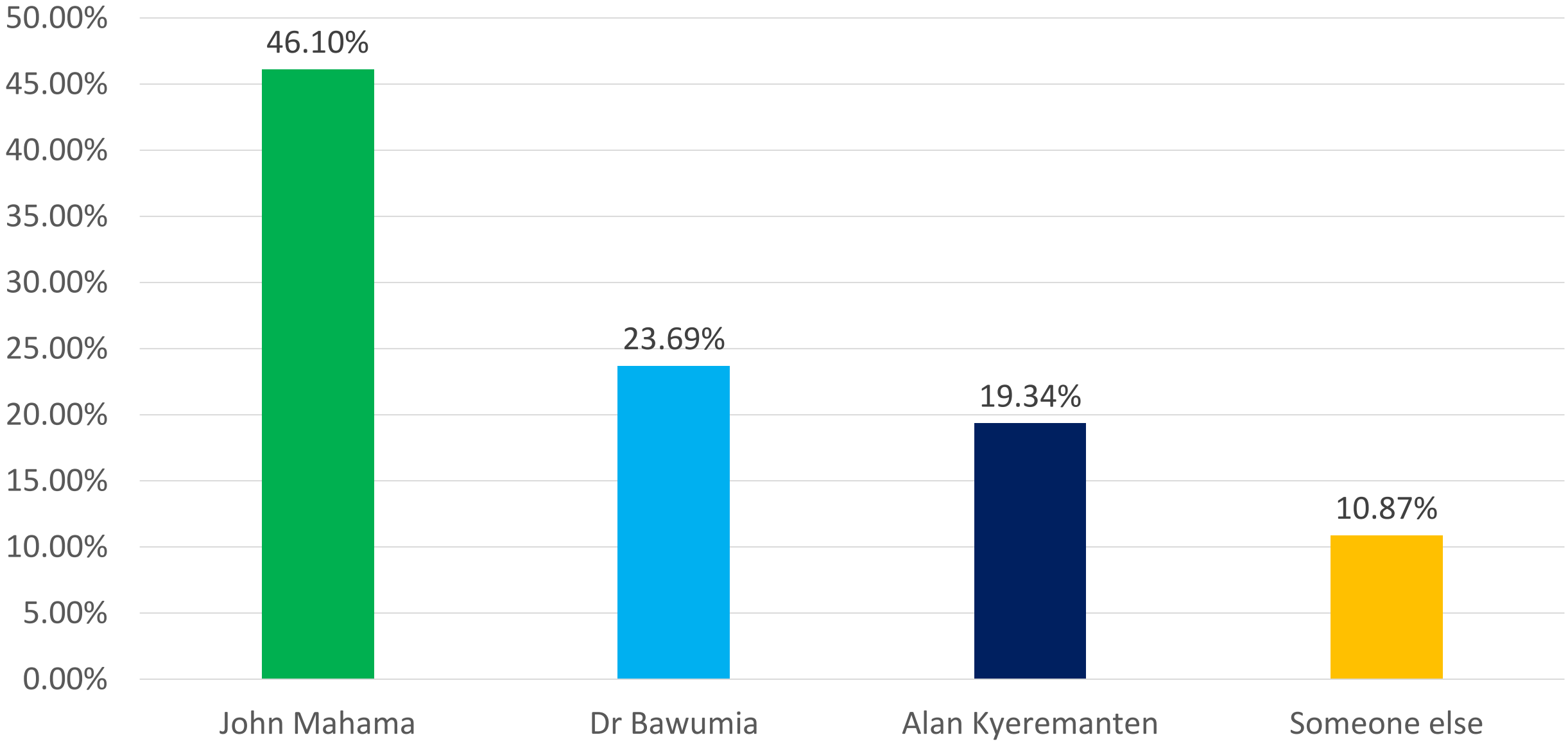
Who is trusted by voters best to manage key issues

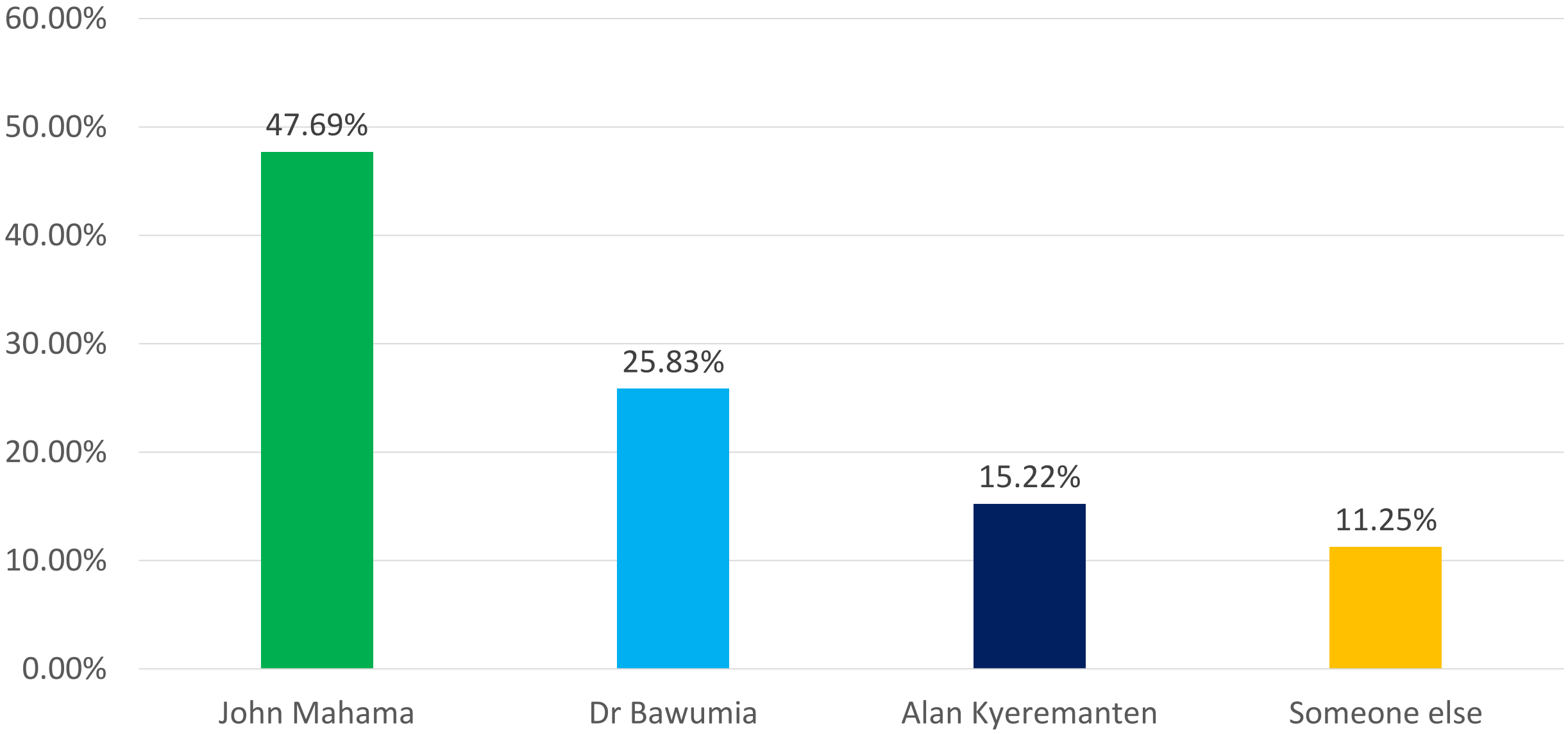
Trust to Manage Economy



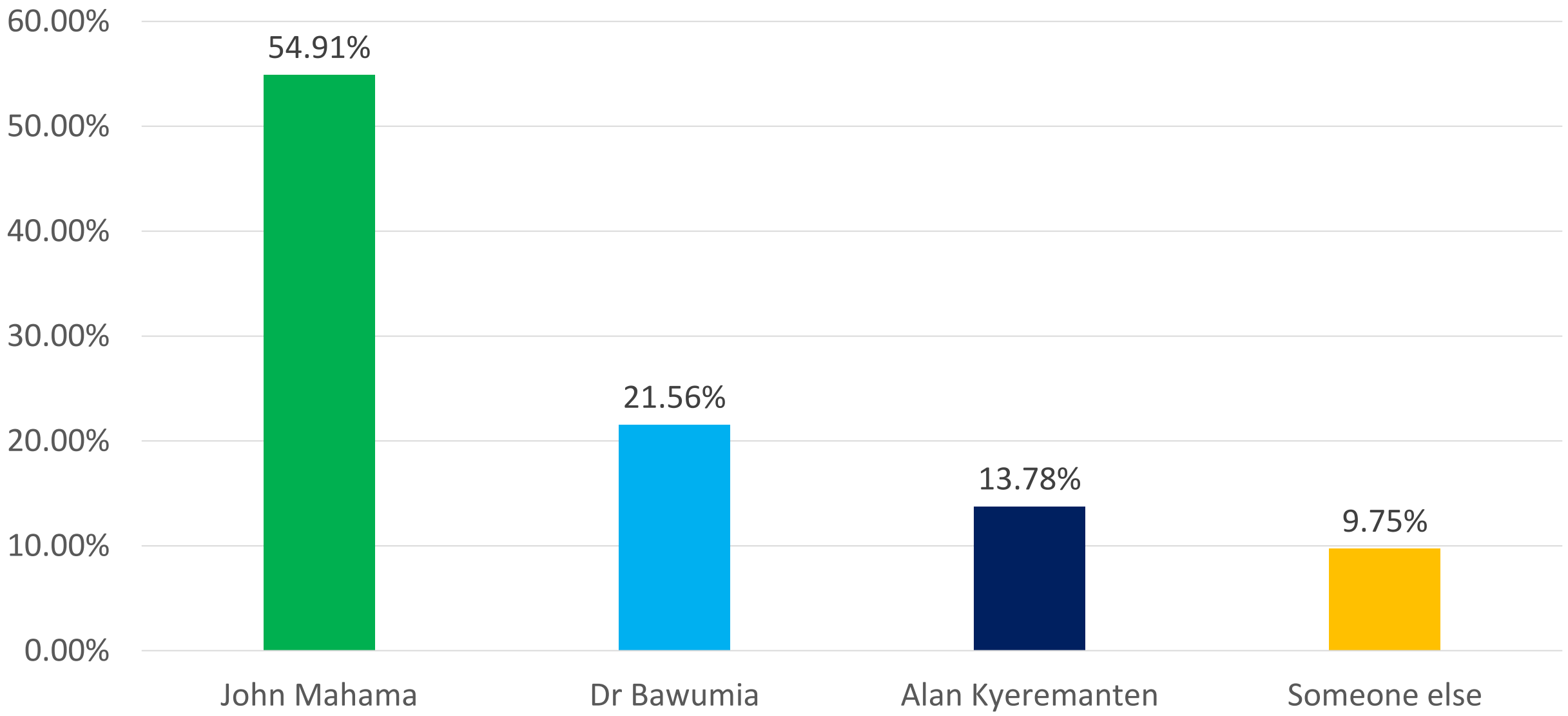
Trust to Create Job Opportunities



Trust to Manage Education

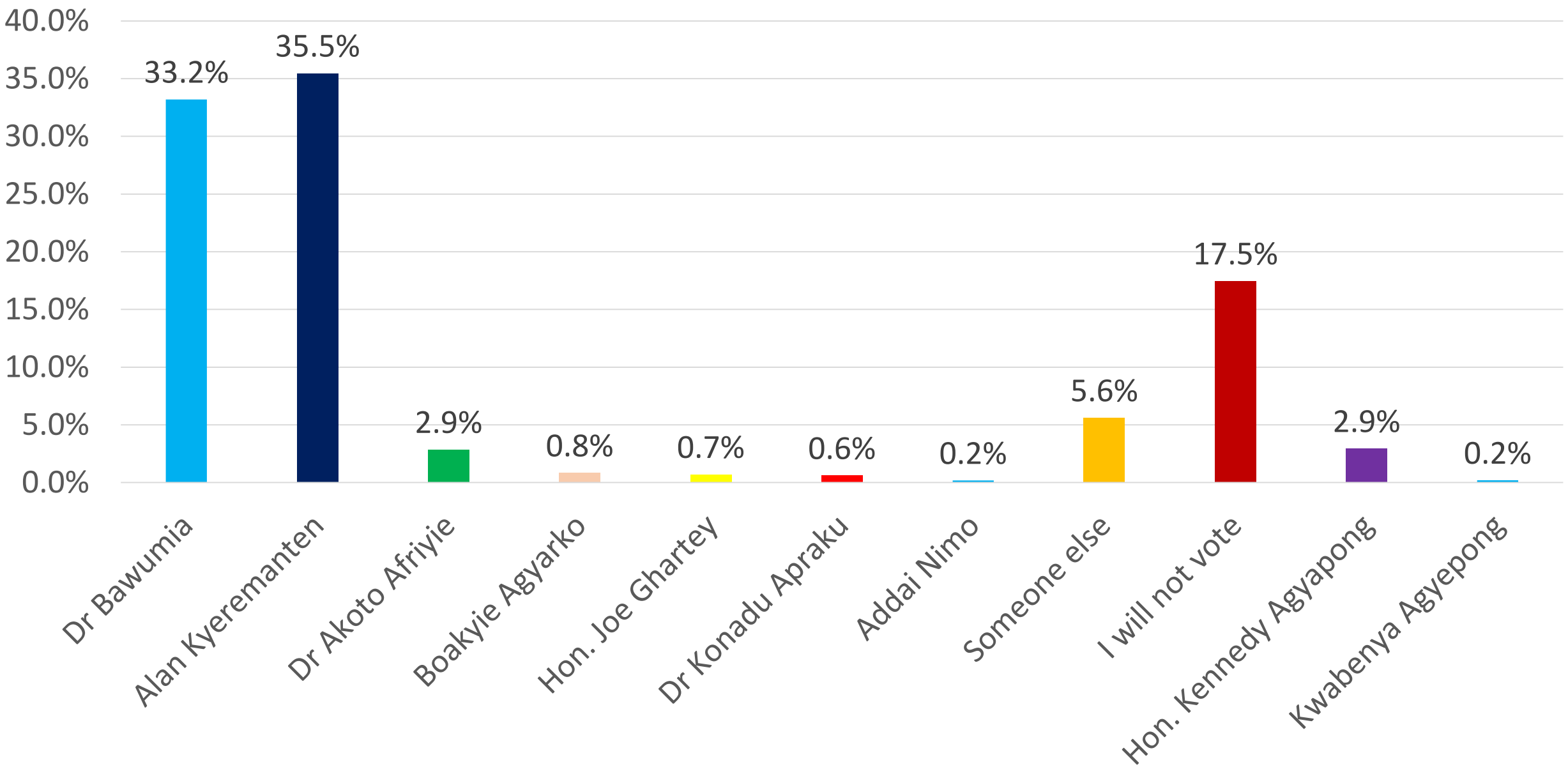


Trust to Build Infrastructure



Voters Choice- NPP Primaries

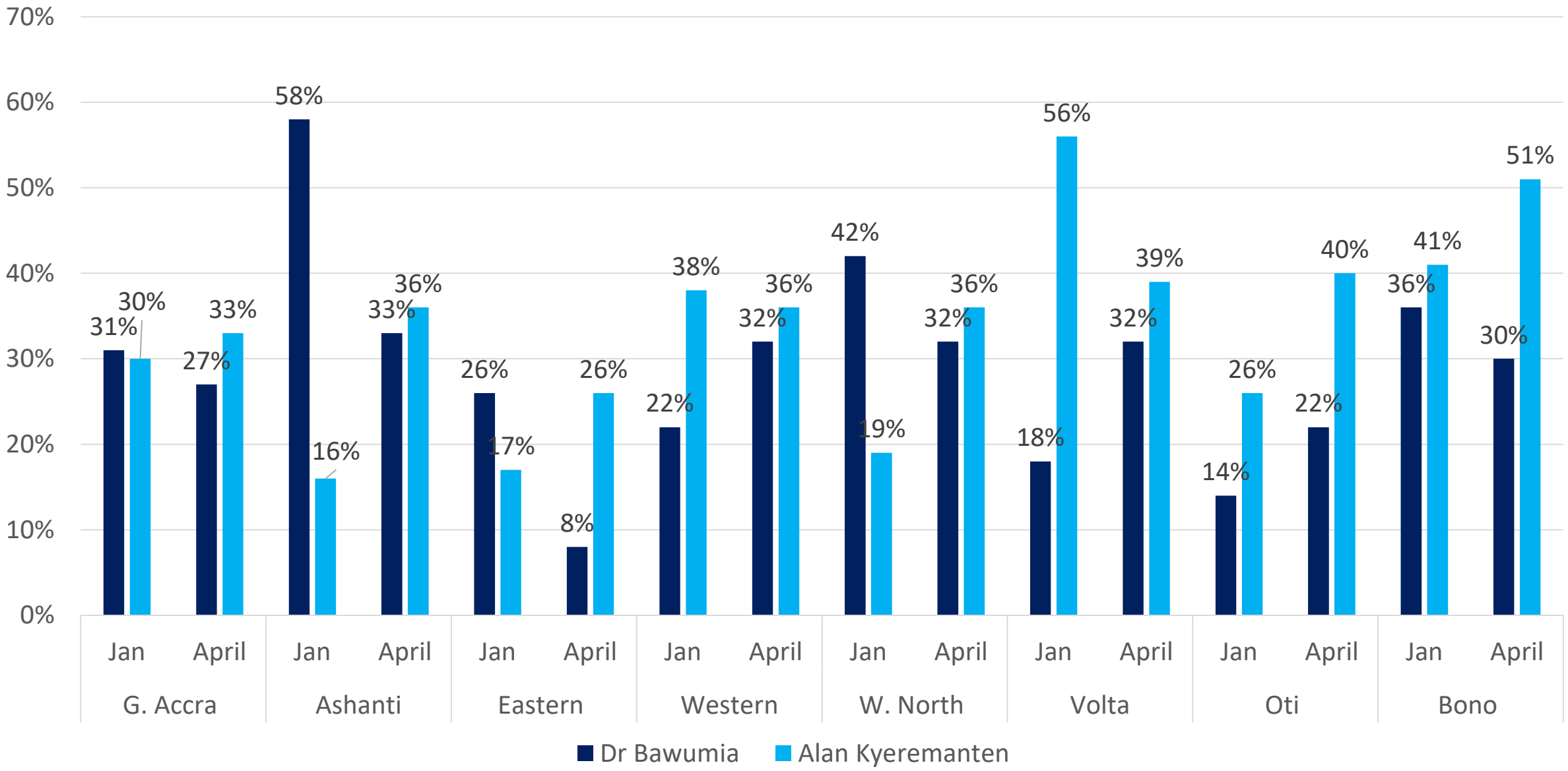
If you were a delegate in the NPP primaries who would u vote for?



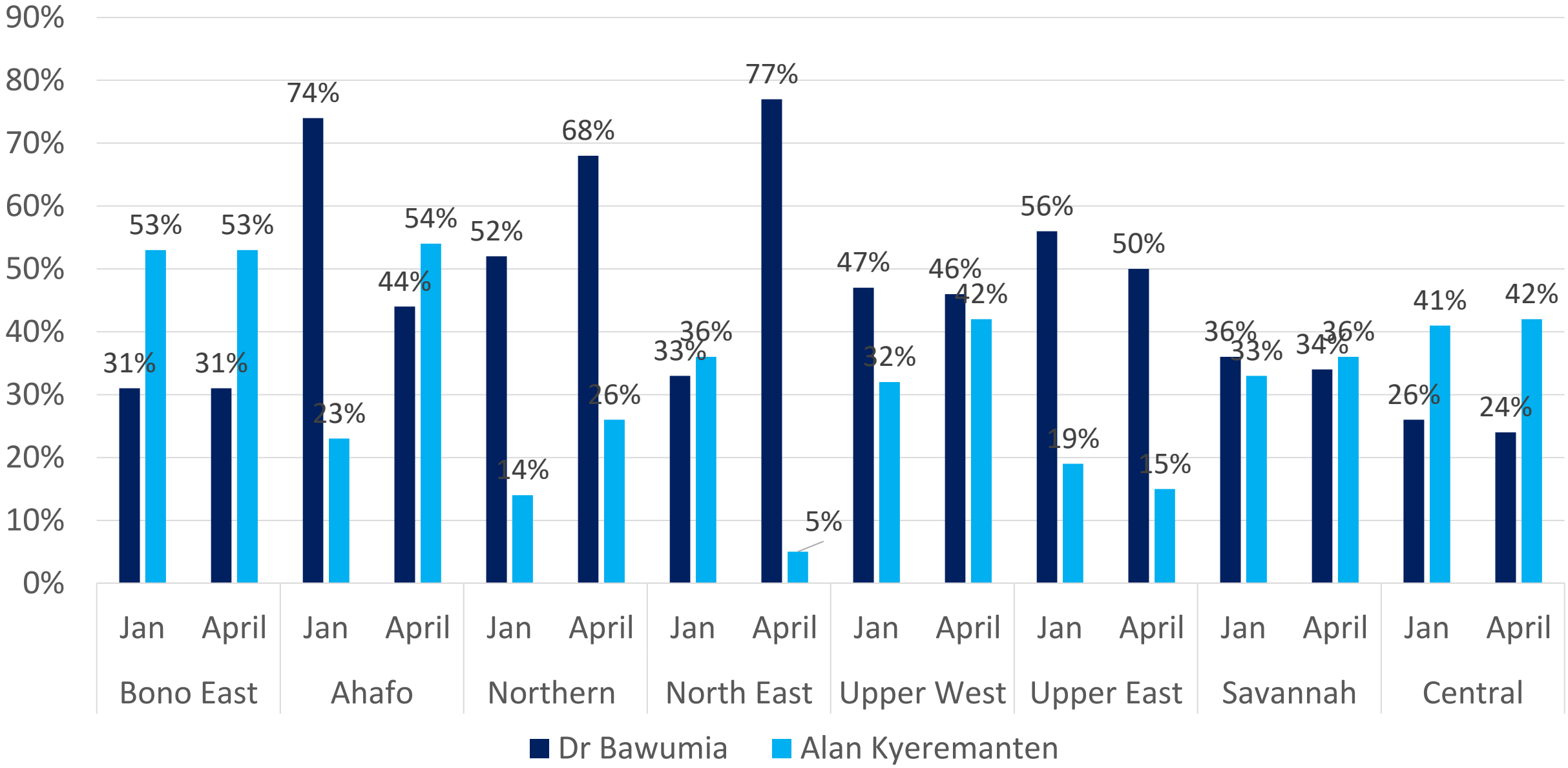
NPP Primaries-General Voters

	Jan 2022	Q1 2022	Change
Dr M. Bawumia	39.7%	33.2%	-6.50%
Alan Kyeremanten	28.14%	35.5%	7.36%
Dr Afriyie Akoto	2.93%	2.9%	-0.03%
Boakyie Agyarko	2.02%	0.8%	-1.22%
Dr Konadu Apraku	0.68%	0.6%	-0.08%
Hon. Kennedy Agyepong	-	2.9%	
Hon. Joe Ghartey	0.87%	0.7%	-0.17%
Francis Addai Nimmo	0.37%	0.2%	-0.17%
Kwabenya Adjei Agyepong	-	0.2%	
Someone else	25.34%	5.6%	-19.74%
I will not vote	-	17.5%	
Total	100%	100%	

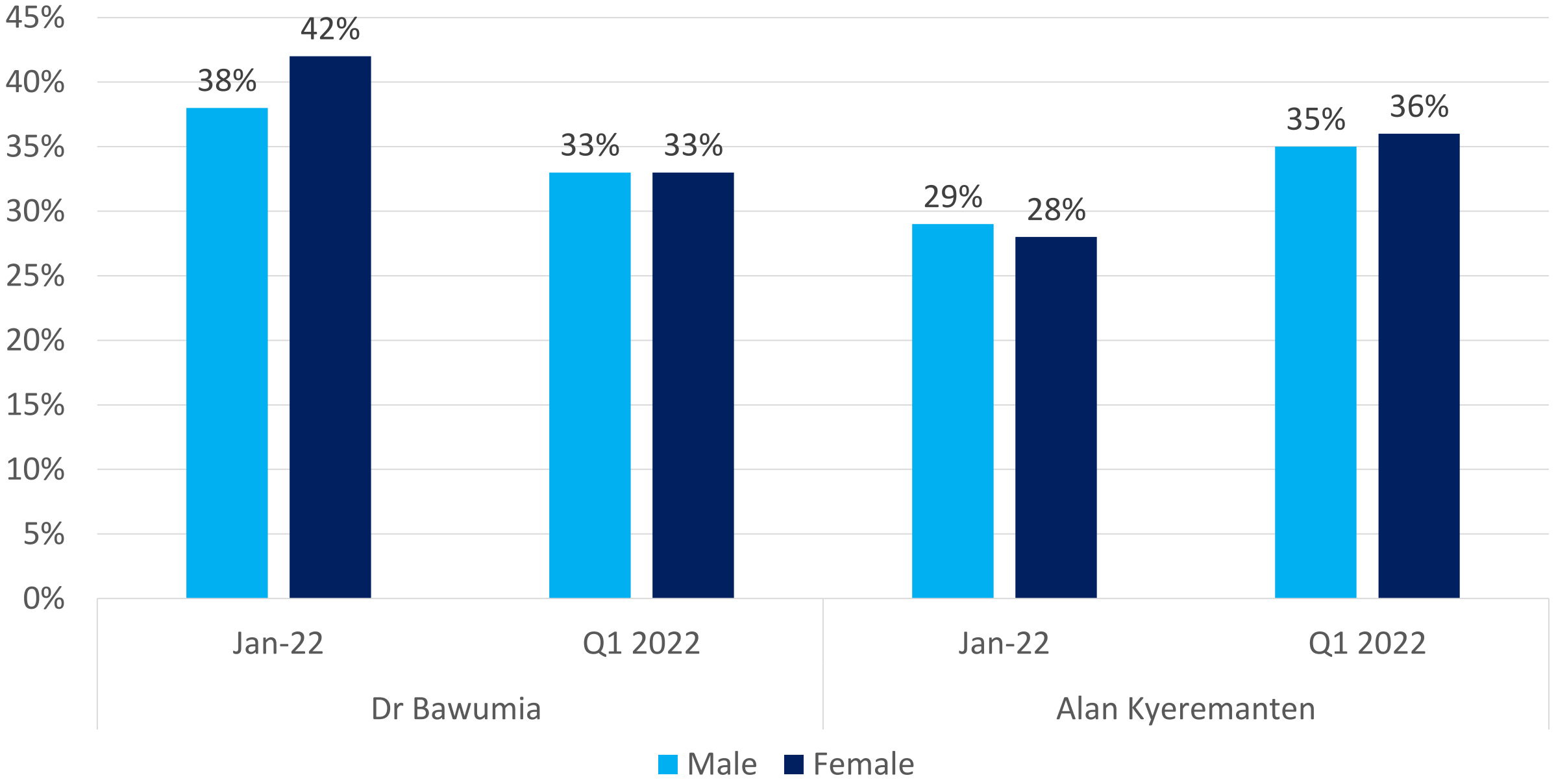
NPP Primaries-Regions



NPP Primaries-Regions



NPP Primaries (Main Candidates)-Gender



NPP Primaries (Main Candidates)-Party Affiliations

	Dr Bawumia			Alan Kyeremanten		
	Jan 2022	Q1 2022	Change	Jan 2022	Q1 2022	Change
NPP	61%	46%	-15%	27%	36%	+9%
NDC	23%	27%	+4%	30%	38%	+8%
FV	22%	26%	+4%	34%	32%	-2%
Other	16%	24%	+8%	25%	29%	+4%

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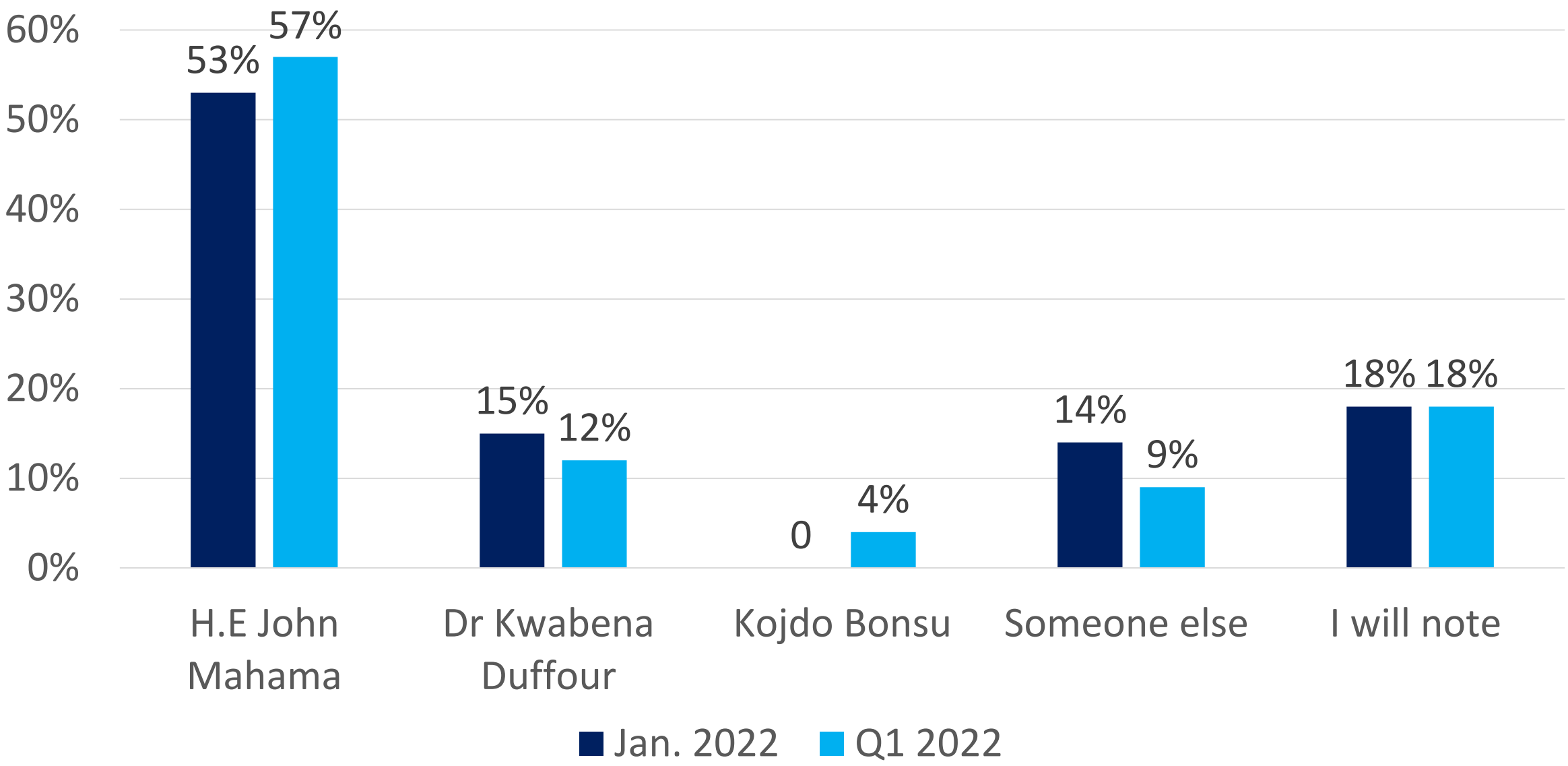
Voters Choice- NDC Primaries

NDC Primaries-General Voters



NDC Primaries-General Voters

	Jan 2022	Q1 2022	Change
H.E John Mahama	53%	57%	+4%
Dr Kwabena Duffour	15%	12%	-3%
Kojo Bonsu	-	4%	-
Someone else	14%	9%	-5%
I will note	18%	18%	-
Total	100%	100%	

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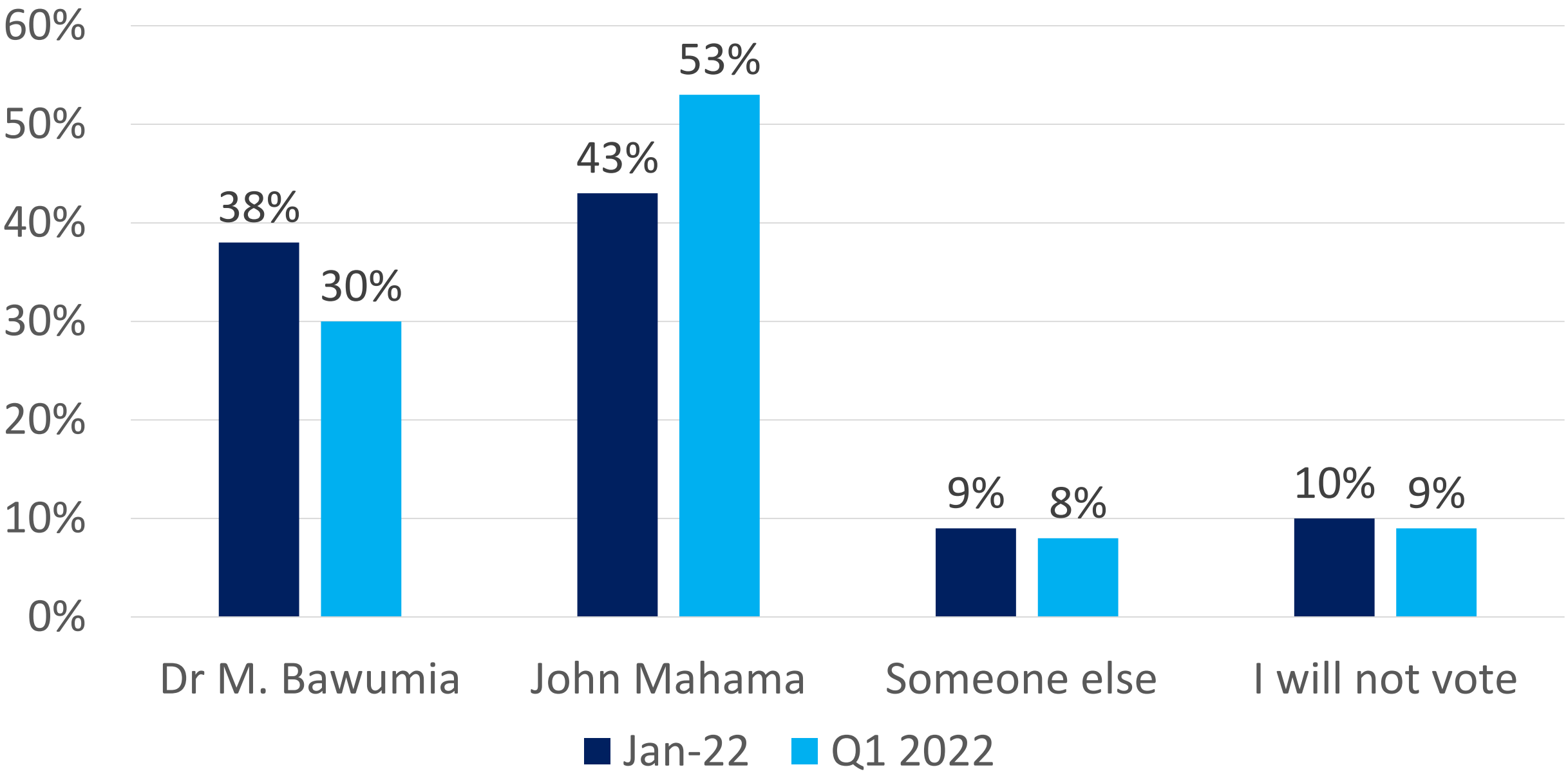
2024 General Election Head to Head
Dr M. Bawumia v John Mahama

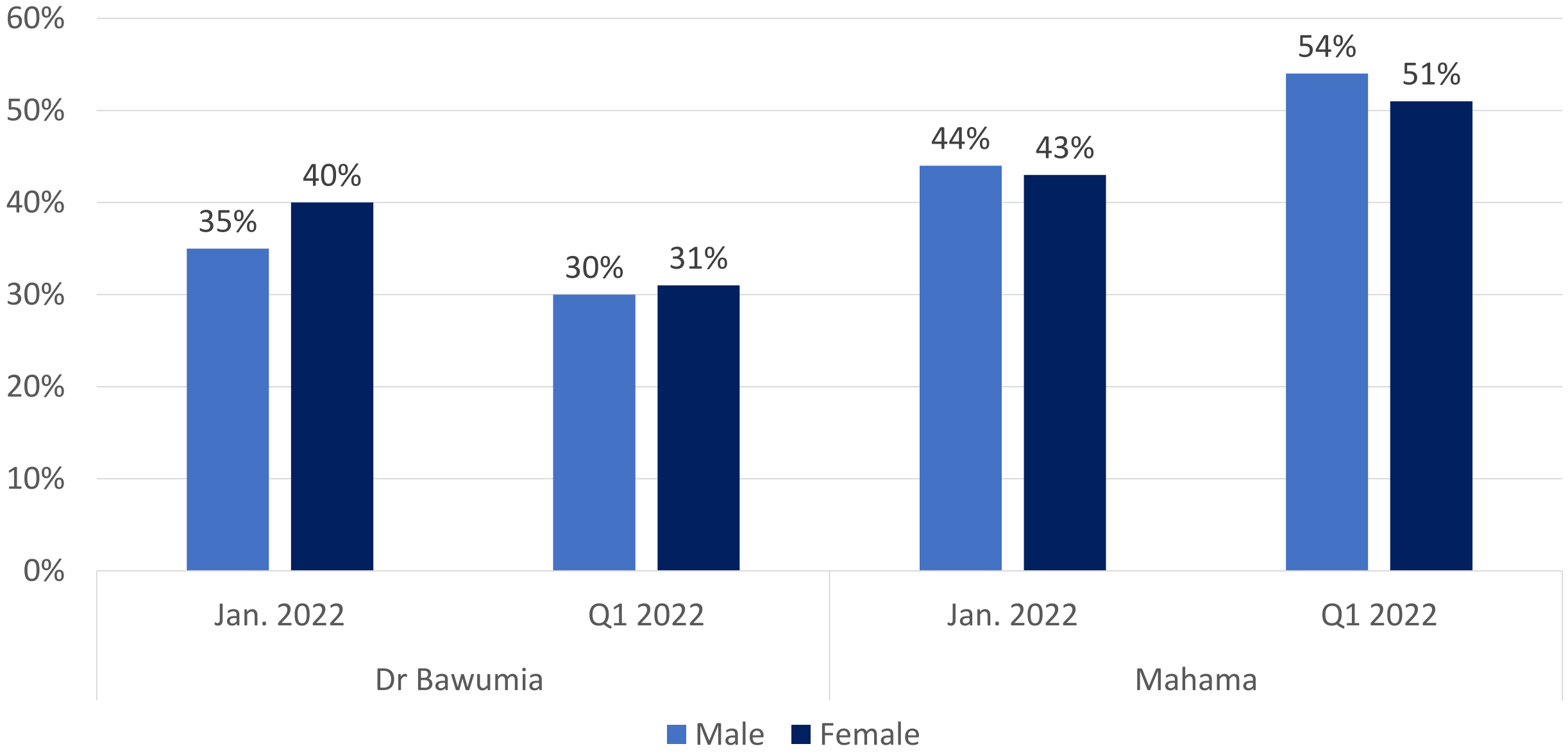
Dr Bawumia v Mahama



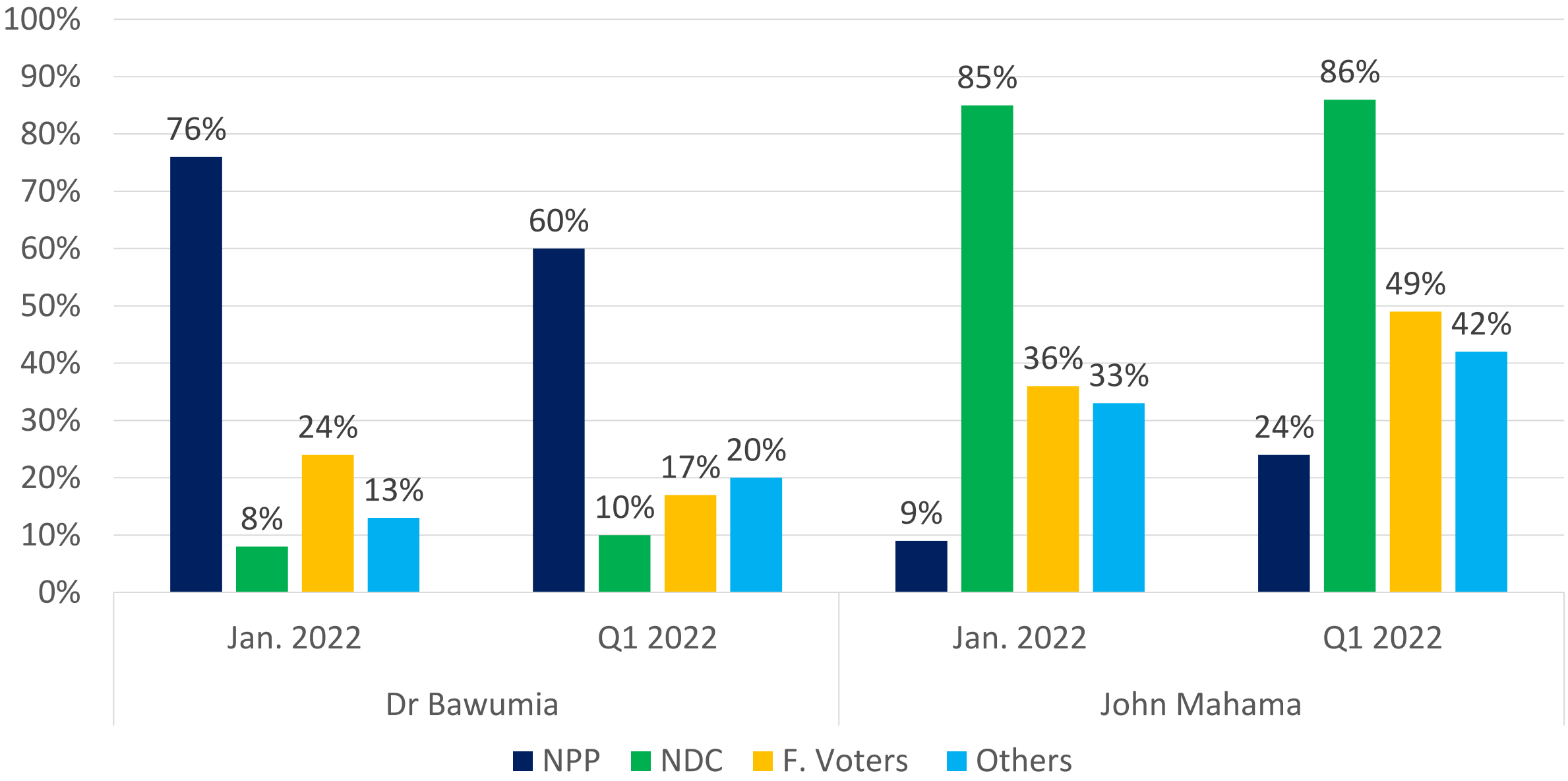
Dr Bawumia v Mahama

	Jan 2022	Q1 2022	Change
Dr M. Bawumia	38%	30%	-8%
John Mahama	43%	53%	+10%
Someone else	9%	8%	-1%
I will not vote	10%	9%	-1%
Total	100%	100%	

Dr Bawumia v John Mahama-Gender



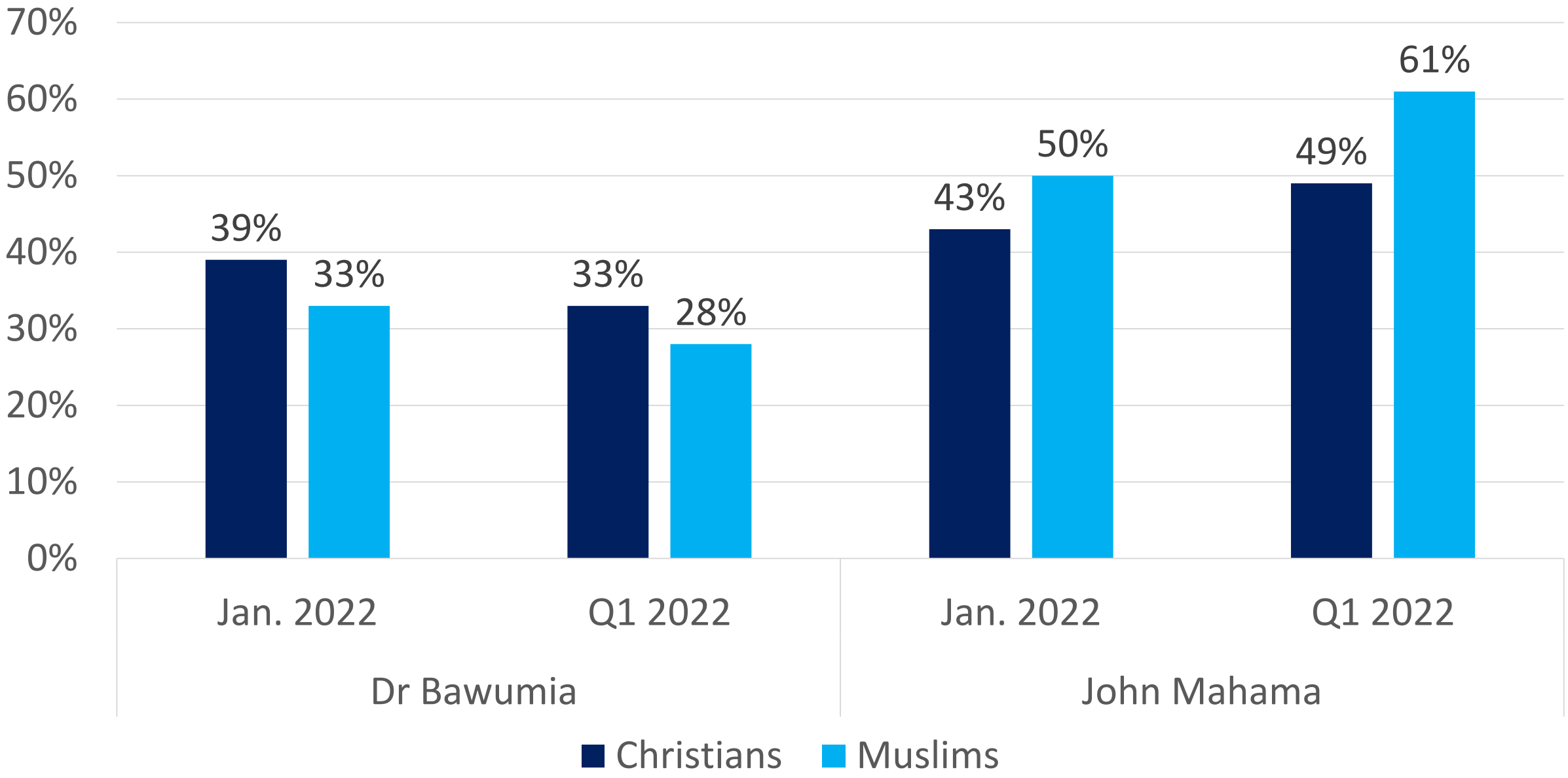
Dr Bawumia v John Mahama -Party Affiliations



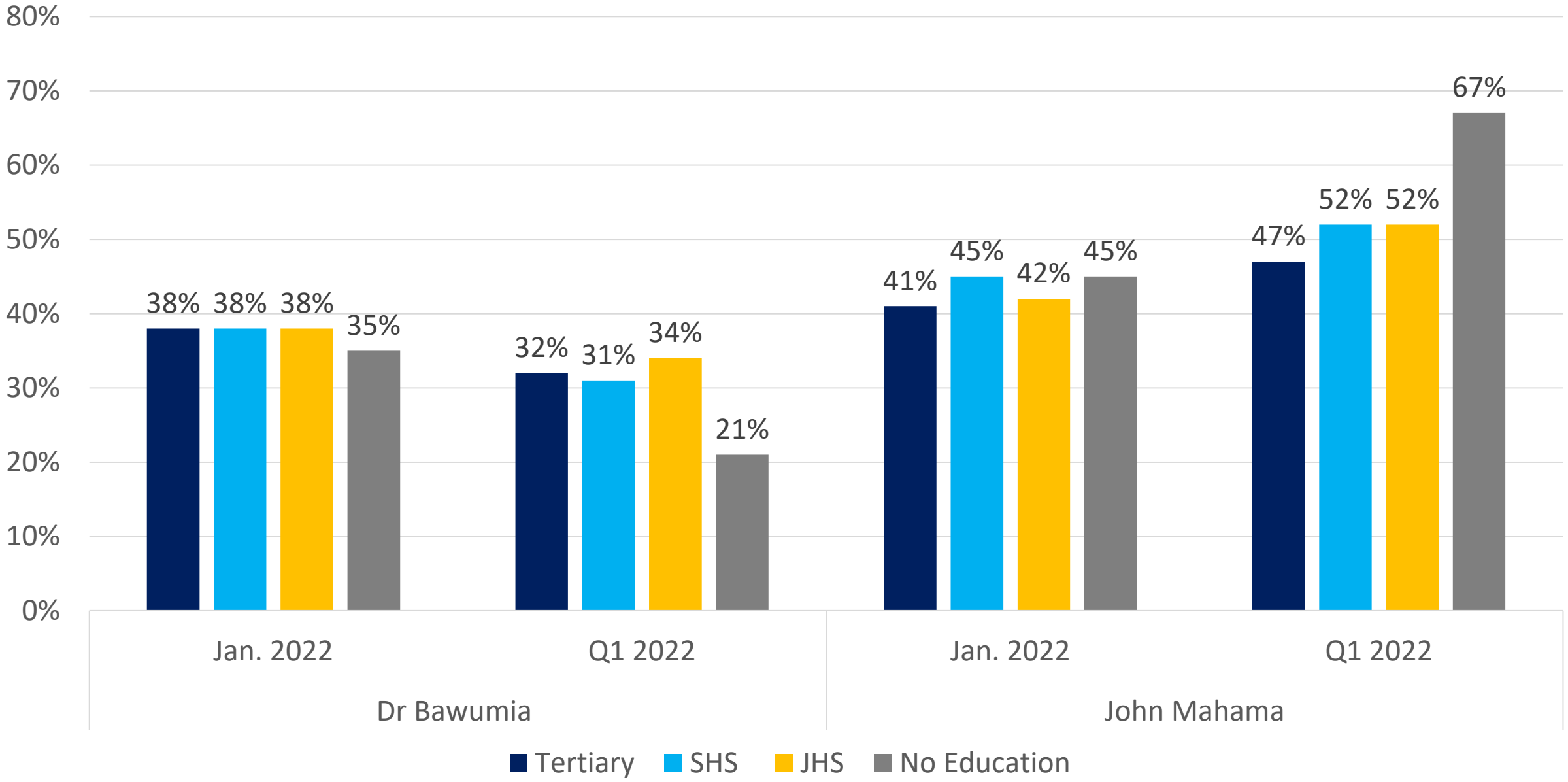
Dr Bawumia v. John Mahama –Ethnic Groups

	Dr Bawumia			John Mahama		
	Jan 2022	Q1 2022	Change	Jan 2022	Q1 2022	Change
Akans	50%	41%	-9%	31%	36%	+5%
Guans	20%	26%	+6%	51%	61%	+10%
Ga - Adangbe	23%	19%	-4%	51%	67%	+16%
Eve	15%	15%	-	70%	77%	+7%
Mole-Dagbani	40%	36%	-4%	43%	55%	+12%
Gurma	55%	38%	-17%	36%	53%	+17%
Grushie	45%	25%	-20%	29%	51%	+22%
Mande	43%	16%	-27%	36%	67%	+31%
Others	35%	22%	-13%	46%	61%	+15%

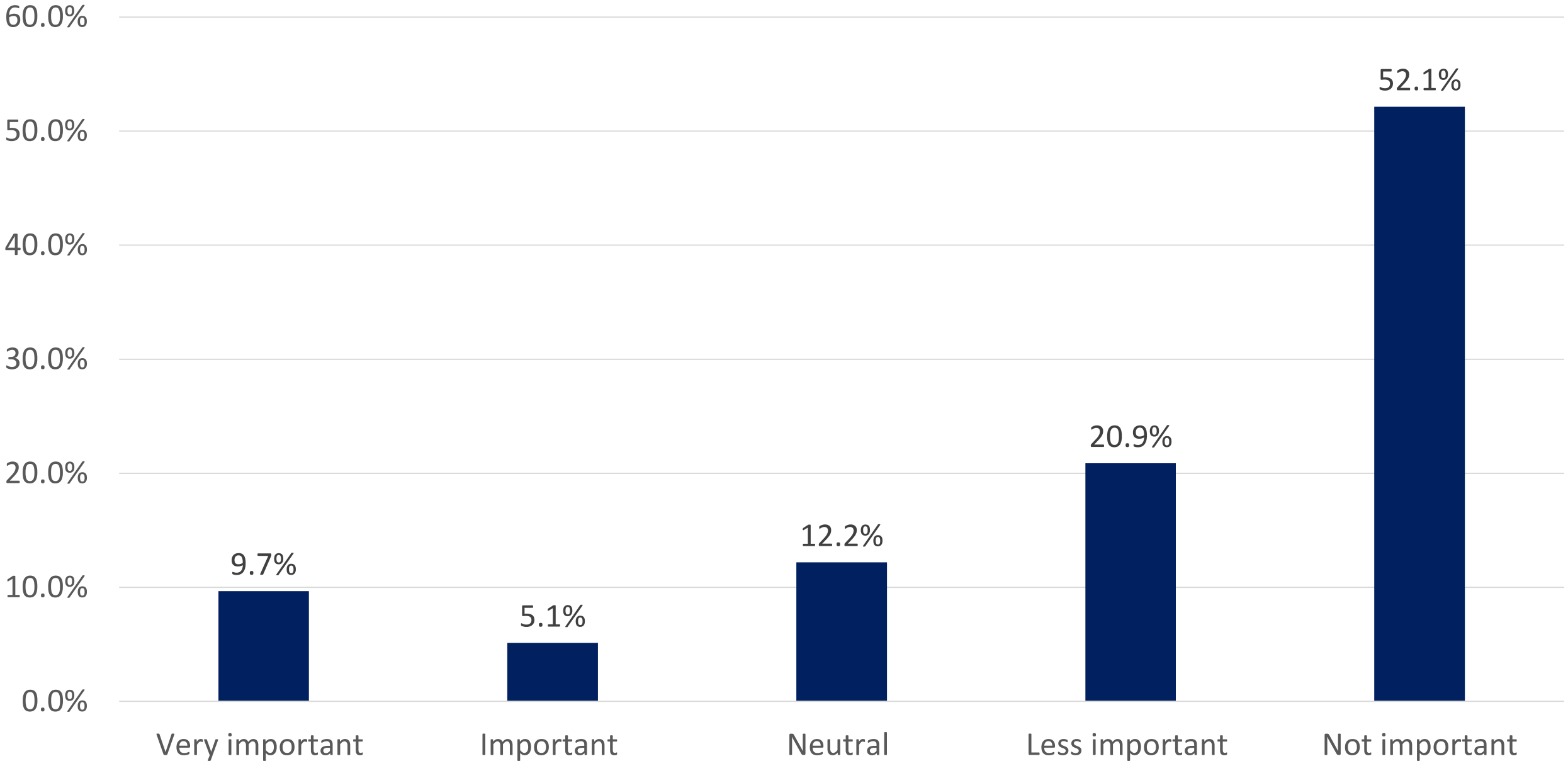
Dr Bawumia v. John Mahama –Religious Groups



Dr Bawumia v. John Mahama –Education



Was the faith of the candidates a factor in your choice



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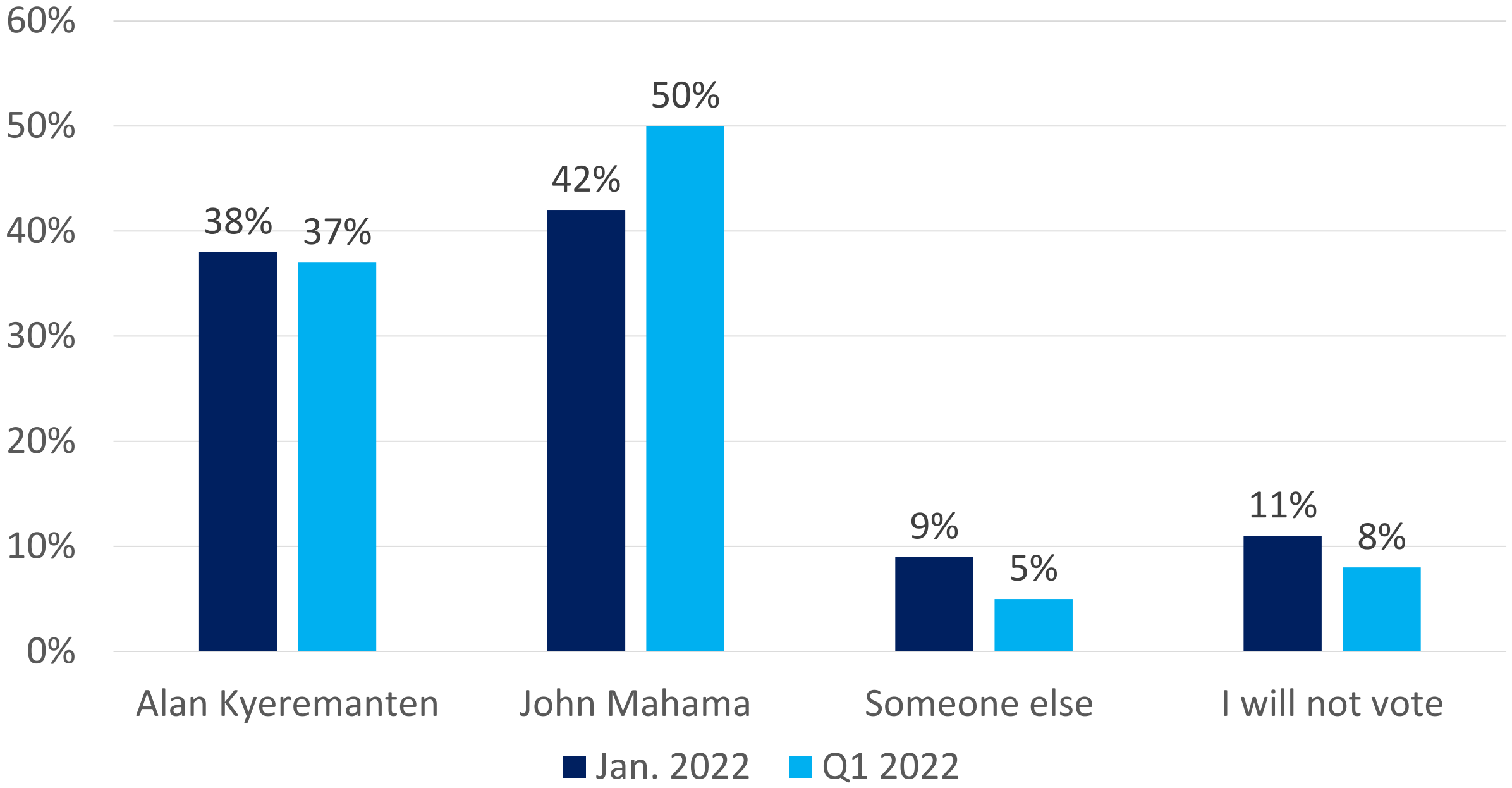
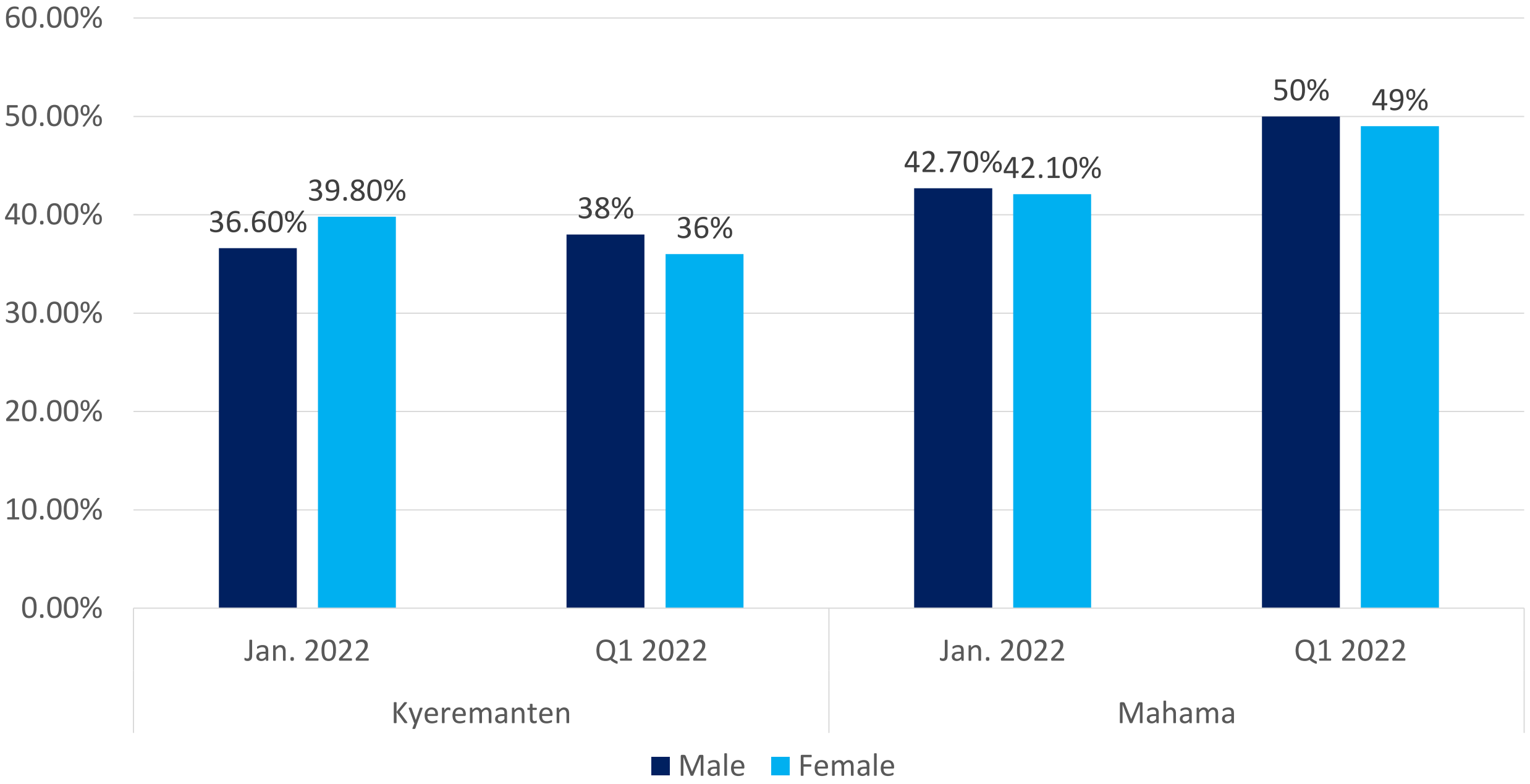
2024 General Election Head to Head Alan Kyeremanten v John Mahama

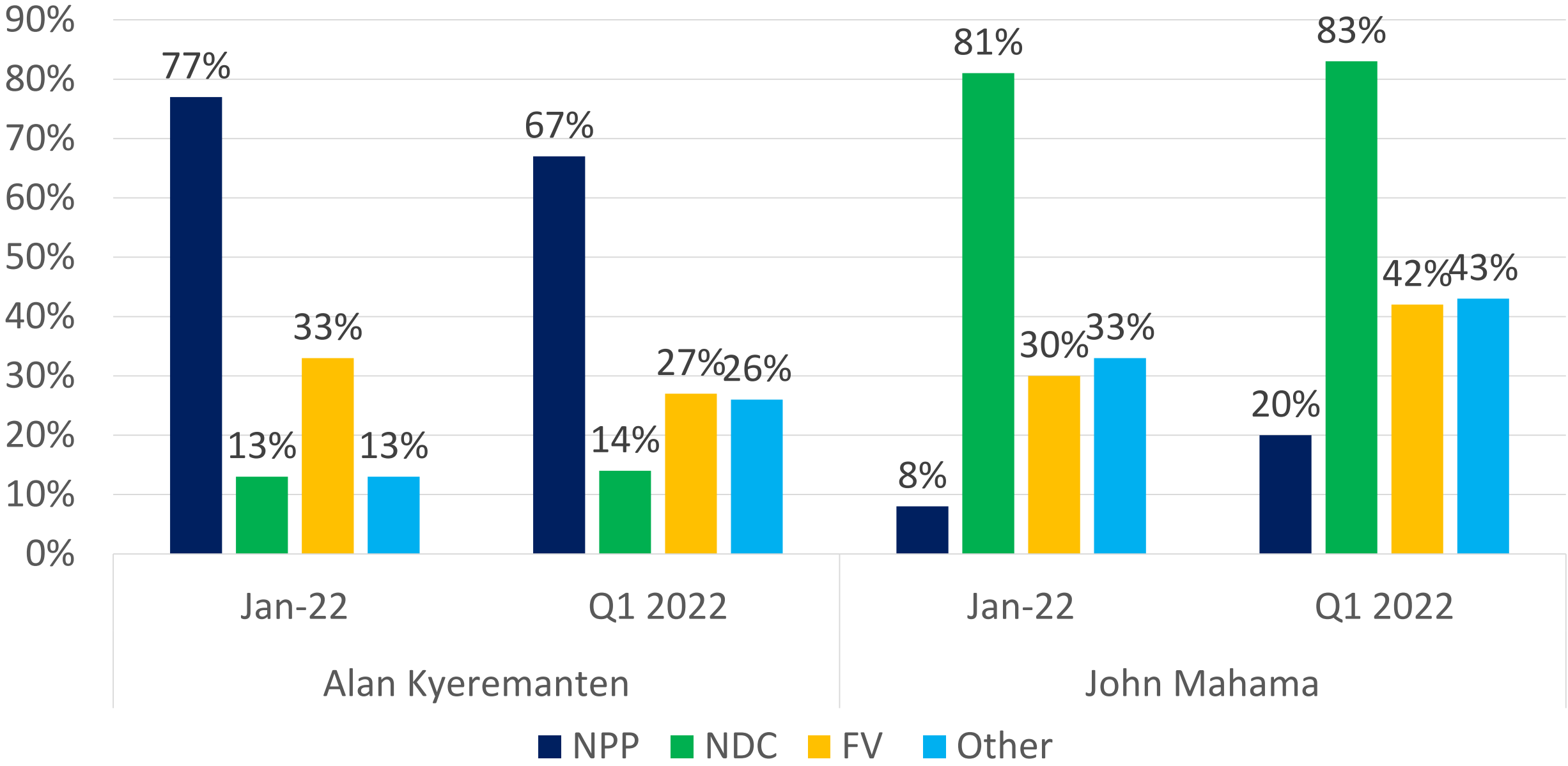
Alan Kyeremanten v. John Mahama



Alan Kyeremanten v John Mahama-Gender



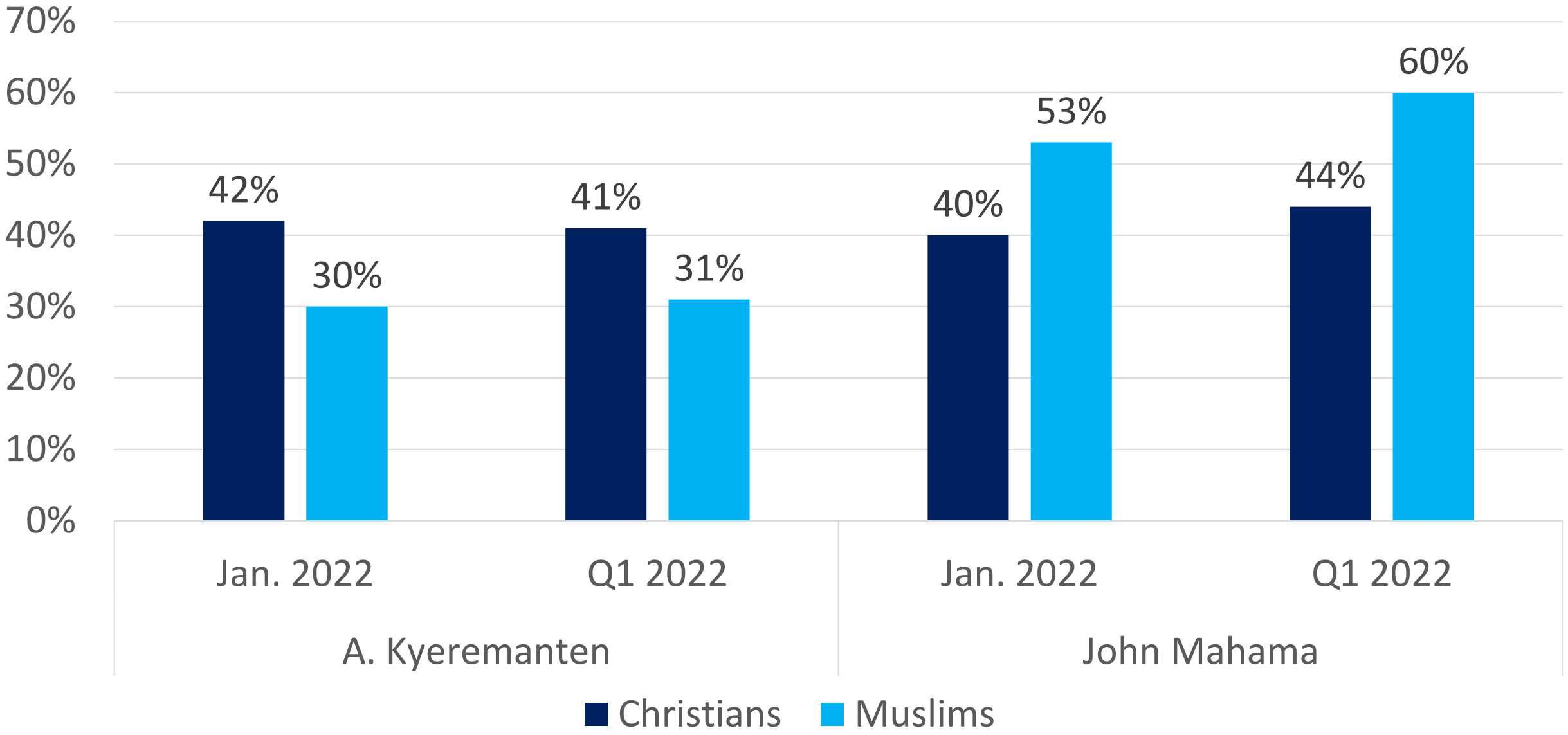
Alan Kyeremanten v John Mahama -Party Affiliations



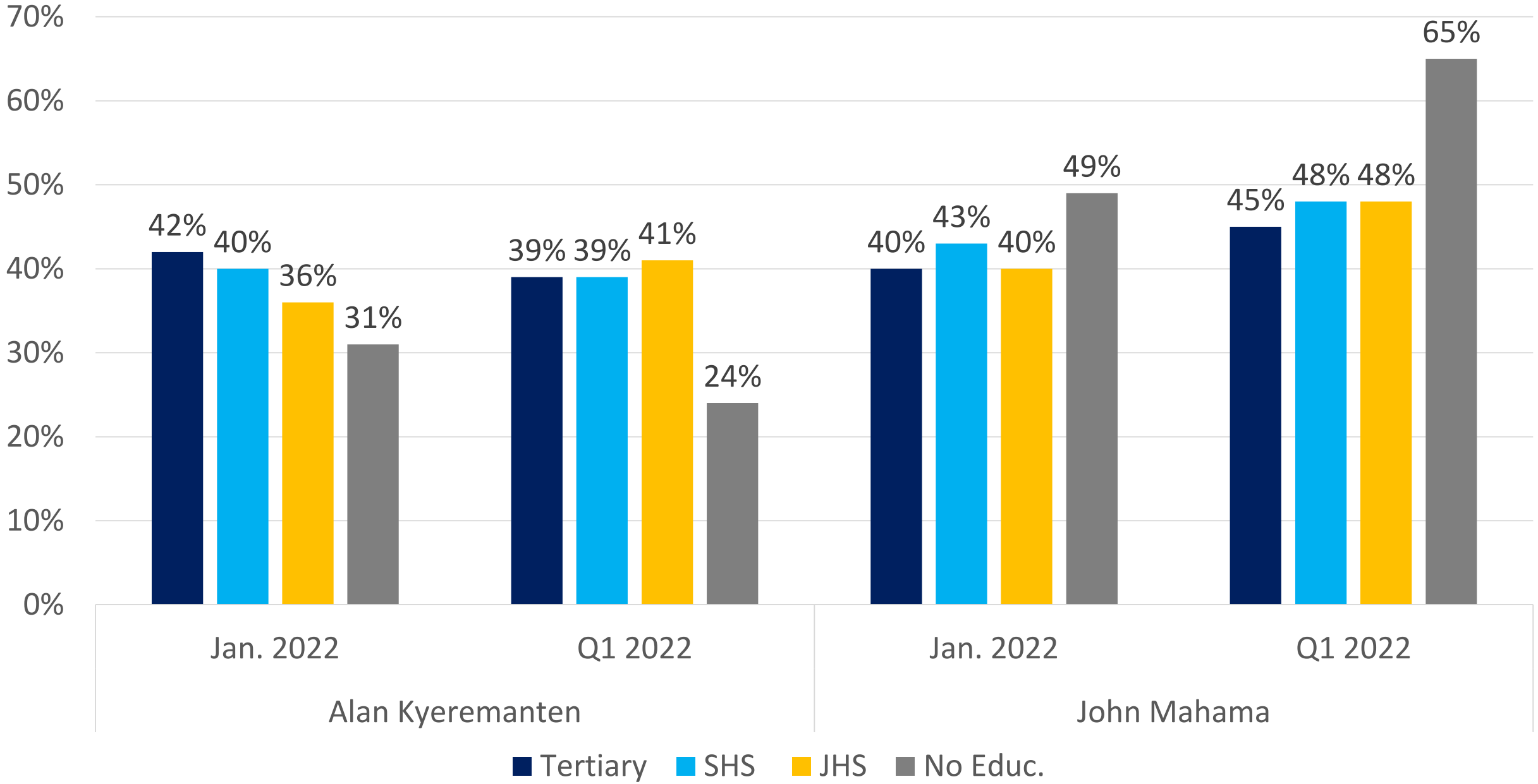
Alan Kyeremanten v. John Mahama –Ethnic Groups

	Alan Kyeremanten			John Mahama		
	Jan 2022	Q1 2022	Change	Jan 2022	Q1 2022	Change
Akans	51%	52%	+1%	28%	32%	+4%
Guans	21%	32%	+11%	51%	57%	+6%
Ga-Adangbe	29%	25%	-5%	50%	64%	+14%
Eve	23%	18%	-5%	64%	75%	+11%
Mole-Dagbani	27%	34%	+7%	52%	56%	+4%
Gurma	32%	32%	-	59%	59%	-
Grushie	48%	25%	-23%	29%	55%	+26%
Mande	21%	17%	-4%	36%	71%	+35%
Others	39%	29%	-10%	43%	57%	+14%

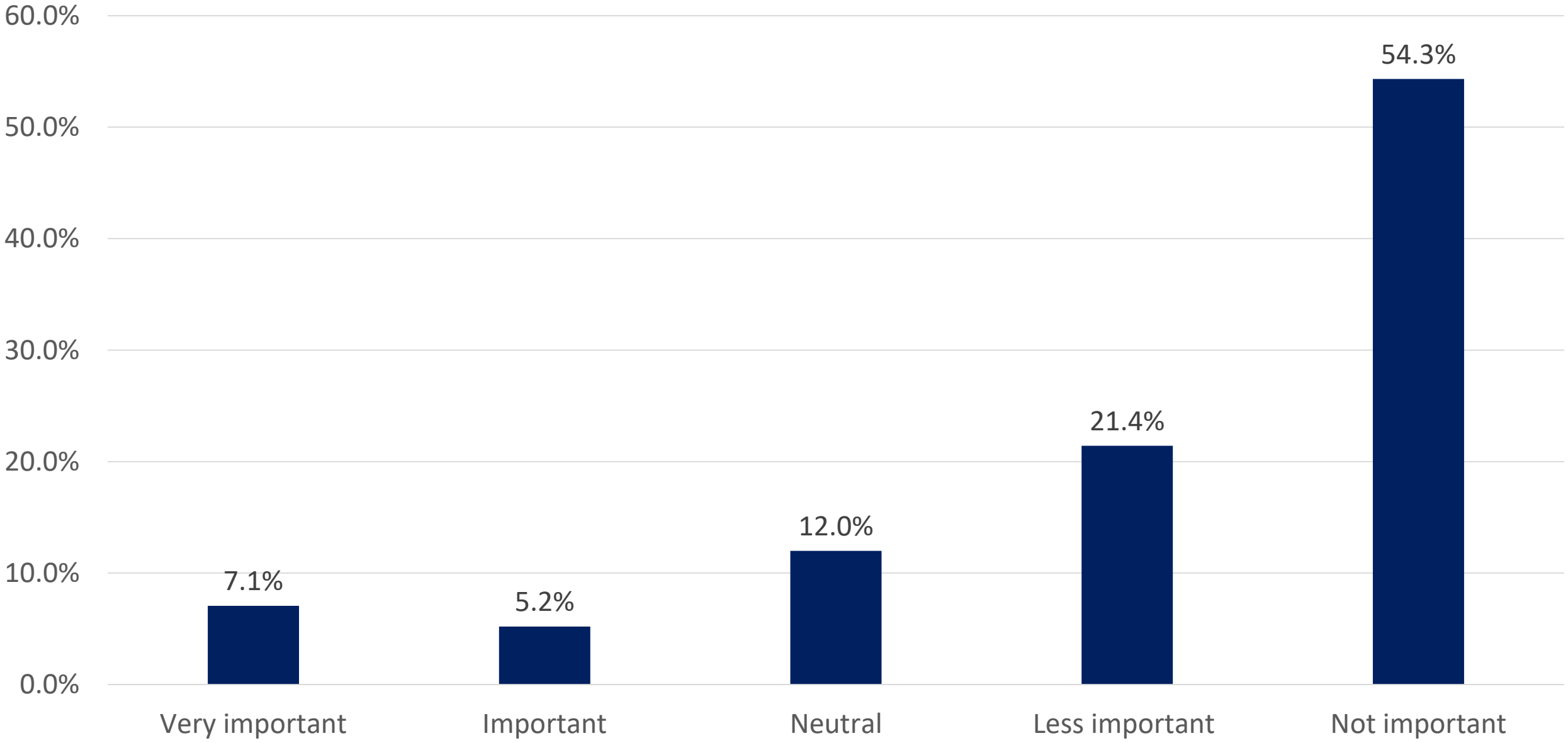
Alan Kyeremanten v. John Mahama –Main Religions

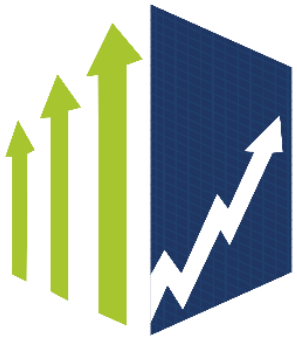


Alan Kyeremanten v. John Mahama –Education



Was the ethnicity of the candidates a factor in your choice





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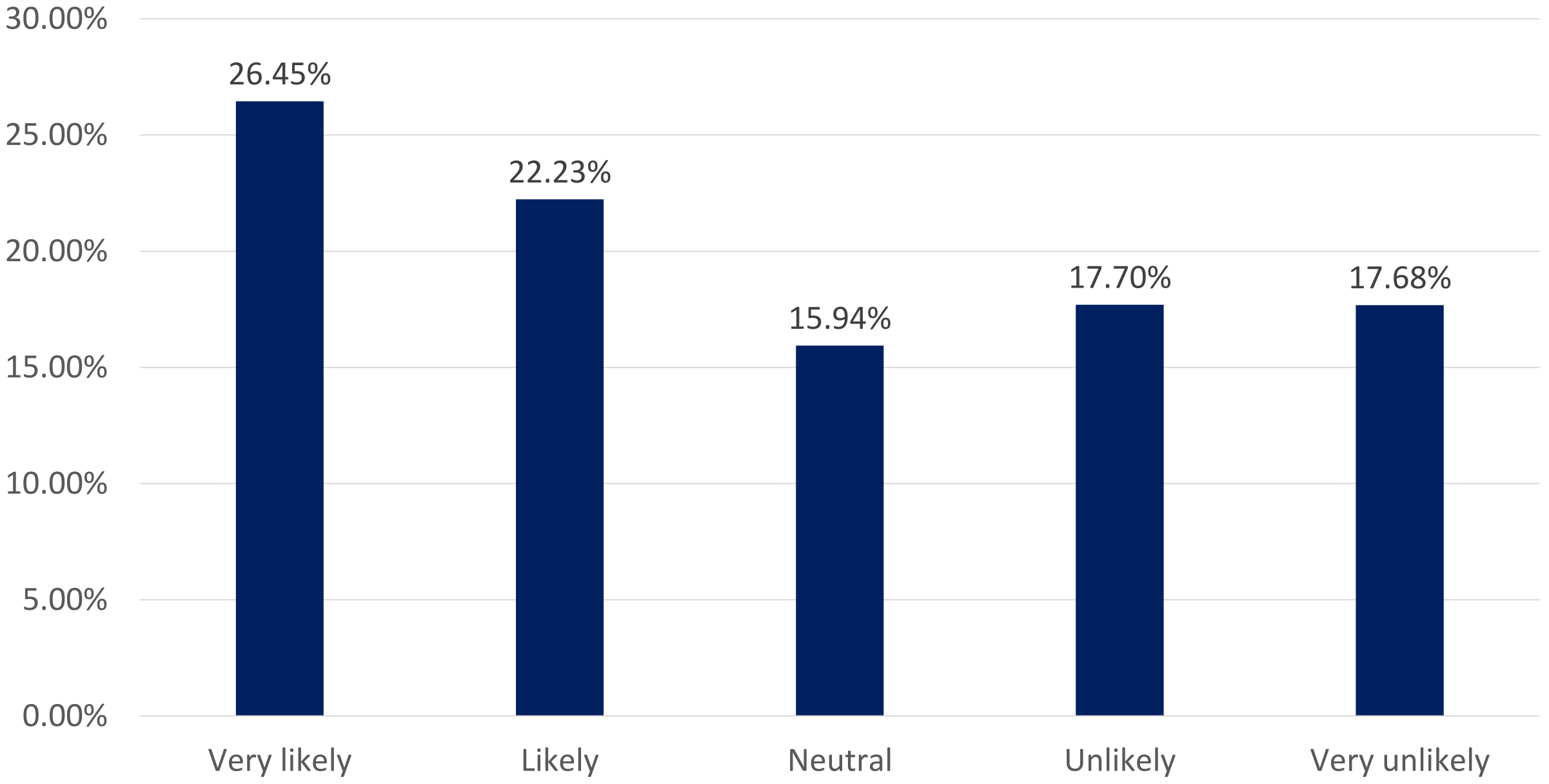
State of Parliament Seats

How likely would you vote for your current MP?



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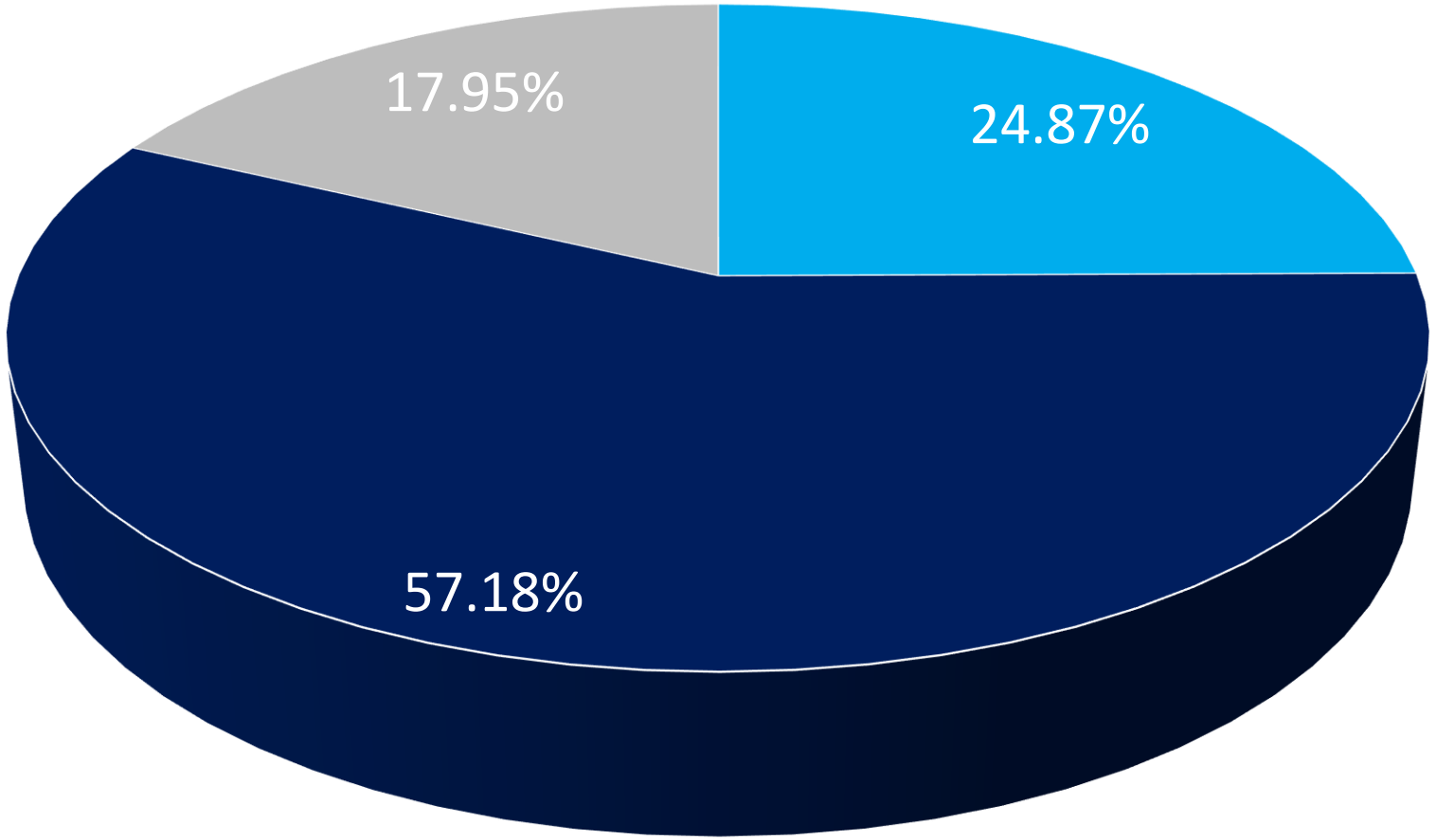
Potential Skirt & Blouse voting

Skirt & Blouse



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