



Research Report

(Predicting the outcome of the 2024 general elections in all sixteen (16) regions of Ghana)

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Introduction

- The 2024 general elections are unique in several respects:
 - The flagbearers of the two dominant political parties (NPP & NDC) are both from the Northern part of the country
 - The NPP is determined to break the usual eight-year cyclical rule with a Muslim sitting Vice-President
 - The NDC is presenting a former President who lost in both the 2016 and 2020 general elections
- The main purpose of this survey is to identify the likely winner of the December 2024 general elections.
- Among other things, the key determinants of voting decisions are also examined.

Methodology

- The quantitative research design was adopted for this study.
- The target population consists of all registered voters in the 2024 general elections, which is estimated to be about 17,000,000 people.
- The study used multistage probability proportional to size sampling (PPS) with implicit stratification to reduce the operational cost of the survey and better represent the country
- In every region, all the subsamples were obtained through three stages: the primary sampling units (PSUs) were the constituencies in a region, the second-stage sampling units were the electoral areas in the selected constituencies, and the third-stage (final) sampling units were the registered voters in the selected electoral areas.
- Regions and constituencies were used as the main stratification variables.
- Data was obtained mainly through computer-assisted personal interviewing (CAPI) technology.
- The minimum sample size was determined to be 5,700 registered voters based on 95% confidence level and 2% margin of error.
- In our effort to achieve the target sample size and increase precision, we enlarged the actual sample size to 65,500 registered voters and successfully interviewed 65,397 registered voters yielding a response rate of 99.84%.
- Field work began on 15th August and ended on 15th September 2024.

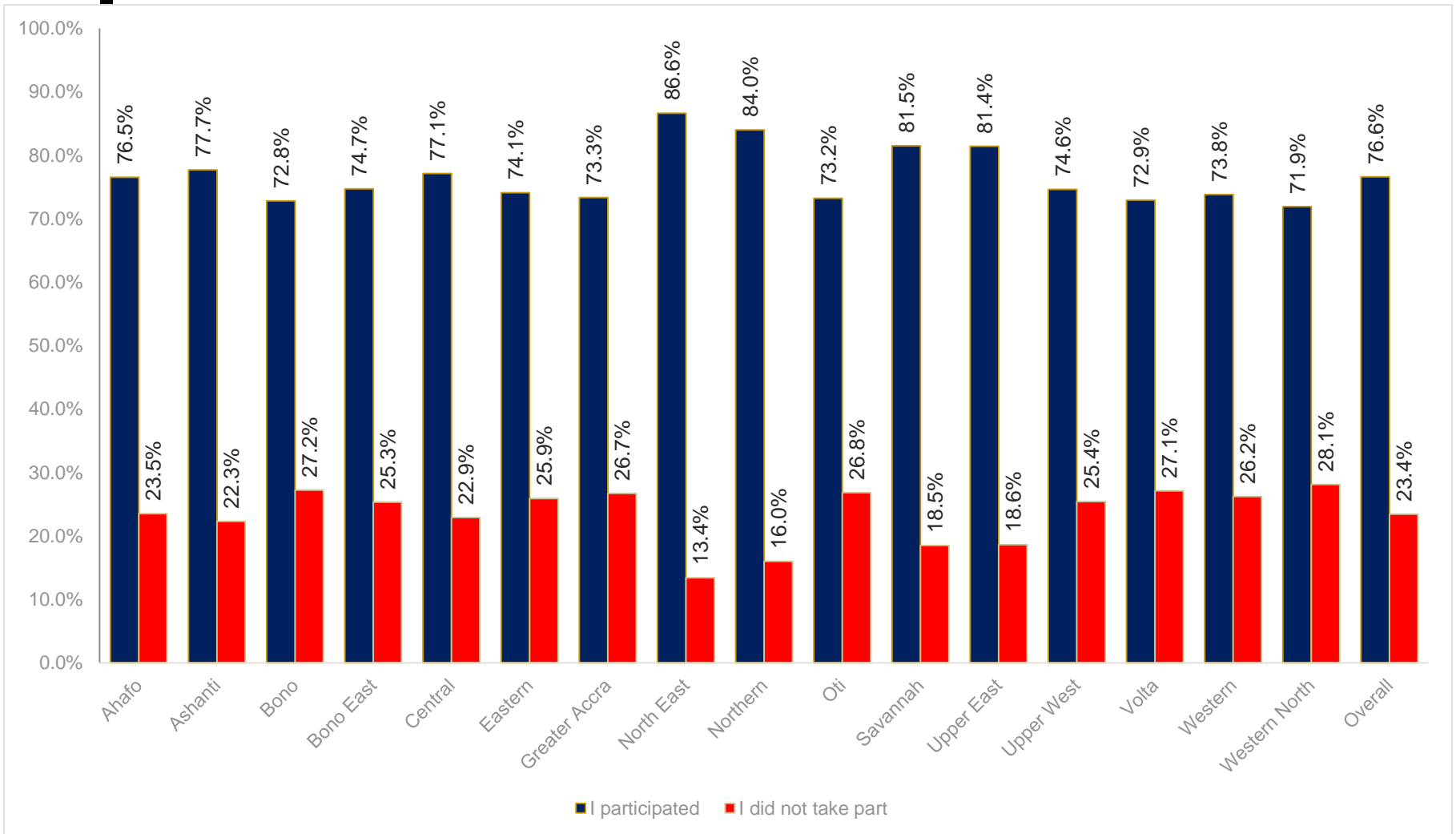
Demographic makeup of voters (1)

Socio-Demographic Variables		Percent
Total	All respondents	100
Ethnicity	Akan	44.2
	Non-Akan	55.8
Age	18-24	12.9
	25-30	17.3
	31-35	16.8
	36-40	16.6
	41-45	11.9
	46-50	9.7
	51-55	6.3
	56-60	3.9
	60 and above	4.6

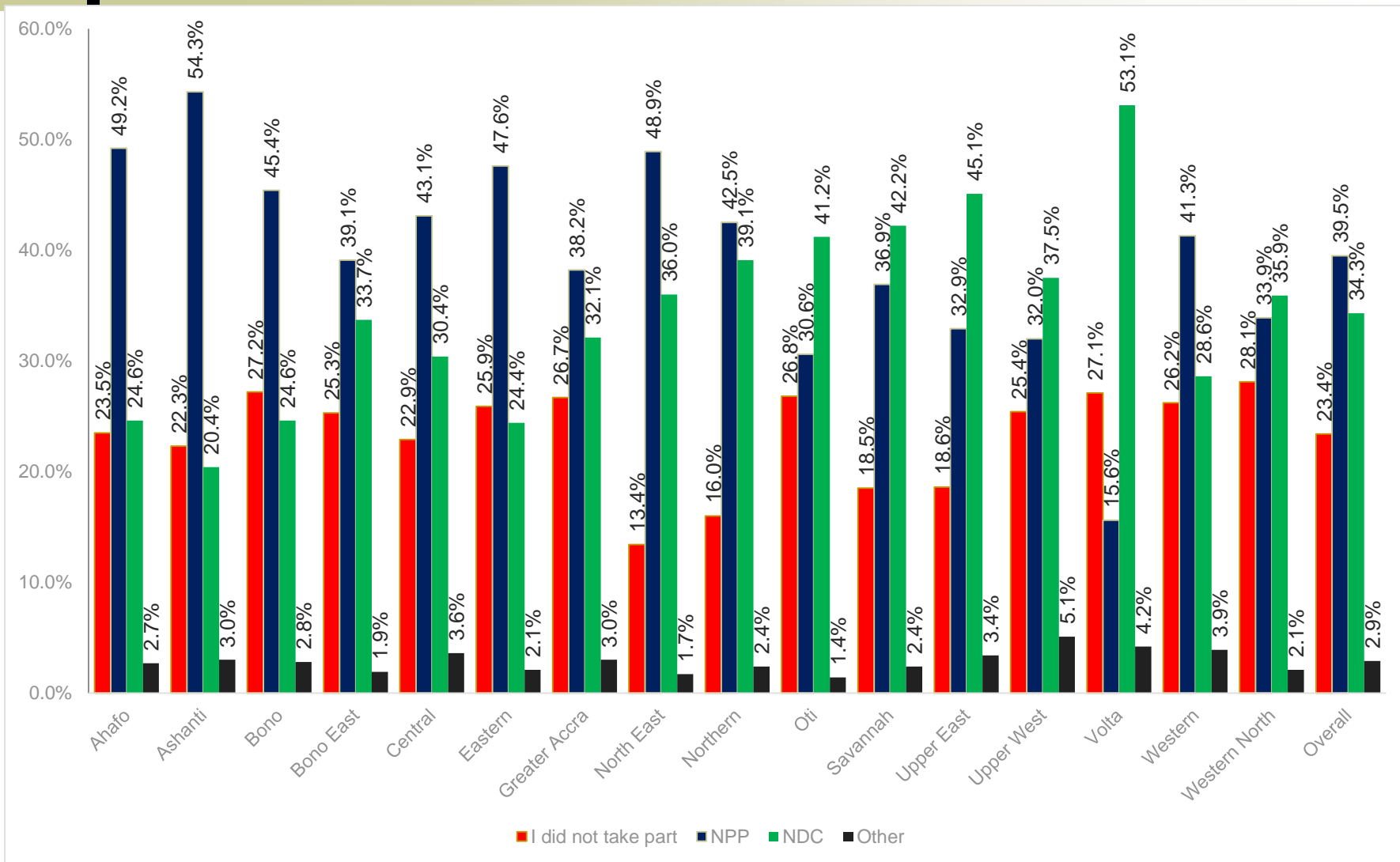
Demographic makeup of voters (2)

Socio-Demographic Variables		Percent
Total	All respondents	100
Gender	Female	43.6
	Male	56.4
Highest level of education	Uneducated	17.0
	Primary	18.0
	Secondary/Voc/Tech	34.0
	Post-Secondary	13.0
	University Degree	15.0
	Masters/PhD	1.0
	Other	2.0
Religious affiliation	Christianity	67.0
	Islam	24.0
	Traditional	5.0
	Non-Religious	4.0
	Other	0.0

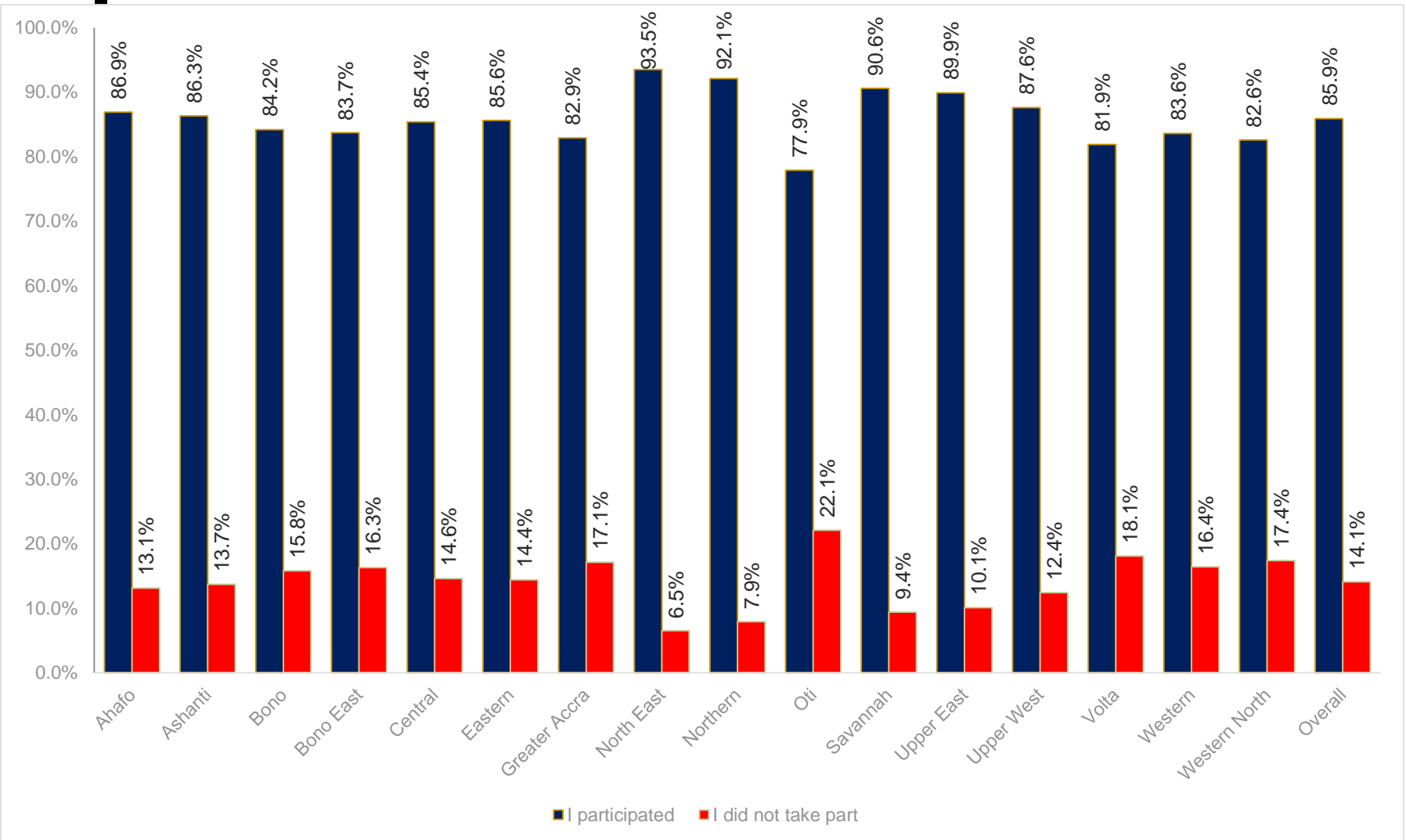
Participation in the 2016 general elections, by region



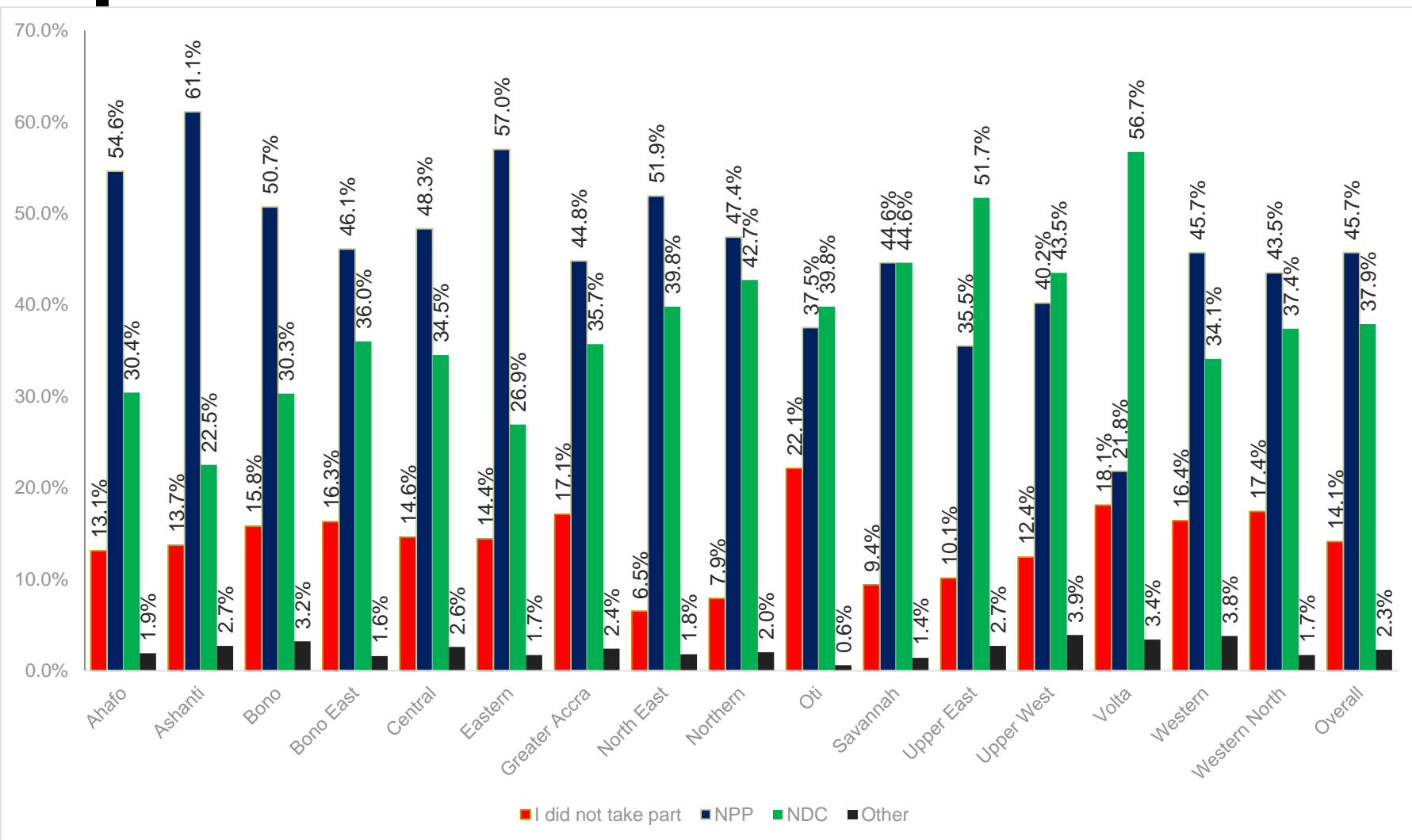
Party voted for in the 2016 general elections, by region



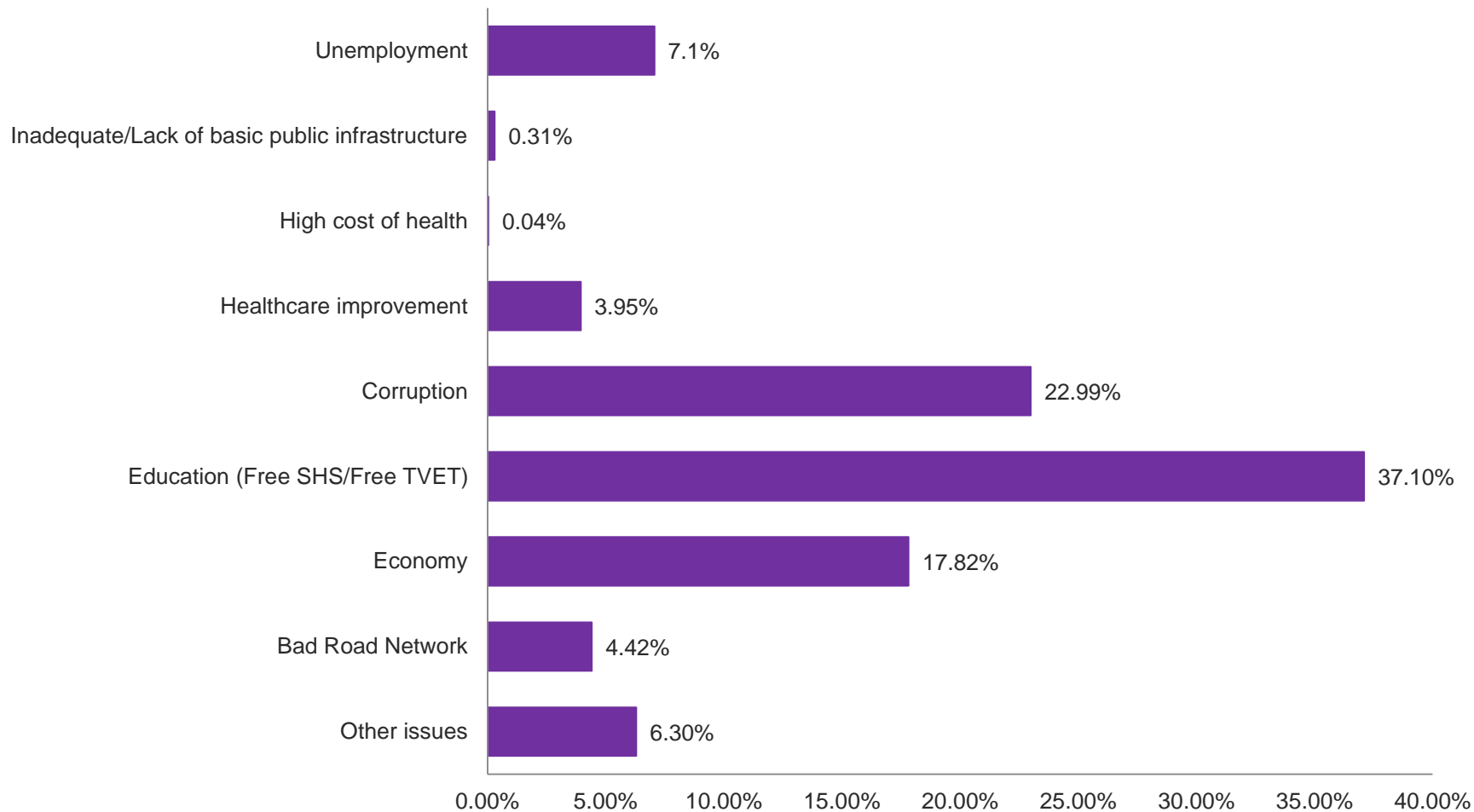
Participation in the 2020 general elections, by region



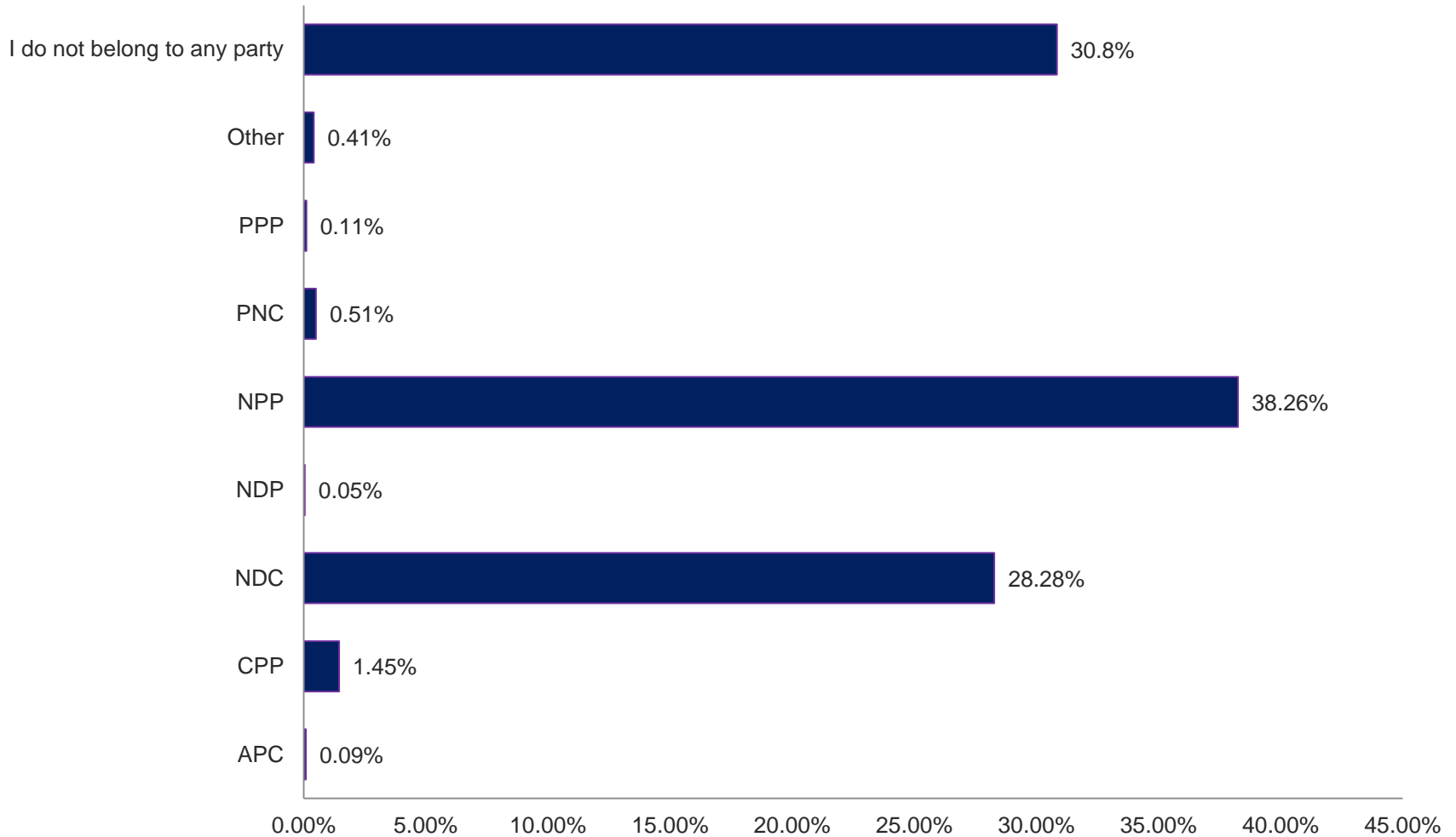
Party voted for in the 2020 general elections, by region



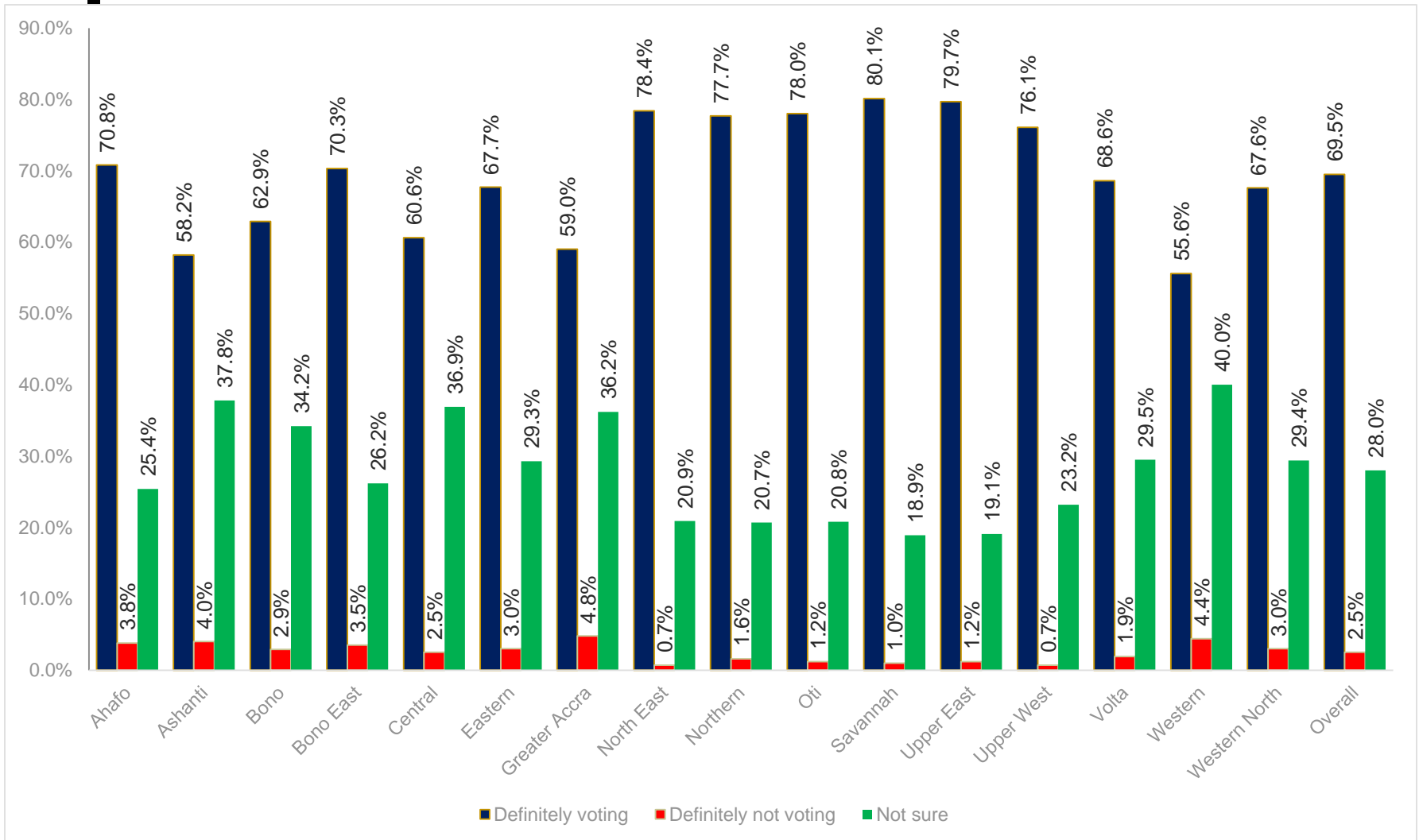
Major issues that influence respondents' voting decisions



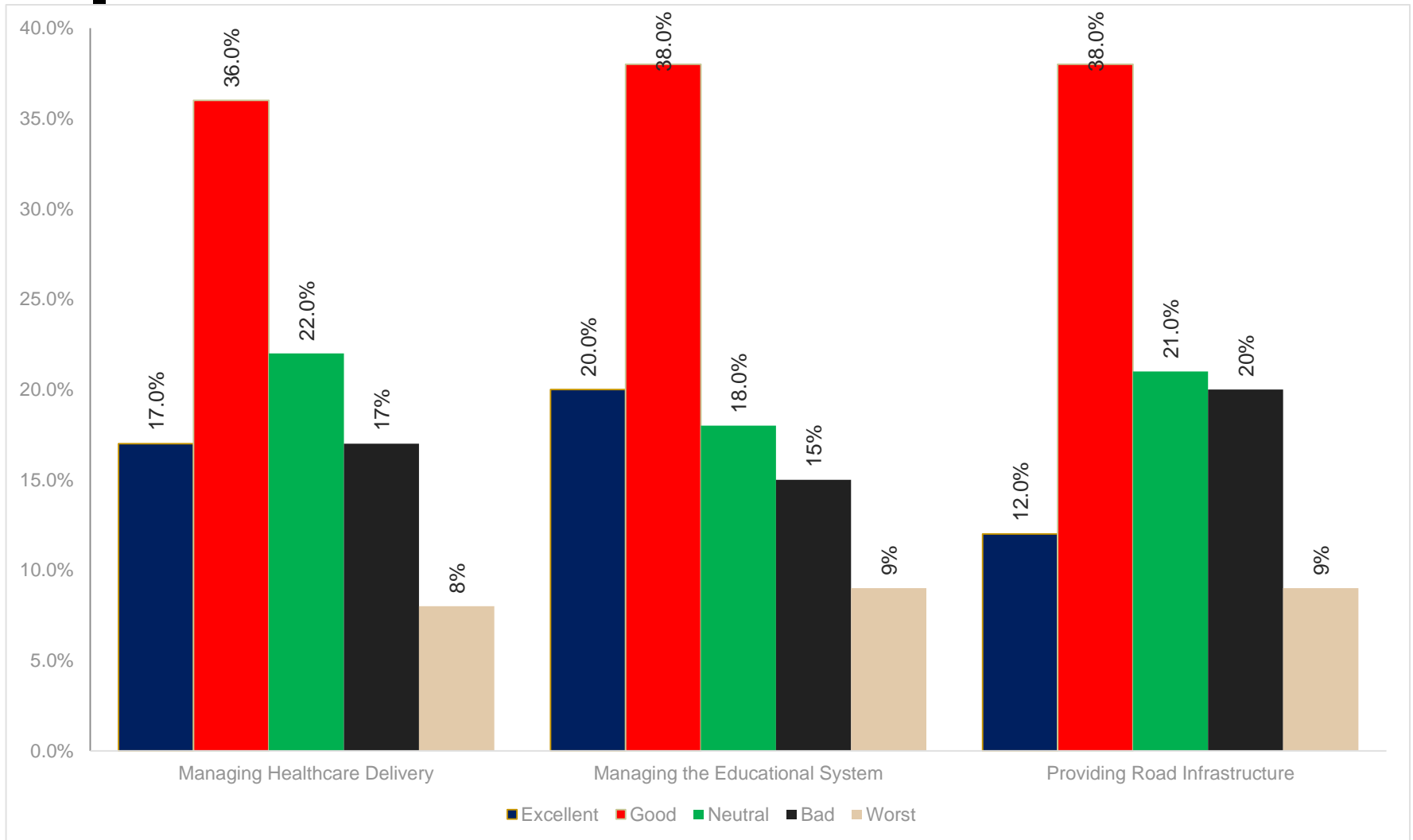
Political party affiliation



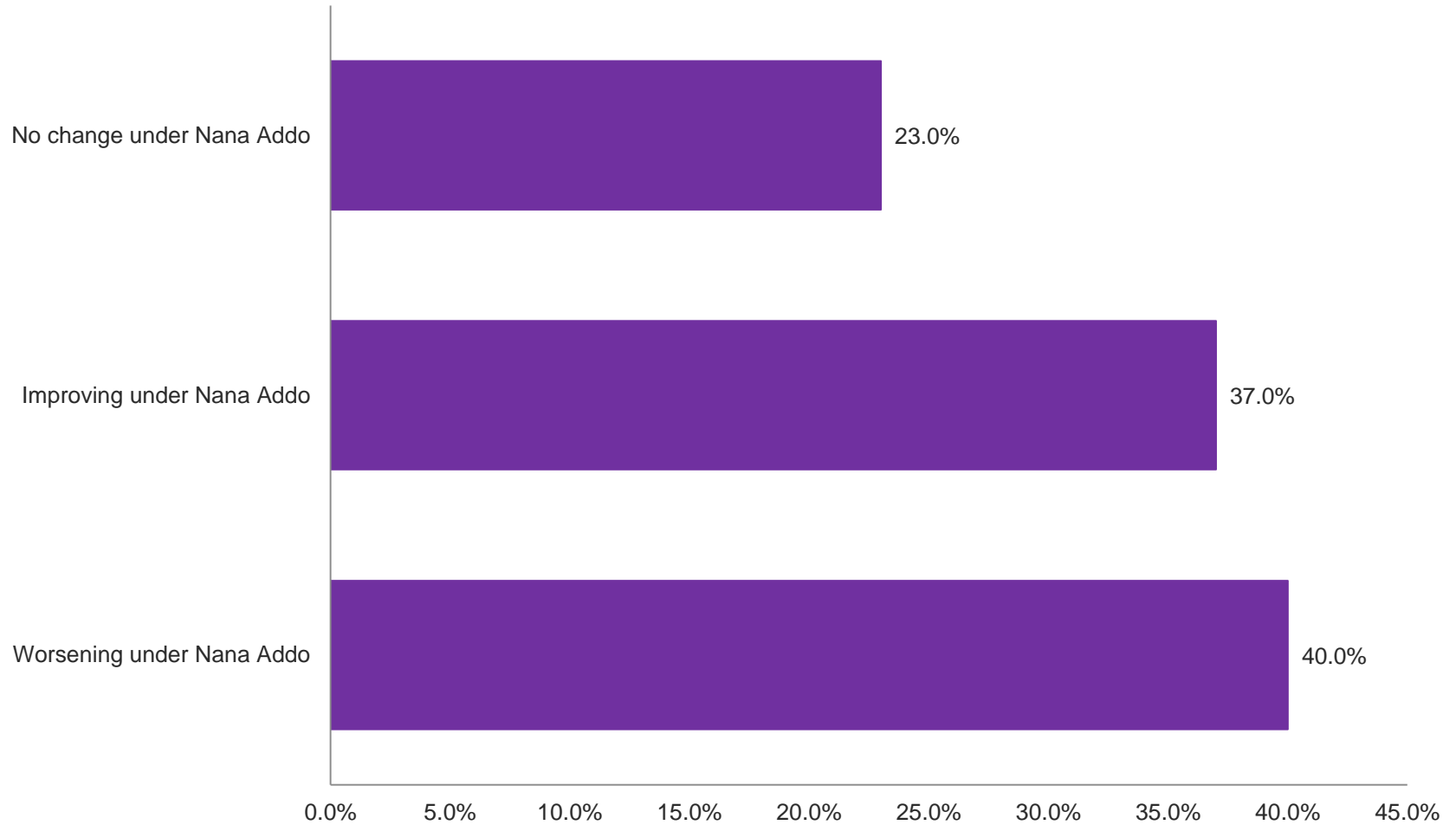
Participation in the 2024 general elections, by region



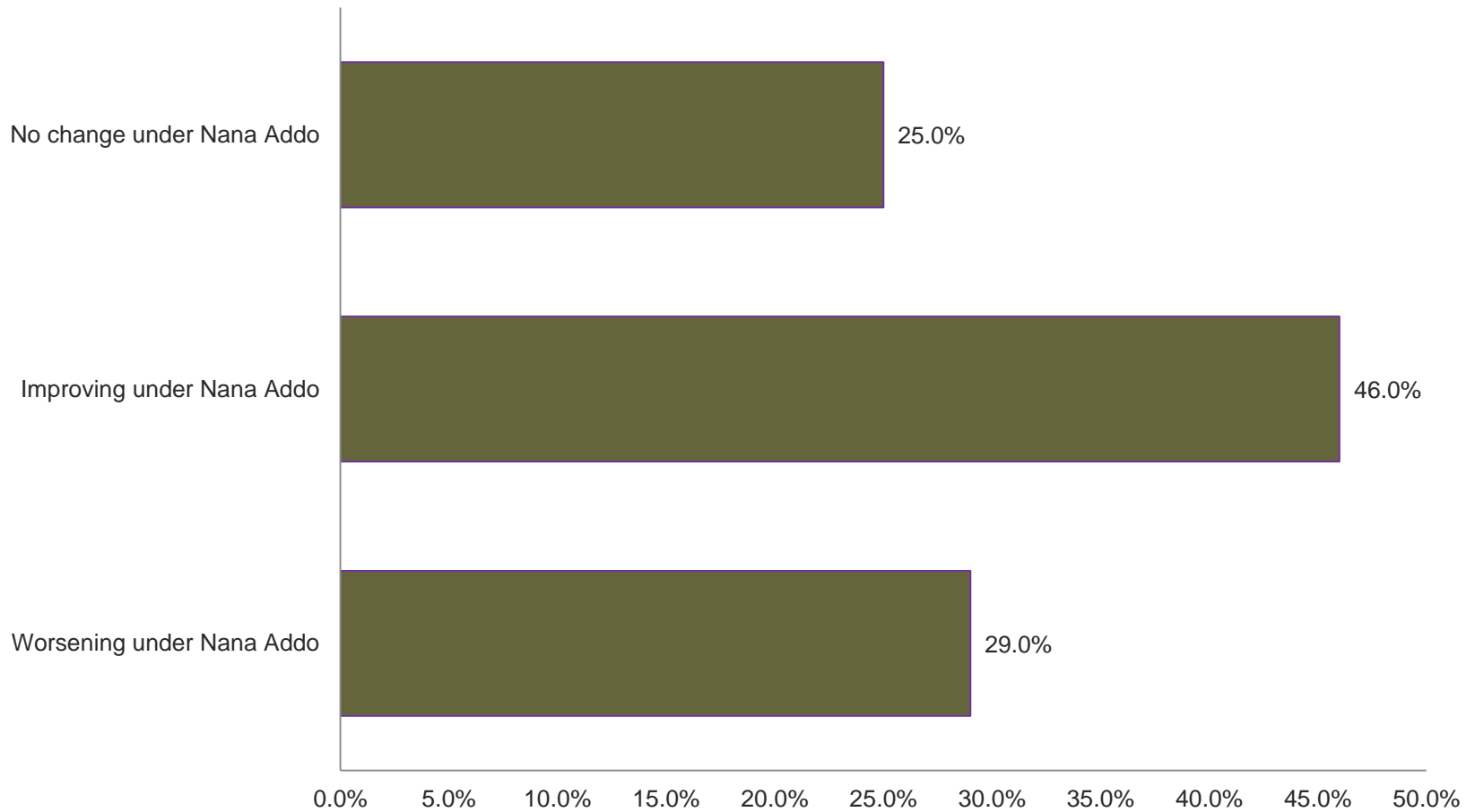
Performance of the government in the area of healthcare, education, and road infrastructure



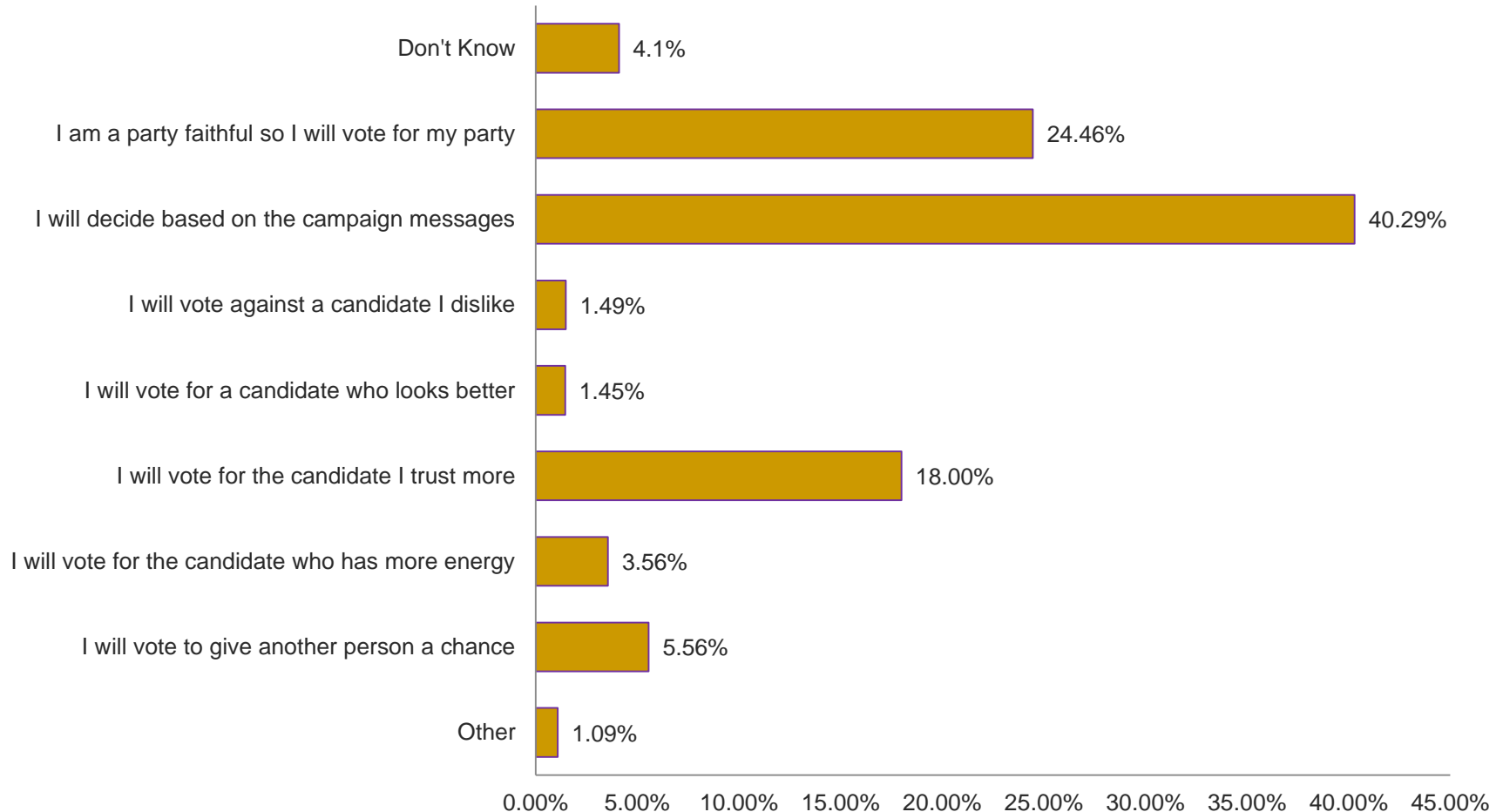
Situation of unemployment under Nana Addo



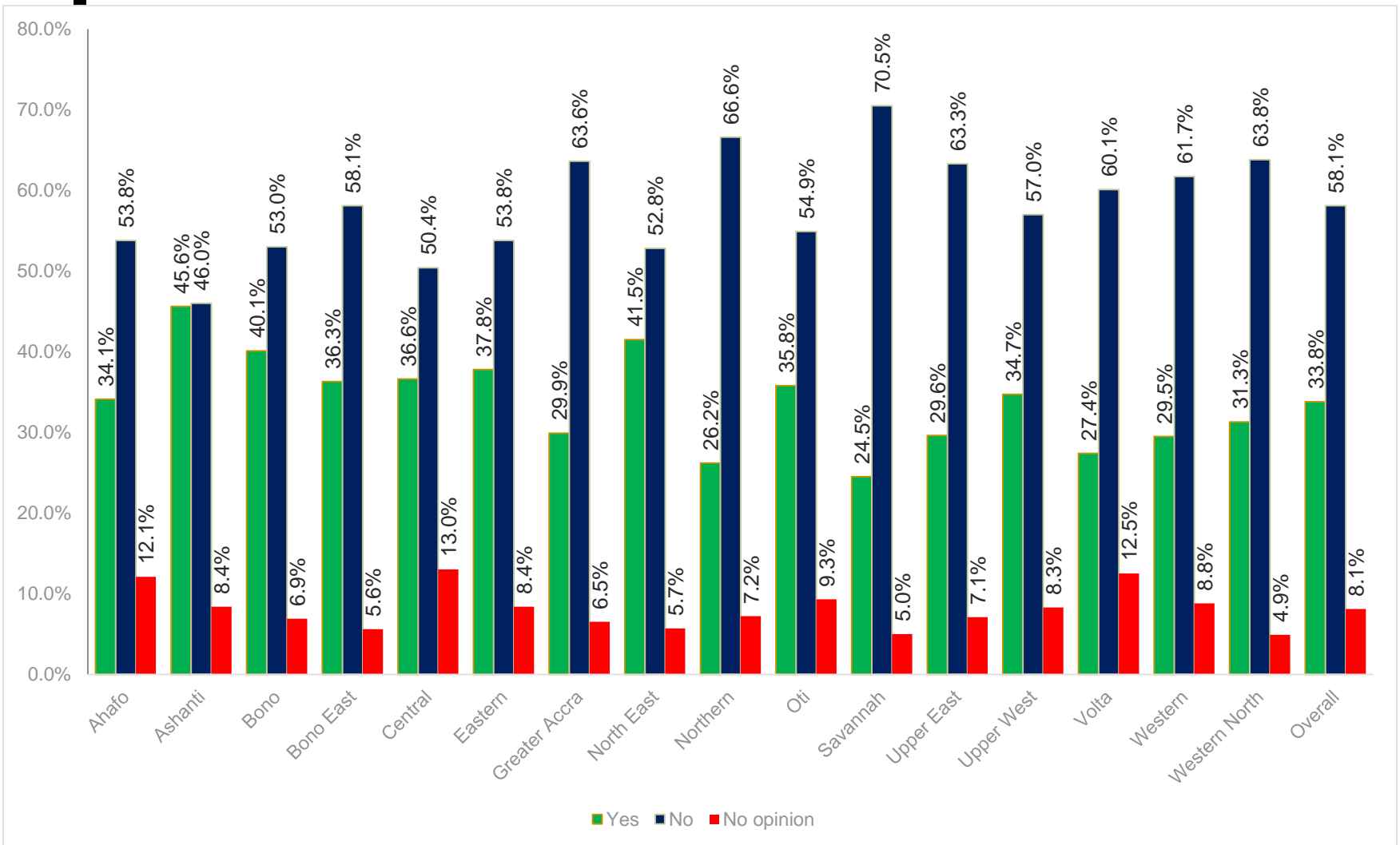
Situation of security under Nana Addo



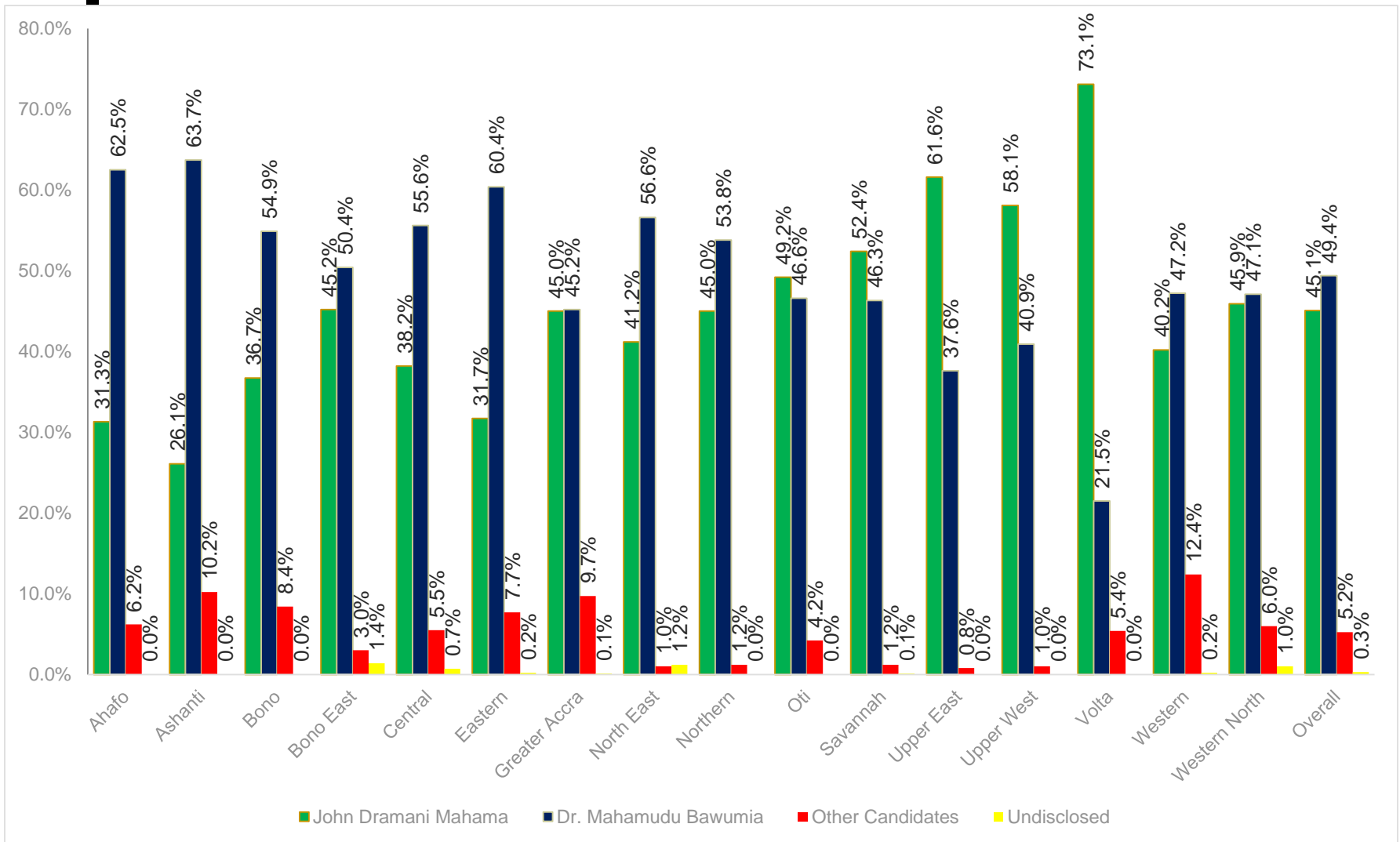
What is the most important factor when considering which presidential candidate to vote for?



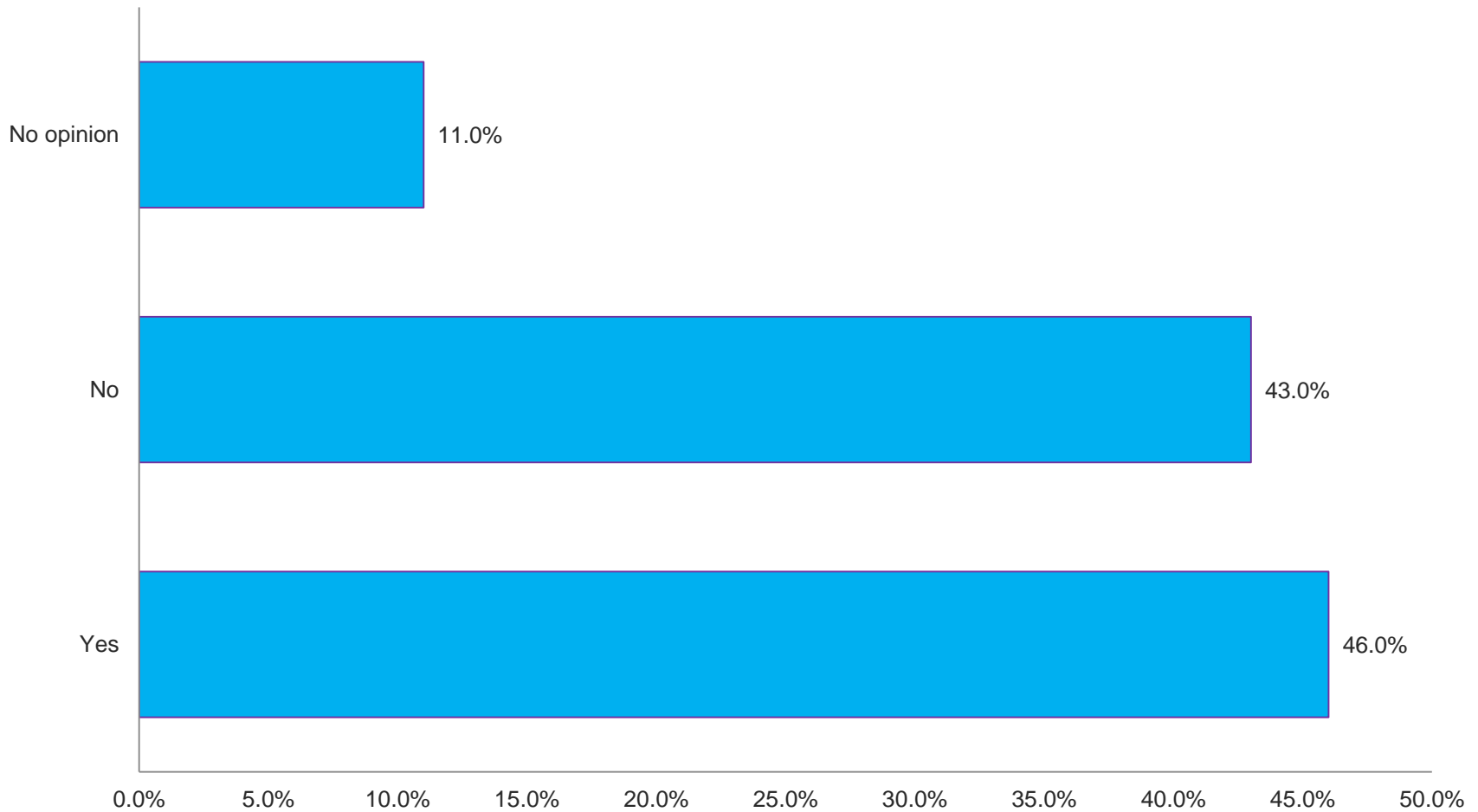
Do you think the ethnic affiliation of a presidential candidate matters in elections? By region



Which presidential candidate would you vote for if the general elections were held today? By region



Are you satisfied with the performance of the MP in your constituency?



Which of the political party's parliamentary candidates will likely get your vote in the coming December elections?

