
WHO IS WINNING THE DECEMBER 2024 GENERAL ELECTIONS AND WHY?

OCTOBER-NOVEMBER
2024 SURVEY



INSTITUTE OF PROGRESSIVE
GOVERNANCE (IPG)

Outline

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- About IPG
- About the Survey
 - *Purpose*
 - *Methodology*
- Demographic Characteristics
- Projections for the Presidential Contest
- Projections for the Parliamentary Contest
- Conclusion

ABOUT THE IPG



**INSTITUTE OF
PROGRESSIVE
GOVERNANCE**

The Institute of Progressive Governance (IPG) is a non-governmental organisation that seeks to promote social reforms and economic governance through research, policy and public dialogues.

IPG seeks to employ research outcomes to shape the public policy discourse

ABOUT THE SURVEY

The Purpose of the Survey

Ghanaians will head to the polls on 7th December 2024 to choose a new President and Members of Parliament for the next government.

- *The main purpose of the study was to identify the potential winners (president and MPs) for the elections.*

The study took place in all 276 constituencies during the last two weeks of October and the first two days of November 2024.

In all, 29,029 qualified Ghanaian voters were interviewed about the following thematic issues:

- *Voting history of voters over the past two election cycles*
- *Readiness to vote if elections were held during the day of the interviews and preference for political parties/candidates*
- *Voter choice between the two main presidential candidates (of NDC & NPP)*
- *Voter choice for the PCs*



METHODOLOGY

Methodology

Multi-stage sampling technique covering all of Ghana's **276** constituencies employed.

Five Electoral Areas (EA) were selected based on probability sampling from each constituency.

Three polling stations were randomly selected from each EA.

Seven respondents who are registered voters were selected for the interview in each of the selected polling stations.

Demographic characteristics such as ethnicity, religious affiliation, area of residence (urban/rural), age, occupation and educational attainment guided researchers

A computer-assisted personal interviewing (CAPI) technique was employed in the data collection.

DEMOGRAPHIC CHARACTERISTICS



13,965 (48%)
Male

15,064 (52%)
Female



Figure 1: Sex of the respondents

29,029 (100%)

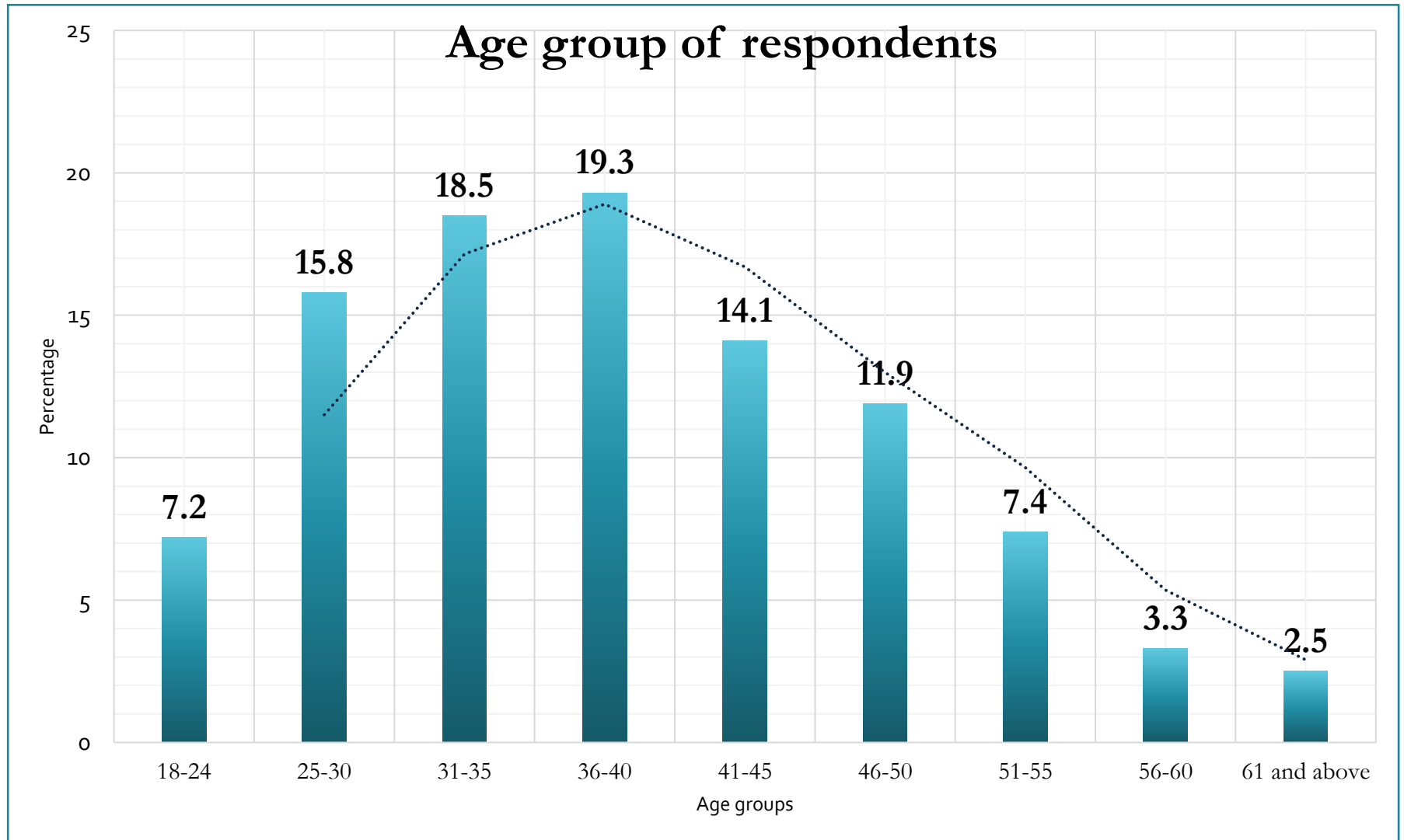


Figure 2: Age group of respondents

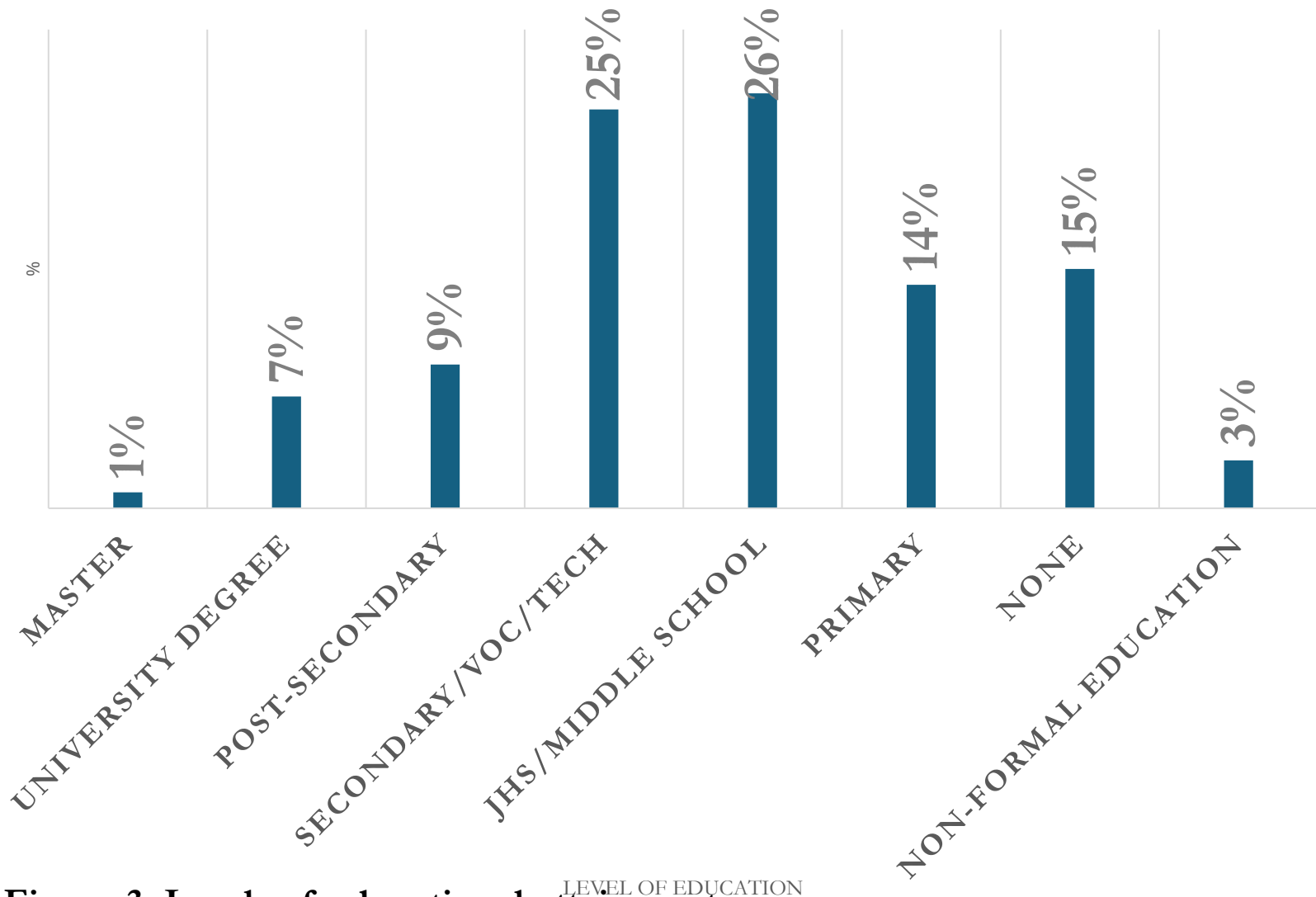


Figure 3: Levels of educational attainment

Types of occupation of the respondents

Occupation	Male	Male	Female	Female	Total	Total
	N	%	N	%	N	%
Farmer/Fisherman	4,228	30.3	3,581	23.8	7,809	26.9
Teacher	657	4.7	647	4.3	1,304	4.5
Trader	2,530	18.1	5,244	34.8	7,774	26.8
Civil servant	312	2.2	304	2.0	616	2.1
Artisan	2,144	15.4	1,824	12.1	3,968	13.7
Politician	112	0.8	75	0.5	187	0.6
Public Servant	424	3.0	355	2.4	779	2.7
Student	734	5.3	838	5.6	1,572	5.4
Unemployed	936	6.7	1,068	7.1	2,004	6.9
underemployed	176	1.3	179	1.2	355	1.2
Private Sector Person	1,375	9.8	756	5.0	2,131	7.3
Other	337	2.4	193	1.3	530	1.8
Total	13,965	100	15,064	100	29,029	100

Table1: Types of occupation of the respondents

Religious affiliation of the respondents

Religion	Male	Male	Female	Female	Total	Total
	N	%	N	%	N	%
Catholic	1,497	10.7	1,672	11.1	3,169	10.9
Islam	2,644	18.9	2,631	17.5	5,275	18.2
Traditional Religion	367	2.6	214	1.4	581	2.0
Non- Religious	781	5.6	314	2.1	1,095	3.8
Other	8	0.1	5	0.0	13	0.0
Pentecostal	2,145	15.4	2,525	16.8	4,670	16.1
Charismatic	1,335	9.6	1,630	10.8	2,965	10.2
Adventist (SDA)	621	4.4	743	4.9	1,364	4.7
Protestant (Presby / Method)	2,842	20.4	3,361	22.3	6,203	21.4
Independent (One-man church)	1,267	9.1	1,520	10.1	2,787	9.6
Other christian	458	3.3	449	3.0	907	3.1
Total	13,965	100	15,064	100	29,029	100

Table 2: Religious affiliation of the respondents

Level of Income of the respondents

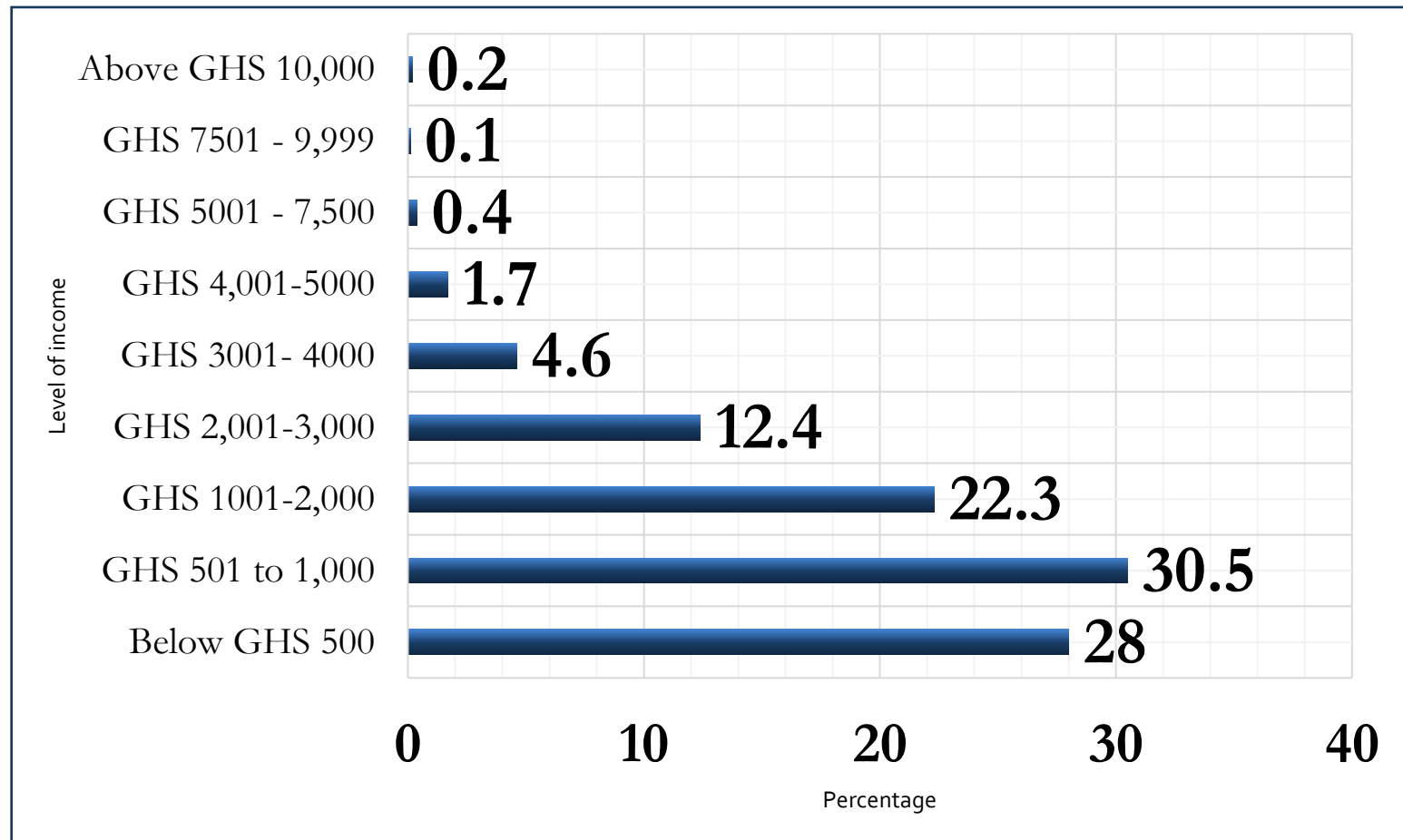
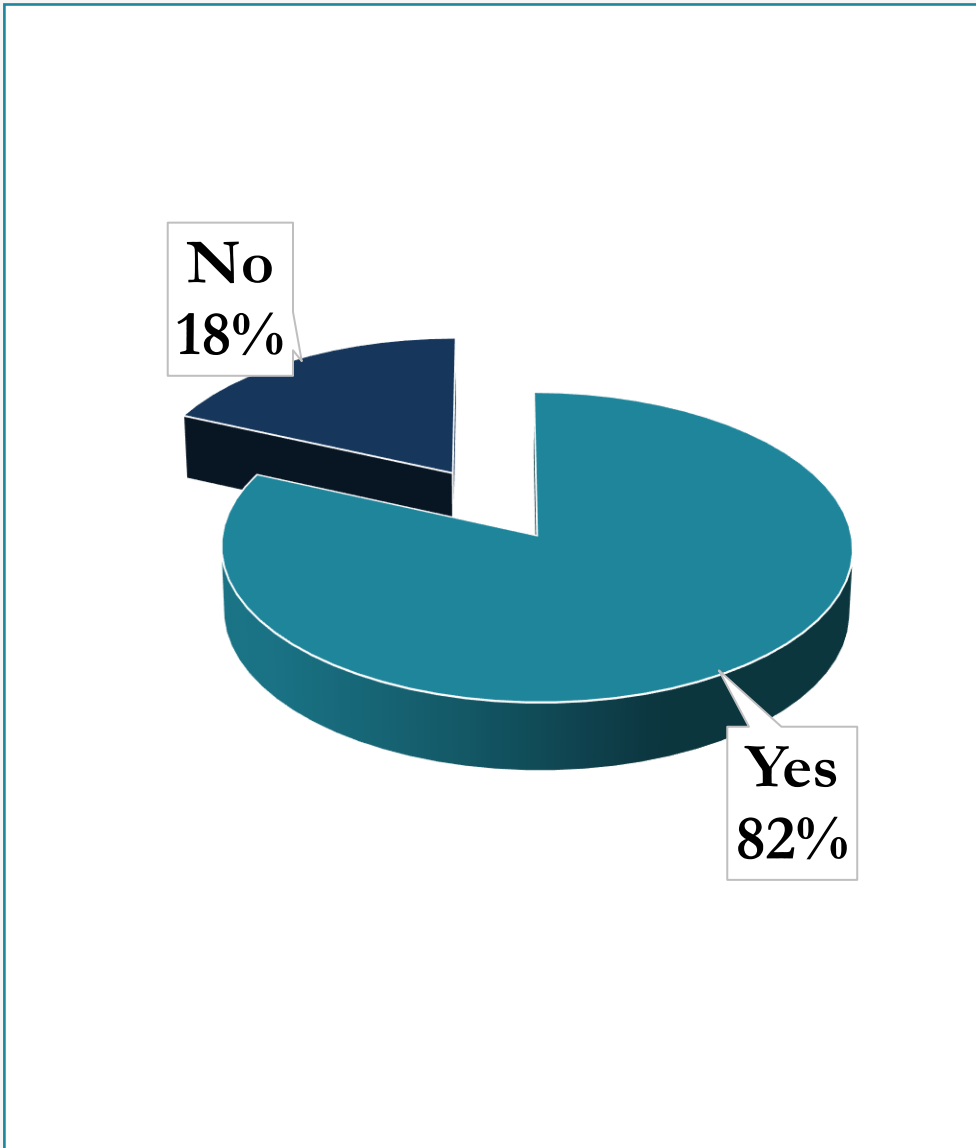


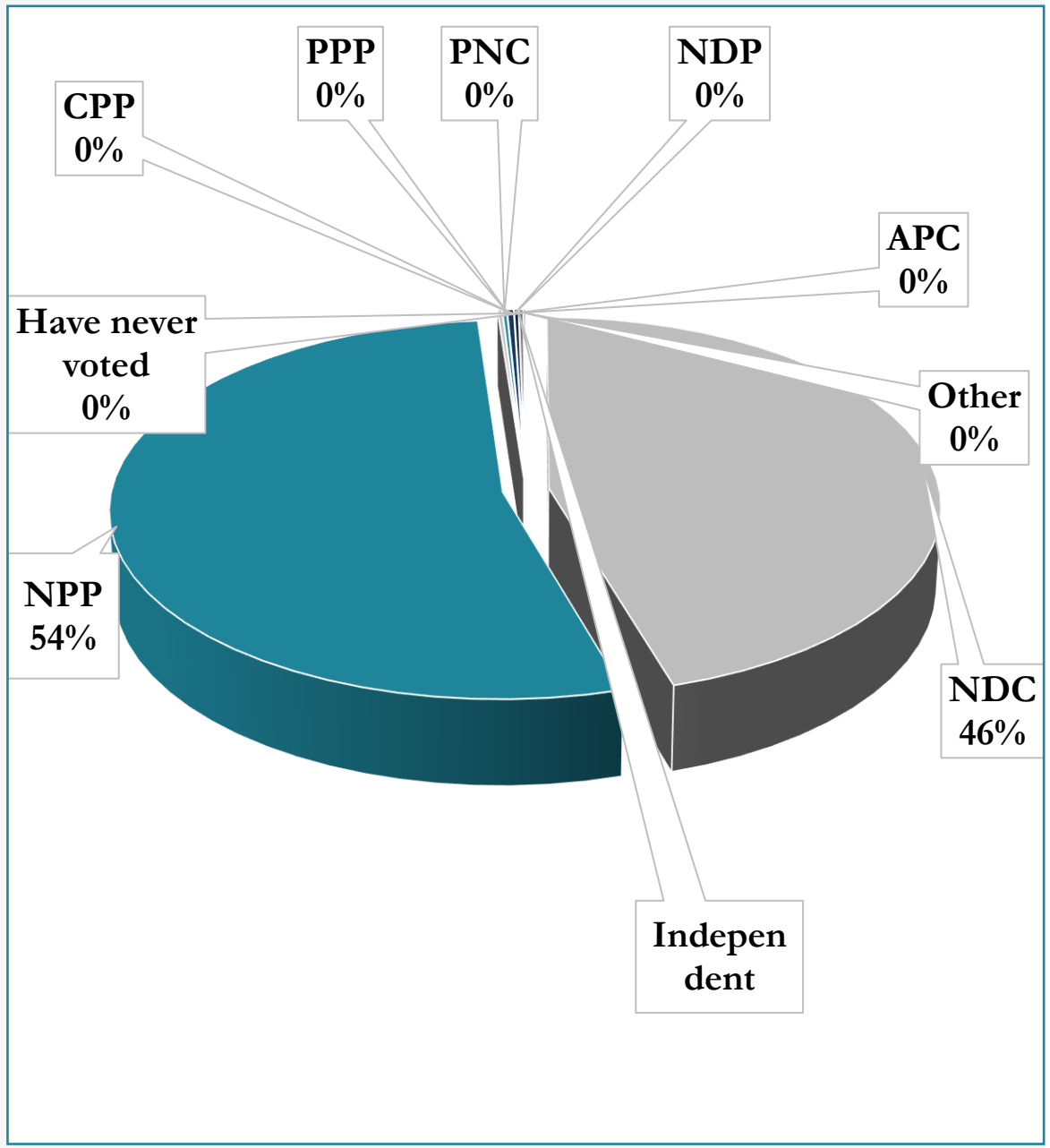
Figure 4: Levels of income

TREND OF VOTING



**Did you vote in
the 2016 general
elections?**

Figure 5: Did you vote in the 2016 general elections?



Which political party did you vote for in the 2016 general elections?

Figure 6: Which political party did you vote for in the 2016 general elections?

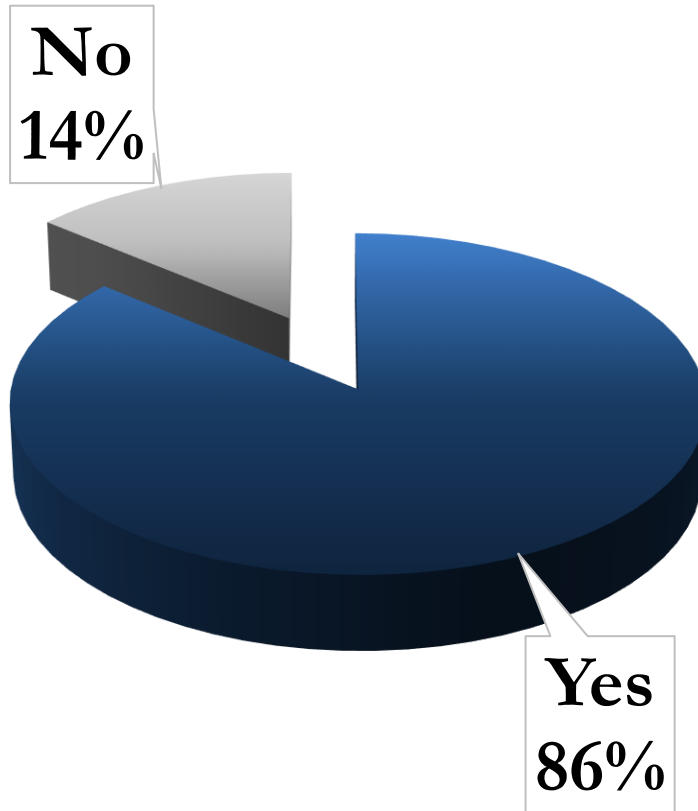
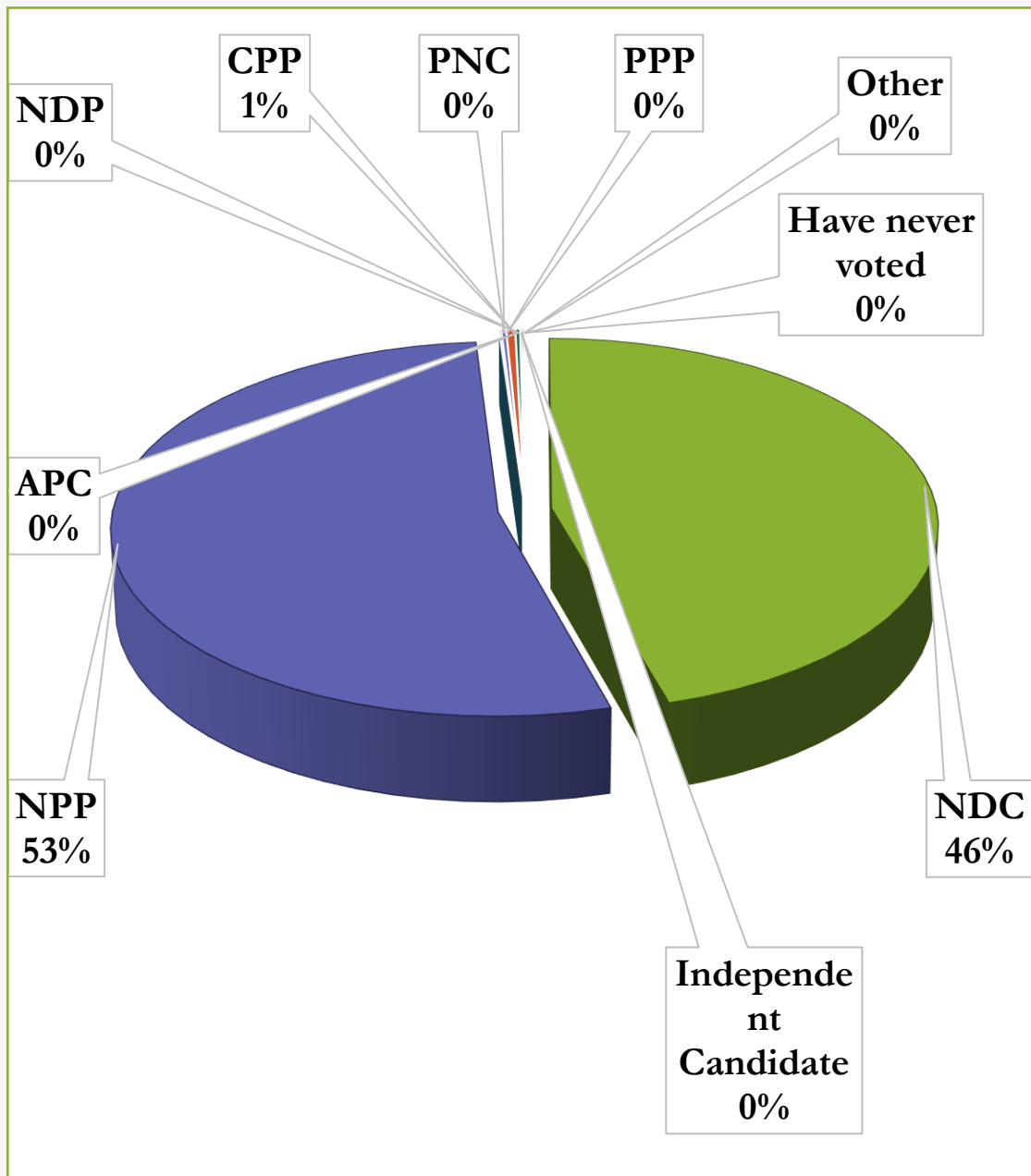


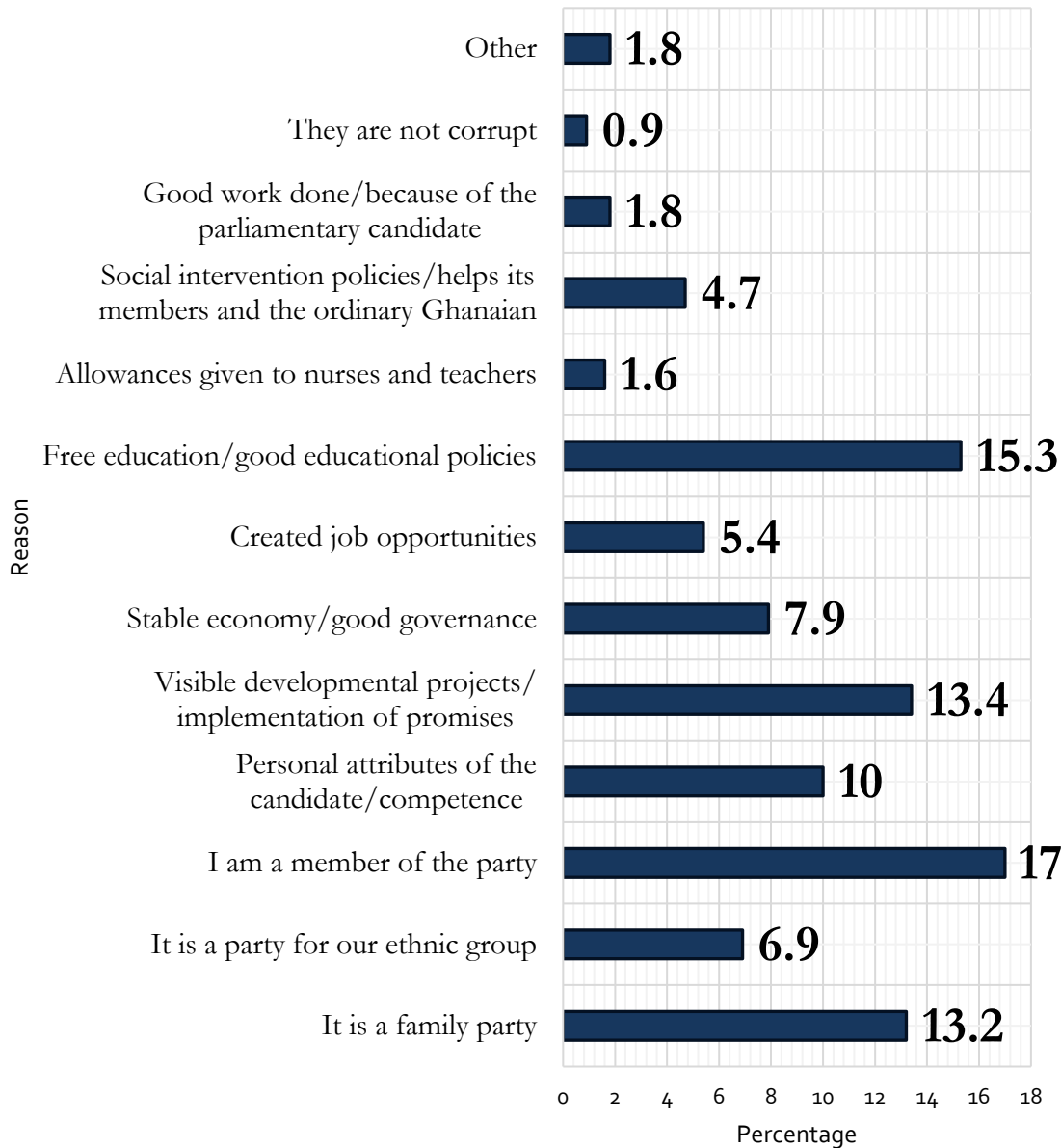
Figure 7: Did you vote in the 2020 general elections?

Figure 7: Did you vote in the 2020 general elections?



Which political party did you vote for in the 2020 general elections?

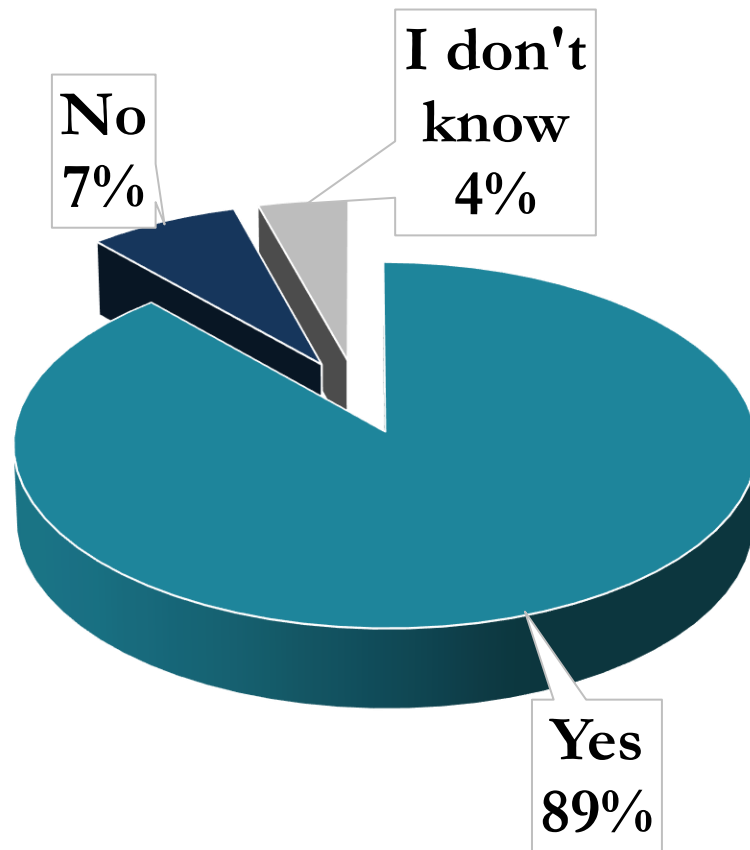
Figure 8: Which political party did you vote for in the 2020 general elections?



Indicate the main reason for voting

Figure 9: Indicate the main reason for voting

PROJECTIONS FOR THE 2024 PRESIDENTIAL CONTEST



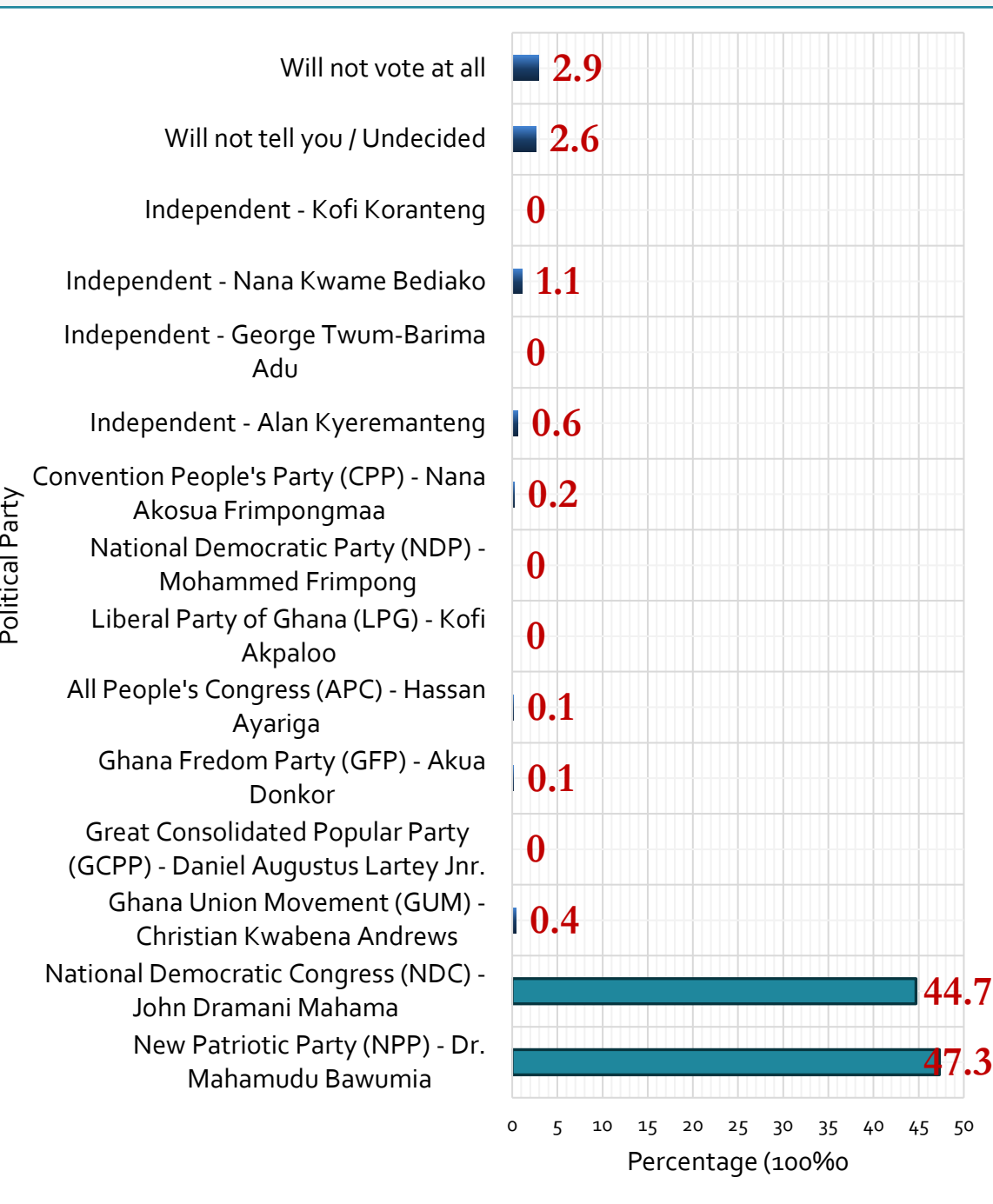
Are you ready to vote in the 2024 general elections?

Figure 10: Are you ready to vote in the 2024 general elections?

Region	Yes	No	I don't know	Total
Western	95.8	3.1	1.1	100
Central	91.7	2.5	5.8	100
Greater Accra	88.9	5.1	6	100
Volta	95.7	2	2.3	100
Eastern	81.6	13.6	4.8	100
Ashanti	84.4	10.4	5.2	100
Western North	93.3	3.9	2.8	100
Ahafo	81.3	6.8	11.9	100
Bono	80.6	11.2	8.2	100
Bono East	97.1	1.8	1.1	100
Oti	68.2	20.7	11.1	100
Northern	93	6	1	100
Savannah	97.1	0.4	2.5	100
North East	93.6	5.6	0.8	100
Upper East	94.8	4.3	0.9	100
Upper West	88.5	9	2.5	100

**Will you vote in the general elections on the 7th of December?
By region**

Figure 11: Are you ready to vote in the 2024 general elections?



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If presidential elections were held today, which political party's candidate would you vote for?

Figure 12a: Are you ready to vote in the 2024 general elections?

Which political party's candidate would you vote for? By region

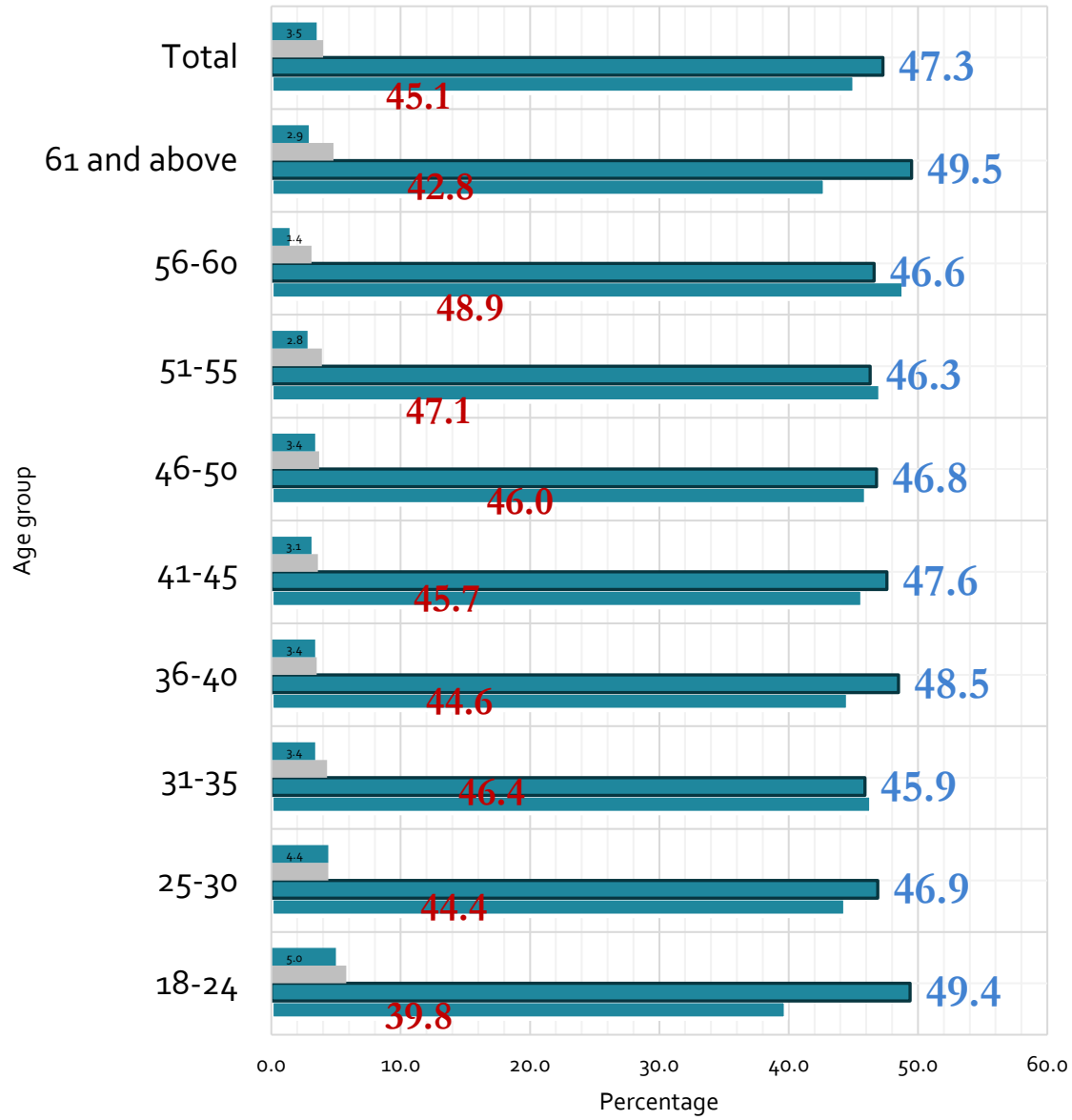
Party	DMB	JDM	GU M	GCPP	GFP	APC	LPG	ND P	CPP	Alan Twum- Barima Adu	Georg e Kwame Bediako	Nana Korante ng	Kofi Korante ng	Won't tell you / Undecided	Won't vote at all	Total
Western	47.4	44.1	0.2	0	0.3	0.7	0	0	0.4	2	0	1.4	0	2.7	0.8	100
Central	51	41.5	0.3	0	0	0	0	0.1	0	1.1	0	2.6	0.1	1.7	1.6	100
Greater Accra	43.4	46.3	0.2	0	0	0	0	0	0.1	0.3	0	1.6	0	3.5	4.6	100
Volta	10.9	84	0	0	0	0	0.1	0.1	0.9	0.6	0	0.2	0	2.9	0.3	100
Eastern	57.2	34.7	0.2	0	0	0	0	0	0.1	0.3	0	0.9	0	2.6	4	100
Ashanti	61.6	27.6	0.3	0	0.1	0	0	0.1	0.3	0.8	0	2	0	2	5.2	100
Western North	45.5	46	0	0	0	0	0	0	0.1	0.5	0	0.3	0	3	4.6	100
Ahafo	41.9	33.3	0	0	0	0	0	0	0.3	3.5	0	2.7	0	13.2	5.1	100
Bono	51.1	36.9	0.2	0	0	0.1	0	0	0	0.5	0	0.9	0	4.4	5.9	100
Bono East	44.3	51.8	0.3	0	0	0	0	0	0	0.5	0	0.2	0	1.1	1.8	100
Oti	35.5	49.2	6.2	1.1	0.6	0.4	0	0.1	1.4	0	0	0	0	5.1	0.4	100
Northern	43.5	55.4	0.5	0.1	0.1	0	0	0	0	0.1	0	0	0	0.2	0.1	100
Savannah	38.8	38.9	0.8	0	0	0	0	0	0.1	0	0	0	0	11.4	10	100
North East	58.8	40.6	0	0	0	0	0	0	0	0.1	0	0	0	0.5	0	100
Upper East	37.2	61.2	0.5	0.1	0	0.1	0	0	0	0.1	0	0	0	0.7	0.1	100
Upper West	46.1	53.3	0	0	0	0	0	0	0	0.1	0	0.2	0	0.3	0	100
Total	47.3	44.7	0.4	0	0.1	0.1	0	0	0.2	0.6	0	1.1	0	2.6	2.9	100

Party	N	Percent
New Patriotic Party (NPP) - DMB	13,777	50.2
National Democratic Congress (NDC) - JDM	12,981	47.3
Ghana Union Movement (GUM) - Christian	110	0.4
Great Consolidated Popular Party (GCPP)	22	0.1
Ghana Freedom Party (GFP) - Akua Donkor	20	0.1
All People's Congress (APC) - Hassan Ay	21	0.1
Liberal Party of Ghana (LPG) - Kofi Akp	7	0.0
National Democratic Party (NDP) - Moham	9	0.0
Convention People's Party (CPP) - Nana	55	0.2
Independent - Alan Kyeremanteng	137	0.5
Independent - George Twum-Barima Adu	1	0.0
Independent - Nana Kwame Bediako	301	1.1
Independent - Kofi Koranteng	4	0.0
Total	27,445	100

Dr. Mahamudu Bawumia will secure **50.2%** to win in the first run!!

Figure 12b: If presidential elections were held today, which political party's candidate would you vote for? (n/b: excluding will not vote and undecided)

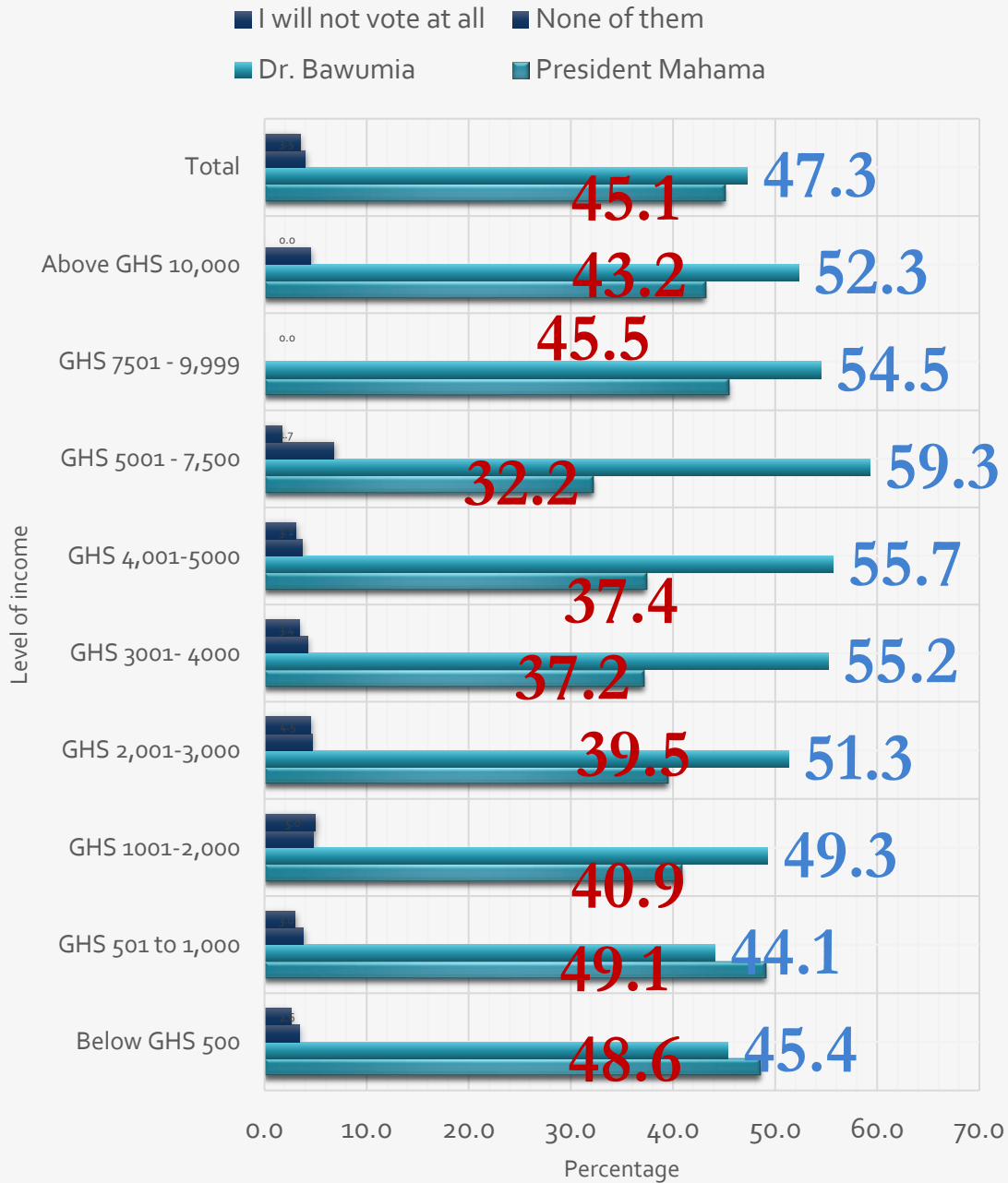
■ I will not vote at all ■ None of them
 ■ Dr. Bawumia ■ President Mahama



Which political party's presidential candidate would you vote for? By age group

Voters within the age groups of 18-24 years and 61 years and above would have voted overwhelmingly for Dr. Bawumia if presidential elections were held on the day of the interviews (see Figure 4.4).

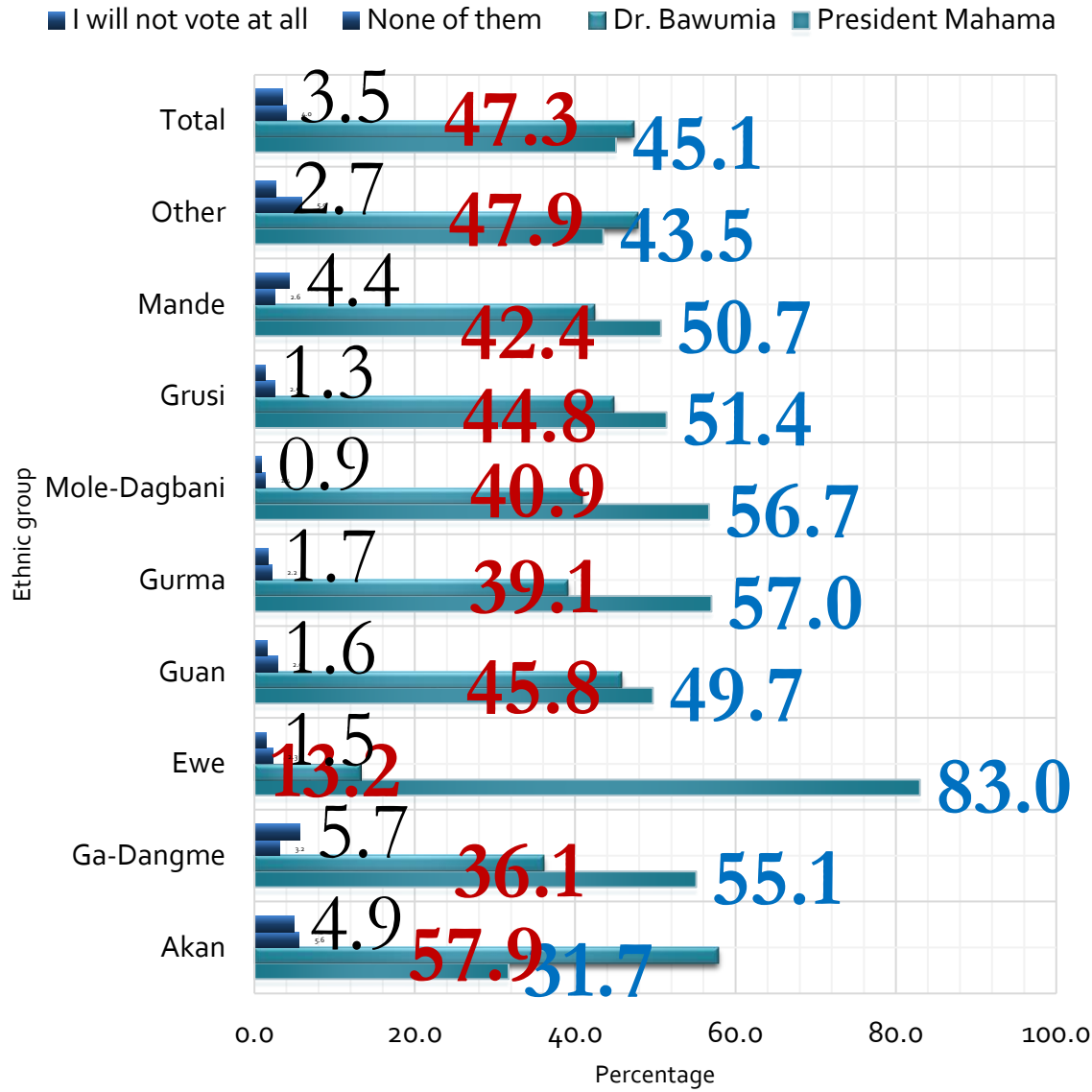
Figure 13: Which political party's presidential candidate would you vote for? By age group



Which political party's presidential candidate would you vote for? By level of income

A higher proportion of voters who earn below GHS1000 in a month prefer Mahama to Bawumia.

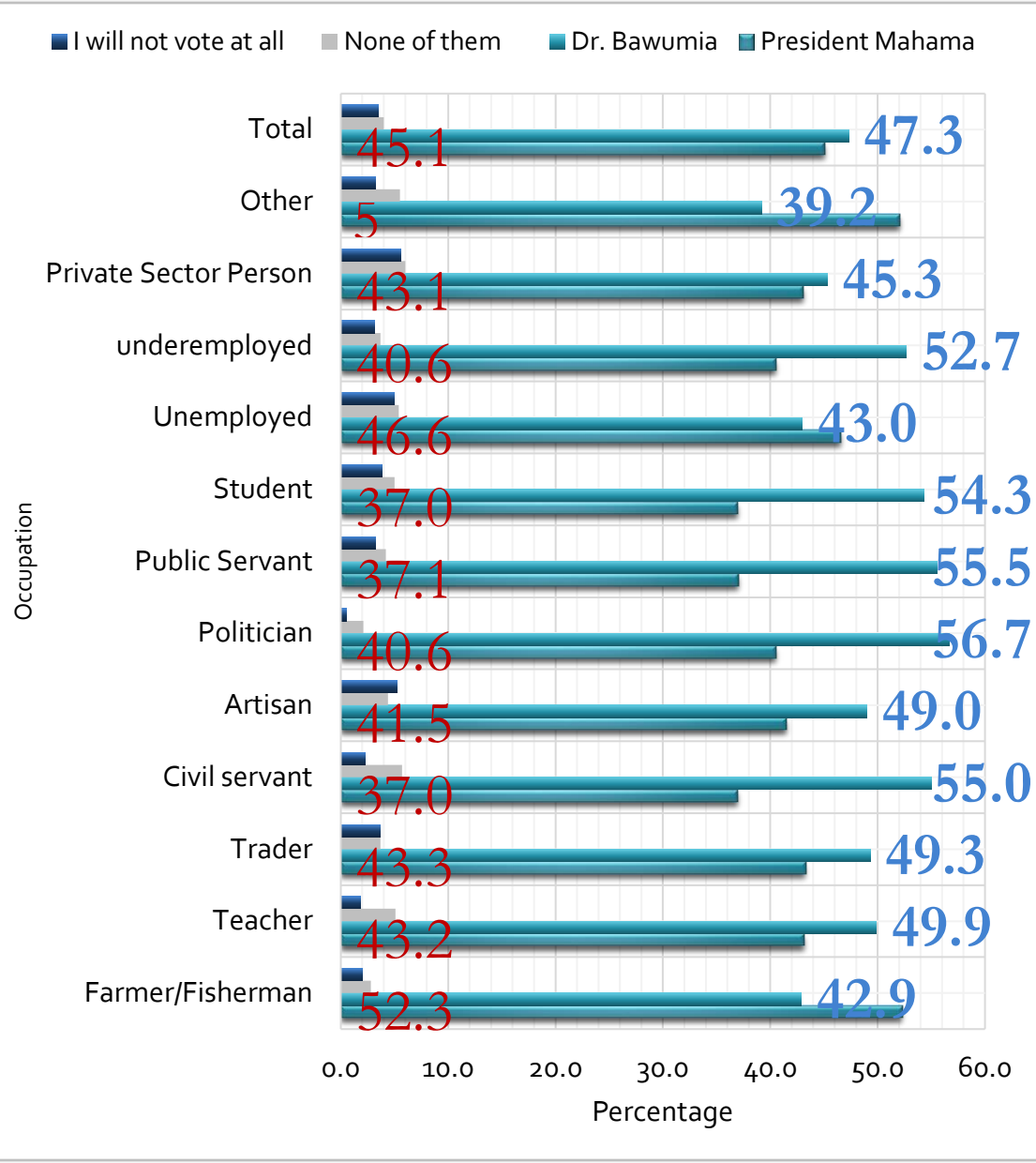
Figure 14: Which political party's presidential candidate would you vote for? By level of income



Which political party's presidential candidate would you vote for? By ethnic group

While a greater proportion of members of the Akan ethnic group prefer Bawumia to Mahama, a higher proportion of members of all the other major ethnic groups (Ewe, Ga-Dangme, Guan, Gurma, Grusi, Mole-Dabgani and Mande) would have voted for Mahama to become the next president.

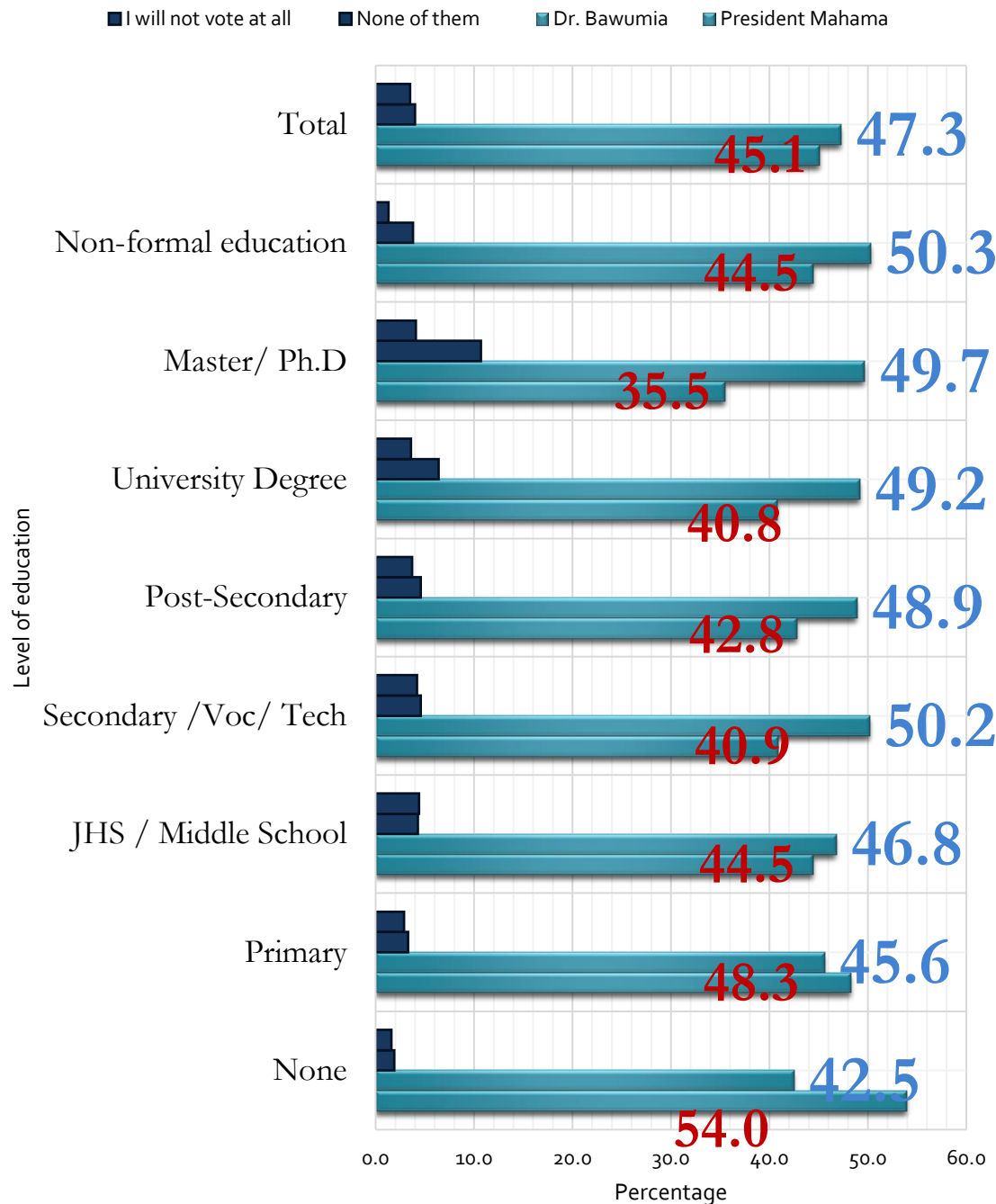
Figure 15: Which political party's presidential candidate would you vote for? By ethnic group



Which political party's presidential candidate would you vote for? By occupation

While farmers and the unemployed prefer Mahama to become the next president, students, public servants, civil servants, artisans and teachers would have rather voted for Bawumia.

Figure 16: Which political party's presidential candidate would you vote for? By occupation



Which political party's presidential candidate would you vote for? By level of education

While farmers and the unemployed prefer Mahama to become the next president, students, public servants, civil servants, artisans and teachers would have rather voted for Bawumia.

Figure 17: Which political party's presidential candidate would you vote for? By level of education

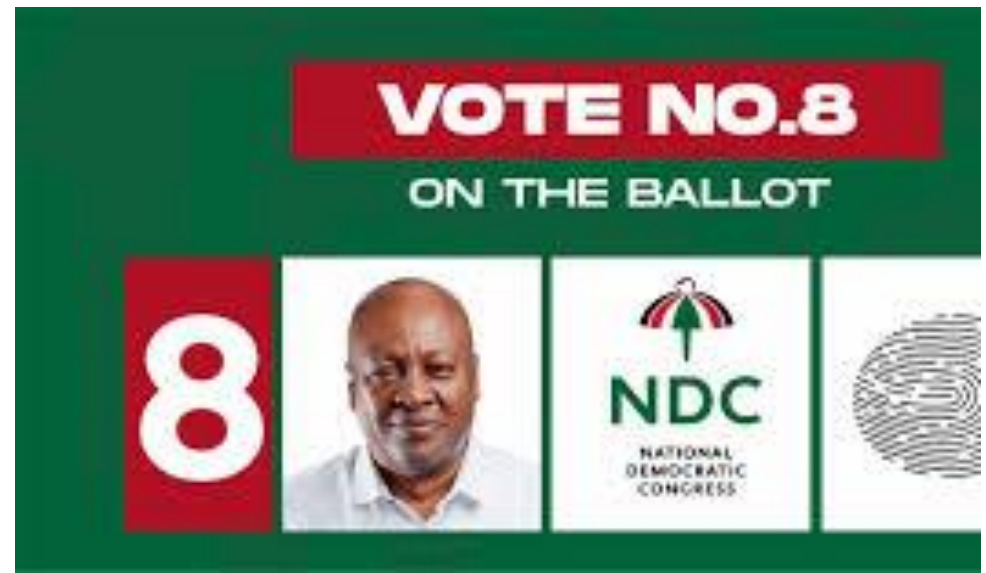
PROJECTIONS FOR THE PARLIAMMENTARY CONTEST

Safe Seat: Any seat a PC is winning with over 55% of the votes is deemed as a safe seat.



NPP is leading with 117 safe seats

NDC has 56 safe seats



NPP is more likely to control the next Parliament

Conclusion

**Run-off
NOT too
likely
even
though
possible**

NPP's Dr. Mahamudu Bawumia is currently leading the presidential race with 47.3% (when the 2.6% undecided and the 2.9% who may not vote at all are included).

- He however secures 50% when the 2.6% undecided and the 2.9% who may not vote at all are deleted

NDC's Mr. John Dramani Mahama is following closely with 44.7%

Nana Kwame Bediako's 1.1% and Mr. Alan Kwadwo Kyeremateng's 0.6% can ONLY push the contest to a second round if Dr. Mahamudu Bawumia and Mr. John Dramani Mahama both settle around 49% -- which appears not too likely.