



STOCKTAKING GHANA'S DEMOCRACY

VOTER BEHAVIOUR AND POLITICAL PARTICIPATION

2024/2025



Published by Konrad Adenauer Stiftung(KAS)
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15, Osu Badu Crescent
P.O.Box CT 1105, Airport West
Accra, Ghana

Printed by Influence Print

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ISBN: 978-9988-51-070-1

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**STOCKTAKING GHANA'S DEMOCRACY:
VOTER BEHAVIOUR AND POLITICAL PARTICIPATION**

2024/2025

A JOINT STUDY

BY

KONRAD ADENAUER STIFTUNG (KAS)

AND

GHANA INSTITUTE OF MANAGEMENT AND PUBLIC ADMINISTRATION (GIMPA)

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2024/2025**

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FOREWORD

Ghana’s 2024 general elections marked a significant moment in the country’s democratic journey. As one of Africa’s most stable democracies, Ghana once again demonstrated its commitment to competitive multi-party elections and civic participation. However, elections are not only political milestones—they are also **windows into the broader social, economic, and cultural realities of a nation**. Understanding how Ghanaians voted—and why—offers critical insights into the health of the country’s democracy, the concerns of its citizens, and the direction of its political future.

This publication aims to provide a comprehensive and data-driven overview of Ghana’s 2024 presidential and parliamentary elections. It **examines voting behaviour** through the lens of key demographic, socio-economic, and political factors, as well as the major issues that shaped public discourse and influenced voter decisions.

However, the **scope of the publication goes well beyond election analysis**. It is intended to:

1. serve as a **reference work for politically engaged readers**, researchers, journalists, and decision-makers;
2. function as a **historical document** that captures the state and development of Ghanaian democracy at a pivotal electoral moment;
3. **verify or challenge widespread assumptions and narratives** about electoral behaviour, democratic engagement, and public perception—many of which are widely discussed in Ghanaian society—through a fact-based analysis;
4. offer a **stock-taking of democracy in Ghana**, reflecting on critical questions related to political participation, representation, and trust in institutions;
5. contribute not only to the academic and political discourse within Ghana but also provide **international audiences and partners with informed insights** into the political landscape, democratic challenges, and societal dynamics of the country.

The **Konrad Adenauer Stiftung (KAS)** initiated and supported the implementation and dissemination of this study as part of its long-standing commitment to **strengthening democracy, rule of law, and political participation** in Ghana and the world. Reliable data and informed analysis are crucial for fostering evidence-based debates, promoting accountability, and **guiding democratic development**. KAS partnered with the **Ghana Institute of Management and Public Administration (GIMPA)**—a trusted academic and

institutional partner over many years—to ensure that this research was conducted with scholarly rigor and contextual sensitivity. GIMPA led the implementation of the field research and analysis, bringing in its expertise and credibility as one of Ghana’s foremost academic institutions. Together, KAS and GIMPA aim to contribute to a more nuanced understanding of Ghana’s democratic progress and to support ongoing dialogue on governance and political participation.

In publishing this study, our ambition is to **invite reflection, provoke informed debate, and provide a solid empirical foundation** for future reforms, research, and civic engagement. At a time when democracies across the world are being tested, Ghana’s experience offers valuable insights — not only for its own citizens, but for observers and partners across the continent and beyond. I wish you an engaging read.

A handwritten signature in black ink, appearing to read 'Anna Sabroso-Wasserfall', with a long horizontal stroke extending to the right.

Anna Lena Sabroso-Wasserfall

Resident Representative, KAS Ghana

EXECUTIVE SUMMARY

After three unsuccessful attempts at democratic governance, a referendum on a new constitutional rule in Ghana was held on 28th April 1992 with the first Presidential election since 1979 taken place on 3rd November 1992. The parliamentary election was subsequently held on 29th December 1992. However, the opposition party at that time, the New Patriotic Party (NPP) accused its competitors, the Progress alliance led by Flt Lt Jerry John Rawlings, which comprised of the National Democratic Congress, Every Ghanaian Living Everywhere (EGLE) Party and the National Convention Party (NCP), of rigging the Presidential election, and as such withdrew from the Parliamentary Election. The 2024 general elections in Ghana are the ninth election of Ghana's four-year election cycle in the 4th Republic. The ninth election held in 2024 was perceived by political watchers to be very crucial to the development of Ghana's democratic governance because of its peculiar nature and the candidates presented by the two main contending parties; John Dramani Mahama (Former President of Ghana and Candidate of the NDC) and Dr Mahamood Bawumia (Vice President and first Muslim Candidate of a main party, the National Patriotic Party (NPP) in the 4th Republic).

This study aims to explore various dimensions of Ghana's political landscape by critically assessing the factors that impact political decision making in Ghana and how it is transforming political participation and electoral voting behaviour. The objectives covered a range of aspects from voting behaviour to policy evaluations and reasons for voter apathy. A sample of 16,988 respondents was drawn from all 276 constituencies across the country. The sampling process involved a multi-stage approach - where 16,988 respondents were distributed proportionally among the 276 constituencies situated in the 16 regions, based on each region's share of the 2023 voter population, as provided by the Electoral Commission of Ghana. Out of the 16,988 respondents, 8244 were males whilst 8744 were females. The study provided key insights as to what led to the low voter turnout, as well as to socio-economic, demographic and political factors that influence voter decision making.

Most significantly, regarding the question of whether respondents feel strongly attached to a political party, 50.5 percent of Ghanaian voters surveyed indicated they are inclined to continue supporting their affiliated political parties. However, when asked why they voted for a specific party, 81.6 percent indicated that they voted for the NDC because of the abysmal performance of the New Patriotic Party government of 2020-2024 which was led by Nana Addo Dankwa Akufo Addo, indicating that, whereas political party affiliation is critical in Ghana's democracy, performance of government is critical when voting



CHAPTER 1: INTRODUCTION



INTRODUCTION

On December 7, 2024, Ghana held its presidential and parliamentary elections, marking a significant shift in the country's political landscape. The incumbent New Patriotic Party (NPP) suffered a resounding defeat to the opposition National Democratic Congress (NDC), signalling widespread dissatisfaction among voters. With a voter turnout of only 63.9 percent, this election **recorded one of the lowest participation rates in Ghana's electoral history**. The 2024 election was perceived to be a critical election in the democratic consolidation in Ghana. For political parties and persons interested in political decision making, it was an election to determine if Ghanaians will continue with an 8-year-changing-of-government cycle in a 4-year election cycle or whether there was going to be continuity for the ruling party, thereby breaking the 8-year-change-of-government-cycle. In a society with changing demography and a rapidly growing educated class in a poor economic environment characterized by very high levels of unemployment, **elections serve as an opportunity** to determine if educational level, religion, tribalism, employment circumstances, amongst others influence voting behaviour.

Given these developments, this survey aims to analyse voter behaviour and electoral dynamics by addressing the following seven themes:

1. Voting Patterns Across Ghana
2. Voter Turnout & Its Political Implications
3. Religion and Politics
5. Political Communication and Information Management
6. Overall perception of democracy in Ghana
7. Outlook for 2028 elections



CHAPTER 2: METHODOLOGY



METHODOLOGY

2.1. Sampling Frame

The study adopted a multistage probability sampling technique.

Proportionate sampling technique

Using an estimated national voter population of 18,774,159, a confident interval (error margin) of 1 and a confidence level of 99 percent, a sample calculator suggests that a sample size of 16,988 be interviewed across all 276 constituencies in the country. The sample size was proportionately distributed among the constituencies.

The confidence interval (also called margin of error) is the plus-or-minus figure usually reported in newspaper or television opinion poll results. For example, if you use a confidence interval of 4 and 47 percent of your sample pick an answer, you can be "sure" that if you had asked the question of the entire relevant population, between 43 percent (47-4) and 51 percent (47+4) would have picked that answer.

The confidence level tells you how sure you can be. It is expressed as a percentage and represents how often the true percentage of the population who would pick an answer lies within the confidence interval. The 95 percent confidence level means you can be 95 percent certain; the 99 percent confidence level means you can be 99 percent certain. Most researchers use the 95 percent confidence level. However, in this study, we used the 99 percent confidence interval.

Furthermore, using the proportionate sampling technique, the appropriate number of polling stations were selected from the constituencies. Five voters were systematically selected for interviews in each polling station chosen. The five voters interviewed include traders, farmers, civil/public servants, artisans, drivers, the unemployed, students and the incapacitated (to reflect the population dynamics of the selected polling station). The polling station was selected to adequately cover all the rural and urban communities in each constituency.

Confidence Level:	<input type="radio"/> 95% <input checked="" type="radio"/> 99%
Confidence Interval:	<input type="text" value="1"/>
Population:	<input type="text" value="18,774,159"/>
Sample size needed:	<input type="text" value="16,988"/>

Table 1: Determination of sample size using sample calculator


2.2 Selection of the Respondents

On entry into a polling station, the core demographic characteristics such as ethnicity, religious affiliation, area of residence (urban/rural), age, occupation and educational attainment should guide researchers to randomly select the 5 respondents to reflect the character of the polling station.


2.3 Data Collection and Analysis

In all, 60 enumerators were trained to collect the data in 12 days. Each enumerator interviewed a minimum of 28 voters in a day. Enumerators were cautioned not to interview 2 or more respondents in the same household or the same house. To ensure adequate spread, they were trained to employ systematic sampling technique in the selection of the respondents in the communities/polling stations.

A computer-assisted personal interviewing (CAPI) technique was employed in the data collection. The CAPI is an interviewing technique in which the interviewer uses a computer to electronically record responses to questions provided by the respondents. Immediately after the fieldwork, the data collected was cleaned after which charts, tables, and cross-tabulations were used to analyse the data.



CHAPTER 3: PRESENTATION OF RESULTS AND FINDINGS



PRESENTATION OF RESULTS AND FINDINGS

SECTION A – DEMOGRAPHICS

A1: Gender and Representativeness

Elections are not just about political parties and candidates; they are shaped by the people who cast their votes. Understanding the demographic characteristics of voters is crucial in making sense of electoral outcomes and broader political trends. Every election cycle brings a mix of young and old voters, individuals from diverse ethnic backgrounds, and people of varying educational and employment statuses, all of whom influence the results in different ways.

This section delves into the demographic composition of the respondents, examining factors such as age, education, employment, profession, ethnicity, and religion, and how these factors influence their voting behaviour. One of the main goals was to ensure that the group mirrors the electorate in the 2024 elections and their peculiar characteristics, representative of the population, as well as the factors that influence their voting and political participation behaviour. In Ghana, demographic trends have long played a role in shaping political engagement, with factors like age and employment status affecting voter turnout, while ethnicity and religion often contribute to political affiliations. The 2021 Population and Housing Census (PHC) provides a useful benchmark for comparison, helping to determine whether the survey findings align with national population trends. For instance, Ghana's census data confirms that females slightly outnumber males, a trend that is reflected in the survey responses. Similarly, the prevalence of informal employment and the dominance of Christianity within the sample correspond with national labour and religious statistics.

Ghana's electorate is as diverse as the country itself, with voters coming from different age groups, religious backgrounds, and economic circumstances. These socio-cultural and economic factors shape how people engage with political issues, respond to campaign messages, and ultimately, cast their votes. The demographic composition of respondents, as shown in Figure 1.0, reflects a near balance between males (8,244) and females (8,744), representing 49 percent and 51 percent of the sample, respectively. This aligns with national voter registration trends, where women have consistently outnumbered men in recent elections. The 2021 Population and Housing Census (PHC) similarly recorded a slight female majority, reinforcing the representativeness of the survey sample.

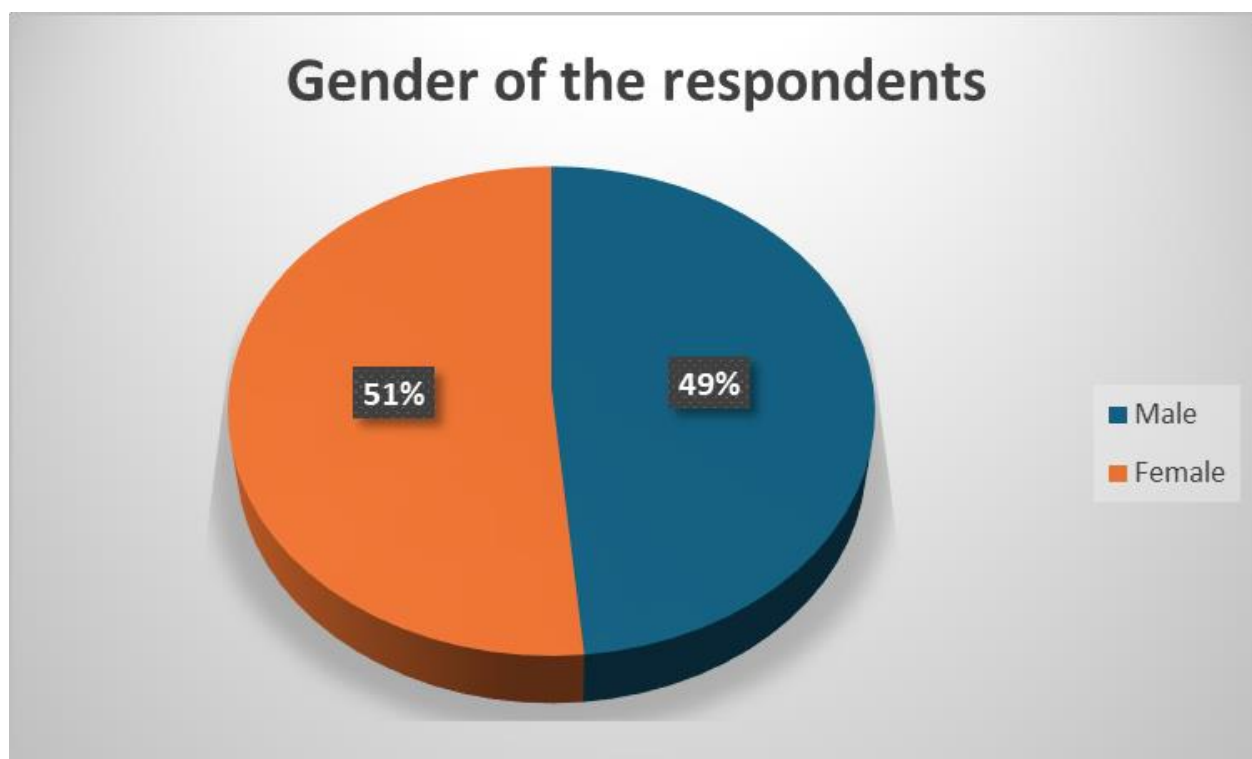


Fig 1.0: Gender of the respondents

A2: Regional Representation and Breakdown

The region where people live also plays a role in political engagement, as shown in Figure 1.1 Greater Accra accounts for the largest share of respondents (20.9 percent), followed by Ashanti (17.9 percent) and Central (9.5 percent), reflecting their significance in national elections. These regions, being highly populated and economically active, have historically been key battlegrounds for political parties. Historically, any political party that wins the central region of Ghana, one of the most populated and with a very high level of education, wins the election. The Ashanti region, the stronghold of the New Patriotic Party, has also shown signs of changing with a gradual increase of votes for the National Democratic Congress. However, the Volta region and now Oti and Volta regions have historically been the strong hold of the NDC and continues to be the Achilles heels for the NPP. On the other hand, the North East region, with only 1.7 percent of respondents, represents one of the smaller voter blocs, mirroring its lower population size and 2024 voter registration figures. Regional differences often influence voter priorities, as regions dominated by urban voters tend to focus on issues like infrastructure and economic opportunities, while rural dominated regions may prioritize agricultural policies and social interventions.

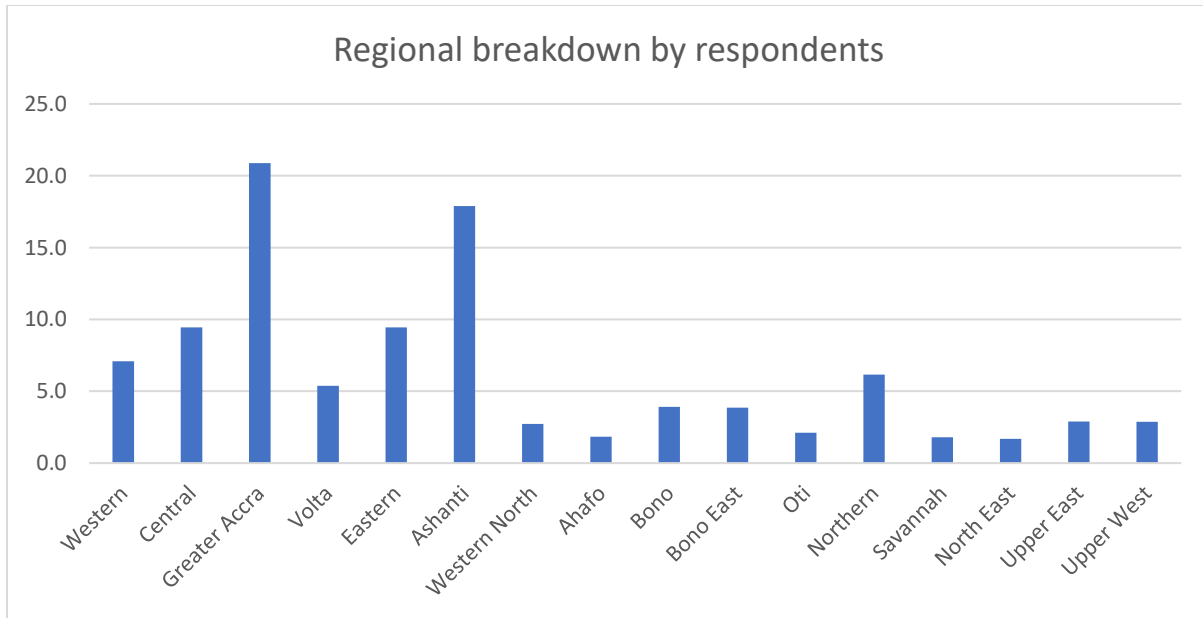


Fig 1.1: Regional breakdown of respondents

The graph (Fig 1.1) mimics the regional breakdowns of the 2024 voter register by respondents as the top five regions (Greater–20.9 percent, Ashanti–17.9 percent, Central–9.5 percent, Eastern–9.4 percent and Western–7.1 percent) and bottom five regions (Western North–2.7percent, Oti–2.1 percent, Ahafo 1.8 percent, Savannah–1.8 percent and North East–1.7 percent) and reflects the 2024 register by region signifying how the sample represents exactly the National population as can be found in the National Voters Register of 2023 and the National Population and Housing Census data.

A3: Age Distribution

Moving forward, a closer look at Figure 1.2 reveals an age distribution of the respondents that follows a familiar pattern. The 36-40 age group is the most represented (3,460 respondents), followed closely by the 31-35 category (3,164 respondents) reflecting the national population pattern. These age groups are often among the most politically active in Ghana, balancing career aspirations, economic responsibilities, and future security when making electoral decisions. The lowest participation was among those aged 61 and above (499 respondents), a trend that is not unusual, as older individuals may have lower survey participation rates and, in some cases, reduced mobility affecting voter turnout. Over the years, political parties have sought to engage younger voters, recognizing their growing influence in shaping election outcomes.

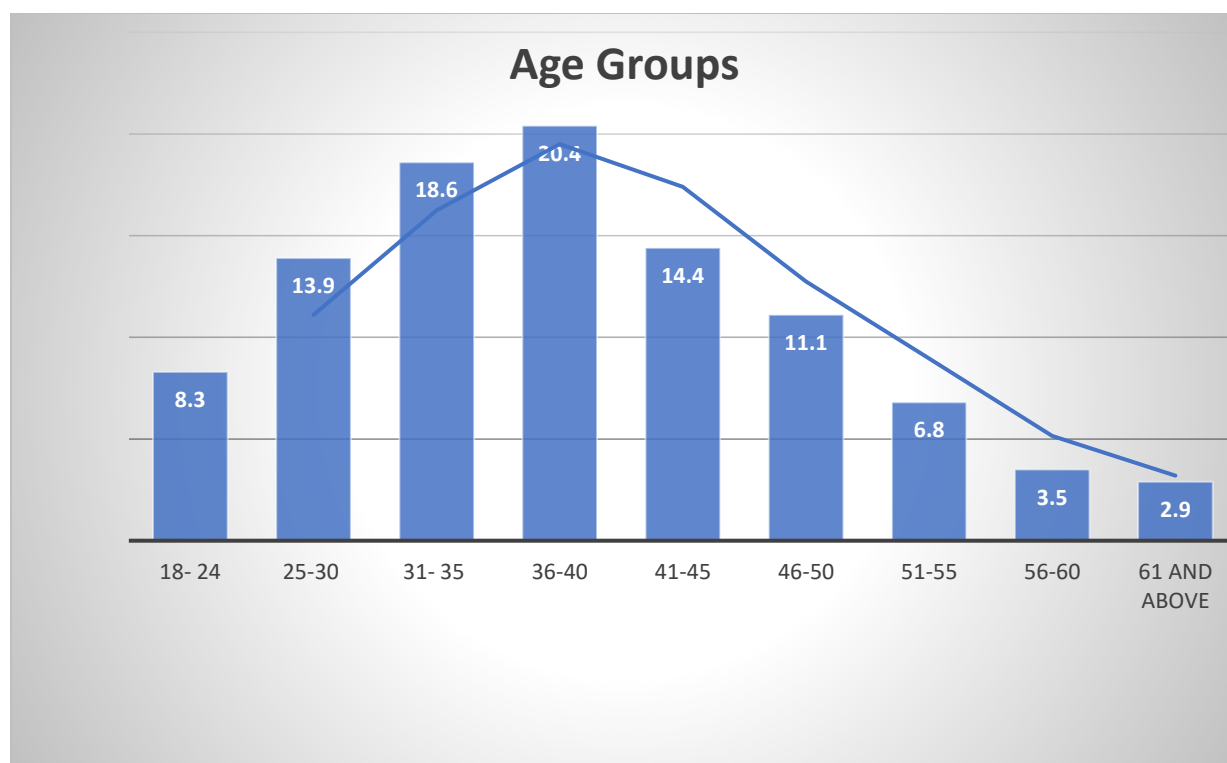


Fig. 1.2: Age distribution of the respondents

A4: Religion

Religion remains a central part of Ghanaian society, influencing not just personal beliefs but also how people relate to leadership and governance. As seen in Figure 1.3 below, most respondents, namely 71.9 percent, identified as Christian, while 22.1 percent were Muslim. In as much as Ghanaians are proud to either identify themselves as Christian or Muslims, religion had not been a critical issue in National election until this time around. The National Democratic Congress had a Christian candidate from the Northern part of Ghana, their stronghold outside Volta and Oti Region, where the highest percentage of Muslims in Ghana can be found. The New Patriotic Party presented a Muslim candidate of Northern decent. Since the Muslim population had predominantly voted for the NDC whereas the southern Christians normally go in for the NPP, the two candidates representing the religious preference of the opponent was perceived to be critical in the election. Traditional religion and non-religious groups made up smaller percentages, consistent with national statistics.

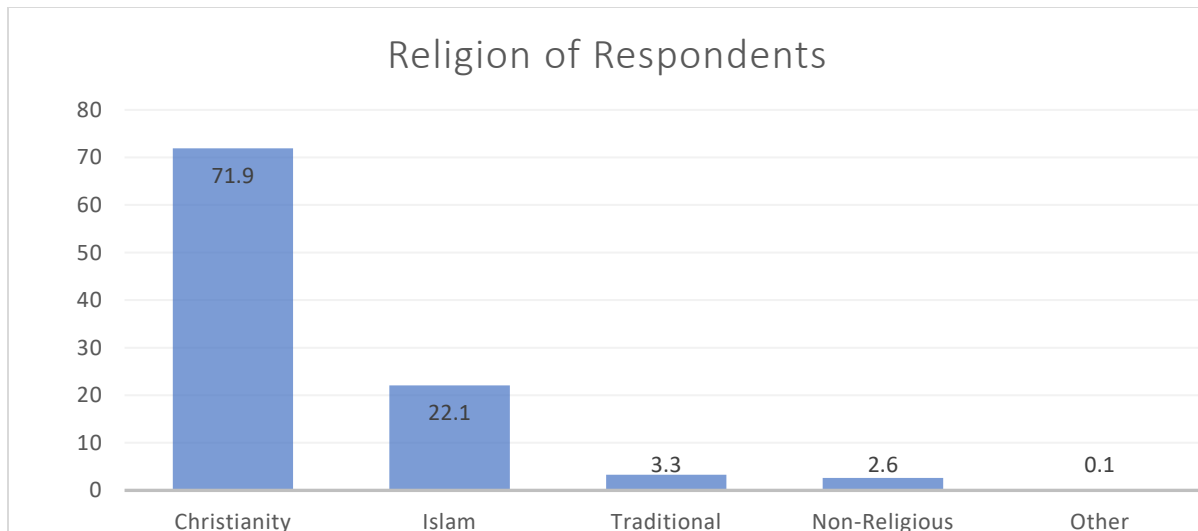


Fig 1.3: Religious affiliation by respondents

Within Christianity, as depicted in Figure 1.4, 45.8 percent of respondents identified as Orthodox (Roman Catholic, Methodist, Presbyterian, Anglican), while 27.8 percent were Charismatic Christians. Religious leaders and institutions often play an active role in civic education, encouraging voter participation and shaping political discourse. The strong religious affiliations within the electorate suggest that faith-based perspectives may have influenced decision-making at the polls. The voting behaviour of these religious groups in different geographic areas of Ghana was also critical. There was the need to find out the voting behaviour of Muslims in Ashanti and Ahafo regions, for example, and to compare them with places like Northern and Northeast region to ascertain if religion alone is a key factor in democratic decision making in Ghana.

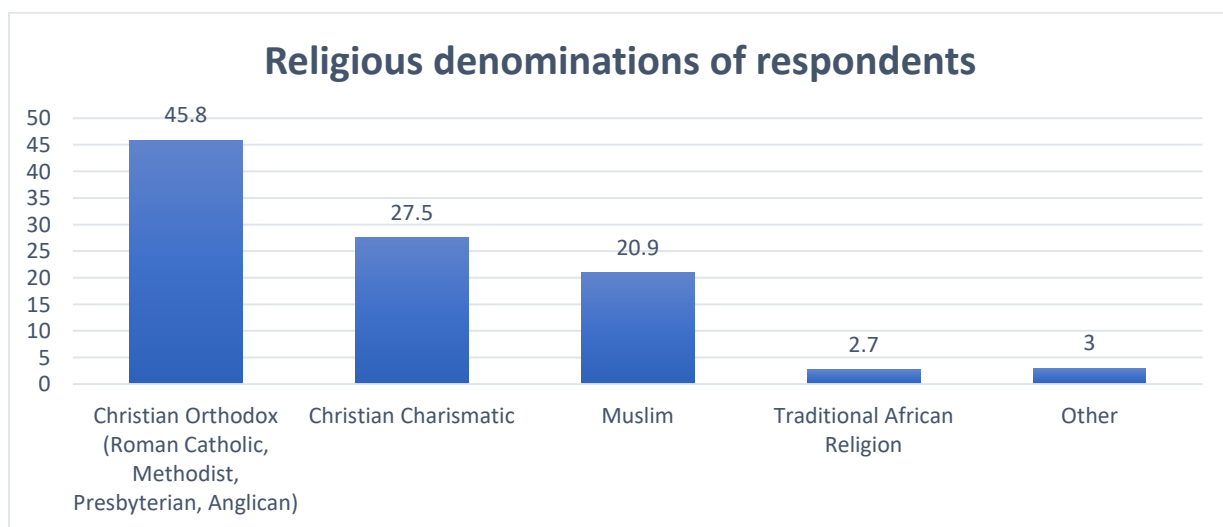


Fig 1.4: Religious denominations of respondents

A5: Education

Existing literature indicates that the level of education of a population influences political decision making and participation. With educational attainment of Ghanaians amongst the highest on the continent of Africa, it was important for the study to find out how education also influences democratic participation and voting behaviour in this context. Educational background, illustrated in Figure 1.5, provides insight into how informed and engaged the electorate may be with political issues. The data depicts a normal distribution, with 27 percent of respondents having completed Junior High/Middle School, while 25.6 percent indicated they had attained Secondary/Vocational/Technical education. These two categories constitute over 50 percent of the respondents. A smaller percentage (10.1 percent) indicated they had pursued university degrees, while only 1.2 percent reached the postgraduate level. These numbers reflect broader national trends, where primary and secondary education remains the most attained level of education. Political engagement often correlates with education, as individuals with higher education levels tend to demand more detailed policy discussions, while others may be more influenced by grassroots mobilization and community-driven messaging.

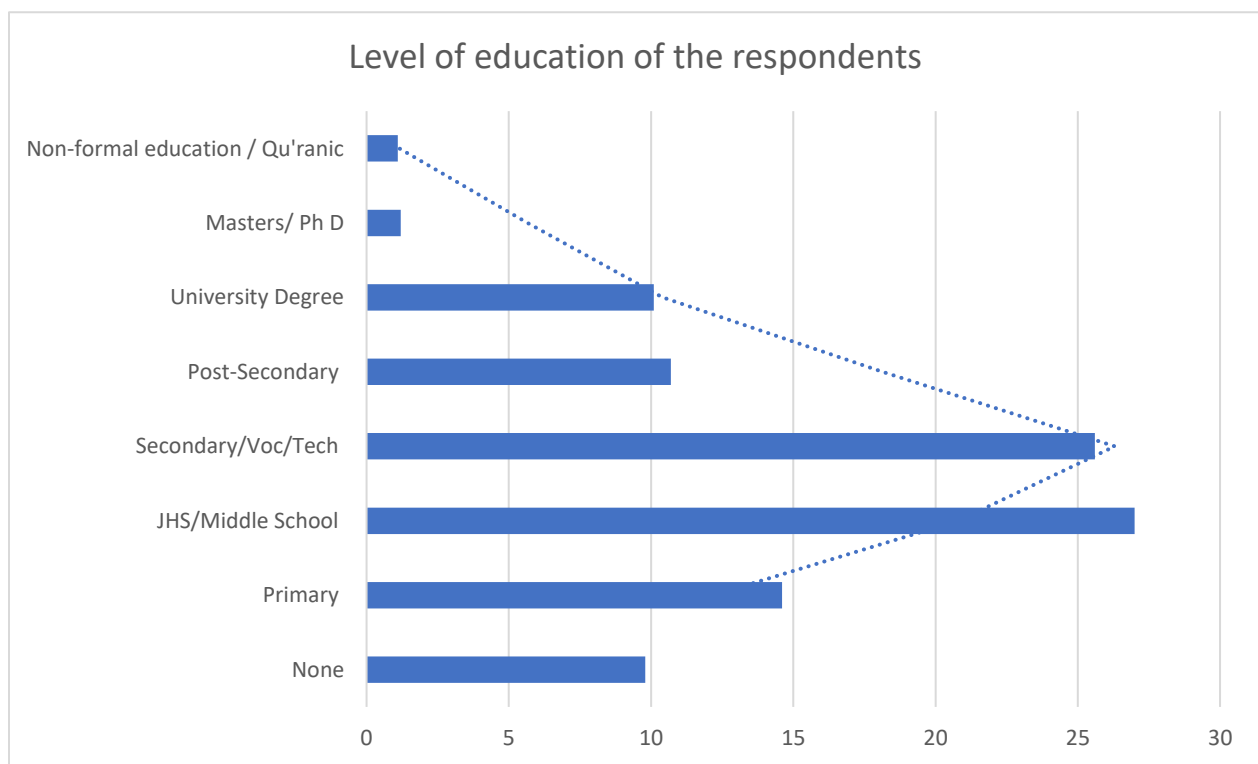


Fig 1.5: Level of Education of respondents

A6: Employment and Profession of Respondents

Employment, a critical issue in every election. The data confirms that the informal sector, the backbone of the economy, is also significant in the political space in Ghana, representing more than 50 percent of the voter population. 50.9 percent of respondents identified themselves as operating in the informal sector of the economy. This mirrors national employment statistics, where a large percentage of Ghanaians rely on small-scale trading, farming, and other informal activities for their livelihood. Formal employment accounts for 19.6 percent of respondents, while 22.2 percent reported being unemployed, making job creation a major electoral concern. Over the years, political parties have campaigned heavily on economic policies aimed at reducing unemployment and improving access to stable and decent job opportunities. How that impacted voting decisions in the 2024 general elections was critical.

A deeper look into professions, as seen in Figure 1.6, further emphasizes the dominance of trading, with 28 percent of respondents identifying as traders, followed by farmers (17.6 percent) and artisans (14 percent). The significance of these professions cannot be overlooked, as traders have historically been a vocal and influential voting group, often shaping political discourse around economic policies, taxation, and business regulations. While farming remains a key sector, policies related to agriculture subsidies and rural development often determine how voters in these areas align politically. For other professionals, strong unions such as the Ghana National Association of teachers, the Ghana Medical Association and other similar professional associations in Ghana play a critical role in the democratic governance of the nation state. Because of urbanization and other critical socio-economic factors, even though these professionals are more concentrated in the urban areas, those in the rural and peri-urban centres have a lot of influence in their societies. It is therefore critical that any study to understand participation, decision making and other political behaviours should pay a critical attention to this group.

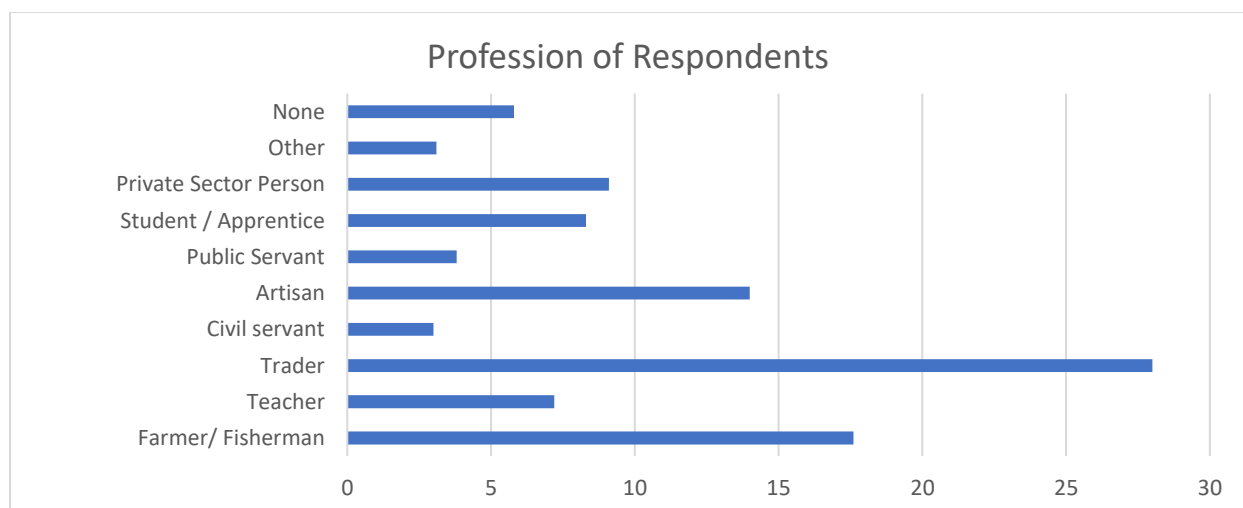


Fig 1. 6: Profession of respondents

A7: Ethnicity

Ghana's ethnic diversity is reflected in Figure 1.8, where the Akan ethnic group makes up 46.4 percent of respondents, followed by Mole-Dagomba (17.5percent), Ewe (11.8 percent), and Ga-Dangme (9.1 percent). This distribution aligns closely with the 2021 PHC, reaffirming the representative nature of the sample. Historically, ethnic identity has played a role in political party support, but in recent elections, economic and governance concerns have become increasingly influential in shaping voter preferences. However, with the two main candidates coming from the northern part of Ghana where ethnic conflicts is rife, most experts and political watchers and actors were keenly interested in how ethnicity would impact political behaviour and decision making. The demographic profile of respondents offers a compelling picture of the electorate, revealing key patterns that influence voting behaviour. The dominance of urban regions such as Greater Accra (20.9 percent) and Ashanti (17.9 percent), the strong representation of middle-aged voters, and the prevalence of informal employment all point to factors that may have shaped political engagement in the 2024 general elections. These findings reinforce the importance of demographic analysis in understanding voter behaviour, helping to interpret how different groups interact with the political landscape and make decisions at the ballot box.

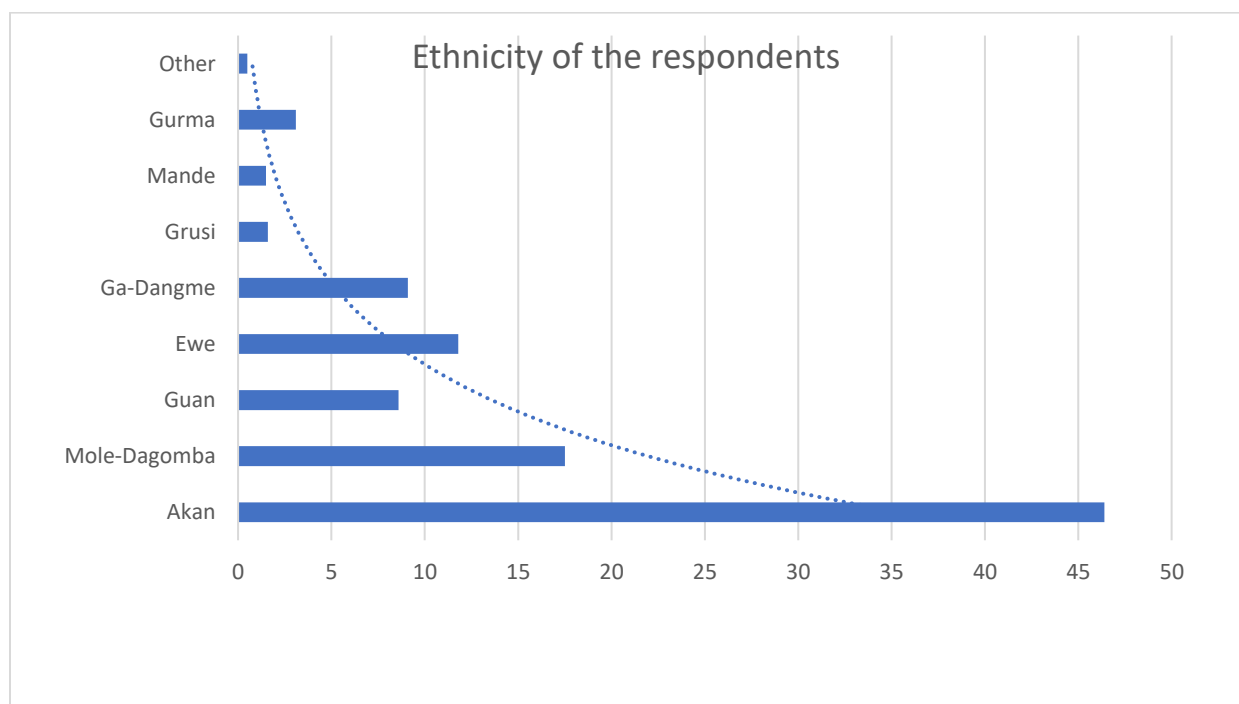


Fig1.7: Ethnicity of the respondents

SECTION B – VOTER TURNOUT AND BEHAVIOUR IN THE 2024 ELECTIONS

This section provides a comprehensive overview of voter turnout, electoral behaviour, and the key motivations behind citizens' choices in the 2024 general elections. The analysis explores why some voters abstained, the regional and demographic patterns in party support, and how voters' attachments to political parties, manifestos, and candidates influenced their decisions. It also highlights the significant shift away from blind party loyalty toward performance- and policy-based voting—particularly in the case of the NPP's declining popularity due to economic mismanagement and perceived arrogance. This section thus offers critical insights into Ghana's evolving electoral culture and the factors shaping democratic participation today.

B1: Voter Turnout

Out of a total of 16,988 respondents who participated in the post-elections survey, 87.3 percent voted in the 2024 elections with 12.7 percent indicated not voting for the last elections in Ghana. These results are significantly higher than the 63.97 percent of the population who, according to the Electoral Commission, actually participated in the 2024 elections. However, this discrepancy can be explained by the fact that it can be assumed that most of the people who took part in the survey for this study have an above-average interest in elections and politics. People who were not interested in the election itself were also less likely to be interested in taking part in a survey on the subject.

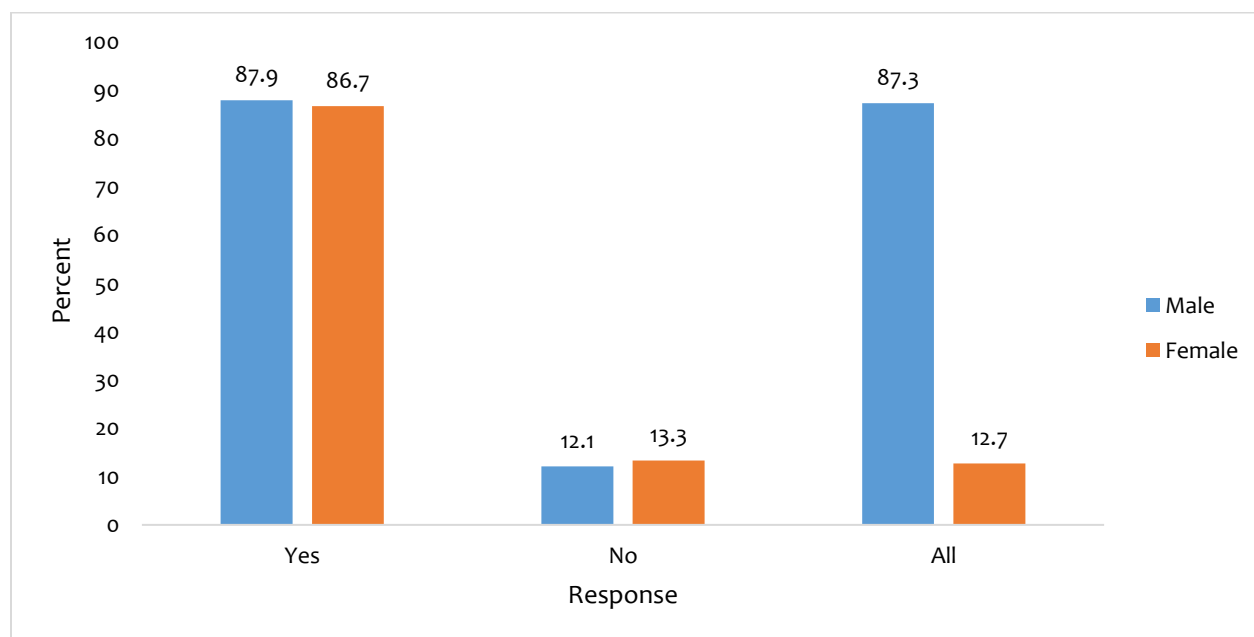


Figure 1.8: Respondents that vote in the 2024 General Election

About 2,161 respondents representing 12.7 percent of the overall respondents said they did not vote in the 2024 elections. Out of this number, 28.4 percent did not vote because they were disappointed in politicians and politics in Ghana generally, with 25.1 percent not voting because they were disappointed in their respective political party. 16.8 percent said they were out of town and could not vote on the day, while 11.9 percent stated that they did not care about who wins and as such abstained from voting on election day.

There were earlier indications of the voting day affecting Sabbath worshipers on their civic responsibility: 9.5 percent respondents did indicate that they could not vote because of religious beliefs. 3.9 percent of the surveyed indicated that they did not vote because they did not receive any form of inducement to do so. When probed further, inducement in this case was in reference to both financial and material inducements. The study found out that this was in reaction to earlier dissatisfaction with the respective internal party candidate selection process, where it has been widely established that candidates use all forms of inducements to be selected to contest. A comparison with the actual voting data in December 2024 will show a trend of the NPP being affected mostly by some of these reasons in their regions of support.

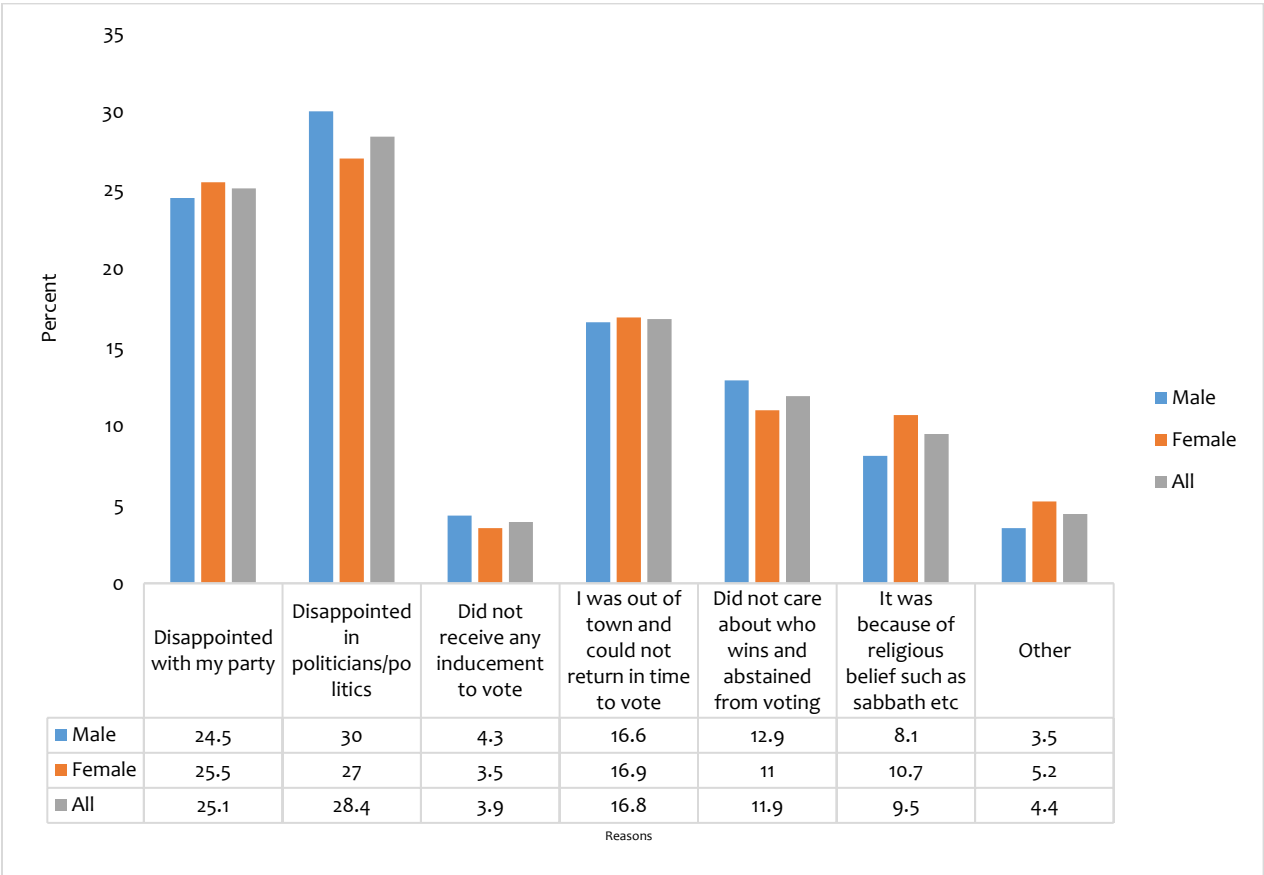


Figure 1.9: Reasons for not voting

B2: Constituency Residence

On respondents’ constituency status, 90.5 percent of the respondents live in the same constituency they voted in the 2024 elections with 9.5 percent indicating voting in constituencies other than where they lived during the 2024 elections. This indicates that for political parties and governments, their ability to address local issues will go a long way to determine the voting behaviour of citizens, especially when you take into consideration the fact that policy performance is also critical.

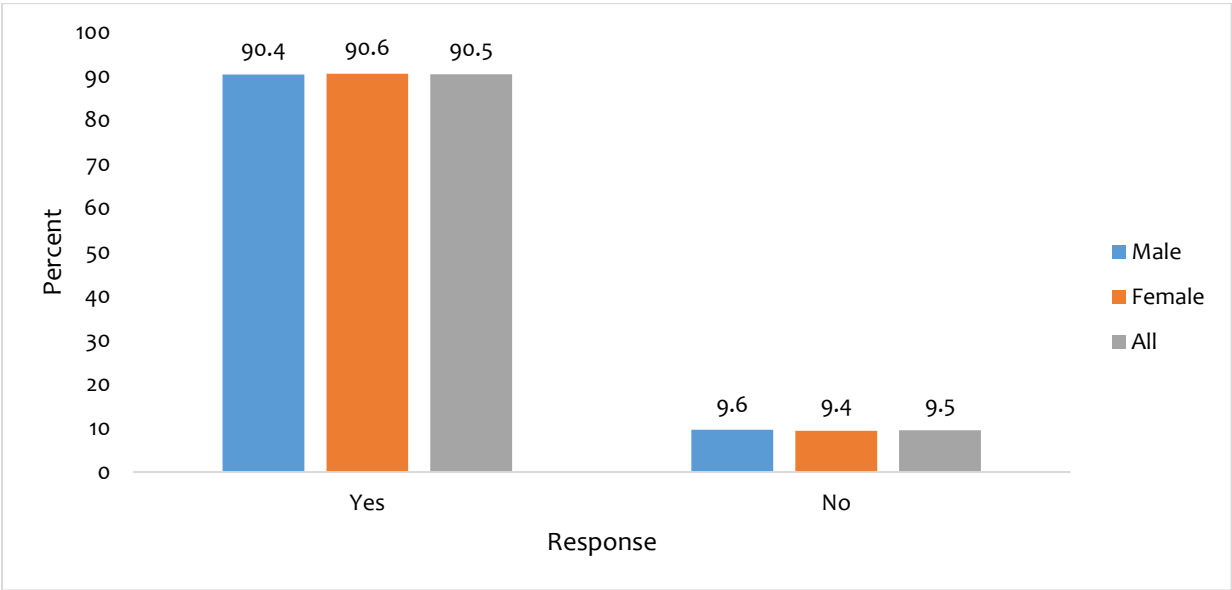


Figure 1.10: Living in the same constituency of voting

B3: General Election Outcome

Out of the surveyed responses from the last elections, 62.6 percent indicated that they voted for H.E John Dramani Mahama, the Presidential candidate of the National Democratic Congress (NDC). From the data, 63 percent of the males voted for President John Dramani Mahama whereas with 32.2 percent indicated voting for Dr Mahamudu Bawumia. Similarly, 62.2 percent of the female respondents indicated voting for John Dramani Mahama whereas 33.7 opted for the losing candidate, Dr Mahamadu Bawumia. Alan Kyeremanteng and Nana Kwame Bediako pooled 2.1 percent each while Akua Donkor, Hassan Ayariga and Christian Kwabena Andrews polled 0.1 percent respectively.

Here, too, there are discrepancies between the poll results and the actual outcome for the two candidates: John Mahama won the election with 56.42 percent of the vote, while Mahamadu Bawumia received 41.75 percent. One possible explanation could be that the poll was conducted after the NDC's landslide victory had already been confirmed. It is a recurring

social phenomenon in Ghana that people like to associate themselves with the winners of an election and distance themselves from the losers afterwards, even if this does not always correspond to their actual voting behaviour. This factor must always be considered in political surveys.

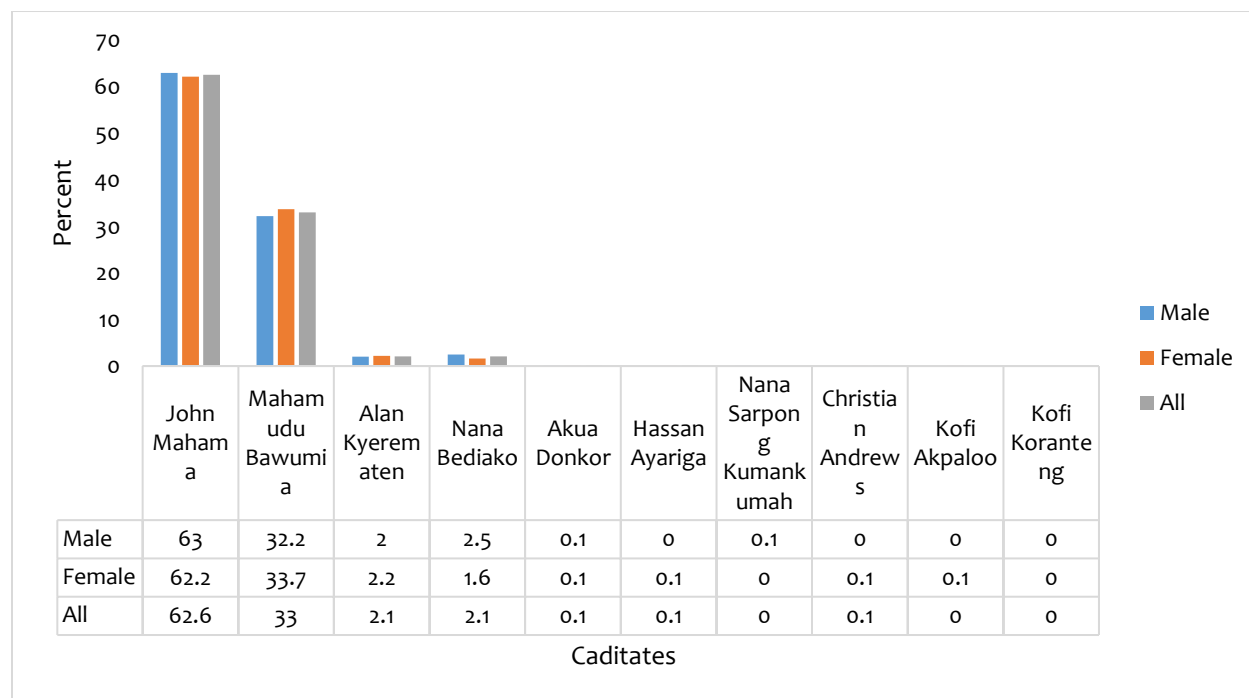


Figure 1.11: Candidates voted for in the 2024 general election

At the party level, 61.7 percent of the surveyed participants voted for the National Democratic Congress. This percentage was made up of 61.9 percent of the male respondents and 61.4 percent of the female respondents respectively. Similarly, 34.4 of the respondents indicated voting for the New Patriotic Party with a breakdown of 33.9 percent male and 34.9 percent female respondents respectively. The CPP came third with 0.9 percent of votes, 0.5& for GCPP and 0.1& for GFP as indicated by the respondents.

Clearly, the NPP and NDC continue to dominate elections in Ghana with the other parties having only minor support from the respondents. The study's outcome is a direct confirmation of the overall voting pattern in the 2024 general elections. This also shows that in terms of voter preference, on a national scale, none of the genders showed clear preference for a particular candidate. However, in some regions, there were noticeable differences in the voting behaviour of both sexes. The figures also show a trend of 0.9 percent respondents who voted for the NDC candidate John Mahama, but indicated they did not vote for the NDC parliamentary candidate as against 1.4 percent of respondents who voted for the NPP parliamentary candidate but not its Presidential candidate Dr Mahamudu Bawumia.

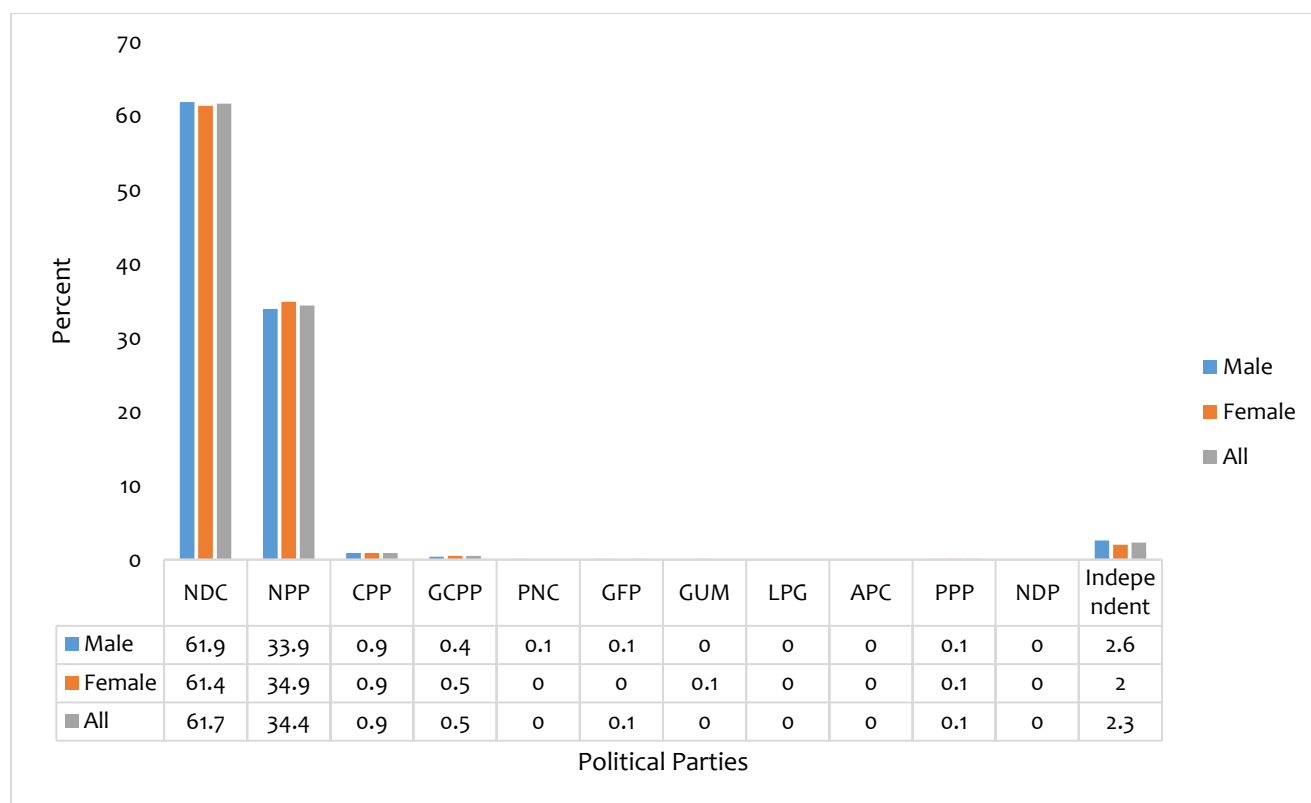


Figure 1.12: Political Parties voted for in the 2024 general election

B4: Analysis of Voting Behaviour

The above results are consistent with the broader results of the 2024 elections and confirm the general trend towards voter turnout and the broad support for the NDC among the general population in the 2024 elections. The core questions that the study now seeks to examine are the conditions and reasons that influenced and shaped the voting behaviour of Ghanaians in the 2024 general elections.

The respondents surveyed gave the following reasons on why they voted for the respective party of their choice in the 2024 elections as ranked to include (multiple answers were possible):

- I liked the party programmes/manifesto (73.2 percent of cases);
- I admired the Presidential candidate of the party (46.2 percent of cases);
- Was the party of their tribesmen/women (16.7 percent of cases);
- I just wanted to punish the government in power (13.8 percent of cases);
- I just voted (13.4 percent of cases), and
- I received financial inducement (11.6 percent of cases).

It is interesting to note that the disaggregated votes in percentage terms between men and women were similar for the above reasons as shown by the data from respondents. What is also noteworthy is the fact that 13.8 percent voted for specific candidates or a party not because it was their preferred candidate/party, but because they were unhappy with their party of choice as such and voted to punish them.

Reasons for Voting	Male		Female		Total	
	N	% of cases	N	% of cases	N	% of cases
Admired the presidential candidate	3361	46.4	3481	45.9	6842	46.2
Liked the party program/manifesto	5308	73.3	5541	73.1	10849	73.2
I received financial inducement	841	11.6	884	11.7	1725	11.6
I just voted	965	13.3	1020	13.5	1985	13.4
I just wanted to punish the government in power	1047	14.5	997	13.2	2044	13.8
It is the party of my tribesmen/women	1220	16.8	1255	16.6	2475	16.7
Others	251	3.5	233	3.1	484	3.3
Cases	7246		7581		14827	

Table 2: Why did you vote for a party?

B5: Relevance of Political Party Attachment

It is widely known that party loyalty plays a strong role in Ghanaian politics. Accordingly, it was assumed that this factor would also be very relevant in the 2024 elections. To verify the accuracy of this assumption, participants were asked how strongly existing party loyalty influenced their voting behaviour.

The respondents were divided on the influence of their strong attachments to the political parties in determining their voting. While 50.5 percent accepted their strong attachment had influence on their voting in the 2024 elections, 41.3 percent responded “NO” to any such influence in voting. However, 8.2 percent responded that their attachment to a specific party somehow influenced them in voting for a political party in the 2024 elections. It is becoming clear that voters are now moderately moving from strong party attachments as main reason for voting decisions to issue based voting, regardless of the party. To political parties in Ghana,

this is an indication that strong attachment to political parties is not a guarantee of electoral success, but rather the policies and programmes the political parties and candidates present are critical in determining who voters will go in for. This is a gradual shift from the long-standing trend of people sticking with their political party even when the party is not addressing their policy concerns.

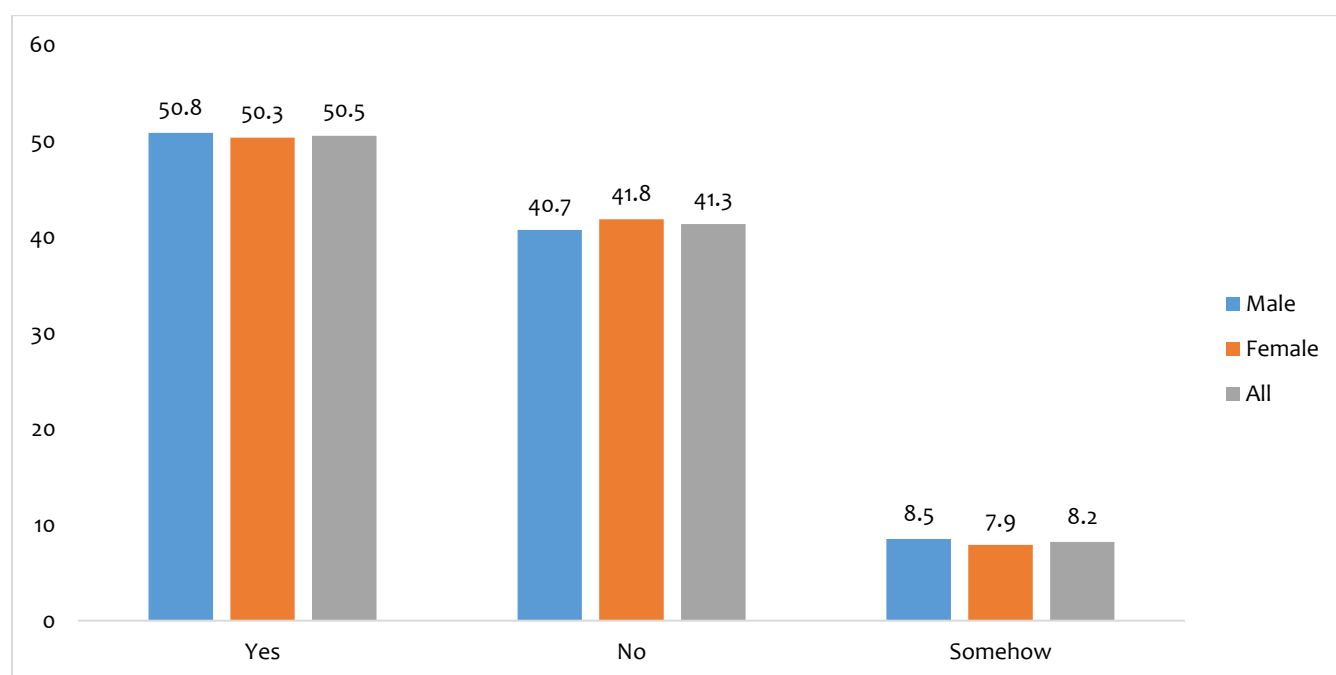


Figure 1.13: Did your strong attachment to a political party influence your voting in 2024

B6: Relevance of Political Party Programmes

The communication of political programmes and a party manifesto are crucial aspects of election campaigns and require considerable resources. The study sought to find out to what extent voters are familiar with the manifestos of the parties, how well they know their respective positions and whether the party manifestos and programmatic points that the parties had communicated in the run-up to the elections had an influence on their voting decisions.

From the data, over 60 percent of the voters indicated they vote based on the manifesto of the candidate; of this, 63 percent were male voters with 60.3 percent being female voters. The finding thus shows that a significant number of voters in Ghana vote based on manifestoes of political parties and their candidates. Only 38.5 percent said otherwise.

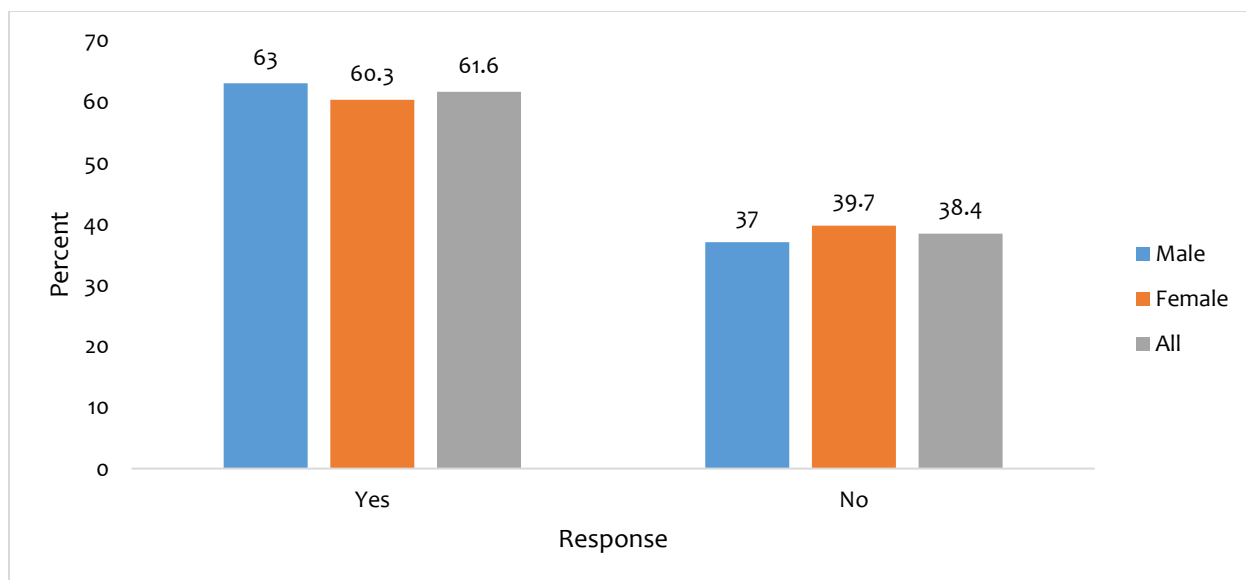


Figure 1.14: Vote based on manifesto and candidates

The survey results also indicate that most voters in Ghana understand the manifesto policies and programmes presented by the NDC party. Only 14 percent indicated they did not know of the policies or manifestoes of the NDC party. Male voters constitute about 68 percent of voters who understood the manifestoes policies and programs presented by the NDC (figure1.15).

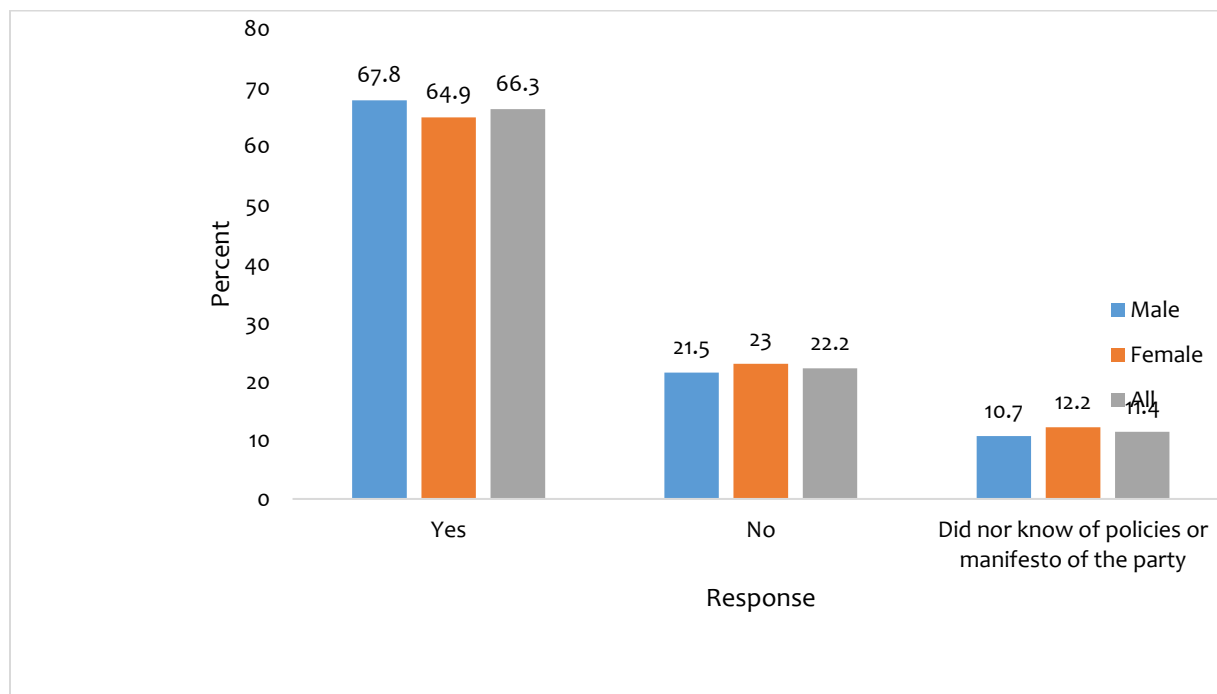


Figure 1.15: Understanding of the manifesto policies and programs presented by the NDC?

On the part of the NPP, about 65.6 percent of the surveyed voters understood the manifesto policies and programs presented by the NPP in the 2024 elections. Some 22.5 percent however said they did not understand the manifesto promises of the NPP. 12.8 percent of female voters and 11 percent of male voters stated they did not know of the policies of the NPP.

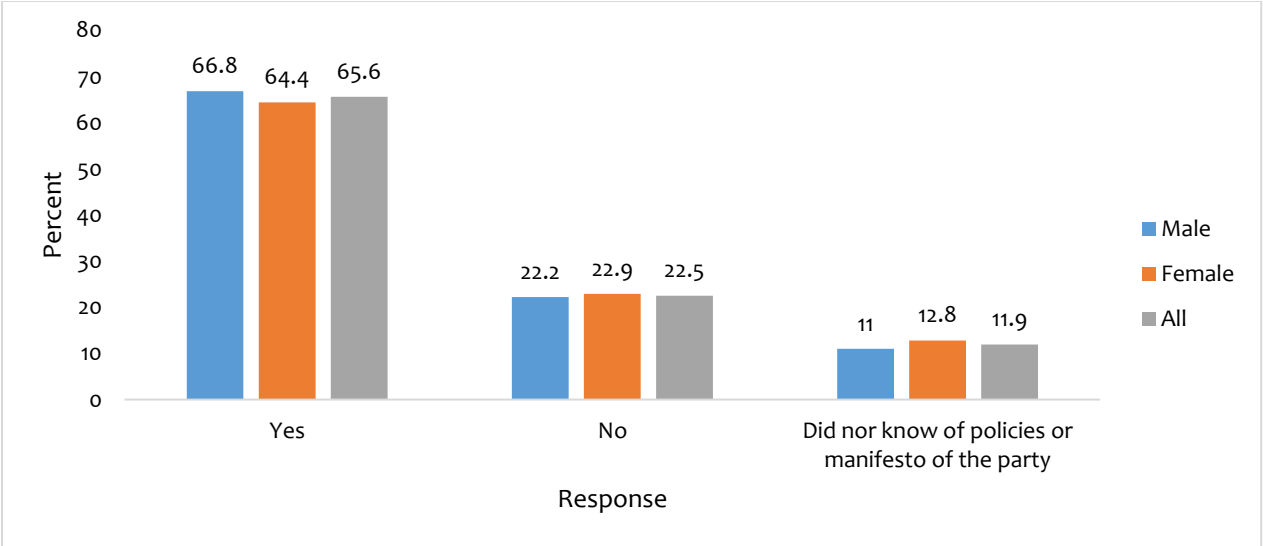


Figure 1.16: Understanding of the manifesto policies and programs presented by the NPP?

When asked accordingly, a significant percentage of the voters indicated the NDC had a better manifesto compared to the NPP. The results show that approximately 60 percent of the voters think the NDC had a better manifesto, while around 40.3 percent said the NPP had a better manifesto. This indicates Ghanaians are interested in the manifesto of candidates and parties and that their promises have an impact on voting behaviour. Manifestos continuous to be a critical tool in voter decision making in Ghana.

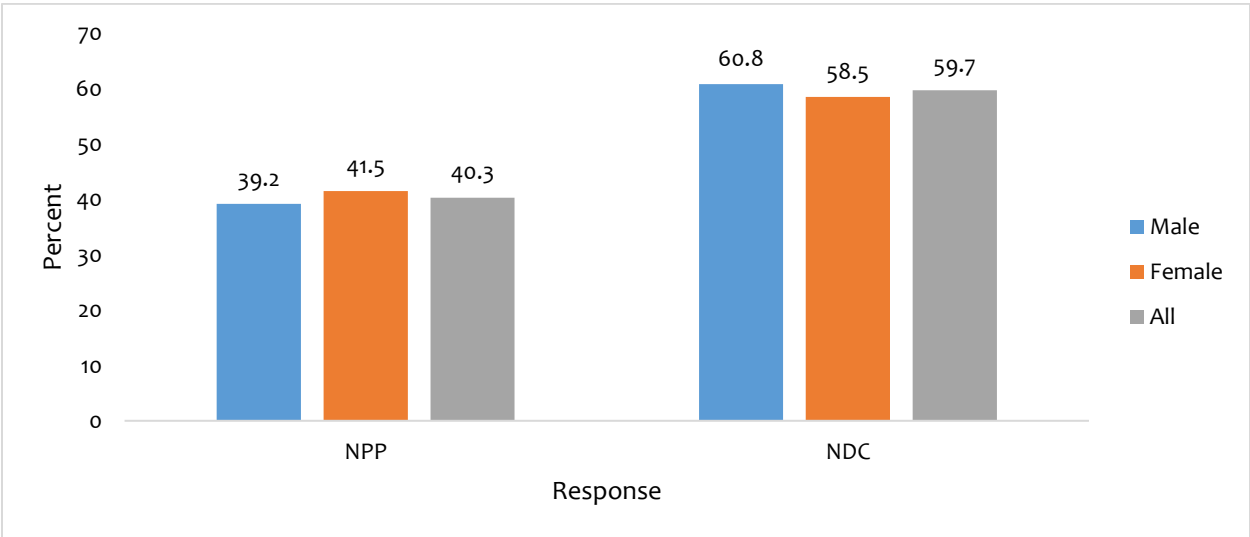


Figure 1.17: Between the NPP and NDC, which of them had better manifesto in your view?

This assumption is also confirmed by further data which was collected during the implementation of this survey. Participants who stated that they had voted for the NDC were asked why they had chosen this party and not the NPP or another party. In addition to party affiliation (26 percent identified as NCD), the NDC's party programme was cited as the second most important factor in their decision. 25.1 percent believe the NDC had better policies and programs, with 24.8 percent of males and 25.3 percent females giving this response. This was followed by the reason that the NDC is perceived as the better manager of the economy with 23.2 percent responding to this reason and with 13.4 percent trusting the NDC more than the NPP. There were other reasons named such as: NDC is more inclusive (6.2 percent); NDC is less arrogant (4.5 percent); and NDC is my ethnic/tribal party (1.7 percent) (figure 1.18).

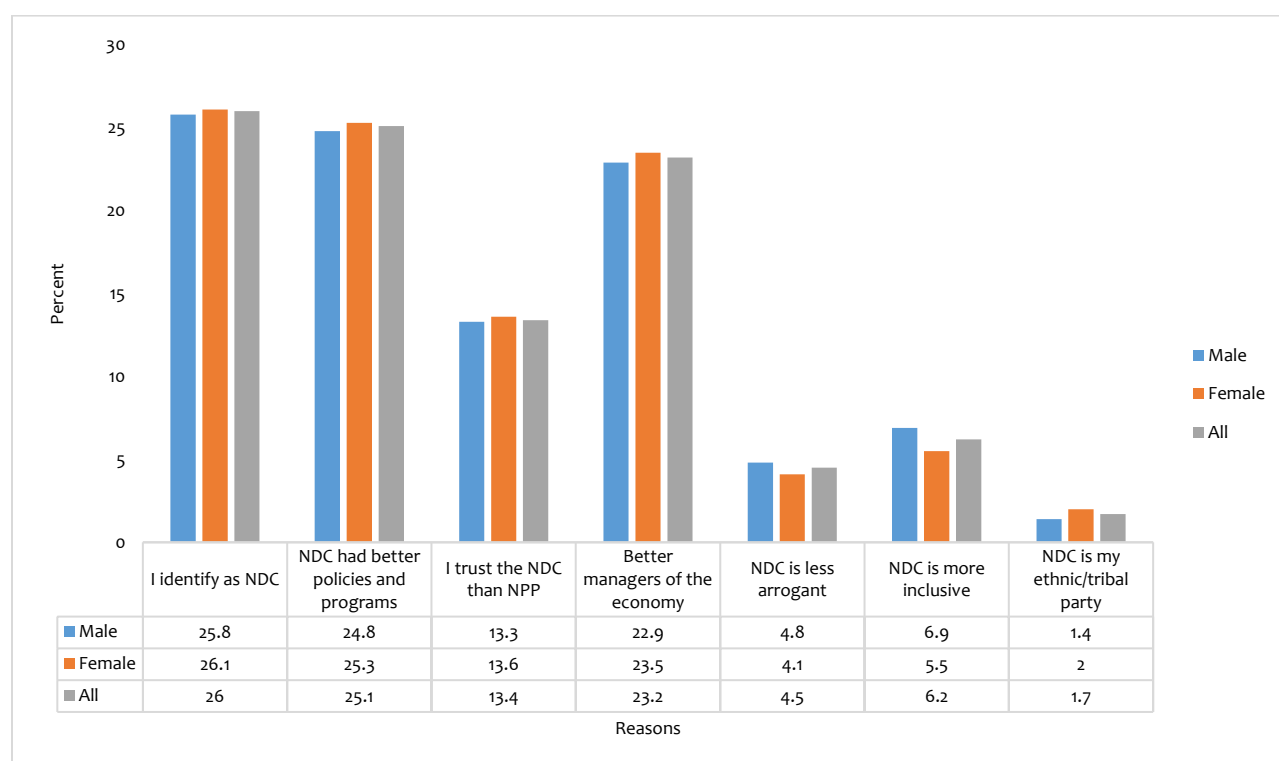


Figure 1.18: Reasons for not voting for the NPP or any other candidate

Similarly, participants who stated that they had voted for the NPP were asked why they had chosen that party rather than the NDC or a third party. The vast majority - 53.3 percent of them - said NPP had better policies and programmes. It was decided to disaggregate this data to the respective genders, and it was found that 52.3 percent of males and 54.3 percent of females alluded to this reason for voting NPP. Also, 30.5 percent voted for the NPP because they identified with the party, disaggregated by 31.5 percent males and 29.5 percent females, with 16.2 percent trusting the NPP more than the NDC with both males and females posting 16.2 percent (figure 1.19).

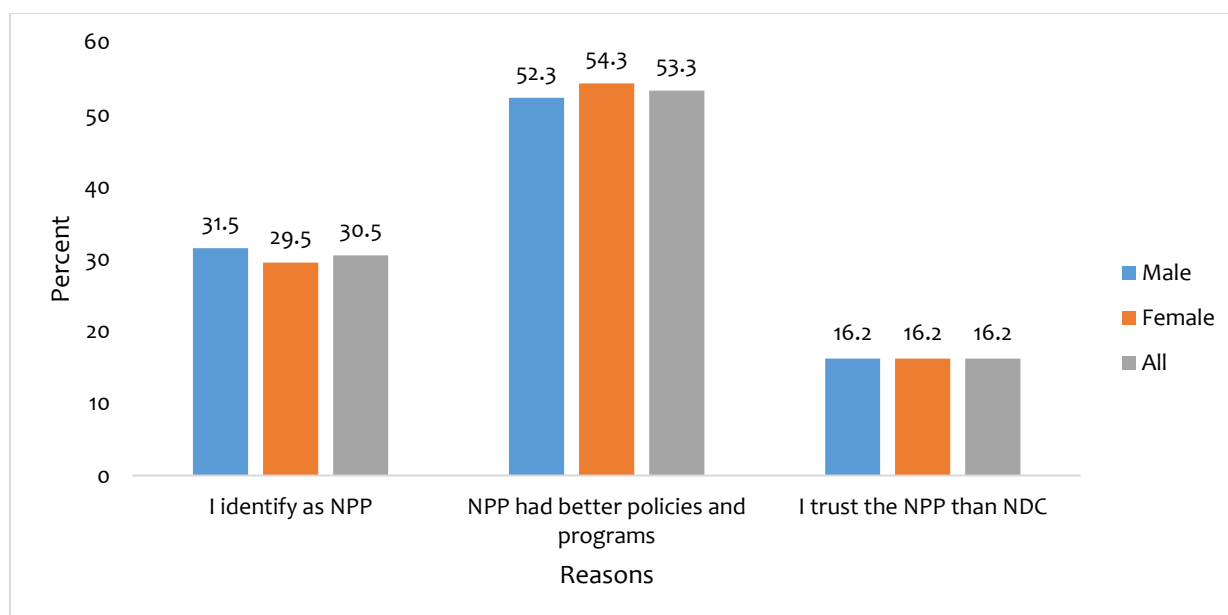


Figure 1.19: If you voted for NPP, why did you not vote for the NDC or any other candidate

B7: Why Citizens Voted Against NPP

As the results of the study impressively demonstrate, party programmes and policies play an important role in voting decisions. However, people do not base their decisions solely on election promises alone, but also carefully evaluate the performance of political parties on the basis of their concrete achievements and actions.

So, whereas the study sought to find out why Ghanaians voted for the NDC Presidential candidate and overwhelmingly voted for its candidates for Parliamentary elections, it was expedient to also find out why Ghanaians who voted massively for the NPP in 2016 and 2020 overwhelmingly voted against the NPP this time around. On the reasons for the abysmal performance of the NPP, 81.6 percent of the respondents stated the mismanagement of the economy by the Akufo Addo administration as the main reason. When disaggregated to the specific genders, 81.5 percent for males and 81.7 percent for females respectively were reported. This was followed by poor communication from the party and during campaigning with a total of 35.7 percent. On the issue of poor communication, great concern was raised over the last-minute communication of projects and policies, which was perceived by voters as a deceptive tool to seek votes from citizens. Monetization of the delegates system during selection of candidates was next with 33.6 percent; attributed the NPP election performance to their current delegate system. Reasons such as wrong choice of presidential and vice-presidential candidates as well as religion of the presidential candidate were 11.2 percent, 13.5 percent and 2.7 percent respectively for the 2024 elections.

Factors	Sex					
	Male		Female		Total	
	N	% of cases	N	% of cases	N	% of cases
Monetization of the delegates system during the selection of their candidates	2873	34.9	2828	32.3	5701	33.6
Mismanagement of the economy by the Akufo Addo administration	6720	81.5	7140	81.7	13860	81.6
Poor communication from the party and campaign	3018	36.6	3051	34.9	6069	35.7
Wrong Presidential candidate	946	11.5	958	11.0	1904	11.2
Wrong choice of vice-Presidential candidate	1213	14.7	1074	12.3	2287	13.5
Religion of the candidate	221	2.7	230	2.6	451	2.7
Other	628	7.6	607	6.9	1235	7.3
Cases	8244		8744		16988	

Table 3: What contributed to the abysmal performance of the NPP in the 2024 elections?

In a second round of questions on this topic, respondents were asked to provide more specific answers as to which concrete policies or shortcomings contributed most to the NPP's election defeat. High cost of living was named the most important cause of NPP's failure in the 2024 elections. About 47.3 percent of the voters selected this as the main cause of the NPP party's failure to retain power. Other factors identified from the survey include high level of corruption, E-levy, arrogance and disrespectful behaviour of party representatives and betting tax. Factors such as bad roads and poor government communications were identified. LGBTQI+ and DDEP were among the least attributable factors. This clearly shows that the high media and public profile of certain issues like the Anti-LGBTQI+ bill does not necessarily correlate with their importance when it comes to voting decisions.

Causes	Sex					
	Male	Male	Female	Female	Total	Total
	N	%	N	%	N	%
E-levy	627	7.6	704	8.1	1331	7.8
Betting tax	631	7.7	377	4.3	1008	5.9
Free Senior High (Free SHS)	136	1.6	166	1.9	302	1.8
Bad roads in my constituency	327	4	328	3.8	655	3.9
Uncompleted government projects	199	2.4	211	2.4	410	2.4
High cost of living	3660	44.4	4377	50.1	8037	47.3
Poor government communication	288	3.5	308	3.5	596	3.5
Arrogance and disrespectful behaviour of appointees	624	7.6	595	6.8	1219	7.2
High level of corruption	724	8.8	709	8.1	1433	8.4
Handling of Galamsey	144	1.7	155	1.8	299	1.8
LGBTQI+	66	0.8	65	0.7	131	0.8
Open display of wealth by politically exposed persons	90	1.1	73	0.8	163	1
DDEP	14	0.2	14	0.2	28	0.2
Failed manifesto promises	456	5.5	425	4.9	881	5.2
Other	258	3.1	237	2.7	495	2.9
Total	8244	100	8744	100	16988	100

Table 4: Main cause of NPP's defeat in the 2024 elections

B8: Loss of Trust and Votes for the NPP Since 2016

Out of the respondents who voted against the NPP in the 2024 elections, 66.6 percent of them stated that they had still voted for the party in the 2020 elections with 67.1 percent males and 66.1 percent females respectively. About 33 percent of the respondents indicated they did not vote for the NPP in the 2020 elections with 0.8 percent not voting at all in the 2020 elections. This indicates a massive loss of confidence over the last two electoral cycles.

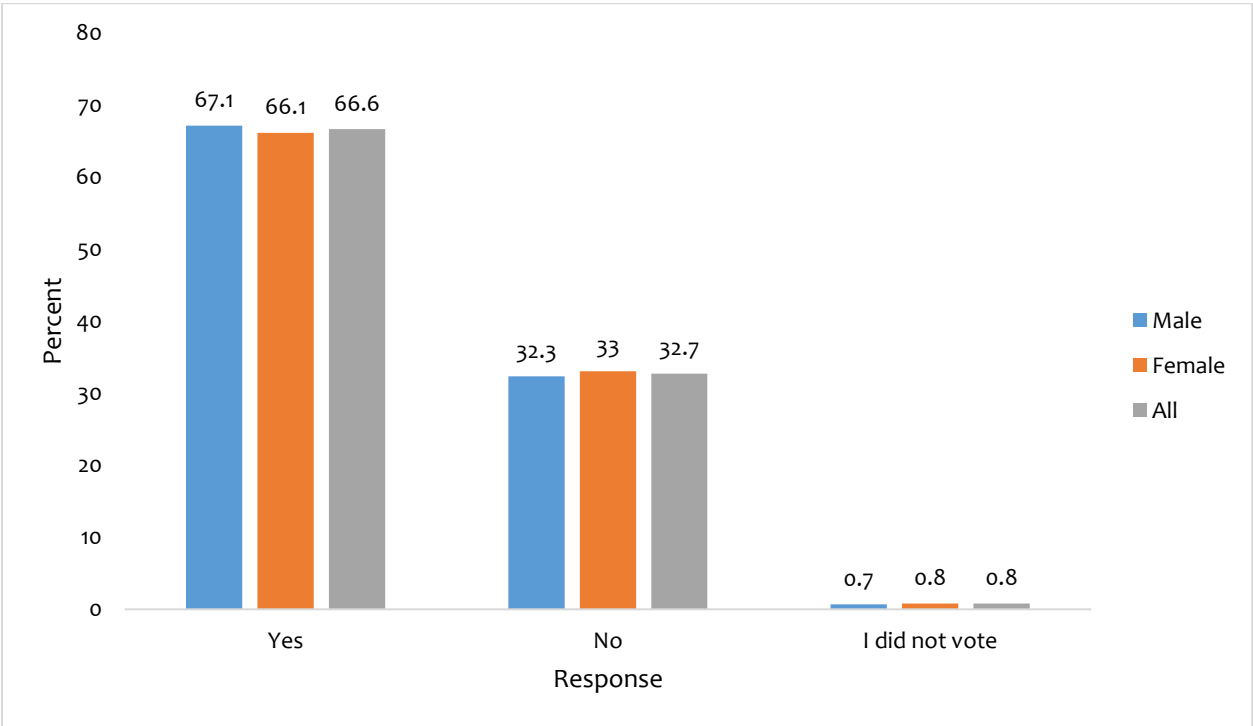


Figure 1.20: Did you vote for NPP in 2020 Elections

A very similar picture emerges when comparing voting behaviour in 2024 and 2016 directly. In 2016, 61.6 percent of the respondents who did not vote for NPP in 2024 answered yes to still voting for the party in 2016 with 37.4 percent who did not vote for the party in 2016. One percent of the respondents in 2024 said they did not vote in 2016.

Out of a sample of 16988, majority (54.4 percent) agreed that they have voted for the NPP in previous elections other than the 2016 and 2020 elections with 39 percent who answered in the negative. There were 6.7 responses who also indicated they voted for the NPP sometimes in previous elections other than the 2016 and 2020.

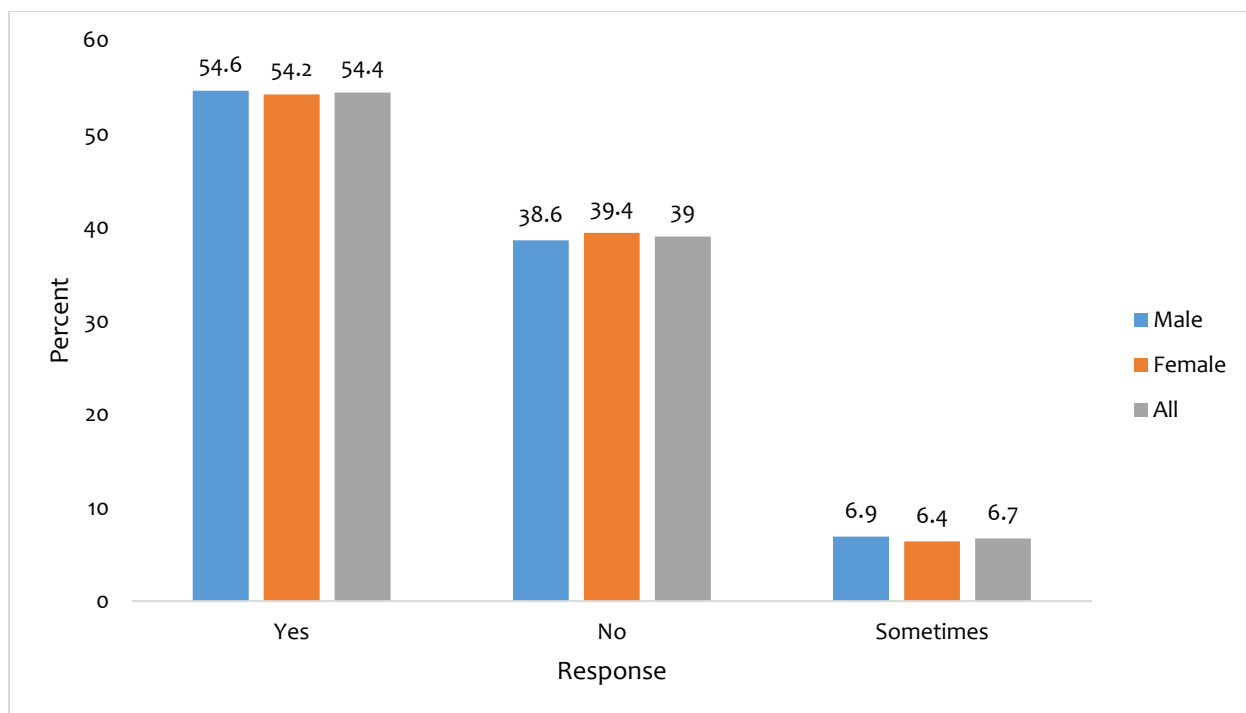


Figure 1. 21: Have you voted for NPP in previous elections other than 2016 and 2020?

Overall, these figures clearly show that NPP has lost a great deal of trust and, consequently, votes in recent legislative periods. The figures also illustrate that the overwhelming nature of the NDC's election victory in 2024 is largely due to a drastic loss of support for the NPP, which failed to mobilise a large proportion of the voters who had shown reliable support and voted for the party in the last two elections.

B9: Impact of Political Candidates

The selection of the two candidates from NPP and NDC was discussed at length before, during and after the elections. While John Mahama was the logical candidate for NDC, NPP chose Mahamadu Bawumia, a rather unusual candidate for the party. With his background as Muslim and his origins in northern Ghana, NPP hoped to expand its voter base particularly in the northern regions, one of the classic strongholds of NDC. However, the election results clearly show that this strategy was not successful. The findings of this study however suggest that this was not so much due to Bawumia himself, but rather to the negative perception of NPP as a whole and of Akufo-Addo's administration.

On why the voters did not vote for Dr Bawumia, the respondents indicated that: the NPP failed as a government (49.8 percent); voters did not trust Nana Akufo Addo will allow him to be his

own man (16 percent); voters don't trust NPP (14.2 percent); his manifesto was not promising enough (9.6 percent); he cannot do the work of a president (4.7 percent). There were 5.7 percent of the voters who voted against him due to other factors which were not listed in the data.

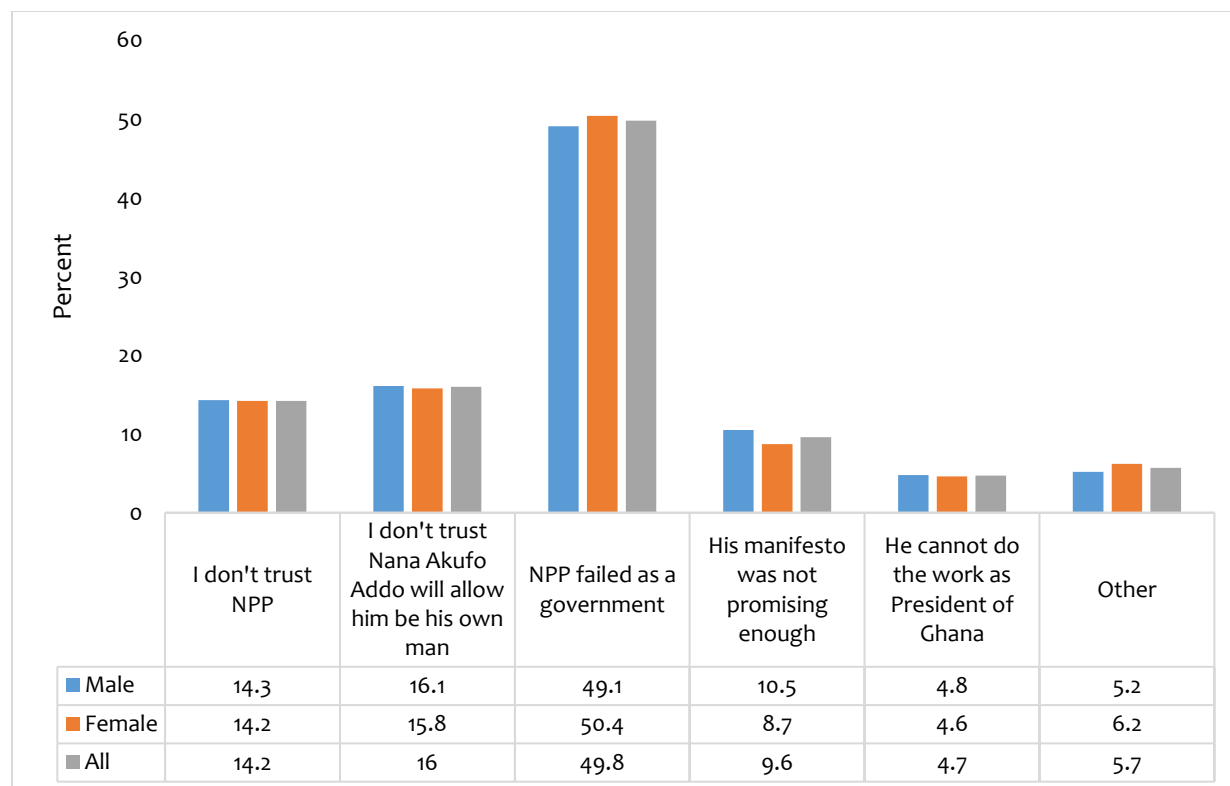


Figure 1.22: I did not vote for Dr Bawumia because....

Although Mahama was viewed widely positive by many Ghanaians as a candidate, the data collected in the study suggests that his selection as a candidate was not the decisive factor in the party's great success in the 2024 elections. In a corresponding question, only 25.1 percent said they considered Mahama competency as a reason to vote for NDC, and only 15.1 percent of respondents names his perceived trustworthy as decisive factor when voting. It appears that the general economic competence attributed to the NDC by those surveyed played a much greater role in voting behaviour: 45,5 percent of those surveyed said that their main reason of voting for NDC was their believe that the party could manage the economy and govern the state better than the NPP under Akufo-Addo.

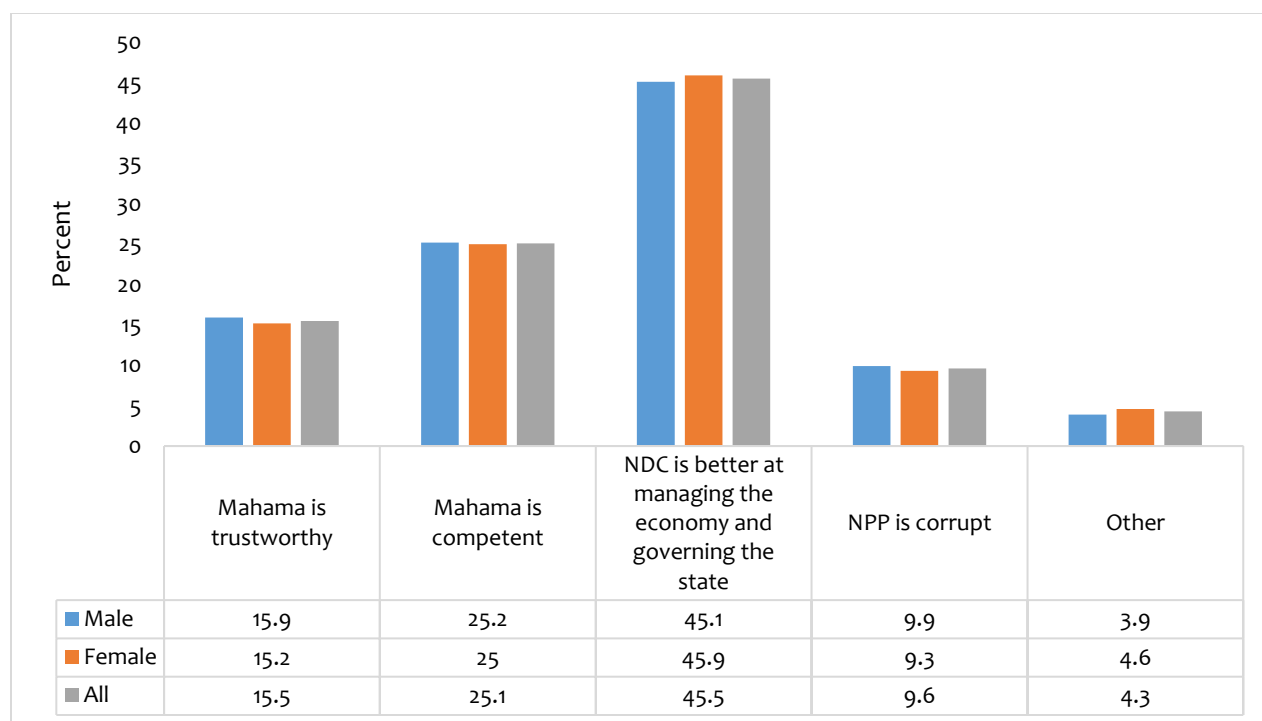


Figure 1.23: I voted for NDC because.....

This also fits in with the fact that the NDC is still clearly perceived as a people's party or a party of the masses. The results to the question: “Which political party do you feel best represents the interests of the masses?” clearly show that the NDC is perceived by the majority of respondents as less elitist and that the party is considered to have the interests of the broad base in mind rather than the NPP.

	Sex				Total	Total
	Male	Male	Female	Female		
	N	%	N	%		%
None of them	375	4.5	416	4.8	791	4.7
National Democratic Congress (NDC)	4736	57.4	4980	57	9716	57.2
New Patriotic Party (NPP)	2841	34.5	3085	35.3	5926	34.9
Ghana Union Movement (GUM)	40	0.5	60	0.7	100	0.6
Convention People's Party (CPP)	21	0.3	28	0.3	49	0.3

The New Force (NF)	122	1.5	78	0.9	200	1.2
Ghana Freedom Party (GFP)	6	0.1	8	0.1	14	0.1
Movement for Change (MfC)	49	0.6	54	0.6	103	0.6
Great Consolidated Popular Party (GCPP)	1	0	0	0	1	0
All People's Congress (APC)	3	0	5	0.1	8	0
Liberal Party of Ghana (LPG)	0	0	1	0	1	0
People's National Convention (PNC)	1	0	0	0	1	0
Progressive People's Party (PPP)	2	0	0	0	2	0
National Democratic Party (NDP)	0	0	1	0	1	0
Independent (IND)	12	0.1	6	0.1	18	0.1
other	35	0.4	22	0.3	57	0.3
Total	8244	100	8744	100	16988	100

Table 5: Which political party do you feel best represents the interests of the masses?

SECTION C: INFLUENCE OF RELIGION ON POLITICAL PROCESS

C1: Religion and Political Decision Making in Ghana

Religion plays a central role in the daily lives of many Ghanaians, shaping values, social norms, community relationships, and even public discourse. With over 95 percent of the population identifying with a religious faith—predominantly Christianity, followed by Islam and traditional beliefs—religious identity often intertwines with cultural, regional, and political affiliations. It is therefore reasonable to assume that elections are no exception. From the moral framing of political campaigns to the perceived integrity of candidates, religion can subtly, and sometimes overtly, influence voter preferences, party loyalty, and political mobilisation across the country. This issue played a particularly important role in the 2024 elections, as NPP fielded a Muslim candidate, Mahamadu Bawumia, and NDC fielded a Christian candidate, John Mahama, in the presidential race. In media and public discourse, there was repeated speculation about the extent to which the religion of the two candidates played a role in the election campaign and also in the outcome of the election. One objective

of the study was to find out to what extent religious identity and belief actually impacted voting behaviour.

The data collected, however, shows that religious teachings did not significantly influence the political views of the voters since 62.2 percent said religious teachings did not affect their political views at all, with 16.7 percent indicating that religion did affect their political views somewhat and 15.3 percent said it affect their political views little. It was only 5.7 percent who responded that religion strongly affects their political views.

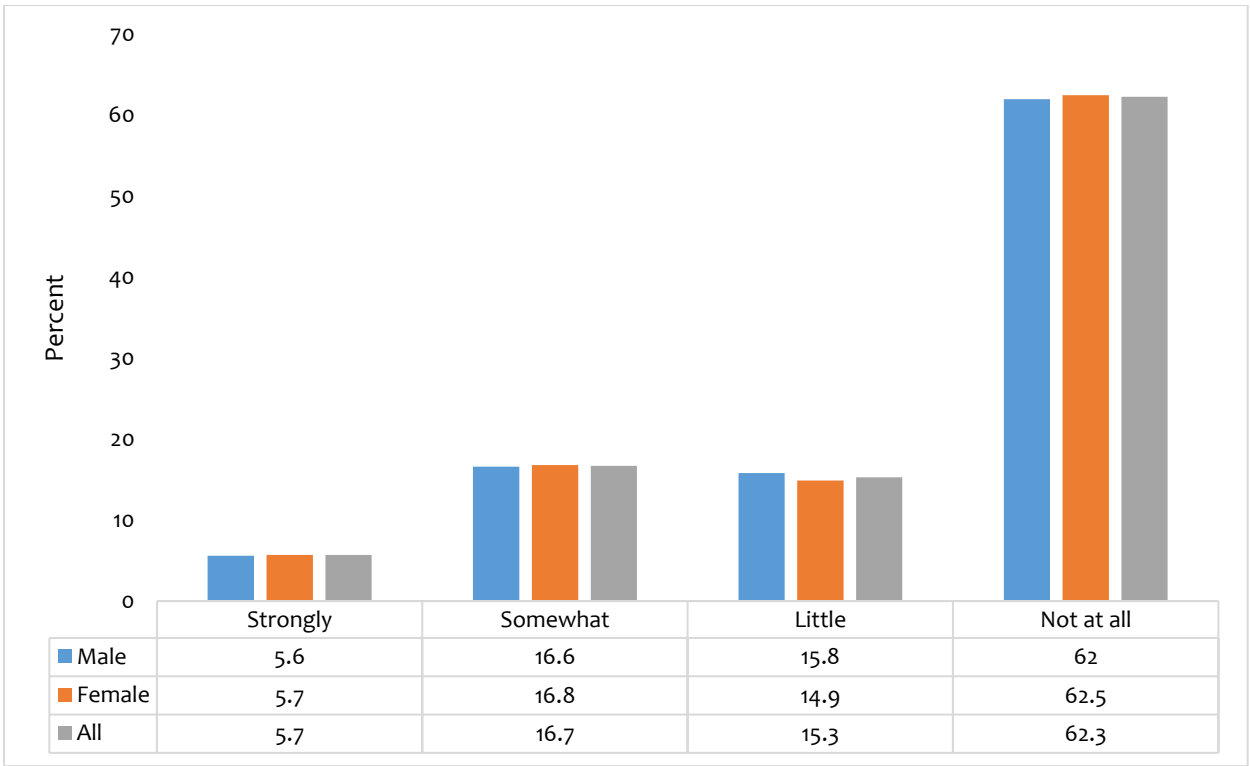


Figure 1.24: Your religious teachings influence your political views and voting decisions

The same principle seems to apply to religious identity. Religious identification was not an important factor in voter’s political choice in the 2024 elections. Based on the data, 67 percent of the voters from the survey indicated their own religious identity was not important in determining their political choice. 26 percent indicated this was somewhat important to them, and only 6.3 percent of the voters see their religious identity as very important in determining their political choice. A similar trend exists among male and female the voters surveyed.

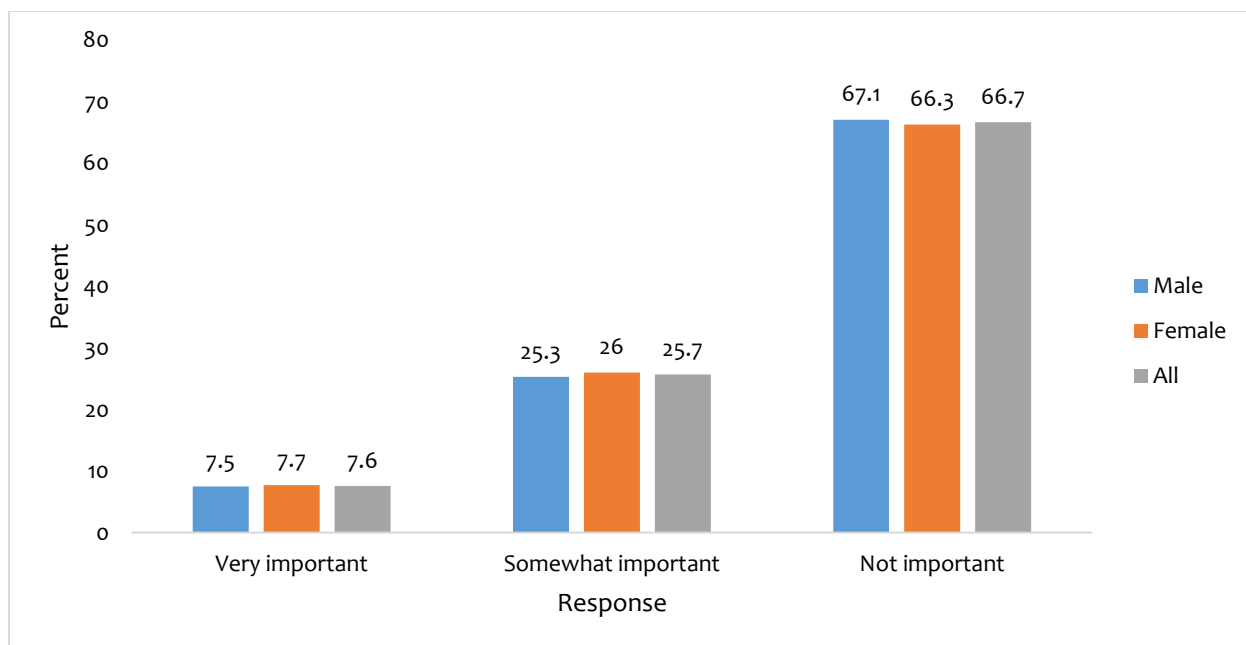


Figure 1.25: How important is your religious identity in determining your political choice?

Against this backdrop, it seems hardly surprising that the vast majority of respondents stated that the religion of the presidential candidate did not play a role in their voting decision. From the sample, 90.6 percent expressed that they do not consider a candidate's religion in voting decisions as against 9.4 percent who considers a candidate's religion as a factor in voting for the person.

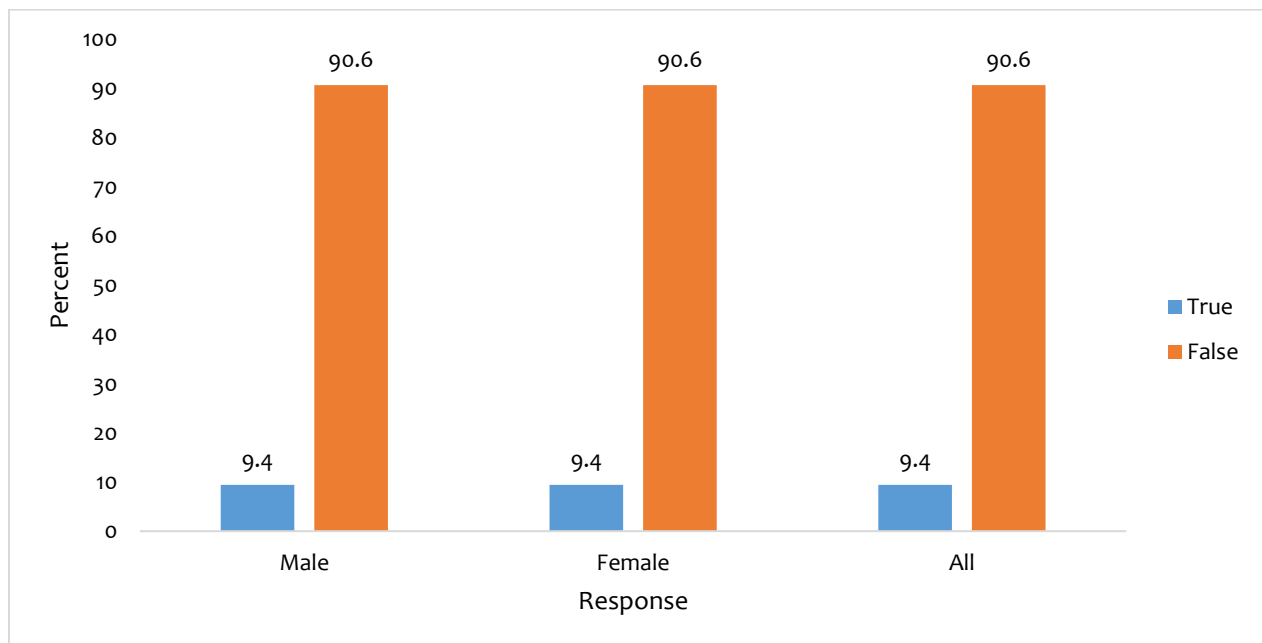
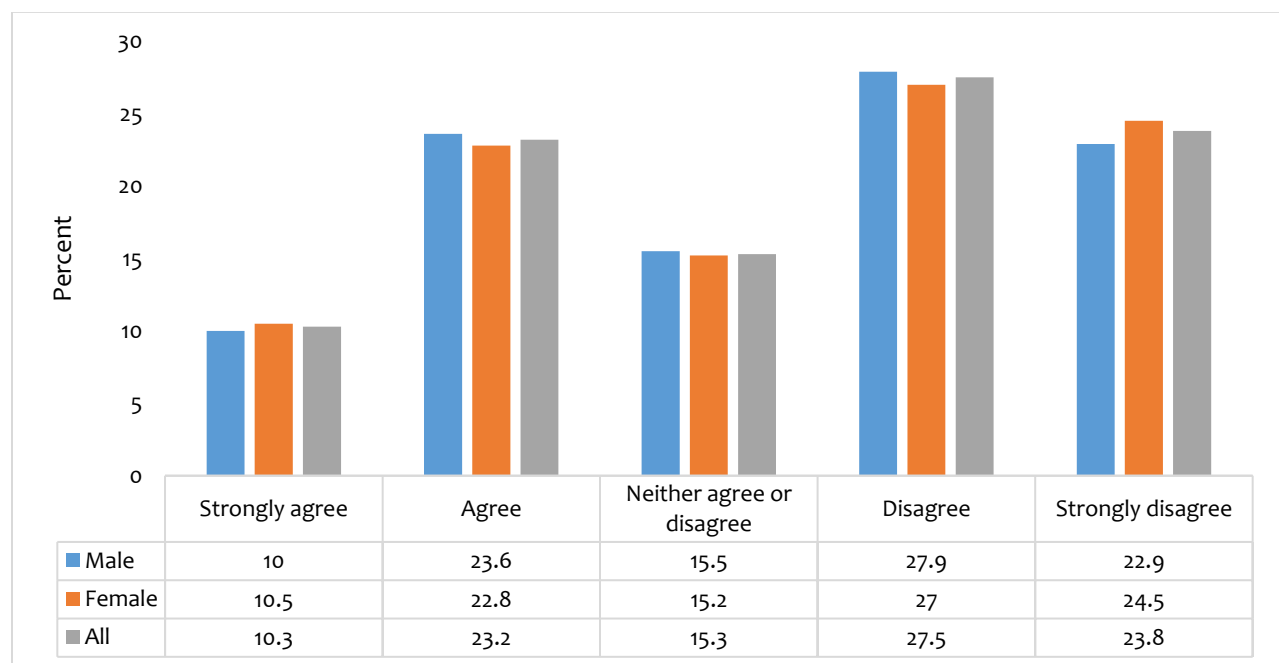


Figure 1.26: The Religion of the candidate is a factor I consider when voting

C2: Religion and Political Campaigning

Around the election, there was a huge debate on the effect of candidates visiting religious centres for campaigning purposes. This was discussed very critically and has been called inappropriate by a section of society. However, the study found that a narrow majority of respondents said they had no problem with politicians using places of worship to spread their political messages and use them for their campaigns (27.5 percent disagreed with seeing this as a critical issue while 23.8 percent strongly disagreed). However, 23.2 percent agreed that politicians should exclude places of worship for their campaigns, with a 10.3 percent strongly agreeing with the statement. There were 15.3 percent voters who were neither against nor for politicians visit to places of worship to campaign for votes.



1.27: Politicians should not go to places of worship to campaign during elections

Discussions surrounding the election campaign and the election itself were however not limited to whether places of worship are generally appropriate locations for campaigning, but also whether it was appropriate to use the places of worship of other religious communities for one's own political purposes, as both candidates campaigned for themselves and their respective parties in different religious communities, including those to which they themselves did not belong.

A similar trend emanated from the data when the question was put if Muslims should not go to Christian places of worship to campaign. 29 percent of the respondents disagreed, while 23.1 percent strongly disagreed to the statement. However, 22.7 percent agreed to the statement with 9.9 percent strongly agreeing for Muslims not to go to Christians places of

worship to campaign. There were 15.3 percent who were indifferent for Muslims to campaign in Christian places of worship. Similar data represented the views of respondents on the question Christians should not go to Muslim places of worship for camping.

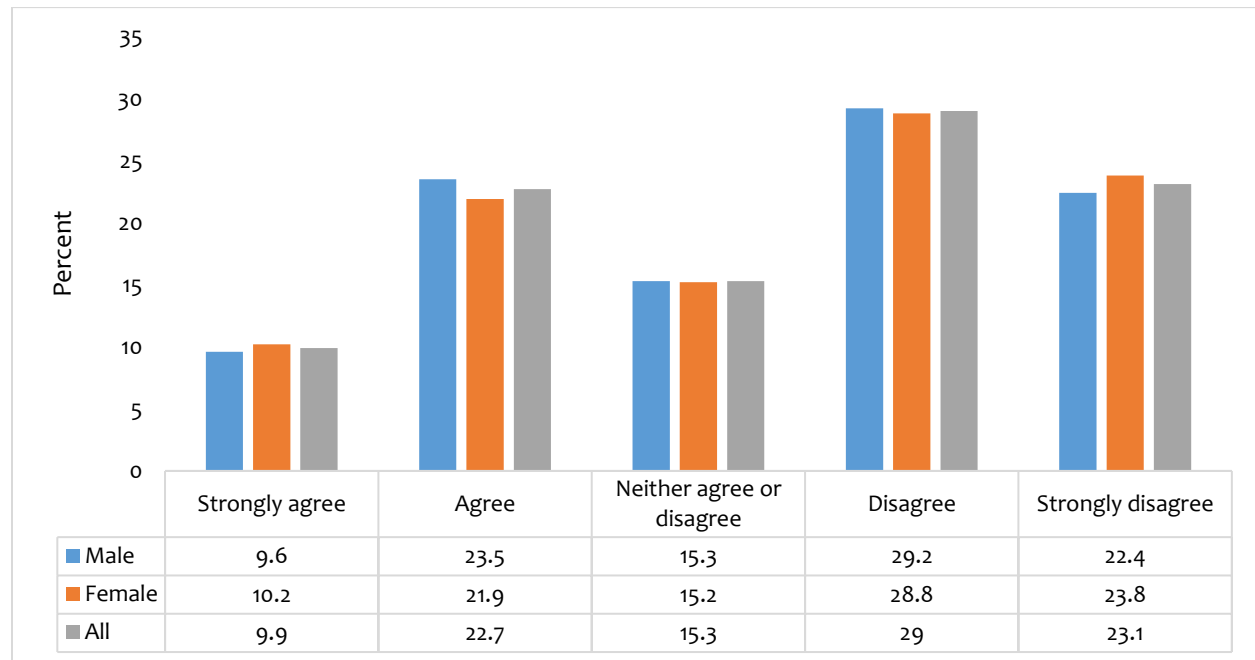


Figure 1.28: Muslims should not go to Christian places of worship to campaign

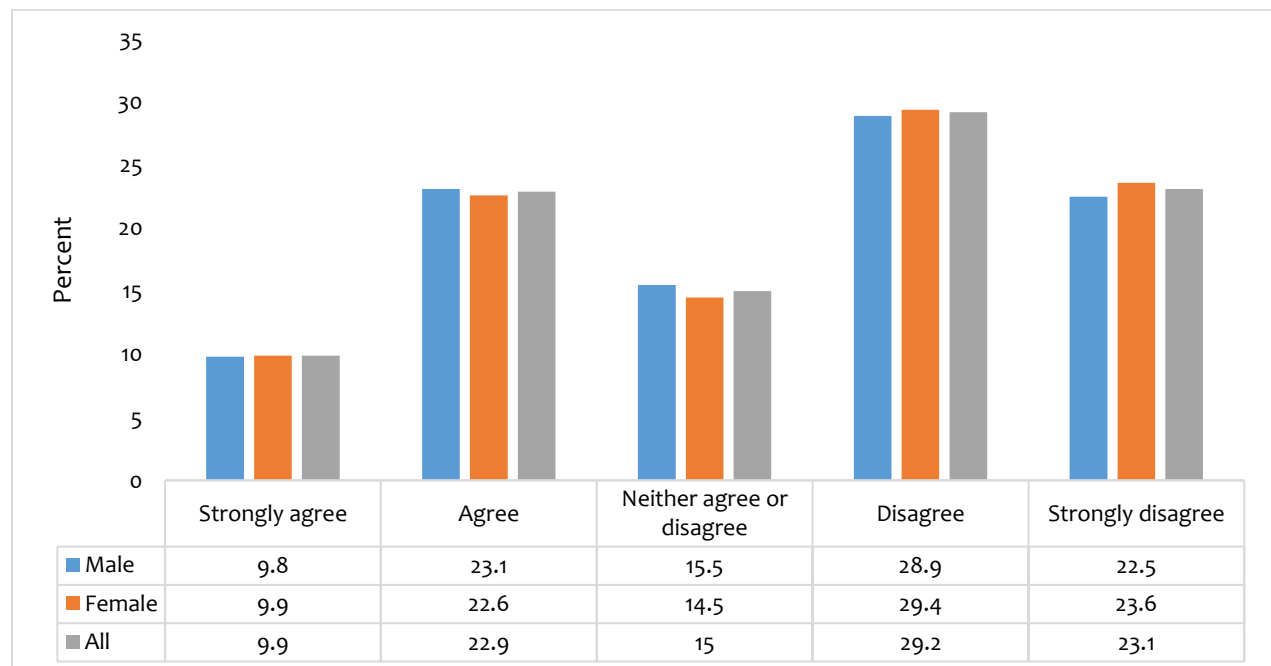


Figure 1.29: Christians should not go to Muslim places of worship for campaign

Though Ghana has a dominant Christian population, there exist peaceful co-existence among religious leaders which has trickled down to the populace and majority of Ghanaians do not care about who visits whose place of worship. Such peaceful religious environment can be harness for growth and development in Ghana to promote the welfare of the citizenry.

C3: Impact of Religious Leaders

Religious leaders often receive a lot of attention from the media and the public, especially during election campaigns and around election time. They usually clearly support one of the two major parties and their respective candidates and express this clearly. Given that these religious figures often have a great deal of influence on their communities, the study sought to determine how much influence religious leaders actually have on the voting behaviour of people in Ghana.

The vast majority (87.4 percent) indicated that they were not influenced by their religious leader’s views in the 2024 elections. Out of this figure, 87.3 percent of males and 87.4 percent females indicated that their religious leaders did not influence their votes in the election. Looking at the data, 12.6 percent however were influenced by their religious leaders during the 2024 elections. In percentage terms, the data shows that more men were influenced by their religious leaders in the 2024 elections than women.

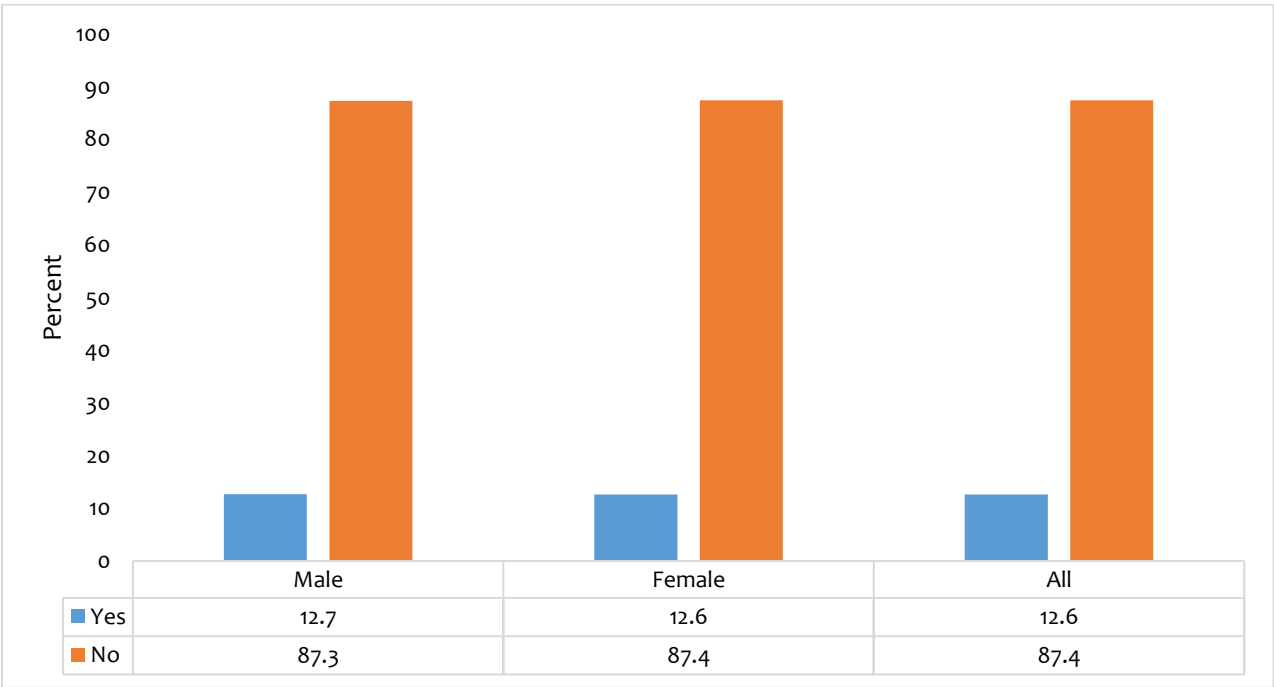


Figure 1.30: Were you influenced by your religious leaders’ views in the 2024 elections?

A significant proportion of religious leaders also seem to avoid discussing political or national issues during sermons—30.6 percent never address such topics, 24.1 percent rarely do, and 31.1 percent only occasionally engage with them. Only a small fraction (9.2 percent) frequently incorporates political content into their sermons. It can be assumed that this practice is more common in loosely structured or independent “one-man” churches, where pastors often speak without institutional oversight.

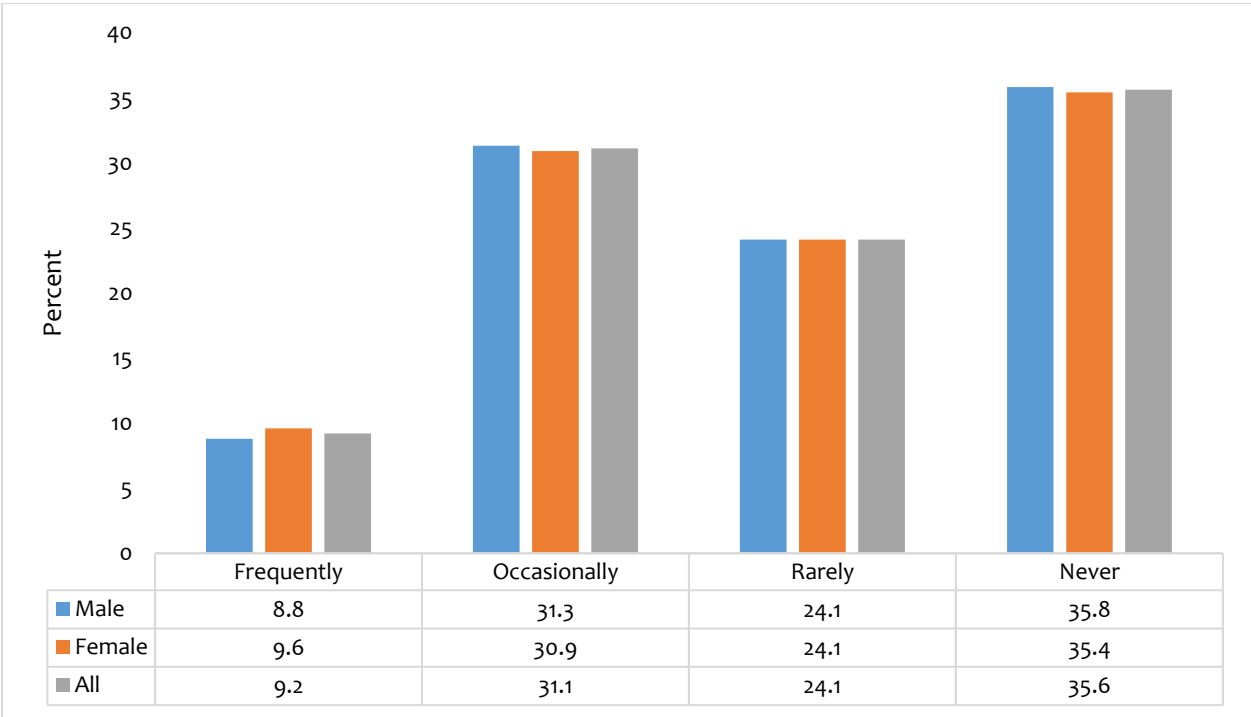


Figure 1.31: How often does religious leaders in your community discuss politics and national issues?

Public sentiment reflects this cautious stance: 32 percent of voters strongly disagree with the notion that religious leaders should educate the public about political choices, with women showing higher levels of disagreement than men. This scepticism is further underscored by trust levels — 48 percent of respondents indicated they have no trust in religious leaders when it comes to political matters, and only 6.3 percent expressed high trust. Overall, the data suggests that while religion is deeply embedded in Ghanaian society, voters generally prefer a clear boundary between religious leadership and political influence.

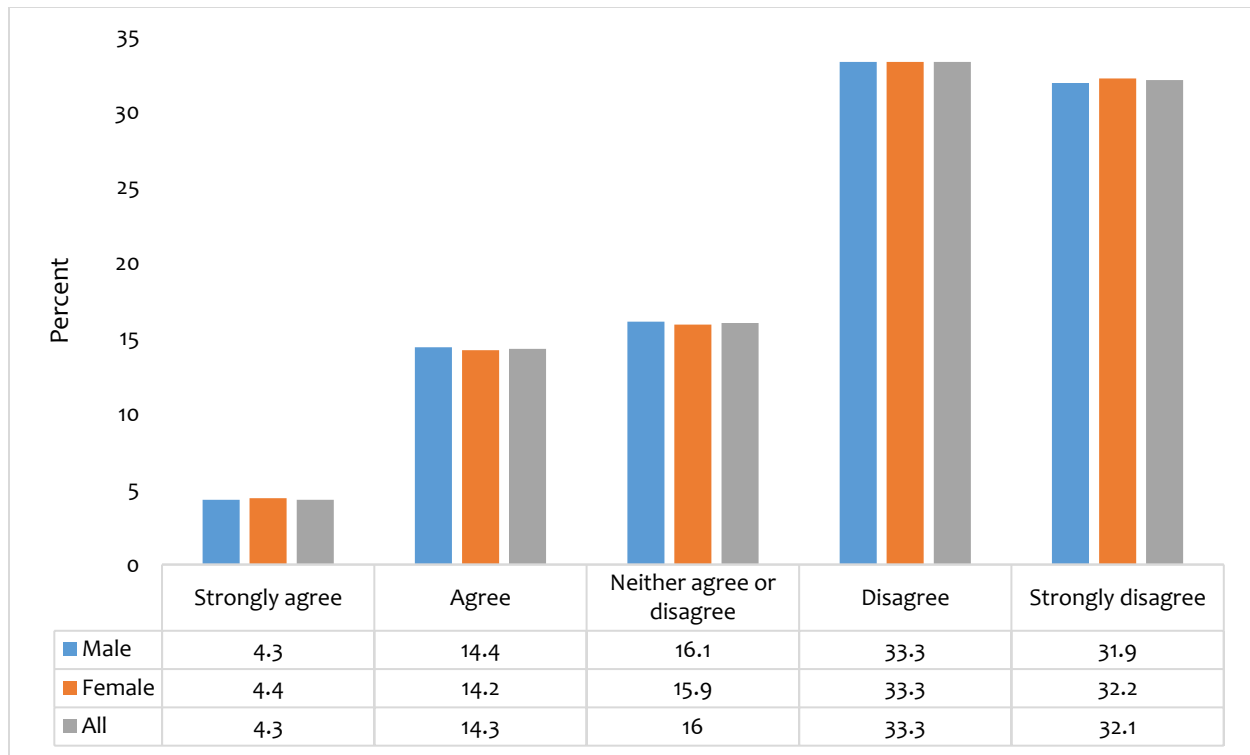


Figure 1.32: It is the responsibility of religious leaders to educate us about our politics choices

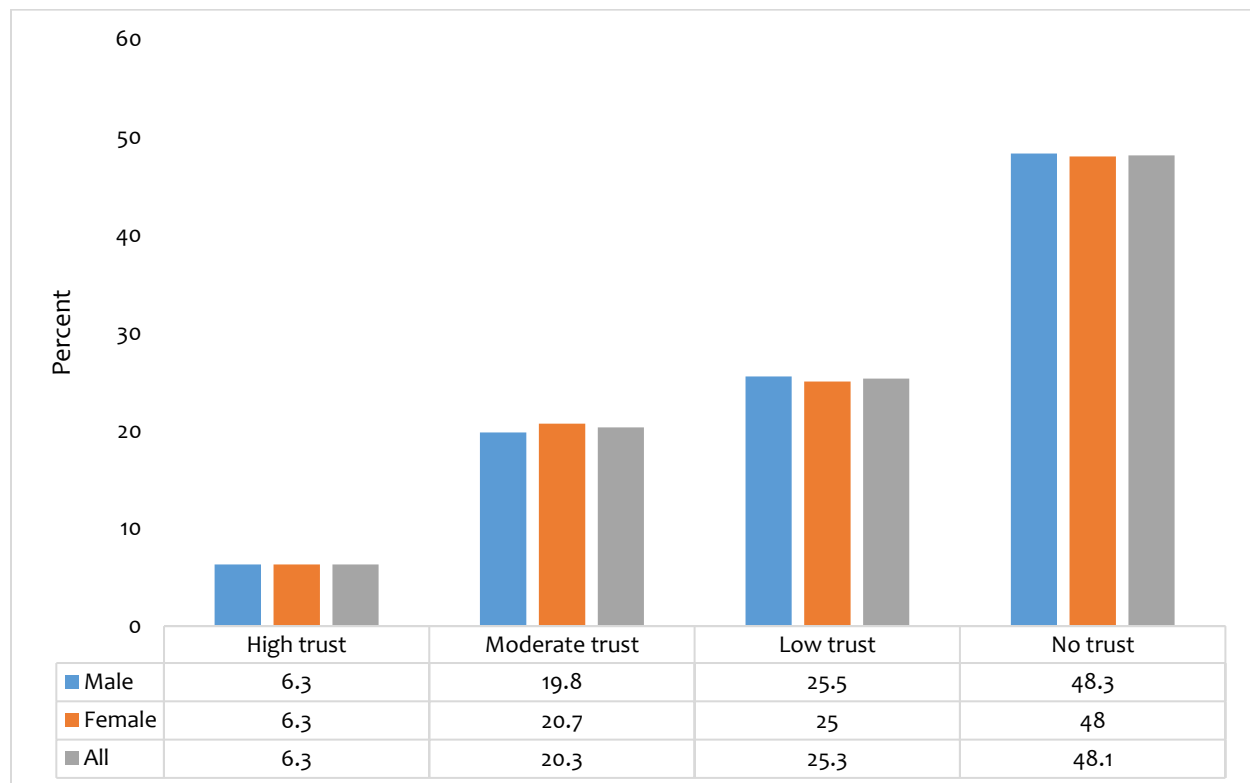


Figure 1.33: How much trust do you place in religious leaders when it comes to politics?

SECTION D: POLITICAL COMMUNICATION IN GHANA'S 2024 ELECTIONS

Political communication and civic engagement are essential components of democratic participation, particularly in an electoral context. In Ghana's 2024 general elections, where and how voters accessed political information — and how they evaluated the overall process — offers critical insight into the health of the country's democracy. The data shows that traditional media channels such as television and radio remain the most trusted and widely used sources for election-related information, although social media is emerging as a key player, particularly among younger and more tech-savvy voters. Despite this growing digital shift, television and radio advertisements were still considered the most effective forms of political messaging, underscoring the continued relevance of legacy media in Ghana's electoral landscape.

Respondents were asked to indicate where they accessed most of their election related information from (multiple answers were possible). 74.8 percent of the respondents stated that they received their election related information from television, 72.1 percent of the respondents from radio, 52.6 percent of the respondents accessed information through social media, 39.5 percent from campaign rallies/ political events they engaged in, 27.5 percent relied on the word of mouth conveyed to them by others, 15.1 percent of the respondents relied on newspapers and 0.4 percent of the respondents relied on other sources.

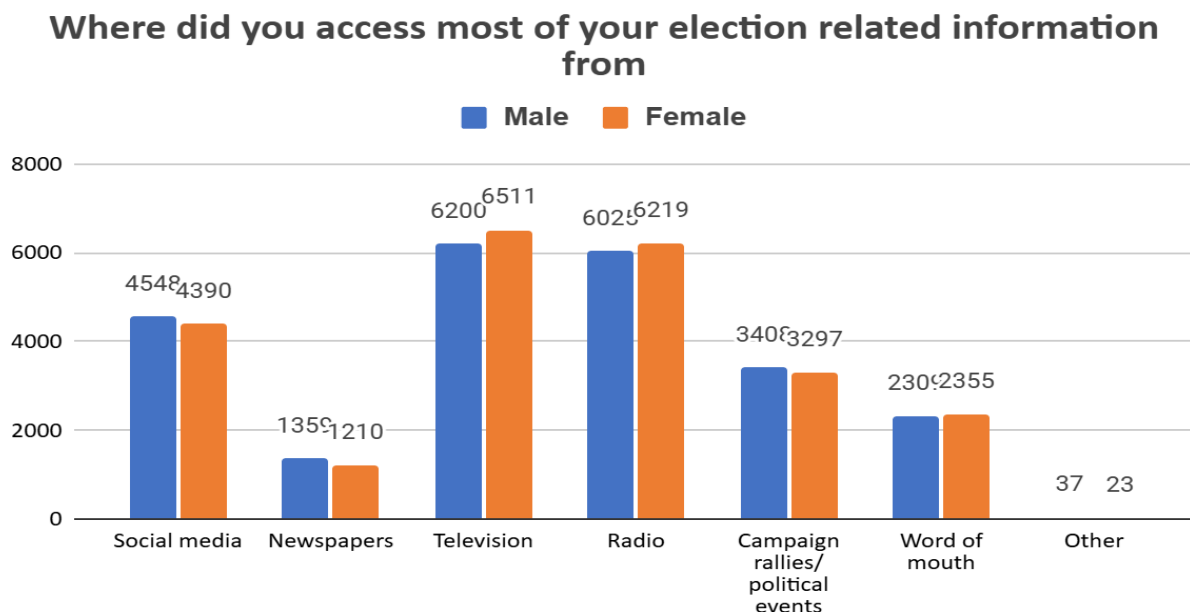


Figure 1.34: Where you access election related information

Furthermore, respondents were also asked to indicate which campaign communication strategy was the most effective to them: 44.2 percent of the respondents mentioned TV/radio adverts were the most effective, 19.8 percent of the respondents mentioned social media was the most effective, 19.1 percent of the respondents mentioned door-to-door campaigns were effective to them, 13.4 percent of the respondents were of the notion that rallies were more effective, whilst 2.9 percent of the respondents considered town halls as effective, and only 0.7 percent of the respondents were of the view that debates could help political parties communicate their policies effectively. This clearly shows that traditional media such as television and radio still play the most important role when it comes to obtaining political information and that the large financial resources invested by political parties to appeal to potential voters through these channels are apparently well spent. However, it also confirms the assumption that more and more people in Ghana are turning to social media for political information. It will therefore be extremely important for political parties to adapt their messaging to this medium in the future to communicate with their electorate efficiently. At the same time, social media channels are highly susceptible to the spread of misinformation and disinformation. This emphasises the importance of teaching media literacy as part of (political) education.

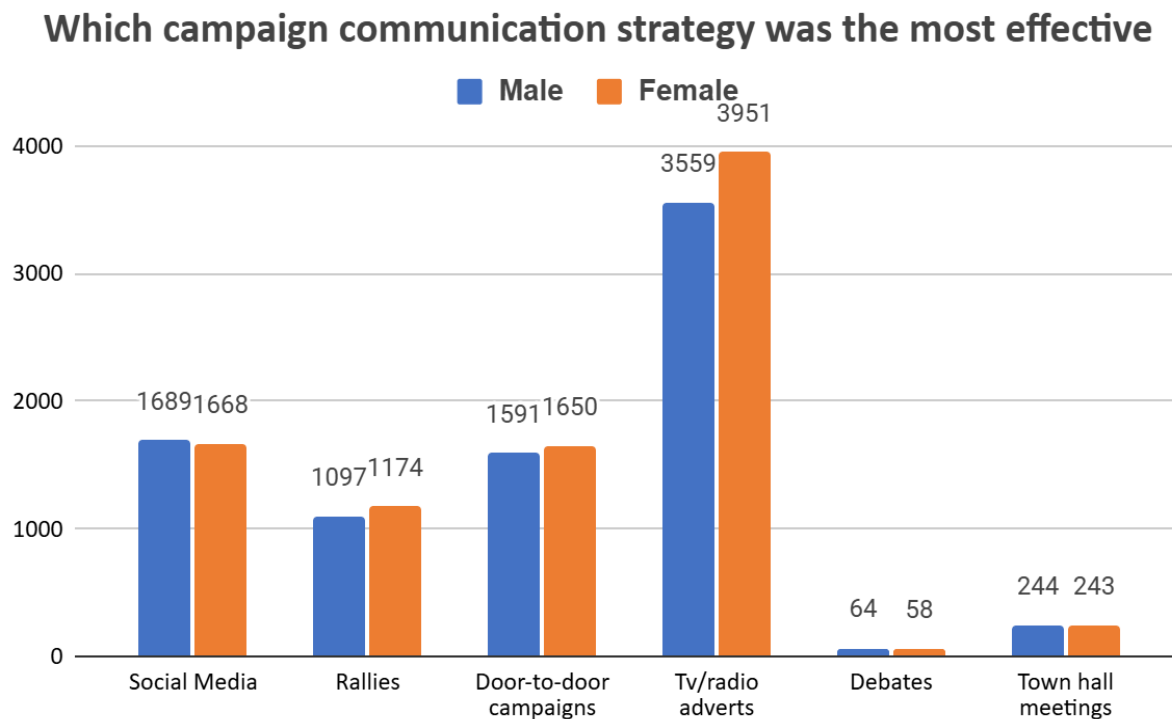


Figure 1.35: Campaign Communication Strategy

SECTION E: PUBLIC SATISFACTION AND DEMOCRATIC CONFIDENCE

Ghana’s 2024 general elections were a pivotal moment not only in determining political leadership but also in testing public confidence in the country’s democratic institutions. In this context, the study explores voter perceptions of the electoral process, trust in democratic governance, and levels of political engagement beyond the ballot box. The data reflects a generally positive assessment of the election outcome, with a majority of respondents expressing satisfaction and viewing the process as credible. Confidence in the state of Ghanaian democracy also remained relatively high, although not without a notable minority expressing reservations. Yet, despite this overall optimism, the findings also point to a significant gap in active civic participation. Many Ghanaians continue to engage with democracy primarily through voting, while only a small fraction take part regularly in political activities. This section thus sheds light on a maturing but still cautious electorate—one that largely affirms the legitimacy of the 2024 elections and the democratic system but may require further encouragement and institutional support to deepen participation beyond election day.

From the results presented, 60 percent of the survey respondents indicated they were satisfied with the outcome of the 2024 elections in their respective constituencies. 23.4 percent said they were not satisfied, and 16 percent were neutral in their response. Some 60 percent of female voters indicated satisfaction, 23 percent were not satisfied, and 16.4 percent were neutral in their response. Male voters overall were also satisfied with the outcome of the 2024 elections: 60.7 percent of them stated satisfaction with the result in their respective constituency, 23.8 percent stated dissatisfaction, and 15.5 percent said they were neutral.

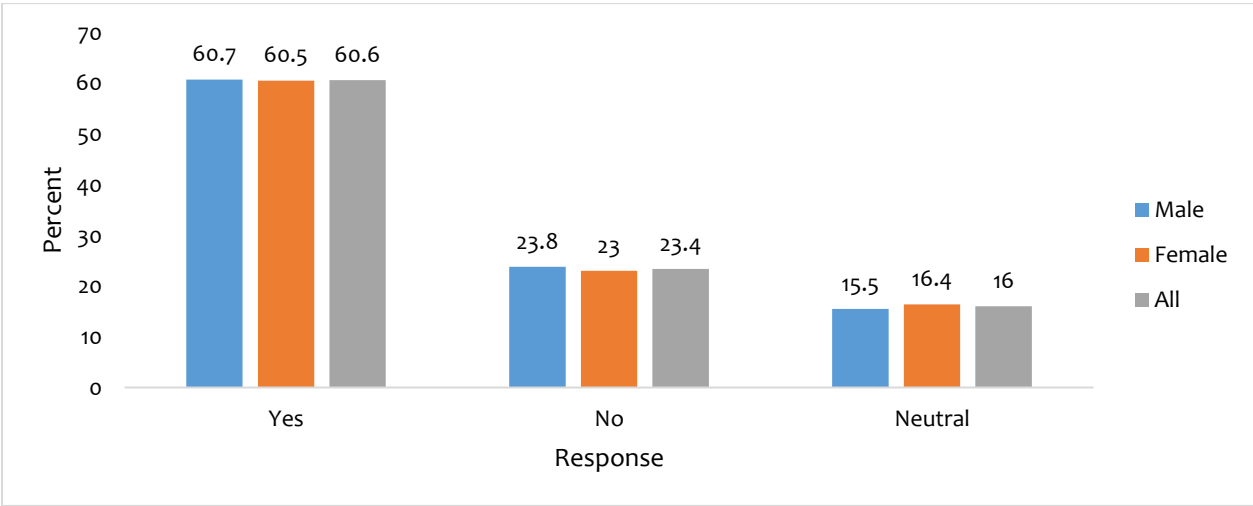


Figure 1.36: Do you feel satisfied with the results from the 2024 elections in your constituency?

Respondents were also asked to rate the credibility of the 2024 elections: 46.2 percent of the respondents thought it as highly credible; 35.7 percent of the respondents were of the notion it was somewhat credible; 13 percent were indifferent about the credibility of the 2024 elections, and only 4.7 percent of the respondents were of the stance the 2024 elections were not credible. A small sample of 0.5 percent said the elections were highly not credible.

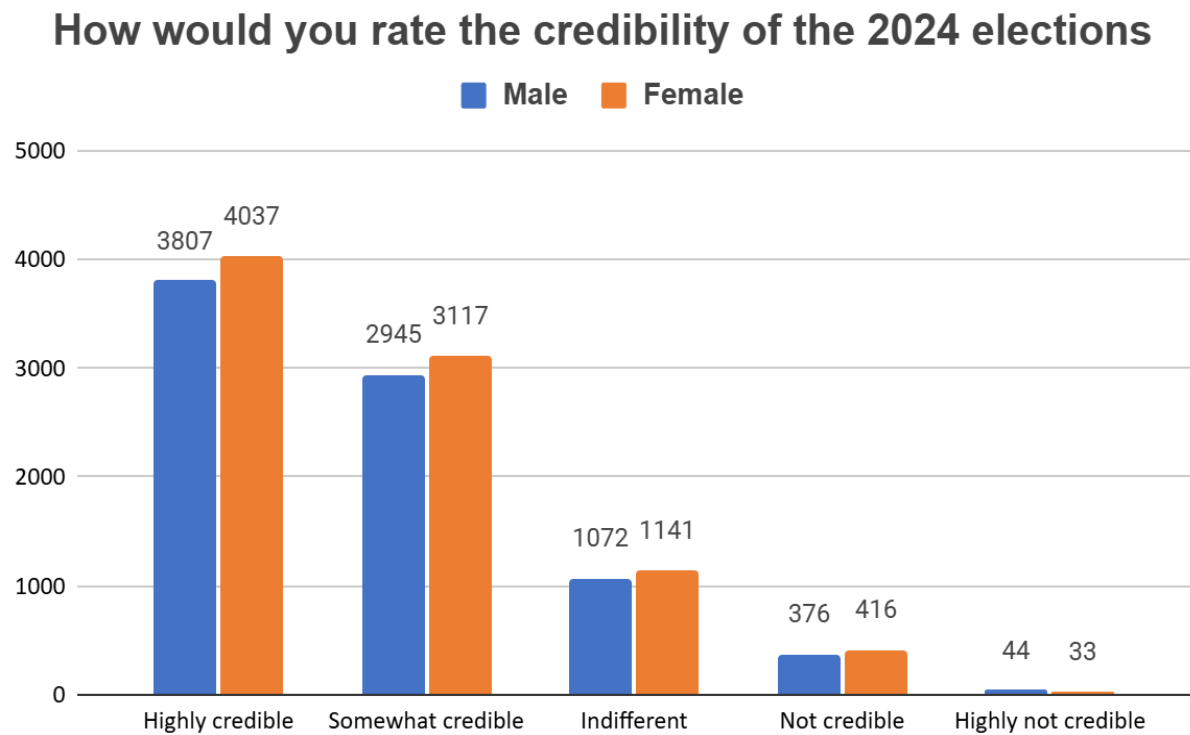


Figure 1.37: Credibility of 2024 Elections

Furthermore, respondents were asked about their overall confidence in Ghana’s democracy: About 38.4 percent were highly confident whilst 37.4 percent were somewhat confident. 16.5 percent of the respondents were neutral about their stance concerning Ghana’s democracy, 6.7 percent are not confident in Ghana’s democracy and only 0.8 percent of the respondents were highly not confident in Ghana’s democracy.

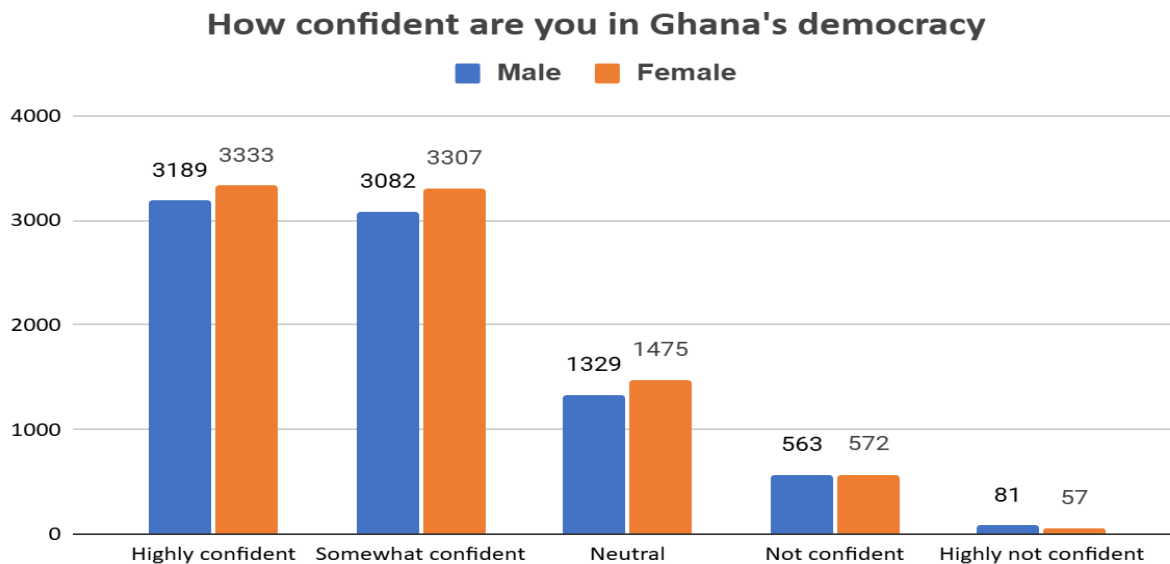


Figure 1.38: Confidence in Ghana's Democracy

As stated in the introduction, the survey also wanted to find out how actively engaged the respondents were in political activities during elections, such as political rallies, political campaigns of their respective parties, town hall meetings etc. A total of 31.5 percent of the surveyed voters stated they never engaged actively in any of the 2024 political activities, 24.4 percent participated rarely. Respondents who participated occasionally in the 2024 political activities formed about 31 percent; some 13.1 percent participated frequently. In terms of gender, 32.5 of female respondents never participated in the 2024 political activities. 25.1 percent rarely participated in political activity, while 11.8 percent participated frequently. Some 30.6 percent of the female population indicated they participated occasionally in the 2024 political activities.

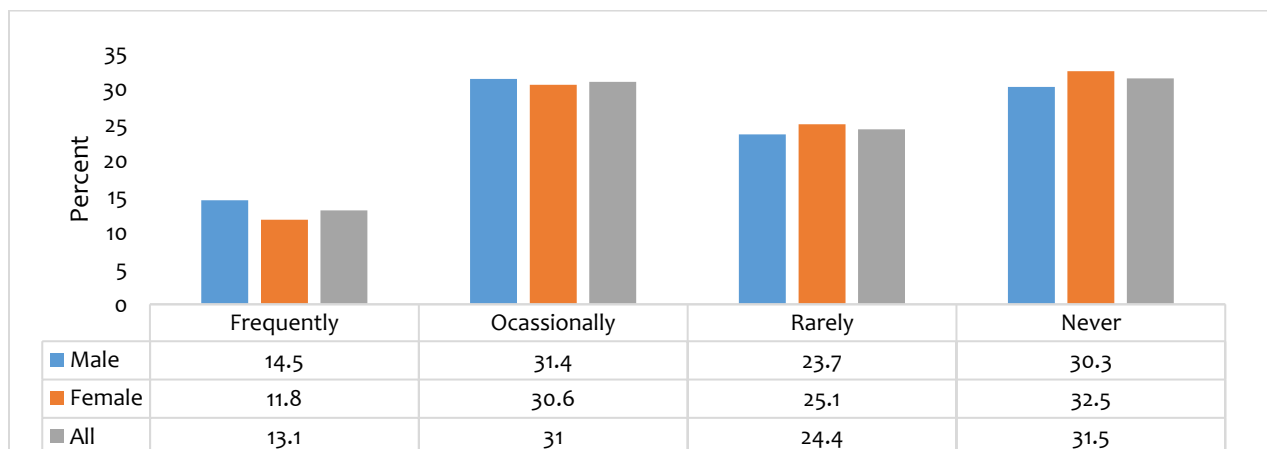


Figure 1.39: How often did you engage in 2024 political activities?

SECTION F: OUTLOOK FOR THE 2028 ELECTIONS

As Ghana transitions into the post-2024 political landscape, attention is already turning toward the next electoral cycle in 2028. This section presents a forward-looking analysis of voter sentiments, preferred successors, and projected participation in future elections. The data reveals that President John Mahama continues to enjoy substantial support, with a majority of respondents indicating they would re-elect him if elections were held again today. While this underscores both the enduring appeal of the NDC and public dissatisfaction with the NPP's recent governance record, the outlook for 2028 is shaped by more than just party loyalty. Ghanaians appear patient and resolute in their political choices, with half expressing no regrets about their 2024 vote and many others preferring to wait before passing judgment on the current administration.

At the same time, two key dynamics emerge: First, although voter intent for 2028 remains high, early signs suggest a gradual decline in electoral enthusiasm compared to previous cycles. Second, the succession debate within both major parties reveals a lack of clear frontrunners, especially in the NDC, where President Mahama's constitutional ineligibility has opened space for new contenders. While Naana Jane Opoku-Agyemang leads the field as a likely successor, a significant portion of the electorate remains undecided. Within the NPP, Dr. Bawumia and Kennedy Agyapong dominate the conversation, though a sizable minority remains unconvinced by any of the current options. These findings point to a political terrain that is both familiar in its partisan structure and fluid in its leadership dynamics—setting the stage for a potentially competitive and transformative 2028 election.

On the question of which candidate respondents would vote for if presidential elections were held again today, 56.7 percent still made the choice for President John Mahama with Dr. Bawumia getting 33.6 percent. The rest of the parties and independent candidates received insignificant percentages. This also indicates the high level of hope and support for the current President John Mahama. To the NPP in their new position as opposition party, this result indicates that Ghanaians remain unhappy with their performance and were not prepared to give them another chance.

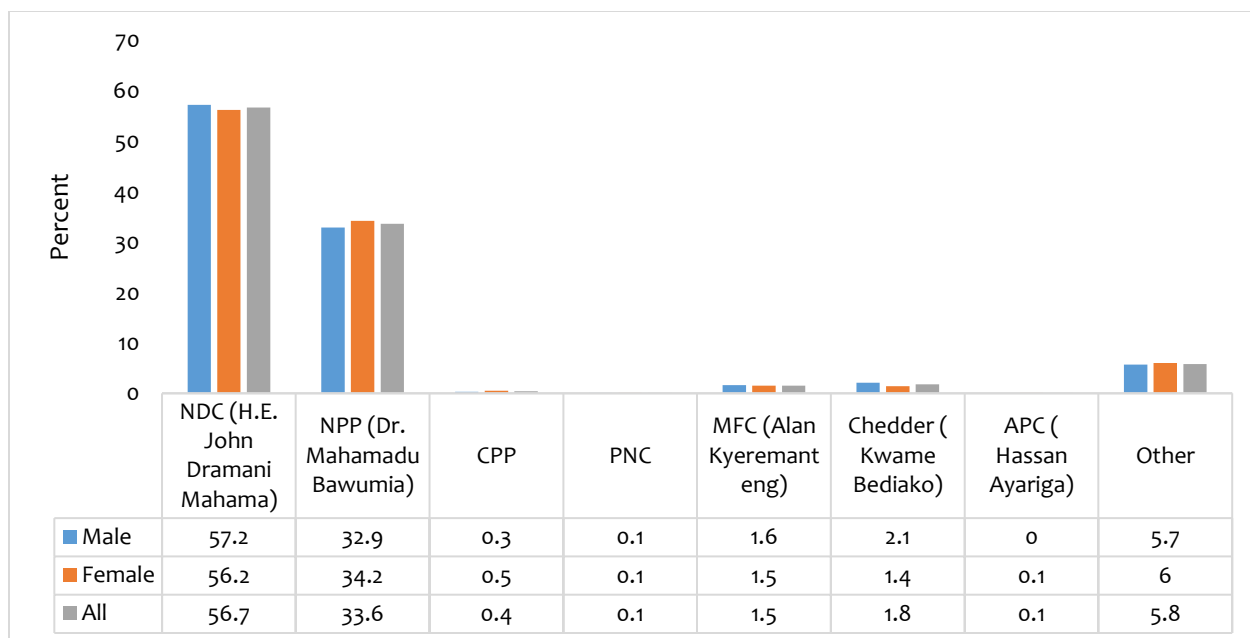


Figure 1.40: If 2024 Presidential elections were held today (AGAIN), which candidate would you vote as President?

On respondents' likelihood to vote in the 2028 elections, majority stated they are definitely voting (66.3 percent), with 23.1 percent probably voting and 4.6 percent probably not voting. Whereas this figure globally indicates strong faith in the democratic process of voting, when compared to the voting trend in Ghana over the last three elections, it is an indication of reduced interest in the democratic process.

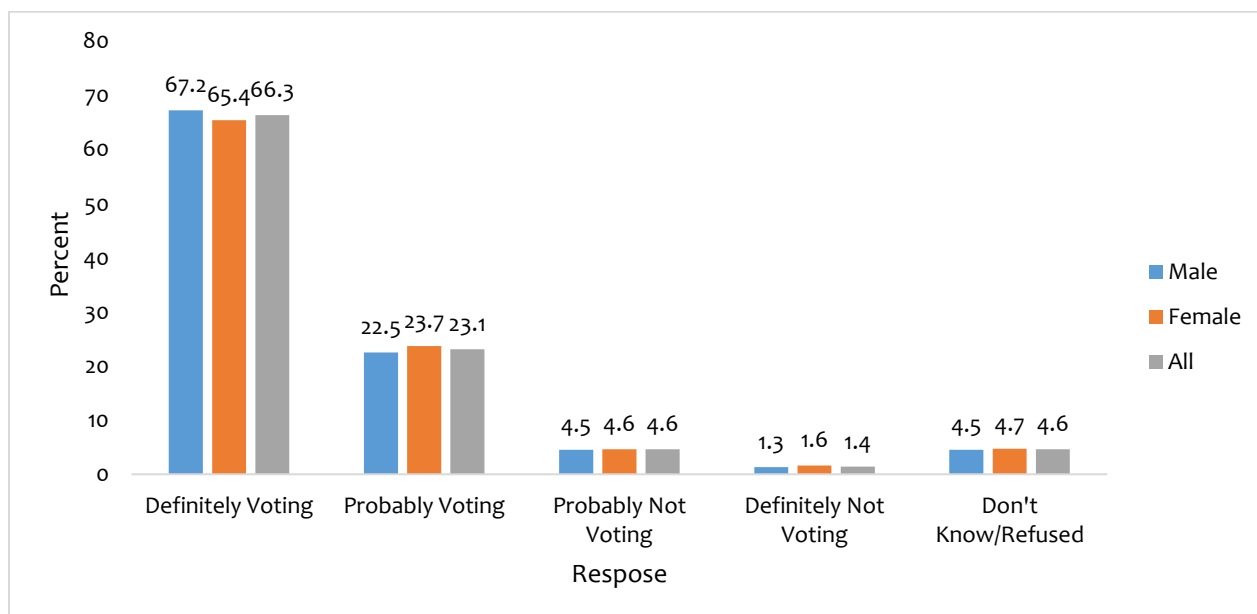


Figure 1.41: Which choice best describes your likelihood to vote in the next (2028) elections

Due to the two-term limit, it was already clear at the time of the survey that John Mahama would not be able to run as the NDC candidate in the 2028 elections. Against this backdrop, the study sought to identify which NDC representative was seen as a potential successor and would have the best chances in the next elections. The respondents ranked Naana Jane Opoku Agyeman (35.5 percent), Haruna Iddrisu (14.9 percent), Okudjeto Ablakwa (10.2 percent), Asiedu Nketiah (8.3 percent) and Julius Debrah (2.2 percent). However, there are 25.6 percent of the respondents who indicated they don't know who should run on the ticket of the NDC for the 2028 elections. Just as their counterparts in the NPP, whereas there is some indication of potential contenders, none of them seems to have a clear lead. Admittedly, it is a bit early to form firm opinions on who to succeed a President who just assumed office. However, what is significant is that there are certain individuals that Ghanaians are certain can and must replace John Dramani Mahama's NDC ticket.

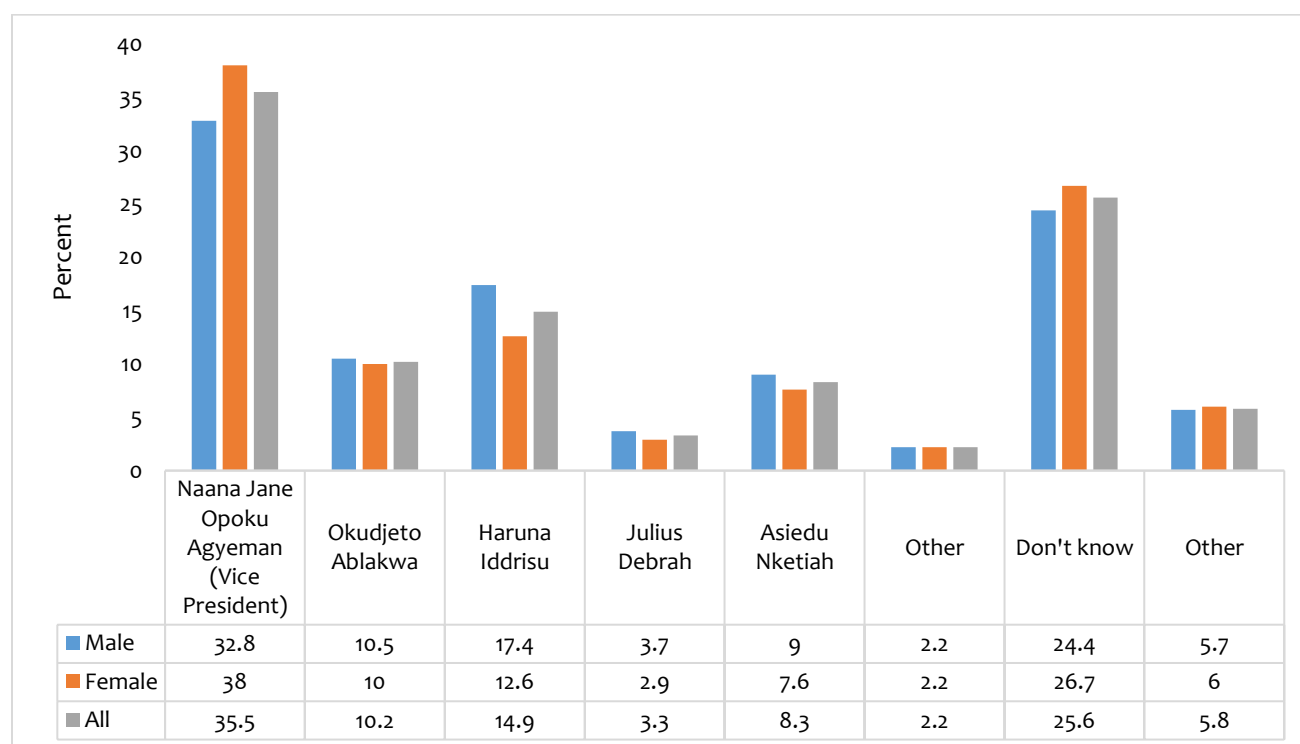


Figure 1.42: Which of the following do you think should run for President in 2028 on the NDC?

On the NPP front on who to run as a presidential candidate is a two-horse race between H.E Dr Bawumia (49.3 percent) and Hon Kennedy Agyapong (24.6 percent). Hon Yaw Osei Adutwum, Hon. Bryan Acheampong, Hon. Boakye Agyarko had responses for 2.6 percent,

0.8 percent and 0.6 percent respectively. However, 21 percent said they don't know who to lead the NPP for the 2028 elections. This presents an opportunity for the two leading candidates to strategies and leverage on their structures and to canvass for votes for their political ambitions to be realized for the 2028 elections.

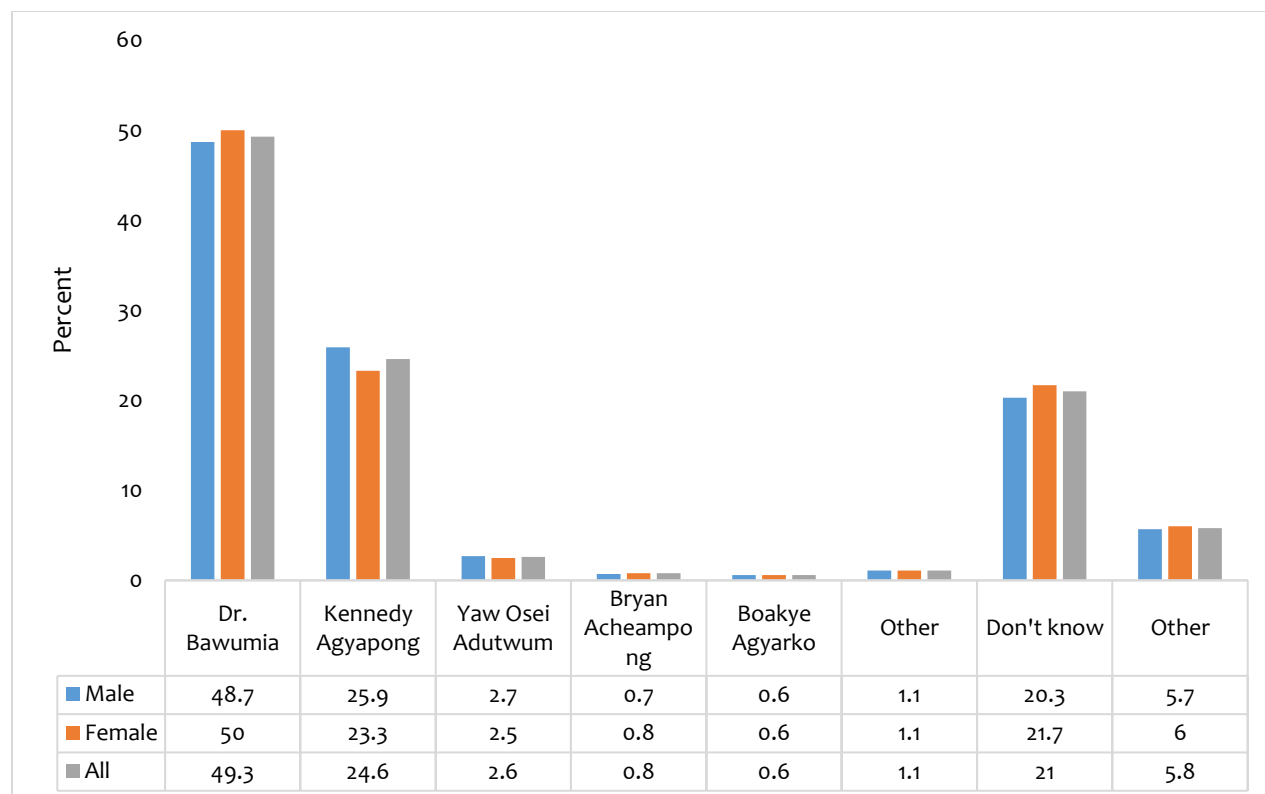


Figure 1.43: Who do you think should run for President in 2028 on the NPP



CHAPTER 4: REGIONAL BREAKDOWN



REGIONAL BREAKDOWN

This section presents a regional summary of key aspects of the study. The section attempts to present **pertinent regional findings** that have some critical similarities and differences in some instances, **making them crucial for democracy watchers.**

A total of 16,988 voters were interviewed across the regions. Below is a breakdown of the number of respondents by region:

- 1.) Ahafo: 313
- 2.) Ashanti: 3,040
- 3.) Bono: 666
- 4.) Bono East: 656
- 5.) Central: 1,606
- 6.) Eastern: 1,603
- 7.) Greater Accra: 3,548
- 8.) Northern: 1,046
- 9.) North East: 286
- 10.) Oti: 359
- 11.) Savannah: 305
- 12.) Upper East: 490
- 13.) Upper West: 488
- 14.) Volta: 915
- 15.) Western: 1,204
- 16.) Western North: 463

The summary breaks down the regional respondent's results among the following categories:

- 1.) Gender and Voting Behaviour
- 2.) Age and Voting Behaviour
- 3.) Religion and Voting Behaviour
- 4.) Ethnicity and Voting Behaviour
- 5.) Education Level and Voting Behaviour
- 6.) Profession and Voting Behaviour
- 7.) Employment Status and Voting Behaviour

AHAFO REGION



Ahafo Region

1. Gender and Voting Behaviour

Gender differences in voting behaviour in Ahafo showed moderate but notable trends. Male voters strongly favoured the NDC, with 60.9 percent supporting its presidential candidate, compared to 36.8 percent for the NPP. Female voters also leaned NDC (53.1 percent), but with a closer margin, as 44.1 percent supported the NPP. This slight gender gap suggests that while the NDC maintained a general advantage across both groups, women in Ahafo were somewhat more inclined to vote NPP than men, possibly due to differing perceptions of party responsiveness or socio-economic priorities.

2. Age and Voting Behaviour

In the Ahafo region, support for the NDC was consistently strong across most age groups. Voters between 25 and 50 years old gave the NDC between 58 percent and 63 percent of the vote, making middle-aged voters a reliable base. Among the youth (18–24), the vote was evenly split between the NDC and NPP, while older voters (56–60) also leaned slightly toward the NDC. Only in the 61+ age group did the two major parties receive an equal share. These results suggest that the NDC's support in Ahafo cuts across age demographics, with the party successfully appealing to both young and middle-aged voters. This result is a great departure from previous studies which have sought to indicate that Ahafo is predominantly NPP, even though their performance in the Ahafo region keeps on dwindling. The NDC support within the very active age bracket of 25–50-year-old is significant, giving the role this demographic play in politics.

3. Religion and Voting Behaviour

Religion was a clear differentiating factor in voter behaviour in the Ahafo region. Muslim voters overwhelmingly supported the NDC (69.8 percent), while Christian voters were more divided, with 54.2 percent voting for the NDC and 43.5 percent for the NPP. Interestingly, adherents of traditional and other religions favoured the NPP (55.6 percent), a reversal of the general regional trend.

4. Ethnicity and Voting Behaviour

In Ahafo, the Akan majority favoured NPP (53.4 percent). In contrast, ethnic minorities such as Mole-Dagbani, Gurma, Mande, Ga-Dangme, and Ewe communities all showed strong support for the NDC, with Ewe respondents voting unanimously for the party. These patterns reflect longstanding ethno-political alignments in Ghana and highlight the enduring regional strength of the NPP among Akan populations, versus the broader multi-ethnic coalition the NDC often attracts. Another interesting observation from the study is the voting pattern of settlers and their counterparts in their home

region. The results in the Ahafo region showed that settlers in Ahafo voted closely the same way as their ethnic group in their home region.

5. Education Level and Voting Behaviour

Educational attainment correlated moderately with political preference in Ahafo. Voters with lower levels of education—no formal schooling, primary, or JHS—consistently favoured the NDC, with support ranging from 55 percent to 62 percent. At the secondary and post-secondary levels, the gap narrowed, with post-secondary voters evenly split between the two major parties. University graduates were slightly more supportive of the NDC (50 percent) but also showed the highest support for smaller parties (16.7 percent). This suggests that as education increases, political diversity and critical engagement with non-mainstream options also rise, though the NDC retained a notable edge across most educational brackets.

6. Profession and Voting Behaviour

Professional background significantly influenced voting behaviour in the 2024 elections. The NDC led among most occupational groups, particularly among students/apprentices (66.7 percent), private sector employees (66.7 percent), and farmers/fishermen (62.3 percent), indicating strong support from both youth and the informal/agricultural sectors. Traders (57 percent), artisans (52.4 percent), and those in “other professions” (58.3 percent) also leaned toward the NDC. In contrast, the NPP performed best among teachers (55.6 percent), public servants (60 percent), and those with no profession (52.4 percent), highlighting stronger traction within the formal public sector and among non-economically active respondents. Civil servants were evenly split (50 percent-50 percent), reflecting political neutrality in that category. Support for minor parties remained low across all professions, with the highest share among students/apprentices (8.3 percent) and teachers (5.6 percent). These findings suggest that employment type plays a key role in shaping political preferences, with the NDC benefiting from stronger grassroots and informal-sector appeal, while the NPP maintained footholds in education, public service, and among the unengaged.

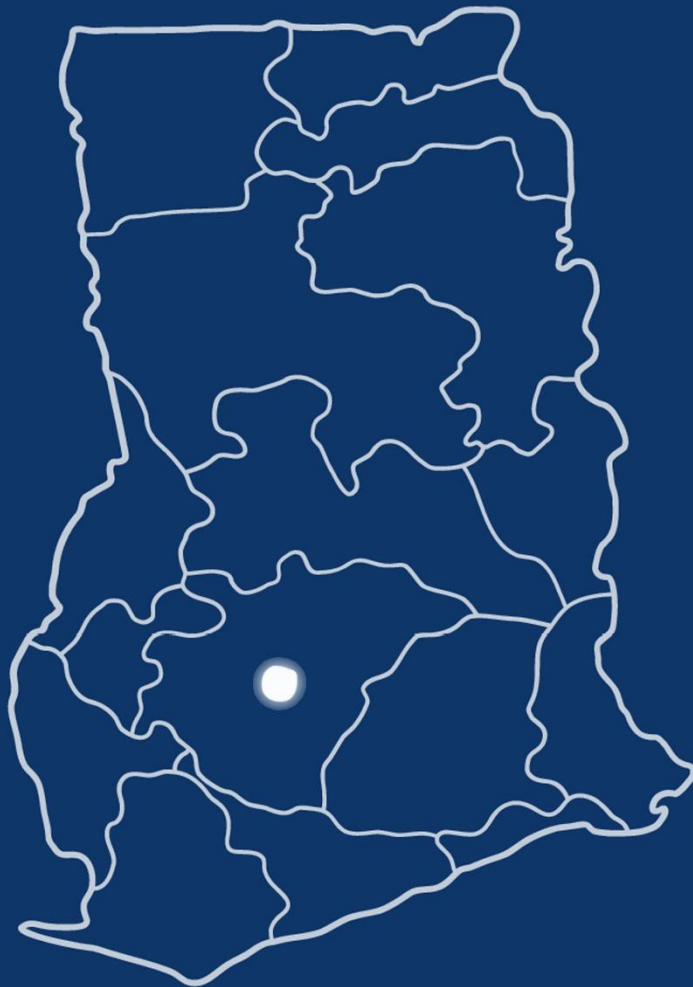
7. Employment Status and Voting Behaviour

Employment status had a significant influence on political preference in Ahafo. The formally employed were among the strongest NDC supporters (70 percent), followed by the unemployed (60.9 percent) and those self-employed in the informal sector (57 percent). Only retirees bucked the trend, with significant majority of them voting for the NPP. Among self-employed individuals in the formal sector, voting was evenly split between the two parties. These patterns indicate that the NDC benefited from support among economically vulnerable or active groups, while the NPP found its strongest backing among pensioners.

Conclusion

The Ahafo Region displayed a competitive but ultimately NDC-leaning voter landscape. The NDC maintained consistent support across key demographics, particularly among employed voters, middle-aged groups, Muslims, and ethnic minorities. While the NPP remained strong among retirees, Akan voters, and traditional religion adherents, these pockets of loyalty were not enough to tip the balance regionally. Educational attainment revealed growing political diversity, with university graduates showing higher interest in smaller parties. Overall, the NDC's appeal among economically active and socially diverse groups secured its lead, though the NPP's strength in identity-based constituencies and among older voters signals ongoing relevance and potential for targeted expansion.

ASHANTI REGION



Ashanti Region

1. Gender and Voting Behaviour

Gender played a notable role in voter preference in the Ashanti region. Women were significantly more likely to vote for the NPP (62.9 percent) compared to men (52.9 percent). Conversely, men showed relatively higher support for the NDC (43.9 percent) than women (33.8 percent). The data suggests that the NPP's messaging or policy focus may have resonated more strongly with female voters. The NDC appears to have struggled to capture female support at the same rate, despite broader appeals for change.

2. Age and Voting Behaviour

Voting behaviour in the Ashanti region showed a clear generational divide. Support for the NPP increased steadily with age, peaking among voters aged 56–60 (70.1 percent) and those 61 and above (69.9 percent). In contrast, younger voters (18–24) showed more balanced support, with 46.5 percent voting for the NDC and 47.6 percent for the NPP. The trend suggests that older voters favoured continuity and stability offered by the incumbent, while younger cohorts were more open to alternatives, including minor parties. The NDC's relative strength among youth may reflect a desire for policy change and disillusionment with the political status quo. These results also suggest that close party loyalty is much more pronounced among older Ghanaians than among younger ones.

3. Religion and Voting Behaviour

Religious identity was a powerful predictor of voting behaviour, with sharp contrasts between faith groups. Christians, who constitute the majority in the Ashanti region, overwhelmingly supported the NPP (66.5 percent) with only 29.6 percent voting for the NDC. In stark contrast, Muslim voters showed overwhelming support for the NDC, with 74.6 percent voting for the party and only 23.9 percent for the NPP. Traditional religion adherents aligned more closely with the Christian voting pattern, favouring the NPP (67.2 percent). These findings suggest that political affiliation among religious groups is shaped not only by faith but also by regional, ethnic, and socio-economic factors intertwined with religious identity.

4. Ethnicity and Voting Behaviour

Ethnic affiliation emerged as one of the most decisive factors in voting patterns in Ashanti region. The Akan ethnic group—dominant in the Ashanti region—strongly supported the NPP (70.2 percent), reflecting long-standing historical and political alignments. In contrast, minority ethnic groups such as the Ewe (81.3 percent NDC), Grusi (71.9 percent NDC), Mande (80 percent NDC), and

Gurma (69.1 percent NDC) showed overwhelming preference for the NDC. The Mole-Dagbani and Ga-Dangme groups were more divided but still leaned toward the NDC.

5. Education Level and Voting Behaviour

Education level showed a clear pattern in voter alignment, with higher levels of education correlating with stronger support for the NDC in the Ashanti region. Among voters with university degrees or postgraduate qualifications, a majority supported the NDC—60.2 percent and 76.5 percent respectively. In contrast, those with lower levels of education (primary, JHS, or no formal education) were more likely to vote for the NPP, with support peaking at 61.8 percent among middle school (JHS) graduates. Notably, those with secondary or vocational education leaned toward the NDC (55.5 percent), bucking the broader trend. This suggests that political preferences among more educated voters may be driven by policy evaluation, governance performance, or demand for reform, while voters with lower educational backgrounds may prioritize continuity or party loyalty.

6. Profession and Voting Behaviour

The data reveals a clear professional divide in political preferences, with the New Patriotic Party (NPP) outperforming the National Democratic Congress (NDC) across nearly all occupational categories in Ashanti region. The NPP held majority support among farmers/fishermen (62.6 percent), traders (62.5 percent), and civil servants (66 percent), indicating strong appeal within both the public sector and economically active groups. The NDC's best performances came from voters with no profession (45.5 percent) and artisans (44.6 percent), though the NPP still led within these categories. Among students/apprentices, public servants, and private sector workers, the NPP also maintained a lead, with over 53 percent support in each group. Support for third-party candidates remained low across all professions, peaking modestly among public servants, students/apprentices (5.1 percent each), and artisans (3.7 percent). Overall, the NPP was the dominant party across nearly all professional groups, particularly among those employed in structured economic sectors. The NDC trailed in every category, with no occupational group giving it a majority. The professional electorate leaned conservative, suggesting job security, economic management, and government employment influenced voter choice. Minor parties remained marginal, with little disruption to the NPP–NDC duopoly.

7. Employment Status and Voting Behaviour

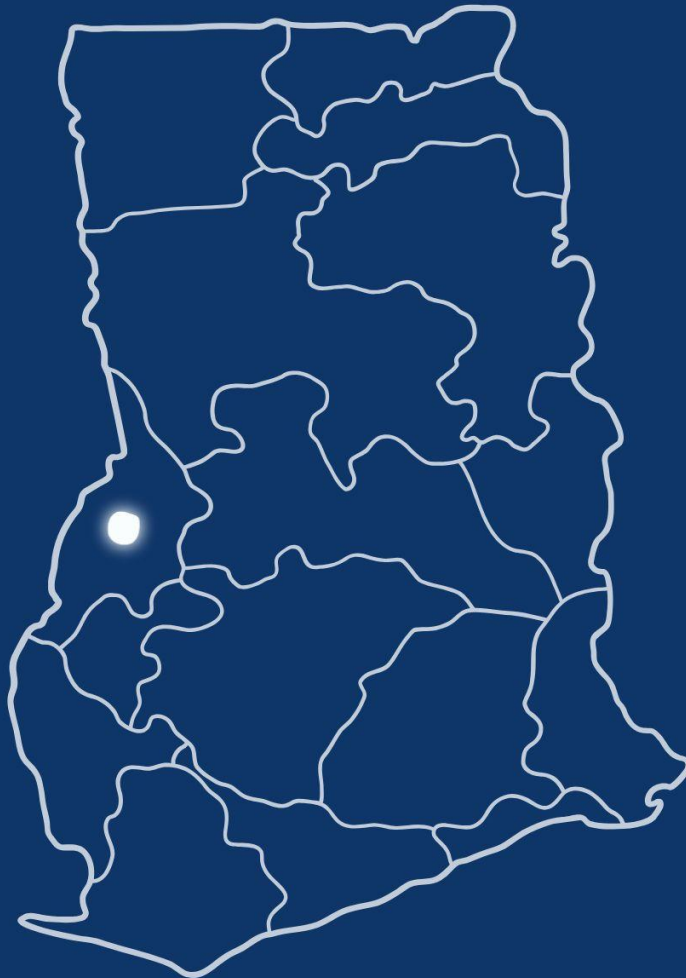
Employment status was a significant factor in shaping voting behaviour in the Ashanti region. Retired individuals overwhelmingly supported the NPP (72.2 percent). Those self-employed in the informal sector and formally employed also leaned NPP (60.5 percent and 54.6 percent respectively), though to a lesser extent. Meanwhile, support for the NDC was higher among the unemployed (43.7 percent) and the formally self-employed (44.9 percent), indicating frustration with current economic

conditions and a desire for change. These patterns suggest that perceptions of economic opportunity, job security, and social safety nets strongly influence voter alignment, with the NPP drawing strength from those satisfied with the status quo and the NDC appealing to those seeking improved access to employment or support.

Conclusion

The Ashanti Region reaffirmed its status as a stronghold for the NPP, with consistent support across key demographic categories such as women, Christian voters, retirees, and the Akan majority. While the NDC made notable gains among younger voters, Muslims, and those with higher education levels, these were not sufficient to offset the NPP's entrenched dominance. The data reveals a region marked by deep partisan loyalty among older and less formally educated voters, while younger and more educated constituencies show increasing openness to alternative political visions. The NPP's continued strength in Ashanti reflects its firm cultural and historical base, though shifting attitudes among the youth and working poor may signal longer-term challenges.

BONO REGION



Bono Region

1. Gender and Voting Behaviour

Gendered voting behaviour in Bono reveals a stronger tilt toward the NDC among men (65.5 percent) than women (58.4 percent). Conversely, female support for the NPP was notably higher (41.3 percent) compared to men (31.3 percent). These results indicate that while the NDC commands a majority among both genders, the gender gap in NPP support suggests possible differences in how party policies or candidate appeal are perceived by male and female voters.

2. Age and Voting Behaviour

In the Bono region, the NDC enjoyed consistent and substantial support across almost all age groups. Voters aged 25 to 50 showed particularly strong alignment with the party, with support levels between 66 percent and 67 percent. The youngest voters (18–24) also leaned toward the NDC (58.1 percent), although with a slightly narrower margin. Among older voters (56–60 and 61+), the political balance was more even, with the NDC still slightly ahead. This age-based trend suggests that while the NDC appeals strongly to middle-aged and younger voters in Bono, the NPP's relative strength increases slightly with age, particularly beyond the age of 55.

3. Religion and Voting Behaviour

Religion emerged as a decisive factor in shaping voter choices in Bono. Muslim respondents overwhelmingly favoured the NDC (82.3 percent), far surpassing Christian voters, of whom 58.6 percent supported the NDC while 40 percent voted for the NPP. Among adherents of traditional and other religions, the NDC also maintained an edge (60 percent), though with a slightly higher proportion voting for minor parties (6.7 percent). These results reaffirm a broader national trend: Muslim voters form a reliable NDC support base, while Christian voters exhibit more competitive dynamics between the two main parties.

4. Ethnicity and Voting Behaviour

Ethnic affiliation played a significant role in Bono's voting landscape. The Akan majority, while more balanced, leaned toward the NDC (55.3 percent) over the NPP (42.7 percent). In contrast, minority ethnic groups—particularly Mole-Dagbani, Grusi, Mande, Gurma, and Ewe—showed overwhelming or exclusive support for the NDC. Notably, Ewe and Grusi respondents gave overwhelming support to the NDC, and other minority groups showed similarly high levels of support. These results reflect a broader pattern of multi-ethnic alignment with the NDC, contrasted with the NPP's more concentrated support among Akan voters.

5. Education Level and Voting Behaviour

Education had a clear influence on political preference in the Bono region. Support for the NDC was strongest among voters with no education (87.1 percent) and remained high across primary, JHS, and secondary levels. However, a shift occurred at the tertiary level: voters with university degrees leaned toward the NPP (51.2 percent), and postgraduate voters were evenly split across NDC, NPP, and minor parties. Interestingly, voters with university degrees and above were also more likely to consider alternative political options. These patterns suggest that while the NDC dominates among less formally educated populations, the NPP gains traction with more highly educated voters, who also appear more open to third-party choices.

6. Profession and Voting Behaviour

The data reveals that professional background significantly influenced voting behaviour, with clear divides between informal and formal sector preferences. The National Democratic Congress (NDC) performed strongly among grassroots and informal professions, securing overwhelming support from artisans (70.3 percent), farmers and fishermen (67.9 percent), traders (64.6 percent), students and apprentices (56.1 percent), and individuals with no profession (60 percent). These patterns suggest that the NDC's messaging and policy priorities resonated with economically vulnerable and lower-income groups. In contrast, the New Patriotic Party (NPP) gained an advantage among more formally employed voters. Public servants (66.7 percent), private sector workers (60.9 percent), and civil servants (52.9 percent) showed a clear preference for the NPP, indicating that job security, income stability, and institutional affiliation may have shaped support for the incumbent party. Teachers presented a more competitive landscape, with 52.6 percent voting NDC and 42.1 percent for the NPP, while also registering one of the highest shares for third-party candidates (5.3 percent). Notably, public servants and private sector workers also demonstrated elevated support for alternative parties, with 22.2 percent and 13 percent respectively, suggesting some disillusionment with the two main parties among more economically secure groups. Overall, the data underscores a distinct socio-economic divide in party preference, with the NDC dominating among informal sector and grassroots constituencies, and the NPP drawing strength from the formal workforce and institutional actors.

7. Employment Status and Voting Behaviour

Employment status in Bono displayed nuanced effects on voting patterns. The NDC led across most categories, including among the unemployed (56.5 percent), the employed (56.5 percent), and those self-employed in both the formal (66.7 percent) and informal (63.9 percent) sectors. The NPP found its strongest backing among retirees, with 75 percent of this group voting for the party. This

distribution suggests that voters experiencing active economic participation or insecurity leaned toward the NDC, while retirees—potentially valuing stability—gravitated toward the NPP.

Conclusion

The Bono Region demonstrated strong overall support for the NDC across most demographic groups, particularly among men, Muslims, middle-aged voters, and those in active employment. The NDC party's appeal was especially pronounced among voters with lower levels of formal education and across ethnic minority groups, reinforcing its multi-ethnic and economically diverse support base. The NPP's strongest showing came from retirees and university-educated voters, suggesting a preference for continuity among more established or affluent segments. Although the NDC held a regional lead, the NPP's foothold among women and the highly educated highlights emerging spaces for competition in future elections.

BONO EAST REGION



Bono East Region

1. Gender and Voting Behaviour

In Bono East, both men and women leaned toward the NDC, though the margin was wider among men (65.8 percent) than women (60.5 percent). Women were more likely to support the NPP (38.8 percent) compared to their male counterparts (32.9 percent), indicating a modest gender gap in partisan preference. This differential may suggest that women were more receptive to the NPP's messaging or leadership, although the NDC still maintained a clear majority across both genders.

2. Age and Voting Behaviour

The NDC secured a strong lead across most age groups in Bono East, with particularly high support among voters aged 31–35 (78.7 percent), 41–45 (68.4 percent), and 56–60 (67.7 percent). Youth support was also notable, with 55.2 percent of 18–24-year-olds voting NDC—despite this group being beneficiaries of the NPP's flagship Free SHS policy, which was perceived to be a key ticket for votes in favour of the NPP. The only exception to NDC dominance was the 46–50 age group, which narrowly favoured the NPP (50.6 percent). This broad generational backing for the NDC—especially among younger and middle-aged voters—suggests a political shift that goes beyond policy benefits and may reflect deeper perceptions of party identity, leadership, or local engagement.

3. Religion and Voting Behaviour

Religious affiliation played a clear role in voting patterns. Muslim voters overwhelmingly supported the NDC (78.8 percent), while Christians showed more moderate support at 58.9 percent, with 39.8 percent voting for the NPP. Among traditional religion adherents, 60 percent backed the NDC and 40 percent the NPP. Interestingly, although the NPP's candidate was Muslim, the party gained more support from Christian voters than from Muslims, underscoring the fact that religion alone does not dictate political loyalty in the region. The strongest Christian support for the NPP came from the 46–50 age group, likely tied to appreciation for the Free SHS policy.

4. Ethnicity and Voting Behaviour

Ethnicity was another decisive factor. While the dominant Akan population in Bono East was nearly evenly split—52.9 percent for the NDC and 45.3 percent for the NPP—minority ethnic groups strongly favoured the NDC. The NDC received 94.7 percent of the Ewe vote, 79.6 percent of the Mole-Dagbani vote, and similar majorities from Gurma, Guan, Grusi, and Mande communities. These figures highlight the NDC's ability to build a robust multi-ethnic coalition, especially among non-Akan groups who may feel more politically included or represented by the party.

5. Education Level and Voting Behaviour

While the NDC has traditionally been associated with grassroots support, the party's strong performance across all educational levels in Bono East defied such categorization. NDC support was highest among those with no formal education (84.6–93.3 percent) and remained strong through primary, JHS, and secondary levels. Even among university degree holders, the NDC held ground, though the NPP gained a relative advantage here—particularly in certain age cohorts like 36–40 and 51–55. Only among voters with postgraduate degrees was the NDC the exclusive choice. This pattern suggests that, far from being limited to less educated constituencies, the NDC has expanded its reach across both grassroots and elite-educated voters in Bono East.

6. Profession and Voting Behaviour

In the Bono East Region, the National Democratic Congress (NDC) maintained a broad lead across most occupational groups. Farmers and fishermen, who constituted the largest professional bloc in the region, backed the NDC by 66.3 percent, reinforcing the party's deep roots among rural and agrarian communities. Artisans showed even stronger support, with 73.2 percent voting for the NDC and only 25.6 percent for the New Patriotic Party (NPP), while traders also leaned toward the NDC with 58 percent support. Among students and apprentices, the NDC maintained a slim lead at 52.1 percent, suggesting competitive youth support. The private sector also swung heavily in favour of the NDC, with 70 percent of respondents voting for the party. In contrast, public servants in the region gave the NPP a majority at 57.1 percent, though civil servants preferred the NDC (60 percent), marking one of the few occupational categories where the NPP gained a lead. Overall, the data indicates that the NDC commanded strong support across the informal and semi-formal sectors, while the NPP found pockets of influence primarily among public servants. These trends reflect a broader pattern of socio-economic alignment, where occupational status shapes party preference, with the NDC appealing to working-class and rural voters, and the NPP performing better within segments of the formal public sector.

7. Employment Status and Voting Behaviour

Across employment categories, the NDC maintained a strong lead. Among the self-employed in the informal sector—the largest group—64.2 percent voted NDC. The party also dominated among the employed (70.8 percent) and the self-employed in the formal sector (58.7 percent). Even among the unemployed, the NDC held a clear edge (57.6 percent). The NPP only narrowed the gap slightly among unemployed voters and made no inroads among actively employed groups, suggesting that the NDC's messaging and perceived responsiveness to economic concerns resonated more strongly across working and informal-class populations.

Conclusion

The Bono East Region revealed broad-based support for the NDC across nearly all demographic segments, including strong showings among men, younger and middle-aged voters, Muslims, and both formally and informally employed groups. While the NPP remained competitive among women, Akan voters, public servants and university graduates, these pockets of support were not enough to challenge the NDC's regional dominance. The party's ability to maintain high approval among both less educated and postgraduate voters highlights its expanding cross-class and cross-ethnic appeal. Bono East thus stands out as a region where the NDC has successfully consolidated a multi-generational, multi-ethnic coalition, while the NPP faces the challenge of broadening its reach beyond a few favourable subgroups.

CENTRAL REGION



Central Region

1. Gender and Voting Behaviour

In the Central Region, gender differences in voting were minimal but still notable. Among male respondents, 65.3 percent voted for the NDC, while 27.2 percent supported the NPP, and 7.4 percent chose other parties. Female respondents exhibited similar tendencies, with 63.7 percent voting for the NDC and 27.2 percent for the NPP, but a slightly larger share—9 percent—supporting smaller parties. This marginally higher openness among women to third-party alternatives may suggest a broader appetite for political diversity or dissatisfaction with the two major parties among female voters.

2. Age and Voting Behaviour

Age was a stronger determinant of voting behaviour. Younger voters, particularly those aged 18–24, preferred the NDC, with 55.2 percent backing the party compared to 33.3 percent for the NPP. As age increased, support for the NDC also grew, peaking at 74.4 percent among voters aged 56–60. Interestingly, the NPP performed best with voters aged 61 and above, garnering 34.1 percent in that category. The 25–30 age group had the highest support for other parties at 16.5 percent, indicating a generation more inclined toward alternative political voices and potentially signalling emerging voter volatility.

3. Religion and Voting Behaviour

Religious affiliation revealed some divergence in party preferences. Christian voters, the largest group, leaned significantly toward the NDC, with 66 percent expressing support, followed by 26.6 percent for the NPP and 7.4 percent for other parties. Muslim respondents, however, were slightly less committed to the major parties: 52.8 percent supported the NDC, 31.7 percent backed the NPP, and 15.4 percent opted for other candidates. Among traditionalists and adherents of other faiths, the vote was more evenly split, with the NDC receiving 46.2 percent, the NPP 34.6 percent, and a substantial 19.2 percent supporting alternative candidates. This distribution highlights that religious minorities in the Central Region seem more open to political alternatives.

4. Ethnicity and Voting Behaviour

Ethnic identity was also a strong predictor of voting behaviour. The Ewe community showed the highest loyalty to the NDC, with 80.3 percent of respondents supporting the party. This was followed closely by the Ga-Dangme population, where 76.6 percent voted for the NDC. Akan voters supported the NDC by 66.1 percent, with 28.7 percent favouring the NPP. However, the Gurma group presented

an interesting reversal, with only 37.9 percent supporting the NDC, while 44.8 percent backed the NPP. The Mole-Dagomba and Guan groups displayed elevated support for smaller parties, indicating a less entrenched political allegiance.

5. Education Level and Voting Behaviour

Educational attainment correlated clearly with voting preferences. Among respondents with JHS/Middle School education, NDC support peaked at 69.8 percent. Conversely, respondents with university degrees were more divided: 43.8 percent voted for the NDC, 39.6 percent for the NPP, and 16.6 percent for other parties. Notably, among those with master's or PhD qualifications, the NPP received no support; instead, 57.1 percent voted for other candidates, and 42.9 percent supported the NDC. This trend may reflect a disillusionment with the traditional political landscape among the highly educated.

6. Profession and Voting Behaviour

When broken down by profession, the strongest NDC support came from farmers (70.9 percent) and artisans (70.5 percent). These occupational groups, often tied to the informal sector, traditionally lean toward the NDC due to its perceived alignment with grassroots economic concerns. Teachers and civil servants, however, showed more diverse preferences. Only 38.7 percent of teachers and 38.5 percent of civil servants supported the NDC, with both groups giving considerable support to the NPP (25.8 percent and 34.6 percent, respectively) and third parties. Public servants and students showed moderate NDC support (55.9 percent and 60 percent, respectively), while respondents in undefined or “other” professions were split almost evenly between the two major parties.

7. Employment Status and Voting Behaviour

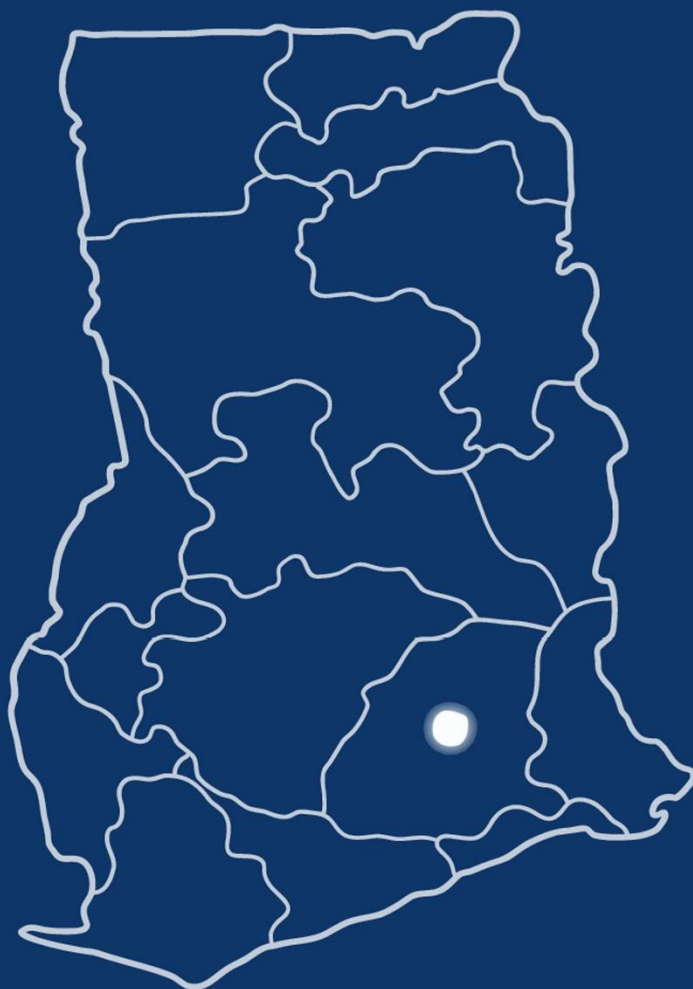
Employment status had a clear impact on political preferences. Unemployed respondents strongly favoured the NDC, with 72.5 percent support, and only 23.8 percent backing the NPP. Among self-employed individuals in the formal sector, NDC support dropped to 45.5 percent, with 36.4 percent supporting the NPP and 18.2 percent turning to other parties. Interestingly, retirees gave the NPP their highest level of support (40 percent), although the NDC still led with 53.3 percent. Among employed voters, 24.8 percent supported alternative parties, pointing to increasing political pluralism within the working population.

Conclusion

The Central Region exhibited solid support for the NDC across most demographic groups, with particularly high backing from male and female voters, middle-aged populations, Ewe and Ga-

Dangme communities, and workers in informal sectors such as farming and artisan trades. While the NPP maintained strength among retirees, select ethnic minorities like the Gurma, and some professional categories like civil servants, its overall performance lagged behind. Notably, university-educated and Muslim voters showed growing interest in smaller parties, reflecting a broader trend toward political diversification. The NDC's lead in Central is clear, but the rise in third-party support—especially among younger, educated, and employed voters—signals a possible shift toward greater electoral volatility in the region.

EASTERN REGION



Eastern Region

1. Gender and Voting Behaviour

In the 2024 elections, voting behaviour among males and females in the Eastern Region was relatively balanced. Among male voters, 50.8 percent voted for the NDC, 36.7 percent for the NPP, and 12.5 percent for other parties. Among female voters, 48.4 percent supported the NDC, 38.8 percent backed the NPP, and 12.8 percent chose other parties. Although the NDC led among both genders, female voters were marginally more inclined towards the NPP than their male counterparts. Overall, the NDC garnered 49.6 percent of the total votes, maintaining a lead over the NPP (37.8 percent) across both genders.

2. Age and Voting Behaviour

Age was a strong determinant of political preference in the Eastern Region. Younger voters (18-30) showed robust support for the NDC, with those aged 25-30 delivering the highest NDC vote share (55 percent). Middle-aged voters (41-50) also leaned towards the NDC, especially those aged 41-45 who gave 57.7 percent of their votes to the party. In contrast, older voters (51+) shifted towards the NPP, with the 61+ age group delivering 53.8 percent of their votes to the NPP—the highest for any age group. The data suggests that generational differences significantly shaped party preferences, with the NDC performing best among younger and middle-aged voters, and the NPP gaining ground among senior citizens.

3. Religion and Voting Behaviour

Across all religious affiliations, the NDC led the voting preferences. Among Christian voters, 49.1 percent supported the NDC, 39.1 percent backed the NPP, and 11.8 percent voted for other parties. Muslim voters gave the NDC a higher share (52.9 percent), while 26.5 percent supported the NPP and a significant 20.6 percent voted for other parties. Among traditionalists and other religious groups, 51.2 percent chose the NDC, 39 percent supported the NPP, and 9.8 percent opted for other candidates. The data shows that while the NDC was the preferred party across all religious groups, Muslim voters displayed more diverse political affiliations, offering the highest support to smaller parties.

4. Ethnicity and Voting Behaviour

Ethnic identity continued to influence political alignment in the Eastern Region. The Akan group, which forms the largest ethnic bloc, supported the NPP (51.6 percent), making it the only major ethnic group where the NPP led. Conversely, the Ewe ethnic group overwhelmingly supported the NDC (81.1 percent). Ga-Dangme voters also favoured the NDC (67.2 percent), with only 28.2 percent backing the NPP. The Mole-Dagomba and Guan groups leaned towards the NDC but also showed significant support for other parties (37.6 percent and 39.2 percent, respectively). The Grusi group

voted 72.7 percent for the NDC, while the Gurma and Mande groups had more evenly split preferences. Notably, the Mande group voted 40 percent each for the NPP and other parties, and only 20 percent for the NDC. The 'Other' ethnic group category offered unanimous support to the NDC.

5. Educational Level and Voting Behaviour

Voting preferences by education level revealed a trend of increasing support for the NDC with rising education. Among voters with no education, 38 percent supported the NDC, 29.1 percent chose the NPP, and 32.9 percent supported other parties, indicating high political diversity. Voters with primary education preferred the NDC (47 percent) over the NPP (27.2 percent), with 25.7 percent choosing other parties. The JHS/Middle School and SHS/Vocational/Technical categories were more competitive but still saw a slight lead for the NDC. Post-secondary voters favoured the NDC (55.2 percent), and university graduates gave the NDC 57.3 percent support. Those with Masters/PhDs overwhelmingly supported the NDC (58.3 percent), with the remaining 41.7 percent going to other parties. Non-formal/Qur'anic education voters were split, with half choosing the NDC and the rest evenly divided between the NPP and other parties.

6. Profession and Voting Behaviour

Profession-based analysis revealed that the NDC was the preferred party in most occupational groups. Among public servants, 55.4 percent voted for the NDC. Artisans (55.5 percent), farmers/fishermen (52.5 percent), and the unemployed (57.7 percent) also showed strong NDC support. Teachers had a more diverse profile, with 31.8 percent voting for other parties—the highest in any professional group. The private sector and traders showed stronger NPP support (46.7 percent and 39.2 percent, respectively), although the NDC still led. Students and apprentices leaned towards the NDC (53 percent), while the NPP followed with 42.3 percent.

7. Employment Status and Voting Behaviour

Employment status influenced political preferences in the Eastern Region. Among voters on retirement from active work, the NDC secured 56 percent of the vote, followed by the NPP at 40 percent. Self-employed voters in the informal sector were nearly evenly split: 47.4 percent for the NDC, 39.1 percent for the NPP, and 13.5 percent for other parties. Among the employed, 47.6 percent chose the NDC, 33.9 percent backed the NPP, and 18.5 percent voted for other parties—the highest share for minor parties in any employment category. Unemployed voters showed a clear preference for the NDC (53.9 percent) over the NPP (39.4 percent). Overall, the NDC dominated all employment categories, particularly among unemployed and retired individuals. The Eastern region is one of the few regions in which NDC performed better amongst retiree voters.

Conclusion

The Eastern Region exhibited competitive voting patterns across most demographics. The NPP's strongest performance came from the Akan ethnic majority, older voters, and segments of the private sector and trader populations. Meanwhile, highly educated voters, particularly those with university or postgraduate qualifications, strongly favoured the NDC, with minor parties also gaining noticeable traction among professionals and Muslims. NPP's displays a continued cultural foothold among Akans and select occupational groups. However, the NDC's broad-based appeal across age, education, and ethnicity made it a strong force in Eastern Region politics.

GREATER ACCRA REGION



Greater Accra Region

1. Gender and Voting Behaviour

In the Greater Accra Region, female respondents made up a slight majority of the electorate, accounting for 52.2 percent, while males represented 47.8 percent. Support for the NDC was strong across both genders, with 67.8 percent of male voters and 70.7 percent of female voters backing the party. The NPP attracted 26.3 percent of male support and slightly less among females at 25.3 percent. Minor parties received 5.9 percent of the male vote and 4.0 percent of the female vote. These figures indicate that women were marginally more inclined to support the NDC than men, with both genders showing a decisive lean toward the then-opposition party.

2. Age and Voting Behaviour

Political alignment varied with age. Among the youngest voters (18–24 years), the NDC held a lead with 64.7 percent, though this group also showed the highest support for third-party candidates at 10.8 percent. In the 25–30 age bracket, support for the NDC rose to 69.4 percent, with the NPP making notable gains at 30.6 percent, indicating a slightly more competitive landscape. The NDC's highest level of support came from voters aged 56–60, where 77.1 percent chose the party. Meanwhile, the NPP performed best among those aged 61 and above, with 32.5 percent backing the party—reflecting a generational divide in political preferences.

3. Religion and Voting Behaviour

Religious identity played a discernible role in voting patterns. Christians, who formed the majority of respondents, voted overwhelmingly for the NDC at 71 percent, with the NPP trailing at 24.1 percent. Among Muslims, NDC support was lower at 62.6 percent, while the NPP gained 32 percent, showing a more competitive race. Traditionalists and adherents of other faiths also favoured the NDC, with 68.1 percent voting for the party and 27.9 percent for the NPP. Across all religious groups, the NDC held the majority, although the margin narrowed slightly among Muslim respondents.

4. Ethnicity and Voting Behaviour

Ethnicity influenced voting tendencies to some extent. The Ewe community was the most consistent in its support for the NDC, with 79.9 percent backing the party. This was closely followed by the Ga-Dangme group, of which 74 percent voted for the NDC. The Akan respondents demonstrated relatively stronger support for the NPP compared to other groups, with 29.8 percent backing the party, though the NDC still led at 61.4 percent. Among Mole-Dagomba respondents, the NPP received 31.4 percent, while the NDC garnered 68.6 percent. The Mande ethnic group exhibited the closest race, with the NDC leading at 54.1 percent and the NPP trailing closely with 40.5 percent, indicating a less predictable pattern of allegiance.

5. Education Level and Voting Behaviour

Educational attainment showed clear correlations with party preference. Among those with no formal education, the NDC led decisively with 77.7 percent, and the NPP lagged behind at 17.1 percent. Support among university degree holders remained strong for the NDC at 68.3 percent, though the NPP performed relatively better here with 27.6 percent. The most balanced contest was among those with non-formal education, where the NDC and NPP earned 50.9 percent and 43.6 percent, respectively, suggesting that educational background shaped political leanings but did not entirely determine them.

6. Profession and Voting Behaviour

Voting behaviour by profession revealed overwhelming support for the NDC across most occupational groups. Traders—the largest professional segment—favoured the NDC by 71.8 percent, while farmers and fishermen showed even greater support at 76 percent. Artisans provided 65.2 percent of their vote to the NDC, and 30.5 percent to the NPP. Among students and apprentices, the NDC secured 62.2 percent of votes. This pattern underscores the party's dominance across various economic sectors, particularly among those engaged in informal or semi-formal employment.

7. Employment Status and Voting Behaviour

Employment status also impacted voting patterns. Informal sector workers showed solid backing for the NDC (72.6 percent), reflecting the party's appeal among self-employed and vulnerable economic groups. Broader trends suggest formal sector and unemployed respondents leaned similarly toward the NDC, albeit with pockets of support for the NPP, particularly among retirees (32.7 percent) and formally employed individuals with higher education (30.7 percent).

Conclusion

The Greater Accra Region delivered a commanding lead for the NDC across nearly every demographic and socio-economic group. Women, youth, Christians, and informal sector workers were especially strong constituencies for the party, while even traditionally competitive groups such as the formally employed and university graduates leaned decisively NDC. The NPP retained its strongest support among older voters, retirees, and select ethnic groups like the Akan and Mande, but these gains were not enough to counterbalance the NDC's dominance. The data suggests that Greater Accra, long seen as a bellwether region, decisively shifted in favour of the NDC in 2024, reflecting widespread demand for change among urban voters across gender, age, and occupation.

NORTH EAST REGION



North East Region

1. Gender and Voting Behaviour

In the North East Region, both male and female voters leaned toward the National Democratic Congress (NDC), although with marginal differences. Among female respondents, 57.3 percent indicated support for the NDC, while 40 percent voted for the New Patriotic Party (NPP), and a small fraction (2.7 percent) backed other candidates. Male respondents followed a similar trend, with 58.6 percent supporting the NDC, 37.9 percent supporting the NPP, and the remainder opting for other parties. The data suggests that gender did not significantly differentiate voting behaviour in the region, though the NPP had slightly stronger appeal among women than among men.

2. Age and Voting Behaviour

The survey revealed notable differences in party preference across age brackets. Among the youngest cohort (18–24 years), voters were evenly split between the NDC and NPP at 50 percent each, reflecting a politically diverse and undecided youth segment. However, in the 25–30 age group, NDC support surged to 70.6 percent, with the NPP drawing only 23.5 percent. Similarly, among 31–35-year-olds, the NDC commanded 77.4 percent of the vote. Older voters continued this trend of NDC dominance, though support for the NPP slightly improved in age brackets beyond 36 years, particularly in the 56–60 range. Overall, the data confirms that the NDC maintained a consistent lead across most age categories, with the exception of the youngest group.

3. Religion and Voting Behaviour

Religious affiliation also shaped electoral preferences in the North East. Traditionalist voters favoured the NDC, with 75 percent support, while 25 percent voted for the NPP. Among Christians, the NDC led with 58 percent, while the NPP followed with 39.1 percent. Among Muslim respondents—who form a significant portion of the region’s population—57.3 percent supported the NDC, and 39.1 percent voted for the NPP. This indicates that while the NDC maintained an advantage across all religious groups, the NPP performed comparatively better among Christians and Muslims than among Traditionalists.

4. Ethnicity and Voting Behaviour

Ethnic affiliations influenced political preferences as well. The Mole-Dagomba, one of the largest groups in the region, showed 57.6 percent support for the NDC and 39 percent for the NPP. The Guan group also leaned toward the NDC with 57.1 percent support. Interestingly, the Mande group broke from this trend, favouring the NPP. The Akan respondents, though few in number, displayed strong NPP alignment, with 66.7 percent voting for the party. The ethnic vote in the North East was therefore more fragmented than in some other regions, though still tipping in favour of the NDC overall.

5. Educational Level and Voting Behaviour

Education level revealed subtle nuances in party support. Voters with no formal education showed majority support for the NDC. Among those with secondary (SHS) education, both the NDC and NPP captured equal shares of the vote. For post-secondary graduates, 60 percent voted for the NDC and 36 percent for the NPP. The NDC also held the edge among voters with university degrees, Master's, and PhD qualifications. Notably, majority of those with non-formal or Qur'anic education supported the NDC, affirming its strong grassroots base among less formally educated constituents.

6. Profession and Voting Behaviour

Occupational background significantly influenced voting behaviour in the North East Region. Farmers and fishermen, a dominant group in the region's economy, supported the NDC by 60.8 percent, while 35.1 percent voted for the NPP. Among public servants, the NDC gained strong backing with 73.3 percent, compared to 26.7 percent for the NPP. Teachers also leaned toward the NDC (58.6 percent), though the margin was narrower. Traders showed a moderate preference for the NDC (53.6 percent). Interestingly, students and apprentices were more divided: 50 percent supported the NPP and 44.4 percent supported the NDC, indicating the NPP's relative strength among young, emerging professionals.

7. Employment Status and Voting Behaviour

Employment status offered further insight into voter alignment. Among self-employed individuals in the formal sector, a majority voted for the NDC. The same trend was observed among those in the informal sector, with most supporting the NDC. Employed voters also leaned toward the NDC, and among the unemployed, the party maintained a clear lead. This suggests the NDC's messaging resonated strongly with both working-class and job-seeking constituents across employment types. Interestingly, almost all of the retired respondents stated that they voted for NDC.

Conclusion

The North East Region exhibited nuanced but consistent support for the NDC across most demographic segments. While the NPP demonstrated competitiveness among secondary-educated youth, university graduates in the mid-age range, and specific ethnic groups such as the Mande and Akan, these gains were insufficient to overcome the NDC's regional lead. The survey confirms that the NDC remains the dominant political force in the region, particularly among older voters, those with less formal education, and working-class communities. The NPP's pockets of support, particularly among younger and more formally educated voters, may offer pathways for strategic growth in future election cycles.



NORTHERN REGION



Northern Region

1. Gender and Voting Behaviour

Gender did not appear to significantly affect voting patterns in the Northern Region. Both men (64.8 percent) and women (64.3 percent) voted overwhelmingly for the NDC, with the NPP receiving 33.9 percent and 35.3 percent, respectively. The consistency across genders underscores the NDC's broad, cross-cutting support base in the region. Minor differences—such as a slightly higher percentage of women voting for the NPP—likely reflect individual candidate preferences or local dynamics rather than a systemic gendered trend.

2. Age and Voting Behaviour

The NDC led in all age categories in the Northern Region, confirming its traditional strength in the area. Support peaked among the oldest age group (61+), where 70.6 percent voted for the NDC, followed closely by the 46–50 (70.5 percent) and 41–45 (69.7 percent) age brackets. Even among younger voters—typically more responsive to new policies like Free SHS—the NDC retained majority support: 59.3 percent in the 18–24 age group and 57 percent in the 25–30 group. Notably, while the NPP gained 40.7 percent among the 18–24s, this was not enough to surpass the NDC's broader intergenerational appeal. The NDC's ability to maintain dominance across age groups suggests it continues to benefit from long-term party loyalty, grassroots outreach, and discontent with recent government performance.

3. Religion and Voting Behaviour

Religious affiliation influenced voting behaviour but did not override party loyalties. Despite the NPP's Muslim candidate, 63.4 percent of Muslim respondents supported the NDC, compared to 35.8 percent for the NPP. Among Christians, the NDC was even stronger, garnering 68.9 percent of the vote. Traditionalists favoured the NDC as well (72.4 percent). These results highlight that voters prioritised other concerns—such as economic wellbeing or development performance—over religious affiliation. The NDC's Christian candidate securing a majority-Muslim region further illustrates how political trust and legacy continue to overshadow religious identity.

4. Ethnicity and Voting Behaviour

Ethnic identity shaped preferences, but across groups, the NDC maintained a clear lead. The dominant Mole-Dagbani group backed the NDC (63.7 percent), as did the Gurma (73.2 percent), Guan (65.4 percent), and Akan (60 percent) communities. Even among minority groups like the Mande and “other” ethnicities, support for the NDC was unanimous. Only the Ewe group split evenly between the two major parties. The ethnic breadth of the NDC's appeal in the Northern Region suggests it

retains its reputation as a multi-ethnic, with deep roots across both dominant and minority populations.

5. Education Level and Voting Behaviour

Educational attainment did not reduce NDC support—in fact, the party performed strongly across all levels. Voters with no education (61.3 percent) and JHS/Middle (64.3 percent) showed high approval, but so did those with university degrees (72.3 percent) and postgraduate qualifications. This upends the common assumption that higher education necessarily correlates with NPP support. The NDC's growing appeal among educated elites—traditionally seen as NPP-leaning—may point to a strong dissatisfaction with current leadership and policies.

6. Profession and Voting Behaviour

The NDC maintained clear dominance across nearly all professions in the region. Farmers and fishermen (64.4 percent), the largest group, backed the NDC, followed by traders (63.7 percent) and artisans (70.5 percent). Teachers (68.4 percent), civil servants (65.2 percent), and public servants (69.4 percent) also preferred the NDC. Private sector employees strongly supported the NDC (71.1 percent), while students and apprentices were evenly split (50.4 percent NDC, 49.6 percent NPP), marking the only category with a near parity. These trends reflect a widespread trust in the NDC among working-class and professional groups, likely rooted in its grassroots organizing and policy legacy as well as dissatisfaction with the NPP government's economic performance.

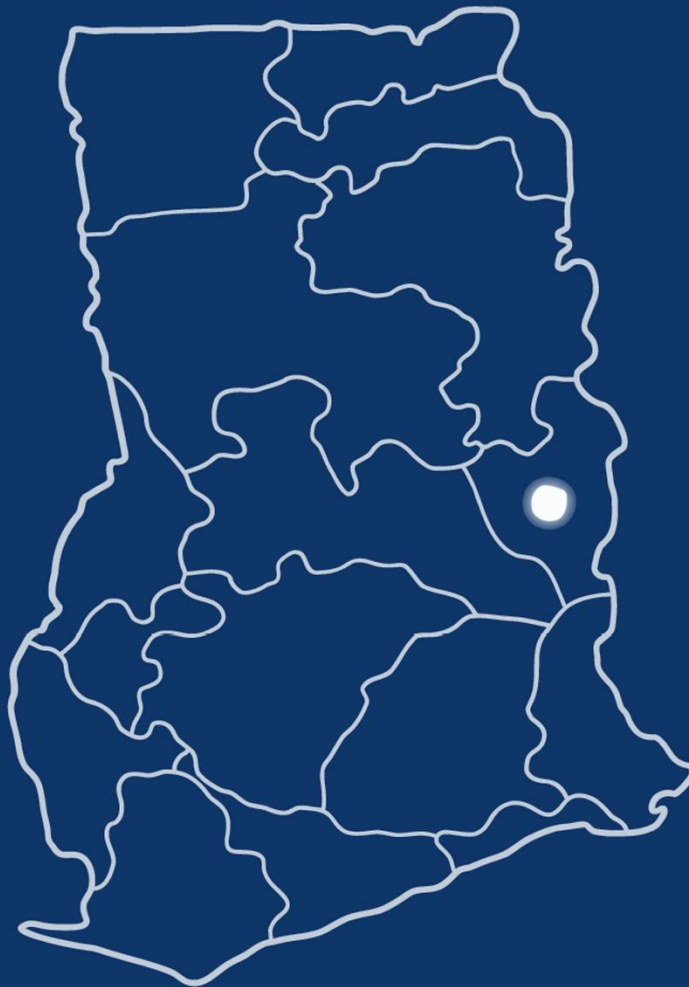
7. Employment Status and Voting Behaviour

Employment status also reflected strong NDC preferences across the board. Among the dominant group—self-employed in the informal sector—65.8 percent voted NDC. This pattern extended to the formally self-employed (55.2 percent), employed individuals (70.9 percent), and the unemployed (64.2 percent). Even retirees leaned NDC (57.1 percent). These results show that the NDC appeals to both economically active and vulnerable groups, likely due to its historical narrative of social protection and community development.

Conclusion

The Northern Region reinforced its status as a traditional stronghold for the NDC, with consistent and overwhelming support across gender, age, religion, ethnicity, education, and employment status. The party led in every age group, with especially high backing among older voters and a solid lead even among youth, despite recent government investments like Free SHS. The NDC's ability to secure support from both Muslim and Christian voters—and across nearly all ethnic and occupational categories—highlights its enduring grassroots strength and cross-cutting appeal. While the NPP gained modest traction among students and the youngest voters, these gains were far from sufficient to challenge the NDC's dominance. The region's voting patterns reflect deep party loyalty, dissatisfaction with the incumbent government, and continued belief in the NDC's social protection and development credentials.

OTI REGION



Oti Region

1. Gender and Voting Behaviour

In the Oti Region, gender-based analysis reveals a commanding lead for the National Democratic Congress (NDC) among both male and female voters. According to the data, 77.1 percent of all respondents voted for the NDC, while the New Patriotic Party (NPP) garnered 21.1 percent. Female support for the NDC was particularly strong, with 82.3 percent of women preferring the NDC compared to 74.8 percent of men. Conversely, the NPP received more support from male voters (25.2 percent) than from female voters (17.7 percent). Other parties collectively attracted less than 2 percent of votes in either gender category. These findings suggest that gender influenced political preferences in the region, with female voters demonstrating a higher partisan inclination toward the NDC.

2. Age and Voting Behaviour

Voter preferences by age in the Oti Region further highlight the NDC's broad appeal. Among the youngest voters (18–24 years), the NDC secured 75 percent of the vote, with the NPP receiving the remaining 25 percent. In the 25–30 age group, the NDC led with 64.9 percent, while the NPP increased its share to 29.7 percent. Notably, support for other parties reached 5.4 percent in this category. The NDC enjoyed overwhelming support in the 31–45 age bracket, with dominance peaking in the 56–60 group where the party received the highest percentage of votes in this category. Among senior voters (61 and above), the NDC maintained a lead (72.7 percent) over the NPP (27.3 percent). The NPP's best performance was observed in the 46–50 age group. Overall, the NDC outperformed the NPP in every age category, with particularly strong results among middle-aged and older voters.

3. Religion and Voting Behaviour

Religious affiliation also shaped voting behaviour. Christian voters, who constitute the majority, heavily supported the NDC (77.7 percent), while 20.3 percent supported the NPP and 2 percent voted for other parties. Muslim voters displayed even stronger backing for the NDC, at 81.3 percent, compared to 15.6 percent for the NPP and 3.1 percent for other parties. Traditional and other religious voters showed a slightly narrower gap, with 71.7 percent supporting the NDC and 28.3 percent voting for the NPP. These figures reveal that the NDC enjoys broad religious support, particularly among Muslim and Christian voters, while the NPP's strongest showing came from adherents of traditional and other religions.

4. Ethnicity and Voting Behaviour

Ethnic identity played a role in voter alignment in the Oti Region. The Ewe ethnic group gave the NDC its strongest support, with 83.5 percent voting for the party. Guan (76.4 percent), Akan (73.6

percent), and Gurma (76.5 percent) voters also showed strong support for the NDC. The Mole-Dagomba (69.2 percent) and Mande (80 percent) groups followed similar trends. The Grusi ethnic group was evenly split between the two leading parties. The NPP's best performance was among Mole-Dagomba voters (30.8 percent) and Grusi voters (50 percent). Ethnic minorities in the "Other" category supported the NDC by 78.6 percent. The NDC dominated across most ethnic groups, with its highest margins among Ewe and Mande voters.

5. Educational Level and Voting Behaviour

Across all educational levels, the NDC maintained a substantial lead. Among voters with no education, 79.1 percent supported the NDC and 18.6 percent supported the NPP. Primary education voters favoured the NDC at 73 percent, while 27 percent chose the NPP. JHS/Middle School graduates leaned heavily towards the NDC (79.5 percent) with 18.8 percent support for the NPP. At the secondary/vocational/technical level, 77.2 percent voted for the NDC, 19.3 percent for the NPP, and 3.5 percent for other parties. NDC support declined slightly at the post-secondary level (69.8 percent), while the NPP rose to 27.9 percent. University graduates favoured the NDC at 77.4 percent versus 22.6 percent for the NPP. The highest level of NDC loyalty was among non-formal education voters, where 87.5 percent backed the party. The trend underscores the NDC's widespread support across educational backgrounds, with NPP gaining relatively more traction among post-secondary educated voters.

6. Profession and Voting Behaviour

An examination of profession-based voting patterns reveals the NDC's dominance across occupational groups. Farmers and fishermen gave 78.3 percent of their votes to the NDC. Among teachers, 74.3 percent voted for the NDC and 25.7 percent for the NPP. Traders were slightly less NDC-leaning, with 72 percent supporting the party and 22.6 percent for the NPP; 5.4 percent of traders supported other parties. Civil servants strongly preferred the NDC (80 percent). Support was evenly split among artisans, and public servants favoured the NDC at 75 percent. Among private sector employees, the NPP received a comparatively higher share (29.4 percent). The unemployed overwhelmingly supported the NDC (85.2 percent). These results indicate that the NDC enjoyed robust support across most professions, with the NPP showing relative competitiveness only among private sector workers and artisans.

7. Employment Status and Voting Behaviour

Employment status also correlated with voting preferences. Employed respondents favoured the NDC (78.4 percent), while the NPP received 21.6 percent. Informal self-employed individuals leaned towards the NDC (68.5 percent) but showed the highest NPP support among any employment category (31.5 percent). The unemployed, who formed a significant portion of the electorate, voted overwhelmingly for the NDC (81.1 percent). Among retirees, votes were evenly split between the two

major parties. These insights highlight how economic status and employment type influenced political choices in the region.

Conclusion

The 2024 presidential election in the Oti Region revealed dominant support for the NDC across nearly all demographic categories. Female voters, middle-aged and older voters, Muslims, and ethnic groups such as Ewe and Guan strongly backed the NDC. The NPP showed competitiveness among certain male voters, artisans, and informal self-employed individuals. While educational attainment slightly narrowed the margins, the NDC retained its lead even among higher-educated voters. These trends suggest that the NDC maintains deep and widespread support throughout the Oti Region, while the NPP's appeal remains more limited to specific groups.

SAVANNAH REGION



Savannah

1. Gender and Voting Behaviour

In the Savannah Region, gender appeared to play a significant role in the presidential voting behaviour. Female voters showed overwhelming support for the NDC, with 82.6 percent casting their votes for the party, compared to 68.5 percent of male voters. While the NPP received only 17.4 percent of the female vote, it garnered a slightly higher 30.8 percent among males. Votes for other presidential candidates were negligible, with just 0.7 percent of males and none of the females' selecting alternatives. The notably high female support for the NDC reflects both regional loyalty and possible gendered trust in the party's candidate, who hails from the area.

2. Age and Voting Behaviour

Across all age brackets, the NDC maintained a strong lead, particularly among older voters. The 56–60 age group had the highest support for the NDC (85.7 percent), closely followed by the 46–50 (85 percent) and 41–45 (82.1 percent) groups. Younger voters also leaned heavily toward the NDC, with 77.8 percent of the 18–24 group supporting the party, although NPP made modest inroads among the 25–30 (26.7 percent) and 31–35 (31.1 percent) groups. The only parity came from voters aged 61 and above, where both major parties received 50 percent support.

3. Religion and Voting Behaviour

Despite the NPP fielding a Muslim candidate, religious affiliation did not translate into overwhelming support in the Muslim-majority Savannah Region. The NDC performed strongly among both Christians and Muslims, receiving 74.7 percent and 74.9 percent of their votes respectively. Even among the questioned traditionalists, NDC. This suggests that political loyalty in the Savannah Region transcends religious affiliation and is shaped more by regional identity and economic considerations.

4. Ethnicity and Voting Behaviour

The ethnic composition of the Savannah Region further cemented the NDC's dominance. The Guan, Mole-Dagomba, and Akan communities all gave overwhelming support to the NDC, with 75.3 percent, 72.4 percent, and 75 percent respectively voting for the party. The Ga-Dangme and Mande ethnic groups showed a resounding support for the NDC.

5. Educational Level and Voting Behaviour

Educational attainment did not diminish support for the NDC in the Savannah Region. Voters with no formal education, primary, JHS, vocational/technical, and even university degrees all leaned heavily toward the NDC. The highest levels of loyalty were seen among non-formally educated and JHS-educated voters (85 percent). Even among university graduates, NDC maintained a 65.1 percent lead.

This cross-educational support underscores the personal influence and legacy of the NDC candidate in the region.

6. Profession and Voting Behaviour

Occupational groups in the Savannah Region also showed strong preference for the NDC. Farmers and fishermen, who form the bulk of the population, gave 71.4 percent of their votes to the NDC. The party also performed exceptionally well among traders (85.1 percent), civil servants (76.9 percent), and students (77.3 percent). Even among teachers and public servants, the NDC maintained leads. Only among artisans did the NPP outperform the NDC, with 66.7 percent support. These figures indicate a broad occupational base for the NDC, with only limited NPP traction among technical trades.

7. Employment Status and Voting Behaviour

Among all employment categories in the Savannah Region, the NDC was the dominant choice. Self-employed individuals in both informal (78.3 percent) and formal (78.1 percent) sectors voted decisively for the party. Among employed voters, 67.3 percent chose the NDC, and 76.7 percent of unemployed voters also sided with the NDC. Even among retirees, NDC maintained a lead at 57.1 percent. This widespread backing reflects deep-rooted regional affiliation and possibly a sense of economic marginalization that translates into support for the opposition.

Conclusion

The Savannah Region, the home region of President John Dramani Mahama, delivered a resounding endorsement of the NDC, with overwhelming support across virtually all demographic and socio-economic categories. Women, older voters, and ethnic groups such as Mole-Dagomba, Guan, and Akan showed particularly high levels of loyalty, while even Muslim voters—despite the NPP fielding a Muslim candidate—favoured the NDC. Educational attainment had little impact on the party's dominance, as support remained strong from non-formal learners to university graduates. Professionally, the NDC led across farmers, traders, civil servants, and students, with artisans representing the only group leaning NPP. This cross-cutting backing reflects not only the NDC's deep regional roots but also widespread identification with its candidate and policies. The region remains a core stronghold for the party, shaped by historical loyalty, socio-economic needs, and a strong sense of political identity.

UPPER EAST REGION



Upper East Region

1. Gender and Voting Behaviour

The data from the Upper East Region reveals a significant gender-based leaning toward the National Democratic Congress (NDC) in the 2024 presidential elections. Among female respondents, an overwhelming 88.9 percent voted for the NDC, while only 11.1 percent supported the New Patriotic Party (NPP). This pattern is almost identical among male voters, where 88.3 percent cast their vote for the NDC and 11.7 percent for the NPP. The gender parity in political preference is notable, suggesting that in this region, both men and women were equally inclined to support the NDC, with little variation between the sexes. The dominance of the NDC among female voters is especially pronounced and likely influenced by socio-economic policies that resonated with women in the region.

2. Age and Voting Behaviour

Across all age brackets in the Upper East Region, the survey data shows consistent and overwhelming support for the NDC. Among young voters aged 18–24, over 80 percent backed the NDC, indicating a strong foothold of the party among first-time and younger voters. This level of support continued with the 25–30 and 31–35 age groups, each demonstrating a clear preference for the NDC. In the 41–45 age bracket, 82.9 percent of voters opted for the NDC, with only 17.1 percent supporting the NPP. This trend of consistent NDC dominance across age groups suggests that the party's appeal in the Upper East Region is both wide and deep, transcending generational lines. Older voters, traditionally seen as more conservative or stable in their voting patterns, did not differ significantly from the youth in their support for the NDC. This uniformity may be attributed to long-standing political loyalties in the region, as well as local perceptions of party effectiveness in addressing regional needs.

3. Religion and Voting Behaviour

Religious affiliation in the Upper East Region was a strong predictor of political preference, with the National Democratic Congress (NDC) maintaining a commanding lead across all major religious groups. Among Christian respondents, 87.2 percent reported voting for the NDC, while just 12.5 percent supported the NPP. This suggests that Christian voters in the region overwhelmingly favoured the NDC, possibly influenced by the party's historical alignment with social welfare and community development values that resonate with many Christian congregations. Among Muslim voters, the NDC also held a majority, though by a smaller margin. Approximately 74.2 percent of Muslims surveyed voted for the NDC, compared to 25.8 percent for the NPP. While this reflects continued NDC strength, the NPP made relatively better inroads among Muslim voters than among Christians, possibly due to religious representation on their presidential ticket or targeted regional

policies. Those who identified as belonging to Traditional or other religions also predominantly supported the NDC, reinforcing the broad-based religious support the party enjoys in the Upper East. These findings reflect a religiously unified voting landscape favouring the NDC, with only slight variation in the level of support among different faith communities.

4. Ethnicity and Voting Behaviour

Ethnic background also played a crucial role in shaping political allegiances in the Upper East. The region's diverse ethnic composition includes Mole-Dagomba, Guan, Grusi, and a variety of smaller groups captured under "Others" in the survey. The NDC swept across all of these groups. Among the Mole-Dagomba, 85 percent voted for the NDC, indicating a strong ethnic loyalty or satisfaction with the party's representation and policies. The Guan ethnic group followed a similar pattern, with 87.2 percent voting for the NDC and only a minor share going to the NPP. The Grusi group, although smaller in sample size, was strongly in favour of the NDC, with almost all of the respondents indicating their support for the party. This remarkable unanimity highlights the entrenched position of the NDC within certain ethnic segments of the region. Even among voters classified under "Others," the NDC maintained a commanding majority. These results suggest that ethnic identity in the Upper East Region strongly correlates with NDC loyalty, and the party's policies or historical presence in the region continue to earn widespread cross-ethnic support.

5. Educational Level and Voting Behaviour

In the Upper East Region, support for the NDC remained dominant across virtually all levels of educational attainment, reflecting deep-rooted party loyalty that transcends educational background. Among voters with no formal education, 91 percent supported the NDC, with only 7.8 percent favouring the NPP. This suggests that the NDC's grassroots mobilization strategies and longstanding ties to rural and less formally educated communities remain effective in the region. Similarly, vast percentage of voters with non-formal or Qur'anic education voted for the NDC, indicating a total sweep among this category. In the secondary school (SHS) category, 82.7 percent of respondents voted for the NDC, with 17.3 percent siding with the NPP. This shows that even among relatively more educated voters, the NDC retained a strong lead, although the NPP gained slightly more traction here compared to lower education levels. For those with post-secondary education, the NDC continued its dominance, while among voters with university degrees, 84.6 percent supported the NDC, and 21.3 percent indicated support for the NPP. The slight uptick in NPP support among degree holders reflects a modest shift but does not significantly undermine the NDC's lead. Interestingly, the only category where the NDC did not claim an outright lead was among voters with Master's or PhD degrees, though specific figures were limited in the survey. This exception suggests a possible pattern seen in other regions as well, where a small number of highly educated individuals show increased openness to the NPP or third-party candidates. Overall, the data

affirms that in the Upper East Region, educational attainment does not significantly weaken the NDC's voter base, even as the NPP gains slight ground among university-educated voters.

6. Profession and Voting Behaviour

The findings for voting patterns by profession show that 90.3 percent of artisans in the region voted for the NDC, while some 88.1 percent of farmers/fishermen voted for the NDC. Among the surveyed voters who are teachers, 84.6 percent voted for the NDC and 15.4 percent for the NPP. The results also show that the majority of voters who are public servants voted for the NDC (86.7 percent) rather than the NPP (13.3 percent) in the region. 33.3 percent of voters that work in the private sector indicated they voted for the NPP, while 66.7 percent voted for the NDC in the 2024 elections.

7. Employment Status and Voting Behaviour

In terms of employment status, the majority of the unemployed voters in the region voted for the NDC; they constituted about 89.3 percent of the surveyed voters. Some 75 percent of voters that identified as self-employed indicated they voted for the NDC, while 25 percent voted for the NPP. 84.8 percent of voters who identified as employed in the Upper East Region voted for the NDC.

Conclusion

The Upper East Region emerged as one of the strongest bastions of NDC support in the 2024 elections, with near-uniform backing across gender, age, religion, ethnicity, and education. Both male and female voters overwhelmingly supported the NDC, and this trend held steady across all age groups, from youth to elderly. The party also dominated among Christians, Muslims, and traditionalists alike, underscoring its broad religious appeal. Ethnic diversity in the region did not translate into political fragmentation, as the NDC led decisively among Mole-Dagomba, Guan, Grusi, and other minority groups. Even among voters with higher education levels, the NDC maintained a solid lead, with only slight inroads made by the NPP among degree holders. The region's voting patterns reflect deeply rooted loyalty to the NDC, likely driven by longstanding party presence, grassroots mobilisation, and perceived responsiveness to regional needs.

UPPER WEST REGION



Upper West Region

1. Gender and Voting Behaviour

In the Upper West Region, gendered voting preferences strongly favoured the National Democratic Congress (NDC). Among female respondents, 75.3 percent voted for the NDC, compared to 22.8 percent for the New Patriotic Party (NPP), with a small remainder aligning with other parties. A similar trend was observed among male voters, the majority (70.8 percent) of whom also chose the NDC. This dominance among both men and women reinforces the strong regional presence and appeal of the NDC in Upper West.

2. Age and Voting Behaviour

Voters across all age brackets in the Upper West Region demonstrated a preference for the NDC. Among the youngest age group (18–24 years), 62.5 percent supported the NDC, while 34.8 percent supported the NPP. The support for the NDC rose significantly among the 25–30 age group (73.4 percent), with a concurrent decline in NPP support to 25 percent. Among those aged 31–35, 77.4 percent backed the NDC compared to 30.4 percent for the NPP. This upward trend in NDC support continued across older age categories, clearly indicating the party's broad generational appeal.

3. Religion and Voting Behaviour

Religious affiliation in the Upper West Region did not alter the prevailing support for the NDC. Among Christians, 71.4 percent voted for the NDC, with 25 percent for the NPP. Among Muslims, support for the NDC was even stronger at 74.4 percent, while the NPP garnered 24.2 percent. These figures reflect a consistent pattern of cross-religious support for the NDC, undermining any assumption that religion plays a significant divisive role in voting in this region.

4. Ethnicity and Voting Behaviour

Ethnic background played a notable role in the voting outcomes. The Ewe community in the Upper West Region unanimously supported the NDC. The Akan vote was evenly split between the NDC and NPP. Among Guan voters, 80 percent voted for the NDC, while only 17 percent supported the NPP. Mole-Dagomba voters also favoured the NDC. Interestingly, the Mande group showed stronger support for the NPP, marking one of the few ethnic groups where the NPP had the upper hand.

5. Educational Level and Voting Behaviour

Educational attainment did not alter the dominance of the NDC in the Upper West Region. Among secondary school-educated voters, 74.4 percent voted for the NDC and 23.3 percent for the NPP. Post-secondary voters reflected a similar trend. University degree holders, as well as those with

Masters and PhDs, also leaned more towards the NDC. Additionally, 70 percent of voters with non-formal or Qur'anic education chose the NDC, affirming the party's appeal across educational strata.

6. Profession and Voting Behaviour

Professional background had minimal impact on the prevailing trend. Among teachers, 74.3 percent supported the NDC. Similarly, 70.8 percent of public servants, 68 percent of students and apprentices, and 69.6 percent of farmers and fishermen voted for the NDC. Traders showed the strongest preference, with 79.7 percent voting NDC. Across all professional categories, the NDC led convincingly.

7. Employment Status and Voting Behaviour

Most voters (50 percent) in the self-employed (formal) category voted for the NPP in the 2024 elections. Those in the self-employed (informal) category, however, voted for the NDC (69,5 percent). Support for the NDC was also strong with respondents who identified as employed (75 percent) or unemployed (74,5 percent). The strongest support for NCD could be found amongst retired respondents; here, 90 percent stated that they voted for NDC in the 2024 elections.

Conclusion

The Upper West Region delivered a decisive victory for the NDC, with dominant support across gender, age, religion, ethnicity, education, and profession. Women and men alike showed overwhelming preference for the NDC, and the party's support increased steadily with age, suggesting deep generational loyalty. Religious affiliation had little impact on this trend, as both Christian and Muslim voters favoured the NDC by wide margins. Ethnic groups, including Ewe, Guan, and Mole-Dagomba, strongly backed the NDC, with only the Mande community showing stronger support for the NPP. Educational and professional backgrounds did not weaken the NDC's dominance; even highly educated and professional voters aligned with the party. While the NPP gained some traction among formally self-employed individuals, the NDC's sweeping appeal across informal sector workers, students, traders, and public servants underscores its entrenched popularity in the region.

VOLTA REGION



Volta Region

1. Gender and Voting Behaviour

Among both male and female voters in the Volta Region, the NDC secured dominant support. Out of 411 male voters surveyed, 86.1 percent voted for the NDC, while only 12.2 percent supported the NPP. A small fraction (1.7 percent) backed other parties. Among female voters, support for the NDC was even more pronounced, with 93.2 percent voting for the party, while the NPP received just 5 percent. A small percentage (1.8 percent) of female voters supported other parties. This pattern reveals that while both men and women overwhelmingly favoured the NDC, women displayed an even higher level of loyalty. The NPP received relatively more support from men than women, but its overall vote share remained low across both groups.

2. Age and Voting Behaviour

The NDC enjoyed strong support across all age categories in the Volta Region. The lowest level of support for the NDC came from the youngest voters aged 18–24, with 78.7 percent voting for the party. Interestingly, this age group also showed the highest percentage (11.5 percent) for alternative parties, suggesting a slightly more diverse political outlook among the youth. Support for the NDC peaked among voters aged 36–40, with 95.5 percent backing the party. The 25–30 age group gave the NDC 89.8 percent support, while the 46–50 group was the most favourable to the NPP (14.7 percent), although still heavily leaning toward the NDC. The oldest voters (61+) gave the NDC 95.7 percent, making them the second most loyal group after those aged 36–40. Overall, the NDC dominated across all age groups, with a slight dip in the youngest cohort and modest gains for the NPP among voters aged 46–50.

3. Religion and Voting Behaviour

Religious affiliation had minimal effect on voting behaviour in the Volta Region, as all religious groups overwhelmingly supported the NDC. Among Christians—the largest religious group—89.4 percent voted for the NDC, while 8.5 percent supported the NPP. Muslim voters showed even stronger backing for the NDC at 91.5 percent, with the NPP receiving 8.4 percent. Traditional and other religious adherents were the most loyal to the NDC, with 93.2 percent of them voting for the party. Only Christian voters showed any meaningful support for third-party candidates (2 percent). The results indicate a uniformly strong preference for the NDC across religious lines, with only minor variation.

4. Ethnicity and Voting Behaviour

Ethnic identity in the Volta Region appears to strongly correlate with support for the NDC. The party received overwhelming support from voters in the Grusi, Mande, Gurma, and other minority ethnic groups. Among the Ewe—the dominant ethnic group in the region—NDC support remained overwhelming as well. The NPP performed best among Akan voters, receiving 63.6 percent of their votes, making this the only ethnic group in the region where the party performed well. Guan voters supported the NDC (with only 6.3 percent voting for other parties), while Mole-Dagomba voters also leaned heavily toward the NDC. In summary, the NDC retained a near-monopoly on ethnic support in the Volta Region, with the Akan group providing the only meaningful support to the NPP.

5. Educational Level and Voting Behaviour

The NDC maintained majority support across all educational levels. Voters with no education overwhelmingly backed the NDC (98.5 percent), while only 1.5 percent supported the NPP. Among those with primary and JHS/Middle School education, the NDC received over 92 percent of the vote. As education levels rose, support for the NPP increased slightly. Secondary/Vocational education holders gave the NDC 85.5 percent and the NPP 11.6 percent. Post-secondary education respondents gave 83.9 percent to the NDC and 14.4 percent to the NPP. Among university graduates, the NDC received 86.7 percent, and the NPP received 13.3 percent. Voters with postgraduate degrees showed the highest support for the NPP (25 percent), though the NDC still held a clear majority (75 percent). These results suggest a minor trend of increasing NPP support with higher education, but the NDC still remained dominant even among the most educated voters.

6. Profession and Voting Behaviour

The professional profile of respondents further reinforced the NDC's dominance in the Volta Region. Farmers and fishermen gave the party 91.9 percent of their votes. Traders (90.9 percent), teachers (86.5 percent), artisans (90.5 percent), and students/apprentices (86.9 percent) all strongly favoured the NDC. Civil servants and individuals in “other professions” unanimously supported the NDC. Public servants were the only group where the NPP showed some competitiveness, garnering 20.8 percent compared to the NDC's 79.2 percent. Across professions, the NDC maintained a commanding lead, with only modest inroads made by the NPP among public servants and private sector workers.

7. Employment Status and Voting Behaviour

Employment status was another factor favouring the NDC. Among self-employed individuals in the formal sector, 87.5 percent supported the NDC and 12.5 percent supported the NPP. Informal self-employed voters—by far the largest segment—backed the NDC at 92.7 percent, with only 5.3

percent supporting the NPP. Employed respondents gave 87.7 percent of their votes to the NDC, and 12.3 percent to the NPP. Among unemployed voters, 85 percent backed the NDC, 11.7 percent supported the NPP, and 3.3 percent voted for other parties. Retirees overwhelmingly supported the NDC (95.7 percent). These results reinforce the perception that economic precarity and informal labour correlate with high levels of support for the NDC, while formal employment status shows a slightly more balanced—but still strongly NDC-leaning—trend.

Conclusion

The Volta Region reaffirmed its role as one of the NDC's most loyal electoral bases in the 2024 elections, delivering overwhelming support across all demographic groups. Both men and women backed the NDC by wide margins, with women displaying especially strong loyalty. The party led decisively across all age cohorts, religious affiliations, and educational levels, with only slight increases in NPP support among highly educated and middle-aged voters. Ethnically, the NDC maintained a near-total monopoly, with the Akan group being the only demographic to favour the NPP. Professionally and by employment status, the NDC commanded dominant support across farmers, traders, students, and both formal and informal sector workers. The results highlight the party's deep historical roots and cross-sectional appeal in the region, making Volta a political stronghold where alternative parties, including the NPP, continue to face steep structural challenges.



WESTERN REGION



Western Region

1. Gender and Voting Behaviour

In the Western Region, gender-based voting patterns revealed a strong preference for the National Democratic Congress (NDC) across both male and female respondents. Among males, 61.9 percent supported the NDC while 30.5 percent backed the New Patriotic Party (NPP). Female respondents followed a similar trend, with 60.7 percent favouring the NDC and 33.4 percent supporting the NPP. The margin of difference between genders was narrow, although the NPP performed slightly better among women. Both genders showed limited inclination toward alternative political parties, with less than 8 percent of respondents across the board supporting other options.

2. Age and Voting Behaviour

Age-wise, the data revealed a generational divide in political preferences. The youngest voters (18–24 years) showed among the lowest levels of support for the NDC (52.7 percent) but also had the highest proportion of support for smaller parties (16.4 percent). The NPP maintained 30.9 percent support within this group. NDC support peaked among those aged 25–40, with 66 percent of the 25–30 group and 64.4 percent of the 36–40 group backing the party. Among older respondents (51–60 years), the race became more competitive. In the 56–60 group, NPP support climbed to 48.1 percent, suggesting shifting alignments in older age brackets.

3. Religion and Voting Behaviour

Among Christians, who make up the majority in the Western Region, 59.4 percent voted for the NDC, while 33.7 percent backed the NPP. Muslim respondents showed even stronger support for the NDC at 68.9 percent, with the NPP receiving 26.7 percent. Traditionalists and adherents of other faiths also leaned heavily toward the NDC (68.3 percent), while only 22.2 percent opted for the NPP. This consistent trend across religious groups underscores the broad appeal of the NDC across faith lines.

4. Ethnicity and Voting Behaviour

Akan respondents, the dominant ethnic group in the region, leaned toward the NDC (58.7 percent), though they also offered the NPP a relatively strong base at 34 percent. Mole-Dagomba (64.8 percent), Guan (66.7 percent), and Ewe (84.3 percent) communities showed stronger NDC preferences, with the Ewe group displaying the highest support. The Ga-Dangme respondents offered 39.3 percent support to the NPP, while the Mande group backed the NDC by 75 percent. The Gurma group was more diverse, with 20 percent voting for other parties. The Grusi were evenly split,

and the ethnic group labelled “other” showed a strong preference for the NPP, marking one of the few instances where the party led.

5. Educational Level and Voting Behaviour

The NDC secured dominant support among respondents with lower educational backgrounds. Among those with no formal education, 73.1 percent backed the NDC and only 13.5 percent supported the NPP. The NDC's appeal was strongest among non-formally educated respondents, where it received 81.8 percent support. However, even among university graduates, the NDC maintained a lead (60.2 percent), with the NPP garnering 33.3 percent. Support for the NDC increased further among holders of master's and PhD degrees, rising to 76.5 percent.

6. Profession and Voting Behaviour

Professionally, voters from informal sectors leaned toward the NDC. Farmers and fishermen recorded 71.6 percent support for the NDC. Traders also showed a similar trend, with 59.8 percent for the NDC and 34.3 percent for the NPP. Artisans and private-sector workers exhibited moderate NDC support at 55.8 percent. Civil servants were evenly split, with both NDC and NPP receiving 50 percent support. Among students and apprentices, NDC support was high at 69.2 percent, reflecting the party's popularity with younger demographics. The data showed a relatively strong support for third parties among respondents who identified as “Other” (12 percent) or stated that they have no profession (18.7 percent).

7. Employment Status and Voting Preferences

Employment status offered further insights into voter preferences. Among the self-employed in the informal sector, 60.6 percent supported the NDC, and 32.2 percent supported the NPP, while 7.2 percent voted for other parties. Formally employed individuals showed similar patterns, with 63.2 percent of votes for the NDC, 31.4 percent for the NPP and 5.4 percent for other parties. The unemployed also leaned toward the NDC (63.1 percent). Retirees demonstrated a more balanced pattern, with 55.6 percent for the NDC, 33.3 percent for the NPP and 11.1 percent for other parties. Notably, formal-sector self-employed respondents showed the highest NPP support (39.6 percent) while 54.7 percent still leaned toward the NDC.

Conclusion

The Western Region showed clear but moderately competitive support for the NDC in the 2024 elections, with the party leading across most demographic and socio-economic categories. Both men

and women favoured the NDC, though the NPP performed slightly better among female voters. Age-wise, the NDC peaked in support among middle-aged voters, while the youngest and oldest cohorts showed more varied preferences, with the NPP gaining strength in the 51–60 age group. The NDC led consistently across all religious affiliations and maintained strong support among ethnic groups such as Ewe, Mole-Dagomba, and Guan. Akan voters remained more divided, offering the NPP a notable share of the vote. Educational attainment did not significantly weaken the NDC's appeal, with the party outperforming the NPP even among university and postgraduate degree holders. Professionally, the NDC dominated informal and agricultural sectors, while civil servants were evenly split. Employment status reinforced the NDC's broad appeal, though formal-sector self-employed and retirees showed greater openness to the NPP and third parties. Overall, while the NDC held the upper hand, the Western Region presented a more competitive political landscape than many other regions.

WESTERN NORTH REGION



Western North Region

1. Gender and Voting Behaviour

In the Western North Region, gender differences slightly influenced voting preferences. Among male respondents, 82.6 percent voted for the NDC, while 16.9 percent chose the NPP and a negligible 0.5 percent supported other candidates. Female voters were marginally less supportive of the NDC (77.5 percent), with 22.5 percent backing the NPP and none voting for alternative parties. The data suggests broad-based support for the NDC across both genders, though female voters showed slightly more openness to the NPP than their male counterparts.

2. Age and Voting Behaviour

The NDC enjoyed strong support across all age groups in the region. The 18–24 cohort demonstrated overwhelming backing with 94.1 percent voting NDC. This dominance remained consistent among ages 25–30 (81 percent), 31–35 (79.6 percent), 36–40 (77.8 percent), and 41–45 (84.6 percent). Support dipped slightly in the 46–50 (75.8 percent) and 51–55 (78.6 percent) groups, and more noticeably among 56–60-year-olds, where only 60 percent voted NDC versus 40 percent NPP. Among those 61 and above, NDC support stood at 75 percent, maintaining majority appeal even among older voters.

3. Religion and Voting Behaviour

Religious affiliation showed little divergence in voting behaviour. Christians supported the NDC at 79.7 percent, Muslims at 79.5 percent, and adherents of Traditional/Other religions at a commanding 91.7 percent. The NPP's support remained near identical among Christians (20.1 percent) and Muslims (20.5 percent) but was much lower among traditionalists (8.3 percent). Religion in this region does not appear to significantly shift political loyalty.

4. Ethnic Group and Voting Behaviour

A widespread NDC preference was observable in all ethnic groups. The Akan (79.6 percent), Mole-Dagomba (90.3 percent), and Guans (85.2 percent) strongly favoured the NDC. Ethnic groups such as Ga-Dangme, Grusi, and some "Other" groups voted unanimously for the NDC (100 percent each). Ewes (60 percent) and Mande (75 percent) showed somewhat more support for the NPP but still favoured the NDC overall. Notably, the Gurma were the only ethnic group to vote 100 percent for the NPP.

5. Level of Education and Voting Behaviour

Educational attainment did not weaken NDC's support. Among voters with no formal education and non-formal/Qu'ranic education, the NDC garnered a lot of support. NDC dominance remained robust among those with primary (85.1 percent), JHS/Middle (82.4 percent), secondary/vocational (69.5 percent), and post-secondary education (73.7 percent). Interestingly, university degree holders also strongly supported the NDC (86.4 percent), and among those with Masters/PhD, NDC support showed similar support.

6. Profession and Voting Behaviour

Professionally, the NDC dominated across most occupations. The highest support came from civil servants, farmers/fishermen (89.9 percent), and private sector workers (90.9 percent). Support was also strong among traders (77.3 percent), teachers (70.6 percent), students/apprentices (73.3 percent), and even those with no profession (72.7 percent). Artisans (75 percent) and public servants (66.7 percent) also leaned NDC, though the latter showed higher NPP traction (33.3 percent). Notably, "other professions not stated" leaned slightly toward the NPP (55.6 percent), showing rare occupational divergence.

7. Employment Status and Voting Behaviour

Across employment types, the NDC maintained a clear lead. Unemployed respondents favoured the NDC (73.5 percent), as did those retired (66.7 percent), self-employed in formal (75 percent) and informal (81.2 percent) sectors, and formally employed (76.9 percent). These consistent figures indicate a broad sense of trust in the NDC regardless of income source or work status.

Conclusion

The Western North Region demonstrated solid and consistent support for the NDC in the 2024 elections, with the party leading across virtually all demographic, religious, educational, and occupational lines. While female voters and some older age groups showed slightly more openness to the NPP, the NDC maintained a clear majority across both genders and every age bracket. Religious and ethnic affiliation had minimal impact on party preference, with the NDC performing strongly across Christian, Muslim, and Traditionalist communities, and commanding loyalty from nearly all ethnic groups. The NDC's dominance also extended across all education levels, including among them the most highly educated. Professionally and by employment status, the party maintained wide appeal, with only marginal gains for the NPP among specific groups like public servants and undefined professions. Overall, the region reinforced its status as an NDC stronghold, marked by deeply rooted, broad-based electoral loyalty.

