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PRESS RELEASE

SURVEY AHEAD OF NPP FLAGBEARER PRIMARIES SHOWS CLEAR FRONT-RUNNER AND STRONG EXPECTATIONS FOR COMPETENT, ETHICAL LEADERSHIP

The Konrad Adenauer Stiftung (KAS) Ghana has conducted an extensive survey among more than 18,000 respondents to understand **expectations and preferences ahead of the January 2026 NPP Presidential Primaries**. The findings highlight a strong desire for competence, experience, and development-oriented leadership, as well as **clear frontrunners among potential Flagbearers**.

The survey, which **includes the responses of over 5,000 NPP delegates and more than 13,000 citizens (non-delegates)**, reflects a highly inclusive and diverse national sample with strong representation across all age groups (core ages between 26–55), across urban, peri-urban, and rural areas (41% rural), different educational and employment backgrounds, religions (Christian 74%, Muslim 22%) and across all ethnic groups. **These demographics ensure that the results reflect the views of a wide cross-section of Ghanaian society**. Data collection took place between 15th Nov and 10th Dec 2025.

KEY FINDINGS:

1. What qualities and strengths do citizens (delegates and non-delegates) want to see in the next NPP flagbearer?

Across all respondents, the top expectations are: **Competence** (largest factor at 24.9%), **Experience** (20.3%), **Vision** (16.9%), **Accessibility** (also at the grassroots level) (14.1%) and **Charisma** (8.5%). **Identity factors such as age, gender, religion, or tribe collectively account for less than 1% of responses.**

2. Which personalities possess the required leadership qualities?

Delegates: Dr Mahamudu Bawumia – 69.7%; Hon. Kennedy Agyapong – 22.5%; Dr Bryan Acheampong – 6.0%; Others – <1% each

Non-delegates: Dr Mahamudu Bawumia – 52.9%; Hon. Kennedy Agyapong – 31.2%; Dr Bryan Acheampong – 7.9%; Others – small single digits

Across both groups, **Mahamudu Bawumia is viewed as the political figure who most clearly represents the preferred leadership qualities**, though Kennedy Agyapong enjoys a stronger popularity among non-delegates.

3. Who is best suited to be flagbearer?

Delegates: Dr Mahamudu Bawumia – 67.8%; Hon. Kennedy Agyapong – 21.3%;
Dr Bryan Acheampong – 6.6%; Others – < 5%

Non-delegates: Dr Mahamudu Bawumia – 50.6%; Hon. Kennedy Agyapong – 29.8%;
Dr Bryan Acheampong – 8.7%; Others – small single digits

Delegates' preferences are decisive: **Bawumia leads by a 3:1 margin**, currently positioning him as the overwhelming favourite if the primaries were held today.

4. Overall interest in the primaries

84.5% of NPP delegates stated they are very interested in the upcoming primaries, while only 37% of citizens (non-delegates) say they are very interested. **91.6% of NPP delegates indicated they are likely or very likely to vote in the primaries**

About Konrad Adenauer Stiftung (KAS):

KAS is a political foundation dedicated to promoting democracy, good governance, and political dialogue around the world. This survey is part of our commitment to providing evidence-based insights into Ghana's democratic processes and political debate.

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