



WHO WINS ELECTIONS 2024?

EVIDENCE FROM SCIENCE AND DATA



ENDLINE REPORT ON 276 CONSTITUENCIES IN GHANA

(November 21st, 2024, Accra-Ghana)



Press Release

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INTRODUCTION

Ladies and Gentlemen of the Press, Good Afternoon.

This is the 6th of such face-to-face press engagements since 2014 when I took interest in elections in Ghana. As has been the norm, I try to present my elections research findings before the Press so we all can engage and build some understanding into the design, analyses and findings for onward education and dissemination to concerned stakeholders and the public while I shared reports via your resourceful online platforms on occasions where we couldn't meet in-person.

Let me emphasize that, I do elections research for two reasons.

1. To provide the urgently needed 3rd party feedback to political actors who mostly may be engulfed in campaigning and voter mobilization.
2. To demonstrate that politics has in recent times become more scientific than operational / business-as-usual. And that, a suggestion by anyone to ignore science and data in every electioneering endeavor is fictitious absurdity and ill-informed.

It was with this same motivation I predicted a first round victory of 51.4% for NPP and a widespread Skirt-and Blouse situation in elections 2020 (<https://www.myjoyonline.com/kstu-research-centre/projects-at-least-51-4-percent-victory-for-npp/>). To my surprise, many direct stakeholders ignored my research report blatantly and went about their politics without strategic direction until reality fell at their doors exactly as predicted.

My personality came under a more intense attack when against the popularity of one of the aspirants in a regional contest, my findings after weeks of grassroot investigations, predicted a win for the less popular candidate (<https://3news.com/featured/a-r-npp-elections-kstu-researcher-predicts-57-8-win-for-wontumi/>).



However, for all its limitations, elections research produces better information about what people think, feel and want than any alternative politicians may prefer.

“Without quality data, you’re just another person with an opinion”

– W. Edwards Deming

Perhaps the only reason why Politicians resist elections research in Ghana is because it has the tendency of frightening them and put them on their toes. Other than that, polls are not plebiscites, so let’s encourage voters to participate in polls. It makes the political process more gratifying, challenging and thought-provoking.

Once again, I welcome you all to this engagement.

ELEMENTS OF QUALITY ELECTIONS RESEARCH

Because of the proliferation of polls in recent times, some of which are strangely released weekly here in Ghana, I wish to clarify few elements of a quality research for easy identification.

1. Desk / Literature review to support **HETEROGINEITY vs. HOMOGINIETY** assumptions

Yes, censuses are largely non-achievable, so sample voters may be used mostly in elections research. However, before sampling is discussed, a researcher seeking to do quality elections research must demonstrate understanding of the underlying heterogeneity of voters in Ghana. We should appreciate the many sources of difference among the voting population caused by language, tradition and culture, chieftaincy, political history, migration, religion etc. This understanding shall form a sound basis for such assumptions upon which quality research may commence.



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EVIDENCE FROM SCIENCE AND DATA

2. The Sample [Sample Size, Sample Techniques, Sample representation]

Many researchers still have a weak understanding of the concept of Population Specific Sampling (PSS). Some assume that sampling is simply selecting part of the population and that the only caution is in respect of the representativeness of the sample.

They forget that *their haphazard sampling alone takes away the very foundation upon which the principle of representativeness would sit.*

I have come across a researcher who disagrees with me when I say, *“The size of a heterogeneous population determines the minimum sample size required for any quality research in that population”.*

The level of vehemence in such disagreement alone made me sad. What it means is that such researchers have trivialized the very deep concept of SAMPLING. Such researchers won't appreciate the reasons why we have several sampling techniques for reachable population, not to mention techniques for sampling hard-to-reach populations.

In fact, if any researcher gets a prediction right on such haphazardness, it will only be due to luck and not based on sound scientific design techniques.

3. Generalizability

Sampling is a simple process of selecting a representative part of the population for a research study, with the intention of superimposing / inferring findings onto the population. The concept of sampling is strictly protected and guarded by some relevant statistical laws and assumption for generalization.



All sampling procedures that disregard these laws in an inferential process may produce results, but such results are defective, unreliable and unstable ab-initio.

The Applicable Laws / Assumptions for generalizability

1. **Central Limits Theorem:** If you take a sufficiently large sample from a population, the samples' means will be normally distributed, even if the population is not normally distributed. *Key elements include successive sampling from a population, increasing sample size and Population distribution.*

CLT gives an idea of how much an increase in sample size leads to a reduction in sampling error. It helps us determine an appropriate precision level (margin of error) for statistical inference.

2. **Law of Statistical Regularity:** If a sample is selected at random (reasonable modality / basis) from a population, it is likely to possess the exact characteristics of that population.
3. **Law of Inertia of Large samples:** A larger sample size produces a more accurate result.

It is therefore not enough to have a good sample size, but to have as large a sample size as possible, drawn from sub-samples of the population to enhance the needed element of representation.



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RESEARCH DESIGN

In this endline study, 100,059 responses were taken out of which a total of 99,355 elevated sample views have been analyzed from all 276 constituencies in all 16 regions in Ghana. Data collection was conducted face-to-face by well-trained enumerators using CAPI forms.

NOTE THAT: of the methods of questionnaire administration, In-person (face-to-face) is the most recommended if a researcher is interested in data quality. In-person affords you a cue of the environmental effect, body language information and other vital details that improve the quality of data meant for analysis.

GPS locations and pictures of striking landmarks were taken as part of the enumeration from all communities. The duration of the enumeration was from 14th October to 17th November 2024.

Population	=	18,807,954
Sample Size	=	99,355
Number of Communities	=	4,272
Research Design	=	51st percentile



(Who can identify the location (community and constituency) of this notice????)



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DEMOGRAPHICS

Gender	Frequency	Percent
Female	43183	43.5
Male	56172	56.5
Total	99355	100.0

Religious affiliation	Frequency	Percent
Christian	68804	69.3
Muslim	24512	24.7
Other	6039	6.1
Total	99355	100.0

Respondent Category	Frequency	Percent
Artisan	3463	3.5
Chief Farmer	1287	1.3
Clergymen/ religious leaders	866	.9
Commercial Driver	5474	5.5
Community member	20147	20.3
Elected assembly member	739	0.8
Farmer	17678	17.8
Food vendors	8235	8.3
Key businessmen/ owners of major retail stores	8483	8.5
Local Media practitioners & PIC owners/ operators	531	.5
Market Women/ Leaders	4915	4.9
Mining	205	.2
Nurse, Dr./ Health workers	3096	3.1
Pensioner	1428	1.4
Registered youth association member	901	.9
Student	856	.9
Tailors, Dressmakers, Hairdressers & Barbers	10849	10.9
Teachers/ Educational Worker	5696	5.6
Traditions leader	1555	1.6
Known political party activists [NPP]/[NPP]/[AFM]	2951	3.0
Total	99355	100.0

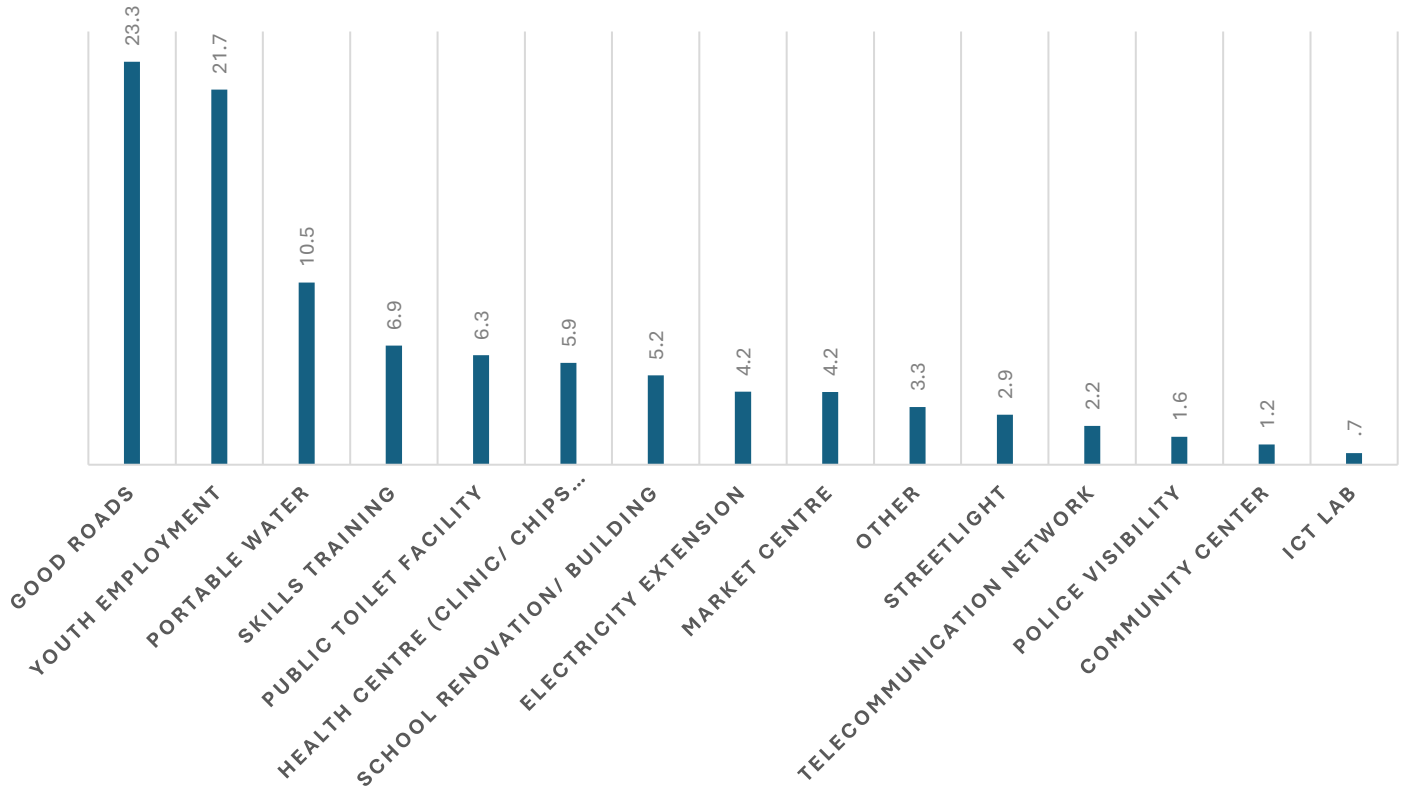


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CONSTITUENCY LEVEL NEEDS - 2024



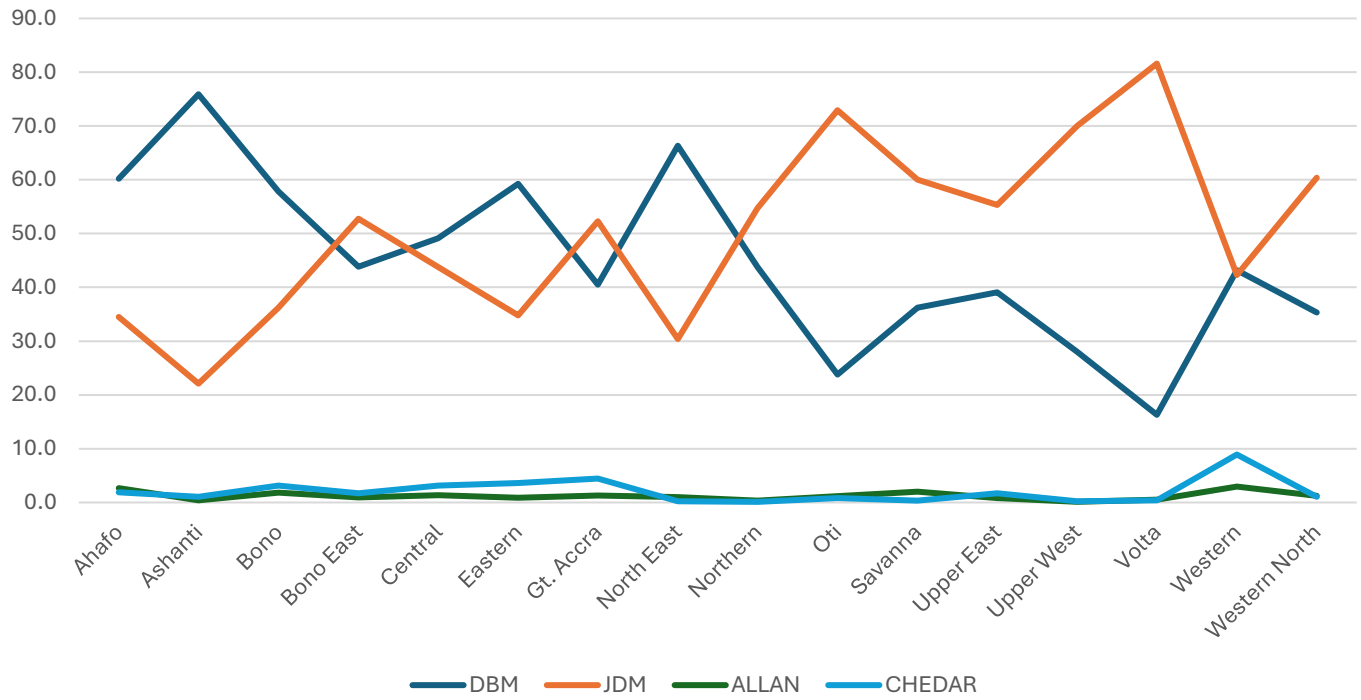


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PROJECTED REGIONAL AVERAGES FOR 2024



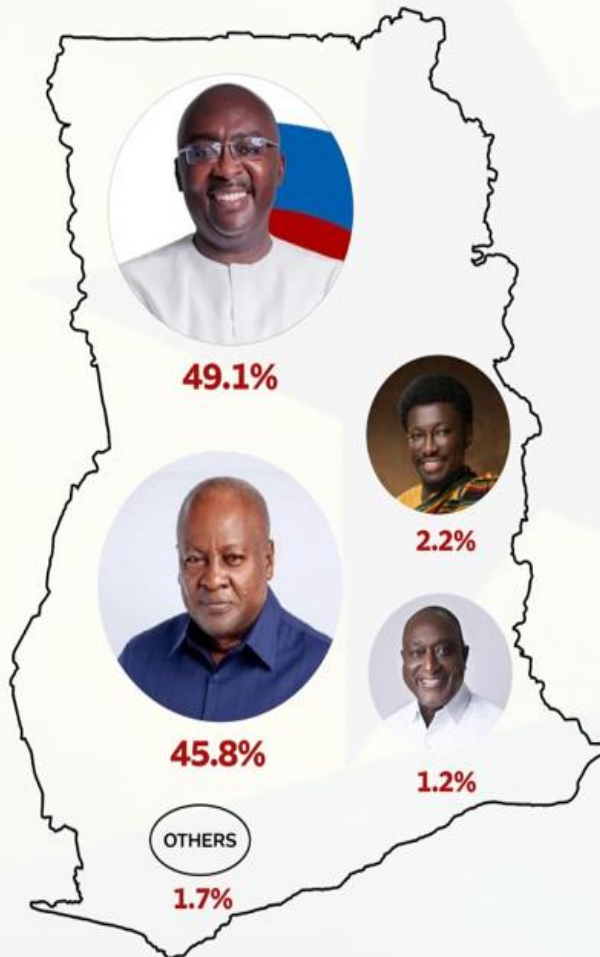
NATIONAL OUTLOOK 4 WEEKS TO ELECTION 2024



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OVERALL PREDICTED PERFORMANCE (SCENARIO 1)



**81.4
TURNOUT**

NB: 2024 estimated turnout

Population = 18,807,954
 Sample Size = 99,355
 Number of Communities = 4,272
 Research Design = 51st percentile

PROJECTED PARLIAMENTARY RESULTS			
NPP	LIKELY NPP	LIKELY NDC	NDC
128	41	15	92

PROFESSOR SMART SARPONG
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TAKE HOME PRESIDENTIAL

- As of November 16th, 2024 (4 weeks to elections), NPPs Dr. Mahamudu Bawumia was in a 49.1% lead, NDCs Mr. John Mahama coming next with 45.8%, followed by Nana Kwame Bediako with 2.2%, and Mr. John Allan Kyeremateng with 1.2%. All other candidates put together obtained 1.7% of the votes.
- It is clear from this report that elections 2024 can be won at the first round by ONLY one of the two leading political parties, with the NPP having a higher chance of clinching a first-round victory.
- Ahafo, Ashanti, Bono, Central, Eastern, North East and Western regions are the leading regions powering the NPPs 49.1% lead.
- Bono East, Greater Accra, Northern, Oti, Savanna, Upper East, Upper West, Volta, and Western North regions are the leading regions powering the NDCs 45.8%.
- In the next 2 weeks to December 7th, political parties should guard against reverse invasion by working hard to consolidate all gains made in leading regions while seeking to improve in other regions.
- If all sleeping party agents and supporters should arise and get involved, there can be a 1-touch victory and spare the nation the stress of organizing a second round of elections.



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TAKE HOME PARLIAMENTARY

- As of November 16th, 2024 (4 weeks to elections), NPPs lead in Parliamentary safe seats with 128 safe seats, followed by the NDCs with 92 safe seats.
- The remaining 56 constituencies are up for a take with NPP and NDC likely to win equal share.
- It is clear from this report that by close of elections 2024, NPP shall secure NOT LESS THAN 148 SEATS in parliament.
- There were 6 competitive independent candidates in Sunyani East, Asanti Akyem Central, Asante Akyem North, La-Dade Kotopong, Suhum and Agona West. None of the 6 competitive independent candidates secured enough votes to earn them the pass mark.
- All 276 constituency seats are winnable, but more energy is required in the 56 tight constituencies for parties who wish to win. List of the 56 and their likely winning party will be shared Only upon request via my email.



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CONCLUDING REMARKS

I want to thank you all for attending this press engagement.

There will surely be a post-election engagement sometime after the elections. Due to the enormity of writing regional and constituency level reports, I have decided to share with the public via my Facebook and YouTube accounts from tomorrow God willing. Please send me an email on sarpongbest@gmail.com as and when the need arises. Many thanks once again. God bless us all.

