

GOODMAN AMC OPINION POLL REPORT: RESULTS FOR JUNE 2016

FOR IMMEDIATE RELEASE: AUGUST 4, 2016

1,644 Ghanaian adult respondents ages 18 and over
Includes 1,052 likely male voters and 592 likely female voters
Margin of error for full sample: ± 2.3 percentage points
Conducted 4th July, 2016 – 13th July, 2016
Weighted by age

Study#4

HIGHLIGHTS

- Akufo-Addo 49%, Mahama 44% in latest Goodman AMC Opinion Poll.
- 68% of respondents feel frustrated by the current power outages.
- Respondents mention the economy (39%), Jobs and unemployment (26%), agriculture (12%), corruption (8%) tops as major challenges facing Ghanaians.
- 77% of respondents support Akufo-Addo's 1-district, 1-factory policy.
- President Mahama's Job Approval Ratings Jumps to 46%.
- 79% of respondents say they are not satisfied with the current subsidies on electricity tariffs.
- Parliament's Approval rating slips to 27%.

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Analysis

Akufo-Addo 49%, Mahama 44% in latest Goodman AMC Opinion Poll

In a race marked by wide gender, age and educational gaps, President John Dramani Mahama and Nana Addo-Dankwa Akufo Addo are running neck and neck in the key presidential opinion polls, according to Goodman AMC Opinion Poll Report. The new poll taken from 4th July, 2016 to 13th July, 2016 shows Akufo-Addo with 49% and Mahama with 44% among likely Ghanaian voters in the race for President in the December 7 elections.

The race for President is in a stalemate, a change from last two months when Akufo-Addo led by 13 percentage points. 49% of likely Ghanaian voters now say they will back Akufo-Addo (a dip of 5 percentage points), while 44% will vote for Mahama (a bump up of 3 percentage points). In May 2016, Akufo-Addo led Mahama 54% to 41%, this was a stronger performance for Mahama than in the March poll, when he ended up far behind Akufo-Addo in the broader field. With less than five months from Election Day, the presidential race between Akufo-Addo and John Mahama, are too close to call.

Goodman AMC's national opinion polling shows the New Patriotic Party (NPP) candidate's lead has narrowed in recent months, falling by 5 percentage points since last month. In other words, it sees the fundamentals of the race as showing a tossup, and reduces Akufo-Addo's previous lead of about 13 percentage points to a projected Election Day win of about 5 percentage points as a result.

Included in the presidential tossup are the Progressive People's Party's (PPP) Papa Kwesi Nduom who garners 6% of the vote, and Ivor Greenstreet of the Convention People's Party (CPP) at 1%. Aside the surprising surge for Greenstreet, the remaining candidates are all trailing in distant zero decimal points.

When respondents were given an option to choose a third party candidate they would ever consider voting for aside Mahama or Akufo-Addo, Papa Kwesi Nduom came out strongest and stood at 71% support followed by Ivor Greenstreet at 15%. Nana Konadu Agyeman Rawlings followed with 9% and Edward Mahama at 5%. Though Nduom happens to be the strongest third party candidate, he has been scoring very low for a third-party candidate in polls when his name is included alongside Mahama and Akufo-Addo. Nduom has averaged 4% support in opinion polls conducted by Goodman AMC since March 2016 till now. His support has not been able to register in the double-digits according to data from Goodman AMC's Opinion Polls.

Being the strongest third party candidate at the moment, a robust campaign from Papa Kwesi Nduom is likely to take more support from Akufo-Addo than Mahama since most of his social intervention policies may overlap with those of Akuffo-Addo's. This might make Nduom a more interesting option for undecided supporters of Akufo-Addo. Nduom's share of the vote could play a decisive role in this year's outcome.

Most likely voters say they have made up their minds about who to support; 82% of Mahama voters and 88% of Akufo-Addo voters say their choice is set. About one in ten of each candidate's supporter say their minds might change before the election.

A gender gap is present. A wide majority of male voters, 59%, support Akufo-Addo while a plurality of women, 64%, is for Mahama. Differences also exist between likely voters with a college degree and those without a college education. A majority of likely voters without a college education, support Mahama. Among likely voters who are college graduates, 47% back Akufo-Addo to 43% for Mahama.

84% of Mahama's supporters say they are very enthusiastic about their candidate while 71% of Akufo-Addo supporters also express this feeling. The high enthusiasm shown by Mahama backers could reflect in a high voter turnout of his supporters as compared to Akufo-Addo's during Election Day.

Also, 93% of likely voters say they will definitely be voting on December 7, while 7% say they probably will. This therefore gives a clear forecast for a high overall voter turnout of electorates this year. Overall, 71% of likely voters have also shown optimism about this year's general election.

On candidate qualities, Mahama beats Akufo-Addo with 59% as the candidate who is humble and has the right temperament to be president. More than six in ten voters, 71%, put greater trust in Mahama as the candidate who will tend to fight for the poor while 63% also choose Akufo-Addo as a well-positioned candidate to rein in the fight of corruption. The national electorate divides about whether Mahama or Akufo-Addo is more trusted when it comes to creation of good jobs.

Though the government might have emerged from several corruption scandals unscathed, 57% of likely voters think President Mahama has not taken forceful efforts to fight corruption in Ghana. While there is no definite link between Mahama's increase in the polls to this fact, he might lose ground to Akufo-Addo on questions which measure moral standards and honesty.

Goodman AMC Opinion Poll underscores the far-reaching challenges facing both Mahama and Akufo-Addo as Election Day approaches. 52% of likely voters believe the suspension of both Paul Awentemi Afoko and Kwabena Agyei Agyepong is likely to affect the NPP's chances of winning power, while 62% say they are very bothered with Akufo-Addo's silence on the derogatory comments passed by Kennedy Agyepong against the Chairperson of the Electoral Commission, Charlotte Osei. Overall, 56% of likely voters also say they agreed on the point that Akufo-Addo had not done enough to unite the NPP.

Looking at Mahama's challenges fully, 89% of those surveyed said the current power cuts is more likely to affect President Mahama's chances of retaining power. "Mahama's ability to suppress this power issue will play a key role (important factor) in deciding whether to vote for him or not," said Isma-il Sulaiman, Managing Partner, Goodman AMC. In addition, more than half of likely voters (55%) also said they believe the current subsidies on electricity tariffs will not increase President Mahama's chances of retaining power.

By contrast:

- 74% have a favourable view of Kwesi Bekoe Amissah-Arthur, 26% have an unfavourable view.
- 83% have a favourable view of Mahamudu Bawumia, 17% have an unfavourable view.
- 62% have a favourable view of Paul Awentemi Afoko, 38% have an unfavourable view.
- 66% have a favourable view of Kwabena Agyei Agyepong, 34% have an unfavourable view.
- 46% have a favourable view of Kennedy Agyepong, 54% have an unfavourable view.
- 74% have a favourable view of Abdul Nasiru Isahaku, 26% have an unfavourable view.

"The driving force behind voters' choices is the positive impressions they have of both Amissah-Arthur and Bawumia. Akufo-Addo's single-digit lead may be due to his slight advantage in how voters perceive Bawumia who has a more positive favourability rating as compared to Amissah-Arthur."

"Paul Afoko and Kwabena Agyepong on the other hand are also enjoying high favourability ratings among likely Ghanaian voters, this translates that majority of Ghanaians are likely to have a positive impression or opinion of them," Isma-il Sulaiman said.

43% of likely Ghanaian voters say they felt the impact of President Mahama's just ended "Accounting to the People Tour", the tour, which was tagged along with several TV campaigns was aimed at highlighting the President's infrastructural achievements. A previous poll by Goodman AMC in March 2016 showed that 83% of respondents surveyed favoured the current government's policy of investing more into infrastructural development. In spite of this, when likely voters were asked what they thought the NDC's campaign lacked, 33% mentioned that they lacked a clear message.

Interestingly, 56% of likely Ghanaian voters also believe that the NPP's campaign lacks the funds and resources; Akufo-Addo's presidential campaign is therefore perceived by majority of Ghanaians to be running low on funds. The NPP's weakness is also well known among likely voters, when asked to mention the major challenges facing the NPP, 41% of likely voters said the party was not united while 32% said the party lies along tribal lines. Notwithstanding this fact, 47% say they will be more likely to vote for Akufo-Addo if he is able to lay out a clearer plan for job creation.

When likely voters were also asked to mention the major challenges they thought was facing the NDC, 25% mentioned corruption and 43% mentioned the current power cuts as the major problems facing the party. 42% of likely voters also say they will be more likely to vote for Mahama if he is able to take more action in tackling corruption.

'Money' stands to also play a significant role in the December polls, revealing insights showed that, 24% of likely Ghanaian voters say 'money' could influence and make them more likely to vote for Mahama while 29% also said the same for Akufo-Addo.

Both Akufo-Addo and Mahama have different image problems; for Akufo-Addo, 24% of NDC supporters say they are likely to perceive him as too old for the presidency, 19% also have issues with Akufo-Addo's human relations while 12% say they cannot trust him with uniting the country. For Mahama, 35% of NPP supporters are also likely to perceive him as a leader who cannot fight corruption in his government, 23% say he cannot transform the economy of Ghana, while 21% also say he cannot be trusted with solving Ghana's power challenges.

"As the campaign progresses, both candidates have an opportunity to turn around the negative impressions or perceptions many voters have of them. Akufo-Addo still leads, but Mahama is closing the margin. The next two months will be crucial to determining which direction this trend goes," Isma-il Sulaiman concluded.

Caveat

With public opinion presidential pre-election polling being quite unused in Ghana, and the high tendency of Ghana's hyper-personalized politics to attribute this poll to bias, we want to explain further what Goodman Poll's presidential polling seeks to achieve and how it works:

1. Goodman Poll does not measure the outcome of Ghana's December election. But instead, we measure (scientifically) who is ahead during election campaigning at a given point in time. Goodman Poll therefore does not answer the question "Who will win?" but the question "Who was ahead when we last looked?" To know who is ahead helps both politicians in office and out of office in their planning. This poll is therefore not meant to undermine any political party, but to help provide a solid read to candidates and also enable political parties to not be trapped in a vacuum, in which they are absent-minded of what the public feels.

2. Much will happen between today and 7th December, 2016 which could affect subsequent results in this presidential polling. Most political parties in Ghana are yet to begin active and rigorous campaigning which may give momentum to, or suck oxygen from a given candidate. A candidate may also drop or increase depending on their favourability ratings among floating voters, or some candidates may throw their support behind another candidate. This together with other foreseen and unforeseen instances might render the Goodman Poll very unpredictable.

68% of respondents feel frustrated by the current power outages

HIGHLIGHTS

- 68% of respondents feel frustrated by the current power cuts
- 26% say they feel angry

Over a majority of respondents feel frustrated and are angry with the current power cuts, according to Goodman AMC Opinion Polls. An overwhelming 68% of respondents said they feel frustrated and 26% said they are angry with the current power outages.

Goodman AMC Opinion Poll found that the 2016 election is more likely to inspire negative feelings among the electorate than positive ones towards the ruling party if the power crisis is not handled with prudence.

The Economy (39%), Jobs and Unemployment (26%), Agriculture (12%), Corruption (8%) tops as major challenges facing Ghanaians

HIGHLIGHTS

- 39% of Ghanaians surveyed say the economy is the major problem facing Ghana.
- 26% say jobs and unemployment.
- 12% mention agriculture.
- 8% mention corruption.
- 5% mention education.
- 4% mention energy policy.
- 3% mention healthcare.
- 1% say climate change

The economy, jobs and unemployment, agriculture, corruption, education, energy policy, healthcare, climate change, taxes and supporting small businesses are the main issues among most Ghanaians, according to the recent Goodman AMC Opinion Poll.

In March 2016, for the fourth straight month, the largest problem Ghanaians have faced is the economy, which was at an all-time high of 64% in March, and declined sharply to 28% in April, 52% in May, and finally to 39% in June. This new drop might have been influenced by the International Monetary Fund (IMF) report which projected that Ghana's economy would not witness much growth as forecasted by government for this year. The World Economic Outlook report has indicated that Ghana will record a growth rate of 4.5%, lower than the 5.4% that the Finance Minister, Seth Terkper, had projected for 2016.

According to the poll, Ghanaians think the economy is the largest problem, followed by jobs and unemployment at 26%. Mentions of jobs as the most important problem has generally seen an uptick from 15% in March to 26% in June, likely as a result of the worsening job market. Agriculture also spiked even higher from 5% in May to 12% in June. Corruption has also declined from 9% in May to 8% in June. Ironically, all of the top issues Ghanaians say they face, happen to be controlled or at least heavily influenced by government.

According to Goodman AMC, there has been a consensus from March 2016, largely because Ghanaians' concern about the economy and unemployment subsided, while no other issue replaced them.

Education and Climate change has improved its standing as a pertaining issue to Ghanaian voters, education has increased from 1% in May to 5% in June. Whiles climate change rose meagerly to 1% and tied with taxes and supporting small businesses.

77% of respondents support Akufo-Addo's 1-district, 1-factory policy

HIGHLIGHTS

- 77% of Ghanaians surveyed say they favour Akufo-Addo's 1-district, 1-factory policy.
- 23% also say they oppose.

A majority of Ghanaians support the 1-district, 1-factory policy according to Goodman Opinion Poll findings coming less than two months after Akufo-Addo first proposed the policy. 77% of respondents were in favour and just 23% opposed. Akufo-Addo's 1-factory, 1-district proposal has proved popular from the beginning.

Goodman AMC Opinion Poll in April also found strong support for a proposal of the free SHS education policy, with 87% of likely Ghanaian voters saying they were in favour of the policy

While opinions on this issues are often split along partisan lines, a majority of Ghanaians now support social intervention policies, which would help reduce the plight of the average Ghanaian and create jobs.

79% of respondents say they are not satisfied with the current subsidies on Electricity tariffs

HIGHLIGHTS

- 79% of Ghanaians surveyed say they are not satisfied with current subsidies on electricity tariffs
 - 14% say they are satisfied.
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The low satisfaction among Ghanaians comes after most have been made to pay exorbitant prices for their power supply since the beginning of the year, thus may view it as an attempt by the ruling government to win votes in the upcoming December 7 elections.

Experts have described the government's decision to extend a six month lifeline to cushion some categories of power consumers in the country as "exceedingly pointless", calling it an economic suicide.

This followed government's announcement of the GHC 300 million package after widespread protest over metering and billing anomalies in the power sector.

The Electricity Company of Ghana (ECG), has subsequently said the policy would not in any way affect the prevailing tariff structure in the power sector.

President Mahama's Job Approval Ratings

HIGHLIGHTS

APPROVE DISAPPROVE

46%

51%

President John Dramani Mahama's approval rating remains on the upswing, with 46% now approving of his performance as president, up a statistically significant 5 point since May 2016, but now 13 points above the 33% who approved in April.

This survey marks the fourth straight Goodman AMC Opinion Poll with negative approval. Despite this fact, the impressions of the President have largely increased steadily. The President's Approval rating was 15% which was a very negative territory in March.

Although President Mahama's ratings have improved, Ghanaians' impressions of the way things are heading in the country generally and how the economy is doing have not changed in the last month and a half. Overall, 52% say things in Ghana are heading in the wrong direction, down from 63% in May.

PARLIAMENTARY APPROVAL RATINGS

HIGHLIGHTS

APPROVE DISAPPROVE

27%

68%

Close to two thirds of respondents – some 68% – disapprove of the job Parliament is doing, according to findings by Goodman AMC Opinion Poll. Parliament's approval rating has slipped to 27% after it rose to 38% in May.

The poll found 27% of respondents approve of Parliament, which is one of its lowest job approval ratings this year. It's also 11 percentage points lower than May's approval rating. Parliament experienced a record-high 38% approval rating in May 2016.

Data Tables

Data tables

*Percentages with decimal points were rounded off.

*Percentages in zero decimal digits were rounded off to zero.

*Where figures do not sum to 100%, this is due to the effects of rounding.

Total number of respondents= 1,644

1. Would you say things in Ghana are heading in the right direction, or are they off on the wrong track?

	Right Direction	Wrong Track	Don't know
All Data	45%	52%	3%

2. Do you approve or disapprove of the way President John Dramani Mahama is handling his job as the President of the Republic of Ghana?

	Approve	Disapprove	Not sure
All Data	46%	51%	3%

3. If the 2016 Presidential Elections were being held in Ghana today, for whom would you vote for?

	John Dramani Mahama	Nana Addo Dankwaa Akufo-Addo	Papa Kwesi Ndom	Ivor Kobina Greenstreet	Edward Mahama	Nana Konadu Agyeman Rawlings	Hassan Ayariga	Jacob Osei Yeboah	Akwasi Addae Odike	Henry Lartey	Akua Donkor
All Data	44%	49%	6%	1%	0%	0%	0%	0%	0%	0%	0%

4. When it comes to your support of your preferred Presidential candidate, would you say your mind is made up, or do you think you might change your mind before the elections?

	Mind made up	Could change mind	Don't know
John Dramani Mahama	82%	15%	3%
Nana Addo Dankwa Akufo-Addo	88%	10%	2%
Papa Kwesi Ndoum	46%	51%	3%
Ivor Kobina Greenstreet	28%	63%	9%
Nana Konadu Agyeman Rawlings	0%	0%	0%
Edward Mahama	0%	0%	0%
Hassan Ayariga	0%	0%	0%
Jacob Osei Yeboah	0%	0%	0%
Akwesi Addae Odike	0%	0%	0%
Henry Lartey	0%	0%	0%
Akua Donkor	0%	0%	0%

5. Which of these is the most important issue to you in deciding who to support in the 2016 Presidential Elections?

	The Ghanaian Economy	Jobs and Unemployment	Agriculture	Energy Policy	Foreign Policy	Tax Reforms	Supporting Small Businesses	Education	Climate Change	Healthcare	Poverty Reduction	Corruption	Women Empowerment
All Data	39%	26%	12%	4%	0%	1%	1%	5%	1%	3%	0%	8%	0%

6. Do you approve or disapprove of the way the Parliament of the Republic of Ghana is handling its job?

	Approve	Disapprove	Don't know
All Data	27%	68%	5%

7. I am going to mention presidential candidates either than Mahama and Akufo-Addo. Please select which third party candidate you could ever consider supporting for president.

	Papa Kwesi Ndoum	Ivor Kobina Greenstreet	Edward Mahama	Nana Konadu Agyeman Rawlings	Hassan Ayariga	Jacob Osei Yeboah	Akwasi Addae Odiaka	Henry Lartey	Akua Donkor
All Data	71%	15%	5%	9%	0%	0%	0%	0%	0%

8. For statistical purposes only, can you tell us your gender and your choice for president?

	Male	Male Overall Voters	Female	Female Overall
John Dramani Mahama	48%	21%	52%	23%
Nana Addo Dankwa Akufo-Addo	78%	38%	22%	11%
Papa Kwesi Ndoum	67%	4%	33%	2%
Ivor Kobina Greenstreet	100%	1%	0%	0%
Edward Mahama	0%	0%	0%	0%
Nana Konadu Agyeman Rawlings	0%	0%	0%	0%
Hassan Ayariga	0%	0%	0%	0%
Jacob Osei Yeboah	0%	0%	0%	0%
Akwesi Addae Odike	0%	0%	0%	0%
Henry Lartey	0%	0%	0%	0%

9. For statistical purposes only, can you tell us which age group you belong to and your choice for president?

	18-24	25-34	35-49	50-64	65-74	75 and over
John Dramani Mahama	20%	38%	33%	7%	2%	0%
Nana Addo Dankwa Akufo-Addo	10%	41%	34%	9%	4%	2%
Papa Kwesi Ndoum	0%	71%	21%	0%	8%	0%
Ivor Kobina Greenstreet	0%	100%	0%	0%	0%	0%
Nana Konadu Agyeman Rawlings	0%	0%	0%	0%	0%	0%
Edward Mahama	0%	0%	0%	0%	0%	0%
Hassan Ayariga	0%	0%	0%	0%	0%	0%
Jacob Osei Yeboah	0%	0%	0%	0%	0%	0%
Akwesi Addae Odike	0%	0%	0%	0%	0%	0%
Henry Lartey	0%	0%	0%	0%	0%	0%
Akua Donkor	0%	0%	0%	0%	0%	0%

10. For statistical purposes only, state your educational background and your choice for president?

	Junior High School Level	Senior High School level	Diploma level	University Degree level	Master's Degree level	PhD level
John Dramani Mahama	0%	11%	12%	43%	32%	2%
Nana Addo Dankwa Akufo-Addo	0%	3%	13%	47%	34%	3%
Papa Kwesi Ndoom	0%	0%	8%	42%	33%	17%
Ivor Kobina Greenstreet	0%	0%	0%	100%	0%	0%
Nana Konadu Agyeman Rawlings	0%	0%	0%	0%	0%	0%
Edward Mahama	0%	0%	0%	0%	0%	0%
Jacob Osei Yeboah	0%	0%	0%	0%	0%	0%
Hassan Ayariga	0%	0%	0%	0%	0%	0%
Akwesi Addae Odike	0%	0%	0%	0%	0%	0%
Henry Lartey	0%	0%	0%	0%	0%	0%
Akua Donkor	0%	0%	0%	0%	0%	0%

12. Is your opinion and feelings of the following economic and political figures favourable, unfavourable or haven't you heard enough about them in the news recently?

	Very favourable	Somewhat favourable	Somewhat unfavourable	Very unfavourable
Paul Awentemi Afoko (Suspended National Chairman of the NPP)	29%	33%	29%	9%
Kwabena Agyei Agyepong (Suspended General Secretary of the NPP)	19%	47%	13%	21%
Kwesi Amissah-Arthur (Vice President of the Republic of Ghana)	57%	17%	21%	5%
Kennedy Agyepong (Member of Parliament for Assin Central)	27%	19%	23%	31%
Mahamudu Bawumia (Vice Presidential candidate for the NPP)	73%	10%	10%	7%
Abdul Nasiru Isahaku (Governor of the Bank of Ghana)	49%	25%	23%	3%

13. How would you describe your enthusiasm for Mahama as the next President of Ghana – very enthusiastic, fairly enthusiastic, just somewhat enthusiastic, or not enthusiastic? (Asked to only Mahama supporters)

	Very enthusiastic	Fairly enthusiastic	Just somewhat enthusiastic	Not enthusiastic	Not Sure
All Data	84%	9%	7%	0%	0%

14. How would you describe your enthusiasm for Akufo-Addo as the next President of Ghana – very enthusiastic, fairly enthusiastic, just somewhat enthusiastic, or not enthusiastic? (Asked to only Akufo-Addo supporters)

	Very enthusiastic	Fairly enthusiastic	Just somewhat enthusiastic	Not enthusiastic	Not sure
All Data	71%	16%	13%	0%	0%

15. If the general election for president were held today, how likely is it you would vote - would you definitely vote, probably vote, might or might not vote, or probably not vote?

	Definitely vote	Probably vote	Might not vote	Not vote
All Data	93%	7%	0%	0%

16. Which ONE of the following candidate qualities matters most in deciding how you vote for president. Someone who...?

	shares your values	is a strong leader	cares about people like you	has a vision for the future	has the best chance of winning	is honest and trustworthy	Not sure
All Data	0%	19%	5%	48%	5%	24%	0%

17. For each of the phrases listed below, indicate whether you think the phrase better describes [Mahama] or [Akufo-Addo].

	John Dramani Mahama	Nana Addo Dankwa Akufo-Addo
Is humble and has the right temperament to be President	59%	41%
Would rein in the fight of corruption	37%	63%

Would fight hard for the poor	71%	29%
Knows what it takes to create jobs	48%	52%

18. Which ONE of the following best describes your feelings about this year's presidential election?

	Afraid	Optimistic	Enthusiastic	Pessimistic	Disillusioned	Not sure
All Data	7%	71%	16%	0%	0%	6%

19. Stated below are some concerns that Ghanaians have expressed about Mahama and Akufo-Addo. For each, state if this is something that bothers you a lot, a little, or not at all, Not sure

	bothers you a lot	bothers you a little	does not bother you at all	not sure
Akuffo-Addo keeping silent on Kennedy Agyepong's derogatory remarks against Charlotte Osei	62%	26%	5%	7%
Mahama's alleged 'gift' he received from a Burkinabe Contractor	67%	17%	12%	4%

20. Do you think the suspension of Paul Awentemi Afoko and Kwabena Agyei Agyepong is likely to affect the chances of the NPP coming into power?

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Not sure
All Data	14%	38%	19%	13%	16%

21. Do you think the recent subsidies in electricity tariffs is likely to increase President Mahama's chances of retaining power?

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Not sure
All Data	17%	15%	19%	36%	13%

22. Do you think the current power cuts Ghana is facing is likely to affect President Mahama's chances of winning?

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely
All Data	67%	22%	11%	0%

23. For each of the following, please tell me if you agree or disagree with the idea.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree
Mahama has taken forceful efforts to fight corruption in Ghana	26%	17%	22%	35%
Akufo-Addo has done enough to unite the New Patriotic Party	18%	26%	32%	24%

24. Do you support or oppose the proposed 1-district, 1-factory policy by Akufo-Addo?

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Not Sure
All Data	61%	16%	18%	5%	0%

25. The Bank of Ghana has commenced the implementation of a new directive which is to compel all exporters, except those with Retention Agreements, to repatriate in full all their export receipts to their foreign exchange accounts with local banks in Ghana to be converted into cedis on need basis, do you support or oppose this new directive.

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Not Sure
All Data	52%	21%	9%	7%	11%

26. How would you describe your feelings about Ghana's current power outages and challenges?

	Angry	Frustrated	Not bothered	Don't know
All Data	26%	68%	0%	5%

27. Are you satisfied or not satisfied with the new subsidies introduced on electricity tariffs by the Government of Ghana?

	Satisfied	Not Satisfied	Don't know
All Data	14%	79%	7%

This following questions required text responses. The results gathered here are an aggregation of top similar answers and sentiments.

28. If you are an NPP supporter, in your own words state why you would not vote for Mahama?

Mentions	PERCENTAGE
He is incompetent	11%
Cannot transform the economy	23%
Can't fight in his government	35%

Cannot be trusted with solving Power/energy problems or 'dumsor'	21%
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Note: Responses with at least 10% mentions are shown.

29. If you are an NDC supporter, in your own words please state why you would not vote for Akufo-Addo?

MENTIONS	PERCENTAGE
He is old	24%
Have issues with his human relations	19%
Cannot trust him when it comes to uniting the country for a common course	12%

Note: Responses with at least 10% mentions are shown.

30. In your own words what do you think the NDC campaign lacks?

MENTIONS	PERCENTAGE
They lack a clear message and objective	33%
Ineffective communicators	12%

Note: Responses with at least 10% mentions are shown.

31. In your own words what do you think the NPP campaign lacks?

MENTIONS	PERCENTAGE
Money/finance/Resources	56%
It lacks timely and seasoned message	17%
Bedevelled with certain foulmouthed persons which is not favourable for the NPP	12%

Note: Responses with at least 10% mentions are shown.

32. Did you feel the impact of the 'Accounting to the People Tour'?

	YES	NO	DON'T KNOW
All Data	43%	39%	18%

33. What might make you more likely to vote for Mahama?

MENTIONS	PERCENTAGE
Money	24%
Tackle corruption well	42%

Note: Responses with at least 10% mentions are shown.

34. What might make you more likely to vote for Akufo-Addo?

MENTIONS	PERCENTAGE
Money	29%
He has the men capable of running the affairs of a nation	13%
Creation of jobs policy	47%

Note: Responses with at least 10% mentions are shown.

35. What do you think is the major problem facing the NPP?

MENTIONS	PERCENTAGE
Lack resources/funds/money/Finances	17%
Disunity	41%
Lies along tribalism	32%

Note: Responses with at least 10% mentions are shown.

36. What do you think is the major problem facing the NDC right now?

MENTIONS	PERCENTAGE
Power cuts/Dumsor	43%
Corruption	25%
Arrogant leaders	13%

Note: Responses with at least 10% mentions are shown.

Methodology

The Goodman AMC Opinion Poll Research for the month of June was conducted online by Goodman AMC among a national sample of 1,644 adults aged 18 and over. These findings by Goodman Poll was conducted on 4th July, 2016 through to 13th July, 2016. Respondents were reached through an opt-in internet survey (Opt-in internet surveys are generally conducted by first targeting individuals using age and demographics and having them click on a web-based advertisement or soliciting their participation).

After the survey was completed, the raw data was processed through a weighting program to ensure that the sample reflects the overall population in terms of age distribution. The raw data was weighted for age using the 2010 Population and Housing Census to reflect the demographic composition of Ghana.

Since the sample is based on those who initially self-selected for participation rather than a probability sample, the initial thought is that, no estimates for margin of sampling error can be calculated. Also, survey may be subject to multiple sources of error, including, but not limited to sampling error, coverage error, and measurement error. In addition to this, question wording in conducting surveys can introduce error or bias into the findings of public opinion polls.

Many internet-panels consist of self-selected respondents and hence cover a relatively small part of the population. Estimates based on Internet polling therefore may suffer from non-coverage and self-selection bias

Nevertheless, Goodman AMC is aware of the claims about online polling and those who complete online surveys. These claims include the following:

- Not everyone has internet access;
- Online polls are created through an opt-in process, rather than through a random-digit dial telephone call;
- Less is known about the profiles of individuals who complete online surveys versus those who do not, or about the likelihood of an online person to complete an online survey or to participate in a survey panel.

Therefore, the probability of being included in any given online survey sample is unknown, very difficult to ascertain, or simply zero (non-internet users). Further, the nature of use of the internet is not uniform within the population, so this limits one's ability to calculate the likelihood of reaching a person through an online poll. In short, without this knowledge, a margin of error cannot be calculated.

However, even if all voters in Ghana had made up their minds already and would truthfully tell a pollster their preferences by participating in a probability-based survey, it is obviously just not possible to interview that many Ghanaians. What pollsters often do in a probability-based survey is to interview a smaller number of randomly-selected

city residents and use standard statistical methods to project their answers to the rest of the population.

On that note, Goodman AMC also made an attempt to conduct this poll in a scientific way to assess the variability in the estimates and account for design effects which might yield similar results to probability sampling. This is due to the fact that it is very important for us as researchers to provide a measure of confidence along with our data, regardless of the method of data collection. As such, we calculated a margin of error of +/- 2.3 percent for the sample which considers the methodology valid and has a confidence level of 95% to which that projection may be made.

The Margin of Error is a measurement of how confident we can be that our survey of the opinions of 1,644 people actually reflects the opinions of the entire Ghanaian population.

When analysing the survey results and their accuracy, this error estimate should be taken into consideration in much the same way that analysis of probability polls takes into account the margin of sampling error.

About Goodman AMC

About Goodman AMC Opinion Poll Research

The Goodman AMC Opinion Poll Report is a non-partisan, objective, survey-based research practice directed by Isma-il Sulaiman and Bernard Boachie-Danquah which conducts strategic research initiatives for a diverse number of African and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

About Goodman AMC LLC

Goodman AMC LLC is Africa's leading management consulting firm. At Goodman AMC, we utilize unique strategic planning methods to advise leading businesses, governments, non-governmental organizations, and not-for-profits. And we achieve this by taking pragmatic steps which are based on the effectiveness of our recommendation. We have expertise in partnering with our clients to help them improve their performance and achieve their strategic planning goals and objectives. The strength of our firm is rooted in our belief that success is derived from a collaborative process, a smart action plan, a focused approach and an unwavering commitment to deliver results. We are very passionate about attaining the best pragmatic and holistic results for our clients.

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