### Research Report

(Predicting the outcome of the 2024 general elections in ten key swing constituencies)

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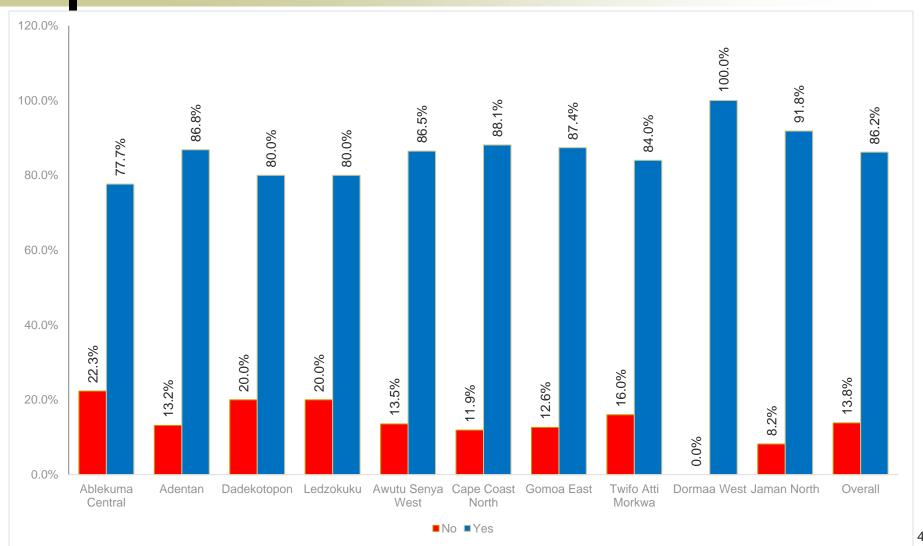
## Constituency breakdown of the sample

Constituency	Frequency	Percent
Ablekuma Central	103	10.5
Adentan	76	7.8
Dadekotopon	100	10.2
Ledzokuku	100	10.2
Awutu Senya West	96	9.8
Cape Coast North	101	10.3
Gomoa East	103	10.5
Twifo Atti Morkwa	100	10.2
Dormaa West	100	10.2
Jaman North	98	10.0
Total	977	100.0

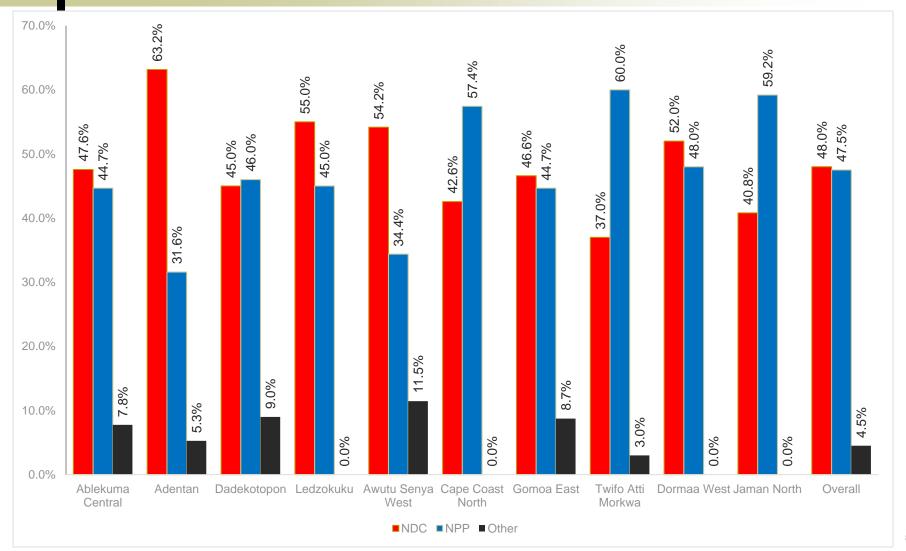
# Demographic makeup of voters

Socio-Demographic Variables	Frequency	Percent
	Age	
18-29	189	19.3
30-39	360	36.8
40-49	298	30.5
50-59	98	10.0
60 and above	32	3.3
Total	977	100.0
	Gender	
Male	623	63.8
Female	354	36.2
Total	977	100.0
Hi	ghest level of education	
None	79	8.1
Primary	177	18.1
JHS	349	35.7
SHS	259	26.5
Tertiary	113	11.6
Total	977	100.0

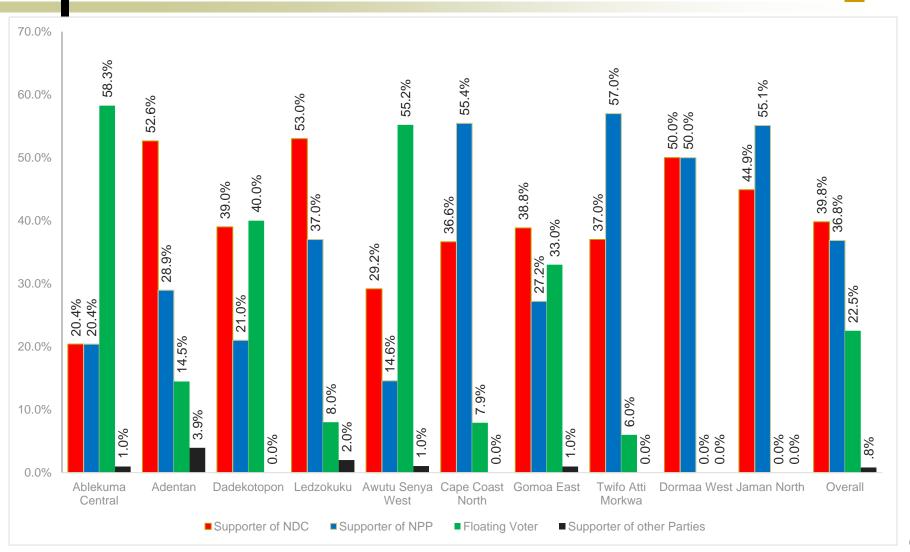
#### Did you vote in the 2020 general elections?



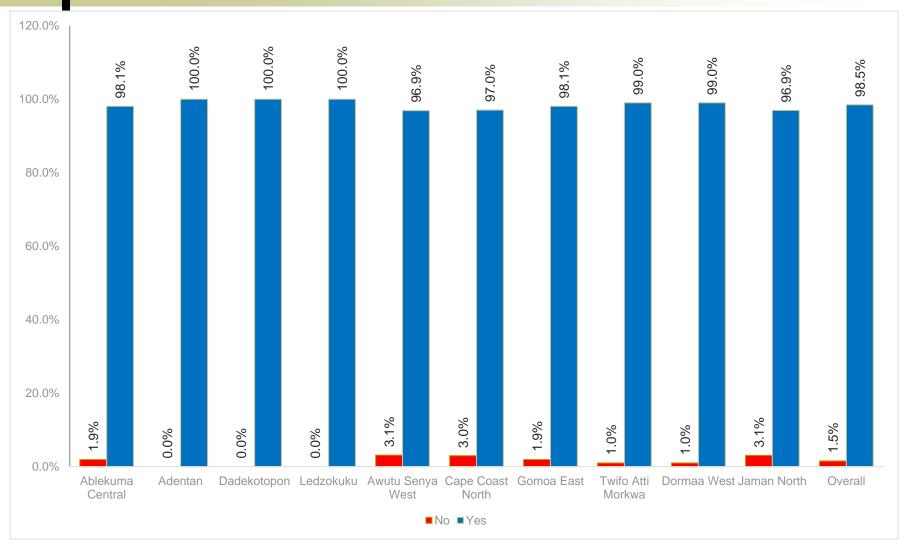
#### Which political party did you vote for in the 2020 presidential elections?



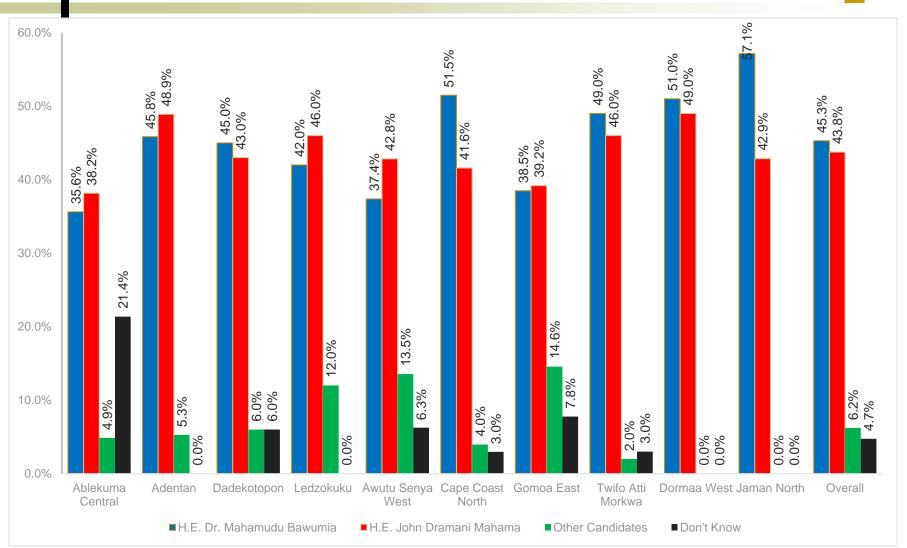
#### How would you describe yourself politically?



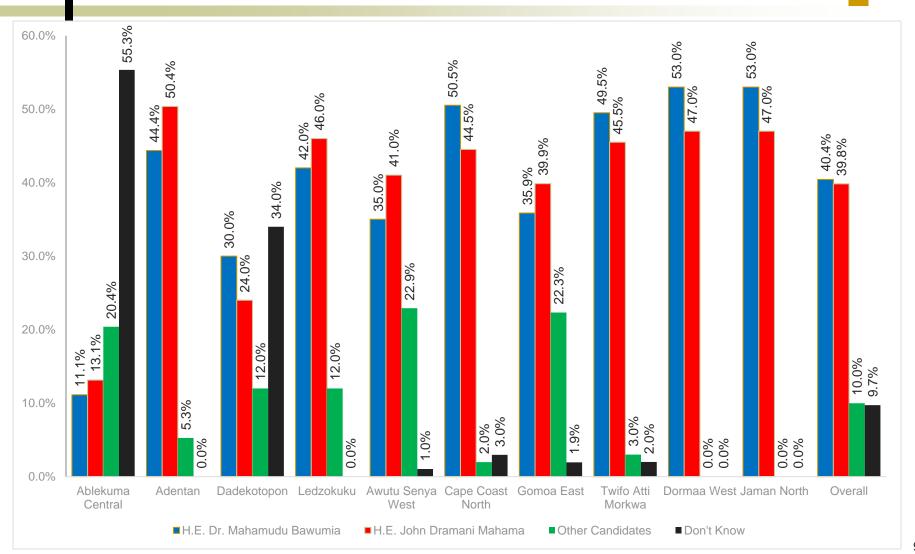
# Are you familiar with the presidential candidates running in the upcoming 2024 elections?



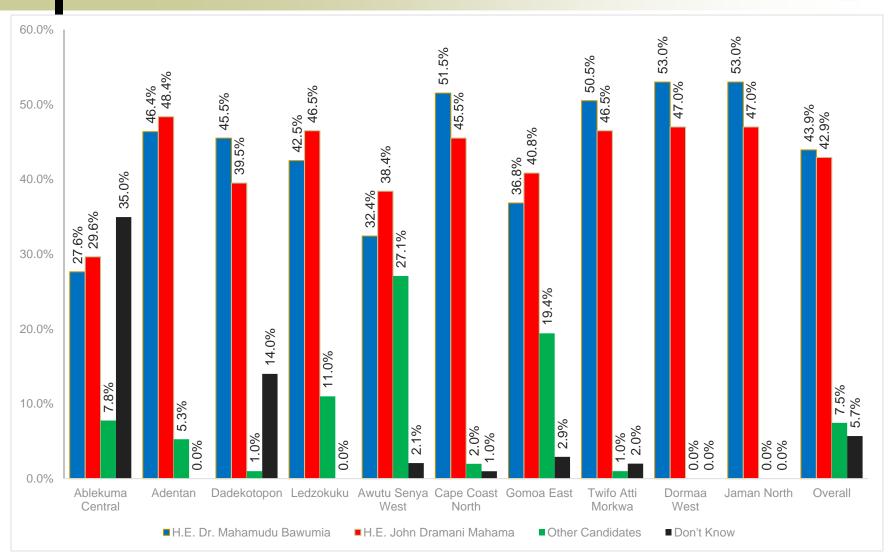
## In your opinion, which candidate possesses the strongest leadership qualities?



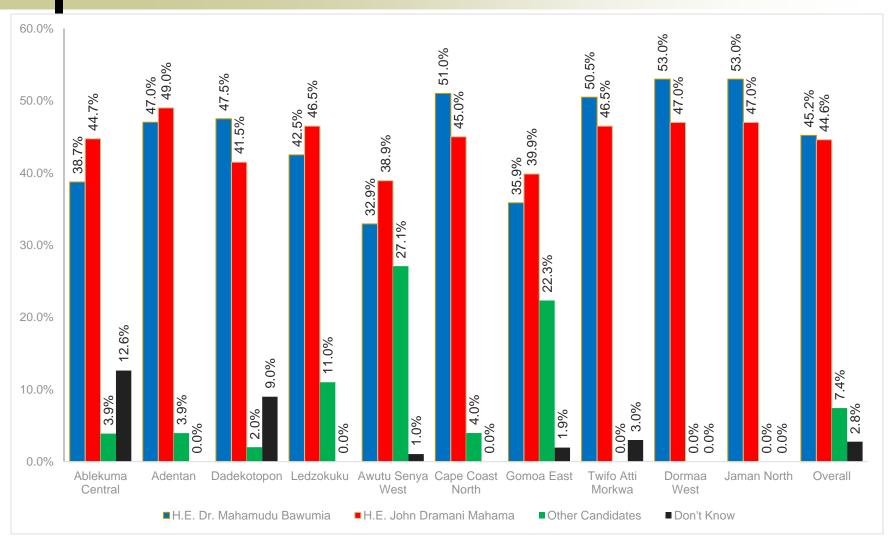
#### In your opinion, which candidate is the most incorruptible?



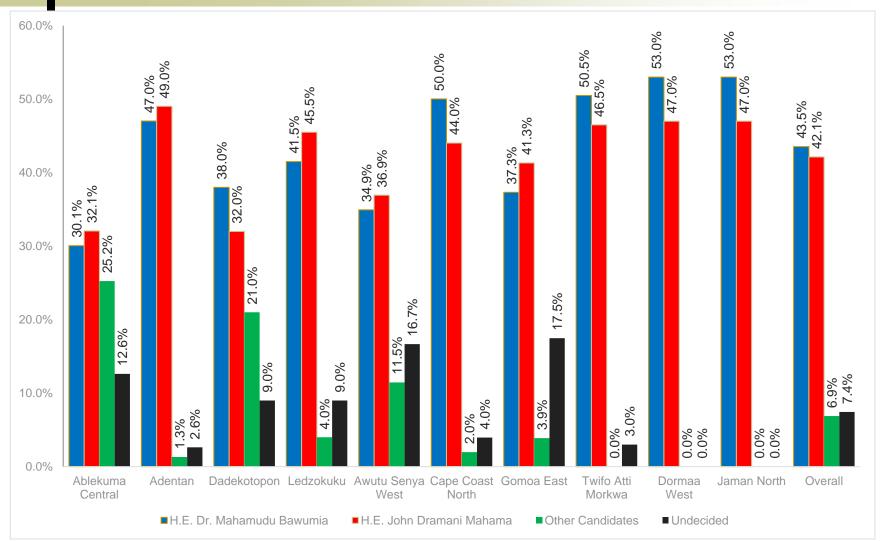
## In your opinion, which candidate is the most transparent and can connect with the public?



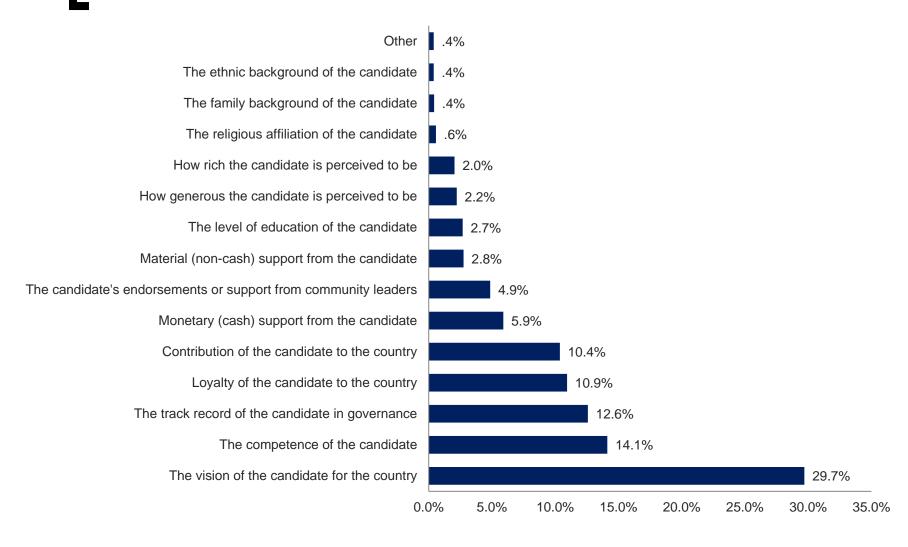
## In your opinion, which candidate would be the most effective in addressing the current challenges facing the nation?



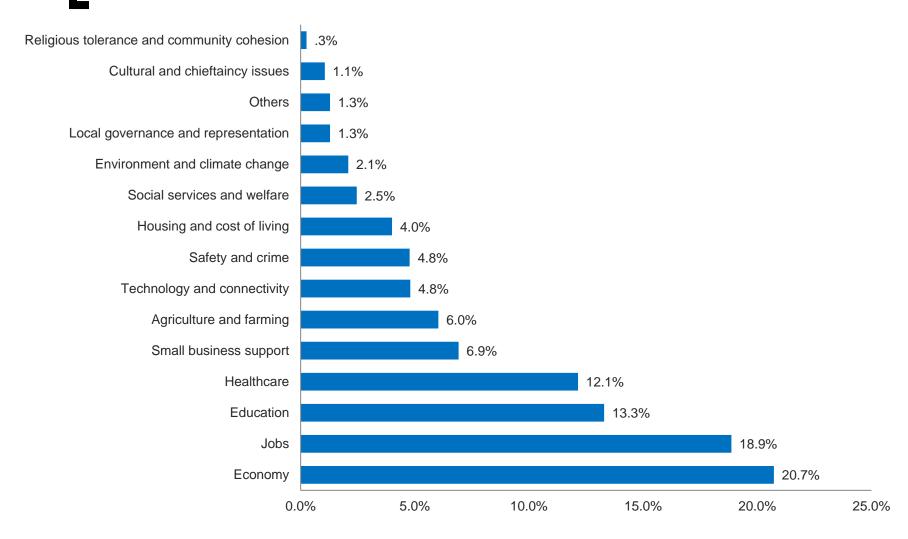
If the elections were held today, whom among the possible presidential candidates would you vote for as the next President of Ghana?



## What are the most important factors for you when deciding to vote for a candidate?



## What are the most important issues that you would like the politicians to focus on?



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