Re: Global InfoAnalytics poll: Survey doesn't look properly done – Miracles Aboagye

In a press conference held on 9th April 2024, The Director of Communications for the New Patriotic Party's (NPP) 2024 Campaign, Dennis Miracles Aboagye stated that the poll result from Global InfoAnalytics is not a true reflection of reality on the ground. He further suggests that "There is not a single organisation that has authority over electoral polling. He also said they have about four, five, six of them that they work with it is only Global InfoAnalytics poll that they never received the indices we use.

Dennis Miracle Aboagye further asked in his press conference who we are sampling (Which people is Global InfoAnalytics talking to and that the poll does not tell much and very scanty. He concluded that the poll was not done properly.

I would like to address his issues one by one in this response and hope readers will draw their own conclusions.

First of all, Global InfoAnalytics has been carrying out polls since 2019 and has the track record of successfully predicting elections outcomes with precision. In the 2020 election, Global InfoAnalytics published its final poll days before the election in which it projected that President Nana Akufo Addo was likely to secure 50.4% of votes plus/minus 1.9% margin of error. Nana Addo won that election with 51.3% (see online report of that poll here: https://citinewsroom.com/2020/12/new-survey-predicts-50-4-victory-for-akufo-addo-in-2020-polls/).

Again, during the recent NPP national delegate primaries to elect its flagbearer, Global InfoAnalytics predicted that Dr Mahamudu Bawumia though was leading in the final poll with 43.5 and Kennedy Agyapong with 23.5%, further 14% of the delegates declined to disclose their voting intention and another 18% were undecided, using data analytics from that survey, Global InfoAnalytics was able to predict with near precision what the final result was going to be. Global InfoAnalytics predicted that the final result was going to be, Dr Mahamudu Bawumia, 58.4% plus/minus 1.9% margin of error, the range of outcome was between 56.5%-60.3%. The records shows that Dr Mahamudu Bawumia secured 61.3% at the final count. Readers should be reminded that according to Dennis Miracle Aboagye, their internal poll had pointed to between 75% to 85% win for Dr Mahamudu Bawumia and that any poll carried out by any organisation that does not put Dr Bawumia above 75% was not credible. The rest was history.

Do the poll results reflect sentiments on the ground? Global InfoAnalytics current polling cycle has been going on since January 2022 and has produced results that are consistent with reality. This is achieved through a rigorous methodology which is reproduced for all to see (see a copy here: https://1drv.ms/b/s!AjkwSuYBHbHhgY5xJzR96-bm3kuPoA?e=VtKfAJ).

Global InfoAnalytics indeed share its survey instruments every time polling is being conducted for Ghanaians to follow the questions being asked across the country in a transparent manner. No polling organisation or researcher has ever done so in the history of this republic. The research instrument used for this round of poll can also be downloaded here (https://1drv.ms/b/s!AjkwSuYBHbHhgYsvhwk8UWn3lubC9g?e=WTV8jH). The questions are direct and bold and does not solicit any kind of response that we want from voters.

Again, any survey that is not well done, with time, will be exposed by the trend data if it lacked rigour in the methodology, the trend is more likely to be erratic or zigzag. As can be seen from Figure 1- Standard of living of , the data indeed reflected the sentiments of voters in those times and has not been erratic.
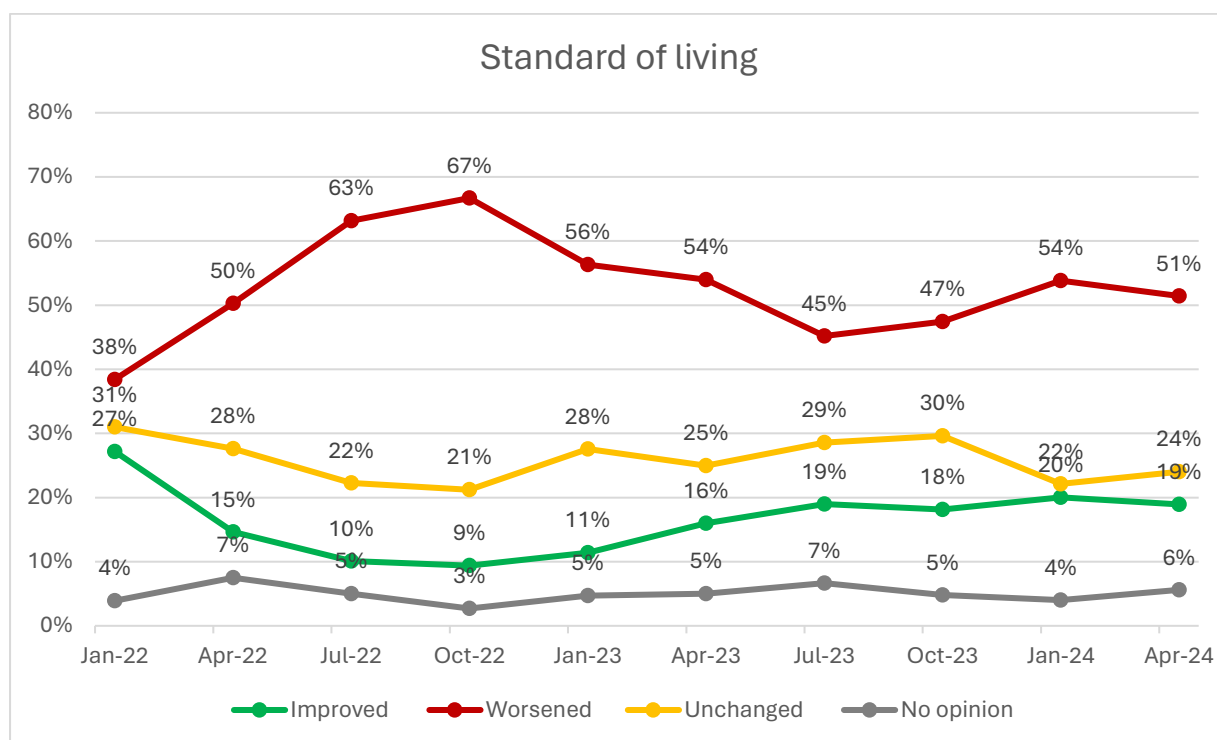

Figure 1- Standard of living of Ghanaians.

Using empirical data from the polls on voters' perception of the direction of the country as shown in Figure 2, one can see the relationship between voters perception of their standard of living and the direction of the country.
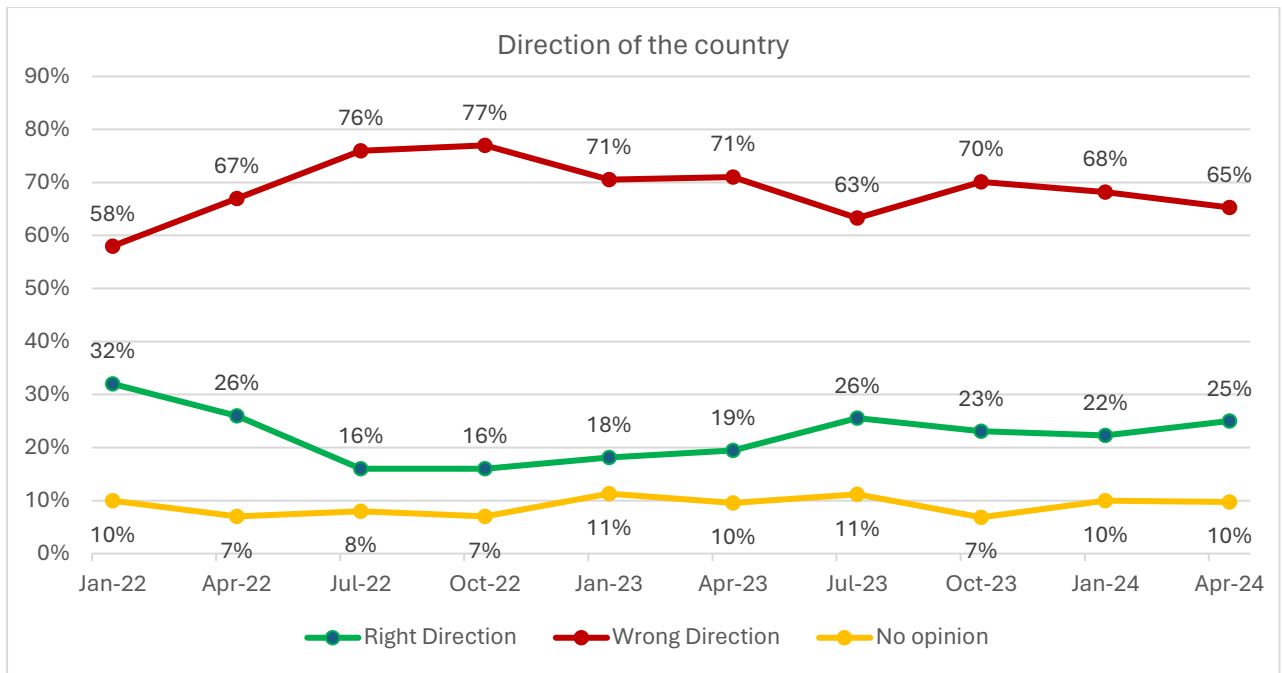
Figure 2- Direction of country.

For example, between In January 2022, 38% of Ghanaians said their standard of living has gotten worse compared to the year before, however, in April 2022, the figure had jumped to 50%. Coincidentally, this was the period parliament approved the e-levy. Again, between April 2022 and July 2022, the standard of people matric worsened as 67% of Ghanaians said their standard of living was getting worse. These sentiments coincidentally with the period of high inflation and exchange rate depreciation. Additionally, the data published by Global InfoAnalytics also shows that between October 2022 and January 2023, voters saw significant improvement in voters standards of living as the Ghanaian currency made stunning recovery against US Dollar and petrol prices dropped. The trend continued throughout the period when the IMF deal was concluded, and the economy begun to make some recovery. During this period, proportion of voters who said their standard of living has worsened declined from 67% in October 2022 to 45% in July 2023, a true reflection of the situation on the ground. Again, proving to Dennis Miracle Aboagye that Global InfoAnalytics findings reflect the true situation on the ground.

Readers should note that the voting intentions of Ghanaians are directly related to how they perceive their standards of living and their view of the direction of the country. Again, from empirical data from Global InfoAnalytics polls shown in Figure 3 proves that as people's standard of living worsen. their view of the direction of the country too worsens and proportion of voters who say they intend to vote for the ruling party and for Dr Mahamudu Bawumia in the upcoming election falls and that of John Mahama increases.

Addition, from the polls, when Alan Kwadwo Kyeremanten enters the race as independent candidate in September, he attracted 12% of votes, which resulting in Dr Bawumia

dropping from 37% in the July 2023 poll to 34% in October 2023 poll, further evidence that Global InfoAnalytics polls reflect the true situation on the ground.
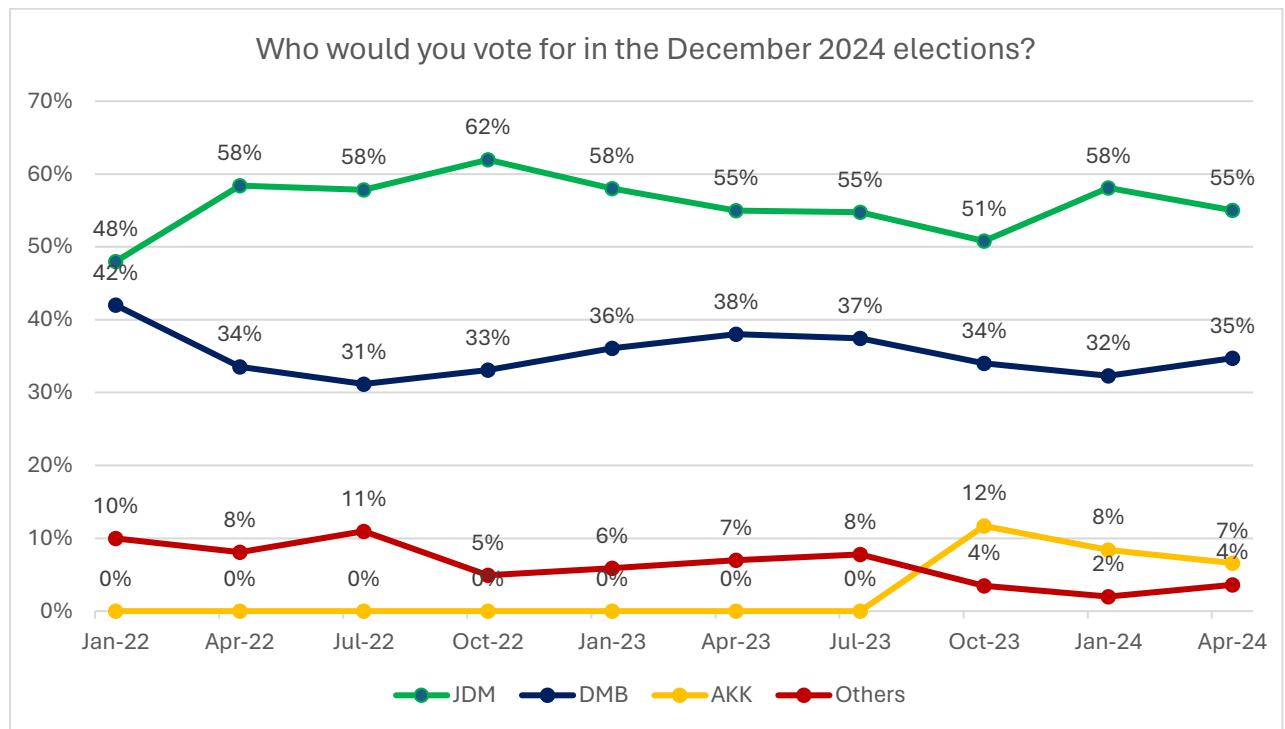

Figure 3- Who would you vote for in the December 2024 elections?

I agree with Deniss Miracle Aboagye that Global InfoAnalytics is not an authority when it comes to polls and indeed no organisation in the world has authority in polling. In the United States and United Kingdom, there is many polling organsiations that have been providing this service to their people and over the years have perfected their work but still manage to get some of their predictions wrong especially in the runup to the 2012 US general elections. Organisations such as Rasmussen, Gallop Poll, Zogby Poll, Morning Consult, Ipsos, Quinnipiac, YouGov, Emerson, Marist, etc have been providing polling services in some cases for close to 100 years, but their contribution to understanding election in the US and UK cannot be underestimated. Ghanaian voters will indeed welcome entry into our polling industry new organisations that will provide polling services to enable us to aggregate the various polls as done by US based RealClearPolitics.com (www.realclearpolitics.com). Global InfoAnalytics can only be perfect by consistently apply rigour in its methodology and using the latest technological tools available in the industry, and indeed we use polling platforms developed by two partners from Israel and United States to conduct our polls. We can only get better.

I have no doubt Dennis Miracle Aboagye, and his team have international polling organsiations working for them and they regularly receive polling data. These polling data is private and confidential and will never be shared with the general public. It is very unlikely that having proven to our readers how our indices reflected the sentiment of Ghanaians at various times since 2022, the data they receive will not reflect those. Again, readers must understand that campaign polls are internal, and no campaign member will put those polls out there especially in the outcome of those polls are not favourable. Occasionally, even in the advance democracies, internal polls get leaked and saw that from the Trump campaign in the 2020 US elections.

On the question of who we are sampling and which people are you talking, Global InfoAnalytics talk to Ghanaian voters across the entire country of sound mind and of voting age. Since January 2022 to April 2024, we have visited all the 275 constituencies several times including hard to reach areas in the country that we call them overseas on the Volta Lake. Our field volunteers have travelled to many electoral areas using boats, pontoons, bicycles, tricycles and in some cases by foot. We have spoken to people from all walks of life and provide a comprehensive detail about the demography of voters. Our demographic analysis includes gender, age, education, religion, ethnicity and employment status of voters. We also collect data on the various Christian and Muslim denominations and sects to enable us dig deep to understand the behaviour of various religious subgroups as it impacts on elections.

Does Global InfoAnalytics poll tell much? We have over the several years and months demonstrated our dept in understanding and analysing polls as our readers will testify. The polls we released are designed to be media friendly for national discourse. All the reports issued are also available for each of the 16 regions, the 82 constituencies visited as well as each of the electoral areas visited and if Dennis is really interested, he can contact us for copies at a fee. In the April 2024 poll, there were 41 unique questions, meaning we could conduct 1,681 unique analyses for a comprehensive report for those who require such data.

Dennis Miracle Aboagye concluded that Global InfoAnalytics poll was not done properly. For this conclusion to be accurate, Dennis should have demonstrated by pointing out the floors in our research methodology and the survey instruments to justify his claim but in the absence of that, I believe we should take those comment as political and without basis in science of research.

Global InfoAnalytics has become go to organization for many people and organization interested in understanding elections in Ghana. Several international organisation in the US, Europe and Africa, indeed have found Global InfoAnalytics data more reliable and comprehensive and have resolved to use the polls to inform their decision. We urge well

meaning Ghanaians including the political parties to take our work seriously and ignore any attempt to discredit work that Global InfoAnalytics is doing as part of its Corporate Social Responsibility (CSR) and not to discourage the young men and women who volunteer their time and energy to bring to you what has never been done in the history of this country we love, Ghana.

God bless our homeland Ghana.