

On-the ground NPP Conference election survey shows delegates support Dr Mahamudu Bawumia by wide margin

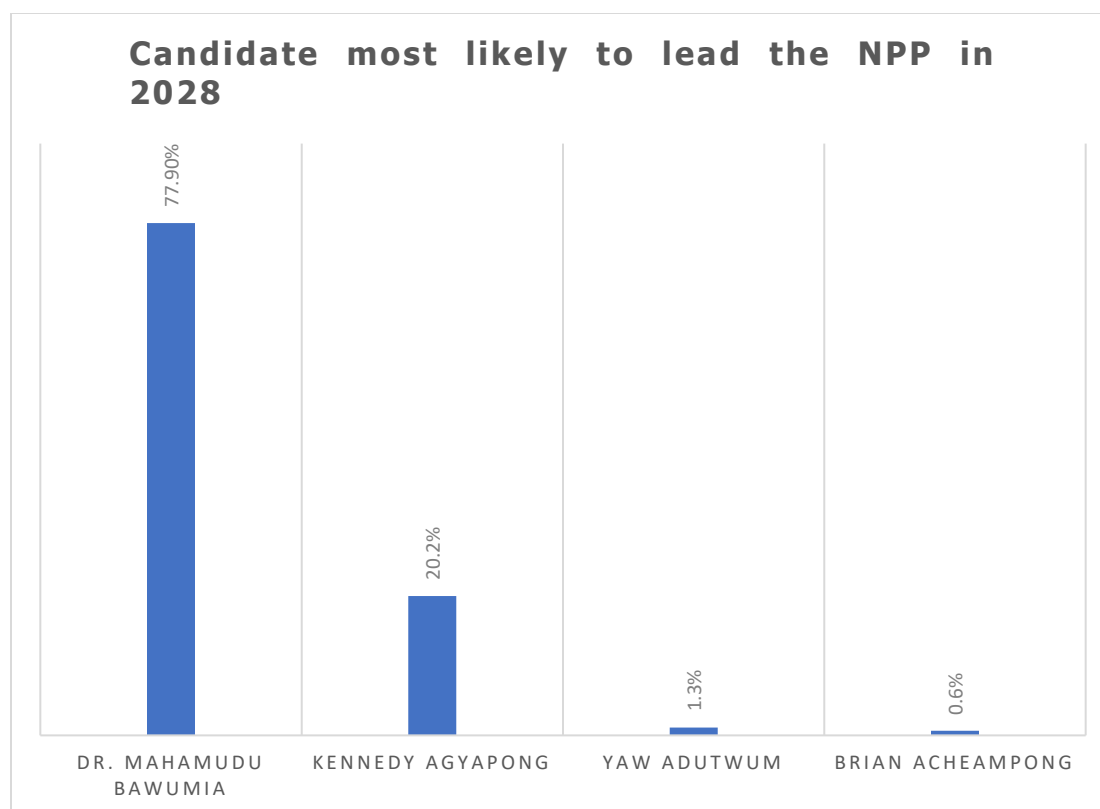
Bawumia widely favored in NPP Primary Poll held during the July 19 Party Conference

Accra, Ghana—Former Vice President Dr Mahamudu Bawumia wields widespread support among NPP Conference delegates who were present at the July 19 Conference. This is according to an independent poll by the Communication Research and Perception Study Group, a non-affiliated research study group which seeks to conduct unbiased, social scientific research into candidate preferences in democratic elections. The poll asked attendants at the conference from a wide variety of constituencies and regions about their preferences on a number of issues including their preferred candidate, whether they support a January 2026 presidential primary event and other related issues.

Dr Bawumia has a 77.9 percentage lead over his closest opponent Kennedy Agyapong.

Which of the following candidates do you think is best placed to lead the NPP in 2028?

Candidate	Percentage
Dr. Mahamudu Bawaumia	77.9%
Kennedy Agyapong	20.2%
Yaw Adutwum	1.3%
Brian Acheampong	0.6%
Total	100%



According to the survey results, Dr. Mahamudu Bawumia enjoys a sweeping majority with 77.9% of the delegate votes well ahead of Kennedy Agyapong (20.2%), Yaw Adutwum (1.3%), and Brian Acheampong (0.6%).

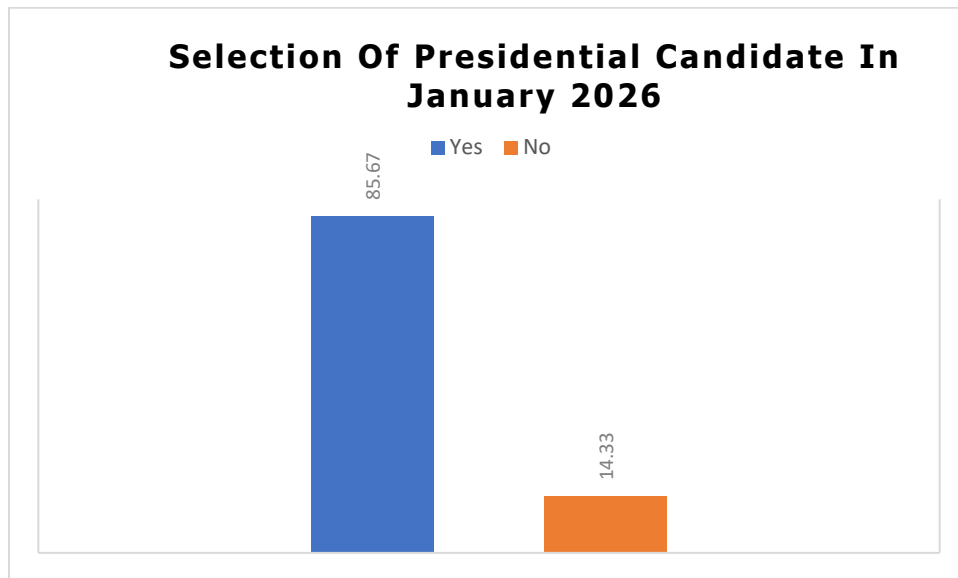
Bawumia's lead is clearly a vote of confidence demonstrating his popularity, appeal, visibility and penetration among primary delegates.

Also, the relatively low support for Kennedy Agyapong despite his boisterous and vocal image, can mean that the grassroots base of delegates puts a premium on institutional continuity rather than populism. The barely perceptible support for Adutwum and Acheampong once more serves to highlight the dominance of the Bawumia-Agyapong dyad, which demonstrates a concentration of influence within the party.

In your opinion, do you think the NPP should select a presidential candidate in January 2026?

Percentage

Yes	85.67
No	14.33
Total	100%



The data considered the opinions of delegates on whether or not the NPP should select its presidential candidate in January 2026. Overwhelmingly, 85.67% answered "Yes," showing there is widespread desire for candidate selection to be carried out early. On an organizational behavior level, the result also suggests a desire for strategic leadership and forward planning and closing ranks within party.

In your opinion, do you think every card-bearing member of the NPP should vote to elect the presidential candidate?

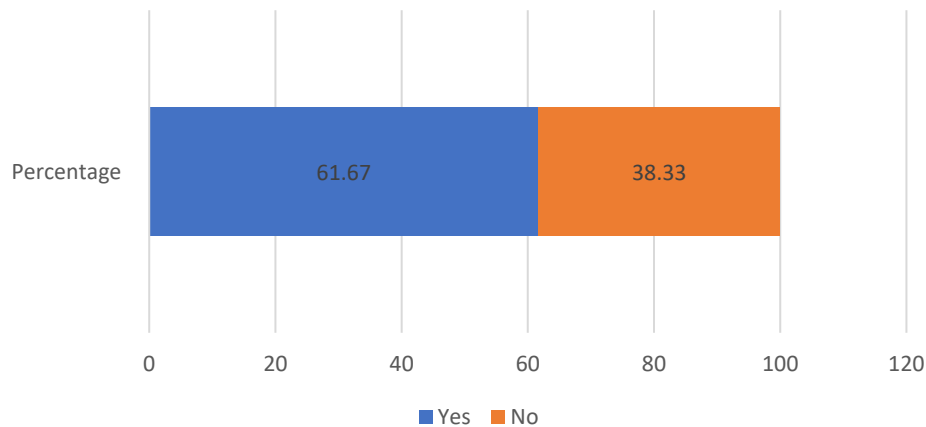
	Percentage
Yes	61.67
No	38.33
Total	100%

Preference on whether All Card-bearing Members Vote

■ Yes ■ No

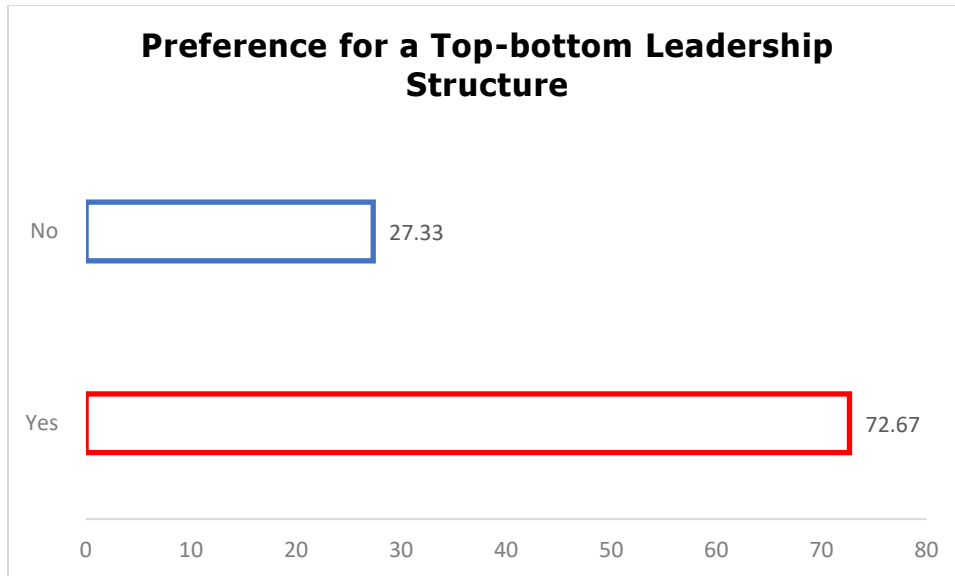


Preference on whether All Card-bearing Members Vote



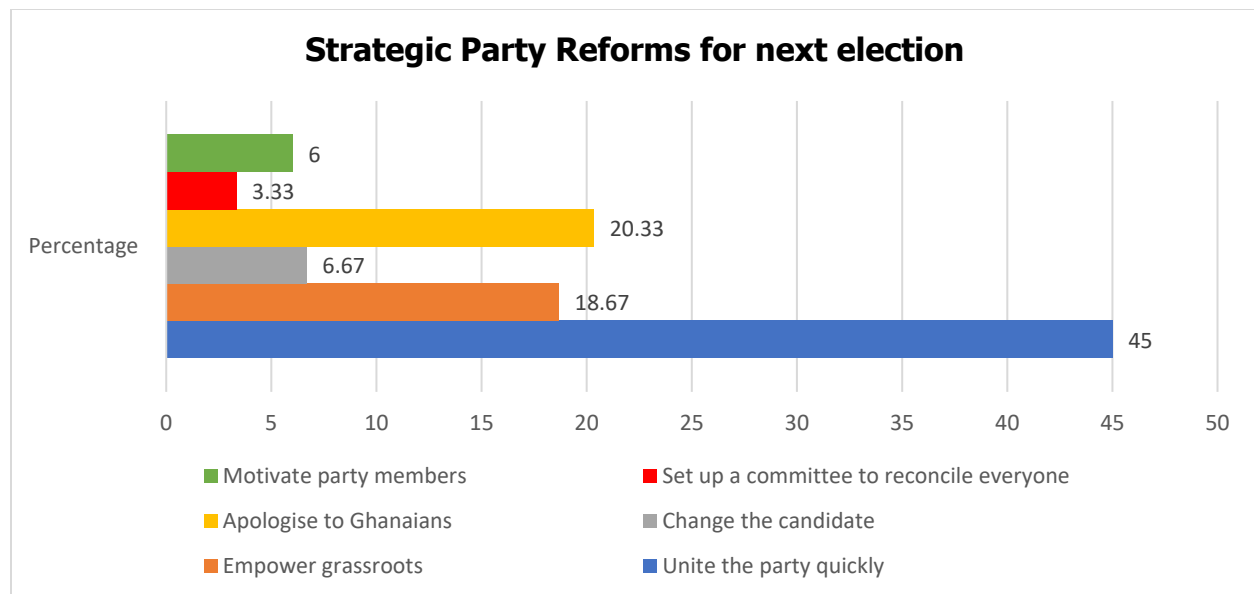
Do you support the top-bottom approach where the flagbearer should be elected before the constituency, regional, and national executives?

	Percentage
Yes	72.67
No	27.33
Total	100%



What should the NPP do to improve its chances in the next elections?

	Percentage
Unite the party quickly	45
Empower grassroots	18.67
Change the candidate	6. 67
Apologize to Ghanaians	20.33
Set up a committee to reconcile everyone	3.33
Motivate party members	6
Total	100%



Methodology

Transparency in terms of methodology is crucial to ensure credibility. This poll fulfills the research requirement of authenticity because researchers surveyed real delegates who were present at the conference from various constituencies. They were not coerced but participated willingly and shared their opinions. The live physical survey was done by administering questionnaires to individuals from various constituencies all over the country.

Communication Research and Perception Study Group survey was conducted on July 19 2025 during the NPP Conference. The sample of likely voters, $n=300$, has a credibility interval, similar to a poll's margin of error (MOE), of ± 3.2 percentage points. The data set accounted for age, regional, constituency and gender demographics.

It is crucial to remember that variables based on demographics, such as gender, age, education, and race/ethnicity, carry with them higher credibility variable characteristics as it ensures diversity and inclusion.

Data was collected by live physical survey questionnaires administered to conference participants.

All questions asked in this survey with the exact wording with no ambiguities and results independently tabulated.

Blurb

Communication Research and Perception Study Group is a group of researchers made up of students from a variety of universities across the nation. The goal of the group is to engage in practical research while providing timely and accurate information on elections, primaries and topical issues across the nation.

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