

ABRIDGED REPORT

NPP Presidential Primaries – Kennedy Agyapong To Win With 52%

Introduction

Sanity Africa is a Pan-African civil society organization committed to promoting inclusive and accountable governance through citizen-led democratic processes. We conduct governance policy analysis to assess its impact on inequality, the feasibility of campaign and manifesto promises, and voting intentions to predict election outcomes. We use town hall meetings, stakeholder engagements—especially with policymakers and change agents—and the media to drive change.

Between December and January 2026, we conducted a survey to assess the voting intentions of delegates of the New Patriotic Party (NPP) ahead of their upcoming presidential primaries.

The survey aims to assess the *overall voting intentions* of NPP delegates based on the expanded voter album. Consequently, individuals not listed in the expanded album were not included in this study.

In assessing overall voting intentions, the survey further disaggregated respondents' data into four categories:

1. **Gender** – to evaluate how gender influences delegates' choice of party leadership.
2. **Religion** – to explore how a delegate's religion affects candidate preference and whether the religion of a candidate matters in the voting decision.
3. **Age bracket** – to determine how aspirants appeal to different age groups.
4. **Employment status** – to assess how a delegate's current employment status influences their preferred NPP flagbearer for the 2028 general elections.

The survey covers :Hon. Kennedy Ohene Agyapong, H.E. Dr. Mahamudu Bawumia, Dr. Osei Yaw Adutwum (Adutwum), and Dr. Bryan Acheampong (Bryan) and ING Kwabena Agyapong.

Overall voter preference – NPP flagbearer

Overall, Ken leads with 52%, followed by DMB with 40.0%. They are trailed by Bryan 7.0% who is followed closely by Adutwum with 0.7% and Ing Kwabena Agyepong at 0.3%. The following sections give summaries of the main variables discussed in this survey.

Gender

DMB leads among NPP male delegates with 48.9%, compared to Ken's 42.4%. Bryan ranks third with 6.1%, while Adutwum comes fourth with 2.0% with Ing. Kwabena Agyapong at 0.6. On the other hand, Ken holds a commanding lead among female delegates, securing 57.8% against DMB's 37.1%. Among women as well, Bryan remains the third preferred candidate, ahead of Adutwum and Ing Kwabena Agyapong.

Religion

We introduced religion as a variable to assess how voters are influenced by two key factors: the religion of the candidate and the religion of the voter, and how these elements may shape voting decisions in the primaries.

Over half of respondents who identified as Muslims consider religion important in their decision-making, with 52.8% indicating support for DMB on that basis, compared to 43.1% for Ken.

Conversely, respondents who identified as non-believers, atheists, or traditionalists showed a preference for Ken (55.1%) over DMB (40.6%).

Among Christian respondents, a majority indicated that religion is a very important factor in their leadership choice, with 61.6% saying they would vote for a candidate who shares their faith—specifically Ken. Meanwhile, 31.3% stated that religion would not influence their decision and preferred DMB as their flagbearer.

Interestingly, Adutwum—described by many as ‘an Elder of a Church’—ranks third among Christian voters, with Bryan in fourth place and Ing Kwabena Agyapong in fifth place.

Age

Age introduced as a variable to assess how different age groups are aligned with the various candidates.

DMB appears to resonate more with adult voters, particularly those in the middle-age group (40 to 55 years). Among this group, DMB leads Ken by over 3 percentage points—49.7% compared to 46.3%.

Similarly, among *mature* voters (aged 55 years and above), DMB remains the preferred candidate, leading Ken by nearly 10 percentage points—47.8% versus 38.6%. Adutwum is the third choice in this category, while Bryan ranks fourth followed by Ing Kwabena Agyapong. Among the youth (delegates under 40 years), Ken enjoys overwhelming support, with 63% indicating they would vote for him, compared to 33.5% for DMB. In this group, Bryan emerges as the alternative in the absence of Ken or DMB.

Employment status

This variable was introduced to assess how voters' employment status shapes their voting intentions regarding the party's flagbearer. For ease of analysis and to align with the study's objective, employment status was categorized into four segments:

1. Full-time employed (FT job)
2. Self-employed/Businesspeople, including market women, artisans, farmers, and traders
3. Unemployed
4. Students

Students were separated from the unemployed to distinguish between individuals actively seeking employment and those currently not available for full-time work.

Among respondents with full-time employment, DMB is the preferred candidate, securing 53.8% support compared to Ken's 41.9%. Across all four employment segments, Bryan consistently ranked third, averaging 4.3% of total voter preference.

The self-employed group—including traders, market women, and businesspeople—showed a strong preference for Ken as the NPP's flagbearer, with 55.5% support, compared to 39.5% for DMB.

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Ken also leads decisively among students and the unemployed. Among students, 58.9% prefer Ken over DMB (32.7%), while among the unemployed, 52.8% support Ken compared to 39% for DMB.

These trends among students and the unemployed mirror findings from the age-based analysis, where delegates under 40—who are most likely to fall into the student and unemployed categories—overwhelmingly favour Ken over the other three candidates.

Conclusion

Sanity Africa's final predictions on the New Patriotic Party Presidential Elections:

Kennedy Ohene Agyapong: 52%

Dr. Mahamudu Bawumia: 40.0%

Dr. Bryan Acheampong: 7.0%

Dr. Yaw Osei Adutwum: 0.7%

ING. Kwabena Agyepong: 0.3%