

# Who Leads the NDC into Election 2028?

## NDC Flagbearer Race: Current Dynamics and Delegate Sentiment

## 1. Introduction

This report presents findings from a nationwide survey of constituency executives of the National Democratic Congress (NDC), aimed at assessing current dynamics in the party's 2028 flagbearer race. Conducted across all 276 constituencies, the study provides a timely snapshot of support levels, voting intentions, perceptions of candidate competitiveness, and the key factors shaping leadership preferences within the party. The results offer valuable insight into an increasingly competitive and evolving contest, highlighting both the leading contenders and the broader considerations influencing decision-making among party actors at the grassroots level.

## 2. Methodology

### *Study Design and Sampling Approach*

This study was designed to capture the perspectives of party actors at the constituency level across Ghana. The target population comprised constituency executives of the National Democratic Congress (NDC) across all 276 constituencies. A nationwide sampling approach was adopted, ensuring that all constituencies had an equal opportunity of representation in the study. This approach was intended to provide a broad and geographically inclusive view of internal party sentiment.

### *Data Collection*

Data collection was conducted over a three-day period (April 17–19, 2026) using a structured survey instrument. The survey was administered through bulk SMS distribution, allowing respondents to access and complete the questionnaire remotely. This method enabled rapid deployment across all constituencies, standardized delivery of the survey instrument, and efficient collection of responses within a short timeframe.

### *Participation and Response*

Participation in the survey was entirely voluntary, with no incentives provided for completion. Respondents were free to participate at their discretion, and no coercion was applied at any stage of the process. At the close of data collection, a total of 2,408 valid responses were received and included in the analysis.

### *Representativeness and Coverage*

The study ensured national coverage across all constituencies, with each constituency given equal opportunity to participate. While responses were voluntary, the broad geographic spread enhances the diversity and inclusiveness of the dataset.

*Limitations*

As with all voluntary response surveys, the findings may reflect self-selection bias, where individuals who chose to respond may differ systematically from those who did not. Additionally, the use of SMS-based data collection may limit participation to respondents with access to mobile devices and familiarity with digital tools. Despite these limitations, the relatively large sample size and nationwide reach provide a useful and credible snapshot of prevailing views among constituency-level actors.

### 3. Key Findings

#### 3.1. Support Base: A Split at the Top

Current support levels show a near-even division between the two leading candidates: Hon. Johnson Asiedu Nketia leads with 31.9%, while Hon. Julius Debrah follows closely with 30.1%. This narrow margin of less than two percentage points indicates that the race is not only competitive but also structurally balanced at the top. While both candidates have built strong bases, neither has been able to break away from the pack or consolidate a dominant coalition. The support landscape is therefore polarized but not settled (Fig 1).

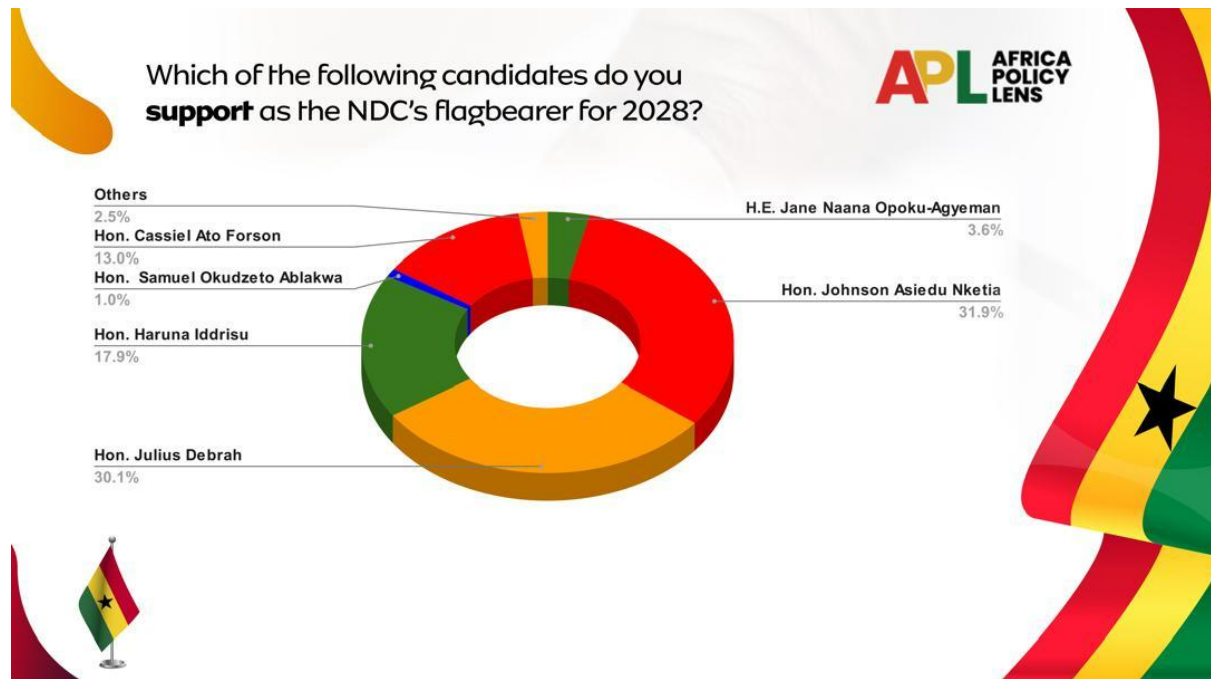


Fig. 1: Candidates' support base

### 3.2. If Elections Were Held Today: Reinforcing the Deadlock

When respondents were asked who they would vote for if elections were held today, the same pattern emerged: Hon. Johnson Asiedu Nketia secured 32.7%, while Hon. Julius Debrah obtained 30.9%. The consistency between general support and immediate voting intention suggests that voter preferences are firm and well-defined, with little evidence of volatility or swing. The race remains locked, with both candidates maintaining stable constituencies but failing to expand significantly beyond them. This reinforces the conclusion that no candidate currently commands a winning majority.

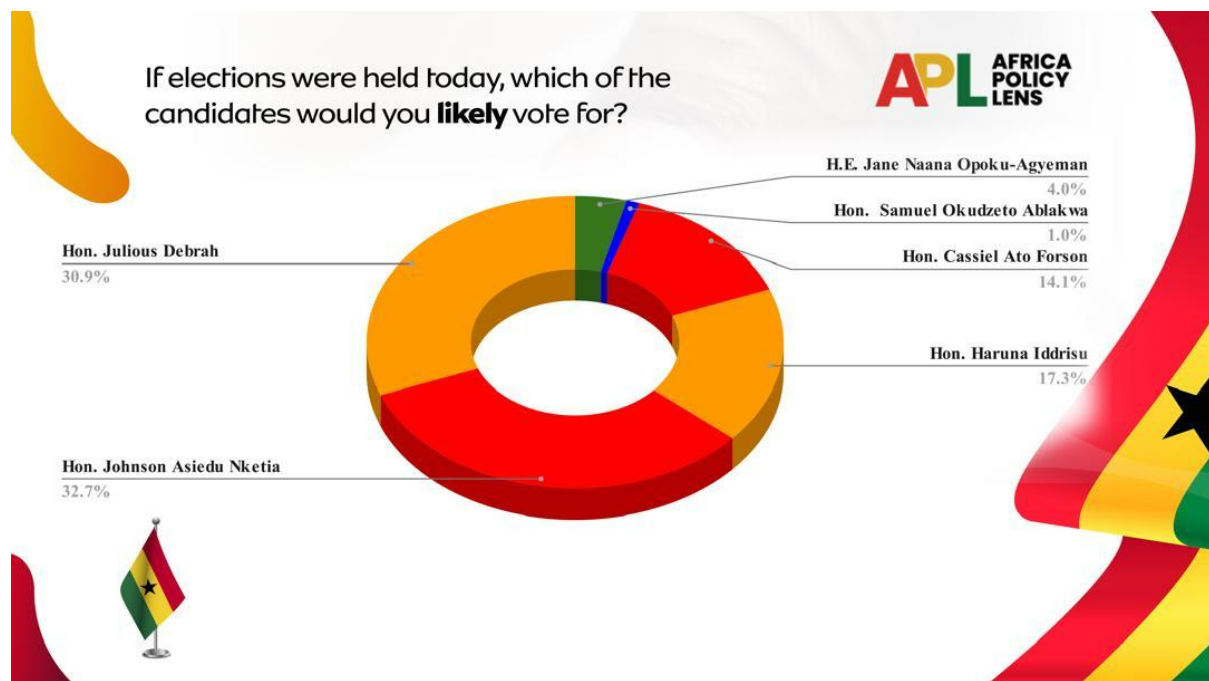


Fig. 2: Voting preferences among delegates

### 3.3. Closest Opponent Perception: A Competitive Field Beyond the Top Two

Perceptions of “closest opponent” (Fig 3) add an important layer to the analysis: Hon. Johnson Asiedu Nketia is identified as the closest competitor by 29.1%, followed by Hon. Cassiel Ato Forson, who follows closely at 27.1%, and Hon. Julius Debrah and Haruna Iddrisu trail at around 15–16%. While the top of the race is dominated by two candidates, perceptions of competitiveness extend beyond them. Notably, Hon. Ato Forson emerges

as a significant perceived contender, despite lower direct support levels. This suggests that the broader field still holds latent influence over the eventual outcome.

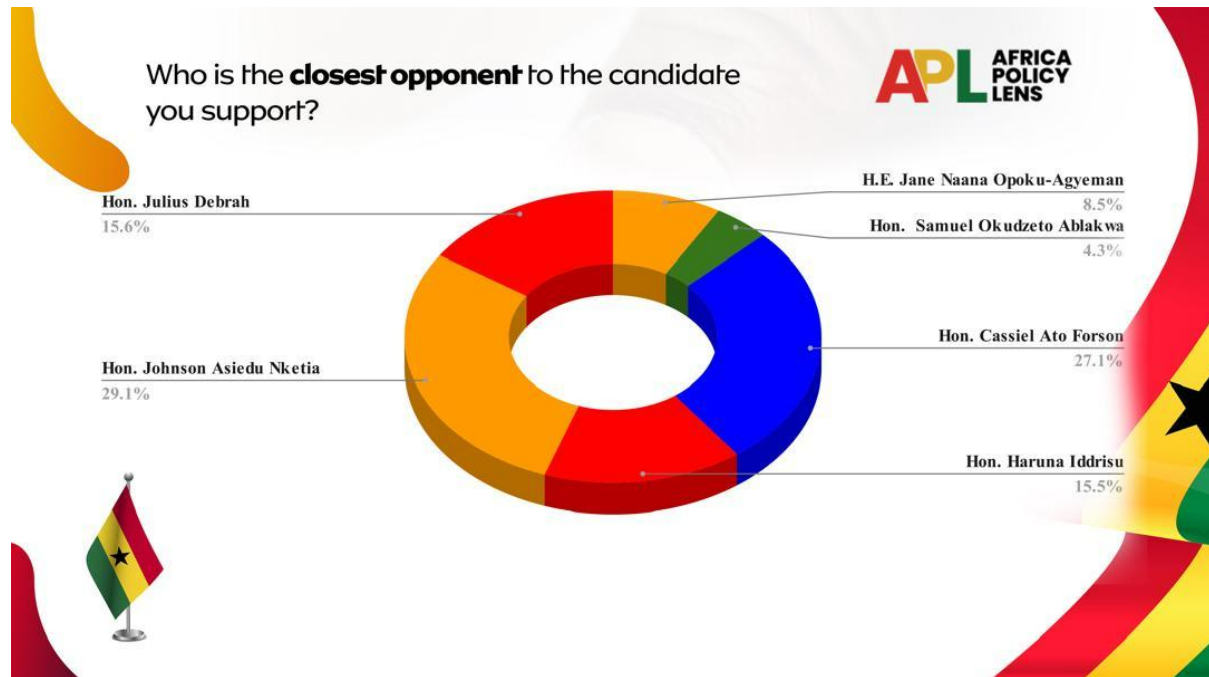


Fig. 3: Closest opponent perception

### 3.4. Drivers of Voter Choice: Competence and Unity Over Policy

Voter preferences are primarily shaped by leadership qualities rather than policy specifics: experience and track record (66.1%); personal integrity and honesty (56.8%); ability to unite the party (46.8%); grassroots appeal (46.5%); charisma and public image (43.9%); policy proposals (27.9%) are some of the leading qualities that NDC delegates identified (Fig 4). The electorate is clearly prioritizing credibility, trust, and party cohesion over policy articulation. This indicates that the contest will likely be decided on perceived competence, moral authority, and capacity to unify the party base rather than detailed policy platforms.

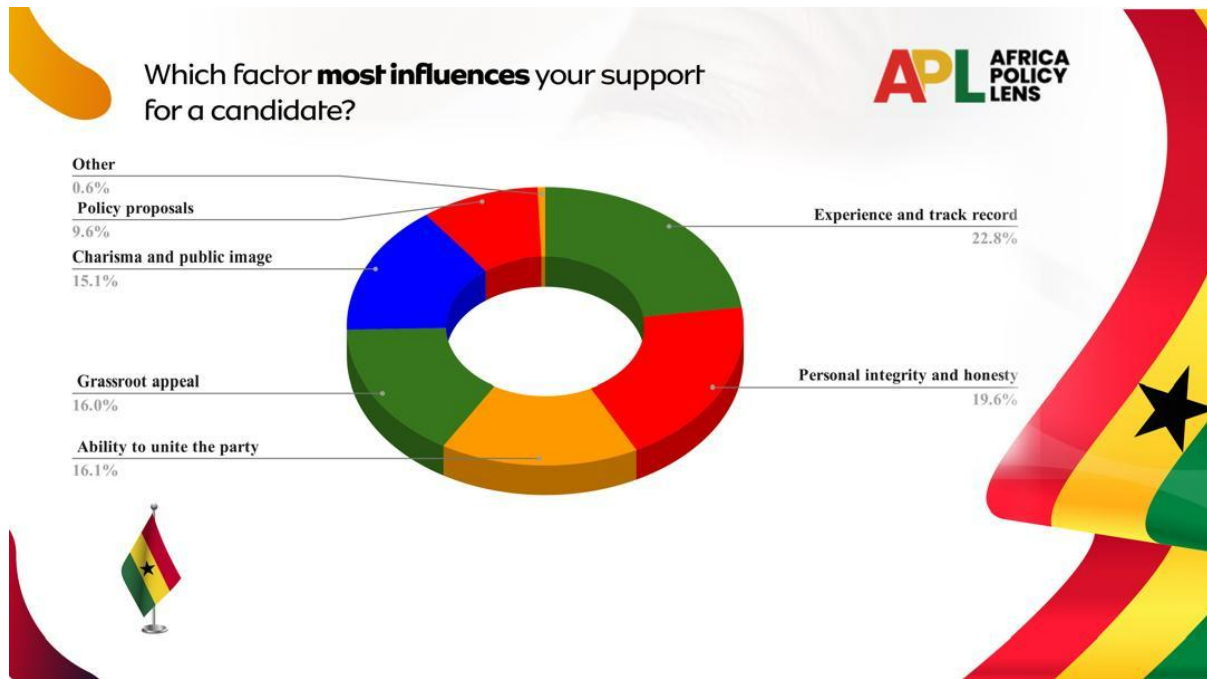


Fig. 4: Drivers of voter choice

### 3.5. Strategic Implications

#### *A Race Without a Dominant Leader*

The most defining feature of the current landscape is that neither of the two leading candidates has secured a decisive advantage. Despite their strong positioning, both remain below the threshold required to control the race outright.

#### *Entrenched but Limited Support Bases*

Both leading candidates demonstrate stable but bounded support. Their challenge is not maintaining their base, but expanding beyond it to capture undecided or secondary preferences.

#### *Influence of the Wider Field*

Perceptions of competitiveness, particularly around Hon. Cassiel Ato Forson, indicate that candidates outside the top two retain strategic relevance. Their support bases could prove decisive in shaping the final outcome.

#### *A Leadership Contest Defined by Credibility*

Given the dominance of experience, integrity, and unity as decision factors, the race is fundamentally a credibility contest. Candidates who can convincingly project proven leadership, trustworthiness, and ability to unify the party will be best positioned to break the current deadlock.

### 3.6 Demographic Profile of Respondents

The survey sample is characterized by a highly educated, mid-career population, with strong representation from key urban and politically significant regions. This profile suggests that the findings reflect the views of a relatively informed and economically active segment of the electorate.

#### *Age of respondents*

The age structure of respondents is heavily concentrated within the 35–44 age group, which accounts for 50.5% of the sample. This is followed by the 25–34 years (21.4%); and the 45–54 years (19.8%). Younger respondents (18–24) represent only 5.8%, while those above 55 collectively account for less than 3% of the sample. The relatively low representation of younger voters means the findings may understate youth-specific preferences or emerging trends.

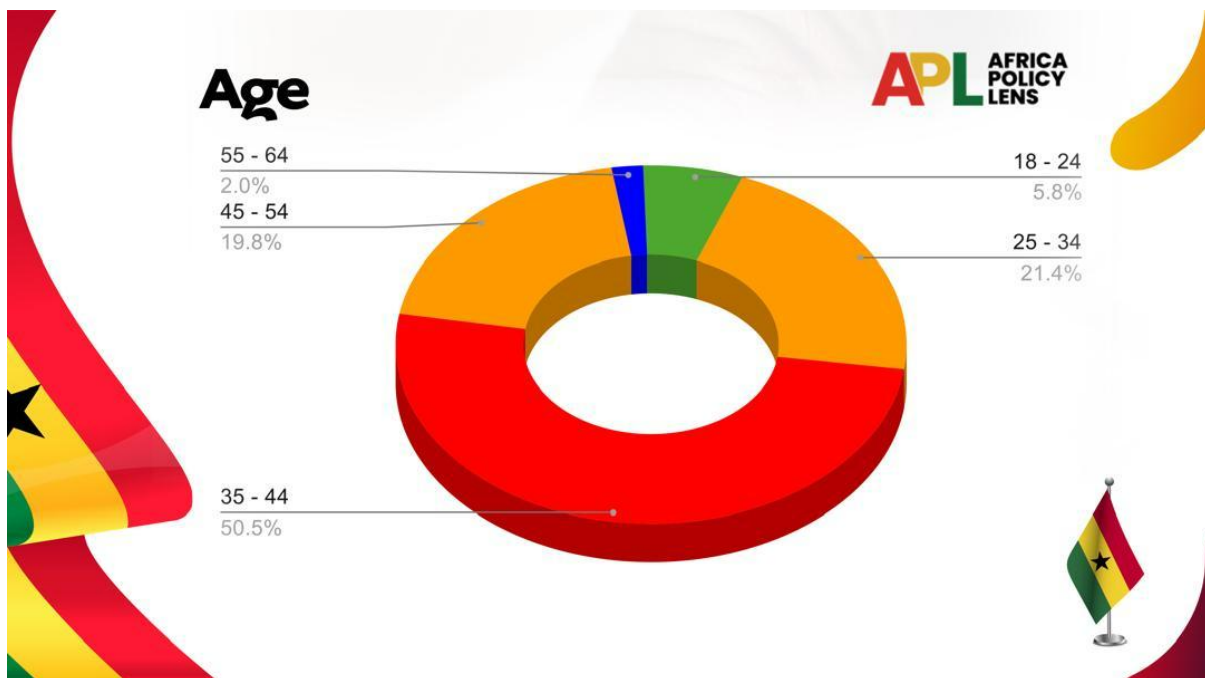
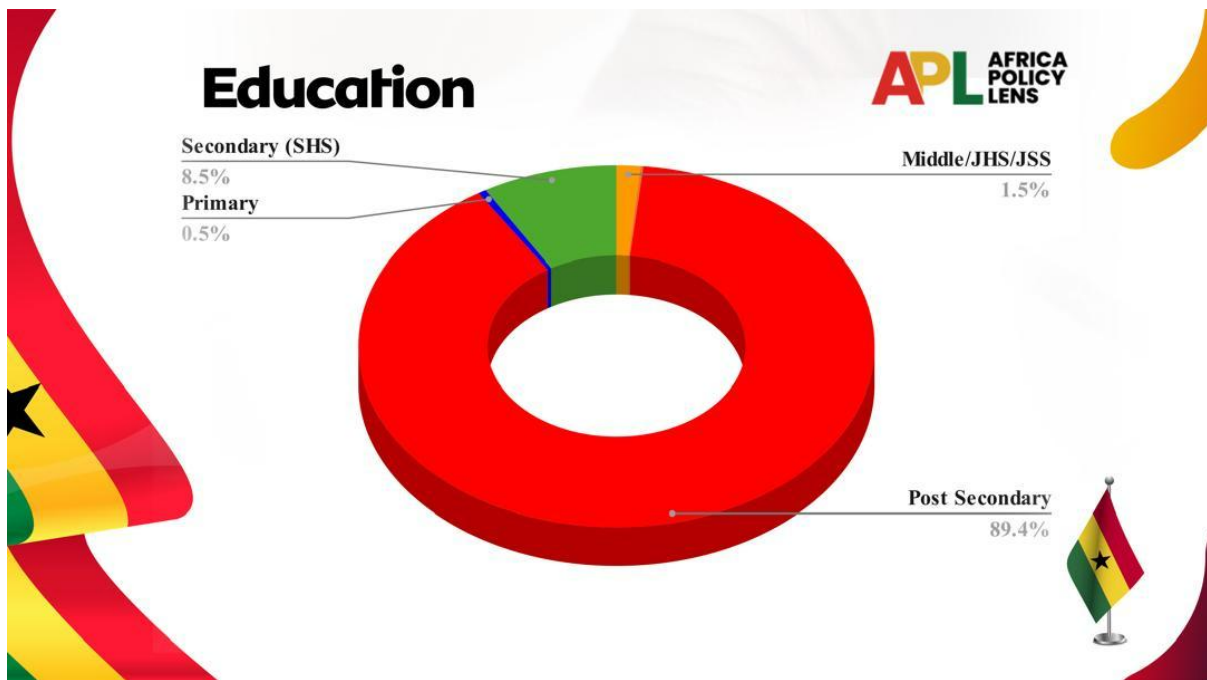


Fig. 5: Age of respondents

*Education of respondents*

An overwhelming 89.4% of respondents have post-secondary (tertiary) education, with smaller proportions in with secondary (SHS) level of education completed (8.5%); middle/JHS/JSS (1.5%), and primary or no formal education <1% (See Fig 6). This is a highly educated respondent base, which places greater emphasis on competence, experience, and credibility, more stable and consistent political preferences, and a higher likelihood of informed decision-making.



*Fig. 6: Highest education completed by respondents*

*Regional distribution of respondents*

The sample includes respondents from all regions (Fig 7), with stronger representation from Greater Accra (15.8%), Northern Region (15.0%), Central Region (9.8%), Ashanti Region (9.1%), and Eastern Region (7.1%). The distribution shows a strong presence from urban and politically strategic regions, particularly Greater Accra. Overall, the regional spread supports a national perspective, though not perfectly proportional.

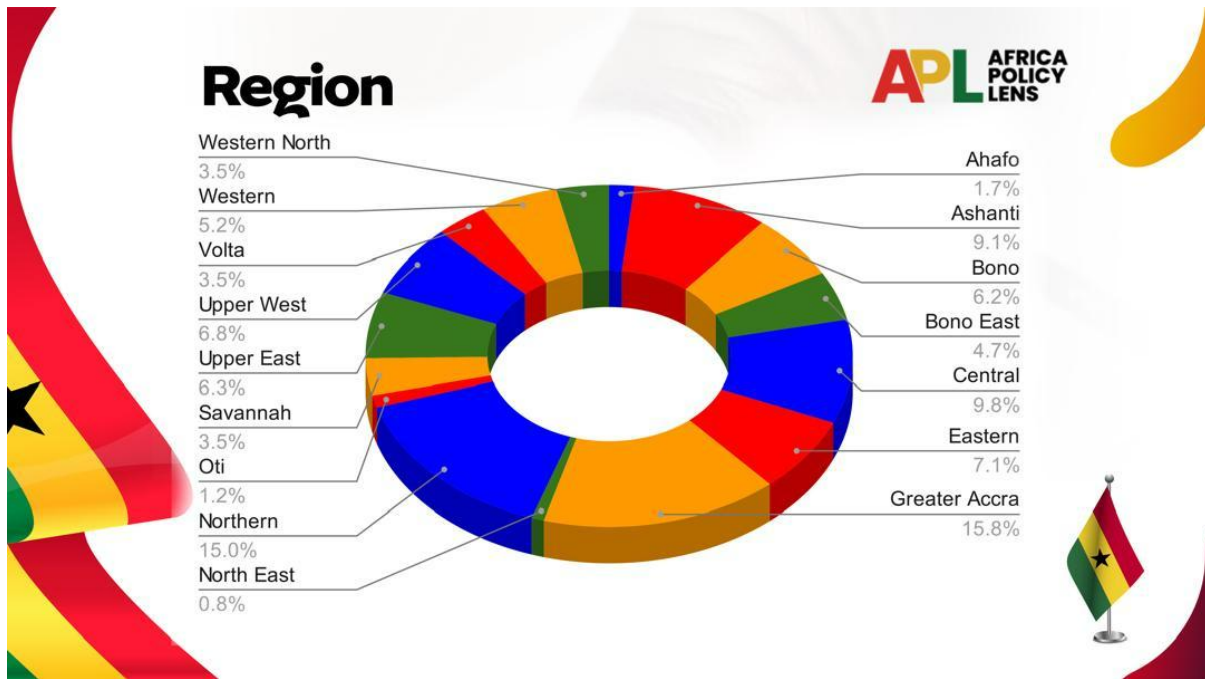


Fig. 7: Regional distribution of respondents

## 4. Conclusion

The NDC flagbearer race remains highly competitive but inconclusive. While Hon. Johnson Asiedu Nketia and Hon. Julius Debrah clearly lead the field, the absence of a commanding margin means the contest is still open and contestable.

The eventual outcome will depend not simply on maintaining current support levels but on the ability of candidates to expand their appeal, consolidate broader backing, and align with the key leadership qualities valued by voters.

Until then, the race should be understood as a balanced contest at the top, without a decisive frontrunner.

**For further engagement, please contact:**

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