CepRass 2nd Election Opinion Poll Dissemination

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- An opinion poll is an **assessment of public opinion by surveying** a representative sample, especially as the basis for forecasting the results of voting.

- Public Opinion Polls have **successfully predicted elections in America** since 1936 (AAPOR), although they continue to post challenges.

- presidential election as mandated by the 1997 Constitution will take place in less than 10 days.

- The new political dispensation has led to the **proliferation of parties**. 18 political parties registered with the IEC, but 5 plus one independent candidate are likely to be on the ballot.

- The overarching goal of the CepRass OP is to provide empirical evidence on the key election issues in the Gambia through regular surveys.
- The first OP was conducted in August-September 2021 and results were released on 1st October 2021.
- This second OP was conducted between 9th and 19th November 2021. The goal is to track changes in public perception on electoral issues since the first OP.
- The OP is divided into **voting, political parties, COVID-19 and election**.

- The design adapted the recent **Integrated Household Survey (IHS) with telephone numbers** as the frame, which comprises of 14,191 households from 8 local government areas (LGAs) within 48 districts in The Gambia.

- A **multi-stage sampling design was used** where in the first stage **households were stratified according to LGAs**, and at each stratum (LGA) probability proportionate to size (PPS) was used to select a representative sample of districts.

- The proportions are based on the number of **registered voters at LGA level from IEC**.

- In the final stage, a **random number of respondents were selected from the sampled districts** using PPS. In total, 34 districts included of which 1256 respondents were selected for the opinion poll, including a 10% oversampling.

- To account for non-responses, which is usually high in telephone surveys, **sampling with replacement** was used.

- Specifically, we kept replacing non-responses from the district frame until we are able to interview the required sample size from a district.

- The proportion of male and female respondents **was designed to mirror the proportions of registered voters at each district**. However, in field exercise, this was not achieved (32% female registered voter vs 52.5% in the population).

- A comprehensive **questionnaire using Survey Solution's Designer** tool was developed. The questionnaire is divided into 7 sections with the main sections being **voting, political parties, and COVID-19 implication for election**.

- **12 enumerators and 3 supervisors** were recruited and trained to conduct the data collection and trained in a **two-day training session** to familiarise the enumerators with the survey instrument and the study methodology to avoid mistakes and ensure data quality.

- Finally, the team of 12 enumerators was provided airtime on the various cellular networks (Africel, Qcell, and Gamcel) to call respondents, specifying when a **female member of the household should be interviewed** and when a young member of the household should be interviewed.

- The data collection started on **10th November and ended on 19th November 2021** covering the selected households identified in the sample.

- Overall, **1256 respondents were interviewed** across all LGAs and 34 districts.
- The researchers used a computer assisted personal interviews (CAPI) to collect the data hosted on CepRass's own cloud server, which was retrieved using a format readily available for use in STATA.

- Then STATA software (version 17; StartCorp. 2021) was used for the analysis, which was entirely descriptive. The statistical software was used to generate graphs such as bar and pie charts for all the interesting issues on which the respondent's opinion were being sought.

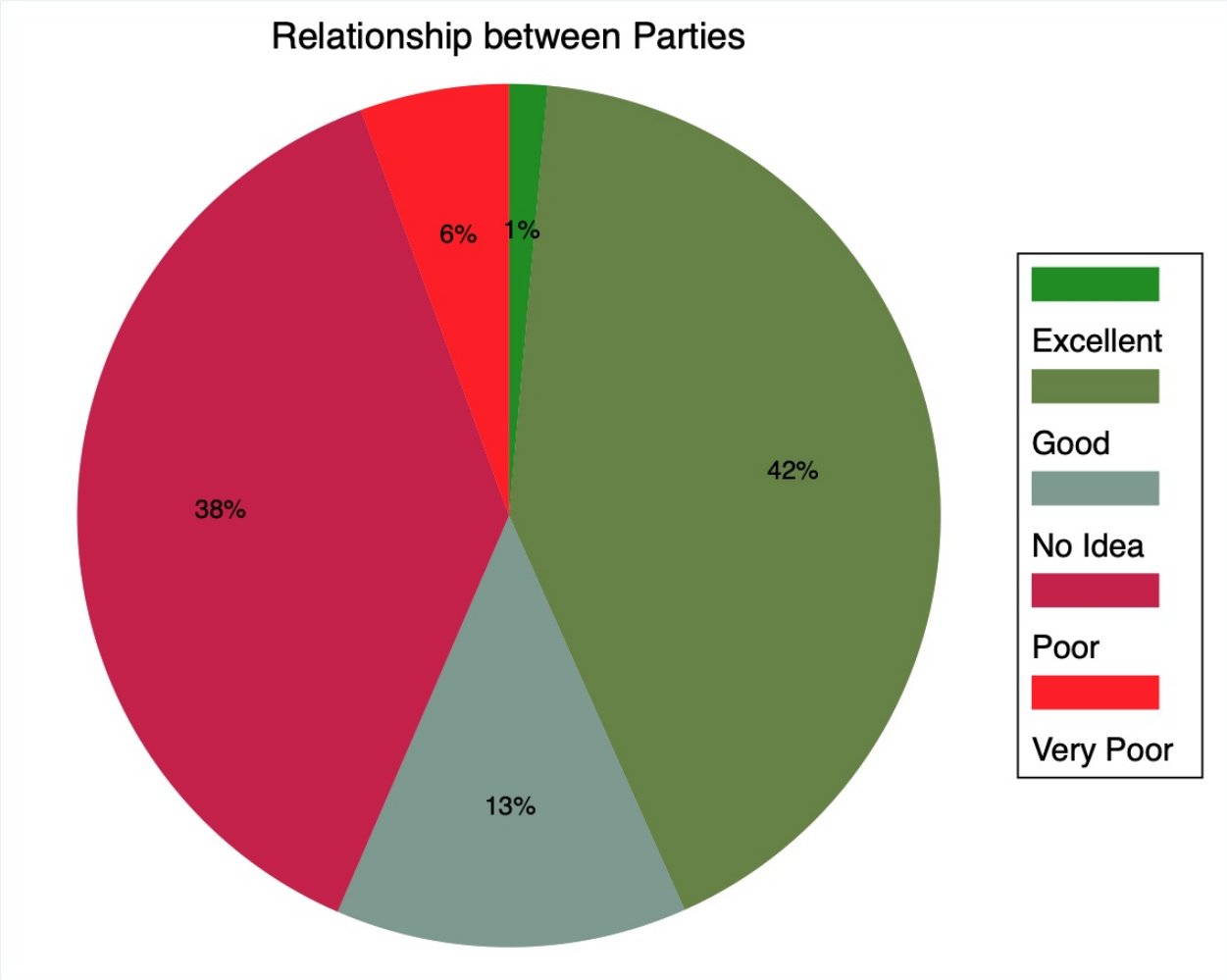
- For clarity, every issue is analysed in the context of its past and current environment. As the target respondents for the poll were likely voters, the **analysis is based on respondent's self-report on their willingness to vote** and considering just the likely voters (97% of the respondents).

- There is good representation across LGA and ethnicity.

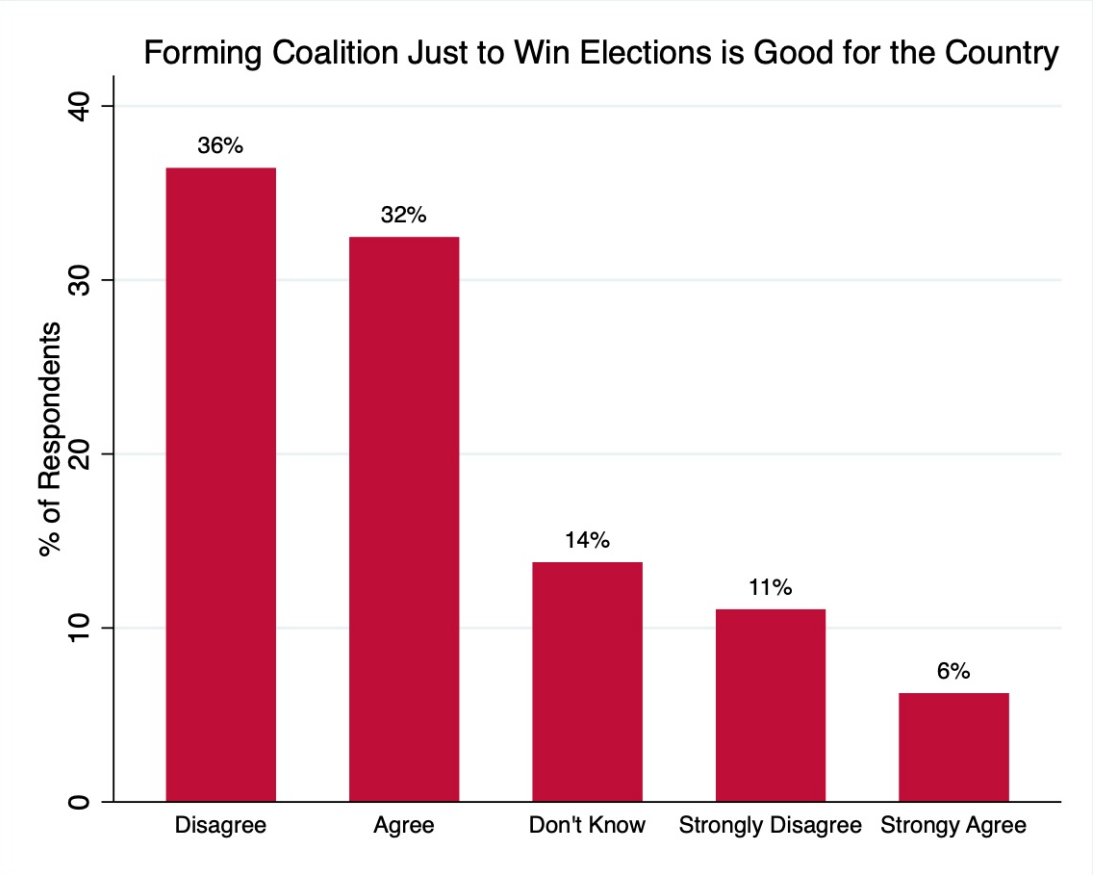
Table 1: Profile of the Respondents Surveyed

Variable	Frequency	Proportion (Percentage)
LGA		
Banjul	29	2.5
Basse	153	12.9
Brikama	447	37.72
Janjanbureh	88	7.43
Kanifing	188	15.86
Kerewan	145	12.24
Kuntaur	63	5.32
Mansakonko	72	6.08
ETHNICITY		
Mandinka	445	37.58
Fula	279	23.56
Wollof	181	15.29
Jola	101	8.53
Sarahule	81	6.84
Manjago	21	1.77
Aku	5	0.42
Serrer	33	2.79
Other	38	3.21
AGE		
18 -24	72	6.08
25-34	282	23.82
35-44	332	28.04
45 -54	270	22.80
55 and above	228	19.26
Total	1185	100.00

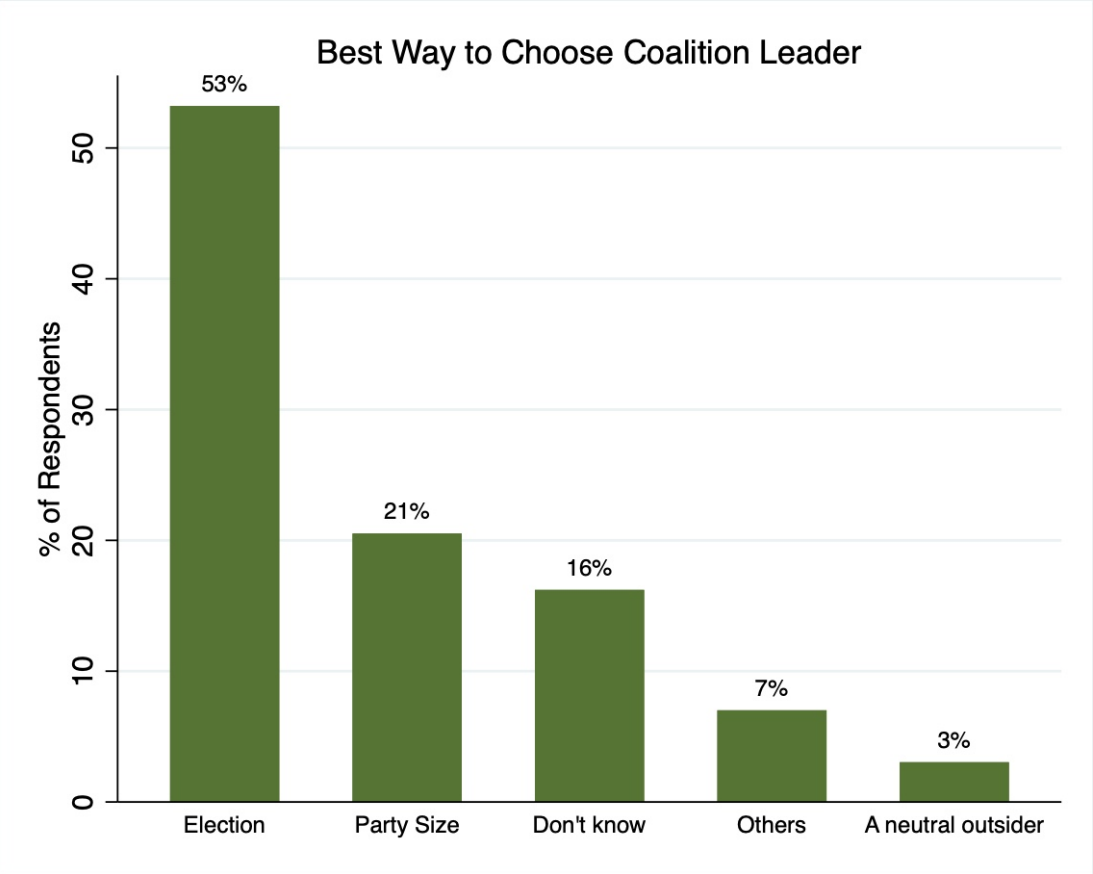
- Relationship between parties.



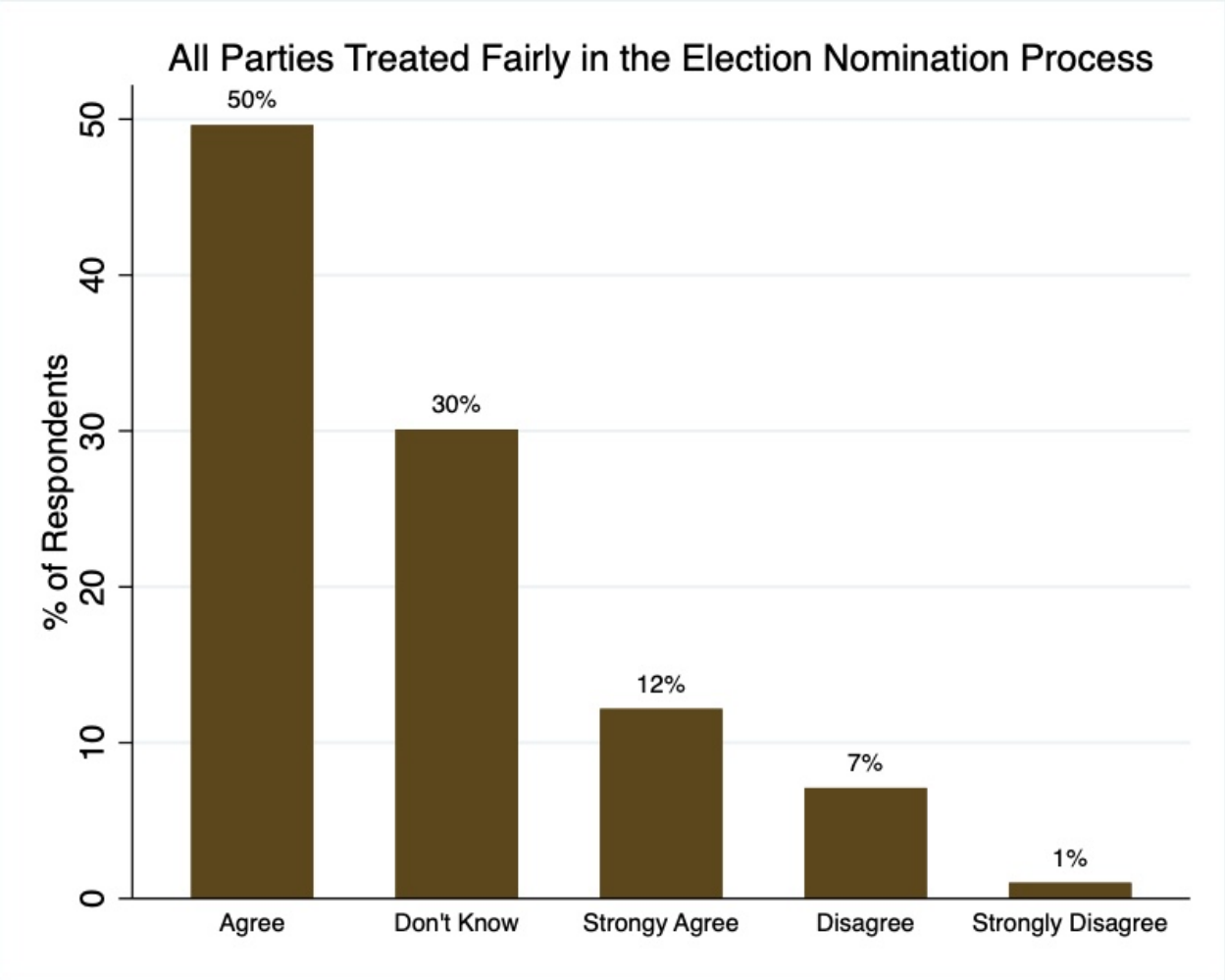
- Forming coalition just to win elections



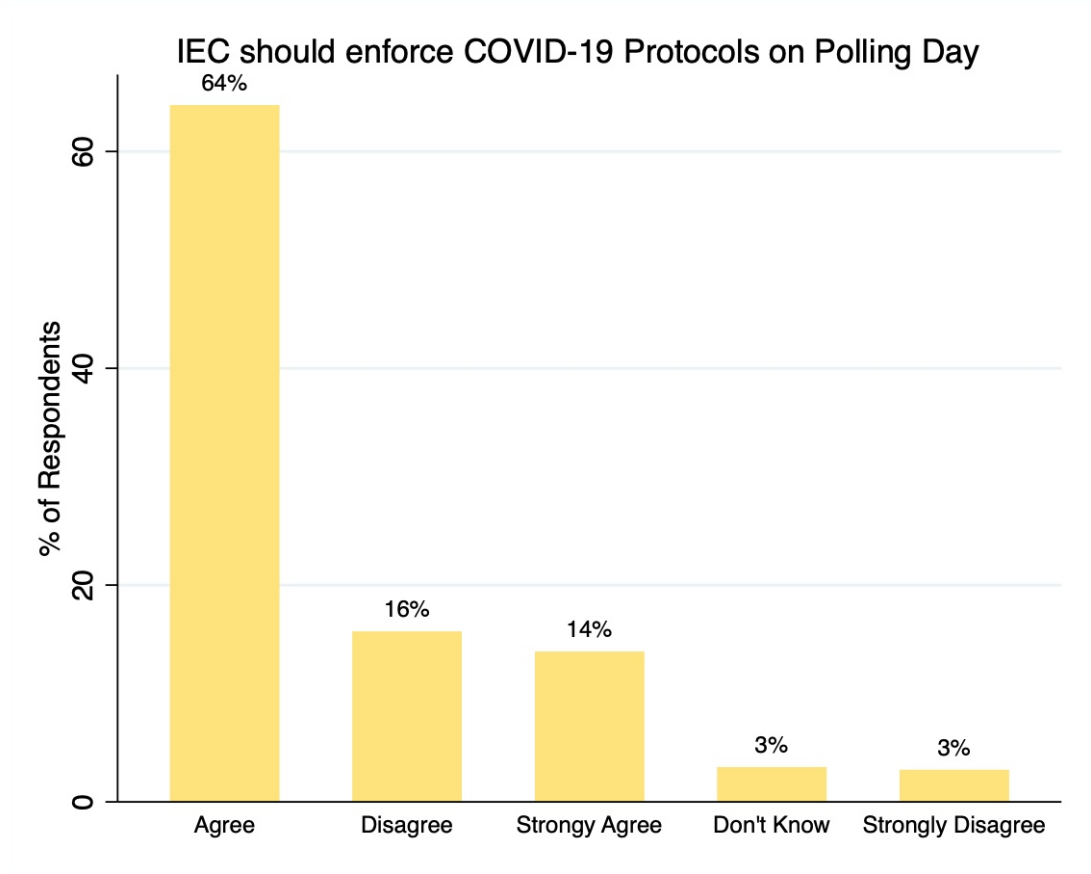
- Best way to choose a coalition leader.



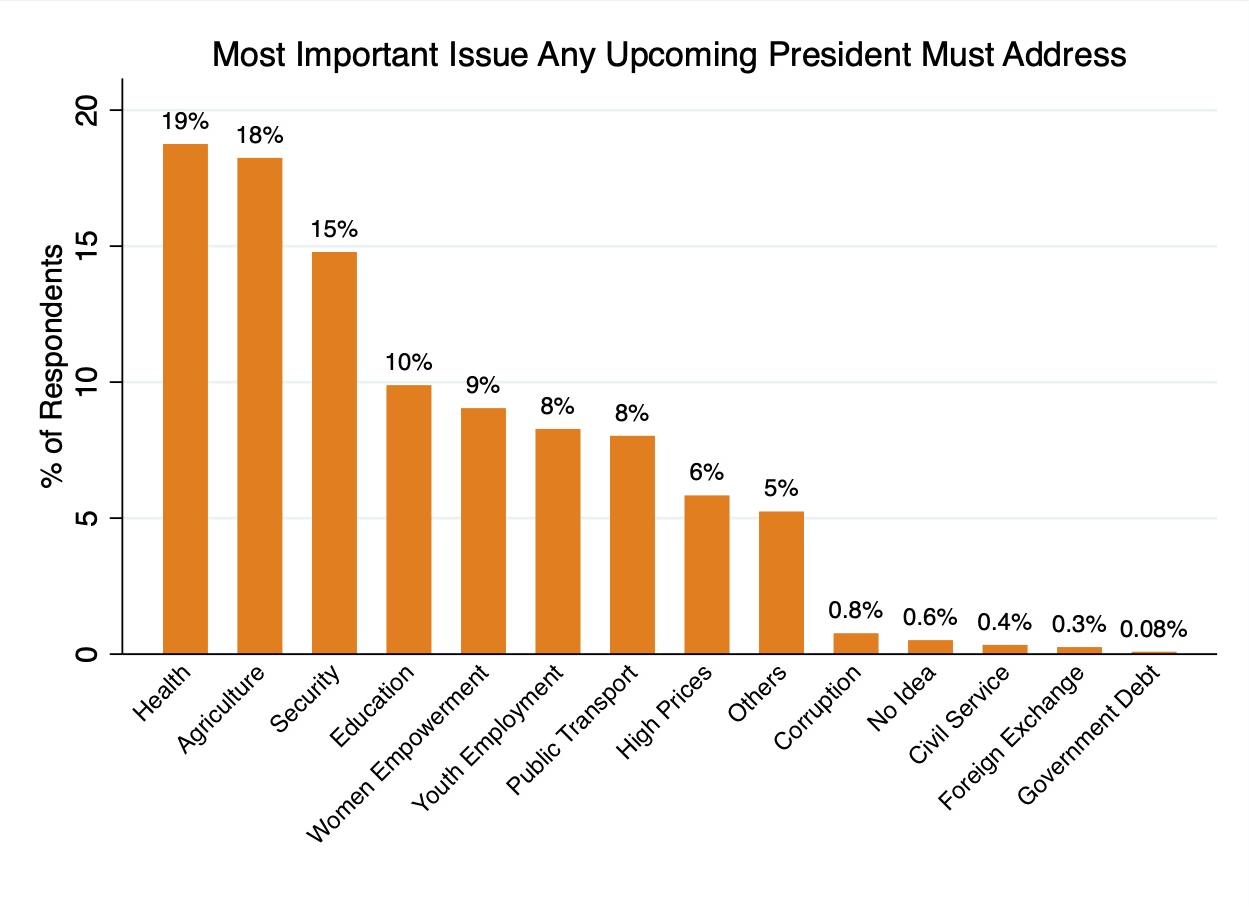
- All parties treated fairly in the nomination process.



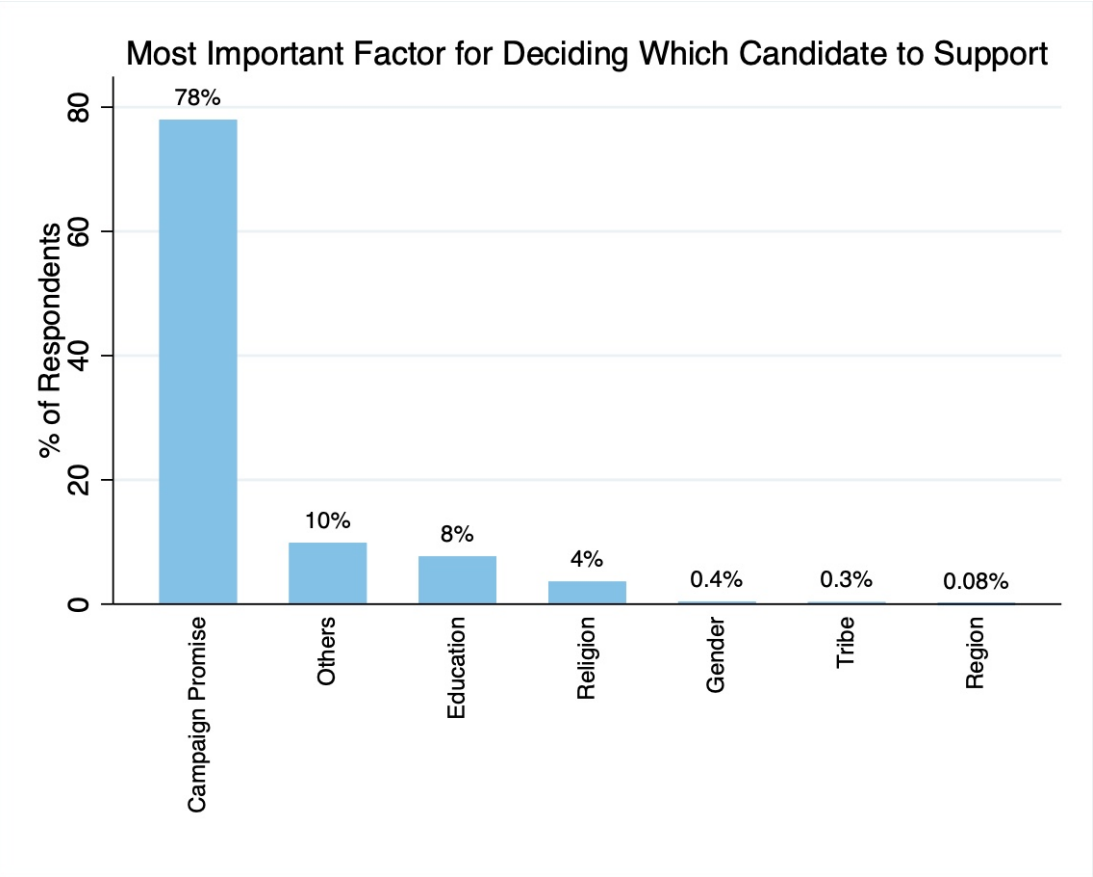
- Enforcing Covid-19 protocols at the polling station on election day.



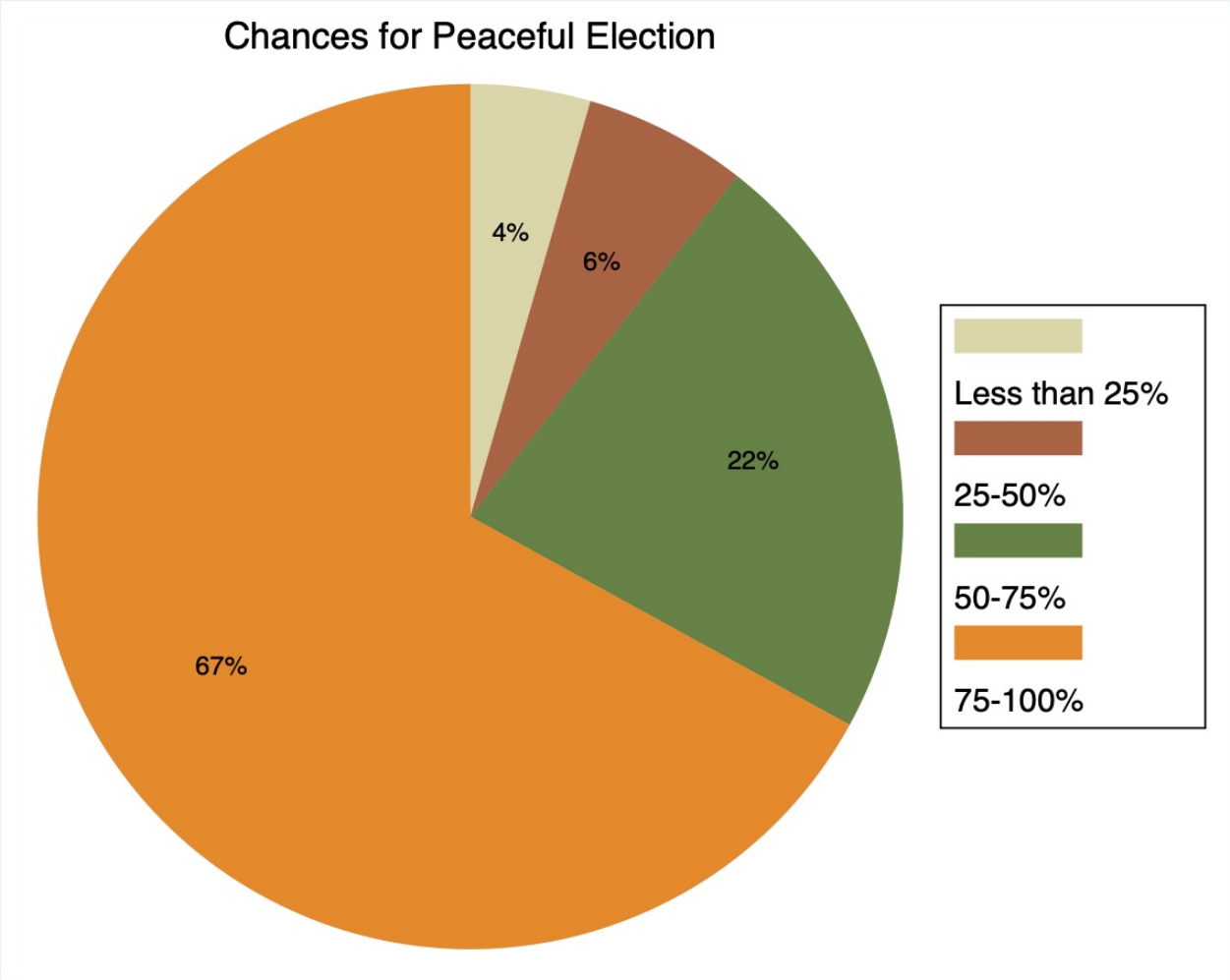
- Most important issue any upcoming President must address



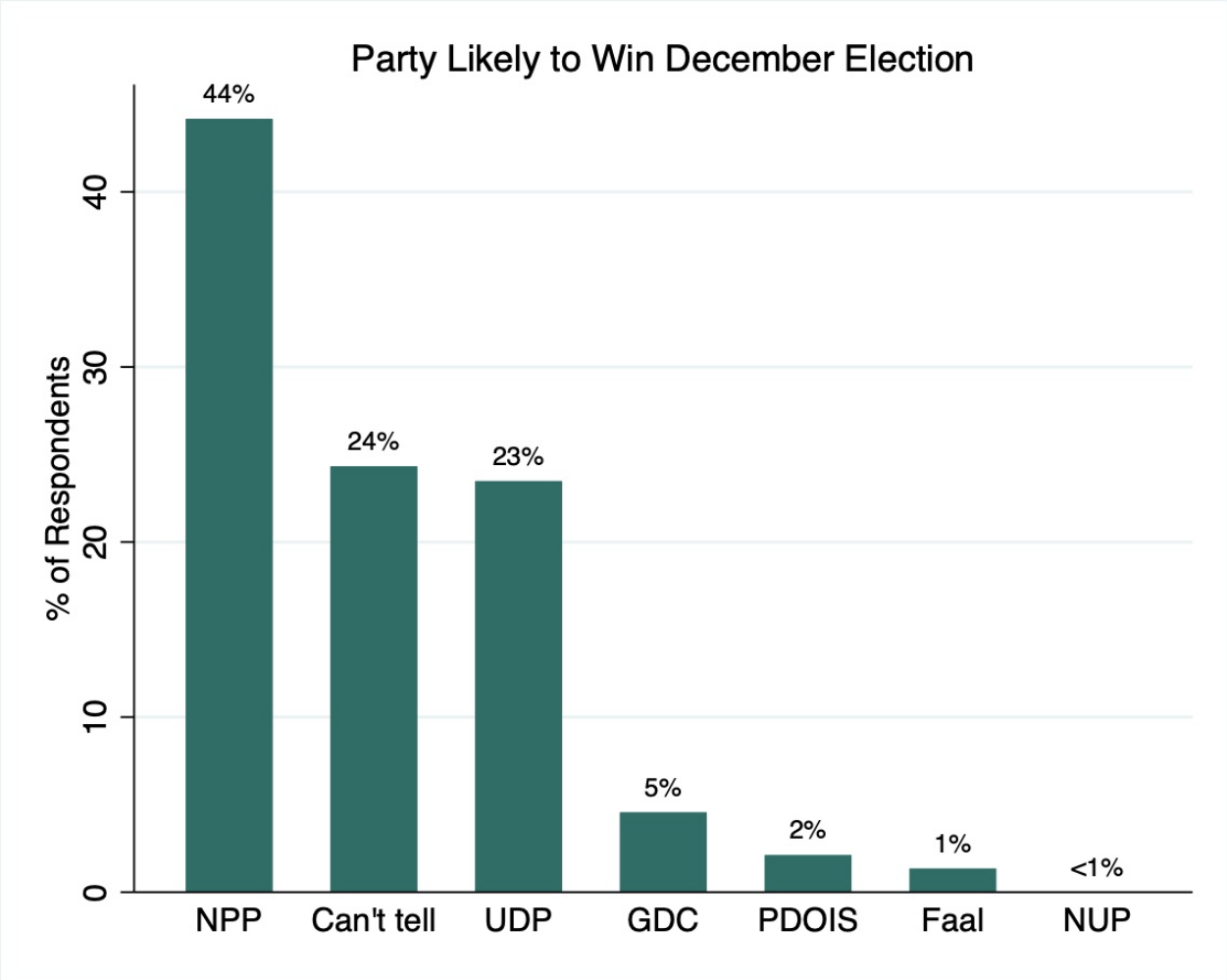
- The most important issue factor for deciding which candidate to support .



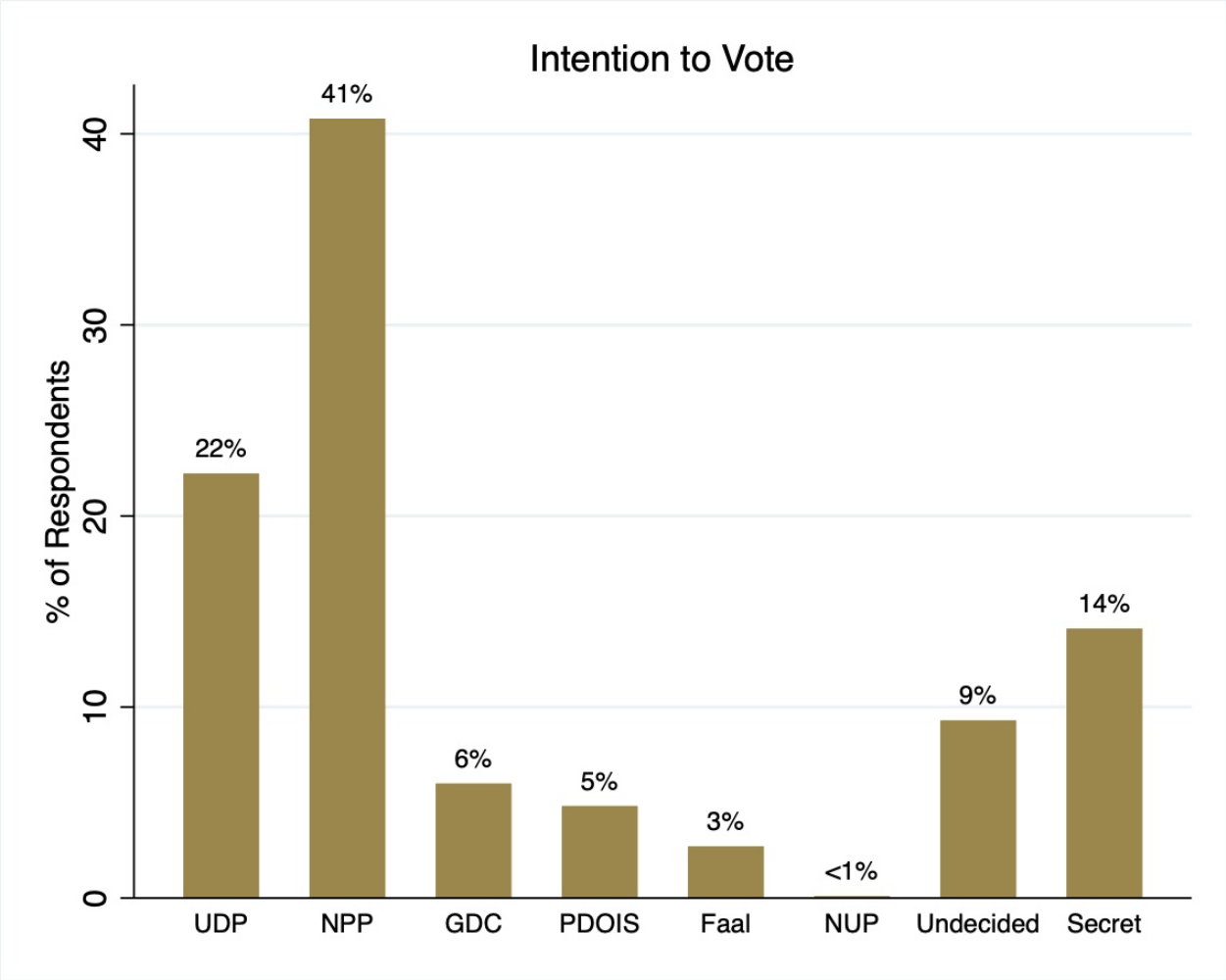
- Chances for peaceful election.



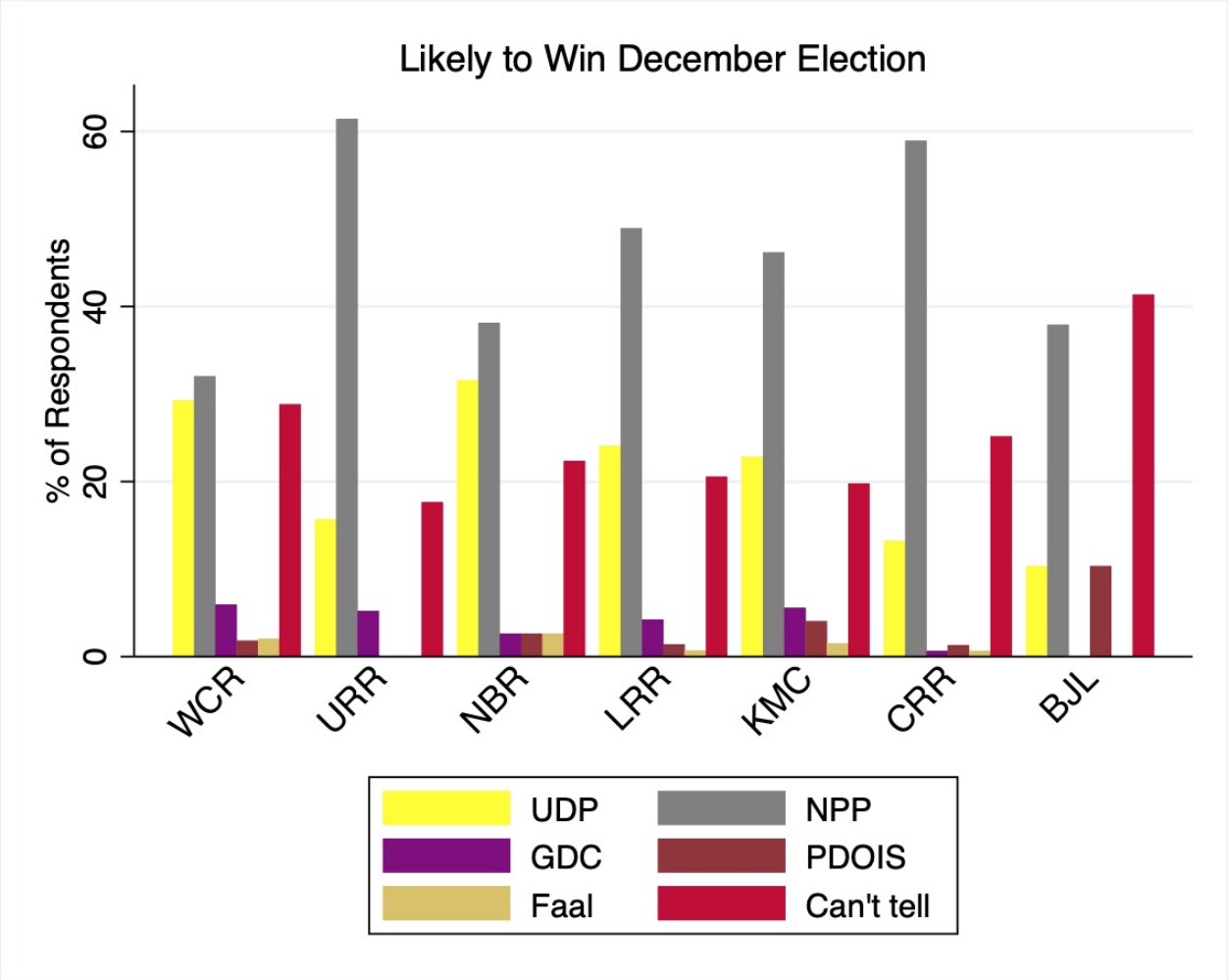
- Party likely to win the December 4th election.



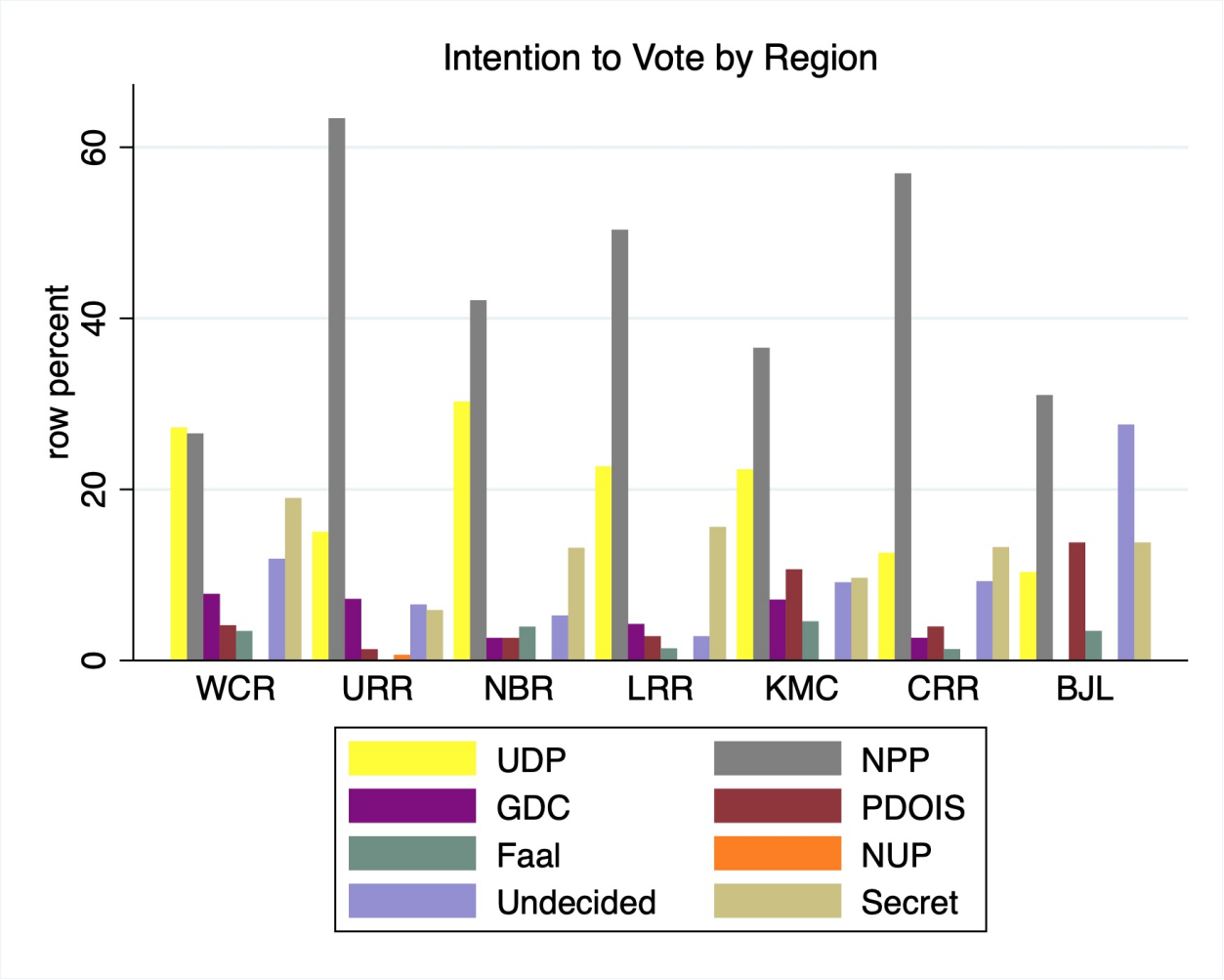
- Intention to vote



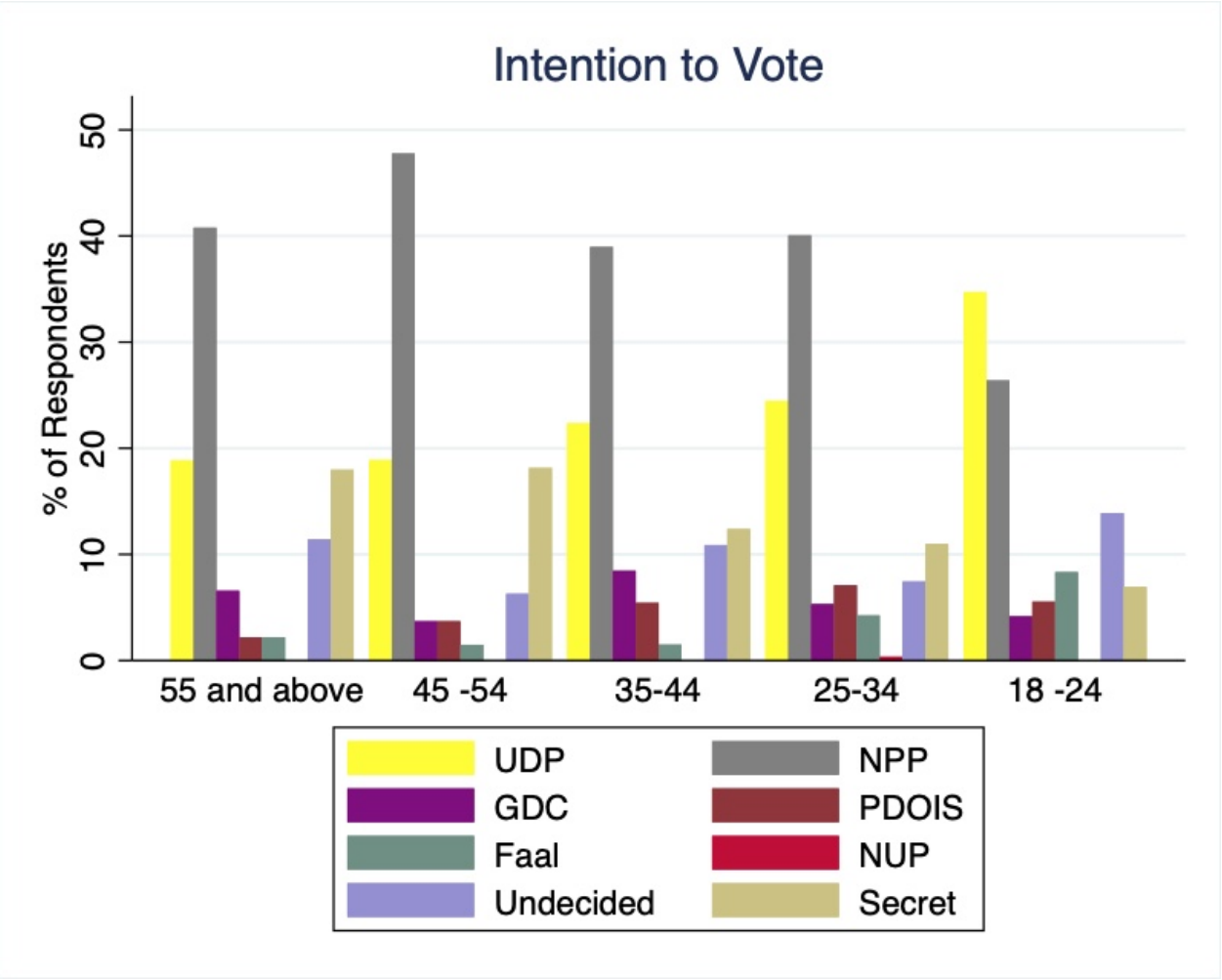
- Likely to win by region



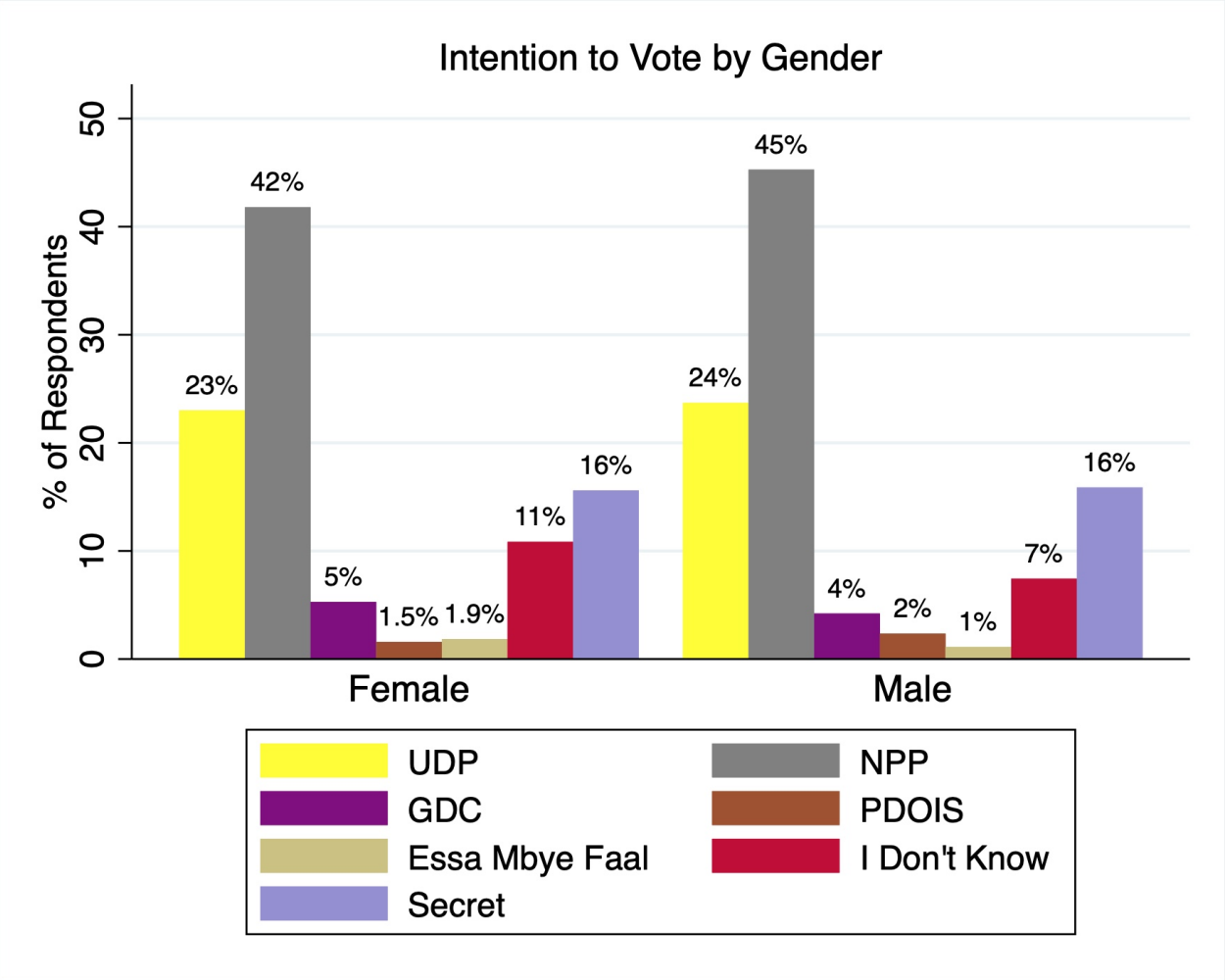
- Intention to vote by region.



- Intention to vote by age.



- Intention to vote by Gender.



- First, we find that the most important issue that the upcoming president must address are health, agriculture and security, while foreign exchange, civil service reforms and government debt are the least on the agenda of issues to address

- Second, when asked of the most important thing for deciding which candidate to support, and overwhelming 78 said campaign promise while cumulatively less than 0.5 percent of the respondents said region or tribe.

- Third, NPP leads on the likely to win and intention to vote at 44% and 41% respectively, followed by UDP at 24 and 22 respectively, while others (PDOIS, GDC, GUP and Essa Faal) struggle for less than 10 % and 15% of respondents votes respectively. However, a significant 24% of respondents say they can't tell who will win, while 25% say they are undecided or say it their secret when asked about their intention to vote.

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- However, a significant 24% of respondents say they can't tell who will win, while 25% say they are undecided or say it their secret when asked about their intention to vote.

- Fourth, a very high proportion (89%) of the respondents believe that the chances of peaceful election are very high (50% and above).

- Fifth, almost an equal percentage of the respondents believe that inter-party relationship among political parties is favourable as the unfavourable proportion.

- Sixth, majority disagree that it is fine to form coalition just to win election, while majority also believe coalition leadership should be chosen based on election as opposed to party size of the contestant.

- Seventh, when asked about IEC's conduct of the nomination, majority believe that IEC was fair to all parties during the nomination process.

- Eight and finally, nearly 80% of the respondents think that IEC should enforce the Covid-19 protocols on the polling day.

- CSOs are called to **engage government, political parties, and international donor community using evidence-based activism**.
- Government is called upon to **make research its bedrock for the design and implementation of public policies**.
- International donor community is requested to **support and promote only those policies that are shown to evidently improve the life and livelihood of the citizens**.