LIBERIA 2023 ELECTIONS ONLINE SURVEY REPORT:

Perspectives and Preferences of the Liberian People

PREPARED BY **GeoPoll**

GeoPoll Liberia 2023 Elections Survey:
Perspectives and Preferences of the Liberian People

Contents

Introduction

In anticipation of the upcoming October 10th Liberia Elections in 2023, GeoPoll conducted an extensive opinion poll aimed at gauging the sentiments and preferences of the Liberian populace. The survey was conducted over a period spanning from August 20 to October 3, 2023, encompassing all counties within Liberia. This comprehensive research endeavor was administered via online mobile links, ensuring a broad and inclusive sample representative of all age groups and both genders across the nation.

The 2023 Liberian Elections hold significant importance for the nation's future, as they mark a pivotal moment in its democratic journey. As such, understanding the perspectives, concerns, and aspirations of the Liberian people is essential for fostering transparency and accountability within the electoral process. This opinion poll seeks to provide valuable insights into the electorate's sentiments leading up to the elections.

You can dive deeper into the survey findings in the interactive dashboard on this page, which enables you to filter the results by gender, age group and county.

Methodology

The 2023 Liberian Elections opinion poll was conducted from August 20 to October 3, 2023, encompassing all counties in Liberia through **mobile web**. GeoPoll Mobile web surveys are sent to respondents via an initial text message containing a link to a mobile web survey. Mobile web surveys are popular because they allow for more complex question types than SMS. While they require the respondent to have a data (internet) connection, they do not require a smartphone.

However, considering that this survey was conducted via mobile web links, please be aware that it may not be fully representative of the Liberian population. The sample predominantly comprises connected or online individuals, which may introduce bias towards more educated, urban demographics, potentially underrepresenting less affluent, illiterate, elderly, or populations without access to internet-enabled phones.

A stratified random sampling approach considered geographic (all counties), age (**18-24**: 13%, **25-35**: 48% and **36+:** 38%), and gender (68% Males and 32% Females) representation. The sample size was 410 respondents. Advanced statistical analysis was employed to aggregate and interpret the data, providing valuable insights into the preferences and opinions of the Liberian electorate.

Results

State of the Nation

Trust in government

The survey reveals a significant lack of confidence in the current government's capacity to tackle Liberia's challenges, with 40.73% of respondents expressing very low trust and an additional 25.12% indicating low trust levels. Only 15.37% of respondents expressed high to very high levels of trust in the government, underscoring a prevailing sentiment of scepticism among the Liberian electorate regarding the government's ability to effectively address the nation's pressing issues, potentially indicating a need for increased transparency, accountability, and communication from the government to regain public trust. A 2023 Afrobarometer survey also found that only 20% of Liberians trusted the government to do what is right "just about always or most of the time.

How would you rate your level of trust in the current government's ability to address the country's challenges?
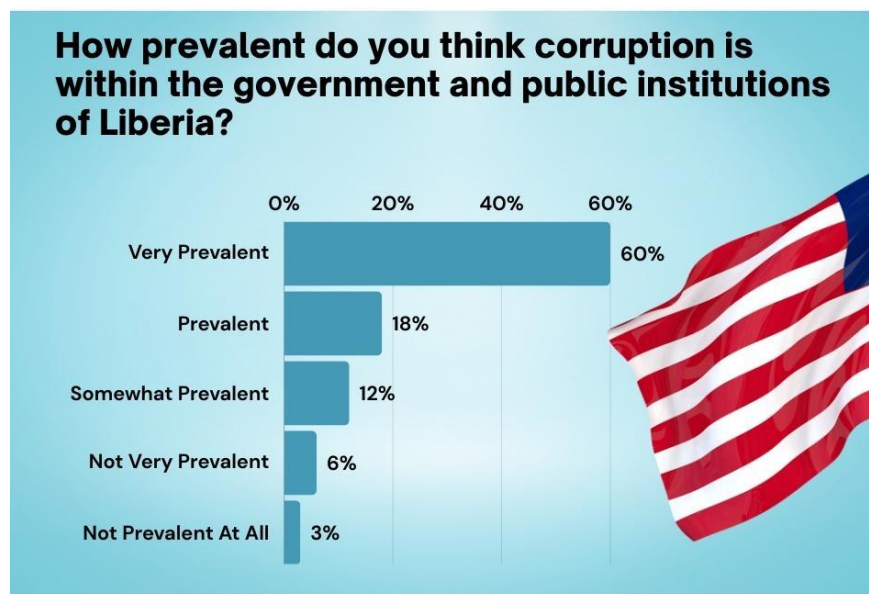
Very Low	41%
Low	25%
Neutral	19%
High	10%
Very High	6%
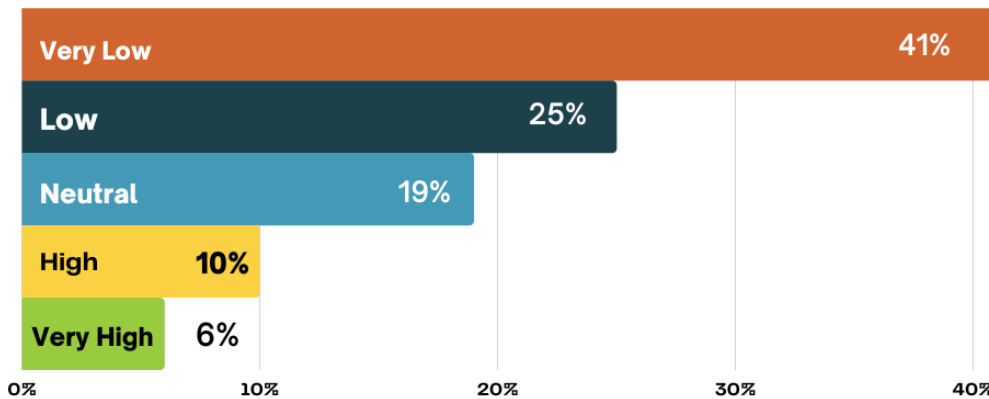
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Corruption

One of the areas that point to distrust in many is the prevalence of corruption in the government. Liberia was ranked 142nd out of 180 on Transparency International's 2022 Corruption Perception Index.

How prevalent do you think corruption is within the government and public institutions of Liberia?

|	
Very Prevalent	60%
Prevalent	18%
Somewhat Prevalent	12%
Not Very Prevalent	6%
Not Prevalent At All	3%

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In this survey, we asked the respondents how prevalent they thought corruption was within the government and public institutions, the findings showed a strikingly negative perception. A significant majority (78.3%) said corruption is prevalent or very prevalent. Only 3.4% felt the government was not corrupt.

Poverty and Hunger

The [World Bank estimates that more than half of Liberians live below the national poverty line](#), meaning they cannot afford to meet their basic needs for food, shelter, clothing, and healthcare. The GeoPoll survey further sheds light on the stark realities of poverty and food insecurity in Liberia, portraying a challenging socio-economic landscape. Nearly 81% of respondents described the current state of poverty as extremely severe, severe, or moderate, with the largest segment 48% of respondents describing the current state of poverty in Liberia as "extremely severe.

How would you describe the current state of poverty in Liberia

Extremely Severe	48%
Severe	33%
Moderate	14%
Not severe at all	4%
Mild	1%

0% 10% 20% 30% 40% 50%
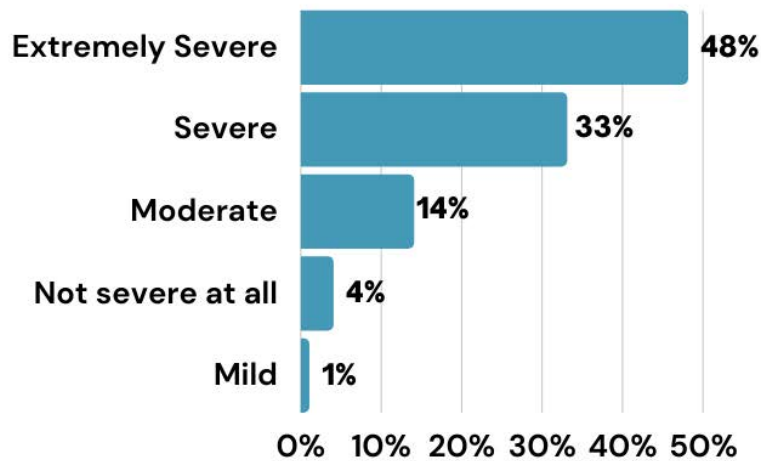
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Hunger is both a cause and a symptom of poverty, and 44.4% of respondents admitted to experiencing occasional bouts of hunger, with a further 20% stating that they had frequently gone hungry in the past year. underlining the pressing need for comprehensive poverty alleviation programs and improved food security measures to address the significant challenges facing many Liberian citizens.

64%

Liberians have slept hungry in the last year.

Employment Challenges

The survey underscores the significant employment challenges faced by the Liberian populace, highlighting a concerning trend. A vast majority (close to 92%) of the respondents said that it was either very challenging or challenging to find stable work. Conversely, only a minimal proportion, 2.68%, believe that it is "not very challenging" or "not challenging at all" to find stable employment in Liberia. These findings underscore the importance of initiatives aimed at job creation, skill development, and economic growth to address the pervasive employment challenges in the country and improve the livelihoods of its citizens.
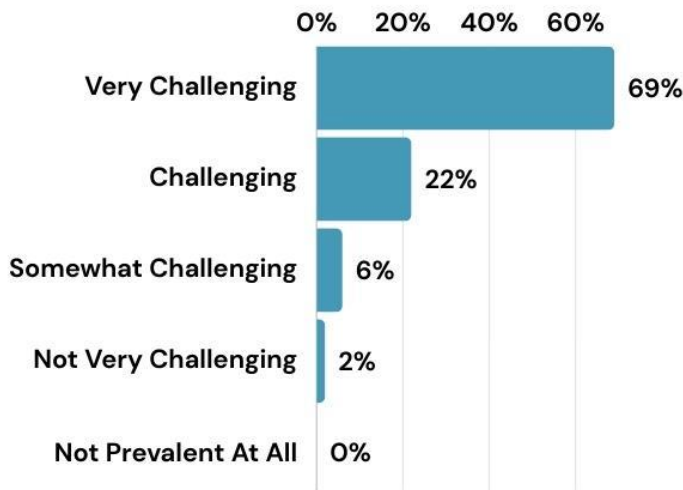
Women in Leadership

The results of our survey show that a majority of Liberians (84.88%) believe that there is a need for more representation of women in political and leadership roles. This is a positive finding, given that Liberia has a long history of gender inequality. Liberia was the first country in Africa to elect a woman president, Ellen Johnson Sirleaf. However, women remain underrepresented in political and leadership positions in Liberia. For example, women make up only 17% of the Liberian Parliament, but from the survey, there is an ingoing desire for greater inclusivity and representation of women in positions of influence and decision-making.

Please indicate your level of agreement with the statement: There is a need for more representation of women in political and leadership roles...

Strongly Agree	46%
Agree	39%
Neutral	10%
Disagree	3%
Strongly Disagree	1%
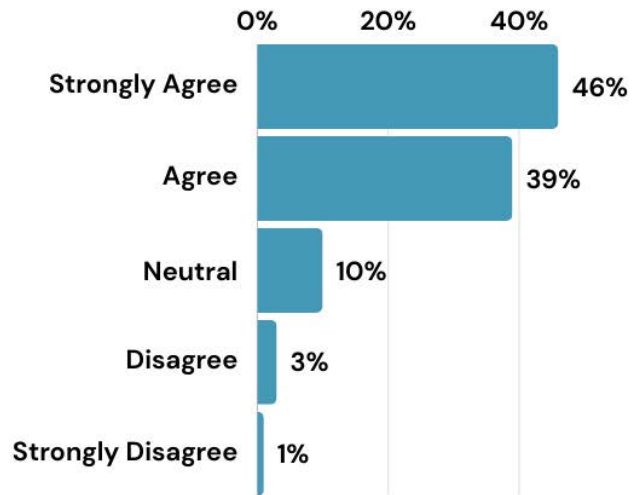
ECOWAS

The Economic Community of West African States (ECOWAS) is a regional economic community that works to promote economic integration, cooperation, and development among its member states, while also playing a role in conflict prevention, management, and resolution in the region. On the extent of awareness of ECOWAS among the Liberian population regarding and its regional significance, the largest segment (33.9%) said they were only somewhat aware. Overall, 63.9% are aware, at least to a degree, of the role and importance of ECOWAS in the region. However, there is still a significant minority (37.56%) who are not very aware or not aware at all of ECOWAS, highlighting the importance of continued efforts to enhance public awareness and education about ECOWAS to foster greater regional engagement and cooperation.

### How aware are you of the role and activities of ECOWAS in the region?

Somewhat Aware	34%
Very Aware	30%
Not Very Aware	17%
Not Aware At All	10%
Extremely Aware	9%

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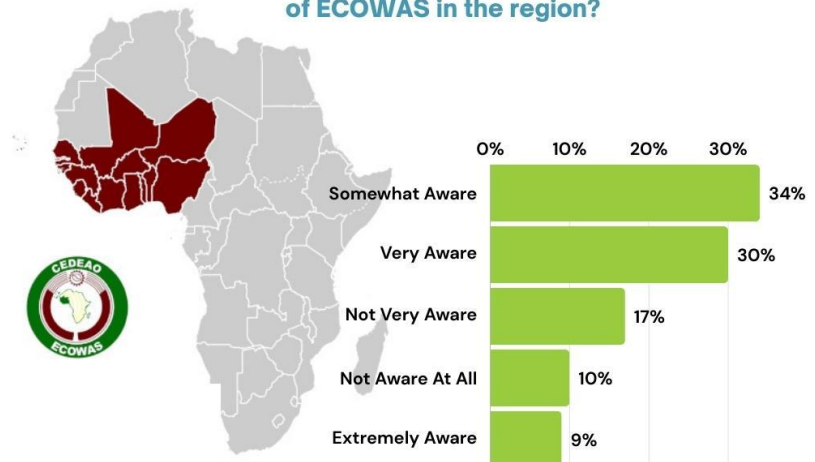
The 2023 Elections

Information

Liberia is gearing up for the October 10 elections in 2023, and it is vital to understand the level of awareness among its citizens. Ensuring that the entire population is adequately informed about the electoral process remains a crucial task for election authorities and civil society organizations.

When asked about their level of awareness, the survey revealed a relatively well-informed populace, with 54.15% of respondents feeling "very much informed" about the forthcoming elections. Notably, 69% rated their awareness as 8 or higher on a scale of 1 to 10, indicating a substantial level of knowledge and engagement among respondents. However, there is a need for concern, as 12.43% rated their awareness below 5, and 5.12% indicated they were "not informed at all."

HOW WELL-INFORMED DO YOU FEEL ABOUT THE 2023 ELECTIONS?
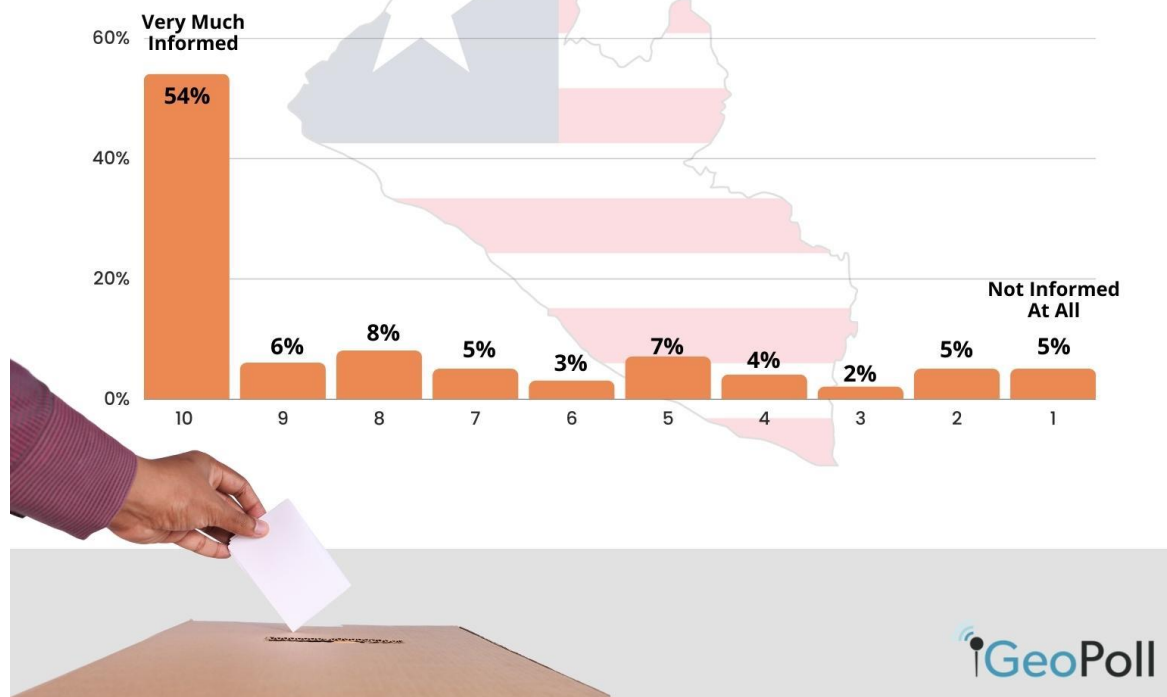
To understand where citizens obtain their information about the upcoming elections, respondents were asked to identify their primary sources. The results reflect a diverse information landscape, with radio (72.93%) and social media (71.95%) emerging as the most prominent sources. Additionally, online news websites (42.20%), newspapers (37.56%), and conversations with friends and family (35.12%) play substantial roles in disseminating election-related information. Political rallies and campaign events (34.88%) also contribute significantly to public awareness.

WHAT SOURCES OF INFORMATION DO YOU RELY ON TO STAY UPDATED ABOUT THE ELECTION PROCESS?

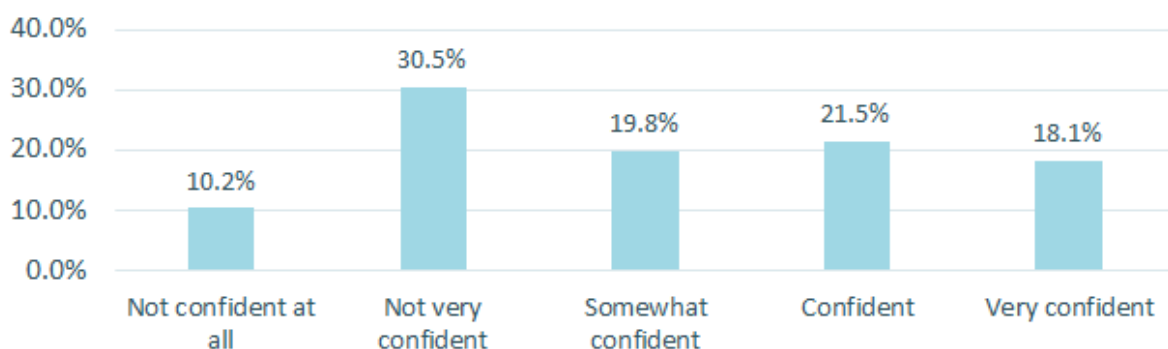| Source	Percentage
Radio	73%
Social Media	72%
online news websites	42%
Newspaper	38%
Conversations with friends & family	35%
Political rallies and campaigns	35%
Mobile apps and elections-related websites	31%
Voter education Programs or Workshops	27%
Civil Society Organization or NGOs	26%
International News Sources	24%
TV	24%
Word of Mouth from community leaders	21%
Official Governement Announcements	20%
Town Hall Meetings or Community Gatherings	16%
Other (Specify)	2%

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These findings suggest that Liberians are getting their information about the elections from a variety of sources, including both traditional and new media, which is positive, as it means that Liberians have access to a variety of information sources and are not reliant on a single source.

Confidence in the Election Process

Assessing public confidence in the fairness and transparency of the election process is essential for maintaining trust in democratic institutions. The survey findings reveal that opinions on this matter are diverse among the Liberian population. The largest segment of the respondents (30.5%) said they are "Not very confident" in the fairness and transparency of the election process. Combined with the 10.2% who said they are "Not confident at all" and 19.8% who are only "Somewhat confident" indicates a significant segment of the population with reservations about the upcoming elections. It is encouraging to observe that 39.51% of respondents displayed varying degrees of confidence, including 18.05% who are "very confident".

How Confident are you in the fairness and transparency of the election process in Liberia

Category	Percentage
Not confident at all	10.2%
Not very confident	30.5%
Somewhat confident	19.8%
Confident	21.5%
Very confident	18.1%

GeoPoll Liberia 2023 Elections Survey

There are a number of reasons why Liberians may not be confident in the fairness and transparency of the election process, including a history of contested elections and irregularities, including in the 2017 elections, and a perceived lack of transparency in the electoral process, among other concerns that will need to be addressed by electoral authorities, civil society organizations, and international observers to build more confidence in this year's election.
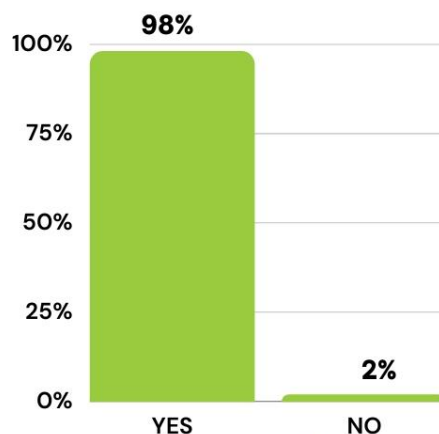
Voter Registration and Turnout

Liberians are engaged in the political process and are committed to exercising their right to vote. An overwhelming 98% of respondents reported being registered voters, of which 99% said they plan to vote in the upcoming elections, which is a strong indicator of citizen engagement and demonstrates the importance placed on democratic participation in the country.

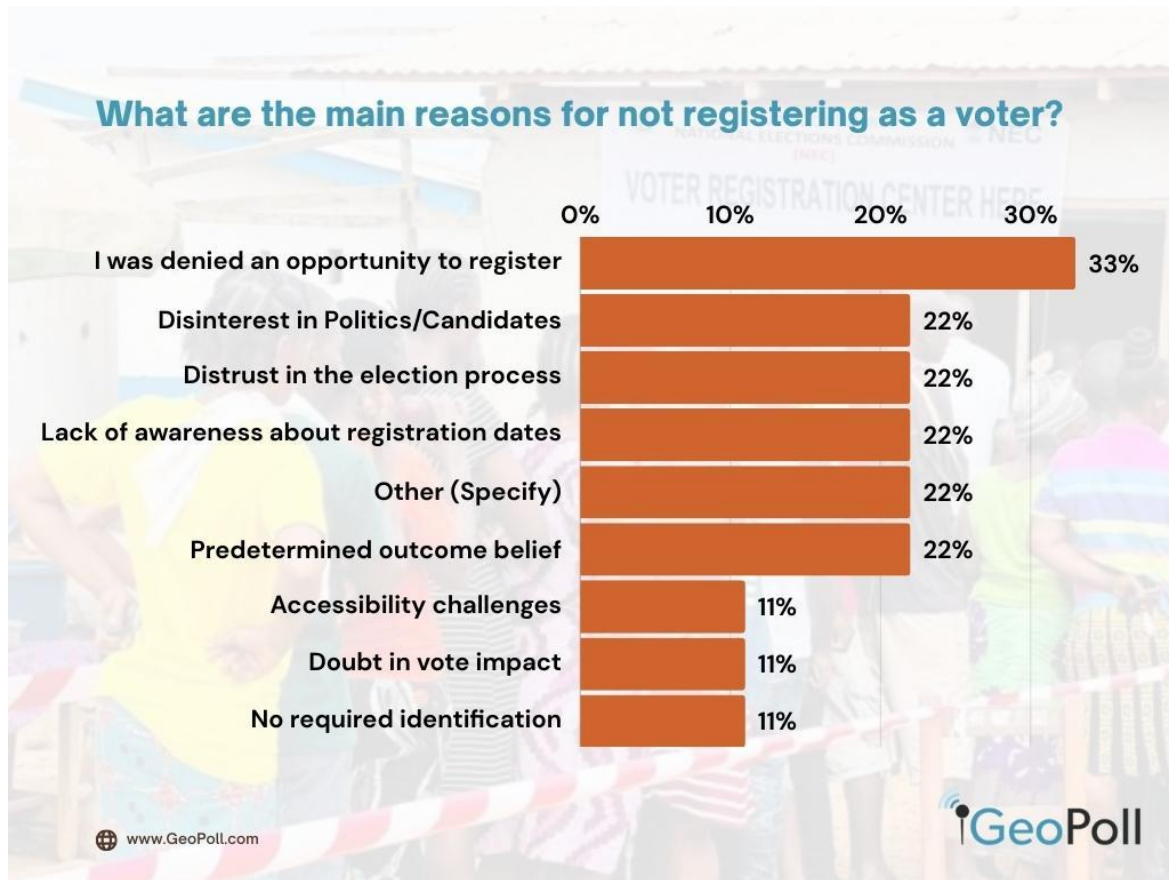### Have you registered to vote in the upcoming elections?

99%

of the registered respondents plan to vote

The findings are consistent with other data on voter registration in Liberia. For example, the National Elections Commission (NEC) reported that 2.5 million Liberians were registered to vote in the 2017 elections (which is about the same as registered voters for the 2023 Election). However, only 1.9 million Liberians actually voted in the election, which, based on this study, is primed to improve in the 2023 election.

For the small percentage of respondents who indicated that they were not registered voters, their reasons for not registering are diverse but provide valuable insights. The most commonly cited reason was "denied an opportunity to register" (33.33%), suggesting the need to investigate and address potential barriers or challenges in the voter registration process. Other reasons cited were "disinterest in politics/candidates", "distrust in the election process" (particularly among the males – 67%), "lack

of awareness about registration dates", and voter apathy indicators such as "predetermined outcome" and "doubt in vote impact".

What are the main reasons for not registering as a voter?

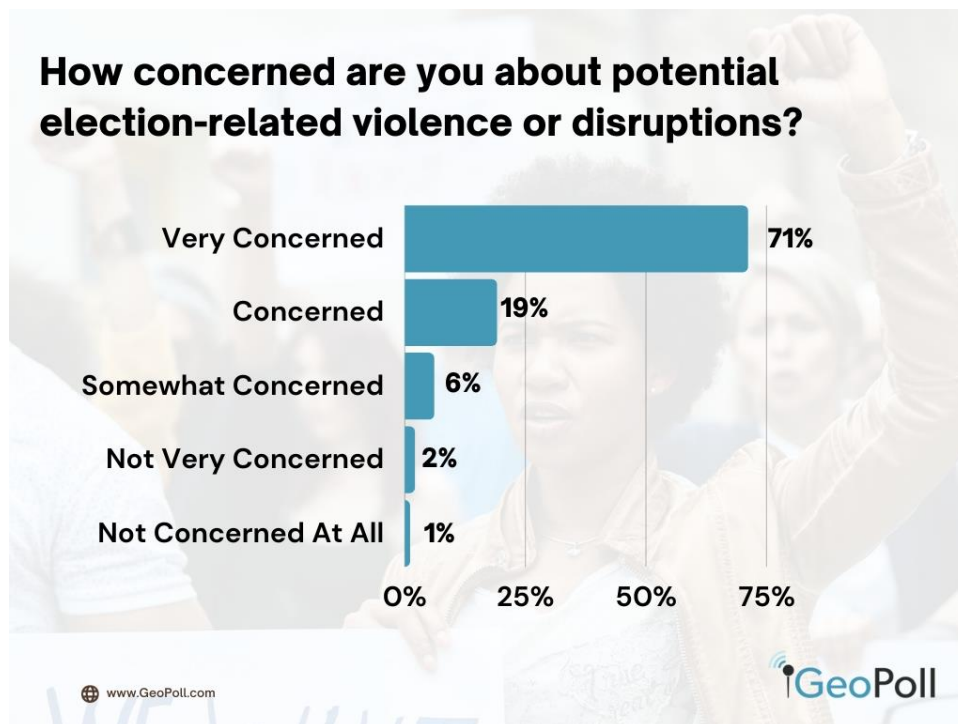| Reason	Percentage
I was denied an opportunity to register	33%
Disinterest in Politics/Candidates	22%
Distrust in the election process	22%
Lack of awareness about registration dates	22%
Other (Specify)	22%
Predetermined outcome belief	22%
Accessibility challenges	11%
Doubt in vote impact	11%
No required identification	11%

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The respondents also offer solutions to low voter turnout and citizen engagement in the elections. Notably, 83.13% emphasized the need for better voter education, highlighting the crucial role of informed and empowered citizens. Additionally, 70.42% emphasized the importance of addressing security concerns to ensure a safe and secure voting environment. Ensuring that polling stations are easily accessible, a concern raised by 69.68% of respondents, is another key element in encouraging voter participation. Lastly, 47.68% highlighted the potential benefits of simplifying the voter registration process, aiming to make it more straightforward and accessible.

Concerns About Election-Related Violence and Disruptions:

While Liberia elections have been mostly peaceful recently, the survey findings illustrate a notable level of apprehension among respondents regarding potential election-related violence or disruptions in Liberia, especially with reported preelection violence in some areas. A substantial 70.98% of respondents expressed being "very concerned" about this issue, indicating a prevailing sense of unease about the possibility of disturbances during the elections. An additional 19.27% reported being "concerned," highlighting a high level of overall concern within the population.

Only a small fraction, 1.46%, indicated they were "not concerned at all." which is a serious concern, given Liberia's past of electoral violence and fraud.

How concerned are you about potential election-related violence or disruptions?

Category	Percentage
Very Concerned	71%
Concerned	19%
Somewhat Concerned	6%
Not Very Concerned	2%
Not Concerned At All	1%

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These results underscore the significance of ensuring a secure and peaceful electoral environment, as election-related violence and disruptions can have far-reaching consequences on the democratic process and the well-being of citizens. Addressing these concerns through comprehensive security measures and public awareness campaigns is essential to uphold the integrity of the electoral process and promote citizen confidence in Liberia's democracy.
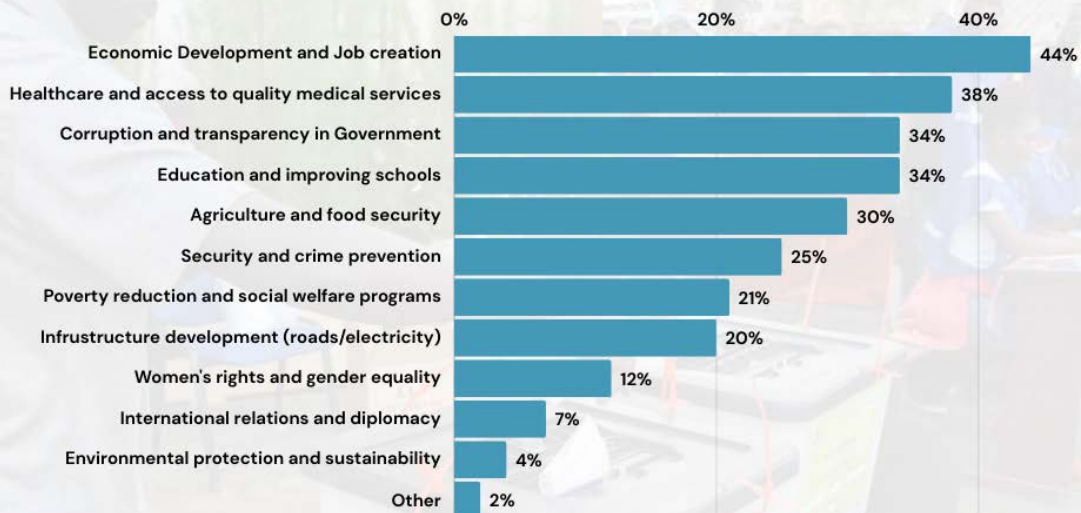
Election Issues

The GeoPoll survey also sought to assess Liberians' most important issues in choosing candidates to vote for in the upcoming election. Foremost among these concerns is "Economic Development and Job Creation" (44.39%), reflecting the electorate's strong desire for candidates who can stimulate economic growth and provide employment opportunities. "Healthcare and Access to Quality Medical Services" (37.56%) and "Corruption and Transparency in Government" (34.39%) follow closely, indicating the critical significance of healthcare infrastructure and government integrity.

"Education and Improving Schools" (33.66%) and "Agriculture and Food Security" (30.00%) rank prominently, underlining the importance of educational reform and food-related issues in voter decision-making.

Among females, the two most important issues are healthcare/quality medical services and economic development, while males rank economic development and corruption/transparency the highest.

What issues are most important to you when deciding which candidate to vote for in the upcoming elections?

Issue	Percentage
Economic Development and Job creation	44%
Healthcare and access to quality medical services	38%
Corruption and transparency in Government	34%
Education and improving schools	34%
Agriculture and food security	30%
Security and crime prevention	25%
Poverty reduction and social welfare programs	21%
Infrustructure development (roads/electricity)	20%
Women's rights and gender equality	12%
International relations and diplomacy	7%
Environmental protection and sustainability	4%
Other	2%

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So, what are the deciding factors for the candidates? For most of the population, leadership qualities (92%), experience (72%), and policies (66%) are the most vital, tribe (14%) and party affiliation (11%) notwithstanding.

What factors do you consider most important when deciding which candidate to vote for?

Factor	Percentage
Leadership qualities	92%
Experience	72%
Policies	66%
Personal background/tribe	14%
Party affiliation	11%
Other	4%
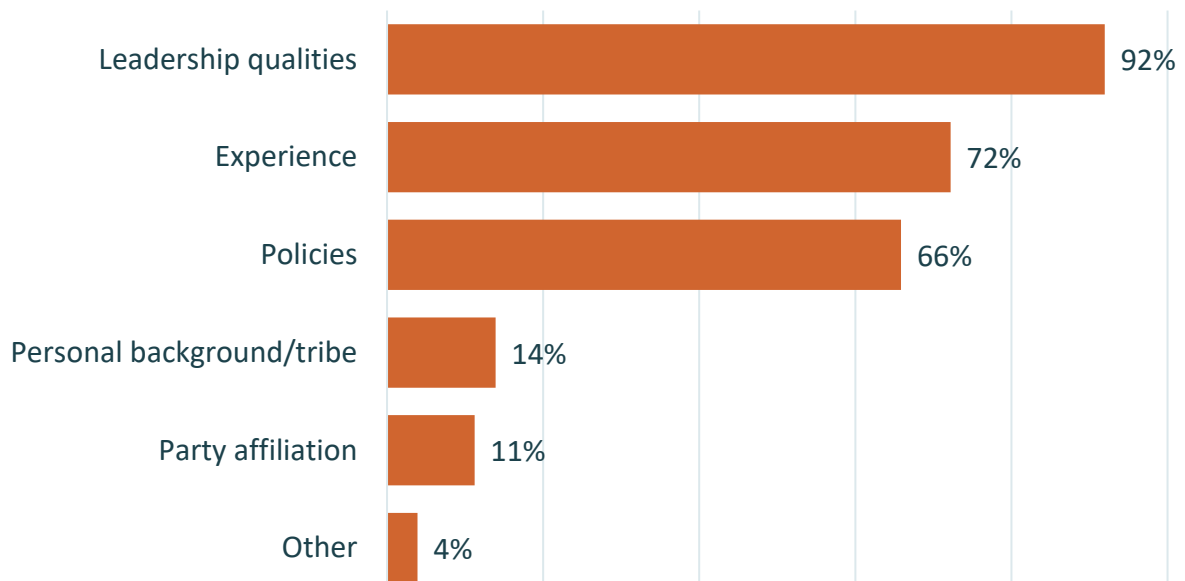
About GeoPoll

GeoPoll is a full-service market and social research agency that conducts surveys via computer-assisted telephone interviewing (CATI), computer-assisted personal interviewing (CAPI), short message service (SMS), WhatsApp, and mobile web/mobile application communications. We also conduct online and offline qualitative research.

GeoPoll is currently operational on five continents and employs 100+ permanent staff worldwide. Our headquarters is in Denver, Colorado, USA, with a second US office in Washington, DC focused on international development projects. Our largest office is our operations and project management hub in Nairobi, Kenya, with on the ground representatives and coordinators working across eight additional countries. GeoPoll also contracts with carefully selected and rigorously trained partners across the world who bring additional skills, expertise, technology, and capacity as required.

As a member of the European Society for Opinion and Marketing Research (ESOMAR), the Marketing and Social Research Association (MSRA) Kenya, the Pan African Media Research Organisation (PAMRO), the Society for International Development (SID), and the World Association for Public Opinion Research (WAPOR), GeoPoll adheres to the strictest ethical and research standards and employs highly rigorous methods and approaches to data collection and analysis.

Our surveys have been cited and analyzed in several highly respected academic journals, such as the *Journal of International Public Opinion Research* and *the Journal of International Developmen*t.

To get more information about GeoPoll or this report, **please contact us**.