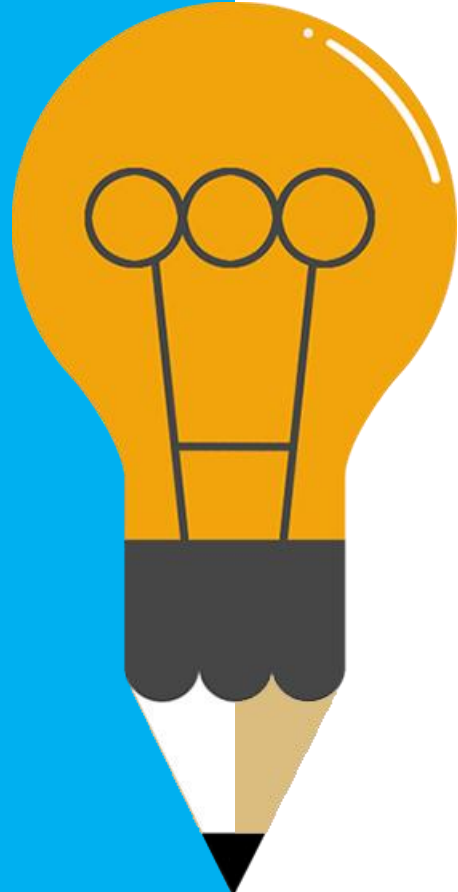


National Opinion Poll Survey Report

July 2022

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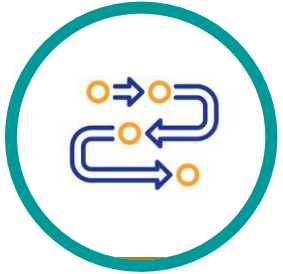
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Methodology Overview



Target	All potential voters across the Country.
Data collection methodology :	A text-based technology platform was employed where only sampled users were recruited and invited to participate. The text-based technology takes advantage of the high penetration of mobile phone technology in Kenya and any person including those with only feature phones can participate at their time and convenience. A set of questions were prompted to users, and they answer based on their choices.
Sampling :	A national random sample was drawn from a database of registered voters across the country. Sampling was done at County level with a county representative samples in a concerted effort to achieve County & Regional analysis.
Sample size :	23,464 respondents
Margin of error	+/- 2%
	95% confidence level

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 - To help our clients achieve success by enabling access to diversified research products including quality intelligence, analysis and market research consultancy, that provides businesses with reliable evidence as a basis for decision making, based on good corporate practices, delivered within committed time and cost.

Survey Objectives

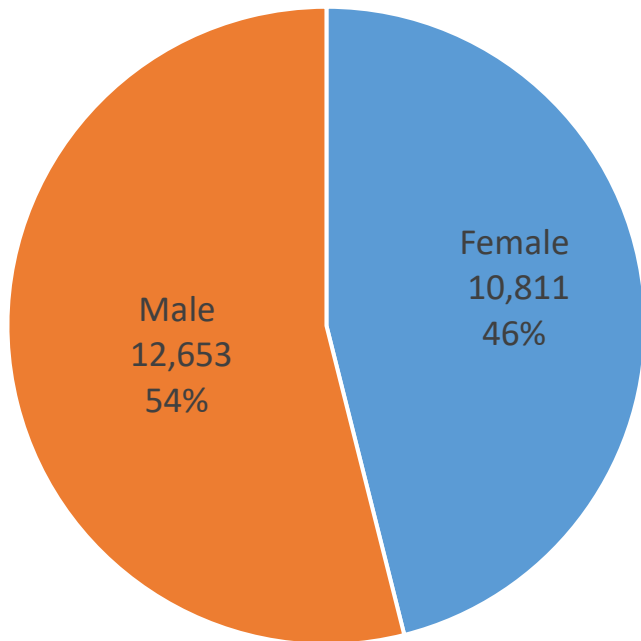
The study sought to establish the following ;



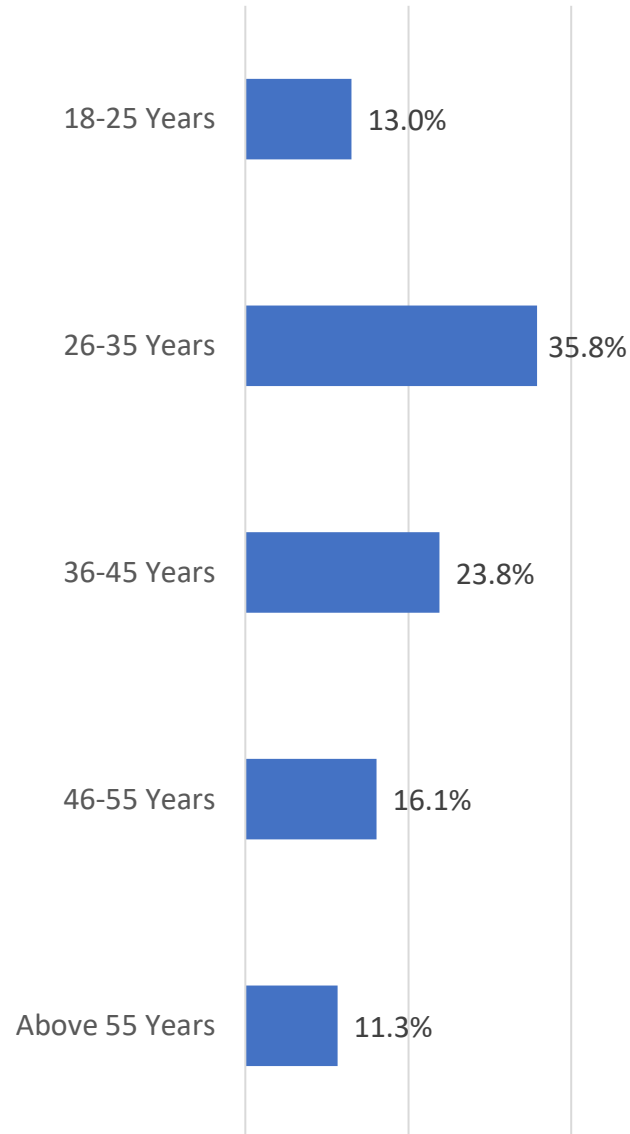
- To establish the national preference of the Presidential Candidates
- To establish regional and county preference of the presidential candidates
- To establish the preference of Presidential Candidates across key populations Demographics specifically preference by gender, age groups and income brackets.

Demographics

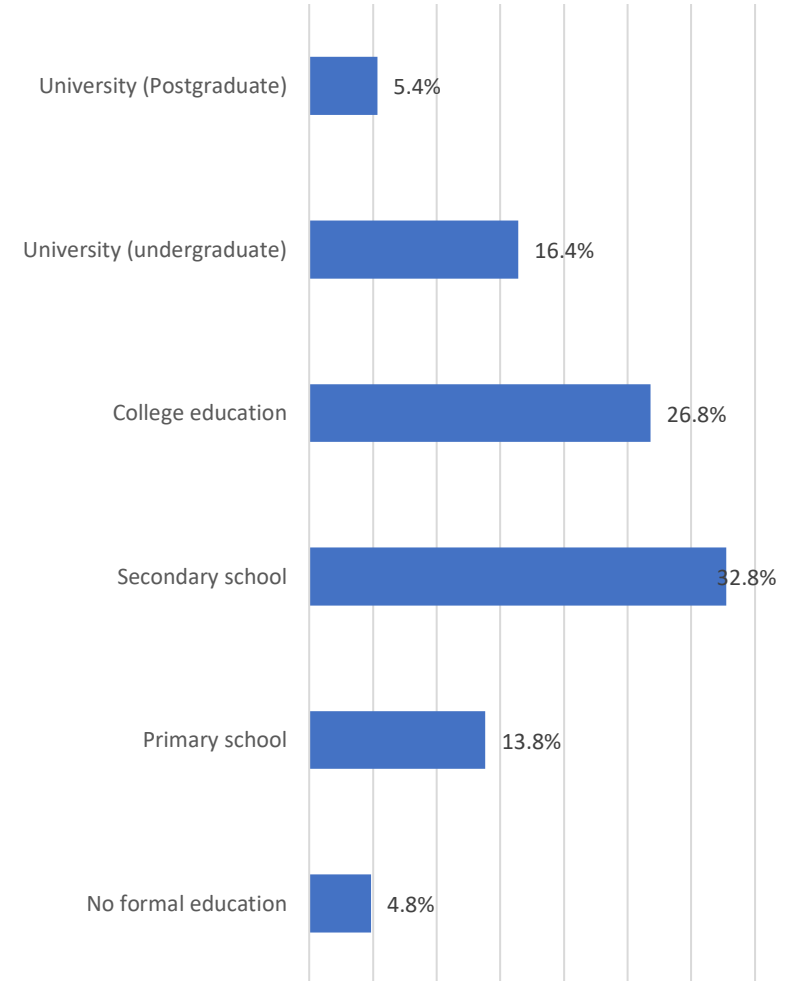
Distribution By Gender



Age



Education Level



Achieved Sample by Counties



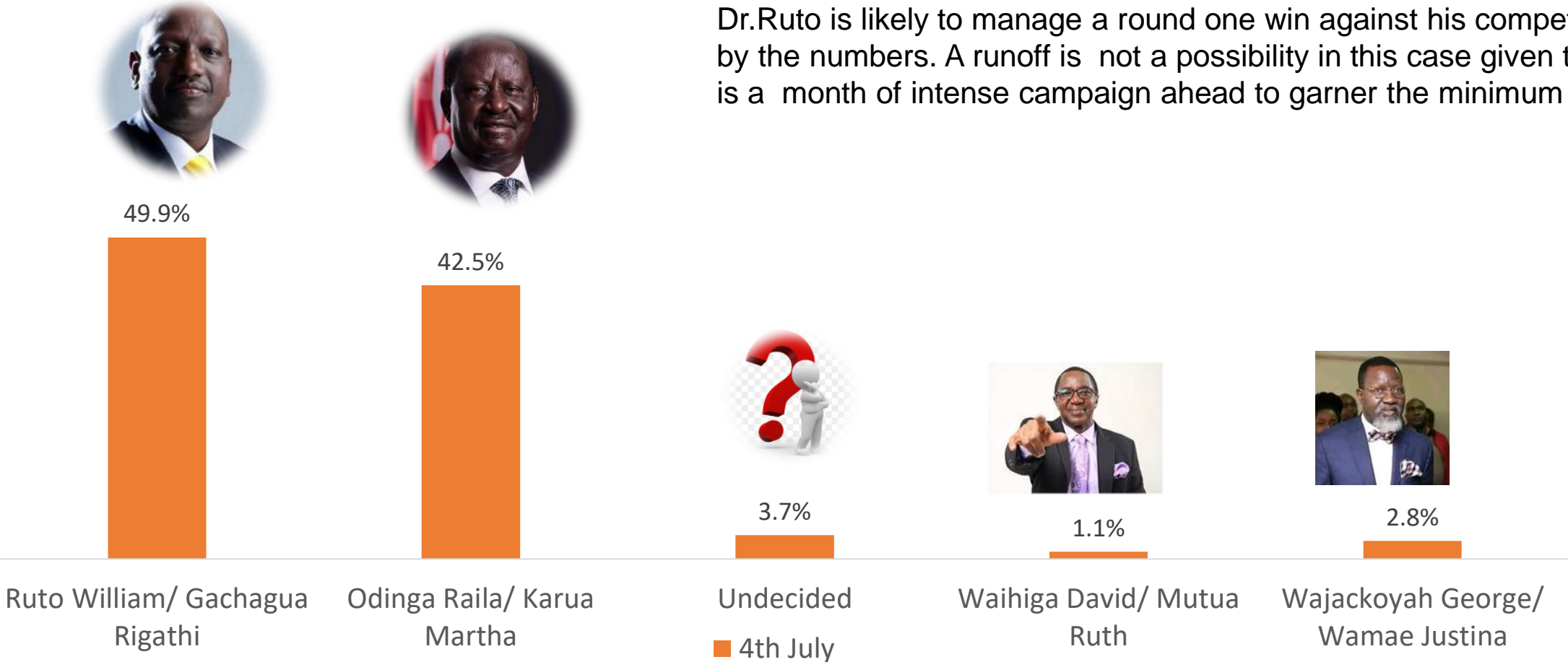
Code	County	Female Respondents	Male Respondents	Total Respondents
1	Mombasa	371	409	780
2	Kwale	291	249	540
3	Kilifi	312	270	582
4	Tana River	179	211	390
5	Lamu	207	239	446
6	Taita Taveta	294	319	613
7	Garissa	156	190	346
8	Wajir	129	143	272
9	Mandera	156	191	347
10	Marsabit	101	174	275
11	Isiolo	150	264	414
12	Meru	187	224	411
13	Tharaka - Nithi	154	178	332
14	Embu	158	190	348
15	Kitui	266	197	463
16	Machakos	253	298	551
17	Makueni	292	267	559
18	Nyandarua	186	224	410
19	Nyeri	159	172	331
20	Kirinyaga	140	176	316
21	Murang'a	133	137	270
22	Kiambu	158	216	374
23	Turkana	147	171	318

Code	County	Female Respondents	Male Respondents	Total Respondents
24	West Pokot	137	203	340
25	Samburu	142	217	359
26	Trans Nzoia	268	334	602
27	Uasin Gishu	364	405	769
28	Elgeyo/Marakwet	239	269	508
29	Nandi	281	322	603
30	Baringo	241	316	557
31	Laikipia	141	169	310
32	Nakuru	194	252	446
33	Narok	188	263	451
34	Kajiado	232	313	545
35	Kericho	236	291	527
36	Bomet	250	318	568
37	Kakamega	201	420	621
38	Vihiga	236	266	502
39	Bungoma	373	388	761
40	Busia	312	343	655
41	Siaya	348	378	726
42	Kisumu	399	463	862
43	Homa Bay	365	396	761
44	Migori	280	368	648
45	Kisii	298	312	610
46	Nyamira	274	294	568
47	Nairobi City	233	244	477
	Grand Total	10,811	12,653	23,464

Preferred 2022 Presidential Candidate - Overall

□ Dr. William Ruto lead in overall results with 49.9% preference (N=23,464)

Dr.Ruto is likely to manage a round one win against his competitor going by the numbers. A runoff is not a possibility in this case given that there is a month of intense campaign ahead to garner the minimum 50+1

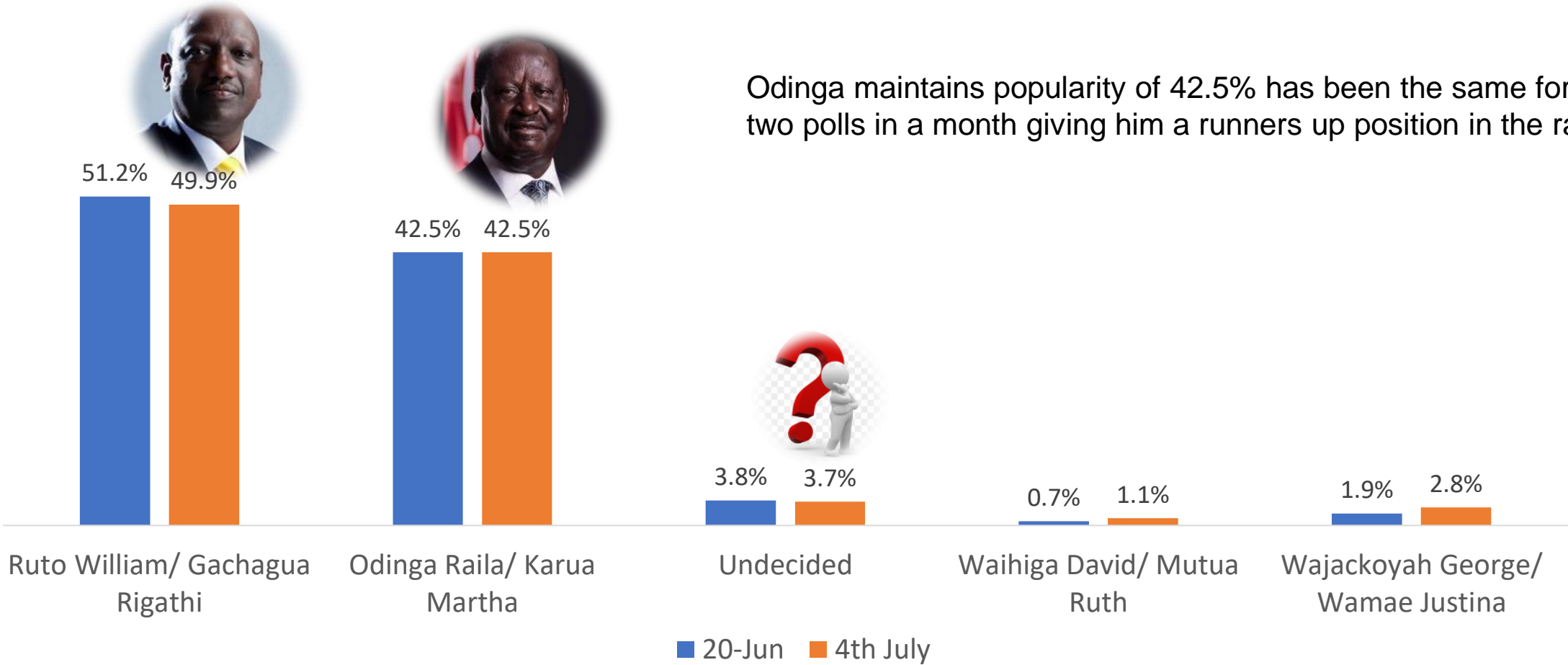


Q. If elections were held today, who would you most likely vote for, as The President/Deputy President?

**Base = 23,464 Respondents
Margin of Error: 0.5%**

Preferred 2022 Presidential Candidate — (Comparative)

□ Dr. William Ruto lead in overall results with 49.9% preference (N=23,464)



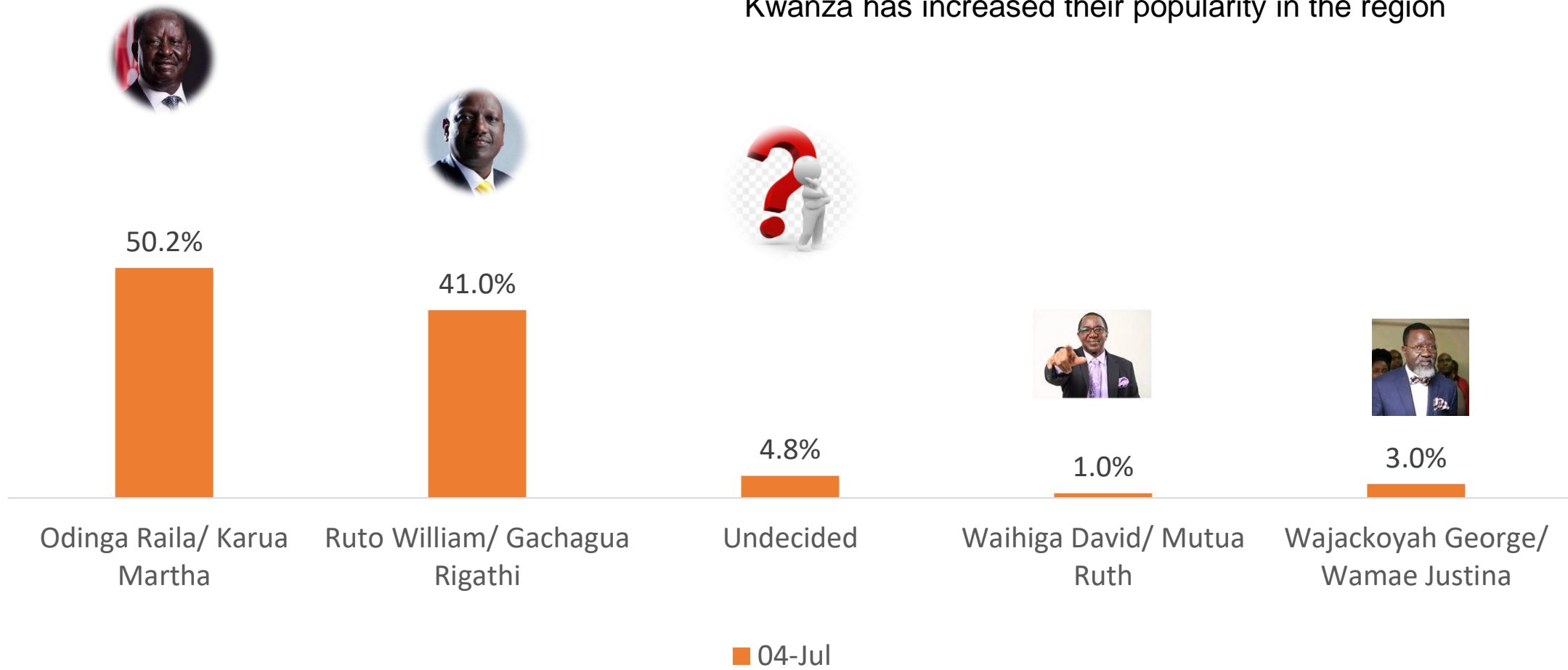
Odinga maintains popularity of 42.5% has been the same for the two polls in a month giving him a runners up position in the race

Q. If elections were held today, who would you most likely vote for, as The President/Deputy President?

Base = 23,464 Respondents
Margin of Error: 0.5%

Preferred 2022 Presidential Candidate — Coast (N= 2,961)

Coast is a region to watch, the intense campaign by Kenya Kwanza has increased their popularity in the region

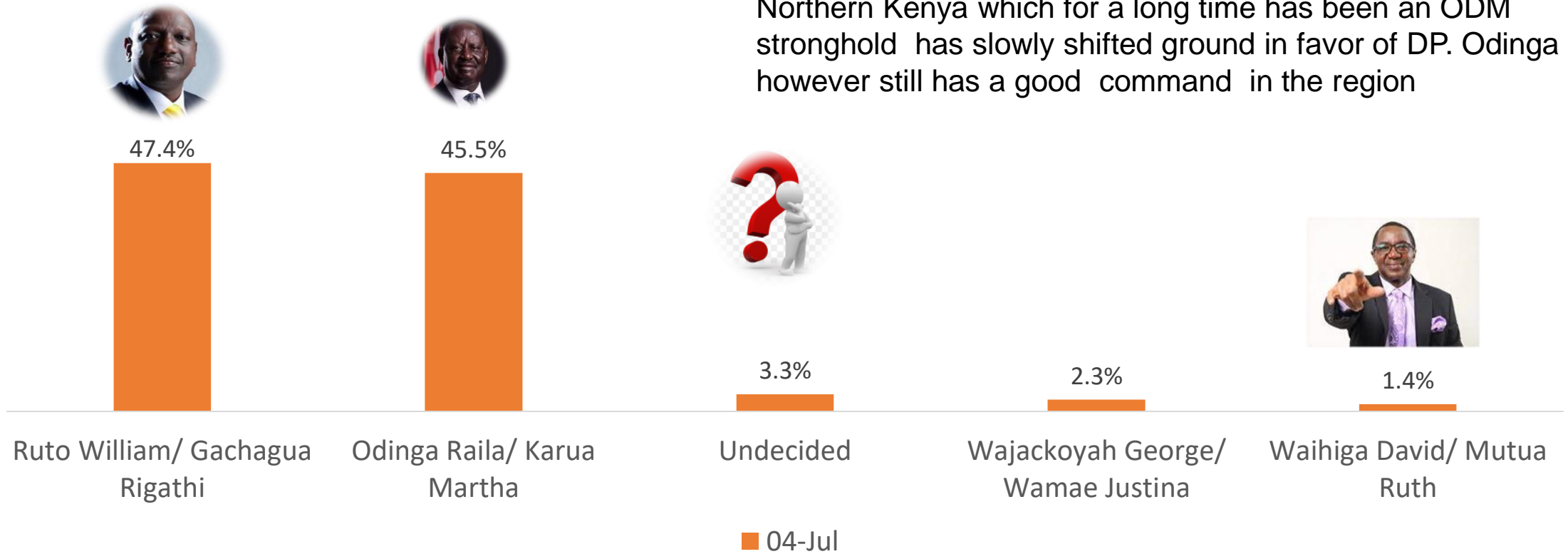


Q. If elections were held today, who would you most likely vote for, as The President/Deputy President?

**Base = 2,961 Respondents
Margin of Error: 1.5%**

Preferred 2022 Presidential Candidate —Northern Kenya (2,362)

Northern Kenya which for a long time has been an ODM stronghold has slowly shifted ground in favor of DP. Odinga however still has a good command in the region

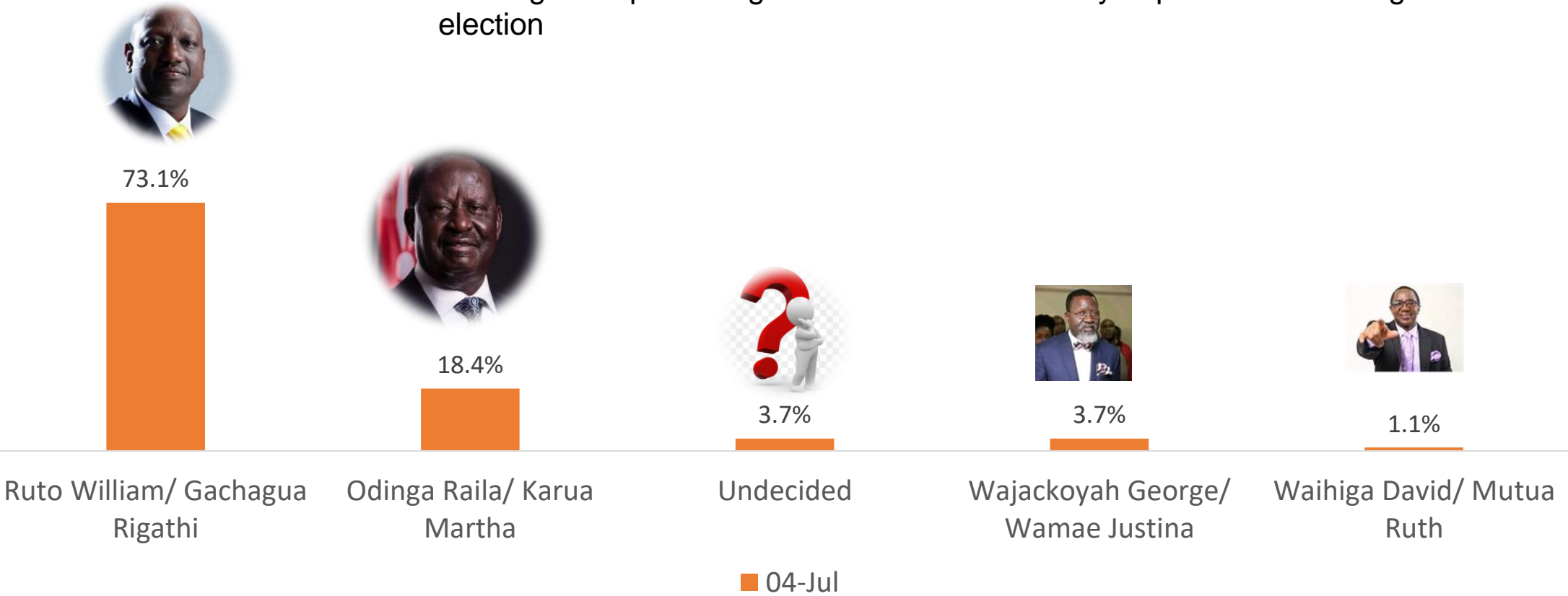


Q. If elections were held today, who would you most likely vote for, as The President/Deputy President?

Base = 2,392 Respondents
Margin of Error: 1.7%

Preferred 2022 Presidential Candidate — Mt Kenya East (1,091)

The mountain has significantly rallied behind the DP despite the intense lobby by the Odinga camp. The significant difference is likely to produce the swing vote for the election

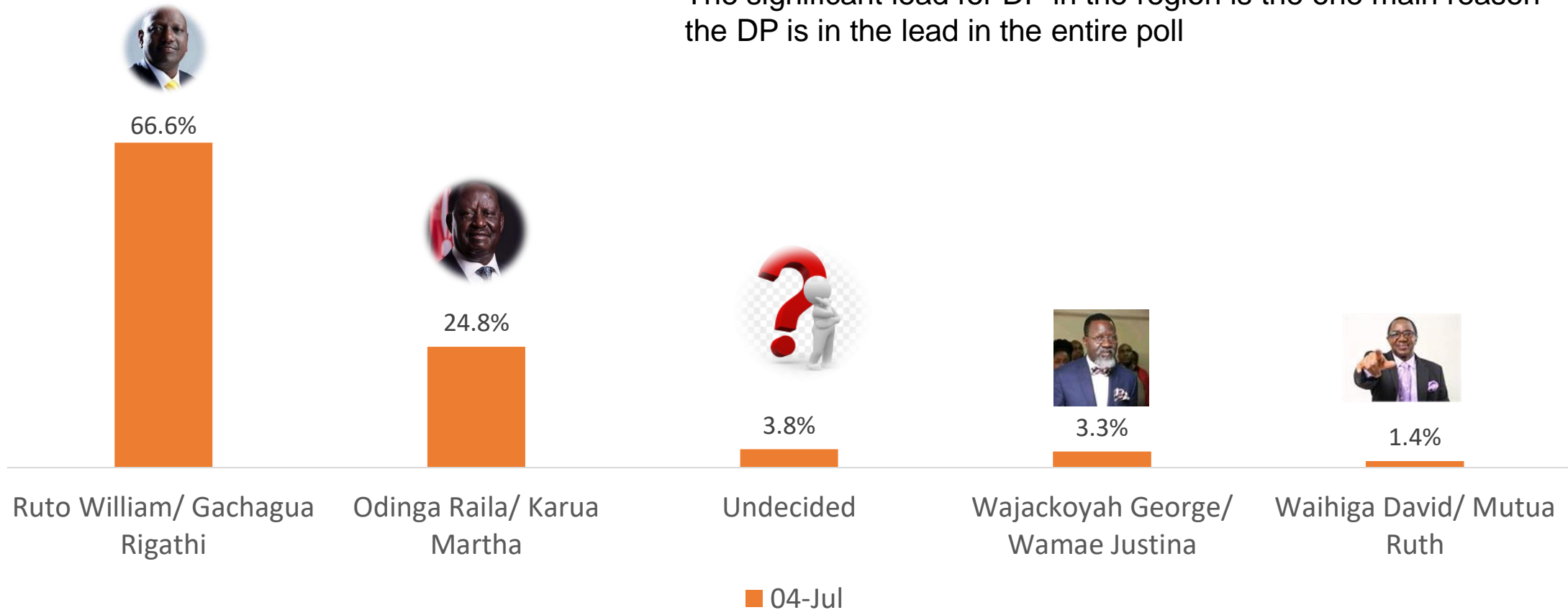


Q. If elections were held today, who would you most likely vote for, as The President/Deputy President?

Base = 1,091 Respondents
Margin of Error: 3.2%

Preferred 2022 Presidential Candidate — Mt Kenya West (1,701)

The significant lead for DP in the region is the one main reason the DP is in the lead in the entire poll

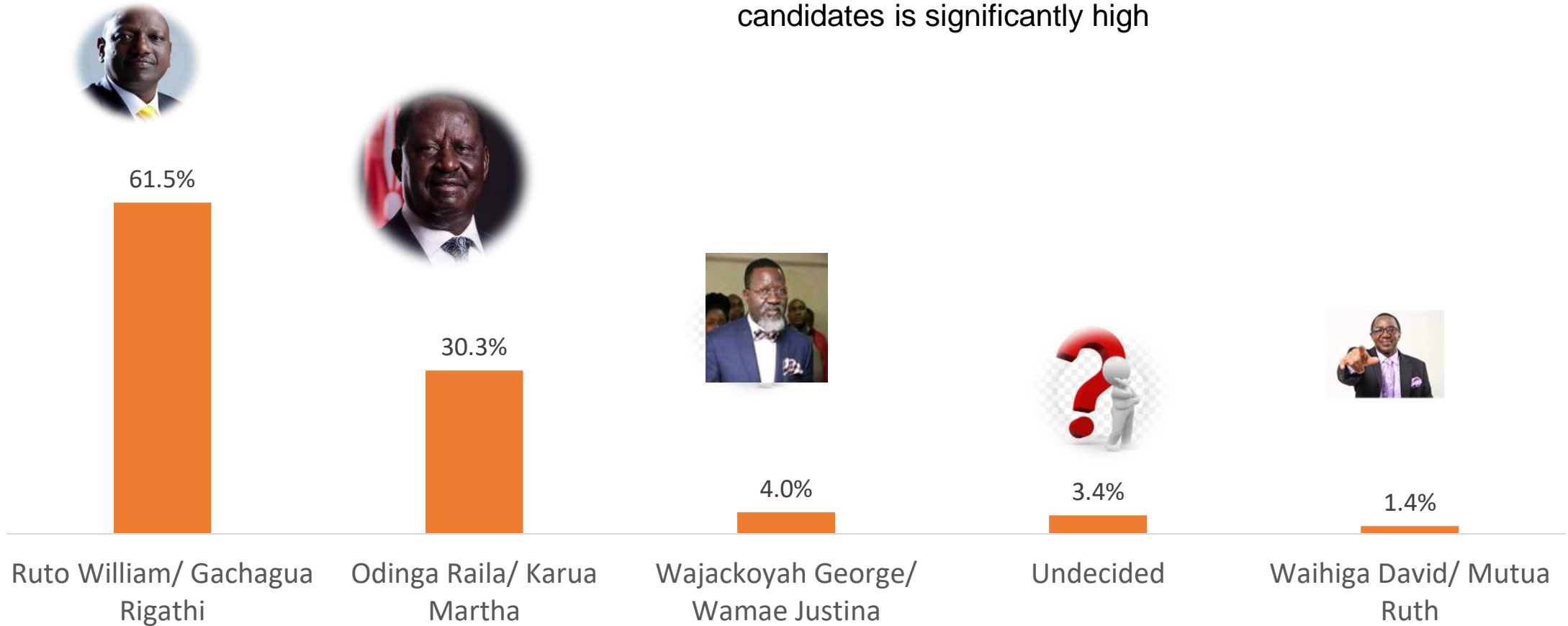


Q. If elections were held today, who would you most likely vote for, as The President/Deputy President?

Base = 1,701 Respondents
Margin of Error: 2.3%

Preferred 2022 Presidential Candidate — Mt Kenya Diaspora (756)

The preference of voters in Mt.diaspora is aligned to voters in the larger central Kenya. The difference in support for the two candidates is significantly high



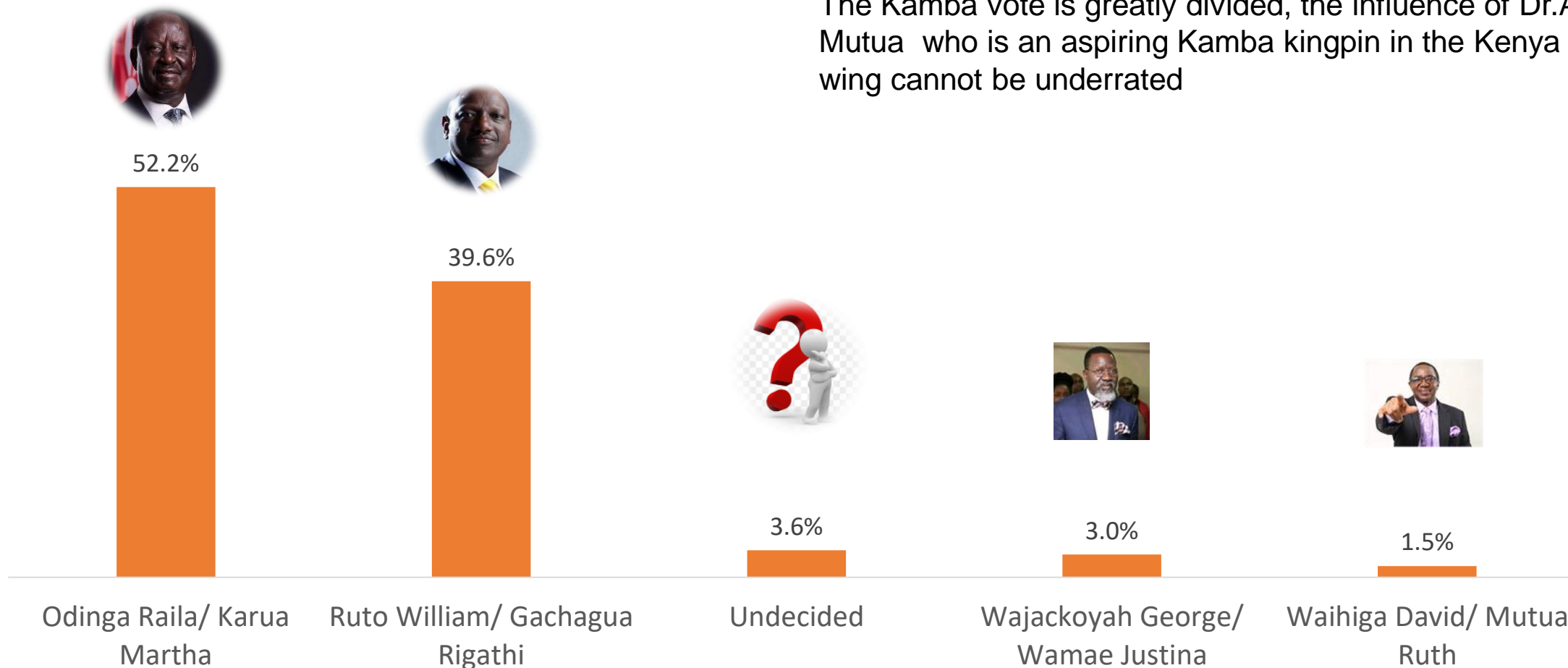
Q. If elections were held today, who would you most likely vote for, as The President/Deputy President?

**Base = 756 Respondents
Margin of Error: 3.3%**

Preferred 2022 Presidential Candidate — South Eastern Kenya (1,573)



The Kamba vote is greatly divided, the influence of Dr. Alfred Mutua who is an aspiring Kamba kingpin in the Kenya Kwanza wing cannot be underrated



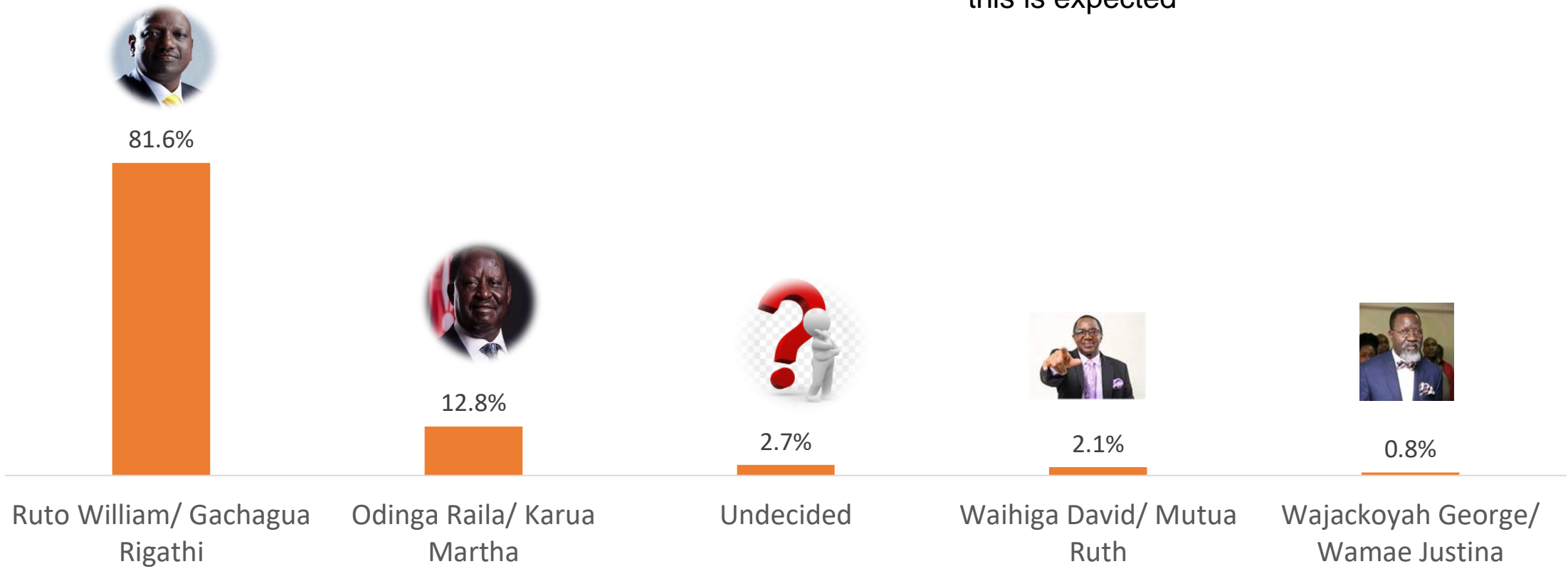
Q. If elections were held today, who would you most likely vote for, as The President/Deputy President?

**Base = 1,573 Respondents
Margin of Error: 2.1%**

Preferred 2022 Presidential Candidate — Central Rift (N=3,872)



DP has maintained a lead in his backyard and this is expected

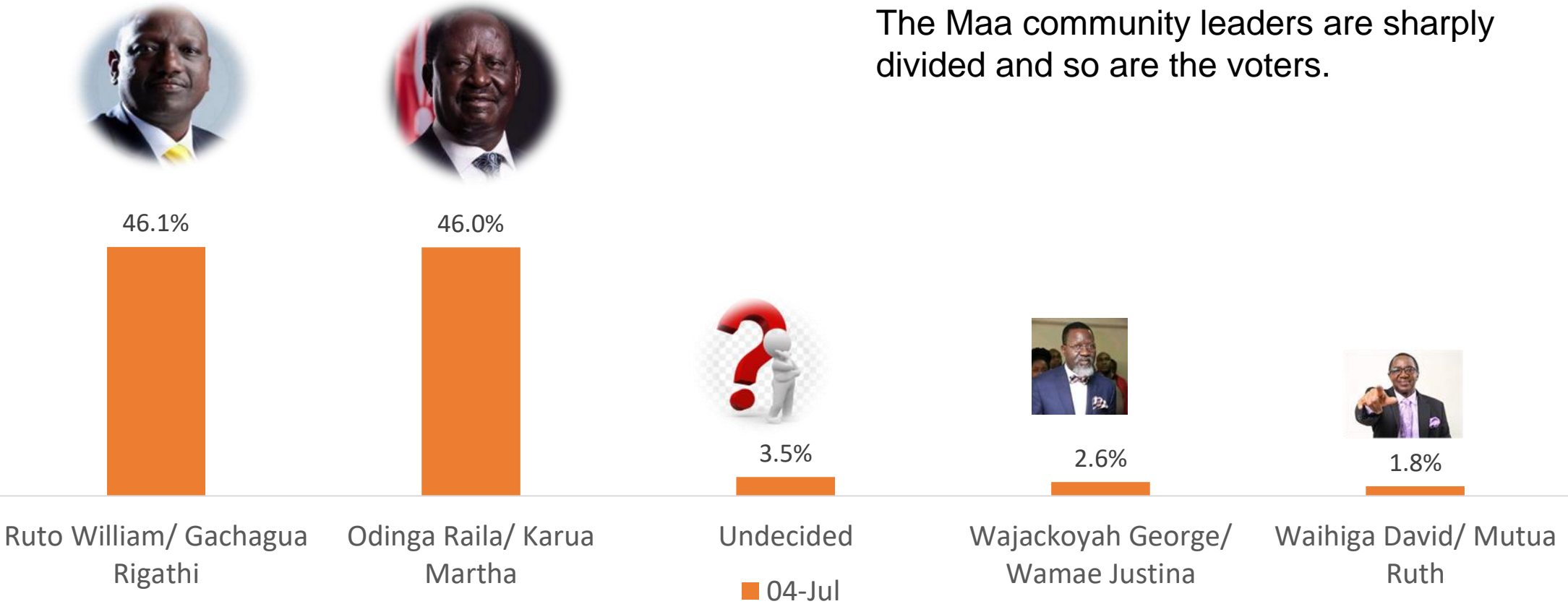


Q. If elections were held today, who would you most likely vote for, as The President/Deputy President?

**Base = 3,872 Respondents
Margin of Error: 1.9%**

Preferred 2022 Presidential Candidate — Maa Rift (1,355)

The Maa community leaders are sharply divided and so are the voters.

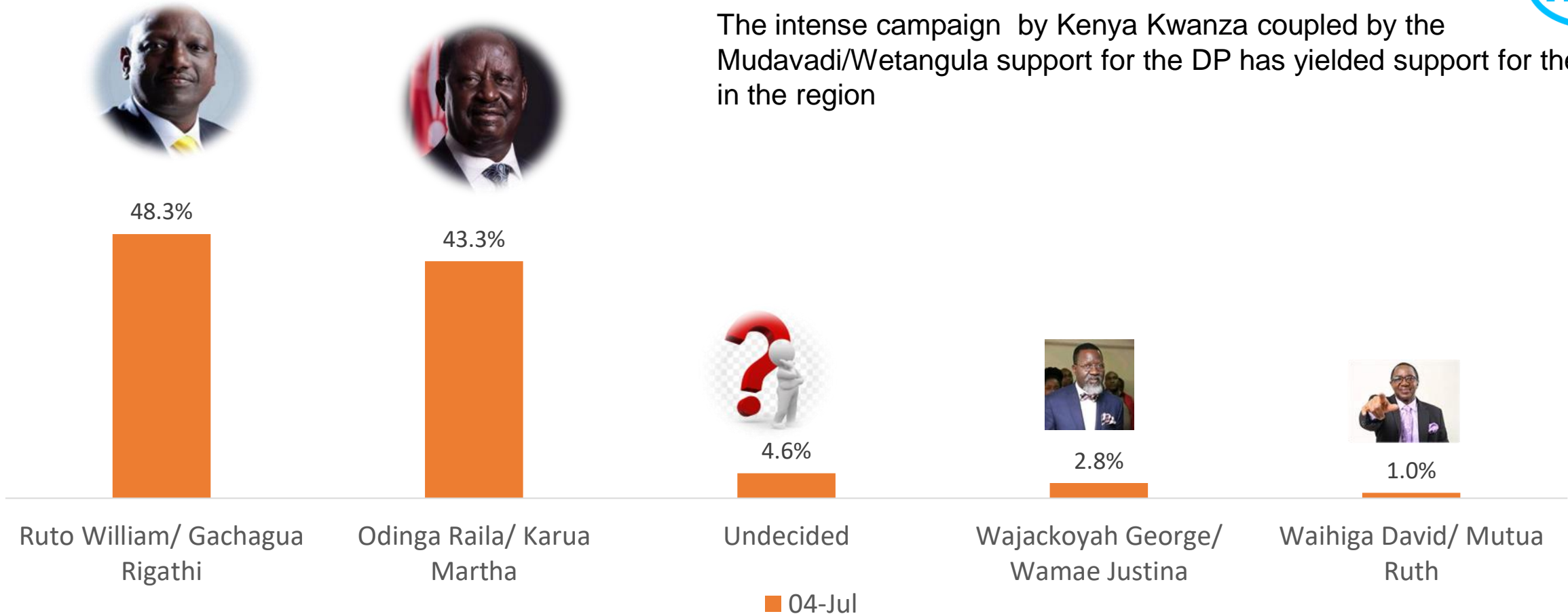


Q. If elections were held today, who would you most likely vote for, as The President/Deputy President?

Base = 1,355 Respondents
Margin of Error: 2.2%

Preferred 2022 Presidential Candidate — Western Kenya (N=3,141)

The intense campaign by Kenya Kwanza coupled by the Mudavadi/Wetangula support for the DP has yielded support for the DP in the region



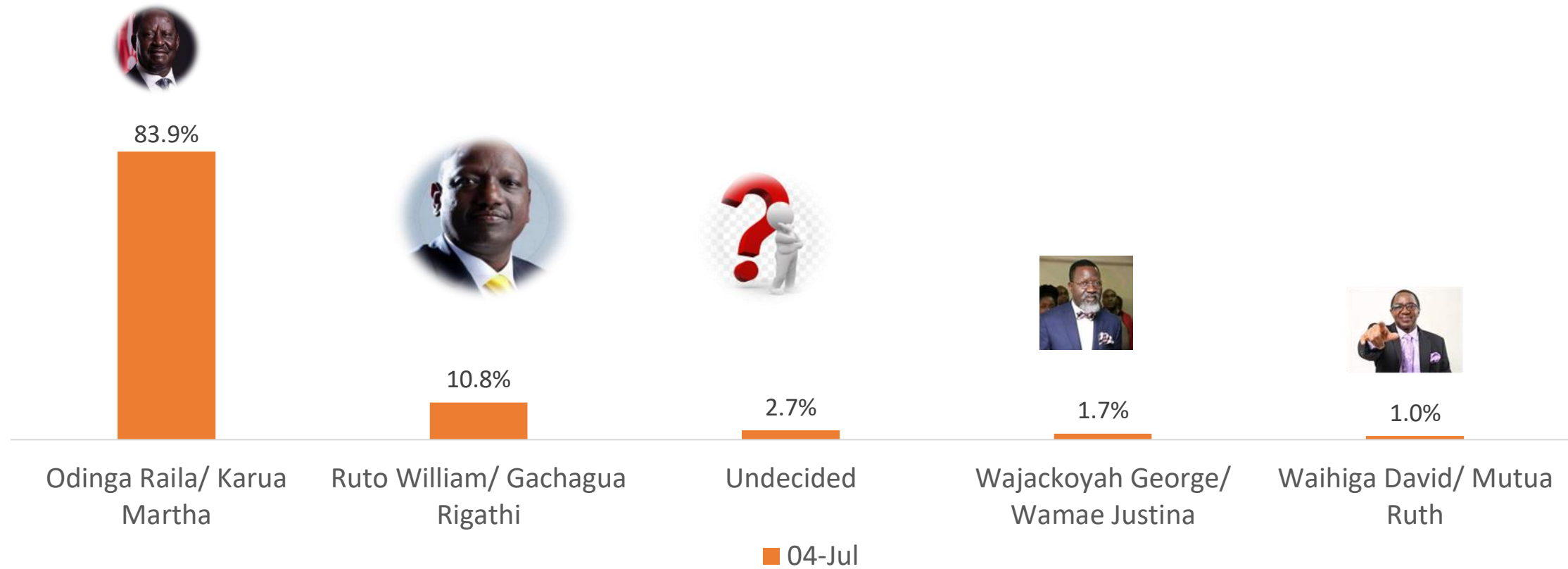
Q. If elections were held today, who would you most likely vote for, as The President/Deputy President of Kenya?

Base = 3,141 Respondents
Margin of Error: 1.5%

Preferred 2022 Presidential Candidate — Central Nyanza (N=2,997)



Odinga maintains a strong win in the region which is anticipated

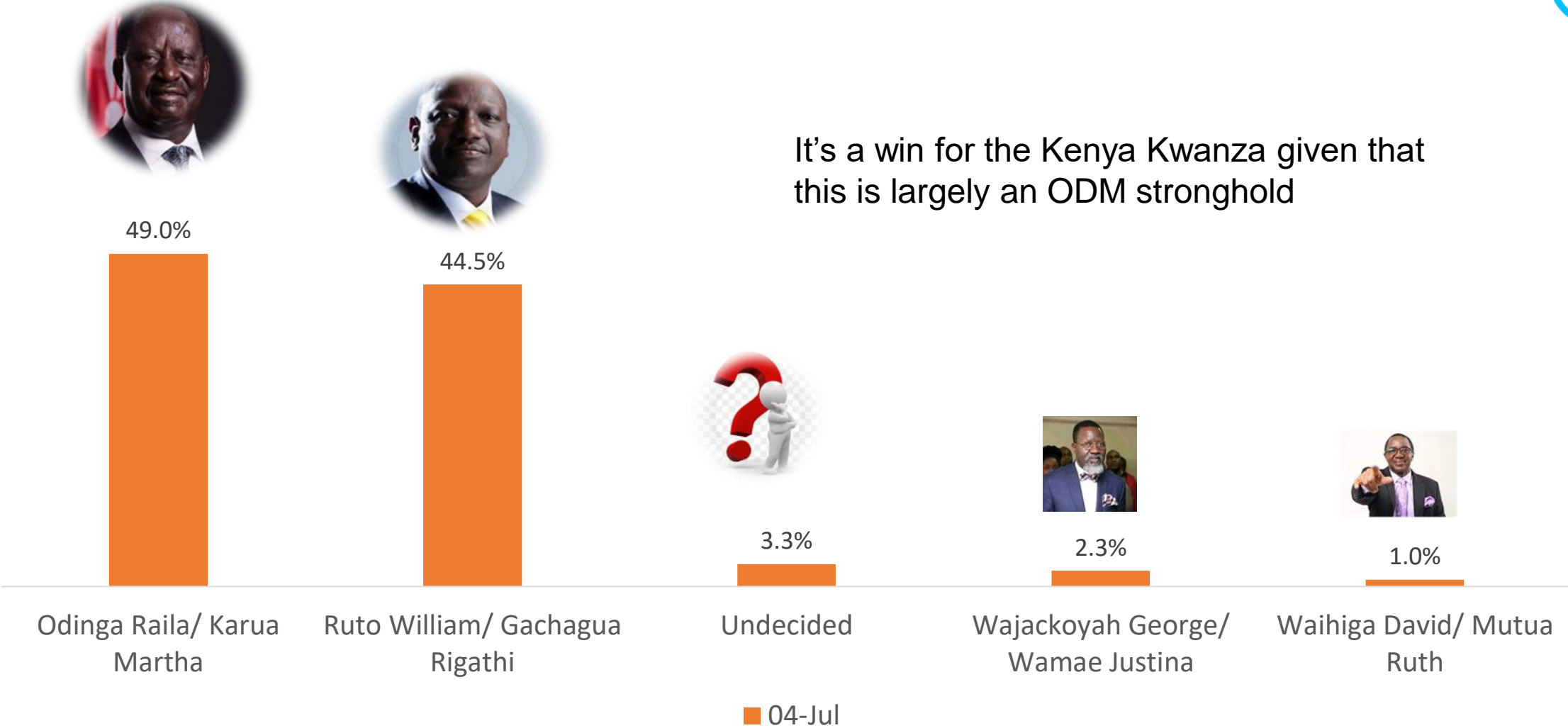


Q. If elections were held today, who would you most likely vote for, as The President/Deputy President?

**Base = 2,997 Respondents
Margin of Error: 2.3%**

Preferred 2022 Presidential Candidate — South Nyanza Nyanza (1178)

It's a win for the Kenya Kwanza given that this is largely an ODM stronghold

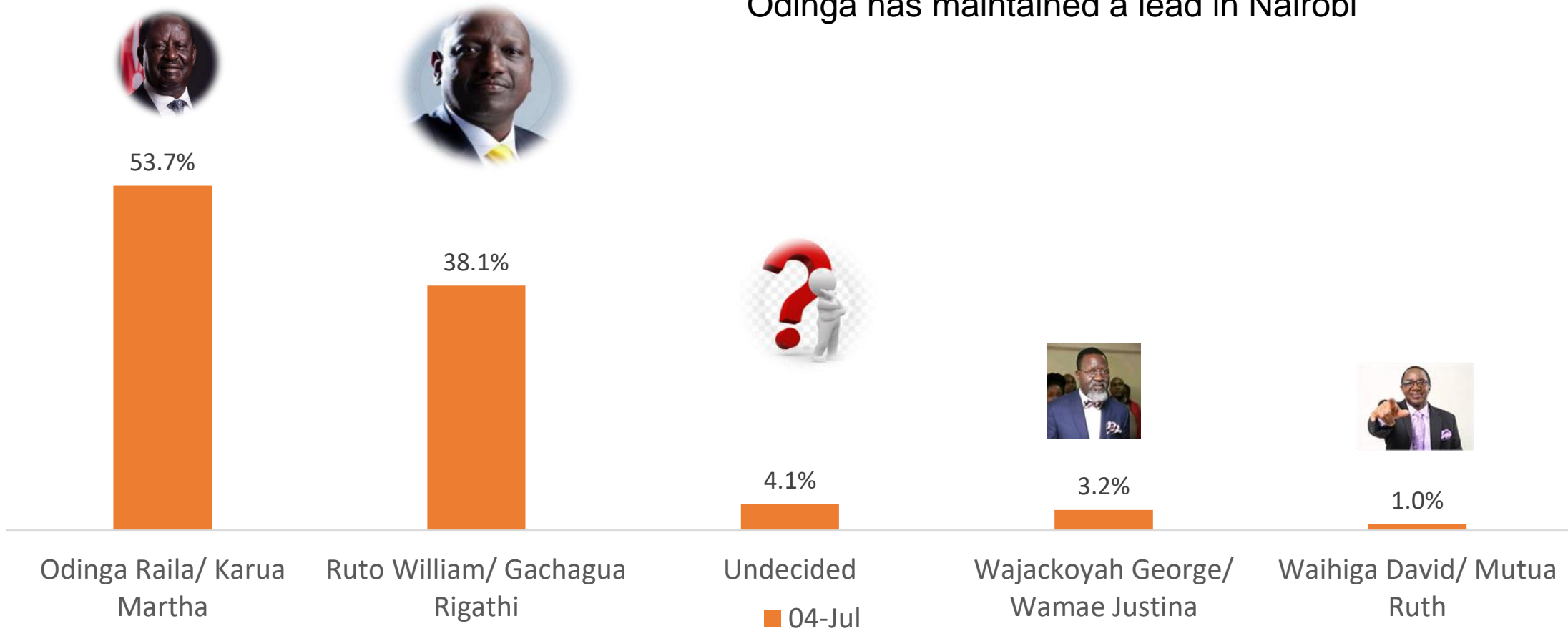


Q. If elections were held today, who would you most likely vote for, as The President/Deputy President?

**Base = 1,178 Respondents
Margin of Error: 2.4%**

Preferred 2022 Presidential Candidate — Nairobi (N=477)

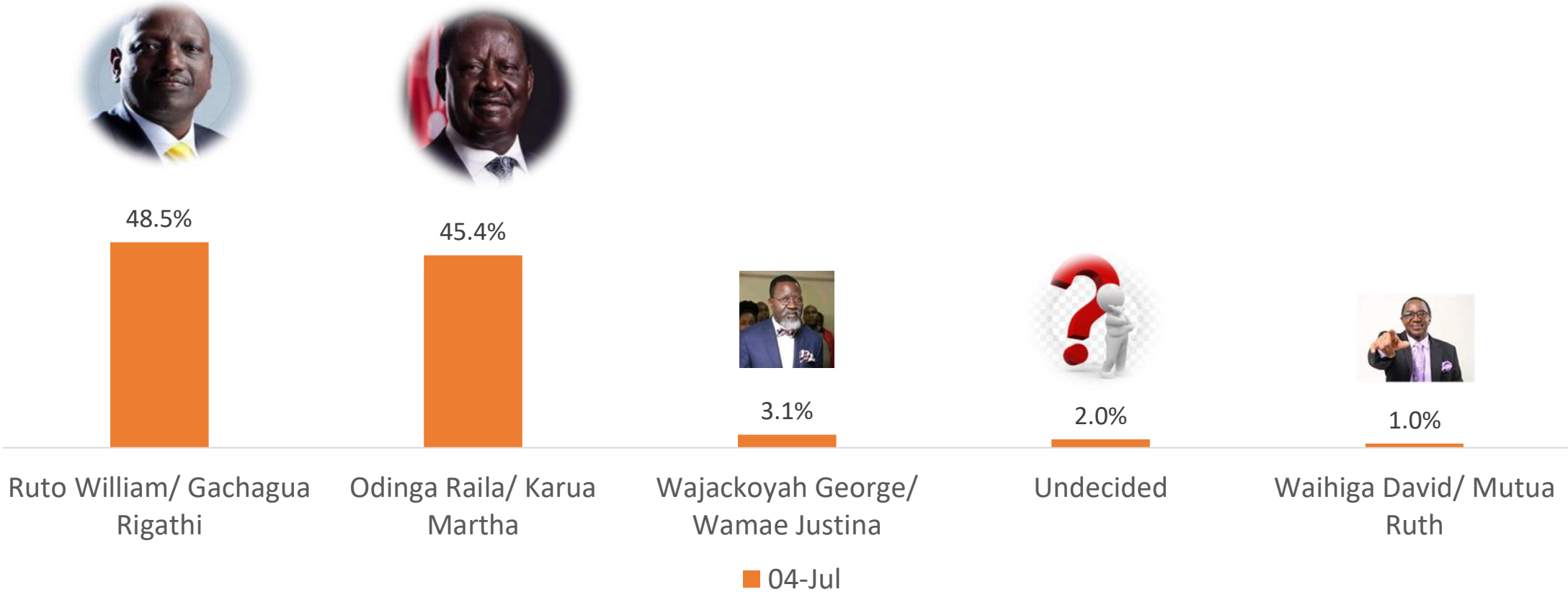
Odinga has maintained a lead in Nairobi



Q. If elections were held today, who would you most likely vote for, as The President/Deputy President?

**Base = 477 Respondents
Margin of Error: 3.8%**

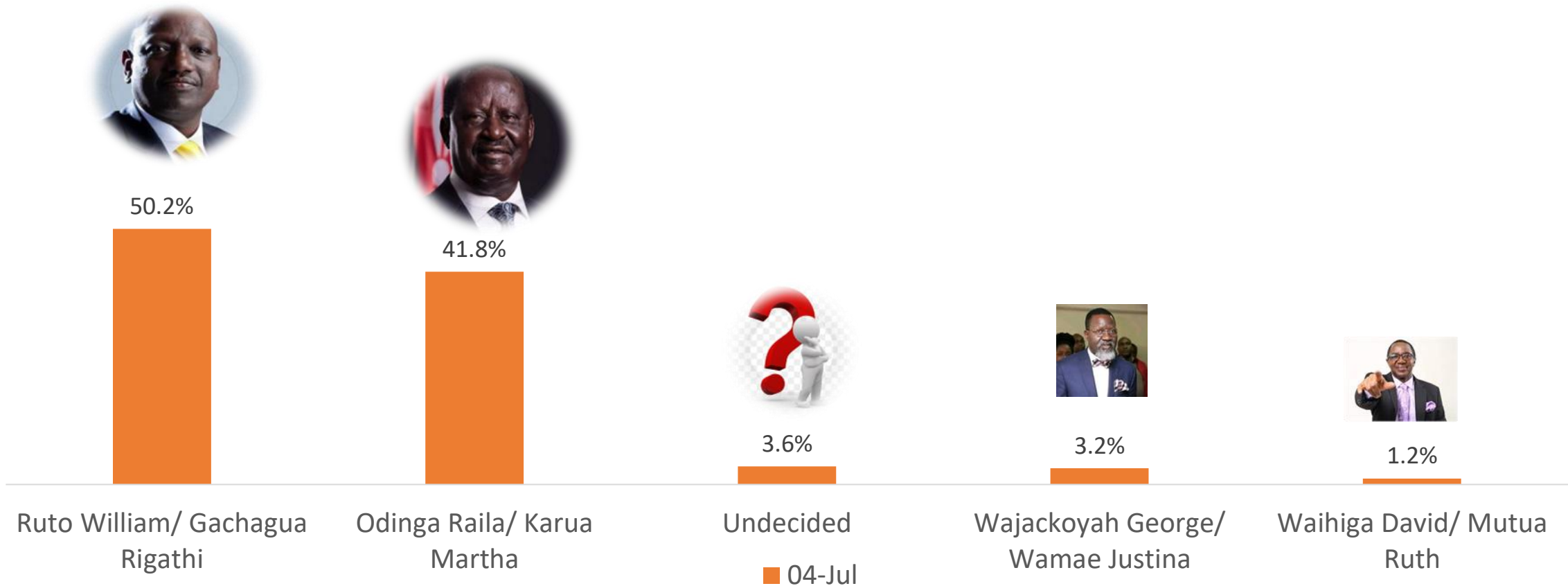
Preferred by Gender- Male (N=12,653)



Q. If elections were held today, who would you most likely vote for, as The President/Deputy President?

**Base = 12,653 Respondents
Margin of Error: 0.8%**

Preferred by Gender- Female (N=10,811)



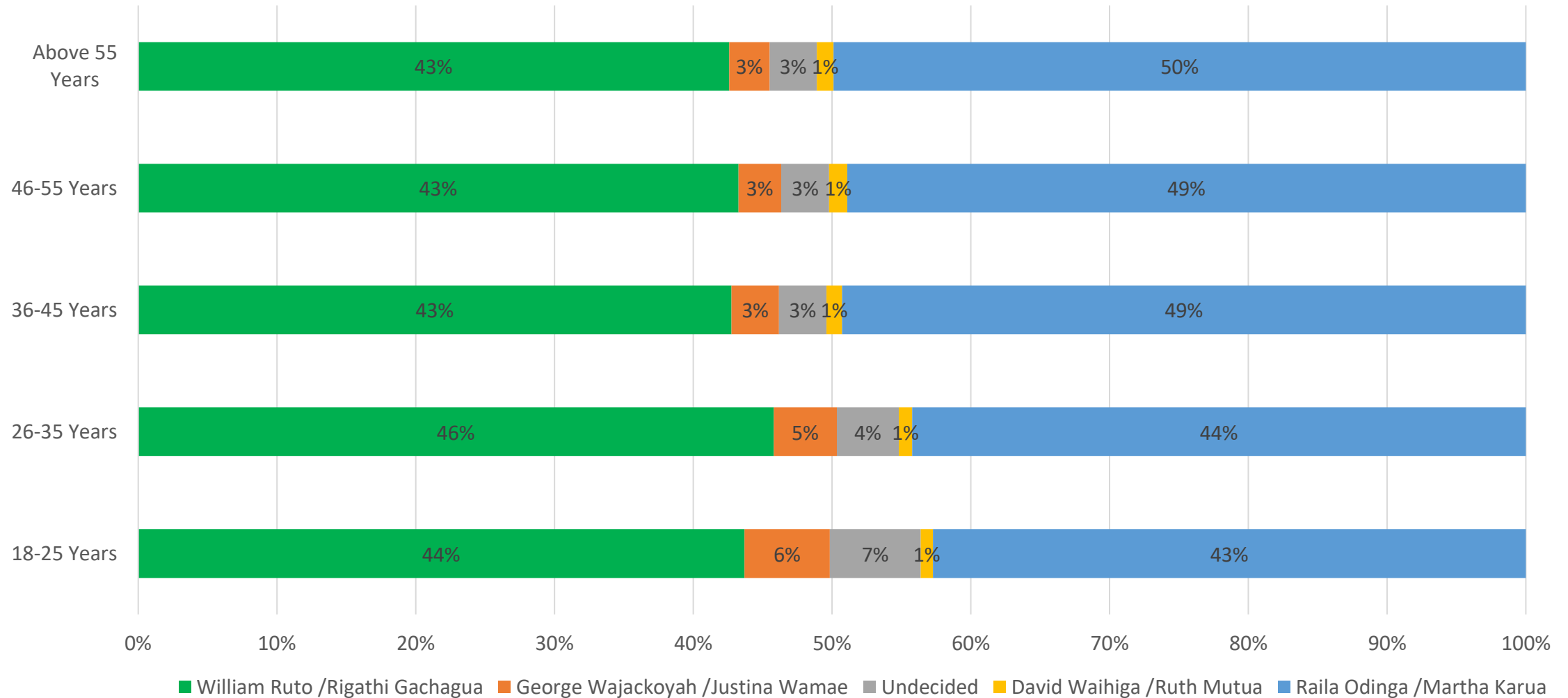
Q. If elections were held today, who would you most likely vote for, as The President/Deputy President?

**Base = 10,811 Respondents
Margin of Error: 0.8%**

Preferred by Age Group



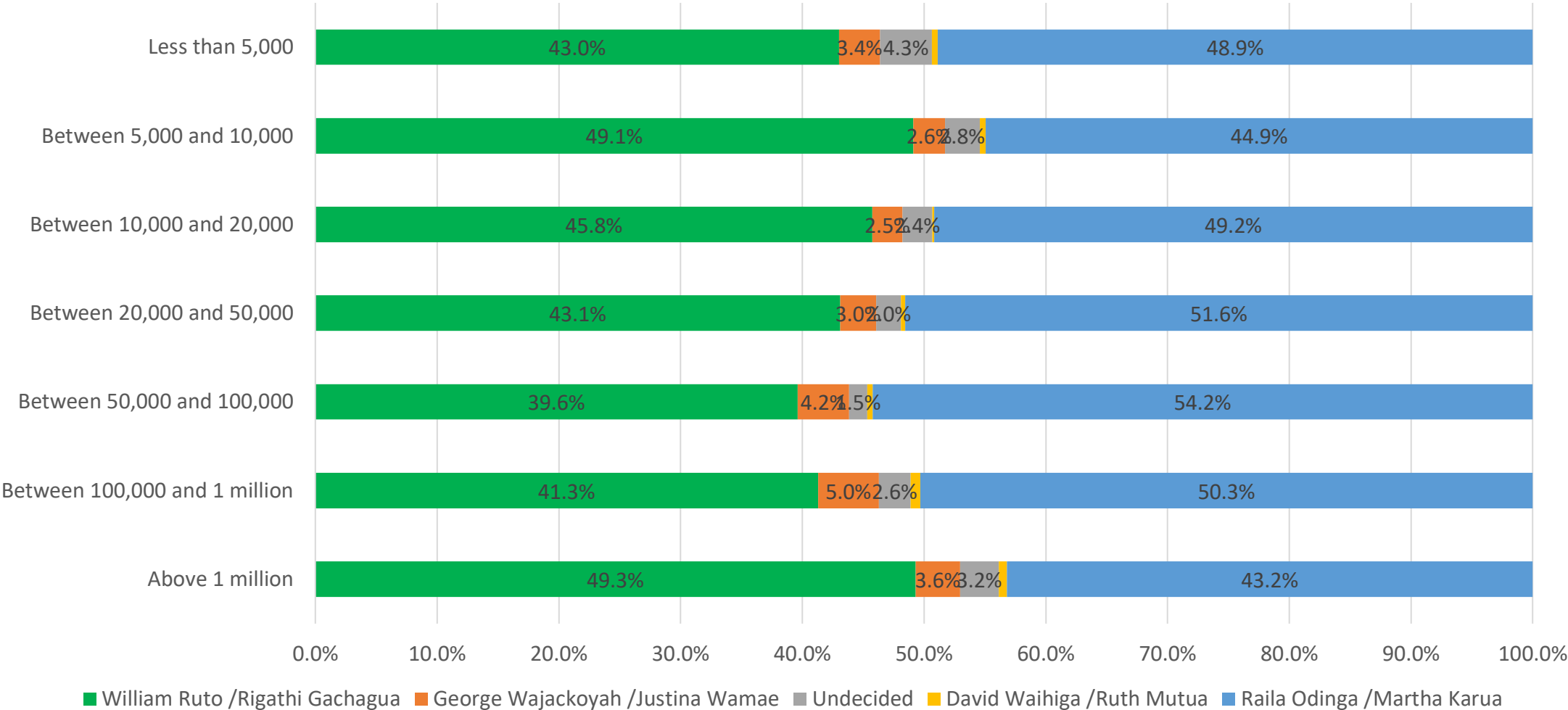
Presidential Candidates Preference by Age



Preferred by Income



Presidential Candidates Preference by Self Assessed H/H Monthly Income





End

Thank you