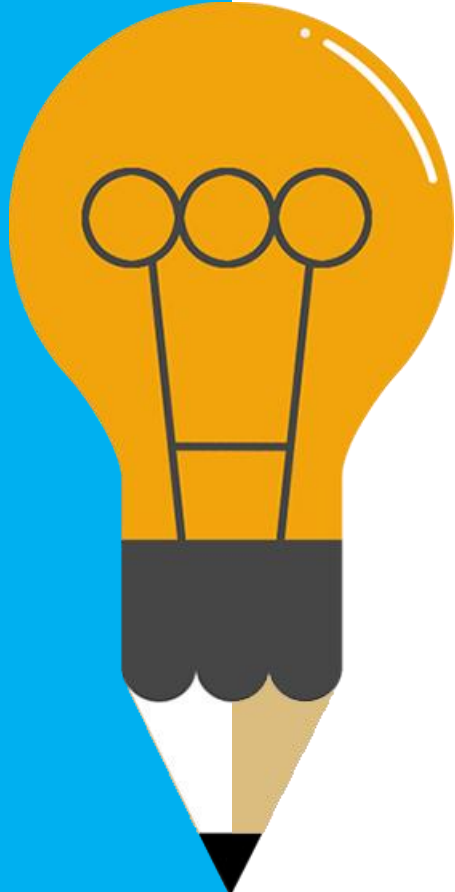


# Public Opinion Poll Report: Presidential Popularity Ratings

1<sup>st</sup> August 2022

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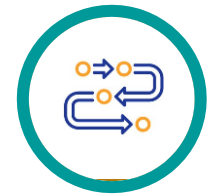
**04**

**Key Findings**

# Methodology Overview



Field Work Dates:	23 <sup>rd</sup> -28 <sup>th</sup> July, 2022
Target population	Respondents in our database across Kenya who claimed to be registered voters
Sampling	We monitored the sample for population proportionate to size (PPS) characteristics
Data weighting	We applied data weights to correct any sampling population imbalances by various demographics (gender, age, region, and county).
Data collection methodology	Electronic (Database SMS Broadcasting), i.e., we polled our database respondents via SMS
Sample size	29,857 respondents across Kenya (47 counties)
Nationwide margin of error:	+/- 1% at the 95% confidence level



# Achieved Sample by Counties

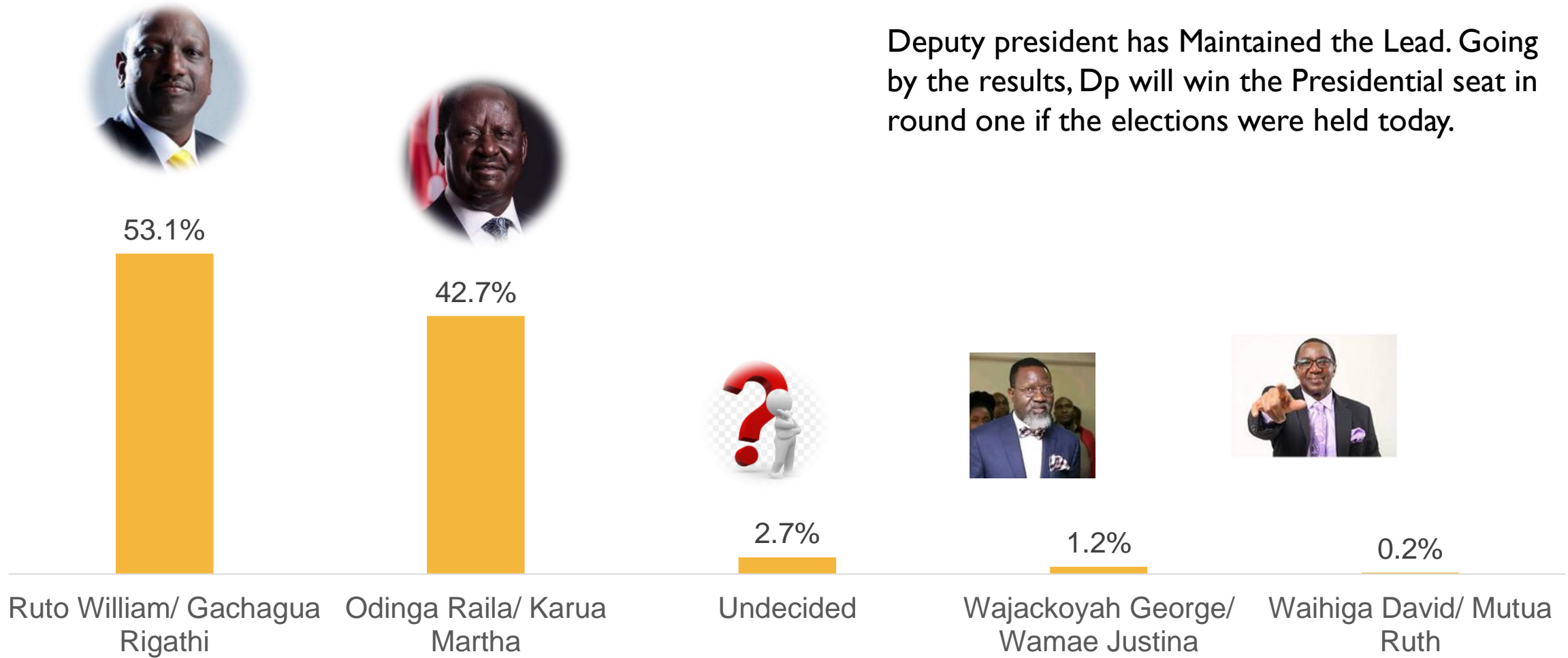
County	Female Respondents	Male Respondents	Total Respondents
Mombasa	286	437	723
Kwale	136	275	411
Kilifi	211	467	678
Tana River	125	212	337
Lamu	188	417	605
Taita Taveta	236	446	682
Garissa	211	379	590
Wajir	136	292	428
Mandera	142	269	411
Marsabit	148	235	383
Isiolo	270	409	679
Meru	235	382	617
Tharaka - Nithi	151	274	425
Embu	240	368	608
Kitui	312	399	711
Machakos	330	508	838
Makueni	306	460	766
Nyandarua	197	238	435
Nyeri	217	246	463
Kirinyaga	200	270	470
Murang'a	162	242	404
Kiambu	243	362	605
Turkana	142	285	427
West Pokot	101	228	329

County	Female Respondents	Male Respondents	Total Respondents
Samburu	194	392	586
Trans Nzoia	287	597	884
Uasin Gishu	236	450	686
Elgeyo/Marakwet	122	232	354
Nandi	195	399	594
Baringo	127	270	397
Laikipia	180	328	508
Nakuru	487	894	1381
Narok	140	276	416
Kajiado	262	389	651
Kericho	161	326	487
Bomet	165	387	552
Kakamega	293	442	735
Vihiga	195	280	475
Bungoma	331	536	867
Busia	243	419	662
Siaya	326	550	876
Kisumu	430	724	1154
Homa Bay	315	650	965
Migori	278	463	741
Kisii	332	630	962
Nyamira	257	564	821
Nairobi City	365	713	1078
<b>Grand Total</b>	<b>10846</b>	<b>19011</b>	<b>29857</b>



# Preferred 2022 Presidential Candidate - Overall

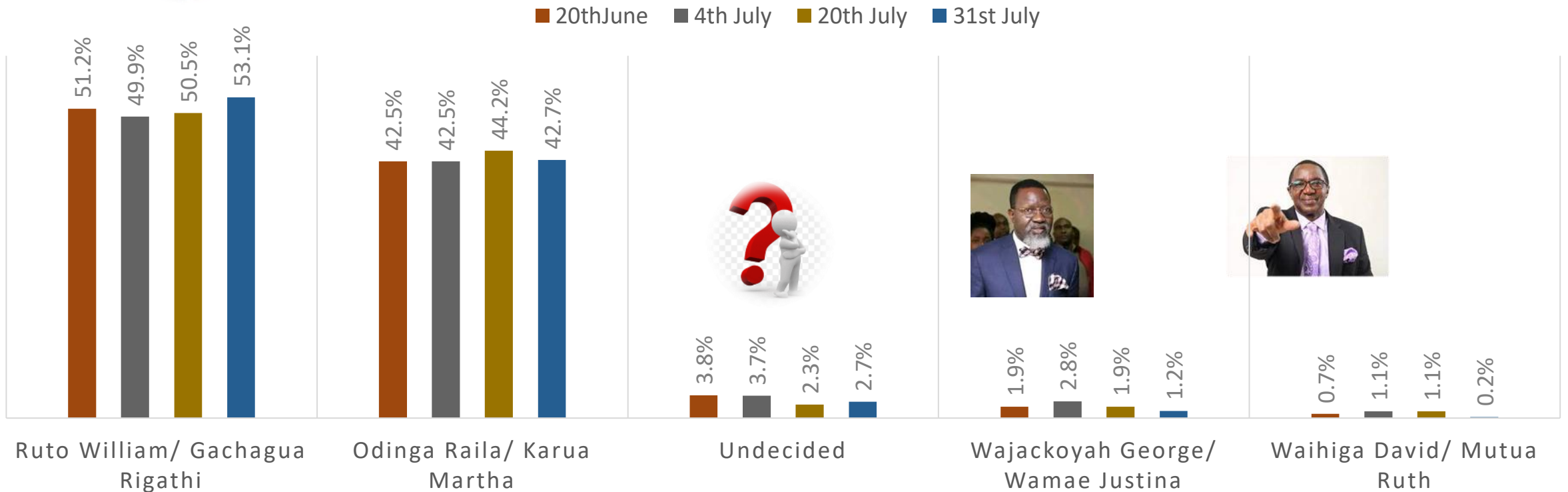
Deputy president has Maintained the Lead. Going by the results, Dp will win the Presidential seat in round one if the elections were held today.



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

Base = 29,857 Respondents  
Margin of Error: 0.5%

# Preferred 2022 Presidential Candidate - Comparative

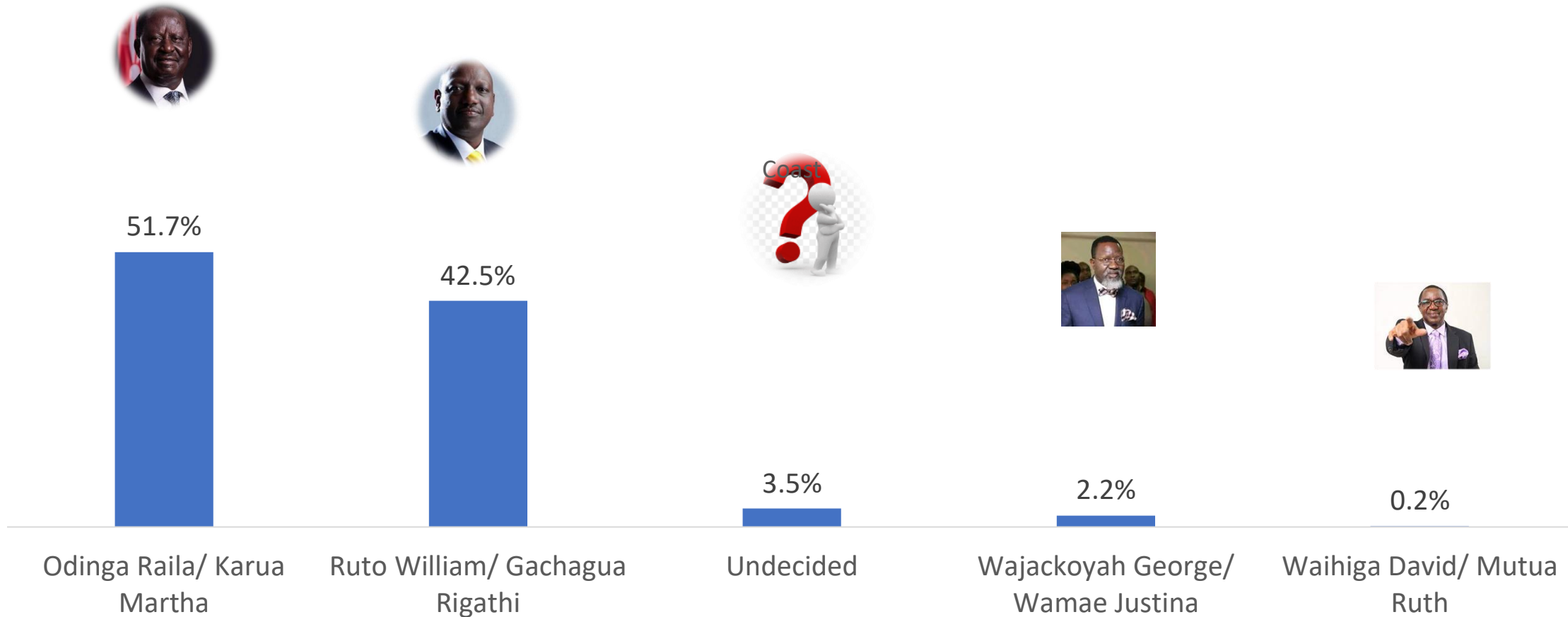


**Q. If elections were held today, who would you most likely vote for, as The President/Deputy President?**

**Base = 29,857 Respondents  
Margin of Error: 0.5%**

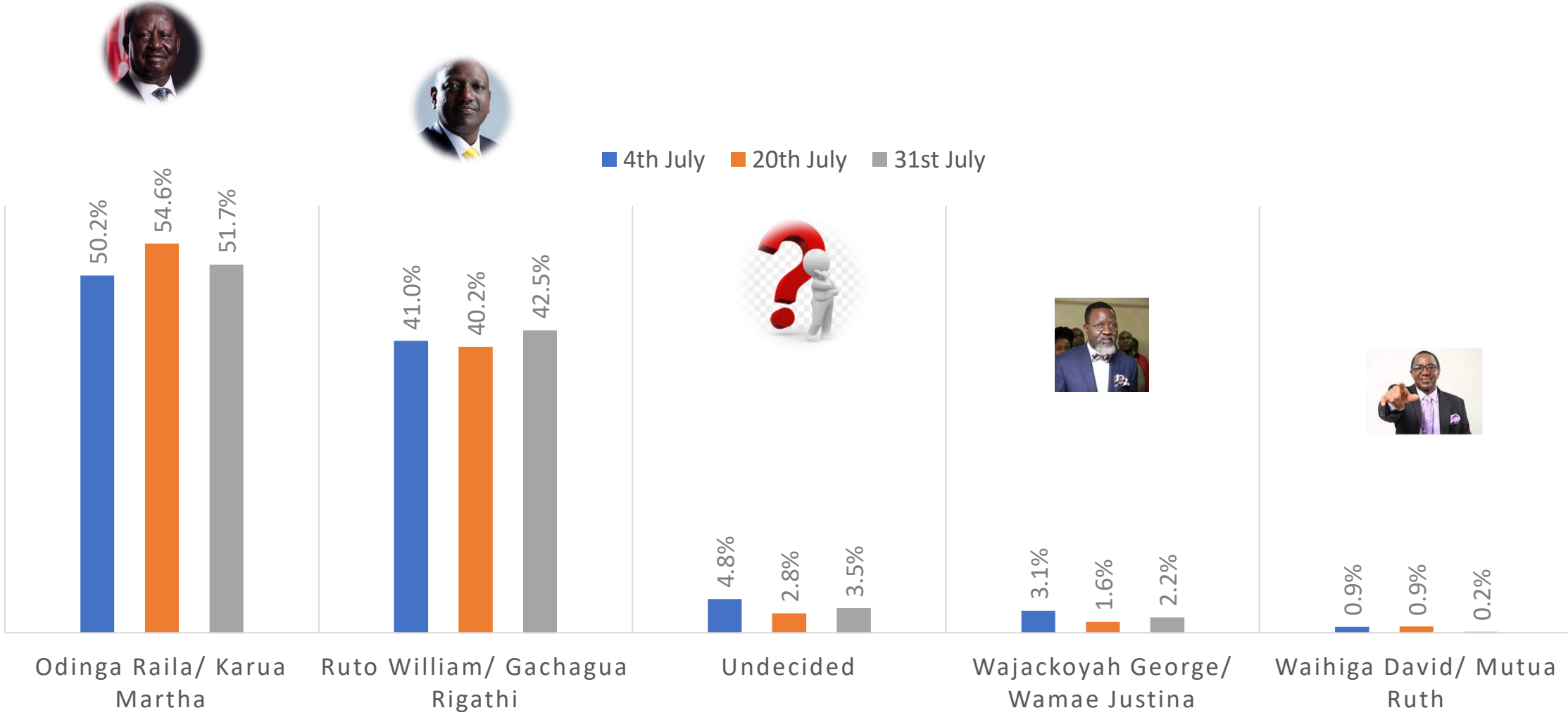
# Preferred 2022 Presidential Candidate — Coast (3099)

Hon.Raila Odinga has maintained the lead in Coast



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

# Preferred 2022 Presidential Candidate — Coast

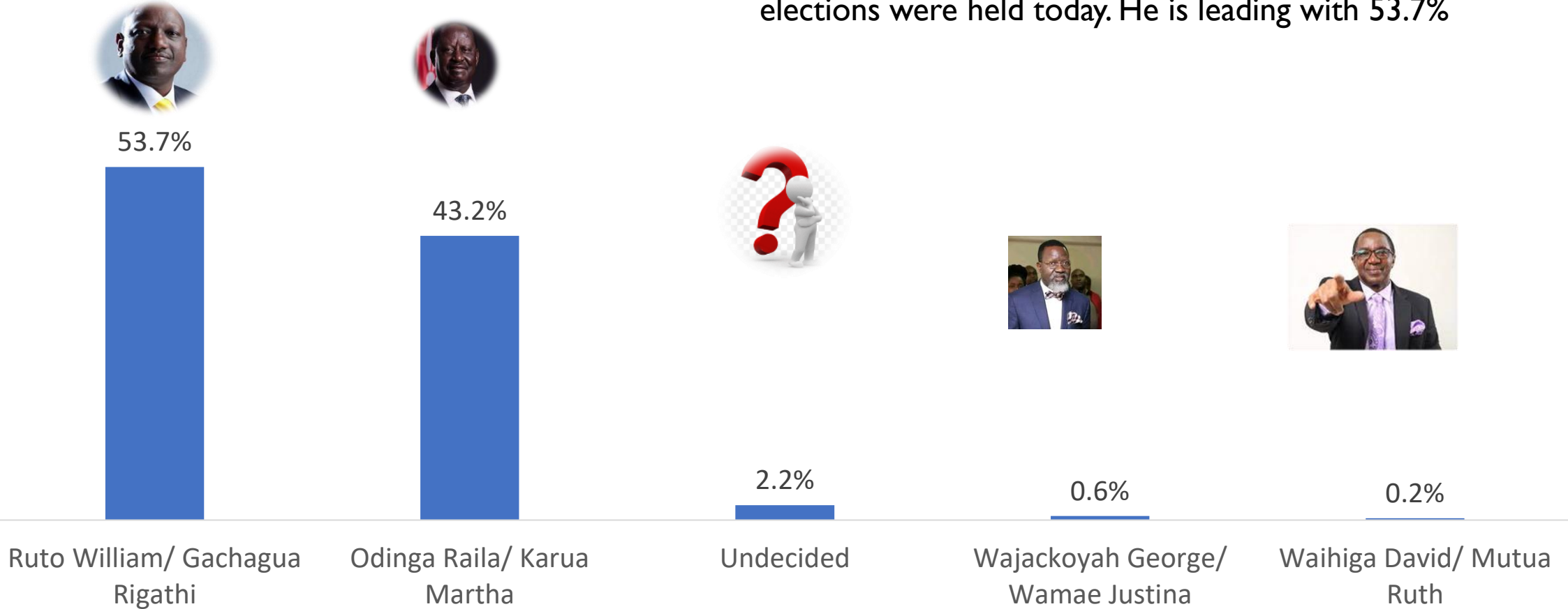


**Q. If elections were held today, who would you most likely vote for, as The President/Deputy President?**



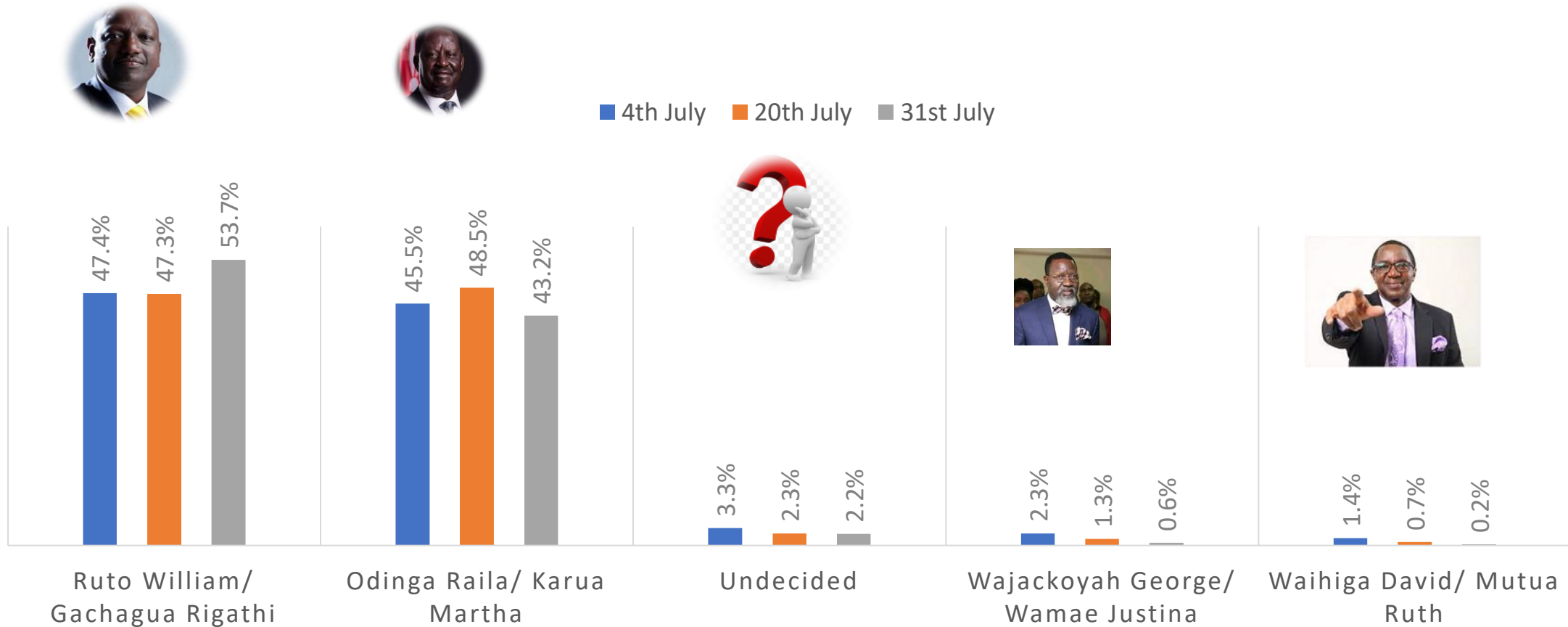
# Preferred 2022 Presidential Candidate —Northern Kenya (3255)

Northern Kenya the ground has shifted in favor of DP if elections were held today. He is leading with 53.7%



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

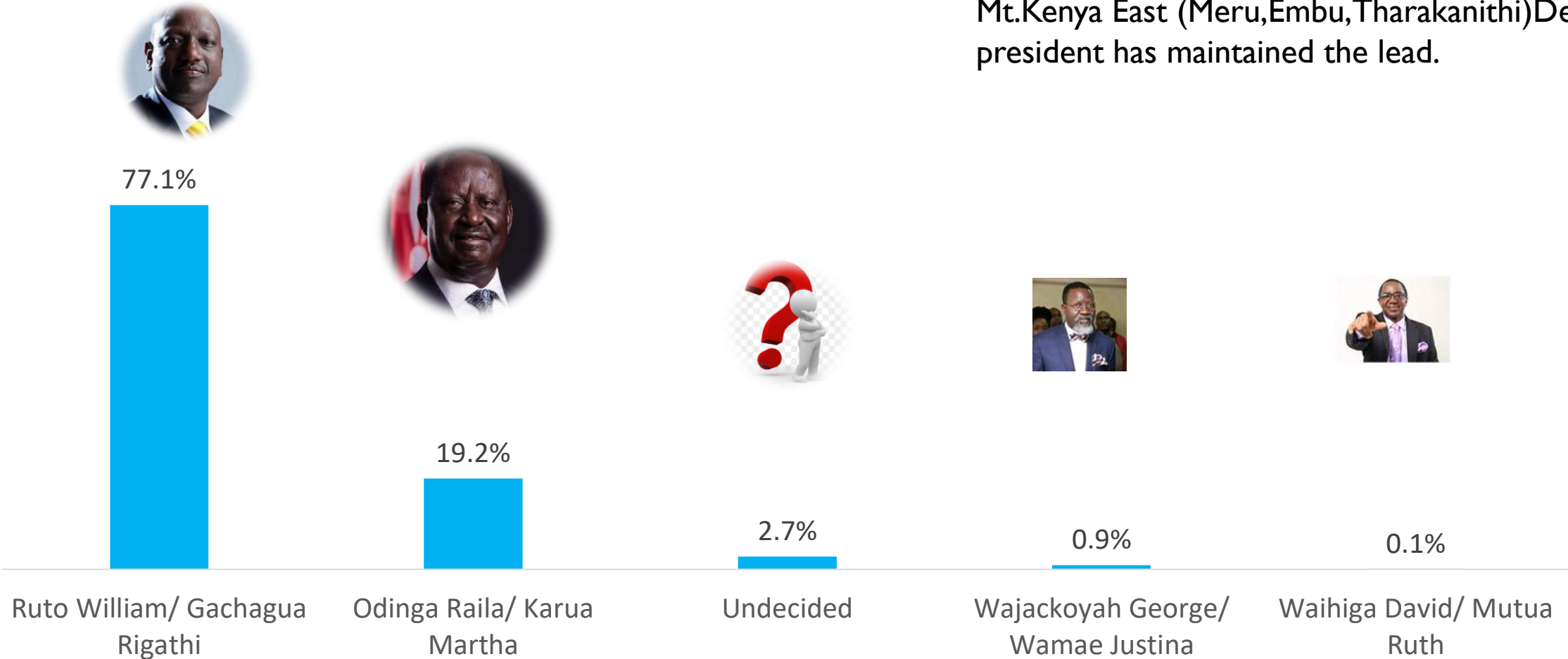
# Preferred 2022 Presidential Candidate —Northern Kenya



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

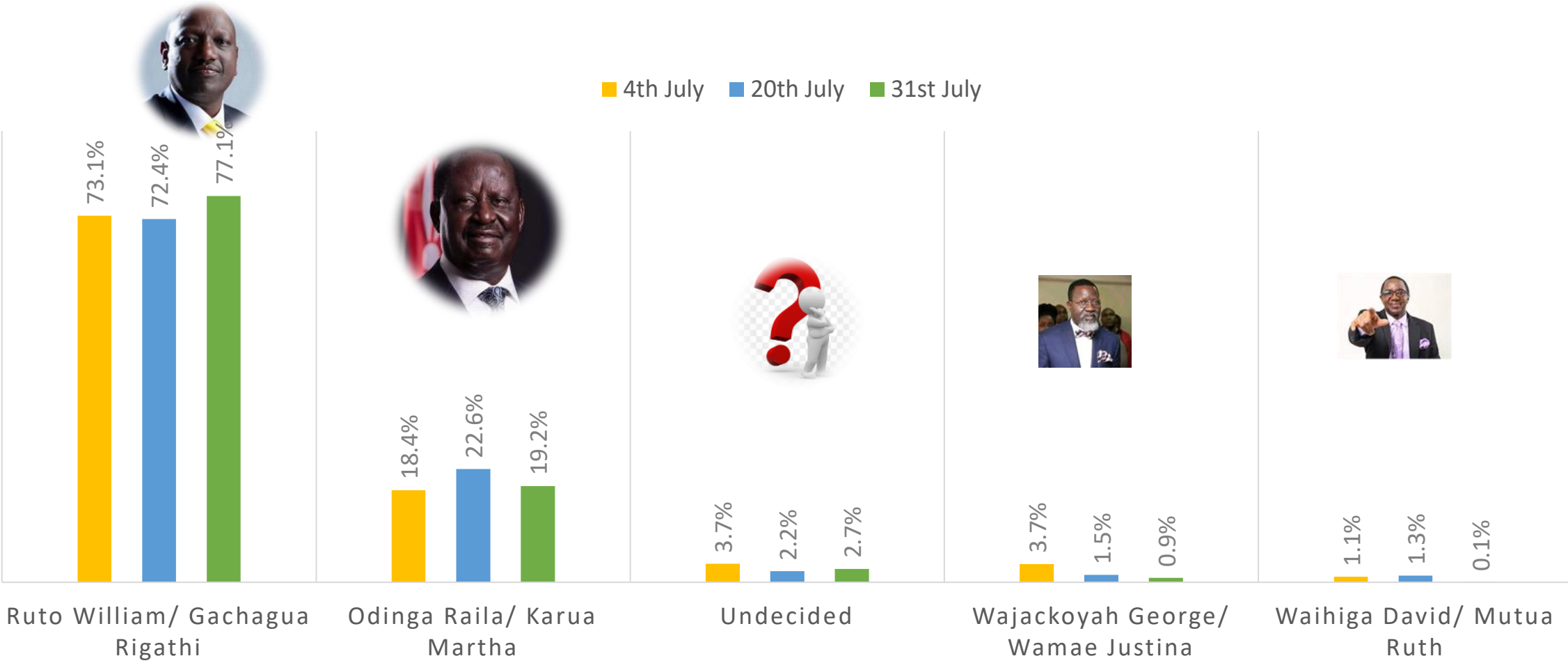
# Preferred 2022 Presidential Candidate — Mt Kenya East (1650)

Mt.Kenya East (Meru,Embu,Tharakanithi)Deputy president has maintained the lead.



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

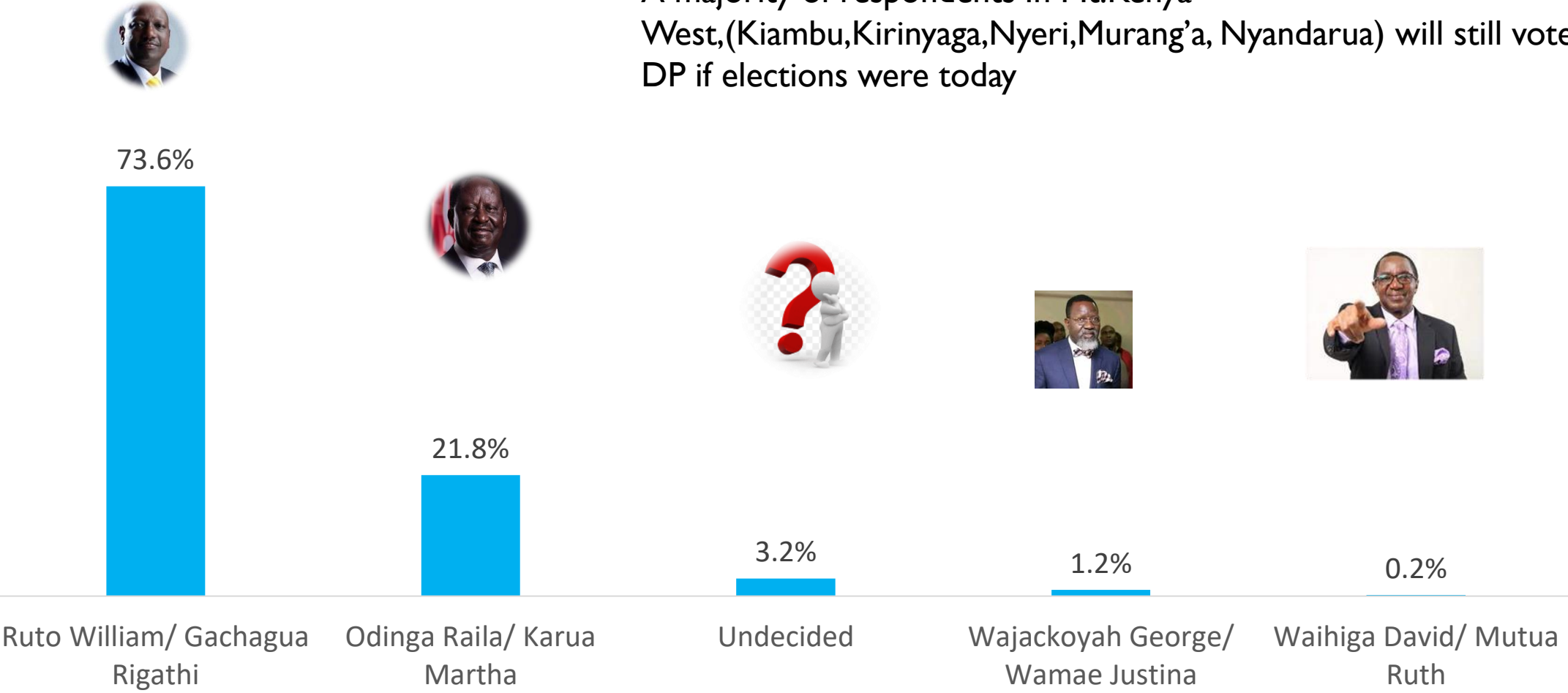
# Preferred 2022 Presidential Candidate — Mt Kenya East



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

# Preferred 2022 Presidential Candidate — Mt Kenya West (2377)

A majority of respondents In Mt.Kenya West, (Kiambu, Kirinyaga, Nyeri, Murang'a, Nyandarua) will still vote for DP if elections were today

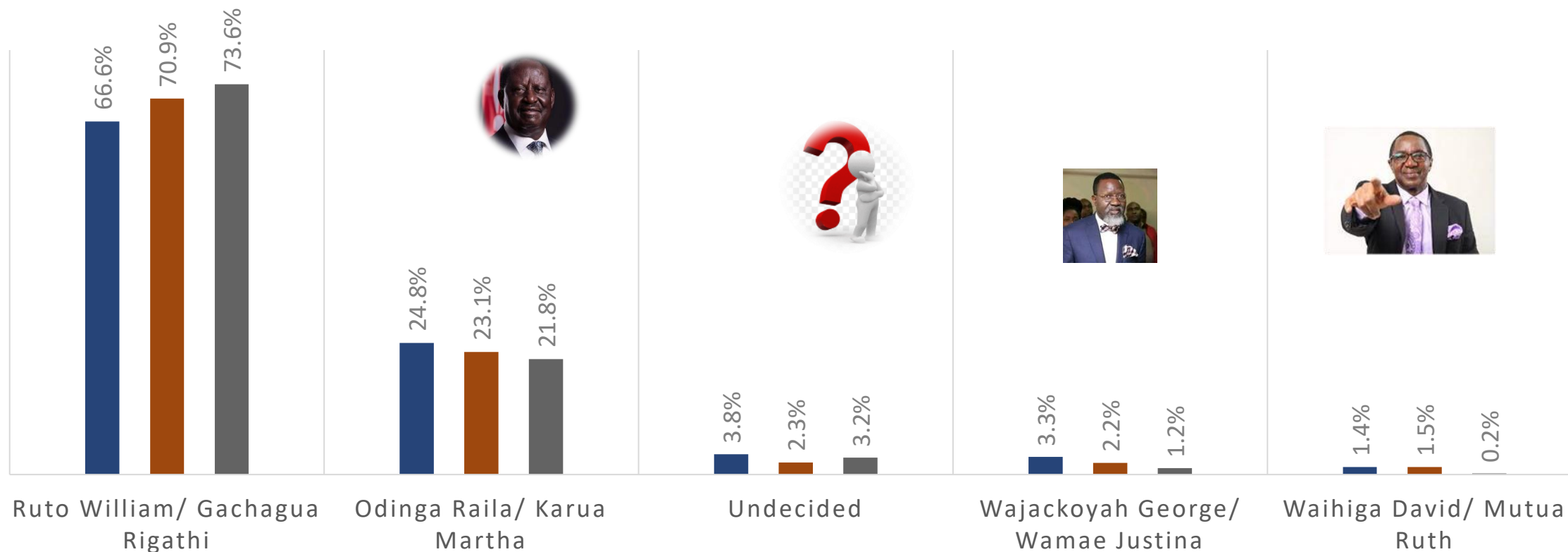


**Q. If elections were held today, who would you most likely vote for, as The President/Deputy President?**

# Preferred 2022 Presidential Candidate — Mt Kenya West



■ 4th July ■ 20th July ■ 31st July

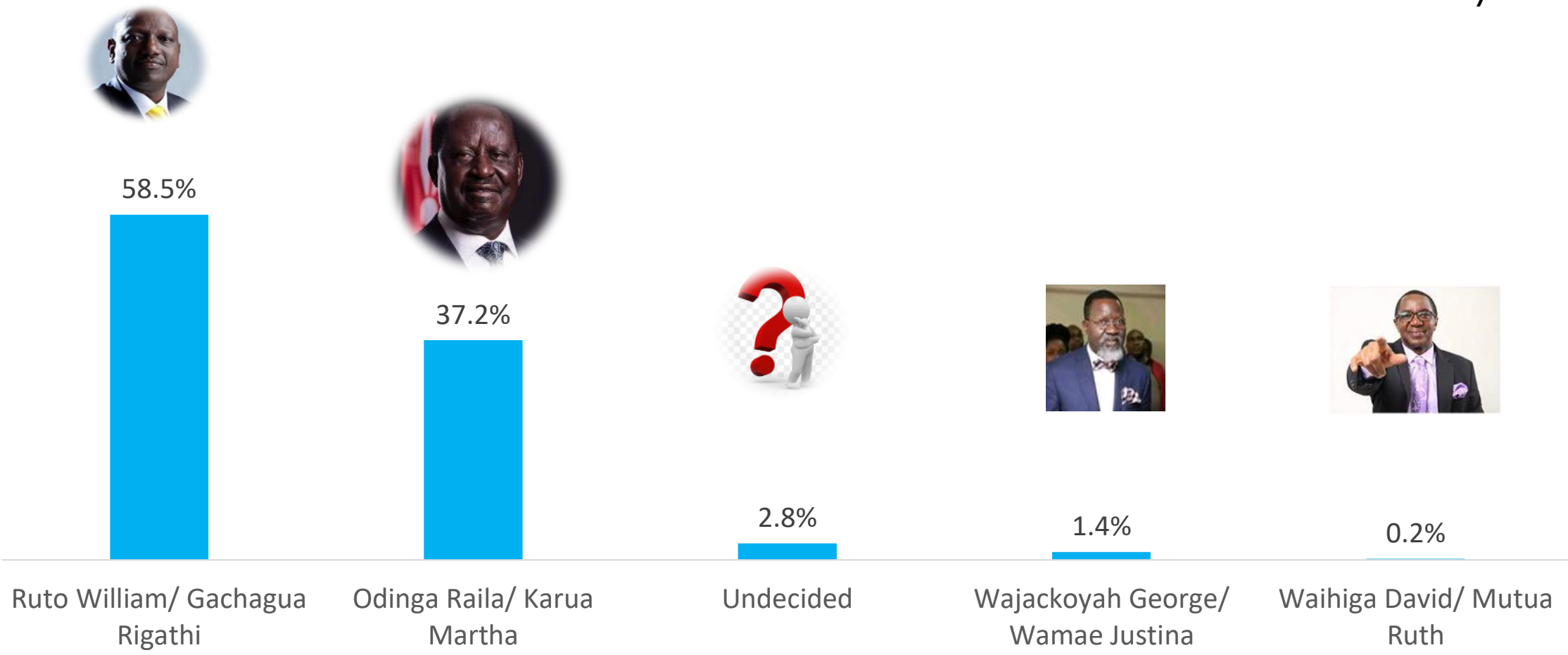


**Q. If elections were held today, who would you most likely vote for, as The President/Deputy President?**

# Preferred 2022 Presidential Candidate — Mt Kenya Diaspora (1889)

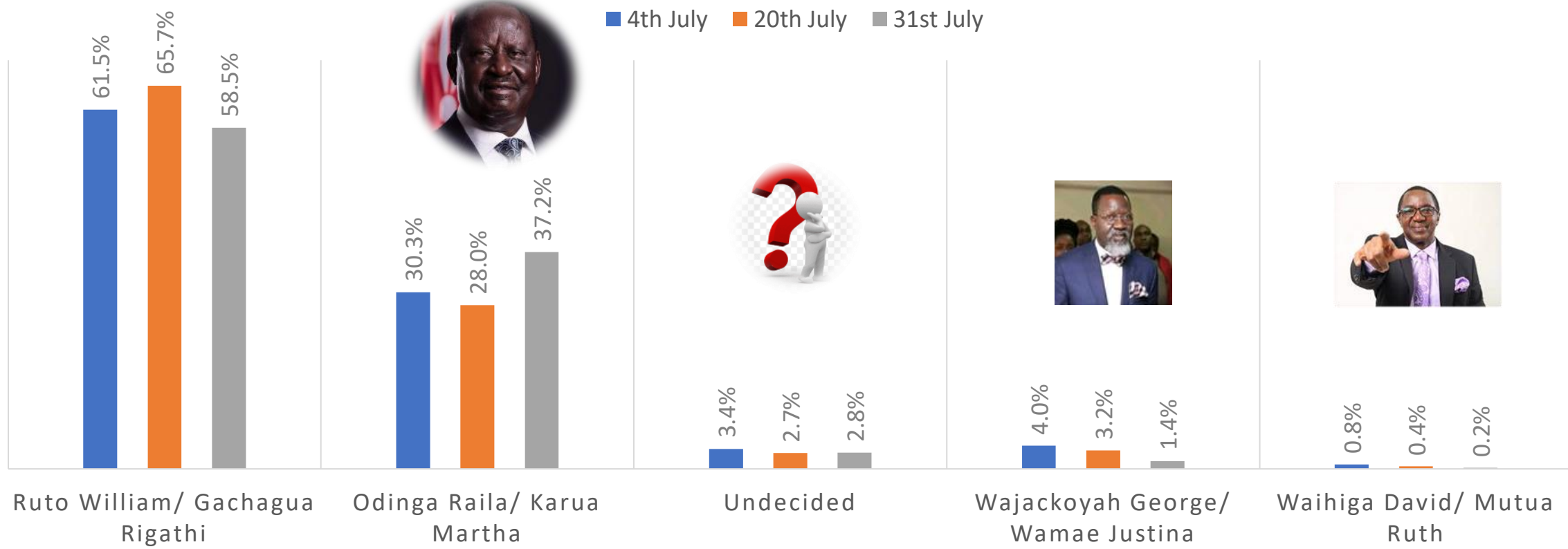


The DP has maintained the lead in MT.Kenya Diaspora



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

# Preferred 2022 Presidential Candidate — Mt Kenya Diaspora



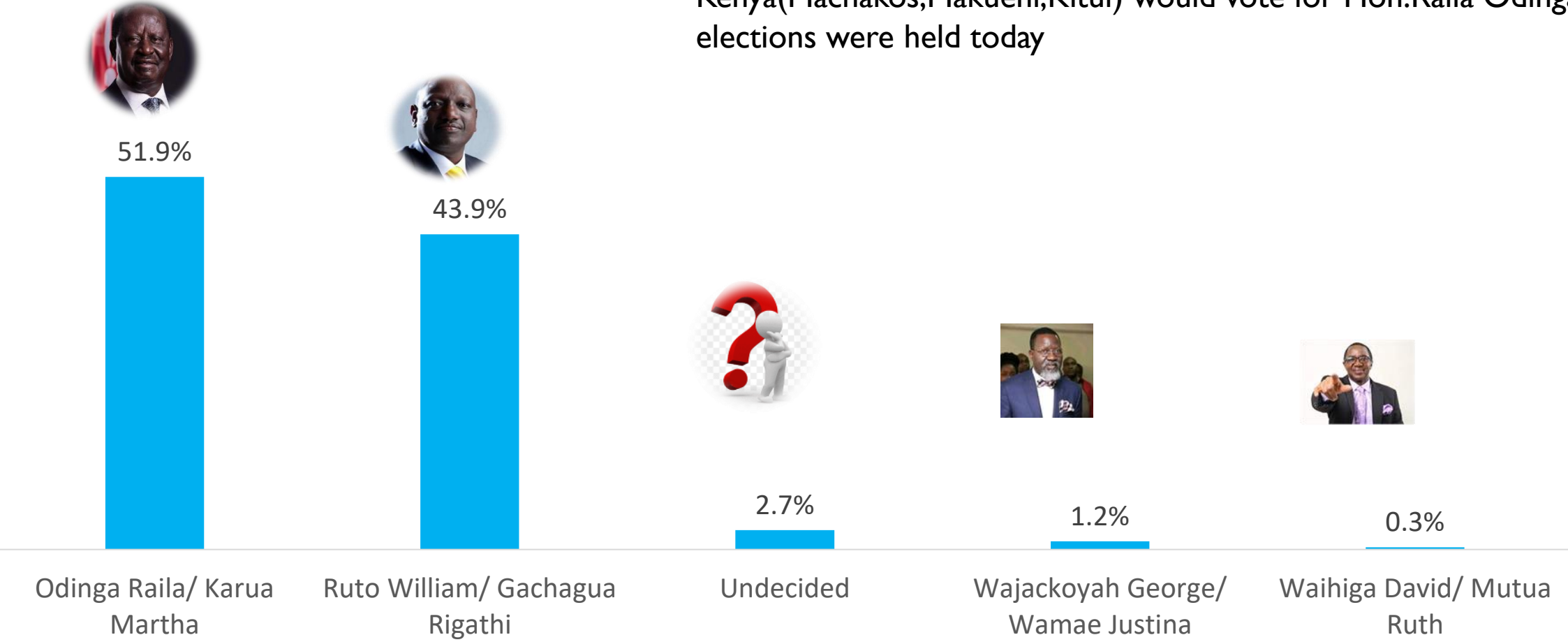
**Q. If elections were held today, who would you most likely vote for, as The President/Deputy President?**



# Preferred 2022 Presidential Candidate — South Eastern Kenya (2315)

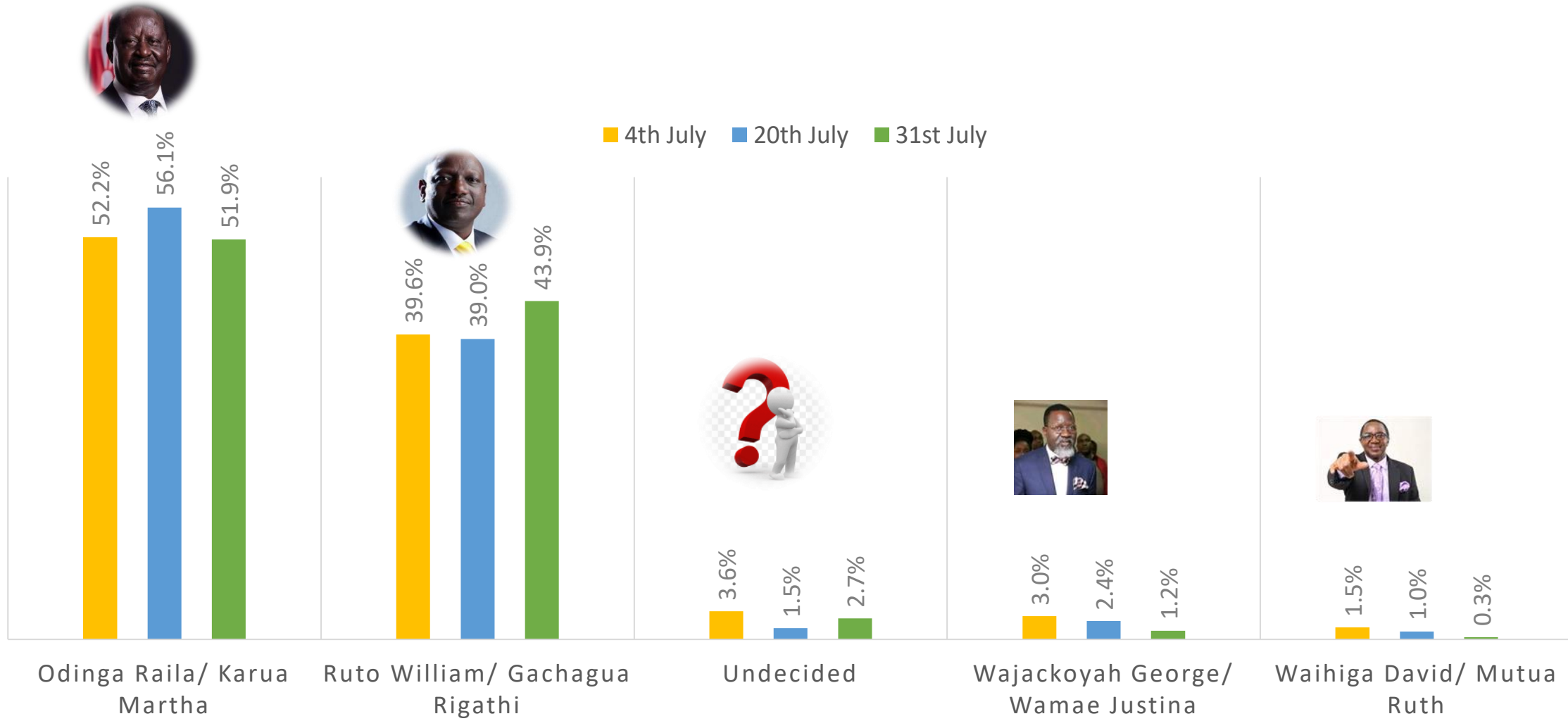


Nearly Half of the respondents In South Eastern Kenya (Machakos, Makeni, Kitui) would vote for Hon. Raila Odinga if elections were held today



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

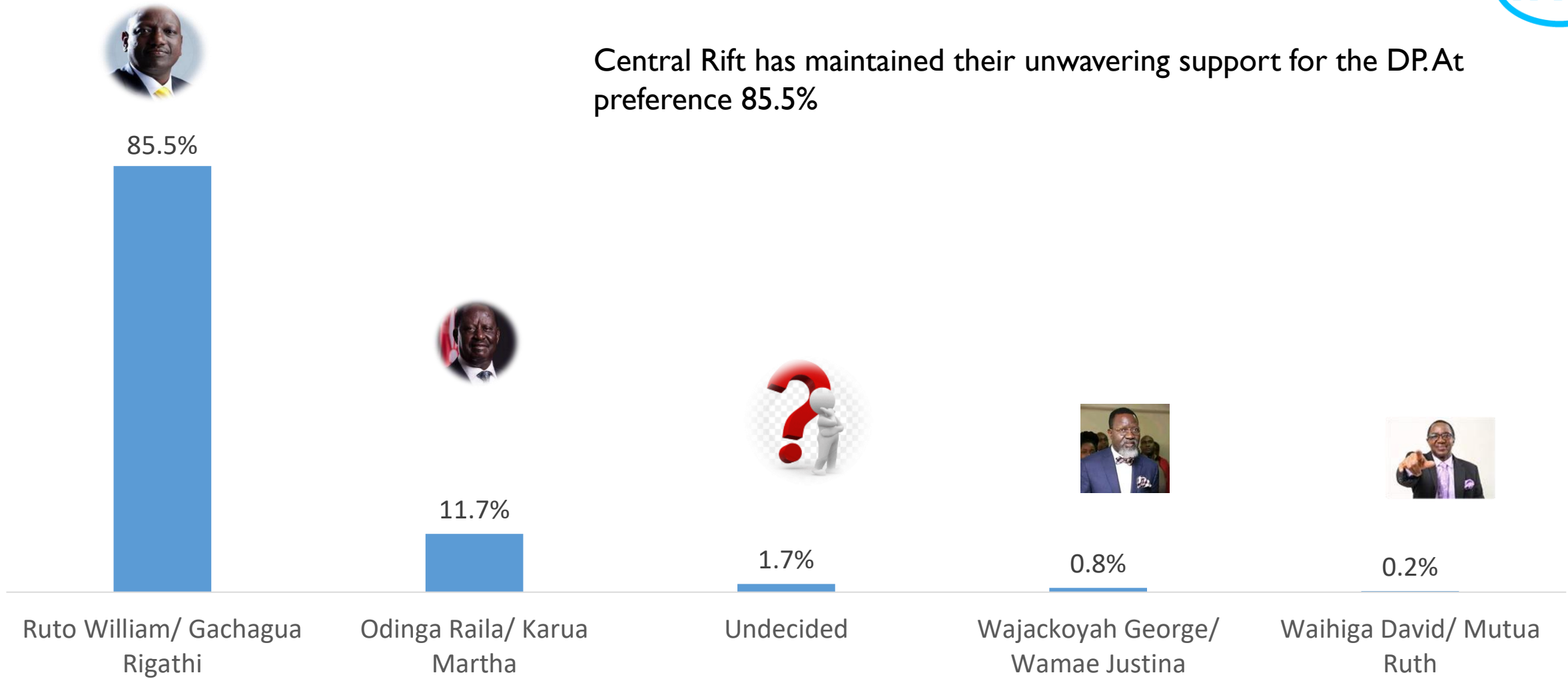
# Preferred 2022 Presidential Candidate — South Eastern Kenya



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

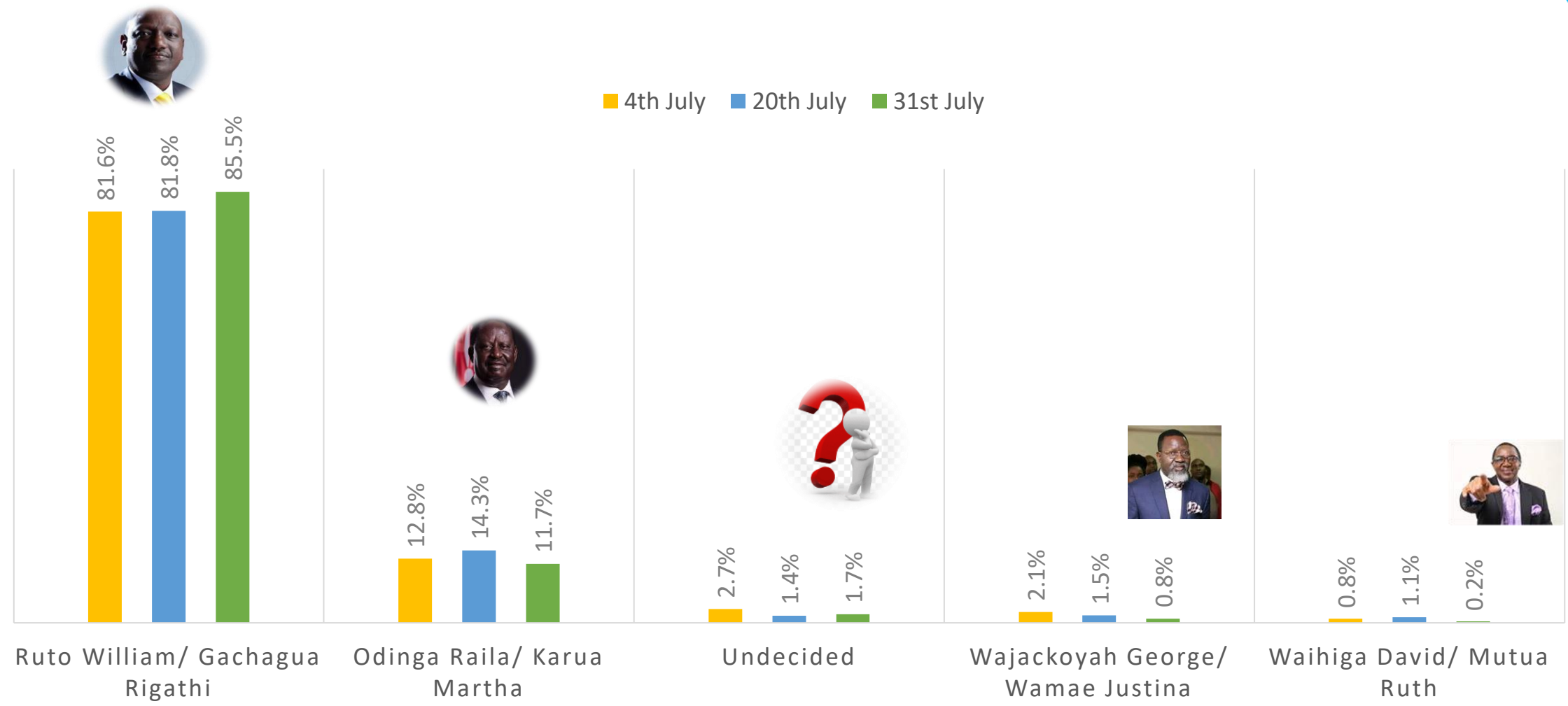
# Preferred 2022 Presidential Candidate — Central Rift (3399)

Central Rift has maintained their unwavering support for the DP. At preference 85.5%



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

# Preferred 2022 Presidential Candidate — Central Rift



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

# Preferred 2022 Presidential Candidate — Maa Rift (1653)

Hon.Raila.Odinga is taking the lead (49.7%) in Maa rift Region(Samburu,Narok,Kajiado) followed closely by Deputy President with 46.5%



49.7%

46.5%



2.6%

0.7%

0.5%

Odinga Raila/ Karua Martha

Ruto William/ Gachagua Rigathi

Undecided

Wajackoyah George/ Wamae Justina

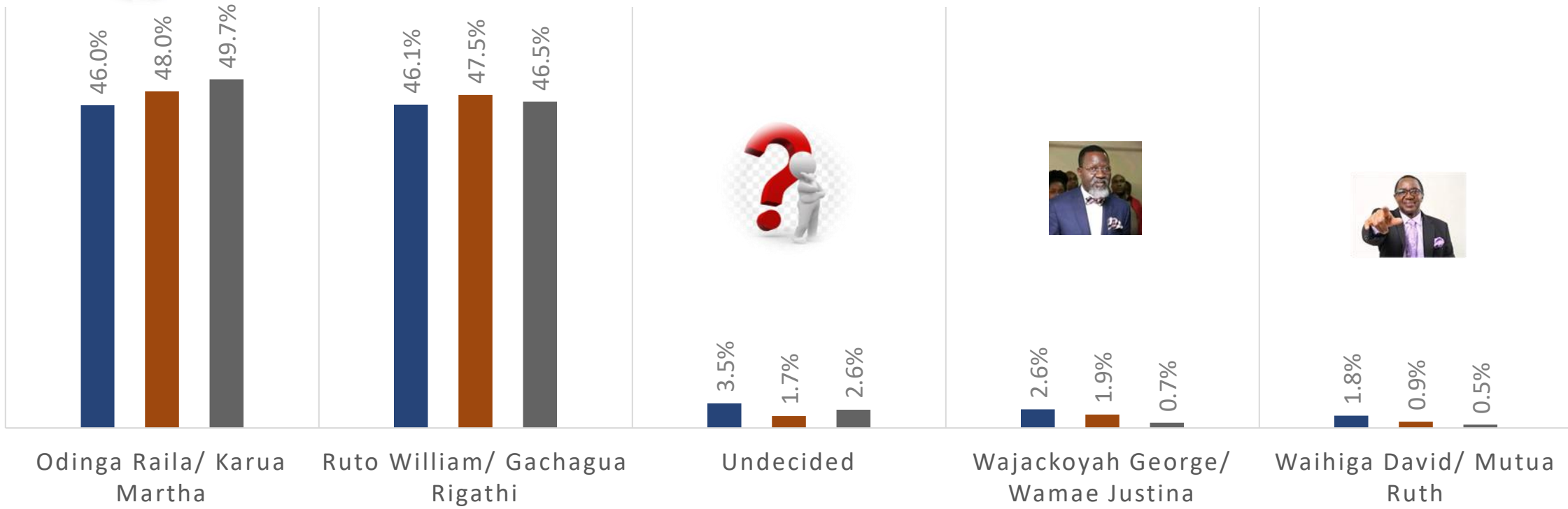
Waihiga David/ Mutua Ruth

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

# Preferred 2022 Presidential Candidate — Maa Rift

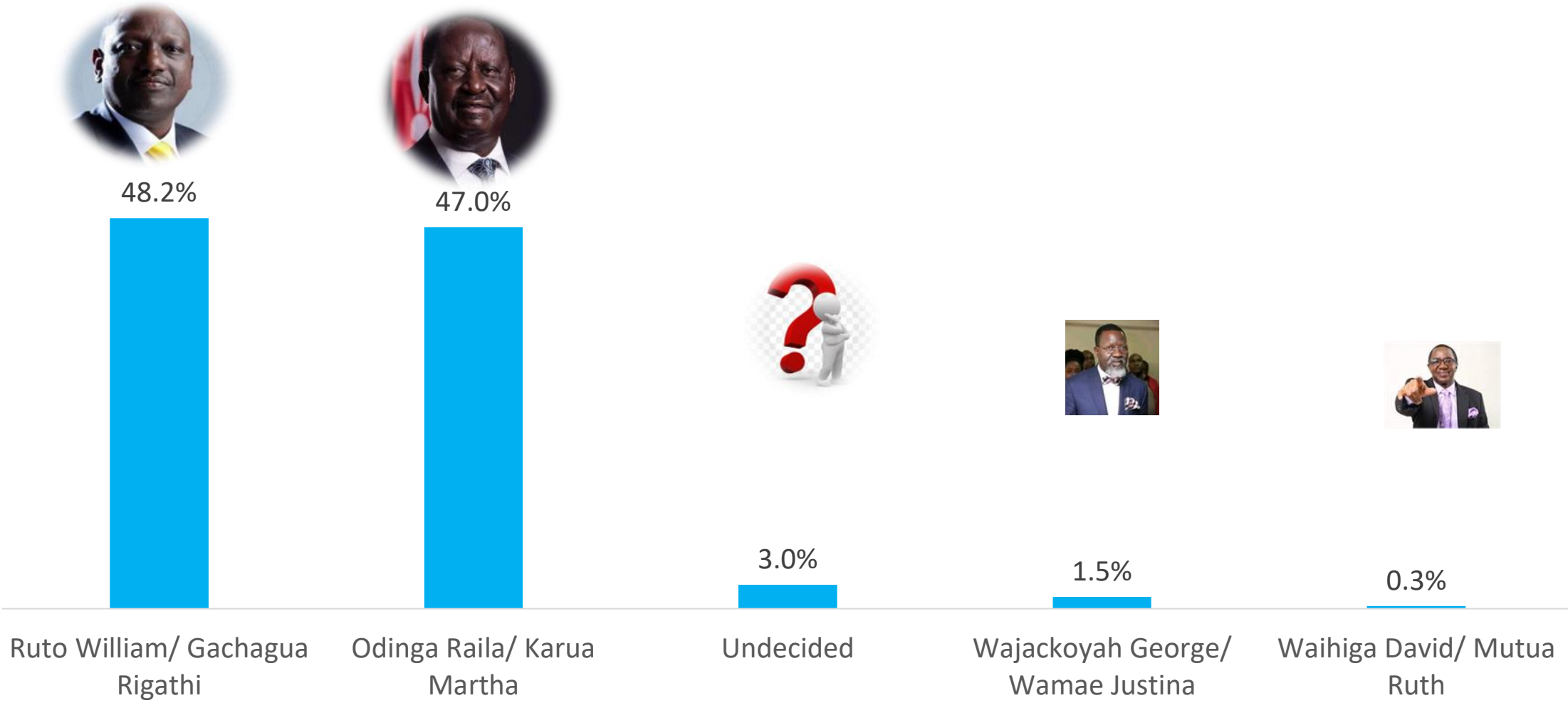


■ 4th July ■ 20th July ■ 31st July



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

# Preferred 2022 Presidential Candidate — Western Kenya (3623)

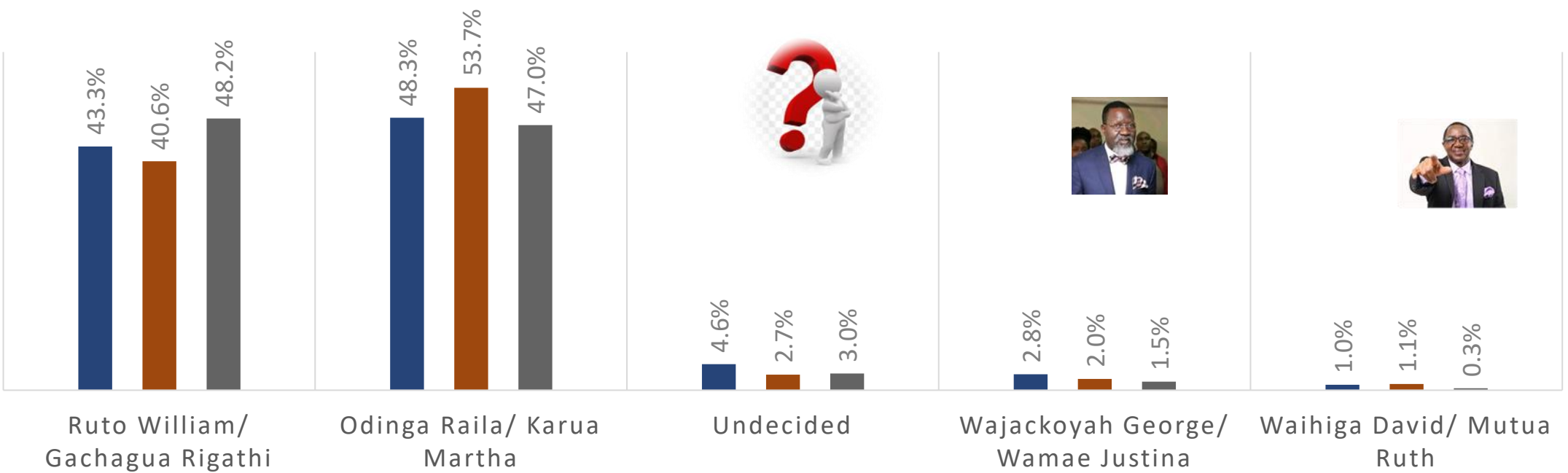


**Q. If elections were held today, who would you most likely vote for, as The President/Deputy President of Kenya?**

# Preferred 2022 Presidential Candidate — Western Kenya



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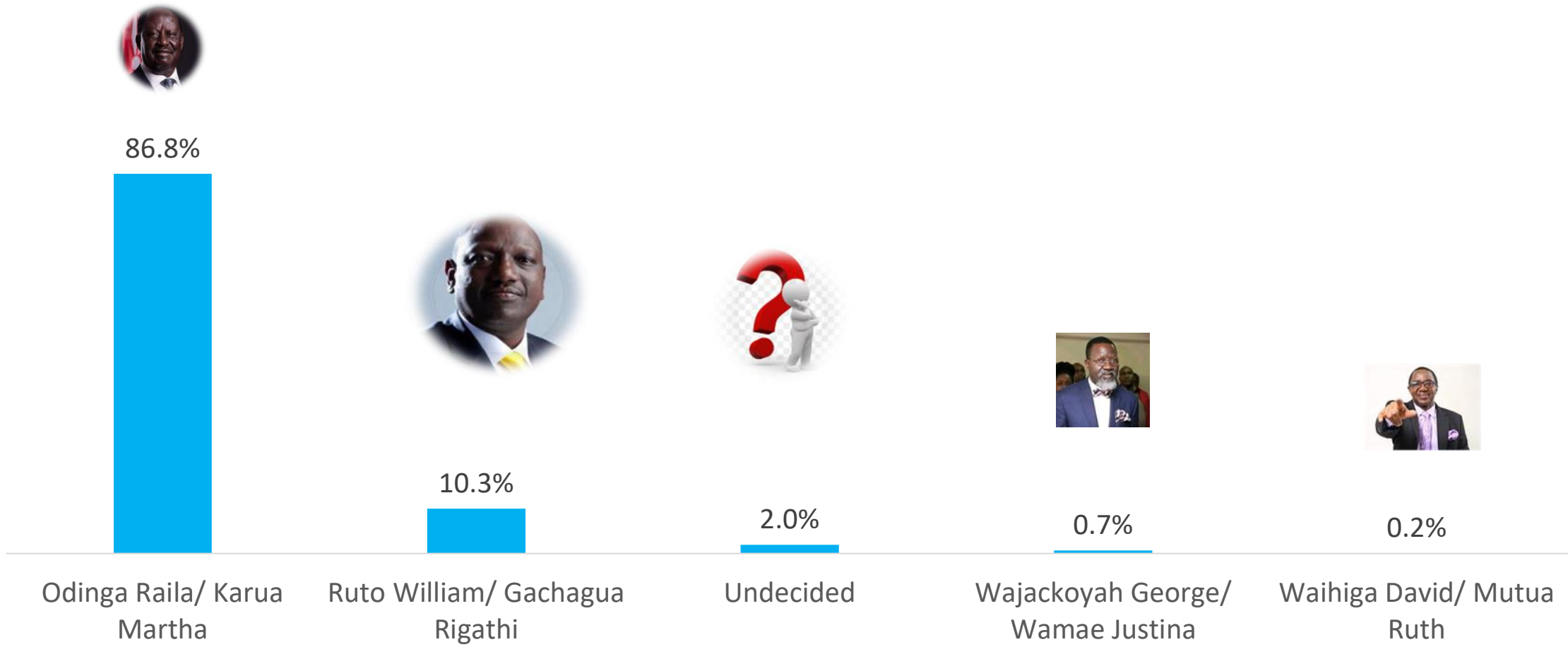
**Q. If elections were held today, who would you most likely vote for, as The President/Deputy President of Kenya?**



# Preferred 2022 Presidential Candidate — Luo Nyanza (3736)

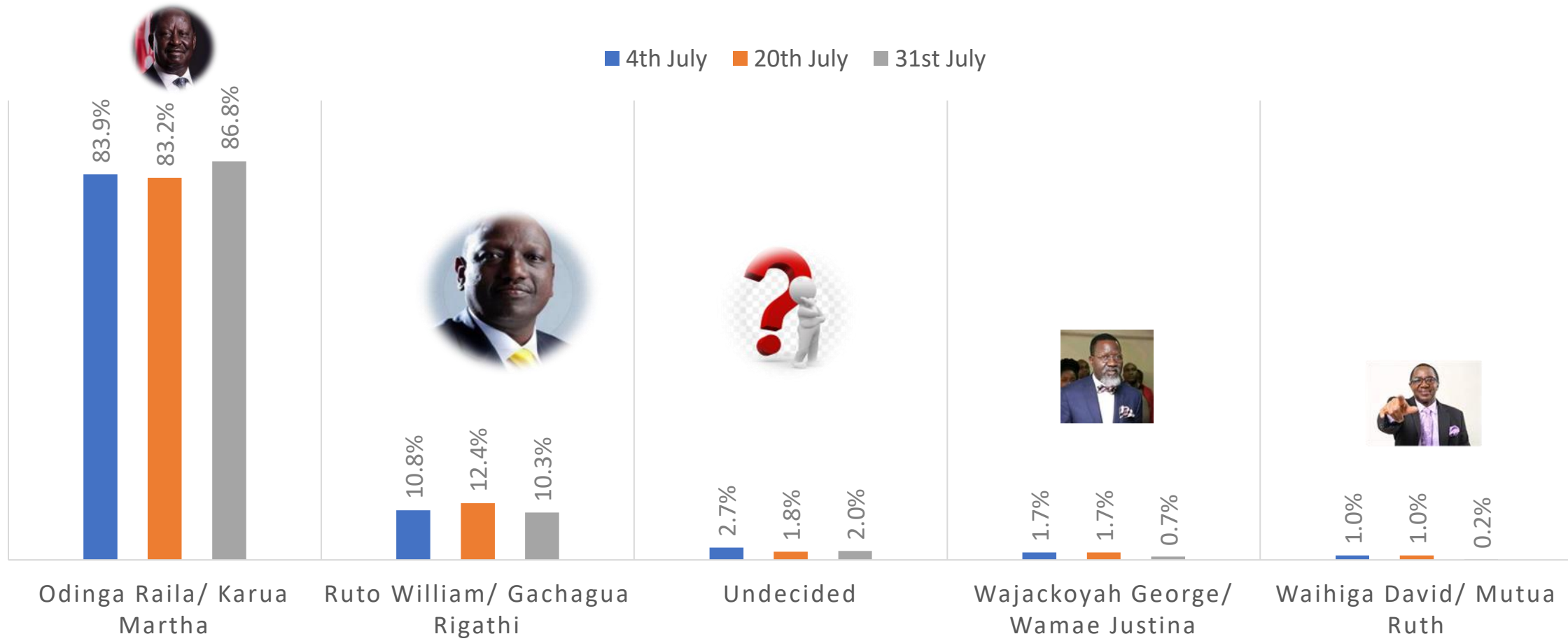


Hon.Raila Odinga has maintained s very stong support in his backyard



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

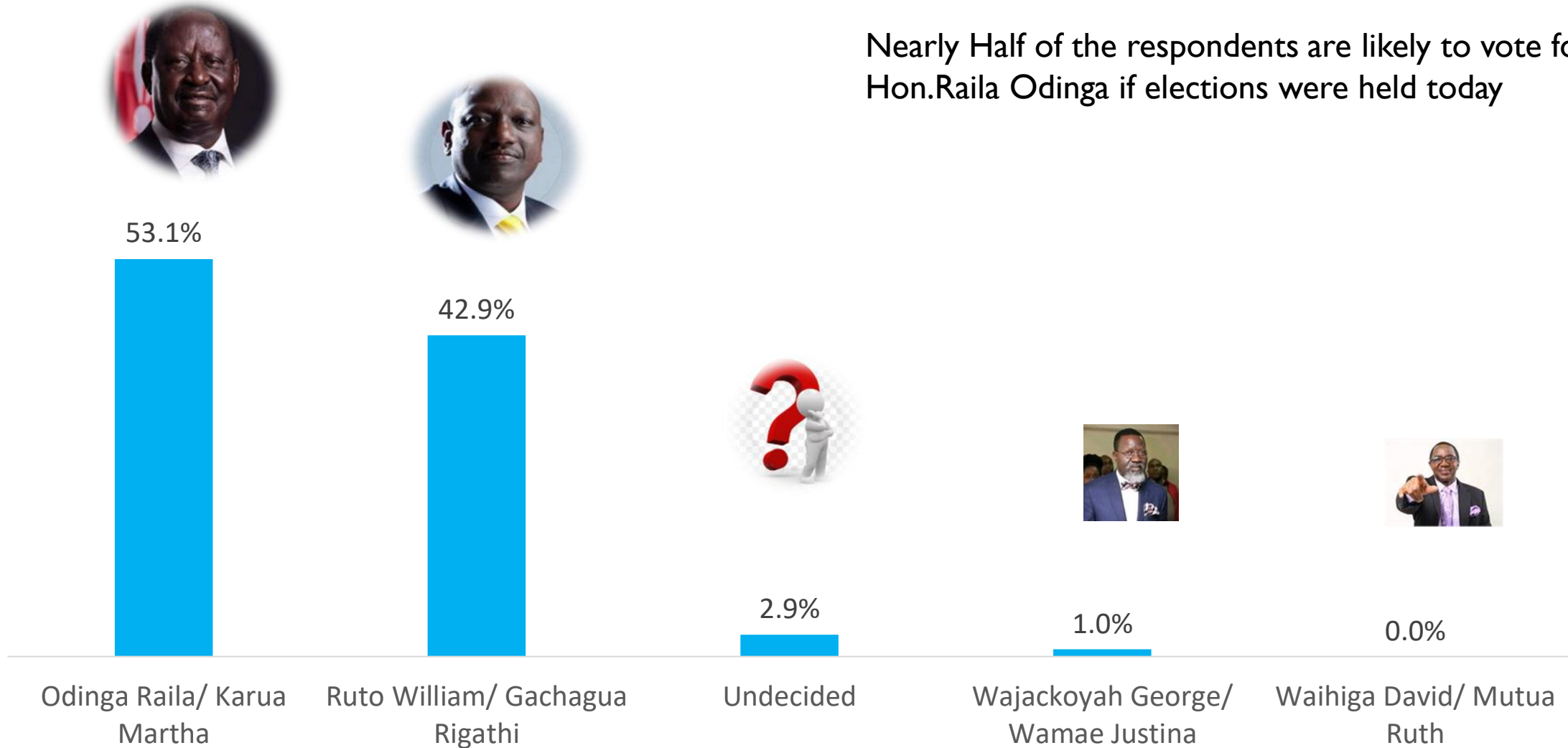
# Preferred 2022 Presidential Candidate — Luo Nyanza



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

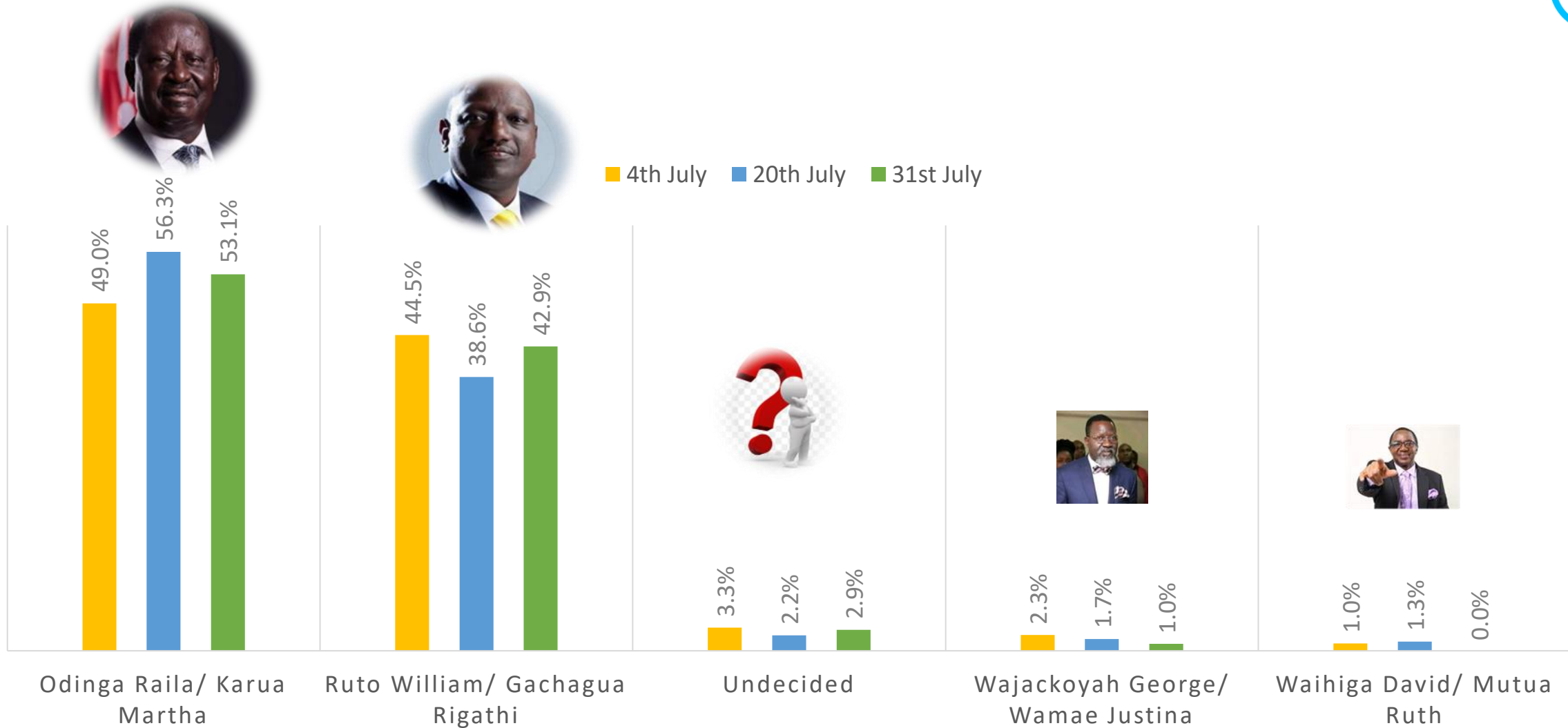
# Preferred 2022 Presidential Candidate — South Nyanza (1783)

Nearly Half of the respondents are likely to vote for Hon.Raila Odinga if elections were held today



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

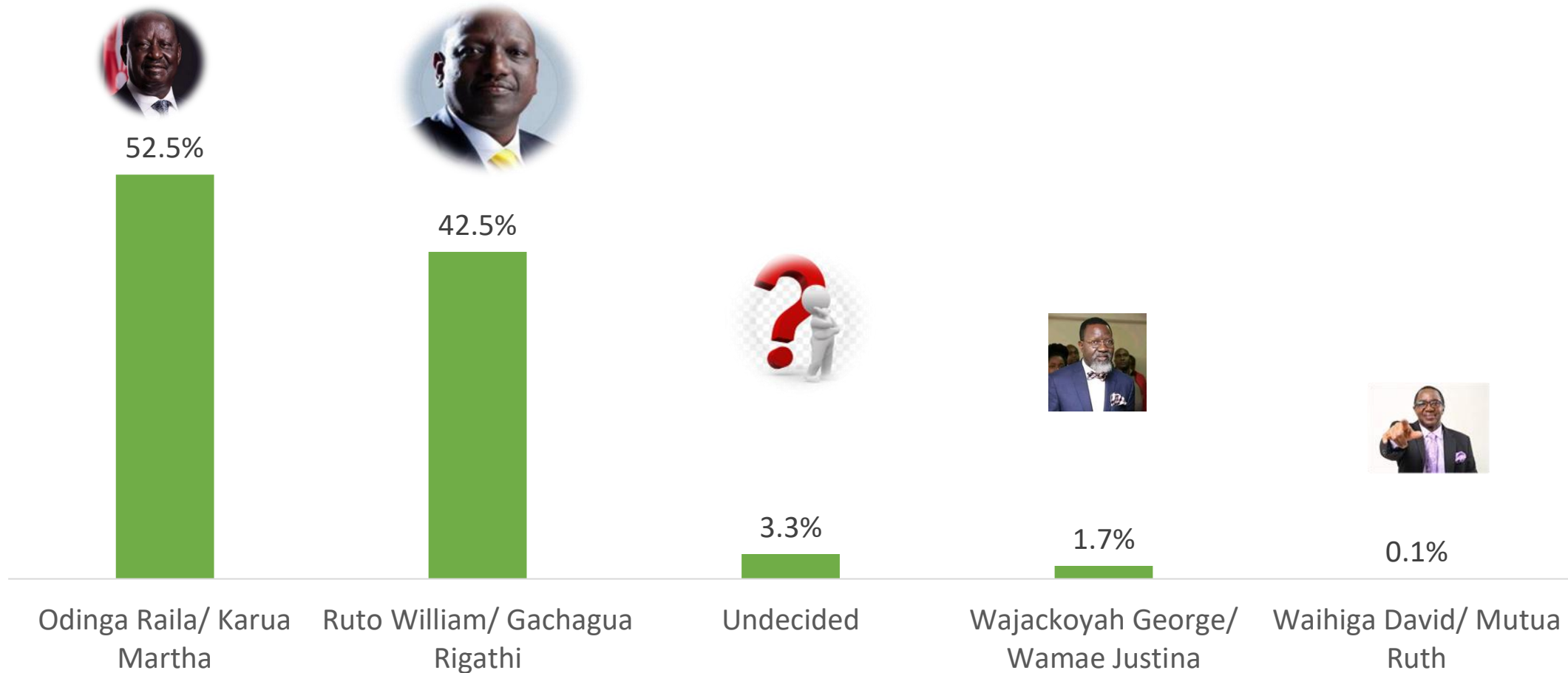
# Preferred 2022 Presidential Candidate — South Nyanza



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

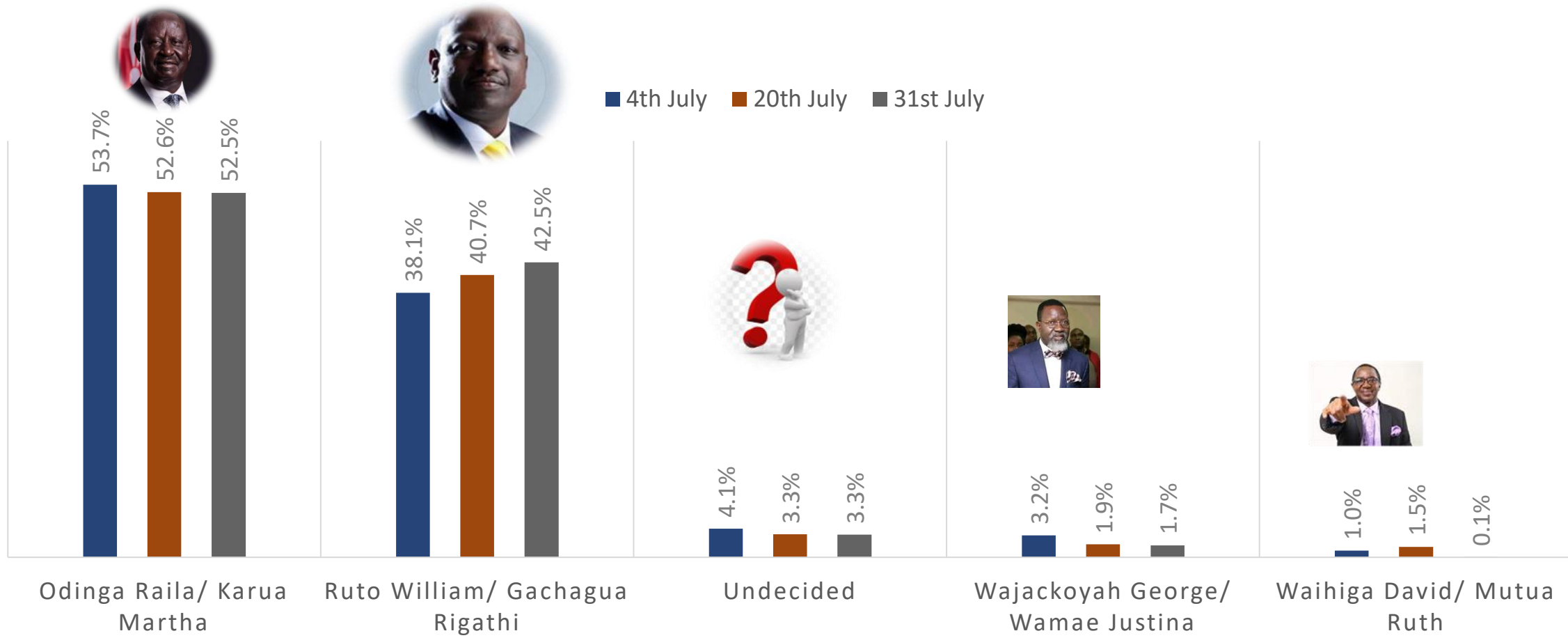
# Preferred 2022 Presidential Candidate — Nairobi (1078)

In Nairobi, Hon.Raila Odinga has maintained the lead



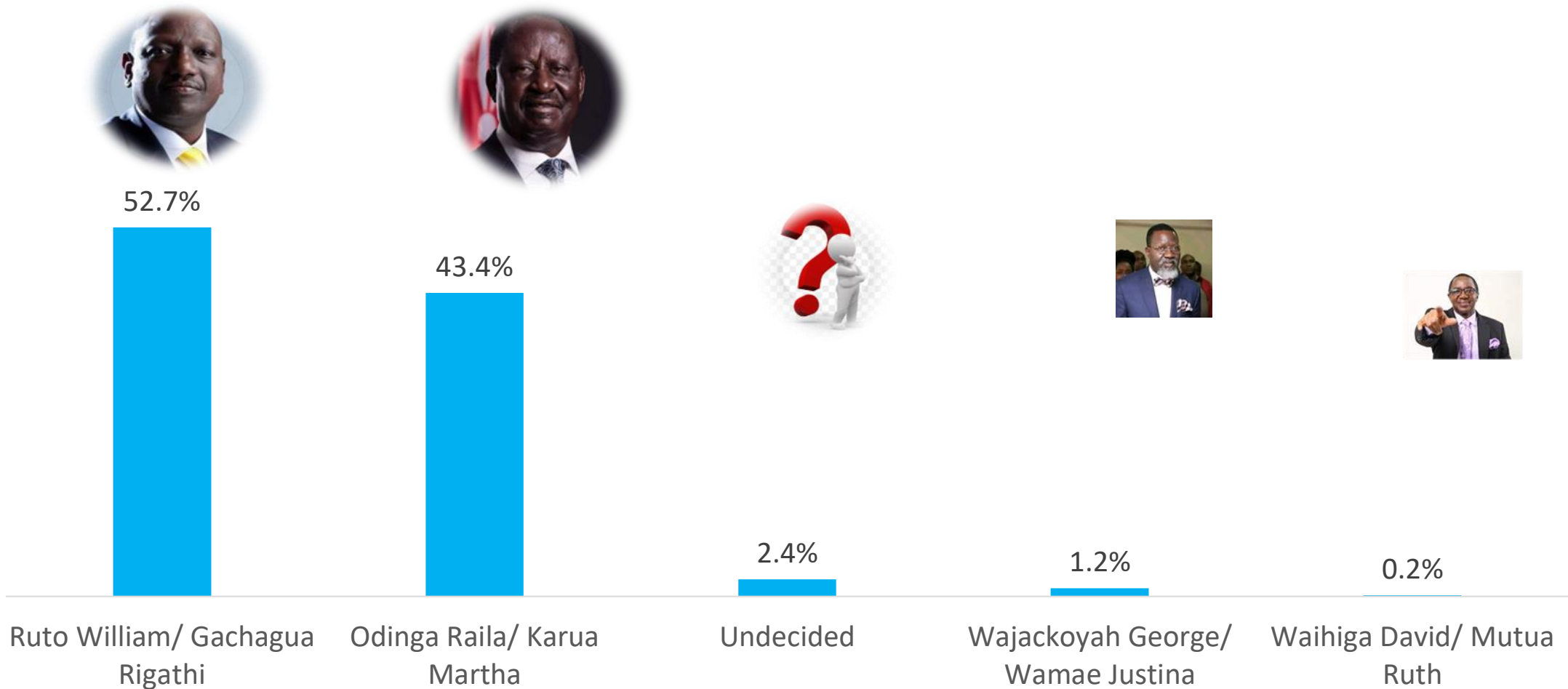
**Q. If elections were held today, who would you most likely vote for, as The President/Deputy President?**

# Preferred 2022 Presidential Candidate — Nairobi



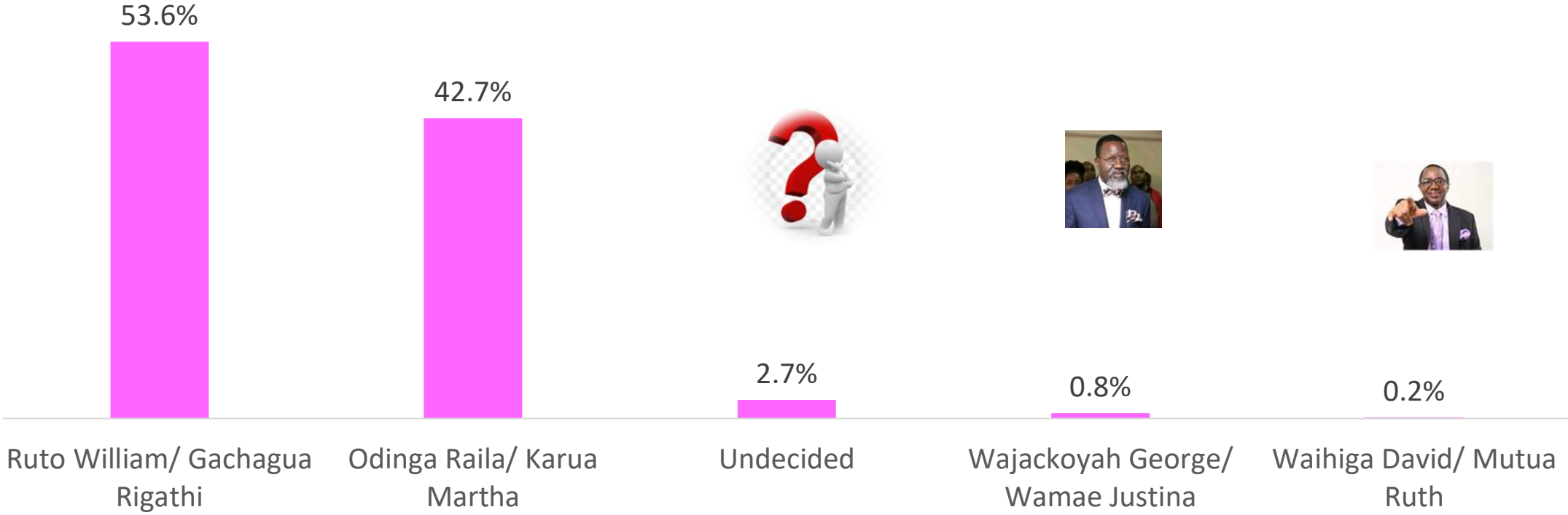
**Q. If elections were held today, who would you most likely vote for, as The President/Deputy President?**

# Preferred by Gender- Male



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

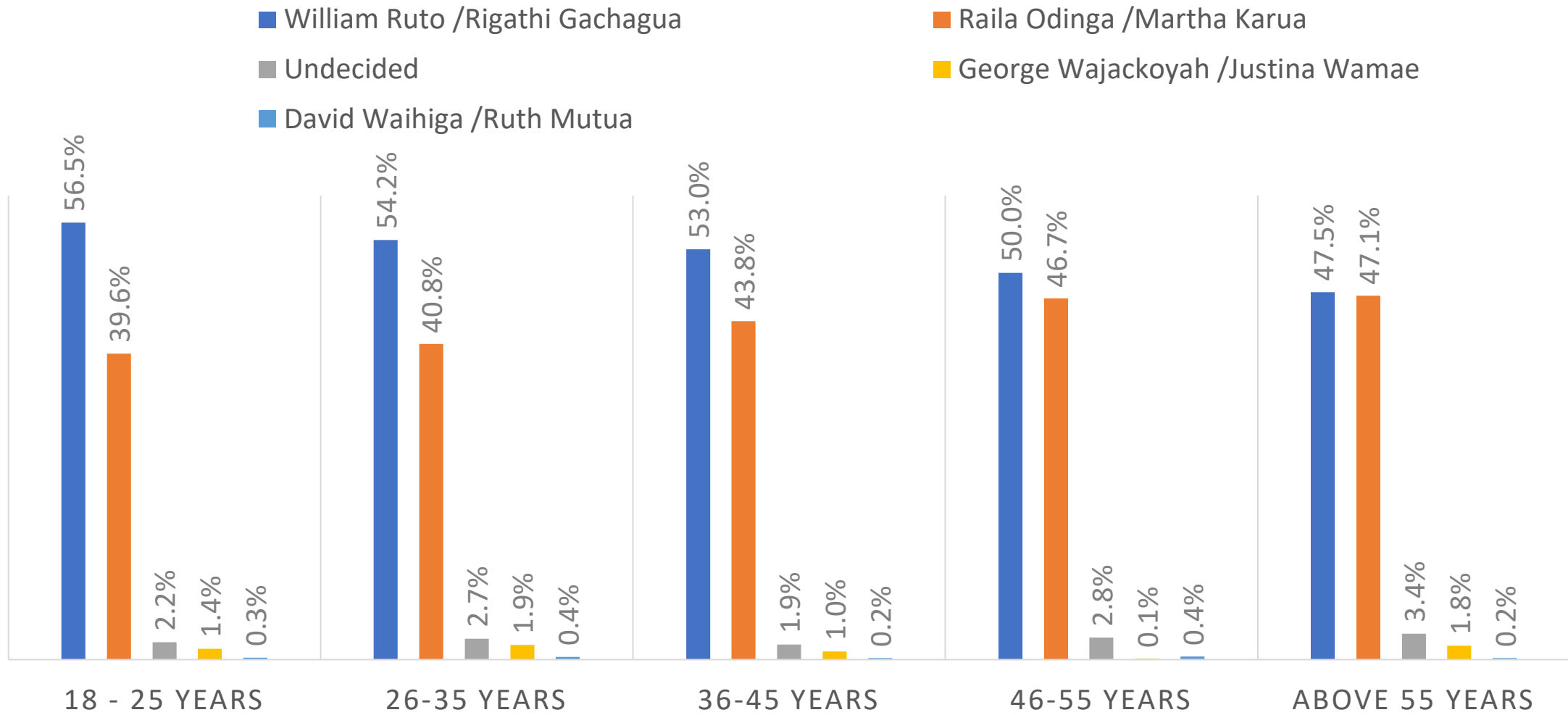
# Preferred by Gender- Female



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

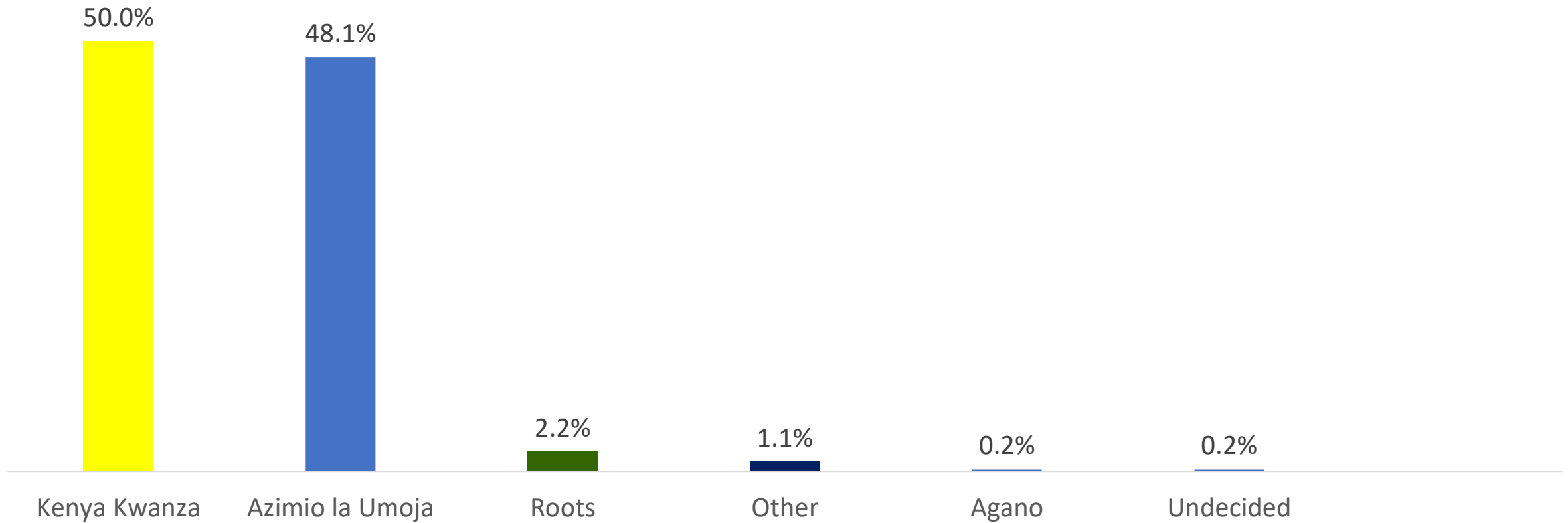


# Preference by Age



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

# Political Coalition Popularity



Q. Which political alliance/coalition do you feel closest to?



End

Thank you