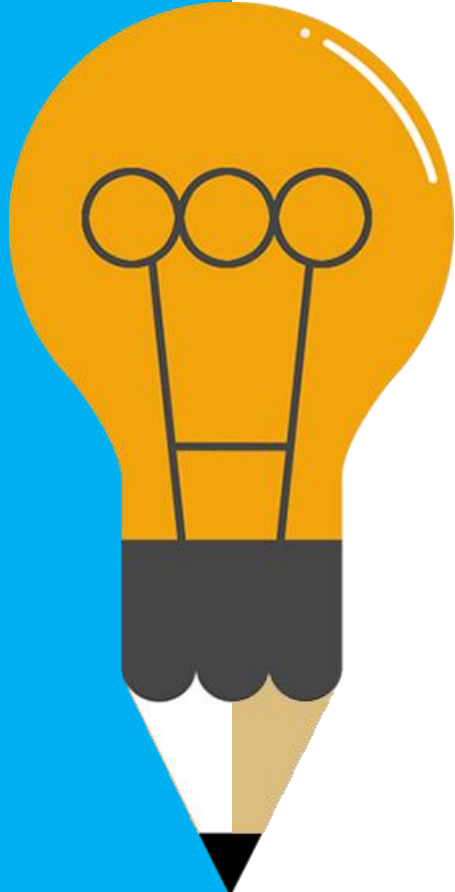


# National Presidential Opinion Poll Report

June 2022

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# About Intel Research Solutions



- Intel Research Solutions (IRS) is an African based full market and social Research company Headquartered in Nairobi, Kenya, Intel Research Solutions also has affiliate offices in Uganda and Tanzania, we have field contacts in more than 12 other countries in Sub Saharan Africa. Intel Research Solutions attributes its growth to innovation, high level of professionalism and dynamism. Services provided include: Customer & Employee Satisfaction Surveys, Market Segmentation Studies, Brand Health checks, Consumer Usage and attitude studies, advertising awareness/impact surveys, advertising pre-post testing, media surveys, pricing studies, new product research, market feasibilities, formative research, perception surveys, KAP studies etc. We also work with our clients to enable them transform the research data to insights and then into action.

- **Mission**

- To revolutionize the field of market and social research.

- **Vision**

- 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.

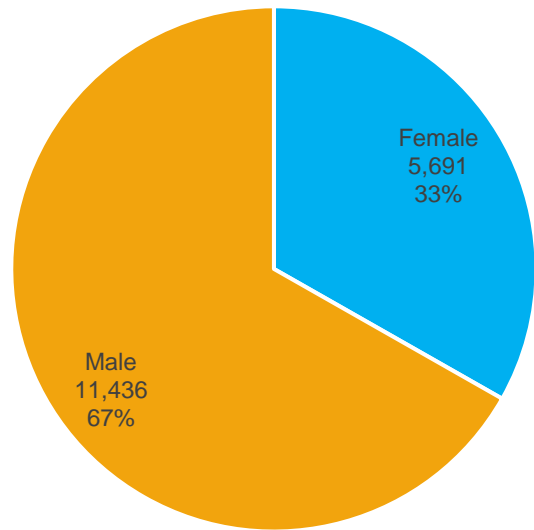
# Methodology Overview



Target	All potential voters across the Country.
Data collection methodology:	<p>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.</p> <p>A set of questions were prompted to users, and they answer based on their choices.</p>
Sampling :	A national random sample was drawn from a database of potential 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 :	17,127 respondents
Margin of error	+/- 2%
	95% confidence level

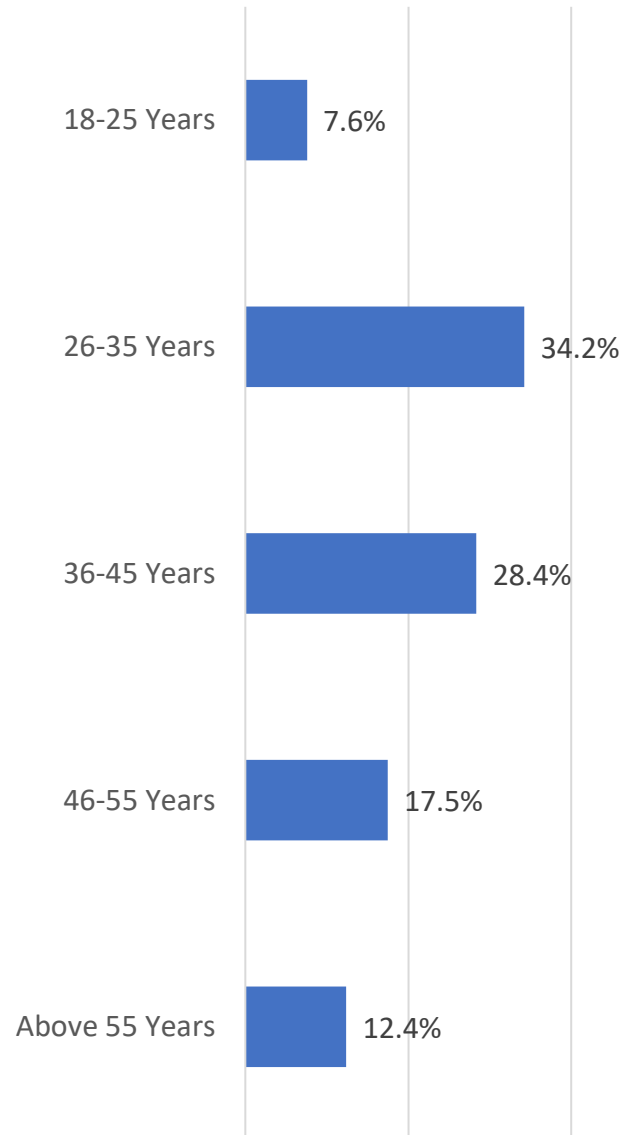
# Demographics

### Distribution by Gender

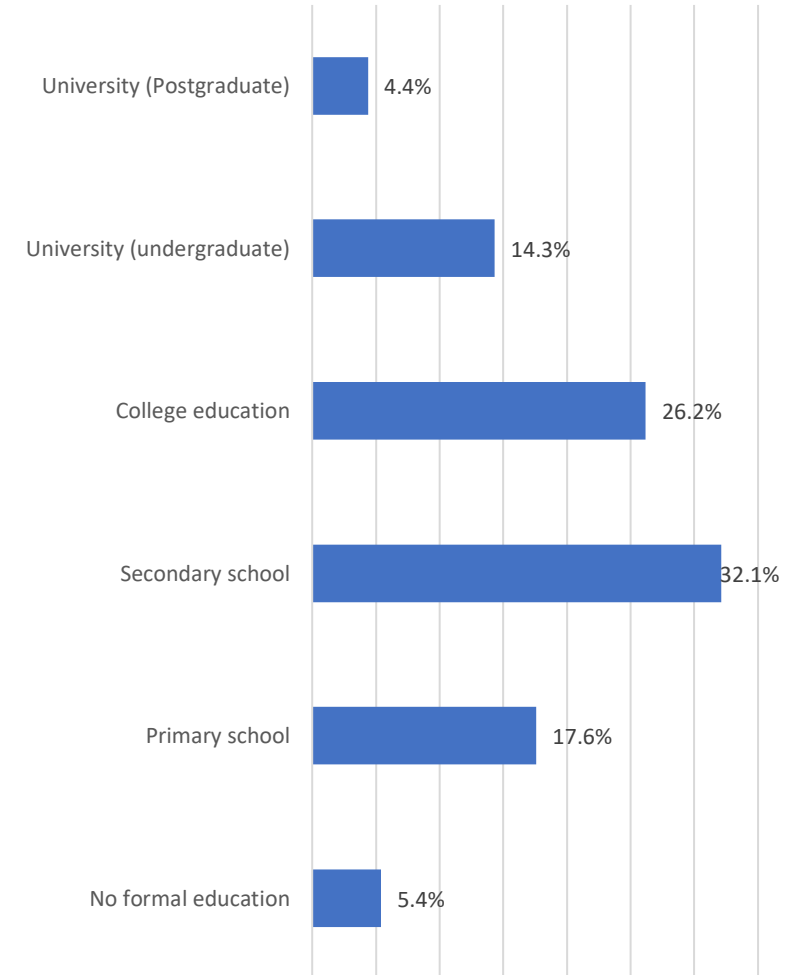


N=17,127

### Age



### Education Level



# Achieved Sample by Counties

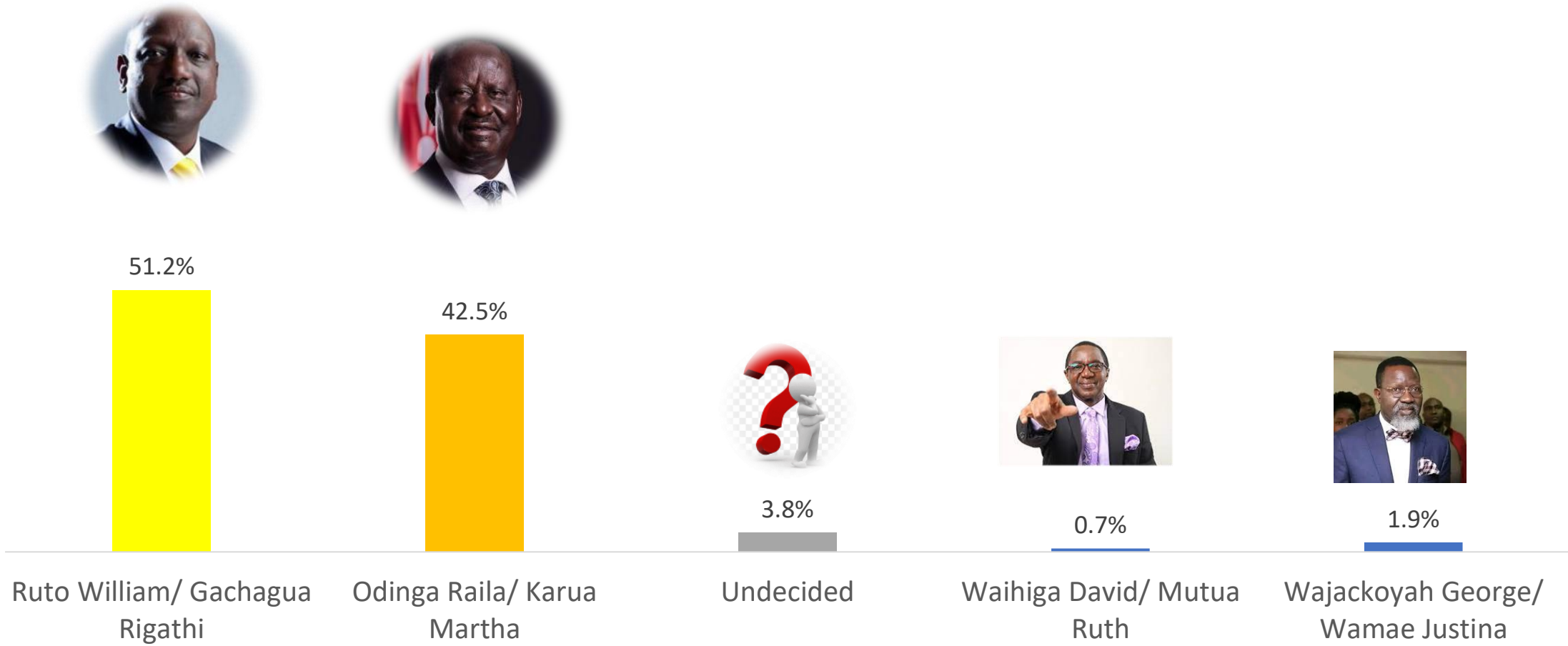


County	Female Respondents	Male Respondents	Total Respondents
Mombasa	98	225	323
Kwale	123	253	376
Kilifi	131	249	380
Tana River	107	294	401
Lamu	107	271	378
Taita Taveta	109	231	340
Garissa	75	169	244
Wajir	68	198	266
Mandera	77	146	223
Marsabit	71	147	218
Isiolo	98	206	304
Meru	99	231	330
Tharaka - Nithi	119	205	324
Embu	189	304	493
Kitui	124	216	340
Machakos	144	229	373
Makueni	133	242	375
Nyandarua	135	226	361
Nyeri	145	232	377
Kirinyaga	141	256	397
Murang'a	111	182	293
Kiambu	107	214	321
Turkana	108	208	316
West Pokot	89	228	317

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# Preferred 2022 Presidential Candidate - Overall

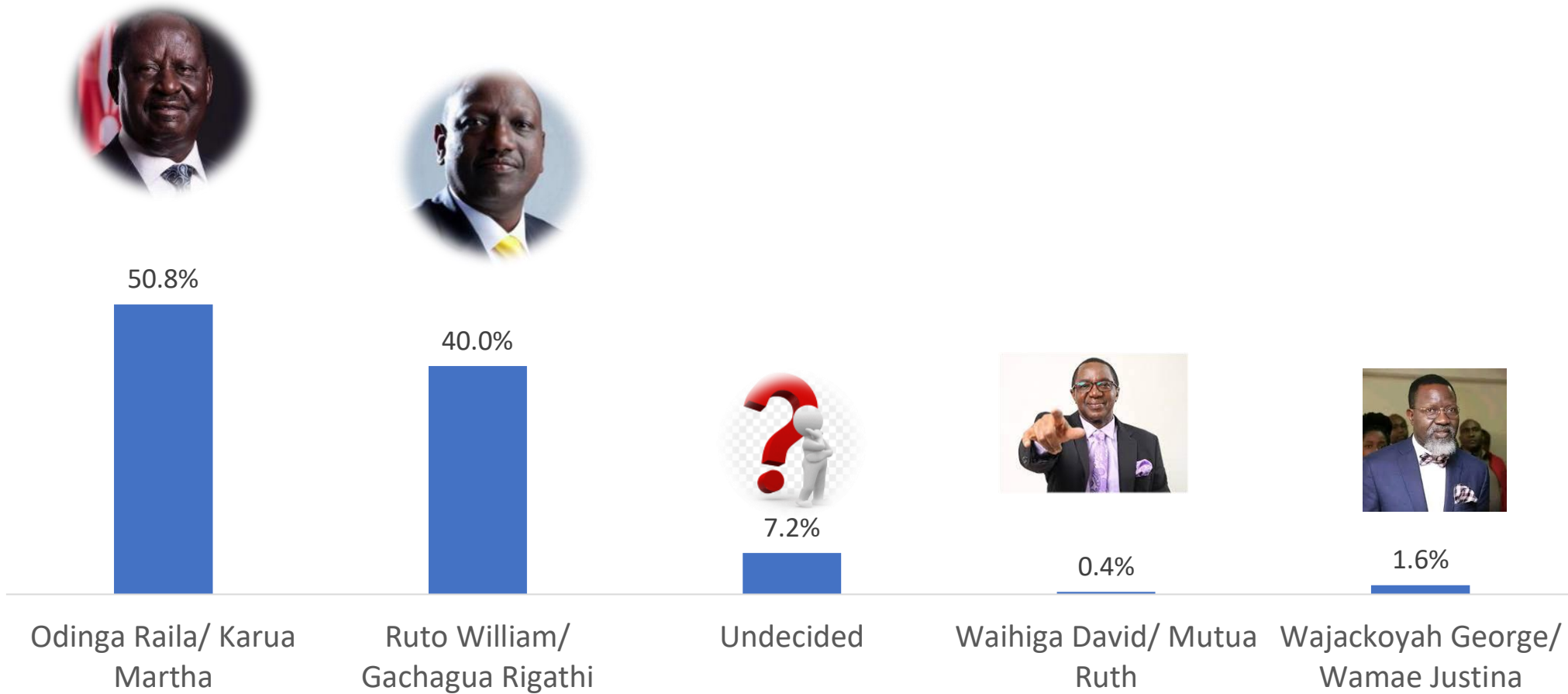
□ Dr. William Ruto take the lead in overall results with 51.8% preference (N=17,127)



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

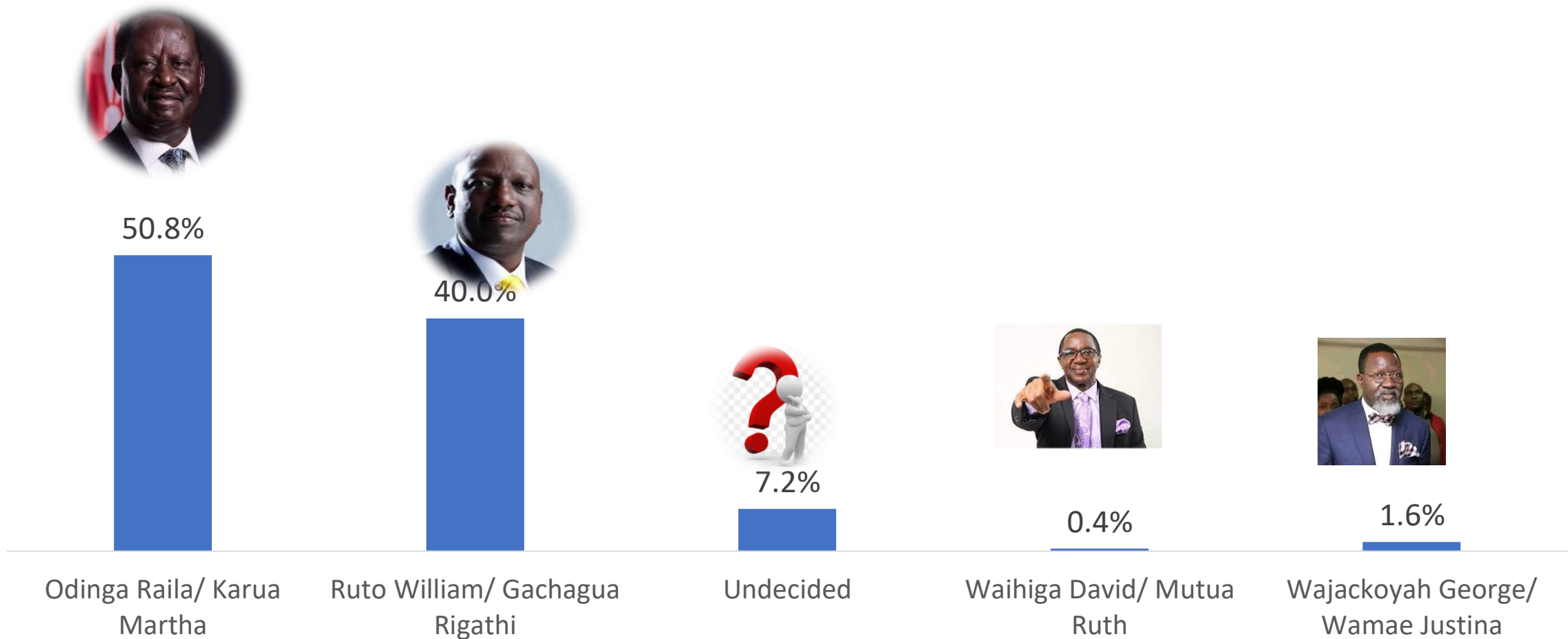
**Base = 17,127 respondents**

# Preferred 2022 Presidential Candidate — Coast (N= 1,797)



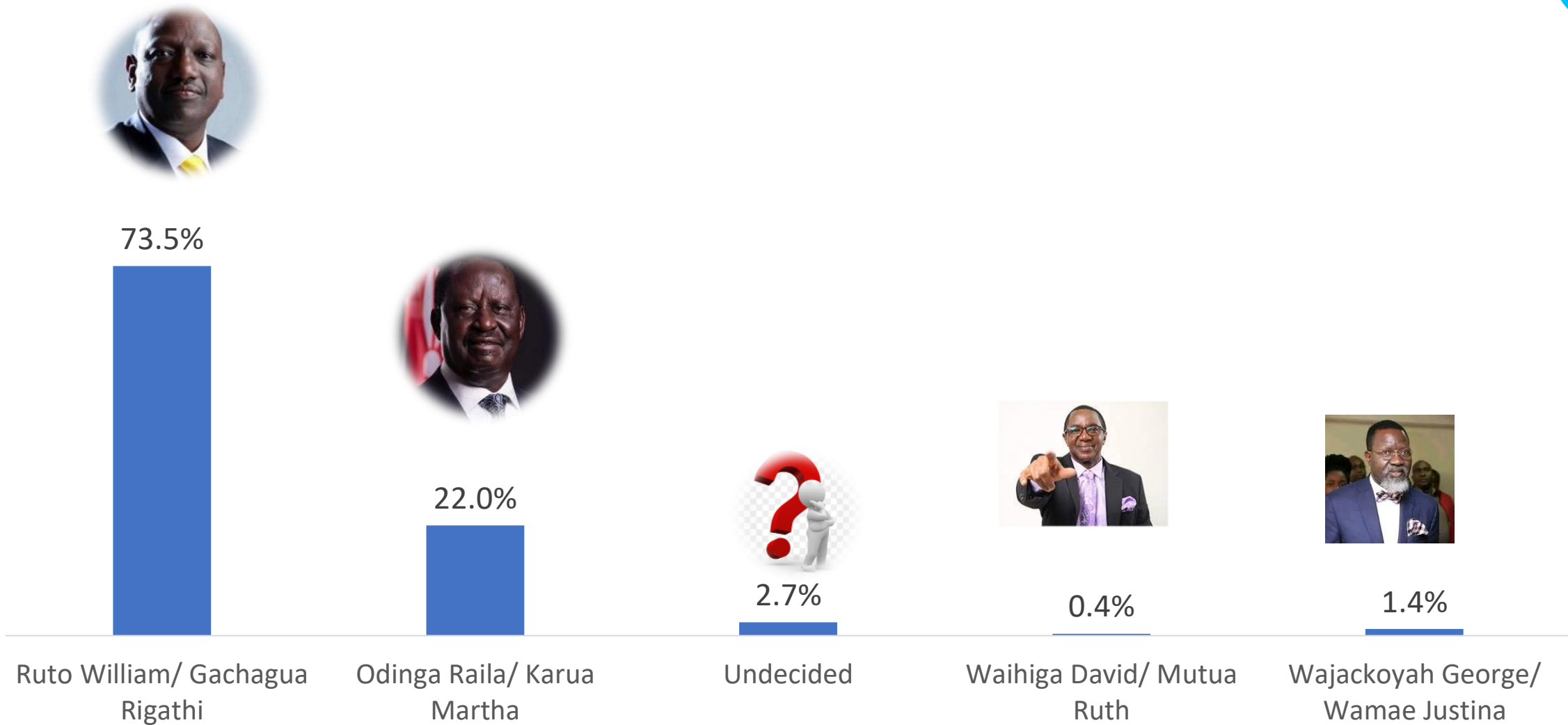
**Q. If elections were held today, who would you most likely vote for, as The President/Deputy President?**

# Preferred 2022 Presidential Candidate —Northern Kenya (1,972)



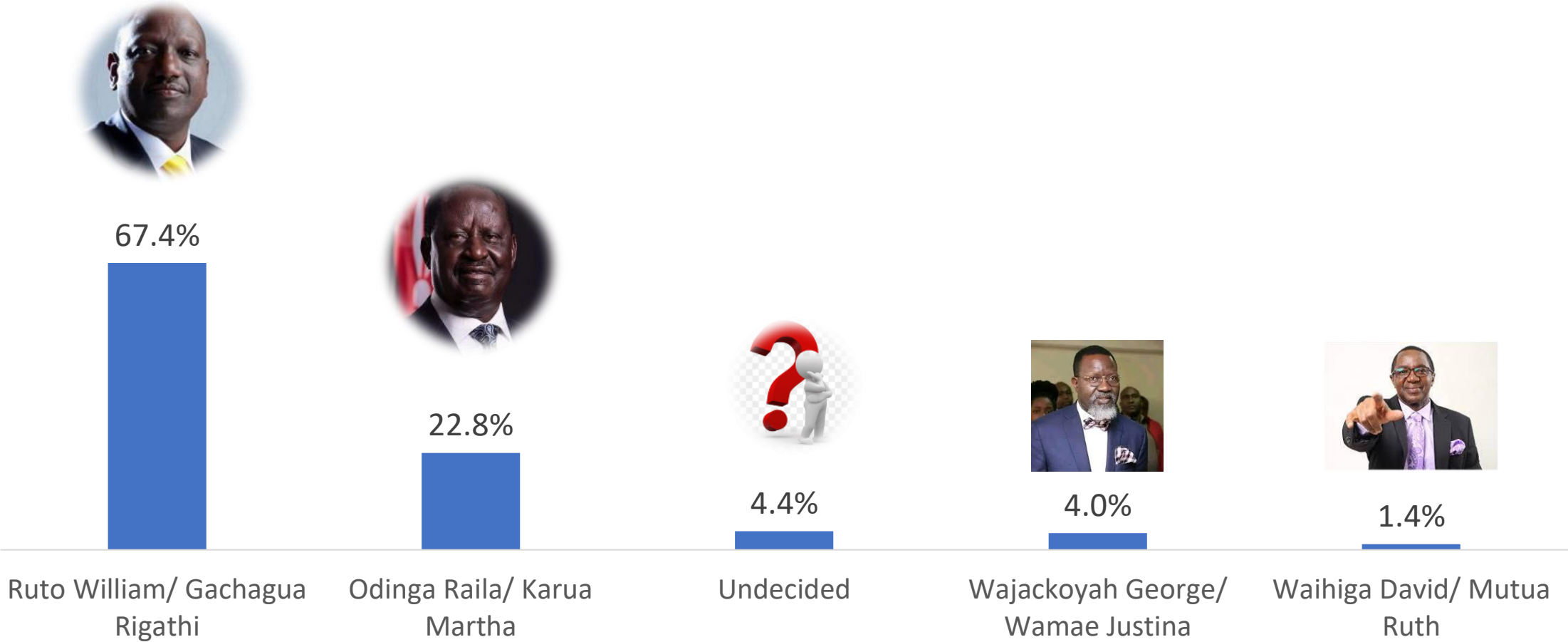
**Q. If elections were held today, who would you most likely vote for, as The President/Deputy President?**

# Preferred 2022 Presidential Candidate — Mt Kenya East (1,117)



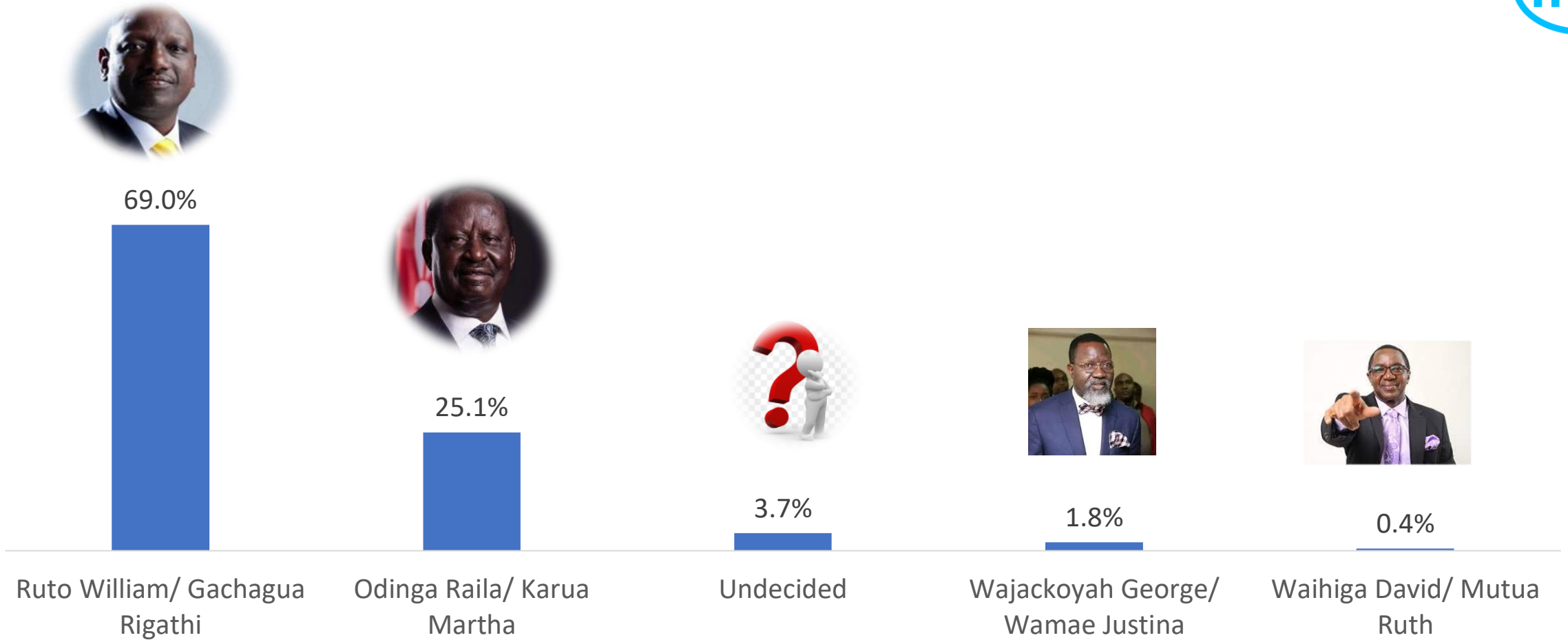
**Q. If elections were held today, who would you most likely vote for, as The President/Deputy President?**

# Preferred 2022 Presidential Candidate — Mt Kenya West (1,749)



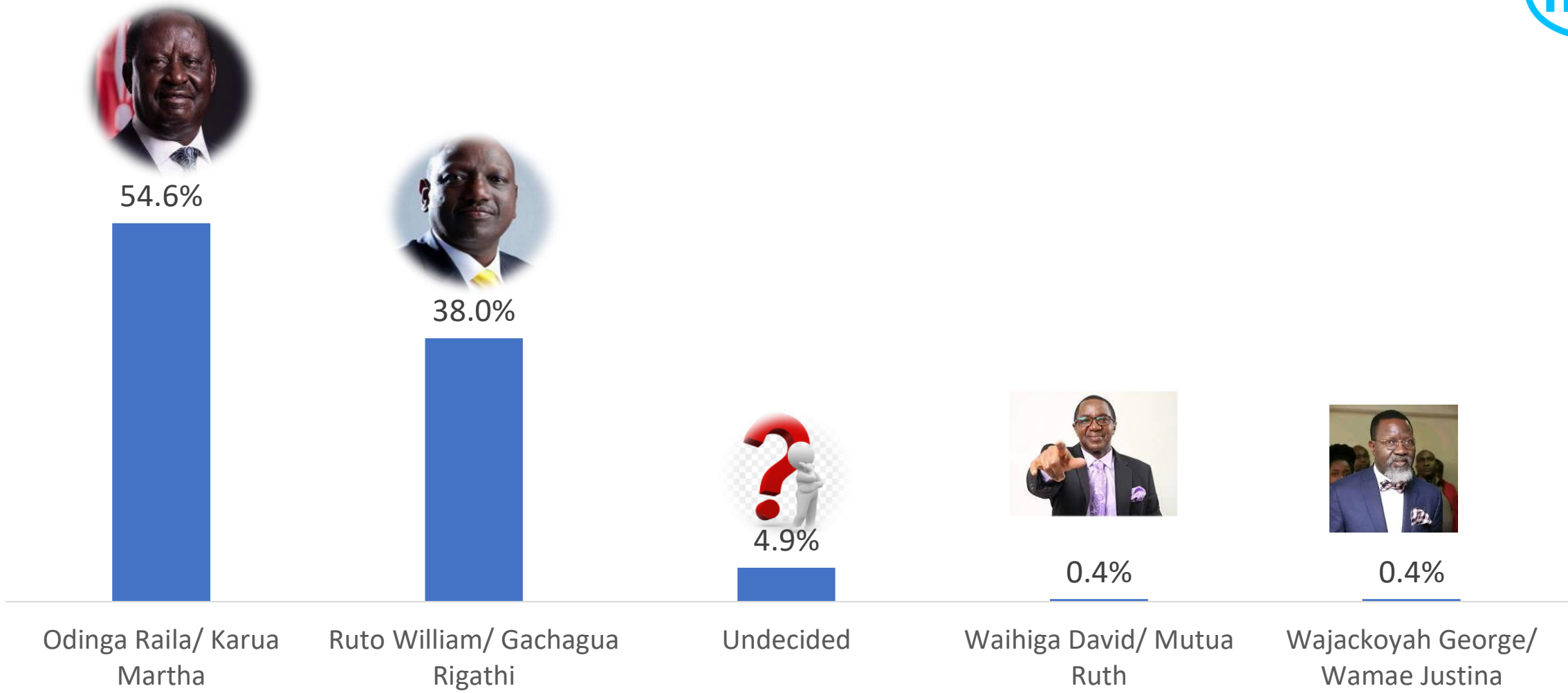
*Q. If elections were held today, who would you most likely vote for, as The President/Deputy President?*

# Preferred 2022 Presidential Candidate — Mt Kenya Diaspora (858)



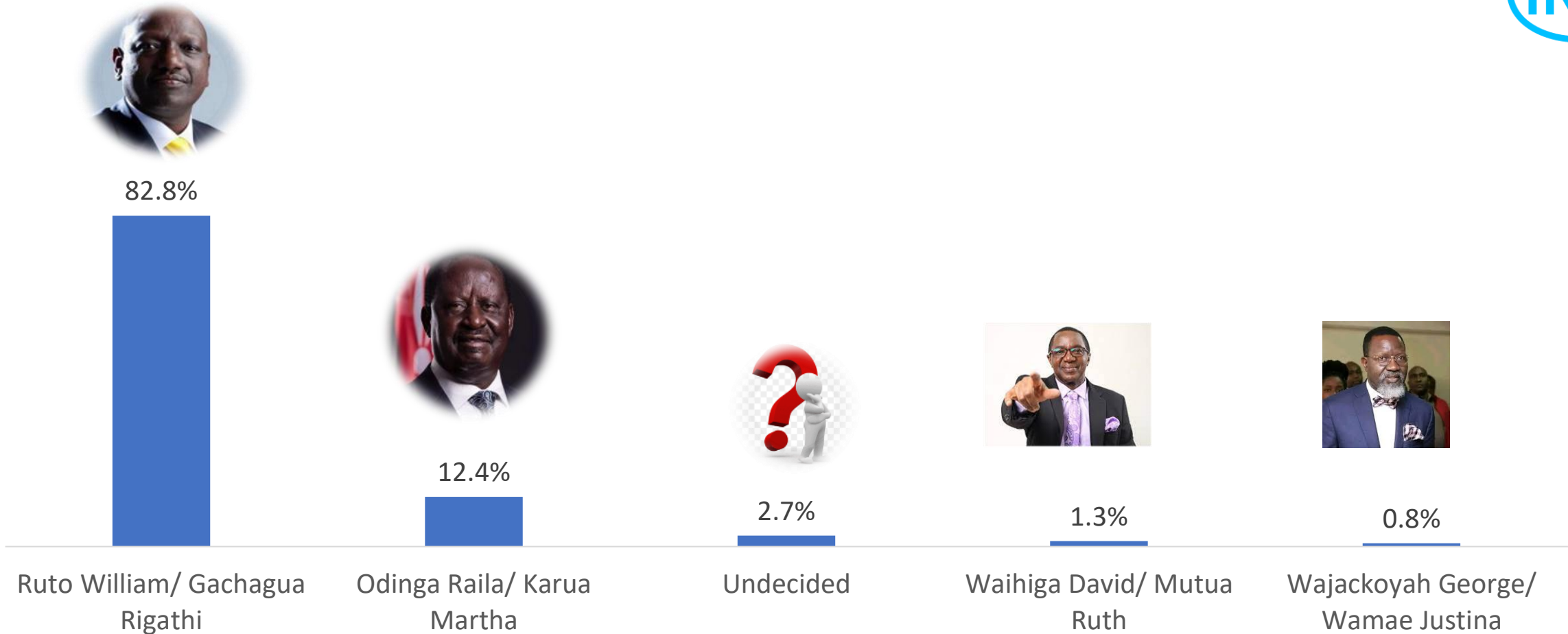
***Q. If elections were held today, who would you most likely vote for, as The President/Deputy President?***

# Preferred 2022 Presidential Candidate — South Eastern Kenya (1,088)



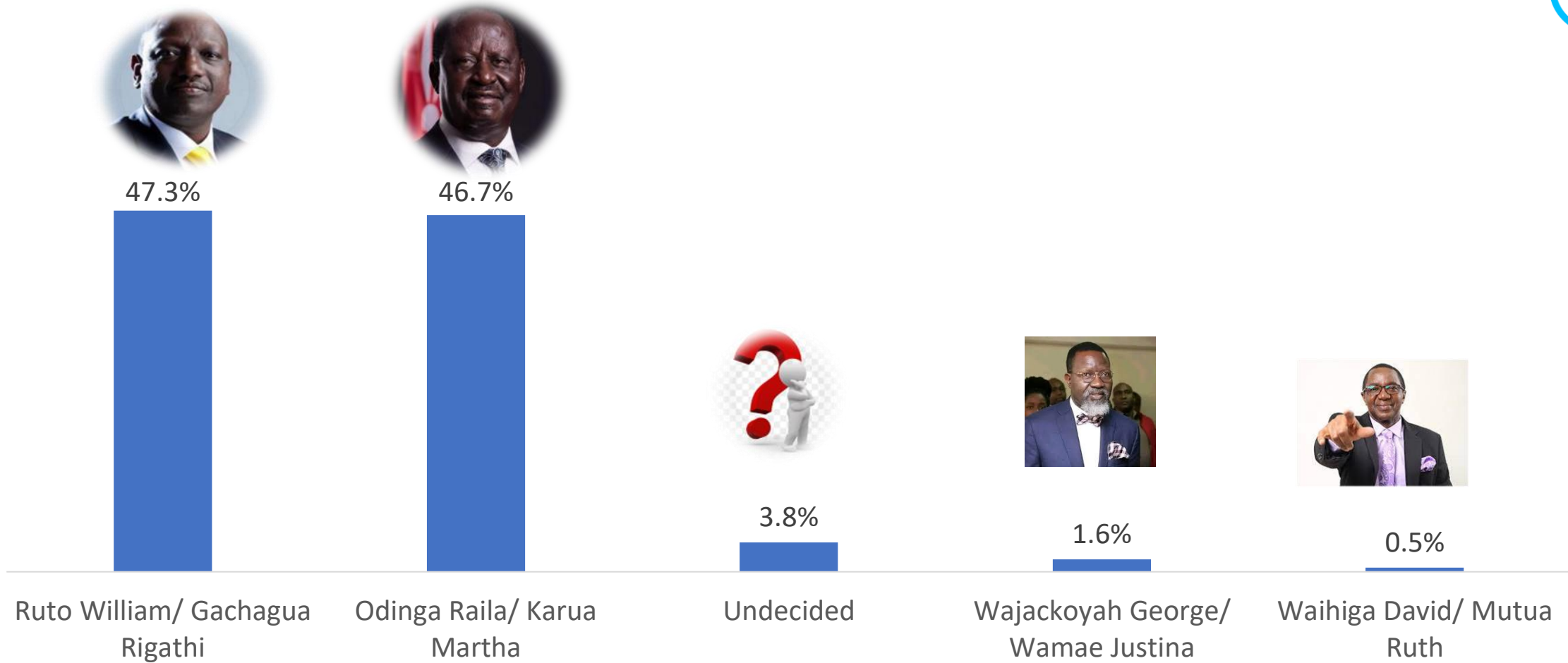
**Q. If elections were held today, who would you most likely vote for, as The President/Deputy President?**

# Preferred 2022 Presidential Candidate — Central Rift (N=2,691)



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

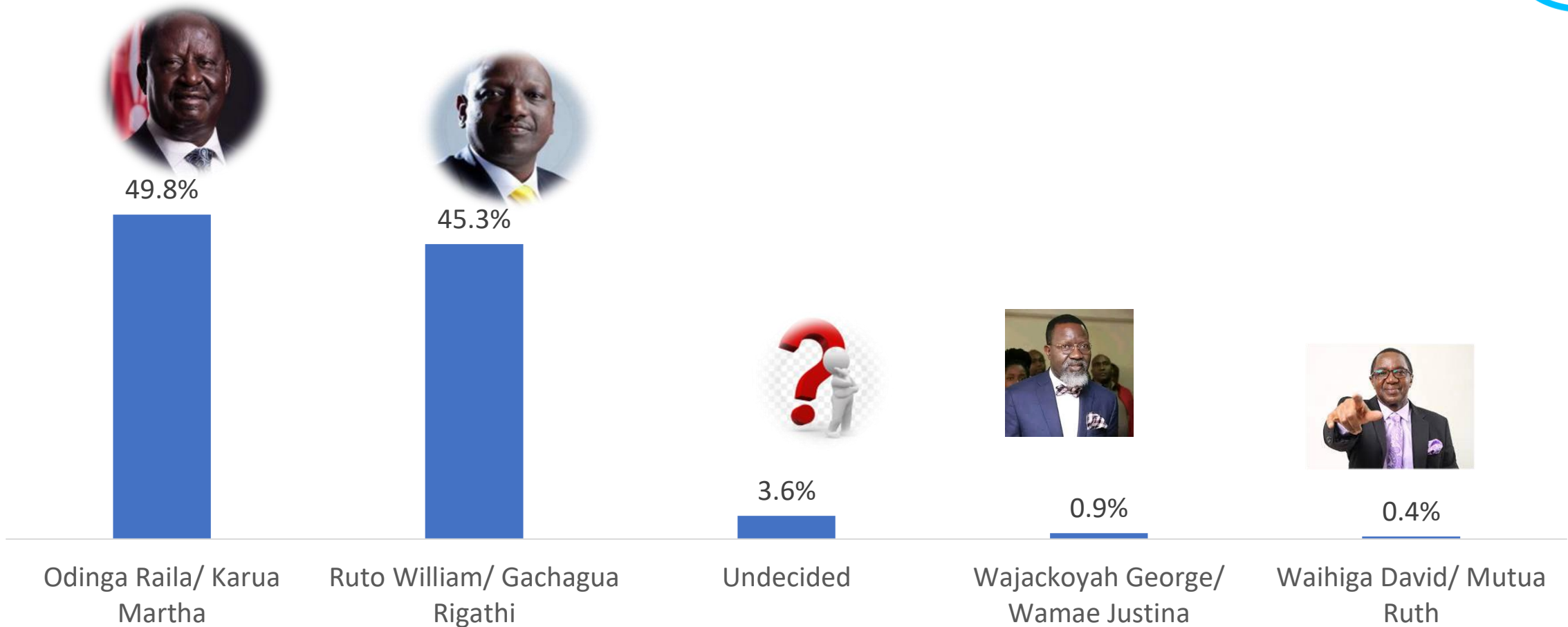
# Preferred 2022 Presidential Candidate — Maa Rift (1,117)



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

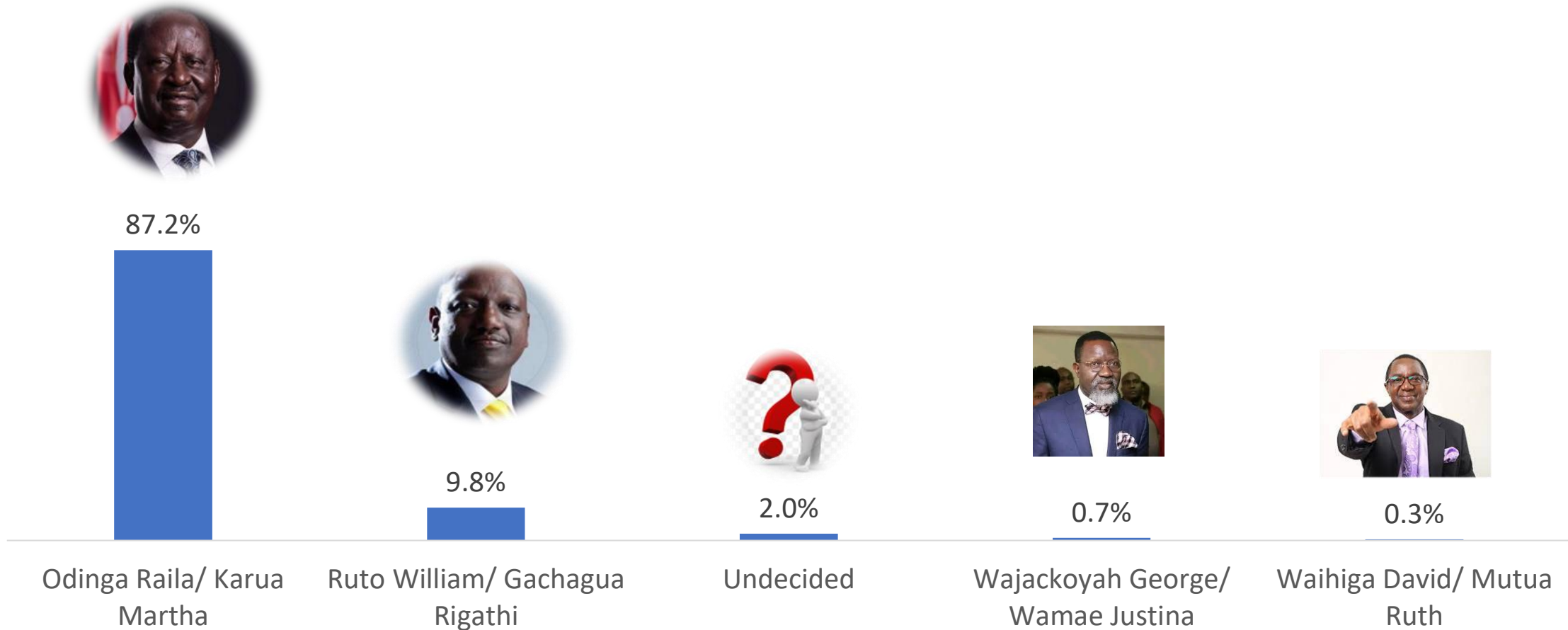
Base = 1146 respondents

# Preferred 2022 Presidential Candidate — Western Kenya (N=1,966)



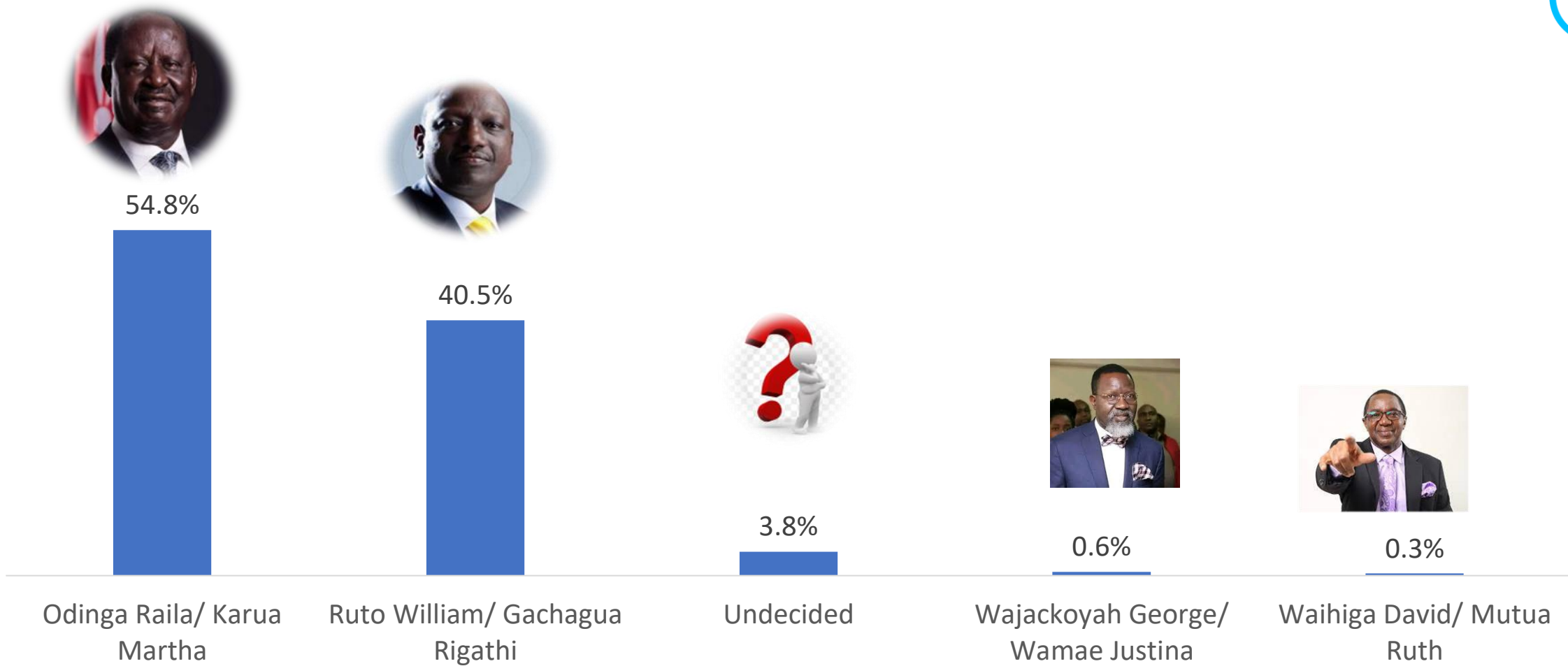
***Q. If elections were held today, who would you most likely vote for, as The President/Deputy President of Kenya?***

# Preferred 2022 Presidential Candidate — Central Nyanza (1,663)



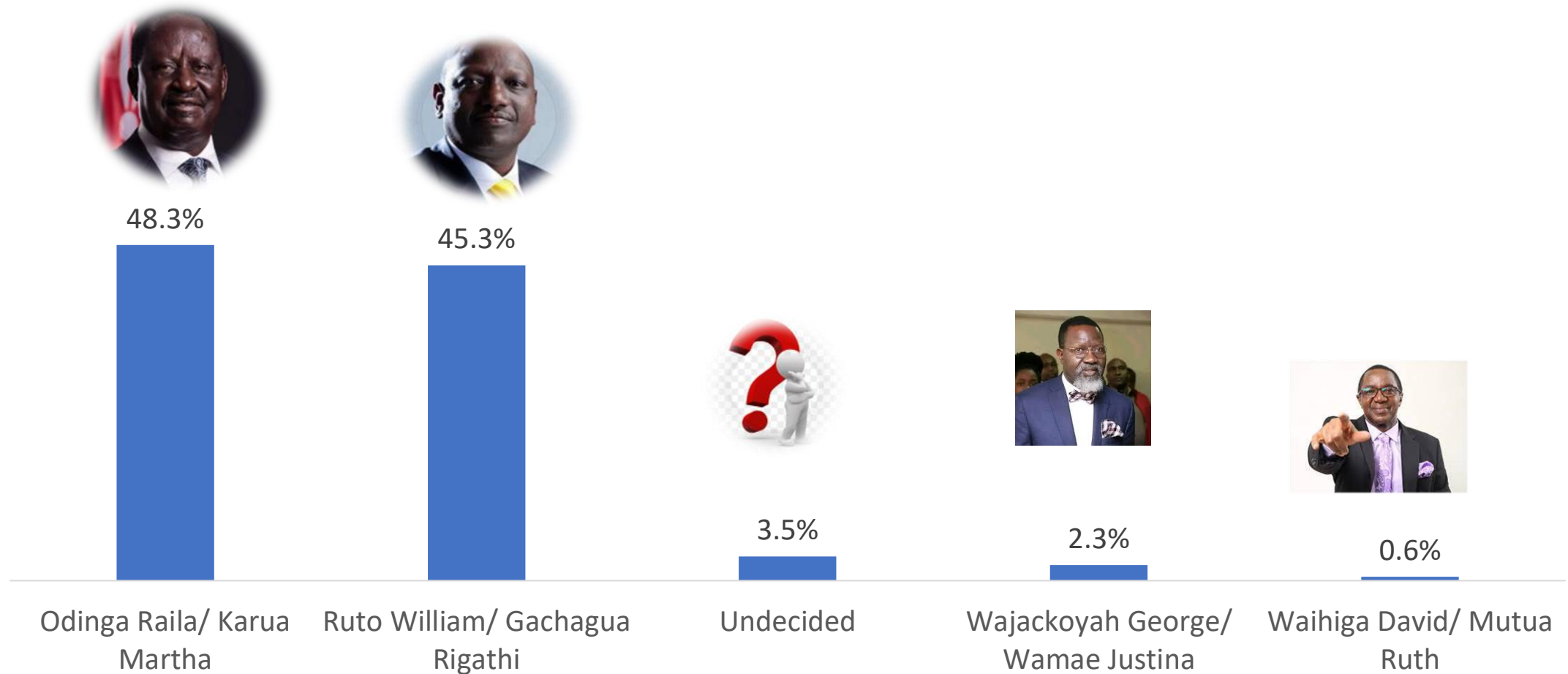
***Q. If elections were held today, who would you most likely vote for, as The President/Deputy President?***

# Preferred 2022 Presidential Candidate — South Nyanza Nyanza (713)



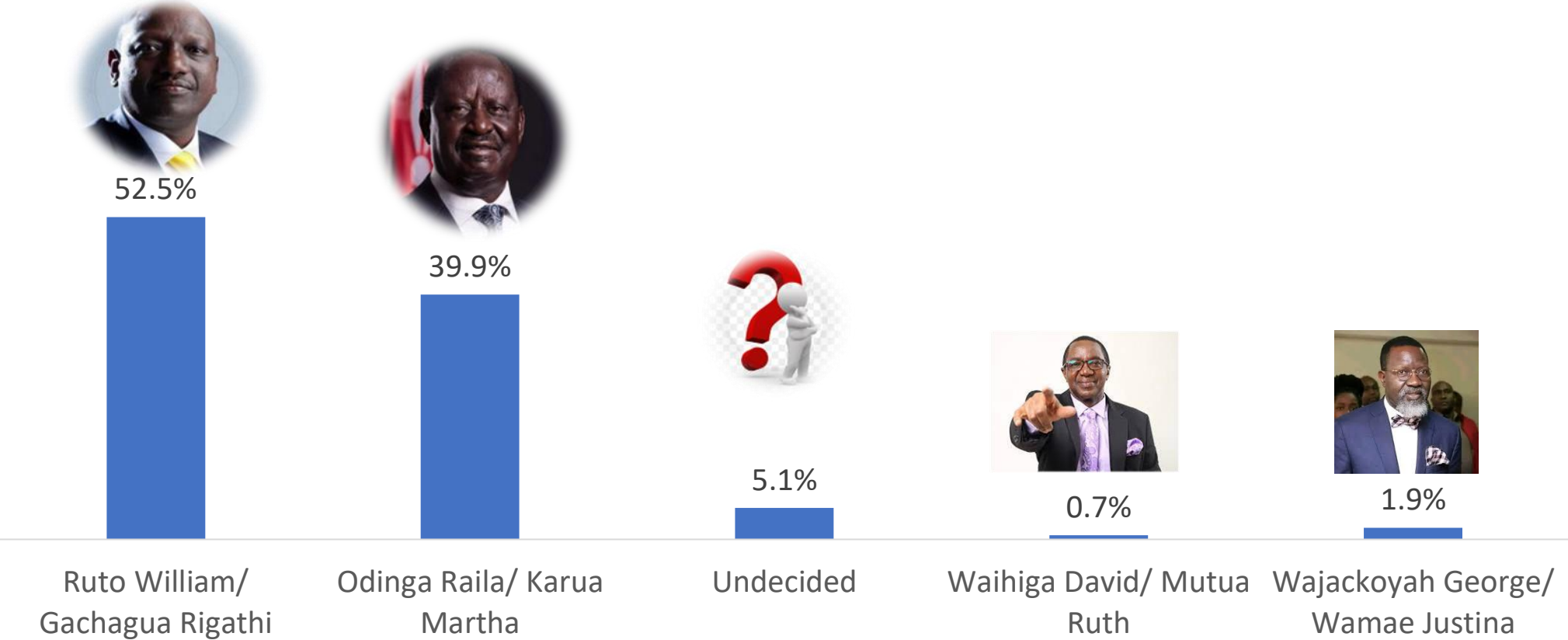
***Q. If elections were held today, who would you most likely vote for, as The President/Deputy President?***

# Preferred 2022 Presidential Candidate — Nairobi



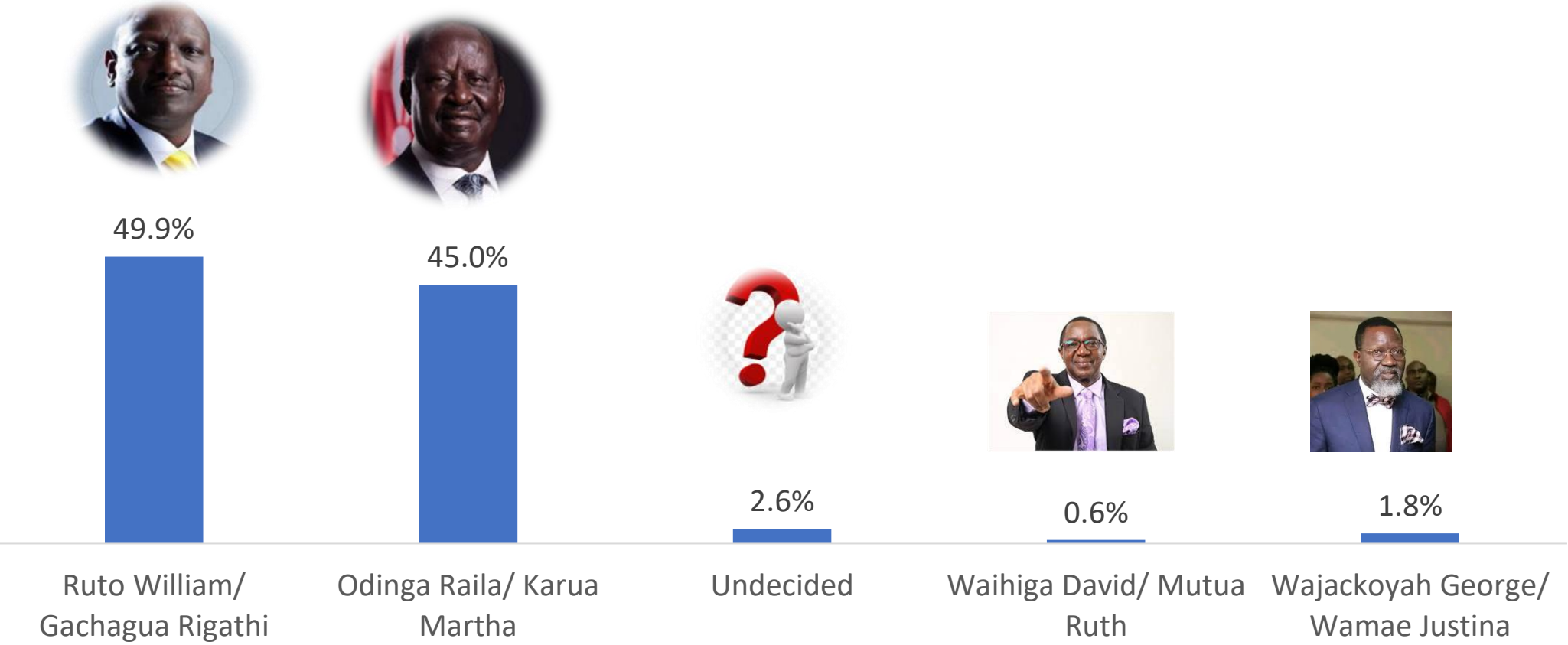
***Q. If elections were held today, who would you most likely vote for, as The President/Deputy President?***

# Preferred by Gender- Female (N=5,691)



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

# Preferred by Gender- Male (N=11,436)

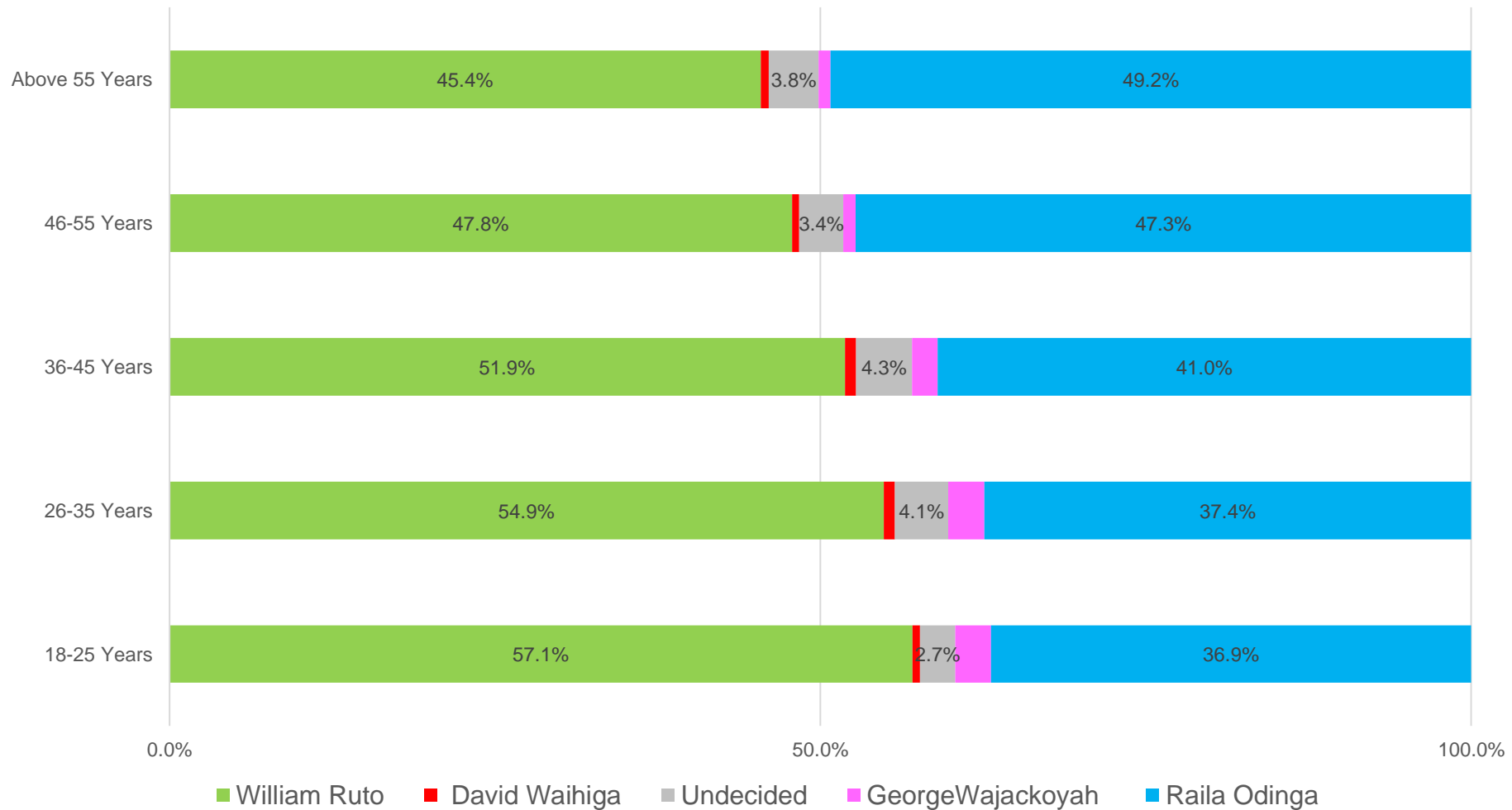


*Q. If elections were held today, who would you most likely vote for, as The President/Deputy President?*

# Preferred by Age Group



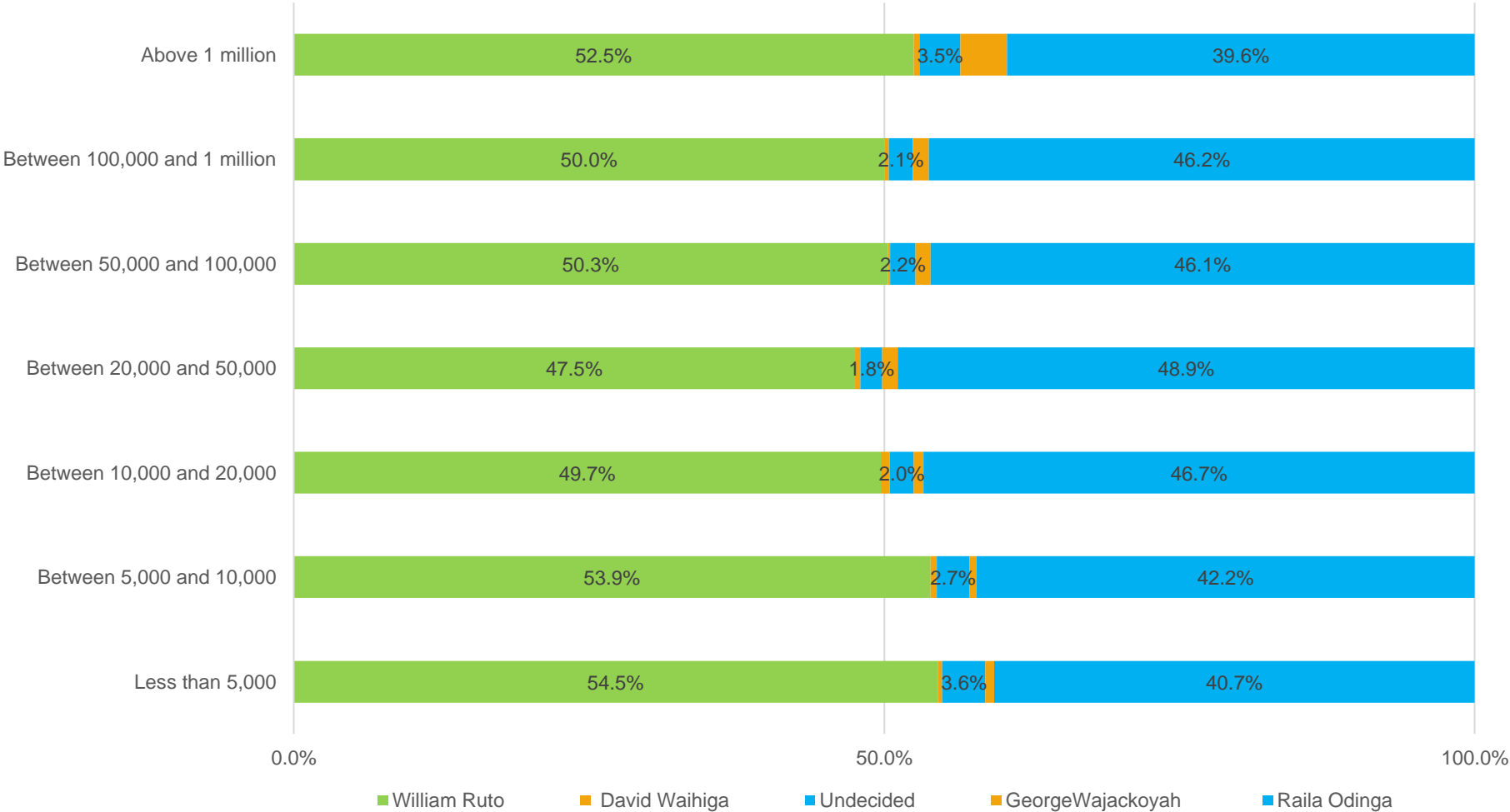
Presidential Candidates Preference by Age



# Preferred by Income



Presidential Candidates Preference by Self Assessed H/H Monthly Income





End

Thank you