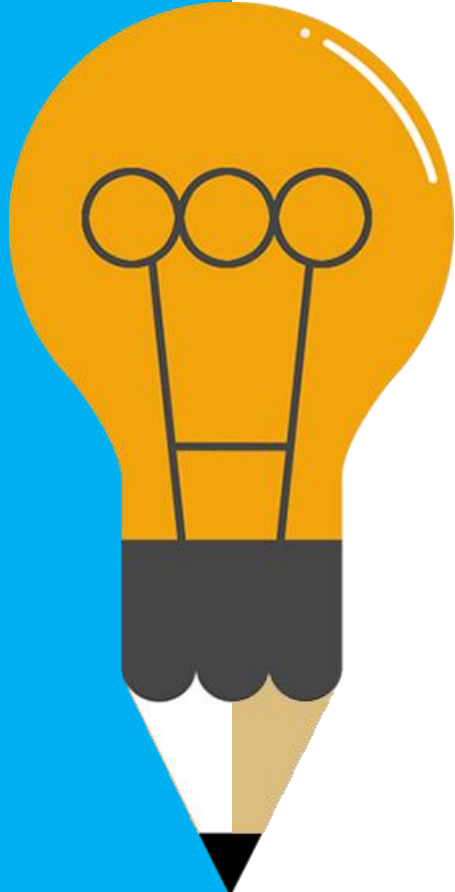


Public Opinion Poll Report: Presidential Popularity Ratings

July 2022

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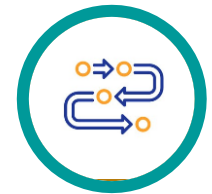
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Key Findings

Methodology Overview



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	24,599 respondents across Kenya (47 counties)
Nationwide margin of error:	+/- 1% (0.62%) at the 95% confidence level (N.B., regional and county margins of error will be bigger)

Achieved Sample Distribution by County



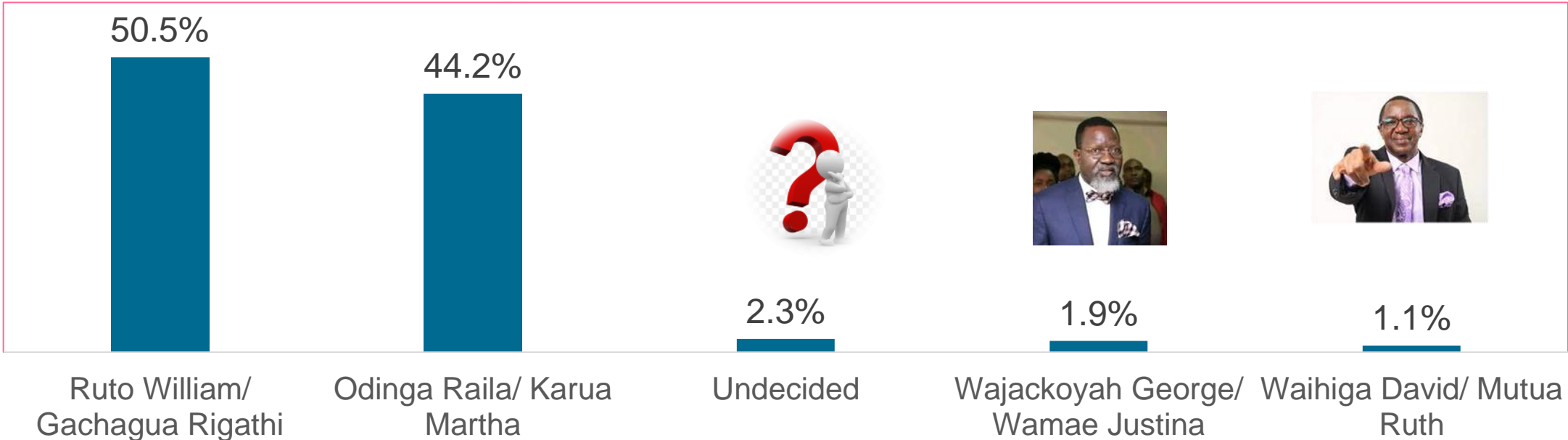
County	Female Respondents	Male Respondents	Total No. Respondents	% of registered voters	No. of registered voters (IEBC 2022)	% of registered voters
Mombasa	217	420	637	2.59%	641,913	2.90%
Kwale	159	282	441	1.79%	328,253	1.49%
Kilifi	170	296	466	1.89%	588,602	2.66%
Tana River	89	239	328	1.33%	141,096	0.64%
Lamu	83	164	247	1.00%	81,453	0.37%
Taita Taveta	178	276	454	1.85%	181,827	0.82%
Garissa	100	210	310	1.26%	201,473	0.91%
Wajir	86	155	241	0.98%	207,758	0.94%
Mandera	107	188	295	1.20%	217,030	0.98%
Marsabit	98	161	259	1.05%	166,912	0.76%
Isiolo	163	246	409	1.66%	89,504	0.40%
Meru	214	321	535	2.17%	772,139	3.49%
Tharaka - Nithi	187	260	447	1.82%	231,932	1.05%
Embu	209	291	500	2.03%	334,302	1.51%
Kitui	167	235	402	1.63%	532,758	2.41%
Machakos	205	325	530	2.15%	687,565	3.11%
Makueni	208	289	497	2.02%	479,401	2.17%
Nyandarua	156	244	400	1.63%	361,165	1.63%
Nyeri	212	240	452	1.84%	481,632	2.18%
Kirinyaga	161	248	409	1.66%	376,001	1.70%
Murang'a	186	245	431	1.75%	620,929	2.81%
Kiambu	207	290	497	2.02%	1,275,008	5.77%
Turkana	88	169	257	1.04%	238,528	1.08%
West Pokot	124	284	408	2.59%	641,913	2.90%

Achieved Sample Distribution by County



County	Female Respondents	Male Respondents	Total No. Respondents	% of registered voters	No. of registered voters (IEBC 2022)	% of registered voters
Samburu	131	247	378	1.54%	100,014	0.45%
Trans Nzoia	227	393	620	2.52%	398,981	1.81%
Uasin Gishu	325	545	870	3.54%	506,138	2.29%
Elgeyo/Marakwet	206	379	585	2.38%	213,884	0.97%
Nandi	250	460	710	2.89%	406,288	1.84%
Baringo	234	401	635	2.58%	281,053	1.27%
Laikipia	185	294	479	1.95%	263,012	1.19%
Nakuru	218	369	587	2.39%	1,054,856	4.77%
Narok	139	253	392	1.59%	398,784	1.80%
Kajiado	195	326	521	2.12%	463,273	2.10%
Kericho	182	407	589	2.39%	428,067	1.94%
Bomet	192	404	596	2.42%	376,985	1.71%
Kakamega	238	404	642	2.61%	844,551	3.82%
Vihiga	210	263	473	1.92%	310,043	1.40%
Bungoma	248	435	683	2.78%	646,598	2.93%
Busia	234	398	632	2.57%	416,756	1.89%
Siaya	272	373	645	2.62%	533,595	2.41%
Kisumu	298	460	758	3.08%	606,754	2.75%
Homa Bay	250	439	689	2.80%	551,071	2.49%
Migori	217	393	610	2.48%	469,019	2.12%
Kisii	259	403	662	2.69%	637,010	2.88%
Nyamira	184	400	584	2.37%	323,283	1.46%
Nairobi City	534	873	1407	5.72%	2,415,310	10.93%
Grand Total	9202	15397	24599	100.00%	22,102,532	100.00%

Preferred 2022 Presidential Candidate: Nationwide



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

**Base = 24,599 Respondents
Margin of Error: 0.62%**

Preferred 2022 Presidential Candidate: Comparative



51.2%
49.9%
50.5%

42.5%
42.5%
44.2%



Ruto William/
Gachagua
Rigathi

Odinga Raila/
Karua
Martha

Undecided

Wajackoyah George/
Wamae Justina

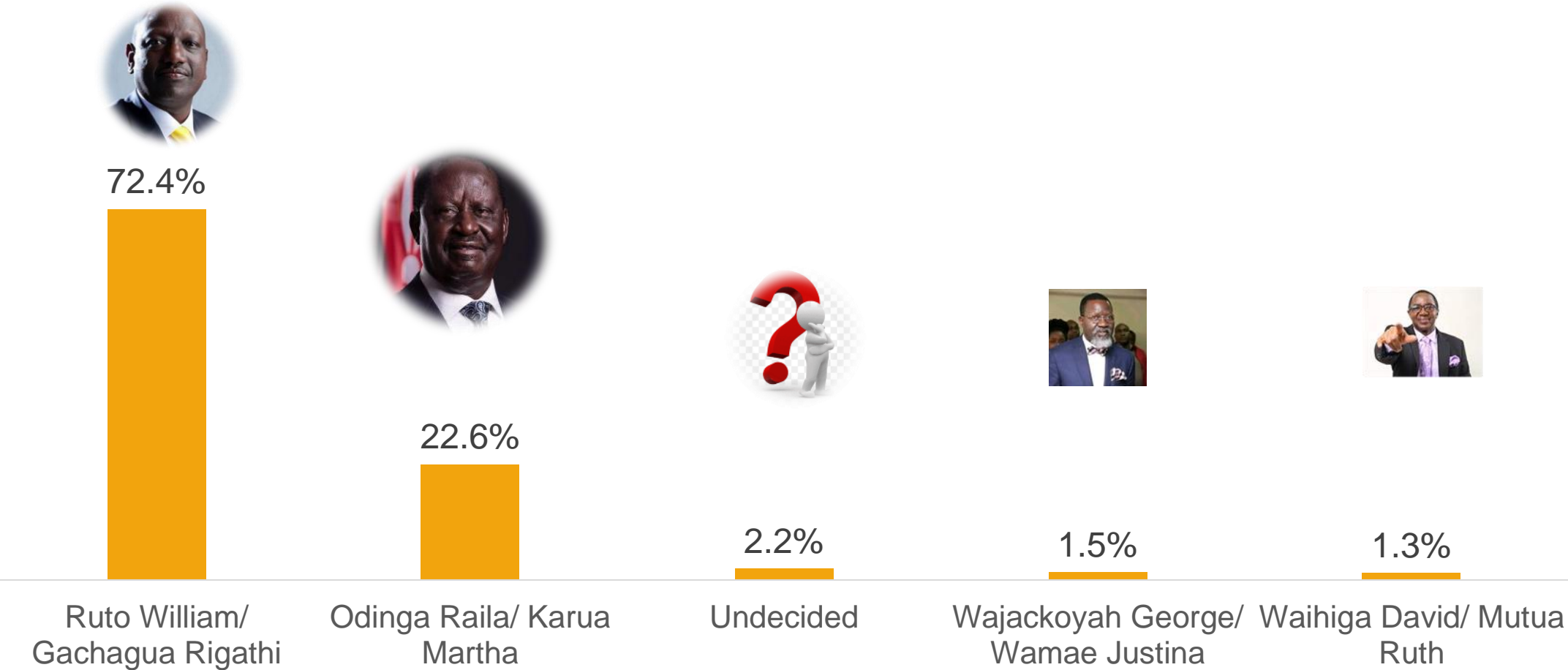
Waihiga David/
Mutua
Ruth

■ 20th June ■ 4th July ■ 20th July

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

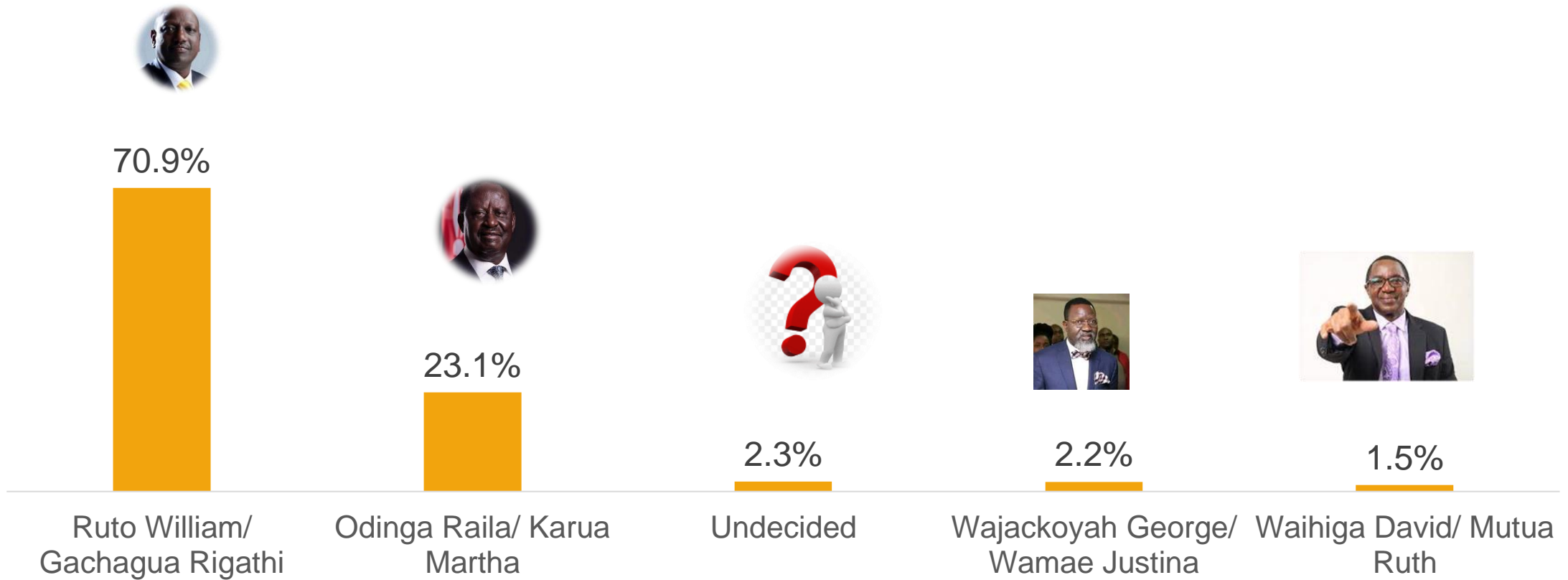
Base = 24,599 Respondents
Margin of Error: 0.62%

Preferred 2022 Presidential Candidate: Mt Kenya East (n=1,482)



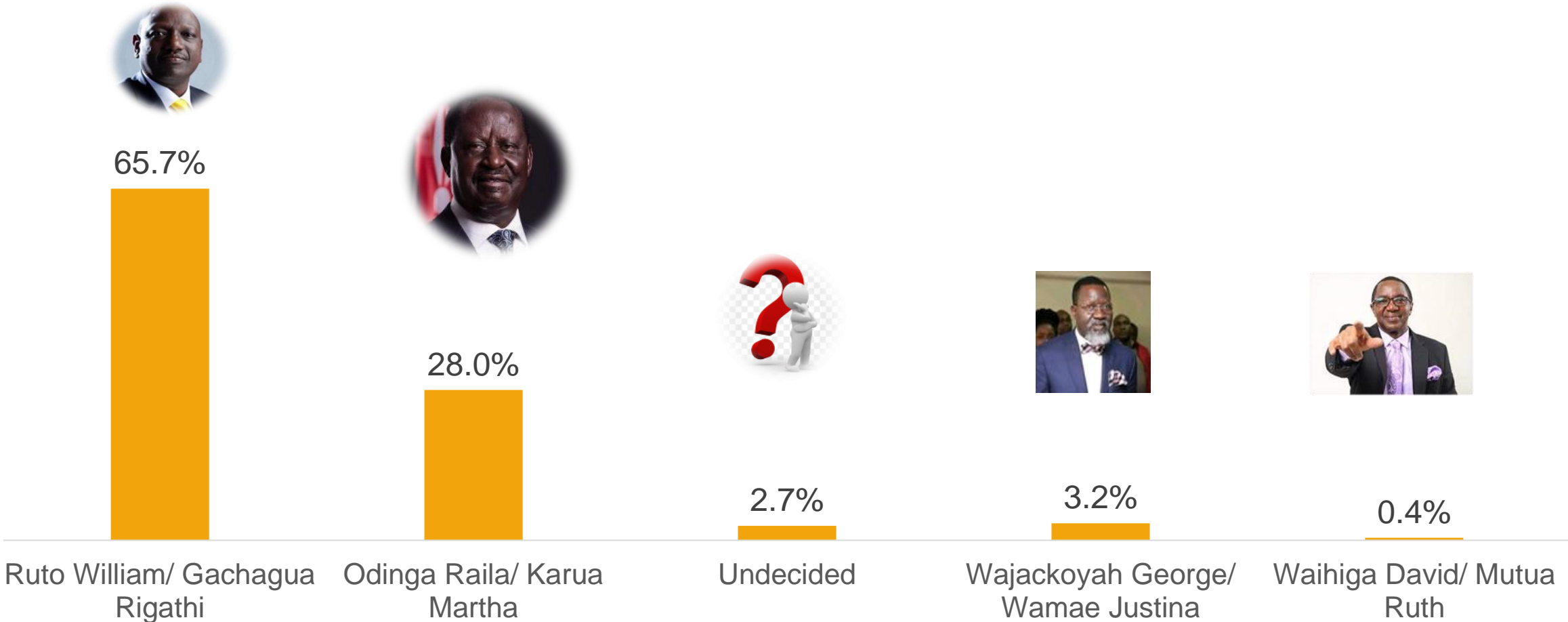
Q. If elections were held today, who would you most likely vote for as President/Deputy President?

Preferred 2022 Presidential Candidate: Mt Kenya West (n=2,189)



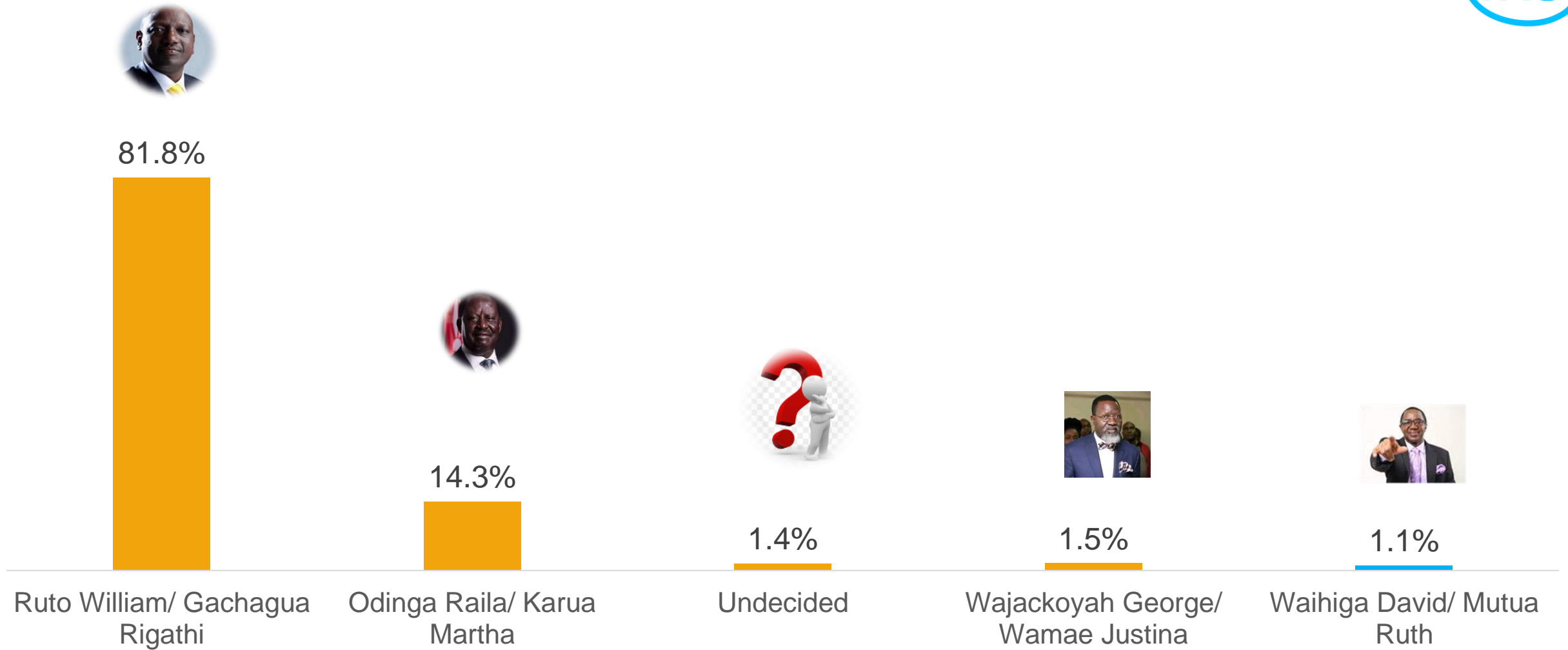
Q. If elections were held today, who would you most likely vote for as President/Deputy President?

Preferred 2022 Presidential Candidate: Mt Kenya Diaspora (n=1,066)



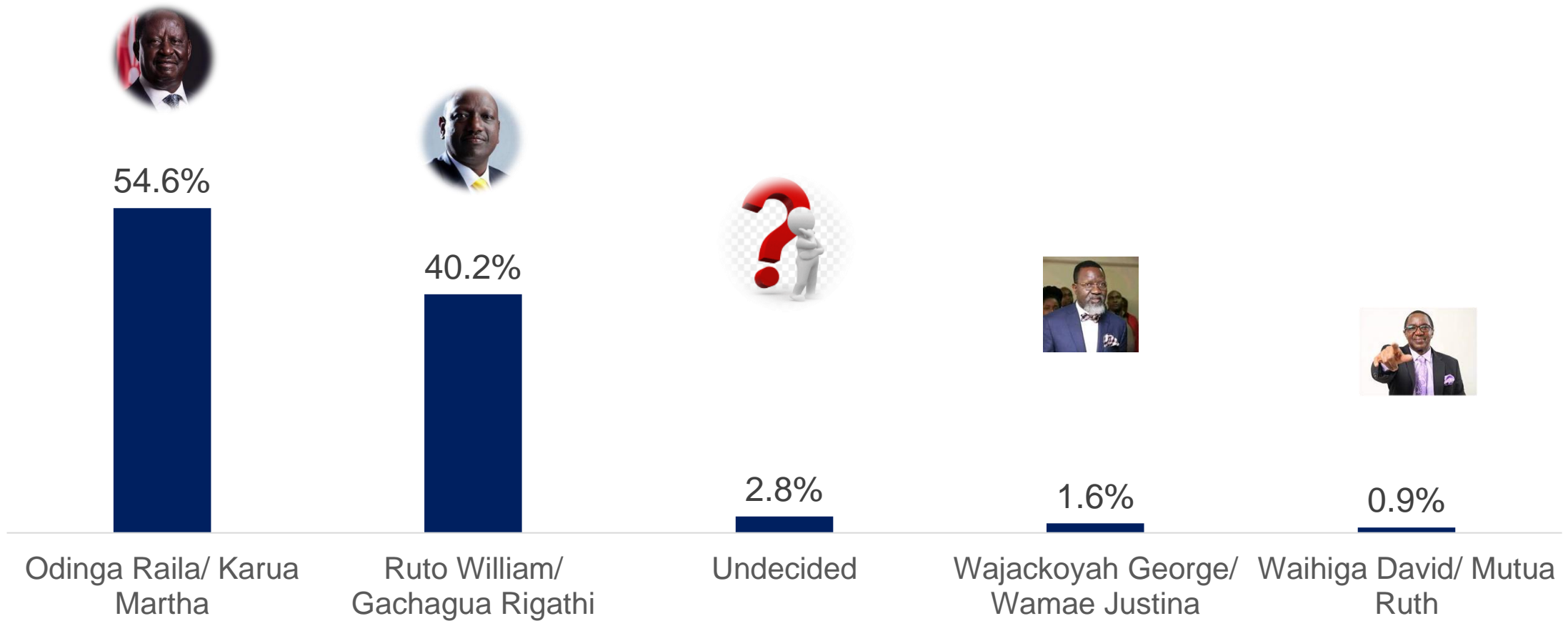
Q. If elections were held today, who would you most likely vote for as President/Deputy President?

Preferred 2022 Presidential Candidate: Central Rift (n=4,393)



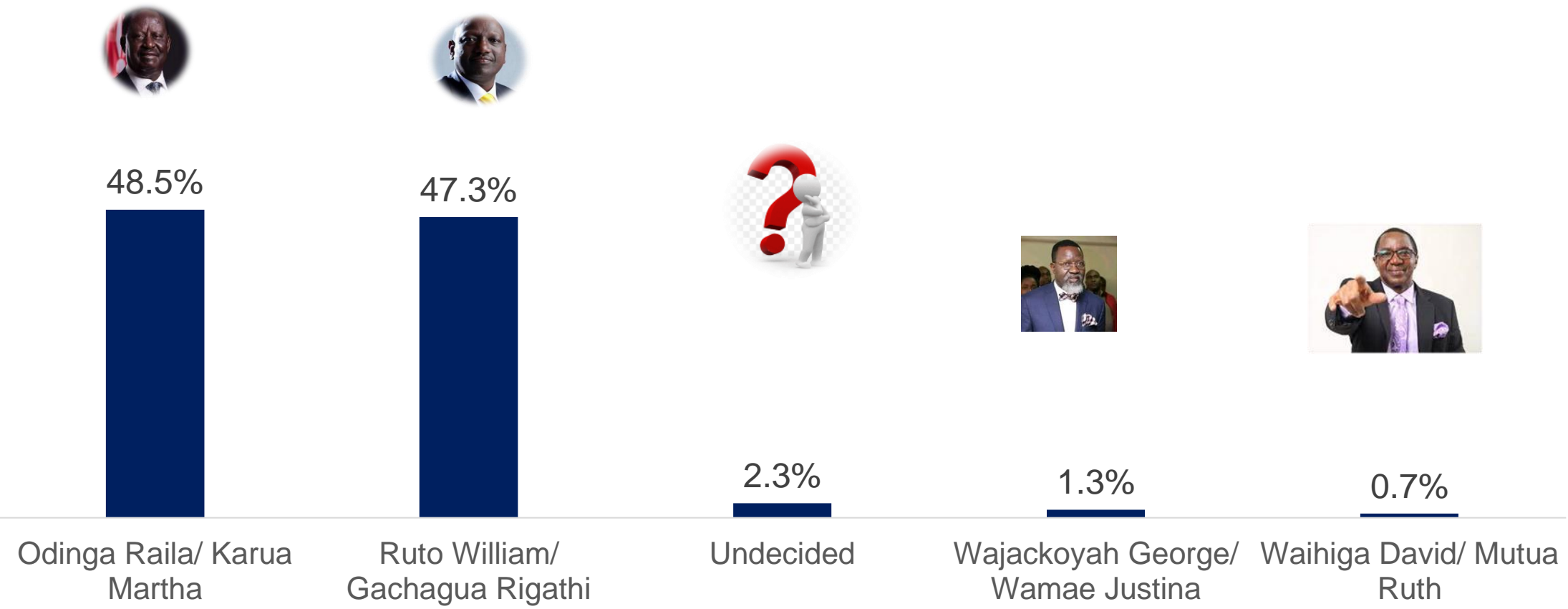
Q. If elections were held today, who would you most likely vote for as President/Deputy President?

Preferred 2022 Presidential Candidate: Coast (n= 2,245)



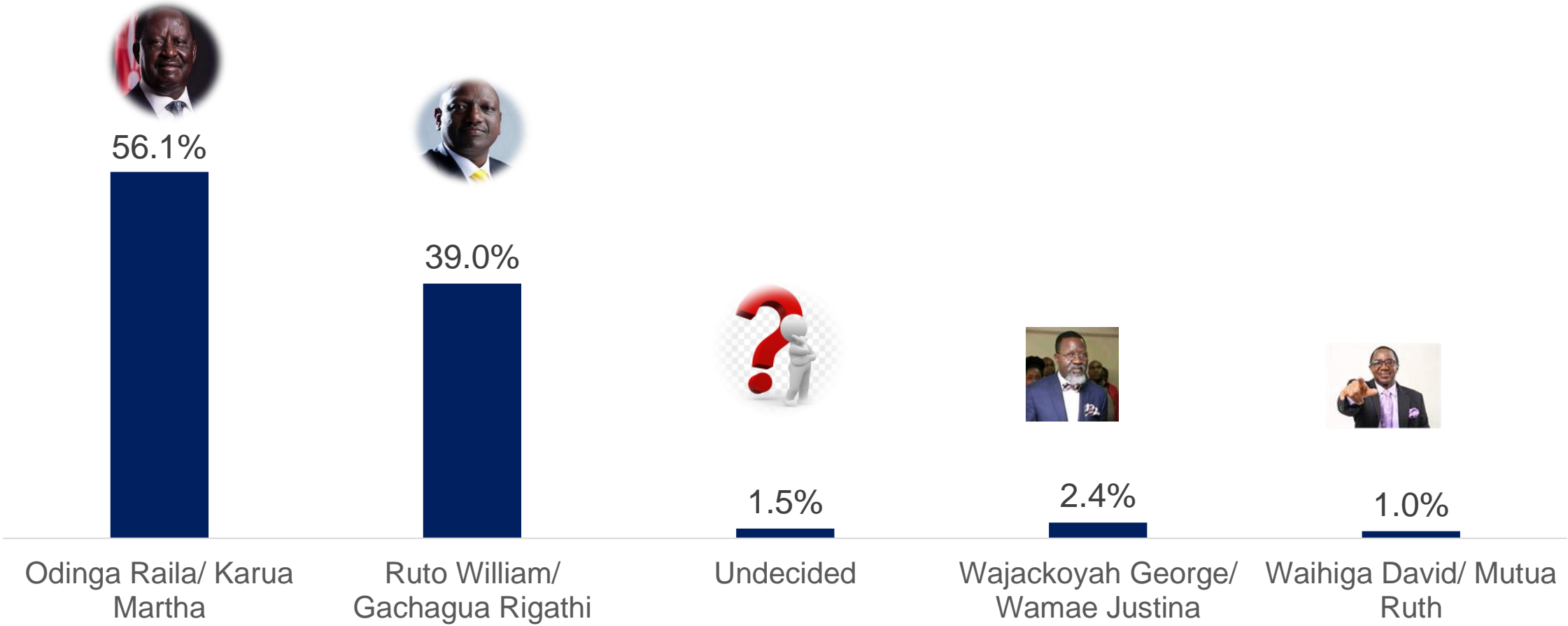
Q. If elections were held today, who would you most likely vote for as President/Deputy President?

Preferred 2022 Presidential Candidate: Northern Kenya (n=2,099)



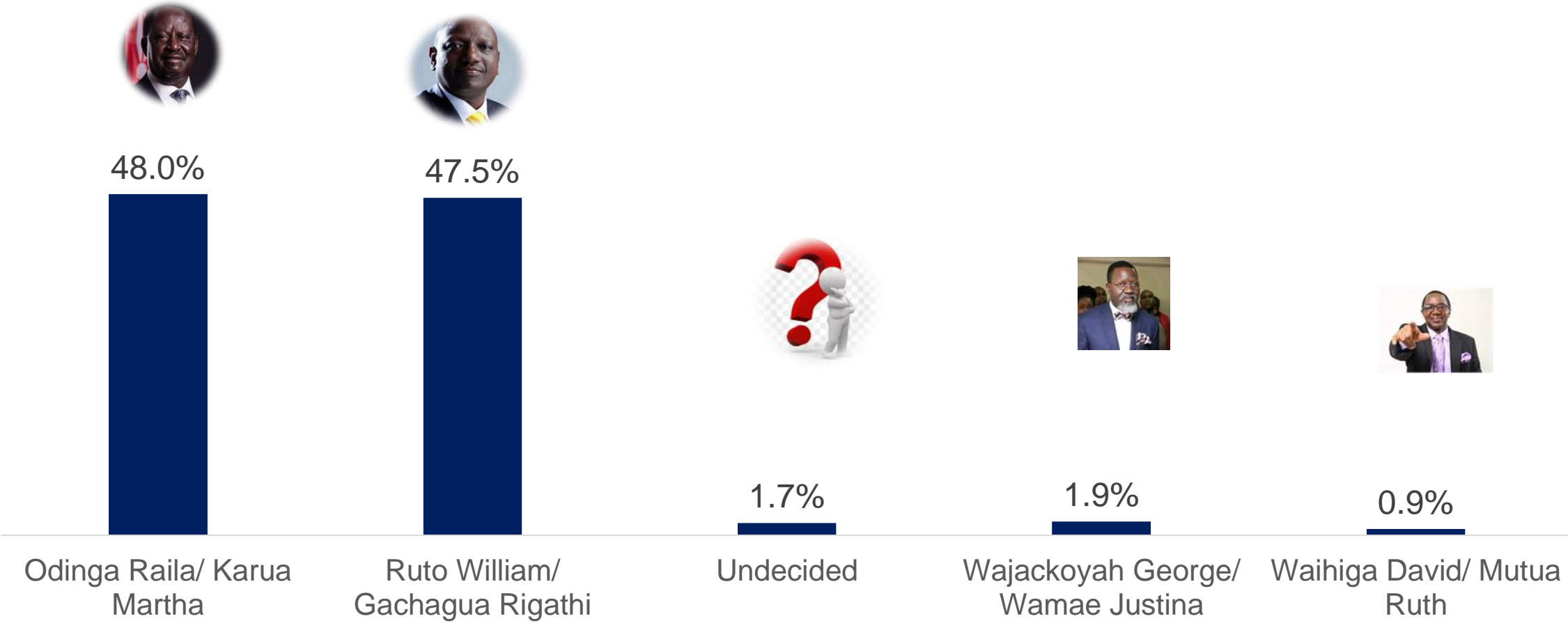
Q. If elections were held today, who would you most likely vote for as President/Deputy President?

Preferred 2022 Presidential Candidate: South Eastern Kenya (n=1,429)



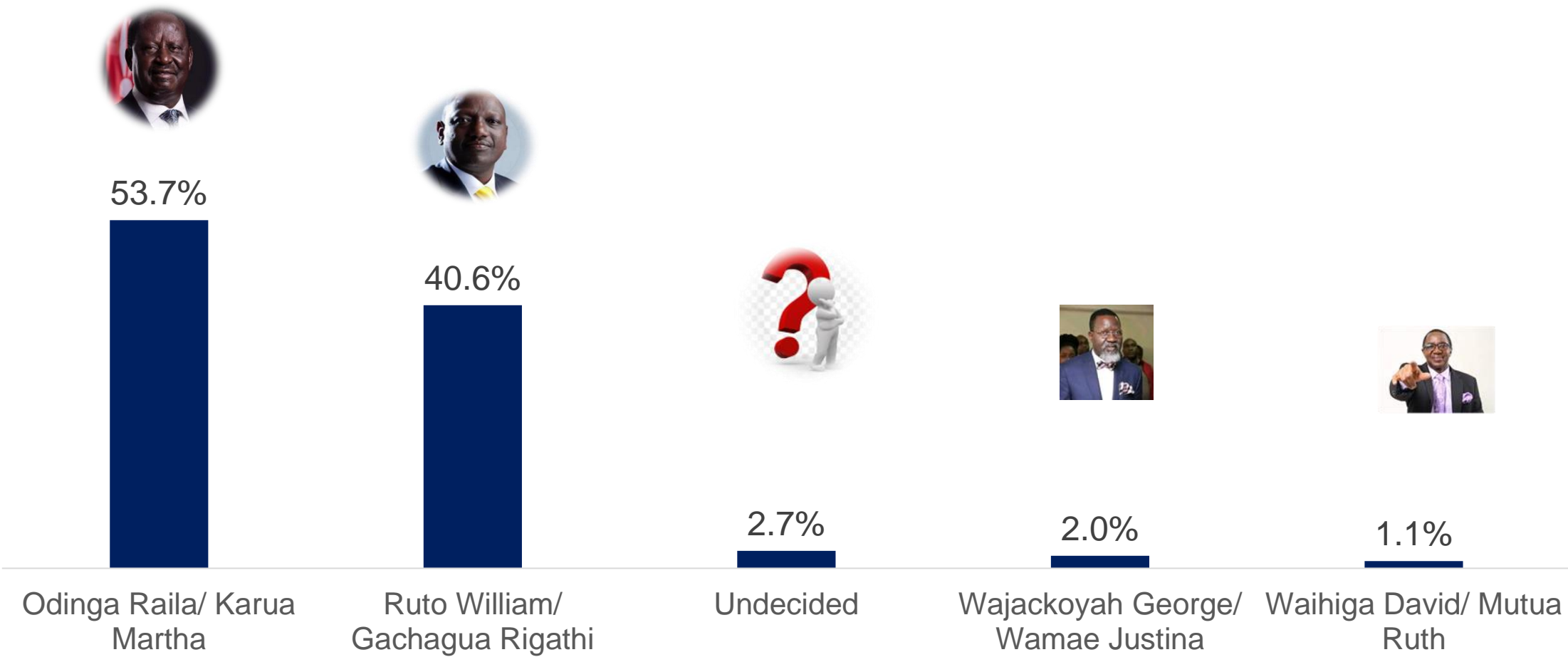
Q. If elections were held today, who would you most likely vote for as President/Deputy President?

Preferred 2022 Presidential Candidate: Maa Rift Valley (n=1,291)



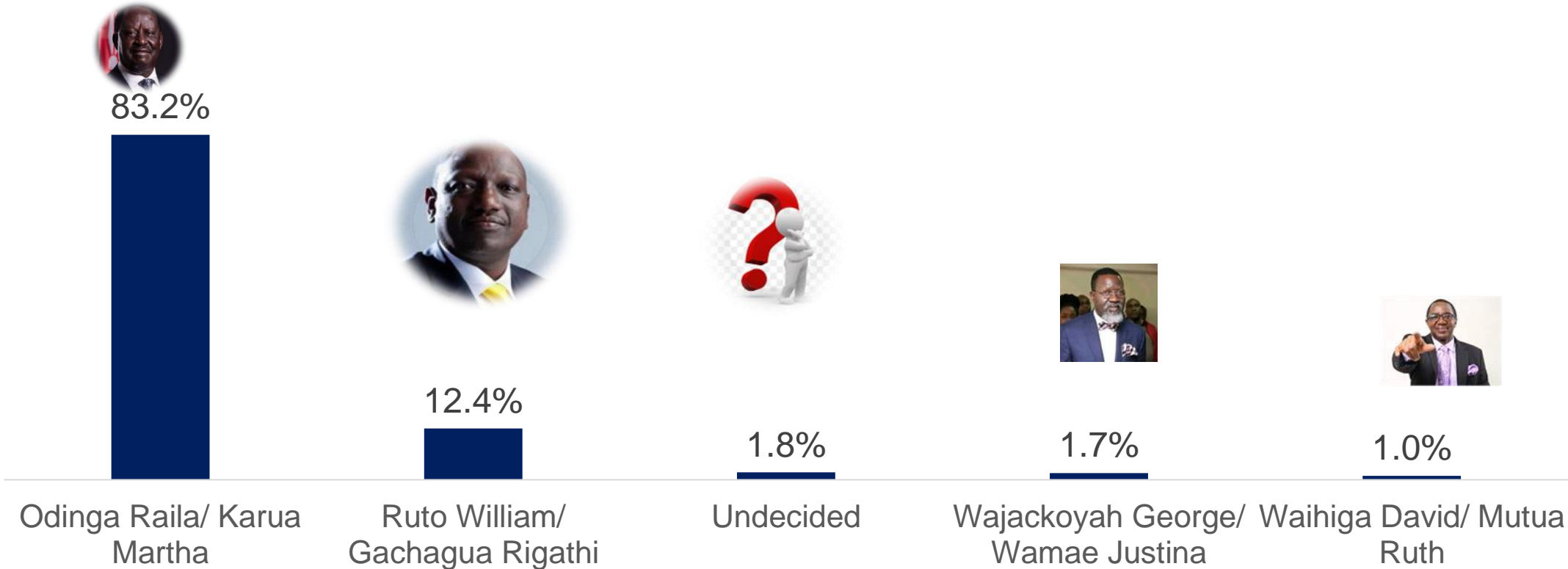
Q. If elections were held today, who would you most likely vote for as President/Deputy President?

Preferred 2022 Presidential Candidate: Western Kenya (n=3,050)



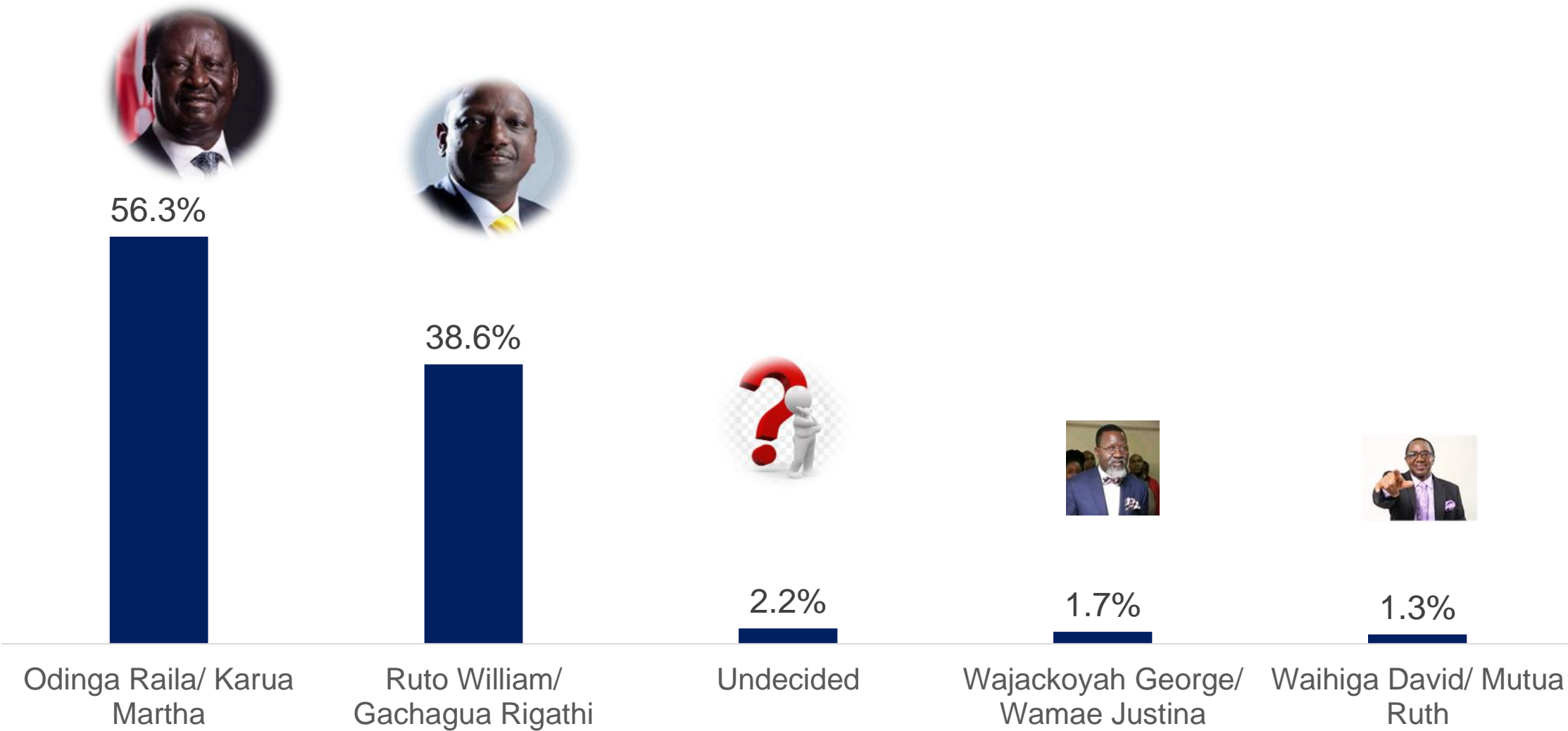
Q. If elections were held today, who would you most likely vote for as President/Deputy President?

Preferred 2022 Presidential Candidate: Central Nyanza (n=2,702)



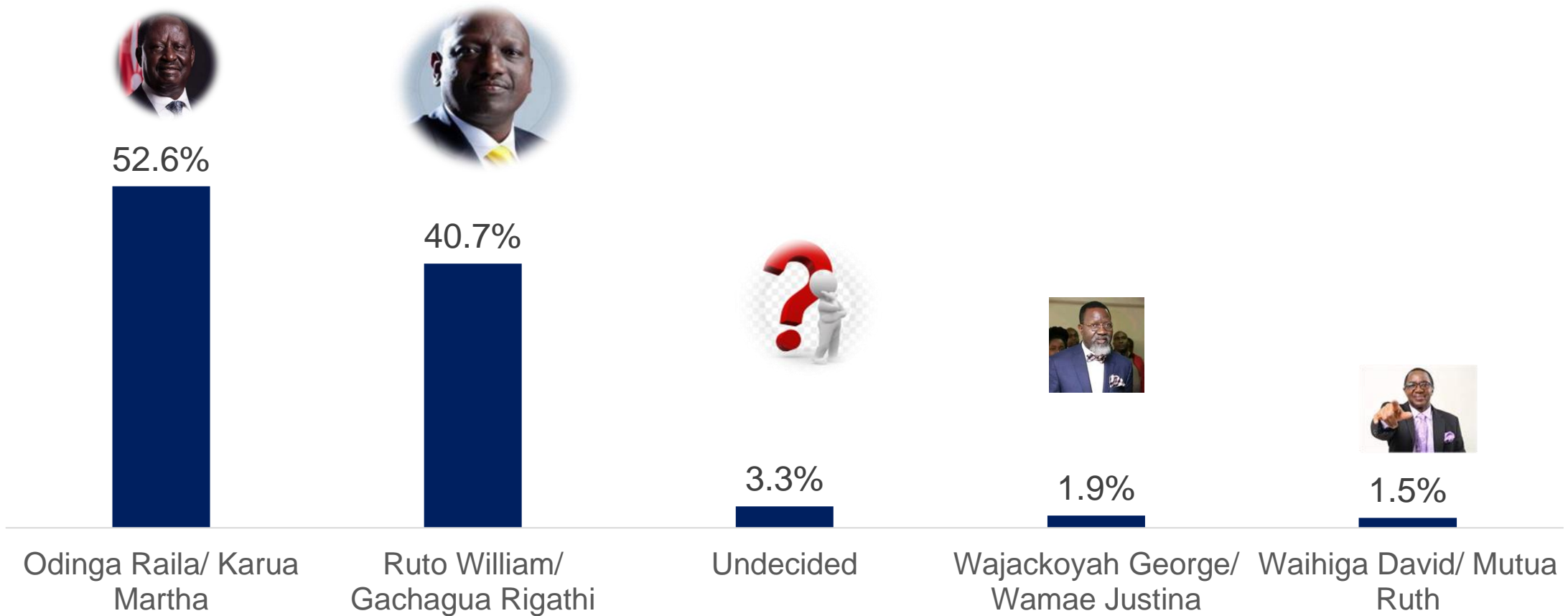
Q. If elections were held today, who would you most likely vote for as President/Deputy President?

Preferred 2022 Presidential Candidate: South Nyanza (n=1,246)



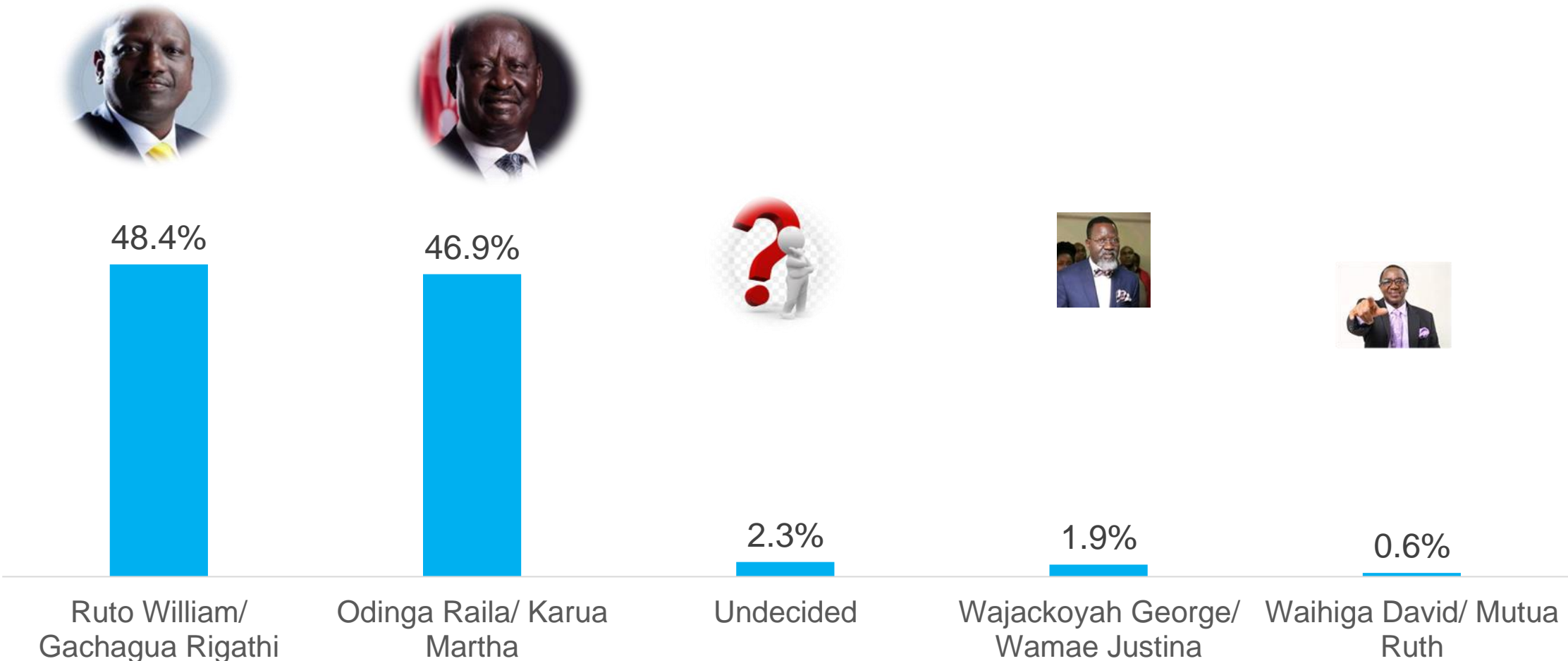
Q. If elections were held today, who would you most likely vote for as President/Deputy President?

Preferred 2022 Presidential Candidate: Nairobi (n=1,407)



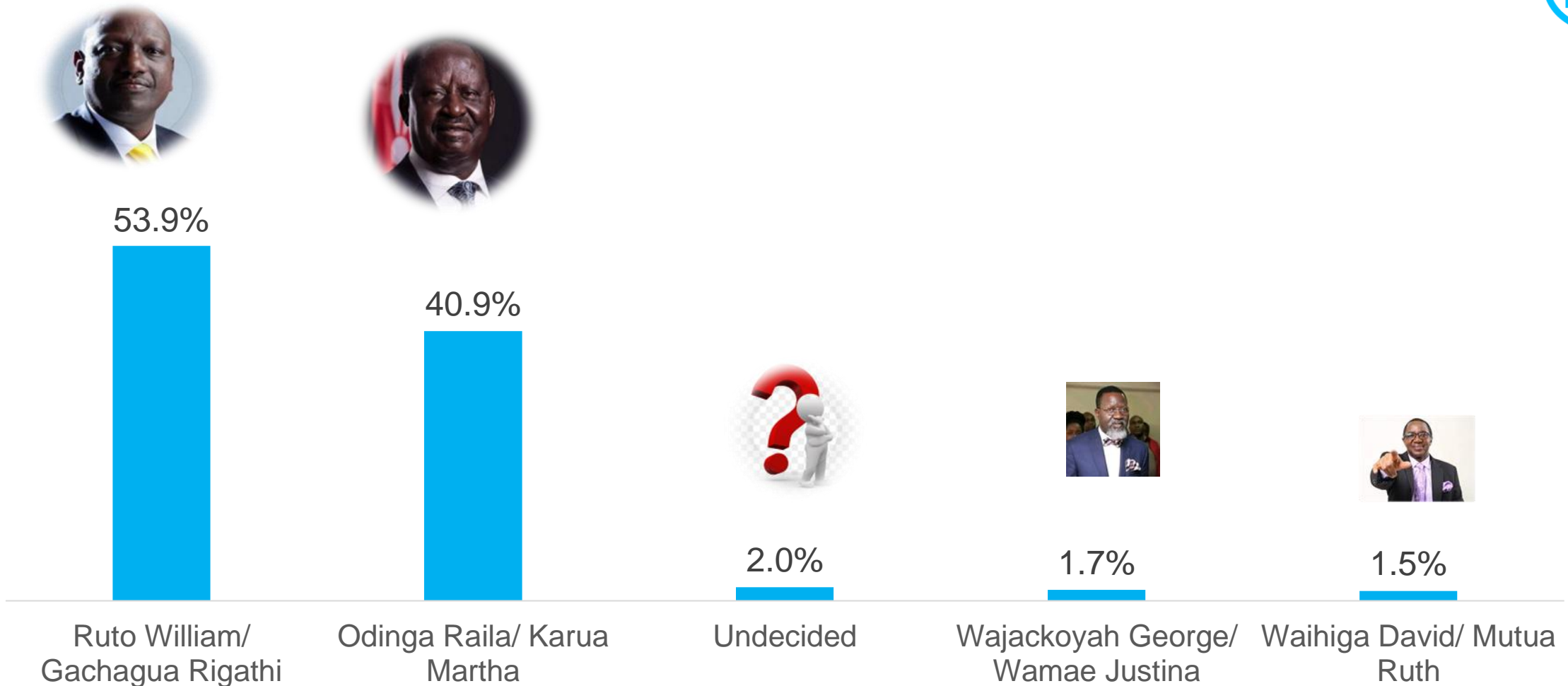
Q. If elections were held today, who would you most likely vote for as President/Deputy President?

Candidate Preference by Gender: Male



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

Candidate Preference by Gender: Female



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



End

Thank you