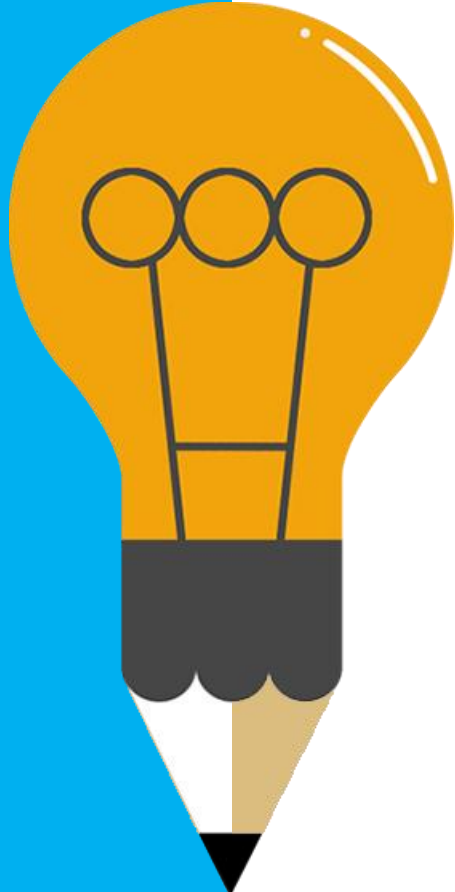


# Public Opinion Poll Report: Presidential Popularity Ratings

July 2022

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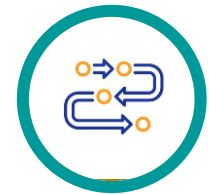
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# Methodology Overview



Target population	Respondents in our database across Kenya who claimed to be registered voters
Sampling	A national random sample was drawn from a database of registered voters across the country. 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



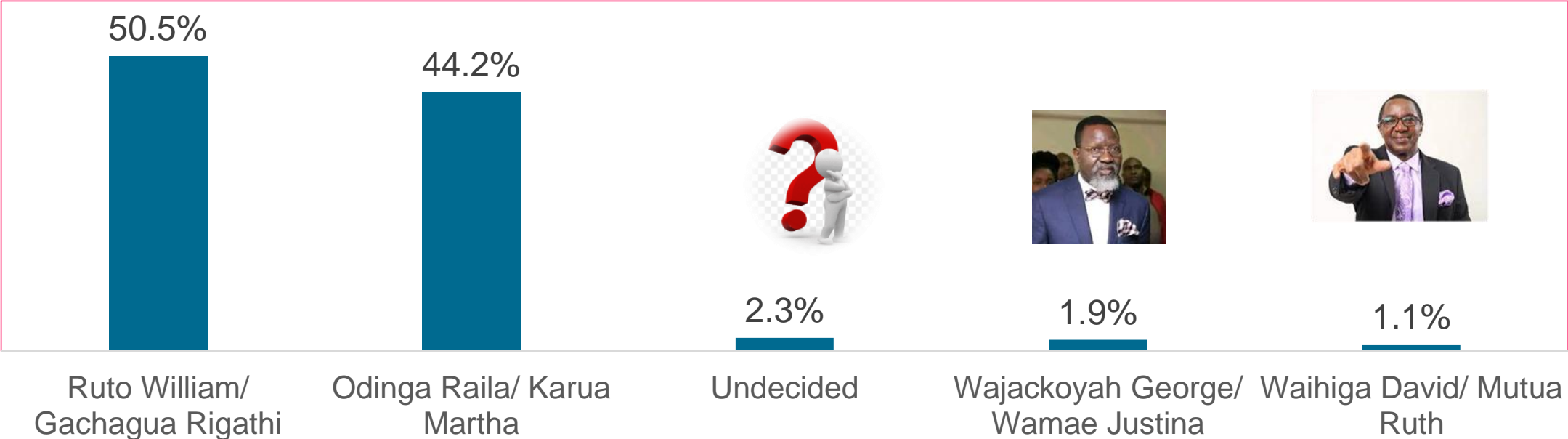
County	Female Respondents	Male Respondents	Total No. Respondents		No. of registered voters (IEBC 2022)	
Samburu	131	247	378	1.54%	100,014	0.45%
Trans Nzoia	227	393	620	2.52%	398,981	1.81%
Uasin Gishu	325	545	870	3.54%	506,138	2.29%
Elgeyo/Marakwet	206	379	585	2.38%	213,884	0.97%
Nandi	250	460	710	2.89%	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 - Overall

□ Dr. William Ruto lead in overall results with 50.5% preference (N=24,599)



Dr.Ruto is likely to manage a first time round win against his competitor going by the data. Almost half of the respondents Country wide would prefer D.r.William Ruto as their president today



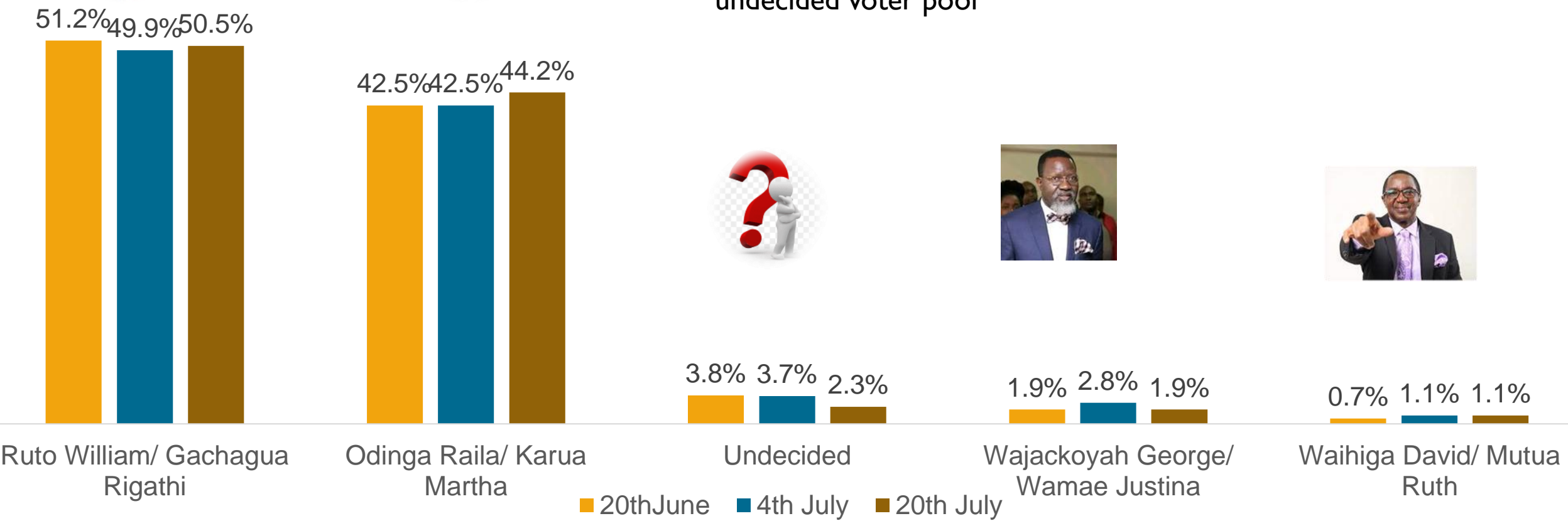
**Q. If elections were held today, who would you most likely vote for, as The President/Deputy President?**

Base = 24,599 Respondents  
Margin of Error: 0.5%

# Preferred 2022 Presidential Candidate: Comparative



Changes observed in this poll are slight increases for D.r William Ruto and Hon.Raila Odinga and a slight drop in the undecided voter pool



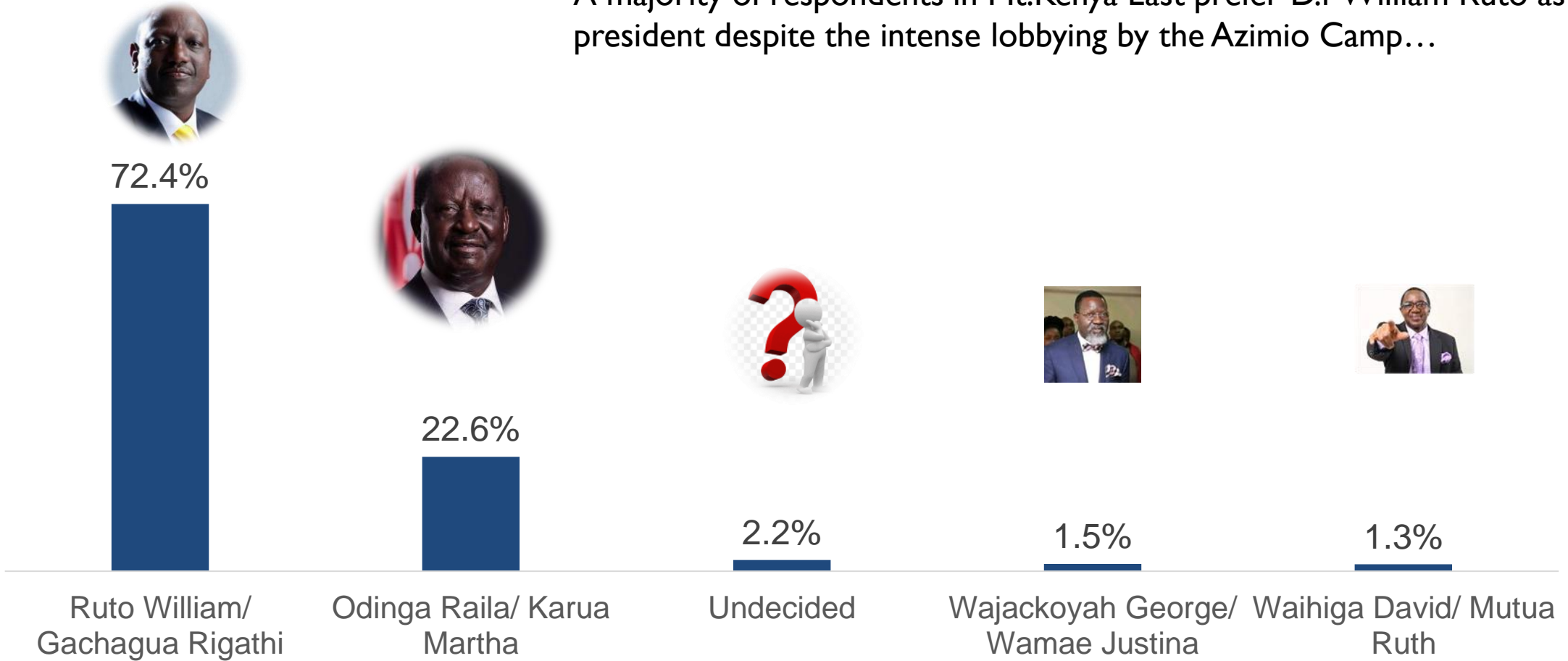
Q. If elections were held today, who would you most likely vote for as President/Deputy President?

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

# Preferred 2022 Presidential Candidate — Mt Kenya East (1,482)



A majority of respondents in Mt.Kenya East prefer D.r William Ruto as their president despite the intense lobbying by the Azimio Camp...



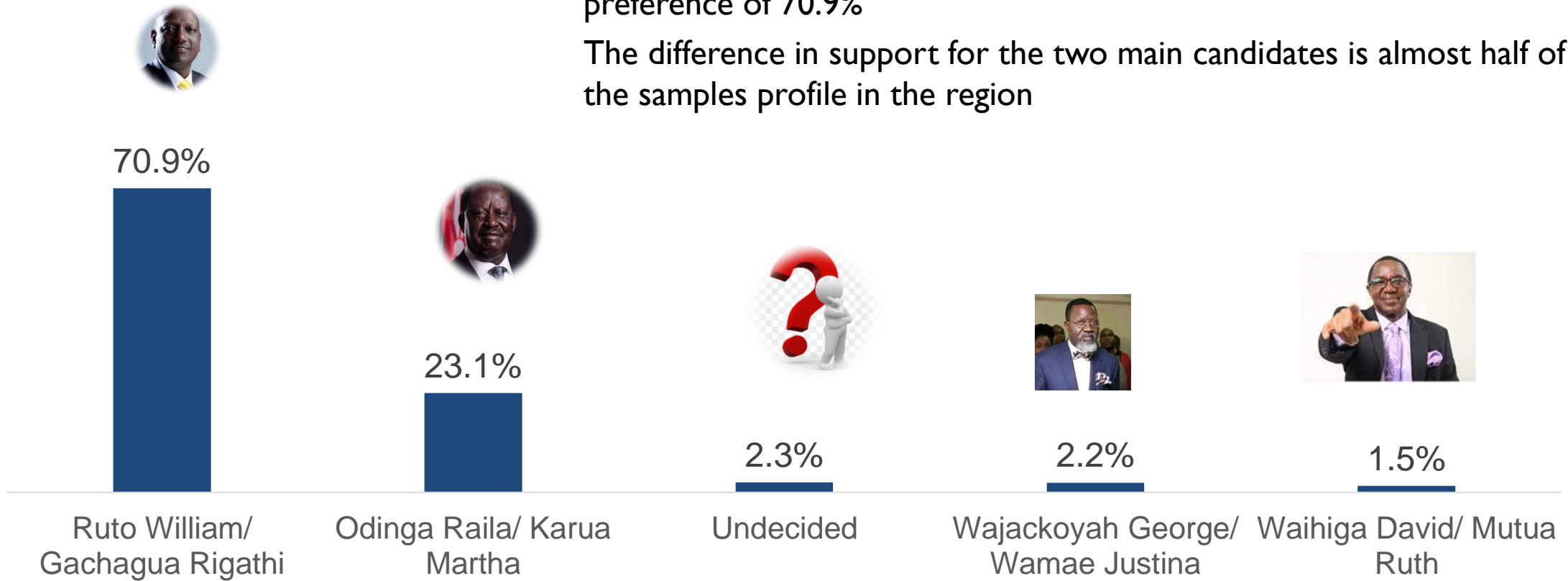
*Q. If elections were held today, who would you most likely vote for, as The President/Deputy President?*



# Preferred 2022 Presidential Candidate — Mt Kenya West (2,189)

The mountain has maintained their unwavering support for the DP. At preference of 70.9%

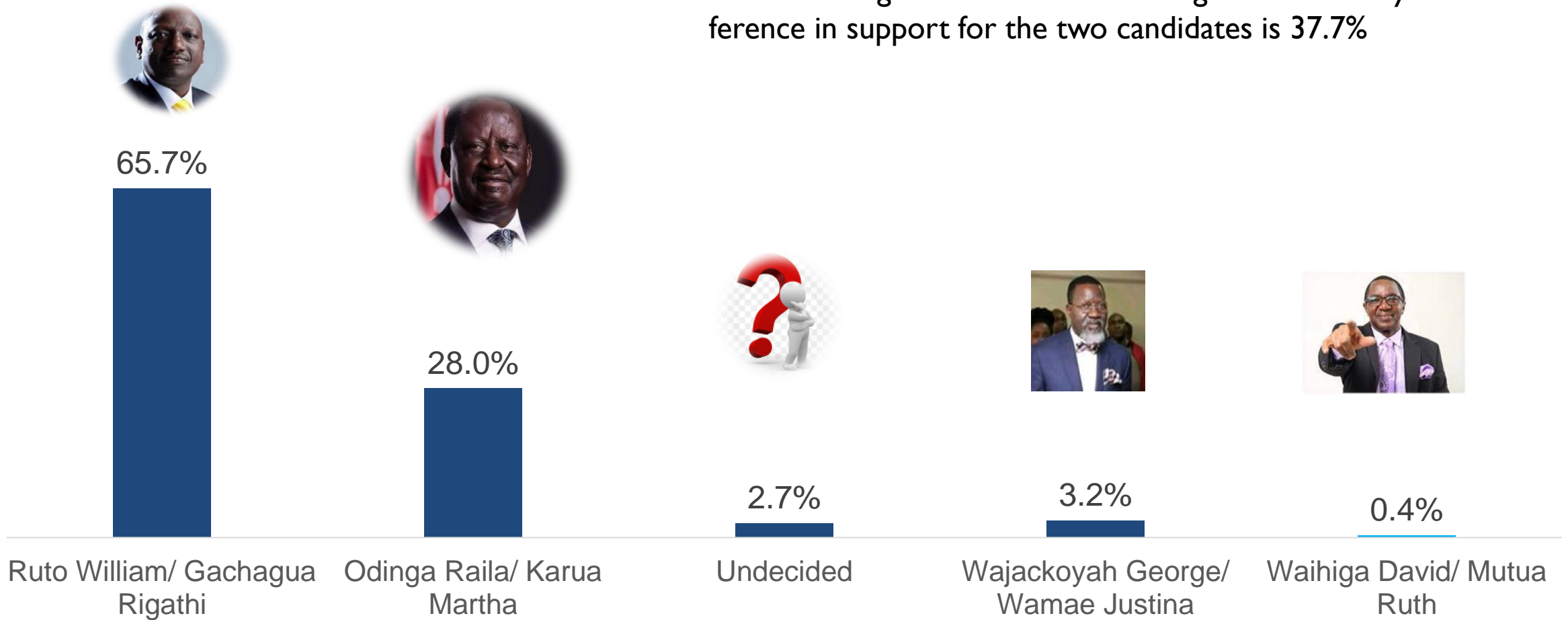
The difference in support for the two main candidates is almost half of the samples profile in the region



***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 (1,066)

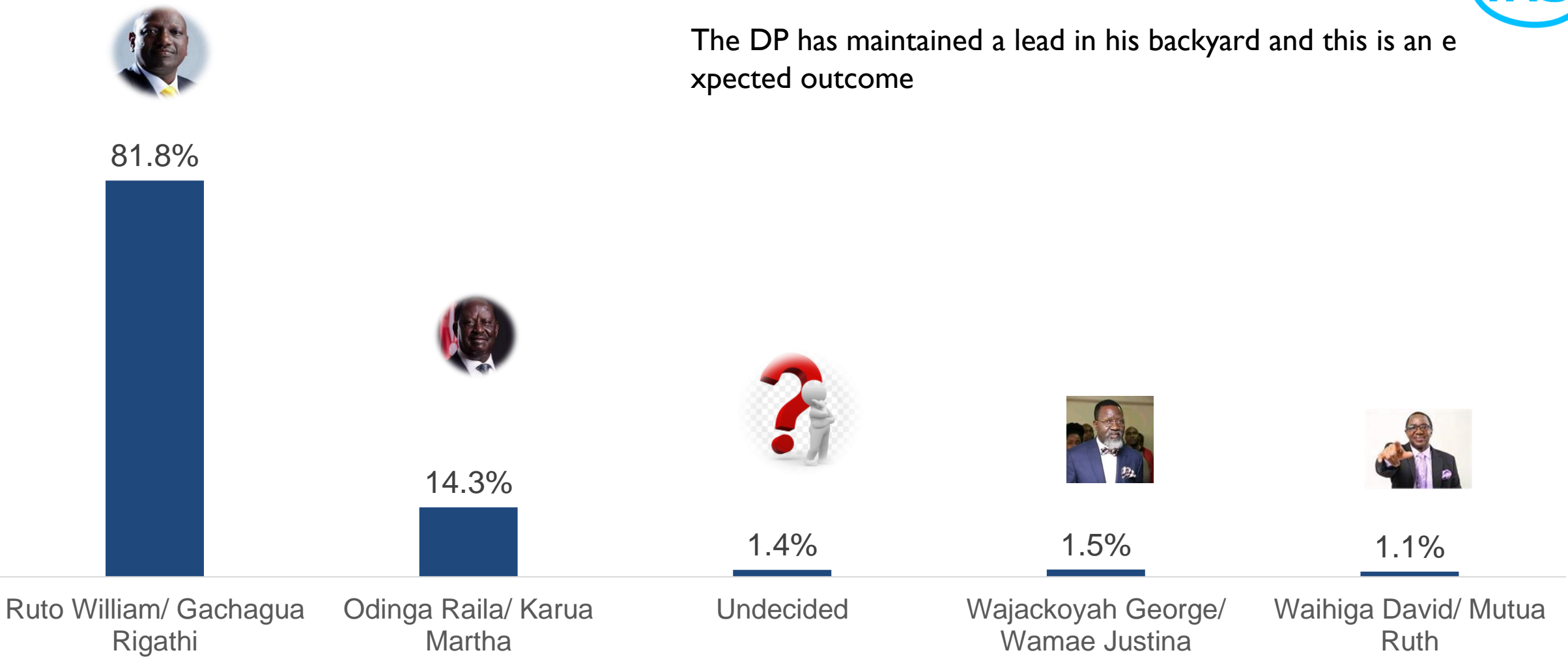
In Mt.Kenya Diaspora(Nakuru&Laikipia) The preference of voters is still aligned to voters in the larger central Kenya. The difference in support for the two candidates is 37.7%



**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=4,393)

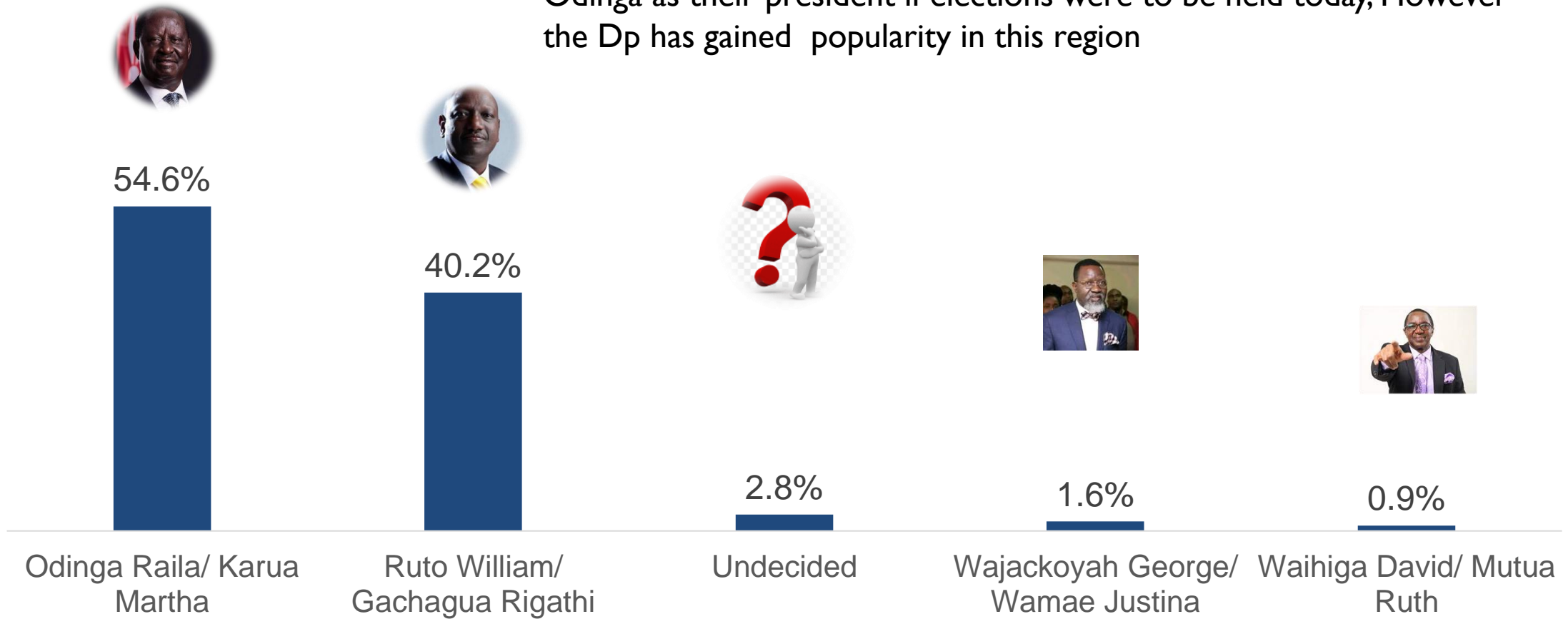
The DP has maintained a lead in his backyard and this is an expected outcome



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

# Preferred 2022 Presidential Candidate — Coast (N= 2,245)

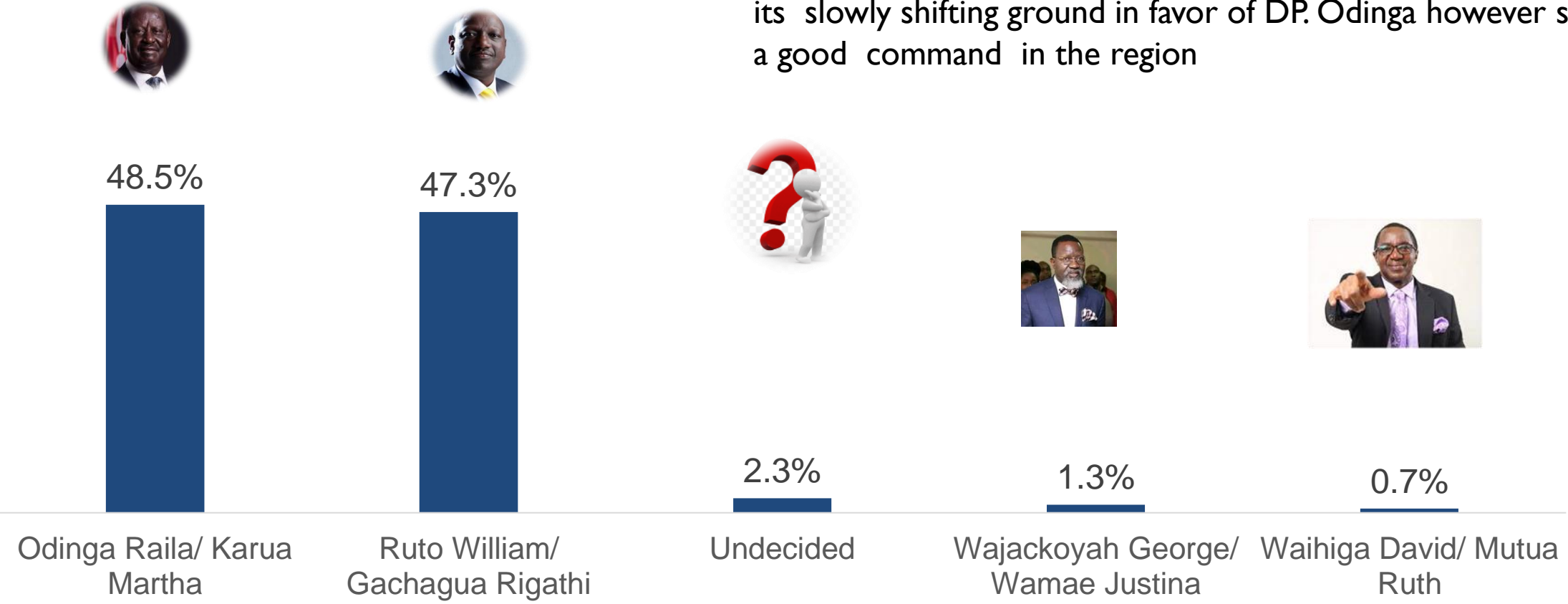
Almost Half of the respondents In coastal Region prefer Hon.Raila Odinga as their president if elections were to be held today, However the Dp has gained popularity in this region



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

# Preferred 2022 Presidential Candidate —Northern Kenya (2,099)

Northern Kenya which for a long time has been an ODM stronghold has maintained their support of Hon.Raila.Odinga but its slowly shifting ground in favor of DP. Odinga however still has a good command in the region

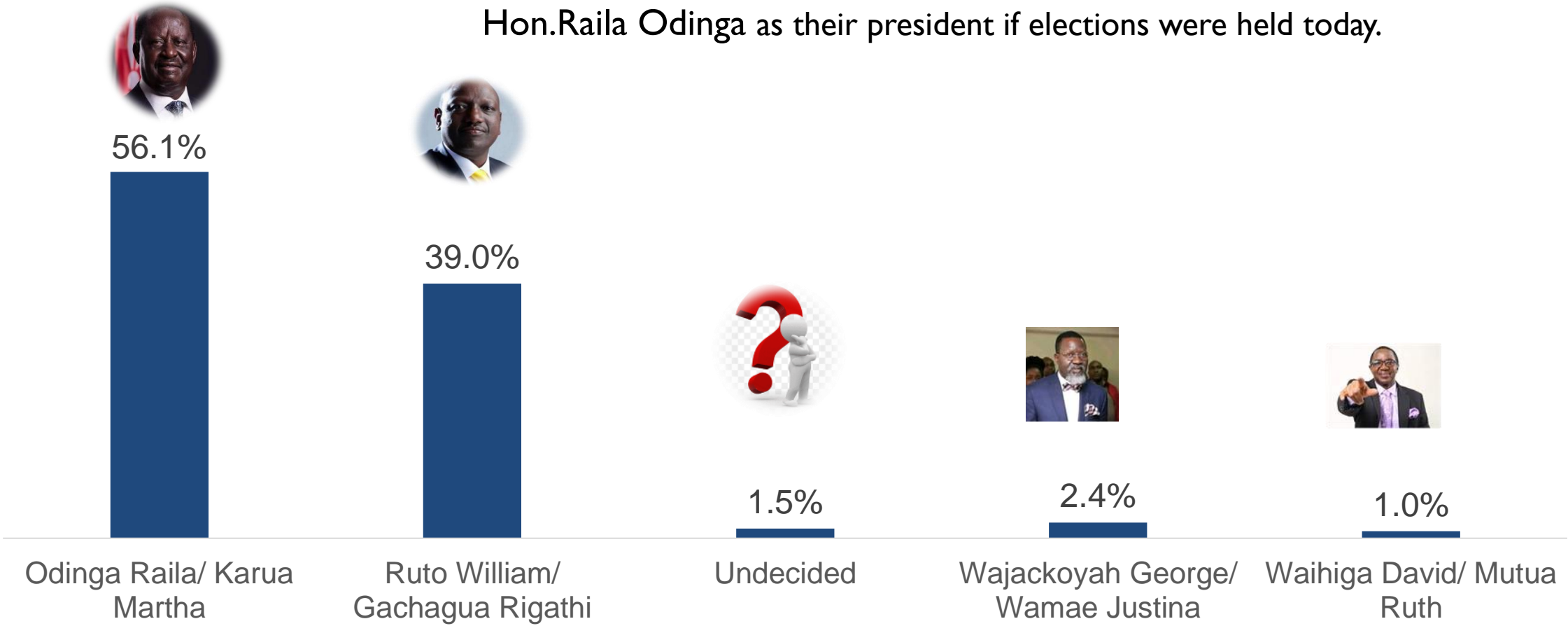


**Q. If elections were held today, who would you most likely vote for, as The President/Deputy President?**

# Preferred 2022 Presidential Candidate — South Eastern Kenya (1,429)



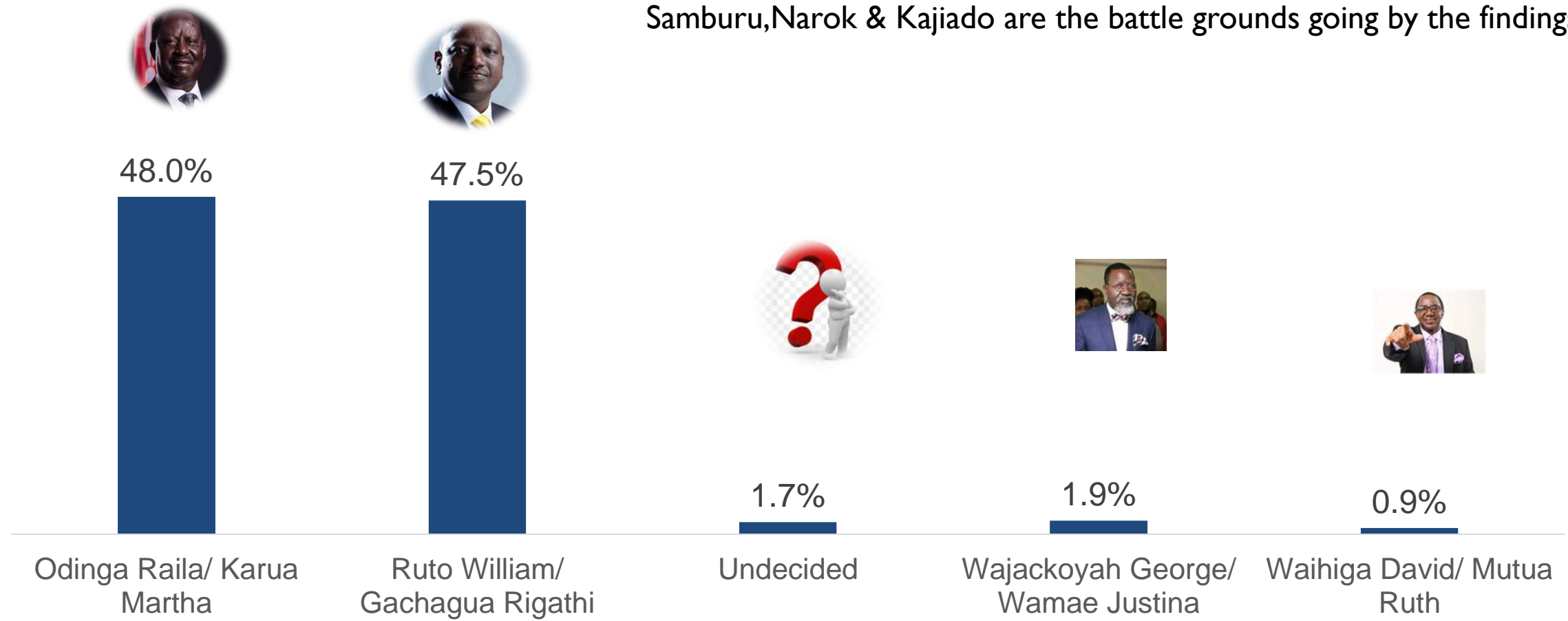
A majority of respondents in South Eastern Region are Likely to vote for Hon.Raila Odinga as their president if elections were held today.



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

# Preferred 2022 Presidential Candidate — Maa Rift (1,291)

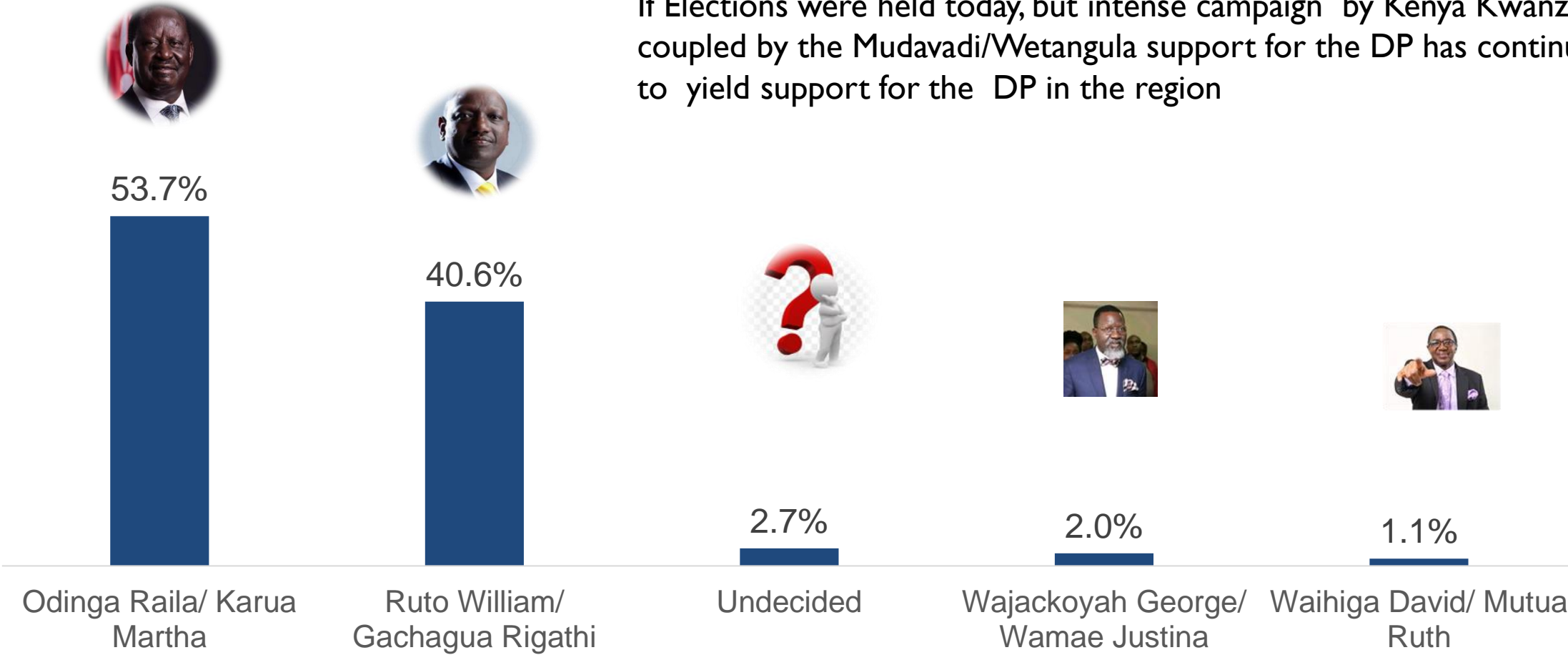
The Maa community leaders are sharply divided and so are the voters. Samburu, Narok & Kajiado are the battle grounds going by the findings



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

# Preferred 2022 Presidential Candidate — Western Kenya (N=3,050)

Nearly Half of the respondents are likely to vote for Hon.Raila Odinga, If Elections were held today, but intense campaign by Kenya Kwanza coupled by the Mudavadi/Wetangula support for the DP has continued to yield support for the DP in the region



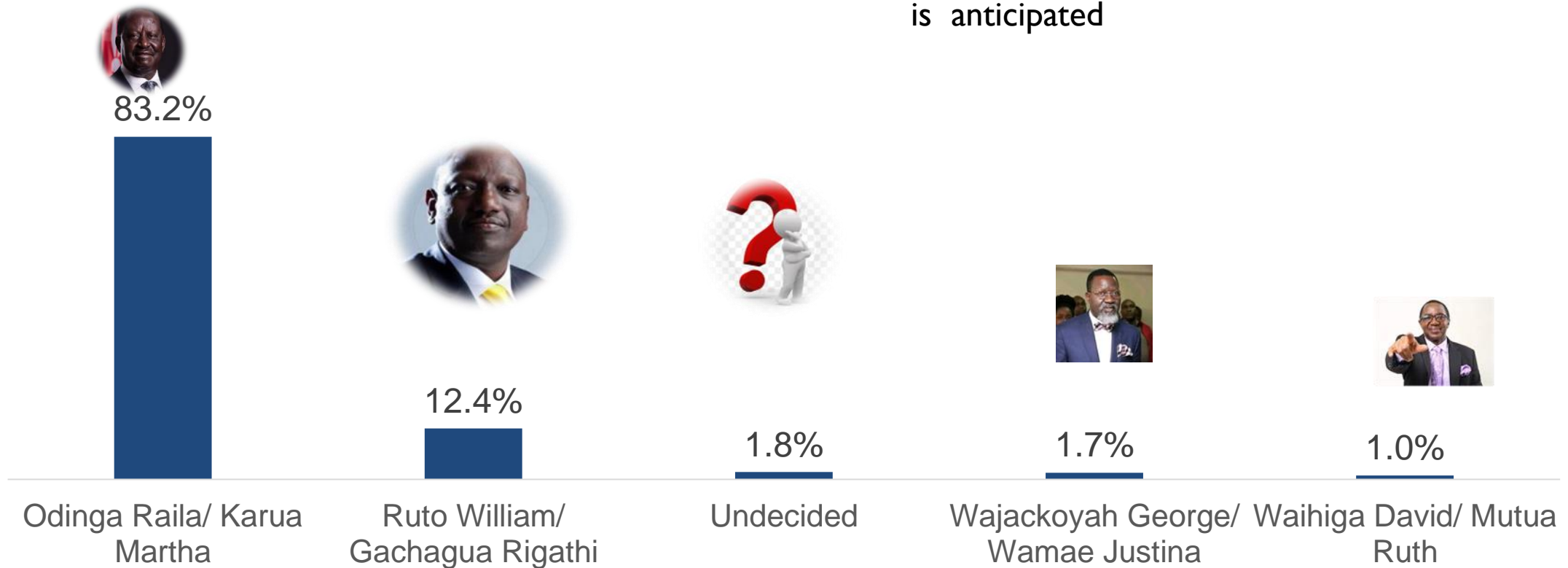
**Q. If elections were held today, who would you most likely vote for, as The President/Deputy President of Kenya?**



# Preferred 2022 Presidential Candidate – Central Nyanza (N=2,702)



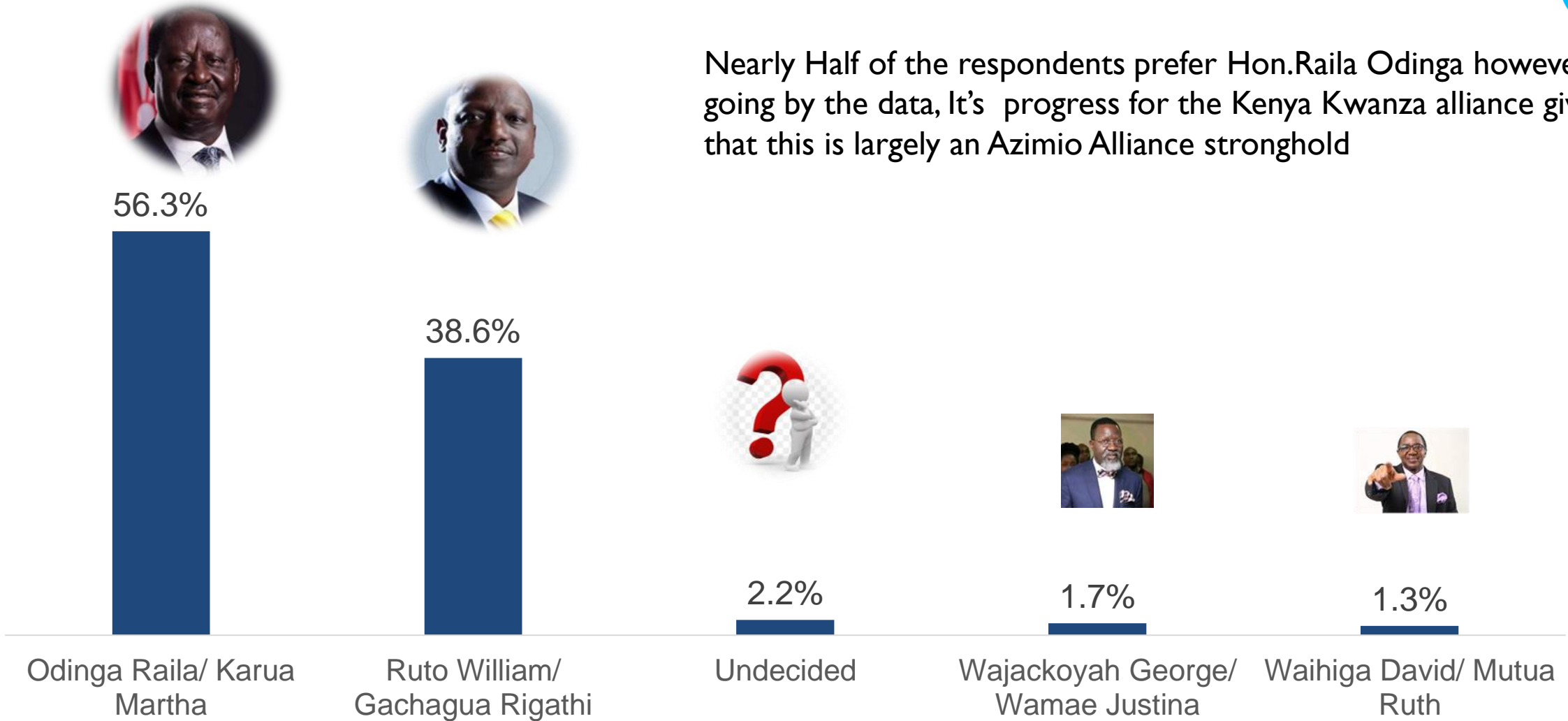
Hon.Odinga maintains a strong lead in the region which is anticipated



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

# Preferred 2022 Presidential Candidate — South Nyanza (1,246)

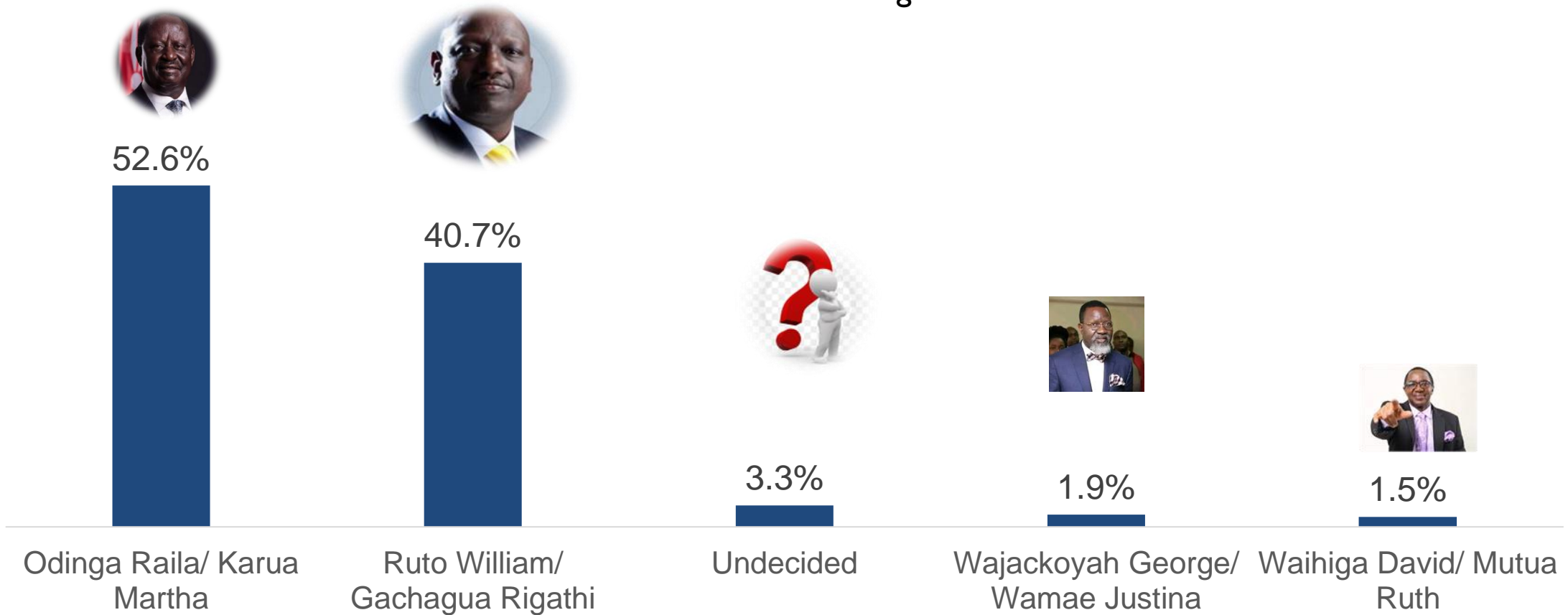
Nearly Half of the respondents prefer Hon.Raila Odinga however going by the data, It's progress for the Kenya Kwanza alliance given that this is largely an Azimio Alliance stronghold



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

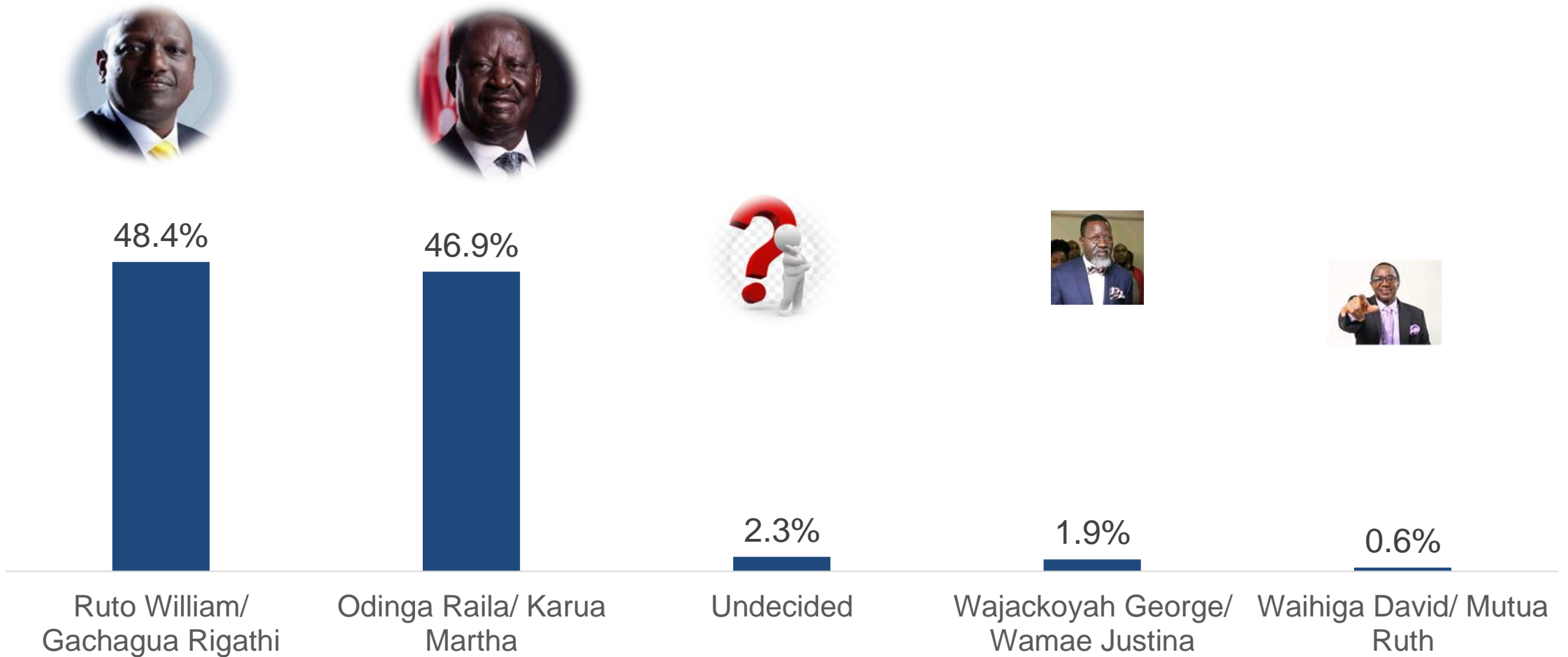
# Preferred 2022 Presidential Candidate — Nairobi (N=1,407)

Hon. Raila Odinga has maintained the lead in Nairobi



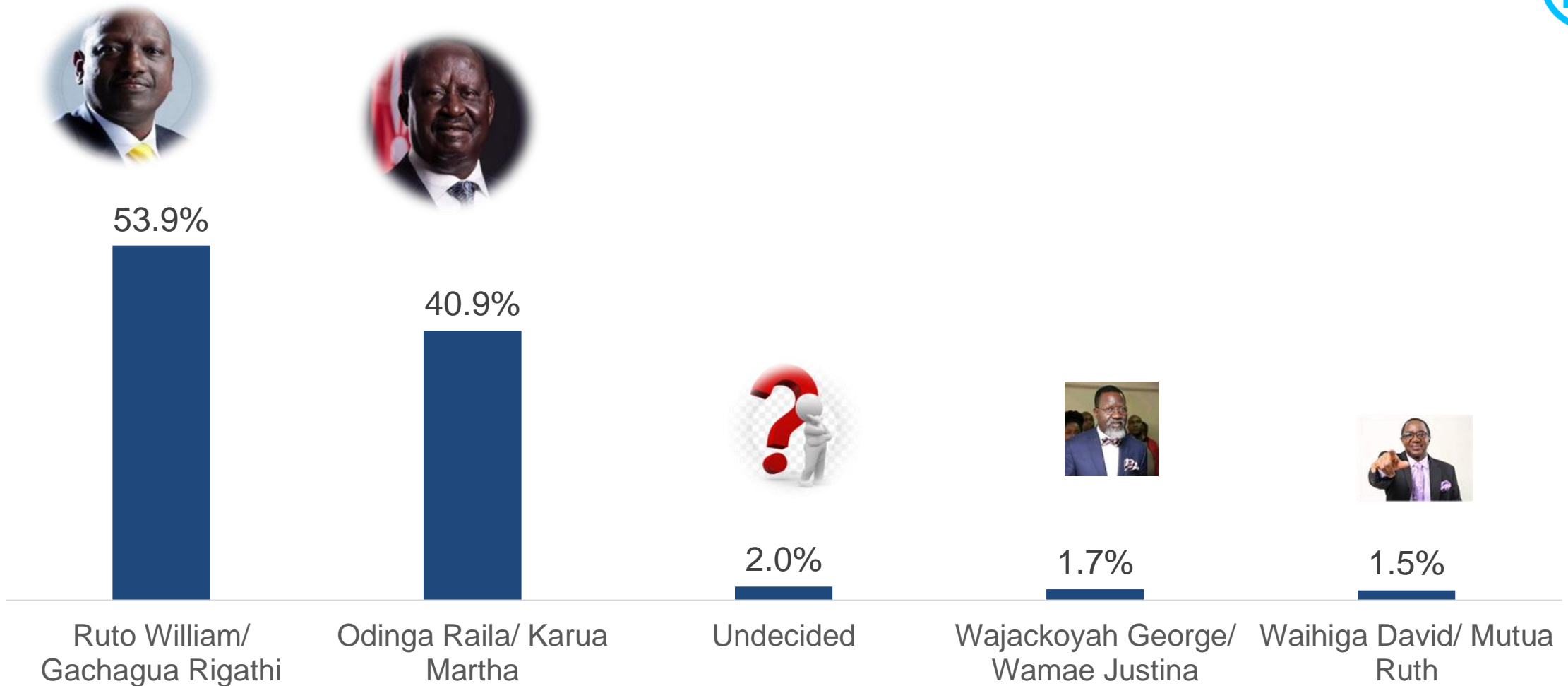
*Q. If elections were held today, who would you most likely vote for, as The President/Deputy President?*

# 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?**



End

Thank you