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# KENYA PUBLIC OPINION POLL

Research Report

August 2024

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# ABOUT RESEARCH 8020 LIMITED

# • Research 8020 Limited

- ❑ Research 8020 is an award-winning Pan-African consumer and social research company that helps organizations gather insights needed for innovation and growth of their products & services.
- ❑ We assist organizations in acquiring the insights necessary for the innovation and growth of their products and services.
- ❑ Our solutions enable you to gain a deep understanding of your customers and stakeholders, uncover new opportunities, anticipate economic and industrial changes, and keep track of your competitors.
- ❑ We employ cutting-edge techniques to ensure that our surveys provide significant value to your organization.
- ❑ Our services are optimized to deliver high-quality results quickly and affordably.

# Our Coverage

We have conducted over 300+ projects in Africa and Middle East. These include:

- Focus group discussions
- Key informant interviews
- Journey maps
- In-depth interviews
- Ethnography
- Immersions
- Observations
- Household interviews
- Telephonic interviews
- Online interviews
- Street intercepts
- Hall tests
- In-home use tests
- Mall exit interviews



# Certification



**National Commission for Science,  
Technology and Innovation**

# Awards

BEST PAN-AFRICAN RESEARCH COMPANY 2019



African Business  
Excellence Awards

TOP B2B COMPANY IN AFRICA 2020



MOST TRUSTED MARKET RESEARCH & ANALYTICS COMPANY AFRICA 2021



# BACKGROUND



# Introduction

- ❖ Opinion Polls are a **scientific nonbiased surveys** designed to measure the public's views on topics that directly touch on them
- ❖ Opinion Polls are a **crucial component** of modern democratic societies and play an important role in politics.
- ❖ They provide a systematic way of **gauging public sentiment**, offering insights that can **shape policy** and inform various aspects of **governance and business**.
- ❖ They also provide **valuable insights** and spark **meaningful discussions** about the **current political landscape** and **public opinion**.
- ❖ They offer a means of measuring and understanding the **collective voice of society**, ultimately contributing to more responsive and **effective governance, business practices, and public discourse**.

# Research Design Summary

ACTIVITY	National Opinion Poll
APPROACH	Quantitative
DATA COLLECTION	Computer Assisted Telephonic Interviews
TARGET	Kenya residents 18+ years
SAMPLE	N=2,480
DATA COLLECTION DATES	1 <sup>st</sup> to 12 <sup>th</sup> August 2024
RESEARCH FUNDING	100% Research 8020 limited
COVERAGE	Nationwide
MARGIN OF ERROR	+/-2.02% 95% Confidence Level

# DEFINITIONS

AGE as at 2024	DEFINITION	NATIONAL POPULATION*	PERCENTAGE OF POPULATION
15-29 years	Generation Z (Gen Z)	11,145,872	51%
30-44 years	Generation Y (Millennials)	6,004,307	27%
45-59 years	Generation X (Gen X)	2,940,904	13%
60+ years	Baby Boomers (Boomers)	1,926,051	9%

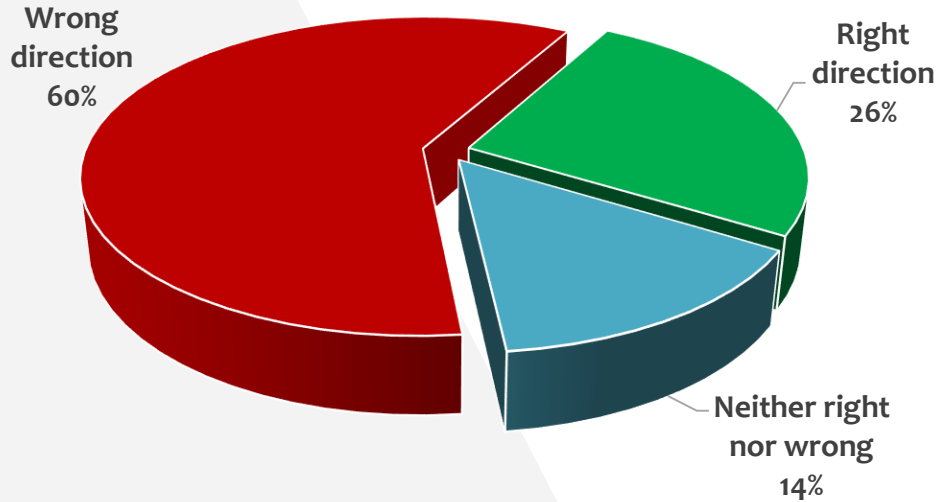
\*KNBS Data

# CURRENT POLITICAL LANDSCAPE

# Kenya's Direction

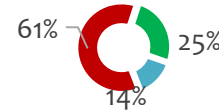
Q. In your own opinion, would you say the country is headed in the right or wrong direction?

## NATIONWIDE



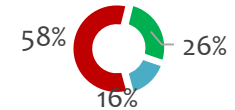
## GEN Z

■ Right ■ Neither ■ Wrong



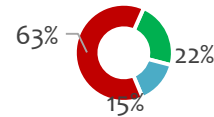
## MILLENNIALS

■ Right ■ Neither ■ Wrong



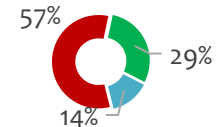
## GEN X

■ Right ■ Neither ■ Wrong



## BOOMERS

■ Right ■ Neither ■ Wrong



Kenyans are pessimistic about the future, as the current state of affairs does not inspire hope for positive future outcomes.

# Pressing National Issues

*Q. What would you say are the MOST IMPORTANT issues affecting you that you would wish addressed by...?*

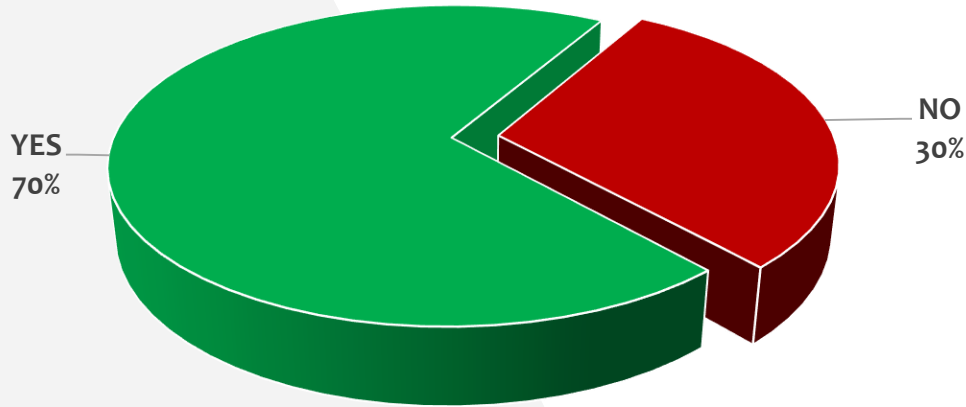
THE COUNTY GOVT
Poor roads
Unemployment
Access to clean water
Access to healthcare
Quality of education
Corruption & poor governance
Insecurity/Crime

THE NATIONAL GOVT
High cost of living/taxes
Unemployment
Corruption & poor governance
Education system improvements
Insecurity/crime
Poor infrastructure/ roads
Healthcare accessibility and quality

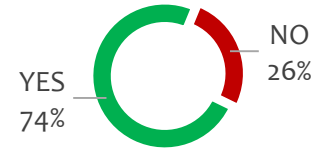
# Support for Maandamano

Q. Do you support the ongoing protests/maandamanos?

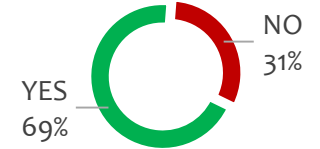
## NATIONWIDE



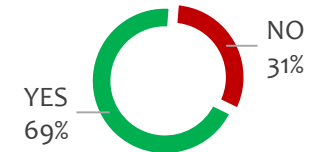
### GEN Z



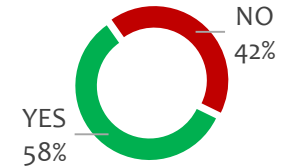
### MILLENNIALS



### GEN X



### BOOMERS



Most Kenyans support the protests, but this support decreases with age. Older generations are generally more opposed to the protests compared to their younger counterparts.

# Counties Opposed to Maandamano

Q. Do you support the ongoing protests/maandamanos? (NO ONLY)

## Maandamano Opposers

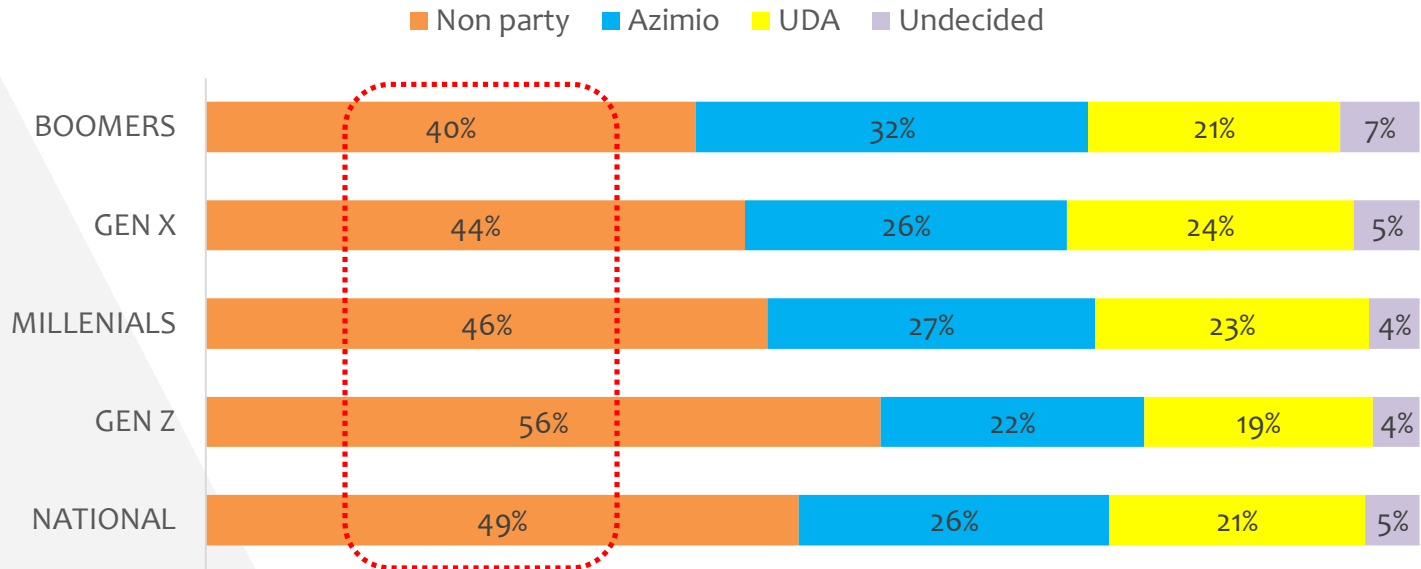


Of the 47 counties, 7 are either opposed to or have a neutral stance on the ongoing protests. Most of these counties are located in the Rift Valley and North Eastern regions, with Baringo County being the most vocal in its opposition.



# Political Party Affiliation

Q. Which political party do you feel closest to

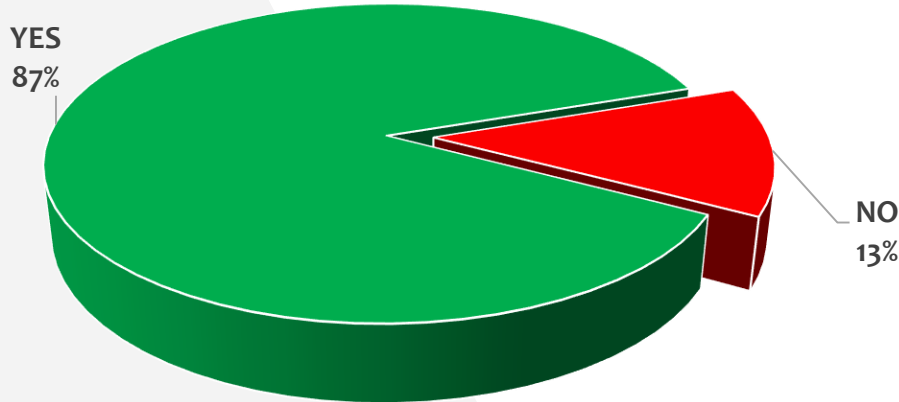


Many Kenyans, particularly Gen Z, feel that current political parties do not align with their values, highlighting a significant gap that could pave the way for a new political movement.

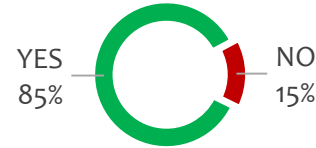
# Voting Intent in 2027

Q. Do you plan to vote in the next general elections in 2027?

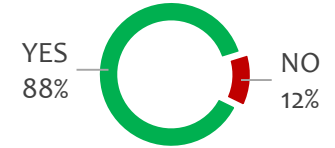
## NATIONWIDE



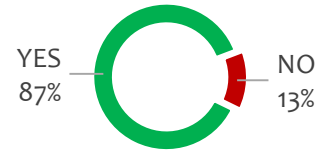
## GEN Z



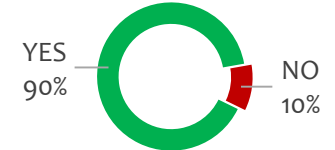
## MILLENNIALS



## GEN X



## BOOMERS

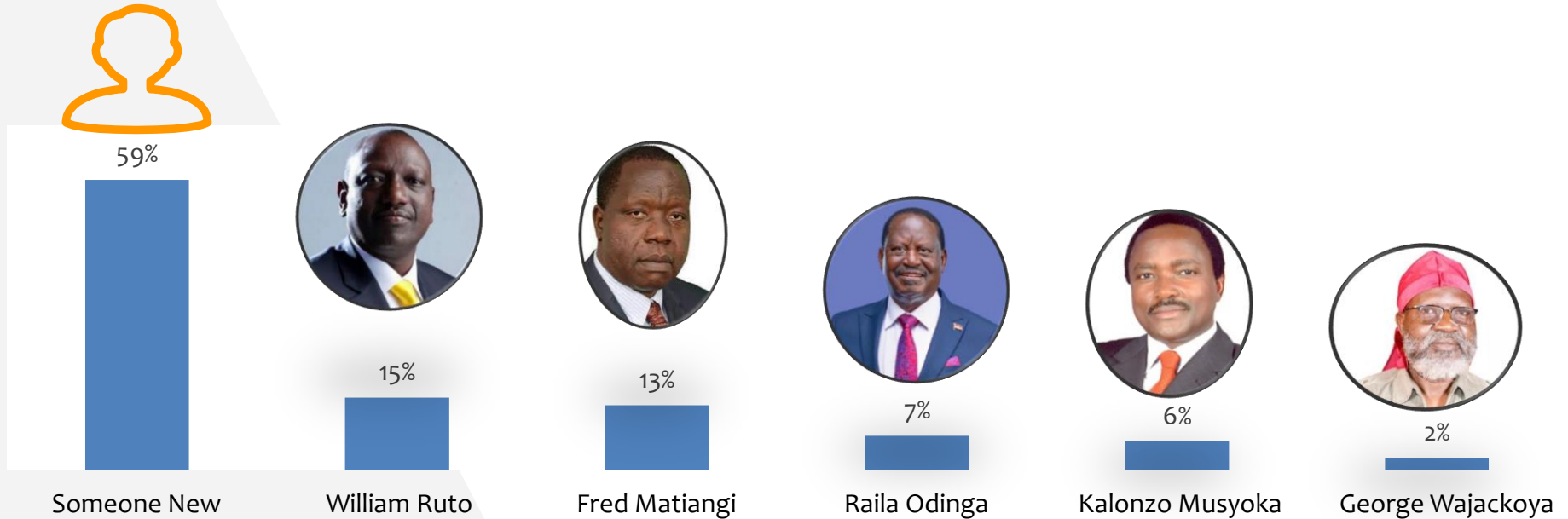


The majority of the population, 87%, translating to ~19 million people, plan to vote in the 2027 elections, a significant increase from the 65% or ~14 million who voted in 2022. This shift indicates that Kenyans recognize the significant impact elected officials have on their lives and are more determined to influence who assumes leadership roles.

# PRESIDENTIAL ELECTIONS

# Preferred Presidential Candidate

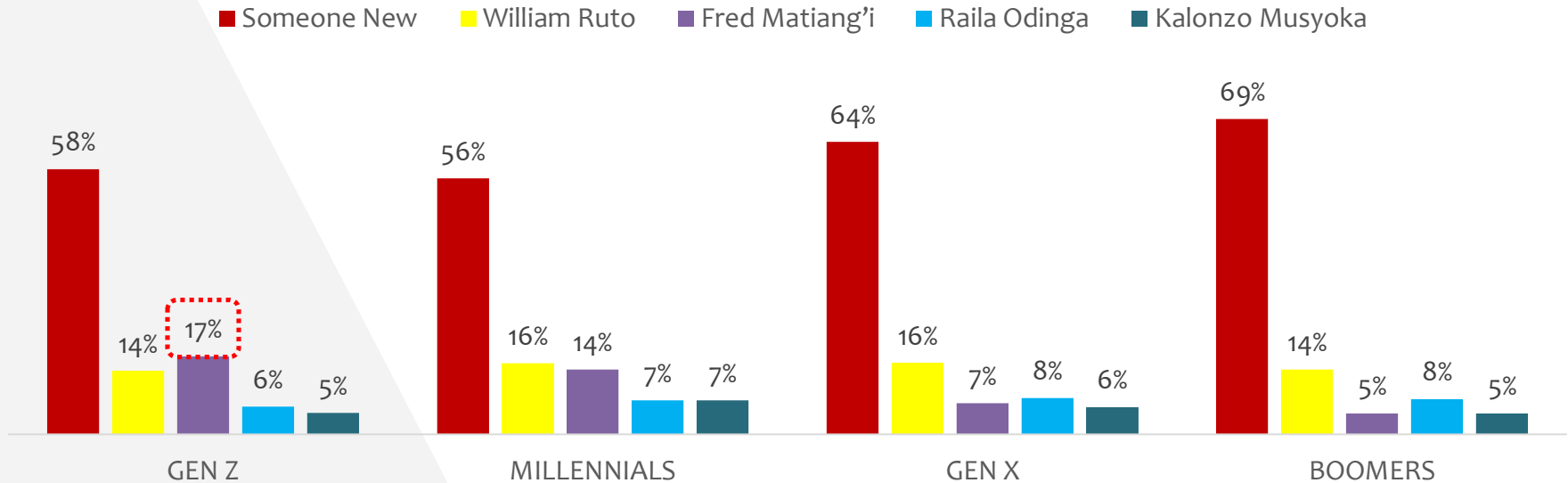
Q. If presidential elections were held in Kenya today, whom would you vote for?



Most Kenyans would prefer a new president who is not one of the current prominent politicians. Interestingly, Fred Matiang'i has gained significant popularity, surpassing established figures like Raila Odinga and Kalonzo Musyoka.

# Top 5 Candidates by Generation

Q. If presidential elections were held in Kenya today, whom would you vote for?

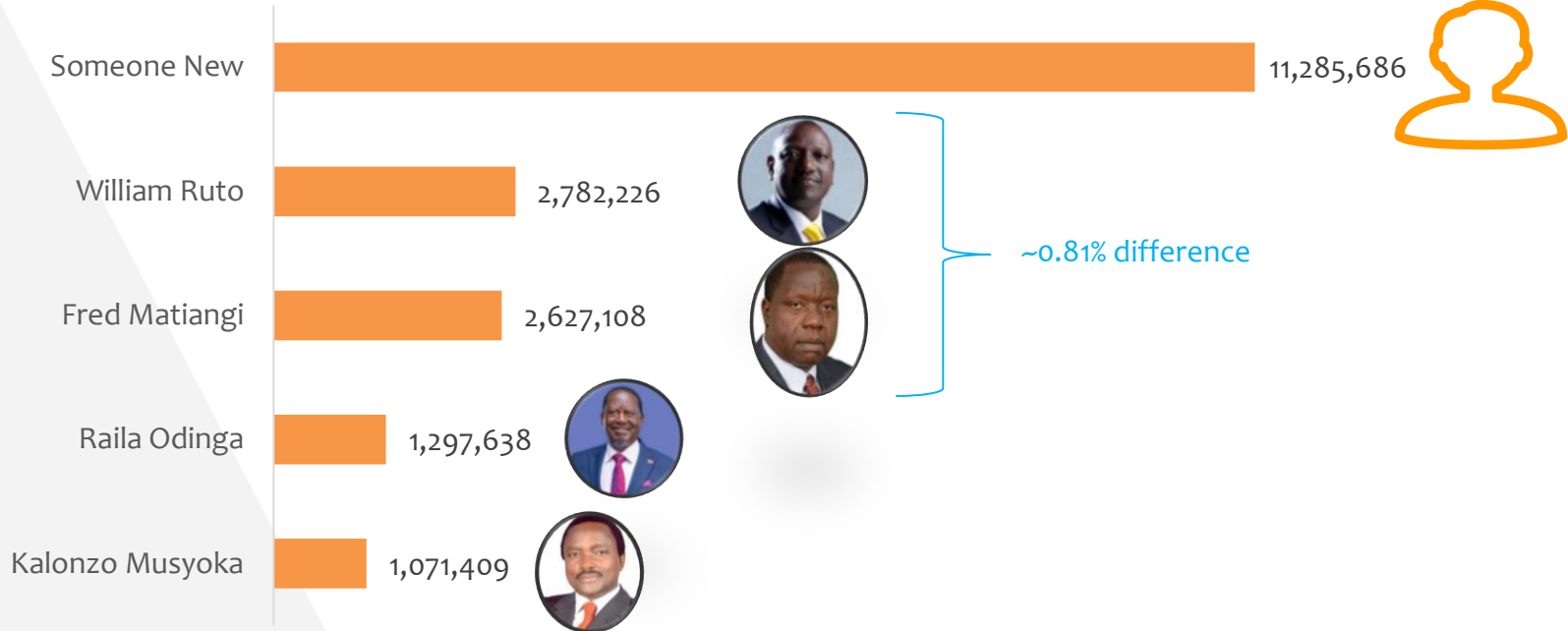


Although most Kenyans prefer a new candidate, President William Ruto has the strongest support among older generations, while Fred Matiang'i leads among Gen Z and Millennials.

Its worthy to note that none of the candidates currently have enough support to secure a victory in an election.

# How the Ballot Would Look Like\*\*

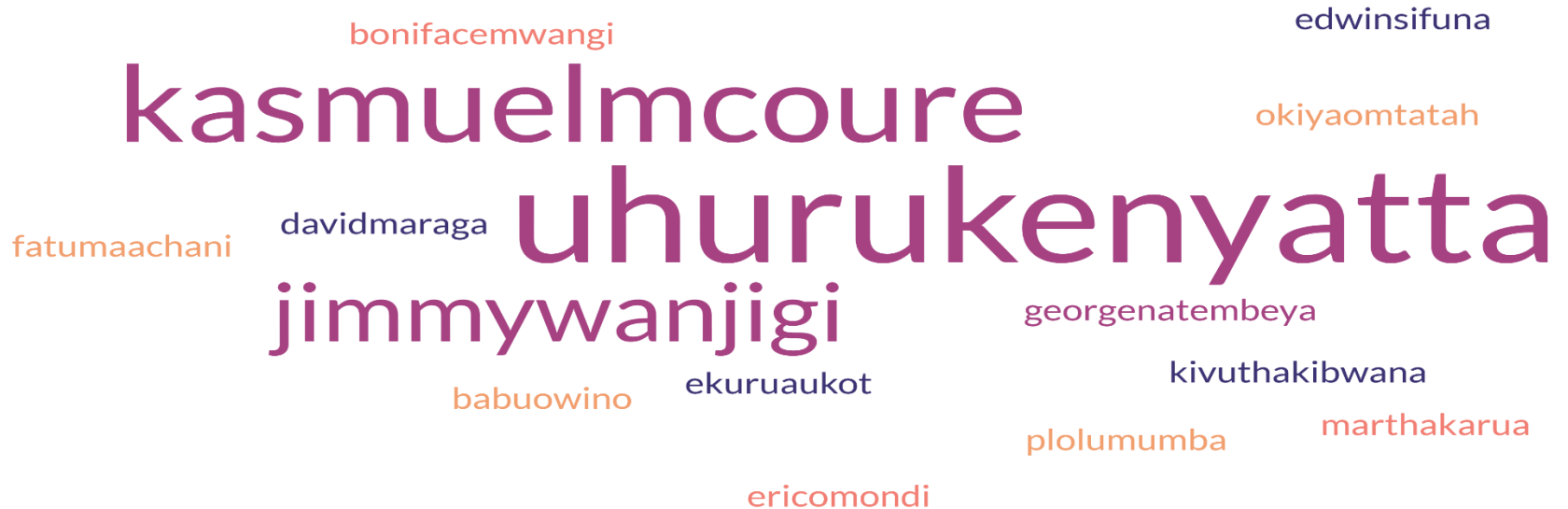
Q. If presidential elections were held in Kenya today, whom would you vote for?



\*\*Data weighted against voting intention & 2022 IEBC registered voters by age

# Who is 'Someone New'...?

Q. Please specify whom you would vote for as President?



The term "someone new" didn't always imply an unfamiliar figure. Although the responses were varied, Uhuru Kenyatta, Kasmuel McOure, and Jimi Wanjigi were the most frequently mentioned. This suggests that the favored "new" candidates are well-known figures who are popular but publicly anti-establishment.

# APPROVAL RATING FOR NEW CABINET



# CS With High Support 70%+

Q. Do you approve the appointment of the following cabinet secretaries?



**Eric Muga**  
Water, Sanitation,  
Irrigation  
74%



**Dorcas Oduor**  
Attorney General  
72%



**Margaret Ndungu**  
Information, Comm,  
Digital Econ  
72%



**Debra Mulongo**  
Health  
71%



**Andrew Karanja**  
Agriculture &  
Livestock  
70%



**Beatrice Askul**  
EAC  
70%

Cabinet Secretaries who were previously 'unknown' gained significant public favor, indicating widespread dissatisfaction with the previous, more familiar officials.

# CS With Medium Support 50-69%

Q. Do you approve the appointment of the following cabinet secretaries?



**Opiyo Wandayi**  
Energy & Petroleum  
67%



**Rebecca Miano**  
Tourism Wildlife  
66%



**John Mbadi**  
Treasury  
65%



**Salim Mvurya**  
Investments Trade Industry  
64%



**Julius Migosi**  
Education  
63%



**Kithure Kindiki**  
Internal  
62%



**Alfred Mutua**  
Foreign Affairs  
62%



**Justin Muturi**  
Public Service  
61%



**Soipan Tuya**  
Defence  
61%



**Hassan Joho**  
Mining Blue Economy  
58%



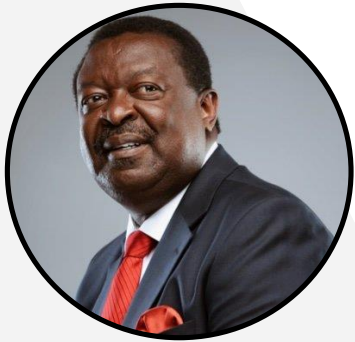
**Wycliffe Oparanya**  
Coops MSME  
57%



**Alice Wahome**  
Lands Public Works  
57%

# CSs With Minority Support <50%

Q. Do you approve the appointment of the following cabinet secretaries?



**Musalia Mudavadi**  
Foreign Affairs  
49%



**Aden Duale**  
Environment  
48%



**Davis Chirchir**  
Roads & Transport  
47%



**Kipchumba Murkomen**  
Youth, Creative, Sports  
42%

This list includes Cabinet members from the previous dissolved Cabinet, suggesting that the public views them as still being part of the ongoing issues.

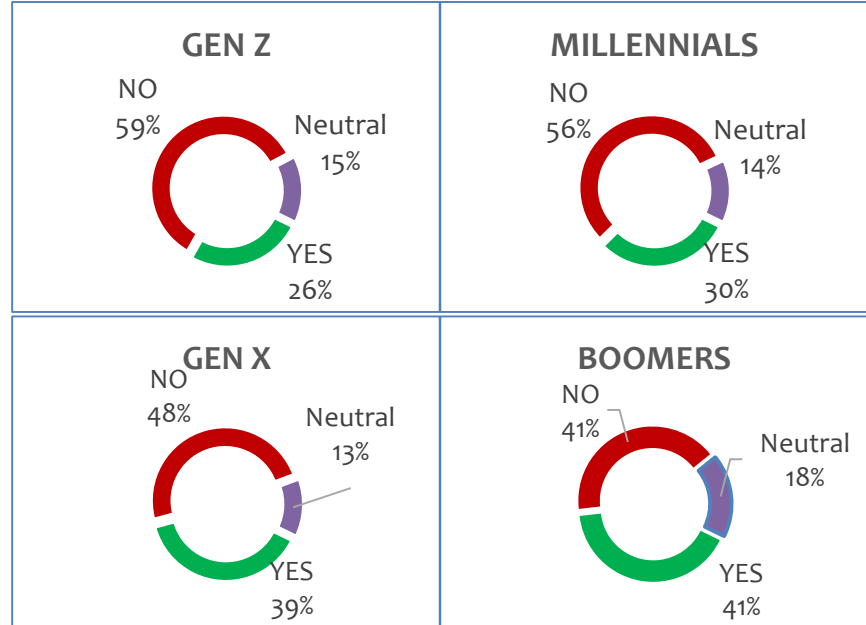
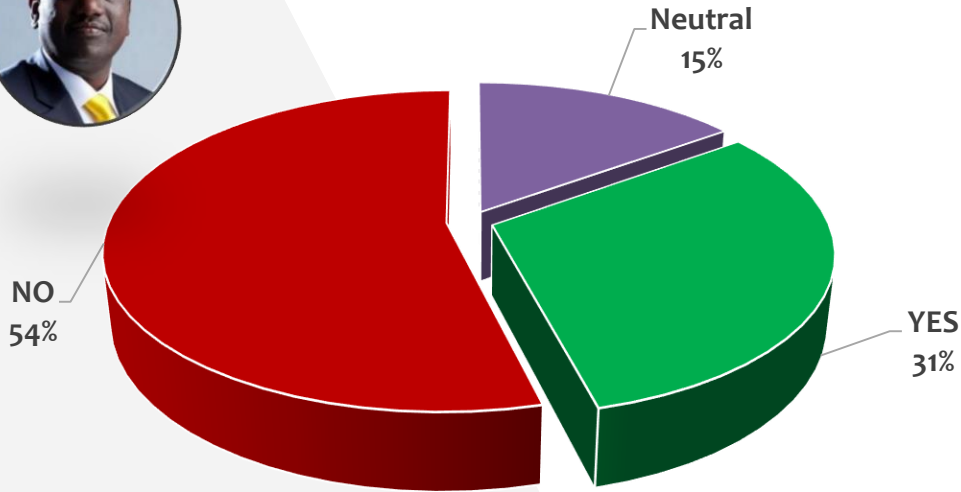
# APPROVAL RATING FOR TOP OFFICIALS

# President William Ruto

Q. Do you support President William Ruto?



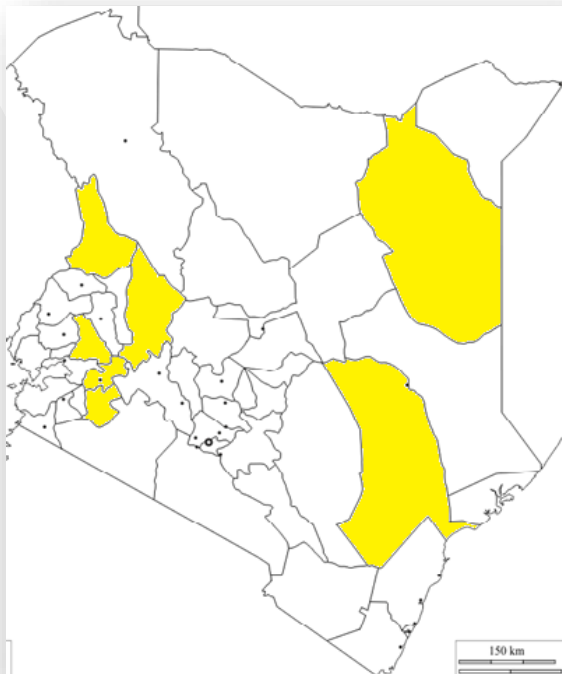
## NATIONWIDE



In the current political climate, the President has limited support, particularly among younger voters who represent a significant portion of the electorate. To secure re-election, he will need to address and improve his standing with this crucial demographic.

# Counties That Support William Ruto

Q. Do you support President William Ruto?



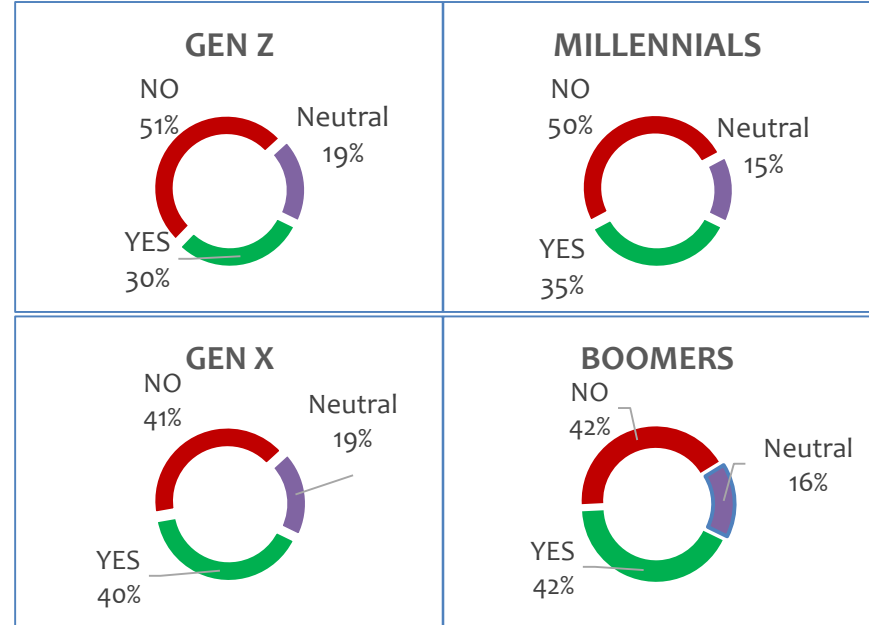
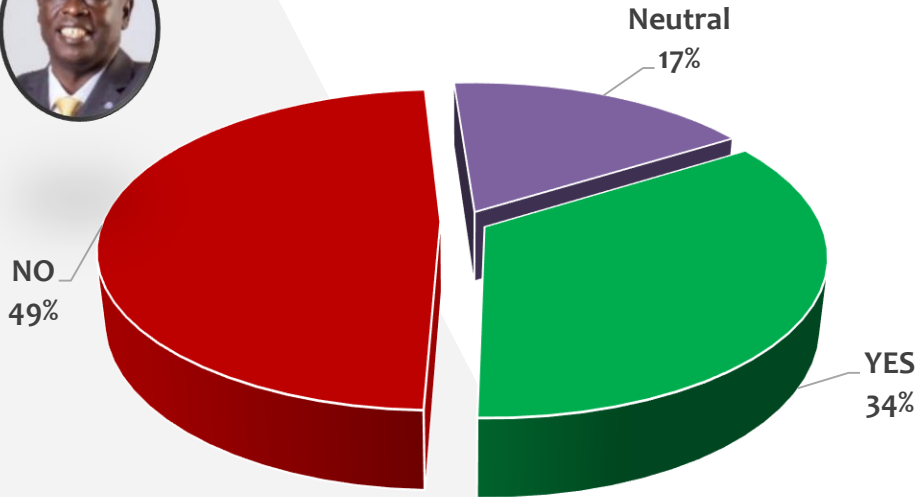
Baringo 69%  
Wajir 66%  
Tana River 63%  
Kericho 59%  
Bomet 56%  
Nandi 56%  
West Pokot 50%

# DP Rigathi Gachagua

Q. Do you support Deputy President Rigathi Gachagua?



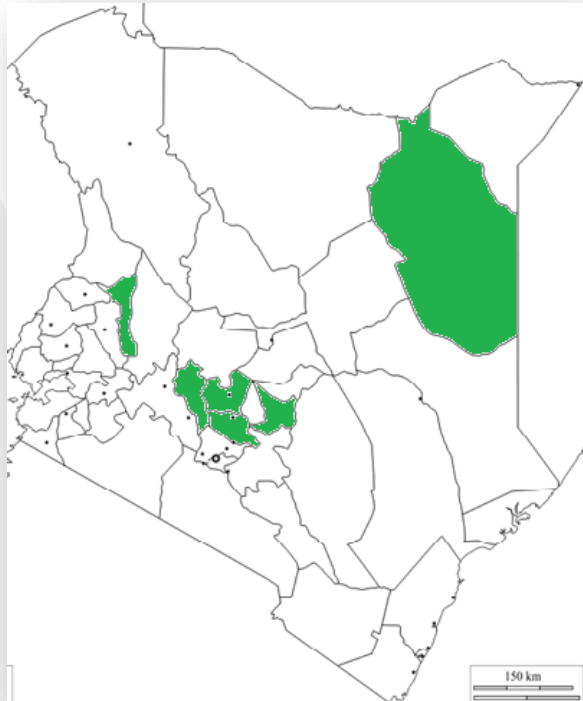
## NATIONWIDE



The Deputy President also has limited support, which is expected given his alignment with the President. However, his approval ratings are slightly higher than the President's, suggesting he is gaining a more favourable reception among voters.

# Counties that Support Rigathi Gachagua

Q. Do you support Deputy President Rigathi Gachagua?



Nyeri 74 %  
Murang'a 67%  
Embu 61%  
Nyandarua 56%  
Wajir 57%  
Elgeyo Marakwet 50%

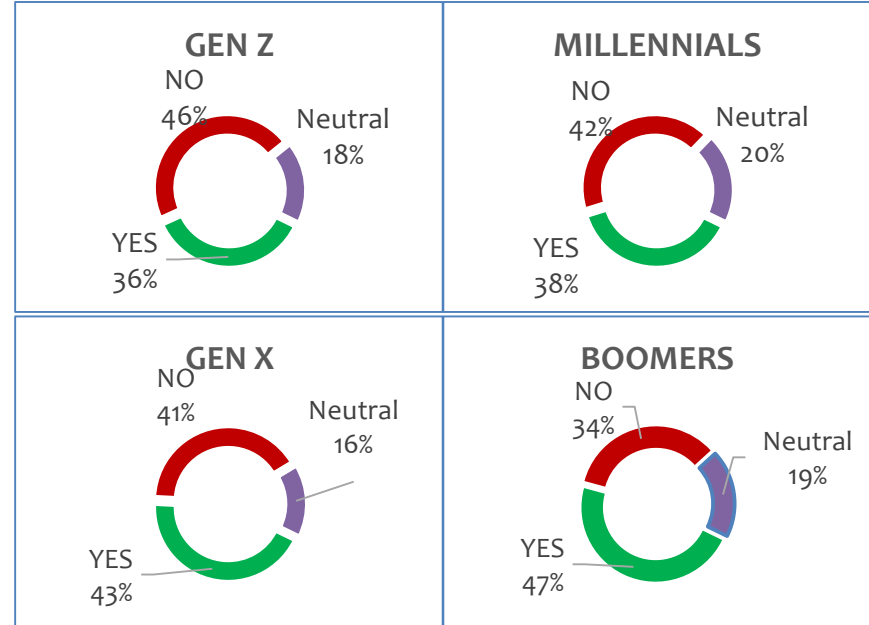
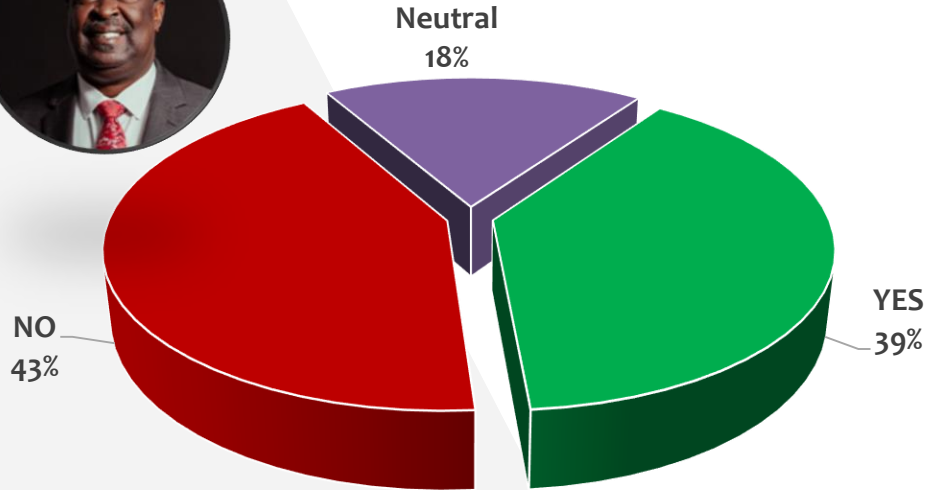


# Prime CS Musalia Mudavadi

Q. Do you support Prime Cabinet Secretary Musalia Mudavadi?



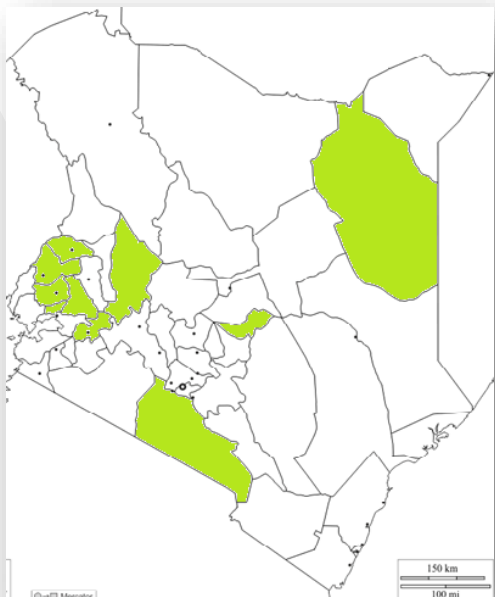
## NATIONWIDE



The Prime CS has the highest approval rating among the three, though it remains relatively low.

# Counties That Support Musalia Mudavadi

Q. Do you support Prime Cabinet Secretary Musalia Mudavadi?



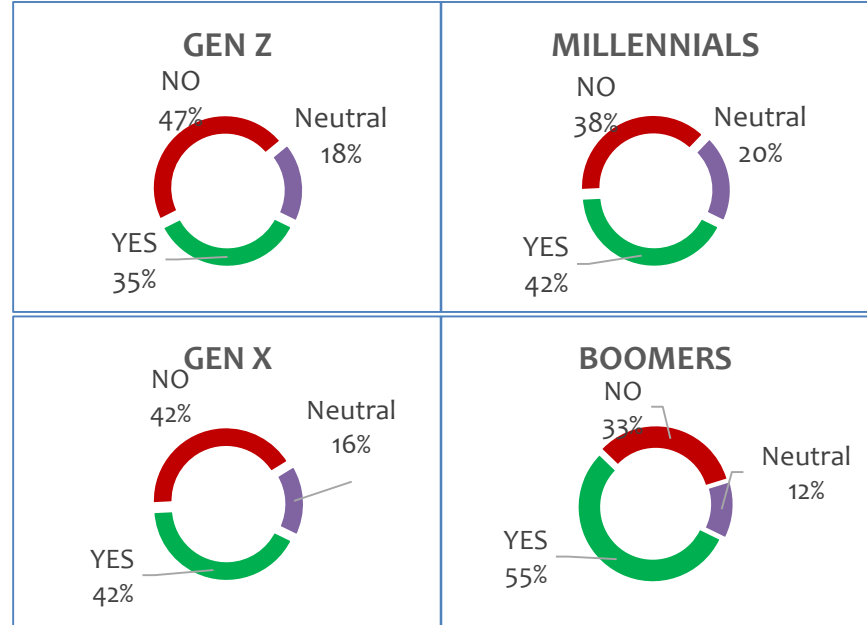
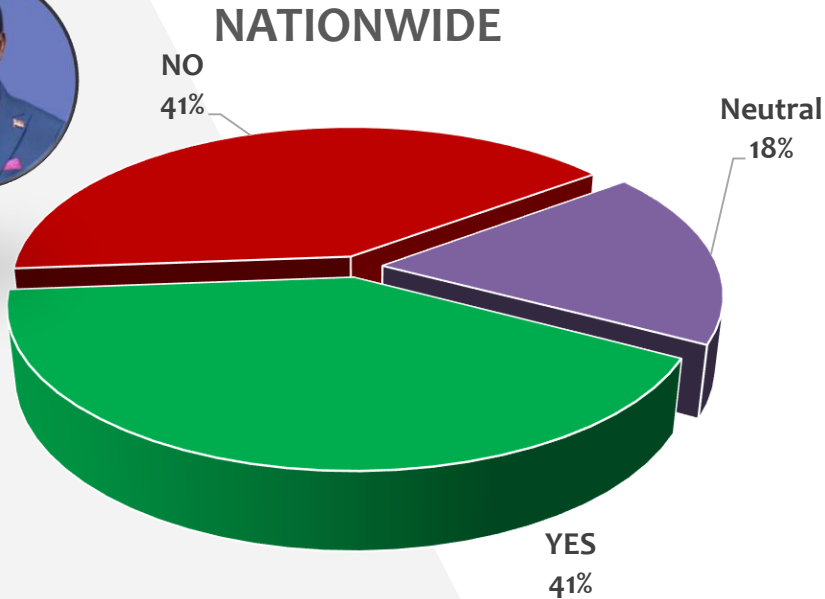
Baringo 69%  
Vihiga 67%  
Kericho 65%  
Kakamega 64%  
Nandi 63%

Wajir 61%  
Kajiado 57%  
Trans Nzoia 51%  
Bungoma 51%  
Tharaka Nithi 50%

# RAILA ODINGA

# Former PM Raila Odinga

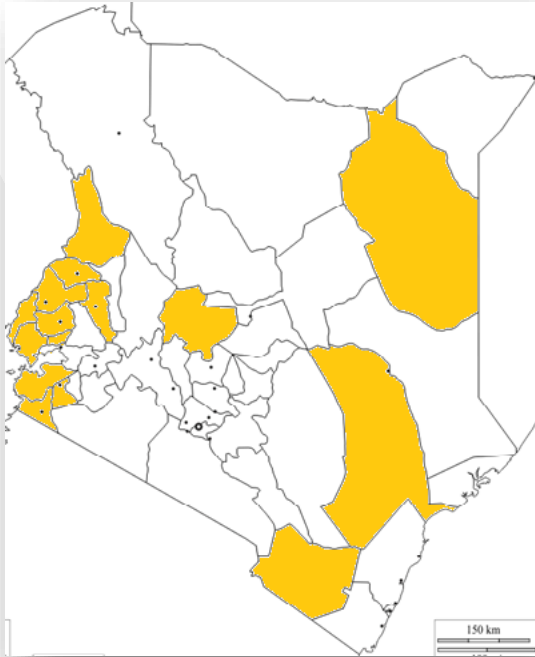
Q. Do you support Prime Minister Raila Odinga?



The former Prime Minister's support is evenly divided, with Gen Z showing more unfavourable views and Boomers generally in support.

# Former PM Raila Odinga

Q. Do you support for Prime Minister Raila Odinga?

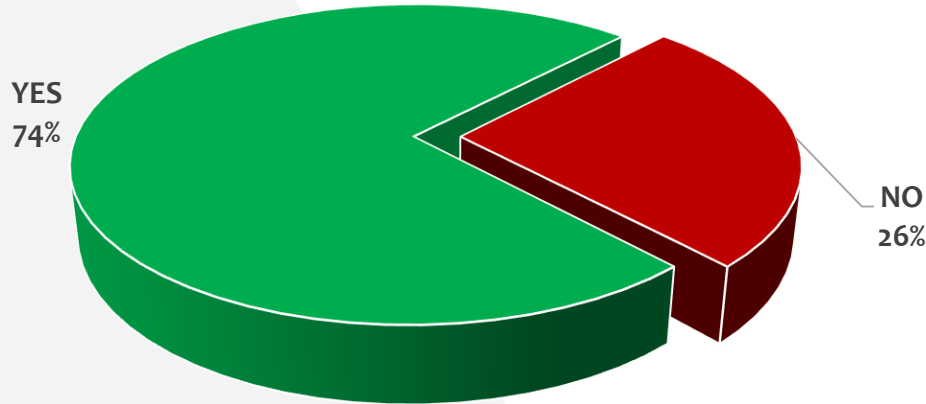


Siaya 74%	Migori 58%
Trans Nzoia 69%	Taita Taveta 58%
Vihiga 65%	Laikipia 54%
Homa Bay 63%	Bungoma 53%
Tana River 63%	Uasin Gishu 53%
Wajir 61%	Kakamega 51%
Kisii 61%	Busia 50%
	West Pokot 50%

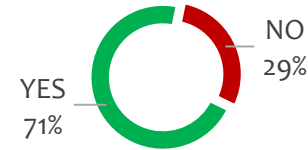
# Support for Being AUC Chair

Q. Do you support Raila Odinga's bid for the Africa Union Commission Chairmanship?

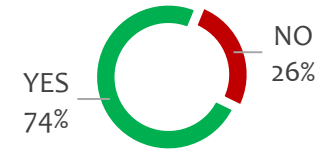
## NATIONWIDE



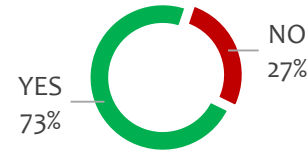
### GEN Z



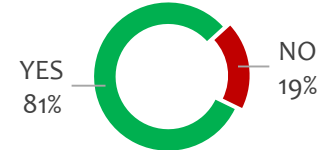
### MILLENNIALS



### GEN X



### BOOMERS

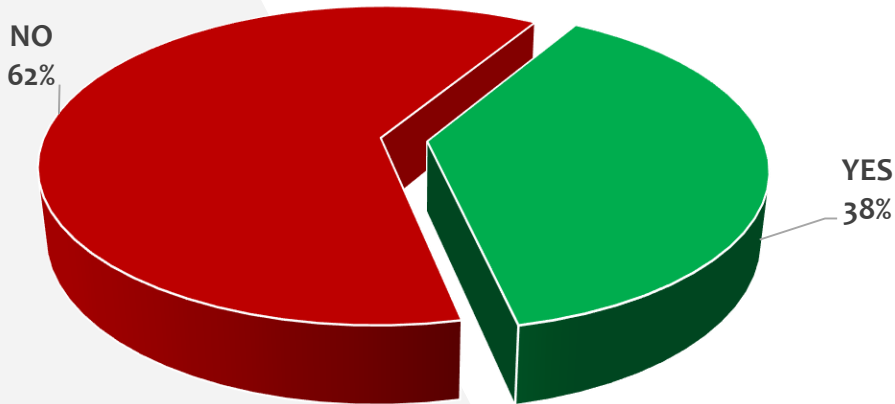


Raila's bid for the African Union Chairmanship is met with strong, cross-generational support, reflecting a patriotic approach to his bid

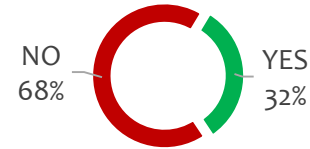
# Support For Joining Govt

Q. Do you support Raila Odinga's supposed inclusion into Government?

## NATIONWIDE



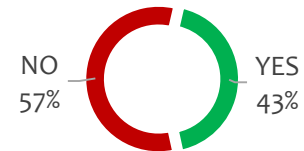
### GEN Z



### MILLENNIALS



### GEN X



### BOOMERS



However, his perceived shift from the opposition to the government has been poorly received, with a lack of support from all generations.

# IMPEACHMENT PROBABILITY



# Counties that would RETAIN Their Governor

Q. Given the opportunity and the current situation in your county, would you recall your current Governor? (NO ONLY)

COUNTIES				
Homa Bay 88%	Embu 77%	Mombasa 71%	Tharaka-Nithi 68%	Narok 62%
Trans-Nzoia 87%	Nyeri 76%	Kisumu 70%	Kiambu 67%	Turkana 60%
Elgeyo-Marakwet 86%	Murang'a 76%	Busia 70%	TaitaTaveta 67%	Wajir 57%
Kisii 84%	Kitui 75%	Makueni 70%	Machakos 62%	Migori 56%
Kirinyaga 77%	Marsabit 74%	Kwale 69%	Siaya 62%	Mandera 54%

In 25 counties, the current Governors are expected to stay in office. Gladys Wanga is the most popular among them, followed by George Natembeya, Wesley Rotich, and Simba Arati.

# Counties that would RECALL Their GOVERNOR

Q. Given the opportunity and the current situation in your county, would you recall your current Governor? (NO ONLY)

COUNTIES		
Laikipia 29%	Kakamega 41%	Nyandarua 47%
Nyamira 30%	Kajiado 42%	Nakuru 48%
Garissa 32%	Bomet 43%	Vihiga 48%
Baringo 33%	Isiolo 43%	Kericho 50%
Nairobi 37%	Samburu 45%	Tana River 50%
Nandi 37%	Kilifi 46%	West Pokot 50%
Lamu 38%	Uasin Gishu 46%	
Meru 39%	Bungoma 47%	

If an election were held today, governors in 22 counties would likely be defeated. Joshua Irungu, Amos Nyaribo, Nathif Jama Adam, and Benjamin Cheboi are the most at risk of losing their positions.

# Counties that would RETAIN Their SENATOR


Q. Given the opportunity and the current situation in your county, would you recall your current Senator? (NO ONLY)

COUNTIES				
Embu 93%	Nyeri 73%	Kwale 67%	Uasin Gishu 64%	Mandera 59%
Busia 83%	Homa Bay 73%	Vihiga 67%	Migori 62%	Bungoma 58%
Kirinyaga 81%	Turkana 72%	Meru 66%	Lamu 62%	Kiambu 58%
Nandi 80%	Garissa 72%	Kisumu 66%	Mombasa 61%	Bomet 57%
Kisii 80%	Makueni 71%	Kericho 66%	Machakos 60%	Tharaka-Nithi 55%
Kitui 78%	Nairobi 70%	Murang'a 65%	Nyamira 60%	Baringo 53%
TaitaTaveta 77%	Elgeyo-Marakwet 69%	Wajir 64%	Kakamega 60%	
Tana River 75%	Samburu 68%	Nyandarua 64%	Siaya 59%	

Most senators are receiving strong support from their constituents, suggesting that the Senate is effectively fulfilling its role. Senator Munyi Alexander Mundigi leads as the top contender, followed by Okiya Omtatah, Murango James Kamau, and Cherargei Samson.

# Counties that would RECALL Their SENATOR

Q. Given the opportunity and the current situation in your county, would you recall your current Senator? (NO ONLY)



COUNTIES	
West Pokot 33%	Marsabit 45%
Isiolo 36%	Narok 48%
Kajiado 42%	Trans-Nzoia 48%
Kilifi 44%	Laikipia 48%
Nakuru 45%	

Only a few Senators are at risk of not returning. Among those facing potential defeat are Samuel Poghisio, Dulla Fatuma Adan, and Lenku Ole Kanar.

# Counties that would RETAIN Their WOMEN REP


Q. Given the opportunity and the current situation in your county, would you recall your current Women Rep? (NO ONLY)

COUNTIES				
Kirinyaga 87%	Uasin Gishu 74%	Kisii 67%	Kisumu 62%	Laikipia 54%
Busia 79%	Garissa 71%	West Pokot 67%	Narok 62%	Nyeri 54%
Marsabit 77%	Elgeyo-Marakwet 69%	Homa Bay 64%	Siaya 62%	Migori 53%
Embu 77%	Turkana 69%	Tharaka-Nithi 64%	Murang'a 61%	Lamu 53%
Tana River 75%	TaitaTaveta 67%	Kwale 63%	Makueni 61%	

In 24 counties, the current Women Representatives are expected to retain their positions, with Maina Jane Njeri leading as the top candidate, followed by Catherine Omanyo.

# Counties that would RECALL Their WOMEN REP

Q. Given the opportunity and the current situation in your county, would you recall your current Women Rep? (NO ONLY)




COUNTIES		
Baringo 24%	Nairobi 45%	Kitui 41%
Isiolo 32%	Kajiado 45%	Trans-Nzoia 41%
Nyandarua 32%	Kericho 46%	Machakos 50%
Kilifi 39%	Nakuru 46%	Mandera 50%
Bungoma 39%	Nyamira 46%	Bomet 50%
Vihiga 41%	Mombasa 47%	Nandi 50%

Eighteen women representatives are facing low popularity, with Floren Sergon, Tiyah Ali, and Gitau Faith Wairimu leading the list. Nairobi's Women Representative, Esther Passaris, also appears among those at risk.

# Counties that would RECALL their leadership

Q. Given the opportunity and the current situation in your county, would you recall your current Senator? (YES ONLY)



COUNTIES LIKELY TO LOSE BOTH GOVERNOR AND SENATOR	COUNTIES LIKELY TO LOSE GOVERNOR, SENATOR AND WOMAN REP
Laikipia	Isiolo
West Pokot	Kajiado
Isiolo	Kilifi
Kajiado	Nakuru
Kilifi	
Nakuru	

# Thank you!



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