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KENYA PRESIDENTIAL OPINION POLL

Research Report

3rd August 2022

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Introduction

- Opinion Polls are a **scientific nonbiased surveys** designed to measure the public's views on topics that directly touch on them
- Opinion Polls play an important role in politics. They are used throughout the course of the election campaigns by the candidates and the media to **model the political strategies** and determine where the candidate's **efforts should be concentrated** until the close of the campaigns
- In the upcoming elections, opinion polls shall be instrumental in assessing the voter attitudes and preferences for candidates as well as generating **issue based agenda** that will **shape the campaign battleground**
- This document contains results for a self-funded opinion poll conducted between 10th July – 31st July 2022

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Research Objectives

The study shall address the following:

- National Party Preference
- Preferred presidential Candidate - countrywide
- Preferred Presidential Candidate by Counties

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Research Design Summary

ACTIVITY	National Opinion Poll
APPROACH	Quantitative
DATA COLLECTION	Computer Assisted Telephonic Interviews
TARGET	Kenya residents 18+ years
SAMPLE	n=8,804
DATA COLLECTION DATES	10th July to 31st July 2022
RESEARCH FUNDING	Self funded
COVERAGE	All counties
MARGIN OF ERROR	+/-1.04% 95% Confidence Level
ESTIMATED VOTER TURNOUT	75% of 22,102,532* n=16,650,356

*SOURCE: IEBC Website

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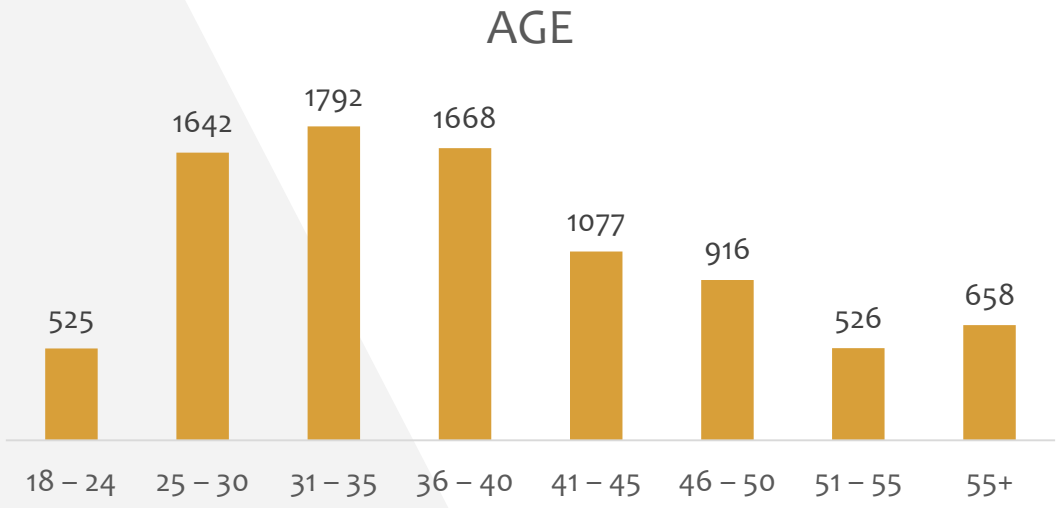
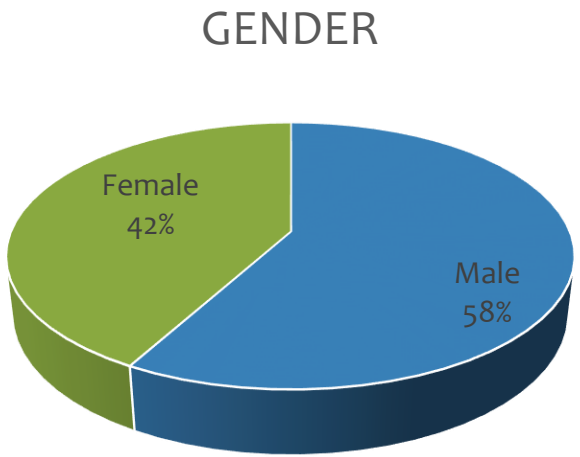
Respondent Profile





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FINDINGS

National Preference

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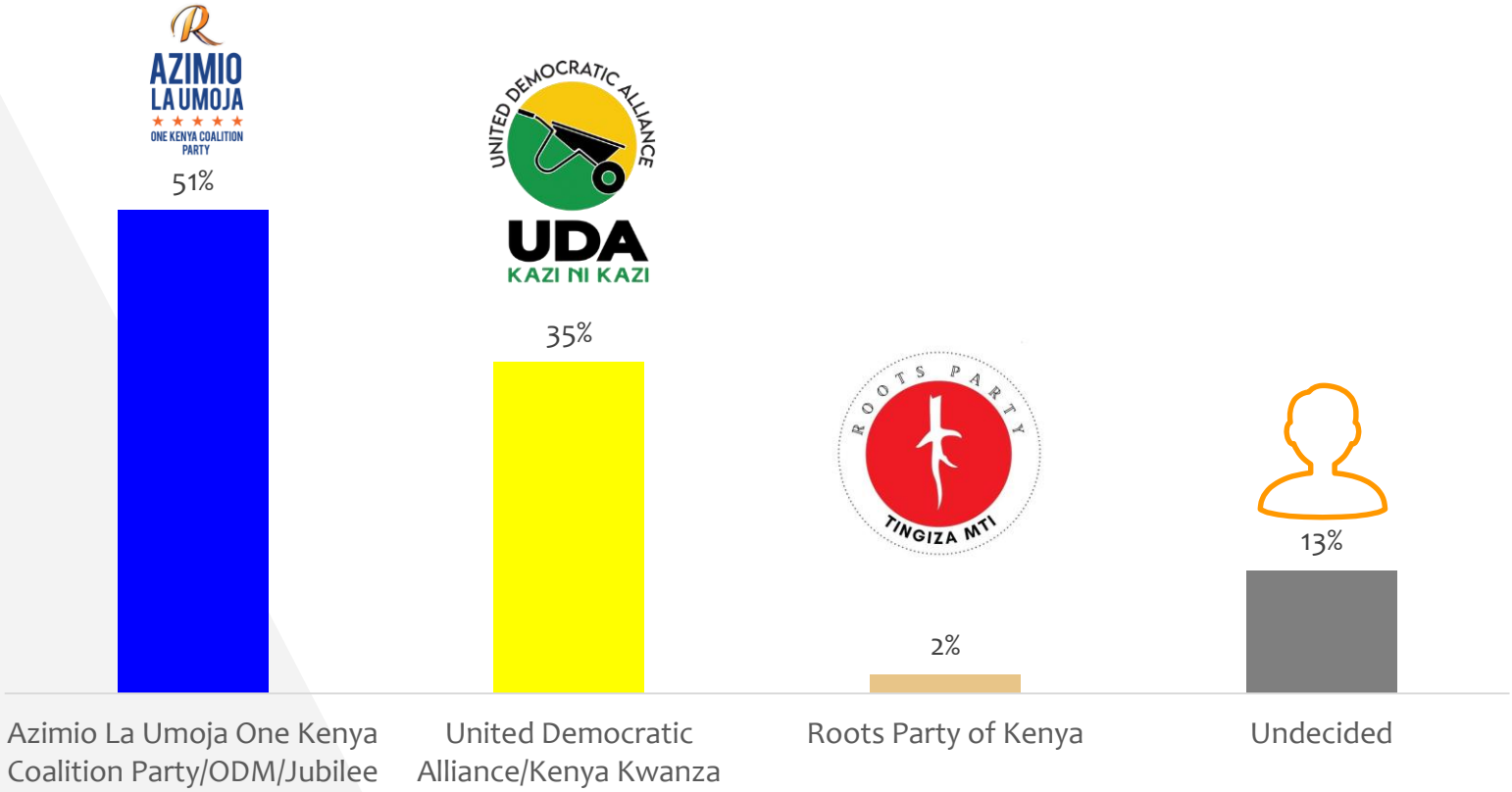
Political Party Preference Countrywide

n=8,804



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Presidential Candidate Preference

n=8,804

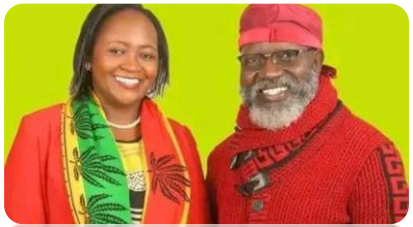
Estimated Turnout at 75%
16,650,356

9,488,758 (57%)

Raila Odinga/Martha Karua

6,713,297(40.3%)

William Ruto/Rigathi Gachagua



421,801(2.5%)

George Wajackoyah/Justina Wangui

26,502(0.2%)

David Mwaure/Ruth Wambui

We project a first round win for Raila Odinga with a 2.5 million gap between himself and closest rival, Dr William Ruto

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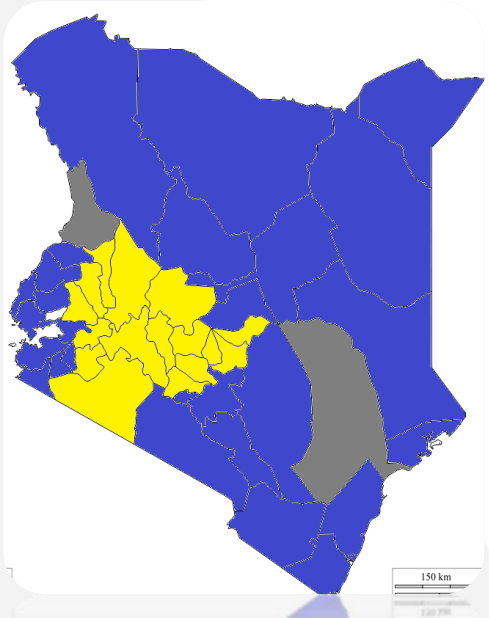
Preference By Counties

n=8,804



COUNTIES WHERE RAILA ODINGA IS LEADING			COUNTIES WHERE WILLIAM RUTO IS LEADING		
SIAYA 95%	MACHAKOS 73%	NAIROBI 59%	ELGEYOMARAKWET 90%	KIAMBU 65%	BARINGO 55%
HOMABAY 94%	WAJIR 72%	LAMU 57%	NANDI 87%	LAIKIPIA 64%	KIRINYAGA 55%
KISUMU 92%	NYAMIRA 71%	GARISSA 57%	BOMET 82%	NYANDARUA 63%	NAROK 53%
MIGORI 91%	TURKANA 69%	BUNGOMA 56%	NYERI 72%	THARAKA NITHI 62%	EMBU 49%
BUSIA 82%	MOMBASA 69%	ISIOLO 55%	KERICHO 68%	UASIN GISHU 59%	
TAITATAVETA 78%	MANDERA 69%	TRANS NZOIA 54%	MURANGA 66%	NAKURU 55%	
MAKUENI 76%	KWALE 65%	KAJIADO 53%			
KITUI 75%	MARSABIT 64%	MERU 52%			
KISII 75%	KILIFI 63%				
KAKAMEGA 74%	SAMBURU 61%				

Raila Odinga has the lead in 29 counties against Ruto's 17 Counties.

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POPULARITY BY COUNTY

Presidential Results

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001. Mombasa County

Registered Voters 641,913

69%

28%

3%

Raila Odinga

William Ruto

George Wajackoyah

Raila Odinga is still in the lead in Mombasa, however William Ruto has chipped away a significant portion of the votes in the region

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002. Kwale County

Registered Voters 328,253

65%

34%

1%

Raila Odinga

William Ruto

George Wajackoyah

Raila Odinga still has a lead in Kwale, however – William Ruto has managed to gain more support than they did in 2017 i.e. 34% against 24%

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003. Kilifi County

Registered Voters 588,602

63%

35%

2%

Raila Odinga

William Ruto

George Wajackoyah

Raila Odinga still in the lead, though William Ruto has managed to acquire more votes than in 2017 i.e. 35% against 15% in 2017

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005. Lamu County

Registered Voters 81,453

57%

39%

4%

Raila Odinga

William Ruto

George Wajackoyah

Lamu has historically been a split county – however this time they seem more inclined to Raila Odinga

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006. Taita Taveta County

Registered Voters 181,827

78%

20%

2%

Raila Odinga

William Ruto

George Wajackoyah

Taita Taveta is a stronghold for Raila and remains as such

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007. Garissa County

Registered Voters
201,473

57%

42%

1%

Raila Odinga

William Ruto

George Wajackoyah

Though Garissa was a split vote previously, it appears to have warmed up to Raila Odinga this time

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008. Wajir County

Registered Voters 207,758

72%

25%

3%

Raila Odinga

William Ruto

George Wajackoyah

Wajir has opted to support Raila Odinga's bid

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009. Mandera County

Registered Voters 217,030

69%

29%

2%

Raila Odinga

William Ruto

George Wajackoyah

Raila Odinga also holding a wide lead in Mandera

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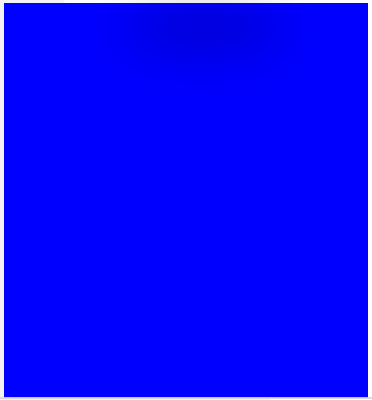
010. Marsabit County

Registered Voters 166,912

64%

36%



Raila Odinga

William Ruto

Raila Odinga also a favorite in Marsabit

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011. Isiolo County

Registered Voters 89,504

55%

43%

1%

Raila Odinga

William Ruto

George Wajackoyah

Raila Odinga has a slim lead in Isiolo County

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012. Meru County

Registered Voters
772,139

52%

46%

2%

Raila Odinga

William Ruto

George Wajackoyah

Another narrow lead in Meru for Raila Odinga. The votes here almost split 50/50

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013. Tharaka-Nithi County

Registered Voters
231,932

62%

36%

2%

William Ruto

Raila Odinga

George Wajackoyah

Tharaka Nithi have gravitated towards William Ruto

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014. Embu County

Registered Voters 334,302

49%

47%

3%

1%

William Ruto | Raila Odinga | George Wajackoyah | David Mwaure

William Ruto also having a narrow lead in Embu

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015. Kitui County

Registered Voters 532,758

75%

23%

2%

Raila Odinga

William Ruto

George Wajackoyah

Raila a clear favourite in Kitui

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016. Machakos County

Registered Voters 687,565

73%

24%

3%

Raila Odinga

William Ruto

George Wajackoyah

Raila Odinga also leads in Machakos County

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017. Makueni County

Registered Voters
479,401

76%

23%

1%

Raila Odinga

William Ruto

George Wajackoyah

Eastern region proving to be a stronghold for Raila

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018. Nyandarua County

Registered Voters 361,165

63%

34%

2%

2%

William Ruto | Raila Odinga | George Wajackoyah | David Mwaure

Nyandarua opt for William Ruto. David Mwaure also has some support here

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019. Nyeri County

Registered Voters 481,632

72%

27%

1%

William Ruto

Raila Odinga

George Wajackoyah

In line with most counties from Central region, Nyeri is supporting William Ruto

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020. Kirinyaga County

Registered Voters 376,001

55%

44%

1%

William Ruto

Raila Odinga

George Wajackoyah

William Ruto had a 11 point advantage in Kirinyaga

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021. Muranga County

Registered Voters 620,929

66%

33%

1%

William Ruto

Raila Odinga

George Wajackoyah

William Ruto had double the support of Raila Odinga in Muranga

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022. Kiambu County

Registered Voters
1,275,008

65%

32%

2%

William Ruto

Raila Odinga

George Wajackoyah

William Ruto with double the support in Kiambu

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023. Turkana County

Registered Voters 232,528

69%

30%

1%

Raila Odinga

William Ruto

George Wajackoyah

Turkana which is traditionally Raila's stronghold still maintaining him as the preferred candidate

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025. Samburu County

Registered Voters 100,014

61%

37%

1%

Raila Odinga

William Ruto

George Wajackoyah

Samburu this time skewed towards Raila Odinga

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026. Trans Nzoia County

Registered Voters 398,981

54%

45%

1%

Raila Odinga

William Ruto

George Wajackoyah

Raila Leads in Trans Nzoia. Numbers similar to what was achieved in 2017

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027. Uasin Gishu County

Registered Voters 506,138

59%

38%

1%

William Ruto

Raila Odinga

George Wajackoyah

Expectedly, William Ruto in the lead in Uasin Gishu, however Raila has significant support at 38%

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028. Elgeyo/Marakwet County

Registered Voters 213,884

90%

9%

1%

William Ruto

Raila Odinga

George Wajackoyah

Elgeyp/Marakwet is a clear stronghold for William Ruto

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029. Nandi County

Registered Voters 406,288

87%

12%

1%

William Ruto

Raila Odinga

George Wajackoyah

Nandi a clear stronghold for William Ruto

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030. Baringo County

Registered Voters 281,053

55%

44%

0%

William Ruto

Raila Odinga

George Wajackoyah

Ruto with an 11 point lead over Raila in Baringo. Raila holding a significant 44%

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031. Laikipia County

Registered Voters
263,012

62%

31%

2%

William Ruto

Raila Odinga

George Wajackoyah

William Ruto is most popular in Laikipia County

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032. Nakuru County

Registered Voters 1,054,856

55%

42%

2%

William Ruto

Raila Odinga

George Wajackoyah

William Ruto takes the lead in Nakuru, However Raila has a significant amount of support at 42%

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033. Narok County

Registered Voters 398,784

53%

46%

1%

William Ruto

Raila Odinga

George Wajackoyah

Narok County skewed towards William Ruto though the lead is very thin

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034. Kajiado County

Registered Voters 463.273

53%

43%

3%

Raila Odinga

William Ruto

George Wajackoyah

Raila has a 10 point lead over Ruto in Kajiado

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035. Kericho County

Registered Voters 428,067

68%

29%

3%

William Ruto

Raila Odinga

George Wajackoyah

Kericho a stronghold for William Ruto

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036. Bomet County

Registered Voters 376,985

82%

16%

2%

William Ruto

Raila Odinga

George Wajackoyah

Bomet another stronghold for William Ruto

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037. Kakamega County

Registered Voters 844,551

74%

23%

3%

Raila Odinga

William Ruto

George Wajackoyah

Kakamega supports Raila Odinga, though Ruto has managed to get double the support they had in 2017 (23% against 11.5% in 2017)

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038. Vihiga County

Registered Voters 310,043

60%

37%

3%

Raila Odinga

William Ruto

George Wajackoyah

Though Raila has the lead in Vihiga, Ruto has significant support at 37% - this is 4 times what they achieved in 2017

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039. Bungoma County

Registered Voters 646,598

57%

41%

3%

Raila Odinga

William Ruto

George Wajackoyah

Raila is more preferred in Bungoma

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040. Busia County

Registered Voters 416,756

82%

16%

2%

Raila Odinga

William Ruto

George Wajackoyah

Busia is a Raila Odinga stronghold

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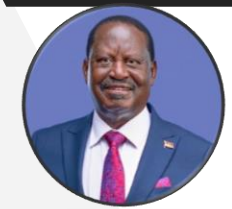
041. Siaya County

Registered Voters 533,595



95%

2%

2%

Raila Odinga

William Ruto

George Wajackoyah

Almost universal acceptance of Raila in Siaya

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042. Kisumu County

Registered Voters 606,754

91%

Raila Odinga

5%

William Ruto

3%

George Wajackoyah

1%

David Mwaure

Also very high support for Raila in Kisumu. David Mwaure also has a small following here

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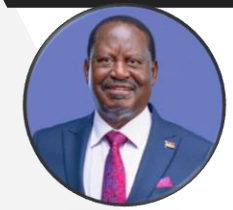
043. Homa Bay County

Registered Voters
551,071



94%

4%

2%

Raila Odinga

William Ruto

George Wajackoyah

Near universal support for Raila in Homa Bay.

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044. Migori County

Registered Voters 469,019

92%

5%

2%

Raila Odinga

William Ruto

George Wajackoyah

Migori is also a clear stronghold for Raila

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045. Kisii County

Registered Voters 637,010

75%

25%

In Kisii, Raila Odinga is the most popular candidate

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046. Nyamira County

Registered Voters 323,283

71%

Raila Odinga

26%

William Ruto

3%

George Wajackoyah

Nyamira are also in support of Raila Odinga

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047. Nairobi County

Registered Voters
2,415,310

59%

34%

7%

Raila Odinga

William Ruto

George Wajackoyah

Raila is the favourite in Nairobi. William Ruto has 34% and George Wajackoyah has 7%

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SUMMARY

- **Raila Odinga**
  - Is predicted to win the upcoming election
  - This win could be predicated on garnering majority votes from his traditional strongholds(Western, Nyanza, North Eastern and Coast) and in addition acquiring an average 30% in Central/Mount Kenya counties where he historically gets less than 2% votes
  - Raila is more popular among voters 31 years and above (31+ years), with a slight skew for men
  - Eastern Region is also voting overwhelmingly for Raila – thanks to the support from leaders from that region
- **William Ruto**
  - Has managed to win over majority vote in Central Kenya/Mount Kenya in addition to his traditional strongholds in the Rift Valley Region
  - Ruto is most popular among 18-30 year olds, both gender
- **George Wajackoyah**
  - Has managed to sensationalize the youth, with majority of his support coming from 18-30 year olds
  - He is most popular in Nairobi and this has chipped away William Ruto's support in this vote rich county.
  - He also enjoys support in every county with the top ones being – Nairobi, Kiambu, Kakamega, Nakuru, Kisumu and Mombasa in that order
- **David Mwaure**
  - Appears in only 9 counties with an average support of about 2,700 votes in each
  - He is most popular in the following counties – Nairobi, Kisumu, Nyandarua, Nakuru, Siaya, Meru, Uasin Gishu, Embu in that order

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  - We use the best techniques available to ensure that the survey adds value to your organization
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Corporate

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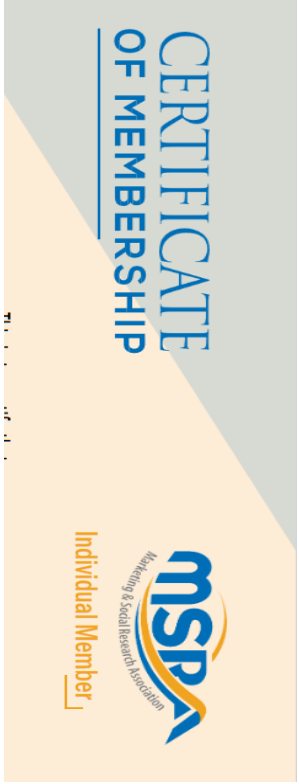

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