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ESOMAR²⁴
Corporate

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KENYA PUBLIC OPINION POLL 2025

Research Report

October 2025

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Introduction

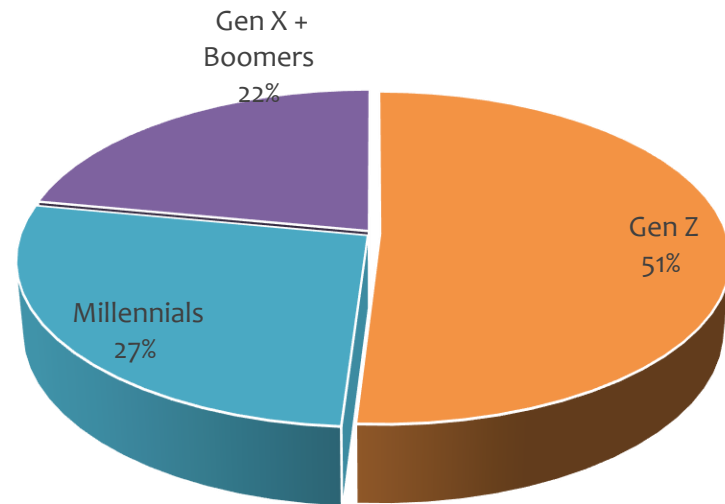
- ❖ Opinion Polls are a **scientific nonbiased surveys** designed to measure the public's views on topics that directly touch on them
- ❖ Opinion Polls are a **crucial component** of modern democratic societies and play an important role in politics.
- ❖ They provide a systematic way of **gauging public 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=3,430
DATA COLLECTION DATES	Sept- Oct, 2025
RESEARCH FUNDING	100% Research 8020 limited
COVERAGE	Nationwide
MARGIN OF ERROR	$\pm 1.67\%$ 95% Confidence Level

DEFINITIONS

AGE GROUP AS AT 2025	DEFINITION	NATIONAL POPULATION
15-29 years	Gen Z	11,145,872
30-44 years	Millennials(Gen Y)	6,004,307
45+ years	Gen X+	4,866,955
ADULT VOTER POPULATION		22,017,134*



*KNBS Data

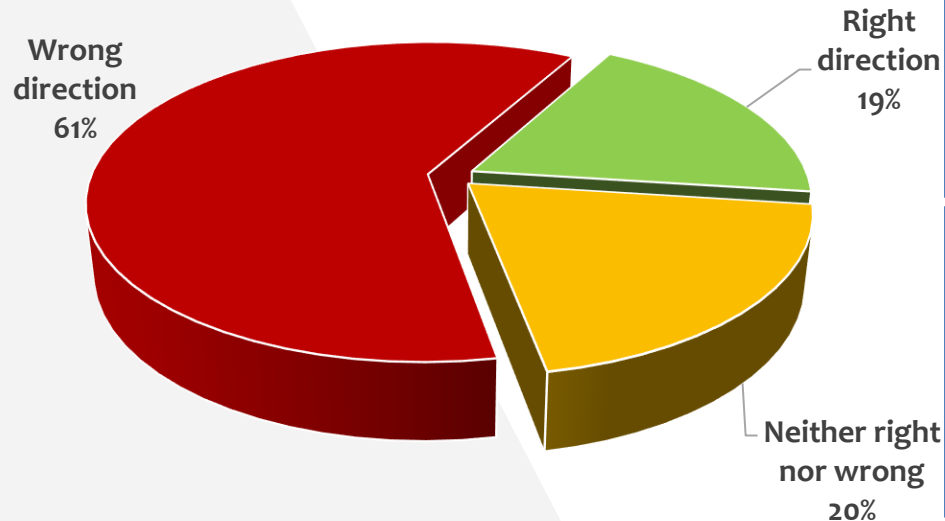
CURRENT POLITICAL LANDSCAPE

Kenya's Direction

n=3,430

Q. 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



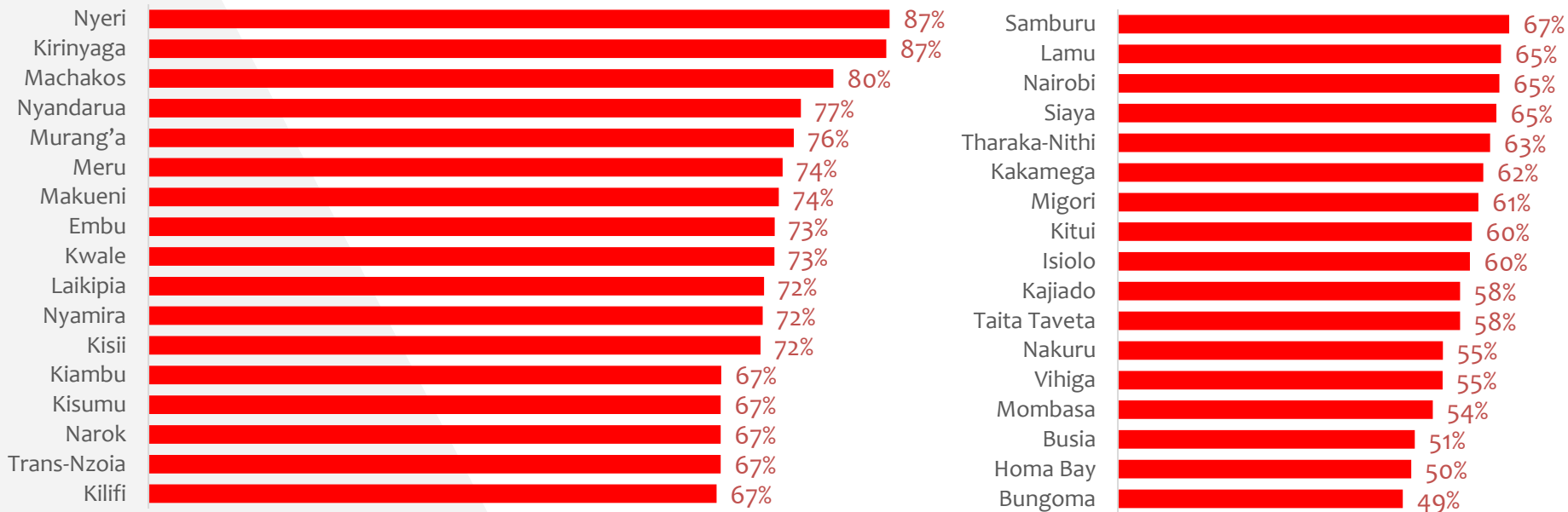
Kenya's Direction: Right Direction By County

n=3,430



Kenya's Direction: Wrong Direction By County

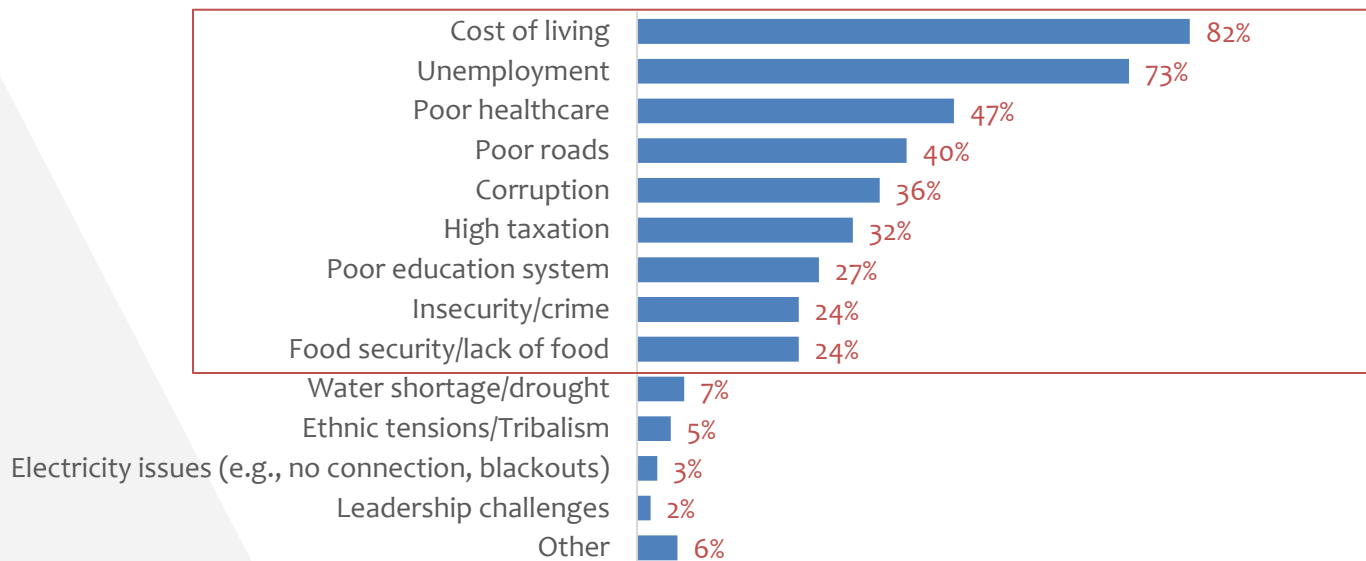
n=3,430



Pressing National Issues

n=3,430

Q. What are the main issues/challenges facing you and your community today?

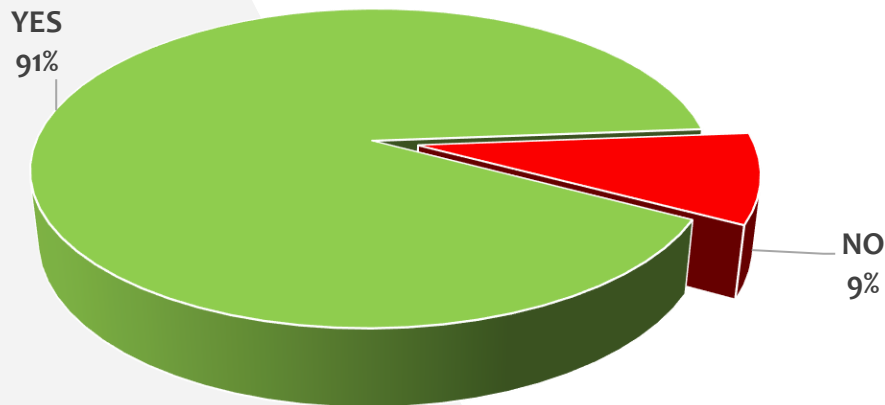


Voting Intent in 2027

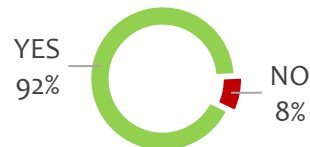
n=3,430

Q. Do you intend to vote in 2027?

NATIONWIDE



GEN Z



MILLENNIALS

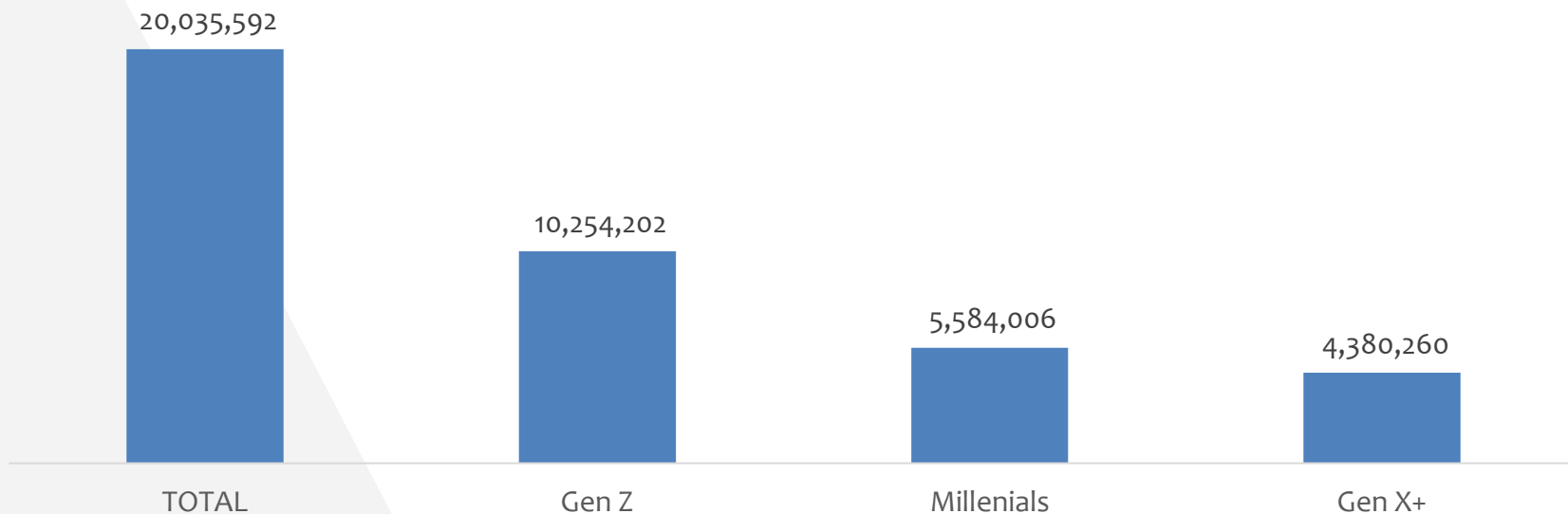


GEN X+



Projected Voter Numbers 2027

n=3,430



In absolute terms, the number of Kenyans intending to vote in 2027 has grown to ≈ 20 million in 2025.

Politician Likeability

High Liking: 60%+

n=3,430



77%



76%



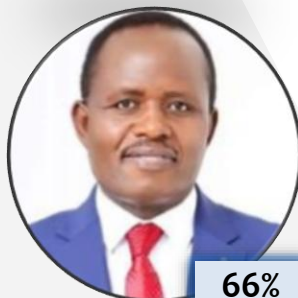
75%



69%



67%



66%



65%



64%



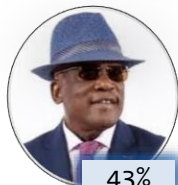
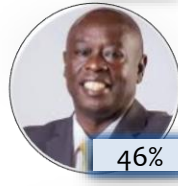
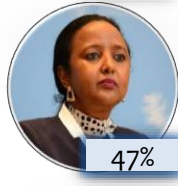
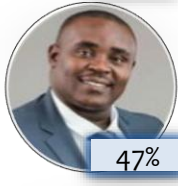
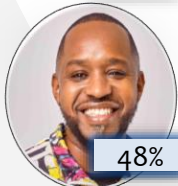
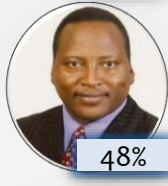
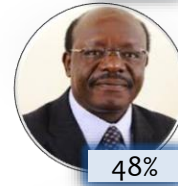
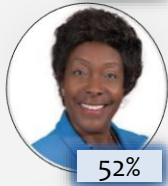
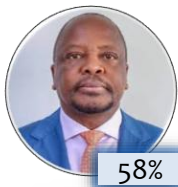
63%



60%

Average Liking: 43-59%

n=3,430



Low Liking: <43%

n=3,430

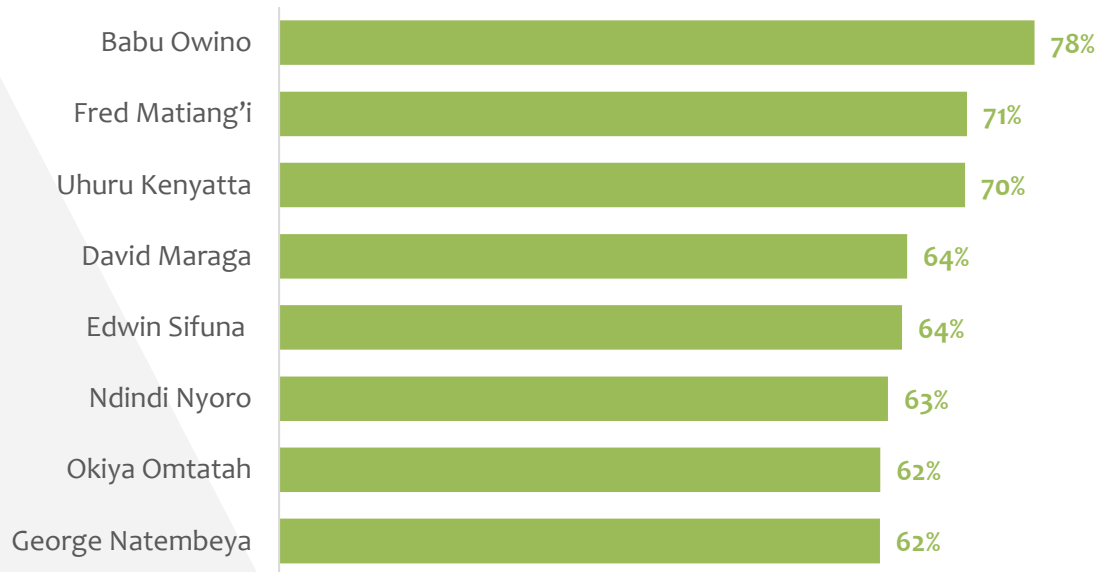


APPROVAL FOR POLITICIANS ACROSS GENERATIONS

Politician Likeability: Gen Z

n=3,430

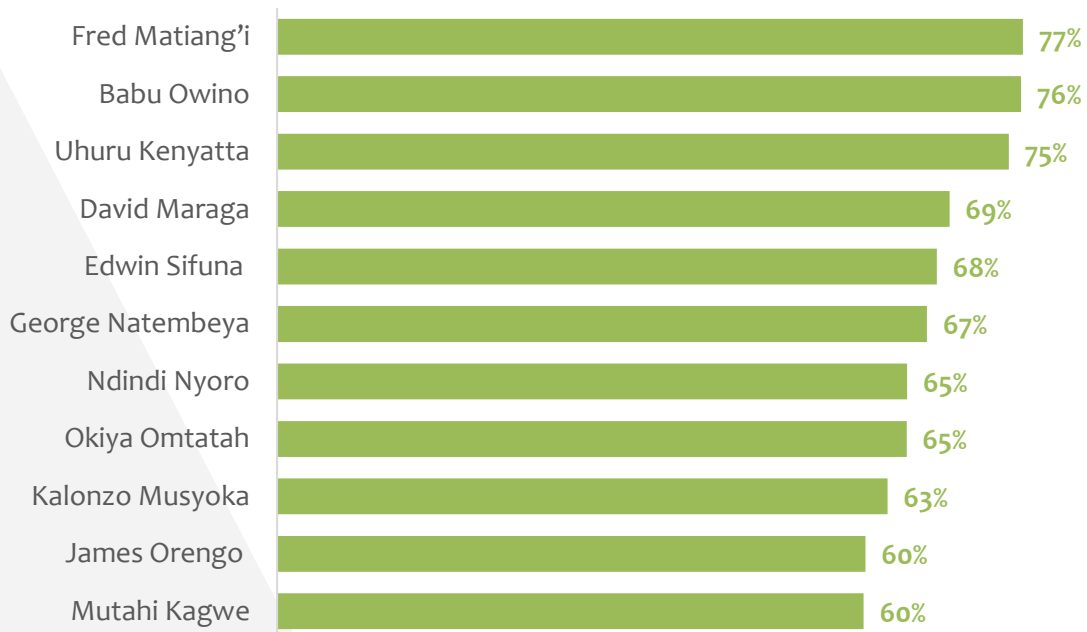
Q. Do you like...



Politician Likeability: Millennials

n=3,430

Q. Do you like...



Politician Likeability: Gen X+

n=3,430

Q. Do you like...

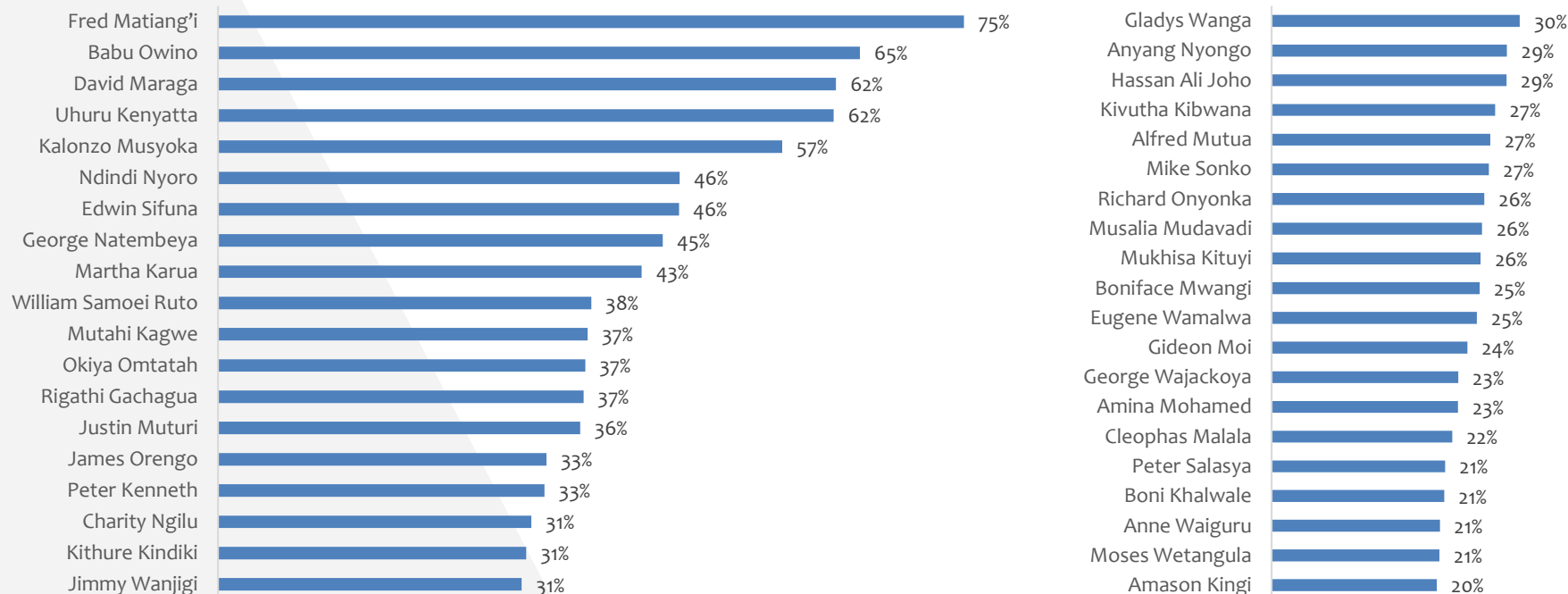


PRESIDENTIAL ELECTIONS

Approval of Presidential Candidacy

n=3,430

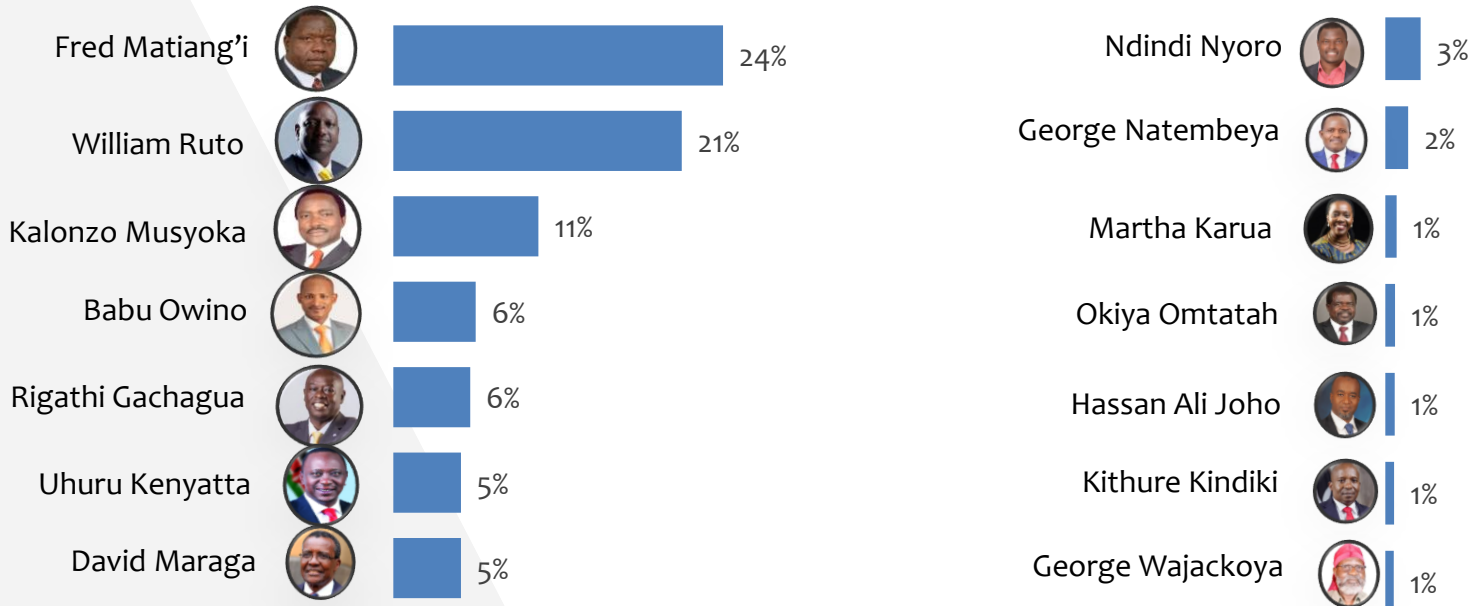
Q. Would you approve... to run for President?



Preferred Presidential Candidate: Nationwide

n=3,430

Q. Whom would you vote for President today?

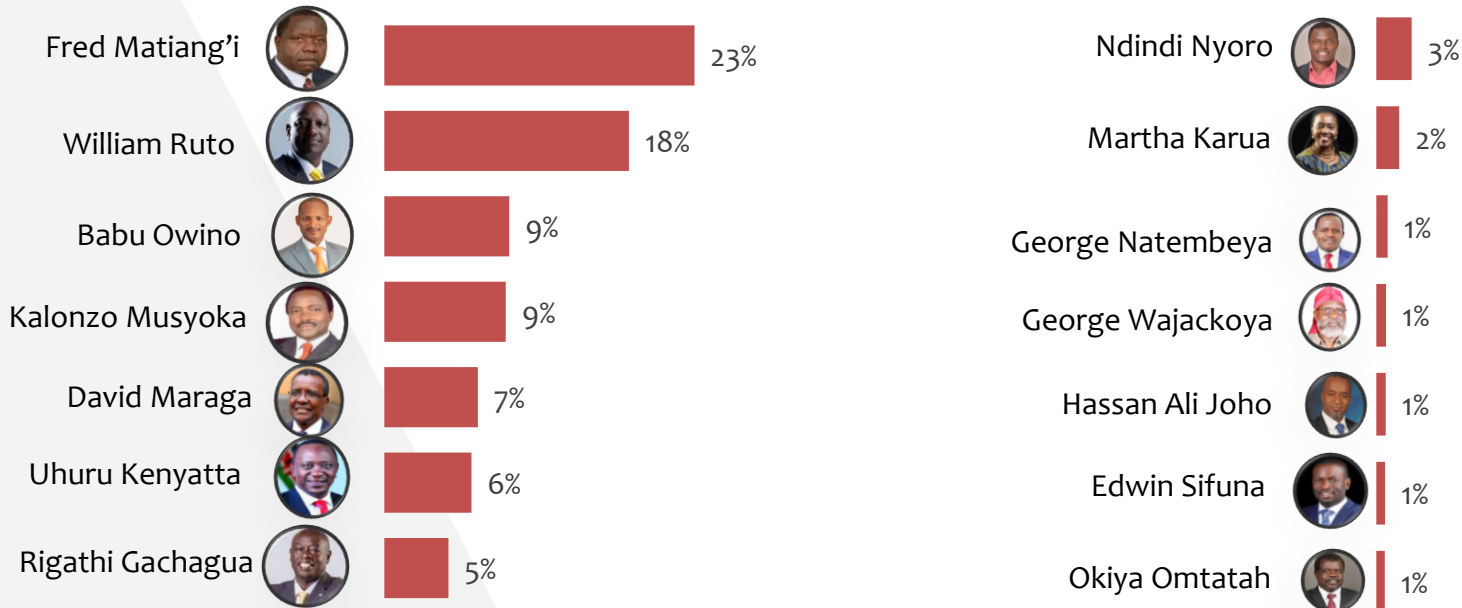


UNDECIDED
7%

Preferred Presidential Candidate: Gen Z

n=3,430

Q. Whom would you vote for President today?

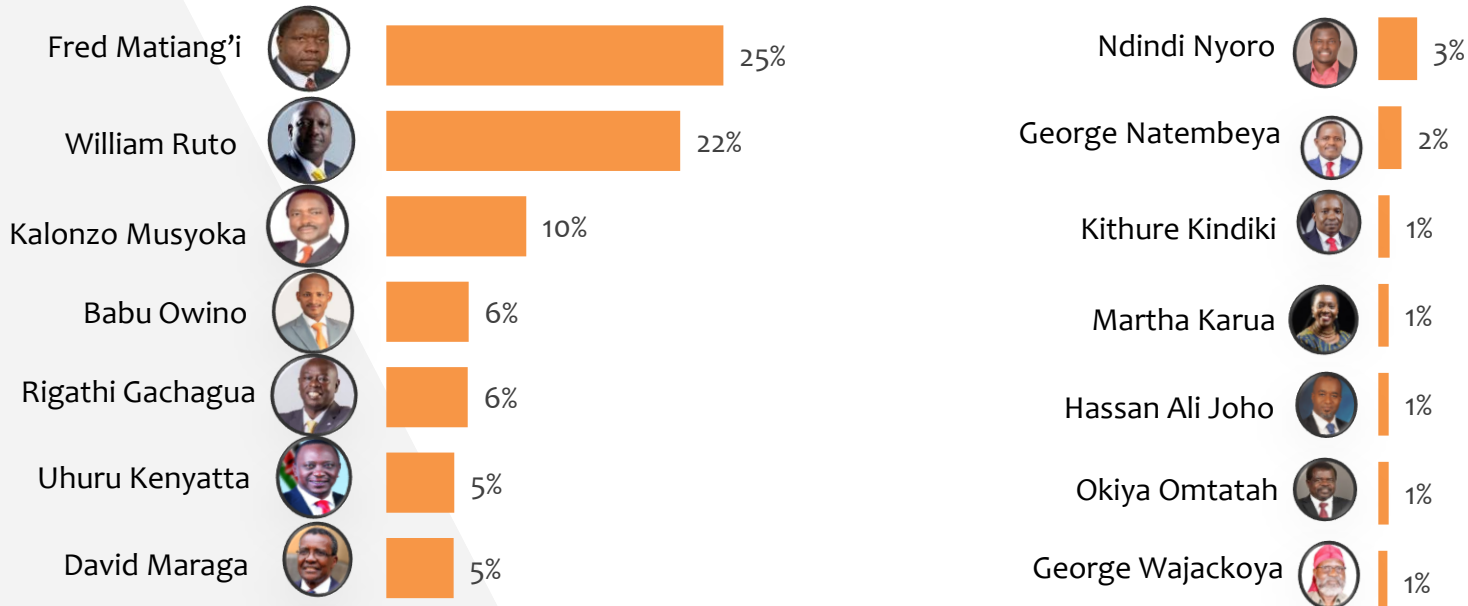



UNDECIDED
7%

Preferred Presidential Candidate: Millennials

n=3,430

Q. Whom would you vote for President today?

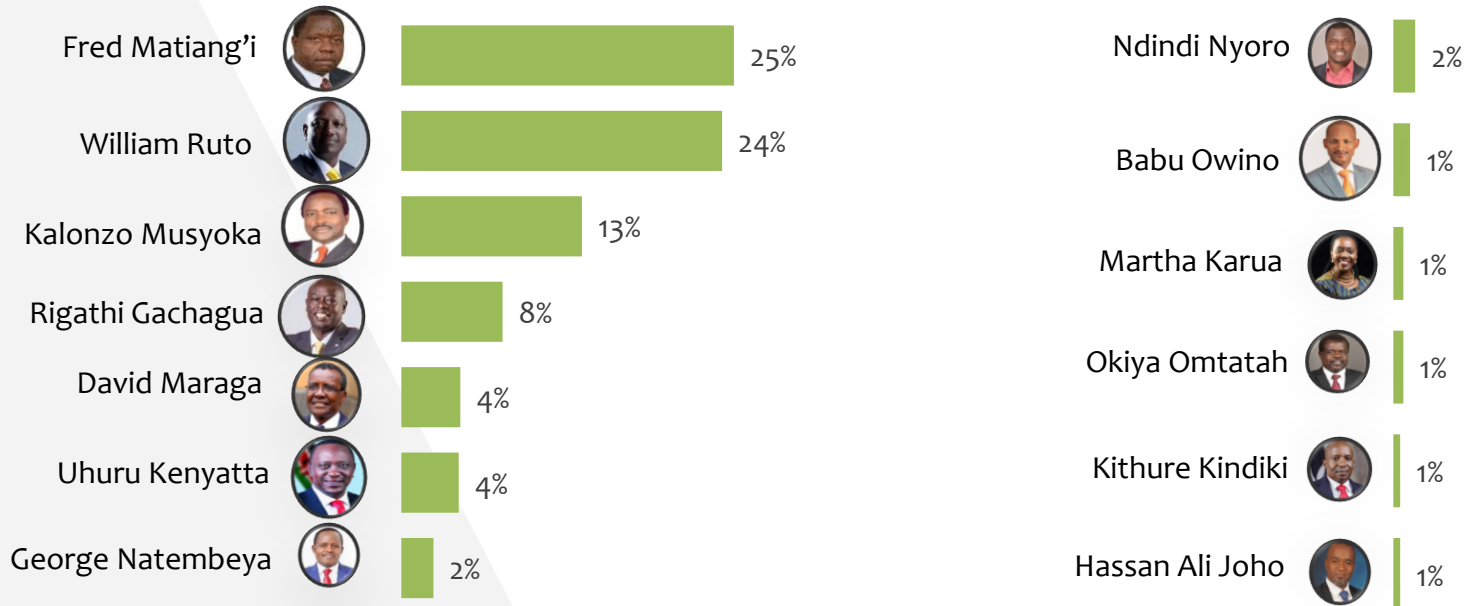


UNDECIDED
6%

Preferred Presidential Candidate: Gen X+

n=3,430

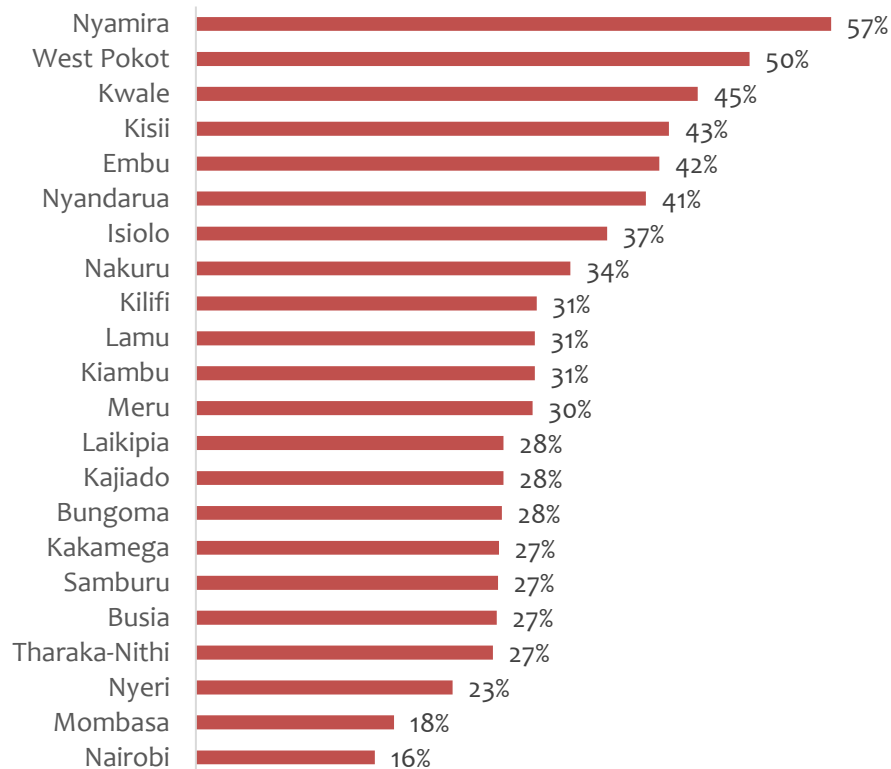
Q. Whom would you vote for President today?



UNDECIDED
8%

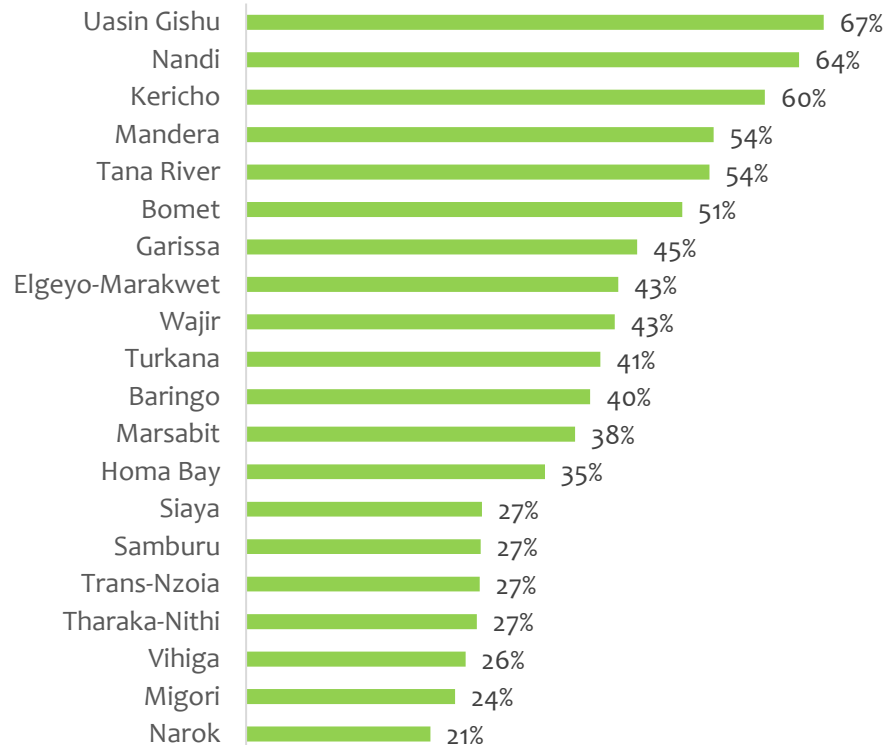
Counties Led By: Fred Matiang'i

n=3,430



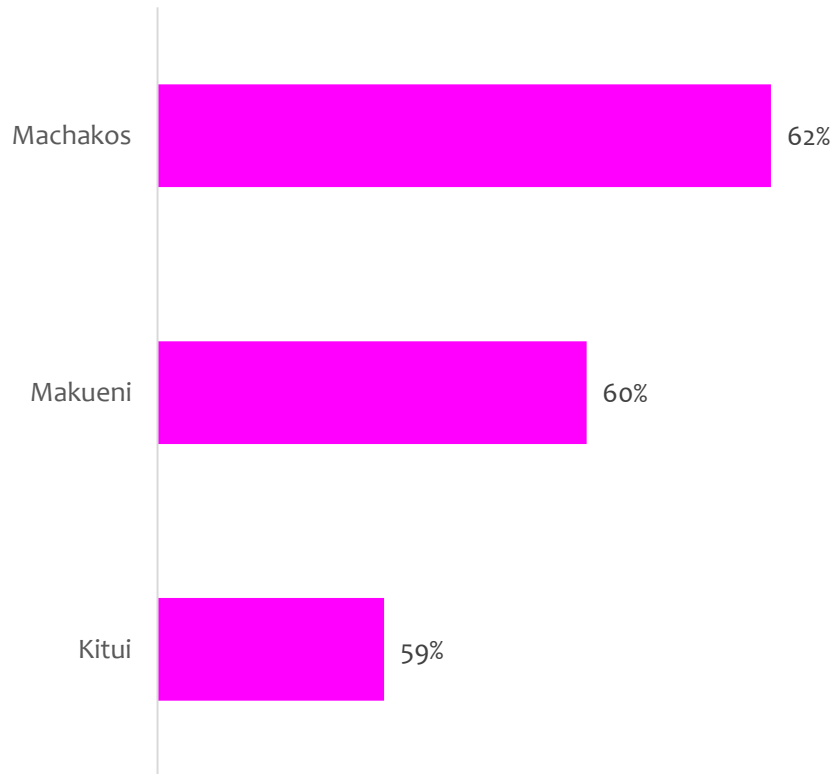
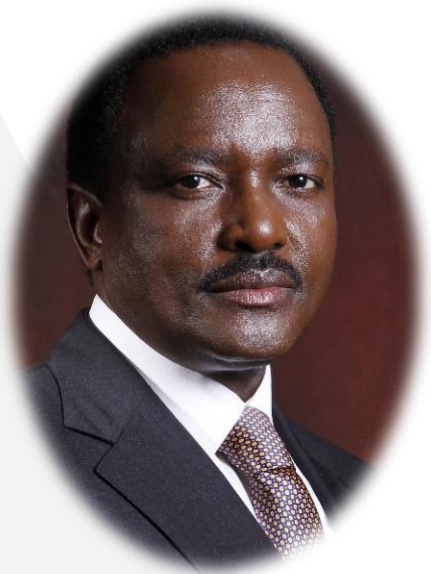
Counties Led By: William Ruto

n=3,430



Counties Led By: Kalonzo Musyoka

n=3,430



Counties Led By: Rigathi Gachagua

n=3,430



Kirinyaga

37%

Murang'a

31%

RETAIN v REMOVE

Retain vs Remove: County Governor

n=3,430

Q. Would you RETAIN or REMOVE your Governor?



Murang'a	83%
Homa Bay	81%
Makueni	78%
Wajir*	66%
Samburu	64%
Tharaka-Nithi*	63%
Busia	60%
Kiambu	60%
Trans-Nzoia	60%
Turkana	59%
Mandera	59%

Kisii	56%
Migori	56%
Uasin Gishu	56%
Vihiga*	55%
Machakos	55%
Kirinyaga*	54%
Nyandarua	53%
Kajiado*	51%
Mombasa	51%

RETAIN



Lamu*	80%
Nyamira*	72%
Baringo*	70%
Nairobi	67%
Embu	65%
Elgeyo-Marakwet	65%
West Pokot*	63%
Nandi*	61%
Isiolo	60%
Meru	59%
Kitui*	59%
Garissa	58%
Kericho	57%
Bungoma*	57%

Bomet	56%
Taita Taveta	56%
Nakuru	55%
Siaya	55%
Narok	54%
Tana River*	54%
Kisumu*	53%
Kakamega	53%
Laikipia	53%
Kilifi	53%
Kwale	52%
Marsabit	51%
Nyeri	51%

REMOVE

* Second term Governors

Retain vs Remove: County Senator

n=3,430

Q. Would you **RETAIN** or **REMOVE** your Senator?



Makueni	77%	Mericho	59%
Nyandarua	75%	Nyamira	59%
Vihiga	74%	Meru	58%
Migori	70%	Busia	58%
Uasin Gishu	70%	Bomet	58%
Turkana	68%	Kisumu	57%
Nairobi	67%	Nandi	57%
Samburu	67%	Marsabit	56%
Murang'a	64%	Kakamega	56%
Homa Bay	64%	Kirinyaga	55%
Nyeri	64%	Wajir	54%
Kwale	62%	Siaya	53%
West Pokot	62%	Narok	53%
Kajiado	61%	Mandera	52%
Kilifi	59%	Isiolo	51%
		Tharaka Nithi	51%

RETAIN



Lamu	67%
Taita Taveta	64%
Embu	63%
Trans-Nzoia	59%
Bungoma	58%
Garissa	58%
Elgeyo-Marakwet	57%
Laikipia	56%
Tana River	54%
Kiambu	54%
Kitui	52%
Machakos	52%
Mombasa	52%
Nakuru	52%
Kisii	51%

REMOVE

Retain vs Remove: Women Rep

n=3,430

Q. Would you RETAIN or REMOVE your Women Rep?



Turkana	76%	Migori	57%
Kwale	69%	Bomet	56%
Kericho	65%	Samburu	55%
Uasin Gishu	64%	Nandi	54%
Garissa	64%	Wajir	54%
West Pokot	62%	Siaya	53%
Kakamega	61%	Vihiga	53%
Kajiado	61%	Kisumu	53%
Tharaka-Nithi	61%	Isiolo	51%
Nyeri	59%	Homa Bay	51%
Mandera	59%	Kitui	51%
Makueni	58%		

RETAIN



Kiambu	70%	Nairobi	61%
Bungoma	70%	Baringo	60%
Tana River	69%	Kisii	59%
Murang'a	69%	Nakuru	59%
Lamu	67%	Mombasa	59%
Taita Taveta	67%	Machakos	57%
Trans-Nzoia	66%	Meru	53%
Embu	65%	Laikipia	53%
Nyamira	63%	Elgeyo-Marakwet	51%
Nyandarua	63%	Kirinyaga	51%
Marsabit	62%	Busia	51%
		Kilifi	51%
		Narok	51%

REMOVE

Thank you!



RESEARCH 8020 LIMITED

The Atrium, Chaka Road
Hurlingham, Nairobi, Kenya.
+254 7 8020 8020, +254 7 8020 8021

ask@research8020.com | www.research8020.com



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