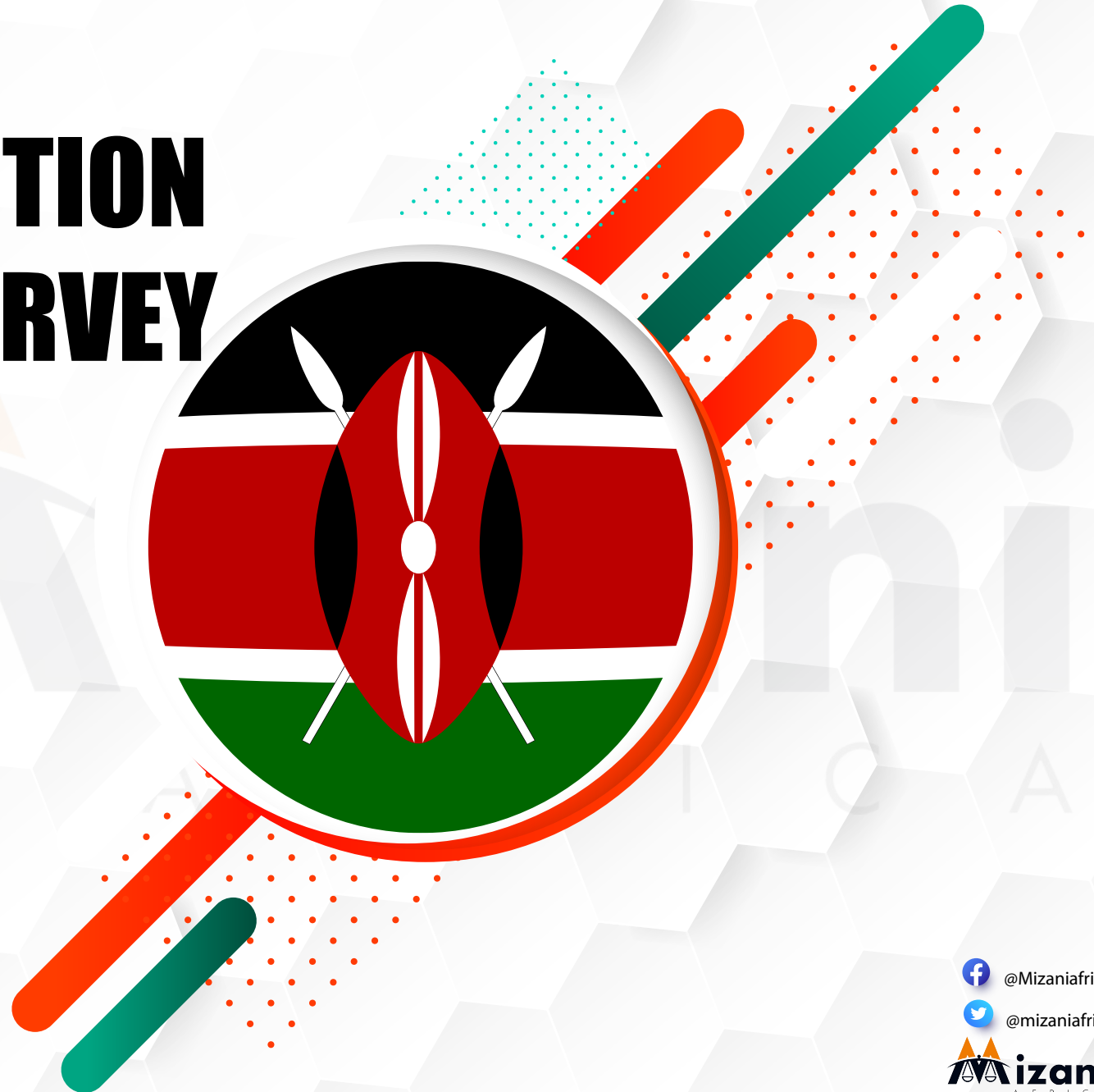


# 1<sup>st</sup> PRE-ELECTION OPINION SURVEY

**VOTER PREFERENCE**  
**11<sup>TH</sup> MARCH 2022**



# Contents

**01** **Methodology & Demographics**

**02** **Voter Confidence in  
Party Primaries**

**03** **Voter Confidence in  
I.E.B.C**

**04** **Running Mate  
Appointment Matrix**

**05** **Political Alliances  
Popularity Rating**

**06** **Presidential Election  
Voter-Preferences**

# Methodology

## Sampling

Random Sampling distributed proportionate to population size across 47 Counties in KENYA

## Sample Size

Base n = 4, 268

## Sampling Error

+/- 3 with a 95% confidence level

## Duration

21<sup>st</sup> February-5<sup>th</sup> March, 2022

## Data Collection


Telephonic interviews were conducted


## Population

Kenyan adults of 18 years & above living in rural & urban areas.

## Survey Sponsor

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# Demographics

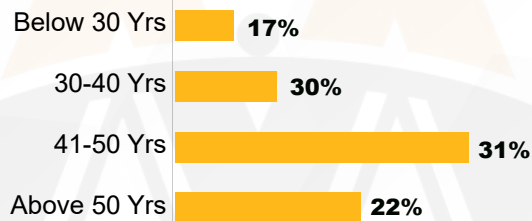
## Gender



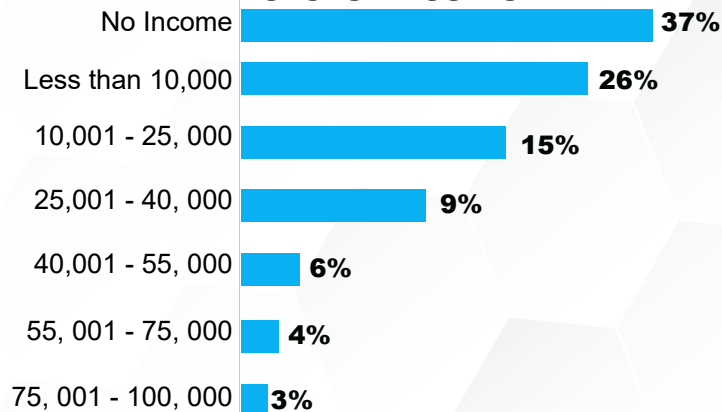
## Setting



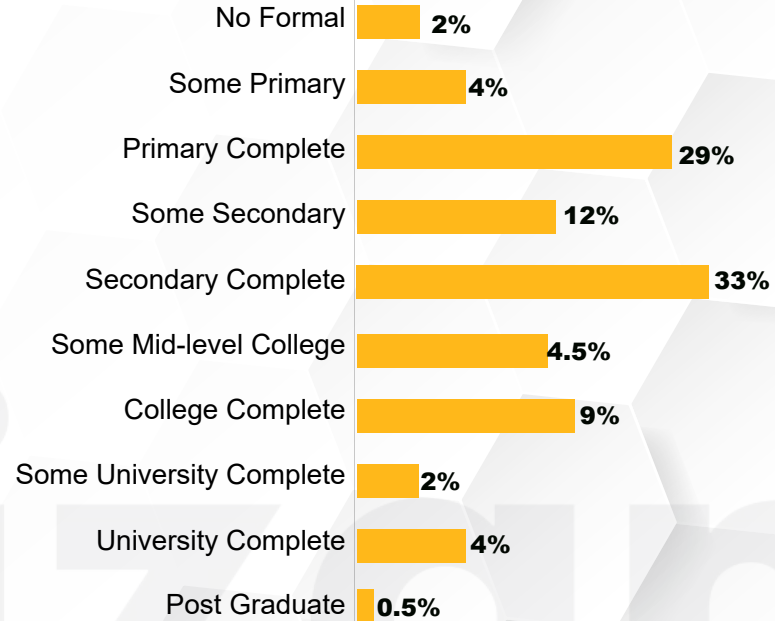
## Age



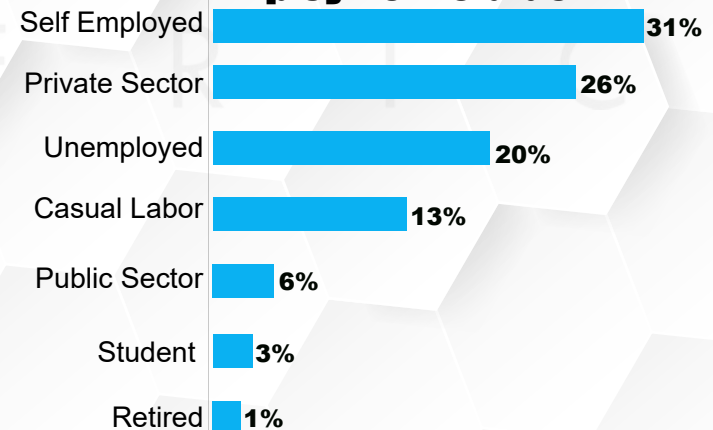
## Level of Income



## Level of Education



## Employment Status



# RECENT EVENTS



## Important Note

During and after field work, various political activities have occurred whose impact may not be fully captured in some of the results reported in this survey.

Some of these major events include:

- Sagana 3
  - Jubilee Party NDC
  - ODM Party NDC
- & Other Political Rallies across the Country**

# Voter Confidence

**Q: 'Do you believe the Party Nominations will be Free & Fair?'**

**YES  
55.0%**

**24.7%  
NO**

**20.2%  
NOT SURE**

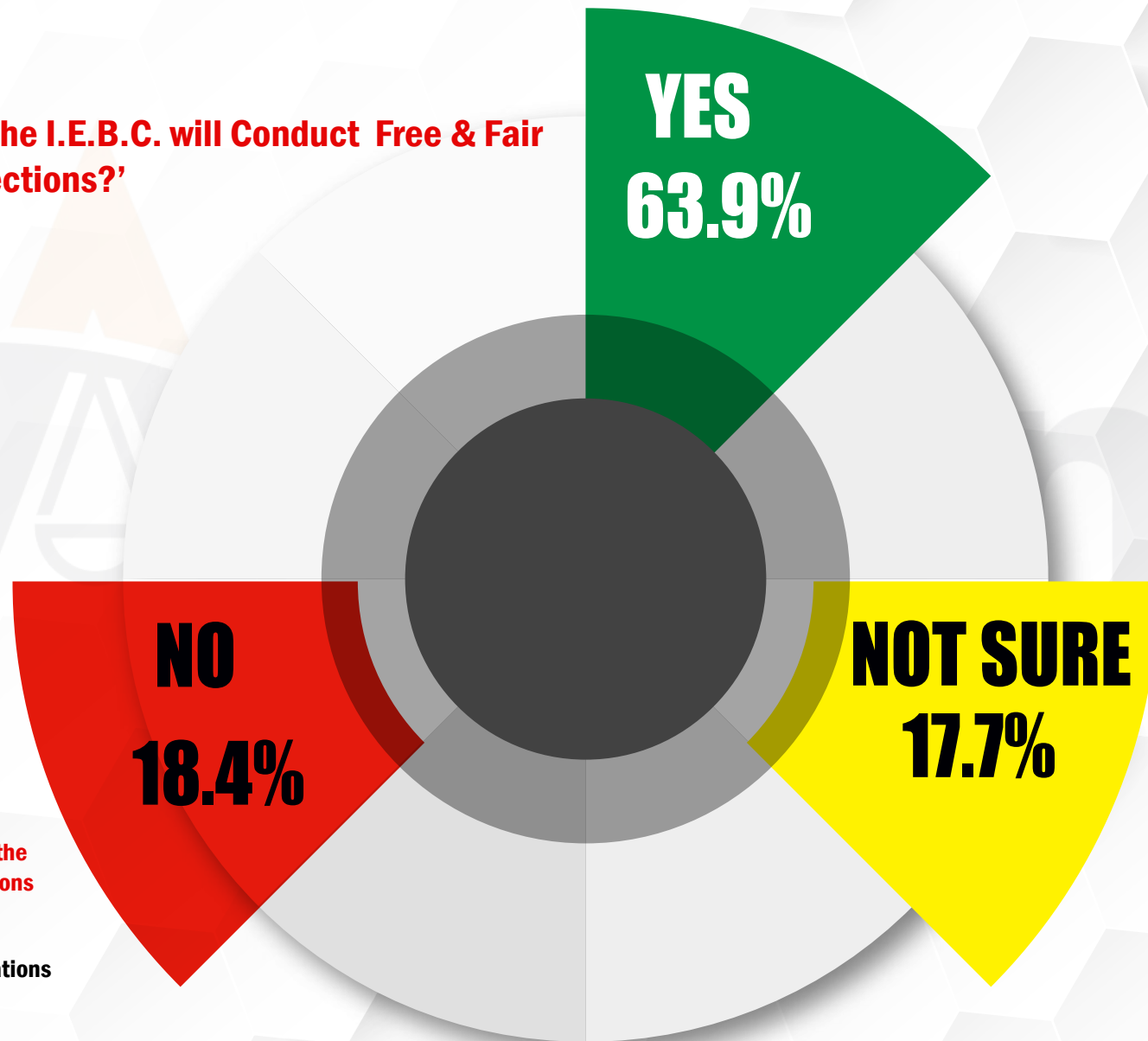
**Reasons why 24.7% dont believe that the Party Nominations will be free & Fair**

- Vote Buying
- Corruption
- Nepotism
- Voter Intimidation
- Vote Rigging
- Ethnicity
- Insecurity
- Lack of Proper Party Registration



# Voter Confidence


**Q: 'Do you Believe that the I.E.B.C. will Conduct Free & Fair August 9 General Elections?'**




**Reasons why 18.4% dont believe that the I.E.B.C. will conduct free & Fair Elections**

- Biasness
- Compromised
- Not Fully in Control of its Operations
- I.E.B.C. Seemingly not fully prepared for elections

**RUNNING MATE APPOINTMENT  
MATRIX  
MT. KENYA REGION**

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# Possible Candidates



**NDINDI NYORO**



**ALICE WAHOME**



**RIGATHI GACHAGUA**



**ANNE WAIGURU**



**SABINA CHEGE**



**MARTHA KARUA**



**NDERITU MURIITHI**



**PETER MUNYA**



**LEE KINYANJUI**



**PETER KENNETH**



**JAMLECK KAMAU**

# Methodology

## Sampling

A random panel of Respondents were sampled across 8 Counties in Mt. Kenya Region

## Sample Size

163

Across Mt. Kenya Region

## Sampling Error

+/- 3 with a 95% confidence level

## Duration

21<sup>st</sup> February-5<sup>th</sup> March, 2022

## Data Collection

Face to Face interviews were conducted

## Population

Mt. Kenya Region adults of 30 years & above living in rural & urban areas.

## Survey Sponsor

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# Hypothesis

---

Assuming that the office of the Deputy President provides a perfect opportunity for the holder to run for presidency given that the presidential candidate who takes office will serve a full term (10 Years).

Q. According to the parameters stated below, who do you think is the most suitable candidate to be appointed as the running mate for William Ruto?

Q. According to the parameters stated below, do you think is the most suitable candidate to be appointed as the running mate for Raila Odinga?

## Parameters Tested

- Political Affiliation Consistency
- Integrity - Clean Track Record
- Leadership Experience
- Effective Communication
- Charisma
- Age Advantage

# Demographics

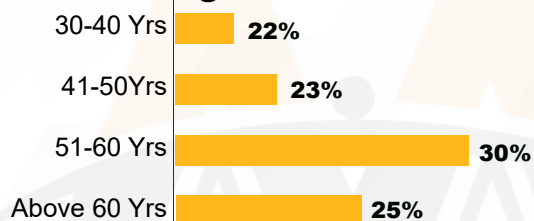
## Gender



## Setting



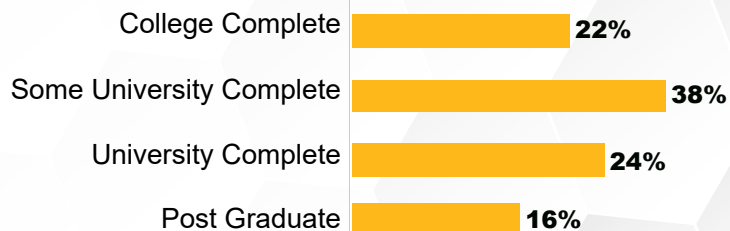
## Age



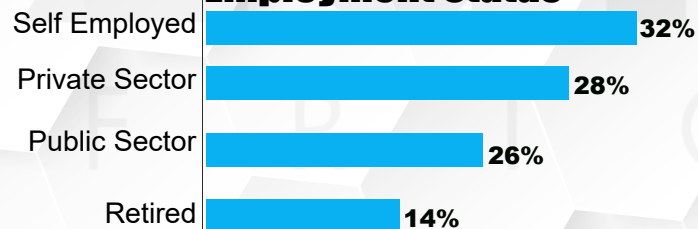
## Level of Income



## Level of Education

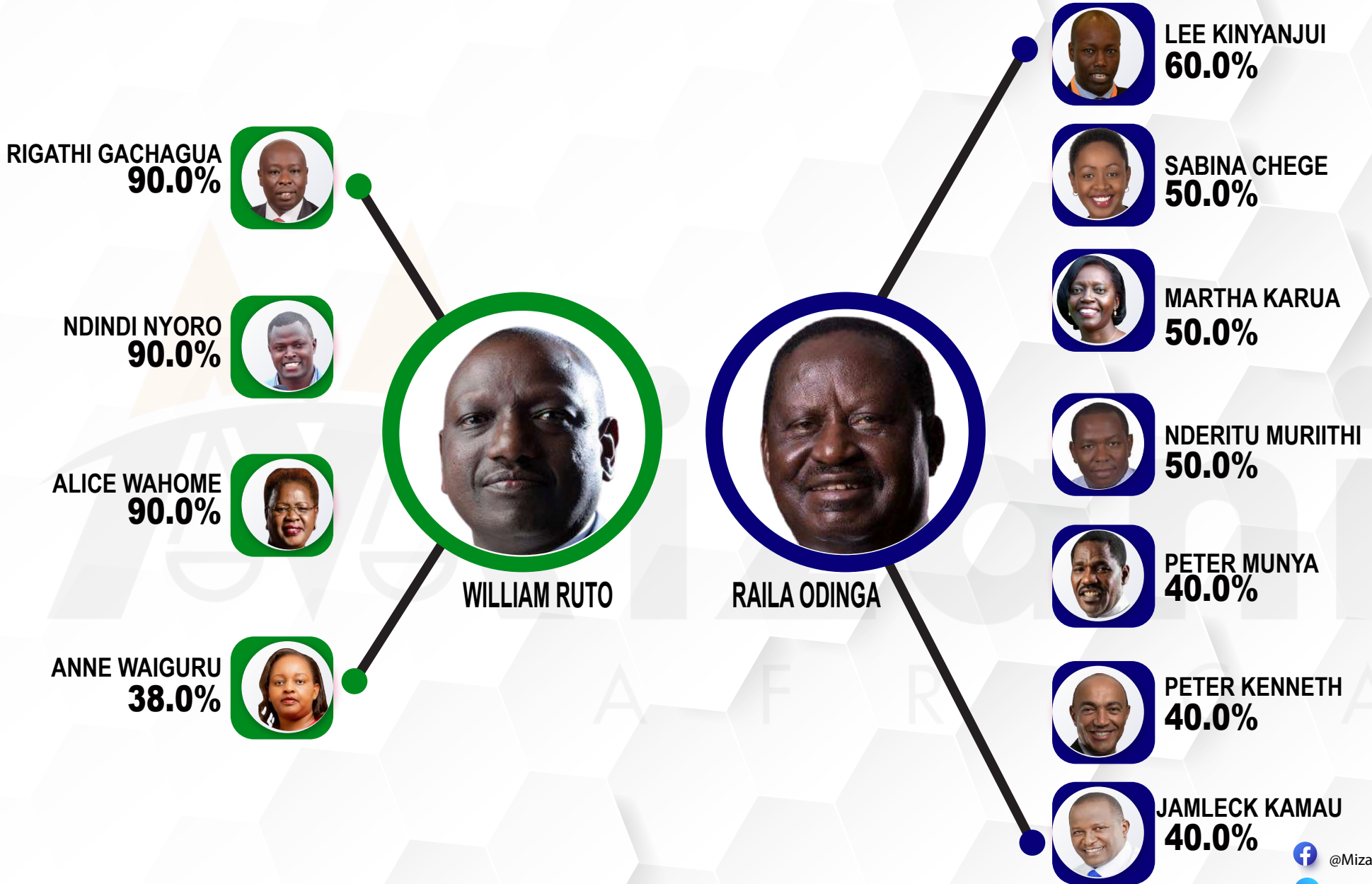


## Employment Status



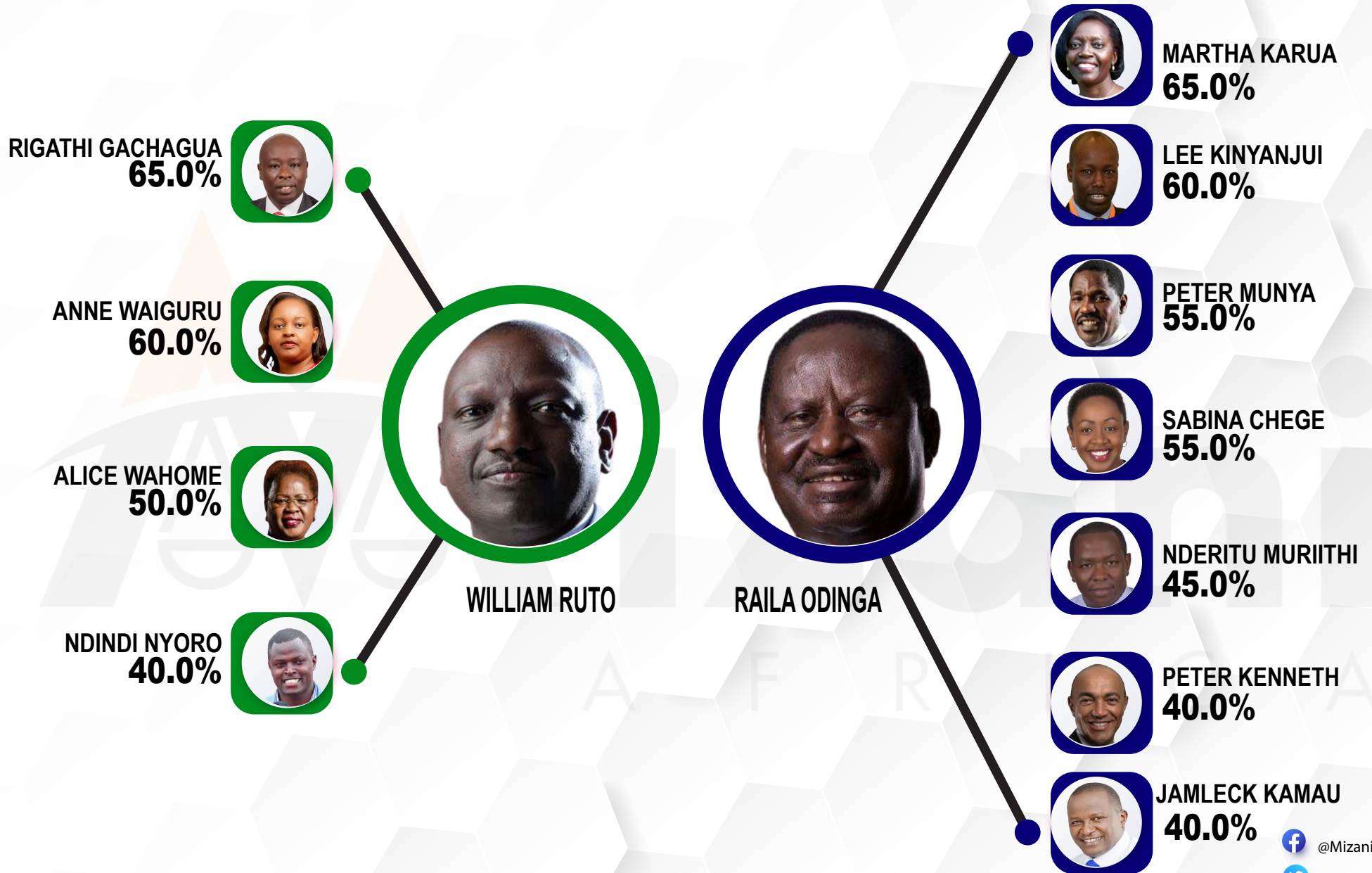
# POLITICAL AFFILIATION CONSISTENCY

On a Scale of 1-10, rate the Suitability of the following Possible Running Mates in terms of their Political Affiliation Consistency



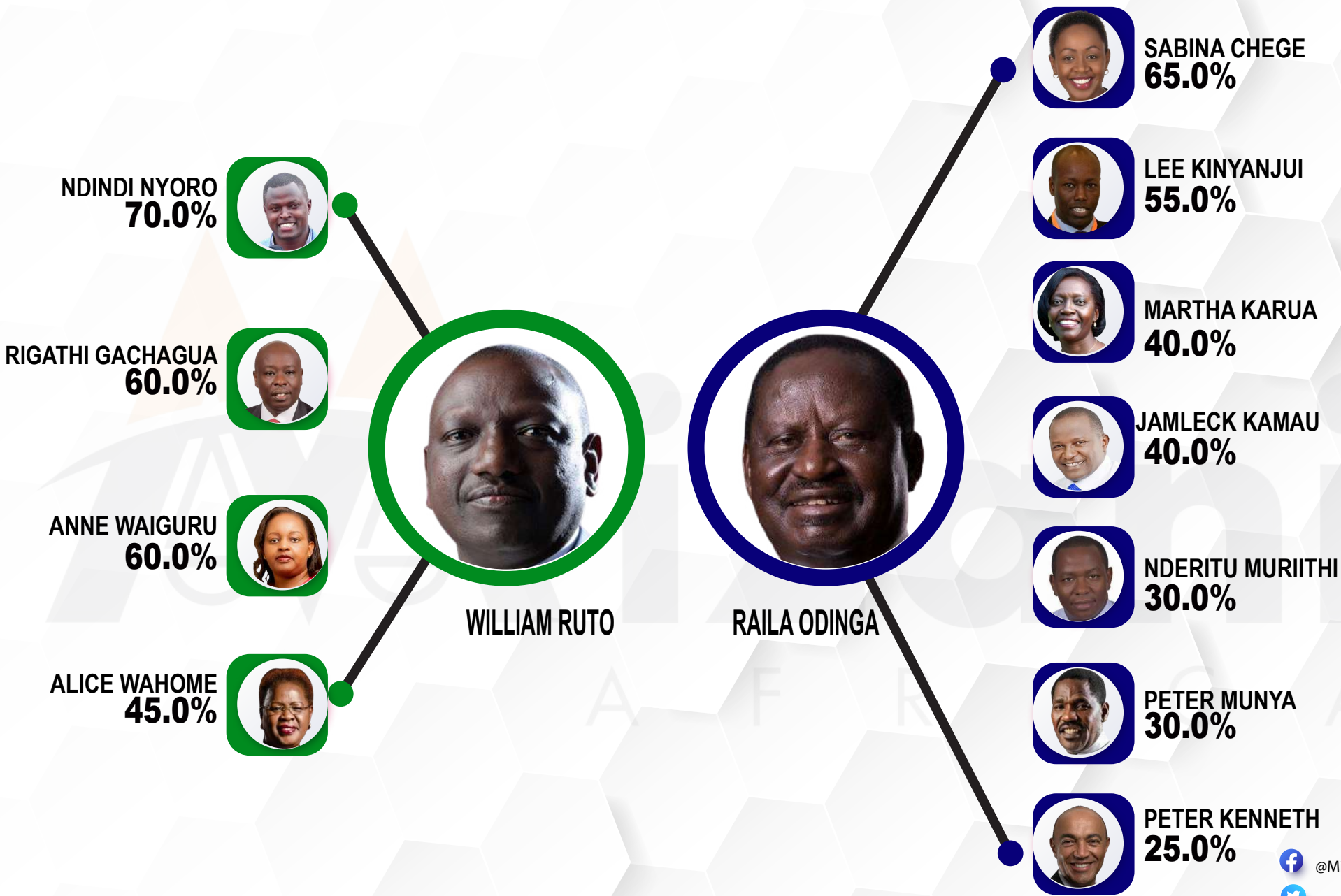
# LEADERSHIP EXPERIENCE

On a Scale of 1-10, rate the Suitability of the following Possible Running Mates in terms of their Leadership Experience



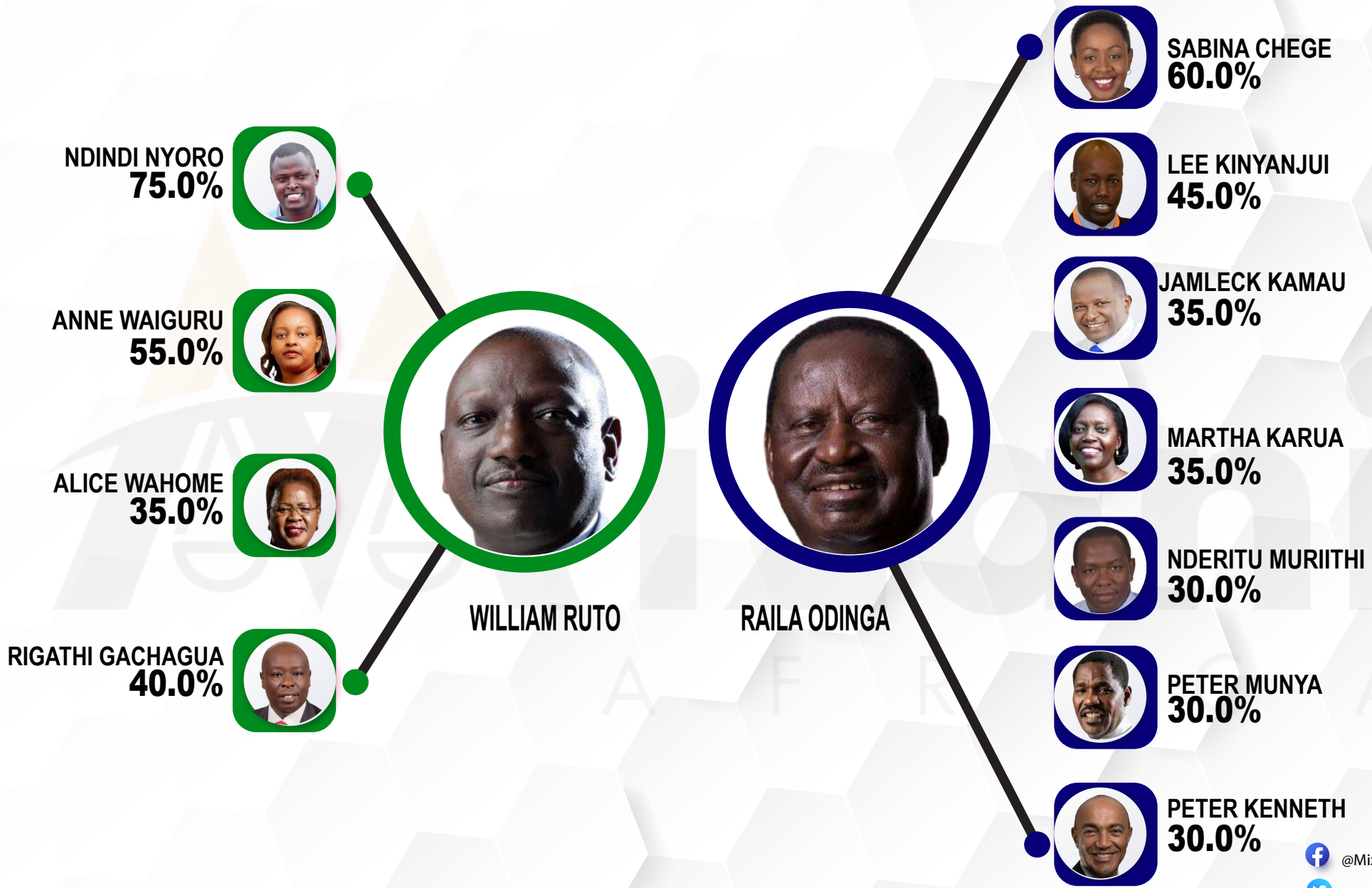
# EFFECTIVE COMMUNICATOR

On a Scale of 1-10, rate the Suitability of the following Possible Running Mates in terms of their ability to Communicate Effectively



# CHARISMA

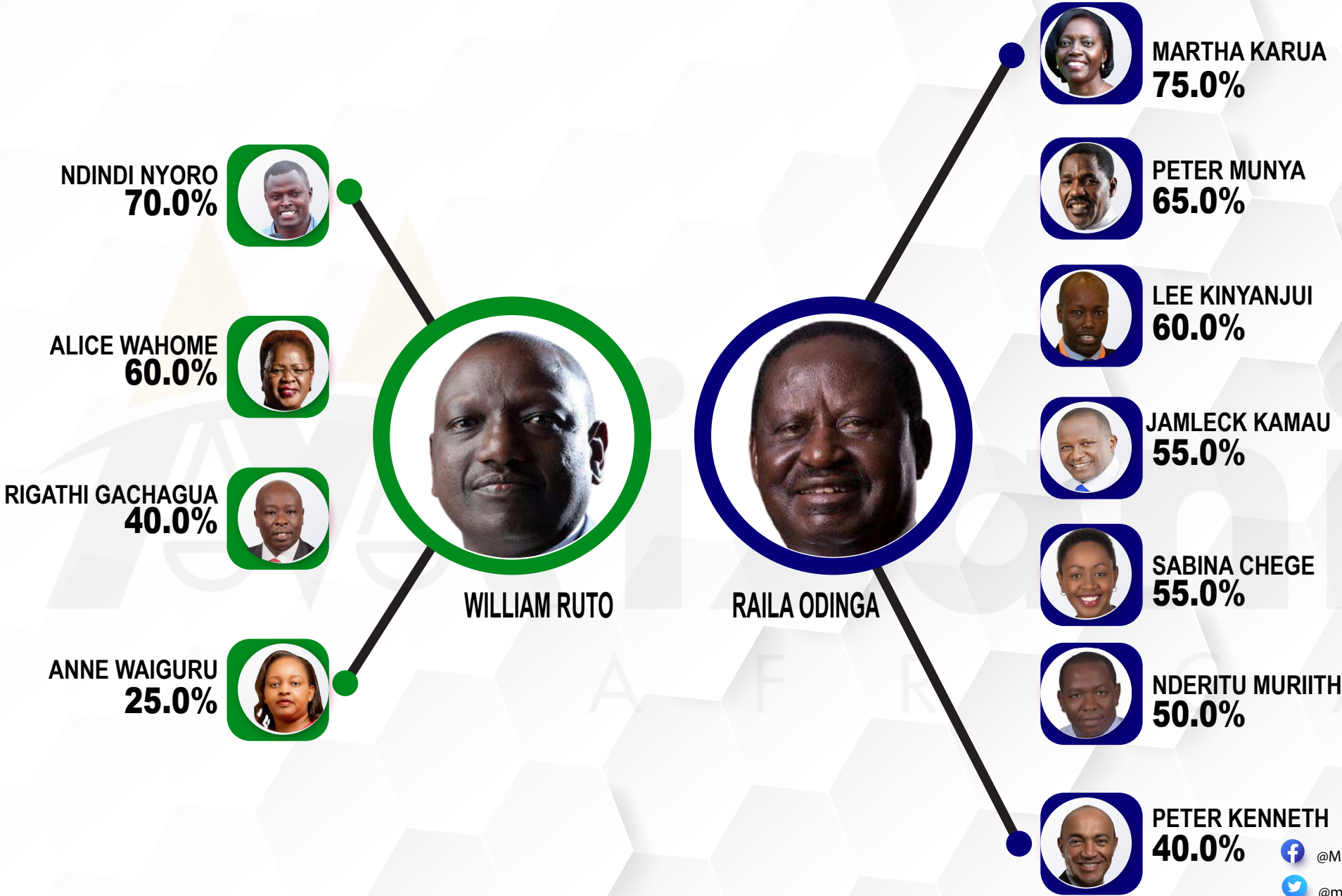
On a Scale of 1-10, rate the Suitability of the following NPossible Running Mates in terms of their Ability to Excite the Mass





# INTEGRITY

On a Scale of 1-10, rate the Suitability of the following Possible Running Mates in terms of their Integrity



*On a Scale of 1-10, rate the Suitability of the following NPossible Running Mates in terms of their Age*

## APPROXIMATE AGE



**NDINDI NYORO**  
**36 Yrs**



**LEE KINYANJUI**  
**46 Yrs**



**SABINA CHEGE**  
**50 Yrs**



**PETER MUNYA**  
**53 Yrs**



**NDERITU MURIITHI**  
**54 Yrs**



**ANNE WAIGURU**  
**55 Yrs**



**JAMLECK KAMAU**  
**56 Yrs**



**PETER KENNETH**  
**56 Yrs**



**RIGATHI GACHAGUA**  
**63 Yrs**



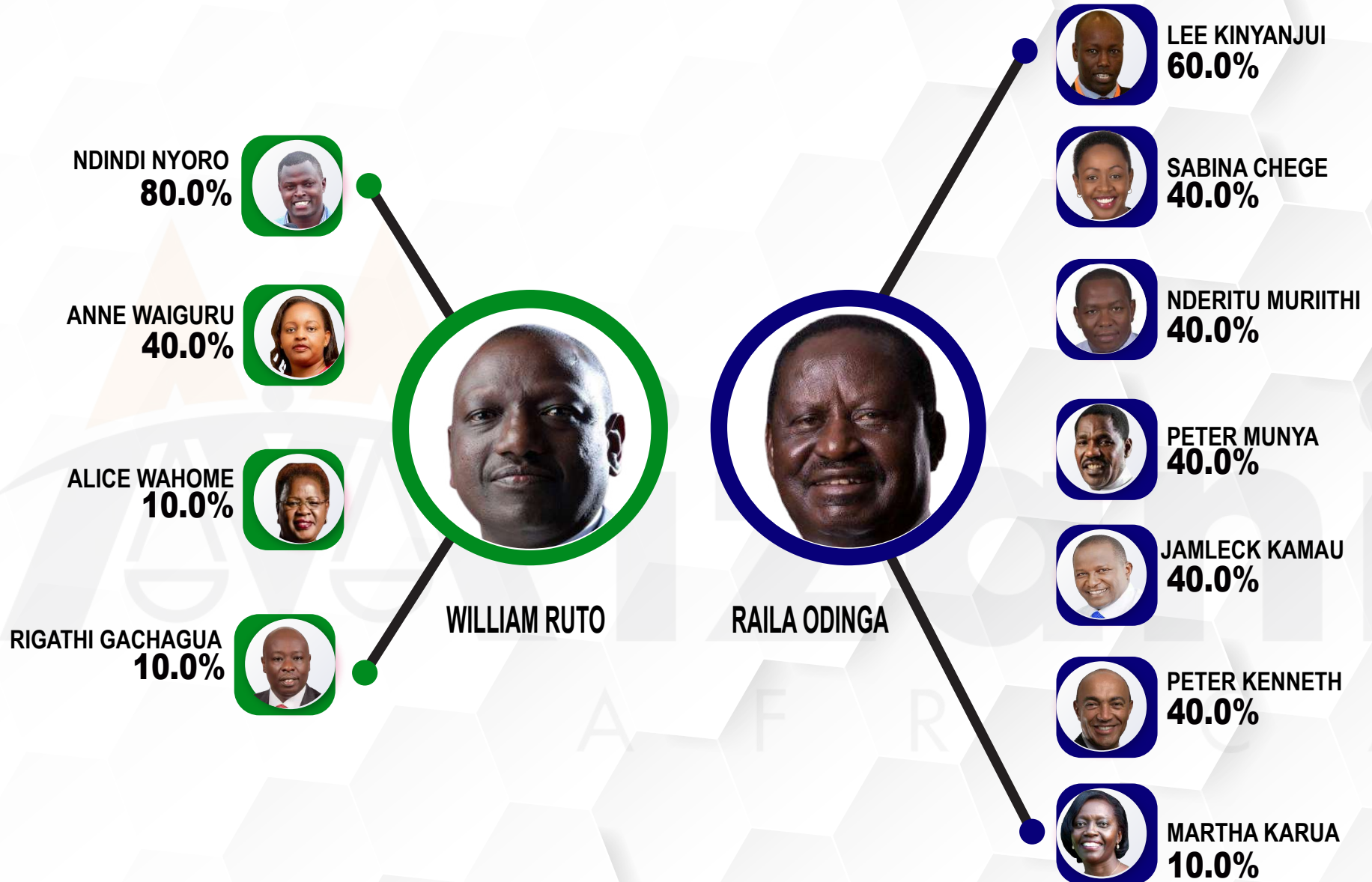
**ALICE WAHOME**  
**64 Yrs**



**MARTHA KARUA**  
**64 Yrs**

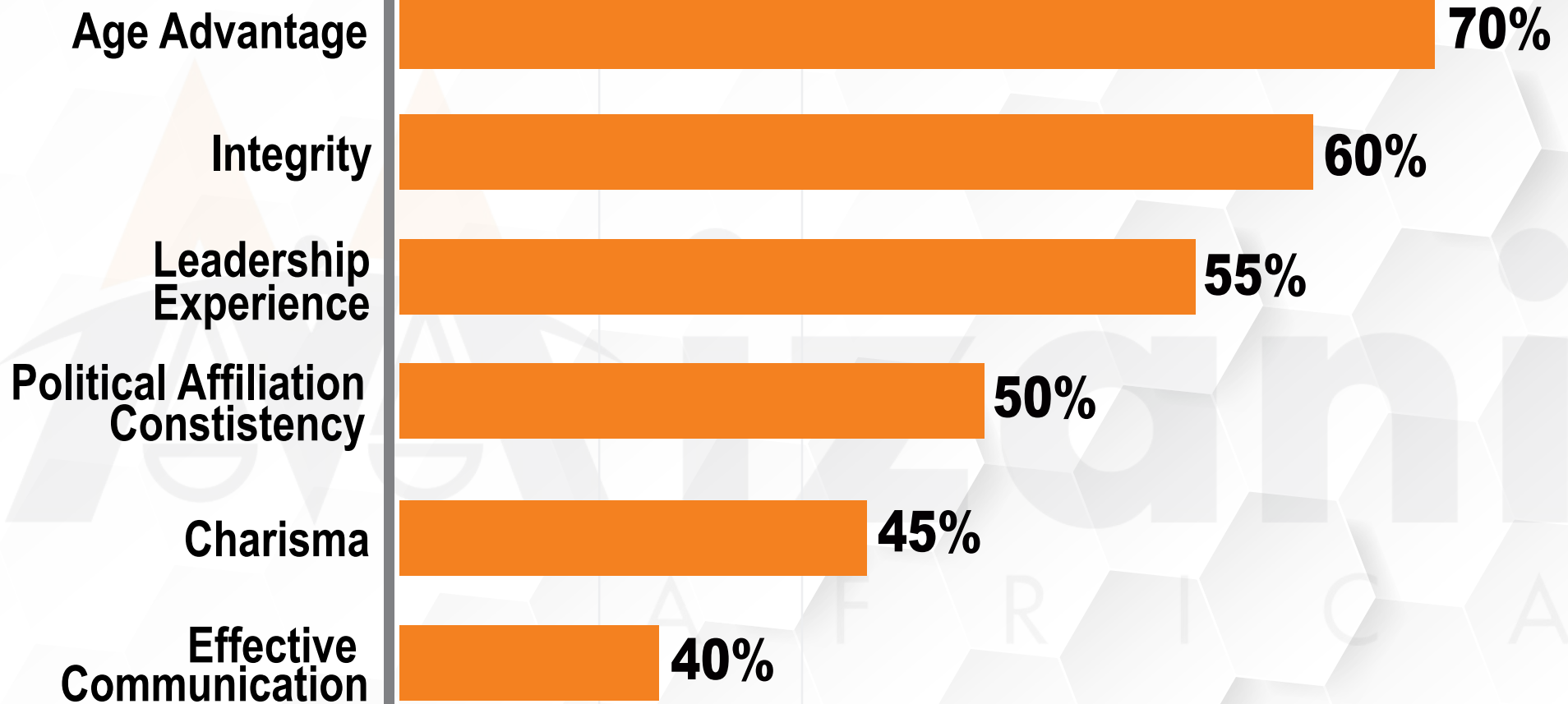
# AGE ADVANTAGE

On a Scale of 1-10, rate the Suitability of the following Possible Running Mates in terms of their Age



On a scale of 1-10, which factor do you deem sacrosanct?

## Most Important Factor



# Most Suitable Presidential Running Mate

NDINDI NYORO  
**70.8%**



RIGATHI GACHAGUA  
**50.8%**



ALICE WAHOME  
**48.0%**



ANNE WAIGURU  
**45.0%**



WILLIAM RUTO



RAILA ODINGA



LEE KINYANJUI  
**56.7%**



SABINA CHEGE  
**54.2%**



MARTHA KARUA  
**45.8%**



PETER MUNYA  
**43.3%**




JAMLECK KAMAU  
**41.6%**




NDERITU MURIITHI  
**40.8%**



PETER KENNETH  
**35.8%**


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# PARTY ALLIANCES

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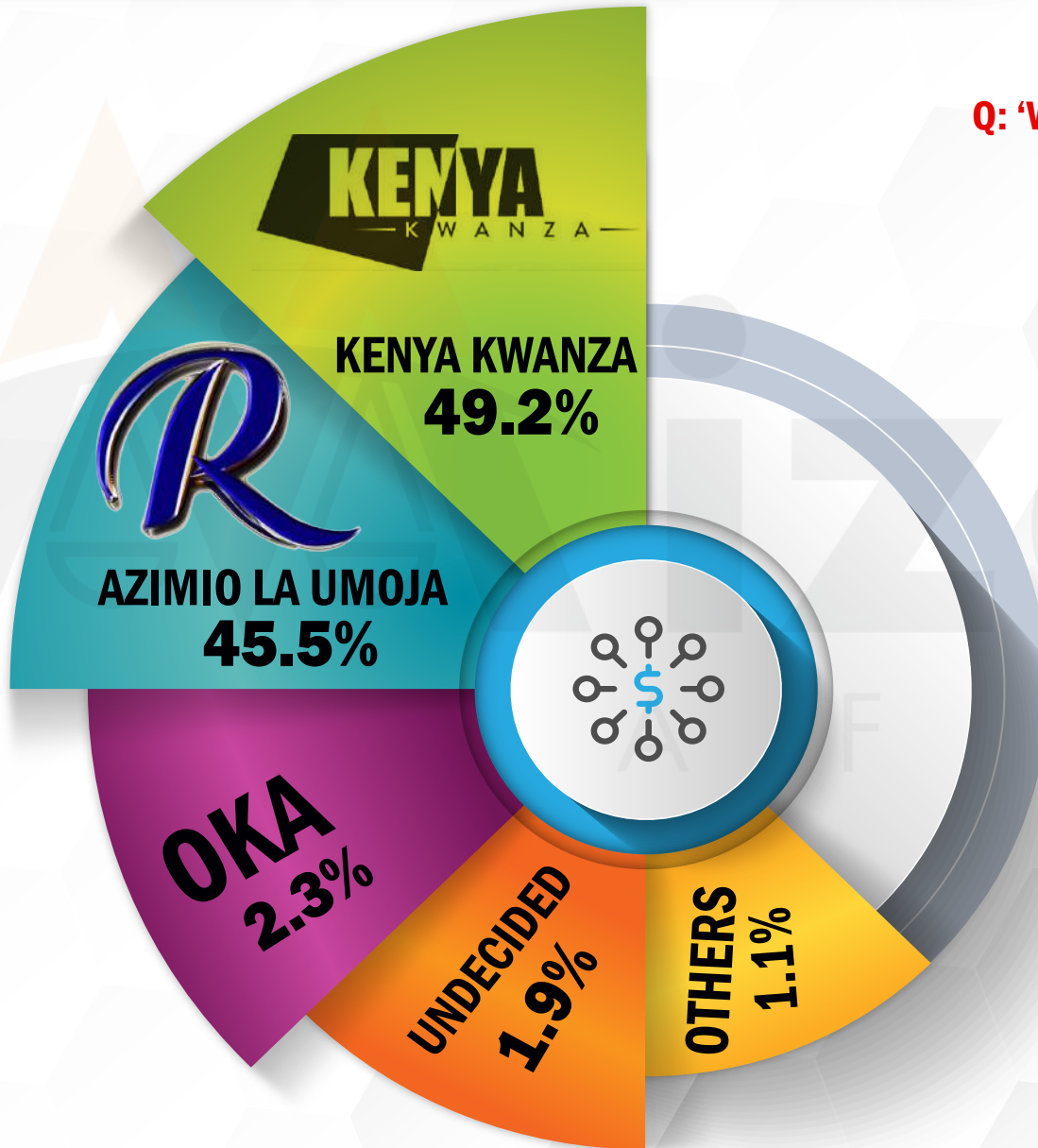
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# Party Alliances

## Popularity Ranking

Q: 'Which Political Party Alliance do you feel closest to?'





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# **PRESIDENTIAL ELECTION VOTER-PREFERENCES**

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PRESIDENTIAL

# Popularity Rating

Q: 'If elections were held today, who would you vote for as PRESIDENT?'



WILLIAM RUTO  
49.2%



RAILA ODINGA  
45.1%



KALONZO MUSYOKA  
2.9%

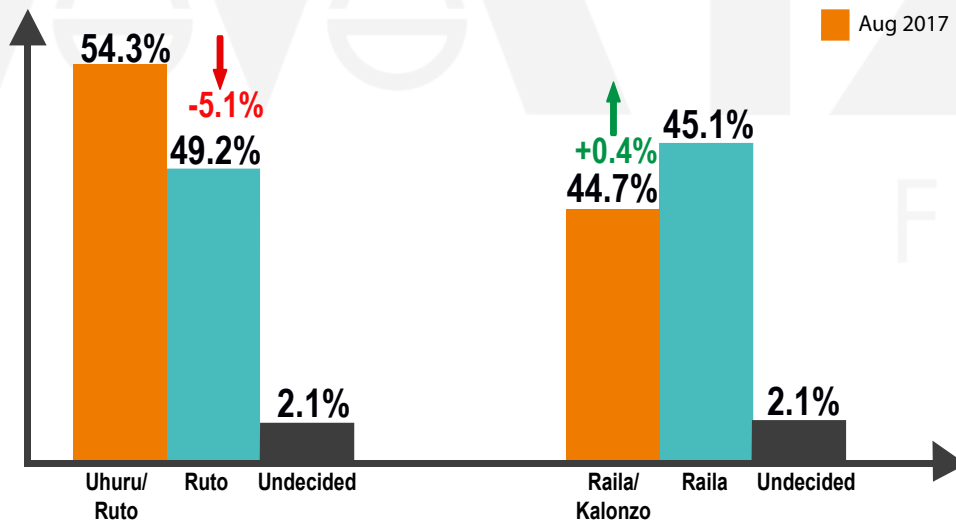


UNDECIDED  
2.1%



OTHERS  
0.7%

## I.E.B.C Election Results 2017 vs Today's Popularity Rating



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AFRICA

PRESIDENTIAL

# WILLIAM RUTO

Popularity by Region

## MT. KENYA 74.3%

Murang'a  
Kirinyaga  
Nyandarua  
Tharaka Nithi

## RIFT VALLEY 67.7%

Nandi	Kericho
Narok	Baringo
Bomet	Samburu
Nakuru	West Pokot
Laikipia	Uasin Gishu
Kajiado	Elgeyo Marakwet

## WESTERN 42.4%

Busia  
Vihiga  
Bungoma  
Kakamega  
Trans Nzoia

## COAST 29.0%

Kilifi	Mombasa
Lamu	Tana River
Kwale	Taita Taveta

## L. EASTERN 32.1%

Kitui  
Makueni  
Machakos

## N. EASTERN 46.2%

Wajir	Turkana
Isiolo	Marsabit
Garissa	Mandera

## NYANZA 18.1%

Kisii	Kisumu
Siaya	Nyamira
Migori	Homa Bay

## NAIROBI 36.7%

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**MT. KENYA 22.3%**

Meru	Murang'a
Embu	Kirinyaga
Nyeri	Nyandarua
Kiambu	Tharaka Nithi

**RIFT VALLEY 29.5%**

Nandi	Kericho
Narok	Baringo
Bomet	Samburu
Nakuru	West Pokot
Laikipia	Uasin Gishu
Kajiado	Elgeyo Marakwet

**WESTERN 53.6%**

Busia
Vihiga
Bungoma
Kakamega
Trans Nzoia

**COAST 64.2%**

Kilifi	Mombasa
Lamu	Tana River
Kwale	Taita Taveta

**L. EASTERN 36.0%**

Kitui
Makueni
Machakos

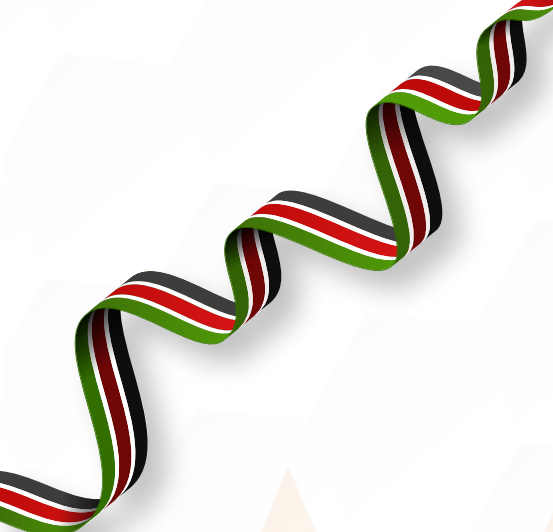
**N. EASTERN 50.0%**

Wajir	Turkana
Isiolo	Marsabit
Garissa	Mandera

**NYANZA 79.5%**

Kisii	Kisumu
Siaya	Nyamira
Migori	Homa Bay

**NAIROBI 49.9%**



**THE END**



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