Contents

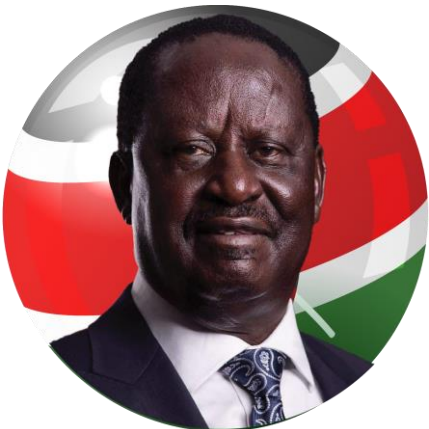# 1. Executive Summary

1. The 2022 Presidential elections will be a Two Horse race between William Ruto and Raila Odinga

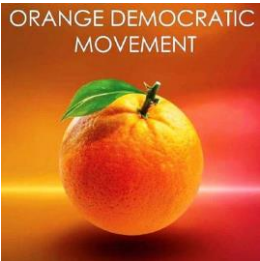**3. The two leading political parties currently are ODM and UDA**

ORANGE DEMOCRATIC MOVEMENT

UNITED DEMOCRATIC ALLIANCE

UDA
KAZI NI KAZI

32%

33%

35%

KENYA

| JUBILEE: 2% |
| WIPER: 1% |
| ANC: 1% |
| OTHERS 1% |
| NONE: 23% |
| RTD 6% |
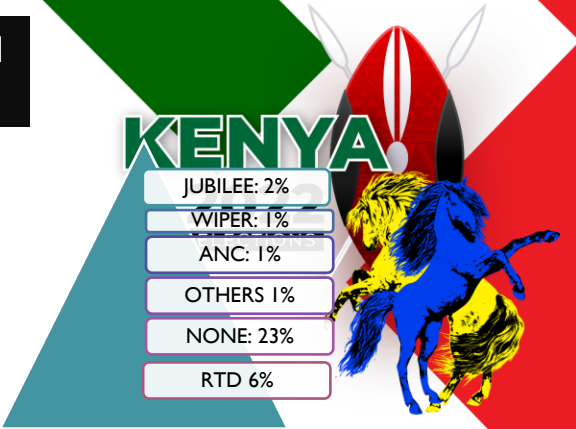
RUTO
32%

RAILA
33%

3. Majority of Kenyans want One Kenya alliance to dissolve and support either of the two leading presidential candidates

52%
want OKA to dissolve & support either Raila or Ruto

55%
want OKA to support Raila

kenya

MUSALIA

44% as Running mate

2. The 2022 Presidential race is currently neck to neck between William Ruto and Raila Odinga

RUTO	RAILA
CENTRAL	COAST
RIFT VALLEY	WESTERN
EASTERN	NYANZA
NAIROBI	NORTH EASTERN
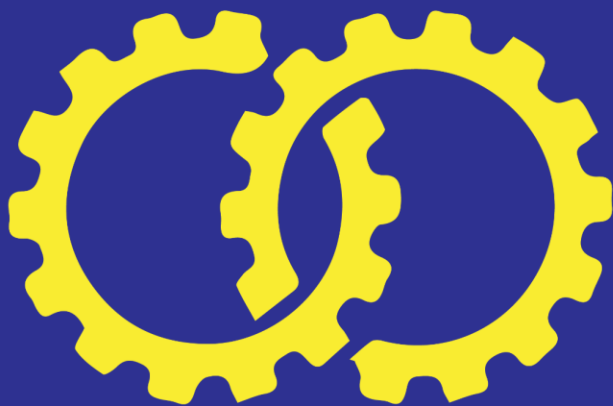
2. Methodology

SURVEY METHODOLOGY

When was the survey conducted?	17th – 21st December, 2021
How was the survey conducted?	Quantitative interviews were conducted through Computer Assisted Telephone Interviews (CATI)
Universe and Survey sample	The relevant section of the public that was targeted in the survey (i.e. the universe) was persons who were 18 years old and above at the time of the survey. The overall survey had a target survey sample size of 1600 respondents.
What was the margin of error?	±2.45% at 95% degree of confidence.
What was the response rate?	94% response rate.
Weighting	Post-stratification weights were applied after data collection to ensure demographic representation of the 18+ years population in Kenya. When the achieved interviews slightly differ from the intended proportions for sample category, the survey dataset is weighted for the purpose of correcting the sample characteristics to be representative to that of the target population.
Survey Geographical Coverage	The survey covered 26 counties and all the 8 regions of Kenya. To ensure the survey findings were representative of the Kenyan, 18+ years population , the distribution of the survey sample across the regions was proportionately allocated. As such Rift Valley region took the highest sample size with North Eastern region taking the least.
Data Analysis	Quantitative Data was processed and analysed using SPSS version 26 statistical software due to it high accuracy and reliability.

Sample Distribution

REGION	VOTER REGISTER (MILLIONS)	PROPORTIONS	SAMPLE PER REGION
COAST	1.7	9%	140
NORTH EASTERN	0.5	3%	41
EASTERN	3.0	15%	242
CENTRAL	2.9	15%	238
RIFT VALLEY	4.6	24%	380
WESTERN	1.9	10%	157
NYANZA	2.7	14%	219
NAIROBI CITY	2.3	11%	184
TOTAL	19.6	100%	1,600

Demographics

Age

- 18-24 Years: 17%
- 25-35 Years: 33%
- 36-45 Years: 20%
- 46-55 Years: 15%
- Over 55 Years: 14%

Religion

- Christian: 92%
- Muslim: 7%
- None: 1%

Gender

- Male: 52%
- Female: 48%

Location

- Rural: 53%
- Urban: 47%

Marital Status

- Single: 24%
- Married: 72%
- Cohabiting: 0.4%
- Divorced/Separated: 2%
- Widowed: 2%
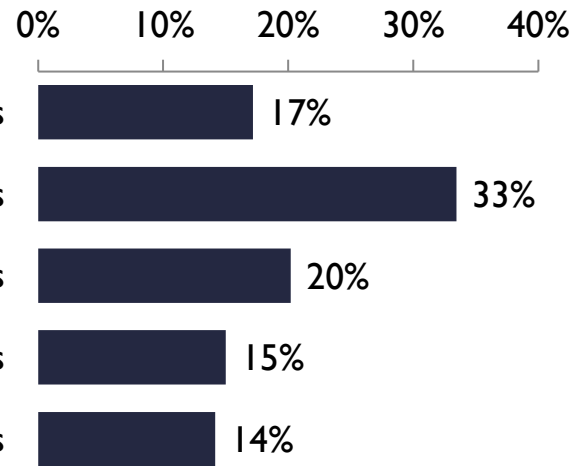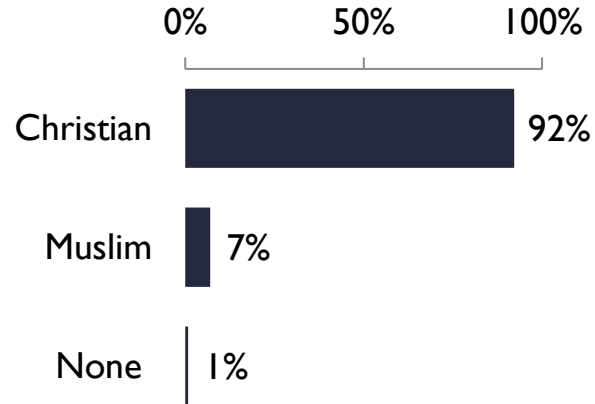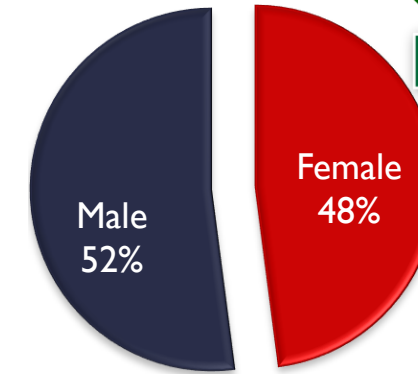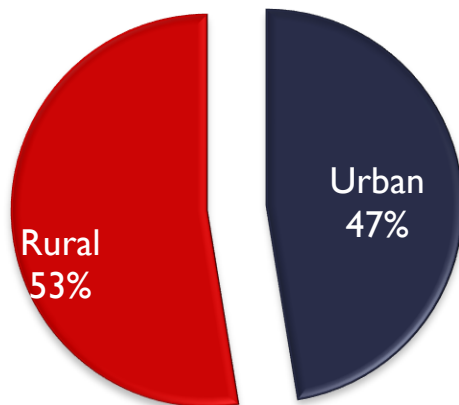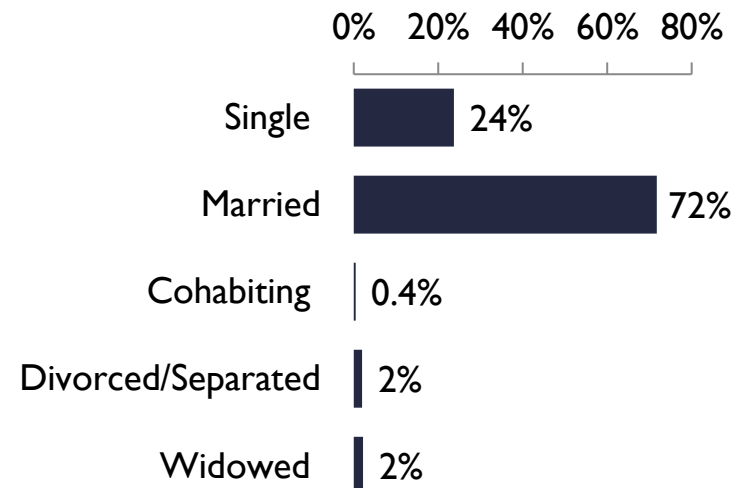
Level of education

- Formally employed: 13%
- Casually employed: 16%
- Self-employed: 38%
- Unemployed: 29%
- Retired: 4%
- Refused to answer: 0.05%
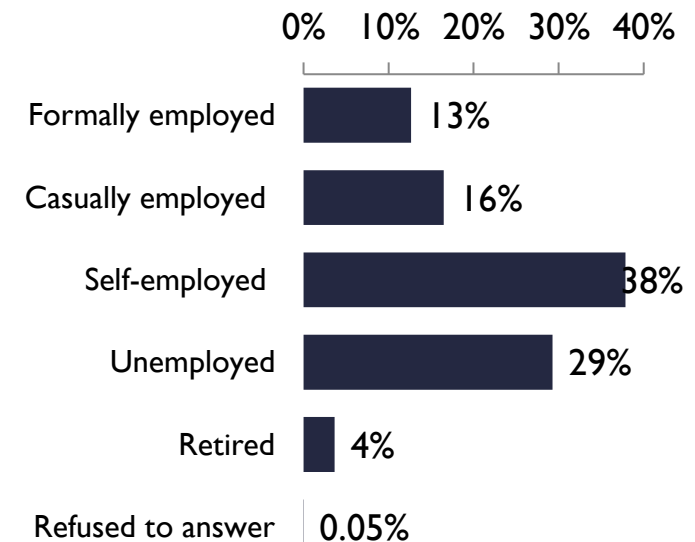
Presidential Popularity

RUTO	ODINGA	KALONZO	MUDAVADI	KARUA
32%	33%	1%	1%	0.4%

Raila Odinga	33%
William Ruto	32%
Musalia Mudavadi	1%
Kalonzo Musyoka	1%
Others	1%
I would not vote	4%
Refused to answer	7%
Undecided	21%
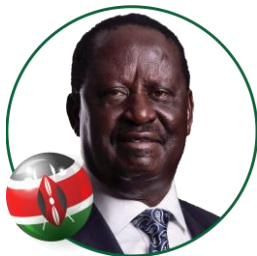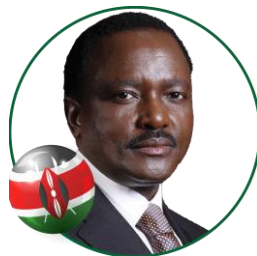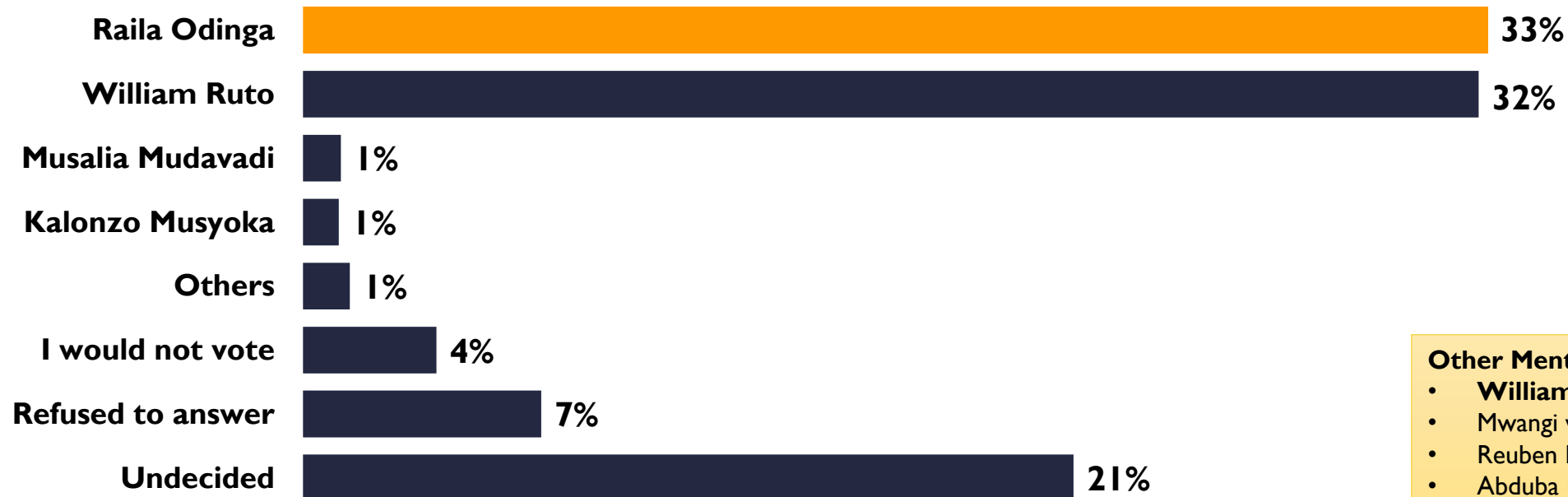
Other Mentions Include:
- **William Kabogo**
- Mwangi wa Iria
- Reuben Kigame
- Abduba Dida

PRESIDENTIAL CANDIDATE OF CHOICE
Trend analysis

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KENYA 2022 ELECTIONS

December, 2020
n=800

Candidate	%
William Ruto	44%
Raila Odinga	13%
Mwangi wa Iria	3%
Musalia Mudavadi	2%
Kalonzo Musyoka	2%
Fred Matiang'i	2%
Alfred Mutua	2%
Anne Waiguru	1%
Kivutha Kibwana	1%
Gideon Moi	1%
Peter Kenneth	1%
Amason Kingi	1%
Mutahi Kagwe	1%
William Kabogo	1%
Others	2%
Don't know	6%
Refused to answer	3%
I would not vote	4%
Undecided	12%

November, 2021
n=8000

Candidate	%
William Ruto	34%
Raila Odinga	25%
Musalia Mudavadi	2%
Kalonzo Musyoka	1%
Other	2%
Don't know	5%
Refused to answer	4%
I would not vote	3%
Undecided	24%

Decembr, 2021
n=1600

Candidate	%
Raila Odinga	33%
William Ruto	32%
Musalia Mudavadi	1%
Kalonzo Musyoka	1%
Others	1%
I would not vote	4%
Refused to answer	7%
Undecided	21%

PRESIDENTIAL RACE TREND ANALYSIS BY REGION : WINNERS & LOSERS BY REGION

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KENYA 2022 ELECTIONS

RUTO
- LOST 12% POPULARITY BETWEEN DEC 2020 & DEC 2021
- NOTEABLE LOSSES IN COAST, N.EASTERN, CENTRAL

RAILA
- GAINED 20% POPULARITY BETWEEN DEC 2020 & DEC 2021
- NOTEABLE GAINS IN COAST,EASTERN,WESTERN

REGIONS	WILLIAM RUTO POPULARITY				RAILA ODINGA POLULARITY			
	DEC 2020	NOV 2021	DEC 2021	+/_ DEC 2020/21	DEC 2020	NOV 2021	DEC 2021	+/_ DEC 2020/21
COAST	39%	28%	24%	-15%	17%	27%	48%	31%
NORTH EASTERN	52%	36%	25%	-27%	15%	28%	33%	18%
EASTERN	39%	37%	39%	0%	7%	19%	29%	22%
CENTRAL	60%	45%	42%	-18%	4%	12%	16%	12%
RIFT VALLEY	53%	46%	42%	-11%	10%	17%	26%	16%
WESTERN	34%	23%	23%	-11%	10%	31%	38%	28%
NYANZA	19%	16%	13%	-6%	39%	49%	57%	18%
NAIROBI	46%	24%	32%	-14%	9%	29%	28%	19%
TOTAL	44%	34%	32%	-12%	13%	25%	33%	20%

PRESIDENTIAL CANDIDATE OF CHOICE: BY REGION

4 regions per candidate lead

RUTO Lead in Eastern, Central, Rift Valley, Nairobi

RAILA Lead in Coast, N.Eastern, Western, Nyanza

MUSALIA 3%Western

KALONZO 5%Eastern

21% UNDECIDED
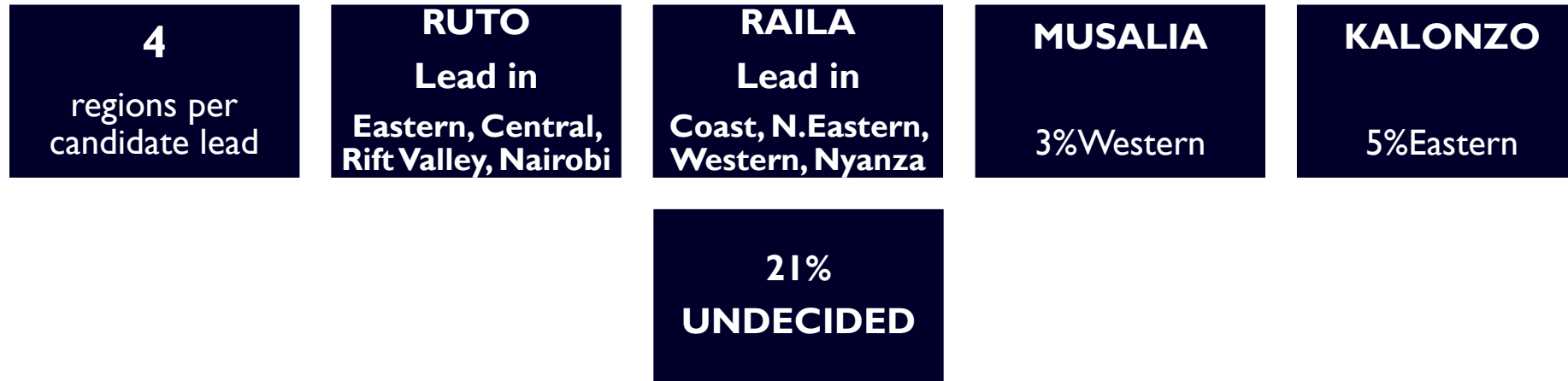
	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
Raila Odinga	**48%**	**33%**	29%	16%	26%	**38%**	**57%**	28%	33%
William Ruto	24%	25%	**39%**	**42%**	**42%**	23%	13%	**32%**	32%
Musalia Mudavadi	1%	-	0.3%	1%	1%	3%	0.5%	2%	1%
Kalonzo Musyoka	1%	-	5%	-	1%	-	0.3%	1%	1%
Others	-	5%	2%	2%	1%	1%	1%	1%	1%
I would not vote	4%	7%	4%	2%	4%	4%	4%	4%	4%
Refused to answer	8%	6%	4%	12%	7%	5%	6%	4%	7%
Undecided	16%	22%	17%	26%	19%	27%	19%	28%	21%

PRESIDENTIAL CANDIDATE OF CHOICE: BY GENDER & AGE

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Raila: Supported more by Males, older youth 25years+ & Adults

Ruto: Supported more by Females & younger youth 18-24`years

KENYA 2022 ELECTIONS

	Gender		Age					Total
	Female	Male	18-24 Years	25-35 Years	36-45 Years	46-55 Years	Over 55 Years	
Raila Odinga	**26%**	**39%**	16%	34%	38%	39%	36%	**33%**
William Ruto	**31%**	**34%**	35%	32%	35%	30%	29%	**32%**
Musalia Mudavadi	**0.5%**	**2%**	1%	1%	1%	2%	1%	**1%**
Kalonzo Musyoka	**1%**	**1%**	-	1%	1%	1%	2%	**1%**
Others	**2%**	**1%**	4%	1%	1%	0.4%	1%	**1%**
I would not vote	**5%**	**2%**	9%	2%	2%	2%	4%	**4%**
Refused to answer	**10%**	**4%**	9%	6%	5%	5%	9%	**7%**
Undecided	**26%**	**17%**	27%	22%	17%	22%	18%	**21%**

4. ONE KENYA ALLIANCE (OKA)

The OKA Dynamics

52% want OKA dissolved to join Ruto or Raila

Majority of people in all the regions support this move apart from Central where 37% support dissolution

55% of these want OKA to support Raila

Majority of people from all regions apart from Rift Valley & Central think that OKA should support Raila. Eastern is split into half on which who OKA should support.

44% want Musalia as Running Mate

Of those who support dissolution, 44% want Musalia to be Running Mate

20% don't support OKA dissolution

Of these, 44% want Musalia to be flag bearer of OKA
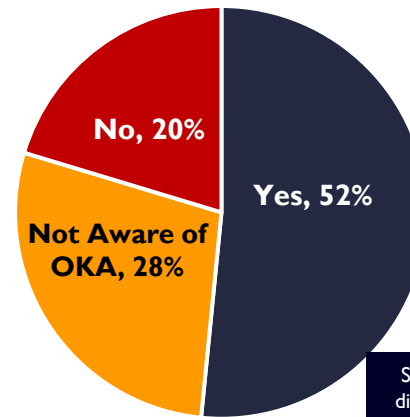
Should the One Kenya Alliance (OKA) be dissolved and support either Ruto or Raila? N=1600

- No, 20%
- Not Aware of OKA, 28%
- Yes, 52%

KENYA 2022 ELECTIONS

Which of the Four OKA principals should be considered for a running mate position by the presidential candidate they will support? N= 823

- Musalia Mudavadi — 46%
- Kalonzo Musyoka — 19%
- Gideon Moi — 11%
- Moses Wetangula — 3%
- None — 21%

Who is your preferred flag bearer for OKA? N= 448

- Musalia Mudavadi — 45%
- Kalonzo Musyoka — 20%
- Gideon Moi — 11%
- Moses Wetangula — 6%
- Refused to Answer — 1%
- Undecided — 1%
- None of the above — 16%

WHETHER OKA SHOULD BE DISSOLVED AND SUPPORT EITHER RUTO OR RAILA: REGION
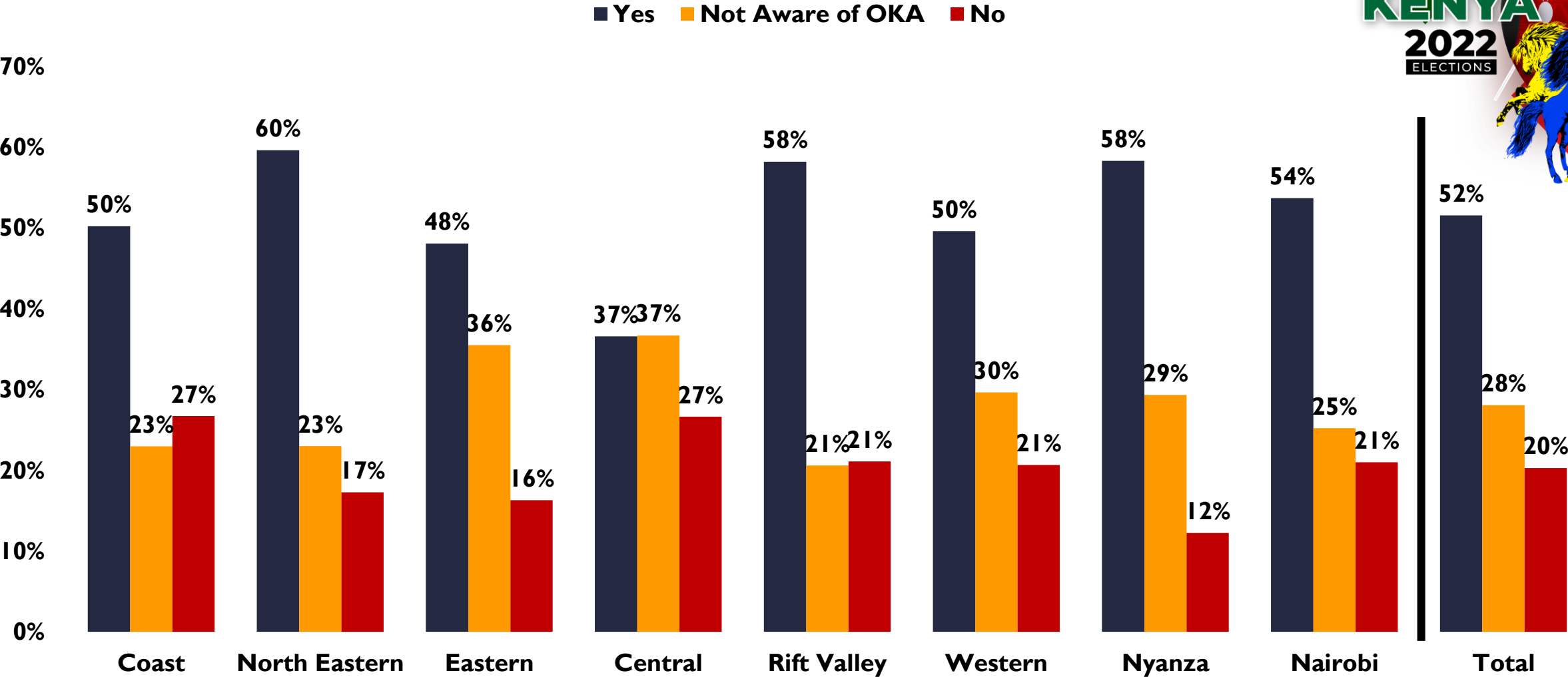
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KENYA 2022 ELECTIONS

■ **Yes** ■ **Not Aware of OKA** ■ **No**

Region	Yes	Not Aware of OKA	No
Coast	50%	23%	27%
North Eastern	60%	23%	17%
Eastern	48%	36%	16%
Central	37%	37%	27%
Rift Valley	58%	21%	21%
Western	50%	30%	21%
Nyanza	58%	29%	12%
Nairobi	54%	25%	21%
Total	52%	28%	20%

n=1600

Should the One Kenya Alliance (OKA) be dissolved and support either Ruto or Raila?

PRESIDENTIAL CANDIDATE THAT OKA SHOULD SUPPORT

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KENYA 2022 ELECTIONS

Pie chart:
- William Ruto, 45%
- Raila Odinga, 55%

Legend: ■ Raila Odinga ■ William Ruto

Bar chart:

Region	Raila Odinga	William Ruto
Coast	72%	28%
North Eastern	61%	39%
Eastern	49%	51%
Central	35%	65%
Rift Valley	43%	57%
Western	60%	40%
Nyanza	77%	23%
Nairobi	60%	40%
Total	55%	45%
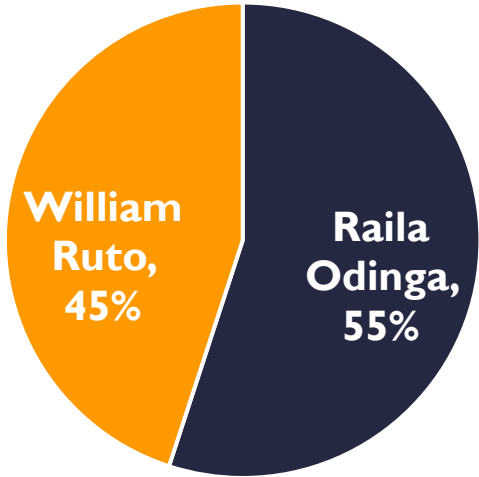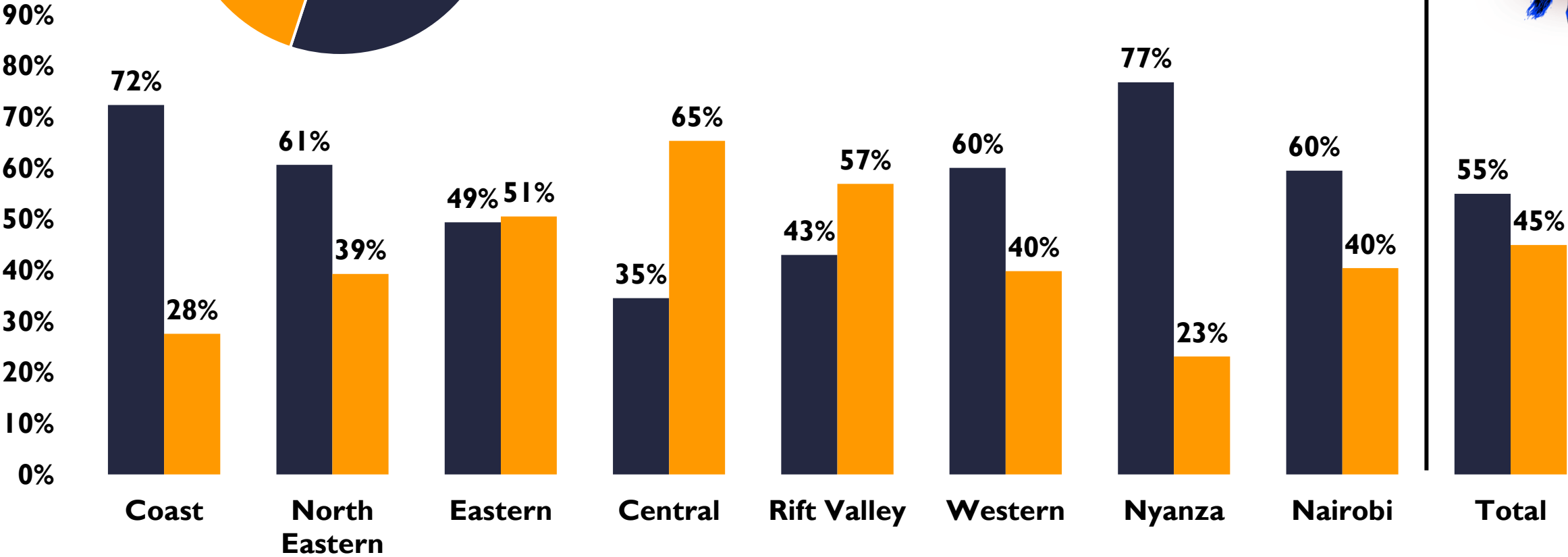
If yes who should they support?

n=832, Those that mentioned that OKA should be dissolved

OKA PRINCIPAL TO BE CONSIDERED FOR A RUNNING MATE POSITION: BY REGION

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KENYA 2022 ELECTIONS

	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
Musalia Mudavadi	48%	33%	20%	50%	47%	64%	46%	58%	46%
Kalonzo Musyoka	15%	12%	40%	17%	17%	14%	17%	13%	19%
Gideon Moi	13%	13%	14%	12%	13%	4%	11%	6%	11%
Moses Wetangula	3%	9%	4%	1%	3%	1%	2%	-	3%
None	20%	33%	21%	20%	20%	17%	24%	23%	21%

Musalia Mudavadi 46%

Kalonzo Musyoka 19%

Gideon Moi 11%

Moses Wetangula 3%

None 21%

Which of the Four OKA principals should be considered for a running mate position by the presidential candidate they will support?

n=832, Those that mentioned that OKA should be dissolved

PREFERRED FLAG BEARER FOR OKA

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KENYA 2022 ELECTIONS

Musalia Mudavadi **45%**

Kalonzo Musyoka **20%**

Gideon Moi **11%**

Moses Wetangula **6%**

Refused to Answer **1%**

Undecided **1%**

None of the above **16%**

	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
Musalia Mudavadi	26%	28%	25%	32%	61%	62%	40%	64%	45%
Kalonzo Musyoka	19%	28%	31%	24%	14%	3%	30%	22%	20%
Gideon Moi	26%	13%	6%	11%	9%	13%	11%	5%	11%
Moses Wetangula	7%	13%	11%	2%	5%	9%	5%	3%	6%
Refused to Answer	-	-	-	-	5%	-	-	-	1%
Undecided	3%	-	3%	-	-	-	-	-	1%
None of the above	19%	18%	24%	31%	5%	13%	15%	6%	16%

Who is your preferred flag bearer for OKA

n=448, Those that mentioned that OKA should not be dissolved
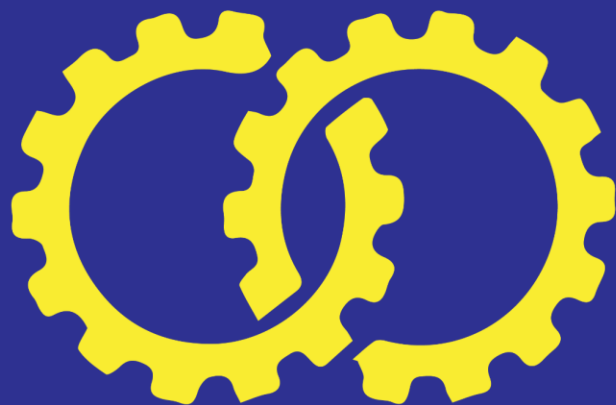
5. POLITICAL PARTY POPULARITY

POLITICAL PARTY POPULARITY

ORANGE DEMOCRATIC MOVEMENT

32%

UNITED DEMOCRATIC ALLIANCE

UDA
KAZI NI KAZI

33%

KENYA 2022 ELECTIONS
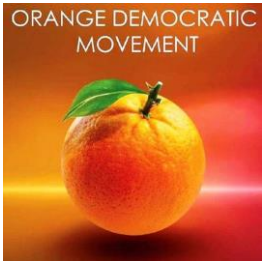
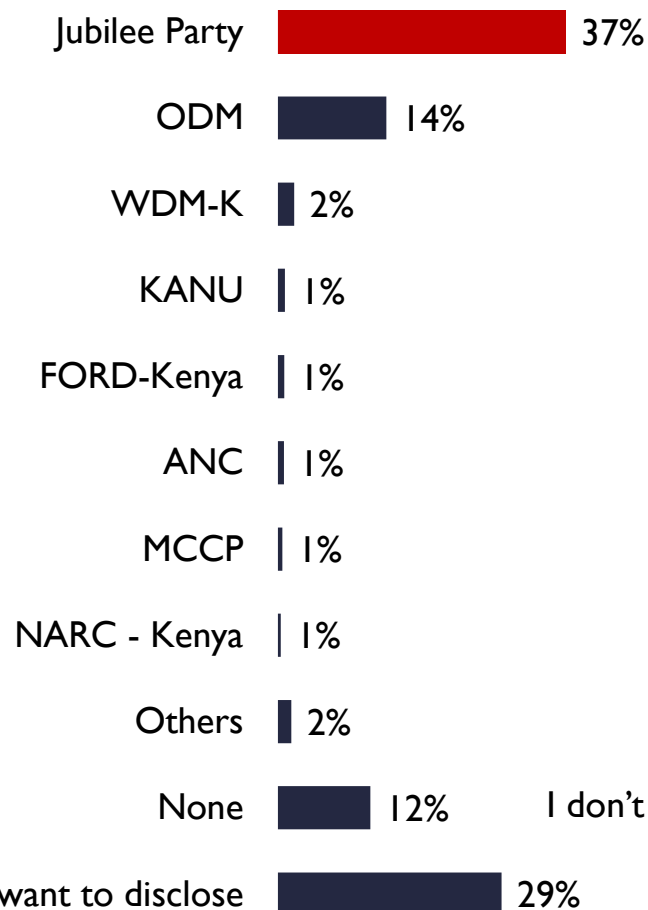|	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
United Democratic Alliance (UDA)	23%	36%	42%	41%	44%	22%	12%	34%	33%
Orange Democratic Movement (ODM)	49%	39%	26%	13%	24%	36%	63%	25%	32%
Jubilee Party	1%	-	1%	6%	3%	-	1%	2%	2%
Wiper Democratic Movement-Kenya (WDM - K)	1%	1%	8%	0.3%	-	-	-	1%	2%
Amani National Congress (ANC)	1%	-	-	-	1%	5%	-	0.4%	1%
Others	1%	-	1%	-	2%	2%	0.3%	0.4%	1%
Undecided	-	-	1%	-	-	-	-	-	0.1%
I don't want to disclose	2%	5%	2%	7%	6%	9%	5%	8%	6%
None// hakuna	23%	18%	18%	31%	20%	27%	18%	30%	23%

Other Mentions Include:
- FORD-Kenya
- Maendeleo Chap Chap Party (MCCP)
- NARC-Kenya
- KANU
- Muungano Party
- Frontier Alliance Party (FAP)

As we close, could you kindly tell me the political party you feel closest to?

n=1600

POLITICAL PARTY POPULARITY
TREND ANALYSIS

Could you kindly tell me the political party you feel closest to?
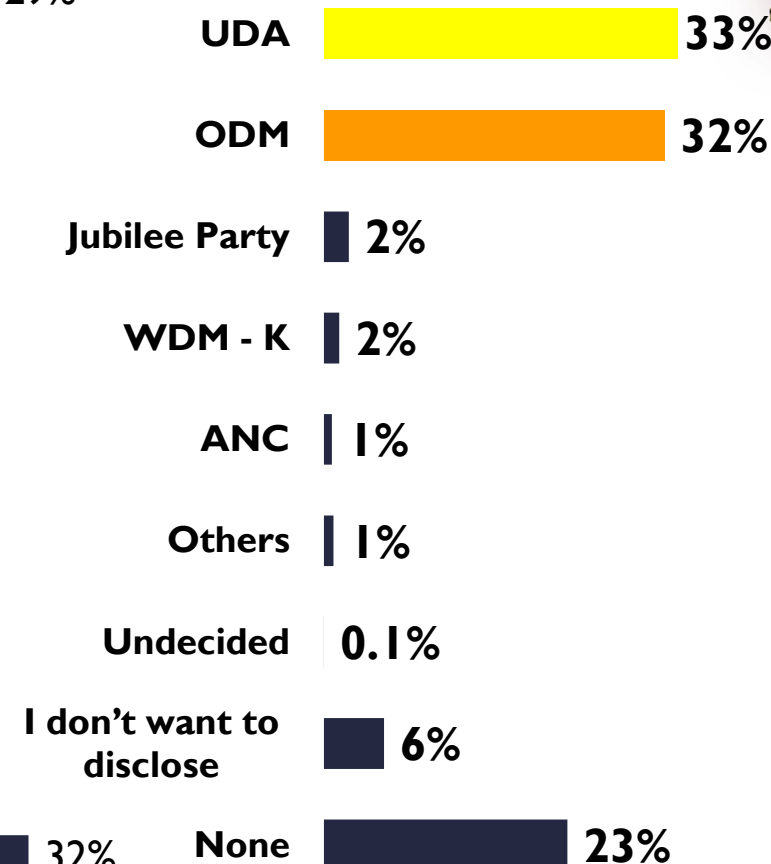
December, 2020

n=800

Party	%
Jubilee Party	37%
ODM	14%
WDM-K	2%
KANU	1%
FORD-Kenya	1%
ANC	1%
MCCP	1%
NARC - Kenya	1%
Others	2%
None	12%
I don't want to disclose	29%

November, 2021

n=8000

Party	%
UDA	29%
ODM	22%
Jubilee Party	4%
WDM - K	2%
ANC	1%
KANU	0.4%
FORD-Kenya	0.3%
MCCP	0.1%
NARC	0.1%
Other	0.5%
I don't want to disclose	8%
None	32%

December, 2021

n=1600

Party	%
UDA	33%
ODM	32%
Jubilee Party	2%
WDM - K	2%
ANC	1%
Others	1%
Undecided	0.1%
I don't want to disclose	6%
None	23%
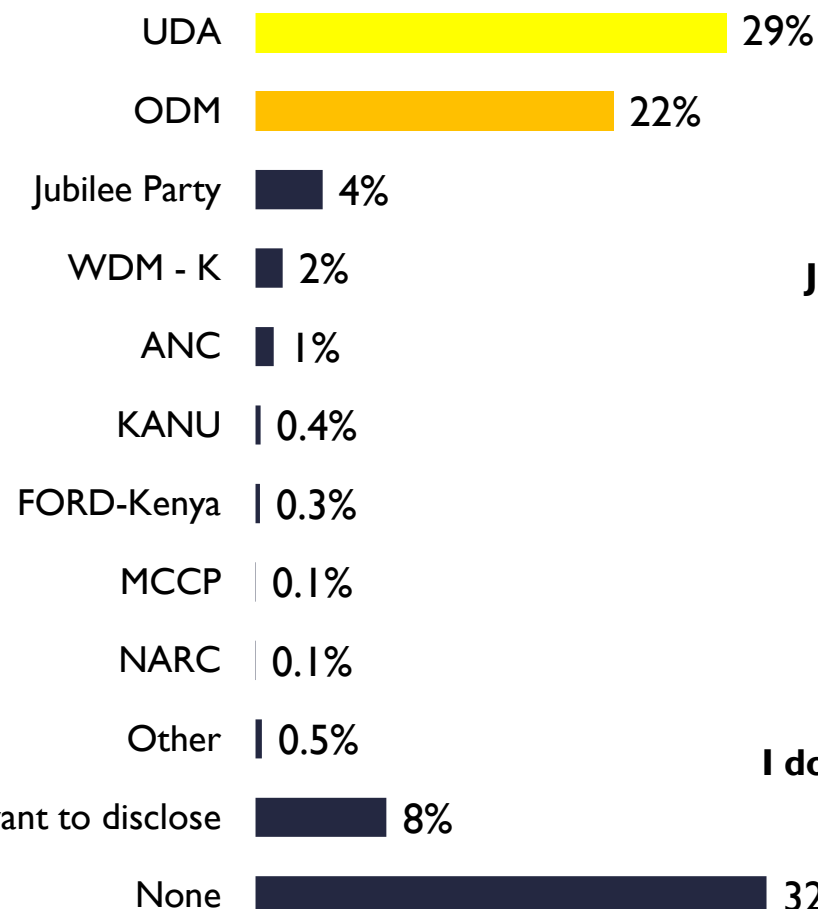
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KENYA 2022 ELECTIONS

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ABOUT INFOTRAK

"Infotrak has proven to be an integral and reliable partner not only in providing business solutions but also governance & public policy insights"

- Infotrak Research and Consulting is a professional research company that was founded and incorporated under the Laws of Kenya in 2004 following the vision of the founder to provide the Pan African Market with suitable information solutions required to sustain the needs of the ever-growing economies.

- Headquartered in Nairobi, Kenya, Infotrak also has affiliate offices in Lagos, Nigeria and field contacts in more than 20 other countries in Sub Saharan Africa.

- Providing support to various organisations in the private and public over the last 16 years , we attribute our continuous growth not only innovation, high level of professionalism and dynamism, but also to the intricate attention given to providing clients with relevant and user friendly reports.

Infotrak Vision

- To be the leading Market & Social research firm in Sub Saharan Africa

Infotrak Mission

- To be a one stop, information solutions provider to clients who want to be leaders in their fields.

Infotrak Belief

- Information is power. Only those who really know how to use it become truly powerful. At Infotrak, we place the power of information in your hands!

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www.infotrakresearch.com