Voice of the People Poll

KENYA 2022 ELECTIONS

infotruk Research & Consulting

Voice of the People Poll
Voice of the People Poll

December 27, 2021

01. Executive Summary
A two Horse Race.

02. Methodology
1600 interviews across the country using Computer assisted telephone interviews to represent 19.6M voters +_2.45 margin of error @95% degree of confidence

03. Presidential race
Neck to Neck race between William Ruto and Raila Odinga.

04. OKA
Should it disband and join one of the top two contenders?.

05. Political Party Popularity
Two key parties: UDA & ODM
1. Executive Summary

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

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

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

32% 33% 35%

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

44% as Running mate
2. Methodology
## SURVEY METHODOLOGY

<table>
<thead>
<tr>
<th>When was the survey conducted?</th>
<th>17th – 21st December, 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>How was the survey conducted?</td>
<td>Quantitative interviews were conducted through Computer Assisted Telephone Interviews (CATI)</td>
</tr>
<tr>
<td>Universe and Survey sample</td>
<td>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.</td>
</tr>
<tr>
<td>What was the margin of error?</td>
<td>±2.45% at 95% degree of confidence.</td>
</tr>
<tr>
<td>What was the response rate?</td>
<td>94% response rate.</td>
</tr>
<tr>
<td>Weighting</td>
<td>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.</td>
</tr>
<tr>
<td>Survey Geographical Coverage</td>
<td>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.</td>
</tr>
<tr>
<td>Data Analysis</td>
<td>Quantitative Data was processed and analysed using SPSS version 26 statistical software due to its high accuracy and reliability.</td>
</tr>
</tbody>
</table>
## Sample Distribution

<table>
<thead>
<tr>
<th>REGION</th>
<th>VOTER REGISTER (MILLIONS)</th>
<th>PROPORTIONS</th>
<th>SAMPLE PER REGION</th>
</tr>
</thead>
<tbody>
<tr>
<td>COAST</td>
<td>1.7</td>
<td>9%</td>
<td>140</td>
</tr>
<tr>
<td>NORTH EASTERN</td>
<td>0.5</td>
<td>3%</td>
<td>41</td>
</tr>
<tr>
<td>EASTERN</td>
<td>3.0</td>
<td>15%</td>
<td>242</td>
</tr>
<tr>
<td>CENTRAL</td>
<td>2.9</td>
<td>15%</td>
<td>238</td>
</tr>
<tr>
<td>RIFT VALLEY</td>
<td>4.6</td>
<td>24%</td>
<td>380</td>
</tr>
<tr>
<td>WESTERN</td>
<td>1.9</td>
<td>10%</td>
<td>157</td>
</tr>
<tr>
<td>NYANZA</td>
<td>2.7</td>
<td>14%</td>
<td>219</td>
</tr>
<tr>
<td>NAIROBI CITY</td>
<td>2.3</td>
<td>11%</td>
<td>184</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>19.6</strong></td>
<td><strong>100%</strong></td>
<td><strong>1,600</strong></td>
</tr>
</tbody>
</table>
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**
- Female: 48%
- Male: 52%

**Location**
- Urban: 47%
- Rural: 53%

**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%
Voice of the People Poll

KENYA

2022
ELECTIONS

3. PRESIDENTIAL POPULARITY
Presidential Popularity

- Ruto: 32%
- Odinga: 33%
- Kalonzo: 1%
- Mudavadi: 1%
- Karua: 0.4%

Other Mentions Include:
- William Kabogo
- Mwangi wa Iria
- Reuben Kigame
- Abduba Dida

I would not vote: 4%
Refused to answer: 7%
Undecided: 21%
### Trend Analysis

#### December, 2020

- **n=800**
  - 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**
  - 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%

#### December, 2021

- **n=1600**
  - 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

<table>
<thead>
<tr>
<th>Regions</th>
<th>William Ruto Popularity</th>
<th>Raila Odinga Popularity</th>
<th>+/- Dec 2020/21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coast</td>
<td>39%</td>
<td>28%</td>
<td>24%</td>
</tr>
<tr>
<td>North Eastern</td>
<td>52%</td>
<td>36%</td>
<td>25%</td>
</tr>
<tr>
<td>Eastern</td>
<td>39%</td>
<td>37%</td>
<td>39%</td>
</tr>
<tr>
<td>Central</td>
<td>60%</td>
<td>45%</td>
<td>42%</td>
</tr>
<tr>
<td>Rift Valley</td>
<td>53%</td>
<td>46%</td>
<td>42%</td>
</tr>
<tr>
<td>Western</td>
<td>34%</td>
<td>23%</td>
<td>23%</td>
</tr>
<tr>
<td>Nyanza</td>
<td>19%</td>
<td>16%</td>
<td>13%</td>
</tr>
<tr>
<td>Nairobi</td>
<td>46%</td>
<td>24%</td>
<td>32%</td>
</tr>
<tr>
<td>Total</td>
<td>44%</td>
<td>34%</td>
<td>32%</td>
</tr>
</tbody>
</table>

**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
## PRESIDENTIAL CANDIDATE OF CHOICE: BY REGION

**If Presidential elections were held today, who would you vote for as the next president of Kenya?**

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

**4 regions per candidate lead**

**Raila Odinga**
- Lead in East, Central, Rift Valley, Nairobi

**William Ruto**
- Lead in East, N.Eastern, Western, Nyanza

**Musalia Mudavadi**
- 3% Western

**Kalonzo Musyoka**
- 5% Eastern

**21% UNDECIDED**
## PRESIDENTIAL CANDIDATE OF CHOICE: BY GENDER & AGE

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

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

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Female</td>
<td>Male</td>
</tr>
<tr>
<td>Raila Odinga</td>
<td>26%</td>
<td>39%</td>
</tr>
<tr>
<td>William Ruto</td>
<td>31%</td>
<td>34%</td>
</tr>
<tr>
<td>Musalia Mudavadi</td>
<td>0.5%</td>
<td>2%</td>
</tr>
<tr>
<td>Kalonzo Musyoka</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Others</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>I would not vote</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Refused to answer</td>
<td>10%</td>
<td>4%</td>
</tr>
<tr>
<td>Undecided</td>
<td>26%</td>
<td>17%</td>
</tr>
</tbody>
</table>

*Ref: If Presidential elections were held today, who would you vote for as the next president of Kenya? n=1600*
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
Whether OKA Should Be Dissolved and Support Either Ruto or Raila: Region

<table>
<thead>
<tr>
<th>Region</th>
<th>Yes</th>
<th>Not Aware of OKA</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coast</td>
<td>50%</td>
<td>23%</td>
<td>27%</td>
</tr>
<tr>
<td>North Eastern</td>
<td>60%</td>
<td>23%</td>
<td>27%</td>
</tr>
<tr>
<td>Eastern</td>
<td>48%</td>
<td>16%</td>
<td>36%</td>
</tr>
<tr>
<td>Central</td>
<td>37%</td>
<td>27%</td>
<td>37%</td>
</tr>
<tr>
<td>Rift Valley</td>
<td>58%</td>
<td>21%</td>
<td>21%</td>
</tr>
<tr>
<td>Western</td>
<td>50%</td>
<td>21%</td>
<td>30%</td>
</tr>
<tr>
<td>Nyanza</td>
<td>58%</td>
<td>29%</td>
<td>21%</td>
</tr>
<tr>
<td>Nairobi</td>
<td>54%</td>
<td>25%</td>
<td>21%</td>
</tr>
<tr>
<td>Total</td>
<td>52%</td>
<td>28%</td>
<td>20%</td>
</tr>
</tbody>
</table>

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

n=1600
If yes who should they support?

n=832, Those that mentioned that OKA should be dissolved
Which of the Four OKA principals should be considered for a running mate position by the presidential candidate they will support?

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

n=832, Those that mentioned that OKA should be dissolved
Who is your preferred flag bearer for OKA

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

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

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

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

As we close, could you kindly tell me the political party you feel closest to? n=1600

**Other Mentions Include:**
- FORD-Kenya
- Maendeleo Chap Chap Party (MCCP)
- NARC-Kenya
- KANU
- Muungano Party
- Frontier Alliance Party (FAP)
Could you kindly tell me the political party you feel closest to?

December, 2020

n=800

- 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

- 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%
- None: 32%
- I don't want to disclose: 8%

December, 2021

n=1600

- 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%
ABOUT INFOTRAK
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!