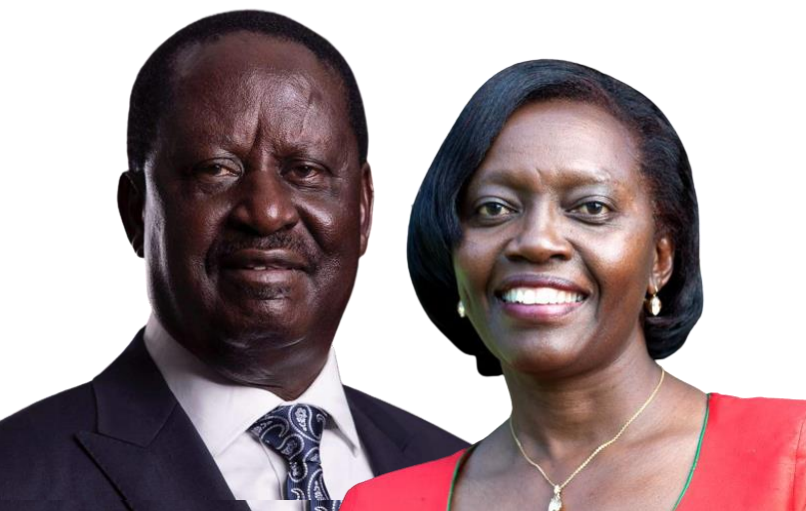




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INFOTRAK
VOICE OF THE PEOPLE POLL



METHODOLOGY

When was the opinion poll conducted?	23rd – 27th May, 2022
How was the opinion poll conducted?	Interviews were conducted through Computer Assisted Telephone Interviews (CATI)
Universe and Survey sample	The relevant section of the public that was targeted in the poll (i.e. the universe) was persons who were voters, 18 years old and above at the time of the poll. The overall poll had a target survey sample size of 9000 respondents.
What was the margin of error?	±1.033% at 95% degree of confidence.
What was the response rate?	96% response rate.
Weighting	When the achieved interviews slightly differ from the designed demographics, post-stratification weights are applied to the dataset to correct the demographics and ensure they are representative of the target population.
Survey Geographical Coverage	The poll covered 47 counties in nine sub-regions of Kenya. To ensure the survey findings were representative of Kenyan voters, 18+ years population, the distribution of the survey sample across the 47 counties was proportionately allocated.
Data Analysis	Data was processed and analyzed using SPSS 26 statistical software due to its high accuracy and reliability.
Voter statistics	The voter numbers have been derived from the interim/non-audited IEBC latest voter registration figures. To determine absolute voter popularity figures the base of 22.2m was applied in its entirety.

SAMPLE DISTRIBUTION

REGION	COUNTY	SAMPLE PER REGION	SAMPLE PER COUNTY
COAST	Mombasa	794	266
	Kilifi		237
	Kwale		130
	Tana River		56
	Lamu		32
	Taita Taveta		73
NORTHERN	Garissa	450	84
	Mandera		86
	Wajir		80
	Isiolo		35
	Turkana		98
	Marsabit		67
LOWER EASTERN	Kitui	690	216
	Machakos		281
	Makueni		193
MT KENYA	Nyeri	1940	200
	Nyandarua		147
	Kirinyaga		154
	Muranga		255
	Kiambu		526
	Laikipia		108
	Embu		137
	Tharaka Nithi		95
	Meru		317

SUB REGION	COUNTY	SAMPLE PER REGION	SAMPLE PER COUNTY
SOUTH RIFT	Narok	675	162
	Kajiado		188
	Bomet		151
	Kericho		174
	West Pokot		87
NORTH RIFT	Nandi	1130	164
	Samburu		40
	Baringo		111
	Elgeyo Marakwet		86
	Uasin Gishu		216
	Nakuru		427
NYANZA	Kisumu	1252	251
	Siaya		211
	Homa Bay		218
	Migori		185
	Kisii		259
WESTERN	Nyamira	1054	129
	Kakamega		342
	Vihiga		124
	Bungoma		262
	Trans Nzoia		161
	Busia		165
NAIROBI	Nairobi	1015	1015
TOTAL		9000	9000

WHEREAS Infotrak Research & Consulting has instituted a well-planned system of procedures, performance checks, quality audits, and corrective actions to ensure this opinion poll results are accurate, this is by no means a guarantee that the findings provided in this report will reflect the actual outcome of August 2022 General Elections.

HOWEVER the data provides a snapshot of the perception and views of the electorate at the time when the survey was conducted. The percentages may invariably change based on the dynamics on the ground such as increased impetus from competition, blunders from the client or users of this report, macro and micro political shifts in the study area etc.

AS SUCH Infotrak shall not be held liable on the basis of the statistics provided in this report if the client or any user thereof decides to use the findings as a prediction of the upcoming political party nominations or general elections.

Disclaimer



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RAILA MARTHA TICKET

20

COUNTIES WITH A LEAD

42%

9.3M

VOTES

37

COUNTIES

WITH 25% OF VOTE

HALF

OF UNDECIDED TO
WIN IN ROUND 1

11.5M

TO WIN

IF VOTER TURNOUT IS 95%, RAILA VOTES WOULD BE 8.9M. IN GETTING HALF OF UNDECIDED, HE WOULD STILL WIN WITH 52% = 11M

RUTO RIGATHI TICKET

16

COUNTIES WITH A LEAD

38%

8.4M

VOTES

38

COUNTIES
WITH 25% OF
VOTE

70%

OF UNDECIDED
TO WIN IN
ROUND 1

11.5M

TO WIN

IF VOTER TURNOUT IS 95%, RUTO VOTES WOULD BE 8M.
HE WOULD STILL NEED 70% OF UNDECIDED = 3M VOTES
TO WIN IN FIRST ROUND



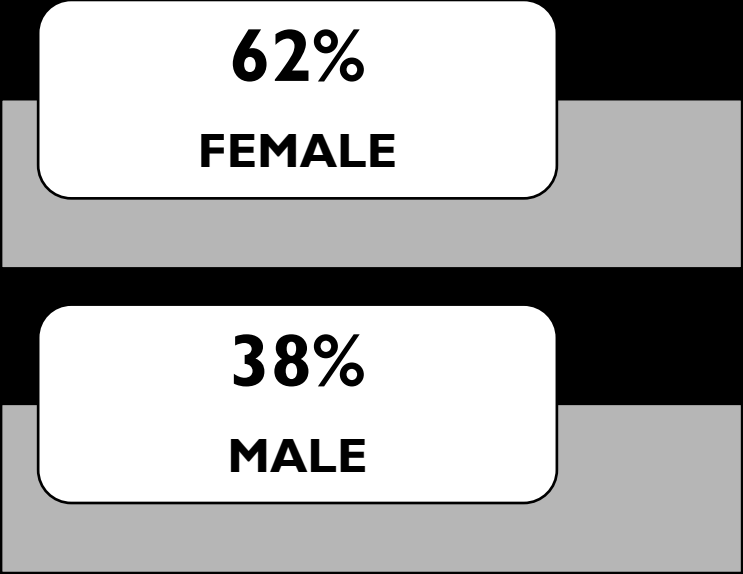
THE UNDECIDED VOTER



	% OF UNDECIDED WITHIN THE REGION (N=9000)	COUNT FOR UNDECIDED
COAST	22%	177
NORTHERN	19%	82
LOWER EASTERN	21%	144
MT. KENYA	20%	383
SOUTH RIFT	15%	108
NORTH RIFT	23%	245
NYANZA	15%	186
WESTERN	23%	249
NAIROBI	18%	182
TOTAL	20%	1754

	% AS TOTAL UNDECIDED N=1754
Coast	10%
Northern	5%
Lower Eastern	8%
Mt. Kenya	22%
South Rift	6%
North Rift	14%
Nyanza	11%
Western	14%
Nairobi	10%

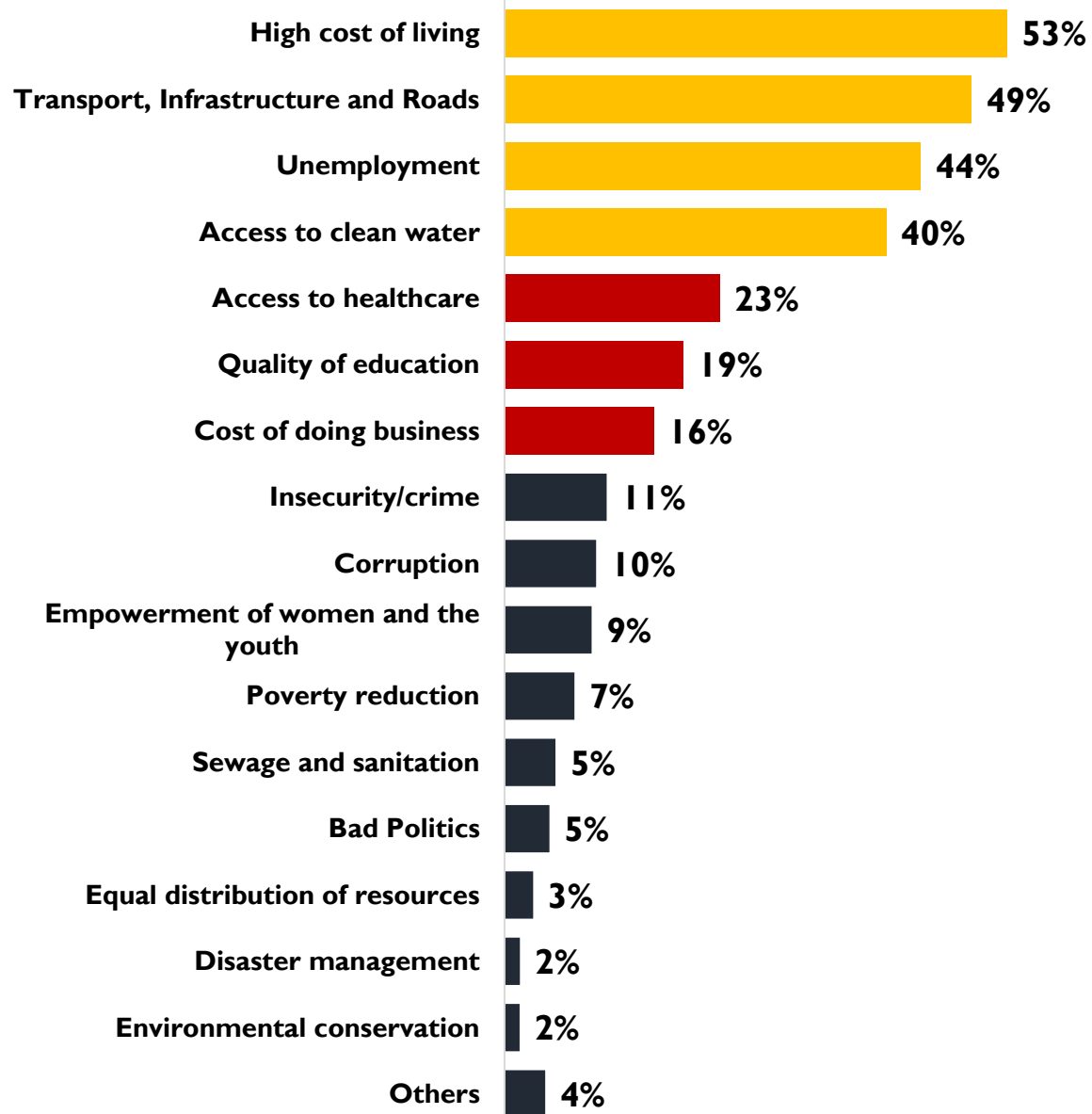
BY AGE GROUP N=1754	
18-26 Years	12%
27-35 Years	32%
36-45 Years	27%
46-55 Years	14%
Over 55 Years	14%



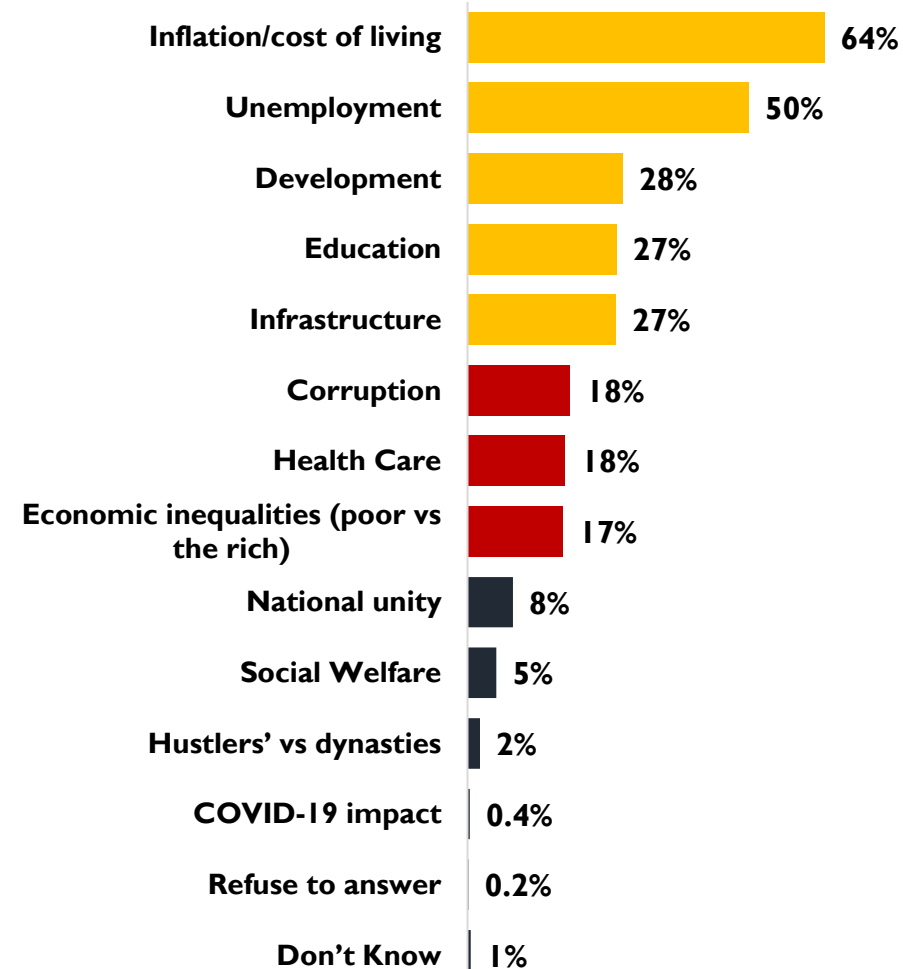


KEY ISSUES OF CONCERN & CAMPAIGN AGENDA ISSUES

KEY ISSUES OF CONCERN



KEY CAMPAIGN AGENDA





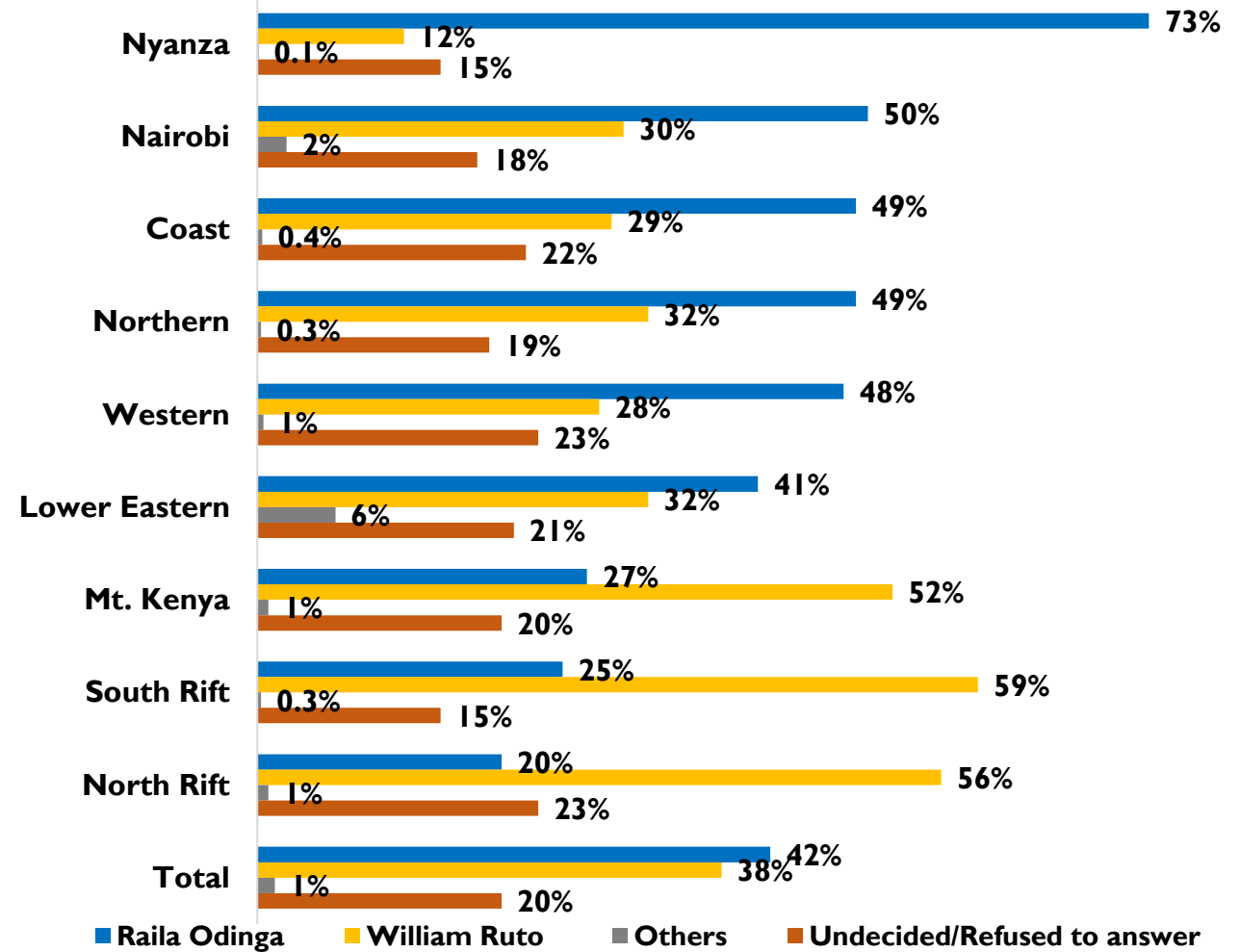
PRESIDENTIAL POPULARITY OVERALL

Assuming the general elections were to be held today, who would you vote for as the president? N=9000

KENYA

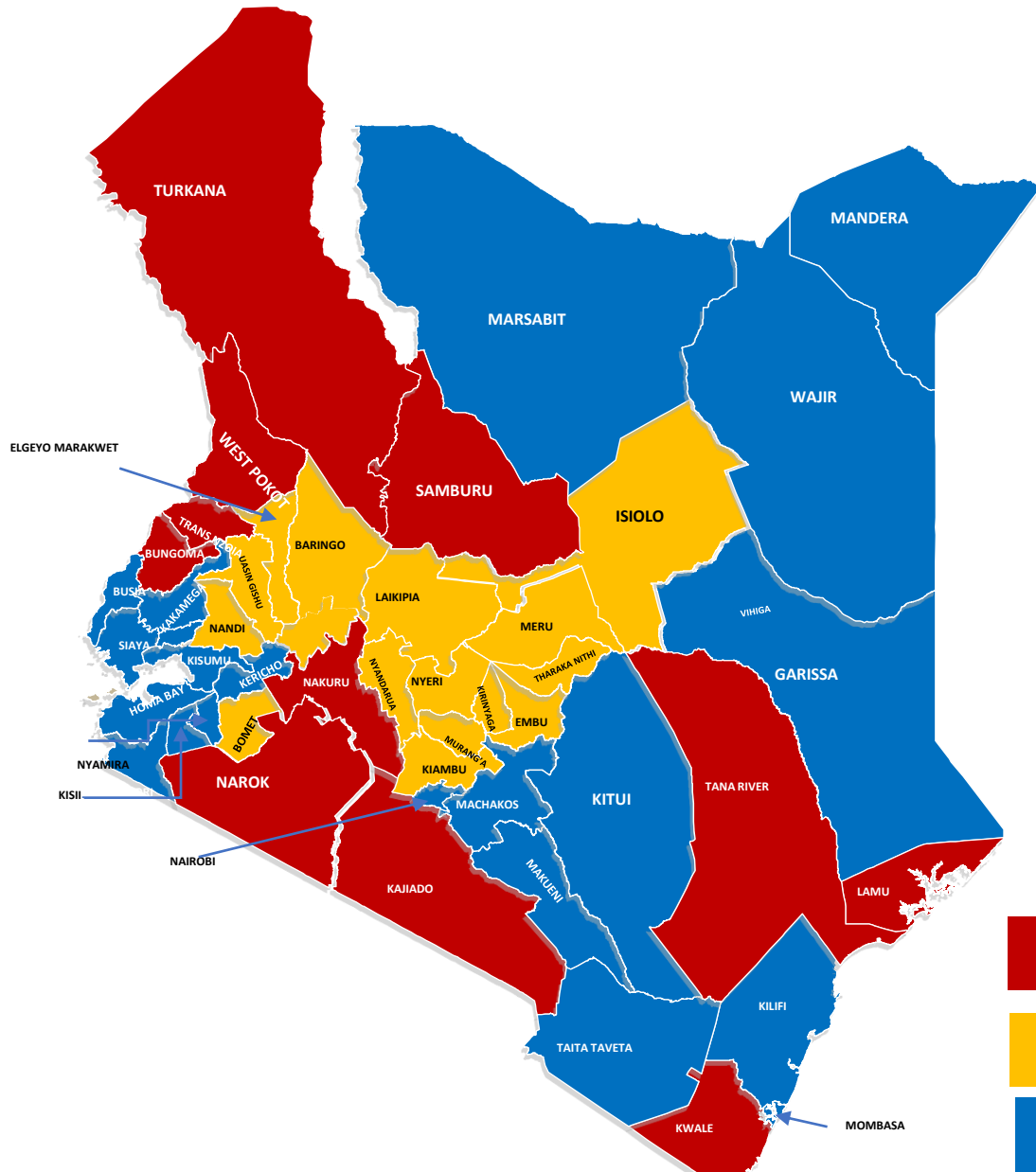
Region	Voters Per Region (Millions)	% Region	2017 Voter Turn Out	2022 Intention To Vote
Coast	2.0	9%	68%	94%
Northern Kenya	1.1	5%	73%	96%
Lower Eastern	1.7	8%	77%	93%
Mt. Kenya	4.8	22%	84%	95%
South Rift	1.6	7%	81%	96%
North Rift	2.8	13%	80%	96%
Western	2.6	12%	75%	96%
Nyanza	3.1	14%	80%	97%
Nairobi	2.5	11%	73%	93%
Total	22.2	100%	78%	95%

CAMPAIGN AGENDA ITEMS



NO. COUNTIES 25% POPULARITY		VOTES IN MILLIONS		UNDECIDED
RAILA	RUTO	RAILA	RUTO	4.4m
37/47	38/47	9.3	8.4	

STRONGHOLD AND BATTLEGROUND COUNTIES



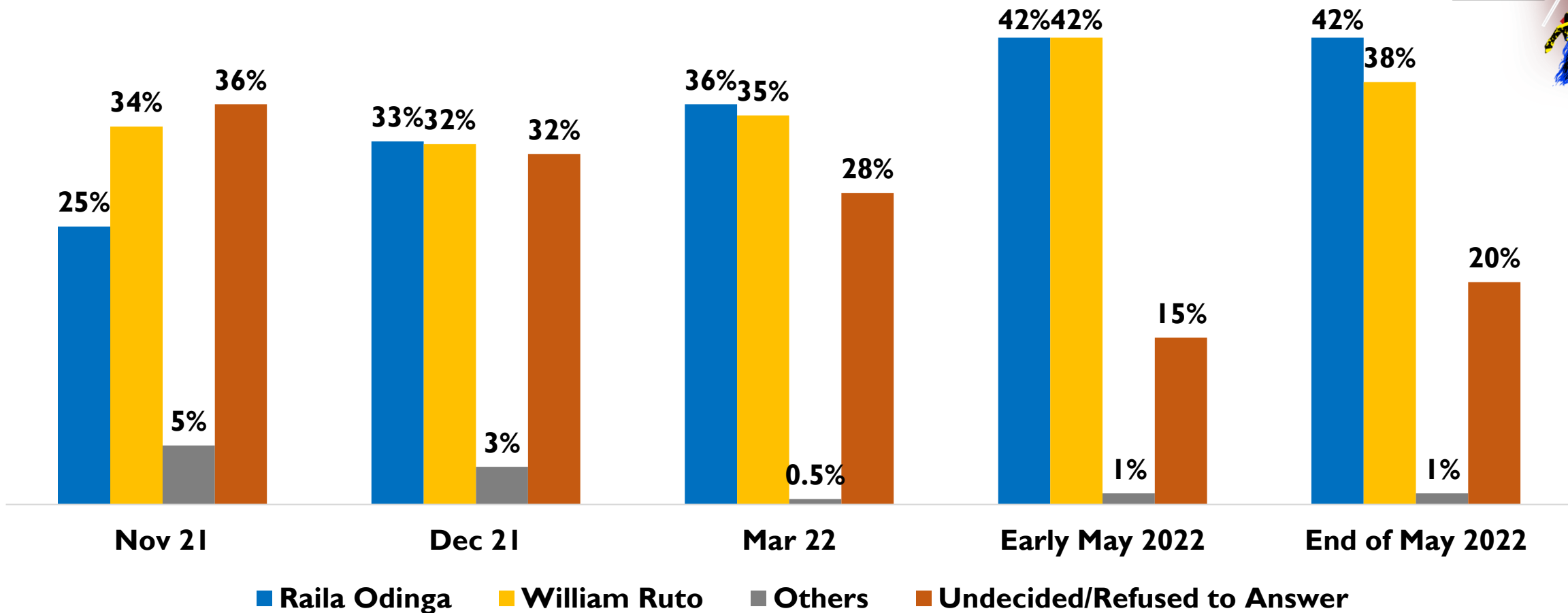
RAILA STRONGHOLDS 20 COUNTIES	
Coast	Mombasa Kilifi Taita Taveta
Northern	Garissa Wajir Mandera Marsabit
Lower Eastern	Makueni Machakos Kitui
Western	Busia Kakamega Vihiga
Nyanza	Siaya Kisumu Homa Bay Migori Kisii Nyamira
Nairobi	Nairobi

RUTO STRONGHOLD 16 COUNTIES	
Northern	Isiolo
Mount Kenya	Laikipia Embu Meru Kiambu Muranga Nyandarua Tharaka Nithi Nyeri Kirinyaga
South Rift	Kericho Bomet
North Rift	Uasin Gishu Elgeyo Marakwet Nandi Baringo

BATTLEGROUND 11 COUNTIES	
Coast	Tana River Kwale Lamu
Northern	Turkana
North Rift	Samburu Nakuru West Pokot
South Rift	Narok Kajiado
Western	Bungoma Trans-Nzoia

11	BATTLEGROUND
16	RUTO STRONGHOLDS
20	RAILA STRONGHOLDS

PRESIDENTIAL POPULARITY TREND ANALYSIS



Assuming general elections were being held today, which candidate would you vote for as your President? (TOP OF MIND - SINGLE MENTION)

n = 9000

COMPARATIVE ANALYSIS; GAINS & LOSSES

	RAILA ODINGA			WILLIAM RUTO		
REGION	END MAY	EARLY MAY	% CHANGE	END MAY	EARLY MAY	% CHANGE
COAST	49%	55%	-6%	29%	29%	0%
NORTHERN KENYA	49%	46%	+3%	32%	41%	-9%
LOWER EASTERN	41%	53%	-12%	32%	27%	+5%
MT. KENYA	27%	23%	+4%	52%	59%	-7%
SOUTH RIFT	25%	27%	-2%	59%	61%	-2%
NORTH RIFT	20%	22%	-2%	56%	62%	-6%
NYANZA	73%	72%	+1%	12%	18%	-6%
WESTERN	48%	44%	+4%	28%	37%	-9%
NAIROBI	50%	51%	-1%	30%	33%	-3%
TOTAL	42%	42%	0%	38%	42%	-4%

Assuming general elections were being held today, which candidate would you vote for as your President? (TOP OF MIND - SINGLE MENTION)

PRESIDENTIAL CANDIDATES POPULARITY: BY GENDER & AGE

	Gender		Age					Total
	Female	Male	18-26 Years	27-35 Years	36-45 Years	46-55 Years	Over 55 Years	
Raila Odinga	38%	45%	37%	41%	44%	43%	41%	42%
William Ruto	37%	39%	37%	39%	38%	35%	35%	38%
Others	1%	2%	1%	2%	1%	1%	1%	1%
Undecided/Refused to Answer	25%	15%	24%	18%	18%	21%	23%	20%

Assuming the general elections were to be held today, who would you vote for as the president?

n = 9000

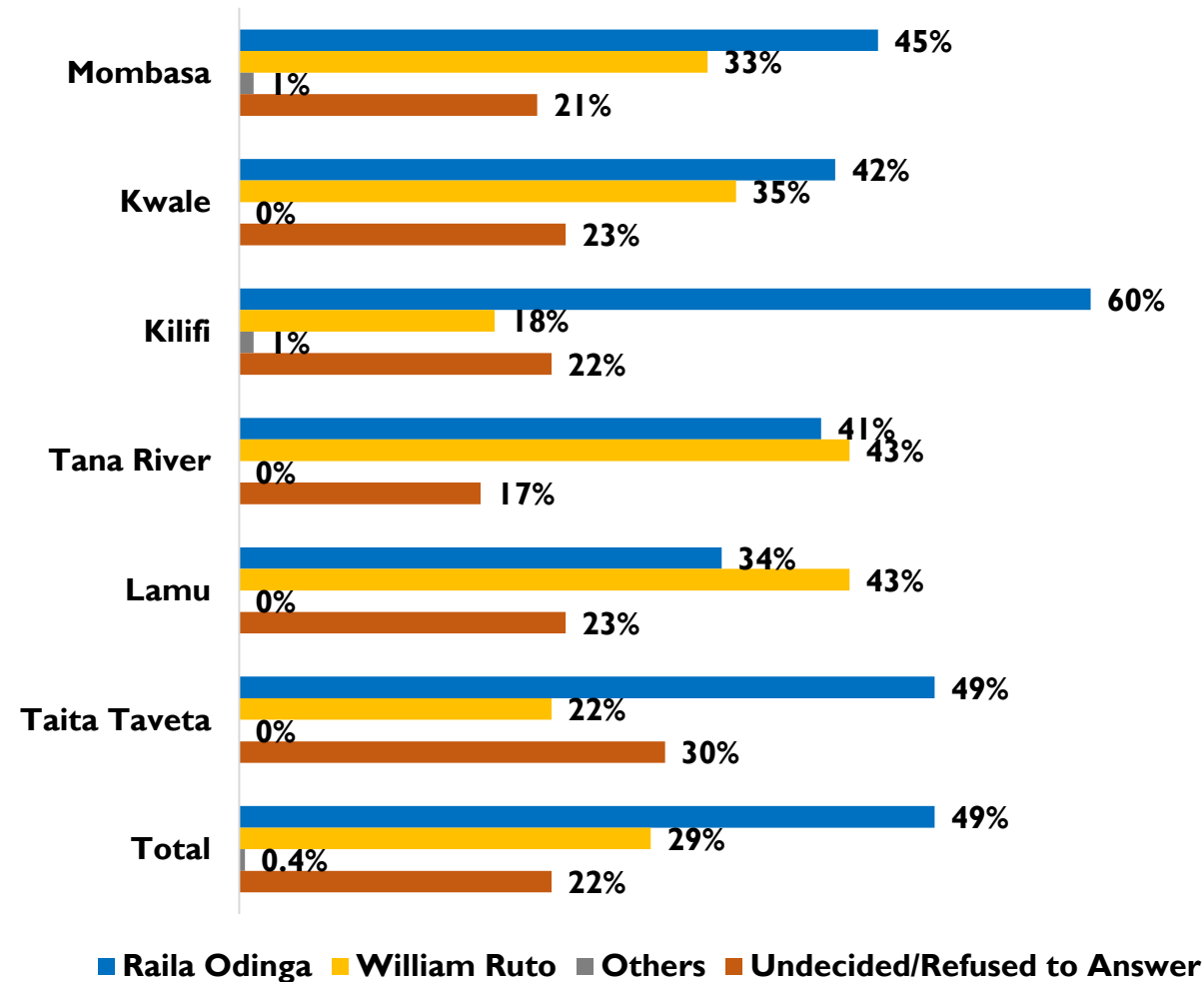


PRESIDENTIAL POPULARITY BY REGION

COAST

County	Const.	Wards	Reg. Voters	2017 Voter Turn Out	2022 Intention To Vote
Mombasa	6	30	654,063	59%	92%
Kilifi	7	35	582,631	65%	95%
Kwale	4	20	320,782	66%	92%
Tana River	3	15	137,661	74%	97%
Lamu	2	10	79,157	72%	95%
Taita Taveta	4	20	179,234	73%	95%
Total	26	130	1,953,528	68%	94%

KEY CAMPAIGN AGENDA

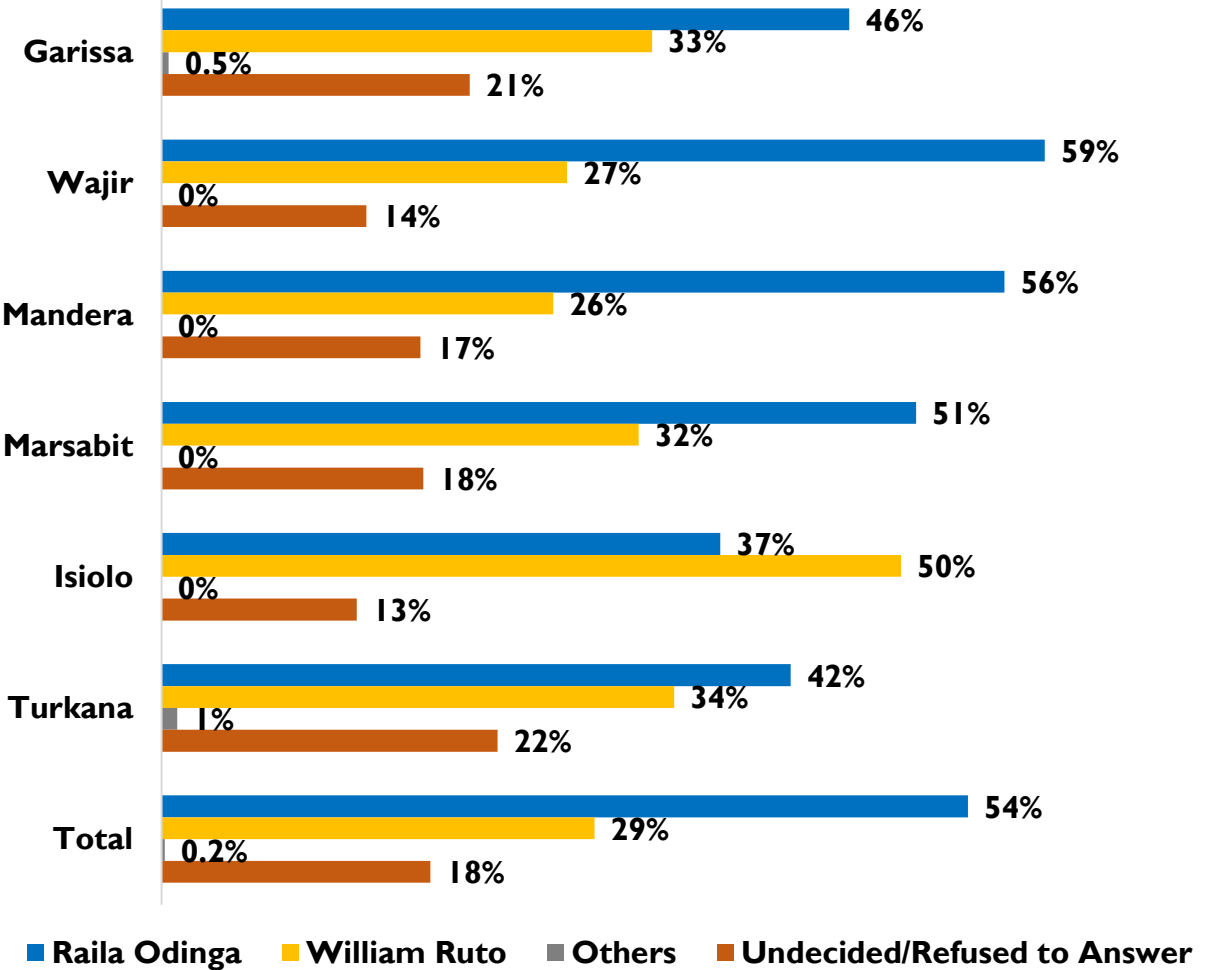


NO. COUNTIES 25% POPULARITY		VOTES IN MILLIONS		UNDECIDED
RAILA	RUTO	RAILA	RUTO	0.4
6/6	4/6	1.0	0.6	

NORTHERN KENYA

County	Const.	Wards	Registered Voters	2017 Voter Turn Out	2022 Intention To Vote
Garissa	6	30	207,435	70%	96%
Mandera	6	30	211,098	77%	97%
Wajir	6	30	196,466	73%	94%
Isiolo	2	15	86,143	72%	97%
Turkana	6	30	241,583	69%	93%
Marsabit	4	20	164,864	78%	98%
Total	30	155	1,107,589	73%	96%

CAMPAIGN AGENDA ITEMS

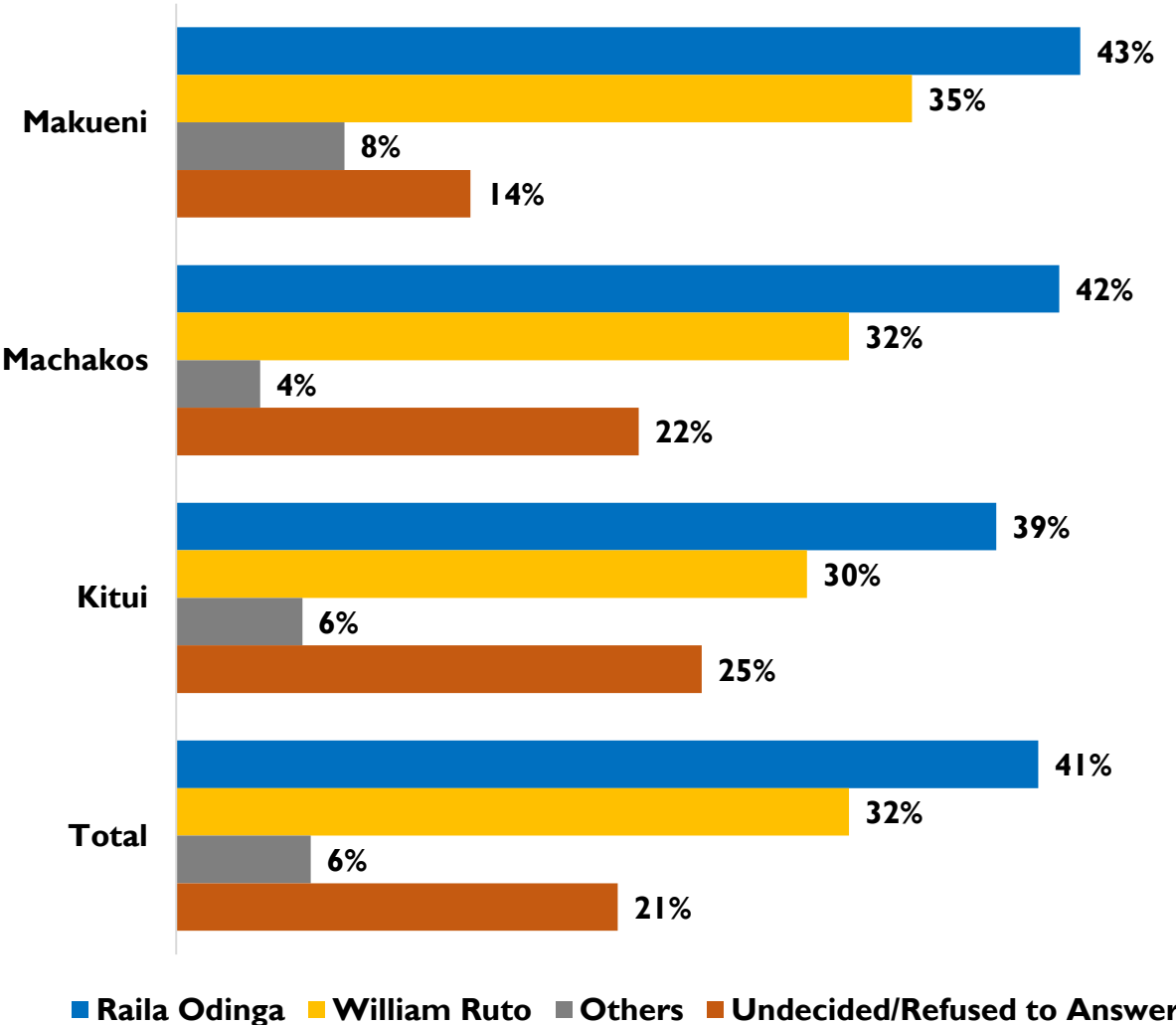


NO. COUNTIES 25% POPULARITY		VOTES IN MILLIONS		UNDECIDED
RAILA	RUTO	RAILA	RUTO	
6/6	6/6	0.6	0.3	0.002

LOWER EASTERN

County	Const.	Wards	Registered Voters	2017 Voter Turn Out	2022 Intention To Vote
Kitui	8	40	532,267	76%	93%
Machakos	8	40	690,243	76%	92%
Makueni	6	30	474,493	79%	95%
Total	22	110	1,697,003	77%	93%

CAMPAIGN AGENDA ITEMS

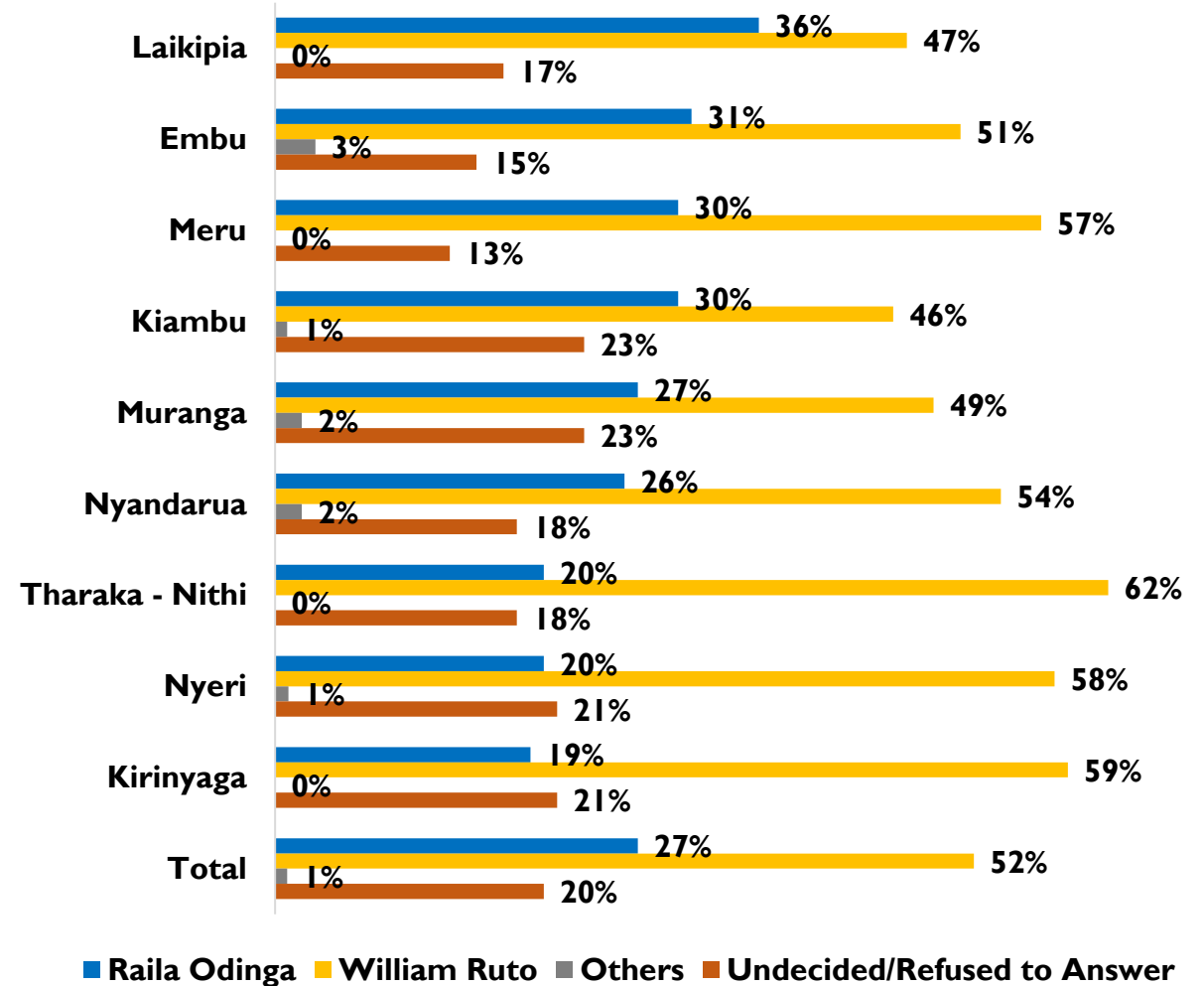


NO. COUNTIES 25% POPULARITY		VOTES IN MILLIONS		UNDECIDED
RAILA	RUTO	RAILA	RUTO	0.4
3/3	3/3	0.7	0.5	

MT. KENYA

County	Const.	Wards	Registe- red Voters	2017 Voter Turn Out	2022 Intention To Vote
Nyeri	6	30	492,046	87%	95%
Nyandarua	5	25	362,357	87%	93%
Kirinyaga	4	20	378,580	87%	95%
Murang'a	7	35	628,416	87%	97%
Kiambu	12	60	1,293,309	84%	92%
Laikipia	3	15	265,842	81%	98%
Embu	4	20	337,627	82%	96%
Tharaka Nithi	3	15	234,618	82%	93%
Meru	9	45	780,858	78%	97%
Total	53	265	4,773,653	84%	95%

CAMPAIGN AGENDA ITEMS

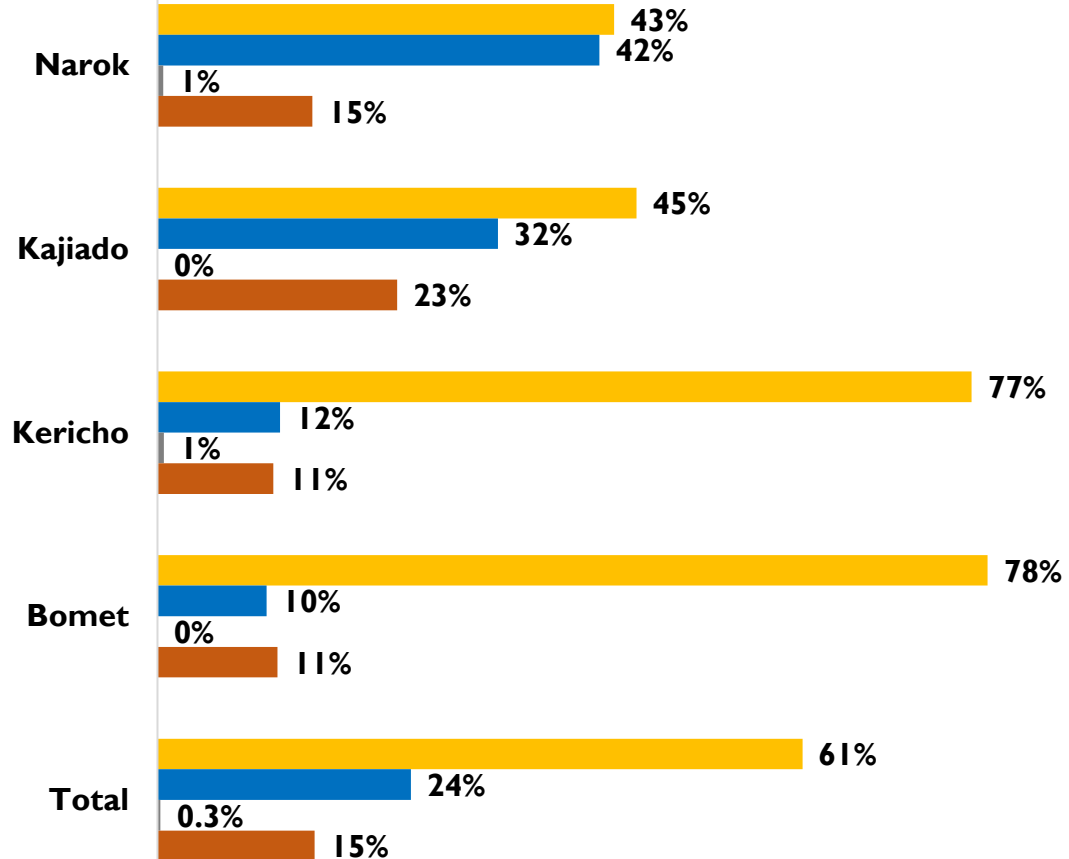


NO. COUNTIES 25% POPULARITY		VOTES IN MILLIONS		UNDECIDED
RAILA	RUTO	RAILA	RUTO	1.0
6/9	9/9	1.3	2.5	

SOUTH RIFT

County	Const.	Wards	Registe- red Voters	2017 Voter Turn Out	2022 Intent- ion To Vote
Narok	6	30	397,618	83%	97%
Kajiado	5	25	463,546	80%	93%
Bomet	5	25	370,399	82%	96%
Kericho	6	30	429,288	79%	98%
Total	25	125	1,758,932	80%	96%

CAMPAIGN AGENDA ITEMS



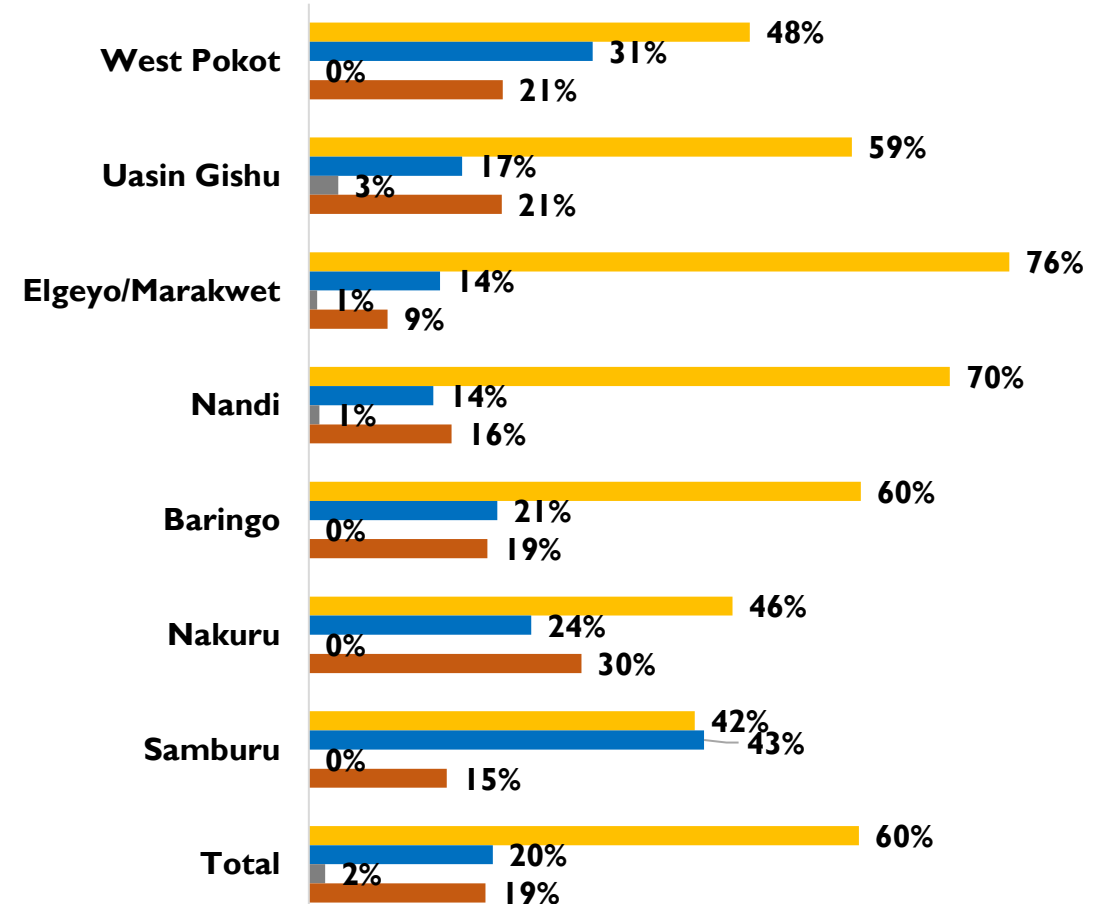
■ William Ruto ■ Raila Odinga ■ Others ■ Undecided/Refused to Answer

NO. COUNTIES 25% POPULARITY		VOTES IN MILLIONS		UNDECIDED
RAILA	RUTO	RAILA	RUTO	
3/5	5/5	0.4	1.1	0.3

NORTH RIFT

County	Const.	Wards	Registe- red Voters	2017 Voter Turn Out	2022 Intention To Vote
West Pokot	4	20	214,574	84%	94%
Nandi	6	30	402,856	79%	96%
Baringo	6	30	271,977	82%	96%
Elgeyo Marakwet	4	20	211,352	81%	96%
Uasin Gishu	6	30	530,993	76%	98%
Nakuru	11	55	1,050,367	80%	96%
Samburu	3	15	98,081	77%	97%
Total	37	185	2,682,119	80%	96%

CAMPAIGN AGENDA ITEMS



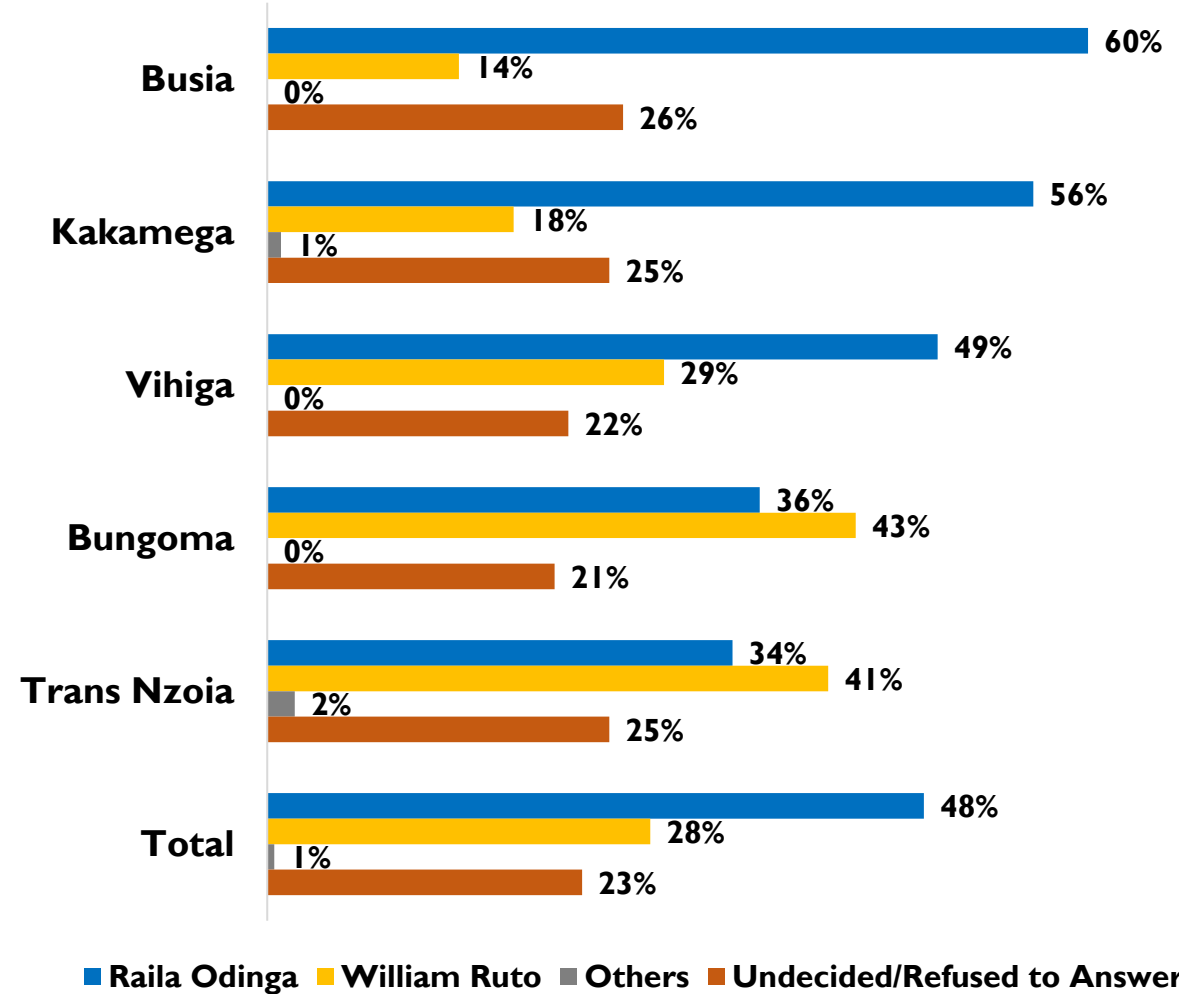
■ William Ruto ■ Raila Odinga ■ Others ■ Undecided/Refused to Answer

NO. COUNTIES 25% POPULARITY		VOTES IN MILLIONS		UNDECIDED
RAILA	RUTO	RAILA	RUTO	
1/6	6/6	0.5	1.6	0.5

WESTERN

County	Const.	Wards	Registered Voters	2017 Voter Turn Out	2022 Intention To Vote
Kakamega	12	60	841,139	75%	96%
Vihiga	5	25	304,755	74%	96%
Bungoma	9	45	644,233	75%	96%
Trans Nzoia	5	25	395,741	74%	95%
Busia	7	35	406,569	79%	99%
Total	38	190	2,592,437	75%	96%

CAMPAIGN AGENDA ITEMS

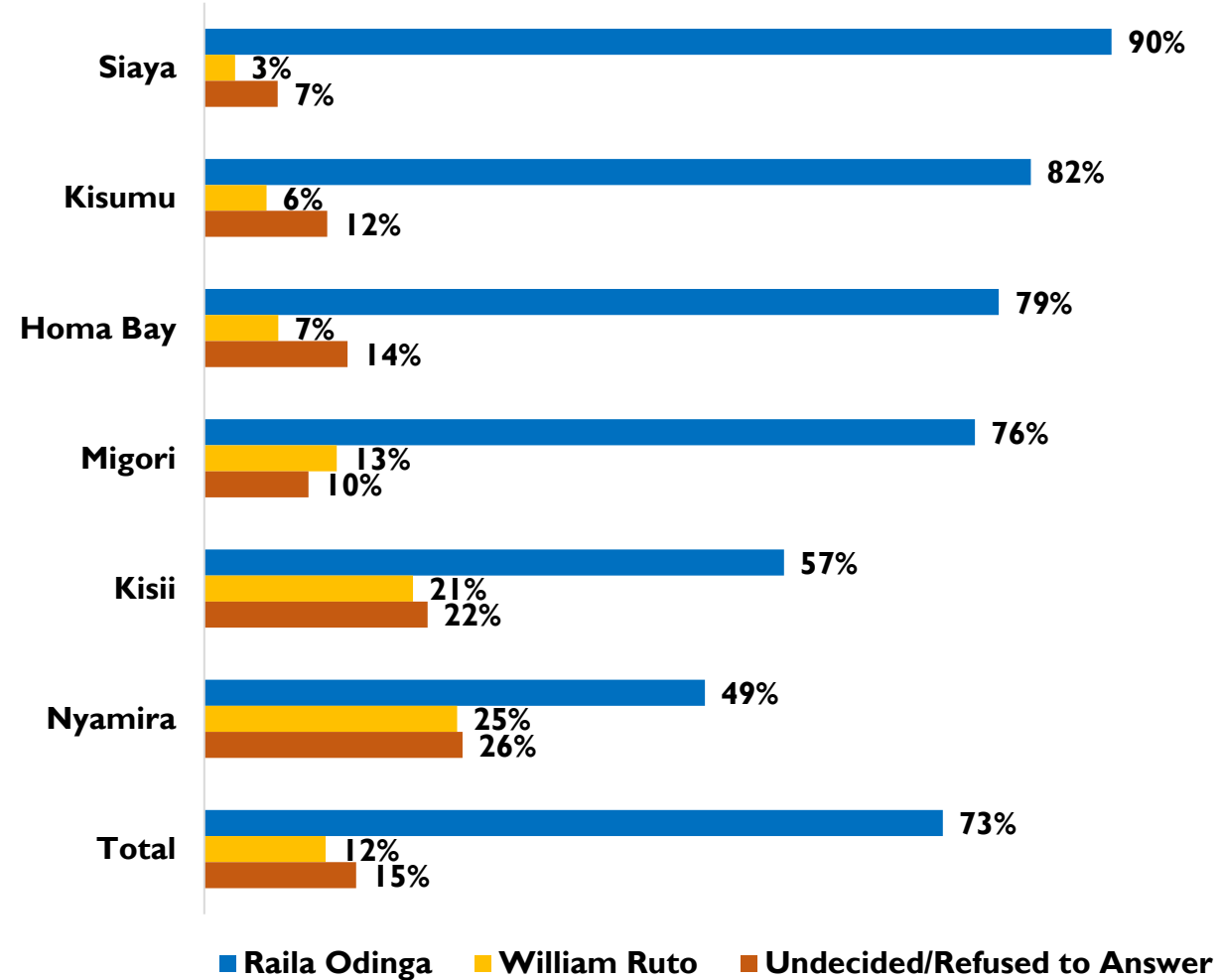


NO. COUNTIES 25% POPULARITY		VOTES IN MILLIONS		UNDECIDED
RAILA	RUTO	RAILA	RUTO	0.6
5/5	3/5	1.2	0.7	

NYANZA

County	Const.	Wards	Registered Voters	2017 Voter Turn Out	2022 Intention To Vote
Siaya	6	30	518,056	83%	97%
Kisumu	7	35	616,871	82%	98%
Homa Bay	8	40	529,360	85%	98%
Migori	8	40	454,954	83%	99%
Kisii	9	45	638,606	74%	95%
Nyamira	4	20	316,389	74%	95%
Total	42	210	3,074,236	80%	97%

CAMPAIGN AGENDA ITEMS

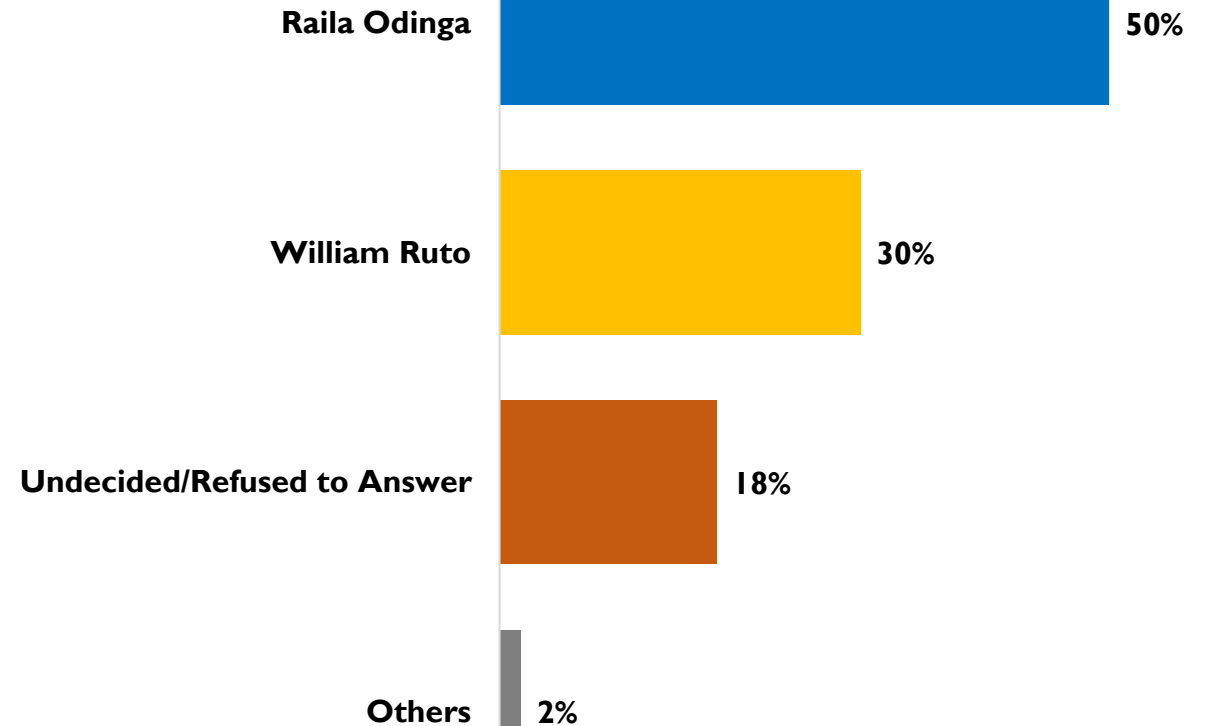


NO. COUNTIES 25% POPULARITY		VOTES IN MILLIONS		UNDECIDED
RAILA	RUTO	RAILA	RUTO	0.5
6/6	1/6	2.2	0.4	

NAIROBI

County	Const.	Wards	Registered Voters	2017 Voter Turn Out	2022 Intention To Vote
Nairobi	17	85	2,496,466	73%	93%
Total	17	85	2,496,466	73%	93%

CAMPAIGN AGENDA ITEMS



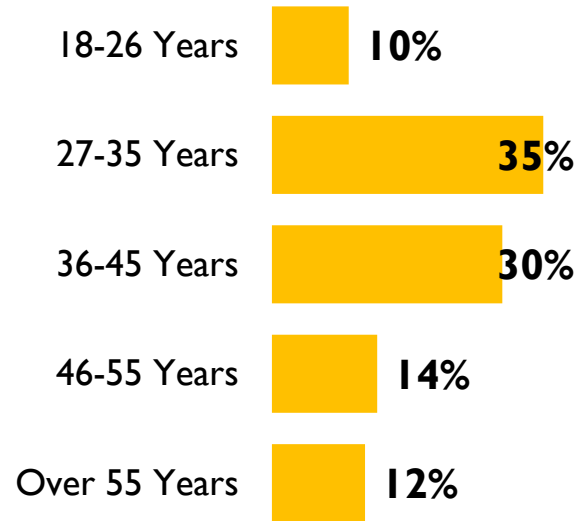
■ Raila Odinga ■ William Ruto ■ Undecided/Refused to Answer ■ Others

NO. COUNTIES 25% POPULARITY		VOTES IN MILLIONS		UNDECIDED
RAILA	RUTO	RAILA	RUTO	0.4
1/1	1/1	1.2	0.7	

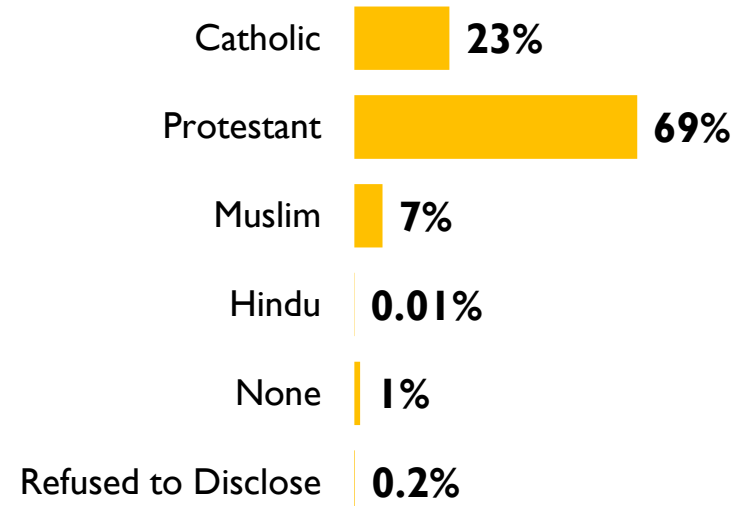


DEMOGRAPHICS

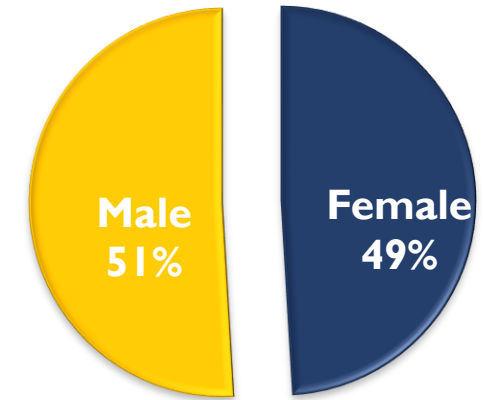
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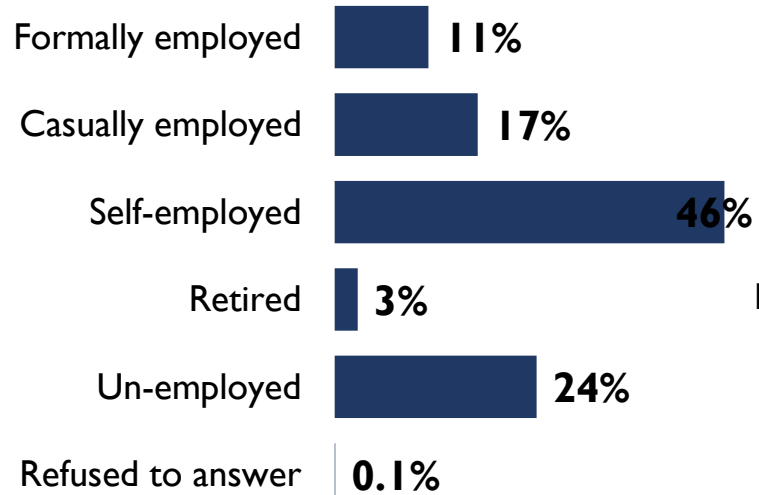
Religion



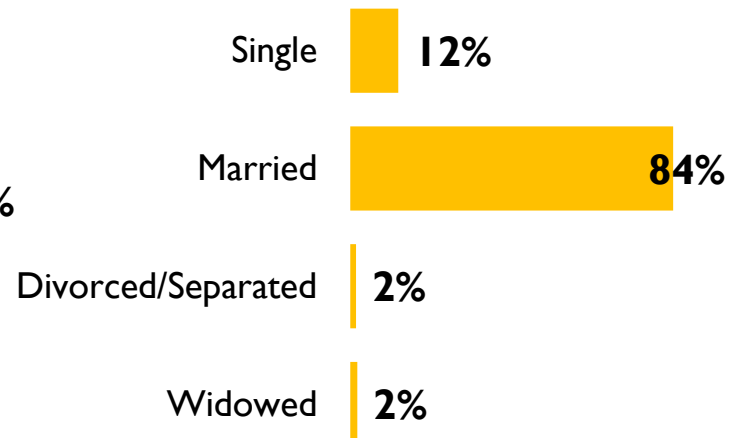
Gender



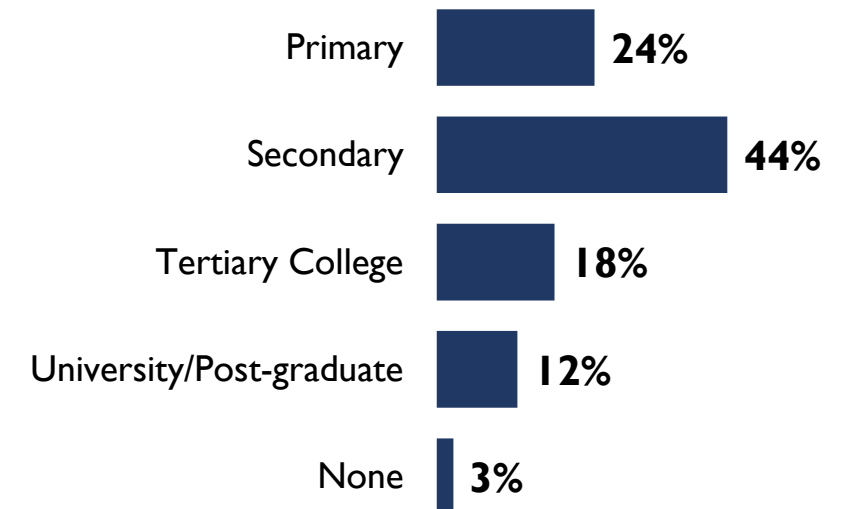
Employment



Marital status



Level of education



n = 9000



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Thank
you!