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Survey of Likely 2027 General Election Voters

Kenya National

September 2026 | n=1000 | $\pm 3.10\%$

Key Findings

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- With less than a year until the election, Kenya's voters are poised to deny William Ruto a second term as President. 32% of likely voters believe he deserves another term and 63% want someone new, with only 4% undecided.
- Only 27% say the country is heading in the right direction against 71% who say wrong direction.
- Cost of living and food prices scores highest as the top priority issue (picked by 36%) followed by unemployment (18%) and corruption/theft of public money (17%).
- 75% are more motivated to vote in 2027 than in past elections, against 15% less motivated.
- Ruto's net favorability is -21, with 49% holding a very unfavorable opinion. Kalonzo runs at +40 net favorable.
- Nine traits were tested on both men, four negative and five positive. Ruto's highest scores are all on the negatives. Kalonzo's highest are all on the positives.
- Head-to-head, Kalonzo takes 49% to Ruto's 34%, placing Kalonzo 15 percentage points ahead.
- Television is the most used communication channel (72%) followed by social media (62% across the various platforms) and radio (53%). Television (72%) and radio (52%) are the most trusted.

Candidate Standing and Key Toplines

- There is a mood for change in Kenya. Only 32% of likely voters think Ruto deserves to be re-elected against 63% who want someone new, with 4% undecided.
 - The mood on the direction of the country is worse in the regions he needs: Central -77 net wrong direction, Nairobi -80, Western -65. Rift Valley is his only net-positive region at +9.
 - Ruto's negatives are entrenched. 56% say corrupt, 49% dishonest, 39% favors his own circle; 28% call him a strong leader, 20% competent, and 10% cares about people like me.
 - Corrupt is also the trait the opposition's target voters pick most often. 75% of head-to-head undecideds pick it, along with 67% of 2022 Odinga voters and 67% of 2022 non-voters. Even 10% of voters who want to re-elect Ruto say corrupt and 11% say dishonest.
 - Strong leader is Ruto's best trait, at 62% among re-elect voters, 37% among his 2022 voters, and 48% in Rift Valley.
- Ruto is holding only half of his own 2022 coalition. 50% stay with him, 35% have left for the opposition, and 15% are undecided. He does not replace enough of his former voters with the former opposition coalition, taking just 22% of Odinga's 2022 voters.

- 2022 non-voters start against him as well, with 51% going for the opposition and 22% for Ruto, with 28% undecided.
- Kalonzo Musyoka is where that vote has gone, and his brand is strong. He runs +40 net favorable, with 44% calling him a strong leader, 41% smart, and 39% competent. Among Odinga's 2022 voters, 63% are with him.
 - Among voters overall, only 3% call Kalonzo corrupt and 10% dishonest, versus 56% and 49% for Ruto.

Running Mates

- Edwin Sifuna is the clear choice for Kalonzo's running mate. 66% say he would make them more likely to vote for Kalonzo, double Fred Matiang'i at 33%. He reaches 78% of voters who want someone new and 88% of Luhya voters.
 - Sifuna's pull is generational. 73% of men under 40 name him against 58% of men 40 and over, and 71% of women under 40 against 61% of women 40 and over.
- Kithure Kindiki leads Ruto's running-mate options at 37%, but 29% say none of them would make them more likely to vote for Ruto. That rises to 53% among head-to-head undecideds, where only 15% pick Kindiki.
 - Kindiki's strength is Rift Valley at 60% and Kalenjin voters at 72%
 - Ruto's other options play regionally. Musalia Mudavadi leads in Western at 44%, and Gladys Wanga in Nyanza at 51% and among Luo voters at 53%.

Character Traits and Mood

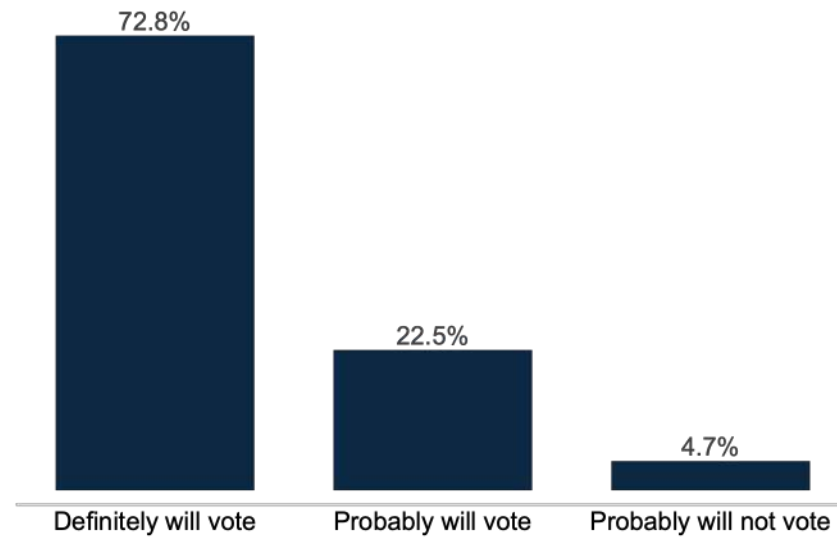
- Nine character traits were tested on Ruto and Kalonzo, four negative and five positive. Ruto's highest scores are all on the four negatives – corrupt, dishonest, favours his own circle, out of touch with ordinary Kenyans. Kalonzo's highest are all on the five positives – strong leader, smart/intelligent, competent, cares about people like me, keeps his promises.
- Only 1% are unsure on Ruto's traits, against 12% on Kalonzo's. Voters have settled on Ruto. Kalonzo still has some room to introduce himself.
- 27% say Kenya is heading in the right direction against 71% who say wrong direction. Governments rarely survive numbers this bad, and they are worse in the regions Ruto needs.
- 75% are more motivated to vote than in past elections, against 15% less motivated. Enthusiasm at this level usually precedes a change of government.

Media

- Television reaches 72% of voters and radio 53%. Social media reaches 62% but splits across platforms. Newspapers reach 14%.
- Trust tracks usage on broadcast media, television at 72% and radio at 52%. Social media is trusted less than it is used at 39%, and newspapers more at 19%.

Vote Intent

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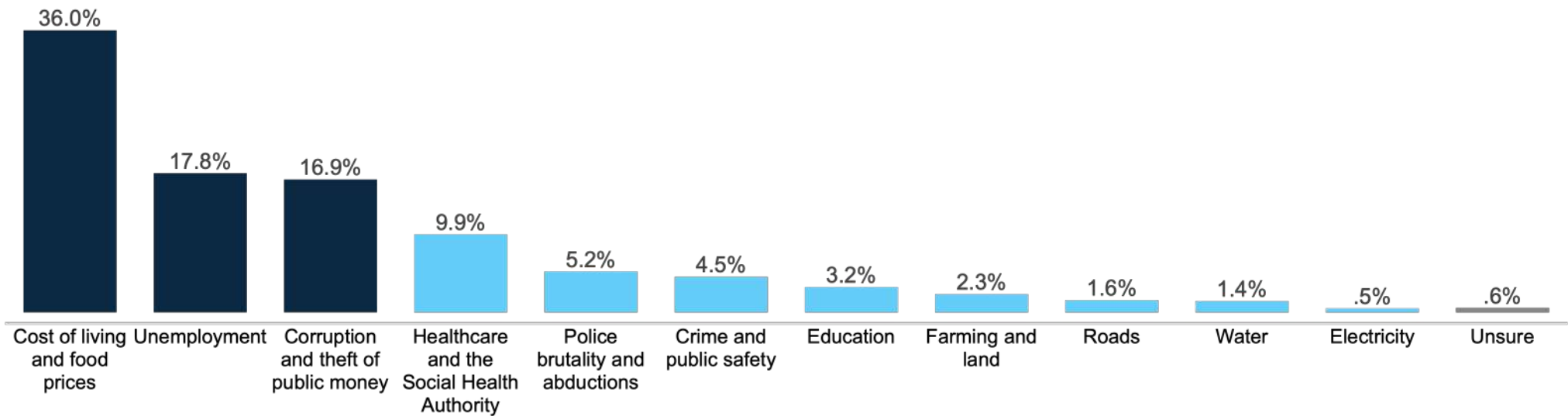


	Overall	F <40	F 40+	M <40	M 40+	Rift Valley	Western	Nyanza	Central	Urban	Small Town	Suburban	Rural	Kikuyu	Luhya	Kalenjin	Luo	Kamba	Secondary/Less	Post-secondary	<KSh 20k	KSh 20k-50k	KSh 50k+	Ruto '22	Odinga '22	DNV '22	Re-elect	Someone New	Undecided	H2H Undec	More Motivated	Same/Less Motiv	Television	Radio	Social Media
Definitely will vote	73%	74%	71%	73%	72%	75%	59%	77%	78%	75%	63%	65%	79%	73%	67%	84%	72%	79%	74%	70%	75%	74%	75%	77%	73%	69%	78%	72%	40%	65%	80%	49%	74%	75%	71%
Probably will vote	22%	20%	25%	20%	25%	20%	38%	21%	19%	22%	33%	26%	16%	24%	29%	12%	25%	11%	22%	24%	21%	22%	22%	20%	22%	26%	19%	24%	36%	30%	18%	38%	22%	21%	23%
Probably will not vote	5%	5%	4%	6%	3%	5%	2%	3%	3%	3%	3%	9%	5%	3%	4%	4%	3%	10%	4%	6%	5%	4%	3%	3%	5%	5%	4%	4%	23%	5%	2%	13%	4%	4%	6%

How likely are you to vote in the 2027 general election?

Top Priority

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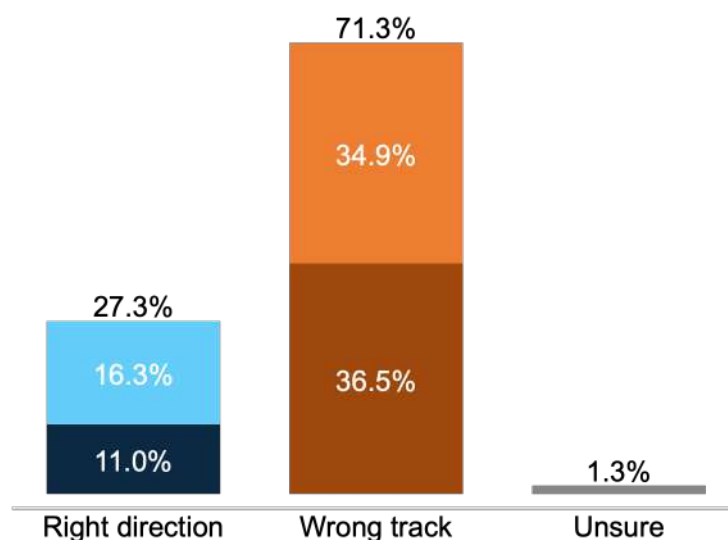


	Overall	F <40	F 40+	M <40	M 40+	Rift Valley	Western	Nyanza	Central	Urban	Small Town	Suburban	Rural	Kikuyu	Luhya	Kalenjin	Luo	Kamba	Secondary/Less	Post-secondary	<KSh 20k	KSh 20k-50k	KSh 50k+	Ruto '22	Odinga '22	DNV '22	Definitely Vote	Probably Vote	Re-elect	Someone New	Undecided	H2H Undec	More Motivated	Same/Less Motiv	Television	Radio	Social Media
Cost of living and food prices	36%	27%	42%	35%	40%	36%	30%	34%	38%	33%	39%	38%	37%	35%	36%	38%	36%	42%	37%	33%	37%	37%	28%	39%	35%	40%	36%	39%	32%	39%	22%	40%	38%	31%	40%	38%	34%
Unemployment	18%	23%	9%	25%	12%	18%	16%	20%	16%	18%	16%	18%	20%	19%	16%	19%	18%	16%	21%	19%	16%	15%	18%	16%	15%	16%	20%	22%	16%	16%	15%	18%	18%	18%	13%	21%	
Corruption and theft of public money	17%	20%	11%	16%	21%	15%	21%	7%	17%	20%	13%	20%	15%	23%	22%	10%	12%	15%	17%	18%	14%	19%	27%	13%	19%	20%	18%	16%	10%	21%	9%	16%	18%	15%	17%	16%	18%
Healthcare and the Social Health Authority	10%	11%	16%	5%	9%	8%	11%	21%	12%	11%	8%	7%	11%	9%	10%	11%	15%	4%	10%	9%	11%	9%	10%	10%	11%	8%	11%	7%	14%	8%	15%	7%	10%	11%	10%	13%	9%
Police brutality and abductions	5%	6%	7%	7%	1%	8%	8%	3%	3%	7%	6%	6%	3%	3%	6%	6%	6%	6%	5%	6%	4%	6%	4%	4%	5%	6%	5%	5%	5%	5%	3%	3%	5%	7%	4%	5%	5%
Crime and public safety	5%	4%	6%	4%	5%	2%	9%	1%	6%	6%	1%	6%	4%	5%	5%	3%	3%	9%	4%	6%	3%	7%	8%	4%	6%	3%	5%	5%	2%	6%	4%	3%	4%	7%	3%	3%	4%
Education	3%	4%	1%	5%	2%	3%	1%	7%	3%	3%	5%	0%	4%	1%	0%	3%	5%	1%	3%	4%	4%	2%	3%	3%	3%	6%	3%	2%	5%	2%	11%	6%	3%	4%	2%	4%	4%
Farming and land	2%	1%	3%	1%	5%	4%	2%	4%	1%	1%	4%	2%	3%	1%	1%	6%	3%	2%	3%	1%	3%	2%	2%	2%	3%	2%	2%	4%	4%	1%	2%	3%	2%	3%	2%	3%	1%
Roads	2%	3%	2%	1%	1%	3%	0%	2%	2%	1%	6%	1%	1%	2%	0%	5%	1%	0%	2%	1%	2%	1%	2%	1%	0%	2%	0%	2%	1%	2%	0%	2%	2%	1%	2%	2%	
Water	1%	1%	3%	1%	1%	1%	1%	0%	2%	0%	1%	0%	3%	2%	1%	1%	0%	1%	2%	1%	1%	1%	0%	2%	2%	0%	1%	2%	1%	1%	15%	6%	1%	1%	1%	3%	1%
Electricity	1%	0%	1%	0%	1%	2%	0%	0%	0%	0%	1%	0%	1%	0%	0%	3%	0%	0%	1%	0%	1%	0%	0%	1%	0%	1%	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%
Unsure	1%	0%	1%	0%	2%	1%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	2%	1%	0%	0%	0%	2%	1%	1%	0%	1%	1%	1%	0%	0%	1%	1%	1%	1%	0%	0%

Which one of the following issues is the most important to you when deciding how to vote in the 2027 general election?

Country Direction

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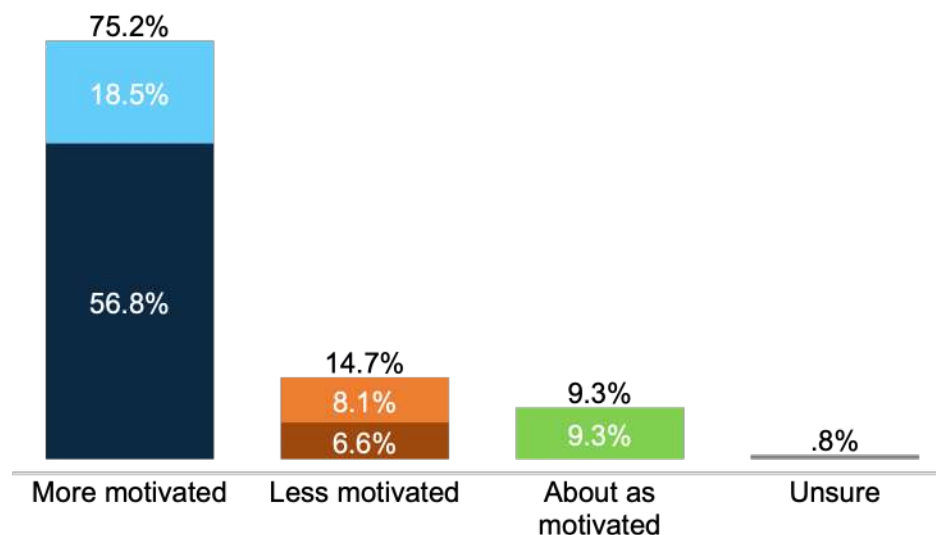


	Overall	F <40	F 40+	M <40	M 40+	Rift Valley	Western	Nyanza	Central	Urban	Small Town	Suburban	Rural	Kikuyu	Luhya	Kalenjin	Luo	Kamba	Secondary/Less	Post-secondary	<KSh 20k	KSh 20k-50k	KSh 50k+	Ruto '22	Odinga '22	DNV '22	Definitely Vote	Probably Vote	Re-elect	Someone New	Undecided	H2H Undec	More Motivated	Same/Less Motiv	Television	Radio	Social Media
Right direction	27%	24%	26%	27%	32%	54%	17%	34%	11%	23%	31%	23%	32%	7%	18%	75%	35%	7%	27%	28%	29%	26%	18%	40%	18%	19%	30%	21%	69%	7%	14%	12%	29%	21%	27%	29%	24%
Wrong track	71%	74%	73%	71%	66%	45%	82%	62%	88%	76%	66%	76%	67%	92%	82%	25%	61%	93%	71%	72%	70%	73%	80%	59%	81%	80%	69%	77%	29%	93%	78%	86%	70%	76%	71%	69%	74%
Definitely the right direction	11%	11%	8%	11%	14%	22%	9%	9%	6%	9%	11%	11%	14%	5%	8%	31%	11%	2%	11%	12%	12%	12%	5%	16%	6%	10%	12%	10%	28%	3%	5%	7%	13%	5%	10%	10%	10%
Mostly the right direction	16%	13%	19%	15%	19%	32%	8%	26%	5%	15%	20%	12%	18%	2%	10%	44%	23%	5%	17%	16%	17%	14%	13%	24%	11%	10%	18%	11%	42%	4%	10%	5%	17%	16%	17%	19%	14%
Mostly the wrong direction	35%	40%	36%	33%	30%	26%	33%	36%	44%	27%	36%	45%	37%	44%	36%	14%	28%	57%	35%	33%	40%	32%	28%	31%	40%	27%	32%	42%	17%	43%	44%	33%	34%	39%	38%	35%	37%
Definitely the wrong direction	36%	34%	37%	39%	36%	20%	48%	26%	44%	48%	30%	31%	30%	48%	46%	11%	32%	36%	36%	38%	30%	41%	52%	29%	41%	53%	37%	35%	11%	49%	34%	53%	36%	37%	33%	34%	38%
Unsure	1%	2%	0%	2%	1%	1%	1%	3%	1%	1%	3%	1%	1%	1%	0%	0%	5%	0%	2%	1%	1%	0%	2%	1%	1%	1%	2%	2%	1%	8%	2%	1%	3%	2%	2%	2%	

Generally speaking, would you say things in Kenya are headed in the right direction or off on the wrong direction?

Turnout Motivation

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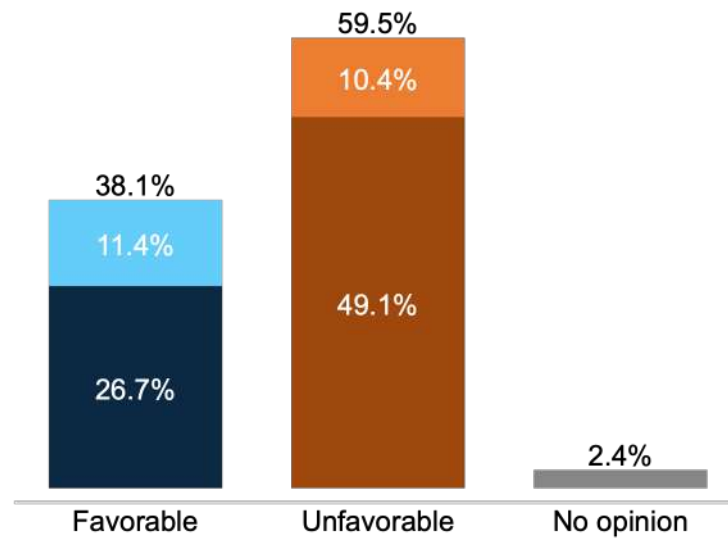


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More motivated Total	75%	78%	73%	74%	75%	76%	54%	73%	82%	78%	73%	72%	75%	83%	64%	81%	70%	74%	75%	77%	74%	81%	76%	81%	71%	74%	83%	59%	76%	77%	38%	69%	78%	77%	74%
Less motivated Total	15%	11%	16%	18%	14%	16%	34%	20%	10%	13%	19%	15%	15%	10%	28%	12%	20%	6%	14%	16%	16%	10%	12%	11%	16%	13%	10%	24%	14%	15%	17%	16%	13%	13%	15%
Much more motivated	57%	59%	53%	58%	57%	53%	33%	59%	55%	56%	51%	51%	63%	54%	45%	62%	53%	66%	57%	55%	60%	57%	58%	58%	59%	56%	68%	28%	58%	59%	21%	52%	59%	60%	57%
Somewhat more motivated	18%	19%	20%	17%	18%	23%	21%	14%	27%	22%	22%	21%	12%	29%	19%	19%	17%	8%	17%	21%	14%	25%	18%	23%	12%	18%	15%	31%	18%	19%	17%	17%	19%	17%	17%
About as motivated	9%	10%	9%	8%	11%	8%	11%	6%	6%	9%	8%	12%	9%	4%	8%	7%	9%	20%	10%	7%	10%	8%	13%	7%	12%	10%	6%	16%	10%	7%	35%	12%	8%	9%	11%
Somewhat less motivated	8%	8%	10%	7%	7%	6%	17%	13%	8%	8%	10%	7%	7%	7%	13%	4%	14%	3%	8%	8%	8%	7%	7%	5%	10%	9%	6%	14%	7%	9%	1%	9%	7%	7%	8%
Much less motivated	7%	3%	6%	11%	6%	10%	17%	7%	2%	4%	9%	8%	8%	4%	16%	8%	7%	3%	6%	7%	8%	4%	4%	6%	6%	4%	4%	10%	7%	6%	15%	8%	6%	6%	7%
Unsure	1%	0%	2%	0%	1%	0%	1%	1%	3%	1%	0%	1%	1%	2%	0%	0%	1%	0%	1%	0%	0%	0%	0%	1%	0%	3%	1%	1%	0%	0%	10%	3%	0%	1%	0%

Compared to past elections, how motivated are you to vote in the 2027 general election?

Image: William Ruto

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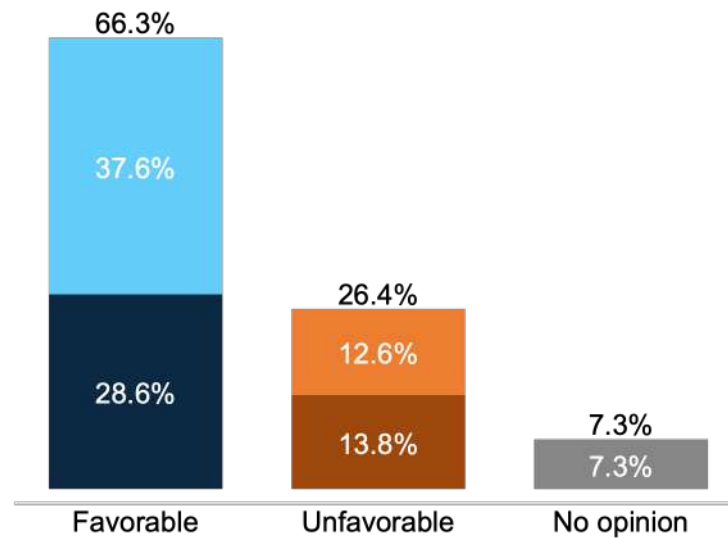


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Favorable Total	38%	38%	33%	37%	45%	64%	31%	56%	10%	28%	44%	40%	45%	10%	25%	88%	54%	22%	40%	33%	45%	31%	23%	52%	29%	23%	39%	36%	88%	11%	55%	20%	37%	42%	37%	45%	34%
Unfavorable Total	59%	61%	62%	60%	54%	34%	65%	42%	84%	70%	52%	60%	52%	85%	72%	12%	44%	77%	58%	64%	53%	67%	76%	45%	69%	77%	59%	61%	11%	87%	19%	70%	61%	55%	61%	53%	64%
Very Favorable	27%	25%	25%	26%	31%	50%	17%	38%	6%	18%	29%	24%	36%	5%	15%	71%	36%	14%	28%	24%	34%	20%	14%	41%	18%	14%	31%	18%	70%	5%	17%	8%	29%	18%	27%	34%	22%
Somewhat Favorable	11%	13%	8%	11%	14%	14%	15%	18%	4%	10%	15%	16%	9%	5%	11%	16%	17%	7%	12%	9%	11%	11%	8%	11%	11%	8%	8%	18%	19%	6%	37%	12%	8%	24%	10%	11%	12%
Somewhat Unfavorable	10%	11%	11%	13%	7%	9%	9%	11%	11%	10%	10%	17%	8%	13%	9%	3%	10%	13%	10%	12%	8%	13%	14%	8%	12%	11%	8%	16%	4%	14%	6%	12%	10%	12%	10%	8%	12%
Very Unfavorable	49%	50%	51%	47%	48%	25%	56%	31%	73%	60%	42%	43%	44%	71%	62%	10%	34%	64%	48%	52%	45%	54%	61%	37%	58%	66%	51%	46%	6%	73%	13%	58%	51%	43%	51%	44%	52%
No Opinion	2%	1%	5%	3%	1%	2%	4%	2%	6%	2%	4%	0%	3%	6%	3%	0%	2%	2%	2%	3%	2%	2%	2%	3%	2%	0%	2%	3%	1%	2%	26%	10%	2%	3%	1%	2%	2%

Do you have a favorable or unfavorable opinion of William Ruto?

Image: Kalonzo Musyoka

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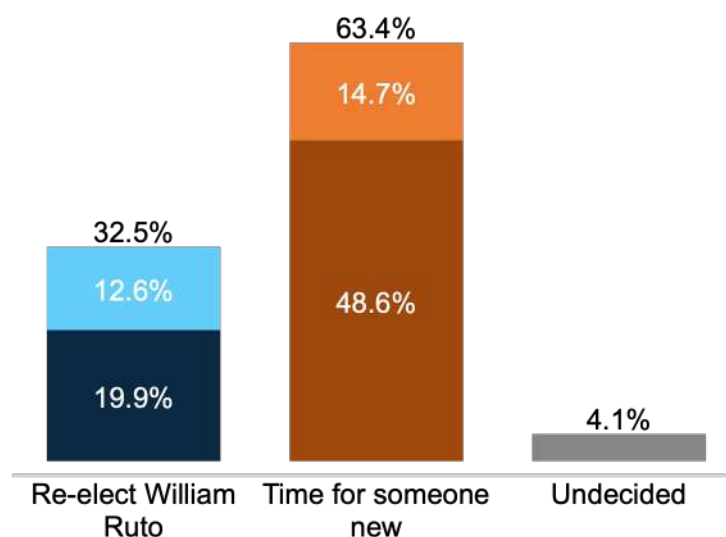
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Favorable Total	66%	62%	68%	68%	67%	47%	58%	70%	67%	68%	52%	68%	71%	69%	67%	35%	72%	94%	68%	63%	67%	67%	80%	56%	79%	54%	66%	67%	45%	79%	43%	52%	69%	59%	69%	68%	66%
Unfavorable Total	26%	28%	23%	27%	27%	42%	36%	26%	18%	26%	34%	27%	23%	19%	25%	56%	25%	5%	26%	28%	27%	29%	15%	35%	17%	36%	27%	26%	47%	16%	26%	27%	26%	29%	24%	26%	26%
Very Favorable	29%	26%	29%	31%	29%	9%	29%	31%	27%	30%	15%	31%	33%	27%	29%	8%	22%	64%	30%	25%	32%	26%	33%	20%	39%	27%	31%	25%	11%	39%	15%	14%	31%	22%	30%	33%	28%
Somewhat Favorable	38%	35%	39%	38%	39%	39%	29%	39%	40%	38%	37%	37%	38%	42%	38%	26%	50%	30%	38%	38%	35%	41%	46%	37%	40%	27%	35%	42%	34%	40%	27%	38%	38%	37%	40%	35%	38%
Somewhat Unfavorable	13%	16%	12%	10%	13%	16%	15%	13%	13%	13%	20%	13%	9%	13%	12%	20%	14%	3%	12%	14%	12%	17%	6%	15%	9%	23%	11%	16%	20%	9%	11%	13%	12%	15%	12%	10%	14%
Very Unfavorable	14%	13%	11%	16%	15%	26%	21%	12%	5%	13%	14%	14%	14%	7%	13%	36%	11%	2%	14%	14%	15%	12%	10%	19%	8%	13%	15%	10%	28%	7%	15%	14%	14%	14%	13%	16%	13%
No Opinion	7%	10%	8%	5%	5%	11%	7%	5%	15%	6%	14%	6%	6%	12%	8%	9%	3%	1%	7%	9%	6%	4%	5%	9%	3%	10%	7%	8%	8%	6%	31%	21%	5%	12%	6%	6%	8%

Do you have a favorable or unfavorable opinion of Kalonzo Musyoka?

Ruto Re-Elect Ballot

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CYGNAL

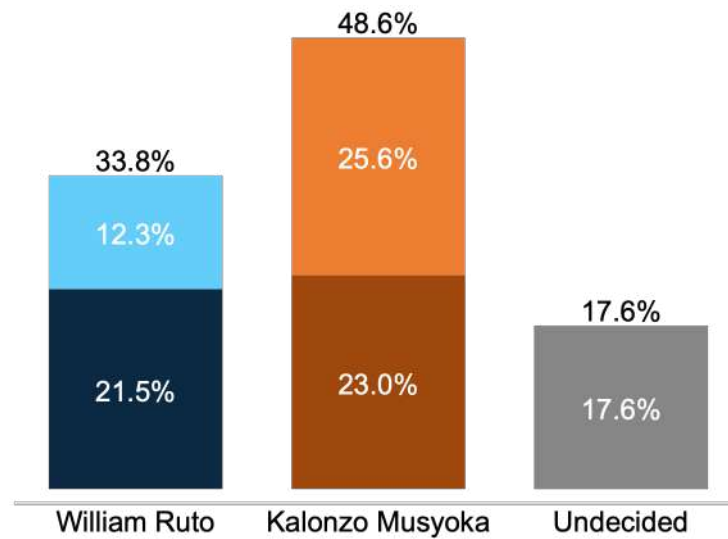


	Overall	F <40	F 40+	M <40	M 40+	Rift Valley	Western	Nyanza	Central	Urban	Small Town	Suburban	Rural	Kikuyu	Luhya	Kalenjin	Luo	Kamba	Secondary/Less	Post-secondary	<KSh 20k	KSh 20k-50k	KSh 50k+	Ruto '22	Odinga '22	DNV '22	Definitely Vote	Probably Vote	H2H Undec	More Motivated	Same/Less Motiv	Television	Radio	Social Media
Re-elect William Ruto	32%	28%	33%	30%	39%	58%	19%	56%	8%	24%	36%	30%	41%	9%	18%	78%	49%	13%	34%	29%	37%	28%	19%	49%	21%	20%	35%	27%	4%	33%	32%	34%	38%	27%
Time for someone new	63%	68%	60%	66%	59%	37%	78%	41%	85%	74%	58%	67%	53%	86%	81%	15%	47%	82%	62%	68%	59%	71%	75%	46%	75%	79%	63%	66%	78%	65%	59%	64%	58%	69%
Definitely re-elect William Ruto	20%	19%	20%	18%	24%	41%	12%	30%	5%	15%	22%	17%	25%	3%	10%	59%	27%	3%	20%	19%	23%	17%	16%	34%	11%	9%	24%	9%	1%	23%	9%	21%	22%	16%
Probably re-elect William Ruto	13%	10%	13%	12%	16%	17%	7%	26%	3%	8%	14%	12%	17%	6%	8%	20%	21%	10%	14%	10%	14%	11%	3%	16%	10%	10%	10%	18%	3%	9%	23%	13%	16%	11%
Probably time for someone new	15%	15%	15%	17%	11%	12%	21%	11%	18%	15%	15%	23%	11%	19%	19%	5%	9%	20%	14%	16%	13%	16%	21%	10%	19%	16%	11%	22%	20%	13%	20%	13%	10%	17%
Definitely time for someone new	49%	52%	45%	49%	48%	25%	57%	30%	66%	59%	43%	45%	43%	67%	62%	10%	38%	62%	47%	52%	46%	55%	55%	36%	57%	63%	52%	44%	58%	52%	39%	51%	47%	51%
Undecided	4%	4%	7%	4%	2%	5%	3%	3%	7%	3%	6%	3%	6%	5%	1%	7%	4%	5%	4%	3%	4%	1%	6%	4%	4%	1%	2%	7%	18%	2%	9%	2%	5%	4%

Do you believe William Ruto deserves to be re-elected as President of Kenya or is it time for someone new?

Kalonzo vs. Ruto H2H Ballot

BTP | ADVISERS

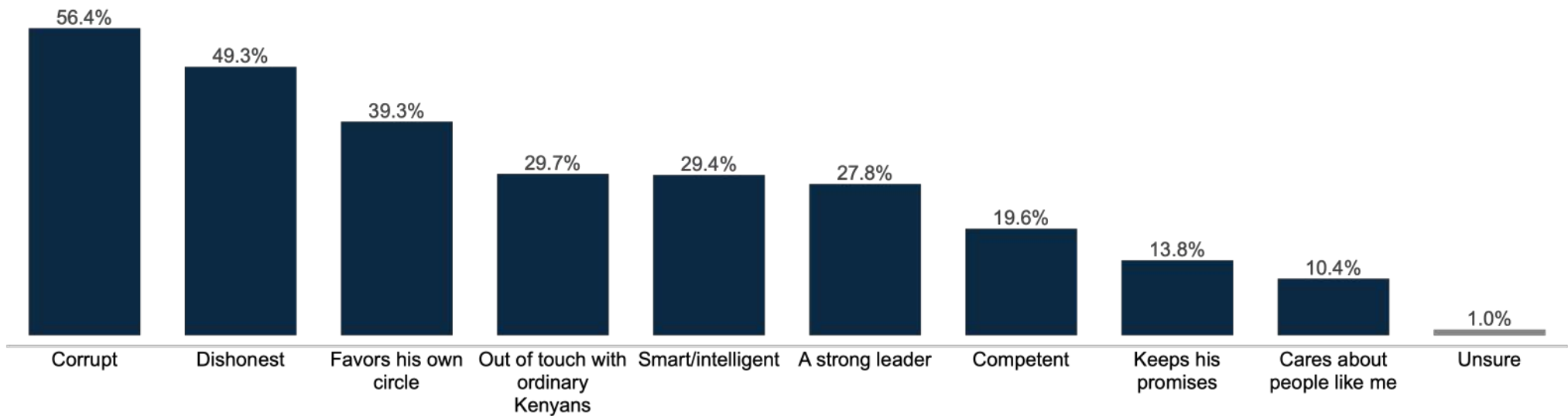


	Overall	F <40	F 40+	M <40	M 40+	Rift Valley	Western	Nyanza	Central	Urban	Small Town	Suburban	Rural	Kikuyu	Luhya	Kalenjin	Luo	Kamba	Secondary/Less	Post-secondary	<KSh 20k	KSh 20k-50k	KSh 50k+	Ruto '22	Odinga '22	DNV '22	Definitely Vote	Probably Vote	Re-elect	Someone New	Undecided	More Motivated	Same/Less Motiv	Television	Radio	Social Media
William Ruto	34%	31%	32%	33%	40%	61%	17%	57%	8%	26%	37%	34%	40%	9%	16%	81%	51%	13%	35%	30%	39%	28%	19%	50%	22%	22%	36%	26%	92%	5%	13%	34%	34%	34%	39%	29%
Kalonzo Musyoka	49%	49%	46%	50%	50%	26%	73%	29%	64%	52%	50%	47%	46%	64%	74%	9%	34%	84%	49%	47%	48%	54%	55%	35%	63%	51%	48%	50%	6%	73%	11%	50%	45%	51%	47%	50%
Definitely William Ruto	22%	21%	20%	18%	27%	40%	10%	37%	6%	18%	26%	19%	24%	5%	11%	56%	36%	3%	22%	21%	23%	19%	16%	36%	13%	7%	26%	11%	63%	1%	4%	25%	12%	23%	25%	18%
Probably William Ruto	12%	9%	12%	14%	13%	20%	7%	20%	2%	8%	11%	15%	16%	4%	6%	26%	16%	11%	14%	8%	16%	9%	3%	14%	9%	14%	10%	15%	29%	4%	9%	9%	22%	11%	14%	11%
Probably Kalonzo Musyoka	26%	24%	28%	25%	26%	13%	47%	16%	37%	30%	28%	26%	20%	38%	43%	5%	21%	28%	26%	25%	22%	34%	26%	22%	29%	22%	22%	33%	4%	37%	10%	24%	31%	26%	21%	26%
Definitely Kalonzo Musyoka	23%	25%	18%	24%	24%	13%	25%	13%	27%	22%	21%	21%	25%	26%	31%	4%	13%	57%	23%	22%	26%	20%	29%	13%	34%	28%	26%	16%	1%	36%	1%	26%	14%	24%	26%	24%
Undecided	18%	21%	22%	17%	10%	14%	11%	14%	28%	22%	13%	19%	14%	27%	9%	10%	14%	2%	15%	24%	13%	19%	26%	15%	15%	28%	16%	24%	2%	22%	76%	16%	21%	16%	14%	21%

If the election for President of Kenya was held today between the following candidates, and you had to make a choice, who would you vote for?

Ruto Traits

BTP | ADVISERS

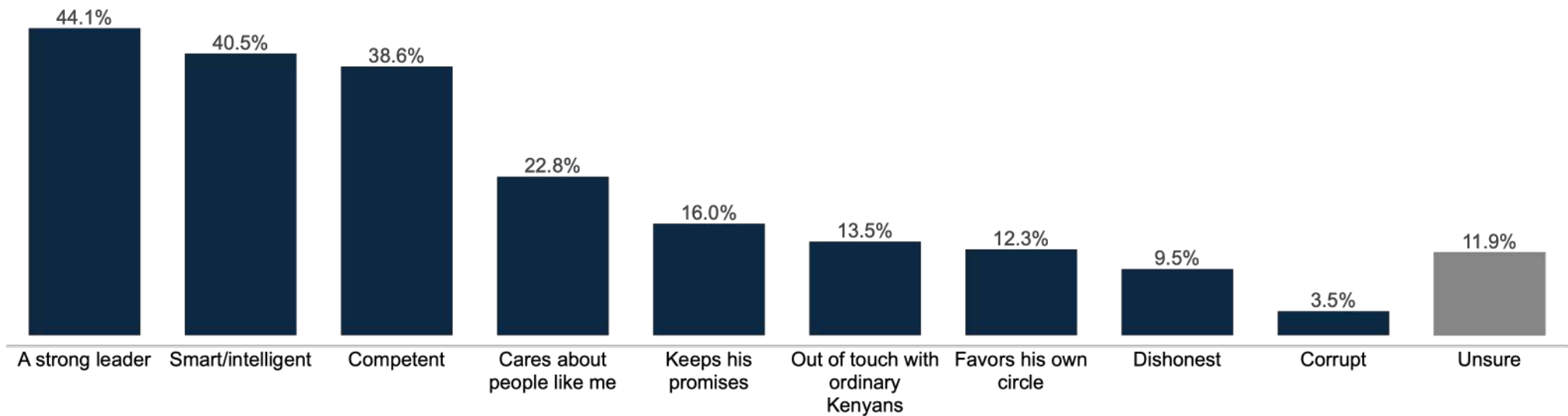


	Overall	F <40	F 40+	M <40	M 40+	Rift Valley	Western	Nyanza	Central	Urban	Small Town	Suburban	Rural	Kikuyu	Luhya	Kalenjin	Luo	Kamba	Secondary/Less	Post-secondary	<KSh 20k	KSh 20k-50k	KSh 50k+	Ruto '22	Odinga '22	DNV '22	Definitely Vote	Probably Vote	Re-elect	Someone New	Undecided	H2H Undec	More Motivated	Same/Less Motiv	Television	Radio	Social Media
Corrupt	56%	58%	54%	58%	56%	34%	71%	38%	77%	67%	49%	56%	49%	74%	69%	22%	40%	66%	57%	56%	51%	64%	70%	42%	67%	67%	56%	56%	10%	80%	56%	75%	58%	54%	56%	55%	62%
Dishonest	49%	54%	48%	47%	48%	24%	70%	37%	78%	61%	44%	45%	41%	72%	60%	14%	41%	44%	49%	50%	42%	61%	65%	42%	53%	71%	48%	52%	11%	69%	55%	68%	49%	51%	49%	47%	55%
Favors his own circle	39%	43%	38%	36%	41%	20%	35%	36%	58%	46%	32%	42%	34%	55%	39%	13%	37%	44%	40%	38%	36%	49%	43%	32%	43%	49%	38%	41%	13%	54%	18%	55%	41%	34%	40%	38%	46%
Out of touch with ordinary Kenyans	30%	30%	33%	24%	33%	14%	31%	26%	37%	37%	24%	30%	24%	39%	27%	9%	27%	37%	29%	30%	25%	35%	53%	27%	31%	42%	30%	29%	7%	42%	27%	36%	30%	28%	31%	29%	31%
Smart/intelligent	29%	29%	24%	34%	30%	47%	21%	32%	28%	28%	32%	30%	25%	26%	51%	35%	10%	28%	34%	25%	33%	37%	40%	22%	18%	29%	28%	57%	16%	23%	19%	29%	30%	30%	26%	31%	
A strong leader	28%	26%	27%	30%	28%	48%	25%	37%	14%	25%	37%	27%	26%	14%	24%	58%	35%	7%	27%	30%	28%	28%	30%	37%	22%	14%	28%	30%	62%	11%	19%	15%	28%	27%	27%	29%	28%
Competent	20%	19%	16%	16%	27%	38%	9%	25%	6%	17%	21%	19%	22%	3%	12%	50%	25%	9%	20%	19%	19%	20%	18%	29%	14%	10%	21%	13%	48%	5%	20%	9%	19%	22%	20%	23%	18%
Keeps his promises	14%	14%	16%	10%	16%	22%	4%	26%	4%	10%	11%	16%	18%	3%	2%	36%	25%	6%	15%	10%	16%	11%	9%	19%	10%	10%	16%	9%	37%	3%	0%	3%	16%	8%	14%	16%	14%
Cares about people like me	10%	9%	15%	9%	9%	20%	8%	12%	3%	10%	8%	14%	11%	3%	4%	29%	11%	5%	11%	10%	11%	12%	6%	17%	6%	5%	13%	6%	27%	2%	2%	2%	11%	8%	10%	10%	11%
Unsure	1%	2%	1%	1%	1%	2%	0%	1%	1%	1%	3%	1%	0%	0%	2%	1%	1%	0%	1%	2%	1%	0%	0%	1%	2%	0%	3%	1%	1%	7%	3%	1%	2%	1%	1%	1%	

Which of the following would you say describes William Ruto? Select all that apply.

Kalonzo Traits

BTP | ADVISERS

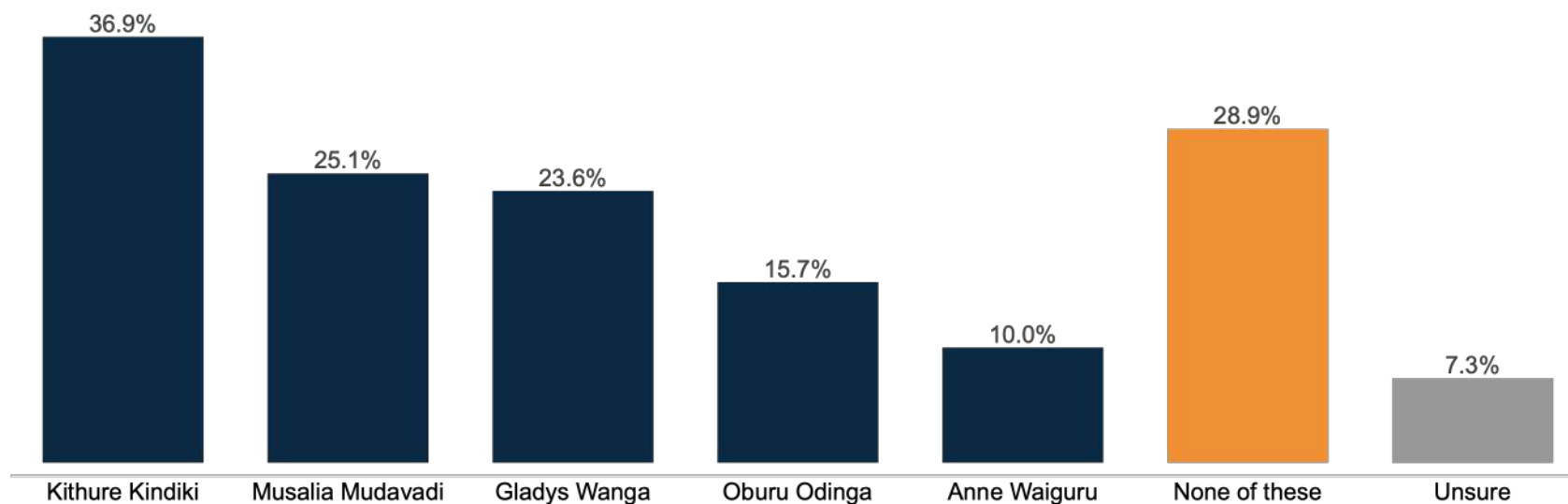


	Overall	F <40	F 40+	M <40	M 40+	Rift Valley	Western	Nyanza	Central	Urban	Small Town	Suburban	Rural	Kikuyu	Luhya	Kalenjin	Luo	Kamba	Secondary/Less	Post-secondary	<KSh 20k	KSh 20k-50k	KSh 50k+	Ruto '22	Odinga '22	DNV '22	Definitely Vote	Probably Vote	Re-elect	Someone New	Undecided	H2H Undec	More Motivated	Same/Less Motiv	Television	Radio	Social Media
A strong leader	44%	41%	51%	41%	44%	31%	44%	47%	41%	46%	40%	35%	48%	46%	52%	22%	44%	61%	46%	39%	44%	45%	53%	36%	55%	29%	44%	48%	29%	53%	33%	29%	46%	40%	48%	51%	43%
Smart/intelligent	41%	47%	37%	38%	40%	26%	58%	47%	36%	46%	40%	26%	41%	46%	52%	22%	42%	50%	43%	35%	38%	45%	47%	35%	45%	40%	38%	48%	27%	48%	25%	24%	41%	42%	43%	42%	42%
Competent	39%	43%	32%	40%	38%	30%	45%	50%	43%	45%	42%	33%	32%	40%	47%	20%	43%	42%	39%	38%	35%	45%	46%	36%	41%	42%	38%	44%	28%	46%	19%	29%	39%	40%	41%	43%	41%
Cares about people like me	23%	26%	18%	22%	25%	12%	31%	20%	45%	33%	16%	17%	18%	32%	31%	10%	21%	26%	21%	27%	18%	31%	33%	19%	24%	34%	22%	22%	6%	32%	19%	20%	22%	26%	24%	23%	26%
Keeps his promises	16%	20%	14%	16%	13%	6%	17%	25%	14%	22%	15%	9%	13%	15%	13%	4%	18%	33%	17%	13%	15%	18%	22%	7%	22%	22%	14%	18%	9%	20%	14%	11%	15%	20%	17%	16%	20%
Out of touch with ordinary Kenyans	13%	16%	11%	15%	11%	26%	5%	9%	7%	15%	9%	15%	14%	7%	6%	37%	10%	7%	12%	16%	16%	12%	12%	18%	10%	15%	14%	13%	22%	9%	16%	17%	14%	12%	12%	14%	16%
Favors his own circle	12%	13%	13%	11%	13%	16%	9%	8%	7%	12%	11%	11%	14%	8%	10%	23%	8%	15%	12%	13%	13%	10%	21%	16%	10%	11%	12%	11%	17%	10%	16%	16%	12%	14%	11%	11%	12%
Dishonest	10%	8%	7%	12%	11%	20%	4%	11%	4%	14%	7%	9%	7%	5%	4%	27%	12%	1%	9%	10%	10%	10%	8%	13%	8%	7%	10%	7%	19%	4%	13%	8%	9%	10%	9%	11%	9%
Corrupt	3%	4%	5%	3%	2%	8%	2%	0%	1%	6%	1%	5%	1%	2%	2%	10%	2%	0%	3%	4%	4%	3%	4%	6%	2%	2%	4%	2%	7%	2%	1%	3%	4%	3%	3%	4%	3%
Unsure	12%	13%	13%	10%	12%	15%	7%	5%	27%	8%	14%	21%	10%	19%	7%	15%	10%	1%	11%	16%	11%	12%	6%	15%	7%	19%	13%	8%	17%	8%	30%	29%	12%	11%	10%	8%	13%

Which of the following would you say describes Kalonzo Musyoka? Select all that apply.

Ruto Running Mate Preference

BTP | ADVISERS

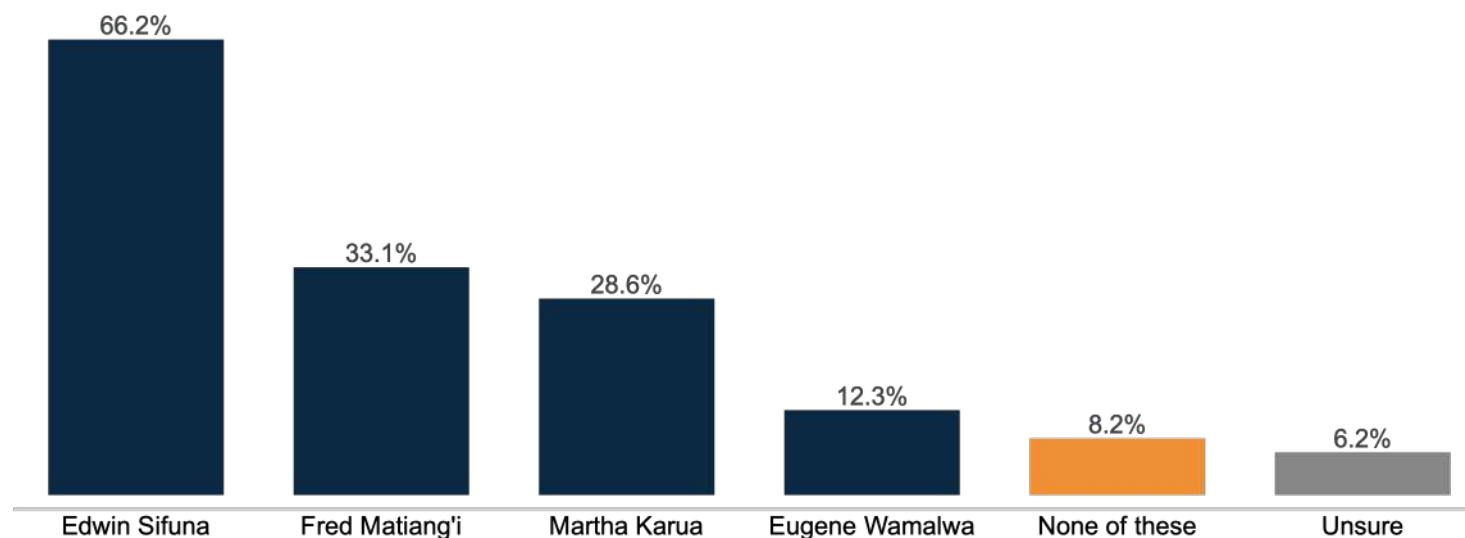


	Overall	F <40	F 40+	M <40	M 40+	Rift Valley	Western	Nyanza	Central	Urban	Small Town	Suburban	Rural	Kikuyu	Luhya	Kalenjin	Luo	Kamba	Secondary/Less	Post-secondary	<KSh 20k	KSh 20k-50k	KSh 50k+	Ruto '22	Odinga '22	DNV '22	Definitely Vote	Probably Vote	Re-elect	Someone New	Undecided	H2H Undec	More Motivated	Same/Less Motiv	Television	Radio	Social Media
Kithure Kindiki	37%	34%	37%	37%	41%	60%	37%	19%	22%	31%	43%	40%	38%	23%	36%	72%	25%	41%	38%	35%	39%	36%	23%	47%	32%	26%	39%	30%	61%	26%	14%	15%	37%	36%	39%	40%	34%
Musalia Mudavadi	25%	23%	21%	29%	27%	21%	44%	37%	23%	26%	17%	24%	29%	18%	39%	19%	33%	22%	27%	20%	26%	26%	25%	23%	29%	15%	25%	25%	32%	23%	9%	16%	24%	30%	26%	26%	27%
Gladys Wanga	24%	24%	18%	25%	26%	35%	24%	51%	9%	18%	28%	28%	25%	10%	26%	36%	53%	6%	26%	18%	27%	20%	17%	23%	24%	17%	25%	21%	46%	13%	5%	10%	24%	22%	24%	28%	22%
Oburu Odinga	16%	16%	14%	17%	16%	13%	7%	29%	10%	12%	11%	21%	19%	10%	13%	9%	32%	28%	17%	12%	19%	13%	9%	10%	22%	8%	17%	13%	20%	13%	18%	6%	17%	12%	15%	17%	16%
Anne Waiguru	10%	11%	10%	11%	8%	9%	10%	6%	16%	13%	7%	8%	9%	8%	14%	10%	9%	14%	10%	11%	9%	11%	12%	10%	9%	9%	9%	13%	11%	10%	10%	8%	10%	11%	10%	9%	13%
None of these	29%	31%	27%	28%	30%	17%	21%	23%	53%	34%	30%	23%	25%	52%	22%	12%	23%	16%	27%	35%	21%	37%	45%	28%	27%	47%	28%	33%	4%	42%	25%	53%	31%	25%	29%	27%	31%
Unsure	7%	8%	11%	7%	4%	10%	9%	5%	7%	8%	9%	10%	5%	6%	8%	10%	4%	3%	7%	8%	7%	6%	6%	7%	5%	11%	7%	7%	5%	6%	38%	14%	7%	8%	6%	7%	7%

Which of the following potential Vice-Presidential running mates would make you more likely to vote for William Ruto for President? Select up to three.

Kalonzo Running Mate Preference

BTP | ADVISERS

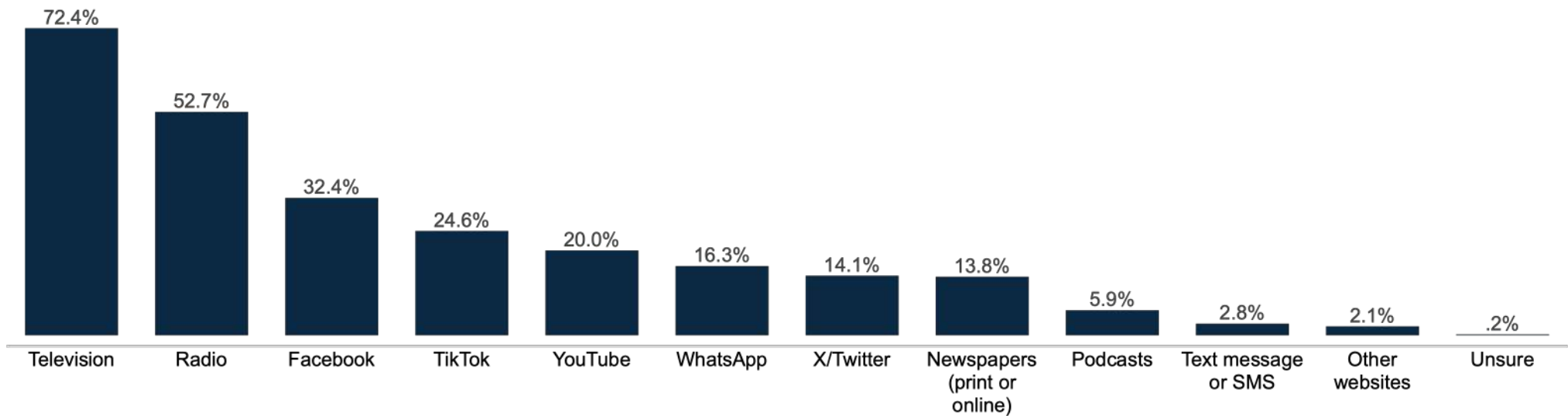


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Edwin Sifuna	66%	71%	61%	73%	58%	53%	81%	66%	79%	69%	67%	69%	62%	71%	88%	39%	75%	74%	64%	71%	65%	67%	72%	58%	71%	71%	66%	69%	48%	78%	39%	58%	67%	65%	68%	63%	68%
Fred Matiang'i	33%	38%	29%	31%	34%	30%	41%	43%	25%	40%	20%	31%	33%	27%	29%	32%	41%	25%	33%	32%	31%	36%	40%	27%	35%	37%	31%	39%	33%	34%	18%	30%	34%	30%	33%	33%	36%
Martha Karua	29%	27%	28%	28%	31%	22%	25%	41%	36%	24%	33%	22%	34%	32%	36%	18%	34%	22%	29%	28%	26%	29%	43%	27%	30%	17%	29%	28%	31%	29%	10%	21%	29%	26%	31%	31%	28%
Eugene Wamalwa	12%	15%	7%	15%	12%	17%	13%	17%	13%	10%	16%	11%	14%	7%	22%	13%	15%	8%	13%	12%	11%	13%	14%	11%	14%	11%	12%	13%	15%	11%	11%	7%	12%	13%	13%	14%	13%
None of these	8%	7%	8%	9%	9%	13%	8%	9%	4%	12%	6%	5%	7%	7%	5%	17%	6%	4%	7%	12%	8%	8%	8%	12%	6%	11%	9%	4%	15%	5%	10%	17%	8%	10%	8%	9%	8%
Unsure	6%	5%	10%	3%	7%	12%	2%	5%	7%	4%	11%	7%	6%	5%	2%	17%	4%	1%	6%	6%	7%	5%	4%	8%	3%	9%	6%	6%	11%	2%	32%	13%	5%	7%	5%	7%	6%

Which of the following potential Vice-Presidential running mates would make you more likely to vote for Kalonzo Musyoka? Select up to three.

Preferred Info Channel

BTP | ADVISERS

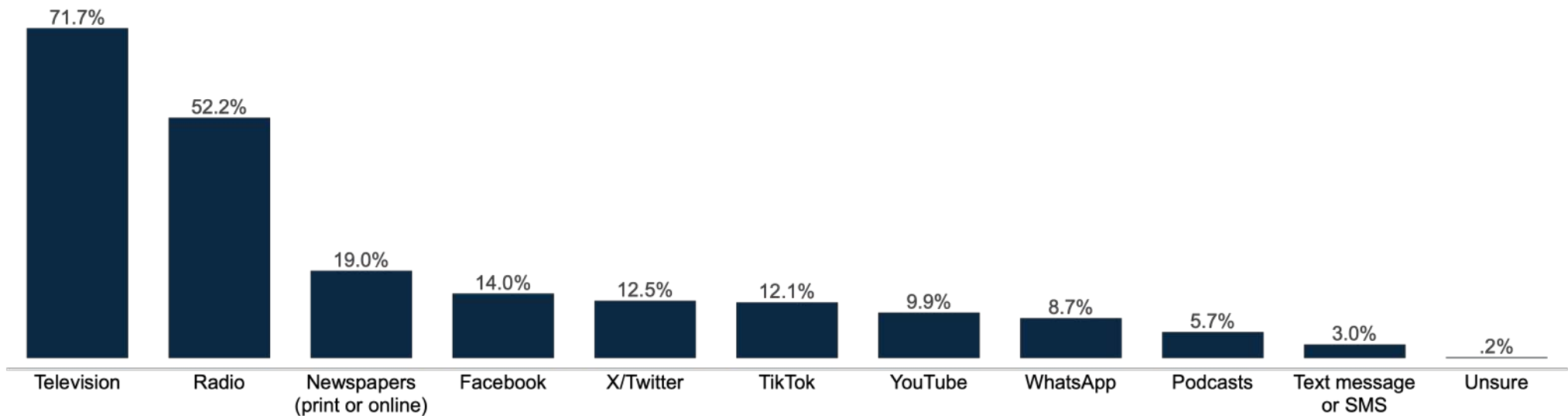


	Overall	F <40	F 40+	M <40	M 40+	Rift Valley	Western	Nyanza	Central	Urban	Small Town	Suburban	Rural	Kikuyu	Luhya	Kalenjin	Luo	Kamba	Secondary/Less	Post-secondary	<KSh 20k	KSh 20k-50k	KSh 50k+	Ruto '22	Odinga '22	DNV '22	Definitely Vote	Probably Vote	Re-elect	Someone New	Undecided	H2H Undec	More Motivated	Same/LessMotiv
Television	72%	70%	80%	67%	74%	73%	64%	78%	77%	74%	72%	67%	74%	81%	68%	74%	75%	75%	73%	71%	74%	72%	68%	78%	73%	62%	74%	71%	76%	73%	40%	64%	75%	64%
Radio	53%	47%	66%	39%	62%	58%	43%	74%	48%	45%	56%	43%	64%	45%	41%	65%	54%	55%	59%	34%	60%	43%	34%	60%	54%	38%	54%	49%	61%	48%	59%	42%	54%	48%
Facebook	32%	38%	26%	36%	28%	37%	31%	30%	45%	33%	41%	25%	31%	37%	41%	36%	26%	25%	32%	33%	33%	33%	31%	31%	31%	39%	32%	32%	28%	34%	38%	31%	31%	36%
TikTok	25%	37%	20%	27%	13%	19%	16%	23%	27%	30%	27%	25%	17%	24%	23%	15%	35%	19%	24%	27%	23%	29%	19%	16%	26%	35%	23%	28%	20%	27%	19%	37%	24%	26%
YouTube	20%	19%	16%	33%	11%	13%	22%	16%	20%	23%	14%	22%	19%	23%	19%	10%	22%	25%	18%	25%	16%	28%	19%	14%	24%	22%	19%	19%	15%	23%	17%	23%	19%	22%
WhatsApp	16%	21%	10%	18%	15%	14%	19%	13%	16%	20%	17%	18%	12%	15%	16%	10%	15%	25%	15%	20%	15%	18%	22%	11%	19%	19%	16%	15%	12%	19%	14%	22%	16%	19%
X/Twitter	14%	15%	8%	21%	11%	16%	22%	8%	14%	18%	12%	21%	8%	16%	18%	14%	18%	6%	10%	26%	10%	21%	24%	11%	13%	18%	14%	15%	10%	16%	15%	22%	14%	15%
Newspapers (print or online)	14%	12%	14%	13%	16%	19%	12%	27%	11%	14%	11%	11%	16%	10%	15%	19%	25%	5%	13%	16%	13%	12%	17%	14%	15%	10%	13%	17%	22%	9%	18%	12%	14%	13%
Podcasts	6%	8%	3%	9%	3%	4%	18%	1%	7%	9%	3%	7%	3%	4%	13%	4%	3%	6%	5%	10%	6%	6%	11%	4%	6%	9%	5%	7%	6%	5%	12%	4%	5%	9%
Text message or SMS	3%	2%	5%	3%	2%	1%	9%	0%	7%	5%	1%	2%	2%	4%	8%	1%	1%	3%	2%	4%	2%	4%	5%	2%	3%	1%	3%	3%	2%	3%	4%	2%	2%	4%
Other websites	2%	4%	1%	3%	1%	1%	5%	1%	5%	3%	1%	5%	1%	2%	3%	2%	3%	1%	4%	1%	3%	4%	1%	2%	5%	2%	2%	1%	3%	2%	2%	2%	2%	
Unsure	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	1%

Which of these do you use most for news? Select up to three.

Channel Trust

BTP | ADVISERS



		Overall	F <40	F 40+	M <40	M 40+	Rift Valley	Western	Nyanza	Central	Urban	Small Town	Suburban	Rural	Kikuyu	Luhya	Kalenjin	Luo	Kamba	Secondary/Less	Post-secondary	<KSh 20k	KSh 20k-50k	KSh 50k+	Ruto '22	Odinga '22	DNV '22	Definitely Vote	Probably Vote	Re-elect	Someone New	Undecided	H2H Undec	More Motivated	Same/LessMotiv
Media	Television	72%	67%	72%	72%	76%	77%	57%	78%	66%	74%	73%	67%	71%	69%	66%	75%	81%	83%	72%	72%	71%	73%	65%	75%	73%	66%	72%	68%	79%	70%	42%	61%	73%	69%
	Radio	52%	40%	69%	45%	59%	60%	43%	67%	43%	38%	50%	43%	72%	39%	46%	65%	53%	62%	59%	33%	59%	41%	35%	59%	54%	38%	54%	46%	62%	47%	66%	43%	52%	51%
	Newspapers (print or online)	19%	21%	16%	19%	20%	27%	14%	40%	15%	16%	21%	13%	24%	8%	20%	31%	34%	11%	19%	20%	18%	18%	17%	20%	19%	16%	19%	19%	32%	12%	21%	19%	18%	24%
	Facebook	14%	16%	12%	18%	9%	21%	21%	6%	16%	15%	17%	17%	10%	19%	20%	20%	9%	8%	14%	15%	17%	14%	9%	14%	14%	23%	14%	14%	13%	15%	10%	11%	14%	14%
	X/Twitter	12%	13%	8%	18%	10%	14%	32%	3%	14%	15%	13%	13%	9%	15%	20%	13%	11%	10%	8%	24%	10%	15%	23%	9%	11%	16%	11%	16%	8%	15%	15%	16%	12%	15%
	TikTok	12%	17%	13%	11%	7%	13%	19%	5%	7%	13%	9%	18%	10%	13%	21%	8%	13%	9%	12%	13%	11%	17%	8%	6%	14%	18%	12%	14%	12%	12%	7%	12%	12%	12%
	YouTube	10%	11%	9%	16%	3%	9%	7%	10%	12%	10%	10%	9%	11%	9%	9%	9%	10%	15%	9%	11%	9%	11%	8%	7%	11%	12%	9%	9%	9%	10%	16%	10%	9%	13%
	WhatsApp	9%	8%	9%	10%	8%	5%	16%	2%	10%	12%	3%	10%	8%	9%	11%	7%	5%	20%	9%	9%	8%	10%	13%	6%	11%	5%	9%	7%	4%	11%	13%	7%	8%	10%
	Podcasts	6%	7%	3%	7%	5%	6%	11%	1%	9%	8%	7%	7%	2%	7%	12%	4%	3%	4%	4%	9%	5%	6%	9%	5%	4%	8%	5%	6%	4%	6%	11%	4%	6%	5%
Text message or SMS		3%	4%	2%	3%	3%	2%	4%	3%	5%	5%	3%	0%	3%	4%	5%	0%	2%	4%	4%	1%	4%	2%	4%	2%	3%	3%	3%	2%	2%	3%	2%	2%	3%	4%
Unsure		0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	1%

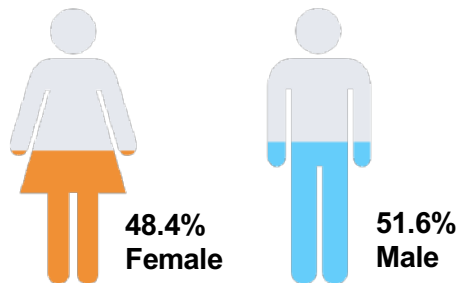
Now, thinking about which of these you trust most for accurate news, not necessarily which you use most, which of the following do you trust most? Select up to three.

Demographics

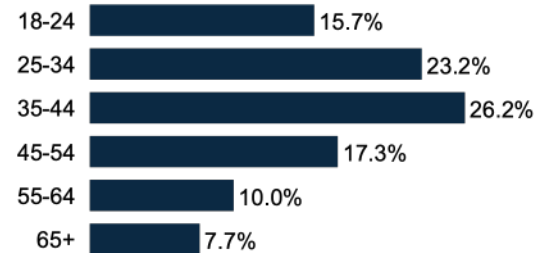
BTP | ADVISERS

CYGNAL

Sex



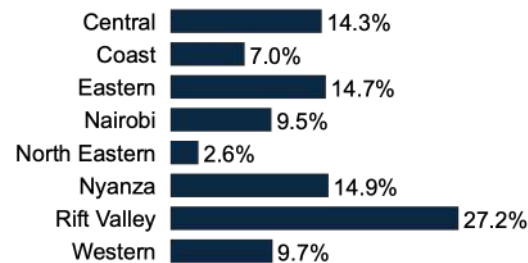
Age Range



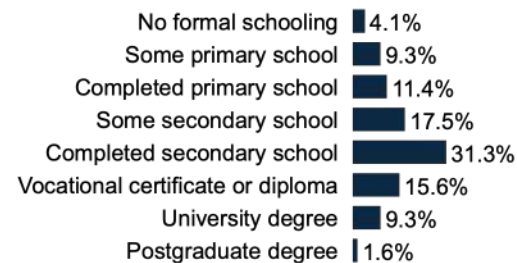
Household Income



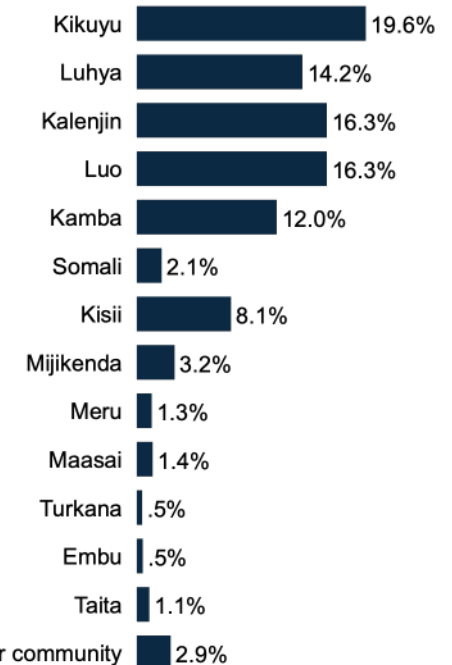
Geo



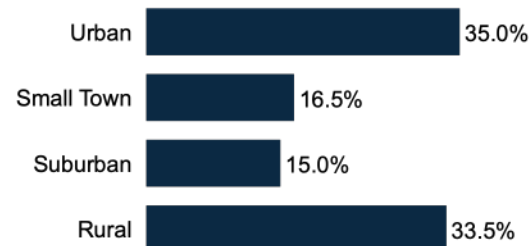
Education



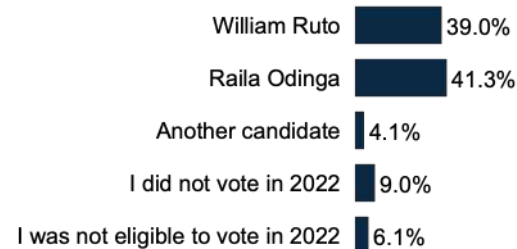
Ethnic Community



Community Type



2022 Retro Ballot



Sample size: 1000