SPOTLIGHT ON PRESIDENTIAL CANDIDATES

Opinion Poll Release

Presented by: Ipsos in Kenya

2nd August 2022

GAME CHANGERS

Ipsos

AGENDA

1 — Methodology

2 — Punchline / Ipsos PoV

3 — Key findings

4 — Appendices

METHODOLOGY

Summary of approach and methodology

DESIGN	**POPULATION UNIVERSE**	**SAMPLE SIZE**	**SAMPLING METHODOLOGY**	**ALL 47 COUNTIES COVERED**
National Quantitative survey	Kenyan adults aged 18+, who are registered voters	**6,105**	Random, Multi-stage stratified sampling using PPS (proportionate to population size)	Proportionate to voter population

DATA COLLECTION METHODOLOGY	**DATES OF FIELDWORK**	**MARGIN OF ERROR**	**DATA ANALYSIS**	**INTERVIEW LANGUAGES**
Face-to-Face interviews at the household level	23rd – 30th July	+/ - 1.254% at 95% confidence level – National Varied at regional level (Av. +/- 5%) (Note: Higher error-margins for regional samples)	Total level, key demographics (Setting, gender and age) Counties further grouped into 12 regions (see next slide) for more robust analysis Weights applied: Registered voters per county, Gender, Age and Setting	English, Swahili

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PUNCHLINE

Summary of findings and Ipsos POV

PUNCHLINE

with 7 days to election day, race still has **tangible twists & turns**, final results hinged on a mix of factors …

1

Voter preference is a moving target and will stabilize very close to the actual voting day. If all factors hold constant, this election will be decided by two factors:

- **Voter turnout** – which this poll predicts at 85%
- **Undeclared voters** (undecided 4% + those who would not disclose 5%) or approximately two million votes

2

At the time of this poll, **no presidential candidate met the 50% +1 threshold**. However, Raila Odinga has a comfortable lead (47%) against Dr. William Ruto (41%), a six-point gap.

Raila Odinga is poised to win based on how he impresses undecided voters in Western, Coast and Central (Nyandarua*) *this could potentially change based on voter turnout*

3

Should Raila Odinga convert half of the undecided voters, He will win this election first round

If Dr. William Ruto converts all (100%) of the undecided voters, he will force a re-run

The effect of George Wajackoya (2.9%) and Waihiga Mwaure (0.2%) remains insignificant

4

The two leading candidates are clearly differentiated in their assets & shortcomings – Raila Odinga brings LEGACY (past struggle for better governance, involvement in leadership). His perceived advanced age is his main weak point. Dr William Ruto's main asset is projecting HOPE for future through his manifesto but perceived stained integrity is his major headwind

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RAILA ODINGA
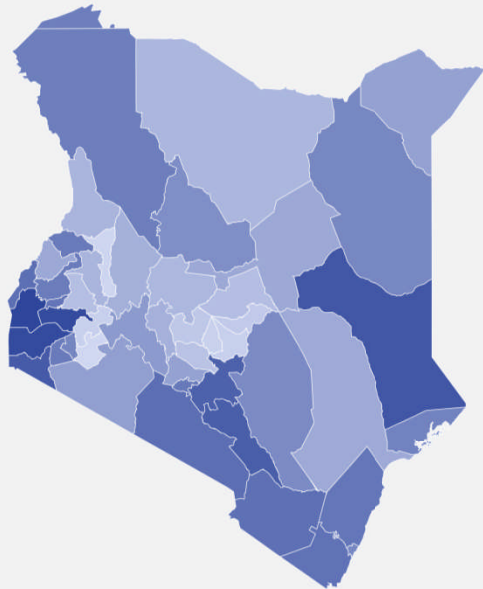
Range
3.4 — 90.9

18 Counties with +55%

TOP 5 Counties

County	
Siaya	90.9%
Homa Bay	88.1%
Kisumu	87.4%
Garissa	80.5%
Migori	78%

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+55% Countrywide Distribution

Turkana, Mandera, Marsabit, Wajir, Samburu, Isiolo, Ba..., Laikipia, Garissa, Narok, Kitui, Tana..., Kajiado, Kilifi, Taita..., Kwale
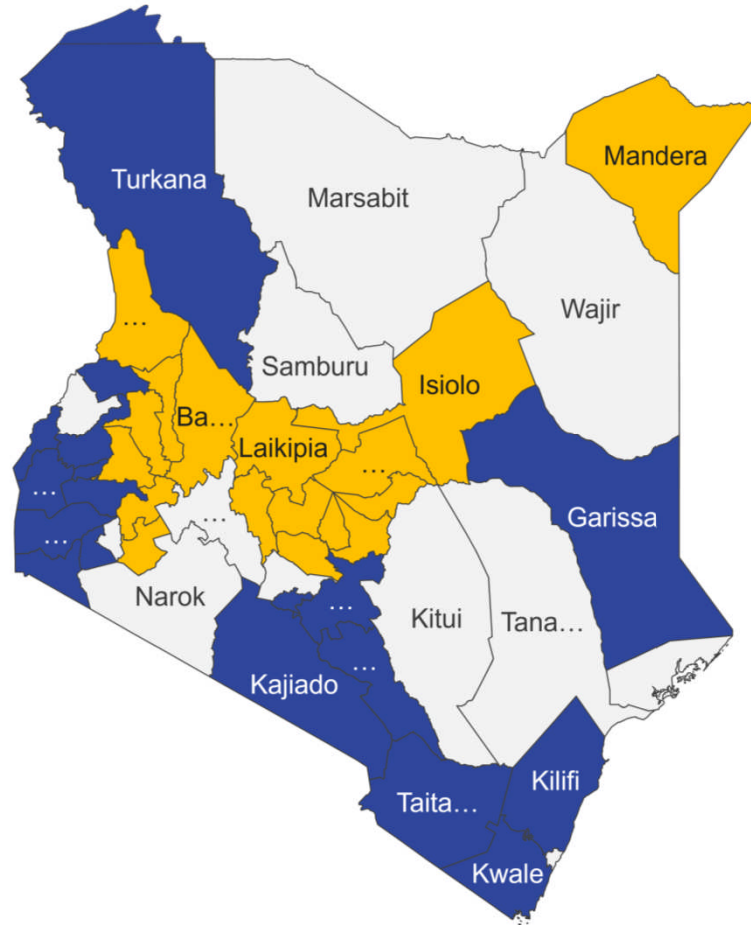
BATTLEGROUND

Lamu, Nyamira, Wajir, Mombasa, Kitui, Samburu, Nakuru, Narok, Kiambu, Bungoma, Tana River, and Marsabit

DR. WILLIAM RUTO

Range
1.3 — 95.8

17 Counties with +55%

TOP 5 Counties

County	
Bomet	95.8%
Elgeyo/Marakwet	89.2%
Kericho	85.9%
Embu	84.8%
Tharaka-Nithi	80.2%

RAILA ODINGA

Range
3.4 — 90.9

TOP 5 Counties

County	%
Siaya	90.9%
Homa Bay	88.1%
Kisumu	87.4%
Garissa	80.5%
Migori	78%

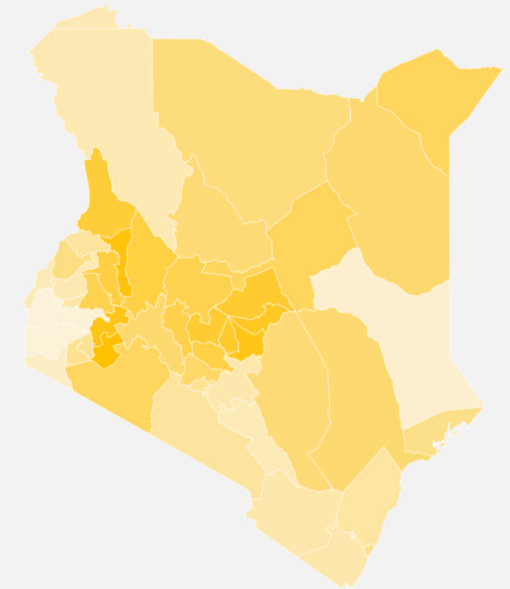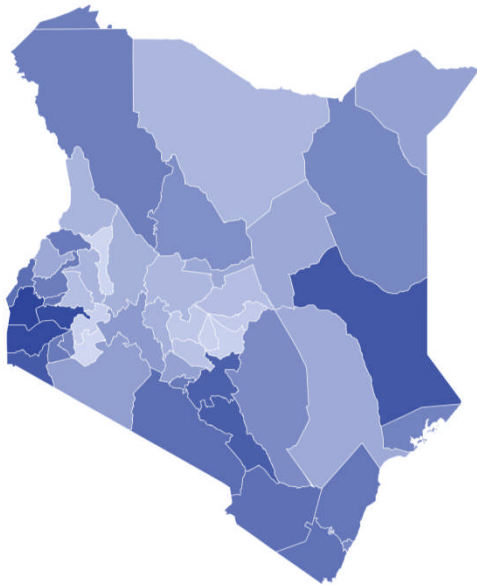| COUNTY	RAILA ODINGA	WILLIAM RUTO
Baringo	26.6%	66.3%
Bomet	3.4%	95.8%
Bungoma	31.0%	39.4%
Busia	65.8%	16.4%
Elgeyo/Marakwet	4.3%	89.2%
Embu	7.8%	84.8%
Garissa	80.5%	6.3%
Homa Bay	88.1%	2.2%
Isiolo	31.3%	55.6%
Kajiado	66.0%	27.1%
Kakamega	57.7%	18.7%
Kericho	7.8%	85.9%
Kiambu	35.6%	50.8%
Kilifi	61.4%	26.0%
Kirinyaga	7.0%	76.7%
Kisii	58.7%	32.8%
Kisumu	87.4%	2.3%
Kitui	49.0%	44.2%
Kwale	63.5%	21.6%
Laikipia	22.3%	60.9%
Lamu	54.3%	37.0%
Machakos	74.1%	20.2%
Makueni	76.0%	17.0%
Mandera	35.6%	55.6%
Marsabit	22.8%	42.2%
Meru	18.2%	74.3%
Migori	78.0%	10.0%
Mombasa	51.2%	34.9%
Murang'A	15.6%	65.4%
Nairobi City	59.8%	32.1%
Nakuru	39.9%	47.6%
Nandi	17.9%	60.8%
Narok	37.3%	54.2%
Nyamira	52.4%	32.0%
Nyandarua	26.2%	63.2%
Nyeri	12.4%	74.0%
Samburu	46.8%	45.1%
Siaya	90.9%	1.3%
Taita/Taveta	65.0%	21.3%
Tana River	30.3%	46.8%
Tharaka-Nithi	11.1%	80.2%
Trans Nzoia	58.9%	27.1%
Turkana	56.6%	18.3%
Uasin Gishu	24.1%	66.8%
Vihiga	61.8%	25.2%
Wajir	51.3%	48.0%
West Pokot	23.8%	70.5%

DR. WILLIAM RUTO
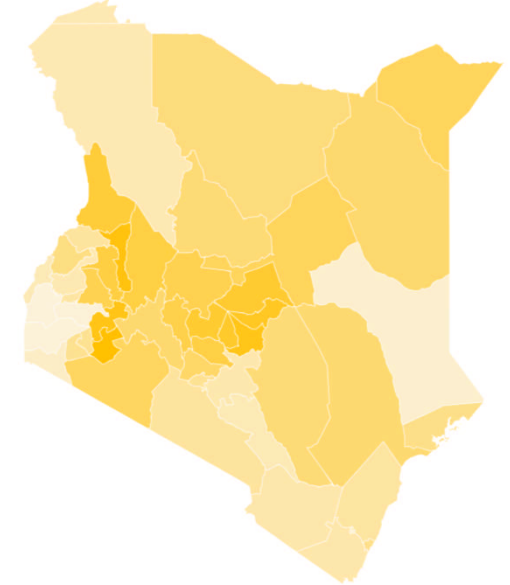
Range
1.3 — 95.8

TOP 5 Counties

County	%
Bomet	95.8%
Elgeyo/Marakwet	89.2%
Kericho	85.9%
Embu	84.8%
Tharaka-Nithi	80.2%

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FINDINGS

- **Citizens wish list**
- **Interest in politics**
- **Voting intentions**
- **Voter preference**
- **Candidates' perceptions**

3

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DIRECTION OF THE COUNTRY

Only a third of Kenyans feel the country is headed in the right direction, while slightly above 50% feel the country is headed in the wrong direction. Older citizens are more of this view than younger citizens

Direction things are moving in Kenya these days

Legend:
- **Don't know** (grey)
- **Going in the wrong direction** (red)
- **Not changing at all** (orange)
- **Going in the right direction** (green)

Category	Going in the right direction	Not changing at all	Going in the wrong direction
Total	32	12	53
Rural	34	10	53
Urban	28	15	54
Male	31	11	55
Female	32	12	52
18 – 24	36	13	47
25- 34	30	14	53
35 - 44	32	13	53
45 – 54	30	9	59
55 and above	29	7	61

N = 6105

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KENYAN'S WISH LIST: TOTAL MENTIONS

Q. Please tell me what are the three most important issues in Kenya that you would like the new government to address?

Issue	%
Employment	46%
Corruption prevention	29%
Education access	25%
Education quality	24%
Agricultural production	21%
Food insecurity	21%
Healthcare access	17%
Development of the country	14%
Youth empowerment	11%
Poverty reduction	10%
Insecurity	7%
Roads / infrastructure	7%
Financial /investment support to local businesses	6%
Equality (reduction of rich / poor gap)	6%
Quality healthcare	5%
Peaceful co-existance / Unity of the people of Kenya	4%
Supply of clean water	4%
Connectivity to electricity	4%
Enabling environment for trade	4%
Industrial expansion	3%
Women empowerment	3%
Human rights	3%
Responsible governance / leadership	1%
Service delivery	1%
Salaries	1%

Employment, Corruption Prevention, & Education are the three main issues that Kenyans would like the next government to address

N = 6105

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INTEREST IN POLITICS

The young generation and the female demographic need stronger motivation to build their interest in politics, can be a game changer block of voters for the candidates

How interested are you in politics and elections in Kenya?

Legend:
- ☐ Don't know
- ■ Not interested
- ■ A little interested
- ■ Very interested

	Total	Rural	Urban	Male	Female	18 – 24	25- 34	35 - 44	45 – 54	55 and above
Not interested	20	19	20	15	24	23	19	21	17	17
A little interested	41	41	41	40	42	40	43	41	37	41
Very interested	39	39	38	45	33	36	37	38	45	41

N = 6105

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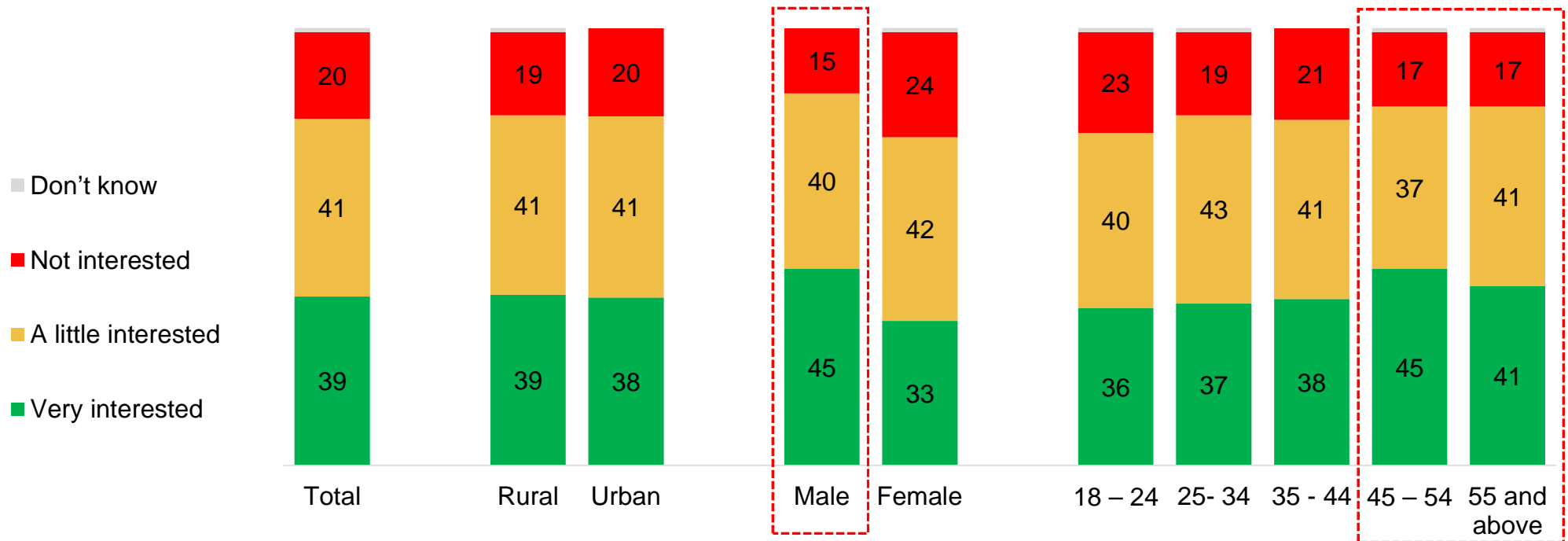
VOTING INTENT

Claimed intention to vote is high at 85%, 15% remain **dispirited**. Both critical to final election outcome

How likely are you to vote on August 9th?
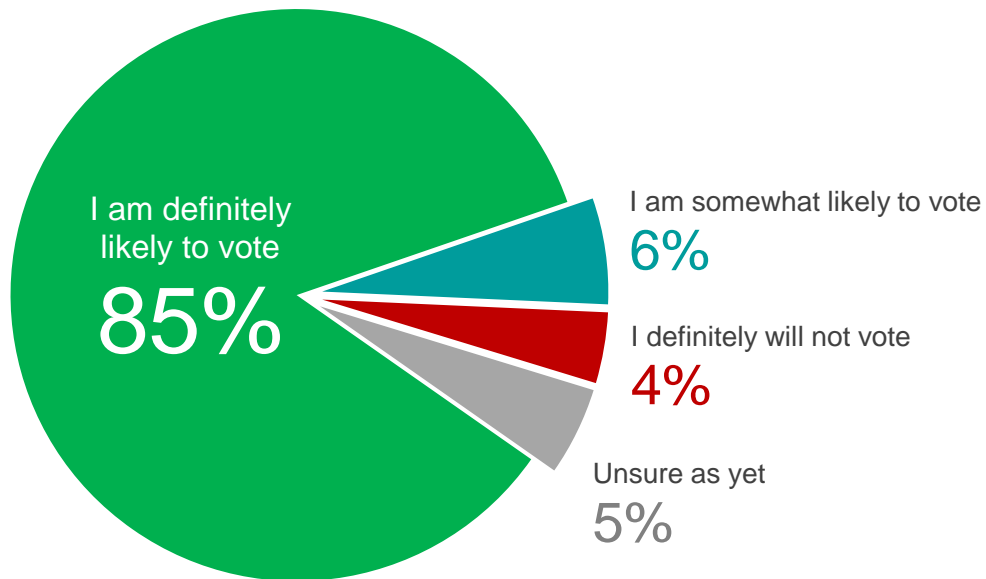

I am definitely likely to vote
85%

I am somewhat likely to vote
6%

I definitely will not vote
4%

Unsure as yet
5%

REASONS FOR NOT VOTING	N = 930
I see no value for voting	31%
No impact on my life	25%
Not interested	17%
Elections will not be free and fair	11%
Fear of insecurity / violence	9%
Relocated / moved far from my registered polling center	8%
Process has been compromised	7%
No apparent reason	7%
Winners have been predetermined	5%
I will be travelling on that day	4%
Candidate of choice not on ballot	3%
Health related issue (pregnant, incapacitated, sick, etc)	3%
Religion does not allow	1%
Restrictions from significant other	1%

N = 6105

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VOTING INTENT

Voter apathy is more likely to be among urbanites (17%), Females (18%), and the youth (average of 20%)

How likely are you to vote on August 9th?

Legend:
- **Unsure as yet** (grey)
- **I definitely will not vote** (red)
- **I am somewhat likely to vote** (yellow)
- **I am definitely likely to vote** (green)

Category	Unsure as yet	Definitely will not vote	Somewhat likely	Definitely likely
Total	5	4	6	85
Rural	4	4	6	86
Urban	6	5	6	83
Male	4	3	5	88
Female	6	5	6	82
18 – 24	7	7	8	78
25- 34	6	6	7	82
35 - 44	4	3	4	88
45 – 54	3	2	4	92
55 and above	3	1	4	92

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VOTER PREFERENCES

Raila Odinga poised to win with 6%pts lead over Dr William Ruto. His 1st round win rests on ability to convert part of the 9% undeclared voters to bridge the 3% +1 difference to the legal threshold

If elections were held today, whom would you vote for?

- George Wajackoyah **2.9%**
- David Mwaure Waihiga **0.2%**
- Refused to answer **5.1%**
- Don't know **3.8%**
- Raila Odinga **47.0%**
- William Ruto **41.0%**

N = 5841 (Those with intent to vote)

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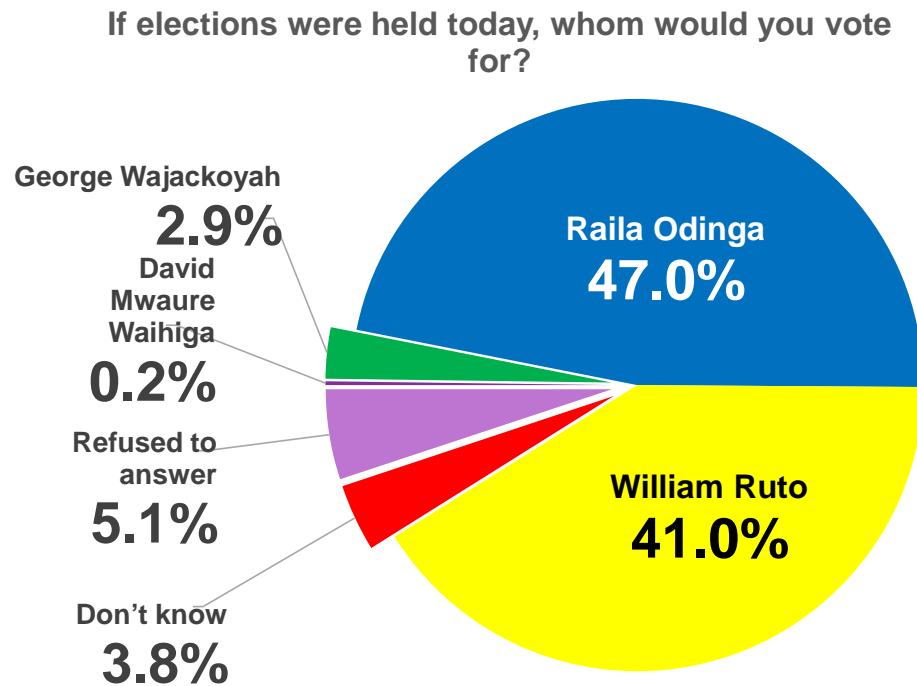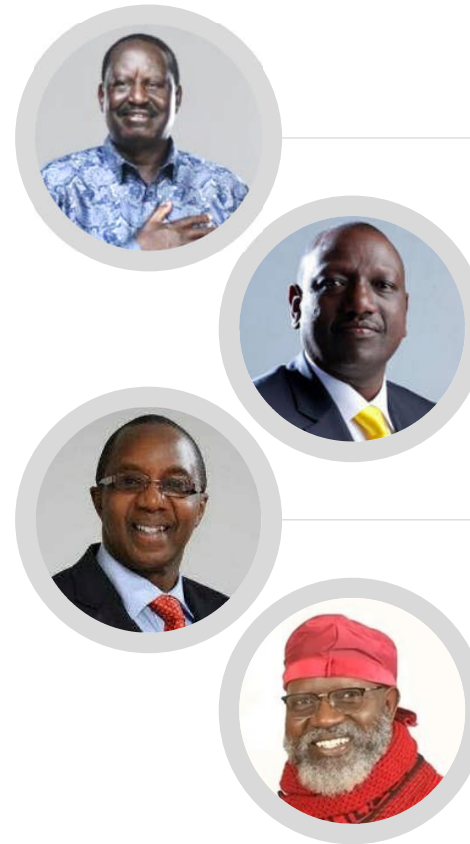
VOTER PREFERENCES – BY SETTING, GENDER AND AGE

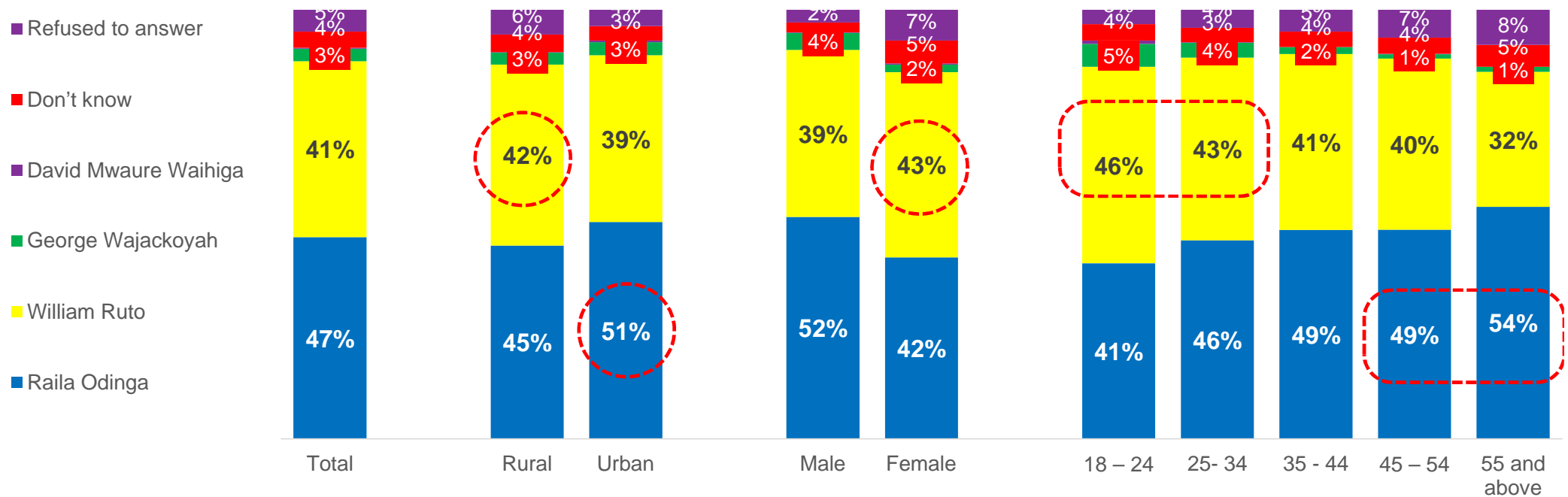Dr. Ruto has higher preference in rural areas, among females and 18 – 34 yr old, while Raila Odinga is more popular among Males, urbanites and the older voters

If elections were held today, whom would you vote for?

Legend:
- ■ Refused to answer
- ■ Don't know
- ■ David Mwaure Waihiga
- ■ George Wajackoyah
- ■ William Ruto
- ■ Raila Odinga

	Total	Rural	Urban	Male	Female	18 – 24	25 - 34	35 - 44	45 – 54	55 and above
Refused to answer	5%	6%	3%		7%			5%	7%	8%
Don't know	4%	4%	3%	2%	5%	4%	3%	4%	4%	5%
(green/other)	3%	3%	3%	4%	2%	5%	4%	2%	1%	1%
William Ruto	41%	42%	39%	39%	43%	46%	43%	41%	40%	32%
Raila Odinga	47%	45%	51%	52%	42%	41%	46%	49%	49%	54%

N = 5841 (Those with intent to vote)

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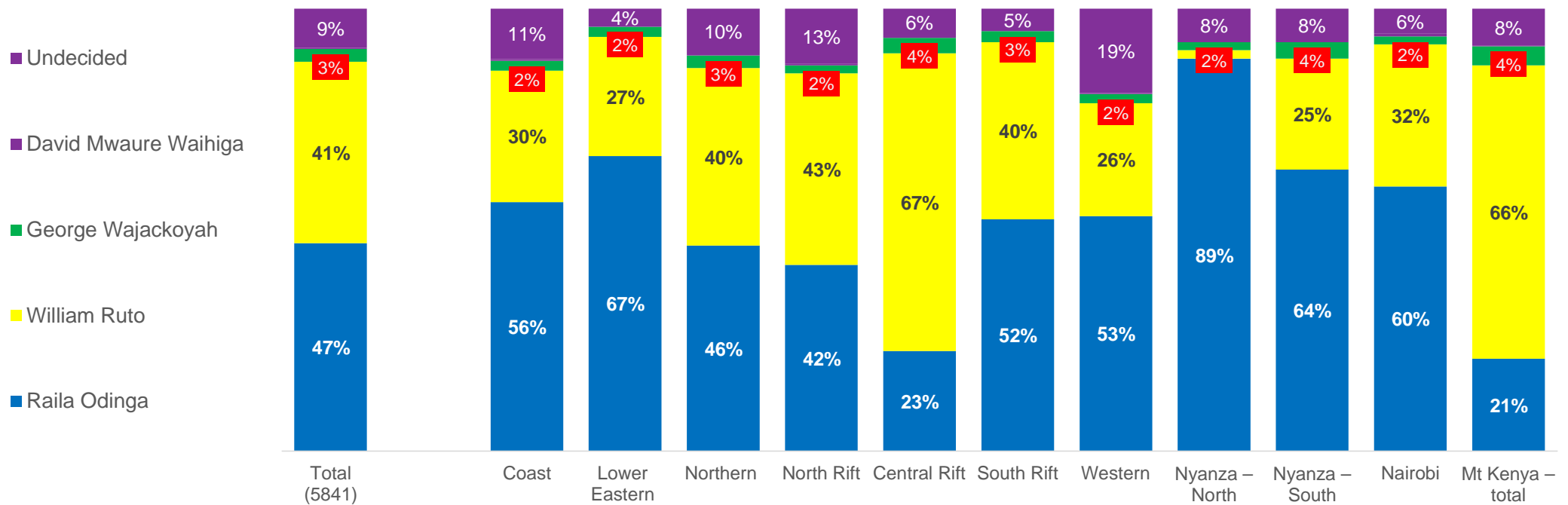
VOTER PREFERENCES – BY REGIONS

While Raila has a clear lead in most regions, Dr. William Ruto has a clear lead in whole of Mt. Kenya and Central Rift.

If elections were held today, whom would you vote for?

Legend:
- Undecided
- David Mwaure Waihiga
- George Wajackoyah
- William Ruto
- Raila Odinga

Region	Raila Odinga	William Ruto	(red)	Undecided
Total (5841)	47%	41%	3%	9%
Coast	56%	30%	2%	11%
Lower Eastern	67%	27%	2%	4%
Northern	46%	40%	3%	10%
North Rift	42%	43%	2%	13%
Central Rift	23%	67%	4%	6%
South Rift	52%	40%	3%	5%
Western	53%	26%	2%	19%
Nyanza – North	89%	—	2%	8%
Nyanza – South	64%	25%	4%	8%
Nairobi	60%	32%	2%	6%
Mt Kenya – total	21%	66%	4%	8%

N = 5841 (Those with intent to vote)

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ASSETS AND LIABILITIES

Raila Odinga

✅ **Legacy**

❌ **Age** Factor

VS

Dr. William Ruto

✅ **Hope**

❌ **Integrity**

REASONS FOR CHOICE OF CANDIDATE

Dr. William Ruto has a **PLAN**, and connects better with common Mwananchi

Raila Odinga is a **DEMOCRAT, A LIBERATOR** and a **NATIONALIST**… and a level of sympathy for his many attempts

	Raila Odinga	William Ruto	George Wajackoyah	David Mwaure Waihiga
	47%	**41%**	**2.9%**	**0.2%**
Clear manifesto / plan / strategy	12%	27%	44%	15%
A democrat – believes in democracy	12%	5%	3%	0%
A liberator	11%	5%	8%	12%
A nationalist leader	9%	5%	1%	0%
Development conscious	6%	6%	8%	21%
Has been around a long time /deserves a chance now	8%	2%	0%	0%
Experienced in leadership / government	5%	4%	1%	0%
Understands our needs/Connects with the common mwananchi	3%	9%	1%	0%

N = 6105

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REASONS FOR REJECTING CANDIDATE

REASONS FOR NOT VOTING	RAILA (53%)
Age of the candidate	32%
Candidate is a government project / stooge	10%
Manifesto / strategy not convincing / no clear agenda	5%
Not trusted	4%
Candidate's personality does not appeal	3%
No development record	3%

REASONS FOR NOT VOTING	RUTO (59%)
Corruption allegations	35%
Temperamental / hot tempered / hostile	7%
Disrespectful candidate / Insults others	6%
Not a safe pair of hands	5%
Hard / not viewed as a democrat	5%
Hateful / does not accommodate others	4%
Not trusted	4%

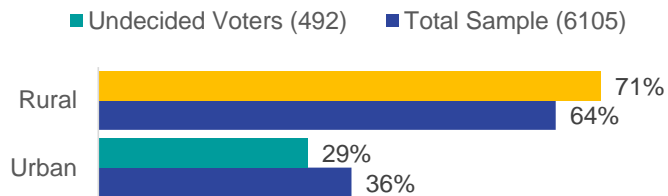| REASONS FOR NOT VOTING	Mwaure (99%)
Not known to me	47%
Inexperienced	14%
Not exposed	8%
Does not connect with the common mwananchi	5%
Manifesto / strategy not convincing / no clear agenda	4%

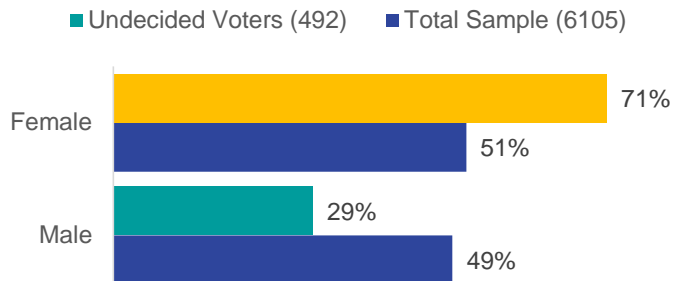| REASONS FOR NOT VOTING	Wajackoya (96%)
Supports illegal / unethical / unaccepted practices (such as bhang farming)	20%
Manifesto / strategy not convincing / no clear agenda	19%
Impractical manifesto / agenda	12%
Not known to me	11%

N = 6105

UNDECIDED VOTERS

Undecided voters are mainly older females in rural areas, higher in Western Kenya and Coast region
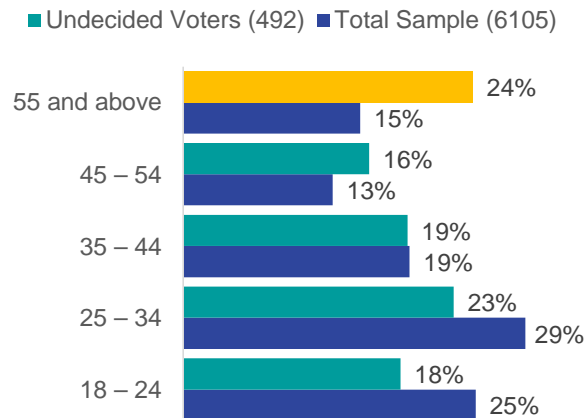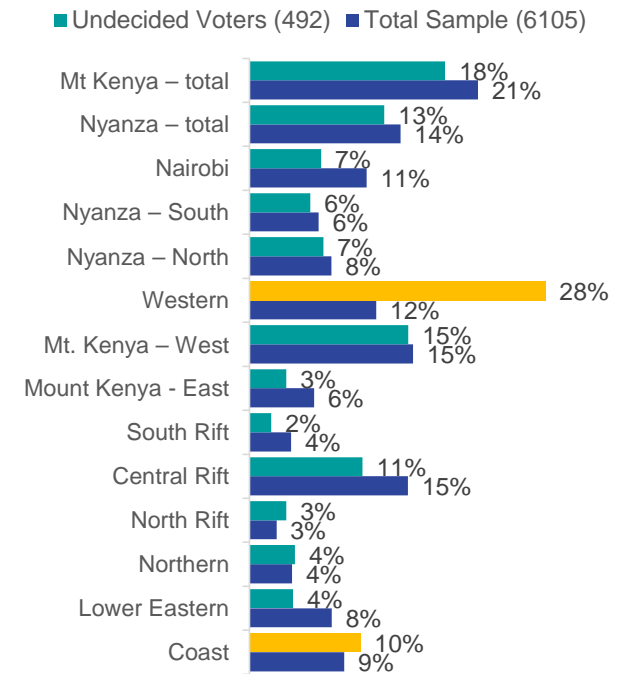
Setting

Undecided Voters (492) ■ Total Sample (6105)

	Undecided Voters	Total Sample
Rural	71%	64%
Urban	29%	36%

Gender

Undecided Voters (492) ■ Total Sample (6105)

	Undecided Voters	Total Sample
Female	71%	51%
Male	29%	49%

Age

Undecided Voters (492) ■ Total Sample (6105)

	Undecided Voters	Total Sample
55 and above	24%	15%
45 – 54	16%	13%
35 – 44	19%	19%
25 – 34	23%	29%
18 – 24	18%	25%

Religion

Undecided Voters (492) ■ Total Sample (6105)

	Undecided Voters	Total Sample
Mt Kenya – total	18%	21%
Nyanza – total	13%	14%
Nairobi	7%	11%
Nyanza – South	6%	6%
Nyanza – North	7%	8%
Western	28%	12%
Mt. Kenya – West	15%	15%
Mount Kenya - East	3%	6%
South Rift	2%	4%
Central Rift	11%	15%
North Rift	3%	3%
Northern	4%	4%
Lower Eastern	4%	8%
Coast	10%	9%

N = 6,105

WINNER PERCEPTIONS

Voter perception (irrespective of individual choice) has it that Raila Odinga will take it at first round

			CANDIDATE WOULD VOTE FOR					
			David Mwaure Waihiga	**George Wajackoyah**	**Raila Odinga**	**William Ruto**	**Don't know**	**Refused to answer**
		Total	**0.2%**	**2.9%**	**47%**	**41%**	**3.8%**	**5.1%**
WHO WOULD LIKELY WIN	William Ruto	43.5%	36%	24%	3%	92%	35%	43%
	Raila Odinga	54.8%	45%	43%	97%	8%	62%	54%
	George Wajackoyah	1.6%	-	34%	-	-	2%	3%
	David Mwaure Waihiga	0.1%	19%	-	-	-	1%	-

N = 5841 (Those with intent to vote)

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WHICH PRESIDENTIAL CANDIDATE DO YOU FEEL HIS GOVERNMENT WILL.....

■ Raila Odinga   **■ Dr. William Ruto**

Category	Raila Odinga	Dr. William Ruto
Promote gender inclusivity	54%	42%
Foster relations with our neighbouring countries	54%	44%
Foster peace and reconciliation in the country	53%	43%
Advance and support devolution	53%	43%
Enhance the image of Kenya globally	53%	43%
Defend the constitution	52%	43%
Fight corruption	52%	38%
Respect the separation of power / other arms of government	52%	43%
Enhance the growth of industry	51%	45%
Serve the interests of all ethnic groups-	51%	43%
Manage the economy of the country well	51%	44%
Bring down the cost of living	50%	44%
Enhance business opportunities for Kenyans	49%	47%
Create opportunities for youth	48%	48%
Deal decisively with national debt	48%	41%
Favour certain ethnic groups over others	39%	46%

N = 6105

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CITIZENS WISH LIST: TOTAL MENTIONS

Employment and corruption prevention are highlighted more by urbanites and males, while education concerns the older voter more

	Total	Rural	Urban	Male	Female	18 – 24	25- 34	35 - 44	45 – 54	55 +
Employment	46%	44%	48%	47%	45%	55%	50%	42%	37%	32%
Corruption prevention	29%	26%	33%	31%	26%	33%	33%	24%	25%	23%
Education access	25%	26%	24%	22%	28%	23%	25%	27%	28%	26%
Education quality	24%	25%	21%	22%	25%	20%	23%	26%	25%	25%
Agricultural production	21%	25%	15%	23%	19%	18%	20%	20%	26%	25%
Food insecurity	21%	20%	22%	20%	22%	16%	20%	26%	23%	23%
Healthcare access	17%	16%	18%	17%	16%	13%	16%	20%	17%	21%
Development of the country	14%	14%	13%	14%	13%	17%	15%	11%	11%	12%
Youth empowerment	11%	10%	12%	11%	10%	13%	12%	9%	8%	8%
Poverty reduction	10%	10%	10%	9%	10%	10%	10%	9%	10%	10%
Insecurity	7%	6%	10%	8%	7%	7%	8%	8%	9%	6%
Roads / infrastructure	7%	8%	7%	8%	7%	9%	6%	7%	8%	8%
Financial /investment support to local businesses	6%	6%	7%	6%	6%	6%	6%	8%	5%	7%
Equality (reduction of rich / poor gap)	6%	6%	5%	5%	6%	5%	6%	6%	5%	7%
Quality healthcare	5%	6%	4%	5%	6%	4%	4%	6%	9%	7%
Peaceful co-existence / Unity of the people of Kenya	4%	4%	5%	4%	4%	5%	4%	3%	6%	3%
Supply of clean water	4%	5%	2%	4%	5%	3%	3%	5%	4%	7%
Connectivity to electricity	4%	5%	2%	3%	4%	4%	4%	5%	2%	3%
Enabling environment for trade	4%	4%	3%	4%	3%	3%	4%	5%	2%	3%
Industrial expansion	3%	3%	3%	4%	3%	3%	3%	3%	4%	4%
Women empowerment	3%	3%	3%	1%	5%	3%	3%	3%	3%	3%
Human rights	3%	3%	3%	2%	3%	3%	3%	2%	3%	2%
Service delivery	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Salaries	1%	1%	1%	1%	1%	2%	1%	1%	0%	0%

N = 6105

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CITIZENS WISH LIST: TOTAL MENTIONS

Coast, Lower Eastern, Northern and South Rift have more concerns on employment that rest of the regions

	Total	Coast	Lower Eastern	Northern	North Rift	Central Rift	South Rift	Western	Nairobi	Nyanza	Mt Kenya
Employment	46%	54%	54%	61%	44%	43%	53%	42%	46%	36%	45%
Corruption prevention	29%	22%	32%	33%	28%	31%	26%	28%	33%	22%	31%
Education access	25%	24%	26%	21%	27%	24%	19%	22%	24%	36%	24%
Education quality	24%	33%	24%	24%	27%	17%	21%	32%	19%	22%	23%
Agricultural production	21%	11%	21%	31%	24%	28%	19%	28%	9%	20%	22%
Food insecurity	21%	27%	29%	13%	19%	18%	24%	14%	23%	30%	16%
Healthcare access	17%	15%	17%	12%	16%	18%	16%	13%	20%	21%	15%
Development of the country	14%	18%	8%	36%	19%	19%	11%	11%	12%	10%	10%
Youth empowerment	11%	11%	13%	6%	7%	10%	18%	7%	13%	9%	11%
Poverty reduction	10%	13%	11%	3%	12%	11%	8%	11%	8%	11%	8%
Insecurity	7%	9%	5%	9%	11%	8%	7%	9%	12%	5%	5%
Roads / infrastructure	7%	5%	8%	3%	4%	6%	15%	5%	6%	10%	9%
Financial /investment support to local businesses	6%	5%	3%	6%	7%	6%	9%	4%	8%	7%	7%
Equality (reduction of rich / poor gap)	6%	5%	2%	4%	6%	8%	5%	10%	3%	7%	4%
Quality healthcare	5%	10%	2%	2%	3%	4%	3%	7%	4%	4%	8%
Peaceful co-existence / Unity of the people of Kenya	4%	2%	1%	1%	7%	6%	7%	3%	6%	4%	5%
Supply of clean water	4%	4%	12%	1%	7%	5%	2%	2%	1%	4%	4%
Connectivity to electricity	4%	2%	3%	13%	3%	5%	1%	2%	0%	3%	6%
Enabling environment for trade	4%	7%	1%	6%	4%	4%	3%	3%	2%	3%	3%
Industrial expansion	3%	5%	1%	1%	3%	3%	2%	5%	3%	3%	3%
Women empowerment	3%	4%	2%	4%	3%	2%	2%	3%	4%	4%	2%
Human rights	3%	3%	2%	6%	1%	4%	1%	2%	2%	2%	3%
Service delivery	1%	0%	0%	1%	1%	1%	2%	0%	1%	1%	1%
Salaries	1%	1%	0%	1%	0%	1%	0%	0%	1%	0%	2%

N = 6105

N = 6105

APPENDICES

4

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SAMPLING COUNTIES

Classification

County	Region
Meru	Mt. Kenya East
Embu	
Tharaka Nithi	
Kirinyaga	
Kiambu	Mt. Kenya West
Murang'a	
Nyeri	
Nyandarua	
Laikipia	
Kakamega	Western
Vihiga	
Bungoma	
Busia	
Trans-Nzoia	
Kisumu	Nyanza-North
Siaya	
Homabay	
Migori	Nyanza-South
Kisii	
Nyamira	

County	Region
Mombasa	Coast
Kwale	
Kilifi	
Tana River	
Lamu	
Taita-Taveta	
Kitui	Lower Eastern
Machakos	
Makueni	
Marsabit	Northern
Isiolo	
Garissa	
Wajir	
Mandera	

County	Region
Turkana	North-Rift
Samburu	
West Pokot	
Uasin Gishu	Central-Rift
Elgeyo-Marakwet	
Nandi	
Baringo	
Nakuru	
Kericho	
Bomet	
Narok	South-Rift
Kajiado	
Nairobi	Nairobi

SAMPLE ACHIEVED

Per Region

	Registered Voters	Sample Count	Counties	PPS	Error margin
Coast	1,963,144	540	6	9%	±4.217%
Lower Eastern	1,699,724	470	3	8%	±4.52%
Northern	882,677	244	5	4%	±6.273%
North Rift	558,568	155	3	3%	±7.87%
Central Rift	3,267,271	903	7	15%	±3.261%
South Rift	862,057	238	2	4%	±6.352%
Mount Kenya - East	1,338,373	370	4	6%	±5.094%
Mt. Kenya – West	3,377,747	933	5	15%	±3.208%
Mt Kenya – TOTAL	4,716,120	1,303	9	21%	±2.715%
Western	2,616,929	723	5	12%	±3.644%
Nyanza – North	1,691,420	467	3	8%	±4.534%
Nyanza – South	1,429,312	395	3	6%	±4.93%
Nyanza – TOTAL	3,120,732	862	6	14%	±3.337%
Nairobi	2,415,310	668	1	11%	±3.791%
Total	**22,102,532**	**6,105**	**47**		**±1.254%**

QUALITY CONTROL MEASURES

Ipsos employs quality control measures to ensure the highest possible integrity of obtained results/data

- 100% data validation (Call backs, GPS track, and supervision)

- Field managers visit at least 15% of the respondents in the sample at their households to confirm the interviews (i.e. back checking).

- After the interview data are electronically transmitted to the Ipsos server: independent team then made random phone calls to 20% of the respondents to confirm that the interviews were conducted with the said respondents (i.e., telephonic back checks).

- Mobile data collection platform captures GPS location (latitudes and longitudes) of interviews conducted to verify the locations of the interviewers in the field alongside allowing silent recording.

- Logical data checks are made on selected questionnaire entries to ensure conformity with the flow of the questions answered by the respondents.

- Sample quotas were monitored to match the sample's statistical parameters.
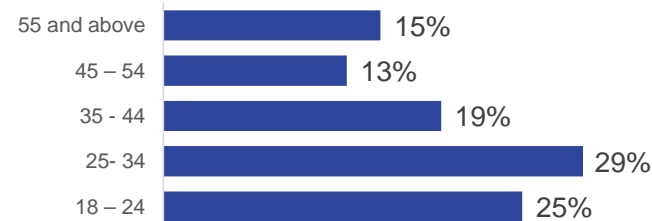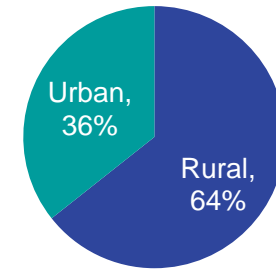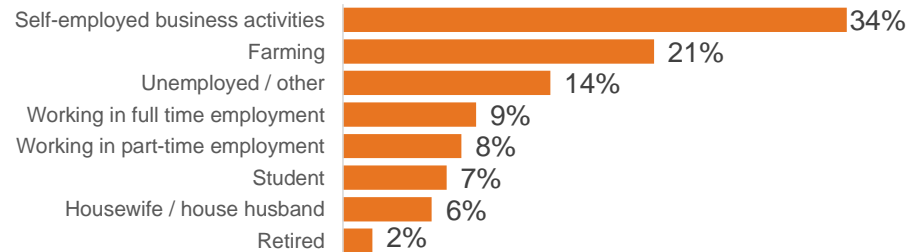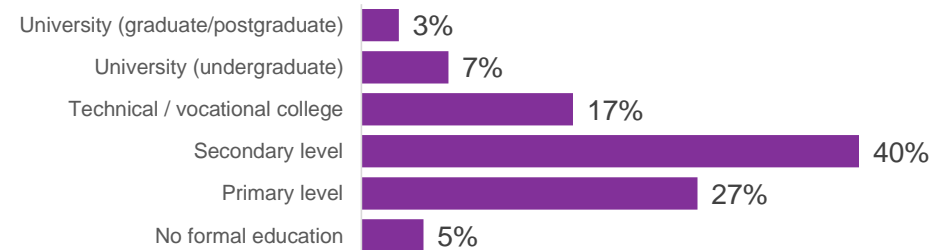
DEMOGRAPHIC

Profile

Gender

- Female, 51%
- Male, 49%

Age

Age group	Percentage
55 and above	15%
45 – 54	13%
35 - 44	19%
25- 34	29%
18 – 24	25%

Setting

- Urban, 36%
- Rural, 64%

Main occupation

Occupation	Percentage
Self-employed business activities	34%
Farming	21%
Unemployed / other	14%
Working in full time employment	9%
Working in part-time employment	8%
Student	7%
Housewife / house husband	6%
Retired	2%
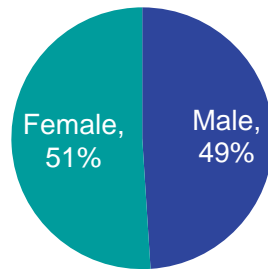
Highest level of education

Education level	Percentage
University (graduate/postgraduate)	3%
University (undergraduate)	7%
Technical / vocational college	17%
Secondary level	40%
Primary level	27%
No formal education	5%

N = 6,105

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We are guided by professional affiliations & certifications that guide us on ethics and code of conduct

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- MSRA is an industry regulating organization that was forged to drive quality assurance.

- The world association for market, social and opinion research, unites a global membership of 4900 members from 130 countries
- The ESOMAR Membership mark signals an endorsement of ethical standards and provides a valued means of recognition within the wider marketing and research industries.

- Our methods & practices are as per ISO. We are in compliance with ISO 20252:2012

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