



Political affiliation and preferred candidate

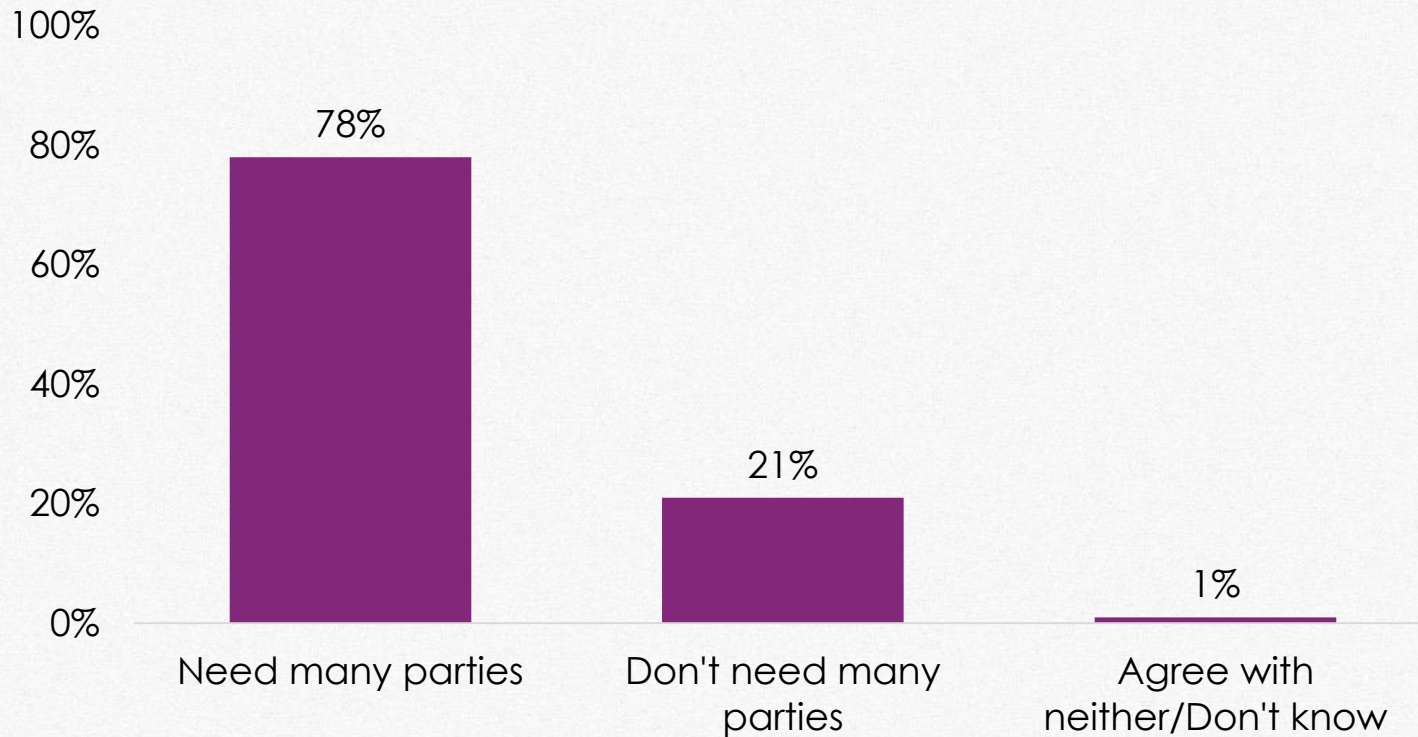
Key findings



- In November 2021, half (49%) of citizens said they feel close to a political party, down from 65% in 2014.
- Among these citizens, 37% said they feel close to the UDA, followed by the ODM (34%) and JAP (17%). At the same time, UDA's presidential candidate was preferred at 28%, followed by ODM (24%), JAP (7%), ANC (1%), and WDM-K (1%).
- In the run-up to August 2022, the number of independent candidates increased.
- UDA is the majority party in Parliament.
- The UDA candidate won the August 2022 presidential election (50.49% to 48.85% for his main opponent).

Does Kenya need many political parties?

| Kenya | 2021



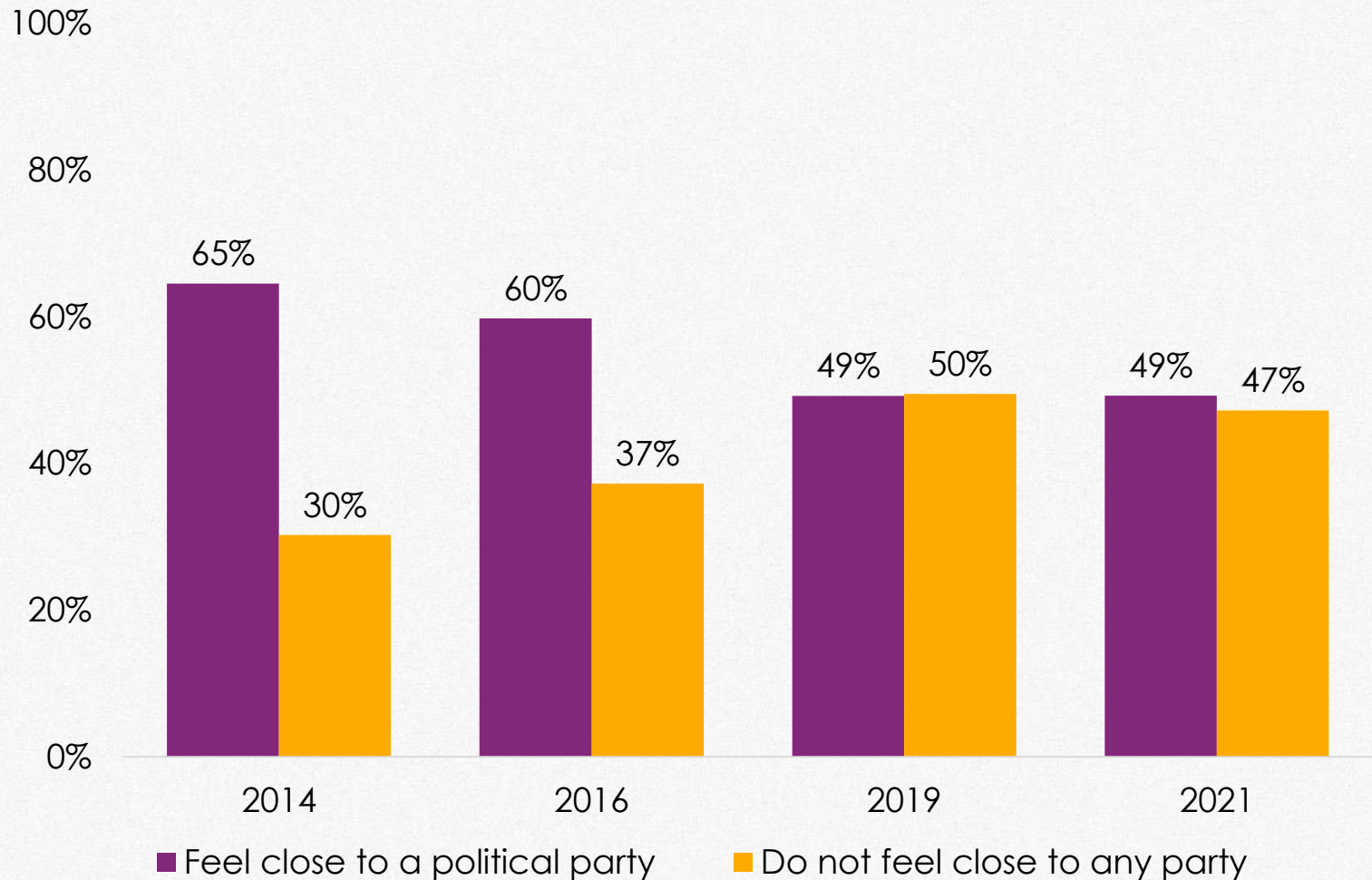
Respondents were asked: Which of the following statements is closest to your view?

Statement 1: Political parties create division and confusion; it is therefore unnecessary to have many political parties in Kenya.

Statement 2: Many political parties are needed to make sure that Kenyans have real choices in who governs them.

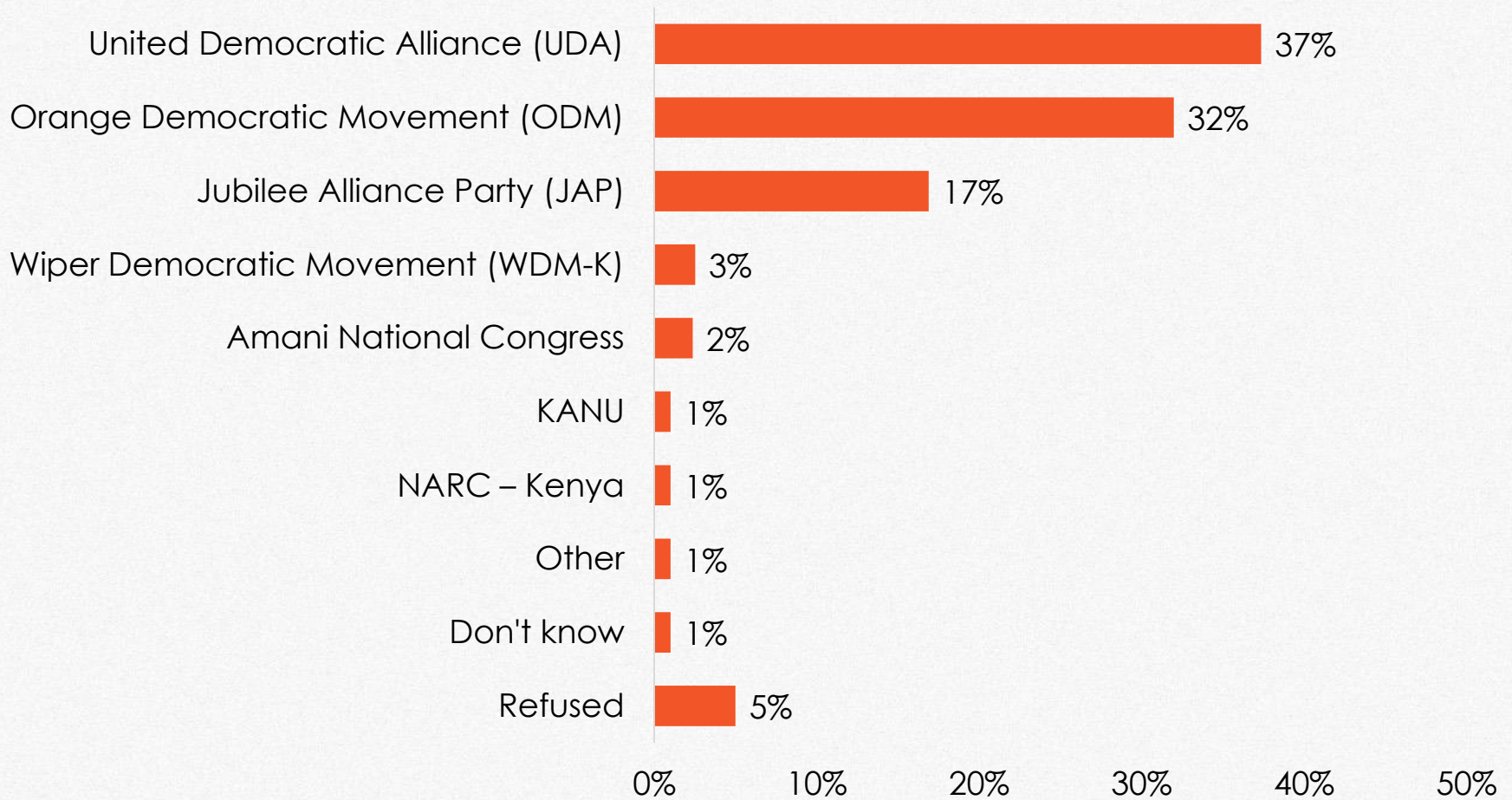
(% who "agree" or "strongly agree" with each statement)

Trend in political party identification | Kenya | 2014-2021



Respondents were asked: Do you feel close to any particular political party?

Political party identification | Kenya | 2021



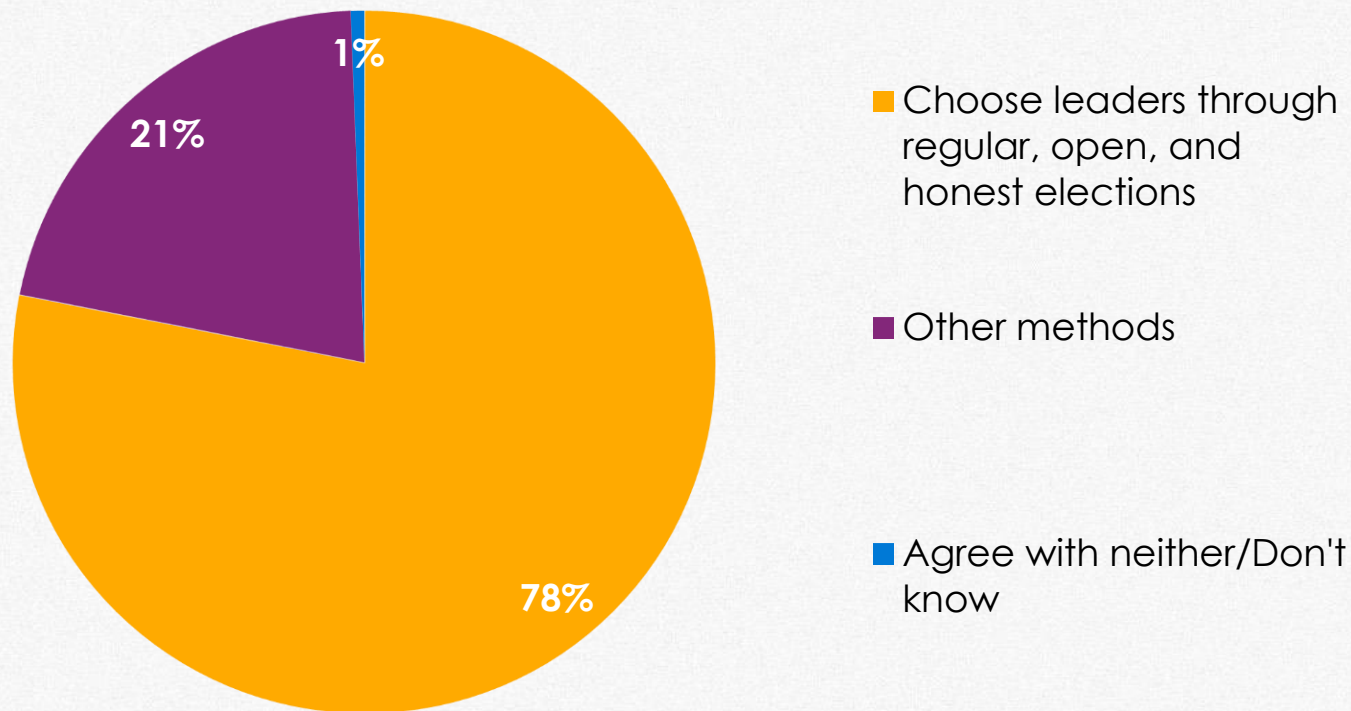
Respondents who say they feel “close to” a political party were asked: Which political party is that? (Respondents who say they don’t feel close to any political party are excluded.)

Perceptions of 2017 elections vs. voter turnout in 2022 elections



- 79% of Kenyans voted in the 2017 election. Fewer youth voted compared to those above age 35.
- Although more than half (54%) of Kenyans say the 2017 elections were generally free and fair, about the same proportion say they feared at least “a little bit” becoming victims of political intimidation/violence.
- Only 53% of Kenyans believe it’s “not at all likely” that powerful people can find out how they voted.
- In the August 2022 elections, official voter turnout was around 65%, notably lower than in the previous two elections.
- Similar voter apathy recorded among the youth in 2022.

Preferred method for choosing leaders | Kenya | 2021



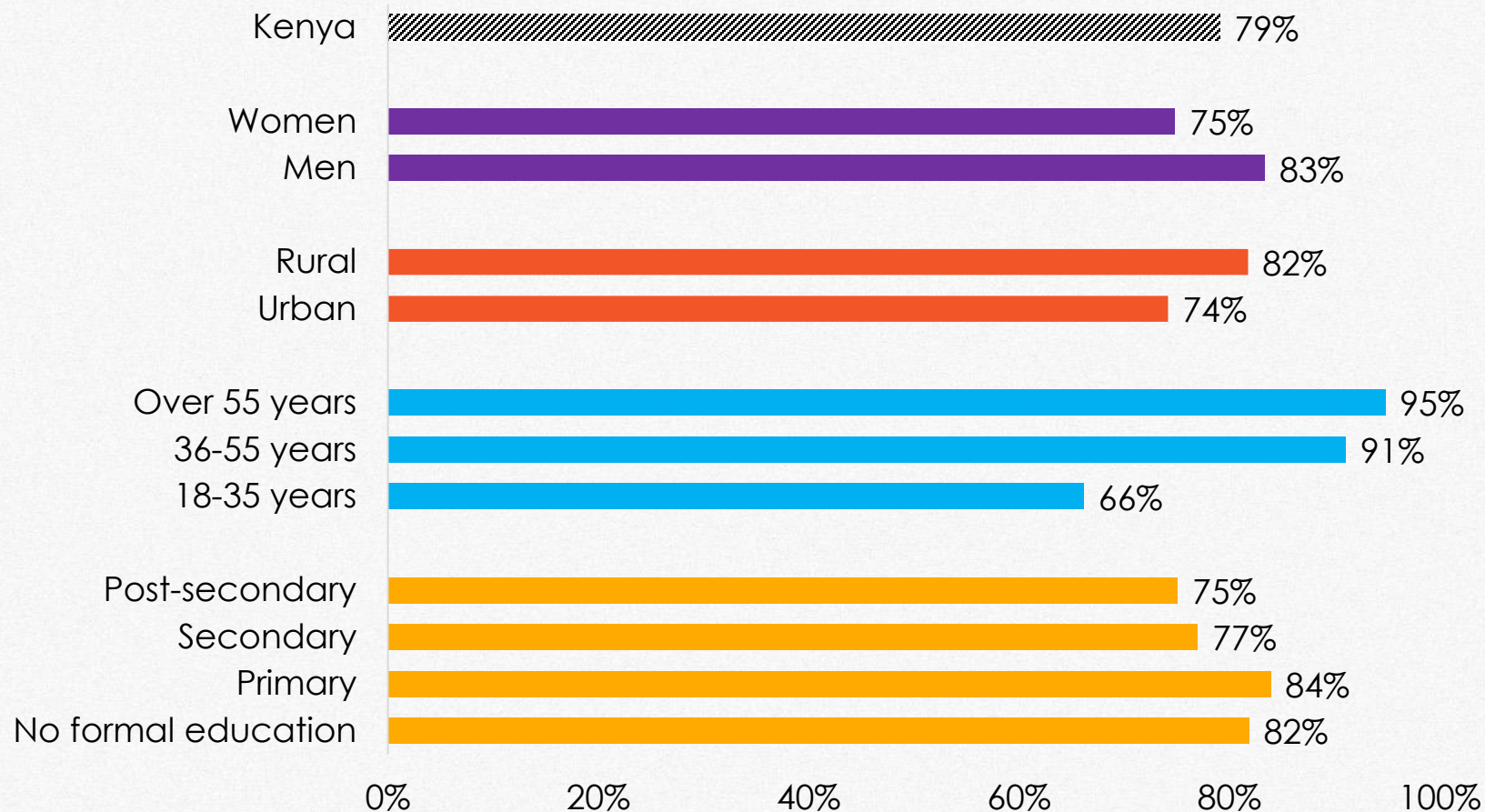
Respondents were asked: Which of the following statements is closest to your view?

Statement 1: We should choose our leaders in this country through regular, open, and honest elections.

Statement 2: Since elections sometimes produce bad results, we should adopt other methods for choosing this country's leaders.

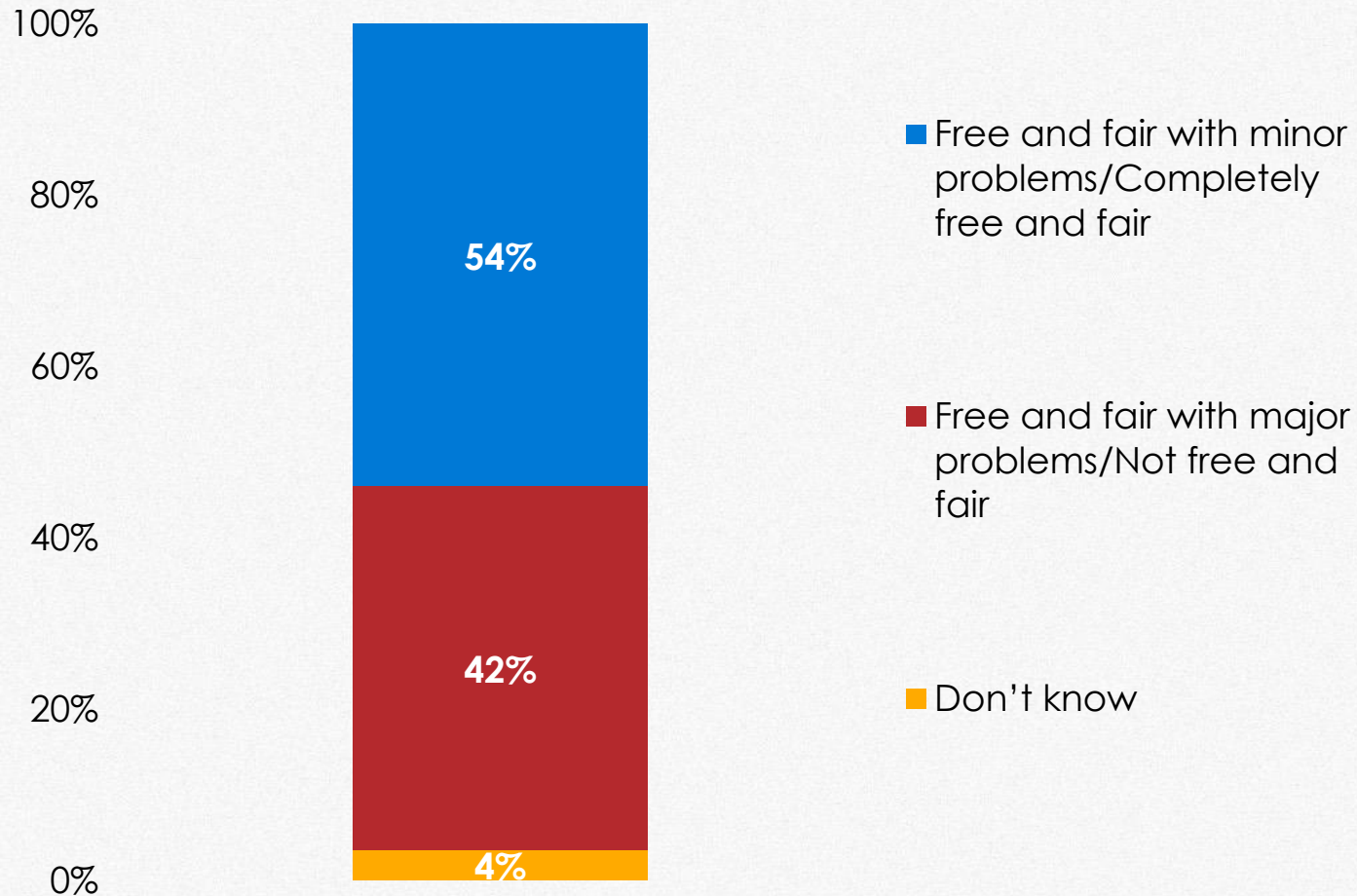
(% who "agree" or "strongly agree" with each statement)

Voter turnout in 2017 | by demographic group | Kenya | 2021



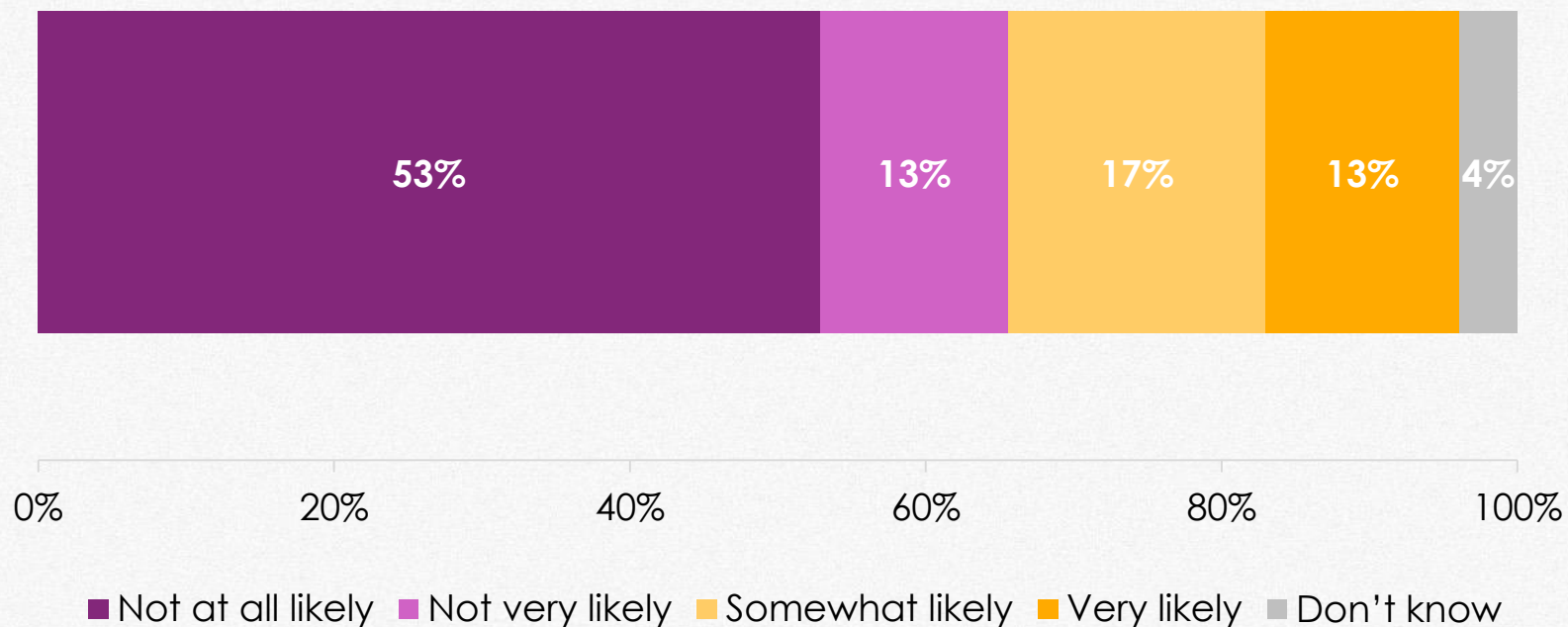
Respondents were asked: In the last national election, held in 2017, did you vote, or not, or were you too young to vote? Or can't you remember whether you voted? (% who say they voted)

2017 elections: How free and fair? | Kenya | 2021



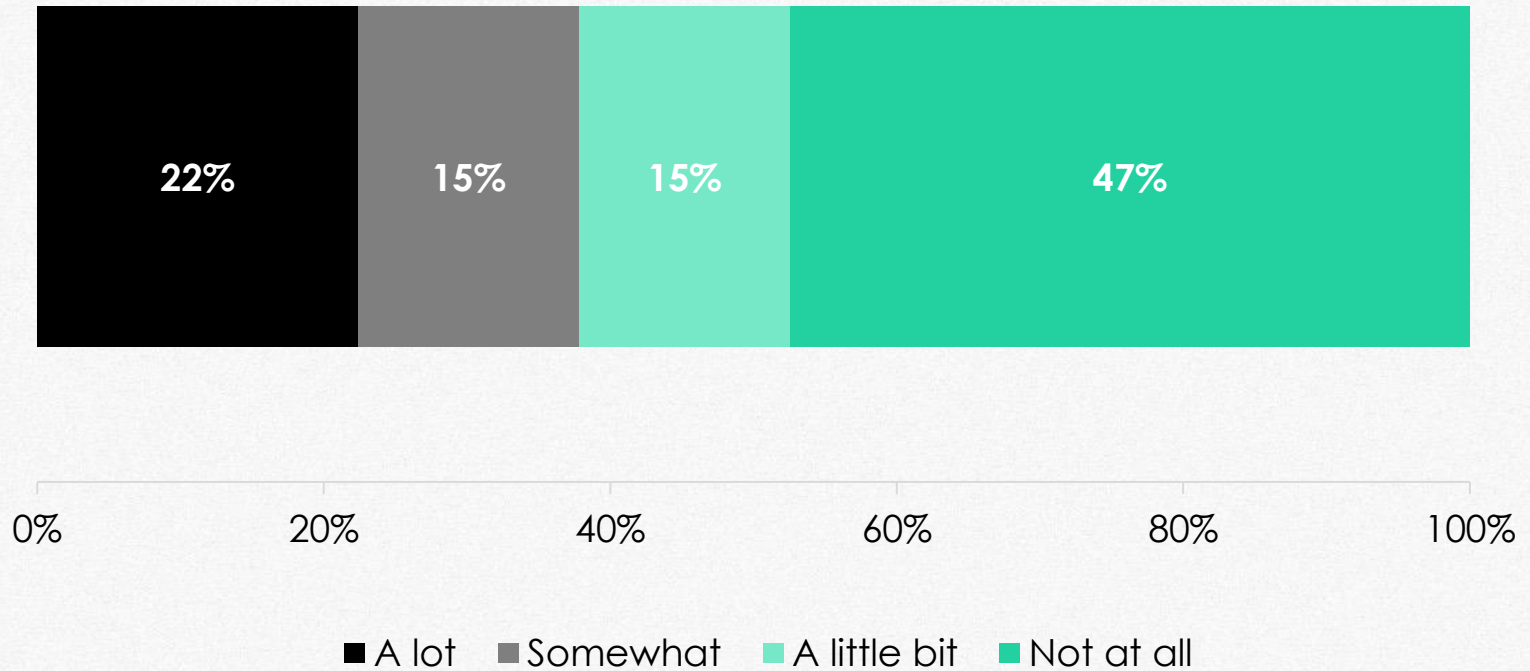
Respondents were asked: *On the whole, how would you rate the freeness and fairness of the last national election, held in 2017?*

Efficacy of the secret ballot | Kenya | 2021



Respondents were asked: How likely do you think it is that powerful people can find out how you voted, even though there is supposed to be a secret ballot in this country?

Fear of political intimidation or violence in the 2017 elections | Kenya | 2021



Respondents were asked: During the last national election campaign in 2017, how much did you personally fear becoming a victim of political intimidation or violence?

Conclusion



- To some extent AB survey data reflected the outcome of August 2022.
- Differences may be attributable to:
- Changes over time: Afrobarometer conducted its survey eight months before the August 2022 elections.
- Changes in political dynamics: coalition formation, party primaries, naming of presidential running mates vs. how the survey questions were framed.

Relevance of pre-election polls



- Survey data helps political parties see whether they are gaining or losing strength.
- Trust in the ability of the electoral management body to conduct free and fair elections
- Surveys provide a check on the levels of political participation among different groups and what needs to be done to improve participation.

Thank you

Follow our releases
on #VoicesAfrica on
Twitter and
Facebook.

Do your own analysis of Afrobarometer data – on any question, for any country and survey round. It's easy and free at www.afrobarometer.org/online-data-analysis.