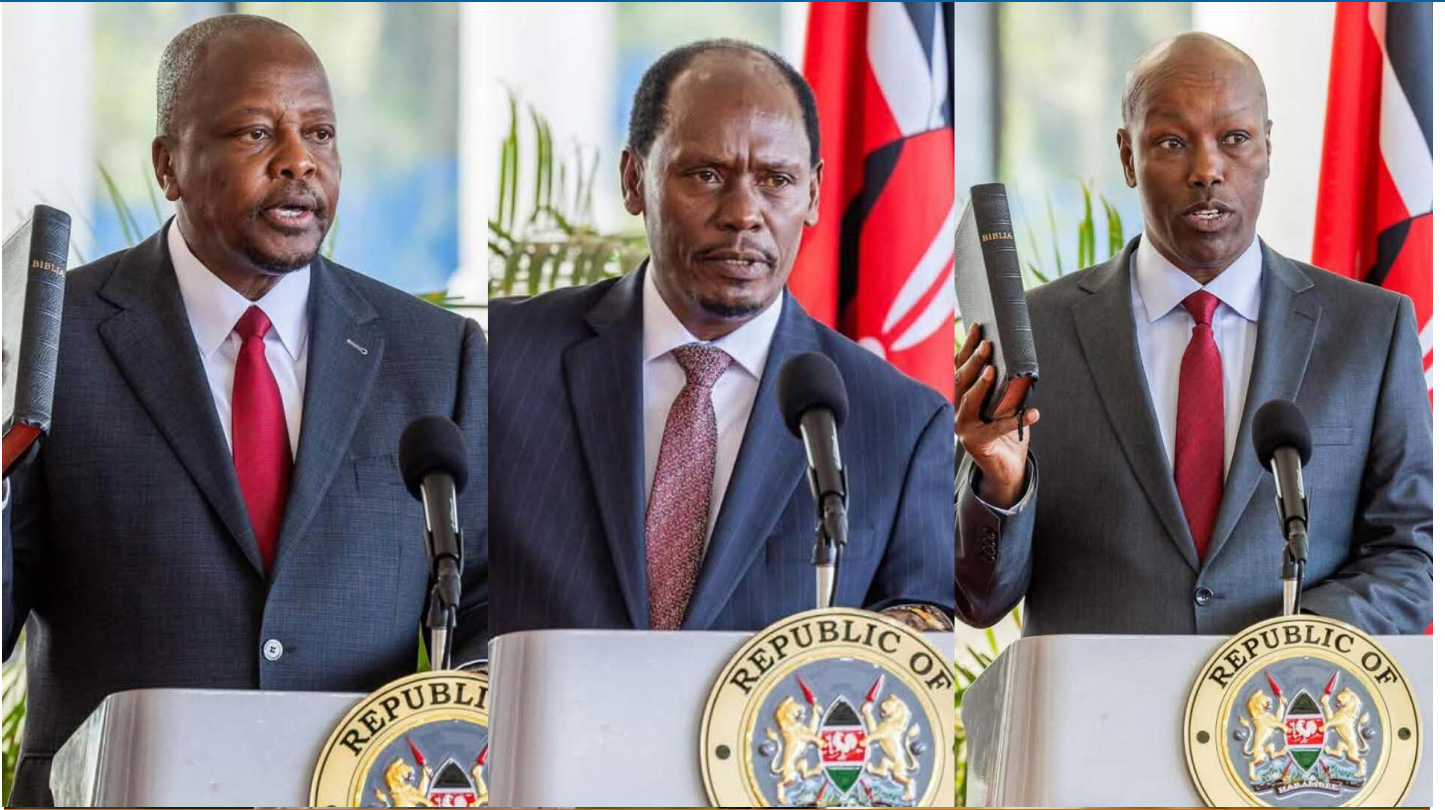


PUBLIC OPINION POLL

**KENYANS' CONFIDENCE IN PRESIDENT
RUTO'S RECENT CABINET APPOINTEES**



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POLL OVERVIEW

Opinion Poll Conducted by Mwelekeo Insights
Your trusted research partner



Date of Release: 18th March, 2025



Geographic Scope: Nationally



Sample Size: 11,813 respondents



Data Collection Method:

Mixed; Online surveys and
telephone interviews



Margin of Error:

+/- 3% at a 95% confidence level



Target Demographic:

Kenyan adults above 18 years who
are eligible voters.



Funding:

Self sponsored



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POLL OBJECTIVE

The primary objectives of this poll are:

1. To assess public confidence in President Ruto's latest cabinet appointees based on their academic qualifications, professional experience, and performance during vetting.
2. To gauge public perceptions of appointees' post-appointment performance, including milestones and shortcomings.
3. To understand how demographic factors (age, gender, income, geography) influence opinions on the appointees.
4. To evaluate the political impact of these appointments regionally and nationally.

INFORMED CONSENT AND CONFIDENTIALITY STATEMENT

Mwelekeo Insights is committed to conducting research with the highest ethical standards. This study on Kenyans' confidence in President Ruto's recent appointees from the Mt. Kenya region was carried out through online surveys and telephone interviews, ensuring informed and voluntary participation.

All respondents were provided with clear information about the study's purpose, their right to withdraw at any time, and assurances of confidentiality before participating. Data was collected ethically, with no coercion, and used strictly for research purposes, and responses anonymized.

Mwelekeo Insights guarantees that all responses have been anonymized, and no personally identifiable information is included in this report. The findings presented are a reflection of public sentiment at the time of data collection and are intended solely for research and policy analysis.

We remain committed to upholding data privacy, transparency, and ethical research practices.

METHODOLOGY



DESIGN

National Quantitative Survey



POPULATION

Kenyan adults aged 18 and above who are eligible voters



SAMPLE SIZE

11,879 respondents



SAMPLING METHODOLOGY

Random, multi-stage stratified sampling proportionate to population size



DATE OF FIELDWORK

Date of fieldwork – Feb 21 to March 7th 2025



COVERAGE

Nationally covered, proportionate to population distribution



MARGIN OF ERROR

+/- 3.4% at a 95% confidence level



DATA ANALYSIS

Total level, key demographics (setting, gender, and age)



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DEMOGRAPHICS

The survey targeted Kenyan adults aged 18+, all of whom are registered voters. Respondents were sampled from all 47 counties and stratified by region, age, gender, and income levels to ensure a nationally representative dataset. The demographic breakdown was as follows.

AGE DISTRIBUTION

18-34 years

(48%)

Represents youth perspectives critical for tech and trade-related dockets.



35-54 years

(34%)

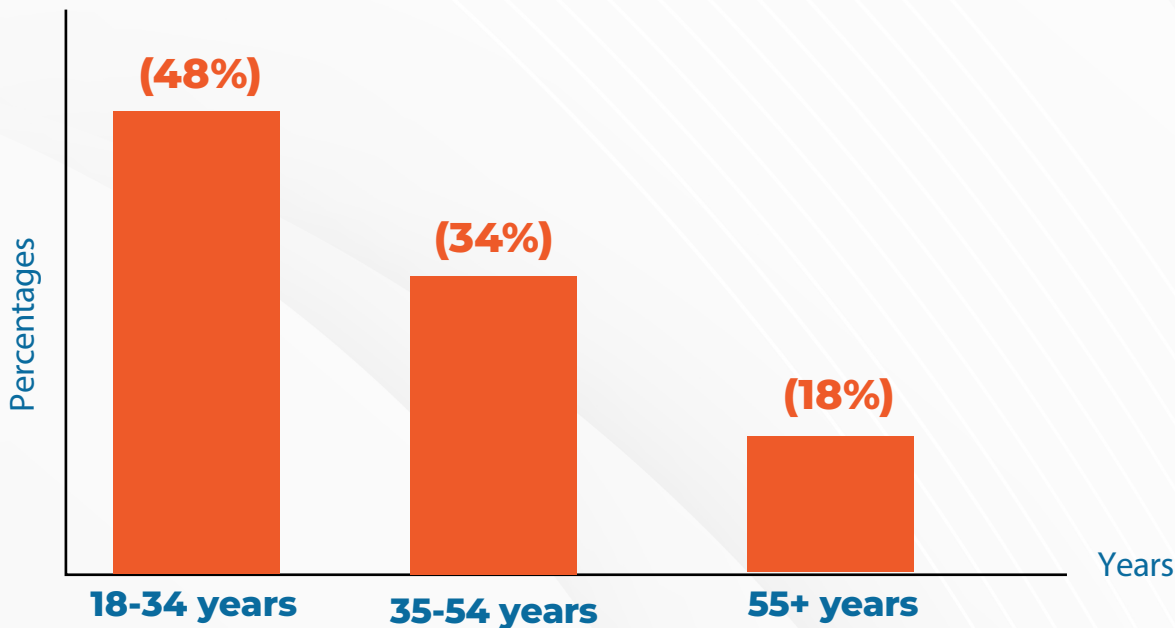
Captures working-class voters directly impacted by agriculture and tax policies.



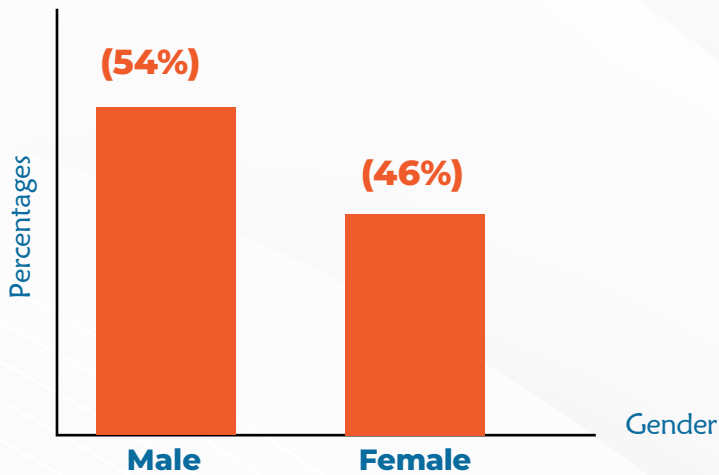
55+ years

(18%)

Reflects older voters prioritizing stability and experience.

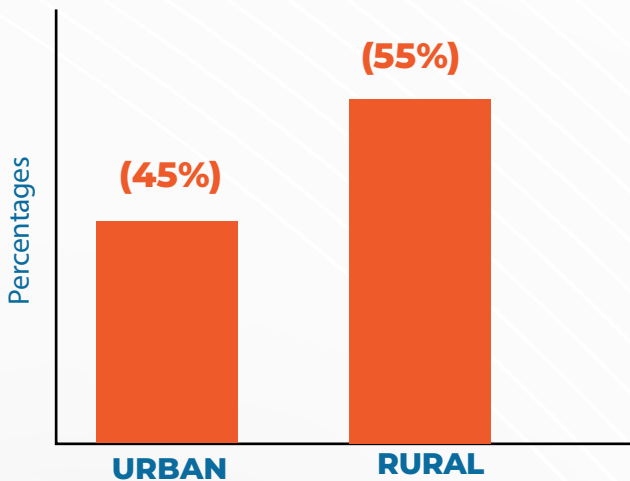


GENDER REPRESENTATION



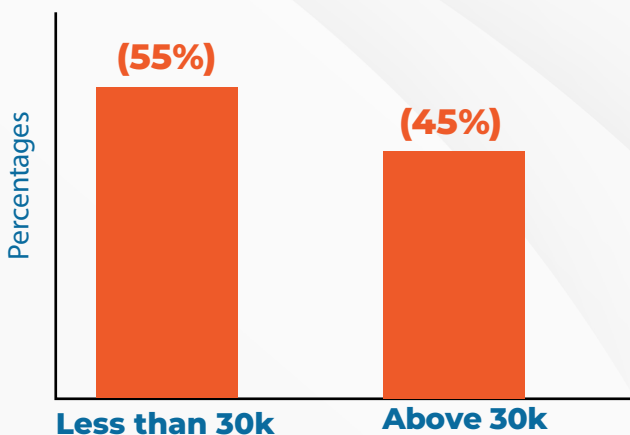
Balanced gender representation ensures diverse views on leadership effectiveness.

GEOGRAPHIC SETTING:



Rural dominance aligns with appointees' focus on agriculture and rural digital hubs.

INCOME LEVELS:



55% Majority low-income respondents highlight sensitivity to tax policies and subsidy programs

45% High-income earners emphasize trade and ICT infrastructure. They are also sensitive to tax policies

SUITABILITY OF APPOINTEES TO POSITIONS

Study focused on Kenyans' confidence in the suitability of president Ruto's latest high level appointments, focusing on appointees;



Academic Qualifications



Professional Experience



Performance during vetting



SURVEY QUESTIONS



GENERAL QUESTIONS FOR ALL APPOINTEES:

01. How familiar are you with the academic background of the appointees?

Very Familiar / Somewhat Familiar / Not Familiar

02. Do the appointee's professional experience align with the demands of their current cabinet position?

Strongly Agree / Agree / Neutral / Disagree / Strongly Disagree

03. How transparent were the appointee's during their vetting?

Very Transparent / Somewhat Transparent / Not Transparent.

4. Have the appointees addressed challenges in their docket since appointment?

Yes, Effectively / Partially / No / Unsure

5. What is the likely political impact of the appointee?

Impactful / Nutrial / Not Impactful

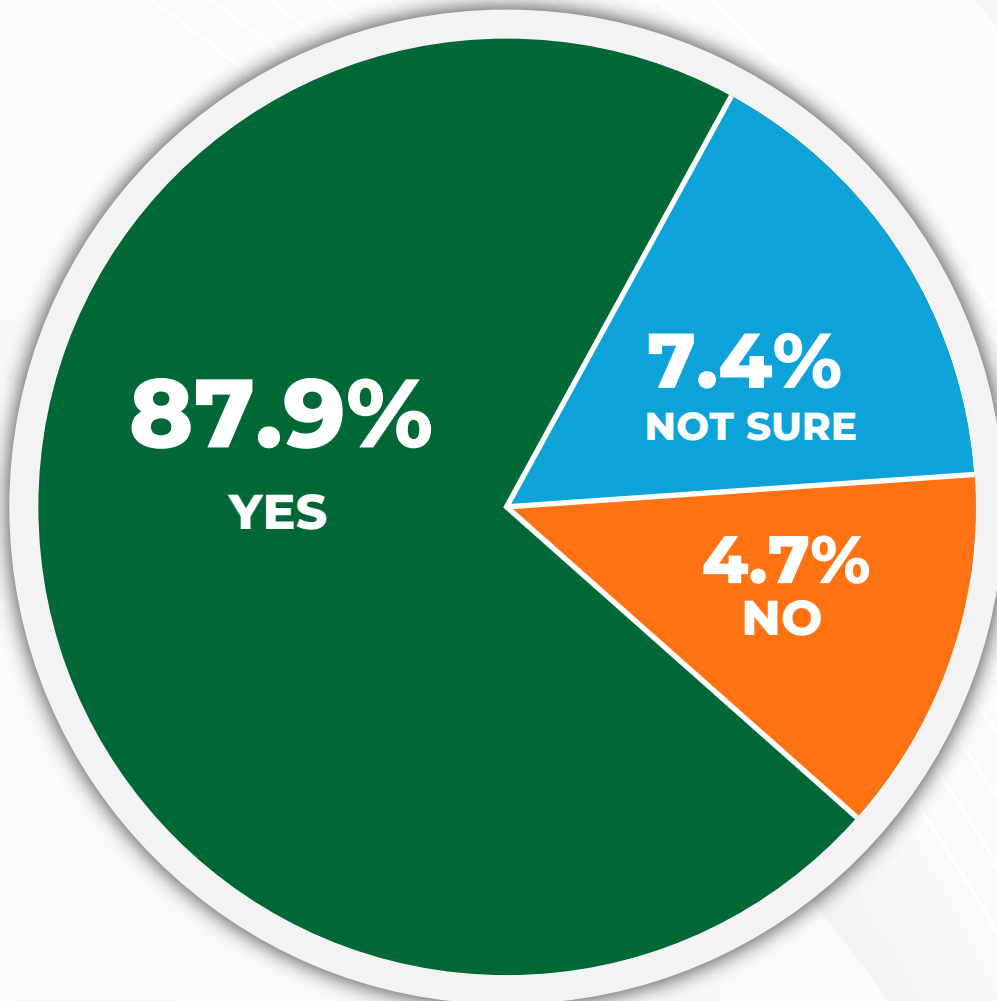
LEE KINYANJUI



ACADEMIC QUALIFICATION

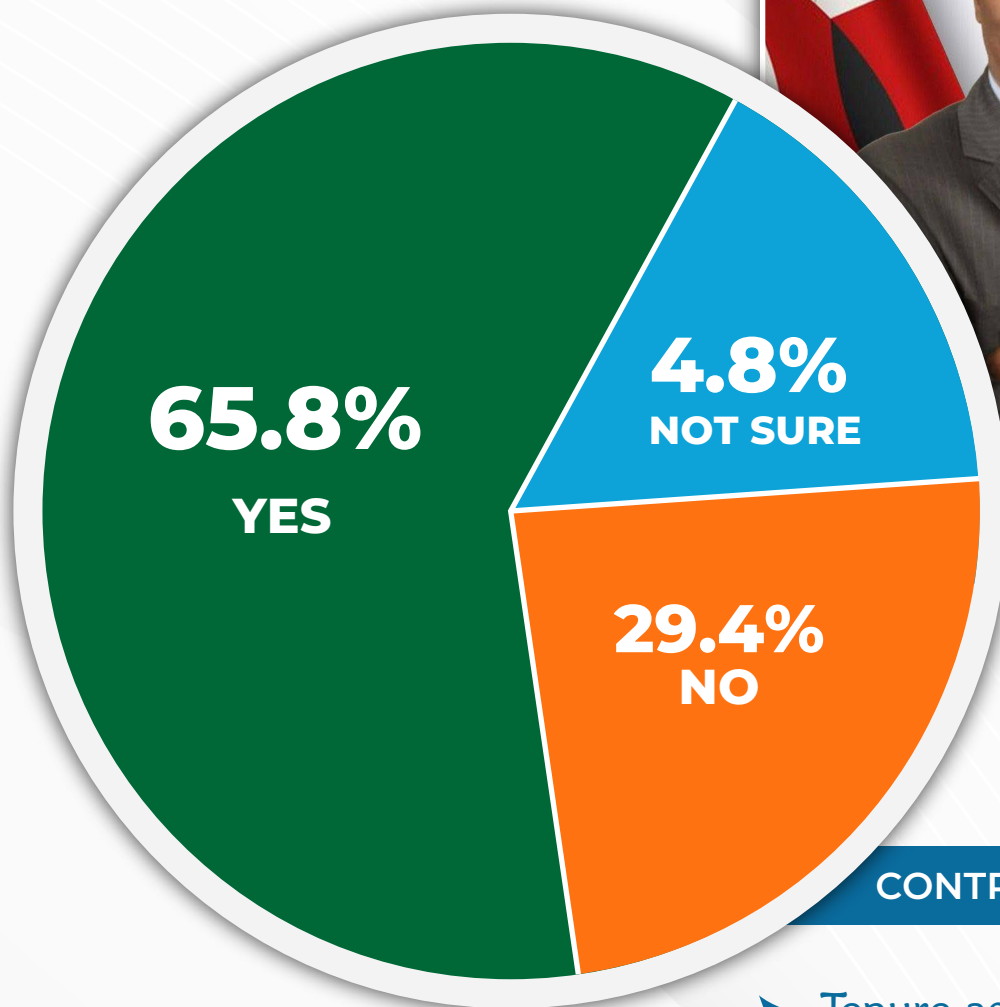
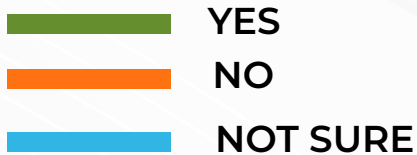
Participants were asked their opinion on Lee Kinyanjui's academic qualifications in the Cabinet position he was appointed to;

- Is Lee Kinyanjui academically qualified?
- Are his academic qualifications relevant to the cabinet position he was appointed to?



EXPERIENCE

Participants were asked about their confidence in Lee Kinyanjui's ability to perform exemplarily as the CS for Trade and Industrialization based on his previous leadership and professional experience.

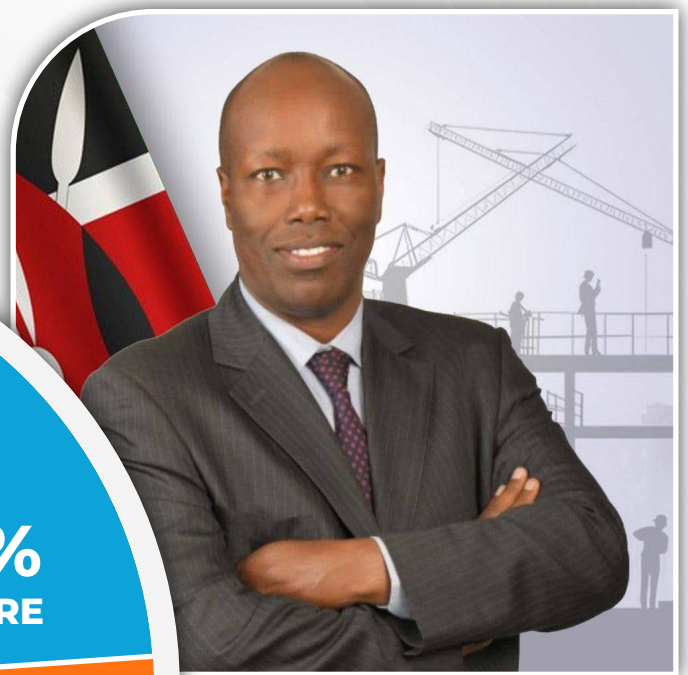
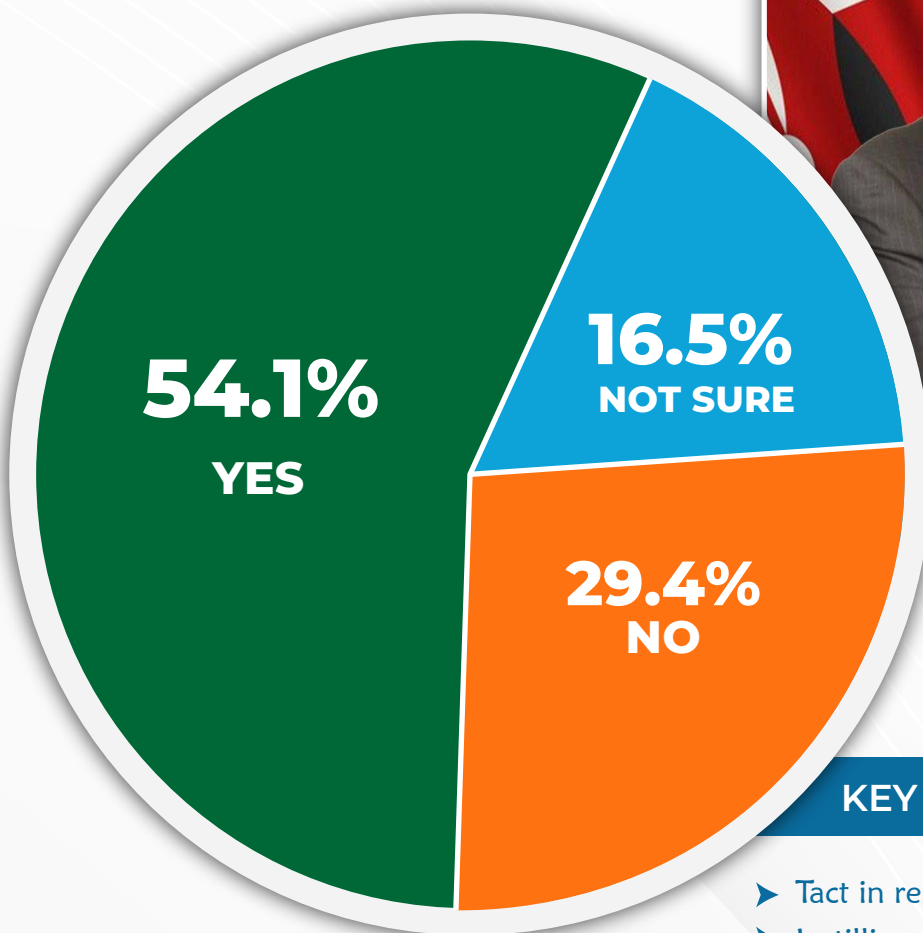
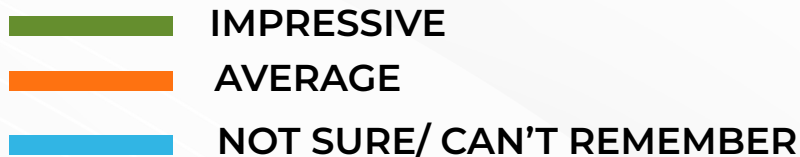


CONTRIBUTING FACTORS

- ▶ Tenure as Nakuru Governor
- ▶ Service as NTSA Chairman
- ▶ Previous tenure as a minister
- ▶ Service as MP

PERFORMANCE DURING VETTING

Participants were asked about their opinions on how Lee Kinyanjui performed during vetting



KEY POINTERS

- ▶ Tact in responding to questions
- ▶ Instilling confidence in ability to steer ministry
- ▶ Defence of performance as governor
- ▶ Response to touchy matter of street children

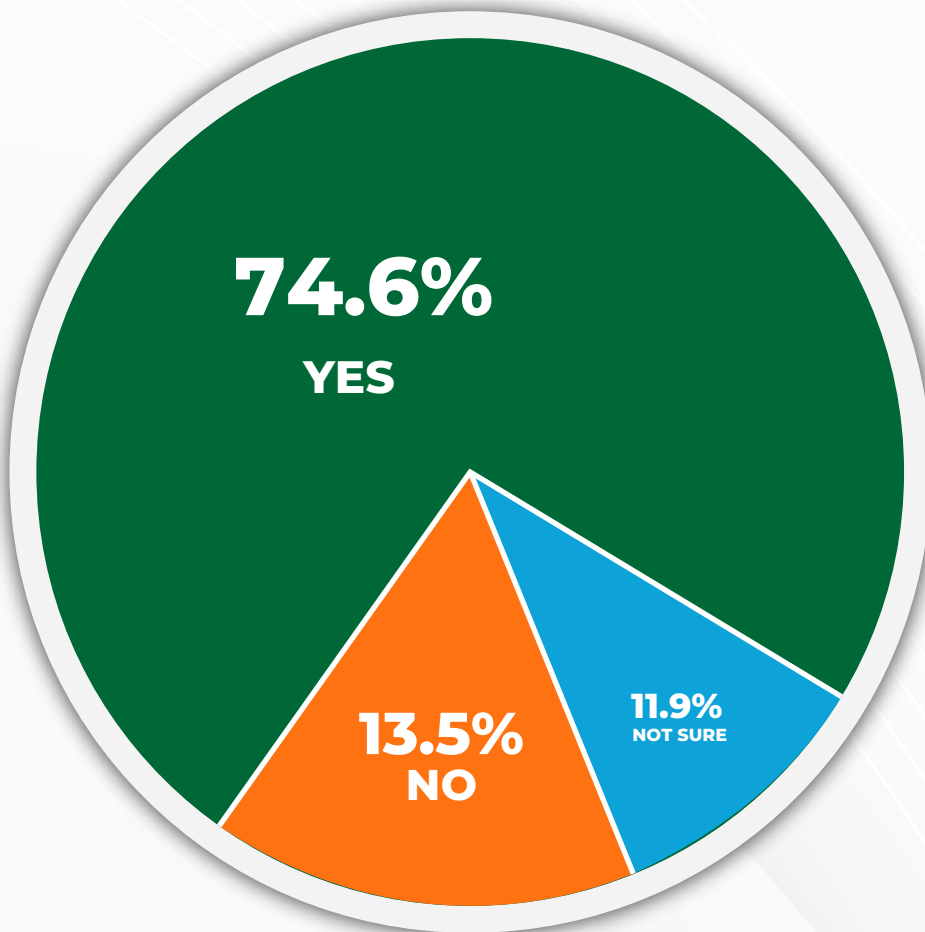
WILLIAM KABOGO



ACADEMIC QUALIFICATIONS

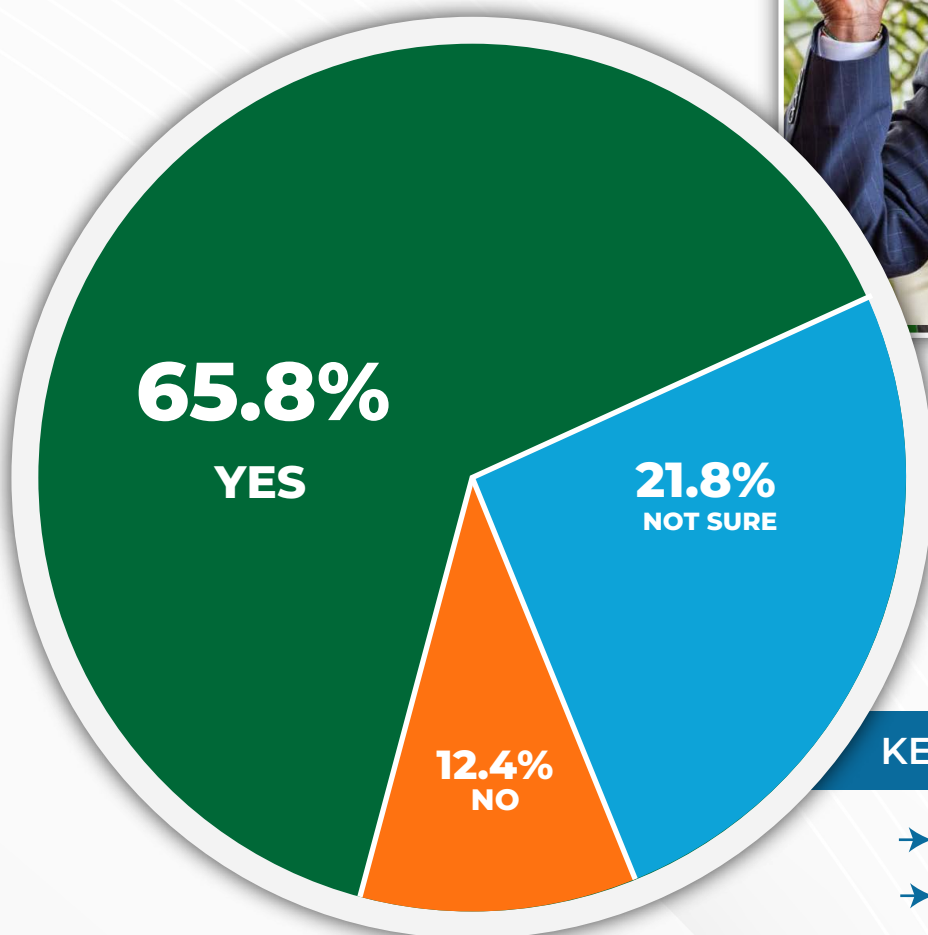
Participants were asked their opinion on William Kabogo academic qualifications in the Cabinet position he was appointed to;

- Is Kabogo academically qualified?
- Are Kabogo's academic qualifications relevant to the cabinet position he was appointed to?



PROFESSIONAL EXPERIENCE

Participants were asked about their confidence in William Kabogo's ability to perform exemplarily as the ICT Cabinet Secretary based on his professional and leadership experience.

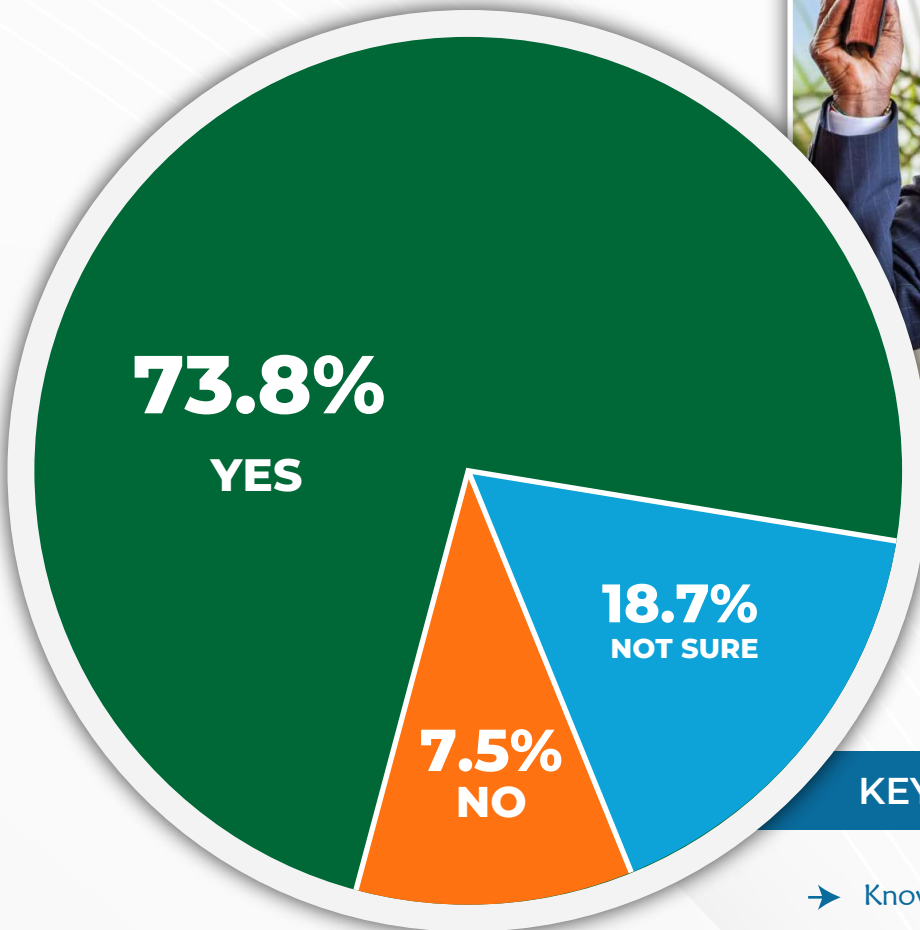


KEY POINTERS:

- Tenure as Kiambu Governor
- Tenure as MP
- Business experience

PERFORMANCE DURING VETTING

Participants were asked what they thought of William Kabogo's performance during vetting.



KEY POINTERS:

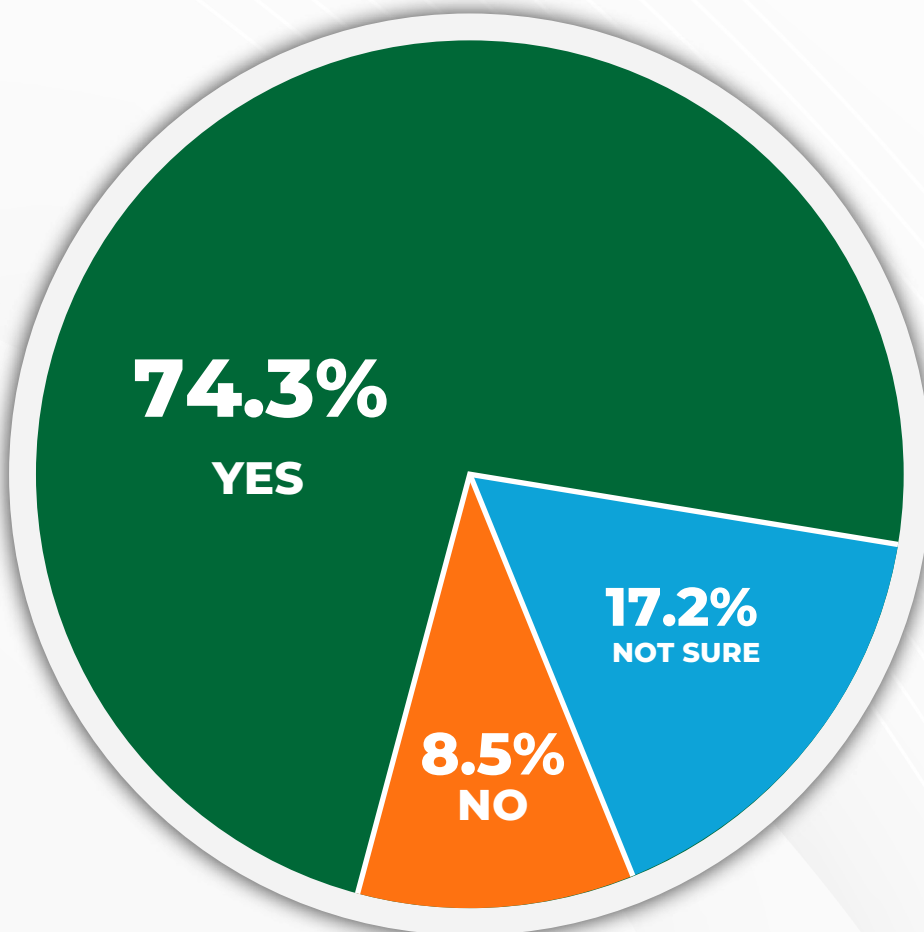
- Knowledge of the ICT ministry's workings
- Response to contentious questions
- Assurance of readiness



ACADEMIC BACKGROUND

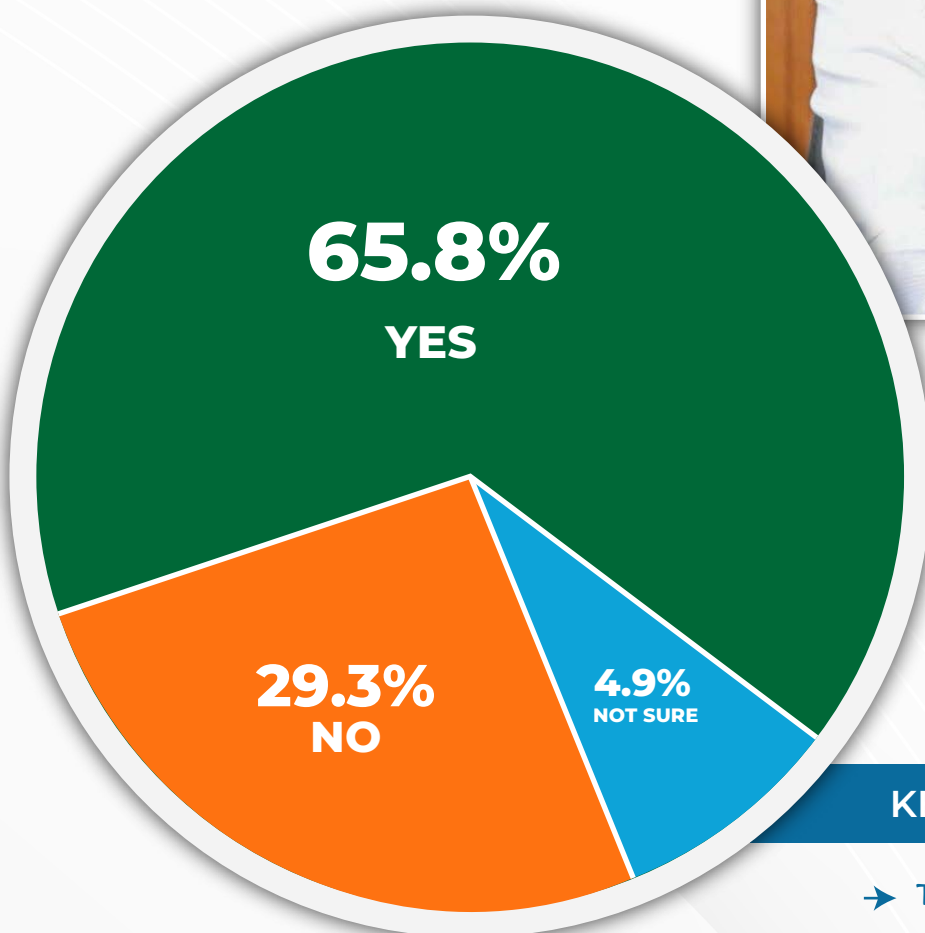
Participants were asked their opinion on Mutahi Kagwe's academic qualifications vis-a-vis the Cabinet position he was appointed to.

- Is he academically qualified?
- Are his academic qualifications relevant to the cabinet position he was appointed to?



EXPERIENCE

Participants were asked about their confidence in Mutahi Kagwe's ability to perform exemplarily as the CS for Agriculture and Livestock Development based on his previous experience.

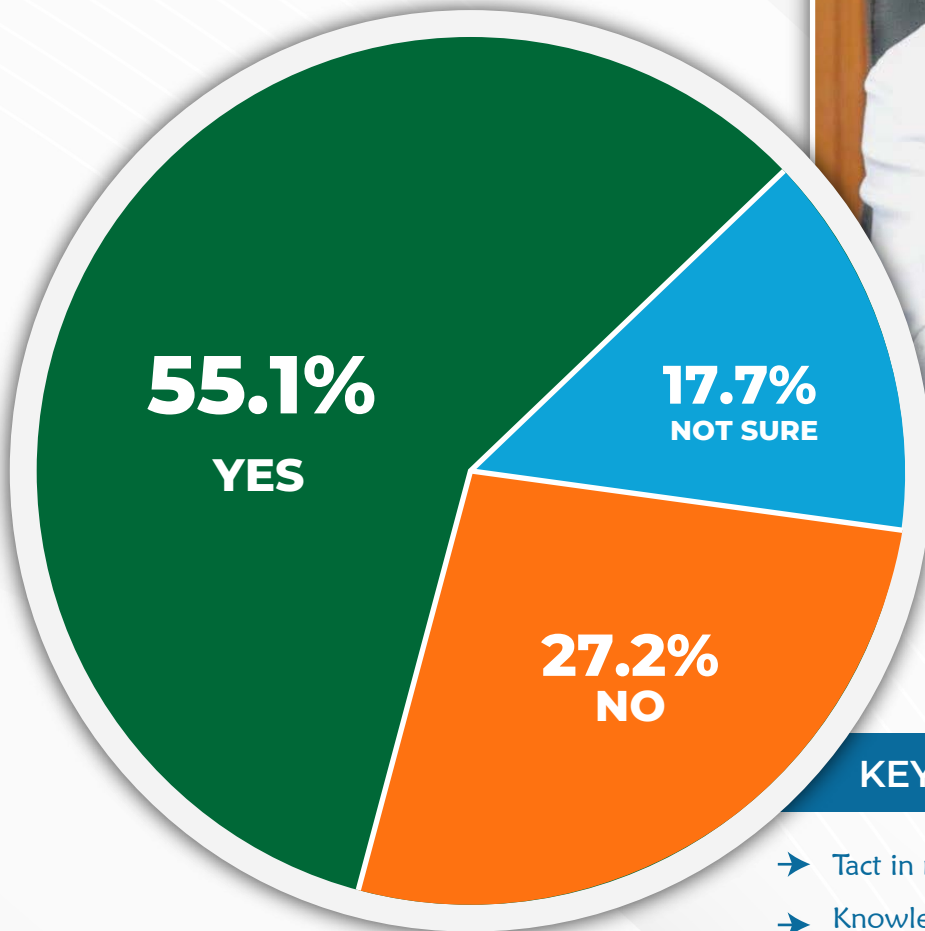


KEY POINTERS:

- Tenure as Health CS and handling of Covid-19 pandemic
- Previous stint in the ICT docket

PERFORMANCE DURING VETTING

Participants were asked about their confidence how Mutahi Kagwe performed during his vetting.

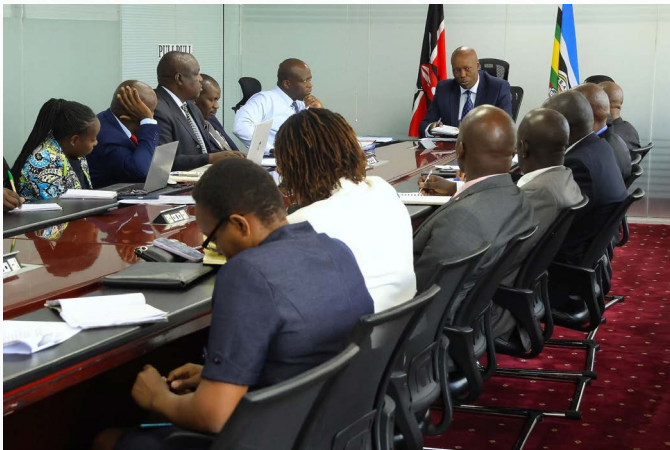


KEY POINTERS:

- ➔ Tact in responding to questions raised
- ➔ Knowledge of ministry appointed to and its challenges and opportunities.
- ➔ Promise to factor in Kenyans' views on projects such as nationwide livestock vaccination.
- ➔ Acknowledging KEMSA heist under his watch during Covid-19 pandemic.

ACTIONS SINCE APPOINTMENT

1. What are some of the actions undertaken by the appointees since they joined government?
2. What are some of the events that have happened in their dockets since joining government?



Lee kinyanjui

Milestones since appointment



Misteps since appointment

► Fast-tracked Kenya-EU trade deal negotiations.

► Criticized for regional bias in streamlining export licensing processes



William Kabogo

Milestones since appointment

- ▶ Launched Digital Hub Initiative to expand internet access in rural counties.
- ▶ Proposed legislation to streamline e-government services.



Missteps since appointment

- ▶ Public backlash over delayed response to KBC hacking (January 2025).
- ▶ Accusations of prioritizing political visibility over systemic ICT reforms.



Mutahi Kagwe

Milestones since appointment

- Launched subsidized fertilizer program, increasing smallholder farmer registration by 15%.
- Expanded livestock vaccination drives.






Missteps since appointment

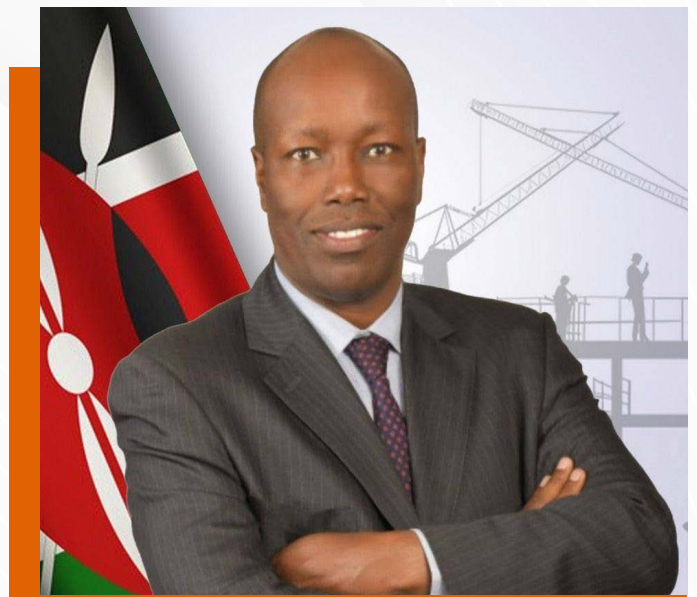
- Embroiled in the Mumias Sugar bonus launch event that was marred with controversy
- Opaque maize import negotiations with Tanzania.



PUBLIC CONFIDENCE IN PERFORMANCE

General background of how Kenyans see their ability to;

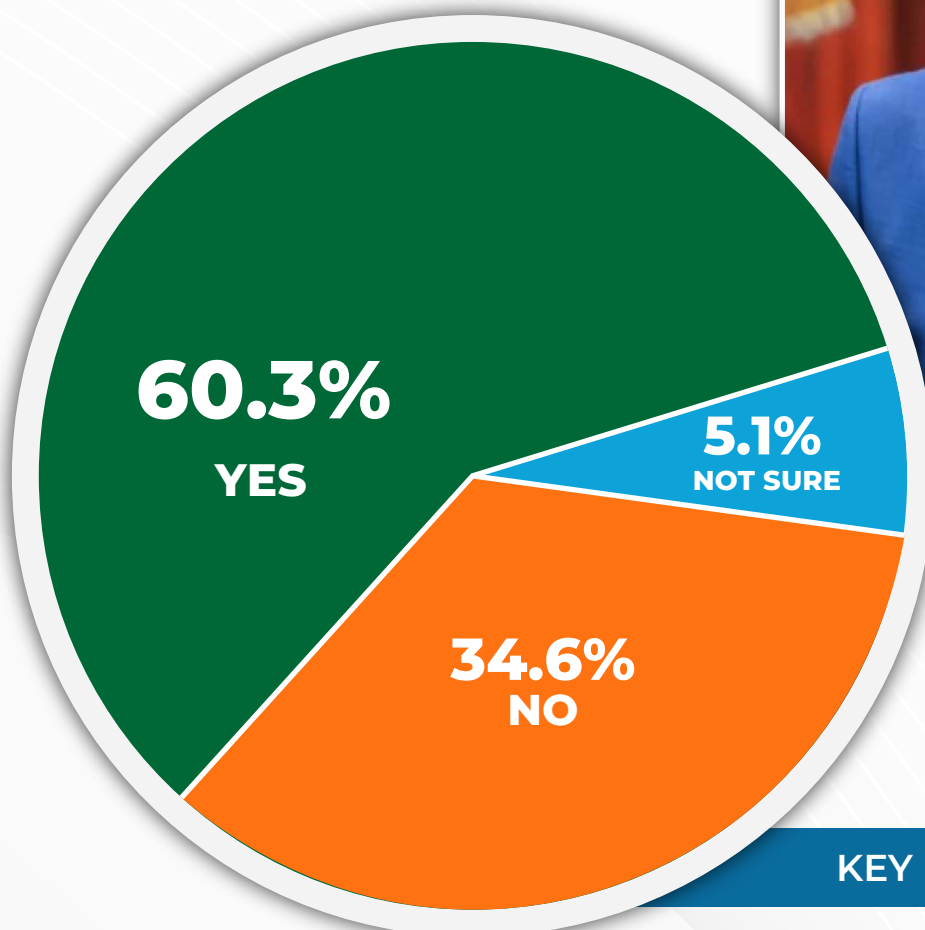
-  Ability to do the job
-  Ability to communicate plans, projects.
-  Strike a balance between politics and professional Cabinet duties



Lee Kinyanjui

Confidence to do job

Participants were asked about their confidence in Lee Kinyanjui's ability to perform exemplarily as the CS for Trade and Industrialization.

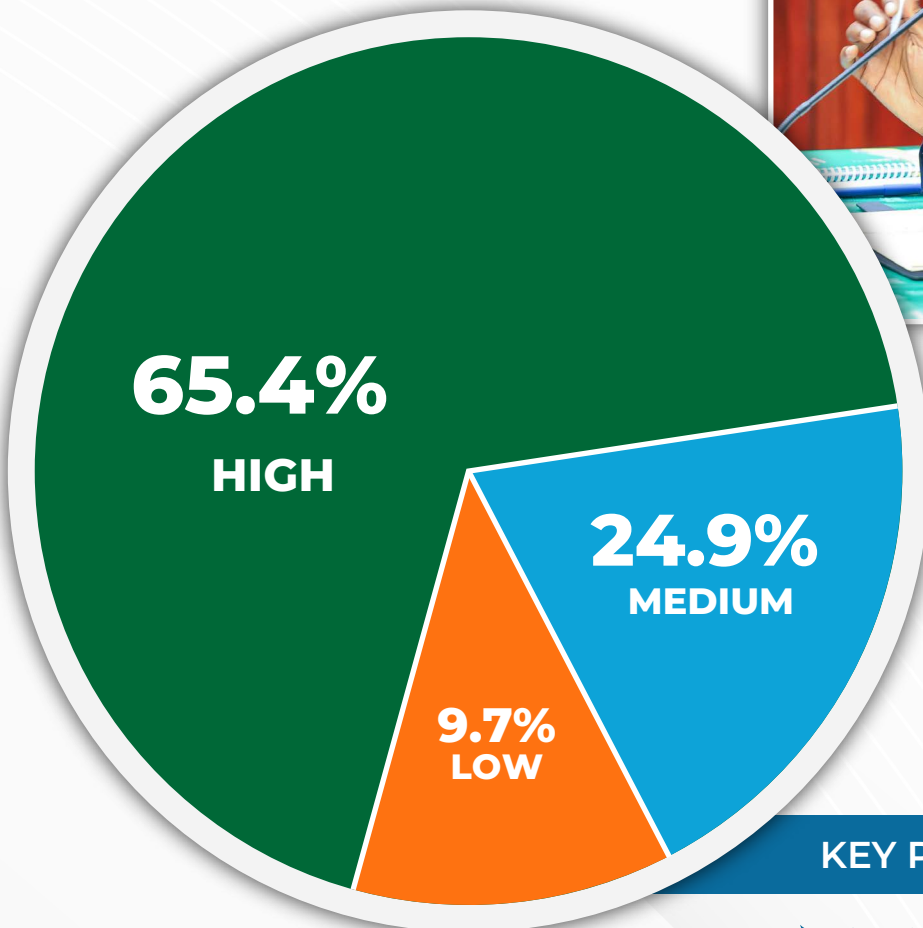
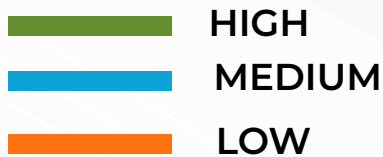


KEY POINTERS:

- Professional experience
- Political environment
- Government and ministry know-how
- Political ambitions

Confidence in communication

Participants were asked about their confidence level in Lee Kinyanjui's ability to communicate his ministry's plans, progress and milestones.



KEY POINTERS:

- ➔ Social media communication and engagement
- ➔ Press addresses and releases
- ➔ Likelihood of strengthening ministry's communication units

Politics/Cabinet work balance

Participants were asked about their opinion on Lee Kinyanjui's ability to perfectly balance his constitutional duties as a Cabinet Secretary and his personal political ambitions so that neither influences the other at the expense of Kenyans.



YES

NO

**NOT
SURE**

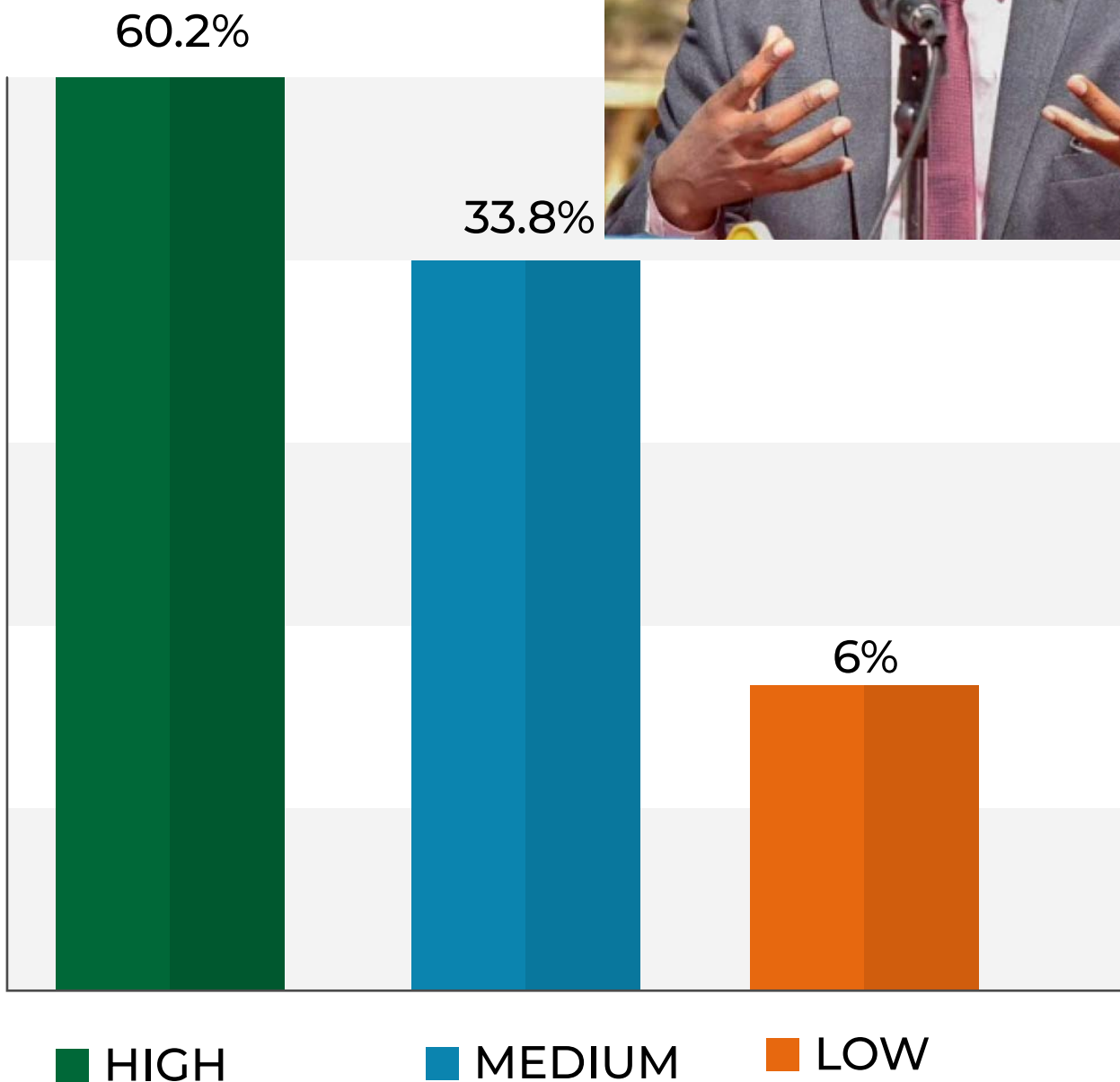
54.8%

39.5%

5.7%

Overall confidence in leadership

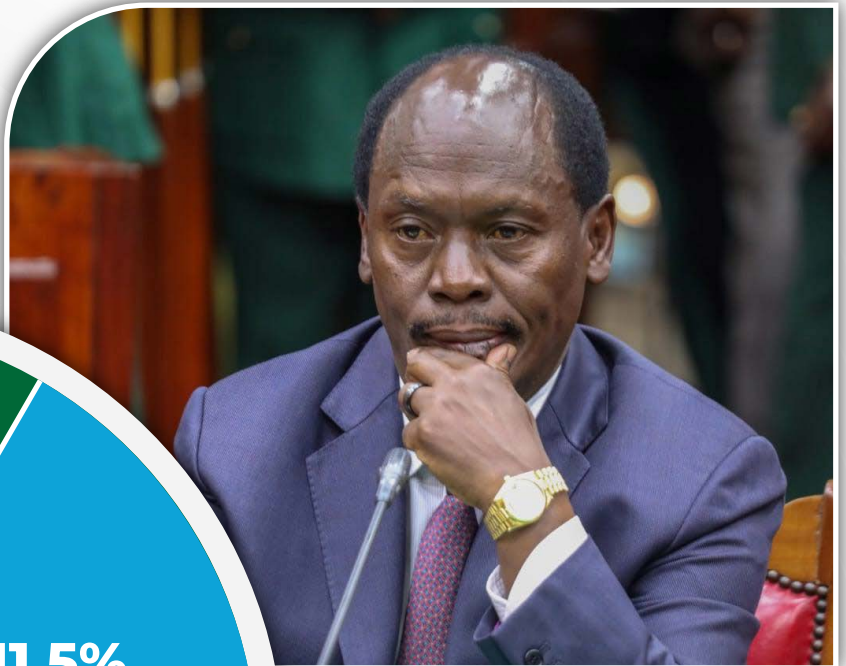
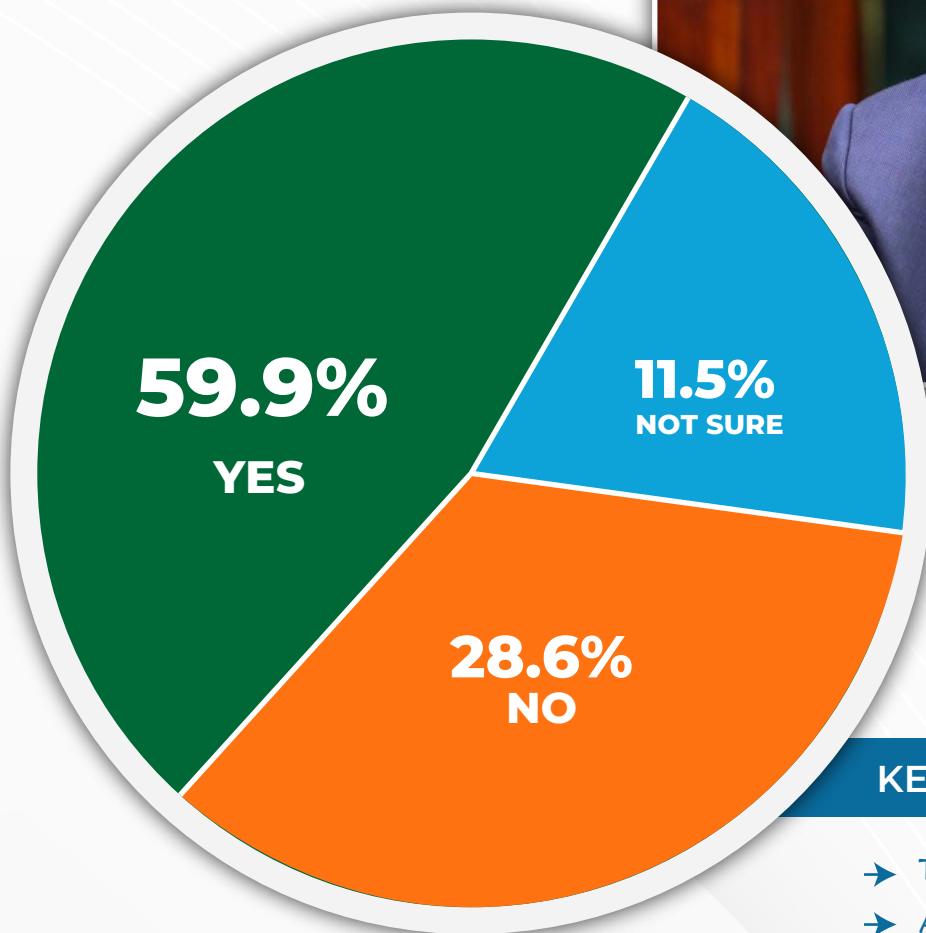
General confidence levels in Lee Kinyanjui's ability as a leader and CS for Trade and Industrialization



William Kabogo

Confidence to do job

Participants were asked about their confidence in William Kabogo's ability to perform exemplarily as the CS for Information, Communications & the Digital Economy

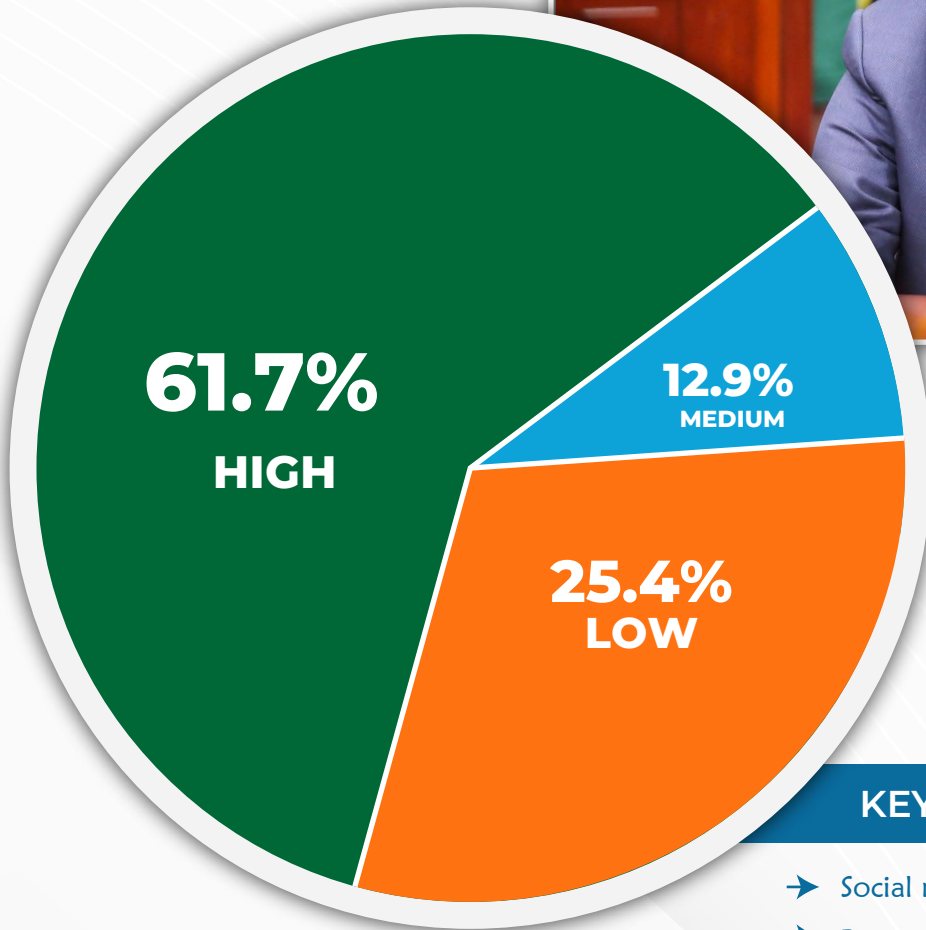
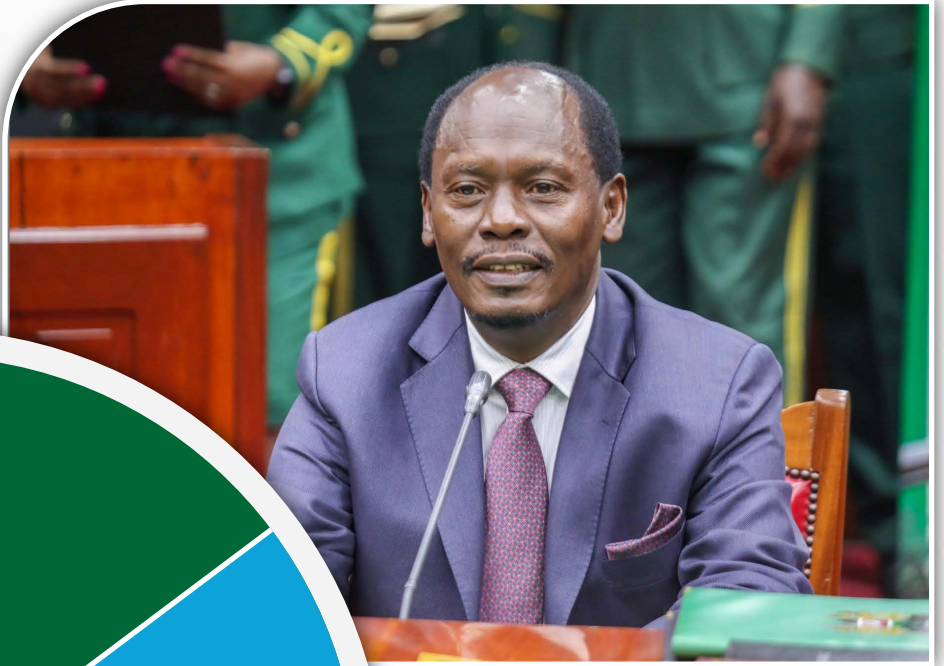
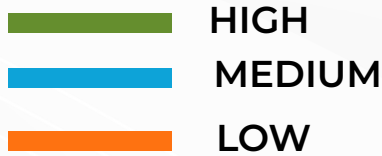


KEY POINTERS:

- Track record
- Academic and professional experience
- Political ambitions
- Conversance with ICT technologies and new media

Confidence in communication

Participants were asked about their confidence level in William Kabogo's ability to effectively communicate his ministry's plans, progress and milestones.



KEY POINTERS:

- Social media communication and engagement
- Press addresses and releases
- Likelihood of strengthening ministry's communication units

Politics/Cabinet work balance

Participants were asked about their confidence level in William Kabogo's ability to strike a balance between his constitutional duties as a Cabinet Secretary and his personal political ambitions so that neither influences the other at the expense of Kenyans.



62.7 %

26.9%

10.4%

HIGH

LOW

MEDIUM

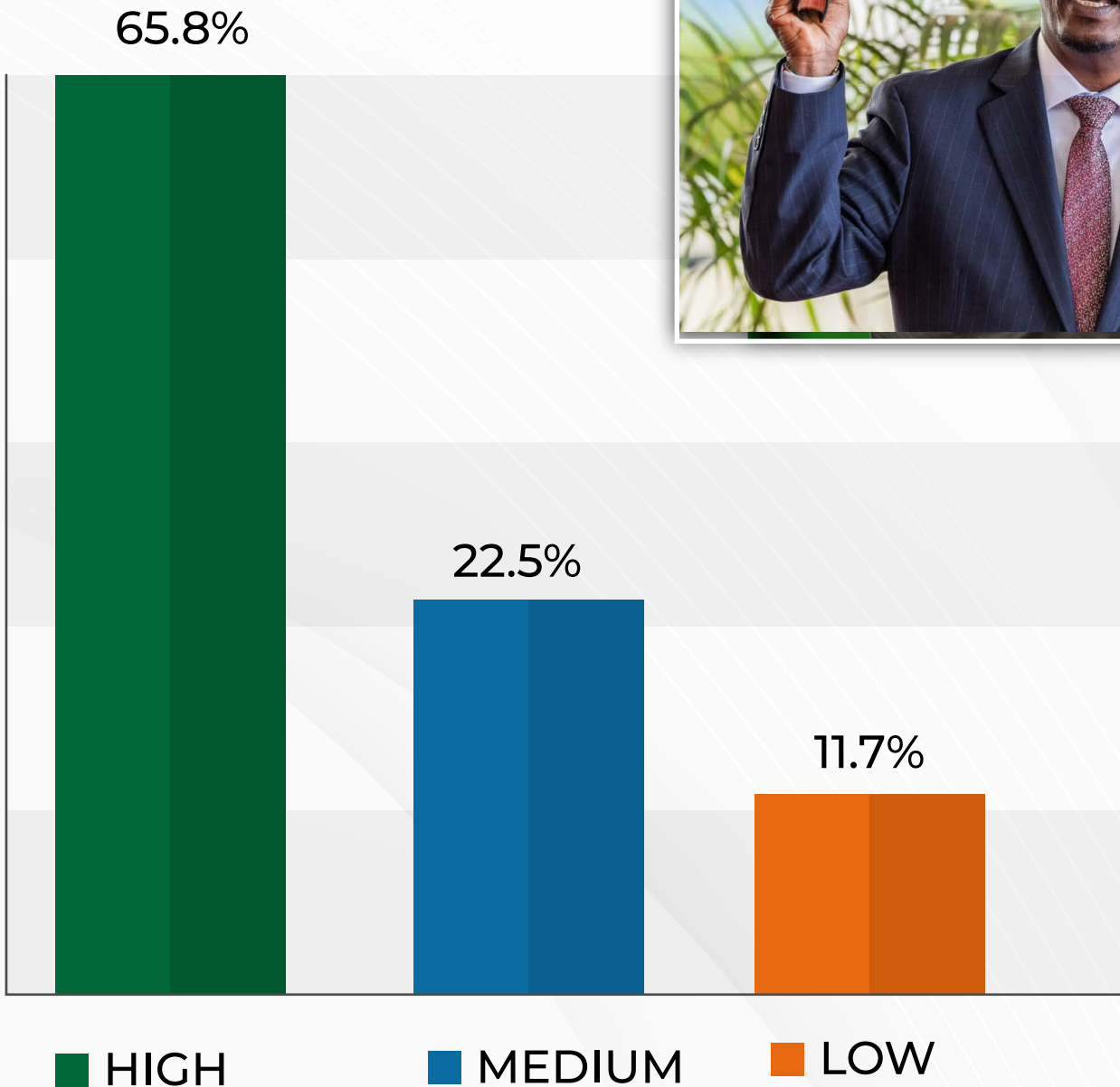


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Overall confidence in leadership

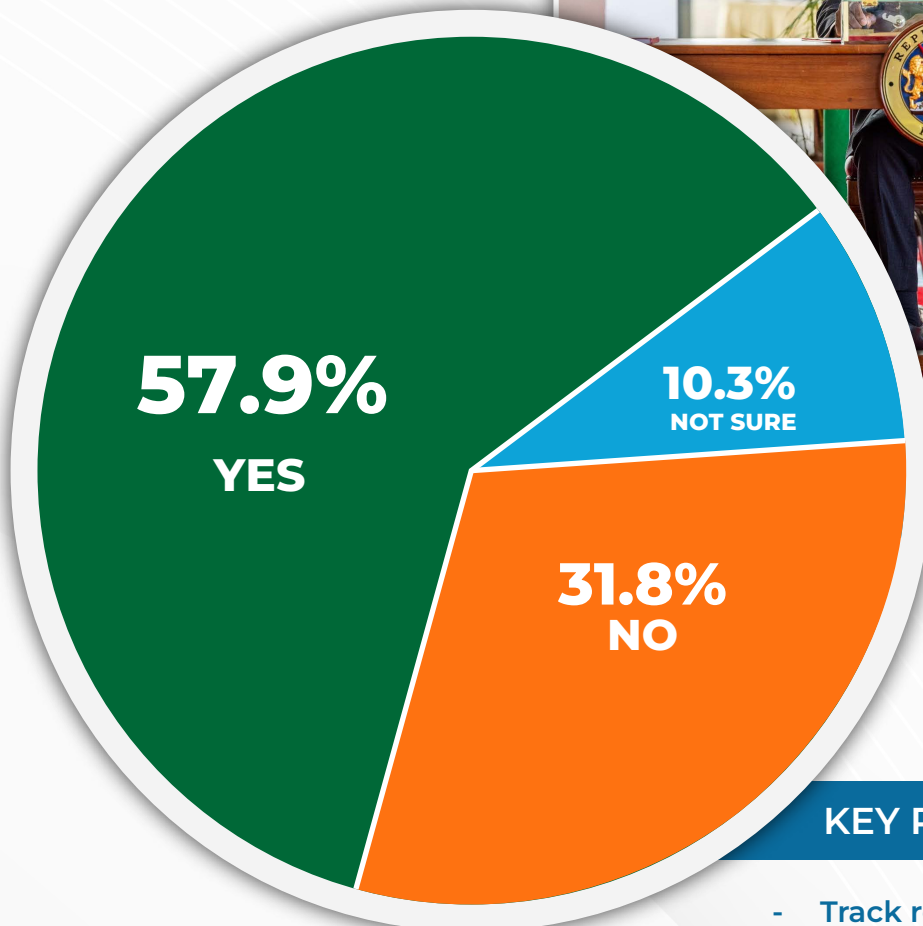
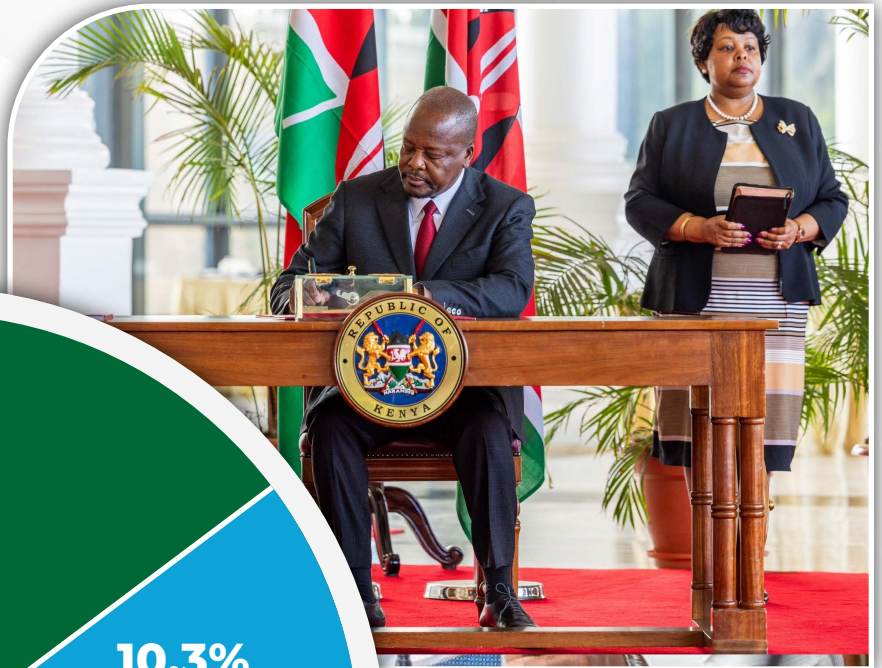
Participants were asked about their general confidence level in William Kabogo's ability as a leader and CS for Information, Communications & The Digital Economy



Mutahi Kagwe

Confidence to do job

Participants were asked about their confidence in Mutahi Kagwe's ability to perform exemplarily as the CS for Agriculture and Livestock Development of Kenya.

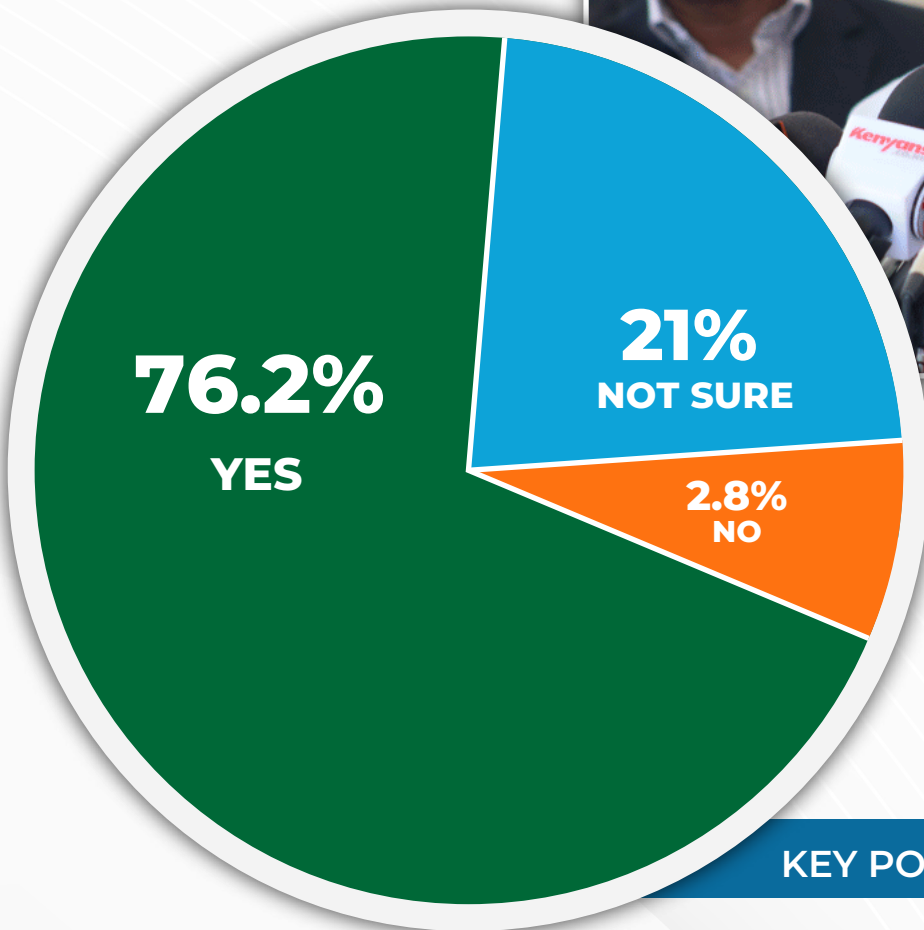


KEY POINTERS:

- Track record
- Academic and professional experience
- Political ambitions

Confidence in communication

Participants were asked about their confidence level in Mutahi Kagwe's ability to effectively communicate his ministry's plans, progress and milestones.



KEY POINTERS:

- Social media communication and engagement
- Press addresses and releases
- Likelihood of strengthening ministry's communication units

Politics/Cabinet work balance

Participants were asked about their opinion on Mutahi Kagwe's ability to strike a balance between his constitutional duties as a Cabinet Secretary and his personal political ambitions so that politics doesn't influence his work as a CS at the expense of Kenyans.



YES

NOT SURE

NO

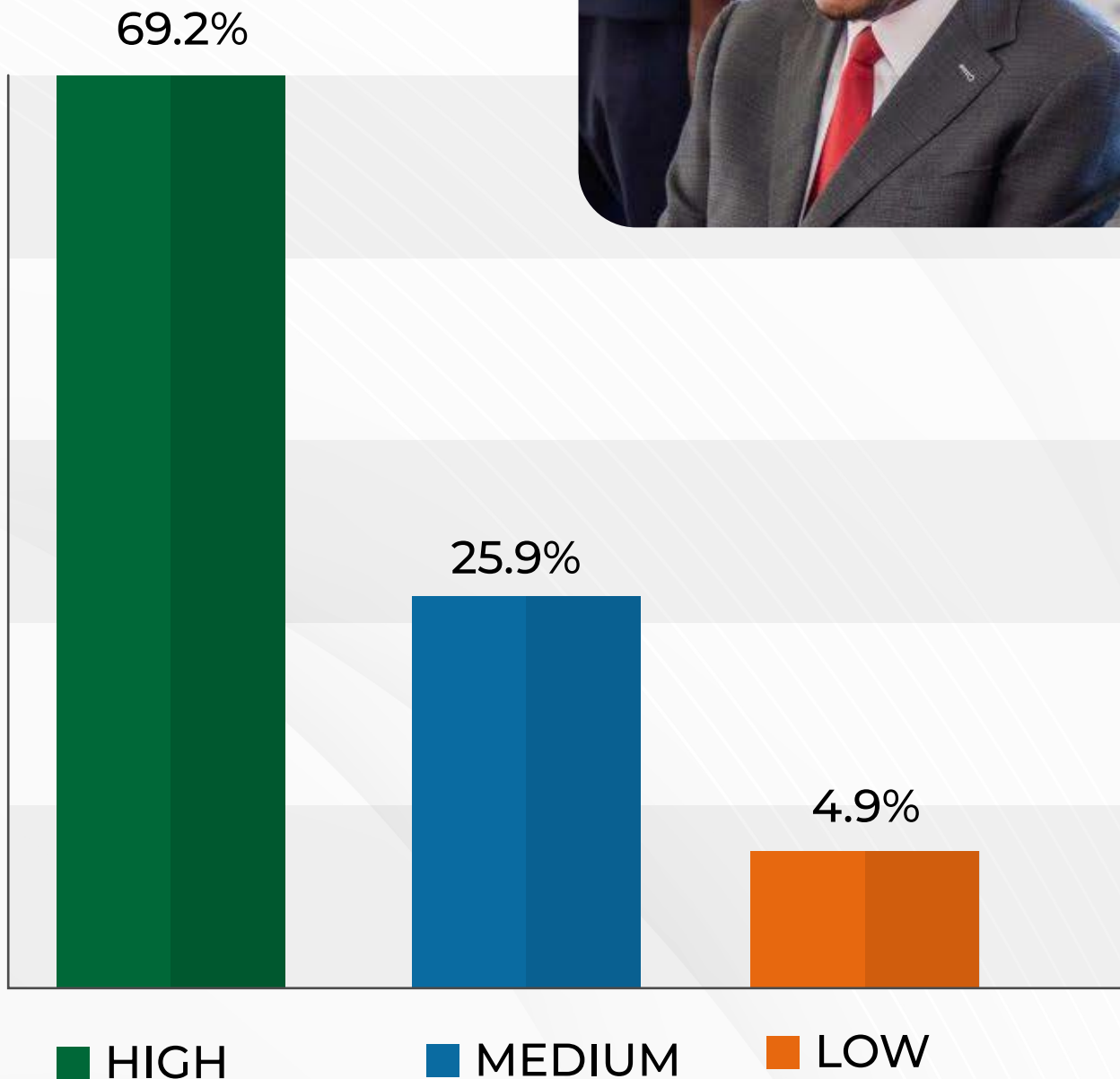
53.7%

29.4%

16.9%

Overall Confidence in leadership

Participants were asked about their general confidence level in Mutahi Kagwe's ability as a leader and CS for Agriculture and Livestock Development of Kenya.



POLITICAL IMPACT OF APPOINTMENTS

General Background

The recent high-level appointments by President Ruto have had varying impacts on the political landscape, especially within different regions of Kenya. The public perception of these appointments has influenced political dynamics, voter sentiments, and potential alignments ahead of future elections.

Regional and National Impact

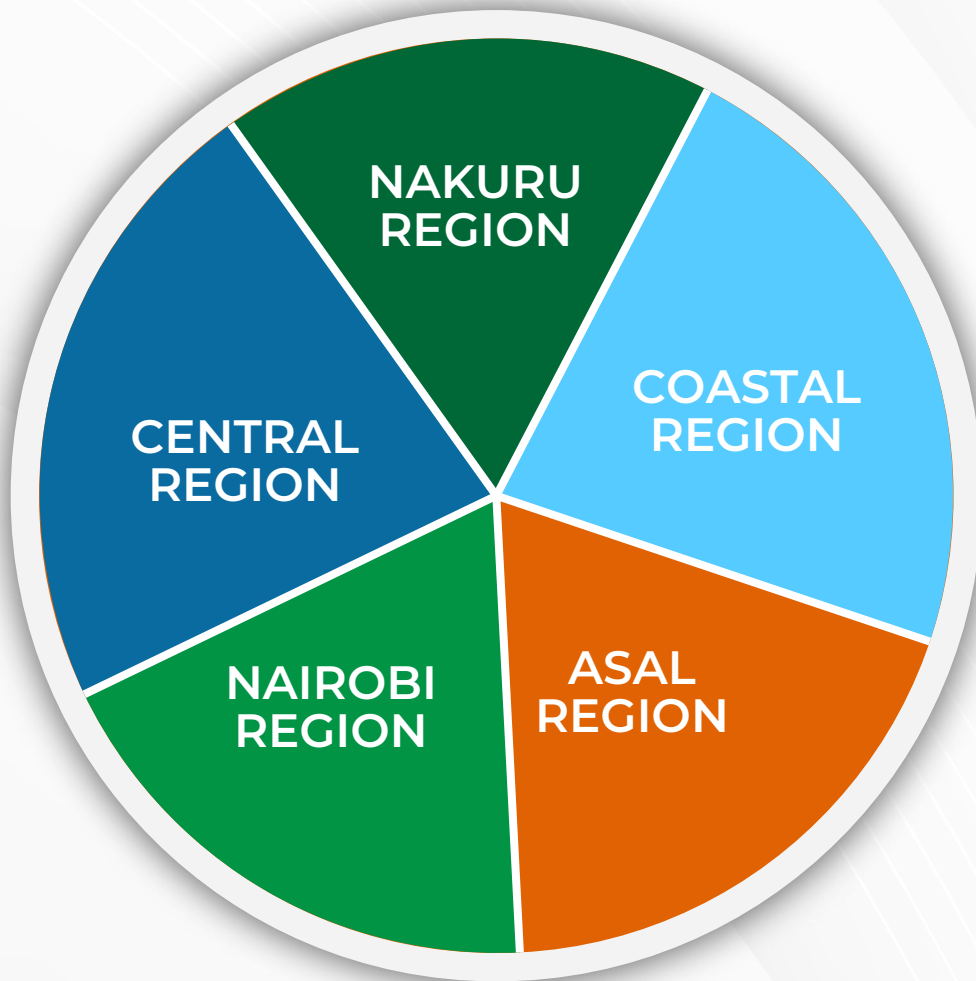
APPOINTEE	MT. KENYA REGION IMPACT	NATIONAL IMPACT
Lee Kinyanjui	Strengthened political influence in Nakuru; Increased support from business communities.	Elevated profile as a trade expert; Possible political comeback.
William Kabogo	Strengthened impact due to bold approach to political issues, mobilization skills; solidifies position as a top figure to safeguard region's political interests.	Criticism over leadership style; Public perception affected by online interactions.
Mutahi Kagwe	Mixed reception in rural Nyeri county which is also backyard to impeached Deputy President Rigathi Gachagua.	Mixed national reception due to past COVID-19 handling controversies.



GENERAL IMPACT OF RUTO'S RECENT APPOINTMENTS

How do these appointments influence political support?

Region	Change in Ruto's Support (%)
Central Kenya (Kabogo & Kagwe's base)	+10%
Nakuru County (Kinyanjui's base)	+8%
ASAL Regions (Pastoralist communities)	-5%
Coastal Regions (Trade & Port concerns)	-7%
Nairobi (Urban Youth, Tech Sector)	-12%



Sample Comments

Lee Kinyanjui



- ➔ "His tenure as governor was marked by significant infrastructure development in Nakuru."
- ➔ "Despite his election loss, he remains a respected figure in local politics."
- ➔ "Some residents believe his policies favored urban areas over rural communities."
- ➔ "We had been enjoying Kinyanjui's wise parables that were hitting Zakayo below the belt, but now that he's CS, his mouth is too full to give us those wise teachings. We miss the parables."

Mutahi kagwe



- ➔ "His leadership during the COVID-19 pandemic was both praised and criticized."
- ➔ "Allegations of mismanagement of COVID-19 funds have tainted his reputation."
- ➔ "His communication style was clear, but some felt it lacked transparency."
- ➔ "Admitting that Covid-19 pandemic was money-minting opportunity for the political class while Kenyans died should land him in jail, not a cabinet position."

William Kabogo



- ➔ "Arrogance nayo?"
- ➔ "You entered cabinet and found social media and you'll leave cabinet and leave social media."
- ➔ "Known for his assertive approach, which some interpret as arrogance."
- ➔ "His tenure as governor left mixed feelings among constituents."
- ➔ "Active on social media, often engaging directly with the public."
- ➔ " We like truthfull men in Mount Kenya"

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