

## Kenya's Opposition Leader Poised for a 60% Landslide Win

*DaMina's VERITAS Big Data Opaque Elections Model Accurately Called Nigeria's 2015 Vote*

DaMina Advisors's widely hailed VERITAS frontier markets synthetic big data elections forecast model predicts a landslide win for Kenya's veteran opposition leader Raila Odinga on August 8. Despite fears of widespread rigging, election day violence and heavy handed tactics by the incumbent, President Uhuru Kenyatta, aided by the country's security forces, Odinga's winning margins are likely to be so large nationally that any attempts at rigging will not efface the scale of his potential victory. DaMina's Veritas model forecasts Odinga to win about 60% of the vote. In 2013, Odinga won 55% of the countries electoral counties but lost the national vote. This time, Odinga is poised to win 65%-70% of country's 47 electoral counties to clinch a first round surprise victory. Odinga may yet surprise even his supporters and sweep nearly 60% of the first round vote, completely routing President Uhuru Kenyatta in the voter rich and much contested swing region – the Rift Valley, where the close contested will be ultimately decided.

	2009 Census for 2013 Polls	Elections Register @ Dec 2012	Elections Register @ Dec 2016	Change in Voter Register (2012-2016)	Province as % of New Total Voters	Valid Votes Cast - 2013	2013 Raw Uhuru Vote Tally	2013 Raw Odinga Vote Tally	2013 3rd Party Candidates Tally	Uhuru Margin in 2013 Polls	Likely Uhuru 2017 Margin	DaMina VERITAS Forecast Vote Uhuru - 2017	DaMina Forecast Vote Odinga Tally - 2017
Rift Valley	10,006,805	3,373,853	3,757,776	383,923	25%	3,003,611	2,188,422	707,481	101,216	73%	50%	1,690,999	1,690,999.20
Eastern	5,668,123	2,092,883	2,363,156	270,273	18%	1,788,934	848,235	881,455	59,244	47%	35%	744,394	1,382,446.26
Nyanza	5,442,711	1,954,756	2,226,671	271,915	18%	1,724,685	181,961	1,508,776	19,548	11%	5%	100,200	1,903,803.71
Central	4,383,743	2,190,477	2,398,815	208,338	14%	2,004,370	1,895,075	84,010	25,285	95%	95%	2,050,987	107,946.68
Western	4,334,202	1,434,987	1,616,518	181,531	12%	1,197,632	66,185	755,525	375,922	6%	2%	29,097	1,425,768.88
Coast	3,325,307	1,164,083	1,198,216	34,133	2%	808,679	158,083	612,057	38,539	20%	8%	86,272	992,122.85
Nairobi	3,138,369	1,778,903	1,868,551	89,648	6%	1,398,476	659,490	691,156	47,830	47%	35%	588,594	1,093,102.34
North Eastern	2,310,757	292,348	376,818	84,470	6%	292,348	175,032	98,802	18,514	60%	46%	156,003	183,133.55
<b>TOTALS</b>	<b>38,610,017</b>	<b>14,282,290</b>	<b>15,806,521</b>	<b>1,524,231</b>		<b>12,218,735</b>	<b>6,172,483</b>	<b>5,339,262</b>	<b>686,097</b>			<b>5,446,545</b>	<b>8,779,323.45</b>
							<b>50.52%</b>	<b>43.70%</b>	<b>5.62%</b>			<b>38%</b>	<b>62%</b>

The key province to watch ahead of the August 8 poll is Kenya's Rift Valley. It remains the country's major electoral 'swing' province and home to almost 25% of the electorate, making it the terra firma of the entire election. The Rift Valley has registered 25% of Kenya's new voters for the 2017 polls. The Rift Valley is 32% of the total land area of Kenya, but has a very low population density of just about 55 people per square kilometer compared to Nairobi at over 4,500 for the same square footage. Yet, this sparsely populated province, which has 14 counties, remains the key battleground for the 2017 poll. In 2013 Kenyatta picked the popular MP for Eldoret North Constituency and former Minister of Agriculture, William Ruto. Together they went on to win over 70% of the Rift Valley vote, propelling both to national victory. In 2017 Kenyatta will not win the same super high margins in the Rift Valley. Continued tensions between the Moi family represented by former President Daniel Arap Moi's son, Senator Gideon Moi and Ruto have scuttled any plans for the president to recreate his winning coalitions in the Rift Valley. DaMina's model forecasts that this time Kenyatta may win about 50% of the vote in the Rift Valley or even less, effectively dooming his reelection prospects. In 2017, one of every four new voters will come from the Rift Valley, DaMina models expect a majority of these voters to cast their votes for Odinga, or at worse split their votes.

Beyond the Rift Valley, economic anxieties will likely underpin a big shift in the large urban areas of Nairobi and Mombasa towards Odinga, and away from Kenyatta. In 2013, Odinga won 71% of the Mombasa vote, this time he may win over 80%. In 2013 Odinga barely beat Kenyatta in Nairobi, by a 3 point margin of 49%:47%. This time with rising inflation, stagnant wage growth and high real interest rates, Kenyatta is likely to drop by at least 10% points in voter popularity, with Odinga winning Nairobi strongly. Even if the two split the Nairobi vote 50:50, Odinga will still win the national vote by a landslide. In the western province in 2013 3<sup>rd</sup> party opposition leader Musalia Mudavadi took 31% of the vote and together with other 3<sup>rd</sup> party candidates went on to win a total national tally of almost 700,000 votes or about 6%. This time there are no major strongly ethnically backed 3<sup>rd</sup> party candidates and Mudavadi has thrown his support behind Odinga. In 2013, had Odinga won the outright support of Mudavadi the final election tally would have split almost 50:50. This time Odinga is poised to sweep the western province by a margin of almost 90%. Apart from Central province, the homelands of Kenya's Gikuyu ruling classes, where Kenyatta may get nearly 100% of the vote, Odinga may yet sweep all the remaining provinces. In 2013, even though Odinga lost the final tally, he carried a majority of counties. In 2017, Odinga will likely carry a super majority of counties to clinch the presidency on August 8 for a first round surprise victory.

*DaMina Advisors's proprietary Veritas big data synthetic frontier markets forecast model uses statistical variations calculated on changes in new voter demographics, volatilities around turnout, and ethnographic as well as economic data to simulate likely election results in opaque frontier markets where random scientific telephone phone surveys are unreliable and biased. The DaMina Veritas model relies on traditional psychological assumptions that over time party voting patterns and preferences in any defined geo-political voting area remain largely consistent over generations, and differ only slightly from election to election in terms of voter turnout, new voters and slight changes in the heteroscedasticity of voter preferences for particular outstanding candidates and platforms. Kenya's 2017 poll has not outstanding platforms, except the widespread desire for change.*

*DaMina's Veritas model accurately predicted the outcome of several closely contested elections in Africa, most recently Nigeria's 2015 poll, which saw incumbent President Goodluck Jonathan lose to longtime opposition leader General Muhammadu Buhari. The DaMina opaque voter forecast models have also had previous successes in accurately predicting the outcome of keenly contested polls in Zambia, La Cote d'Ivoire, Ghana and Papua New Guinea.*

-----

*DaMina Advisors is a preeminent Africa-focused independent frontier markets risk research, due diligence and Africa M&A transactions consulting and strategic advisory firm. DaMina Advisors is legally registered and has offices in the US, Canada, The UK and Ghana. DaMina is headquartered in Toronto.*

Follow us on Twitter  @DaMina\_Advisors

**Contact:** Stephanie Dei  
Corporate Affairs & Media  
[Stephanie@daminaadvisors.com](mailto:Stephanie@daminaadvisors.com)  
Tel: +1 647 808 9671

---

EUROPE	AFRICA	AMERICAS	CANADA (HQ)
3 Abercorn Mansions 17 Abercorn Place London NW8 9DY	10 Abokobi Road East Cantonments, Accra Ghana, West Africa	55 Fifth Ave, Suite 1702, NY 10003 New York	90 Burnhamthorpe Road West, Suite 1208 Mississauga, Ontario, Canada

Tel: +1 647 808 9671/ +1 416 276 1997  
E-mail: [info@daminaadvisors.com](mailto:info@daminaadvisors.com)