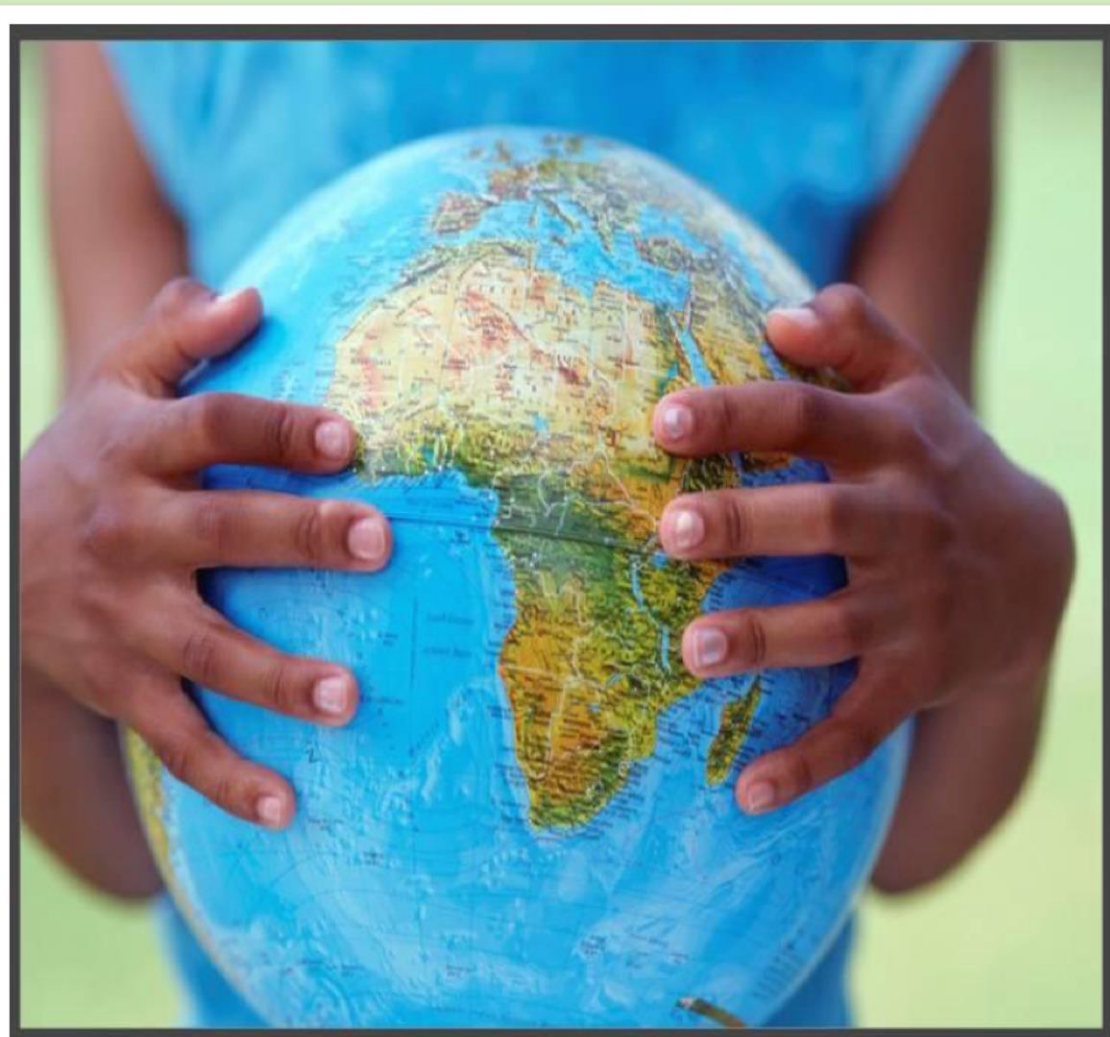


INFOTRAK VOICE OF THE PEOPLE POLL

MARCH 2016



**CONDUCTED MARCH
6TH -10TH 2016**



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TRUST OF KEY INSTITUTIONS

POPULARITY OF KEY POLITICAL LEADERS

**POLITICAL PARTY /COALITION
POPULARITY**

- ❑ The poll was conducted between **6th and 10th March 2016**;
- ❑ A sample of 1800 respondents was interviewed to represent Kenya adult population of 19,483,435 translating into a margin of error +/-2.31 at 95% degree of confidence.
- ❑ Using the 2013 voter register, the sample was designed using Population Proportionate to Size (PPS) and mainly entailed;
 - Use of stratification to ensure all former 8 regions/provinces are covered
 - Use of Simple random sampling to select 26 counties
 - Ensuring further distribution by age and gender
 - Ensured that every person in the sampled area had a known chance of being selected
- ❑ Data was collected through Computer Assisted Telephone Interviews
- ❑ Data processing & analysis was done using SPSS
- ❑ The questions asked to the respondents are highlighted under each graphic presentation

Sampling Frame

REGION	% OF TOTAL SAMPLE	SAMPLE ALLOCATION
COAST	8.8%	158
NORTH EASTERN	4.8%	86
EASTERN	14.9%	269
CENTRAL	13.1%	236
RIFT VALLEY	24.6%	444
WESTERN	10.2%	183
NYANZA	13.1%	236
NAIROBI	10.5%	189
TOTAL	100%	1800

LEVEL OF TRUST ON KEY INSTITUTIONS

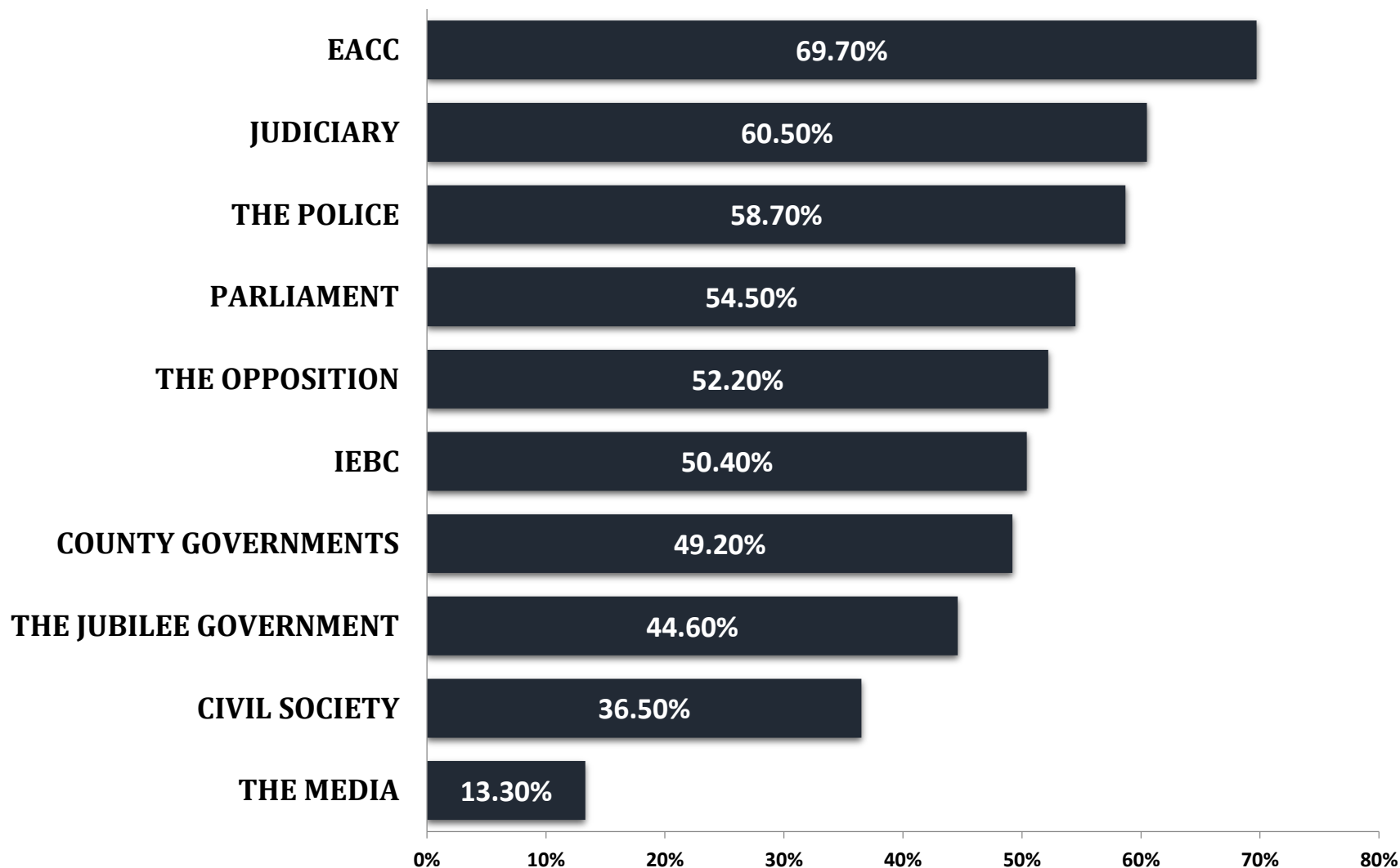


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Majority of Kenyans have little to no trust in institutions that will be critical in ensuring that the 2017 elections are free and fair.

Finding 1

KEY INSTITUTIONS LEVEL OF LITTLE TO NO TRUST



Trust of Key Institutions

KEY INSTITUTIONS	NO TRUST AT ALL	LITTLE TRUST	SOME TRUST	A LOT OF TRUST
THE MEDIA	4.7%	8.6%	22.0%	64.7%
CIVIL SOCIETY	12.4%	24.1%	31.8%	31.8%
THE JUBILEE GOVERNMENT	27.0%	17.6%	24.0%	31.3%
COUNTY GOVERNMENTS	26.5%	22.7%	26.6%	24.2%
IEBC	30.6%	19.8%	25.9%	23.8%
THE OPPOSITION	30.9%	21.3%	25.5%	22.3%
SENATE	28.6%	25.9%	26.6%	18.9%
THE POLICE	33.8%	24.9%	22.2%	19.1%
JUDICIARY	33.6%	26.9%	24.8%	14.6%
EACC	47.2%	22.5%	20.0%	10.3%
OVERALL	27.5%	21.4%	24.9%	26.1%

What is your level of trust on the following institutions: Would you say you have a lot of trust, some trust, little trust, or no trust at all

For elections to be free and fair, the following conditions must unequivocally apply:

1. There must be freedom of speech and freedom to run political campaigns without fear of harassment or intimidation; **For this to happen the Police and Judiciary must be impartial and fair. 59% of Kenyans have little to no trust in the Kenya Police.**
2. There must be freedom of the press, including print and broadcast media; Government must not be seen to arm twisting media; Opposition candidates and parties must have reasonable access to media; Media must not be seen to be favouring one party or tilting its news in favour of one side. Luckily, the Kenyan media is the most trusted institution. **87% of Kenyans have some to a lot of trust in the media pointing to the need for the media to continue upholding public trust by doing their work professionally.**
3. The constitution must ensure that elections are held within stipulated time. The constitution must not be manipulated to suit selfish whims of politicians or government. **56% of Kenyans have little to no trust in parliament which is mandated with legislation. Parliament must work harder to gain public trust.**

4. It must be easy for people to register and cast their votes; and the votes must counted honestly and accurately. **Half of Kenyans have little to no trust in the IEBC. This seems like a precarious situation for the institution to be in sixteen months to a general election.**
5. The Judiciary must be seen to be impartial and free to do its work. Those aggrieved in the elections must believe that their cases if taken to court will receive fair judgment. The country must be confident that the judiciary when tasked with sensitive election petitions will administer fair justice. **In this survey, other than the EACC, the judiciary is the second most distrusted public institution. 61% of Kenyans currently have little or no trust in the Judiciary.**
6. Other key institutions like the Jubilee government, the opposition, the county governments also have to work on their trust levels. **Those who have little to not trust in government at 45% are lower than those who feel the same about the opposition at 52%.** The opposition need to work harder to gain public trust. Jubilee need to consolidate and improve the base of those who trust government
7. Civil Society was the second most trusted institution after the media. Their critical role in agitating for public good must be heightened/boosted in the coming months before the general elections

- With the level of mistrust of key institutions required for credible free and fair elections at such high levels it may behove on the citizenry to ask: **Is Kenya really ready for the 2017 elections?**
- On a positive note, that the Jubilee government is perceived by a majority; 55% of Kenyans as trustworthy the onus is on the President to ensure that he steers the country in the right direction through mechanisms that will result in a free and fair election. Kenyans seem to trust him and his government at least more than they trust other institutions.

POLITICAL PARTY POPULARITY

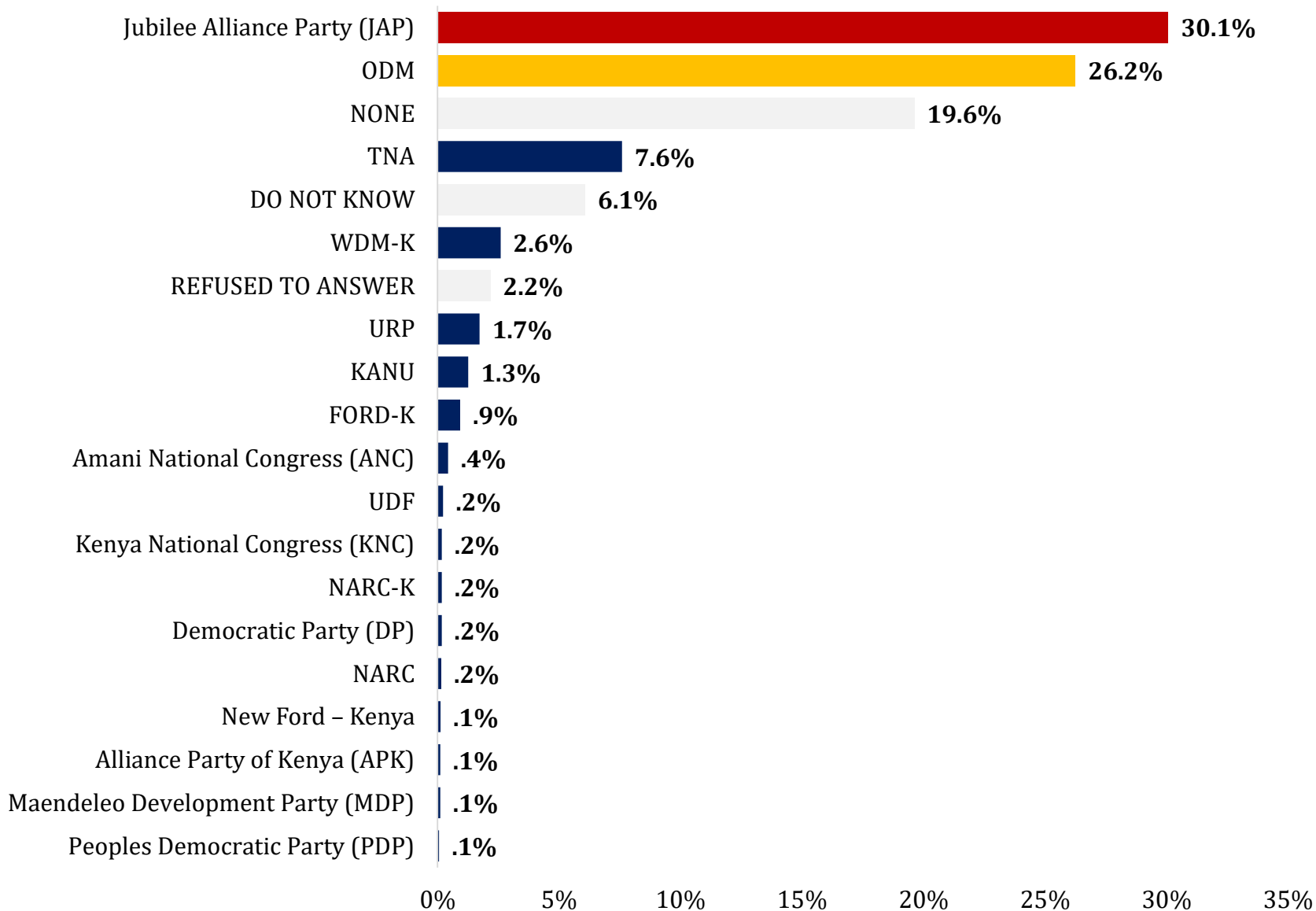
Which political party do you feel closest to?



The Jubilee Coalition is currently more popular than the CORD coalition. The recently launched Jubilee Alliance Party seems to have taken root and currently leads ODM in popularity at 30% against 26%.

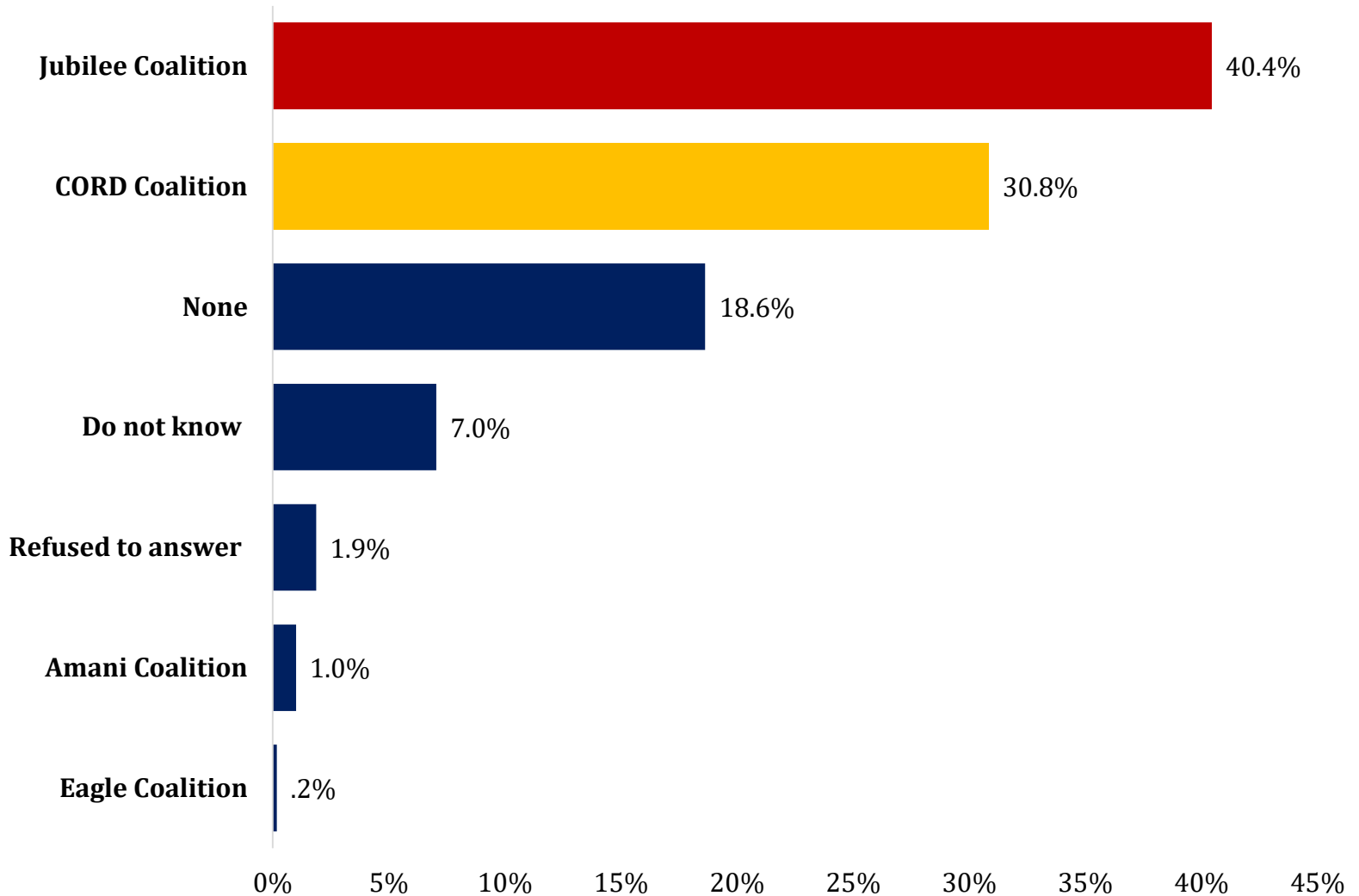
Finding 2

Which political party do you feel closest to?



[illegible]

Which political coalition do you feel closest to?



- The recently launched Jubilee Alliance Party has overtaken ODM as the singular most popular party. JAP currently commands 30% popularity in comparison to ODM's 26%.
- An analysis of Coalition support reveals that Jubilee has 10% more support than CORD.
 - **Jubilee commands support in four out of the eight regions of Kenya namely: Central, Rift Valley, North Eastern and Nairobi.**
 - **CORD on the other hand currently commands support in three regions; Coast, Nyanza and Western.**
- Owing to the strong presence of both CORD and Jubilee in Eastern, the region currently sits as a swing region.
- Jubilee seems to have made noticeable strides/inroads at the Coast and Western and Nairobi. It is these strides that have resulted in their overall improved popularity rating overall.
- The merging of the Jubilee Coalition parties in Jubilee Alliance Party has also resulted:
 - Reduction to negligible levels in popularity of URP overall but most significantly in Rift Valley.
 - TNA still has 8% support nationally.
- Only two political parties have support that cuts across all regions and thus are symbolic of national appeal. These are Jubilee Alliance party and ODM.

Political leaders Popularity

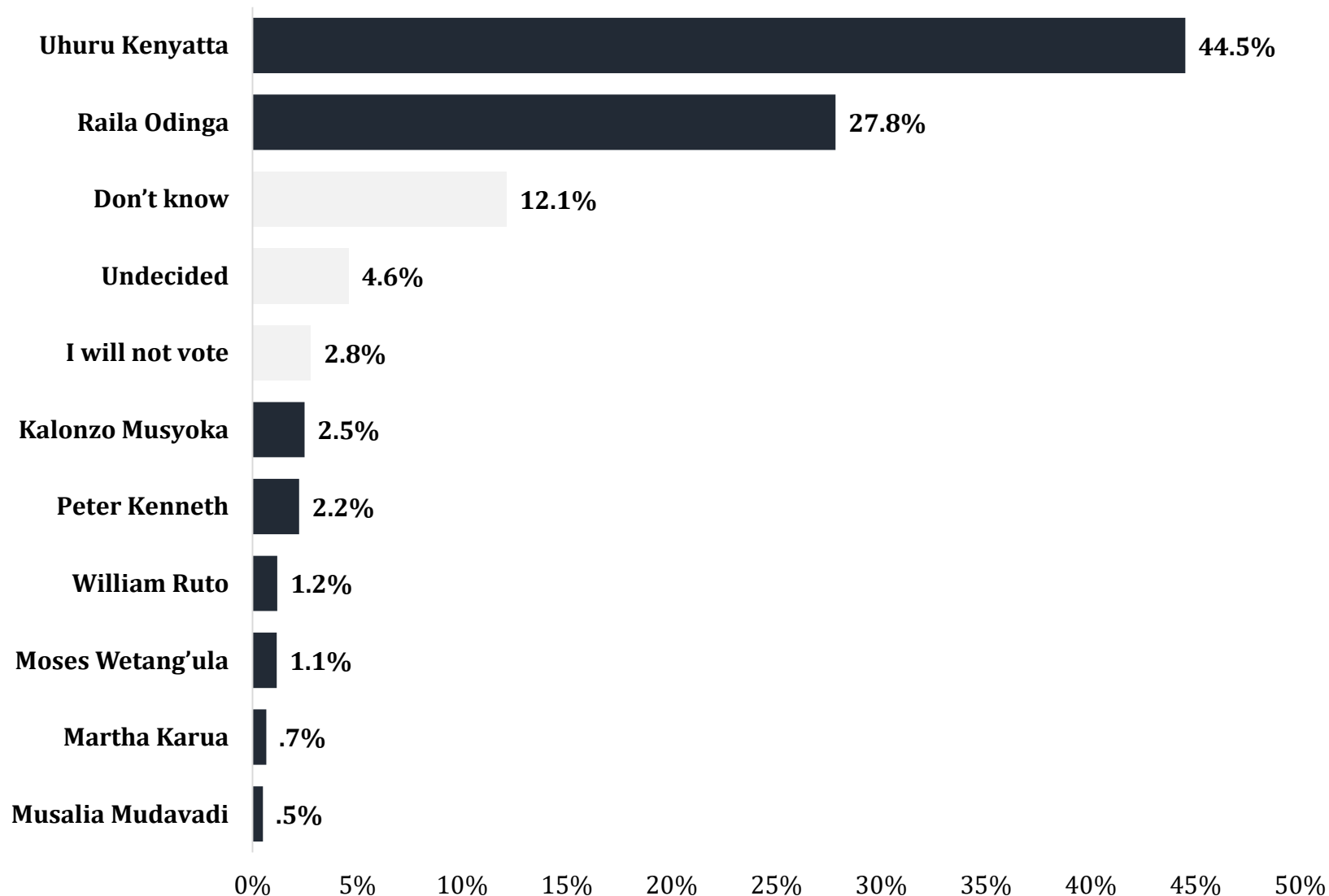


Uhuru Kenyatta and Raila Odinga are the two most popular leaders in Kenya. The president clearly leads the popularity pack with rating of 45%. Raila follows with 28%

Finding 3

- Uhuru is still the most popular leader with 45% popularity. He is followed by Raila who has 28% popularity. These are by far the two most popular leaders in Kenya currently.
- 20% of Kenyans are either undecided on who their popular leader is or claim they have no interest in voting.
- Kalonzo Musyoka and Peter Kenneth have almost a tie in popularity at 2.5% and 2.2% respectively
- Similarly, both William Ruto and Moses Wetangula have the same support at approximately 1%.
- Martha Karua and Musalia Mudavadi have less than 1% popularity.
- **It is important to note that the gauge for popularity here is based on asking respondent to hypothesise if elections were held today, and determine who they should vote**

If presidential elections were held today, who would you vote for as president?



[illegible]



If elections were held today, 89% of Jubilee supporters would elect Uhuru while 77% of CORD supporters would elect Raila.

Finding 4

- Uhuru is still the most popular leader within the Jubilee Coalition. Indeed 89% of Jubilee supporters would vote for him as president if elections were held today.
- Raila is the most popular leader within the CORD coalition. 77% of CORD supporters would vote for him as president if elections were held today.
 - 7% of CORD supporters would vote for Kalonzo while 2% would vote for Moses Wetangula. Considering that both parties have launched their presidential bids, it may point to the fact that it's still early times yet to be launching bids of this nature?
- Interestingly 6% of CORD supporters would vote for Uhuru. On the flip side 3% of Jubilee supporters would vote for Raila while 2% would vote for William Ruto.
- Supporters of the coalitions that ceased to be very active like Amani and Eagle seem to have transferred their support to either Uhuru or Raila in addition to their key luminaries ie Peter Kenneth and Musalia Mudavadi

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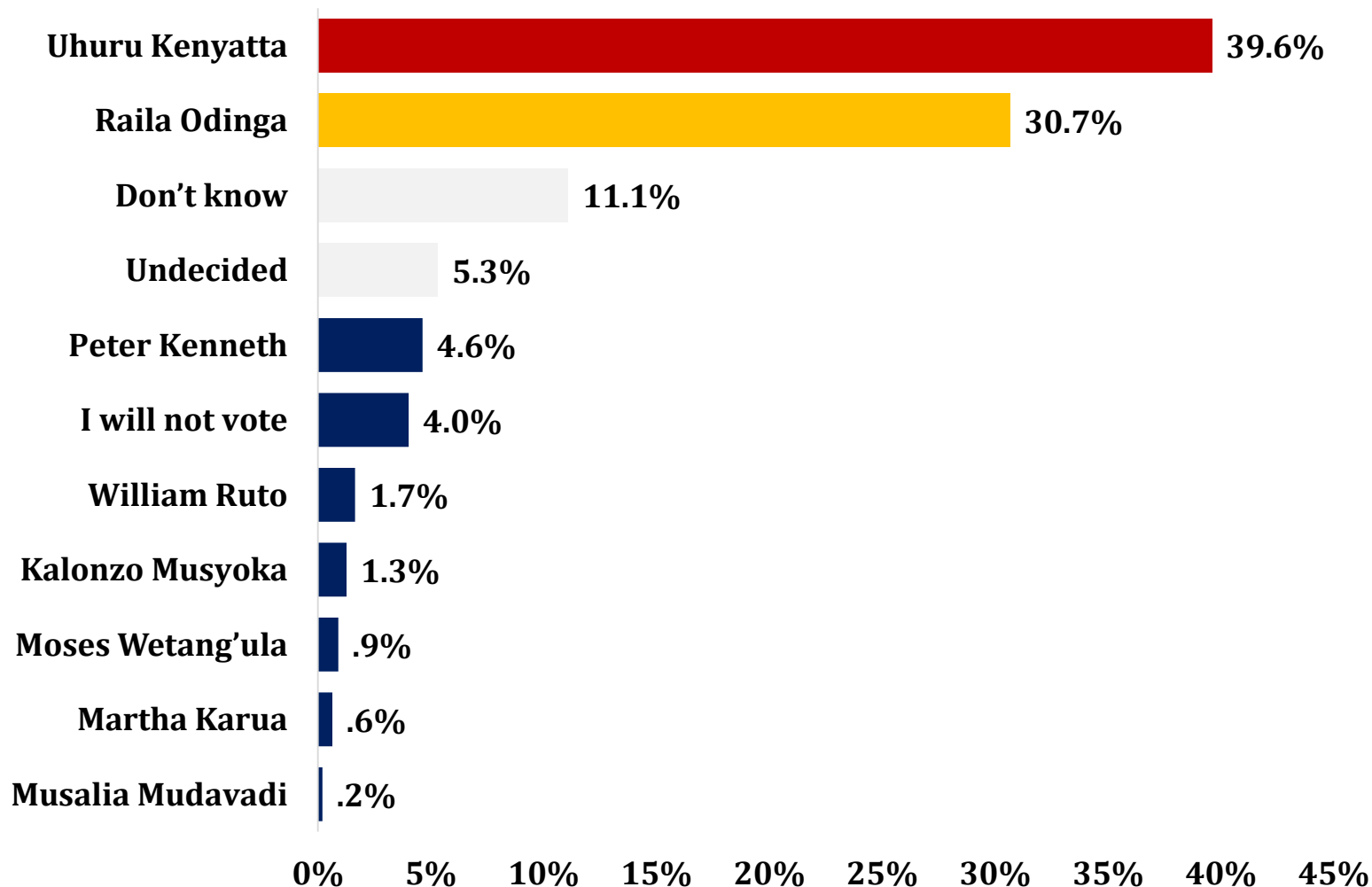
**POTILICAL LEADERS
POPULARITY AMONGST
YOUTH UNDER 30 YEARS**



Uhuru Kenyatta and Raila Odinga are the two most popular leaders among the youth under 30 years. While Uhuru has 40% popularity amongst youth, Raila has 31%.

Finding 5

Political leaders popularity amongst youth under 30 years



If presidential elections were held today, who would you vote for as president; Amongst Youth under 30 years?

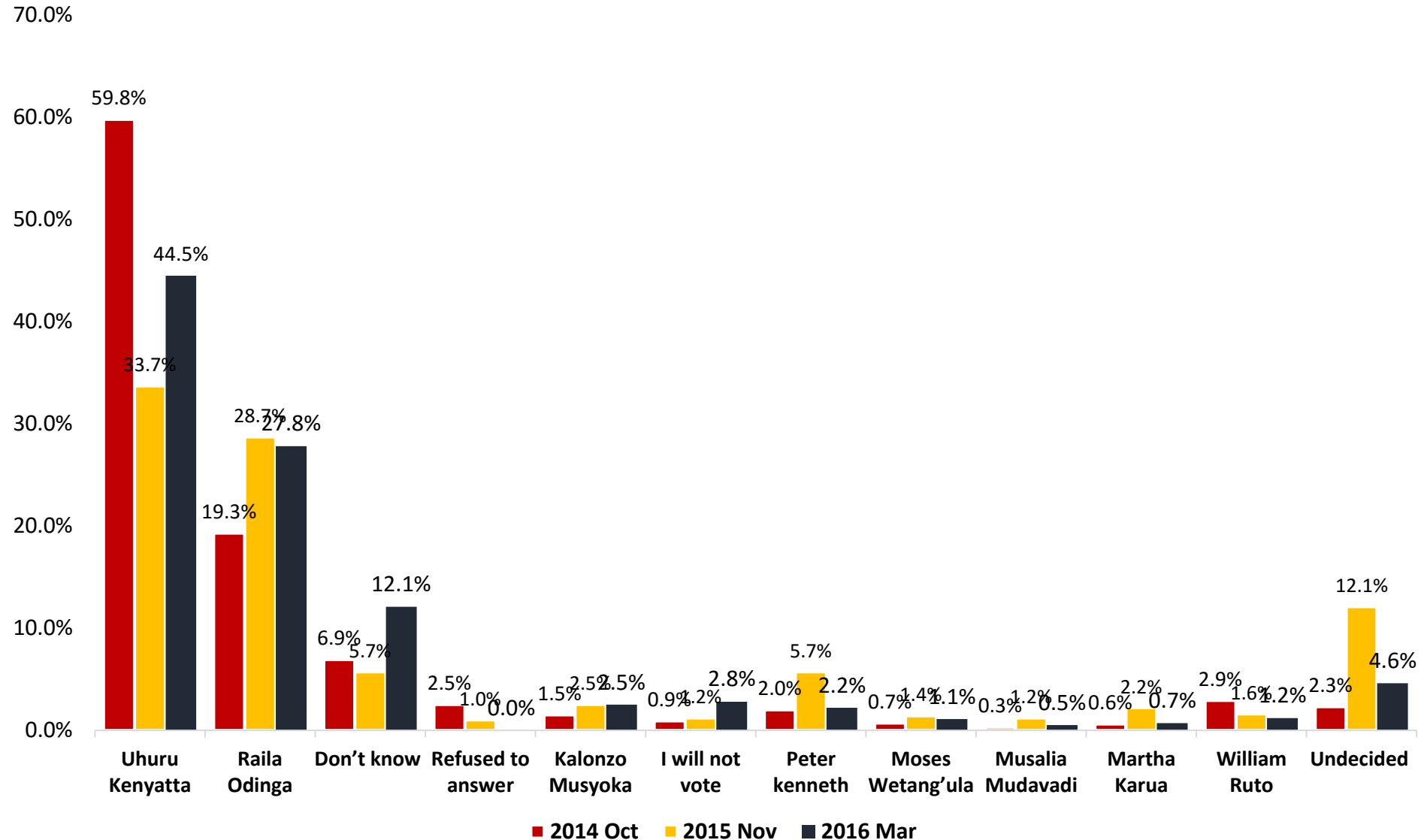


A trend analysis indicates that Uhuru while not as popular as he was in 2014, has regained some of the popularity he lost late last year when his government was marred with corruption allegations. In October last year Uhuru's popularity dropped from 60% to 34%. It has now increased to 45%. Raila's popularity jumped from 19% in 2014 to 29% in 2015 and has remained the same in March .

Finding 6

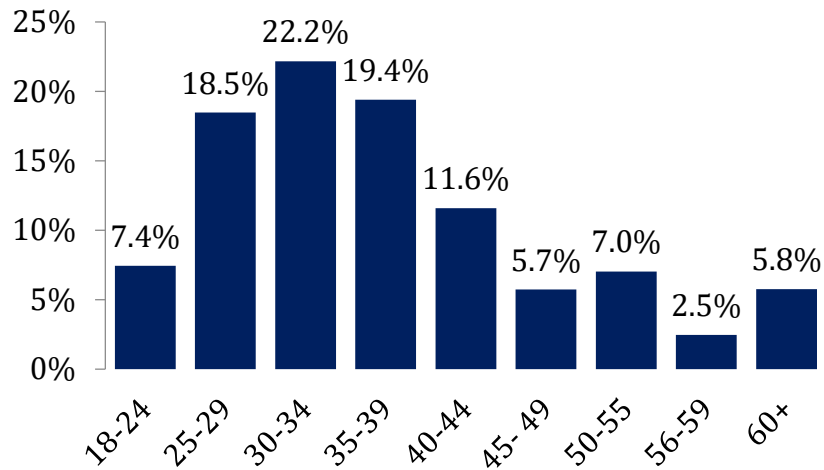
Political Leaders popularity trends Oct 2014-Mar 2016

If presidential elections were held today, who would you vote for as president?

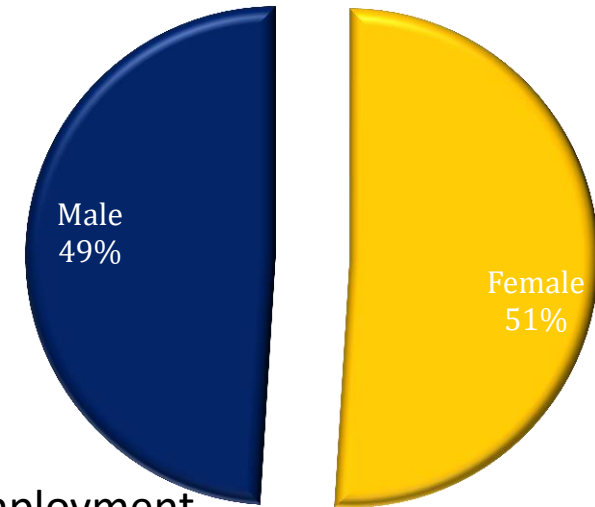


DEMOGRAPHICS

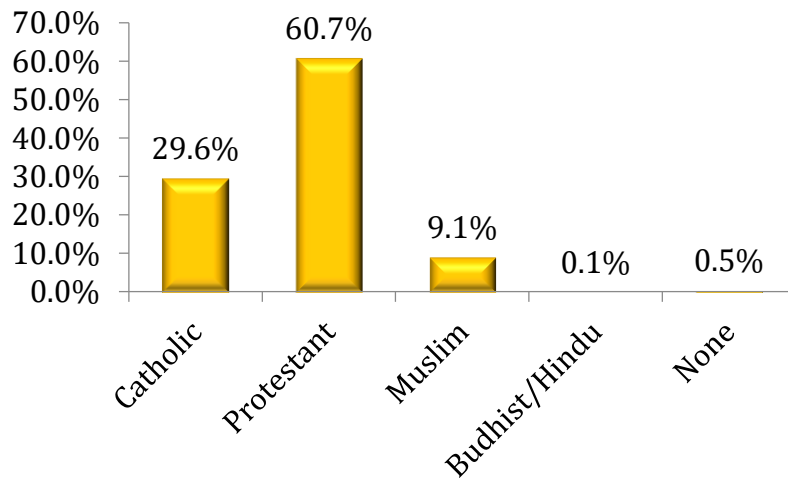
Age



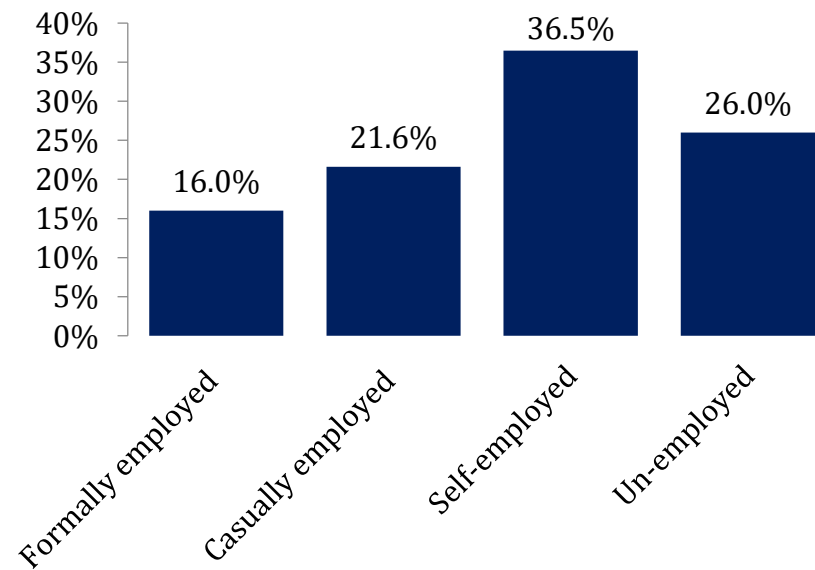
Gender



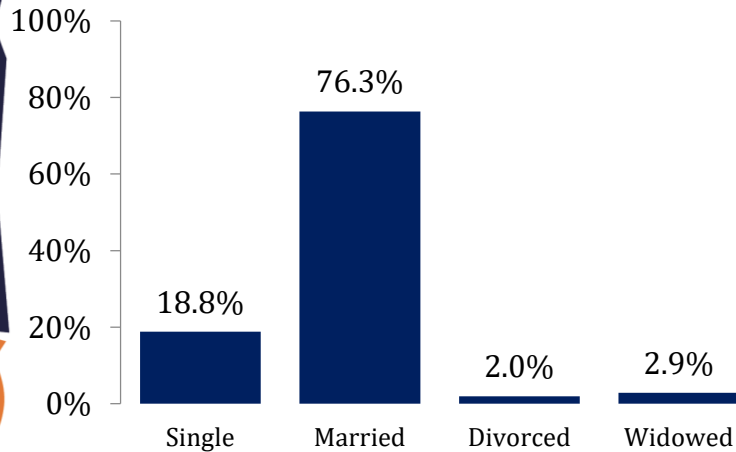
Religion



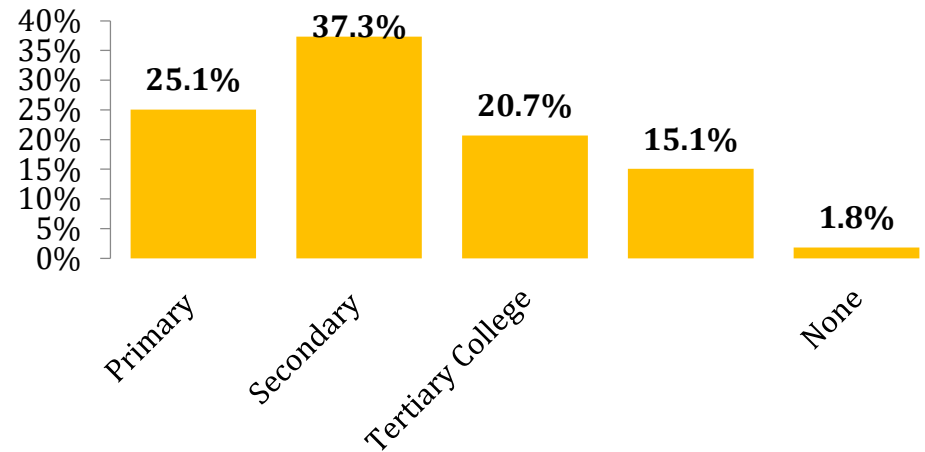
Employment



Marital status



Gender



Employment status

