



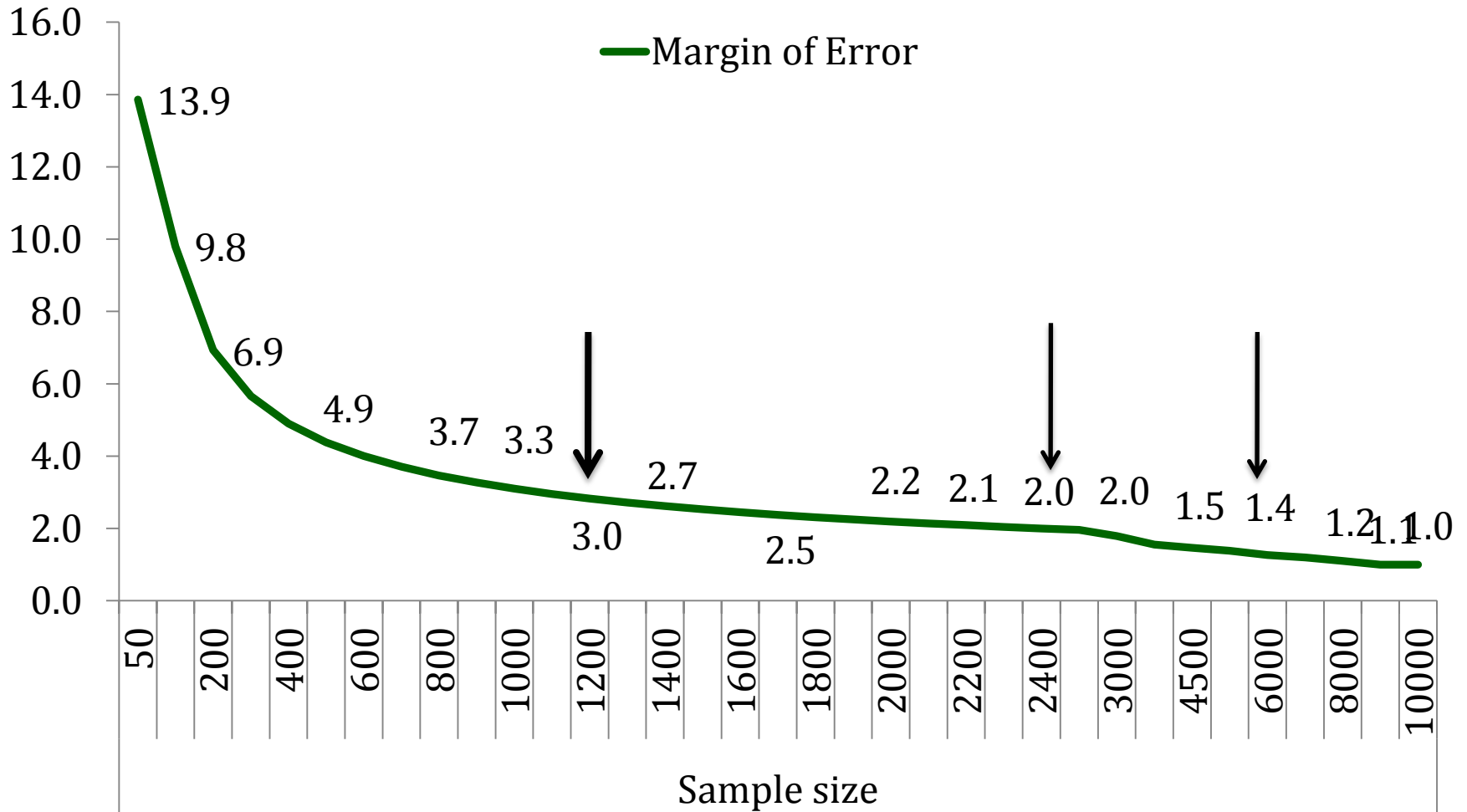
Infotrak Popularity Poll November 2012

Prepared By Infotrak Research & Consulting
P.O Box 23081,00100 GPO Nairobi
Manyani East Rd , Lavington
www.infotrakresearch.com



- ❑ The poll was conducted and sponsored by Infotrak Research & Consulting between 29th October to 1st November, 2012
- ❑ A sample of 1500 respondents was interviewed to represent the Kenyan adult population of 19,462,358 translating into a minimum margin of error of $-/+ 2.53$ at 95% degree of confidence. The survey was conducted in half of the 47 counties of Kenya
- ❑ Using the 2009 Kenya Population & Housing Census as the sample frame, the sample was designed using Population Proportionate to Size (PPS) and mainly entailed;
 - Use of stratification, random and systematic sampling in drawing regions to be covered
 - Ensuring further distribution by area, age and gender
 - Using the Constituencies as the key administrative boundary
 - Ensured that every person in the sampled area had a known chance of being selected
- ❑ Fieldwork was using face to face interviews
 - 25% of the interviews were back checked for quality control purposes and data entered twice for validation purposes
- ❑ Data processing & analysis was carried using CS-Pro and IBM SPSS 20.0
- ❑ The questions asked of respondents are highlighted for each graphic presentation

- ❑ Margin of error decreases as the sample size increases, but only up to a certain point.
- ❑ A very small sample, such as 50 respondents, has about a 14 percent margin of error while a sample of 1,000 has a margin of error of 3 percent.
- ❑ By doubling the sample to 2,000, the margin of error only decreases from +/-3 percent to +/- 2 percent and +/-1.8 percent for a sample size of 4000.
- ❑ This illustrates that there are diminishing returns when trying to reduce the margin of error by increasing the sample size.
- ❑ What is imperative is to ensure that the sample is representative of the universe you wish to cover. This is why in a continent the size of USA, most sample sizes range between 1000 -3000 covering the entire population. And the results are more or less accurate
- ❑ A 95 percent level of confidence is the acceptable standard for social surveys.





The Sample distribution

Research & Consulting

County	Constituency	Sample
Mombasa	Changamwe	28
	4% Nyali	35
		63
Kwale	Kinango	33
	2%	33
Kilifi	Kilifi South	31
	4% Ganze	25
		56
Garissa	Lagdera	30
	2%	30
Meru	Igembe Central	28
	5% Tigania East	24
	South Imenti	27
		79
Kitui	Mwingi East	27
	4% Kitui Central	29
		57
Machakos	Masinga	17
	4% Mavoko	19
	Mwala	22
		58
Nyeri	Mathira	25
	3% Nyeri Town	20
		45
Murang'a	Kiharu	58
	4%	58
Kiambu	Gatundu South	21
	7% Thika Town*	31
	Githunguri	28
	Kabete	26
		106
West Pokot	Sigor	23
	2%	23
Trans Nzoia	Kwanza	19
	3% Cherangany	22
		41

County	Constituency	Sample
Nandi	Tinderet	18
	3% ChemuSEiNorth) (Emgwen	22
		40
Nakuru	Molo	18
	6% Naivasha	33
	Kuresoi South	17
	Nakuru Town West	22
	91	
Narok	Kilgoris	28
	3% Narok East	13
		40
Kericho	Kipkelion East	16
	3% Bureti	25
		41
Kakamega	Malava	35
	6% Navakholo	23
	Matungu	25
		84
Bungoma	Mt. Elgon	28
	4% Kanduyi	38
		66
Busia	Teso North	31
	4% Matayos	30
		61
Kisumu	Kisumu Central	28
	3% Muhoroni	24
		52
Migori	Uriri	18
	3% Kuria West	25
		43
Kisii	South Mugirango	36
	4% Kitutu Chache North	24
		60
Nairobi	Westlands	23
	15% Dagoretti	24
	Kibra*	23
	Kasarani	26
	Embakasi South*	26
	Embakasi Central*	25
	Embakasi West*	25



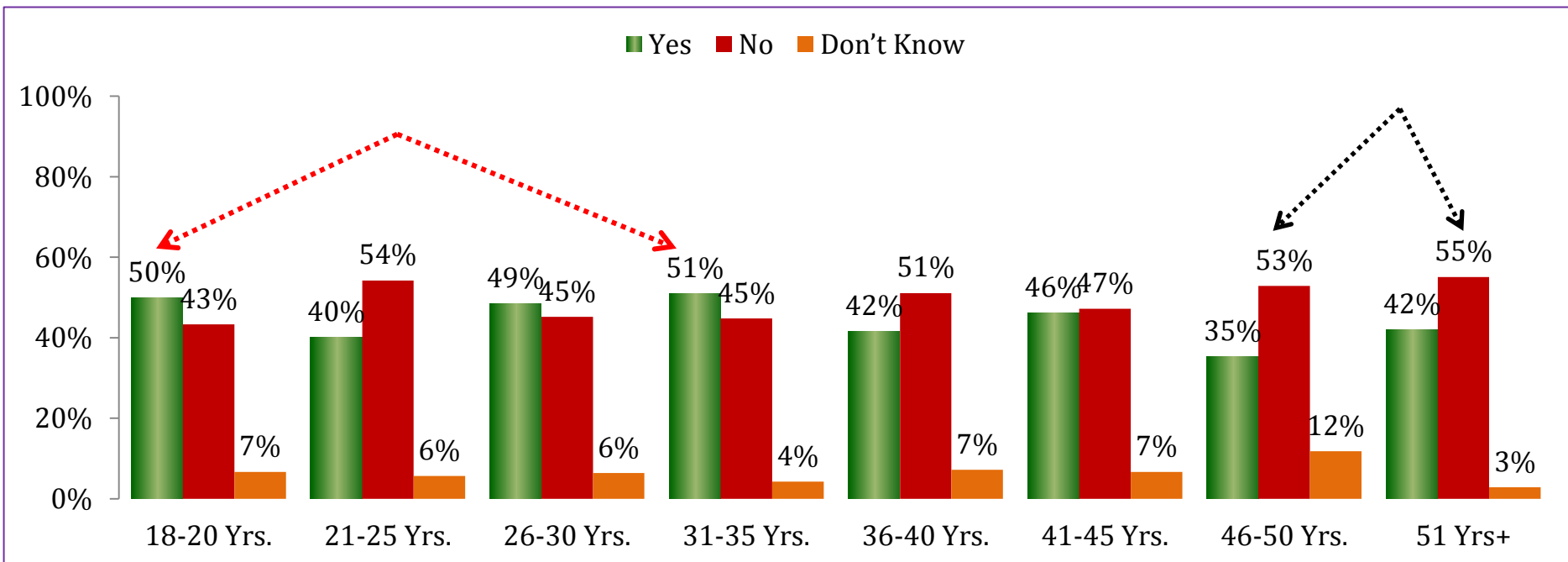
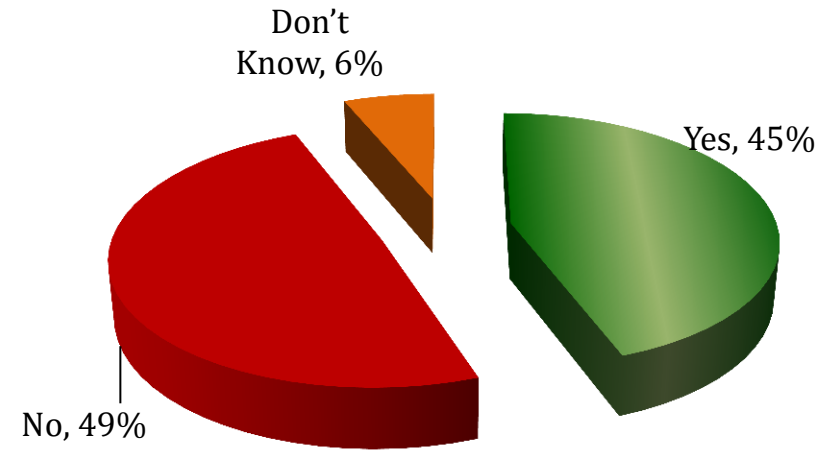
The Survey Findings



The direction Kenya is taking...

49% of the surveyed respondents are of the view that the country is not moving in the right direction

- About five in every ten surveyed respondents (49%) were of the opinion that the country is not moving in the right direction
- It is mainly the youth (18- 35 years) who feel that the country is moving in the right direction.

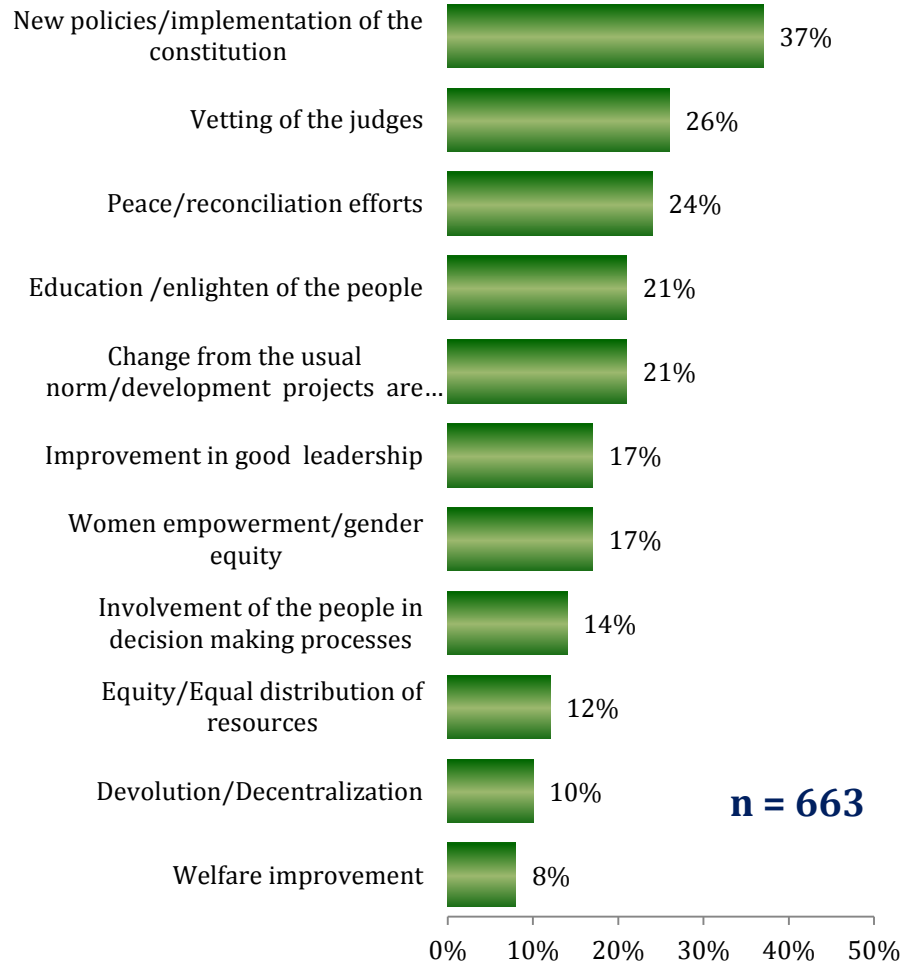


In your opinion, do you think the country is moving in the right direction?

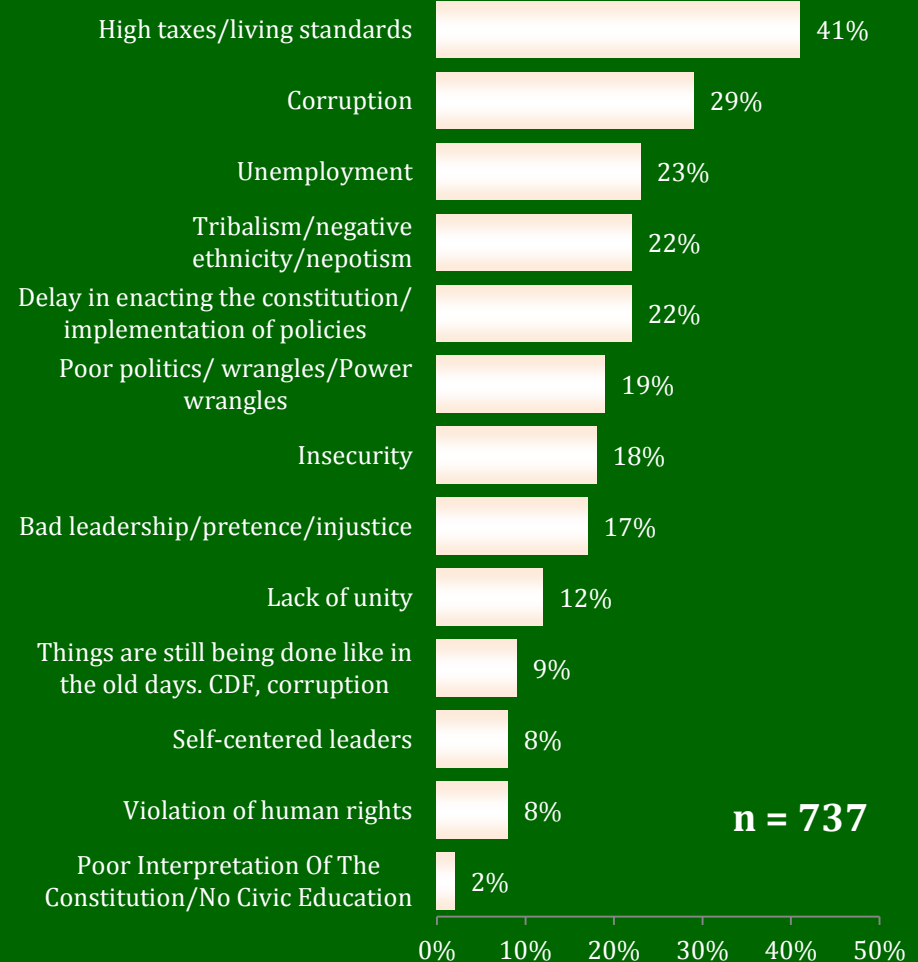
n = 1500

Why they opine that the country is either moving or not moving in the right direction

Why they opine the country is moving in the right direction



Why they opine the country isn't moving in the right direction



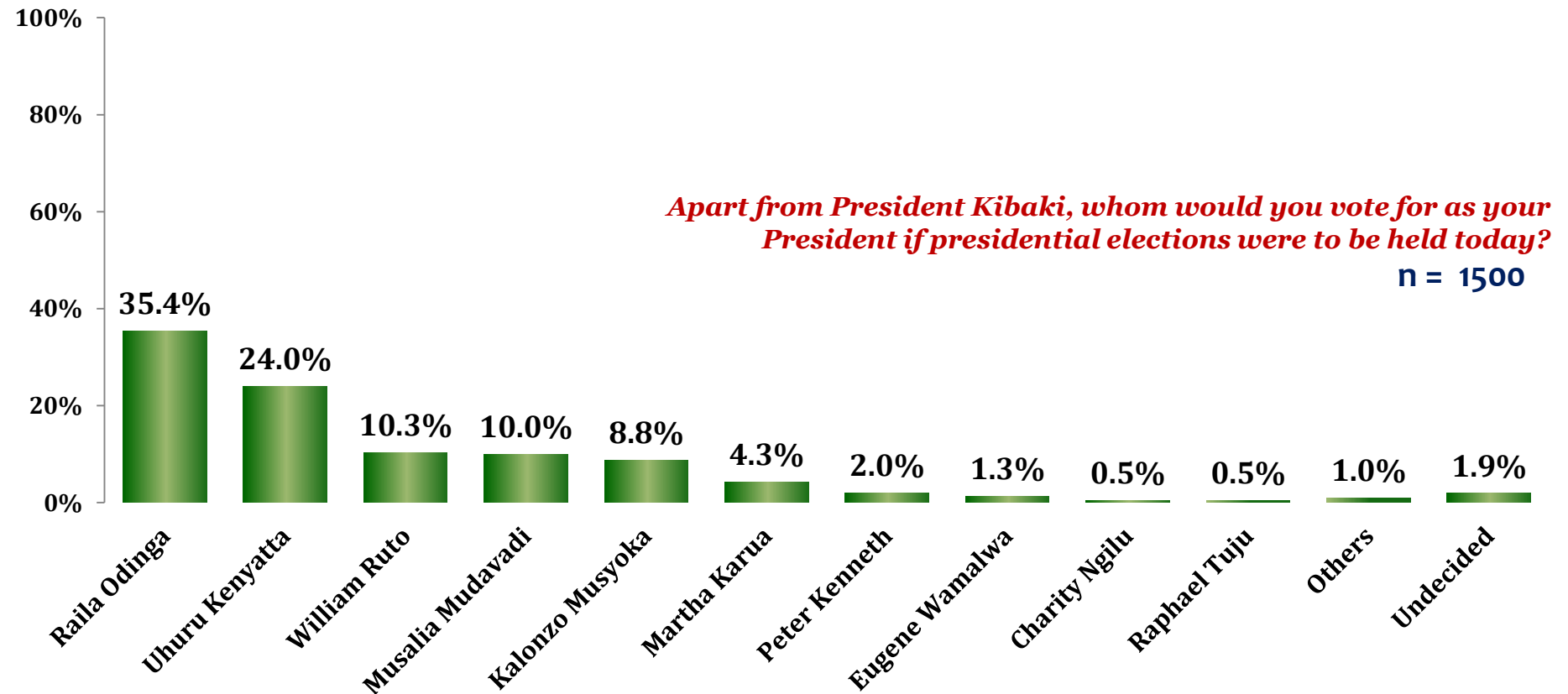
In your opinion, do you think the country is moving in the right direction? Explain your answer..



Popularity of presidential aspirants...

35% of Kenyans would vote for Raila Odinga as their President if elections were held today

- ❑ If presidential elections were held today, 35.4 % of Kenyans would vote for Raila Odinga as their President with a further 24.0% of the surveyed respondents indicating they would vote for Uhuru Kenyatta
- ❑ This would necessitate a run off between Raila Odinga and Uhuru Kenyatta
- ❑ Others mentioned who had less than 1% include;
 - ✓ *Moses Wetangula*
 - ✓ *Prof. Ole Kiyapi*
 - ✓ *Cyrus Jirongo*



Why they would vote for various presidential hopefuls



35%

Development conscious, Fighter for the less fortunate, Hardworking, Brave and Experienced



24%

Young & energetic, Popular, Visionary & focused, Person of integrity and Brave

Why they would vote for various presidential hopefuls



10.3%

Performer, Hardworking, Focused & visionary, young & energetic and activist/fighter for less fortunate



10%

Experienced, Performer, Person of integrity, Non tribal and Humble



8.8%

Humble, Development conscious, Popular, Transparent and Hardworking

Why they would vote for various presidential hopefuls



4.3%

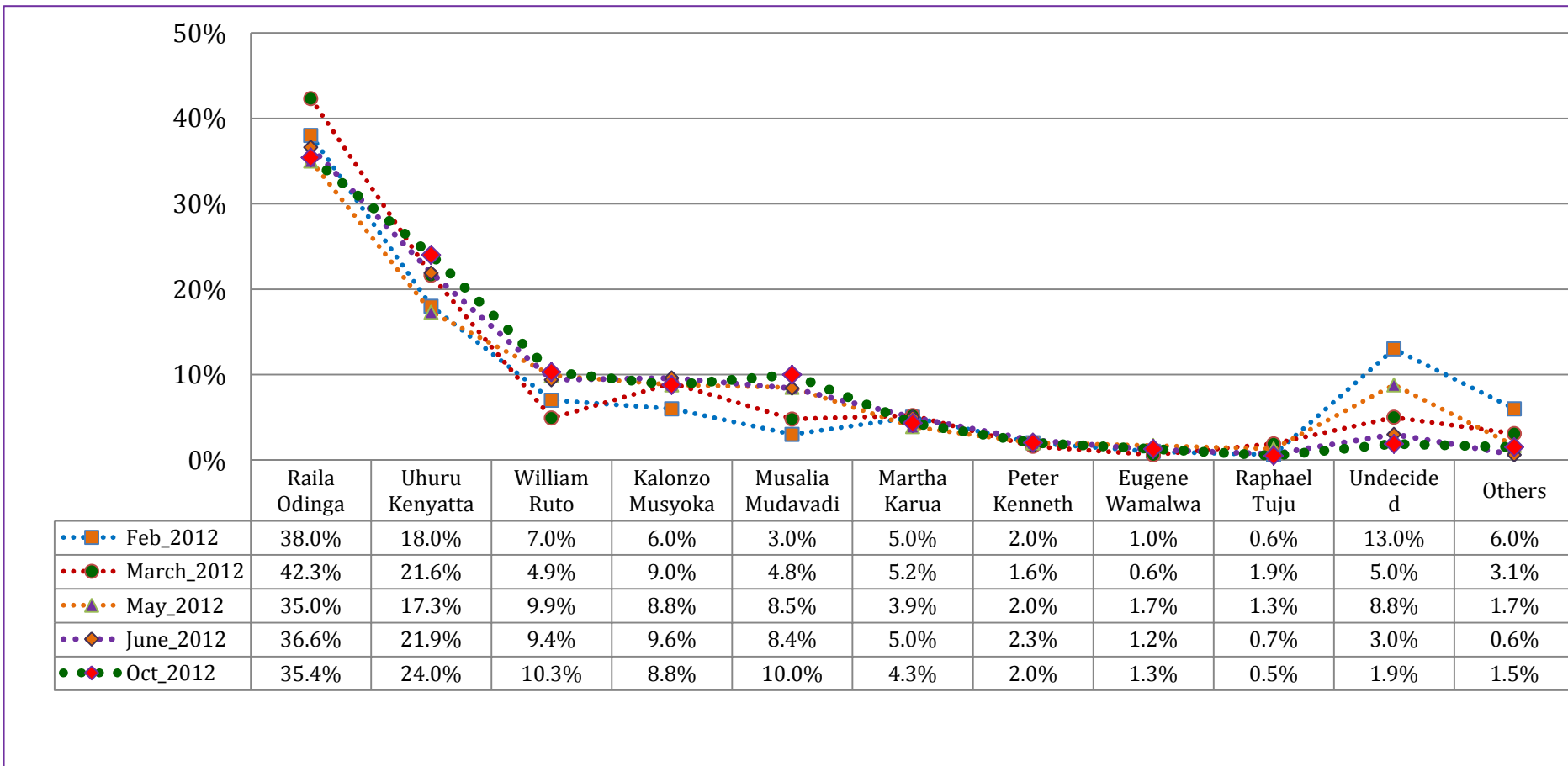
**Courageous, Person of integrity, Transparent,
Hardworking and Visionary & focused**



2.0%

**Development conscious, Hardworking, Person of
integrity, Experienced, Intelligent and Young &
energetic**

- ❑ Trend analysis of Infotrak polls indicate that Musalia Mudavadi and Uhuru Kenyatta are the main gainers since February this year at 7% and 6% respectively.
- ❑ On the other hand, Raila Odinga's popularity declined by 2.6% since February this year.



Presidential	Coast	N. Eastern	Eastern	Central	R. Valley	Nyanza	Western	Nairobi	Aggregate
Raila Odinga	60%	47%	18%	16%	28%	66%	29%	41%	35.4%
Uhuru Kenyatta	11%	18%	32%	66%	20%	11%	3%	24%	24%
William Ruto	3%	8%	3%	1%	29%	4%	11%	2%	10.3%
Musalia Mudavadi	3%	4%	4%	3%	9%	7%	44%	6%	10%
Kalonzo Musyoka	8%	12%	33%	4%	2%	3%	1%	11%	8.8%
Martha Karua	7%	-	4%	6%	4%	6%	3%	3%	4.3%
Peter Kenneth	2%	-	2%	2%	2%	1%	2%	4%	2%
Eugene Wamalwa	-	-	1%	1%	3%	-	4%	-	1.3%
Charity Ngilu	2%	-	2%	-	-	1%	1%	1%	0.5%
Raphael Tuju	-	-	-	1%	1%	-	-	1%	0.5%
Others	1%	-	1%	1%	-	-	1%	7%	1%
Undecided	2%	12%	2%	1%	2%	1%	3%	-	1.9%

Apart from President Kibaki, whom would you vote for as your President if presidential elections were to be held today?

Presidential Candidate	18-20 Yrs.	21-25 Yrs.	26-30 Yrs.	31-35 Yrs.	36-40 Yrs.	41-45 Yrs.	46-50 Yrs.	51 Yrs+	Aggregate
Raila Odinga	32%	38%	35%	36%	38%	39%	18%	29%	35.4%
Uhuru Kenyatta	21%	26%	27%	24%	18%	18%	33%	26%	24%
William Ruto	20%	9%	10%	8%	11%	11%	6%	7%	10.3%
Musalia Mudavadi	8%	10%	9%	9%	12%	9%	12%	17%	10%
Kalonzo Musyoka	10%	7%	10%	4%	9%	12%	18%	10%	8.8%
Martha Karua	3%	3%	4%	6%	6%	4%	6%	4%	4.3%
Peter Kenneth	2%	2%	3%	4%	2%	1%	2%	-	2%
Eugene Wamalwa		1%	1%	5%	2%	-	-	3%	1.3%
Charity Ngilu	1%	1%	0.3%	-	-	-	-	3%	0.5%
Raphael Tuju		1%	0.3%	-	0.4%	-	2%	-	0.5%
Others	1%	1%	1%	2%	0.4%	1%	2%	1%	1%
Undecided	3%	2%	1%	3%	2%	4%	2%		1.9%

Apart from President Kibaki, whom would you vote for as your President if presidential elections were to be held today?

Presidential Candidate	Male	Female	Aggregate
Raila Odinga	39%	28%	35.4%
Uhuru Kenyatta	22%	28%	24%
William Ruto	10%	11%	10.3%
Musalia Mudavadi	12%	7%	10%
Kalonzo Musyoka	8%	10%	8.8%
Martha Karua	2%	8%	4.3%
Peter Kenneth	2%	2%	2%
Eugene Wamalwa	2%	1%	1.3%
Charity Ngilu	0%	1%	0.5%
Raphael Tuju	1%	0%	0.5%
Others	1%	1%	1%
Undecided	2%	2%	1.9%

- ❑ More males (39%) than Females (28%) indicated they would vote Raila Odinga as their president if elections were held today.
- ❑ On the other hand, more females (28%) than males (22%) indicated they would vote for Uhuru Kenyatta if elections are held today

n = 1500

Apart from President Kibaki, whom would you vote for as your President if presidential elections were to be held today?

Likability of presidential aspirants

Poll Question:

On a scale of 1 -5 where one is don't like at all and 5 is like very much how would you rate you're the following presidential candidates likeability

Presidential Aspirants Likeability Index

MUSALIA



3.58

RUTO



3.53

RAILA



3.47

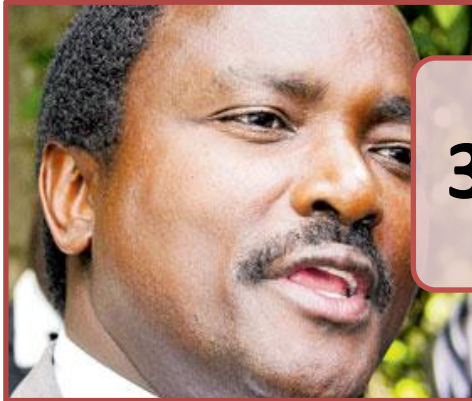
UHURU



3.47

Presidential Aspirants Likeability Index

KALONZO



3.35

MARTHA



3.31

PETER KENNETH



3.24

CHARITY NGILU



3.07

Presidential Candidate	I don't like him /her at all %	I somewhat don't like him/her %	I neither like nor don't like them too much %	I somewhat like him/her %	I like him/her very much %	Mean Score (Out of 5)	Percentage Mean
Musalia Mudavadi	6.3	10.5	26	32.9	24.4	3.58	71.6%
William Ruto	9.5	11.6	22.2	29.7	26.9	3.53	70.6%
Raila Odinga	22.7	8.1	11.5	14.9	42.7	3.47	69.4%
Uhuru Kenyatta	14.6	11.4	18.2	24.7	31.2	3.47	69.4%
Kalonzo Musyoka	10.5	13.6	28	26.3	21.7	3.35	67.0%
Martha Karua	9.2	13.6	31.1	29.4	16.7	3.31	66.2%
Peter Kennneth	10.2	13.1	34	27.9	14.8	3.24	64.8%
Charity Ngilu	12.9	15.7	33.5	27.9	10.1	3.07	61.4%
Eugine Wamalwa	15.8	16.2	32.7	25	10.3	2.98	59.6%
Moses Wetangula	18.9	21.3	33.9	20.1	5.7	2.72	54.4%
Prof.Ole Kiyapi	20.6	19	36	19	5.4	2.70	54.0%
Raphael Tuju	19.9	18.6	38.5	18.1	4.9	2.69	53.8%
Cyrus Jirongo	24.8	18.6	37.9	15.1	3.6	2.54	50.8%
Maina Njenga	39.5	18.6	24	13.9	4	2.24	44.8%

On a scale of 1 -5 where one is don't like at all and 5 is like very much how would you rate you're the following presidential candidates likeability

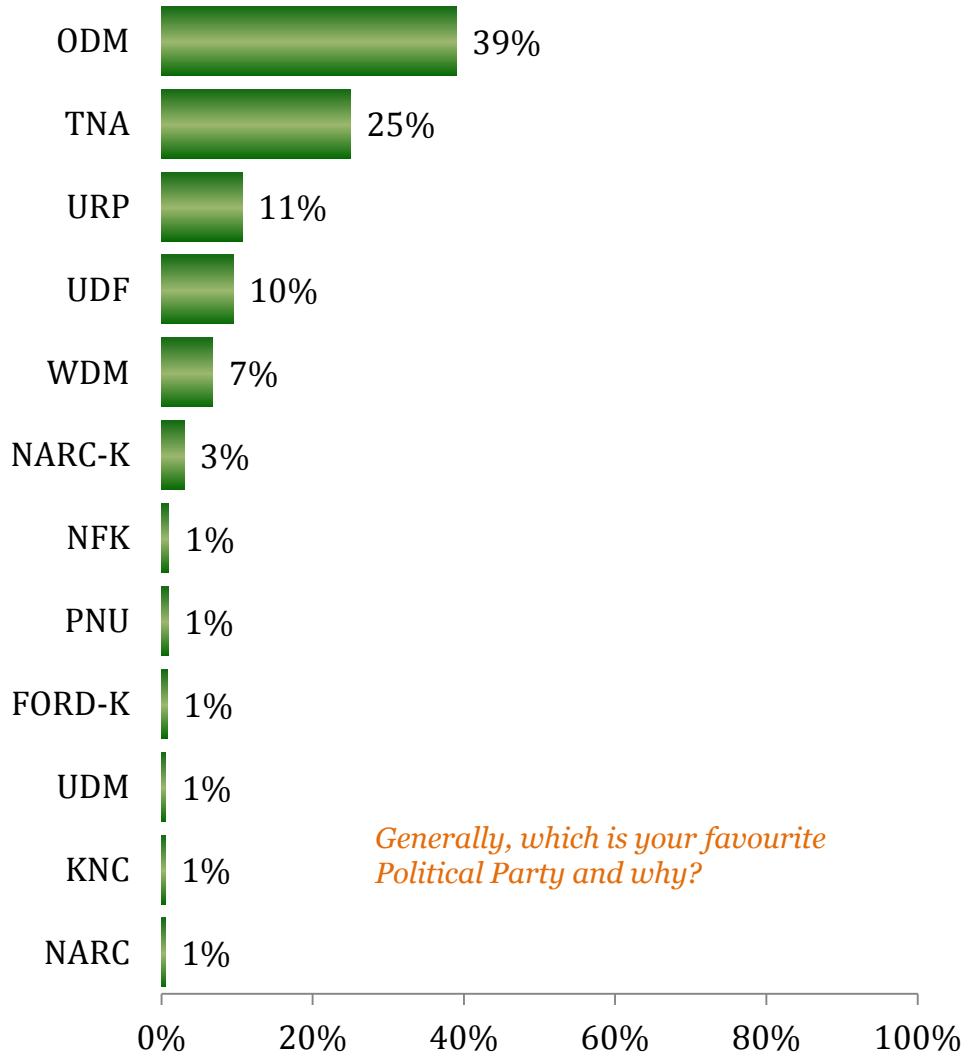
n = 1487



infotrak

Research & Consulting

Political Parties...

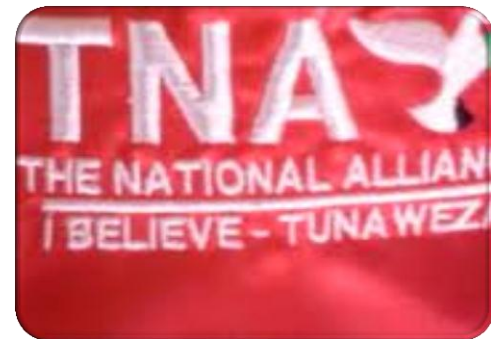


- Orange Democratic Party(ODM) and the National Alliance(TNA) political parties enjoy majority support at 39% and 25% respectively.
- Others are URP (11%), UDF (10%), WDM (7%) and NARC Kenya (3%).

Why various political parties are their favourite...



Popular political party, the party has brought development, Non tribal party, democratic party, stable party, independent party



Party of my tribe, Party for my preferred presidential candidate, Stable Party, independent party, non tribal party, has good leadership



Democratic party, Non tribal party, Good leadership, Party of development, Party for my presidential aspirant, Independent party

Why various political parties are their favourite...



Independent party, good leadership, non tribal party, party of my tribe, stable party, party of my preferred presidential aspirant



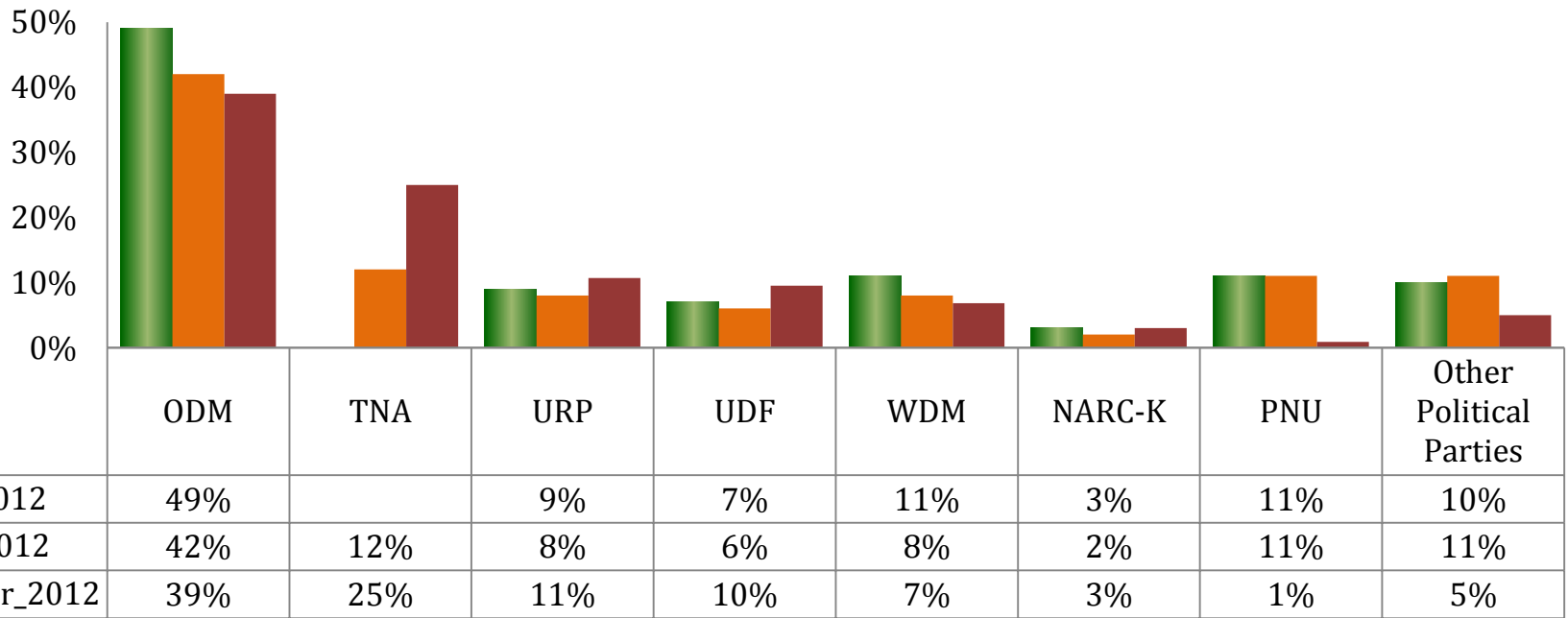
It is a stable party, good leadership, party of my tribe , democratic party



Party of my preferred presidential candidate, independent party, party of development, stable party

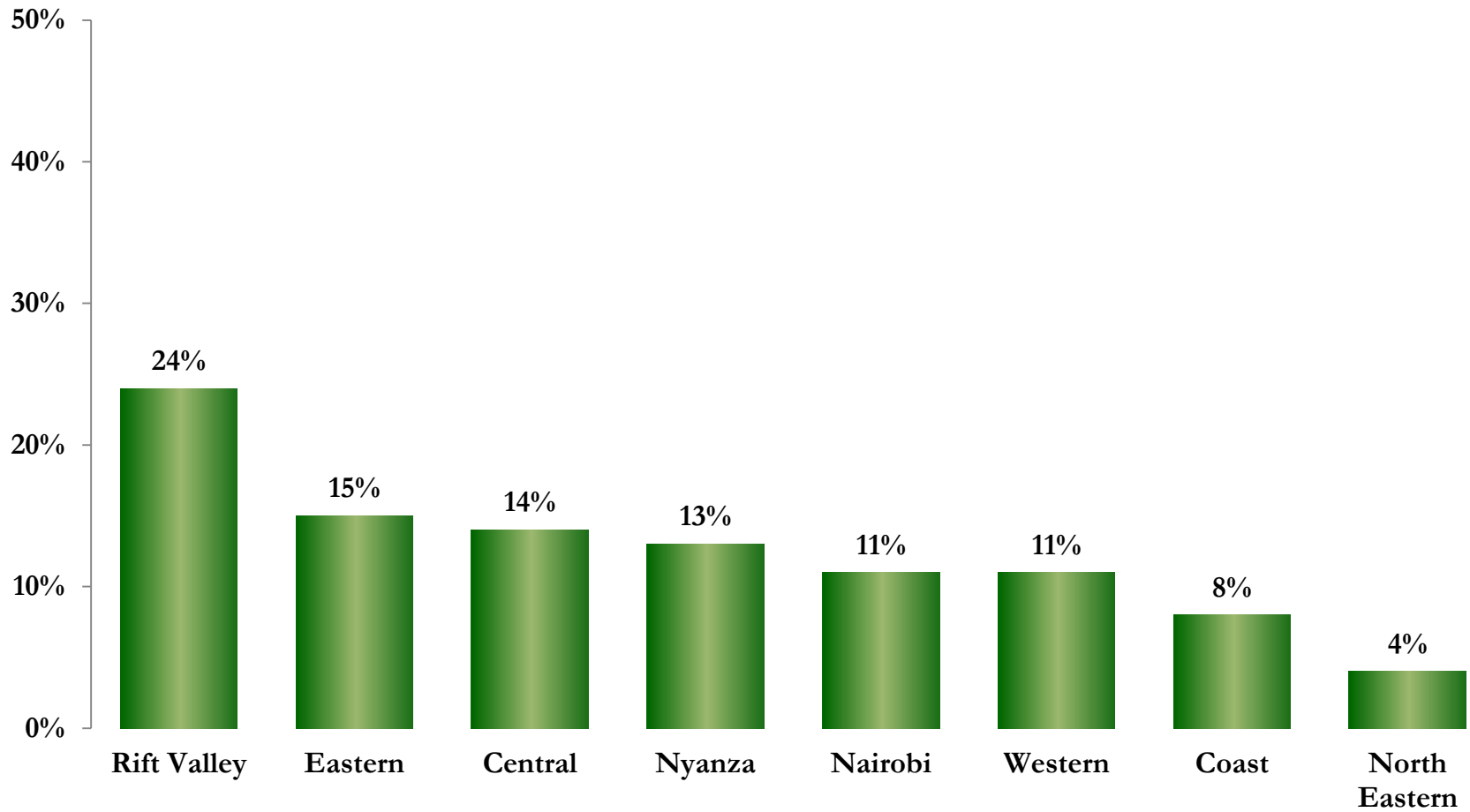
- ❑ Trend analysis of Infotrak polls indicate that popularity of ODM has declined by 10% since May this year. PNU's and WDM's popularity have also declined by 10% and 4% respectively since May this year.
- ❑ On the other hand, TNA,UDF and URP political parties have gained in popularity by 13%, 3% and 2% respectively.

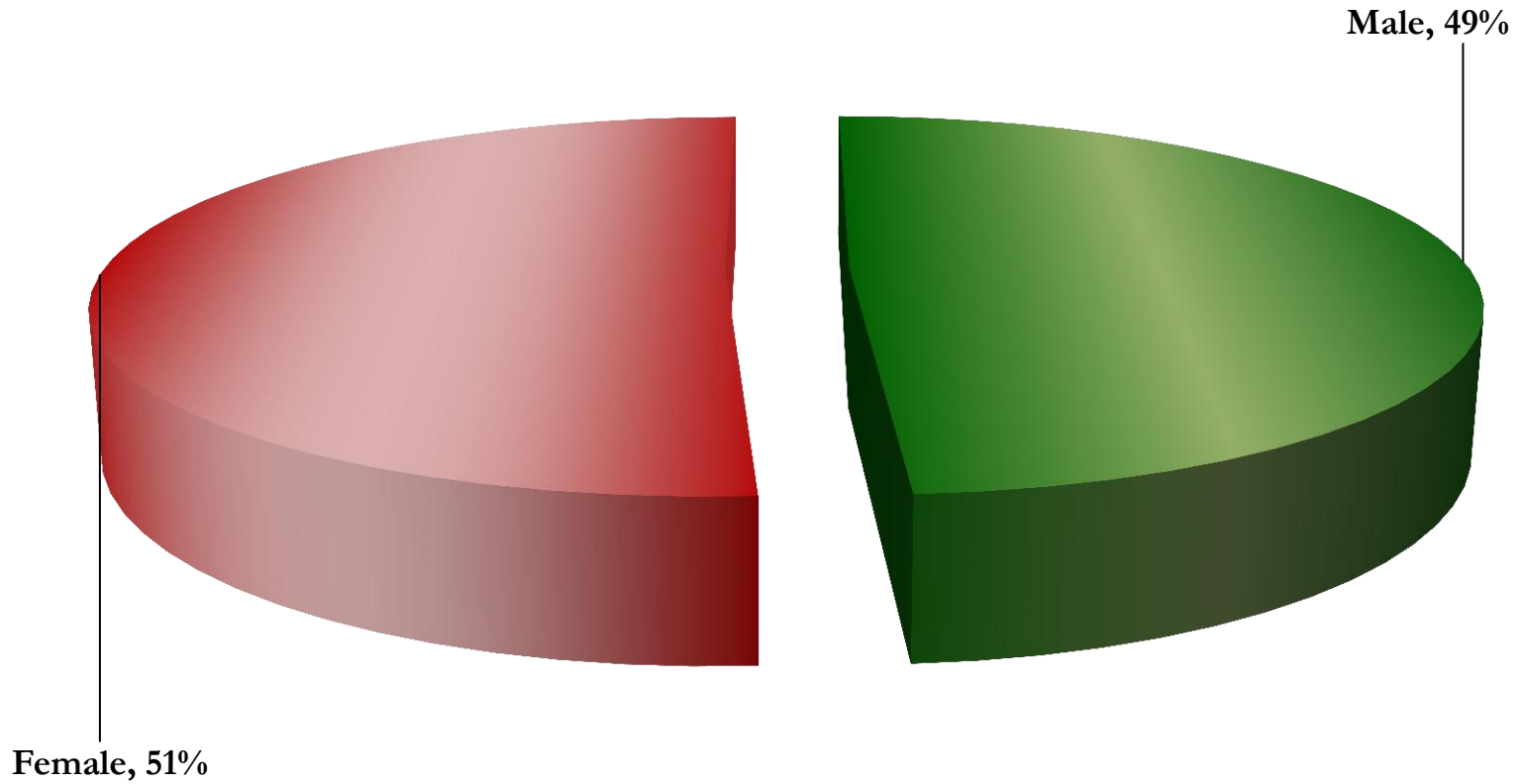
Comparative analysis on the popularity of Political Parties

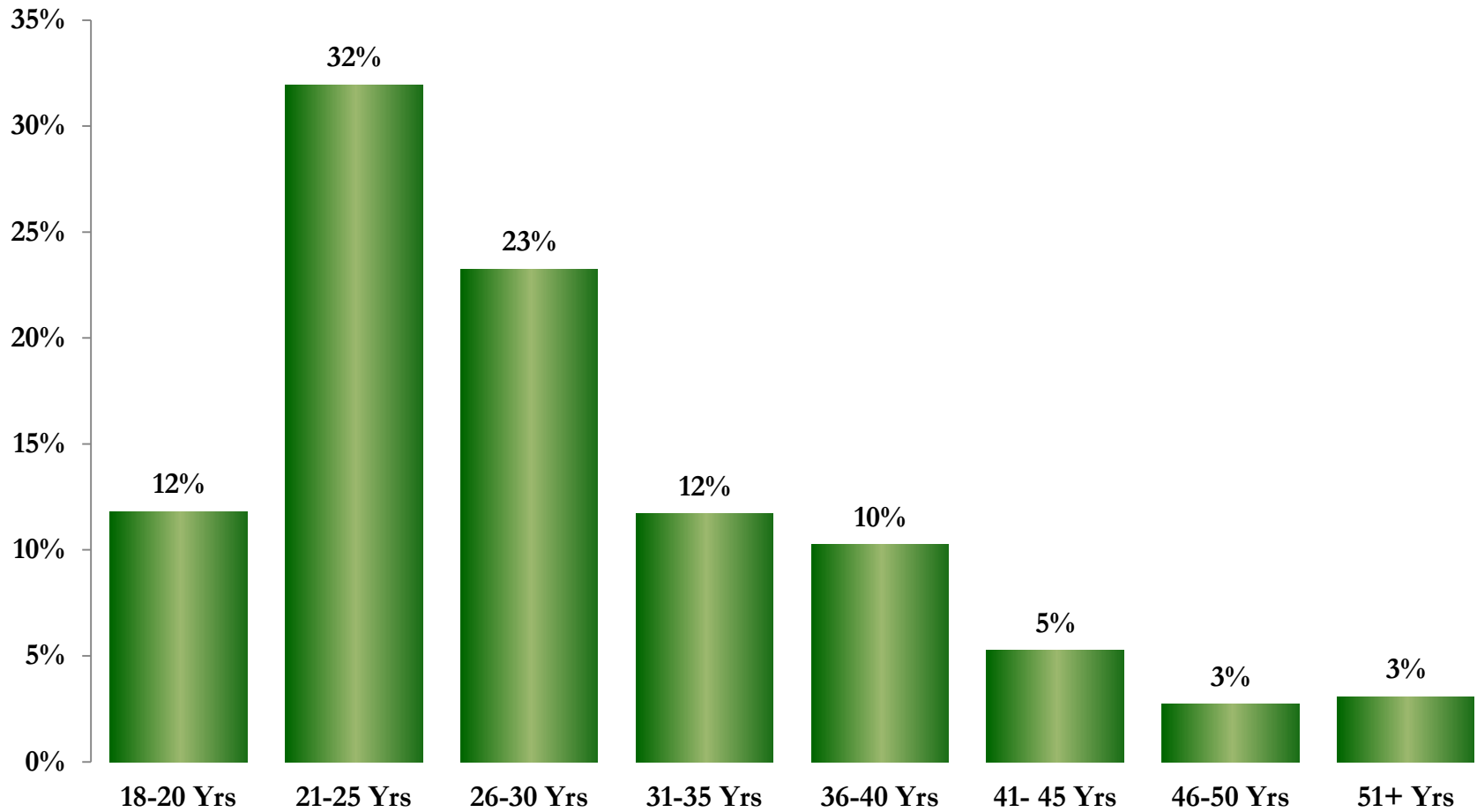


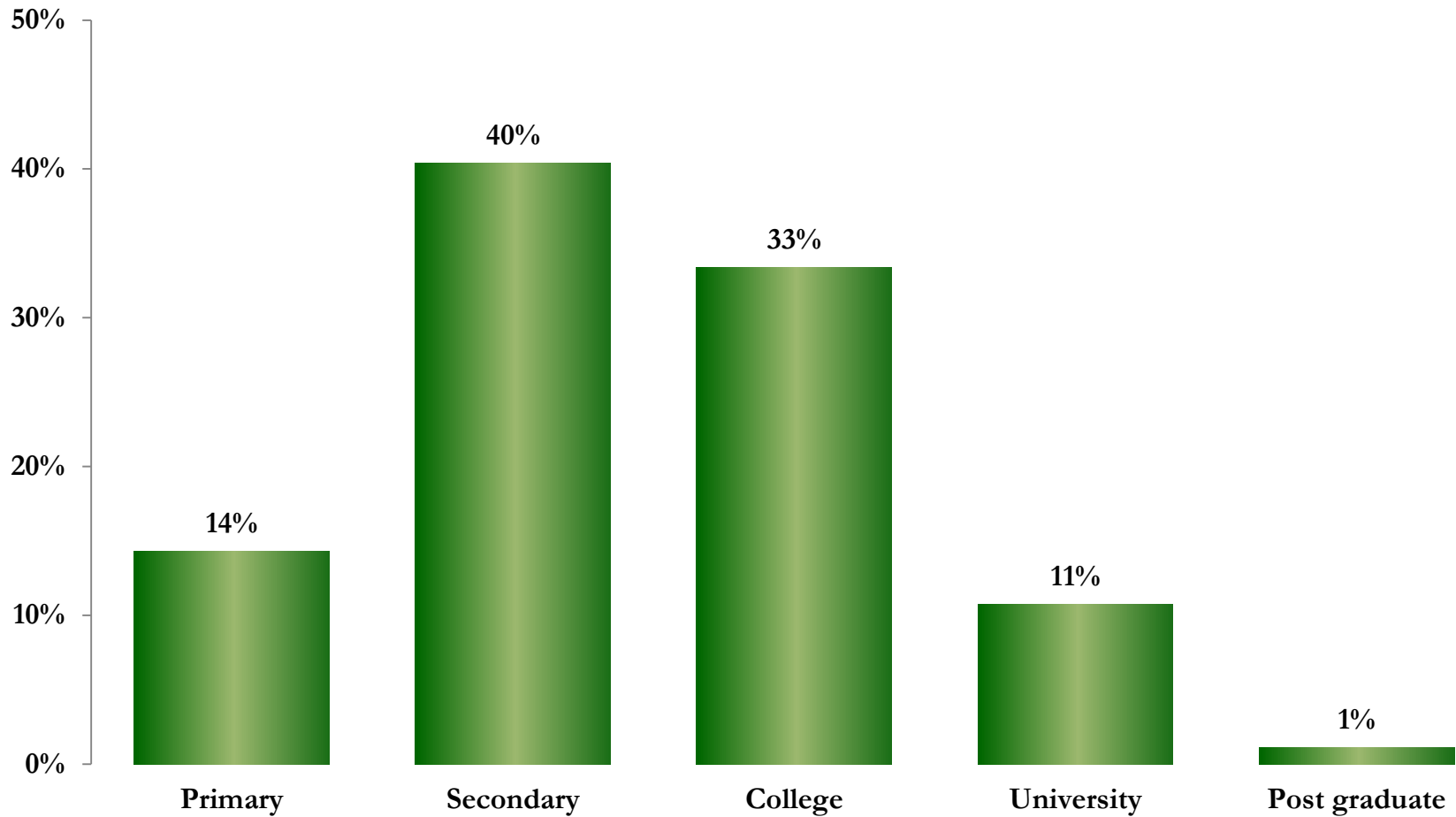


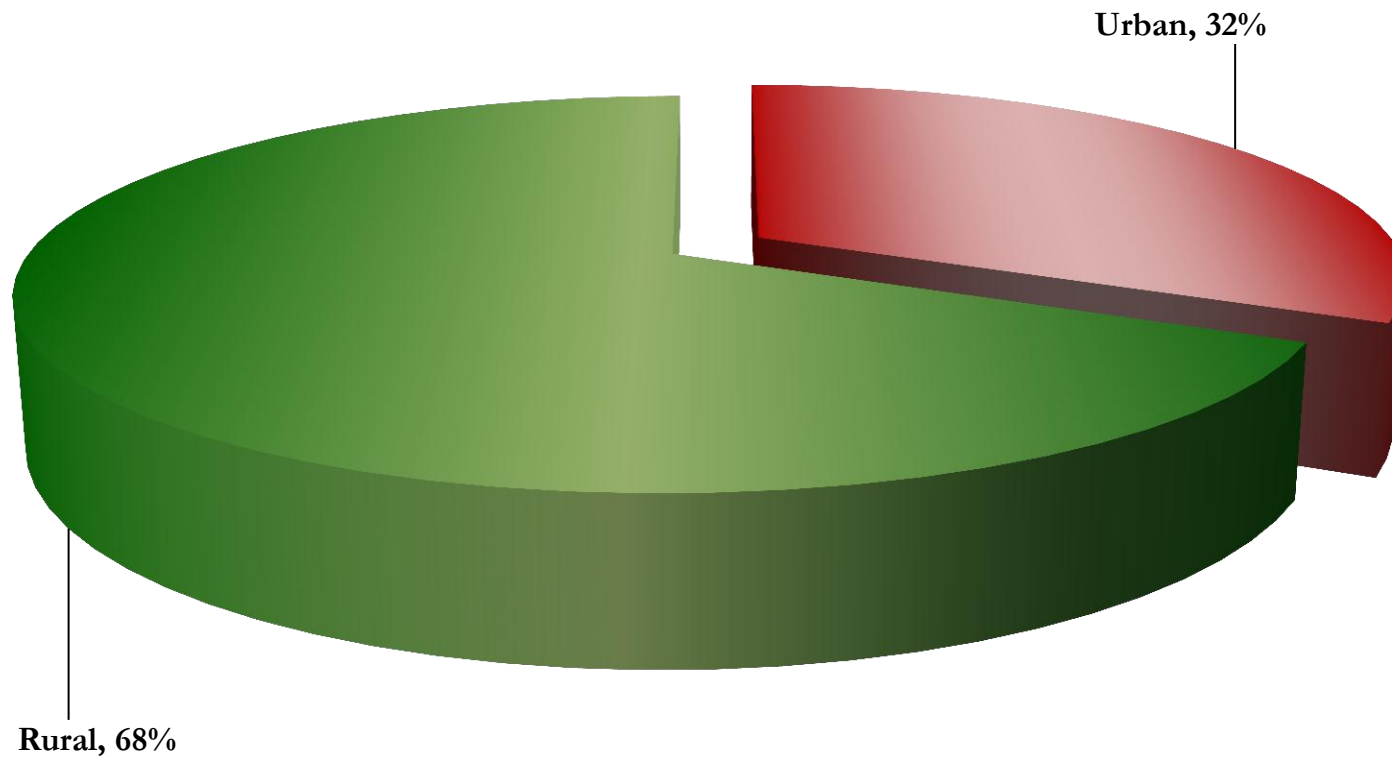
Demographics











- ❑ Infotrak Research and Consulting (hereinafter referred to as Infotrak) is a highly reputed research company with exceptional qualifications and extensive experience in high quality research. Infotrak's technical strengths lie in its ability to efficiently design and field social science surveys and impact evaluations of the highest quality and to manage survey, administrative, and program data for research and evaluation purposes.
- ❑ The company was founded and incorporated under the Laws of Kenya in 2004 following the vision of the founder to provide the Pan African Market with suitable information solutions required to sustain the needs of the ever-growing economies. Headquartered in Nairobi Kenya, Infotrak also has affiliate offices in Uganda, Tanzania, Nigeria and field contacts in more than 12 other countries in Sub-Saharan Africa.
- ❑ The Research and Consultancy firm, which is currently one of the fastest growing in the region, attributes its rapid growth to not only innovation, high level of professionalism and dynamism, but also on the excellent caliber of personnel who have been described by many as "Business Minds who specialize in research"
- ❑ Infotrak has a long history in conducting research and has carried out similar projects for various clients. We have set a worldwide standard in the efficient conduct of scientifically rigorous data collection efforts, which encompass the development of survey instruments, the design of efficiently executable and scientifically valid samples, survey administration and data acquisition, data processing, and analysis.
- ❑ Today, Infotrak is one of the most authoritative pollsters in Kenya, providing political opinion polling under the Infotrak Poll flagship brand. In the recent constitutional referendum in Kenya, Infotrak was the only research firm which accurately predicted the outcome of the referendum.
- ❑ The company has retained both permanent and temporary employees to discharge its activities. The team is comprised of highly motivated, talented and experienced professionals with academic competence in diverse fields. The team has extensive and proven experience in both qualitative and quantitative research methodologies.

Thank you!
Jim

