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Research & Consulting

Infotrak Poll on The Race to State House Jan 2013

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 28th December 2012 to 2nd January 2013
- ❑ A sample of 1500 respondents was interviewed to represent the Kenyan BVR registered voters of 14,337,399 translating into a margin of error of ± 2.53 at 95% degree of confidence. The survey was conducted in **half (25) of the 47 counties** of Kenya
- ❑ Using the BVR provisional counts as at 18th December 2012 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
 - Confined age determination to adults 18 years and above.
 - Ensuring further distribution by area
 - Used the Constituencies as the key administrative boundary
 - Ensured that every person in the sampled area had a known chance of being selected
- ❑ Fieldwork was done through CAPI (Computer Assisted Personal Interviews) using face to face Samsung Galaxy GPS enabled phones
 - 50% of the interviews were back checked for quality control 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

VOTER STATISTICS

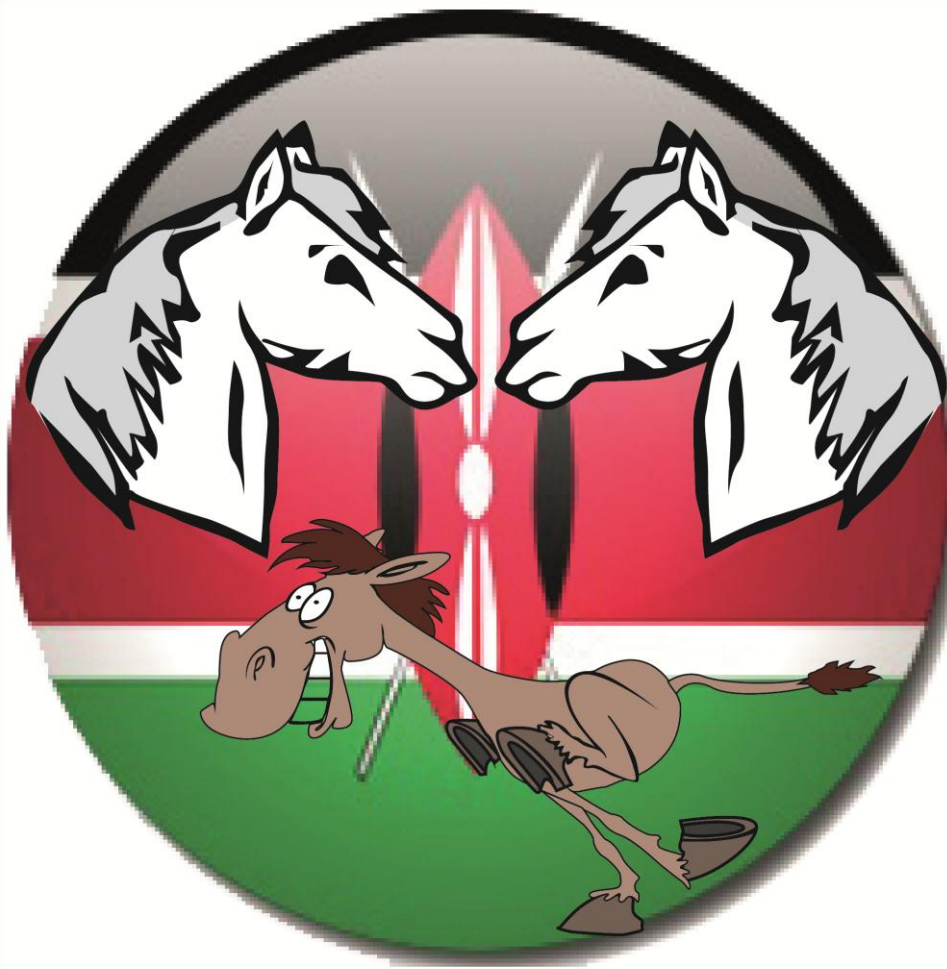
	REGION	REGISTERED VOTERS MILLION	% OF TOTAL VOTERS	SAMPLE ALLOCATION
1	COAST	1.2	8%	122
2	NORTH EASTERN	0.4	2%	36
3	EASTERN	2.1	15%	219
4	CENTRAL	2.2	15%	229
5	RIFT VALLEY	3.1	21%	320
6	WESTERN	1.4	10%	150
7	NYANZA	2	14%	205
8	NAIROBI	2.1	15%	219
	TOTAL	14.3	100%	1500

SAMPLING FRAME

	REGION	REGISTERED VOTERS MILLION	% OF TOTAL VOTERS	COUNTIES
1	COAST	1.2	8%	MOMBASA, KILIFI, T.TAVETA
2	NORTH EASTERN	0.4	2%	GARISSA
3	EASTERN	2.1	15%	MERU, ISIOLO, KITUI, MACHAKOS
4	CENTRAL	2.2	15%	NYERI, MURANGA, KIAMBU
5	RIFT VALLEY	3.1	21%	T.NZOIA, U.GISHU, NANDI, NAKURU, NAROK, BOMET
6	WESTERN	1.4	10%	KAKAMEGA, BUNGOMA, BUSIA
7	NYANZA	2	14%	KISUMU, H.BAY, MIGORI, KISII
8	NAIROBI	2.1	15%	ALL 17 CONSTITUENCIES
	TOTAL	14.3	100%	25 COUNTIES



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2013 ELECTION

**Race to State
House....**

**A Definite
Two horse race**



RAILA ODINGA



UHURU KENYATTA



MUSALIA MUDAVADI



MARTHA KARUA



PETER KENNETH



JAMES OLE KIYAPI

Which political alliance/ party do you currently support?



CORD

49%

JUBILEE

40%

UDF

3%

EAGLE

2%

NONE

4%

OTHER

0.9%

PAMBAZUKO

0.7%

NARC-K

0.3%



RAILA ODINGA



UHURU KENYATTA



MUSALIA MUDAVADI



MARTHA KARUA



PETER KENNETH



JAMES OLE KIYAPI

Support for Political Alliance/ Party By Region

Political Alliances/ Parties	North								Aggregate
	Coast	Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	
Jubilee Alliance (TNA, URP, NARC, REPUBLICAN COUNCIL)	32.3%	14.8%	28.3%	84.9%	52.4%	2.7%	15.6%	36.6%	39.7%
CORD Alliance (ODM, WIPER, FORD KENYA))	55.6%	85.2%	60.6%	11.8%	36.1%	61.3%	82.4%	53.6%	49.4%
Pambazuko (NEW FORD KENYA, NVP, FPK)	0.8%		0.9%		1.1%	1.3%		0.5%	0.7%
Eagle (KNC, POA)	4.8%		4.0%	1.3%	1.7%	0.7%	1.0%	1.0%	1.9%
UDF			0.9%	0.8%	0.9%	23.3%		1.5%	3.0%
NARC KENYA			0.4%		0.6%	0.7%	0.5%		0.3%
None	4.8%		2.7%	1.3%	6.0%	9.3%	0.5%	6.2%	4.2%
Other	1.6%		2.2%		1.1%	0.7%		0.5%	0.9%

Which Political Alliance/ Party do you currently support?

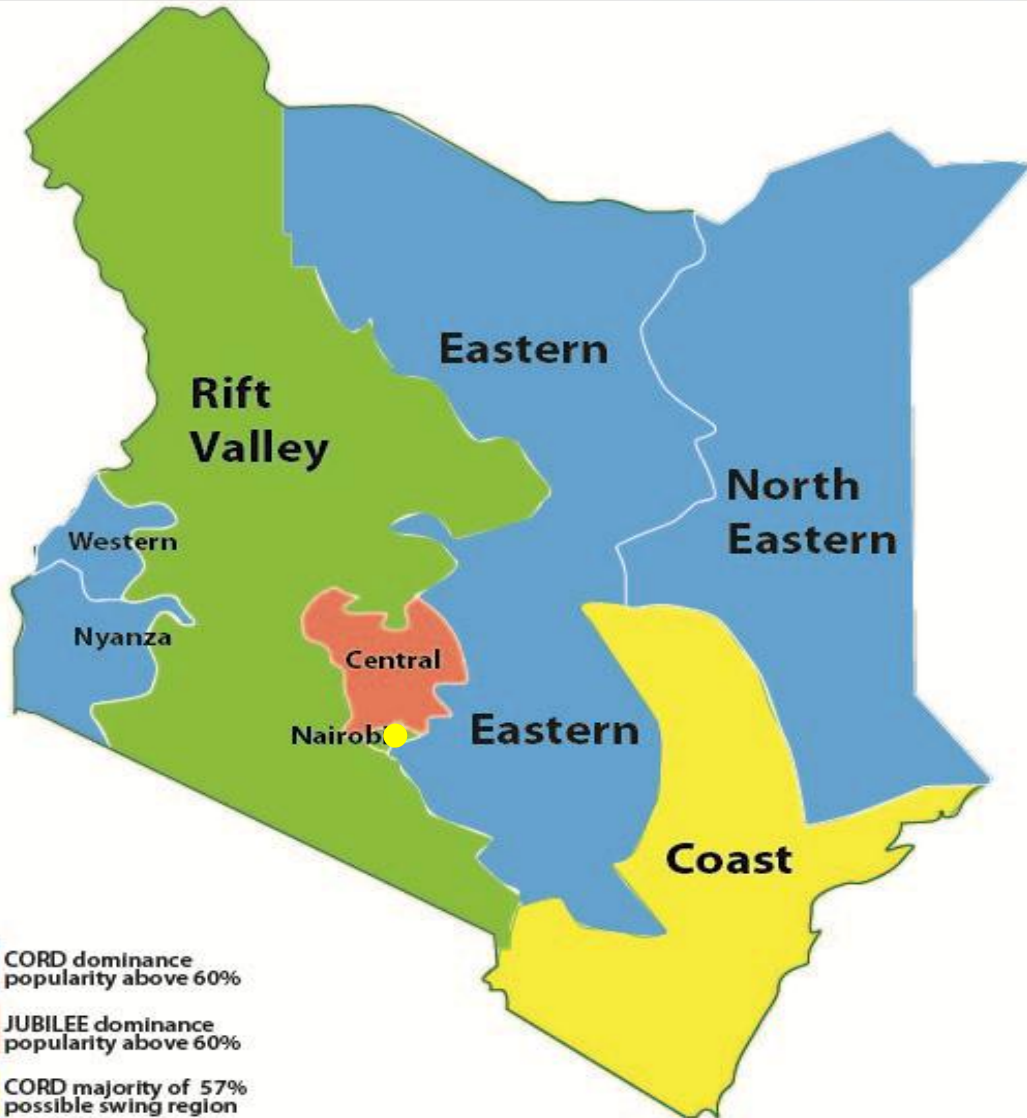
n = 1,500

BLUE REGIONS

RED REGIONS

SWING

REGIONS



n = 1,500

- Coast likely to remain CORD dominant if they increase impetus in campaigns in the region. Currently have 58% popularity
- Rift Valley likely to remain Jubilee dominant if the alliance increases impetus in campaigns to protect their popularity. Currently has 52%
- Nairobi could be split in half eventually, but currently CORD dominant



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2013 ELECTION

Popularity of Key presidential aspirants with their running mates & Race to State House...

Poll Question:

*If the March 2013 general elections
were being held today, candidates
would you vote for the presidency?*



RAILA ODINGA



UHURU KENYATTA



MUSALIA MUDAVADI



MARTHA KARUA



PETER KENNETH



JAMES OLE KIYAPI

N = 1472



51%

39%

3%

0.3%

3%

0.1%

UNDECIDED 3%

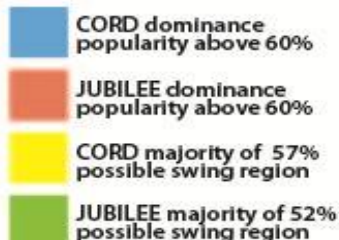
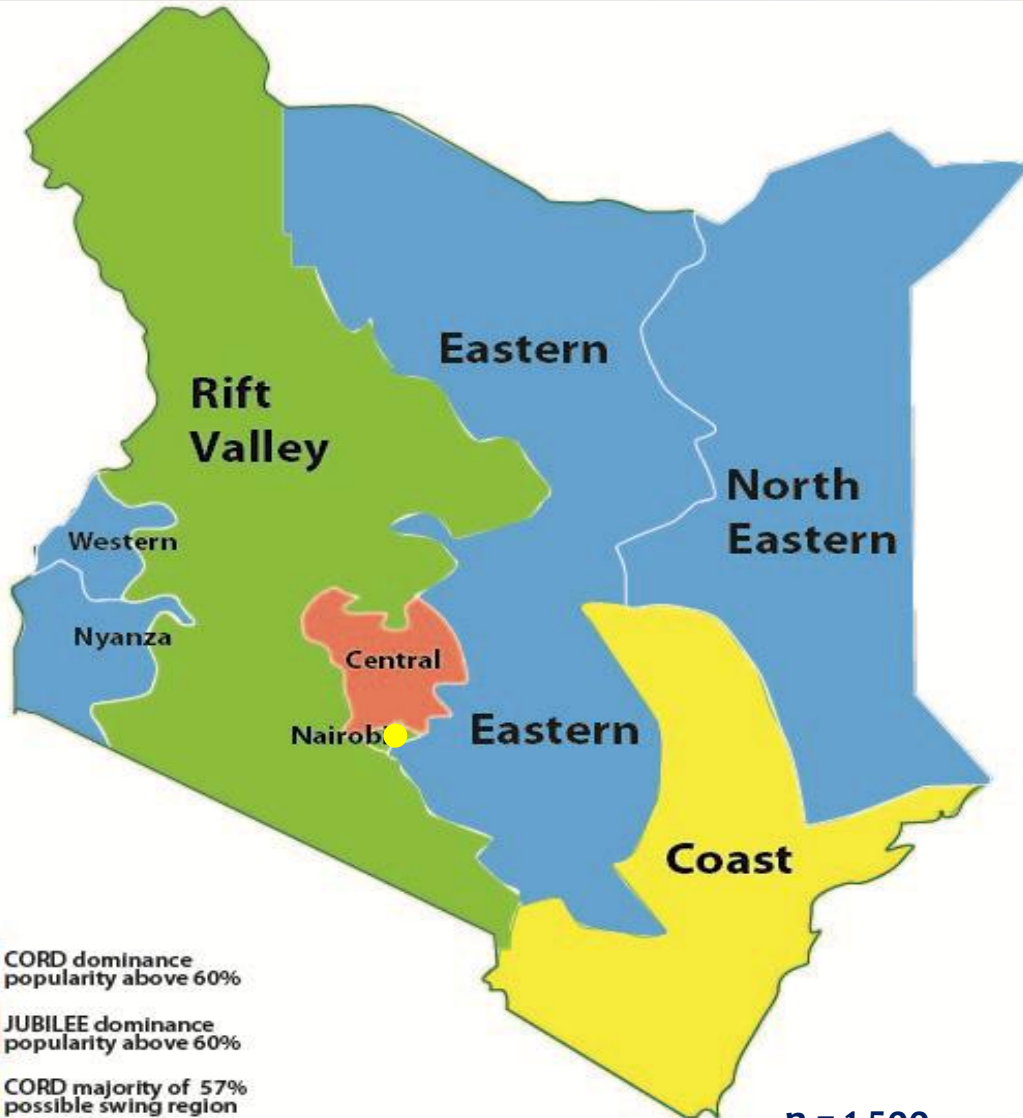
If the March 2013 general elections were being held today, and the candidates were [Read Options below]..., which ticket of candidates would you vote for the presidency? **n = 1,500**

BLUE REGIONS

RED REGIONS

SWING

REGIONS



n = 1,500

- Coast likely to remain CORD dominant if they increase impetus in campaigns in the region. Currently have 58% popularity
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- Nairobi could be split in half eventually, but currently CORD dominant

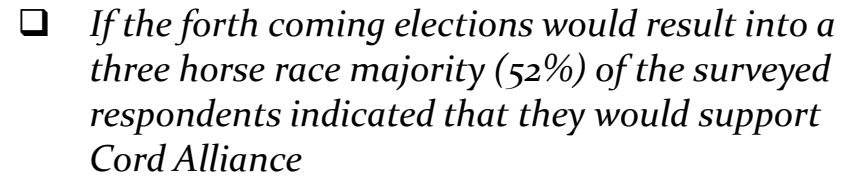


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**IS THERE REALLY A
THIRD FORCE
&
WILL THEY MAKE A
DIFFERENCE?**

3rd FORCE



n = 1,500

[illegible]



RAILA ODINGA



UHURU KENYATTA



MUSALIA MUDAVADI



MARTHA KARUA

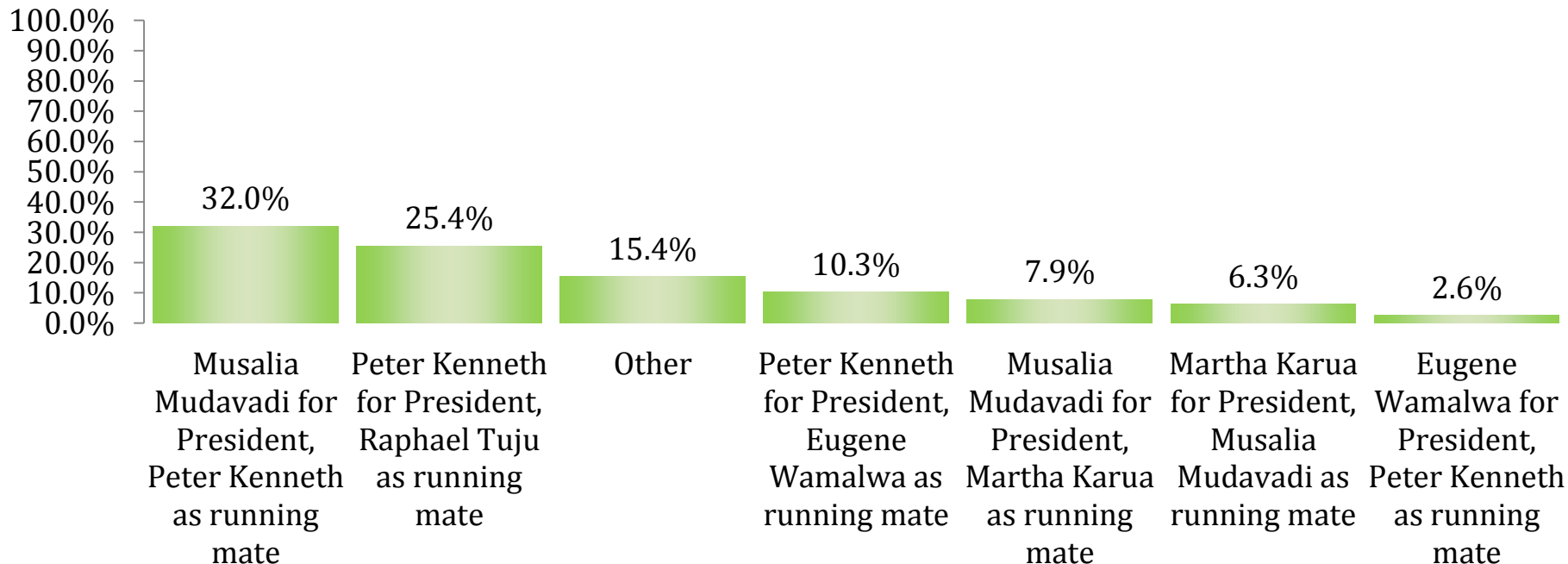


PETER KENNETH



JAMES OLE KIYAPI

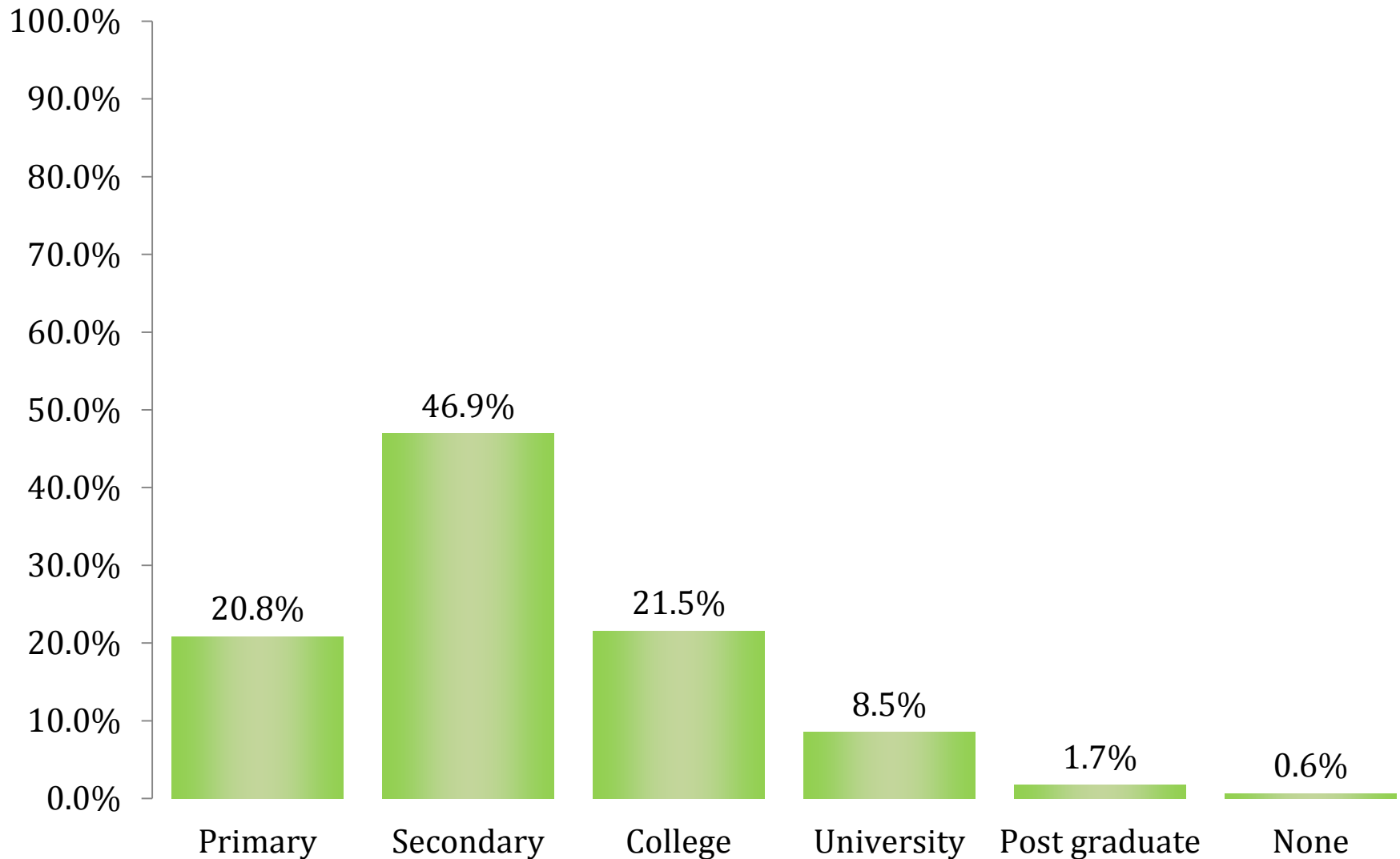
Preferred Third Force Presidential Candidate and Running Mate.....?



Assuming [Musalia Mudavadi/ Martha Karua/ Peter Kenneth/ Eugene Wamalwa/ and James ole Kiyapi] were to create a third alliance, who would you prefer to be their Presidential candidate and running mate?

Demographics

SAMPLE DISTRIBUTION BY EDUCATION LEVEL



RURAL

65%

URBAN

35%

ABOUT INFOTRAK

- ❑ 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". In 2007, Infotrak became a global network affiliate of Harris Interactive USA, the 12th largest and fastest-growing market and social research firm in the world.
- ❑ 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!

