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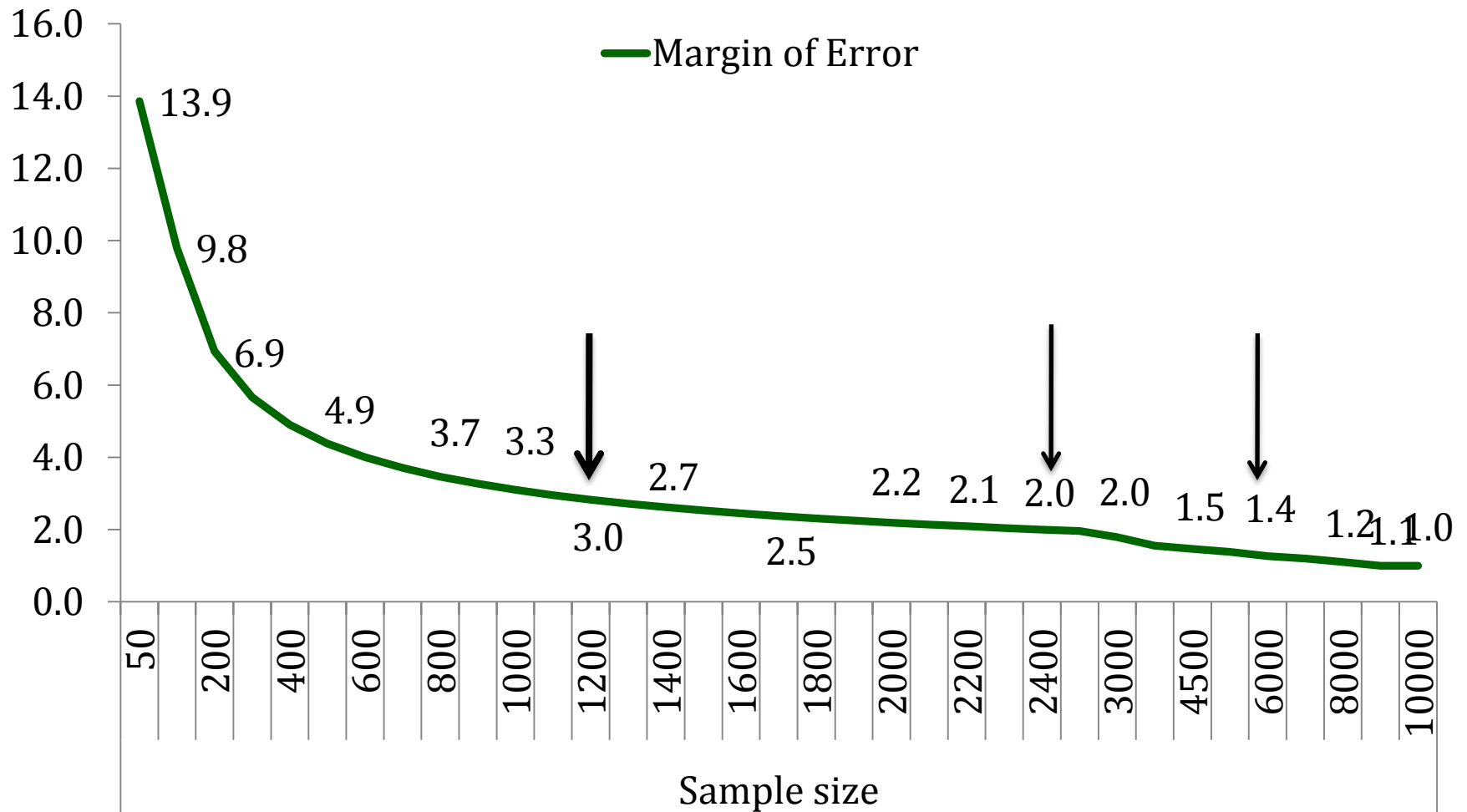
Infotrak Poll on Race to State House October 2012

**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.



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
Uasin Gishu	Turbo	32
3%	Ainabkoi*	18
		50

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
	Kamukunji	28
	Starehe	22



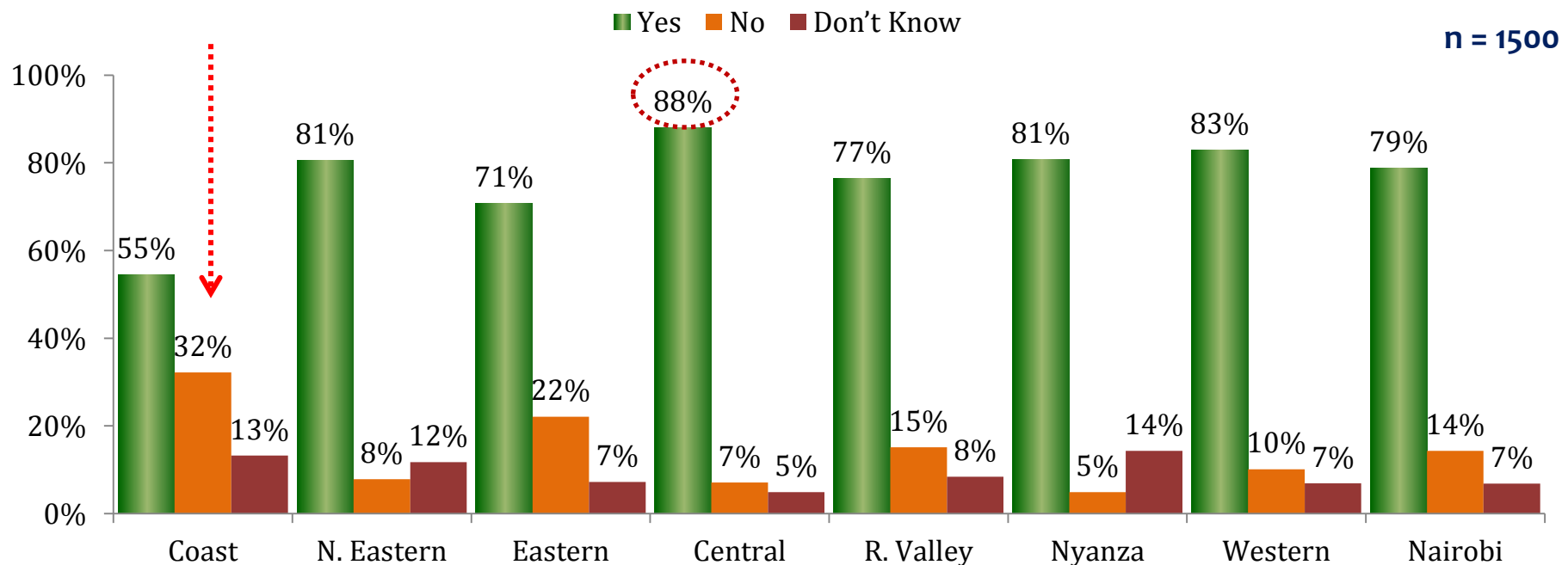
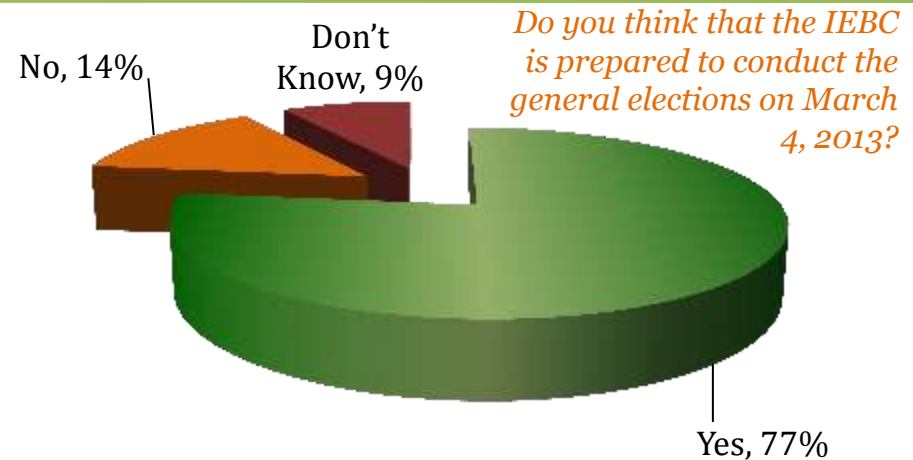
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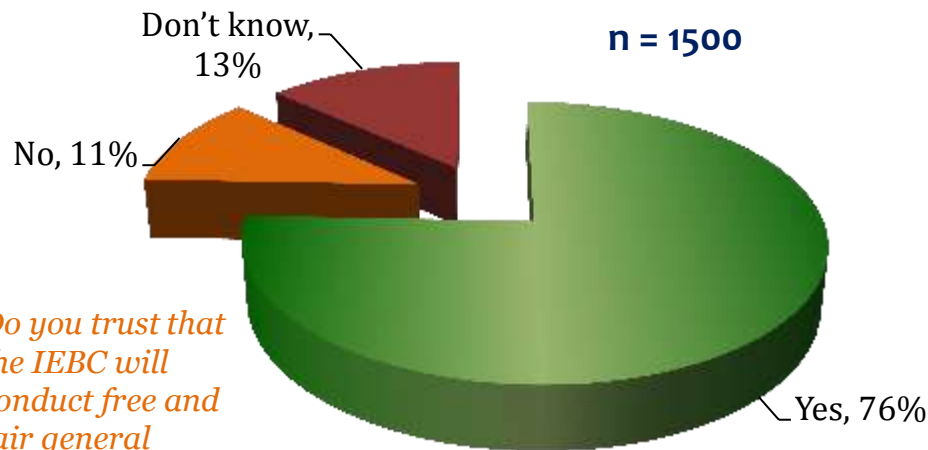
Confidence in IEBC

IEBC preparedness to conduct the March 4th, 2013 general elections

- 77% of the surveyed respondents indicated that they think IEBC is prepared to conduct the general election on March 4, 2012
- Regionally, Coastal region recorded the lowest incidence of those who feel IEBC is prepared to conduct the general elections on March 4 2012

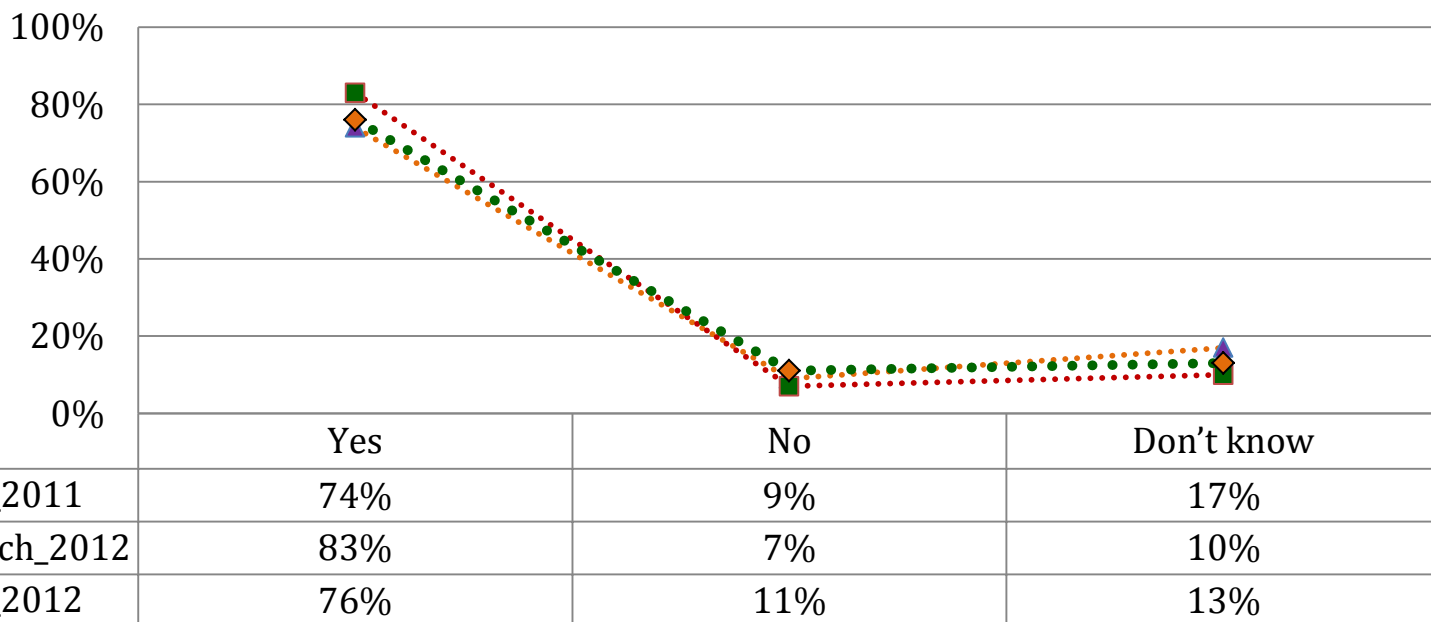


Do you trust that the IEBC will conduct free and fair general elections?



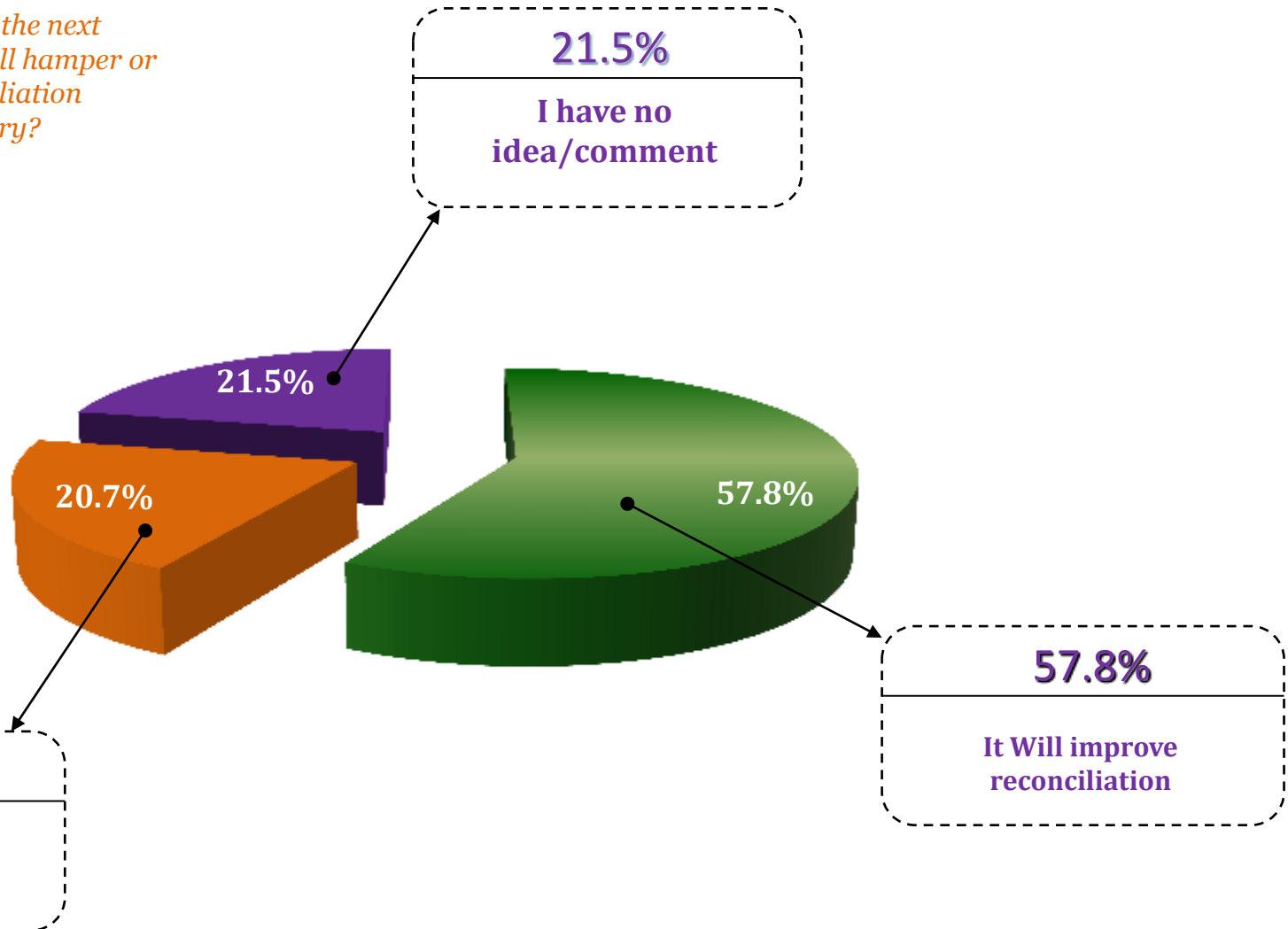
- Infotrak October 2012 poll revealed 76% of Kenyans trust IEBC will conduct a free & fair elections come March 4 2012
- Comparative analysis between March 2012 and October 2012 of Infotrak poll shows a drop in the trust Kenyans have in IEBCs ability to conduct a free & fair elections. There is a drop of 7%, from 83% in March to 76% in October

Comparative analysis on IEBC conducting a free & fair elections



The next general elections improve the reconciliation process in the country asserts 57.8% of respondents

Would you say that the next general elections will hamper or improve the reconciliation process in the country?



Possible Running Mates

Preferred Running Mates

35.4%



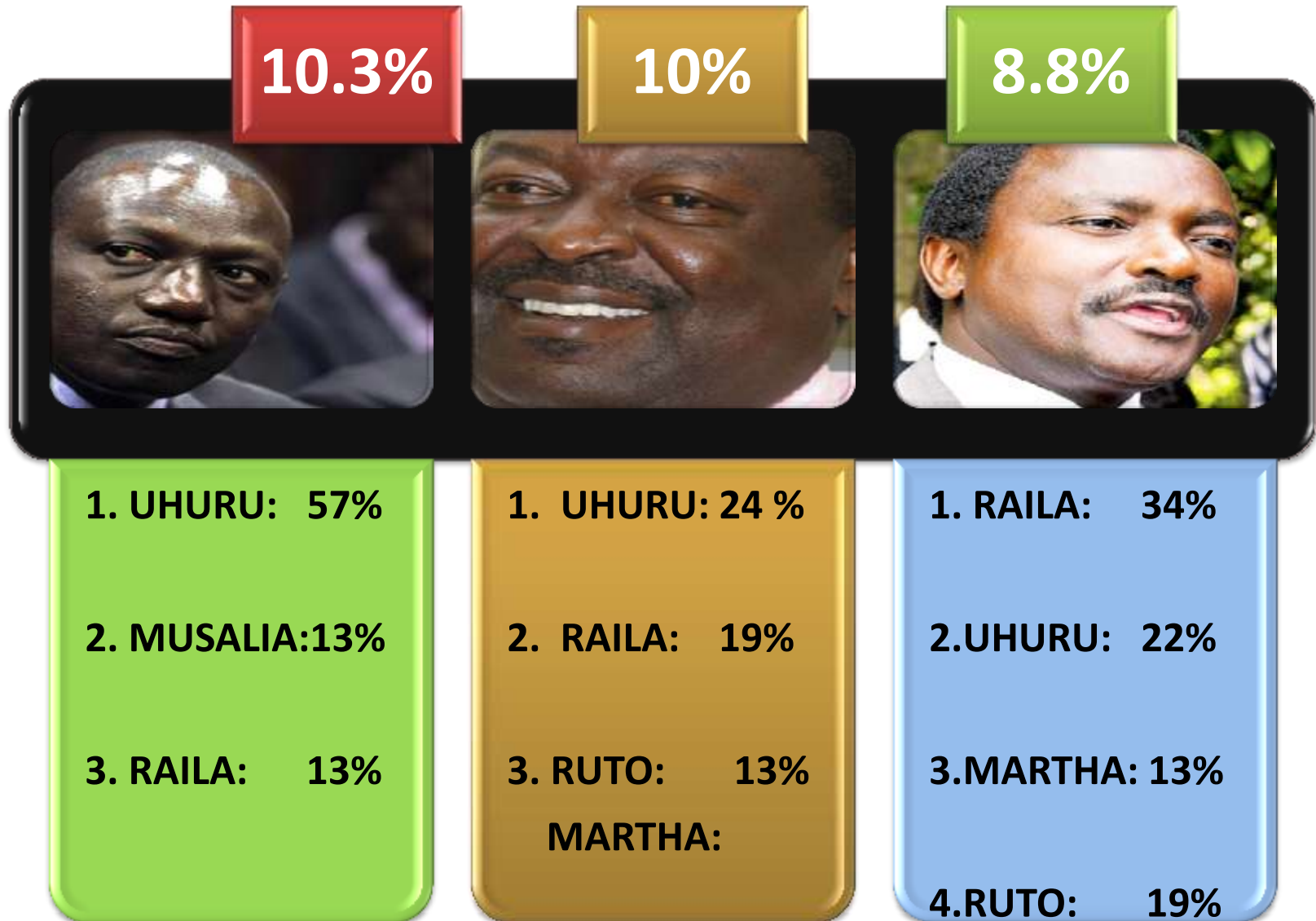
- | | |
|-------------|-----|
| 1. RUTO: | 32% |
| 2. MUSALIA: | 24% |
| 3. MUSYOKA: | 16% |

24%



- | | |
|-------------|-----|
| 1. RUTO: | 57% |
| 2. MUSALIA: | 10% |

Preferred Running Mates



Preferred Running Mates

4.3%



1. MUSALIA: 21%
2. UHURU: 17%
3. MUSYOKA: 13%
- KENNETH:

2%



1. MUSALIA: 19%
2. EUGENE: 19%
3. KALONZO: 14%
- MARTHA
4. RAILA: 10%
- OLE KIYAPI

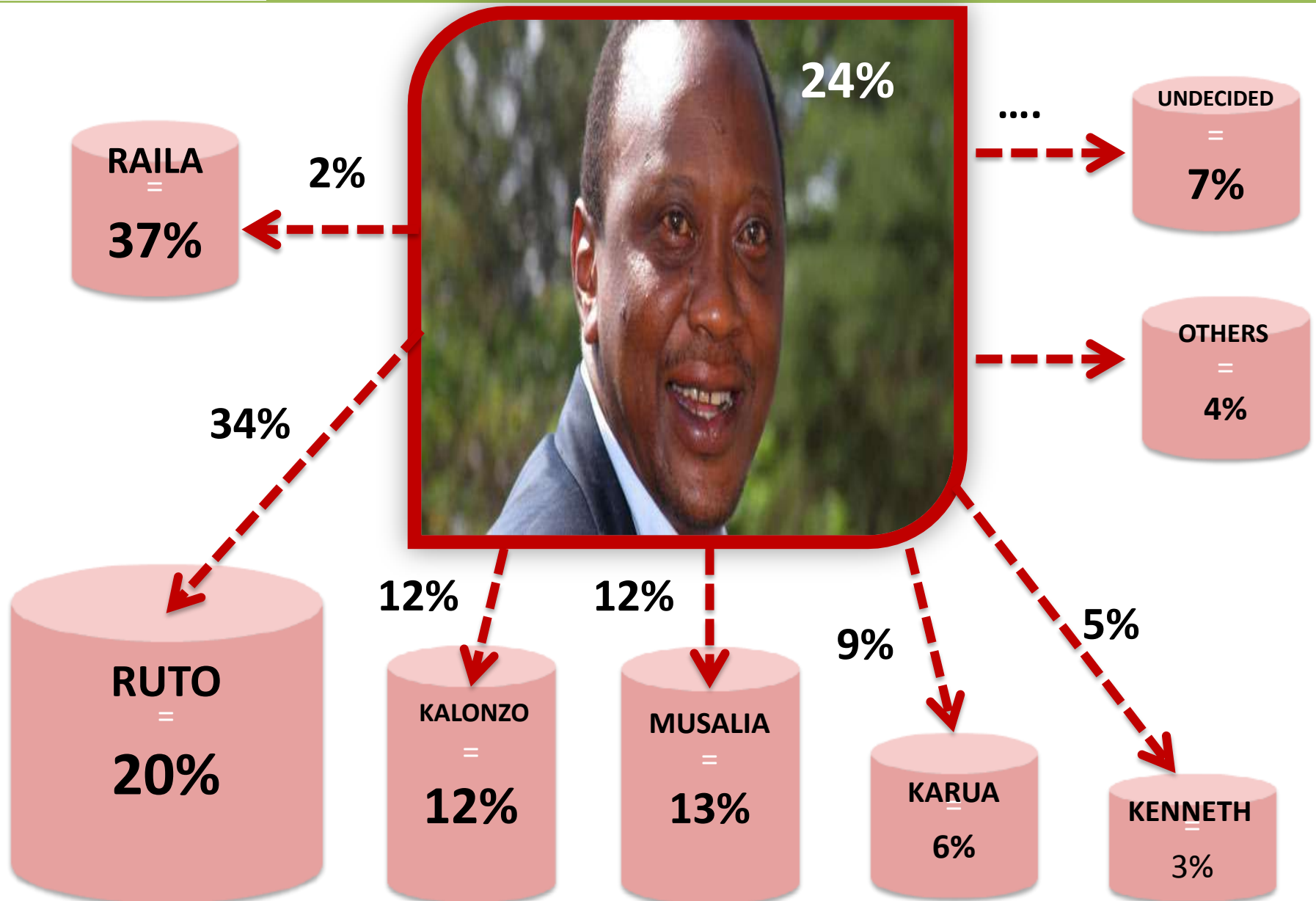
What if they don't Run ?

Alternative candidates....

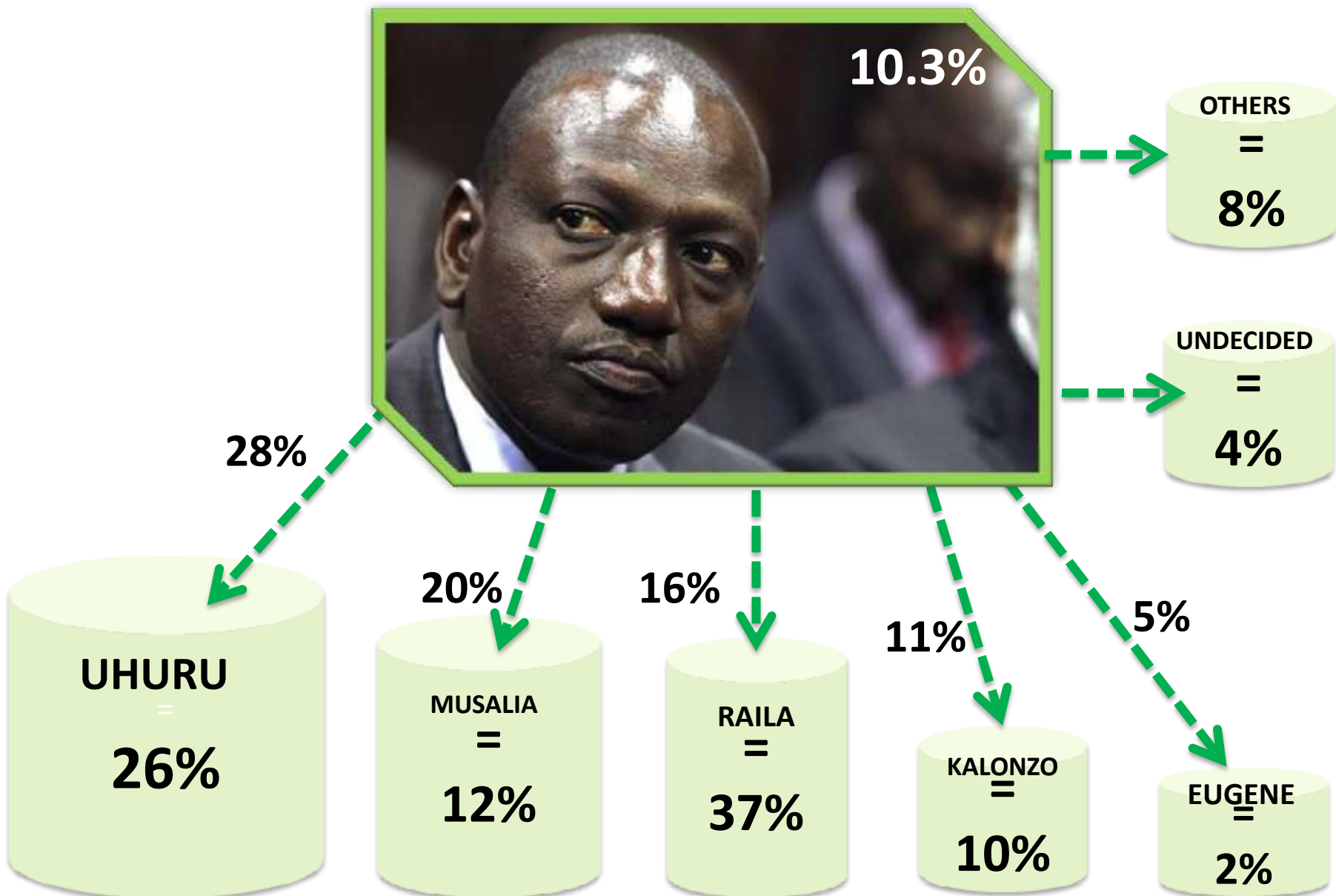
Poll Question:

Who is your alternative presidential candidate if your preferred presidential candidate does not contest in the forthcoming general elections?

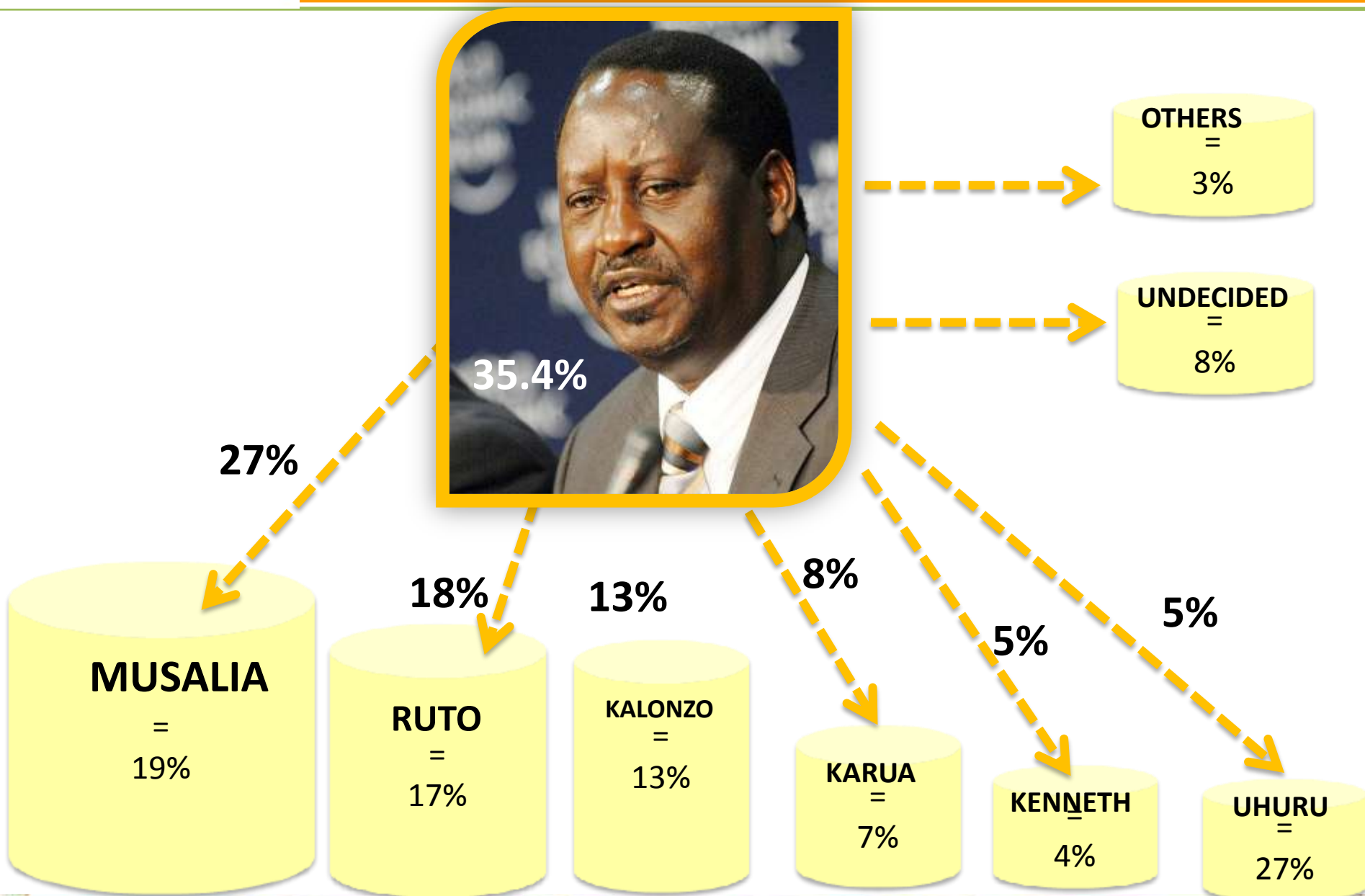
Where would Uhuru's Votes go if he did not Run?



Where would Ruto's Votes go if he did not Run?



Where would Raila's Votes go if he did not Run?





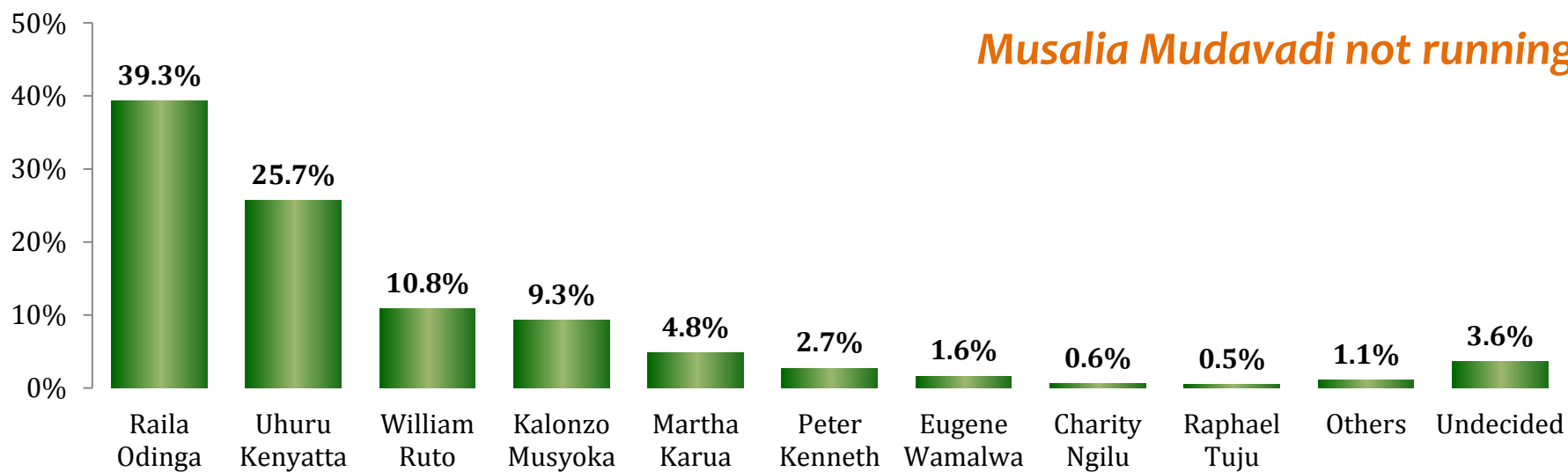
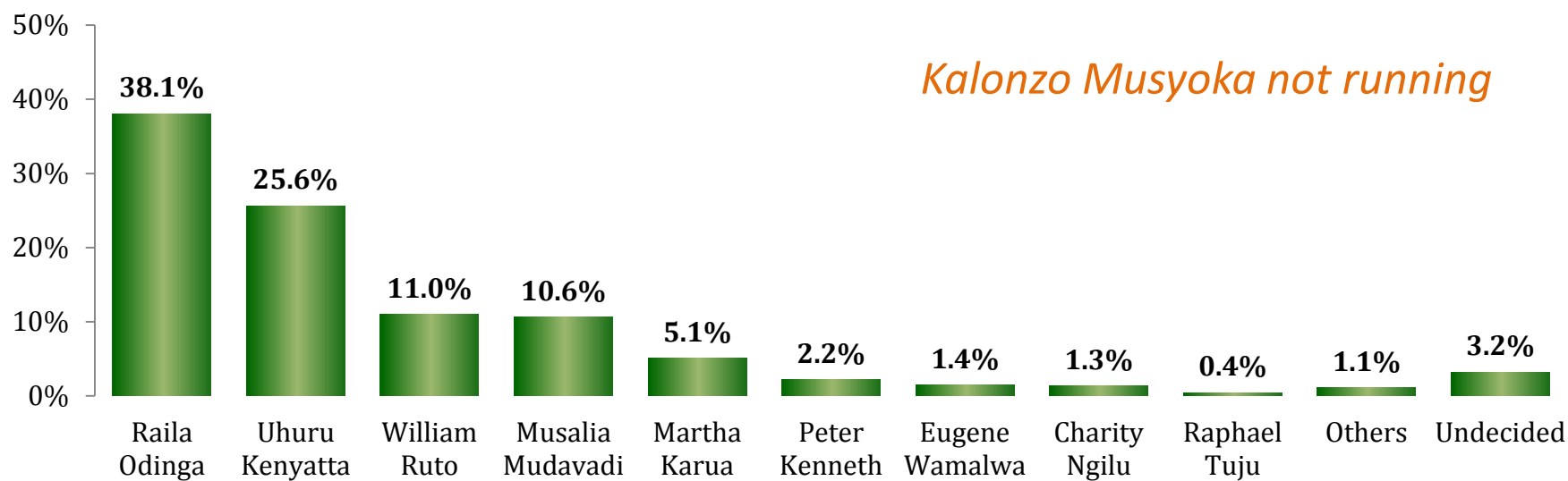
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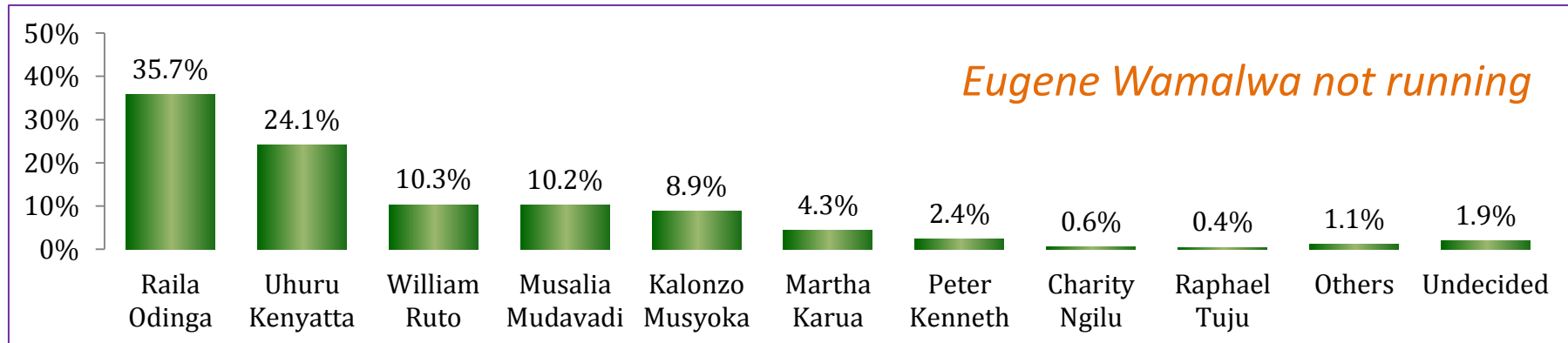
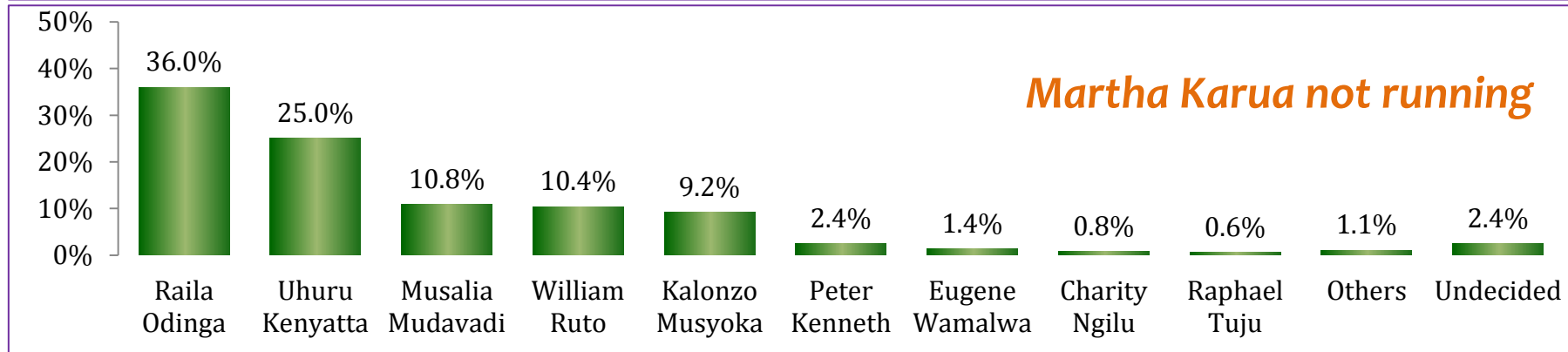
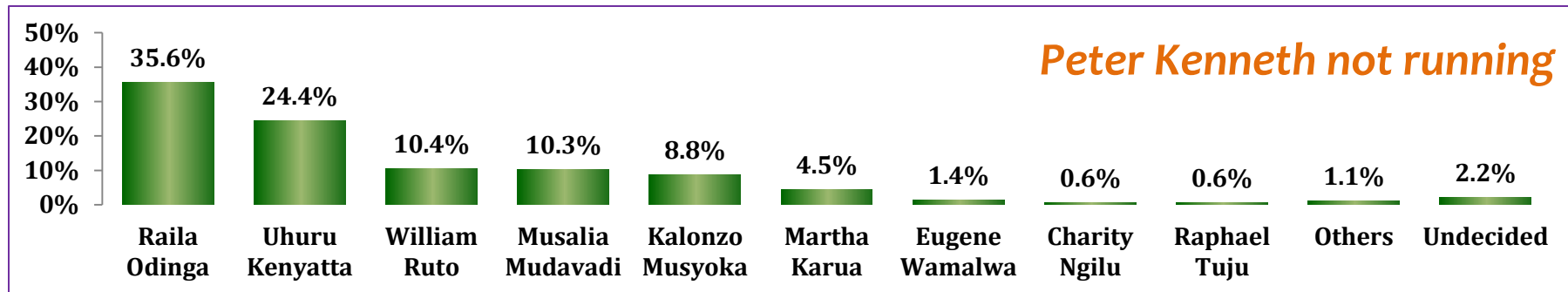
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**Scenarios for other presidential
candidates are not running....**

Scenarios where:

1. Kalonzo Musyoka not running
2. Musalia Mudavadi not running





**Will there Really be a run
off?**

Possible Two horse race scenarios with Presidential candidate and Running Mate pitting the two most popular candidates

According to various opinion polls, the two top contenders in the Kenyan presidential race are Raila Odinga and Uhuru Kenyatta. Assuming that they were to pick their running mates in a two horse race which duo would you vote for in the following scenarios if elections were held today?

Two horse Race that would result in Raila Wins



RAILA/KALONZO

52%

RAILA/ RUTO

52%

RAILA/MUSALIA

52%

RAILA/MUSALIA

51%

UHURU/RUTO

48%

UHURU/KALONZO

48%

UHURU/RUTO

48%

UHURU/KALONZO

49%

Raila/Running mate Victory by region

	Coast	N. Eastern	Eastern	Central	R. Valley	Nyanza	Western	Nairobi	Total
Raila / Kalonzo Ticket	72%	83%	54%	24%	41%	66%	51%	63%	52%
Uhuru /Ruto Ticket	28%	17%	46%	76%	59%	34%	49%	37%	48%
Raila / Ruto Ticket	62%	43%	30%	24%	61%	80%	52%	65%	52%
Uhuru / Kalonzo Ticket	38%	57%	70%	76%	39%	20%	48%	35%	48%
Raila / Musalia Ticket	64%	61%	48%	30%	44%	74%	61%	65%	52%
Uhuru / Ruto Ticket	36%	39%	52%	70%	56%	26%	39%	35%	48%
Raila / Musalia Ticket	66%	65%	30%	28%	51%	76%	56%	64%	51%
Uhuru /Kalonzo Ticket	34%	35%	70%	72%	49%	24%	44%	36%	49%

Two horse Race that would result in Uhuru Wins



UHURU/MUSALIA

54%

UHURU/ RUTO

53%

UHURU/KALONZO

52%

UHURU/KALONZO

52%

RAILA/MARENDE

46%

RAILA/KENNETH

47%

RAILA/KENNETH

48%

RAILA/CHARITY

48%

Uhuru Running mate Victory by region

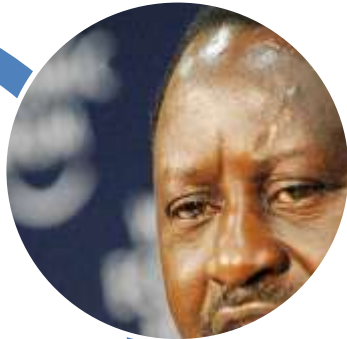
	Coast	N. Eastern	Eastern	Central	R. Valley	Nyanza	Western	Nairobi	Total
Raila / Kenneth Marende Ticket	55.9%	56.9%	44.1%	21.6%	36.5%	72.8%	44.3%	63.4%	45.6%
Uhuru /MusaliaTicket	44.1%	43.1%	55.9%	78.4%	63.5%	27.2%	55.7%	36.6%	54.4%
Raila odinga for President and Peter Kenneth as running mate	64.9%	47.7%	50.3%	21.6%	38.6%	65.1%	49.5%	61.8%	46.9%
Uhuru Kenyatta for president and William ruto as running mate	35.1%	52.3%	49.7%	78.4%	61.4%	34.9%	50.5%	38.2%	53.1%
Raila odinga for President and Peter Kenneth as running mate	60.9%	60.6%	38.4%	21.1%	45.1%	70.5%	48.7%	63.9%	47.8%
Uhuru Kenyatta for president and Kalonzo Musyoka as running mate	39.1%	39.4%	61.6%	78.9%	54.9%	29.5%	51.3%	36.1%	52.2%
Raila odinga for President and Charity Ngilu as running mate	60.9%	60.6%	38.4%	21.1%	44.5%	73.2%	45.5%	63.4%	47.7%
Uhuru Kenyatta for president and Kalonzo Musyoka as running mate	39.1%	39.4%	61.6%	78.9%	55.5%	26.8%	54.5%	36.6%	52.3%

Other possible scenarios

Raila /Kalonzo ticket



Raila



67%



Kalonzo

Wamalwa/Ngilu ticket

Wamalwa



33%



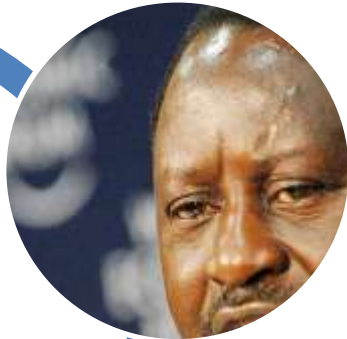
Charity

Raila /Kosgey ticket



56%

Raila

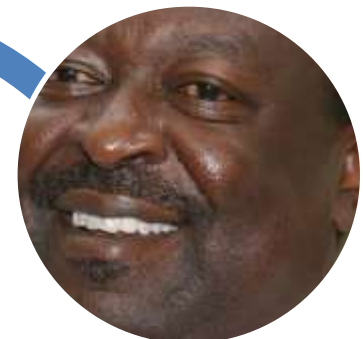


Kosgey

Musalia/Ngilu ticket

44%

Musalia



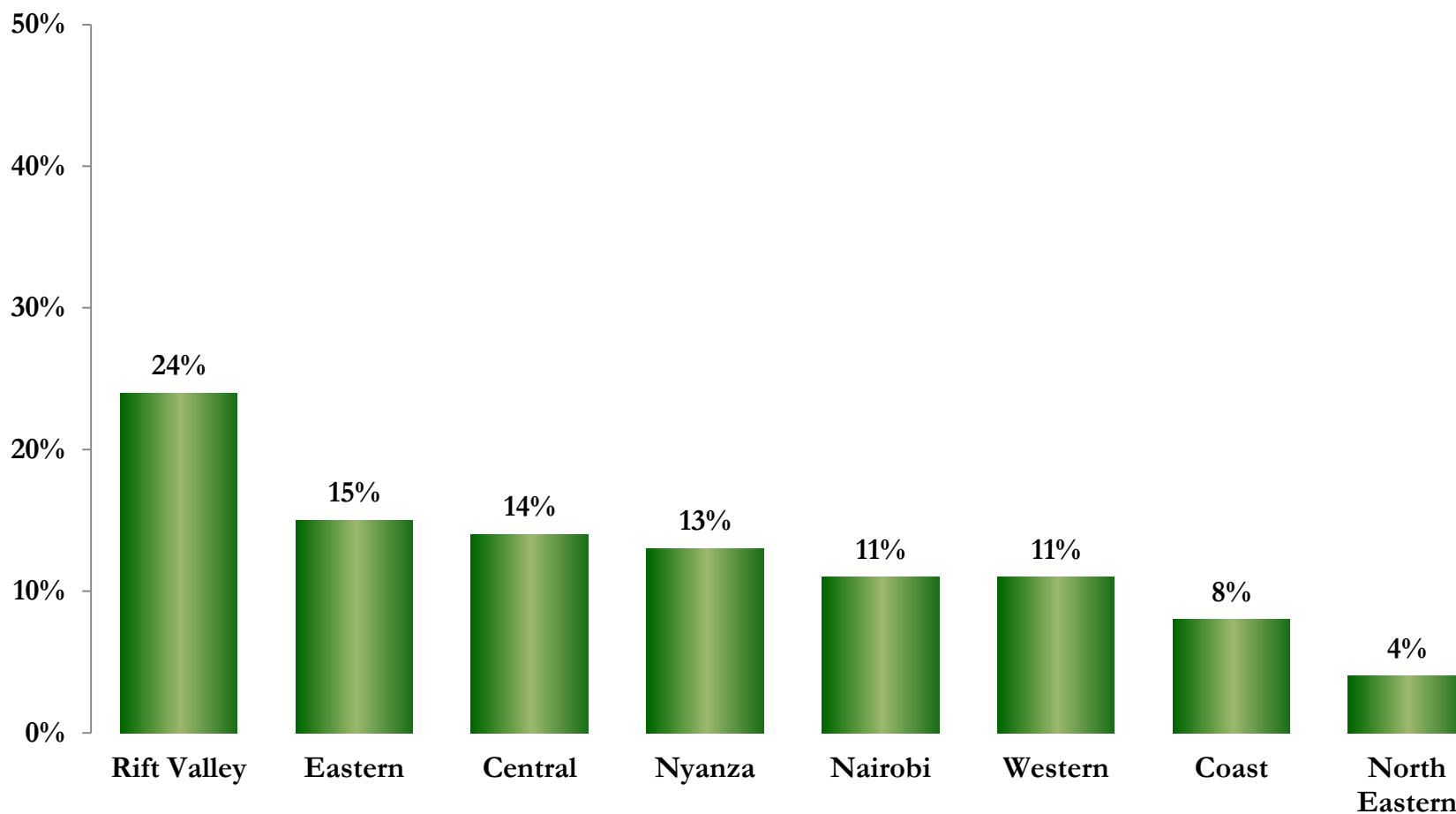
Ngilu

Presidential and Running mate Scenario1	Incidence	Versus	Incidence	Presidential and Running mate Scenario2
Raila Odinga for President and Kalonzo Musyoka as running mate	51.6%	vs	48.4%	Uhuru Kenyatta for president and William Ruto as running mate
Raila Odinga for President and William Ruto as running mate.	52.3%	vs	47.7%	Uhuru Kenyatta for president and Kalonzo Musyoka as running mate
Raila Odinga for President and Kalonzo Musyoka as running mate	48.4%	vs	51.6%	Uhuru Kenyatta for president and Musalia Mudavadi as running mate
Raila Odinga for President and Musalia Mudavadi as running mate	52.4%	vs	47.6%	Uhuru Kenyatta for president and William ruto as running mate
Raila Odinga for President and Musalia Mudavadi as running mate	51.0%	vs	49.0%	Uhuru Kenyatta for president and Kalonzo Musyoka as running mate
Raila odinga for President and Kenneth Marende as running mate	45.7%	vs	54.3%	Uhuru Kenyatta for president and Musalia Mudavadi as running mate
Raila odinga for President and Peter Kenneth as running mate	47.0%	vs	53.0%	Uhuru Kenyatta for president and William ruto as running mate
Raila odinga for President and Peter Kenneth as running mate	47.8%	vs	52.2%	Uhuru Kenyatta for president and Kalonzo Musyoka as running mate
Raila odinga for President and Charity Ngilu as running mate	47.8%	vs	52.2%	Uhuru Kenyatta for president and Kalonzo Musyoka as running mate
Raila Odinga for President and Kalonzo Musyoka for running mate	53.2%	vs	46.8%	Uhuru Kenyatta for president and Charity Ngilu as running mate
Charity Ngilu for President and Eugene Wamalwa for running mate	33.4%	vs	66.6%	Raila Odinga for President and Kalonzo Musyoka as running mate
Charity Ngilu for President and Musalia Mudavadi for running mate	44.4%	vs	55.6%	Raila Odinga for President and Henry Kosgey as running mate

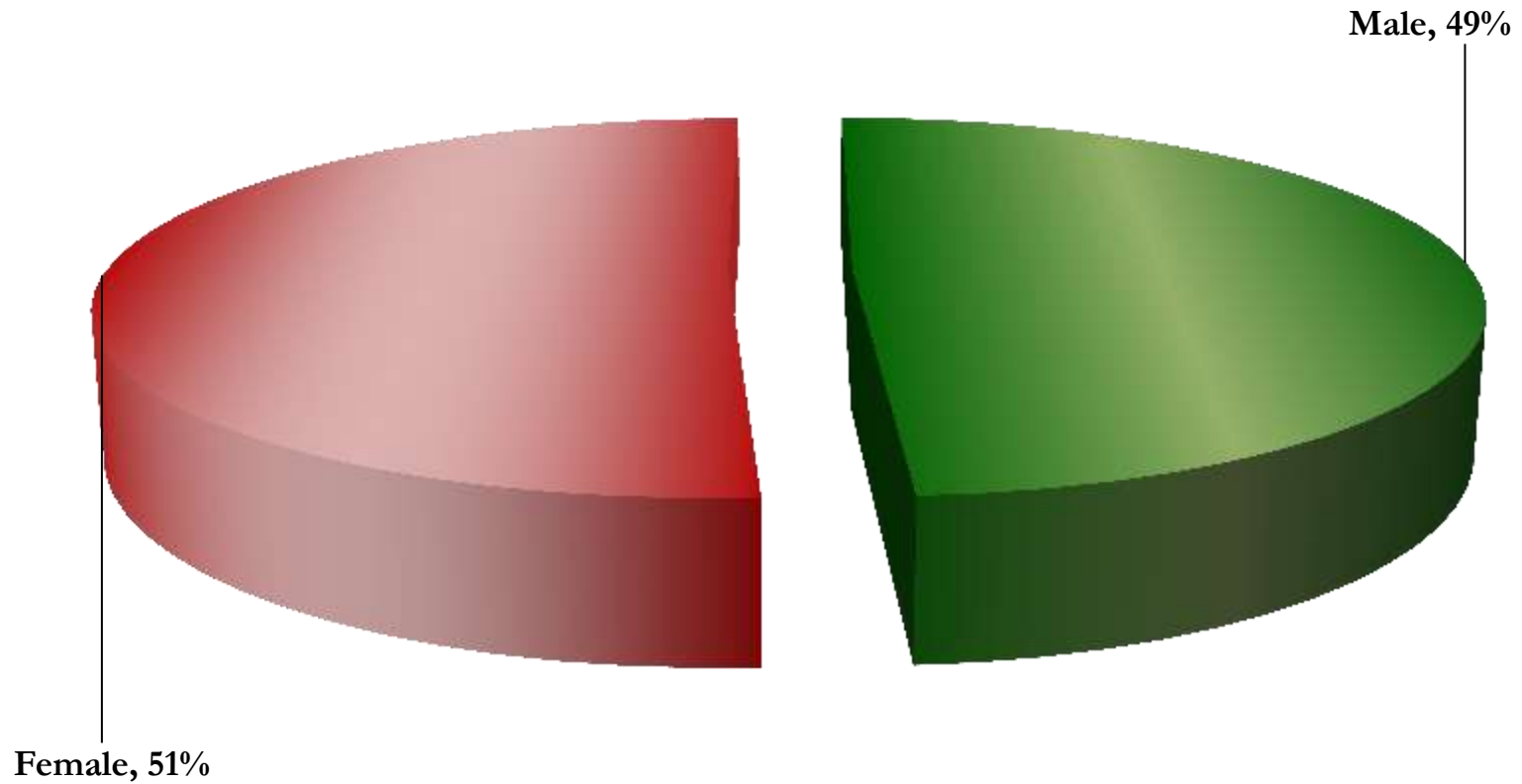
According to various opinion polls, the two top contenders in the Kenyan presidential race are Raila Odinga and Uhuru Kenyatta. Assuming that they were to pick their running mates, which duo would you vote for in the following scenarios if elections were held today?

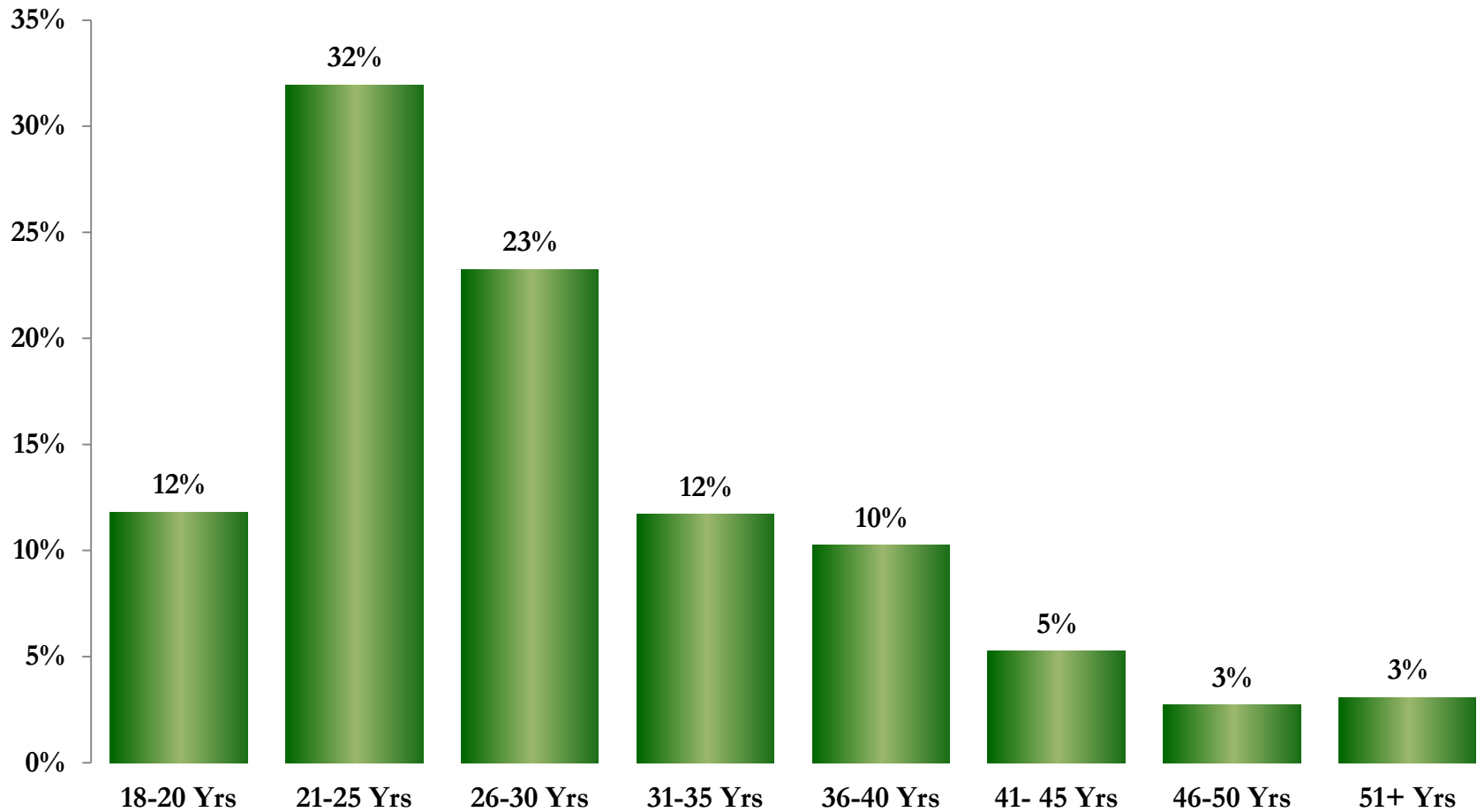


Demographics



SAMPLE DISTRIBUTION BY GENDER





- ❑ 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 Harris 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.