

INFOTRAK HARRIS POLL

Kenyans Views on the KKK alliance.



2011

OVERVIEW

With the 2012 elections around the corner and President Kibaki's succession dominating local politics, talk on the formation of political alliances set to serve as vehicles to power for some of the country's leading politicians have also hit the headlines. One such alliance is the KKK alliance, loosely translated to a political union between the Kalenjin, the Kikuyu and the Kamba tribes, which is seen as a vehicle seeking to field a candidate to decidedly win next year's presidential election.

In light of these happenings, Infotrak Harris and Strategic Research carried out a joint nationwide survey that sought to establish the awareness of the political alliances amongst Kenyans and whether they support their formation.

THE METHODOLOGY

A sample of 1500 respondents was interviewed to represent the Kenyan registered voter population of 19 million translating into a margin of error of $-/+ 2.5$ at 95% degree of confidence. The survey was conducted in all provinces of Kenya.

The sampling frame was developed using Probability Proportional to Size (PPS) with the registered voter distribution as the weighting factor. The sample was further split into key demographic groups i.e. by region, age and gender. The key administrative boundary was the district of residence which was further split into both urban and rural.

Sampling technique adopted was purposive, random and systematic. This was done so as to ensure that every registered voter in Kenya was given an equal opportunity to participate. From the same sample, specific attention was given to both male and female living in urban and rural Kenya.

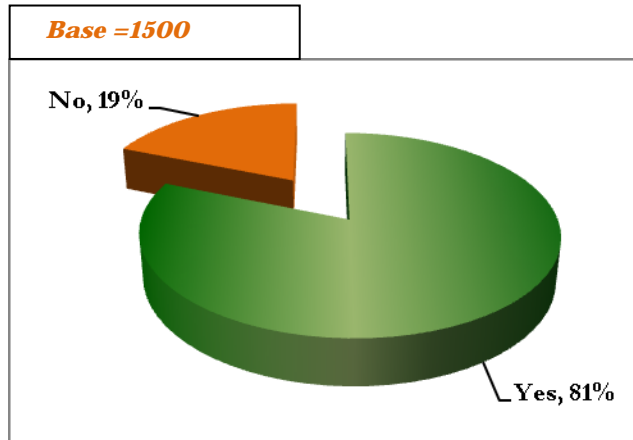
Fieldwork was conducted through face to face interviews. The survey was conducted between 26th – 27th January 2011.

Sampling points

PROVINCE	DISTRICT	SAMPLE
Nairobi	Nairobi	156
Coast	Mombasa	77
	Kwale	40
Eastern	Meru	69
	Kitui	56
	Machakos	115
Central	Nyeri	69
	Kiambu	84
	Thika	72
Rift Valley	Nakuru	168
	Uasin Gishu	78
	Narok	40
Western	Kakamega	56
	Bungoma	75
	Busia	34
Nyanza	Kisumu	185
	Homa Bay	44
	Kisii	81
North Eastern	Garrissa	30

KEY FINDINGS

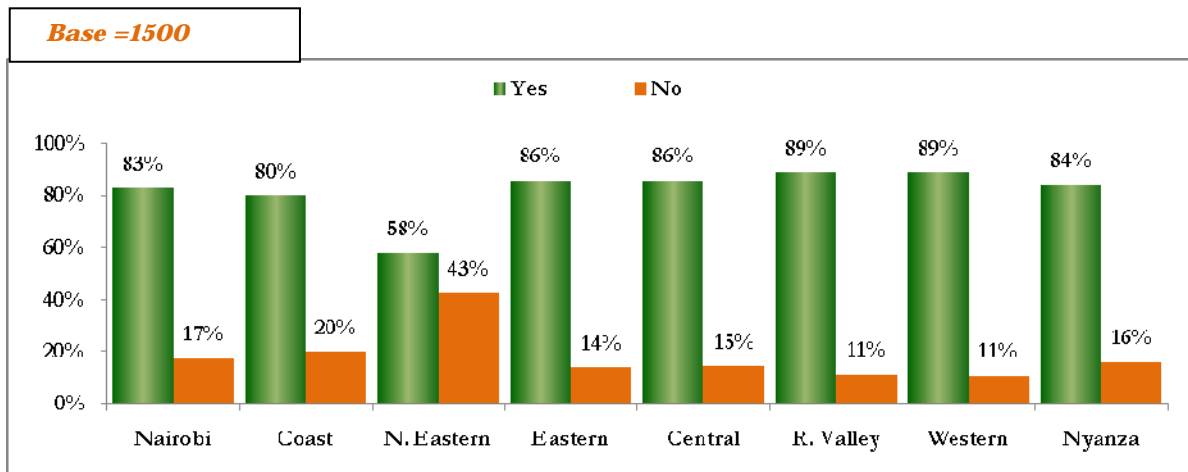
- 81% of Kenyans reported awareness of the KKK alliance.



There have been talks of an alliance between Kikuyu, Kamba and Kalenjin (KKK) to capture power in 2012. Are you aware of such an alliance?

However more males (84%) than females (77%) are aware of the KKK alliance.

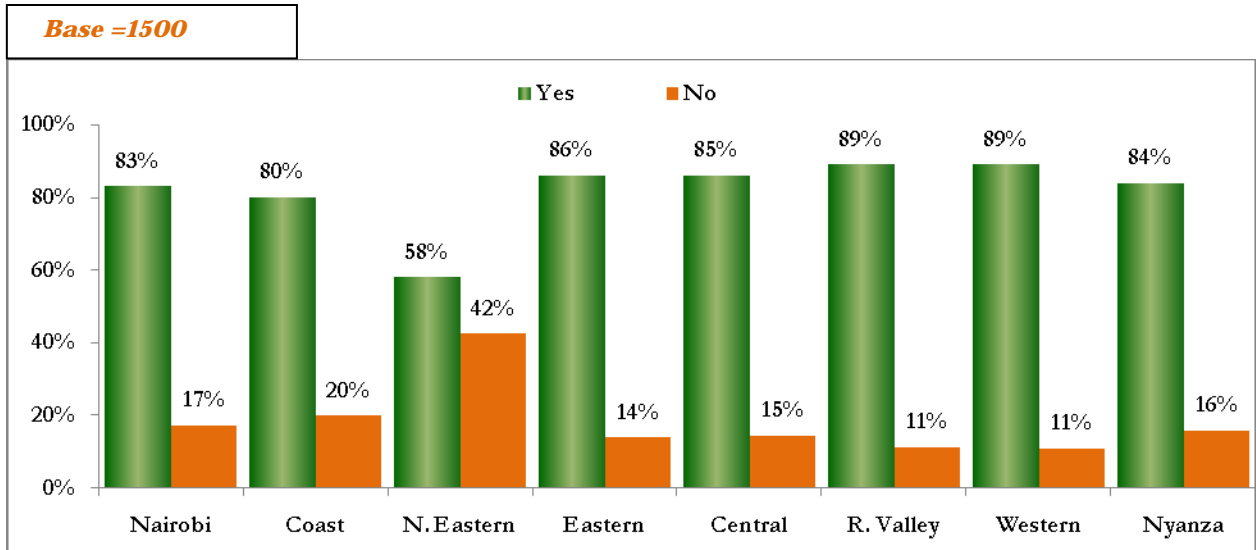
Survey results also reveal that more urban dwellers (82%) as compared to their rural counterparts (79%) are aware of the KKK alliance.



There have been talk of an alliance between Kikuyu, Kamba and Kalenjin (KKK) to capture power in 2012. Are you aware of such an alliance?

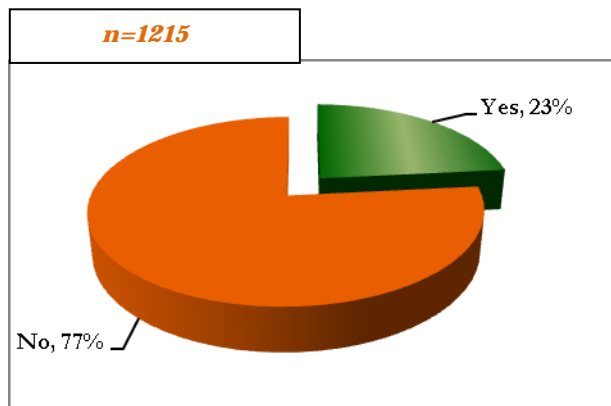
The regions that recorded high awareness of the KKK alliance were R. Valley (89%), Western (89%), Eastern (86%) & Central (85%).

North eastern and Coast province are the regions that recorded the lowest awareness levels at 58% and 80% respectively.



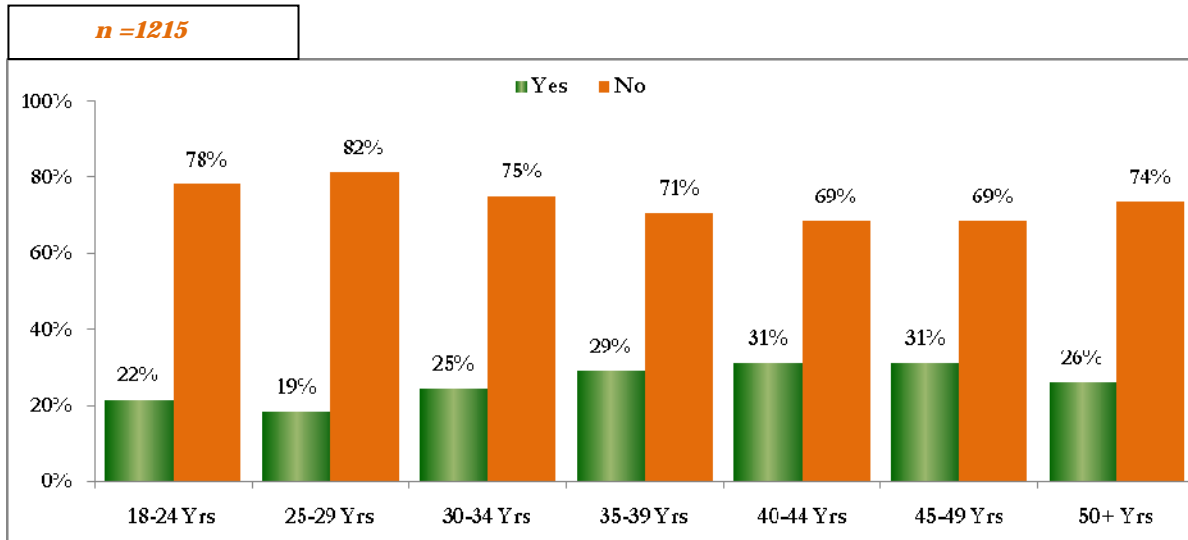
There have been talks of an alliance between Kikuyu, Kamba and Kalenjin (KKK) to capture power in 2012. Are you aware of such an alliance?

2. Slightly more than two in ten of those aware of the KKK alliance, said they support it.



Do you support the formation of the KKK alliance?

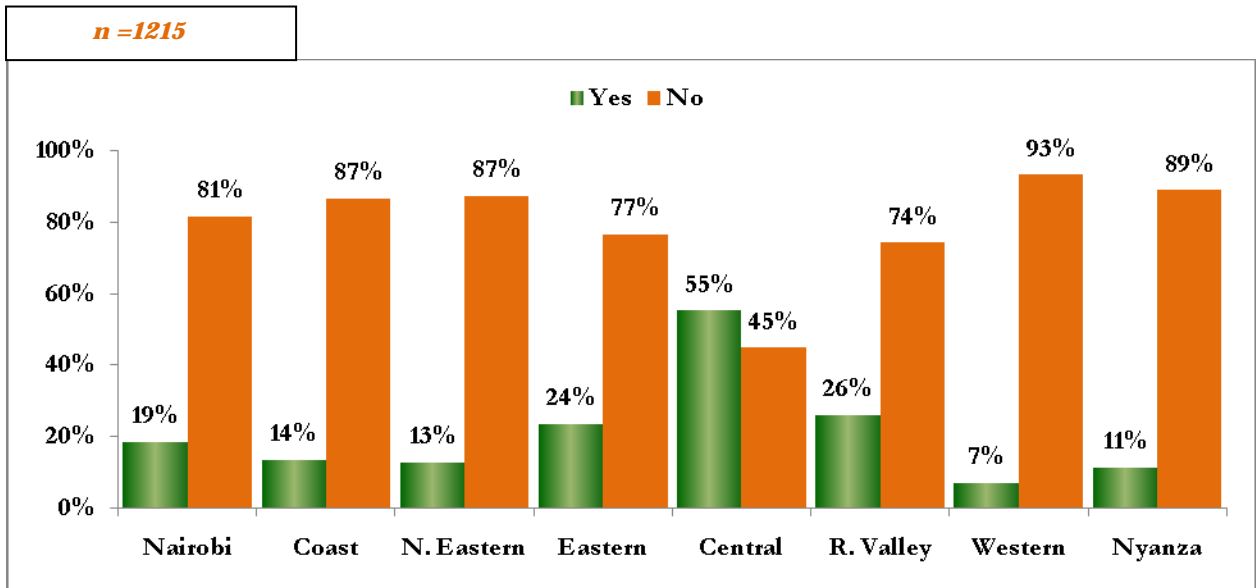
Those between the age 18 to 34 years recorded low support level for KKK alliance as compared to the older generation of 35 + years.



Do you support the formation of the KKK alliance?

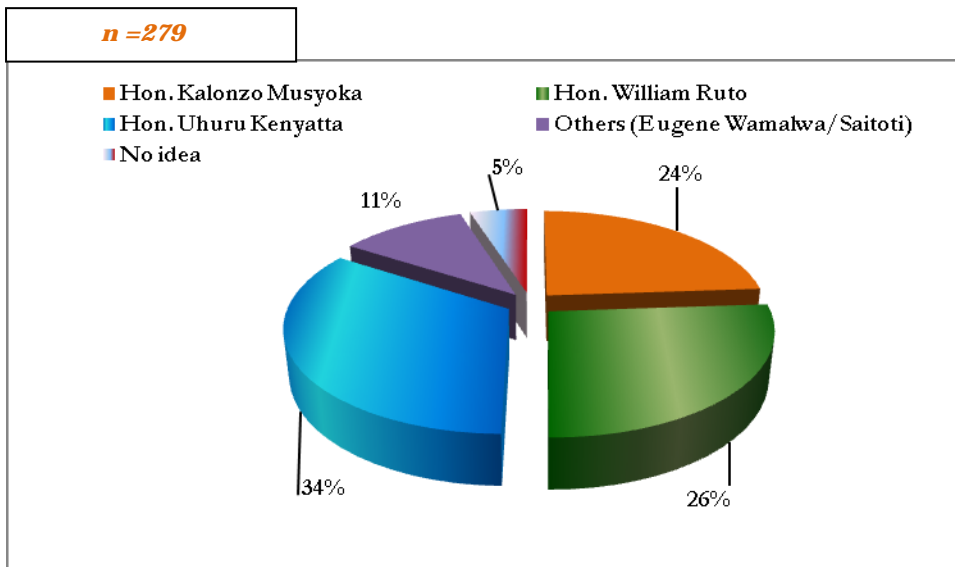
Central, Rift Valley and Eastern were the regions that recorded high support levels for the KKK alliance with 55%, 26% and 24% respectively.

Western and Nyanza were the regions where the support for the KKK alliance was lowest at 7% and 11% respectively.



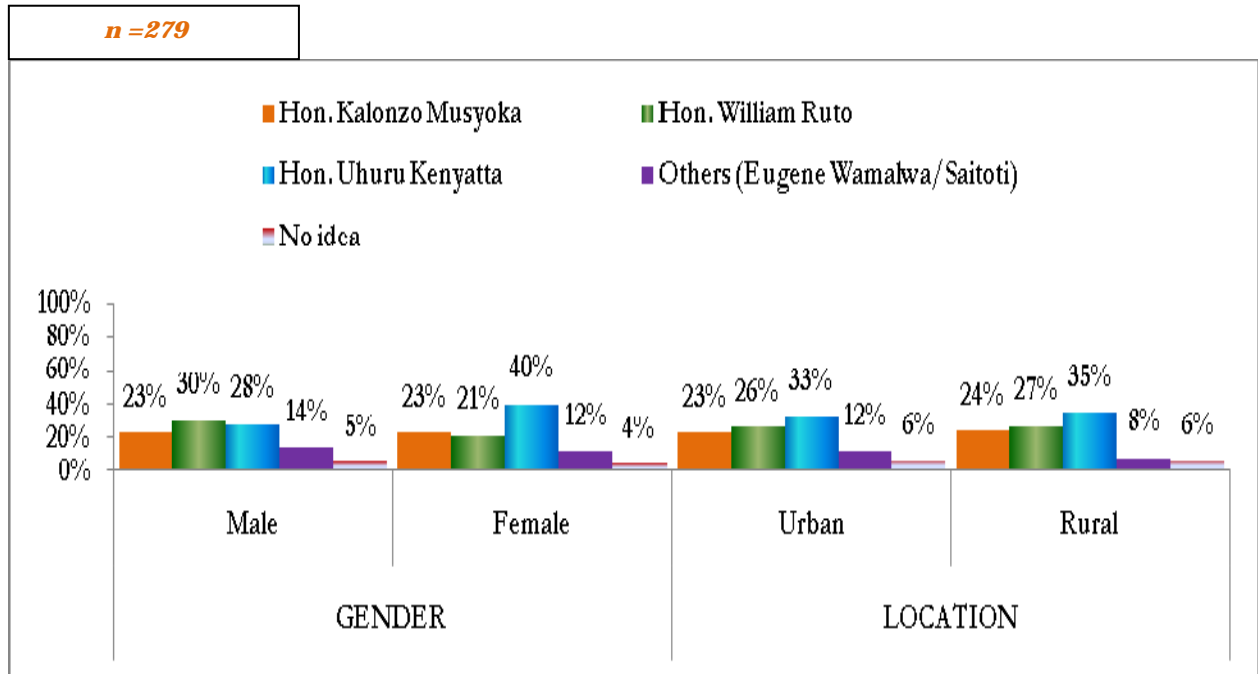
Do you support the formation of the KKK alliance?

3. Hon. Uhuru Kenyatta is the one preferred to lead the KKK alliance by those who support it.



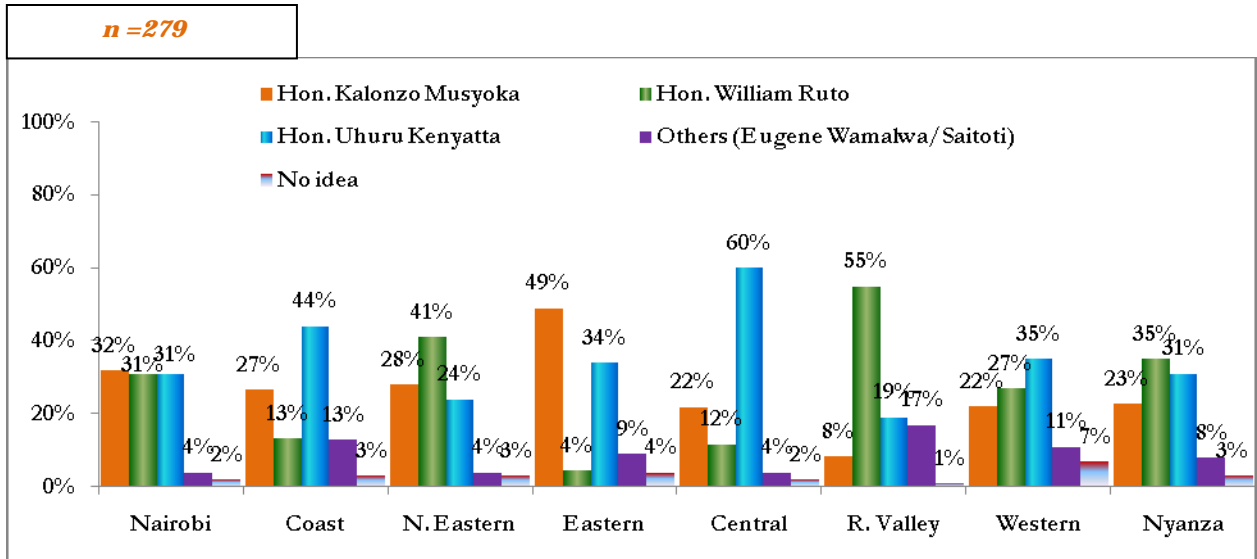
If yes, who would you prefer to lead such an alliance?

Interestingly more females (54%) than males (43%) prefer Hon. Uhuru Kenyatta to lead the KKK alliance, while more males (30%) than females (21%) prefer Hon. William Ruto to lead the KKK alliance.



If yes, who would you prefer to lead such an alliance?

Hon. Uhuru Kenyatta is the preferred candidate to lead the KKK alliance as mentioned by 53% of respondents from Central, while Hon. William Ruto was mentioned by 55% from Rift Valley and Hon. Kalonzo Musyoka by 49% from Eastern.



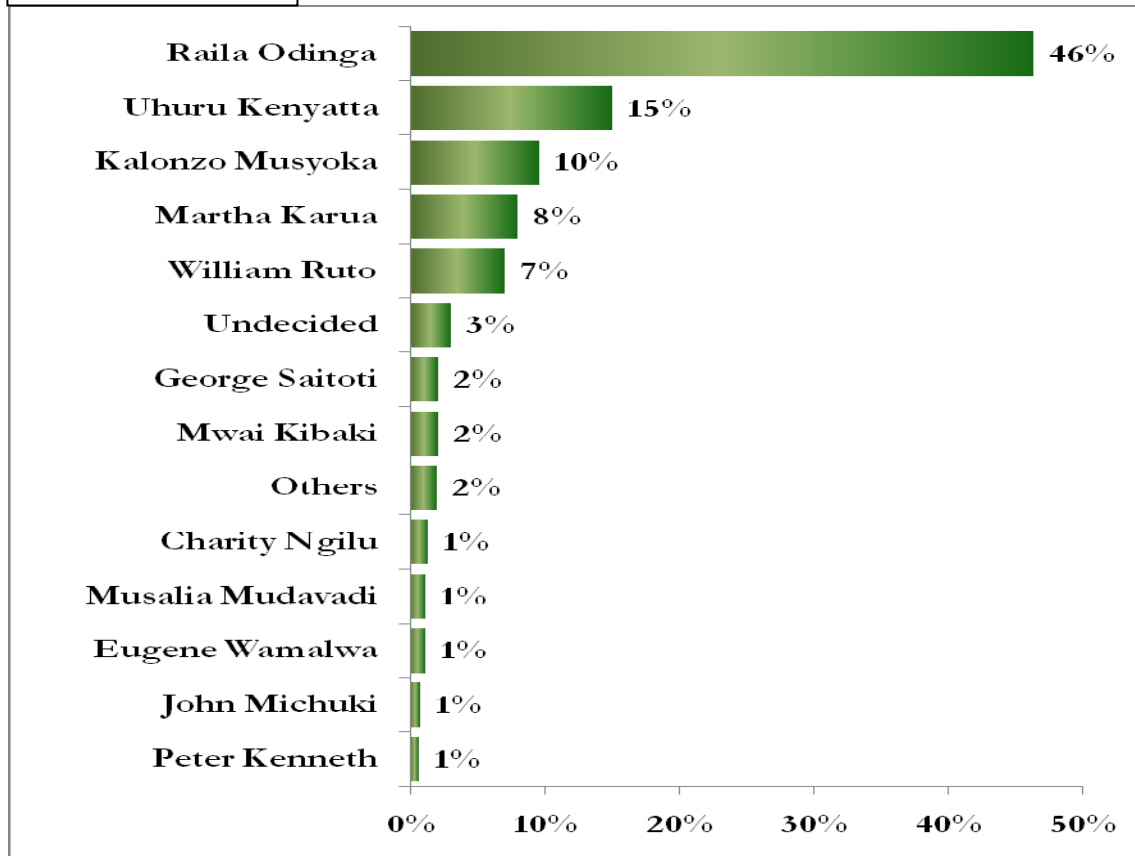
If yes, who would you prefer to lead such an alliance?

4. If elections were held today Raila would still be the most preferred candidate as rated by 46% of the respondents.

Hon. Uhuru Kenyatta was rated second by 15%.

Worth noticing is that Raila's rating is more than the combined alleged KKK alliance candidates.

Base =1500



If elections were to be held today, who would you vote for as President?

More males (52%) than females (39%) endorse Raila's presidency.

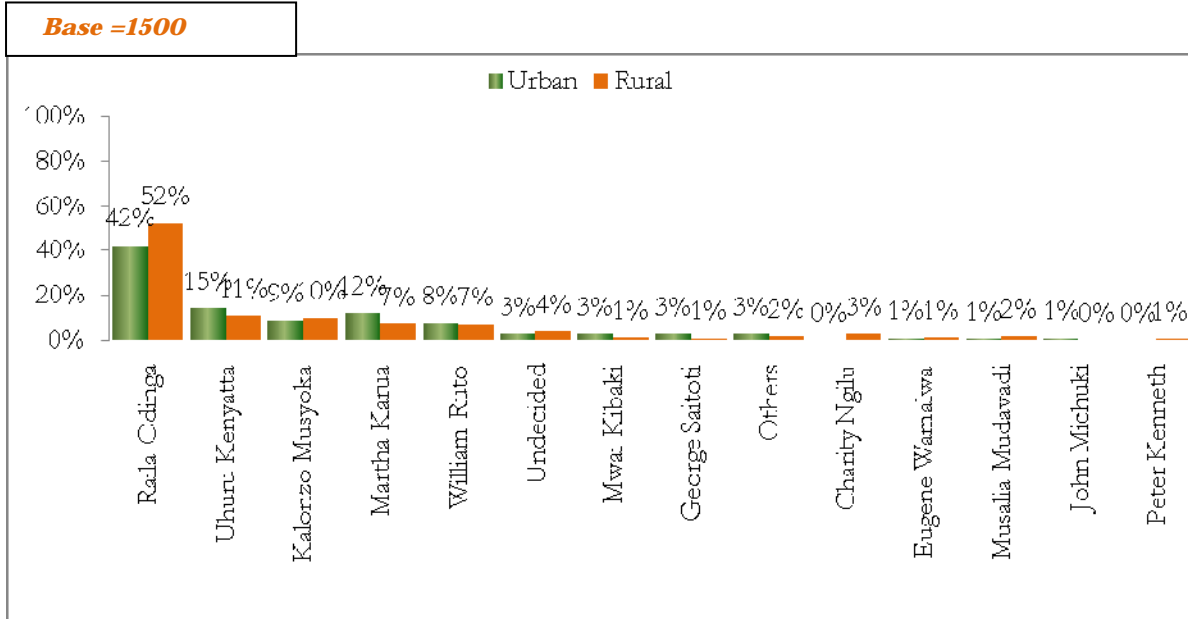
Interestingly more females (11%) than males (8%) would prefer Kalonzo as the president.



If elections were to be held today, who would you vote for as President?

x

Majority of rural dwellers comprising 52% would elect Raila as the president if an election were to be held today as compared to only 42% of the urban folk.



If elections were to be held today, who would you vote for as President?

Base =1500

	Nairobi	Coast	North Eastern	Eastern	Central	R. Valley	Western	Nyanza	Total
Raia Odinga	50%	51%	63%	29%	23%	31%	60%	84%	46%
Uhuru Kenyatta	13%	11%		13%	29%	9%	4%	2%	15%
Kalonzo Musyoka	12%	12%	3%	31%	4%	6%	2%	1%	10%
Martha Karua	10%	6%	5%	10%	22%	5%	5%	1%	8%
William Ruto	3%	2%	21%		3%	35%	4%	3%	7%
Undecided	6%	10%		2%	1%	6%	5%	2%	3%
Mwai Kibaki	3%	1%	3%	6%	1%	2%		1%	2%
George Saitoti		1%			11%	1%	1%		2%
Others	2%	2%			1%	1%			2%
Charity Ngilu		1%		7%		1%		2%	1%

Eugene Wamalwa	1%	3%	1%	1%	7%	1%	1%
Musalia Mudavadi	2%	2%	1%	1%	10%	1%	1%
John Michuki	1%		4%			1%	1%
Peter Kenneth	1%	3%		1%	2%	1%	1%

If elections were to be held today, who would you vote for as President?

RUNNING MATE	PRESIDENT					
	Martha Karua	Kalonzo Musyoka	Mwai Kibaki	Raila Odinga	William Ruto	Uhuru Kenyatta
Martha Karua		14%	19%	12%	4%	19%
Kalonzo Musyoka	21%		19%	10%	20%	34%
Mwai Kibaki	0%	0%		0%	2%	3%
Raila Odinga	8%	8%	9%		11%	3%
William Ruto	1%	10%	6%	4%		29%
George Saitoti	3%	1%	3%	1%	0%	2%
Uhuru Kenyatta	20%	42%	19%	9%	46%	0%
Eugene Wamalwa	8%	1%	0%	1%	9%	0%
Peter Kenneth	5%	0%	3%	1%	0%	0%
Najib Balala	0%	0%	0%	5%	4%	3%
Moses Wetangula	0%	0%	0%	0%	0%	0%
Bonny Khalwale	0%	0%	0%	0%	0%	0%
Gitobu Imanyara	1%	0%	0%	0%	0%	3%
Musalia Mudavadi	5%	3%	3%	43%	2%	0%
Charity Ngilu	6%	14%	0%	2%	0%	0%
John Michuki	1%	0%	0%	0%	0%	0%
Wakoli Bifwoli	3%	1%	0%	1%	0%	0%
Isaac Ruto	0%	0%	0%	1%	2%	0%
Undecided	7%	3%	9%	4%	0%	0%

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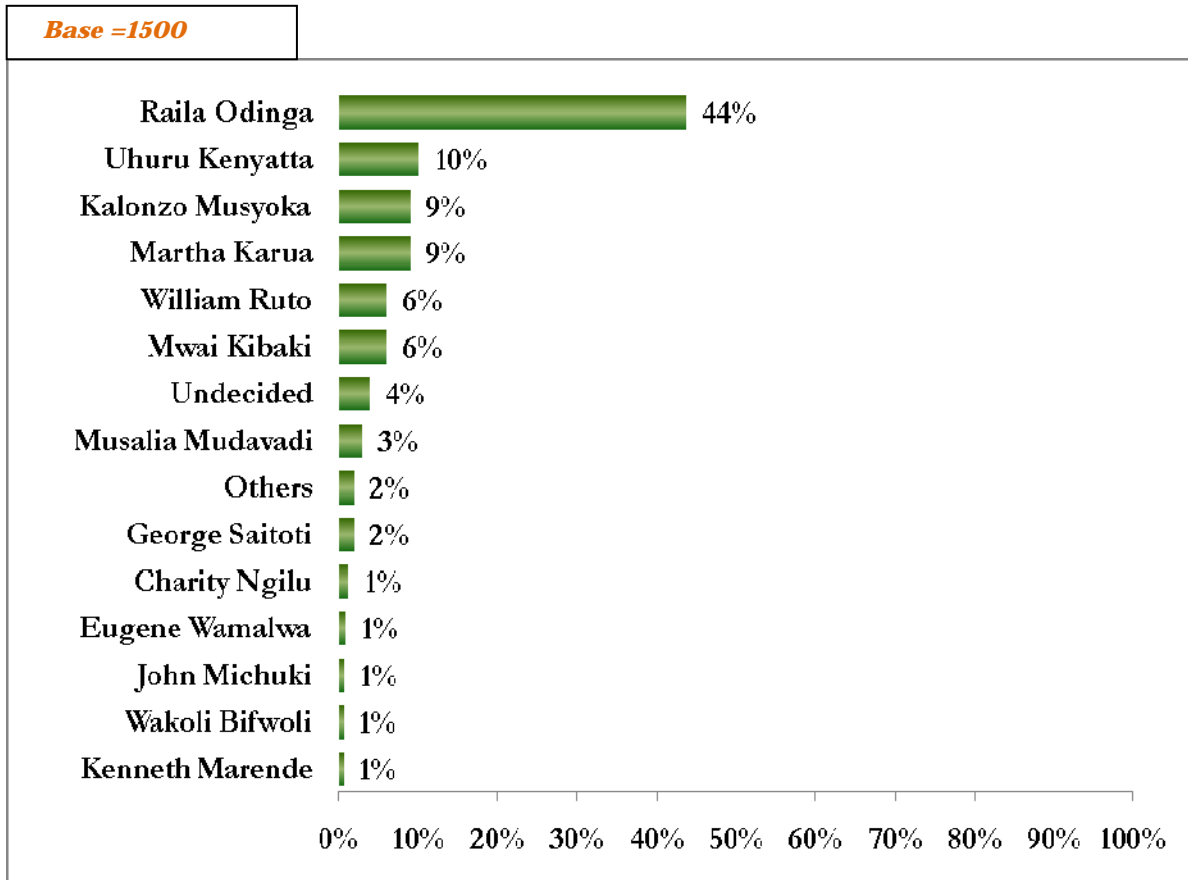
Others	6%	1%	3%	1%	0%	3%
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If elections were to be held today, who would you vote for as President?

Running Mate	President					
	Eugene Wamalwa	Peter Kenneth	Musalia Mudavadi	Kenneth Marende	Charity Ngilu	John Michuki
Martha Karua	0%	0%	6%	0%	30%	40%
Kalonzo Musyoka	18%	25%	6%	0%	20%	0%
Mwai Kibaki	0%	0%	0%	0%	0%	0%
Raila Odinga	0%	2%	29%	0%	15%	0%
William Ruto	24%	0%	6%	0%	0%	50%
George Saitoti	0%	0%	0%	0%	0%	10%
Uhuru Kenyatta	12%	0%	0%	0%	15%	0%
Eugene Wamalwa	0%	0%	12%	25%	15%	0%
Peter Kenneth	0%	0%	0%	0%	0%	0%
Najib Balala	6%	0%	0%	25%	0%	0%
Moses Wetangula	12%	0%	12%	0%	0%	0%
Bonny Khalwale	24%	0%	6%	0%	0%	0%
Gitobu Imanyara	0%	0%	12%	0%	0%	0%
Musalia Mudavadi	0%	25%	0%	50%	5%	0%
Charity Ngilu	0%	0%	6%	0%	0%	0%
John Michuki	0%	0%	0%	0%	0%	0%
Wakoli Bifwoli	0%	0%	0%	0%	0%	0%
Isaac Ruto	0%	0%	0%	0%	0%	0%
Undecided	0%	0%	0%	0%	0%	0%
Others	0%	25%	0%	0%	0%	0%

If elections were to be held today, who would you vote for as President?

5. When asked whom they trust most among the current politicians, the scenario almost repeats itself as in the presidential ratings with Raila being the most trusted at 44%. Hon. Uhuru Kenyatta is most trusted by 10% of the respondents.



Below are the most trusted political leaders split by Region:

Base =1500

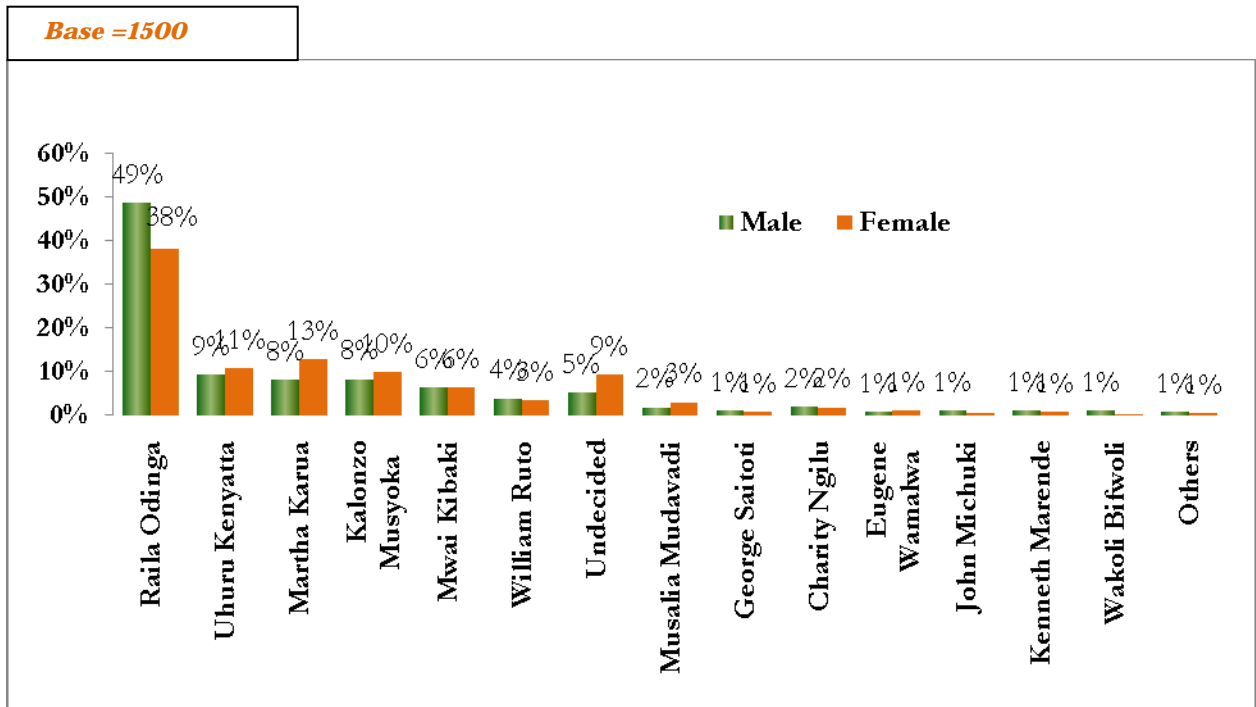
Personality	Nairobi	Coast	North Eastern	Eastern	Central	R. Valley	Western	Nyanza
Raila Odinga	45%	45%	50%	28%	22%	34%	63%	83%
Uhuru Kenyatta	7%	10%	0%	11%	24%	12%	4%	1%
Martha Karua	12%	7%	3%	9%	22%	14%	5%	1%
Kalonzo Musyoka	7%	6%	11%	30%	5%	4%	2%	3%
Mwai Kibaki	10%	5%	11%	9%	10%	7%	2%	1%
William Ruto	4%	2%	8%	0%	3%	8%	4%	3%
Musalia Mudavadi	2%	1%	3%	1%	1%	2%	4%	2%
George Saitoti	0%	1%	0%	0%	3%	2%	1%	0%
Charity Ngilu	1%	1%	2%	7%	2%	1%	1%	0%
Eugene Wamalwa	0%	1%	0%	1%	1%	1%	5%	1%
John Michuki	1%	0%	0%	0%	4%	0%	0%	1%
Kenneth Marende	1%	1%	3%	0%	0%	0%	2%	1%
Wakoli Bifwoli	0%	4%	0%	0%	0%	0%	2%	1%
Undecided	11%	14%	11%	4%	5%	11%	2%	4%
Others	2%	2%	0%	0%	0%	2%	2%	0%

Looking at the same in terms of the ages of the respondents, Hon. Prime Minister Raila Odinga is most trusted by young Kenyans, that is those aged below 35 years.

Base =1500							
Personality	18-24 Yrs	25-29 Yrs	30-34 Yrs	35-39 Yrs	40-44 Yrs	45-49 Yrs	50+ Yrs
Kenneth Marende	1%	1%	1%	1%	1%	0%	2%
Wakoli Bifwoli	1%	1%	0%	0%	0%	0%	0%
John Michuki	1%	1%	0%	2%	0%	0%	0%
Eugene Wamalwa	1%	1%	2%	1%	1%	0%	2%
Charity Ngilu	1%	2%	1%	1%	1%	1%	1%
George Saitoti	1%	1%	2%	1%	1%	1%	2%
Musalia Mudavadi	2%	2%	1%	1%	4%	6%	1%
Mwai Kibaki	8%	5%	5%	9%	9%	3%	2%
William Ruto	5%	3%	6%	3%	2%	9%	5%
Martha Karua	10%	11%	13%	11%	12%	12%	10%
Kalonzo Musyoka	7%	11%	8%	9%	10%	5%	2%
Uhuru Kenyatta	7%	11%	11%	16%	11%	18%	10%
Raila Odinga	44%	46%	42%	38%	44%	33%	52%
Undecided	9%	5%	8%	8%	4%	9%	10%
Others	2%	1%	1%	1%	1%	2%	2%

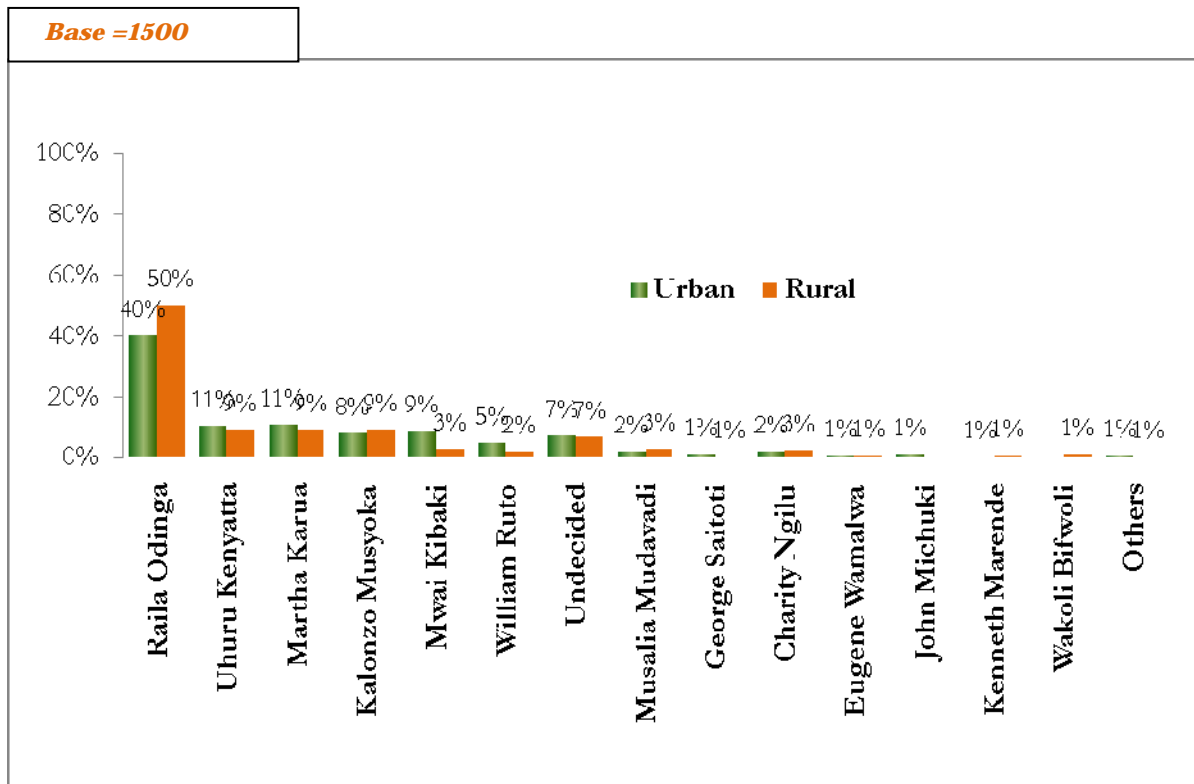
Which one of the present political leaders do you currently trust the most?

49% of the males sampled trust Raila most as compared to just 38% Females.



Which one of the present political leaders do you currently trust the most?

More rural (50%) than urban (40%) residents reported they trust Raila most.



Which one of the present political leaders do you currently trust the most?

ABOUT INFOTRAK RESEARCH AND CONSULTING

Infotrak Research and Consulting is a professional research company that 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.

Whilst Infotrak has already carved a niche in market research, the firm’s reputation in Social research has quickly gained impetus. Amongst some of its core departments is the Public Policy and Governance research division which is notable for public policy and governance research to variety of our clients including Civil Society organizations, Foreign Embassies, Donor Agencies, UN Agencies, Government Ministries, Corporations and Commissions. Today, Infotrak is one of the most authoritative pollsters in Kenya, providing political opinion polling under the Infotrak Harris Poll flagship brand.

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. Harris Interactive is widely known for The Harris Poll, one of the longest running, independent opinion polls and for pioneering online market research methods. Harris Interactive serves clients worldwide through its United States, Europe and Asia offices, its wholly-owned subsidiaries Novatris in France and Media Transfer AG in Germany, and through a global network of independent market research firms like Infotrak.