



**infotrak**

Research & Consulting

# **Infotrak Harris CountyTrak Poll July 2012**

Prepared  
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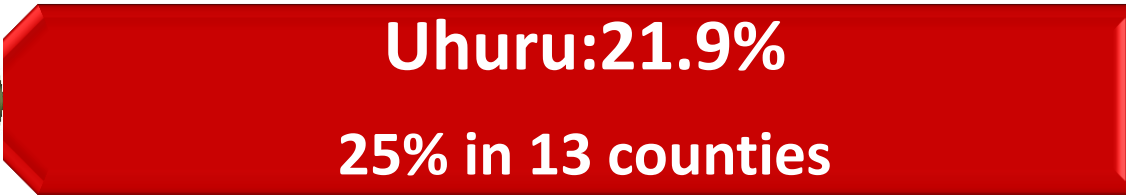


- ❑ The poll was sponsored and conducted Infotrak Research & Consulting between 7<sup>th</sup> June and 15<sup>th</sup> June, 2012
  
- ❑ A sample of 11,616 respondents was interviewed to represent the Kenyan adult population of 19,533,700 translating into a minimum margin of error of  $-/+ 1$  at 95% degree of confidence.  
**The survey was conducted in all 47 counties and the 290 proposed constituencies**
  
- ❑ 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 district 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 at the household level
  - 25% of the interviews were back checked for quality control purposes and data entered twice for validation purposes
  - Respondent selection was done through random and systematic sampling
  
- ❑ Data processing & analysis was carried using CS-Pro and SPSS 17.0
  
- ❑ The questions asked of respondents are highlighted for each graphic presentation

County	Percentage	Sample	County	Percentage	Sample
Mombasa	3%	336	Samburu	1%	102
Kwale	2%	176	Trans Nzoia	3%	306
Kilifi	2%	228	Uasin Gishu	2%	228
Tana River	1%	90	Keiyo Marakwet	1%	115
Lamu	1%	59	Nandi	1%	145
Taita Taveta	2%	190	Baringo	2%	189
Garissa	2%	190	Laikipia	1%	127
Wajir	2%	229	Nakuru	4%	490
Mandera	1%	174	Narok	2%	184
Marsabit	1%	110	Kajiado	1%	146
Isiolo	1%	73	Kericho	2%	231
Meru	3%	391	Bomet	2%	225
Tharaka Nithi	1%	120	Kakamega County	3%	361
Embu	2%	206	Vihiga County	2%	196
Kitui	2%	275	Bungoma County	2%	289
Machakos	3%	332	Busia County	3%	300
Makueni	2%	249	Siaya	2%	235
Nyandarua	2%	179	Kisumu	2%	275
Nyeri	2%	274	Homabay	2%	268
Kirinyanga	2%	195	Migori	2%	254
Muranga	3%	328	Kisii	2%	284
Kiambu	5%	560	Nyamira	2%	231
Turkana	2%	250	Nairobi City	9%	1103
West Pokot	1%	116	<b>Total</b>	<b>100%</b>	<b>11616</b>



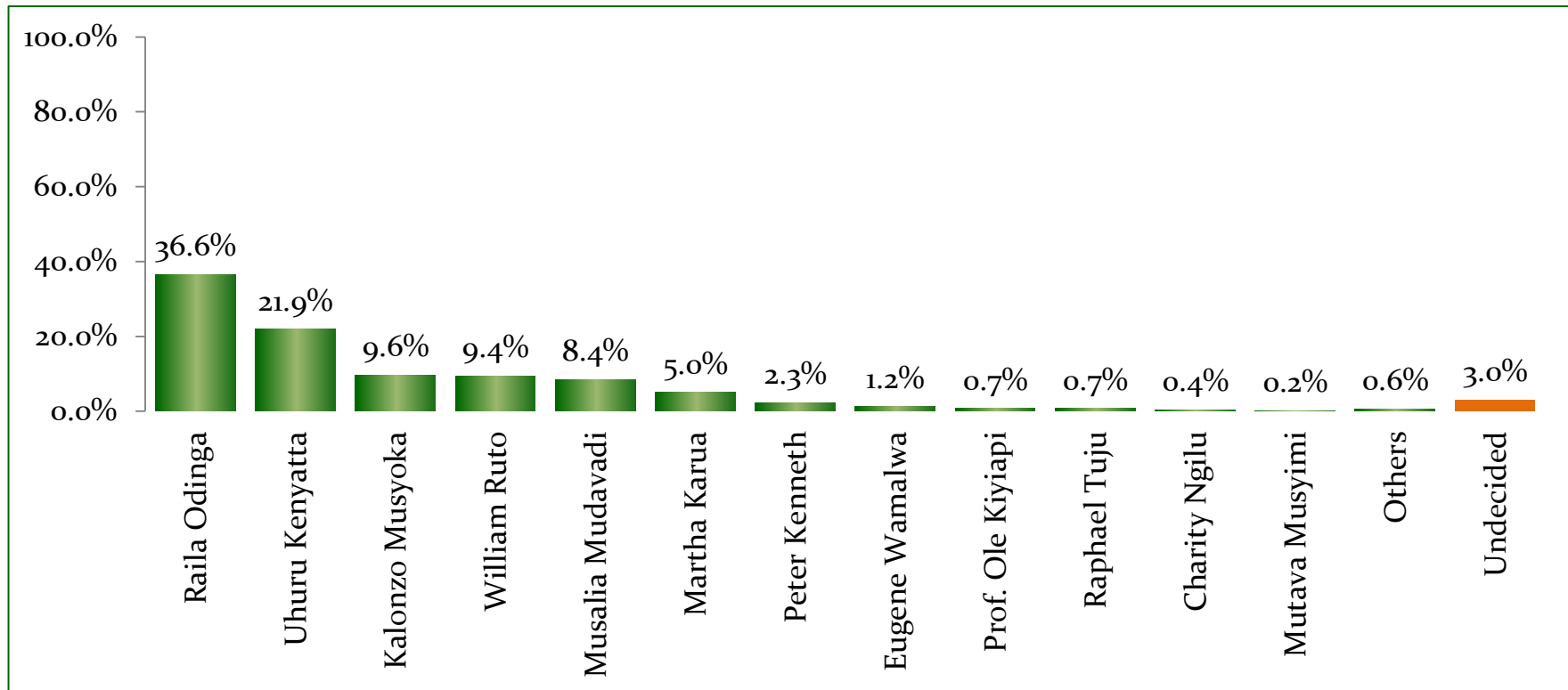
# Presidential contest



M.Karua	5%
P.Kenneth	2.3%
Others	3.8%
Undecided	3.0%
25% in No county	

*Apart from President Mwai Kibaki, who would you vote for as your President if presidential elections were held today?*

Raila Odinga still commands the lead at 36.6%, followed by Uhuru Kenyatta at 21.9%. No presidential hopeful meets the 50 per cent plus one vote in the first round as required under the constitution. This necessitates a run-off between Raila Odinga and Uhuru Kenyatta



*Apart from President Mwai Kibaki, who would you vote for as your President if presidential elections were held today?*

# Popularity of top 7 presidential hopefuls by Region

Presidential Aspirant	Coast	N. Eastern	Eastern	Central	R. Valley	Western	Nyanza	Nairobi
Raila Odinga	48.5%	64.3%	14.4%	12.2%	25.8%	46.7%	78.1%	39.3%
Uhuru Kenyatta	12.9%	16.4%	24.8%	60.5%	19.4%	4.1%	5.5%	22.5%
Kalonzo Musyoka	6.6%	4.5%	39.6%	3.2%	3.9%	0.8%	1.7%	9.6%
William Ruto	3.7%	2.9%	4.1%	2.1%	30.5%	2.0%	1.9%	3.7%
Musalia Mudavadi	6.0%	5.2%	5.3%	5.5%	6.0%	34.1%	3.4%	8.4%
Martha Karua	10.7%	1.7%	5.3%	5.3%	3.6%	2.7%	5.2%	5.2%
Peter Kenneth	1.9%	2.4%	1.9%	4.2%	2.2%	1.4%	1.1%	3.3%
Others	2.4%	1.3%	3.2%	4.4%	5.7%	4.9%	1.4%	3.3%
Undecided	7.5%	1.2%	1.4%	2.8%	2.8%	3.3%	1.5%	4.5%

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





**25% POPULARITY BY COUNTIES  
FOR THE TOP CONTENDERS**





## 25% in 27 counties

Mombasa, Kwale, Kilifi, Tana River, Lamu, Taita Taveta, Garissa, Wajir, Marsabit, Mandera, Isiolo, Turkana, Samburu, Trans Nzoia, Narok, Kajiado, Kakamega, Vihiga, Bungoma, Busia, Siaya, Kisumu, Homa Bay, Migori, Kisii, Nyamira, Nairobi



## 25% in 13 counties

Lamu, Isiolo, Meru, Tharaka Nithi, Embu, Nyandarua, Nyeri, Kirinyaga, Muranga, Kiambu, Laikipia, Nakuru, Kajiado



## 25% in 3 counties

Kitui, Machakos, Makueni



**25% in 8 counties**

**West Pokot, Samburu, Uasin Gishu,  
Keiyo Marakwet, Nandi, Baringo,  
Kericho, Bomet**



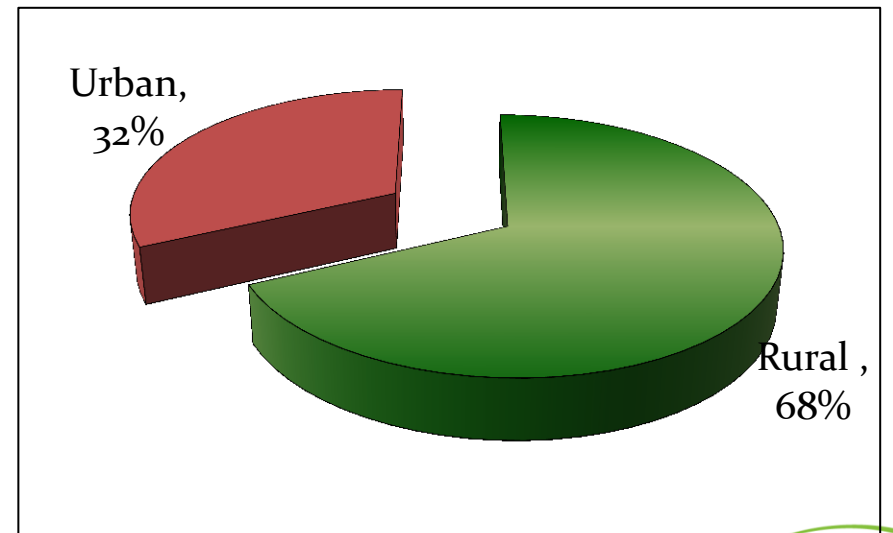
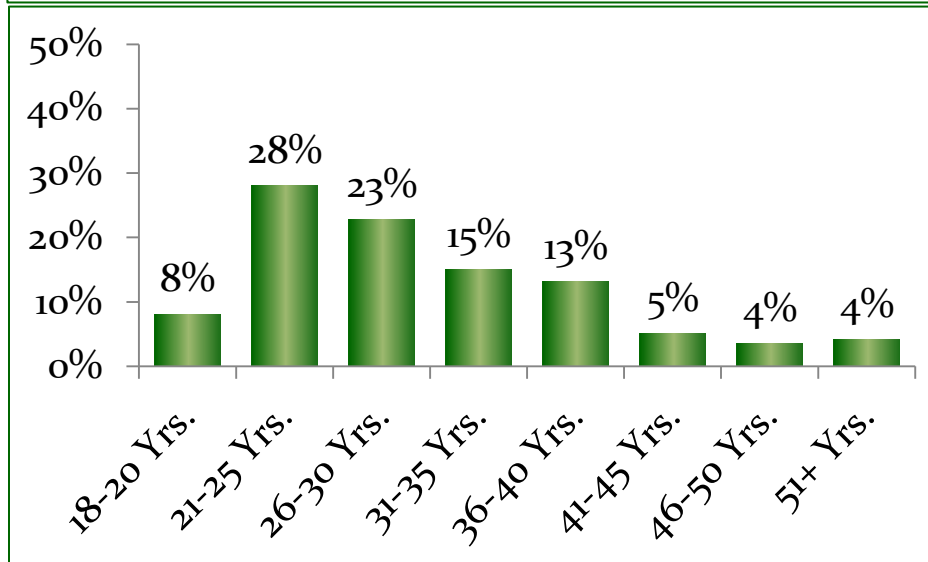
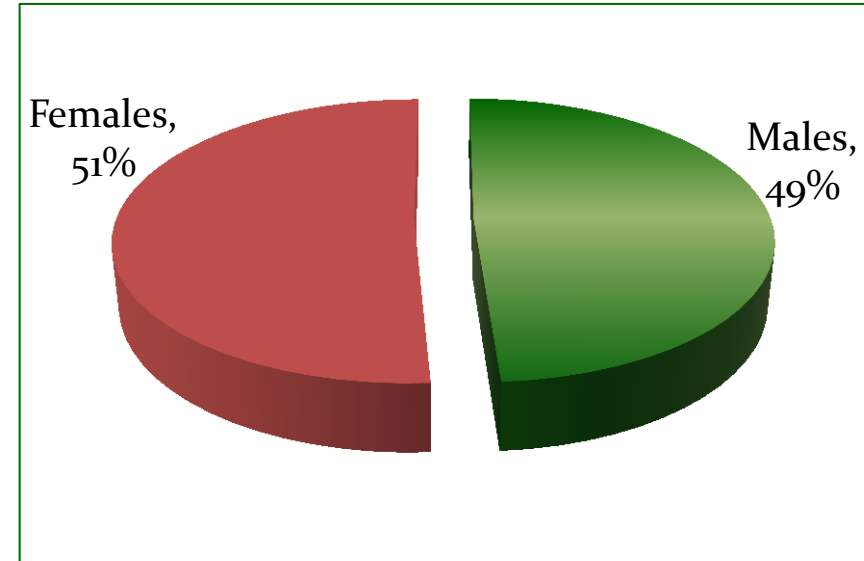
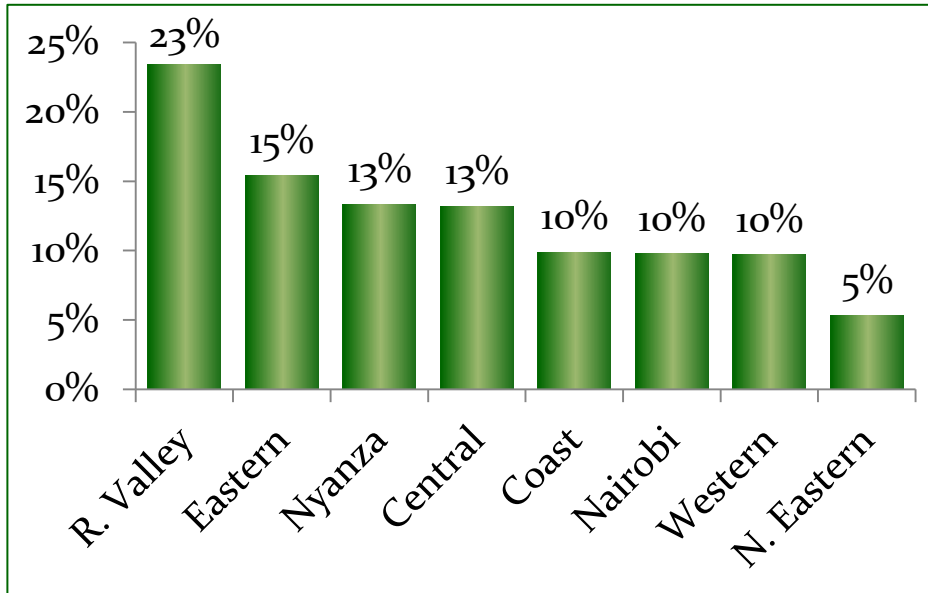
**25% in 2 counties**

**Kakamega & Vihiga**



# Demographics

# SAMPLE DISTRIBUTION BY KEY DEMOGRAPHICS



n=11,616

- ❑ 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 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.



Thank you!  
Jim

