

POLITRAK MARCH 2017



infotrak
Research & Consulting

**POLITICAL PARTY
POPULARITY &
NASA ALLIANCE**

- ❑ The poll was conducted between 24th February to 2nd March 2017;
- ❑ A sample of 1500 respondents was interviewed to represent registered voters as per 2017 IEBC provisional register of about 19.7 million registered voters translating **into a margin of error of +/-2.53 at 95% degree of confidence**
- ❑ Using the 2017 voter register, 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 region, 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
- ❑ Data was collected through Computer Assisted Telephone Interviews (CATI)
- ❑ Data processing & analysis was done using SPSS
- ❑ The questions asked to the respondents are highlighted under each graphic presentation

REGION	SAMPLE (N)	PERCENT (%)
COAST	132	8.8
NORTH EASTERN	37	2.5
EASTERN	228	15.2
CENTRAL	222	14.8
RIFT VALLEY	354	23.6
WESTERN	147	9.8
NYANZA	205	13.7
NAIROBI	176	11.7
TOTAL	1500	100%



infotrak
Research & Consulting

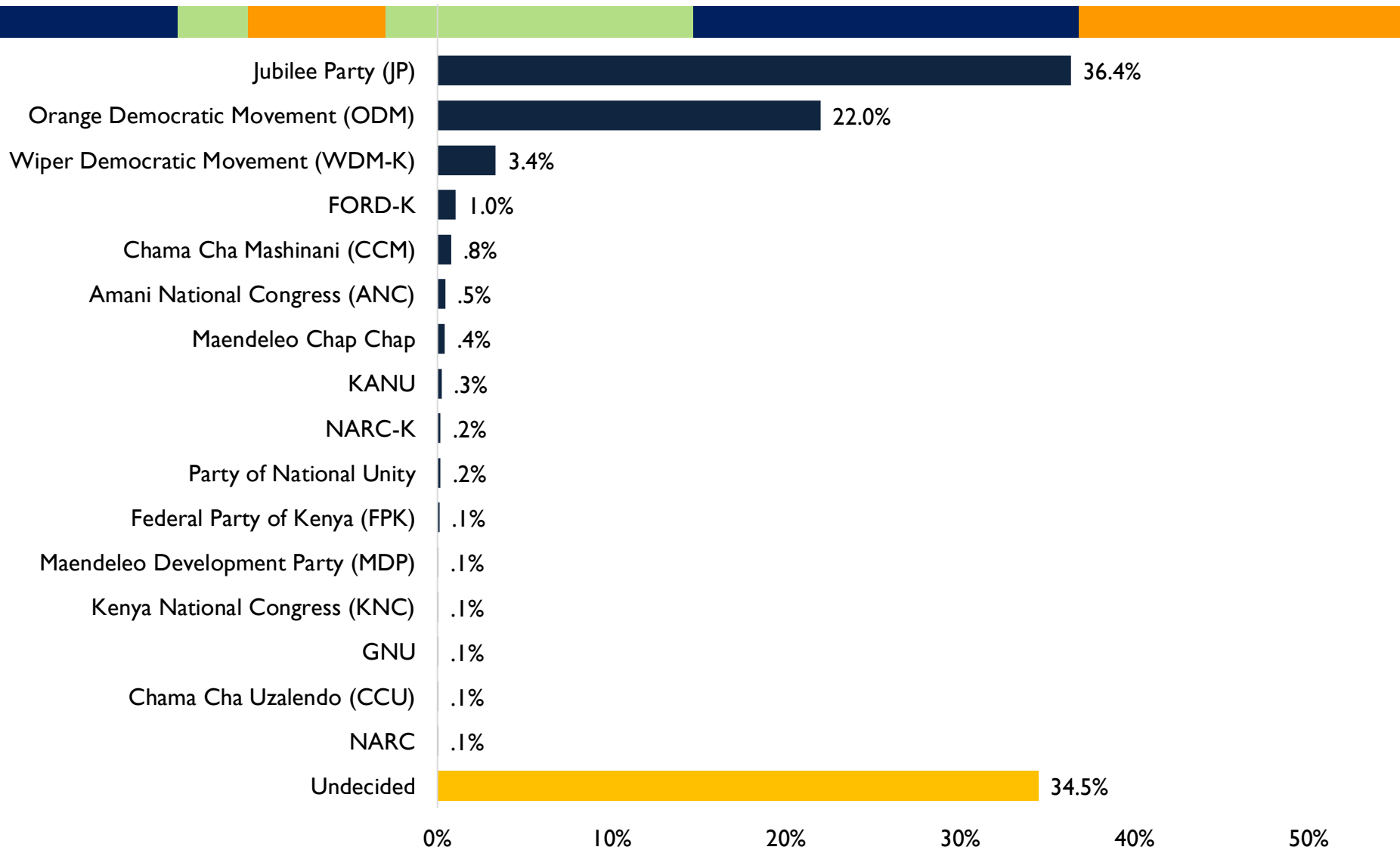
The Survey Findings



infotrak
Research & Consulting

Political Party Popularity

Political Party Affiliation



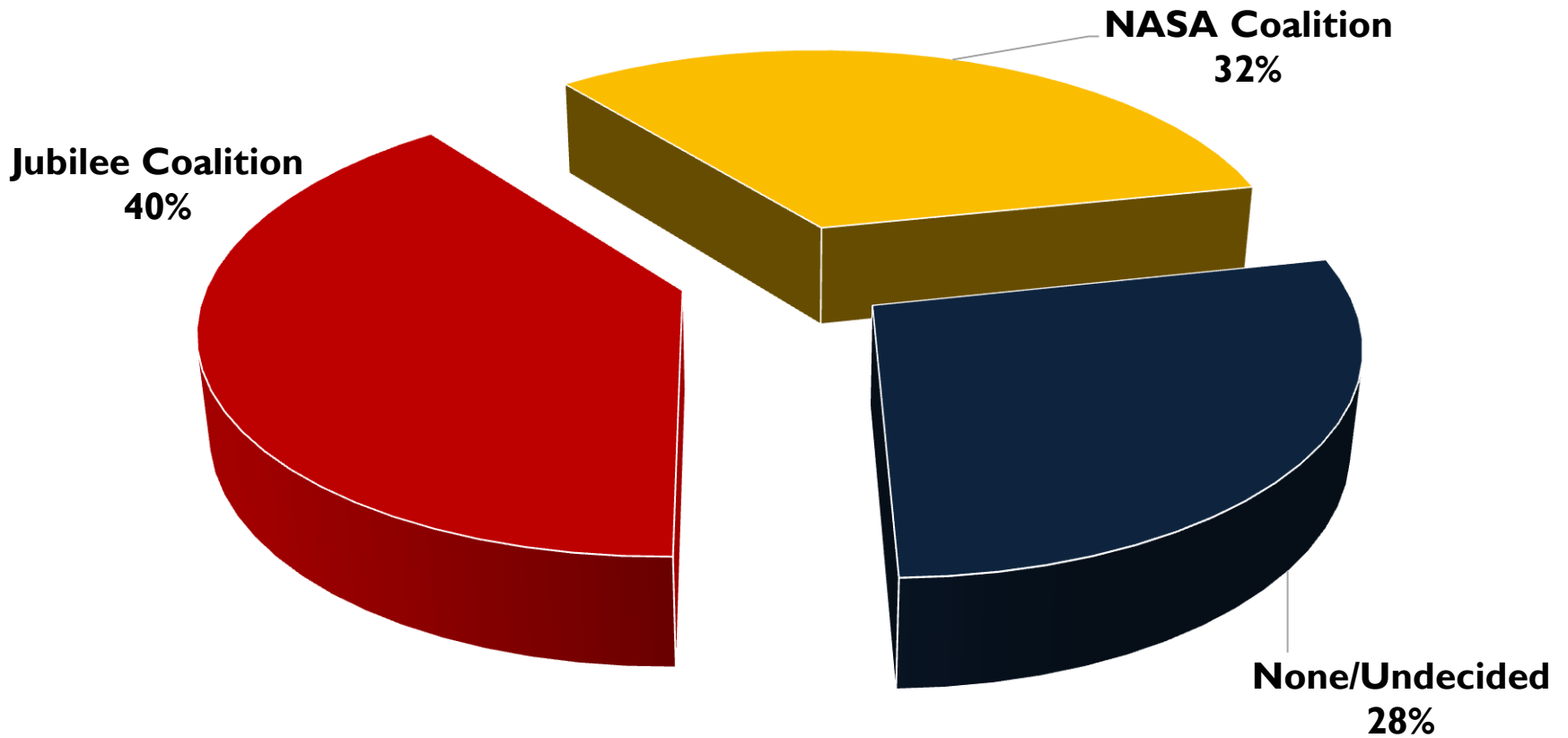
Which political party do you feel closest to?



infotrak
Research & Consulting

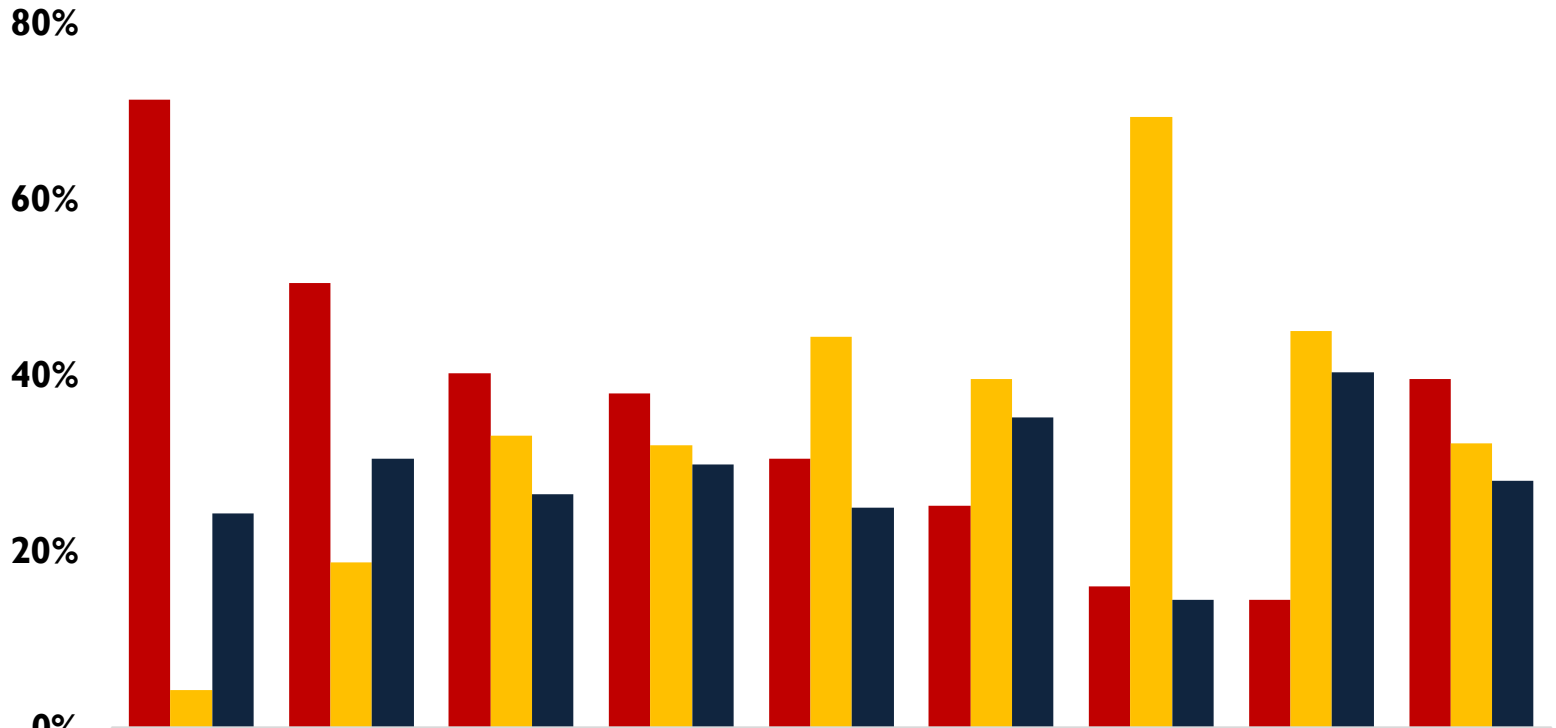
Political Coalition Popularity

Which Coalition/alliance do you feel closest to?



Which political coalition do you feel closest to?

Political Alliance/coalition affiliation by Region



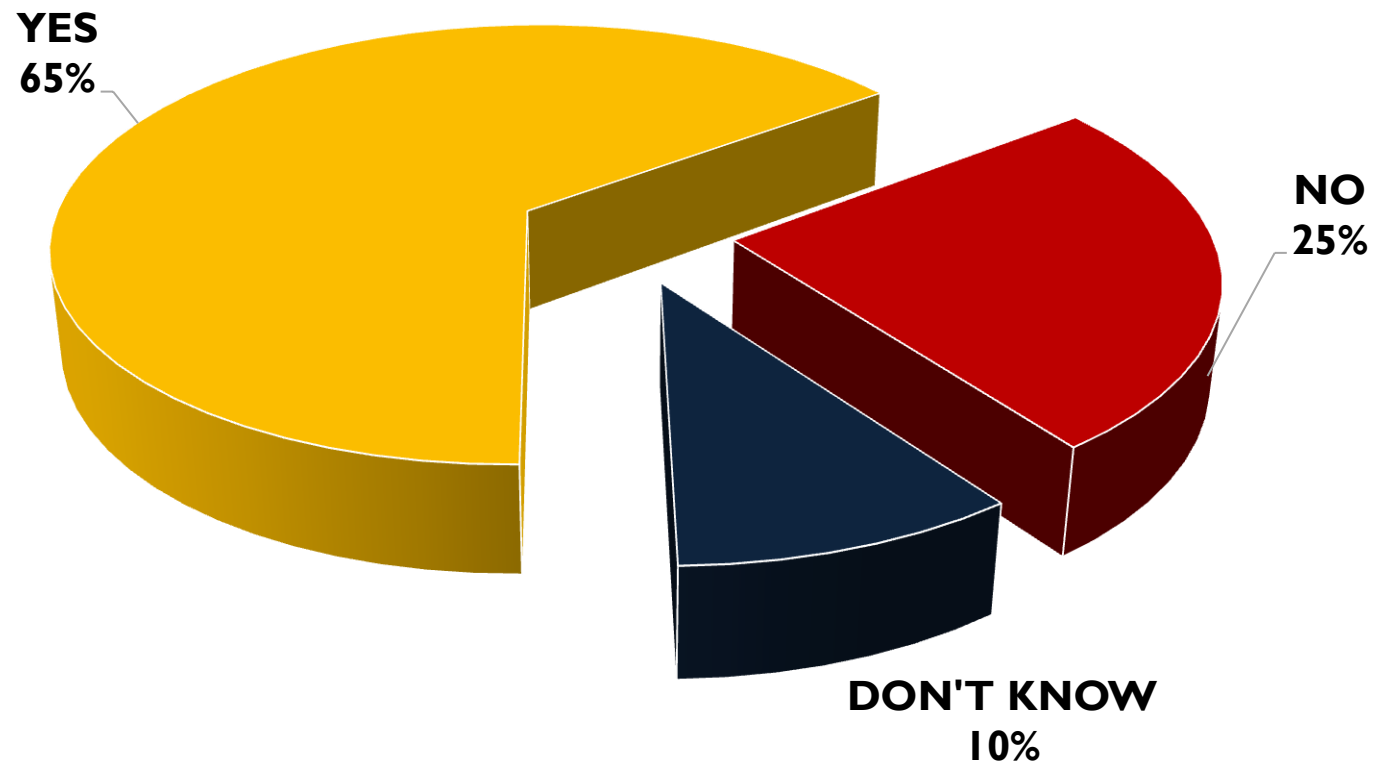
	Central	Rift Valley	Eastern	Nairobi	N. Eastern	Coast	Nyanza	Western	Total
Jubilee Coalition	71.4%	50.6%	40.2%	38.0%	30.6%	25.2%	16.1%	14.6%	39.6%
NASA Coalition	4.3%	18.8%	33.2%	32.1%	44.4%	39.6%	69.3%	45.0%	32.3%
None/Undecided	24.4%	30.6%	26.6%	29.9%	25.0%	35.3%	14.6%	40.4%	28.0%

Which political coalition do you feel closest to?



infotrak
Research & Consulting

Support for the formation of NASA Coalition

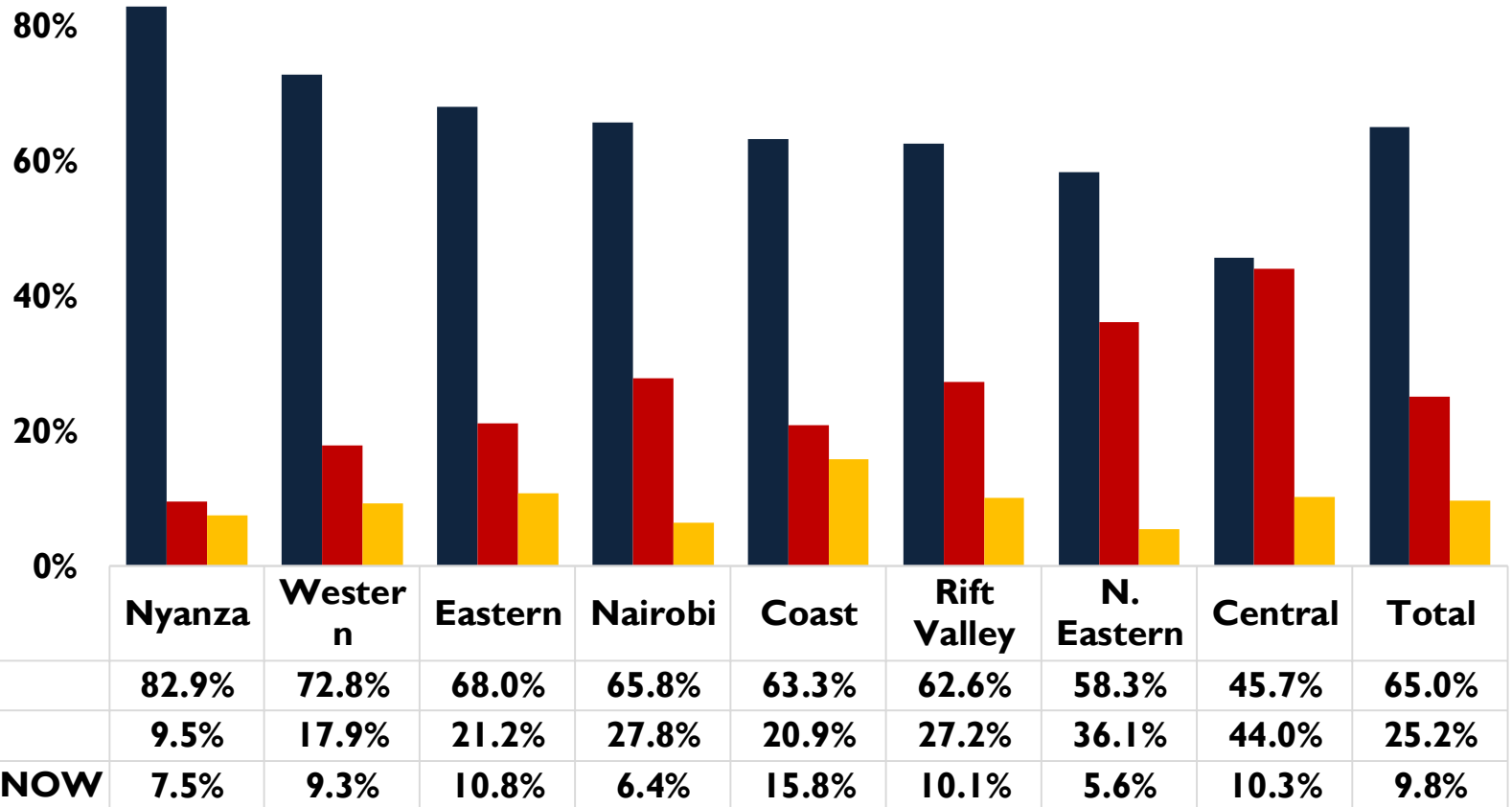


Do you support the formation of the National Super Alliance (NASA) to compete against Jubilee in the forthcoming general elections?

POLITICAL PARTY YOU FEEL CLOSEST TO	Do you support the formation of the National Super Alliance (NASA) to compete against Jubilee in the forthcoming general elections?			Total
	YES	NO	DON'T KNOW	
ORANGE DEMOCRATIC MOVEMENT (ODM)	97.4%	2.3%	.3%	100.0%
WIPER DEMOCRATIC MOVEMENT (WDM-K)	92.4%	3.9%	3.8%	100.0%
FORD-K	93.8%	0.0%	6.3%	100.0%
JUBILEE PARTY (JP)	50.0%	44.5%	5.5%	100.0%
OTHERS	83.6%	9.4%	6.9%	100.0%
UNDECIDED	55.2%	23.6%	21.3%	100.0%
Total	65.0%	25.2%	9.8%	100.0%

SUPPORT FOR FORMATION OF NASA BY REGION

100%

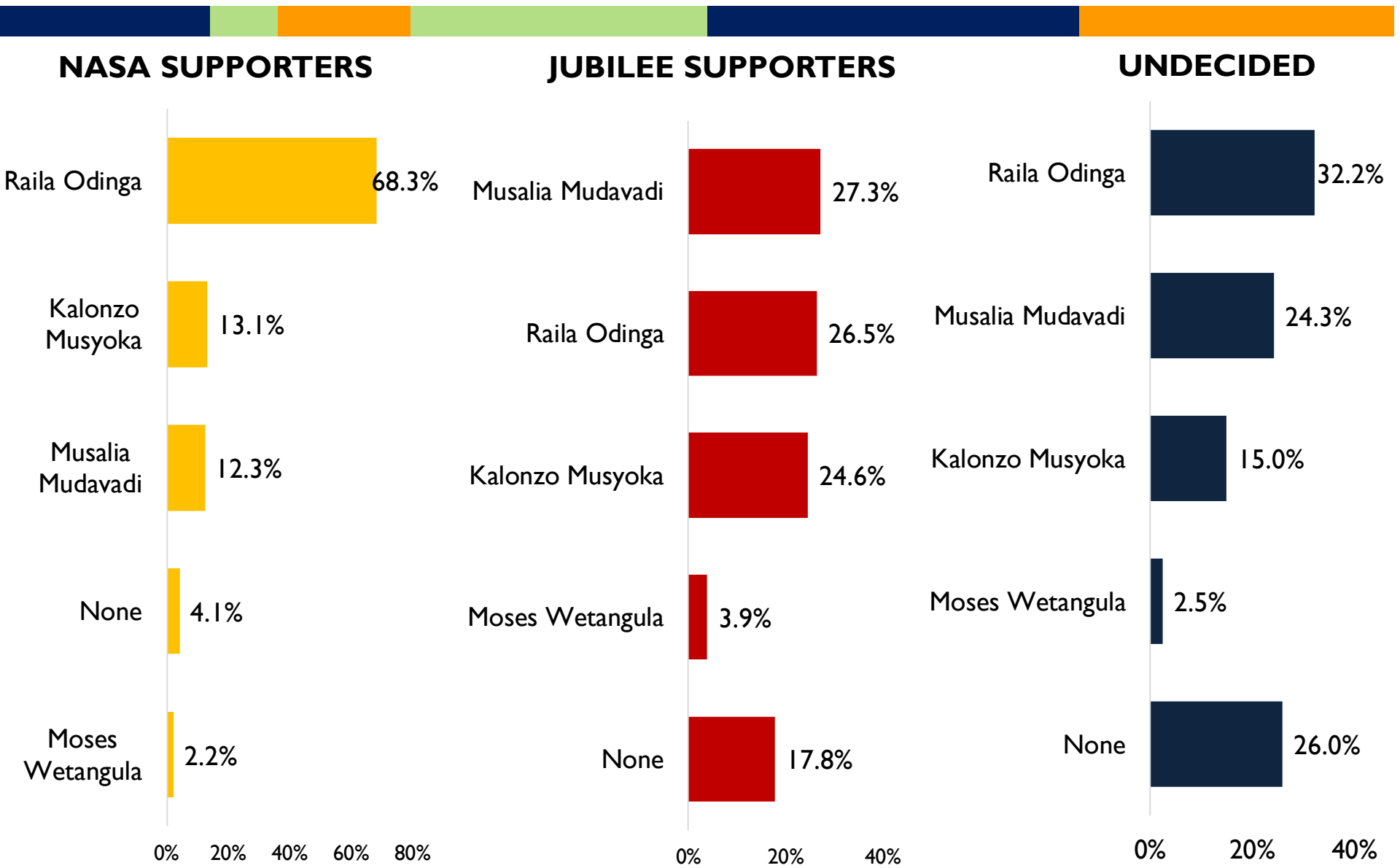


Do you support the formation of the National Super Alliance (NASA) to compete against Jubilee in the forthcoming general elections?

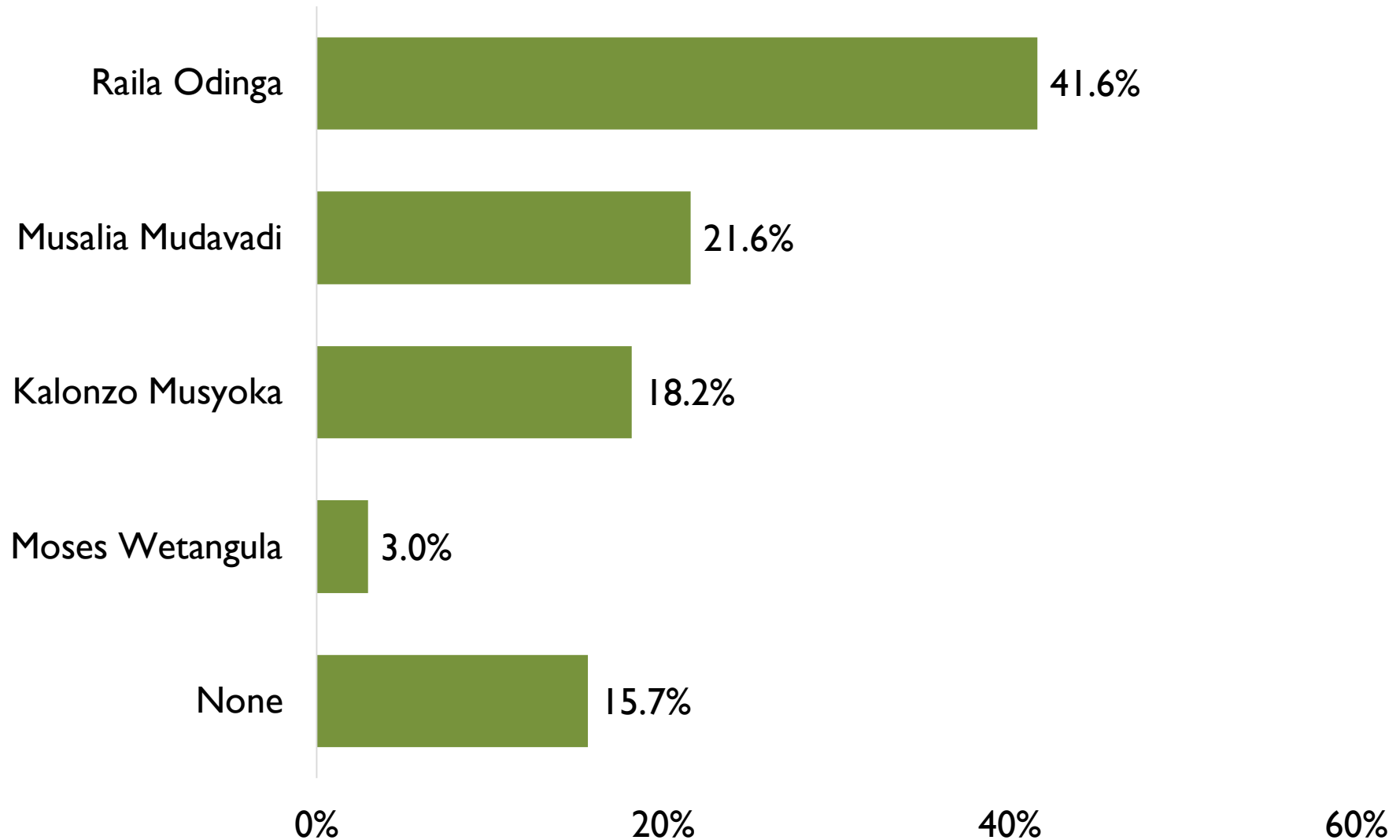


infotrak
Research & Consulting

Recommended NASA Presidential Flag bearer



Recommended Presidential Candidate by all Kenyans irrespective of Party support



	Coast	N. Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
Raila Odinga	52.5%	63.9%	30.7%	25.2%	34.0%	45.7%	71.4%	40.6%	41.6%
Musalia Mudavadi	10.8%	19.4%	16.2%	24.8%	34.0%	27.8%	8.0%	18.7%	21.6%
Kalonzo Musyoka	14.4%	5.6%	39.0%	22.6%	14.0%	5.3%	9.0%	20.9%	18.2%
Moses Wetangula	.7%	0.0%	3.3%	5.1%	3.9%	4.0%	1.5%	1.1%	3.0%
None	21.6%	11.1%	10.8%	22.2%	14.0%	17.2%	10.1%	18.7%	15.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

If the opposition NASA Coalition sought your advise on the best presidential aspirant to face President Uhuru Kenyatta in the 2017 general elections, whom would you recommend?



infotrak
Research & Consulting

Preferred Qualities of NASA leaders

Qualities of preferred NASA candidates by NASA Supporters

	Raila Odinga	Kalonzo Musyoka	Moses Wetangula	Musalia Mudavadi	Total
Experience & track record	51.8%	23.4%	9.1%	21.3%	42.9%
Most popular	16.3%	3.1%	0%	3.3%	12.4%
Has good political network	8.7%	3.1%	9.1%	8.2%	7.9%
Peaceful	.9%	28.1%	18.2%	16.4%	7.1%
Integrity	4.8%	9.4%	9.1%	14.8%	6.8%
Intelligent	4.5%	6.3%	0%	8.2%	5.1%
Acceptable in all regions	3.9%	7.8%	0%	8.2%	4.9%
His/her manifesto	3.0%	4.7%	18.2%	6.6%	4.1%
Ethnic/religious inclination	.9%	6.3%	18.2%	1.6%	2.1%
Try a different person	.9%	1.6%	9.1%	6.6%	1.9%
Age	1.5%	0%	0%	1.6%	1.3%
Courageous	1.2%	0%	9.1%	0%	1.1%
Wealthy	.9%	0%	0%	0%	.6%
Non Tribal	0%	1.6%	0%	3.3%	.6%
Education	.3%	1.6%	0%	0%	.4%
Visionary	0%	1.6%	0%	0%	.2%
Suitable	.3%	0%	0%	0%	.2%
No Reason	0%	1.6%	0%	0%	.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Reasons for choosing the candidate

	Raila Odinga	Kalonzo Musyoka	Moses Wetangula	Musalia Mudavadi	Total
Experience & track record	50.0%	31.1%	16.7%	28.0%	35.4%
Peaceful	0.0%	15.5%	8.3%	17.1%	10.7%
Integrity	3.2%	6.8%	4.2%	15.2%	8.3%
Most popular	17.1%	4.7%	0.0%	4.3%	8.3%
Has good political network	12.0%	6.8%	0.0%	6.1%	7.9%
Intelligent	3.2%	5.4%	29.2%	11.0%	7.7%
Acceptable in all regions	3.8%	7.4%	4.2%	5.5%	5.5%
Age	1.3%	5.4%	12.5%	3.0%	3.6%
His/her manifesto	1.3%	4.7%	8.3%	3.7%	3.4%
Try a different person	1.3%	3.4%	8.3%	1.8%	2.4%
Ethnic/religious inclination	1.3%	5.4%	0.0%	0.0%	2.0%
Courageous	3.2%	0.0%	0.0%	0.0%	1.0%
Education	0.0%	2.0%	0.0%	0.0%	.6%
Suitable	.6%	0.0%	4.2%	.6%	.6%
Humble	0.0%	0.0%	0.0%	1.8%	.6%
Visionary	0.0%	0.0%	0.0%	1.2%	.4%
No Reason	1.9%	1.4%	4.2%	.6%	1.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

	Raila Odinga	Kalonzo Musyoka	Moses Wetangula	Musalia Mudavadi	Total
Experience & track record	45.9%	15.4%	0.0%	24.3%	30.9%
Has good political network	16.3%	12.3%	18.2%	6.8%	12.4%
Peaceful	0.0%	24.6%	0.0%	21.4%	12.1%
Most popular	14.1%	7.7%	0.0%	2.9%	8.6%
Acceptable in all regions	3.0%	7.7%	9.1%	12.6%	7.3%
Integrity	1.5%	10.8%	9.1%	10.7%	6.7%
Intelligent	3.0%	3.1%	9.1%	7.8%	4.8%
His/her manifesto	4.4%	3.1%	9.1%	2.9%	3.8%
Age	4.4%	3.1%	9.1%	1.0%	3.2%
Ethnic/religious inclination	.7%	4.6%	9.1%	1.0%	1.9%
Try a different person	.7%	4.6%	9.1%	1.0%	1.9%
Visionary	0.0%	0.0%	0.0%	3.9%	1.3%
Suitable	1.5%	0.0%	0.0%	1.0%	1.0%
Courageous	1.5%	0.0%	9.1%	0.0%	1.0%
Non Tribal	0.0%	3.1%	0.0%	0.0%	.6%
Neutral	0.0%	0.0%	0.0%	1.9%	.6%
Education	.7%	0.0%	0.0%	0.0%	.3%
No Reason	2.2%	0.0%	9.1%	1.0%	1.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

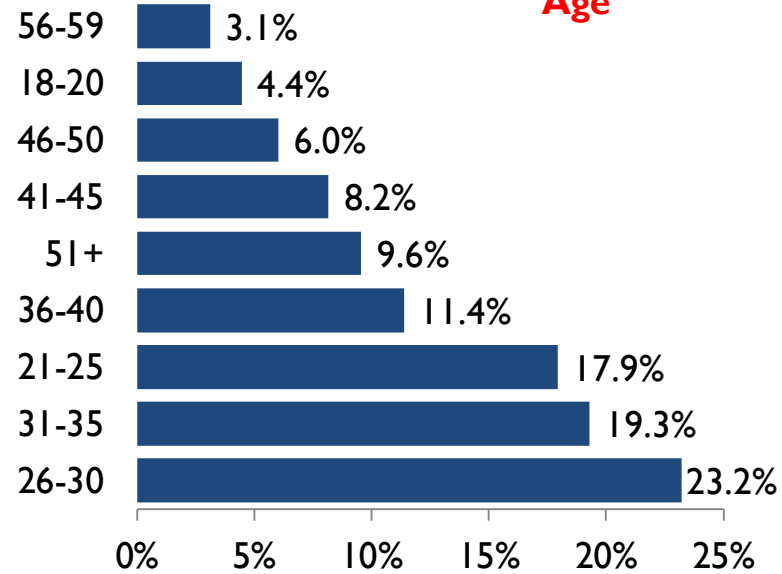
Overall Qualities of the preferred NASA candidates

	Raila Odinga	Kalonzo Musyoka	Moses Wetangula	Musalia Mudavadi	Total
Experience & track record	50.2%	25.8%	10.8%	26.0%	37.4%
Most popular	16.1%	4.9%	0.0%	3.6%	9.9%
Peaceful	0.5%	21.0%	8.7%	18.3%	9.8%
Has good political network	11.4%	7.3%	6.6%	6.7%	9.2%
Integrity	3.6%	8.5%	6.6%	13.8%	7.7%
Acceptable in all regions	3.6%	8.5%	4.3%	9.3%	6.2%
Intelligent	3.7%	5.0%	17.2%	9.4%	5.5%
His/her manifesto	2.8%	4.2%	10.8%	3.9%	3.7%
Age	2.1%	3.5%	8.8%	2.1%	2.6%
Bring in new face	0.9%	3.2%	8.7%	2.4%	2.1%
Ethnic/religious inclination	0.9%	5.2%	6.6%	0.6%	2.0%
No Reason	1.0%	1.1%	4.4%	0.6%	1.0%
Courageous	1.7%	0.0%	4.3%	0.0%	1.0%
Suitable	0.6%	0.0%	2.1%	0.6%	0.5%
Visionary	0.0%	0.3%	0.0%	1.8%	0.5%
Education	0.3%	1.4%	0.0%	0.0%	0.5%
Wealthy	0.5%	0.0%	0.0%	0.0%	0.2%
Humble	0.0%	0.0%	0.0%	0.9%	0.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

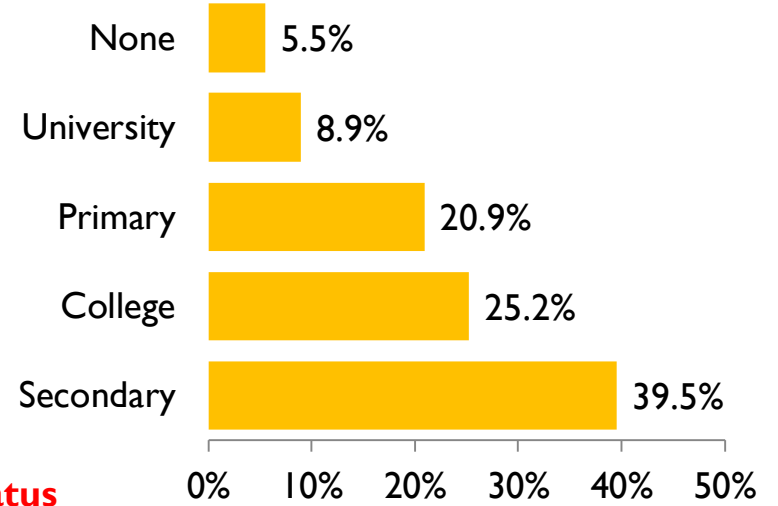
Reasons for choosing the candidate



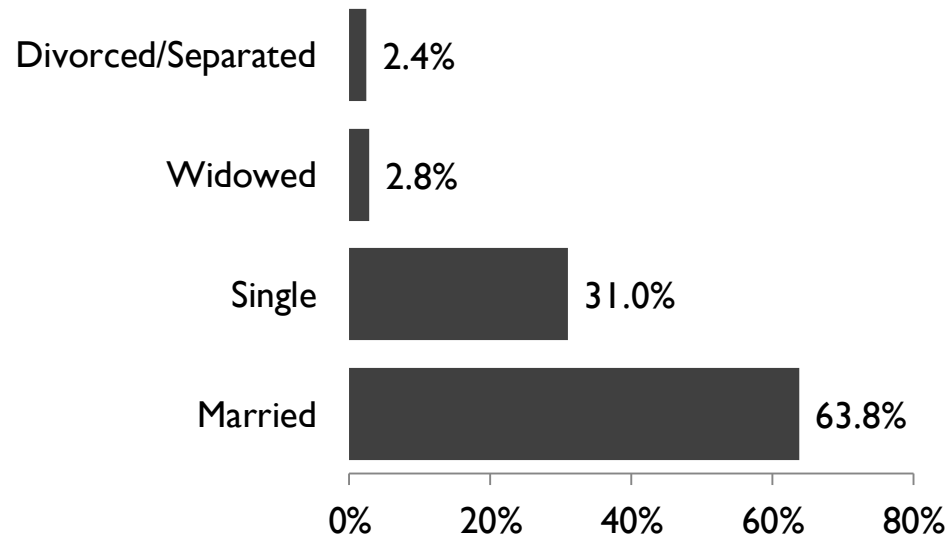
Age



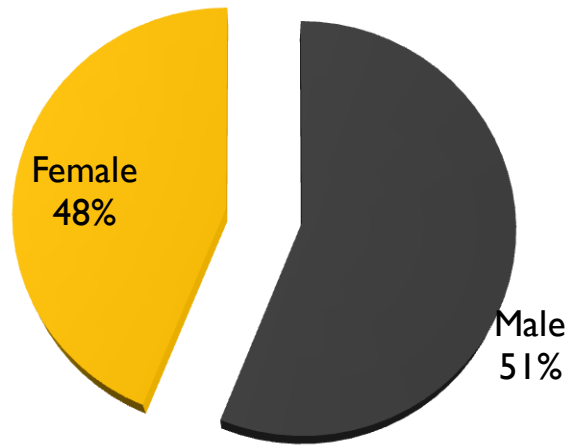
Education



Marital status



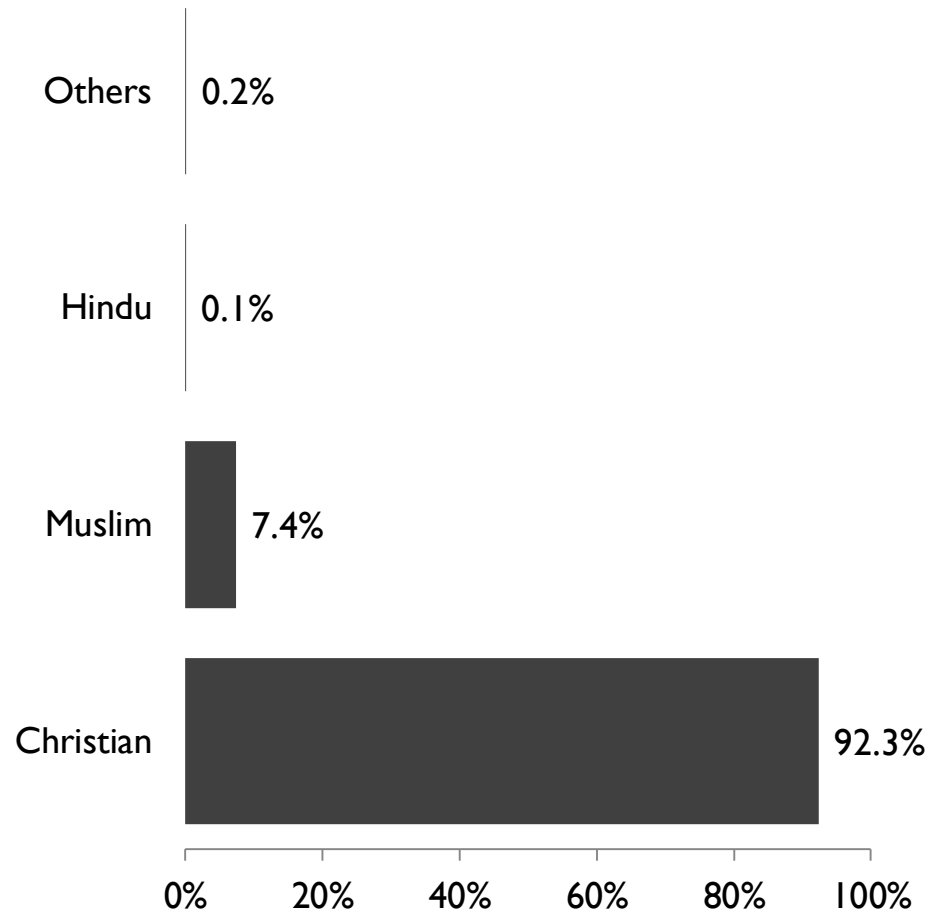
Gender



Location



Religion



Thank you!
Jim

