

EMBU COUNTY POPULARITY SURVEY



infotrak

Research & Consulting

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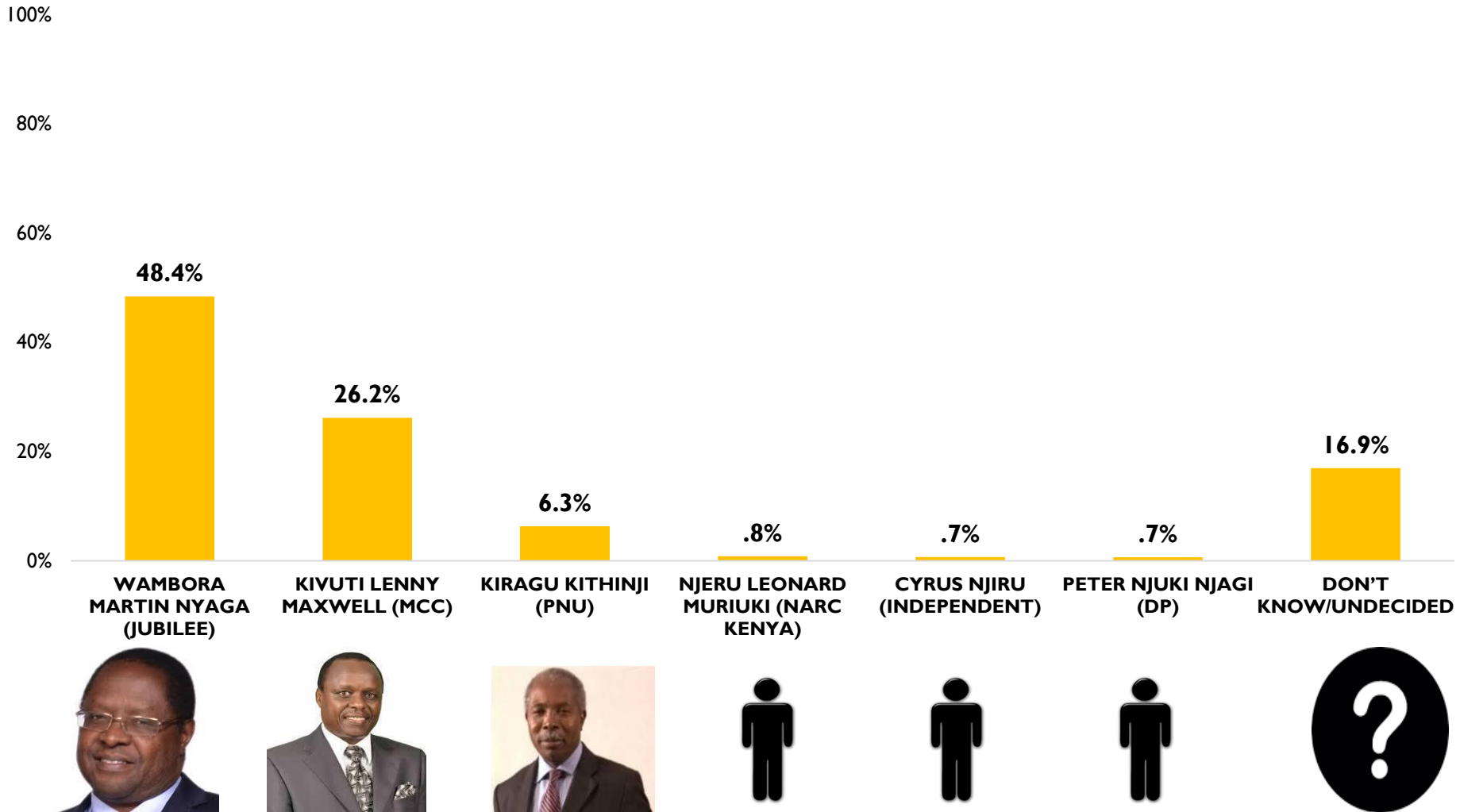
Who sponsored the poll?	This is a syndicated Infotrak Poll and was as such sponsored and conducted by Infotrak Research and Consulting
When was the poll conducted?	Between 10 th to 15 th July 2017
How was the poll conducted?	Telephone interviews through Computer Assisted Telephone Interviews (CATI)
What was the sample size?	A sample of 600 respondents was interviewed to represent Embu County registered voters of 309,468. The poll covered 4 constituencies and 20 wards of Embu County,
What was the margin of error?	4.0 at 95% degree of confidence
How was the sample designed?	Using the IEBC voter register, the sample was designed using Population Proportionate to Size (PPS).
Data Analysis	Data was processed and analyzed using SPSS 21

SAMPLE DISTRIBUTION

Sub County	Wards Covered	Sample (N)	Proportion (%)
MANYATTA	RUGURU-NGANDORI	193	32
	KITHIMU		
	NGINDA		
	MBETI NORTH		
	KIRIMARI		
	GATURI SOUTH		
RUNYENJES	GATURI NORTH	169	28
	KAGAARI SOUTH		
	CENTRAL		
	KAGAARI NORTH		
	KYENI NORTH		
	KYENI SOUTH		

Sub County	Wards Covered	Sample (N)	Proportion (%)
MBEERE SOUTH	MWEA	140	23
	MAKIMA		
	MBETI SOUTH		
	MAVURIA		
	KIAMBERE		
MBEERE NORTH	NTHAWA	99	16
	MUMINJI		
	EVURORE		
Total		600	100

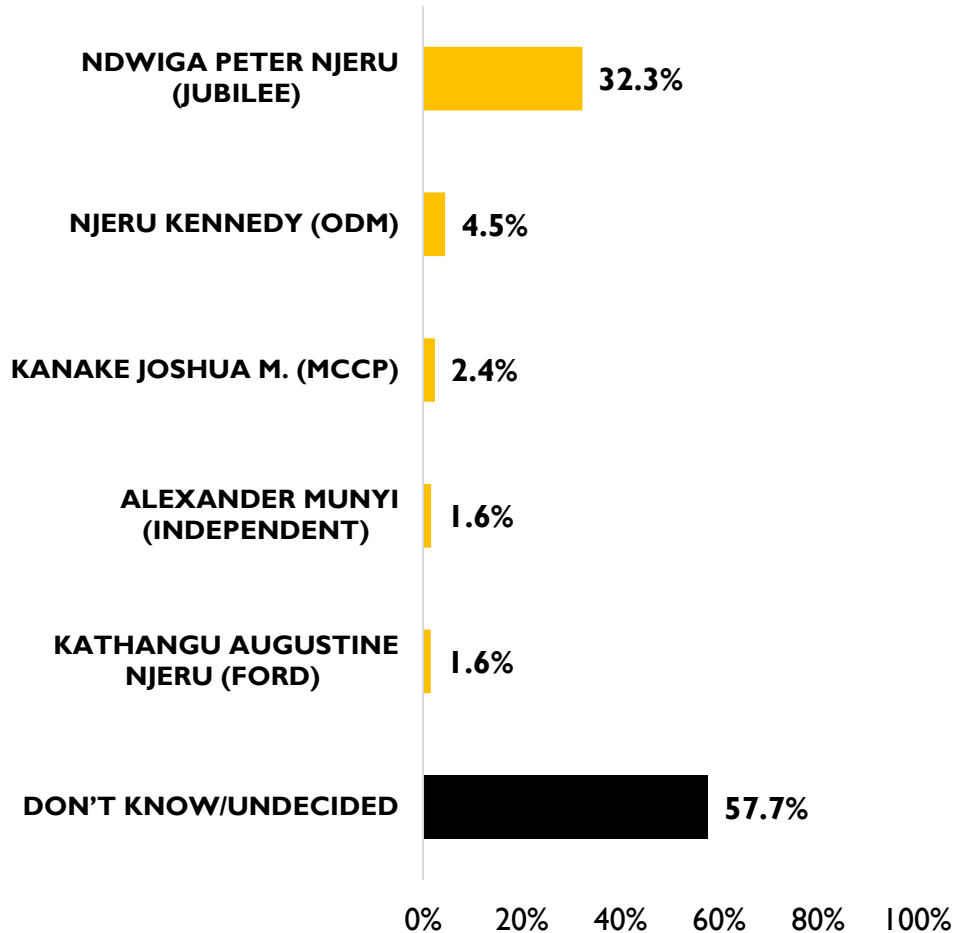
SURVEY FINDINGS



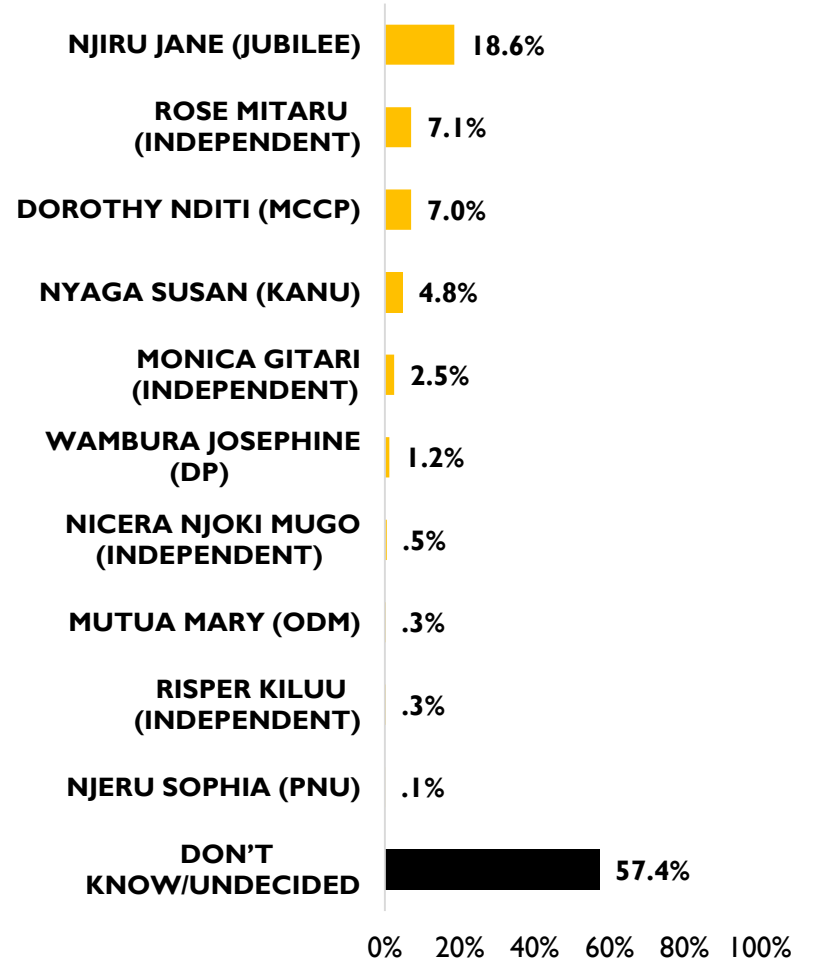
Assuming the elections for Embu Governor were to be held today, which candidate would you vote for?

N=600

EMBU SENATOR



EMBU WOMAN REP



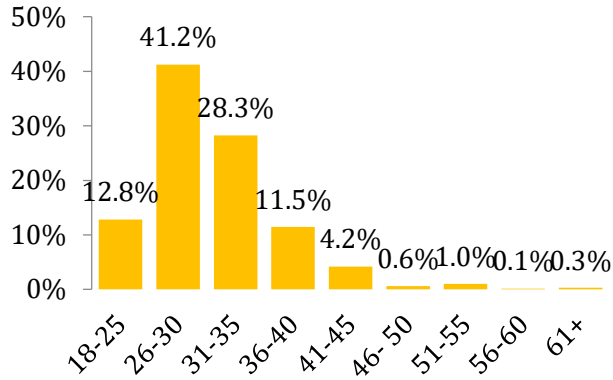
Assuming the elections for Embu Senator were to be held today, which candidate would you vote for?

N=600

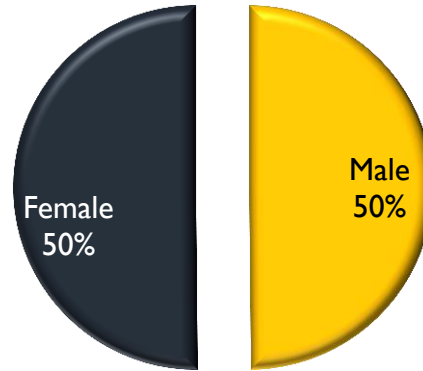
Assuming the elections for Embu Women Representative were to be held today, which candidate would you vote for?

SURVEY DEMOGRAPHICS

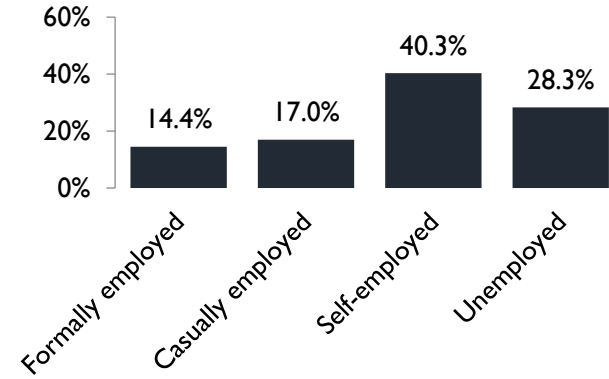
Age



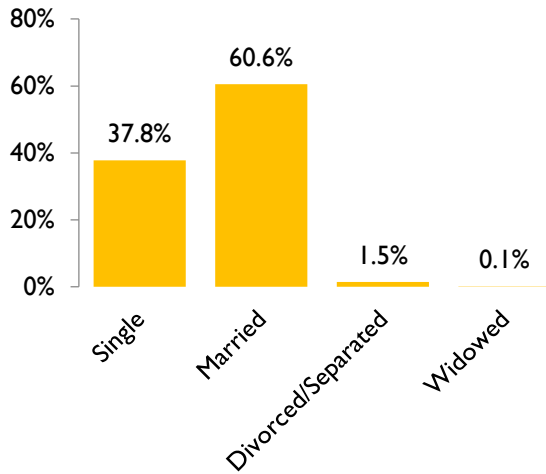
Gender



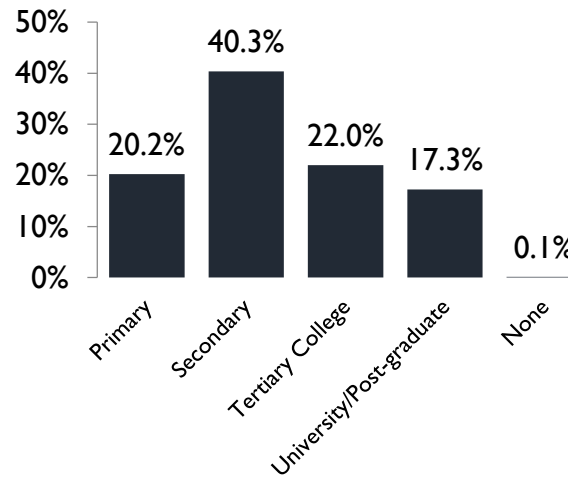
Employment



Marital Status



Level of Education



Religion

