

INFOTRAK POPULARITY POLL JUNE 2017



- ❑ The poll was commissioned and conducted by Infotrak Research and Consulting between 24th to 25th June 2017;
- ❑ A sample of 2000 respondents was interviewed to represent the Kenyan voting population of about 19.6 million as per the 2017 IEBC voter register, translating into a margin of error 2.2 at 95% degree of confidence.
- ❑ Using the IEBC 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 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
- ❑ The poll was conducted in 29 counties and 92 constituencies.
- ❑ Data was collected through household Computer Assisted Personal Interviews (CAPI).
- ❑ Data processing & analysis was done using SPSS 21.
- ❑ The questions asked to the respondents are highlighted under each graphic presentation.

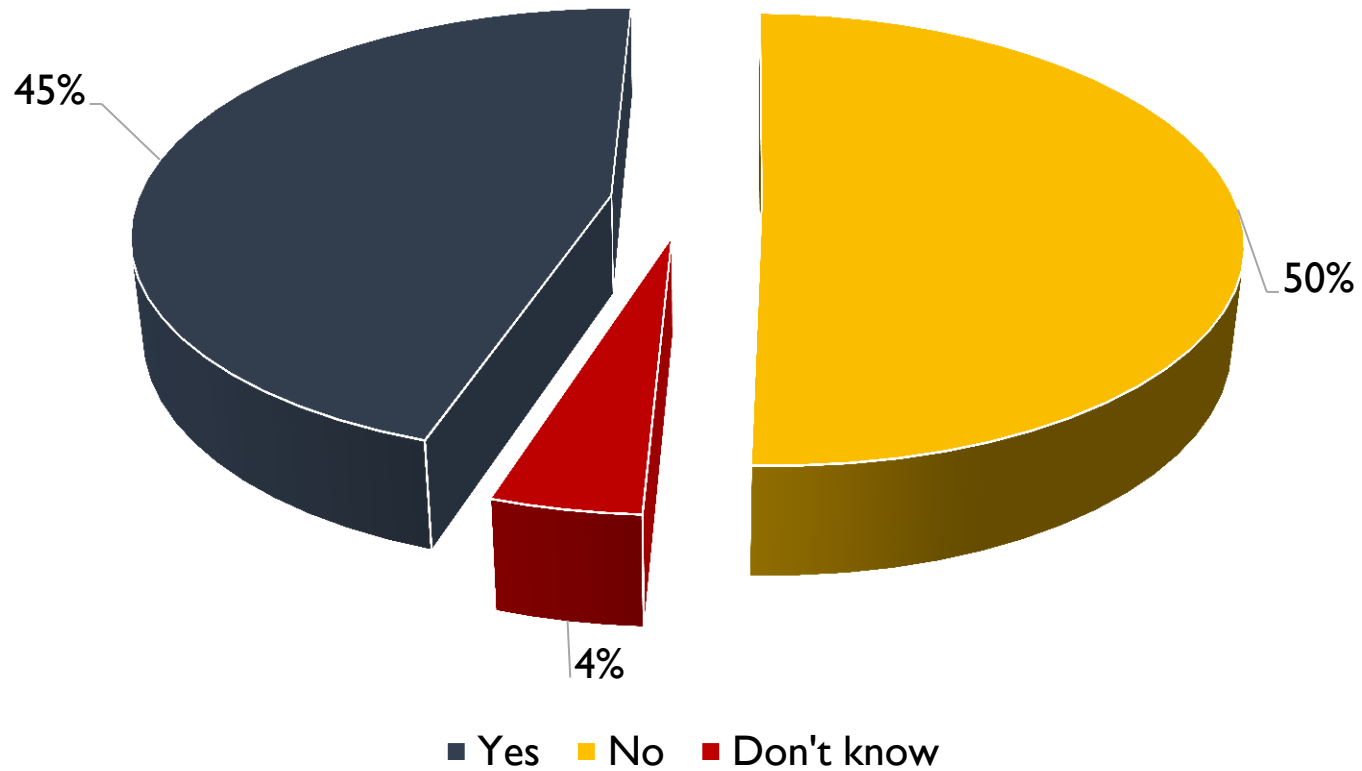
SAMPLE DISTRIBUTION

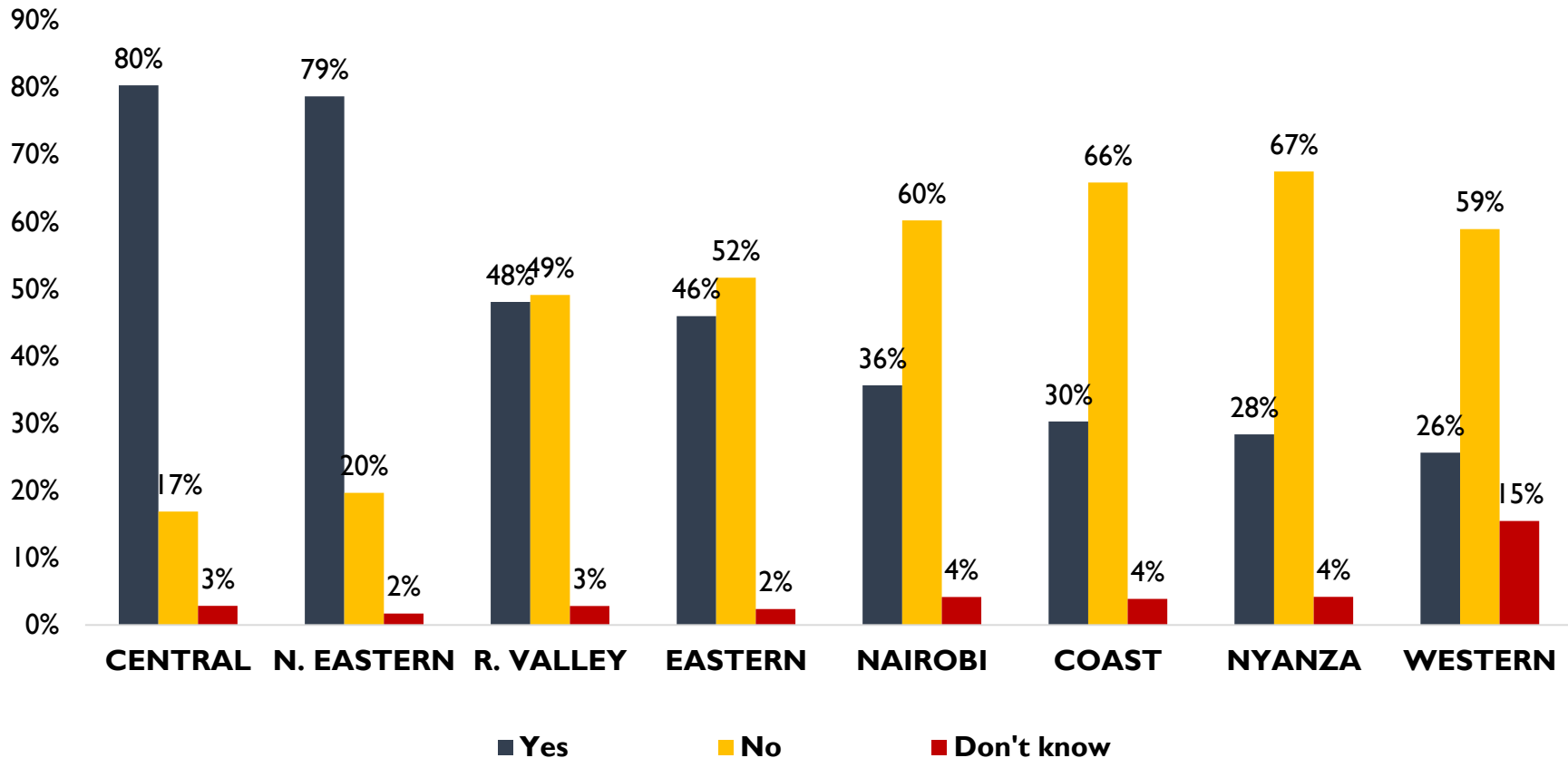
REGION	COUNTIES COVERED	Sample (N)	Proportion (%)
COAST	MOMBASA, KWALE, KILIFI	176	9
NORTH EASTERN	GARISSA, WAJIR, MANDERA	49	3
EASTERN	MARSABIT, MERU, EMBU, KITUI, MACHAKOS	304	15
CENTRAL	NYERI, MURANG'A, KIAMBU	296	15
RIFT VALLEY	TURKANA, WEST POKOT, TRANS NZOIA, UASIN GISHU, NAKURU, NAROK. BOMET	472	24
WESTERN	KAKAMEGA, BUNGOMA, BUSIA	195	10
NYANZA	KISUMU, HOMA BAY, KISII, NYAMIRA	273	14
NAIROBI	NAIROBI	234	12
TOTAL	29	2000	100

SURVEY FINDINGS

DIRECTION OF THE COUNTRY

Generally, would you say Kenya is headed in the right direction?



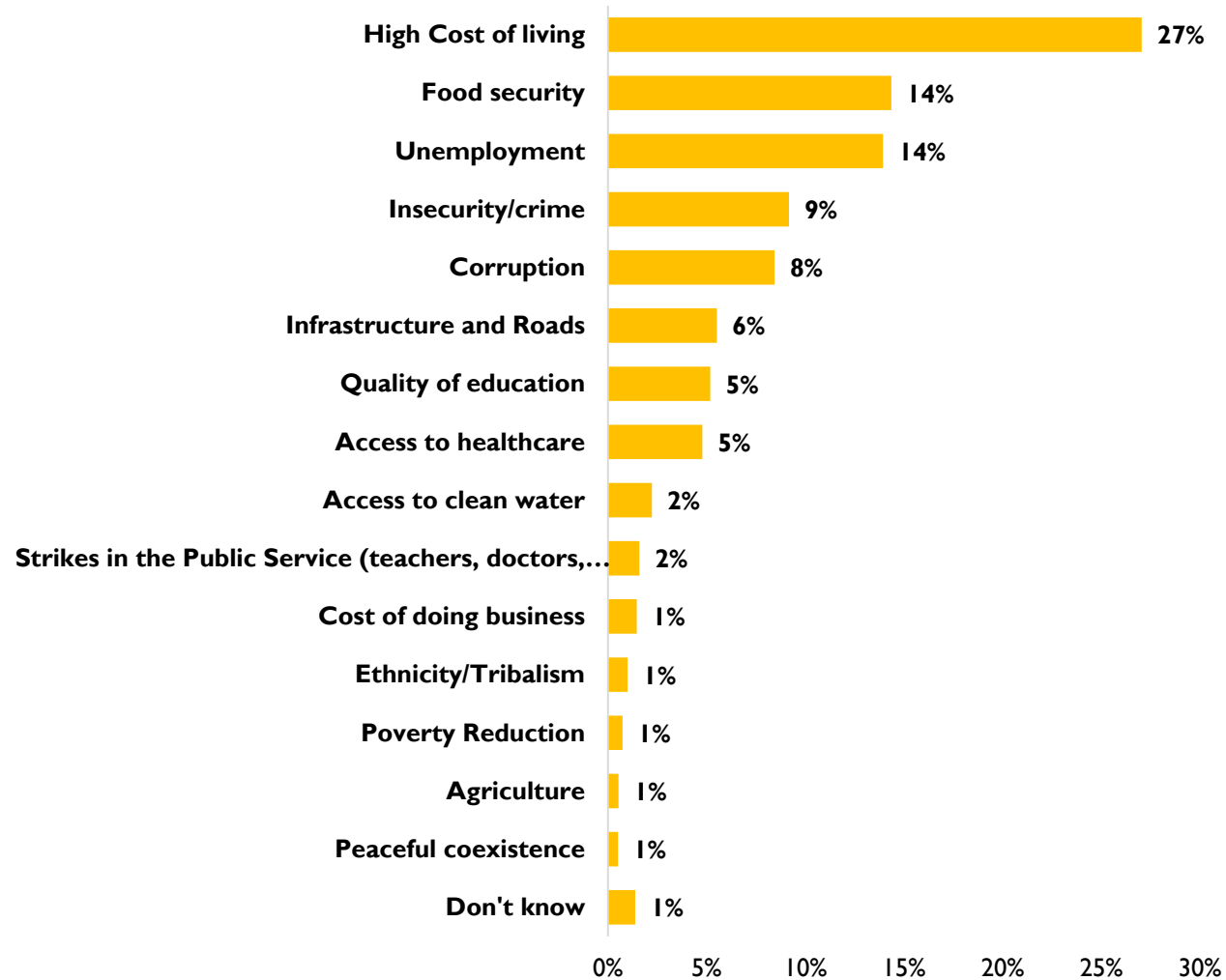


Central and North Eastern regions had the highest proportion of Kenyans who think the country is headed in the right direction. On the other hand, Nyanza and Coast regions had the highest percentage of Kenyans who think the country is headed in the wrong direction.

Generally, would you say Kenya is headed in the right direction?

N=2000

PRIORITY ISSUES TO BE ADDRESSED BY THE NEXT GOVERNMENT



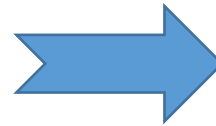
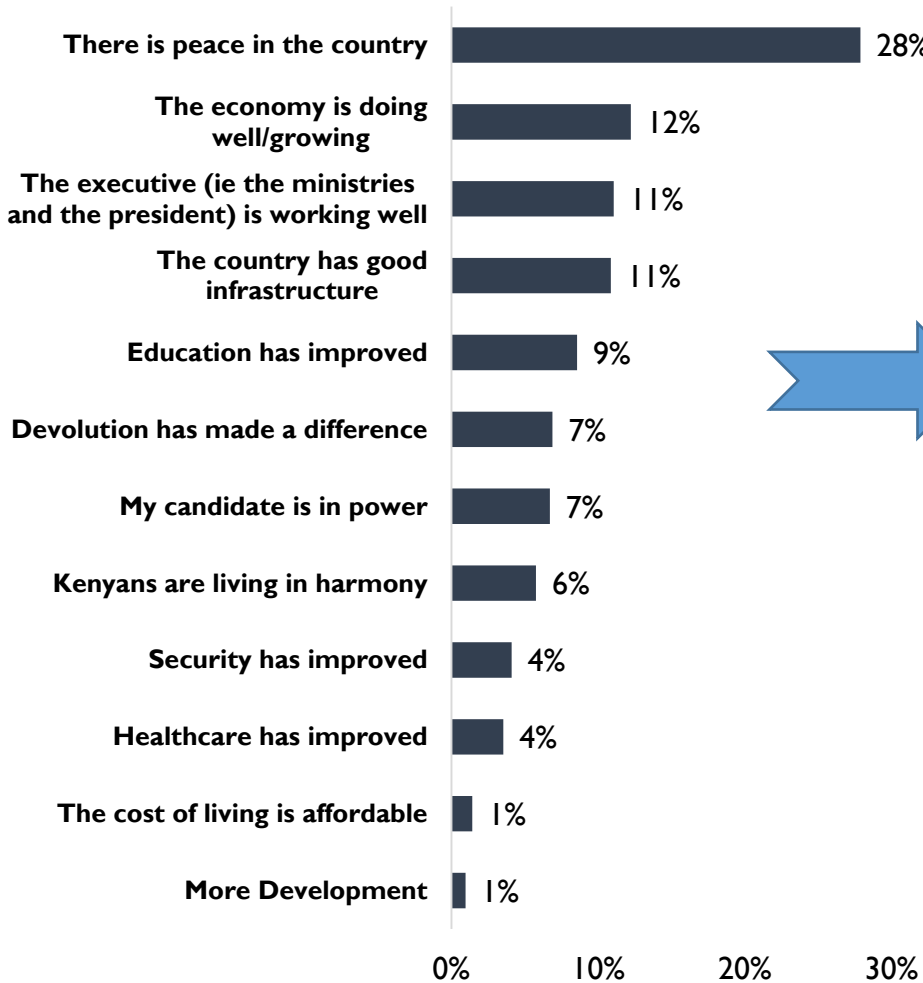
Could you kindly mention the **ONE Key Issue** of most concern to you that the **NEXT** government should address as a matter of priority

PRIORITY ISSUES TO BE ADDRESSED BY THE NEXT GOVERNMENT

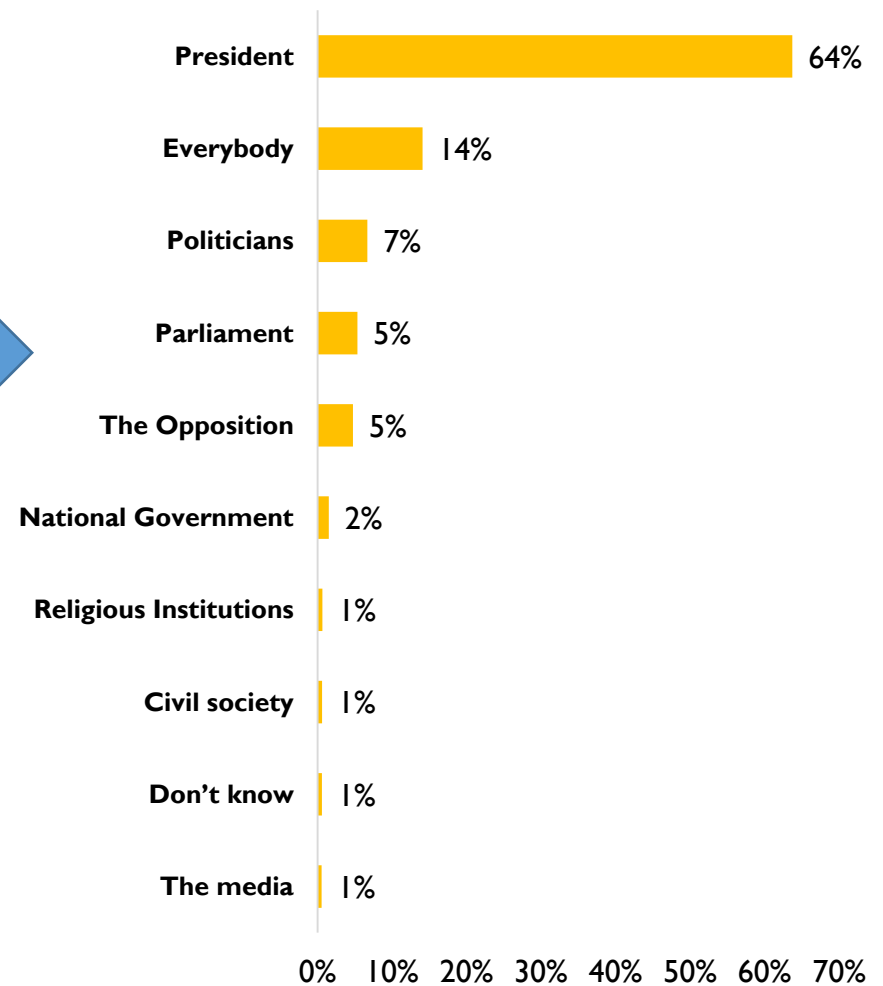
ANALYSIS BY REGION

	COAST	N. EASTERN	EASTERN	CENTRAL	R. VALLEY	WESTERN	NYANZA	NAIROBI	Total
HIGH COST OF LIVING	22%	29%	27%	21%	24%	39%	35%	25%	27%
FOOD SECURITY	13%	10%	17%	18%	10%	12%	20%	14%	14%
UNEMPLOYMENT	16%	0%	16%	12%	16%	14%	11%	15%	14%
INSECURITY/CRIME	8%	35%	7%	11%	11%	6%	3%	11%	9%
CORRUPTION	7%	12%	6%	7%	7%	9%	6%	19%	8%
INFRASTRUCTURE AND ROADS	7%	4%	5%	6%	9%	1%	6%	2%	6%
QUALITY OF EDUCATION	8%	0%	6%	6%	4%	8%	6%	3%	5%
ACCESS TO HEALTHCARE	5%	3%	5%	5%	6%	5%	4%	3%	5%
ACCESS TO CLEAN WATER	2%	3%	2%	3%	3%	0%	2%	1%	2%
STRIKES IN THE PUBLIC SERVICE (TEACHERS, DOCTORS, NURSES ETC)	3%	0%	2%	3%	1%	1%	2%	1%	2%
COST OF DOING BUSINESS	2%	0%	3%	1%	1%	1%	0%	2%	2%
ETHNICITY/TRIBALISM	2%	2%	1%	1%	1%	2%	1%	0%	1%
POVERTY REDUCTION	0%	0%	0%	1%	1%	0%	2%	1%	1%
AGRICULTURE	0%	0%	0%	1%	1%	0%	0%	0%	1%
PEACEFUL COEXISTENCE	0%	2%	0%	1%	1%	0%	0%	0%	1%
DON'T KNOW	1%	0%	2%	1%	1%	1%	2%	1%	1%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%

RIGHT DIRECTION

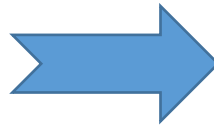
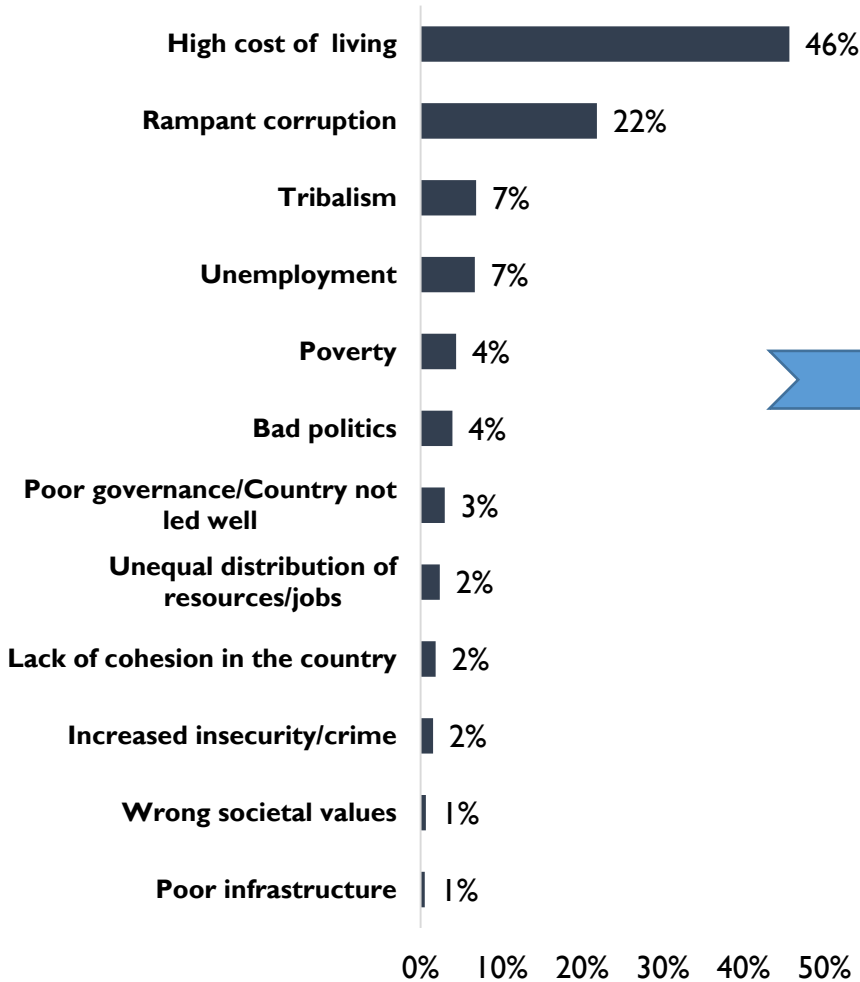


PERSONS RESPONSIBLE

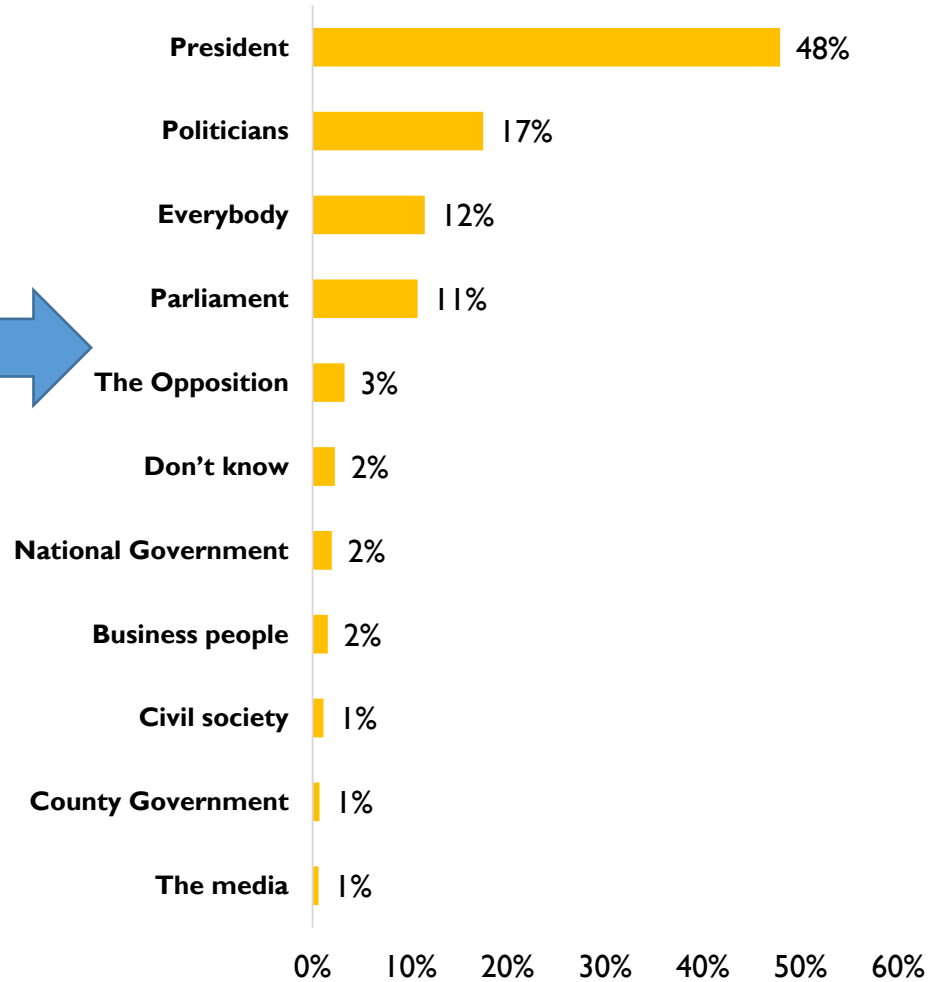


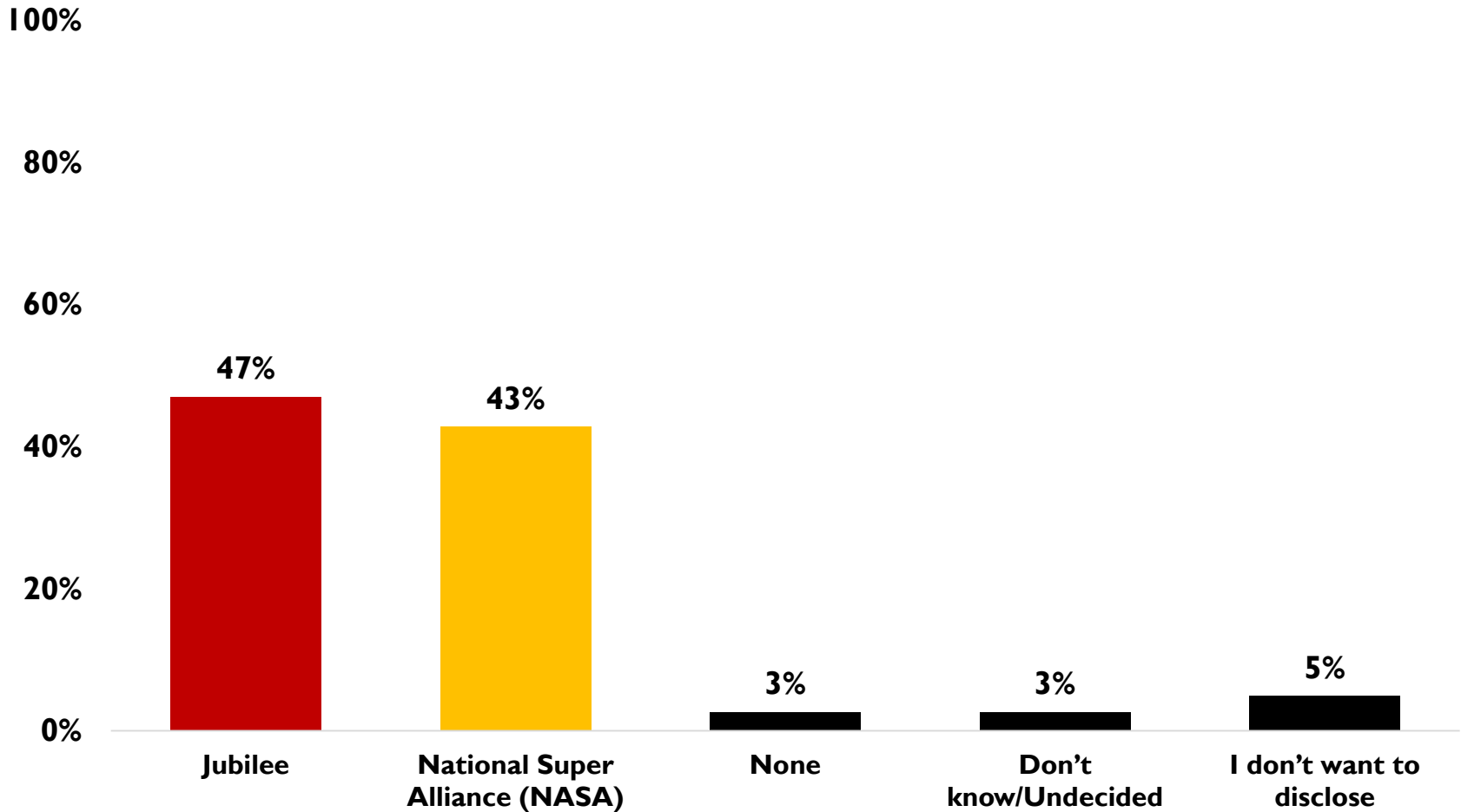
REASONS FOR THE WRONG DIRECTION AND PERSON (S) RESPONSIBLE

WRONG DIRECTION DIRECTION



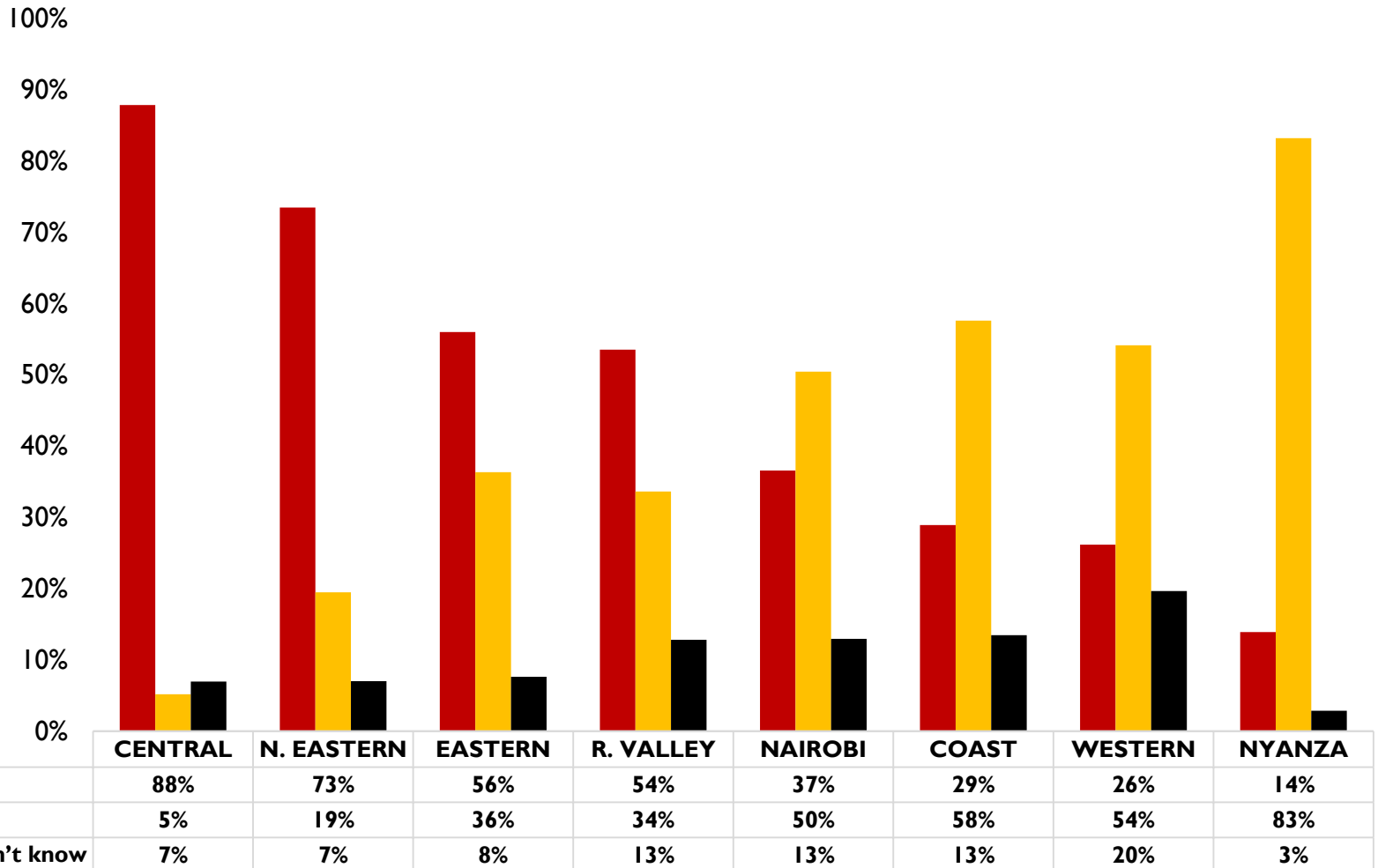
PERSONS RESPONSIBLE





Could you please tell me which coalition of political parties you feel closest to?

N=2000

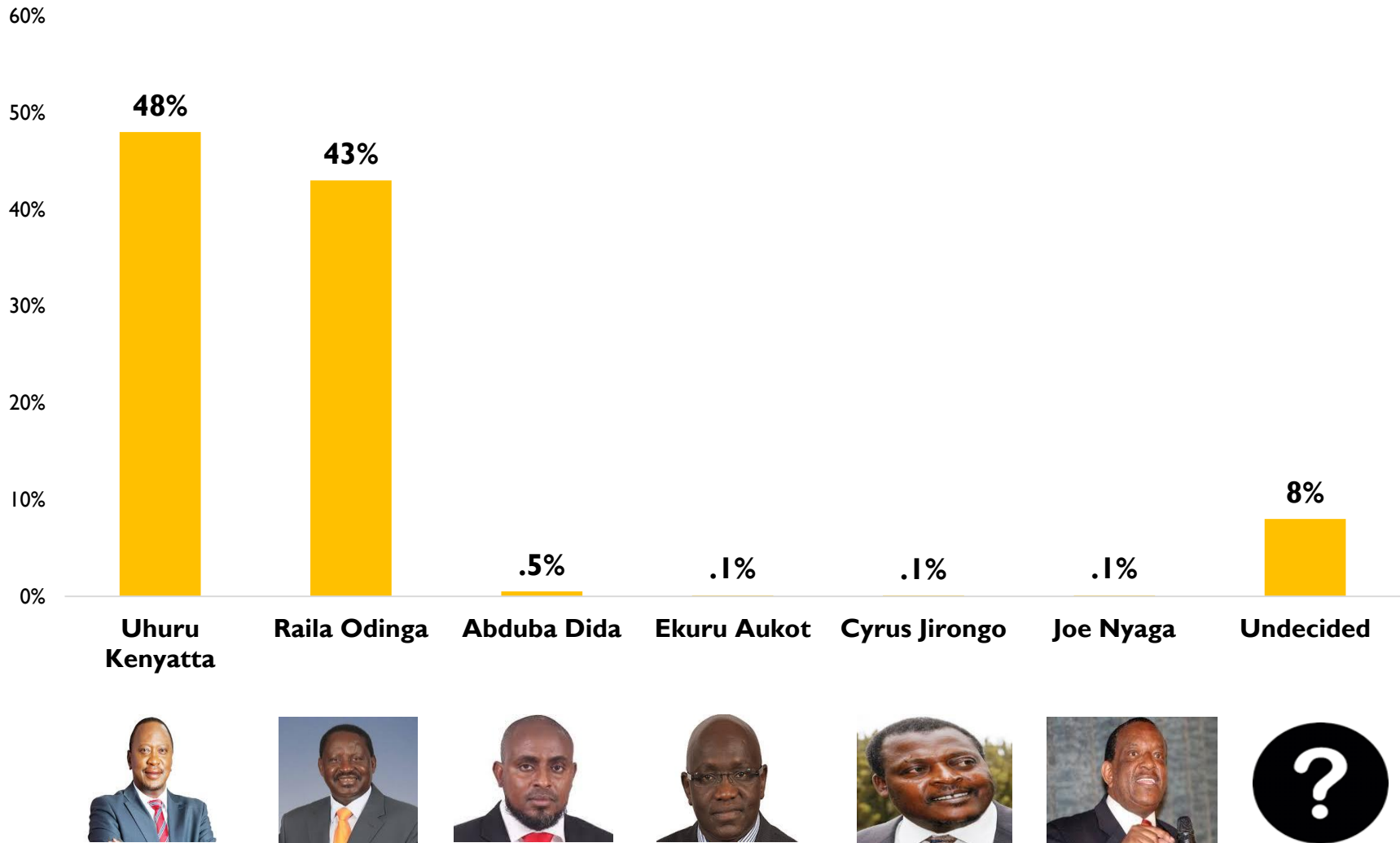


Which political coalition do you feel closest to?

N=2000

PRESIDENTIAL CANDIDATES POPULARITY

Assuming elections for President were held today who would you vote for as your President?



PRESIDENTIAL CANDIDATES POPULARITY ANALYSIS BY REGION

	COAST	N. EASTERN	EASTERN	CENTRAL	R. VALLEY	WESTERN	NYANZA	NAIROBI	Total
UHURU KENYATTA	29%	75%	58%	90%	56%	28%	14%	41%	48%
RAILA ODINGA	61%	20%	37%	5%	34%	53%	83%	51%	43%
ABDUBA DIDA	2%	5%	0%	0%	0%	0%	0%	1%	0.5%
EKURU AUKOT	0%	0%	0%	0%	0%	0%	0%	1%	0.1%
CYRUS JIRONGO	0%	0%	0%	0%	0%	1%	0%	0%	0.1%
JOE NYAGA	0%	0%	0%	0%	0%	0%	0%	1%	0.1%
UNDECIDED	9%	0%	5%	5%	10%	18%	3%	6%	8%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%

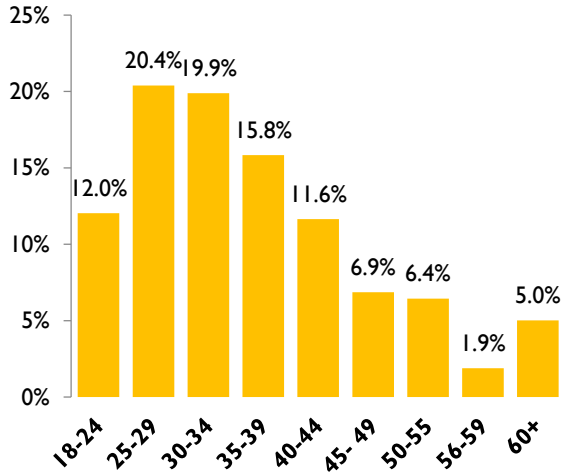
If presidential elections were held today, who would you vote for as president?

N=2000

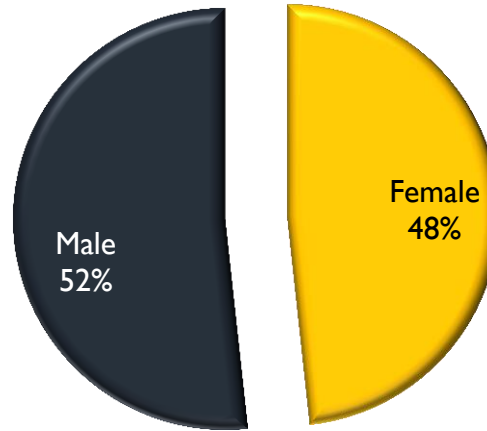
SURVEY DEMOGRAPHICS

RESPONDENTS DEMOGRAPHICS

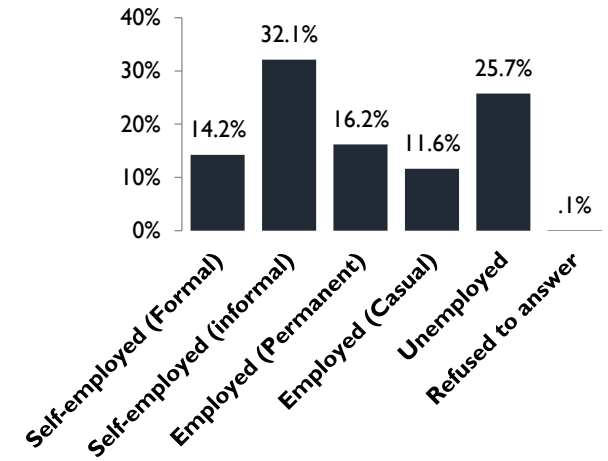
Age



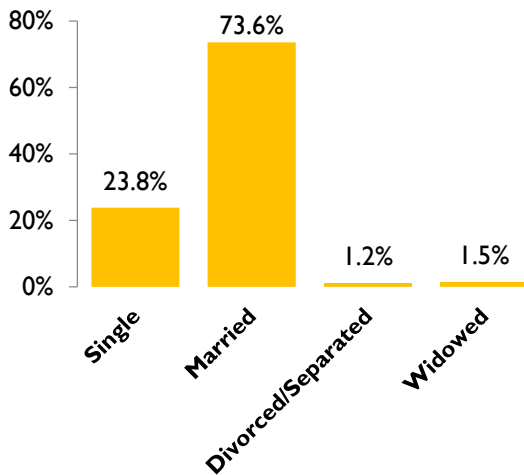
Gender



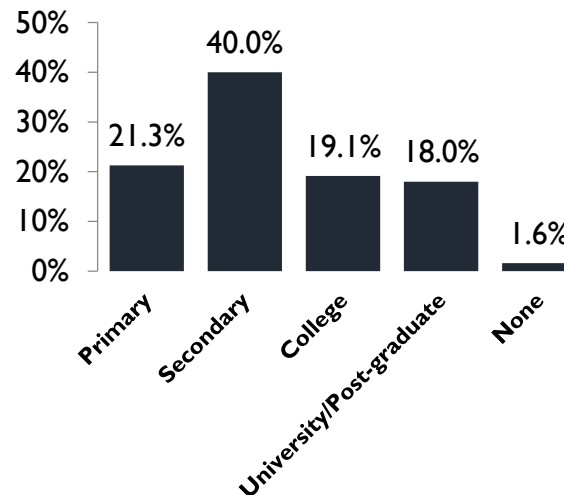
Employment



Marital Status



Level of Education



Religion

