



**Africa Centre
for Open Governance**



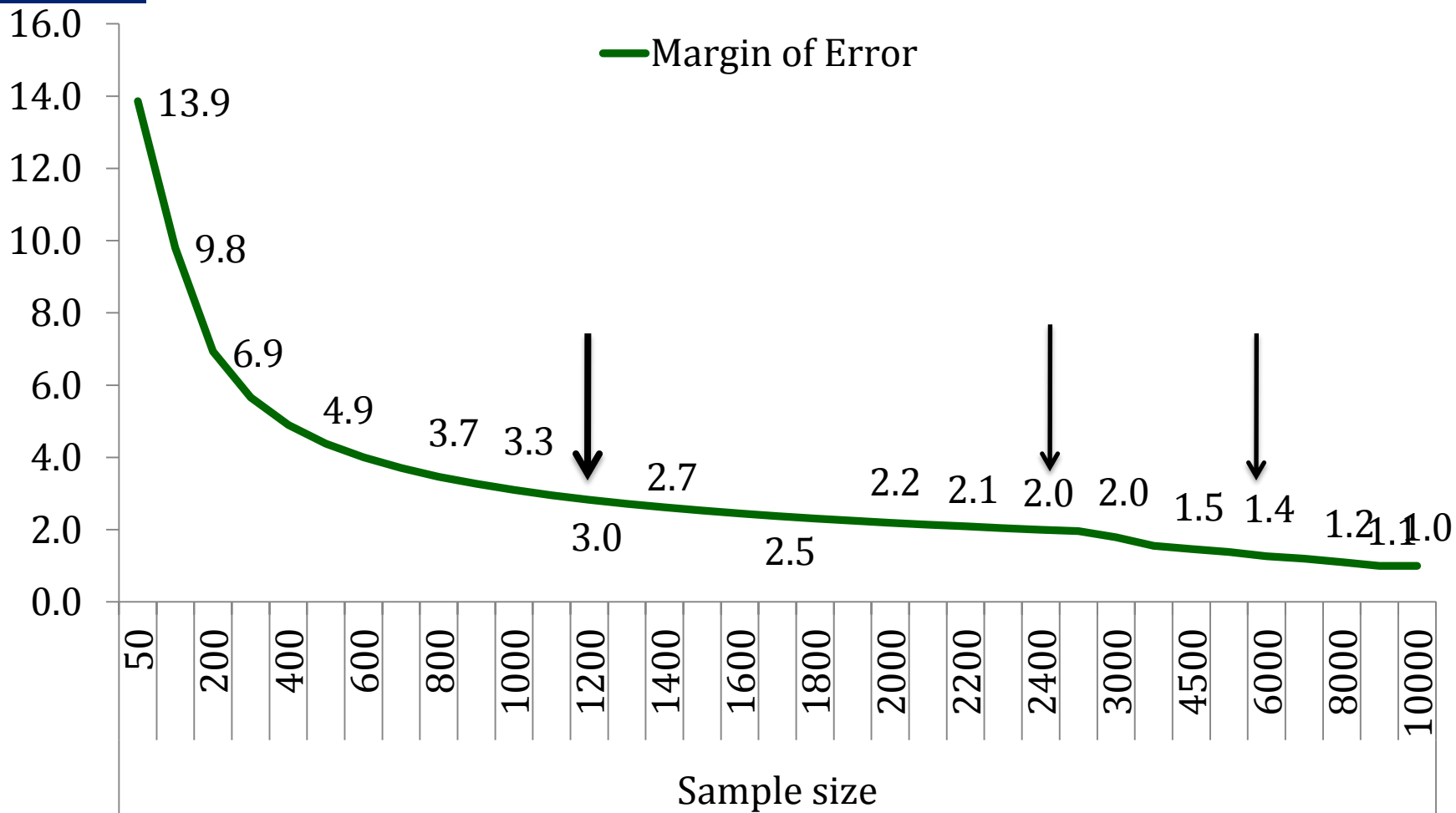
**Post-election Public
Opinion Poll
March 5 - 6, 2013**

- ❑ AfricoG commissioned this post-election survey as part of its work on the 2013 general elections, the first general elections under the new constitution.

- ❑ Due to the prolonged nature of the March 4th elections, this survey differed from the classic exit poll
- ❑ The exercise started on Monday 4th March, 2013 and ended on 6th March.
- ❑ Very few successful interviews were conducted on 4th as many people who were randomly called had not yet voted.
- ❑ This meant that not every voter was being provided with an equal chance of being interviewed, especially in more populous areas
- ❑ The exercise was thus carried out on 5th March, achieving 1800 interviews.
- ❑ The
- ❑ On the 6th 1000 calls were conducted to validate the results gathered on the 5th.
- ❑ When the validation was completed and the results seemed to be a reflection of each other, the data was married, giving the total sample of 2800.

- ❑ The poll was conducted between March 5 – 6, 2013 by Infotrak Research and Consulting.
- ❑ A sample of 2,893 respondents was interviewed to represent the Kenyan BVR registered voters of 14,337,399 translating into a minimum margin of error of $-/+ 1.82$ at 95% degree of confidence.
- ❑ Using preliminary BVR voter register 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 Constituencies as the key administrative boundary
 - Ensured that every person in the sampled area had a known chance of being selected
- ❑ The interviews were conducted through CATI system
 - 25% of the interviews were back checked for quality control purposes
- ❑ Data processing & analysis was carried using IBM SPSS 20.0
- ❑ The questions asked of respondents are highlighted for each graphic presentation

- ❑ Margin of error decreases as the sample size increases, but only up to a certain point.
- ❑ A very small sample, such as 50 respondents, has about a 14 percent margin of error while a sample of 2,000 has a margin of error of 3 percent.
- ❑ By doubling the sample to 2,000, the margin of error only decreases from +/-3 percent to +/- 2 percent and +/-1.8 percent for a sample size of 4000.
- ❑ This illustrates that there are diminishing returns when trying to reduce the margin of error by increasing the sample size.
- ❑ What is imperative is to ensure that the sample is representative of the universe you wish to cover. This is why in a continent the size of USA, most sample sizes range between 1000 -3000 covering the entire population. And the results are more or less accurate
- ❑ A 95 percent level of confidence is the acceptable standard for social surveys.



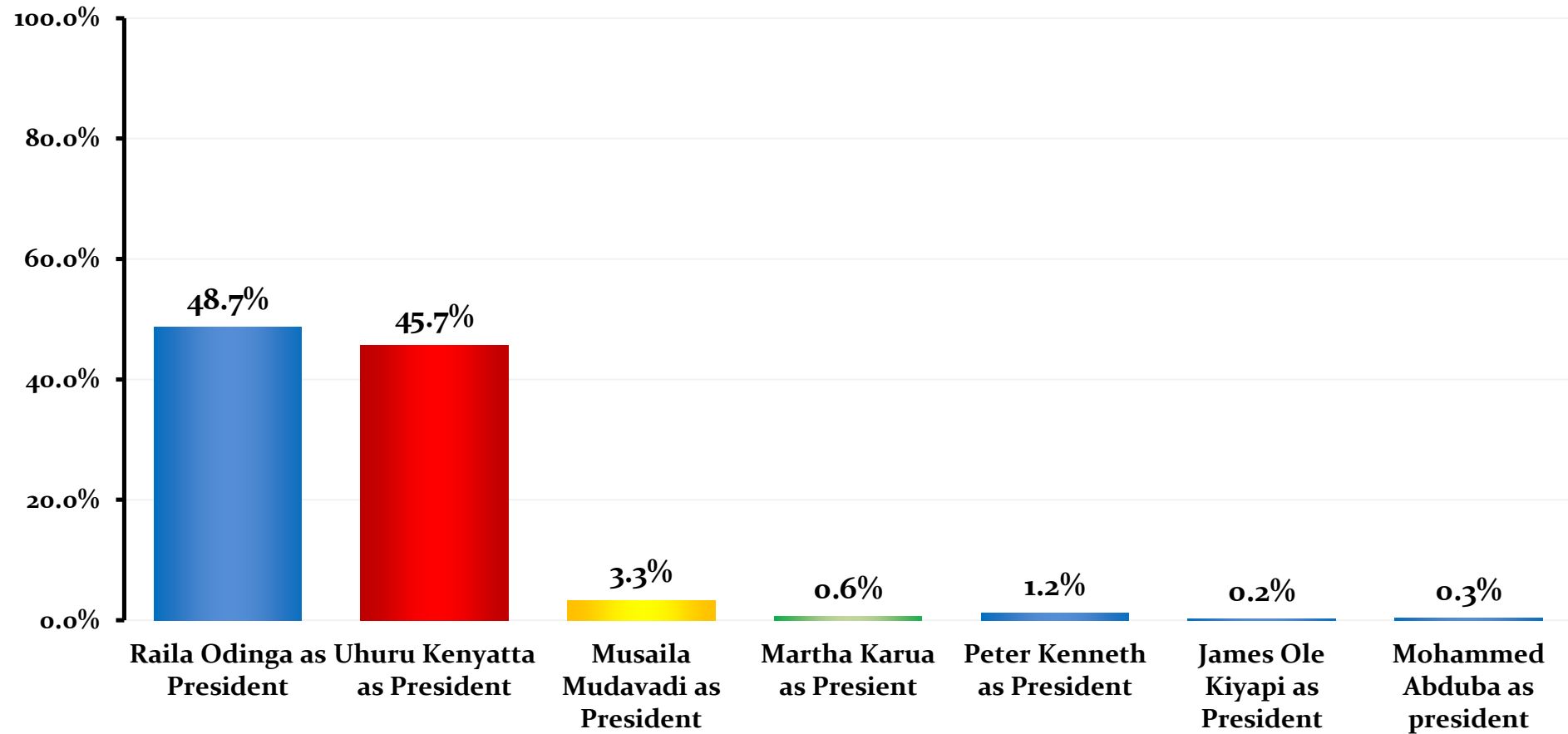
Region	Sample distribution	% allocation
Coast	234	8.1
North Eastern	88	3
Eastern	401	13.9
Central	442	15.3
Rift Valley	680	23.5
Western	294	10.2
Nyanza	394	13.6
Nairobi	360	12.4
Total	2893	100



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Race to State House....



Who did you vote for as president? N = 2893 (All respondents)

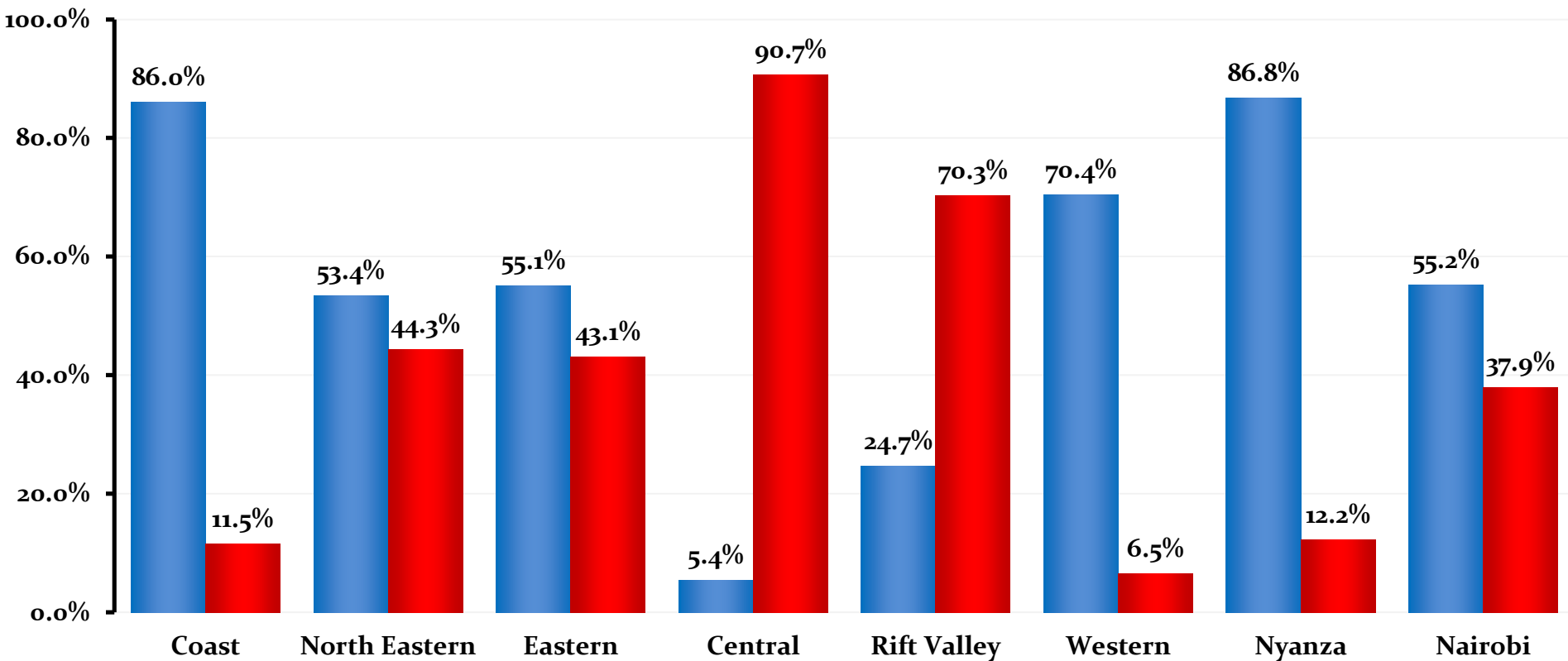
Who did you vote for as President?

Region	<i>Raila Odinga as President</i>	<i>Uhuru Kenyatta as President</i>	<i>Musaila Mudavadi as President</i>	<i>Martha Karua as President</i>	<i>Peter Kenneth as President</i>	<i>James Ole Kiyapi as President</i>	<i>Mohammed Abduba as president</i>	Base
Coast	86.0%	11.5%	0.9%	0.4%	0.4%	0.0%	0.9%	234
North Eastern	53.4%	44.3%	0.0%	0.0%	0.0%	0.0%	2.3%	88
Eastern	55.1%	43.1%	0.5%	0.0%	1.2%	0.0%	0.0%	401
Central	5.4%	90.7%	0.5%	2.0%	1.4%	0.0%	0.0%	442
Rift Valley	24.7%	70.3%	2.8%	0.0%	1.2%	0.4%	0.6%	680
Western	70.4%	6.5%	22.4%	0.7%	0.0%	0.0%	0.0%	294
Nyanza	86.8%	12.2%	0.5%	0.3%	0.0%	0.0%	0.3%	394
Nairobi	55.2%	37.9%	0.6%	1.4%	4.2%	0.6%	0.3%	360
Aggregate	48.7%	45.6%	3.3%	0.6%	1.2%	0.2%	0.3%	2893

Who did you vote for as president?

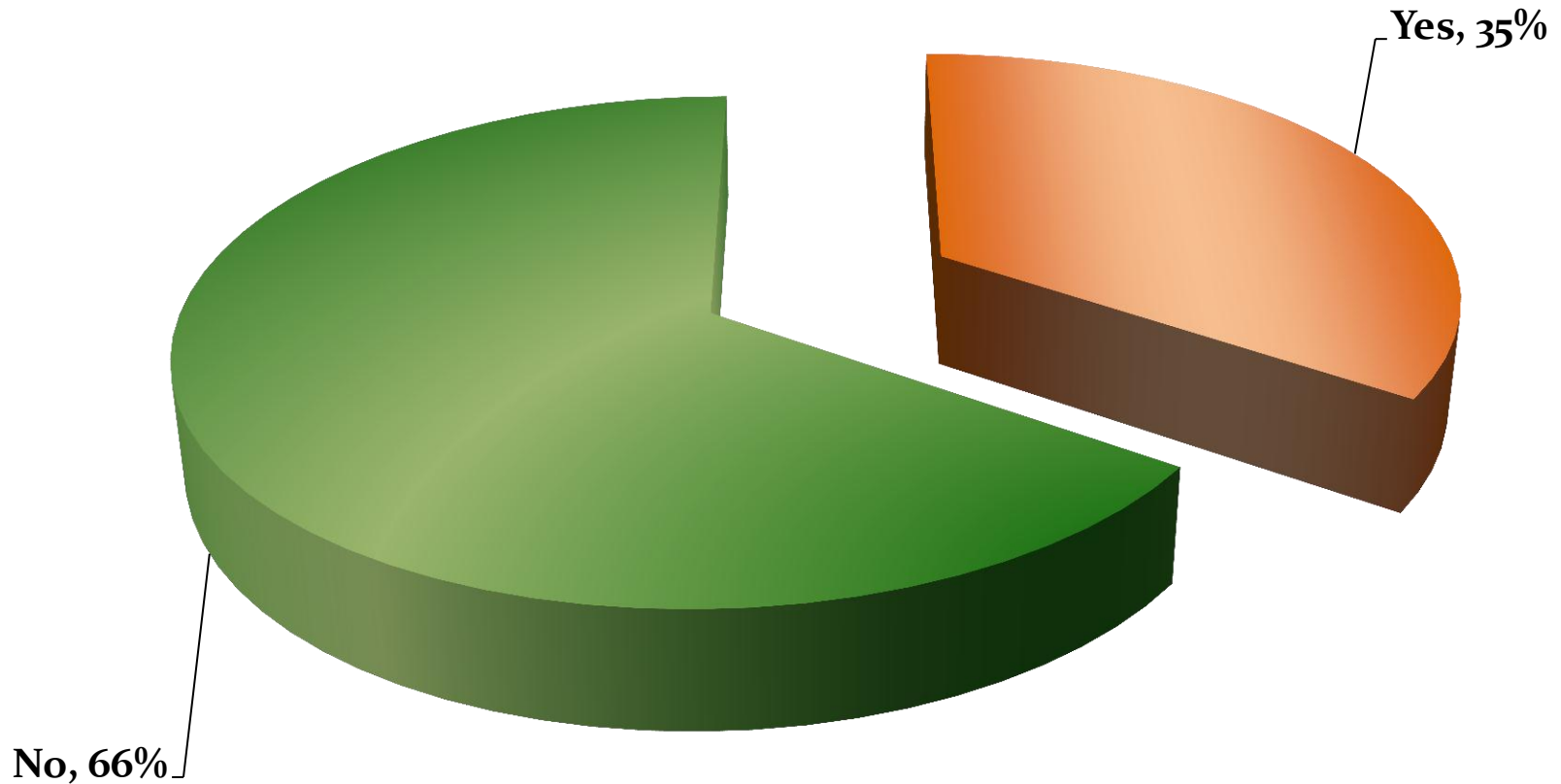
Who did you vote for as president? *Raila Odinga vs Uhuru Kenyatta by Region*

■ Raila Odinga as President ■ Uhuru Kenyatta as President



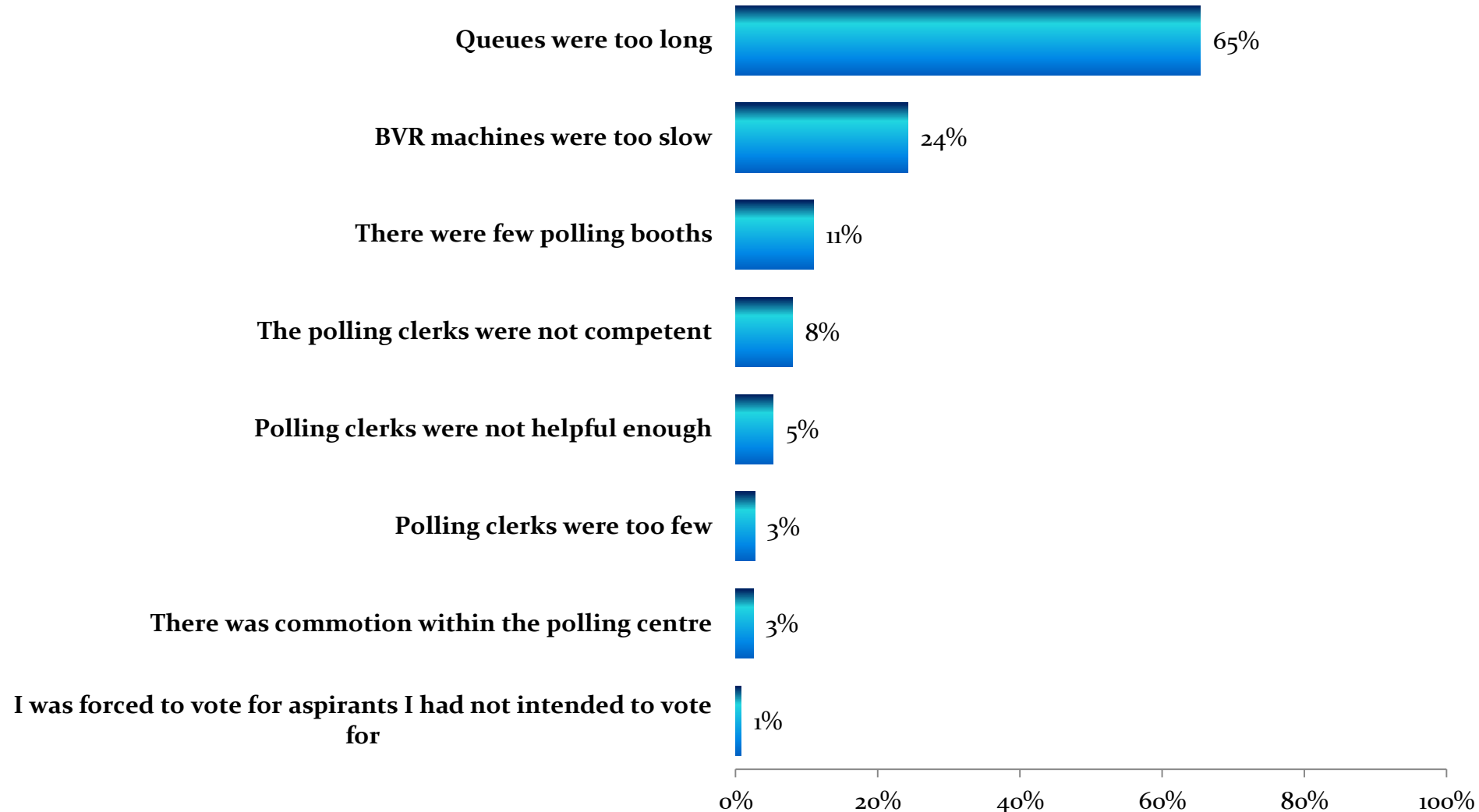
Who did you vote for as president? N = 2893

Did you experience challenges as you voted?



Did you experience challenges as you voted? N = 2893 (All respondents)

Challenges experienced during voting



If YES, what challenges did you experience? n = 997

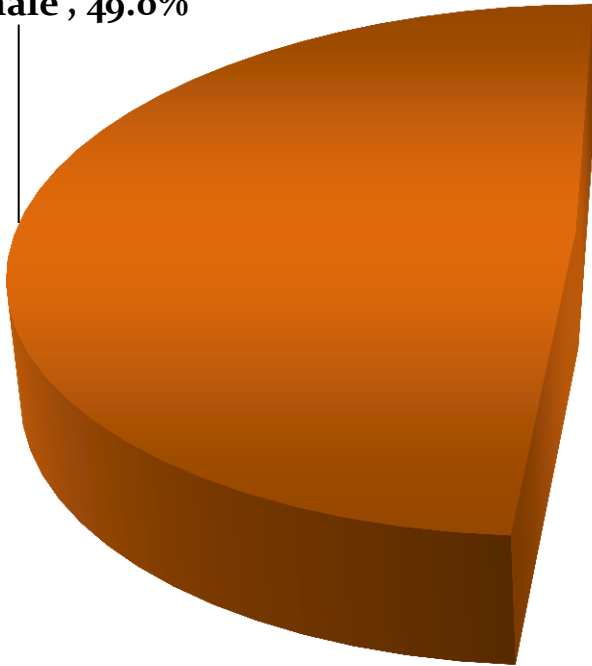


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Demographics

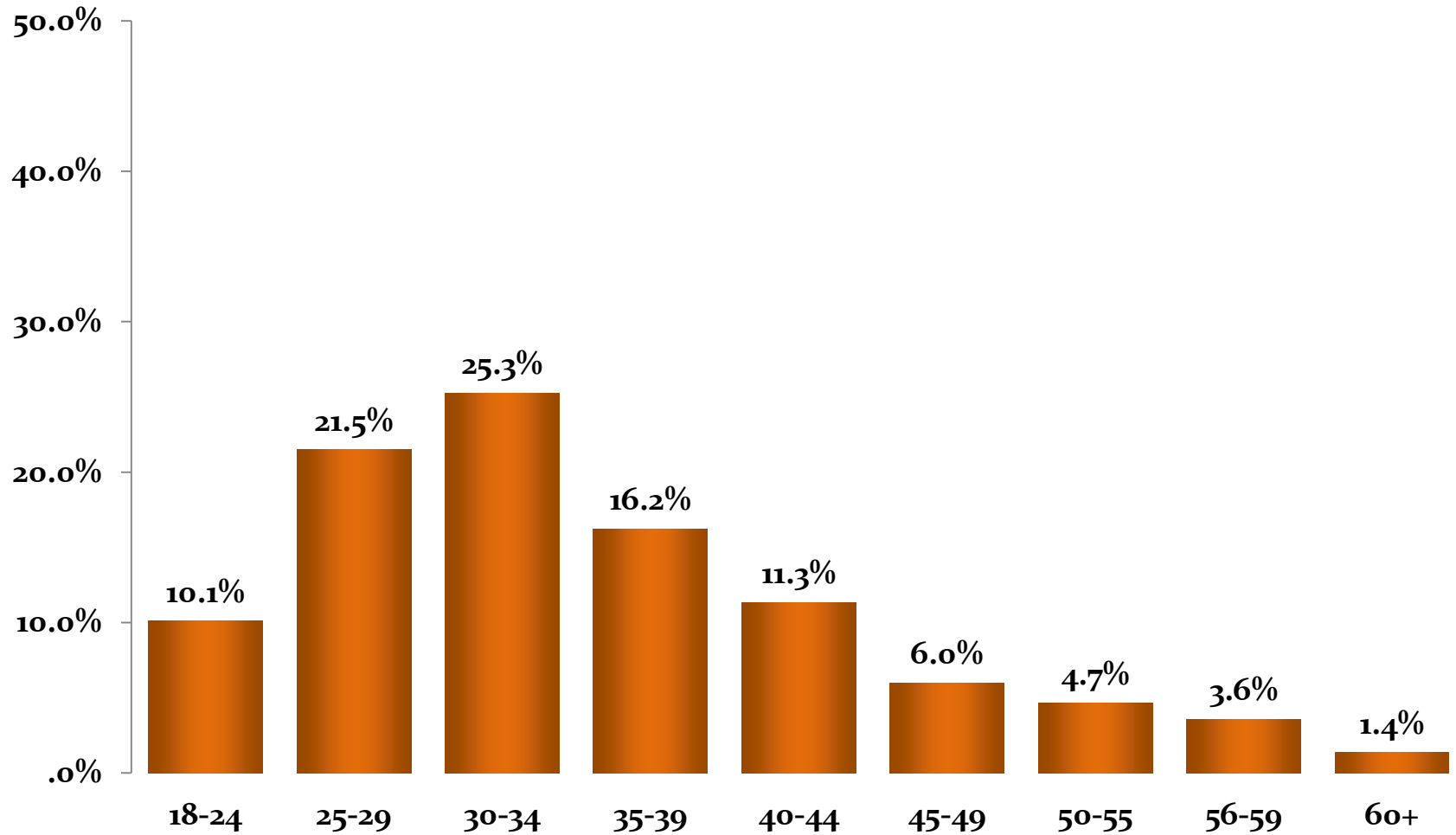
Female , 49.0%

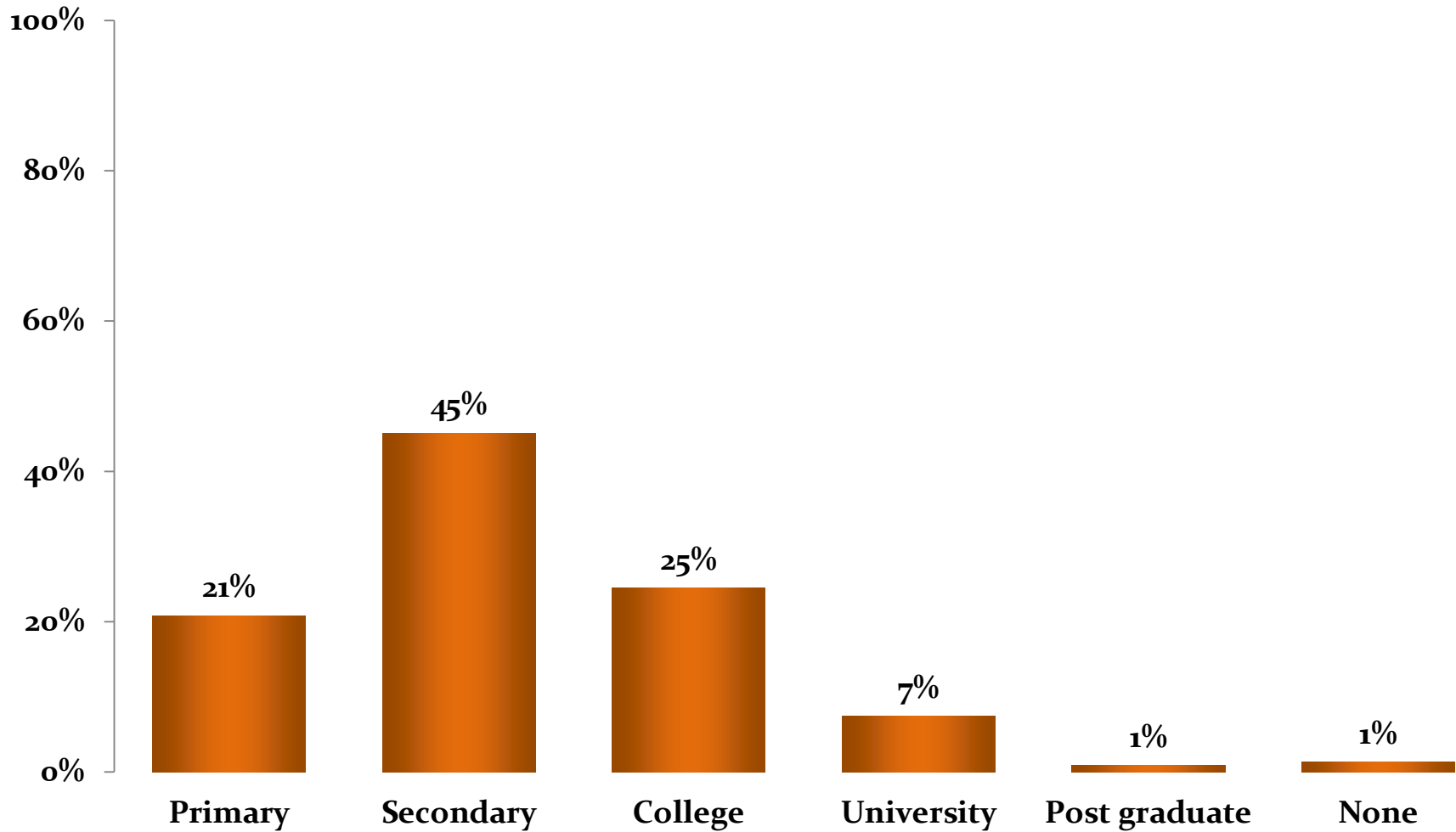


Male , 51.0%



Response Distribution by Age Group





Thank you!
Jim

