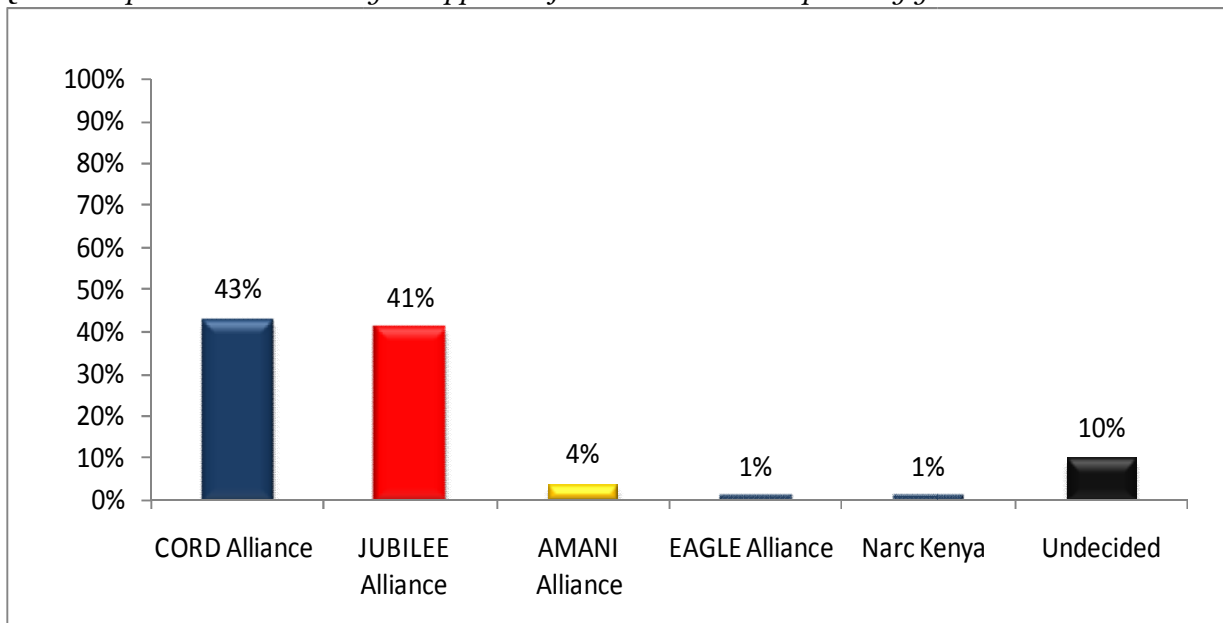


Presidential race too close to call – an inevitable runoff?

With about 40 days to the next general election, the latest Ipsos Synovate opinion poll reveals that the support levels for the main political alliances are very close. How close? The CORD Alliance has the support of 43% of registered voters whilst the Jubilee Alliance has the support of 40%. The same survey indicates that the support level for the Amani coalition stands at 4%, Eagle 1%, for Narc-Kenya as a party 1% whilst the undecided are 10%. Regarding presidential candidates, the proportion of undecided voters remains high enough (5%) so their eventual decisions in an otherwise close contest could determine the election's outcome.

This survey was conducted countrywide between 12th-20th January 2013 and using a face to face methodology. The survey polled 5,895 registered voters living in 47 counties in both rural and urban areas. The sample was distributed across the various counties proportionate to the population of registered voters in the counties. (See document on sampling approach and weighting appended to this press release)

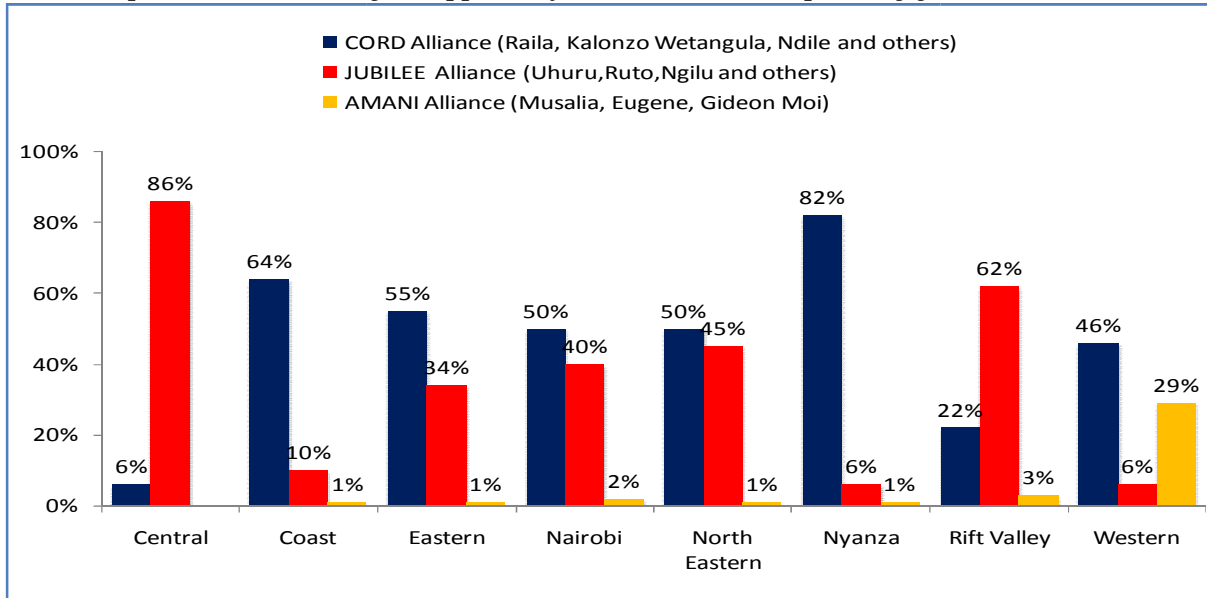
Q. "Which political alliance do you support or feel closest to in the upcoming general elections?"



(Base: All respondents n =5,895)

The support level for CORD is higher than any other alliance in Coast, Eastern, Nyanza and Western, where the Amani alliance has 29% (which might be sufficient to deny CORD the required 25% in several of its counties). Jubilee’s strong-holds are in Central and Rift Valley.

Q. “Which political alliance do you support or feel closest to in the upcoming general elections?”

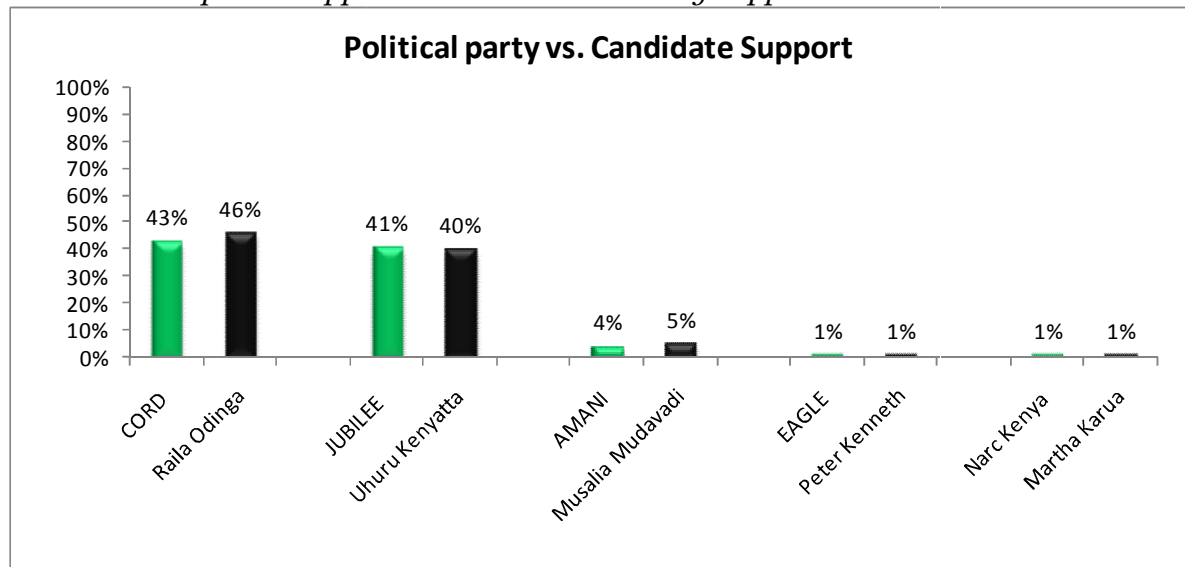


(Base: All respondents n =5,895)

A run-off imminent?

The level of support for the various political parties is similar to that of the particular party or alliance presidential aspirant support levels. This is an indication that Kenyans are aware of the presidential candidates in each of the parties or alliances. None of the aspirants or the political parties garners more than the 50%+1 of votes required to win in the round one election and this points to a likely run-off scenario, unless this situation changes significantly over the remaining pre-election period.

Presidential Aspirant Support vis a vis Political Party Support

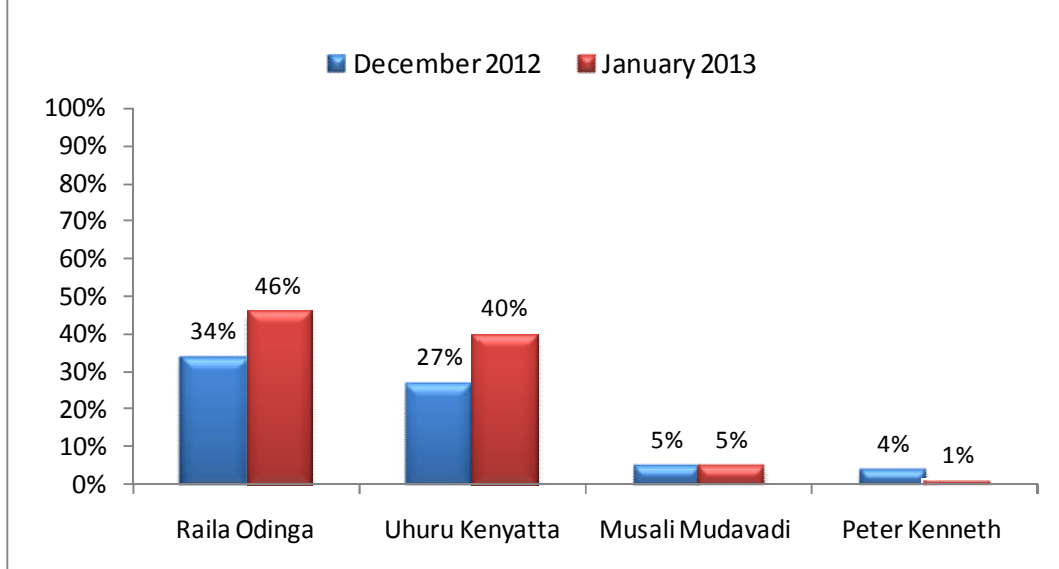


(Base: All respondents n =5,895)

Alliances boost Raila and Uhuru support levels

According to the same poll, the support level for Raila Odinga has increased from 34% in December 2012 to 46% in the January 2013 survey. Since being declared the flag bearer of the JUBILEE alliance, Uhuru Kenyatta's support level has increased from 27% to 40%. Clearly, the 'dropping-out' of several earlier-announced candidates (who have now assumed running-mate positions) accounts for much of these gains.

Q. Apart from President Kibaki, whom would you like to see as the next president of Kenya?

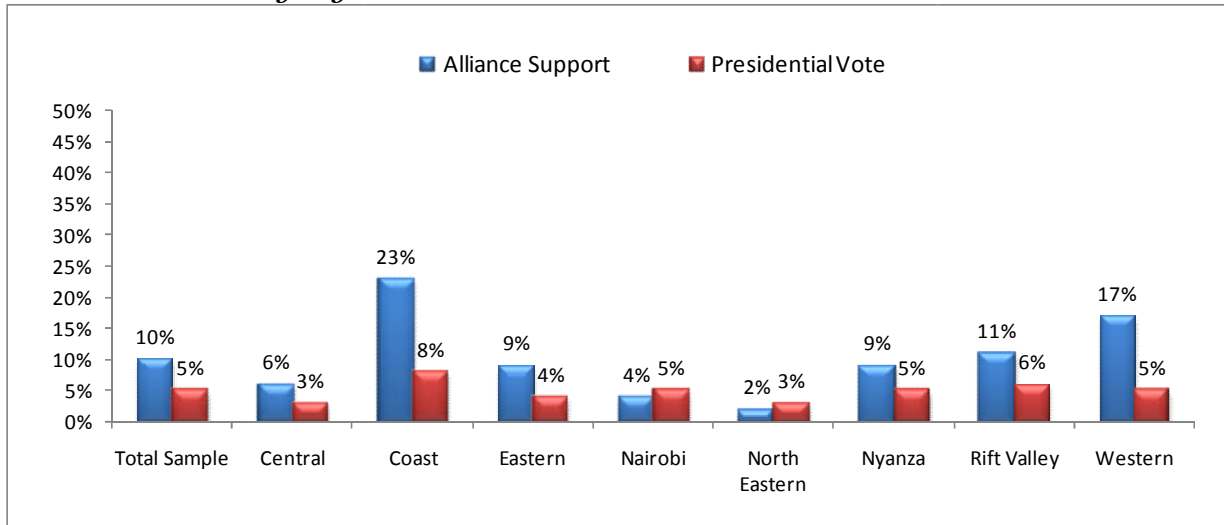


(Base: All respondent, n =5,895)

Where are the undecided?

The proportion of those who are undecided for alliance support is higher than presidential vote. The Coast and Western region has the highest number of undecided voters.

Undecided voters by region



Concluding Caution

However, it should be noted that the survey was conducted before several of the main candidates had announced their running-mates and the (quite contentious) party nominations had been completed. Together with such other unknown factors as turn-out rates in various parts of the country on Election Day, there is no solid basis for predicting the actual outcome as of now.

Survey Methodology:

The target population for the January 2013 survey was all Kenyan adults aged 18 years and above who are registered voters. The sample size was 5,895 respondents living in urban and rural areas. The margin of error attributed to sampling and other random effects of this poll's sample size is +/- 1.28 with a 95% confidence level. This sample size is large enough to make reliable estimates on the opinions of the target population at a regional and national level. The fieldwork for this survey was conducted between 12th and 20th January 2013. Data was collected through face to face interviews.

(See detailed methodology document)

Respondent Demographics

Gender and age

The sample had 51% females and 49% males. The age profile was 18-24 (28%); 25-24 (29%); 35-44 (18%) and 45+ (25%).

Educational Level

In terms of educational level, 5% of the respondents stated having no formal education, 15% some primary education, 20% that they completed primary education, 13% some secondary education, 26% completed secondary education. Post secondary education comprised 18% and this included 5% stating that they had some middle level education, 8% with complete middle level education (not university) 3% with some university level education 2% university level education completed. 2% of the respondents had no response on this.

Occupation

Respondents interviewed were varied in varied occupation; 28% stated that they are farmers, 23% traders, 12% that they are casual workers. Those stating that they are unemployed were 11%, housewife (6%), students (5%), professional services providers e.g. doctors, lawyers, engineers, managers, office workers etc (4%), civil servants (2%), teachers employed by the state (2%), teachers employed by the private sector (2%).



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