



The Kenya constitution referendum opinion poll results 30 July 2010

Research objectives

To identify voting patterns on the proposed constitution



Methodology

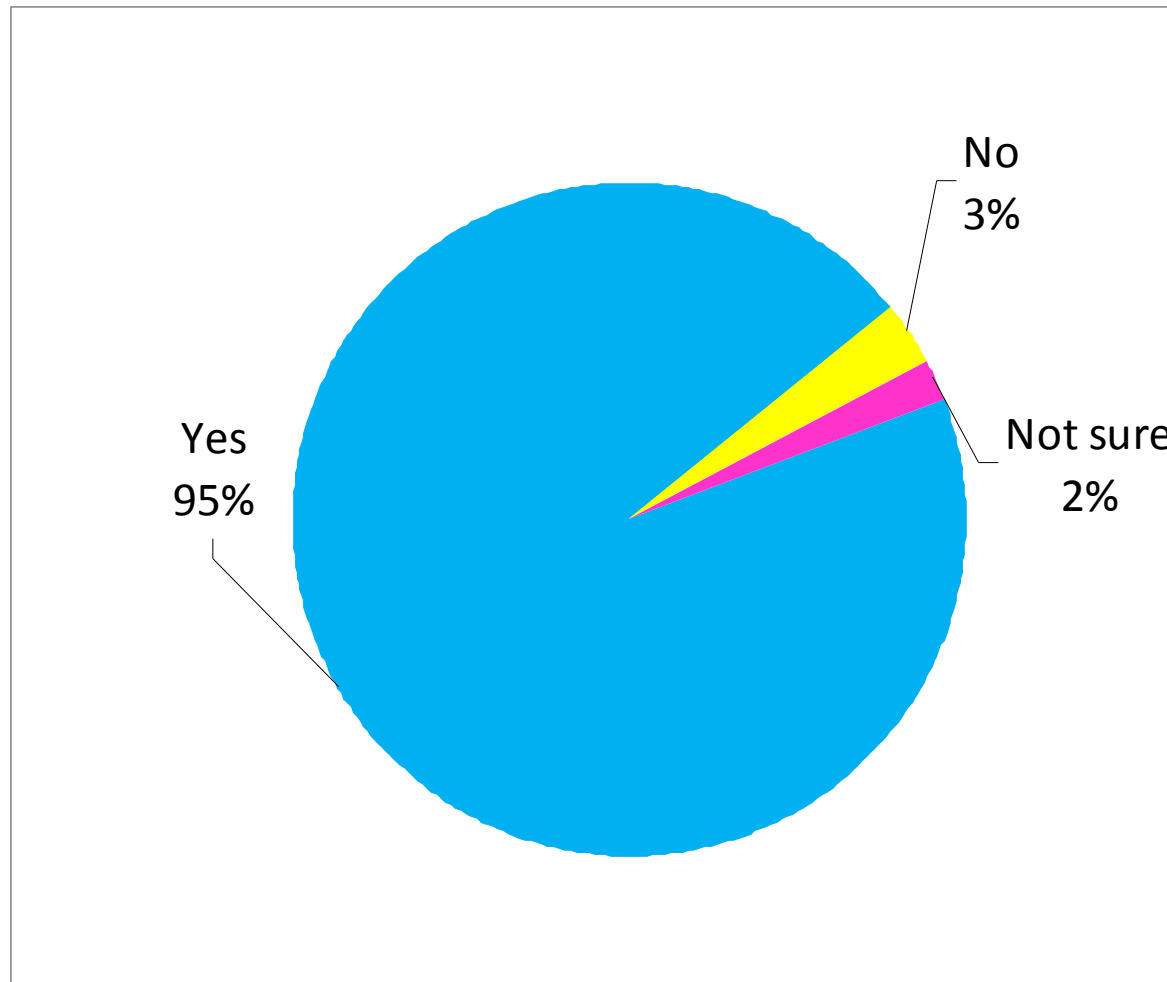
- ❑ Quantitative face to face interviews held at the household
- ❑ 1600 registered voters eligible to vote in the forthcoming referendum across all the provinces in both rural and urban areas
- ❑ Households and respondents were selected scientifically using a random procedure
- ❑ The questionnaire was done in both English and Kiswahili
- ❑ The margin of error in our sample is +/- 2.45% at 95% confidence level
- ❑ Fieldwork dates 23rd to 25th July 2010
- ❑ Data was weighted to reflect regional population distribution

Key findings

Majority of voters intend to participate in the referendum



Do you intend to vote in the August referendum?

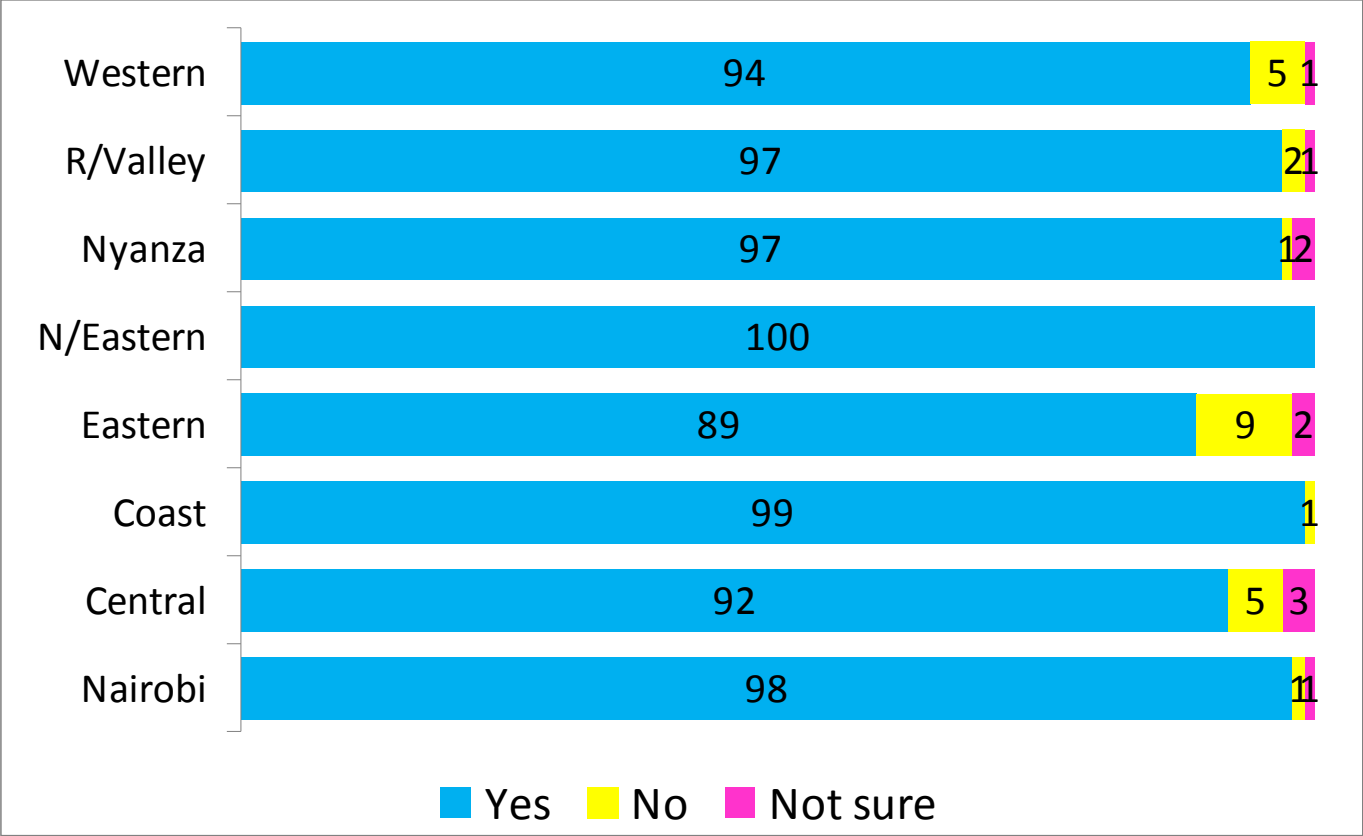


Base total sample 1600

Across all provinces over 89% of voters intend to vote.



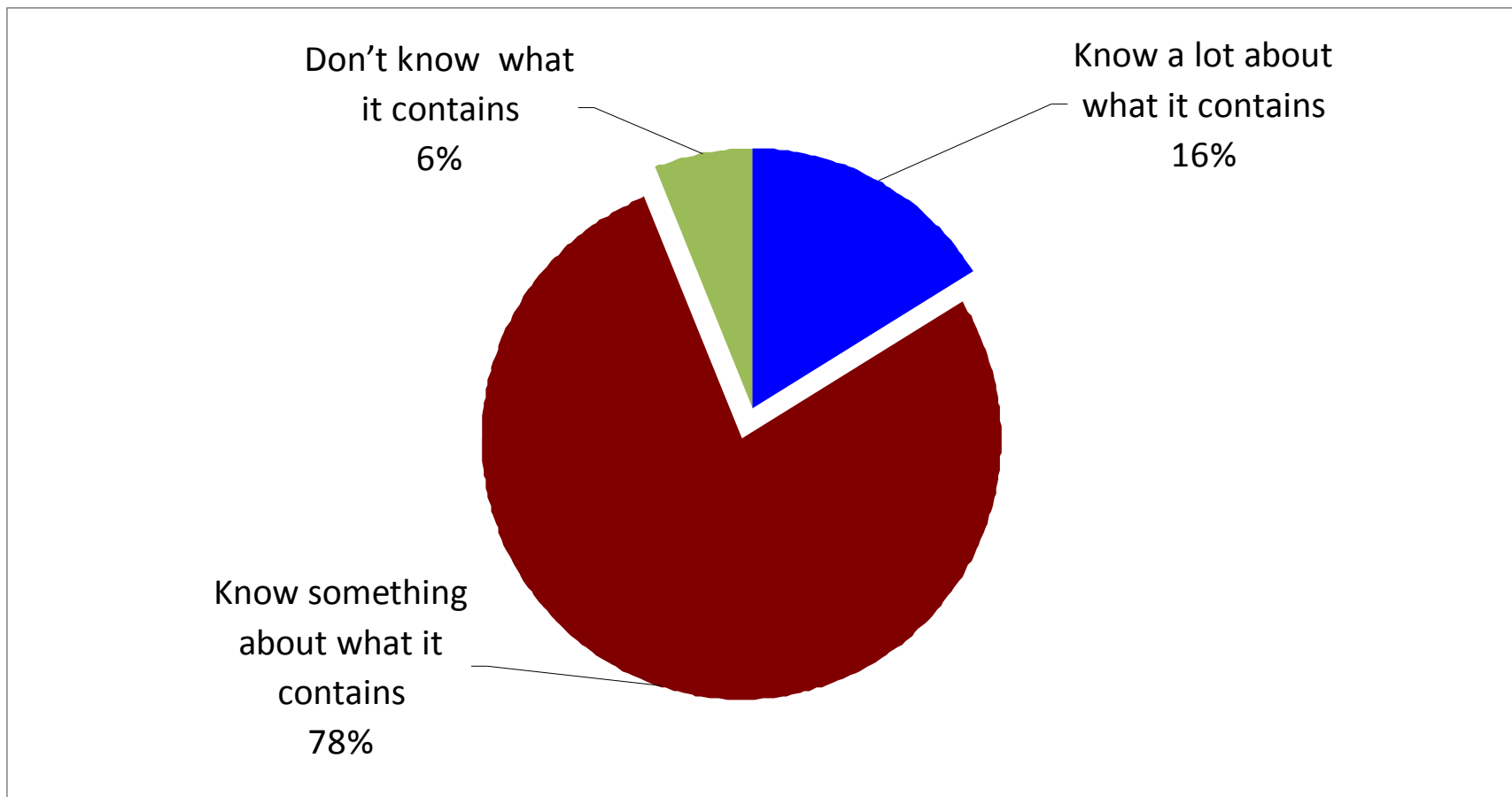
Do you intend to vote in the August referendum?



Base total sample 1600

Only 16% of voters claim to know a lot of what is contained in the proposed constitution

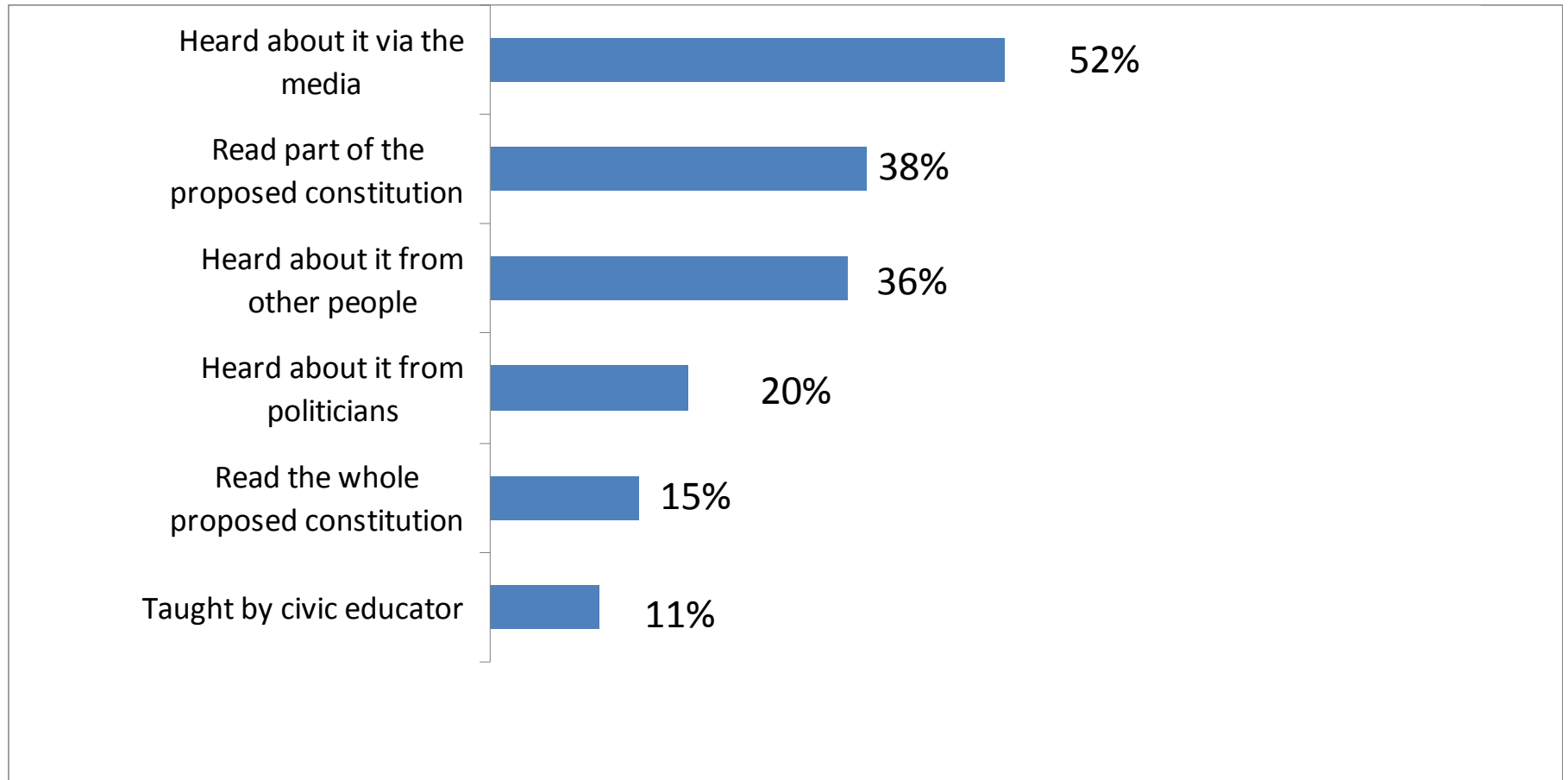
Which of these statements best describes your level of knowledge of the contents of the proposed constitution?



Base total sample 1600

The media is the main source of information about the content of the proposed constitution.

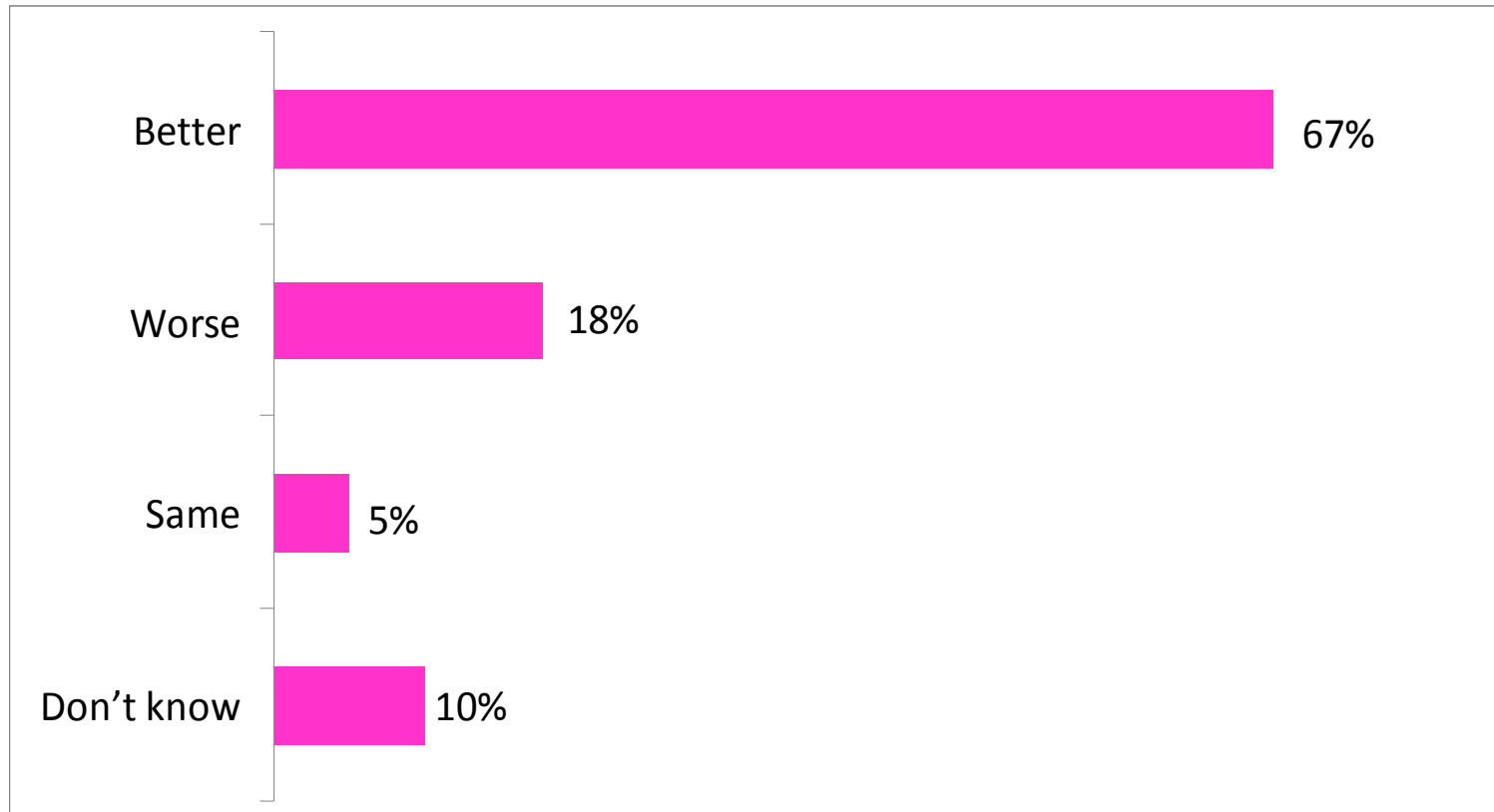
What are your sources of information on the content of the proposed constitution?



Base total sample 1600

The proposed constitution is generally rated better than the current

What are your sources of information on the content of the proposed constitution?

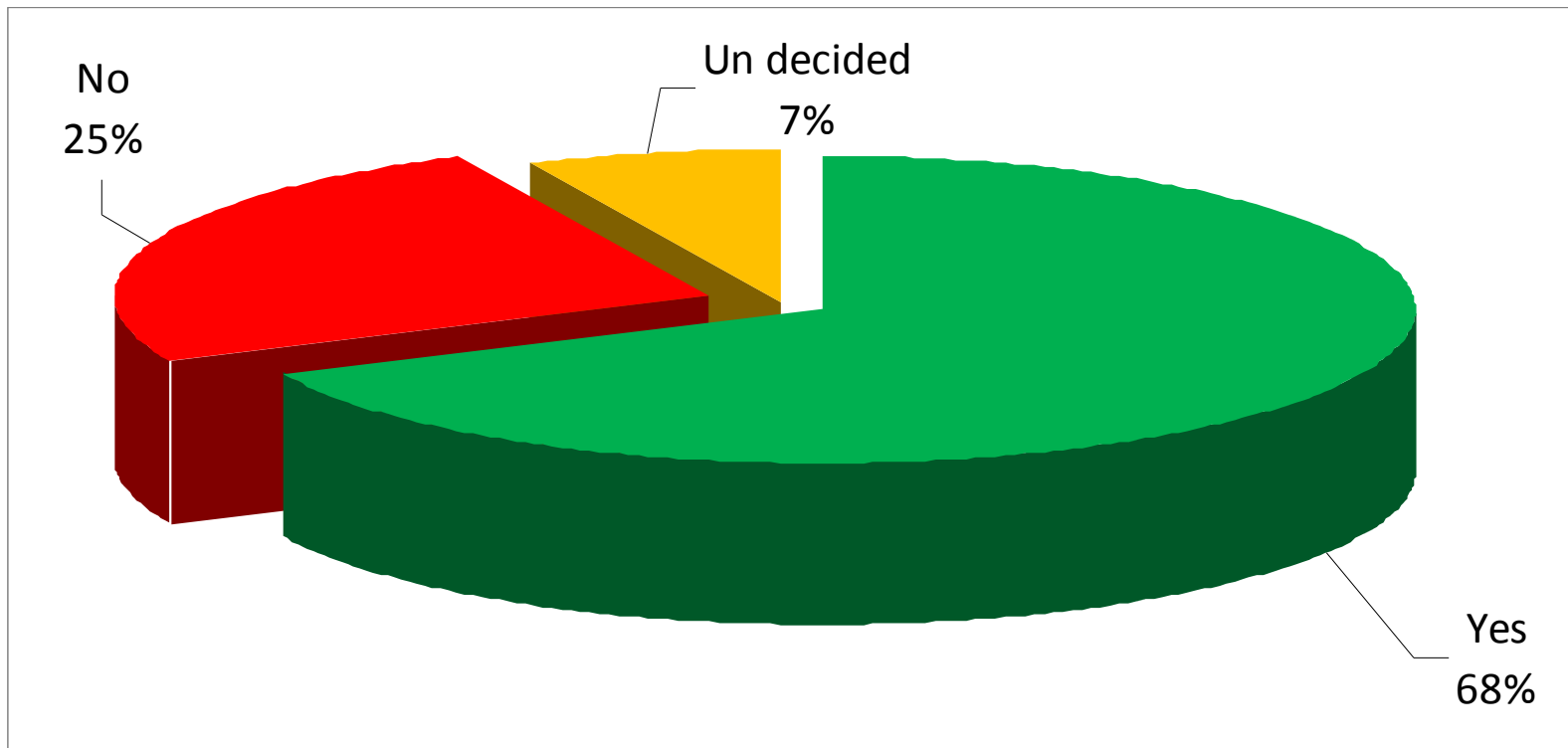


Base those who have some knowledge of the proposed constitution 1542

67% of voters who have some knowledge of the contents of the proposed constitution think its better than the current one .

68% of registered voters said they will vote for the proposed constitution

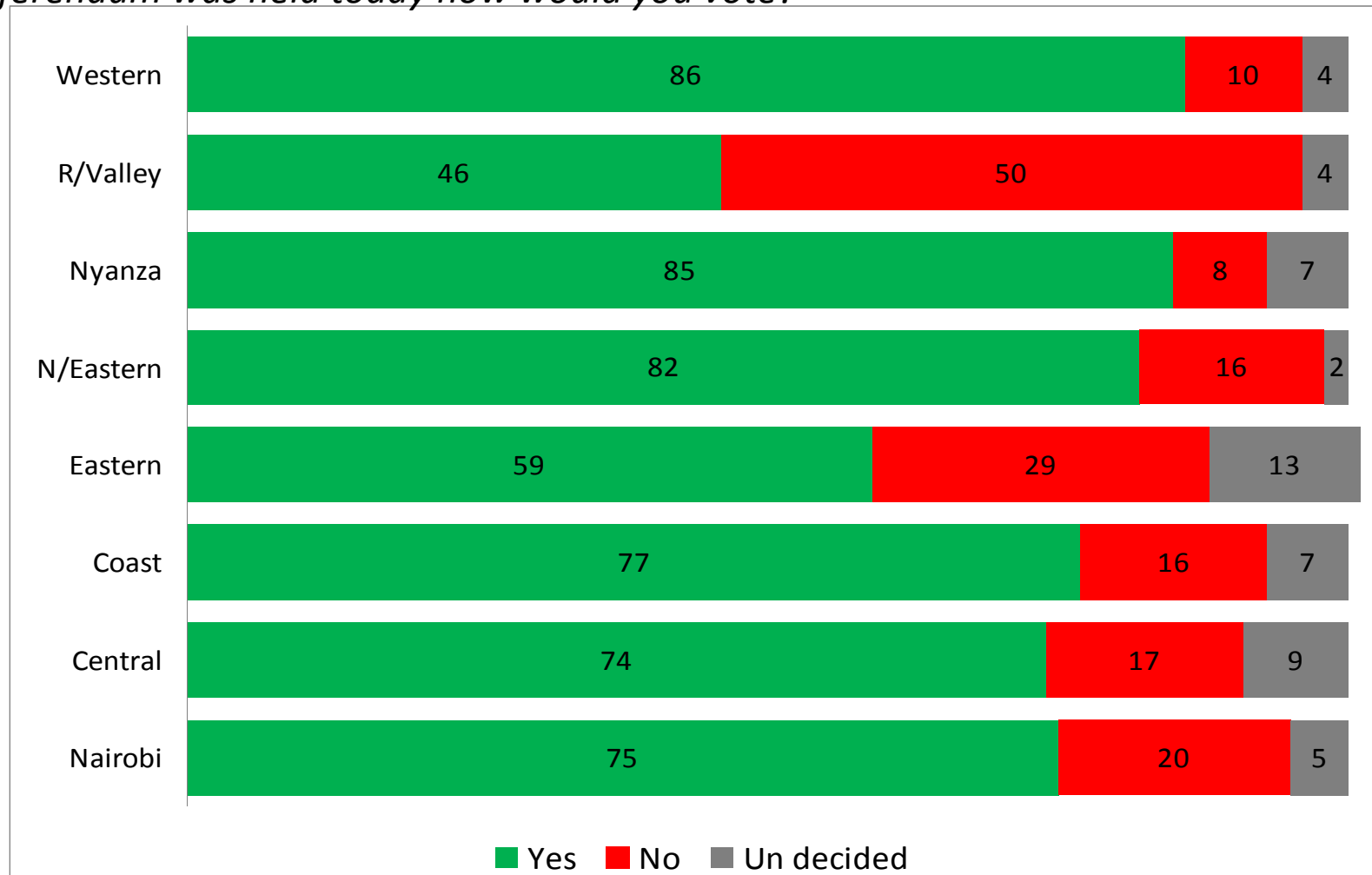
If the referendum was held today how would you vote?



Base only those who say will vote 1541

Rift valley has the lowest proportion of voters who will vote yes (46%) while Western and Nyanza have the highest proportion that will vote yes (86% and 85% respectively)

If the referendum was held today how would you vote?



Base only those who say will vote 1541

Thank You