

First Draft- Thursday



POLITICAL CAMPAIGNS MEDIA COVERAGE AND ADVERTISING EXPENDITURE

23rd November 2007

WHY WE TRACK THE MEDIA COVERAGE & ADS

To track the coverage and advertising of the election campaigns in order to understand the extent of their media presence

6 NEWSPAPERS, 4 TV STATIONS, 30 RADIO STATIONS

PRINT

- Daily Nation
- EA Standard
- Kenya Times
- People
- Taifa Leo
- East African

TV

- KBC TV
- KTN
- CTV
- NTV

Radio

- Capital FM
- KBC English
- KBC Swahili
- Kiss FM
- Inooro Radio
- Citizen Radio
- Kass FM
- Musyi FM
- East FM
- Frontier FM
- Baraka
- Chamgei
- Chetambe
- Coro FM
- Fish FM
- Mulembe FM
- Pwani FM
- Kameme FM
- Hope FM
- Radio Simba
- Easy FM
- Classic FM
- Hot FM
- Radio Salaam
- Radio Star
- Rahma
- Sayare
- Sheki Fm
- West FM
- Iqra FM

WHEN WAS THE MONITORING DONE?

The media monitoring was conducted between January and November 14, 2007

We are providing the media coverage details of key presidential candidates and political parties

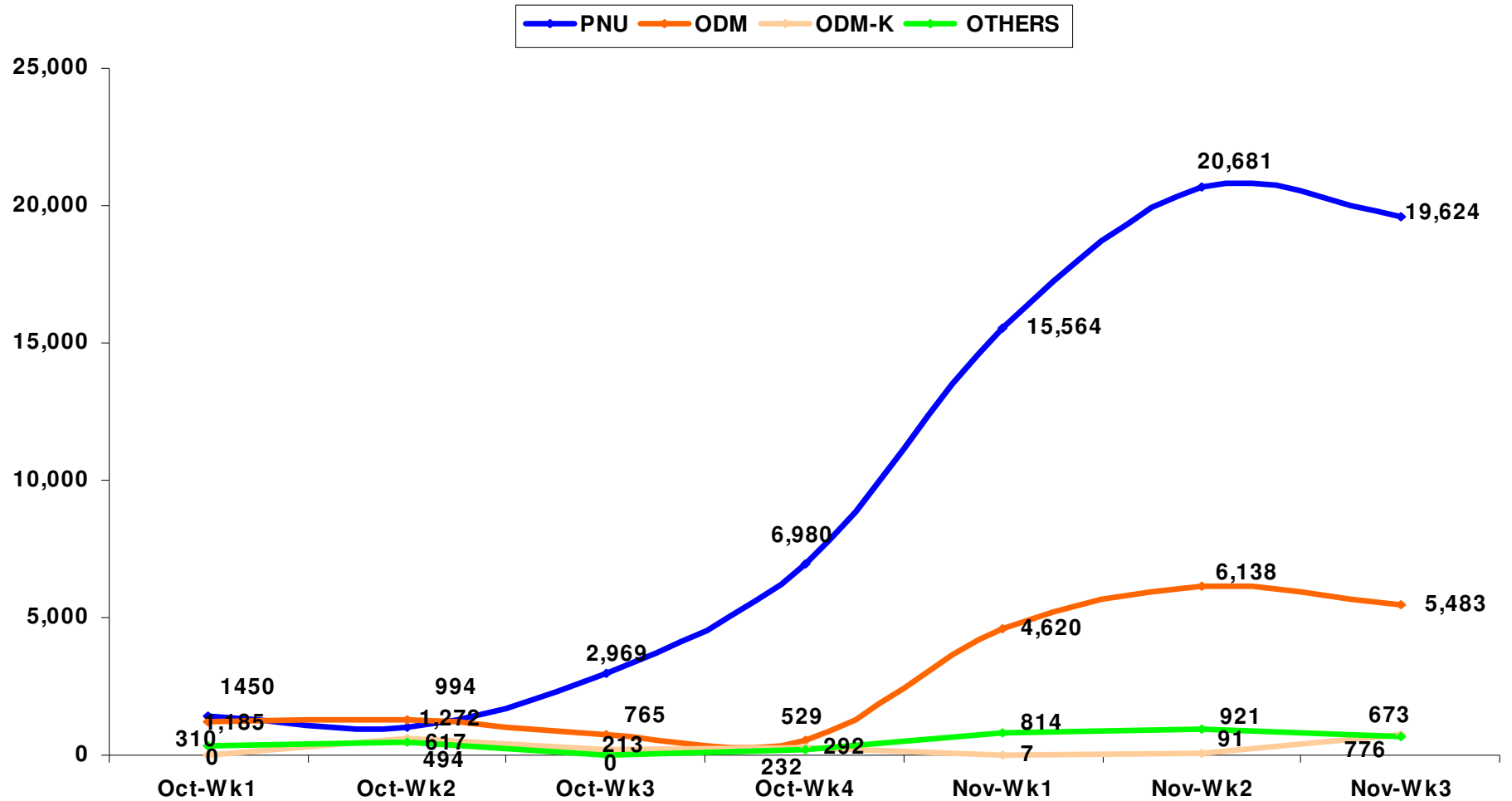
WHAT WAS ANALYSED?

All articles and clips in print or broadcast media in which any of the three key presidential aspirants or political parties are mentioned are analyzed

MEDIA COVERAGE SHARE FOR THE POLITICAL PARTIES

1st to 14th November 2007

ADVERTISING EXPENDITURE OF POLITICAL PARTIES FROM 1ST OCTOBER TO 21ST NOVEMBER



2002 ELECTIONS, 2005 REFERENDUM & 2007 (TO DATE) ELECTION SPENDS

2002 elections

Ksh. 66,178,000

2005 referendum

Ksh. 35,034,000

2007 elections to date

Ksh. 93,693,000

SPEC BAROMETER RESULTS

November 23rd 2007

WHY WE POLLED

To continuously track and obtain very reliable estimates at the NATIONAL LEVEL on how Kenyans are likely to vote in the coming general election and what they feel about other relevant issues.

WHO WE POLLED

Only those Kenyans aged 18 years and above who claim that they currently hold a national ID card and are registered to vote

We used a sample of 2,709 potential adult voters

WHERE WE POLLED

The poll was conducted in all districts in
Kenya

HOW WE POLLED

To avoid bias, the sample was distributed in all the provinces according to voter registration.

All the interviews were conducted face to face with the systematically selected respondent at the household level.

No interviews were conducted on the streets, offices or out of home.

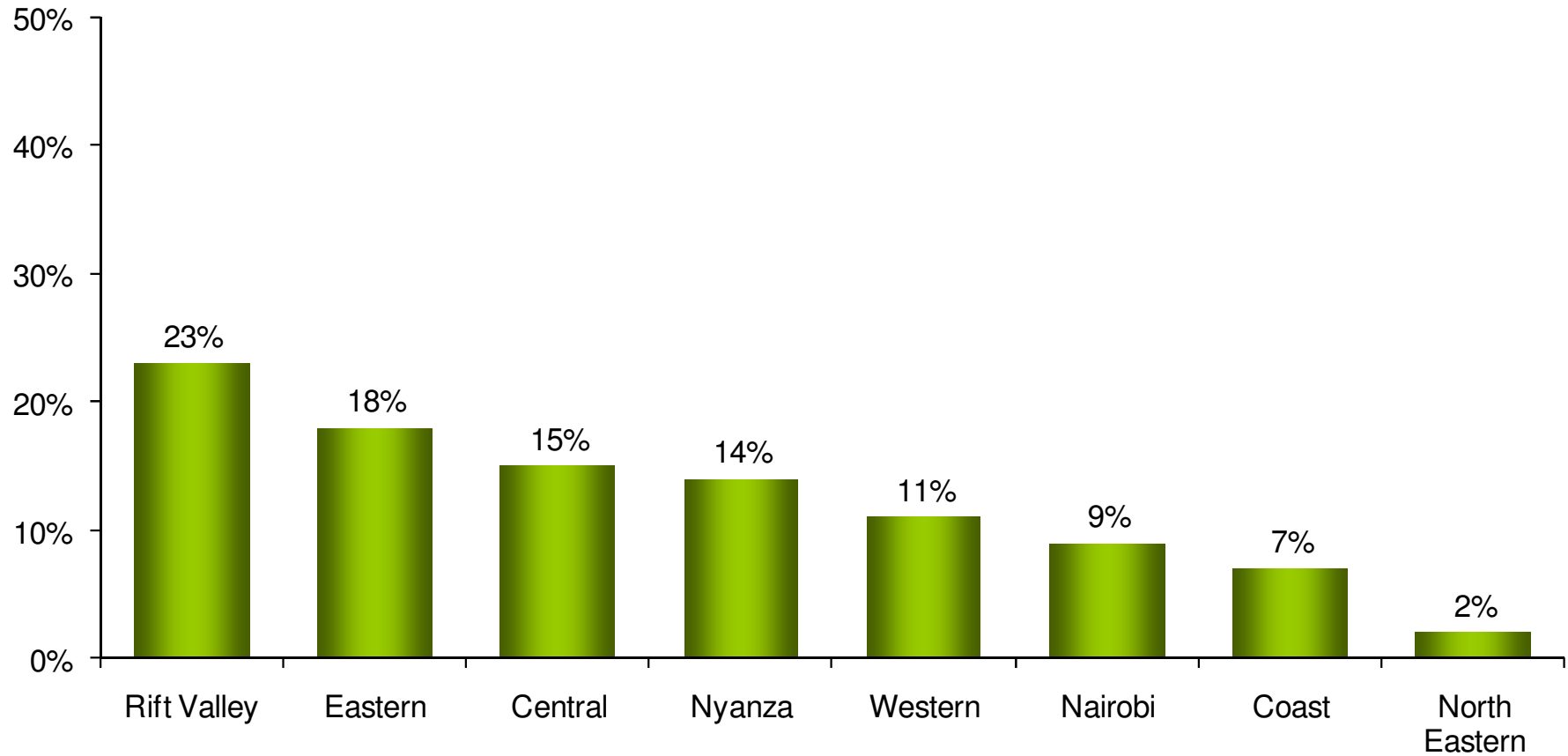
This method is recommended to ensure representativeness and for quality control purposes (all interviews can be back-checked at the household level)

WHEN WE POLLED

All the interviews were conducted
between 17th – 19th November 2007

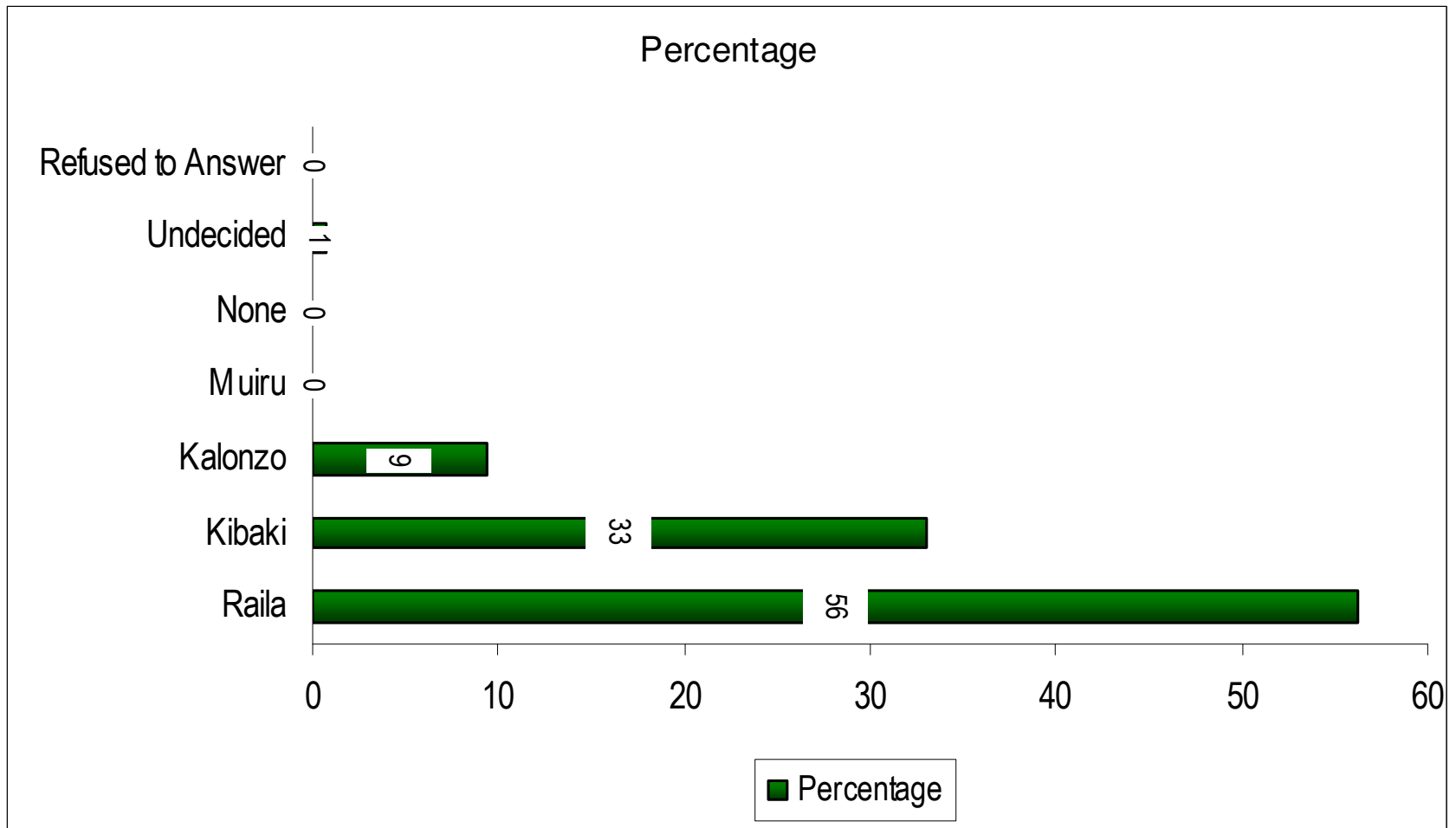
THE SAMPLE

SAMPLE DISTRIBUTION BY PROVINCE



WHO ARE KENYANS PREPARED TO VOTE FOR AS OF NOW?

“IF AN ELECTION FOR PRESIDENT WAS HELD TODAY, WHOM WOULD YOU VOTE FOR?”



Base: All Respondents

POLL METHODOLOGY IN DETAIL

The target population for this survey was all Kenyan adults aged 18 and above (voting age). A sample size of 2,709 respondents was drawn to achieve a 35:65 urban to rural ratio. The maximum margin of error attributed to sampling and other random effects of this poll's sample size is +/- 1.87% margin at 95% confidence level. At the same time this sample size is large enough to administer strict quality control measures in order to manage any occurrence of non-random errors. The poll was conducted between 17th to 19th November 2007.

To achieve this sample a randomized multi-stage stratified design using probability proportional to size (PPS) was used. This ensures that the sample size in each province is based on the number of registered voters. This survey was conducted in all districts in Kenya.

The interviews were done at household level. Household interviews were preferred because they allow for pure random sampling ensuring full representation of the various demographics and also for quality control. These face-to-face in-home interviews are also preferred because they allowed for further probing as respondents have more time to respond to questions as compared to street interviews.

The households were selected using the systematic random sampling procedure. In this case a random starting point was selected within a cluster of households. From that point the interviewers mainly skipped 4 households until the sample size for that cluster in the district was achieved. One eligible respondent was then selected from each qualifying household through a household member randomization technique known as the Kish Grid. This was done to ensure that there was no bias related to household member selection.

The data collection involved the use of a semi-structured questionnaire having both open and closed ended questions. The poll questions were structured in a very open manner, with all possible options provided, including no opinion. This ensures that there is no bias at all with the way the questions are asked.

Strict quality control measures for data collection were applied. The fieldwork Supervisors made a minimum of 15% on-site back checks and accompanied a minimum of 10% of all interviewers' calls, while the field managers made 2% back-checks.

ABOUT STEADMAN

Steadman Group is Africa's leading market information group with over 400 permanent employees and with access to more than 5000 trained field staff in different markets in Sub-Saharan Africa. The Group is composed of three divisions which offer media monitoring services, market research and management training. Steadman also runs the Steadman Centre For Applied Research Training.

The Steadman Group socio research unit carries out all the fieldwork logistics, data processing and reporting tasks of this survey. This unit has vast experience in conducting opinion polls since 2002. The Group is a full member of Gallup International Association and its exclusive affiliate in Kenya. Additionally, the Group is also a member of World Association for Public Opinion Research [WAPOR] and the association of market research professionals (ESOMAR). Steadman therefore strictly adheres to the international code of ethics and practices regarding opinion polling as stipulated by GALLUP INTERNATIONAL ASSOCIATION/ESOMAR/WAPOR guidelines. Steadman is also ISO 9001:2000 accredited.



Socio-Political Research Unit

SPEC BAROMETER RESULTS

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