

# PSI

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## Memorandum

To: Lorne Craner  
Cc: Scott Pool  
From: Craig Tufty  
Subject: December 27, 2007 Kenya Exit Poll  
Date: August 8, 2008

Listed below are the four areas of concern expressed by you in a [statement](#) posted on the IRI website on February 7, 2008 in relation to the December 27, 2007 Kenya Exit Poll.

*#1 Concern over the possibility of compromised questionnaires due to the unrest following the elections and the significant delay in data being returned to Nairobi as a result.*

*#2 Significant problems with duplicate and non-sequential numbering of questionnaires during the coding process indicates possible missing questionnaires or duplicate data-entry results.*

*#3 In the full sample there were no voters who responded undecided or refused to answer the presidential ballot test question. However, in the over-sample there were voters who responded undecided or refused to answer.*

*#4 Data from the parliamentary ballot test question was excluded from the full data set making it impossible to compare the presidential ballot test question and the parliamentary ballot test question to check for anomalies.*

Item #1 is essentially out of anyone's sphere of influence but should be taken in consideration when assessing the validity of the exit poll.

Items #2, #3 and #4, dealing with primary research data and coding issues, have been adequately addressed and rectified by [Wilson Research Strategies](#) of Washington, D.C. Based solely on the only available primary research data, one could conclude that the December 27, 2007 exit poll results are indeed correct. However, other methodological areas of concern need to be addressed before definitively concluding that the exit poll results are, in fact valid. Important among these are, but not limited to, Sample Design and Primary Data Collection.

### **Sample Design:**

The sample design for the Kenya exit poll may have intentionally or unintentionally over or under sampled certain self identified political party affiliations in some provinces. For

instance, in the Rift Valley province self identified ODM voters enjoyed an almost 200 poll respondent advantage over self identified PNU voters. At first blush that may seem insignificant but when you take into consideration that in the exit poll overall, 93.4% of all self identified ODM respondents voted for Raila Odinga, that poll respondent deficit looms large. In this case, arguably over reporting Odinga's support in the Rift Valley province. Nationwide the registration differential between self identified ODM and PNU voters is just shy of 700. When this memo was written a detailed sample design or an in depth explanation of the sample design for the exit poll were unavailable.

**Primary Data Collection:**

The primary data collection regimen appears not to have been consistent among interviewers nationwide, thus allowing for important data not to be collected and not processed in an identical manner. Specifically absent on a vast number of response devices (questionnaires) were the interviewer's names as well as their supervisor's names. Because these important bits of information were not collected and coded, tracking any potential survey fraud was effectively made impossible. Also, a secure chain of questionnaire custody appears to have been nonexistent.

To re-iterate, one could conclude that the December 27, 2007 exit poll results are indeed correct, based solely on the available primary research data. One should, however, be aware of and address methodological concerns raised and not raised in this memo before drawing any final conclusions surrounding the validity of the Kenya Exit Poll of December 27, 2007.