



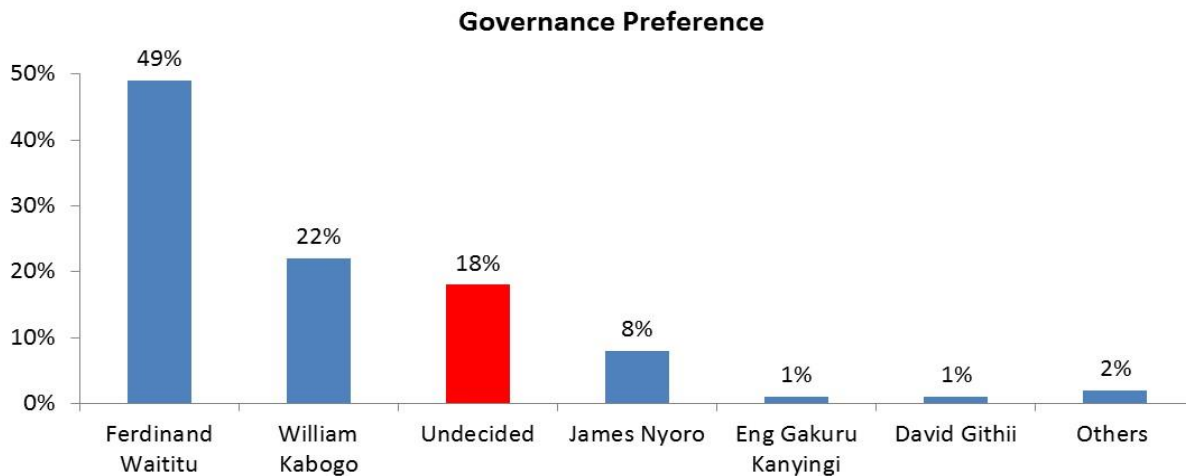
8th August 2016

PRESS RELEASE

Ferdinand Waititu head of the pack in Kiambu Polls

With about 12 months to the next general election, the latest findings of TIFA Research show that Ferdinand Waititu is the strongest candidate for the Governor seat in Kiambu with support levels of 49% followed by the incumbent William Kabogo at 22%. A significant proportion (18%) of Kiambu residents are undecided as to whom to vote for whilst 8% would vote for James Nyoro. This is according to a study conducted by TIFA Research Limited between 28th to 31st July 2016 where 620 registered voters were interviewed.

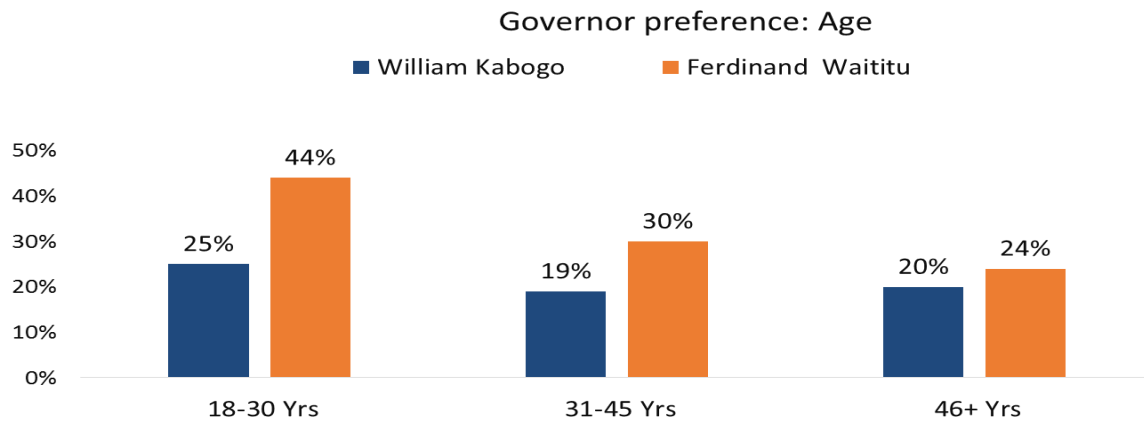
“Ferdinand Waititu is a new contender for this seat yet he has a strong lead. Regardless of this lead, William Kabogo will fight to the end to retain his seat and the results could tilt. I foresee a clash of the titans and the residents of Kiambu need to brace themselves for this” says Maggie Ileri, Director at TIFA Research Ltd.



Q. If elections were to be held today, whom would you vote for as Governor of Kiambu?

Waititu appeals to younger voters

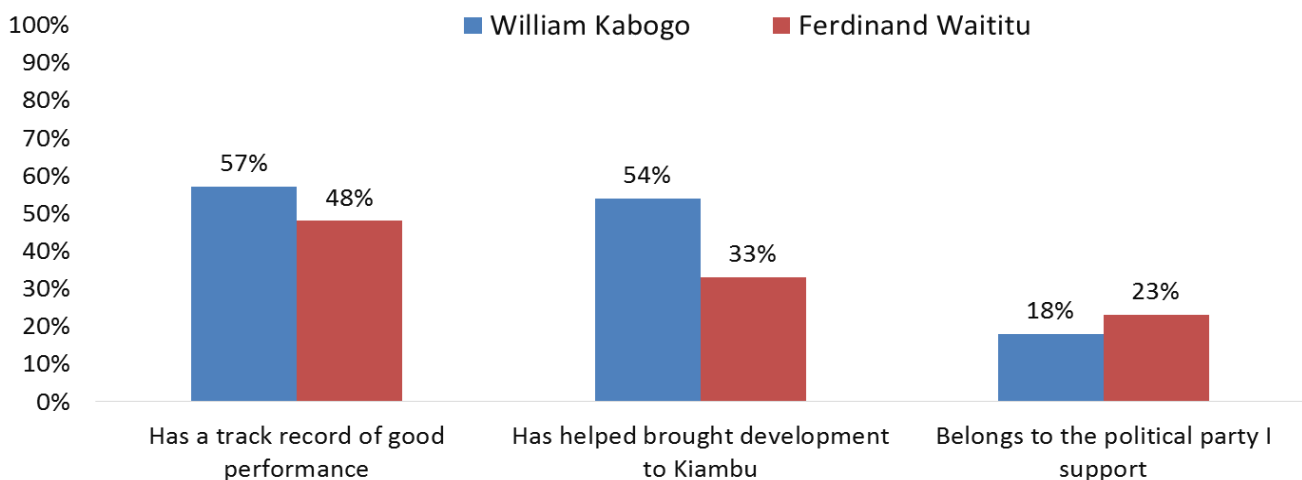
The findings of this shows that Ferdinand Waititu has a stronger support base amongst those aged 18-30 years as compared to his strongest competitor William Kabogo. 44% of those aged 18-30 years support Waititu as compared to 25% who support Kabogo.



Q. If elections were to be held today, whom would you vote for as Governor of Kiambu?

Reasons for voting...

The supporter provide an indication why they would vote for two candidates. William Kabogo's supporters indicate that their candidate has a track record of good performance and that he has brought development to Kiambu.

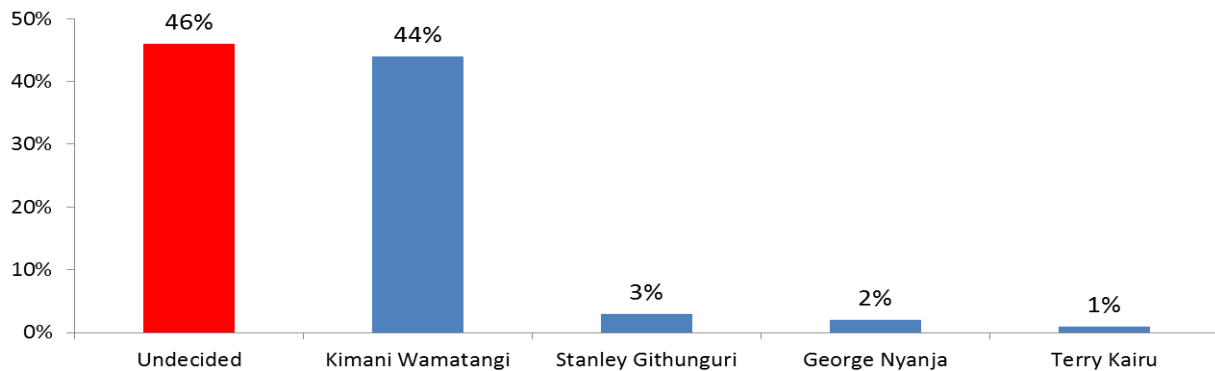


Q. Why would you vote for....?

Senator race: Majority Undecided

The Kiambu senatorial seats appears to have attracted very few contenders with Kimani Wamatangi garnering the highest support levels at 44%. A large proportion of residents (46%) are undecided about whom to vote for as their senator. Of those who would vote for Kimani Wamatangi 61% say he has a track record of performance whilst 42% indicate that he has brought development to Kiambu.

Senator Preference

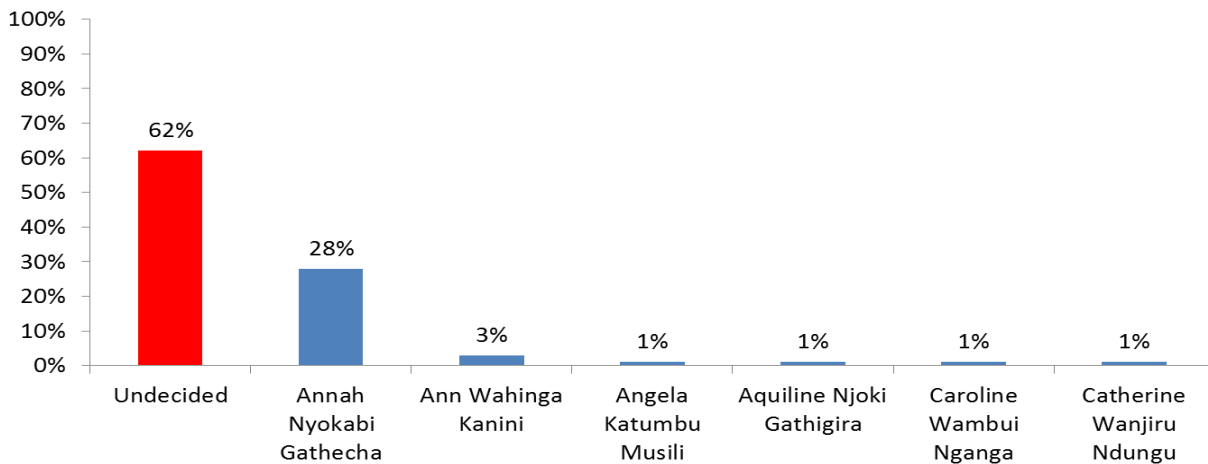


Q. If elections were to be held today, whom would you vote for as Senator of Kiambu?

Voter's undecided about women representative candidate

The findings of this study indicate that 62% of voters are undecided about whom to vote for as their women's representative. Ann Nyokabi Gathecha is the only candidate with a high candidature preference of 28%.

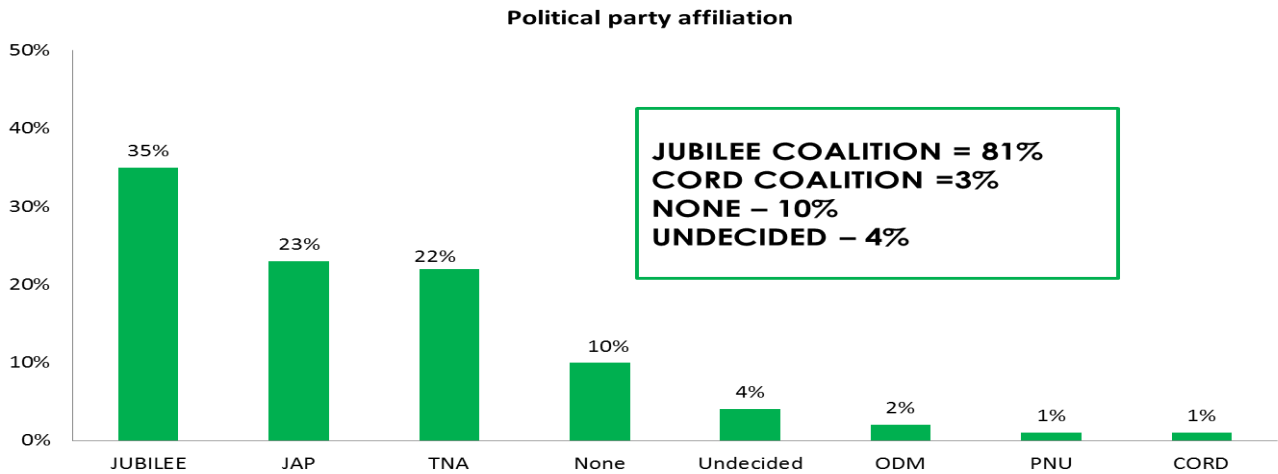
Women Representative Preference



Q. If elections were to be held today, whom would you vote for as Women Representative of Kiambu?

Political Party Affiliation

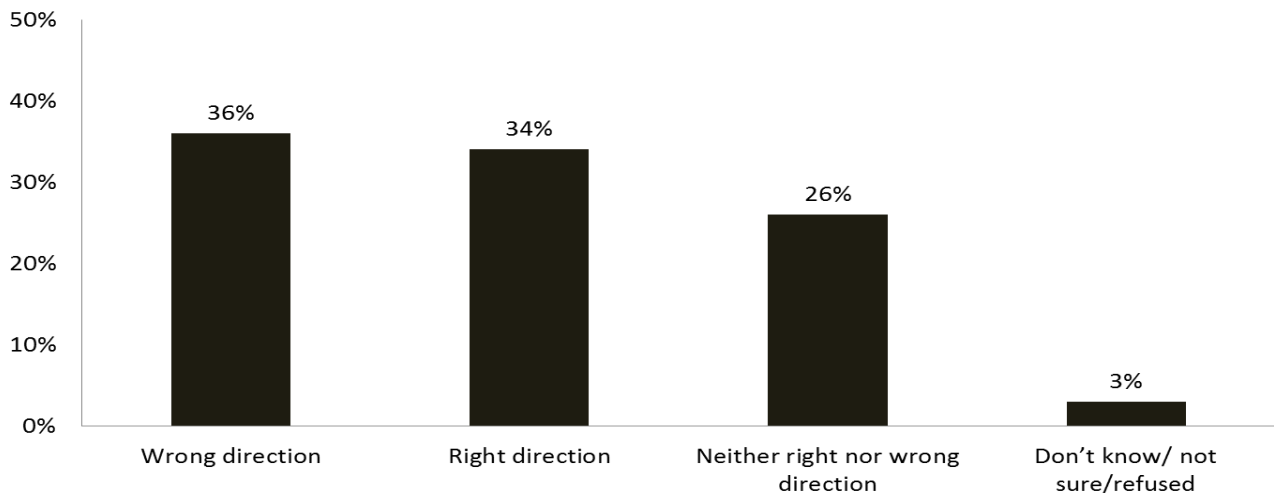
The Jubilee coalition parties have the highest number of supporters in Kiambu with 81%. This is a clear indication that Kiambu is a Jubilee stronghold. CORD has only 3% supporters' whilst 10% say they do not support any party.



Q. Which political party do you feel closest to?

Residents split on the direction the county is heading

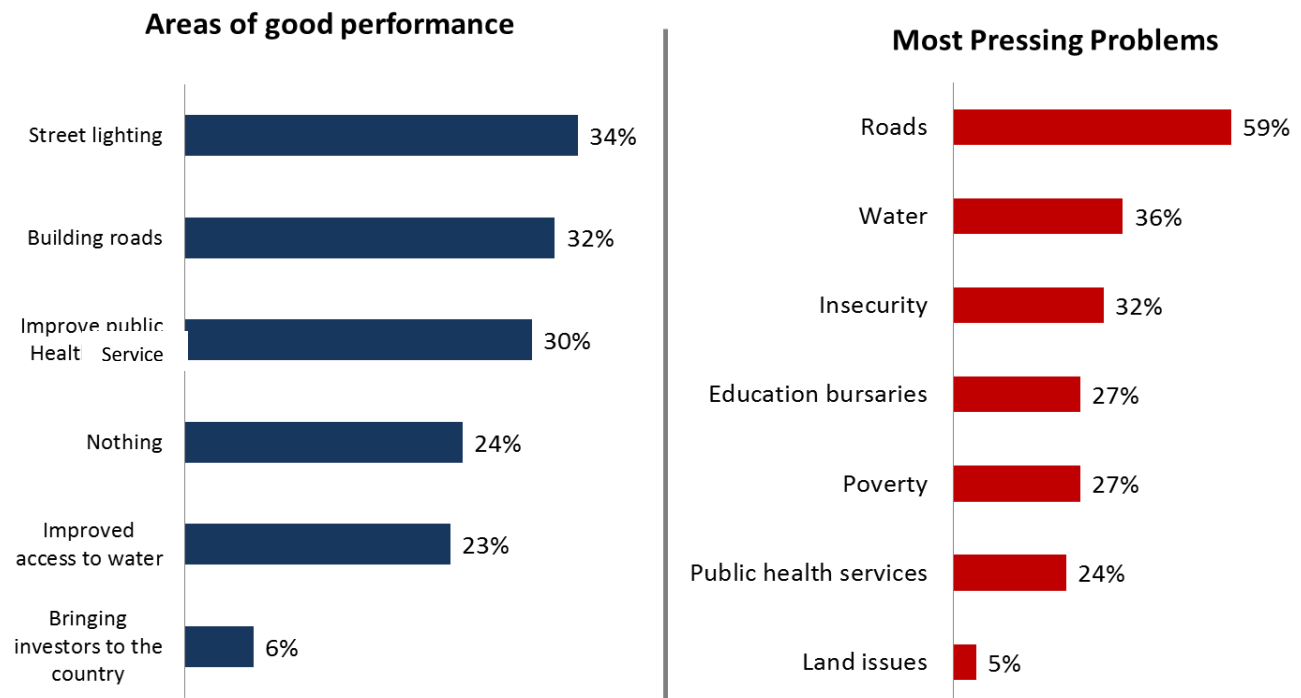
36% of the respondents' are of the opinion that the county government is heading in the right direction. 34% feel that the county is heading in the wrong direction whilst 26% are neutral.



Q. Generally speaking do you think that Kiambu County as a whole is heading in the right or wrong direction?

Good performance areas and improvements

A majority of the respondents (34%) are of the opinion that the county government has performed well in street lighting. Another 32% and 30% stated that the county has performed well in building of roads and in the improvement of health service respectively. 24% of the respondents stated that the county has performed well in nothing while 6% of felt that the county has performed in bringing investors.



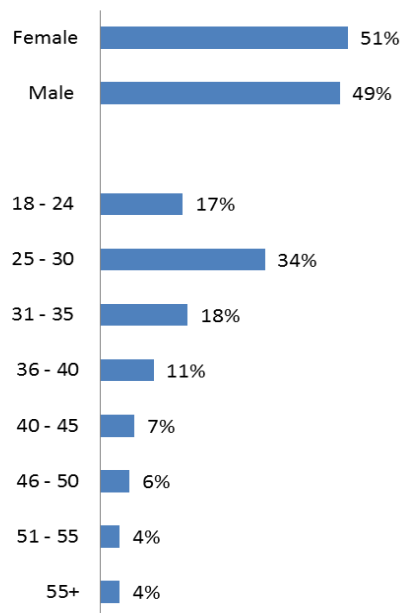
Poor roads are mentioned as most pressing problem by 59% of Kiambu residents. Water is another pressing problem in Kiambu this is the case among 36% of the respondents. Insecurity and education bursaries are also the other problems experienced among the residents of Kiambu County, this was stated by 32% and 27% respectively. In addition poverty and public health services gathered 27% and 24% respectively. Some 5% of the Kiambu residents felt that the county should address land problems.



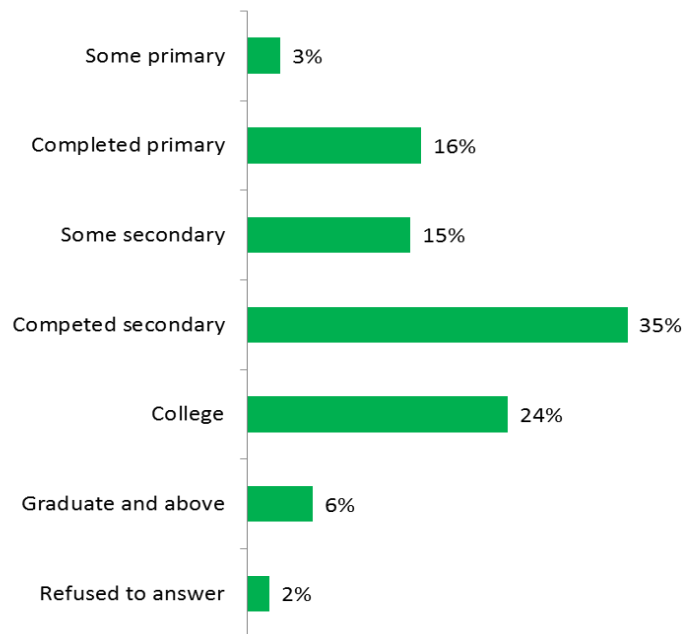
Research Methodology

The study was done on 28th to 31st July 2016 through face to face interviews with respondents sampled from households. The sample consisted of 620 registered voters living in the 12 sub-counties in Kiambu. This sample has a margin of error of +/- 4% (confidence levels of 90%). The study was commissioned by TIFA Research Ltd. Below are the sample demographics.

Demographics by Total



Highest level of education



About TIFA Research Ltd

Trends and Insights for Africa (TIFA) is an African based full market research company offering market, social and sports research. We also work with our clients to enable them transform the research data to insights and then into action. We understand Africa and our team has traversed across the continent interviewing, observing and immersing themselves with consumers and stakeholders. TIFA staff are also members of **Market and Social Research Association (MSRA)** and **World Association for Public Opinion Research (WAPOR)**. By being members of these associations, we abide to the ethics of opinion polling

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