



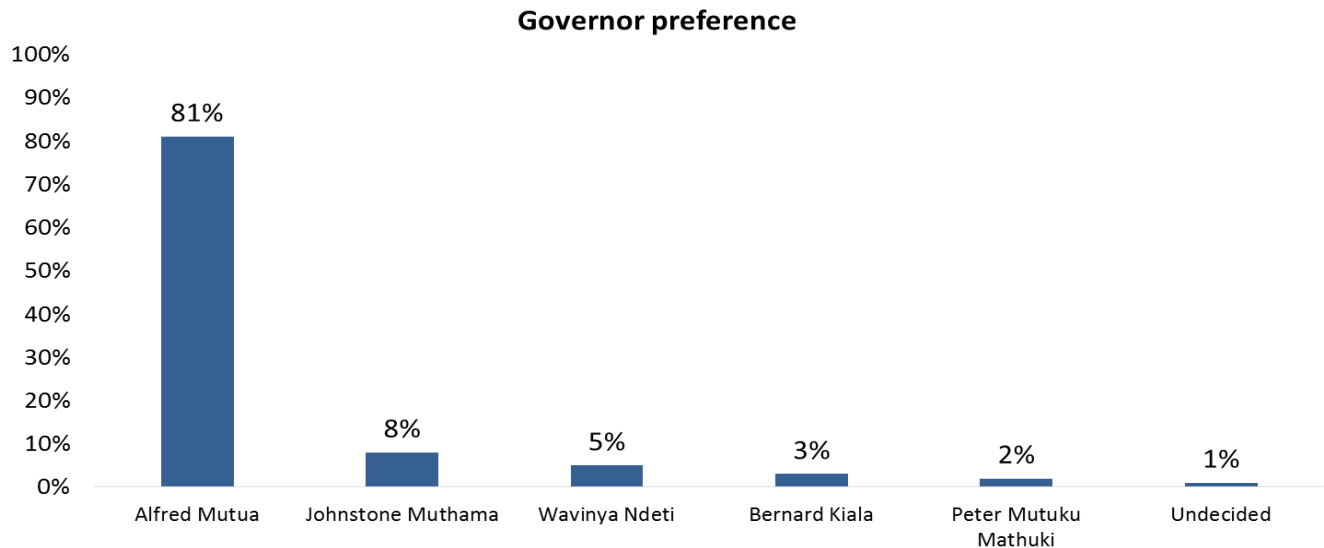
8th August 2016

PRESS RELEASE

Landslide victory predicted for Mutua

The most recent opinion poll predicts a landslide win for Governor Alfred Mutua in the Machakos gubernatorial election next year. This is according to a study conducted by TIFA Research Limited between 28th to 31st July 2016 where 538 registered voters were interviewed.

Although Johnstone Muthama has not declared his intention to run for the top county seat, the poll shows that only 8% would vote for him as the governor of Machakos. Benard Kiala who has been one of Mutua's strongest critic and is currently the deputy governor has support levels of only 3%.



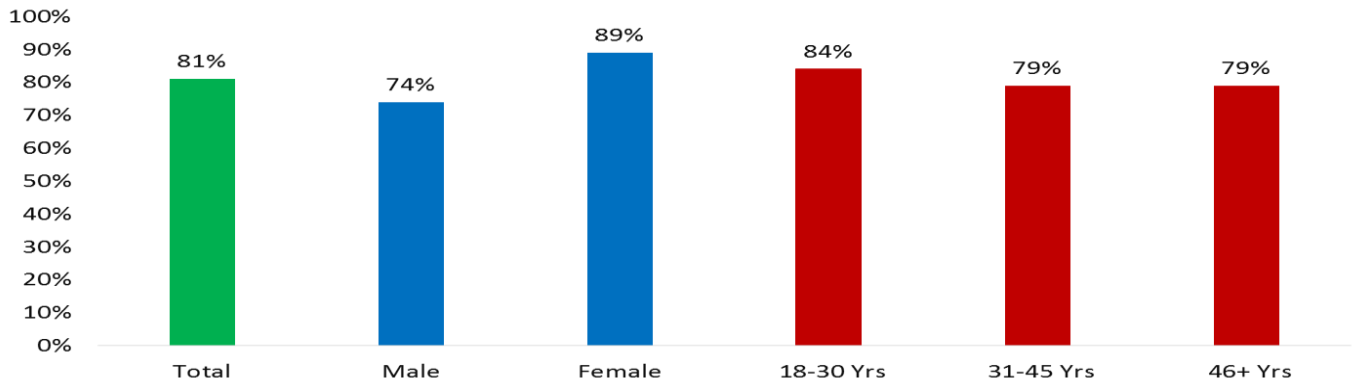
Q. If elections were to be held today, whom would you vote for as Governor of Machakos?

“The support levels for Governor Mutua are very high and they show that if any other candidate throws their hat in the ring to compete against him, it is will an uphill task to out seat him” says Maggie Ireri, Director at TIFA Research Ltd.

Mutua appeals more to female and younger voters

A closer look at the findings indicate that Alfred Mutua has a more female (89%) supporters as compared to male (74%). His support cuts across various age group but shows a slight skew towards the youth (18 to 30 years) which is 89%.

Support Levels: Gender and Age

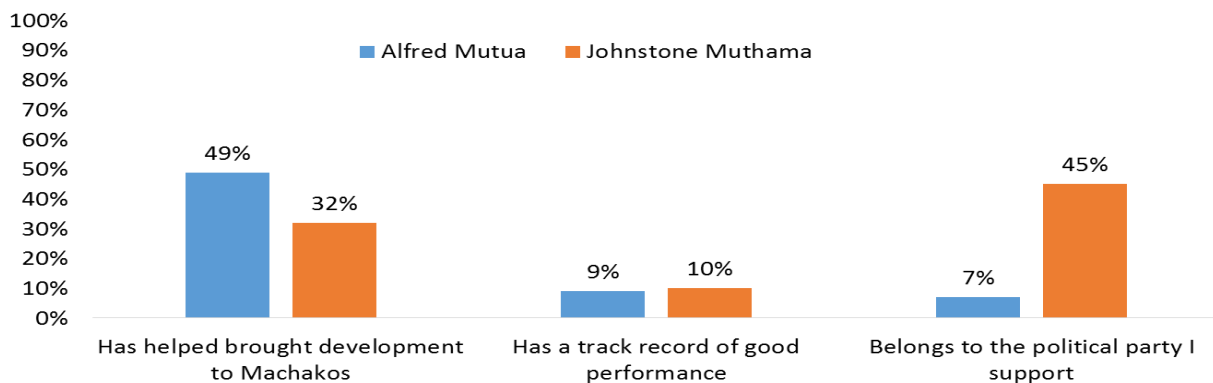


Q. If elections were to be held today, whom would you vote for as Governor of Machakos?

Choice factors: development record and political party affiliation

The main reason why residents of Machakos would vote for Alfred Mutua is because they feel he has brought development to the county. The main reason for supporting Johnstone Muthama is because of his political party affiliation.

Reasons for choice



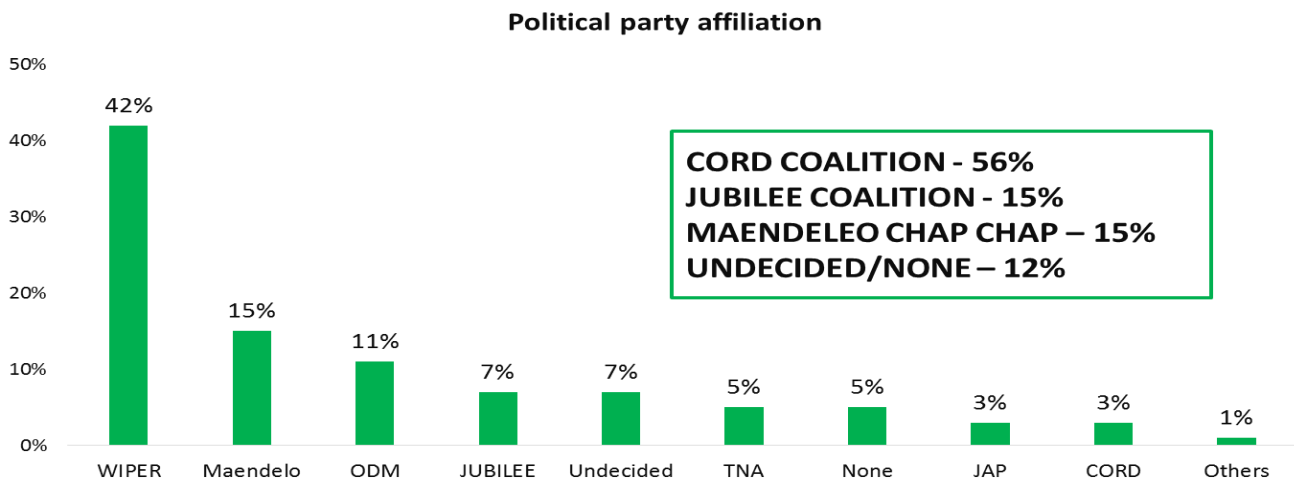
Q. Why would you vote for....?



Political Party Affiliation

CORD coalition has a 56% support level in Machakos County whilst Jubilee Coalition has 15% support. Some residents of Machakos indicated that they support Mandeleo Chap Chap at 15%.

“Although it has not been registered as a party, the Mandeleo Chap Chap development initiative has significant support levels. It would be interesting to see if Governor Mutua see this as an opportunity to register it as a political party” says Ms Ireri.

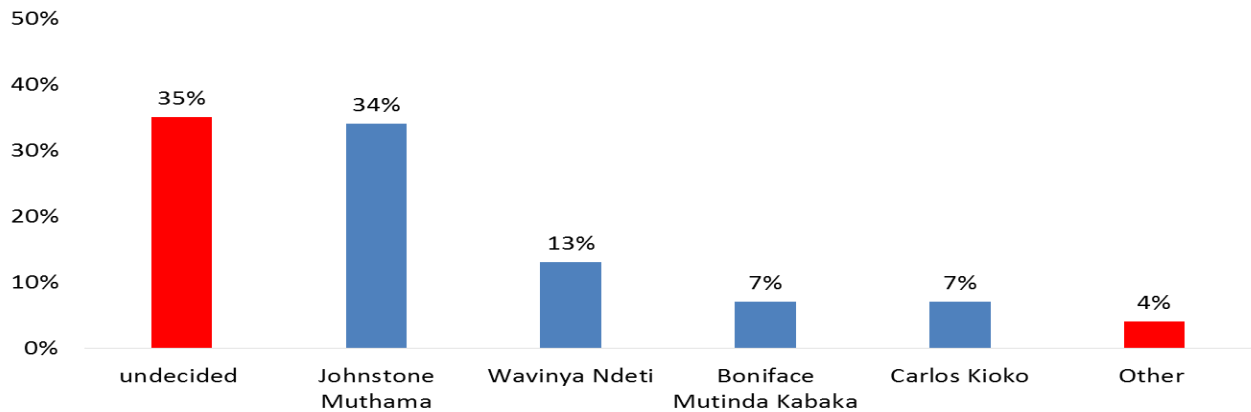


Q. Which political party do you feel closest to?

Senator race: Majority Undecided

The Majority(35%)of Machakos residents are undecided whether they will vote,the incumbent, Johnstone Muthama has the highest support levels (34%) for the senator seat followed by Wavinya Ndeti and Boniface Mutinda Kabaka at 13% and 7% respectively.

Senator candidate preference

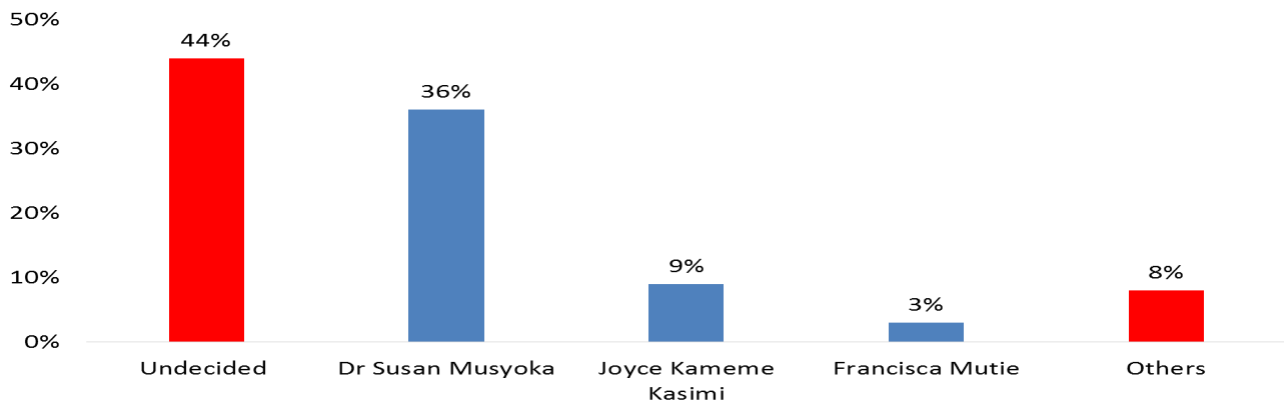


Q. If elections were to be held today, whom would you vote for as Senator of Machakos?

Voters least keen about women representative seat

The findings of this study indicate that 44% of voters are undecided about whom to vote for as their women's representative. Dr Susan Musyoka' has the highest support levels with 36% whilst Joyce Kamene Kasimi has only 9% support levels.

Women representative candidate preference

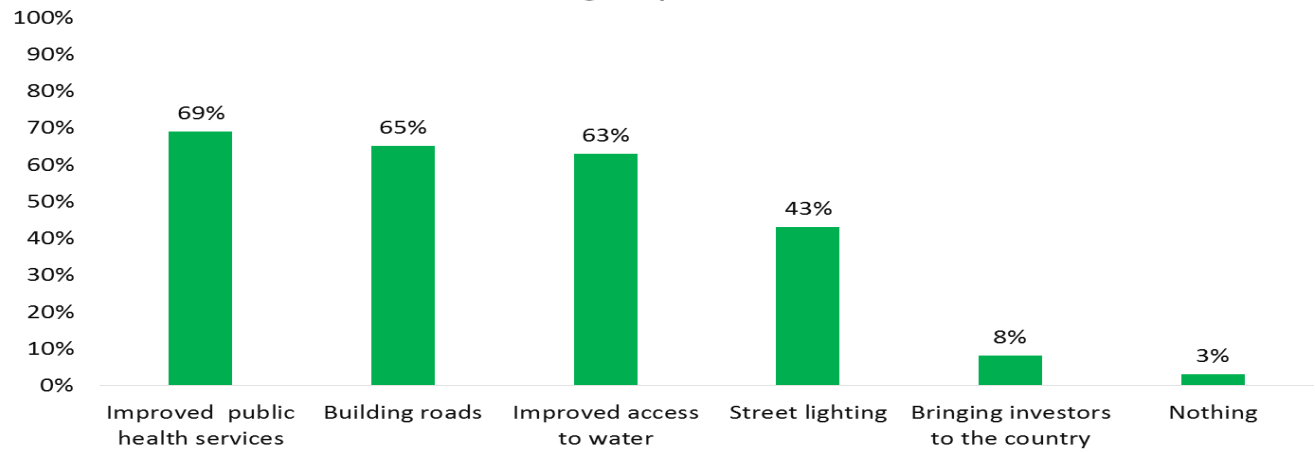


Q10.If elections were to be held today, whom would you vote for as Women Representative of Machakos?

Good Performing Areas: Public Health and Roads

A majority of the respondents (69%) are of the opinion that the county government has performed well in improving health services. Another 65% and 63% stated that the county government has performed well in building of roads and in the improvement access to water respectively. Only 3% of the respondents stated that the county has not performed well in anything.

Areas of good performance

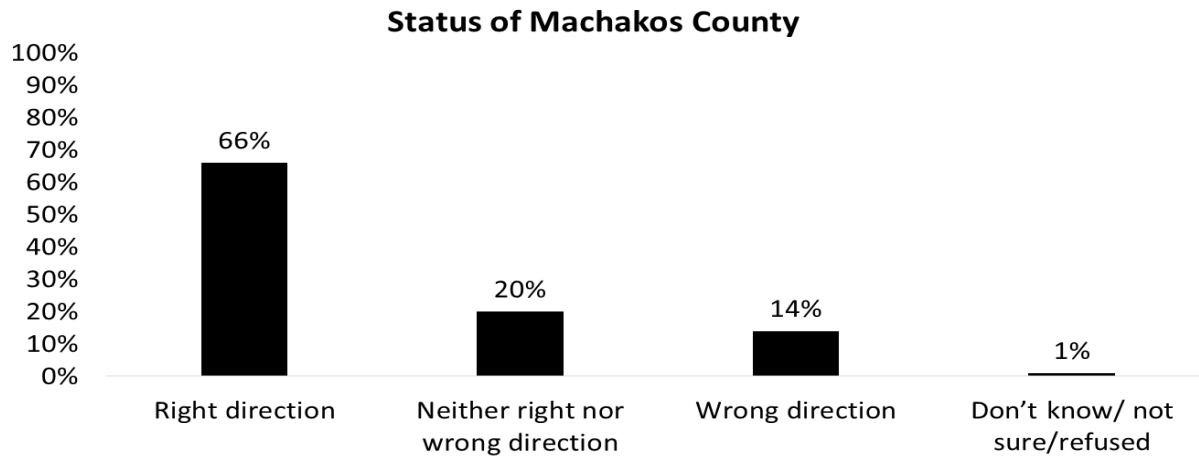


Q. What are three things that the Machakos County government has done well for the people of Machakos?



Majority feel Machakos is heading in the right direction

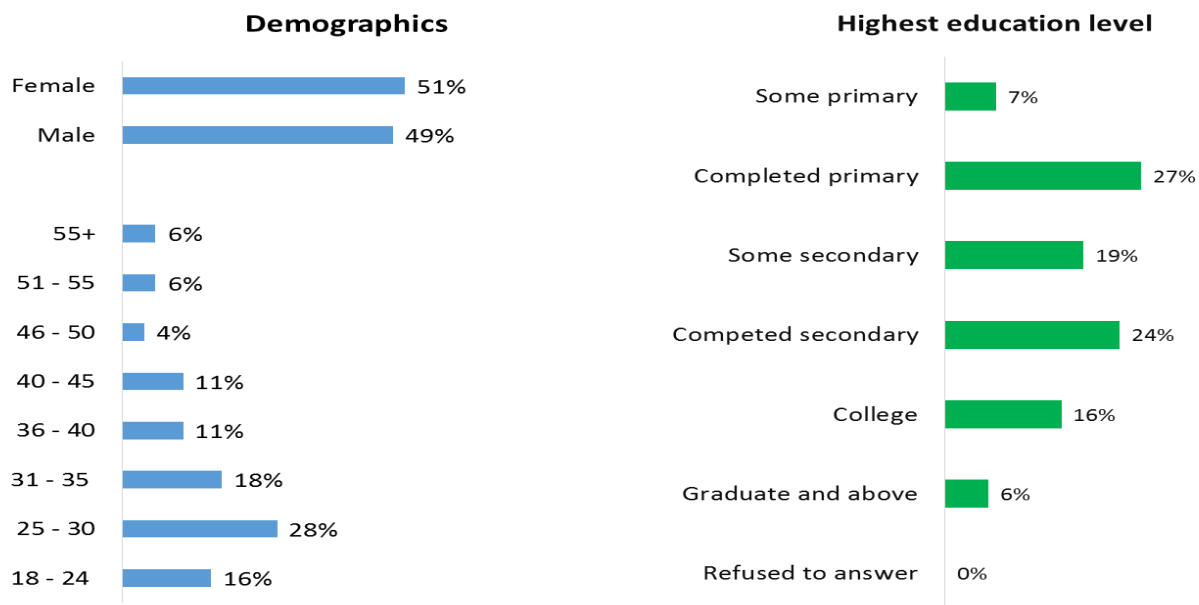
A majority of the respondents (66%) are of the opinion that the county government is heading in the right direction. 14% feel that the county is heading in the wrong direction whilst 20% are neutral.



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

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 538 registered voters living in the 8 sub-counties in Machakos. 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.





About TIFA Research Ltd

Trends and Insights for Africa (TIFA) is an African based full market research company offering market, social and opinion polling. 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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