

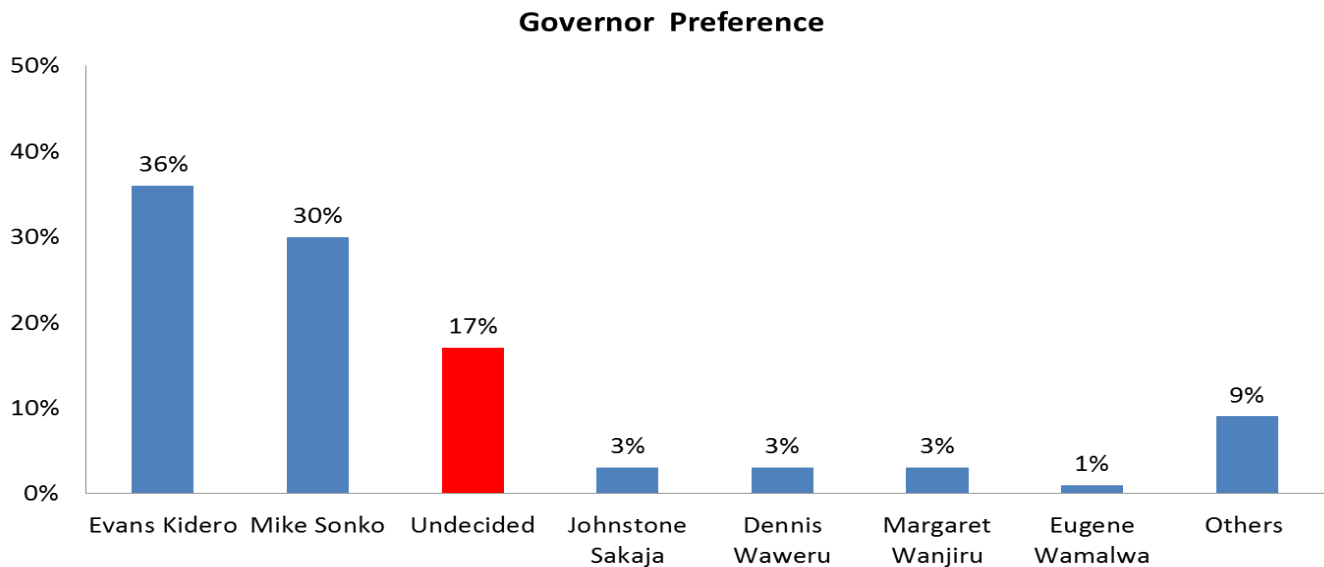


8th August 2016

PRESS RELEASE

A Two Horse Race: Kidero Has A Slim Lead

With about 12 months to the next general election, the latest findings of TIFA Research show that Governor Evans Kidero is the front runner as a candidate for the Governor seat in Nairobi with support levels of 36% followed by the Nairobi Senator Mike Mbuvi at 30%. Considering the margin of error in this study is -/+ 4%, the support levels for the two candidates is very close. There is a significant swing vote of 17% of voters who are undecided. Other candidates including Johnstone Sakaja, Dennis Waweru and Margaret Wanjiru all polled at 3% each. These are the findings according to a study conducted by TIFA Research Limited between 28th to 31st July 2016 where 719 registered voters were sampled.

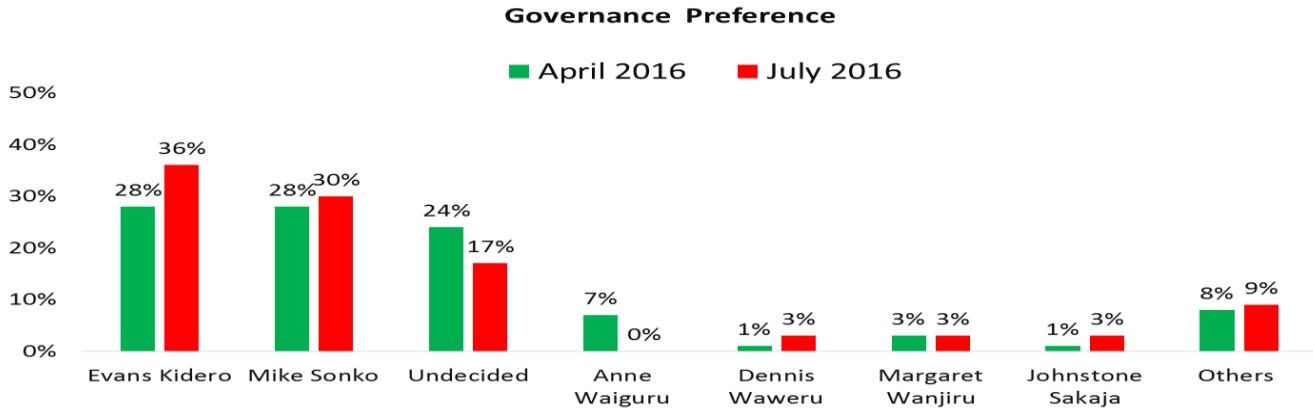


Q. If elections were to be held today, whom would you vote for as Governor of Nairobi?

"It is clearly a two horse race. Those new entrants who have thrown their hat into the ring have still not garnered enough support to become the third horse" says Maggie Ileri, Director TIFA Research.

Kidero gains ground over Sonko

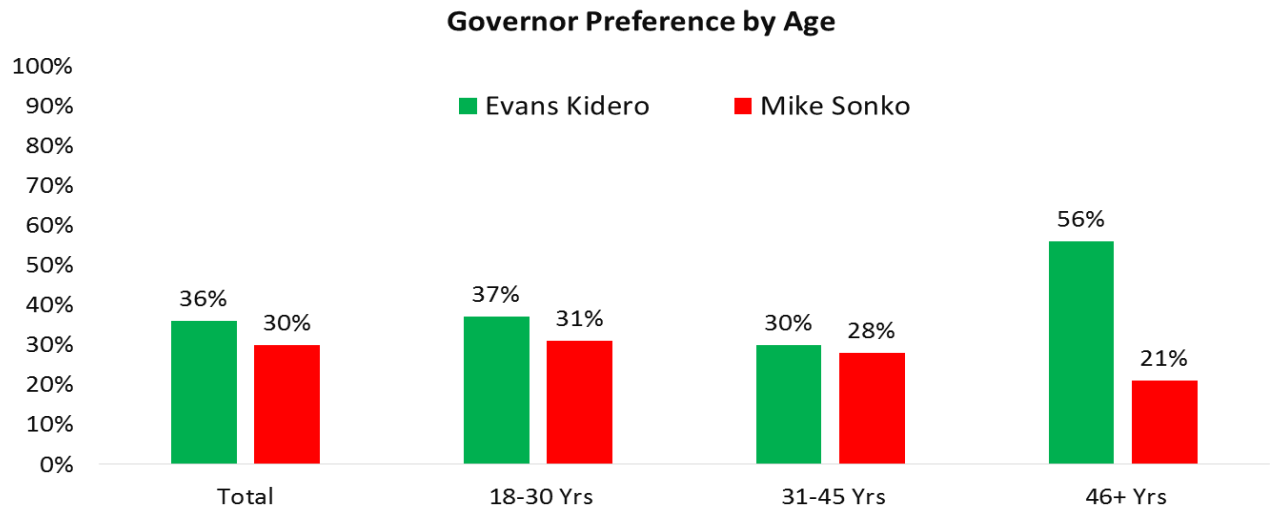
The poll findings shows that Evans Kidero has gained 8% support over the last four months whilst Mike Sonko's support has remained the same.



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

Is Mike Sonko losing his Mojo with the youth?

The findings of this shows that Evans Kidero has the strongest support base amongst those aged above 46 years at 56% against Sonko's 21%. The most interesting findings is Kidero has a larger appeal of those aged 18-30 years where he commands 37% against Sonko's 31%.



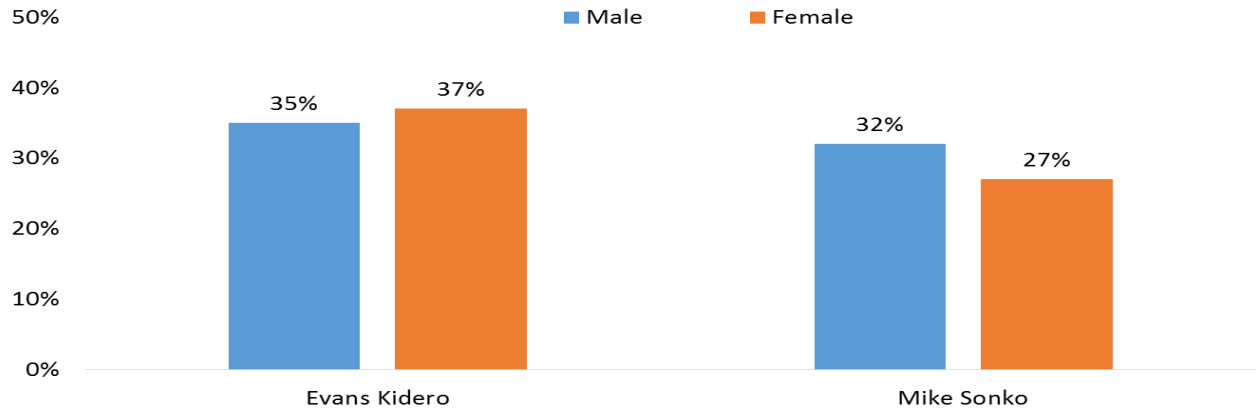
Q. If elections were to be held today, whom would you vote for as Governor of Nairobi?

“For a long time the youth have been perceived to be under the Senator Mike Sonko’s firm grip. However, the poll shows his support is dwindling amongst those aged 18-30 years” says Ms Ireri.



Kidero enjoys favorable rating amongst female voters

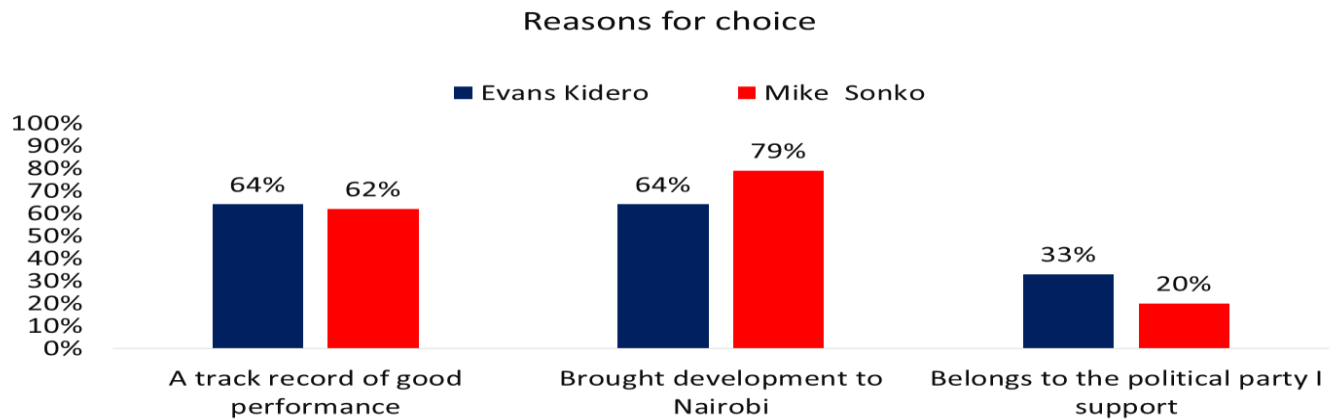
Kidero seems to be enjoying support from both the male and female voters interviewed but the significant number of his supporters seems to be female. 37% of females polled having confidence in him as compared to Sonko's 27%. The males who said would vote for the Governor are at 35% with the Nairobi Senator closely following up with 32%. Sonko has more male supporters as compared to women.



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

Supporters believe Sonko is development conscious

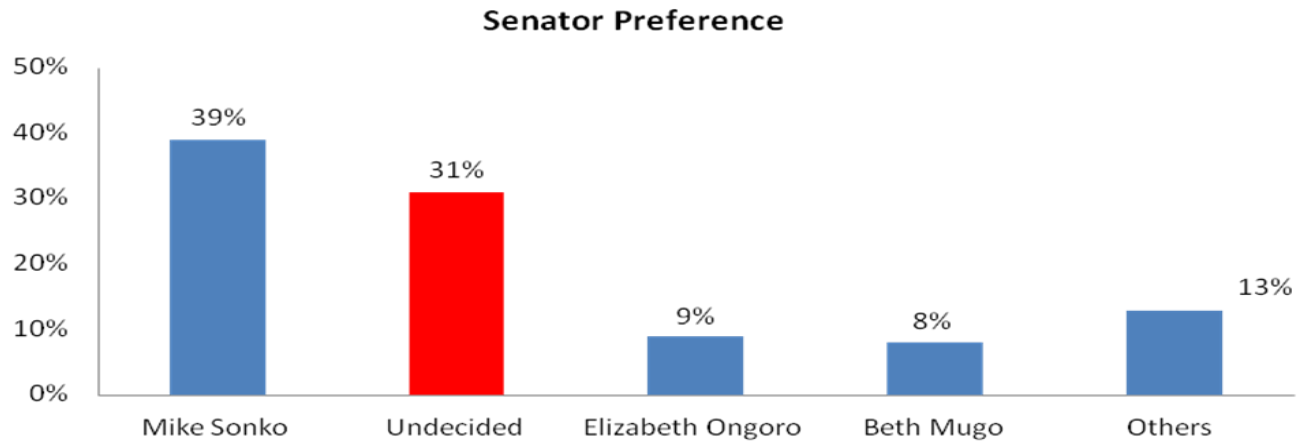
Majority of Mike Sonko's supporters interviewed said they would vote for him because he has brought development to Nairobi, these were 79% as compared to 64% of Kidero's supporters who believed that the Governor has brought Development in Nairobi. Out of Kidero's supporters 64% believe he has a track record of good performance compared to 62% of those who support Sonko.



Q. Why would you vote for

Senator race: Majority Undecided

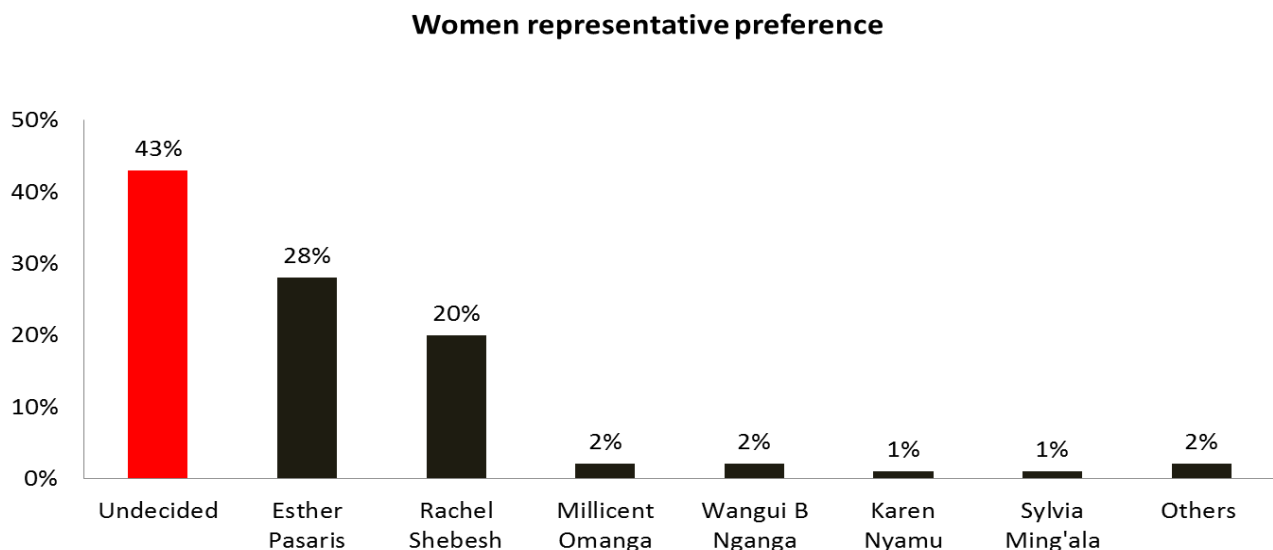
Although Mike Sonko has declared his intention to run for Governor, 39% say they would vote for him as a senator. In the absence of another strong contender for this seat, 31% are undecided.



If elections were to be held today, whom would you vote for as Senator of Nairobi

Voters least keen about women representative seat

The findings of this study indicate that 43% of voters are undecided about whom to vote for as their women's representative. Esther Passaris and Rachel Shebesh are the only ones with a high candidature preference receiving 28% and 20% of respondents polled respectively, with all the other candidates scoring less than 3% each.

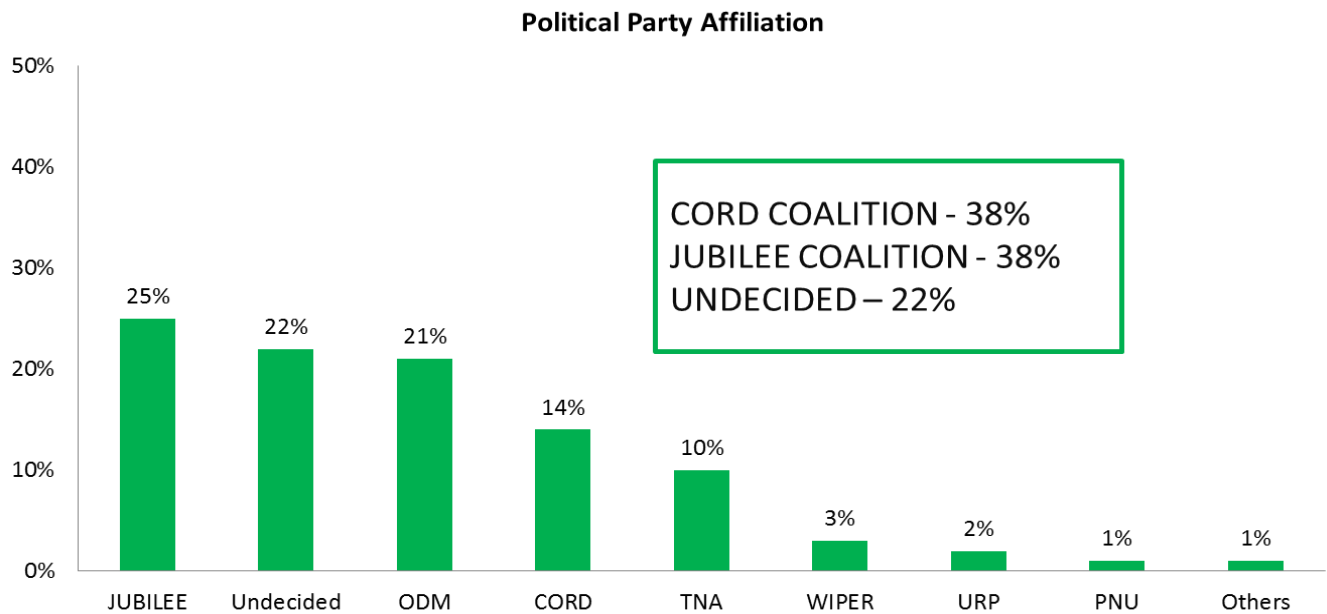


Q. If elections were to be held today, whom would you vote for as Women Representative of Nairobi?



Jubilee and CORD coalitions equally share City

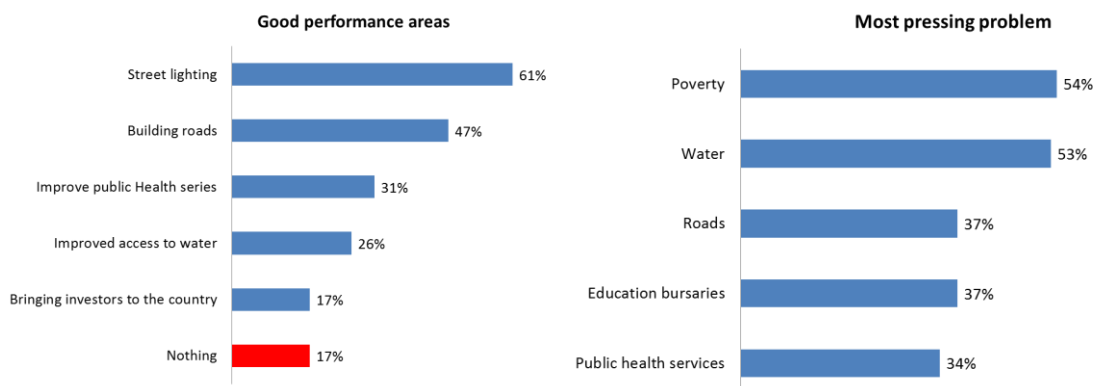
Both Jubilee coalition and CORD coalition tend to equally share the number of supporters in the city, from the total numbers of correspondents they each scored 38%, while at the same time 19% of the people interviewed don't belong to any political party.



Q. Which political party do you feel closest to?

County Government Performance: The Good And The Bad

A majority of the respondents (61%) are of the opinion that the county government has performed well in street lighting. Another 47% and 31% stated that the county has performed well in building of roads and in the improvement of health services respectively. 26% of the respondents stated that the county has performed well in providing access to water. While 17% believe the county has brought in investors, the same numbers (17%) believe the county has performed well in nothing.



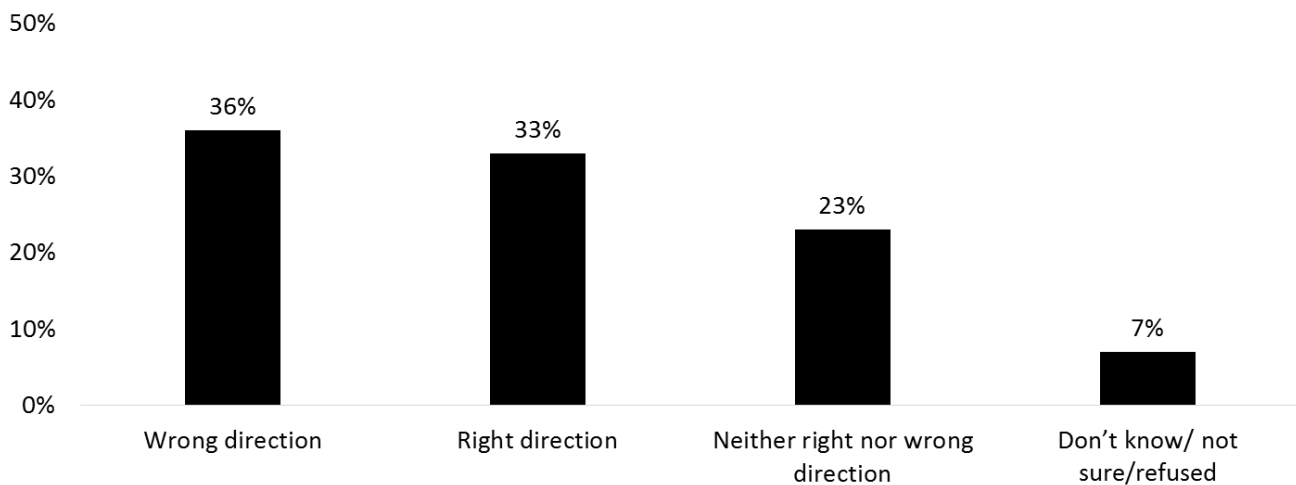


Q. *What are the three most pressing problems facing the county that the Governor should address?*
Base = 719

Poverty and water appears to be the most pressing problem in Nairobi that should be addressed with 54% and 53% of respondents respectively pointing it out. Roads and Education bursaries getting a tie at 37% as another pressing issue, while Public health services is mentioned by 34% of the people interviewed as another pressing issue.

Residents split on the direction the county is heading

Majority (36%) of Nairobians interviewed believe that the county is headed in the wrong direction while 33% believe it is headed in the right direction. We have a number that were not sure whether the count is headed in the right or wrong direction and this number stood at 23% with 7% either refusing to answer the question or not sure on how to answer.



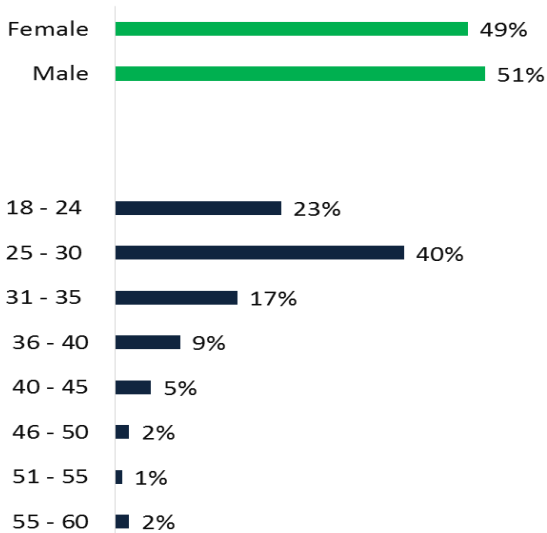
Q. Generally speaking do you think that Nairobi County as a whole is heading in the right or wrong direction?

Research Methodology

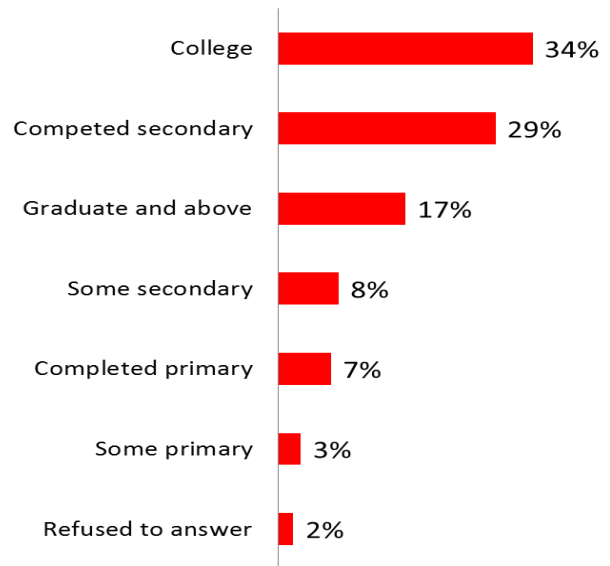
The study was done on 28th to 31st July 2016 through face to face interviews with respondents sampled from households. The sample consisted of 719 adults living in the 17 sub counties in Nairobi. This sample has a margin of error of +/- 3.4%. The study was commissioned by TIFA Research Ltd. Below are the sample demographics.



Gender and age



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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