



Kisumu, Kisii and Embu

28th March 2017

Trends & Insights
For Africa

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TIFA's Track Record in Opinion Polling

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TIFA's Track Record in Opinion Polling

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Professional Memberships



TIFA Research got it right in the Malindi by-election



TIFA PREDICTION 27.02.2016

William Mtengo	61%
Philip Charo	29%
Undecided	5%
Attas Sharif	3%
Reuben Katana	1%
Peter Panda	1%

Margin of error +/-4%

MALINDI ELECTION OUTCOME 07.03.2016

William Mtengo	58.02%
Philip Charo	34.42%
Attas Sharif	5.76%
Reuben Katana	1.31%
Peter Panda	0. 10%

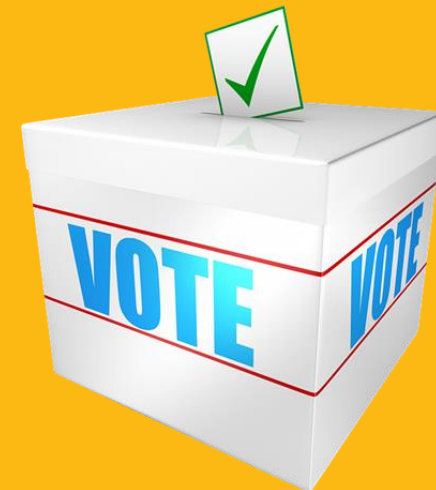


Background Information

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- The objectives of the opinion poll survey were as follows;
- To assess the political party affiliation in each county.
- To identify the most popular candidates in each county for Governor, Senator and Women Representative.





Kisumu County

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Kisumu: Methodology Overview

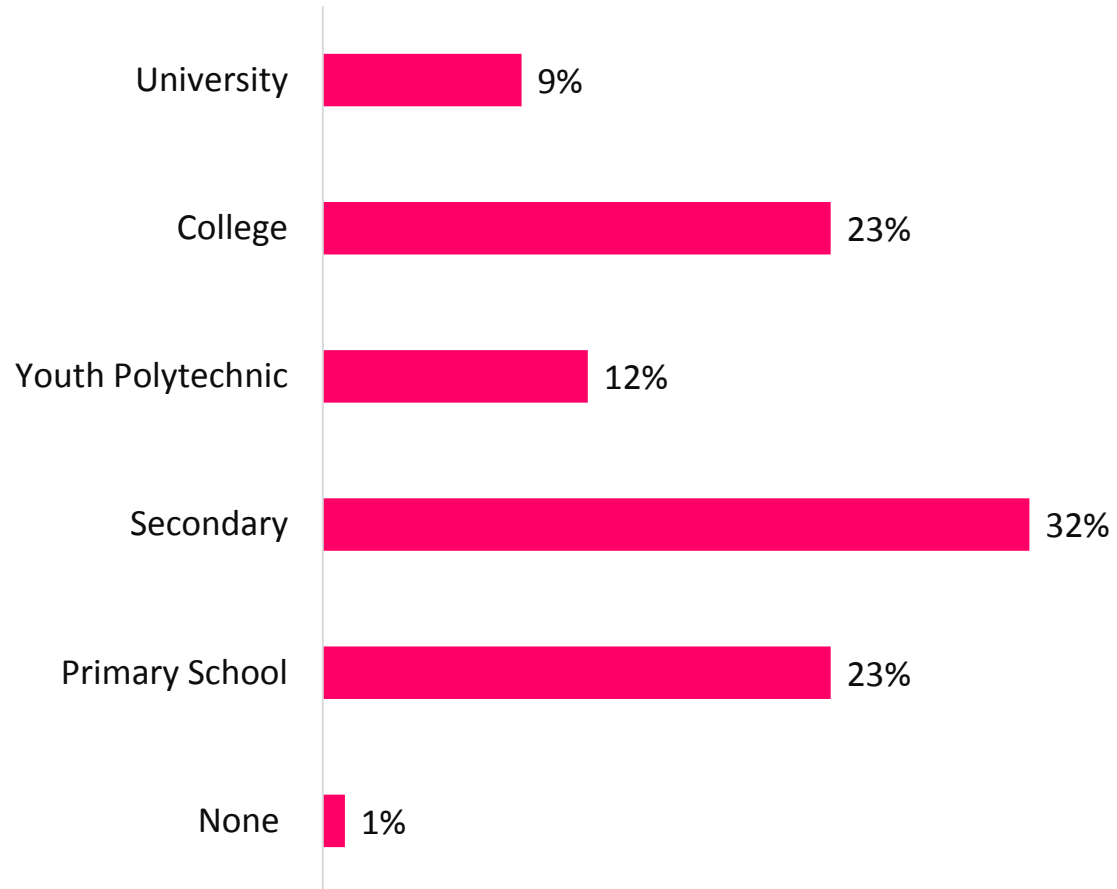


Dates	16 th to 18 th February 2017
Location	Kisumu County
Target	Both males and females aged 18+ years, registered voters
Data collection	Face to face interviews, respondents sampled from households
Sample Size	480 respondents
Margin of Error	+/- 4% at 95% degree of confidence
Financing	TIFA Research financed the survey

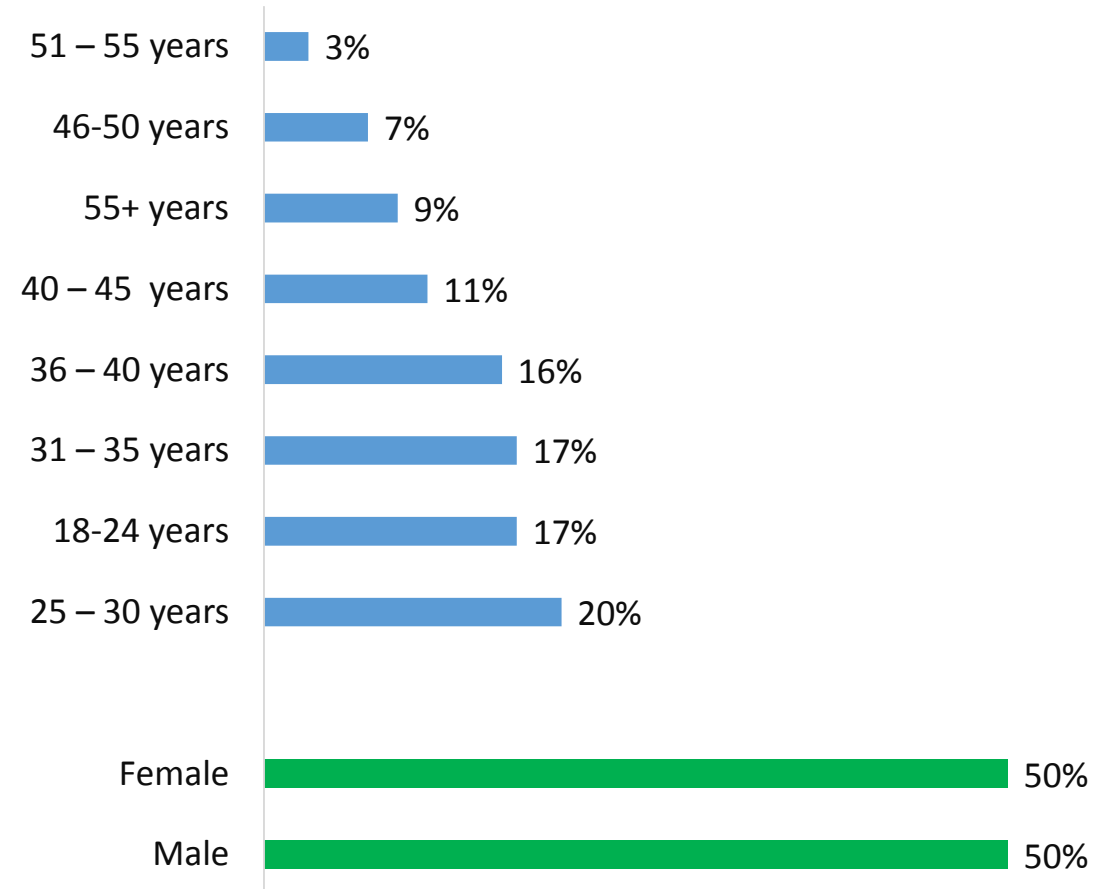
Kisumu: Respondent Demographics



Education



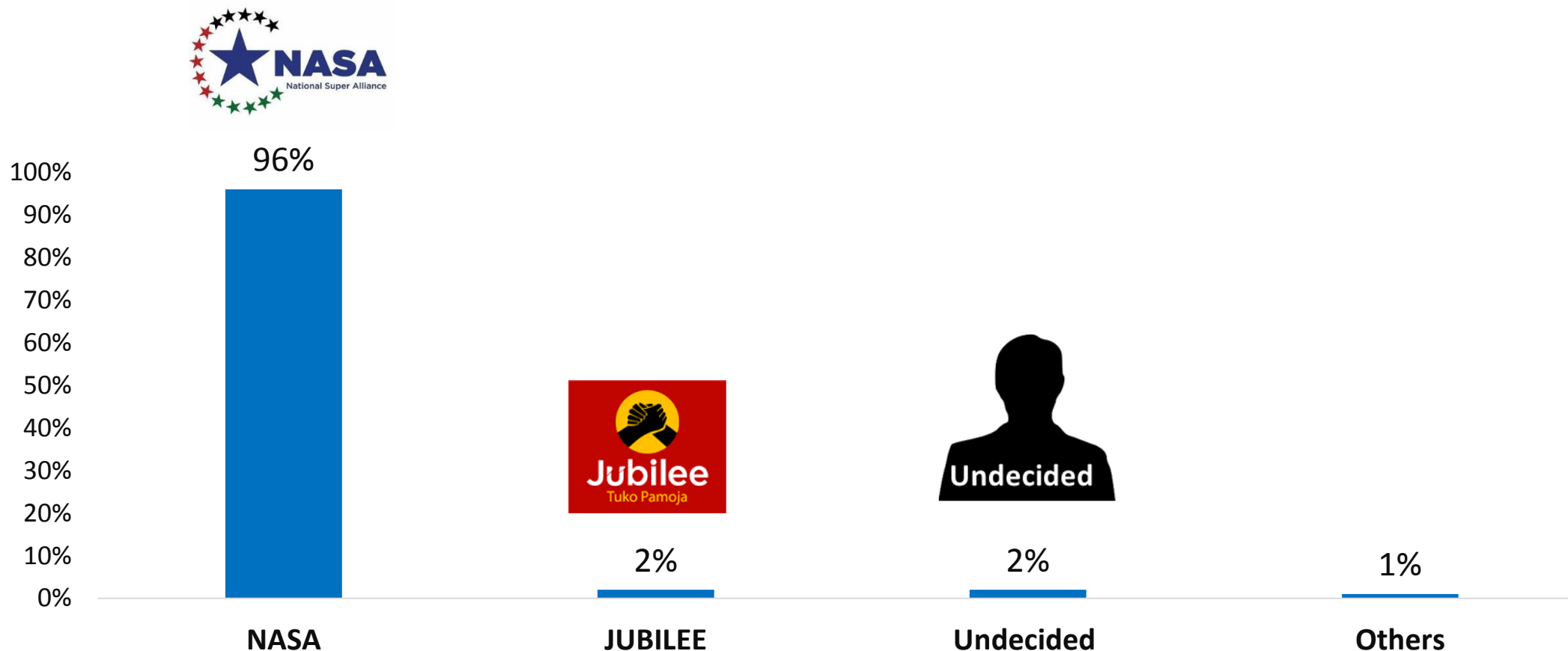
Age & Gender



Kisumu: Political Party



Q. Which political party do you feel closest to?

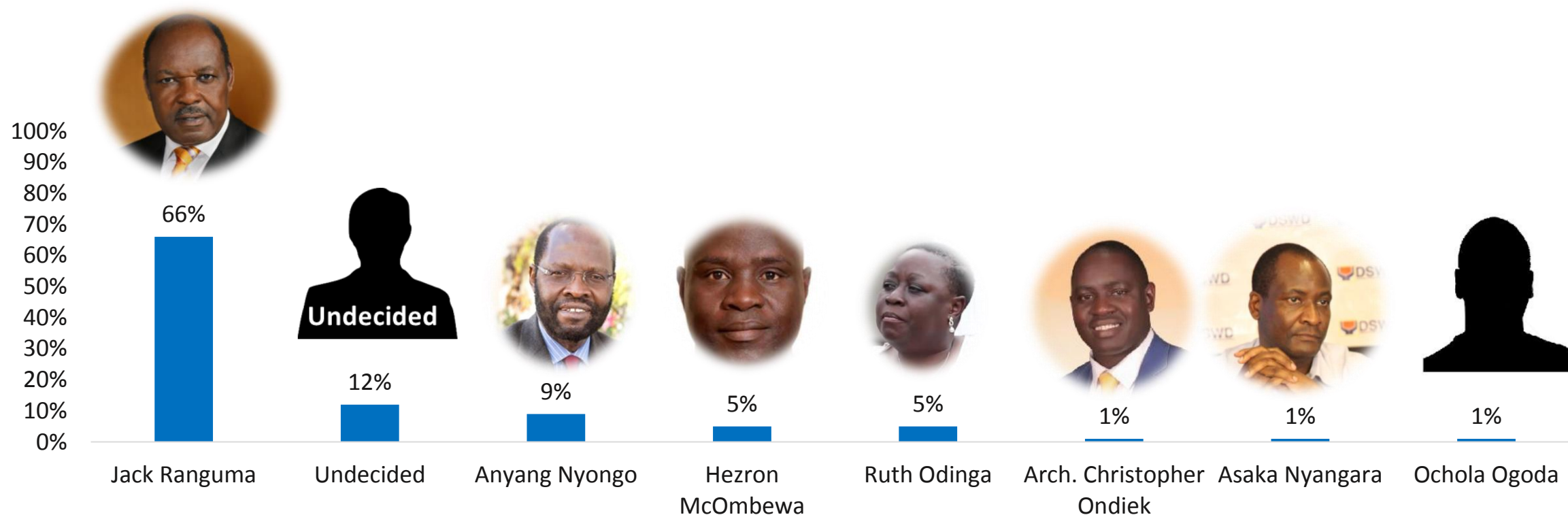


n=480

Kisumu: Governor Preference



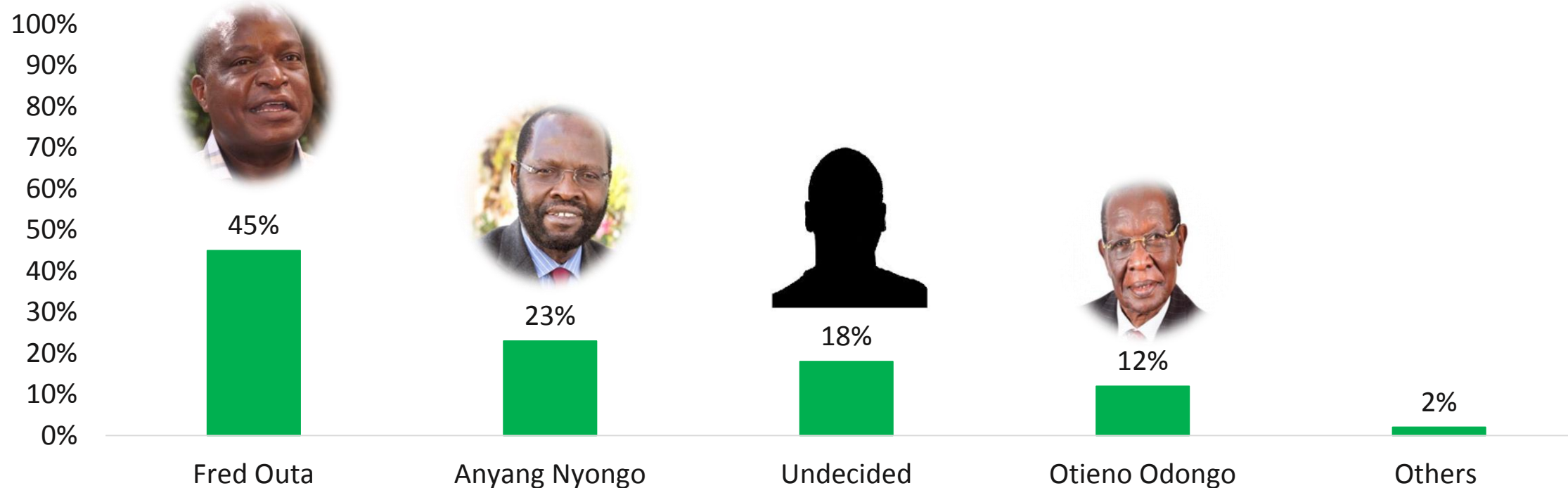
Q. If elections were to be held today, whom would you vote for as Governor of Kisumu County?



Kisumu: Senator Preference



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

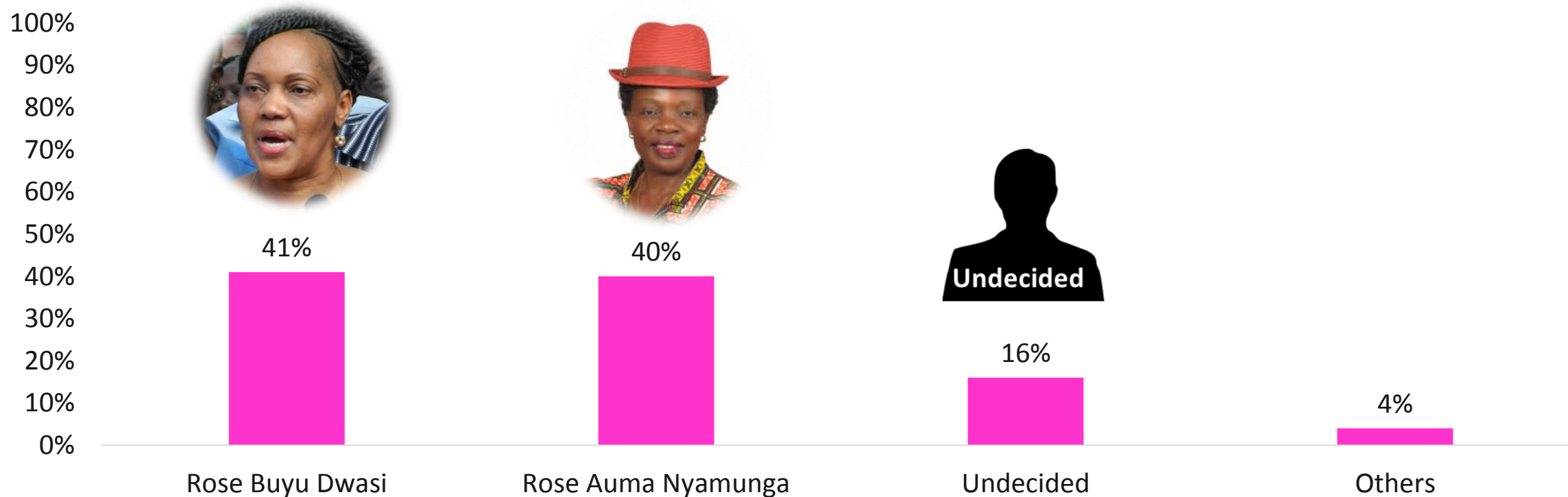


**The incumbent is Anyang Ny'ongo*

Kisumu: Women Representative



Q. If elections were to be held today, whom would you vote for as Women Rep of Kisumu County?



n=480

**The incumbent is Rose Auma Nyamunga*



Kisii County

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Kisii: Methodology Overview

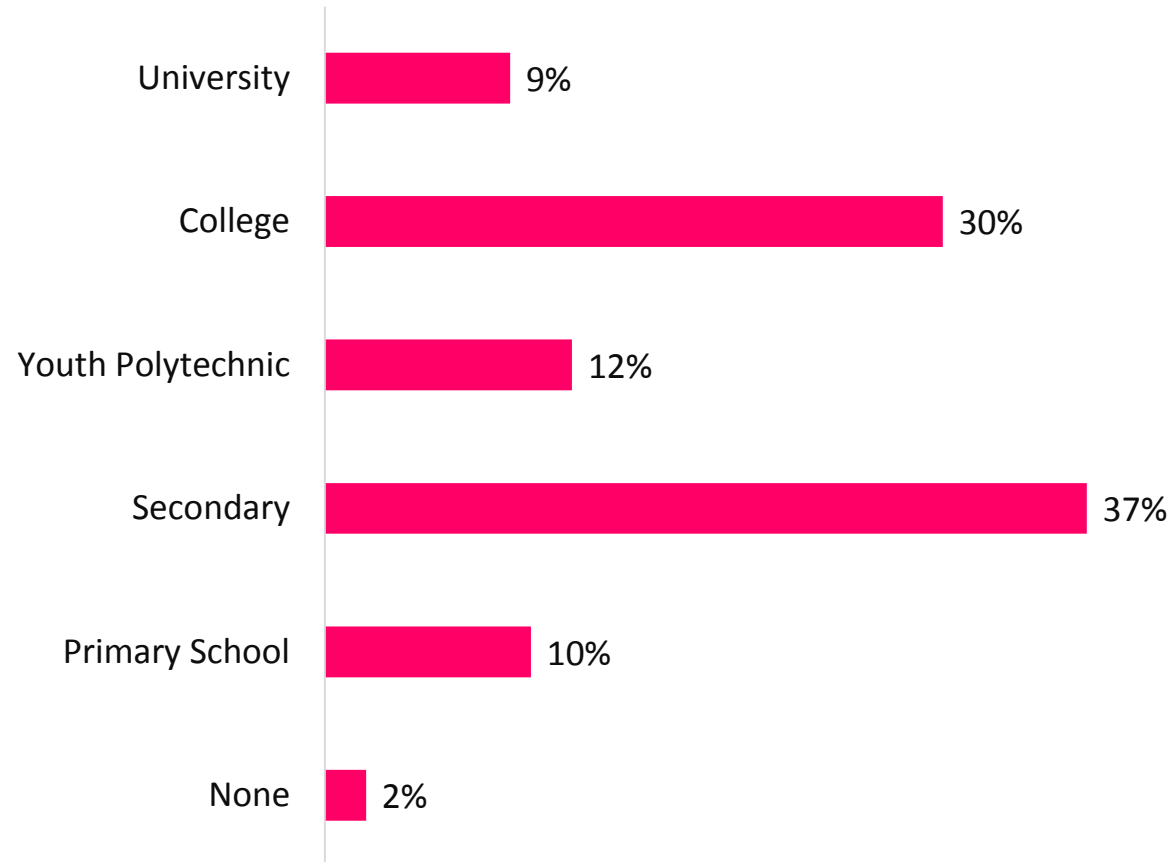


Dates	16 th to 18 th February 2017
Location	Kisii County
Target	Both males and females aged 18+ years, registered voters
Data collection	Face to face interviews, respondents sampled from households
Sample Size	500 respondents
Margin of Error	+/- 2% at 95% degree of confidence
Financing	TIFA Research financed the survey

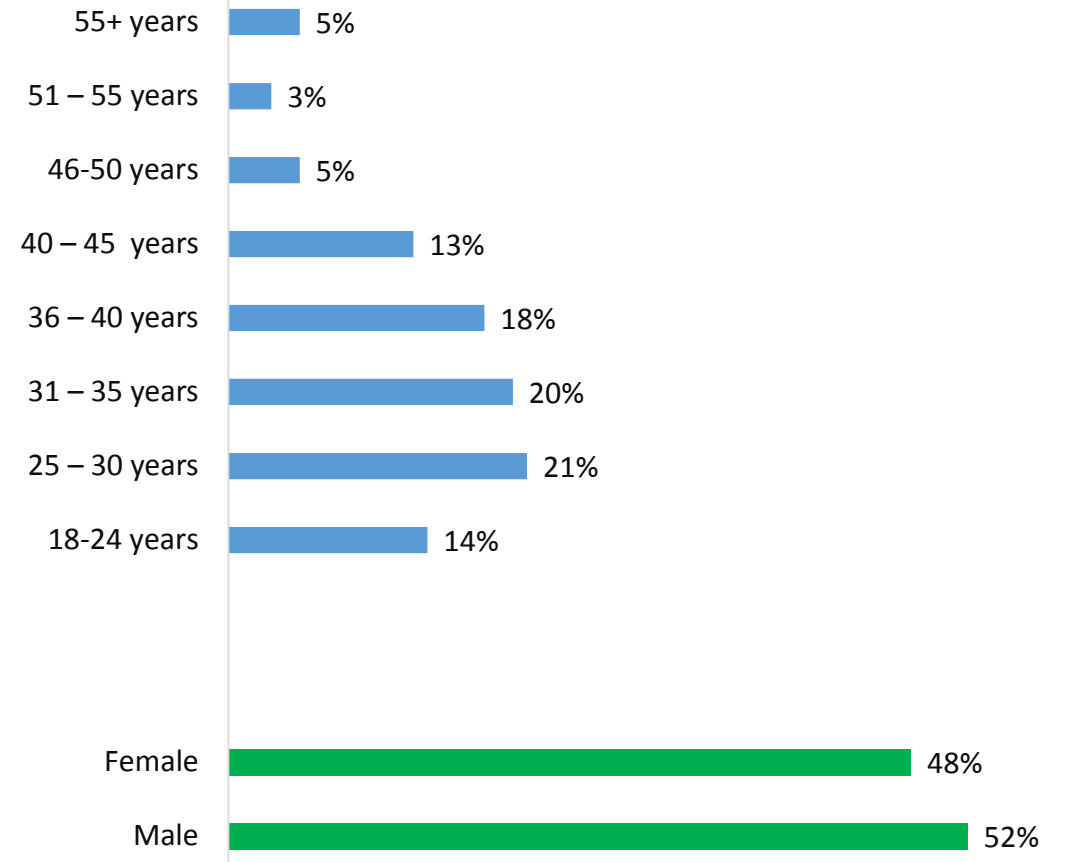
Kisii: Respondent Demographics



Education



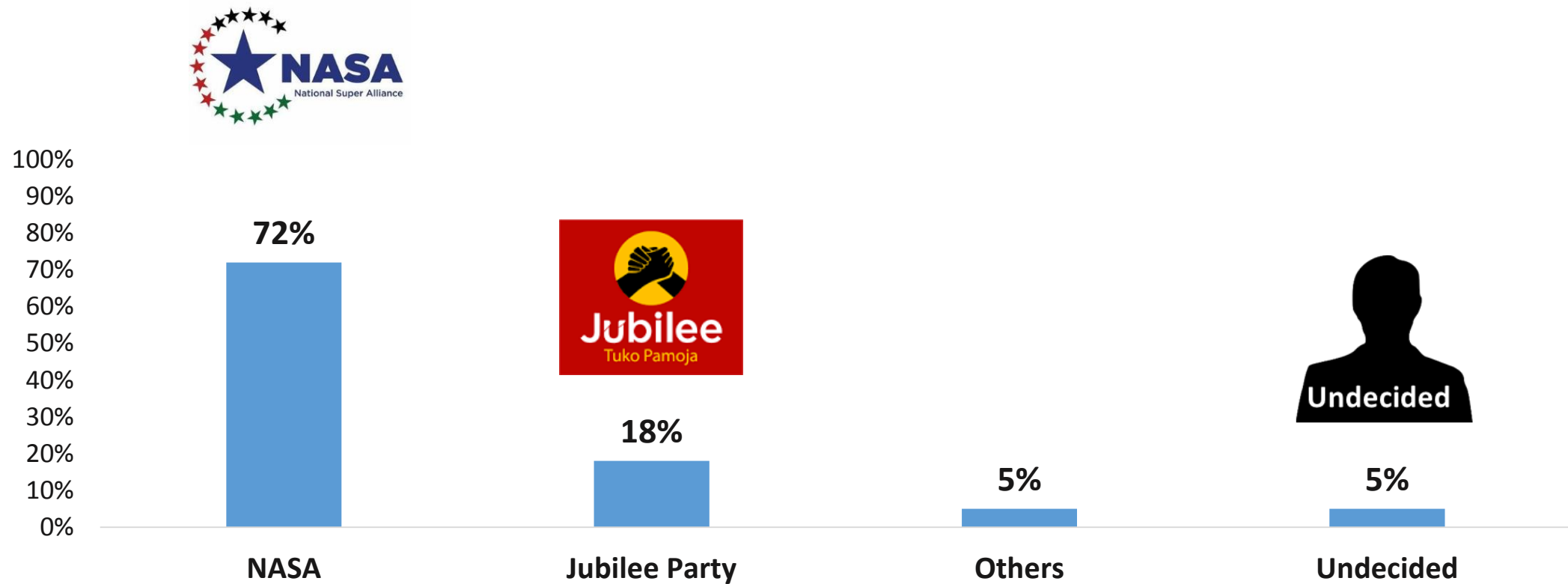
Age & Gender



Kisii: Political Party Support



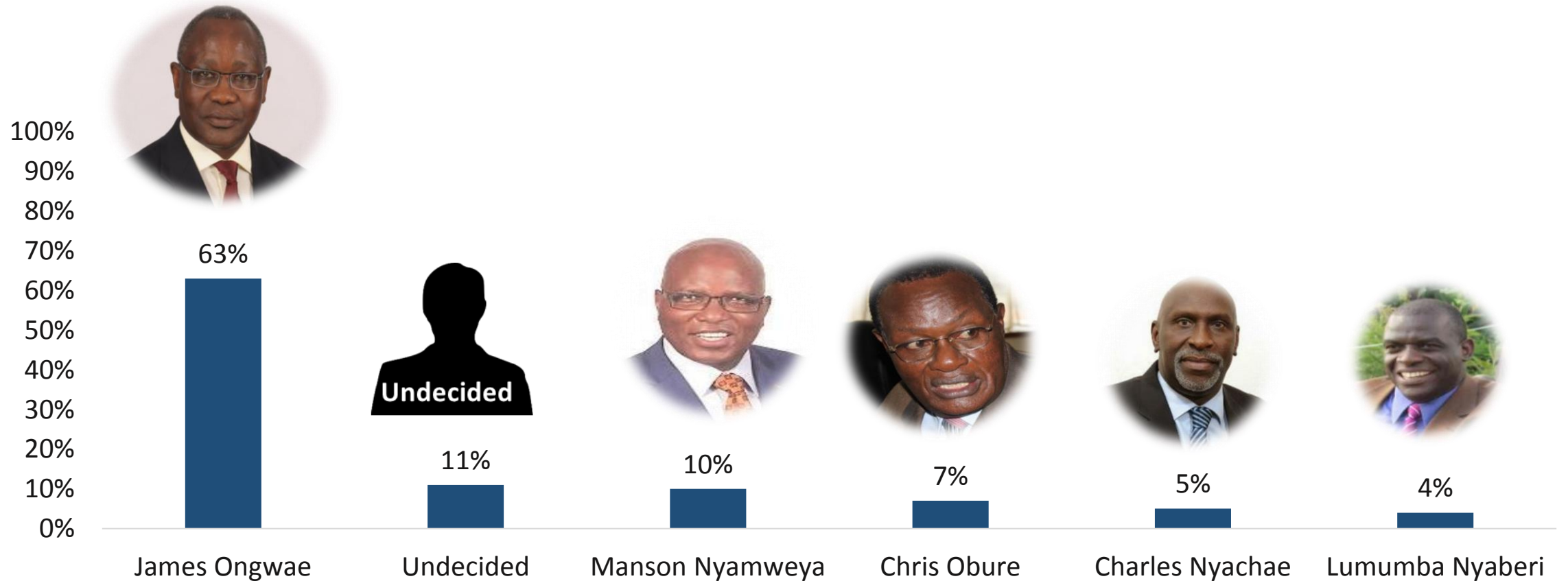
Q. Which political party do you feel closest to?



Kisii: Governor Preference

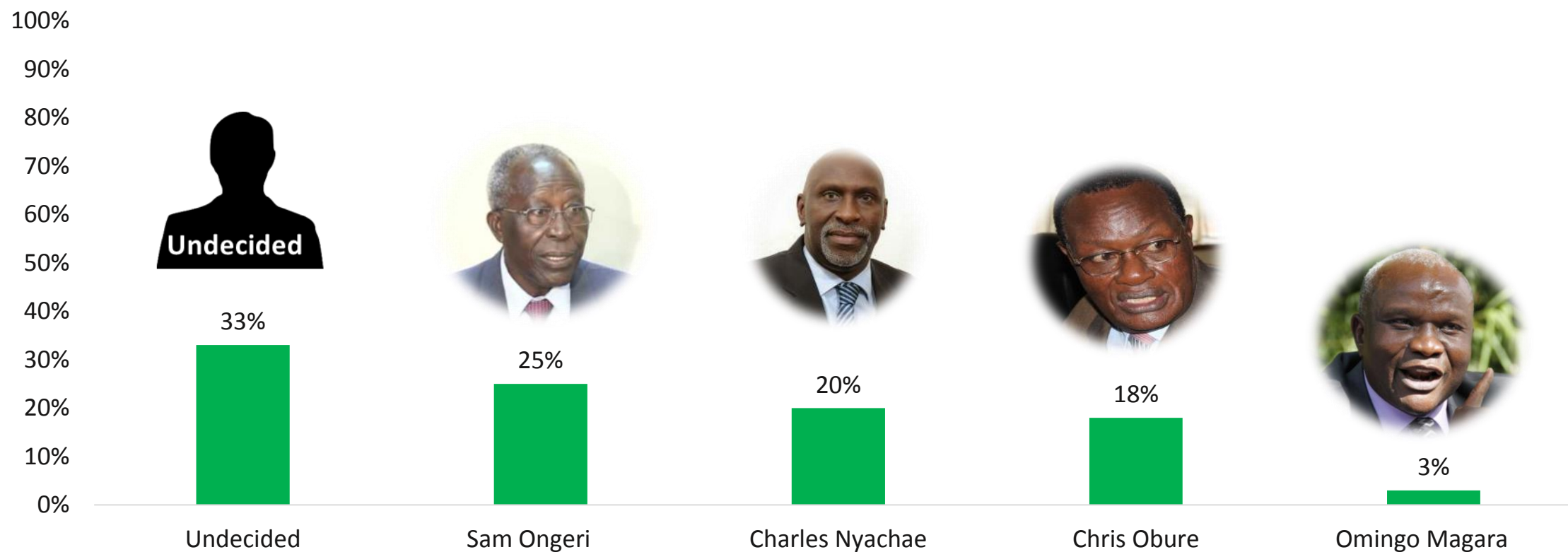


Q. If elections were to be held today, whom would you vote for as Governor of Kisii County?



Kisii: Senator Preference

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



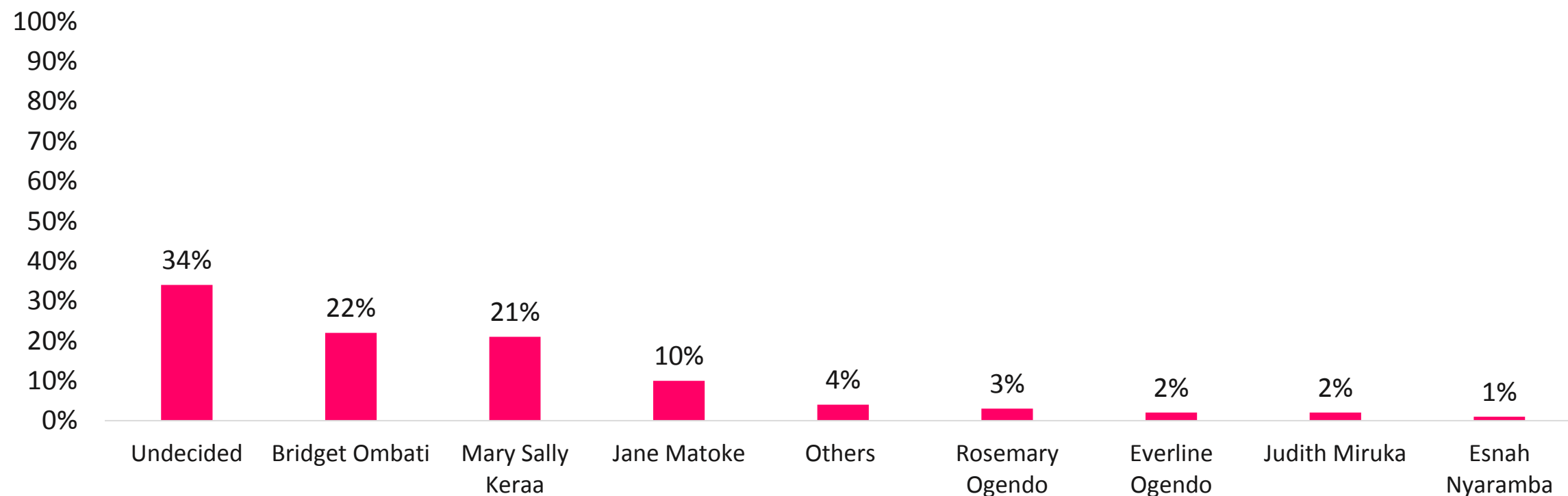
n=500

**The incumbent is Chris Obure*

Kisii: Women Representative



Q. If elections were to be held today, whom would you vote for as Women Rep of Kisii County?



n=500

**The incumbent is Mary Sally Keraa*



Embu County

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Embu: Methodology Overview

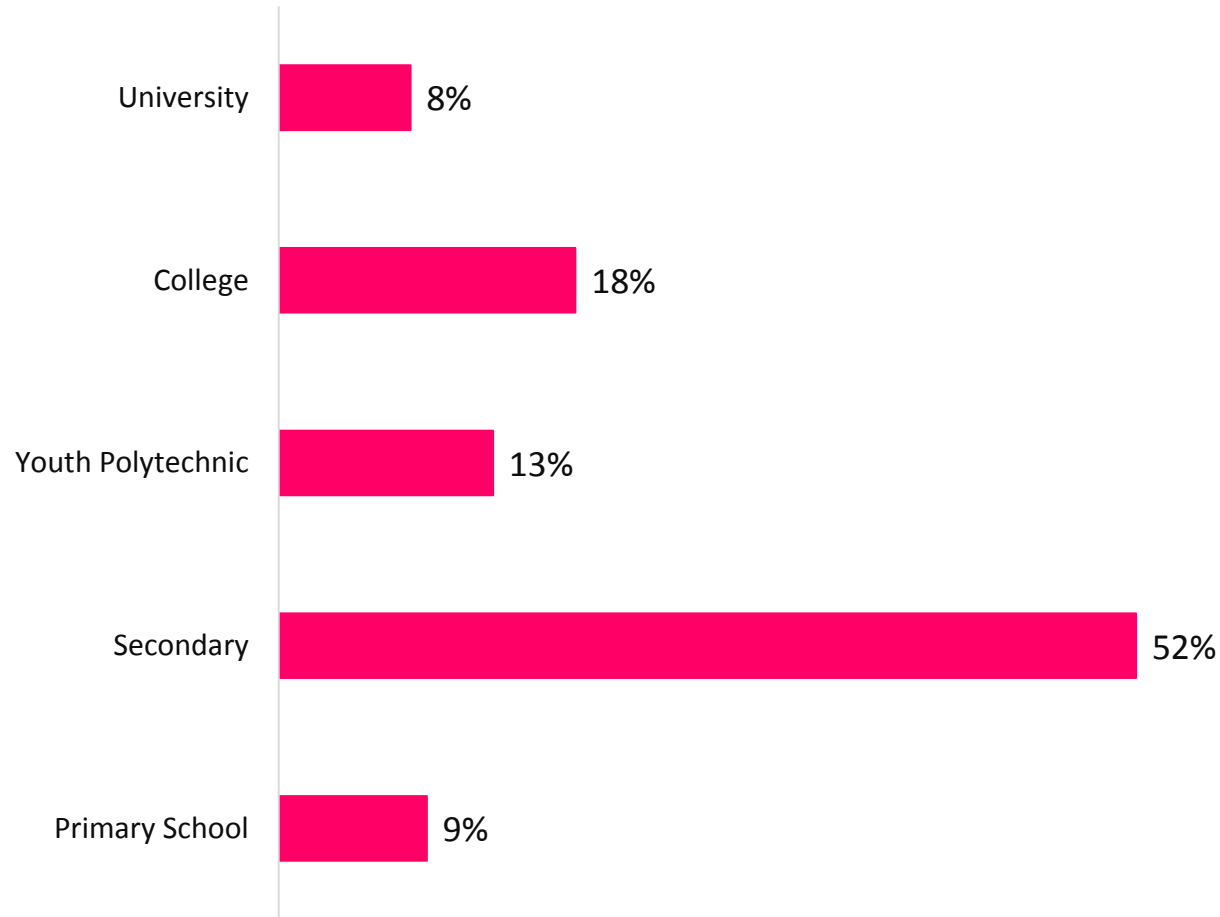


Dates	16 th to 18 th February 2017
Location	Embu County
Target	Both males and females aged 18+ years, registered voters
Data collection	Face to face interviews, respondents sampled from households
Sample Size	400 respondents
Margin of Error	+/- 2% at 95% degree of confidence
Financing	TIFA Research financed the survey

Embu: Respondent Demographics

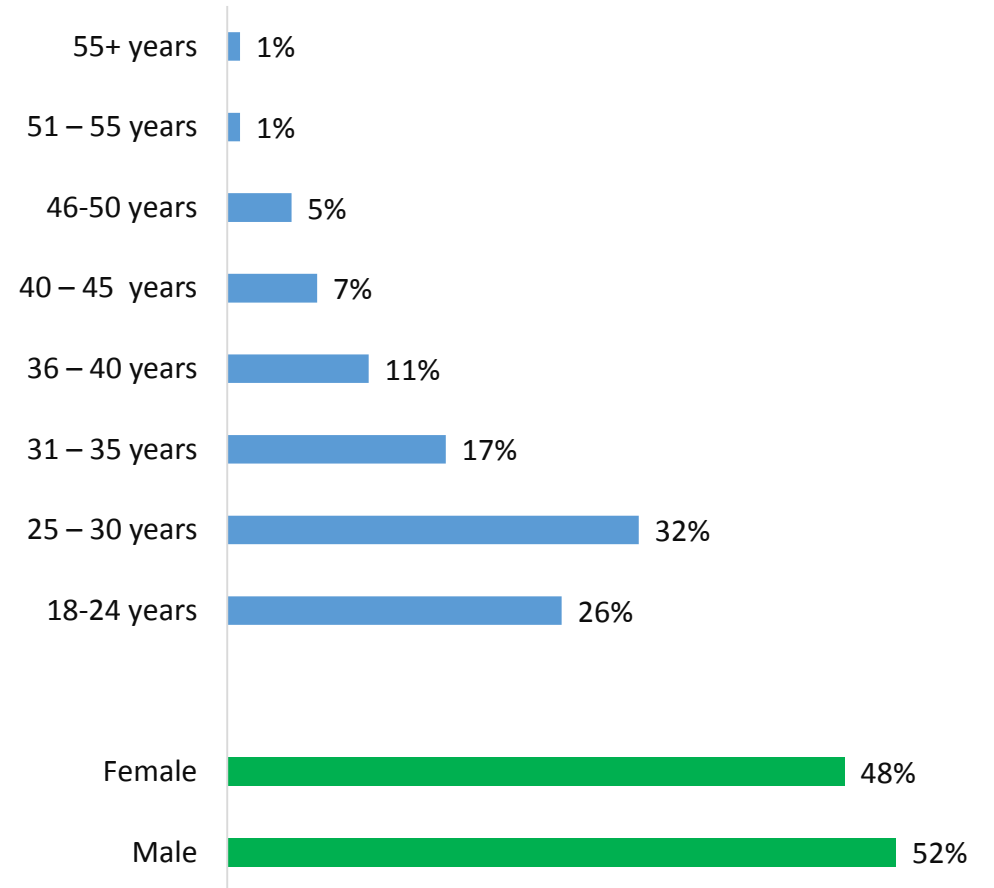


Education



n=400

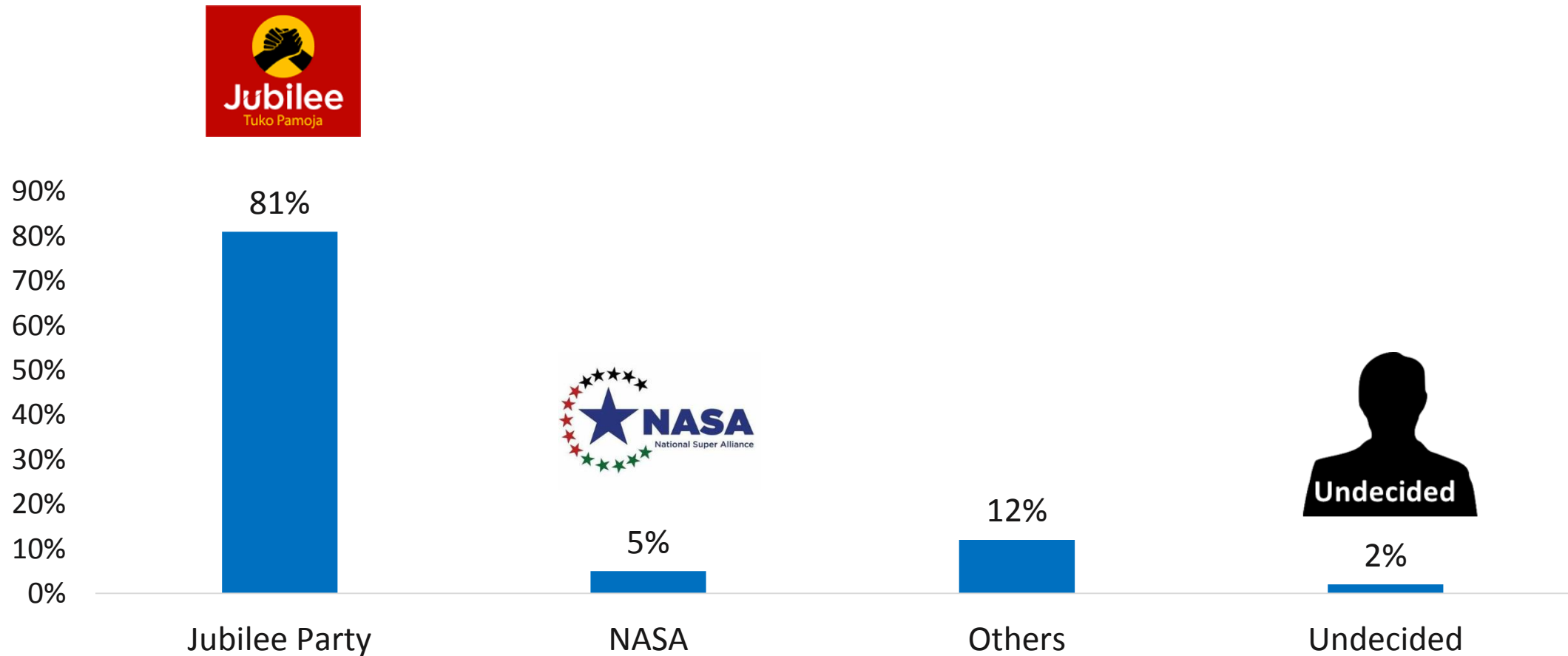
Age & Gender



Embu: Political Party



Q. Which political party do you feel closest to?

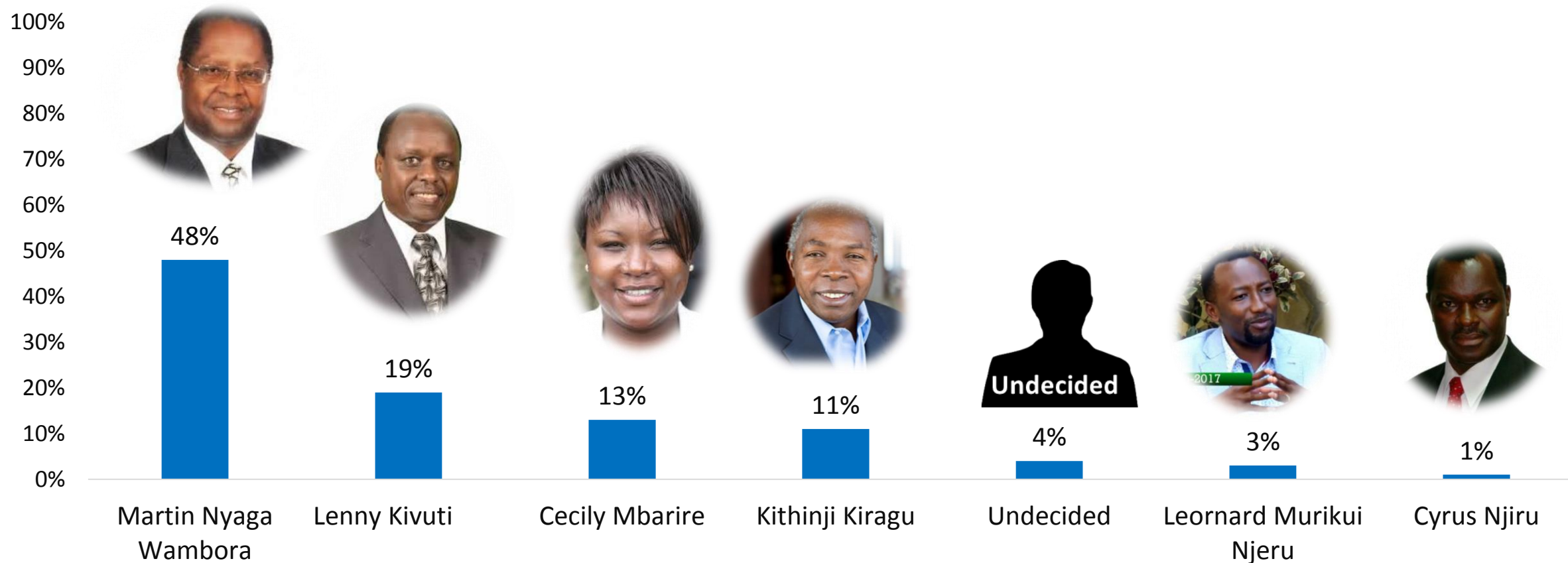


n=400

Embu: Governor Preference



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

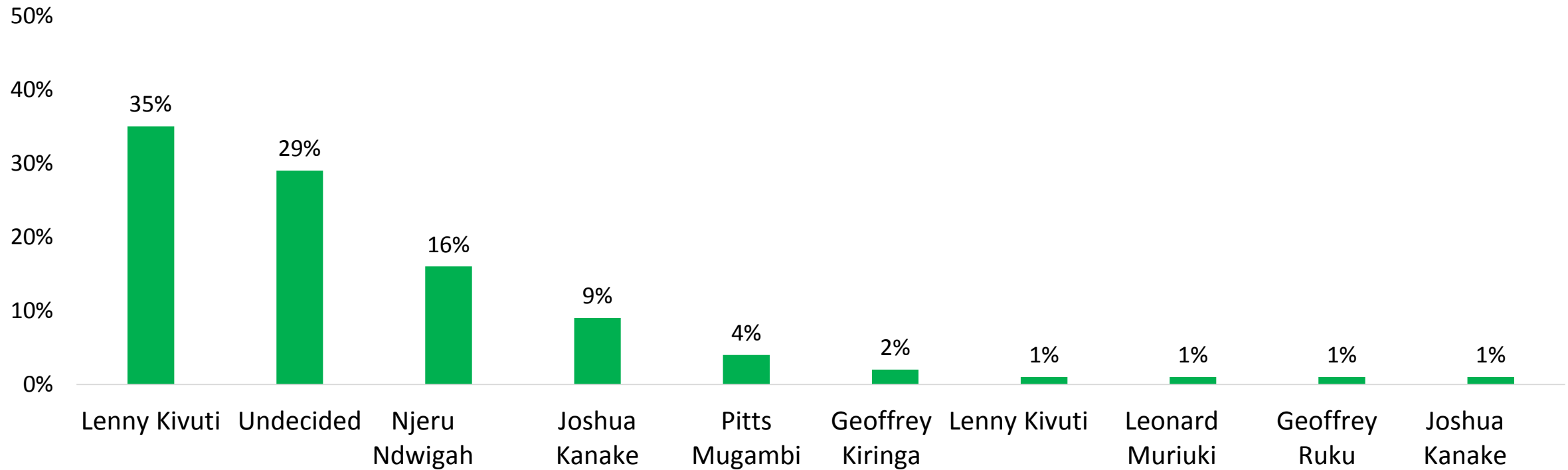


n=400

Embu: Senator Preference



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

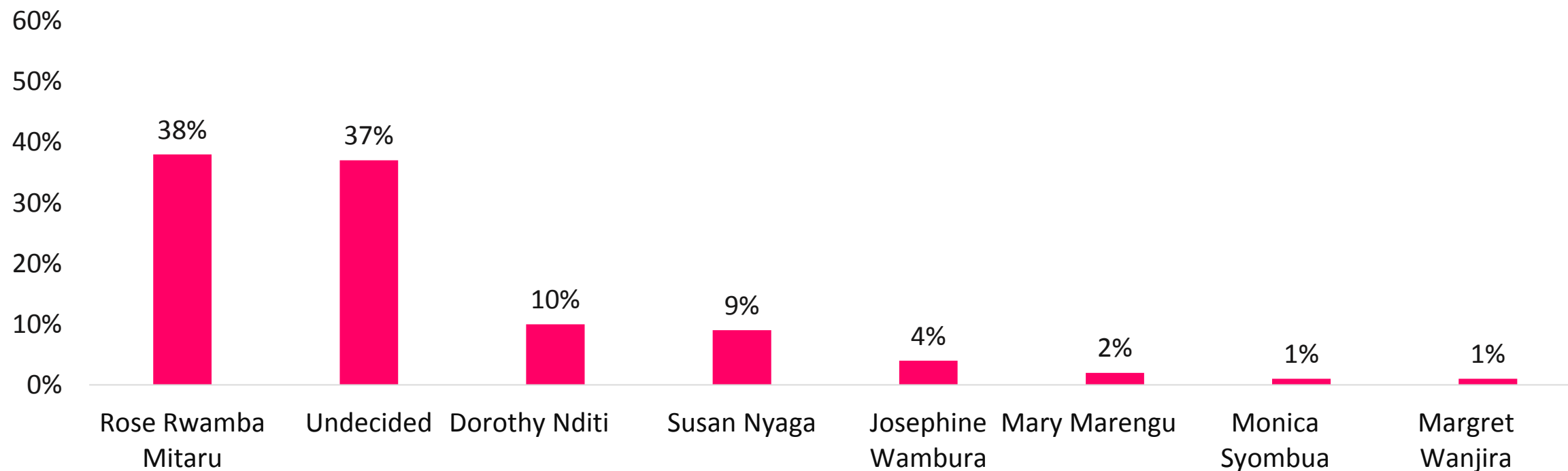


**The incumbent is Lenny Kivuti who is running for Governor*

Embu: Women Representative



Q. If elections were to be held today, whom would you vote for as Women Rep of Embu County?



n=400

**The incumbent is Rose Rwamba Mitaru*



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