



Trends & Insights
For Africa

Opinion Poll Nairobi, Machakos and Kiambu Counties

August 2016

Our Passion Is Research

❑ Full service research company

- Market research
- Social research
- Opinion Polling
- Sports Research

TIFA's Membership



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%



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Opinion Poll Nairobi County

August 2016

The objectives of the study were as follows;

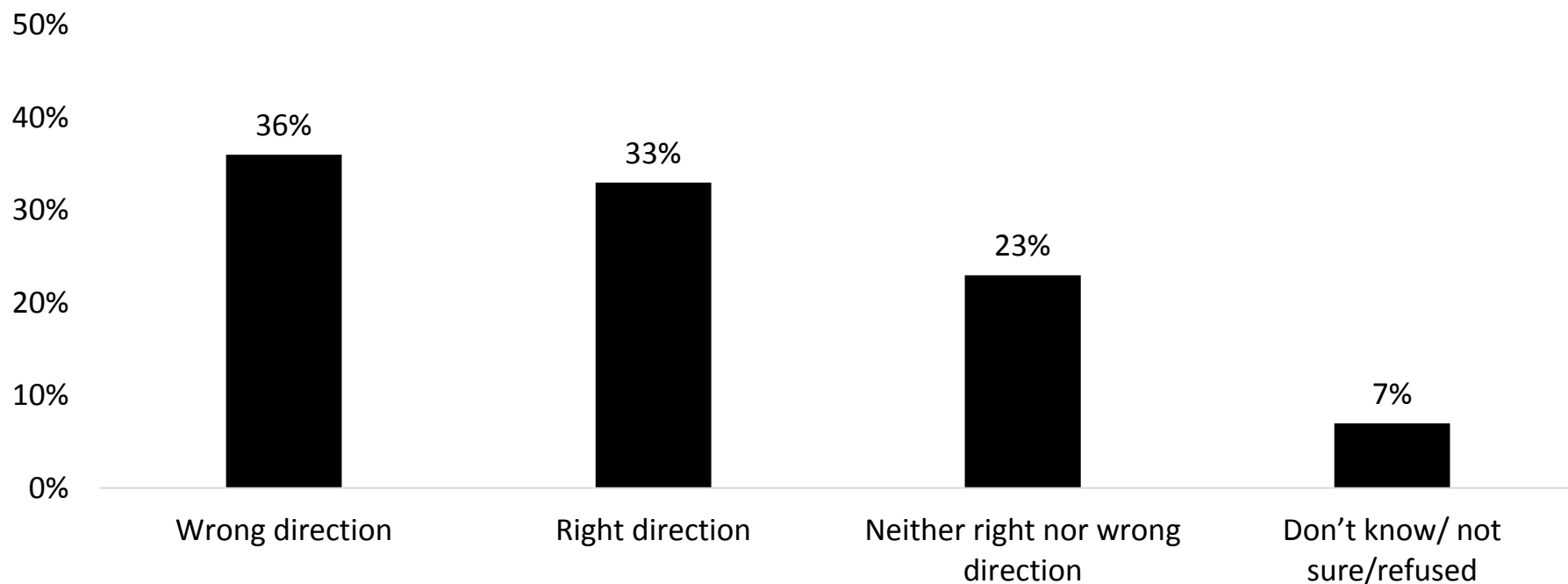
- To assess if residents feel that the county is moving in the right direction
- To identify the most popular candidates for the
 - Gubernatorial,
 - Senatorial and
 - Women Representative

Methodology



Dates	28 th to 31 st July 2016
Location	Nairobi County
Sub-counties	All the 16 sub-counties covered
Target	Both males and females aged 18 - 60 years Registered as a voter
Data collection	Face to face interviews, respondents sampled from households
Sample Size	A total of 719 adults living in Nairobi
Margin of Error	+/- 4%
Funding	TIFA Research Funded the survey

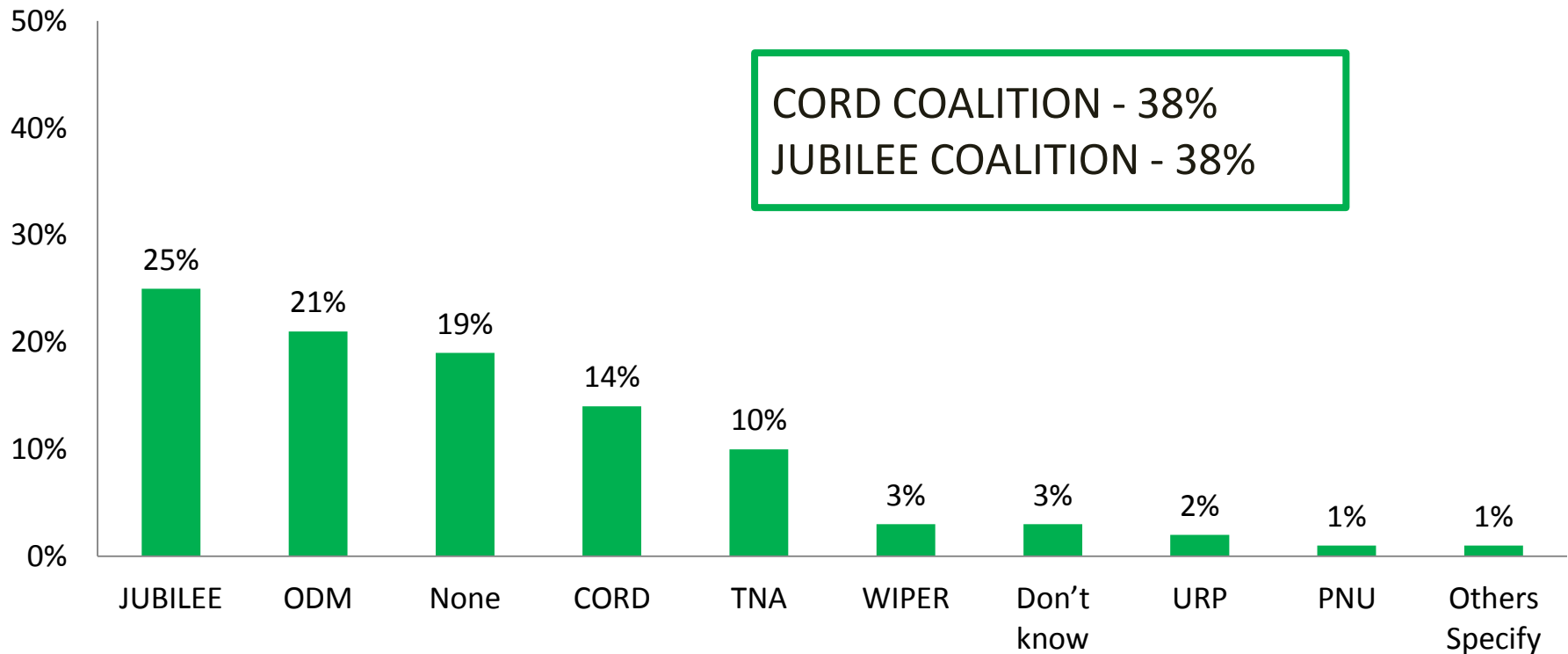
Nairobi County Analysis



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

Political Party Affiliation

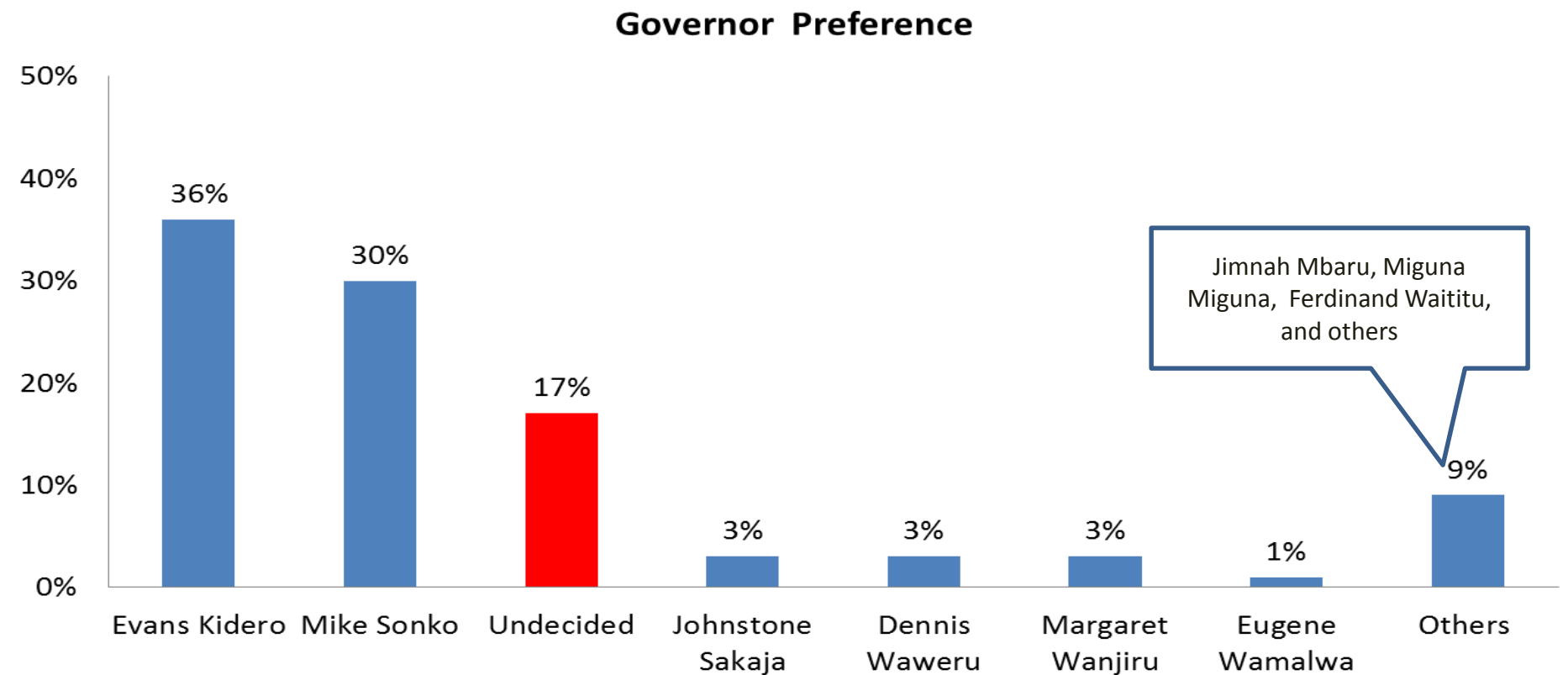
Political Party Affiliation



Q. Which political party do you feel closest to?

Base =719

Governor Candidates Popularity

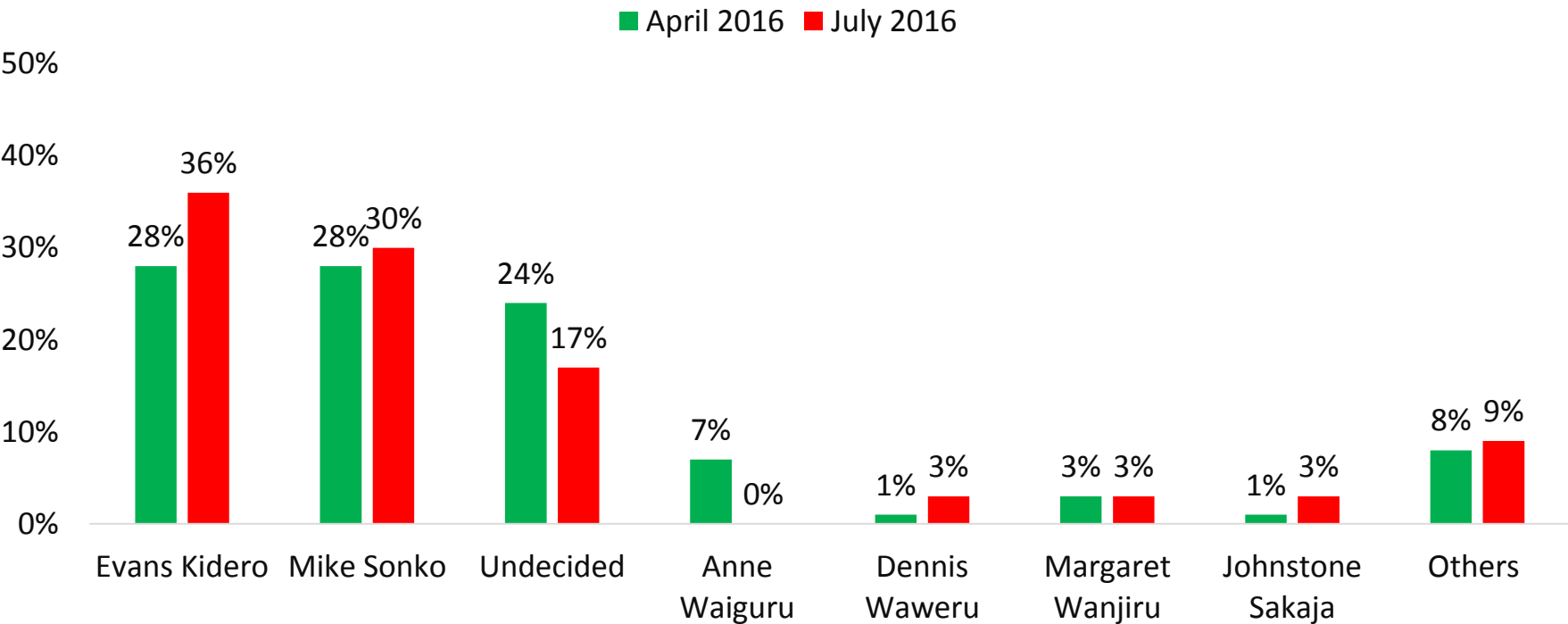


Q. If elections were to be held today, whom would you vote for as Governor of Nairobi?

Base = 719

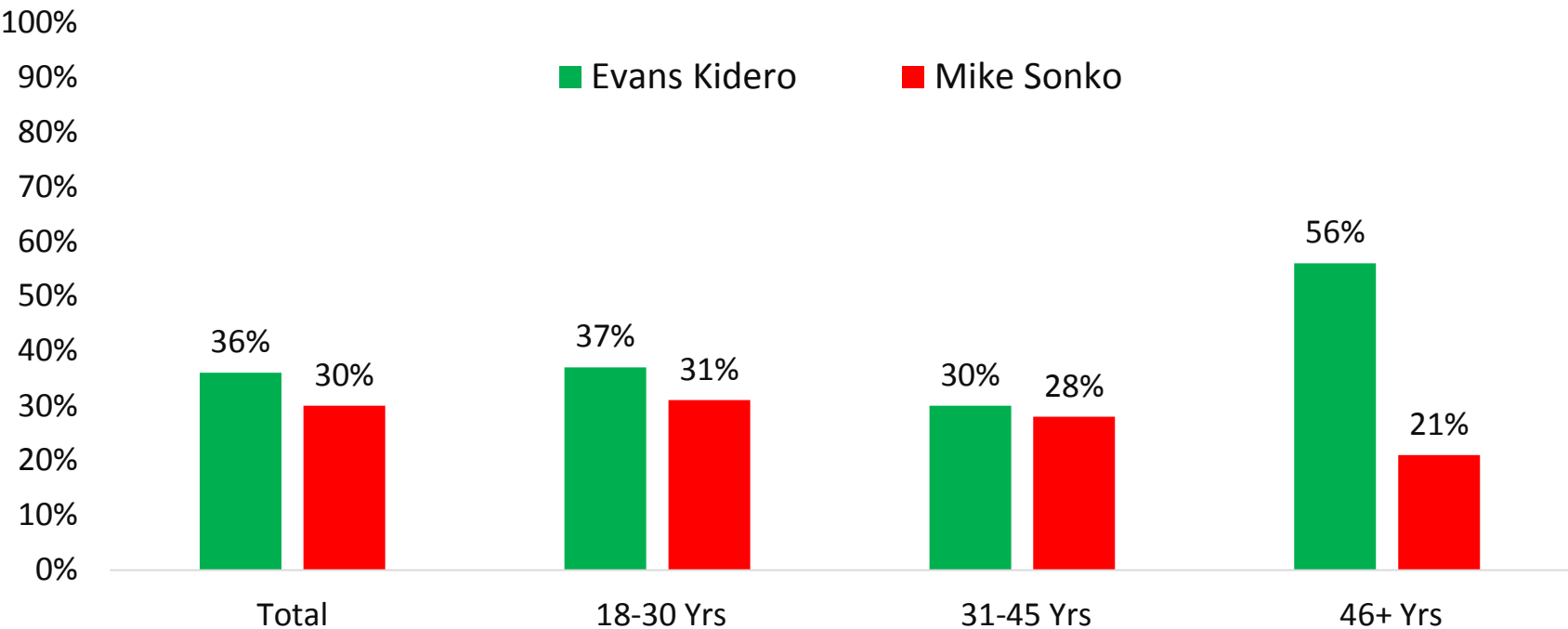


Governance preference



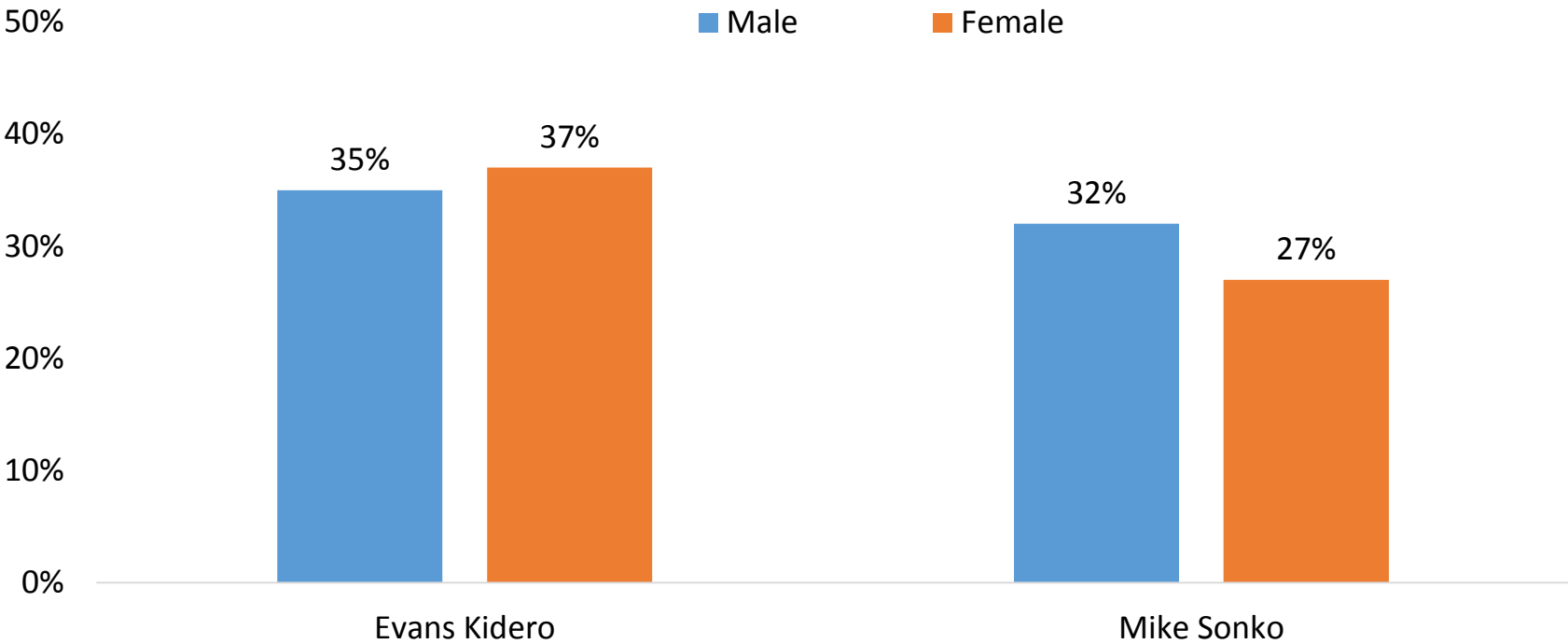


Governor Preference by Age



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

Base = 719

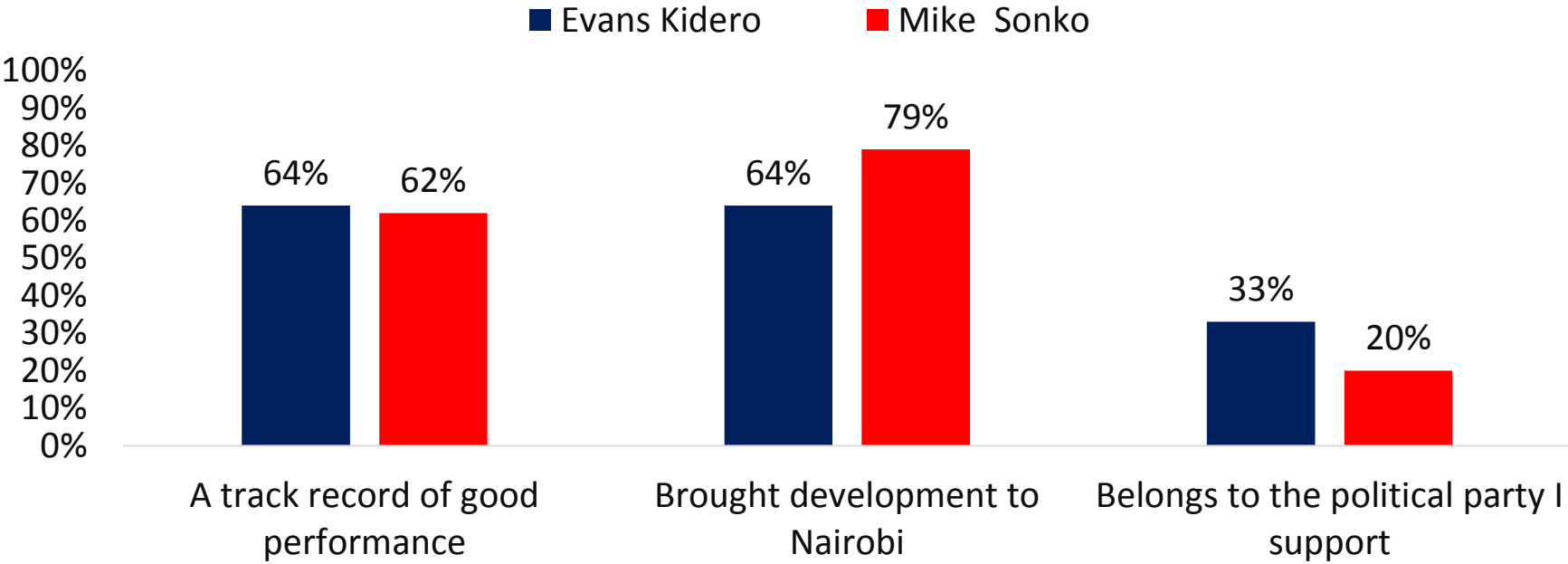


Q. If elections were to be held today, whom would you vote for as Governor of Nairobi

Base = 719



Reasons for choice



Q. Why would you vote for...?

Why Support Kidero



*"Good at representing
wanainchi in case of
disaster"*

18-24 years

"Contributes to churches"

18-24 years

*"Contributes to churches
can offer more if given a
second terms"*

18-24 years

*"He is good in terns of
development"*

18-24 years

"Clean streets"

25-30 years

*"He needs another term
so as to finish the projects
he started"*

25-30 years

Why Support Mike Sonko



*"has helped the youth,
under privileged not he is
humbled not relates to the
citizens well"*

25-30 years

*"has a development
tracks which are very
crucial to the common
mwanainchi"*

31-35 years

*"A man of the people
take part in a lot of
community
developments"*

31-35 years

*"He understands the low
income earners welfare"*

25-30 years

*"He interact so much with
the common mwanainchi
and has a good track
record in terms of
development"*

40-45 years

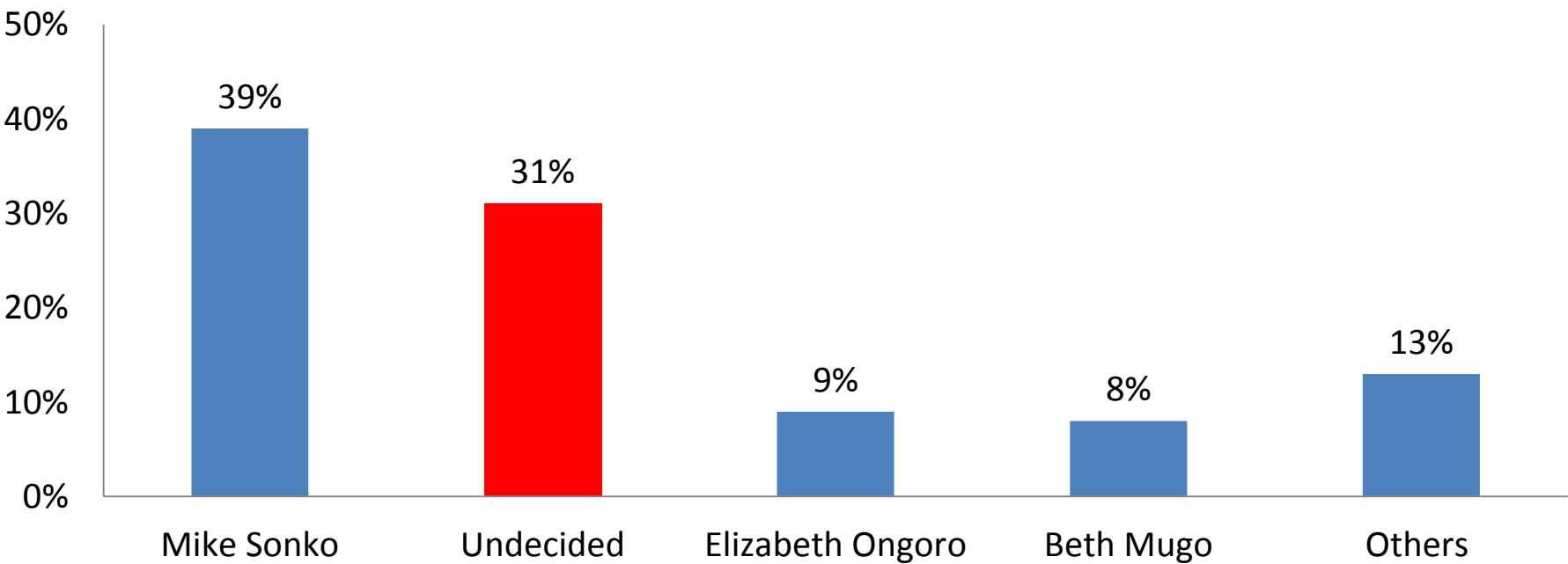
"Sonko rescue team"

25-30 years

Senator Candidates Popularity

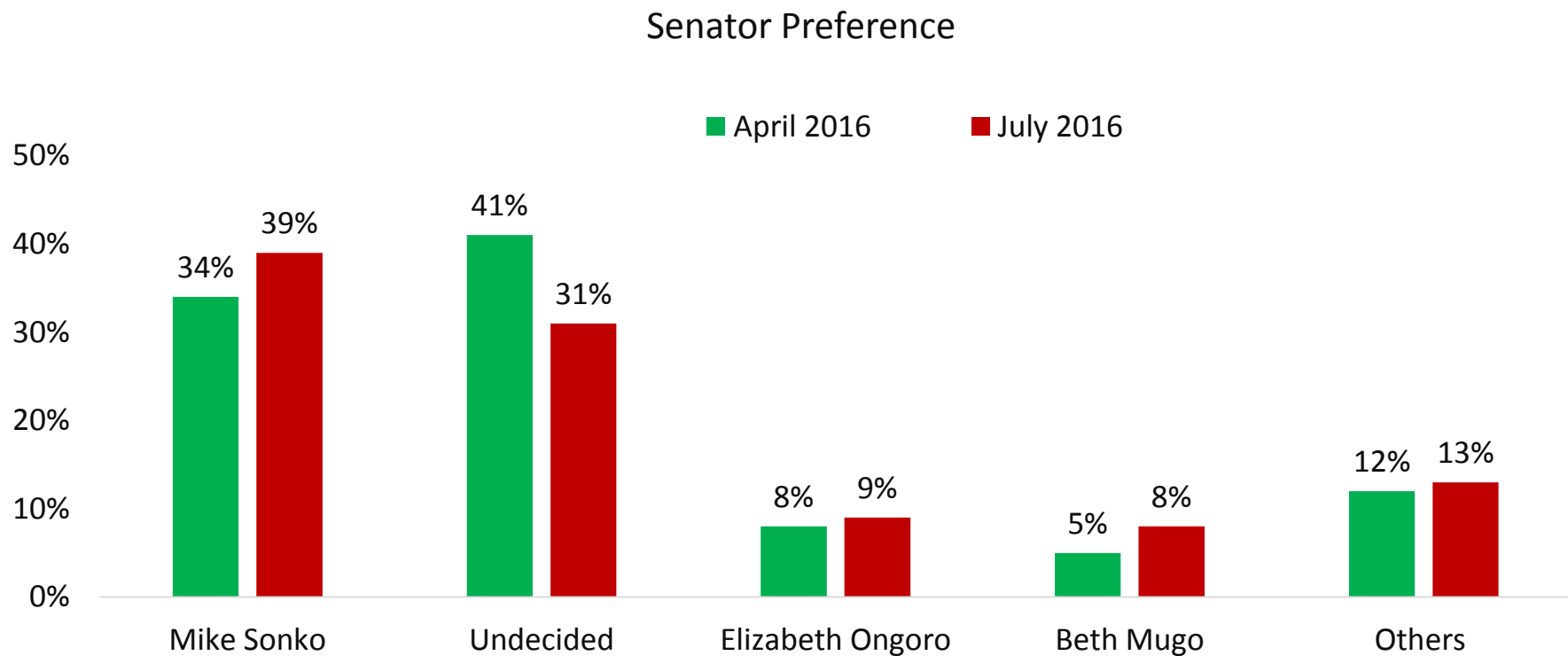


Senator Preference



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

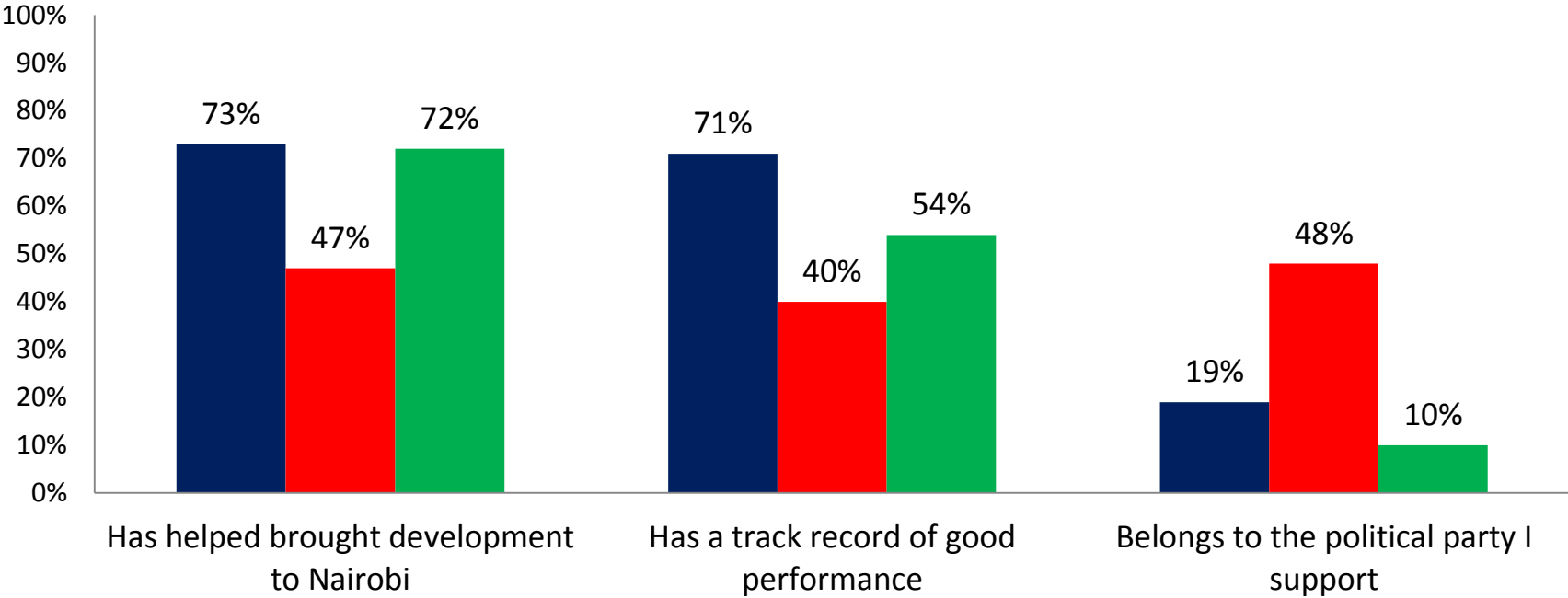
Base = 719



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

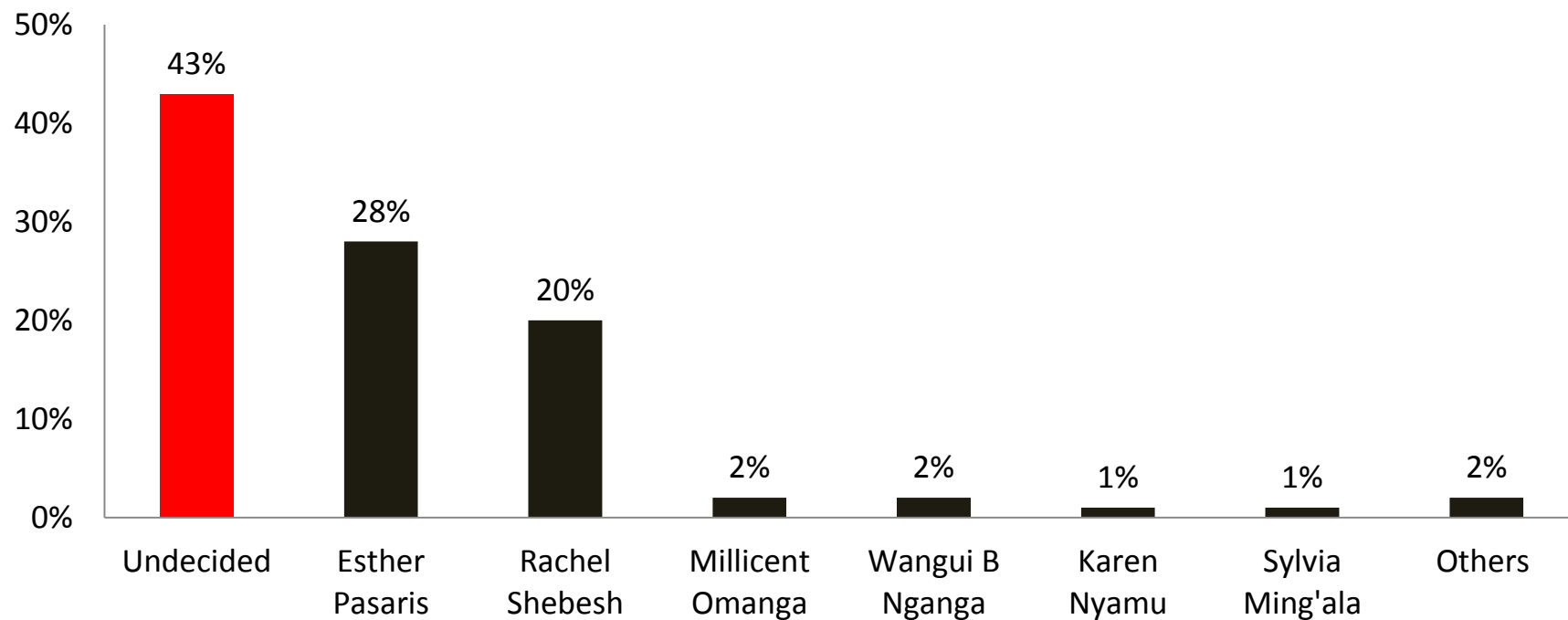
Reason for voting...

■ Mike Sonko ■ Elizabeth Ongoro ■ Beth Mugo



Women Representative Candidates Popularity

Women representative preference

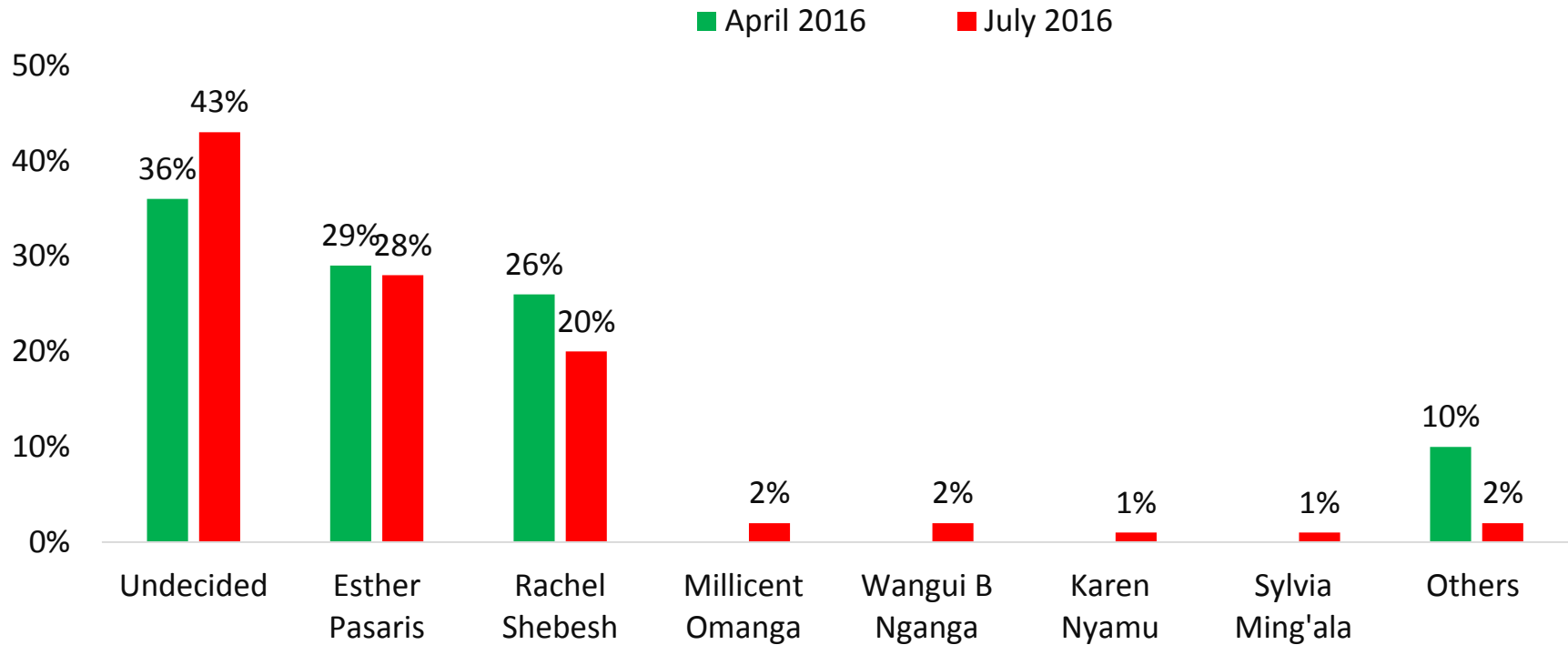


Q. If elections were to be held today, whom would you vote for as Women Representative of Nairobi

Base = 719

Women Rep Preference – Trend

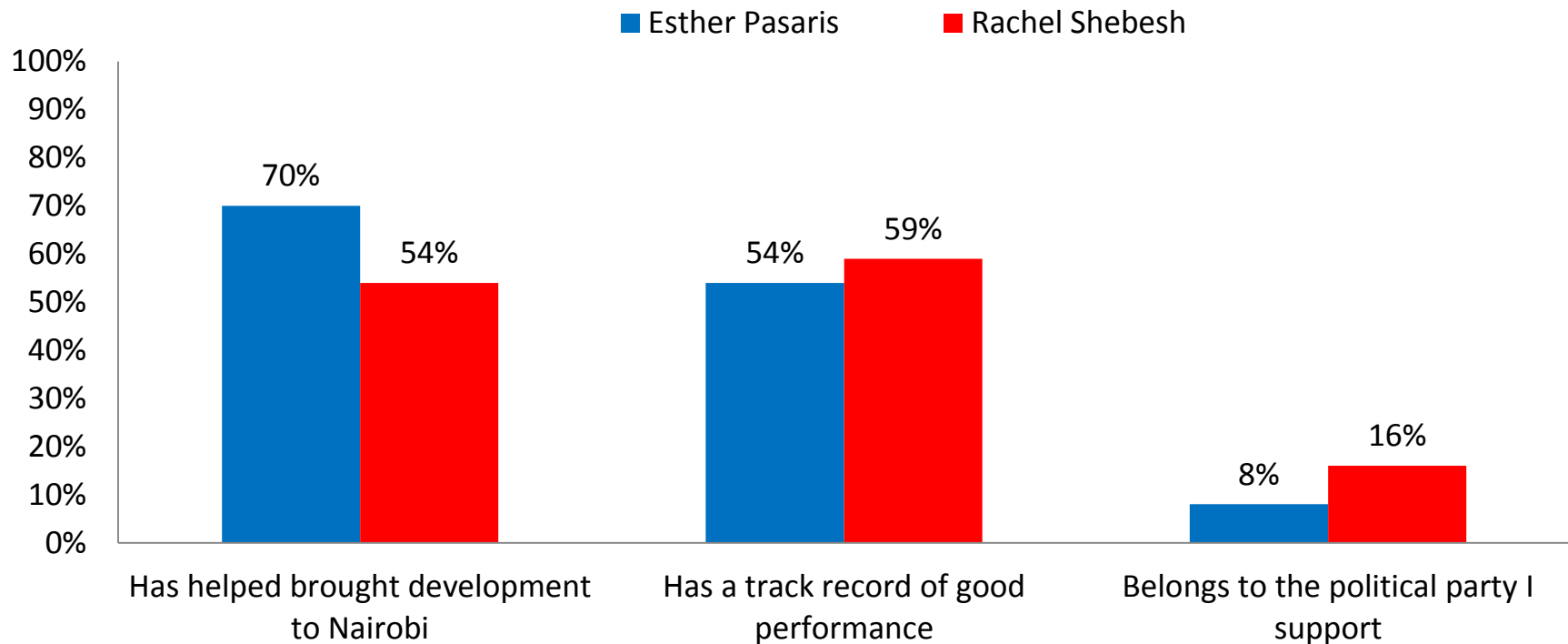
Women rep preference



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

Reasons For Choice

Reason for Voting...



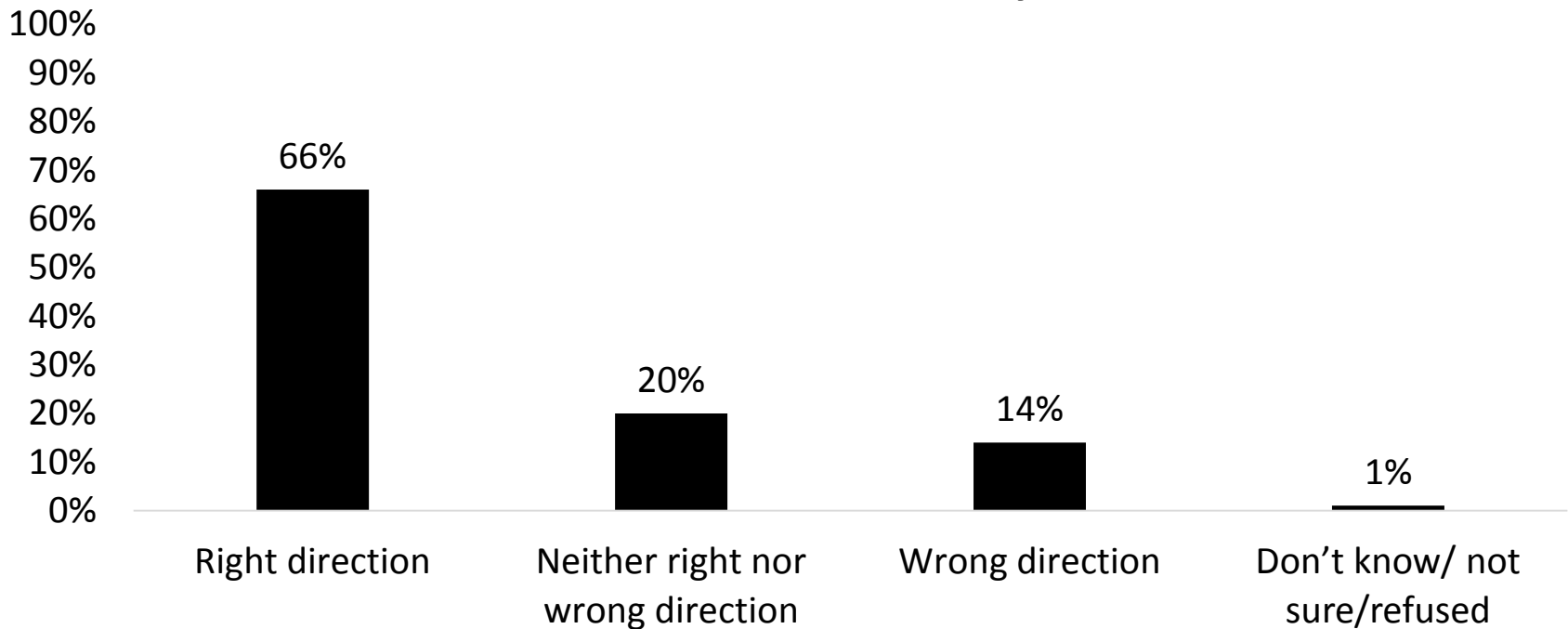
Q. Why would you vote for

Machakos County Opinion Poll

August 2016

Dates	28 th to 31 st July 2016
Location	Machakos County Only
Sub-counties	All the 8 sub-counties covered
Target	<ul style="list-style-type: none">• Both males and females aged 18+ years• Registered as a voter
Data collection	Face to face interviews, respondents sampled from households
Sample Size	A total of 538 adults living in Machakos
Margin of Error	+/- 4%
Funding	TIFA Research Funded the survey

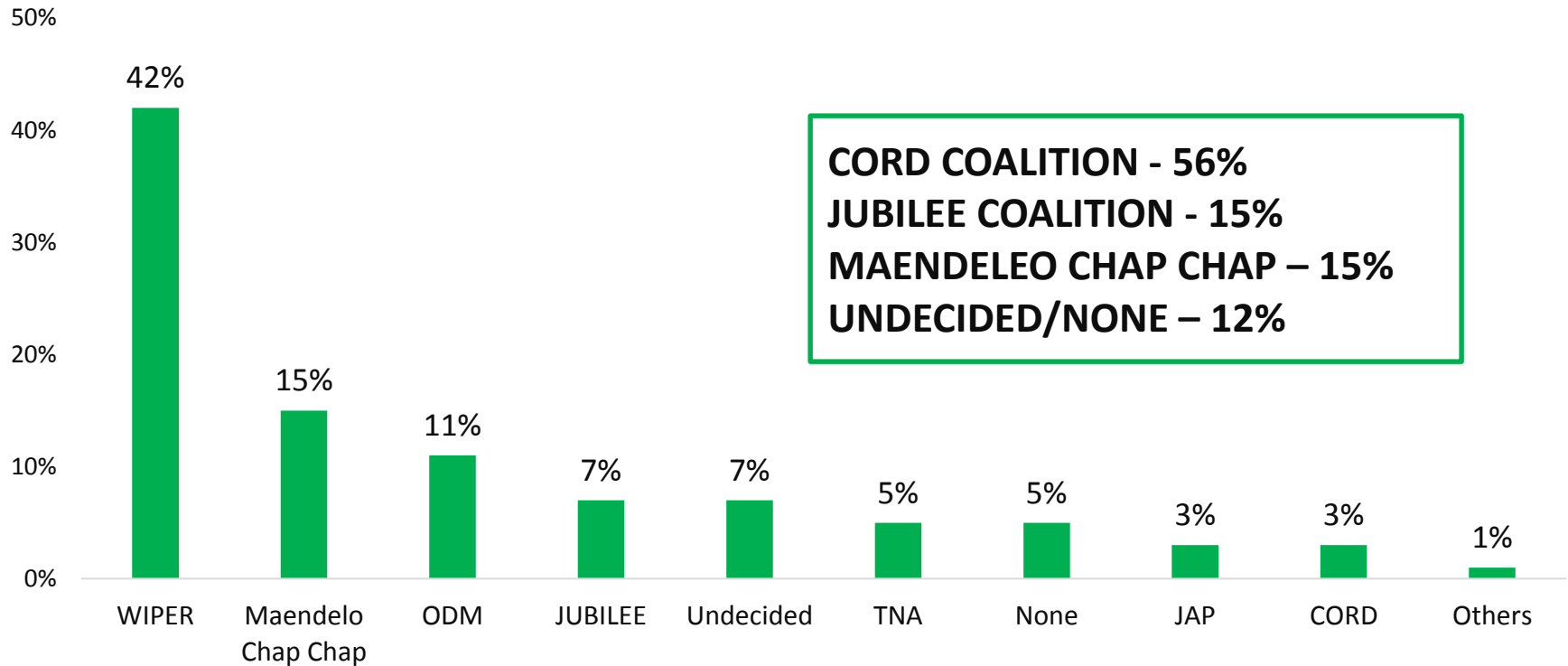
Status of Machakos County



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

Political Party Affiliation

Political party affiliation

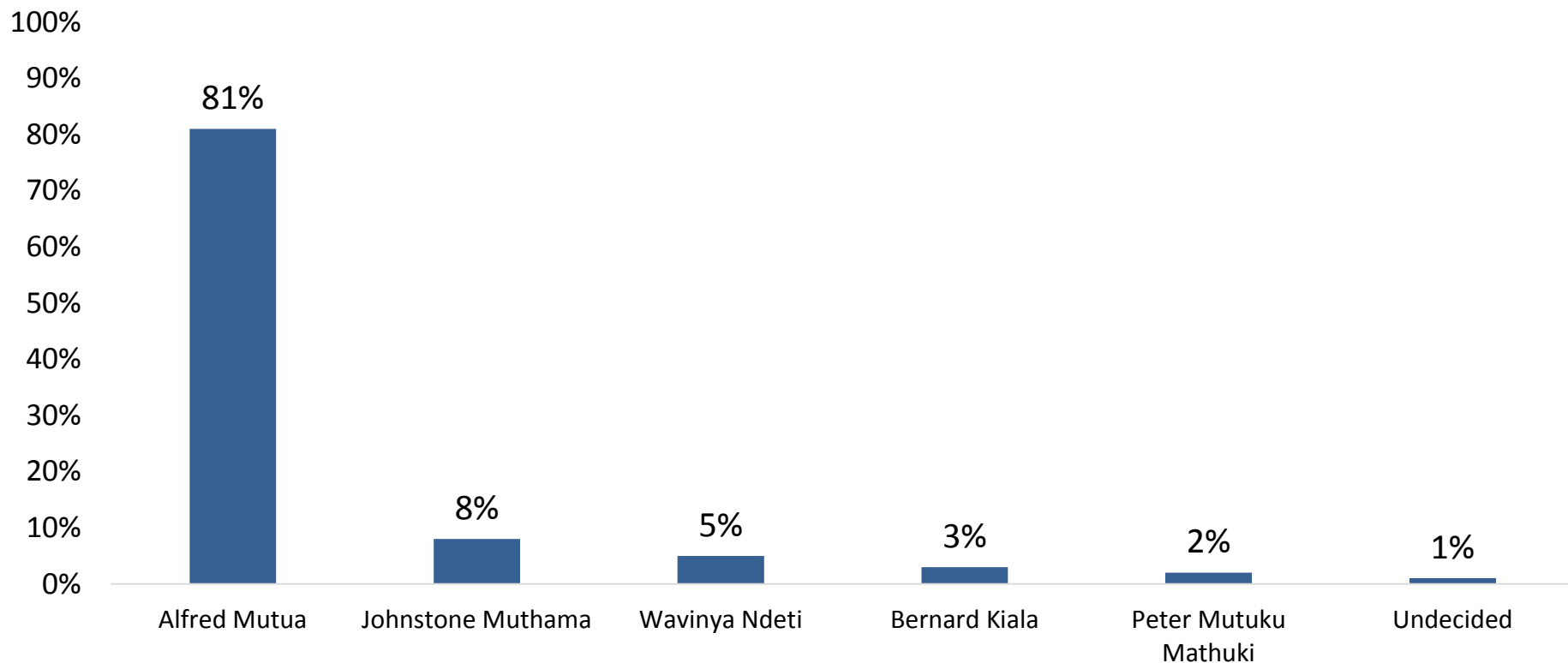


Q. Which political party do you feel closest to?

Base =538

Governor Candidates Popularity

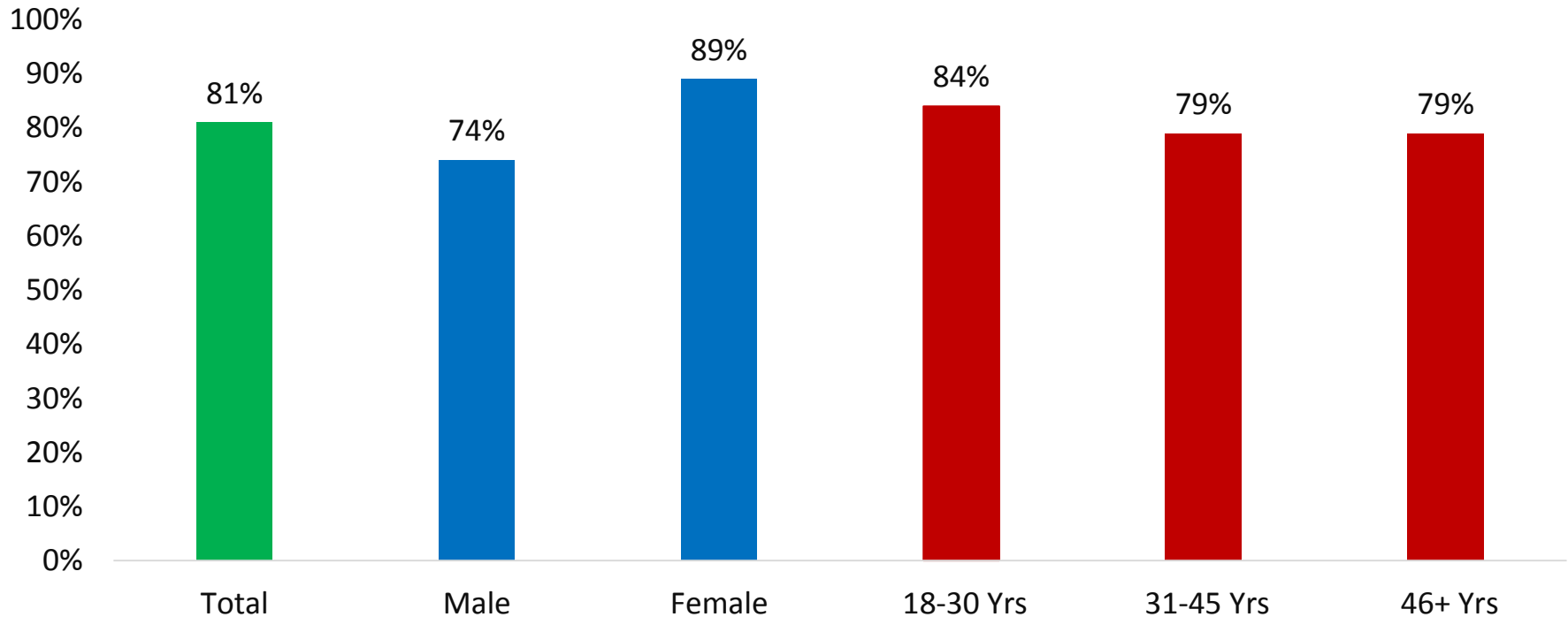
Governor candidate preference



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

Base = 538

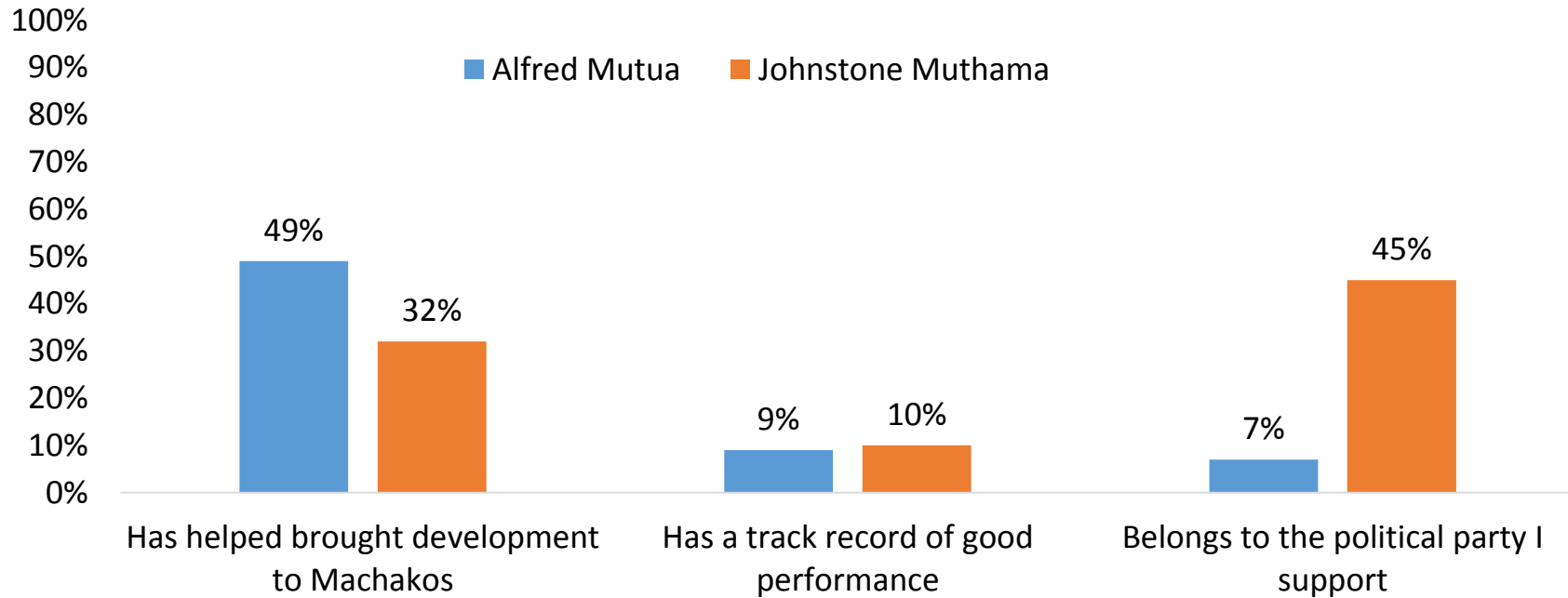
Support Levels: Gender and Age



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

Base = 538

Reasons for choice



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

Why Support Mutua

*"he loves development
more than politics"*

25-30 years

*"to continue with his
projects that he
promised"*

18-24 years

*"to give him a second
chance to complete the
projects"*

40-45 years

*"He has brought
ambulance for the
patience of Machakos"*

18-24 years

*"have done good and
new things"*

18-24 years

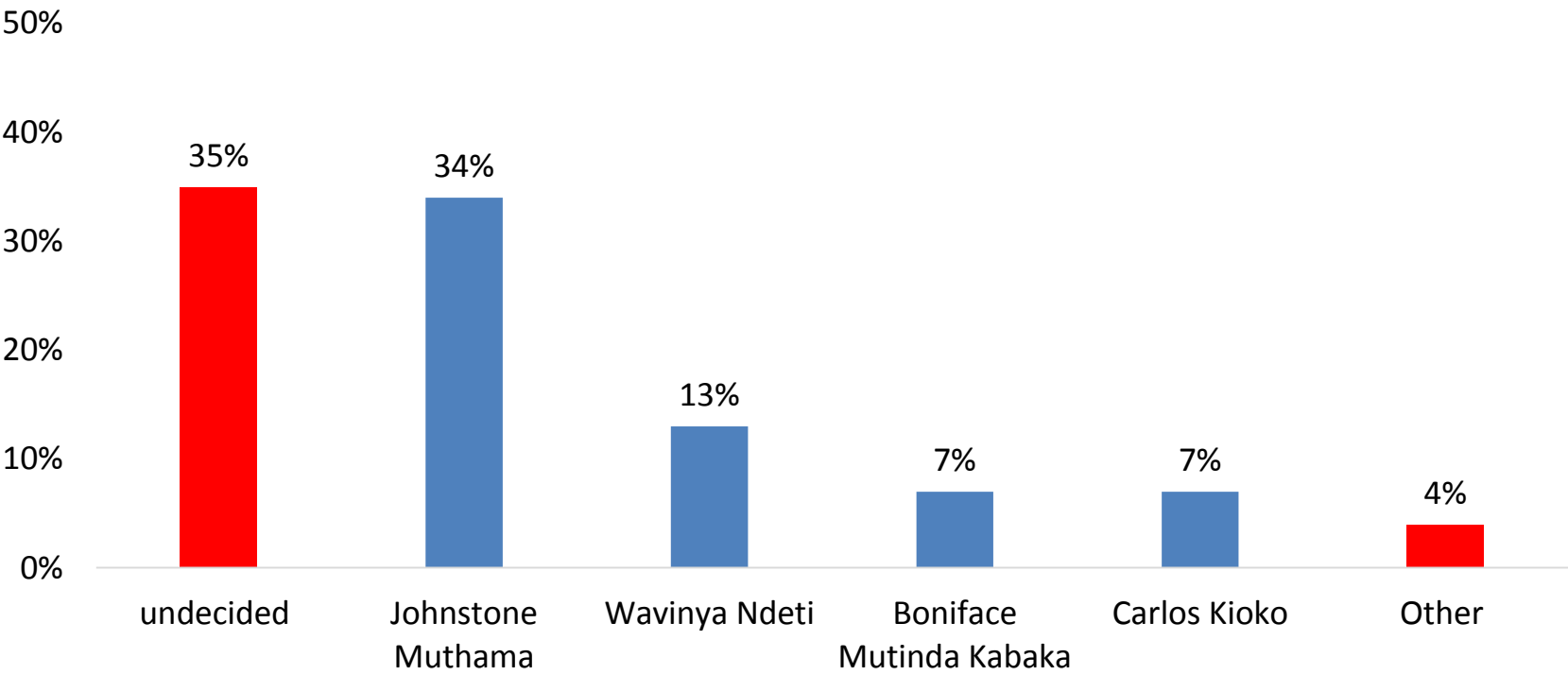
*"Because no one is good
enough to beat him, and
he has done many things
for Machakos"*

18-24 years

Senator Candidates Popularity

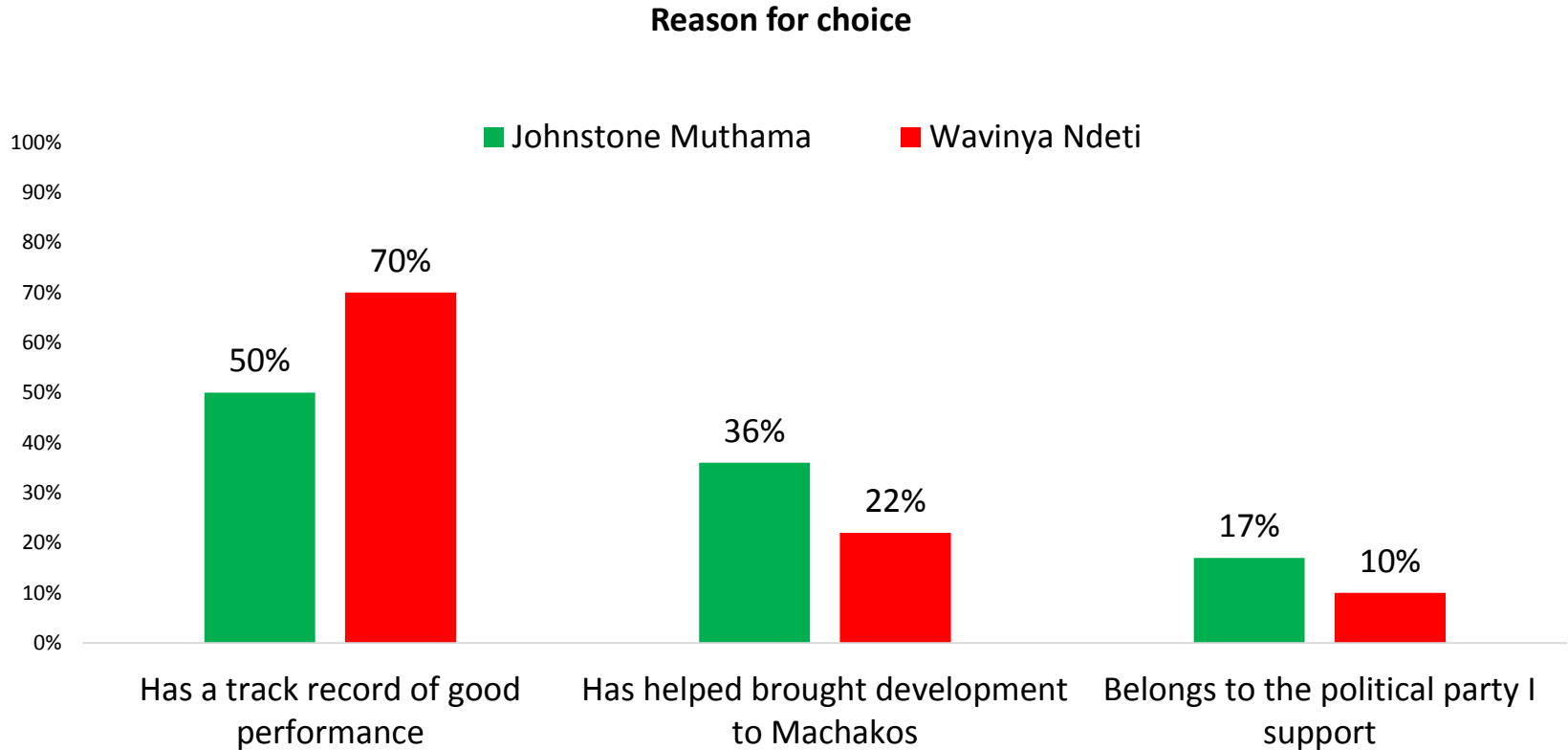


Senator candidate preference



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

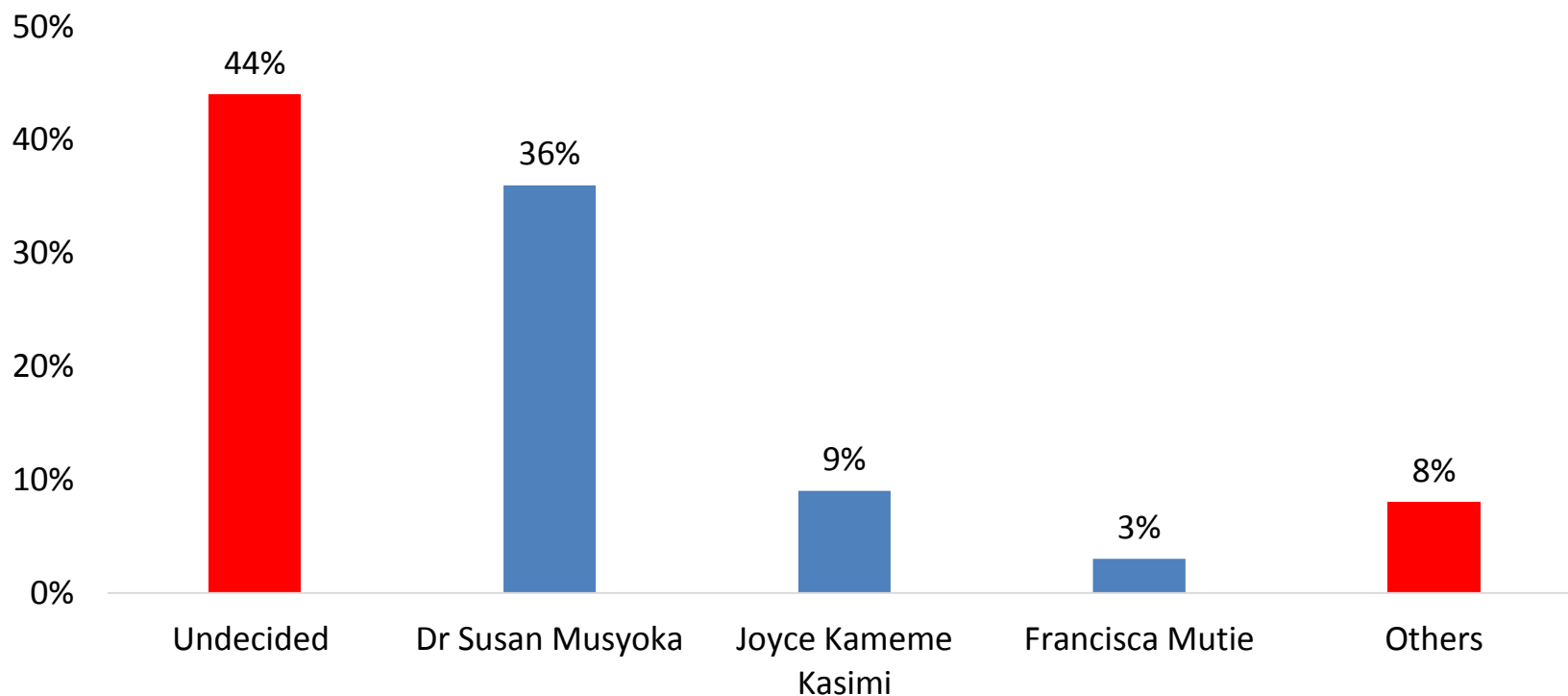
Base = 538



Q. Why would you vote for...?

Women Representative Candidates Popularity

Women representative candidate preference

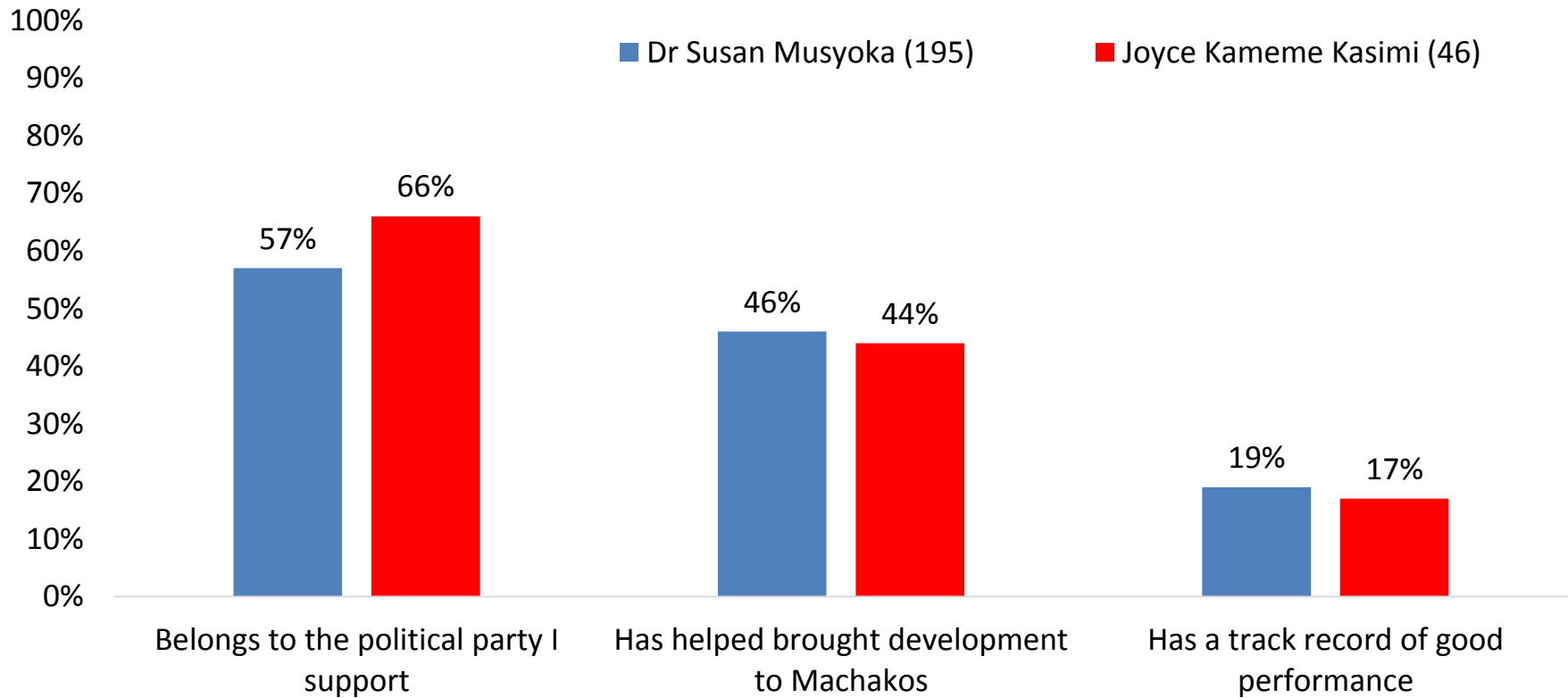


Q10.If elections were to be held today, whom would you vote for as Women Representative of Machakos?

Base 538

Reasons for voting for...

Reasons for voting



Q. Why would you vote for

Kiambu County Opinion Poll

Methodology

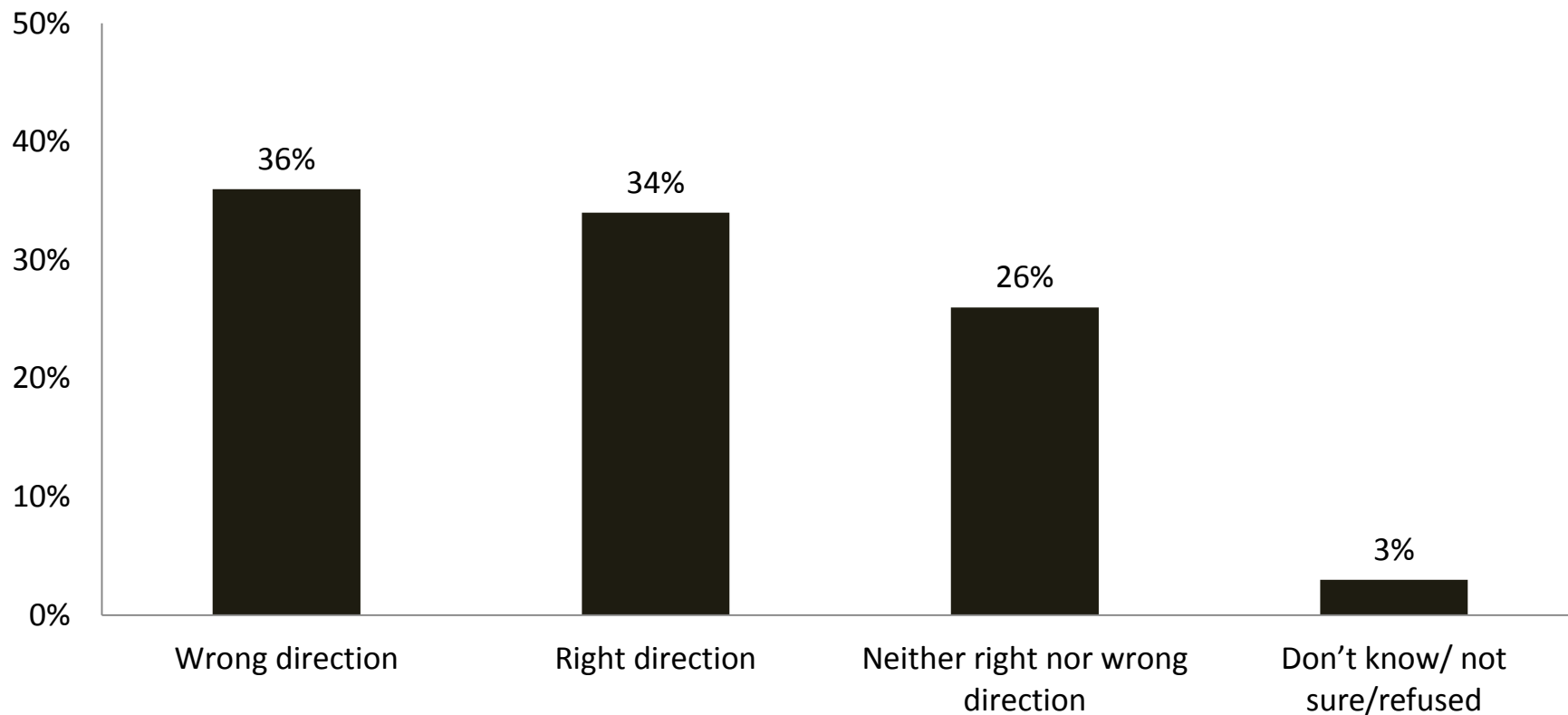


Dates	28 th to 31 st July 2016
Location	Kiambu County
Sub-counties	All the 12 sub-counties covered
Target	Both males and females aged 18+ years Registered voters
Data collection	Face to face interviews, respondents sampled from households
Sample Size	620
Margin of Error	+/- 4%
Funding	TIFA Research Funded the survey

Kiambu County Opinion Poll

August 2016

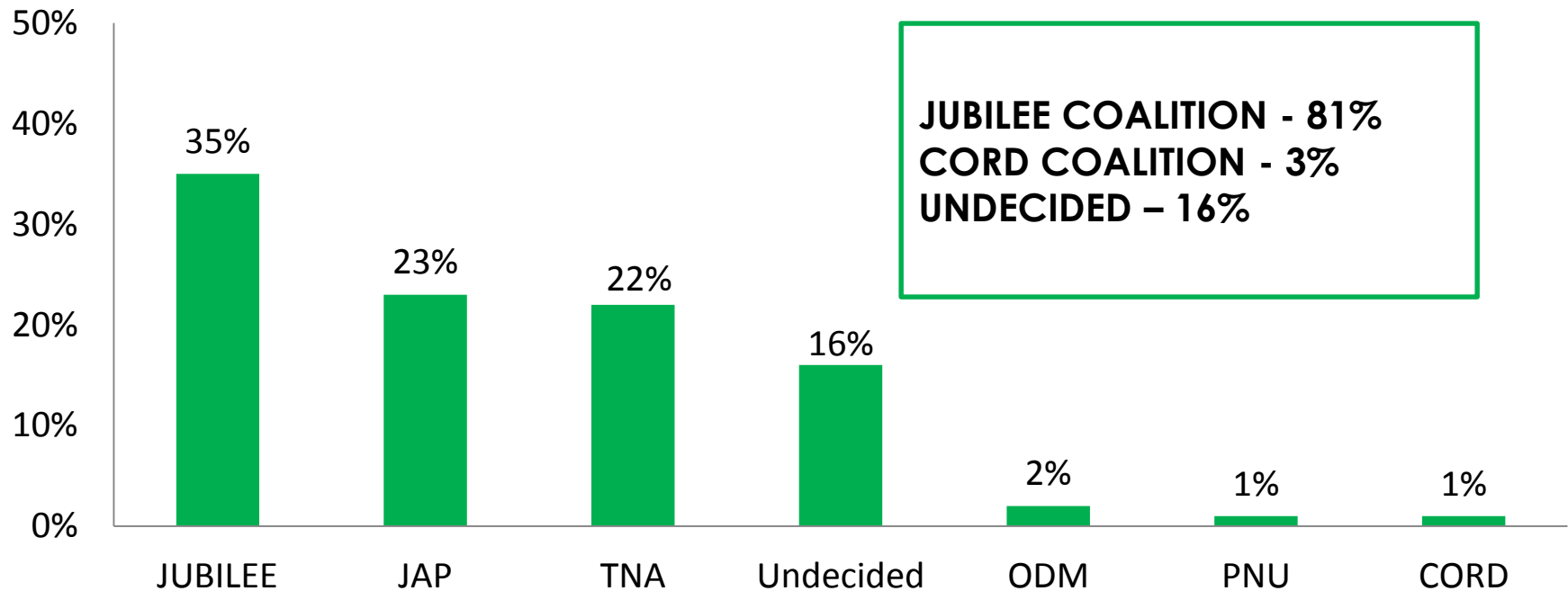
Direction County is Heading



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

Political Party Affiliation

Political party closest to

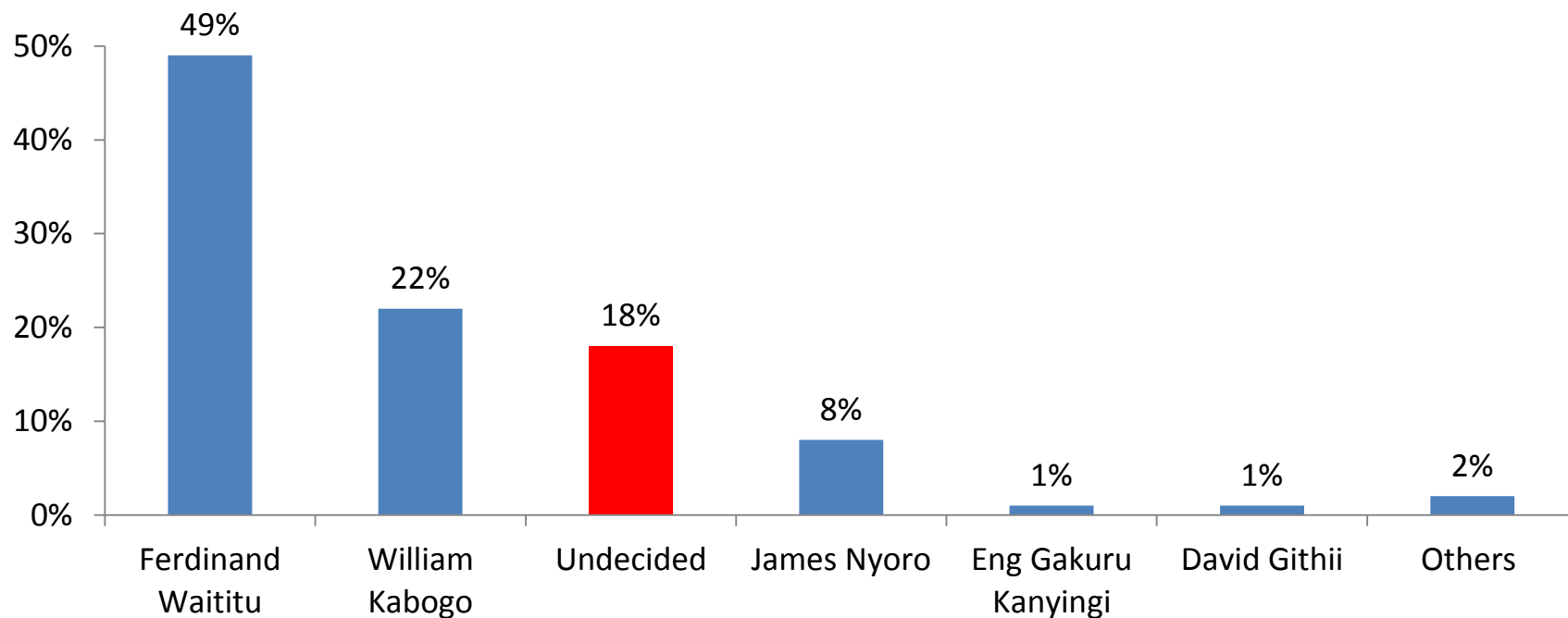


Q. Which political party do you feel closest to?

Base = 620

Governor Candidates' Popularity

Governance Preference

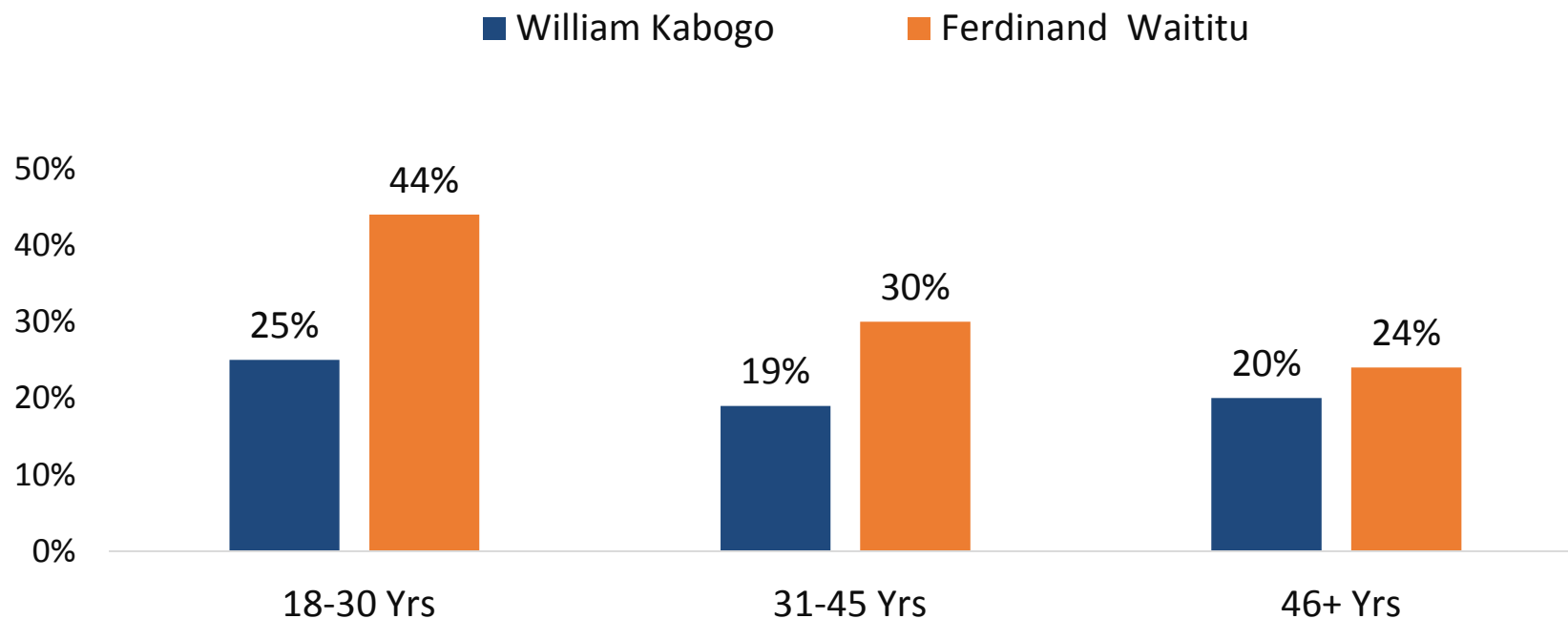


Q. If elections were to be held today, whom would you vote for as Governor of Kiambu?

Kiambu Governor Preference: By Age

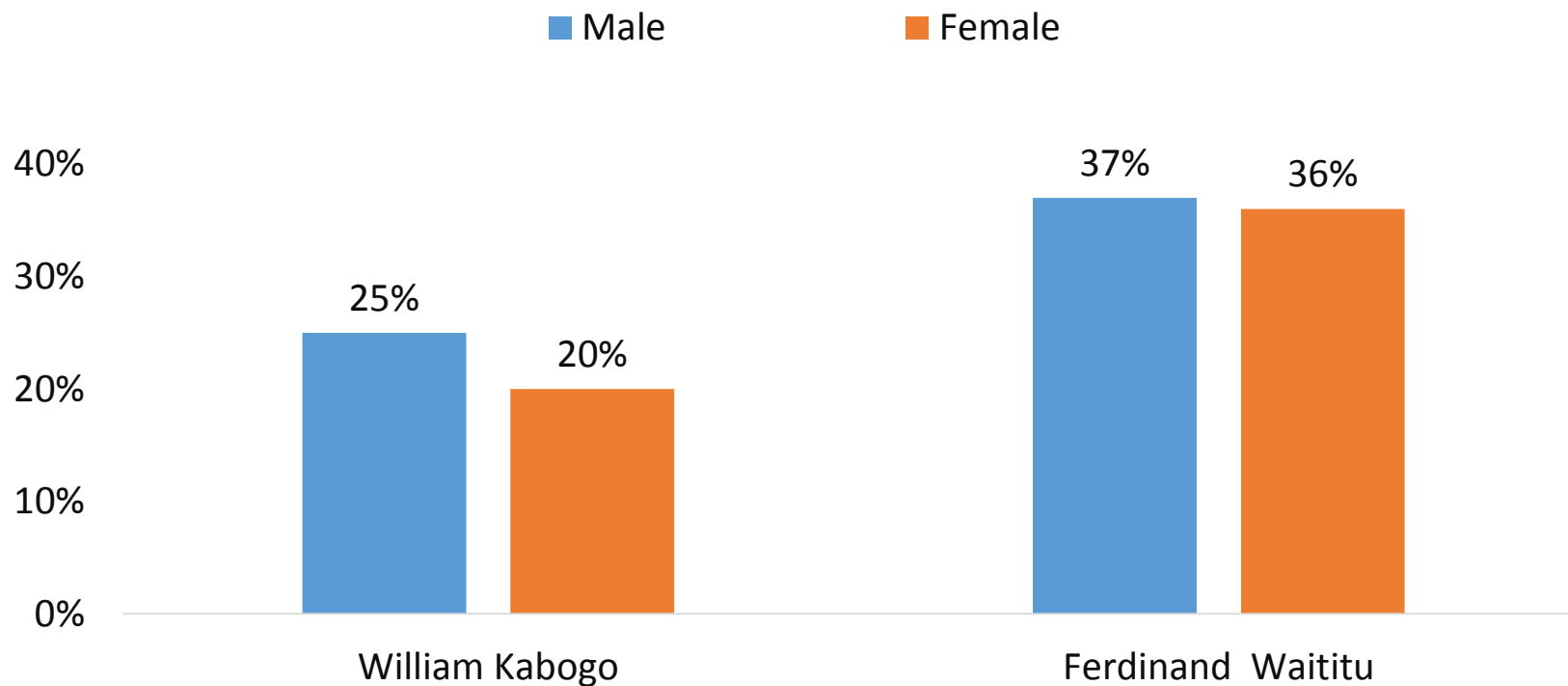


Governor preference: Age



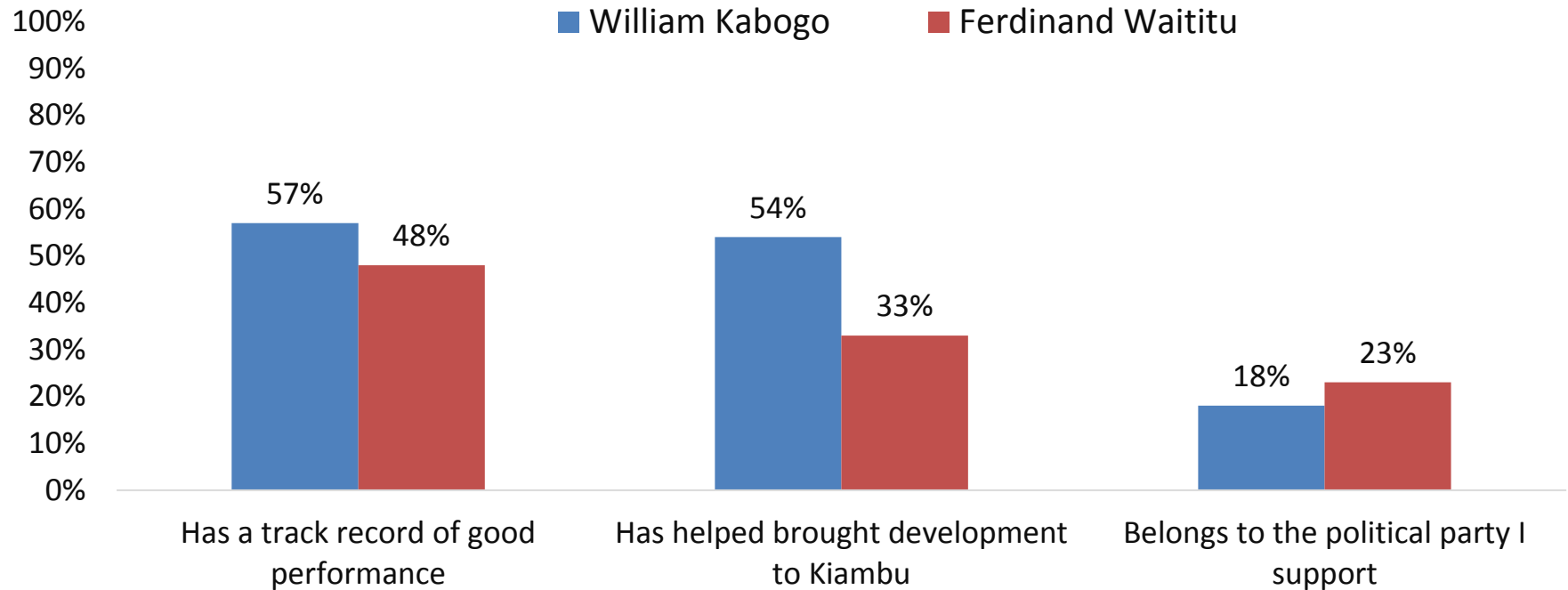
Q. If elections were to be held today, whom would you vote for as Governor of Kiambu?

Kiambu Governor Preference: By Gender



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

Reasons for voting for ...



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

Why Support Waititu

"when he was in Embakasi his work could be seen thus he is promising"

18-24 years

"We want to experiment with another person for a good change and he is suited best"

36-40 years

"To test whether his leadership can change our county"

18-24 years

"if he is called in case of problems he is quick to respond"

18-24 years

"I need anew leader for change"

18-24 years

"he is not a dictator he is open minded to peoples opinion"

40-45 years

"He fought illegal brewing ,he builds roads, he helps the youths and disciplines people"

18-24 years

Why Support Kabogo



"He needs to complete his work"

36-40 years

"he is a development initiated person and he looks forward to helping his people"

36-40 years

"He is the one who can bring change to Kiambu"

31-35 years

"Has done a lot in terms of improving the county"

36-40 years

"He doesn't fear the threats he gets from rich people who are avoiding to pay tax return"

18-24 years

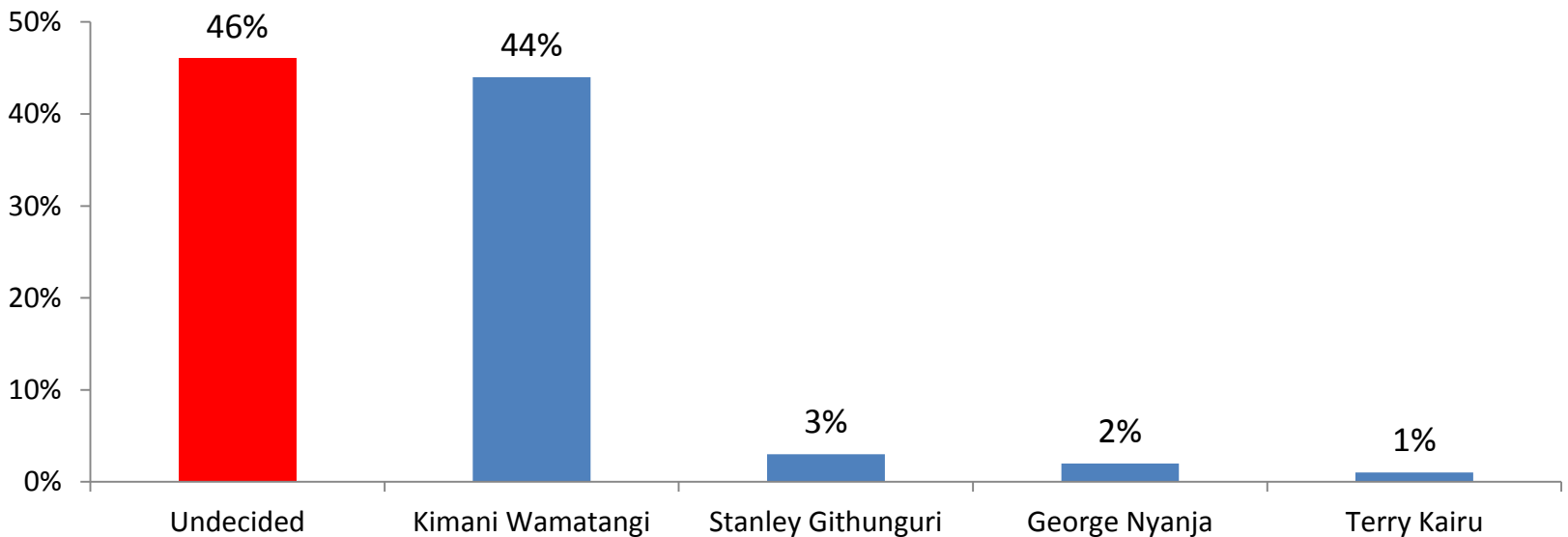
"He cares for local citizens"

25-30 years

Senatorial Candidates' Popularity

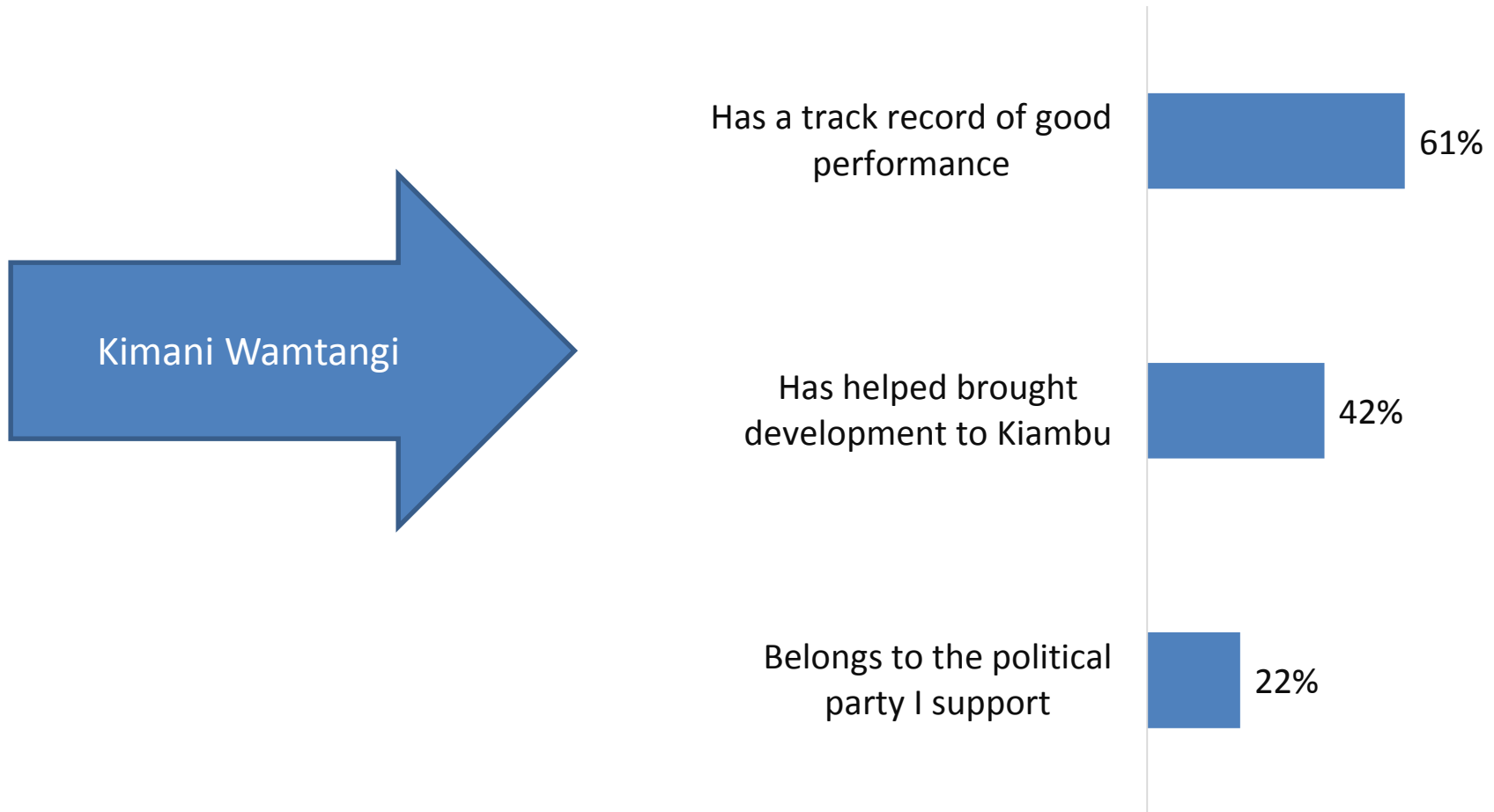


Senator Preference



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

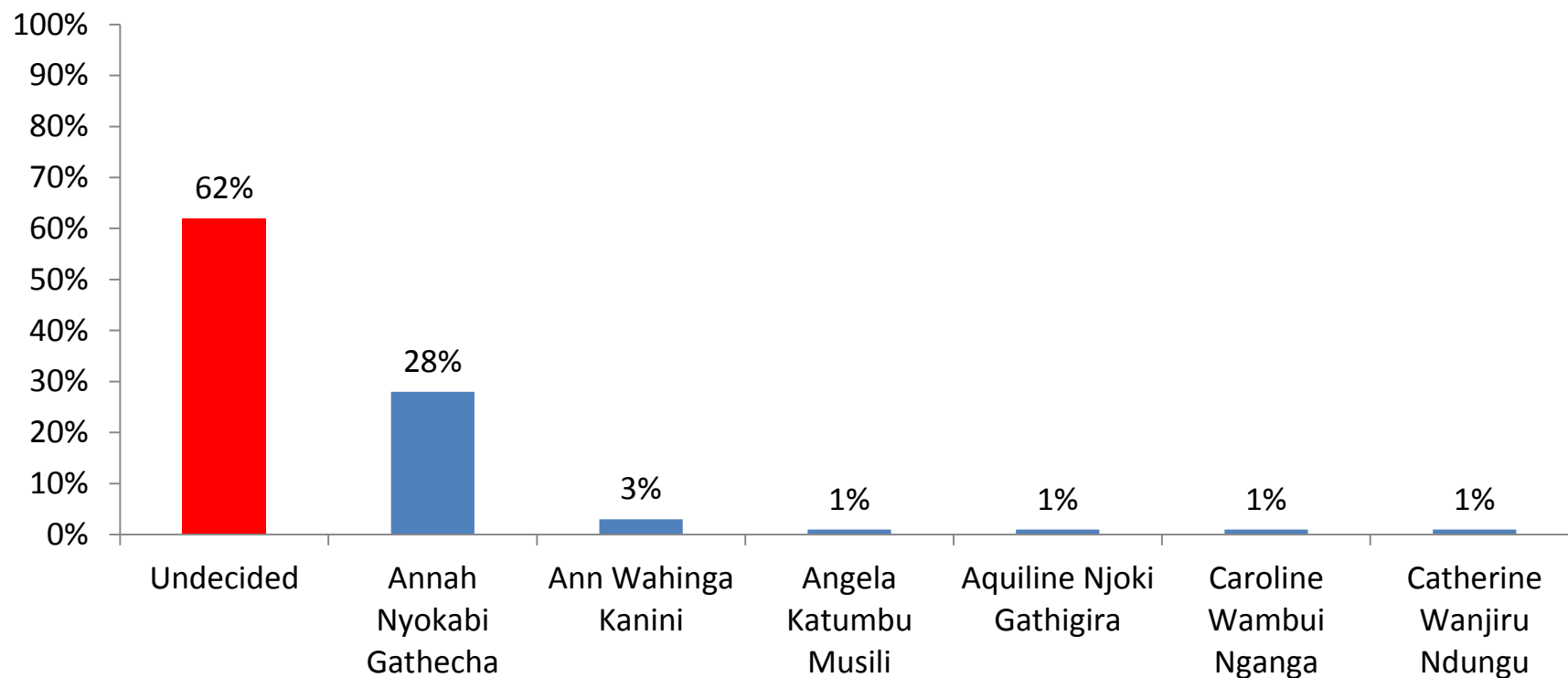
Reasons for voting for ...



Q. Why would you vote for

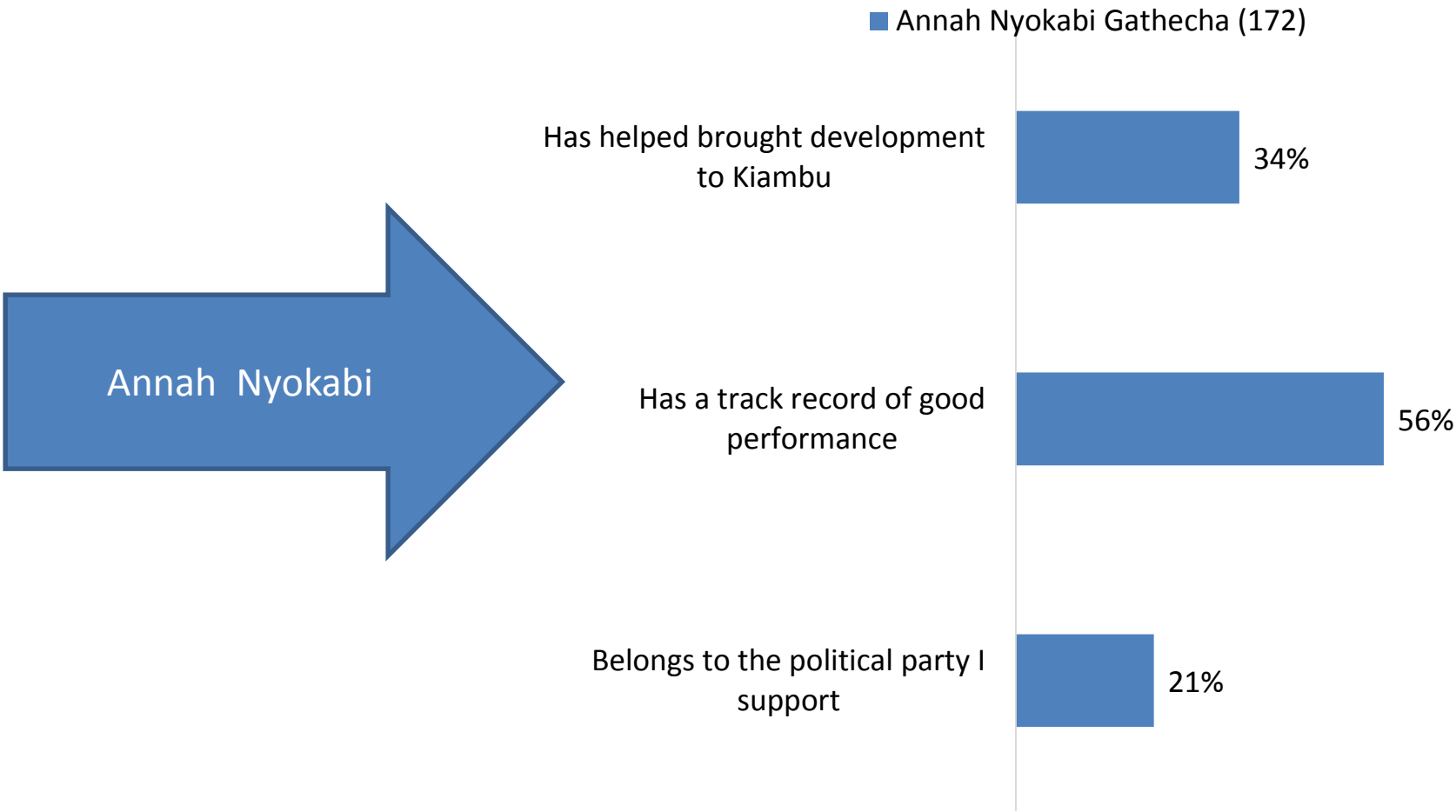
Women Representative Candidates' Popularity

Women Representative Preference



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

Reasons for voting for ...



Q. Why would you vote for

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