

# KIAMBAA CONSTITUENCY POLL RELEASE

The Opinion poll was done throughout 5 Wards in Kiambaa Constituency

Period of Data Collection: 22<sup>nd</sup> June 2021 – 26<sup>th</sup> June 2021.

Sample Size: 500

Margin of Error: +/- 3

Confidence Level: 95%

The Demographic Split was by:

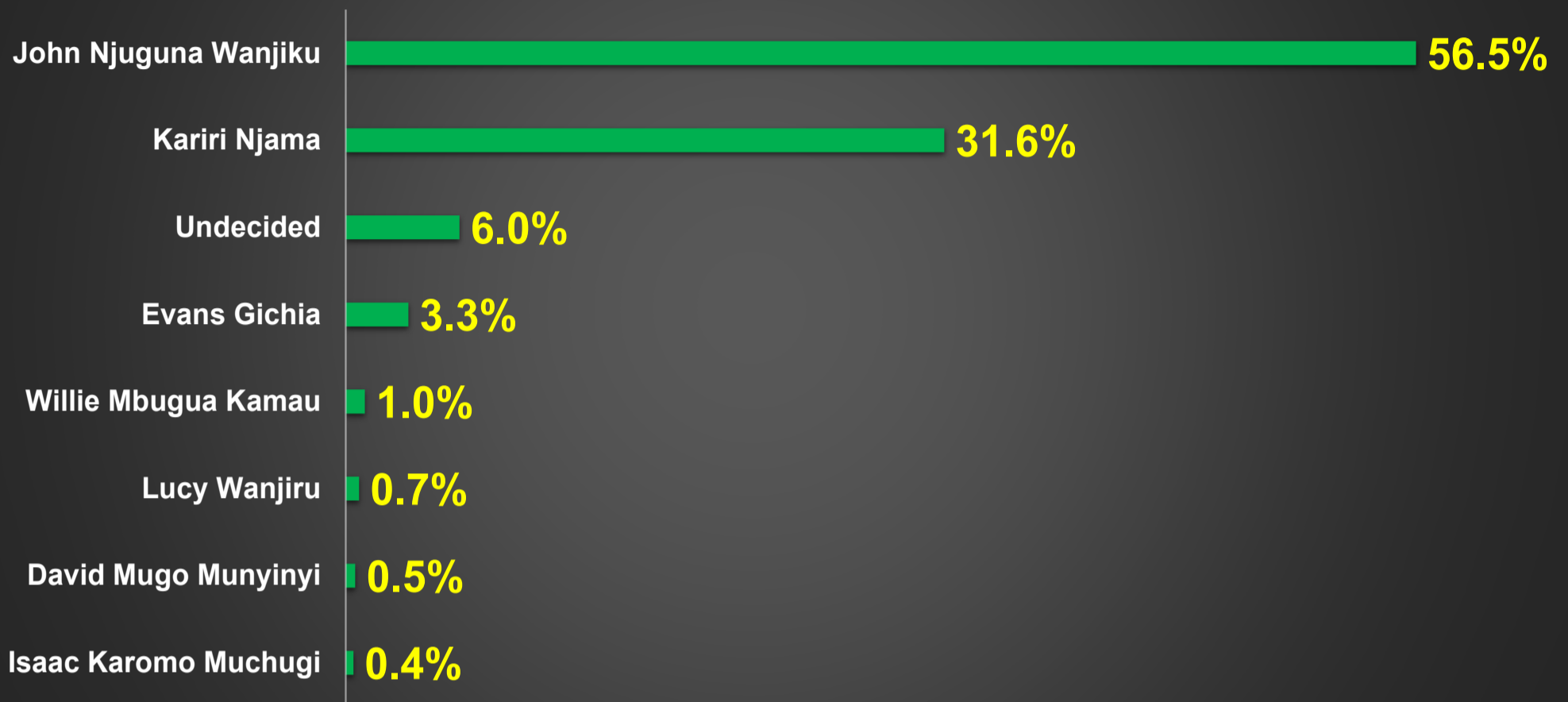
AGE (Yrs)		GENDER	
Below 30	38%	MALE	46%
30-40	26%	FEMALE	54%
40-50	22%		
Above 50	14%		

## FUNDING: SELF FUNDED

- The data outlined in this document is collected at Ward level and aggregates done on the parameters used.
- The data presented herein represents pure opinions from voters of Kiambaa Constituency in regards to the survey questions asked.

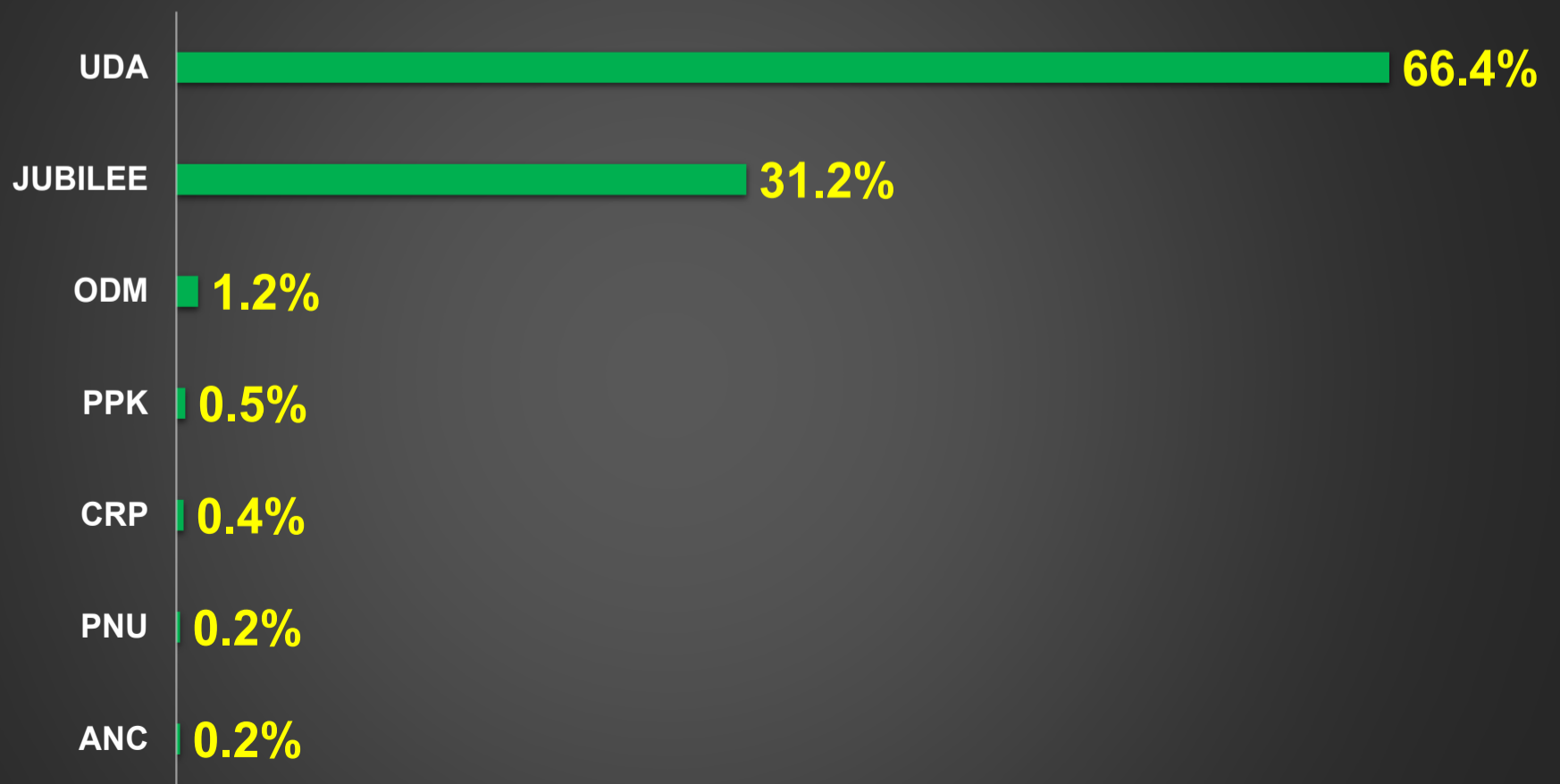
## OVERALL CANDIDATES POPULARITY RANKING

### KIAMBAA CONSTITUENCY: Overall Candidates Popularity Ranking










## OVERALL PARTY POPULARITY RANKING

### KIAMBAA CONSTITUENCY: Overall Party Popularity Ranking

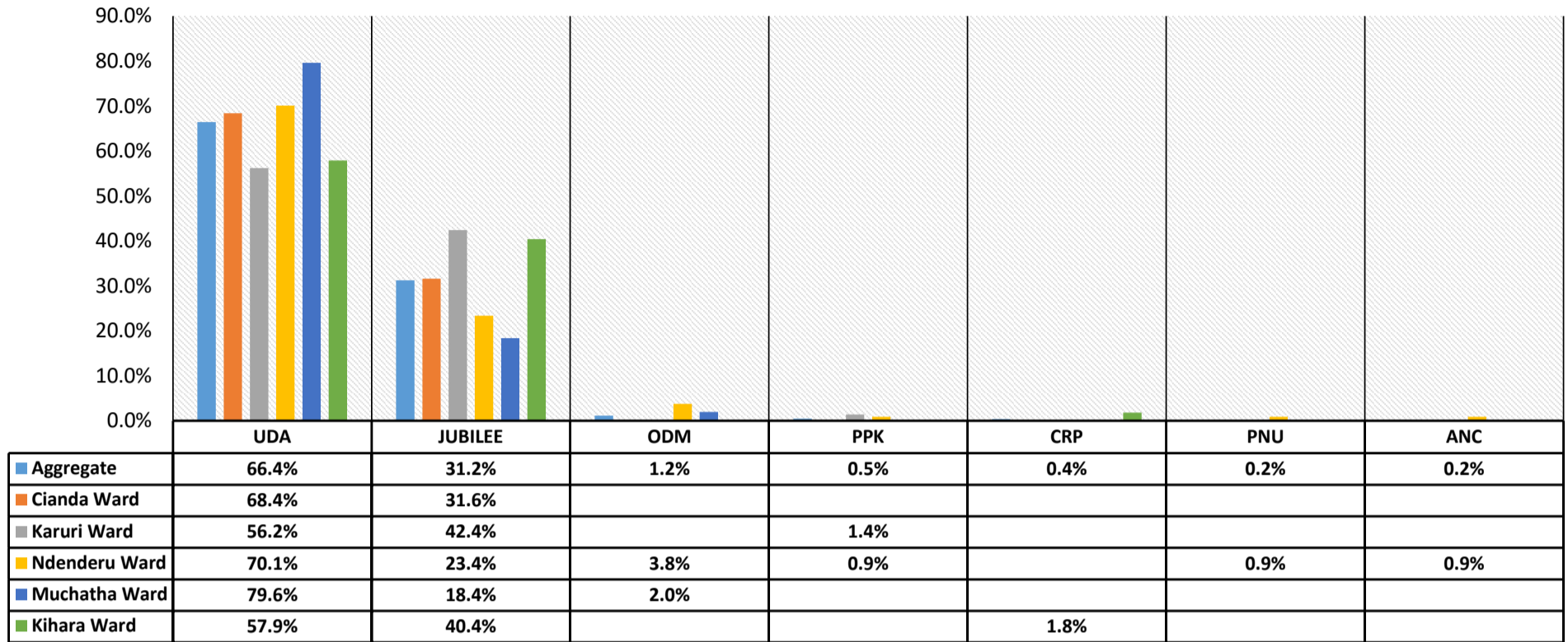


### CANDIDATES POPULARITY RANKING

	Cianda Ward	Karuri Ward	Ndenderu Ward	Muchatha Ward	Kihara Ward	AGGREGATE
<b>JOHN NJUGUNA WANJIKU</b> 	65.8%	50.7%	57.9%	57.1%	50.9%	56.5%
<b>KARANJA KARIRI NJAMA</b> 	26.3%	35.6%	29.0%	28.6%	38.6%	31.6%
<b>EVANS GICHIA</b> 		4.1%	4.7%	6.1%	1.8%	3.3%
<b>WILLIE MBUGUA KAMAU</b> 			0.9%	4.1%		1.0%
<b>LUCY WANJIRU</b> 			1.9%		1.8%	0.7%
<b>DAVID MUGO MUNYINYI</b> 			0.9%		1.8%	0.5%
<b>ISAAC KAROMO MUCHUGI</b> 					1.8%	0.4%
<b>UNDECIDED</b>	7.9%	9.6%	4.7%	4.1%	3.3%	6.0%

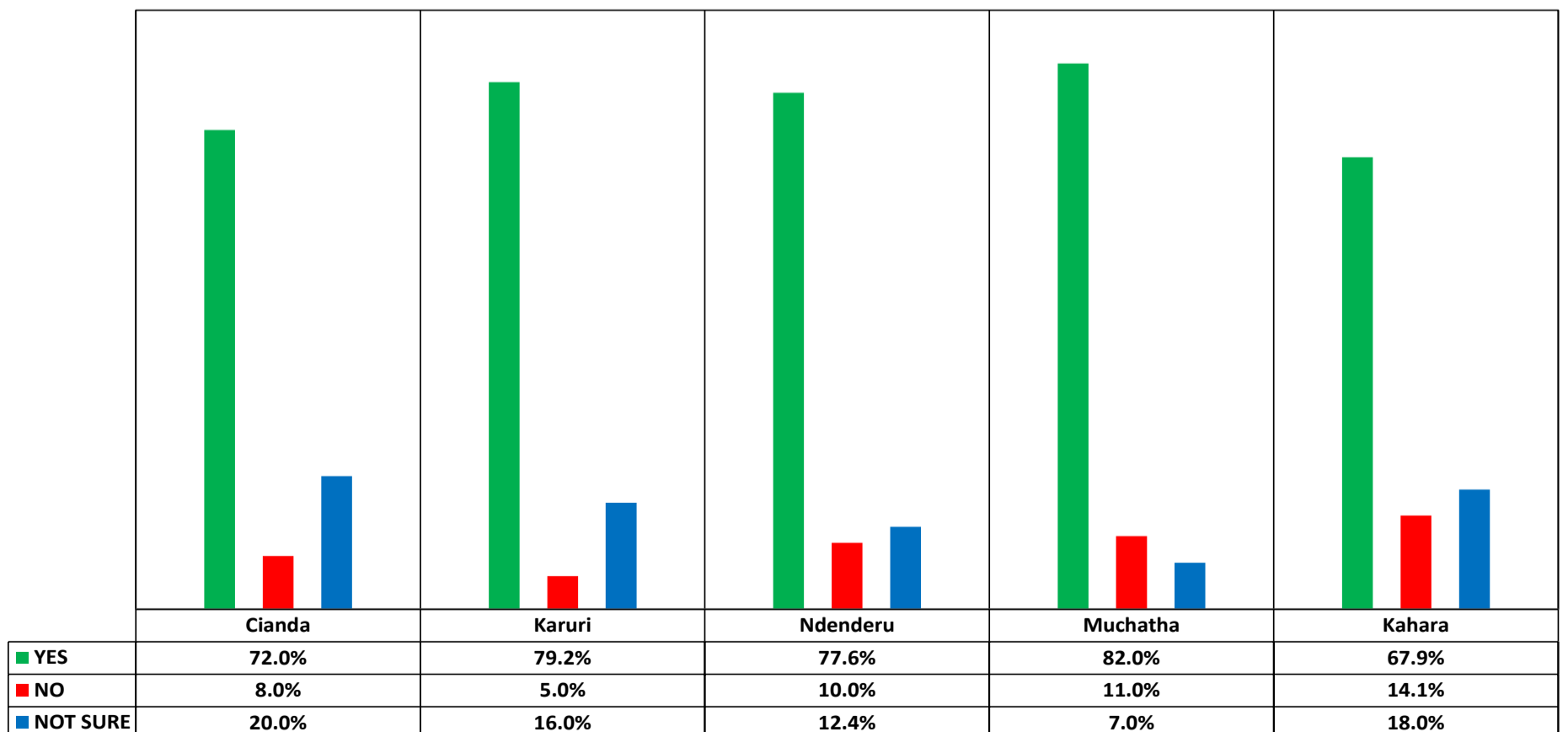
## PARTY POPULARITY RANKING

KIAMBAA CONSTITUENCY: Political Parties Preference Analysis



## VOTERS WILLINGNESS TO PARTICIPATE IN THE UPCOMING BY-ELECTION

KIAMBAA CONSTITUENCY: Voters Willingness to Participate in the Upcoming By-Election



## METHODOLOGY

To understand voter preferences in Kiambaa Constituency, Mizani Africa conducted an opinion survey between 22<sup>nd</sup> June and 26<sup>th</sup> June 2021 across its 5 wards. The data was collected independently through questionnaires. The sample size was 500, confidence level 95% with a the margin of error being +-3. We applied ourselves to a demographic split of 54% women and 46% men. Face to face interviews were conducted throught the study. Below were the key findings.

- a. The candidates popularity is dependent on their political affiliation. I.e., UDA as a newly registered party has registered a higher popularity than other political parties. This gives the candidate vying under U.D.A the competitive advantage against his competitors. On the other hand, the candidate vying under Jubilee political party has a higher popularity than the party itself which means that if he vied under the most popular political party, he would likely do better in the coming by-elections.
- b. Most voters in Kiambaa Constituency would likely vote in any candidate who is affiliated to U.D.A as the most popular political party.
- c. Most voters in Kiambaa Constituency will likely participate in the upcoming by-election.

For more information, kindly review the graphical analysis attached in this document to understand the data presented herein.