

The Infotrak International Women's day Poll 2014

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The Conceptual Need

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- ❑ Over the past seven years, **The Infotrak Poll** has conducted studies gauging the strides that have been made in the women's movement. The conceptual framework is guided by the fact that **whilst women's equality has made positive gain, the world still remains largely unequal.**
- ❑ As part of being an advocate inspiring change for women's advancement, Infotrak Research and Consulting conducted a nationwide survey which sought to establish among others:
 - **Are Kenyans satisfied with the performance of the current female legislators in Parliament?**
 - **What are the key barriers that women face who seek to join politics**
 - **Has politics changed for the better or worse with increased participation of women in politics?**
 - **Do women make for better managers than men?**
 - **Are women facing discrimination in the corporate Kenya?**
 - **Which women are perceived to have inspired change in Kenya?**

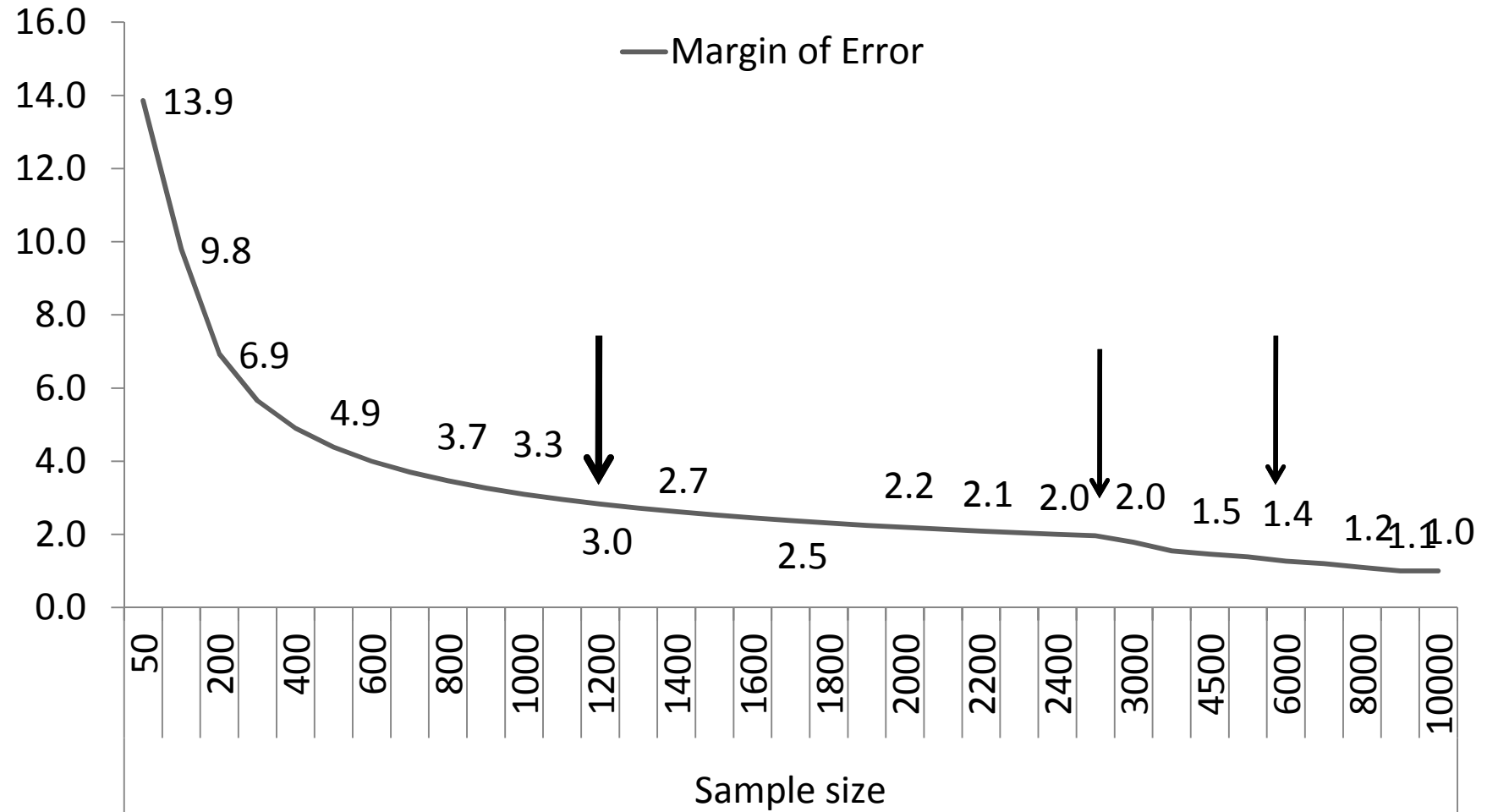
The Methodology

How the study was carried out

- ❑ The poll was conducted and sponsored by Infotrak Research & Consulting between 2nd and 4th March, 2014
- ❑ A sample of 1200 respondents was interviewed to represent the Kenyan adult population of 19,462,358 translating into a minimum margin of error of ± 5 at 95% degree of confidence. The survey covered the 8 core Kenyan regions previously known as provinces.
- ❑ Using the 2009 Kenya Population & Housing Census as the sample frame, the sample was designed using Population Proportionate to Size (PPS) and mainly entailed;
 - Use of stratification, random and systematic sampling in drawing regions to be covered
 - Ensuring further distribution by area, age and gender
 - Using the region, county and constituency as the key administrative boundaries
 - Ensured that every person in the sampled area had a known chance of being selected
- ❑ Fieldwork was conducted using Computer Assisted Telephonic Interviews
 - 25% of the interviews were back checked for quality control
- ❑ Data processing & analysis was carried using STATA and SPSS 21.0
- ❑ The questions asked of respondents are highlighted for each graphic presentation

- ☐ Margin of error decreases as the sample size increases, but only up to a certain point.
- ☐ A very small sample, such as 50 respondents, has about a 14 percent margin of error while a sample of 1,000 has a margin of error of 3 percent.
- ☐ By doubling the sample to 2,000, the margin of error only decreases from ± 3 percent to ± 2 percent and ± 1.8 percent for a sample size of 4000.
- ☐ This illustrates that there are diminishing returns when trying to reduce the margin of error by increasing the sample size.
- ☐ What is imperative is to ensure that the sample is representative of the universe you wish to cover. This is why in a continent the size of USA, most sample sizes range between 1000 -3000 covering the entire population. And the results are more or less accurate
- ☐ A 95 percent level of confidence is the acceptable standard for social surveys.

Margin of Error Illustration



	REGION	% OF TOTAL POPULATION	SAMPLE ALLOCATION
1	COAST	8%	96
2	NORTH EASTERN	4%	48
3	EASTERN	15%	180
4	CENTRAL	14%	168
5	RIFT VALLEY	24%	288
6	WESTERN	11%	132
7	NYANZA	13%	156
8	NAIROBI	11%	132
	TOTAL	100%	1200

Finding 1

Whilst Kenyans are happy with the general presence of more women in parliament as indicated by 63%, most Kenyans feel that there is room for marked improvement and dynamism in women's overall performance and contribution to changing parliament.

40% of Kenyans feel that the presence of women in parliament has only brought about “small change”

- ❑ Asked whether the presence of women legislators in parliament had brought about change in the house, 40% indicated that women had only brought small change in parliament.
 - Only 17% felt that women’s presence had resulted in substantial or noticeable change.
 - 18% haven’t noticed any change at all in parliament with the increased presence of women.

	Central	Coast	Eastern	Nairobi	North Eastern	Nyanza	Rift Valley	Western	Overall
Substantial change	1.9%	2.9%	2.2%	2.7%	0%	2.6%	3.3%	2.7%	2.6%
Noticeable change	11.4%	15.7%	19.4%	23.0%	9.1%	10.3%	15.3%	5.5%	14.1%
Small change	42.9%	43.1%	32.3%	31.1%	45.5%	43.6%	36.1%	50.7%	39.9%
No noticeable change	18.1%	15.7%	18.3%	14.9%	12.1%	20.5%	18.6%	16.4%	17.6%
Dont know	25.7%	22.5%	28.0%	28.4%	33.3%	23.1%	26.8%	24.7%	25.9%

Finding 2

It may be implied that Kenyans are keen to see more dynamism from current women legislators because an overwhelming majority; 77% believe that increased participation of women in politics will improve the status of politics in Kenya

Do you think that increased participation of women in politics and parliament would.....

	Central	Coast	Eastern	Nairobi	North Eastern	Nyanza	Rift Valley	Western	Overall
Improve the status of politics in Kenya	81.2%	77.9%	68.9%	67.6%	81.8%	79.0%	78.5%	78.9%	76.9%
Worsen the status of politics in Kenya	8.9%	12.6%	16.7%	13.2%	9.1%	12.4%	12.8%	2.8%	11.6%
Make no difference to politics in Kenya	9.9%	9.5%	14.4%	19.1%	9.1%	8.6%	8.7%	18.3%	11.6%

Finding 3

80% of Kenyans agree that Women face great obstacles when attempting to get into politics

80% of Kenyans agree that Women face great obstacles when attempting to get into politics with the key deterrent being fear of insecurity and unwarranted attack from male opponents

What do you think is the key deterrent for women starting off in politics?	Incidence N=1200
Domestic responsibilities	9.0%
Prevailing cultural attitudes regarding the role of women in society	9.7%
Lack of support from family	13.1 %
Lack of confidence	8.8%
Lack of finance	11.0%
Lack of support from political parties	4.0%
Fear of insecurity and attack from male opponents	44.4%

Indeed most Kenyans 87% feel that women should increasingly strive to hold key positions in political parties because political parties matter!

	Central	Coast	Eastern	Nairobi	North Eastern	Nyanza	Rift Valley	Western	Overall
Yes	92.4%	88.2%	86.0%	82.4%	75.8%	87.2%	85.8%	84.9%	86.4%
No	7.6%	11.8%	14.0%	17.6%	24.2%	12.8%	14.2%	15.1%	13.6%

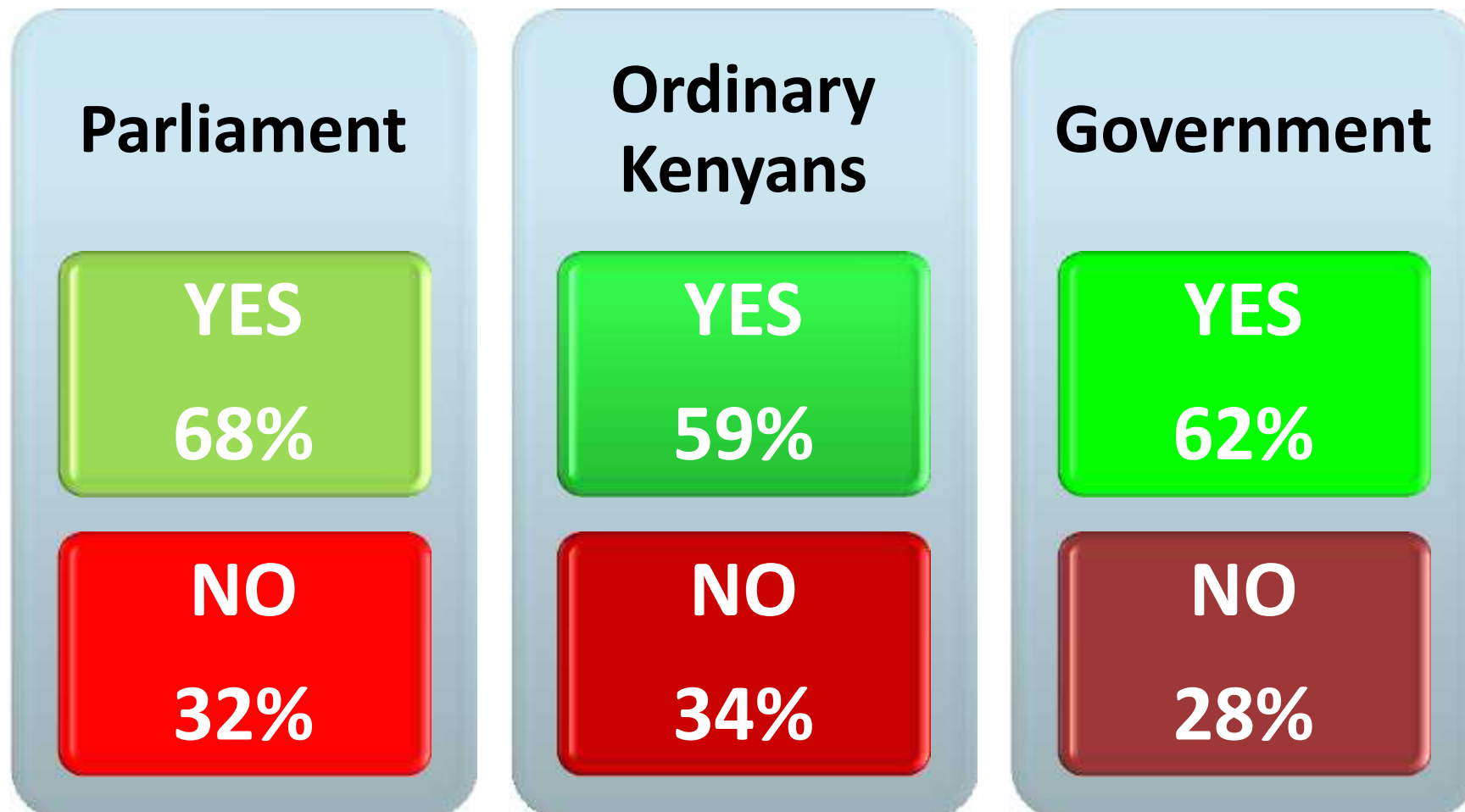
Should women strive to hold key positions in political parties?

Finding 4

**Is the Kenya society gender
sensitive?
What do you think?**

Are we gender sensitive?

Ordinary Kenyans need to work harder on gender sensitivity that government and Parliament

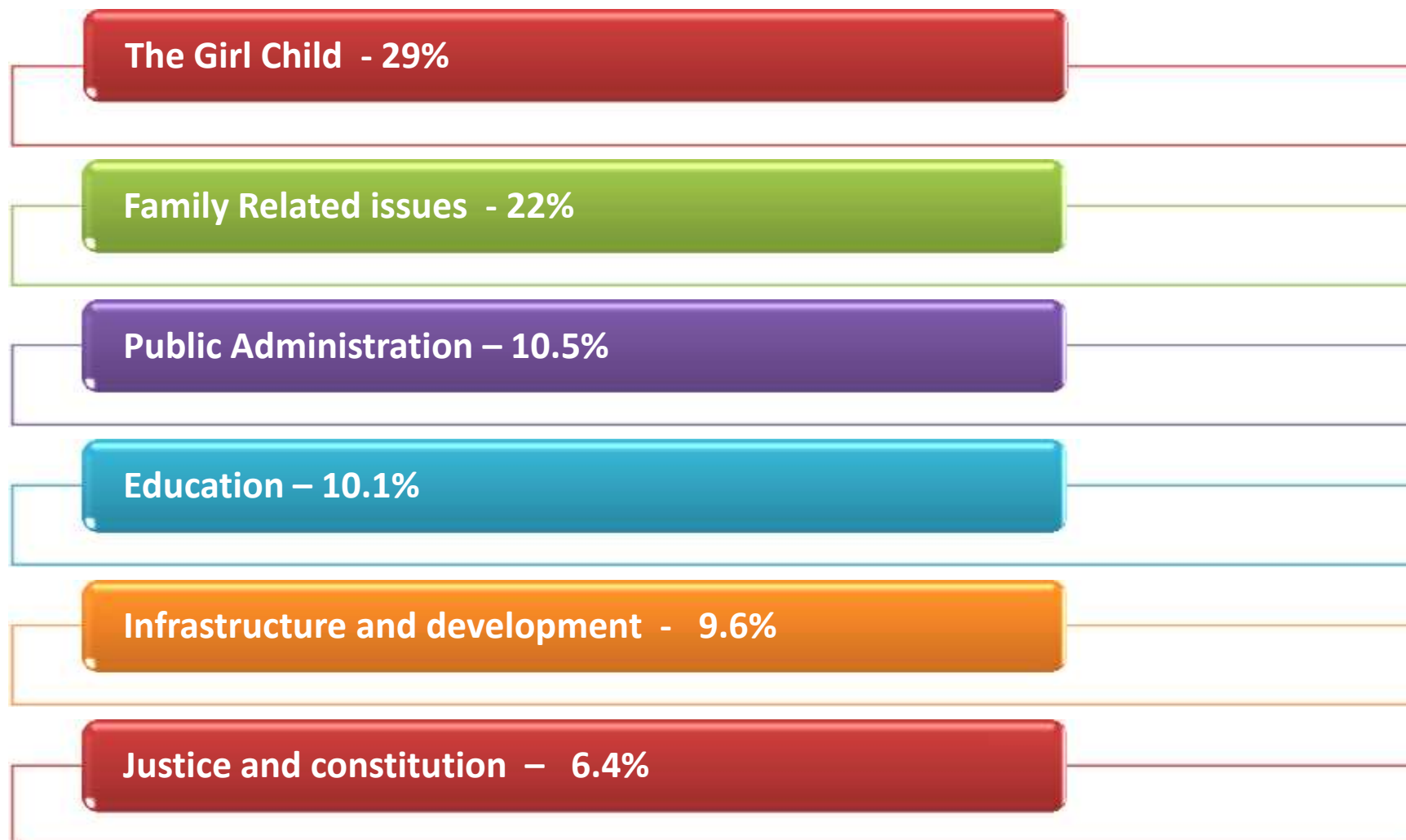


Finding 5

The top four areas that women politicians should focus on include:

1. Girl Child
2. Family related issues
3. Public administration
4. Infrastructure development

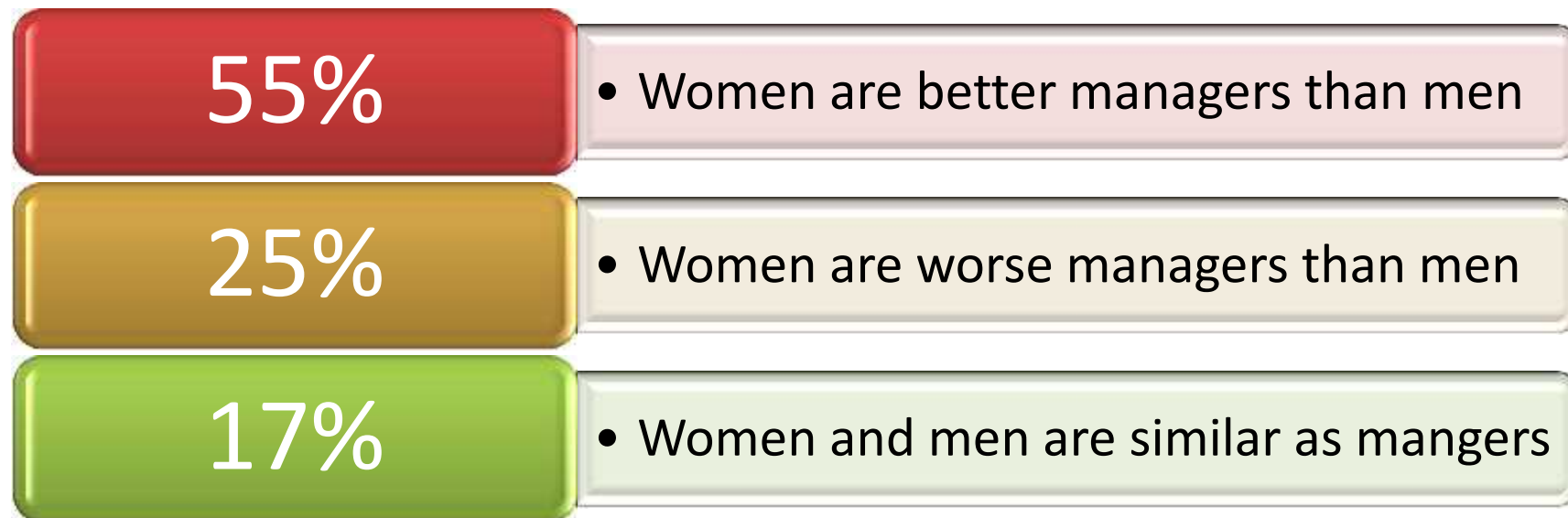
In spite of the various organizations that focus on the girl child, Kenyans still think our female politicians should focus on the girl child (30%). Other areas of focus include, *family related issues* (22%), *public administration* (11%) and *education* (10%)



Finding 6

Whether in government or private sector, women are perceived to be better managers than men as indicated by 55%

Though there are less women managers both in government or the private sector than men (77%), Kenyan prefer them for they are better managers than men (55%)



Finding 7

Key roles that women
should play in Kenya

The place of women in society has changed from being home making to decision makers and drivers of the economy. A view, Kenyans hold when asked the roles our women should play.



Finding 8

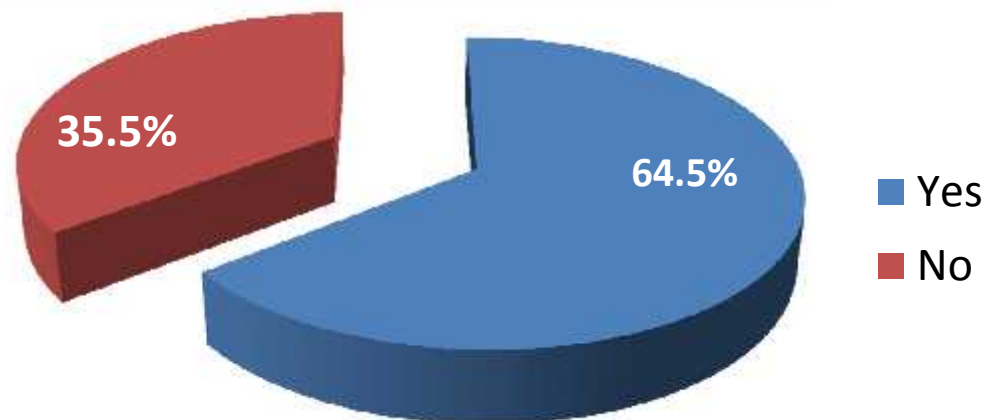
Will a woman ever be president of Kenya?

Yes according to Kenyans. Even though no female presidential candidate has ever gotten even 20% of votes cast in the history of independent Kenya, more than half (54.9%) of Kenyans believe a woman will ever be a president of Kenya with 64.5% indicating they would vote for a woman president

Will a woman ever be president of Kenya?

	Central	Coast	Eastern	Nairobi	North Eastern	Nyanza	Rift Valley	Western	Overall
Yes	58.2%	50.5%	54.8%	52.5%	51.5%	57.1%	53.4%	60.5%	54.9%
No	32.7%	36.7%	38.7%	37.5%	36.4%	32.8%	37.7%	30.3%	35.5%
Don't know	9.1%	12.8%	6.5%	10.0%	12.1%	10.1%	8.9%	9.2%	9.6%

☐ 64.5% would vote for a woman president

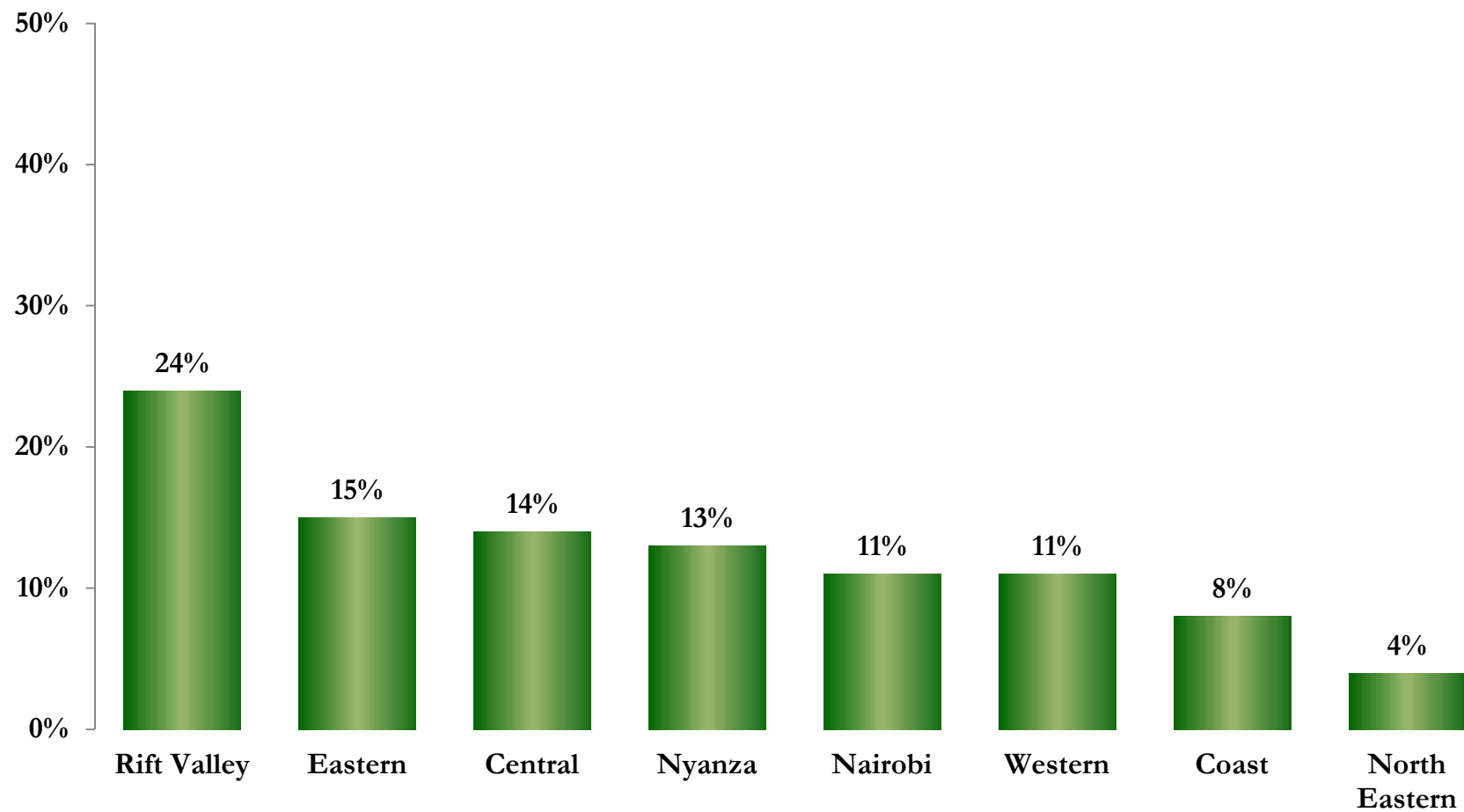


In a nutshell...

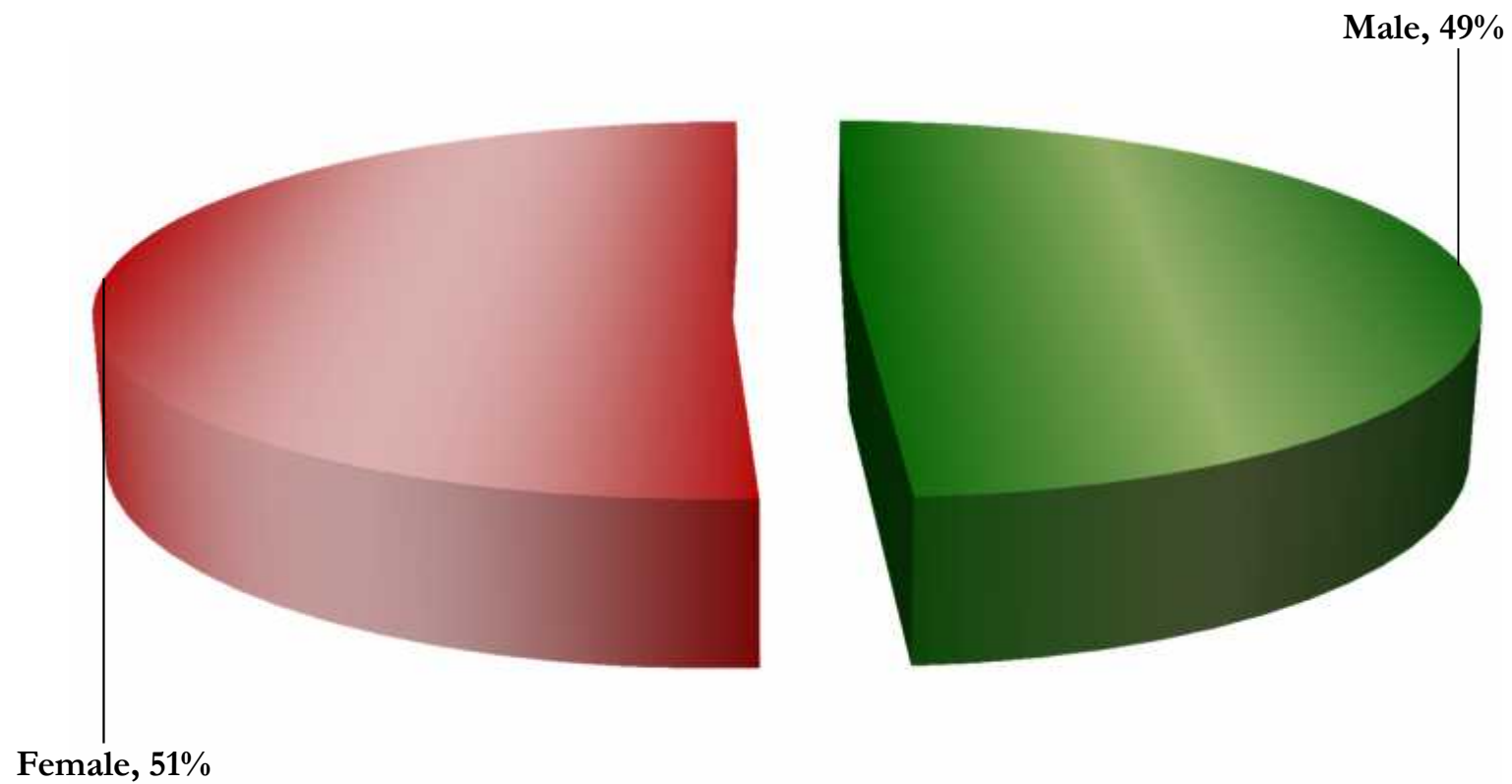
- ❑ Women currently in politics need to assert themselves to prove that the fight for 1/3 gender rule was valid. Kenyans want to see more dynamism from female legislators and feel that their presence in parliament initiates positive change.
- ❑ Indeed majority of Kenyans believe that increased participation by women in politics will markedly improve the politics in Kenya
- ❑ Not only are women perceived to be better managers and administrators than men, their increased participation in party politics is greatly yearned for by Kenyans.
- ❑ Half of Kenyan believe that a woman has a chance of ever being elected as president of Kenya. Over 60% indicated that they would vote for a woman president.
 - Women should therefore not wait for the last minute, but seek to leverage themselves in parliament, in political parties and indeed society at large.
 - The time to start planning for the future is now!
- ❑ As they plan, women must strategize on how to mitigate the barriers that hamper their entry into politics; unfair competition from men, lack of finances and family support must be dealt with early in the day.

DEMOGRAPHICS

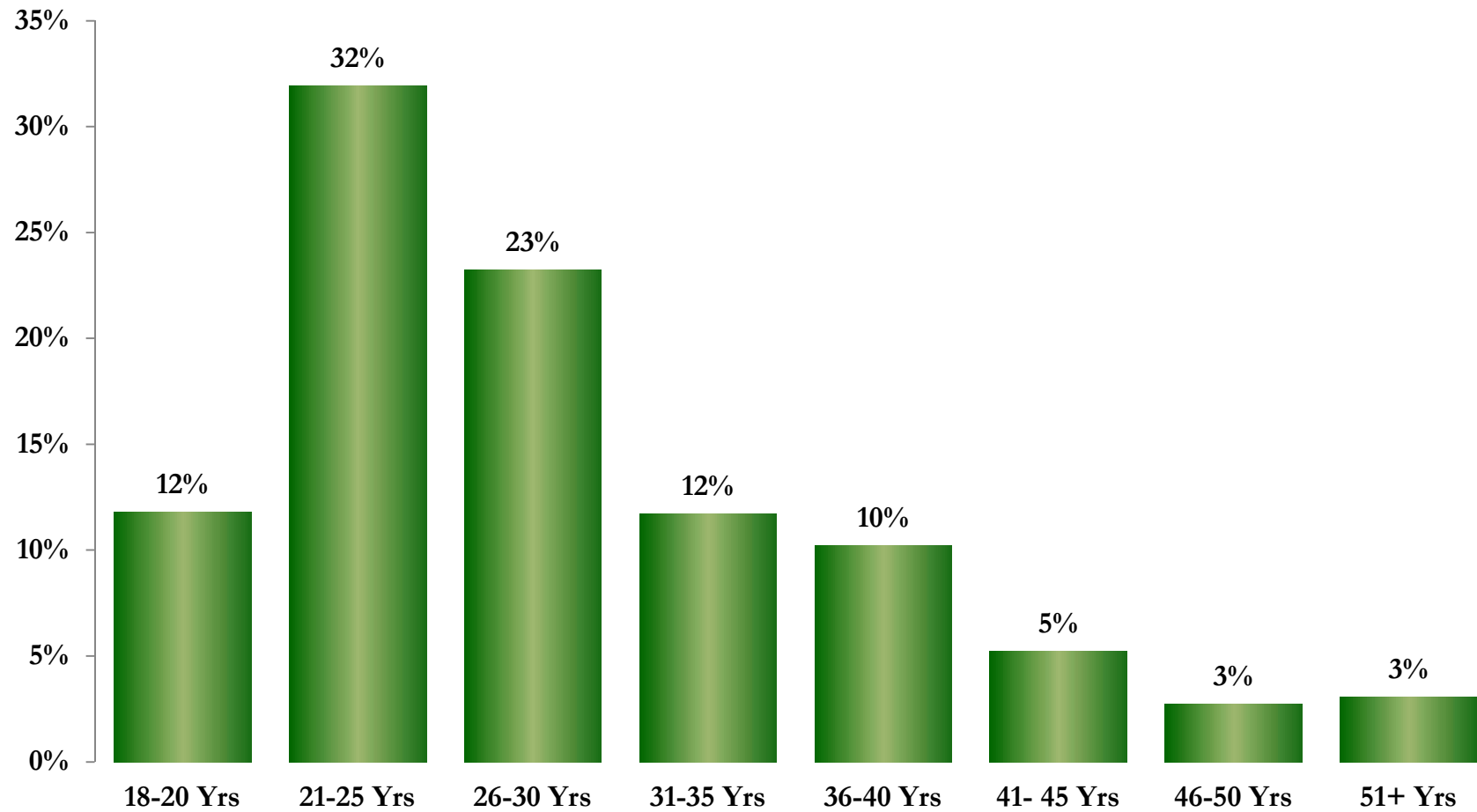
SAMPLE DISTRIBUTION BY REGION



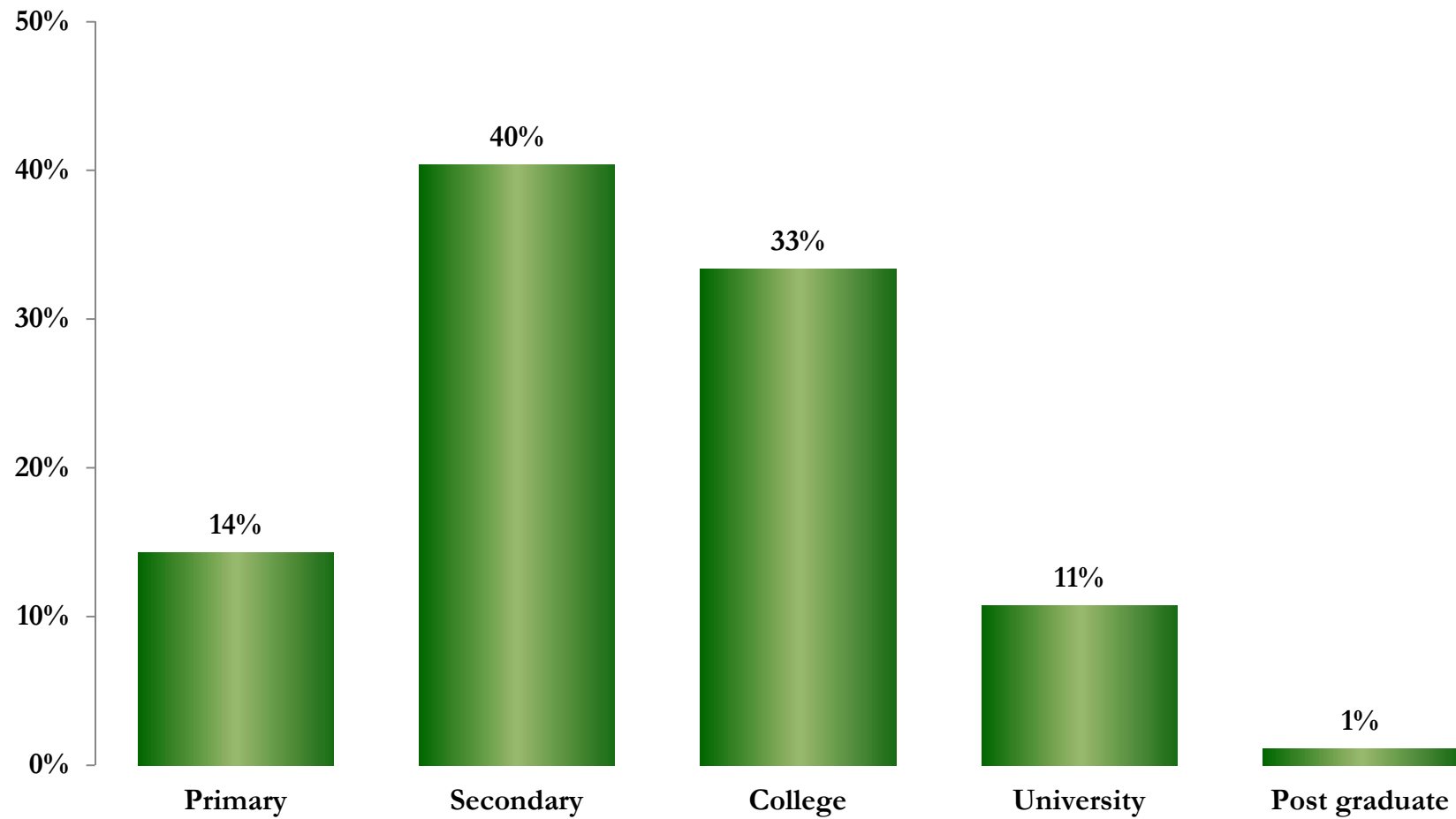
SAMPLE DISTRIBUTION BY GENDER



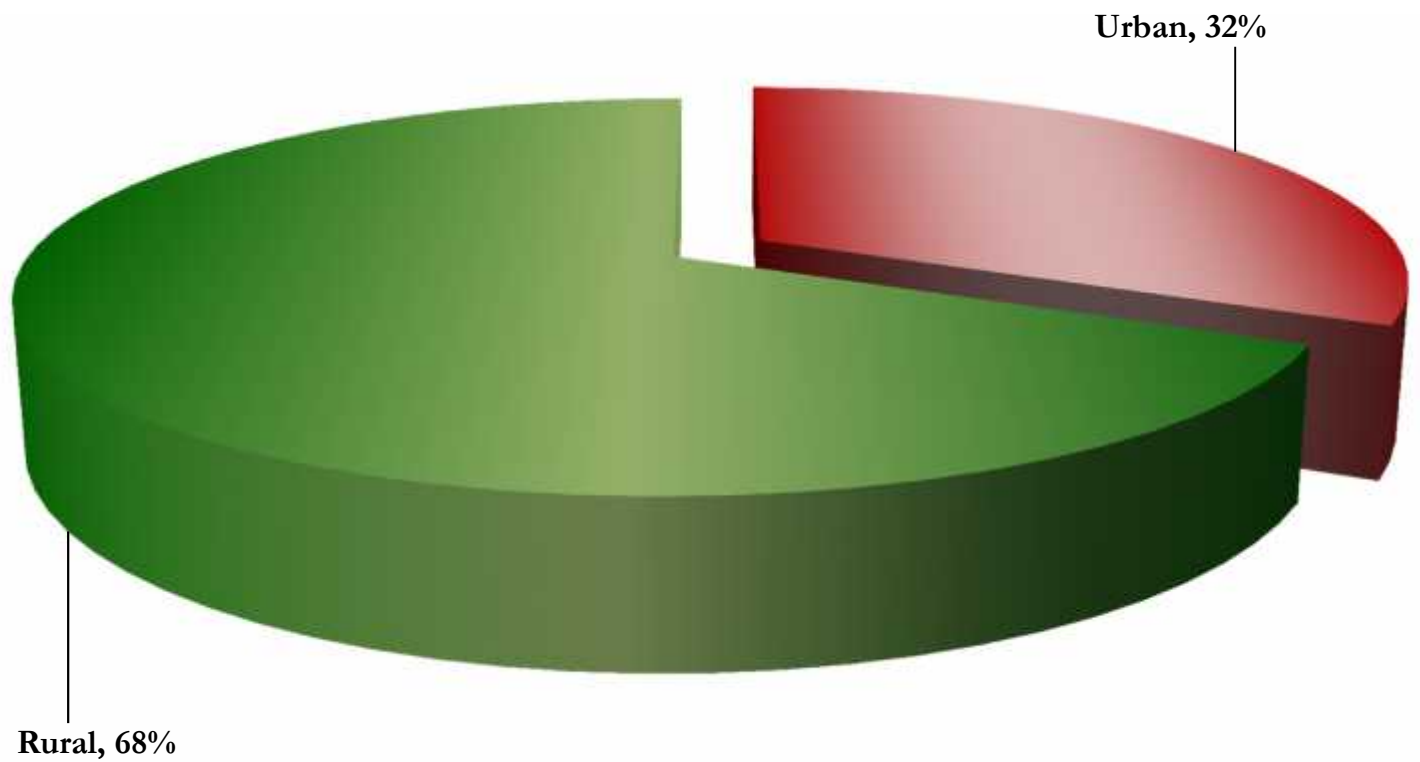
SAMPLE DISTRIBUTION BY AGE



SAMPLE DISTRIBUTION BY EDUCATION LEVEL



SAMPLE DISTRIBUTION LOCATION



ABOUT INFOTRAK

- ❑ Infotrak Research and Consulting (hereinafter referred to as Infotrak) is a highly reputed research company with exceptional qualifications and extensive experience in high quality research. Infotrak technical strengths lie in its ability to efficiently design and field social science surveys and impact evaluations of the highest quality and to manage survey, administrative, and program data for research and evaluation purposes.
- ❑ The company was founded and incorporated under the Laws of Kenya in 2004 following the vision of the founder to provide the Pan African Market with suitable information solutions required to sustain the needs of the ever-growing economies. Headquartered in Nairobi Kenya, Infotrak also has affiliate offices in Uganda, Tanzania, Nigeria and field contacts in more than 12 other countries in Sub-Saharan Africa.
- ❑ The Research and Consultancy firm, which is currently one of the fastest growing in the region, attributes its rapid growth to not only innovation, high level of professionalism and dynamism, but also on the excellent caliber of personnel who have been described by many as “Business Minds who specialize in research”. In 2007, Infotrak became a global network affiliate of Harris Interactive USA, the 12th largest and fastest-growing market and social research firm in the world.
- ❑ Infotrak has a long history in conducting research and has carried out similar projects for various clients. We have set a worldwide standard in the efficient conduct of scientifically rigorous data collection efforts, which encompass the development of survey instruments, the design of efficiently executable and scientifically valid samples, survey administration and data acquisition, data processing, and analysis.
- ❑ Today, Infotrak is one of the most authoritative pollsters in Kenya, providing political opinion polling under the Infotrak Harris Poll flagship brand. In the recent constitutional referendum in Kenya, Infotrak was the only research firm which accurately predicted the outcome of the referendum.
- ❑ The company has retained both permanent and temporary employees to discharge its activities. The team is comprised of highly motivated, talented and experienced professionals with academic competence in diverse fields. The team has extensive and proven experience in both qualitative and quantitative research methodologies.

