

# Infotrak Poll

## Voice of the People November 2015

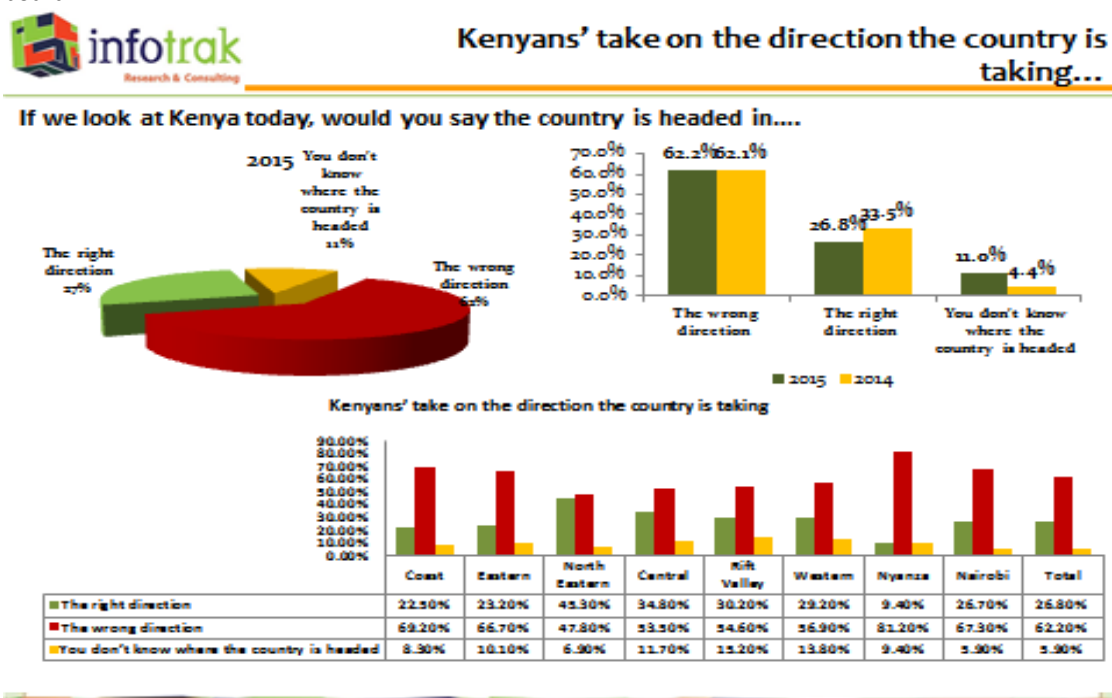
The latest Infotrak voice of the people poll reveals that majority of Kenyans are not happy with the direction the country is taking. Indeed the key issue of concern for many Kenyans has shifted from the economy to corruption. Kenyans are emphatic that public officials mentioned in corrupt dealing must either be prosecuted immediately, step aside forthwith or resign. Nearly no one condones public officials sitting put in office if they have been in anyway linked to corrupt cases. And to leaders, the message from Kenyans is crystal clear. It will not be business as usual. Indeed approval and support will moving forward be concomitant to leadership's actions in dealing with the runaway graft and the unbearably high cost of living. As Kenyans withhold their approval, they are stating to the leadership that "you either deal with our concerns or face the consequences of our disapproval".

"Angela Ambitho, Managing Director, Infotrak"

The Key findings of the poll are as follows:

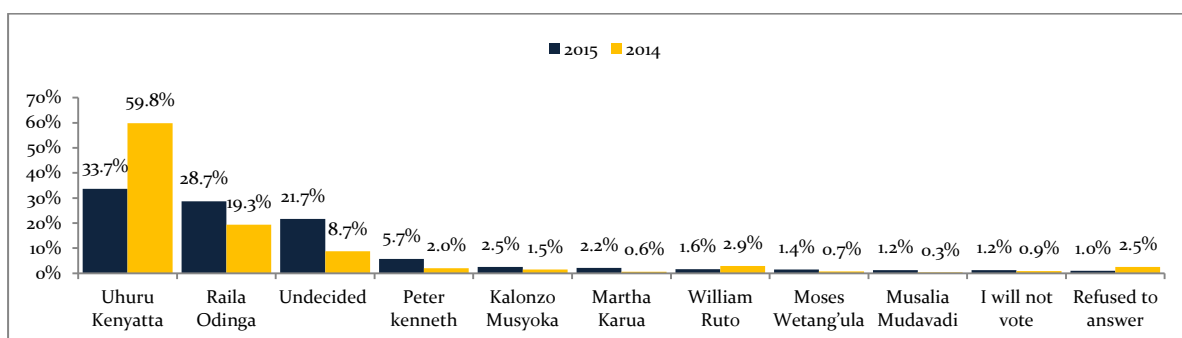
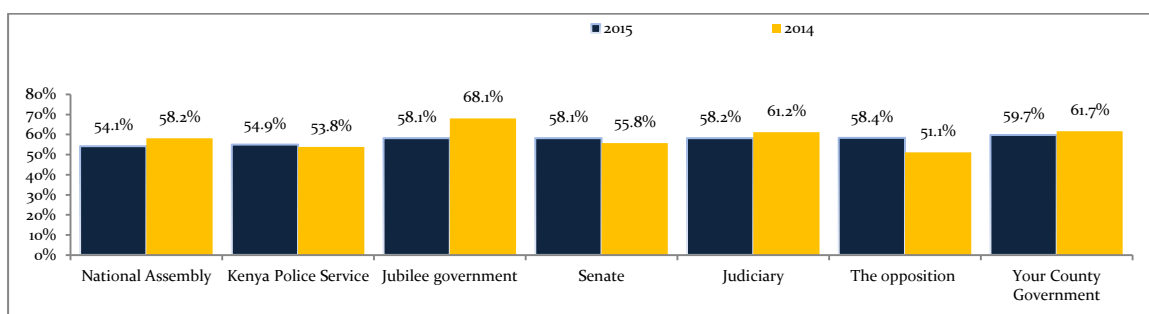
### 1. Over 60% of Kenyans think the country is moving in the wrong direction

These sentiments of disapproval haven't changed much since same period last year when a similar percentage felt the country was moving in the wrong direction. What is interesting to note is the reduced percentage of Kenyans who feel that the country is moving in the right direction and conversely the increase in people who don't know what direction the country is taking. It seems those who were optimistic last year have adopted a wait and see attitude; perhaps to give government a chance to improve the state of affairs. Indeed the percentage of people who don't know which direction the country is headed has increased from 4% to 11%. Whilst Central and North Eastern seem to be the more optimistic that other Kenyans over the state of the nation, the overwhelming negative sentiments cut across the board.



## 2. Corruption and the Economy will be the Achilles heel of Jubilee Government and Uhuru Kenyatta

It is no secret that Uhuru Kenyatta has enjoyed enviable approval ratings since his elections. Infact many have been sceptical as to whether the ratings have been correct simply because incumbency is often characterized with unmet expectations and therefore apathy. The persistence of corruption in government and a poorly performing economy seems to have taken a toll on the approval ratings of the Jubilee administration. A comparison between 2014/2015 illustrates that Jubilee Government has lost 10% approval while Uhuru has lost 26% approval. Should the ruling administration fail to combat corruption and improve the economy, further dips in approval will not come as a surprise. The citizenry is disappointed.



## 3. Acting as a dynamic and well informed opposition which highlights the weakness of government and exposes corruption and the weakness in public sector will endear CORD and Raila more to the people

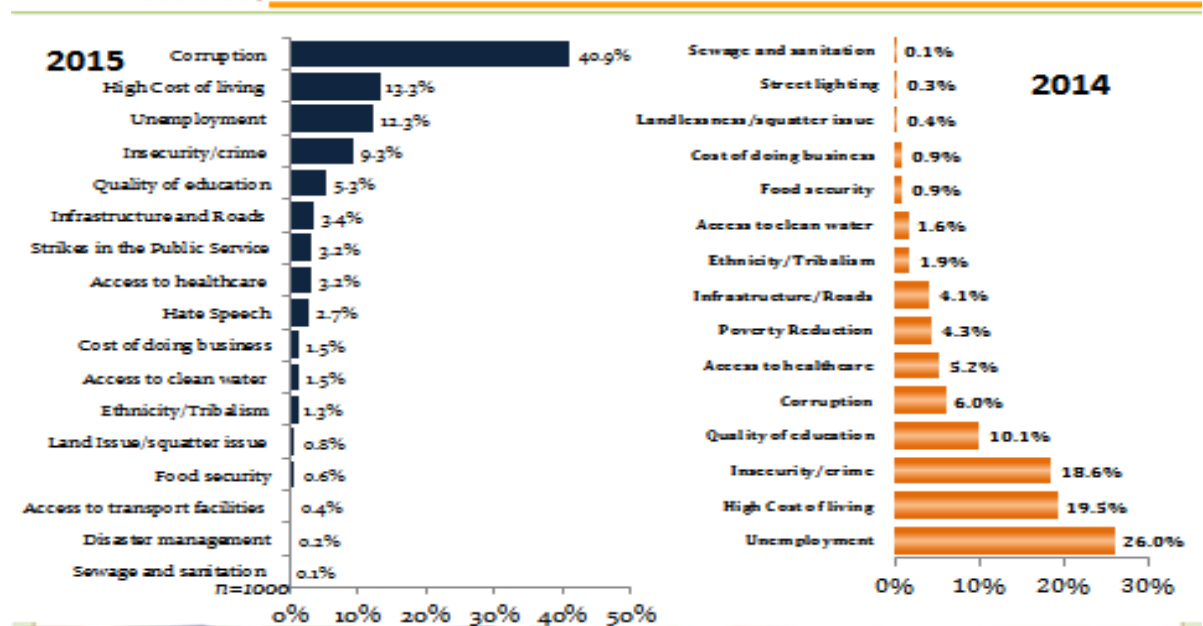
The recent heightened activities from the opposition have gained them approval and mileage. Indeed the opposition has gained 7% since last year while Raila's approval has grown 10%. Should the opposition maintain the momentum with their legislators in Parliament and their luminaries outside the house, they will quickly gain the confidence of Kenyans as an effective opposition; a title they have hitherto failed to garner.

**4. Mr. President, deal with Corruption urgently and the high cost of living urgently is the message Kenyans are giving Uhuru and his government.**

In 2014, the topmost concerns of Kenyans were the high cost of living and unemployment. Corruption came fifth. It appears that Kenyans have now synthesised issues better and realised that corruption is perhaps the cause of several of the problems the country currently faces. This is why 40% of Kenyans are emphatic that corruption must be dealt with as a matter of urgency.

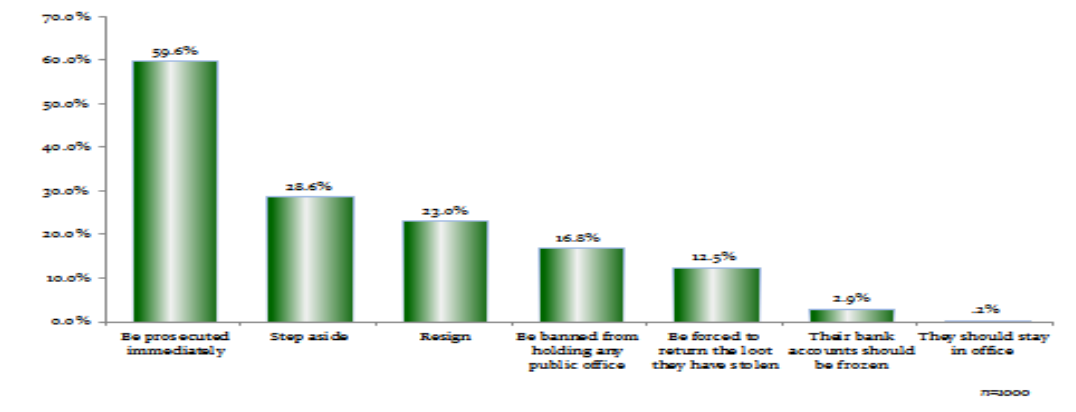
Indeed Kenyans feel so strongly about corruption that they have further indicated that those public officials mentioned in corrupt dealings must be prosecuted immediately.

### Top Most Concerns for Citizens



### Action on corrupt officials

What action do you think should be taken against public officers implicated in corruption?



**In conclusion, the people have spoken and those who understand their power and importance will do what is necessary to win their trust and approval.**

## About the Poll

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- The poll was conducted and sponsored by Infotrak Research & Consulting between 6th November to 9<sup>th</sup> November, 2015
- A sample of 1000 respondents was interviewed to represent the Kenyan adult population of 19,462,358 translating into a minimum margin of error of  $\pm 3.1$  at 95% degree of confidence. The survey was conducted in 25 counties from all the former 8 regions of Kenya
- 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 Constituencies as the key administrative boundary
  - Ensured that every person in the sampled area had a known chance of being selected
- Data collection was done via Computer Assisted Telephone Interview (CATI)
  - 25% of the interviews were back checked for quality control purposes
- Data processing & analysis was carried using IBM SPSS 21
- The questions asked of respondents are highlighted for each graphic presentation

## About Infotrak

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Infotrak Research and Consulting is a professional market & social research company that was incorporated under the Laws of Kenya in 2004 as Infotrak Ltd and later changed to Infotrak Research & Consulting in 2007. This was 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 a hub office for West Africa in Lagos Nigeria and field contacts in more than 20 other countries in Africa with a staff establishment of 45. Claimed in some expert quarters as one of the fastest growing research agencies in the region, Infotrak attributes its rapid growth to not only innovation, high level of professionalism and dynamism, but also to the intricate attention given to providing clients with relevant and user friendly reports.

## The Author

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