

**INFOTRAK VOICE OF
THE PEOPLE POLL**

DEC 2021



Summary of Findings



KENYA IS STILL HEADED IN THE WRONG DIRECTION!

55%

Of Kenyans say Kenya is in wrong direction

58%

of things wrong in the country evolve around the economy

38%

bothered by High cost of living is bothering

17%

unhappy about unemployment

11%

unhappy with Rampant corruption

FIX THE ECONOMY URGENTLY!

21%

1. Look into the high cost of living

15%

2. Address unemployment

15%

3. Deal with Infrastructural development

12%

4. Provide access to clean water

7%

5. Affordable Healthcare

WHO IS RESPONSIBLE FOR THE ECONOMIC DIFFICULTIES WE ARE FACING?

39%

Mismanagement by government

32%

Corruption

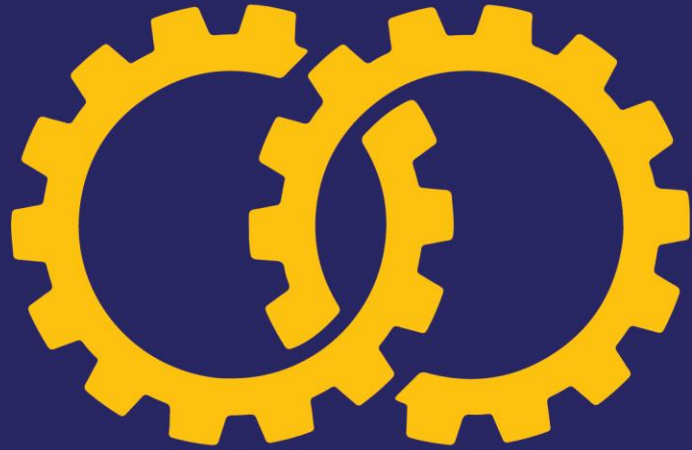
20%

Covid19 Pandemic

NO CHRISTMAS IN SIGHT FOR MOST KENYANS!

61%

Have no plans for Christmas!



Survey Methodology November Poll



SURVEY METHODOLOGY

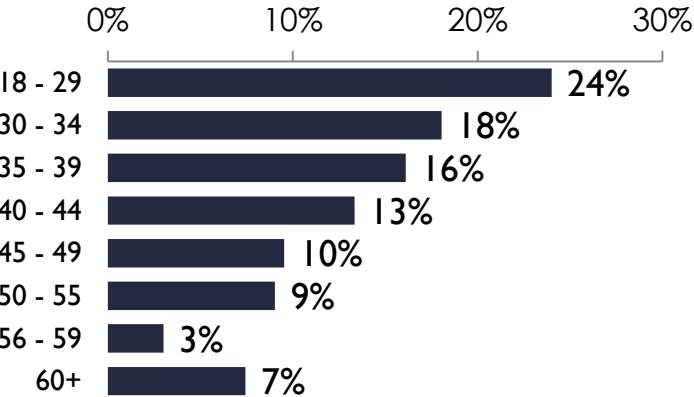
When was the survey conducted?	9th- 22nd November, 2021
How was the survey conducted?	Quantitative interviews were conducted through Computer Assisted Telephone Interviews (CATI)
Universe and Survey sample	The relevant section of the public that was targeted in the survey (i.e. the universe) was persons who were 18 years old and above across the 8 regions in Kenya. The target sample was 8,000 to represent 25.7 Million Kenyan Adults
What was the margin of error?	±1.1% at 95% degree of confidence.
What was the response rate?	96% response rate.
Weighting	Post-stratification weights were applied to the data. After data collection, weights were applied to the achieved data to ensure demographic representation of the 18+ years population in Kenya.
Survey Geographical Coverage	The survey covered all the 47 counties in the 8 regions of Kenya. To ensure the survey findings were representative of the Kenyan, 18+ years population, the distribution of the survey sample across the regions was proportionately allocated.
Data Analysis	Quantitative Data was processed and analyzed using SPSS version 26 statistical software due to its high accuracy and reliability.

SAMPLE DISTRIBUTION

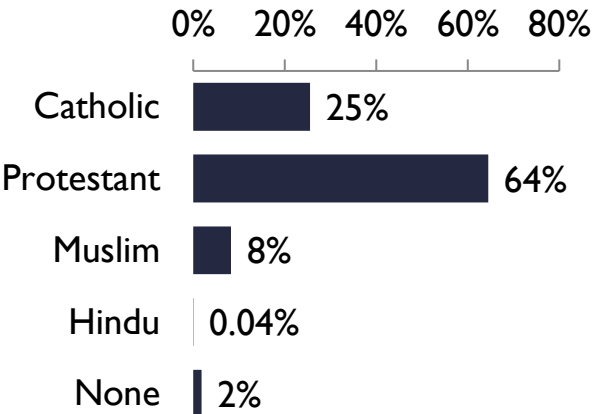
REGION	ADULT POPULATION PER REGION	REGIONAL ADULT PROPORTIONS	SAMPLE PER REGION	ACHIEVED SAMPLE PER REGION
COAST	2,329,950	9%	720	779
NORTH EASTERN	1,019,886	4%	320	328
EASTERN	3,863,774	15%	1,200	1,291
CENTRAL	3,438,358	13%	1,040	1,066
RIFT VALLEY	6,574,233	26%	2,080	2,242
WESTERN	2,469,568	10%	800	819
NYANZA	3,155,597	12%	960	983
NAIROBI CITY	2,858,097	11%	880	901
TOTAL	25,709,463	100%	8,000	8,409

DEMOGRAPHICS

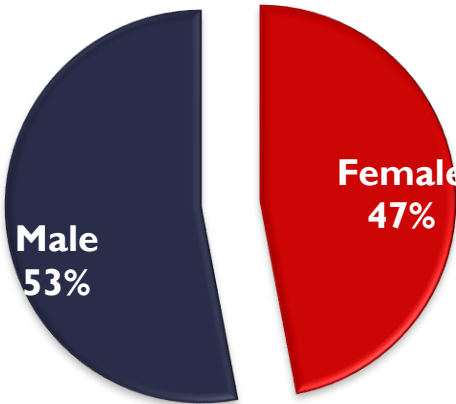
Age



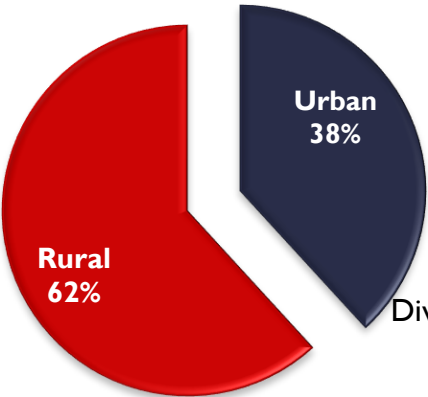
Religion



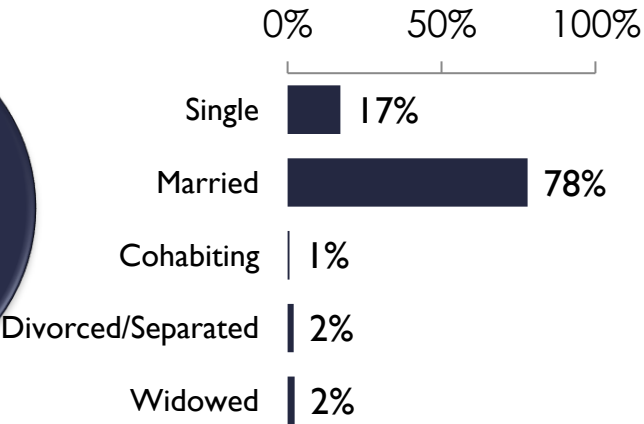
Gender



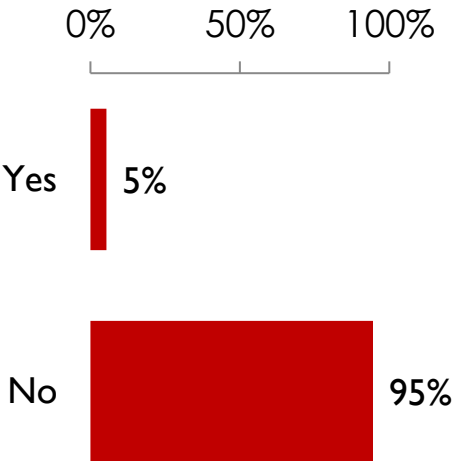
Location



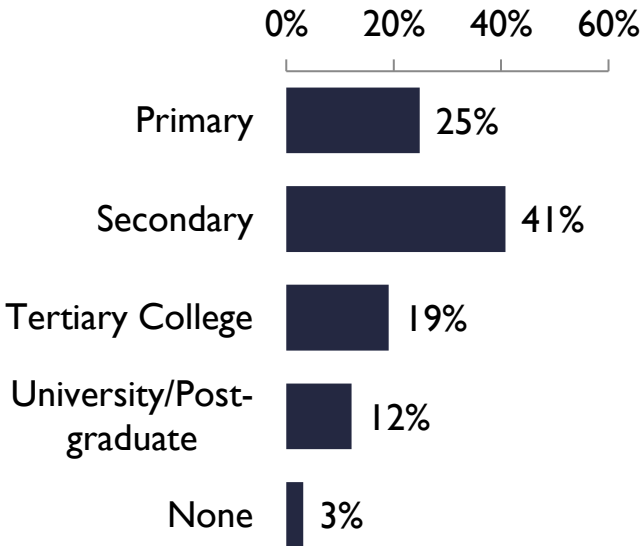
Marital Status



Disability



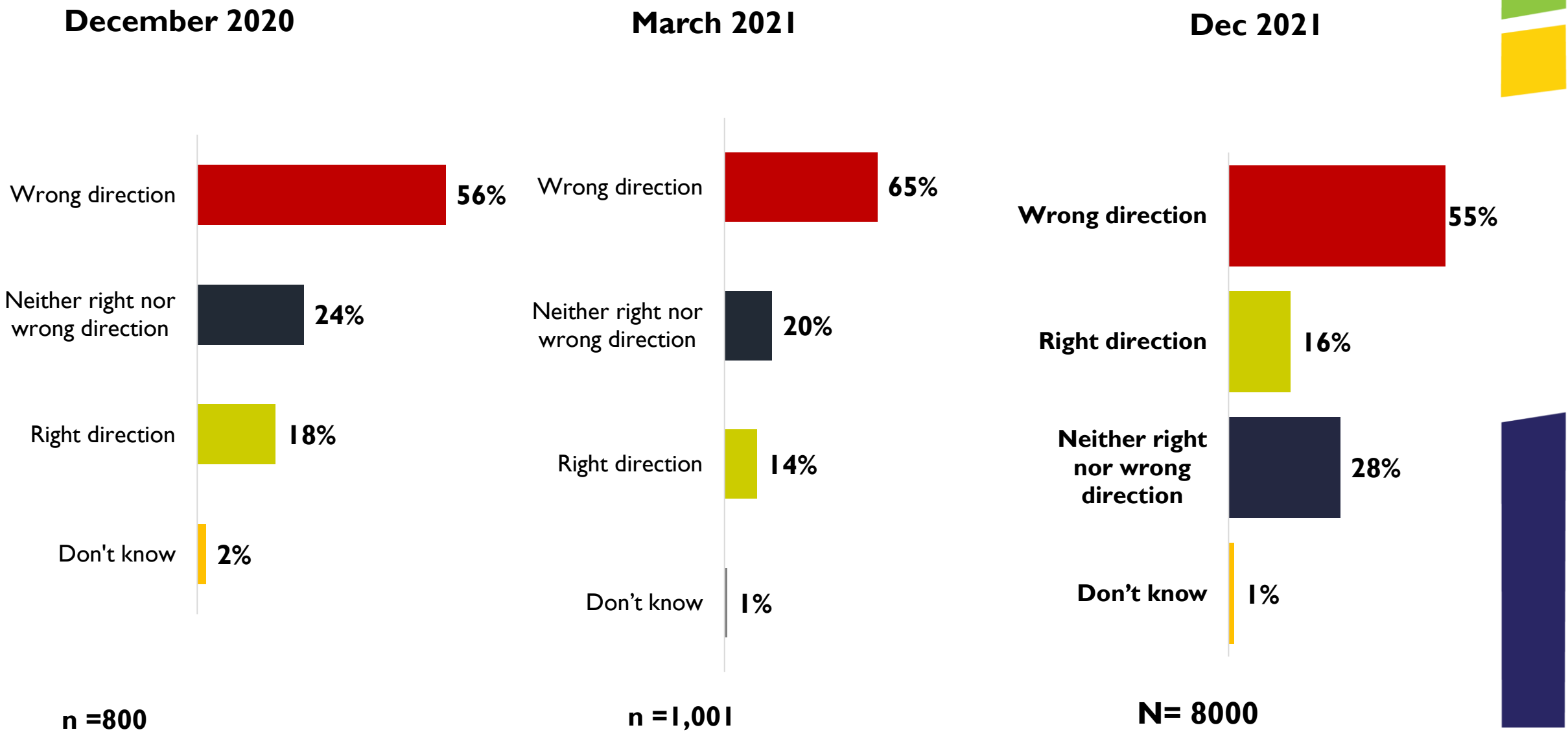
Level of education



STATE OF THE NATION

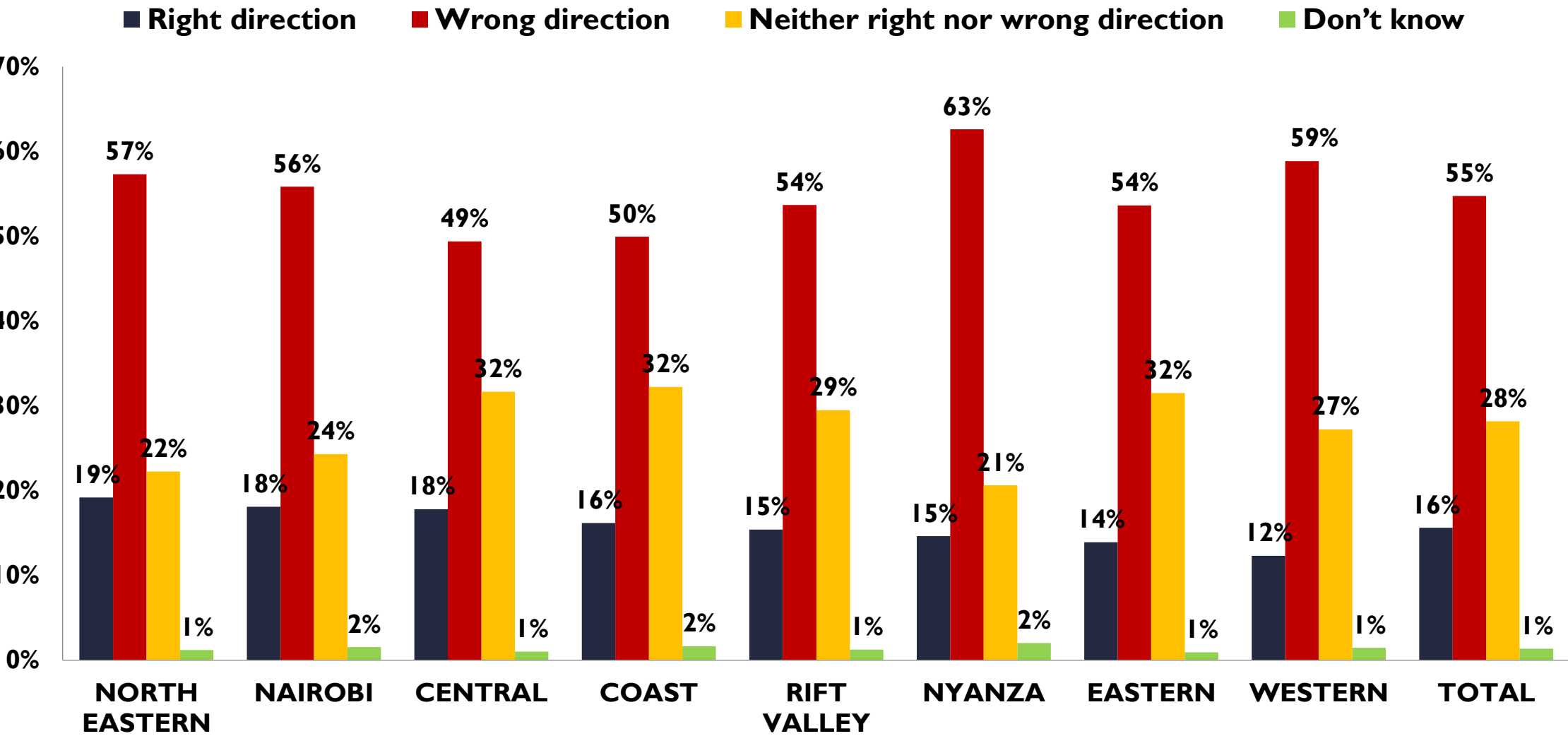
Trend Analysis
2020-21

55% of Kenyans currently feel that the country is heading in the wrong direction.



Overall, which direction do you think Kenya is heading in? Is it headed in the ...

Nyanza, Western and North Eastern are unhappiest with the direction the country is taking at 63%, 59% and 57% respectively.

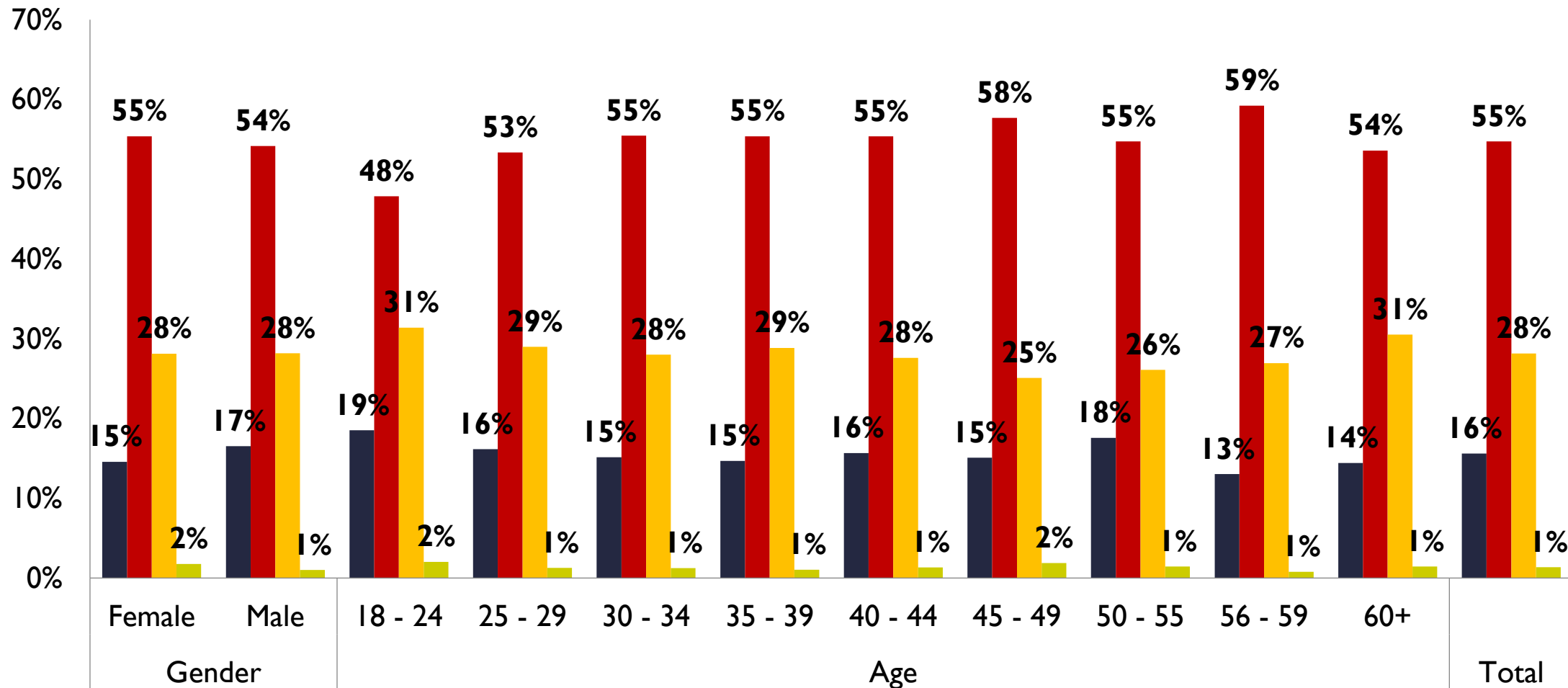


Overall, which direction do you think Kenya is heading in? Is it headed in the ...

n = 1,001

DIRECTION COUNTRY IS HEADED: GENDER & AGE

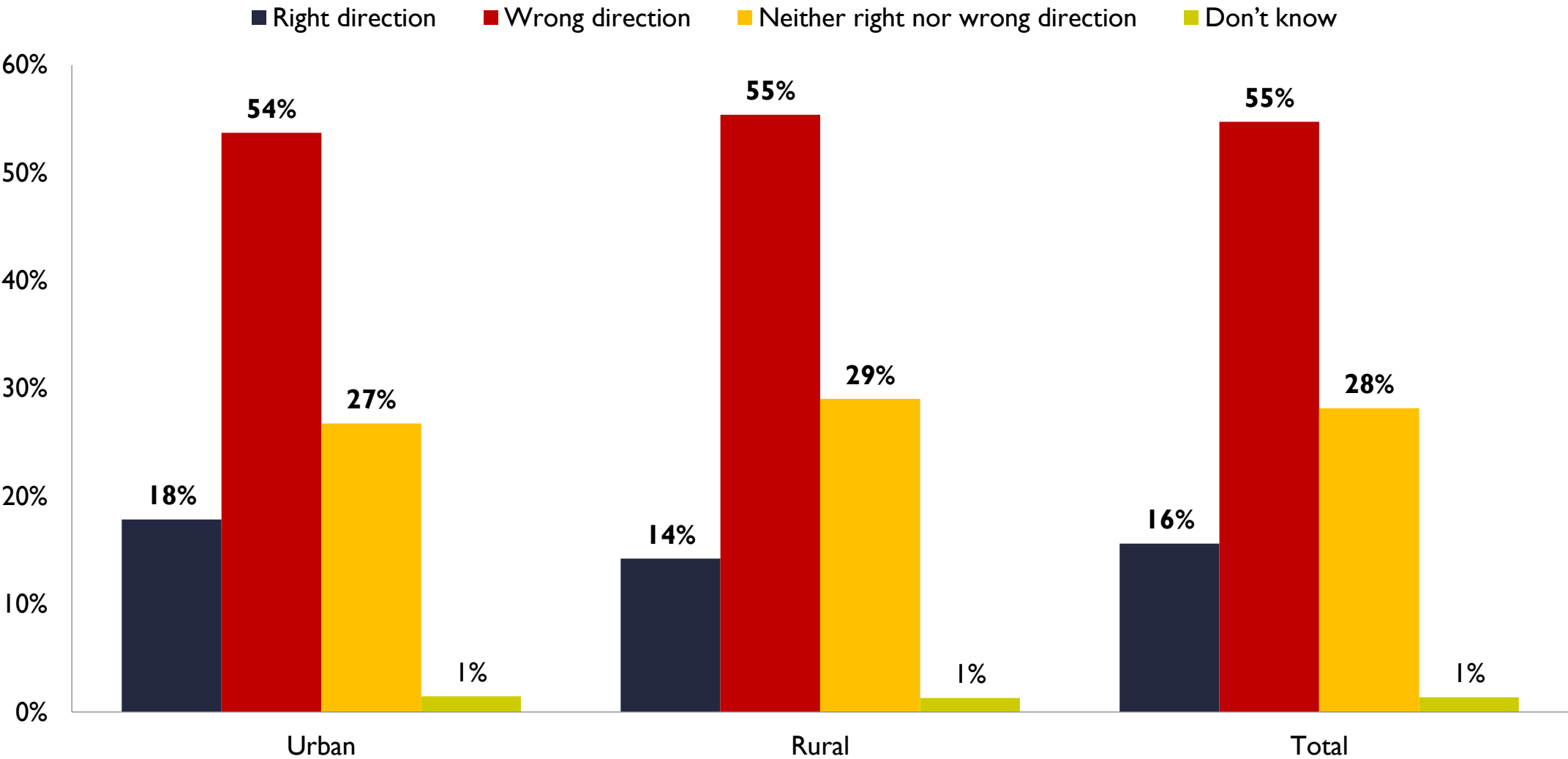
■ Right direction ■ Wrong direction ■ Neither right nor wrong direction ■ Don't know



Overall, which direction do you think the country is headed? Is it headed in the ...

n = 8,000

DIRECTION COUNTRY IS HEADED: RURAL/URBAN



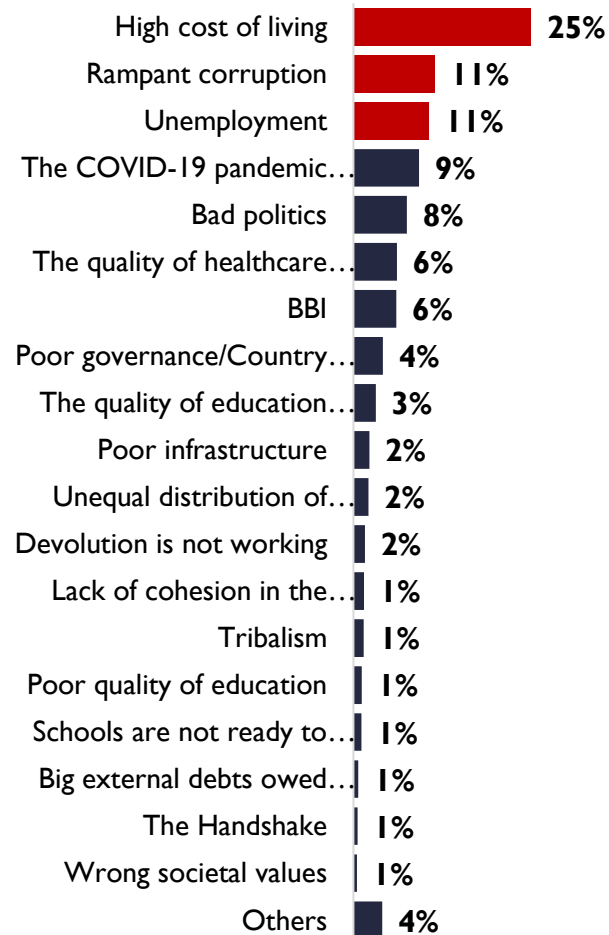
Overall, which direction do you think the country is headed? Is it headed in the ...



**REASONS FOR FEELING THE
COUNTRY IS HEADED IN THE
RIGHT OR WRONG
DIRECTION**

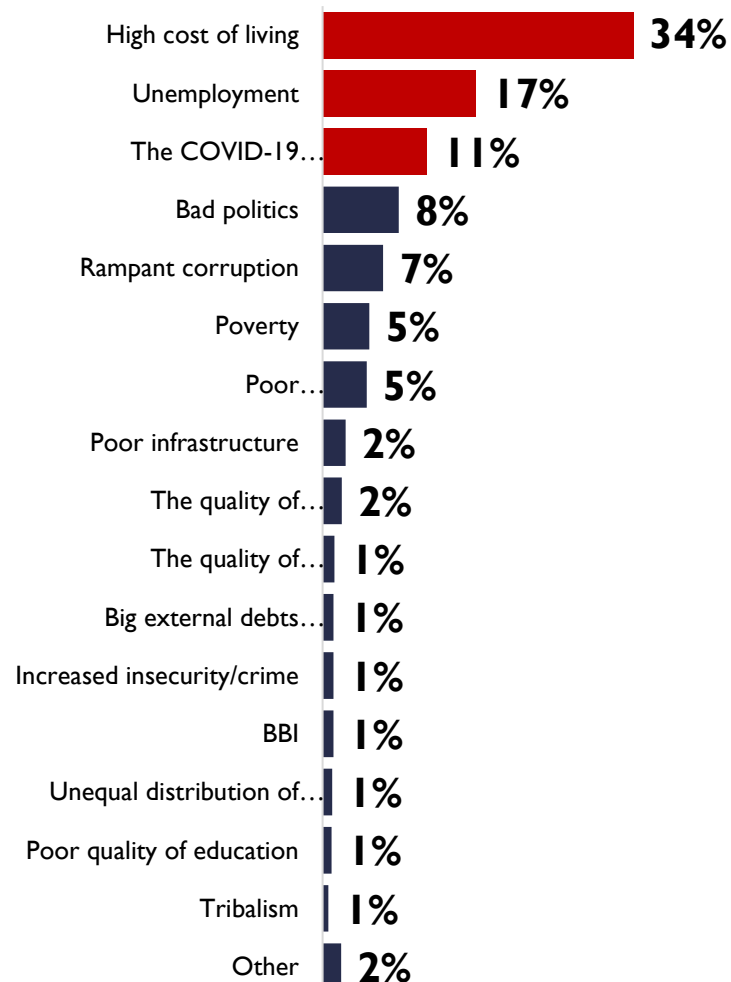
WHY THE COUNTRY IS HEADED IN THE WRONG DIRECTION

December 2020



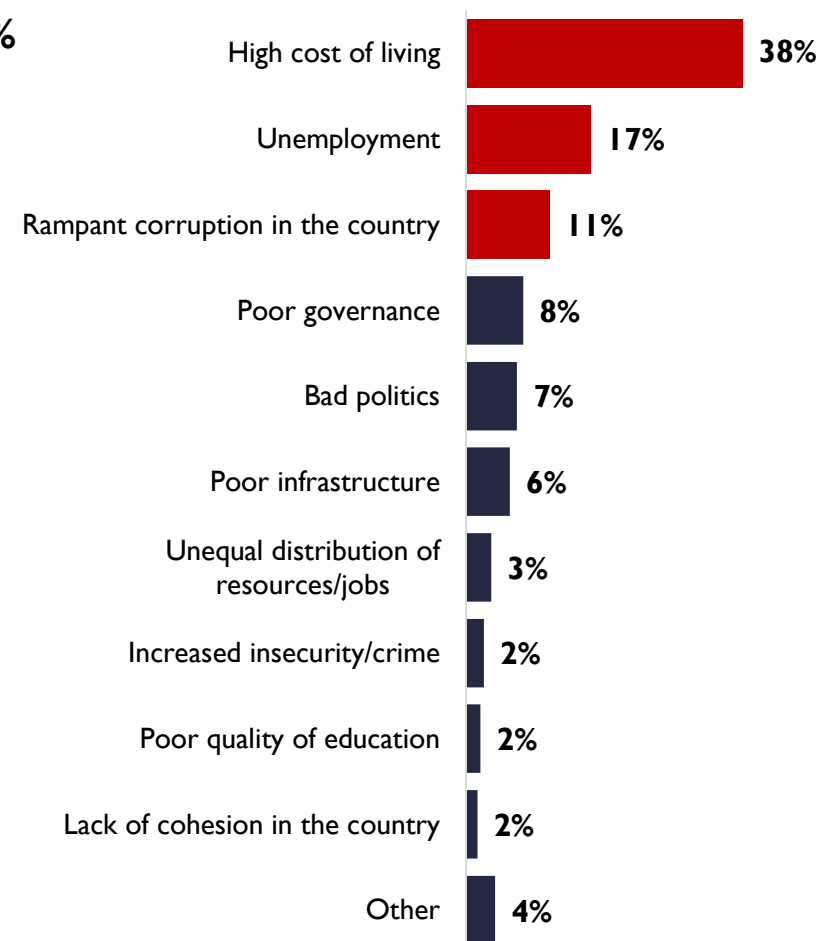
n =447

March 2021



n =650

November 2021



n =4380

Why do you think the country is headed in the wrong direction?

WHY THE COUNTRY IS HEADED IN THE WRONG DIRECTION: REGION

	COAST	NORTH EASTERN	EASTERN	CENTRAL	RIFT VALLEY	WESTERN	NYANZA	NAIROBI	TOTAL
High cost of living	27%	31%	30%	28%	32%	35%	36%	36%	32%
Unemployment	18%	16%	17%	18%	16%	16%	17%	19%	17%
Rampant corruption in the country	8%	13%	9%	11%	11%	13%	12%	14%	11%
Poor governance	13%	7%	8%	10%	7%	7%	7%	5%	8%
Bad politics	9%	6%	6%	8%	8%	6%	5%	6%	7%
Poor infrastructure	5%	9%	7%	7%	5%	6%	6%	5%	6%
Poverty	6%	5%	7%	7%	5%	4%	5%	6%	6%
Unequal distribution of resources/jobs	3%	4%	3%	3%	5%	4%	3%	2%	3%
Increased insecurity/crime	2%	3%	2%	2%	3%	2%	2%	3%	2%
Poor quality of education	3%	1%	3%	2%	2%	2%	1%	1%	2%
Lack of cohesion in the country	1%	2%	1%	2%	1%	3%	2%	1%	2%
Other	6%	3%	6%	3%	4%	2%	3%	2%	4%

Why do you think the country is headed in the wrong direction?

n =4,380

WHY COUNTRY IS HEADED IN THE WRONG DIRECTION: BY GENDER

	Female	Male	Total
High cost of living	33%	31%	32%
Unemployment	17%	17%	17%
Rampant corruption in the country	11%	12%	11%
Poor governance	7%	8%	8%
Bad politics	6%	8%	7%
Poor infrastructure	6%	6%	6%
Poverty	7%	4%	6%
Unequal distribution of resources/jobs	3%	4%	3%
Increased insecurity/crime	2%	3%	2%
Poor quality of education	2%	2%	2%
Lack of cohesion in the country	1%	2%	2%
Other	4%	4%	4%

Why do you think the country is headed in the wrong direction?

n =4,380

WHY COUNTRY IS HEADED IN THE WRONG DIRECTION:AGE

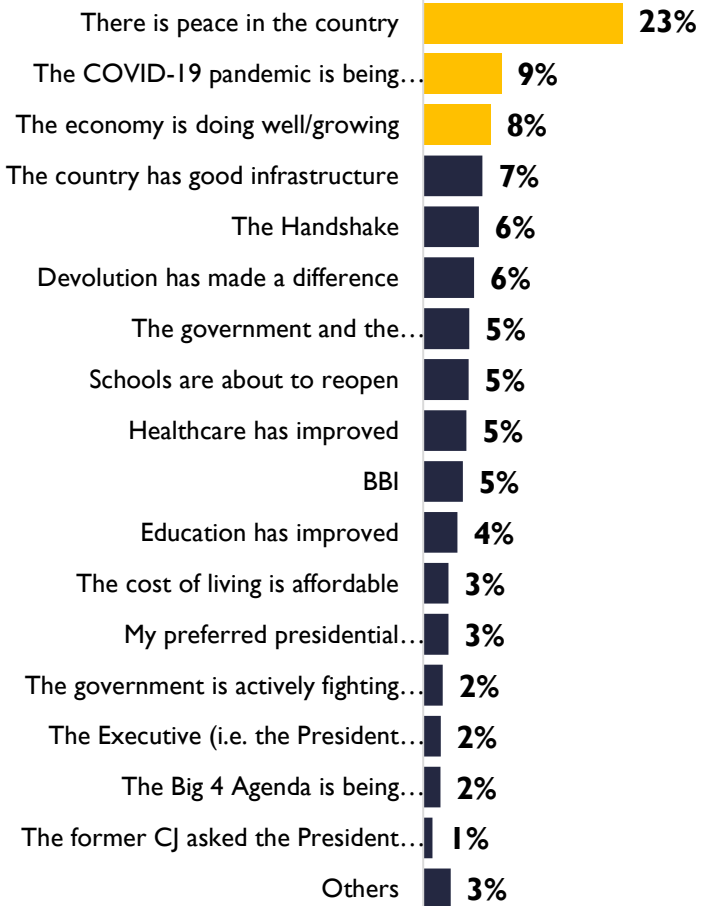
	18 - 24	25 - 29	30 - 34	35 - 39	40 - 44	45 - 49	50 - 55	56 - 59	60+	Total
High cost of living	31%	32%	32%	34%	33%	33%	30%	33%	27%	32%
Unemployment	21%	19%	18%	17%	15%	15%	17%	13%	15%	17%
Rampant corruption in the country	12%	13%	12%	11%	11%	10%	12%	11%	12%	11%
Poor governance	8%	7%	8%	7%	9%	8%	8%	8%	9%	8%
Bad politics	6%	7%	6%	6%	8%	8%	9%	7%	8%	7%
Poor infrastructure	6%	6%	7%	5%	6%	6%	6%	6%	7%	6%
Poverty	7%	6%	5%	6%	5%	6%	6%	5%	6%	6%
Unequal distribution of resources/jobs	1%	4%	4%	4%	4%	4%	3%	3%	3%	3%
Increased insecurity/crime	3%	3%	2%	2%	2%	2%	1%	4%	3%	2%
Poor quality of education	2%	1%	2%	1%	3%	3%	3%	3%	2%	2%
Lack of cohesion in the country	2%	1%	2%	2%	1%	1%	1%	2%	2%	2%
Other	3%	3%	3%	4%	3%	4%	4%	5%	6%	4%

Why do you think the country is headed in the wrong direction?

n =4,380

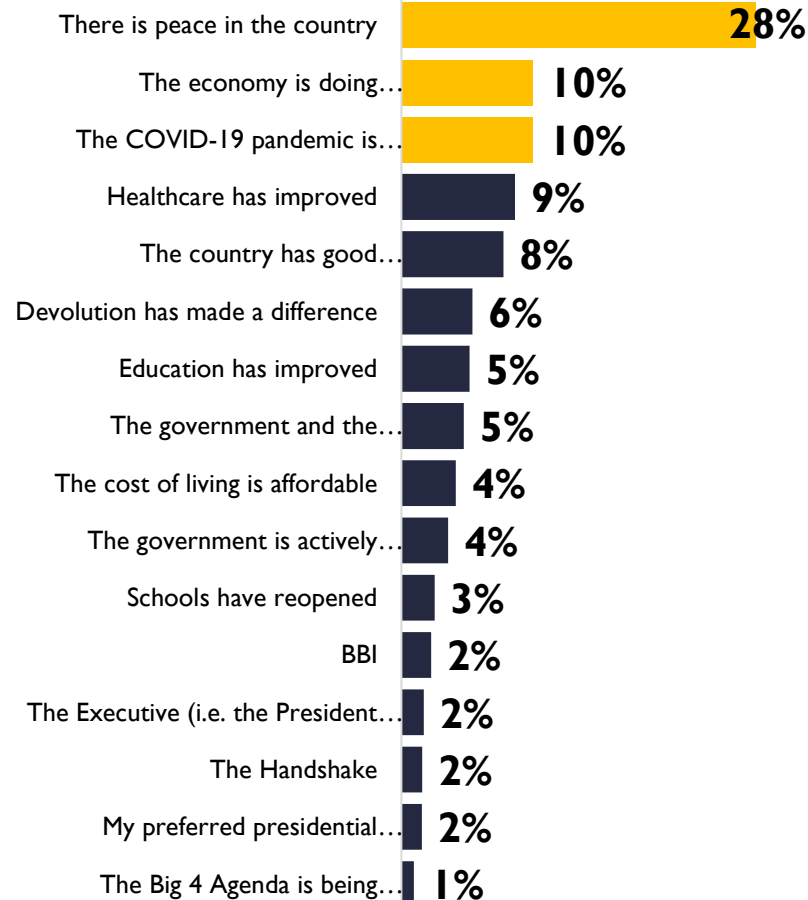
WHY COUNTRY IS HEADED IN THE RIGHT DIRECTION

December 2020



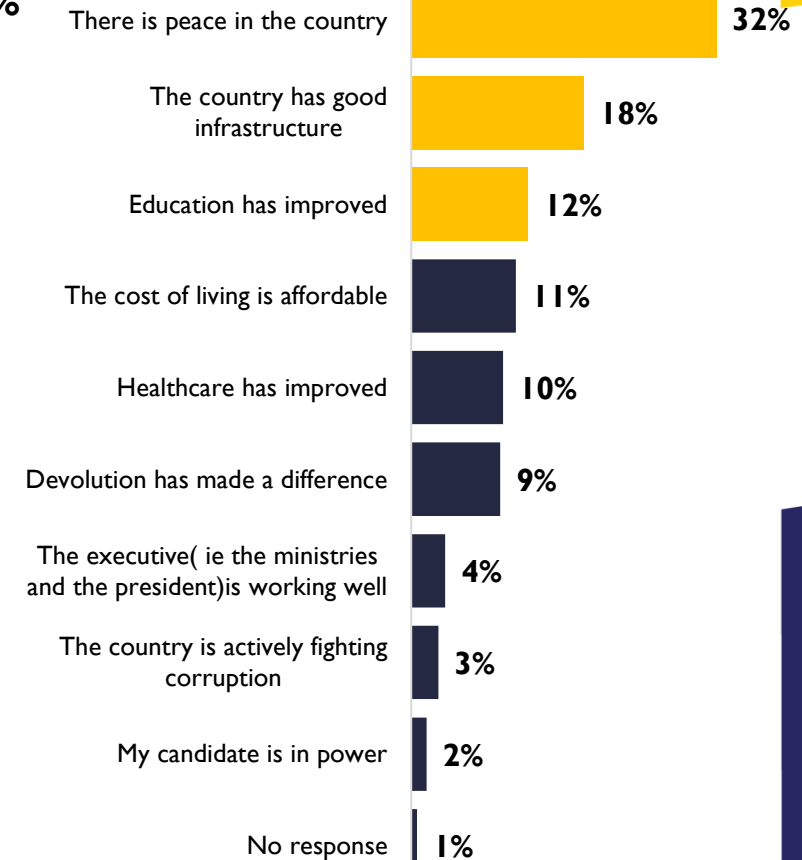
n = 142

March 2021



n = 137

November 2021



n = 1247

Why do you think the country is headed in the right direction?

WHY THE COUNTRY IS HEADED IN THE RIGHT DIRECTION: REGION

	COAST	NORTH EASTERN	EASTERN	CENTRAL	RIFT VALLEY	WESTERN	NYANZA	NAIROBI	TOTAL
There is peace in the county	25%	39%	26%	27%	32%	43%	38%	35%	32%
The country has good infrastructure	24%	13%	18%	19%	16%	15%	13%	22%	18%
Education has improved	12%	8%	13%	16%	14%	8%	12%	7%	12%
The cost of living is affordable	11%	7%	15%	12%	9%	12%	12%	9%	11%
Healthcare has improved	11%	11%	8%	8%	10%	8%	9%	9%	10%
Devolution has made a difference	10%	12%	10%	12%	9%	8%	6%	8%	9%
The executive(ie the ministries and the president)is working well	3%	4%	5%	3%	4%	1%	3%	3%	4%
The country is actively fighting corruption	5%	2%	3%	2%	3%	4%	1%	3%	3%
My candidate is in power	-	2%	2%	1%	2%	1%	2%	2%	2%
No response	-	1%	-	1%	0%	1%	2%	1%	1%

Why do you think the country is headed in the right direction?

n =1,247

WHY COUNTRY IS HEADED IN THE RIGHT DIRECTION:AGE

	18 - 24	25 - 29	30 - 34	35 - 39	40 - 44	45 - 49	50 - 55	56 - 59	60+	Total
There is peace in the county	32%	33%	30%	30%	32%	32%	32%	29%	33%	32%
The country has good infrastructure	16%	17%	20%	16%	17%	18%	20%	14%	21%	18%
Education has improved	11%	13%	13%	16%	12%	8%	14%	14%	4%	12%
The cost of living is affordable	12%	10%	11%	11%	9%	12%	9%	15%	11%	11%
Healthcare has improved	9%	8%	10%	11%	10%	9%	6%	12%	9%	10%
Devolution has made a difference	8%	11%	8%	6%	10%	11%	11%	6%	12%	9%
The executive(ie the ministries and the president)is working well	6%	3%	4%	4%	4%	4%	2%	4%	1%	4%
The country is actively fighting corruption	2%	4%	2%	3%	2%	2%	3%	-	3%	3%
My candidate is in power	1%	0.3%	1%	3%	1%	1%	2%	4%	4%	2%
No response	1%	-	-	0.4%	2%	-	2%	-	2%	1%

Why do you think the country is headed in the right direction?

n =1,247

WHY THE COUNTRY IS HEADED IN THE RIGHT DIRECTION BY RURAL/URBAN

	Urban	Rural	Total
There is peace in the county	31%	32%	32%
The country has good infrastructure	19%	17%	18%
Education has improved	11%	13%	12%
The cost of living is affordable	11%	11%	11%
Healthcare has improved	11%	9%	10%
Devolution has made a difference	9%	10%	9%
The executive(ie the ministries and the president)is working well	4%	3%	4%
The country is actively fighting corruption	3%	3%	3%
My candidate is in power	1%	2%	2%
No response	0.4%	1%	1%

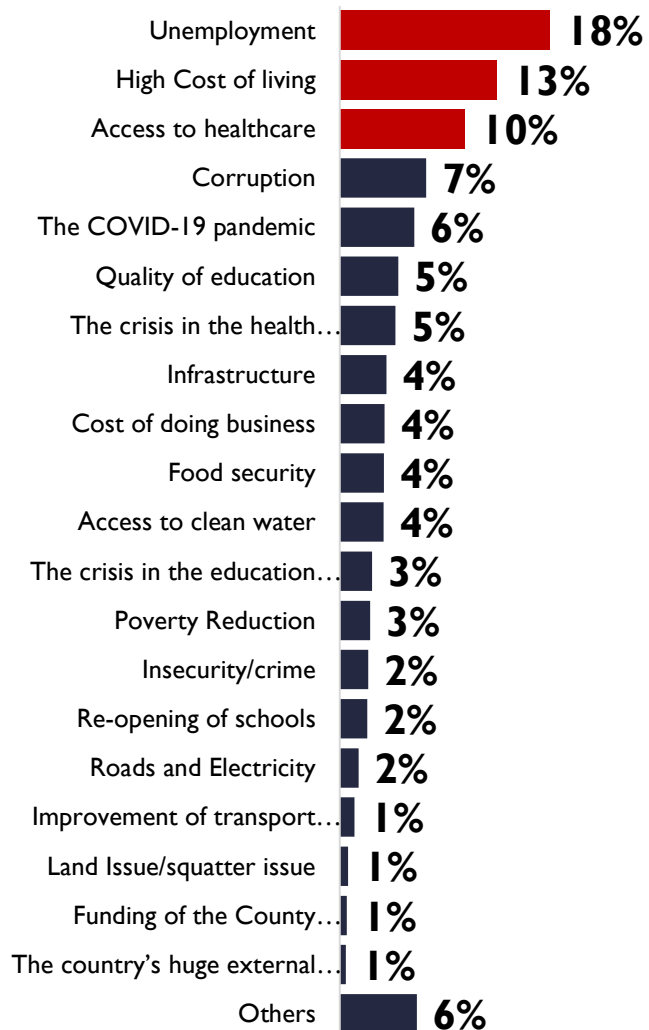
Why do you think the country is headed in the right direction?

n =1,247

KEY ISSUES OF CONCERN NOV 2021

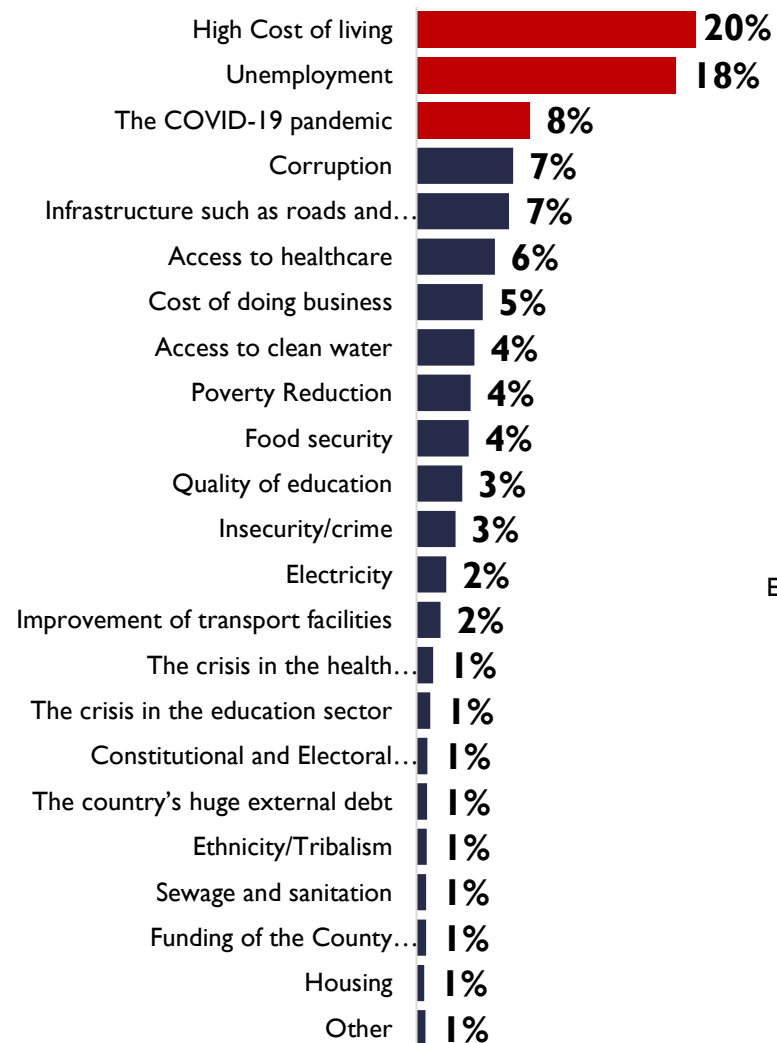
KEY ISSUES OF CONCERN TREND ANALYSIS

December 2020



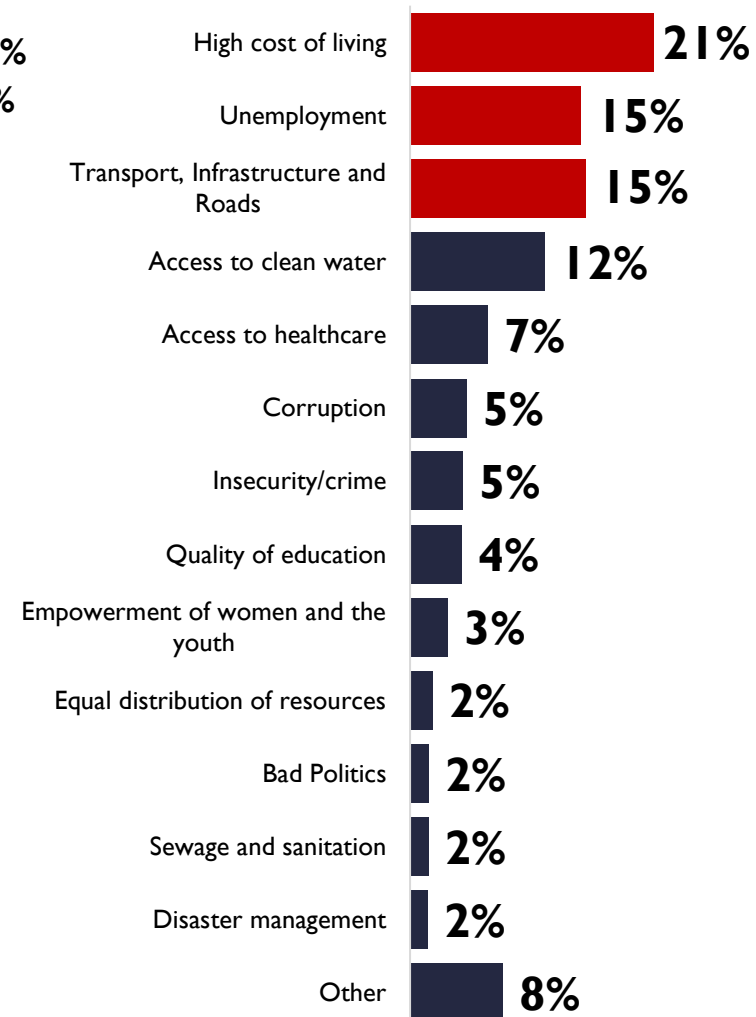
n = 800

March 2021



n = 1001

November 2021



n = 8000

Could you kindly mention the three key issues that concern you as a Kenyan and that should be addressed as a matter of priority?

KEY ISSUES OF CONCERN: BY REGION

	COAST	NORTH EASTERN	EASTERN	CENTRAL	RIFT VALLEY	WESTERN	NYANZA	NAIROBI	Total
High cost of living	20%	17%	18%	21%	21%	23%	20%	23%	21%
Unemployment	16%	13%	13%	16%	14%	15%	16%	16%	15%
Transport, Infrastructure and Roads	10%	14%	15%	15%	16%	17%	18%	12%	15%
Access to clean water	15%	16%	16%	9%	12%	8%	9%	10%	12%
Access to healthcare	6%	7%	7%	7%	7%	9%	7%	4%	7%
Corruption	4%	5%	4%	5%	5%	5%	6%	6%	5%
Insecurity/crime	4%	7%	3%	4%	5%	3%	4%	7%	5%
Quality of education	6%	2%	5%	4%	5%	5%	4%	3%	4%
Empowerment of women and the youth	4%	2%	3%	4%	3%	3%	3%	2%	3%
Equal distribution of resources	1%	2%	2%	2%	2%	2%	2%	1%	2%
Bad Politics	2%	1%	1%	2%	2%	2%	1%	2%	2%
Sewage and sanitation	1%	1%	1%	2%	1%	1%	1%	5%	2%
Disaster management	3%	6%	2%	0%	2%	0%	1%	1%	2%
Other	9%	7%	9%	9%	7%	6%	7%	6%	8%

Could you kindly mention the three key issues that concern you as a Kenyan and that should be addressed as a matter of priority?

n =8,000

KEY ISSUES OF CONCERN: BY GENDER

	Female	Male	Total
High cost of living	21%	19%	21%
Unemployment	15%	15%	15%
Transport, Infrastructure and Roads	15%	16%	15%
Access to clean water	12%	11%	12%
Access to healthcare	6%	7%	7%
Corruption	5%	5%	5%
Insecurity/crime	4%	5%	5%
Quality of education	5%	4%	4%
Empowerment of women and the youth	4%	3%	3%
Equal distribution of resources	2%	2%	2%
Bad Politics	1%	2%	2%
Sewage and sanitation	2%	1%	2%
Disaster management	1%	2%	2%
Other	8%	8%	8%

Could you kindly mention the three key issues that concern you as a Kenyan and that should be addressed as a matter of priority?

n =8,000

KEY ISSUES OF CONCERN: BY AGE

	18 - 24	25 - 29	30 - 34	35 - 39	40 - 44	45 - 49	50 - 55	56 - 59	60+	Total
High cost of living	20%	19%	20%	21%	20%	23%	21%	22%	20%	21%
Unemployment	19%	17%	15%	14%	14%	14%	13%	14%	11%	15%
Transport, Infrastructure and Roads	15%	15%	15%	15%	15%	15%	16%	15%	17%	15%
Access to clean water	12%	11%	12%	11%	12%	12%	11%	11%	12%	12%
Access to healthcare	5%	6%	7%	6%	7%	7%	7%	9%	8%	7%
Corruption	6%	6%	5%	4%	4%	5%	5%	4%	4%	5%
Insecurity/crime	3%	5%	5%	5%	4%	5%	4%	3%	3%	5%
Quality of education	3%	4%	4%	4%	5%	5%	5%	6%	4%	4%
Empowerment of women and the youth	4%	4%	3%	3%	3%	3%	3%	2%	3%	3%
Equal distribution of resources	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Bad Politics	1%	2%	1%	1%	2%	1%	2%	1%	2%	2%
Sewage and sanitation	1%	1%	2%	2%	2%	1%	2%	2%	1%	2%
Disaster management	2%	2%	1%	1%	2%	1%	1%	1%	2%	2%
Other	7%	7%	7%	8%	8%	7%	8%	9%	10%	8%

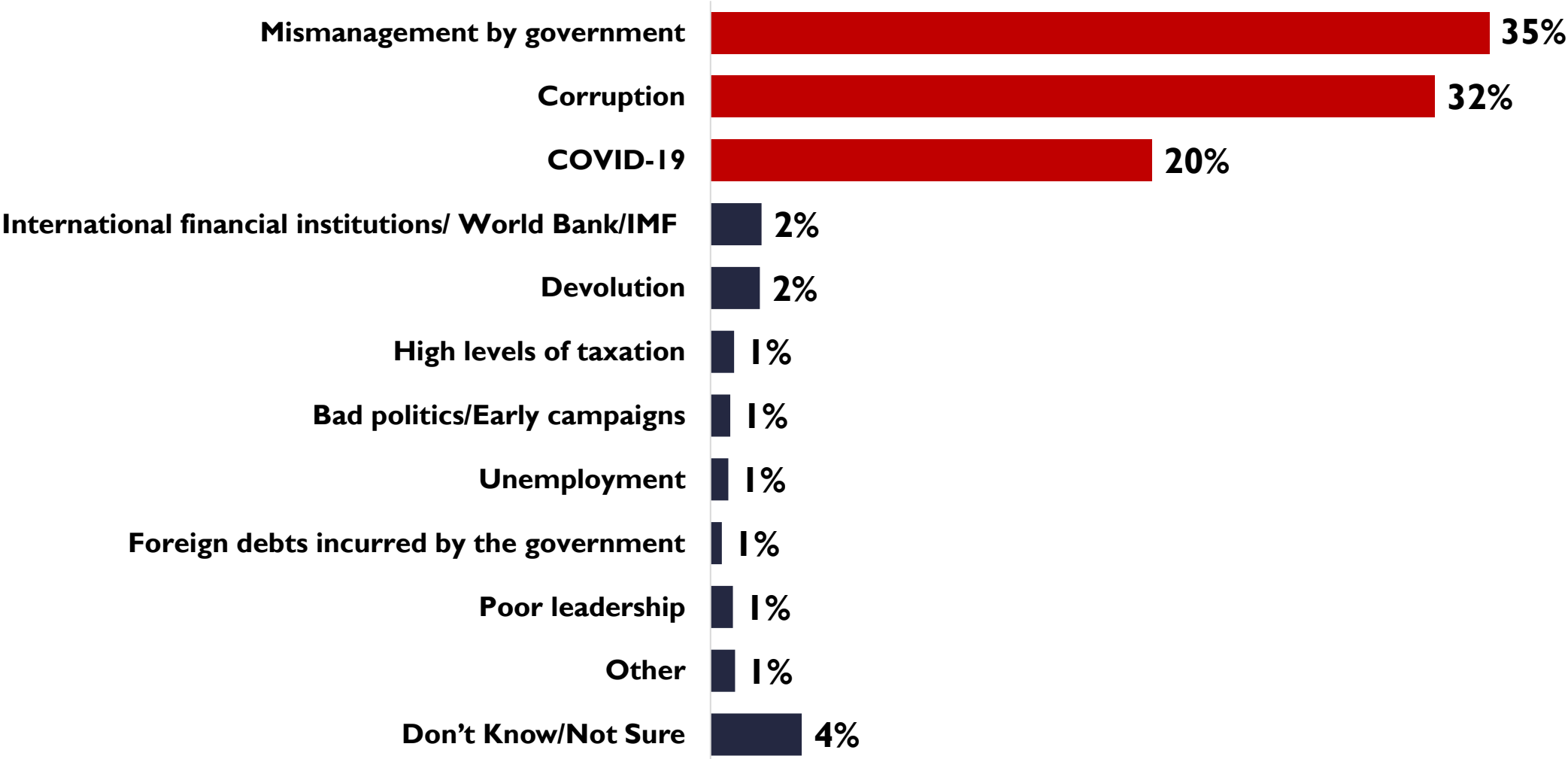
Could you kindly mention the three key issues that concern you as a Kenyan and that should be addressed as a matter of priority?

n =8,000



**WHO OR WHAT DO YOU THINK IS
MOST RESPONSIBLE FOR THE
ECONOMIC DIFFICULTIES THAT SOME
KENYANS ARE FACING?**

WHO IS RESPONSIBLE FOR ECONOMIC DIFFICULTIES KENYANS ARE FACING



Who or what do you think is most responsible for the economic difficulties that some Kenyans are facing?

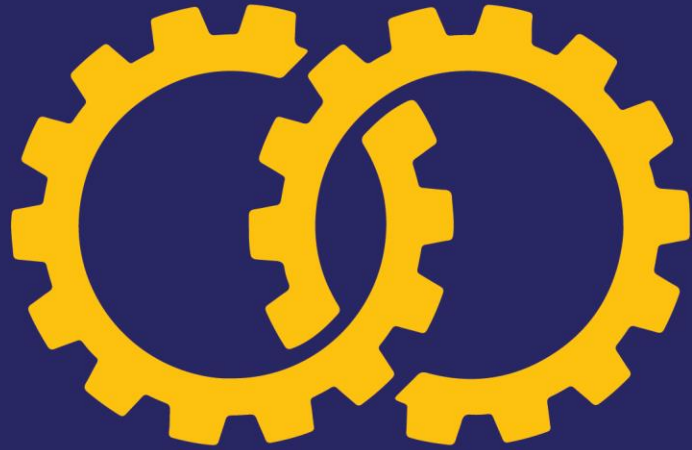
n =8,000

WHO IS RESPONSIBLE FOR ECONOMIC DIFFICULTIES KENYANS ARE FACING: BY REGION

	COAST	NORTH EASTERN	EASTERN	CENTRAL	RIFT VALLEY	WESTERN	NYANZA	NAIROBI	TOTAL
Mismanagement by government	34%	30%	37%	37%	34%	38%	32%	32%	35%
Corruption	25%	33%	27%	32%	33%	34%	36%	39%	32%
COVID-19	26%	17%	23%	17%	19%	17%	18%	19%	20%
International financial institutions/ World Bank/IMF	2%	1%	2%	3%	2%	1%	3%	2%	2%
Devolution	2%	2%	2%	3%	2%	2%	4%	2%	2%
High levels of taxation	0.4%	1%	2%	1%	1%	1%	1%	1%	1%
Bad politics/Early campaigns	1%	2%	1%	1%	1%	1%	0.4%	1%	1%
Unemployment	1%	1%	0.5%	1%	0.5%	1%	1%	1%	1%
Foreign debts incurred by the government	1%	0.3%	1%	0%	1%	0.5%	0.3%	0.2%	1%
Poor leadership	1%	1%	0%	0%	0%	1%	0.2%	0.4%	0.7%
Other	2%	4%	1%	1%	1%	1%	1%	1%	1%
Don't Know/Not Sure	4%	8%	4%	4%	4%	3%	4%	3%	4%

Who or what do you think is most responsible for the economic difficulties that some Kenyans are facing?

n =8,000



Survey Methodology December Poll

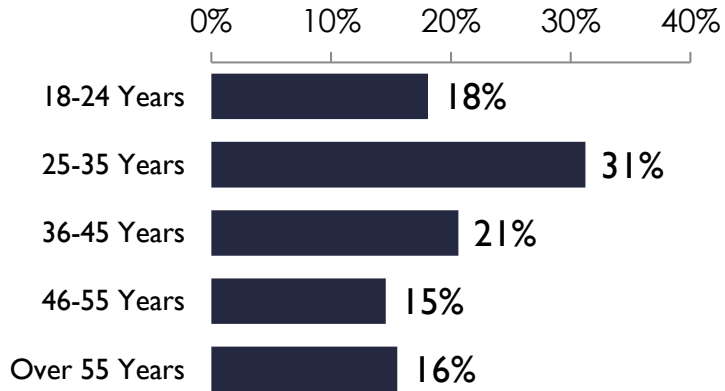


SAMPLE DISTRIBUTION

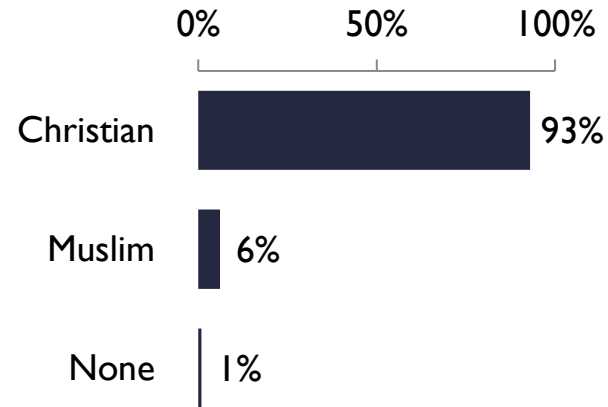
REGION	VOTER REGISTER (MILLIONS)	PROPORTIONS	SAMPLE_PER REGION
COAST	1.7	9%	140
NORTH EASTERN	0.5	3%	41
EASTERN	3.0	15%	242
CENTRAL	2.9	15%	238
RIFT VALLEY	4.6	24%	380
WESTERN	1.9	10%	157
NYANZA	2.7	14%	219
NAIROBI CITY	2.3	11%	184
TOTAL	19.6	100%	1,600

DEMOGRAPHICS

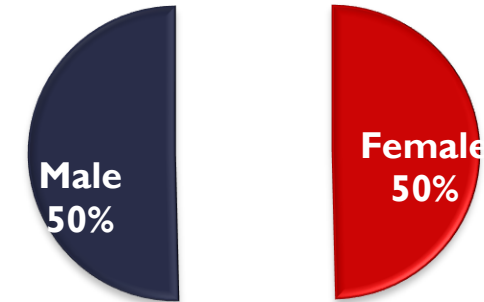
Age



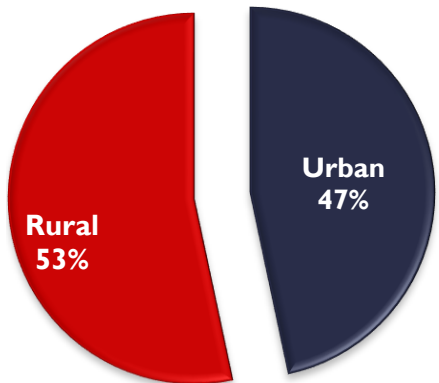
Religion



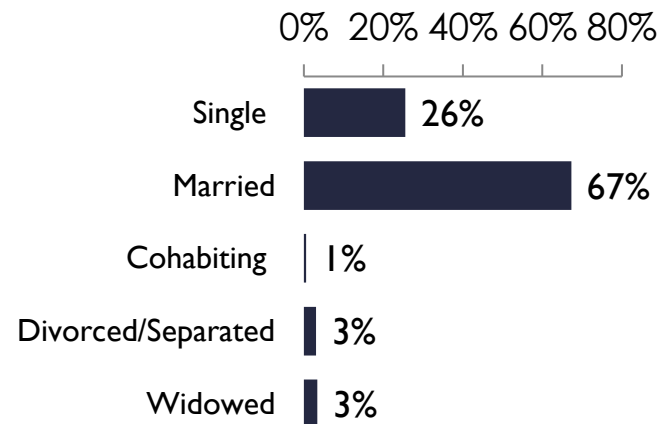
Gender



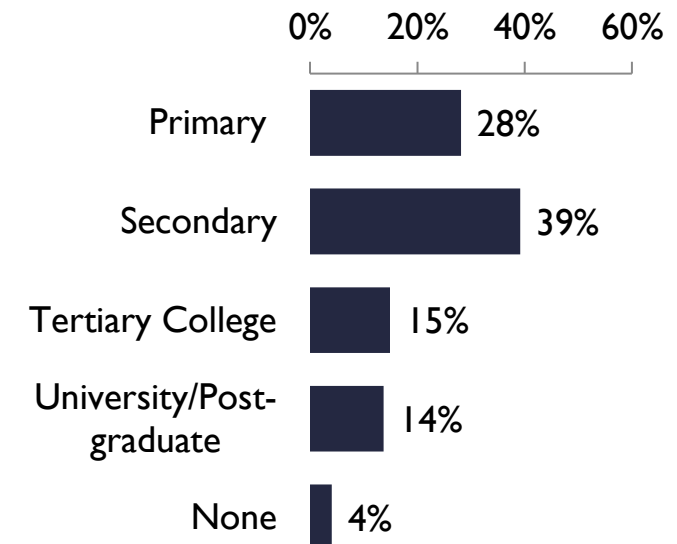
Location



Marital Status



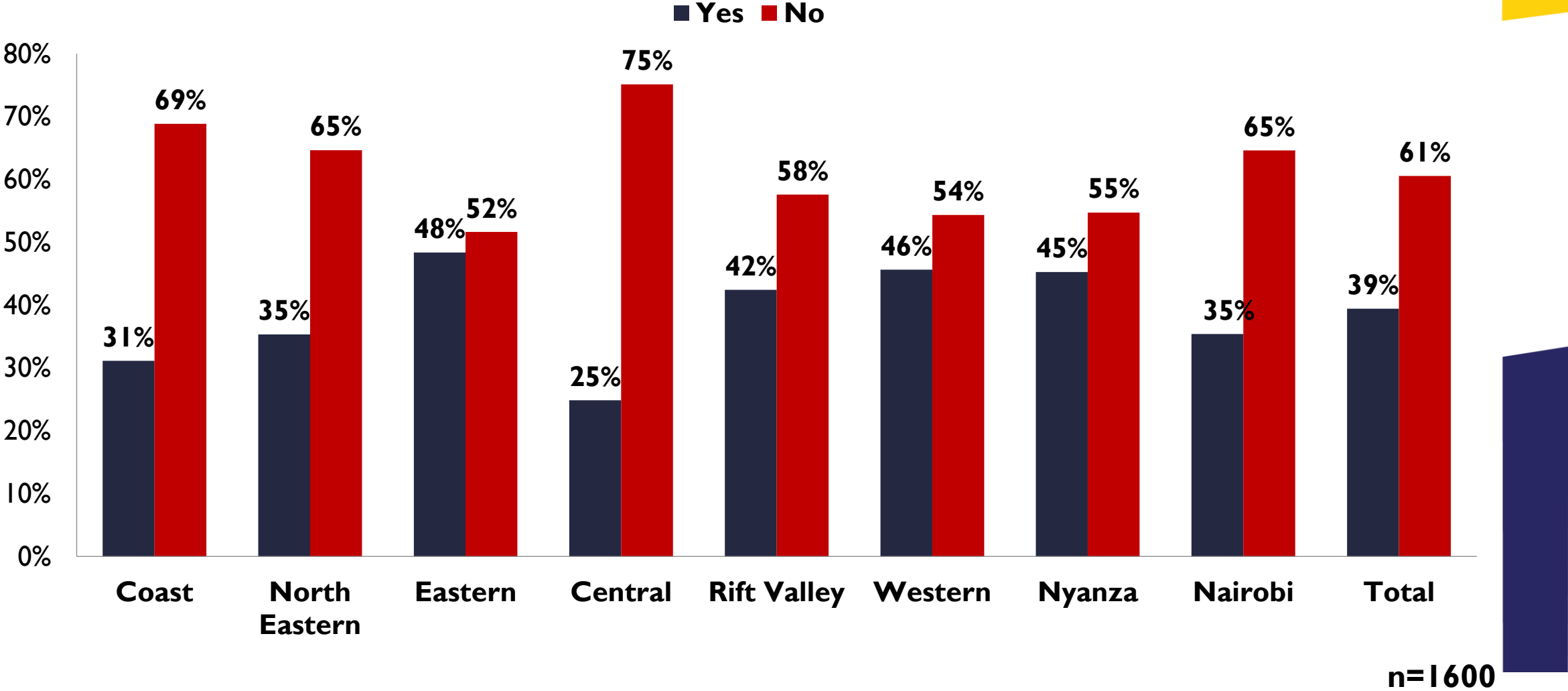
Level of education



THE FESTIVE PERIOD & ASPIRATIONS FOR 2022

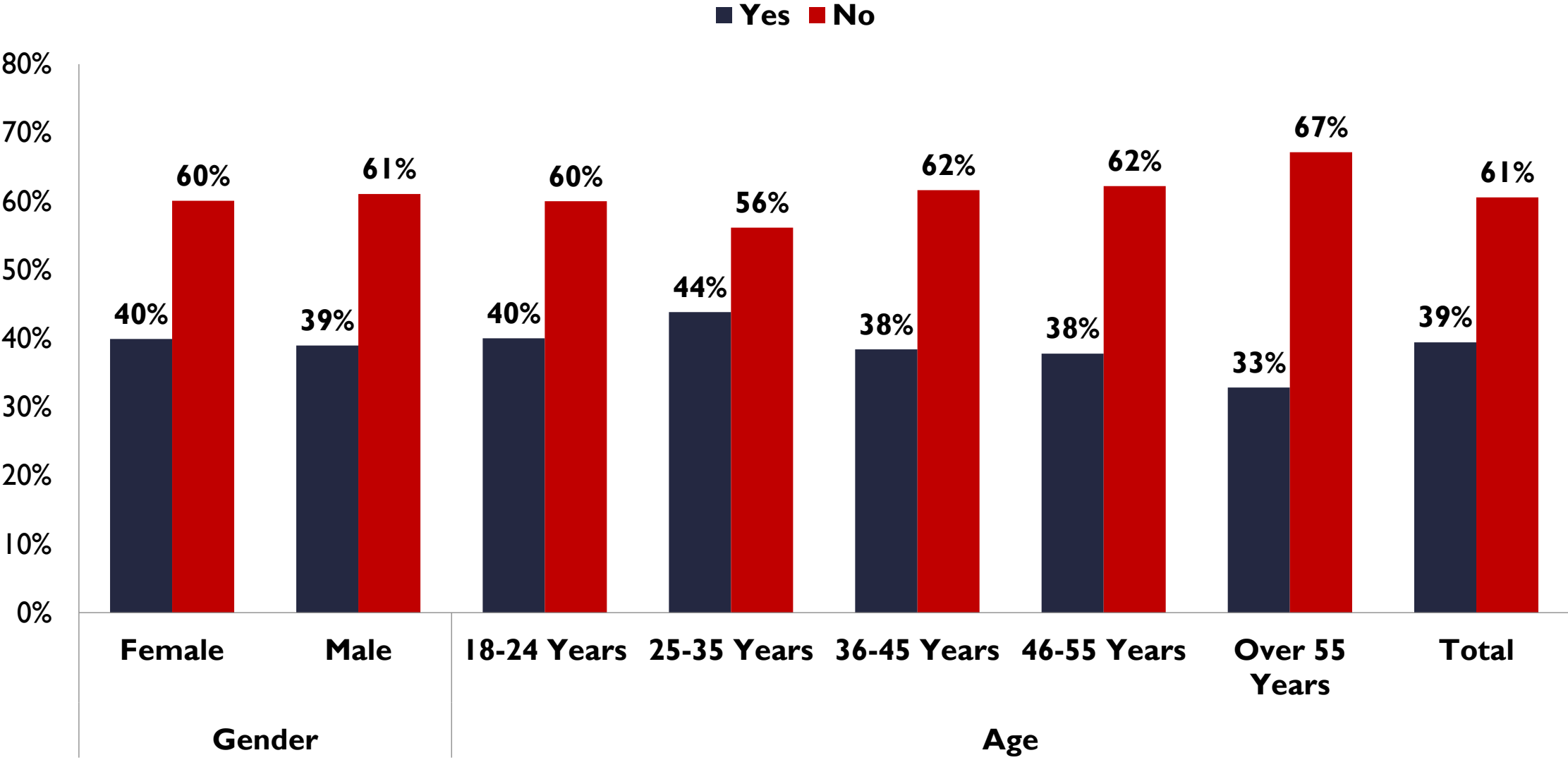


MAJORITY OF KENYANS; 61% HAVE NO PLANS FOR CHRISTMAS!



Do you have any plans for the forthcoming Christmas holiday?

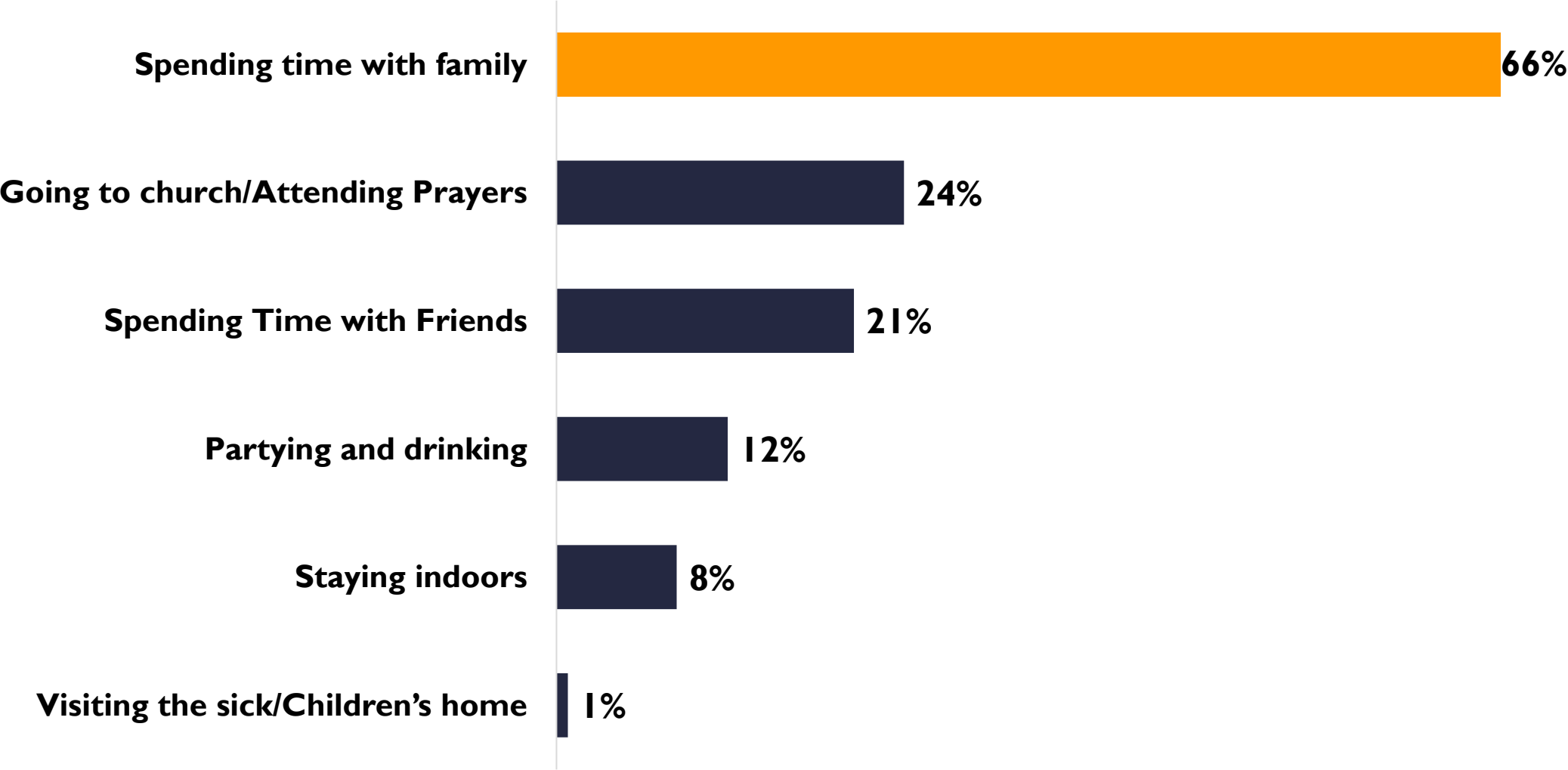
DO YOU HAVE PLANS FOR CHRISTMAS? BY GENDER & AGE



Do you have any plans for the forthcoming Christmas holiday?

n=1600

MAJOITY OF THOSE WITH PLANS WILL BE SPENDING TIME WITH FAMILY



If yes, where do you intend to spend this Christmas Holiday?

n=624, Those that have plans for Christmas

DIFFERENT WAYS THOSE WITH PLANS SPEND THE CHRISTMAS HOLIDAY: BY REGION

	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
Spending time with family	63%	66%	53%	59%	68%	73%	80%	64%	66%
Going to church/Attending Prayers	10%	-	18%	25%	29%	28%	27%	31%	24%
Spending Time with Friends	15%	14%	22%	24%	21%	22%	17%	26%	21%
Partying and drinking	14%	20%	18%	26%	7%	5%	11%	10%	12%
Staying indoors	-	7%	9%	7%	13%	3%	7%	12%	8%
Visiting the sick/Children's home	-	-	-	-	2%	1%	-	2%	1%

If yes, where do you intend to spend this Christmas Holiday?

n=624, Those that have plans for Christmas

DIFFERENT WAYS THOSE WITH PLANS SPEND THE CHRISTMAS HOLIDAY: BY REGION

	Gender		Age					Total
	Female	Male	18-24 Years	25-35 Years	36-45 Years	46-55 Years	Over 55 Years	
Spending time with family	62%	71%	63%	68%	59%	66%	80%	66%
Going to church/Attending Prayers	33%	16%	24%	20%	26%	25%	34%	24%
Spending Time with Friends	19%	23%	24%	22%	26%	17%	11%	21%
Partying and drinking	8%	16%	18%	17%	11%	3%	2%	12%
Staying indoors	12%	5%	5%	8%	10%	12%	7%	8%
Visiting the sick/Children's home	0.3%	1%	3%	0.5%	1%	-	-	1%

If yes, where do you intend to spend this Christmas Holiday?

n=624, Those that have plans for Christmas

ABOUT INFOTRAK



“Infotrak has proven to be an integral and reliable partner not only in providing business solutions but also governance & public policy insights”

- **Infotrak Research and Consulting is a professional research company that 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 Lagos, Nigeria and field contacts in more than 20 other countries in Sub Saharan Africa.**
- **Providing support to various organisations in the private and public over the last 16 years , we attribute our continuous growth 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.**

Infotrak Vision

- **To be the leading Market & Social research firm in Sub Saharan Africa**

Infotrak Mission

- **To be a one stop, information solutions provider to clients who want to be leaders in their fields.**

Infotrak Belief

- **Information is power. Only those who really know how to use it become truly powerful. At Infotrak, we place the power of information in your hands!**

Thank
You

