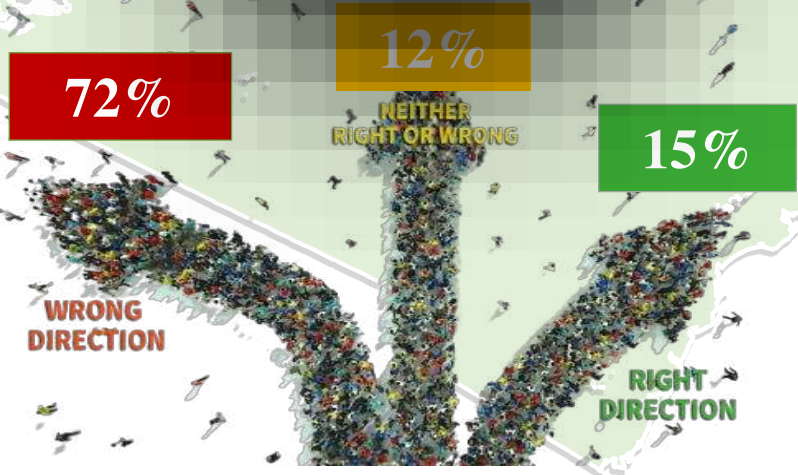
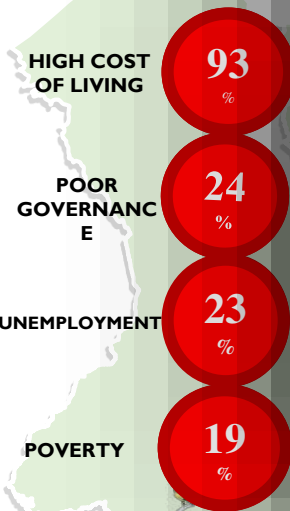
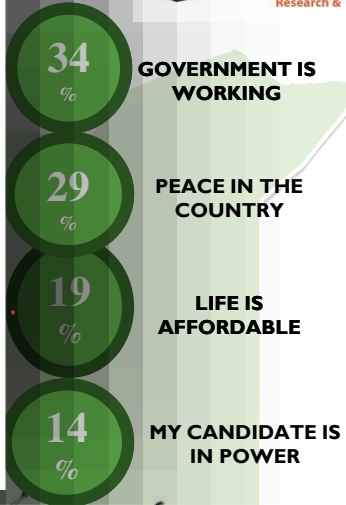
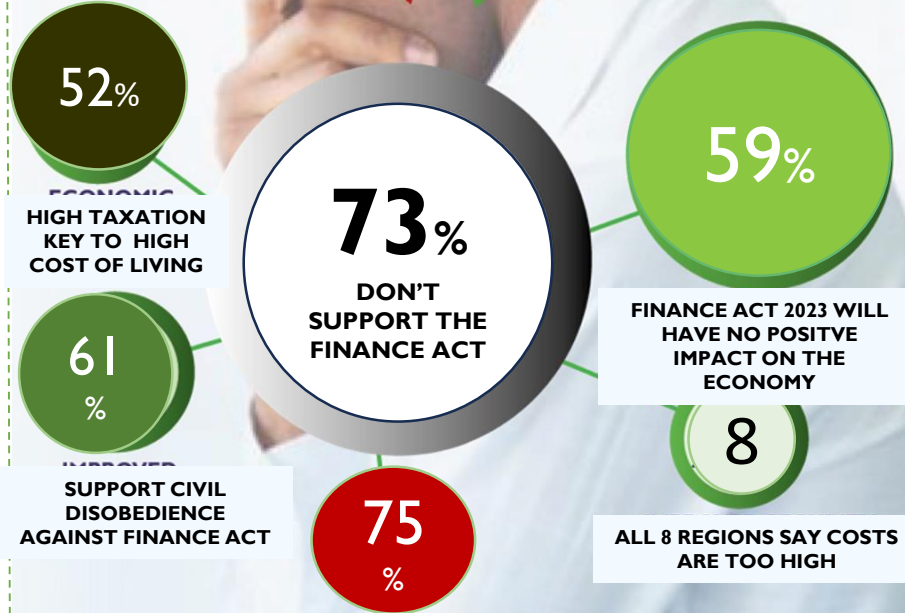
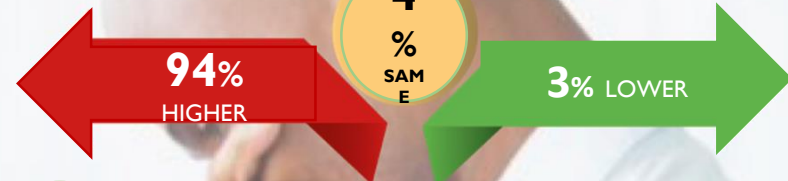


INFOTRAK VOP
JULY 2023

STATE OF THE NATION JULY 2023

COMPARING THE COST OF LIVING NOW AND BEFORE...



When was the survey conducted?	3rd – 8th July, 2023
How was the survey conducted?	Quantitative interviews were conducted through Computer Assisted Telephone Interviews (CATI)
Sample	The survey sample achieved was 2400 to represent the universe of adult Kenyans who were 18 years and above at the time of the survey. The sampling frame was designed using Population Proportionate to size (PPS) guided by the 2019 Census.
Geographical Coverage	The survey covered all the 47 counties and 8 regions of Kenya. To ensure national representativeness, the distribution of the survey sample across the regions was proportionately allocated.
What was the margin of error?	±2.1% at 95% degree of confidence.
What was the response rate?	94% response rate.
Weighting	Where the achieved interviews differed slightly from the intended sampled proportions per demographic group, the dataset was weighted to correct for over or under sampling thus ensuring the sample was proportionately representative of the target population.
Data Analysis	Quantitative Data was processed and analysed using SPSS version 26 statistical software due to its high accuracy and reliability.

REGION	Adult Population (Millions)	Regional %	Sample Achieved per Region
COAST	2.3	9%	217
NORTH EASTERN	1.0	4%	95
EASTERN	3.9	15%	361
CENTRAL	3.4	13%	321
RIFT VALLEY	6.6	26%	613
WESTERN	2.5	10%	231
NYANZA	3.2	12%	295
NAIROBI CITY	2.9	11%	267
TOTAL	25.7	100%	2400

DIRECTION OF THE COUNTRY



DIRECTION THE COUNTRY IS TAKING

72%

WRONG
DIRECTION

12%

NEITHER
RIGHT OR WRONG

15%

RIGHT
DIRECTION

MAJORITY OF KENYANS FEEL THE COUNTRY IS HEADED IN THE WRONG DIRECTION

• 72%

PUBLIC SENTIMENT THAT KENYA IS HEADED IN WRONG DIRECTION HIGHEST SINCE DECEMBER 2020

• **WORSE THAN THE COVID PANDEMIC TIME!**

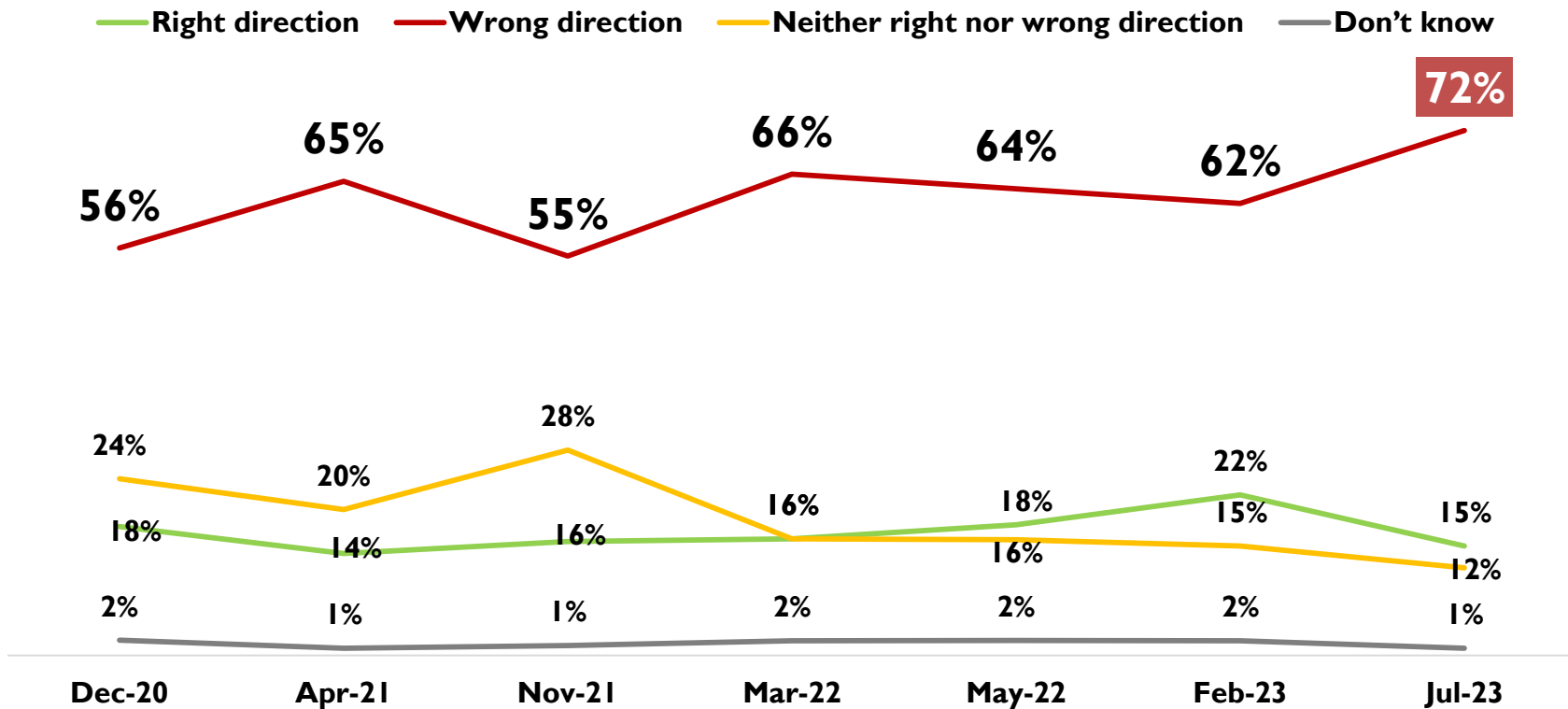
ALL DEMOGRAPHIC GROUPS REGISTER HIGH DISSATISFACTION WITH DIRECTION COUNTRY IS TAKING

• **GENDER, AGE, RURAL/URBAN**

DON'T KNOW/REFUSED TO ANSWER 1%



Sentiment that the country is headed in the wrong direction is the highest since December 2020!



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

DIRECTION THE COUNTRY IS TAKING: BY REGION & GENDER

	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
Wrong direction	76%	67%	72%	61%	68%	79%	82%	71%	72%
Right direction	14%	21%	13%	22%	19%	8%	7%	13%	15%
Neither right nor wrong direction	7%	11%	12%	17%	12%	12%	9%	13%	12%
Don't know	3%	-	2%	1%	1%	0%	2%	2%	1%

	Gender		Age in Years									Total
	Female	Male	18-24	25-29	30-34	35-39	40-44	45-49	50-55	56-59	Over 60	
Wrong direction	73%	70%	65%	67%	71%	76%	72%	75%	71%	76%	71%	72%
Right direction	14%	16%	22%	17%	14%	11%	14%	14%	17%	17%	16%	15%
Neither right nor wrong direction	11%	12%	11%	15%	13%	10%	12%	10%	11%	7%	11%	12%
Don't know	2%	1%	2%	1%	2%	2%	1%	1%	1%	-	2%	1%

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

n=2400

REASONS FOR RIGHT/WRONG DIRECTION THE COUNTRY IS TAKING



THE KEY PROBLEM IS THE HIGH COST OF LIVING!

WHY 72% SAY KENYA HEADED IN WRONG DIRECTION

93%

HIGH COST OF LIVING

23%

UNEMPLOYMENT

19%

POVERTY

14%

POOR GOVERNANCE

WHY 15% SAY KENYA HEADED IN RIGHT DIRECTION

34%

**THE EXECUTIVE IS WORKING
WELL**

29%

COUNTRY IS PEACEFUL

19%

AFFORDABLE COST OF LIVING

14%

MY CANDIDATE IS IN POWER

THE BUCK STOPS WITH THE PRESIDENT!

75%

**OF THOSE UNHAPPY
THINK PRESIDENT IS
RESPONSIBLE FOR THE
WRONG DIRECTION**

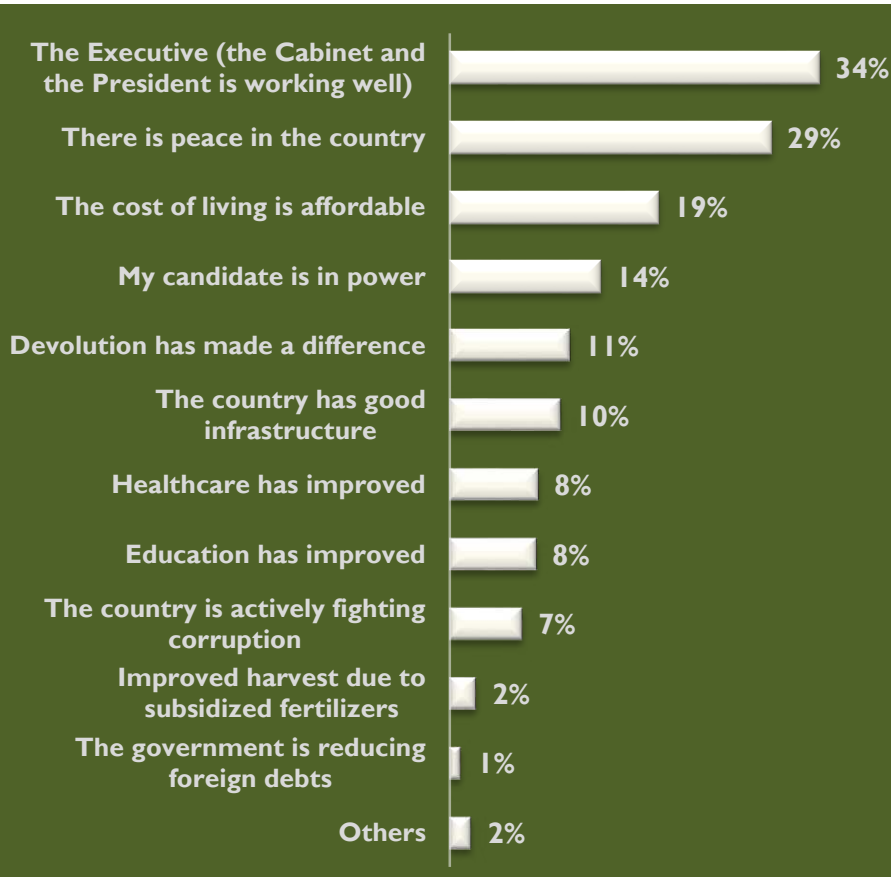
81%

**OF THOSE HAPPY THINK
THE PRESIDENT IS
RESPONSIBLE FOR RIGHT
DIRECTION**

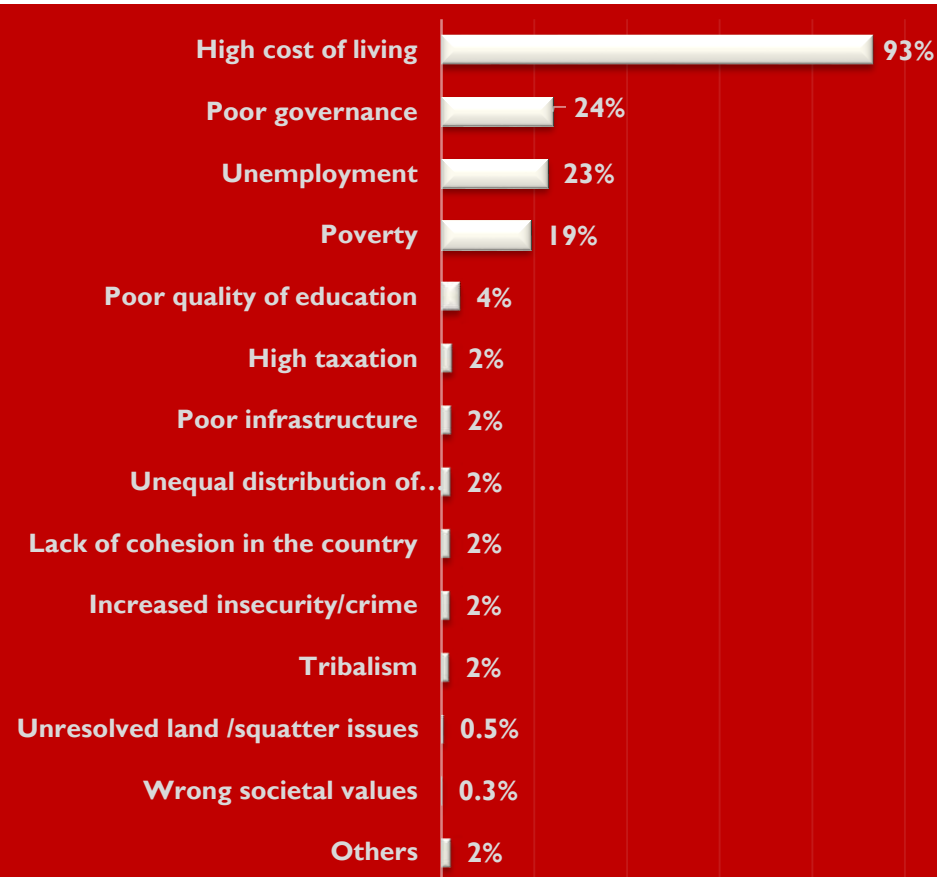
Why do you think that the country is going in right/wrong direction?

REASONS WHY KENYANS FEEL THAT THE COUNTRY IS HEADED IN RIGHT/WRONG DIRECTION

REASONS FOR RIGHT DIRECTION, n=357



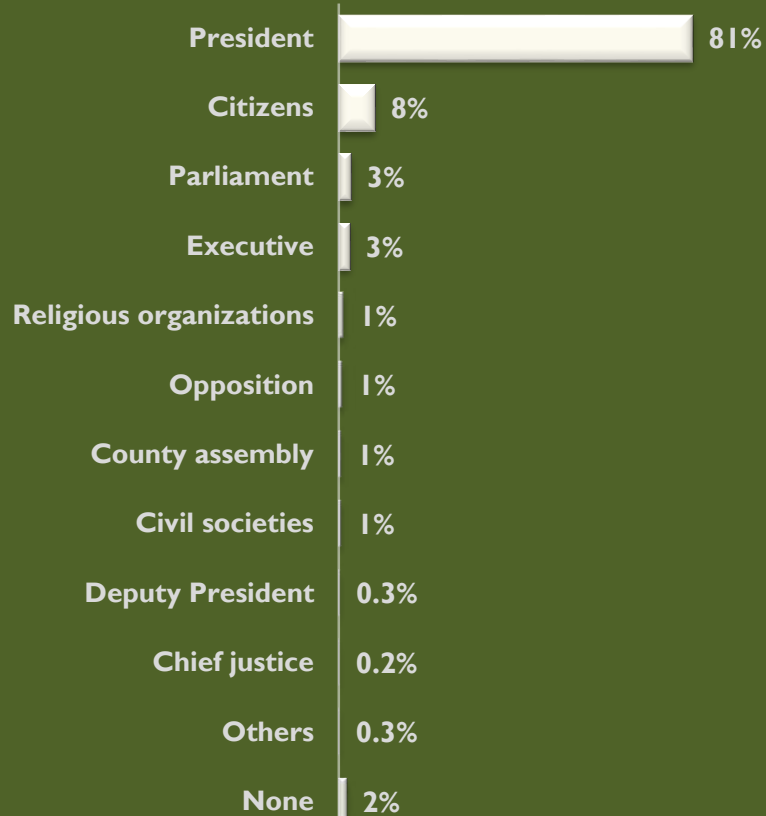
REASONS FOR WRONG DIRECTION, n=1720



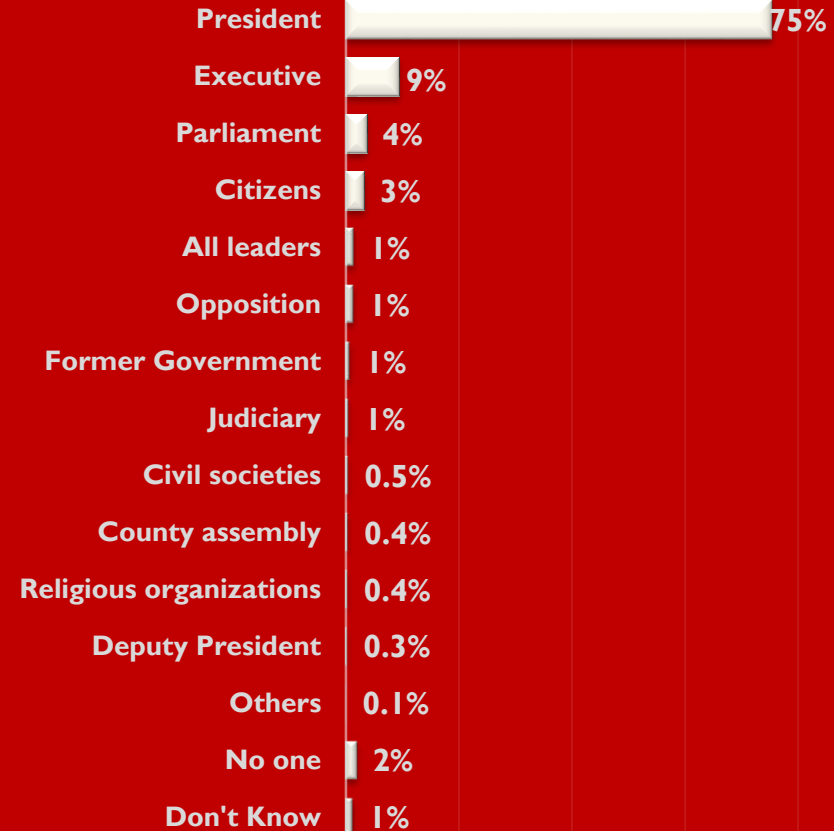
Why do you think that the country is going in right/wrong direction?

THE PRESIDENT IS RESPONSIBLE EITHER WAY.. FOR THE DIRECTION THE COUNTRY IS TAKING

THOSE RESPONSIBLE FOR RIGHT DIRECTION, n=357



THOSE RESPONSIBLE FOR WRONG DIRECTION, n=1720

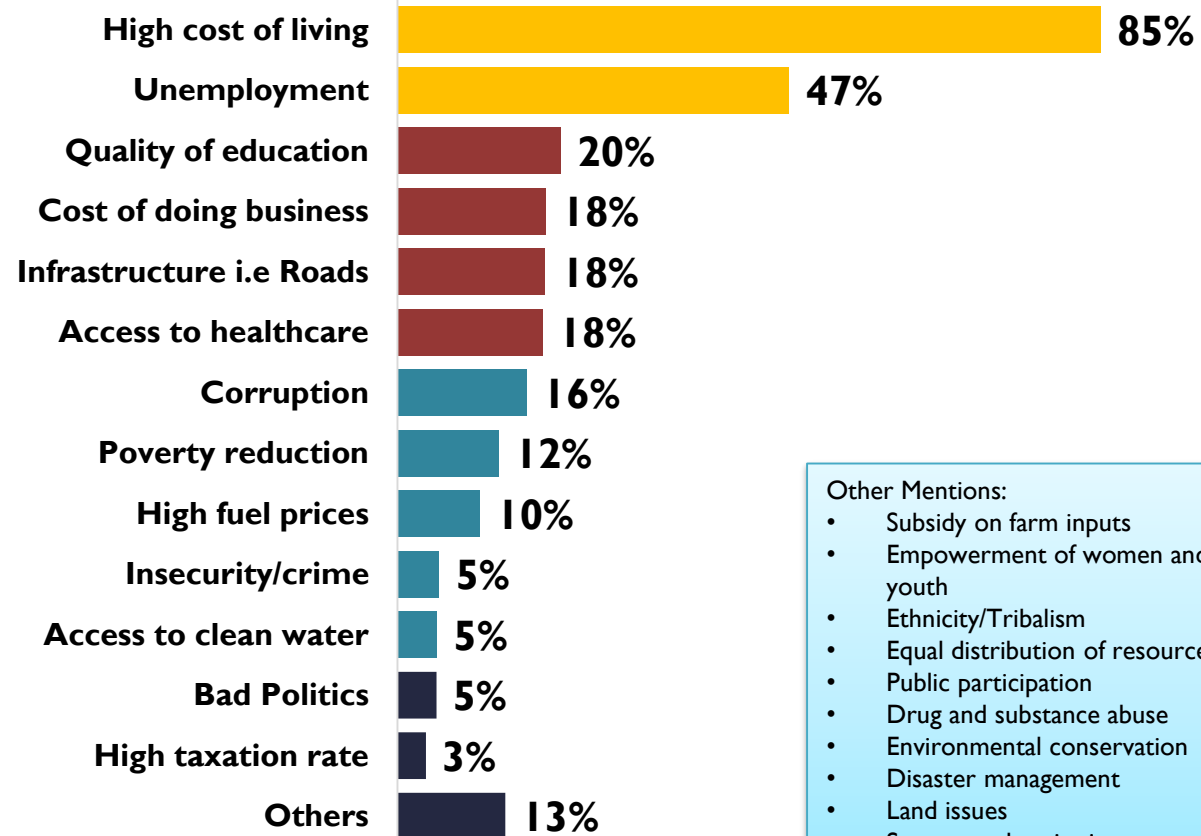


Who do you think is responsible for the direction the country is headed?

KEY ISSUES OF CONCERN



HIGH COST OF LIVING & UNEMPLOYMENT ARE THE TOP 2 ISSUES THAT KENYANS WANT ADDRESSED URGENTLY



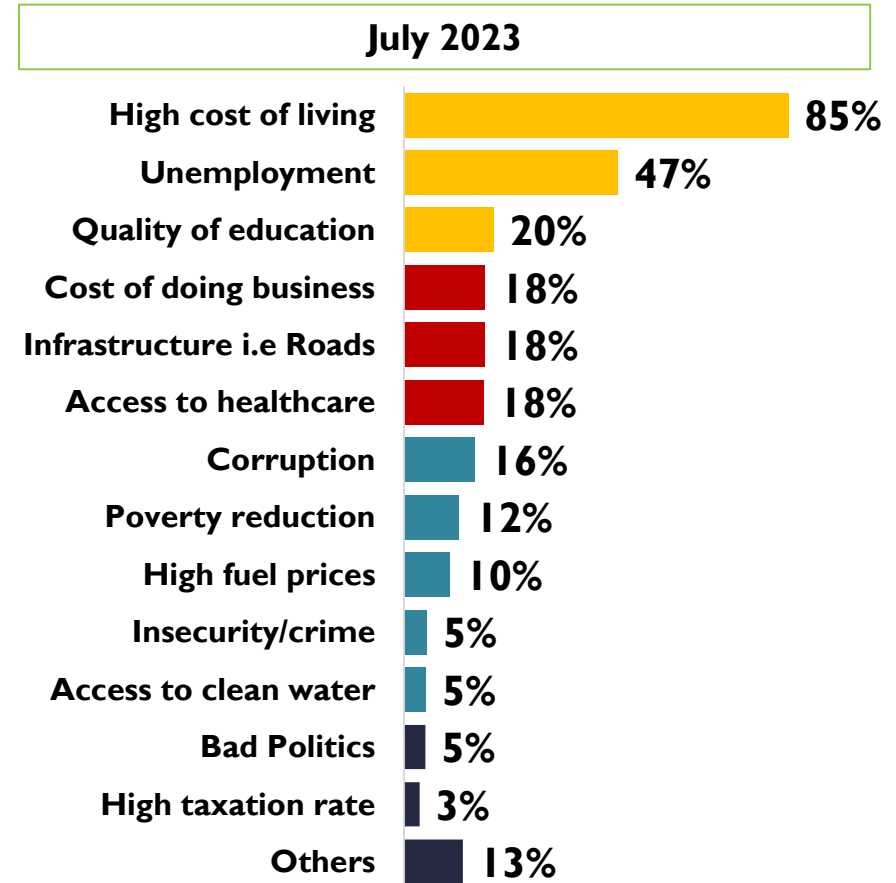
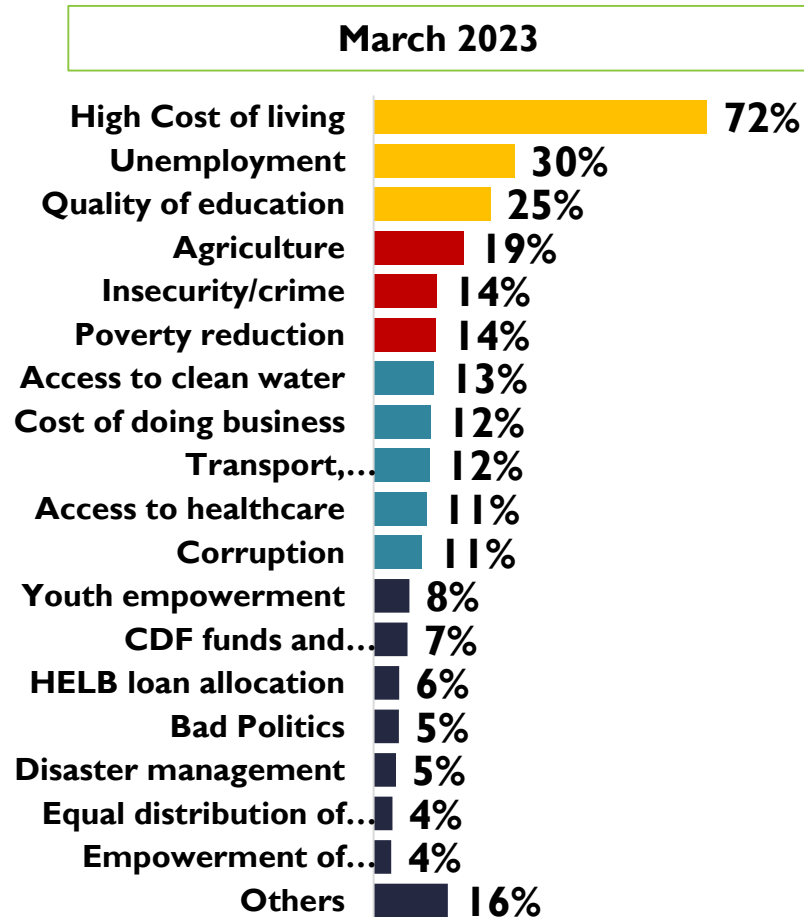
Other Mentions:

- Subsidy on farm inputs
- Empowerment of women and the youth
- Ethnicity/Tribalism
- Equal distribution of resources
- Public participation
- Drug and substance abuse
- Environmental conservation
- Disaster management
- Land issues
- Sewage and sanitation

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=2400

THE NEED FOR COST OF LIVING TO BE ADDRESSED HAS INCREASED BY 13% SINCE MARCH 2023!



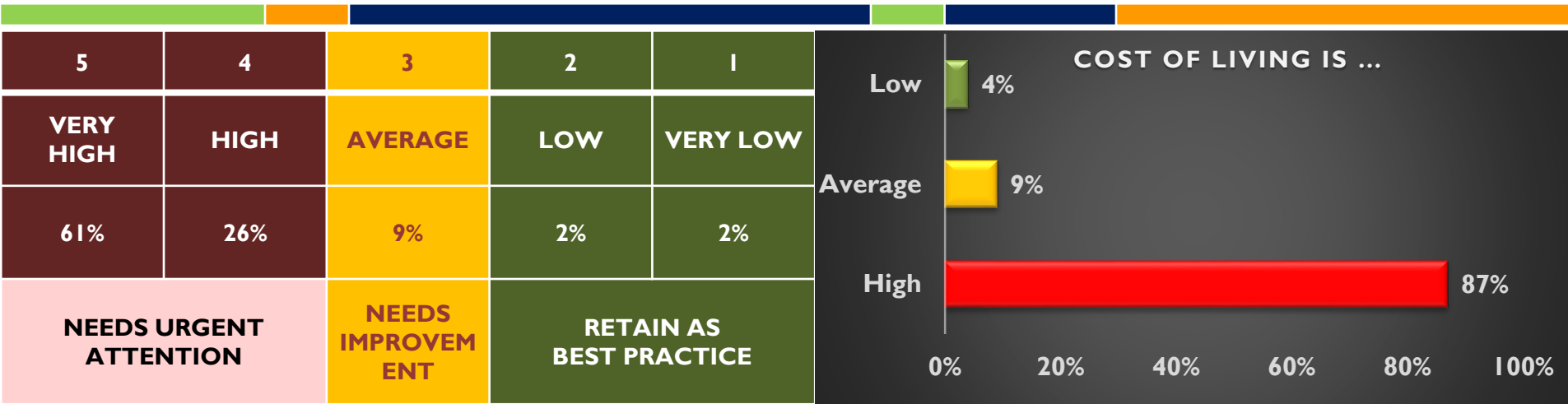
Could you kindly mention the three key issues that concern you as a Kenyan and that should be addressed as a matter of priority

n=2400

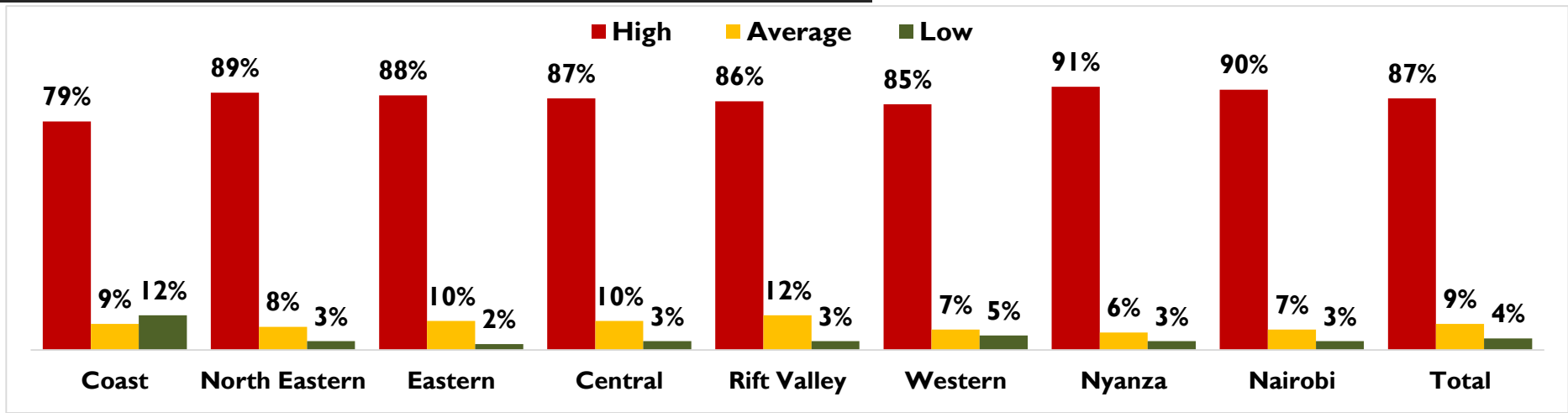
EXPOUNDING ON THE CURRENT COST OF LIVING



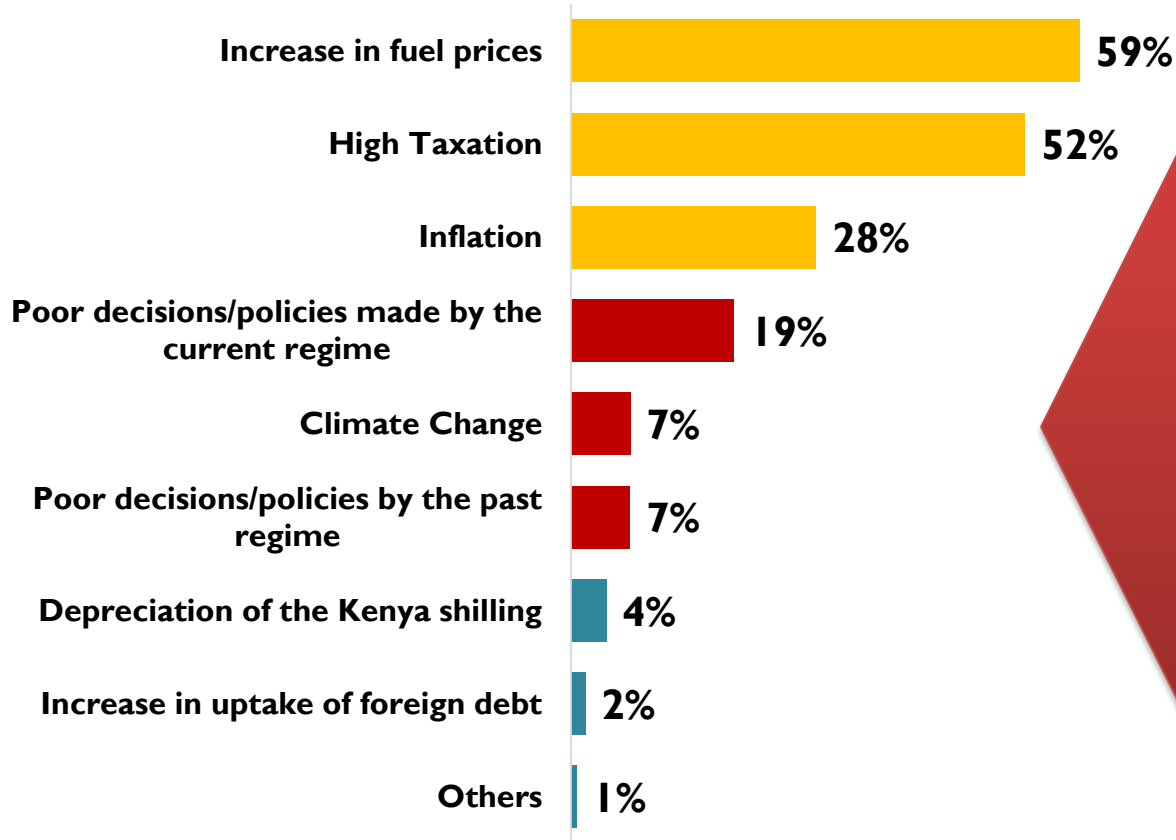
MAJORITY OF KENYANS; 87% THINK THE COST OF LIVING IS CURRENTLY HIGH!



AND THE FEELING IS EVERYWHERE!



THE MAIN CAUSES OF THE CURRENT HIGH COST OF LIVING ARE INCREASED FUEL PRICES, HIGH TAXATION & INFLATION



52%
**SAY IT BOILS
DOWN TO
TAX!**

CAUSES OF THE CURRENT HIGH COST OF LIVING: BY REGION

	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
Increase in fuel prices	46%	66%	66%	54%	58%	58%	66%	53%	59%
High taxation	58%	52%	60%	45%	46%	45%	58%	59%	52%
Inflation	30%	40%	24%	26%	23%	34%	31%	34%	28%
Poor decisions/policies made by the current regime	19%	16%	17%	16%	15%	23%	24%	23%	19%
Climate Change	6%	9%	3%	10%	8%	6%	6%	8%	7%
Poor decisions/policies by the past regime	7%	7%	5%	8%	7%	6%	7%	7%	7%
Depreciation of the Kenya shilling	6%	2%	4%	4%	4%	6%	3%	3%	4%
Increase in uptake of foreign debt	1%	3%	1%	2%	3%	2%	-	0.4%	2%
Others	1%	1%	0.3%	2%	1%	-	1%	-	1%
Dont know	-	3%	0.3%	1%	1%	1%	-	-	1%

If rated high or very high in Q6 above, what would you say has caused the high cost of living?

n=2070



82% OF KENYANS FEEL THAT THE COST OF LIVING IS MUCH HIGHER THAN BEFORE

		Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
It is much lower than before	0.5%									
Somewhat lower than before	2%	81%	84%	87%	82%	78%	81%	87%	77%	82%
It has remained the same as before	4%	11%	15%	6%	8%	16%	12%	10%	19%	12%
Somewhat higher than before	12%	3%	1%	5%	4%	4%	6%	3%	3%	4%
Much higher than before	82%	1%	-	1%	5%	2%	-	-	1%	2%
		3%	-	0.2%	1%	0.1%	0.4%	0.3%	-	0.5%

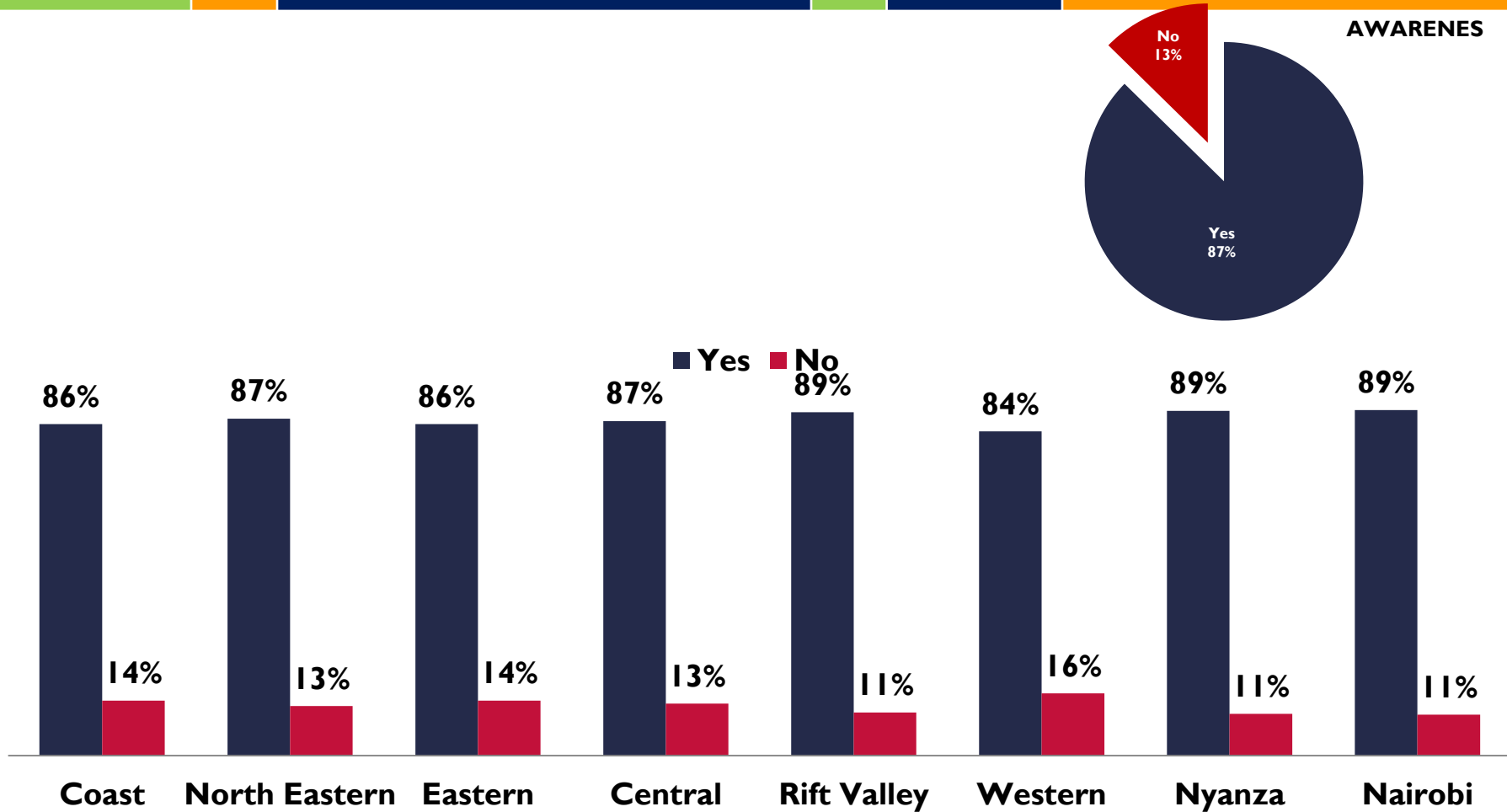
How would you compare the cost of living now and a year ago?

n= 2400

THE FINANCE ACT



87% ARE AWARE OF THE FINANCE ACT 2023

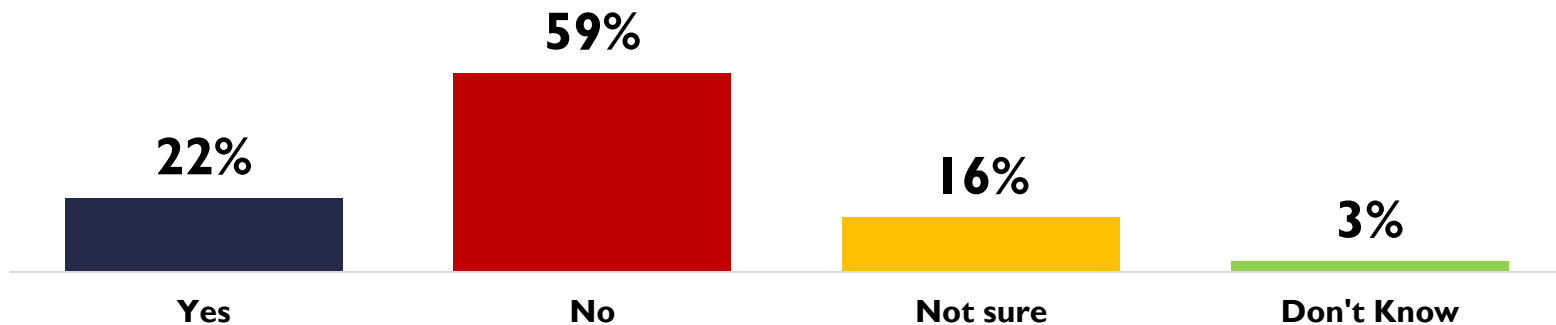


Have you heard about the Finance Act, 2023?

n=2400



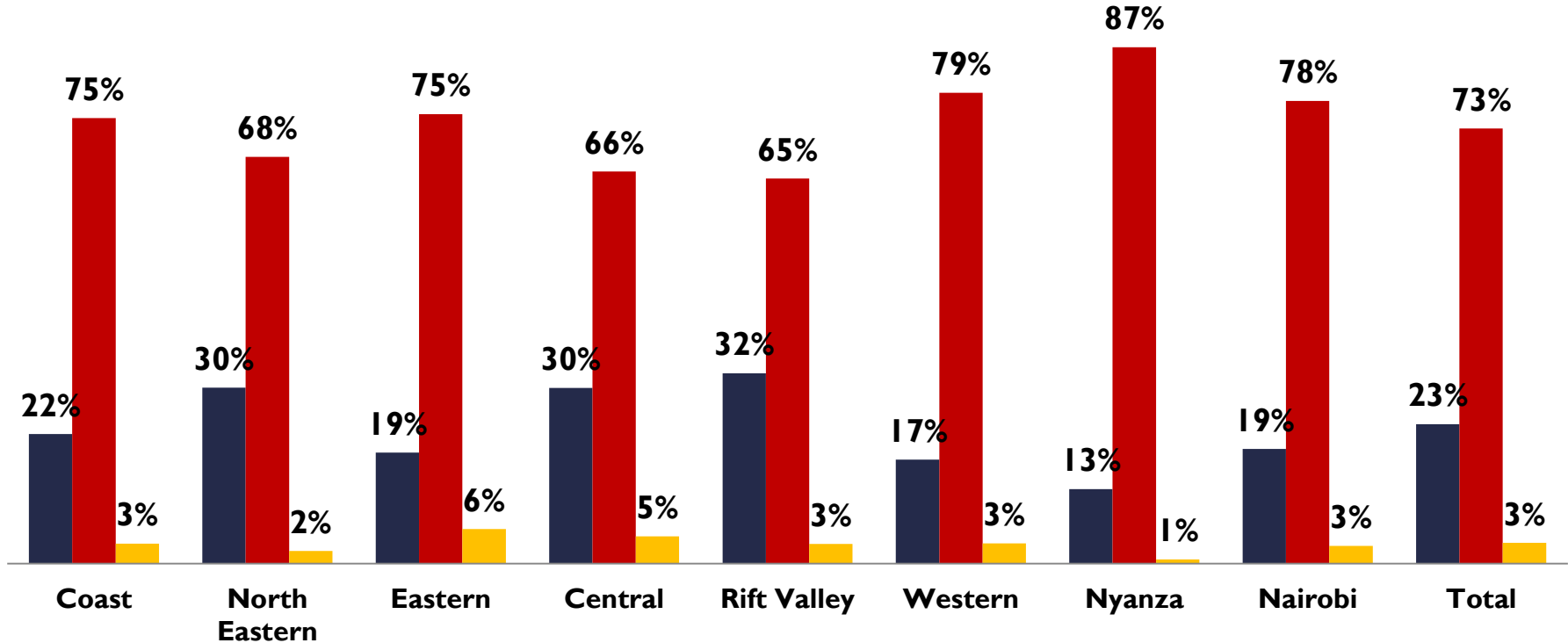
MAJORITY; 59% DON'T THINK THE FINANCE ACT WILL HAVE A POSITIVE IMPACT ON KENYAN ECONOMY



	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
Yes	20%	20%	19%	29%	28%	17%	9%	22%	22%
No	58%	67%	59%	50%	53%	66%	75%	60%	59%
Not sure	18%	10%	16%	17%	17%	16%	14%	17%	16%
Don't Know	5%	3%	6%	4%	2%	1%	2%	1%	3%

73% DON'T SUPPORT THE PASSED FINANCE ACT 2023

■ Yes ■ No ■ Refused to Answer

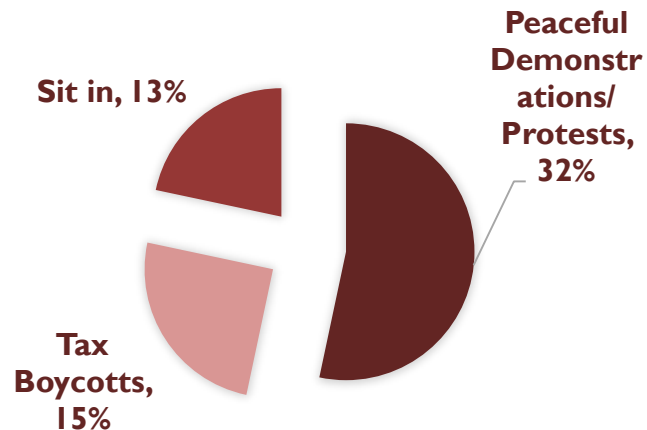
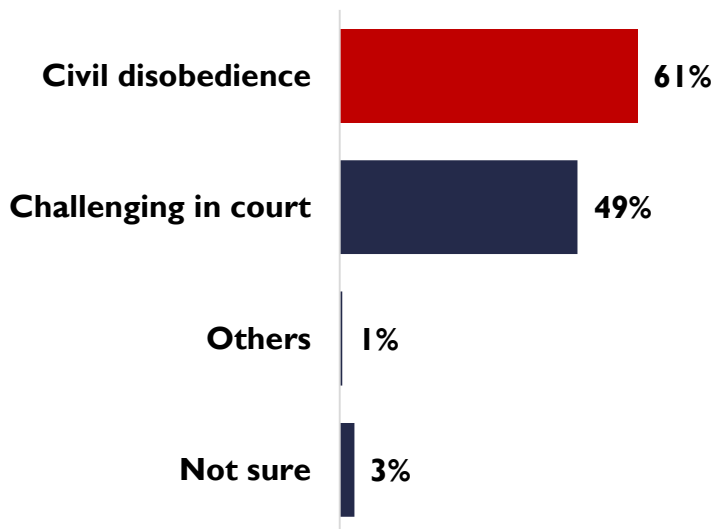


Do you support the passed Finance Act, 2023?

n=2400



MAJORITY OF THOSE WHO DON'T SUPPORT THE FINANCE ACT 2022 SUPPORT CIVIL DISOBEDIENCE TO SHOW DISCONTENTMENT



	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
Civil Disobedience	61%	64%	55%	47%	60%	56%	70%	77%	61%
Challenging in court	42%	51%	48%	53%	50%	49%	45%	52%	49%
Dialogue	1%	-	-	0.4%	1%	-	0.3%	0.4%	0.4%
Others	1%	1%	1%	1%	0%	-	-	0.4%	1%
Not Sure	3%	3%	2%	3%	2%	9%	2%	2%	3%

If NO, which of the following acts do you support to show your discontent of the finance ACT

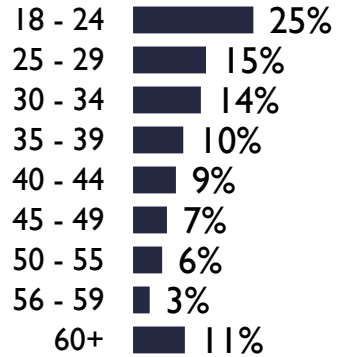
n= 1753

DEMOGRAPHICS

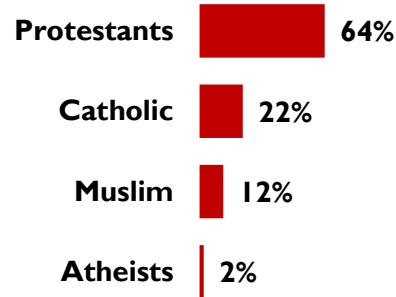


DEMOGRAPHICS

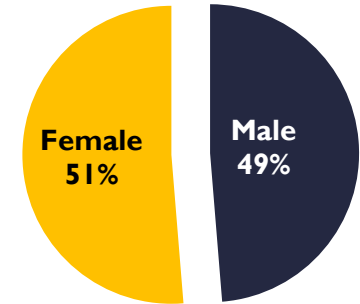
Age



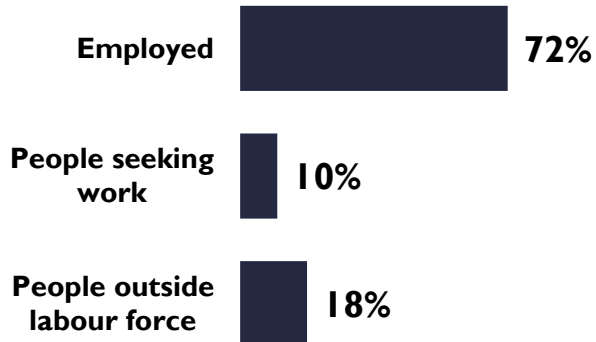
Religion



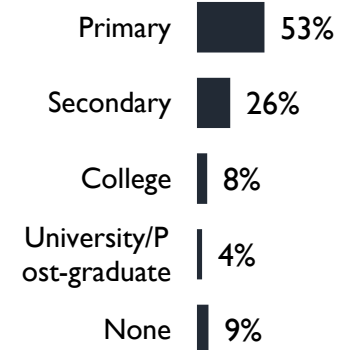
Gender



Employment



Level of Education



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Thank
you!