

**INFOTRAK VOP  
POLL  
JANUARY  
2024**

<b>When was the survey conducted?</b>	<b>18<sup>th</sup> December – 19<sup>th</sup> December 2023</b>
<b>How was the survey conducted?</b>	Quantitative interviews were conducted through Computer Assisted Telephone Interviews (CATI)
<b>Sample</b>	The survey involved 1500 people 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.
<b>Geographical Coverage</b>	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.
<b>What was the margin of error?</b>	<b>±2.53%</b> at 95% degree of confidence.
<b>What was the response rate?</b>	94% response rate.
<b>Weighting</b>	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.
<b>Data Analysis</b>	Quantitative Data was processed and analysed using SPSS version 26 statistical software due to its high accuracy and reliability.

REGION	Adult Population (Millions)	Regional Proportions	Sample per Region
COAST	2.3	9%	136
NORTH EASTERN	1.0	4%	60
EASTERN	3.9	15%	225
CENTRAL	3.4	13%	201
RIFT VALLEY	6.6	26%	383
WESTERN	2.5	10%	144
NYANZA	3.2	12%	184
NAIROBI CITY	2.9	11%	167
TOTAL	25.7	100%	1500

# ECONOMIC HARDSHIPS



**1.**

**A majority of Kenyans (73%) are either in a severe financial distress or struggling to make ends meet.**

**18%**

**are in severe financial distress**

**55%**

**Are struggling to make ends meet**

**only 5%**

**are comfortably managing**

**2.**

**Getting a side hustle and reducing non-essential expenditure are the main coping strategies adopted by Kenyans to cope with the economic hardships.**

**45%**

**Are engaged in a side hustle to supplement their income**

**41%**

**Have reduce their expenditure on non-essentials**

**18%**

**Have taken out loans to fill the gaps**

**3.**

**The hard economic hardships have had various impacts on Kenyans**

**48%**

**Have had increased stress and anxiety**

**32%**

**Have had strain on personal relationships**

**21%**

**Have had physical health issues**

**18%**

**Have had mental health effects**

**4.**

Family & friends and Government assistance programs are the most helpful resources and support systems to deal with the economic hardships.

**48%**

Fell the family and friends have been the most helpful

**24%**

Feel government assistance programs have been the most helpful

**19%**

Cited support from NGOs

**5.**

Most Kenyans are pessimistic that things will get tough in 2024.

**67%**

Think school fees will increase

**56%**

Think unemployment will increase

**52%**

The Dollar Exchange rate against KES will increase

**51%**

Think the cost of Energy will increase.

**6.**

Kenyans would need support from the government to cope with the economic hardships

**26%**

Recommend reduction of the cost of living

**13% suggest**

Creation of more employment opportunities

Reduction of fuel prices

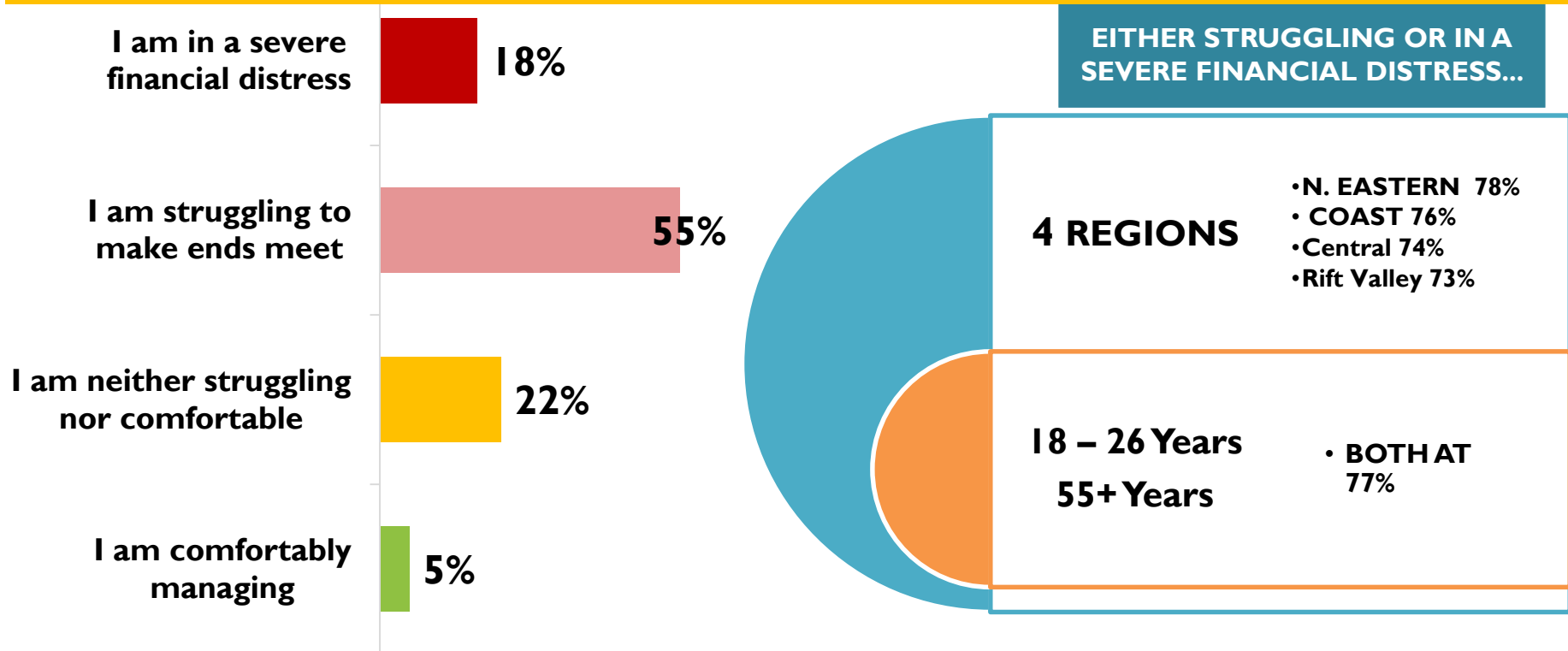
**12% suggest**

Reduction of the cost of education

Reduction of the high taxation



A majority of Kenyans (73%) are either in a severe financial distress or struggling to make ends meet.



## CURRENT FINANCIAL SITUATION: BY REGION

	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
I am comfortably managing	5%	5%	7%	6%	6%	3%	7%	4%	5%
I am neither struggling nor comfortable	18%	17%	23%	20%	22%	25%	21%	28%	22%
I am struggling to make ends meet	62%	59%	48%	56%	56%	54%	55%	52%	55%
I am a in severe financial distress	14%	19%	23%	18%	17%	18%	17%	16%	18%

Which of the following best describes your current financial situation due to economic hardships?

n=1500

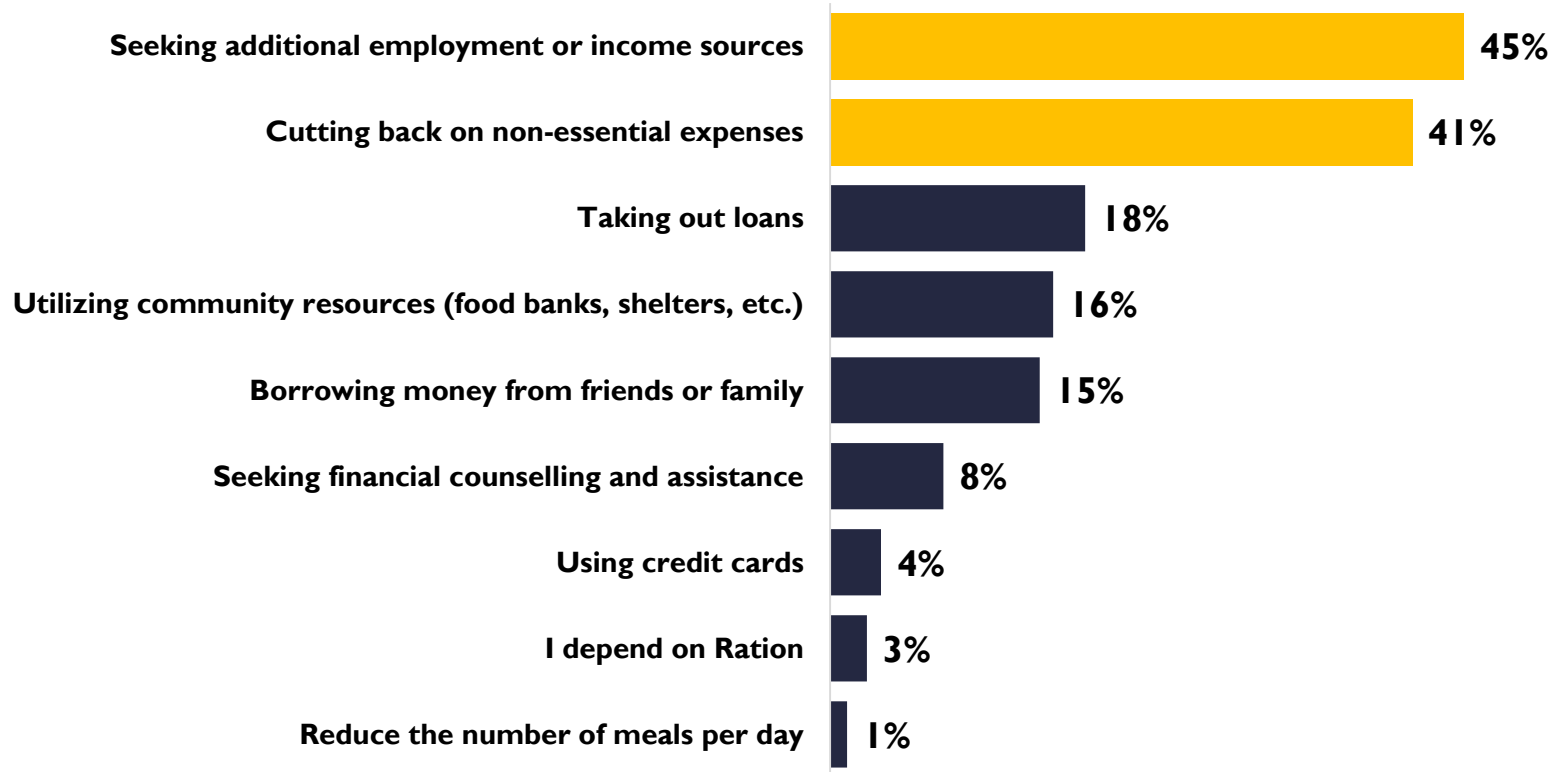


## CURRENT FINANCIAL SITUATION: BY GENDER & AGE

	Gender		Age					
	Male	Female	18 - 26	27 - 35	36 - 45	46 - 55	55+	Total
I am comfortably managing	5%	6%	4%	7%	3%	6%	7%	5%
I am neither struggling nor comfortable	23%	21%	19%	20%	25%	25%	16%	22%
I am struggling to make ends meet	53%	56%	61%	54%	54%	53%	56%	55%
I am in a severe financial distress	19%	17%	16%	19%	17%	16%	21%	18%

Which of the following best describes your current financial situation due to economic hardships? n=1500

- Getting a side hustle (45%) and reducing non-essential expenditure (41%) are the main coping strategies adopted by Kenyans to cope with the economic hardships.



n=1500

What strategies are you using to cope with economic hardships?

# STRATEGIES USED TO COPE WITH THE ECONOMIC HARDSHIPS: REGION

	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
Seeking additional employment or income sources	41%	41%	48%	39%	49%	40%	42%	49%	45%
Cutting back on non-essential expenses	45%	61%	41%	34%	38%	38%	47%	42%	41%
Taking out loans	14%	2%	21%	23%	16%	22%	15%	22%	18%
Utilizing community resources (food banks, shelters, etc.)	23%	15%	18%	15%	16%	14%	13%	11%	16%
Borrowing money from friends or family	23%	5%	13%	17%	16%	17%	10%	13%	15%
Seeking financial counselling and assistance	9%	8%	9%	6%	7%	6%	12%	7%	8%
Using credit cards	3%	3%	2%	4%	3%	8%	3%	3%	4%
I depend on Ration	2%	2%	3%	3%	2%	4%	2%	1%	3%
Reduce the number of meals per day	-	-	2%	2%	1%	1%	1%	1%	1%

What strategies are you using to cope with economic hardships?

n=1500

# STRATEGIES USED TO COPE WITH THE ECONOMIC HARDSHIPS: BY GENDER & AGE

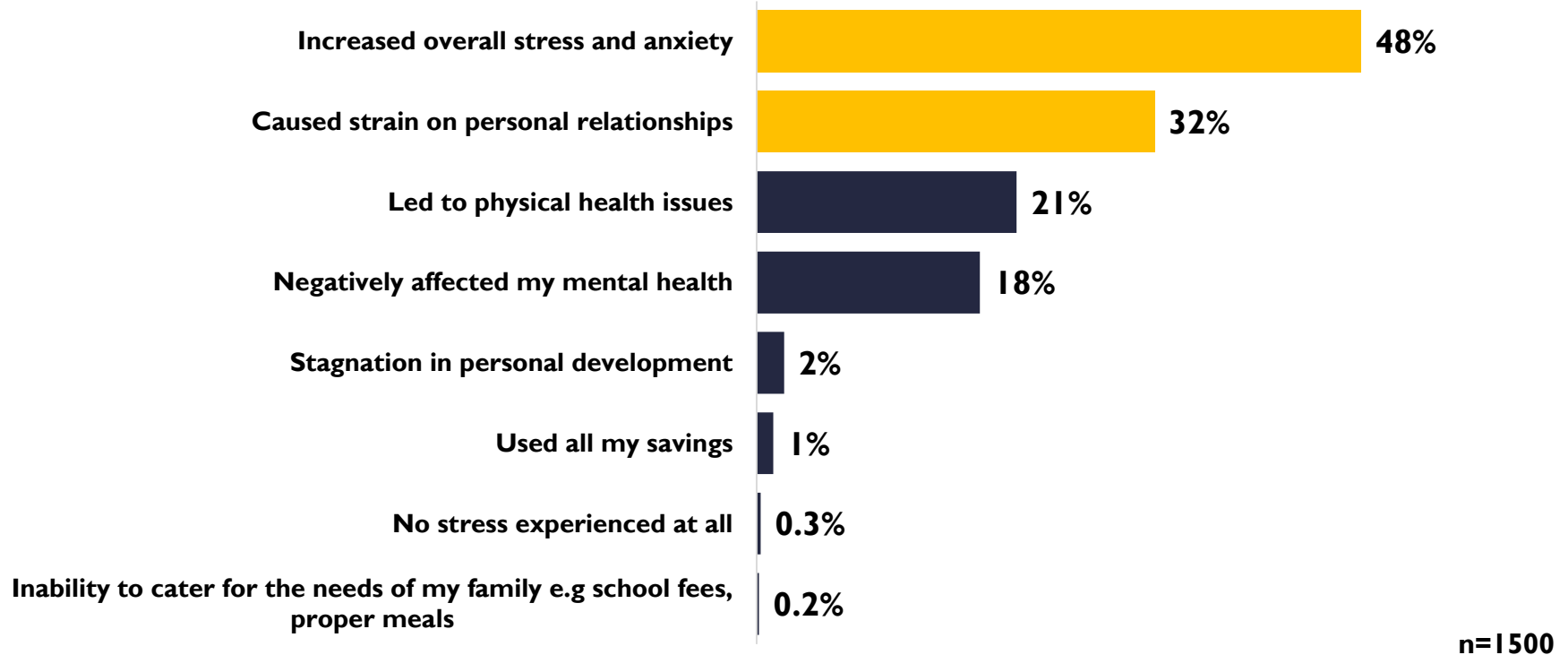
	Gender		Age					Total
	Male	Female	18 - 26	27 - 35	36 - 45	46 - 55	55+	
Seeking additional employment or income sources	47%	42%	52%	47%	41%	42%	53%	45%
Cutting back on non-essential expenses	44%	38%	36%	45%	40%	41%	35%	41%
Taking out loans	15%	21%	22%	16%	19%	21%	12%	18%
Utilizing community resources (food banks, shelters, etc.)	15%	17%	12%	14%	15%	21%	19%	16%
Borrowing money from friends or family	12%	18%	11%	14%	17%	13%	14%	15%
Seeking financial counselling and assistance	8%	8%	8%	7%	10%	8%	5%	8%
Using credit cards	3%	4%	5%	2%	4%	5%	2%	4%
I depend on Ration	2%	3%	2%	2%	2%	3%	6%	3%
Reduce the number of meals per day	1%	1%	1%	1%	1%	1%	2%	1%

What strategies are you using to cope with economic hardships?

n=1500

## IMPACTS OF THE HARD ECONOMIC HARDSHIPS

The hard economic hardships have had various impacts on Kenyans including; increased stress and anxiety (48%), strain on personal relationships (32%), physical health issues (21%), and mental health effects (18%) among others.



n=1500

How has the stress of economic hardships impacted your daily life and well-being?



## IMPACTS OF THE HARD ECONOMIC HARDSHIPS: BY REGION

	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
Increased overall stress and anxiety	61%	36%	51%	48%	46%	50%	42%	47%	48%
Caused strain on personal relationships	29%	36%	36%	23%	34%	30%	30%	34%	32%
Led to physical health issues	27%	22%	19%	23%	19%	20%	22%	17%	21%
Negatively affected my mental health	17%	19%	20%	18%	18%	22%	13%	16%	18%
Stagnation in personal development	1%	2%	2%	3%	2%	1%	2%	2%	2%
Used all my savings	1%	-	1%	1%	1%	1%	3%	2%	1%
No stress experienced at all	-	-	0.4%	1%	-	-	1%	1%	0.3%
Inability to cater for the needs of my family e.g school fees, proper meals	-	-	0.4%	0.5%	-	-	1%	-	0.2%

How has the stress of economic hardships impacted your daily life and well-being?

**n=1500**

# IMPACTS OF THE HARD ECONOMIC HARDSHIPS: BY GENDER & AGE

	Gender		Age					Total
	Male	Female	18 - 26	27 - 35	36 - 45	46 - 55	55+	
Increased overall stress and anxiety	49%	47%	43%	48%	46%	56%	49%	48%
Caused strain on personal relationships	30%	33%	38%	34%	29%	29%	32%	32%
Led to physical health issues	18%	23%	25%	18%	22%	19%	26%	21%
Negatively affected my mental health	19%	16%	21%	16%	19%	18%	14%	18%
Stagnation in personal development	2%	2%	3%	2%	2%	2%	3%	2%
Used all my savings	1%	1%	-	2%	0.4%	2%	2%	1%
No stress experienced at all	0.4%	0.3%	-	1%	0.4%	-	-	0.3%
Inability to cater for the needs of my family e.g school fees, proper meals	0.4%	-	-	-	0.4%	-	1%	0.2%

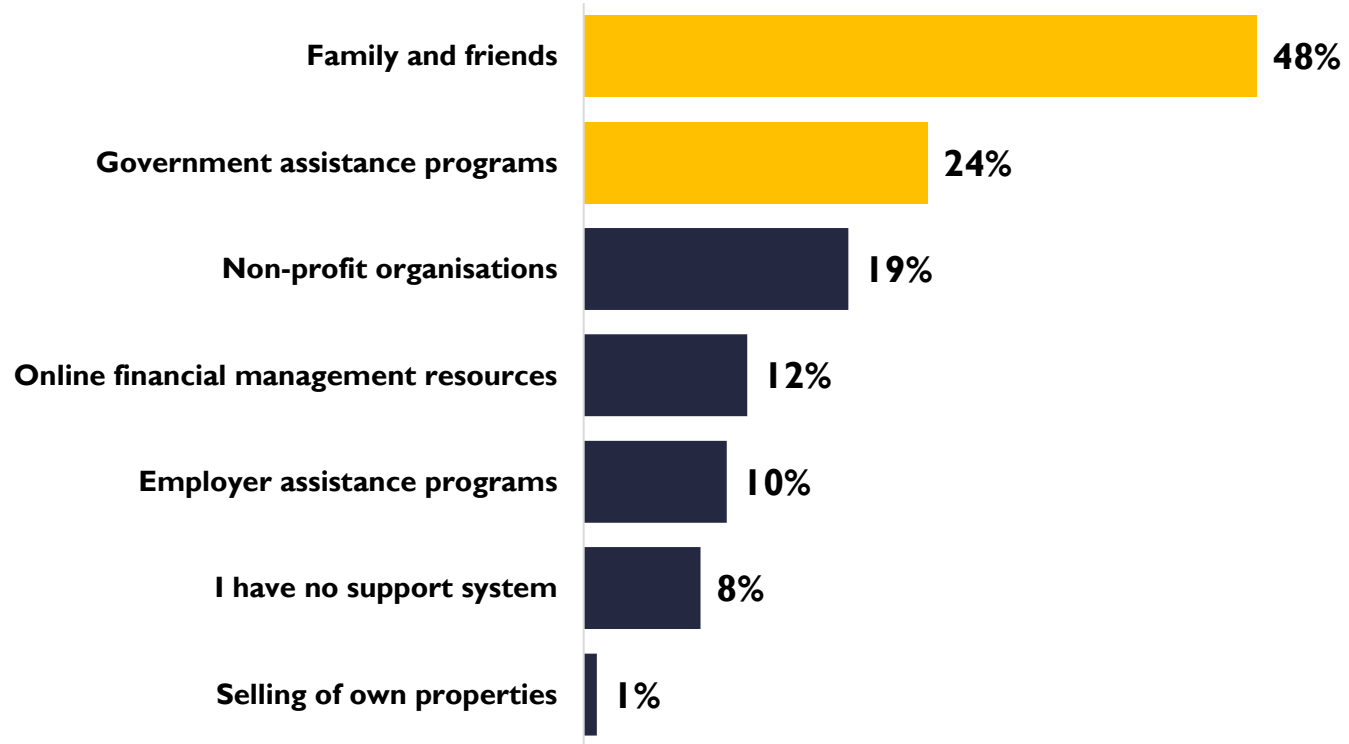
How has the stress of economic hardships impacted your daily life and well-being?

**n=1500**



# HELPFUL SYSTEMS IN DEALING WITH ECONOMIC HARDSHIPS

- Family & friends (48%) and Government assistance programs (24%) are the most helpful resources and support systems to deal with the economic hardships.



**n=1500**

What resources or support systems do you find most helpful in dealing with economic hardships?

# HELPFUL SYSTEMS IN DEALING WITH ECONOMIC HARDSHIPS: BY REGION

	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
Family and friends	46%	46%	52%	38%	49%	59%	47%	47%	48%
Government assistance programs	29%	19%	26%	25%	27%	15%	22%	25%	24%
Non-profit organisations	22%	22%	18%	20%	18%	17%	17%	20%	19%
Online financial management resources	9%	3%	9%	17%	11%	11%	13%	14%	12%
Employer assistance programs	9%	10%	10%	12%	11%	12%	7%	8%	10%
I have no support system	9%	15%	5%	6%	8%	8%	10%	10%	8%
Selling of own properties	1%	-	2%	1%	1%	1%	1%	-	1%

What resources or support systems do you find most helpful in dealing with economic hardships?

**n=1500**

# HELPFUL SYSTEMS IN DEALING WITH THE ECONOMIC HARDSHIPS: BY GENDER & AGE

	Gender		Age					Total
	Male	Female	18 - 26	27 - 35	36 - 45	46 - 55	55+	
Family and friends	44%	52%	54%	49%	44%	49%	53%	48%
Government assistance programs	25%	23%	16%	24%	24%	31%	26%	24%
Non-profit organisations	20%	18%	17%	18%	20%	21%	12%	19%
Online financial management resources	12%	11%	11%	13%	13%	9%	7%	12%
Employer assistance programs	9%	12%	10%	11%	10%	9%	11%	10%
I have no support system	10%	6%	9%	7%	9%	8%	10%	8%
Selling of own properties	2%	-	2%	1%	1%	2%	1%	1%

What resources or support systems do you find most helpful in dealing with economic hardships?

**n=1500**



# WHETHER THE FOLLOWING WILL INCREASE, DECREASE OR REMAIN THE SAME

- Most Kenyans are pessimistic that the cost of living, school fees, cost of energy, unemployment, the cost of fertilizer, the exchange rate of the dollar against the Kenya shilling will continue to increase in 2024.

	Increase	Decrease	Remain the same	Don't Know/ I can't tell
Cost of Living	48%	36%	6%	9%
School Fees	67%	18%	7%	9%
Cost of Energy	51%	34%	7%	9%
Unemployment	56%	27%	9%	8%
Cost of Fertilizer	40%	38%	10%	12%
The Dollar rates against Kenya shillings	52%	28%	6%	14%



# WHETHER THE FOLLOWING WILL INCREASE, DECREASE OR REMAIN THE SAME: BY REGION

<b>INCREASE</b>	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	<b>Total</b>
School Fees	67%	53%	64%	68%	65%	68%	73%	69%	<b>67%</b>
Unemployment	57%	59%	57%	51%	55%	56%	61%	52%	<b>56%</b>
The Dollar rates against Kenya shillings	59%	58%	49%	52%	50%	50%	52%	54%	<b>52%</b>
Cost of Energy	57%	56%	48%	44%	54%	44%	56%	48%	<b>51%</b>
Cost of Living	56%	53%	43%	42%	45%	51%	57%	50%	<b>48%</b>
Cost of Fertilizer	49%	44%	36%	34%	36%	46%	49%	40%	<b>40%</b>

Over the next year, do you think the following will increase, decrease or remain the same...?

**n=1500**

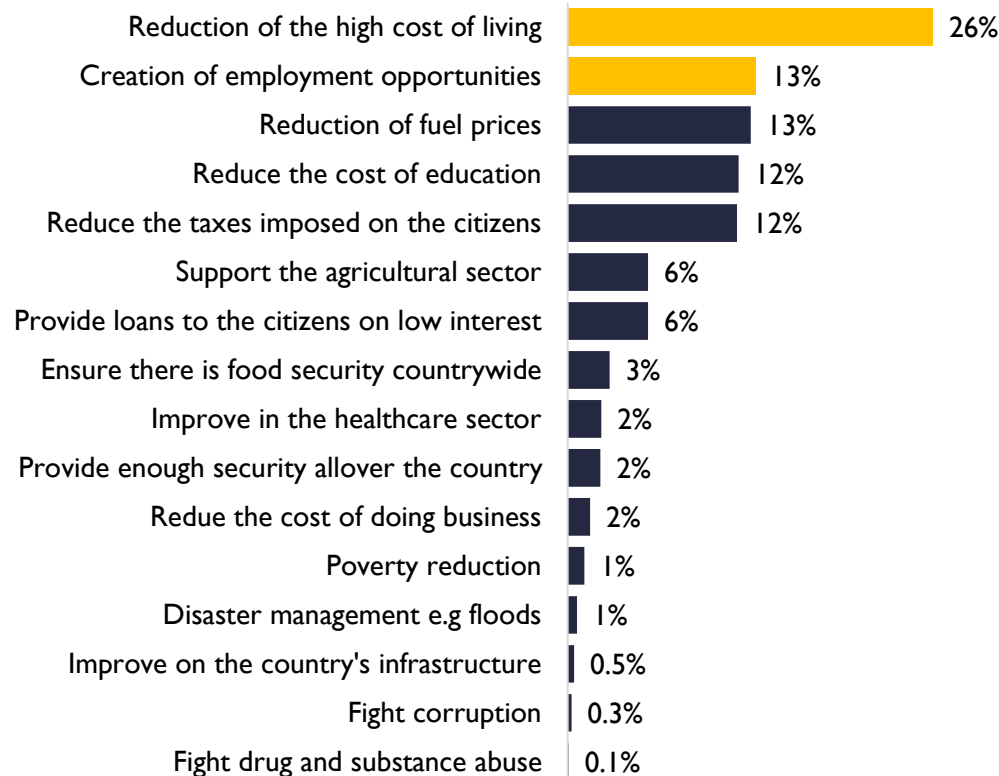


# WHETHER THE FOLLOWING WILL INCREASE, DECREASE OR REMAIN THE SAME: BY GENDER & AGE

INCREASE	Gender		Age					Total
	Male	Female	18 - 26	27 - 35	36 - 45	46 - 55	55+	
School Fees	68%	65%	72%	65%	69%	67%	56%	67%
Unemployment	55%	56%	65%	55%	56%	52%	53%	56%
The Dollar rates against Kenya shillings	53%	51%	59%	55%	49%	50%	50%	52%
Cost of Energy	50%	51%	61%	51%	49%	48%	50%	51%
Cost of Living	50%	47%	59%	46%	49%	50%	44%	48%
Cost of Fertilizer	39%	42%	49%	40%	38%	41%	43%	40%

# SPECIFIC AREAS WHERE MORE SUPPORT IS NEEDED TO COPE WITH THE HARD ECONOMIC HARDSHIPS

- Among the areas the citizenry would need more support to cope with the economic hardships include; reduction of the high cost of living (26%), creation of employment opportunities (13%), reduction of fuel prices (13%), reduction of education costs (12%), and reduction of the high taxation (12%).



Are there specific areas where you feel you need more support in coping with economic hardships?

n=1500



# SPECIFIC AREAS WHERE MORE SUPPORT IS NEEDED TO COPE WITH THE HARD ECONOMIC HARDSHIPS: BY REGION

	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
Reduction of the high cost of living	33%	32%	15%	25%	24%	30%	24%	37%	26%
Creation of employment opportunities	11%	12%	17%	18%	13%	12%	11%	10%	13%
Reduction of fuel prices	10%	15%	13%	12%	11%	14%	16%	18%	13%
Reduce the cost of education	12%	5%	15%	13%	13%	13%	11%	9%	12%
Reduce the taxes imposed on the citizens	15%	19%	10%	9%	12%	13%	12%	13%	12%
Support the agricultural sector	2%	2%	7%	8%	7%	6%	4%	3%	6%
Provide loans to the citizens on low interest	5%	-	10%	6%	5%	6%	9%	2%	6%
Ensure there is food security countrywide	2%	3%	5%	1%	4%	-	5%	2%	3%
Improve in the healthcare sector	3%	2%	4%	2%	2%	1%	1%	3%	2%
Provide enough security allover the country	3%	3%	1%	1%	3%	3%	4%	1%	2%
Redue the cost of doing business	4%	3%	1%	2%	2%	1%	1%	1%	2%
Poverty reduction	1%	2%	0.4%	0.5%	2%	3%	1%	1%	1%
Disaster management e.g floods	-	2%	2%	0.5%	1%	-	1%	-	1%
Improve on the country's infrastructure	-	-	0.4%	-	1%	-	1%	1%	0.5%
Fight corruption	-	-	-	0.5%	1%	-	1%	-	0.3%
Fight drug and substance abuse	-	-	-	0.5%	-	-	-	-	0.1%

Are there specific areas where you feel you need more support in coping with economic hardships?

n=1500

## SPECIFIC AREAS WHERE MORE SUPPORT IS NEEDED TO COPE WITH THE HARD ECONOMIC HARDSHIPS: BY GENDER & AGE

	Gender		Age					Total
	Male	Female	18 - 26	27 - 35	36 - 45	46 - 55	55+	
Reduction of the high cost of living	23%	29%	29%	30%	22%	27%	21%	26%
Creation of employment opportunities	14%	13%	21%	13%	14%	11%	9%	13%
Reduction of fuel prices	15%	11%	15%	13%	13%	13%	14%	13%
Reduce the cost of education	11%	13%	6%	11%	14%	10%	15%	12%
Reduce the taxes imposed on the citizens	14%	10%	7%	12%	12%	14%	14%	12%
Support the agricultural sector	7%	5%	4%	4%	7%	6%	8%	6%
Provide loans to the citizens on low interest	6%	5%	7%	5%	5%	7%	6%	6%
Ensure there is food security countrywide	3%	3%	3%	4%	2%	4%	1%	3%
Improve in the healthcare sector	2%	3%	4%	1%	3%	3%	4%	2%
Provide enough security allover the country	2%	2%	1%	2%	3%	1%	5%	2%
Redue the cost of doing business	2%	2%	2%	2%	1%	2%	2%	2%
Poverty reduction	1%	1%	-	1%	2%	0.4%	2%	1%
Disaster management e.g floods	0.3%	1%	-	0.4%	1%	-	-	1%
Improve on the country's infrastructure	0.4%	1%	1%	-	1%	1%	-	0.5%
Fight corruption	0.3%	0.3%	-	0.4%	0.2%	0.4%	-	0.3%
Fight drug and substance abuse	0.1%	-	-	-	0.2%	-	-	0.1%

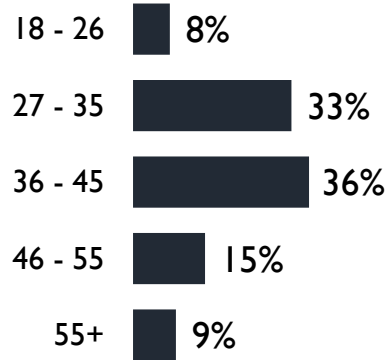
Are there specific areas where you feel you need more support in coping with economic hardships?

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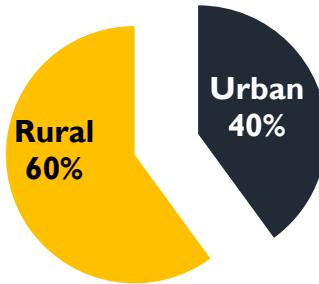
# SURVEY DEMOGRAPHICS



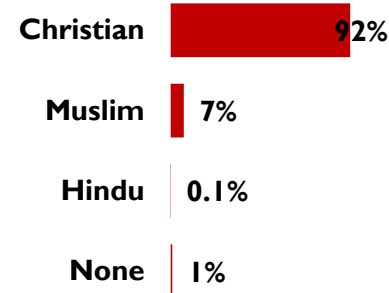
## Age



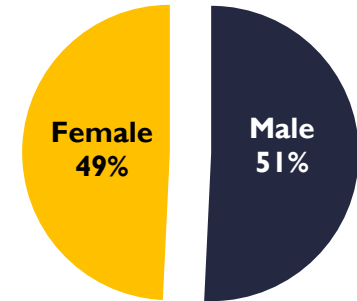
## Location



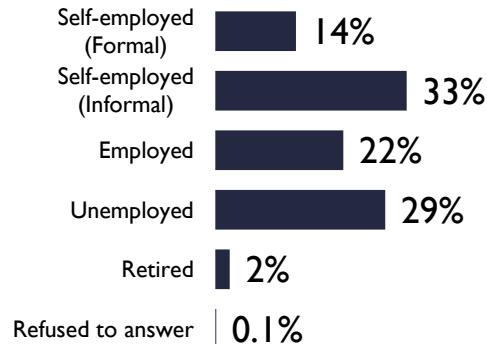
## Religion



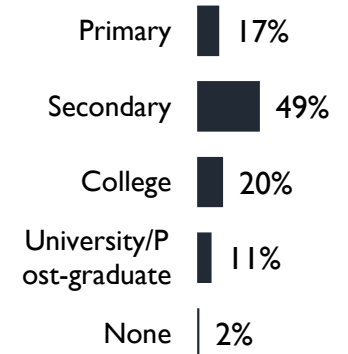
## Gender



## Employment



## Level of Education



**“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!

**HAPPY 2024**