

**INFOTRAK VOP  
POLL  
March  
2024**

<b>When was the survey conducted?</b>	<b>8<sup>th</sup> March –9<sup>th</sup> March 2024</b>
<b>How was the survey conducted?</b>	Quantitative interviews were conducted through Computer Assisted Telephone Interviews (CATI)
<b>Sample</b>	The survey sample was n=1000 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>±3.099%</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 analyzed using SPSS version 26 statistical software due to its high accuracy and reliability.

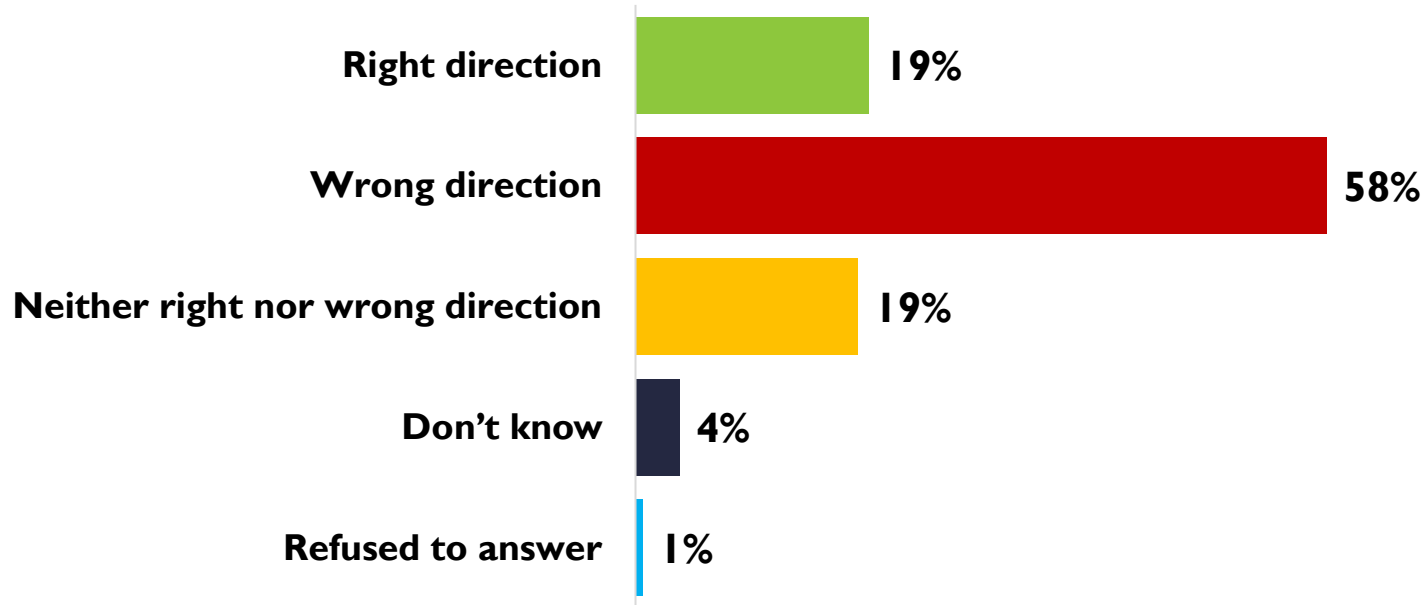
REGION	Adult Population (Millions)	Regional Proportions	Sample per Region
COAST	2.3	9%	91
NORTH EASTERN	1.0	4%	40
EASTERN	3.9	15%	150
CENTRAL	3.4	13%	134
RIFT VALLEY	6.6	26%	256
WESTERN	2.5	10%	96
NYANZA	3.2	12%	123
NAIROBI CITY	2.9	11%	111
TOTAL	25.7	100%	1000

# DIRECTION OF THE COUNTRY



## DIRECTION THE COUNTRY IS HEADED

A majority of Kenyans (58%) opined the country is headed in the wrong direction

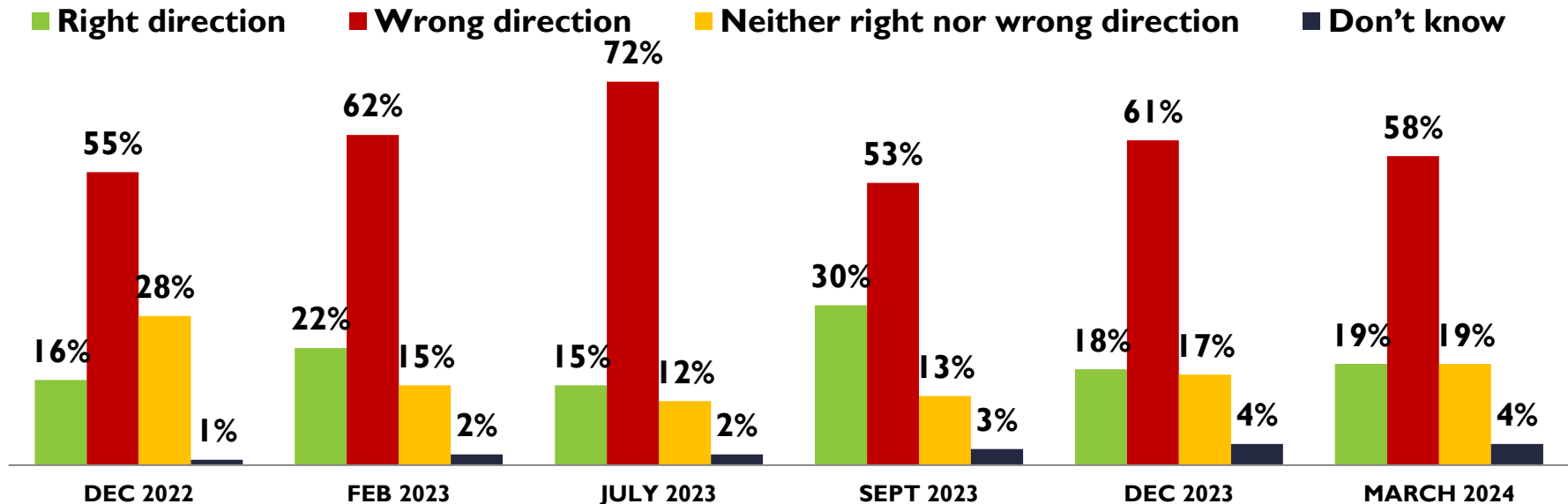


Overall, what direction do you think the country is currently headed in? Is it headed in the ...

n= 1000

## DIRECTION THE COUNTRY IS HEADED: TREND

Comparatively there is a slight drop of (3%) of those who think the country is headed in the wrong direction

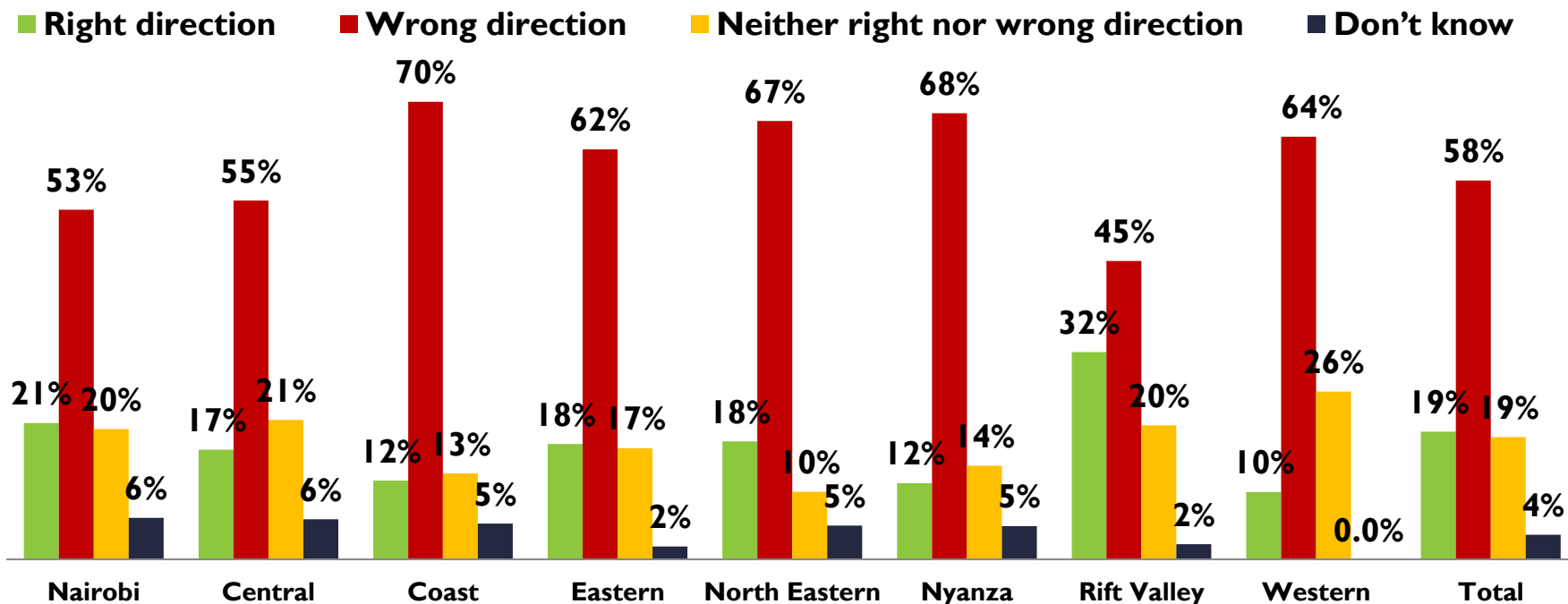


Overall, what direction do you think the country is currently headed in? Is it headed in the ...

n= 1000

# DIRECTION THE COUNTRY IS HEADED: BY REGION

Coastal , Nyanza and Western regions still records highest level of those who claim the country is headed in the wrong direction, on the flipside Rift Valley and Nairobi leads with the right direction



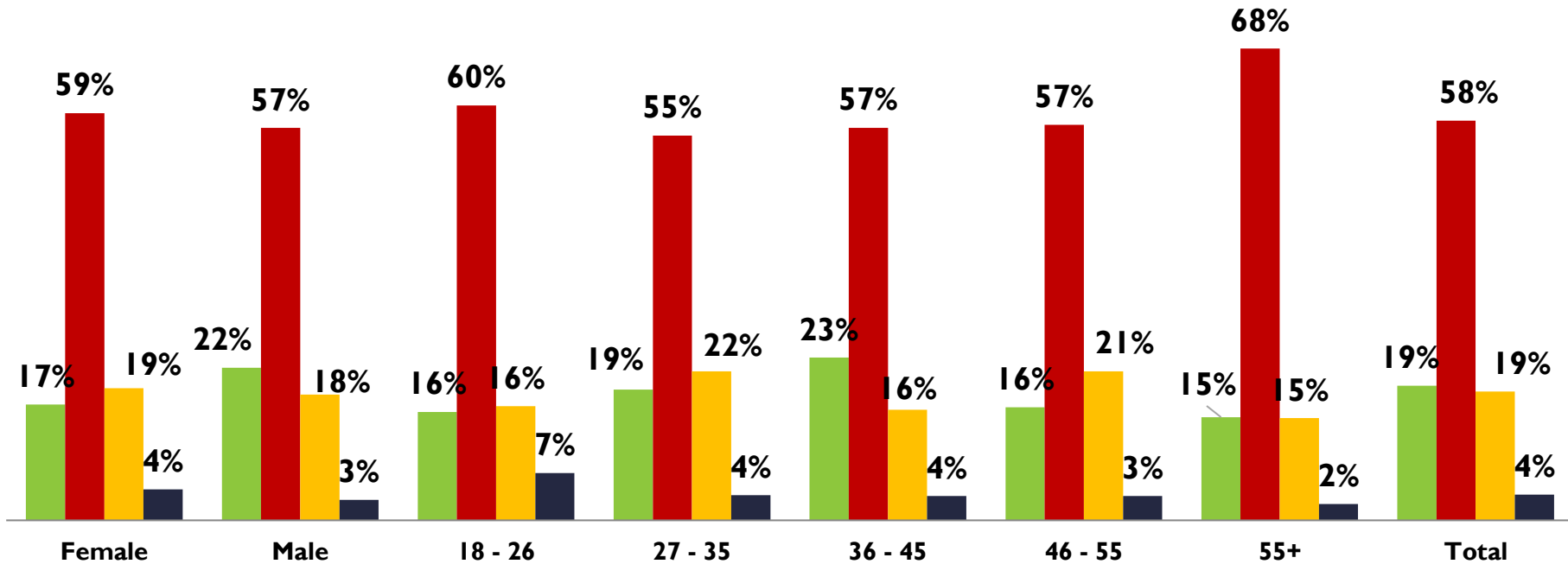
Overall, what direction do you think the country is currently headed in? Is it headed in the ...

n= 1000



# DIRECTION THE COUNTRY IS HEADED: BY GENDER & AGE

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

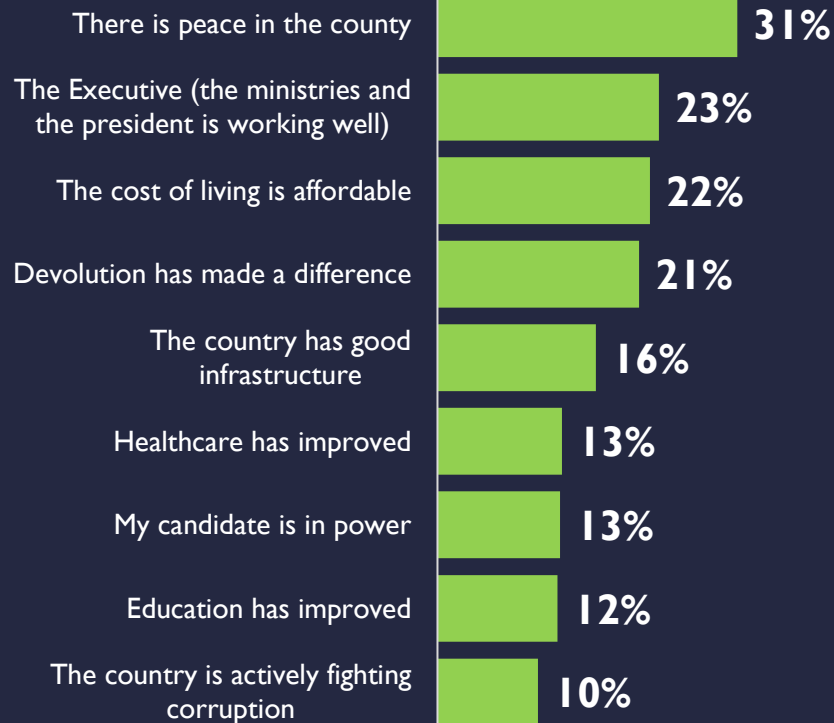


Overall, what direction do you think the country is currently headed in? Is it headed in the ...

n= 1000



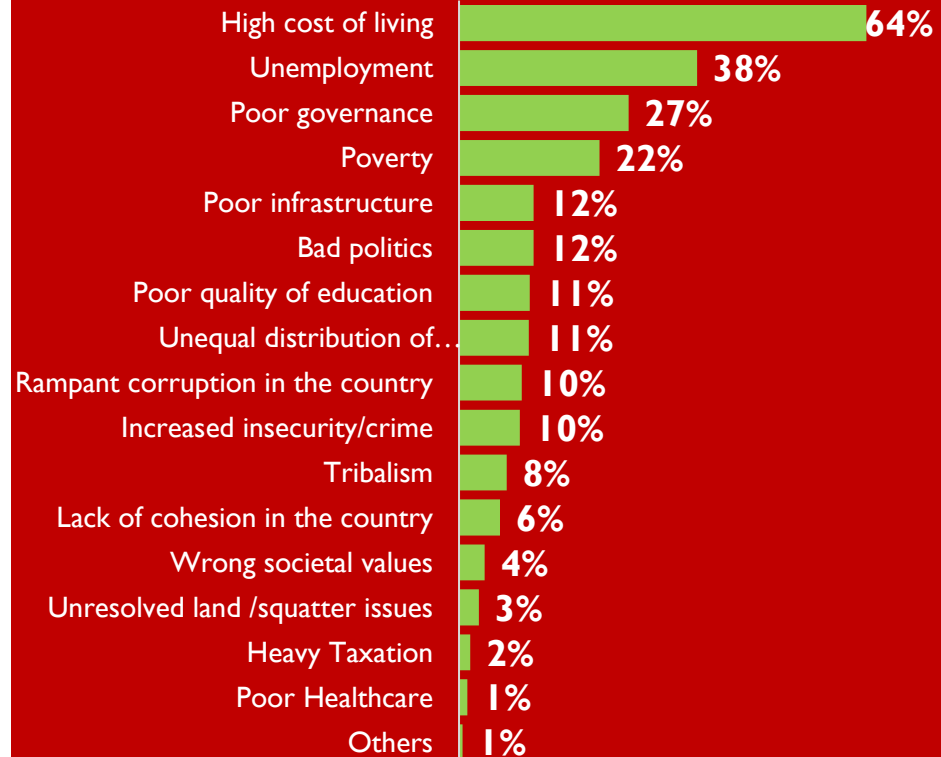
## Reasons for right Direction



n= 238

Why the country is headed in the right direction

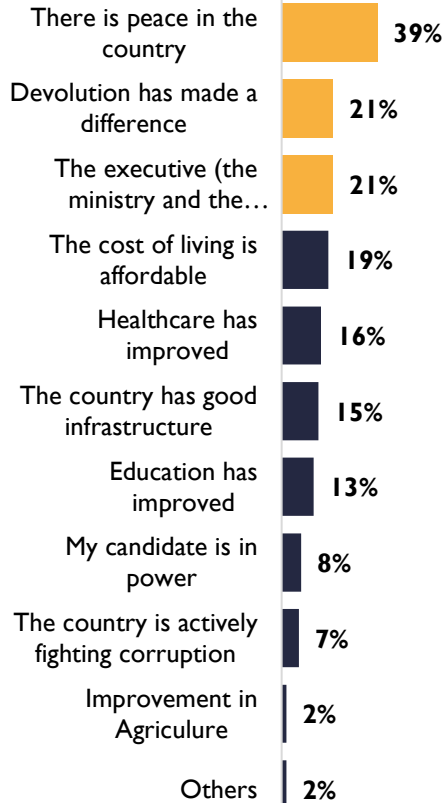
## Reasons for Wrong Direction



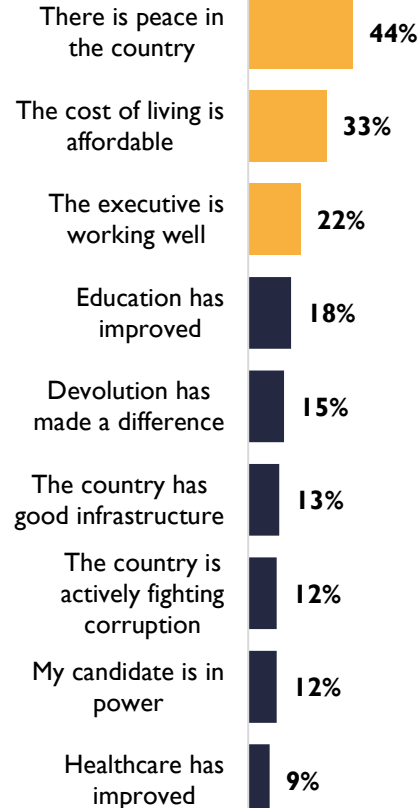
n= 861

Why the country is headed in the wrong direction

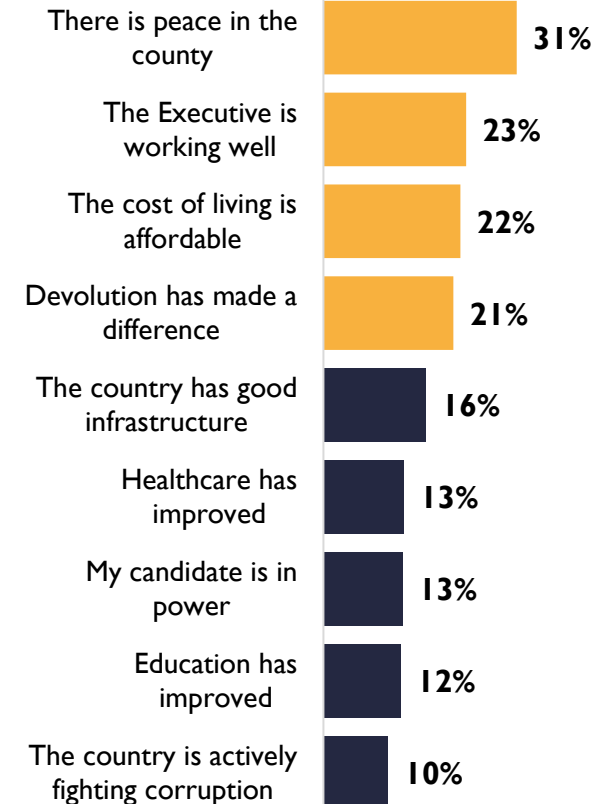
## SEPTEMBER 2023



## DECEMBER 2023



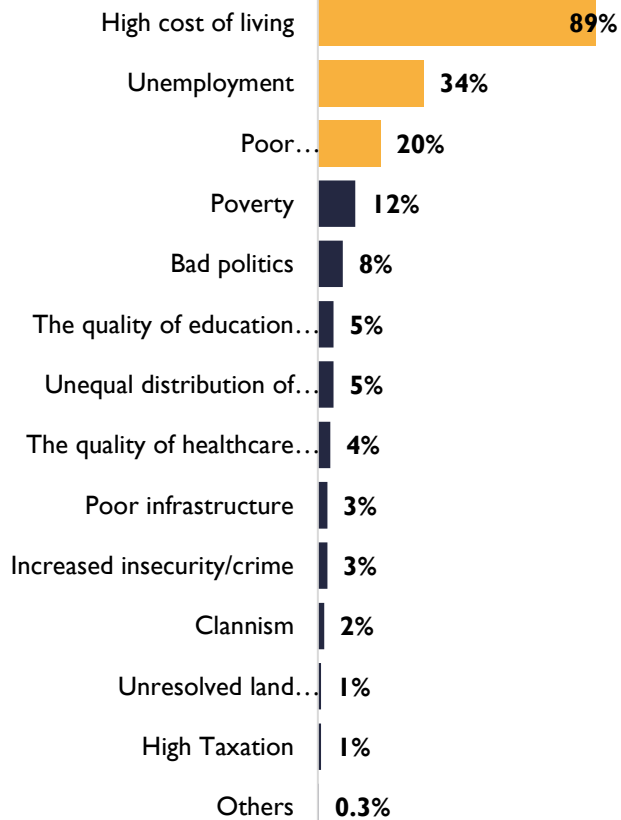
## MARCH 2024



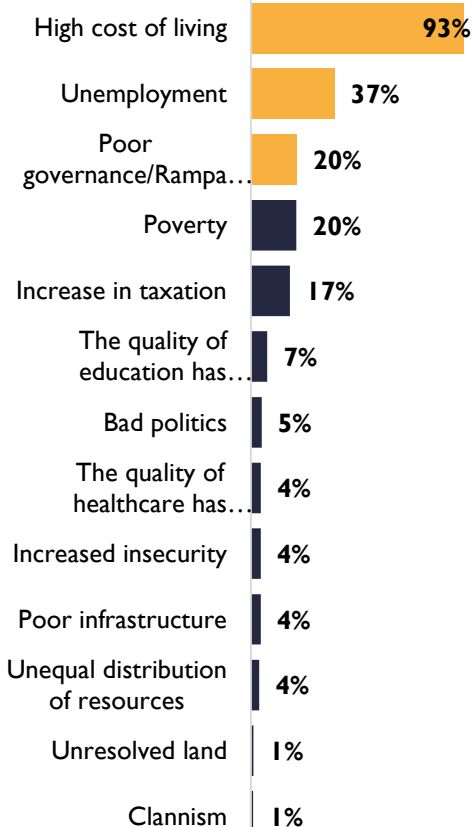
Why the country is headed in the right direction

# REASONS FOR WRONG DIRECTION

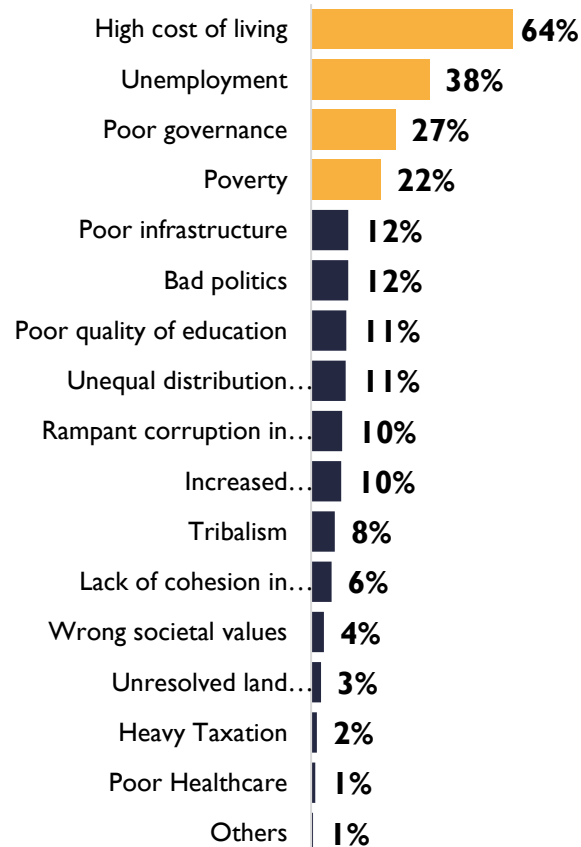
## SEPTEMBER 2023



## DECEMBER 2023



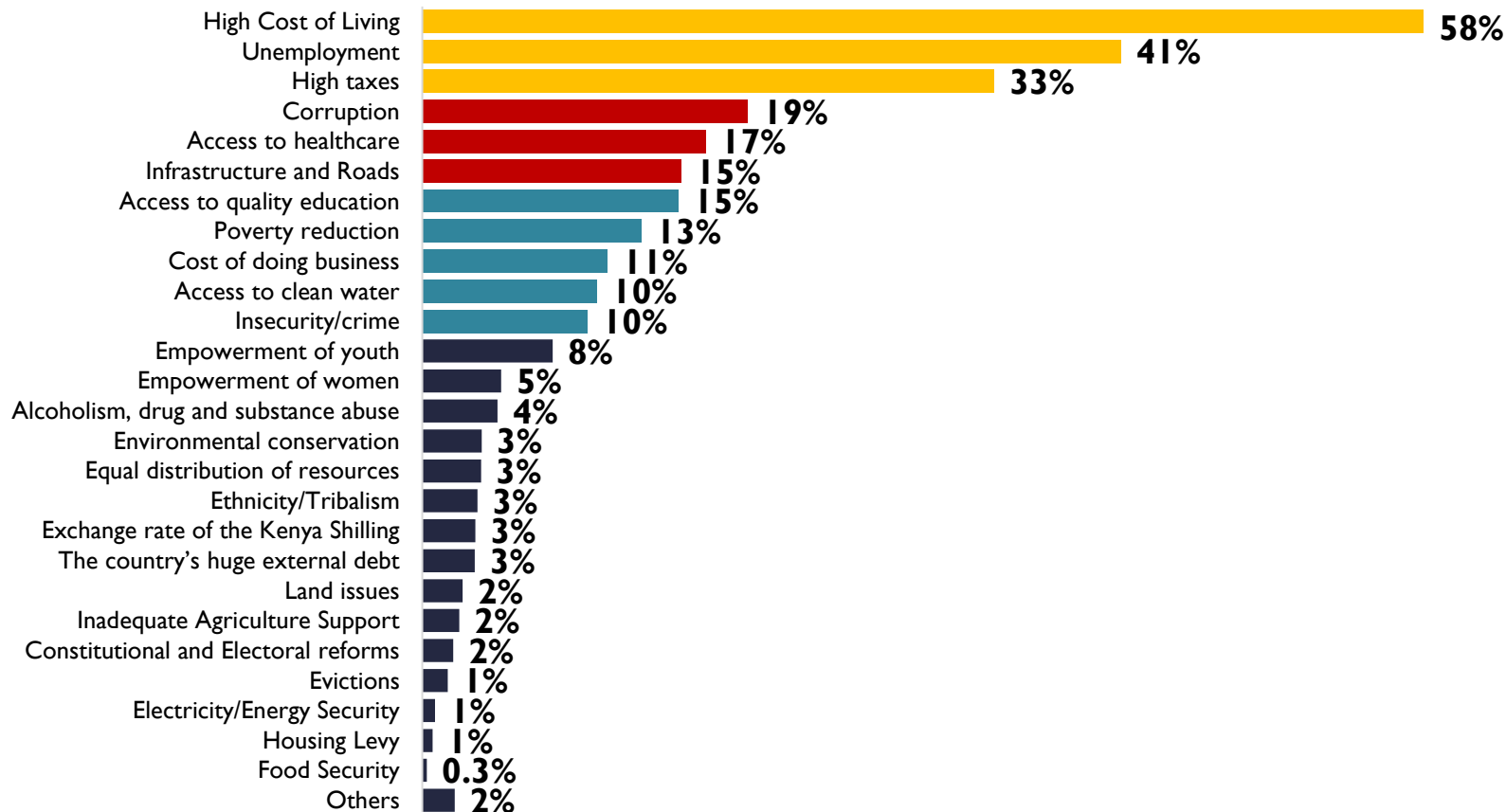
## MARCH 2024



Why the country is headed in the wrong direction

# KEY ISSUES OF CONCERN

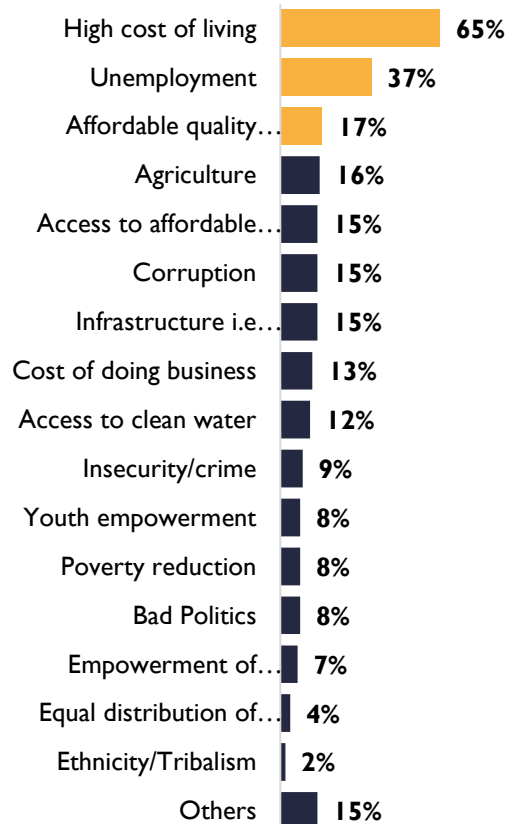




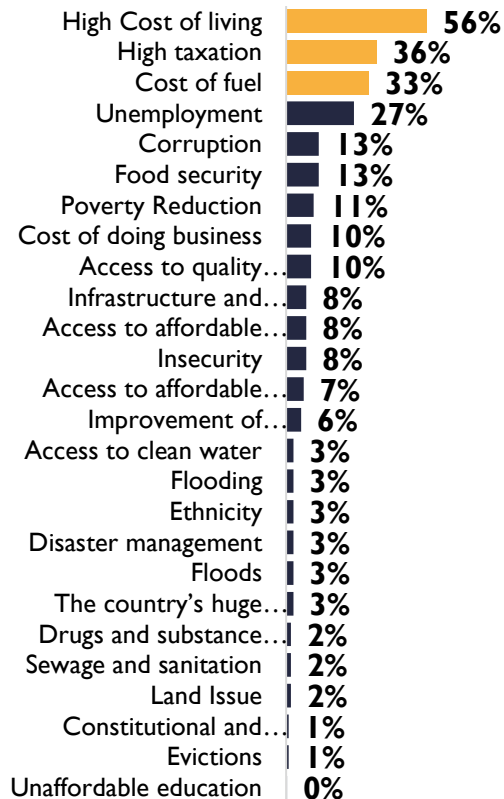
Could you kindly mention the three key issues that concern you as a Kenyan and that should be addressed as a matter of priority

n=1000

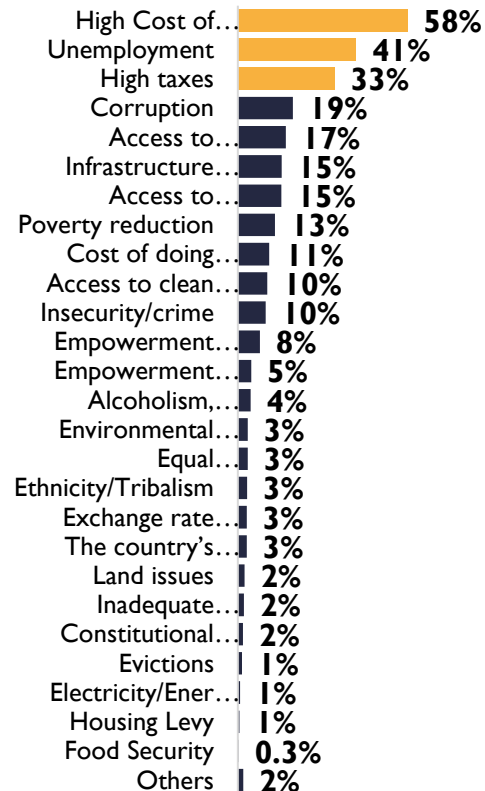
## SEPTEMBER 2023



## DECEMBER 2023



## MARCH 2024



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=1000

# GOVERNANCE





## PERFORMANCE RATING OF KEY STAKEHOLDERS



	MEAN RATING
THE PRESIDENCY	52%
THE NATIONAL ASSEMBLY	53%
THE SENATE	69%
THE JUDICIARY	67%
THE OPPOSITION	62%
THE CABINET SECRETARIES	67%

## PERFORMANCE RATING OF KEY STAKEHOLDERS

	Poor	Average	Good	Excellent	Mean Rating
The Presidency	41%	33%	19%	7%	52%
The National Assembly (Parliament)	51%	35%	10%	3%	53%
The Senate	49%	35%	12%	2%	69%
The Judiciary	42%	36%	16%	4%	67%
The Cabinet Secretaries	48%	35%	11%	4%	67%
The Opposition	41%	34%	17%	7%	62%

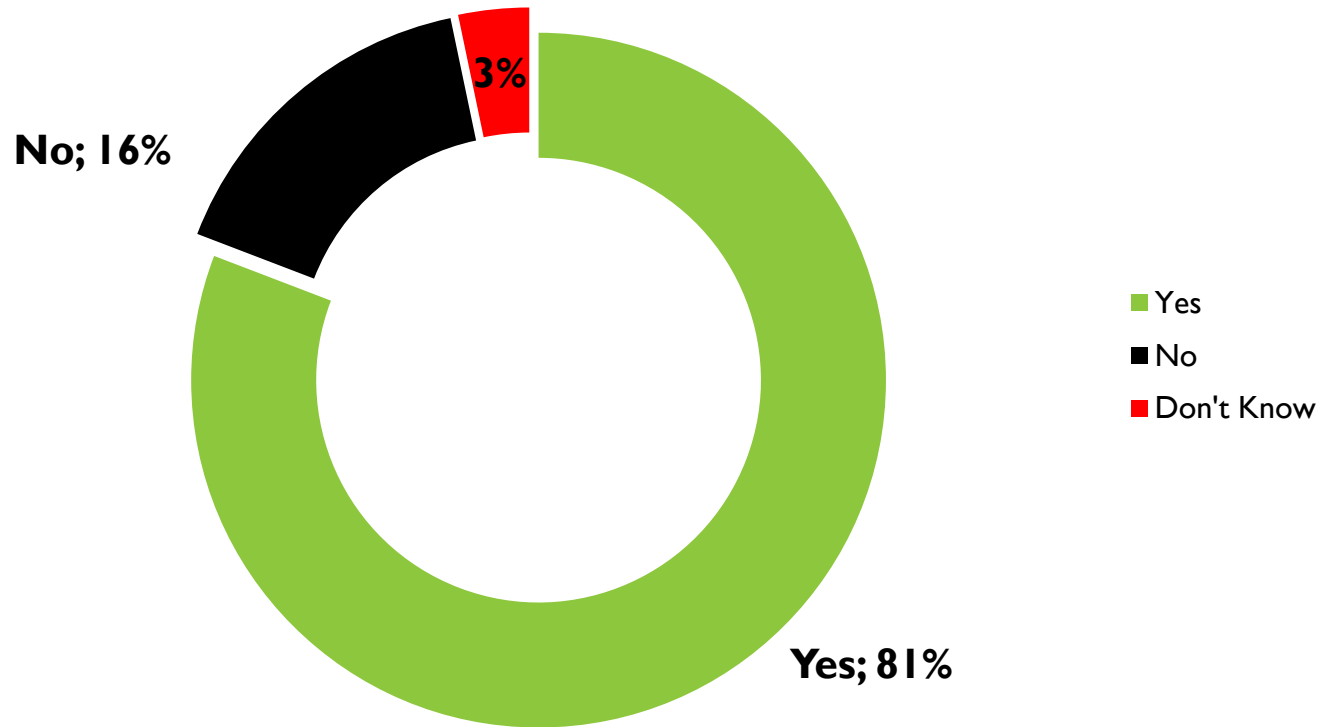
Could you please tell me how would you rate the overall performance in 2023 of the following key stakeholders on a scale of 1 – 10 where 1 is extremely poor and 10 is excellent?

**n=1000**

# RAILA ODINGA'S AUC CONTEST

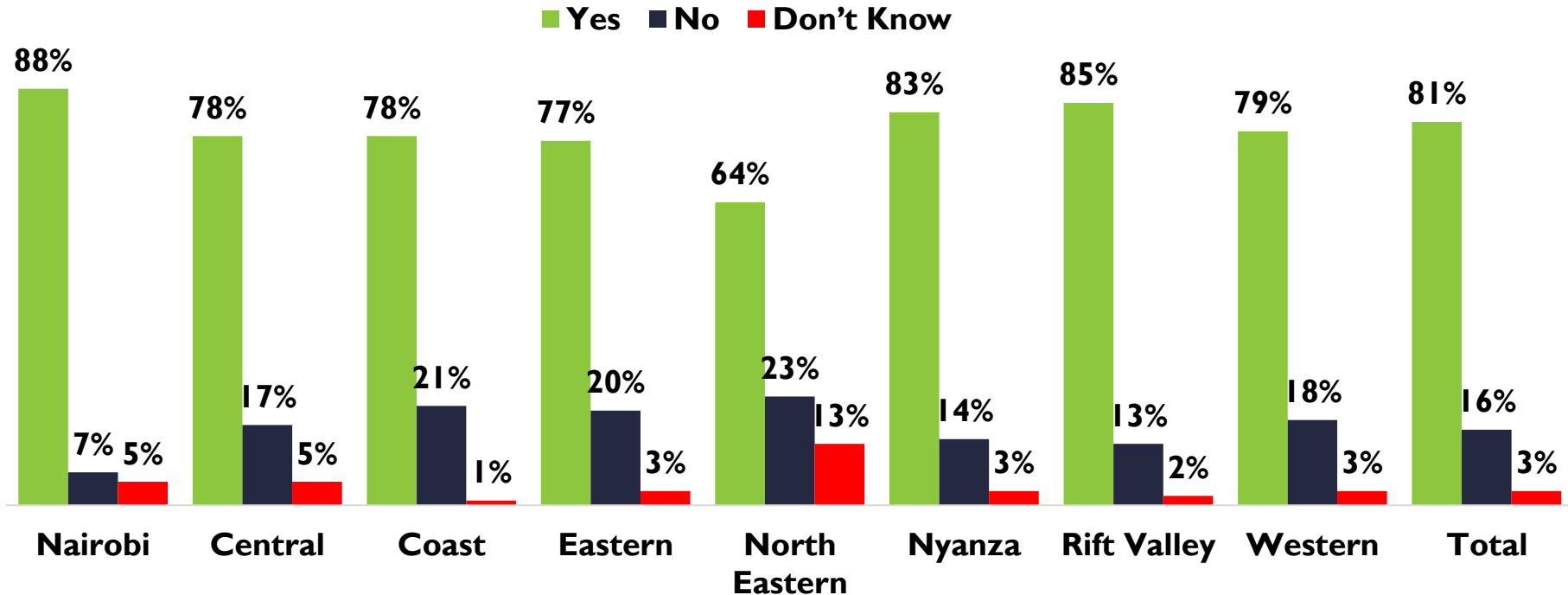


8 in 10 Kenyans claim they support the move by Rt. Hon Raila Odinga to contest for AUC Chairperson post come next year



Do you support the move by Azimio leader Raila Odinga to contest for the African Union Commission (AUC) Chairperson?

Nairobi ,Rift Valley and Nyanza regions gives highest support compared to the lowest of 64% from North Eastern

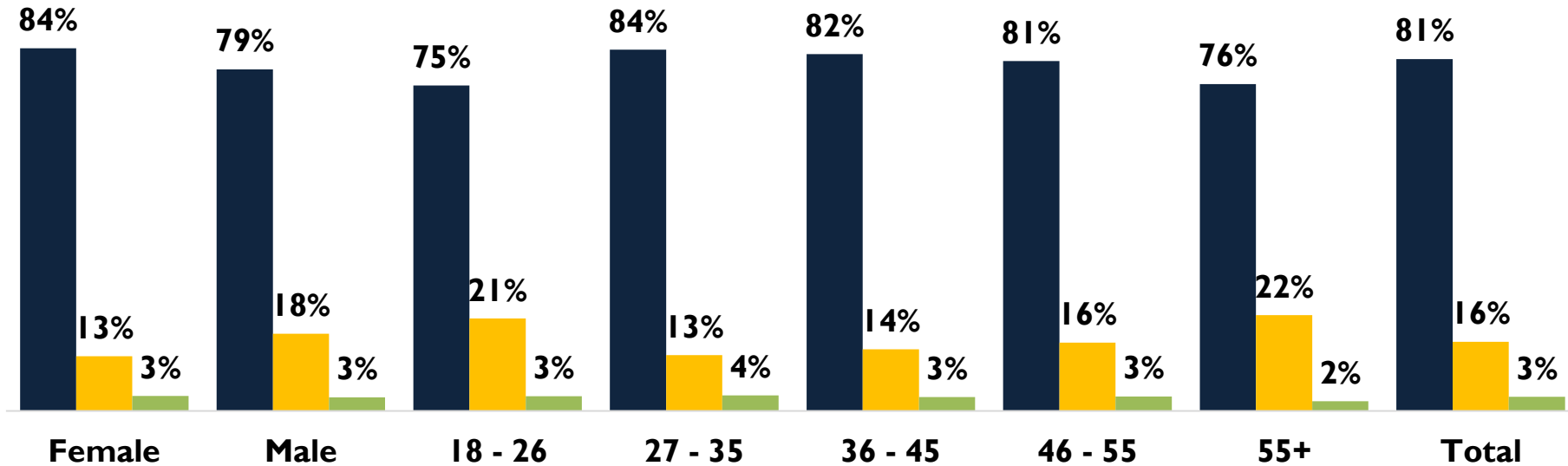


Do you support the move by Azimio leader Raila Odinga to contest for the African Union Commission (AUC) Chairperson?

# RAILA ODINGA'S AUC CONTEST: BY GENDER & AGE

By gender the support base is high amongst female. In terms of age youth seem to have great support for this move

■ Yes ■ No ■ Don't Know



Do you support the move by Azimio leader Raila Odinga to contest for the African Union Commission (AUC) Chairperson?

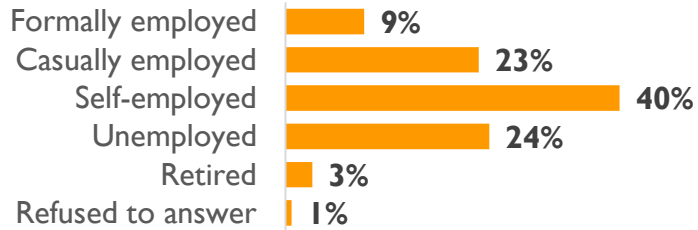
n= 1000

# SURVEY DEMOGRAPHICS

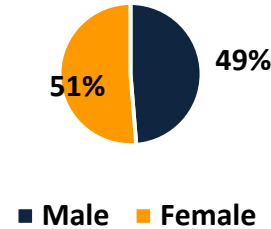




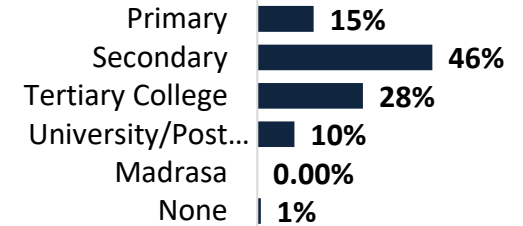
## Employment Status



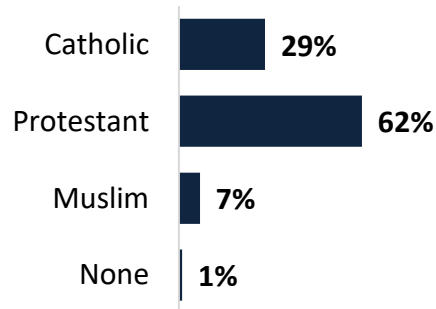
## Gender



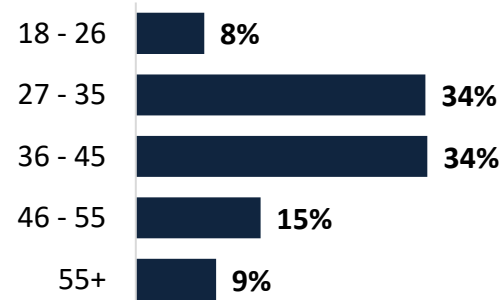
## Education



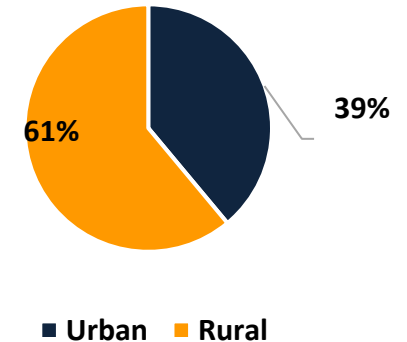
## Religion



## Age



## Location





Thank  
you!