







INFOTRAK VOP POLL March 2024



SURVEY METHODOLOGY

When was the survey conducted?	8 th March –9 th March 2024			
How was the survey conducted?	Quantitative interviews were conducted through Computer Assisted Telephone Interviews (CATI)			
Sample	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.			
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?	±3.099% 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 analyzed using SPSS version 26 statistical software due to it high accuracy and reliability.			



SAMPLING FRAME

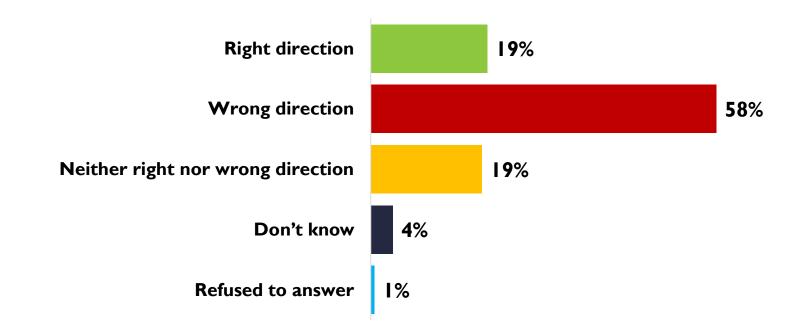
REGION	Adult Population (Millions)	Regional Proportions	Sample per Region
COAST	2.3	9 %	91
NORTH EASTERN	1.0	4%	40
EASTERN	3.9	15%	150
CENTRAL	3.4	13%	134
RIFT VALLEY	6.6	26%	256
WESTERN	2.5	10%	96
NYANZA	3.2	12%	123
NAIROBI CITY	2.9	11%	111
TOTAL	25.7	100%	1000

DIRECTION OF THE COUNTRY





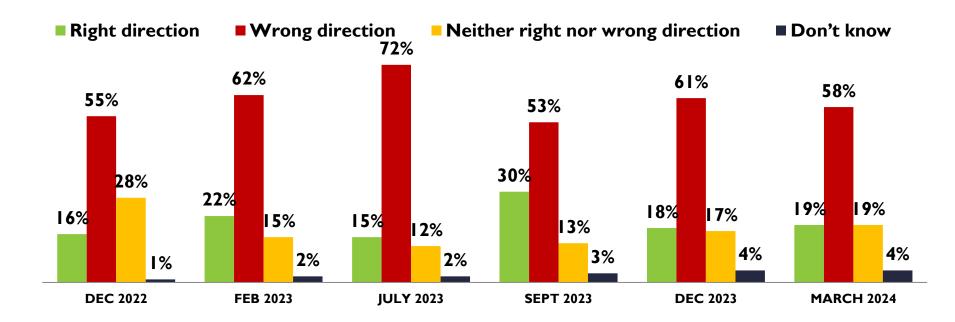
A majority of Kenyans (58%) opined the country is headed in the wrong direction



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



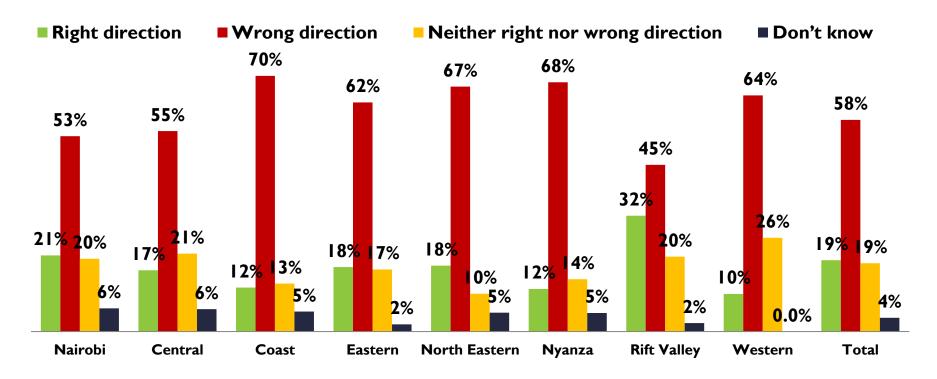
Comparatively there is a slight drop of (3%) of those who think the country is headed in the wrong direction



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

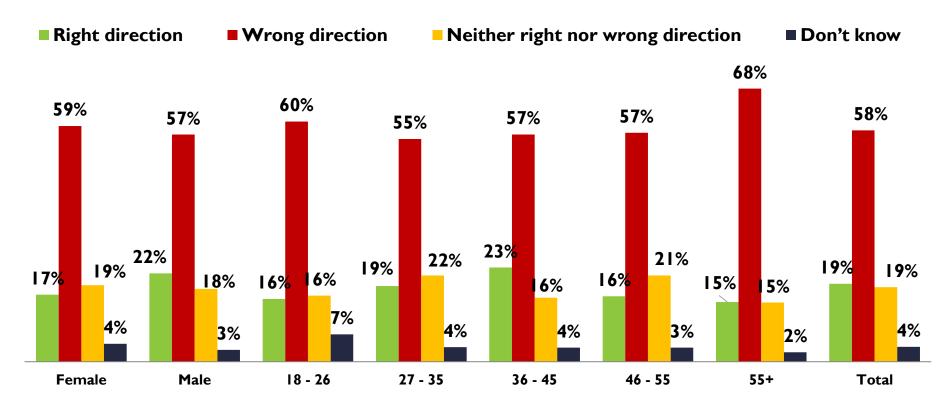


Coastal, Nyanza and Western regions still records highest level of those who claim the country is headed in the wrong direction, on the flipside Rift Valley and Nairobi leads with the right direction



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



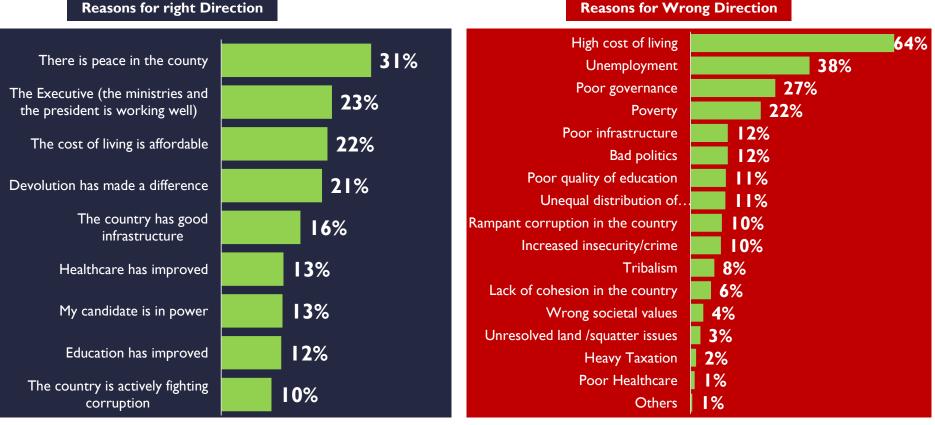


Overall, what direction do you think the country is currently headed in? Is it headed in the ...

n= 1000



DIRECTION THE COUNTRY IS HEADED



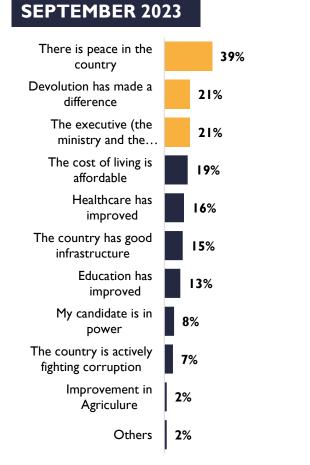
n= 238

Why the country is headed in the right direction

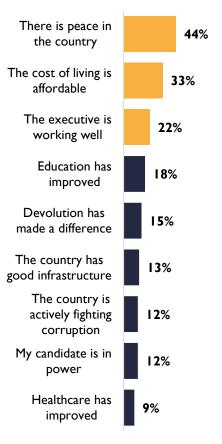
n= 86 l Why the country is headed in the wrong direction



REASONS FOR RIGHT DIRECTION



DECEMBER 2023



MARCH 2024

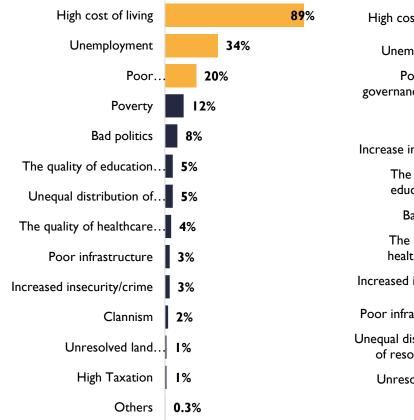
There is peace in the county		31%
The Executive is working well	23%	
The cost of living is affordable		22%
Devolution has made a difference		21%
The country has good infrastructure	16%	
Healthcare has improved	13%	
My candidate is in power	13%	
Education has improved	12%	
The country is actively fighting corruption	10%	

Why the country is headed in the right direction

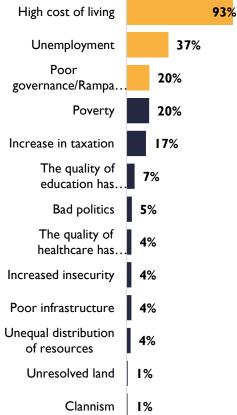


REASONS FOR WRONG DIRECTION

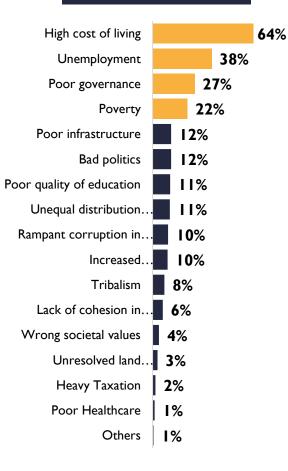
SEPTEMBER 2023



DECEMBER 2023



MARCH 2024



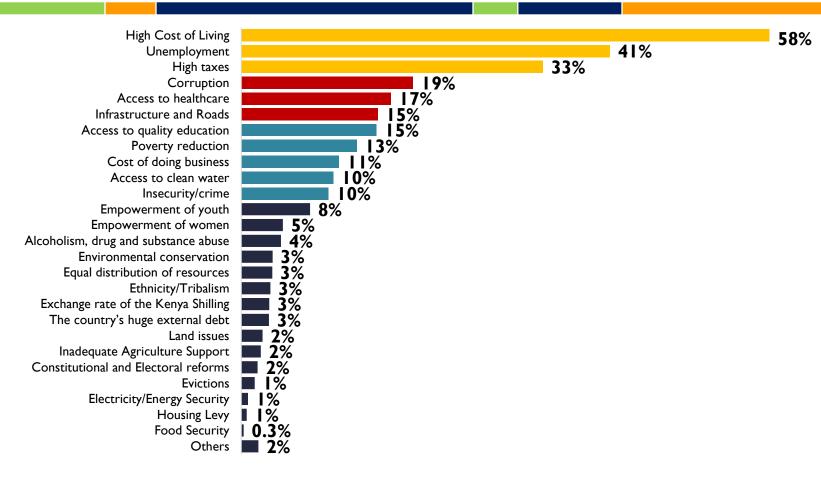
Why the country is headed in the wrong direction

KEY ISSUES OF CONCERN











KEY ISSUES OF CONCERN

SEPTEMBER 2023

High cost of living		65%
Unemployment	37%	
Affordable quality	17%	
Agriculture	16%	
Access to affordable	15%	
Corruption	15%	
Infrastructure i.e	15%	
Cost of doing business	13%	
Access to clean water	I 2%	
Insecurity/crime	9%	
Youth empowerment	8%	
Poverty reduction	8%	
Bad Politics	8%	
Empowerment of	7%	
Equal distribution of	4%	
Ethnicity/Tribalism	2%	
Others	15%	

DECEMBER 2023

High Cost of living	56%
High taxation	36%
Cost of fuel	33%
Unemployment	27%
Corruption	I 3%
Food security	I 3%
Poverty Reduction	
Cost of doing business	I 0%
Access to quality	I 0%
Infrastructure and	8%
Access to affordable	8%
Insecurity	8%
Access to affordable	■ 7%
Improvement of	6%
Access to clean water	I 3%
Flooding	I 3%
Ethnicity	I 3%
Disaster management	I 3%
Floods	I 3%
The country's huge	
Drugs and substance	
Sewage and sanitation	2%
Land Issue	2%
Constitutional and	
Evictions	1%
Unaffordable education	0%

MARCH 2024

High Cost of	58%
Unemployment	41%
High taxes	33%
Corruption	9%
Access to	17%
Infrastructure	15%
Access to	15%
Poverty reduction	13%
Cost of doing	
Access to clean	10%
Insecurity/crime	I 0%
Empowerment	8%
Empowerment	5%
Alcoholism,	4%
Environmental	3%
Equal	3%
Ethnicity/Tribalism	3%
	3%
The country's	3%
Land issues	2%
•	2%
Constitutional	2%
Evictions	1%
Electricity/Ener	1%
Housing Levy	1%
Food Security	0.3%
Others	2%

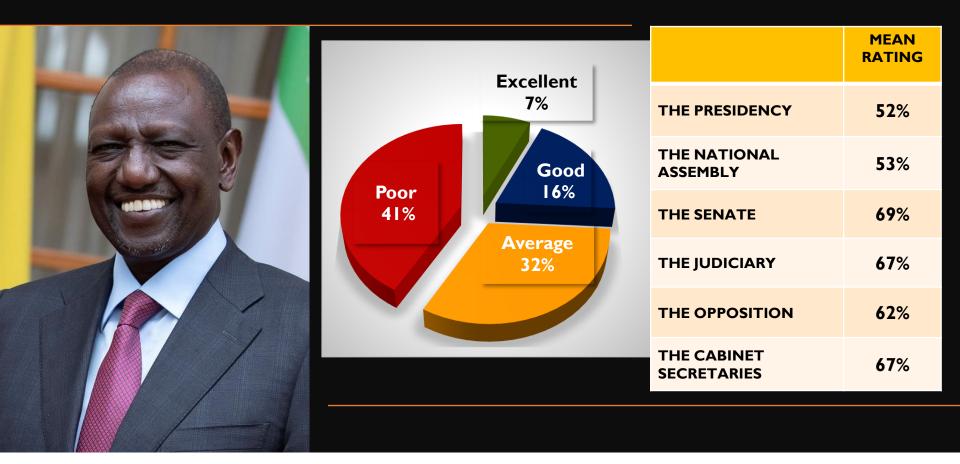
Could you kindly mention the three key issues that concern you as a Kenyan and that should be addressed as a matter of priority

GOVERNANCE





PERFORMANCE RATING OF KEY STAKEHOLDERS





PERFORMANCE RATING OF KEY STAKEHOLDERS

n=1000

	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 I – 10 where I is extremely poor and 10 is excellent?

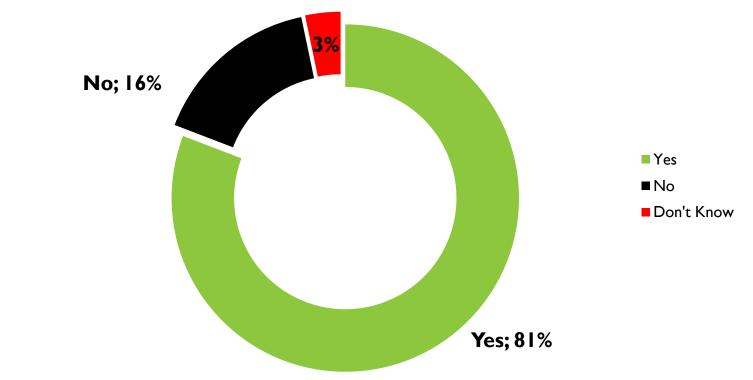
RAILA ODINGA'S AUC CONTEST





RAILA ODINGA'S AFRICAN UNION COMMISION CONTEST

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

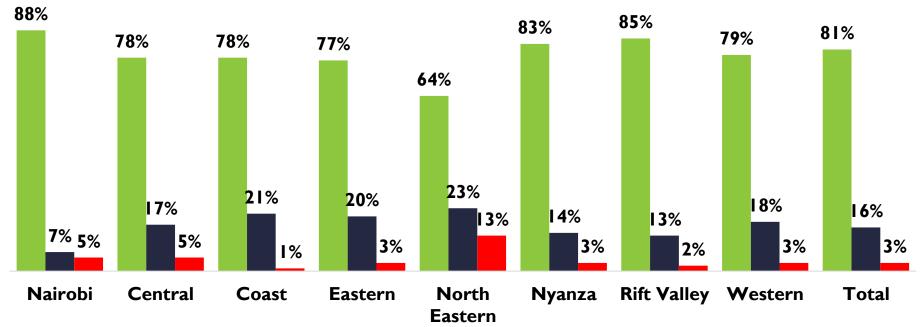


Do you support the move by Azimio leader Raila Odinga to contest for the African Union Commission (AUC) Chairperson?



RAILA ODINGA'S AUC CONTEST

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



■ Yes ■ No ■ Don't Know

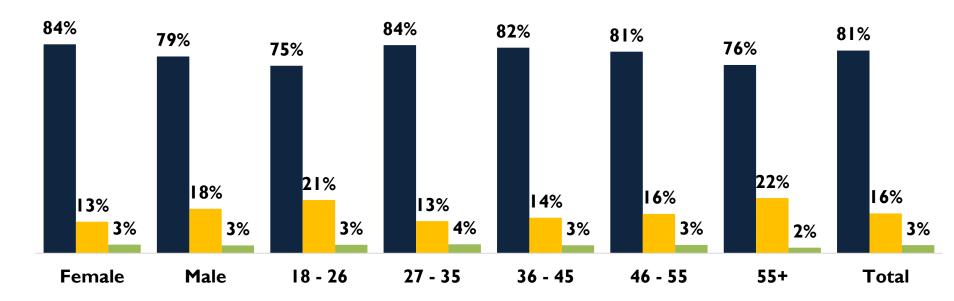
Do you support the move by Azimio leader Raila Odinga to contest for the African Union Commission (AUC) Chairperson?



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

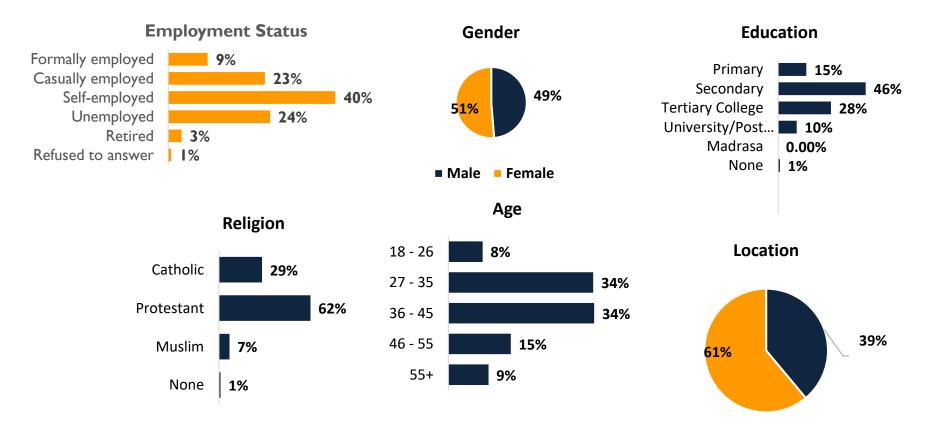


Do you support the move by Azimio leader Raila Odinga to contest for the African Union Commission (AUC) Chairperson?

SURVEY DEMOGRAPHICS







Urban Rural

