

**VOICE OF THE
PEOPLE POLL
MAY 2024**

When was the opinion poll conducted?	23rd – 29th May 2024
How was the opinion poll conducted?	Quantitative interviews were conducted through Computer Assisted Telephone Interviews (CATI)
Survey sample	The survey sample achieved was 1700 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.
What was the margin of error?	±2.53% at 95% degree of confidence.
What was the response rate?	92% 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.
Survey 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.
Data Analysis	Data was processed and analyzed using SPSS 26 statistical software due to it's high accuracy and reliability.

REGION	Adult Population (Millions)	Regional %	Sample Achieved per Region
COAST	2.3	9%	153
NORTH EASTERN	1.0	4%	68
EASTERN	3.9	15%	255
CENTRAL	3.4	13%	221
RIFT VALLEY	6.6	26%	442
WESTERN	2.5	10%	170
NYANZA	3.2	12%	204
NAIROBI CITY	2.9	11%	187
TOTAL	25.7	100%	1700

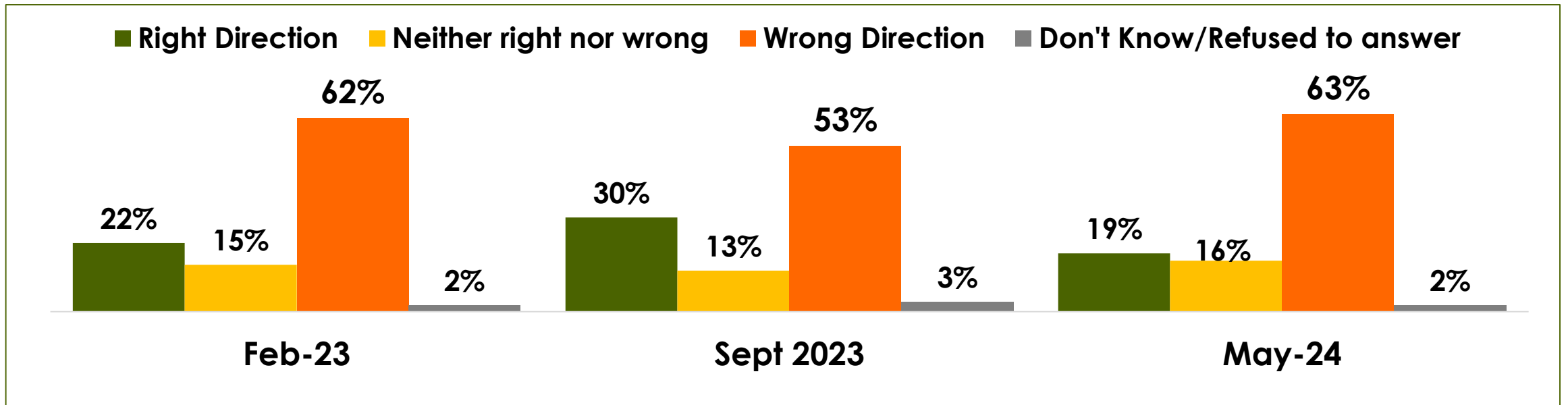
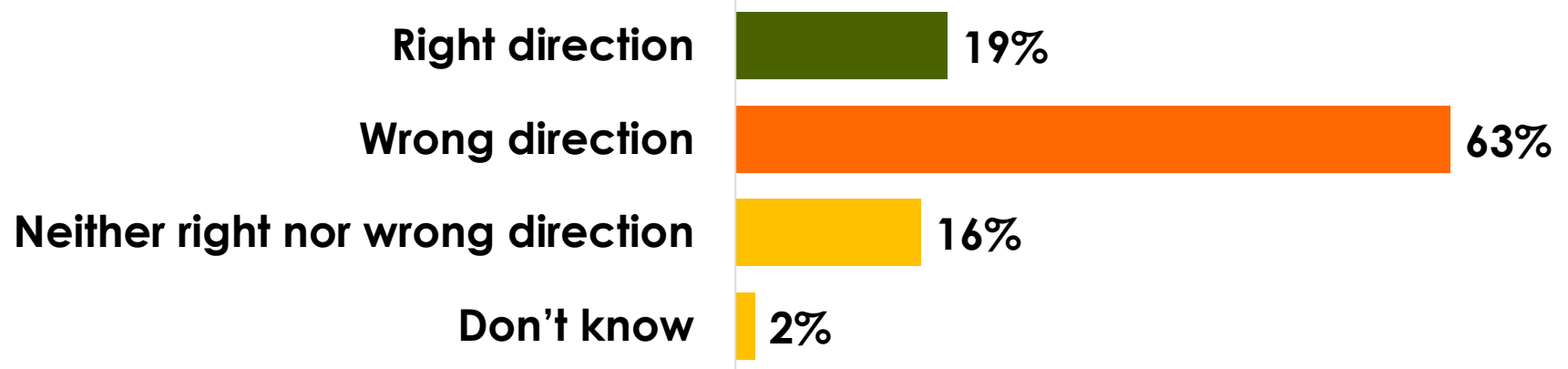
DIRECTION OF THE COUNTRY



Key Take Outs: Direction of the Country

- A majority of the respondents (63%) noted that the country is headed in the wrong direction, with only 19% agreeing that it is headed in the right direction.
- Over the past year, Kenyans have consistently expressed growing dissatisfaction with the country's trajectory. In our previous polls, conducted in February 2023 and 2023, the percentage of respondents who believed the country was heading in the wrong direction stood at 62% and 53% respectively.
- Among the regions that mentioned that the country is headed in the wrong direction, Nairobi accounted for 74%, followed by Eastern 69% and Nyanza 68%.
- A significant proportion of the youth (64%) between the ages (27-35) felt the country needs to be going in the right direction. However, adults aged (45-50) rated at 65% felt the country needs to be headed in the right direction.
- Among the reasons mentioned that point to the country heading in the wrong direction, we had a High cost of living (45%) and high taxes imposed on them (27%).
- In comparison with polls we did on August/September 2023 and February 2023, the notable issues leading to the negative response are the high cost of living (89%) for August/September polls and high taxes.
- As for those who mentioned that the country is headed in the right direction, the factors mentioned are the economy doing well at 31% for the May polls. The polls conducted on August/September 2023 and February 2023 noted that most said the peace of the country led them to give that response.

DIRECTION THAT THE COUNTRY IS HEADED



Overall, would you say that the country is going in the right or in the wrong direction?

n = 1700

DIRECTION THAT THE NATION IS HEADED: BY REGION

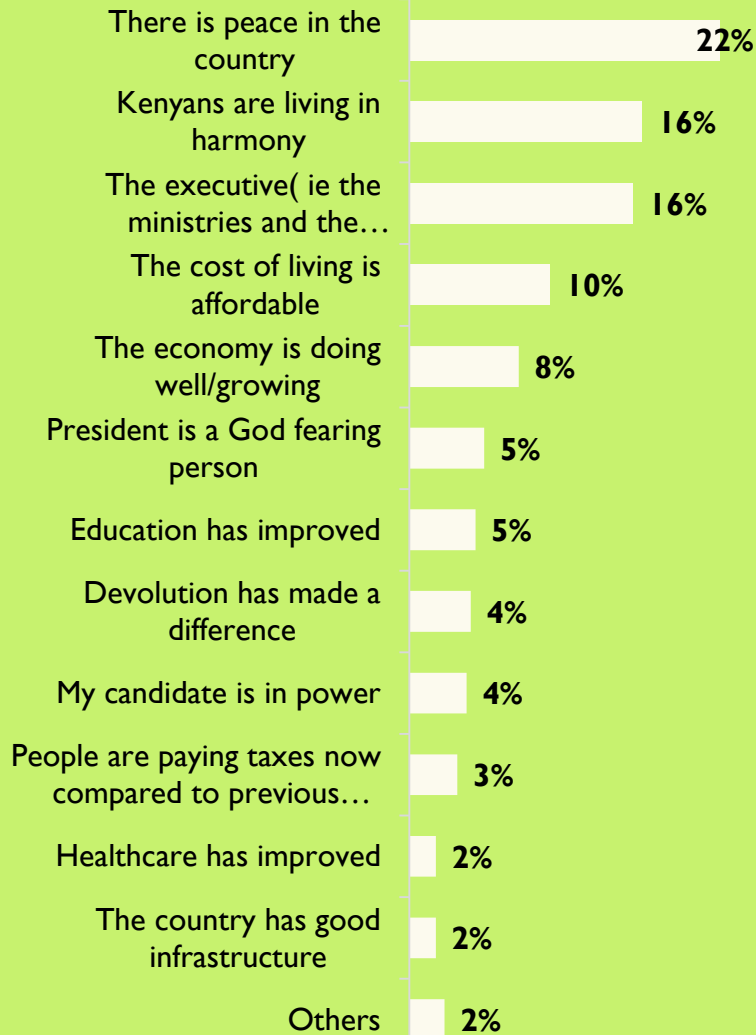
	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
Right direction	21%	22%	17%	20%	23%	21%	16%	7%	19%
Wrong direction	61%	47%	69%	63%	54%	64%	68%	74%	63%
Neither right nor wrong direction	16%	31%	12%	16%	20%	13%	15%	17%	16%
Don't know/Refused to answer	2%	-	1%	0.5%	3%	2%	1%	2%	2%

n = 1700

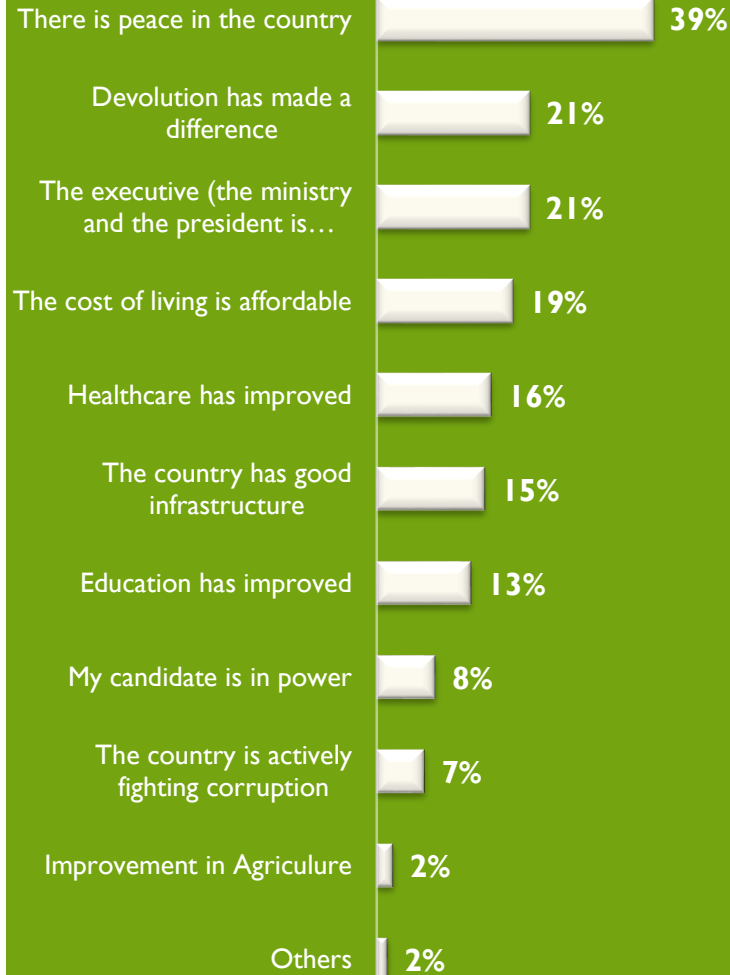
Overall, would you say that the country is going in the right or in the wrong direction?

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

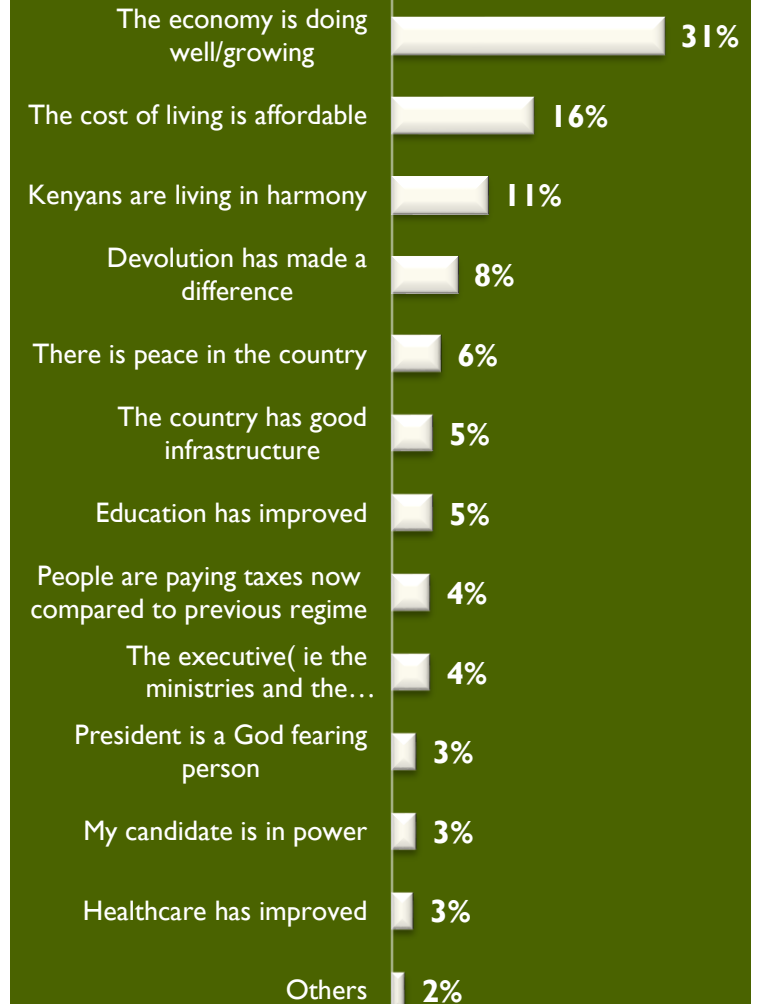
FEBRUARY 2023



AUG/SEPT 2023

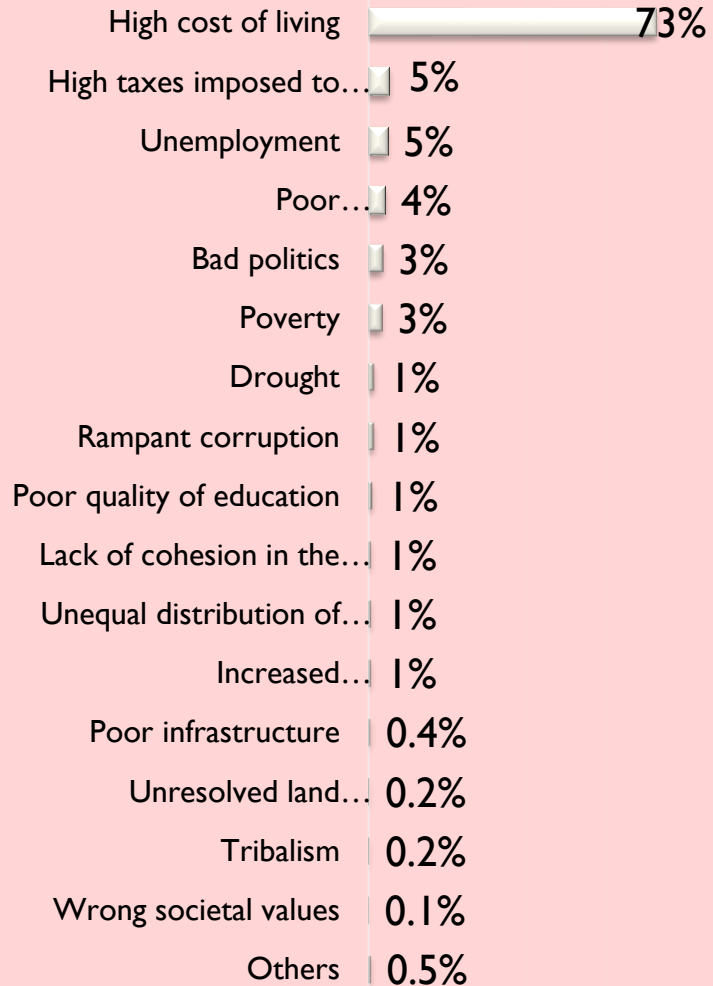


May 2024

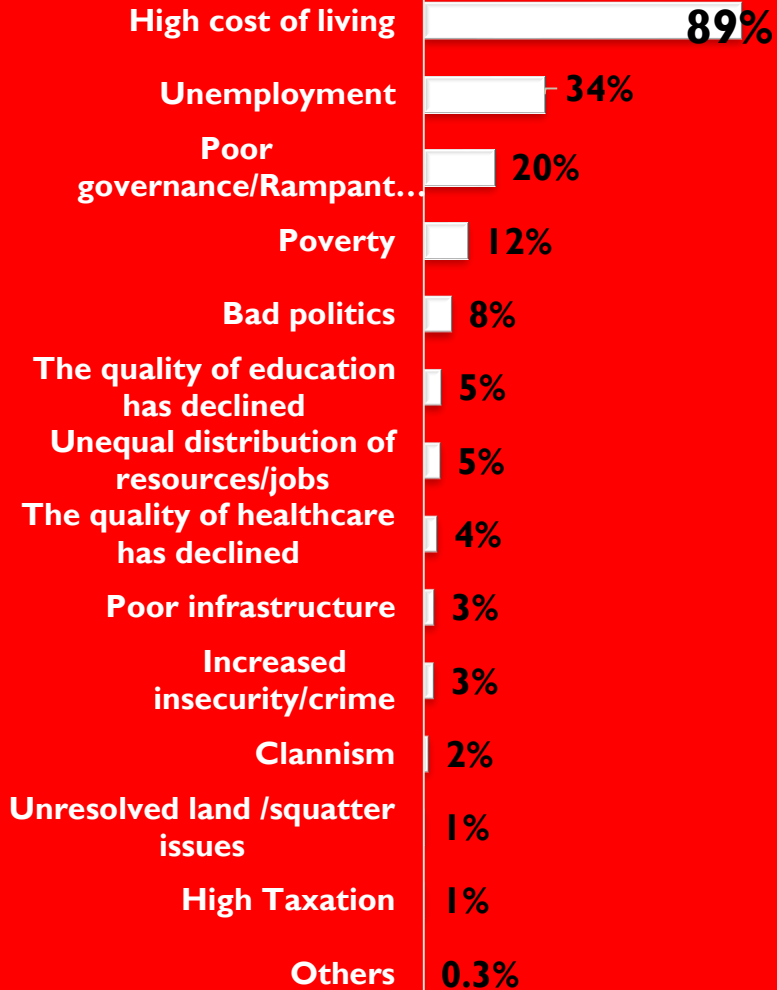


REASONS WHY KENYANS FEEL THAT THE COUNTRY IS HEADED IN THE WRONG DIRECTION

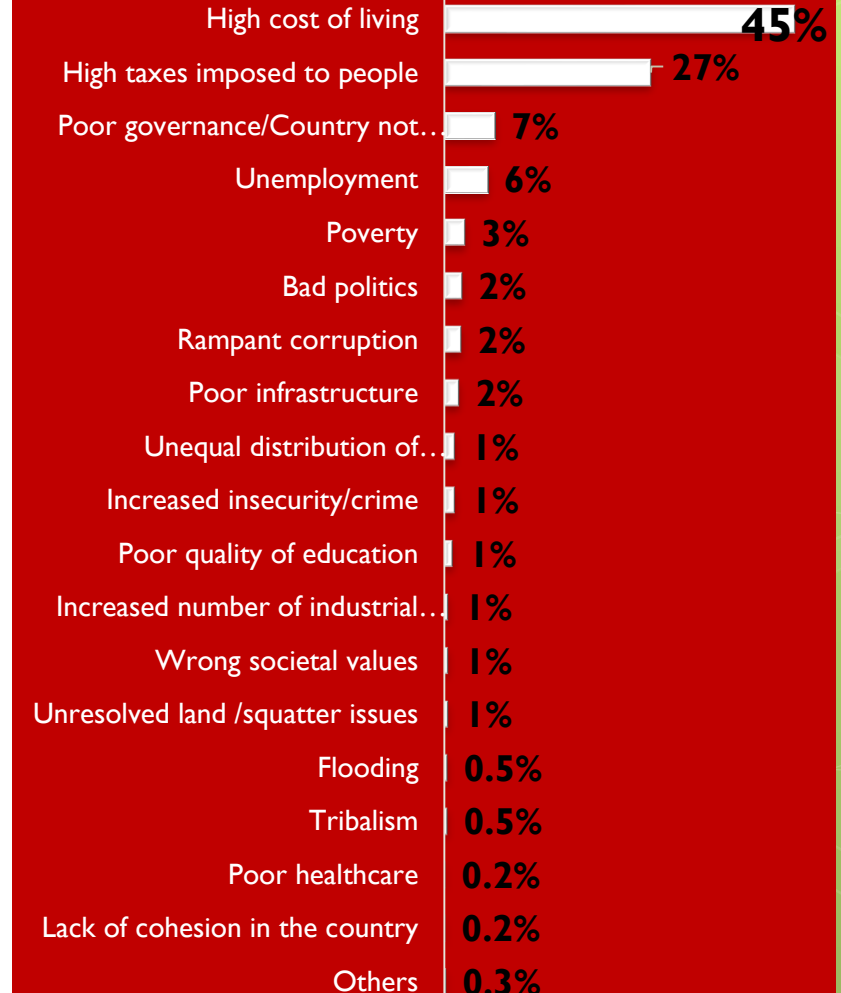
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AUG/SEPT 2023



MAY 2024



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

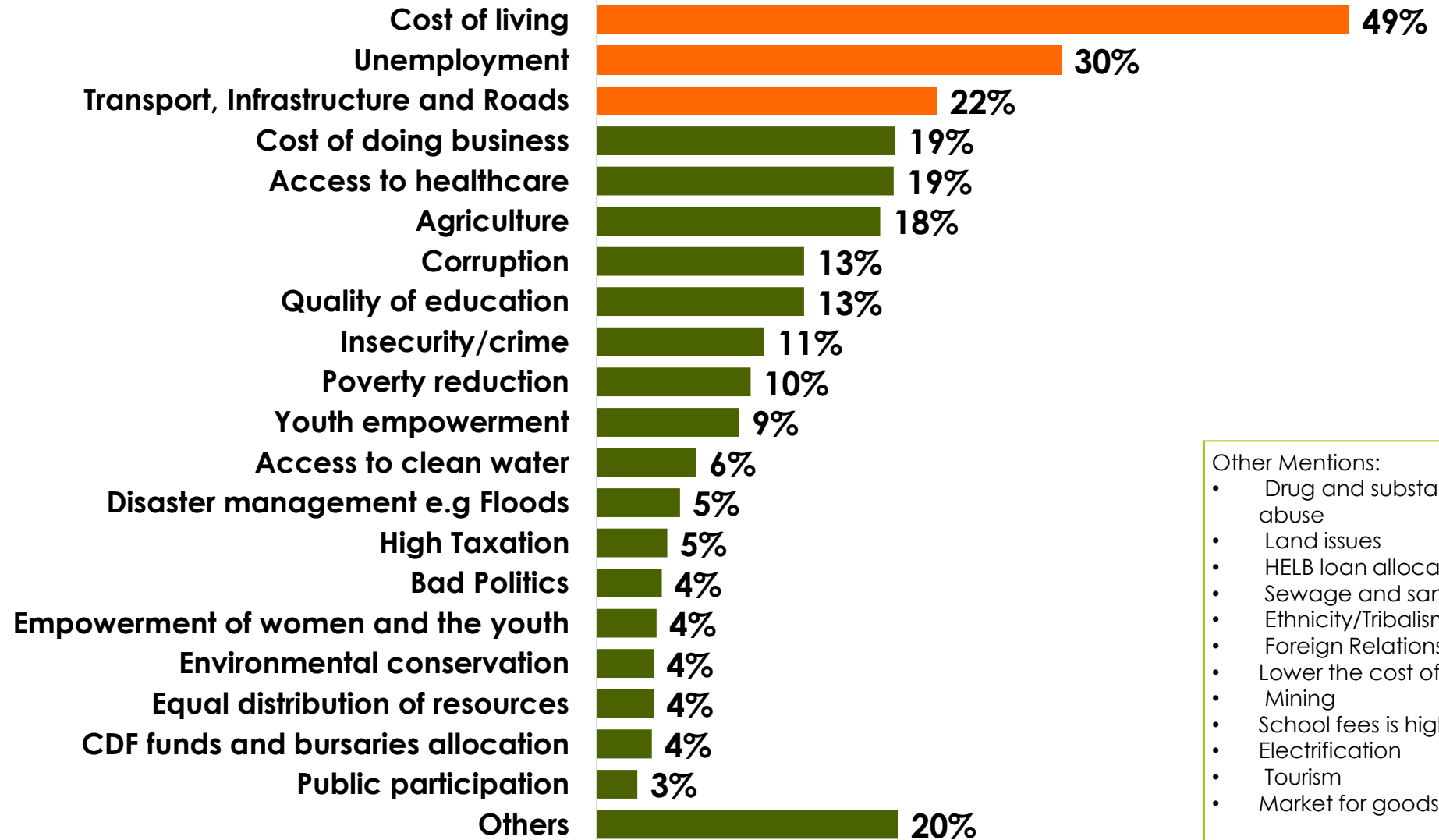
KEY ISSUES OF CONCERN FOR KENYANS



Key Take Outs: Key Issues of Concern

- Among the top issues of concern to Kenyans, the cost of living took the lead at **(49%)**, followed by unemployment (30%) and transport, infrastructure, and roads (22%). Other issues are the cost of doing business (19%) and access to healthcare (19%).
- The cost of living and unemployment have been the prevalent and recurring issues of concern in recent polls conducted since August/September 2023 and February 2024
- Nyanza region stood out with the highest rating (60%) in terms of Kenyans who identified the cost of living as a key concern. Other regions, including the coast, North Eastern, Nairobi, Central, Rift Valley, Western, and Eastern, scored below average in terms of the cost of living. This regional variation underscores the need for targeted policies.
- In terms of gender, most of the males (50%) mentioned the cost of living as a key issue of concern, and similarly, youth between the ages (of 18-26) 50% also mentioned the cost of living. Female adults (47%) mentioned the cost of living.
- The findings revealed that (32%) of male adults identified unemployment as a key concern, while the female gender at (29%) also indicated unemployment as a significant issue. This disparity in the impact of unemployment on different genders highlights the need for gender-specific interventions.

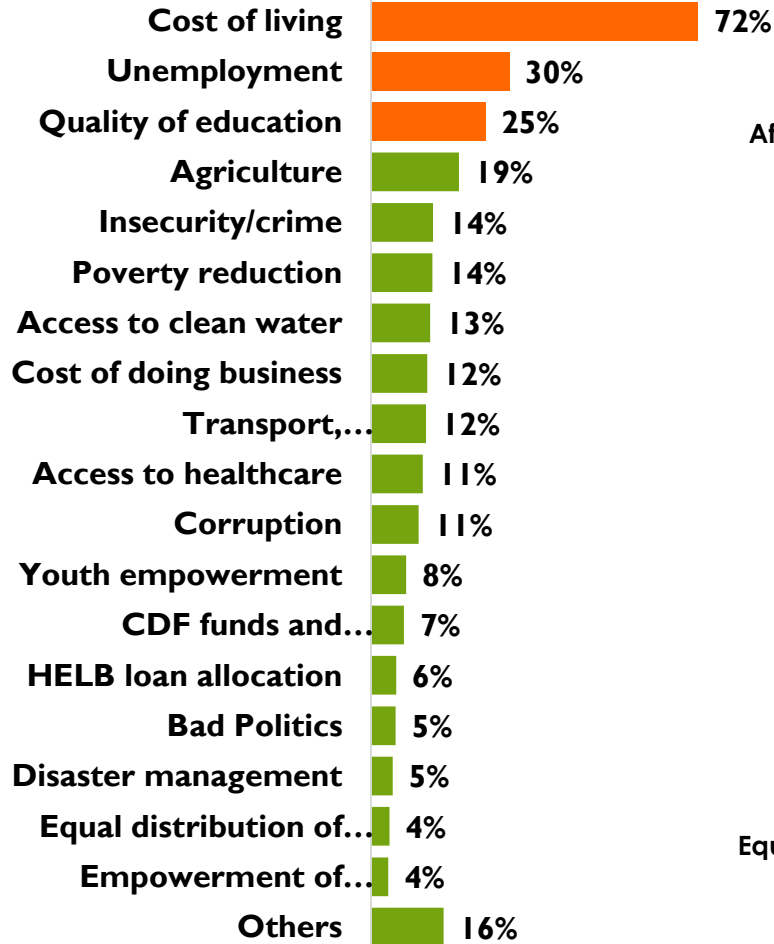
KEY ISSUES OF CONCERN



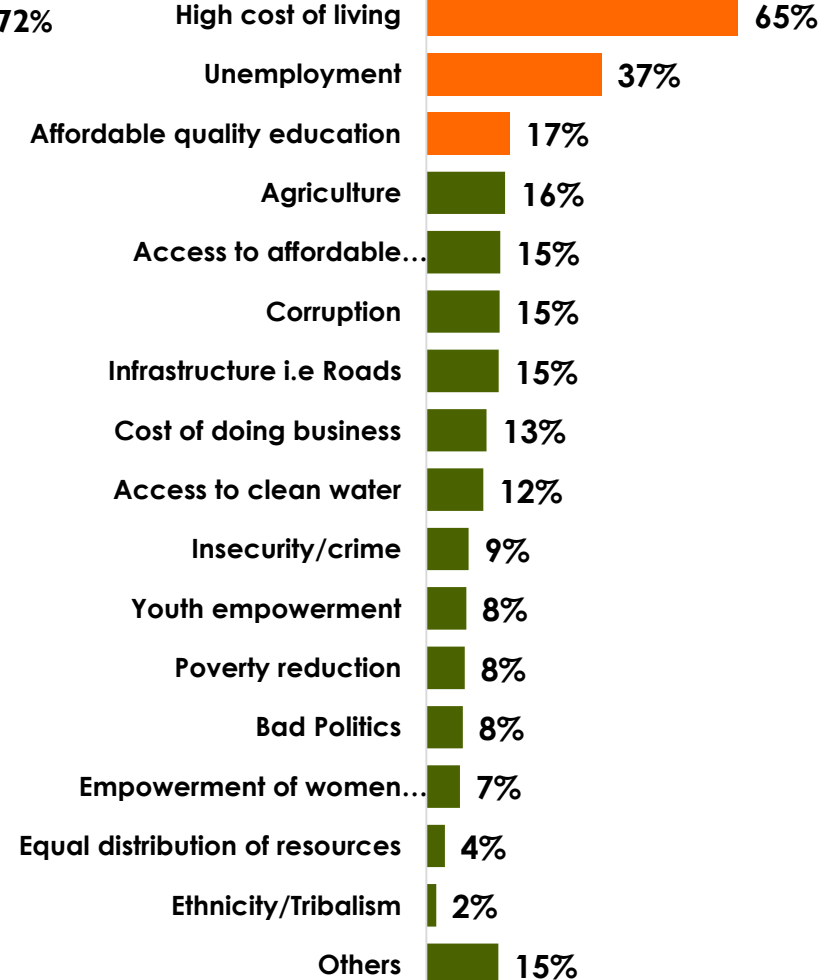
- Other Mentions:
- Drug and substance abuse
 - Land issues
 - HELB loan allocation
 - Sewage and sanitation
 - Ethnicity/Tribalism
 - Foreign Relations
 - Lower the cost of fuel
 - Mining
 - School fees is high
 - Electrification
 - Tourism
 - Market for goods/produce

KEY ISSUES OF CONCERN TREND

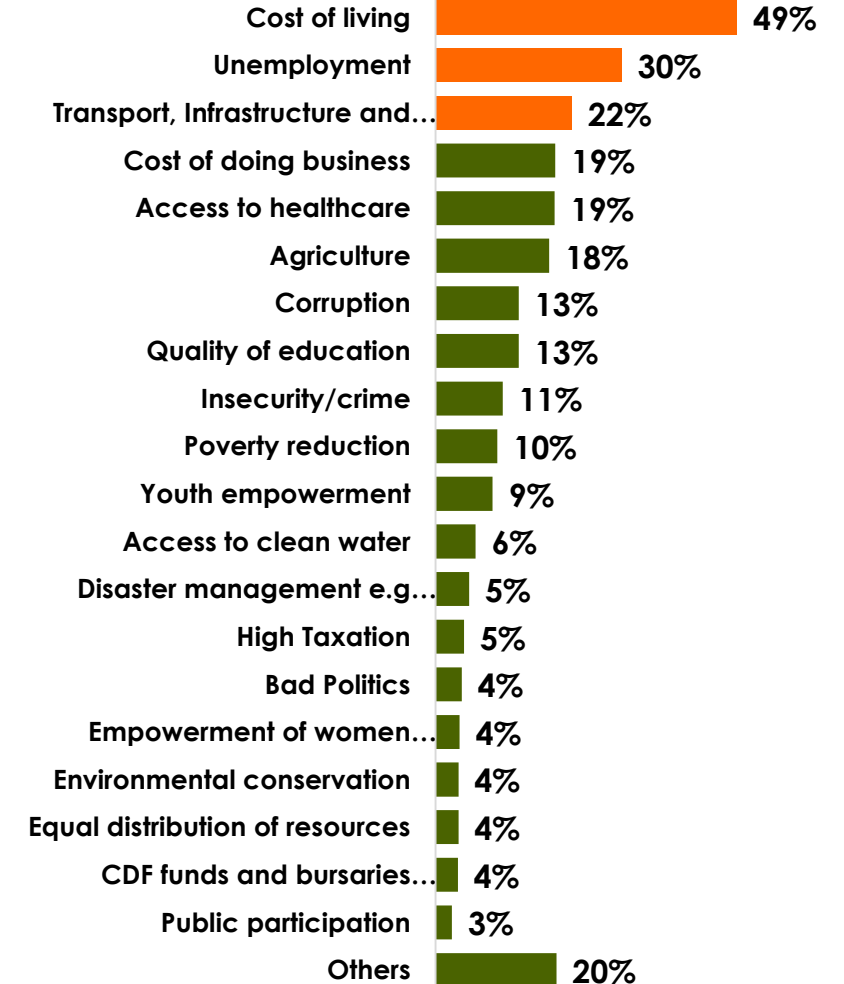
FEBRUARY 2023



AUG/SEPT 2023



MAY 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

KEY ISSUES OF CONCERN: BY REGION

	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
Cost of living	48%	42%	47%	48%	48%	48%	60%	46%	49%
Unemployment	29%	24%	30%	32%	26%	35%	34%	33%	30%
Transport, Infrastructure and Roads	17%	27%	28%	20%	22%	19%	21%	23%	22%
Cost of doing business	16%	19%	17%	25%	19%	20%	18%	22%	19%
Access to healthcare	23%	15%	17%	16%	18%	26%	22%	19%	19%
Agriculture	15%	12%	12%	21%	24%	24%	19%	17%	18%
Corruption	14%	3%	18%	12%	12%	13%	12%	14%	13%
Quality of education	17%	15%	13%	13%	10%	13%	14%	17%	13%
Insecurity/crime	13%	15%	9%	8%	14%	10%	9%	10%	11%
Poverty reduction	14%	10%	6%	7%	12%	8%	13%	9%	10%
Youth empowerment	9%	5%	11%	13%	10%	7%	4%	9%	9%
Access to clean water	5%	25%	6%	2%	7%	4%	7%	9%	6%
Disaster management e.g Floods	10%	7%	4%	1%	6%	3%	7%	7%	5%
High Taxation	4%	3%	6%	7%	2%	3%	5%	8%	5%
Bad Politics	5%	-	4%	5%	3%	7%	7%	4%	4%
Empowerment of women & the youth	5%	5%	4%	6%	2%	4%	2%	6%	4%
Environmental conservation	5%	2%	3%	5%	3%	6%	3%	4%	4%
Equal distribution of resources	1%	7%	4%	5%	4%	2%	4%	4%	4%
CDF funds and bursaries allocation	2%	-	6%	2%	5%	4%	2%	2%	4%
Public participation	3%	2%	3%	2%	3%	-	4%	4%	3%
Others	17%	17%	21%	22%	18%	16%	21%	23%	20%

FINANCE BILL 2024



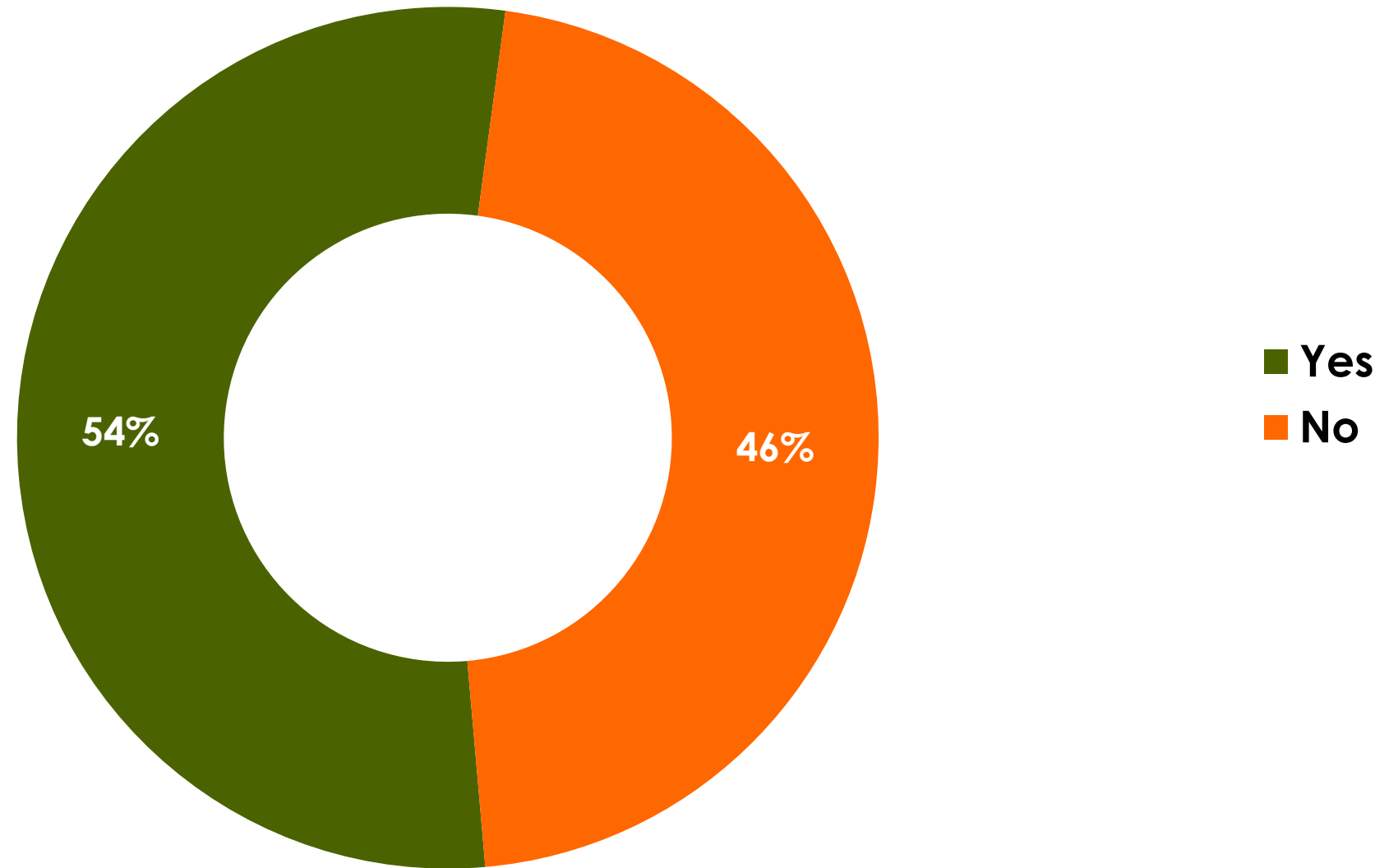
Key Take Outs 1/2: Finance Bill 2024

- On awareness of the Finance Bill 2024, we had (54%) conversant with the Finance Bill 2024, with (46%) mentioned not to have been aware of it.
- A majority of respondents in the central region, 62%, are aware of the Finance Bill 2024, unlike other Eastern regions (41%), which scored the least in terms of awareness of the Bill. However, it emerged second at (59%) in terms of awareness. This is a clear indication of the rate of sensitization and education that goes on in the regions in regard to the Bill.
- When it comes to awareness of the Finance Bill 2024, the male gender is more aware than the female gender, with (59%) of males being aware compared to (41%) of females.
- Adults aged (46-55), who are often more engaged in financial matters, were noted to be the most aware of the Finance Bill, rated at (60%). This suggests that age plays a significant role in awareness levels.
- Regarding the perceived impact of the Finance Bill on Kenya's Economy, we had (85%) of respondents from North Eastern mentioned that it won't have any impact.
- As per the findings, adults aged (36-45) at (80%) and (45-55) at (81%) indicated that they do not perceive any impact of the Finance Bill on the economy of Kenya.
- A significant percentage of respondents were opposed to the 16% VAT tax on bread, with (87%) that said no to the said tax measure. Other areas targeted for taxing that respondents rejected are 16% VAT on financial and insurance services and things like Mpesa transactions.

Key Take Out 2/2: Finance Bill 2024

- The findings also revealed that 83% of the respondents are opposed to adding a level of protection for environmentally unfriendly products such as batteries, tyres, Phones, and ICT equipment.
- The North Eastern region had a high percentage of respondents who supported the Bill proposal to introduce a 2.5% tax on motor vehicles based on their value, which would go to insurance.
- In terms of gender, we had (9%) of male respondents support the introduction of the 2.5% tax on motor vehicles and (7%) of female respondents support the said tax measure.
- Of the youth (14%) aged (18-26) mentioned that they do support additional levels of environmentally unfriendly products such as phones, batteries and ICT equipment, while (5%) of respondents aged (36-45) and those aged (45-55) (5%) support the tax measure on environmentally unfriendly products.
- As per the findings, we had (3%) of female respondents who supported the 16% VAT tax on bread. Also, we had (3%) of female adults who supported the 16% VAT tax on finance and insurance services.
- From the findings, it was demonstrated that (3%) of adults aged (36-45) support tax on financial and insurance services.

AWARENESS OF THE FINANCE BILL 2024

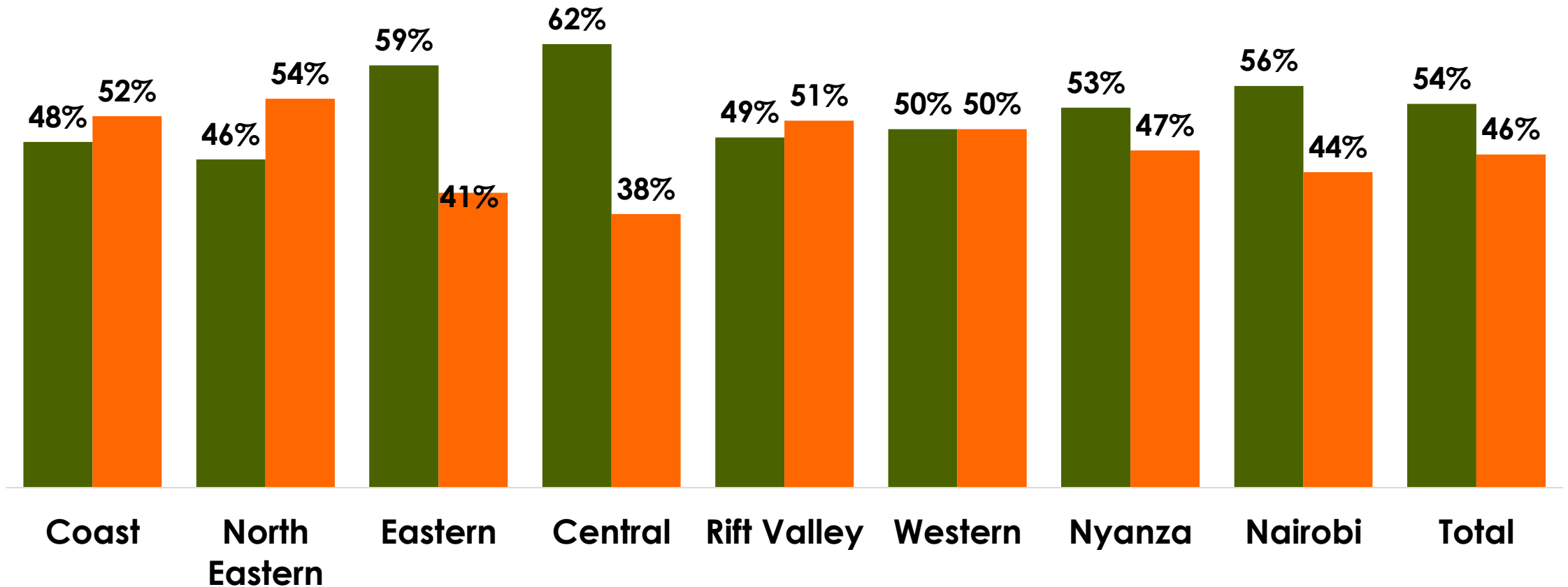


Have you heard about the Finance/Budget Bill 2024?

n = 1700

AWARENESS OF THE FINANCE BILL 2024: BY REGION

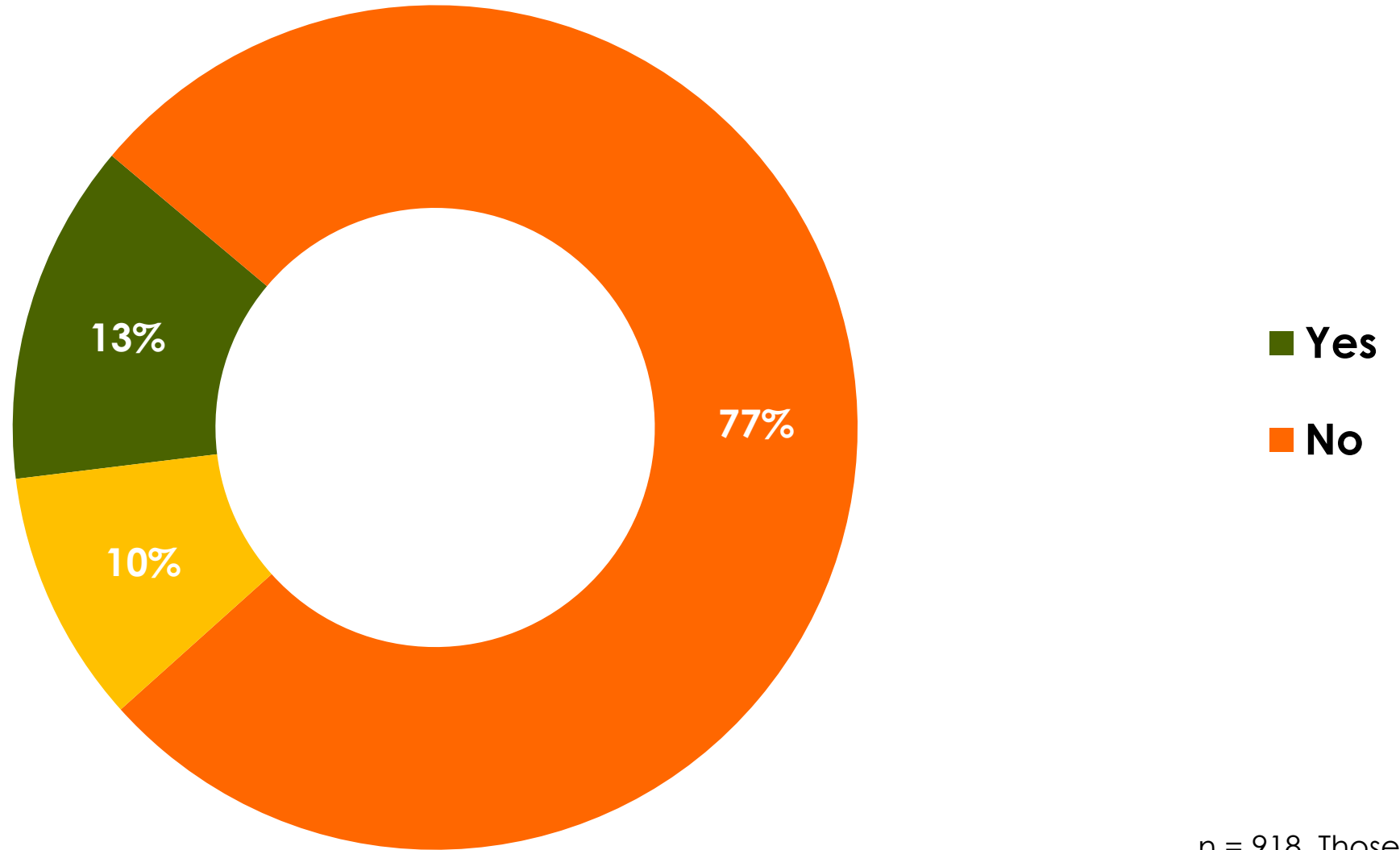
■ Yes ■ No



Have you heard about the Finance/Budget Bill 2024?

n = 1700

PERCEIVED IMPACT OF THE 2024 FINANCE BILL ON THE KENYAN ECONOMY

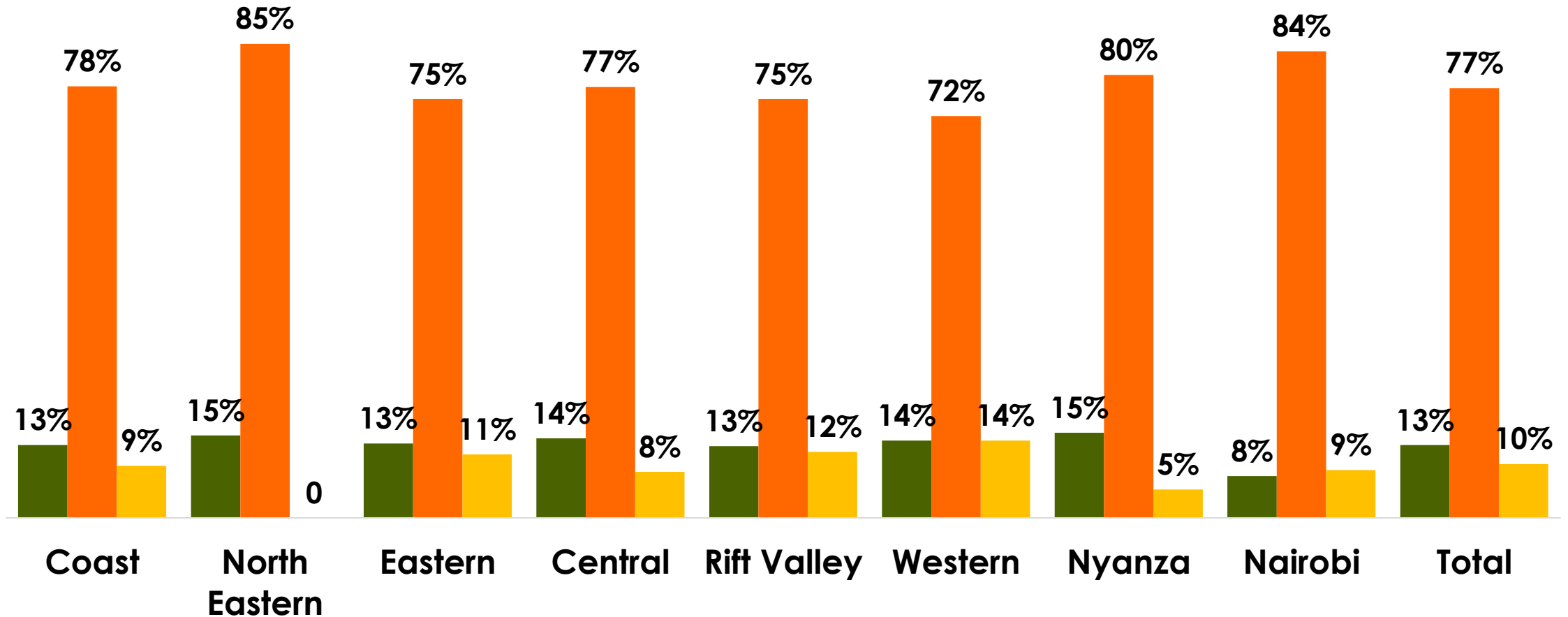


If yes, do you think the Finance/Budget Bill 2024 will have a positive impact on the Kenyan economy?

n = 918, Those aware of the finance/budget bill 2024

PERCEIVED IMPACT OF THE 2024 FINANCE BILL ON THE KENYAN ECONOMY: BY REGION

■ Yes ■ No ■ Not Sure



If yes, do you think the Finance/Budget Bill 2024 will have a positive impact on the Kenyan economy?

n = 918, Those aware of the finance/budget bill 2024

SUPPORT OF THE VARIOUS TAX MEASURES AS PROPOSED IN THE FINANCE BILL 2024

	Yes	No	Not Sure/Don't Know
Introduction of motor vehicle tax of 2.5% of the value of the Motor Vehicle to be collected by the insurer	8%	81%	11%
Additional Levy on environment unfriendly products such as batteries, tyres, phones, and ICT equipment	6%	83%	11%
Proposal to exempt the disclosure of personal data by data controllers/processors for tax or duty assessment	5%	83%	12%
16% VAT on financial and insurance services/transactions like Mpesa	4%	86%	10%
16% VAT on Bread	3%	87%	10%

Do you support the following tax measures as proposed in the Finance/budget bill 2024

SUPPORT OF THE VARIOUS TAX MEASURES AS PROPOSED IN THE FINANCE BILL 2024: BY REGION

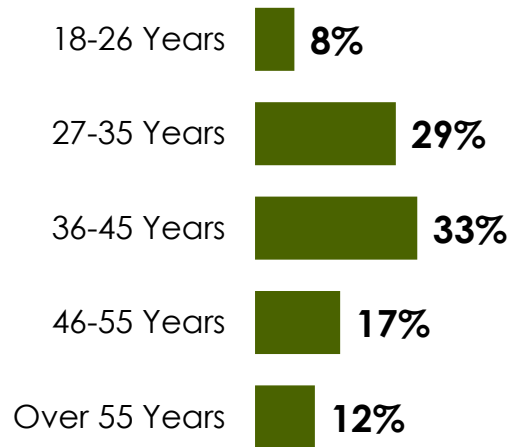
YES	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
Introduction of motor vehicle tax of 2.5% of the value of the Motor Vehicle to be collected by the insurer	7%	14%	12%	7%	6%	11%	4%	7%	8%
Additional Levy on environment unfriendly products such as batteries, tyres, phones, and ICT equipment	7%	7%	7%	5%	4%	8%	5%	7%	6%
Proposal to exempt the disclosure of personal data by data controllers/processors for tax or duty assessment	5%	3%	7%	5%	3%	6%	4%	5%	5%
16% VAT on financial and insurance services/transactions like Mpesa	5%	3%	5%	1%	4%	4%	2%	4%	4%
16% VAT on Bread	2%	5%	4%	2%	4%	4%	1%	2%	3%

Do you support the following tax measures as proposed in the Finance/budget bill 2024

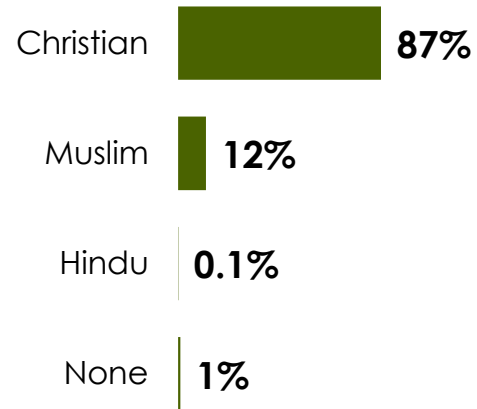
POLL DEMOGRAPHICS



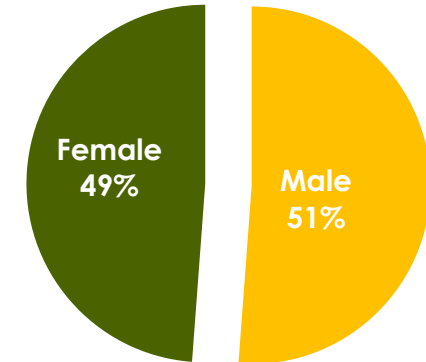
Age



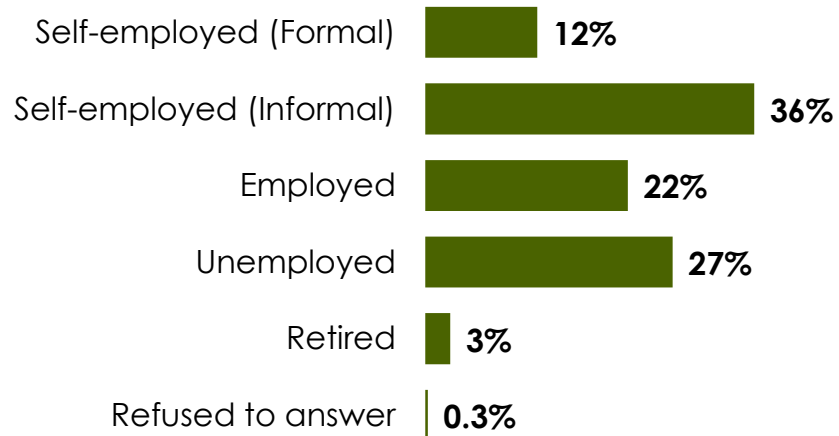
Religion



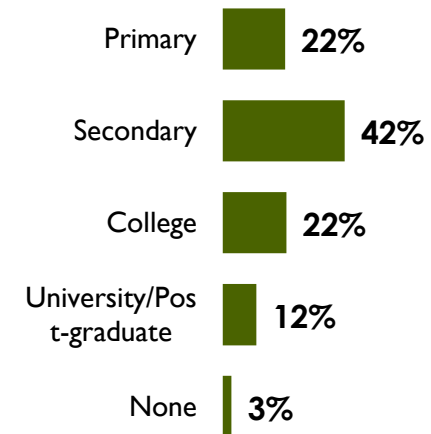
Gender



Employment



Level of Education



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Thank
you!