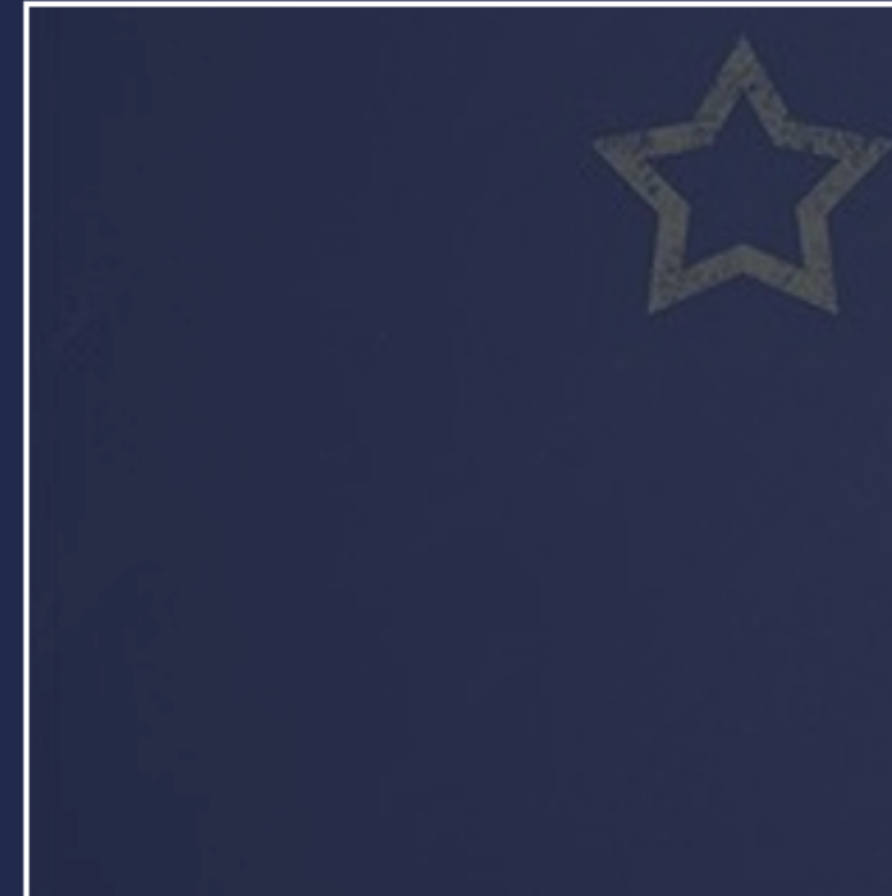


**NATIONWIDE
POLL
OCTOBER 2024**

METHODOLOGY



METHODOLOGY

When was the opinion poll conducted?

9th October 2024

How was the opinion poll conducted?

Quantitative interviews were conducted through Computer Assisted Telephone Interviews (CATI)

Survey sample

What is the margin of error?

±3.099% at 95% degree of confidence.

What was the response rate?

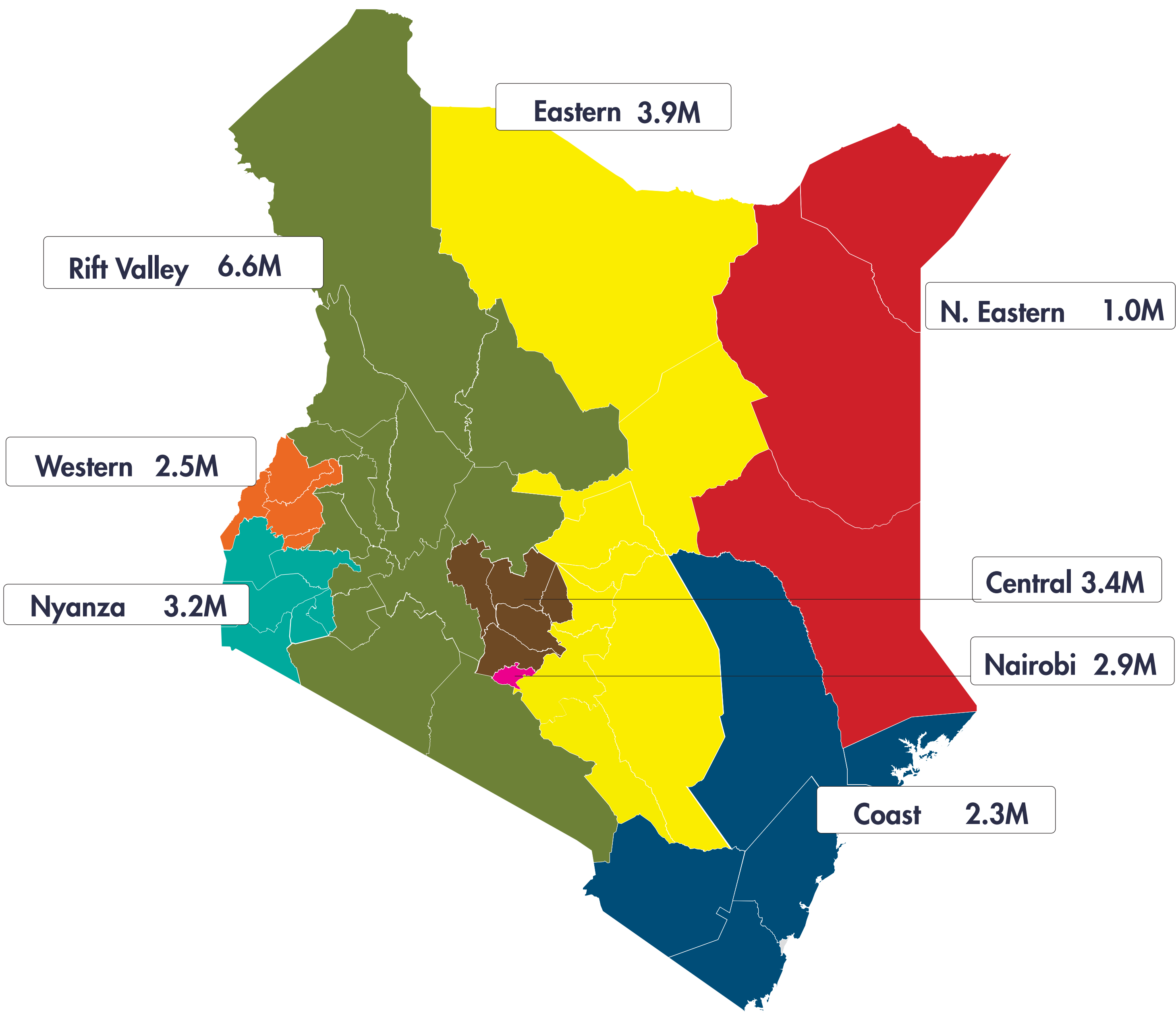
98% response rate.

Survey Geographical Coverage

The survey covered all the 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.



SAMPLE DISTRIBUTION

| REGION | Regional Sample % | Sample Achieved per Region |
|---------------|-------------------|----------------------------|
| COAST | 9% | 91 |
| NORTH EASTERN | 4% | 40 |
| EASTERN | 15% | 150 |
| CENTRAL | 13% | 134 |
| RIFT VALLEY | 26% | 256 |
| WESTERN | 10% | 96 |
| NYANZA | 12% | 122 |
| NAIROBI | 11% | 111 |
| TOTAL | 100% | 1000 |

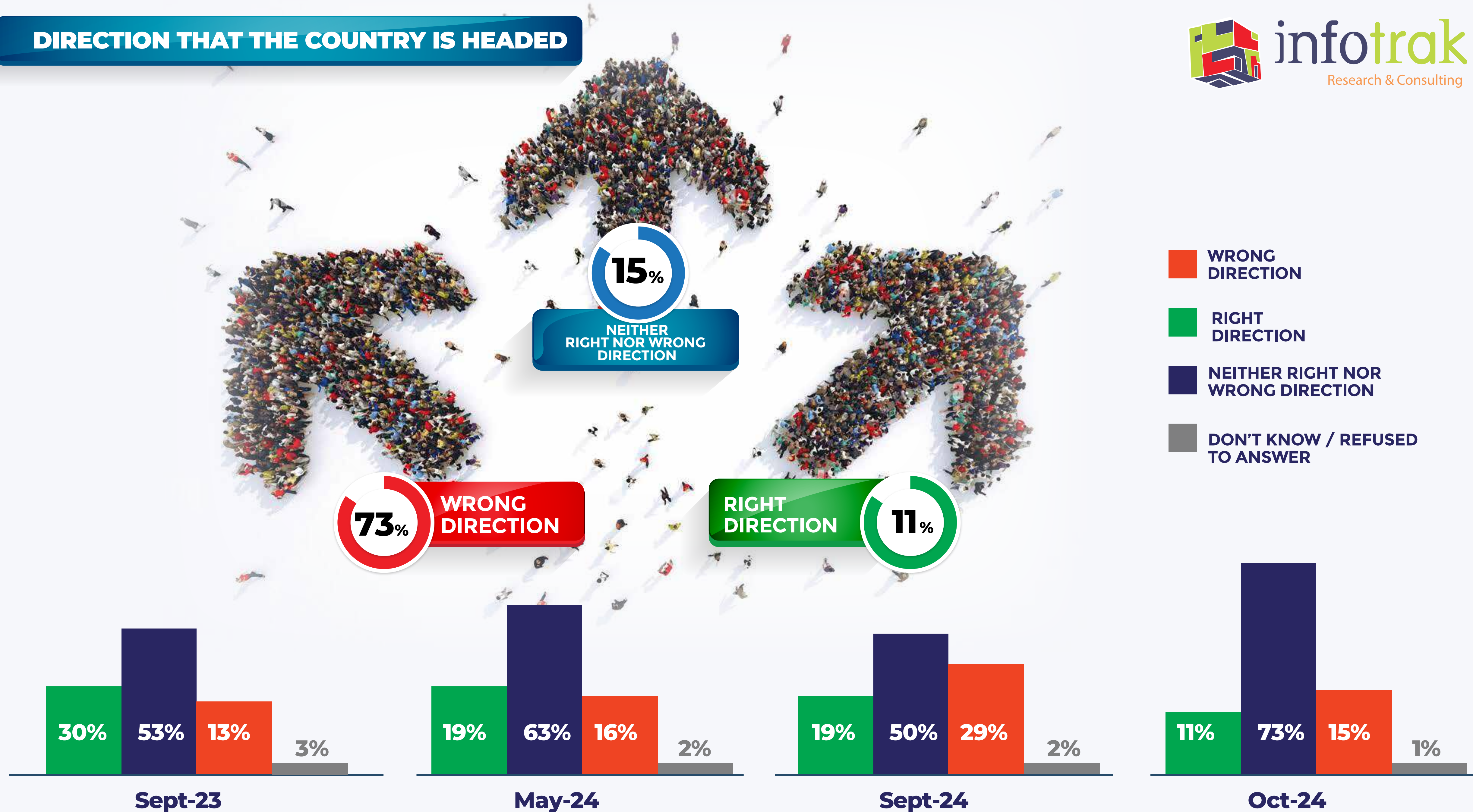
DIRECTION OF THE COUNTRY



Direction of the Country:

- A majority of 73% of Kenyans believe the country is headed in the wrong direction, a significant increase from 50% recorded in September, while only 11% noted that it is headed in the right direction. Compared to 19% that opined so in September
- In May 2024, 63% shared the same response (Wrong Direction). In the previous year, in September 2023, 53% reported that the country was headed in the wrong direction.
- The regions that had the highest rating in reporting that the country is headed in the wrong direction are Nairobi (78%), North Eastern (77%), Central and Eastern each at (76%), and Rift Valley at (72%). A significant percentage of both males (73%) and females (73%) noted that the country is headed in the wrong direction.
- Those between the age bracket of (46-55 years) had the highest rating (81%) in terms of reporting that the country is headed in the wrong direction, followed by (27-35 years) at (76%) and those aged (36-45 years) stood at (74%).
- Among the top reasons reported on why the country is heading in the wrong direction in October 2024 are bad politics /poor governance (63%) and High cost of living (43%). In September, we had a High cost of living (77%), unemployment (46%), and Poverty (24%). Month of May, High cost of living at (45%), High taxes (27%) and Poor governance (7%).

DIRECTION THAT THE COUNTRY IS HEADED



DIRECTION THAT THE COUNTRY IS HEADED TO: BY REGION

| | Right direction | Wrong direction | Neither right nor wrong direction | Don't know/Refused To Answer |
|---------------|-----------------|-----------------|-----------------------------------|------------------------------|
| Rift Valley | 18% | 72% | 9% | 1% |
| Western | 13% | 68% | 15% | 3% |
| Nyanza | 11% | 70% | 19% | - |
| Coast | 11% | 70% | 19% | - |
| North Eastern | 9% | 77% | 14% | - |
| Central | 5% | 76% | 16% | 2% |
| Eastern | 5% | 76% | 19% | - |
| Nairobi | 3% | 78% | 17% | 1% |
| Total | 11% | 73% | 15% | 1% |

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

n = 1000

DIRECTION THAT THE COUNTRY IS HEADED TO: BY GENDER & AGE

| | | Right direction | Wrong direction | Neither right nor wrong direction | Don't know/Refused To Answer |
|--------|---------------|-----------------|-----------------|-----------------------------------|------------------------------|
| Gender | Female | 11% | 74% | 14% | 1% |
| | Male | 10% | 73% | 17% | 1% |
| Age | 18-26 Years | 19% | 57% | 21% | 2% |
| | 27-35 Years | 9% | 76% | 15% | 0.3% |
| | 36-45 Years | 10% | 74% | 15% | 0.3% |
| | 46-55 Years | 8% | 81% | 9% | 1% |
| | Over 55 Years | 10% | 70% | 18% | 3% |
| | Total | 11% | 73% | 15% | 1% |

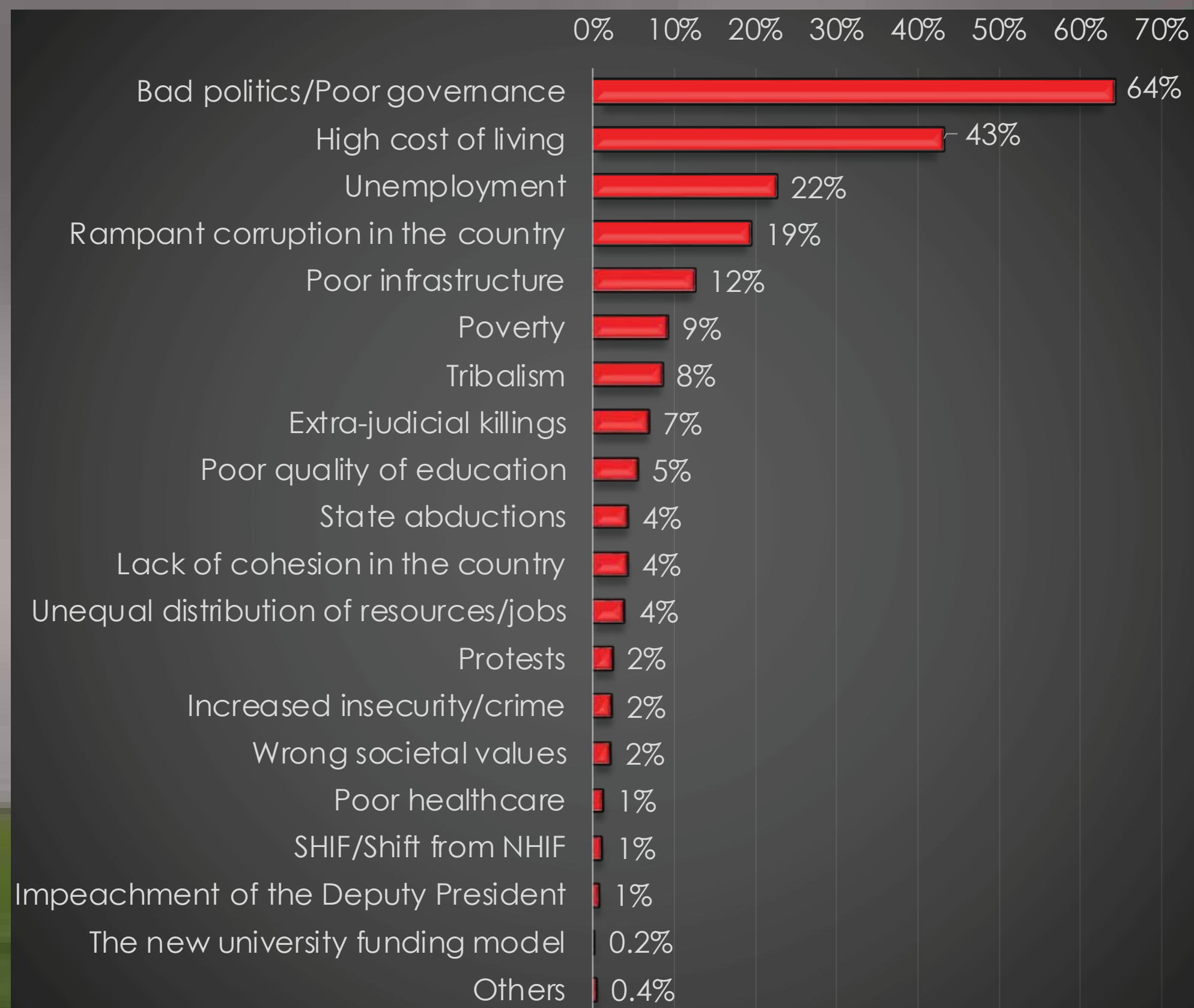
Overall, which direction do you think the Country is headed? Is it headed in the ...

n = 1000

Right Decision

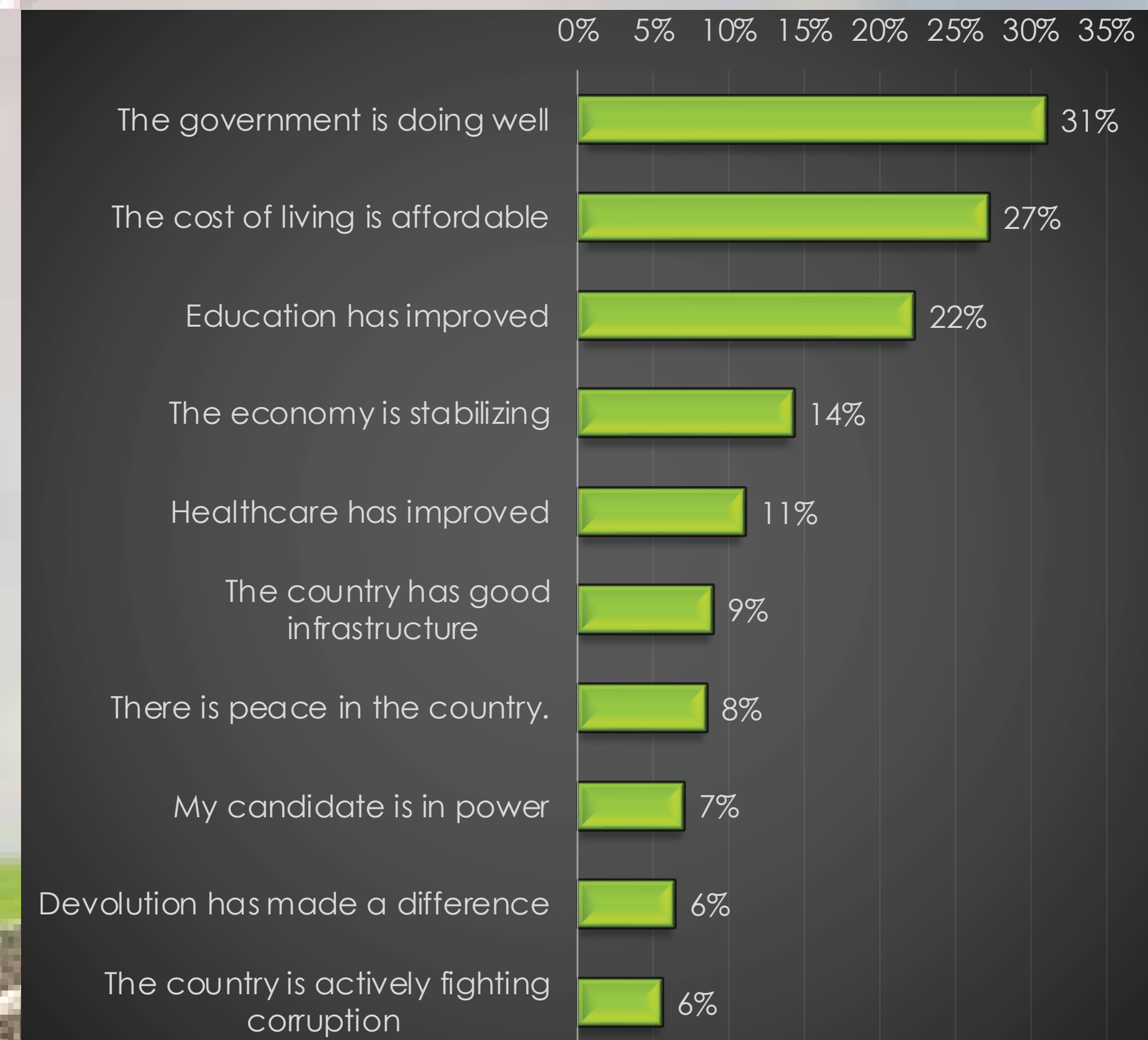
Wrong Decision

REASONS FOR WRONG DIRECTION



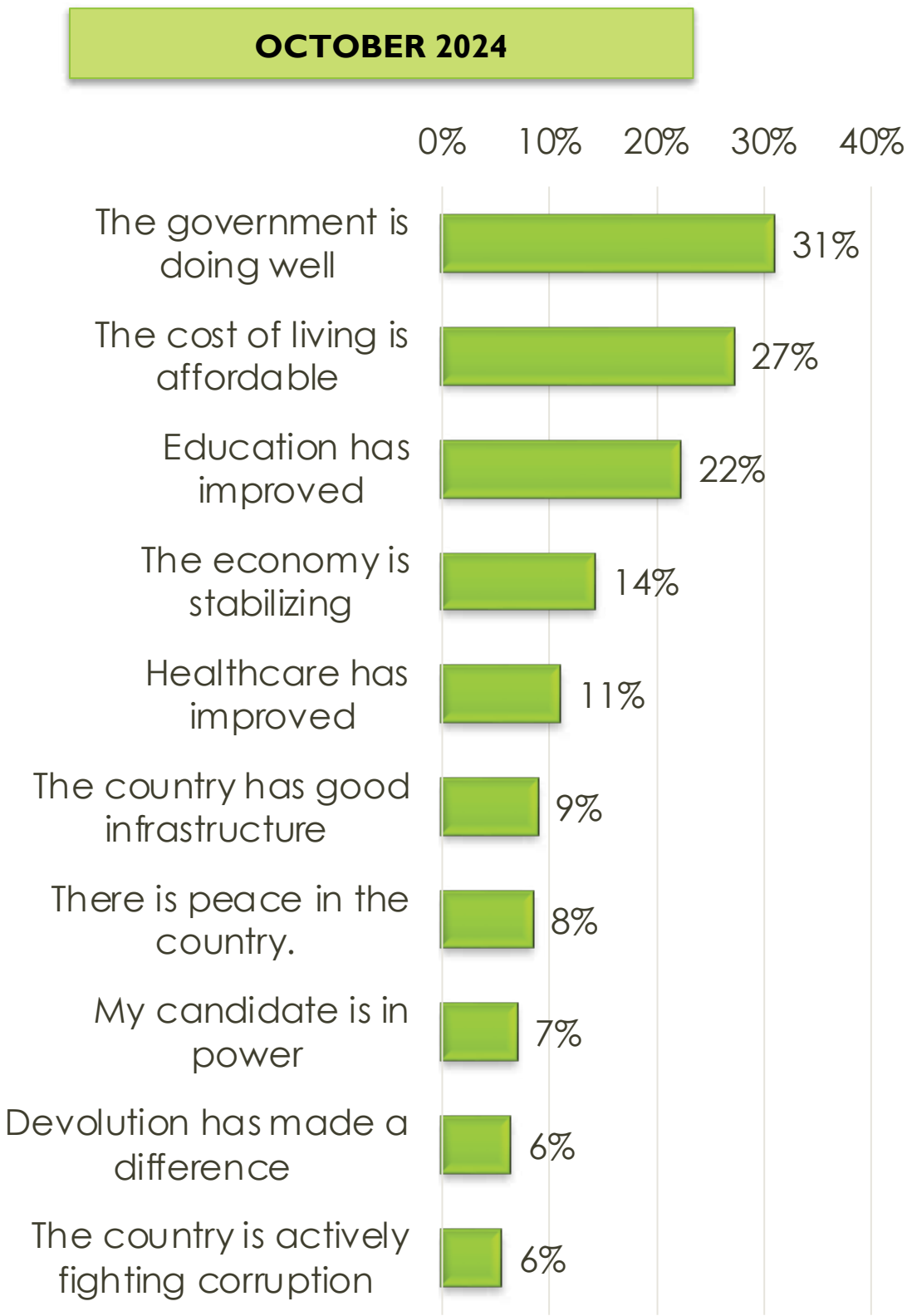
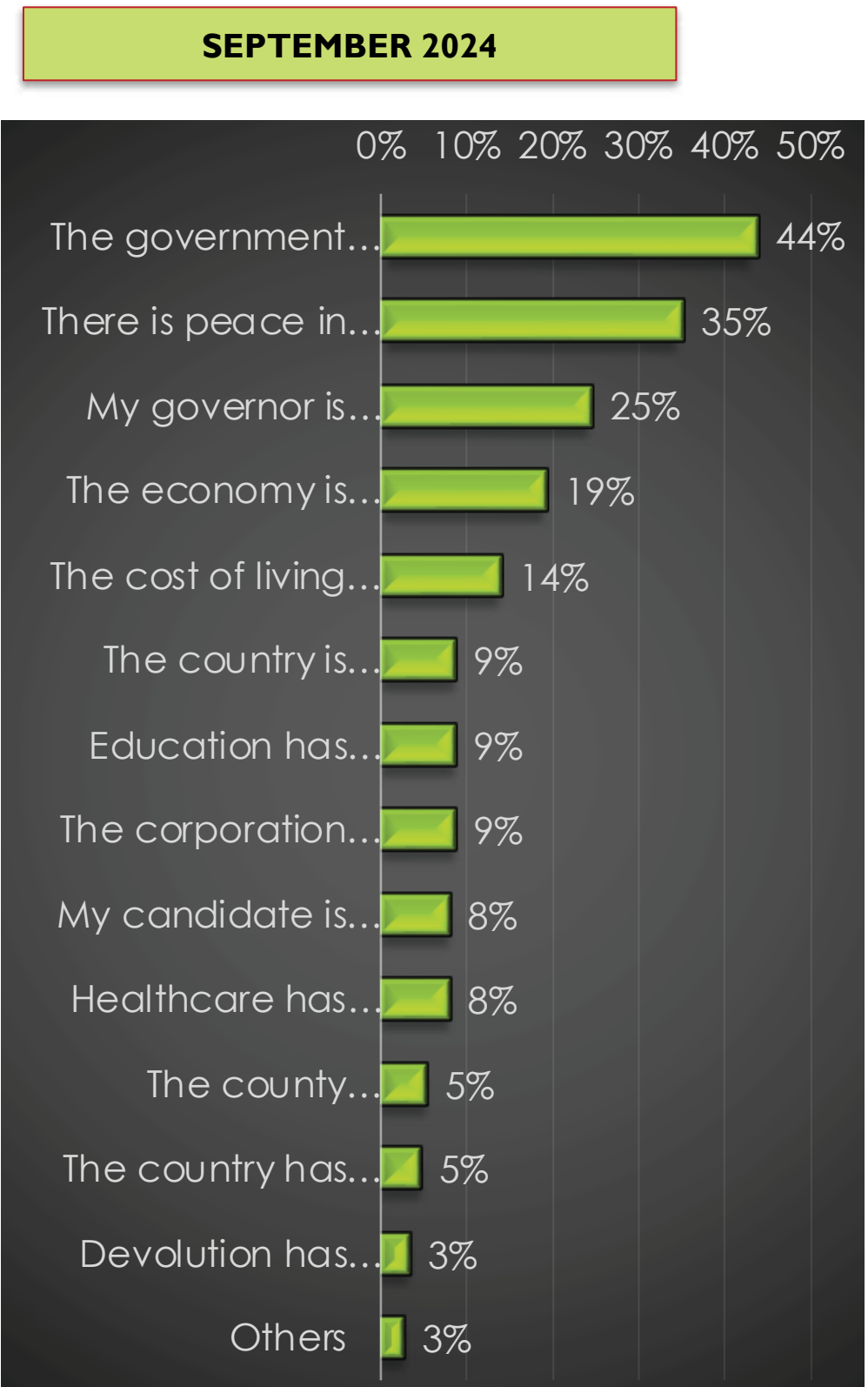
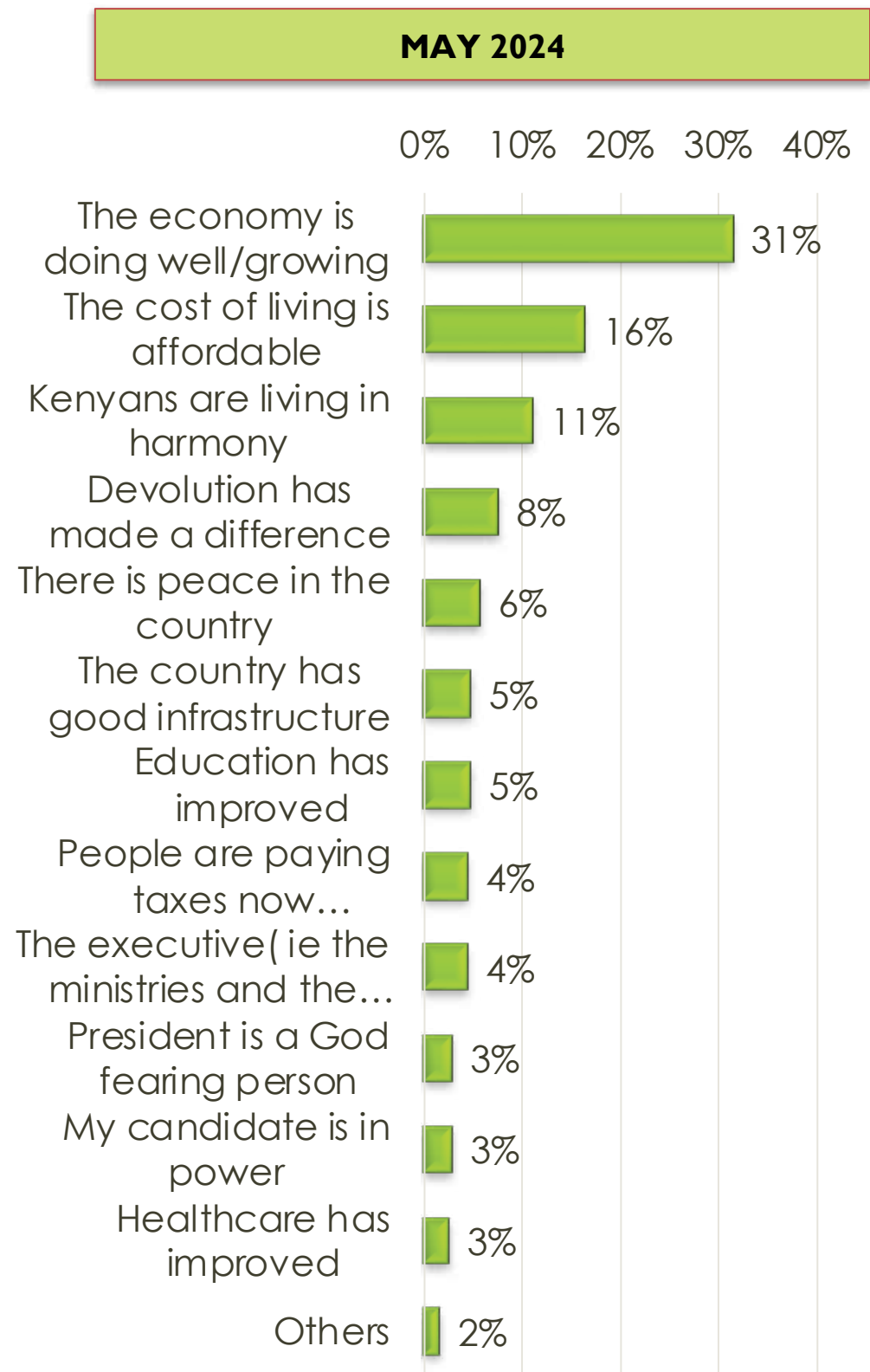
You have mentioned that the county is headed in the wrong direction; why do you say so?
n=737

REASONS FOR RIGHT DIRECTION



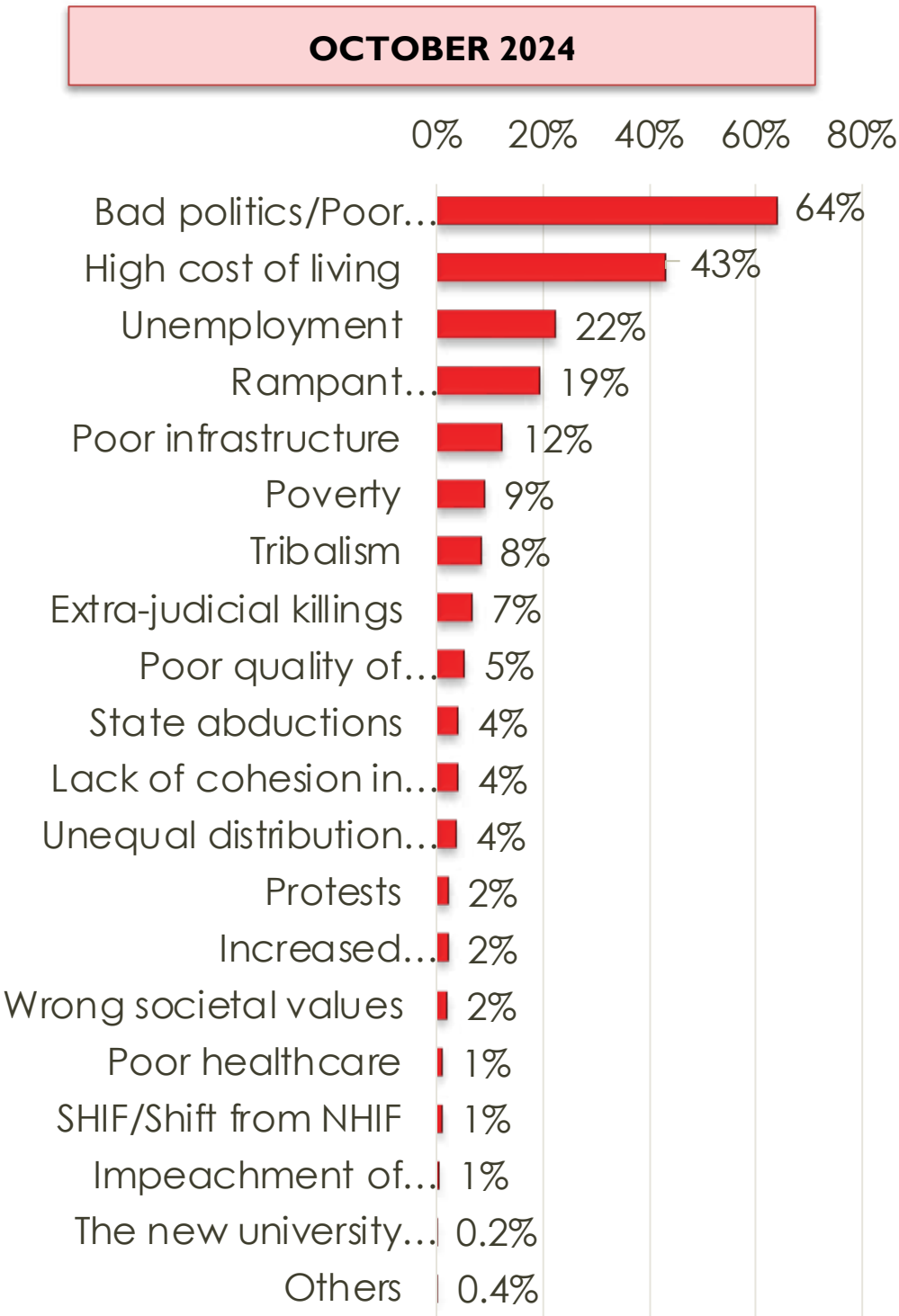
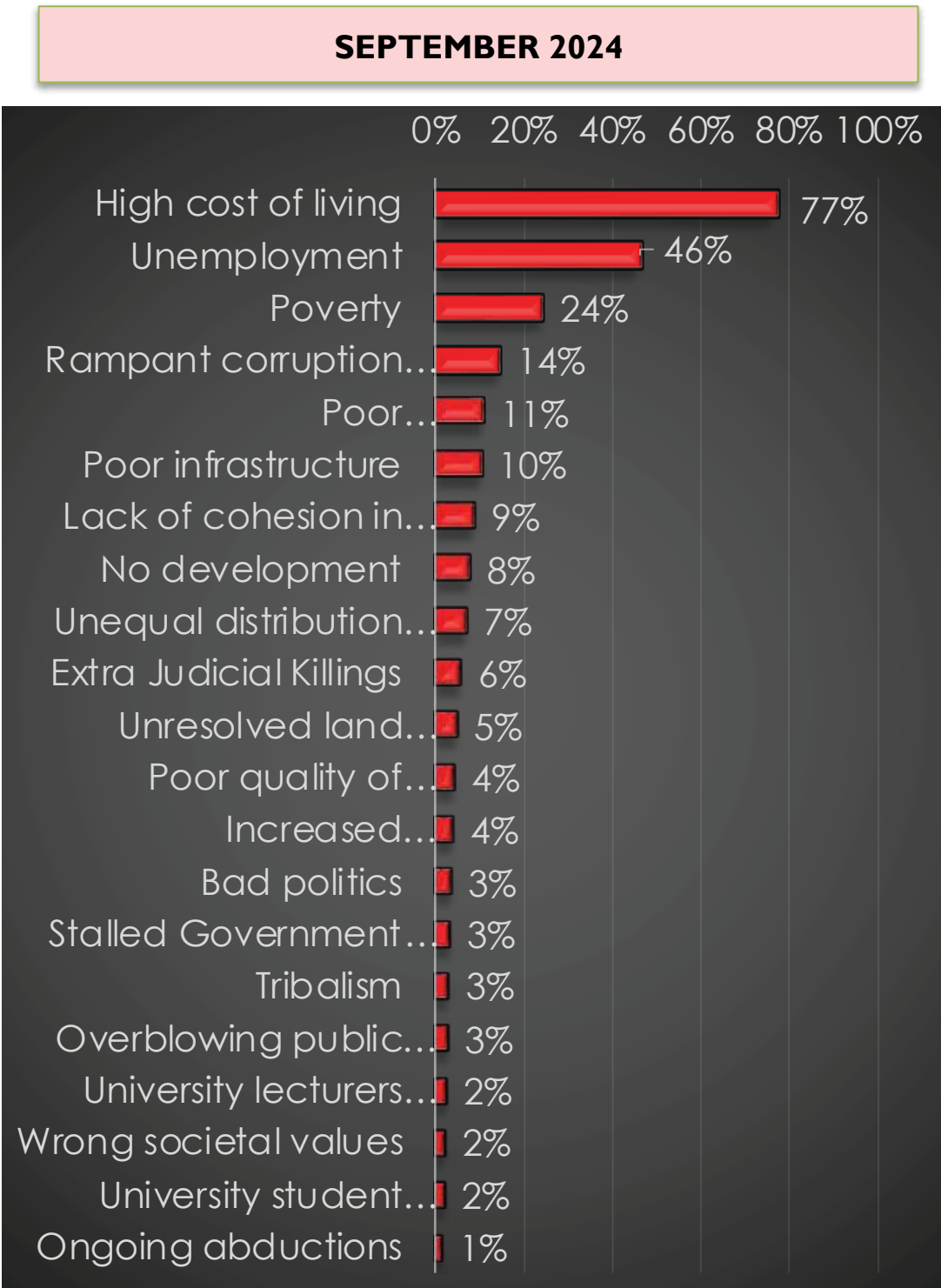
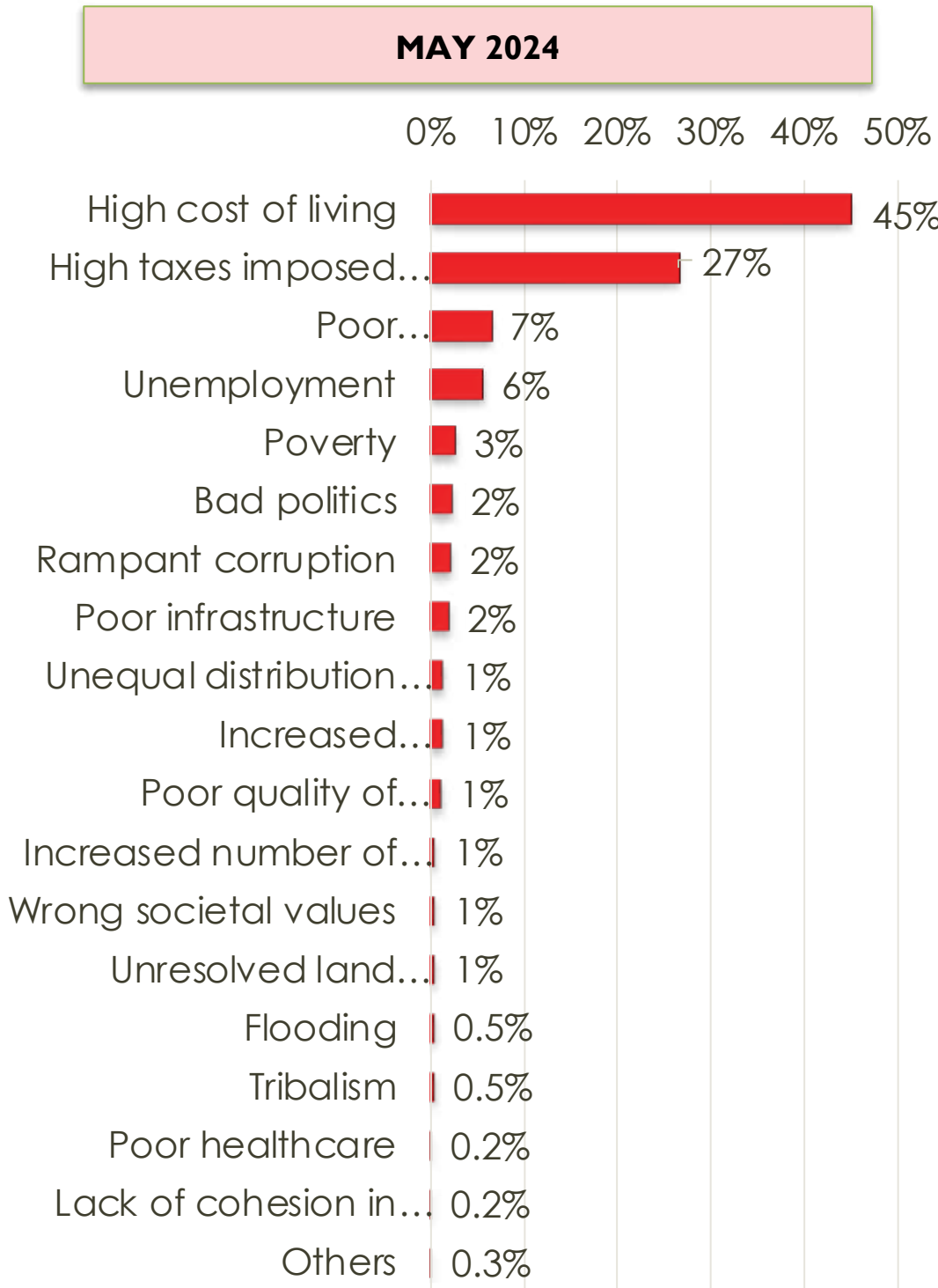
You have mentioned that the county is headed in the right direction, why do you say this?
n=106

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



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

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



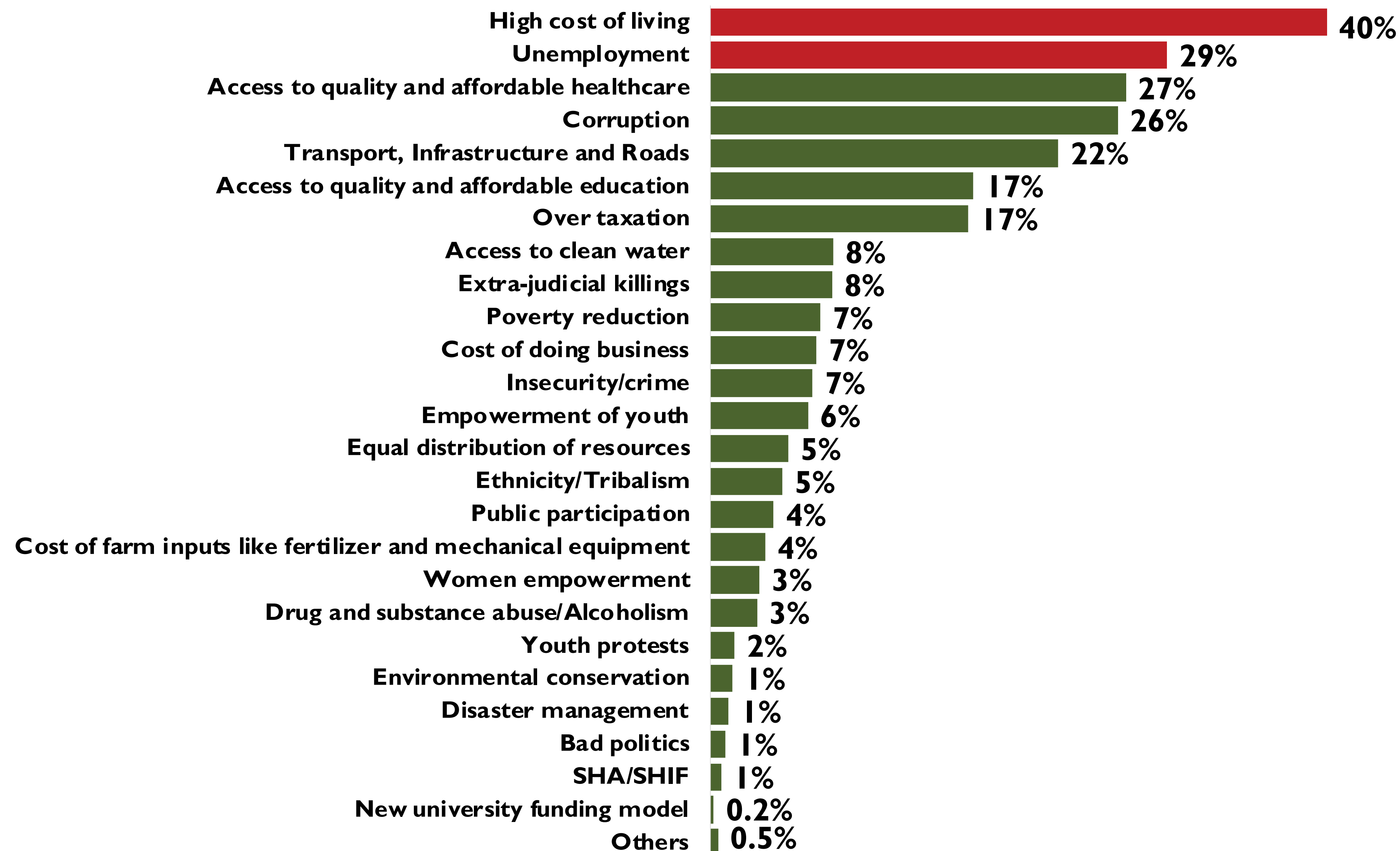
Why do you think that the country is going in wrong direction?

KEY ISSUES OF CONCERN FOR KENYANS



Key Issue of Concern:

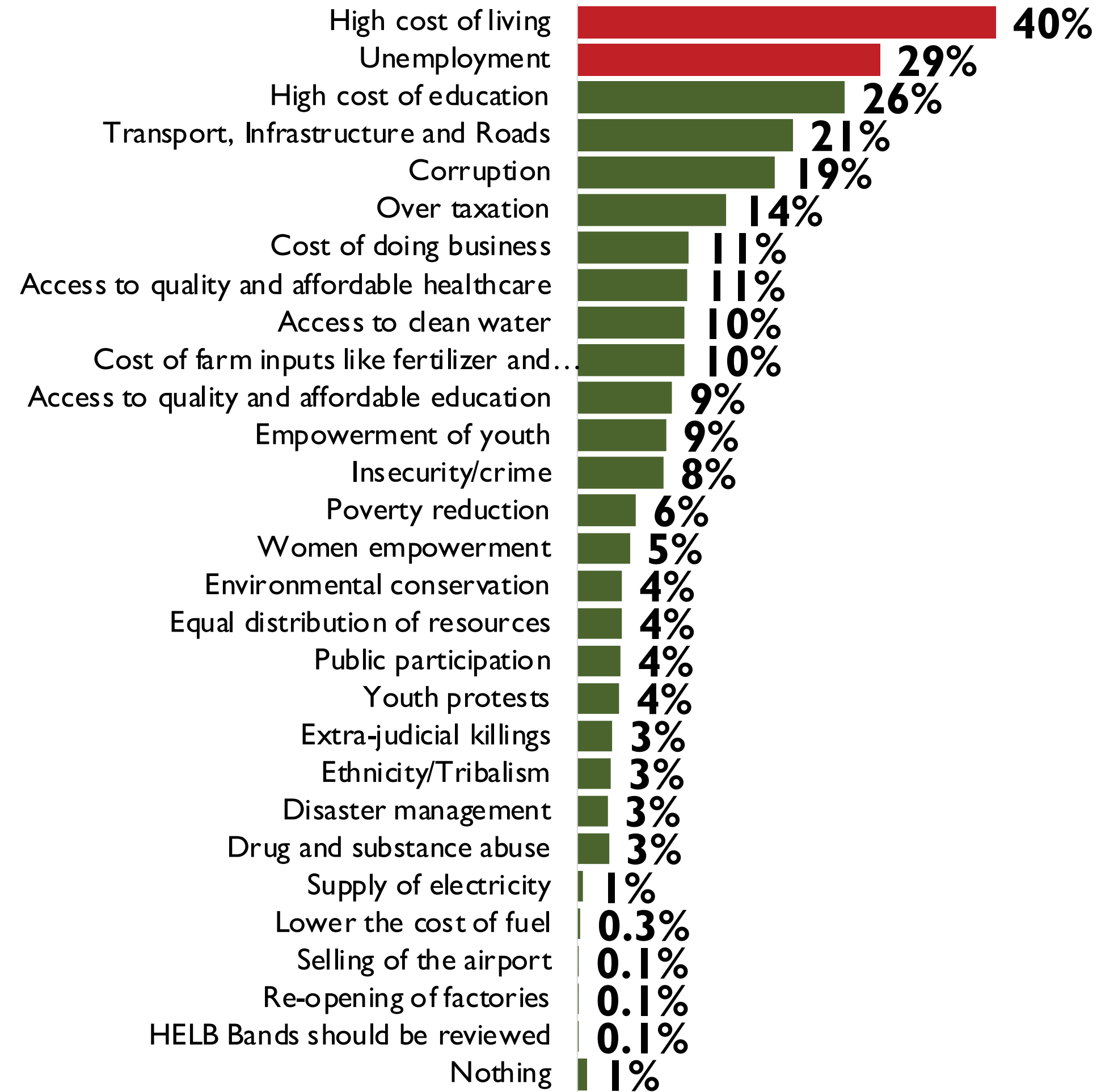
- The top three key concerns reported by the respondents are the **high cost of living** (40%), **unemployment** (29%), and **access to quality and affordable healthcare** (27%). Both in September and October 2024, the respondents consistently rated the high cost of living and unemployment at 40% and 29%, respectively, as the key issues of concern.
- The regions that reported the high cost of living as a key concern were North Eastern (51%), Western (50%), and Nairobi (43%). On the issue of unemployment, North Eastern took the lead and was rated at 45% by the respondents. Nyanza had the highest score at 36% for access to quality and affordable healthcare.
- Furthermore, the survey found that more females (42%) than males (37%) reported the high cost of living as a key concern, and respondents aged 46-55 years gave a high rating (47%) on the high cost of living as a key concern.



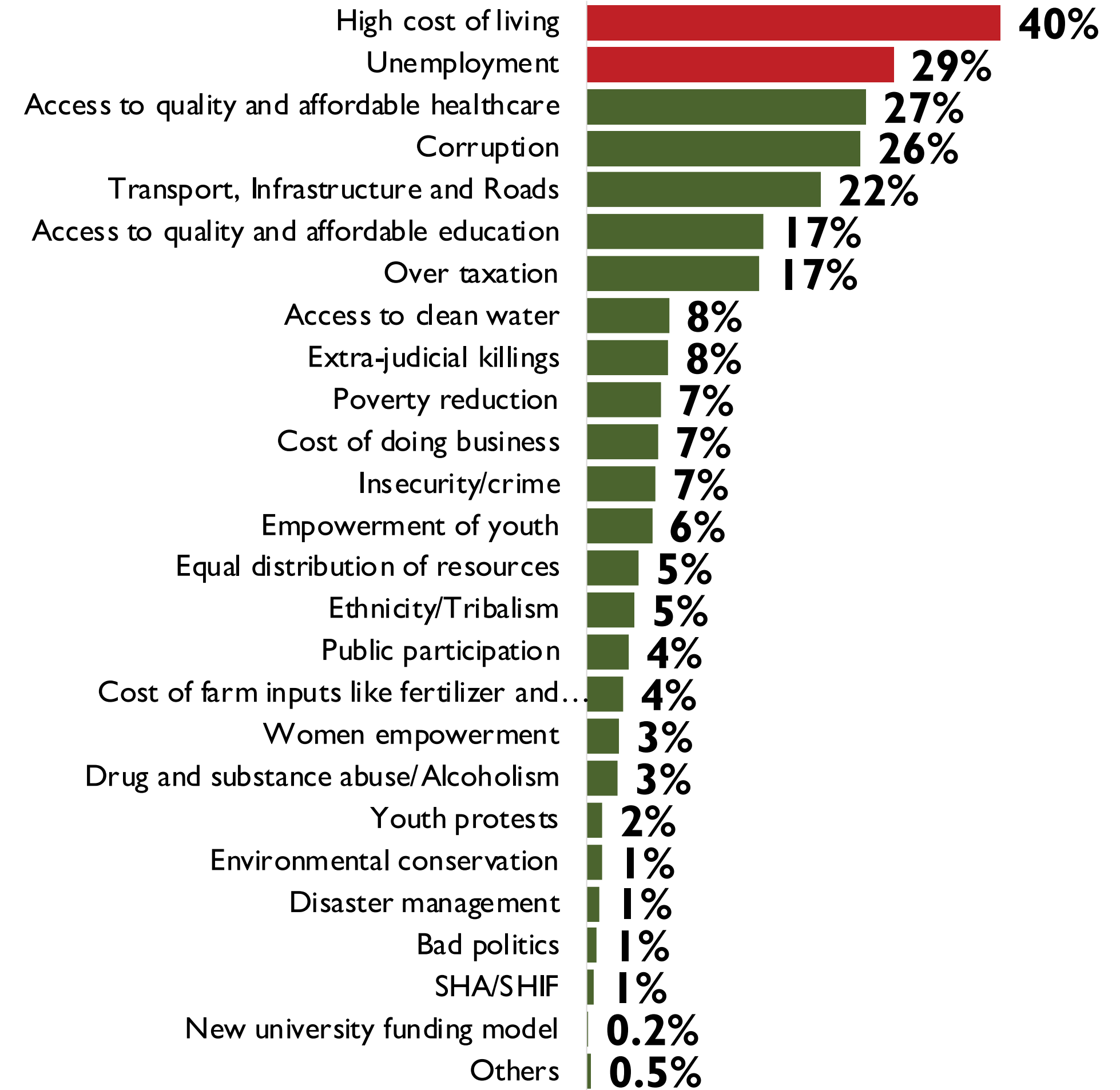
Which three key issues concern you as a Kenyan and need to be addressed by the government as a matter of priority?

n = 1000

SEPTEMBER 2024



OCTOBER 2024



Which three key issues concern you as a Kenyan and need to be addressed by the government as a matter of priority?

n = 1000

| | Coast | North Eastern | Eastern | Central | Rift Valley | Western | Nyanza | Nairobi | Total |
|---|-------|---------------|---------|---------|-------------|---------|--------|---------|-------|
| High cost of living | 33% | 51% | 40% | 39% | 38% | 50% | 34% | 43% | 40% |
| Unemployment | 31% | 45% | 33% | 24% | 24% | 28% | 33% | 33% | 29% |
| Access to quality and affordable healthcare | 16% | 18% | 15% | 30% | 30% | 32% | 36% | 30% | 27% |
| Corruption | 30% | 24% | 31% | 25% | 21% | 32% | 25% | 26% | 26% |
| Transport, Infrastructure and Roads | 17% | 18% | 18% | 22% | 29% | 19% | 27% | 18% | 22% |
| Access to quality and affordable education | 8% | 17% | 11% | 21% | 19% | 23% | 17% | 17% | 17% |
| Over taxation | 21% | 9% | 17% | 17% | 14% | 18% | 13% | 23% | 17% |
| Access to clean water | 13% | 7% | 9% | 6% | 6% | 11% | 9% | 6% | 8% |
| Extra-judicial killings | 7% | - | 9% | 10% | 6% | 9% | 6% | 13% | 8% |
| Poverty reduction | 7% | 14% | 5% | 8% | 6% | 7% | 9% | 6% | 7% |
| Cost of doing business | 9% | 7% | 3% | 9% | 6% | 2% | 7% | 12% | 7% |
| Insecurity/crime | 9% | 5% | 6% | 6% | 8% | 6% | 4% | 6% | 7% |
| Empowerment of youth | 8% | 12% | 12% | 5% | 2% | 7% | 4% | 8% | 6% |
| Equal distribution of resources | 7% | - | 7% | 6% | 4% | 3% | 6% | 4% | 5% |
| Ethnicity/Tribalism | 4% | 2% | 7% | 1% | 6% | 4% | 5% | 3% | 5% |
| Public participation | 2% | 5% | 2% | 6% | 5% | 6% | 2% | 5% | 4% |
| Cost of farm inputs like fertilizer | 5% | 3% | 4% | 4% | 7% | 1% | - | 2% | 4% |
| Women empowerment | 5% | 5% | 3% | 4% | 3% | 1% | 4% | 1% | 3% |
| Drug and substance abuse | 2% | 5% | 2% | 1% | 1% | 3% | 2% | 2% | 3% |
| Youth protests | 3% | - | - | 2% | 3% | 1% | 1% | - | 2% |
| Environmental conservation | 2% | - | 1% | 3% | 1% | 2% | 2% | 1% | 1% |
| Disaster management | 1% | 2% | 1% | 1% | 1% | - | 2% | 1% | 1% |
| Bad politics | 1% | - | 1% | - | 2% | 1% | - | - | 1% |
| SHA/SHIF | - | - | 1% | - | 1% | 2% | 1% | 1% | 1% |
| New university funding model | - | - | 1% | 1% | - | - | - | - | 0.2% |
| Others | - | 4% | 1% | - | 0.4% | - | - | - | 0.5% |

| | Gender | | Age | | | | | |
|---|--------|------|-------------|-------------|-------------|-------------|---------------|-------|
| | Female | Male | 18-26 Years | 27-35 Years | 36-45 Years | 46-55 Years | Over 55 Years | Total |
| High cost of living | 42% | 37% | 33% | 41% | 36% | 47% | 42% | 40% |
| Unemployment | 30% | 29% | 31% | 33% | 31% | 20% | 29% | 29% |
| Access to quality and affordable healthcare | 28% | 26% | 25% | 23% | 24% | 36% | 33% | 27% |
| Corruption | 27% | 25% | 23% | 28% | 30% | 22% | 24% | 26% |
| Transport, Infrastructure and Roads | 22% | 23% | 24% | 20% | 21% | 28% | 24% | 22% |
| Access to quality and affordable education | 18% | 16% | 12% | 18% | 12% | 19% | 27% | 17% |
| Over taxation | 18% | 15% | 13% | 19% | 17% | 17% | 13% | 17% |
| Access to clean water | 9% | 7% | 6% | 10% | 8% | 7% | 6% | 8% |
| Extra-judicial killings | 8% | 7% | 6% | 6% | 13% | 6% | 6% | 8% |
| Poverty reduction | 6% | 8% | 3% | 6% | 7% | 6% | 15% | 7% |
| Cost of doing business | 7% | 6% | 6% | 5% | 9% | 6% | 9% | 7% |
| Insecurity/crime | 7% | 7% | 12% | 8% | 6% | 4% | 2% | 7% |
| Empowerment of youth | 5% | 7% | 8% | 7% | 5% | 4% | 7% | 6% |
| Equal distribution of resources | 4% | 6% | 7% | 4% | 6% | 5% | 5% | 5% |
| Ethnicity/Tribalism | 4% | 5% | 4% | 6% | 4% | 4% | 4% | 5% |
| Public participation | 3% | 5% | 4% | 6% | 4% | 2% | 2% | 4% |
| Cost of farm inputs like fertilizer | 3% | 4% | 3% | 4% | 3% | 5% | 1% | 4% |
| Women empowerment | 4% | 3% | 4% | 3% | 3% | 4% | 2% | 3% |
| Drug and substance abuse | 2% | 2% | 2% | 2% | 3% | - | 1% | 3% |
| Youth protests | 2% | 1% | 4% | 1% | 2% | 1% | - | 2% |
| Environmental conservation | 2% | 1% | 2% | 1% | 2% | 1% | 2% | 1% |
| Disaster management | 1% | 1% | 2% | 1% | 2% | 1% | - | 1% |
| Bad politics | 1% | 1% | - | 0.3% | 2% | 2% | 1% | 1% |
| SHA/SHIF | 1% | 1% | - | 1% | 1% | - | 2% | 1% |
| New university funding model | 0.2% | 0.2% | 2% | - | - | - | - | 0.2% |
| Others | 0.2% | 1% | - | 0.3% | 1% | 1% | 1% | 0.5% |

CURRENT AFFAIRS

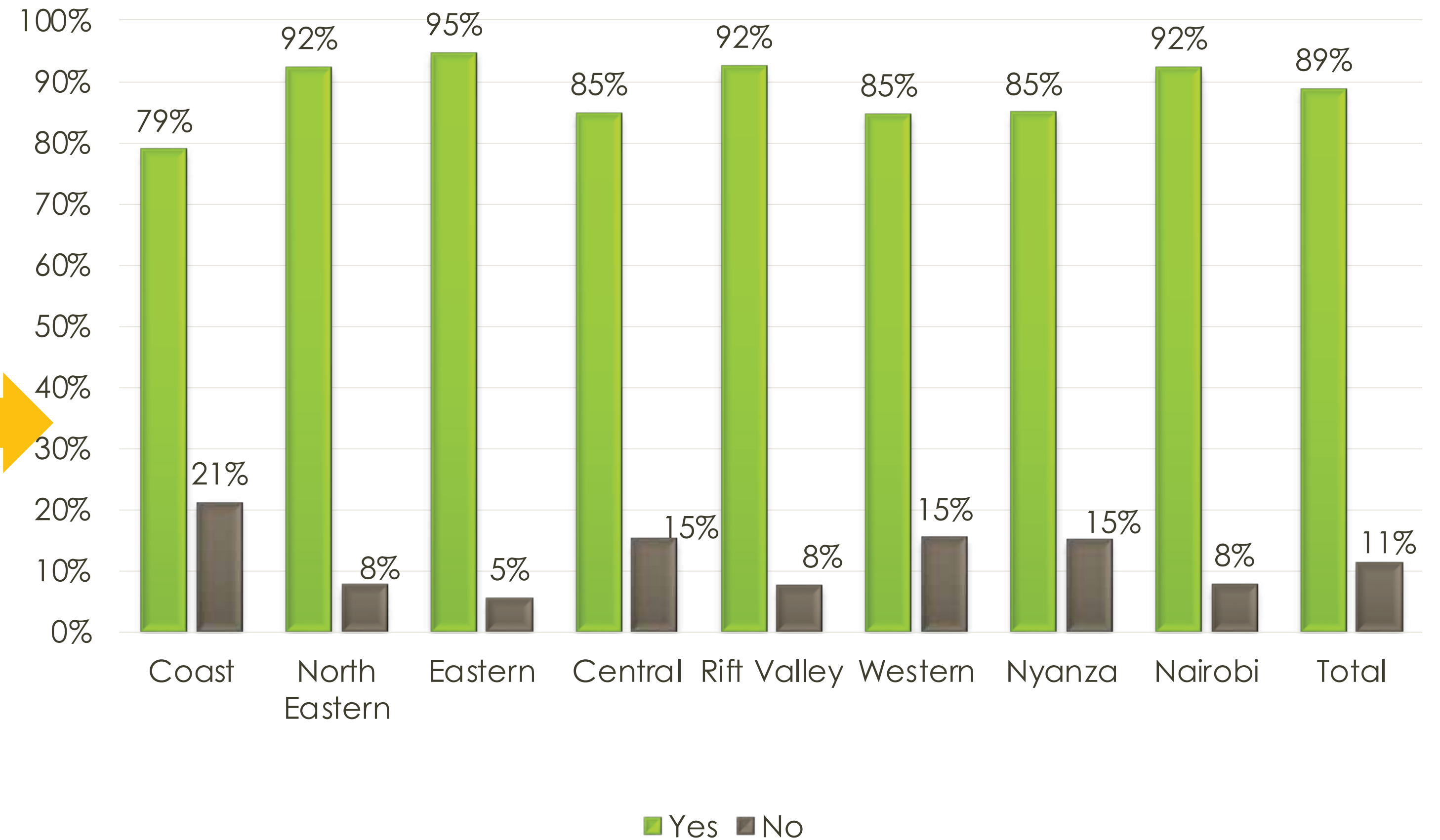
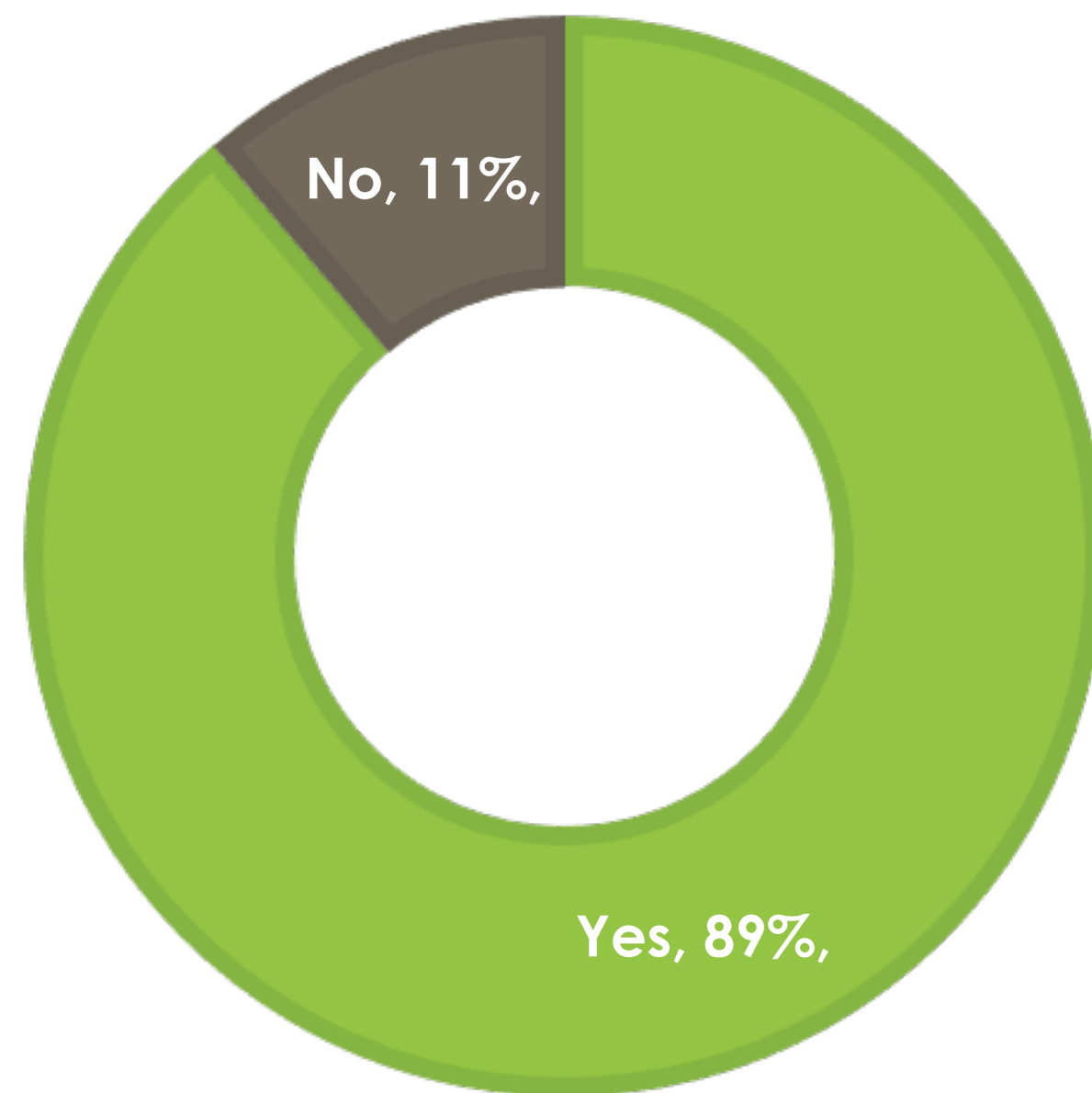


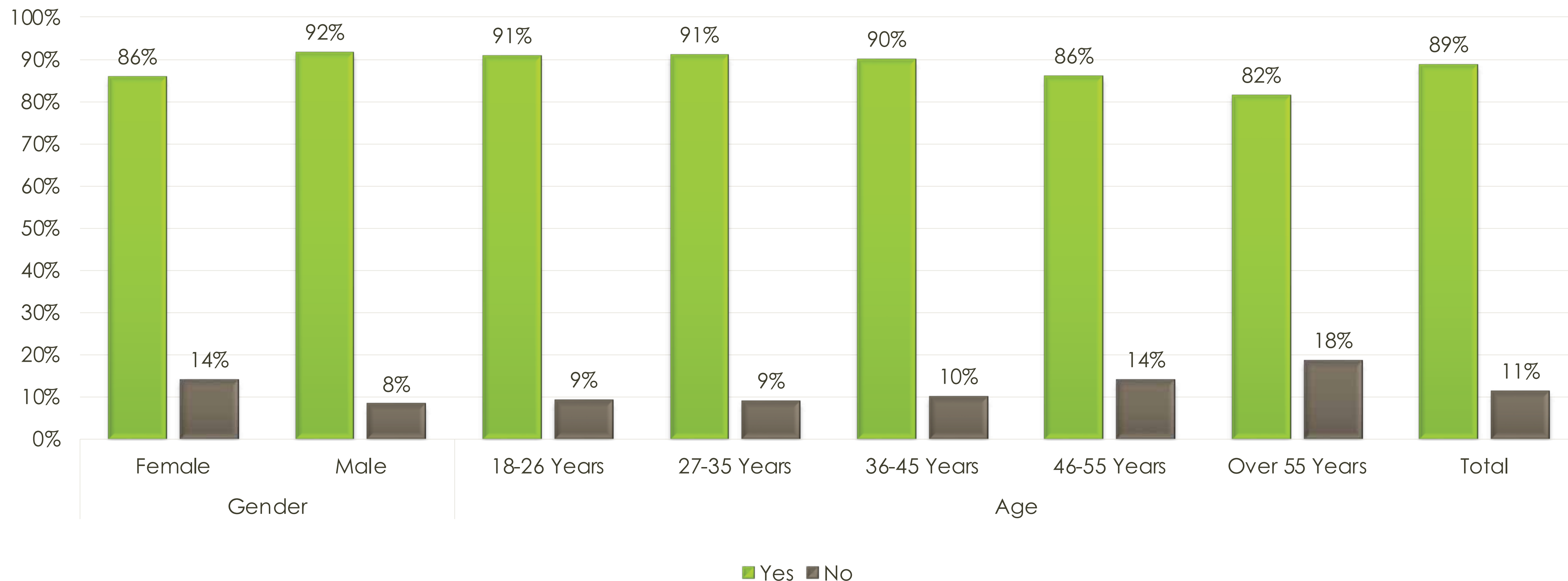
Impeachment of the Deputy President:

- A significant percentage, 89% of the respondents are aware of the impeachment of the Deputy President, while 11% reported being unaware. A higher percentage of males (92%) than females (86%) are aware of the impeachment. Additionally, 91% of those aged 18-26 years and 91% of those aged 27-35 years are aware of the impeachment.
- (44%) of the respondents agree that the Senate will pass the motion to impeach the Deputy President, while (30%) don't think that the Senate will pass the motion. More males (46%) than females (43%) agree that the Senate will impeach the Deputy President.
- The top three regions that agree that the Senate will pass the motion to impeach the Deputy President are Rift Valley (55%), Nairobi (52%), and Coast (47%). Most of the respondents (27-35 years) agree that the Senate will pass the motion to impeach the Deputy President.

AWARENESS OF THE IMPEACHMENT OF THE DEPUTY PRESIDENT

■ Yes ■ No





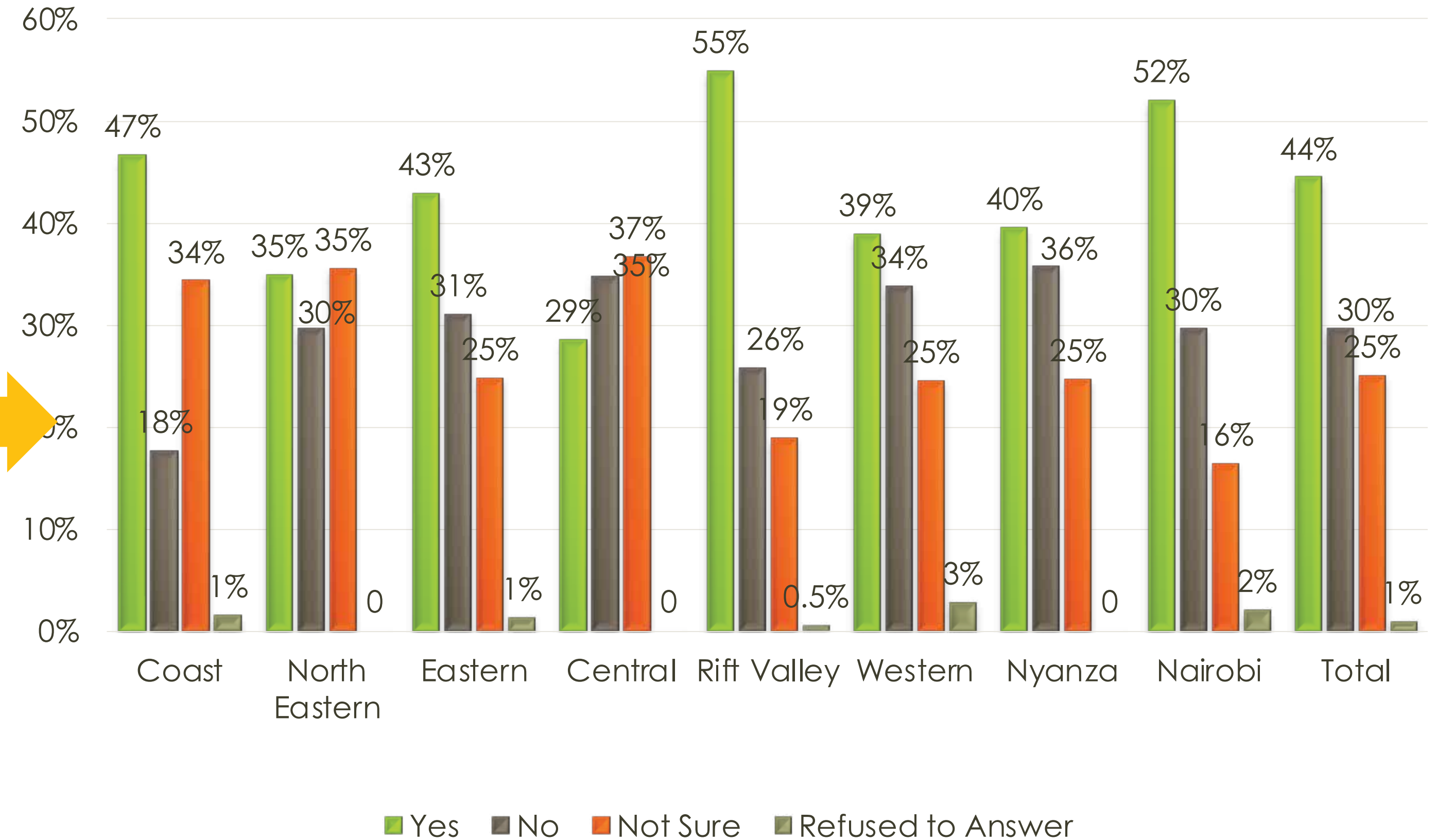
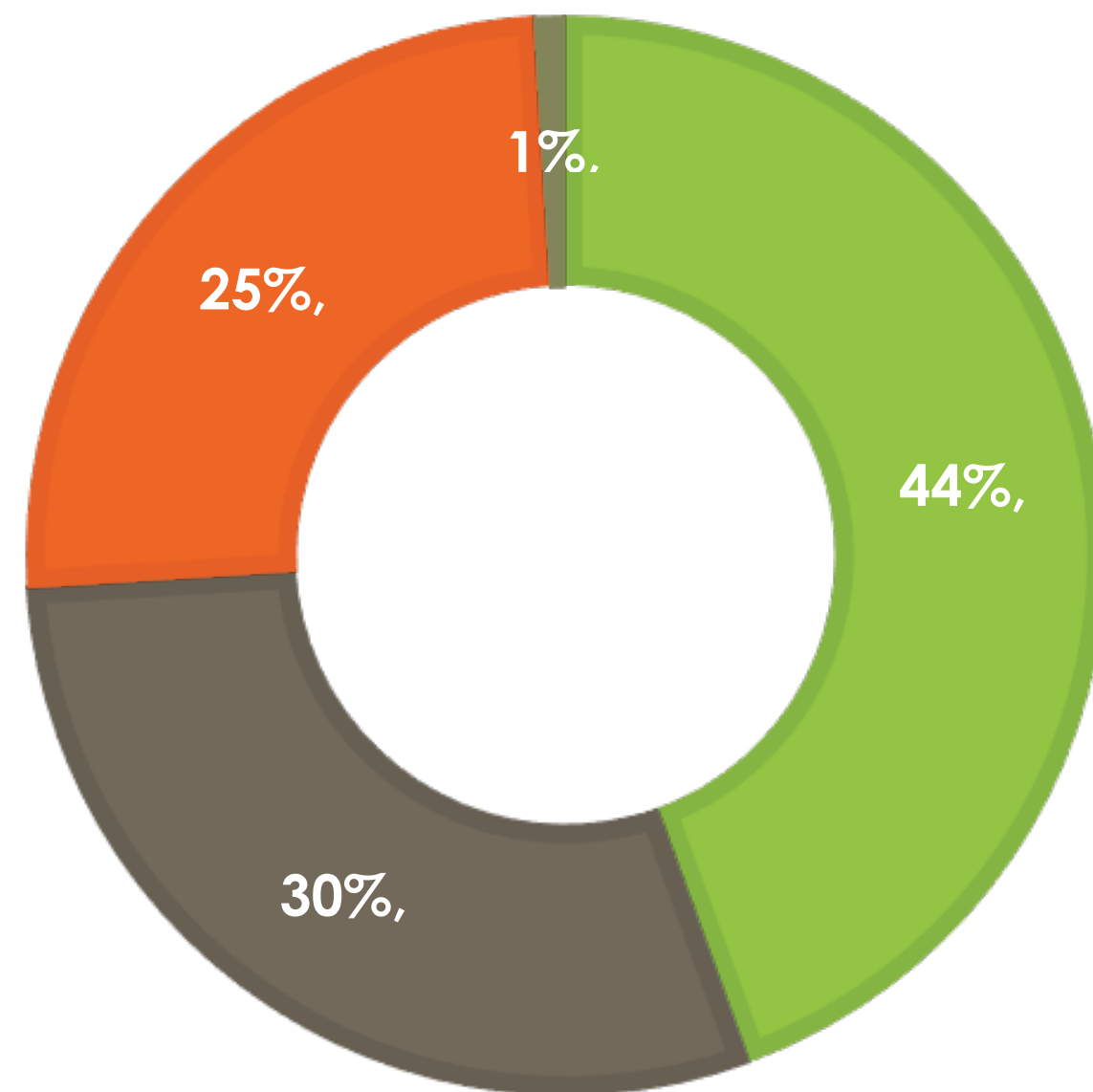
Are you aware of the on-going impeachment process of Deputy President Rigathi Gachagua?

n = 1000



PERCEIVED OUTCOME OF THE IMPEACHMENT PROCESS IN THE SENATE

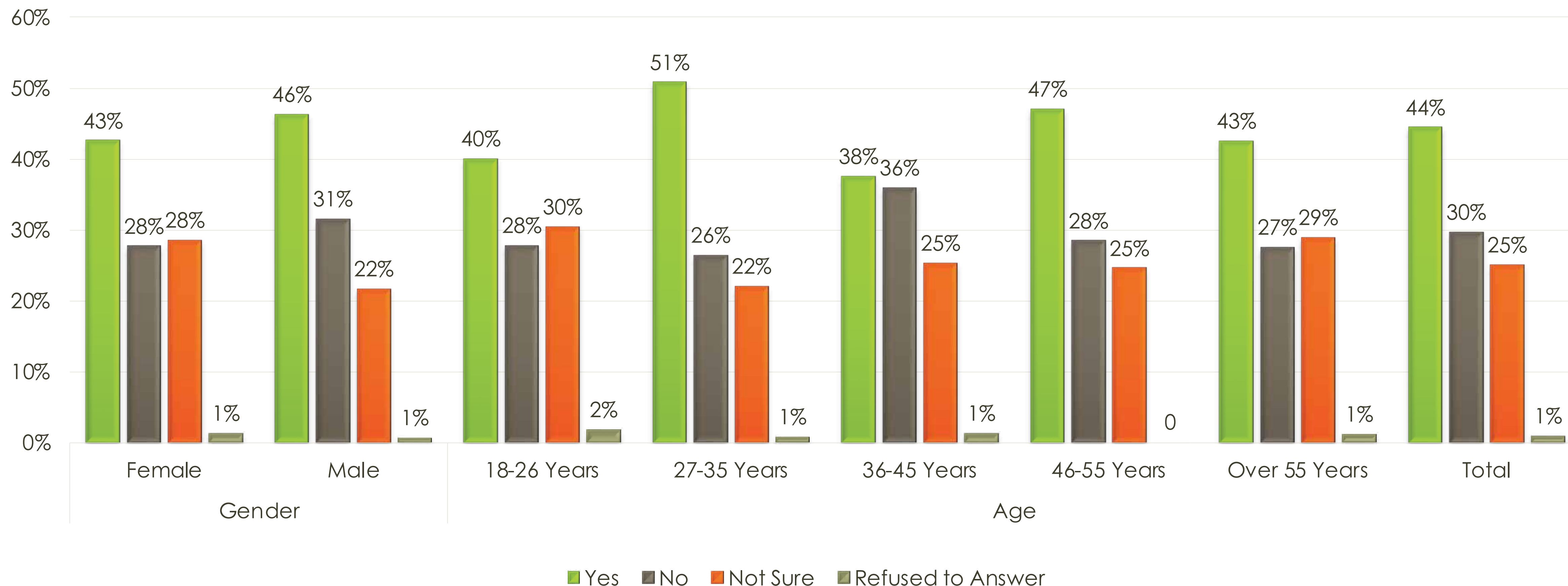
■ Yes ■ No ■ Not Sure ■ Refused to Answer



Do you think the Senate will pass the impeachment motion against Deputy President Rigathi Gachagua?

**n = 893, Those aware of the
DP's impeachment**

PERCEIVED OUTCOME OF THE IMPEACHMENT PROCESS IN THE SENATE



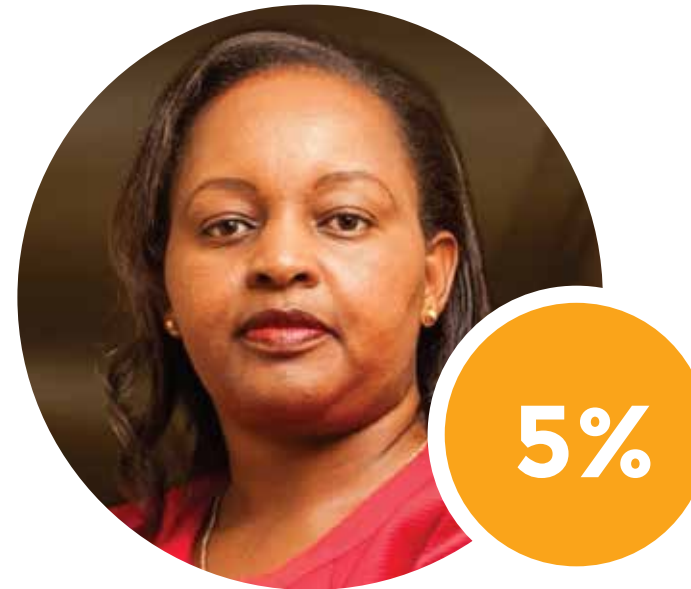
Do you think the Senate will pass the impeachment motion against Deputy President Rigathi Gachagua?

**n = 893, Those aware of
the DP's impeachment**

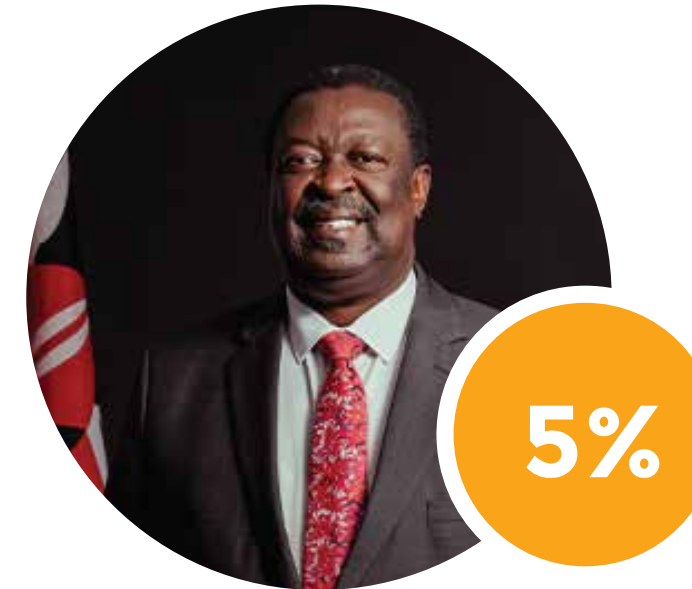
PREFERRED PERSONS TO REPLACE DP RIGATHI GACHAGUA IF HIS IMPEACHMENT IS SUCCESSFUL



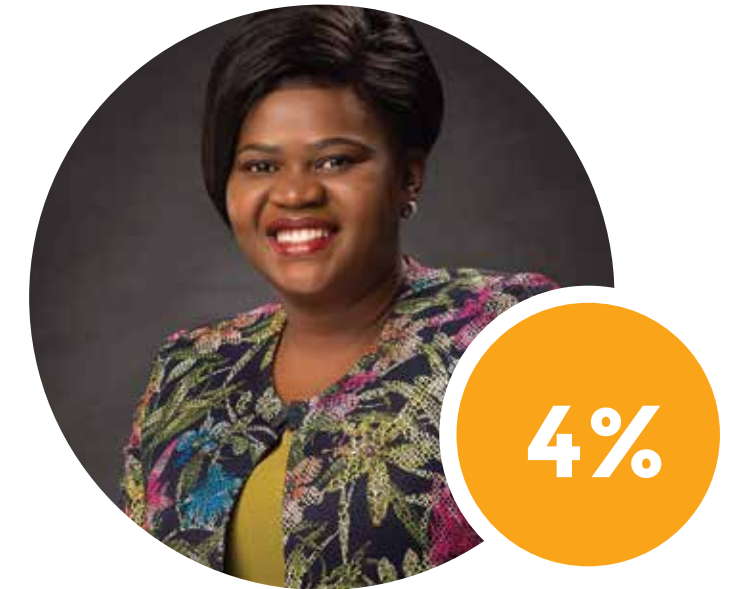
Prof. Kithure Kindiki



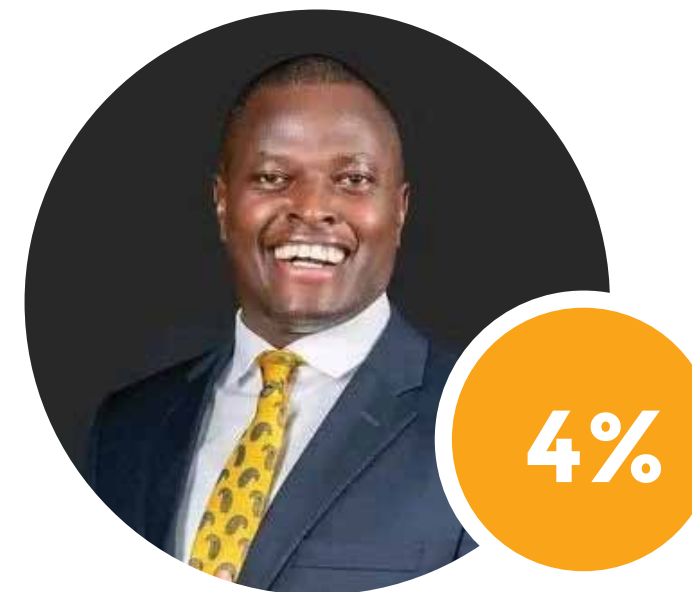
Governor Ann Waiguru



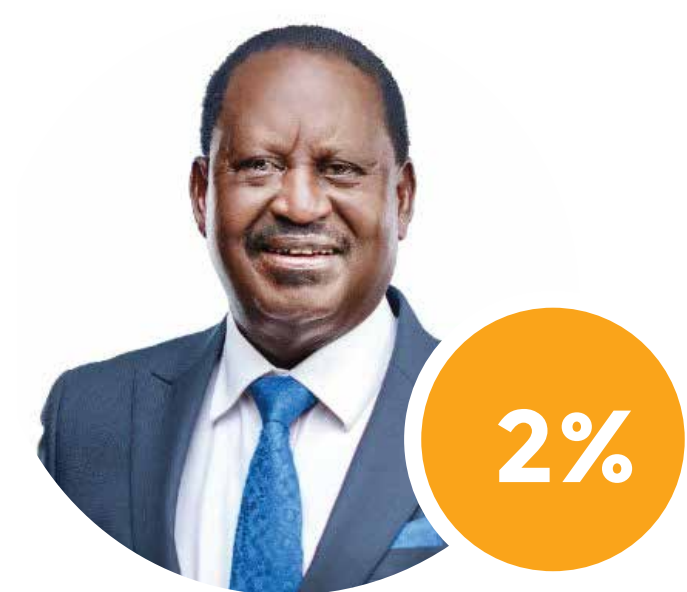
Hon. Musalia Mudavadi



Governor Gladys Wanga



Hon. Ndindi Nyoro



Hon. Raila Odinga

PREFERRED PERSONS TO REPLACE DP RIGATHI GACHAGUA IF HIS IMPEACHMENT IS SUCCESSFUL: BY REGION

| | Coast | North Eastern | Eastern | Central | Rift Valley | Western | Nyanza | Nairobi | Total |
|-----------------------|-------|---------------|---------|---------|-------------|---------|--------|---------|-------|
| Prof. Kithure Kindiki | 16% | 13% | 25% | 14% | 25% | 17% | 15% | 22% | 20% |
| Governor Anne Waiguru | 6% | 5% | 5% | 2% | 8% | 4% | 4% | 3% | 5% |
| Hon. Musalia Mudavadi | 4% | 5% | 4% | 4% | 7% | 6% | 4% | 2% | 5% |
| Governor Gladys Wanga | 1% | 5% | 5% | 1% | 4% | 4% | 12% | 4% | 4% |
| Hon. Ndindi Nyoro | 5% | 2% | 5% | 3% | 5% | - | 2% | 4% | 4% |
| Hon. Raila Odinga | 1% | 7% | 1% | 2% | 3% | 3% | 5% | - | 2% |
| I don't Know/No Idea | 66% | 63% | 54% | 75% | 49% | 67% | 59% | 65% | 60% |

Who do you think should replace Rigathi Gachagua as the Deputy President of Kenya should the impeachment be successful?

n = 893, Those aware of the DP's impeachment

PREFERRED PERSONS TO REPLACE DP RIGATHI GACHAGUA IF HIS IMPEACHMENT IS SUCCESSFUL: BY GENDER AND AGE

| | Gender | | Age | | | | | Total |
|-----------------------|--------|------|-------------|-------------|-------------|-------------|---------------|-------|
| | Female | Male | 18-26 Years | 27-35 Years | 36-45 Years | 46-55 Years | Over 55 Years | |
| Prof. Kithure Kindiki | 16% | 24% | 18% | 20% | 21% | 20% | 20% | 20% |
| Governor Anne Waiguru | 6% | 4% | 5% | 5% | 6% | 4% | 3% | 5% |
| Hon. Musalia Mudavadi | 5% | 5% | 2% | 3% | 6% | 8% | 5% | 5% |
| Governor Gladys Wanga | 5% | 4% | 6% | 5% | 4% | 4% | 4% | 4% |
| Hon. Ndindi Nyoro | 3% | 4% | 6% | 3% | 3% | 6% | 3% | 4% |
| Hon. Raila Odinga | 2% | 3% | 3% | 2% | 3% | 1% | 1% | 2% |
| I don't Know/No Idea | 64% | 56% | 60% | 62% | 57% | 58% | 65% | 60% |

Who do you think should replace Rigathi Gachagua as the Deputy President of Kenya should the impeachment be successful?

n = 893, Those aware of the DP's impeachment

Preferred Person to Replace Rigathi Gachagua:

- 20% of respondents indicated a preference for Prof. Kithure Kindiki as the replacement for DP. Rigathi Gachagua as Deputy President, while only 5% preferred Governor Anne Waiguru. Other preferences included PCS. Hon. Musalia Mudavadi (5%), Governor Gladys Wanga (4%), and Hon. Ndindi Nyoro (4%). Across the region, Prof. Kithure Kindiki was mentioned as the most suitable replacement, with the top three regions being Rift Valley (25%), Eastern (25%), and Nairobi (22%).
- 24% of males preferred Prof. Kithure Kindiki as the replacement for Deputy President Rigathi Gachagua, while only 16% of females reported a preference for Prof. Kithure Kindiki. Additionally, 21% of those aged 36-45 years noted their preference for Prof. Kithure Kindiki as the replacement, making this age group the most supportive. Furthermore, 60% of the respondents reported that they neither knew nor had an idea of who should be the replacement.
- The top reasons cited for the preference for Prof. Kithure Kindiki included experience and track record (32%) and competence (29%). However, in terms of experience and track record, Hon. Ndindi Nyoro received the highest rating at 43%.

REASONS FOR THE PREFERRED PERSONS

| | Prof. Kithure Kindiki | Governor Anne Waiguru | Hon. Musalia Mudavadi | Governor Gladys Wanga | Hon. Ndindi Nyoro | Hon. Raila Odinga |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-------------------|-------------------|
| Experience and track record | 32% | 18% | 25% | 33% | 43% | 31% |
| Competence | 29% | 18% | 17% | 24% | 20% | 15% |
| Development Conscious person | 18% | 15% | 20% | 33% | 24% | 29% |
| Integrity/Not Corrupt | 21% | 9% | 15% | 16% | 26% | 22% |
| Respectful | 16% | 27% | 24% | 8% | 6% | 6% |
| Promotes unity | 17% | 9% | 15% | 11% | 18% | 9% |
| Not tribal | 12% | 10% | 15% | 8% | - | 5% |
| Enhance Gender Representation | 1% | 22% | 4% | 25% | 6% | 15% |
| He/she is the most popular | 6% | 10% | 14% | 5% | - | 15% |
| Education | 8% | 10% | - | 11% | 7% | - |
| The candidate come from my community/Tribe | 5% | 12% | 3% | - | 6% | - |
| Political Party | 4% | 9% | 5% | - | - | - |
| Age | 2% | - | 5% | 2% | 3% | 10% |
| Religion | 2% | 2% | 2% | - | - | 5% |

Why should *** replace Rigathi Gachagua as the next Deputy President of Kenya?.

POLL DEMOGRAPHICS



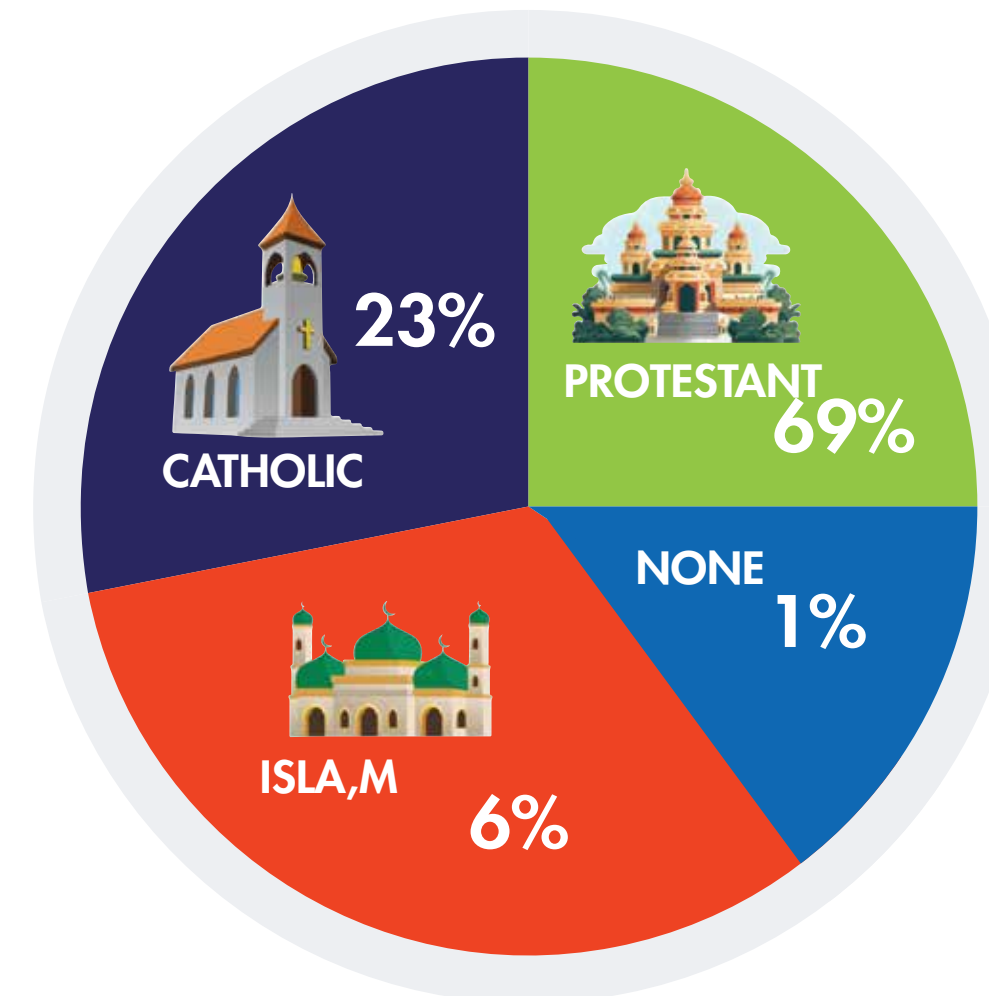
infotrak
Research & Consulting

POLL DEMOGRAPHICS

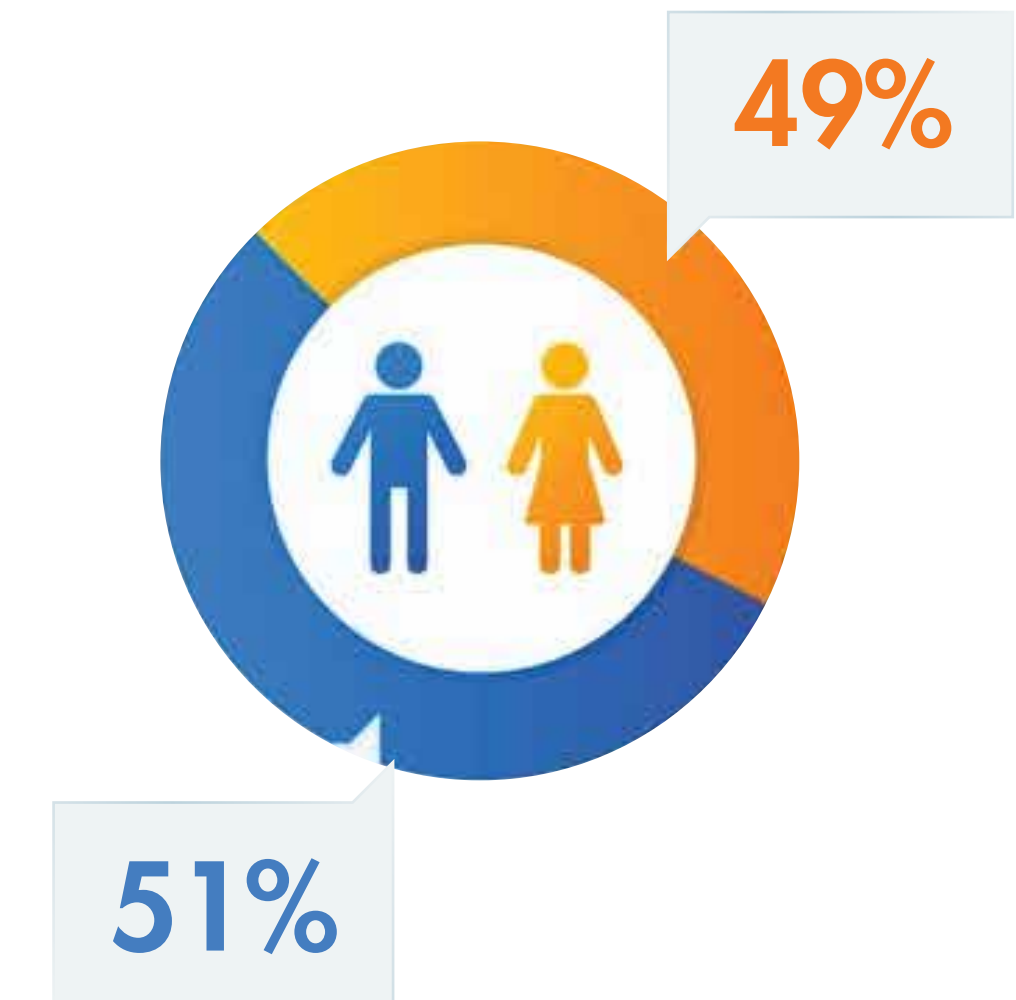
Age



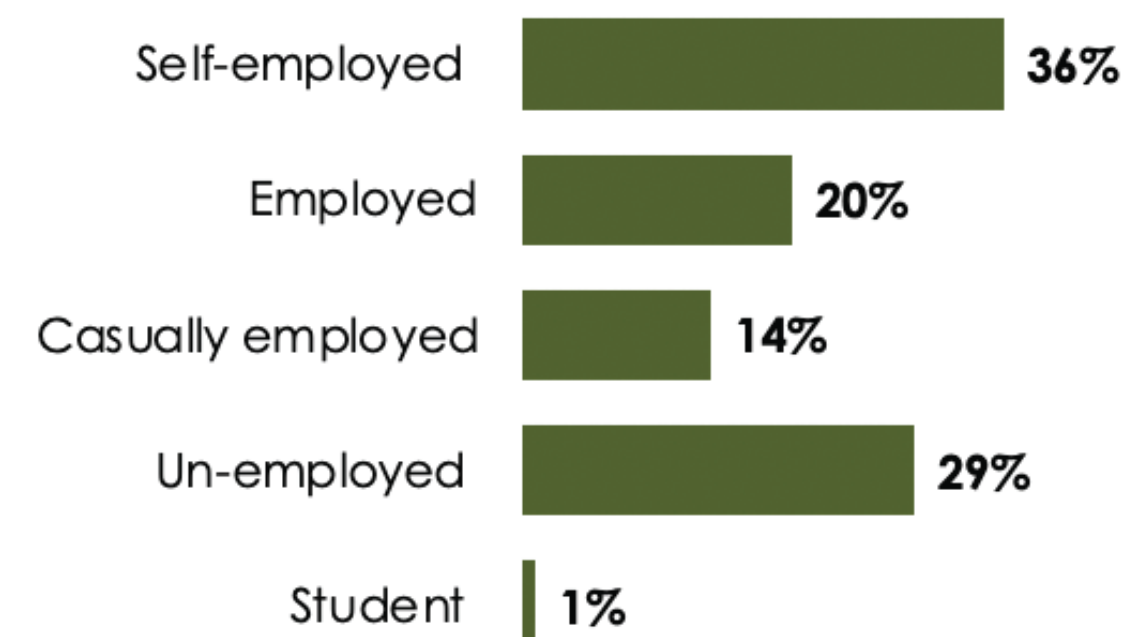
Religion



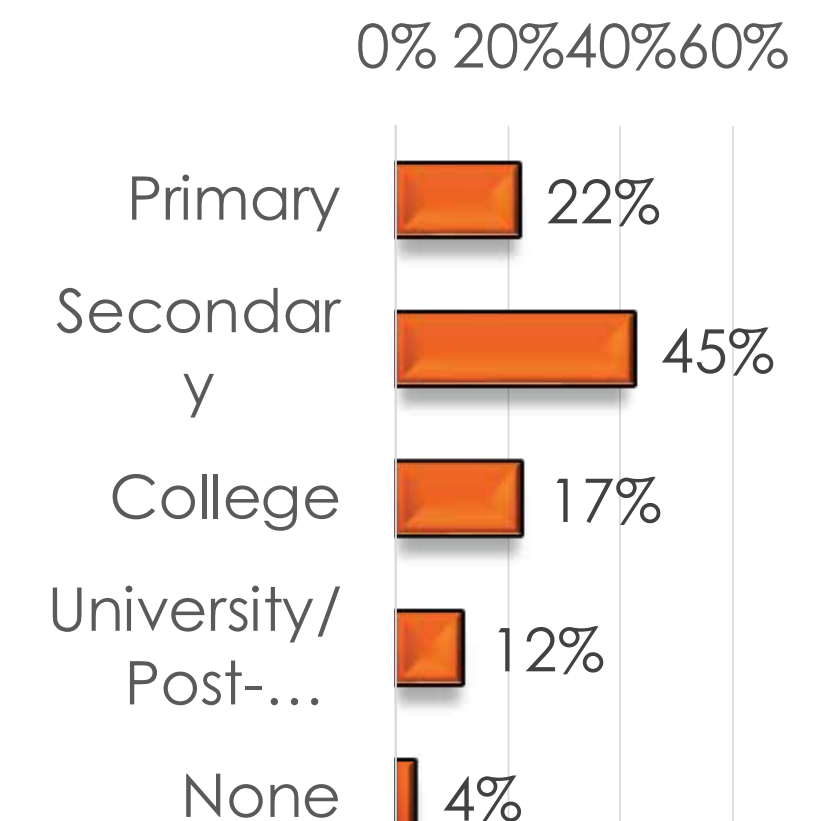
Gender



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.

ABOUT INFOTRAK RESEARCH & CONSULTING

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!

BELIEF

MISSION

To be a one stop, information solutions provider to clients who want to be leaders in their fields.

VISION

To be the leading Market & Social research firm in Sub Saharan Africa



infotrak
Research & Consulting

Thank
you!