

# VOICE OF THE PEOPLE POLL

AUGUST 2025

PREPARED BY:



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Research & Consulting

# METHODOLOGY



# METHODOLOGY

Who sponsored the poll

The poll was sponsored and financed by Infotrak Research & Consulting Limited

When was the opinion poll conducted?

13th – 14th August, 2025

How was the opinion poll conducted?

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

Survey sample

The survey sample achieved was 2400 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% at 95% degree of confidence.

What was the response rate?

96% 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.

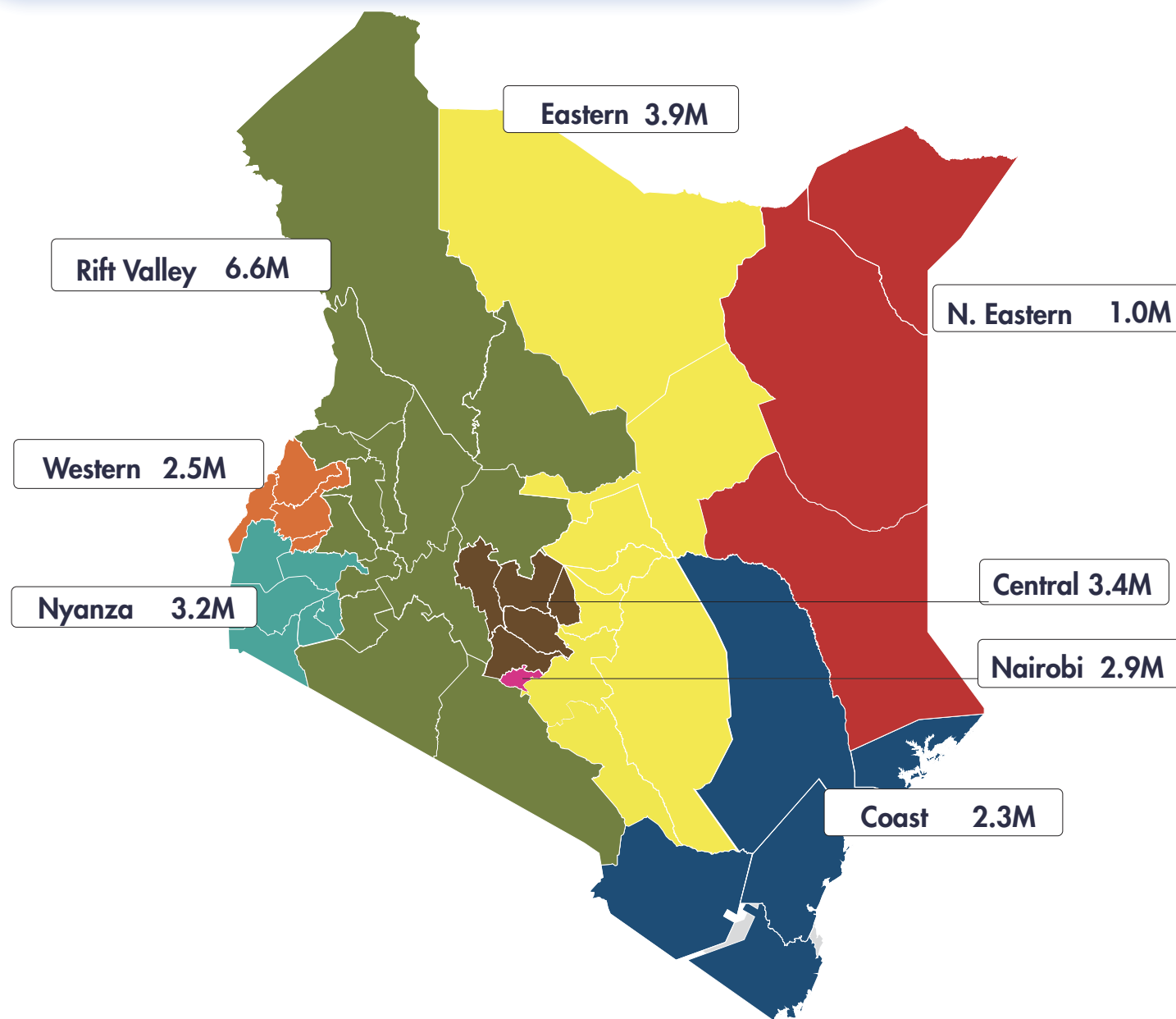
Data Analysis

Data was processed and analyzed using SPSS 27 statistical software due to its high accuracy and reliability.

# Sample Distribution



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REGION	Adult Population (Millions)	Regional Proportions	Sample Achieved per Region
COAST	2.3	9%	216
NORTH EASTERN	1.0	4%	95
EASTERN	3.9	15%	361
CENTRAL	3.4	13%	321
RIFT VALLEY	6.6	26%	614
WESTERN	2.5	10%	231
NYANZA	3.2	12%	295
NAIROBI CITY	2.9	11%	267
TOTAL	25.7	100%	2400

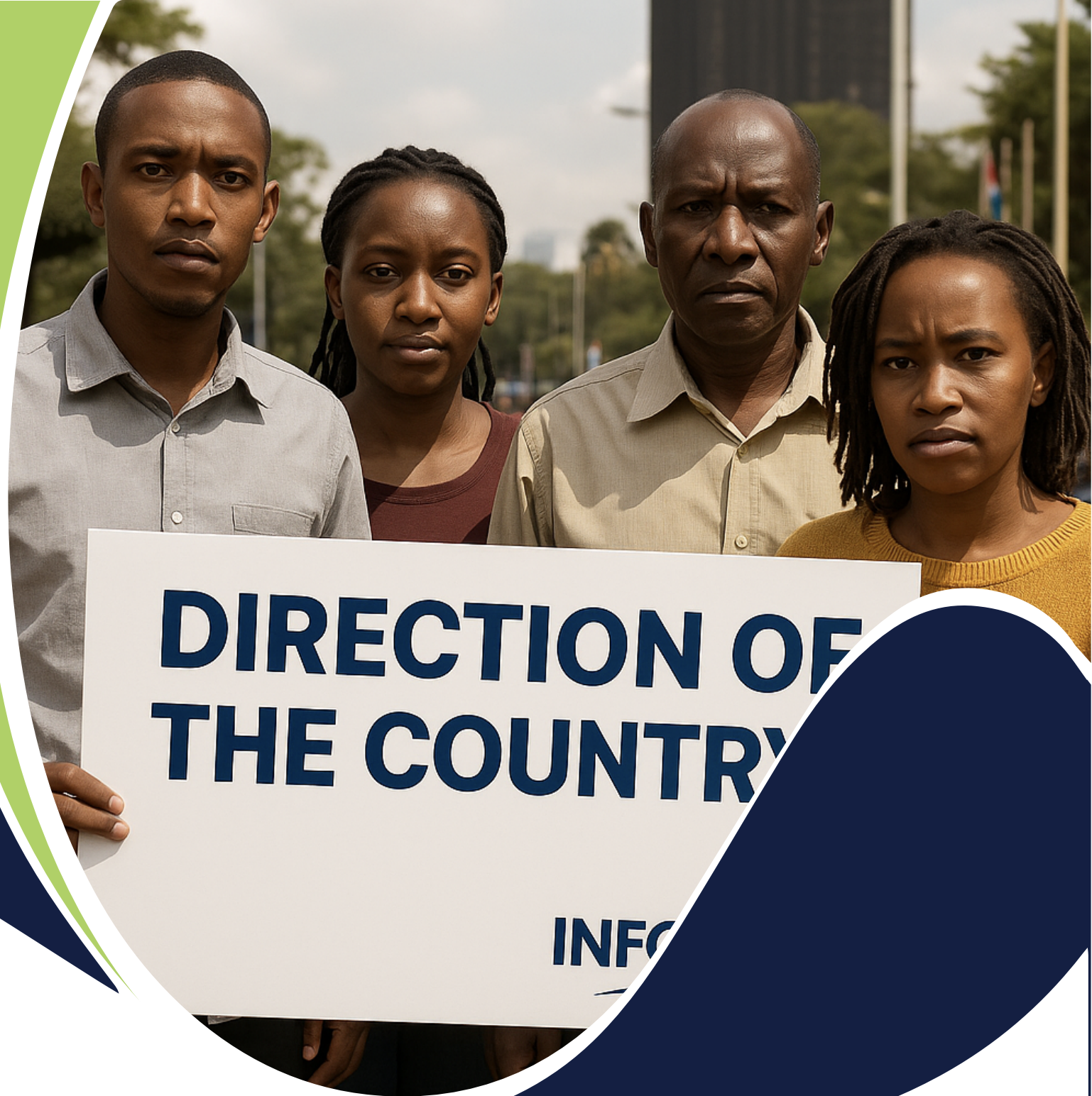


	Key Observation	Core Insight	Strategic Implication
1. Direction the Country is Heading	A clear majority (57%) of Kenyans feel the country is headed in the Wrong Direction.	Public sentiment is fundamentally driven by economic distress (cost of living and unemployment), overshadowing perceived successes in peace or government efforts.	The government must prioritize delivering immediate, tangible economic relief to reverse the dominant mood of pessimism and rebuild public trust.
2. Key Issues of Concern	The public's top five priority concerns are all rooted in economic hardship and social welfare (Cost of Living, Unemployment, SHIF/SHA, Corruption, Education Costs).	The national dialogue is not about politics, but about household survival and the perceived failure of social safety nets (healthcare, education) and job creation.	Policy efforts must be seen to aggressively tackle these core livelihood issues. Failure to stabilize prices and clarify SHIF implementation will continue to fuel public anxiety.
3. The Cost of Living	The high cost of living is a near-universal and worsening reality, with 79% of Kenyans feeling it is higher than a year ago and 70% rating it as "High" or "Very High."	The economic crisis is profound, affecting the vast majority of households, and is felt most acutely by older demographics (55+).	Incremental changes will not suffice. Urgent, impactful measures are needed to stabilize the prices of basic goods and protect vulnerable segments of the population.
4. Reasons Behind the High Cost of Living	Taxes are the dominant cause of the high cost of living, cited by 40% of the public, significantly outweighing global factors (19%).	The public believes the economic crisis is domestically induced by the government's fiscal policies (high taxes) and poor governance (corruption).	The administration is under pressure to either revise its taxation strategy or dramatically improve the return on taxes through exceptional public service delivery to counter the narrative of domestic policy failure.

# DIRECTION OF THE COUNTRY



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## Observations

**Widespread Pessimism:** A significant majority of Kenyans (**57%**) believe the country is headed in the **Wrong Direction**.

**Pessimism Drivers:** The top three reasons for this negative outlook are the **High cost of living** (66%), **Unemployment** (30%), and **Poor Governance/SHIF issues** (combined 30%).

**Minority Optimism:** Only 17% believe the country is headed in the Right Direction, citing **Peace** (41%) and the **Government's perceived good performance** (37%) as key reasons.

## Insights & Implications

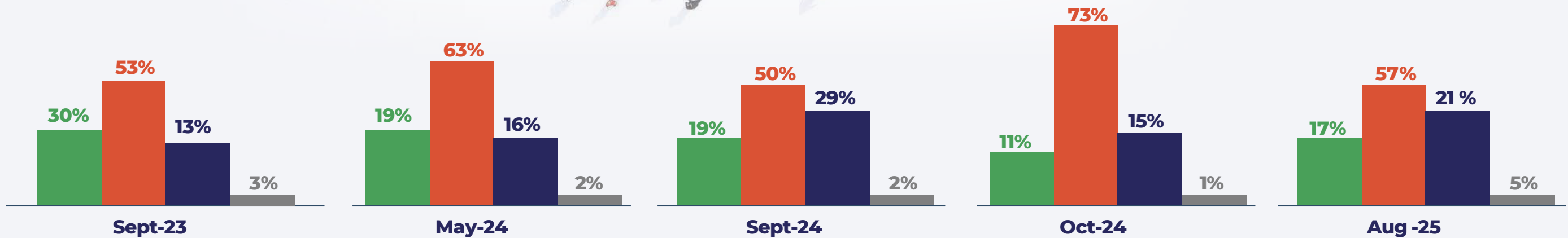
**Economic Disconnect:** The public's perception of the country's trajectory is overwhelmingly tied to **economic pain** at the household level, overriding any perceived successes in peace or stability.

**Mandate for Economic Relief:** The government faces a critical challenge to quickly deliver **tangible improvements** in living standards, particularly in price stabilization and job creation, to reverse the dominant negative public sentiment.

**Policy Validation:** The current level of pessimism indicates that the long-term benefits of the administration's policies have **not yet translated** into confidence among the majority of the population.



## 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
North Eastern	24%	48%	20%	7%
Rift Valley	21%	50%	24%	5%
Coast	21%	52%	23%	5%
Eastern	19%	61%	16%	5%
Nyanza	16%	53%	22%	10%
Western	15%	62%	19%	4%
Nairobi	13%	58%	25%	4%
Central	10%	71%	17%	2%
<b>Total</b>	<b>17%</b>	<b>57%</b>	<b>21%</b>	<b>5%</b>

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

**n = 2400**

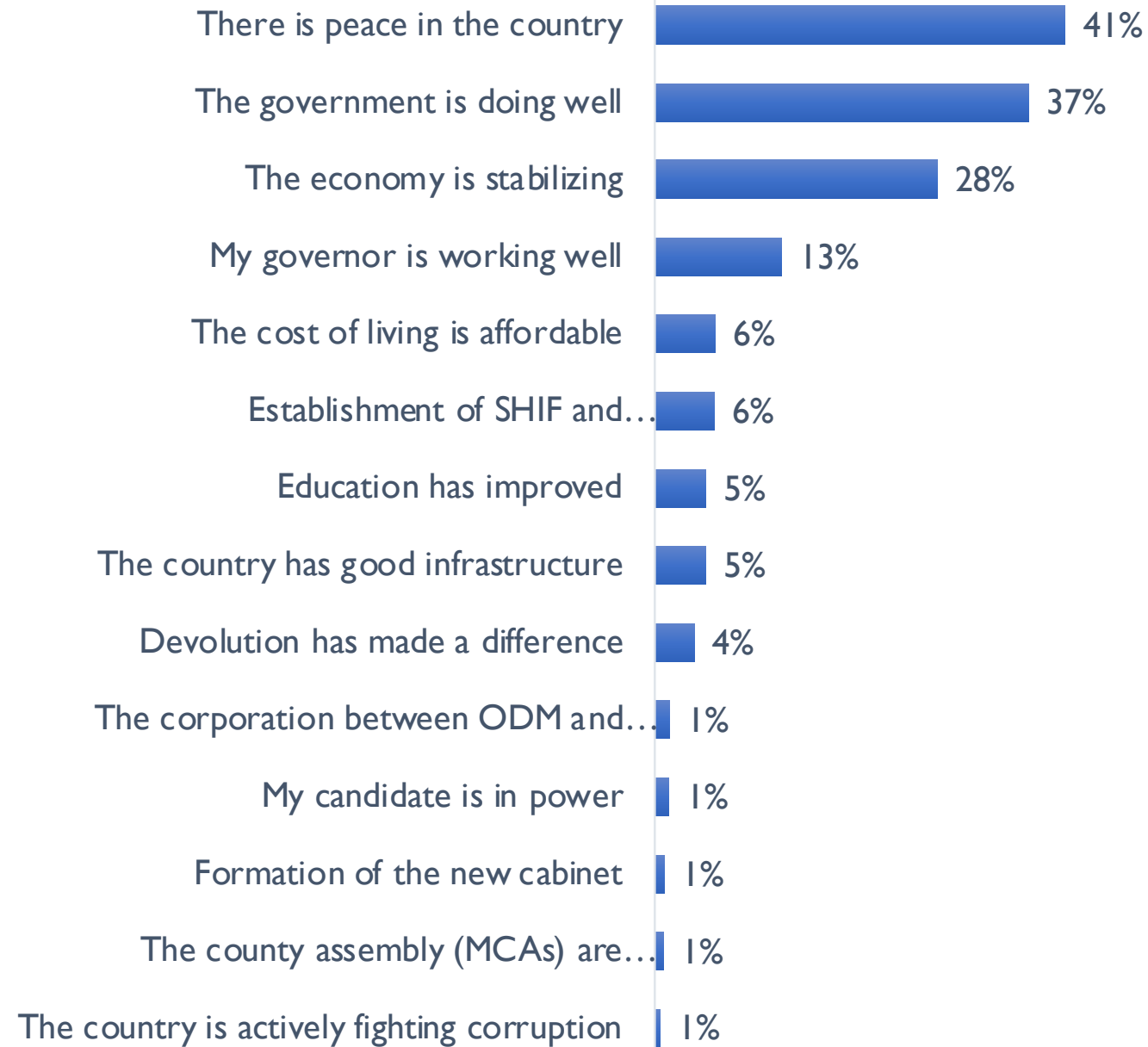
# DIRECTION THAT THE COUNTRY IS HEADED TO: BY GENDER & AGE

		Right direction	Wrong direction	Neither right nor wrong direction	Don't know/Refused To Answer
Gender	Male	19%	54%	22%	4%
	Female	15%	59%	20%	6%
Age	18 - 26 years	25%	51%	19%	5%
	27 - 35 years	17%	55%	21%	7%
	36 - 45 years	16%	59%	21%	4%
	46 - 55 years	13%	61%	21%	4%
	Over 55 years	16%	58%	21%	6%
	<b>Total</b>	<b>17%</b>	<b>57%</b>	<b>21%</b>	<b>5%</b>

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

**n = 2400**

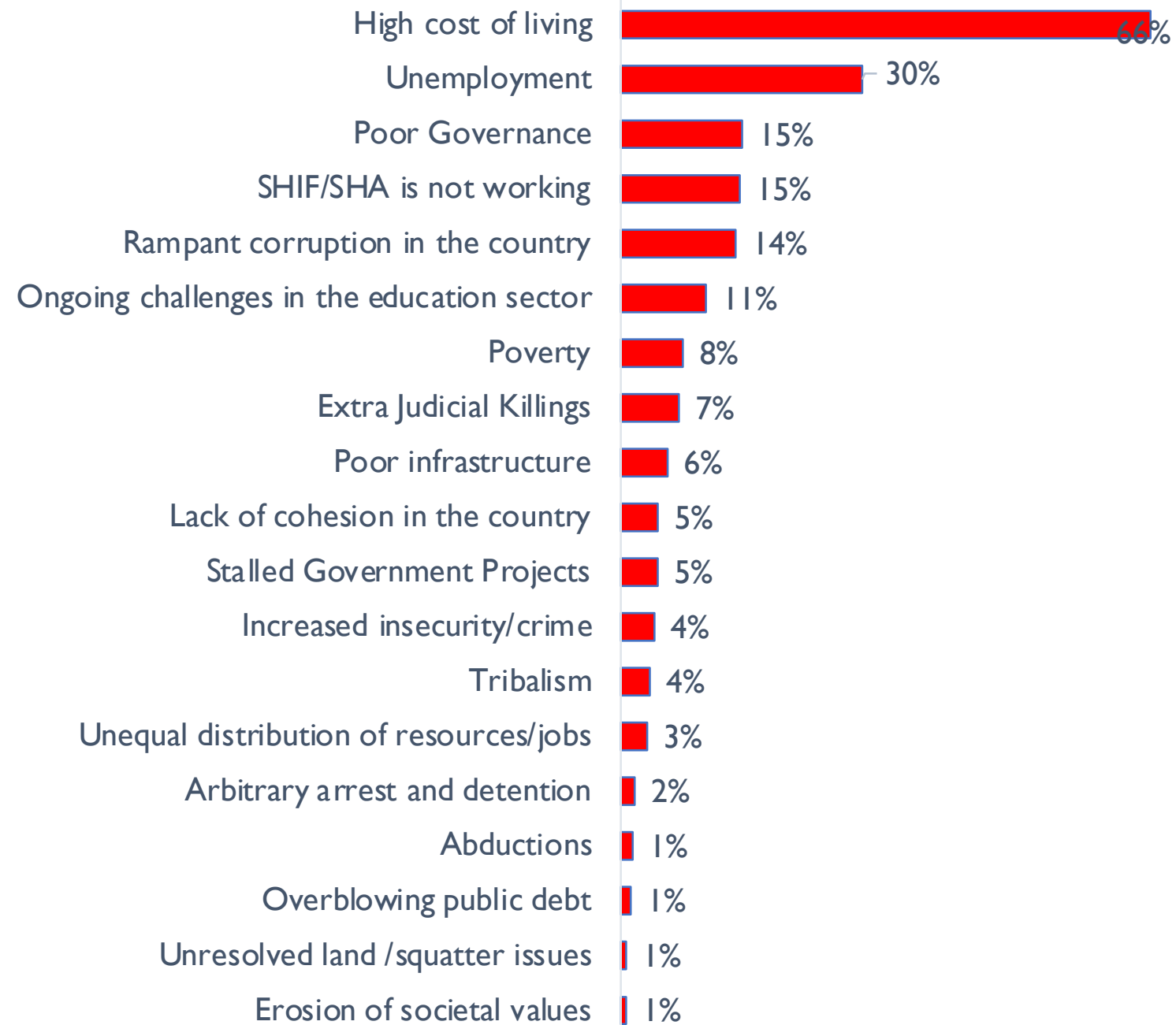
## REASONS FOR RIGHT DIRECTION



You have mentioned that the county is headed in the right direction, why do you say this?  
n=404



## REASONS FOR WRONG DIRECTION



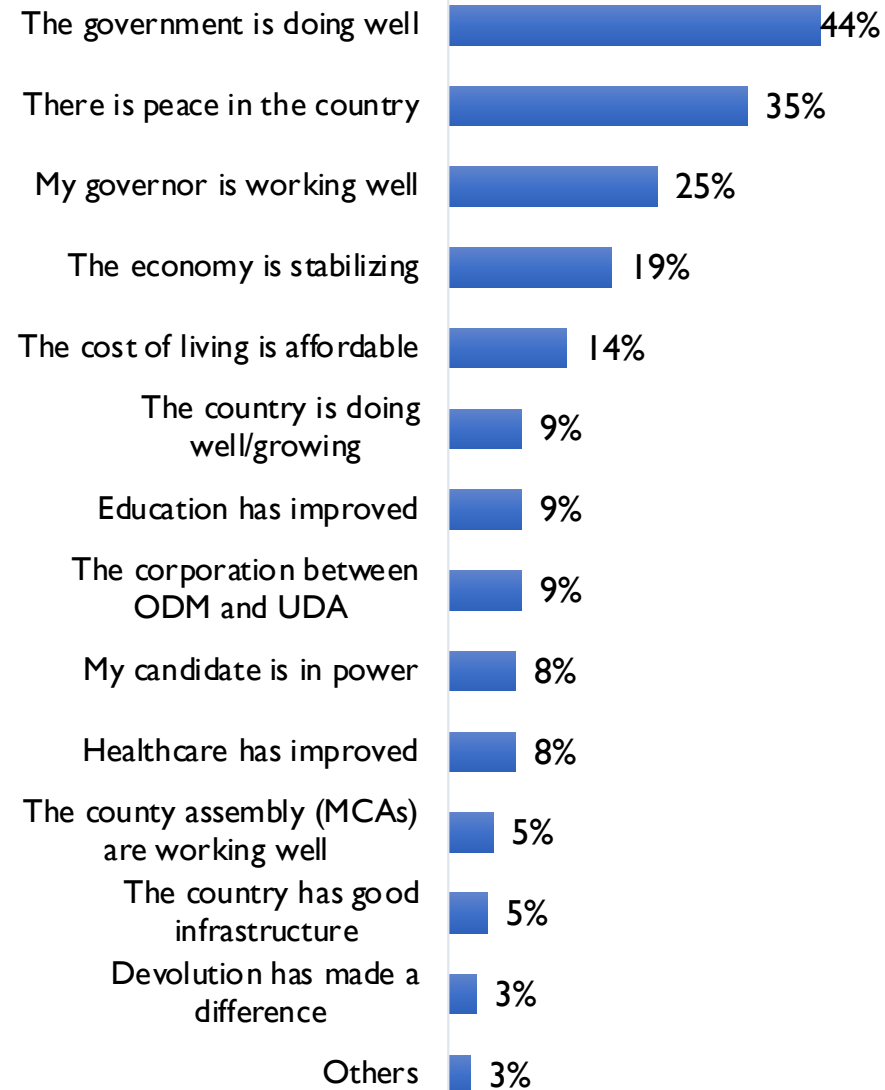
You have mentioned that the country is headed in the wrong direction; why do you say so?  
n=1356



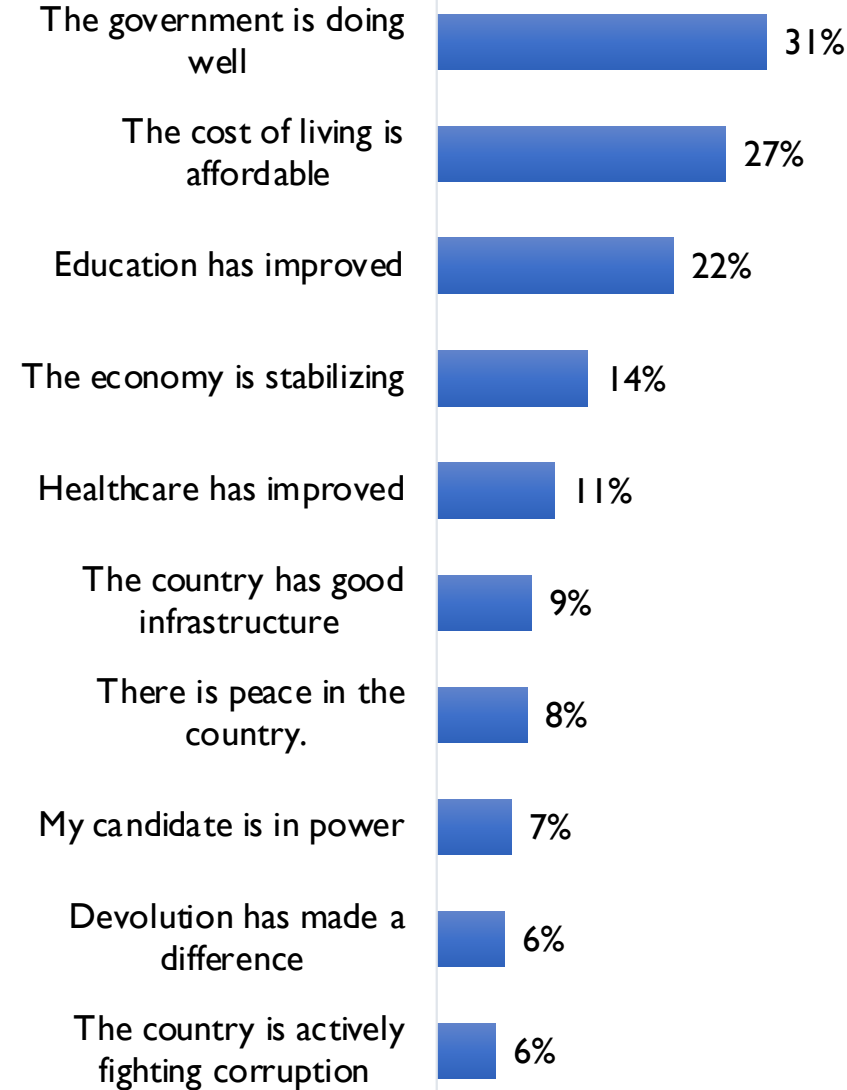


# REASONS WHY KENYANS FEEL THAT THE COUNTRY IS HEADED IN THE RIGHT DIRECTION

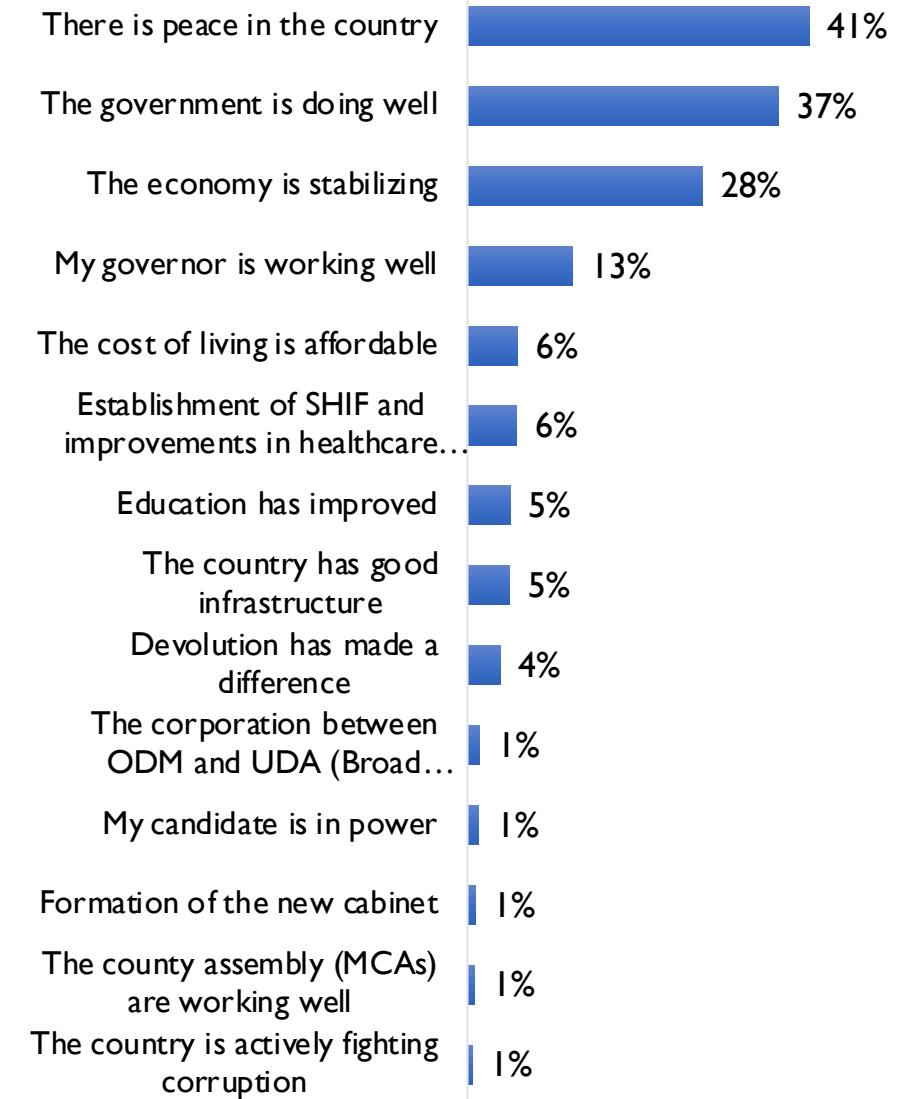
SEPTEMBER 2024



OCTOBER 2024



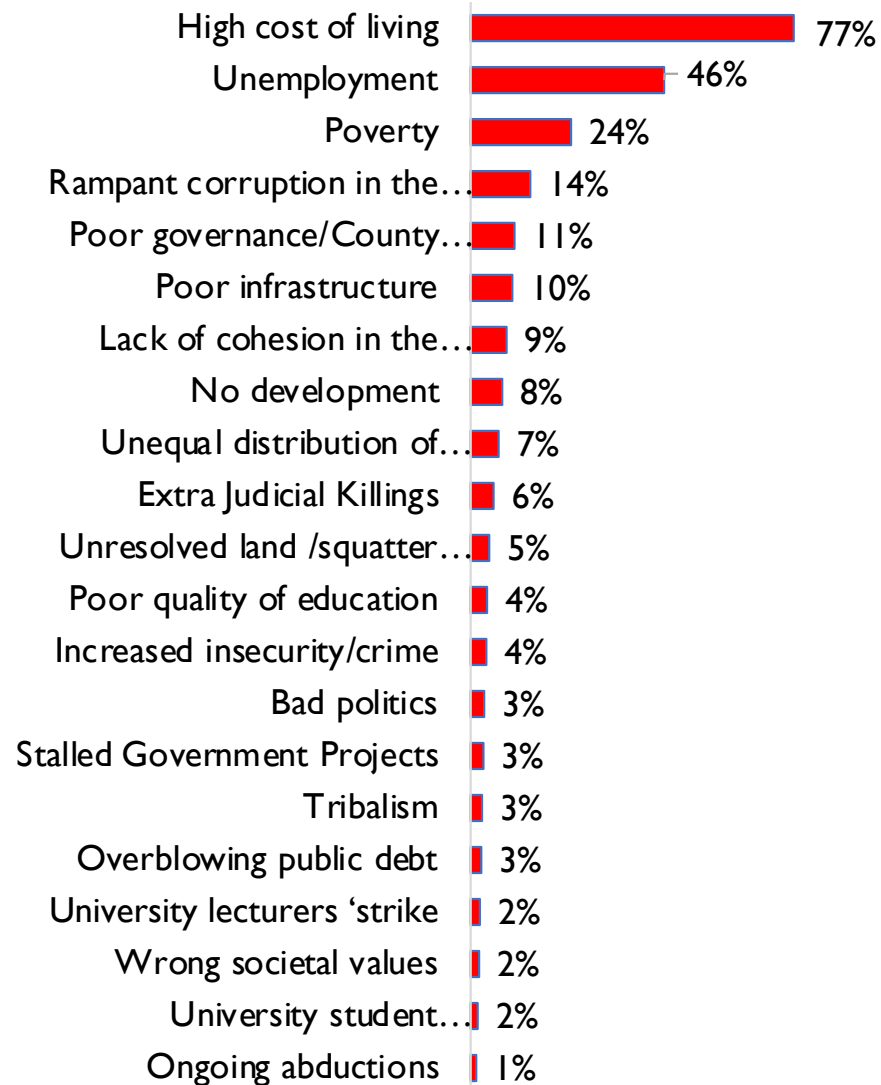
AUGUST 2025



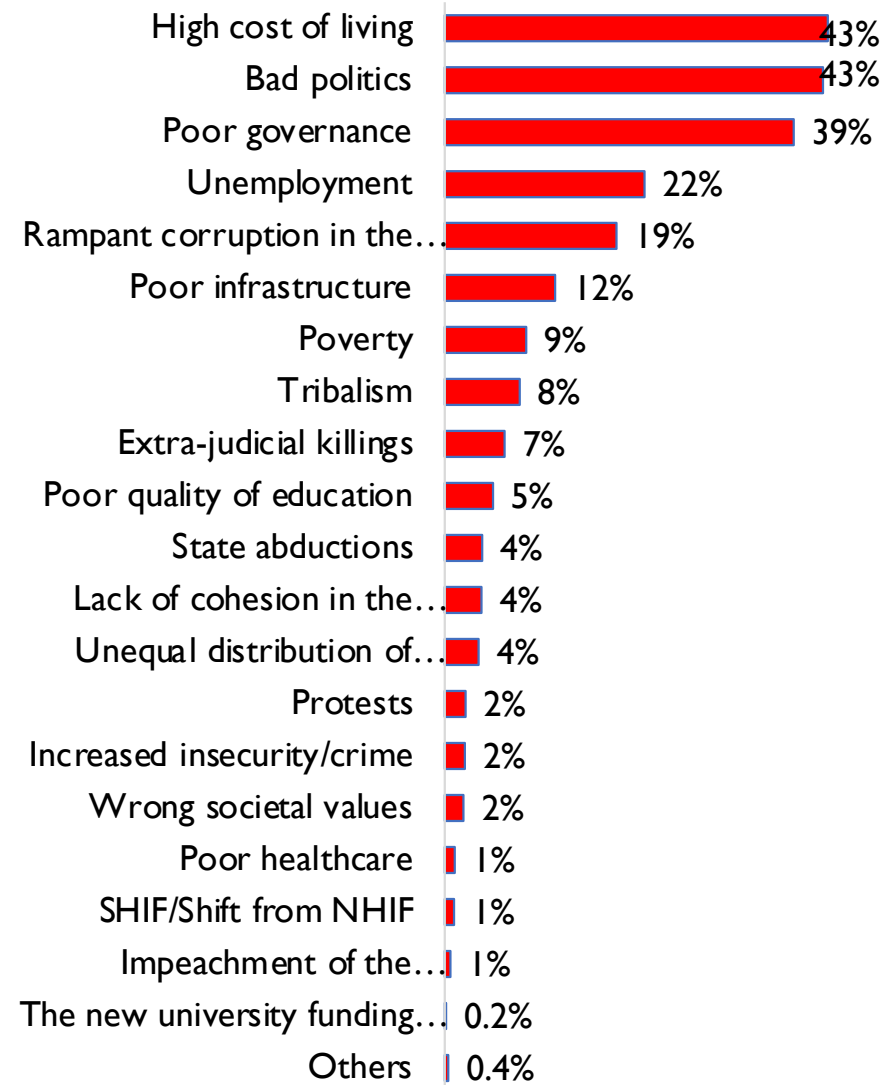
Why do you think that the country is going in right direction?

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

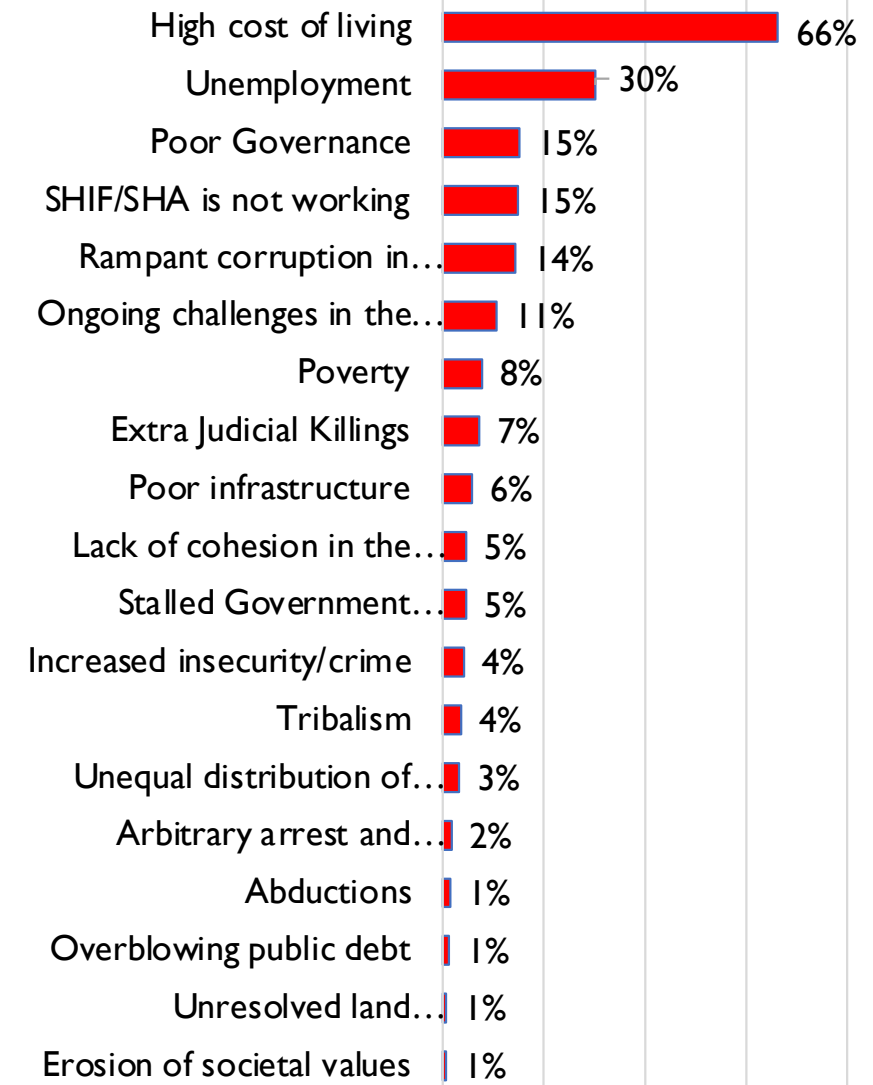
## SEPTEMBER 2024



## OCTOBER 2024



## AUGUST 2025



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

# REASONS WHY KENYANS FEEL THAT THE COUNTRY IS EITHER HEADED IN THE RIGHT DIRECTION: BY REGION

	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
There is peace in the country	38%	55%	36%	49%	39%	34%	51%	38%	41%
The government is doing well	28%	46%	36%	38%	36%	53%	33%	42%	37%
The economy is stabilizing	25%	41%	33%	22%	26%	22%	27%	35%	28%
My governor is working well	17%	-	9%	12%	16%	18%	13%	5%	13%
The cost of living is affordable	5%	7%	9%	6%	8%	-	6%	-	6%
Establishment of SHIF and improvements in healthcare services	9%	-	10%	4%	4%	10%	2%	8%	6%
Education has improved	14%	-	8%	3%	3%	6%	-	6%	5%
The country has good infrastructure	7%	-	7%	4%	2%	11%	7%	8%	5%
Devolution has made a difference	3%	-	4%	3%	5%	3%	2%	8%	4%
The corporation between ODM and UDA (Broad Based Government)	-	5%	1%	4%	2%	-	-	-	1%
My candidate is in power	3%	4%	1%	-	1%	3%	2%	-	1%
Formation of the new cabinet	-	-	2%	-	-	5%	-	3%	1%
The county assembly (MCAs) are working well	4%	-	-	-	1%	3%	-	-	1%
The country is actively fighting corruption	-	-	3%	-	-	-	-	-	1%

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

n = 404

# REASONS WHY KENYANS FEEL THAT THE COUNTRY IS EITHER HEADED IN THE RIGHT DIRECTION : BY GENDER & AGE

	Gender		Age					
	Male	Female	18-26 Years	27-35 Years	36-45 Years	46-55 Years	Over 55 Years	Total
There is peace in the country	40%	42%	40%	41%	44%	33%	40%	41%
The government is doing well	40%	34%	42%	38%	32%	37%	49%	37%
The economy is stabilizing	30%	26%	32%	28%	29%	31%	10%	28%
My governor is working well	11%	15%	13%	14%	13%	14%	3%	13%
The cost of living is affordable	6%	6%	8%	4%	5%	15%	3%	6%
Establishment of SHIF and improvements in healthcare services	3%	9%	1%	6%	7%	8%	8%	6%
Education has improved	3%	8%	3%	6%	4%	5%	8%	5%
The country has good infrastructure	5%	5%	3%	7%	3%	7%	8%	5%
Devolution has made a difference	4%	4%	4%	4%	3%	2%	8%	4%
The corporation between ODM and UDA (Broad Based Government)	2%	1%	3%	-	2%	-	3%	1%
My candidate is in power	2%	1%	2%	1%	2%	4%	-	1%
Formation of the new cabinet	1%	1%	2%	1%	-	4%	-	1%
The county assembly (MCAs) are working well	2%	-	1%	1%	1%	-	-	1%
The country is actively fighting corruption	-	1%	-	2%	-	-	-	1%

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

**n = 404**



# REASONS WHY KENYANS FEEL THAT THE COUNTRY IS EITHER HEADED IN THE WRONG DIRECTION: BY REGION

	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
High cost of living	61%	73%	63%	67%	70%	66%	75%	57%	66%
Unemployment	39%	44%	24%	33%	28%	32%	28%	27%	30%
Poor Governance	12%	17%	17%	19%	14%	15%	8%	17%	15%
SHIF/SHA is not working	12%	6%	11%	16%	15%	20%	20%	15%	15%
Rampant corruption in the country	25%	8%	12%	12%	16%	10%	14%	19%	14%
Ongoing challenges in the education sector	8%	18%	10%	11%	8%	10%	15%	13%	11%
Poverty	12%	11%	7%	8%	8%	6%	6%	6%	8%
Extra Judicial Killings	4%	2%	4%	7%	7%	14%	13%	6%	7%
Poor infrastructure	4%	12%	6%	6%	4%	10%	5%	6%	6%
Lack of cohesion in the country	6%	2%	7%	2%	4%	6%	5%	4%	5%
Stalled Government Projects	2%	12%	4%	5%	4%	7%	6%	3%	5%
Increased insecurity/crime	4%	4%	5%	4%	4%	3%	5%	5%	4%
Tribalism	5%	9%	3%	5%	2%	4%	2%	4%	4%
Unequal distribution of resources/jobs	4%	2%	5%	5%	2%	4%	2%	3%	3%
Arbitrary arrest and detention	1%	-	0.4%	2%	3%	4%	-	1%	2%
Abductions	2%	-	2%	2%	3%	1%	1%	-	1%
Overblowing public debt	-	-	3%	1%	2%	-	1%	2%	1%
Unresolved land /squatter issues	-	-	3%	1%	-	-	-	1%	1%
Erosion of societal values	-	2%	1%	0.4%	1%	-	-	1%	1%

You have mentioned that the county is headed in the wrong direction, why do you say this?

**n = 1356**

# REASONS WHY KENYANS FEEL THAT THE COUNTRY IS EITHER HEADED IN THE WRONG DIRECTION : BY GENDER & AGE

	Gender		Age					
	Male	Female	18-26 Years	27-35 Years	36-45 Years	46-55 Years	Over 55 Years	Total
High cost of living	63%	69%	59%	64%	72%	64%	68%	66%
Unemployment	32%	28%	35%	27%	34%	26%	29%	30%
Poor Governance	16%	14%	14%	13%	16%	17%	17%	15%
SHIF/SHA is not working	14%	16%	19%	16%	12%	17%	10%	15%
Rampant corruption in the country	13%	16%	13%	15%	16%	13%	11%	14%
Ongoing challenges in the education sector	11%	10%	14%	12%	8%	12%	7%	11%
Poverty	7%	9%	8%	9%	7%	7%	8%	8%
Extra Judicial Killings	7%	7%	6%	7%	9%	6%	5%	7%
Poor infrastructure	6%	6%	5%	6%	5%	7%	7%	6%
Lack of cohesion in the country	6%	4%	4%	4%	6%	6%	2%	5%
Stalled Government Projects	5%	4%	4%	5%	5%	4%	5%	5%
Increased insecurity/crime	5%	4%	4%	4%	5%	4%	3%	4%
Tribalism	3%	4%	2%	4%	4%	4%	-	4%
Unequal distribution of resources/jobs	3%	3%	5%	2%	3%	5%	5%	3%
Arbitrary arrest and detention	2%	1%	3%	2%	1%	2%	1%	2%
Abductions	2%	1%	3%	1%	1%	3%	1%	1%
Overblowing public debt	1%	1%	1%	1%	1%	3%	1%	1%
Unresolved land /squatter issues	1%	1%	2%	1%	0.5%	1%	-	1%
Erosion of societal values	1%	1%	1%	0.4%	0.5%	1%	1%	1%

You have mentioned that the county is headed in the wrong direction, why do you say this?

**n = 1356**

# KEY ISSUES OF CONCERN



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## 2. Key Issues of Concern (Priority for Government Action)

### Observations

### Insights & Implications

**Top 5 Priority Issues:** The public's most urgent concerns are all related to welfare and economic management:

**High cost of living**  
(40%)

**Unemployment** (36%)

**SHIF/SHA issues**  
(27%)

**Corruption** (25%)

**High Cost of Education**  
(21%)

**Regional Variation in Distress:** While the cost of living is the national top concern, **Unemployment** is the leading issue in the Coast and Nairobi regions. **SHIF/SHA issues** rank highly in Central, Rift Valley, and Nyanza.

**Welfare Crisis:** The high ranking of SHIF/SHA issues and the cost of education signals a growing **social welfare crisis**, where citizens fear losing access to affordable healthcare and schooling.

**Targeted Interventions:** Interventions need to be regionally specific, with dedicated job-creation programs for urban and coastal areas, while the national focus remains on **price stabilization** and **SHIF implementation clarity**.

**Accountability Demand:** The high ranking of **Corruption** (25%) shows that the public links poor governance and graft directly to the national economic hardships.





High Cost Of Living

40%



Unemployment

36%



Access to quality and affordable education

31%



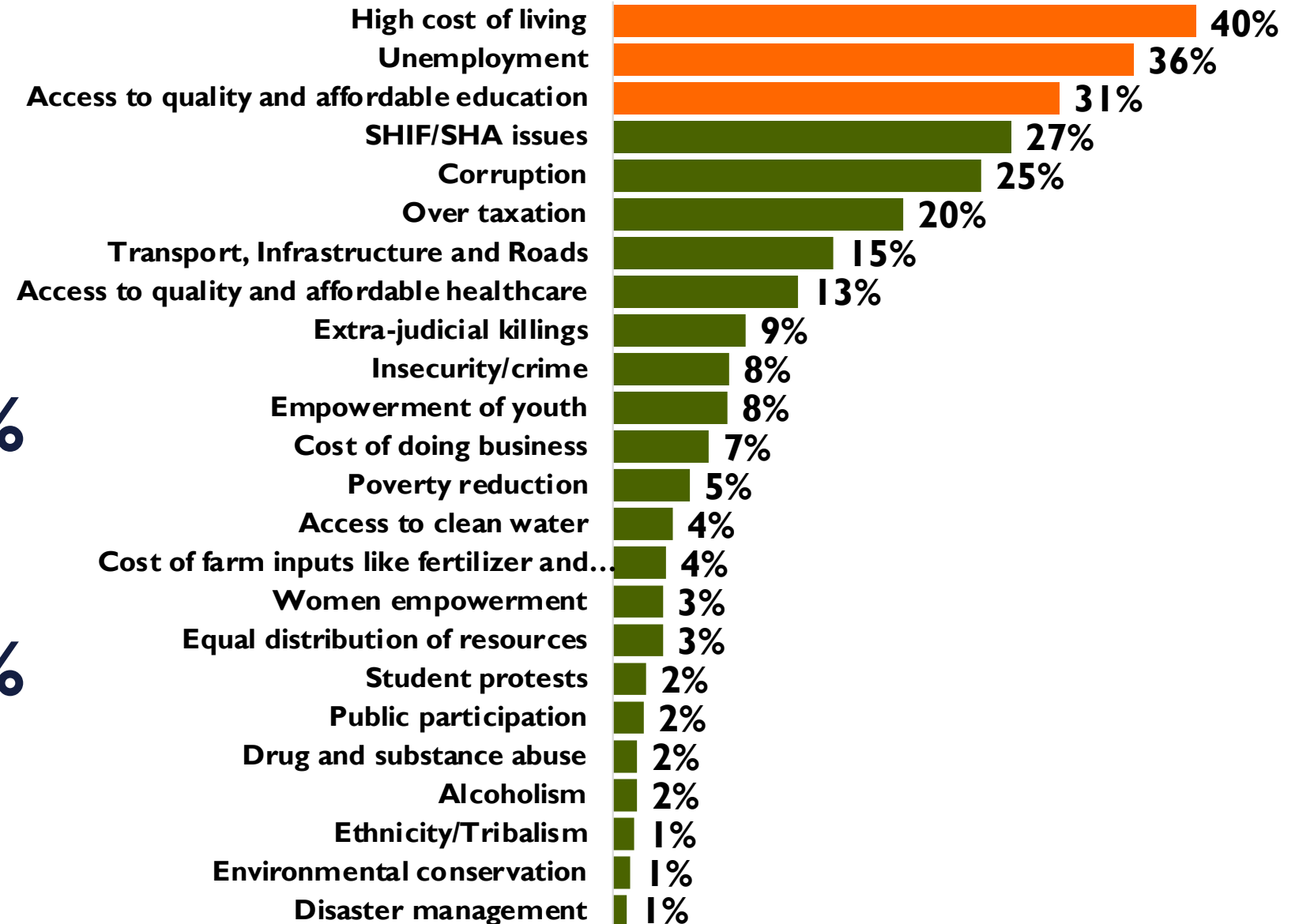
SHIF/SHA issues

27%

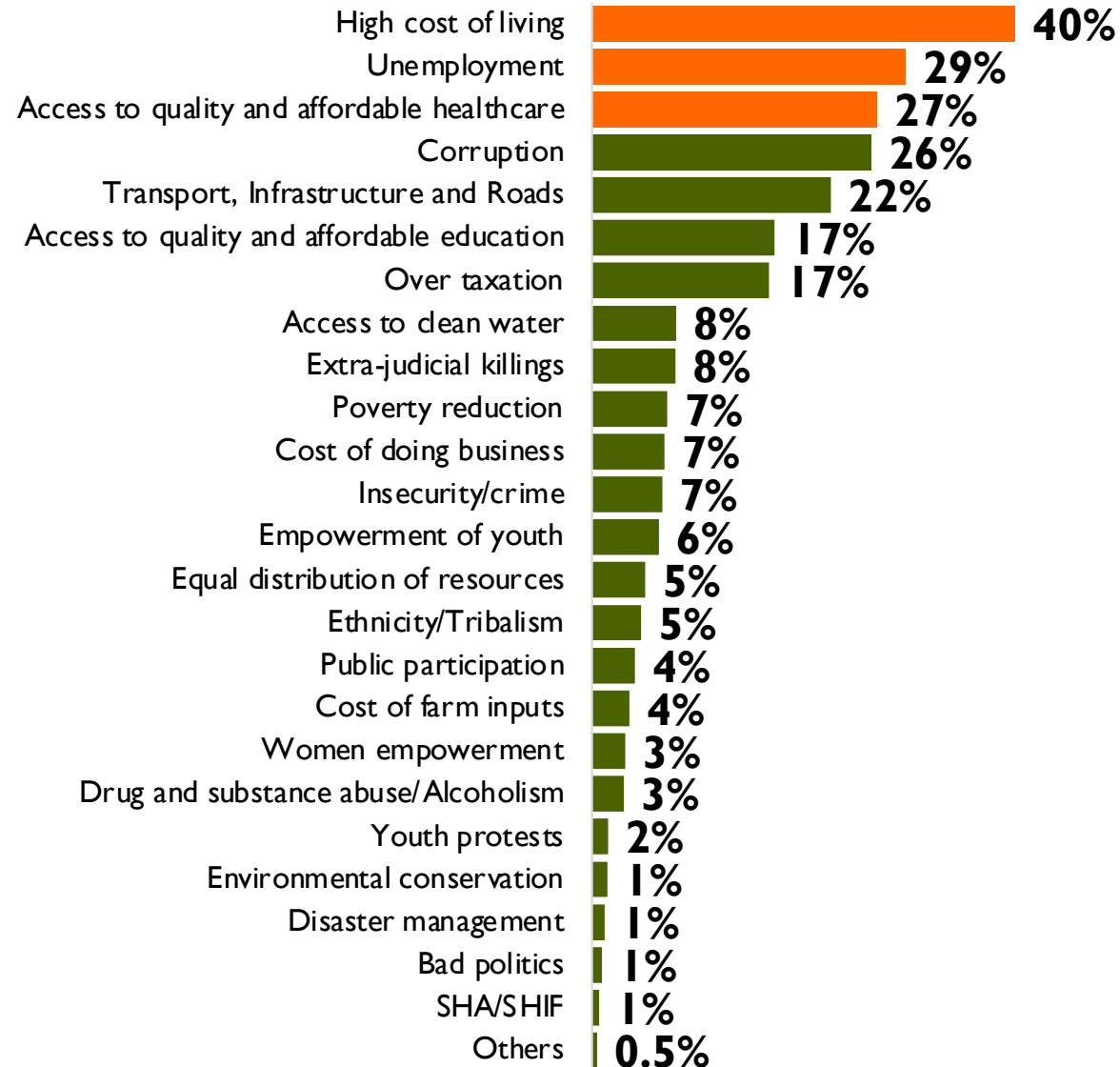


Corruption

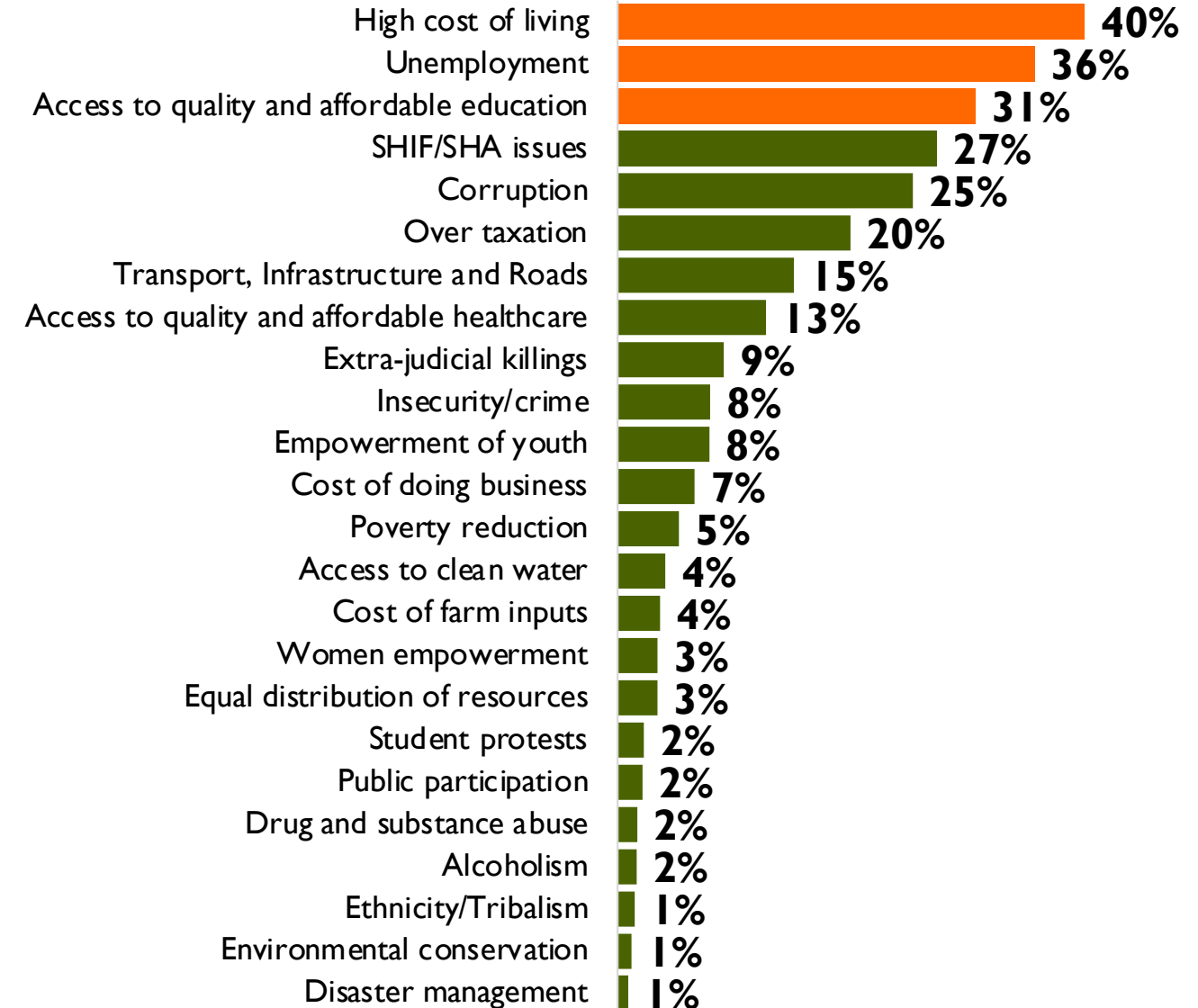
25%



## OCTOBER 2024



## AUGUST 2025



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

# KEY ISSUES OF CONCERN: BY REGION

	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
High cost of living	39%	42%	41%	41%	38%	46%	38%	36%	40%
Unemployment	41%	35%	36%	38%	33%	32%	31%	41%	36%
Access to quality and affordable education	23%	31%	30%	30%	31%	32%	34%	31%	31%
SHIF/SHA issues	20%	20%	26%	30%	30%	27%	30%	26%	27%
Corruption	23%	19%	27%	27%	23%	27%	26%	28%	25%
Over taxation	29%	20%	17%	22%	19%	16%	19%	21%	20%
Transport, Infrastructure and Roads	14%	19%	15%	13%	17%	16%	16%	10%	15%
Access to quality and affordable healthcare	8%	13%	10%	16%	16%	14%	14%	7%	13%
Extra-judicial killings	6%	6%	8%	12%	8%	10%	12%	10%	9%
Insecurity/crime	12%	11%	8%	6%	10%	4%	4%	8%	8%
Empowerment of youth	10%	7%	5%	6%	7%	8%	13%	8%	8%
Cost of doing business	8%	4%	5%	7%	6%	6%	7%	9%	7%
Poverty reduction	7%	5%	7%	4%	4%	5%	5%	6%	5%
Access to clean water	2%	16%	8%	1%	4%	4%	4%	1%	4%
Cost of farm inputs	2%	-	3%	4%	5%	4%	3%	2%	4%
Women empowerment	6%	7%	3%	2%	4%	4%	3%	2%	3%
Equal distribution of resources	4%	2%	5%	1%	4%	4%	2%	6%	3%
Student protests	3%	2%	2%	2%	1%	1%	3%	5%	2%
Public participation	2%	2%	2%	1%	3%	2%	2%	2%	2%
Drug and substance abuse	3%	1%	2%	1%	2%	1%	1%	2%	2%
Alcoholism	1%	3%	3%	1%	2%	0.4%	2%	2%	2%
Ethnicity/Tribalism	2%	1%	2%	1%	0.4%	1%	3%	1%	1%
Environmental conservation	1%	2%	1%	0.3%	1%	2%	1%	3%	1%
Disaster management	-	5%	1%	0.3%	1%	0.5%	0.4%	1%	1%

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

n = 2400

# KEY ISSUES OF CONCERN: BY GENDER & AGE

	Gender		Age					
	Male	Female	18-26 Years	27-35 Years	36-45 Years	46-55 Years	Over 55 Years	Total
High cost of living	39%	41%	42%	38%	41%	38%	46%	40%
Unemployment	36%	35%	42%	37%	35%	32%	31%	36%
Access to quality and affordable education	30%	31%	30%	32%	30%	29%	35%	31%
SHIF/SHA issues	25%	30%	24%	27%	30%	28%	20%	27%
Corruption	28%	22%	27%	28%	23%	22%	22%	25%
Over taxation	21%	19%	19%	20%	22%	19%	11%	20%
Transport, Infrastructure and Roads	18%	13%	15%	14%	15%	17%	18%	15%
Access to quality and affordable healthcare	11%	15%	15%	12%	13%	12%	13%	13%
Extra-judicial killings	10%	8%	8%	9%	11%	8%	9%	9%
Insecurity/crime	10%	6%	6%	10%	7%	6%	7%	8%
Empowerment of youth	9%	7%	9%	8%	8%	8%	3%	8%
Cost of doing business	6%	7%	5%	7%	6%	7%	9%	7%
Poverty reduction	6%	5%	6%	5%	5%	5%	6%	5%
Access to clean water	4%	4%	4%	4%	3%	7%	5%	4%
Cost of farm inputs	4%	3%	2%	4%	3%	5%	6%	4%
Women empowerment	2%	5%	5%	3%	3%	4%	4%	3%
Equal distribution of resources	4%	3%	4%	3%	3%	5%	3%	3%
Student protests	3%	1%	3%	3%	1%	1%	3%	2%
Public participation	2%	2%	2%	1%	2%	5%	1%	2%
Drug and substance abuse	2%	2%	1%	2%	1%	1%	2%	2%
Alcoholism	2%	1%	2%	2%	1%	1%	2%	2%
Ethnicity/Tribalism	2%	1%	1%	1%	1%	3%	1%	1%
Environmental conservation	1%	1%	1%	2%	1%	0.3%	2%	1%
Disaster management	1%	1%	-	1%	1%	2%	1%	1%



# COST OF LIVING



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## Observations

**Severity of Cost:** A combined **70%** of Kenyans rate the current cost of living as "High" or "**Very High**" (**46%**).

**Perceived Worsening:** An even higher figure, **79%**, reports that the cost of living is "Much higher" or "Somewhat higher" than it was a year ago.

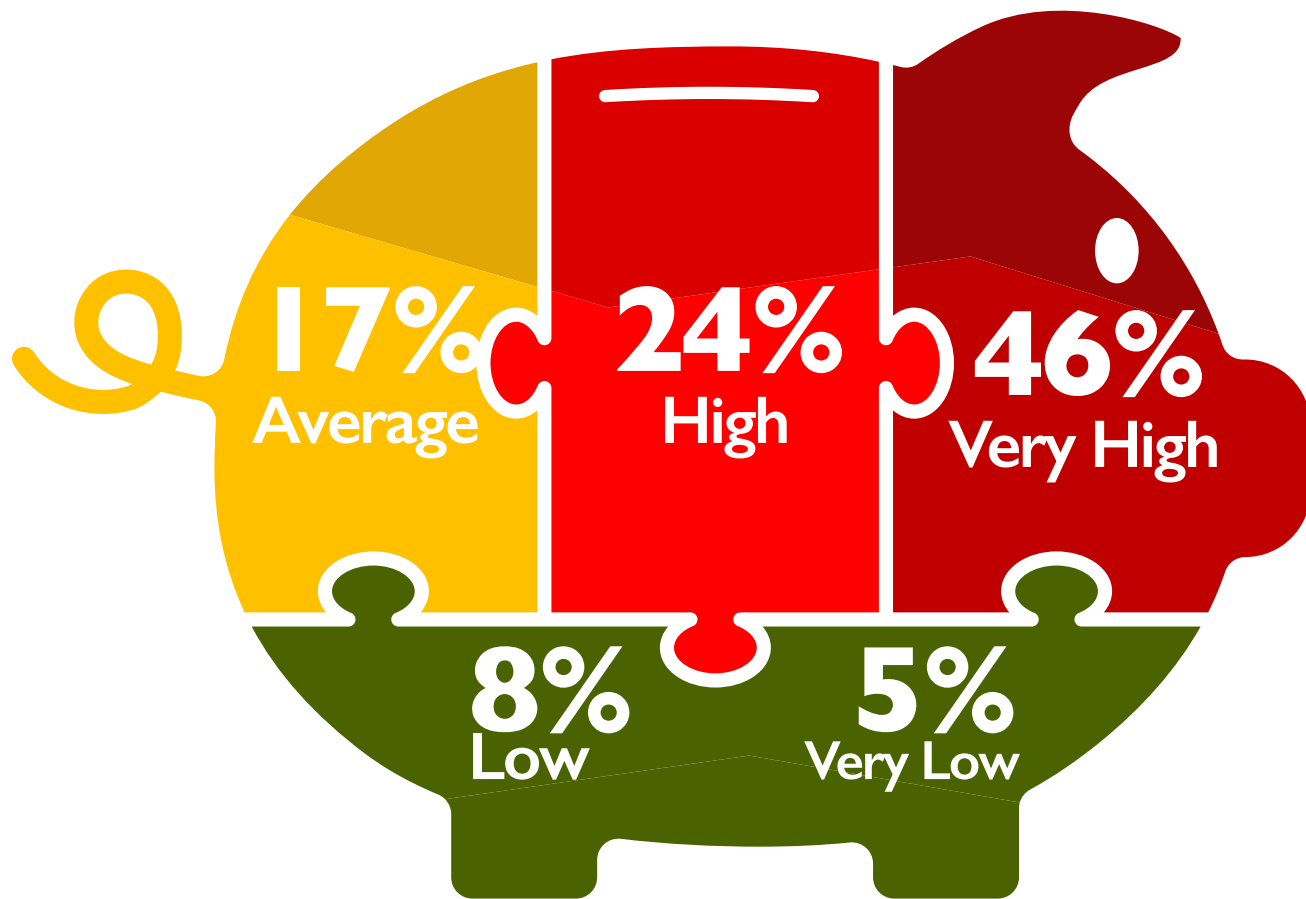
**Vulnerable Demographics:** Kenyans **over 55 years** report the highest perceived severity, with 56% rating the cost of living as "Very High."

## Insights & Implications

**Profound Household Strain:** The data confirms that economic distress is a **near-universal and deteriorating reality**, providing the foundation for the pervasive national pessimism.

**Immediate Need:** The crisis demands **immediate, impactful relief measures**, as slow or incremental policy changes may fail to register with a population that perceives the situation as rapidly worsening.

**Protecting the Elderly:** Policy relief should be mindful of fixed-income groups, like the elderly, who are reporting the most acute impact of inflation.



## PERCEPTION OF THE CURRENT COST OF LIVING IN KENYA

On a scale of 1 to 5, where 1 is very low and 5 is very high, to what extent would you rate the current cost of living in Kenya?

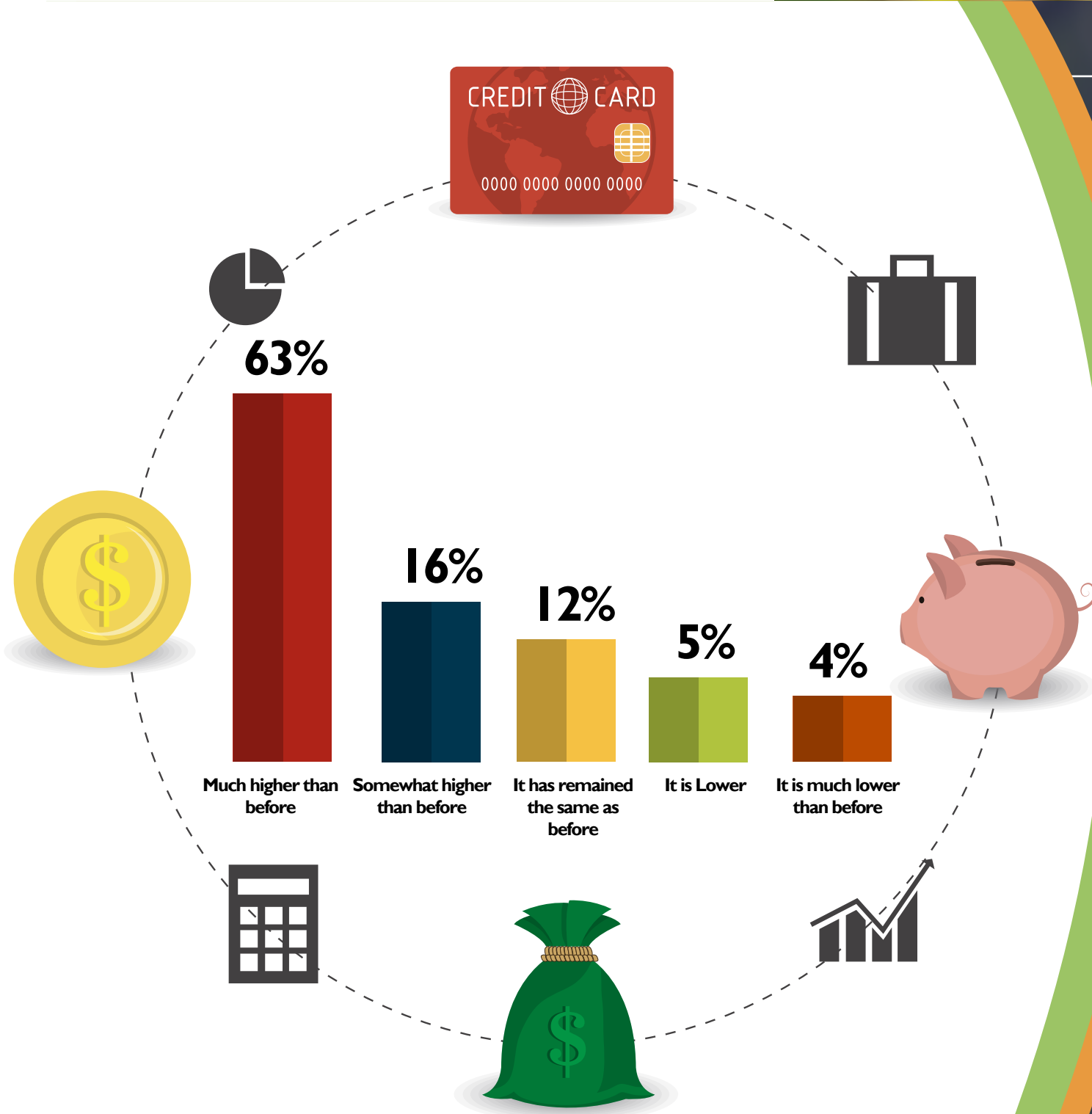
**n = 2400**

# PERCEPTION OF THE CURRENT COST OF LIVING IN KENYA: BY GENDER & AGE

	Gender		Age					
	Male	Female	18-26 Years	27-35 Years	36-45 Years	46-55 Years	Over 55 Years	Total
Very low	4%	6%	4%	4%	7%	6%	3%	5%
Low	8%	7%	8%	8%	7%	6%	9%	8%
Average	18%	16%	20%	16%	19%	16%	9%	17%
High	25%	23%	25%	26%	23%	20%	23%	24%
Very High	44%	48%	43%	45%	44%	52%	56%	46%

On a scale of 1 to 5, where 1 is very low and 5 is very high, to what extent would you rate the current cost of living in Kenya?

**n = 2400**



## CHANGES IN COST OF LIVING: NOW VS. ONE YEAR AGO

How would you compare the cost of living now and a year ago?

n = 2400

# CHANGES IN COST OF LIVING: NOW VS. ONE YEAR AGO: BY REGION

	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
Much higher than before	64%	57%	66%	74%	60%	64%	57%	59%	63%
Somewhat higher than before	20%	19%	17%	11%	15%	14%	18%	20%	16%
It has remained the same as before	8%	13%	9%	11%	14%	10%	15%	13%	12%
It is lower	4%	6%	5%	1%	5%	8%	7%	1%	5%
It is much lower than before	3%	5%	3%	3%	5%	4%	3%	5%	4%
Don't Know/Refused to Answer	0.4%	-	0.3%	-	0.1%	-	-	1%	0.3%

How would you compare the cost of living now and a year ago?

**n = 2400**



# CHANGES IN COST OF LIVING: NOW VS. ONE YEAR AGO: BY GENDER & AGE

	Gender		Age					
	Male	Female	18-26 Years	27-35 Years	36-45 Years	46-55 Years	Over 55 Years	Total
Much higher than before	59%	67%	61%	62%	63%	66%	66%	63%
Somewhat higher than before	17%	16%	17%	17%	16%	18%	11%	16%
It has remained the same as before	14%	10%	12%	12%	14%	8%	12%	12%
It is lower	7%	3%	4%	5%	4%	5%	6%	5%
It is much lower than before	4%	4%	6%	4%	3%	3%	5%	4%
Don't Know/Refused to Answer	0.2%	0.4%	0.4%	0.4%	0.3%	-	-	0.3%



Tax

40%



Global Economic Factors (e.g. fuel prices, supply chain issues)

19%



Government Policies

16%



Corruption

14%



Lack of Employment opportunities

6%



Poor Agricultural productivity

2%



Don't Know

3%

## PERCEIVED MAIN CAUSES OF HIGH COST OF LIVING IN KENYA

## 4. Reasons Behind the High Cost of Living

### Observations

**Blame on Domestic Policy:** Taxes are cited as the single biggest cause of the high cost of living by **40%** of Kenyans.

**Tax Focus:** The focus on domestic policy is strong, with the combined sentiment against **Taxes (40%), Government Policies (16%), and Corruption (14%)** accounting for 70% of the perceived causes.

**Global Factors Downplayed:** Only 19% cite **Global Economic Factors** as the main cause.

### Insights & Implications

**Public's Policy Critique:** The majority of the public attributes their economic pain to **deliberate domestic fiscal choices** (taxation and government policy), rather than uncontrollable global shocks.

**Policy Revision Pressure:** This finding places immense pressure on the government's revenue mobilization strategy. To regain public trust, the administration must either **significantly revise its taxation framework**, or demonstrate a clear, immediate, and high return on the increased taxes through improved service delivery.

**Ineffective External Blame:** Messaging that attempts to solely blame external global factors will likely be **ineffective** as the public clearly believes the solution lies in domestic policy adjustments.

# PERCEIVED MAIN CAUSES OF HIGH COST OF LIVING IN KENYA BY REGION

	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
Taxes	49%	39%	35%	41%	42%	44%	30%	43%	40%
Global Economic Factors (e.g., fuel prices, supply chain issues)	11%	25%	19%	20%	18%	21%	28%	12%	19%
Government Policies	13%	17%	13%	16%	16%	14%	20%	19%	16%
Corruption	13%	10%	19%	13%	14%	9%	16%	17%	14%
Lack of Employment Opportunities	6%	3%	8%	3%	6%	9%	3%	5%	6%
Poor Agricultural Productivity	3%	2%	2%	2%	1%	2%	2%	1%	2%
Don't know	4%	4%	3%	4%	3%	1%	1%	4%	3%

What do you believe is the main cause of the current high cost of living in Kenya?

n = 2400

	Gender		Age					
	Male	Female	18-26 Years	27-35 Years	36-45 Years	46-55 Years	Over 55 Years	Total
Taxes	41%	39%	39%	45%	41%	32%	33%	40%
Global Economic Factors (e.g., fuel prices, supply chain issues)	19%	19%	22%	17%	20%	22%	21%	19%
Government Policies	14%	18%	15%	14%	17%	20%	14%	16%
Corruption	16%	13%	15%	14%	15%	13%	16%	14%
Lack of Employment Opportunities	6%	5%	5%	7%	4%	5%	7%	6%
Poor Agricultural Productivity	2%	2%	2%	1%	2%	3%	3%	2%
Don't know	2%	4%	2%	3%	2%	5%	7%	3%

What do you believe is the main cause of the current high cost of living in Kenya?

n = 2400

# SURVEY DEMOGRAPHICS



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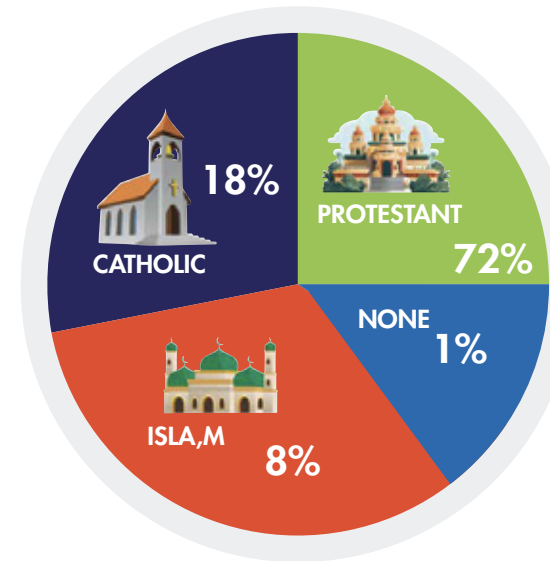


# POLL DEMOGRAPHICS

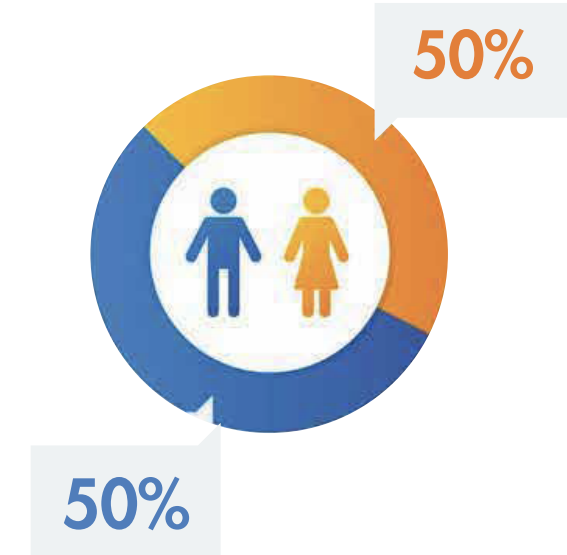
## Age



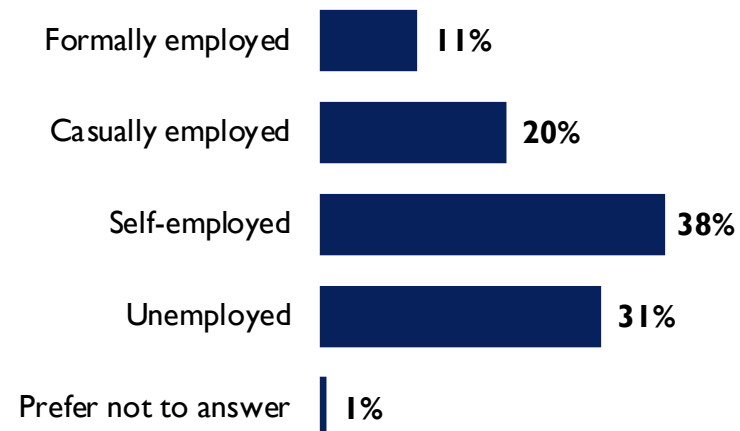
## Religion



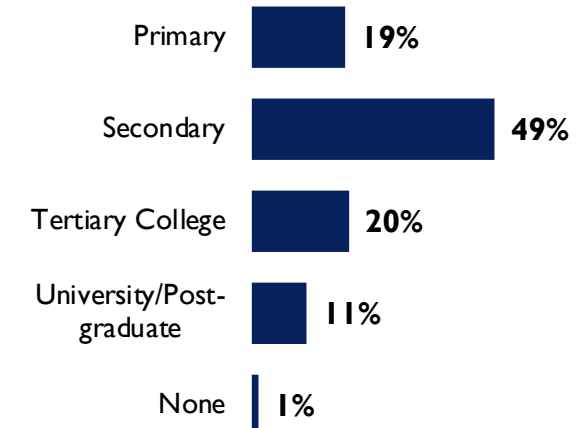
## Gender



## 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**

### **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!**



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Thank  
you!