



Infotrak VOP Poll_ Awareness and Perceptions of Nyota Programme.



Empowering Kenyan youth aged
18-29 with accessible **loans** for
business growth, personal
development, and emergency
support. Your future starts here.

Kuza, Imarisha, Endeleza Vijana!



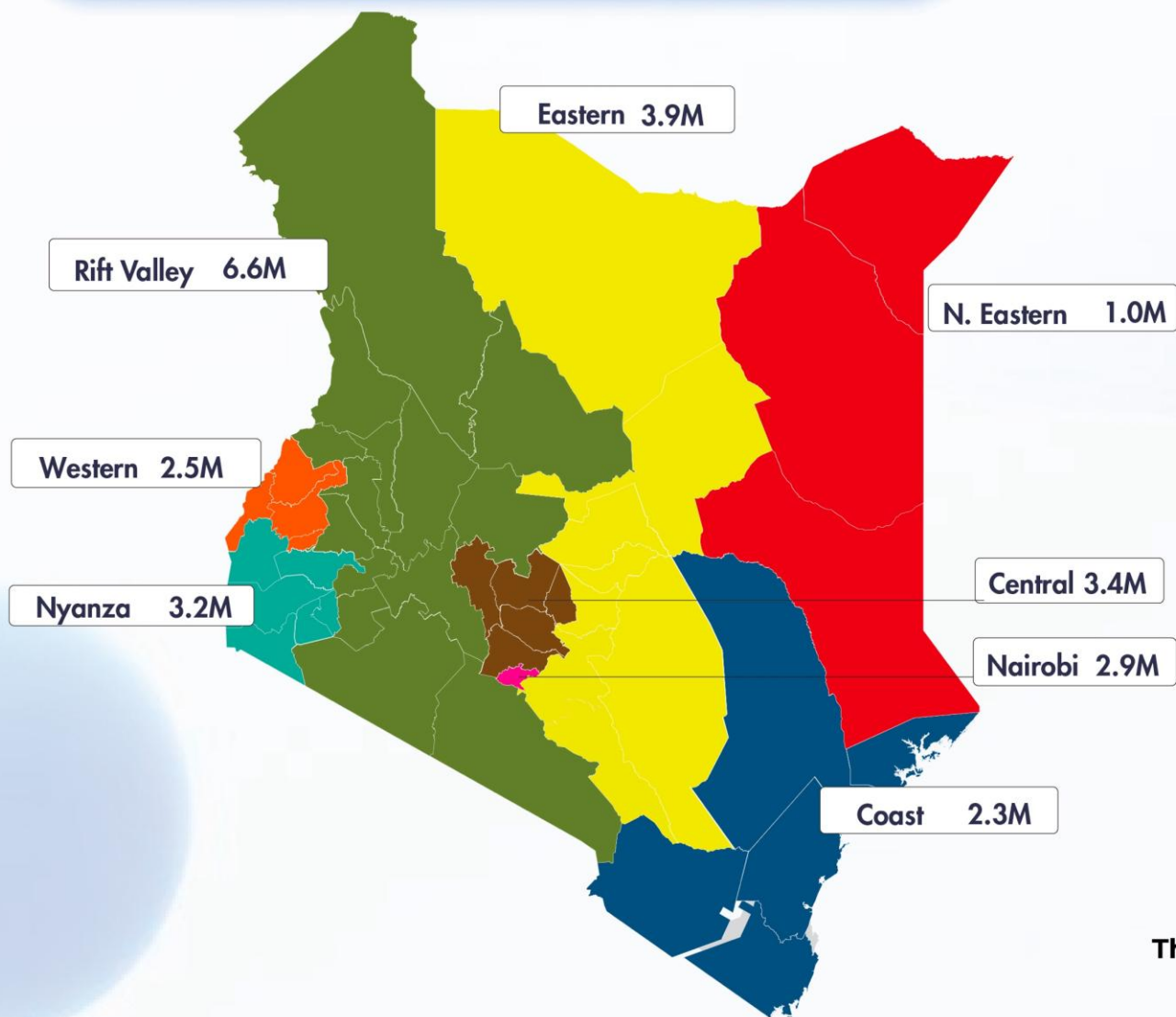
METHODOLOGY



POLL METHODOLOGY

Who sponsored the poll	The poll was sponsored and financed by Infotrak Research & Consulting Limited
When was the opinion poll conducted?	24th January 2026
How was the opinion poll conducted?	Quantitative interviews were conducted through Computer Assisted Telephone Interviews (CATI)
Survey sample	The survey sample achieved was 800 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?	±3.46% at 95% degree of confidence.
What was the response rate?	100% 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



REGION	Adult Population (Millions)	Regional Proportions	Sample Achieved per Region
COAST	2.3	9%	65
NORTH EASTERN	1.0	4%	16
EASTERN	3.9	15%	120
CENTRAL	3.4	13%	123
RIFT VALLEY	6.6	26%	200
WESTERN	2.5	10%	79
NYANZA	3.2	12%	109
NAIROBI CITY	2.9	11%	88
TOTAL	25.7	100%	800

The sample was proportionately spread across all the 47 counties of Kenya.

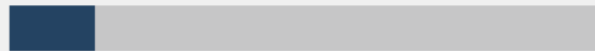
Awareness of NYOTA Fund



Have you heard of the
Nyota Fund Program?

3%

NOT SURE



Have you heard of the
Nyota Fund Program?

20%

NO



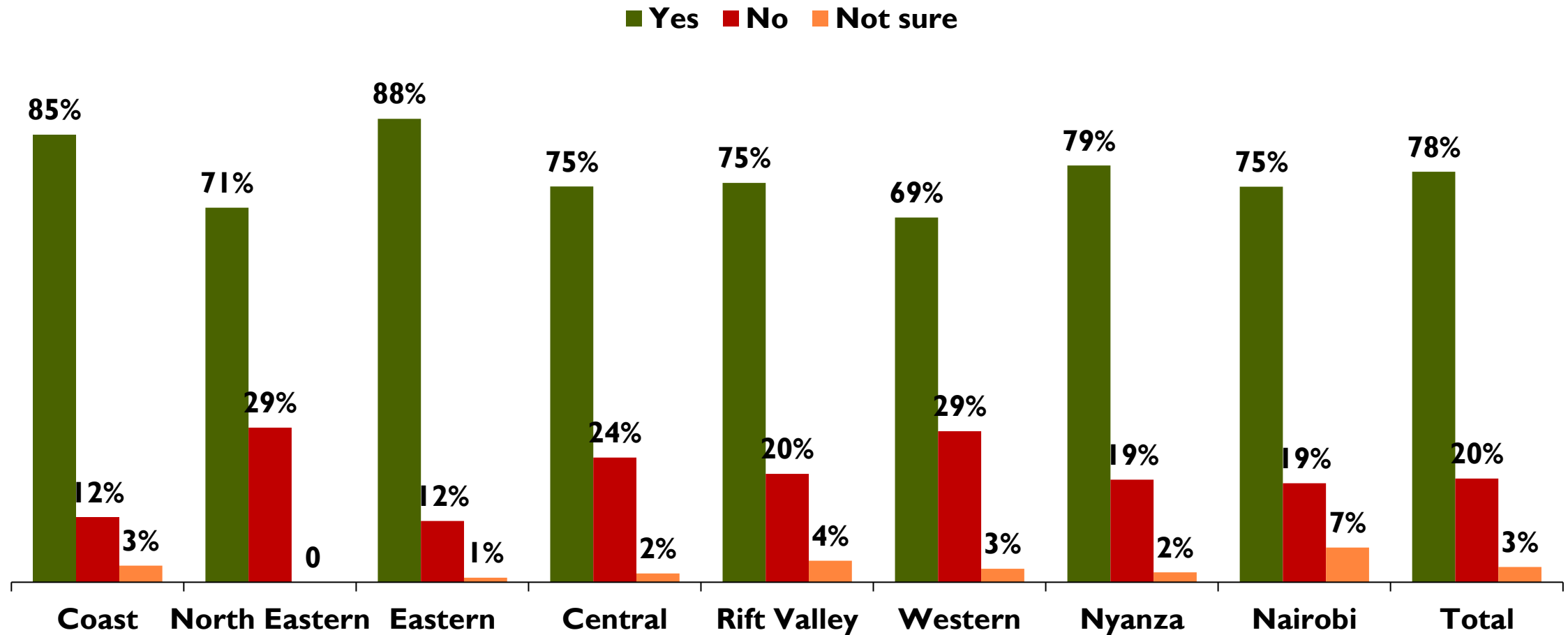
Have you heard of the
Nyota Fund Program?

78%

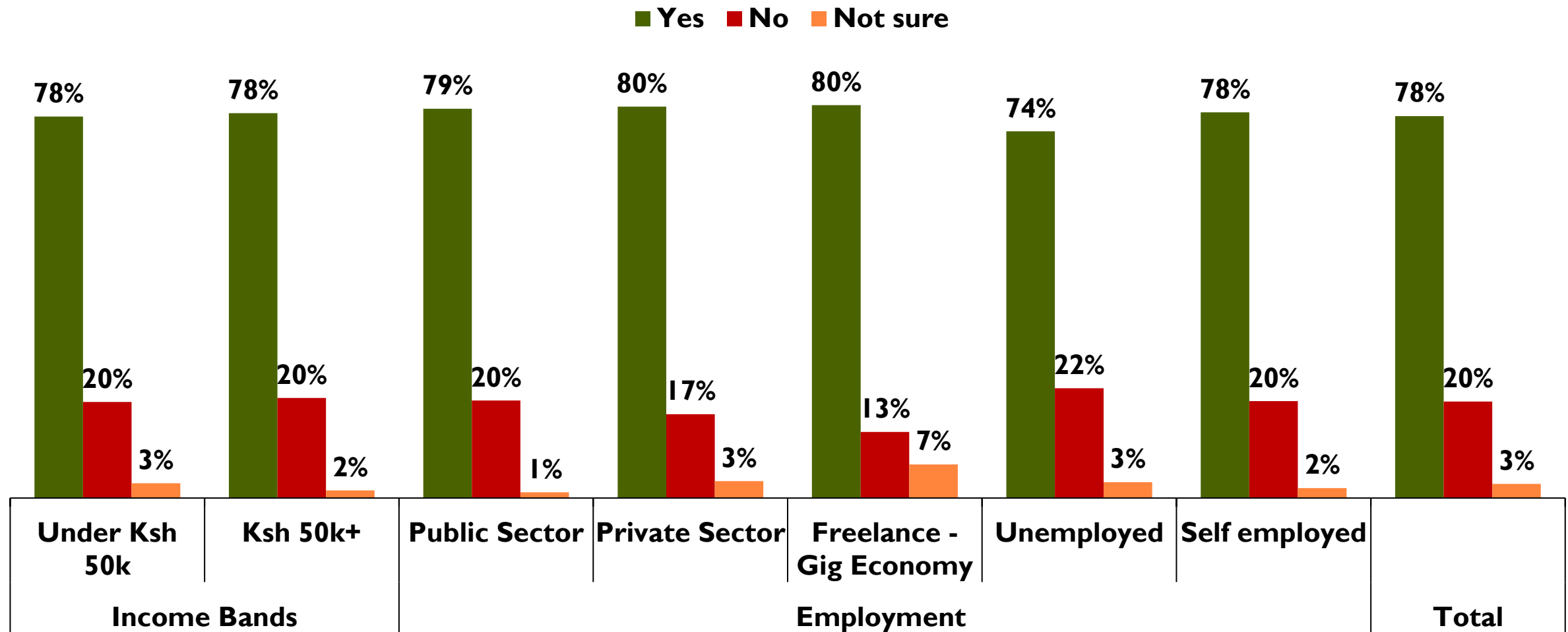
YES



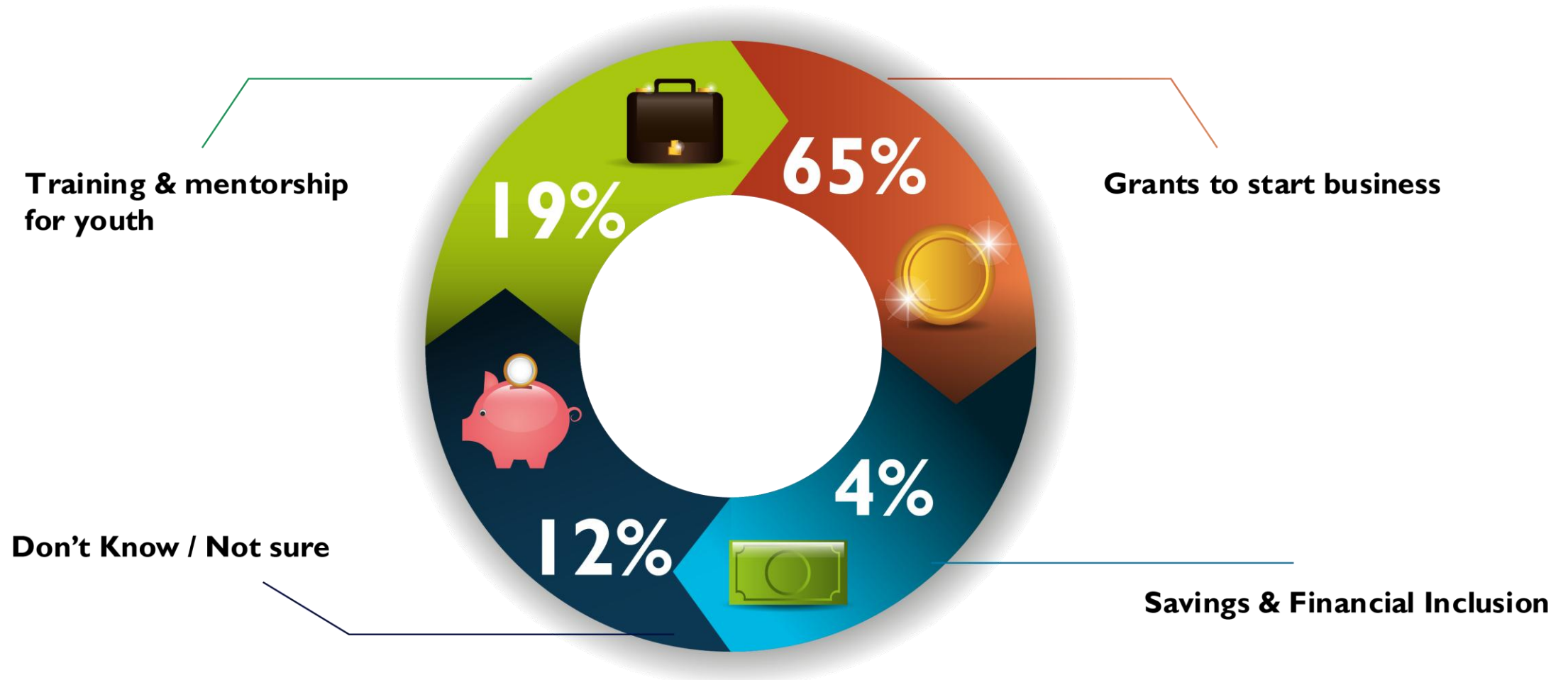
AWARENESS OF THE NYOTA FUND PROGRAM: BY REGION



AWARENESS OF THE NYOTA FUND PROGRAM: BY INCOME & EMPLOYMENT STATUS



KEY OBJECTIVES OF THE NYOTA FUND ACCORDING TO THE PUBLIC



KEY OBJECTIVES OF THE NYOTA FUND ACCORDING TO THE PUBLIC: BY REGION

	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
Grants to start business	64%	35%	68%	54%	73%	56%	60%	80%	65%
Training & mentorship for youth	6%	41%	10%	34%	13%	37%	19%	13%	19%
Savings & Financial Inclusion	11%	-	8%	-	1%	4%	6%	2%	4%
Don't Know / Not sure	19%	25%	13%	12%	12%	4%	14%	6%	12%

KEY OBJECTIVES OF THE NYOTA FUND ACCORDING TO THE PUBLIC: BY INCOME & EMPLOYMENT STATUS

	Income Bands		Employment Status					Total
	Under Ksh 50k	Ksh 50k+	Public Sector	Private Sector	Freelance-Gig Economy	Unemployed	Self employed	
Grants to start business	65%	66%	48%	63%	72%	66%	71%	65%
Training & mentorship for youth	19%	16%	24%	18%	6%	19%	18%	19%
Savings & Financial Inclusion	4%	9%	6%	5%	10%	3%	2%	4%
Don't Know / Not sure	12%	9%	22%	14%	12%	11%	8%	12%

What do you believe is the primary focus of the Nyota Fund?

n = 620

Have you, or someone close to you participated in the Nyota program (training or as a beneficiary)?

11%

APPLIED BUT
NOT SELECTED



Have you, or someone close to you participated in the Nyota program (training or as a beneficiary)?

36%

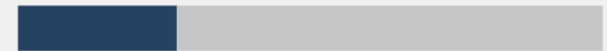
YES



Have you, or someone close to you participated in the Nyota program (training or as a beneficiary)?

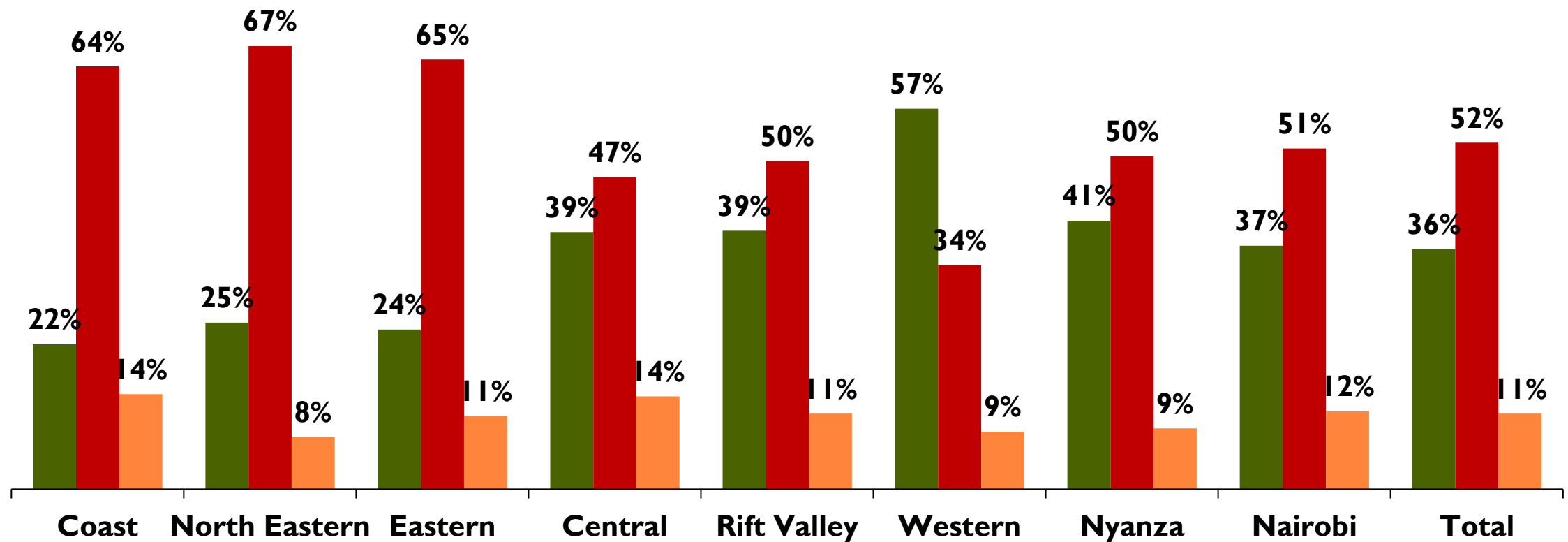
52%

NO



ENGAGEMENT WITH THE NYOTA FUND PROGRAM: BY REGION

■ Yes ■ No ■ Applied but not selected

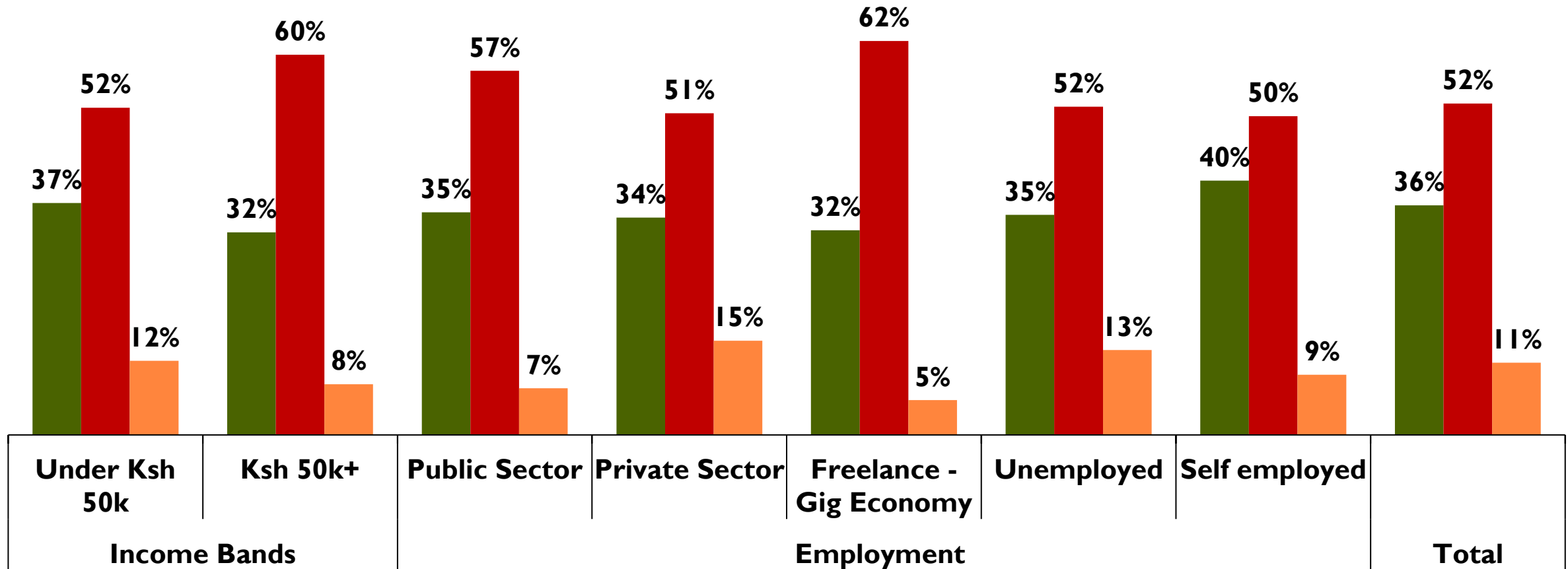


Have you, or someone close to you participated in the Nyota program (training or as a beneficiary)?

n = 620

ENGAGEMENT WITH THE NYOTA FUND PROGRAM: BY INCOME & EMPLOYMENT STATUS

■ Yes ■ No ■ Applied but not selected



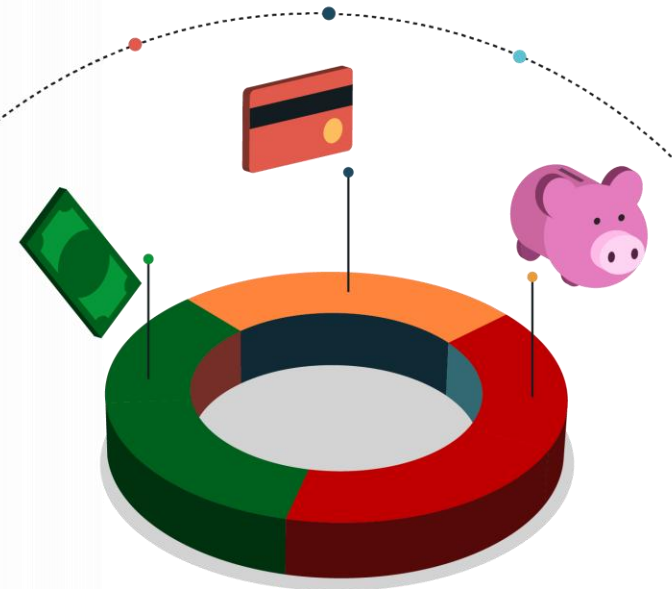
PERCEIVED FAIRNESS OF NYOTA FUND ELIGIBILITY CRITERIA



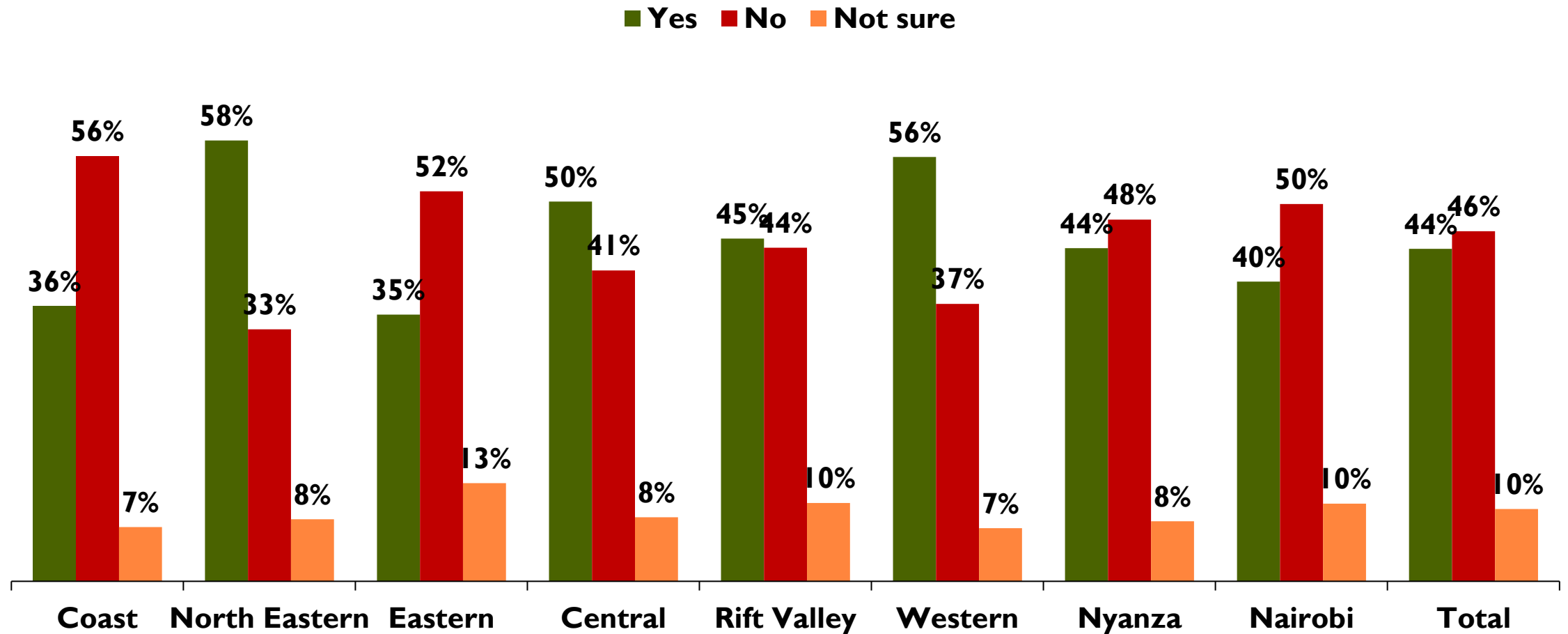
10%
NOT SURE

44%
YES

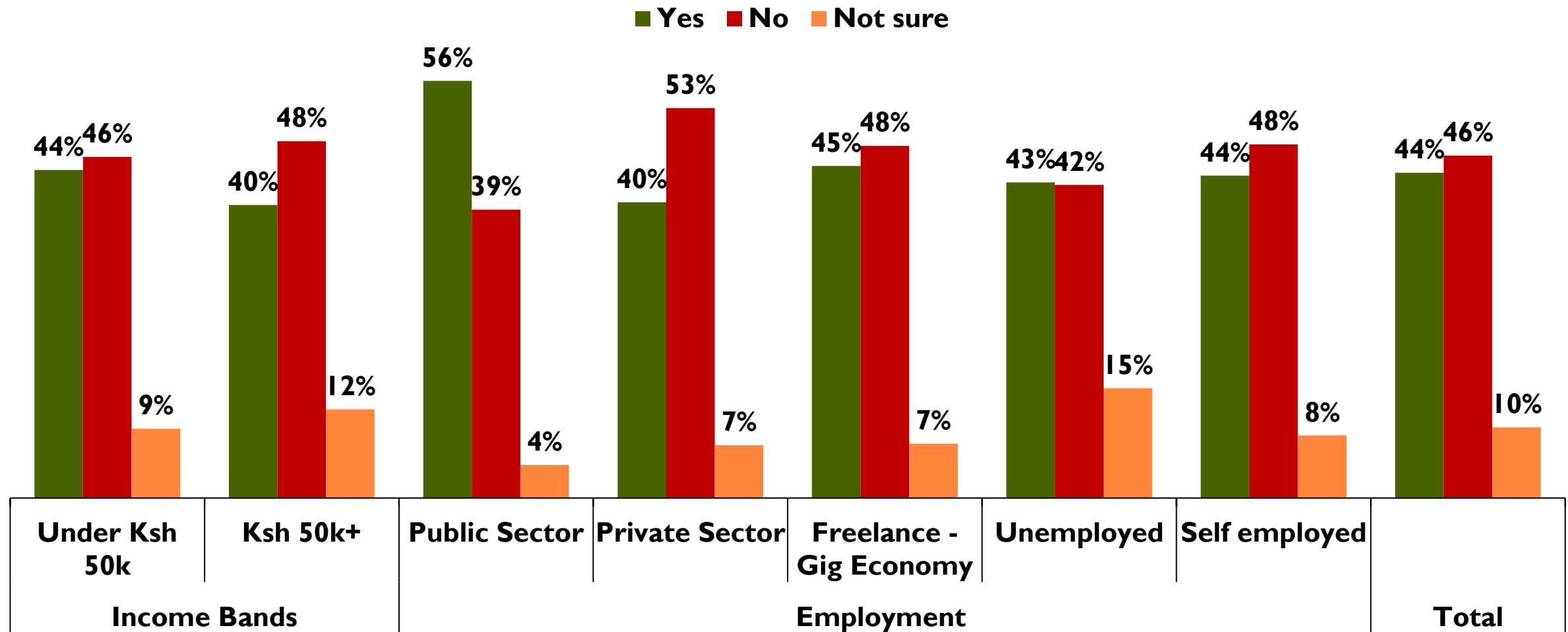
46%
NO



PERCEIVED FAIRNESS OF NYOTA FUND ELIGIBILITY CRITERIA: BY REGION



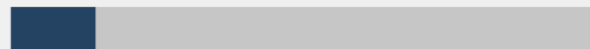
PERCEIVED FAIRNESS OF NYOTA FUND ELIGIBILITY CRITERIA: BY INCOME & EMPLOYMENT STATUS



Does the in-person validation effectively prevent fraud without creating barriers?

11%

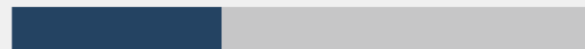
NOT SURE



Does the in-person validation effectively prevent fraud without creating barriers?

32%

NO



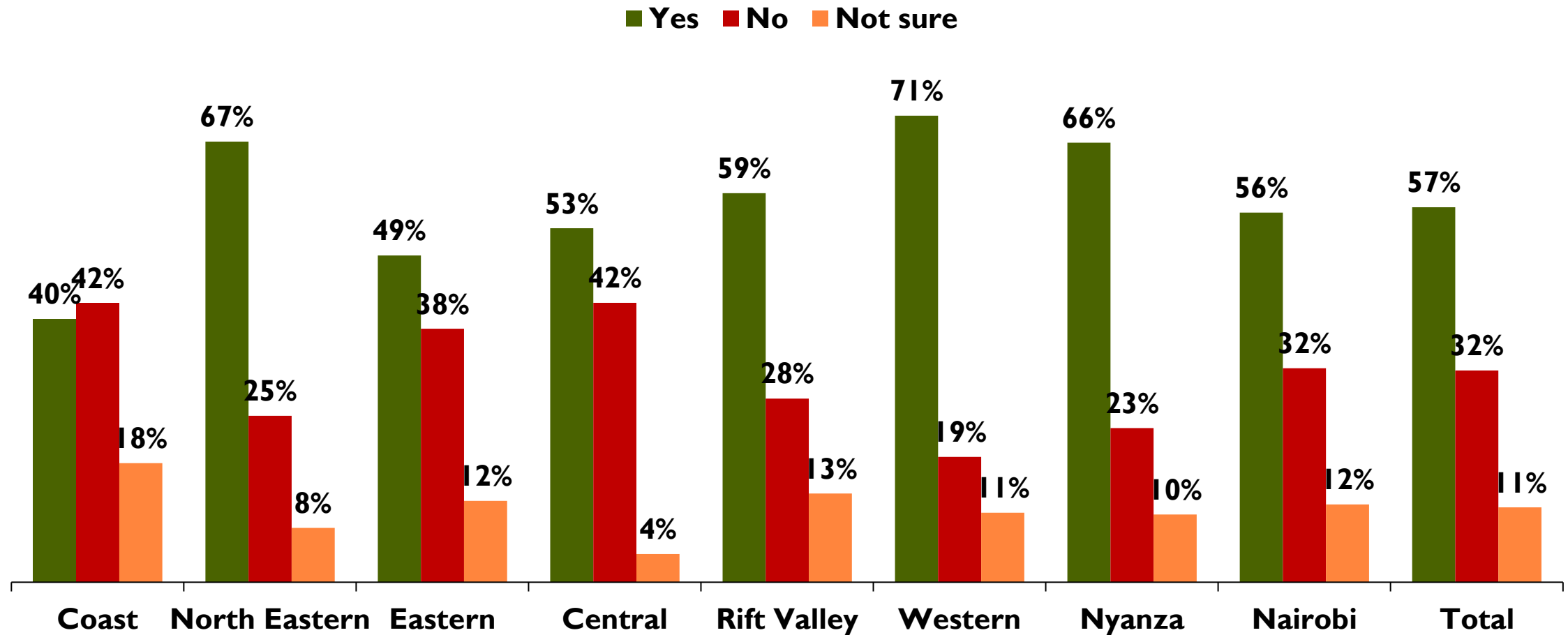
Does the in-person validation effectively prevent fraud without creating barriers?

57%

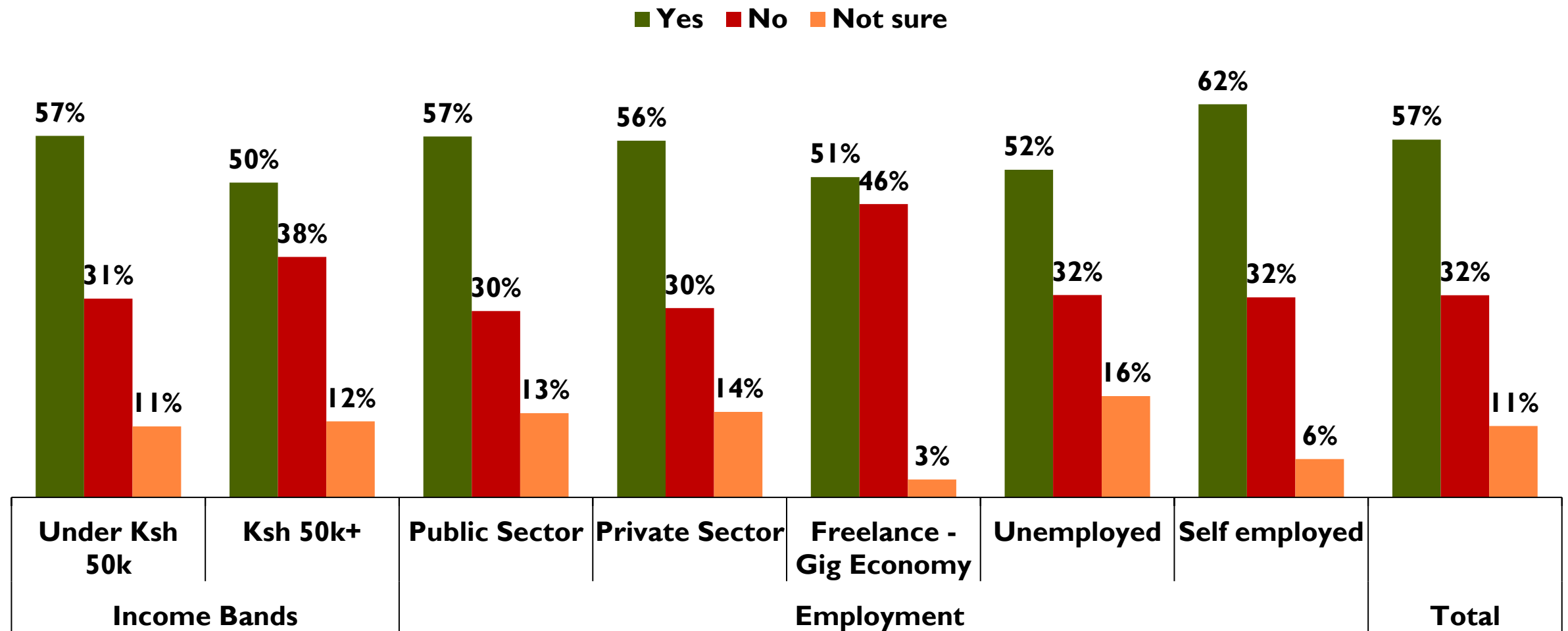
YES

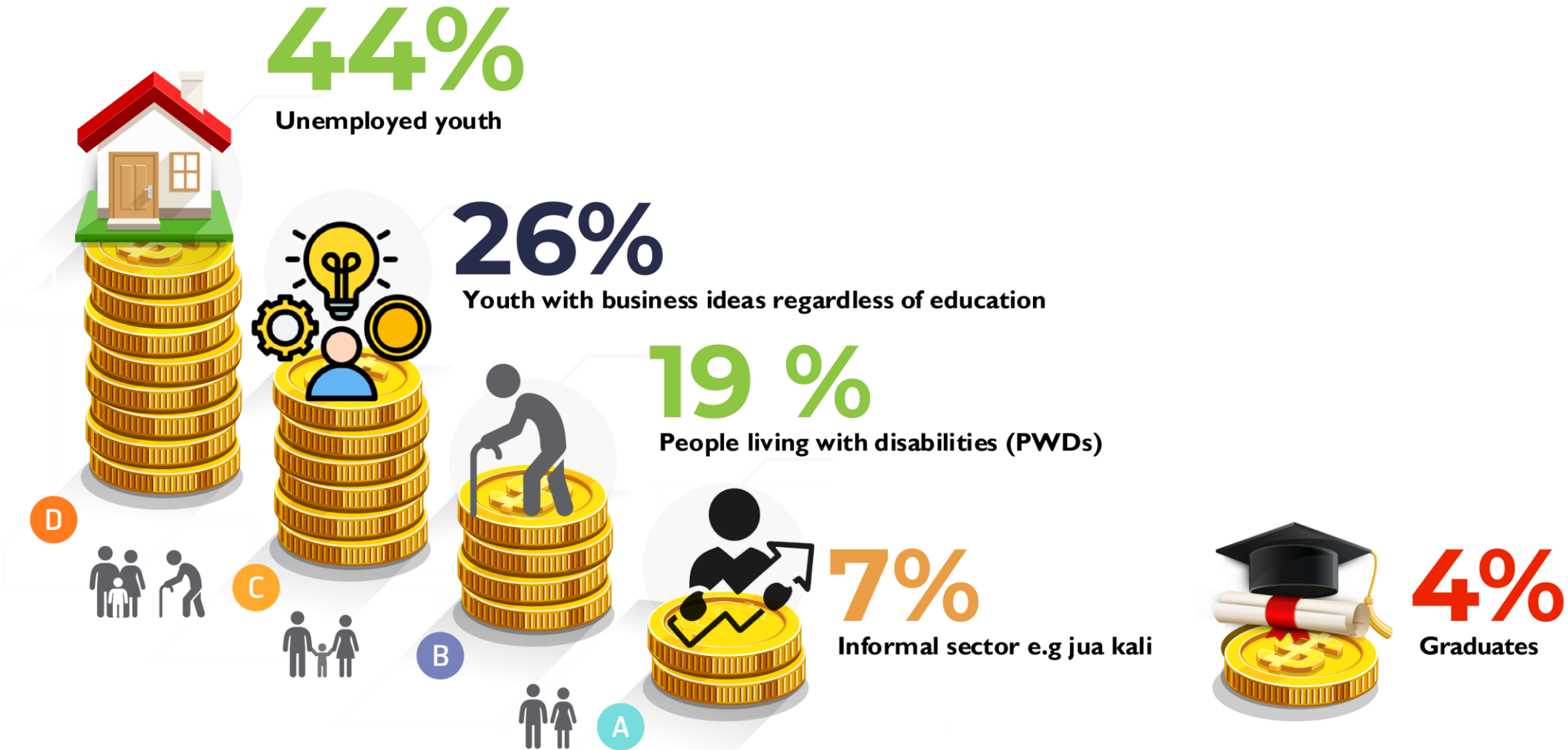


EFFECTIVENESS OF IN-PERSON VALIDATION IN NYOTA FUND: BY REGION



EFFECTIVENESS OF IN-PERSON VALIDATION IN NYOTA FUND: BY INCOME & EMPLOYMENT STATUS





Which group should be the top priority for NYOTA support?

n = 620

PRIORITY GROUPS FOR NYOTA FUND SUPPORT: BY REGION

	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
Unemployed youth	52%	55%	41%	48%	45%	37%	43%	38%	44%
Youth with business ideas regardless of education	27%	9%	28%	16%	35%	31%	17%	25%	26%
People living with disabilities (PWDs)	19%	19%	17%	26%	13%	23%	30%	14%	19%
Informal sector e.g jua kali	2%	18%	6%	10%	6%	4%	5%	15%	7%
Graduates	-	-	8%	-	1%	5%	5%	8%	4%

Which group should be the top priority for NYOTA support?

n = 620

PRIORITY GROUPS FOR NYOTA FUND SUPPORT: BY INCOME & EMPLOYMENT STATUS

	Income Bands		Employment Status					Total
	Under Ksh 50k	Ksh 50k+	Public Sector	Private Sector	Freelance-Gig Economy	Unemployed	Self employed	
Unemployed youth	44%	45%	61%	44%	37%	42%	41%	44%
Youth with business ideas regardless of education	26%	31%	19%	33%	20%	28%	22%	26%
People living with disabilities (PWDs)	21%	5%	8%	16%	28%	20%	23%	19%
Informal sector e.g jua kali	6%	14%	11%	4%	3%	5%	10%	7%
Graduates	4%	5%	-	3%	12%	4%	3%	4%

Which group should be the top priority for NYOTA support?

n = 620

PUBLIC ASSESSMENT OF NYOTA FUND PROCESS TRANSPARENCY



25%

Very transparent



32%

Somewhat transparent



31%

Not transparent



25%

Don't Know



PUBLIC ASSESSMENT OF NYOTA FUND PROCESS TRANSPARENCY: BY REGION

	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
Very transparent	20%	16%	16%	21%	30%	38%	22%	34%	25%
Somewhat transparent	23%	33%	34%	37%	29%	36%	29%	40%	32%
Not transparent	42%	34%	35%	31%	29%	21%	39%	21%	31%
Don't know	15%	17%	15%	11%	12%	5%	9%	6%	11%

PUBLIC ASSESSMENT OF NYOTA FUND PROCESS TRANSPARENCY: BY INCOME & EMPLOYMENT STATUS

	Income Bands		Employment Status					Total
	Under Ksh 50k	Ksh 50k+	Public Sector	Private Sector	Freelance-Gig Economy	Unemployed	Self employed	
Very transparent	25%	24%	33%	20%	25%	29%	23%	25%
Somewhat transparent	33%	26%	21%	34%	31%	30%	37%	32%
Not transparent	31%	35%	34%	37%	33%	28%	30%	31%
Don't know	11%	16%	12%	9%	11%	13%	10%	11%

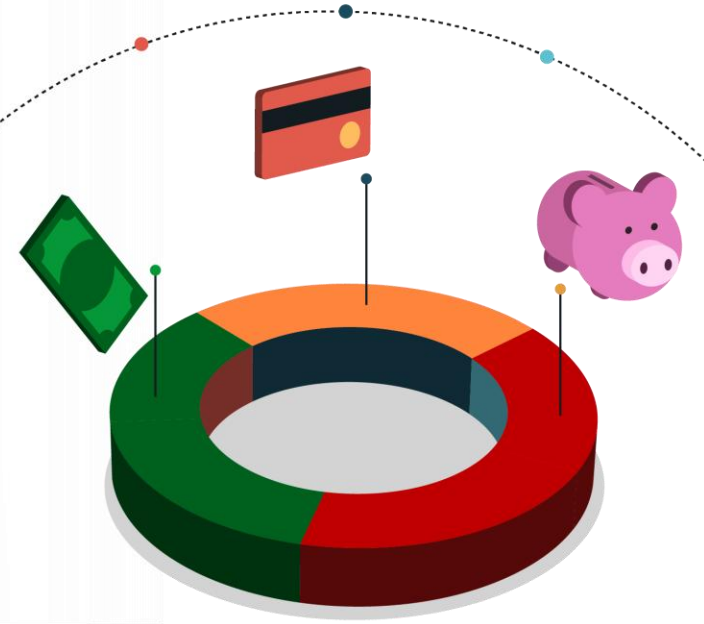
SUFFICIENCY OF NYOTA FUND STARTUP GRANT



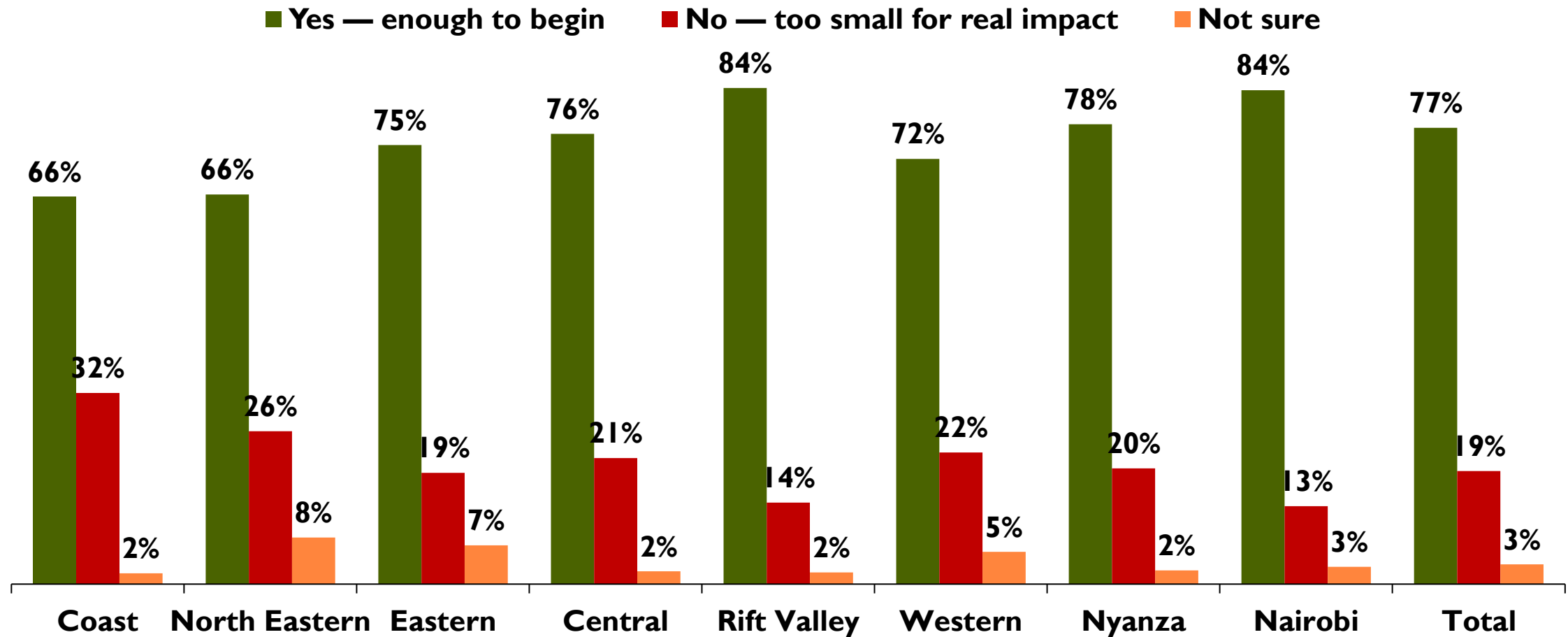
3%
NOT SURE

77%
YES- ENOUGH
TO BEGIN

19%
NO-TOO SMALL FOR
REAL IMPACT

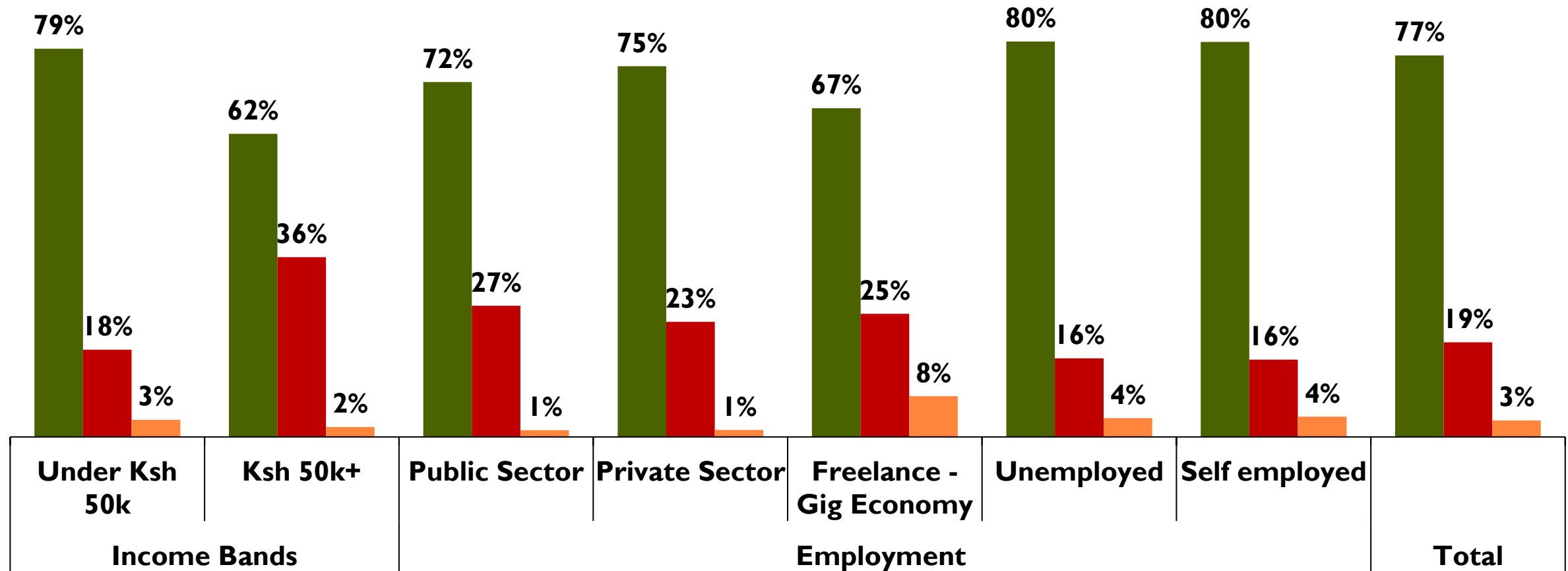


SUFFICIENCY OF NYOTA FUND STARTUP GRANT: BY REGION



SUFFICIENCY OF NYOTA FUND STARTUP GRANT: BY INCOME & EMPLOYMENT STATUS

■ Yes — enough to begin ■ No — too small for real impact ■ Not sure



SURVEY DEMOGRAPHICS

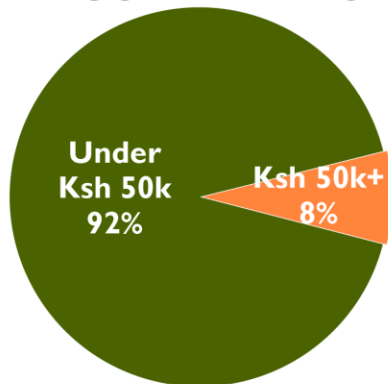


POLL DEMOGRAPHICS

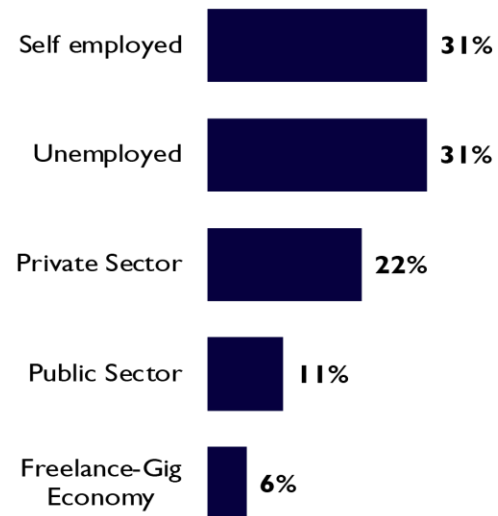
Age



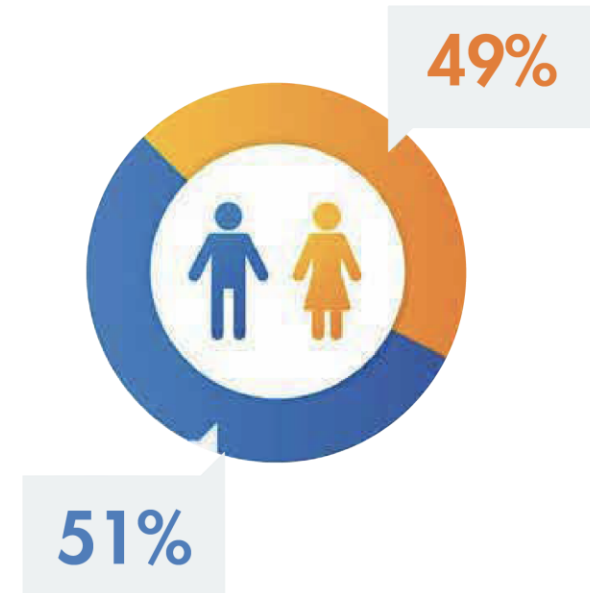
INCOME BANDS



EMPLOYMENT



Gender





Thank you!



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