



# Infotruk 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 Infotruk 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.

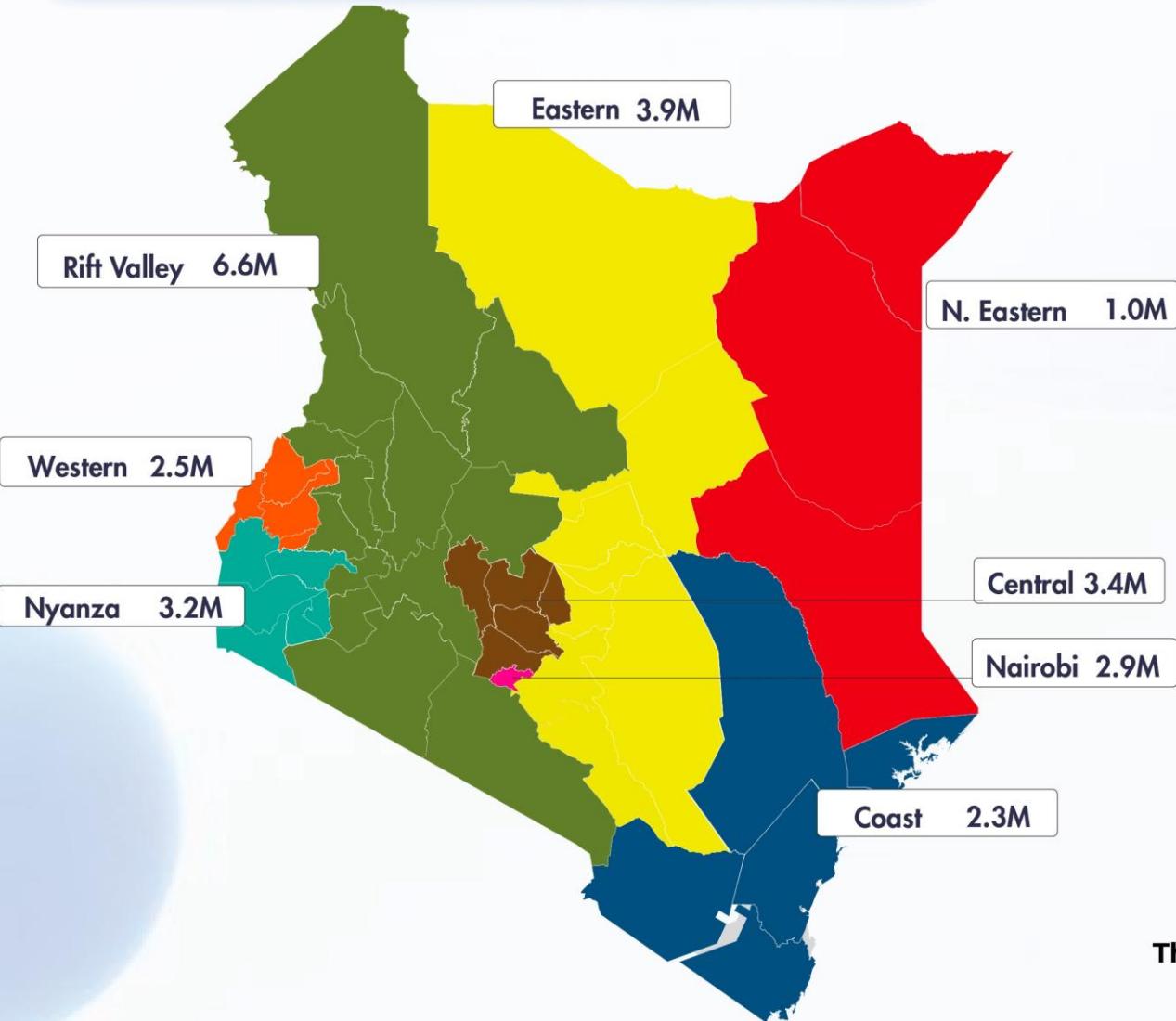
**Survey Geographical Coverage**

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
<b>TOTAL</b>	<b>25.7</b>	<b>100%</b>	<b>800</b>

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

# Awareness of NYOTA Fund



## AWARENESS OF THE NYOTA FUND PROGRAM

Have you heard of the  
Nyota Fund Program?

**3%**

NOT SURE



Have you heard of the  
Nyota Fund Program?

**20%**

NO



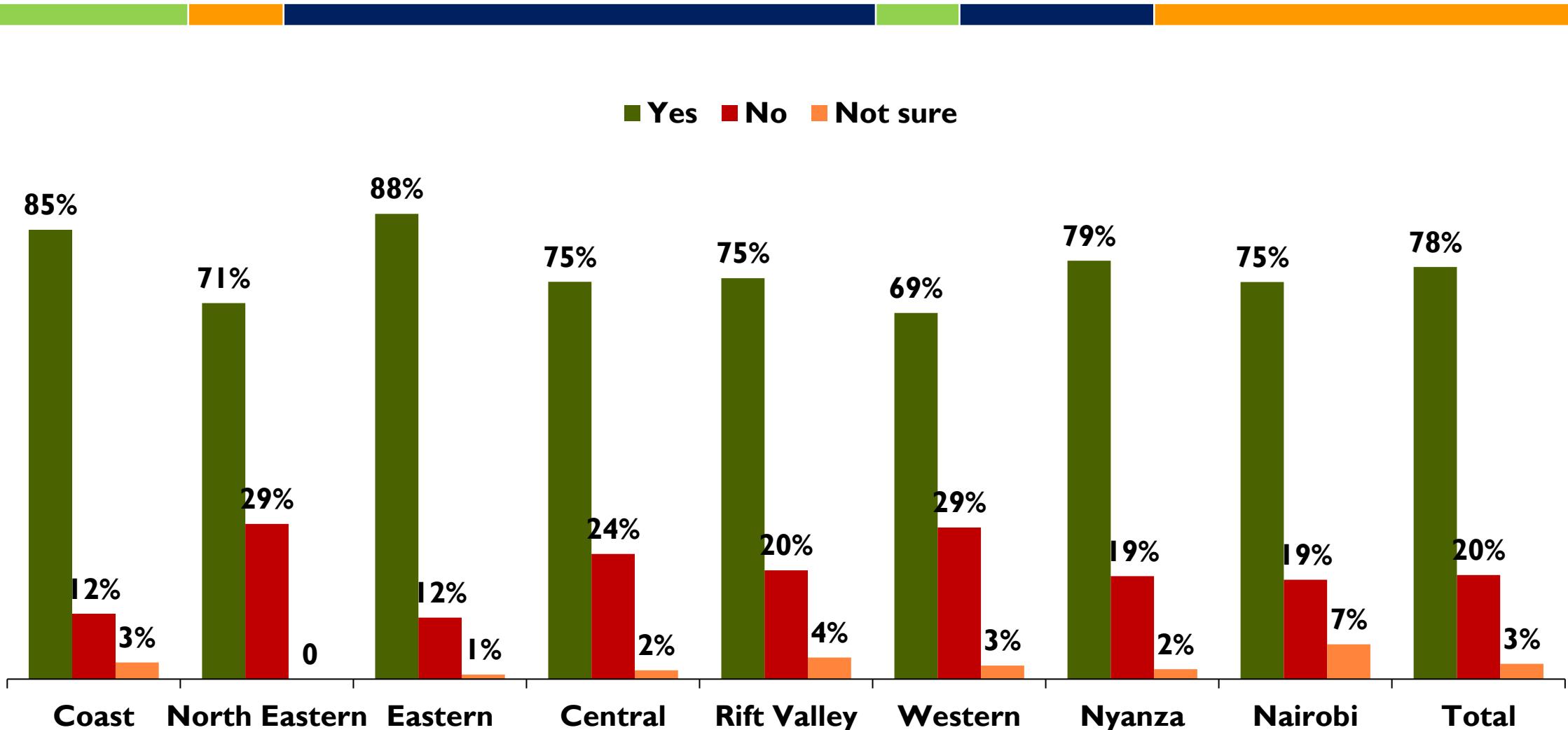
Have you heard of the  
Nyota Fund Program?

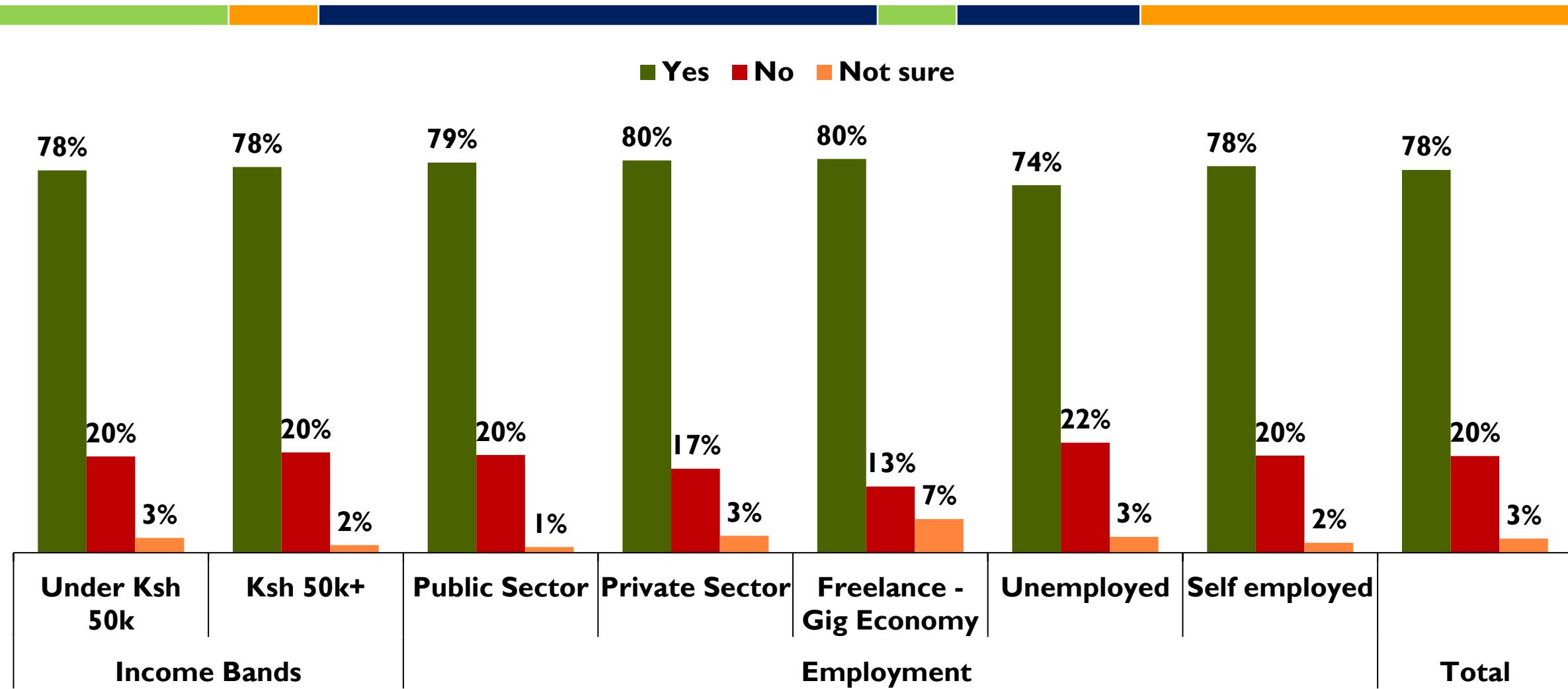
**78%**

YES

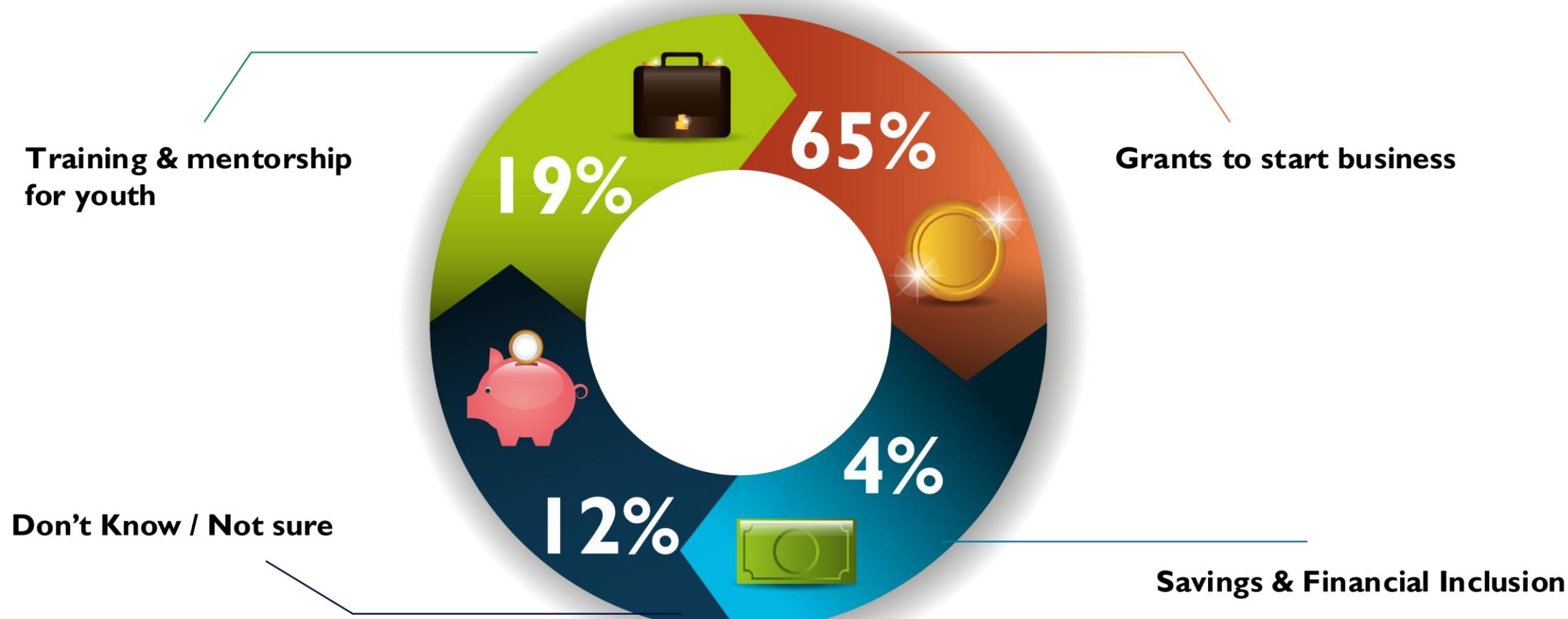


# AWARENESS OF THE NYOTA FUND PROGRAM: BY REGION



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
<b>Grants to start business</b>	64%	35%	68%	54%	73%	56%	60%	80%	65%
<b>Training &amp; mentorship for youth</b>	6%	41%	10%	34%	13%	37%	19%	13%	19%
<b>Savings &amp; Financial Inclusion</b>	11%	-	8%	-	1%	4%	6%	2%	4%
<b>Don't Know / Not sure</b>	19%	25%	13%	12%	12%	4%	14%	6%	12%

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

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

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



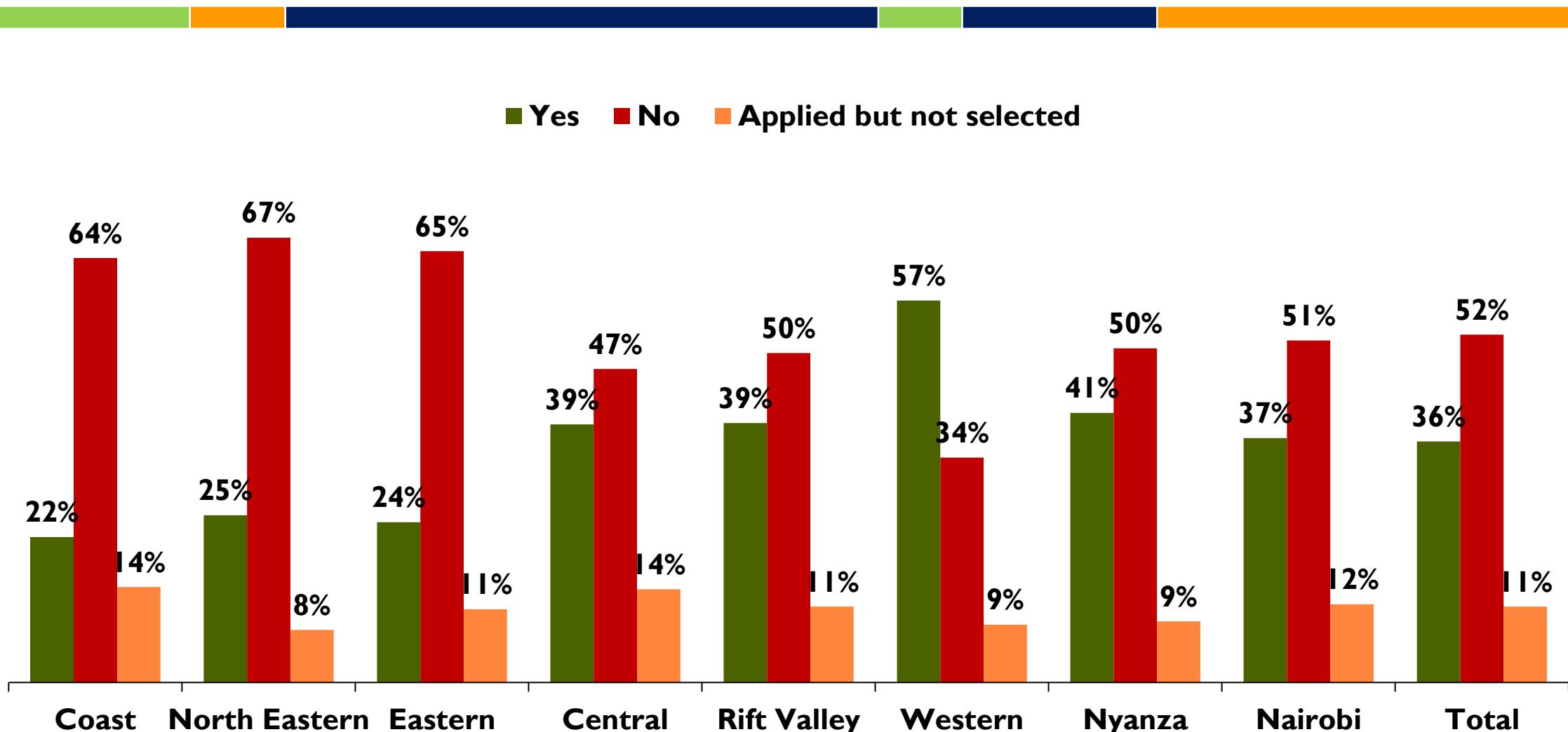
Have you, or someone close to you participated in the Nyota program (training or as a beneficiary)?

**52%**

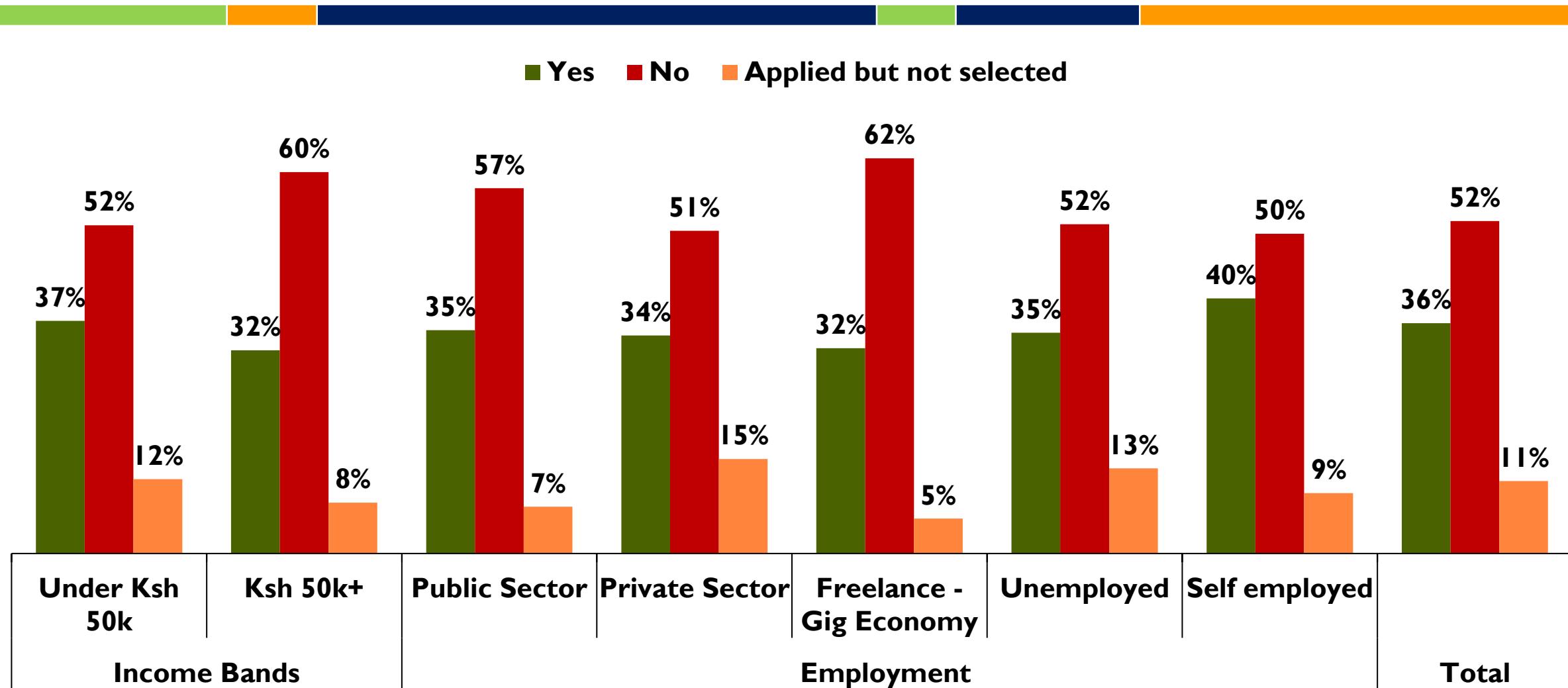
NO



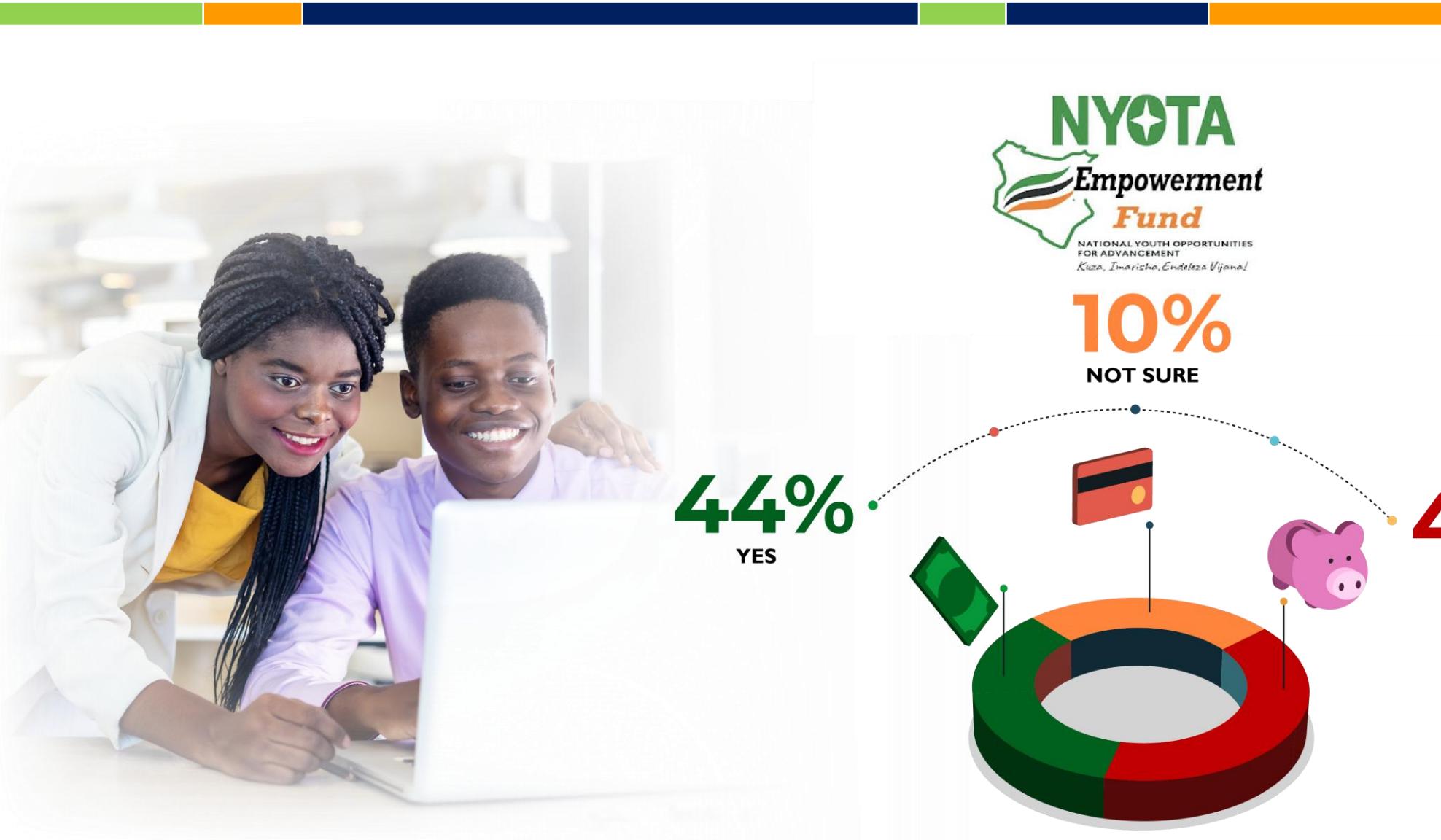
# ENGAGEMENT WITH THE NYOTA FUND PROGRAM: BY REGION



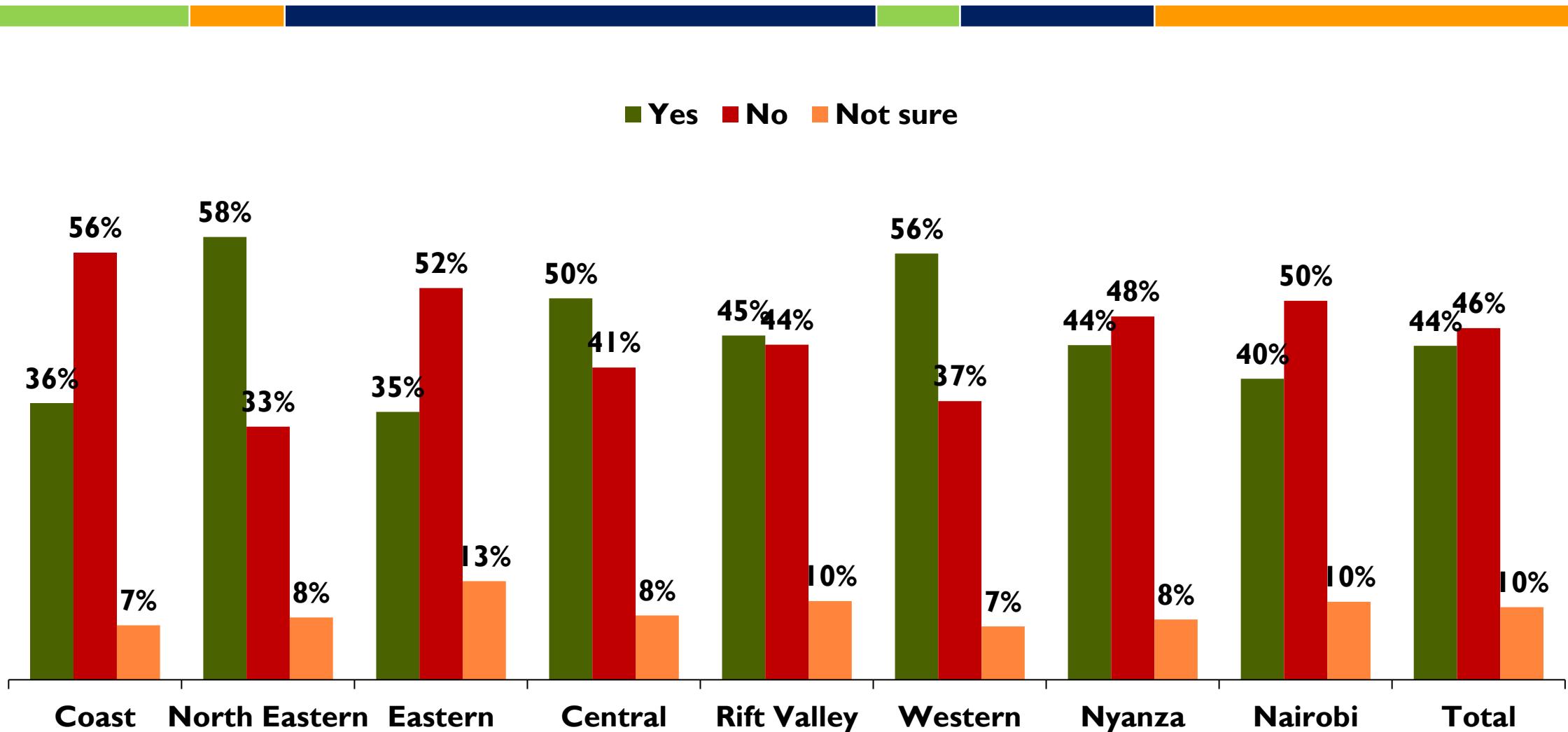
# ENGAGEMENT WITH THE NYOTA FUND PROGRAM: BY INCOME & EMPLOYMENT STATUS



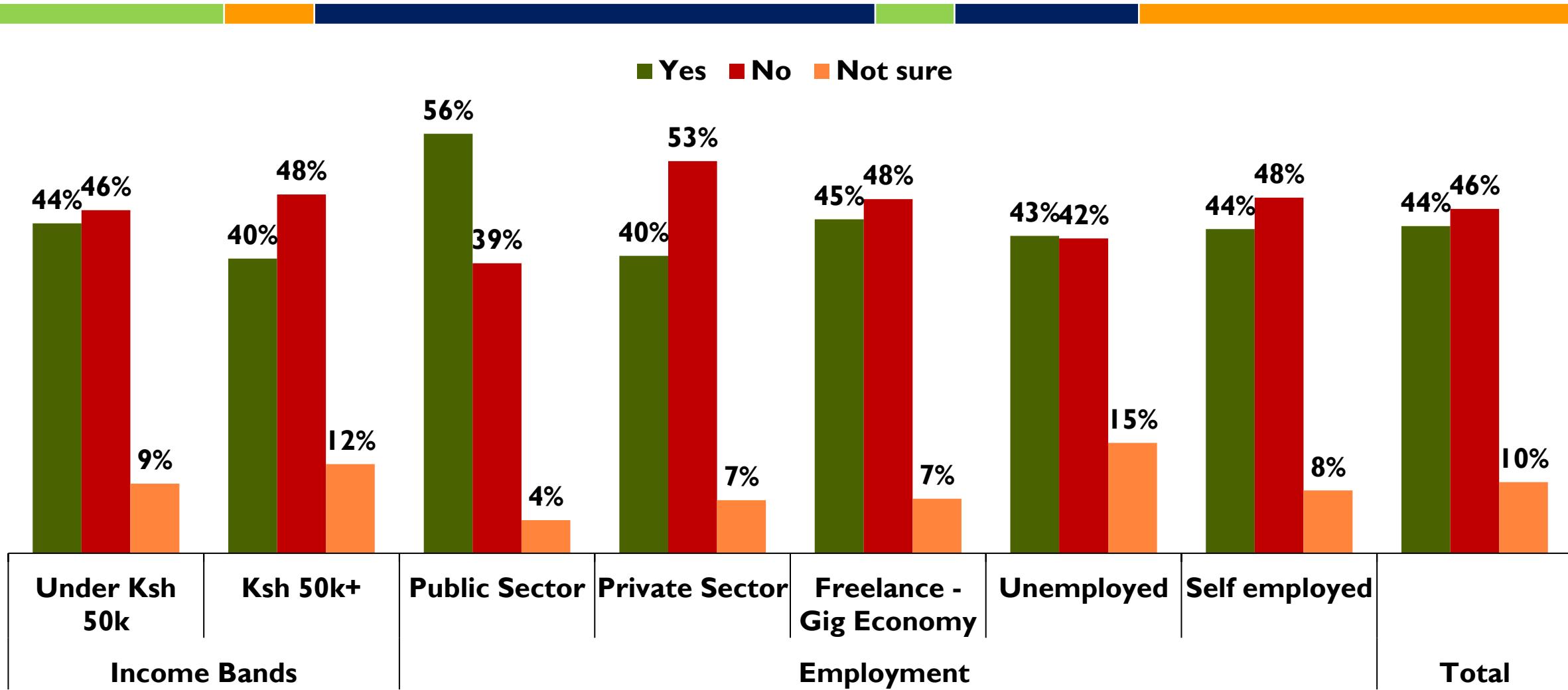
# PERCEIVED FAIRNESS OF NYOTA FUND ELIGIBILITY CRITERIA



# 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

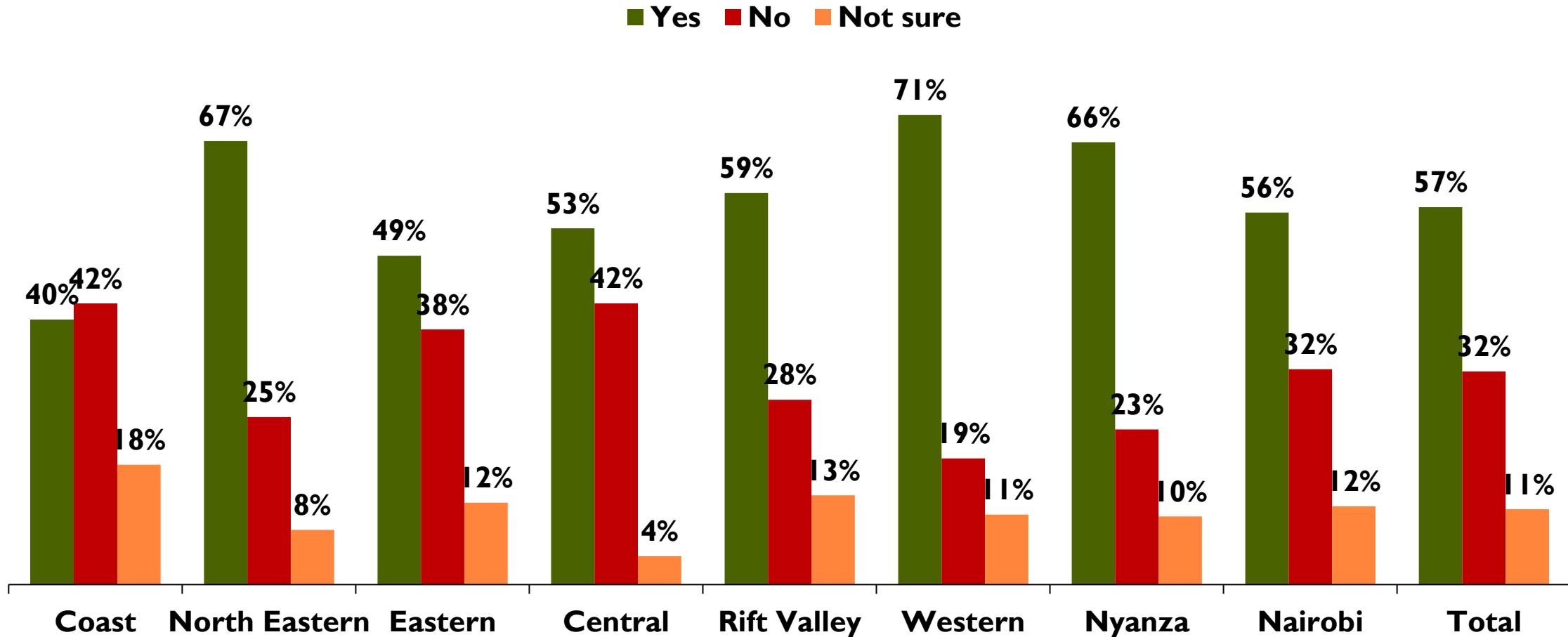


Does the in-person validation effectively prevent fraud without creating barriers?

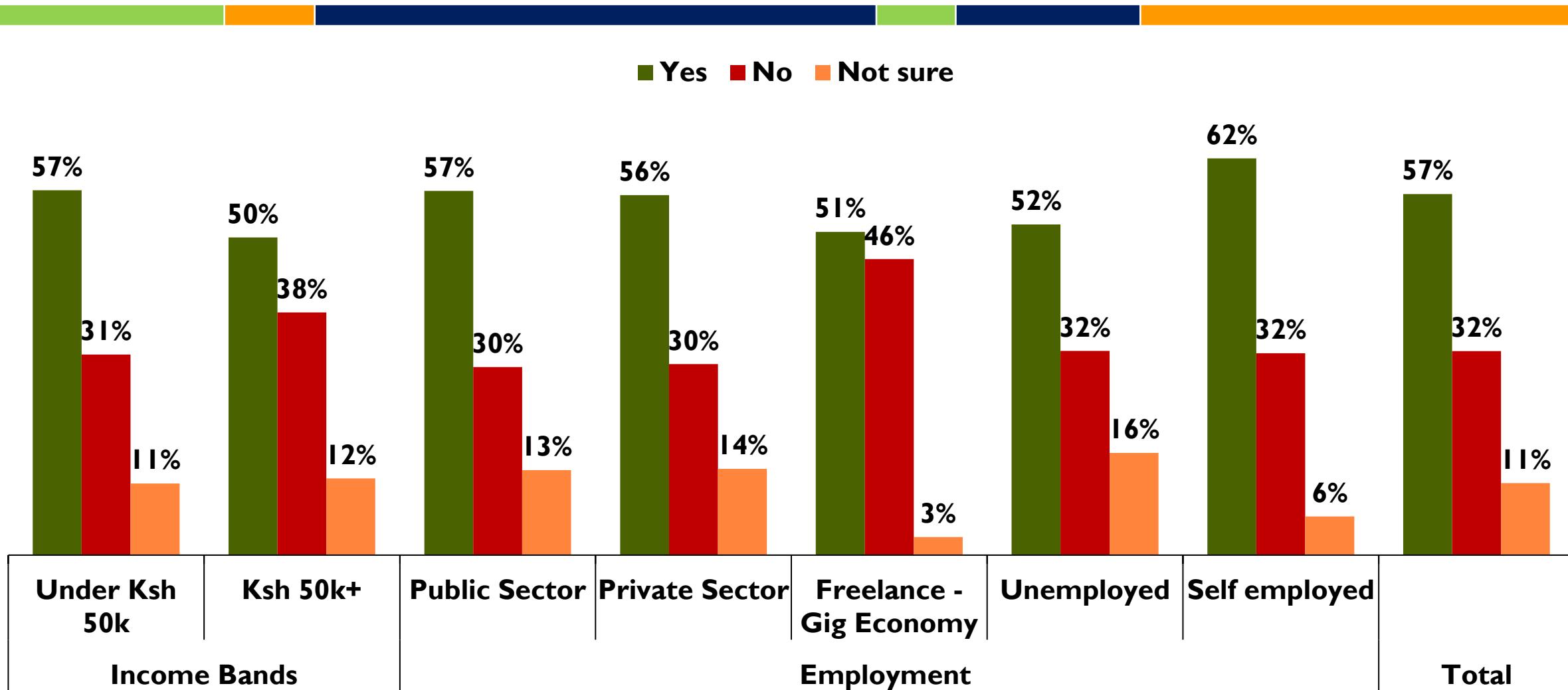
**57%**  
YES



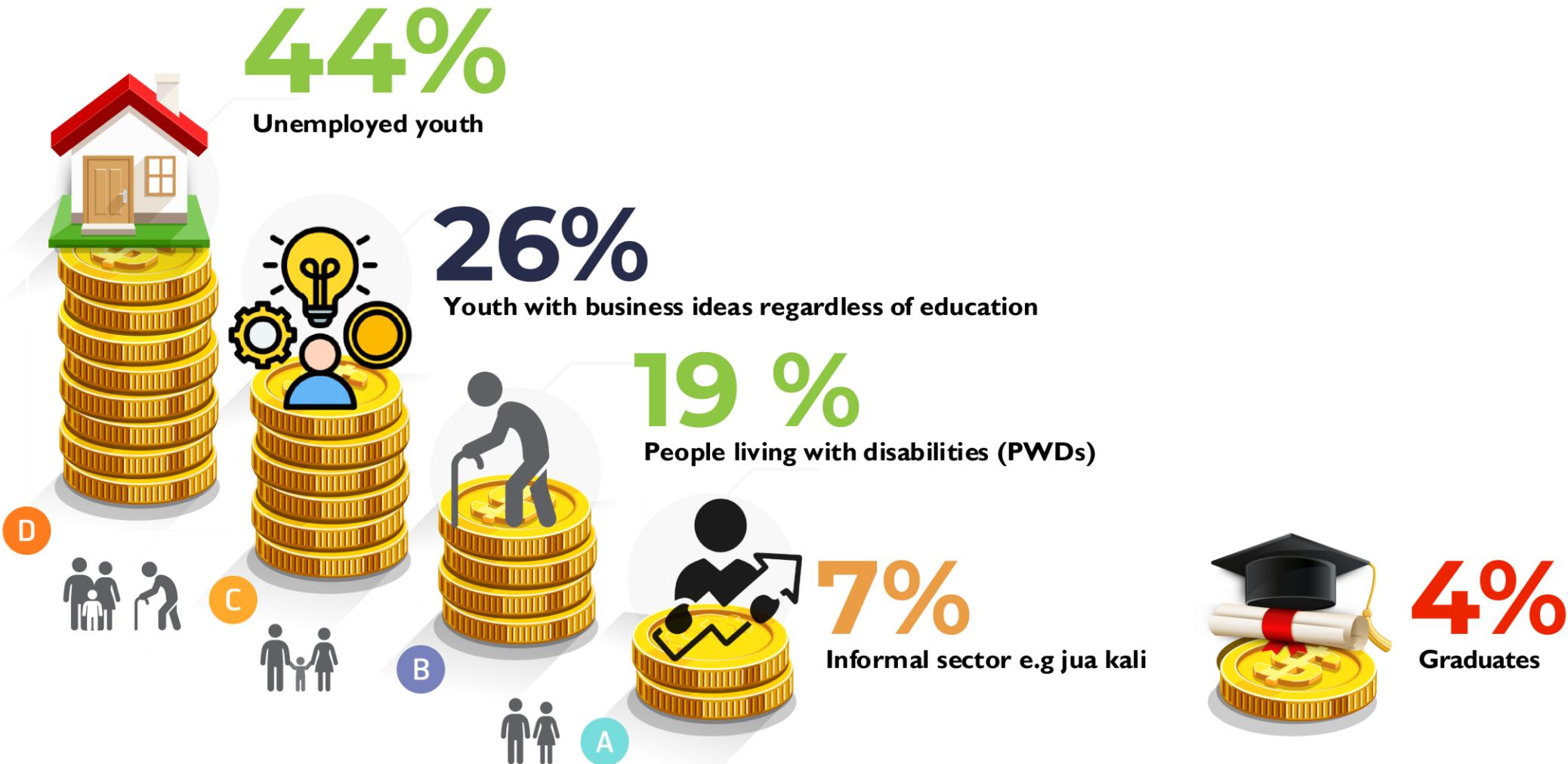
# EFFECTIVENESS OF IN-PERSON VALIDATION IN NYOTA FUND: BY REGION



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



# PRIORITY GROUPS FOR NYOTA FUND SUPPORT

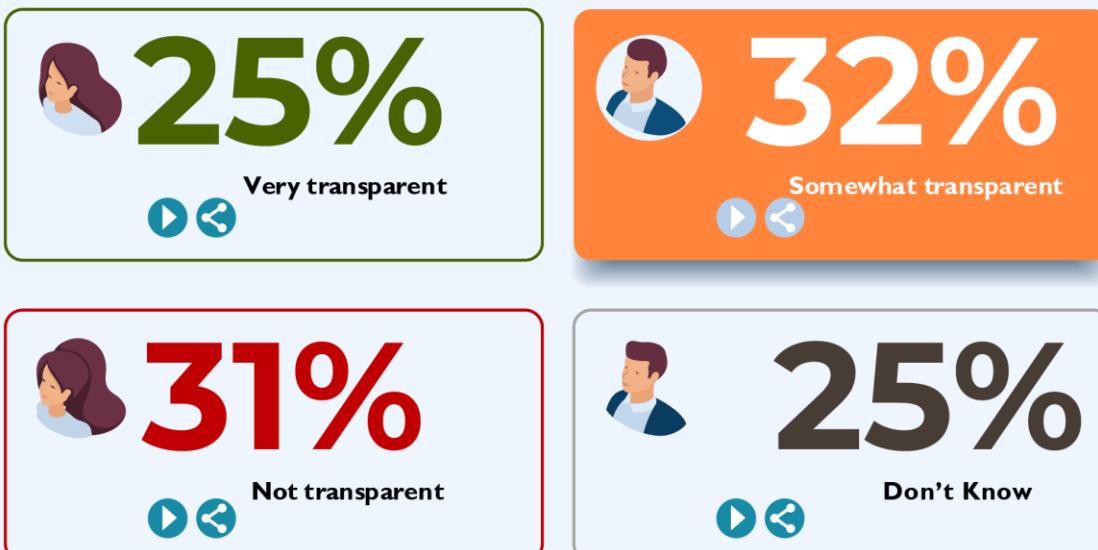


	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
Unemployed youth	52%	55%	41%	48%	45%	37%	43%	38%	44%
Youth with business ideas regardless of education	27%	9%	28%	16%	35%	31%	17%	25%	26%
People living with disabilities (PWDs)	19%	19%	17%	26%	13%	23%	30%	14%	19%
Informal sector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

# 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		
<b>Unemployed youth</b>	44%	45%	61%	44%	37%	42%	41%		44%
<b>Youth with business ideas regardless of education</b>	26%	31%	19%	33%	20%	28%	22%		26%
<b>People living with disabilities (PWDs)</b>	21%	5%	8%	16%	28%	20%	23%		19%
<b>Informal sector e.g jua kali</b>	6%	14%	11%	4%	3%	5%	10%		7%
<b>Graduates</b>	4%	5%	-	3%	12%	4%	3%		4%

# PUBLIC ASSESSMENT OF NYOTA FUND PROCESS TRANSPARENCY



# PUBLIC ASSESSMENT OF NYOTA FUND PROCESS TRANSPARENCY: BY REGION

	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
<b>Very transparent</b>	20%	16%	16%	21%	30%	38%	22%	34%	25%
<b>Somewhat transparent</b>	23%	33%	34%	37%	29%	36%	29%	40%	32%
<b>Not transparent</b>	42%	34%	35%	31%	29%	21%	39%	21%	31%
<b>Don't know</b>	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

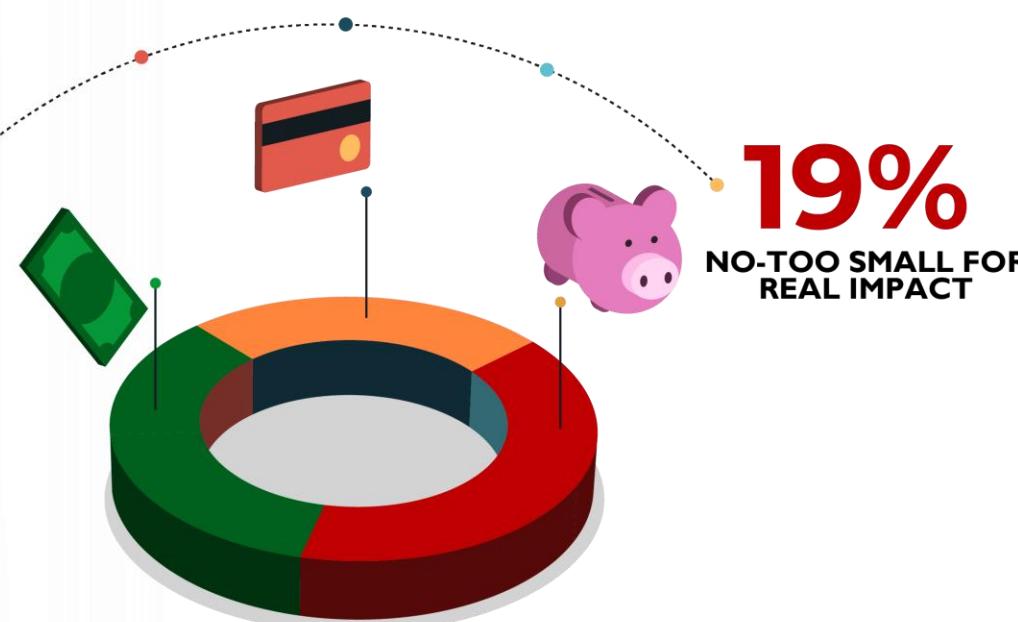


**77%**  
YES- ENOUGH  
TO BEGIN

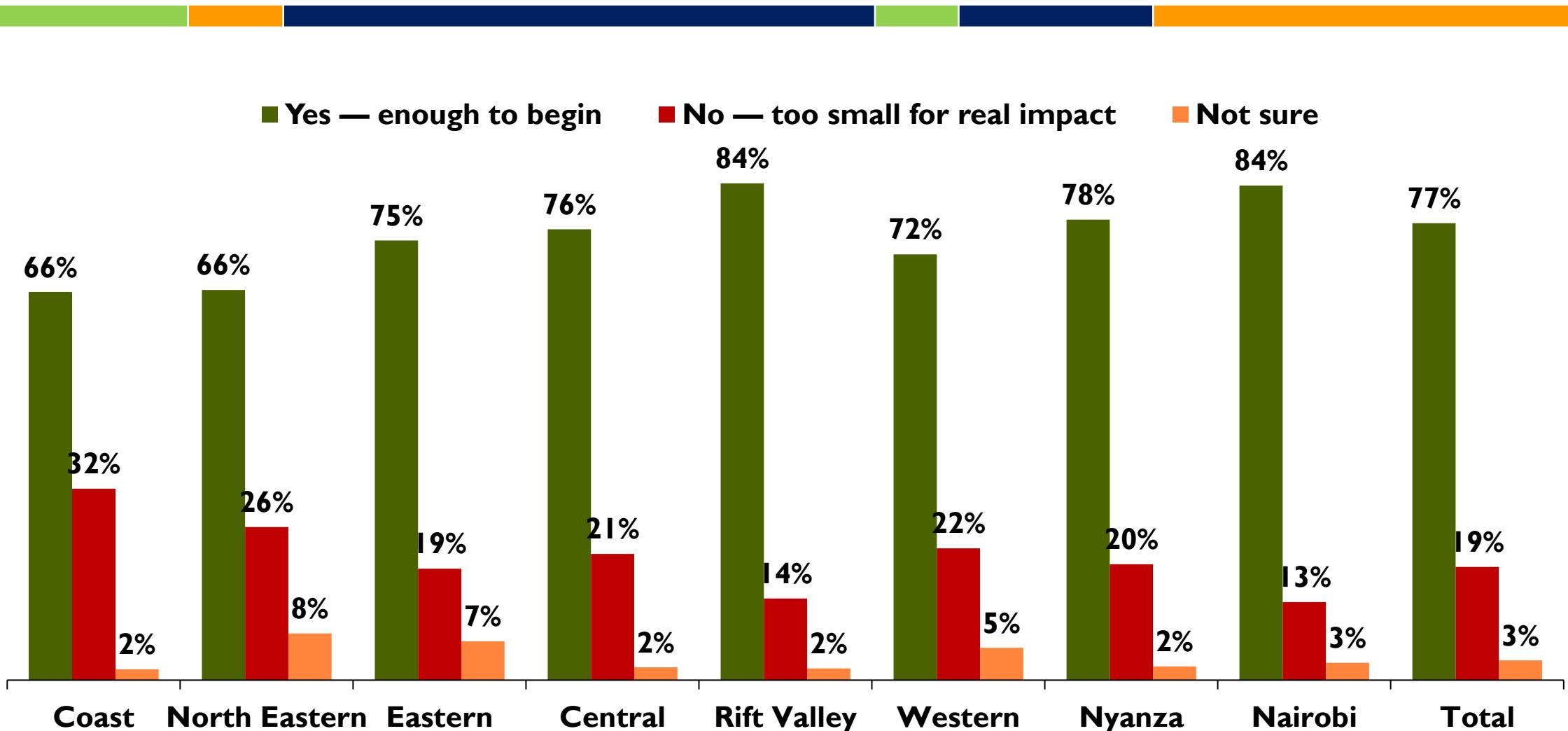


**3%**  
NOT SURE

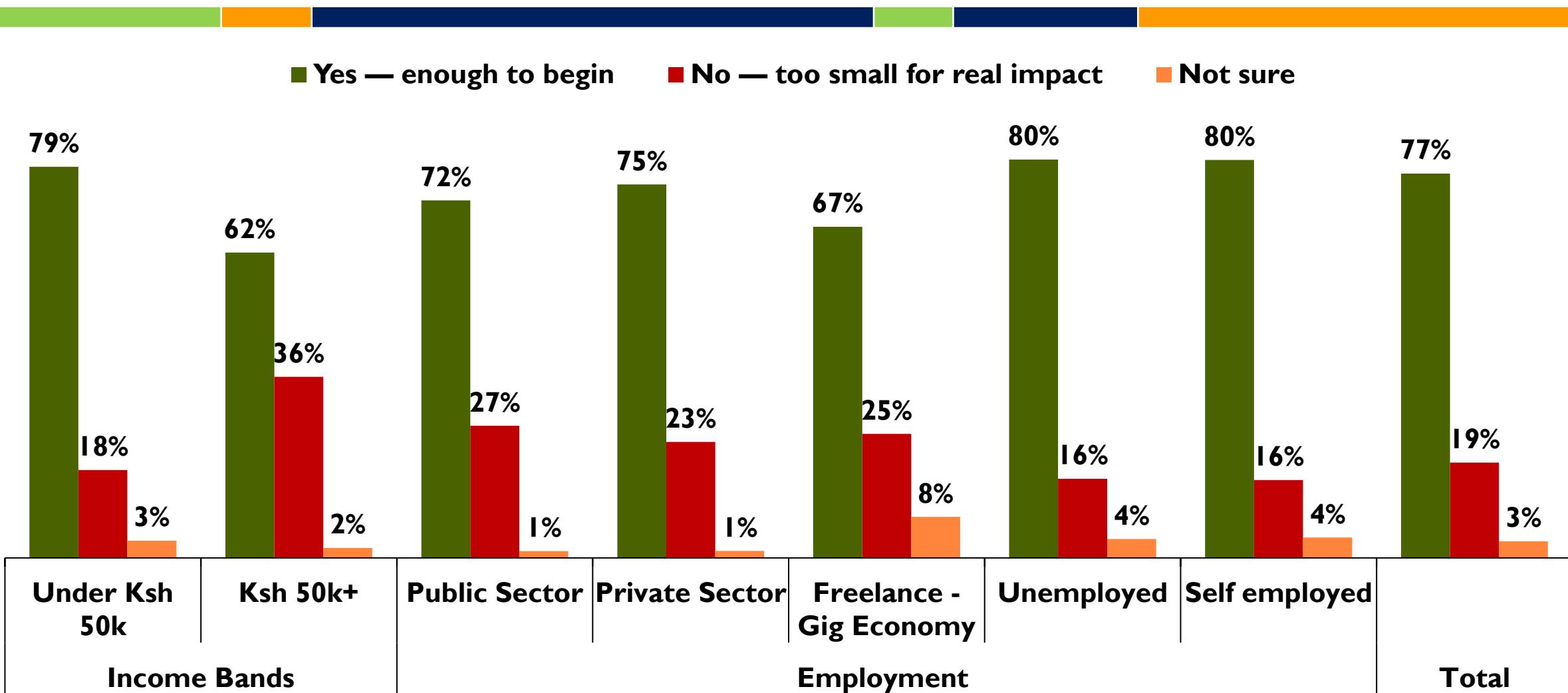
**19%**  
NO-TOO SMALL FOR  
REAL IMPACT



# SUFFICIENCY OF NYOTA FUND STARTUP GRANT: BY REGION



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



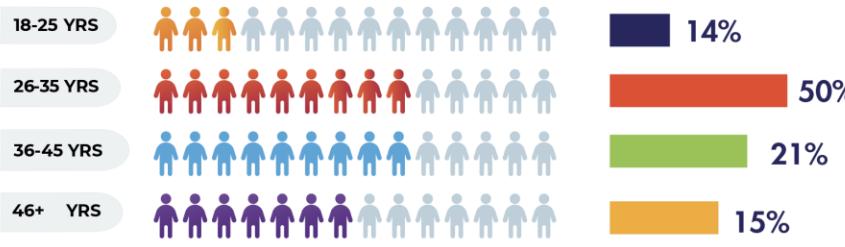


# SURVEY DEMOGRAPHICS

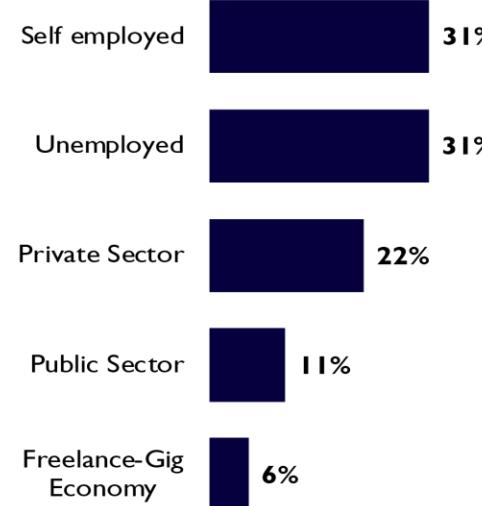


## POLL DEMOGRAPHICS

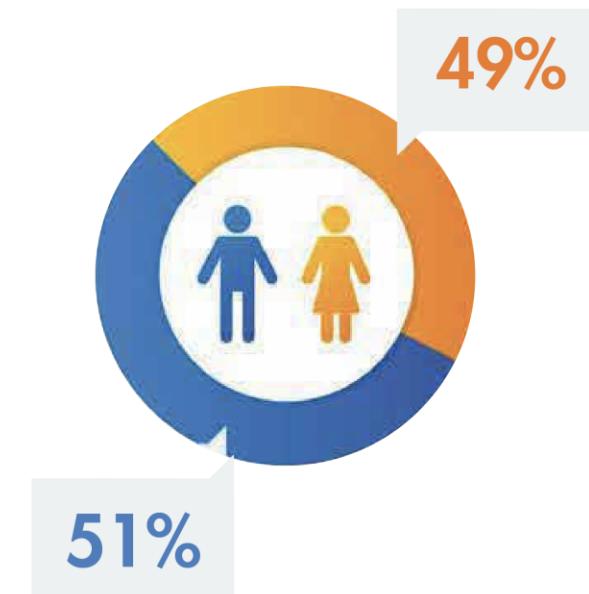
### Age



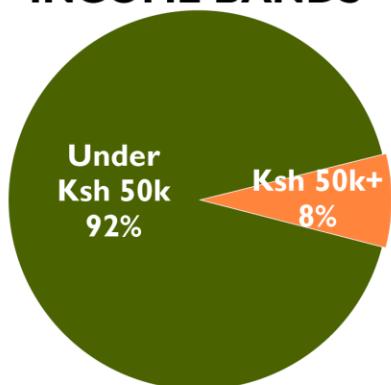
### EMPLOYMENT



### Gender



### INCOME BANDS





Thank  
you!

 +254 202 3389 88

 [info@infotrakresearch.com](mailto:info@infotrakresearch.com)

 [www.infotrakresearch.com](http://www.infotrakresearch.com)

 Jacaranda Avenue



Infotrak Research & Consulting



**infotrak**  
Research & Consulting