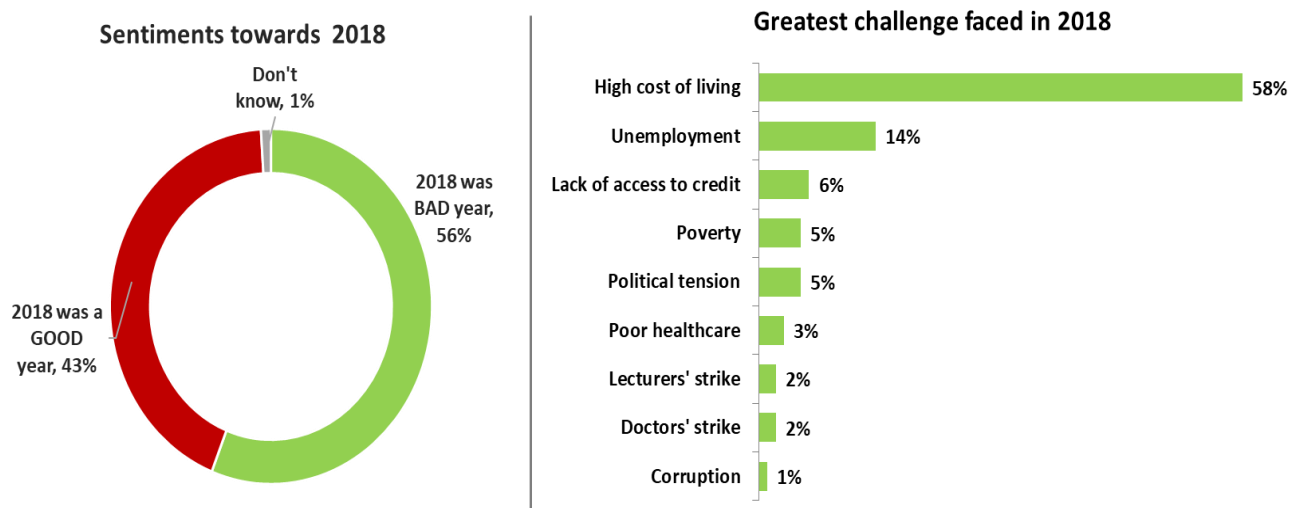


Press release, 27<sup>th</sup> December 2018

## Year End Poll: Kenyans lukewarm about 2018, high cost of living to blame

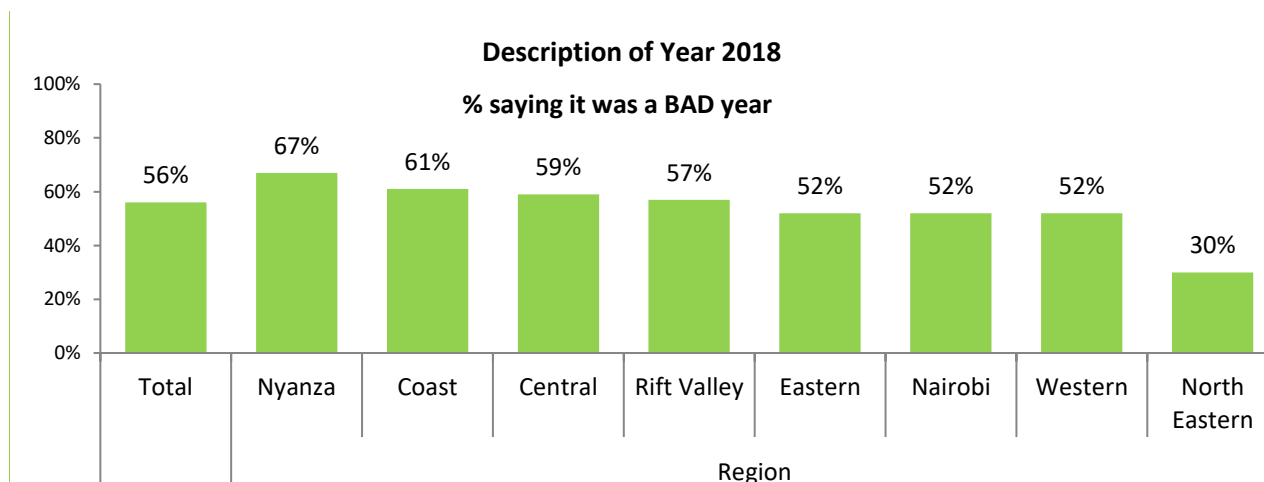
According to the TIFA year-end poll, majority of Kenyans (56%) describe year 2018 as a bad year whilst a significant proportion (43%) describe it as a good year. Findings of this study also show that the high cost of living (58%) was the main challenge faced during the year followed by unemployment (14%). A combination of these two coupled with lack of access to credit, and poverty had a negative impact on the livelihoods of Kenyans. The survey was conducted between the 19<sup>th</sup> and 21<sup>st</sup> December 2018 across a national sample of 1,267.



*Q: How would you describe the year 2018?*

*Q: Which was your greatest challenge in 2018?*

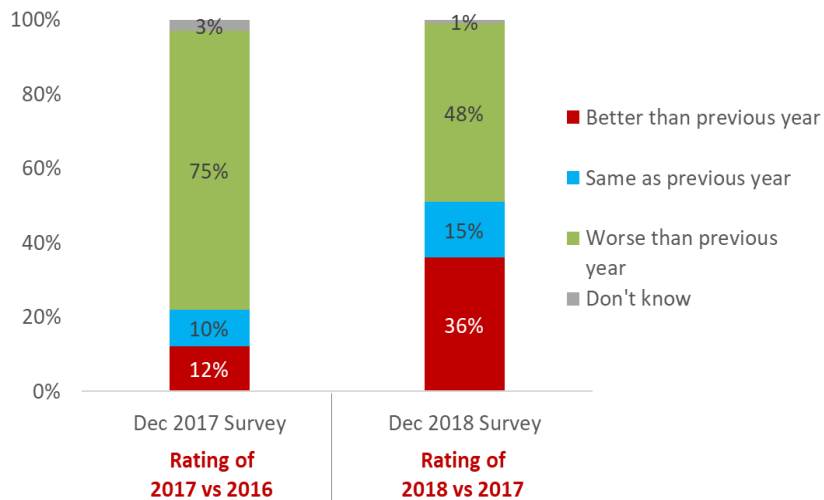
The bad year experience is observed across regions with Nyanza having the highest mentions (67%), followed by Coast (61%) and Central (59%) while North Eastern had the recorded least for this sentiment with 30% mentions.



*Q: How would you describe the year 2018?*

## 2018 was significantly better than 2017

The respondents were asked to compare the current year with the previous year. In the current survey, 36% of Kenyans feel that 2018 was better than 2017. A similar survey conducted last year shows that only 12% of Kenyans felt that 2017 was a better year than 2016. Comparing 2017 with 2018, there has been a significant increase on “better” ratings from 12% to 36% and a decline in “worse” ratings from 75% to 48%.

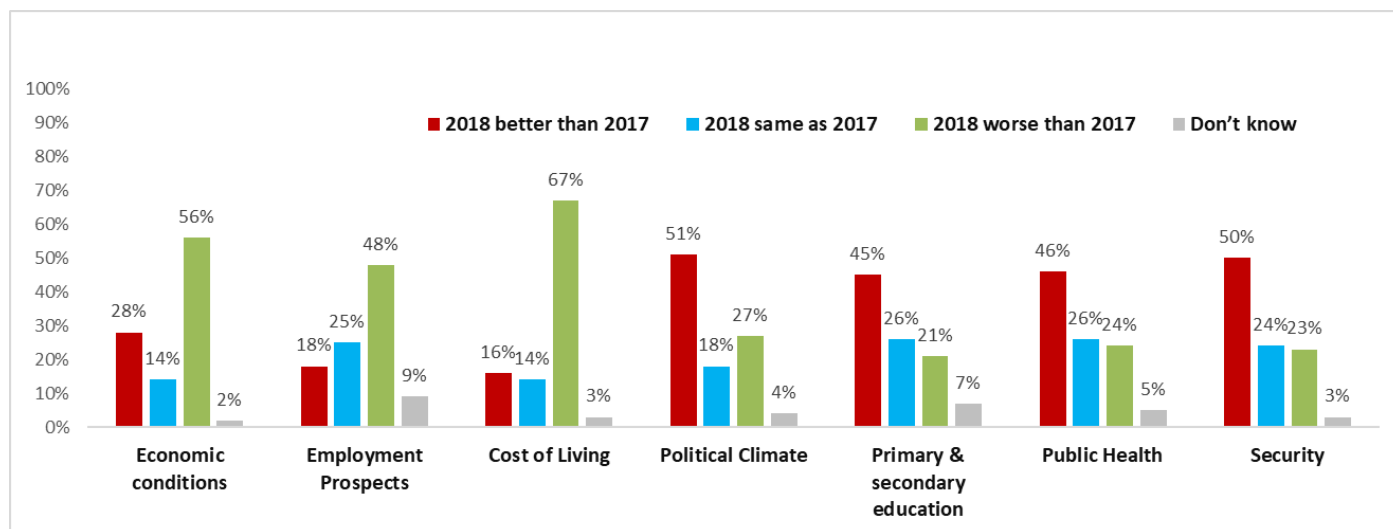


Q. Would you say that 2017 was better, worse or the same as 2016?  
 Q. Would you say that 2018 was better, worse or the same as 2017?

## The economy, unemployment and cost of living worsened in 2018

In the Year End Poll, Kenyans shared their sentiments on eight key indicators – the economy, employment, politics, cost of living, primary and secondary education, security and public health.

The survey findings show that economic conditions, employment prospects and the cost of living were worse in 2018 as compared to 2017.



Q. Would you say that 2018 was better, worse or the same as 2016 in the following areas?

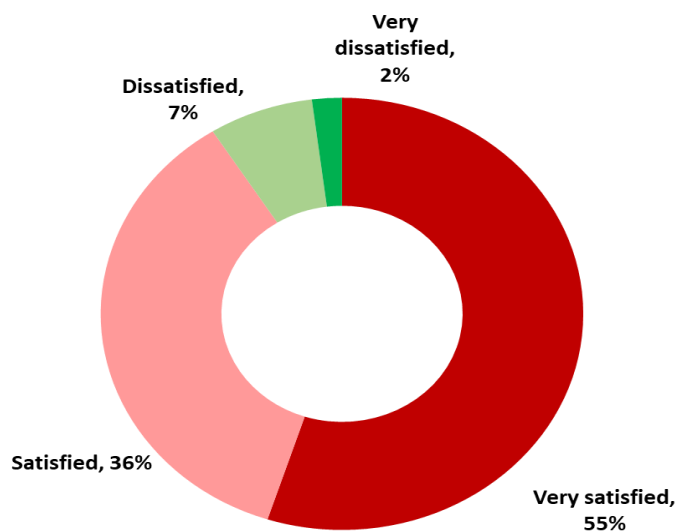
The indicator that deteriorated most was the high cost of living with 67% Kenyans indicating that it worsened. In November 2018, the 12-month inflation was at a high of 5.58<sup>1</sup> and this was after the introduction of VAT on petroleum products and also introduction of levies on mobile and cash transfers. The employment prospects had a poor rating. Notably, Kenyans were also hit by job losses as a number of companies downsized in a bid to stay afloat following a tough political year that affected the economy.

On the contrary, at least half of Kenyans felt that the political climate and security situation improved. 2017 was an election year, characterised by political tension with the peak being the two presidential elections, the swearing in of Raila Odinga as the people's president and secession demands by the NASA coalition. The tension dissipated in 2018 after the "handshake" between President Uhuru Kenyatta and opposition leader Raila Odinga, and they pledged to work together.

In the survey ratings, the education has below average scores as only 45% rate is as better than 2017. Therefore, the below average ratings in the chart above could be attributed to current debate on the roll out of the new competency-based curriculum. Efforts are being by the government to improve access to health services through the universal health care initiative. In spite of that, less than half of Kenyans felt that public health care was better in 2018 as compared to 2017. On the other hand, about a half of Kenyans feel that the security situation has improved.

## High satisfaction with examinations management

The study findings show that an overwhelming majority (91%) were either very satisfied or satisfied with the management of KCPE and KCSE.

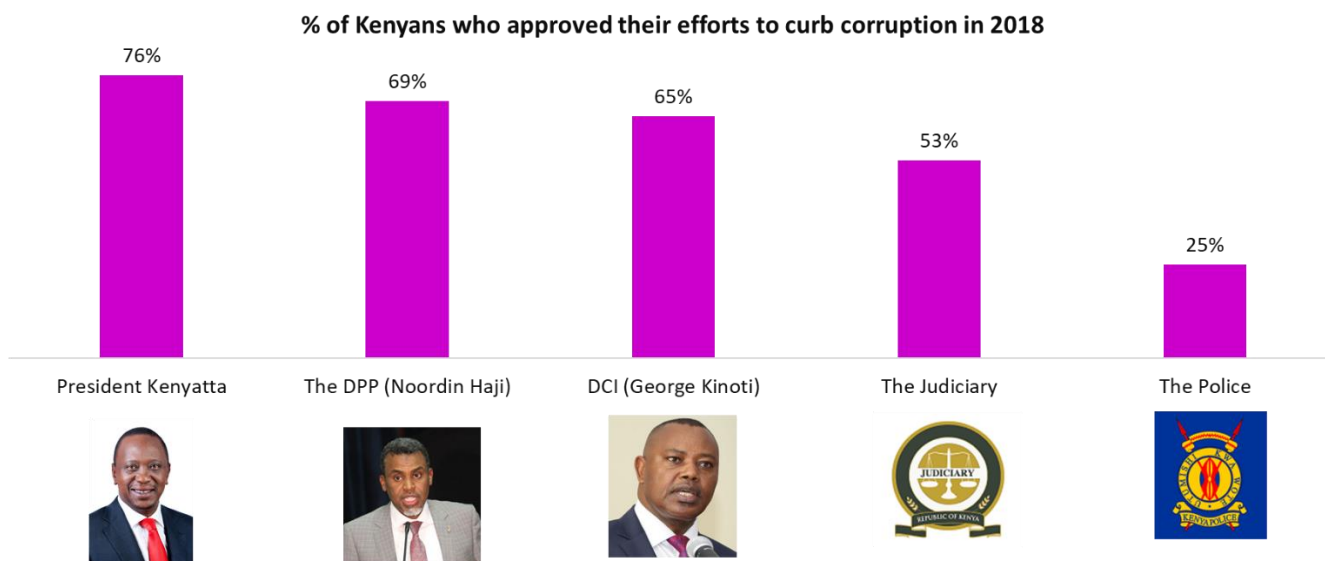


*Q. How satisfied were you with the management of 2018 KCPE & KCSE exams?*

<sup>1</sup> Source: Central Bank of Kenya

## Efforts to curb corruption: Uhuru, Haji and Kinoti rated highest

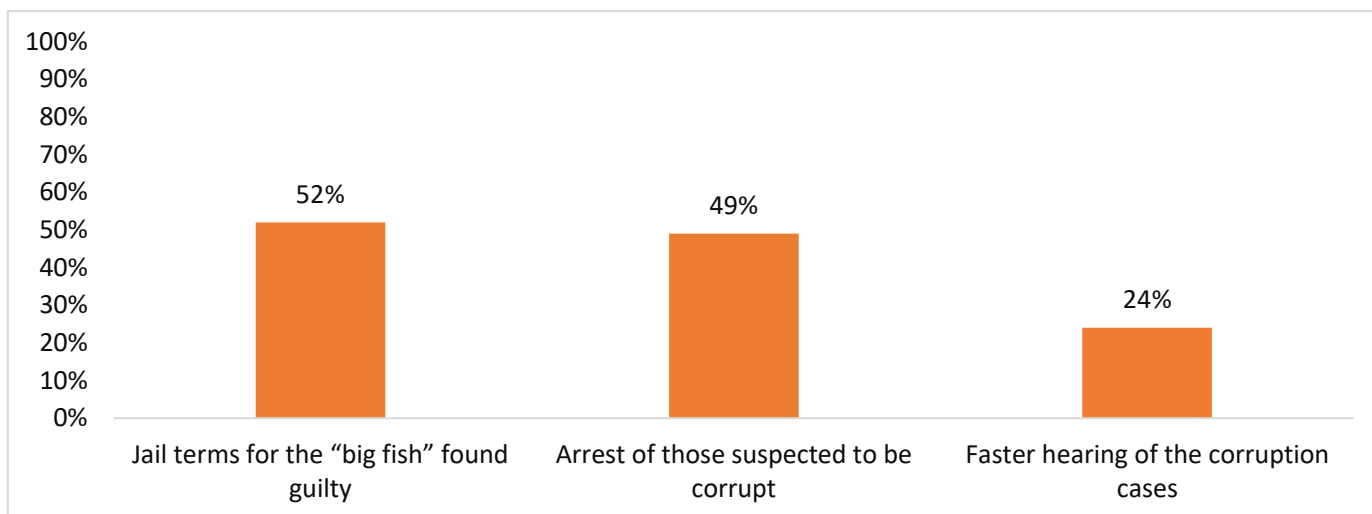
President Kenyatta has the highest approval rating for his efforts to curb corruption, followed by the DPP and DCI. The Judiciary is given a lukewarm approval rating and this could be driven by the long duration take to hear and conclude the corruption cases.



*Q. To what extent do you approve or disapprove of the following persons/institutions on their efforts to curb corruption?*

## Efforts to curb corruption: Kenyans want

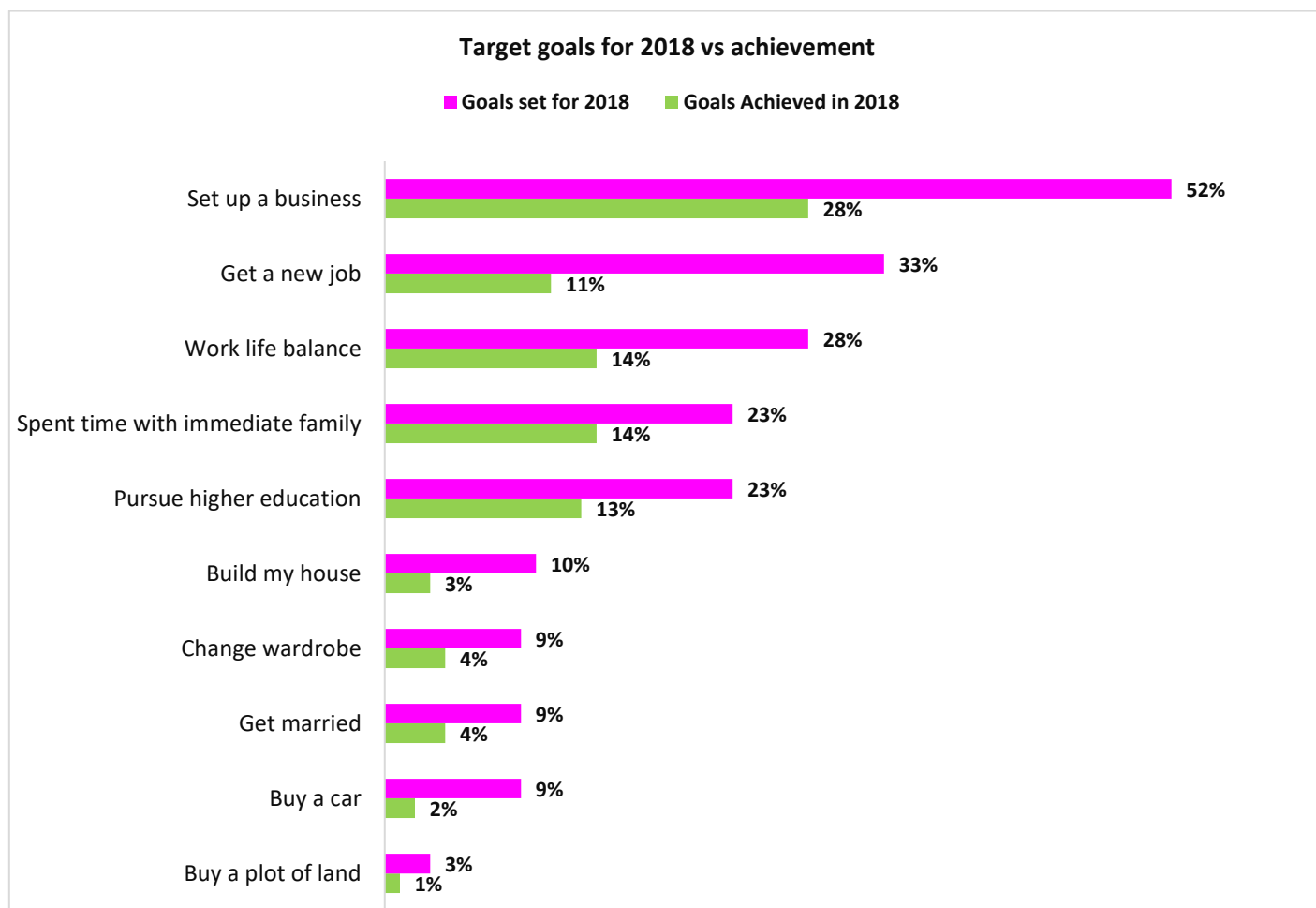
Kenyans want to see conclusive action on the corruption cases where those found guilty of grand corruption are jailed. They also welcome more arrests and faster hearing of corruption cases.



*Q. What should the Government of Kenya do to curb corruption?*

## Kenyans did not achieve their 2018 goals

A review was done of the goals the respondents set at the beginning of 2018 and whether they achieved them. Over half (52%) of Kenyans made a goal to set up a business but only half of them (28%) achieved this goal. In addition, 33% had a desire to get a new job but only 11% of the were able to achieve this. Most of the goals were not achieved as is illustrated in the chart below.



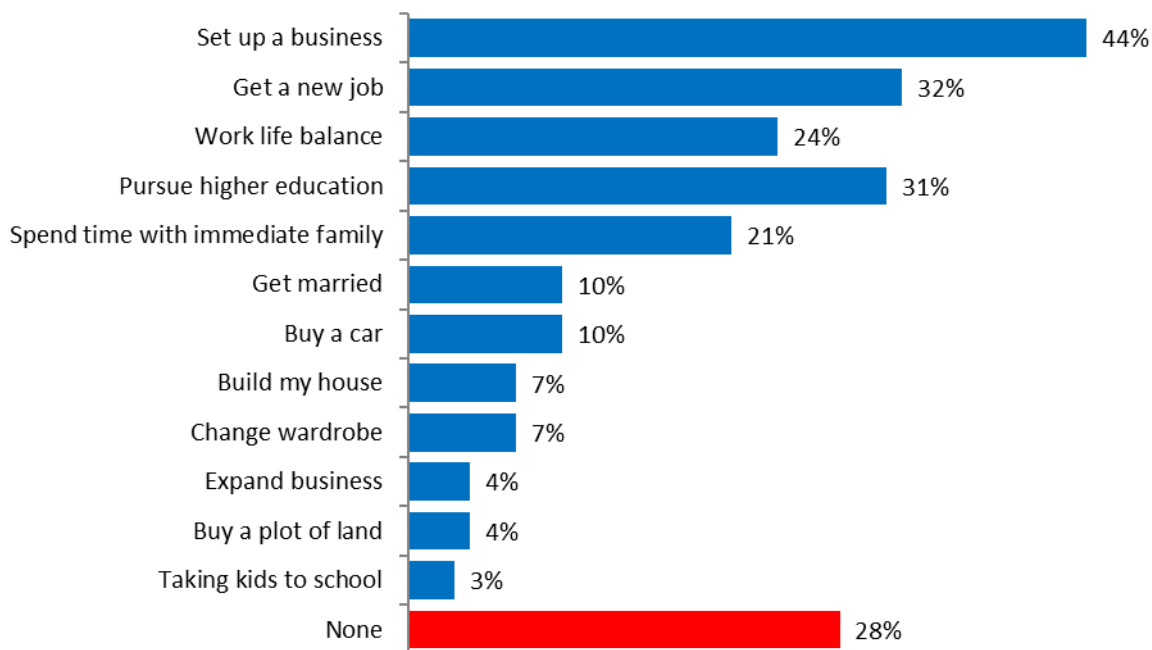
*Q. Looking at your New Year's resolution that you made for 2018, what are the top 3 things that you hoped to achieve?*

*Q. Which of these goals did you achieve?*



## 2019 Resolutions: setting up a business and job hunting are top

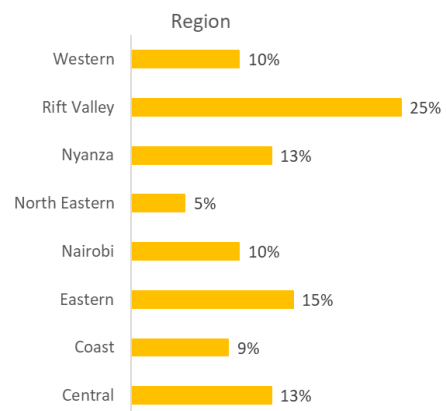
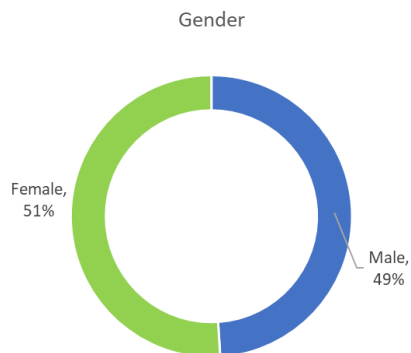
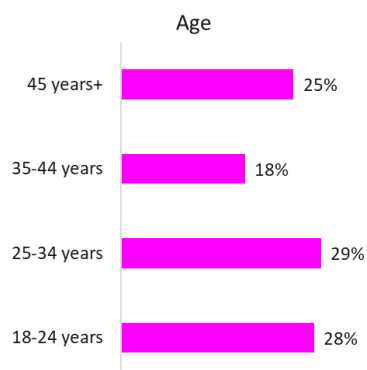
Looking at the goals for 2019, four out ten Kenyans (44%) intend to set up a business. This is followed by getting a new job (32%) and work life balance (24%). However, its observed that almost third (28%) of Kenyans still do not have new year resolutions.



*Q: Looking at your New Year's resolution for 2019, what are the top 3 things that you hope to achieve?*

## New Year Survey Methodology and Demographics

The target population for this survey was Kenyans aged 18 years and above. The sample size was 1,267 respondents living in urban and rural areas. The margin-of-error attributed to sampling and other random effects of this poll's sample size is +/- 3 with a 95% confidence level. The fieldwork for this survey was conducted between 19<sup>th</sup> and 21<sup>st</sup> December 2018. Data was collected through face to face interviews. TIFA Research Kenya funded the survey.



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