



Kenyans' perceptions towards 2018 and their aspirations for 2019 #YearEndPoll

27th December 2018

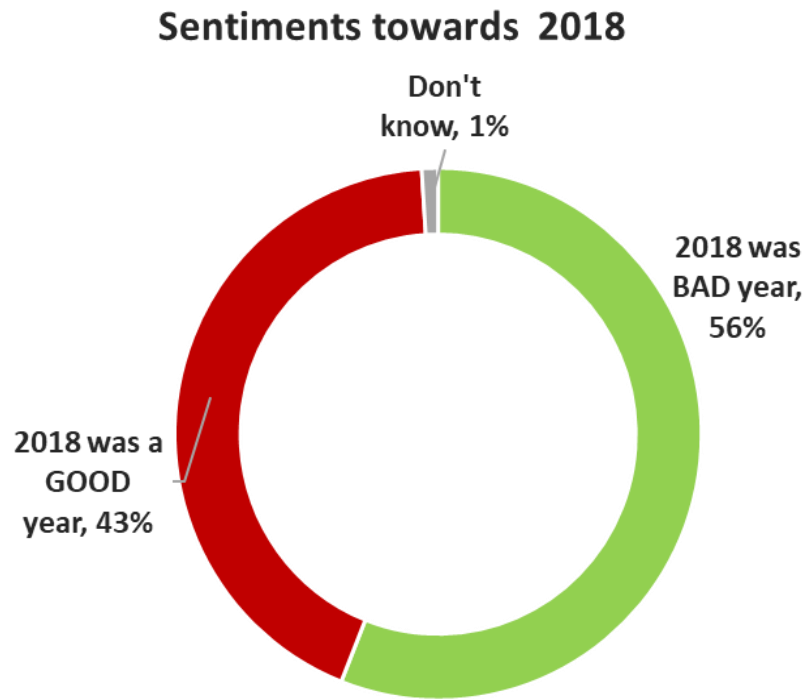
Contents of the #YearEndPoll

- ❑ Comparing 2018 and 2017, which was a better year?
- ❑ What was the greatest challenge Kenyans faced in 2018?
- ❑ What do Kenyans feel about the cost of living, employment prospects, public health, security and education in 2018?
- ❑ How do Kenyans rate individuals and institutions fighting corruption?
- ❑ Did Kenyans achieve their resolutions they set for 2018?
- ❑ What are their resolutions for 2019?

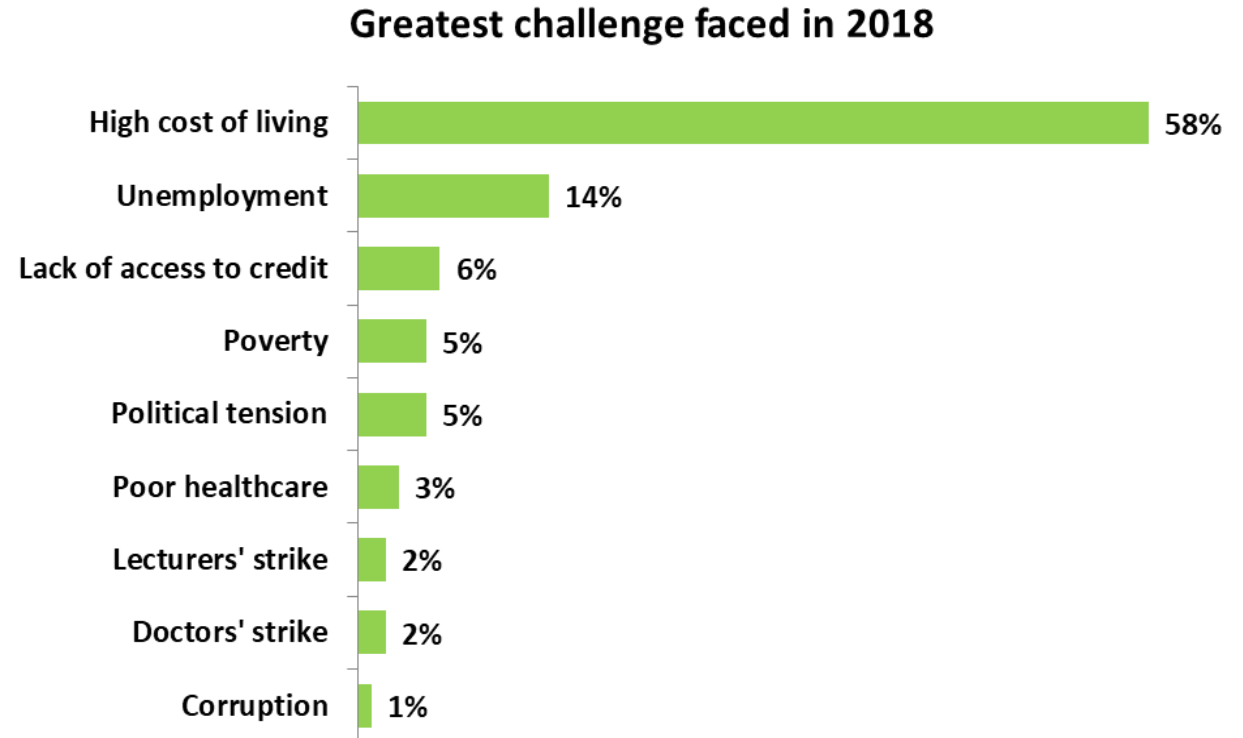


#YearEndPoll: Kenyans lukewarm about 2018, high cost of living to blame

Q: How would you describe the year 2018?

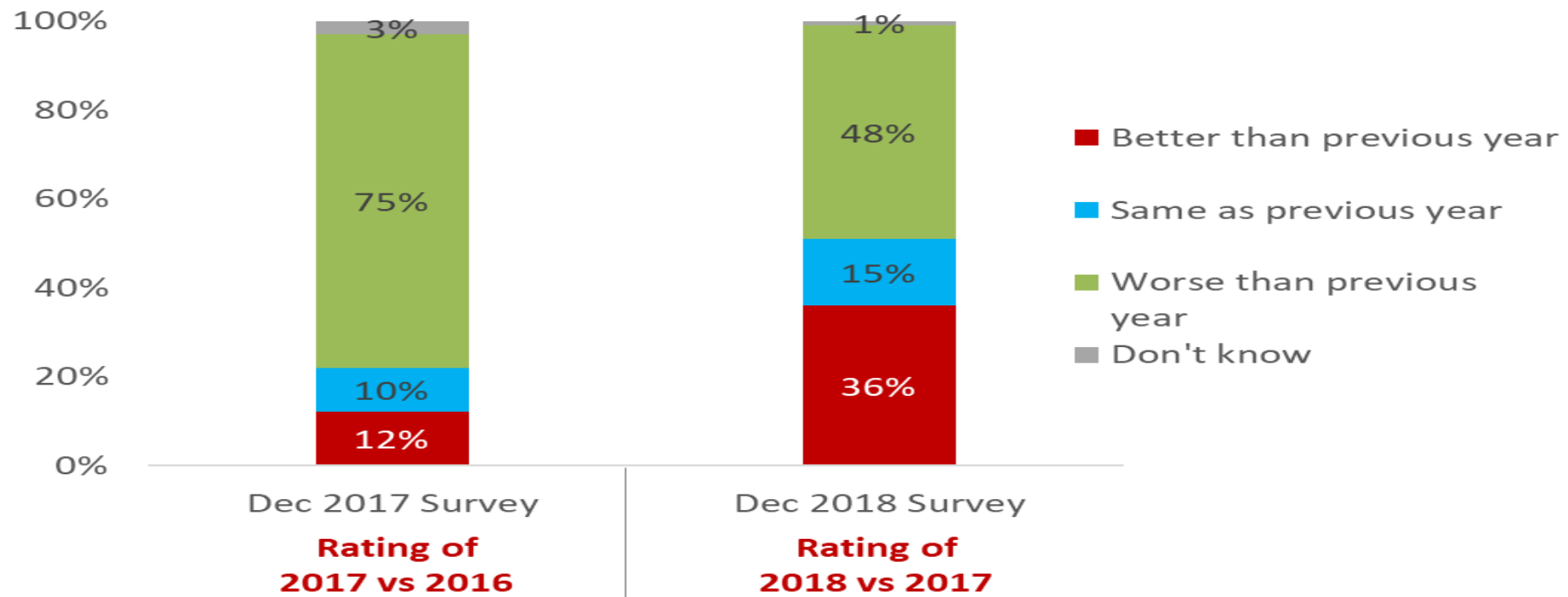


Q: Which was your greatest challenge in 2018?



Majority of Kenyans (56%) describe 2018 as a bad year, with the high cost of living being greatest challenge they faced.

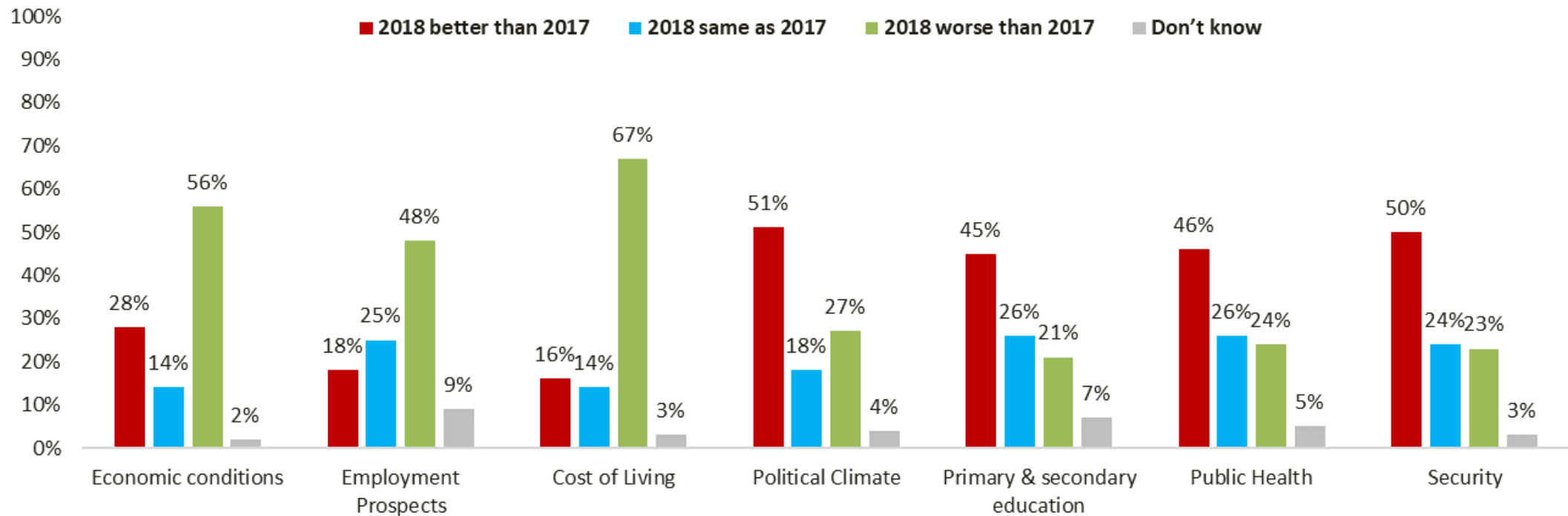
#YearEndPoll: 2018 was significantly better than 2017



- Comparing 2017 to 2018, there was a significant increase on “better” ratings from 12% to 36% and a decline in “worse” ratings from 75% to 48%.

#YearEndPoll: The economy, unemployment & the cost of living worsened in 2018

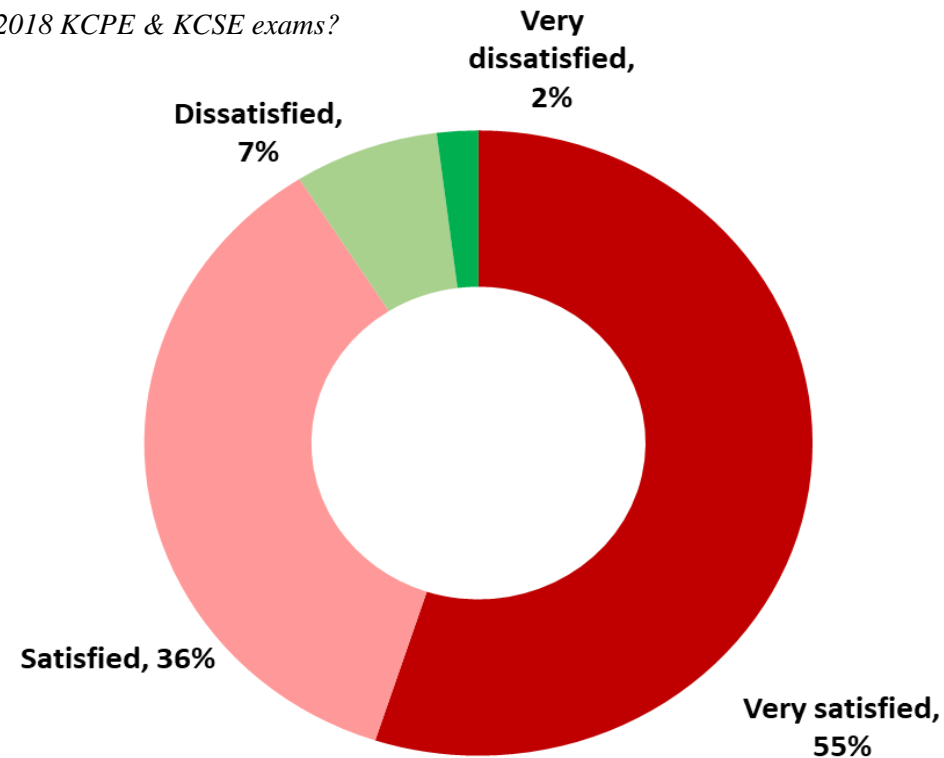
Would you say that 2018 was better, worse or the same as 2017 in the following areas?



- ❑ Economic conditions, employment prospects and the cost of living worsened in 2018.
- ❑ At least half of Kenyans felt that the political climate and security situation improved in 2018.

#YearEndPoll: Examinations were well managed

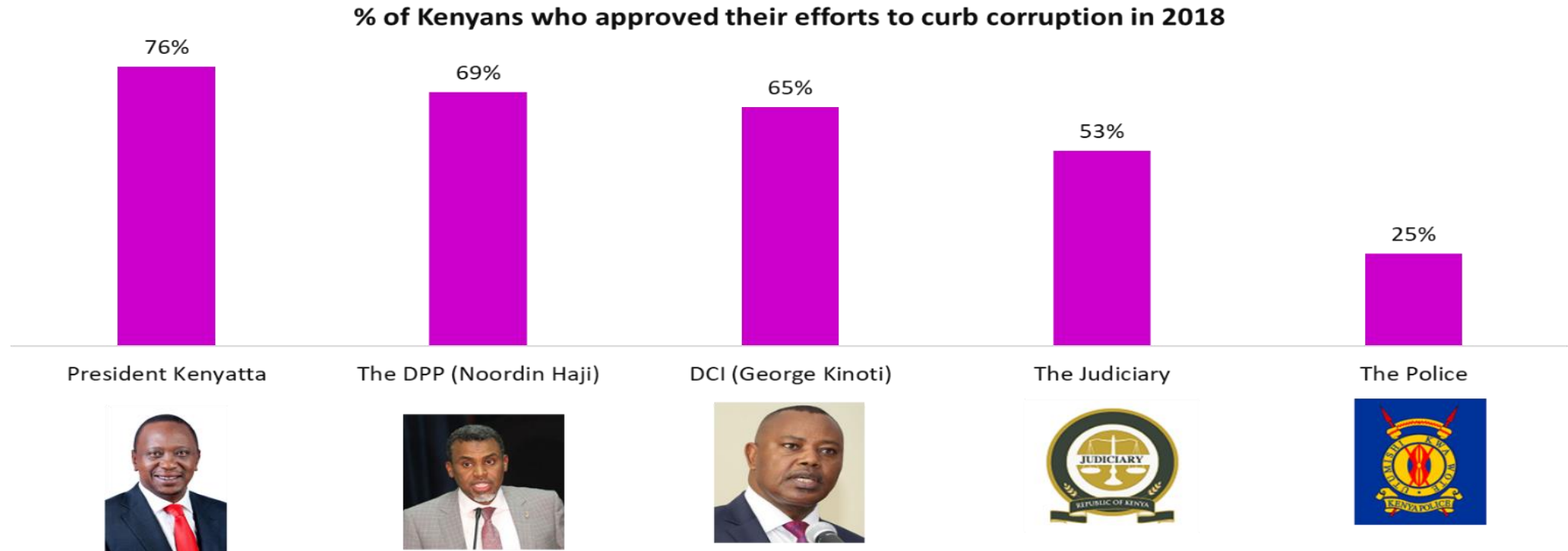
Q. How satisfied were you with the management of the 2018 KCPE & KCSE exams?



- ❑ An overwhelming majority (91%) of Kenyans were either very satisfied or satisfied with the management of KCPE and KCSE.

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

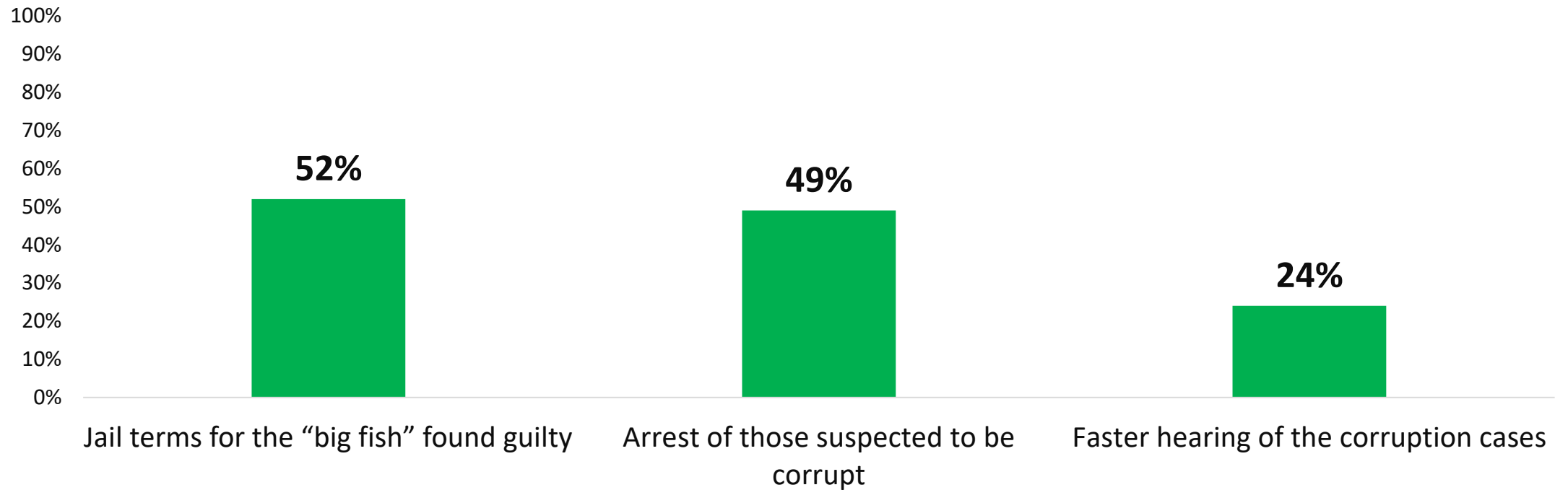
To what extent do you approve or disapprove of the following persons/institutions efforts on corruption?



- ❑ 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 rating and this mainly driven by the duration take to conclude on corruption cases.

#YearEndPoll: Jail terms for those found guilty of corruption

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

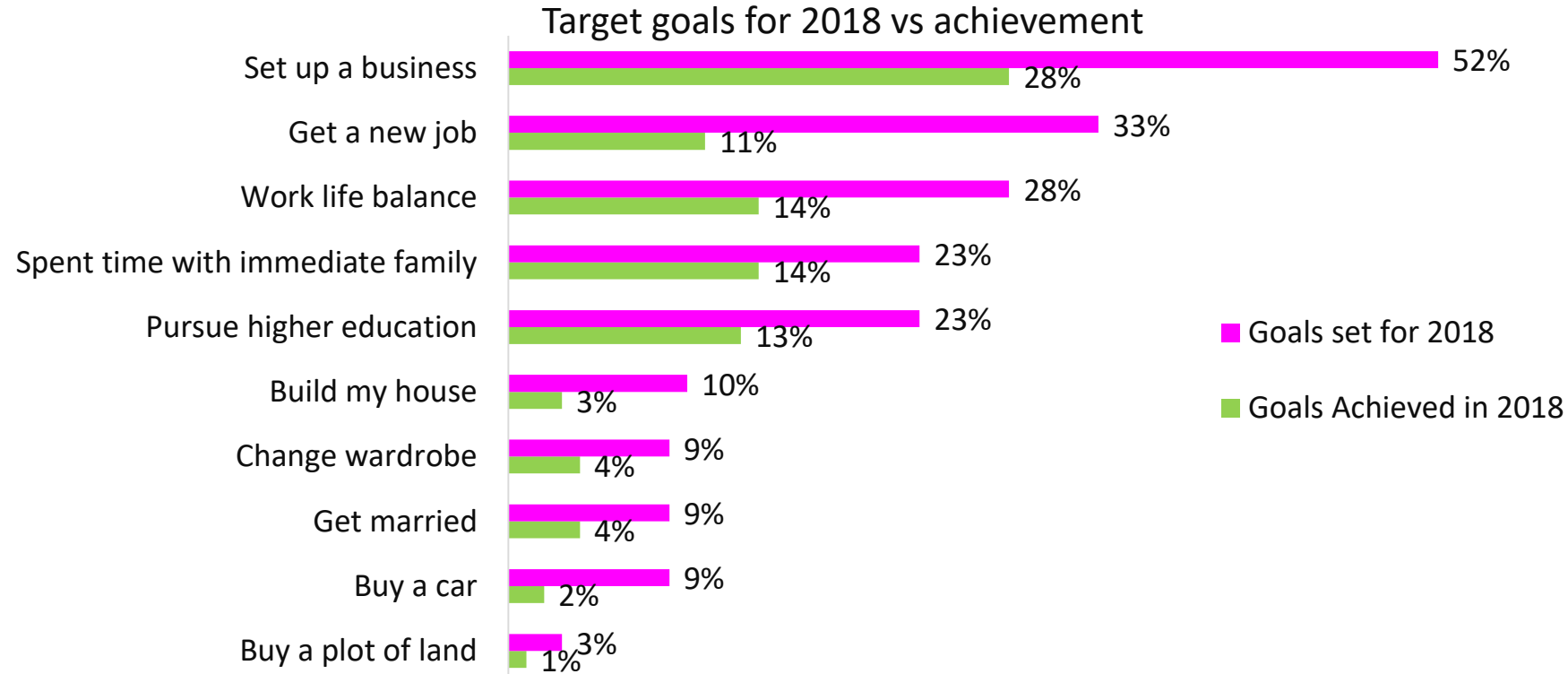


- President Kenyatta has the highest approval rating for his efforts to curb corruption. This is followed by the DPP and DCI.
- The Judiciary is given a lukewarm rating and this could be driven by the long duration take to finalize on corruption cases.

#YearEndPoll: Kenyans did not achieve their 2018 goals

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

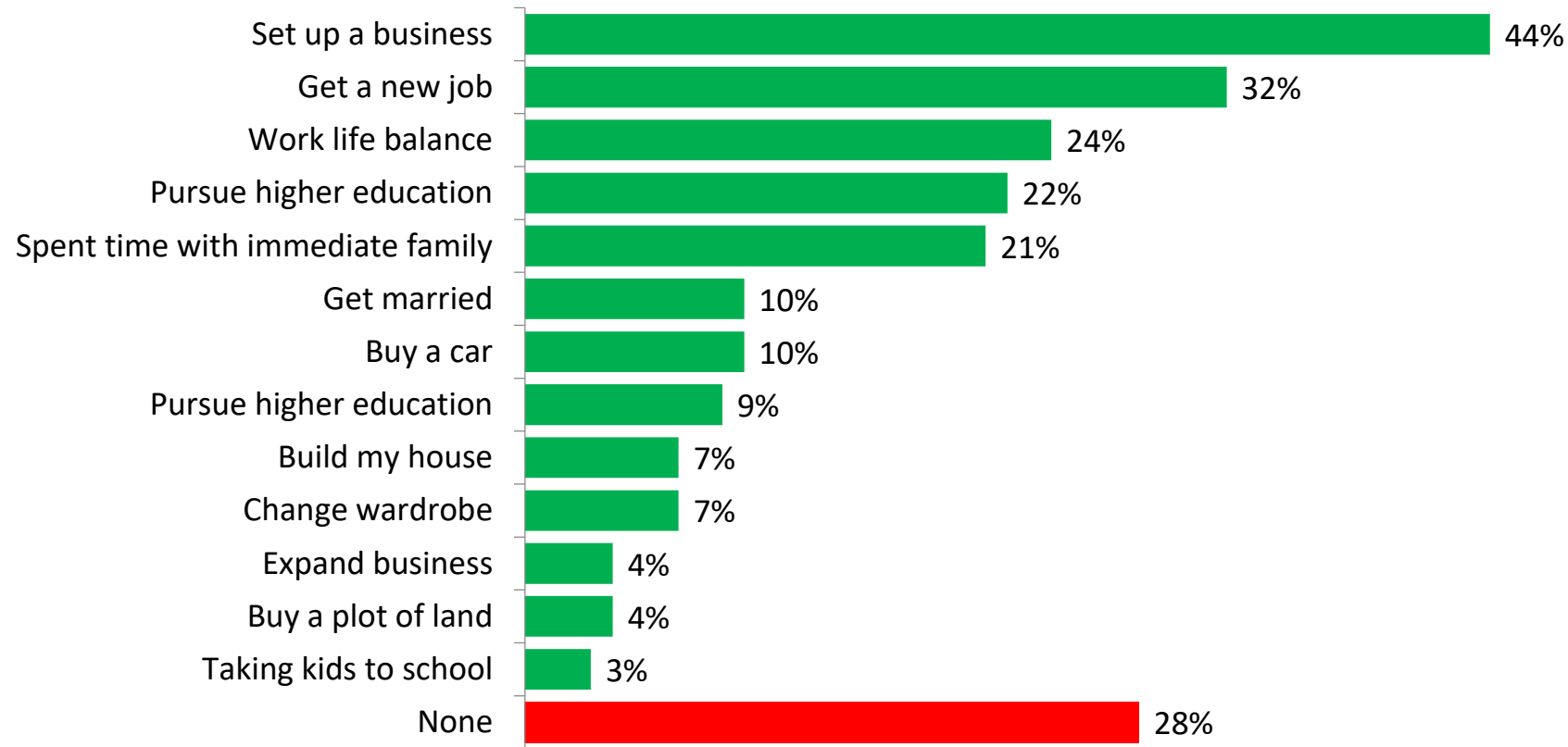
Q. Which of these goals did you achieve?



- ❑ Over half (52%) of Kenyans made a goal to set up a business but only half of them (28%) did so.
- ❑ 33% had a desire to get a new job but only 11% of the were able to achieve this.

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

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



□ In 2019, four out ten Kenyans (44%) intend to set up a business. This is followed by getting a new job (33%) and achieving work life balance (28%). Notability, its observed that almost third of Kenyans still do not have new year resolutions

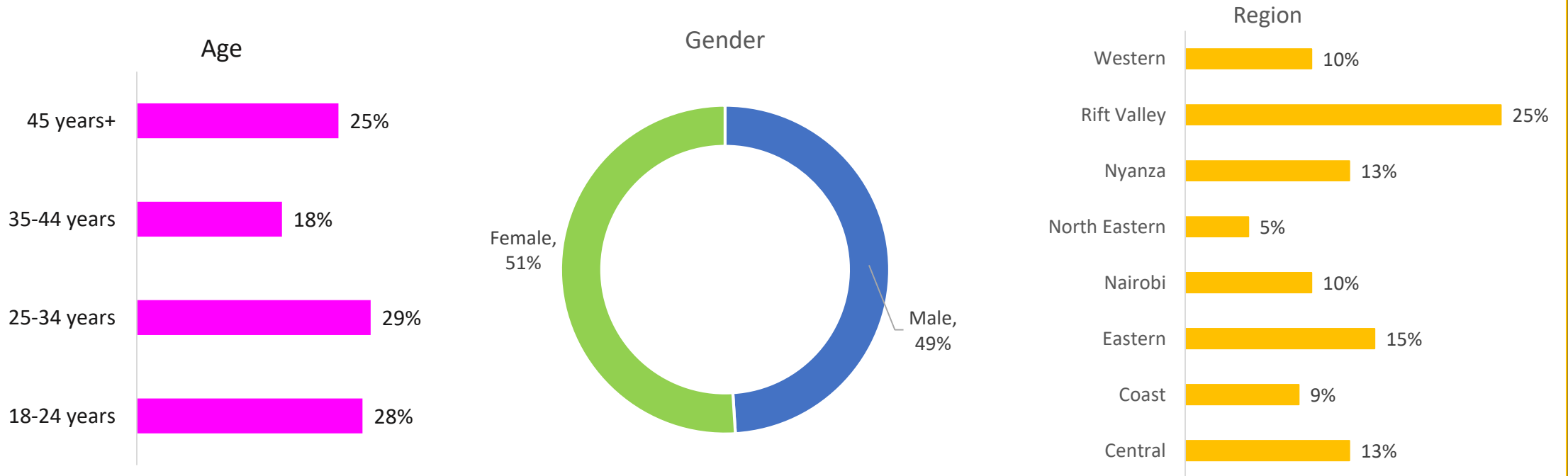


#YearEndPoll: Methodology

- ❑ 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 19th and 21st December 2018.
- ❑ Data was collected through face to face interviews.
- ❑ TIFA Research Kenya funded the survey



Respondents' Demographics



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