



## #YearEndPoll

**Kenyans lukewarm about 2019 as most consider a Referendum as the most ideal alternative to decide on the BBI proposals**

**30<sup>th</sup> December 2019**

# Contents of the #YearEndPoll

- ❑ Comparing 2019 and 2018, which was a better year?
- ❑ What was the greatest challenge Kenyans faced in 2019?
- ❑ What did Kenyans feel about the cost of living, employment prospects, public health, security and education in 2019?
- ❑ Did Kenyans achieve their resolutions they set for 2019?
- ❑ What are their resolutions for 2020?
- ❑ How do Kenyans feel is the best direction to take for the Building Bridges Initiative (BBI) proposals?

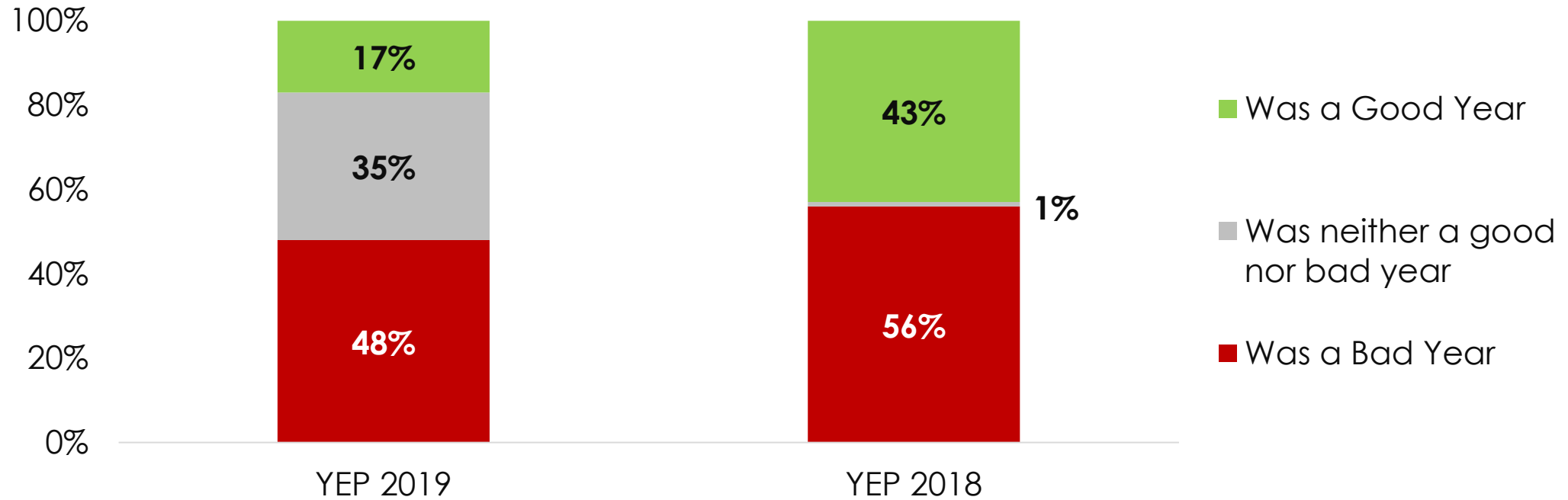




# Kenyans perceptions' towards 2019

# Kenyans lukewarm about 2019

## Year End Poll (YEP) Sentiments : 2019 vs 2018



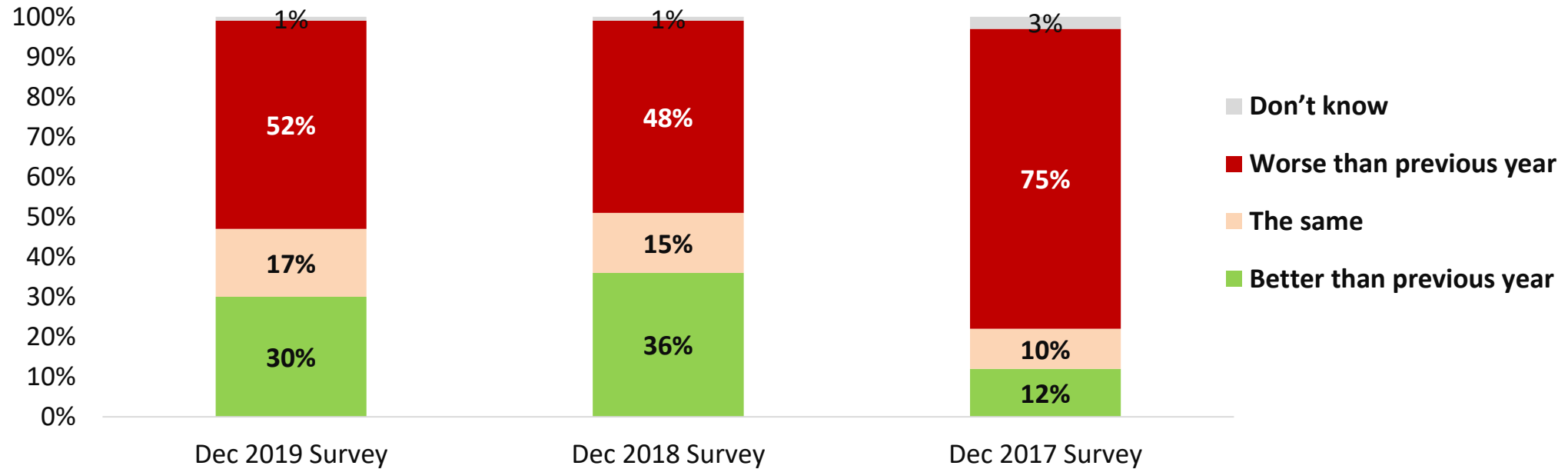
Q. How would you describe the year 2019? [as surveyed in Dec 2019]

Q. How would you describe the year 2018? [as surveyed in Dec 2018]

- A significant proportion of Kenyans (48%) describe 2019 as a bad year. The findings of this study point to a double edged-sword as the proportion of those who feel 2019 was a bad year declined (in comparison to a similar study in 2018) whilst those who say it was a good year declined from 43% to 17%. The proportion of those who are lukewarm about the year increased from 1% to 35% between 2018 and 2019.

# 2019 was significantly worse than 2018

Comparison : Current year vs previous year



Q. I want you to compare 2018 and 2019. Overall, would you say that 2019 was better, worse or the same as 2018 ?

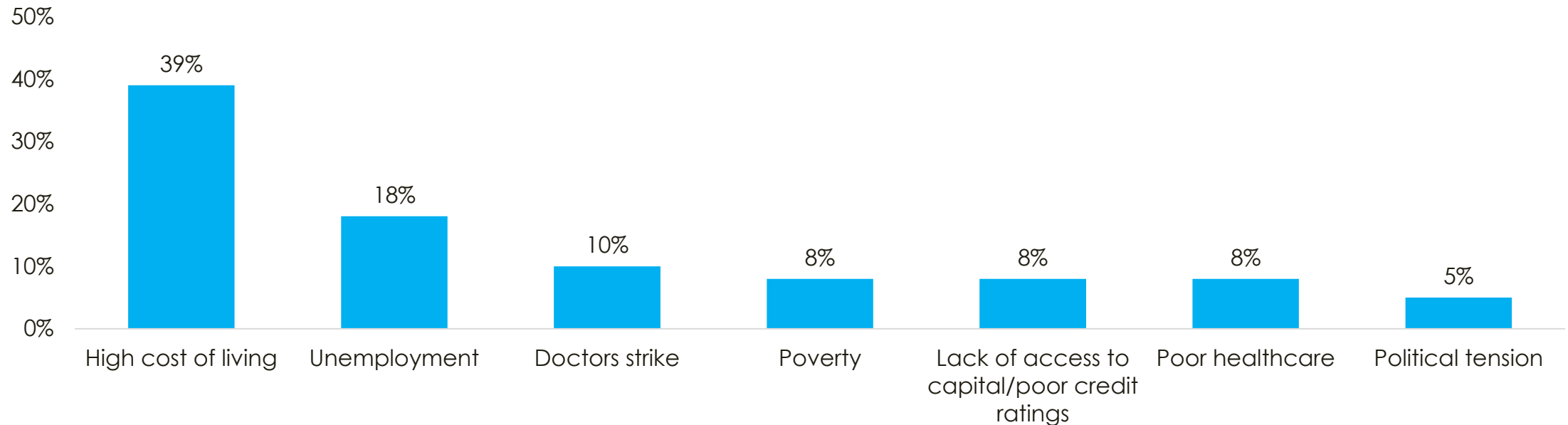
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- ❑ As we come to the end of the year, there are more Kenyans who rate 2019 year as worse than 2018 (52%) as compared to the same period last year.

# The high cost of living and unemployment critical challenges faced in 2019

Challenges Faced in 2019



Q: Which was your greatest challenge in 2019?

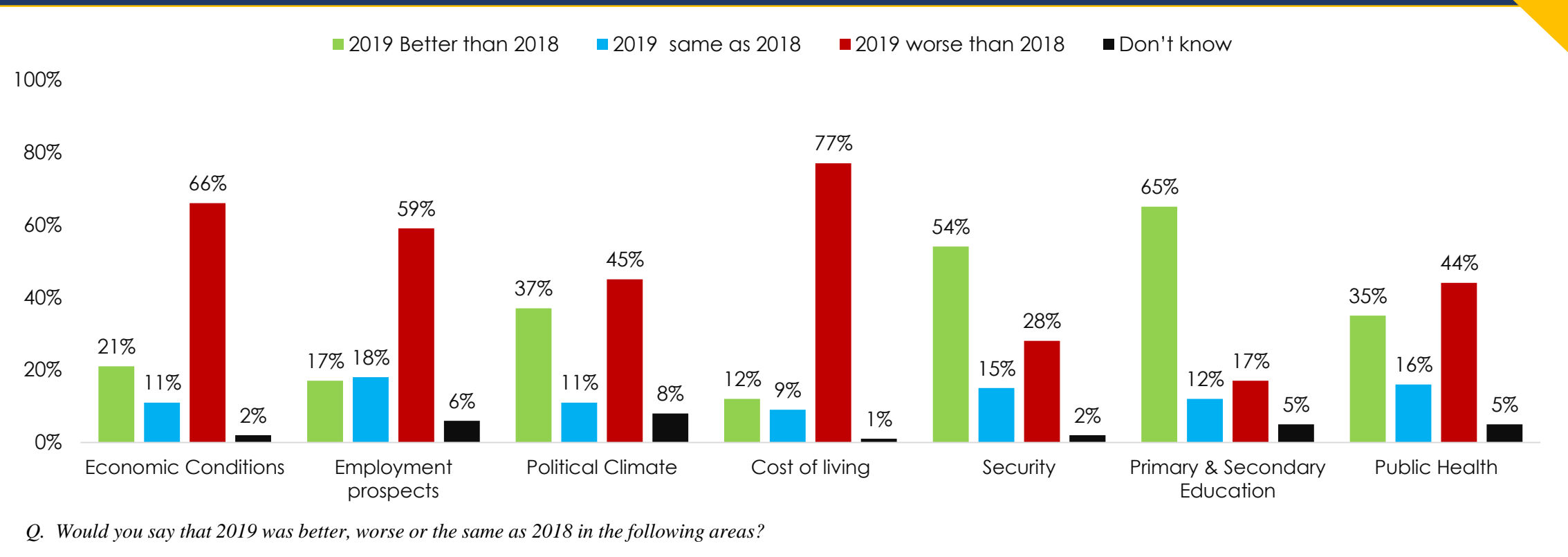
- ❑ In 2019, the high cost of living and unemployment were the top two challenges faced by Kenyans.
- ❑ There were also mentions of doctors/nurses' strike as a critical challenge faced. This is because in at least 17 counties, nurses went on strike while doctors went on strike in at least 2 counties.
- ❑ Kenyans also indicate that they lacked access to credit, and this could be, to some extent, be attributed to their poor credit ratings.

## Kenyans persistent problems : high cost of living & unemployment

*“The high cost of living & unemployment are consistently ranked as the top problems facing Kenyans in all national surveys conducted by TIFA. These sentiments are supported by macro economic indicators – for instance, the annual inflation rate rose from 3.38% in September 2019 to 5.56% in November 2019. As a result, Kenyans are feeling the pinch as they spend more to buy Unga.”*

*~Maggie Ireri, Research Guru*

# Cost of living, the economy & employment prospects deteriorated in 2019



- ❑ The cost of living, economic conditions and employment prospects worsened in 2019.
- ❑ In spite of the handshake, only 37% of Kenyans feel that the political climate in 2019 was better than in 2018. Although the political tension dissipated after the “handshake” between President Uhuru Kenyatta and Raila Odinga, there was increase tension within the Jubilee party - with one group supporting while another was against it. Besides, there was also the hotly contested by-elections in Kibra and Malindi that pitched various Jubilee Party camps against each other.
- ❑ A majority of Kenyans feel that primary/secondary education and the security situation improved in 2019.



## Kenyans see the high cost of living and unemployment as indicators of a poor economy

*“The phrase, ‘The economy, stupid’ was coined by Bill Clinton in his 1992 presidential campaign to emphasize the most critical issue to voters. The message is simple for Kenya - a refocus on improving economic indicators such as employment and inflation is the sure way reconnecting with citizens who are currently unhappy about their personal financial-health. Everything else is just noise.”*

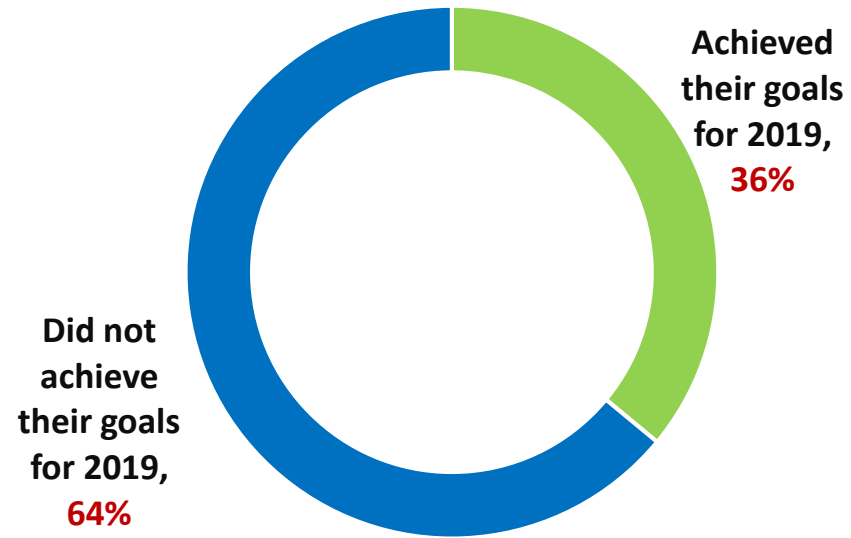
*~Maggie Ireri, Research Guru*



# An evaluation of goals made in 2019 vs their achievement

# Kenyans set goals but do not achieve them

## Goal achievement in 2019

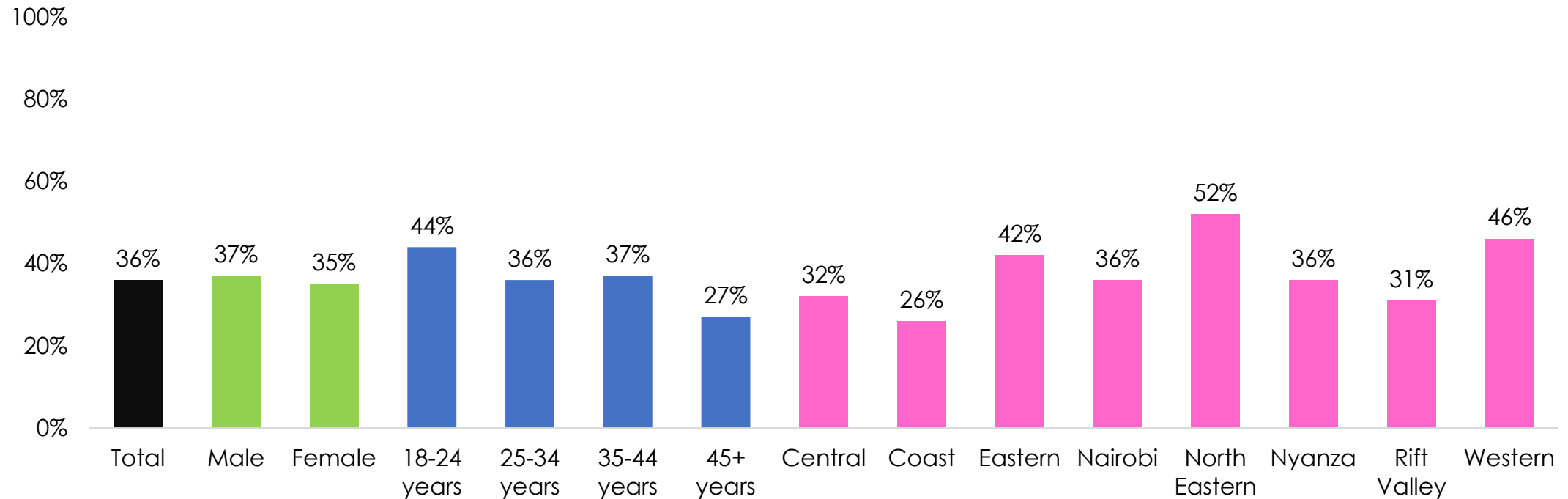


*Q. Looking at the New Year's resolutions that you made for 2019, did you achieve your goals?*

- ❑ A review was done of the goals the respondents set at the beginning of 2019 and whether they achieved them. A majority (64%) of Kenyans set goals but did not achieve them.

# Oldies, Older generation and Coasterians ranked themselves lowest at achieving 2019 goals

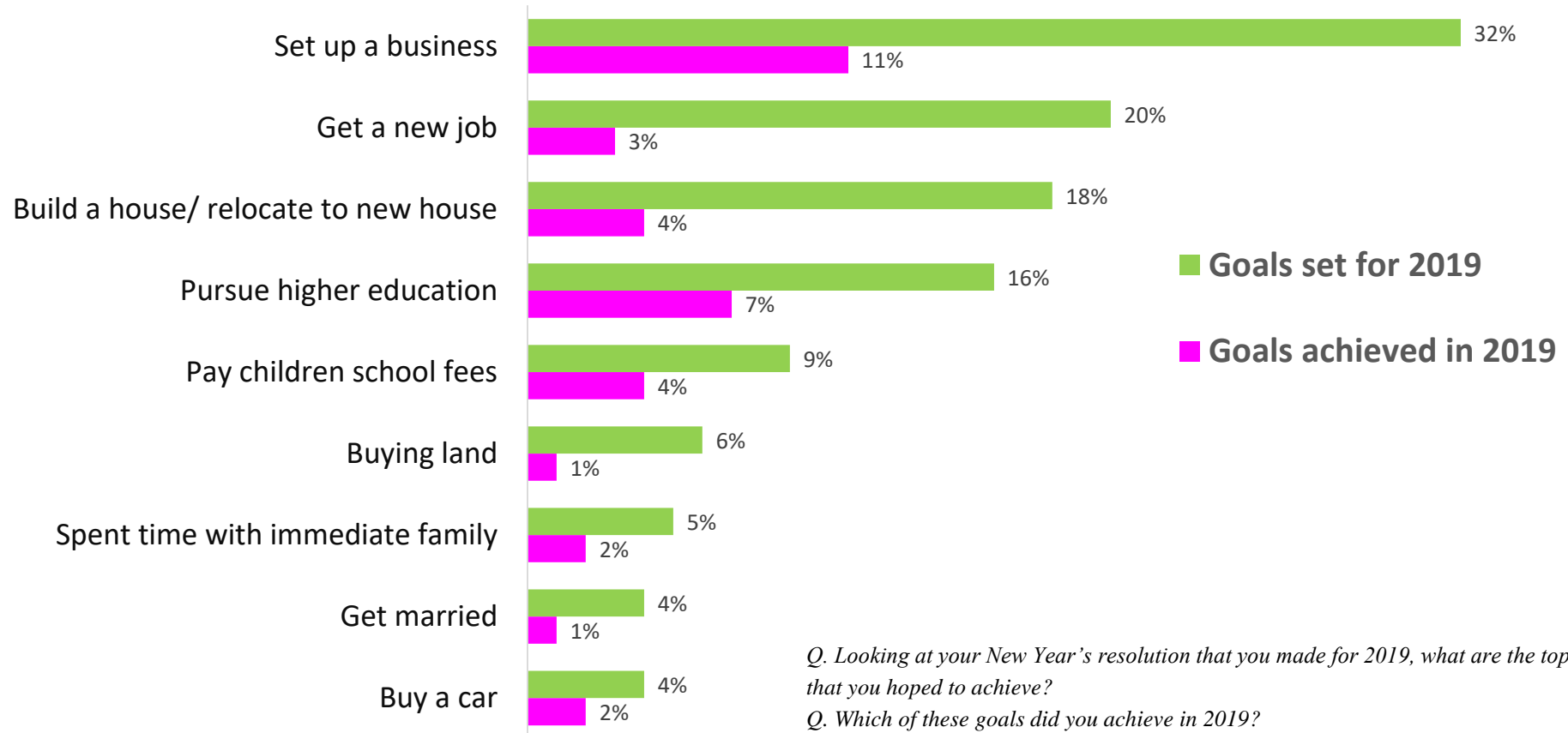
**% of Kenyans who achieved their 2019 goals  
By total, gender, age and region**



- ❑ The youth aged 18-24 years are more likely to achieve their goals as compared to the older people with those aged 45+ years having the lowest achievement levels.
- ❑ A regional analysis shows that Kenyans in the North Eastern, Western and Eastern have a higher likelihood of achieving annual goals. The region with the lowest achievement levels is Coast followed by Rift Valley and then Central.

# All goals set for 2019 were not fully achieved

## Goals Set for 2019 vs Goals Achieved in 2019



- Top of the list of goals for Kenyans in 2019 was to set up a business (32%) but only a small proportion achieved this goal (11%). Although 20% had a desire to get a new job, only 3% of the were successful.

## A whopping 64% of Kenyans who set year's goals never actually achieve them

*“The personal annual goals Kenyans set fall into two broad categories: those that require money and those that require their time commitment. Unfortunately, Kenyans are failing to achieve in both categories. Kenyans aspire to invest in big-time items but do not have a savings plan. It would be more prudent to set realistic savings goals in order to achieve those that require financing.”*

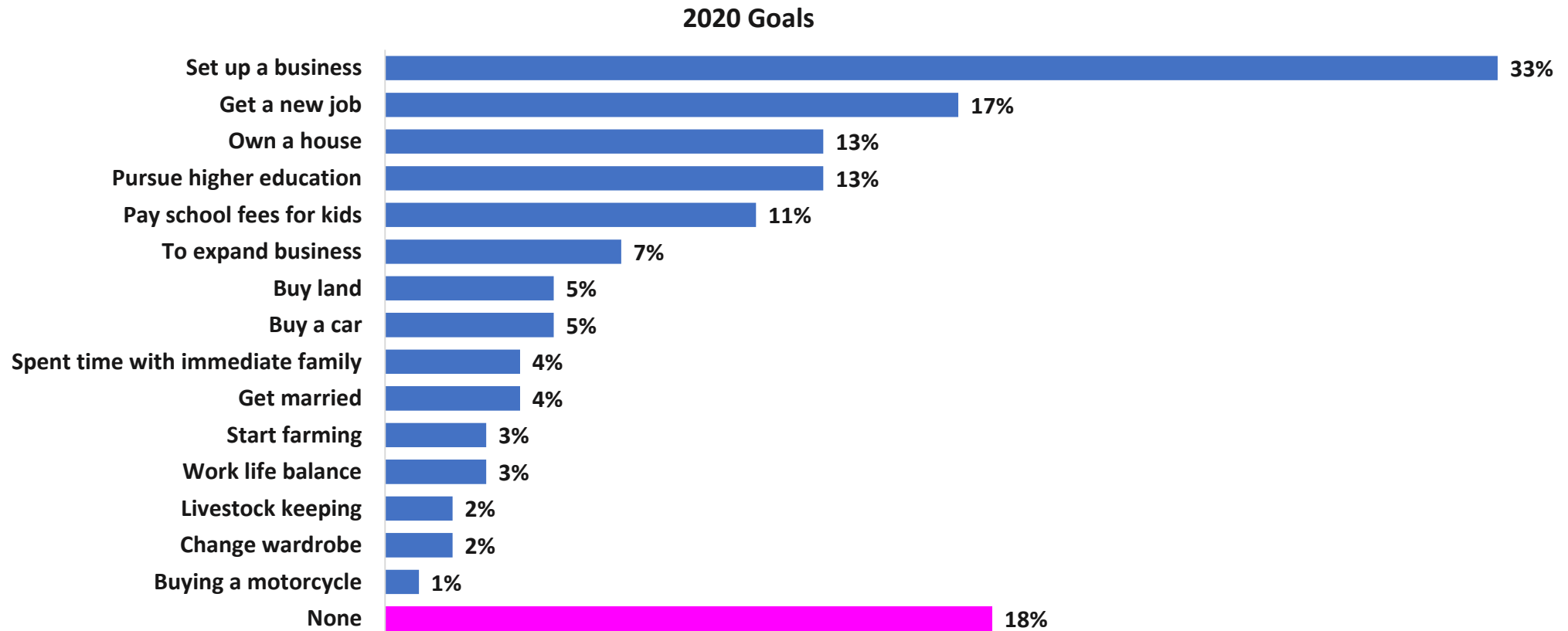
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# Goals Kenyans have set for 2020

# 2020 Resolutions: setting up a business and job hunting are tops



*Q: Looking at your New Year's resolution for 2020, what are the top 3 things that you hope to achieve?*

- In 2020, three out ten Kenyans (33%) intend to set up a business. This is followed by getting a new job (17%) and achieving owning a house/ home (13%). Notability, its observed that 18% of Kenyans still do not have new year resolutions.

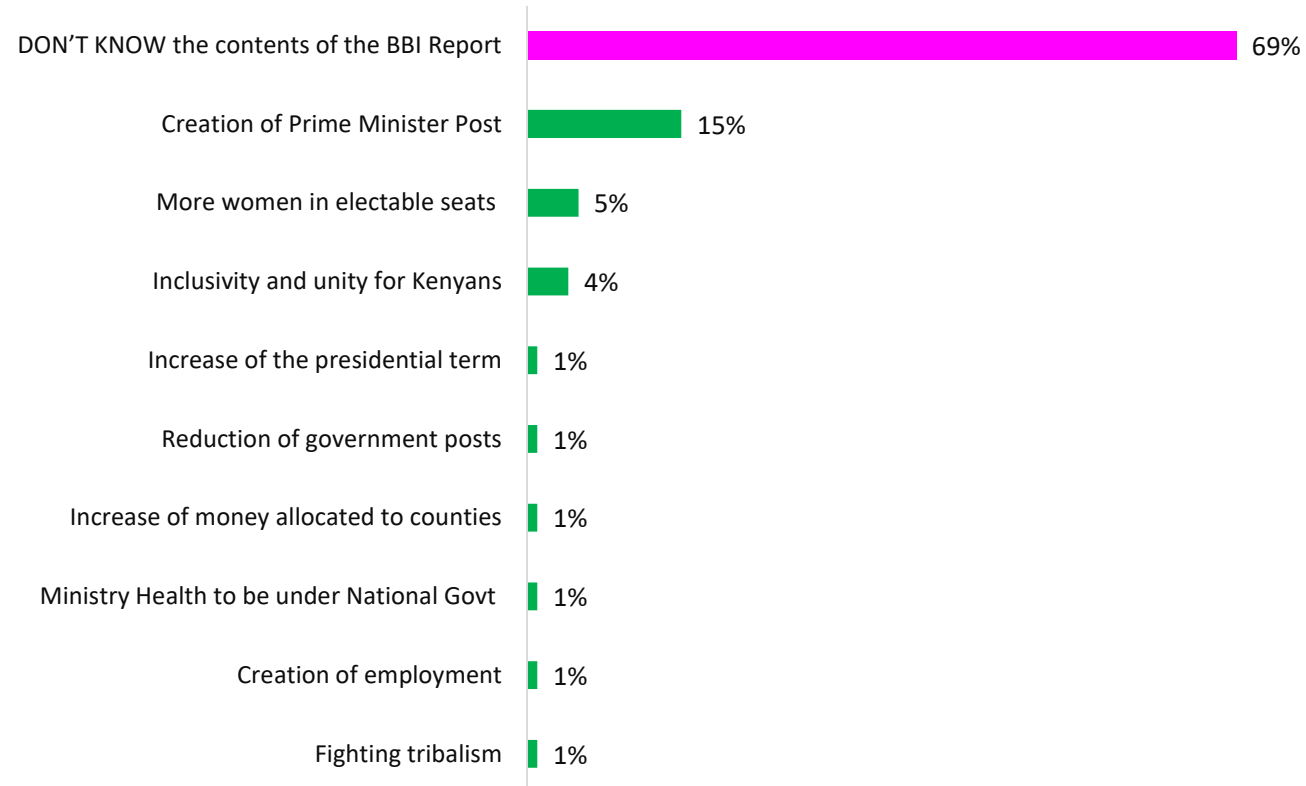




# Knowledge of and perceptions towards BBI Proposals

# Majority of Kenyans do not know the contents of the BBI Report

## What they know about the contents of the BBI report

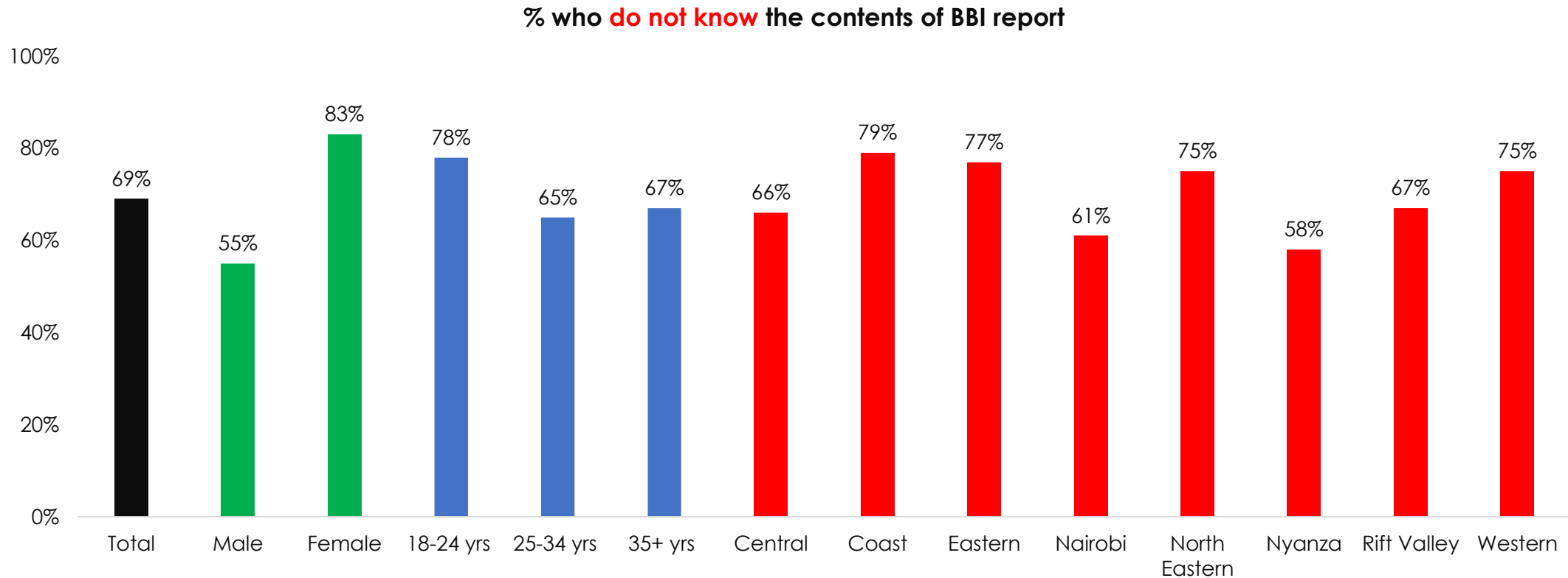


*Q: The BBI report was launched a few weeks ago. What is one thing that you have heard that is covered in the report?*

□ 69% of Kenyans do not know the contents of the BBI report. The few who have some level of knowledge of its contents mention that the proposals include the creation of a Prime Minister Post (15%) and allocation of more women in electable seats (5%).



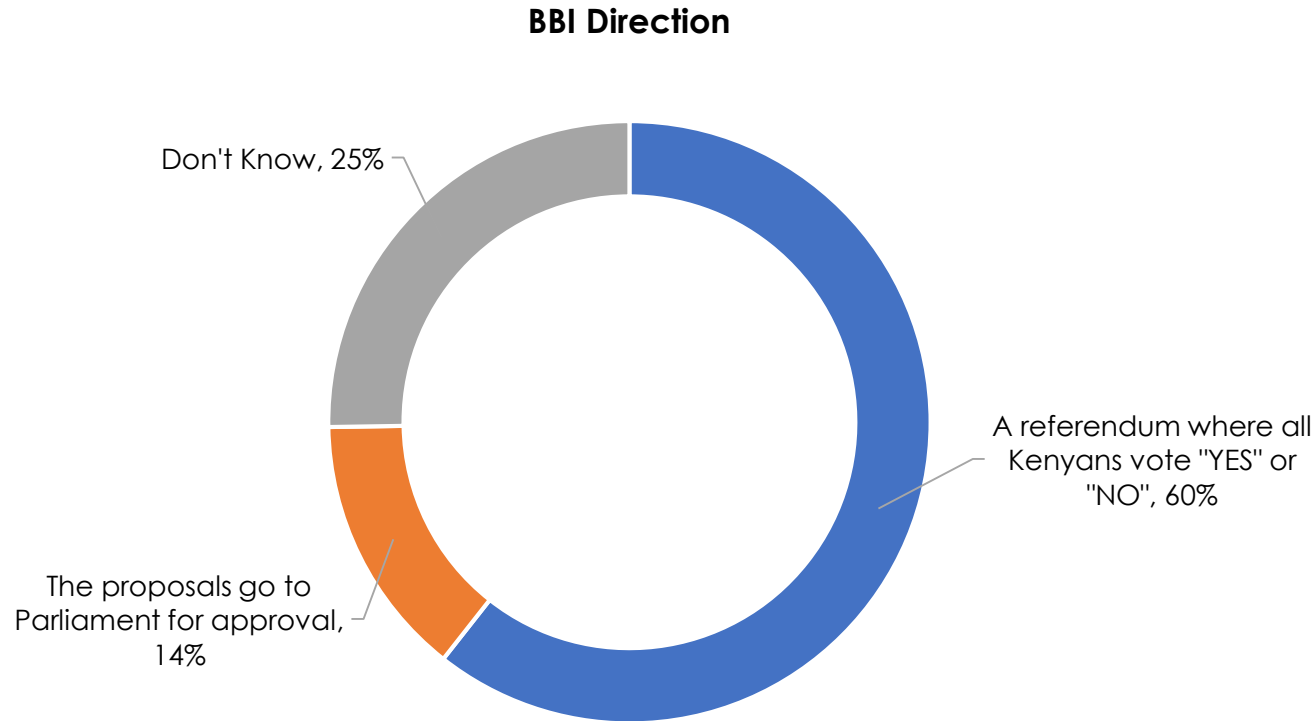
# Majority of Kenyans don't know the contents of the BBI Report



*Q: The BBI report was launched a few weeks ago. What is one thing that you have heard that is covered in the report?*

- 69% of Kenyans do not know the contents of the BBI report. There are more females who do not know the contents of the report as compared to males. Those aged 18-24 years are less knowledgeable about the report as compared to those aged 25+ years.
- Kenyans living in Nairobi and Nyanza are more knowledgeable of the report as compared to other regions.

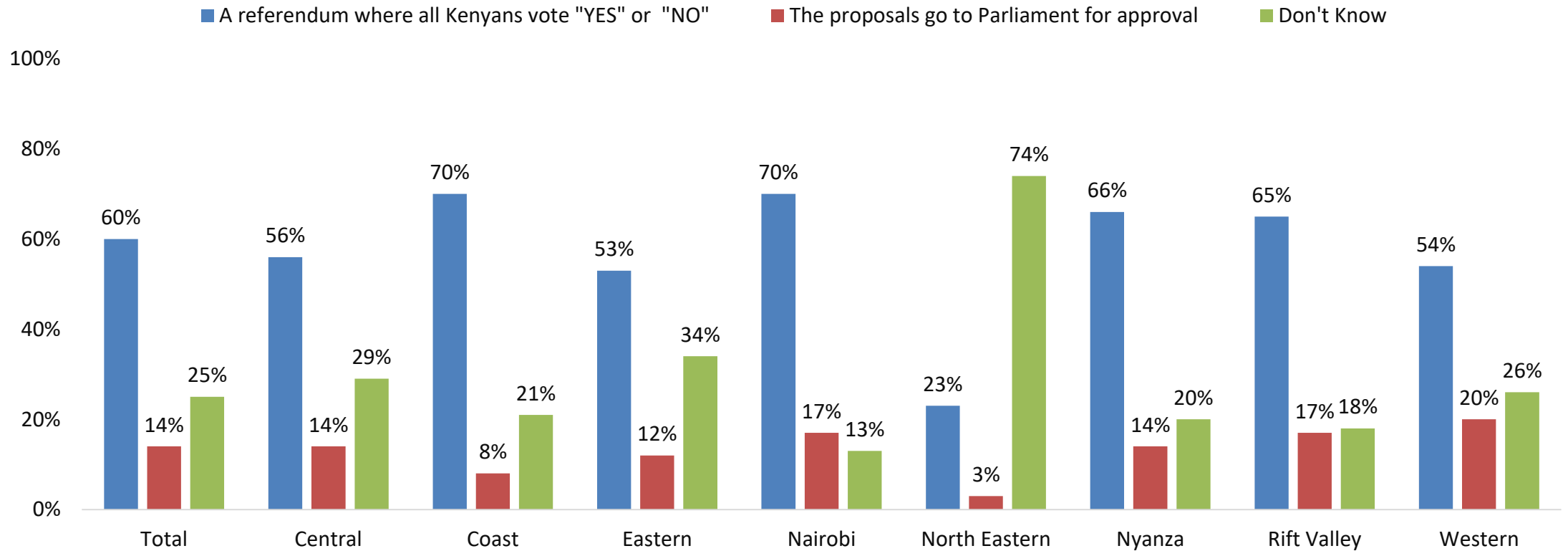
# Kenyans want BBI proposals to be decided through a referendum



*Q: Looking at the Building Bridges Initiative, what option is best for Kenya?*

- ❑ All respondents regardless of whether they have read the BBI report were probed on their opinion of the direction the country should take in deciding whether or not to adopt its proposals.
- ❑ An overwhelming majority of Kenyans want Kenyans to vote on the BBI proposals. In other words, Kenyans want to be given a chance to vote on the proposals. Less than 15% feel it should be left to the parliamentarian to determine the implementation of the proposals.

# Building Bridges Initiative: Majority prefer a referendum



Q: Looking at the Building Bridges Initiative, what option is best for Kenya?

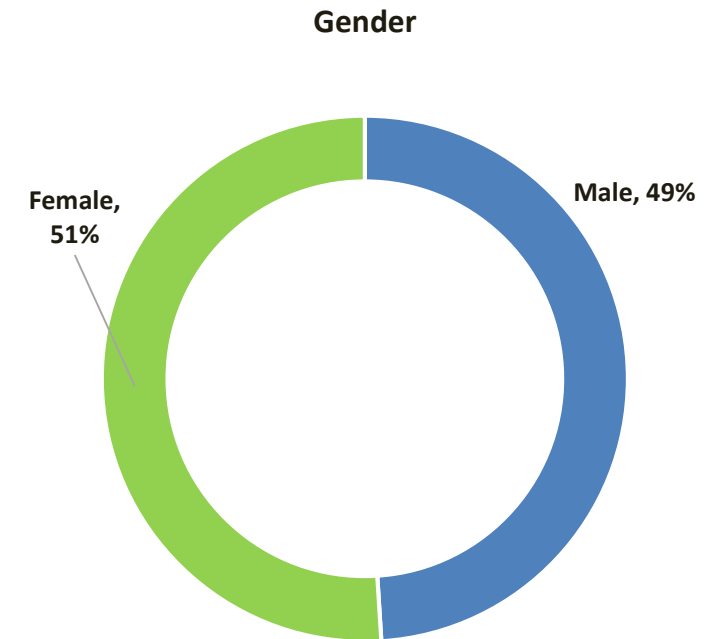
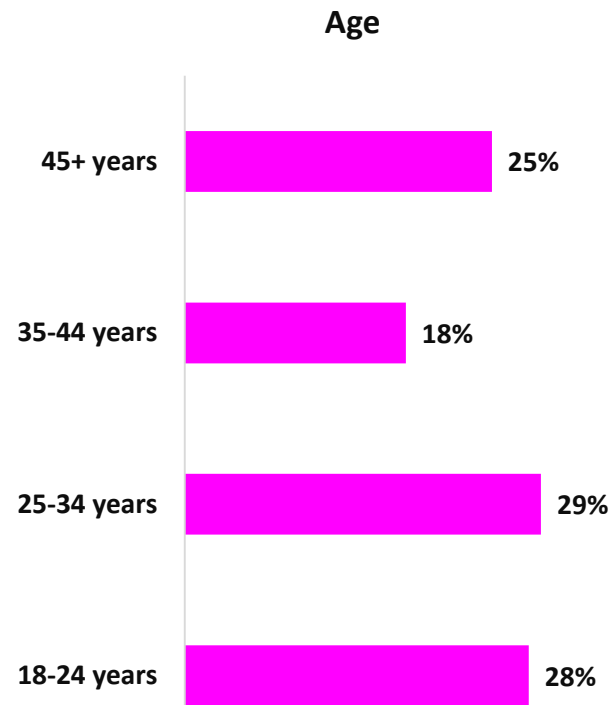
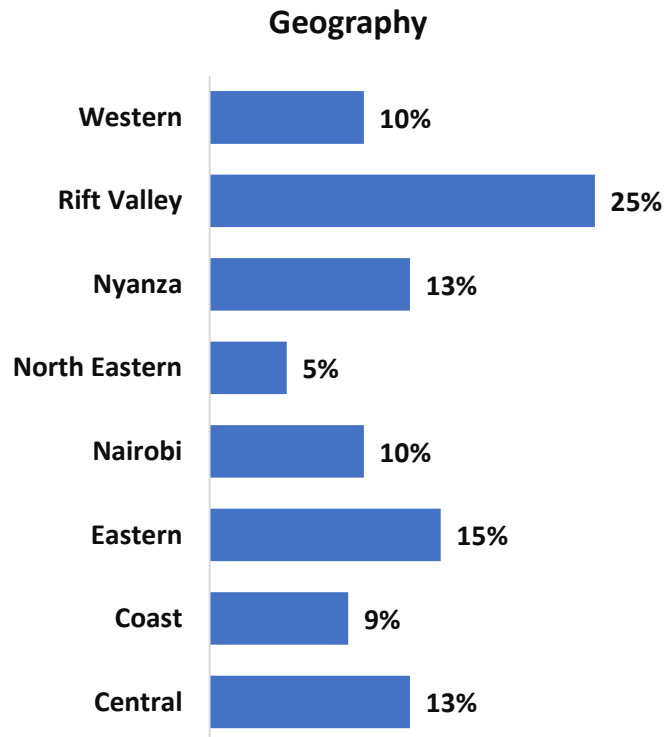
- ❑ The highest support for a referendum is from Coast and Nairobi, followed by Nyanza and Rift Valley regions.
- ❑ Although a majority support the referendum in Central, Eastern, and Western, the support is significantly lower than the other regions. North Eastern records the highest proportion of being unsure of the best direction for the country to take.

# #YearEndPoll: Methodology

- ❑ The target population for this survey was Kenyans aged 18 years and above.
- ❑ The sample size was 765 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 17<sup>th</sup> to 22<sup>nd</sup> December 2019
- ❑ Data was collected through telephonic interviews.
- ❑ TIFA Research funded the survey



# Respondents' Demographics





## About the authors of this report

TIFA Research is an African based full market research company. Insight generation is in our DNA, we strive to ensure that we unearth great consumer insights. We leave no stone unturned. This is our brand promise. TIFA leverages on technology to enhance our data collection processes and analysis. TIFA uses mobile phone data collection methods that guarantee high quality data outputs, faster and cost effectively. Services offered include;

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