



# Year-End Poll: Kenyans' Reflections of 2023

Cost of living, economy, employment prospects, credit access and political climate

29<sup>th</sup> December 2023



# Contents



1. Executive Summary

2. Cost of Living Sentiments

3. Economic Conditions Sentiments

4. Employment Prospects

5. Sentiments towards prospects of getting a loan

6. Political climate

7. Expectations of 2024

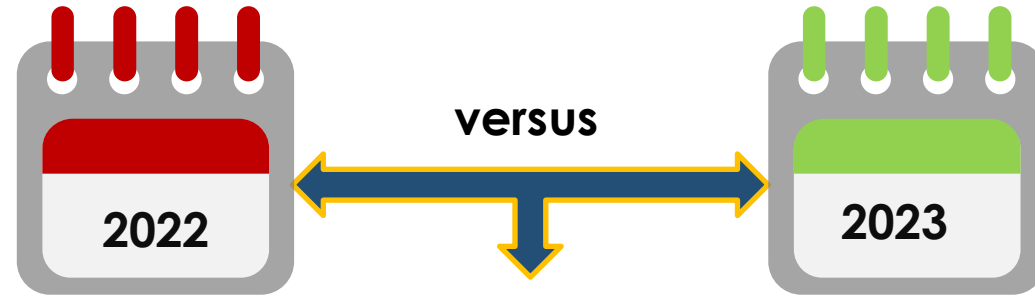
8. Methodology

9. Respondents' Demographics

1

# Executive Summary

# 2023 was a bad year for Kenyans



**COST OF LIVING  
DETERIORATED**

**87%**

Kenyans who feel that the cost of living in 2023 was worse than in 2022

**THE ECONOMY  
DETERIORATED**

**81%**

Kenyans who feel that the economy in 2023 was worse than in 2022

**EMPLOYMENT  
PROSPECTS  
DETERIORATED**

**65%**

Kenyans who feel that employment prospects in 2023 were worse than in 2022

**ACCESS TO LOANS  
DETERIORATED**

**53%**

Kenyans who feel prospects of obtaining a loan in 2023 was worse than in 2022

**POLITICAL CLIMATE  
MIXED PERCEPTIONS**

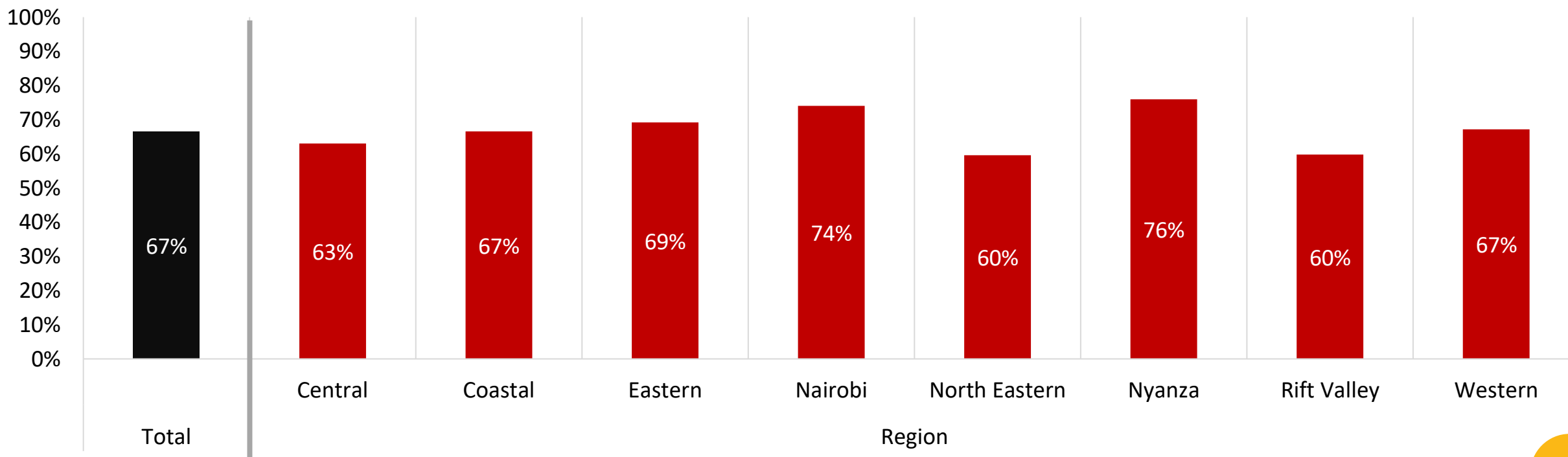
**47%**

Kenyans who feel that the political climate in 2023 was worse than in 2022

# Discontent Prevalent in Nyanza and Nairobi Regarding 2023

□ A comprehensive assessment has been conducted to gauge the general perception of Kenyans toward 2023, with particular attention given to those who perceived the year as worsening. Widespread Discontent in Nyanza and Nairobi Regarding 2023.

**Average Sentiment Rating for 2023**  
**% who say that 2023 was worse than 2022**



# Sentiments towards 2023 compared to 2022

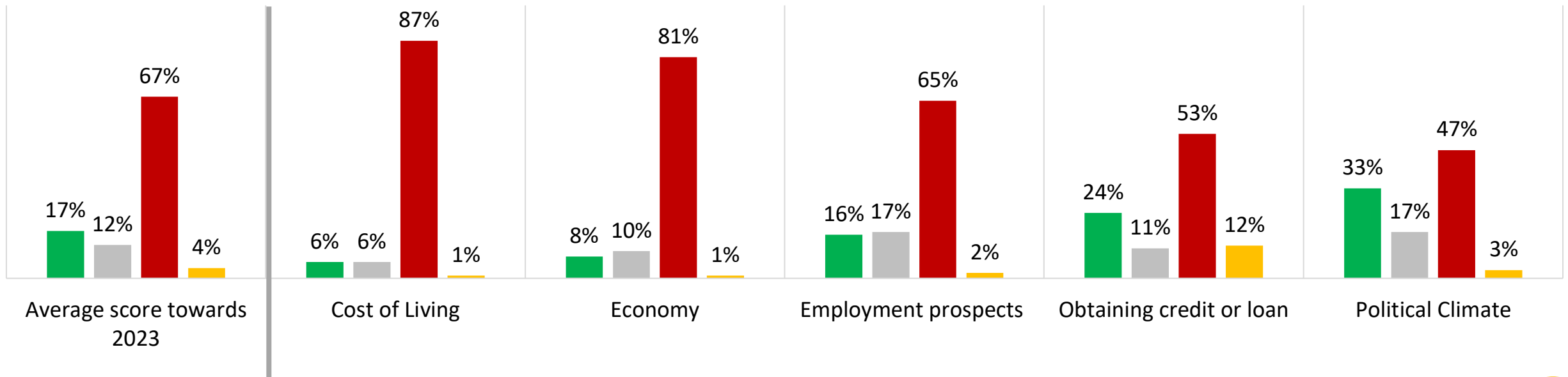
## Cost of living, economy, employment prospects, credit access and political climate



- According to the Year-End Poll, nearly 67% of Kenyans believe 2023 was more challenging than 2022.
- Additionally, respondents expressed that the cost of living, economic conditions, employment prospects and access to loans were worse than the previous year. There are mixed sentiments toward the political climate.

### Sentiments towards 2023 compared to 2022

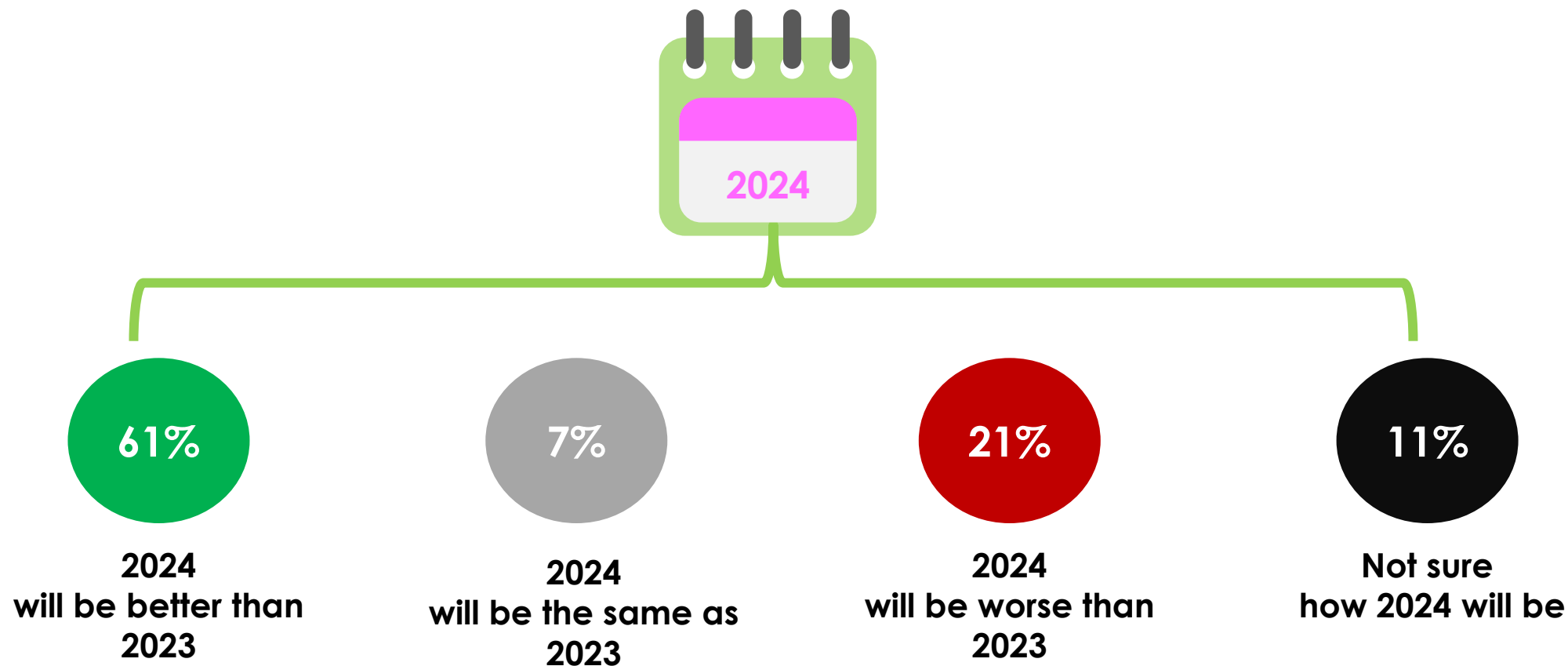
■ 2023 was better than 2022   ■ 2023 was the same as 2022   ■ 2023 was worse than 2022   ■ Not sure



Q. Would you say that this year of 2023 was better, worse or the same as last year, 2022, in terms of..

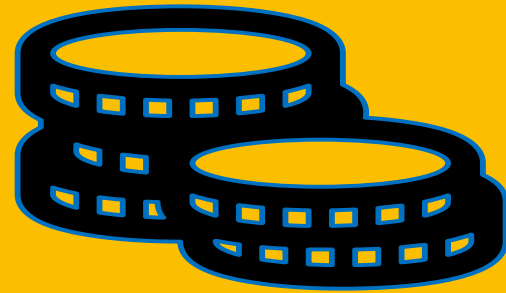
# Optimistic Outlook: Personal or Family Financial Position

## Majority of Kenyans Anticipate Improvement in 2024



Q. Compared to this year, do you expect 2024 year to be better, worse or about the same for you and/or your personal/family's financial position?

2



# Cost of Living Sentiments



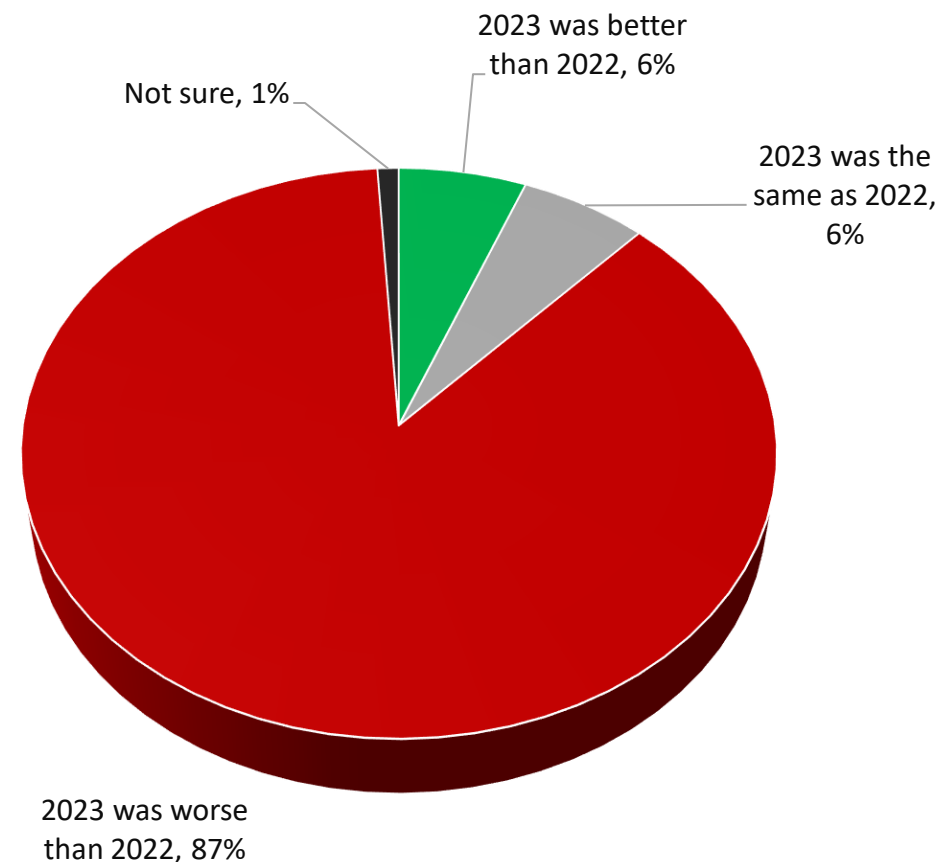
# Cost of Living Surges in 2023

*By total sample*

❑ The survey results underscore a widespread perception among Kenyans, with a substantial majority of 87%, indicating that the cost of living escalated in 2023. This perception aligns with reality, evident in the noticeable price rise for essential household items, electricity, fuel, and more.

❑ This sentiment suggests the need for focused attention from policymakers, economists, and relevant stakeholders to address the factors contributing to the rising cost of living and implement measures that can alleviate the financial burden on the citizens

**Cost of Living in 2023 compared to 2022**



*Q. Would you say that this year of 2023 was better, worse or the same as last year, 2022 in, in terms of the cost of living?*

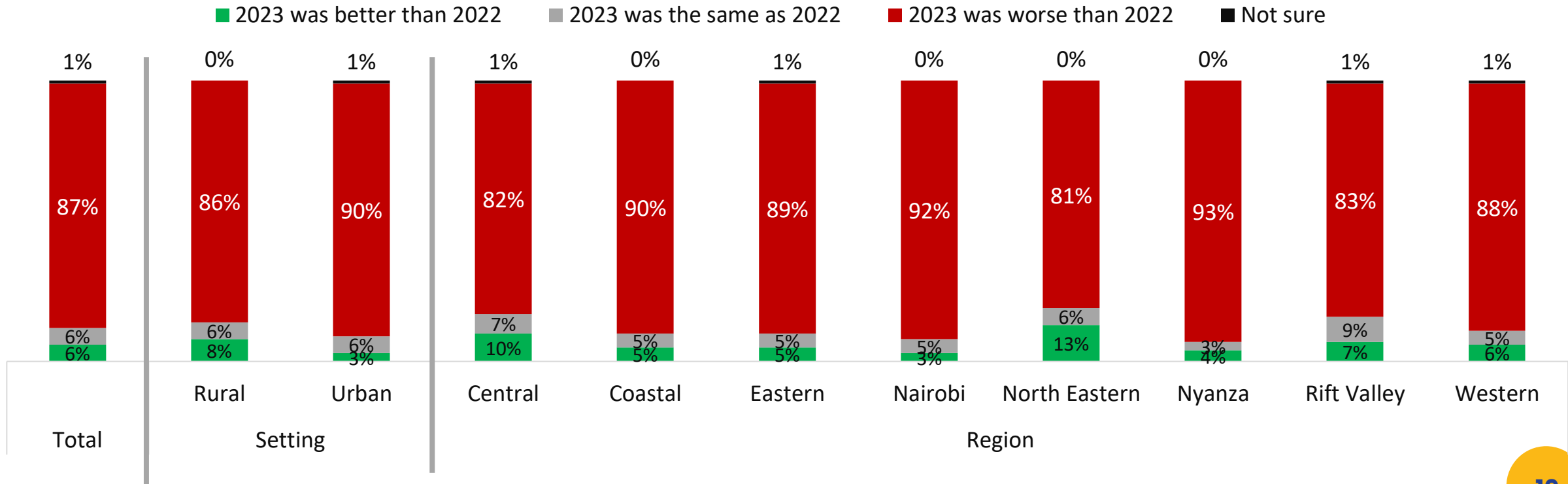
# Cost of Living Surges in 2023

By total sample, setting and region



- ❑ This perception is more prevalent among urban residents, with 90% expressing it compared to 86% in rural areas.
- ❑ Specifically, Nyanza and Nairobi regions have over 90% of respondents stating that the cost of living deteriorated in 2023.

## Cost of Living - 2023 compared to 2022



3



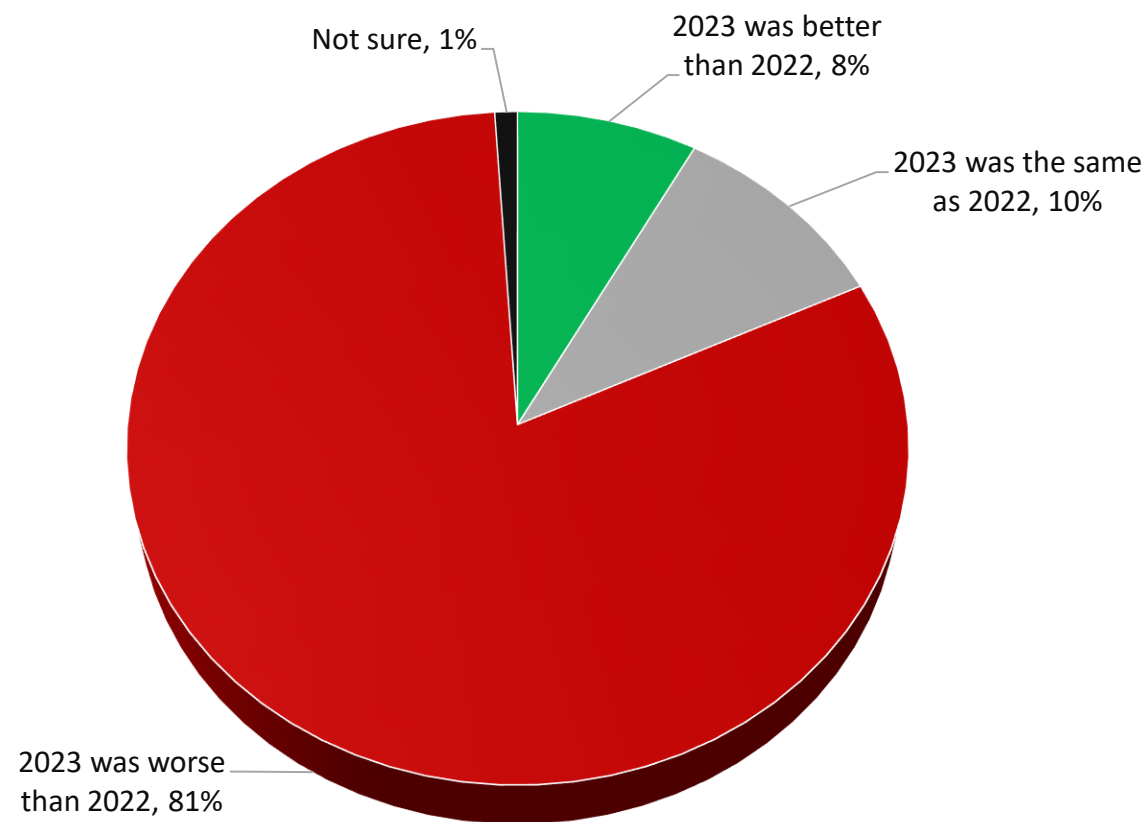
# Economic Conditions Sentiments

# Kenyans' Economic Conditions Sentiment on the Decline

By total sample

- ❑ A substantial 81% of respondents say that the economic situation has worsened compared to the previous year.
- ❑ The survey results underscore a pervasive concern among Kenyans regarding the economic conditions in 2023.

**Economic conditions - 2023 compared to 2022**



Q. Would you say that this year of 2023 was better, worse or the same as last year, 2022 in, in terms of economic conditions?

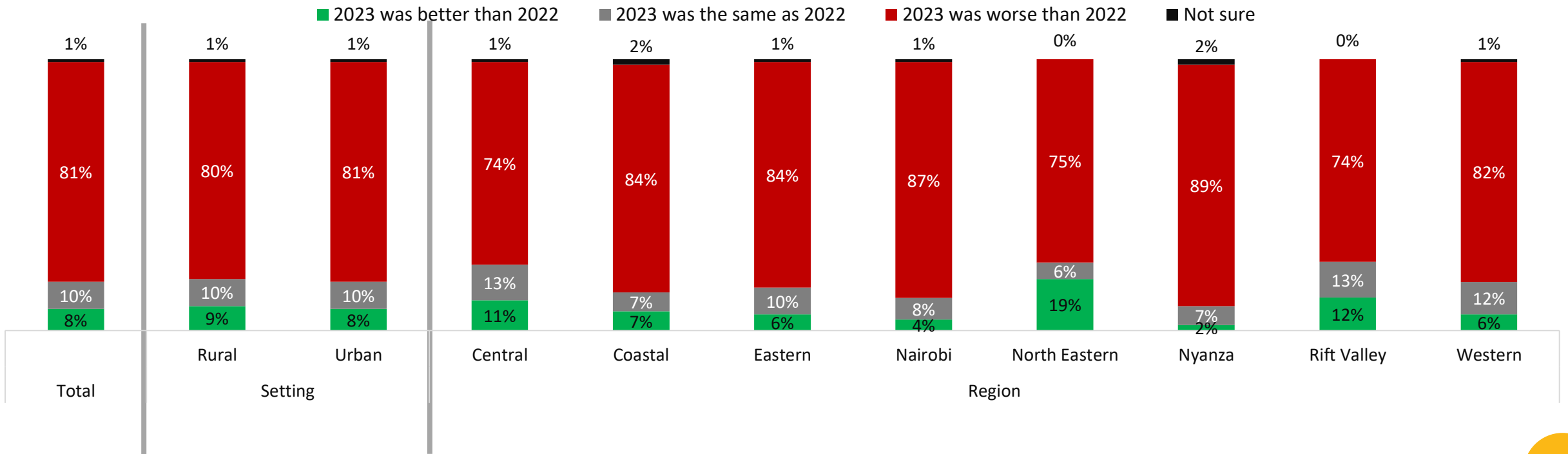
# Kenyans' Economic Conditions Sentiment on the Decline

By total, setting & region



Specifically, the regions of Nyanza and Nairobi recorded the highest proportion of respondents expressing concerns about the state of the economy in 2023 compared to 2022.

Economic conditions - 2023 compared to 2022



Q. Would you say that this year of 2023 was better, worse or the same as last year 2022 in terms of economic conditions?

4



# Employment prospects

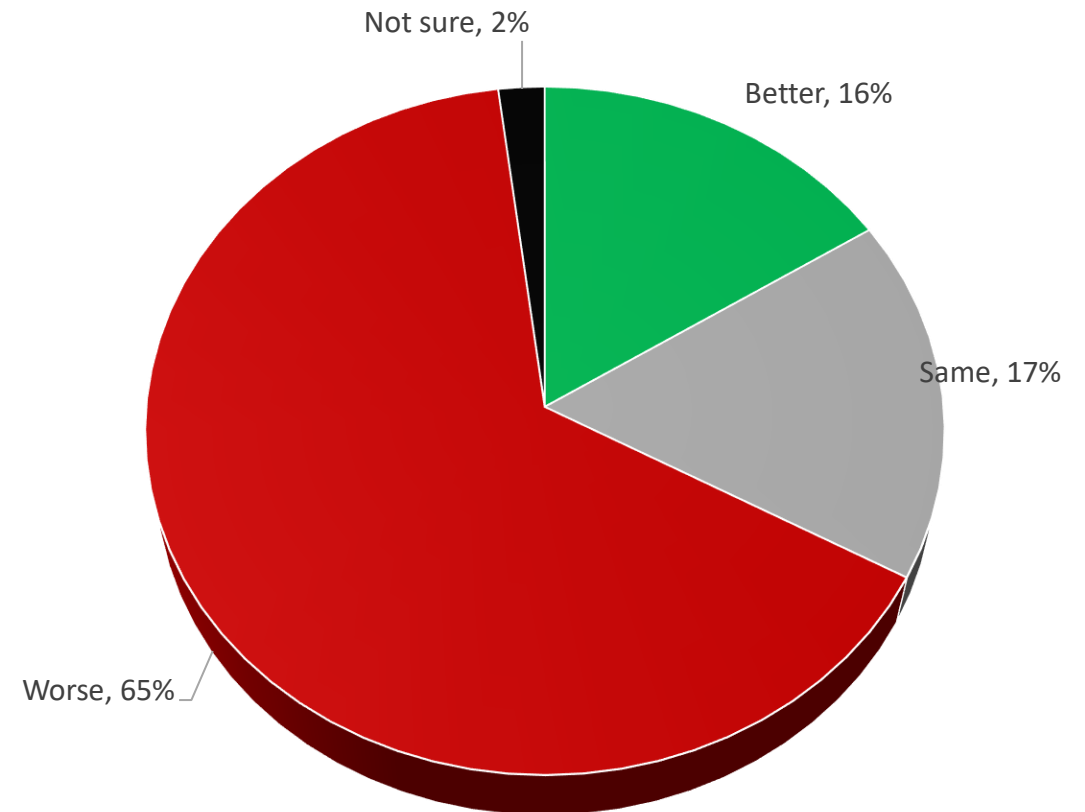
# Kenyan Employment Landscape: Declining Prospects

*By total sample*



Employment prospects - 2023 compared to 2022

- The survey results highlight that a majority, 64%, of Kenyans perceive a decline in employment opportunities in 2023.



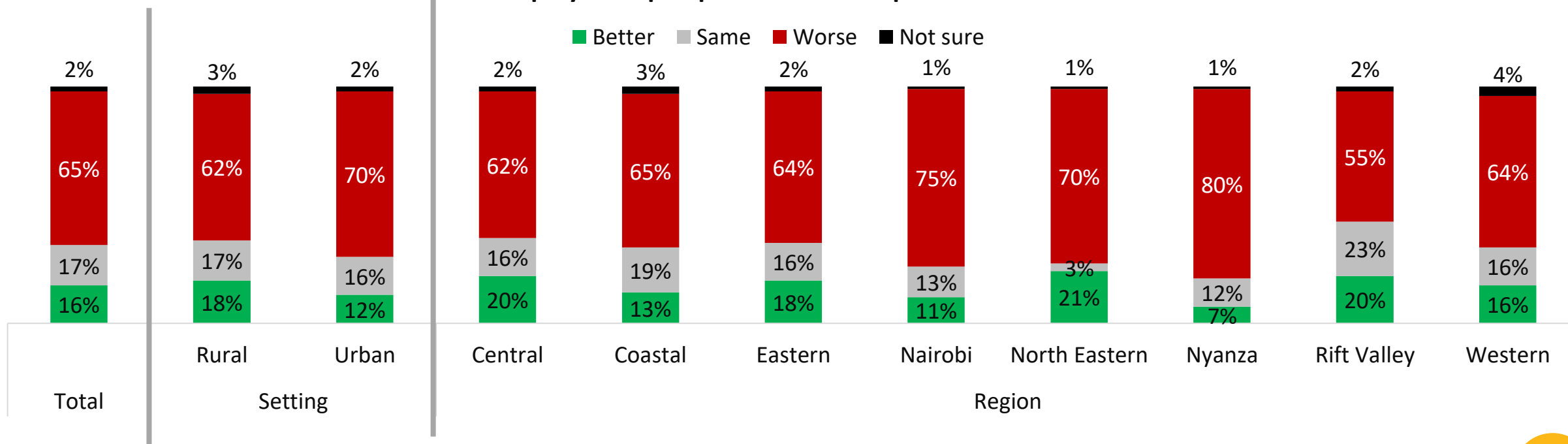
Q. Would you say that this year of 2023 was better, worse or the same as last year 2022 in terms of employment prospects?

# Kenyan Employment Landscape: Declining Prospects in 2023

By total, setting & region

Notably, the most significant negative sentiments are registered in urban areas, particularly in Nairobi and Nyanza.

Employment prospects - 2023 compared to 2022



Q. Would you say that this year of 2023 was better, worse or the same as last year 2022 in terms of employment prospects?



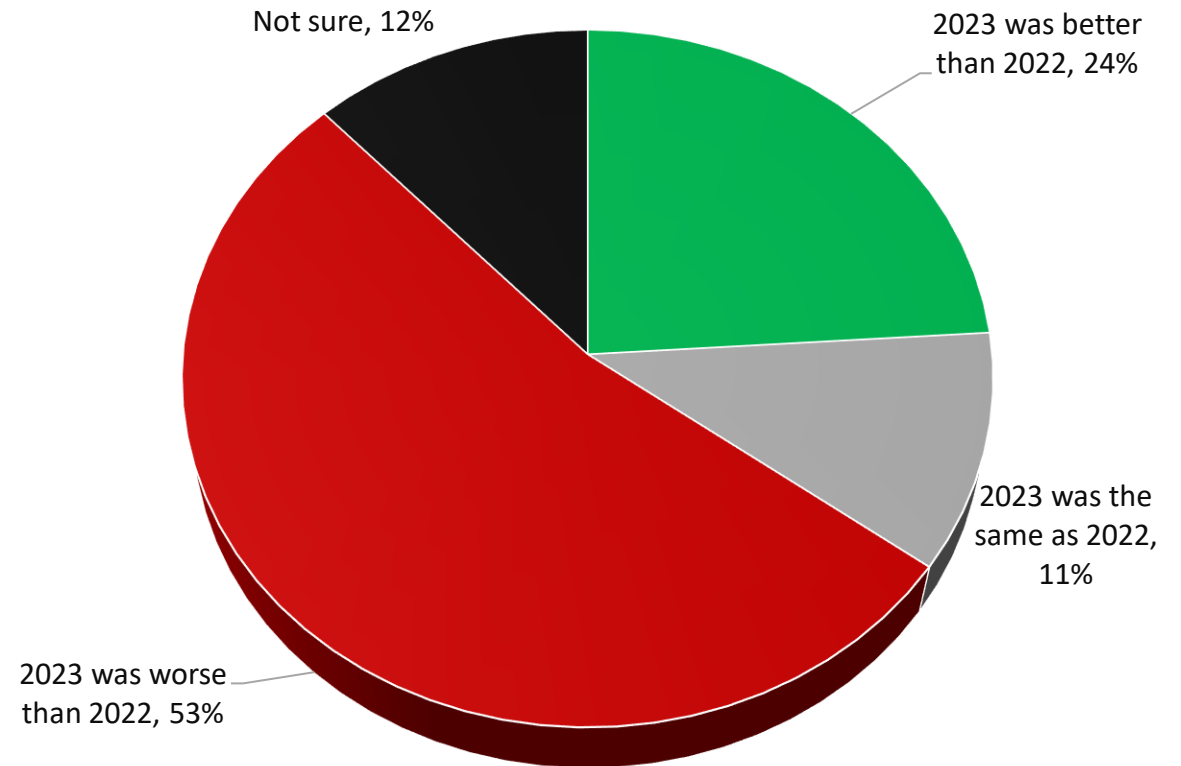
5



**Sentiments  
towards prospects of  
getting a loan**

## Prospects of obtaining a loan in 2023 compared to 2022

- ❑ 53% of Kenyans feel that getting a loan in 2023 was more difficult compared to 2022.
- ❑ This sentiment may be indicative of various economic challenges, including stringent lending practices, elevated risk perceptions by financial institutions, and broader uncertainties affecting borrowers.



Q. Would you say that this year of 2023 was better, worse or the same as last year 2022 in terms of prospects of getting a loan?

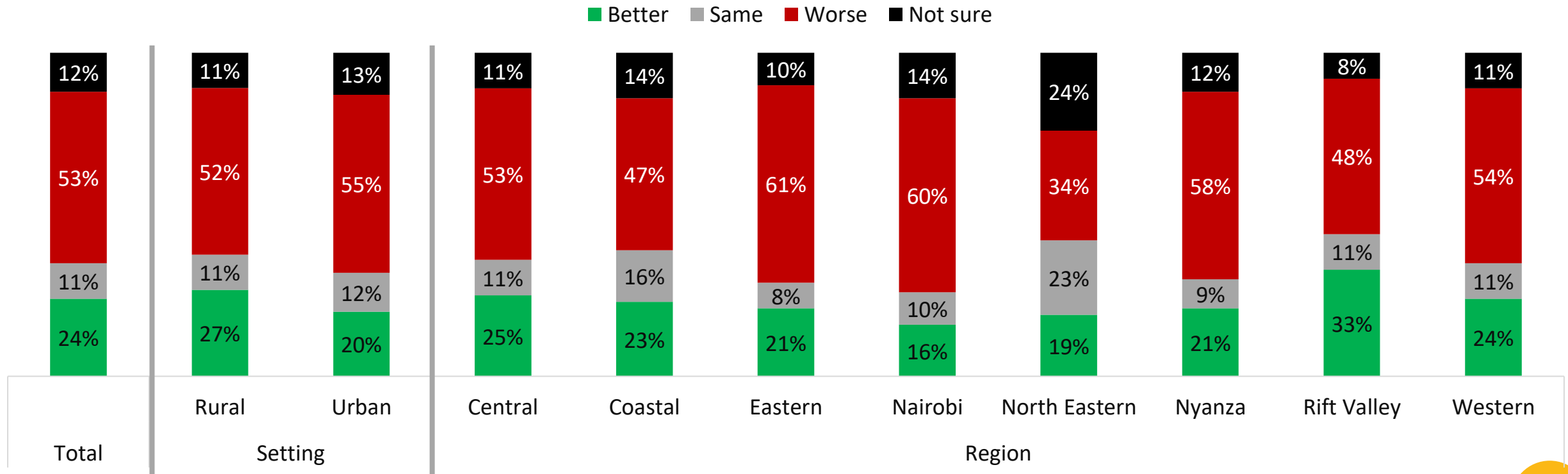
# Access to loans

By total, setting & region



□ The contrasting perspectives within the survey highlight a significant division in the perception of loan accessibility. While a quarter of respondents are optimistic about improved loan prospects, a majority, represented by 53%, express concern about a deterioration in this aspect.

**Prospects of obtaining a loan - 2023 compared to 2022**



6



# Political climate sentiments

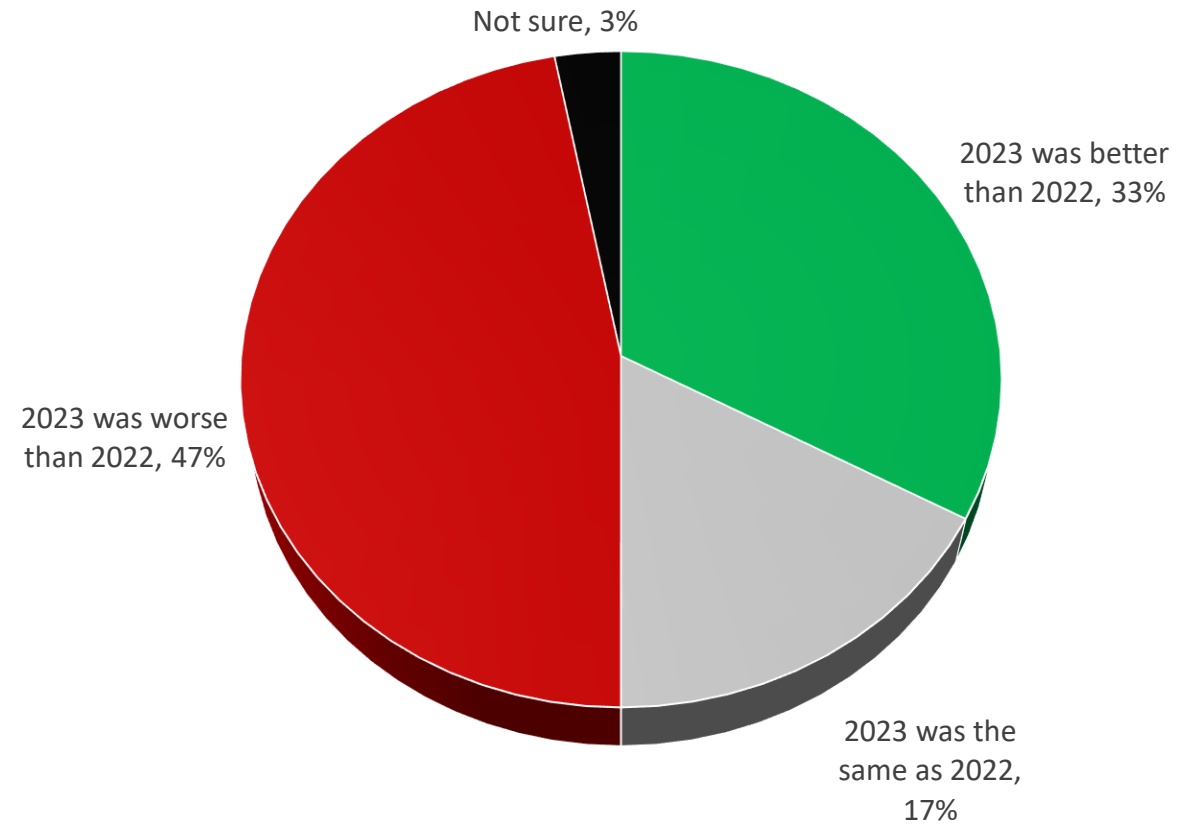
# Mixed Perceptions of the Political Climate Shift in Kenya

*By total sample*



- ❑ In the assessment of the political climate, less than half of the Kenyan population believes that 2023 witnessed a deterioration compared to 2022, while a notable one-third perceive an improvement.
- ❑ Earlier this year, Kenya faced a series of opposition-led mass demonstrations, culminating in heightened unrest throughout the country. The opposition subsequently suspended nationwide protests in April to engage in bipartisan talks. Recently, the opposition has issued veiled threats of unspecified consequences against the government, citing dissatisfaction with its failure to address the rising cost of living.
- ❑ The contrasting views held by Kenyans regarding the political climate, coupled with recent political developments, highlight a dynamic and nuanced environment. The mix of concerns, demonstrations, and calls for government accountability reflect the multifaceted nature of political discourse in Kenya

**Political climate in 2023 compared to 2022**



Q. Would you say that this year of 2023 was better, worse or the same as last year 2022 in terms of the political climate?

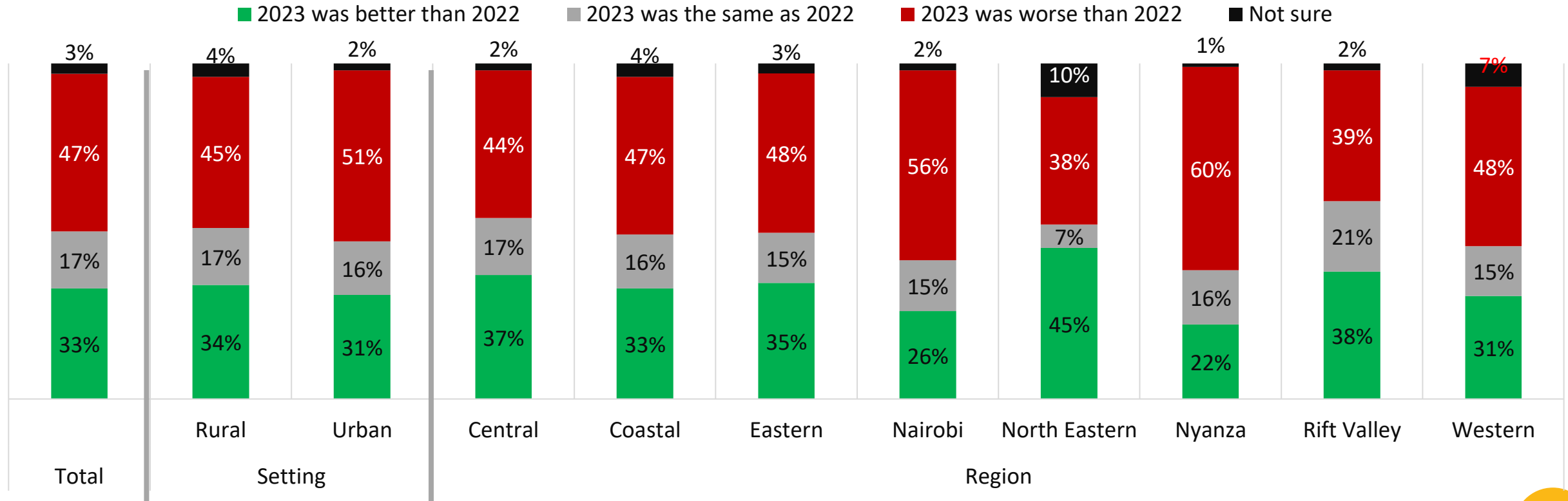
# Mixed Perceptions of the Political Climate Shift in Kenya

By total, setting & region



□ The highest negative sentiments on the political climate is recorded in Nyanza and Nairobi that are strong opposition zones.

Political climate - 2023 compared to 2022



Q. Would you say that this year of 2023 was better, worse or the same as last year 2022 in terms of the political climate?

7



# Expectations of 2024

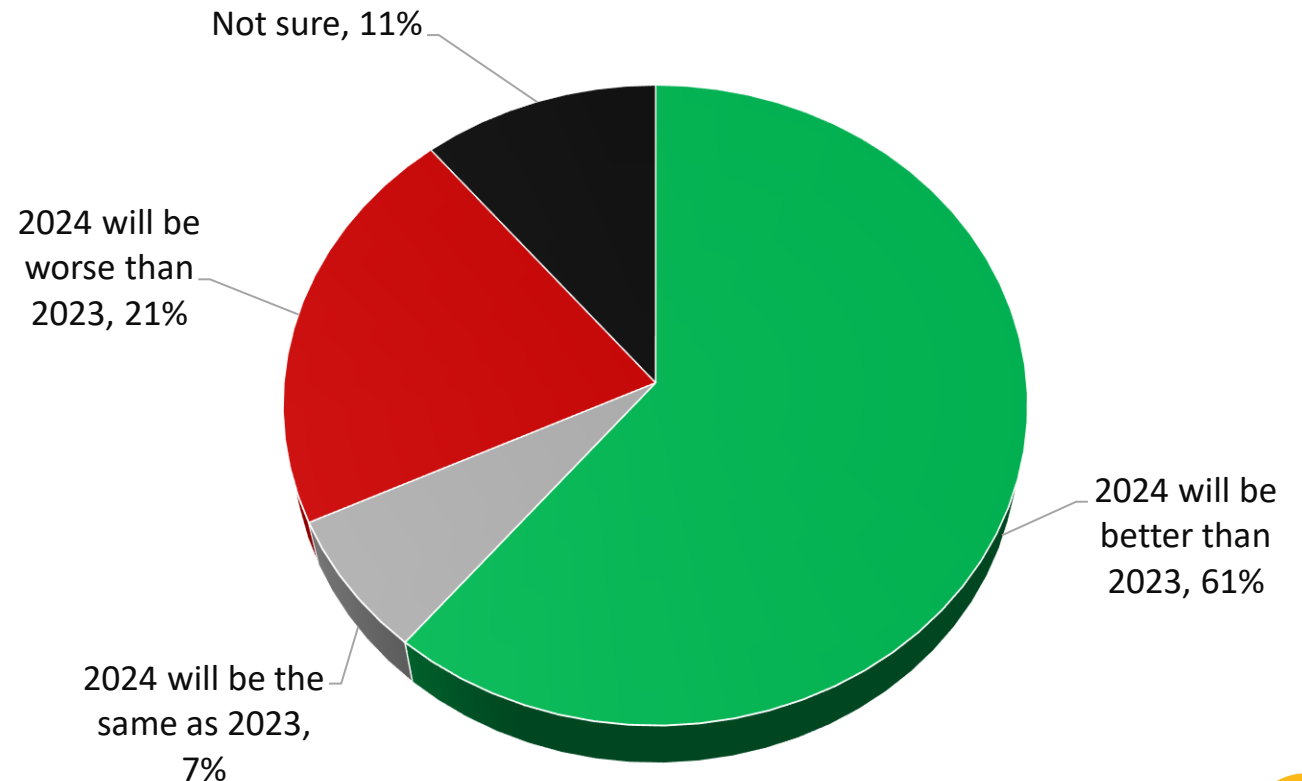
# Optimistic Outlook: Majority of Kenyans Anticipate Improvement in 2024

By total



## 2024 prospects for personal or family economic position

- ❑ In a promising trend, 61% of Kenyans express optimism, anticipating that 2024 will be an improvement compared to 2022.
- ❑ This positive outlook among most Kenyan citizens signifies a hopeful perspective on the future. It reflects a collective belief in positive changes or advancements anticipated to unfold in the coming years.
- ❑ Policymakers and leaders may find value in understanding and aligning with the aspirations of the populace as they work towards shaping policies and initiatives for the nation.



Q. Compared to this year, do you expect next year to be better, worse or about the same for you and/or your personal/family's economic position?



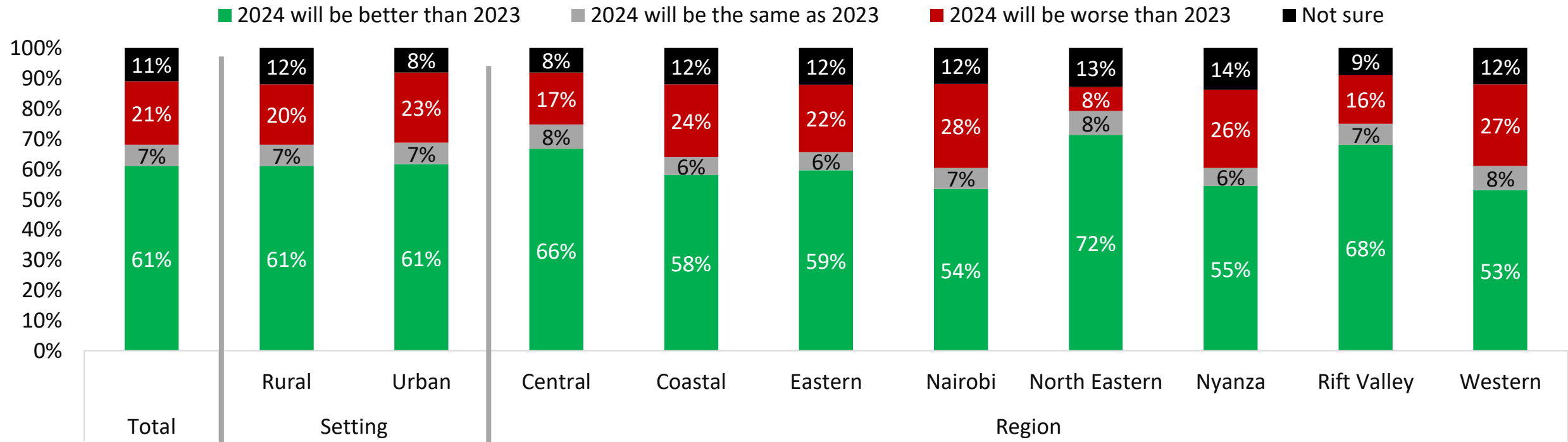
# Optimistic Outlook: Majority of Kenyans Anticipate Improvement in 2024

## By total, setting and region



□ The highest optimism is recorded in North Eastern followed by Rift Valley Region.

### 2024 prospects for personal or family economic position



Q. Compared to this year, do you expect 2024 to be better, worse or about the same for you and/or your personal/family's economic position?

8



# Methodology

# Methodology Overview

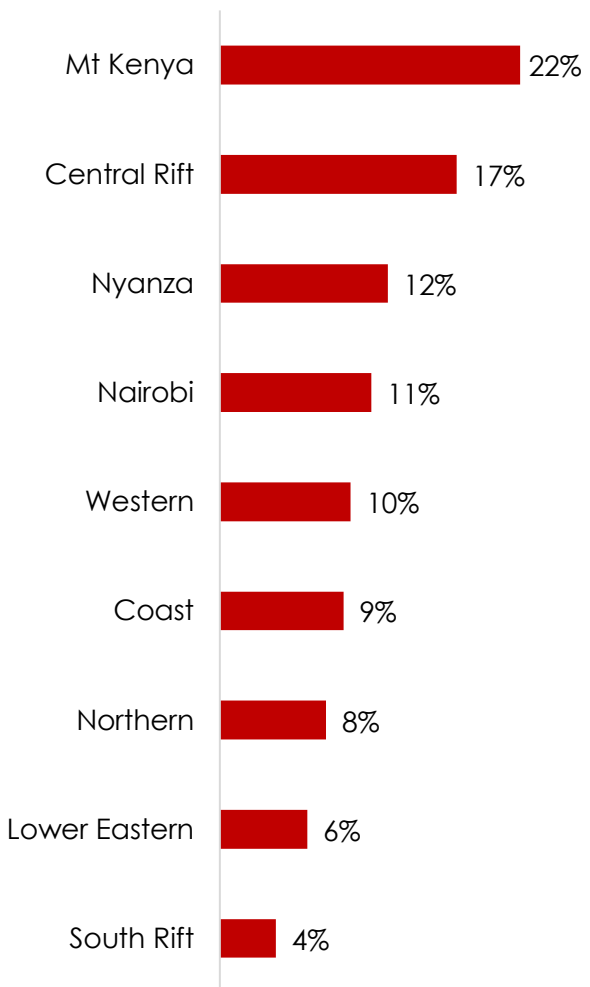


Fieldwork Dates	25 <sup>th</sup> November to 9 <sup>th</sup> December 2023
Geographical	<ul style="list-style-type: none"><li>• Central Rift, Coast, Lower Eastern, Mt Kenya, Nairobi, Northern, Nyanza, South</li></ul>
Data collection	<ul style="list-style-type: none"><li>▪ Telephonic Interviews conducted (with respondents whose contacts were collected through face-to-face (i.e., household-based interviews)</li></ul>
Sample	1,587 respondents
Margin of error	+/- 3 % (Note: Larger error-margins for sub-samples)
Funding	TIFA Research funded the survey

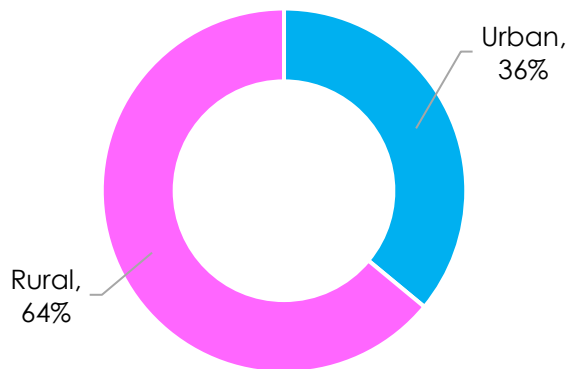
# Demographics

## Region, Gender, Age, Religion, Setting & Education Level

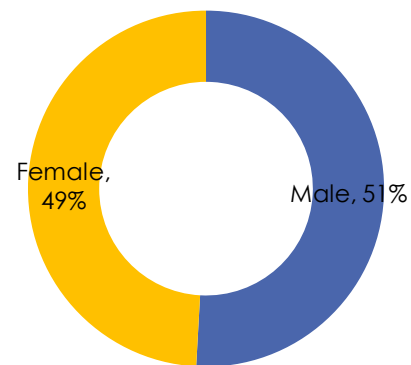
**Zone**



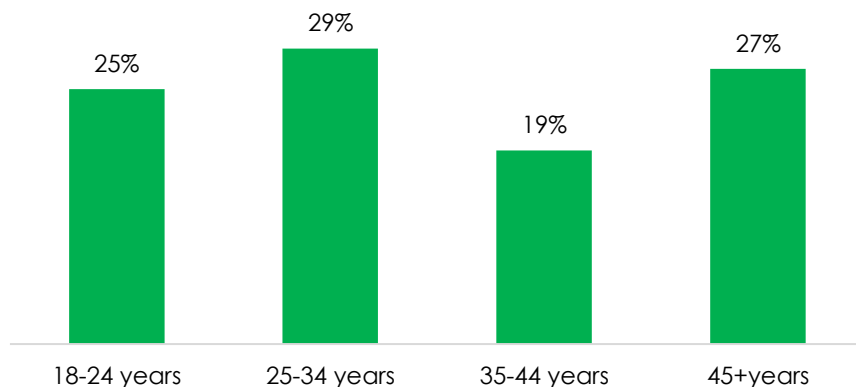
**Setting**



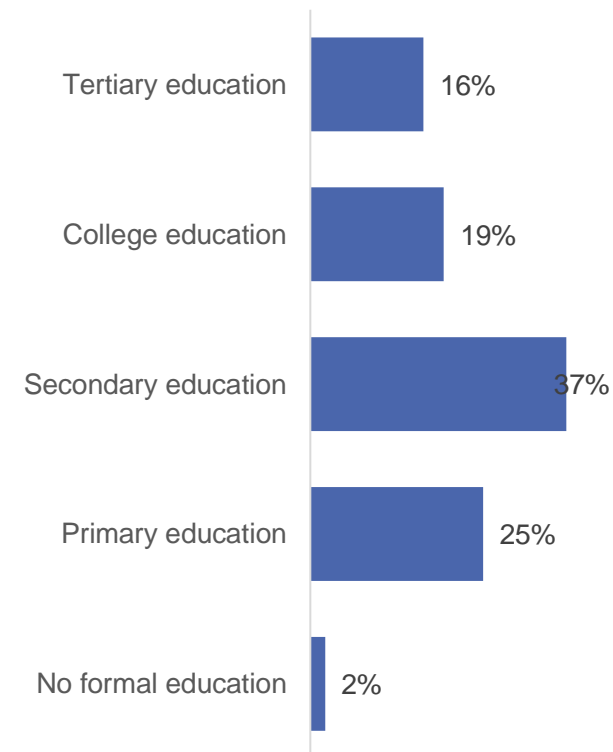
**Gender**



**Age**



**Highest education level**



# Sampling Zones Classification



County	Region
Uasin Gishu	Central Rift
Elgeyo-Marakwet	Central Rift
Nandi	Central Rift
Baringo	Central Rift
Nakuru	Central Rift
Kericho	Central Rift
Bomet	Central Rift
Mombasa	Coast
Kwale	Coast
Kilifi	Coast
Tana River	Coast
Lamu	Coast
Taita-Taveta	Coast
Kitui	Lower Eastern
Machakos	Lower Eastern
Makueni	Lower Eastern

County	Region
Trans Nzoia	Western
Kakamega	Western
Vihiga	Western
Bungoma	Western
Busia	Western
Garissa	Northern
Wajir	Northern
Mandera	Northern
Marsabit	Northern
Isiolo	Northern
Turkana	Northern
West Pokot	Northern
Samburu	Northern
Nairobi	Nairobi

County	Region
Meru	Mt Kenya
Tharaka-Nithi	Mt Kenya
Embu	Mt Kenya
Nyandarua	Mt Kenya
Nyeri	Mt Kenya
Kirinyaga	Mt Kenya
Murang'a	Mt Kenya
Kiambu	Mt Kenya
Laikipia	Mt Kenya
Siaya	Nyanza
Kisumu	Nyanza
Homa Bay	Nyanza
Migori	Nyanza
Kisii	Nyanza
Nyamira	Nyanza
Narok	South Rift
Kajiado	South Rift

# Contact Us

[ask@tifaresearch.com](mailto:ask@tifaresearch.com)

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