



**Ipsos Public Affairs**  
The Social Research and Corporate Reputation Specialists

## **SPEC Barometer – Selected Results**

**Prepared by: Ipsos Kenya Limited**

**Release Date: 4<sup>th</sup> March 2014**





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- Socio-Economic Issues
  - ⇒ Most serious problem facing Kenyans today
- Performance Ratings of Jubilee Government and other Public Office Holders and Institutions
- Perceived Achievements of the Jubilee Government

# Methodology



## Survey Methodology

Dates of polling	8 <sup>th</sup> – 15 <sup>th</sup> February 2014
Sample Size	2,031
Sampling methodology	Random, Multi-stage stratified using PPS (proportionate to population size)
Universe	Kenyan adults, aged 18+ living in Urban and Rural areas
Data collection methodology	Face-to-Face interviews at the household level
Sampling error	+/-2.2% with a 95% confidence level (Note: higher error-margins for sub-samples)
Poll funding	Ipsos Limited



# Sample Structure Statistics

Region	Sample Frame statistics (February 2014)	%	Population Census as at 2009 Adults (18 years +)	%
Central	266	13	2,548,038	13
Coast	179	9	1,711,549	9
Eastern	303	15	2,907,293	15
Nairobi	213	10	2,042,770	10
North Eastern	97	5	929,158	5
Nyanza	266	13	2,547,980	13
Rift Valley	500	25	4,795,482	25
Western	207	10	1,980,090	10
<b>TOTAL</b>	<b>2,031</b>	<b>100</b>	<b>19,462,360</b>	<b>100</b>



## Quality Control Measures

**Ipsos employs quality control measures to ensure the highest possible integrity of obtained results/data**

- For at least 20% of the interviews, a supervisor is present throughout
- Field managers visit at least 15% of the respondents in the sample at their households to confirm the interviews (i.e. back-checking).
- After the interview data are electronically transmitted to the Ipsos Server, an independent team makes random phone calls to 40% of the respondents to confirm that the interviews were conducted with the said respondents (i.e., telephonic back-checks).
- Mobile Data Collection Platform captures GPS location (latitudes and longitudes) of interviews conducted to verify that the interviewers are at the required locations
- Logical data checks are made on selected questionnaire entries to ensure conformity to the sample's statistical parameters.



## Other Integrity Obligations

**Ipsos abides by the Opinion Poll Act, MSRA code of conduct and ESOMAR guidelines on public opinion polling**

- The Conduct And Publication Of Electoral Opinion Polls Act (2012) requires that poll results should not be first published within 5 days to an election.
  
- Details to be published:
  - ⇒ Methodology used, sampling, sample size, respondents' demographics
  - ⇒ Respondents' non-response rates for each/key question
  - ⇒ Dates of field work
  - ⇒ Margin of error
  - ⇒ Source of poll finance

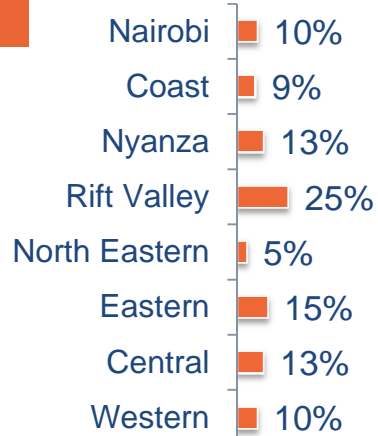
# Respondents' Demographic Profile





# Demographic Profile

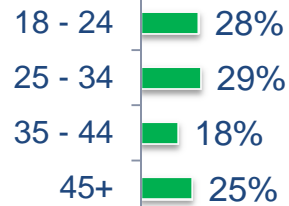
## Region



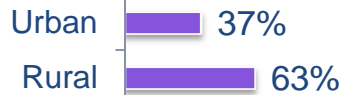
## Gender



## Age



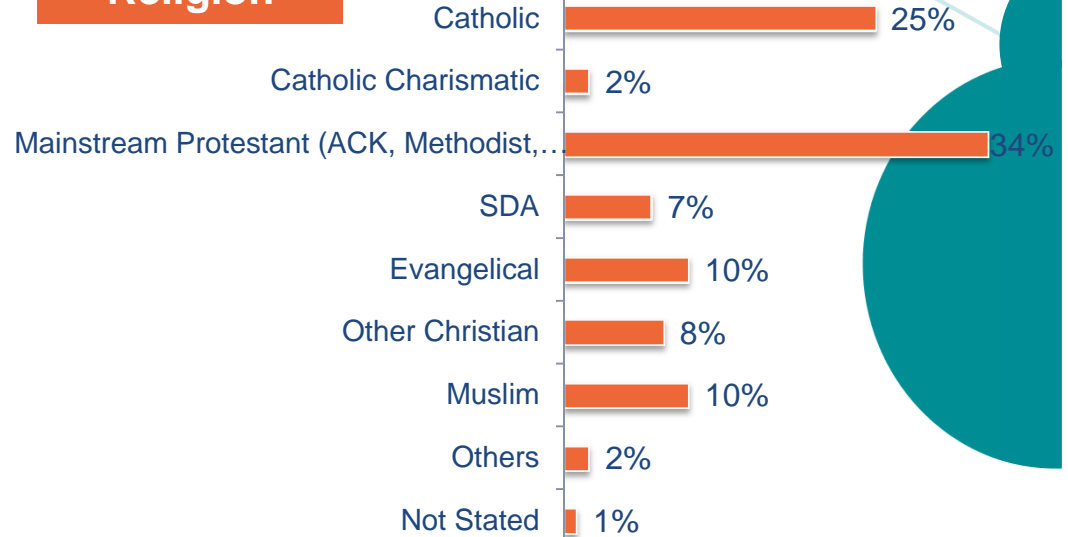
## Setting



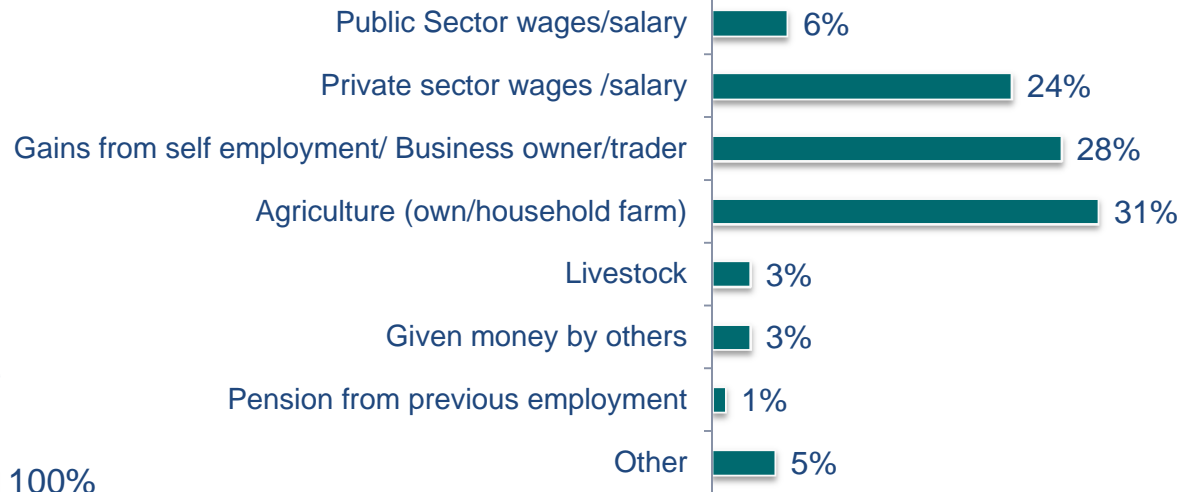
## Nationality



## Religion



## Source of Household Income

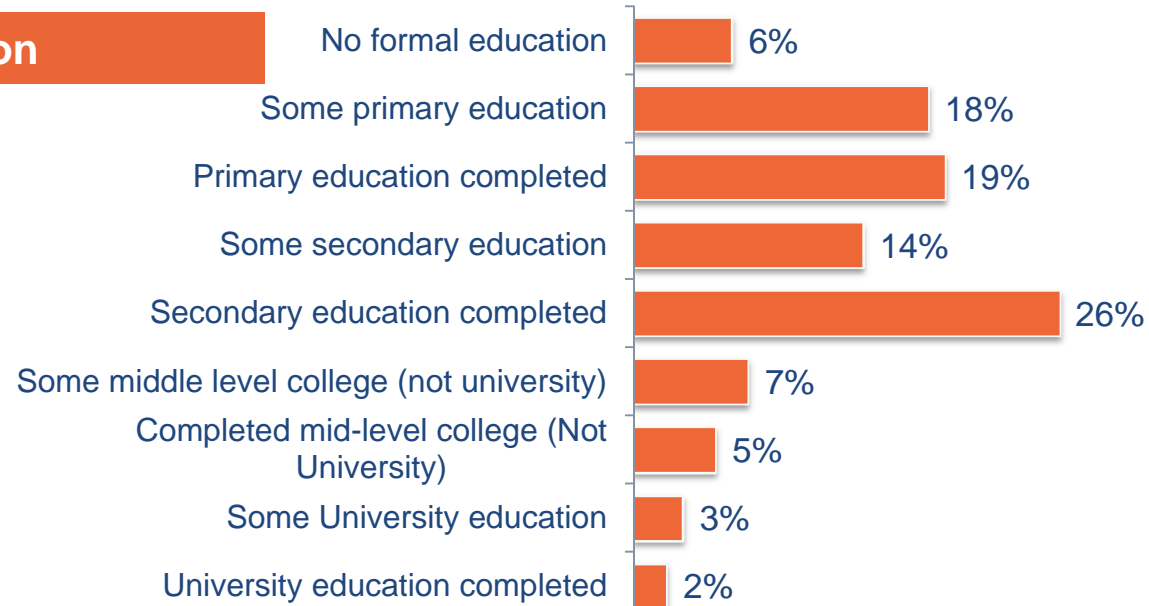


Base: All Respondents (n=2,031)

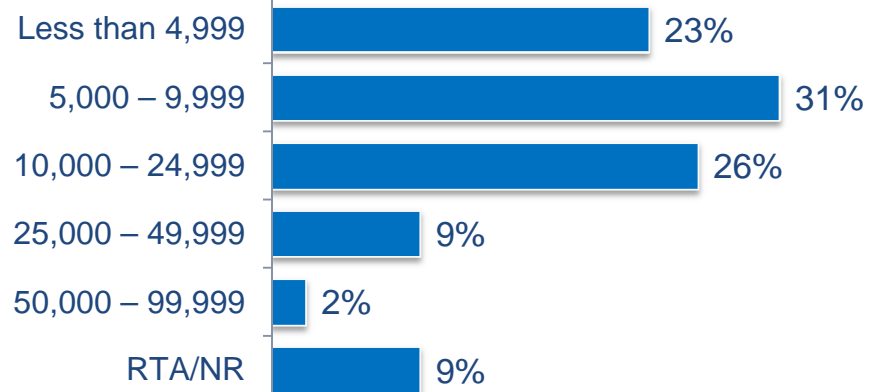


# Demographic Profile

## Level of Education



## Reported Household Income

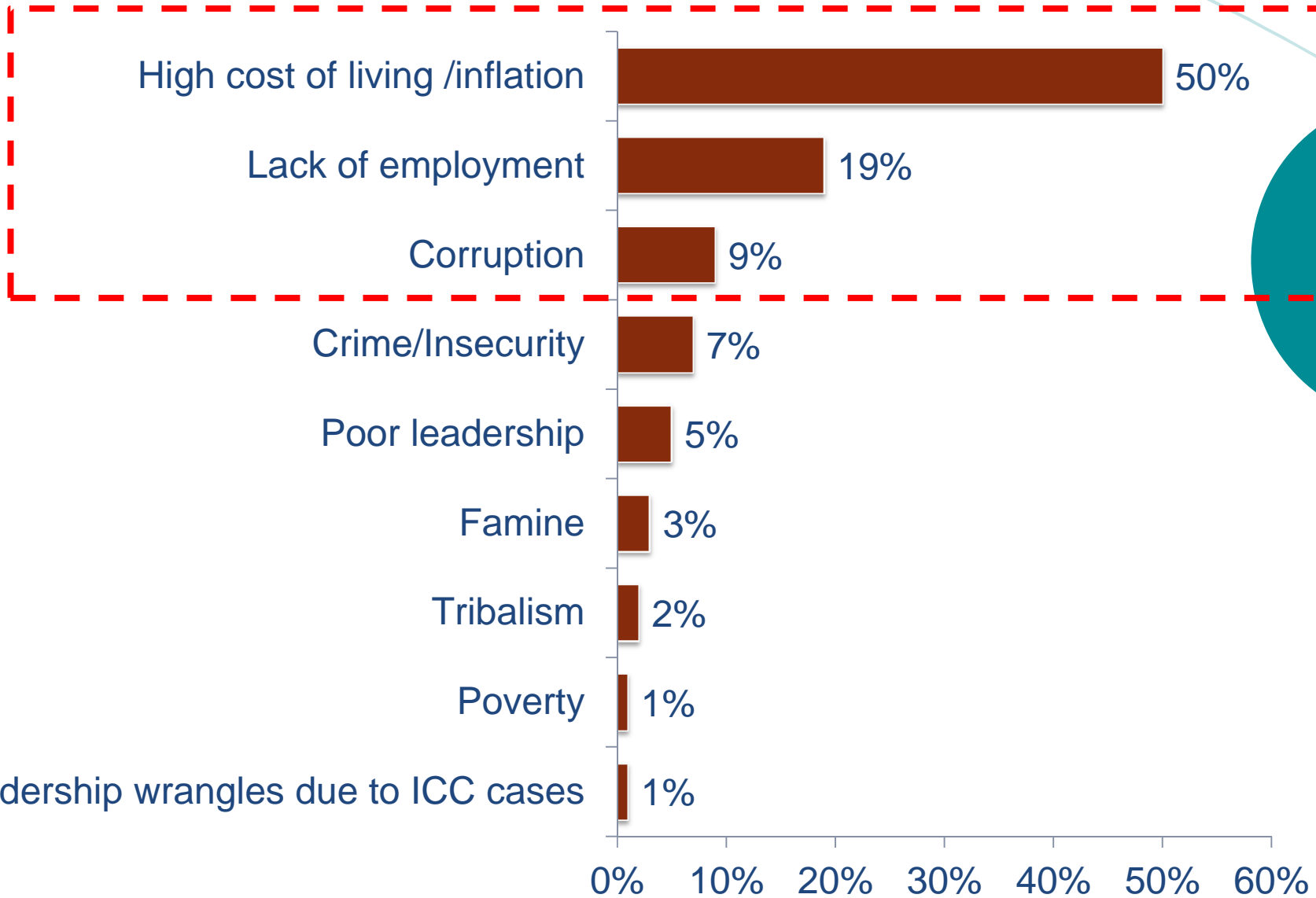


Base: All Respondents (n=2,031)

# Socio-Economic Issues



# “Generally, what would you say is the most serious problem facing Kenya today?” (By Total)

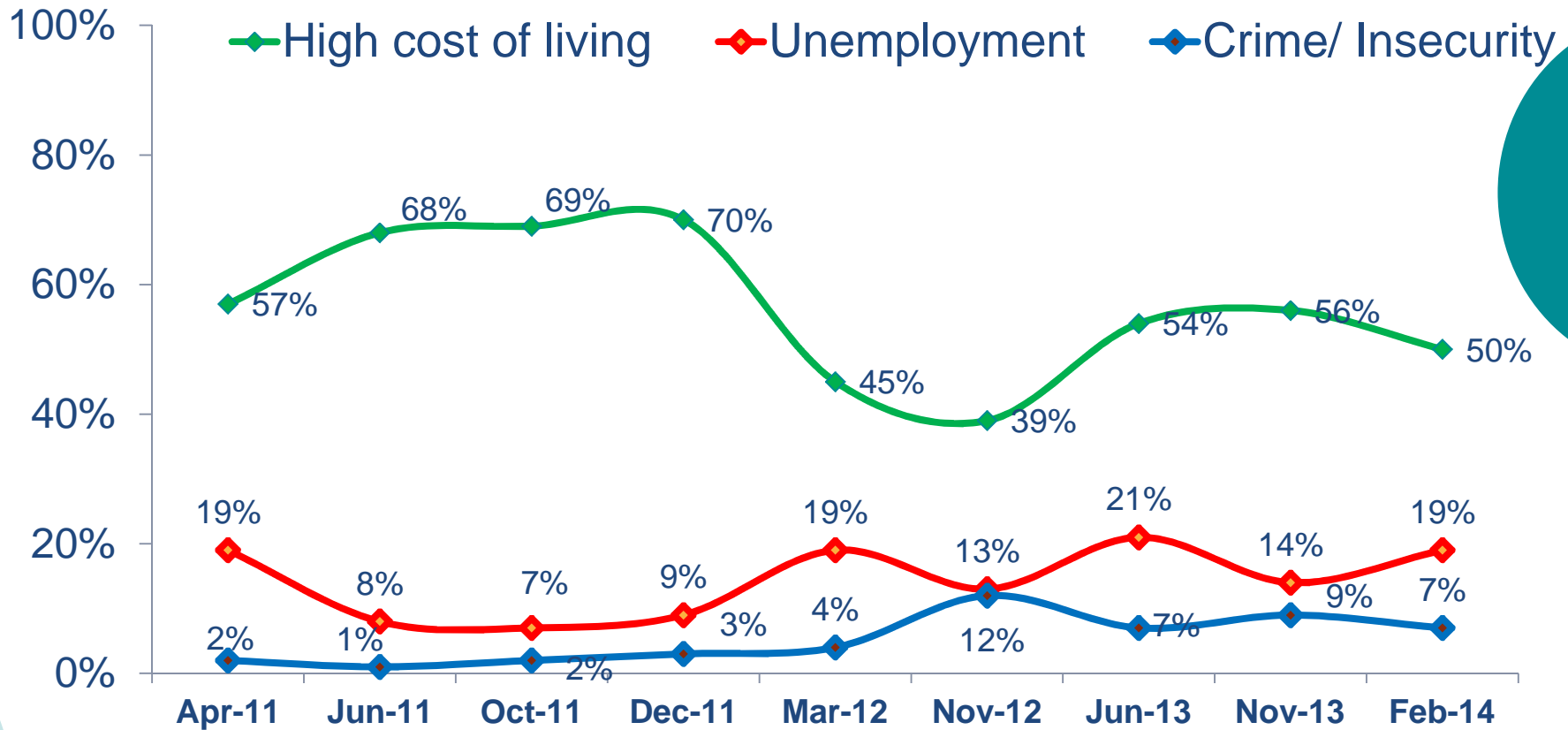


Base: All Respondents (n=2,031)

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# “What would you say is the most serious problem facing Kenya today?” – Trend Analysis (Top 3 mentions)



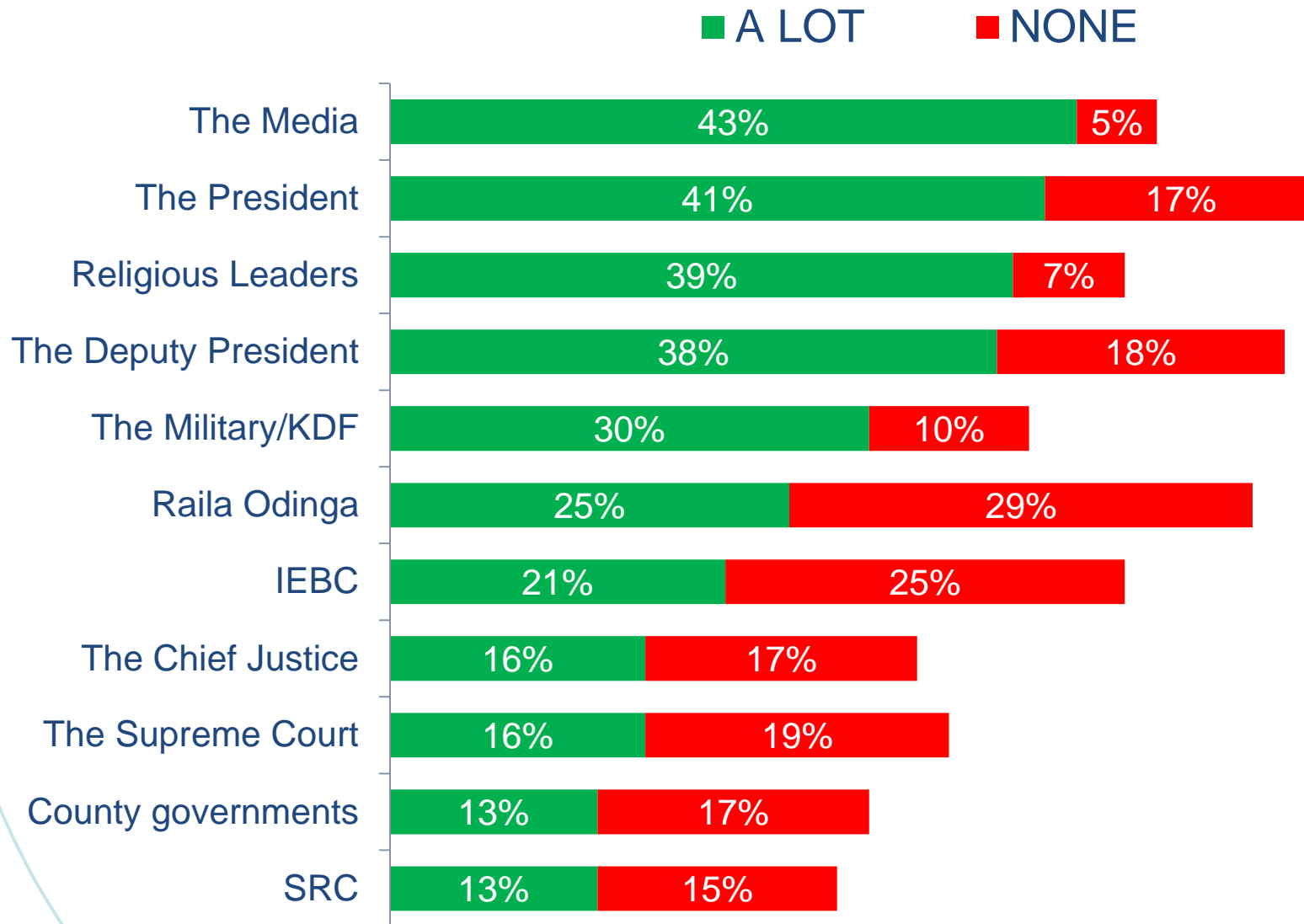
\*Inflation:  
Source -  
KNBS

Apr-11	Jun-11	Oct-11	Dec-11	Mar-12	Nov-12	Jun-13	Nov-13	Jan-14
*12.05%	*14.49%	*18.91%	*18.93%	*15.61%	*3.25%	*4.91%	*7.36%	7.21%*

# Performance Ratings



“Please tell me how much trust do you have in each of the following institutions/public office holders...?” (Top List) *by Total*  
*(% for “some trust” not shown)*

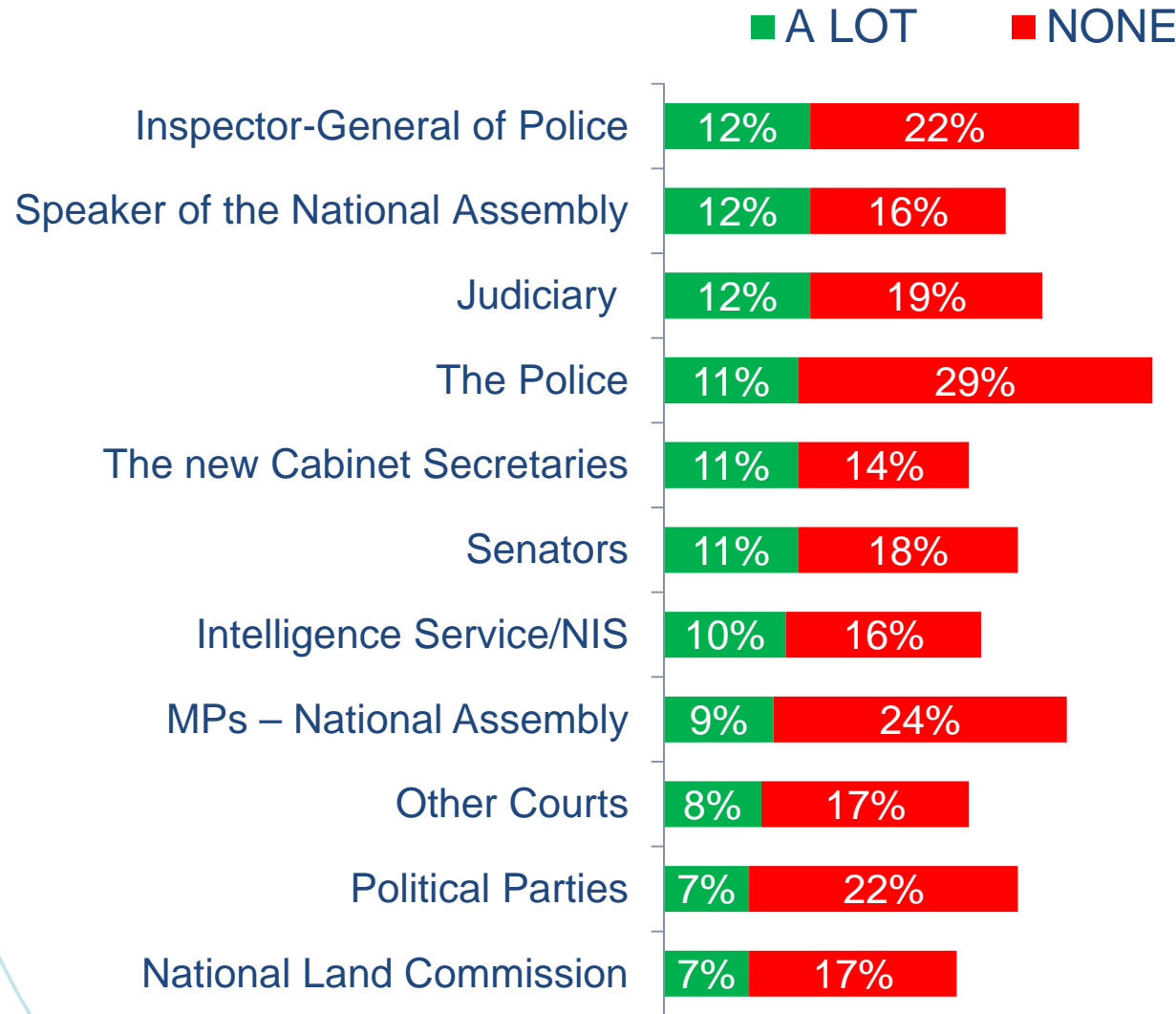


Base: All Respondents (n=2,031)

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“Please tell me how much trust do you have in each of the following institutions/public office holders...?” (Bottom List) *by Total*  
(% for “some trust” not shown)



Base: All Respondents (n=2,031)





## Level of Confidence -Trend Analysis: % saying “a lot of confidence”

Institution/Public Office Holder	February 2014	November 2013	Drop/Rise
The Media	43%	68%	-25
The President	41%	53%	-12
Religious Leaders	39%	50%	-11
The Deputy President	38%	48%	-10
KDF	30%	32%	-2
Raila Odinga	25%	37%	-12
IEBC	21%	30%	-9
The Supreme Court	16%	28%	-12
The Chief Justice	16%	27%	-11
The A-G	14%	23%	-9
County governments	13%	28%	-15
SRC	13%	32%	-19
Speaker of the NA	12%	23%	-11
Other Courts	12%	19%	-7
I-G of Police	12%	21%	-9
Senators	11%	24%	-13
Cabinet Secretaries	11%	21%	-10
The Police	11%	18%	-7
NIS	10%	20%	-10
MPs	9%	18%	-9
Political Parties	7%	17%	-10
National Land Commission	7%	-	
Department of Immigration	7%	16%	-9



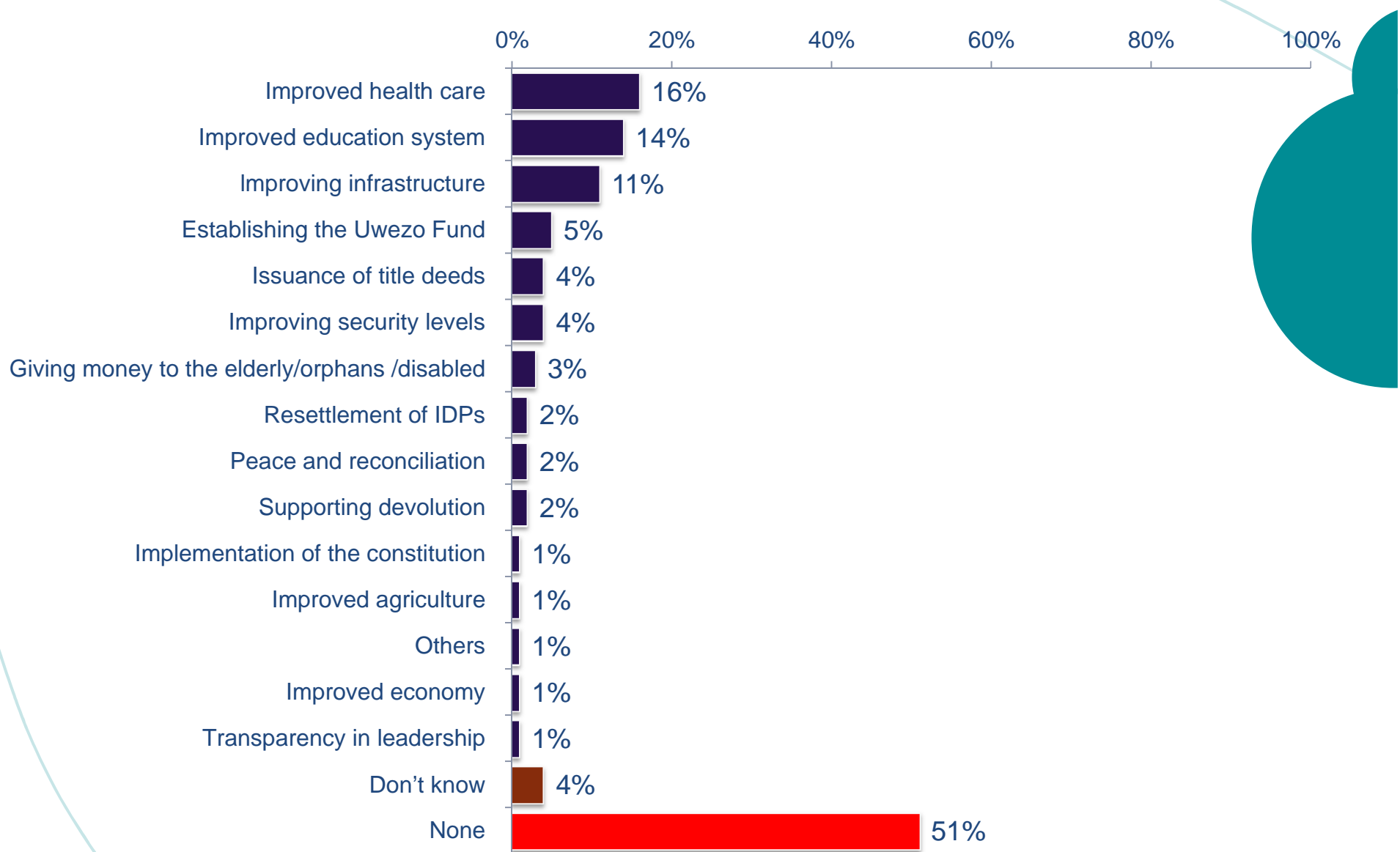
## Level of Confidence

*% saying "a lot of confidence" by Jubilee Vs. CORD Supporters*

Institution/Public Office Holder	Jubilee Supporters (n=898)	CORD Supporters (n=764)
President	69%	13%
Deputy President	65%	11%
Cabinet Secretaries	18%	5%
Media	40%	48%
Political Parties	8%	5%
Raila Odinga	5%	54%
MPs	12%	6%
Senator	11%	9%
Police	14%	8%



# “What have been 2 achievements of the Jubilee Government so far?” (By Total) – February 2014

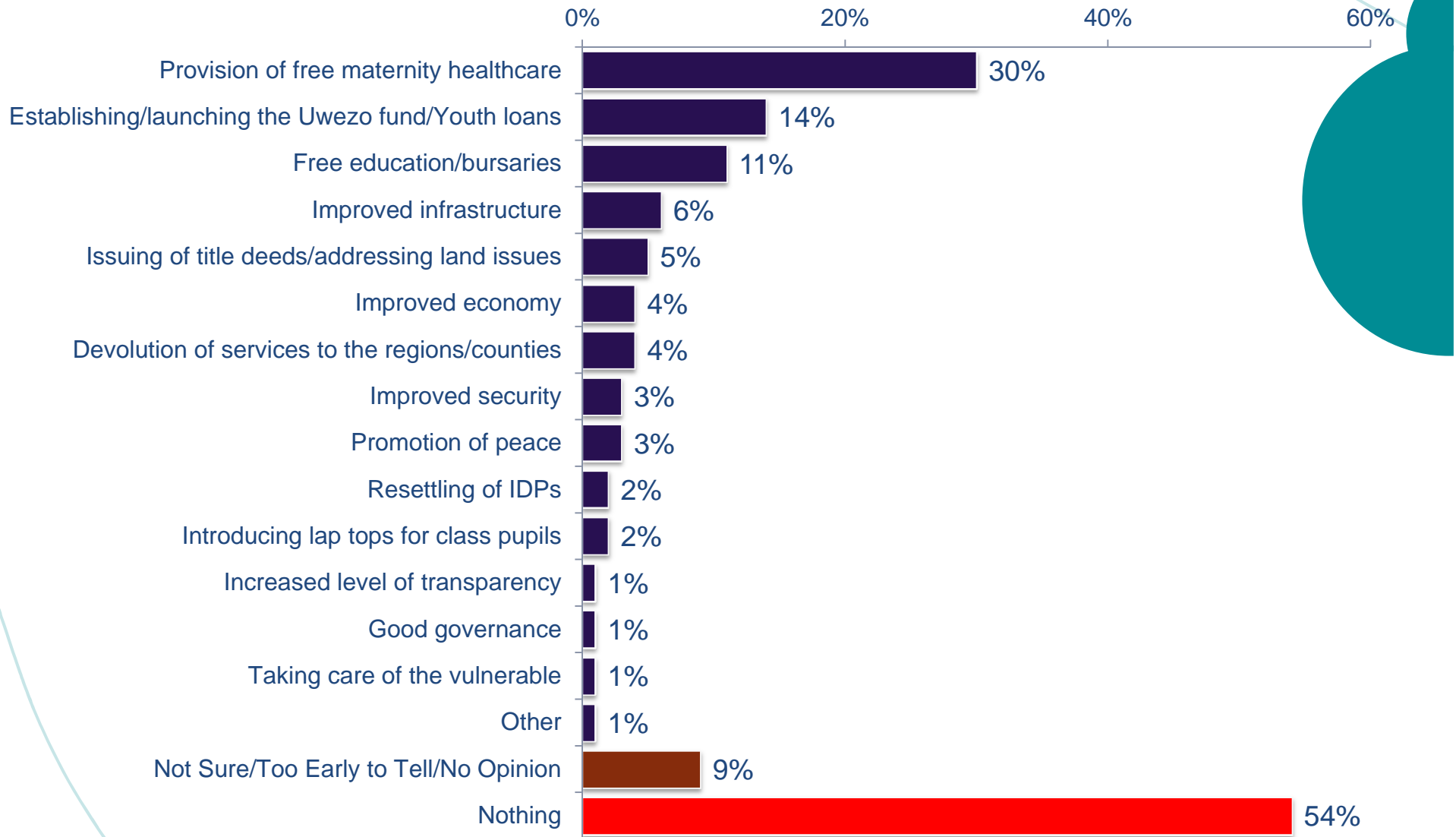


Base: All Respondents (n=2,031)

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# “What have been 2 achievements of the Jubilee Government so far?” (By Total) – *November 2013*



Base: All Respondents (n=2,060)



## “What have been 2 achievements of the Jubilee Government so far?” *(By Jubilee Vs. CORD Supporters)*

	Jubilee Supporters (n=897)	CORD Supporters (n=764)
Improved health care	23%	8%
Improved education system	20%	8%
Improving infrastructure	16%	6%
Establishing the Uwezo Fund	8%	3%
Improving security levels	6%	2%
Issuance of title deeds	5%	2%
Giving money to the elderly/orphans /disabled	5%	1%
Resettlement of IDPs	3%	0%
Peace and reconciliation	3%	0%
Improved agriculture	2%	1%
Improved economy	2%	0%
Supporting devolution	2%	2%
Transparency in leadership	2%	0%
Implementation of the constitution	1%	1%
Others	1%	1%
Food security	0%	1%
<b>Don't know</b>	<b>4%</b>	<b>4%</b>
<b>None</b>	<b>34%</b>	<b>69%</b>

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