SPEC Barometer, 2nd QTR 2018

Second Media Release

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METHODOLOGY

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Methodology

| Dates of Fieldwork	25TH July– 2nd August, 2018
Sample Size	2,016 (Total Individual Contacts: 3, 484)
Sampling Methodology	Random, Multi-stage stratified using PPS (proportionate to population size) Spread across 46 counties
Population Universe	Kenyan adults, aged 18 and above living in Urban and Rural areas
Data Collection Methodology	Face-to-Face interviews at the household level
Sampling Error	+/-2.16% with a 95% confidence level (**Note: Higher error-margins for sub-samples**)
Interview Languages	English, Swahili, Somali
Funding Source	Ipsos

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Sample Structure Statistics: Across 46 Counties

Region	Sample Frame statistics (July 2018) *Weighted data	% of Sample	Population Census of 2009 Adults (18 years +)	% Of Population
Central	268	13	2,548,038	13
Coast	174	9	1,711,549	9
Eastern	303	15	2,907,293	15
Nairobi	214	11	2,042,770	10
North Eastern	98	5	929,158	5
Nyanza	262	13	2,547,980	13
Rift Valley	496	25	4,795,482	25
Western	203	10	1,980,090	10
TOTAL	**2,016**	**100**	**19,462,360**	**100**

KENYA POPULATION DENSITY

FIELDWORK SAMPLE MAPPING
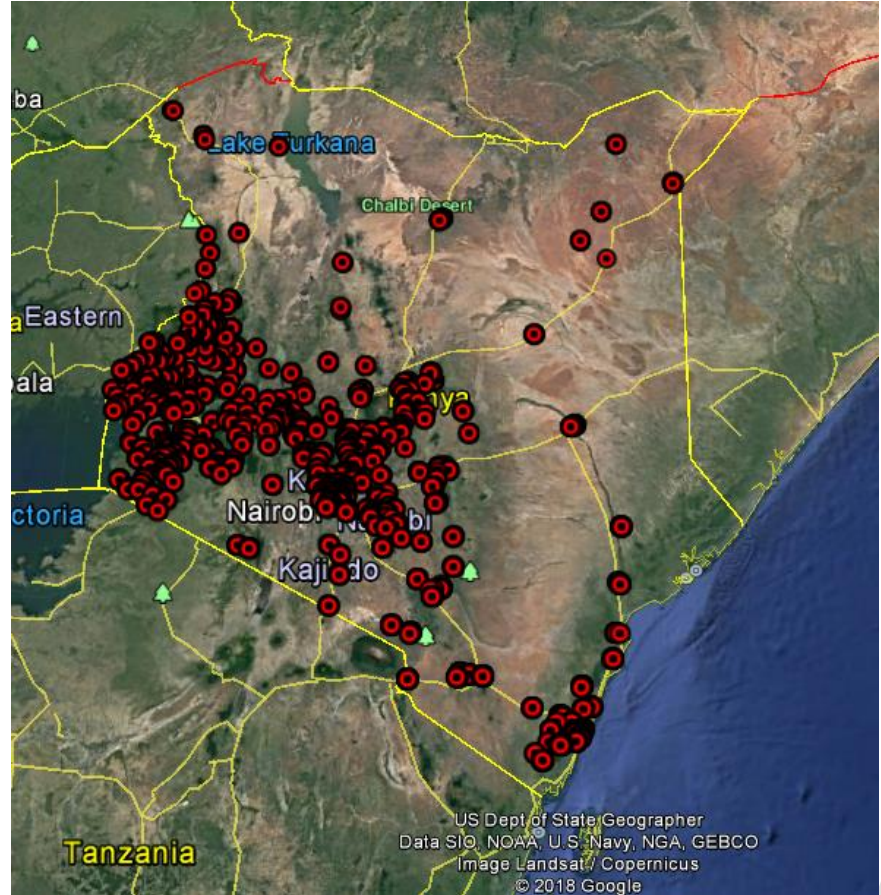
Quality Control Measures

IPSOS EMPLOYS QUALITY CONTROL MEASURES TO ENSURE THE HIGHEST POSSIBLE INTEGRITY OF OBTAINED RESULTS/DATA

- For at least 15% 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 then makes random phone calls to 20% 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 the locations of the interviewers in the field alongside allowing silent recording.

- Logical data checks are made on selected questionnaire entries to ensure conformity with the flow of the questions answered by the respondents.

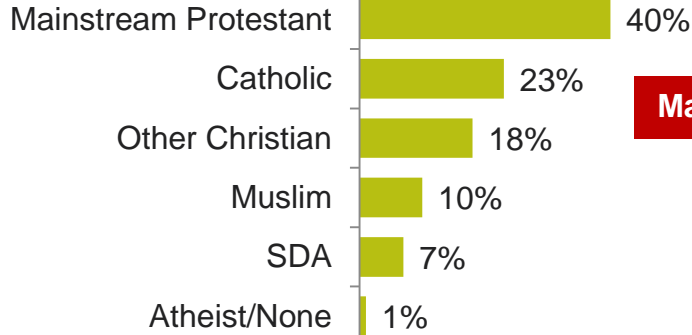- Sample quotas were monitored to match the sample's statistical parameters.

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RESPONDENTS' DEMOGRAPHIC PROFILE

(**Weighted for:** Gender, Age, Region and Setting)

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DEMOGRAPHIC PROFILE

Religion

Mainstream Protestant	40%
Catholic	23%
Other Christian	18%
Muslim	10%
SDA	7%
Atheist/None	1%

Gender

Female	51%
Male	49%

Age

18 – 24 years	28%
25 – 34 years	29%
35 – 44 years	18%
45+ years	25%

Setting

Rural	63%
Urban	37%
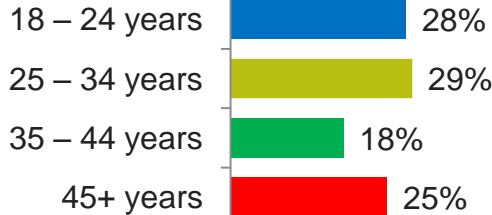
Main Source of Household Income

Self-employment	42%
Agriculture	19%
Private sector	16%
Public Sector	7%
Given money by others	6%
Livestock	3%
Casual labourer	2%
Pension from previous employment	1%
DK	1%
RTA	2%

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DEMOGRAPHIC PROFILE

Employment Status

- Self-Employed: 45%
- Peasant/Herder: 12%
- Unemployed: 12%
- Private Sector Employee: 11%
- Casual Labour: 9%
- Public Sector Employee: 5%
- Student: 4%
- NGO/Religious Sector Employee: 1%
- Unable to work: 1%
- Retired: 1%
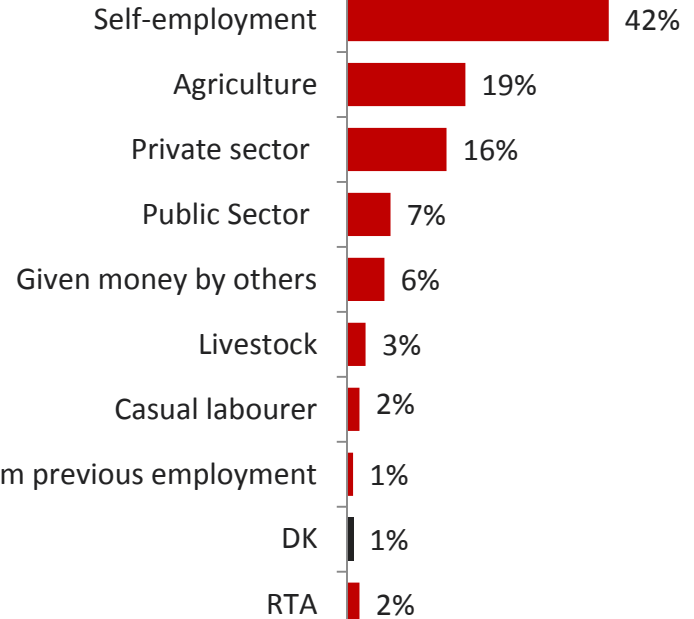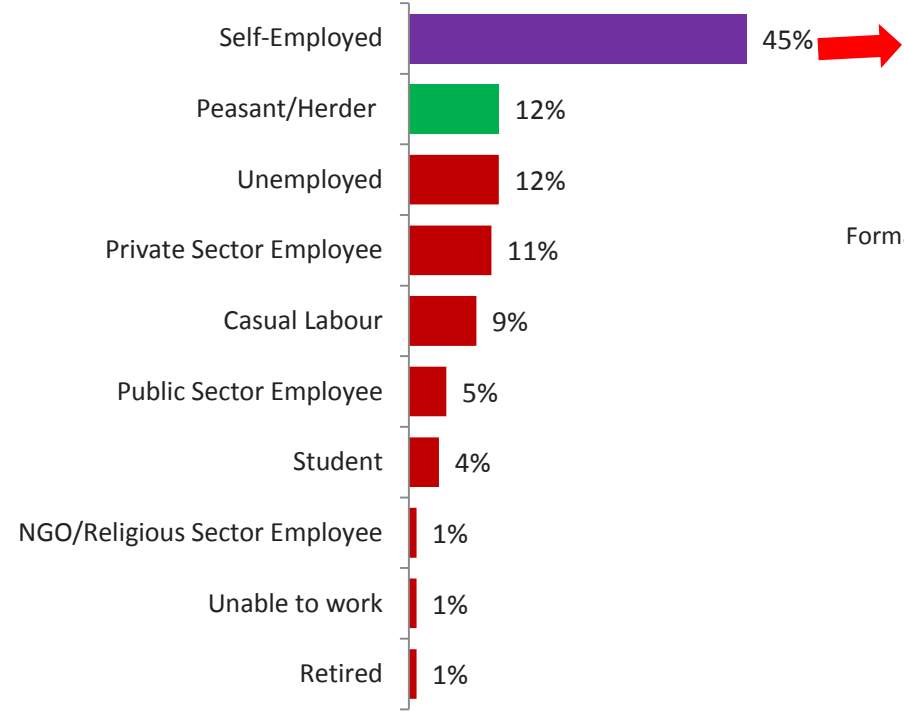
Total Wage Employment: 17%

Main Source of Self-Employment

- Agriculture produce marketing: 25%
- Foodstuffs kiosk: 18%
- General goods kiosk: 15%
- Formal private sector (business owners): 10%
- Livestock marketing: 6%
- Transport (owner/driver): 6%
- Electrical/mechanical repair/sales: 5%
- Builder: 4%
- Boutique: 2%
- Hairdressing: 1%
- Other (16 Mentions): 5%
- NR: 3%

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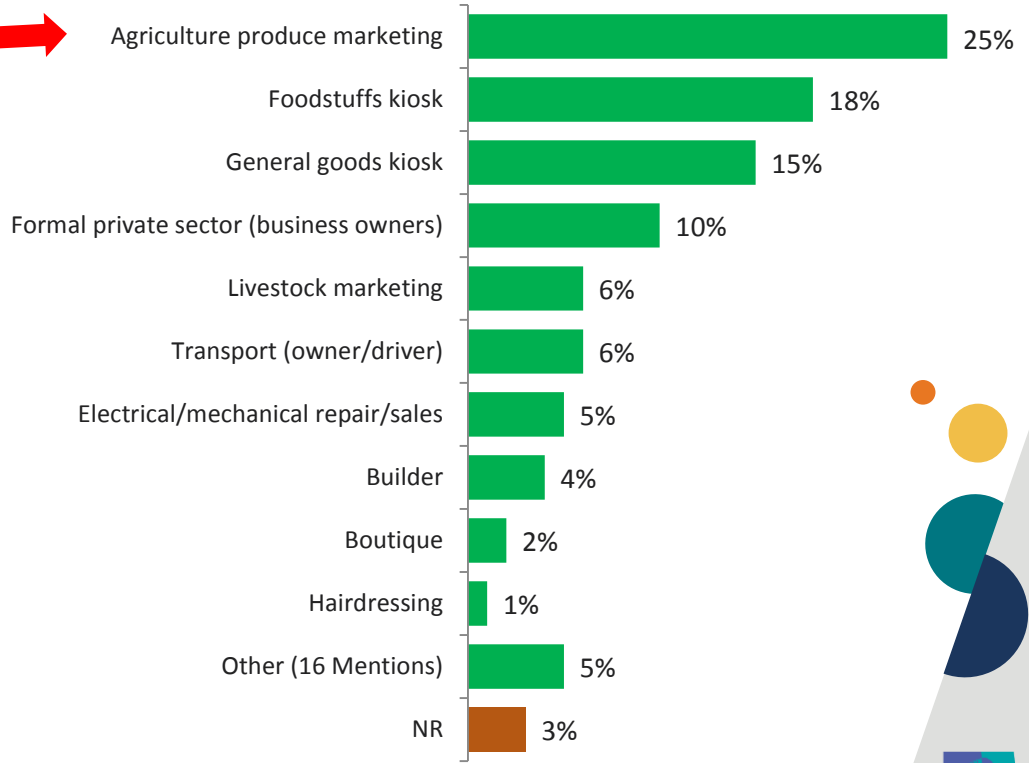
DEMOGRAPHIC PROFILE

Employment Status
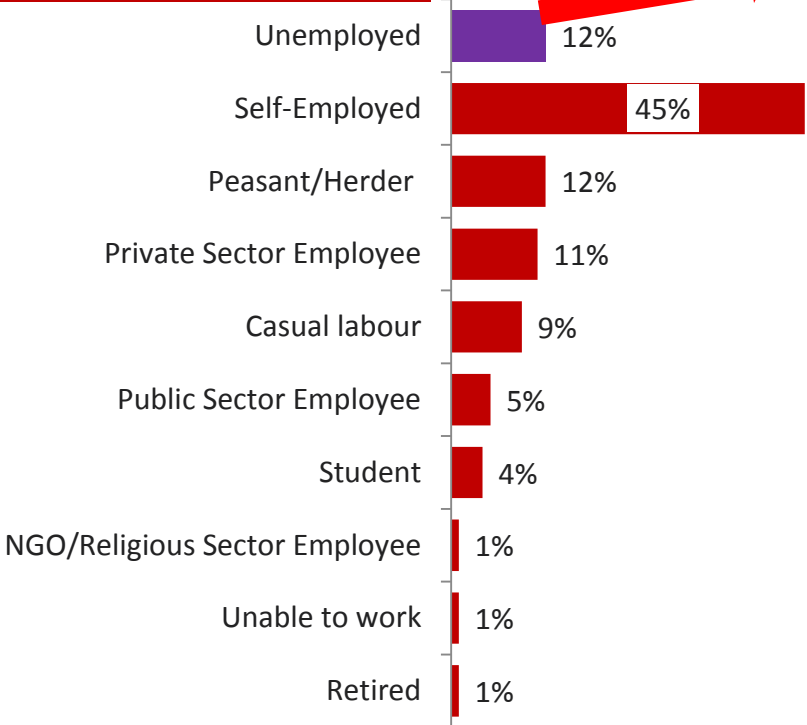
Main Source of Money (of the 33% Who Report Having Earned Any)

Employment Status	%
Unemployed	12%
Self-Employed	45%
Peasant/Herder	12%
Private Sector Employee	11%
Casual labour	9%
Public Sector Employee	5%
Student	4%
NGO/Religious Sector Employee	1%
Unable to work	1%
Retired	1%

Total Wage Employment: 17%

Main Source of Money	%
Casual manual labor	46%
Sold produce	27%
Given by others	17%
Betting/Gambling	9%

Base: (n=79)

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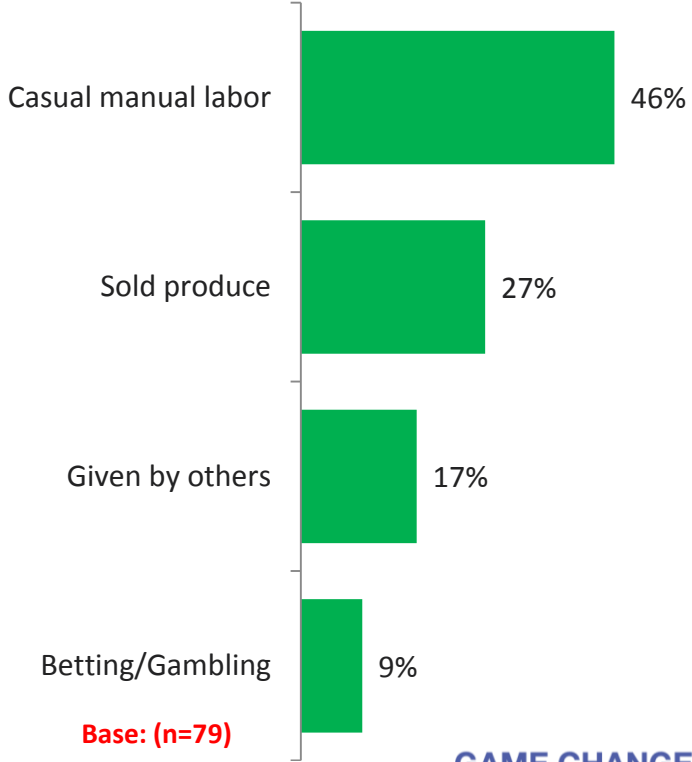
DEMOGRAPHIC PROFILE

Level of Education

No Formal	4%
Some Primary	15%
Primary Completed	19%
Some Secondary	14%
Secondary Completed	28%
Some Mid-Level College	7%
Completed Mid-Level College	6%
Some University	3%
University Completed	3%
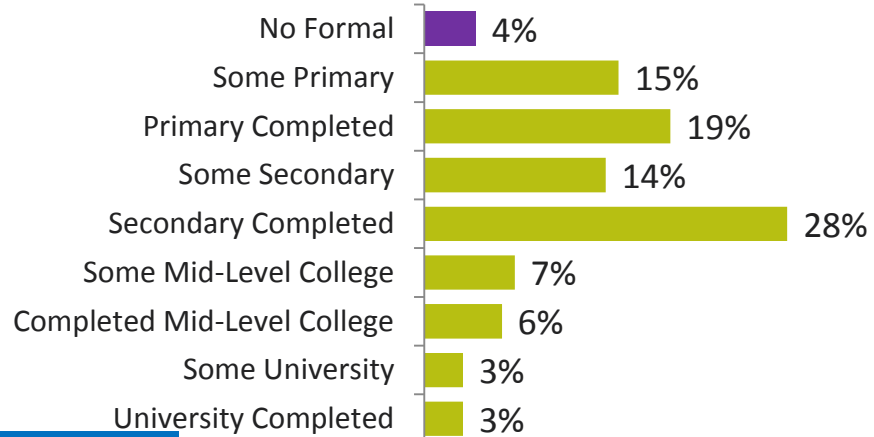
Estimated Total Monthly Household Income

No income	2%
Less than 10,000	39%
10,001 – 25,000	34%
25,001 – 40,000	13%
40,001 – 55,000	4%
55,001 – 75,000	2%
Above 75,001	1%
DK	2%
RTA	3%

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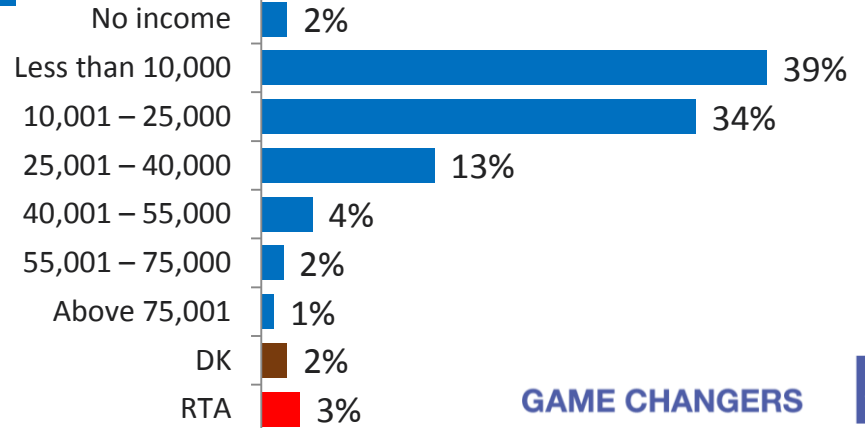
Cautionary Point

Fieldwork for this survey was conducted between 25th July and 2nd August. During and after that time several developments occurred whose (full) impact may not be reflected in some of the results reported in this survey. Among them are:

August:

- 22nd: Foreign Affairs Cabinet Secretary Monica Juma holds talks with her US counterparts in Washington DC ahead of President Kenyatta's arrival

- 27th : President Kenyatta holds talks with US President Donald Trump during an official visit to Washington D.C., only the second African leader to be so welcomed; also meets US business leaders

- 30th: British PM Theresa May visits Kenya, the first visit by a British PM for 39 years as the UK prepares for Brexit

- 31st: President Kenyatta arrives in China for major African-Chinese summit on economic partnership

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**FOREIGN COUNTRIES AND KENYA'S DEVELOPMENT**

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"Outside of eastern Africa, which foreign country do you think is most important for Kenya to have good relations with?": *by Total, Supporters of the Main Political Parties/Coalitions*

Country	Total (n=2,016)		Jubilee Supporters (n=1.043)	NASA Supporters (n=694)		% Difference
USA	35%		28%	49%		+19%
China	25%		30%	19%		-11%
United Kingdom	4%		3%	4%		+1%
South Africa	4%		4%	3%		-1%
Germany	3%		4%	1%		-3%
Japan	2%		3%	2%		-1%
Russia	2%		1%	1%		0%
Sweden	1%		1%	0%		-1%
Israel	1%		1%	1%		0%
Other (24 Mentions)	4%		7%	5%		-2%
Not Sure	19%		18%	15%		3%

Main Reason for Perceiving Relations with the US and China as Beneficial for Kenya's Development (Single Response) : *by Those Who Mentioned the US/China*

Main Reason	USA (n=708)	China (n=497)		% Difference
Development/Economy: Infrastructure	38%	86%		+48%
Development/Economy: Loans/Grants	49%	11%		-38%
Counter-Terrorism	4%	0%		-4%
Culture	2%	0%		-2%
Anti-Corruption	3%	0%		-3%
Elections	2%	0%		-2%
Development (Other)	1%	1%		0%
Good Governance	1%	0%		-1%

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"Outside of Eastern Africa, which foreign country do you think is most important for Kenya to have good relations with?": Trend Analysis: April 2015 – July 2018
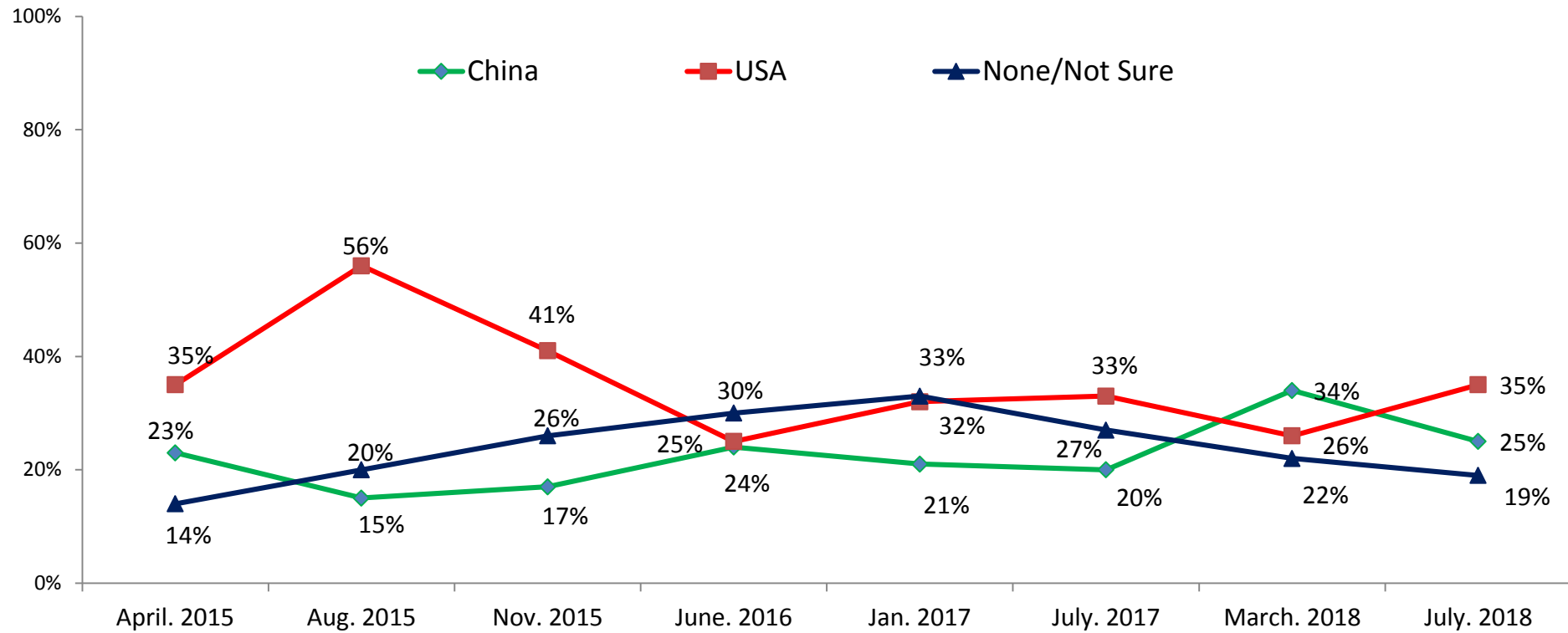
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"Outside of Eastern Africa, which country do you think constitutes the biggest threat to Kenya's economic and political development?":
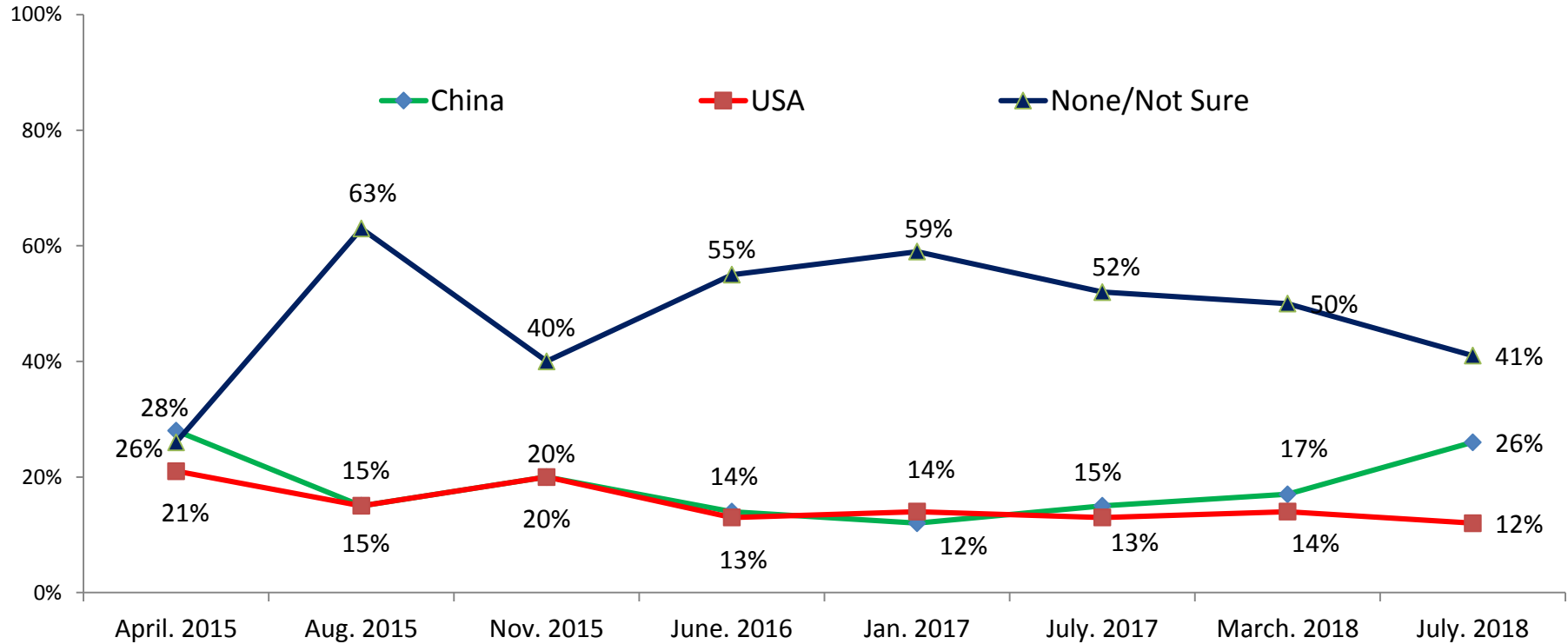## by Total, Supporters Of The Main Political Parties/Coalitions

Country	Total (n=2,016)		Jubilee Supporters (n=1.043)	NASA Supporters (n=694)		% Difference
China	26%		23%	33%		+10%
USA	12%		16%	10%		-6%
Germany	2%		2%	1%		-1%
Japan	2%		2%	3%		+1%
Russia	2%		3%	2%		-1%
United Kingdom	2%		2%	1%		-1%
Sweden	1%		1%	1%		0%
South Africa	1%		0%	0%		0%
Iraq	1%		1%	1%		0%
Other (20 Mentions)	3%		4%	3%		-1%
None	1%		1%	1%		0%
Not Sure	40%		39%	38%		-1%
N/A	7%		6%	6%		0%

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Main Reason for Perceiving the US and China as a Threat to Kenya's Development: *by Those Who Mentioned the US/China*

Main Reason	China (n=523)	USA (n=250)		% Difference
Development/Economy: Job Losses	38%	11%		27%
Development/Economy: Cheap Goods	25%	18%		7%
Development/Economy: Infrastructure	21%	16%		5%
Fosters Corruption	8%	5%		3%
Undermines Culture	3%	14%		11%
Undermines Elections	0%	12%		12%
Encourages Terrorism	2%	9%		7%
NR	2%	15%		13%

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"Outside of Eastern Africa, which country do you think constitutes the biggest threat to Kenya's economic and political development?" Trend Analysis: April 2015 – July 2018
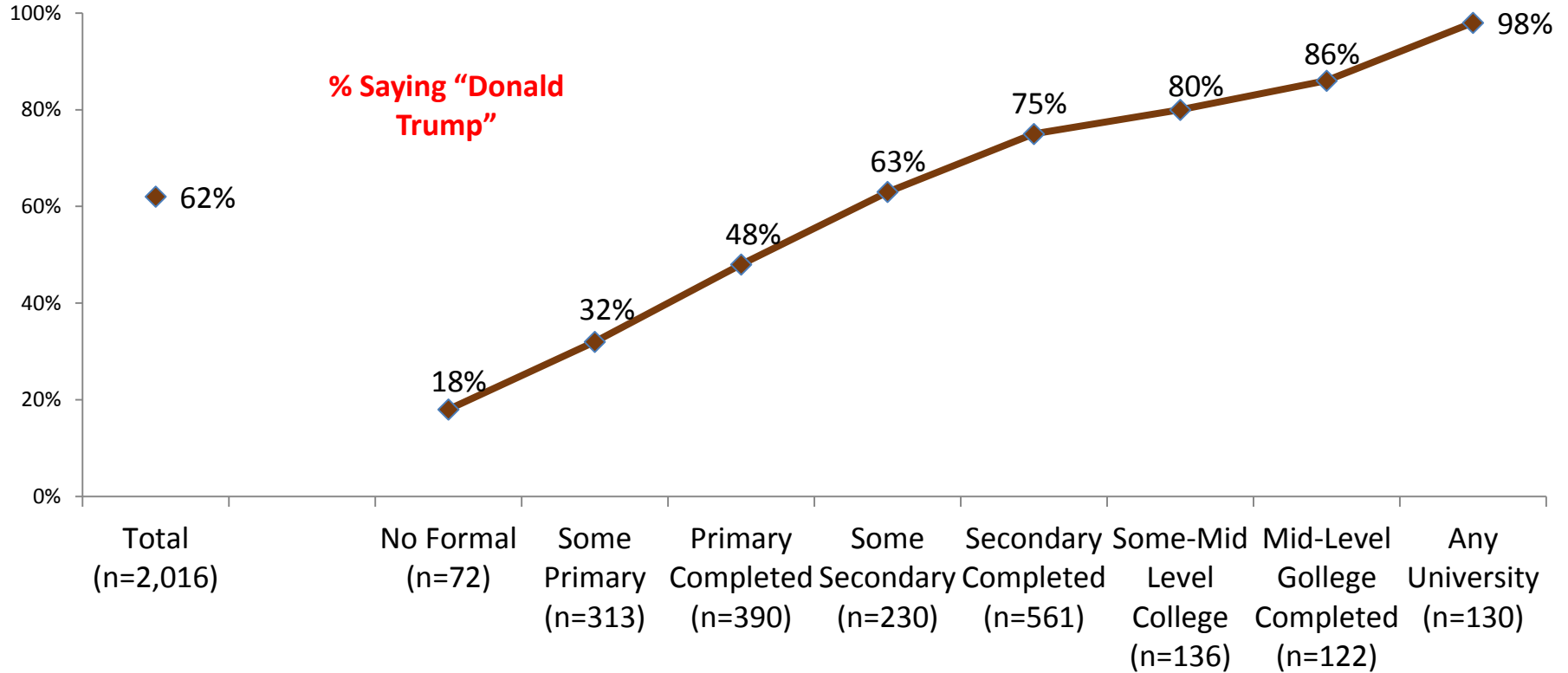

Legend: China | USA | None/Not Sure

	April. 2015	Aug. 2015	Nov. 2015	June. 2016	Jan. 2017	July. 2017	March. 2018	July. 2018
None/Not Sure	26%	63%	40%	55%	59%	52%	50%	41%
China	28%	15%	20%	14%	12%	15%	17%	26%
USA	21%	15%	20%	13%	14%	13%	14%	12%

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US PRESIDENT DONALD TRUMP: KENYANS' KNOWLEDGE AND OPINIONS

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"Who is the current president of the United States?": *by Total, Level of Education*

% Saying "Donald Trump"

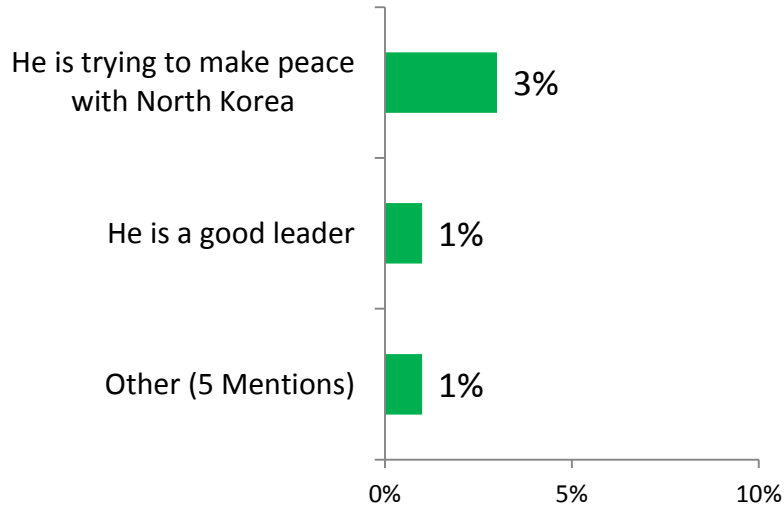| Category	Value
Total (n=2,016)	62%
No Formal (n=72)	18%
Some Primary (n=313)	32%
Primary Completed (n=390)	48%
Some Secondary (n=230)	63%
Secondary Completed (n=561)	75%
Some-Mid Level College (n=136)	80%
Mid-Level Gollege Completed (n=122)	86%
Any University (n=130)	98%

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"Aside from the fact that he belongs to the Republican party and that he defeated the Democratic party candidate, Hillary Clinton in the 2016 election, what is one thing you know about President Trump?": *by Total (Among the 62% Who Could Name Donald Trump as the Current US President)*
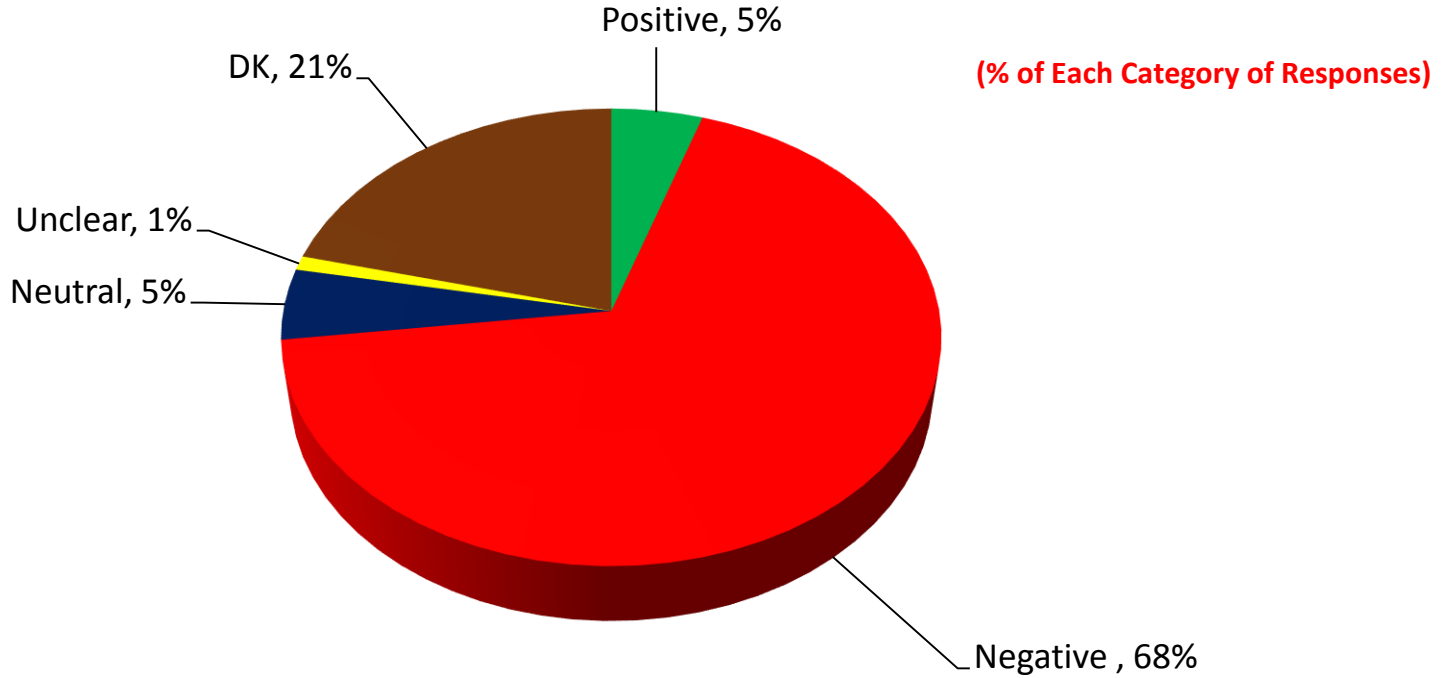
(% of Each Category of Responses)

- Positive, 5%
- DK, 21%
- Unclear, 1%
- Neutral, 5%
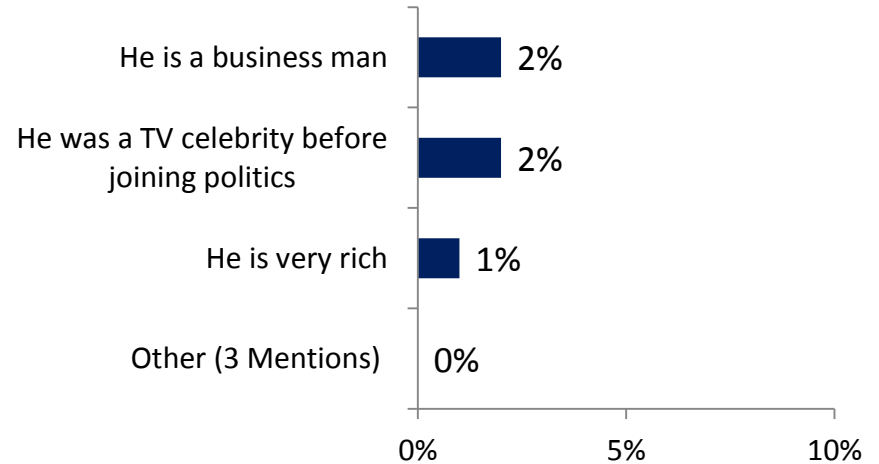- Negative, 68%

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"Aside from the fact that he belongs to the Republican party and that he defeated the Democratic party candidate, Hillary Clinton in the 2016 election, what is one thing you know about President Trump?": *by the 5% Who Gave a Neutral Response and the 5% Who Gave a Positive Response (Among the 62% Who Could Name Donald Trump as the Current US President)*
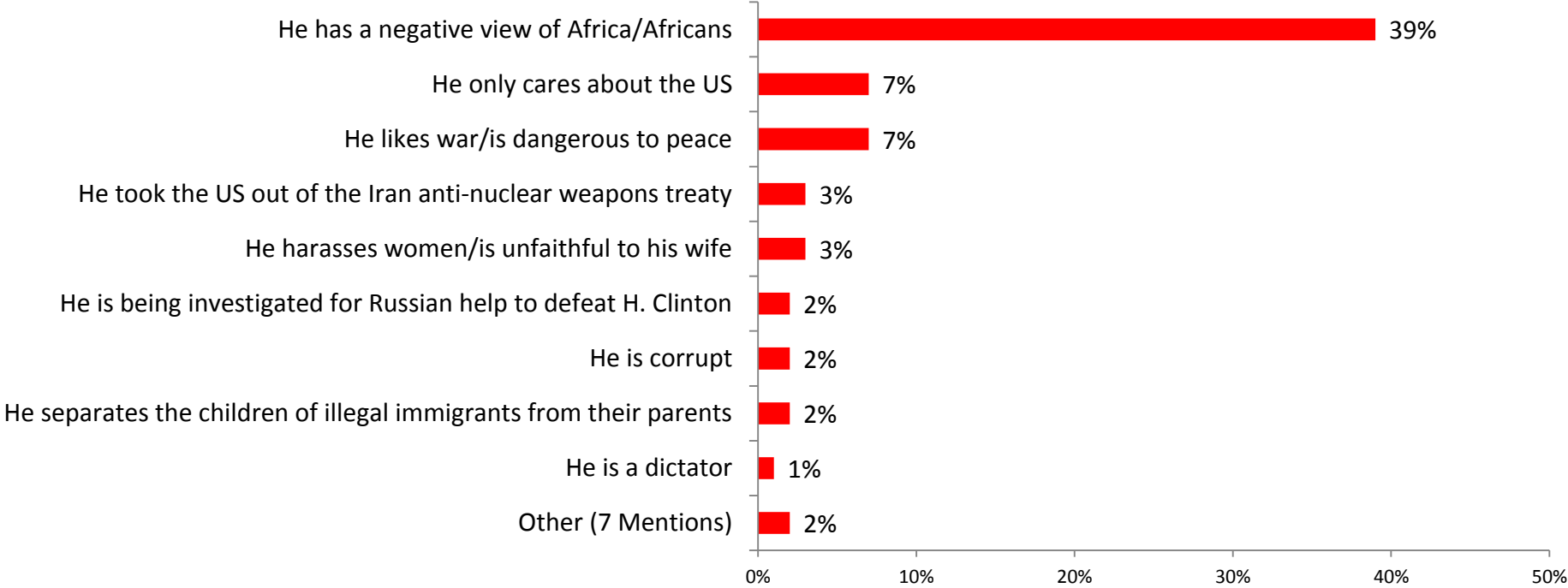

Positive Responses

- He is trying to make peace with North Korea — 3%
- He is a good leader — 1%
- Other (5 Mentions) — 1%

Neutral Responses

- He is a business man — 2%
- He was a TV celebrity before joining politics — 2%
- He is very rich — 1%
- Other (3 Mentions) — 0%

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"Aside from the fact that he belongs to the Republican party and that he defeated the Democratic party candidate, Hillary Clinton in the 2016 election, what is one thing you know about President Trump?": *by the 68% Who Gave a Negative Response (Among the 62% Who Could Name Donald Trump as the Current US President)*

Negative Responses

Response	Percentage
He has a negative view of Africa/Africans	39%
He only cares about the US	7%
He likes war/is dangerous to peace	7%
He took the US out of the Iran anti-nuclear weapons treaty	3%
He harasses women/is unfaithful to his wife	3%
He is being investigated for Russian help to defeat H. Clinton	2%
He is corrupt	2%
He separates the children of illegal immigrants from their parents	2%
He is a dictator	1%
Other (7 Mentions)	2%

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Through specialisation, we offer our clients a unique depth of knowledge and expertise. Learning from different experiences gives us perspective and inspires us to boldly call things into question, to be creative.

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