

INFOTRAK VOICE OF THE PEOPLE POLL JULY 2019



Who sponsored the poll?	This syndicated poll was sponsored and conducted by Infotrak Research and Consulting
When was the poll conducted?	Between 22nd June-23rd June 2019
How was the poll conducted?	Respondents were interviewed through Computer Assisted Telephone Interviews (CATI)
What was the sample size?	A sample of 1048 respondents was interviewed to represent the Kenyan Adult population. The poll covered 24 counties.
What was the margin of error?	3.0% at 95% degree of confidence
How was the sample designed?	Using the 2009 KNBS Population Census, the sample was designed using Probability Proportional to Size (PPS).
Data Analysis	Data was processed and analyzed using SPSS 25

Sample n = 1048 24 Counties Margin of error = 3.0% 95% degree of confidence

REGION	SAMPLE	ADULT POPULATION	PERCENT
COAST	89	1.7M	8%
NORTH EASTERN	50	.9M	5%
EASTERN	150	2.9M	14%
CENTRAL	131	2.6M	13%
RIFT VALLEY	239	4.8M	23%
WESTERN	109	2.0M	10%
NYANZA	130	2.6M	12%
NAIROBI	150	2.0M	14%
TOTAL	1048	19.5M	100%

CBK GOVERNOR, DON'T BE SWAYED. MAJORITY OF KENYANS SUPPORT NEW CURRENCY NOTES

60% support the replacement of the country's currency notes

63% support the October 1st deadline for recall of Ksh. 1000 currency notes

52% who don't support the new currency don't like the look and feel of new notes

29% non supporters are worried about the disruption to the economy

NEW CURRENCY NOTES WELCOME MOVE TO CURB CORRUPTION

49% welcome the move to new currency because it will help in the fight against corruption

43% of those who support the October 1st deadline for recall of Kshs 1000 notes do so because they think it will help in the fight against corruption, illicit trade, fake currencies and crime

THE BETTING ADDICTION IN KENYA IS REAL

40% of Kenyans who gamble/place bets do so DAILY

59% have unsuccessfully tried to stop gambling

84% use their earnings to gamble

71% of Kenyans who lose in betting try again

17% of those who lose in betting consider suicide

60%

Support the replacement of the country's currency notes.

49%

Support the country's new currency notes because it will help in the fight against corruption.

52%

Of those who don't support the new currency notes, don't like how they look.

63%

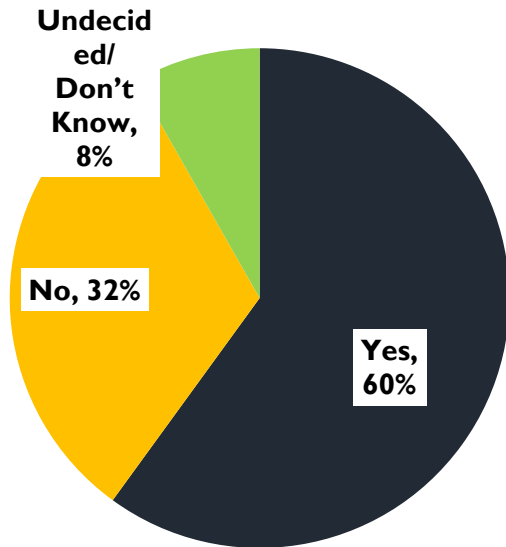
Support the October 1st deadline to exchange the old Kshs.1000 currency notes.

43%

Who support the October 1st deadline for final exchange of old Kshs 1000 notes are happy that it will speed up the fight against corruption.

29%

Of those who don't support the Oct 1st deadline for the final exchange of the old Kshs.1000 currency notes, cite potential disruptions to the economy.

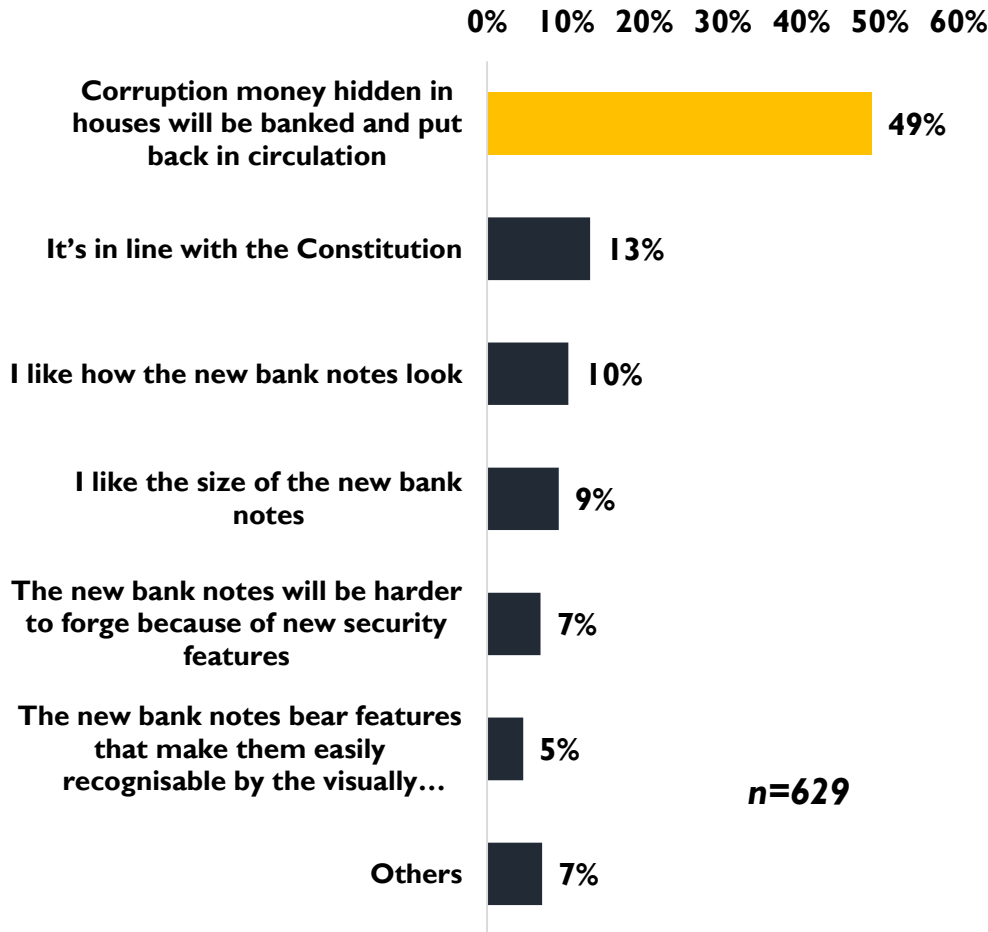


Region	Yes	No	Undecided/Don't know	Total
Coast	56%	40%	3%	100%
North Eastern	60%	29%	11%	100%
Eastern	54%	32%	14%	100%
Central	66%	25%	8%	100%
Rift Valley	61%	30%	9%	100%
Western	57%	37%	7%	100%
Nyanza	53%	41%	6%	100%
Nairobi	70%	24%	6%	100%
Total	60%	32%	8%	100%

The Government recently unveiled new currency notes to replace the ones in circulation right now. Do you support this move by the Government? *n=1048*

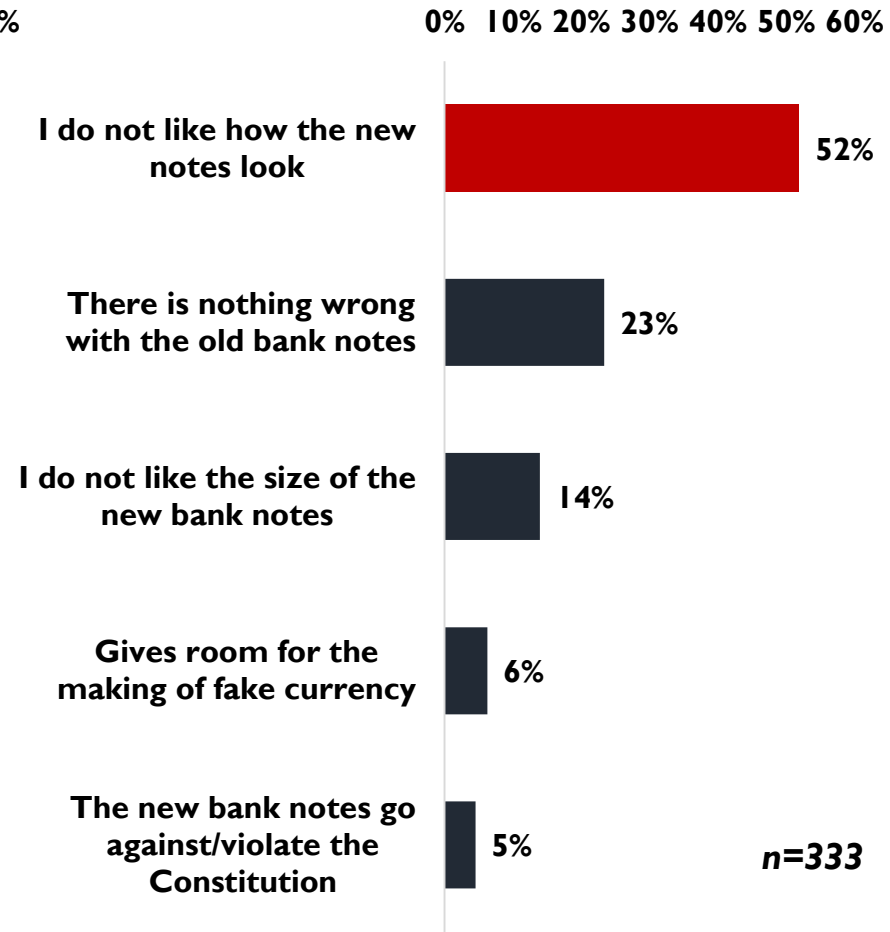
REASONS FOR AND AGAINST NEW CURRENCY NOTES

REASONS FOR SUPPORTING



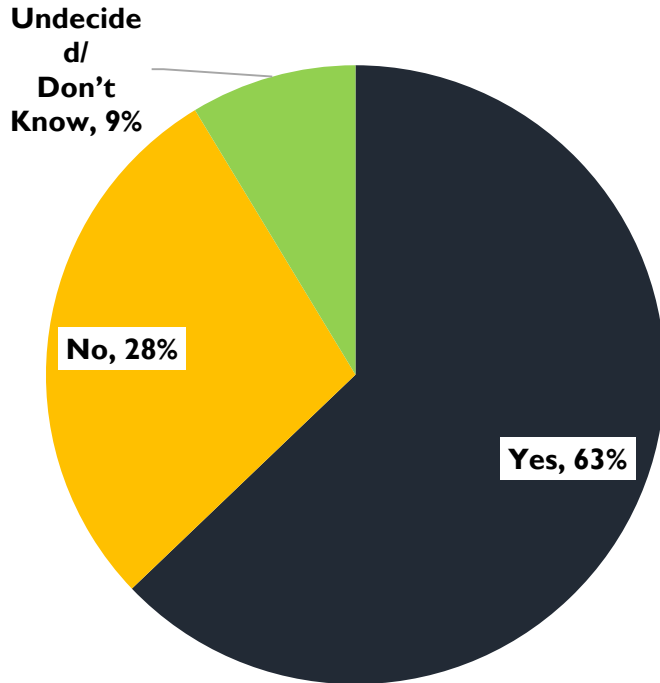
Why do you support the move to have new currency notes?

REASONS FOR OPPOSING



Why don't you support the move to have new currency notes?

SUPPORT FOR THE OCTOBER 1ST DEADLINE FOR FINAL EXCHANGE OF OLD KES.1000 CURRENCY NOTES



Region	Yes	No	Don't know	Total
Coast	58%	36%	6%	100%
North Eastern	67%	24%	9%	100%
Eastern	65%	21%	14%	100%
Central	72%	18%	9%	100%
Rift Valley	60%	32%	7%	100%
Western	60%	34%	6%	100%
Nyanza	53%	36%	12%	100%
Nairobi	68%	25%	7%	100%
Total	63%	28%	9%	100%

While unveiling the new currency notes, the government also set 1st October 2019 as the date all those holding the old KES 1,000 notes should exchange them for the new notes. Do you support this move by the Government?

n=1048

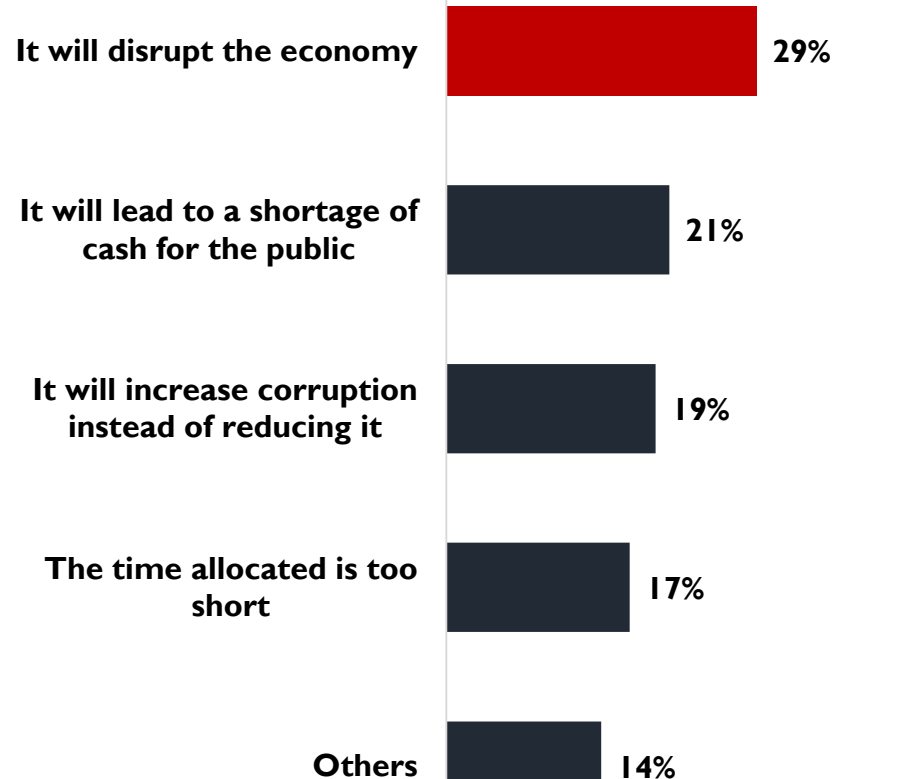
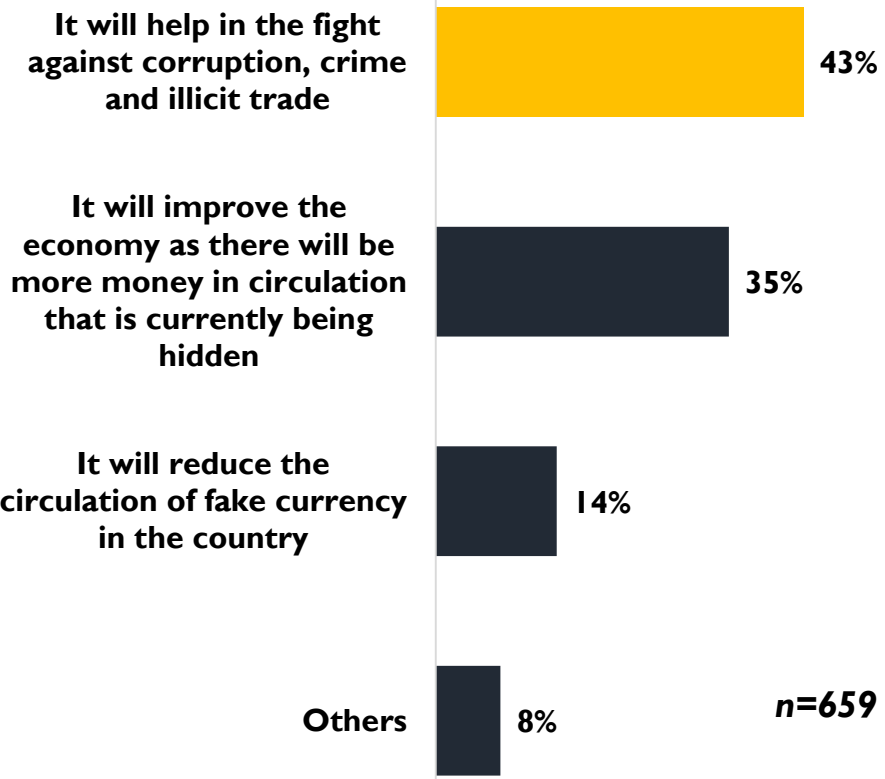
REASONS FOR AND AGAINST OCTOBER 1ST DEADLINE FOR FINAL RECALLOF OLD KSHS.1000 NOTES

REASONS FOR SUPPORTING

REASONS FOR OPPOSING

0% 10% 20% 30% 40% 50%

0% 10% 20% 30% 40%



Why do you support the move to recall all of the old KES 1,000 notes by 1st October 2019?

Why don't you support the move to recall all of the old KES 1,000 notes by 1st October 2019?

2. The Betting addiction in Kenya is Real

40%
Of Kenyans who bet do so Daily.

21%
of Kenyans who bet do so Several times a day

25%
of women who bet, do so several times a day

70%
Of those who bet are Youth 18-35yrs.

74%
Of those who bet are men

87%
Of betting is through online sport betting.

Rift Valley
has the highest % of those betting in Kenya.

84%
Of money used for betting is from people's earnings.

59%
Have unsuccessfully tried to stop betting.

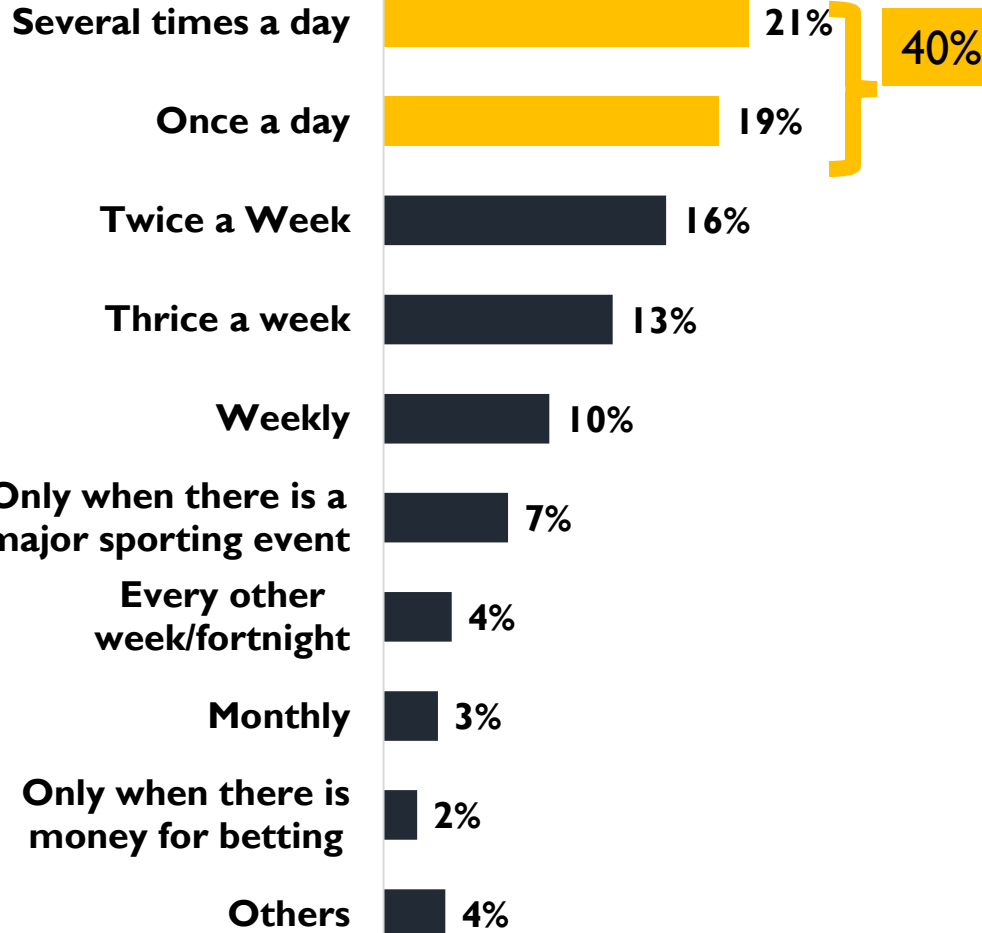
71%
Try again when they lose in betting

17%
Of those who lose in betting consider committing suicide.

40% OF KENYANS WHO ARE BETTING DO SO DAILY



0% 5% 10% 15% 20% 25%



Other mentions; when I don't have cash

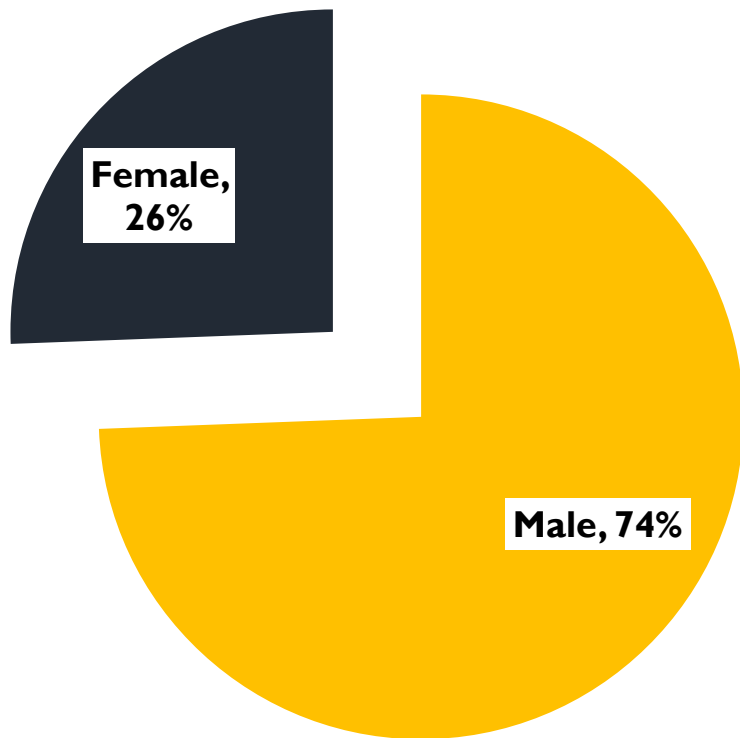
	Male	Female	Total
Several times a day	20%	25%	21%
Once a day	22%	13%	19%
Twice a Week	17%	15%	16%
Thrice a week	14%	11%	13%
Weekly	10%	10%	10%
Only when there is a major sporting event	8%	5%	7%
Every other week/fortnight	4%	3%	4%
Monthly	1%	9%	3%
Only when there is money for betting	2%	3%	2%
Others	3%	6%	4%
Total	100%	100%	100%

How often do you gamble or place bets?

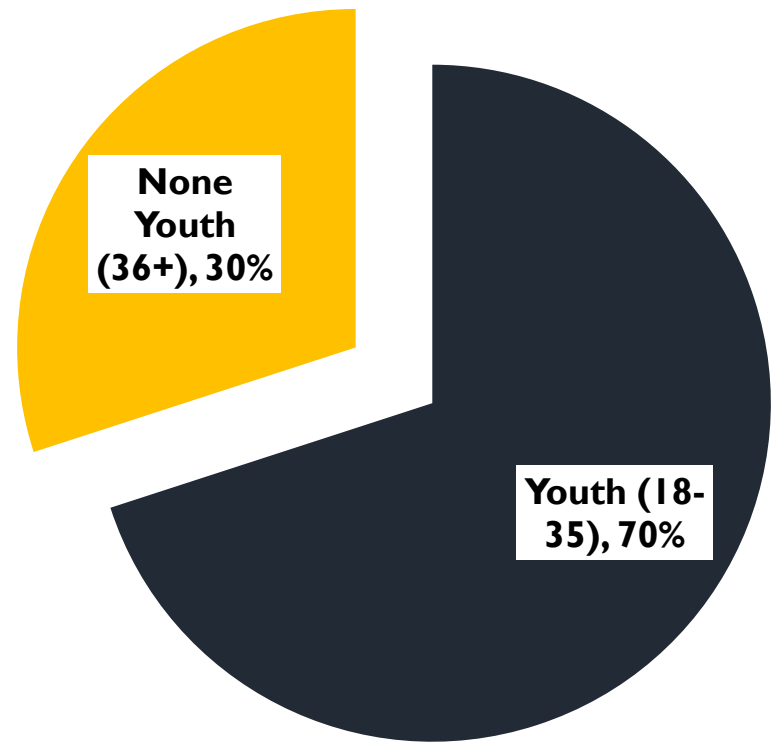
n=255

MEN CURRENTLY GAMBLE MORE THAN WOMEN & YOUTH GAMBLE MORE THAN THE OLDER FOLK

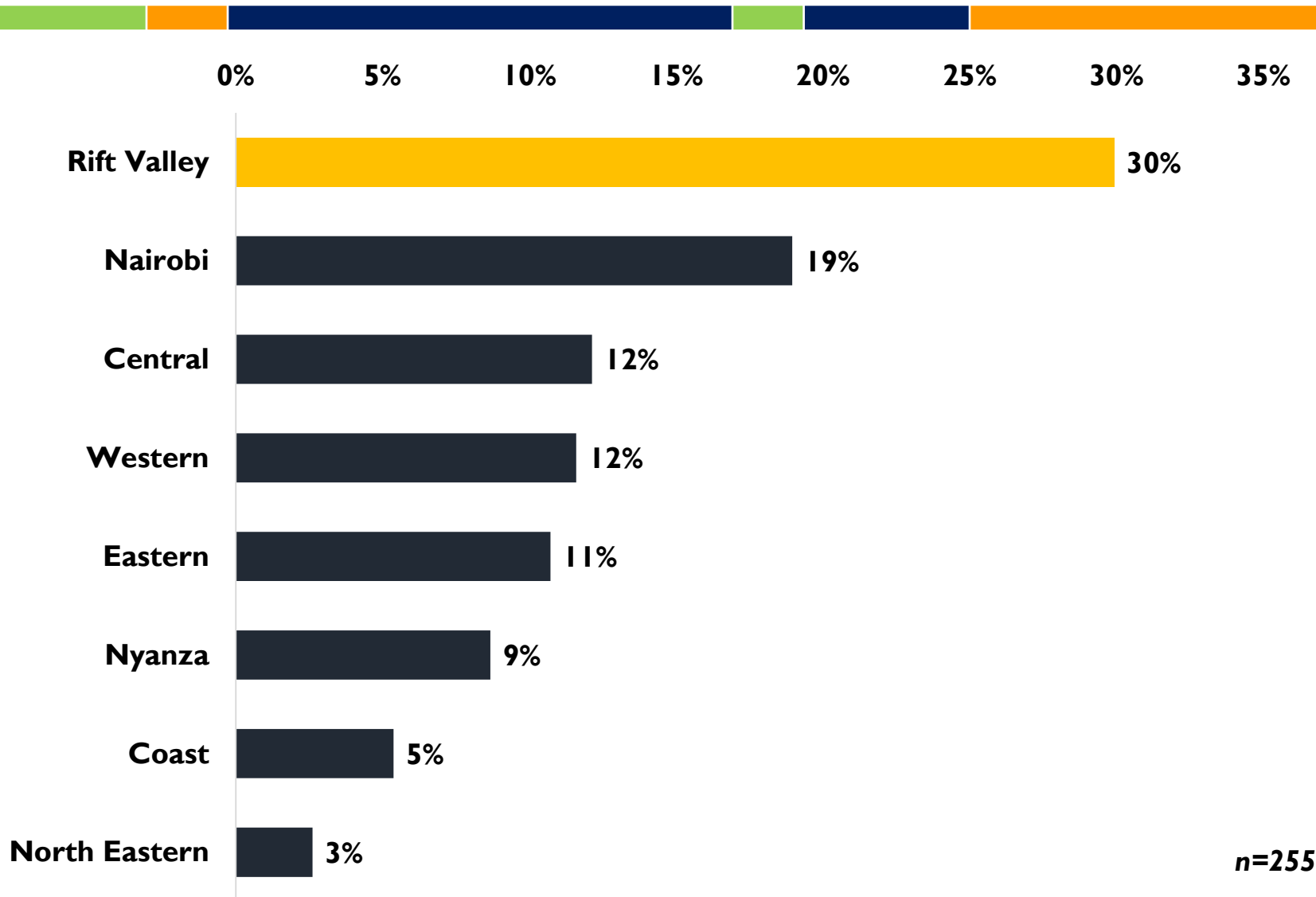
74% OF THOSE BETTING ARE MEN



70% OF THOSE BETTING ARE YOUTH

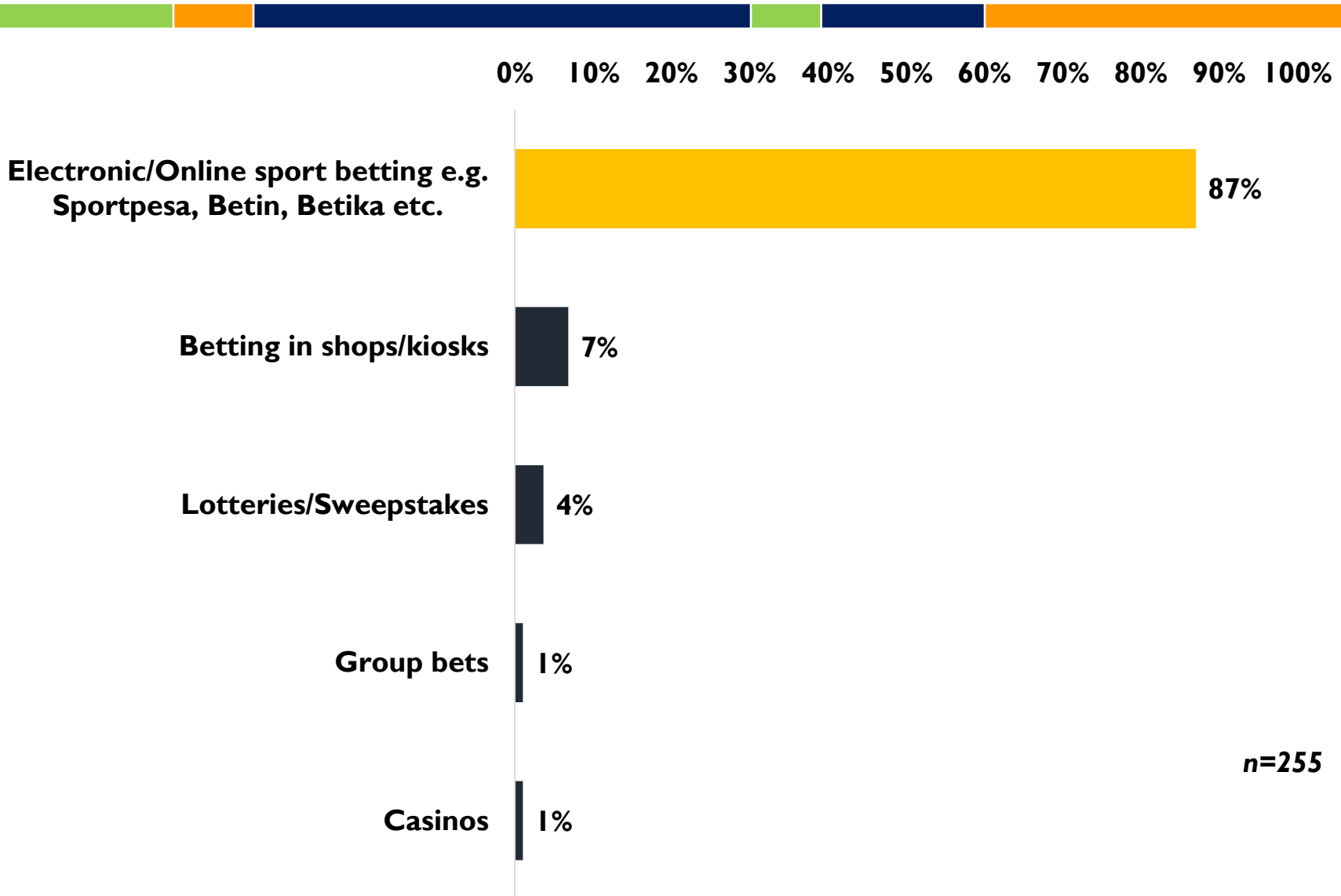


RIFT VALLEY IS REGION WHERE MOST BETTING IN KENYA HAPPENS



Gambling/betting has become quite popular in Kenya. Have you ever gambled or placed bets?

ONLINE SPORTS BETTING IS WHERE THE ACTION IS. 87% USE THIS CHANNEL



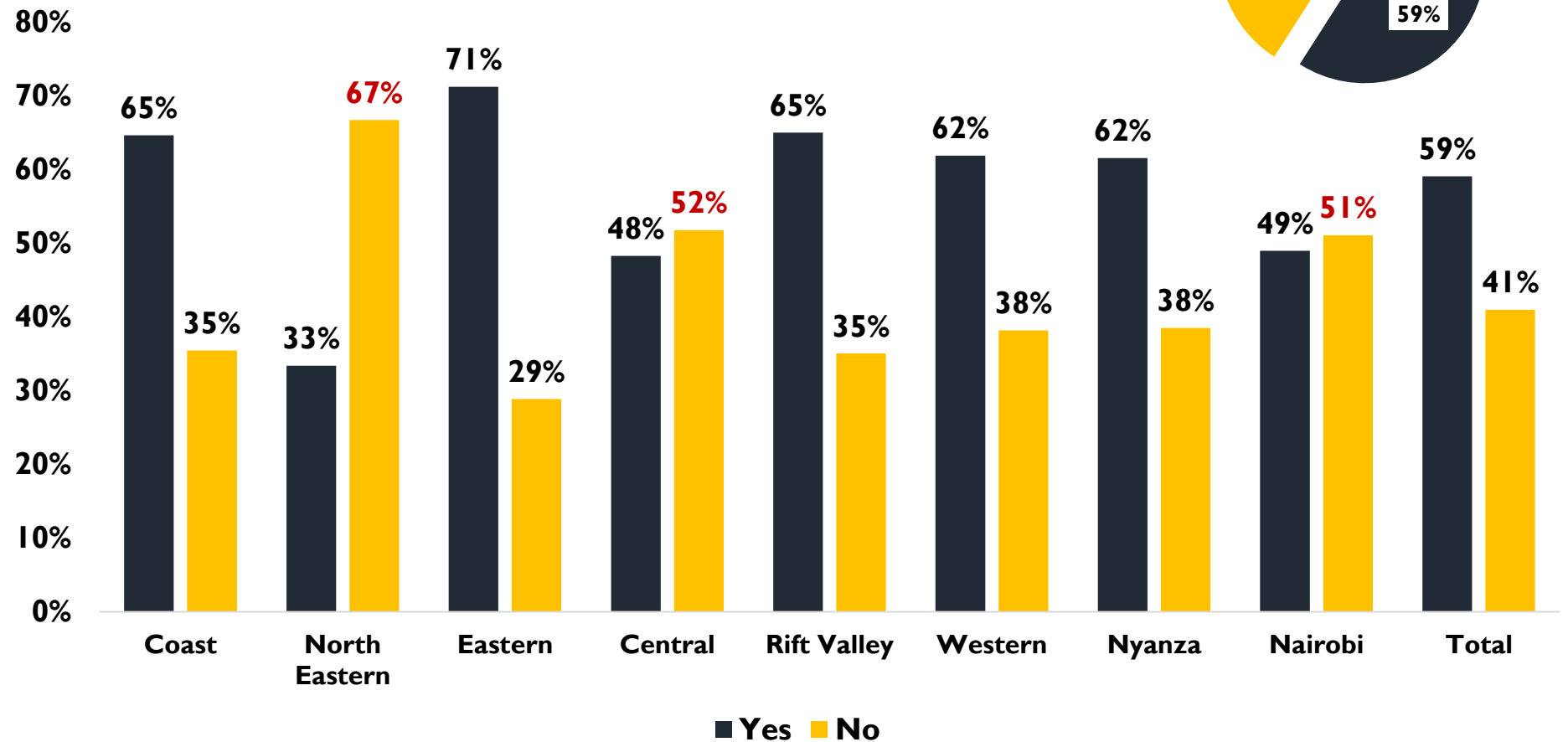
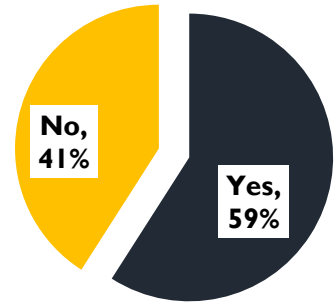
Which modes of gambling or betting do use?

	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
Earnings	94%	100%	78%	81%	81%	88%	91%	88%	84%
From my winnings from betting/gambling	6%	0%	8%	12%	15%	9%	0%	11%	11%
Borrowing	0%	0%	14%	7%	4%	3%	9%	2%	5%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Where do you get the money to gamble or bet?

n=255

59% OF KENYANS HAVE UNSUCCESSFULLY TRIED TO KICK THE GAMBLING/BETTING HABIT

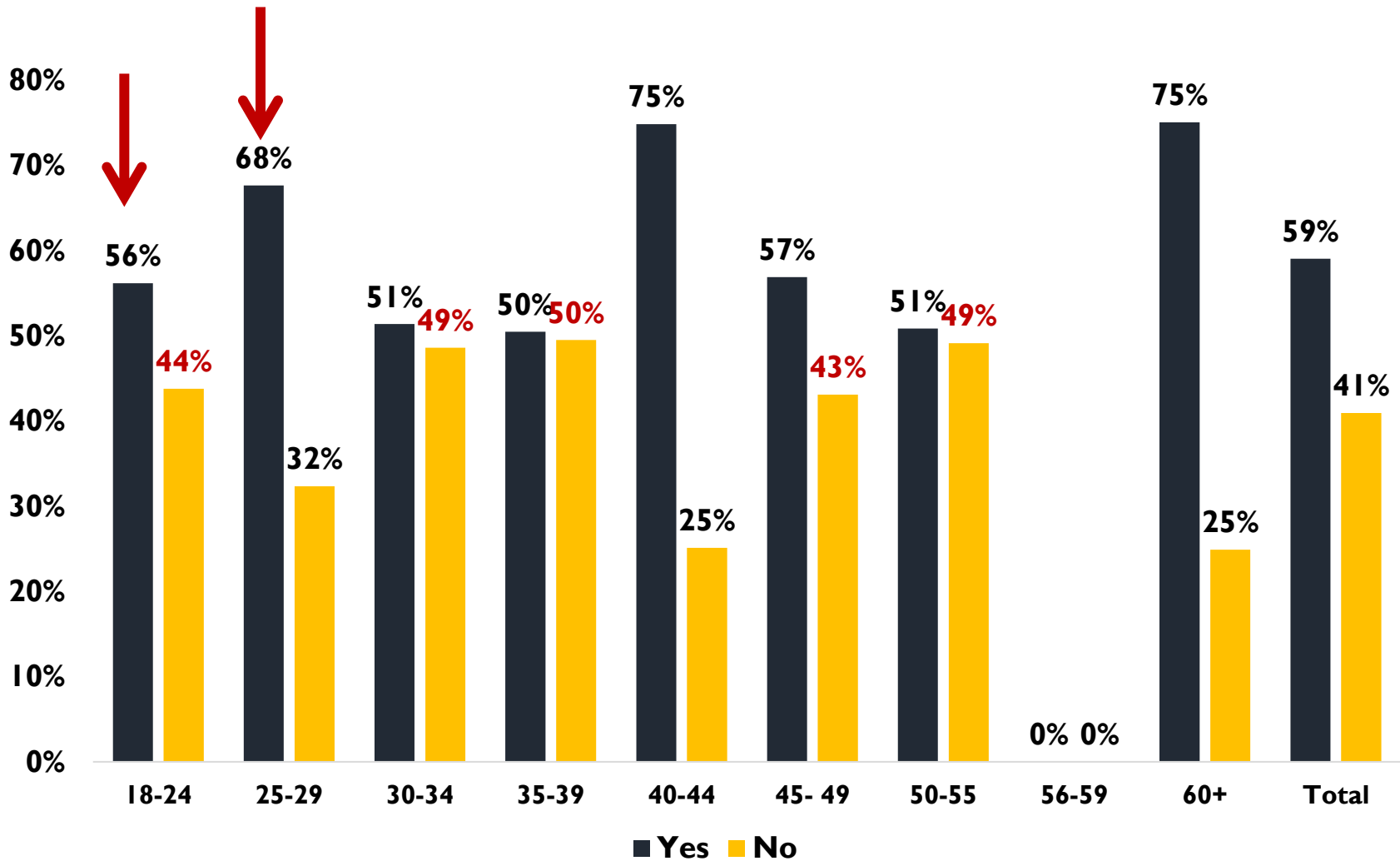


■ Yes ■ No

Have you ever tried to stop gambling/betting?

n=255

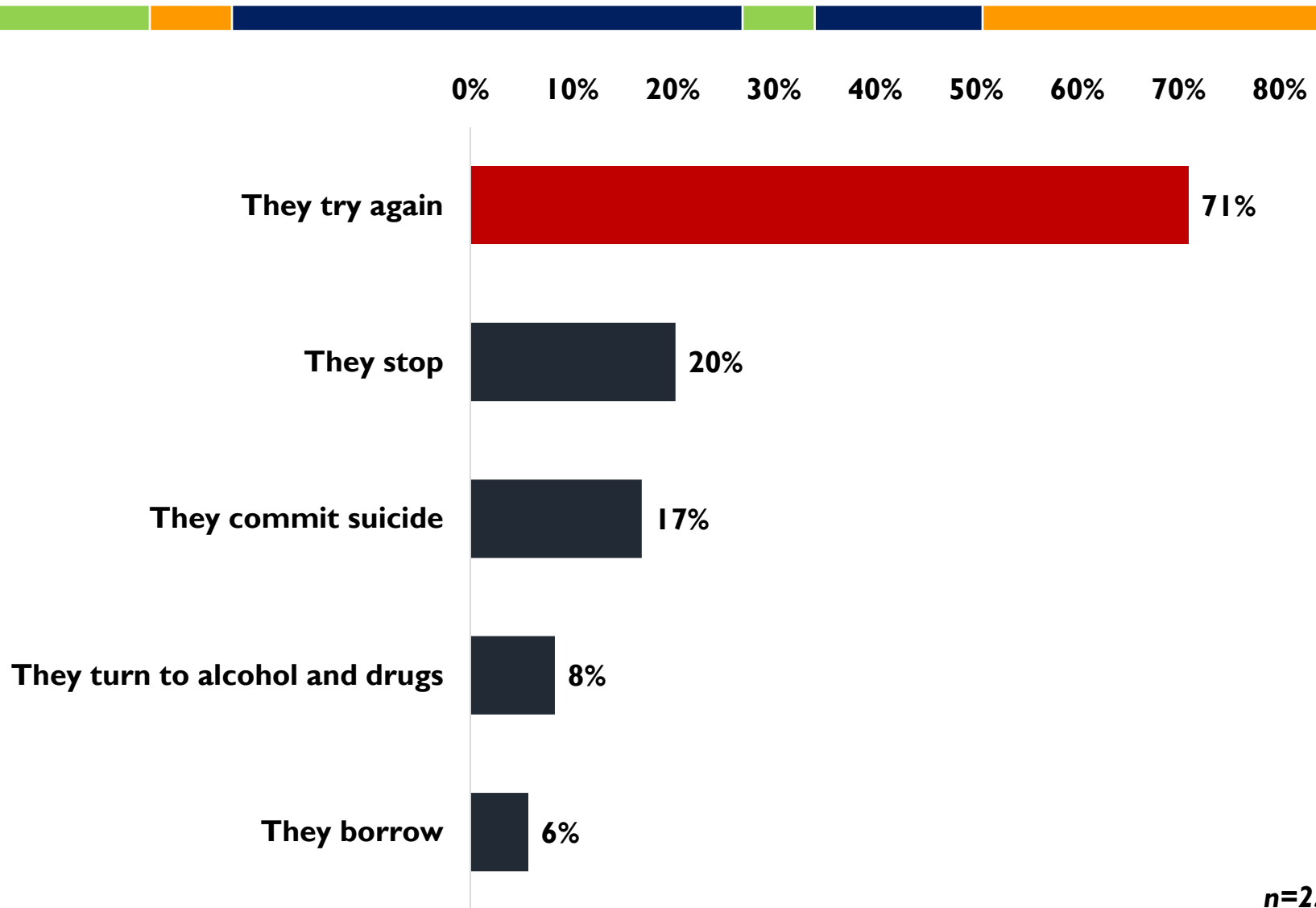
MOST YOUTH 18-29 HAVE UNSUCCESSFULLY TRIED TO STOP BETTING



n=255

Have you ever tried to stop gambling/betting?

WHAT HAPPENS WHEN KENYANS LOSE BETS?



What happens to people you know or people like yourself when they lose bets?

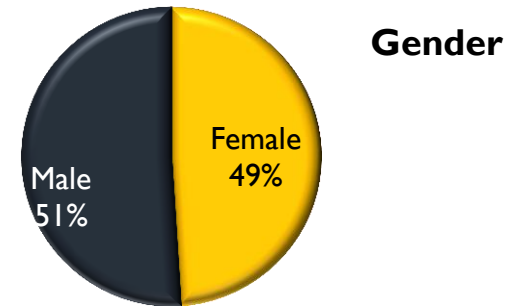
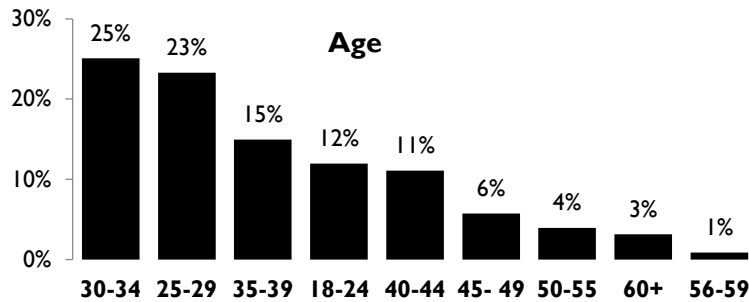
	18-24	25-29	30-34	35-39	40-44	45- 49	50-55	60+	Total
They try again	74%	79%	67%	62%	75%	67%	63%	33%	71%
They stop	26%	15%	19%	19%	15%	48%	24%	67%	20%
They commit suicide	28%	10%	14%	27%	21%	0%	13%	0%	17%
They turn to alcohol and drugs	8%	7%	9%	23%	0%	0%	0%	0%	8%
They borrow	5%	4%	3%	15%	12%	0%	0%	0%	6%

n=255

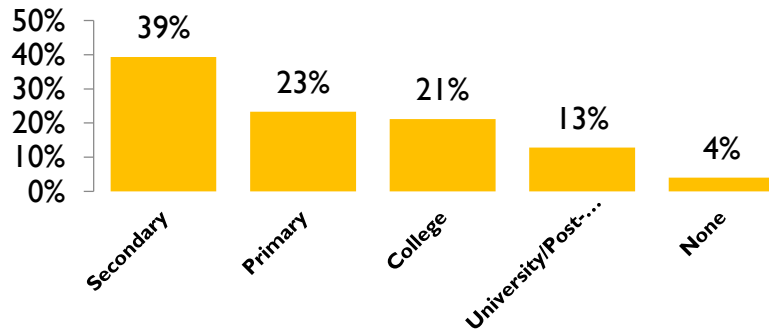
What happens to people you know or people like yourself when they lose bets?

SURVEY DEMOGRAPHICS

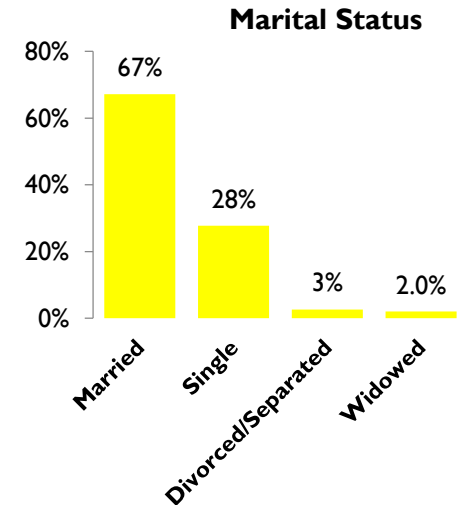
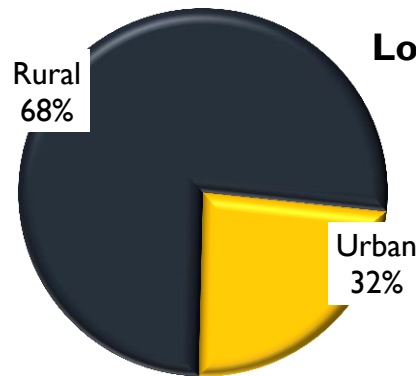
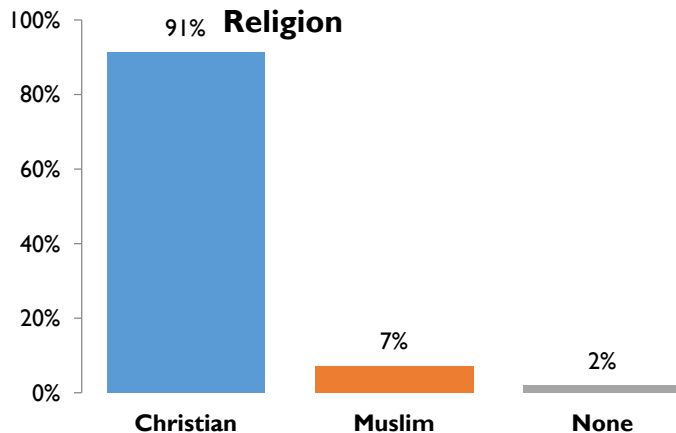
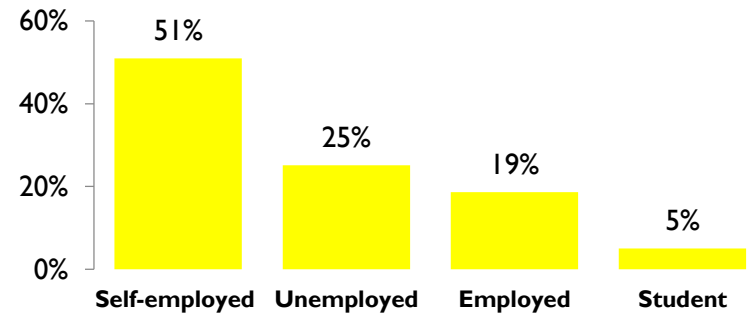
DEMOGRAPHICS



Level of Education



Employment Status



- Infotrak Research and Consulting is a full service research company that was founded in 2004 following the vision of the founder to provide the Pan African Market with suitable information solutions required to sustain the ever-growing economies in the continent.
- Headquartered in Nairobi, Kenya, Infotrak also has affiliate offices in Uganda, Tanzania, Nigeria and field contacts in more than 20 other countries in Sub Saharan Africa. The firm attributes its rapid growth to not only innovation, high level of professionalism and dynamism, but also on the excellent caliber of personnel who have been described by many as “Business minds who specialize in research”.
- Services provided include: Customer & Employee Satisfaction Surveys, Market Segmentation Studies, Brand Health checks, Consumer Usage and attitude studies, advertising awareness/impact surveys, advertising pre-post testing, media surveys, pricing studies, new product research, market feasibilities, formative research, perception surveys, KAP studies, baseline studies, mid-term evaluations and end term evaluations etc.
- Whilst Infotrak has already carved a niche in market research, the firm’s reputation in Social research has quickly gained impetus. In 2009, the Infotrak Public Policy and Governance Research division was created to provide research to civil Society organizations, Foreign Embassies, Donor Agencies, UN Agencies, Government Ministries, Corporations and Commissions. Today, Infotrak is one of the most authoritative pollsters in East Africa, providing political opinion polling under the Infotrak Harris Poll flagship brand.



infotrak

Research & Consulting

ASANTE SANA

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