

# The CountyTrak Index

*“The Index will be the first of its kind and magnitude in Kenya. It provides an excellent baseline from which other evaluation tools can be developed and more importantly provides the county governments and other interested stakeholders with robust statistics by ward on the perception of county residents over county governments’ performance of the devolved functions.”*

- **The CountyTrak Performance Index was designed with the core objective of ascertaining county residents’ assessment on the performance of their County Governments against set Key performance indicators and to develop a Citizens Scorecard on the performance of their County governments.**
- **The CountyTrak Index is conducted periodically to provide a reliable palate for benchmarking. Owing to the extremely vast nature of the data, mining of the information shall be done by demand. Over and above this, an executive summary for general consumption is available.**
- **The CountyTrak Index was conceptualised and funded by Infotrak Research and Consulting.**



# COUNTYTRAK OBJECTIVES

- To ascertain County residents' assessment on the performance of their County Governments against set Key Performance Indicators.
- To develop a County residents'/Citizens Scorecard on the performance of their County Governments.
- To provide an objective SWOT assessment on perceived performance of County Governments.
- Determine customers' perception of the County Government's performance on each of the service attributes.
- Enable the County Government to understand the priorities and importance customers place on different elements of their services.
- Get a sense of the perception of the customers on whether the mode of service has improved over time in the county.
- Gather the views of customers on how service delivery can be improved.

# The CountyTrak Indicators

## COUNTYTRAK PERFORMANCE INDEX©

**Functional Elements  
/County Functions**

**Emotive Elements**

**County Performance  
Indicators**

**Emotive Indicators**

# CountyTrak Happiness Index

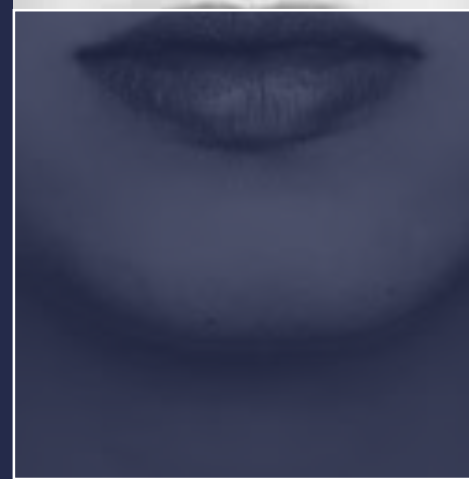
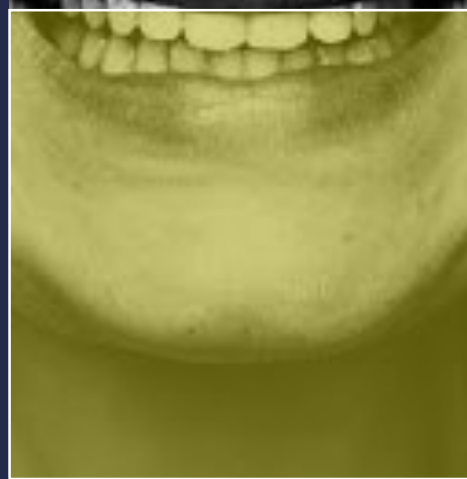
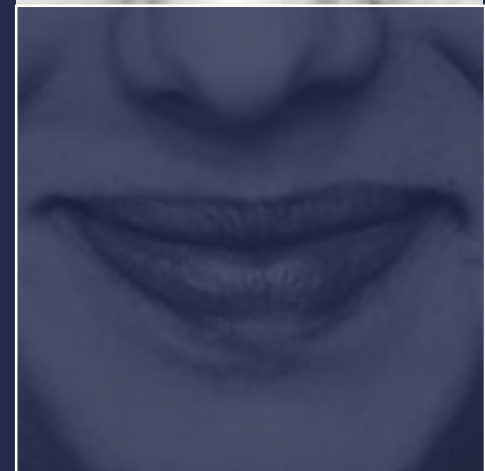
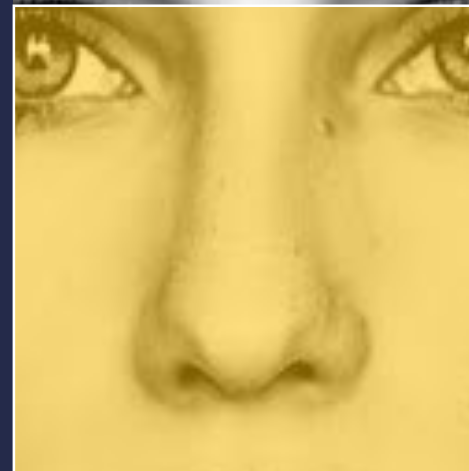
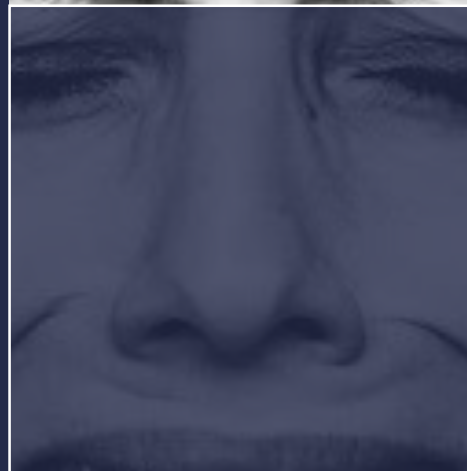
**Taking all things together, how happy would you say you are on a scale of 1-10 where 1 is extremely unhappy and 10 is extremely happy?**

- The happiness question adopts the Likert question questioning style uses 1 – 10 Scale Ratings which are analysed by getting the combined frequencies i.e. “Poor” or very unhappy/unhappy between 1-4, “Average” between 5-6, and “Good” or happy/very unhappy between 7-10.
- The Overall CountyTrak Happiness Index was then computed by taking responses from respondents in each respective county and the mean for that county calculated to determine the county’s happiness index

# The CountyTrak Methodology

- **The CountyTrak Index tool** consisted of thirty three indicators and five approval rating questions. The tool also asked residents to indicate the key issues of concern for the county amongst other things. The final questionnaire was structured with likert type ranking questions applied on each key performance indicators; ie on a scale of 1-10 where 1 is very poor and 10 is excellent.
- **Each County was allocated a quota sample** averaging between  $n=600$  and  $1500$  depending on the size of the county. This translated to a margin of error of  $\pm 4$  at 95% degree of confidence. The overall sample was  $n= 37,400$  The CountyTrak Index was conducted between November December 2019 – January 2020
- On each quota county sample, the 2019 census was then used to stratify the sample using Population Proportionate to Size (PPS) across the respective wards within the county. The random stratification using a CATI predictive dialler was designed to ensure that each adult Kenyan in the respective wards with access to a mobile phone, had an equal chance of being interviewed. The ward was used as the key administrative boundary. The predictive dialler settings also ensured fair distribution by age and gender provided the mother database is robust and representative of the universe. Data processing & analysis was done using SPSS
- **Data was collected through Computer Assisted Telephone Interviews** and data processing & analysis was done using SPSS. Kenya with a current subscriber base of 33million and mobile penetration of 82.6% (according to CAK) provides an excellent opportunity for the adoption of technology in data collection.

# THE COUNTYTRAK HAPPINESS INDEX





# Preamble

- **An ever-growing number of research reports from global economists go far beyond the limited metric of GDP to gauge nations' overall happiness and wellbeing.**
- **These studies use somewhat different measurements (be it the strength of social connections or housing), so rankings can vary—but this data tends to give a clearer, more meaningful picture of the true health and wellness of people in countries around the world.**
- **The World Happiness Report is a landmark survey of the state of global happiness that ranks 156 countries by how happy their citizens perceive themselves to be.**
- **The World Happiness Report 2020 interrogated how the social, urban and natural environments combine to affect people's happiness.**
- **Kenya was ranked #121 with a score of 4.583**



# FACTORS THAT INFORM HAPPINESS

## Social Environment

- Having someone to count on
- Having a sense of freedom to make important life decisions
- Generosity
- Trust (particularly in Government institutions)

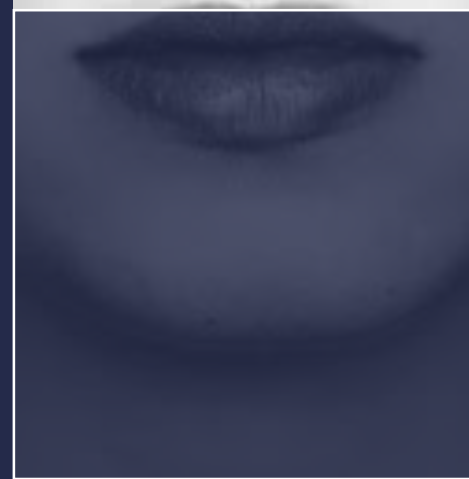
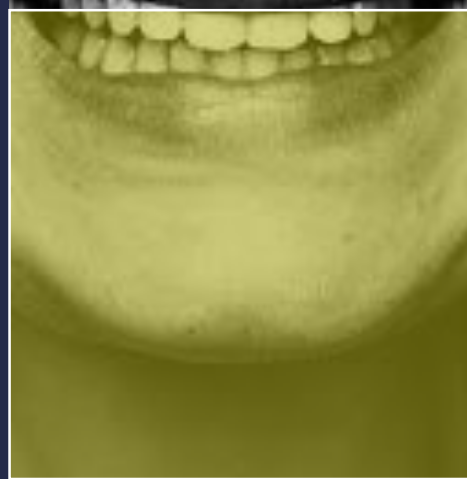
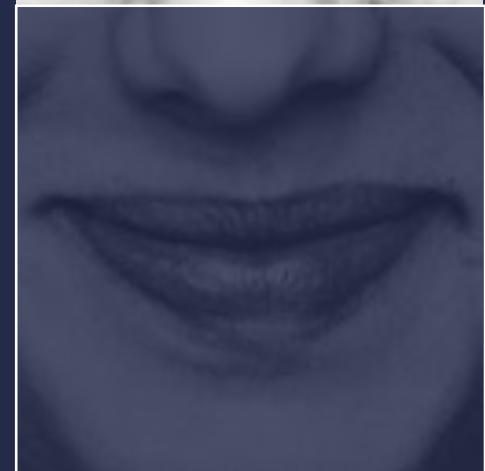
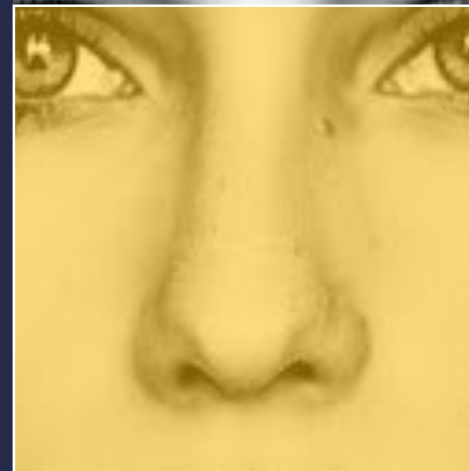
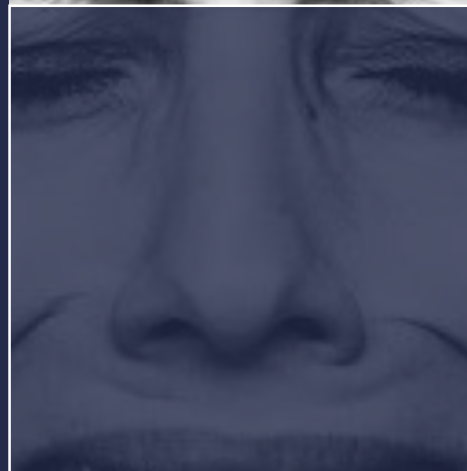
## Sustainable Natural Environment

- The quality of one's physical environment greatly affects their mood in the short term and overall happiness in the long term

## Sustainable Development

- Well-being is likely to be improved by achieving progress towards the **SDG** targets.

# THE COUNTYTRAK HAPPINESS INDEX



# Kenya's Happiest Counties

- If you really want to be happy or meet happy people, then you must take a trip to **Makueni, West Pokot, Machakos, Bomet, Kwale, Elgeyo Marakwet, Marsabit, Uasin Gishu, Kericho** and **Mandera** where the happiness index is **above 60%**. It is no mean feat that these counties managed to garner such a high index as the national average across the 47 counties is **57.3%**.
- When residents from the happiest counties were interrogated to shed light on what drives their high levels of happiness many mentioned that visible positive changes in their **Social and Natural environments** made them exceedingly happy.
- The top drivers for happiness according to these happy counties are: **Peace, Education, Quality & Affordable Healthcare, Food Security, Infrastructure, Equitable Development** and **Good Governance**.
- There are lessons to be learnt from **Makueni, West Pokot, Machakos, Bomet, Kwale** and the other happy counties so it may be useful to make a visit. Interestingly the **CountyTrak Happiness Index** is closely corroborated the results of the **World Happiness Report 2020**.





**HAPPINESS**

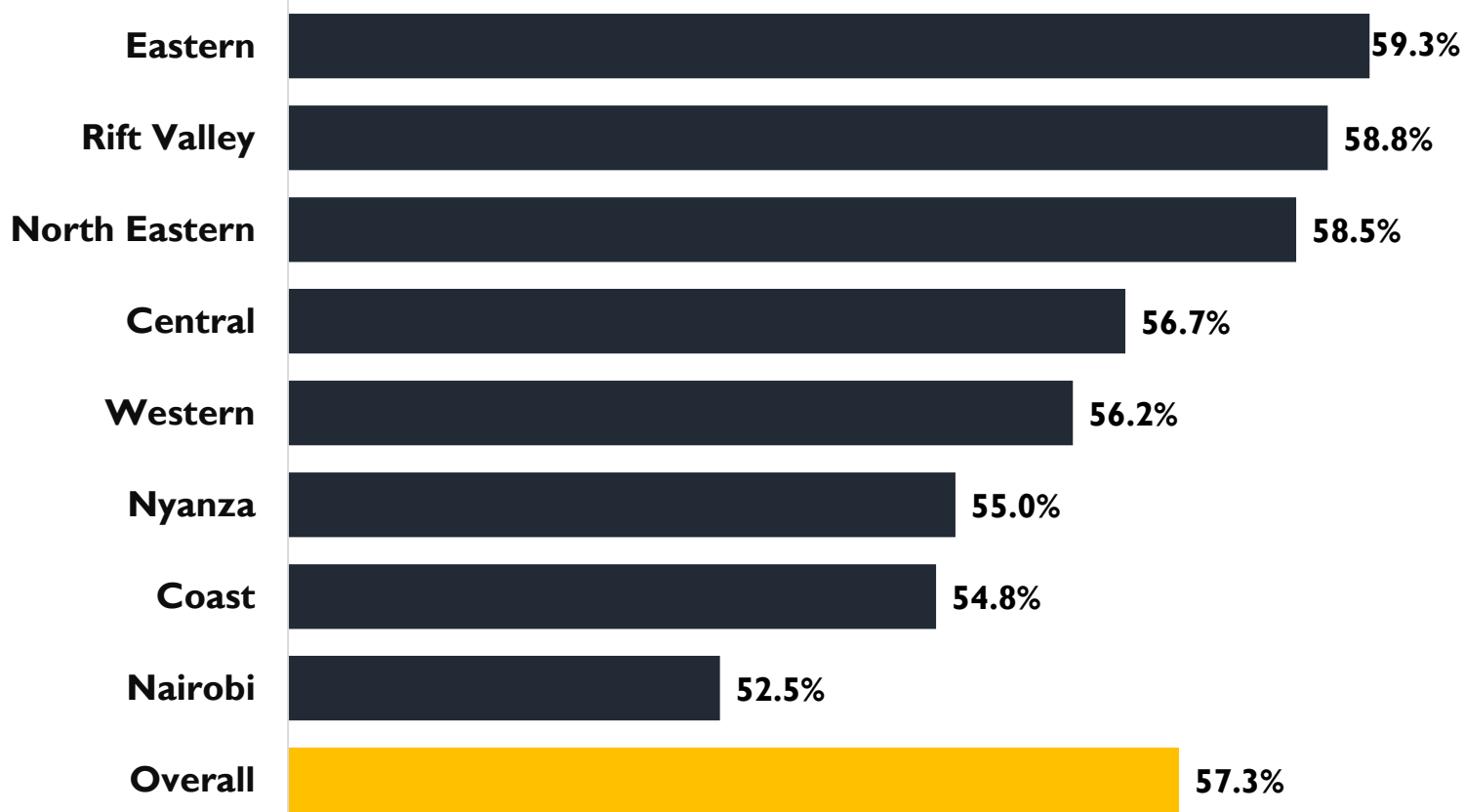
**INDEX**

- 1. Kenyans are not as happy as they were 5 years ago.**
  - Overall Happiness Index has gone down by 10% from 67% in 2015 to 57% in 2020.
- 2. Eastern, Rift Valley and North Eastern are currently the happiest regions**
  - The overarching similarities in these regions are increased food security, peace and comparatively improved access to services.
- 3. Not all top performing counties are doing well in the happiness index suggesting that county leadership & policy makers at large must marry the functional roles of service delivery with soft issues that cater for emotional well being of the citizens.**
  - Software is just as important as hardware.
- 4. Public Participation matters**
  - Engaging people in governance and decision making processes ignites ownership and boosts morale.
- 5. Cities are not the happiest places to live in Kenya**
  - City dwellers are seemingly an angry and frustrated lot! Although towns have better services , the lack of social support and environmental ergonomics couples with congestion, pollution and economic pressures just makes city dwellers a dull and unhappy lot.
- 6. Youth are happier than older folk**

# KENYA'S TOP 10 HAPPIEST COUNTIES AND REGIONS

If you really want to be happy or meet happy people, then you must take a trip to **Makueni, West Pokot, Machakos, Bomet, Kwale, Elgeyo Marakwet, Marsabit, Uasin Gishu, Kericho and Mandera** where the happiness index is above 60%.

**CountyTrak Happiness Index by Region  
2020**

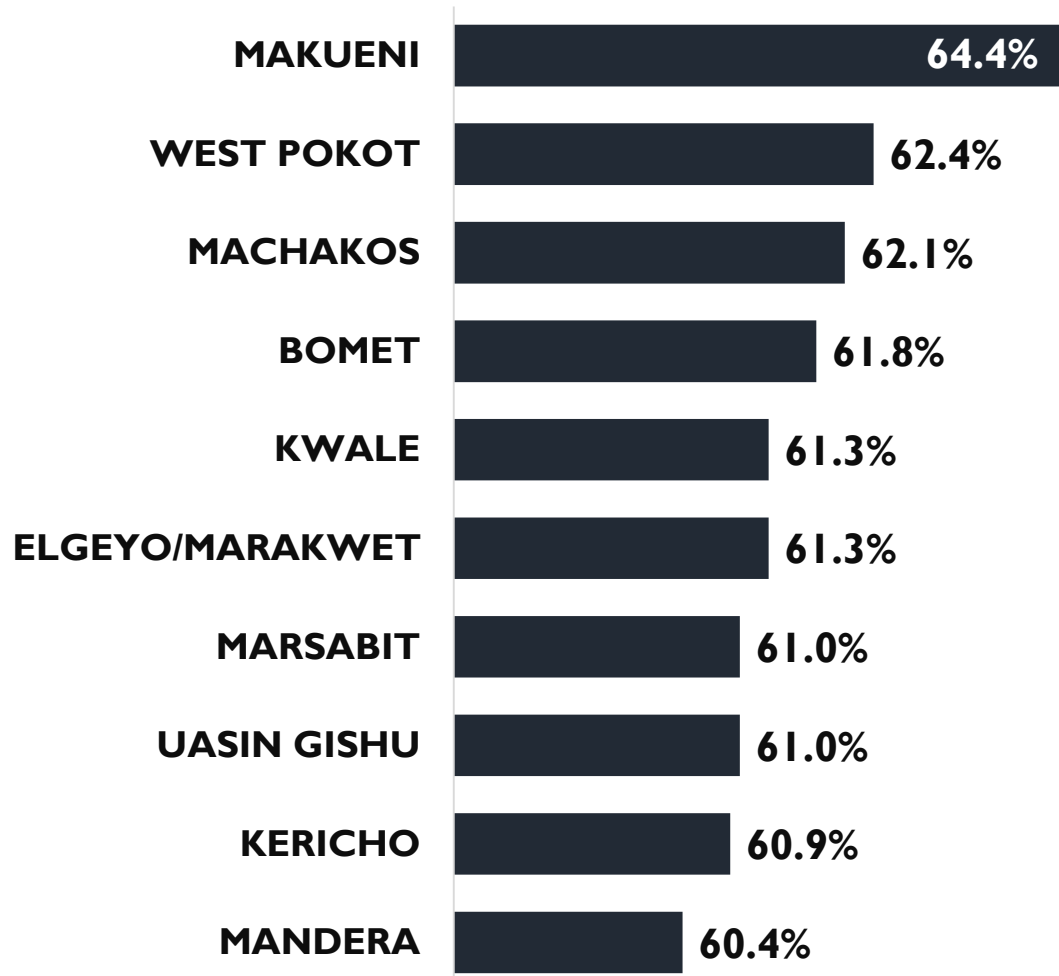


NO.	COUNTY	HAPPINESS INDEX 2020
1	MAKUENI	64.4%
2	WEST POKOT	62.4%
3	MACHAKOS	62.1%
4	BOMET	61.8%
4	KWALE	61.3%
6	ELGEYO/MARAKWET	61.3%
7	MARSABIT	61.0%
7	UASIN GISHU	61.0%
9	KERICHO	60.9%
10	MANDERA	60.4%

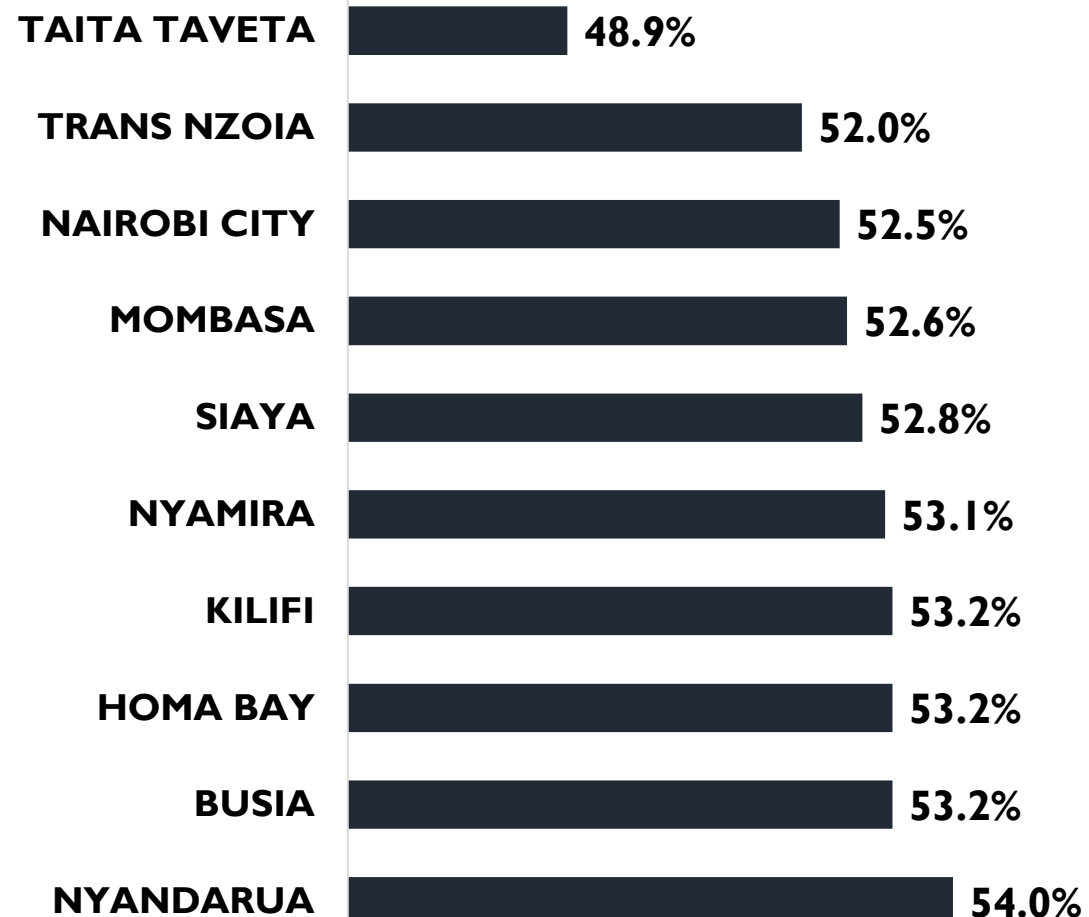
Taking all things together, on a scale of 1 – 10 where 1 is extremely unhappy and 10 is extremely happy, how happy would you say you are?

# KENYA'S TOP 10 HAPPIEST & UNHAPPIEST COUNTIES

## TOP 10 HAPPIEST COUNTIES IN KENYA

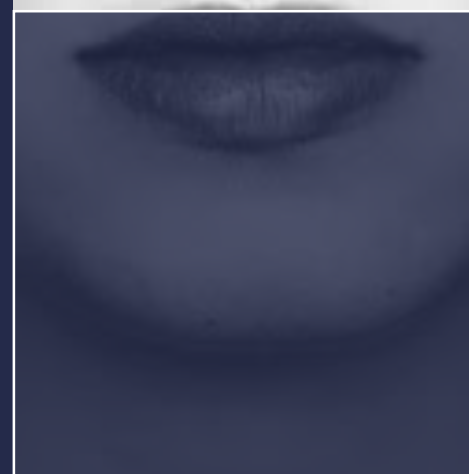
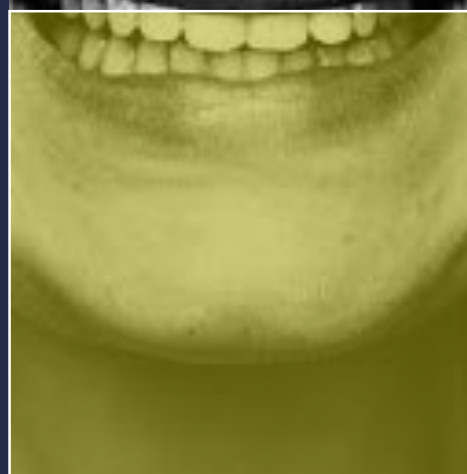
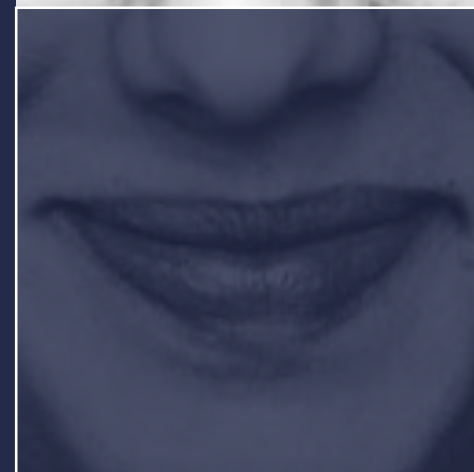
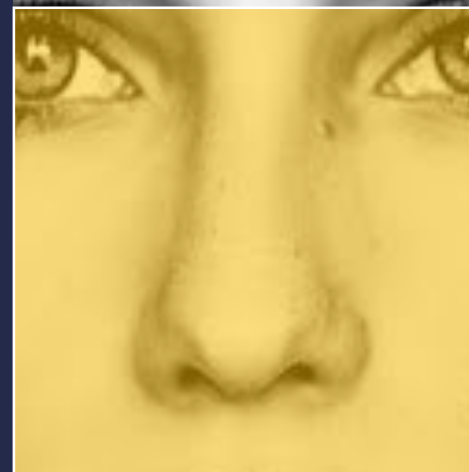
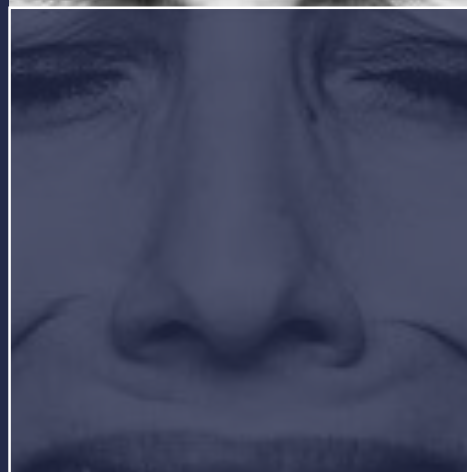
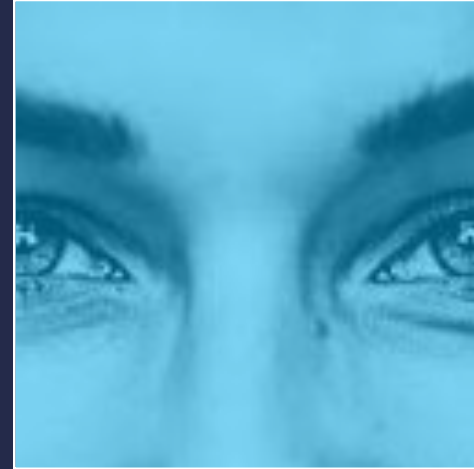


## TOP 10 UNHAPPIEST COUNTIES IN KENYA





# THE COUNTYTRAK HAPPINESS INDEX 2020



# COUNTYTRAK HAPPINESS INDEX 2020

COUNTYTRAK HAPPINESS INDEX 2020		
	COUNTY	HAPPINESS INDEX
1	MAKUENI	64.4%
2	WEST POKOT	62.4%
3	MACHAKOS	62.1%
4	BOMET	61.8%
5	KWALE	61.3%
6	ELGEYO/MARAKWET	61.3%
7	MARSABIT	61.0%
8	UASIN GISHU	61.0%
9	KERICHO	60.9%
10	MANDERA	60.4%
11	THARAKA - NITHI	60.0%
12	EMBU	59.5%
13	GARISSA	59.5%
14	KIRINYAGA	59.3%
15	NAKURU	59.2%
16	NANDI	59.2%
17	TURKANA	58.8%
18	KAKAMEGA	58.7%
19	NAROK	58.4%
20	KAJIADO	58.3%
21	MURANG'A	57.7%
22	KISII	57.6%
23	NYERI	57.5%
24	LAMU	57.5%
25	KISUMU	57.4%
<b>MEAN HAPPINESS INDEX</b>		<b>57.3%</b>

COUNTYTRAK HAPPINESS INDEX 2020		
NO.	COUNTY	HAPPINESS INDEX
26	BARINGO	57.4%
27	VIHIGA	57.2%
28	LAIKIPIA	57.2%
29	ISIOLO	56.2%
30	KITUI	55.9%
31	SAMBURU	55.7%
32	WAJIR	55.6%
33	MIGORI	55.6%
34	BUNGOMA	55.6%
35	KIAMBU	55.1%
36	TANA RIVER	55.0%
37	MERU	55.0%
38	NYANDARUA	54.0%
39	KILIFI	53.2%
40	HOMA BAY	53.2%
41	BUSIA	53.2%
42	NYAMIRA	53.1%
43	SIAYA	52.8%
44	MOMBASA	52.6%
45	NAIROBI CITY	52.5%
46	TRANS NZOIA	52.0%
47	TAITA TAVETA	48.9%
<b>MEAN HAPPINESS INDEX</b>		<b>57.3%</b>

# COUNTYTRAK HAPPINESS INDEX 2015

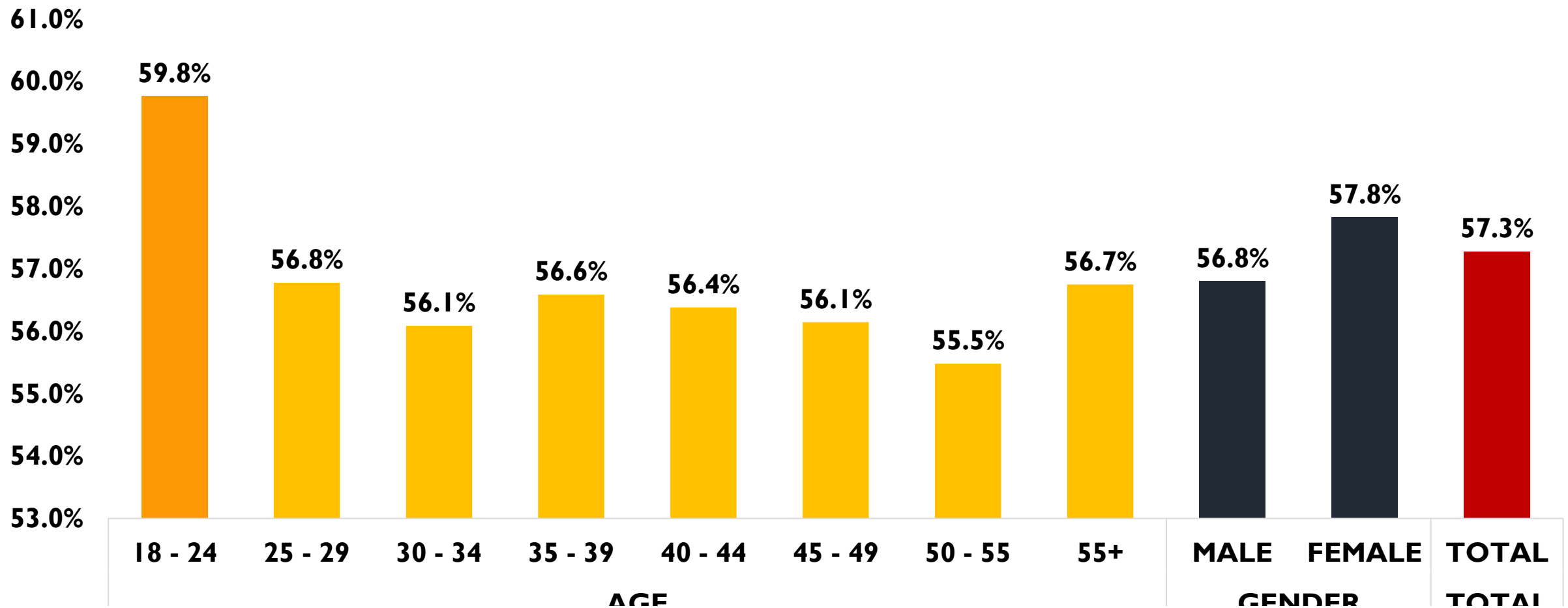
COUNTYTRAK HAPPINESS INDEX 2015		
NO.	COUNTY	HAPPINESS INDEX
1	SAMBURU	72.0%
2	NAROK	71.8%
3	MACHAKOS	71.8%
4	MURANGA	71.1%
5	ELGEYO MARAKWET	71.0%
6	GARISSA	70.1%
7	WEST POKOT	70.1%
8	BARINGO	69.7%
9	TAITA TAVETA	69.3%
10	KAKAMEGA	69.2%
11	SIAYA	68.8%
12	BUNGOMA	68.7%
13	VIHIGA	68.5%
14	THARAKA NITHI	68.4%
15	KIRINYAGA	68.2%
16	NAIROBI	68.1%
17	KERICHO	68.1%
18	WAJIR	68.0%
19	KIAMBU	67.9%
20	EMBU	67.9%
21	BOMET	67.9%
22	NAKURU	67.8%
23	MARSABIT	67.7%
24	MERU	67.2%
25	NYERI	67.4%
<b>MEAN HAPPINESS INDEX</b>		<b>67.2%</b>

COUNTYTRAK HAPPINESS INDEX 2015		
RANK	COUNTY	HAPPINESS INDEX
25	NYERI	67.4%
26	UASIN GISHU	67.4%
27	NYANDARUA	67.2%
28	KWALE	67.1%
29	KAJIADO	67.0%
30	HOMABAY	66.5%
31	KITUI	66.0%
32	LAIKIPIA	66.0%
33	NANDI	65.9%
34	BUSIA	65.7%
35	TRANS NZOIA	65.3%
36	ISIOLO	65.3%
37	KILIFI	65.3%
38	KISII	64.9%
39	LAMU	64.8%
40	MANDERA	64.7%
41	TURKANA	64.3%
42	KISUMU	64.2%
43	MAKUENI	64.2%
44	MIGORI	64.0%
45	NYAMIRA	62.7%
46	TANA RIVER	62.4%
47	MOMBASA	61.3%
<b>MEAN HAPPINESS INDEX</b>		<b>67.2%</b>

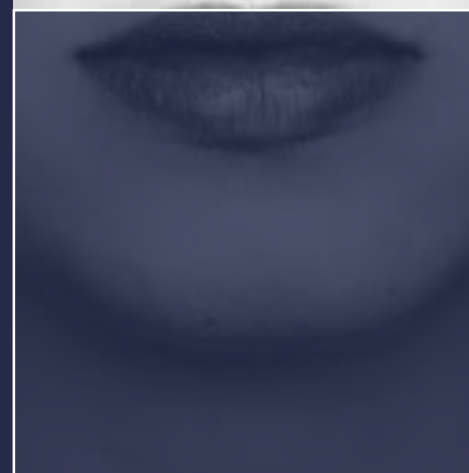
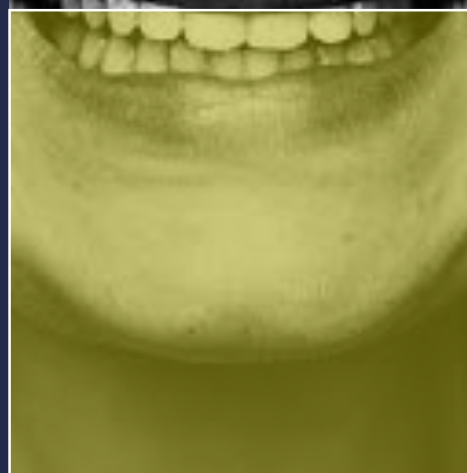
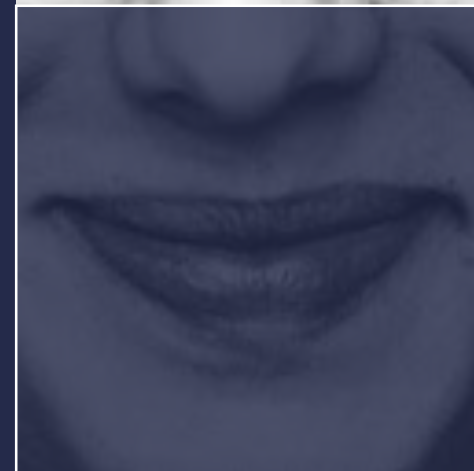
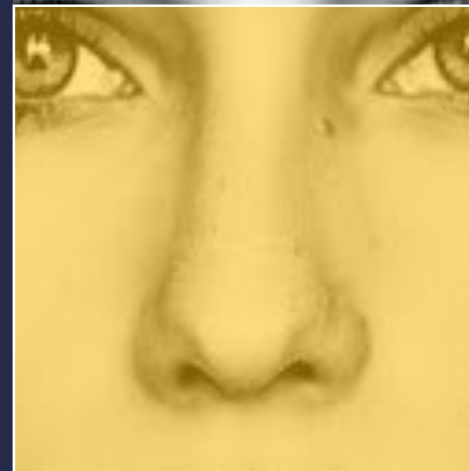
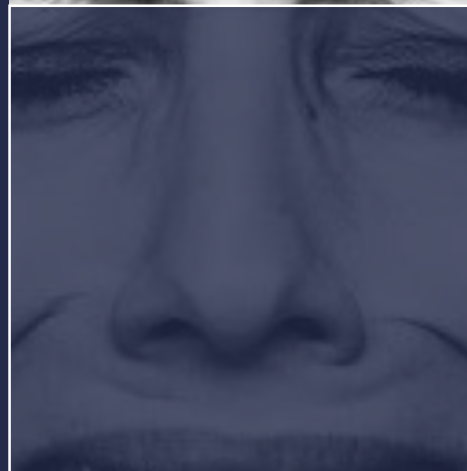
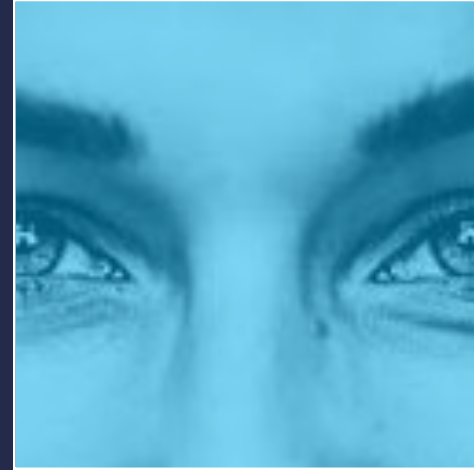


# HAPPINESS INDEX BY GENDER & AGE

Youth 18-24 years are the happiest adults in Kenya with an index of 59.8%



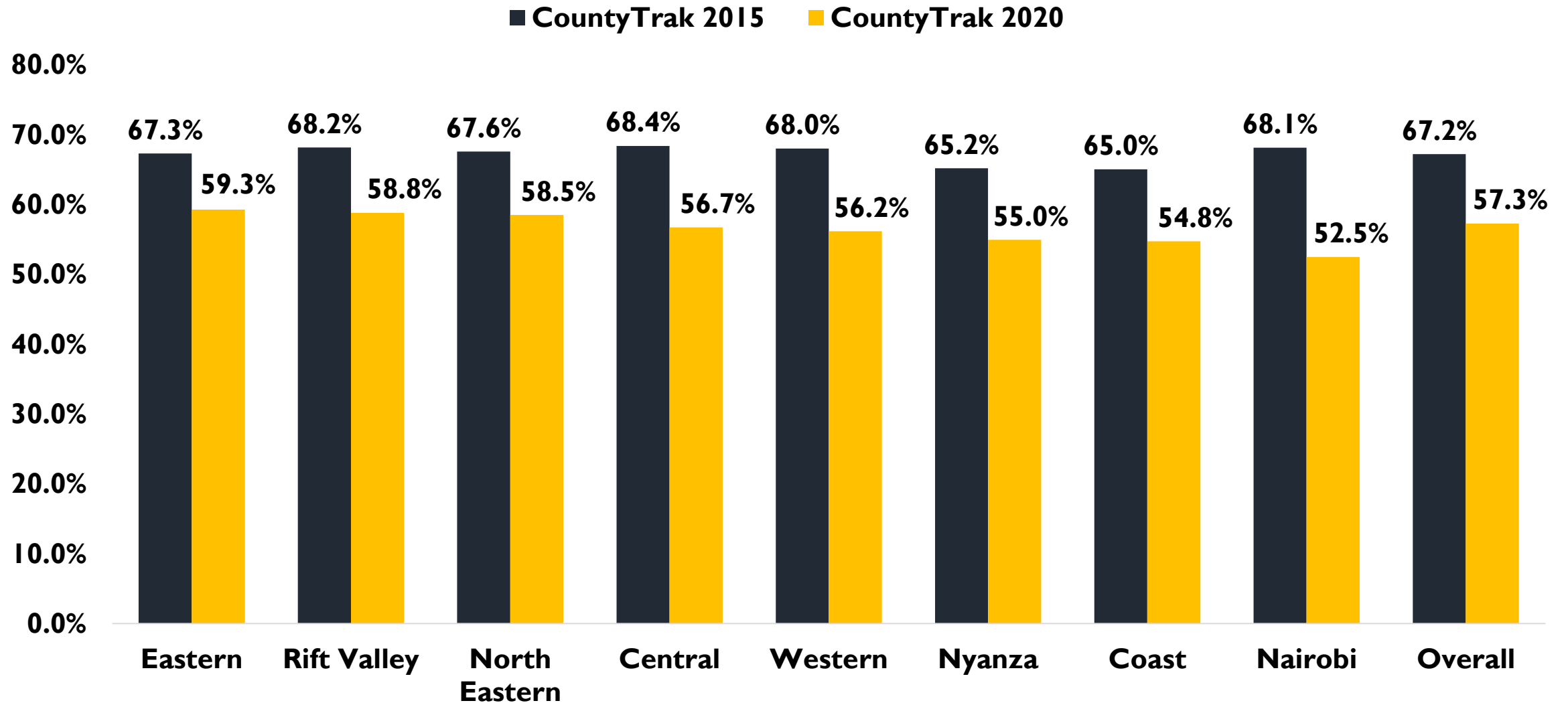
# THE COUNTYTRAK HAPPINESS INDEX COMPARATIVE ANALYSIS



# COMPARATIVE ANALYSIS

NO.	COUNTYTRAK 2020 Mean: 57.3%		COUNTYTRAK 2015 Mean: 67.2%	
	COUNTY	Happiness Index	COUNTY	Happiness Index
1	MAKUENI	64.4%	SAMBURU	72.0%
2	WEST POKOT	62.4%	NAROK	71.8%
3	MACHAKOS	62.1%	MACHAKOS	71.8%
4	BOMET	61.8%	MURANG'A	71.1%
5	KWALE	61.3%	ELGEYO MARAKWET	71.0%
6	ELGEYO MARAKWET	61.3%	GARISSA	70.1%
7	MARSABIT	61.0%	WEST POKOT	70.1%
8	UASIN GISHU	61.0%	BARINGO	69.7%
9	KERICHO	60.9%	TAITA TAVETA	69.3%
10	MANDERA	60.4%	KAKAMEGA	69.2%

# HAPPINESS INDEX COMPARATIVE ANALYSIS BY REGION 2015/2020





# COUNTYTRAK HAPPINESS INDEX COMPARATIVE ANALYSIS 2015/2020

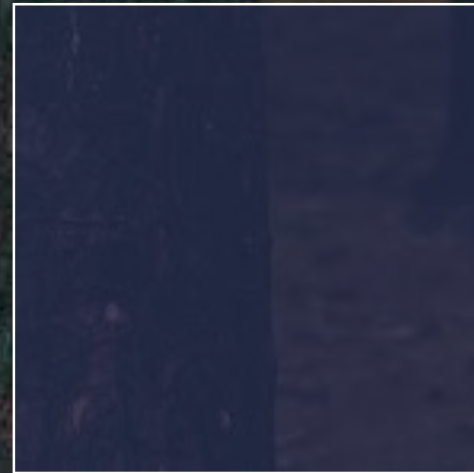
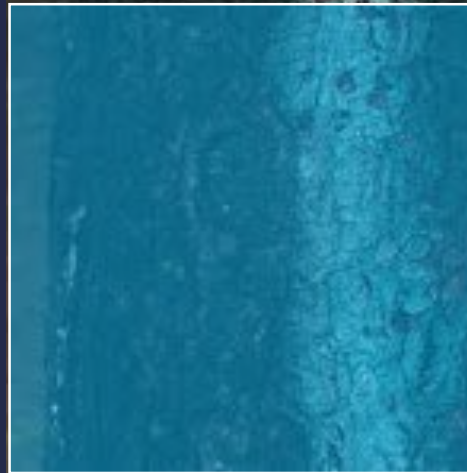
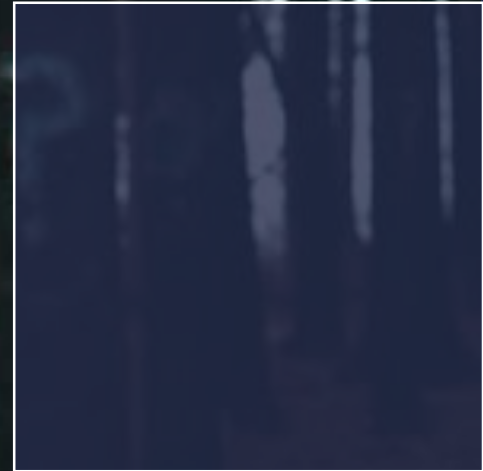
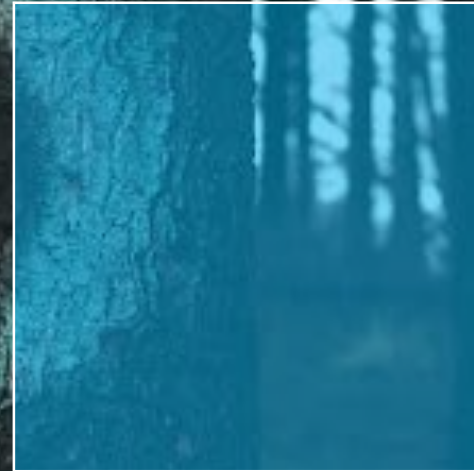
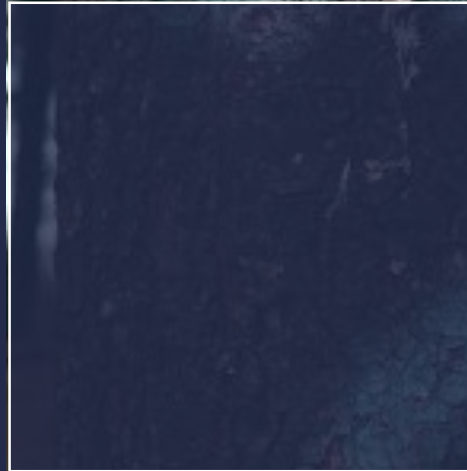
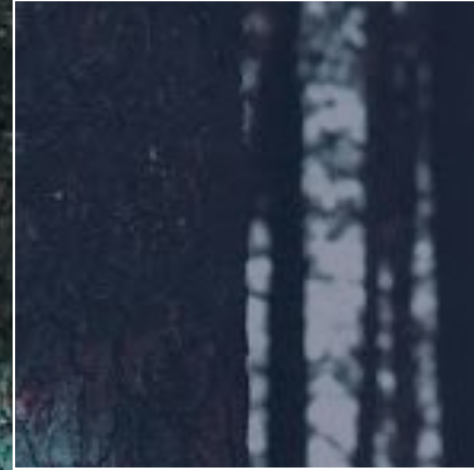
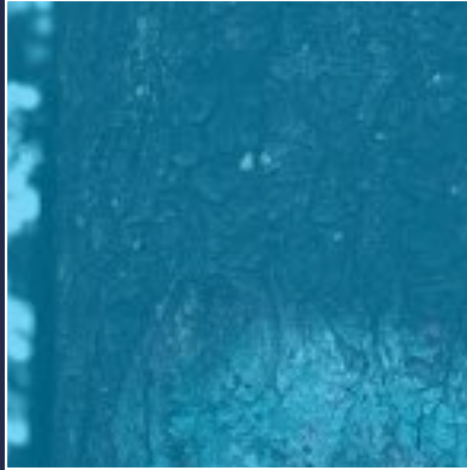
COUNTYTRAK HAPPINESS INDEX 2020			
RANK 2015	RANK 2020	COUNTY	HAPPINESS INDEX
43	1	MAKUENI	64.4%
7	2	WEST POKOT	62.4%
3	3	MACHAKOS	62.1%
21	4	BOMET	61.8%
28	5	KWALE	61.3%
5	6	ELGEYO/MARAKWET	61.3%
23	7	MARSABIT	61.0%
25	8	UASIN GISHU	61.0%
17	9	KERICHO	60.9%
40	10	MANDERA	60.4%
14	11	THARAKA - NITHI	60.0%
20	12	EMBU	59.5%
6	13	GARISSA	59.5%
15	14	KIRINYAGA	59.3%
22	15	NAKURU	59.2%
33	16	NANDI	59.2%
41	17	TURKANA	58.8%
10	18	KAKAMEGA	58.7%
2	19	NAROK	58.4%
29	20	KAJIADO	58.3%
4	21	MURANG'A	57.7%
38	22	KISII	57.6%
24	23	NYERI	57.5%
39	24	LAMU	57.5%
42	25	KISUMU	57.4%
			57.3%

COUNTYTRAK HAPPINESS INDEX 2020			
RANK 2015	RANK 2020	COUNTY	HAPPINESS INDEX
8	26	BARINGO	57.4%
13	27	VIHIGA	57.2%
32	28	LAIKIPIA	57.2%
36	29	ISIOLO	56.2%
31	30	KITUI	55.9%
1	31	SAMBURU	55.7%
18	32	WAJIR	55.6%
44	33	MIGORI	55.6%
12	34	BUNGOMA	55.6%
19	35	KIAMBU	55.1%
46	36	TANA RIVER	55.0%
26	37	MERU	55.0%
27	38	NYANDARUA	54.0%
37	39	KILIFI	53.2%
30	40	HOMA BAY	53.2%
34	41	BUSIA	53.2%
45	42	NYAMIRA	53.1%
11	43	SIAYA	52.8%
47	44	MOMBASA	52.6%
16	45	NAIROBI CITY	52.5%
35	46	TRANS NZOIA	52.0%
9	47	TAITA TAVETA	48.9%
			57.3%

# TOP CLIMBERS & DROPPERS IN THE COUNTYTRAK HAPPINESS INDEX 2020/2015

TOP CLIMBERS	FROM 2015	TO 2020		TOP DROPPERS	FROM 2015	TO 2020
MAKUENI	43	1		SAMBURU	1	31
BOMET	21	4		MURANGA	4	21
KWALE	28	5		TAITA TAVETA	9	47
MARSABIT	23	7		SIAYA	11	43
UASIN GISHU	25	8		NAROK	2	19
KERICHO	17	9		BUNGOMA	12	34
MANDERA	40	10		GARISSA	6	13
WEST POKOT	7	2		KIAMBU	19	35
NAKURU	22	15		NAIROBI	16	45

**WHY ARE THEY  
HAPPY?**



**PUBLIC  
PARTICIPATION**

**EMPOWERMENT  
OF  
MARGINALISED  
GROUPS**

**FOOD SECURITY**

**CULTURAL  
PRIDE/SENSE OF  
OWNERSHIP**

**PEACE &  
SECURITY**

**MARKED  
IMPROVEMENT IN  
DEVELOPMENT**



Thank  
You

