

# **INFOTRAK VOICE OF THE PEOPLE POLL JULY 2019**



**infotrak**

Research & Consulting

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

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 1<sup>st</sup> 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 1<sup>st</sup> 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

**MAJORITY OF KENYANS SAY  
YES TO THE NEW CURRENCY  
NOTES & BELIEVE IT WILL  
CURB CORRUPTION.**



# I. KENYANS SUPPORT NEW CURRENCY NOTES

**60%**

support the replacement of the country's currency notes.

**49%**

Support the country's new currency notes because it will help 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 1<sup>st</sup> deadline to exchange the old Kshs.1000 currency notes.

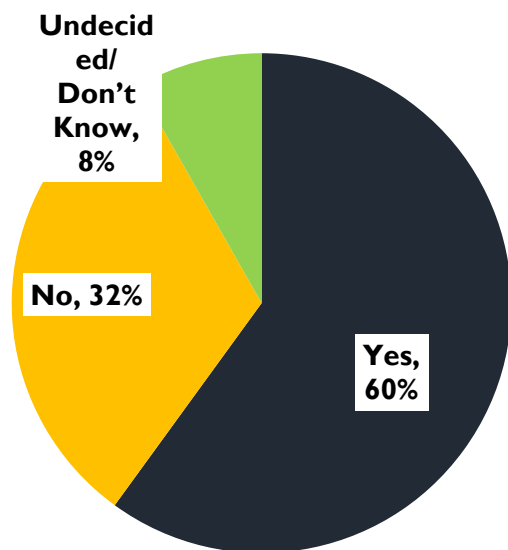
**43%**

who support the October 1<sup>st</sup> deadline for final exchange of old Kshs 1000 notes are happy that it will speed up fight against corruption

**29%**

Of those who don't support the Oct 1<sup>st</sup> deadline for the final exchange of the old Kshs.1000 currency cite potential disruptions to the economy (29%).

# SUPPORT FOR THE NEW CURRENCY NOTES



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?*

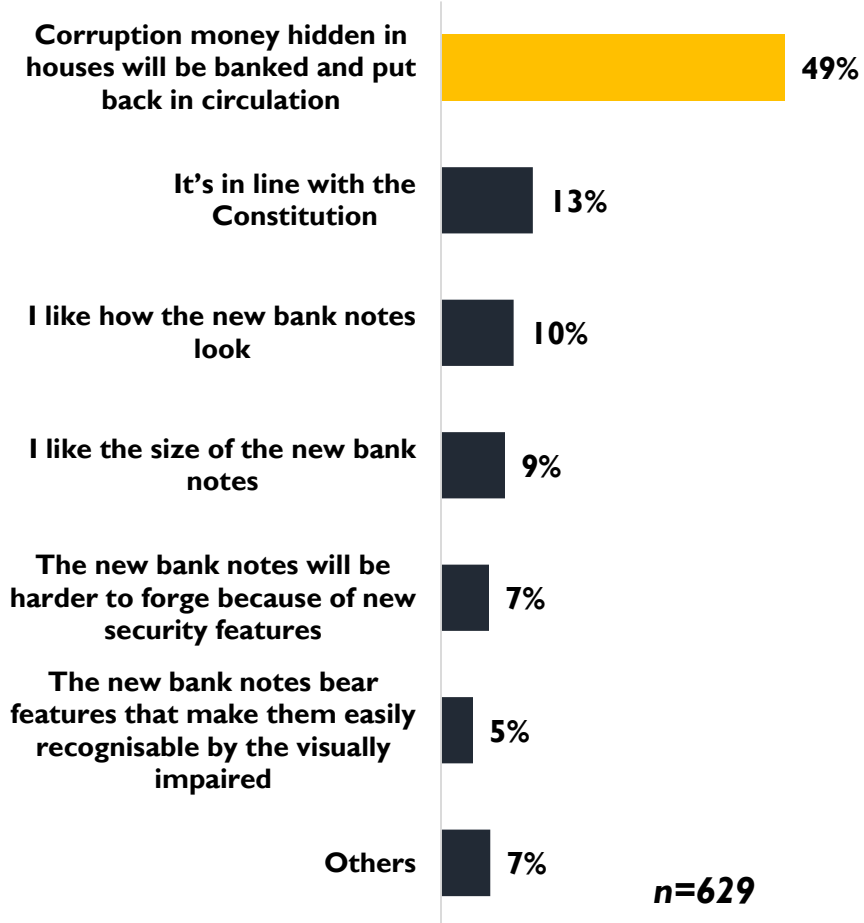
*n=1048*



# REASONS FOR AND AGAINST NEW CURRENCY NOTES

## REASONS FOR SUPPORTING

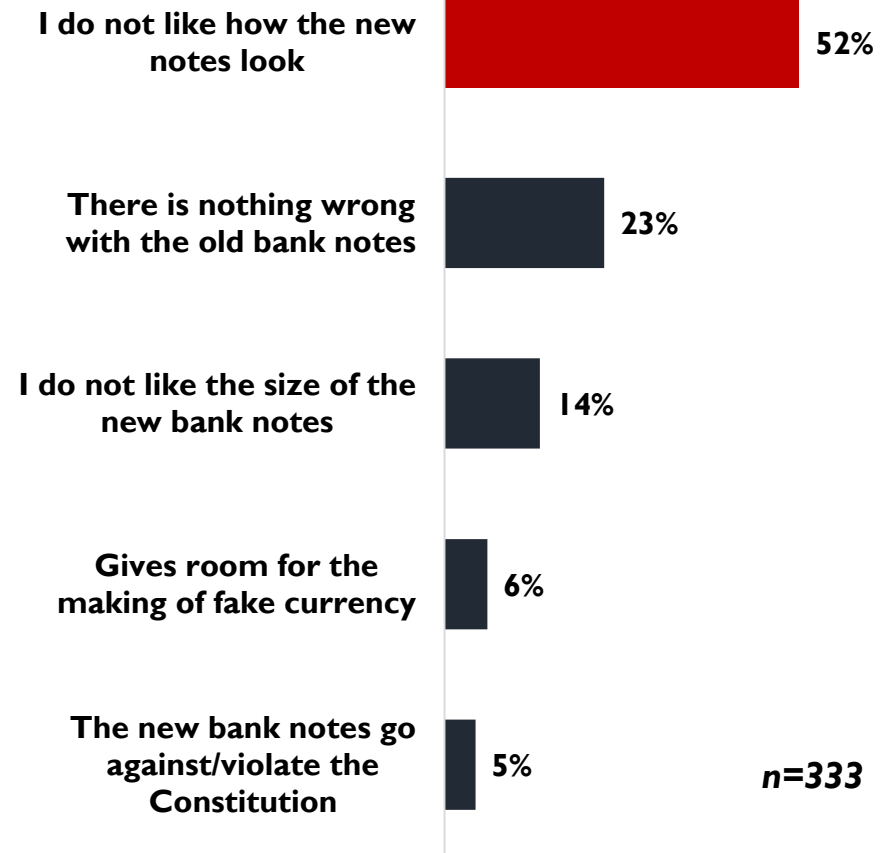
0% 10% 20% 30% 40% 50% 60%



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

## REASONS FOR OPPOSING

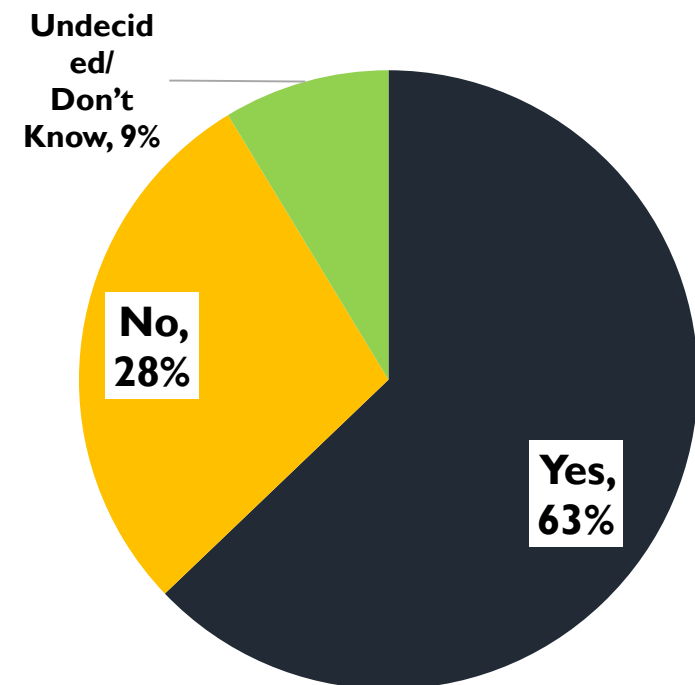
0% 10% 20% 30% 40% 50% 60%



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



# SUPPORT FOR OCTOBER 1<sup>ST</sup> DEADLINE FOR FINAL RECALL OF OLD KSHS.1000 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 1<sup>ST</sup> DEADLINE FOR FINAL RECALLOF OLD KSHS.1000 NOTES

## REASONS FOR SUPPORTING

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

It will help in the fight  
against corruption, crime  
and illicit trade

43%

It will improve the economy  
as there will be more money  
in circulation that is  
currently being hidden

35%

It will reduce the circulation  
of fake currency in the  
country

14%

Others

8%

n=659

## REASONS FOR OPPOSING

0% 10% 20% 30% 40%

It will disrupt the economy

29%

It will lead to a shortage of  
cash for the public

21%

It will increase corruption  
instead of reducing it

19%

The time allocated is too  
short

17%

Others

14%

n=298

*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



# 87% OF BETTING IS THROUGH ONLINE SPORTS BETTING

**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.

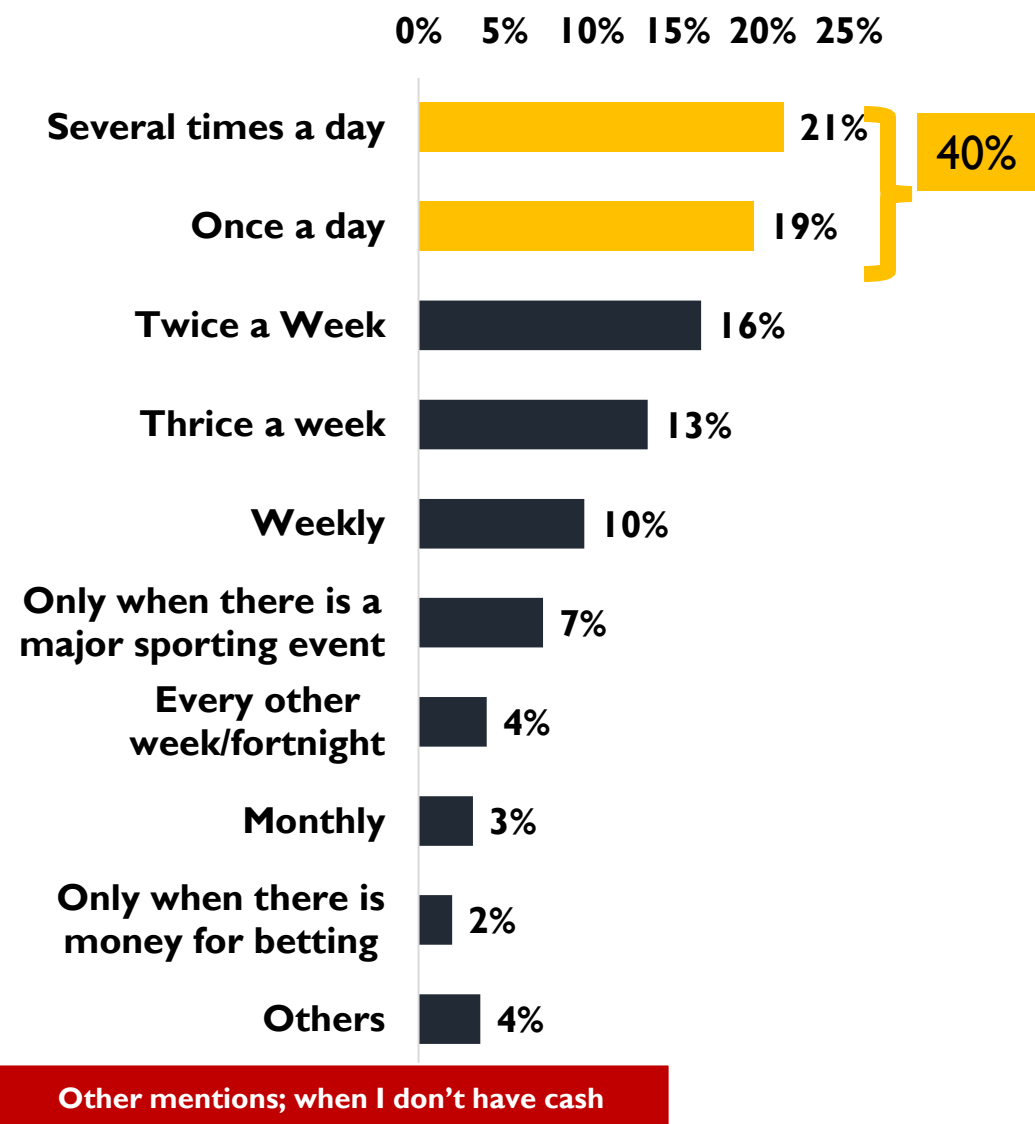
**71%**

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



	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?*

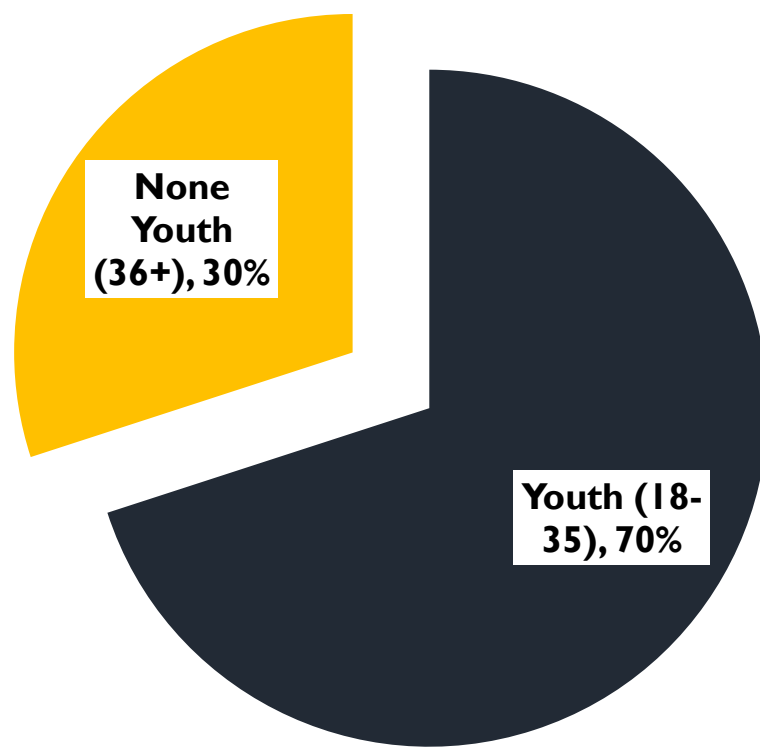
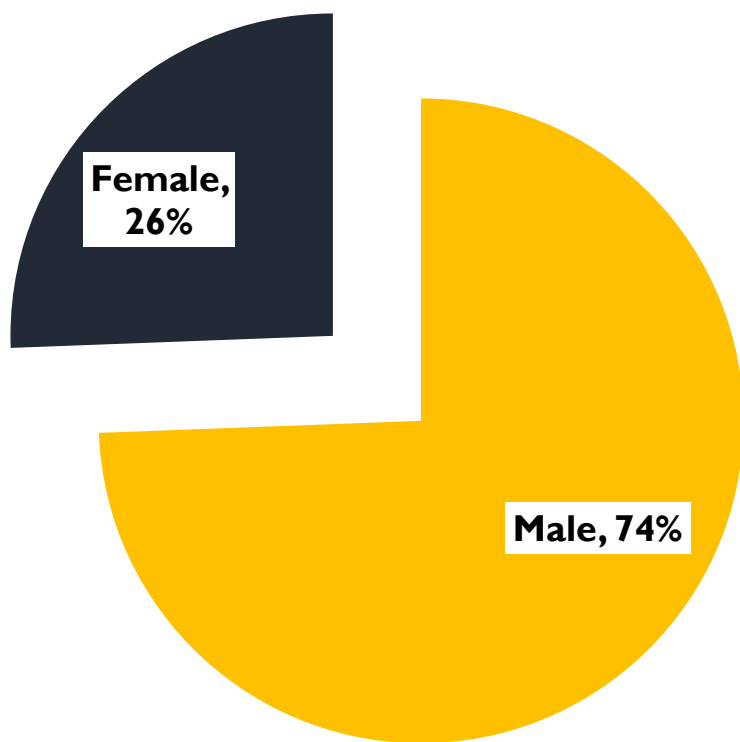
*n=255*

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



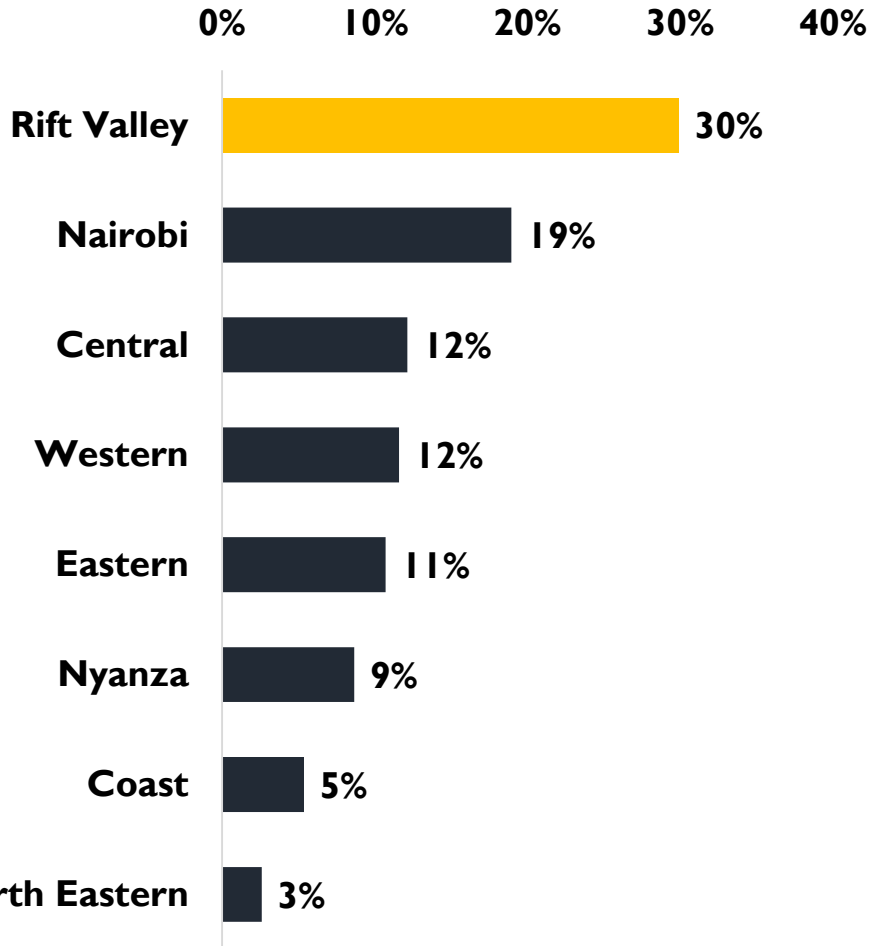
**74% OF THOSE BETTING ARE MEN**

**70% OF THOSE BETTING ARE YOUTH**

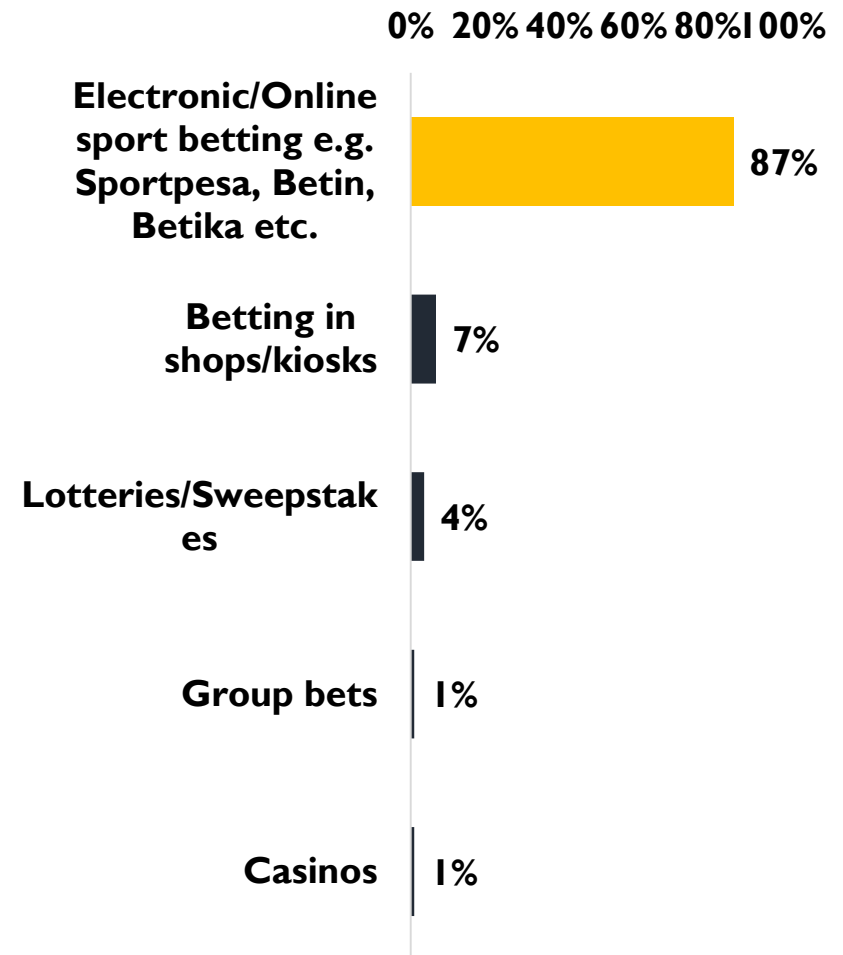


# RIFT VALLEY IS GAMBLING THE MOST & ONLINE SPORTS BETTING IS WHERE THE ACTION IS.

## RIFT VALLEY IS WHERE MOST BETTING IN KENYA HAPPENS



## ONLINE SPORTS BETTING IS WHERE THE ACTION IS. 87% USE ONLINE





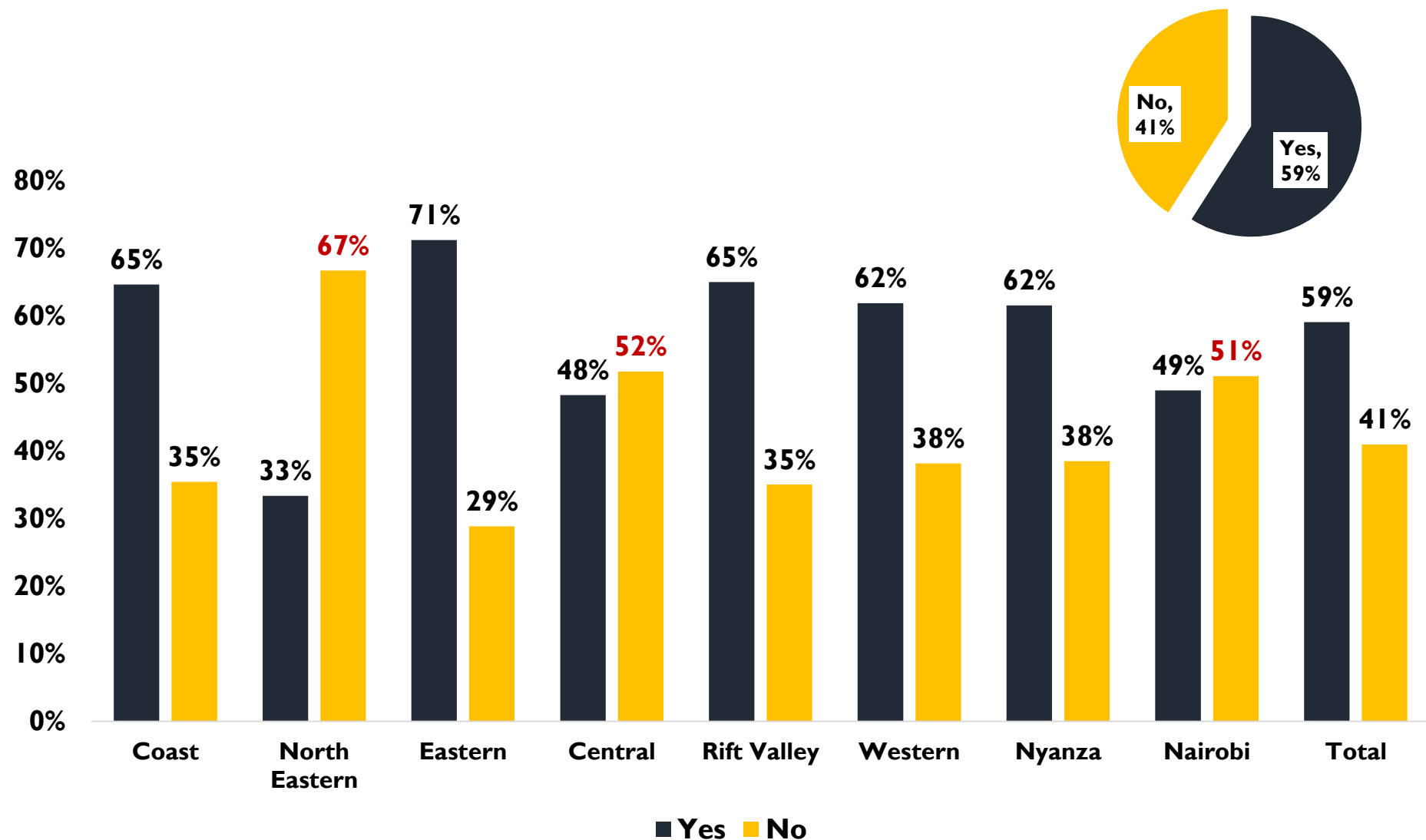
# MOST KENYANS USE THEIR SALARY/EARNINGS TO BET

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

*Where do you get the money to gamble or bet?*

*n=255*

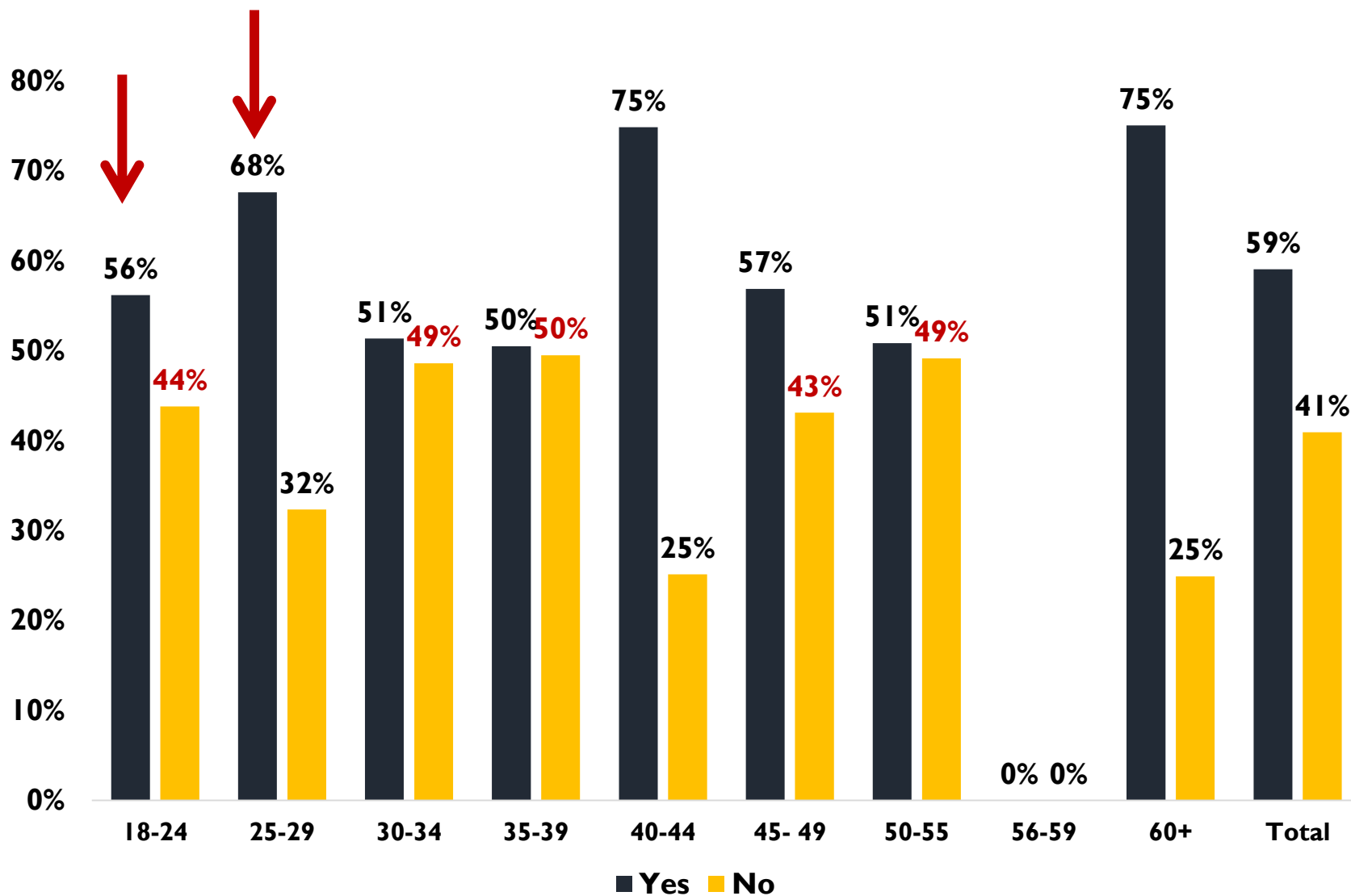
# 59% OF KENYANS HAVE UNSUCCESSFULLY TRIED TO KICK THE GAMBLING/BETTING HABIT



*Have you ever tried to stop gambling/betting?*

*n=255*

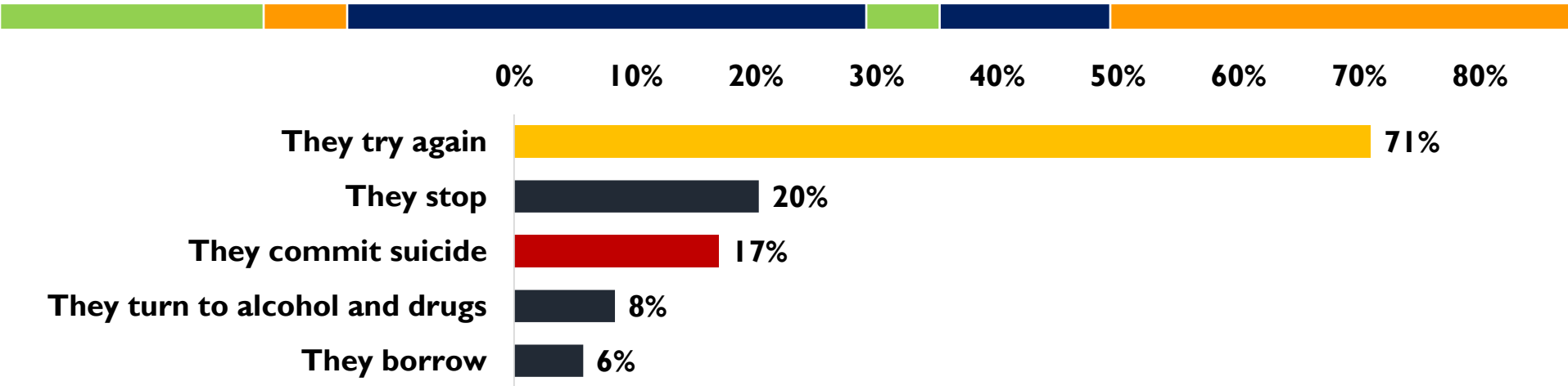
# MOST YOUTH 18-29 HAVE UNSUCCESSFULLY TRIED TO STOP BETTING



n=255

*Have you ever tried to stop gambling/betting?*

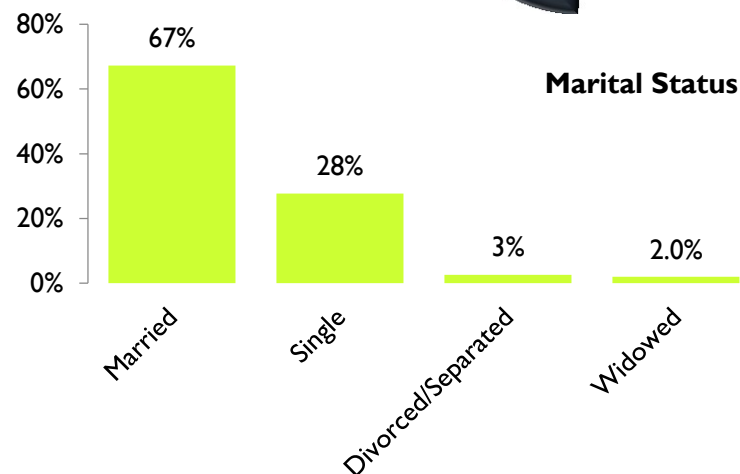
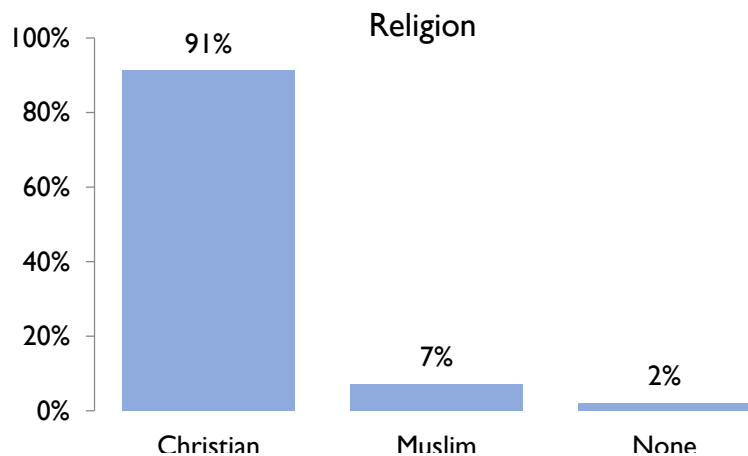
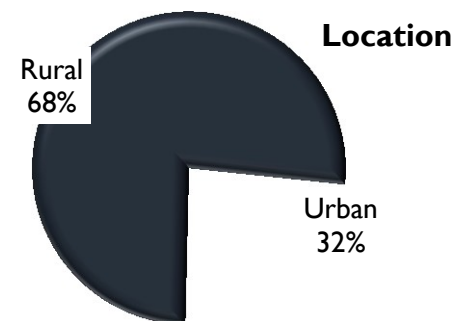
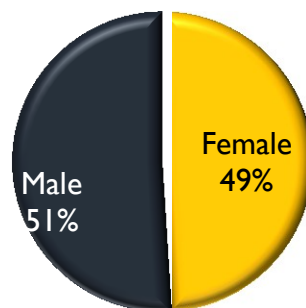
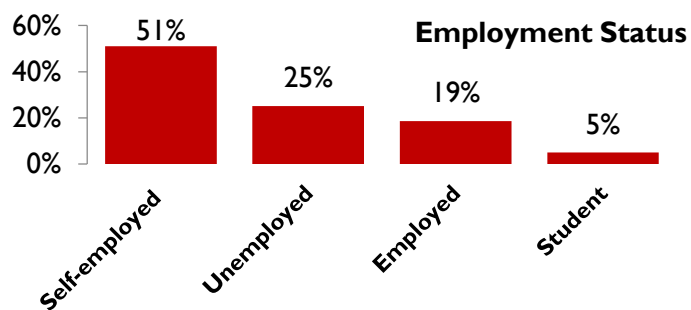
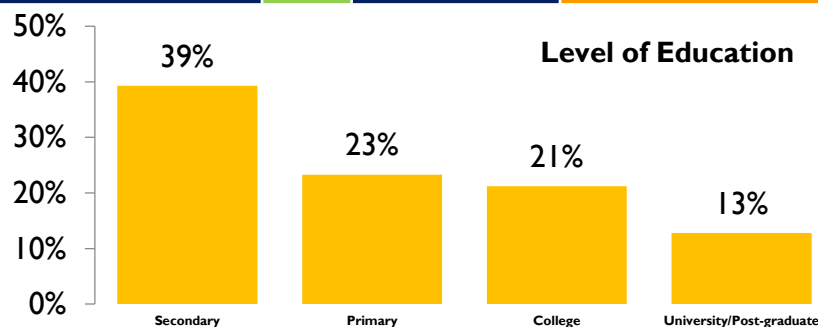
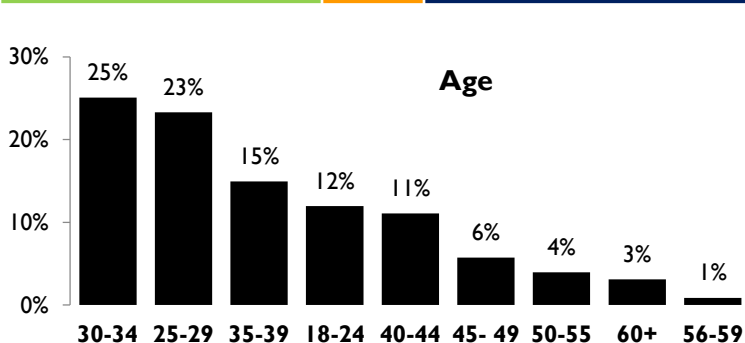
# 71% OF THOSE WHO LOSE IN BETTING TRY AGAIN CONFIRMING ITS ADDICTIVE NATURE



	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%

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

# DEMOGRAPHICS



**“In the period culminating to the 2010 referendum on the constitution in Kenya, Infotrak was the only pollster to accurately predict the poll outcome reaffirming its competence in sampling, data collection and analysis.”**

- **Infotrak Research and Consulting is a professional research company that was founded and in 2004 following the vision of the founder to provide the Pan African Market with suitable information solutions required to sustain the needs of the ever-growing economies.**
- **Headquartered in Nairobi, Kenya, Infotrak also has affiliate offices in Uganda, Tanzania to serve East Africa and an office in Lagos, Nigeria to serve the West African hub. It has field contacts in more than 20 other countries in Sub Saharan Africa.**
- **The research and consultancy firm, which is currently one of the fastest growing in the region, attributes its rapid growth to not only innovation, high level of professionalism and dynamism, but also to the intricate attention given to providing clients with relevant and user friendly reports.**

## **Infotrak Vision**

- **To be the leading Market & Social research firm in Sub Saharan Africa**

## **Infotrak Mission**

- **To be a one stop, information solutions provider to clients who want to be leaders in their fields.**

## **Infotrak Belief**

- **Information is power. Only those who really know how to use it become truly powerful. At Infotrak, we place the power of information in your hands!**

# Infotrak's Market Research Services...

THE MARKET	CONSUMER	PRODUCTS/ SERVICES	COMMUNICATION
MARKET FEASIBILITY STUDIES	USAGE & ATTITUDE SURVEYS	NEW PRODUCT TESTING	AUDIENCE RESEARCH
MARKET ASSESSMENT SURVEYS	CUSTOMER SATISFACTION & LOYALTY	PRICING STUDIES	ADVERTISING RESEARCH
MARKET SEGMENTATION/ PROFILING	BRAND AUDIT/ BRAND HEALTH TRACKING	PRODUCT CONCEPT TESTING	ADVERTISING PRE & POST CONCEPT TESTING
RETAIL AUDIT	MYSTERY SHOPPING	PACKAGE TESTING	COMMUNICATION STRATEGY



# Infotrak's Social Research Services

**PUBLIC POLICY &  
GOVERNANCE**

**OPINION  
POLLS**

**PUBLIC HEALTH**

**COMMUNICATION**



## **IMPACT ASSESSMENT**

To investigate the end line  
of an initiative or project

## **BEHAVIORAL STUDY**

Encloses a framework to  
analyze and societal phenomena



## **LONGITUDINAL STUDY**

An observational  
research method which  
gathers information on  
the same study over a  
series of time



## **TRIANGULATION STUDY**

Use of multiple data sources  
and study methods to  
investigate a study well



## **KAP STUDY**

To analyze the knowledge,  
attitude and practice of  
people in the society on the  
study issues



## **MONITORING & EVALUATION STUDY**

To provide a benchmark idea for  
the study, to observe and analyze an  
initiative while it continues and after  
it after it is completed

# **Social Research**



**infotrak**

Research & Consulting

# ASANTE SANA

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