

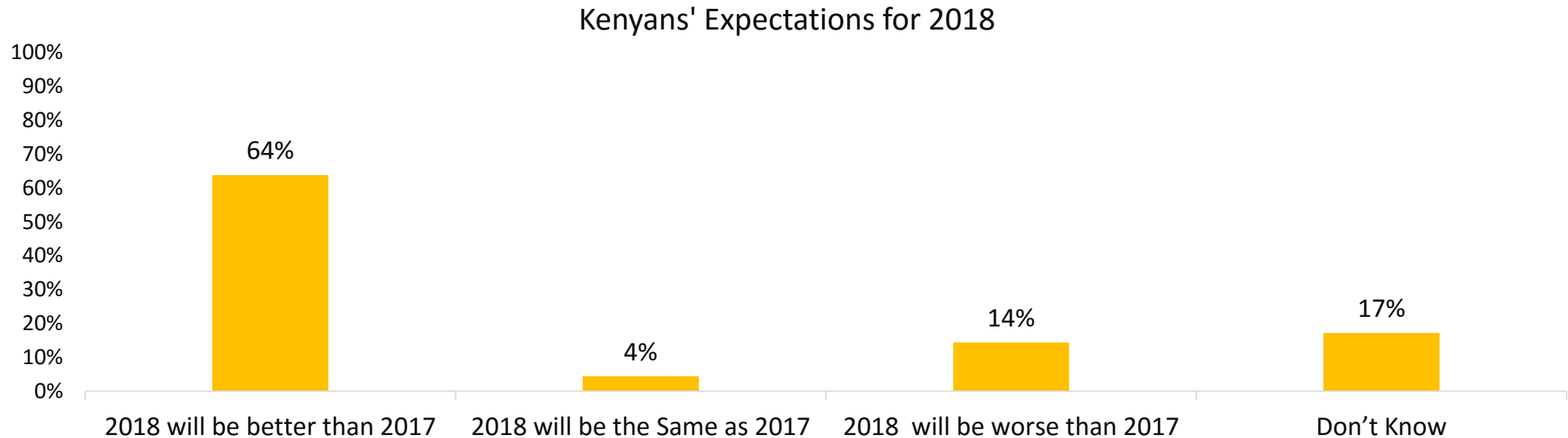


#NewYearPoll: Kenyans' Expectations for 2018

3rd January 2018

#NewYearPoll: Majority of Kenyans Optimistic About 2018

Q. Do you think that year 2018 will be better, worse or the same as 2017?



- Majority of Kenyans (64%) are optimistic that 2018 will be a better year than 2017. There is a significant number of Kenyans (17%) who are not sure about future prospects and are adopting a wait and see attitude.



#NewYearPoll: Majority of Kenyans Optimistic About 2018

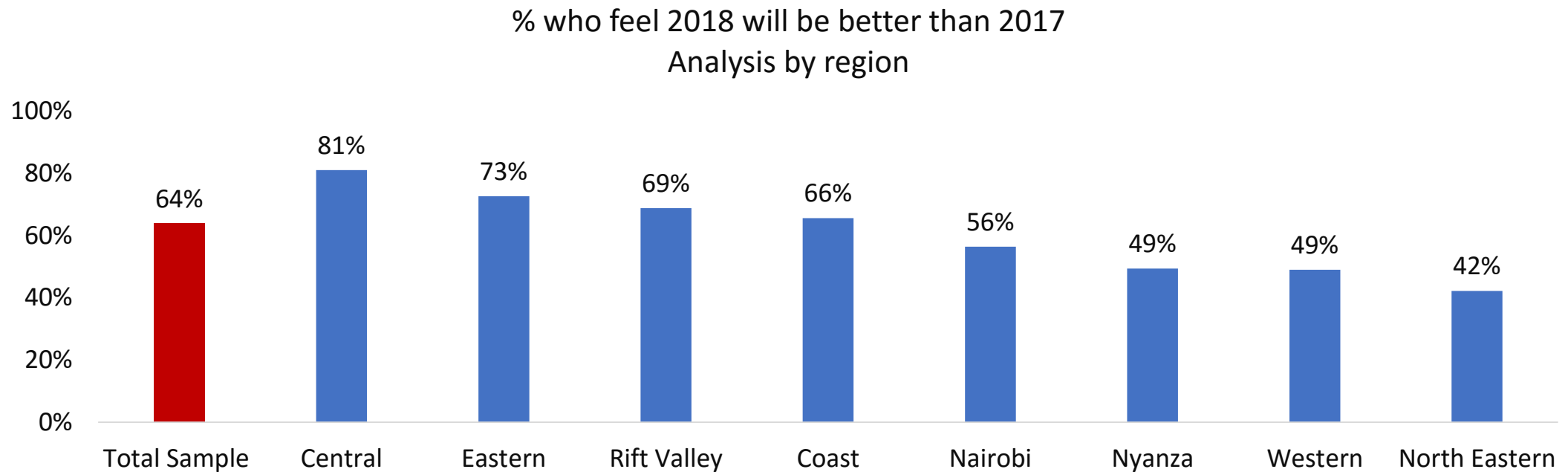
“Kenyans are hopeful that the start of 2018 will be a game-changer, especially on the divisive nature of Kenyan politics and hopefully the year will signal a return to normalcy for the country. Kenyans are also hoping that politicians will give them a break for the next 5 years so as to allow the country to focus on economic development that will spur job creation and the lowering of the standards of living as the country takes a path to recovery.”

Maggie Ileri
Chief Executive Officer
TIFA Research



#NewYearPoll: Central & Eastern Regions are most optimistic about 2018

Q. Do you think that year 2018 will be better, worse or the same as 2017?

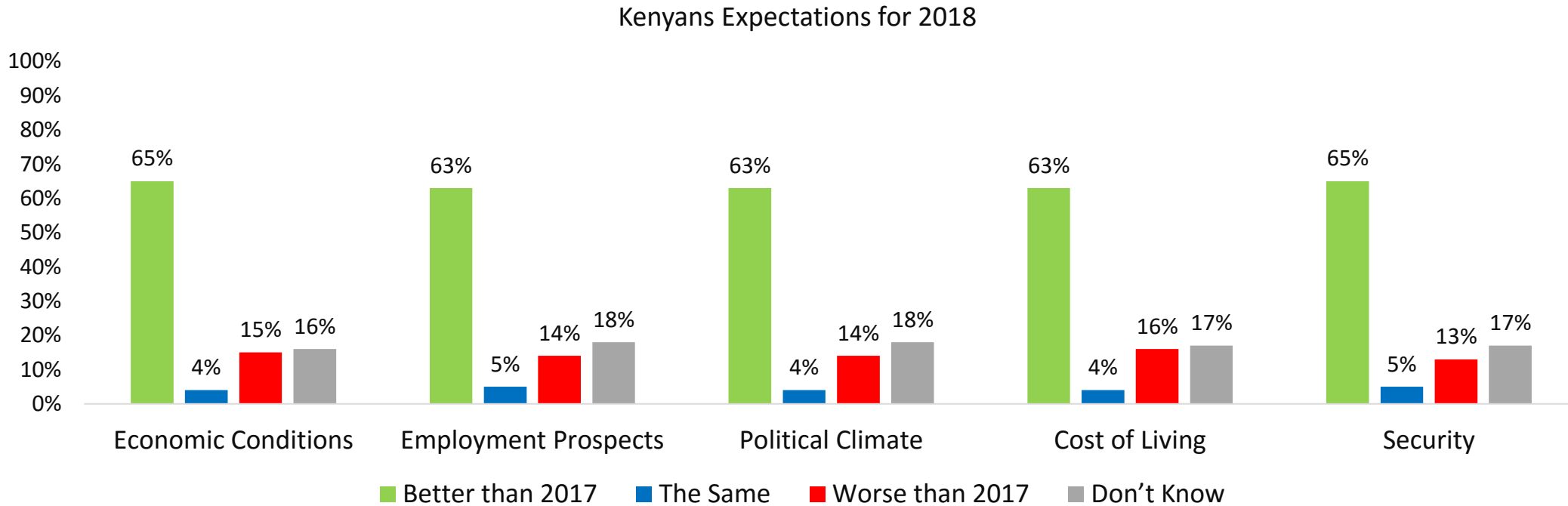


- The optimism levels vary by geography – residents of the Central region are the most optimistic followed by Eastern and Rift Valley regions. The least optimistic regions include Nyanza, Western and North Eastern.



#NewYearPoll: Majority of Kenyans upbeat about 2018

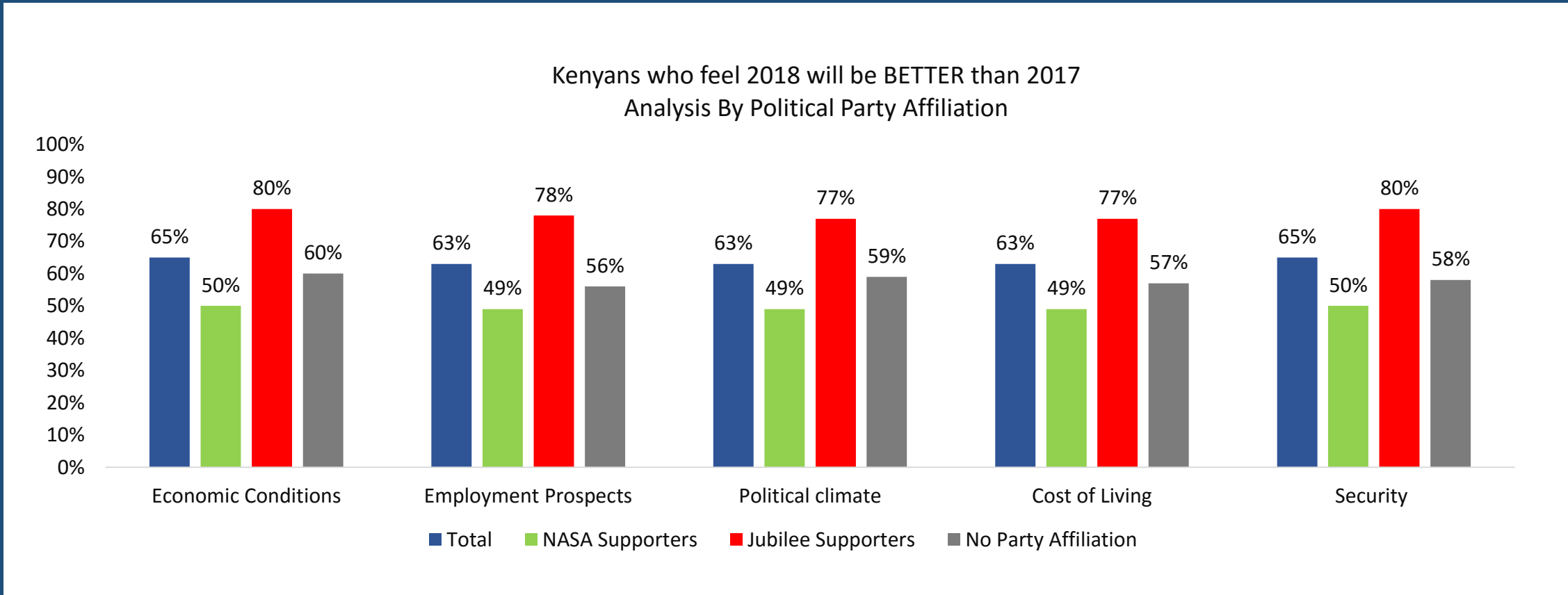
Q. Do you think that year 2018 will be better, worse or the same as 2017 in the following areas?



- Majority of Kenyans (65%) expect the economy to improve in 2018. In addition, Kenyans expect to see better employment prospects, better political environment, a reduction in the cost of living and better security.



#NewYearPoll: Jubilee Supporters are more optimistic than NASA Supporters

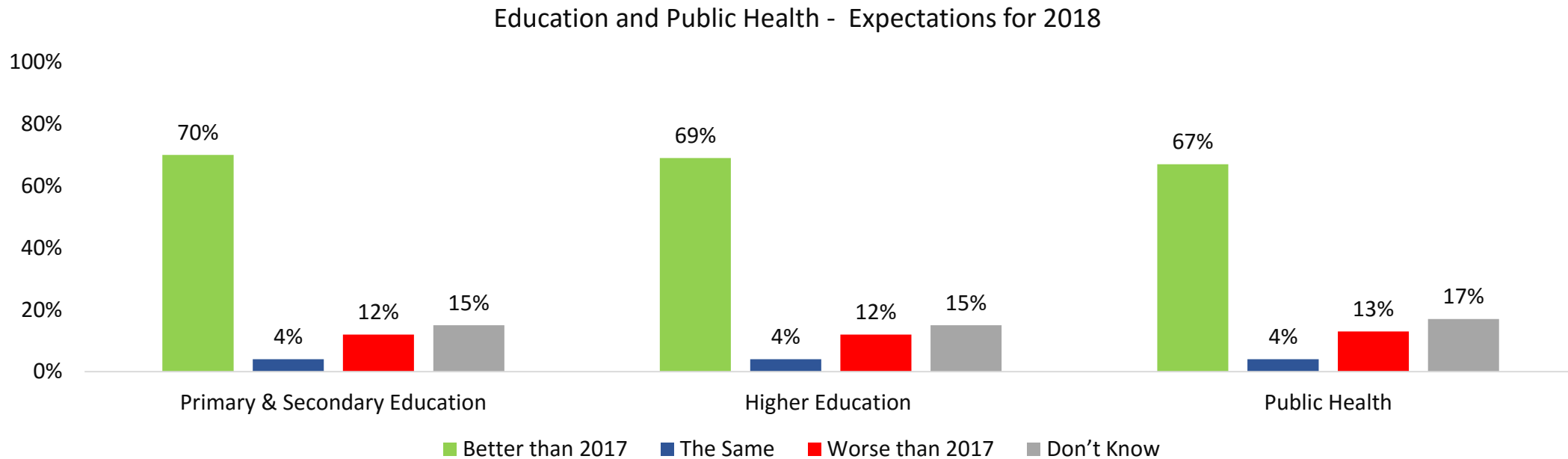


- More than 75% of Jubilee supporters feel that 2018 will be better than 2017.
- On the contrary not more than 50% of NASA Supporters feel that 2018 will be better than 2017.



#NewYearPoll : High Optimism For Education and Public Health Sectors

Q. Do you think that year 2018 will be better, worse or the same as 2017 in the following areas?

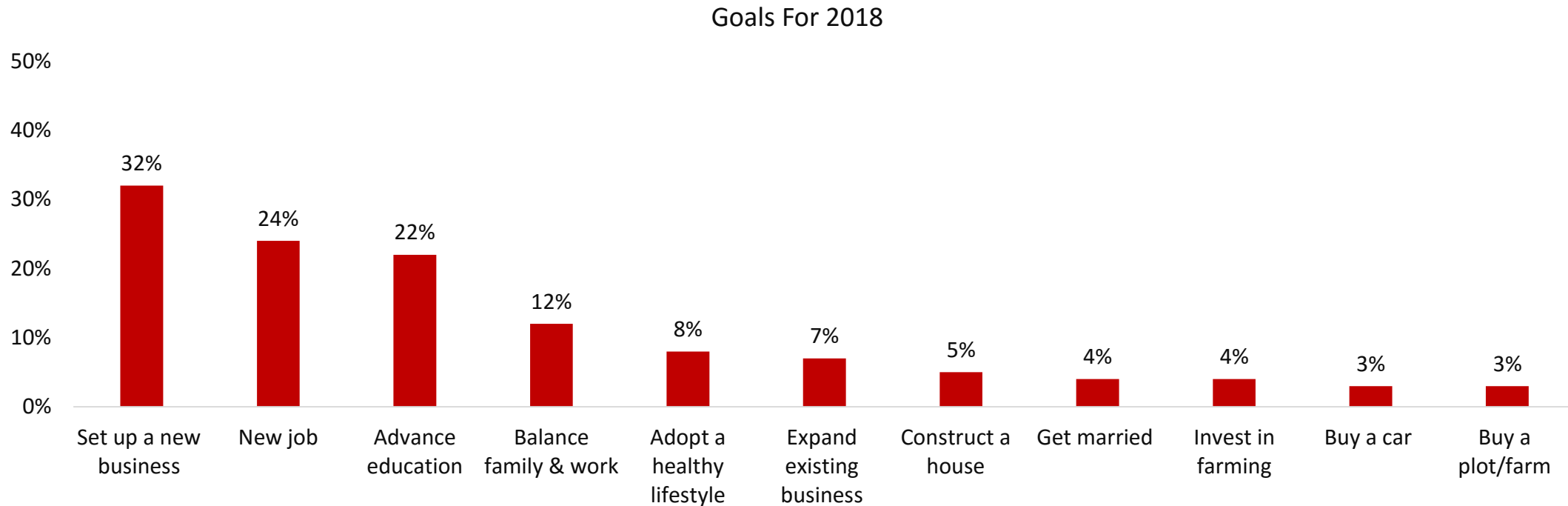


- 70% and 69% of Kenyans expected primary/secondary and higher education respectively to improve in 2018. These high expectations are recorded against the backdrop of a number of reforms in the education sector.
- With both doctors and nurses now back to work after an extended strike in 2017, it is not surprising that a large proportion 67% of Kenyans feel that the public health sector will improve in 2018.



#NewYearPoll : 2018 Goals: Entrepreneurism, Job Hunting and Advancement of Education

Q. Looking at your New Year's resolution, what are the top 3 things that you hope to achieve?



- Looking at the goals for 2018, a third (32%) of the total sample intends to set up a new business whilst 24% hope to get a new job. Advancing education is a goal amongst 24% of the total sample.

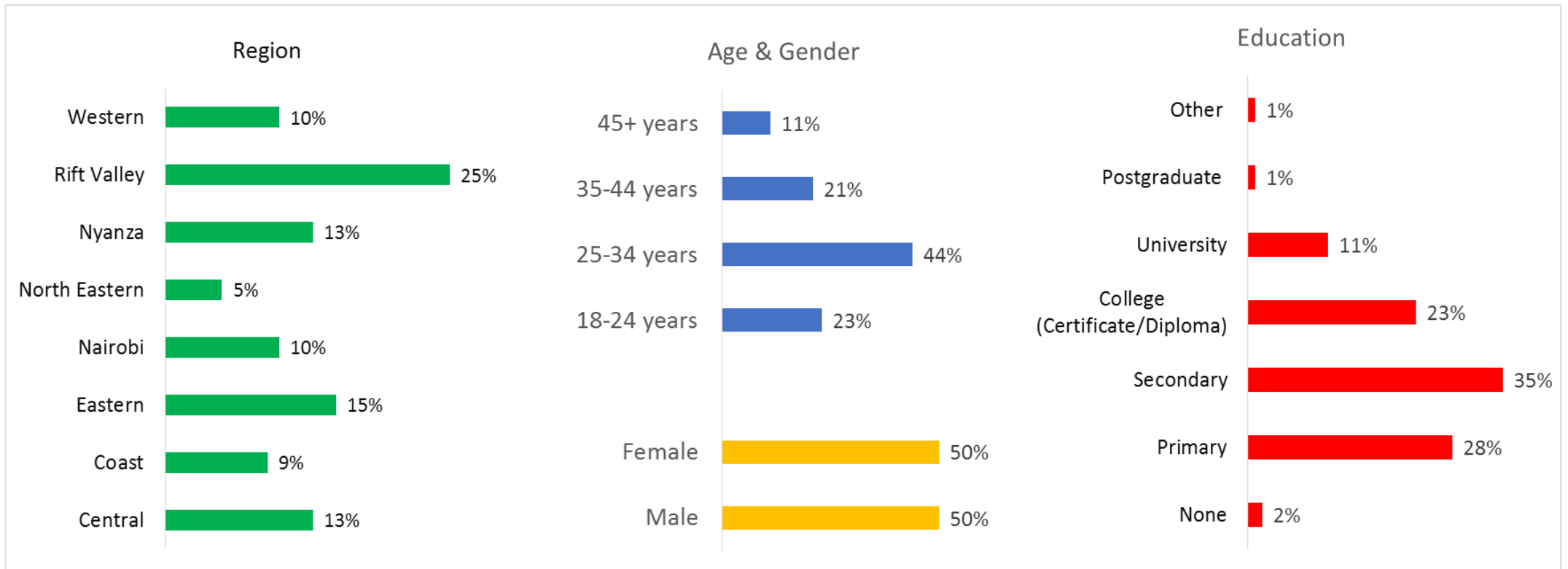


Research Methodology

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|-----------------------|--|
| Dates for field work | 12 th to 16 th December 2017 |
| Data collection | Telephonic interviews |
| Geographical coverage | National representative |
| Target respondents | Aged 18+ years |
| Sample size | 1,005 |
| Margin of error | +/- 3% at 95% confidence |
| Survey funding | TIFA Research |



Respondents' Demographics



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