

# KANTAR

## Public Voice Kenya Wave 4

## Results prepared for the National Taxpayer Association

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# Methodology

# About Public Voice Kenya

## What is Public Voice Kenya?

Kantar's Public Voice Kenya is a national research initiative, launched to allow clients and the public understand more about Kenyans' perceptions and attitudes using probabilistic sampling methodology and telephone interviews.

Respondents are selected from an existing pool of individuals aged 18+ recruited as representative of each county's population. This pool of over 30,000 is nationally representative and includes representative samples of each of the 47 counties.

The survey is run several times a year. Clients can load questions to the questionnaire for one or more waves. Kantar gives careful attention to the order of the questions and questionnaire flow to avoid response bias and ensure high quality of the data.

## Why is the Public Voice Kenya survey more representative than some other telephone surveys?

Respondents are randomly selected from a pool of adults who were selected using a rigorous face-to-face household survey using probabilistic sampling design.

In telephone surveys, not everyone will respond, and this can introduce a bias.

However, because we hold demographic information on all respondents in this database including those who may not respond, we can both over-sample under-represented groups and weight the data to achieve representativeness.

## Sampling design of the initial face-to-face survey

The sample for the initial household survey was selected using a stratified, two-stage clustered probabilistic sampling. Specifically, the sample was stratified by county, and constituency were used as primary sampling units. Constituencies were selected with probability proportional to population size (PPS). Sublocations were then selected as secondary sampling units, again with PPS. A fixed target number of households were interviewed per sublocation. Households were randomly selected using random route walk within each selected EA. One individual was randomly selected per household using a scripted algorithm.

Respondents were eligible to participate in the survey if they were aged 18+ and a member of the selected household.

# Data Collection

## Wave 4, October 2020

### Eligibility

Respondents were randomly selected from the panel (see next slide for details), and they were eligible to participate in the interview if their name, number and gender matched that of the information held on the panel. The eligible age range was 18+.

### Sample size

The target achieved sample size for Wave 4 was 1200 respondents. The final achieved sample that passed quality control was 1201 respondents.

### Response rate

The response rate was 12%. The outcomes are shown in the table below.

<b>Outcome</b>	<b>Count</b>	<b>Percentage</b>
Successful	1,283	12
No answer	7,278	66
Screen out, line out of service etc.	1,395	13
Refusal	766	7
Other (appointment etc)	317	3
<b>Total</b>	<b>11,039</b>	<b>100</b>

### Data collection

Wave 4 of the survey was carried out between 12<sup>th</sup> October and 30<sup>th</sup> October 2020 and used telephone interviewing methodology.

### Interview duration

The interview lasted 36 minutes on average. While this is fairly long for a telephone interview, the drop off rate was very low and 97% of respondents agreed to participate in future surveys. This suggests the relatively long questionnaire length did not pose much of a problem.

### Quality control

The quality control procedures included QC officers listening in to interviews to ensure interviewers asked the questions as intended. Respondents' current age was also checked against the age previously recorded and excluded if unfeasibly large.

### Data protection

Kantar complies fully with the EU General Data Protection Regulation (GDPR). All data are held on secure servers and no personal identifiable information will be shared with anyone outside of authorised staff within Kantar, unless explicit consent has been given by respondents themselves.

# Sampling design and weighting

Wave 4, October 2020

## Sampling design

The sample of respondents was randomly selected from the panel of 30,000 individuals.

The sample was stratified by gender, age group, and urban/rural status with sample fractions equal to the inverse of the response rate in Wave 3 of the survey. This means that strata with lower response rates on average, such as older, rural women, were over-sampled to help boost response for such groups.

Respondents were randomly selected using simple random sampling within each stratum. A sample of 11,000 respondents was selected from the pool of 30,000 respondents in order to achieve the target number of interviews (n=1200).

This sample size has an error margin is +/-2.5% for a 95% confidence interval around a 50% estimate.

## Weighting

Despite over-sampling under-representative groups, the achieved sample did not fully match the profile of the original face-to-face sample. The Wave 4 sample was therefore weighted to ensure representativeness.

The weights were derived using logistic regression analysis to predict the probability of participating in the telephone survey. The weights were then calculated as the inverse of that probability. Finally, these probabilities were scaled so they were centred around 1.

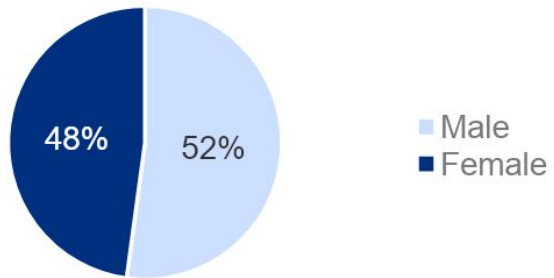
The variables that were included in the final regression model were: gender, age, education, province, voting intention in the previous general election, and working status. Religion and urban/rural status was not statistically significant once these other variables were taken into account, and hence excluded from the final model.

# 2 Results

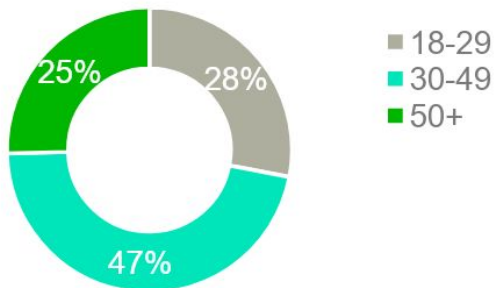
# Profile of respondents (weighted data)

Weighted data, n=1201; Unweighted data, n=1201

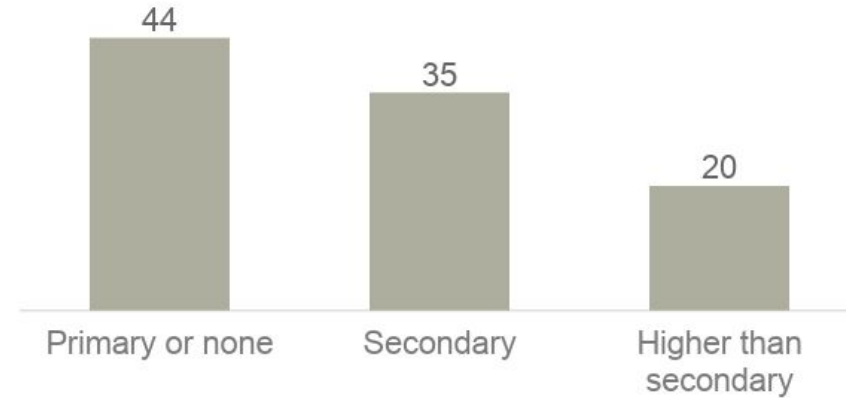
Gender



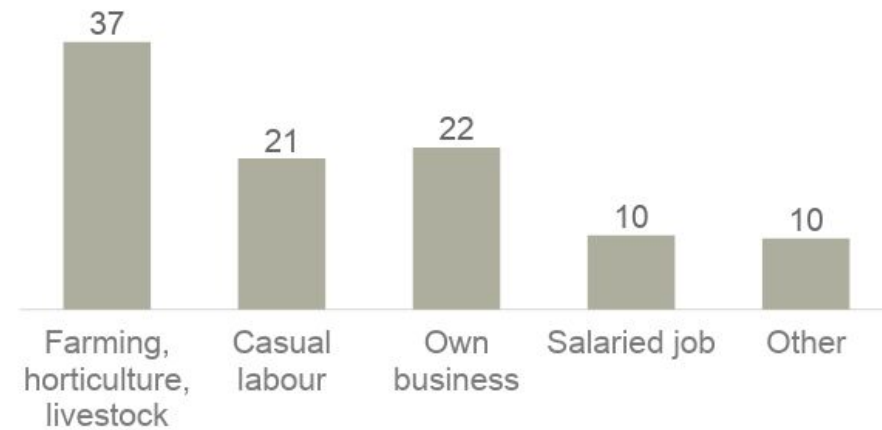
Age group



Educational attainment (%)

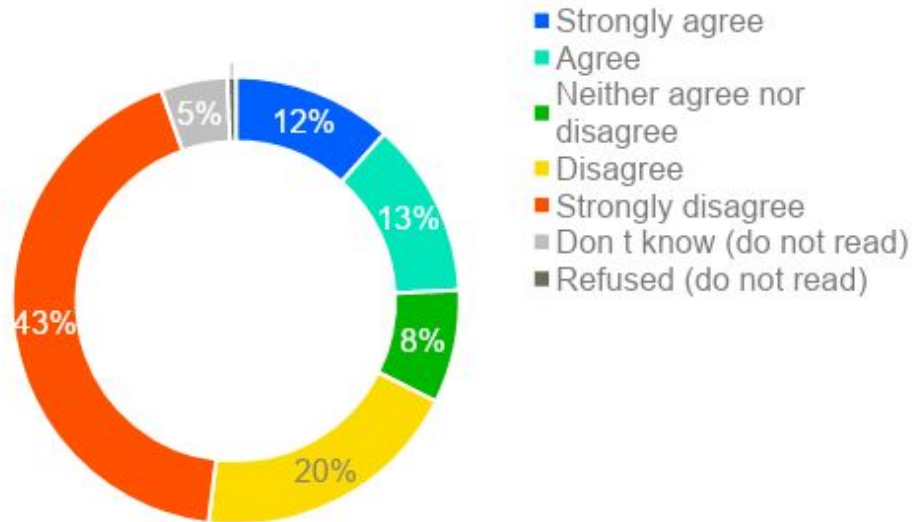


Main income source (%)

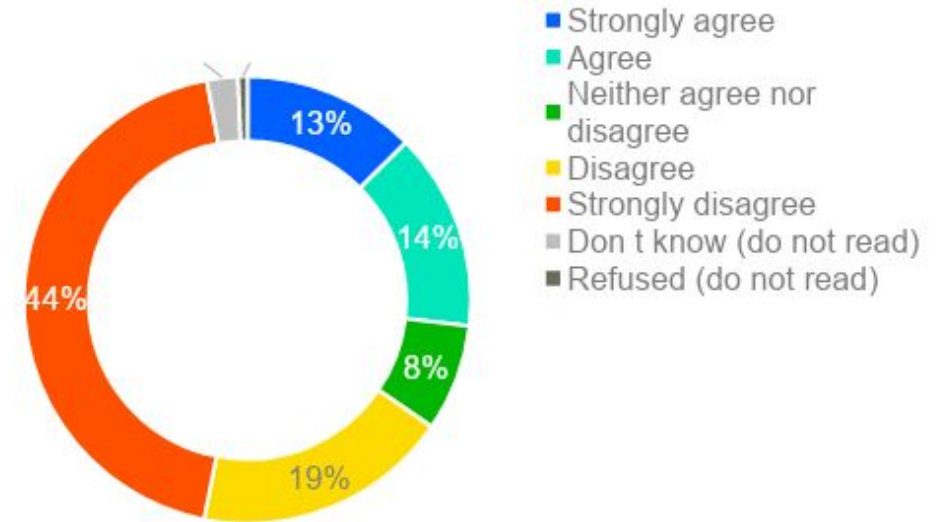


The majority of adults aged 18+ in Kenya disagree or strongly disagree that the allowances state officers are paid are justifiable, and also disagree/strongly disagree that it is justified for the Government to keep on borrowing for its expenditure (both 62%).

Allowances are justifiable



Justified for the Government to keep on borrowing



Question: Thinking about the allowances that state officers are paid, to what extent do you agree or disagree that their allowances are justifiable?

Thinking about the allowances that state officers are paid, to what extent do you agree or disagree that their allowances are justifiable?

Base (weighted): 1201 respondents



**Men are slightly more likely than women to disagree on both of these statements (65-66% men vs 59-60% women, respectively).**

Allowances are justifiable, by gender (%)



- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- Don't know (do not read)
- Refused (do not read)

Justified for the Government to keep on borrowing, by gender (%)



- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- Don't know (do not read)
- Refused (do not read)

Base (weighted): 626 men and 576 women

**Adults aged 30-49 are most likely to disagree with both of these statements (66-68% respectively) compared to the older and younger age groups.**

Allowances are justifiable, by age group (%)



- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- Don't know (do not read)
- Refused (do not read)

Justified for the Government to keep on borrowing (%)

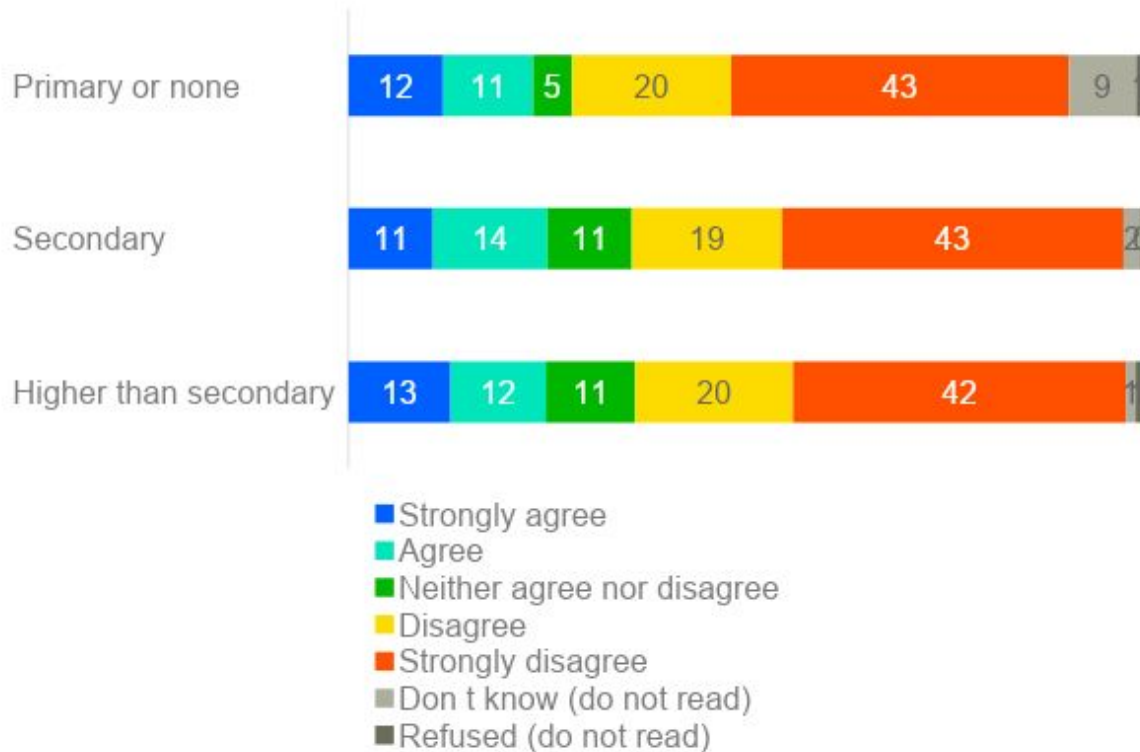


- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- Don't know (do not read)
- Refused (do not read)

Base (weighted): 18-29 year olds - 337 resp., 30-49 year olds - 560 resp., 50+ - 305 resp.

**Less educated adults are most likely to disagree that allowances for state officers are justifiable, whereas more educated adults are most likely to disagree that it is justified for the Government to keep on borrowing.**

Allowances are justifiable, by education (%)

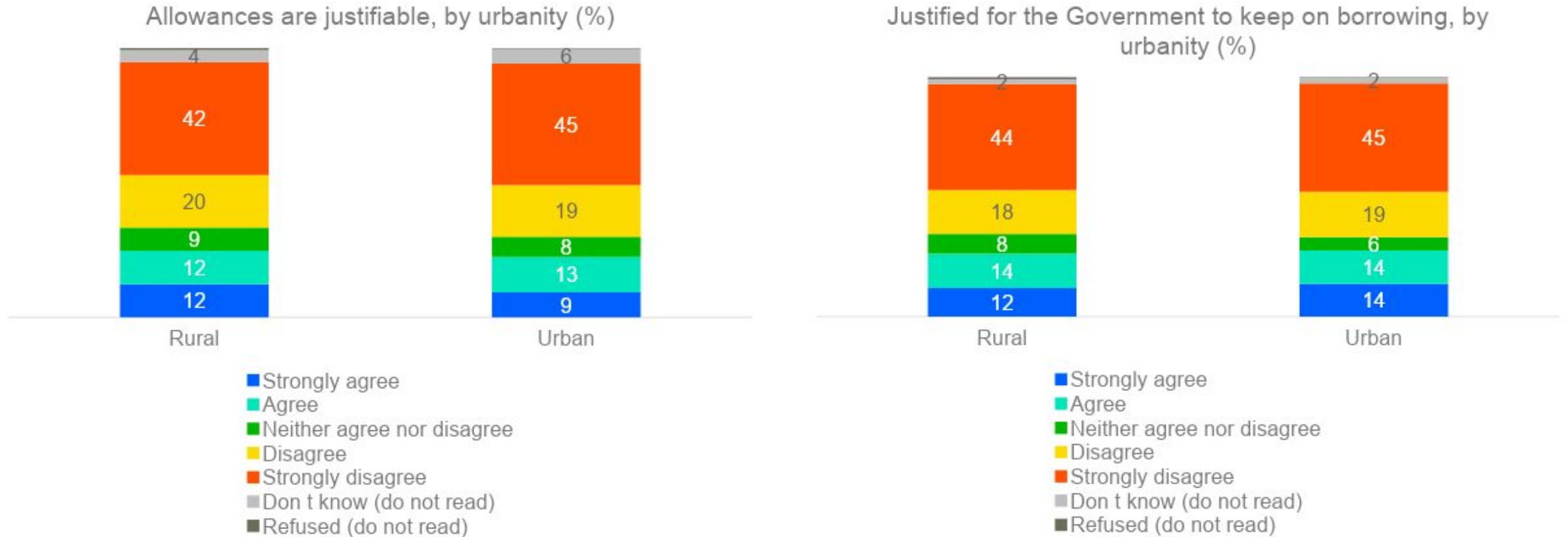


Justified for the Government to keep on borrowing, by education (%)



Base (weighted): 337 18-29 year olds, 560 30-49 year olds, and 305 respondents aged 50+

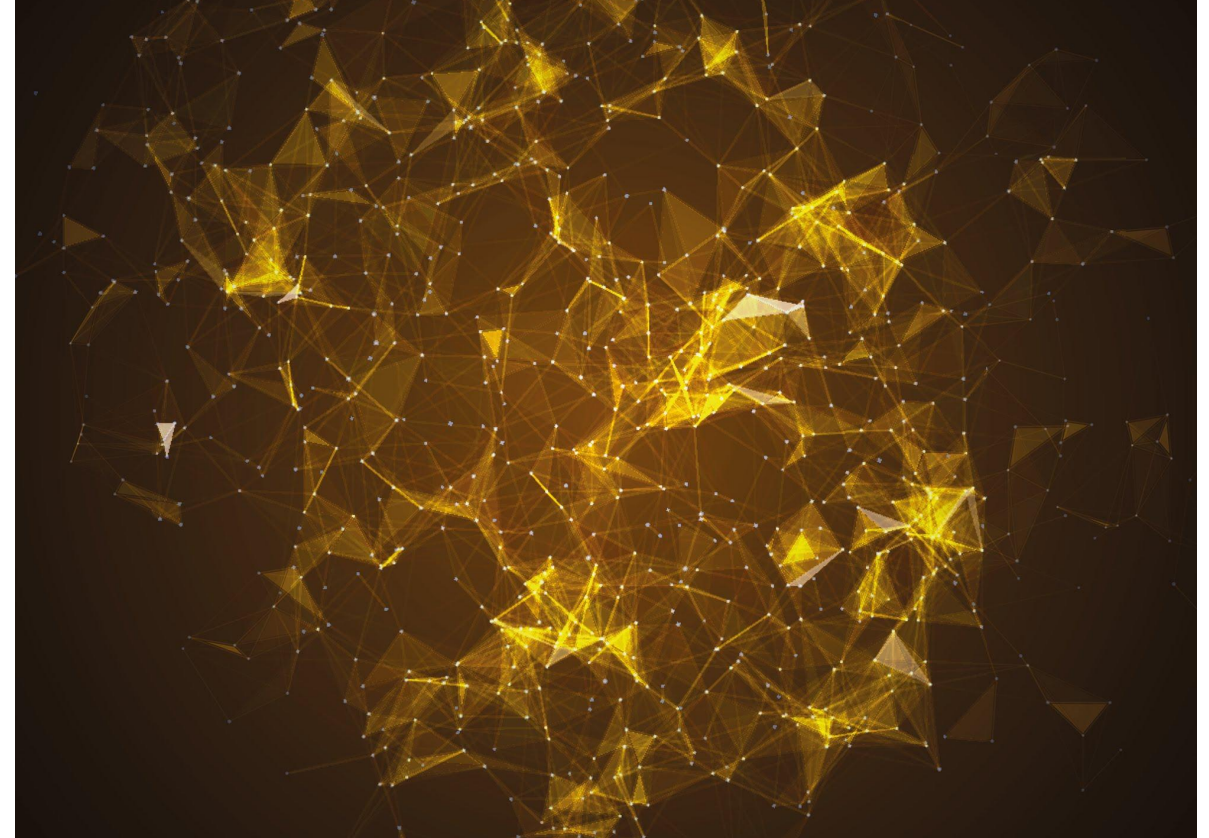
# There is no substantial difference in opinions on these two statements by urbanity



Base (weighted): Urban - 344 respondents, Rural - 912 respondents

# Summary

- The majority of adults aged 18+ in Kenya disagree or strongly disagree that the allowances state officers are paid are justifiable. The majority also disagrees/strongly disagrees that it is justified for the Government to keep on borrowing for its expenditure (both 62% disagree/strongly disagree).
- Men are slightly more likely than women to disagree on both of these statements (65-66% men vs 59-60% women, respectively).
- Adults aged 30-49 are most likely to disagree with both of these statements (66-68% respectively) compared to the older and younger age groups.
- Less educated adults are most likely to disagree that allowances for state officers are justifiable, whereas more educated adults are most likely to disagree that it is justified for the Government to keep on borrowing.
- There is no substantial difference in opinions on these two statements by urbanity.



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# About Kantar



## About Kantar, Public Division in Kenya

Kantar is the world's leading evidence-based insights and consulting company. We have a complete, unique and rounded understanding of how people think, feel and act—globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks, our innovative analytics and technology, we help our clients understand people and inspire growth.

Kantar's Public Division improves decision-making in the public realm through the application of data, insight and consultancy. We work with governments, the public sector, non-governmental and academic organizations, and corporations around the world to help them deliver more effective policy, services and communications to the public.

<https://www.kantar.com/expertise/policy-society>

Kantar has been operating in Kenya since 1972. With over 200 research staff and a field force of more than 1500 throughout the country, we are the largest research agency in Kenya. Our Public Division carries out social, behavioural and public opinion research and evaluation on behalf of a broad range of clients seeking to advance public policy and international development goals.

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