

The Influence of Politics in our lives

by Havi Murungi



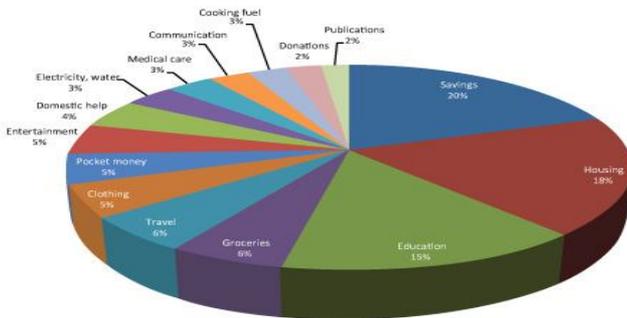
How does one begin to explain the research finding that politicians are the most influential people in Kenya when we consider them to be greedy and parasitic, when we rarely trust or believe them, when we know they only think of themselves? Yet they exert the greatest authority in our lives, beating personalities in the religious, media, sports and business fields to the number 1 spot. The natural follow-up question to this reveals that Raila is the most dominant politician in Kenya, supporting the view held by pundits that you underestimate Raila at your own political risk.

When asked what they consider the greatest threat to Kenya, respondents pointed out corruption - way ahead of war, tribalism, famine, and poor governance; this should suggest the order of priorities for our governing class.

Prudence amongst the mayhem

We know that Nairobi is not a pleasant place to reside in. Its dense traffic, primitive garbage disposal methods, ugly architecture, discourteous drivers, uneven pavements, gaudy billboards, and cacophonous populace make the city anarchic, an attribute which seems ingrained in its councillors. But in this mayhem live a wise people. Their financial priorities are a study of prudent management – the largest proportion of take-home pay is saved, second largest goes to housing (rent or mortgage payments), and third largest to education (see chart below). They even put aside some money for donations! Bless them.

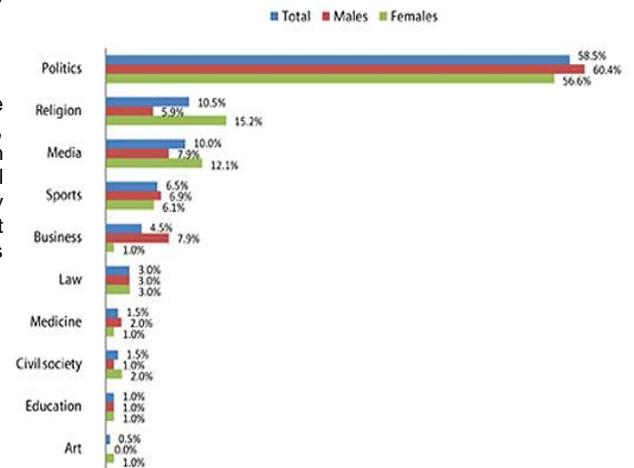
Share of wallet (Nairobi)
Av. take-home pay = USD 659



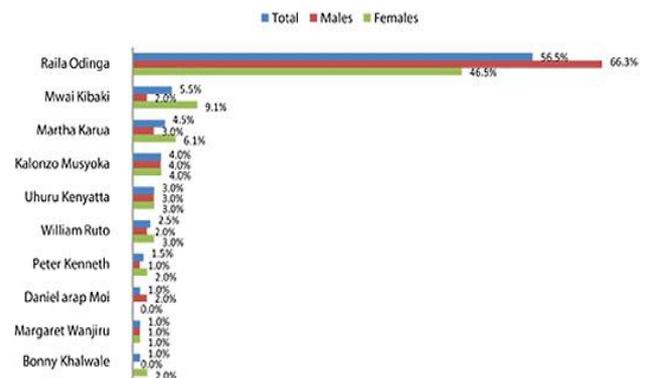
MSRA 2010/2011 ADVANCED TRAINING TIMETABLE

DATE	TIME	MODULE	FACILITATOR	VENUE
3rd Dec 2010	1.45-4.45pM	PRICING RESEARCH	REUBEN GATHEMIA	SYNOVATE
14th Jan 2011	1.45-4.45pM	B2B RESEARCH	MAGGIE IRERI	SYNOVATE
21st Jan 2011	1.45-4.45pM	PANEL RESEARCH STUDIES	NAVAID ASRAR	SYNOVATE
28th Jan 2011	1.45-4.45pM	CUSTOMER SERVICE RESEARCH	CHRIS KARUMBA	SYNOVATE
4th Feb 2011	1.45-4.45pM	MARKETING & CLIENT SERVICE	FREDERICK VERNEDE	SYNOVATE
11th Feb 2011	1.45-4.45pM	ONLINE RESEARCH	ANNA NDUNG'U	TNS-RI
18th Feb 2011	1.45-4.45pM	PROJECT MANAGEMENT	JOSEPH KING'ORI	TNS-RI
25th Feb 2011	1.45-4.45pM	EXPERIMENTAL DESIGN	MELISSA BAKER	TNS-RI
4th March 2011	1.45-4.45pM	MEDIA RESEARCH	MAGGIE IRERI	SYNOVATE

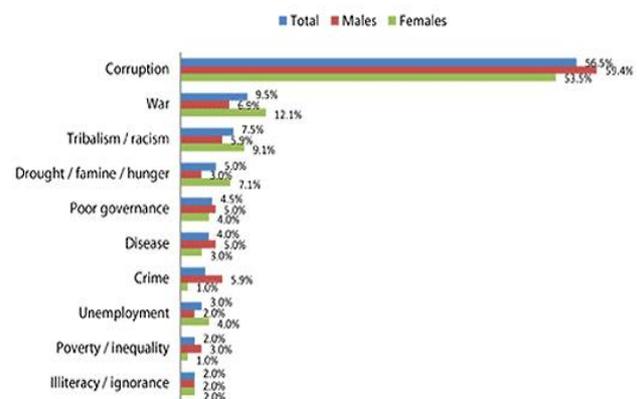
Most influential people (fields)



Most influential politician



Greatest threat to Kenya



HAPPY HOLIDAYS

The MSRA Council takes this opportunity to wish all members Seasons Greetings

Data from Maisha

Maisha is a Pan African lifestyle survey conducted in the main commercial centres of 15 countries: Kenya, Tanzania, Uganda, Rwanda, Burundi, DRC, Nigeria, Ghana, Côte d'Ivoire, Cameroon, Angola, Botswana, Mozambique, South Africa, and Egypt. The study covers topics dealing with personal expenditure, availability of public facilities, use of technological devices, interaction with media, and other topical subjects.

ESOMAR CONGRESS 2010

the changing face of market researching by Boniface Ngahu



During this year's ESOMAR WORLD Congress, one of the new activities was the National associations meeting. The Congress was held in Athens Greece which is famed as the origin of critical thinking. The key goals of the Association meeting was to open discussions on how ESOMAR can cooperate more closely with Associations, in order to benefit everybody within the Market research Industry. By working together we can better promote the value and benefits of Market Research – to both clients as well as suppliers – and build membership participation throughout the world. Boniface Ngahu attended the meeting representing MSRA and Africa interests. During the meeting several points were discussed including:

The need to educate legislators

Since politicians do not the industry in the way 'we' do and that to build that understanding you really need to sit down and discuss the research process step-by-step. It is much quicker and more efficient to do this face to face.

Online issues

There was a question of how we can regulate research done across borders and regions. Experience in Canada was shared where notice and choice are key and privacy statements have been introduced to tackle this.

Young researchers

National representatives debated about the issue of researchers, the general feeling was that associations have not been very accommodative of the young members. Experience from Belgium and Kenya was shared on how to engage the young members.

We also discussed the possibility of bringing the ESOMAR Academy to other countries sharing speakers and workshop leaders if there is demand. ESOMAR also have the Young researcher award and it was heartwarming to note that one of the three finalists on this award presented a paper on ICT4D (ICT for development) highlighting the use of mobile money like M-PESA in Kenya.

Facilitating Networking

The meeting was discussed as a great first step in building relationships with ESOMAR and other associations.

Communicating the Value of Research

The meeting was informed of a project to promote the MR industry through an advertising campaign that was to be launched in October – looking to promote the industry to buyers, future talent and the public. Also informing the public what MR is and most importantly, what it isn't. It was also proposed that ESOMAR should be sharing such efforts with other Associations.

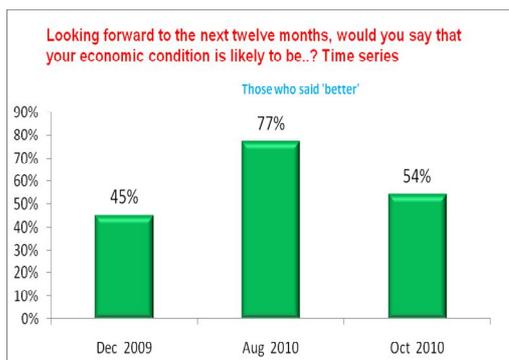
The meeting lived up to the theme and location of the congress.

Kenyans Lower their Expectations on Economic Prosperity as Government Institutions get thumbs up by Maggie Ileri

According to the latest poll by Synovate, Kenyans are currently less optimistic about their economic conditions than they were three months ago. The question is whether this could be attributed to the erupting corruption scandals or a more realistic view now that the euphoria for the new constitution has cooled off.

Kenyans economic expectations declines after new constitution

The proportion of Kenyans who think that their personal economic conditions are likely to be better declined from 77% in August to currently 54% in October. The percentage of those who share the view that their economic conditions are likely to be worse in the next twelve months also rose from 10% in August 2010 to 21% in October 2010. Most probably, Kenyans are now more realistic about their economic expectations.



Kenyans now more confident on government institutions than last year

In comparison to December 2009 survey, findings from the October 2010 poll indicate that all listed government institutions have registered improved public confidence. This could be attributed to the government's 'revival' agenda evidenced by the formulation of the new constitution and current attempts to fight graft.

The President and the Prime Minister perceived performance has improved in the October poll. Their better ratings could be attributed to the absence of political tension between the two personalities and successful collaboration in passing the new constitution. The Speaker continues to have high ratings, possibly attributable to the efforts demonstrated by the parliament in fighting corruption partisan as some of these efforts might appear to be. In the same regard, the parliament is now significantly more popular among citizens than last year.

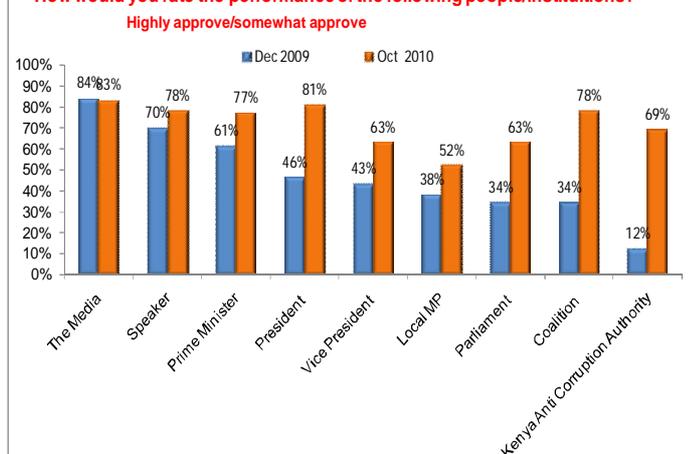
The performance of the Kenya Anti Corruption Authority (KACC) is approved by over two thirds of adult Kenyans (an overwhelming percentage when compared to only 12% who approved in the poll conducted in December 2009). In many accounts the new leadership of the KACC has been lauded locally and internationally for the visible attempts to deliver on its mandate. Their renewed focus on curbing corruption amongst the 'big fish' has been doubtlessly critical to their new popularity.

The media has religiously evaluated the formulation and implementation of the new constitution inclusive of bold exposé of corruption scandals especially in the public sector, which explains its recurrent popularity.

Methodology

The target population for this survey was all Kenyan adults aged 18 and above (voting age). A sample size of 2002 respondents was drawn, using a 35:65 urban to rural ratio. The margin of error attributed to sampling and other random effects of this poll's sample size is +/- 2.5 % margin at 95% confidence level. This sample size is large enough to make reliable estimates on the target population opinion at a national level. The fieldwork for this survey was conducted between 24th and 30th October 2010. Data were collected through face to face interviews.

How would you rate the performance of the following people/institutions?



If you would like to comment on the contents of this newsletter or contribute an article, please contact:

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