

Poor, Hungry and Literate

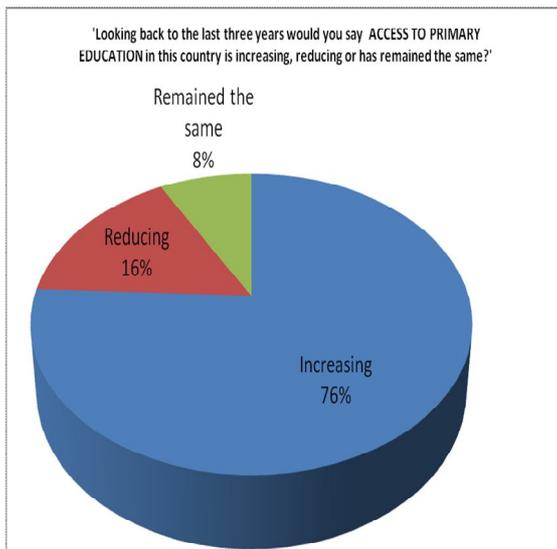
written by Maggie Ileri

Kenyans give verdict on how government should balance its priorities

The new constitution is now with us, a dream come true not just for Kenyans but for neighbouring countries too. Public expectations are high and so are the efforts to implement the constitution. Education and gender equity are among the objectives that the new constitution seeks to realise. And there is commendable progress on these two so far, going by recent reports on the country's progress to achieving the Millennium Development Goals. But addressing poverty requires cooperation with many stakeholders-not least ordinary citizens who often shed light on the 'other' side of the coin.

And to understand the reality in the 'other side', Synovate conducted a national survey through Computer Assisted Telephonic Interviews (CATI) on 1500 adult Kenyans between 16th to 20th October 2010, and as always, the findings are interesting as noted below.

Importantly, among other objectives, poverty alleviation is the first of the Millennium Development Goals adopted by 189 countries in September 2000, with a commitment to achieve the MDG set of goals within a decade and half. The Kenyan Government initiated an implementation process in 2002, and in July 2003 a report on the feasibility of the MDG's in Kenya revealed that some goals were easily achievable. The government has been committed to achieve the MDG's through allocation of funding to relevant sectors such as infrastructure, education, health and agriculture.



Kenyans upbeat about Access to education and gender equality in the country

Reflecting back to three years ago, the most progress made by government, according to three quarters (75%) of Kenyans has been access to primary education. Of course the free primary education program has enabled poor families to enroll their children in State primary schools at minimal expenses. Progress on women empowerment follows closely behind, with over two thirds (70%) claiming that it has increased over the past three years.

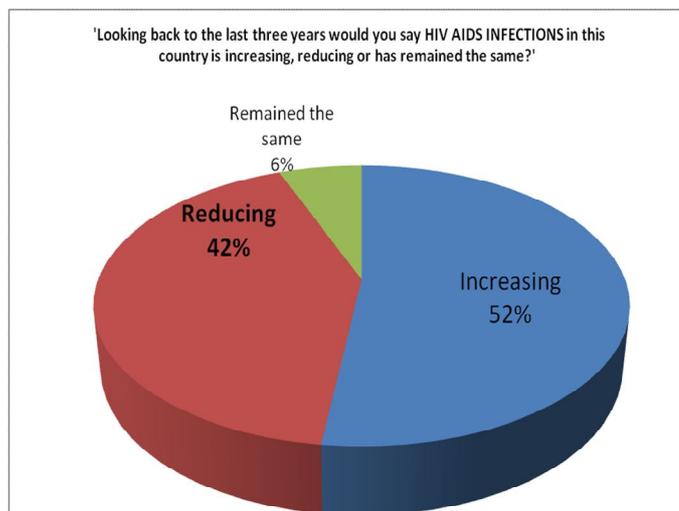
A long way to go, still, to combat HIV and Aids and poverty.

One in every two Kenyans shares the view that HIV infections have increased, considering the past three years. There is however more hope for Malaria, at least for six in every ten Kenyans (59%) who think that Malaria infections have declined over the last three years. For infant mortality half of Kenyans observe that it has declined

Environment no longer the wealth of the poor

Access to water and sanitation, slum conditions and the environment are all in bad shape for one in every two Kenyans. And not just environment, half of Kenyans claim that poverty has increased in the past three years.

It is therefore no surprise that 38% of Kenyans would prefer that the government focus on poverty and hunger as a matter of topmost priority. Overall, the government gets a slightly above average score on poverty reduction in the last three years.



QUARTER 4 - 2010

OCTOBER/NOVEMBER /DECEMBER CALENDAR OF ACTIVITIES TO PARTICIPATE CONTACT SECRETARIAT

EVENT CELEBRITY TALK

MSRA CELEBRITY TALK

VENUE JACARANDA HOTEL

DATE 19TH OCTOBER 2010

TIMING 6PM

THEME 'INNOVATION; IT'S A NEW WORLD'

EVENT ADVANCED TRAINING

MSRA ADVANCED TRAINING

VENUE SYNOVATE TRAINING ROOM

DATES 15TH OCTOBER TO 25TH FEBRUARY 2011

TIMING 1.45PM

EVENT BOWLING TOURNAMENT

MSRA BOWLING TOURNAMENT

VENUE VILLAGE MARKET

DATE 4TH NOVEMBER 2010

TIMING 4.30PM

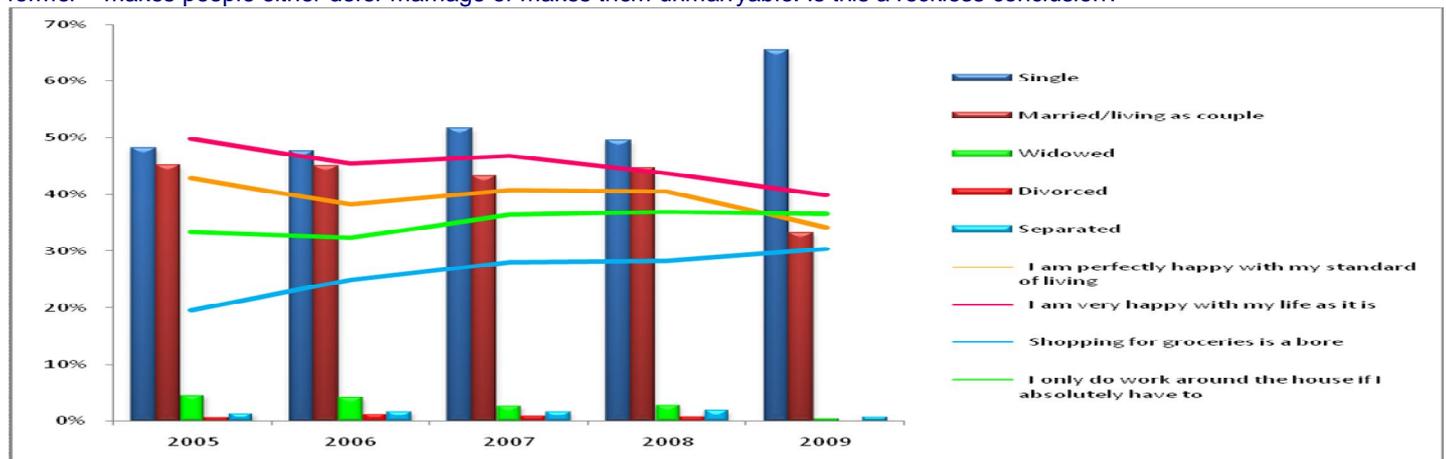
The happiness-marriage trade off

By Amit Hasija

Research purists admonish those who equate correlation to causation. Hence, if the number of single Kenyans is growing (trend A), the number of the married declining (trend B), and the number of those who feel happy is declining (trend C), it is considered reckless to arrive at the conclusion that unhappiness is keeping people unmarried.

This is where descriptive and explanatory research designs cross swords – the findings displayed below are from a descriptive study. The marital status findings have been overlaid with the state of happiness data in an attempt to explain the phenomena of rising singlehood / falling number of married. Call it descriptive research with ambition. Also plotted is the proportion of those who *resent* shopping and tinkering around the house – their ranks are swelling (trend D).

Thus, a plausible explanation is that the lack of happiness and deficiency in domestication – the latter probably the result of the former – makes people either defer marriage or makes them unmarryable. Is this a reckless conclusion?



Data from TGI

event in August 2010



26th of August 2010 saw MSRA hold one of its bi-monthly *Celebrity Talks*; which also doubled up as a celebration of the **graduation** of our 2010 "Introduction to Market Research Class" as well as the **certification** of participants of our initial "train the trainer" Field Accreditation Scheme workshop.

Our August Celebrity Speaker, Margit Cleveland, who is also one of our members, enlightened participants of the day with insights in **Social Networking and Marketing** and the potential it has for the market research industry. Her interactive session concluded that although marred by some shortcomings, the internet is a force to reckon with especially if the rapid growth in its usage across the globe is anything to go by. Players in the industry were therefore urged to embrace it to complement their "traditional ways" of conducting research or risk being rendered "disconnected" in days to come.

Margit proceeded to officiate during the graduation and certification. Congratulations to all the graduands as they make headway in their careers and pride us by professionalizing the industry. Special recognition goes to our **Best Student, Marisa Wangui Kariuki** who emerged tops in the 2010 Introduction to Market Research Class. Well done Marisa!

MSRA 2010/2011 ADVANCED TRAINING TIMETABLE

DATE	TIME	MODULE	FACILITATOR	VENUE	DATE	TIME	MODULE	FACILITATOR	VENUE
15 th Oct 2010	1.45-4.45PM	QUESTIONNAIRE DESIGN	MAGGIE IRERI	SYNOVATE	14 th Jan 2011	1.45-4.45pM	B2B RESEARCH	MAGGIE IRERI	SYNOVATE
22 nd Oct 2010	1.45-4.45pM	MULTIVARIATE ANALYSIS	JAIME LAIA	SYNOVATE	21 st Jan 2011	1.45-4.45pM	PANEL RESEARCH STUDIES	NAVAID ASRAR	SYNOVATE
29 th Oct 2010	1.45-4.45pM	ADVANCED QUAL RESEARCH	JANE NZOMO	SYNOVATE	28 th Jan 2011	1.45-4.45pM	CUSTOMER SERVICE RESEARCH	CHRIS KARUMBA	SYNOVATE
5 th Nov 2010	1.45-4.45pM	MYSTERY SHOPPING	CHRIS KARUMBA	SYNOVATE	4 th Feb 2011	1.45-4.45pM	MARKETING & CLIENT SERVICE	FREDERICK VERNEDE	SYNOVATE
12 th Nov 2010	1.45-4.45pM	SEMIOTICS	HAVI MURUNGI	SYNOVATE	11 th Feb 2011	1.45-4.45pM	ONLINE RESEARCH	ANNA NDUNG'U	TNS-RI
19 th Nov 2010	1.45-4.45pM	ADVANCED SAMPLING	EDWARD IHAJI	SYNOVATE	18 th Feb 2011	1.45-4.45pM	PROJECT MANAGEMENT	JOSEPH KING'ORI	TNS-RI
26 th Nov 2010	1.45-4.45pM	MEDIA RESEARCH	VIVIEN MARLES	SYNOVATE	25 th Feb 2011	1.45-4.45pM	EXPERIMENTAL DESIGN	MELISSA BAKER	TNS-RI
3 rd Dec 2010	1.45-4.45pM	PRICING RESEARCH	REUBEN GATHEMIA	SYNOVATE					

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

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