

message from our new chair JONATHAN KARANJA

The year 2012 is the 14th year since MSRA was founded. We have come a long way and achieved a lot through the many milestones achieved to date. Key milestones achieved include;

- Field Accreditation launched in 2010,
- MSRA Annual Industrial Survey that measures our volume and value growth as an industry,
- Annual trainings for basic and advanced members,
- Annual MSRA Conferences
- Finalization of the Continuous Professional Development (CPD) program in 2011.

In 2012 MSRA continues to embrace the vision of bringing together professions with the aim of building a world class research industry within the sub-region for our continent. We continue to do this by addressing the professional needs of our members and ascribing to ESOMAR values and practices as we strive to ensure alignment with our regional and global peers.

MSRA's aim in 2012 is to continue to deliver value and benefit to its membership portfolio. The launch of the Continuous Professional Development program in March 2012 will especially be aimed at ensuring we do exactly that. By engaging in the various CPD events and programs, members will directly benefit by enhancing their professional skills and knowledge.

Locally 2012 already presents MSRA with an exciting year as the country gathers momentum towards the general elections. MSRA aims to make an impact. In exercising our mission of upholding best professional practices, we have drafted a Code of Practice on Opinion Polling, one of the various areas our members conduct research. This Code of Practice provides for a self-regulating framework within which we will hold our members accountable to ESOMAR standards on opinion polling, which the Association adheres to. The Code was launched at a stakeholders' breakfast held on the 31 January 2012 and hosted by MSRA for various stakeholders including the media, civil society, local and international NGOs, government and para-government organizations among others. Why? Because in so doing, MSRA members will distinguish themselves by exercising professionalism and corporate responsibility when conducting and publishing opinion polls.

We will also continue with our social activities which provide excellent opportunities for us to enjoy each other's company while exercising social responsibility by supporting various charities.

Together with James Naikuni (new Secretary), Melissa Baker (New Treasurer) we welcome you to engage more proactively in the Association, share your brilliant ideas as we all ensure that we scale new heights as an Association in 2012.

MSRA 1st evening Celebrity Talk 23rd February 2012, 6.30pm

'Role of Research in the realization of Kenya's Vision 2030'

When: February 23rd 2012

Where: Southern Sun Mayfair, Westlands

What time: 6.30pm

*By Andrew Toboso,
Director of Strategy,
Vision 2030*



With the aim of rewarding the Individual Membership category within the Association, MSRA focuses on offering members and practitioners in the industry opportunities and platforms where they can network and sharpen each other's skills as they enhance their knowledge base.

One of these avenues come in the form of "Celebrity Talks", evening talks where invited speakers, usually knowledgeable clients/practitioners in the industry, share insights with participants. These talks are held once every two months.

This year's first Celebrity Talk will be held on 23rd of February beginning from 6.30pm and is themed, "**Role of Research in the Realization of Kenya's Vision 2030**". Our Celebrity Speaker for the month will be **Andrew Toboso**, the Director of Research at the Kenya Vision 2030 Delivery Secretariat.

Andrew is a certified Balanced Scorecard Master Professional (BSMP) from The George Washington State University (USA). He also holds an MBA from Moi University and a Bachelors degree in Economics from Kenyatta University.

In addition to his current portfolio of experience at the Vision 2030 Delivery Secretariat, Andrew has 17 years of practical experience gained in both the private and public sectors majoring in corporate strategy development and execution. Previously, he worked for Eveready (E.A) Ltd, Tourism Intelligence International (Germany) and most recently at the Kenya Wildlife Service (KWS) where he was the Head of Business Strategy and Marketing and was instrumental in the development of the Vision 2030 Tourism sector Strategy.

We welcome your participation during this interactive session with Andrew.

*Charges:
MSRA Individual Members: FREE
Non-Members: KSh.500*

Kenya's Military Action Against Al Shabaab

by Infinite Insight

Following a series of high profile abductions in one of Kenya's leading tourist destinations, Lamu, as well as the Dadaab refugee camp, Kenya launched military action in southern Somalia with the aim of pushing back Al Shabaab and to prevent further incursions into Kenyan territory. To gauge the Kenyan public's support of their military, Infinite Insight included a section on this topic in a national opinion poll conducted towards the end of last year.

First and foremost among problems facing Kenyans today remain Unemployment (57%), Poverty (52%) and Corruption (35%). However, the wider problem area of instability in Somalia and its repercussions are gaining in importance: Al Shabaab was mentioned by 27%; War in Somalia by 7%; and Refugees by 5%.

Kenyans have a clear conception of what Al Shabaab represents:

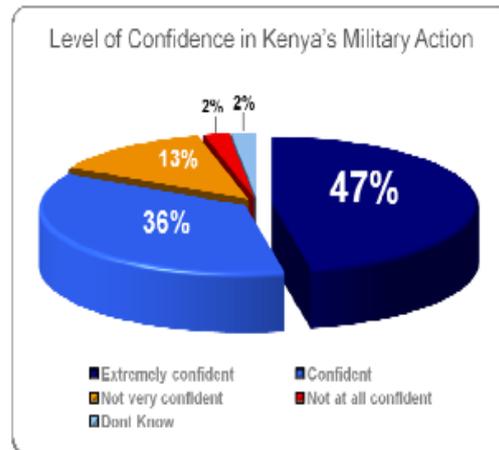
- Terrorists- 33%
- An illegal militia from Somalia- 16%
- Agenda to kill people- 16%
- Are trained and armed Somali youths who operate as instructed by their leaders- 14%
- A branch of Al Qaeda- 10%

By the same token, awareness of Kenya's military action was high with 88%. Among those aware of the military action, Kenya's incursion into Somalia was meeting with wide approval - 84% support it. With 5%, opposition was negligible, indeed.

Kenyans were also very confident that their military will bring the operation to a successful conclusion: 83% were confident or very confident. Just 15% had their reservations about the chances for success.

On the other hand, Kenya were very concerned about Al Shabaab reprisal attacks in Kenya. 88% were somewhat extremely concerned. Just 6% had little or no fear of Al Shabaab retaliating. The most likely targets for Al Shabaab attacks, according to respondents, would be Hotels and Tourists (71%), Shopping Malls (40%) and Foreign Diplomatic Missions (38%).

In summary, the Kenyan public is in full support of military action and very confident that it will be met with success; however, they are concerned that the incursion into Somalia will spark off reprisal attacks by Al Shabaab.



Methodology: Nationally representative sample (n=1,000) of Kenyans aged 18 and above across all 8 provinces and urban and rural locations. The poll was conducted between October 26th and November 5th, 2011. Respondents were selected at random, using multi-stage random sampling and KISH-Grid selection.

Resistance to sacrificing good life

by Consumer Insight

One, perhaps, would expect expenditure on alcohol, communication and leisure to go down during time of inflation. Surprisingly, REJA, Consumer Insight's quarterly study that investigates the shopper behaviour revealed the opposite. A majority of the population maintained or spent more on alcohol, communication and leisure at 65%, 77%, and 60% respectively. Due to this increases consumers ended up eating into their savings with 55% now saving less compared to one year ago. This sends a very clear message that indeed Kenyans are trying by all means not to sacrifice their good life.



Kadogo Economy

Ignore the "kadogo" economy at your own peril. This is the warning market research experts are giving businesses as single serve packages continue to dominate the market in Kenya. Manufacturers who have embraced the smaller packs are cashing in as inflation continues to bite, as revealed by REJA.

Has there been any reduction in the product sizes that you purchase?



This is a Consumer Insight shopper survey carried out quarterly at the retail outlets. Conducted in October 2011 and interviewing 1105 shoppers, we found out that 25% of the low income earners and 13% of the high income earners have reduced the product sizes that they purchase.

QUARTER 1 - 2012 JAN/FEB/MAR CALENDAR OF ACTIVITIES TO PARTICIPATE CONTACT SECRETARIAT

EVENT	CELEBRITY TALK
	MSRA CELEBRITY TALK
DATE	FEBRUARY 23 RD 2012
TIMING	6.30PM
VENUE	SOUTHERN SUN HOTEL
EVENT	ANNUAL CONFERENCE
	MSRA ANNUAL CONFERENCE
DATE	MARCH 29 TH AND 30 TH 2012
TIMING	8AM
VENUE	LAICO REGENCY HOTEL

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The Secretariat on Tel: +254 8024830, Email: info@msra.or.ke. Visit website: www.msra.or.ke