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KENYA.



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The Impact of Terrorism on security perceptions in Nairobi

In a year-long tracking exercise, we asked citizens of Nairobi to assess the security situation in the city. Quite apart from the “everyday” risks of car-jackings, muggings and burglaries, all of which result in citizens taking a dim view of security in Nairobi, recent terrorist attacks further increased respondents’ feelings of insecurity. During the time of the survey, three major terrorist attacks occurred in Nairobi – the first since the bombing of the US embassy in 1998: the Westgate Attack (21st September 2013), the Thika Road bombing (4th May 2014), and the Gikomba Market bombing (16th May 2014). These did not only result in a heightened sense of insecurity, but also impacted on citizens’ perception of the country’s military, the institution Kenyans trusted most in safeguarding their security. [READ MORE](#)



Human Capital building world class research skill

Africa is the world’s second most populous continent with just over 1 billion people. In 2012 the African Continent became the world’s fastest growing region with average growth of 5.6. The World Bank estimates that by 2060 over 40% of the continent’s population will be classified as middle class - US\$4.00 – US\$20 a day. Whilst it is still the world’s poorest population, this growing middle class has spurred interest from potential investors across the globe. Understanding the intricacies of Africa’s markets and ‘testing the waters’ is thus a fundamental requirement to entry for potential product & service providers. The result; a growing market research industry. In contrast to the 5.6% mentioned above, in 2012 the Continent’s market research turnover rose by 11.8%. [READ MORE](#)



KENYA country profile

Kenya is a country with lots of potential. Unfortunately the ability to harness this potential is constrained by corruption. Corruption infuses every aspect of society and the current lack of physical security in the country is closely linked to the high levels of corruption within the police force. According to the government’s own publication - The Kenya Economic Report 2013 - “Corruption restricts investment and holds back economic growth. It undermines programmes designed specifically to aid the vulnerable sections of the society. Corruption is the single most important challenge to creation of a predictable and favourable investment environment in Kenya.” This is echoed in the Global Competitive Index which ranks Kenya at 96 (out of 148 countries). According to them the most problematic factors for doing business in Kenya are:....[READ MORE](#)