



Pilot Study IV: **RDD CATI Test #2** *Impact of Covid-19 in Kenya*



- To build on the learnings from the first RDD CATI pilot in May/June 2020, our partners, D3 Systems and GDCC, sponsored a second pilot wave
- The questionnaire was slightly modified, but contained several questions on Covid-19 run in Wave 1; hence, some trends could be observed
- In addition, we were able to insert 3 questions on Kenyans' experience of and attitudes toward the Covid-19 pandemic
- Unlike in the report for [Pilot I](#), data for both waves were weighted by gender and province to correct for sample imbalances; hence, in both terms of gender and province, the results are nationally representative



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Two Names... One Company!



D3 Systems, Inc.





- The CATI system was operated and hosted by GDCC, using the NEBU platform
- 5,000 phone numbers were provided; VOIP calls were routed through the GDCC server in Rotterdam
- Following the up-dated curfew hours in Kenya, shifts were extended:
 - *in-office*: from 9am to 4pm (10 interviewers)
 - *@home*: from 2pm to 9pm (10 interviewers)
 - Our [Safety Protocols](#) were strictly enforced
- Briefing Date: 10th July 2020
- Field Dates: 13th – 16th July, 2020
- Respondents: Kenyans, aged 18+
- Total Achievement: 504
- Margin of Error: $\pm 4.4\%$ (at 95% Confidence)



Geographic Spread

(Absolute Achievements - June: n=504; July: n= 504)



June 2020



July 2020

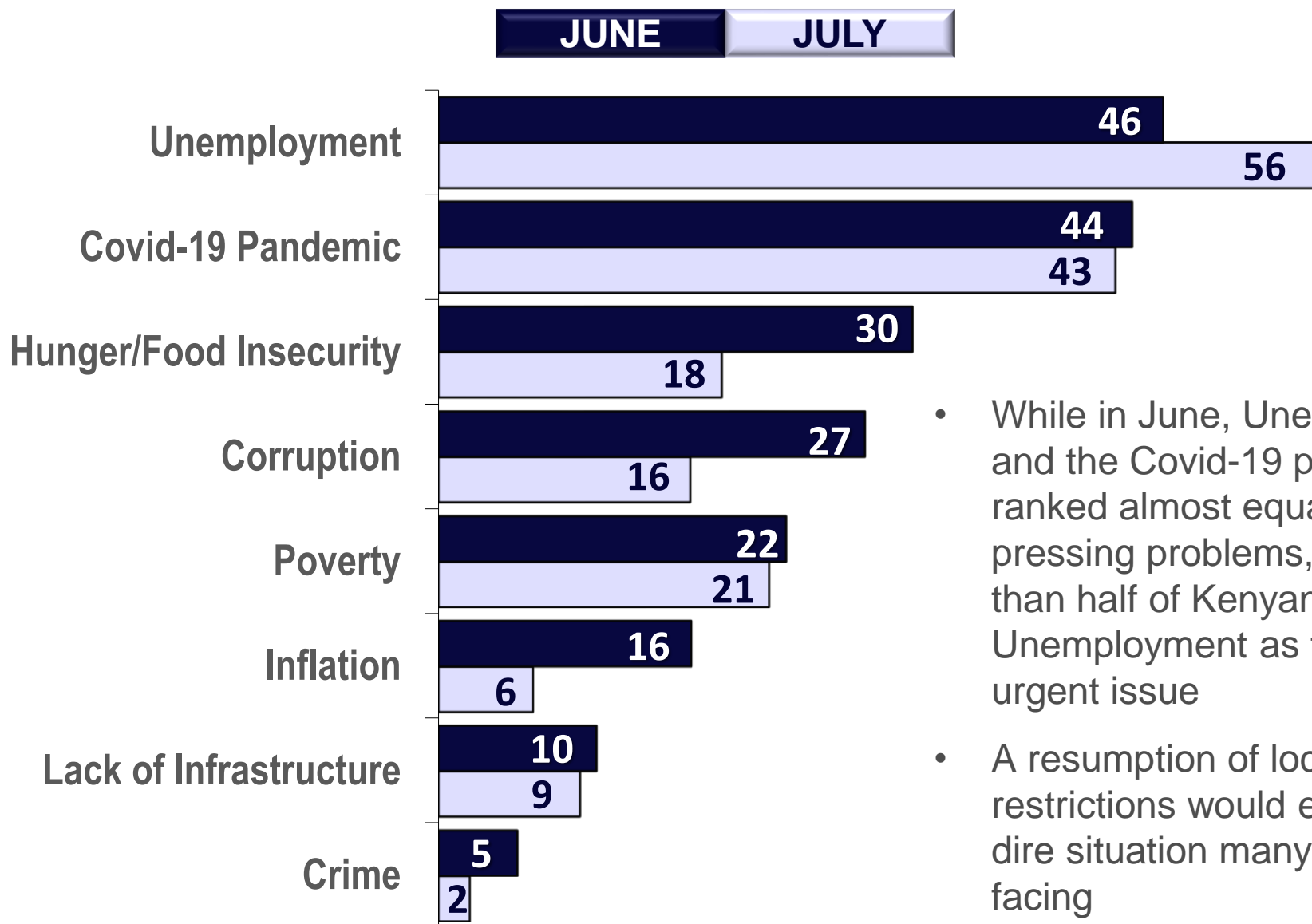


Survey Results

(Trend June – July 2020/Data weighted by gender & province)

Most Pressing Problems Facing Kenya

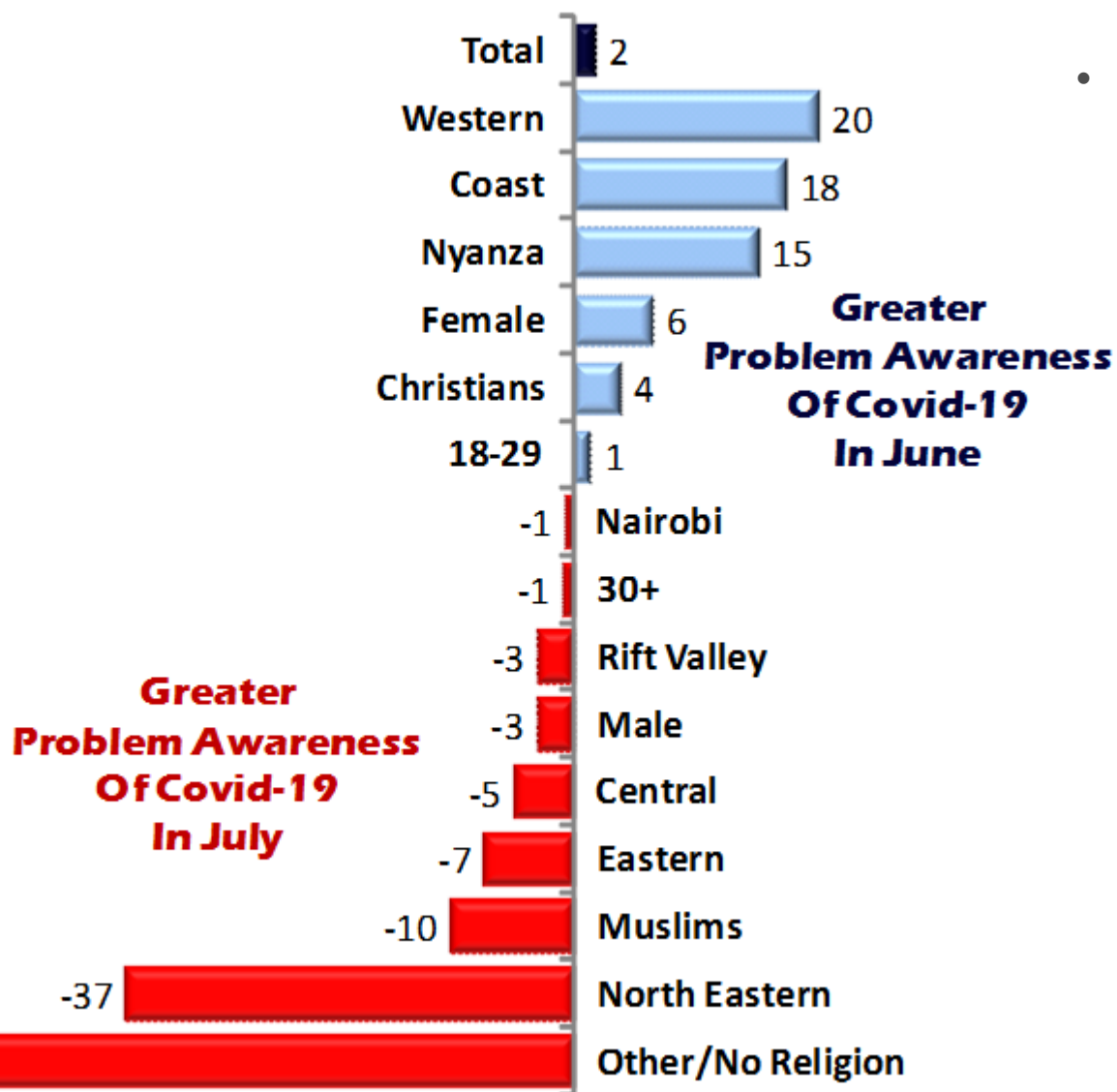
(Weighted Bases: June – n=502; July – n=498)



- While in June, Unemployment and the Covid-19 pandemic ranked almost equally as pressing problems, in July, more than half of Kenyans cited Unemployment as the most urgent issue
- A resumption of lockdown restrictions would exacerbate the dire situation many Kenyans are facing

Trend: Covid-19 As A Problem

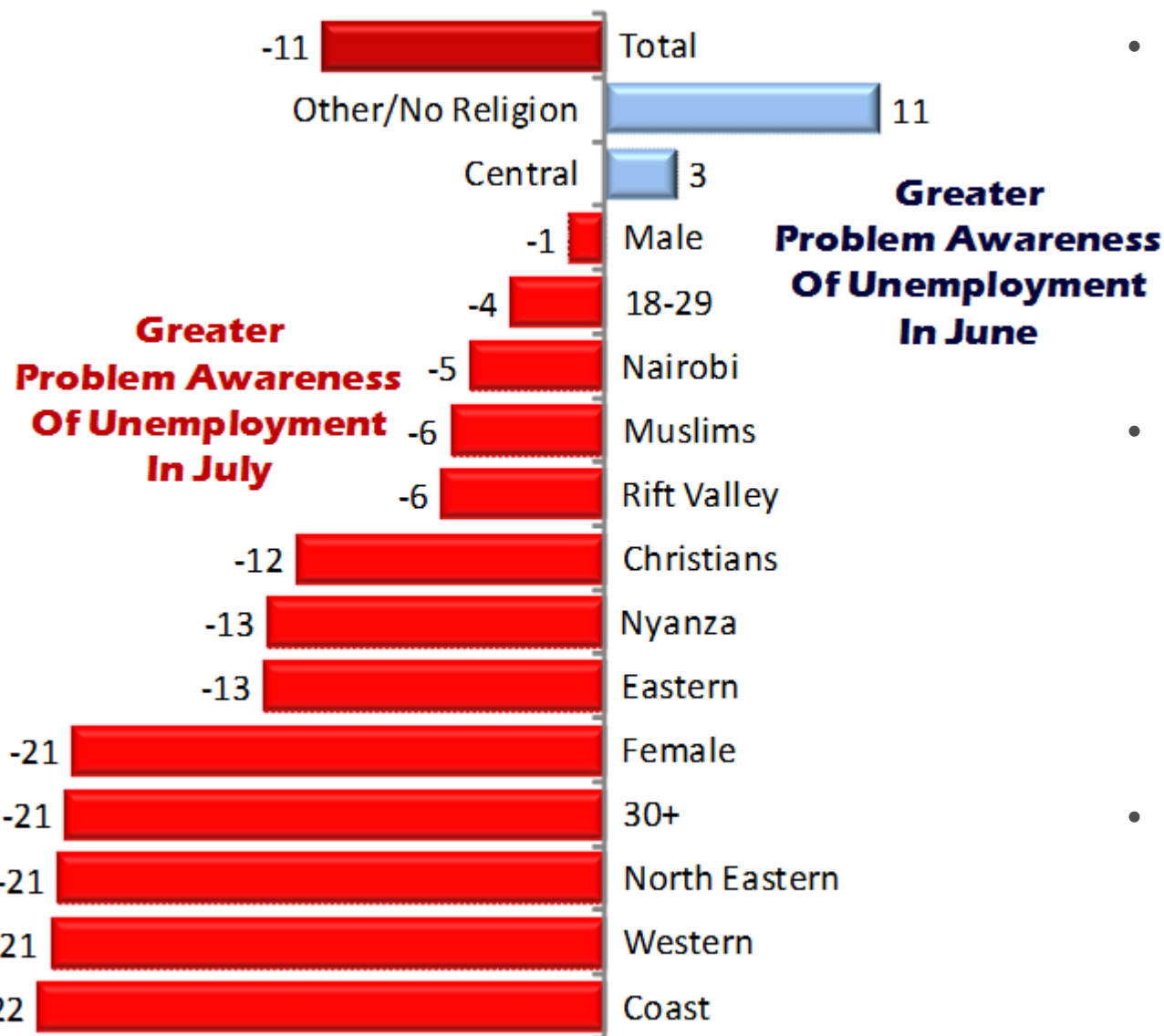
(Net Scores: % **June** minus % **July**)



- Although the overall problem awareness of Covid-19 has remained virtually unchanged, some striking differences emerge among various demographic groups:
 - While respondents in Western, Coast, and Nyanza provinces mentioned Covid-19 as a pressing issue in June, they now seem to have relaxed
 - In contrast, respondents in North Eastern, Eastern, Central, and Rift Valley provinces are becoming more concerned about Covid-19
 - Residents of Nairobi remain unchanged in their threat perception

Trend: Unemployment As A Problem

(Net Scores: : % **June** minus % **July**)

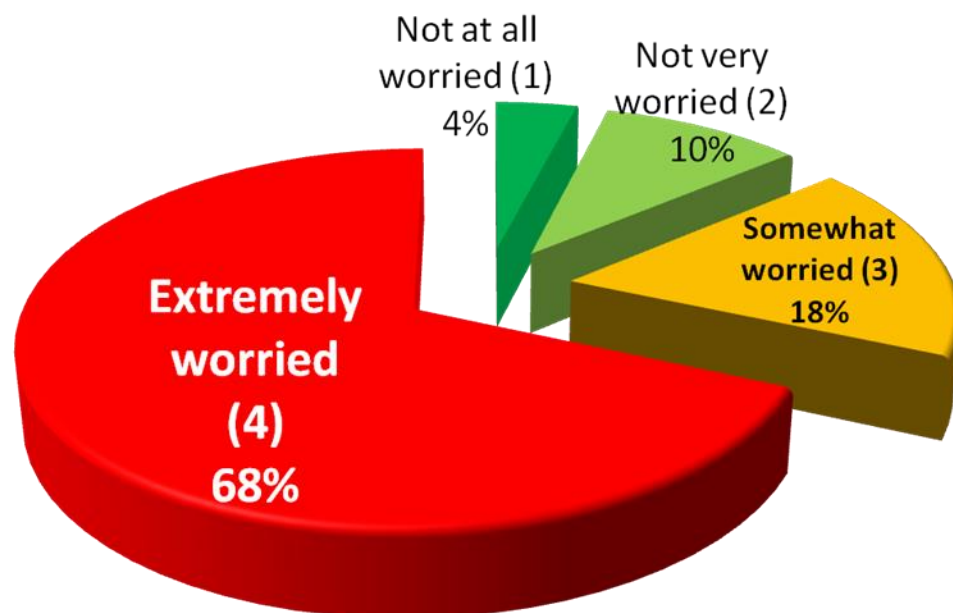


- The partial lockdown and travel restrictions have taken a heavy toll on the Kenyan economy; workers have been furloughed or sent on unpaid leave; while some employers have closed their businesses permanently
- Although the president began phasing out lockdown restrictions on July 6th, i.e. a week before fieldwork, across the board (except in Central province), fear or experience of unemployment have escalated
- And, as in many other economies, progress made by women in the past now stands to be undone; on the whole, men are less concerned than women

Degree of Concern About Covid-19

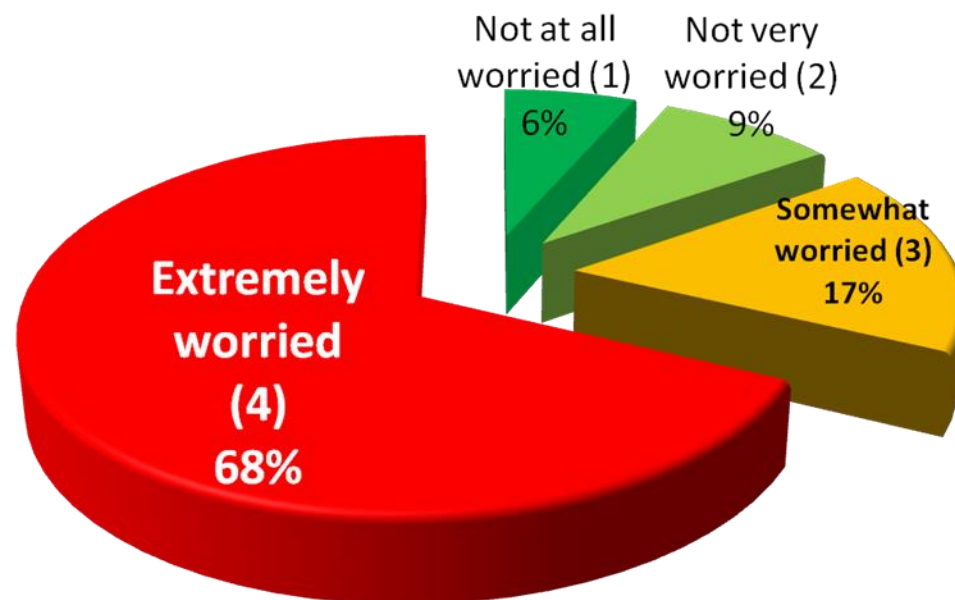
(Weighted Bases: June – n=502; July – n=498)

June 2020



MEAN SCORE: 3.49

July 2020



MEAN SCORE: 3.46

*** There is no significant change in ratings

Degree of Concern About Covid-19

(June Results - by Demographics)

	Total	Male	Female	18-29	30+	Christians	Muslims	Other/No Religion
<i>Weighted Base:</i>	502	252	251	260	242	446	45	11
Not at all worried	4	5	3	4	4	3	12	11
Not very worried	10	12	8	9	10	10	11	17
Somewhat worried	18	19	17	17	18	18	16	12
Extremely worried	68	65	72	70	67	69	59	60
Don't know	0	0	0	0	0	0	1	0

Mean score	3.49	3.42	3.56	3.52	3.46	3.53 ++	3.19 -	3.22
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	Total	Nairobi	Central	Coast	Eastern	North Eastern	Nyanza	Rift Valley	Western
<i>Weighted Base:</i>	502	46	60	44	72	23	70	137	52
Not at all worried	4	6	7	6	6	0	3	2	2
Not very worried	10	15	13	10	4	13	14	7	9
Somewhat worried	18	16	11	32	23	13	14	17	15
Extremely worried	68	62	70	50	67	74	69	73	73
Don't know	0	1	0	3	0	0	0	0	0

Mean score	3.49	3.31	3.43	3.21 -	3.51	3.61	3.48	3.61	3.60
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Degree of Concern About Covid-19

(July Results - by Demographics)

	Total	Male	Female	18-29	30+	Christians	Muslims	Other/No Religion
<i>Weighted Base:</i>	498	256	241	308	189	442	50	5
Not at all worried	6	8	5	7	5	6	11	41
Not very worried	9	10	7	9	8	9	4	29
Somewhat worried	17	17	17	18	15	16	26	11
Extremely worried	68	65	71	66	71	70	58	20
Don't know	0	0	0	0	0	0	0	0

Mean score	3.46	3.38 -	3.54 +	3.42	3.53	3.50 +	3.31	2.09 --
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	Total	Nairobi	Central	Coast	Eastern	North Eastern	Nyanza	Rift Valley	Western
<i>Weighted Base:</i>	498	48	60	49	70	25	65	129	50
Not at all worried	6	5	6	6	6	20	5	6	8
Not very worried	9	8	15	10	0	0	10	9	16
Somewhat worried	17	17	15	17	17	20	18	19	10
Extremely worried	68	70	64	68	77	60	67	67	66
Don't know	0	0	0	0	0	0	0	0	0

Mean score	3.46	3.51	3.38	3.47	3.64	3.20	3.47	3.47	3.35
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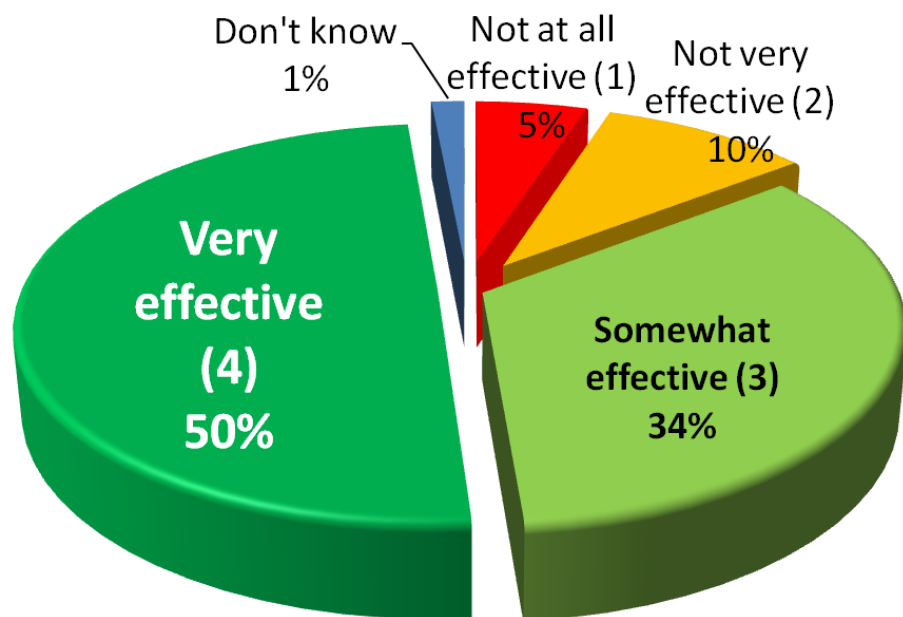
- Observational evidence to the contrary – people ignore social distancing rules, attend gatherings, and are negligent in wearing face masks - Kenyans' levels of concerns about Covid-19 remain virtually unchanged:
 - Extremely Concerned: 68% each in June and July
 - Somewhat Concerned: 18% and 17% in June and July respectively
- In both waves, women tended to be more worried than men
- While Muslims were less concerned than Christians
- In both instances, however, the differences are only slightly significant (90% confidence) or not significant at all



Effectiveness of Government's Measures

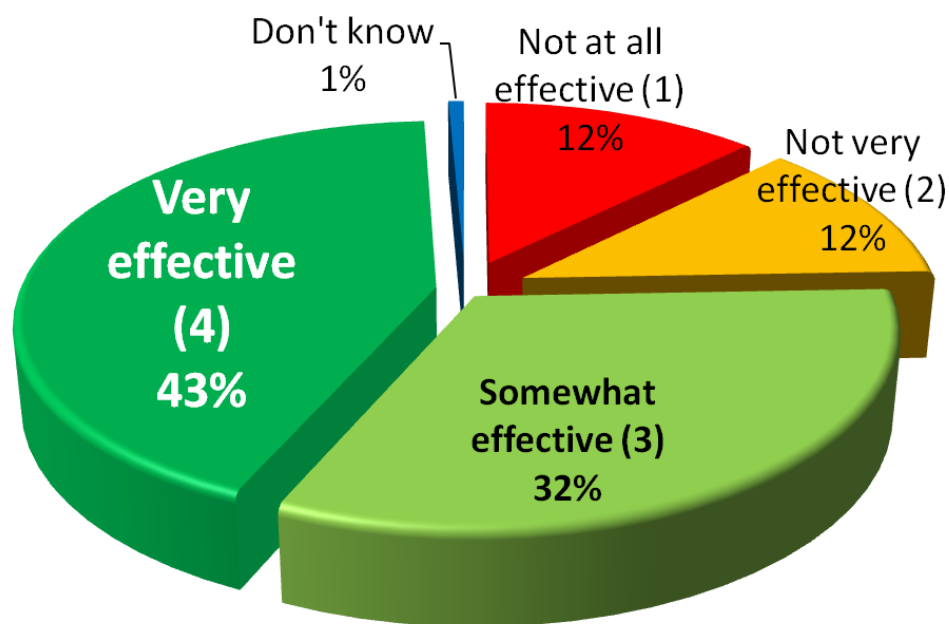
(Weighted Bases: June – n=502; July – n=498)

June 2020



MEAN SCORE: 3.26

July 2020



MEAN SCORE: 3.04***

*** The decline in ratings is significant at 99% confidence level

Effectiveness of Government's Measures

(June Results – by Demographics)

	Total	Male	Female	18-29	30+	Christians	Muslims	Other/No Religion
<i>Weighted Base:</i>	502	252	251	260	242	446	45	11
Not at all effective	5	5	5	7	3	5	6	0
Not very effective	10	9	10	11	7	10	10	3
Somewhat effective	34	39	29	34	34	33	36	57
Very effective	50	46	53	47	53	50	48	40
Don't know	2	1	2	1	2	2	0	0

Mean score	3.26	3.25	3.26	3.17 -	3.34 +	3.25	3.26	3.37
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	Total	Nairobi	Central	Coast	Eastern	North Eastern	Nyanza	Rift Valley	Western
<i>Weighted Base:</i>	502	46	60	44	72	23	70	137	52
Not at all effective	5	7	4	5	4	0	4	7	6
Not very effective	10	15	14	16	5	13	7	8	5
Somewhat effective	34	33	24	46	42	39	31	28	44
Very effective	50	45	56	32	47	48	56	56	40
Don't know	2	0	1	1	1	0	2	1	4

Mean score	3.26	3.16	3.29	3.03	3.30	3.35	3.36	3.31	3.10
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Effectiveness of Government's Measures

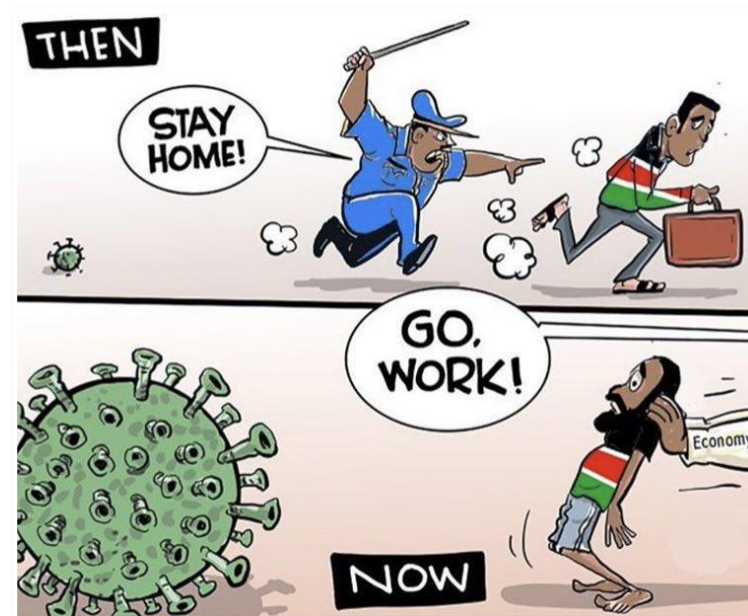
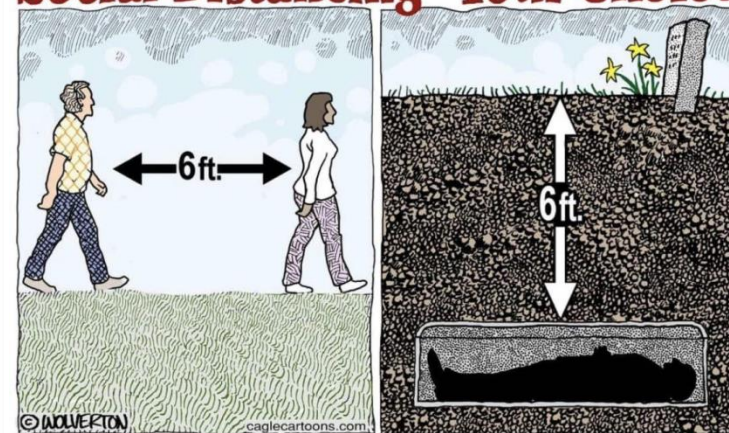
(July Results – by Demographics)

	Total	Male	Female	18-29	30+	Christians	Muslims	Other/No Religion
<i>Weighted Base:</i>	498	256	241	308	189	442	50	5
Not at all effective	13	15	10	14	10	12	17	29
Not very effective	12	14	10	12	12	12	8	0
Somewhat effective	32	35	29	33	31	33	22	51
Very effective	43	36	49	41	45	42	53	20
Don't know	1	0	1	0	2	1	0	0
Mean score	3.04	2.92 -	3.16 +	3.01	3.07	3.03	3.11	2.63

	Total	Nairobi	Central	Coast	Eastern	North Eastern	Nyanza	Rift Valley	Western
<i>Weighted Base:</i>	498	48	60	49	70	25	65	129	50
Not at all effective	13	8	13	13	8	20	6	17	18
Not very effective	12	12	9	17	20	20	12	6	11
Somewhat effective	32	27	31	28	30	0	41	38	34
Very effective	43	52	47	43	39	59	40	39	37
Don't know	1	1	0	0	3	0	1	0	0
Mean score	3.04	3.21	3.12	3.01	2.94	2.99	3.13	3.01	2.90

- The proportion of Kenyans considering government's containment efforts "very" or "somewhat" effective has contracted from 84% in June to 75% in July
- Government seems caught between a rock and a hard place: while infection rates rise (in no small part due to people ignoring the rules), the impact of restrictions on the livelihoods of Kenyans cannot easily be dismissed
- Unemployment and loss of income are biting hard

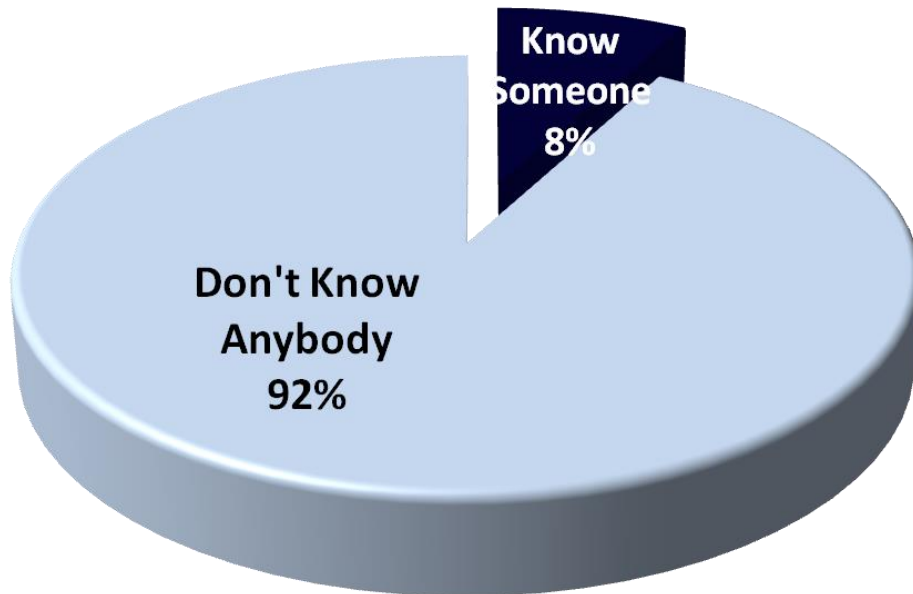
Social Distancing—Your Choice



Experience of Someone Contracting/Dying

(Weighted Base: July – n=498)

Know Someone Who Contracted Covid-10



Know Someone Who Died From Covid-10



Experience of Someone Contracting/Dying

(July Results – by Demographics)

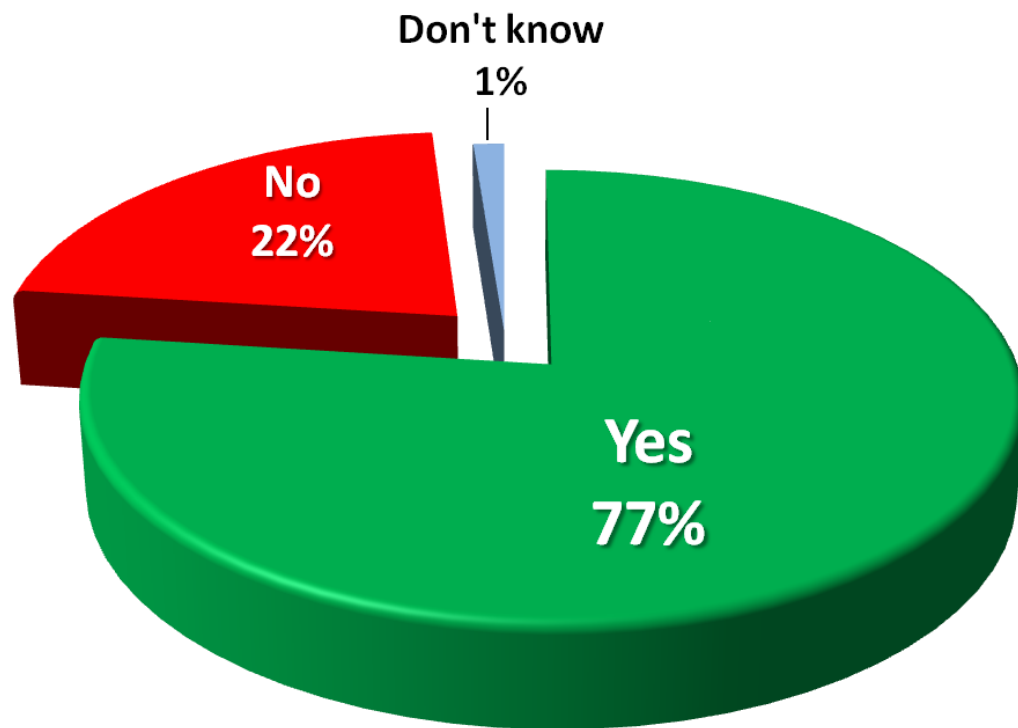
	Total	Male	Female	18-29	30+	Christians	Muslims	Other/No Religion
<i>Weighted Base:</i>	498	256	241	308	189	442	50	5
Know Someone Who Has Contracted Covid-19	8	10	6	8	9	9	3	6
Know Someone Who Has Died of Covid-19	3	3	2	3	2	3	0	0

	Total	Nairobi	Central	Coast	Eastern	North Eastern	Nyanza	Rift Valley	Western
<i>Weighted Base:</i>	498	48	60	49	70	25	65	129	50
Know Someone Who Has Contracted Covid-19	8	15	14	4	2	10	9	7	8
Know Someone Who Has Died of Covid-19	3	4	6	0	0	10	2	2	0

- 8% of Kenyans personally know someone, who fell sick with Covid-19; 3% have personal knowledge of someone who succumbed to the disease
- Respondents in Nairobi, Central, and North Eastern provinces are more likely to have personal knowledge on both accounts

Willingness to Download an App

(Weighted Base: July – n=498)



- 77% of sampled Kenyans would be willing to download a warning and contract tracing app to their phones

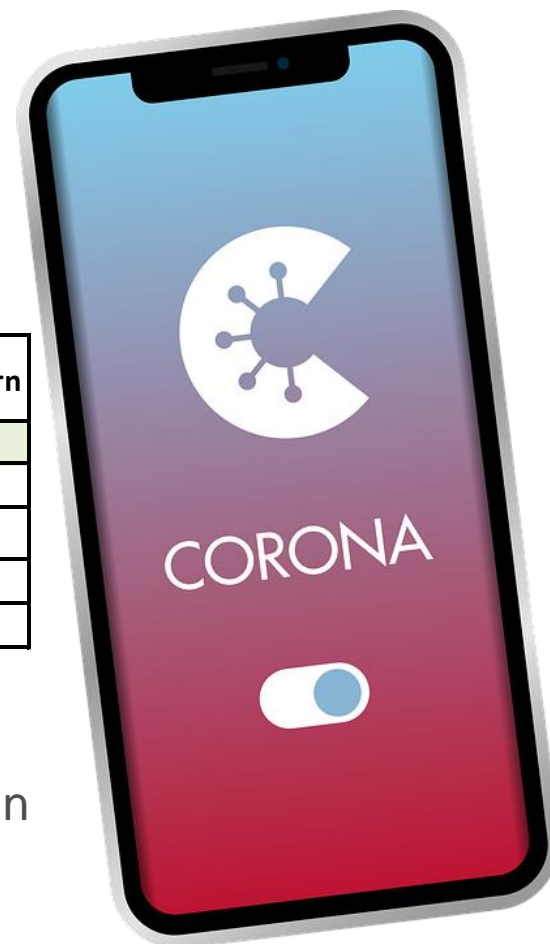


Willingness to Download an App

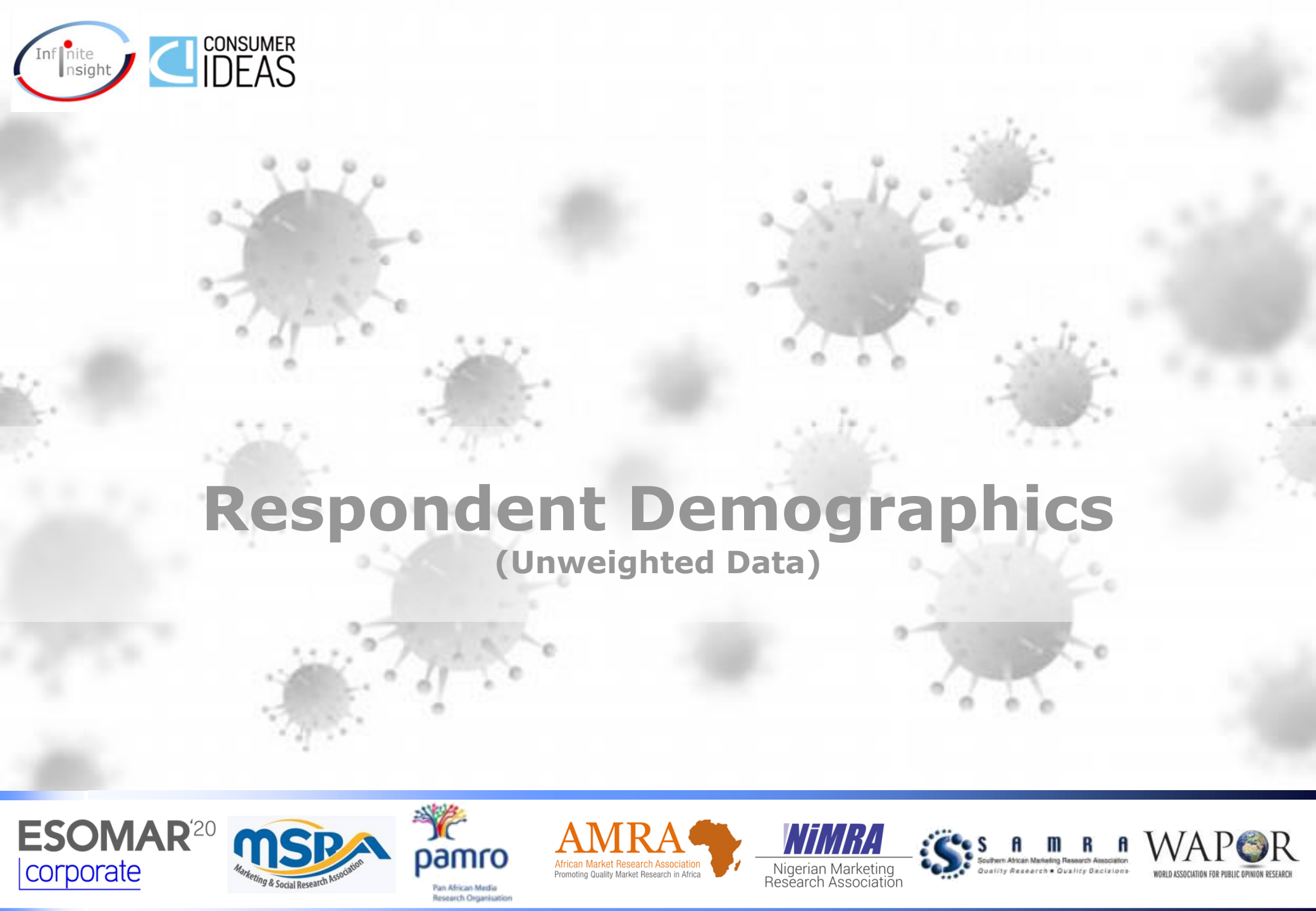
(July Results – by Demographics)

	Total	Male	Female	18-29	30+	Christians	Muslims	Other/No Religion
<i>Weighted Base:</i>	498	256	241	308	189	442	50	5
Yes	77	79	75	78	76	79	67	31
No	22	21	23	21	22	20	31	69
Don't know	1	0	2	1	1	1	3	0
Refused	0	0	0	0	0	0	0	0

	Total	Nairobi	Central	Coast	Eastern	North Eastern	Nyanza	Rift Valley	Western
<i>Weighted Base:</i>	498	48	60	49	70	25	65	129	50
Yes	77	75	73	77	81	60	82	79	74
No	22	22	25	21	16	40	18	20	26
Don't know	1	4	0	3	3	0	0	1	0
Refused	0	0	1	0	0	0	0	0	0



- Although three quarters (77%) of Kenyans are willing to download a contact tracing app to their phones, respondents in North Eastern, Western, and Central provinces show more reservations
- Also, Muslims would be more opposed to an app than other demographic groups



Respondent Demographics

(Unweighted Data)

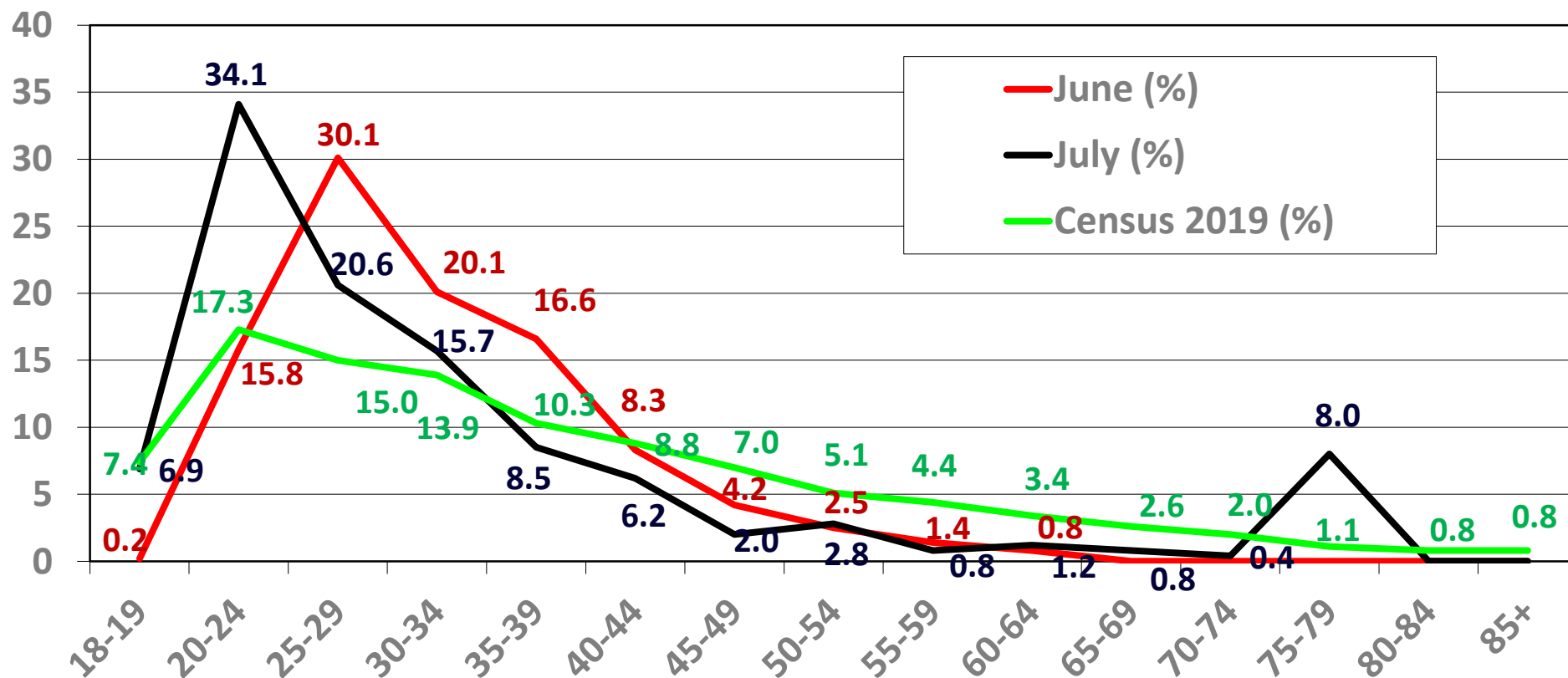
Achieved Samples vs. Census

(Population 18+)

Province	County	CATI 1 Sample %	CATI 2 Sample %	2019 Census %	INDEX: CATI 1 Over/Under- represented	INDEX: CATI 2 Over/Under- represented
Central	Kiambu	5.0	6.0	5.1	98	118
	Kirinyaga	1.6	0.6	1.3	125	47
	Murang'a	1.8	2.0	2.2	81	90
	Nyandarua	0.2	0.8	1.3	15	60
	Nyeri	2.2	3.0	1.6	138	188
	Total	10.8	12.4	11.5	94	108
Coast	Kilifi	2.6	2.2	3.1	85	72
	Kwale	2.2	1.8	1.8	121	99
	Lamu	0.4	0.4	0.3	132	132
	Mombasa	5.6	5.2	2.5	220	205
	Taita/Taveta	1.6	0.2	0.7	223	28
	Tana River	0.4	2.0	0.7	60	301
	Total	12.8	11.8	9.1	141	130
Eastern	Embu	1.0	0.8	1.3	78	63
	Isiolo	0.6	0.4	0.6	106	71
	Kitui	2.2	1.6	2.4	92	67
	Machakos	2.8	2.6	3.0	94	87
	Makueni	0.8	1.6	2.1	39	77
	Marsabit	0.6	0.2	1.0	62	21
	Meru	2.8	2.4	3.2	86	74
	Tharaka-Nithi	0.4	0.2	0.8	48	24
	Total	11.2	9.8	14.3	78	68
Nairobi	Nairobi City	22.4	22.4	9.2	242	242
North Eastern	Garissa	1.0	0.4	1.8	57	23
	Mandera	0.0	0.6	1.8	0	33
	Wajir	0.4	0.6	1.6	24	37
	Total	1.4	1.6	5.2	27	31

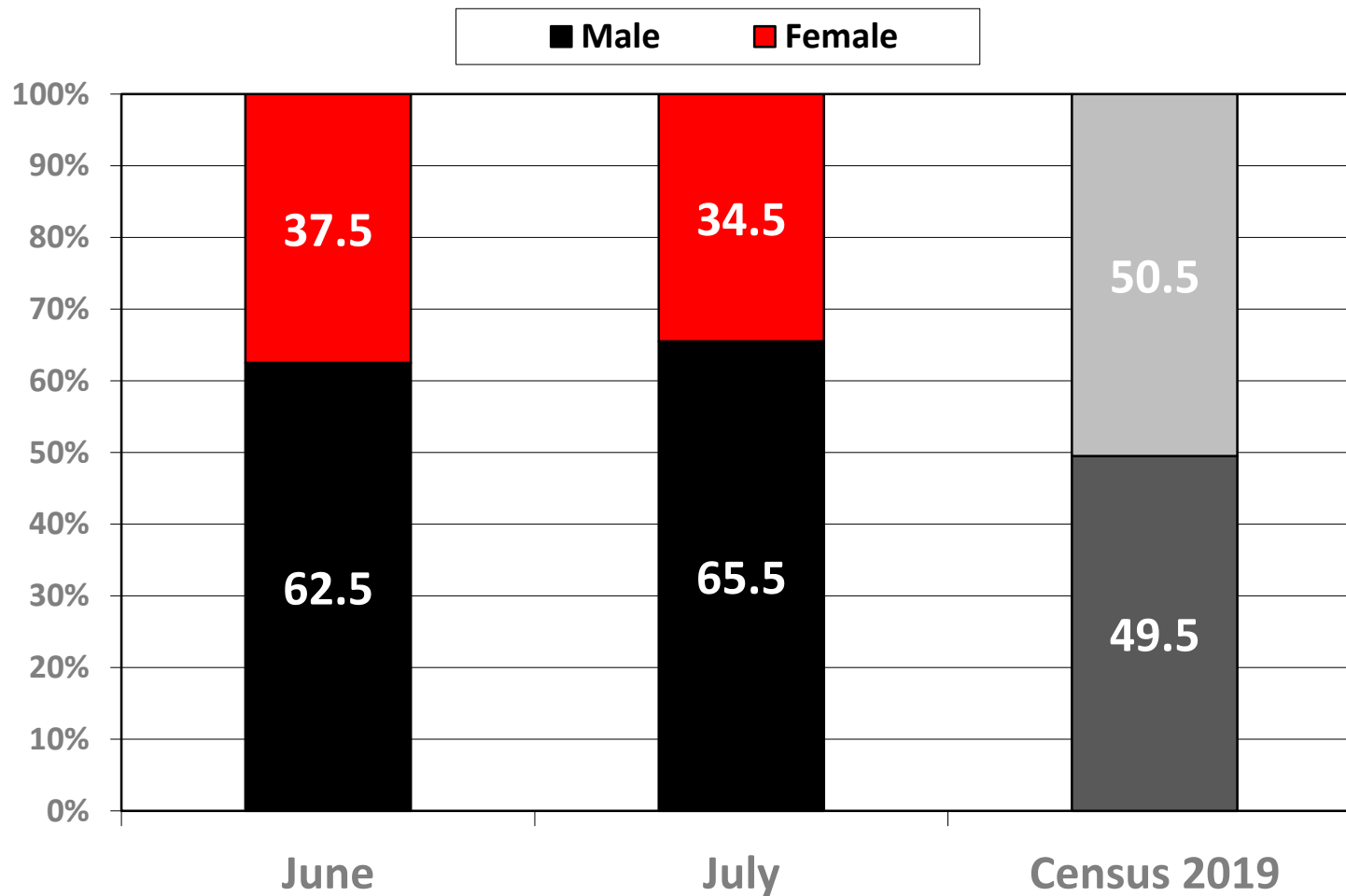
Province	County	CATI 1 Sample %	CATI 2 Sample %	2019 Census %	INDEX: CATI 1 Over/Under- represented	INDEX: CATI 2 Over/Under- represented
Nyanza	Homa Bay	1.8	3.6	2.4	76	151
	Kisii	3.0	2.4	2.7	113	90
	Kisumu	4.4	3.2	2.4	181	132
	Migori	1.0	2.4	2.3	43	102
	Nyamira	1.2	1.0	1.3	94	79
	Siaya	2.0	0.6	2.1	96	29
	Total	13.4	13.2	13.2	102	100
Rift Valley	Baringo	0.6	0.4	1.4	43	29
	Bomet	0.6	0.8	1.8	33	43
	Elgeyo/Marakwet	0.8	0.6	1.0	84	63
	Kajiado	2.6	3.4	2.4	111	145
	Kericho	1.2	2.4	1.9	63	127
	Laikipia	1.4	1.4	1.1	128	128
	Nakuru	6.0	5.8	4.5	132	128
	Nandi	2.2	1.6	1.9	118	86
	Narok	1.0	1.6	2.4	41	66
	Samburu	0.2	0.2	0.7	31	31
	TransNzoia	2.0	2.4	2.1	96	115
	Turkana	0.6	1.0	1.9	31	51
	UasinGishu	2.6	2.8	2.4	106	114
	West Pokot	0.0	0.8	1.3	0	61
	Total	21.8	25.2	26.8	81	94
Western	Bungoma	1.8	2.2	3.5	51	63
	Busia	2.2	1.2	1.9	117	64
	Kakamega	2.6	2.0	3.9	66	51
	Vihiga	0.2	0.7	1.2	16	56
	Total	6.8	6.1	10.6	64	58

Age Distributions vs. 2019 Census



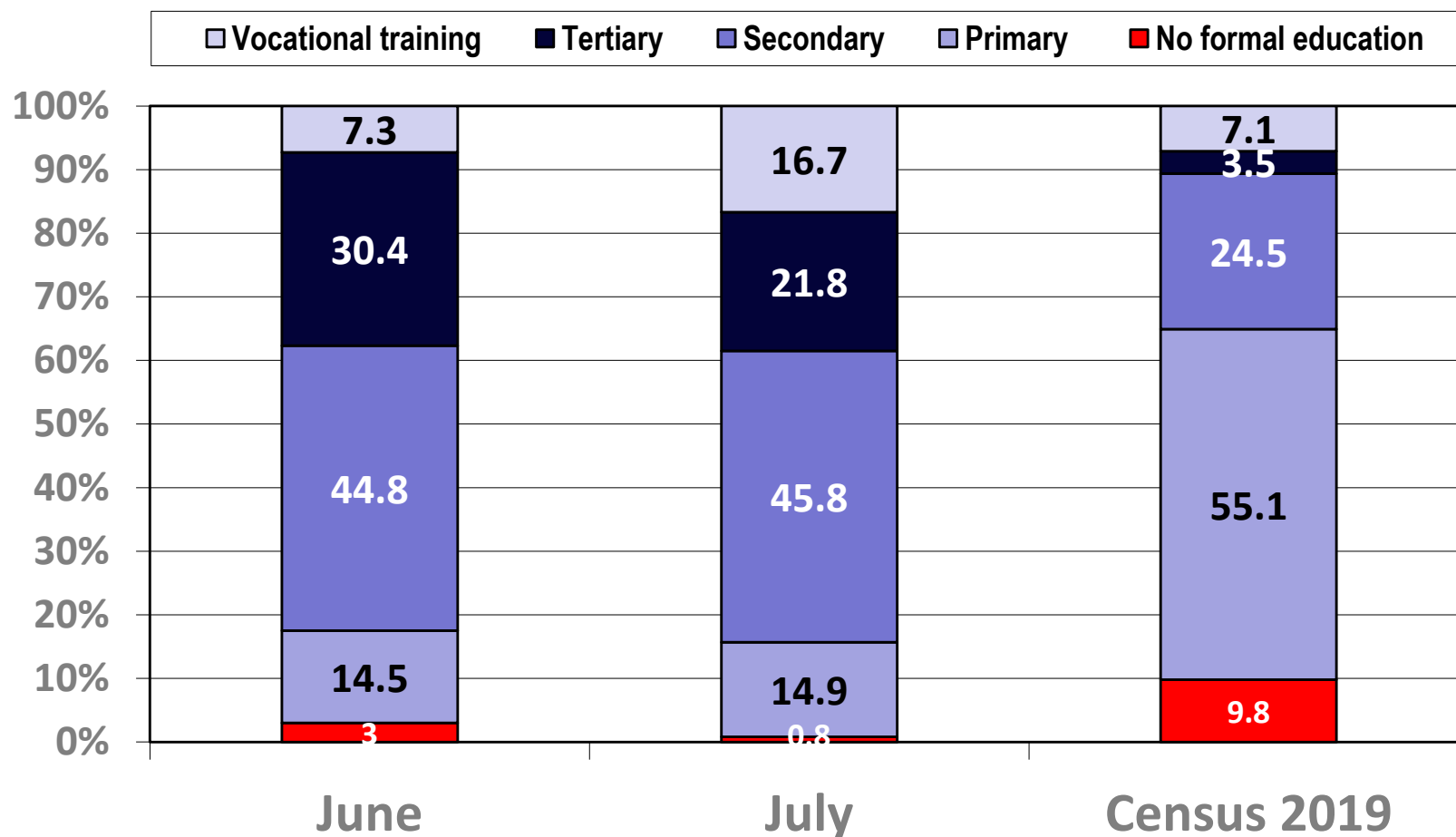
- In both waves, respondents with secondary and tertiary education are over-represented when compared to Census information

Gender Distributions vs. 2019 Census



- In both pilot waves for RDD CATI, women were under-represented
- This imbalance, however, can easily be corrected by quota controls in field or weighting in data analysis

Educational Achievements vs. 2019 Census



- In both waves, respondents with secondary and tertiary education are over-represented when compared to Census information

- Compared to the first pilot in June, fieldwork was less time consuming; productivity higher, as technical issues had been addressed by GDCC and interviewers were more at ease with the Nebu system
- However, compared to F2F Random-Route fieldwork with randomised Kish Grid selection of respondents, the natural fall-out of RDD CATI results in some skews in demographics:
 - Respondents tend to be younger
 - More males than females are sampled; this is not caused by differential refusal rates
 - Respondents are vastly better educated than the national population census would indicate
 - Regional imbalances persist
- As nationally representative F2F fieldwork remains unsafe for both respondents and our field staff, telephonic surveys remain the most viable alternative (online surveys result in even heavier demographic skews); hence, measures need to be implemented to address sample skews; other than weighting the data, two options are available:
 - Setting cut-off points for over-sampled regions or demographics – and keep dialling until quotas will have been met
 - Complementing RDD CATI with targeted calls, using a database, where demographics are known





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