Perception of Donald Trump among urban Kenyans
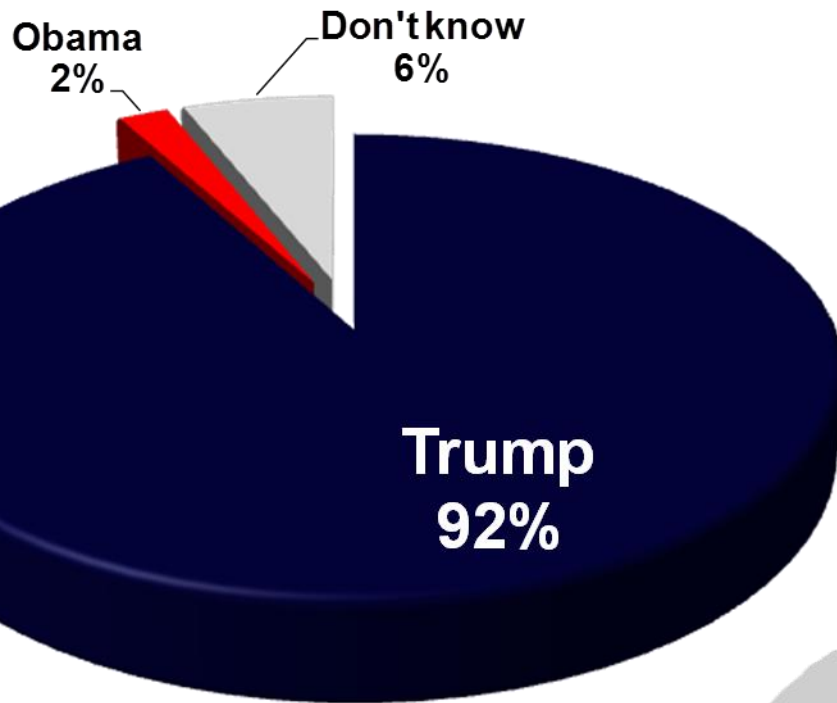
Methodology

- Infinite Insight wanted to measure Kenyans' perceptions of Donald Trump

- Hence, we ran 4 questions piggyback on a nationally representative survey among <u>urban</u> Kenyans

- The sample distribution was as follows:

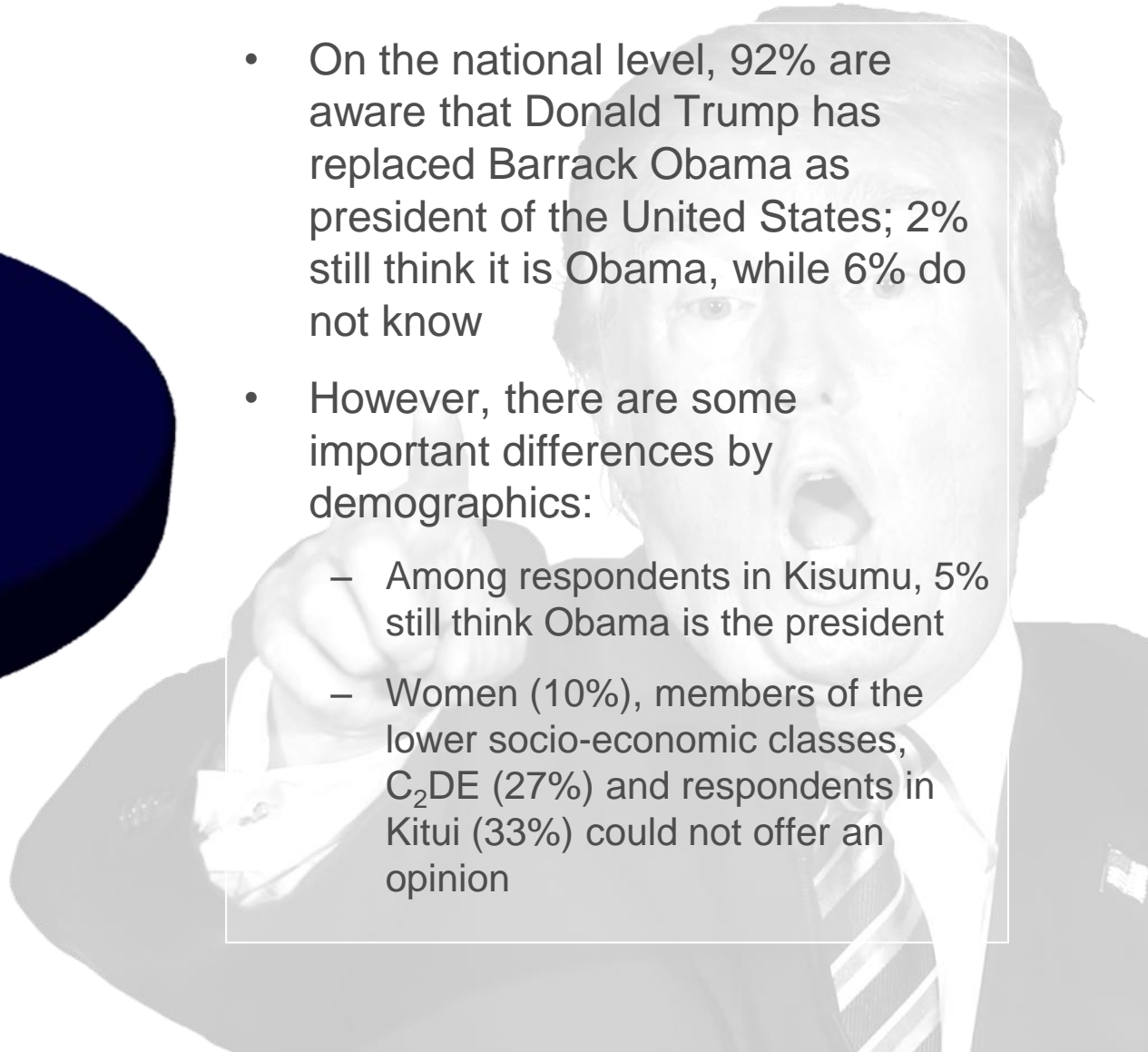| REGION	2009 CENSUS DISTRIBUTION					SAMPLE	SELECTED CITIES
	Population (Absolute)	Population (Percent)	% Urban	Urban Population (Absolute)	% of Urban	Urban	
Nairobi	3,138,369	8.1	100	3,138,369	25.13	251	Nairobi
Central	4,383,743	11.4	34.8	1,525,543	12.21	122	Kiambu
Coast	3,324,805	8.6	44	1,462,914	11.71	117	Mombasa
Eastern	5,668,123	14.7	21.6	1,224,315	9.80	98	Kitui
North Eastern	2,311,259	6	18.6	429,894	3.44	34	Garissa
Nyanza	5,442,711	14.1	25.5	1,387,891	11.11	111	Kisumu
Rift Valley	10,006,805	25.9	24.7	2,471,681	19.79	198	Nakuru
Western	4,334,282	11.2	19.6	849,519	6.80	68	Kakamega
KENYA	38,610,097	100	22	12,490,126	100	1,000	

- Sampling followed multi-stage random procedures with Kish-Grid selection of respondents, aged 15 and above

- Fieldwork started on Tuesday, May 30th, and concluded on Sunday, June 4th, 2017

- The margin of error is ± 2.9% at 95% confidence

Awareness of Trump's Presidency

(Base: Total Sample, n=1,049)

Obama 2%

Don't know 6%

Trump 92%

- On the national level, 92% are aware that Donald Trump has replaced Barrack Obama as president of the United States; 2% still think it is Obama, while 6% do not know

- However, there are some important differences by demographics:

  – Among respondents in Kisumu, 5% still think Obama is the president

  – Women (10%), members of the lower socio-economic classes, C_2DE (27%) and respondents in Kitui (33%) could not offer an opinion

Rating of Trump's Performance in Office So Far

(Base: Total Sample, n=1,049)

	Total	Male	Female	ABC1	C2DE	Nairobi	Kiambu	Mombasa	Kitui	Garissa	Kisumu	Nakuru	Kakamega
Base	1,049	536	513	915	134	251	130	126	102	36	111	221	72
	%	%	%	%	%	%	%	%	%	%	%	%	%
Very good	7	8	6	7	7	8	10	10	3	6	4	5	7
Good	27	28	26	28	17	27	22	25	16	22	50	24	33
Neither good nor bad	30	33	27	31	22	32	33	32	27	44	22	33	17
Bad	11	13	9	12	7	8	12	14	7	14	9	13	15
Very bad	6	7	4	6	2	4	2	13	1	11	2	10	3
Don't know	20	12	27	16	44	21	22	6	46	3	14	16	25
NET SCORE (**Positive** minus **Negative**)	**17**	**16**	**18**	**17**	**16**	**23**	**18**	**7**	**11**	**3**	**42**	**7**	**22**

- Half of our respondents opined that Trump's performance was neither good nor bad (30%) or could not volunteer an assessment (20%); however, among the remaining half, positive ratings outweighed negative ones: 34% rated Trump's performance so far as *Good/Very Good*, while just 17% rated his performance *Bad/Very Bad*

- Given the high level of uncertainty among many (and positive ratings among the rest), it seems Kenyans still reserve their judgement; compared to other parts of the world, they have not been affected by travel bans or drastic reductions of financial support by the United States
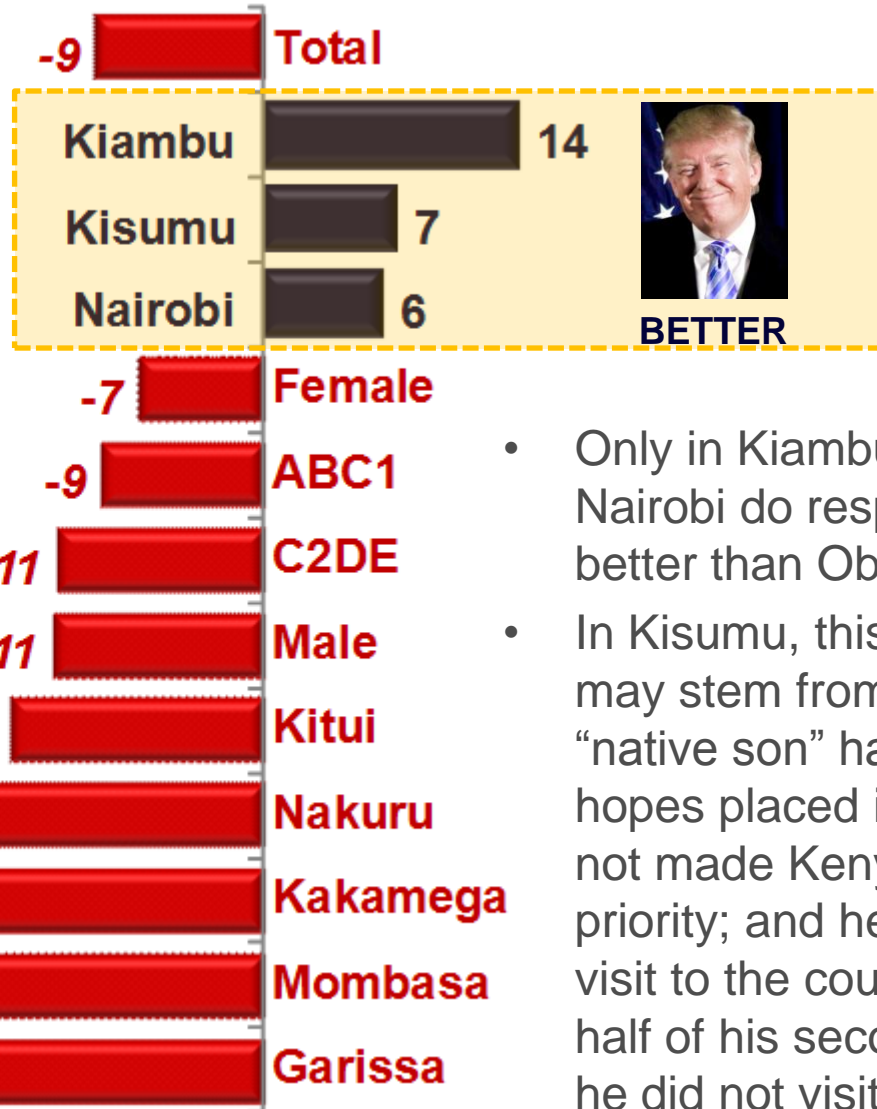
Comparison of Trump vs. Obama

(Net Scores: **Better** *minus* **Worse**)

- Nevertheless, across most of demographic groups, Trump cannot measure up to former president Obama
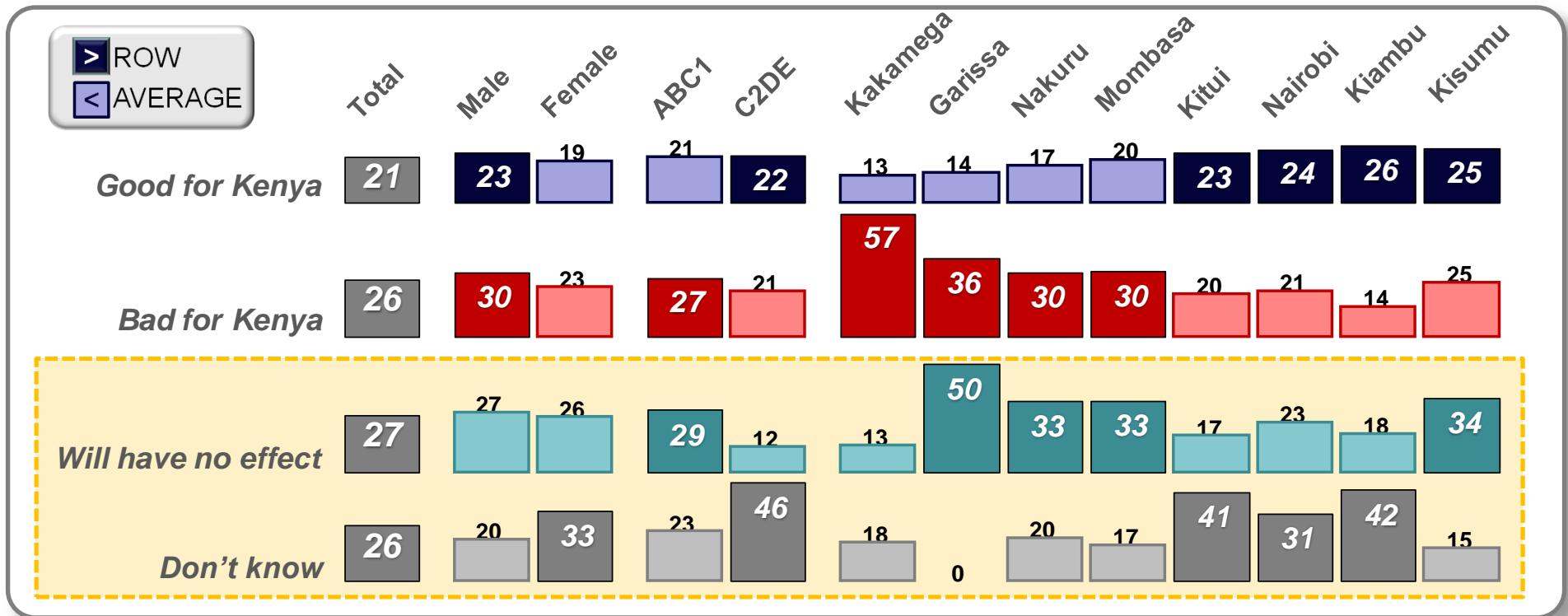
	Net Score
Total	-9
Kiambu	14
Kisumu	7
Nairobi	6
Female	-7
ABC1	-9
C2DE	-11
Male	-11
Kitui	-14
Nakuru	-25
Kakamega	-25
Mombasa	-27
Garissa	-47

BETTER (Trump)

BETTER (Obama)

- Only in Kiambu, Kisumu and Nairobi do respondents rate Trump better than Obama

- In Kisumu, this surprising result may stem from the fact that the "native son" had not met the high hopes placed in him; Obama had not made Kenya his top policy priority; and he delayed his only visit to the country until the second half of his second term; even then, he did not visit his ancestral village

Expected Impact of the Trump Presidency on Kenya

- Kenyans, who live in urban areas, appear very much uncertain what the effect of emerging Trump policies will be on the country; at the national level, over half think there will be no effect (27%) or do not know (26%)

- So far, president Trump has not voiced strong opinions on Africa in general or Kenya in particular; hence, Kenyans take a "wait and see" attitude

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