

NATIONWIDE STUDY ON VOTER APATHY DURING THE 2022 GENERAL ELECTIONS

FINAL REPORT



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LIST OF ABBREVIATIONS

ABBREVIATIONS	MEANING
CAPI	Computer Assisted Personal Interviewing
CATI	Computer Assisted Telephone Interviewing
CSOs	Civil Society Organizations
ECCES	Electoral Conflict and Civic/Voter Education Support
FGD	Focus Group Discussions
GoIP	GSM over Internet Protocol
GSM	Global System for Mobile Communications
ICATI	Infotrak Computer Assisted Telephone Interviewing
ICI	Interactive Computer Interviewer
ICT	Information Communication Technology
ID Card	Identity Card
IEBC	Independent Electoral and Boundaries Commission
IT	Information Technology
KII	Key Informant Interview
KNBS	Kenya National Bureau of Statistics
LAN	Local-Area Network
NCEP	National Civic Education Programme
NGOs	Non-Governmental Organizations
PBX	Private Branch Exchange
PC	Personal Computer
PWD	Persons with Disabilities
QA/QC	Quality Assurance/ Quality Control
RMS	Royal Media Services
SMS	Short Message Service
SPSS	Statistical Package for the Social Sciences

EXECUTIVE SUMMARY

Background

Uraia is a member of the ACT! led consortium that is implementing the Kenya Inclusive Governance Accountability Performance and Participation Programme (K-IGAPP) under USAID support. The intervention by the consortium has been designed around four key result areas which are (i). Strengthened Elections Violence Mitigation and Response, (ii). Promotion of Inclusive Civil Society, Youth and Women led Voter/Civic Education, (iii). Enhanced participation of youth and women in other democratic processes pre and post general election, and (iv). Strengthened Capacity of CSOs partners and women/youth led networks for resilience and sustainability. The Kenya Electoral Conflicts Mitigation & Civic/Voter Education Support (ECCES) program's overall goal was to contribute to a credible, peaceful, and inclusive 2022 general election in Kenya by ensuring that civil society, women, and youth successfully participate in democratic processes, lead voter/civic education and implement local strategies to mitigate and respond to electoral violence .

URAIA's strategic goal is an empowered, engaged and values-based citizenry. Further, diversifying voter education strategies is a priority of the URAIA Trust as documented in its strategic plan for 2021–2025. To broaden the scope of the planned interventions and foster a deeper understanding of residents, URAIA conducts civic and voter education using both traditional and contemporary methods. For instance, a media-based voter education campaign was run by URAIA through the Electoral Conflict and Civic/Voter Education Support (ECCES) program from June to August 2022 in the run-up to the general elections in August 2022. Despite these efforts, voter turnout in the 2022 elections was the lowest in recent memory, with key demographics including young people choosing not to cast ballots.

A media-based voter education campaign was run by Uraia through the ECCES program from June to August 2022 in the run-up to the general elections in August 2022. The media platforms utilized include local, national, religious, and regional stations. While the other media used spot messages and other digital channels, the national media-based voter education took place over eight weeks via radio talk shows. Despite these efforts, voter turnout in the 2022 elections was the lowest in recent memory, with demographics including young people choosing not to cast ballots.

In essence, Kenya has experienced varying levels of voter turnout in its recent elections. In the 2013 general election, the voter turnout was 85.9%, while in the 2017 general election, it plummeted to 79.5%. The drop-in turnout has been attributed to a number of factors, including voter apathy, logistical challenges, low voter education, youth disinterest, decreased faith, poverty, youth unemployment, and concerns over the credibility of the electoral process. The August 2022 election is reported to have had the lowest voter turnout in more than a decade. IEBC reports indicate that 64.8% of the 22.12 million registered voters cast their ballots. In comparison to the 2017 general elections where 79.5% of 19.61 million registered voters cast their ballots, this marked a decline of 14.7% points in the period.

Methodology

To explain reasons for voter apathy in the 2022 general elections and to guide URAIA's 2027 voter education campaign, URAIA commissioned a nationwide study in Kenya. The survey entailed both quantitative and qualitative research methods. Quantitative interviews were conducted through Computer Assisted Telephone Interviews (CATI), the relevant section of the public that was targeted in the survey (i.e. the universe) was persons who were 18 years old and above at the time of the survey. On the other hand, qualitative interviews were actualized using FGDs with the General Public (youth, men, women and PWDs). To guarantee that the data generated throughout the survey was of the highest possible quality, a well-planned system of procedures, performance checks, quality audits, and corrective actions were employed.

Survey Findings

Voter Education during the 2022 Election Period

- A majority (66%), of Kenyans acknowledged that they/their acquaintances received voter sensitization/education messages during the 2022 general election period. Of these more than half (57%) received the message through TV, 35% obtained it through SMS while 27% got it through radio.
- More than seven in every ten (71%) of the surveyed Kenyans admitted that the education/sensitization message they received influenced their decision to or not to participate in the 2022 general elections.
- About four in every five (79%) of the surveyed respondents highlighted that they recalled hearing media voter education campaigns during the 2022 election period. On the other hand, 77% remember seeing media voter education campaigns during the 2022 general election period.
- The key aspects of voter education that stood out for the surveyed Kenyans include how to vote (85%), electoral procedures and rules (60%), leadership and integrity (53%), and qualification for various elective seats (53%).

Voter Apathy

- The main reasons for voter apathy as highlighted by surveyed respondents include lack of trust in the electoral processes (33%), disinterest in elections (32%) and the belief that elections would be rigged (20%).
- A majority (54%) of the surveyed respondents acknowledged that they mainly voted since they wanted to elect the leaders of their choice. Another, 41% mentioned that it was their civic right, whereas 32% highlighted that their vote would bring about the change they wanted.
- Gender discrimination (35%) stands out as the main issue faced by Kenyan **WOMEN** that constrains their engagement in the electoral processes. Other limitations, that the surveyed respondents mentioned include unfulfilled promises (28%), ignorance of the electoral process (26%), and lack of financial support (21%).

- Surveyed respondents highlighted that the **YOUTH** face a number of limitations that hinder their ability to engage in the electoral processes, the main ones being unfulfilled promises (36%), alcoholism/drug abuse (35%) and ignorance on the electoral process (34%).
- Lack of transportation to the polling station (68%), lack of special treatment (30%) and stigmatization (25%) are the main challenges, that surveyed respondents highlighted **PWDs** face in their engagement in the electoral process.

Peace & Cohesion

- The survey established that a majority of Kenyans were peaceful before (86%) and after (84%) the general elections. In addition, the main ways that they reported they resolve conflict issues include through negotiation (61%), mediation/reconciliation (33%) and arbitration (32%).
- Local administrators (50%), religious institutions (47%), and community-based organizations (36%) stood out as the main groups/institutions that promoted peaceful coexistence, according to the surveyed respondents.
- The main activities that the surveyed Kenyans mentioned people in their community engage in to promote peace and cohesion include religious services (57%), sports (40%), and *barazas* (34%).
- The surveyed respondents indicated that the persons who were most responsible for promotion of peace and cohesion were mainly religious leaders (34%), community members (31%) and local administrators (16%).

Public Participation

- Approximately four in every five (79%) of the surveyed respondents mentioned that neither they nor anyone they knew got involved in public participation during the 2022 election period. Of those who stated that they/someone they knew had ever gotten involved in public participation forums, 34% highlighted that politicians had organized the forum, 17% indicated that it had been organized by local leaders, while 10% noted that it was facilitated by political parties/IEBC.
- A majority (85%) of the surveyed Kenyans who mentioned that they had ever participated in a public participation forum acknowledged that their participation in the forum influenced their decision to or not to participate in the 2022 general elections.
- A majority (83%) Kenyans would be willing to attend a public participation forum, if they were to hear about it, conversely, 15% would not. Notably, those who mentioned they were unlikely to attend mostly cited disinterest (35%), busy schedules (29%) and lack of trust in public participation (24%) as the main reasons they would not attend.

1.0. STUDY BACKGROUND

The promulgation of the 2010 Kenyan constitution redefined the Kenyan political landscape. It had significant effects on Kenya, both in terms of its governance and its society. Some of which include:

1. **Devolution:** The 2010 Constitution introduced a devolved system of government, which transferred some powers and resources from the National Government to the County Governments. This has led to increased participation and representation of local communities in decision-making processes, as well as more equitable distribution of resources.
2. **Bill of Rights:** It enshrined a Bill of Rights, which guarantees Kenyan citizens a range of rights and freedoms, including freedom of expression, assembly, and religion. This has led to increased awareness and protection of human rights in Kenya.
3. **Electoral reforms:** The 2010 Constitution introduced significant reforms to Kenya's electoral system, including the establishment of the Independent Electoral and Boundaries Commission (IEBC) and the introduction of a new electronic voter registration and voting system. These reforms aimed to increase transparency and fairness in Kenya's electoral process.
4. **Gender and minority representation:** The Constitution introduced measures to increase representation of women and other minority groups in government and other decision-making bodies. This has led to greater diversity and inclusivity in Kenya's political and social landscape.
5. **Land and natural resources management:** It introduced new provisions for the management of land and natural resources, including the establishment of a National Land Commission and increased recognition of the rights of indigenous communities. These provisions aimed to address historical injustices related to land ownership and promote sustainable development in Kenya.

Overall, the promulgation of the 2010 Constitution had significant effects on Kenya's governance, society, and economy, with many of its provisions aimed at promoting transparency, inclusivity, and social justice. However, the implementation of some of these provisions has faced challenges and continues to be a work in progress. In Kenya elections take place within the framework of a presidential system and multi-party democracy. Direct elections for the National Assembly, Senate, and President are conducted by the Independent Electoral and Boundaries Commission (IEBC).

The August 2022 election is reported to have had the lowest voter turnout in 15 years¹. IEBC reports indicate that 64.77 percent of the 22.12 million registered voters cast their ballots. In comparison to the 2017 general elections, where 79.51 percent of 19.61 million registered voters cast their ballots. This translated to a decline of 14.74% points, on actual voters between the 2022 and 2017 general elections. The decline in turnout was attributed to, among other things, low voter education, youth disinterest, decreased faith and confidence in the political system and electoral process, poverty, and youth unemployment.

¹ <https://www.theeastafrican.co.ke/tea/news/east-africa/lowest-turnout-in-15-years-as-youth-stay-away-3913984>

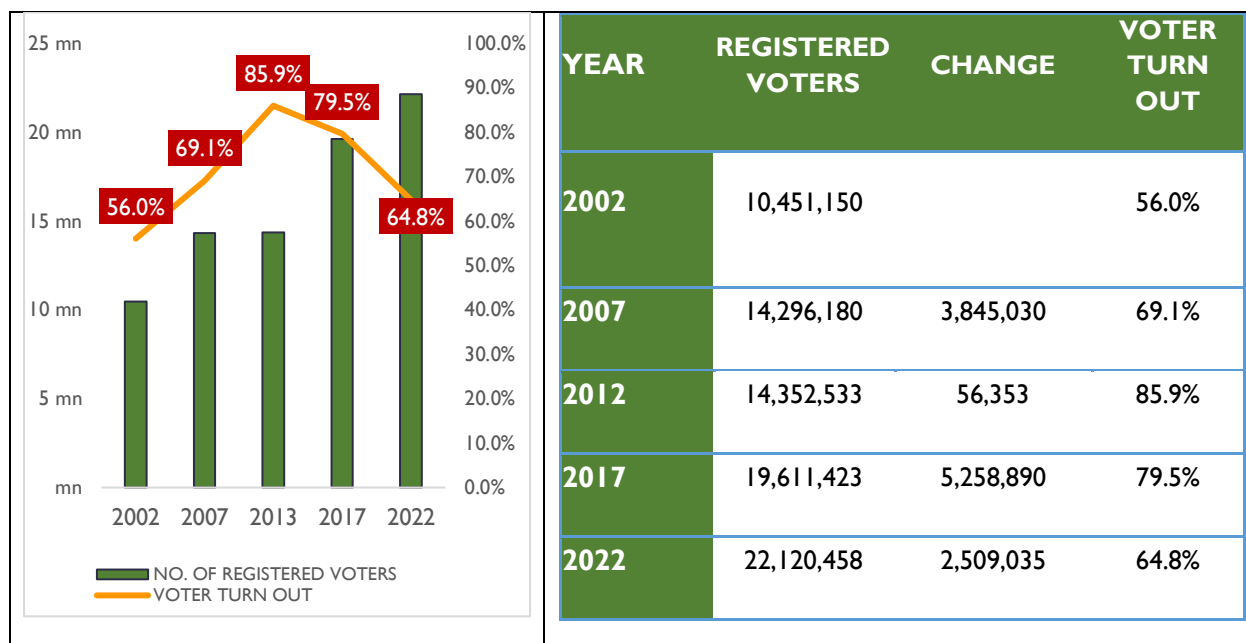


Figure 1: Voter Turn Out and Voter Registration Trends in Kenya

Like previous elections, the 2022 general election was susceptible to the political elite and their supporters using the internet and social media as weapons. However, while social media's pervasiveness and the reach of the internet offered unmatched opportunities to interact with and empower voters, they also facilitated the spread of false information, hate speech (especially directed at female political candidates), undermined confidence in democratic institutions, and sow societal discord. All these factors affected voter turnout either directly or indirectly².

I.1. Rationale for the Study

Diversifying voter education strategies is a priority of the Uraia Trust Strategic plan for 2021–2025, in a bid to broaden the scope of the planned interventions and foster a deeper understanding of residents. Uraia Trust conducts civic and voter education using both traditional and contemporary methods. Among these strategies is using national, regional, vernacular, and faith-based media and internet platforms. Uraia Trust also has civic educators present in all 290 constituencies, in addition to the county coordinators, who educate the public on various subjects. This is done to ensure that the public receives messages, facts, and instruction in a broad and varied manner.

A media-based voter education campaign was run by Uraia through the ECCES program from June to August 2022 in the run-up to the general elections in August 2022. The media platforms utilized include local, national, religious, and regional stations. While the other media used spot messages and other digital channels, the national media-based voter education took place over eight weeks via radio talk shows. Despite these efforts, voter turnout in the 2022 elections was the lowest in recent memory, with demographics including young people choosing not to cast ballots.

² <https://mediainnovationnetwork.org/2022/08/29/how-social-media-influencers-shaped-kenyas-2022-general-election/>

I.2. Literature Review

How Changing Voting Rules affects Turnout

In 2012, Chile moved from a system of voluntary registration and, once registered, mandatory voting to a system of automatic registration and voluntary voting. This change was intended to increase turnout, especially among young voters. However, a study found that these changes reduced net turnout by 5% of eligible population (12% who had previously voted stayed home, but 7% who previously stayed home began to vote)³. Though net turnout fell, these changes were successful at increasing the turnout of younger voters, with the age bias towards older voters being reduced by 39%. These findings show both how changing rules can affect overall turnout, but also encourage participation by underrepresented groups of citizens.

Other key studies established the following:

1. Early voting has been found to increase voter turnout. A 2014 study by Michael P. McDonald and others found that early voting was associated with a 3.1% increase in voter turnout in U.S. general elections. Similarly, a 2016 study by Ruth Dassonneville and others found that early voting was associated with a 5.5% increase in voter turnout in European parliamentary elections.
2. Same-day voter registration has been found to increase voter turnout. A 2016 study by Benjamin Gonzalez O'Brien and others found that same-day registration was associated with a 5.7% increase in voter turnout in U.S. presidential elections.
3. Voter ID laws, which require voters to show identification before casting a ballot, have been found to have a mixed impact on voter turnout. Some studies have found that voter ID laws have a negative effect on voter turnout, particularly among minority and low-income voters. However, other studies have found little to no impact on turnout.
4. A 2016 study by Charles Stewart III and others found that voting by mail was associated with a 2.3% increase in voter turnout in U.S. presidential elections.
5. Polling place consolidation, which involves reducing the number of polling places in an election, has been found to have a negative effect on voter turnout. A 2014 study by Keith G. Bentele and Erin E. O'Brien found that polling place consolidation was associated with a 2-3% decrease in voter turnout in U.S. elections.

African Voters Stay Home When the Economy is Bad

Researchers have debated whether voters mobilize and come out to vote when the economy is poor or whether they withdraw and stay home. A study of 317 presidential elections across 40 African countries between 1960 - 2016 shows that voter turnout in Africa rises and falls with economic growth⁴. When the economy booms, African voters are more likely to go to the polls; when it busts, they are more likely to stay at home. Efforts to increase democratic participation should therefore take national economic realities into account, understanding the need for greater outreach in times of weak economic development.

³ <https://www.liebertpub.com/doi/pdf/10.1089/elj.2013.0205>

⁴ <https://www.sciencedirect.com/science/article/pii/S0261379422000178>

Key highlights from other studies are as follows:

1. A study by Mvukiyehe Eric and Mavengere Ngonidzashe in 2018 found that economic performance was significantly correlated with voter turnout in African countries. The study found that countries with higher economic growth rates tended to have higher voter turnout rates.
2. Another study by Ezeaka Chijioke in 2021 found that economic factors, including unemployment and inflation, had a significant negative effect on voter turnout in African countries. The study found that as unemployment and inflation rates increased, voter turnout decreased.
3. A study by Brian Min in 2012 found that economic factors, including GDP per capita and inequality, had a significant impact on voter turnout in African countries. The study found that countries with higher levels of inequality had lower voter turnout rates, while countries with higher GDP per capita tended to have higher turnout rates.
4. A study by Yvonne Adwoa Botchway and Kwabena Gyimah-Brempong in 2018 found that voter turnout in African countries was significantly affected by social and economic factors, including poverty, education, and health. The study found that countries with higher levels of poverty tended to have lower voter turnout rates.

Radio campaigns that emphasize economic costs of corruption can decrease voting for vote-buying parties

A recent study in India showed that an anti-corruption radio campaign decreased the vote share of parties that engaged in vote-buying by 6-10 percentage points. Rather than making a moral appeal against vote-buying, the radio campaign emphasized how candidates who buy votes are likely to recoup the costs of vote-buying by stealing public money once in office, instead of using that money for public services like schools and electricity. The total cost of the radio campaign (including producing and airing the ads on 30 radio stations) was \$23,000; the campaign persuaded 130 voters per dollar spent to vote for parties that didn't engage in vote-buying⁵. This study shows that radio messages can be a low-cost, safe, and effective means to deflect electoral support away from parties that buy votes.

In addition, in 2013, a study conducted by researchers at MIT and the University of California, Berkeley, tested the effectiveness of an anti-corruption radio campaign in Kenya. The campaign emphasized the economic costs of corruption and encouraged listeners to vote for candidates who had not been implicated in corruption scandals⁶. The study found that the radio campaign was effective in reducing support for candidates who were known to engage in vote-buying. Voters who were exposed to the campaign were less likely to vote for these candidates than those who were not exposed to the campaign. In addition, voters who were exposed to the campaign were more likely to report that they had voted for a candidate who they believed was less corrupt.

Media and SMS interventions can encourage corruption reporting

⁵ https://www.povertyactionlab.org/sites/default/files/research-paper/Diminishing-the-Effect-of-Vote-Buying_Jan2019.pdf

⁶ <https://www.africasvoices.org/2022/12/02/deploying-common-social-accountability-platform-to-tackle-corruption-in-kenya/>

A 2019 study in Nigeria tested the effects of a campaign that encouraged citizens to report corruption by text message. The campaign showed a film featuring actors reporting corruption and sent a mass text message that reduced the effort required to report corruption⁷. The campaign sought to reduce two major barriers to adopting new actions: the perception that no one else will join (a problem of social norms) and minor logistical or technical barriers (a problem of personal and structural capacity). The campaign elicited 241 concrete corruption reports from 106 small southern Nigerian communities, 1.7 times more concrete corruption reports than 1 year of the previous nationwide corruption-reporting campaign. This study shows that a low-cost media and communication intervention can induce corruption reporting.

Further:

1. A study published in the Journal of African Elections in 2013 examined the impact of media campaigns on corruption reporting in Kenya. The study found that exposure to media campaigns, particularly those that emphasized the negative effects of corruption, increased the likelihood that citizens would report corrupt behavior to authorities.
2. Another study, published in the International Journal of Communication in 2016, examined the effectiveness of SMS campaigns in promoting accountability and transparency in Kenya. The study found that SMS interventions were effective in increasing citizens' awareness of corruption and encouraging them to report corrupt behavior.
3. A 2018 study published in the Journal of Politics in Africa examined the impact of media campaigns on voter behavior in Kenya. The study found that exposure to media campaigns that highlighted corrupt behavior by politicians decreased support for those politicians in subsequent elections.
4. A 2019 study published in the International Journal of Communication examined the impact of social media campaigns on corruption reporting in Kenya. The study found that social media campaigns were effective in increasing citizens' awareness of corruption and encouraging them to report corrupt behavior.

1.3. The Objectives

The main objective of this study was to conduct a nationwide assessment **on Voter Apathy during the 2022 General Elections**. The specific study's objectives were as follows:

1. Identify the reasons for voter apathy and low voter turnout amongst the following age groups:
 - 18-35;
 - 35-50;
 - Above 50 years – (the assumption is that there may be varying reasons for the different age cohorts).
2. Establish the correlation between civic/voter education and voter turnout.
3. Provide recommendations for future voter education interventions to ensure that the levels of apathy are reduced and voter turnout and participation of citizens in electoral processes are improved.

⁷ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6415959/>

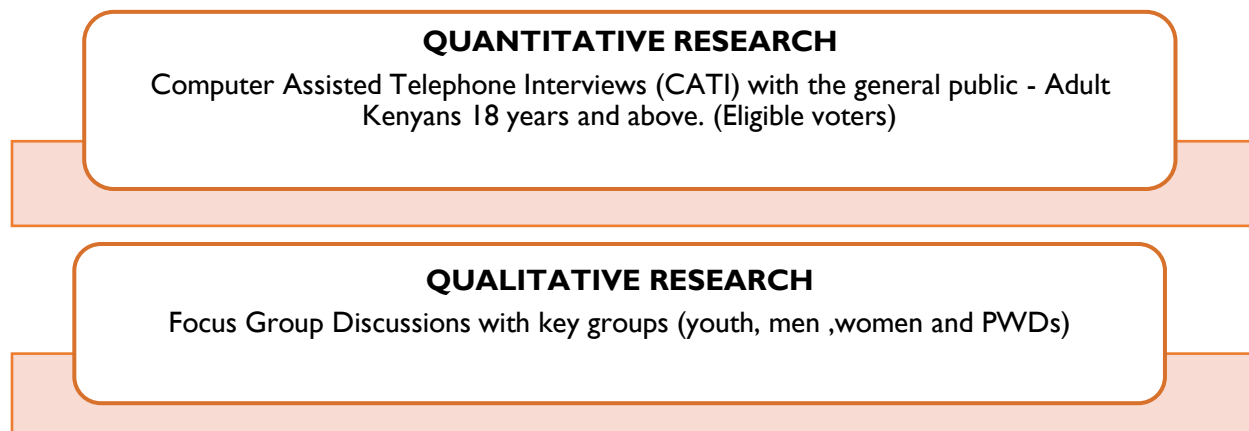
I.4. Scope of Work

The scope of the work in this assessment involved the collection of quality data, data processing (cleaning and analysis), and reporting. The study was conducted nationally, covering all 47 counties of Kenya.

2.0. STUDY APPROACH AND METHODOLOGY

2.1. Research Design

A mixed method approach was adopted to address the objectives of the survey, this entailed a blend of quantitative and qualitative research approaches. Quantitative approach was relied on to tabulate the numbers behind each attribute in obtaining the views of Kenyans. Qualitative approach on the other hand provided detailed perception and revelations that helped address some of the pressing questions in relation to the study. The figure below highlights the approach utilized for this study:



2.2. Qualitative Research

Qualitative research was conducted mainly through focus Group Discussions. Cumulatively **12** Focus Group Discussions with the youth, men, women and PWDs were conducted. The distribution across the counties and categories is as shown in the table below:

Table 1: FGD Distribution

REGION	COUNTY	Respondent Recruitment Points	FGD CATEGORY	TOTAL FGDs
COAST	MOMBASA	Changamwe, Likoni, Kisauni, Mombasa Island	Urban-Mixed Gender: Age 18- 25 years	2
			Urban-Mixed Gender: Age 36+	
CENTRAL	NYERI	Mathira, Kieni, Tetu, Othaya, Nyeri Central	Rural-Mixed Gender: Age 18- 25 years	2
			PWDs-Mixed Age and Gender	
NORTH EASTERN	GARISSA	Garissa Township	Urban-Male: Age 18- 25 years	2
			Urban-Female: Age 36+	

REGION	COUNTY	Respondent Recruitment Points	FGD CATEGORY	TOTAL FGDs
LAKE REGION	KISUMU	Ahero	Rural-Mixed Gender: Age 36+	2
		Kisumu town, Nyalenda, Kondele Nyamasare,	Urban-Mixed Gender: Age 26- 35 years	
RIFT VALLEY	UASIN GISHU	Kapsaos, Kiplombe and Kuinet	Rural-Mixed Gender: Age 18- 25 years	2
		Kilimani. Langas, Annex and Kimumu	Urban-Mixed Gender: Age 26-35 years	
NAIROBI	NAIROBI CITY	All sub counties in Nairobi	PWDs- Mixed Gender and Age	2
			Mixed Gender: Age 18- 25 years	
TOTAL				12

The rationale for the distribution of the FGDs as herein presented was to ensure representation of the:

- PWDs,
- Communities living within **MARGINALIZED** Areas
- Areas with lower and high **VOTER TURNOUT** are represented
- The capital of the country **NAIROBI**

2.3. Quantitative Research

Quantitative approach aided to tabulate the numbers behind each attribute in obtaining the views of Kenyans. A structured questionnaire integrating both closed-ended and open-ended questions was used in administering Computer Assisted Telephone Interviews (CATI) to the target population. The questionnaire covered all significant areas of exploration. The general public was the target population for the quantitative study. The rationale behind the use of CATI was due to its efficiency and quality control of the collected data was assured. All the health recommendations and protocols were strictly adhered to throughout the entire process of administering the interviews.

The study questionnaire was tested in a pilot survey before actual data collection was conducted. This allowed for the evaluation of the questions' relevance, clarity, and flow.

2.4. Infotrak's CATI Detailed

A front-end interactive computer system called Computer Assisted Telephone Interviews (CATI) was utilized to facilitate survey execution using a computerized telephone. While administering the survey, responses were simultaneously input into the computer system. The interview sessions were started by each CATI interviewer (ICI), who were seated behind a CATI station. To ensure that every resident of

the randomly sampled locations had a possibility of being included in the survey, the CATI system chose respondent's numbers at random from a database of prospective contacts.

2.5. Sampling Strategy

The survey sample was distributed using Probability Proportional to Size (PPS) sampling method. The Universe sample was determined from Adult population and the population of Persons with Disability in all the 47 counties estimated to be a population of 25,709,463 persons and 333,520 persons (2019 KNBS Census). With a 10% non-response rate, the overall maximum margin of error that would be realized was $\pm 2.53\%$ at 95% confidence level.

A sample of 1300 was drawn for the adult population and an extra 213 was drawn for the population of People Living with Disability (purposively selected). The sample elements were then selected independently from each stratum in a manner consistent with the measurement objectives of the survey.

2.6. Distribution

The survey covered 1,300 respondents from the General Public drawn from all the eight regions, in the country as presented below:

Table 2: Sample Distribution - General Public

REGION	Adult Population (Millions)	Regional Proportions	Sample (n)
COAST	2.3	9%	118
NORTH EASTERN	1.0	4%	52
EASTERN	3.9	15%	195
CENTRAL	3.4	13%	174
RIFT VALLEY	6.6	26%	332
WESTERN	2.5	10%	125
NYANZA	3.2	12%	160
NAIROBI	2.9	11%	145
TOTAL	25.7	100%	1300

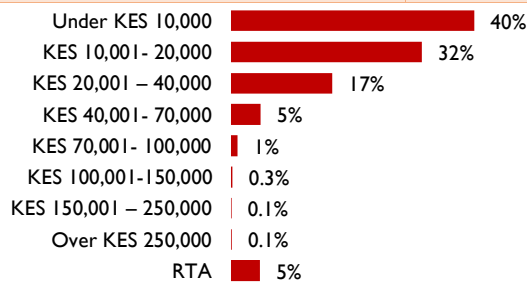
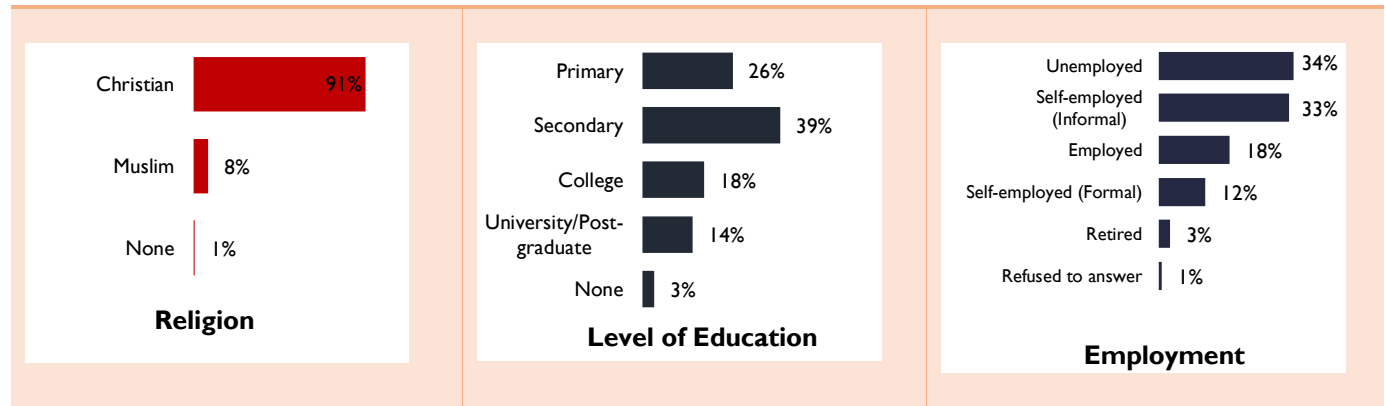
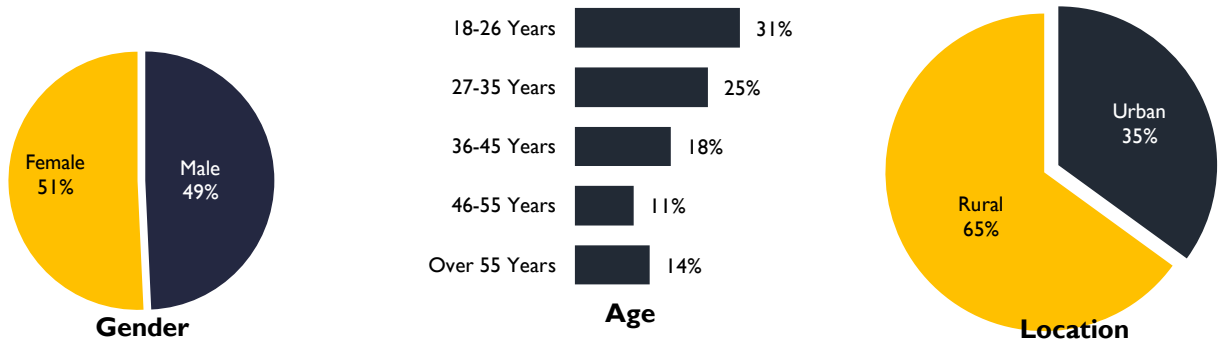
On the other hand, for PWDs the survey targeted 213 respondents distributed as follows:

Table 3: Sample Distribution - PWDs

Description		Proportion	Sample
Gender	Male	55%	117
	Female	45%	96
Age	18-26 Years	12%	25
	27-35 Years	21%	45
	36-45 Years	24%	52
	46-55 Years	28%	59
	Over 55 Years	15%	32
TOTAL		100%	213

2.7. Respondent Demographics

The study targeted both females (51%) and males (49%). A significant proportion of the study participants were within the 18-26 years age range, followed by those aged between 27-35 years. The other surveyed participants fell within the 36-45 years (18%), 46-55 years (11%), and over 55 years (14%), age brackets. In terms of location, the survey covered 65% rural, and 35% urban residents. Further, the survey also targeted the unemployed (34%), the self-employed in the informal sector (33%) as well as formal sector (12%) and the employed (18%), only 3% of the surveyed respondents indicated they had retired, as presented below:



Monthly Household Income

3.0. STUDY FINDINGS

3.1. Voter Education During the 2022 Election Period

3.1.1. Access to Voter Sensitization and Education Messages During The 2022 General Election Period

A majority (66%) of the surveyed respondents affirmed that they/someone they knew had access to messages promoting awareness and education about voting during the 2022 general elections period. On the other hand, 32% reported that they/someone they knew did not receive any voter sensitization/education message during the election period. Notably, 3% of the survey participants were uncertain about whether or not they/someone they knew had received any voter sensitization and education message, as shown below:

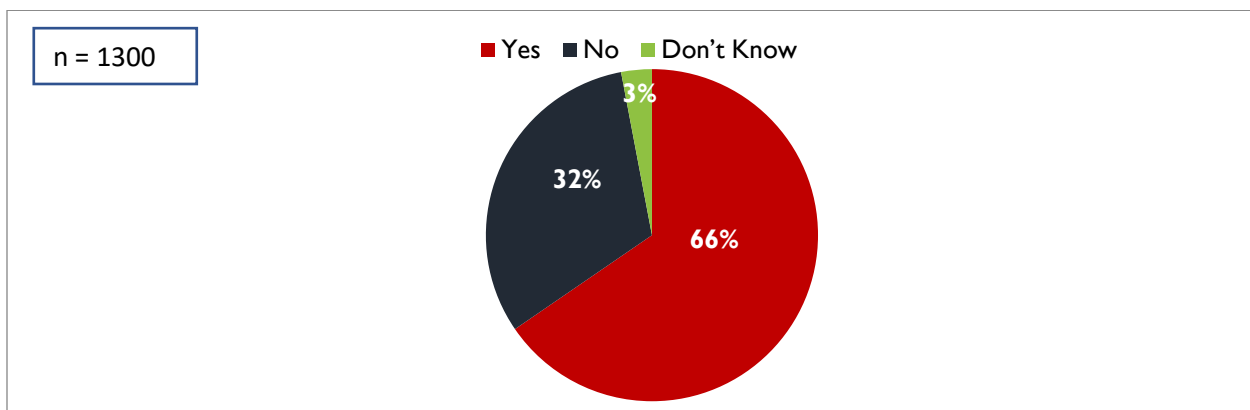


Figure 2: Receipt of Voter Sensitization and Education Message

n=1300

Qn: Now, focusing on voter education, did you or anyone you know receive any voter sensitization and education message during the 2022 general election period?

Regionally, a majority of Kenyans across most of the regions had received/ knew someone who had received voter sensitization and awareness messages in the run-up to the 2022 general elections. Findings from the study indicate that Western (75%), Nyanza (71%), Rift Valley (70%) and Central Kenya (68%) accounted for the regions with the highest proportions of surveyed residents who had access to the voter sensitization message. On the flipside, half (50%) of the surveyed respondents from North Eastern region had not accessed voter education and awareness messages during the 2022 general election period, as shown in the figure below:

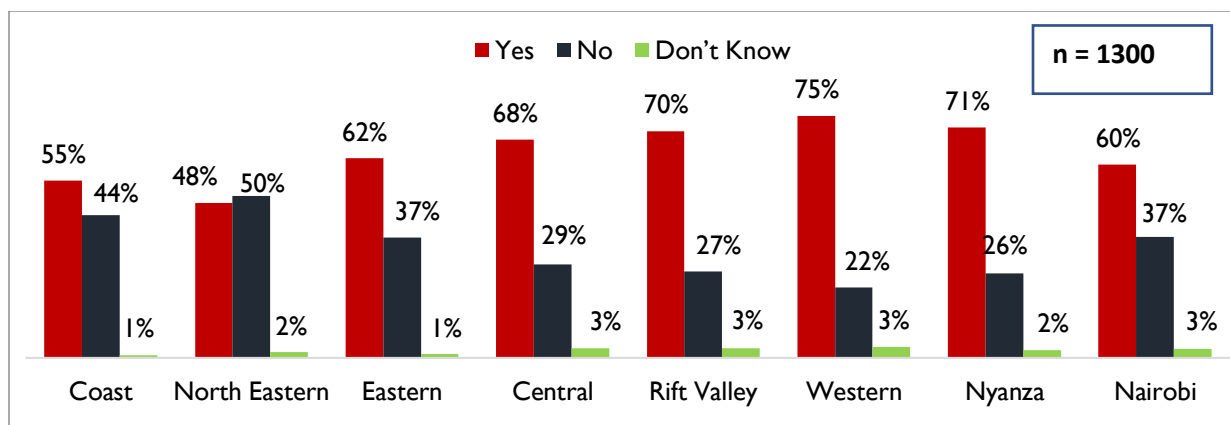


Figure 3: Receipt of Voter Sensitization and Education Message by Region

Qn: Now, focusing on voter education, did you or anyone you know receive any voter sensitization and education message during the 2022 general election period?

Further, slightly more males (67%) than their female counterparts (65%) highlighted that they/someone they knew had received some form of voter education and sensitization message in the 2022 general election period. In terms of age, a majority of those who had received voter sensitization messages fell within the 27 – 55-year age bracket. 67% and 64%, of those aged between 36-45 years and 46-55 years respectively, reported having received/knew someone who had received a voter sensitization message as presented in the figure below:

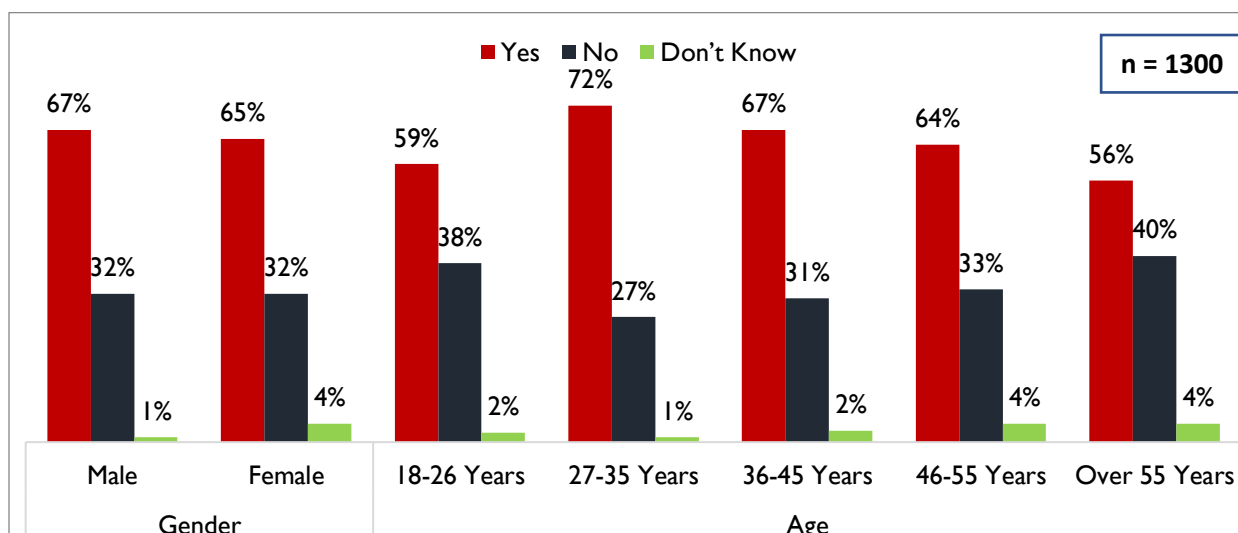


Figure 4: Receipt of Voter Sensitization and Education Message by Gender and Age

Qn: Now, focusing on voter education, did you or anyone you know receive any voter sensitization and education message during the 2022 general election period?

A significant proportion of surveyed respondents who were exposed to voter education messages during the previous general elections had obtained post-secondary education qualifications such as college (72%) and university/post-graduate qualification (71%). Those who had completed secondary school and primary

education accounted for 65% and 61% of the surveyed respondents. In addition, about five in every 10 (56%) of the surveyed Kenyans who had no formal education affirmed that they had received voter sensitization and education messages, as presented below:

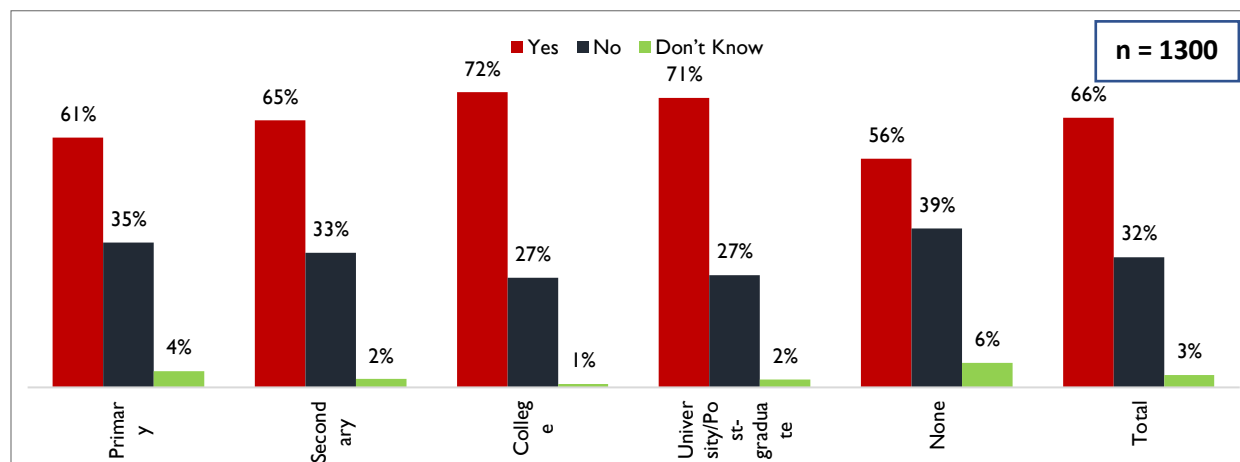


Figure 5: Receipt of Voter Sensitization and Education Message by Gender

Qn: Now, focusing on voter education, did you or anyone you know receive any voter sensitization and education message during the 2022 general election period?

3.1.2. Platforms used to access Voter Sensitization and Education Messages during the 2022 General Election Period

Approximately six in every ten (57%) of the surveyed respondents who acknowledged that they/someone they knew had received voter sensitization and education messages in the last general election mostly relied on television as their main source of information. Other key platforms relied on to access voter sensitization messages in the last general election were SMS (35%), Radio (27%), physical gatherings (18%), word of mouth (17%), and social media (12%).

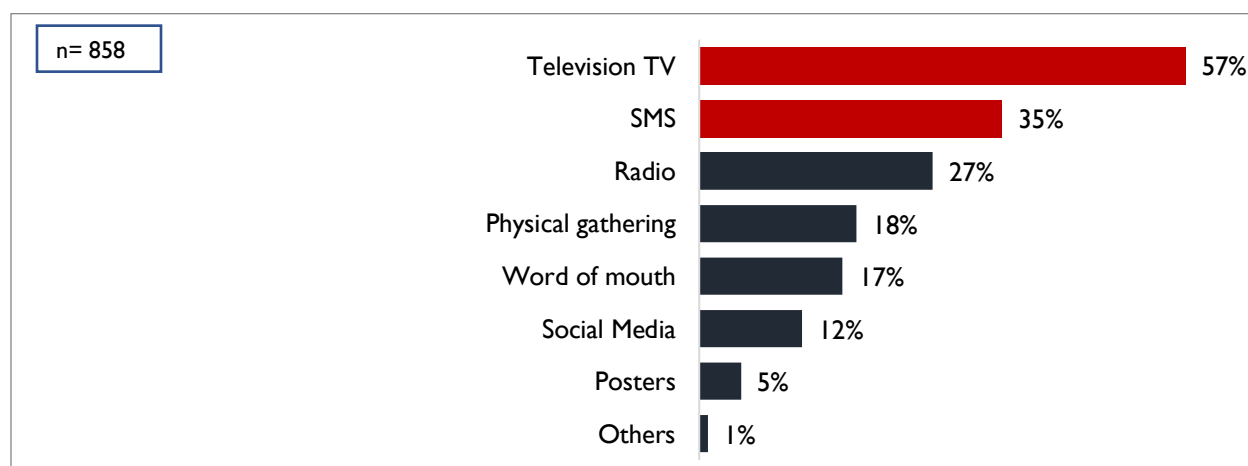


Figure 6: Platforms used to receive Messages

Qn: If yes, through which platform did you receive the message?

In tandem with these findings, during FGDs, the key platforms that the surveyed respondents mentioned they had received voter sensitization and education messages included television, radio, physical gathering, social media and posters. Some of them had the following to say:

“...Physical gathering, campaign and road shows being done by the NGOs...” -FGD Participant, Nyeri

“...From Safaricom and the IEBC...” -FGD Participant, Kisumu

“...I received from the TV and Radio shows...” -FGD Participant, Nyeri

“...There was an advert on TV on election but on the ground, I think I heard it once in Kongowea...” -FGD Participant, Mombasa

“...Posters...” – PWD, Nyeri

3.1.3. The influence of voter sensitization and education messages on participation in elections

The survey found that a majority (71%) of the surveyed respondents who highlighted that they/someone they knew had received voter sensitization and education messages in the last general election had been influenced by the voter sensitization/education messages in deciding whether or not to participate in the 2022 Kenyan general elections. While 28% stated that the voter sensitization/education message did not influence them in any way to/or not to exercise their civic right, a paltry 1% were unsure if the messages had any impact on their decision to participate in the election.

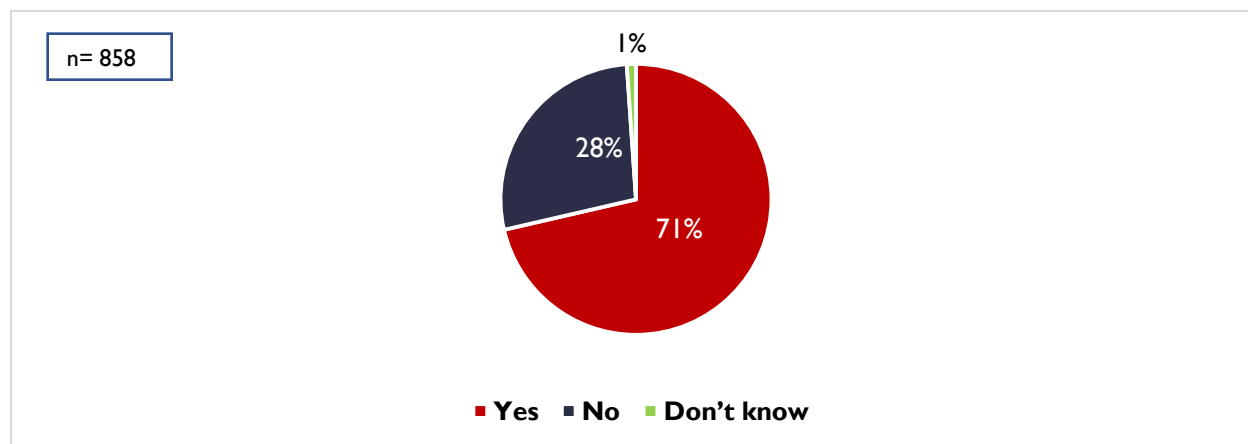


Figure 7: Influence of voter sensitization and education messages on participation in elections

Qn: Did the sensitization and education message received influence your decision to or not to participate in the 2022 general elections?

In line with this, findings from the qualitative phase indicate that voter sensitization/education had positive outcomes on the FGD participants with a majority of them admitting that, the messages influenced them to vote. Some of them had the following to say:

“... It did because it made me vote for leaders that were promising and would bring positive change in the community...” -FGD participant, Nairobi

“...It did because I was constantly reminded of the voting date and day...” -FGD Participant, Nyeri

“.. I did not get any voter sensitization message...” -FGD Participant, Mombasa

“...I did because it was persuasive...” - FGD Participant, Kisumu

“...It didn't change anything because it is something that I had heard of over and over...” -FGD participant, Garissa

“...It did; it was repetitive...” - FGD Participant, Eldoret

“...It never had any impact on me...” - FGD Participant, Nairobi

Analysis by region indicates that a considerable number of Kenyans who were influenced by voter education and awareness campaigns to either engage or abstain from the 2022 general election were from Eastern (84%), North Eastern (77%), Coast (74%), and Rift Valley (74%) regions, as shown below.

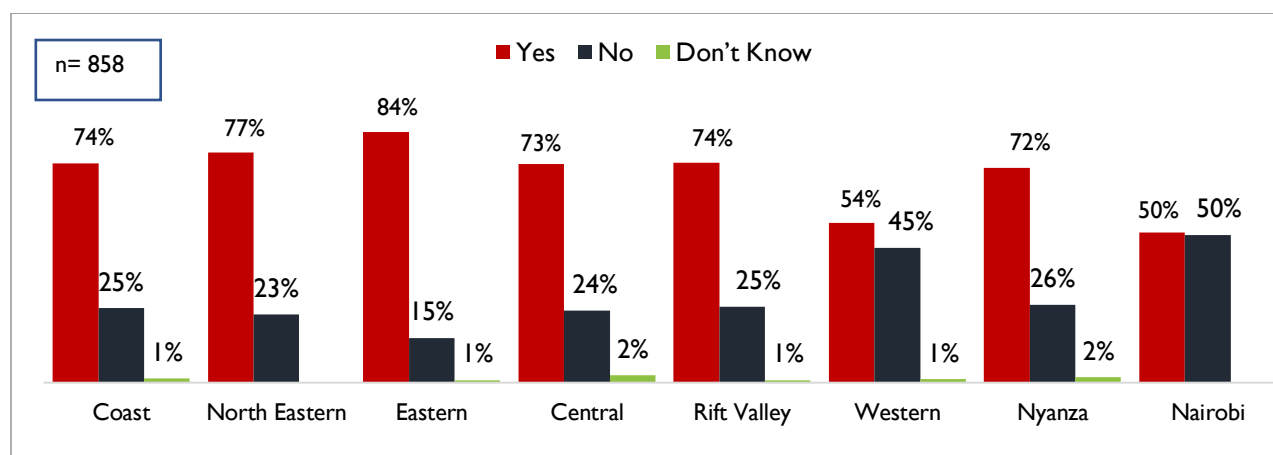


Figure 8: Influence of voter sensitization and education messages on participation in elections by Gender

Qn: Did the sensitization and education message received influence your decision to or not to participate in the 2022 general elections?

Gender wise, the impact of campaigns aimed at sensitizing and educating voters was more significant for females (75%) as compared to males (66%). In terms of age, voter sensitization/education had more effect for those aged above 55 years (81%) and young adults aged between 27 - 35 years (73%). The figure below gives an overall outlook:

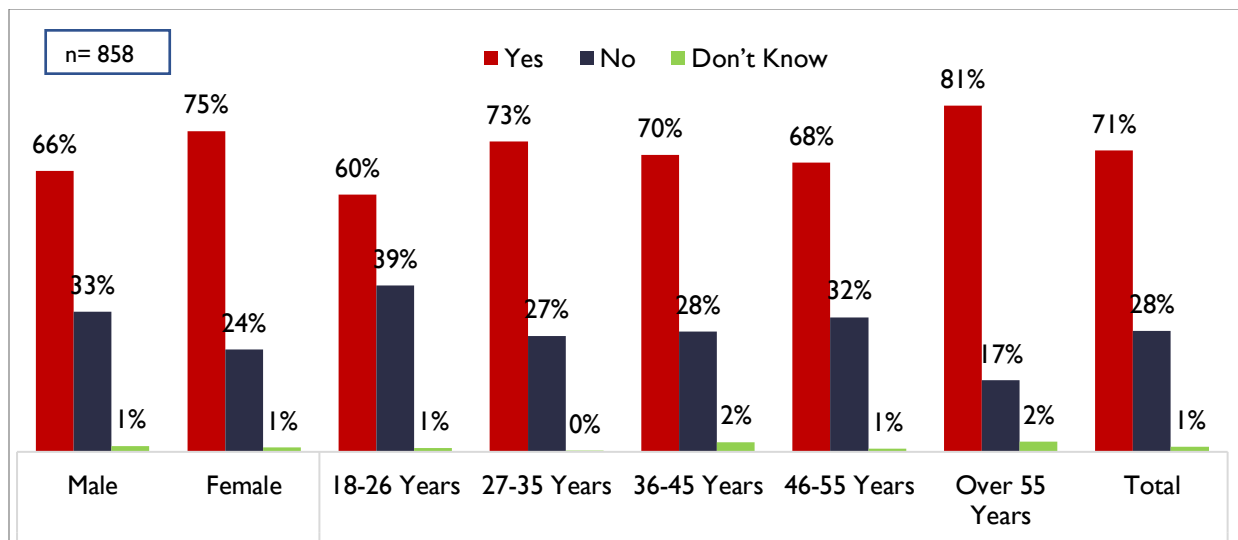


Figure 9: Influence of Voter Sensitization and Education Messages on Participation in Elections by Gender

Qn: Did the sensitization and education message received influence your decision to or not to participate in the 2022 general elections?

The study further established that voter sensitization and education campaigns during the 2022 elections had the greatest impact on Kenyans who lacked formal education (75%), followed by those with primary education qualification (74%), and those with a secondary school certification (73%). In contrast, individuals with higher levels of education were less likely to be influenced by voter education campaigns compared to those with lower education levels, as demonstrated in the figure below.

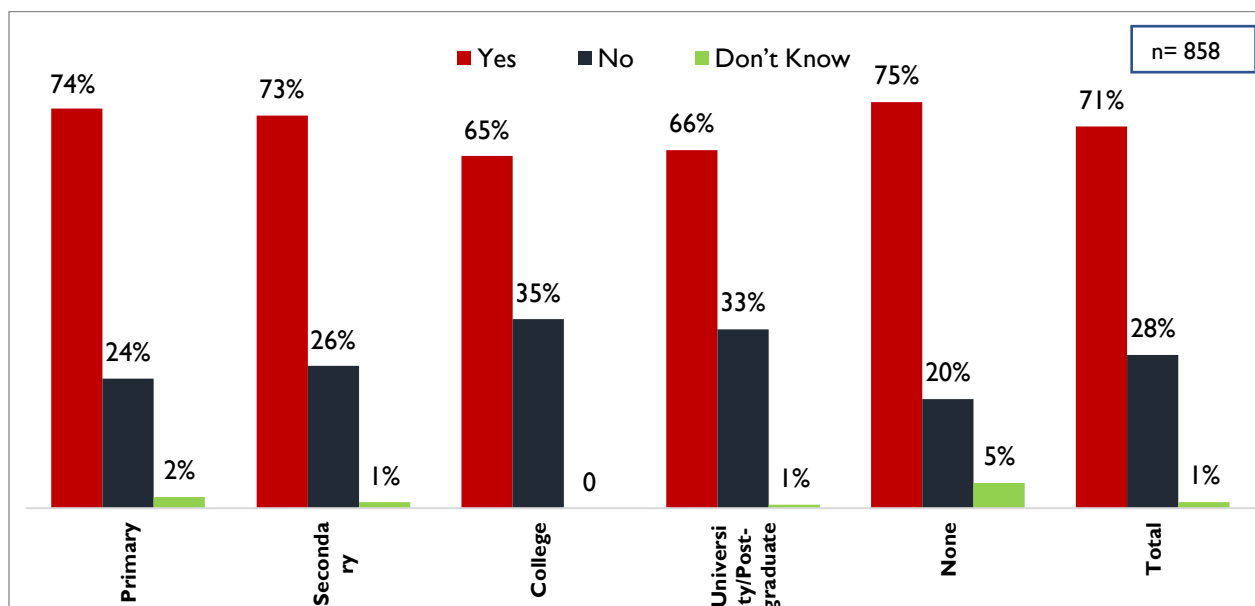


Figure 10: Influence of Voter Sensitization and Education Messages on Participation in Elections by Education

Qn: Did the sensitization and education message received influence your decision to or not to participate in the 2022 general elections?

3.1.4. Visibility of Media Voter Education Campaigns

A majority (79%) of the surveyed Kenyans who mentioned that they/someone they knew had received voter sensitization and education messages in the last general election remember hearing whereas 71% recall seeing a media voter education campaign during the 2022 General Election period. Detailed findings are as presented below:

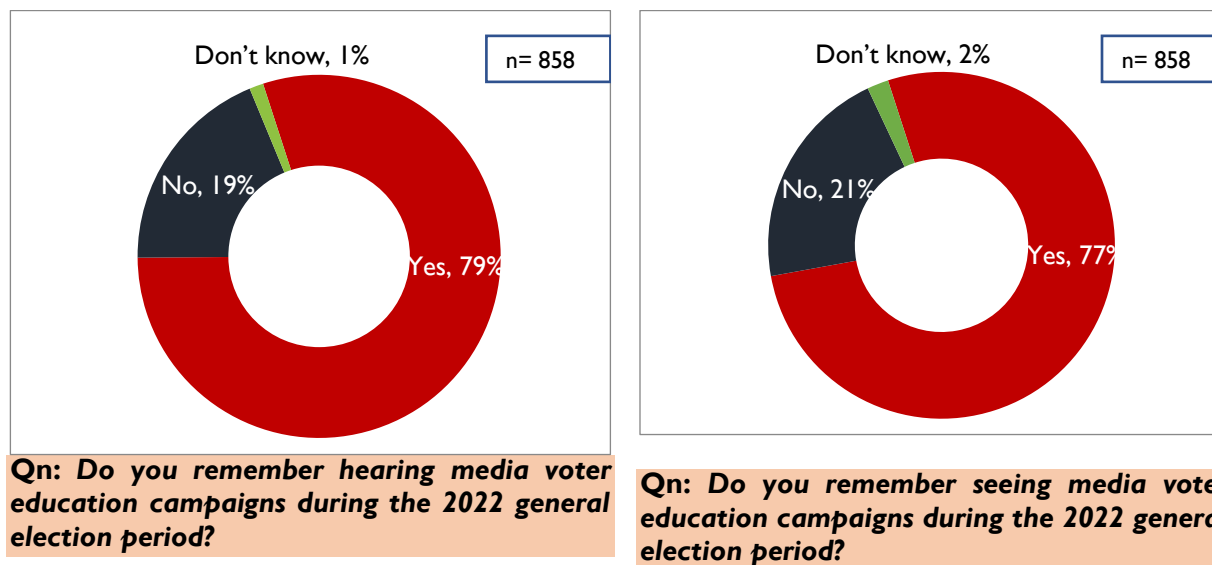


Figure 11: Visibility of the Media Voter Education Campaigns

Similarly, sentiments from the qualitative phase indicate that a majority of the discussants had either heard or seen media voter education campaigns during the 2022 general election period. The participants had seen/heard the campaigns in traditional media platforms such as television, radio and newspapers. Other platforms, which were cited, include digital platforms and social media as well as in public areas (posters and billboard). Regionally, Western (87%), Rift Valley (82%), and Central (80%), stood out as the regions with the highest proportions of Kenyans who recollected hearing media voter education campaigns during the 2022 general elections. On the other hand, those who recalled seeing the campaigns were predominantly from Western (82%), Rift Valley (80%), and Nyanza (79%), regions, as presented below:

Table 4: Visibility of the Media Voter Education Campaigns by Regions

	Seeing	Hearing
Coast	72%	72%
North Eastern	63%	67%
Eastern	77%	79%
Central	75%	80%
Rift Valley	80%	82%
Western	82%	87%
Nyanza	79%	77%
Nairobi	78%	77%
Total	77%	79%

n=1300

Qn: Do you remember hearing/seeing media voter education campaigns during the 2022 general election period?

Analysis by gender shows that slightly more females than males recalled either hearing (80%) or seeing (78%) media voter education campaigns during the 2022 general election period. Age wise, surveyed respondents aged between 46 - 55 years (83%), 27 - 35 years (81%) and 36 - 45 years old (80%) more than their counterparts from other age groups, remember hearing a media voter education campaign in the run up to the 2022 general elections. Notably, as compared to their counterparts from other age groups, those aged 27 - 35 years (81%) recalled seeing a media voter education campaign during the 2022 election period, as presented below:

Table 5: Visibility of the Media Voter Education Campaigns by Gender and Age

		Seeing	Hearing
Gender	Male	77%	78%
	Female	78%	80%
Age	18-26 Years	76%	78%
	27-35 Years	81%	81%
	36-45 Years	76%	80%
	46-55 Years	79%	83%
	Over 55 Years	67%	69%
	Total	77%	79%

n=1300

Qn: Do you remember hearing/seeing media voter education campaigns during the 2022 general election period?

3.1.5. Sponsors of Media Voter Education

About two in every five (44%) of the surveyed Kenyans associate media voter education campaigns during the 2022 general elections period with the Independent Electoral and Boundaries Commission (IEBC). Other key associations include candidates (13%), political parties (11%), religious organizations (6%) and Uraia Trust (3%), as shown below:

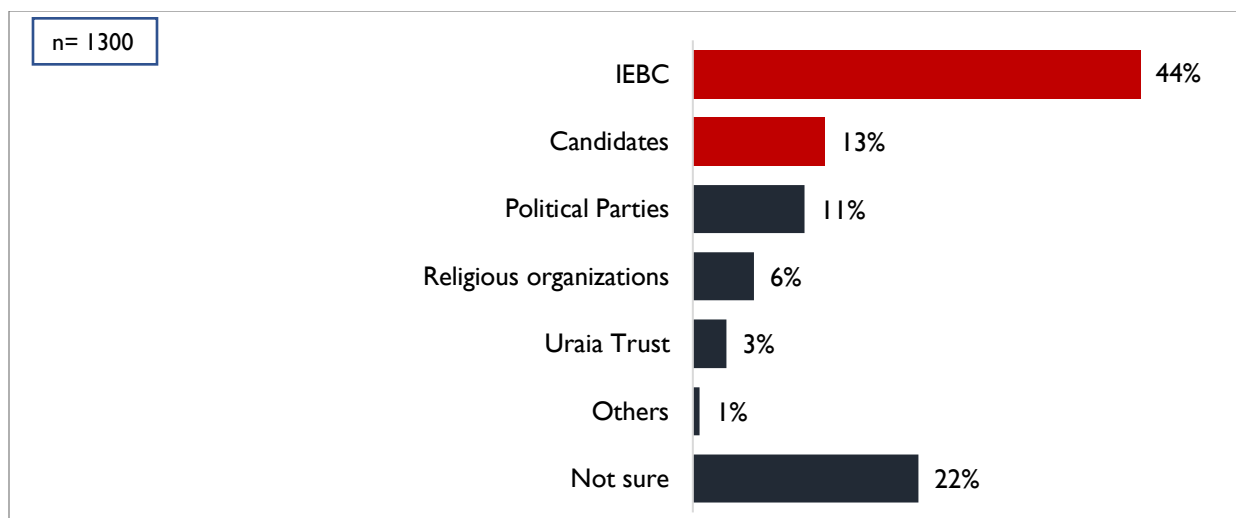


Figure 12: Associations of Media Voter Education Campaigns

Qn: Who do you associate with or think sponsored the media voter education campaigns during the 2022 general elections period?

Likewise, participants from the FGDs acknowledged that they associated the IEBC, political parties, NGOs, Uraia and political candidates with the media voter education campaigns during the 2022 general elections period?

Regionally, the Independent Electoral and Boundaries Commission (IEBC) stood out more for surveyed respondents from the Rift Valley (52%) and Central (51%). Candidates were cited more by surveyed respondents from Nyanza (18%) and Western (17%), whereas political parties stood out more for surveyed respondents from Nairobi (17%) and Coast (17%), as presented in the table below.

Table 6: Associations of Media Voter Education Campaigns by Region

	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
IEBC	37%	42%	44%	51%	52%	40%	42%	31%	44%
Candidates	11%	5%	16%	5%	14%	17%	18%	13%	13%
Political Parties	17%	13%	14%	9%	9%	8%	6%	17%	11%
Religious organizations	4%	2%	1%	4%	4%	5%	13%	19%	6%
Uraia Trust	1%	2%	1%	2%	6%	5%	3%	4%	3%
Others	2%	-	-	1%	0%	1%	1%	1%	1%
Not sure	29%	35%	25%	29%	17%	25%	18%	15%	22%

n=1300

Qn: Who do you associate with or think sponsored the media voter education campaigns during the 2022 general elections period?

Findings in terms of gender mirror the overall findings as presented in table 7 below:

Table 7: Associations of Media Voter Education Campaigns by Gender and Age

	Gender		Age					Total
	Male	Female	18-26 Years	27-35 Years	36-45 Years	46-55 Years	Over 55 Years	
IEBC	45%	43%	42%	47%	47%	38%	38%	44%
Candidates	16%	10%	20%	11%	10%	19%	10%	13%
Political Parties	9%	13%	8%	13%	10%	9%	12%	11%
Religious organizations	6%	6%	5%	6%	6%	8%	5%	6%
Uraia Trust	3%	4%	3%	3%	4%	3%	3%	3%
Others	1%	-	-	1%	0%	1%	-	1%
Not sure	20%	24%	22%	19%	23%	21%	32%	22%

n=1300

Qn: Who do you associate with or think sponsored the media voter education campaigns during the 2022 general elections period?

3.1.6. Sponsors of Media Voter Education

The main aspects of media voter education that the surveyed respondents were educated on include; how to vote (85%), election procedures and rules (60%), leadership and integrity (53%) and qualifications for various elective seats (53%). Other key areas that the surveyed respondents admitted being educated on include election penalties (49%) and political rights (49%), as shown below:

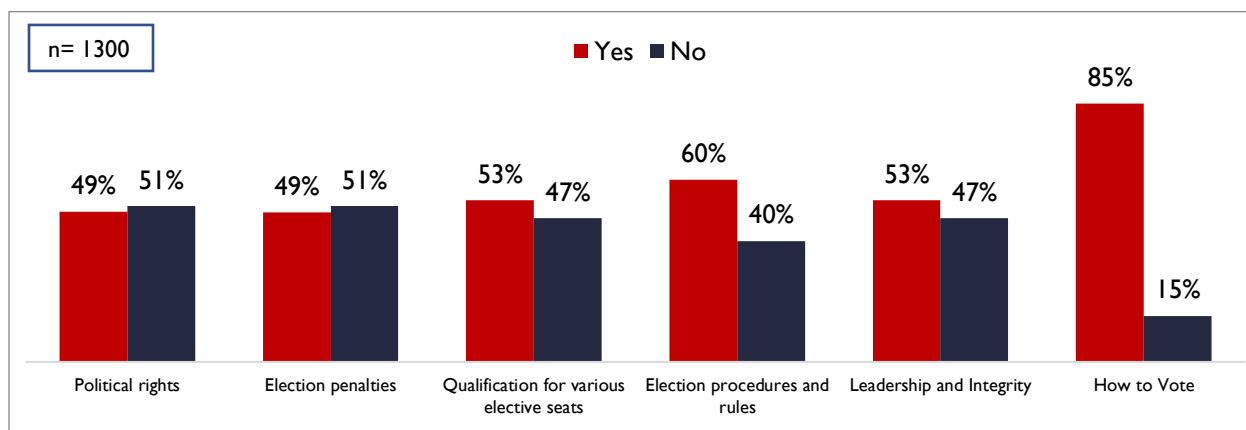


Figure 13 : Main Aspect of Voter Education the Surveyed respondents were educated on

Qn: During the 2022 general elections, which main aspect were you educated on?

Focus group discussants had the following recommendations to make regarding voter education and sensitization

“...They should give a chance to the youth who can speak all the three languages well to educate the people in the village for them to understand. The issue sometimes is language barrier...” -FGD Participant, Nyeri

“...They should pass information through the radio. Information should also be passed to people through barazas. People here listen to chiefs...” -FGD Participant, Garissa

“...The local media should participate in carrying out the education because they use vernacular language...” - **FGD Participant, Kisumu**

“...During campaigns, politicians should take the initiative to educate people on the electoral processes and the importance of voting...” -**FGD Participant, Nyeri**

“...celebrities as the main character looks like a joke to me. Why not use people with serious and persuasive characters?” -**FGD Participant, Mombasa**

3.2. Voter Apathy

A majority (54%) of Kenyans who acknowledged that they voted, voted to elect the leaders they wanted, 41% voted because they considered it their civic duty, whereas 32% voted since they believed their vote would bring the change they desired. Only 3%, of Kenyans voted since they were influenced by others (3%), to do so. Detailed findings are as presented below:

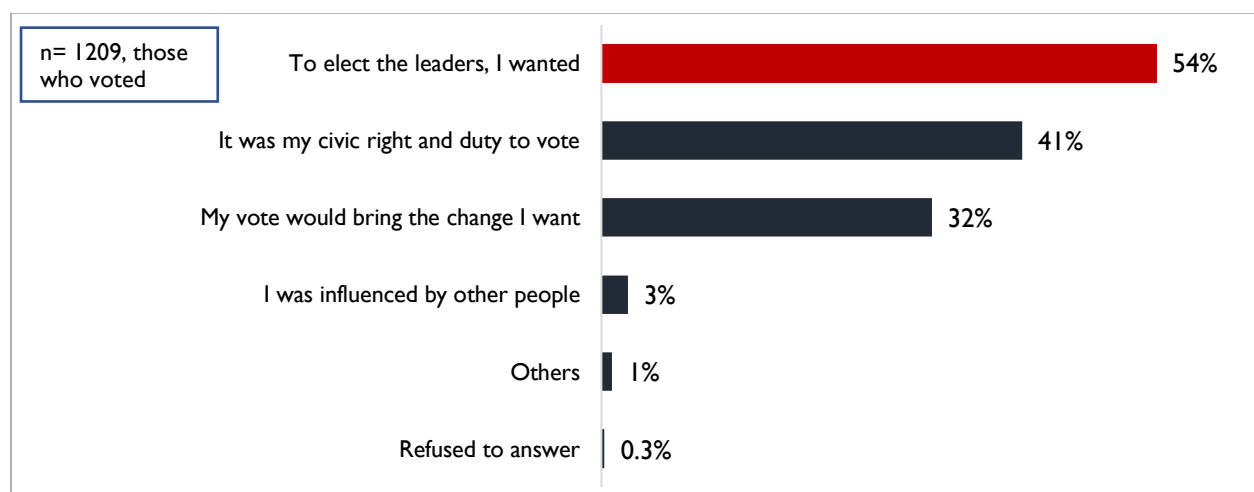


Figure 14: Reasons for Voting

Qn: If YES, why did you vote during the general elections?

In tandem with this, findings from the qualitative phase indicates that Kenyans mainly voted to elect the leaders of their choice, to bring about change, to exercise their democratic right to vote, while a few were influenced by others/peer influence. Some of them had the following to say:

“...I wanted a change of leaders of which I believed would bring economical change in the country...” -**FGD participant, Nairobi**

“...First, I voted because it's my right to vote as a Kenyan citizen. Secondly, I voted to choose the leaders I wanted...” -**FGD participant, Kisumu**

“...I wanted to elect leaders of my choice...” -**FGD participant, Garissa**

“...I voted due to peer pressure, but it was my own decision at some point...” -**FGD participant, Eldoret**

“...Some posts I was influenced by other but for others I made my own decision...” -FGD participant, Mombasa

“...It was my own decision. It was a challenge but I made it...” -FGD participant, PWD NAIROBI

“...Because it was my right to vote and because everybody was voting. Some were asking me if I have voted and that motivated me. But, actually, I didn't see any benefit of voting. ...” -FGD participant, PWD NAIROBI

Generally, Kenyans believe that lack of trust in the electoral process (33%), lack of interest in the election (32%), and the belief that the election would be rigged (20%) are the key drivers of voter apathy. Other perceived key drivers include the belief that preferred candidates would not win (15%), lack of money to travel to polling stations (14%), lack of knowledge about the electoral process (12%), and the electoral process being tedious (8%).

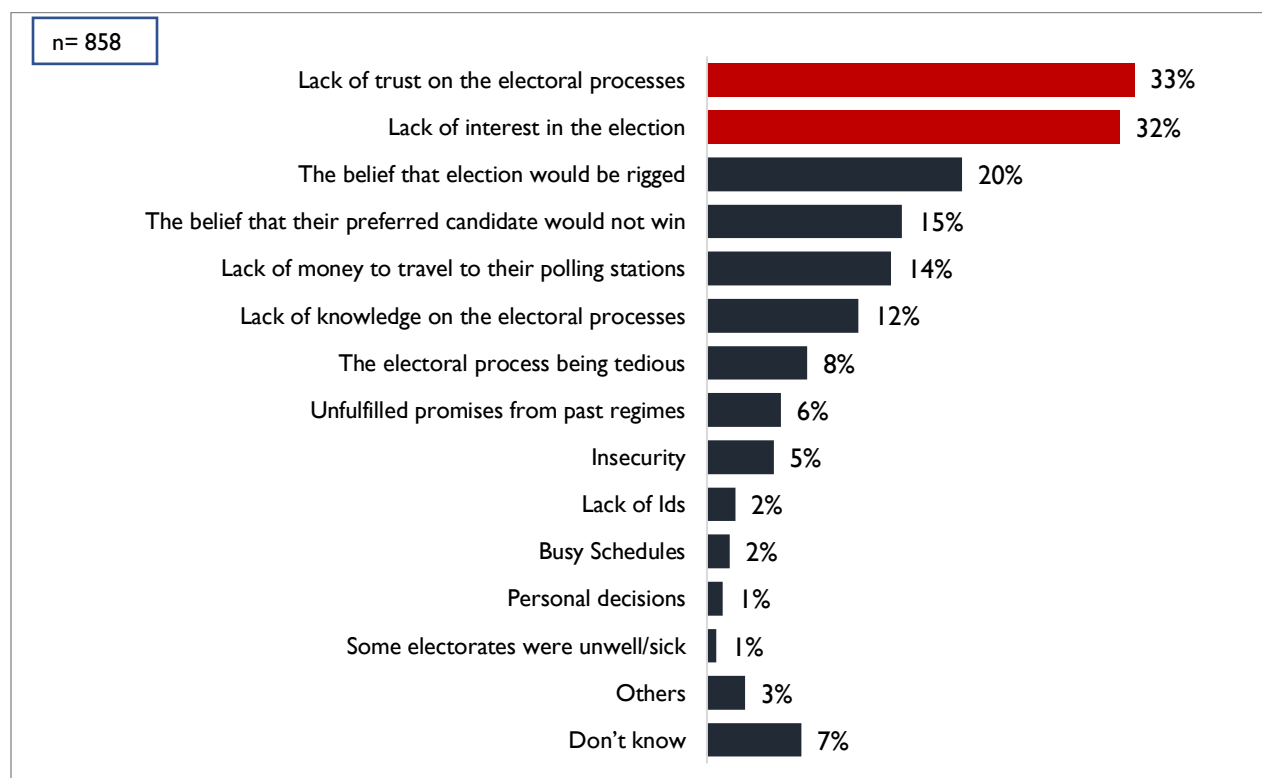


Figure 15: Causes of Voter Apathy

Qn: The IEBC voter turnout report indicates that about 35% of voters never turned up to vote during the August 9th general elections? What do you think could have caused the apathy?

On the other hand, findings from the qualitative phase indicate that surveyed participants did not vote since they were registered as voters in different counties from the ones they resided in and hence could not manage to travel for the purpose of voting. Others didn't have their national identification cards hence couldn't vote as one needs an ID to vote, while some felt like the choice had already been made and their voting would not change the outcome. Highlighted herein below are some of their sentiments.

‘...I did not vote because I lost my ID card on the day of voting...’ - **FGD Participant, Nairobi**

“...I did not vote because I was in Nairobi and missed the window to change my polling station because I was registered in Eldoret...” -**FGD participant, Kisumu**

“...I did not vote because I felt like the decision had already been made. Would you vote knowing that the decision had already been made...” -**FGD participant, Garissa**

“...I did not vote because I knew my preferred presidential candidate would not win...” -**FGD participant, Eldoret**

“...I did not want to vote but because of where I stayed they were very political and surprisingly they even told me who to vote for because they wanted their preferred candidate to win. Although he failed. ...” -**FGD participant, Mombasa**

“...I didn’t vote because I am a registered voter in Nakuru yet I was an IEBC officer in Nairobi. I wouldn’t travel because I was manning my station...” -**FGD participant, PWD Nairobi**

Regionally, Coast (43%) and Western (42%) accounted for the regions with the highest proportion of respondents who cited lack of trust in the electoral process as the main driver for voter apathy. On the other hand, lack of interest in the elections was mostly cited by surveyed residents of Central (43%) and Eastern (40%) regions, more than the other regions. These findings highlight the need for regionally tailored strategies to address the challenges of low voter turnout during elections. Detailed highlights are as presented below.

Table 8: Causes of Voter Apathy by Region

	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
Lack of trust on the electoral processes	43%	20%	33%	29%	31%	42%	35%	30%	33%
Lack of interest in the election	32%	33%	40%	43%	28%	32%	27%	20%	32%
The belief that election would be rigged	17%	28%	19%	18%	14%	24%	29%	22%	20%
The belief that their preferred candidate would not win	16%	18%	12%	11%	16%	14%	18%	17%	15%
Lack of money to travel to their polling stations	14%	18%	11%	17%	19%	6%	16%	8%	14%
Lack of knowledge on the electoral processes	8%	15%	9%	15%	11%	13%	12%	14%	12%
The electoral process being tedious	5%	11%	11%	13%	7%	7%	4%	6%	8%
Unfulfilled promises from past regimes	2%	2%	5%	3%	7%	6%	6%	12%	6%
Insecurity	1%	8%	5%	8%	8%	2%	4%	3%	5%
Lack of Ids	-	-	1%	1%	4%	4%	3%	1%	2%
Busy Schedules	3%	6%	2%	2%	2%	-	-	2%	2%

	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
Personal decisions	1%	-	-	-	1%	3%	4%	2%	1%
Some electorates were unwell/sick	2%	-	-	-	1%	-	1%	1%	1%
Others	5%	9%	3%	2%	2%	2%	3%	1%	3%
Don't know	11%	4%	10%	2%	8%	8%	8%	6%	7%

n=1300

Qn: The IEBC voter turnout report indicates that about 35% of voters never turned up to vote during the August 9th general elections? What do you think could have caused the apathy?

Gender wise, there were no significant differences in perceptions between males and females with both genders espousing almost a similar stance on the causes of voter apathy. In tandem with these findings, interventions aimed at increasing voter turnout should not target specific gender, instead the focus ought to be on addressing broader issues related to the electoral process, such as concerns about integrity, perceived importance, and logistical challenges.

Table 9: Causes of Voter Apathy by Gender and Age

	Gender		Age					Total
	Male	Female	18-26 Years	27-35 Years	36-45 Years	46-55 Years	Over 55 Years	
Lack of trust on the electoral processes	34%	32%	25%	34%	35%	32%	36%	33%
Lack of interest in the election	33%	30%	38%	28%	33%	30%	34%	32%
The belief that election would be rigged	22%	18%	20%	19%	21%	20%	18%	20%
The belief that their preferred candidate would not win	17%	14%	14%	15%	16%	15%	13%	15%
Lack of money to travel to their polling stations	14%	14%	14%	15%	14%	13%	14%	14%
Lack of knowledge on the electoral processes	10%	14%	12%	9%	14%	10%	16%	12%
The electoral process being tedious	8%	7%	6%	8%	8%	9%	6%	8%
Unfulfilled promises from past regimes	6%	6%	5%	6%	7%	5%	4%	6%
Insecurity	6%	5%	6%	4%	5%	7%	5%	5%
Lack of Ids	2%	2%	5%	2%	2%	3%	1%	2%
Busy Schedules	1%	2%	2%	2%	2%	1%	3%	2%
Personal decisions	1%	1%	-	1%	1%	1%	3%	1%
Some electorates were unwell/sick	0.5%	1%	-	1%	1%	0.5%	-	1%
Others	2%	3%	5%	2%	4%	2%	4%	3%
Don't know	5%	9%	8%	7%	7%	9%	6%	7%

n=1300

Qn: The IEBC voter turnout report indicates that about 35% of voters never turned up to vote during the August 9th general elections? What do you think could have caused the apathy?

The study established that individuals without formal education (44%) attributed voter apathy in the 2022 general elections to a lack of trust in the electoral process, more than their counterparts with some form of education. On the other hand, those who had completed secondary education (34%) more than their counterparts cited lack of interest as the main trigger to voter apathy. In addition, the perception that elections would be rigged stood out more for surveyed respondents who had attained primary level education (24%), as illustrated in the table below:

Table 10: Causes of Voter Apathy by Education Level

	Primary	Secondary	College	University/ Post-graduate	None	Total
Lack of trust on the electoral processes	31%	30%	35%	39%	44%	33%
Lack of interest in the election	28%	34%	32%	32%	31%	32%
The belief that election would be rigged	24%	19%	19%	19%	6%	20%
The belief that their preferred candidate would not win	15%	16%	10%	20%	14%	15%
Lack of money to travel to their polling stations	11%	14%	17%	17%	5%	14%
Lack of knowledge on the electoral processes	11%	12%	12%	12%	8%	12%
The electoral process being tedious	9%	8%	6%	8%	6%	8%
Unfulfilled promises from past regimes	6%	4%	10%	5%	6%	6%
Insecurity	5%	6%	6%	3%	6%	5%
Lack of Ids	2%	2%	3%	2%	3%	2%
Busy Schedules	1%	2%	1%	4%	3%	2%
Personal decisions	3%	1%	2%	-	-	1%
Some electorates were unwell/sick	0.3%	1%	1%	1%	3%	1%
Others	4%	2%	3%	1%	8%	3%
Don't know	11%	7%	5%	4%	11%	7%

n=1300

Qn: The IEBC voter turnout report indicates that about 35% of voters never turned up to vote during the August 9th general elections? What do you think could have caused the apathy?

3.2.1. Limitations Faced by Women towards their Engagement in Electoral Processes

The survey established that, gender discrimination (35%), unfulfilled promises (28%), and lack of knowledge about the electoral process (26%) were the primary constraints that hindered women's involvement in the electoral process. Other key constraining factors include lack of financial support (21%), mistrust in female leadership (19%), and violence (13%). It is against this background that it is recommended that measures be put in place to address the issue of gender discrimination in politics, such as the implementation of affirmative action policies that promote equal representation of women in political leadership positions. Furthermore, it is crucial to address the issue of unfulfilled promises by enforcing

accountability mechanisms for political leaders to ensure they deliver on their promises to the electorate, especially women.

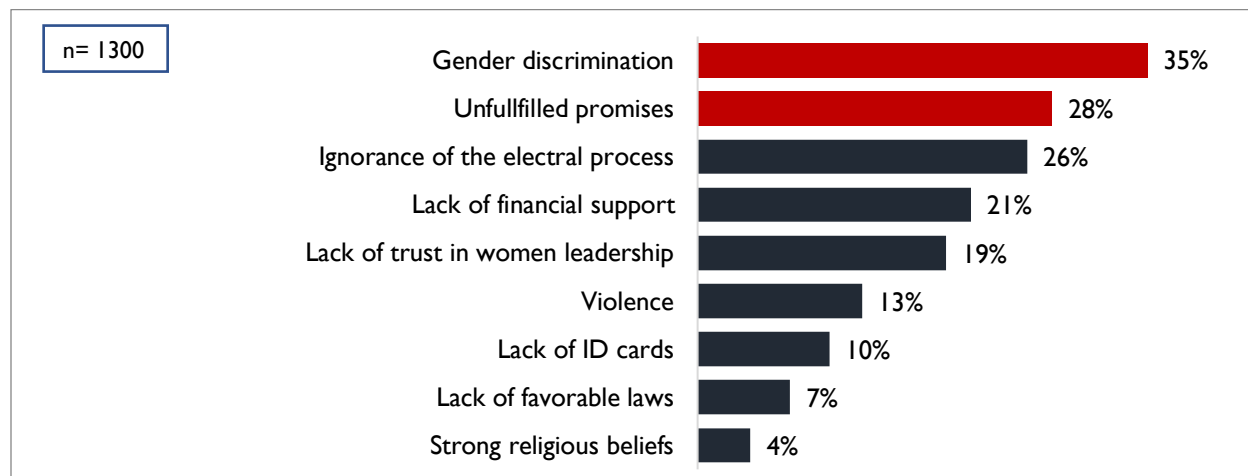


Figure 16: Main Limitations Faced by Women in your Community towards their Engagement in the Electoral Processes

Qn: What in your view are the MAIN limitations faced by WOMEN in your community towards their engagement in the electoral processes?

On the other hand, findings from the FGDs indicates that the main limitations that hinder women from active engagement in the electoral processes include gender discrimination, tribalism, violence and lack of confidence by women to pursue political seats. Some of them, had this to say:

“...I will talk about women. They face fear or lack of confidence. For a woman to stand bold and vie, it really needs a lot of external forces like who do you know. This has made many women shy off from vying for electoral sits...”

-FGD participant, Kisumu

“...Tribalism...” **-FGD participant, Garissa**

“...Violence...” **-FGD participant, Eldoret**

“...Just the fact that I am a woman, they should allow a woman to lead us...” **-FGD participant, Nairobi**

Regionally, the survey established that gender discrimination stood out more for surveyed respondents from Central (44%) and Western (42%) regions, as compared to the other regions. On the other hand, surveyed residents of Rift Valley region (35%) mostly cited unfulfilled promises as the primary hindrance, while ignorance of the electoral process was more outstanding for surveyed residents from Eastern (40%), as compared to the other regions, as highlighted in the table below.

Table 11: Main Limitations Faced by Women towards their Engagement in the Electoral Processes by Region

	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
Gender discrimination	35%	37%	30%	44%	33%	42%	38%	28%	35%
Unfulfilled promises	23%	32%	30%	30%	35%	30%	17%	15%	28%
Ignorance of the electoral process	31%	30%	40%	34%	25%	20%	12%	11%	26%
Lack of financial support	17%	12%	16%	19%	26%	13%	31%	26%	21%
Lack of trust in women leadership	15%	10%	16%	19%	18%	25%	26%	24%	19%
Violence	8%	12%	8%	7%	12%	16%	18%	28%	13%
Lack of ID cards	12%	-	9%	10%	12%	12%	14%	5%	10%
Lack of favorable laws	6%	5%	3%	3%	9%	6%	18%	7%	7%
Strong religious beliefs	6%	5%	1%	4%	6%	-	6%	5%	4%

n=1300

Qn: What in your view are the **MAIN** limitations faced by **WOMEN** in your community towards their engagement in the electoral processes?

3.2.2. Limitations Faced by Youth towards their Engagement in Electoral Processes

Optimal levels of engagement in electoral processes by the youth is mainly constrained by ignorance of the electoral process (36%), alcoholism and drug abuse (35%), unfulfilled promises (34%), and lack of Identity Cards (32%). To address the main challenges faced by youth, it is recommended that key stakeholders in the space ought to capitalize on voter education programs that specifically target the youth. In addition, campaigns that encourage youth to seek help for substance abuse ought to be developed, and measures should be put in place to ensure that all eligible voters, including youth, have access to valid identification cards.

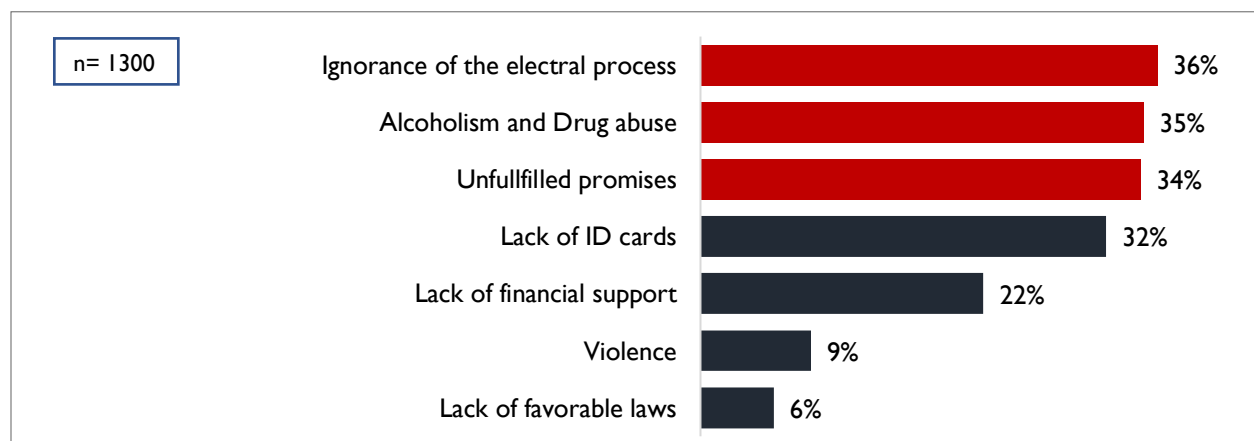


Figure 17: Main Limitations Faced by Youth towards their Engagement in the Electoral Processes

Qn: What in your view are the **MAIN** limitations faced by **YOUTH** in your community towards their engagement in the electoral processes?

In line with this, findings from the qualitative phase indicate that the youth cited being mainly constrained by lack of financial support, ignorance of the electoral process and lack of finances.

“...During voting we are allowed to vote but our interests are not taken into considerations...” - **FGD Participant, Garissa**

“...They lack financial support...” - **FGD Participant, Kisumu**

“...We don’t have finances that is why we are only used as mobilizers. We need platforms to empower the youth...” - **FGD Participant, Nyeri**

“...The youth should learn how the government works. They need to know every aspect of the government and the various functions of the elective seats that we have...” - **FGD Participant, Eldoret**

“...If you are from a minority clan, you are not even considered and if you contest you’ll fail. If you don’t have the resources you won’t go far...” - **FGD Participant, Garissa**

3.2.3. Limitations Faced by PWDs towards their Engagement in Electoral Processes

Lack of transportation to the polling stations (68%), lack of special treatment (30%), and stigmatization (25%), stood out as the mains limitations faced by the youth that constrain their engagement in electoral processes. Other constraints include lack of financial support (21%), lack of favorable laws (9%), and violence (3%). To address these challenges, it is recommended that the government and relevant stakeholders prioritize the provision of accessible transportation services for PWDs during elections. Dedicated polling stations with trained personnel should also be established to cater to the specific needs of PWDs, while awareness campaigns aimed at sensitizing the public on the rights and needs of PWDs should be conducted.

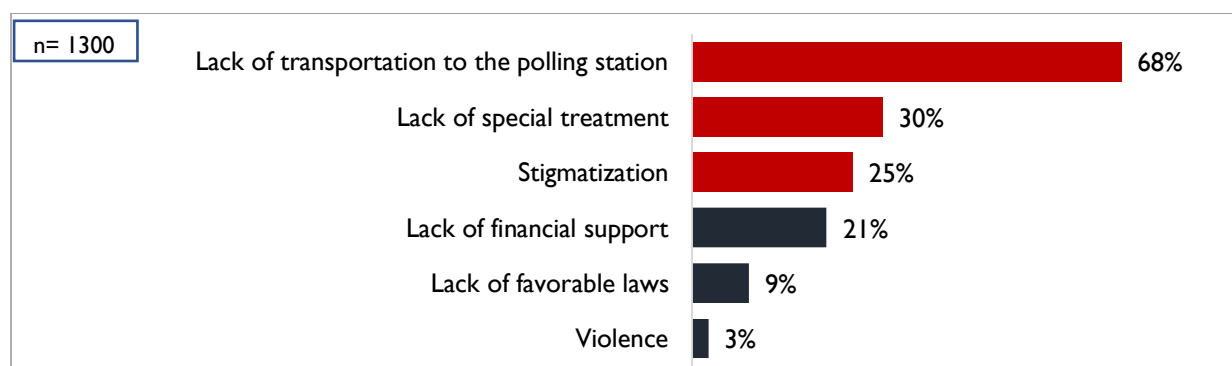


Figure 18: Main Limitations Faced by PWD towards their Engagement in the Electoral Processes

Qn: What in your view are the **MAIN** limitations faced by **PWD** in your community towards their engagement in the electoral processes?

3.3. Peace and Cohesion

3.3.1. Coexistence of People

The survey established that a majority (86%) of the surveyed citizens would describe the coexistence of people living within their area as peaceful before elections. Another (84%) affirmed that the coexistence of people living in their area after elections was peaceful. The table below presents key highlights:

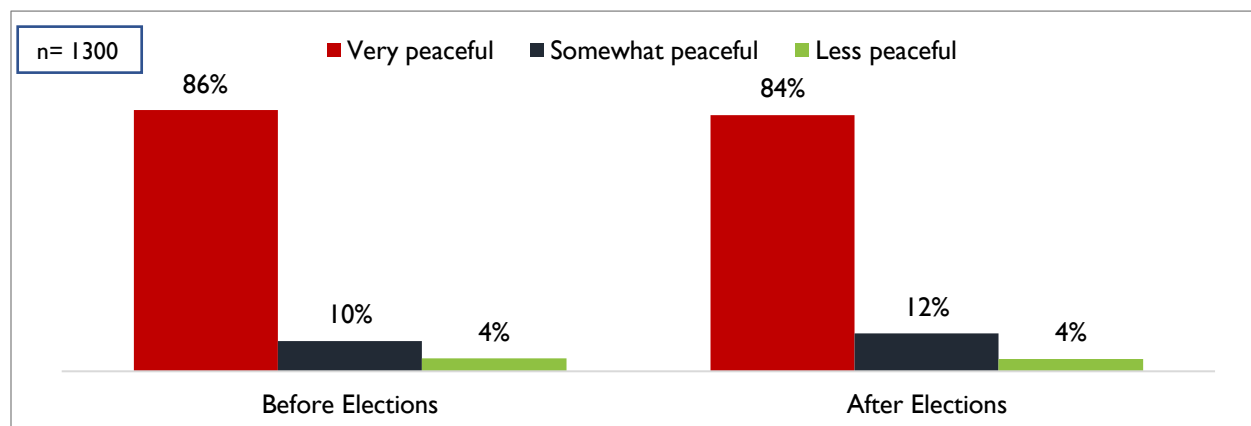


Figure 19: Coexistence of People Before and After Elections

Qn: How would you describe the coexistence of people living in your area, before, during and after the 2022 general elections, was it less peaceful, somewhat peaceful, most peaceful?

From the qualitative phase, most Kenyans stated that it was peaceful and that nothing changed in their areas. Others mentioned that they could not afford to destroy property. Highlighted herein below are some of their sentiments:

“...After elections, we are always peaceful...” -FGD participant, Nairobi

“...People got tired of fighting. We couldn't afford destroying properties that are so dear to us. We haven't healed but we are coping...” -FGD participant, Kisumu

“...Nothing changed. We are peaceful...” -FGD participant, Eldoret

“...Despite the fear we had before elections. We are now peaceful...” -FGD participant, Mombasa

“...Nothing has changed...” -FGD participant, Garissa

“...When you think of 2017 and 2022, 2017 people were living in fear but it was peaceful and the same to 2022. People have adjusted...” -FGD participant, Nyeri

3.3.2. Main Ways of Resolving Conflict Issues

Negotiations (61%) stands out as the most relied on conflict resolution mechanism. Other conflict resolution mechanisms relied on by Kenyans include arbitration (33%) and mediation/reconciliation (32%). Only 1% of the surveyed respondents highlighted that reporting to the police was the main way people within their area resolve conflict, as presented below:

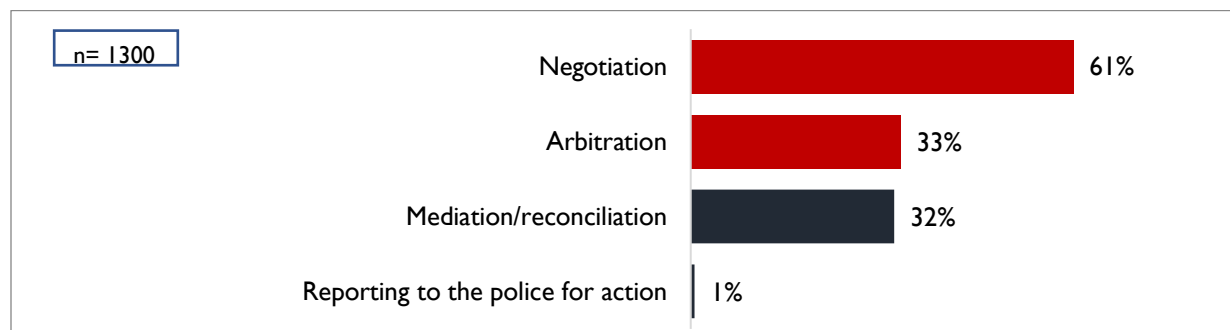


Figure 20: Main Ways of Resolving Conflict Issues

Qn: What are the main ways of resolving conflict issues whenever they arise among people in your community?

Regionally, Eastern (69%), Coast (66%), Central (64%), and Western (60%) stood out as the regions with the highest proportions of residents who cited negotiations as the primary approach to resolving conflicts within their communities. On the other hand, mediation/reconciliation was mostly cited by residents of North Eastern (47%). In addition, arbitration was a key mention for residents of Nyanza (38%) and Rift Valley (38%), as compared to the other regions as highlighted in the table below:

Table 12: Main Ways of Resolving Conflict Issues by Region

	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
Negotiation	66%	56%	69%	64%	59%	60%	55%	53%	61%
Mediation/reconciliation	37%	47%	38%	23%	34%	39%	28%	31%	33%
Arbitration	24%	28%	27%	31%	38%	30%	38%	32%	32%
Reporting to the police for action	-	-	1%	1%	-	4%	-	1%	1%

n=1300

Qn: What are the main ways of resolving conflict issues whenever they arise among people in your community?

In terms of education level, a significant proportion of respondents who mentioned negotiation as the main approach to conflict resolution had either no formal education (76%) or college education (62%). On the other hand, citizens with primary (35%) and college (38%) education mostly cited arbitration as a key method of conflict resolution. Mediation/reconciliation was mostly highlighted by respondents with secondary education (34%), as compared to the others as shown in the table below.

Table 13: Main Ways of Resolving Conflict Issues by Education Level

	Primary	Secondary	College	University/ Post-graduate	None	Total
Negotiation	60%	61%	62%	55%	76%	60%
Arbitration	35%	30%	38%	35%	27%	34%
Mediation/reconciliation	28%	34%	32%	37%	18%	30%
Reporting to the police for action	-	1%	1%	2%	-	0.2%

n=1300

Qn: What are the main ways of resolving conflict issues whenever they arise among people in your community?

3.3.3. Main Groups or Institutions that Promote Peaceful Coexistence

The study established that Kenyans generally believe that local administrators (50%) and religious institutions (47%) are the main groups/institutions responsible for promoting peaceful coexistence within communities. Other important actors in promoting peace based on Kenyans’ perspective include Community Based Organizations (36%), the police (22%) and Civil Society organizations (10%). These findings suggest that a diverse range of actors plays an important role in promoting peaceful coexistence in Kenyan communities, and that a collaborative approach involving multiple stakeholders may be necessary to achieve lasting peace.

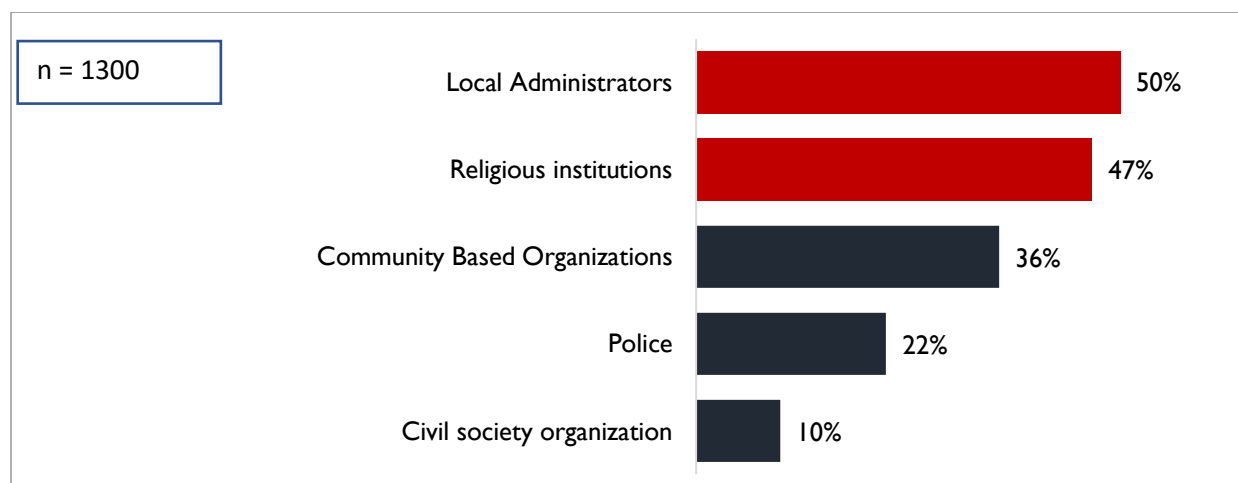


Figure 21: Groups or Institutions that Promote Peaceful Coexistence

Qn: Kindly mention the MAIN groups or institutions that promote peaceful coexistence in your community?

On the other hand, the FGD discussants highlighted that the main groups/institutions that advance peaceful coexistence include the *Nyumba Kumi*, the church, people’s assembly, human rights activists, CBOs, NGOs and the disability groups.

“...*Nyumba kumi*, the youth. ...” -FGD participant, Nairobi

“...NGOs ...” -FGD participant, Garissa

“...The church...” -FGD participant, Mombasa

“...Peoples assembly; a group that provides a platform for people to learn on various matters including peace...” -FGD participant, Nairobi

“...Yes. We did a lot of creation of awareness in different regions. We worked with various CBOs in informal settlements. We did our best...” -FGD participant, Kisumu

“... We have human rights activists...” -FGD participant, Eldoret

“...The churches...” -FGD participant, Eldoret

“... We have CBOs, DBOs, NGOs, churches, both for the able and the disability groups...” -FGD participant, PWD Nairobi

As compared to other regions, residents of North Eastern (62%) and Eastern (59%) mostly cited local administrators as the key actors in promoting peace. Those from Nyanza (52%) and Nairobi (52%) regions as compared to the other regions, mentioned religious institutions. Whereas, community-based organizations stood out more in North Eastern (46%) and Rift Valley (43%) regions. Detailed findings are as presented below:

Table 14: Groups or Institutions that Promote Peaceful Coexistence by Region

	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
Local Administrators	55%	62%	59%	49%	53%	50%	43%	31%	50%
Religious institutions	42%	42%	46%	39%	49%	43%	52%	52%	47%
Community Based Organizations	27%	46%	32%	37%	43%	37%	34%	26%	36%
Police	33%	17%	24%	19%	22%	16%	24%	22%	22%
Civil society organization	9%	2%	9%	12%	10%	8%	11%	12%	10%

n=1300

Qn: Kindly mention the MAIN groups or institutions that promote peaceful coexistence in your community?

3.3.4. Main Activities that People Engage in to Promote Peace and Cohesion

Religious services (57%), sports activities (40%), and barazas (community meetings or forums) (34%) stood out as the three main cultural events/activities that communities engage in to promote peace and cohesion. Other key activities that Kenyans engage in to advance peace and cohesion include cultural events (26%) and political rallies (7%). Detailed findings are as presented below:

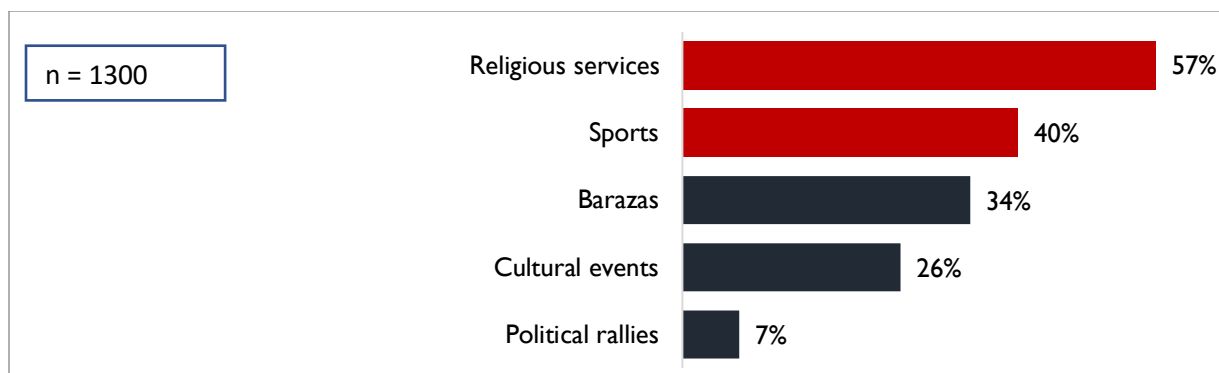


Figure 22: Main Activities that People Engage in to Promote Peace and Cohesion

Qn: What MAIN activities do people in your society/community engage in to promote peace and cohesion?

Findings from the qualitative phase were in tandem with these findings as follows:

“...We hold meetings monthly where we air and solve issues that we face as neighbors. The Nyumba kumi leader is always present and sometimes the chief...” -FGD participant, Nairobi

“...Crusades and athletics...” -FGD participant, Eldoret

“...Sports...” -FGD participant, Garissa

“...cultural days/weeks...” -FGD participant, Mombasa

“...Agricultural shows...” -FGD participant, Nyeri

“...May be activities to organize sports...” -FGD participant, Eldoret

“...Amani Kibera they do sometimes organize for tournaments where they also speak out about coming together as the Kibra people. Most of them are youths...” -FGD participant, PWD Nairobi

Regionally, the survey established that religious services were more outstanding in Central (62%) and Nyanza (61%) regions as compared to the other regions. On the other hand, sports activities were most popular in Eastern (47%), Coast (45%), and Western (45%) regions. The table below provides a detailed breakdown of the preferred activities for promoting peace and cohesion in Kenya by region.

Table 15: Main Activities that People Engage in to Promote Peace and Cohesion by Region

	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
Religious services	43%	57%	59%	62%	59%	59%	61%	47%	57%
Sports	45%	33%	47%	38%	41%	45%	33%	33%	40%
Barazas	39%	30%	41%	38%	39%	25%	25%	26%	34%
Cultural events	35%	26%	21%	17%	31%	30%	24%	23%	26%
Political rallies	3%	6%	3%	8%	9%	3%	12%	8%	7%

n=1300

Qn: What MAIN activities do people in your society/community engage in to promote peace and cohesion?

3.3.5. Responsibility for Promotion of Peace and Cohesion

The survey established that religious leaders (34%) and community members (31%) were the most responsible for peace and cohesion in the community. Other key parties, that surveyed respondents mentioned include local administrators (16%) and political leaders (13%). These findings highlight the importance of community-led approaches to peacebuilding, where religious leaders and community members take centerstage in promoting peaceful coexistence and cohesion.

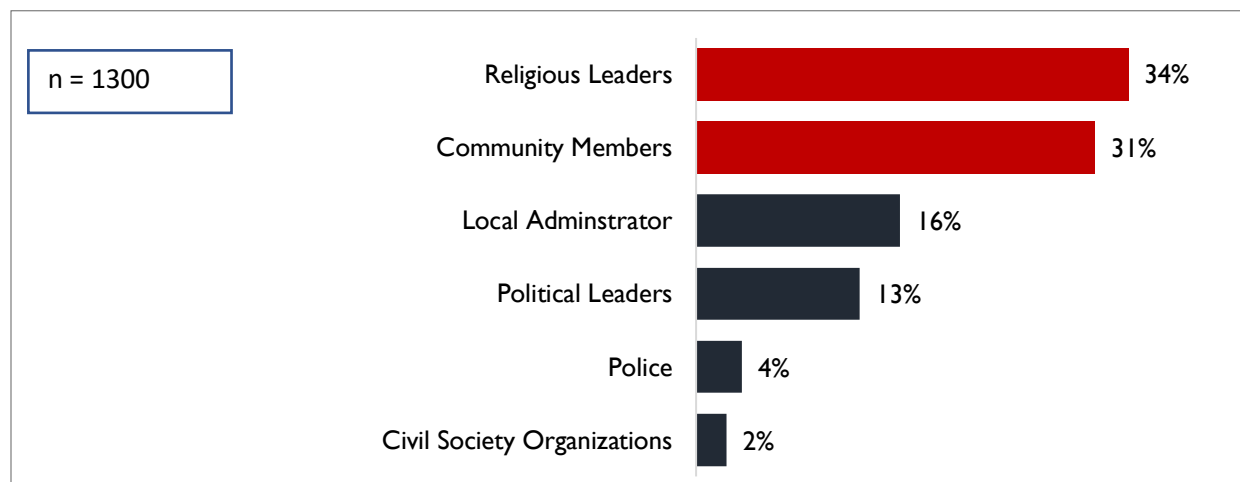


Figure 23: Responsibility for Promotion of Peace and Cohesion

Qn: According to you, who do you think is MOST responsible for promotion of peace and cohesion in your society/community?

Findings from the qualitative phase were in line with these findings with participants noting that it is a collective responsibility; others noted that it was the governments prerogative whereas there are those who noted that it was within the mandate of church leaders and political leaders

“...All of us. It is a collective responsibility...” -FGD participant, Nairobi

“...It begins with me ...” -FGD participant, Garissa

“...Government...” -FGD participant, Eldoret

“...Us, church leaders, and political leaders...” -FGD participant, PWD Mombasa

“...Us. We all need to thrive to live in peace for the sake of us all ...” -FGD participant, Nyeri

“...Myself and our leaders...” -FGD participant, Kisumu

In terms of regions, religious leaders were mostly cited in Central (40%) and Nyanza (38%) regions. Community members stood out more in North Eastern (40%). On the other hand, local administrators stood out more in Coast (24%) and North Eastern (24%) regions, as presented below:

Table 16: Responsibility for Promotion of Peace and Cohesion by Region

	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
Religious Leaders	26%	23%	35%	40%	35%	31%	38%	31%	34%
Community Members	30%	40%	34%	35%	34%	34%	19%	27%	31%
Local Administrators	24%	24%	18%	14%	13%	17%	18%	10%	16%
Political Leaders	12%	5%	11%	8%	13%	11%	18%	19%	13%
Police	7%	8%	1%	-	4%	4%	5%	5%	4%
Civil Society Organizations	2%	-	1%	3%	1%	2%	3%	8%	2%

n=1300

Qn: According to you, who do you think is MOST responsible for promotion of peace and cohesion in your society/community?

Gender wise, the survey established that more females (39%) than males (28%) perceive religious leaders as the primary agents of peacebuilding and cohesion. Conversely, more males (34%) than females (29%) highlighted that community members are the most responsible for promotion of peace and cohesion. With regards to age, there were no significant statistical differences in perceptions of key actors in promoting peace and cohesion as highlighted in the table below:

Table 17: Responsibility for Promotion of Peace and Cohesion by Gender and Age

	Gender		Age					Total
	Male	Female	18-26 Years	27-35 Years	36-45 Years	46-55 Years	Over 55 Years	
Religious Leaders	28%	39%	32%	33%	35%	36%	34%	34%
Community Members	34%	29%	35%	31%	32%	29%	28%	31%
Local Administrators	19%	13%	17%	17%	13%	16%	18%	16%
Political Leaders	13%	13%	11%	13%	13%	13%	12%	13%
Police	3%	4%	3%	2%	4%	4%	6%	4%
Civil Society Organizations	2%	3%	2%	3%	2%	3%	2%	2%

n=1300

Qn: According to you, who do you think is MOST responsible for promotion of peace and cohesion in your society/community?

4.0. PUBLIC PARTICIPATION

4.1. Citizenry Involvement in Public Participation Forums

The study established that a significant proportion (79%) of Kenyans were not involved or did not know anyone who was involved in the public participation forums during the 2022 election period. Only 18% acknowledged getting involved or knowing someone who got involved in the public participation forums.

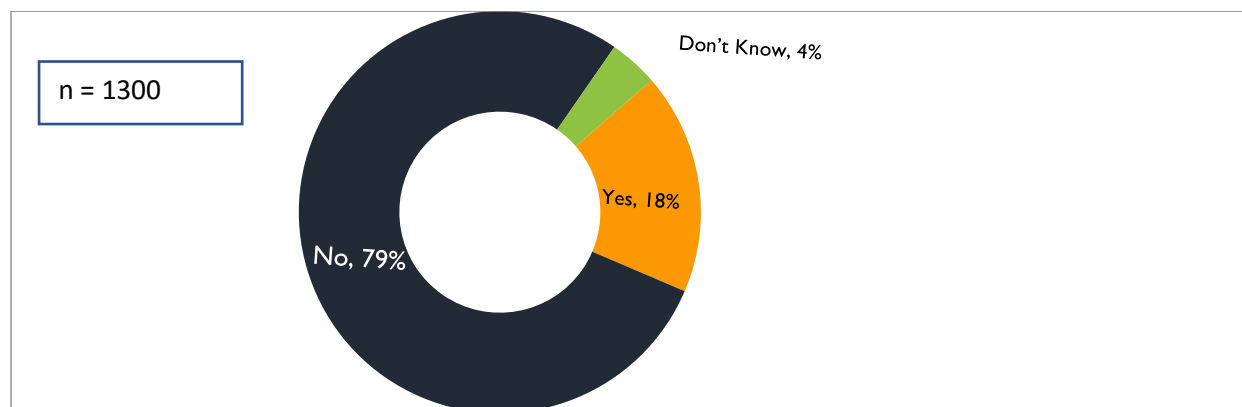


Figure 24: Awareness of Involvement in Public Participation Forums

Qn: Did you or anyone you know of get involved in public participation forums during the 2022 election period?

Similarly, most of the FGD participants indicated that they had never attended a public participation forum. Those who affirmed that they had attended one noted that they it had been organized by the IEBC, the area Member of County Assembly (MCA) and the respective County Governments.

“... Yes. Ours was to educate and create awareness on the voting process and what we expected from them. I went there as a participant. We had IEBC officials who were in charge of educating the community members...”

-FGD participant, Nairobi

“... We did. You attend then you are given some money at the end of the day. We went somewhere, we were given Wi-Fi and relaxed for up to 4hrs without being told anything. We were later asked for reliable contact numbers (which were never contacted). I was asked to organize for an MCA meeting from which we would get paid a little cash...”

-FGD participant, Garissa

“... I had attended one as a youth representative...”

-FGD participant, Eldoret

“... I once attended the BBI meetings...”

-FGD participant, Mombasa

“... None...”

-FGD participant, Nyeri

“...Talking on public participation, I think we had one with the IEBC and persons living with disabilities. We raised our concerns about voting and some of the things were not implemented and they promised to do a lot, but there was no one on the ground to act...”

-FGD participant, PWD NAIROBI

4.2. Organizers of the Public Participation Forums

Approximately 42% of Kenyans believe that the organizers of the public participation forums during the 2022 general elections period were politicians. Other key mentions were local leaders (17%), political parties/coalitions (10%), IEBC (7%) and CSOs (4%) as presented below:

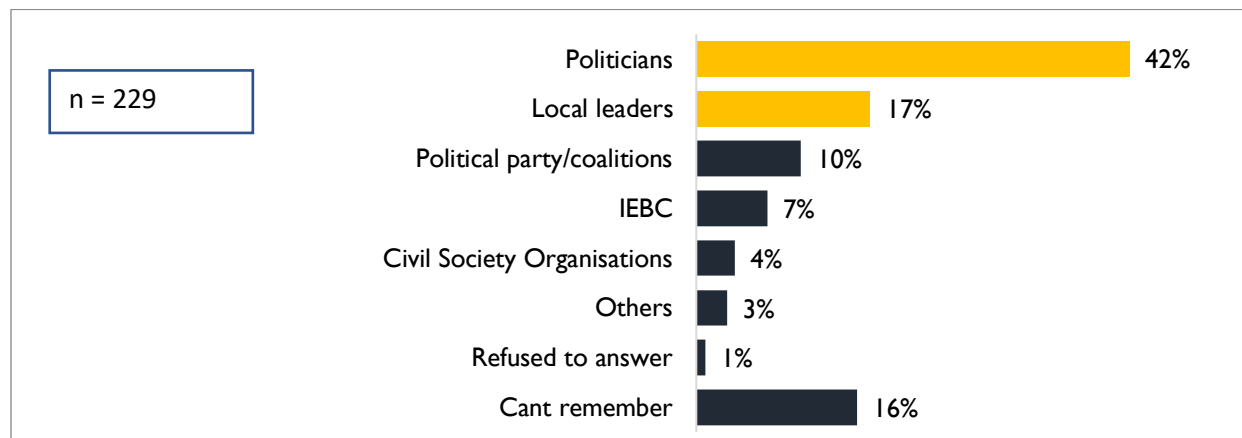


Figure 25: Perceived Organizers of the Public Participation Forums

Qn: If yes, who was the organizer/facilitator of the forum?

The FGD participants on the other hand noted that the IEBC, county governments, local politicians and NGOs were the key that had organized the public participation forums they had attended:

- “...County government of Kisumu...” -FGD participant, Kisumu
- “... IEBC...” -FGD participant, Nairobi
- “... I don’t know, I learnt about it through a friend...” -FGD participant, Garissa
- “...There is one that had been organized by a local politician...” -FGD participant, Garissa
- “...I have attended many but two were organized by the current Member of Parliament...” -FGD participant, Kisumu
- “... It was organized by a group called Prifim of which I am a member...” -FGD participant, Eldoret

Regionally, research findings indicate that almost equally a considerable proportion of Kenyans countrywide did not participate or know anyone who participated in the public participation forums during the 2022 election period. Key to note is that, Nairobi accounts for the region with the highest proportion of surveyed respondents who acknowledged not knowing or participating in public participation forums (90%), followed by North eastern (83%), Rift valley (82%) and Nyanza (81%).

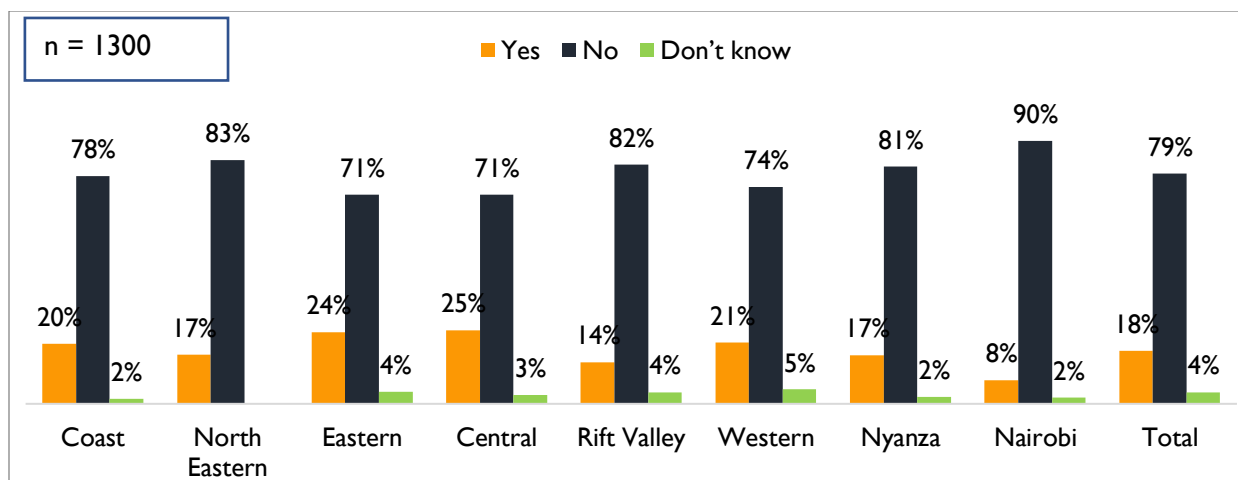


Figure 26: Awareness of Involvement in Public Participation Forums by Region

Qn: Did you or anyone you know of get involved in public participation forums during the 2022 election period?

In terms of gender and age, slightly more females (80%) than males (78%) stated that they did not participate or know of anyone who participated in the public participation forums. Further, the age groups that accounts for the least in terms of involvement in public participation forums were those above 55 years (82%) and those aged between 36 – 45 years (81%).

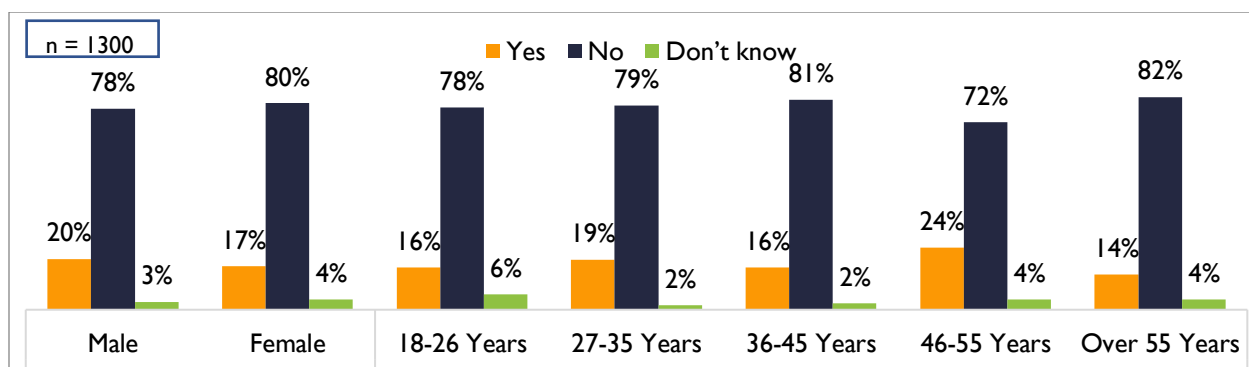


Figure 27: Awareness of Involvement in Public Participation Forums by Gender and Age

Qn: Did you or anyone you know of get involved in public participation forums during the 2022 election period?

A significant proportion of Kenyans who acknowledged that they did not take part in public participation forums that were held during the 2022 general elections had not attained any formal education at all (83%) followed by those who had attained secondary level education (81%). Detailed findings are as presented below:

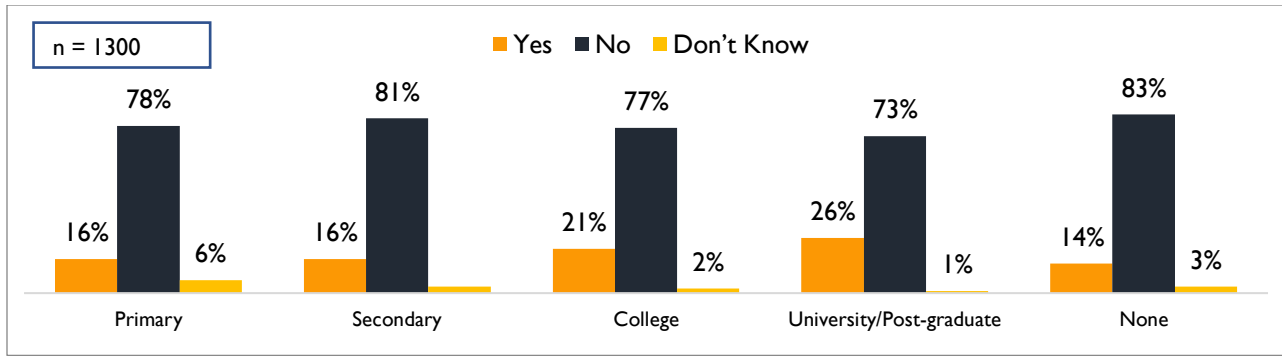


Figure 28: Awareness of Involvement in Public Participation Forums by Education Level

Qn: Did you or anyone you know of get involved in public participation forums during the 2022 election period?

4.3. Influence of Public Participation in Election Participation

A majority (85%) of the surveyed respondents who highlighted that they had ever gotten involved in a public participation forum, indicated that it influenced their decision to or not to participate in the 2022 general elections. Another (14%), indicated that it did not have an impact in their decision to or not to participate in the 2022 general elections, detailed findings are as presented below:

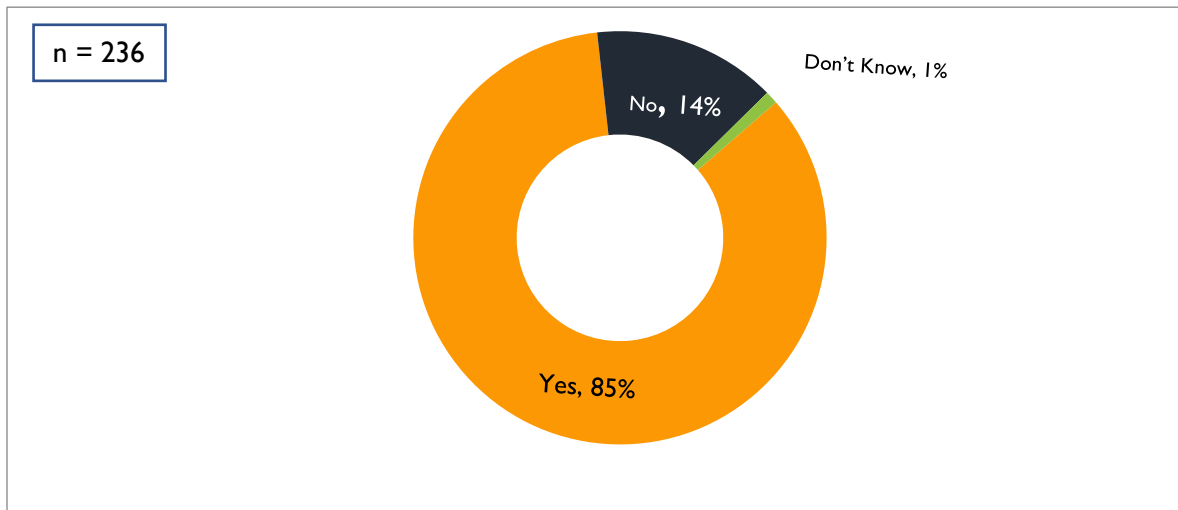


Figure 29: Influence of Public Participation in Election Participation

Qn: Did your participation in the forum influence your decision to or not to participate in the 2022 general elections?

Sentiments from the qualitative phase indicate that the public participation forums influenced some of the respondents to participate in the 2022 general election. Nonetheless, there were others who were not influenced, as shown in the sentiments below:

“... Since money was part of the deal, it motivated me to vote...” -FGD participant, Nairobi

“...Certainly...” -FGD participant, Mombasa

“...My participation in the forum influenced me to vote during the elections. I wanted to know the state of security before going to vote...” -FGD participant, Kisumu

“... No, it was just signing, this however did not influence my choice to vote...” -FGD participant, Eldoret

“... For me it gave me more reasons to vote because, I think the conversation in the room was more of politics and you see when you bring a point on a table it is discussed...” -FGD participant, PWD NAIROBI

“...So much because, whenever we do the budget, we wanted to elect leaders that when they go to assembly our proposal should be prioritize...” -FGD participant, Nyeri

“... Yes...” -FGD participant, Garissa

“... Because the leaders I wanted to elect were the ones pushing for that forum to take place...” -FGD participant, Kisumu

Regionally, the figure below presents detailed findings, key to note is that Eastern (94%), Western (92%) and Nairobi (92%) were the regions with the highest proportion of surveyed respondents who acknowledged that their participation in the public participation forum influenced their decision to or not to participate in the 2022 general elections. On the flip side, Nyanza (78%), and Coast (77%) had the lowest.

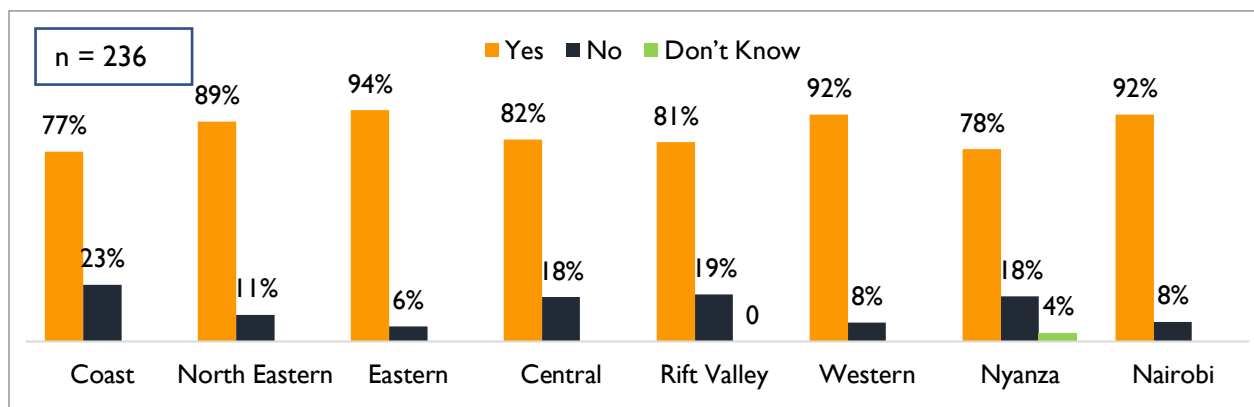


Figure 30: Influence of Public Participation in Election Participation by Region

Qn: Did your participation in the forum influence your decision to or not to participate in the 2022 general elections?

With regards to gender, more females (91%) than males (80%) were influenced by the public participation forums to or not to participate in the 2022 general elections. The figure below demonstrates that among Kenyan citizens, the age groups whose decisions to or not to participate in the 2022 general election was effected by the forums were individuals aged 46 - 55 years (90%) and young adults aged between 27 - 35 years (87%).

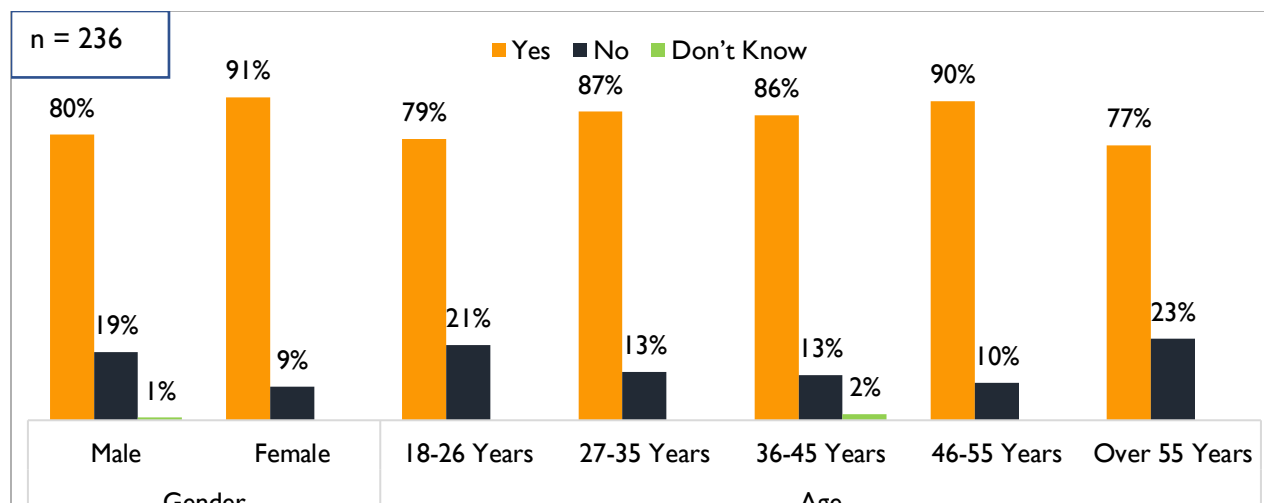


Figure 31: Influence of Public Participation in Election Participation by Gender and Age

Qn: Did your participation in the forum influence your decision to or not to participate in the 2022 general elections?

In terms of education level, the study established that public participation forums had the greatest impact on Kenyans who had attained primary education (91%), followed by those with a post-secondary degree (85%). In contrast, individuals with no form of education (81%) were the least influenced by the public participation forums, as presented in the figure below.

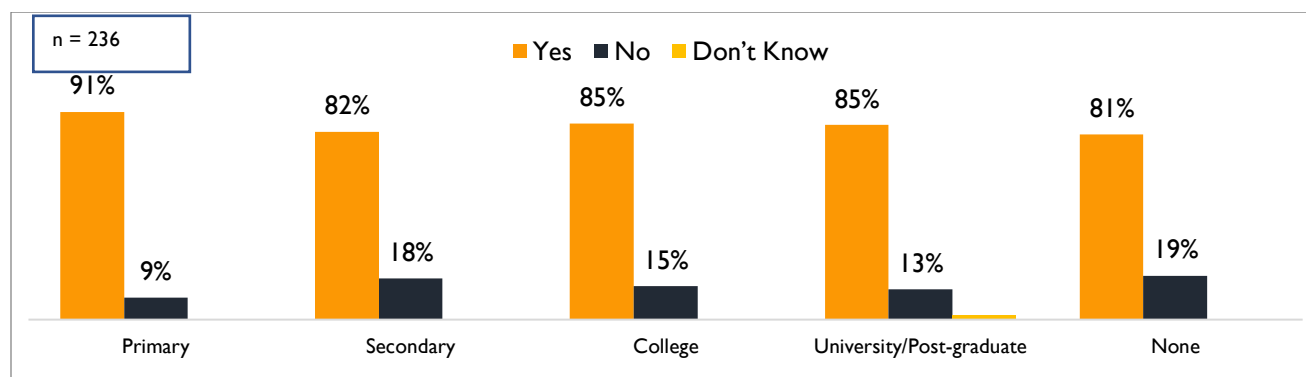


Figure 32: Influence of Public Participation in Election Participation by Education Level

Qn: Did your participation in the forum influence your decision to or not to participate in the 2022 general elections?

4.4. Attendance of Public Participation Forums in Future

More than four in every five (83%), of the surveyed respondents admitted that if a public participation forum was held in future, they would attend. Conversely, 15% of the surveyed respondents would not attend a public participation forum if it was held in future.

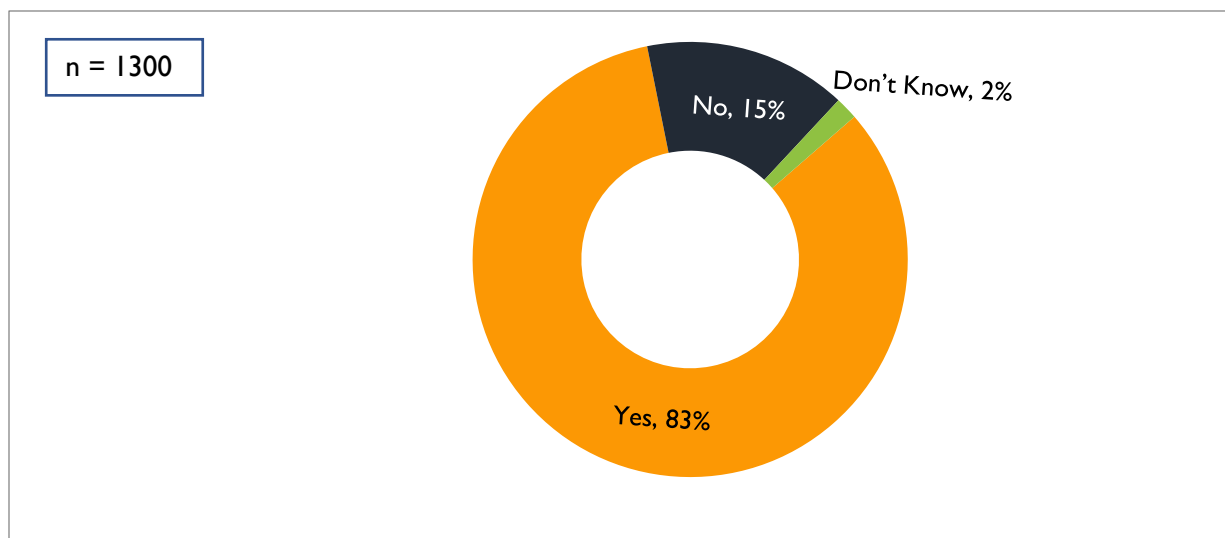


Figure 33: Attendance of Public Participation Forums in Future

n=1300

Qn: *If you hear that public participation forum is called in the future, will you attend?*

Similarly, most of the FGD participants confirmed that they would attend a public participation forum in future to give views and air concerns/grievances. Others would only go if they were paid to do so.

“...To air out my views on the topic of discussion...” -**FGD participant, Nairobi**

“... I would like to give my views and air my concerns...” -**FGD participant, Garissa**

“... I will attend to air out my grievances...” -**FGD participant, Nyeri**

“... Yes. I would want to know and understand how things are being planned in the county level...” -**FGD participant, Kisumu**

“... I would go if I was to be paid...” -**FGD participant, Eldoret**

“... We will attend because we want each and every individual to be included, we are registered voters. We have the national identification of this nation. We voted the leaders in so we want the change. ...” -**FGD participant, PWD NAIROBI**

“... I will attend if the matter affects me directly...” -**FGD participant, Mombasa**

Regionally, the study established that a majority of Kenyans across the eight regions would be willing to attend public participation forums in future. The highest proportions were Coast (87%), Rift Valley (87%), Eastern (85%), and Nyanza (84%). Detailed findings are as presented below:

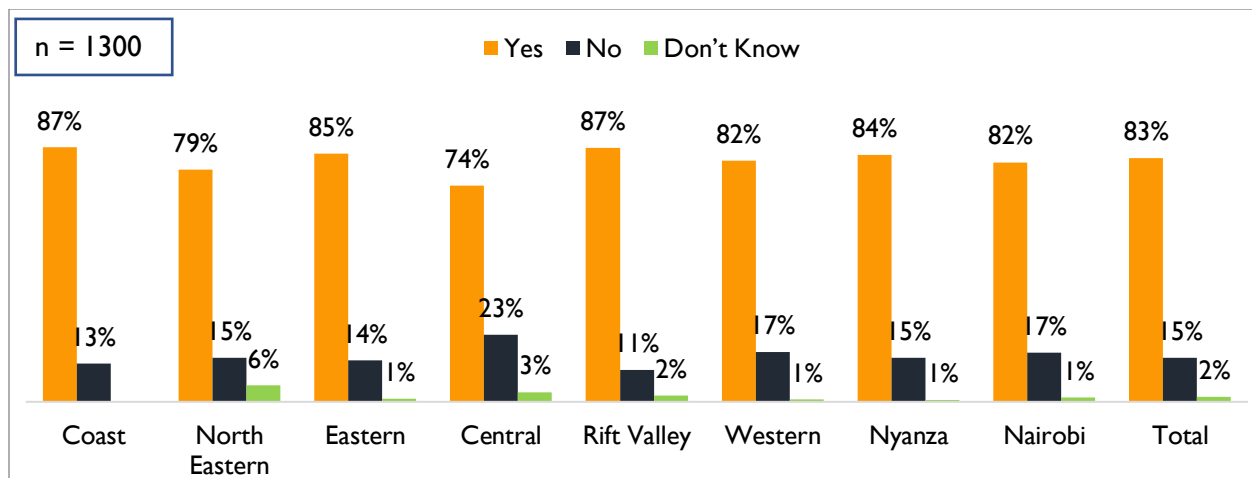


Figure 34: Attendance of Public Participation Forums in Future by Region

Qn: If you hear that public participation forum is called in the future, will you attend?

In terms of gender, equally males (83%) and females (83%) would be willing to attend public participation forums in future, in case they heard about it. In terms of age, the highest proportion of the surveyed respondents who highlighted that they would be willing to attend public participation forums in future were within the 36 - 45 years (87%) and 27 - 35 years (84%) age brackets, as presented in the figure below:

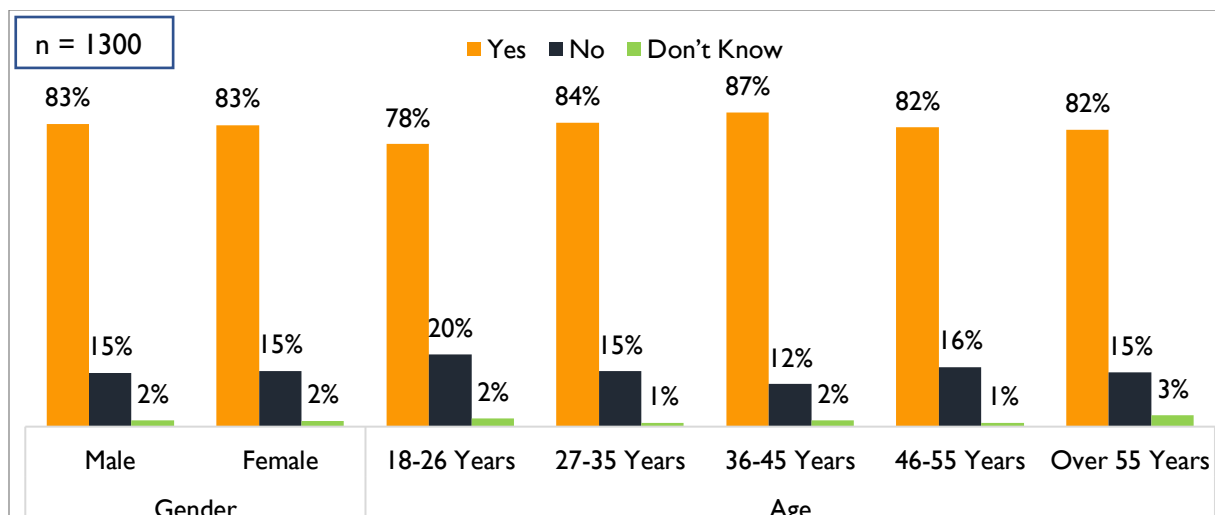


Figure 35: Attendance of Public Participation Forums in Future by Gender and Age

Qn: If you hear that public participation forum is called in the future, will you attend?

In terms of education, the study found that surveyed Kenyans with secondary education (85%) and no formal education (84%), as compared to the rest, are more likely to attend a public participation forum in future, as presented below:

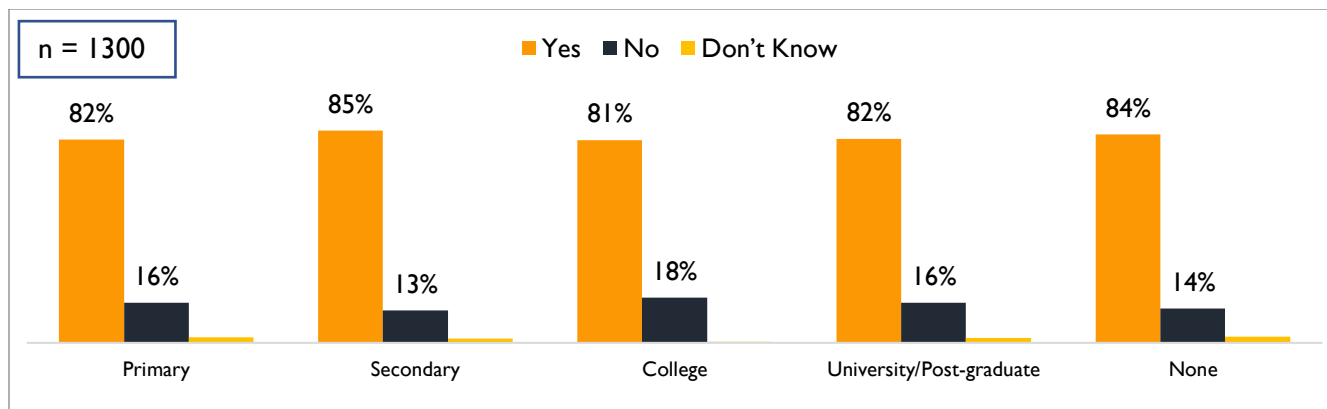


Figure 36: Attendance of Public Participation Forums in Future by Education Level

Qn: If you hear that public participation forum is called in the future, will you attend?

4.5. Reasons for not Attending Public Participation Forums

Lack of interest (35%), busy schedules (29%) and lack of trust in public participation (24%) are the main reasons why surveyed respondents would not attend a public participation forum in future. Detailed findings are as presented below:

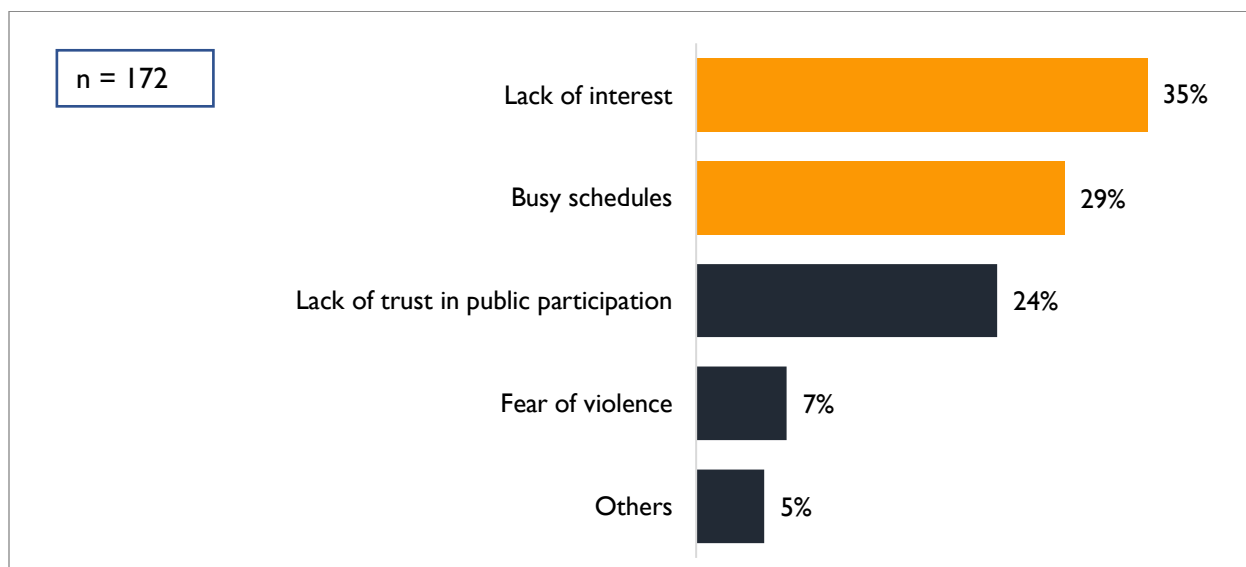


Figure 37: Reasons for not Attending Public Participation Forums in Future

Qn: If No, why wouldn't you attend?

Lack of interest was mostly cited by surveyed residents from North Eastern (51%), Eastern (46%) and Nyanza (45%), as compared to the other regions. On the other hand, busy schedule was mostly mentioned by surveyed respondents from Western (42%) region whereas lack of trust in public participation was mostly mentioned by respondents from Nairobi (29%), Nyanza (28%) and Coast (27%), as presented below:

Table 18: Reasons for not Attending Public Participation Forums in Future by Region

	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
Lack of interest	40%	51%	46%	32%	30%	31%	45%	25%	35%
Busy schedules	27%	16%	25%	24%	34%	42%	21%	33%	29%
Lack of trust in public participation	27%	16%	21%	26%	21%	16%	28%	29%	24%
Fear of violence	6%	17%	4%	6%	9%	6%	-	13%	7%
Others	-	-	4%	12%	6%	6%	5%	-	5%

n=172

Qn: If No, why wouldn't you attend?

Table 19 below presents findings by gender and age and further mirrors overall findings:

Table 19: Reasons for not Attending Public Participation Forums in Future by Gender and Age

	Gender		Age					Total
	Male	Female	18-26 Years	27-35 Years	36-45 Years	46-55 Years	Over 55 Years	
Lack of interest	35%	35%	39%	39%	32%	31%	30%	35%
Busy schedules	32%	26%	32%	30%	28%	38%	13%	29%
Lack of trust in public participation	26%	21%	22%	23%	26%	23%	25%	24%
Fear of violence	3%	11%	4%	5%	11%	8%	9%	7%
Others	3%	7%	4%	3%	3%	-	22%	5%

n=172

Qn: If No, why wouldn't you attend?

In terms of education level, the survey established that lack of interest was cited by half (50%) of the surveyed Kenyans with no formal education. On the other hand, busy schedule was mostly mentioned by surveyed respondents with primary (33%) and secondary (31%) education, more than their counterparts. Key to note is that lack of trust in public participation (32%) was mostly mentioned by surveyed respondents with University/Post-graduate qualification, as the main reason for not attending a public participation forum were it to be called in future.

Table 20: Reasons for not Attending Public Participation Forums in Future by Education Level

	Primary	Secondary	College	University	None	Total
Lack of interest	26%	36%	41%	39%	50%	35%
Busy schedules	33%	31%	30%	18%	25%	29%
Lack of trust in public participation	24%	21%	22%	32%	25%	24%
Fear of violence	9%	9%	5%	4%	-	7%
Others	9%	3%	3%	7%	-	5%

n=172

Qn: If No, why wouldn't you attend?

5.0. MEDIA CONSUMPTION HABITS

5.1. Media Platforms Relied on for Information

The top three media platforms that Kenyans rely on for information include television (74%), radio (58%) and social media (42%). Other platforms that Kenyans rely on for information include digital/online platforms (10%), newspapers (8%), word of mouth (2%) and the phone (0.5%).

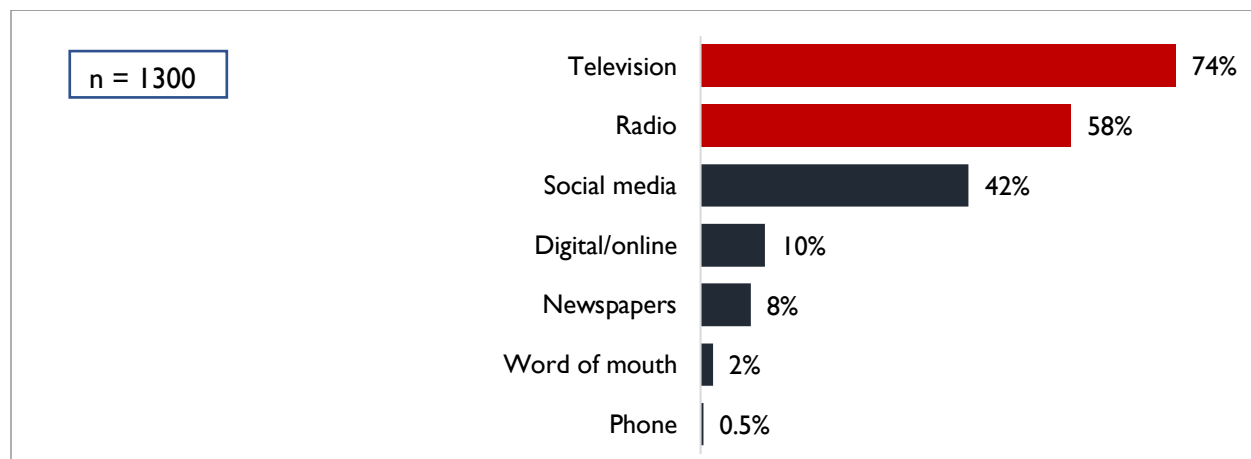


Figure 38: Media Platforms Relied on for Information

Qn: What are the different media platforms where you get information on current affairs?

Findings in terms of region are in tandem with overall findings. Key to note is that television was cited more by surveyed respondents from Central (85%), radio stood out more for surveyed respondents from Western (71%), whereas Social Media was mentioned more by surveyed respondents from North Eastern (56%) and Eastern (52%), as compared to the other regions, detailed findings are as presented below:

Table 21: Media Platforms Relied on for Information by Region

	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
Television	71%	76%	71%	85%	74%	65%	71%	79%	74%
Radio	54%	54%	63%	52%	58%	71%	63%	44%	58%
Social media	37%	56%	52%	42%	41%	32%	33%	47%	42%
Digital/online	5%	13%	11%	7%	10%	11%	12%	13%	10%
Newspapers	10%	18%	5%	8%	7%	6%	10%	7%	8%
Word of mouth	2%	-	3%	2%	1%	3%	4%	1%	2%
Phone	1%	-	1%	-	0.3%	-	1%	1%	0.5%

n=1300

Qn: What are the different media platforms where you get information on current affairs?

5.2. Main Source of Information

The survey established that a majority of Kenyans rely on the television (47%), radio (27%) and social media (22%) and consider the platforms their main source of information.

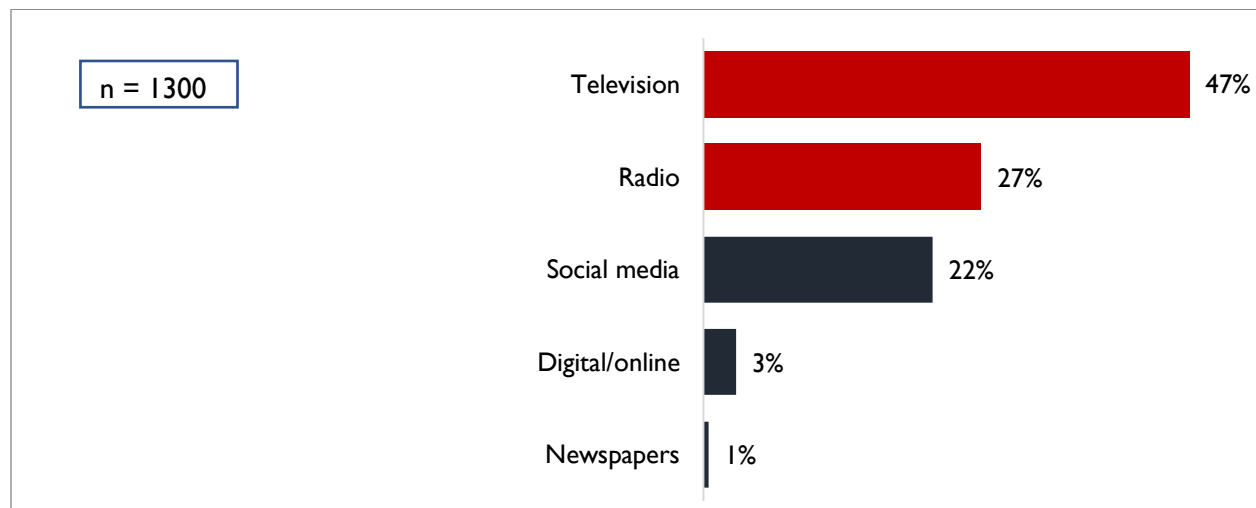


Figure 39: Main Source of Information

Qn: What is your main source of information?

The table below highlights the main sources of information relied on for consuming general information based on the eight former geographical regions in Kenya.

Table 22: Main Source of Information by Region

	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
Television	42%	48%	41%	61%	50%	42%	36%	53%	47%
Radio	28%	24%	30%	18%	26%	40%	36%	14%	27%
Social media	25%	24%	28%	18%	21%	13%	22%	28%	22%
Digital/online	4%	4%	2%	3%	3%	3%	4%	4%	3%
Newspapers	1%	-	-	-	0.3%	2%	1%	1%	1%

n=1300

Qn: What is your main source of information?

5.3. Devices/Gadgets used to Consume Information

The main devices that Kenyans rely on to consume information include TV sets (39%), mobile phones (37%) and radio (22%), detailed findings are as presented below:

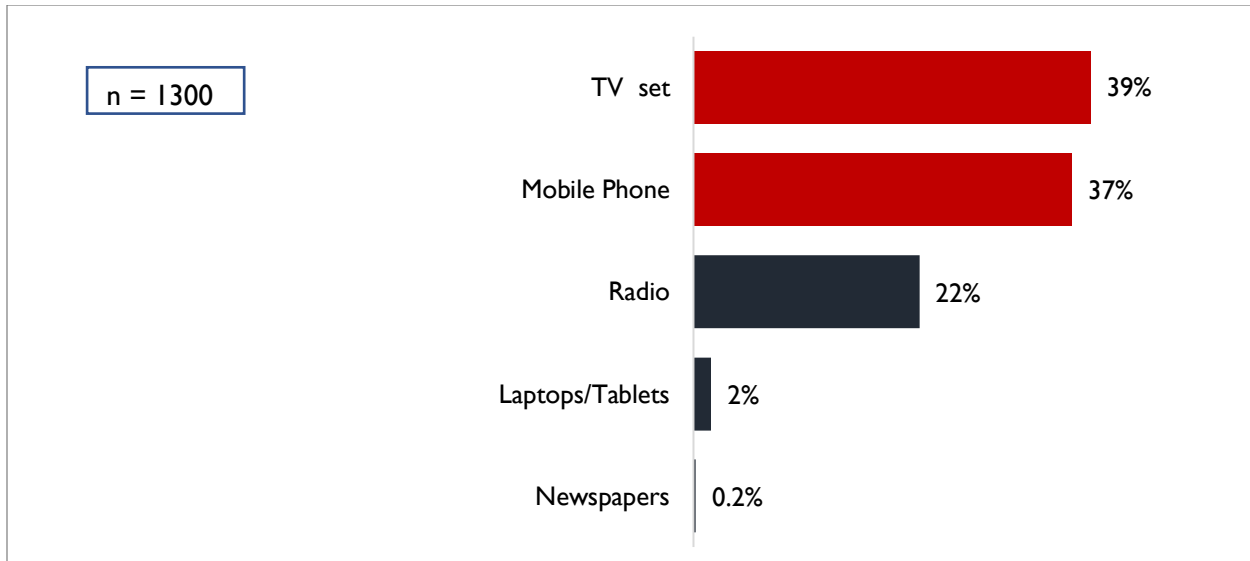


Figure 40: Devices/Gadgets used to Consume Information

Qn: Which device/gadget do you normally use to consume the information in the named above?

5.4. Last Time TV was Watched

A majority (80%) of the surveyed respondents reported watching television within the day. Another, 82% reported having listened to the radio within the day. On the other hand, 80% of the surveyed respondents had read the newspapers within the day. Detailed findings are as presented below:

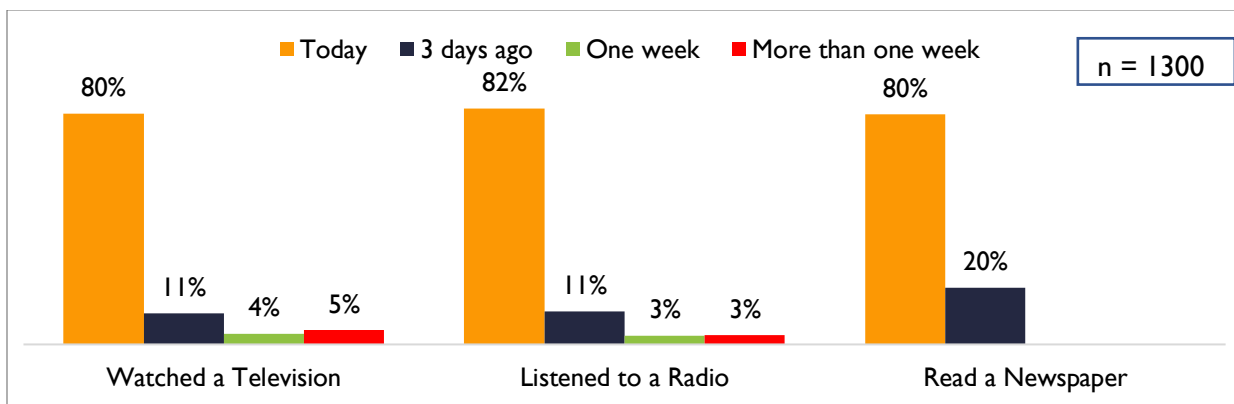


Figure 41: Last Time TV was Watched

Qn: When was the last time you...?

5.5. Frequency of Usage of Traditional Media Platforms

Close to four in every five (78%) of the surveyed respondents subscribe to traditional media platforms on a daily basis. Another 15% use traditional media platforms weekly whereas 5% use it on a monthly basis, as presented below:

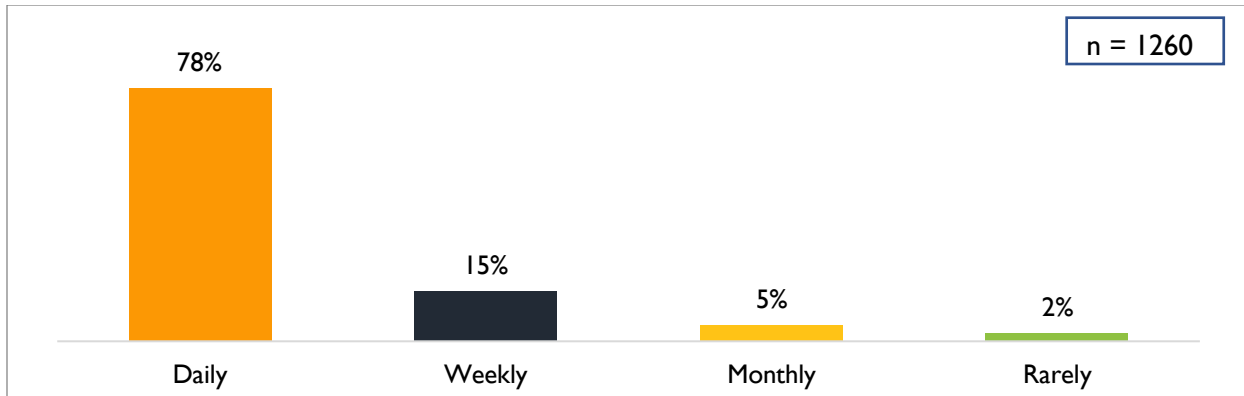


Figure 42: Frequency of Usage of Traditional Media Platforms

Qn: How often do you use traditional media platforms such as (Television, Radio, and Newspapers)?

5.6. Platforms relied on for Specific Content

Television stands out as the platform that a majority of Kenyans rely on most for politics and current affairs (50%), public education (48%) and entertainment (43%), detailed findings on platforms relied on for specific information are as follows:

Table 23: Platforms relied on for Specific Content

	Politics and Current Affairs	Public Education, (Health, Education, governance issues)	Entertainment
Television	50%	48%	43%
Radio	25%	26%	26%
Newspapers	2%	1%	0.2%
Social media	20%	22%	28%
Digital Media	2%	2%	2%
Word of mouth	1%	1%	0.2%
Phone	0.2%	0.1%	0.2%

n=1300

Qn: Which of the specific media platforms you go to, for specific information such as:

6.0. FINDINGS FROM PERSONS WITH DISABILITIES (PWDs)

6.1. Voter Education during the 2022 Election Period

A majority (76%) of the surveyed PWDs reported that they received sensitization/education messages. The main platforms they obtained the messages through were TV, physical gathering and word of mouth.

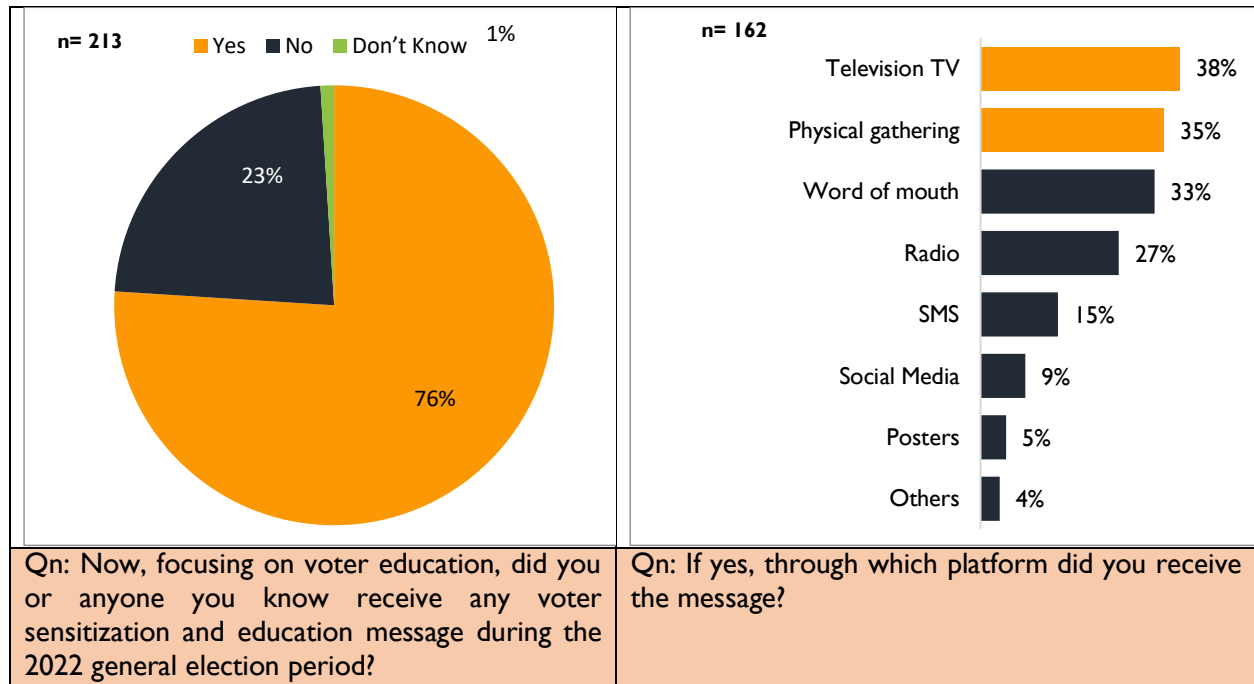


Figure 43: Voter education/sensitization message received during the 2022 general election period - PWDs

Eight in every ten (80%) of the surveyed PWDs reported that the sensitization message they received influenced their decision to or not to participate in the 2022 general elections.

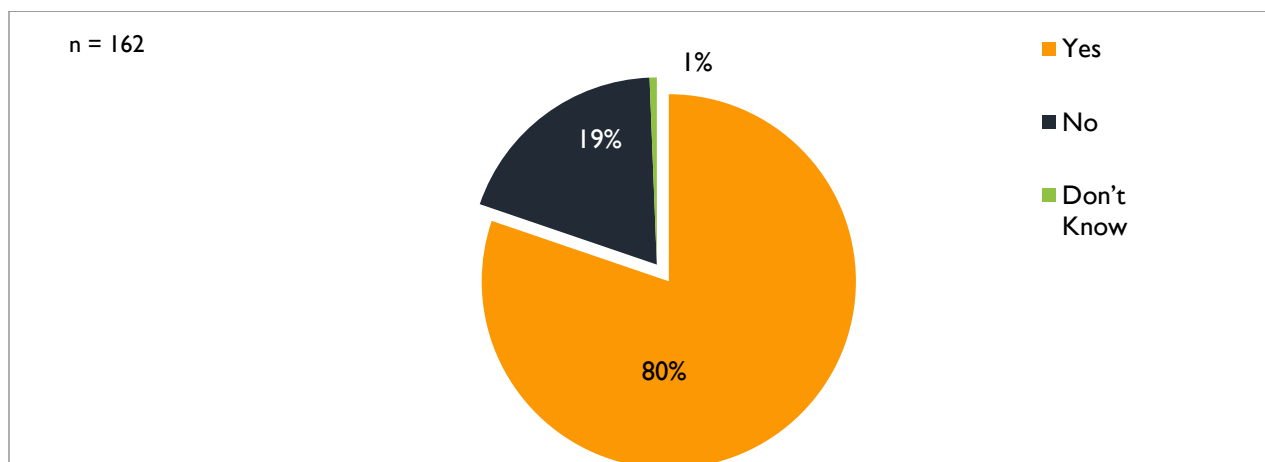


Figure 44: Influence of Voter Sensitization/Education Message - PWDs

Qn: Did the sensitization and education message received influence your decision to or not to participate in the 2022 general elections?

IEBC, Religious Organizations, and Uraia Trust are the key institutions that PWDs associate with sponsoring media voter education campaigns.

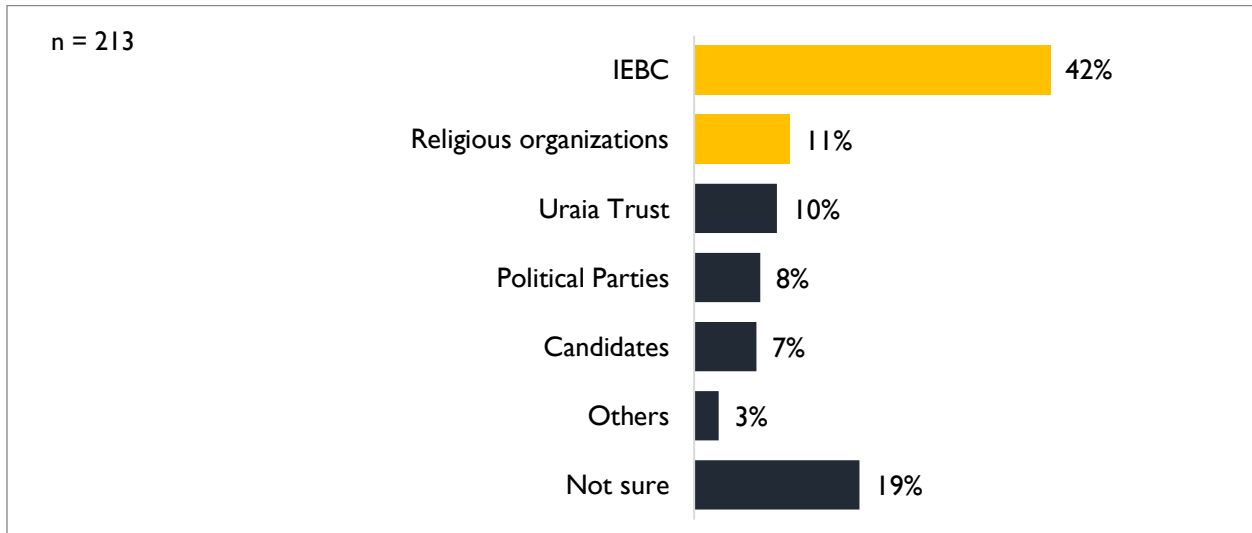


Figure 45: Sponsors of Media Voter Education Campaigns - PWDs

Qn: Who do you associate with or think sponsored the media voter education campaigns during the 2022 general elections period?

How to vote (86%), election procedures and rules (63%), political rights (61%) and election penalties (60%) are the key aspects of voter education that stand out of Kenyans.

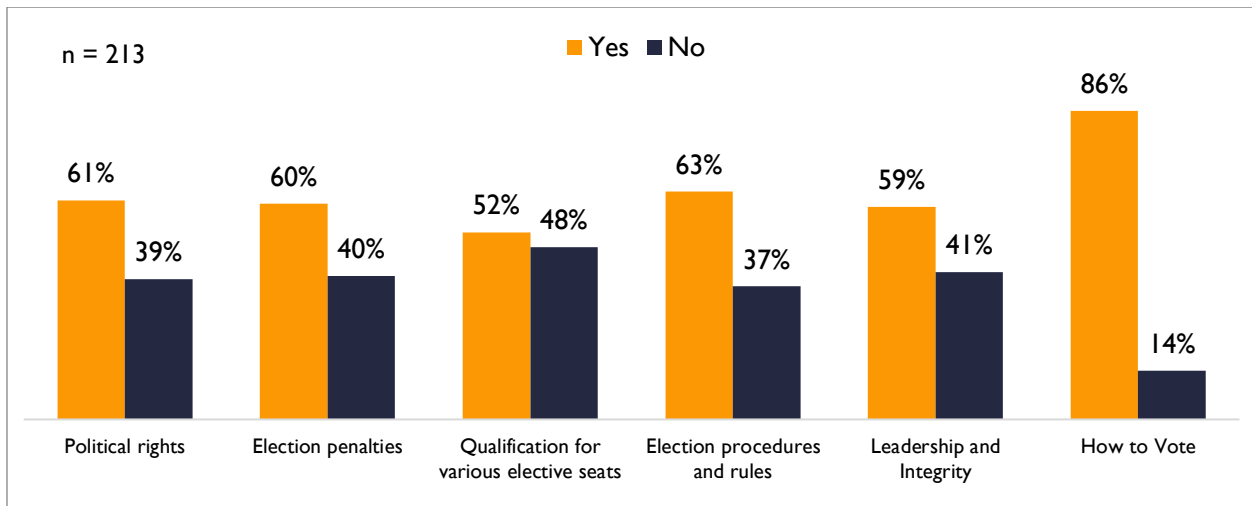


Figure 46: Aspects of Voter Education that stood out for Kenyans - PWDs

6.2. Voter Apathy

The main reasons why PWDs vote is to exercise civic rights (58%) and to elect the leaders of their desire (45%), as presented below:

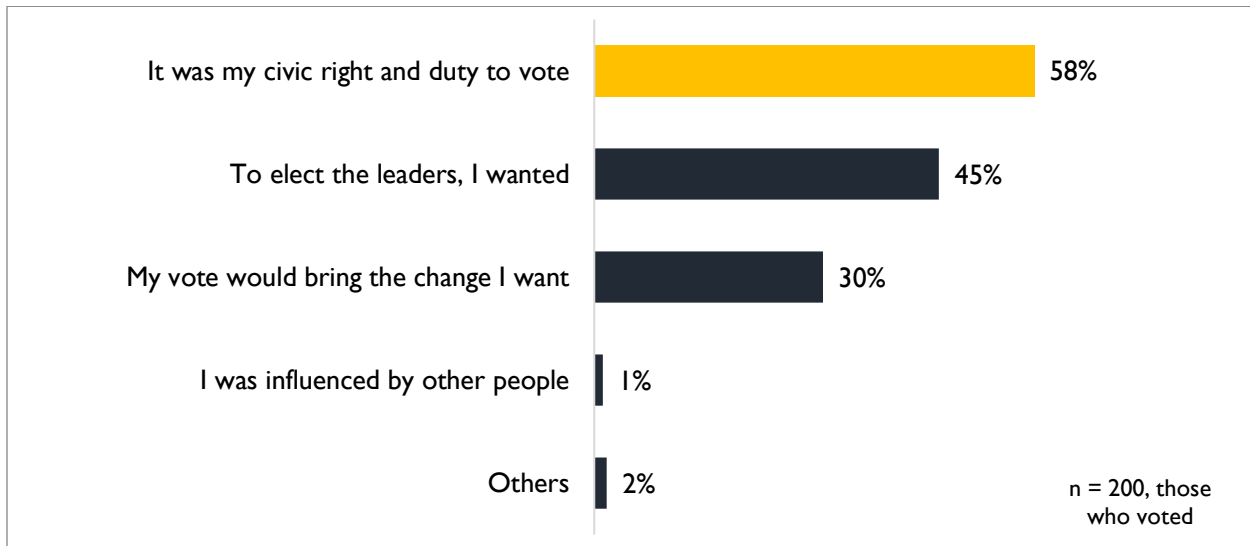


Figure 47: Reasons for voting during the General Elections - PWDs

Qn: If YES, why did you vote during the general elections?

According to the surveyed PWDs voter apathy is mainly driven by lack of interest in elections, lack of trust in the electoral processes and the belief that elections would be rigged.

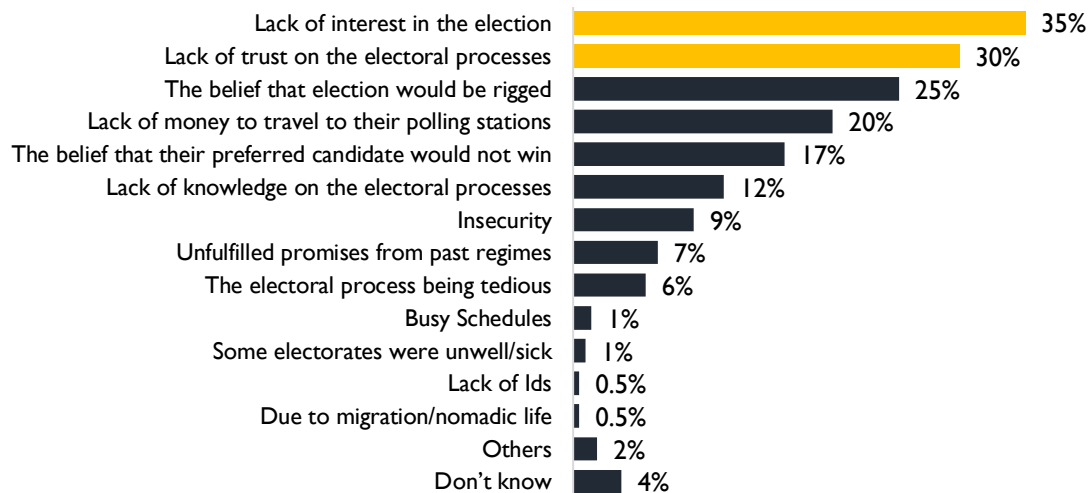


Figure 48: Drivers of Voter Apathy - PWDs

Qn: The IEBC voter turnout report indicates that about 35% of voters never turned up to vote during the August 9th general elections? What do you think could have caused the apathy?

6.3. Peace & Cohesion

PWDs positively rated the coexistence of people living within their area before and after the 2022 General Elections.

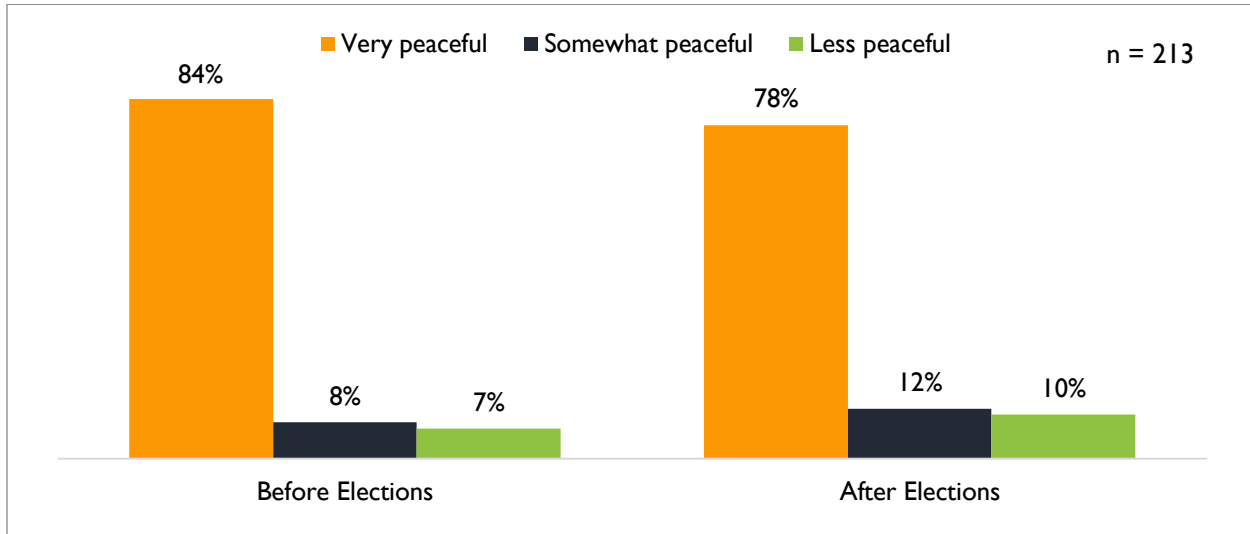


Figure 49: Coexistence of People before, During and After the 2022 General Elections - PWDs

Qn: How would you describe the coexistence of people living in your area, before, during and after the 2022 general elections, was it less peaceful, somewhat peaceful, most peaceful?

Negotiation (59%), mediation (42%), and arbitration (28%), stood out as the main ways of resolving conflict issues whenever they arise among PWDs

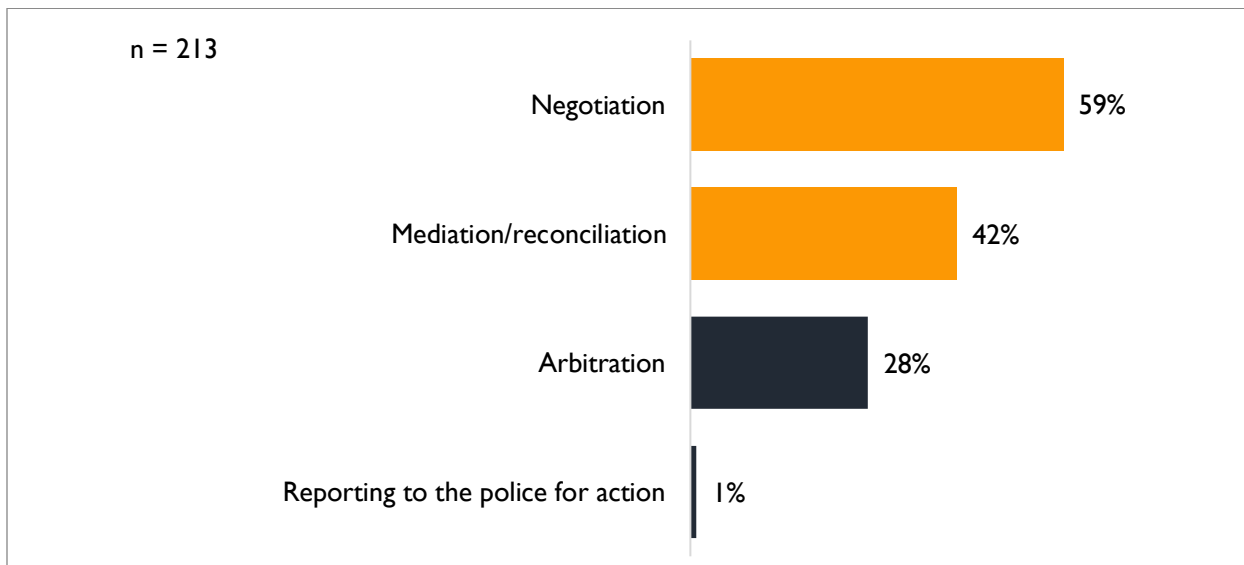


Figure 50: Main ways of resolving conflict issues - PWDs

Qn: What are the main ways of resolving conflict issues whenever they arise among people in your community?

7.0. CONCLUSION

7.1. Voter Education and Sensitization

- Kenyans mostly received voter sensitization/education messages during the 2022 election period through **television, SMS and radio**.
- The education/sensitization message that Kenyans **received influenced their decision to or not to participate** in the 2022 general elections.
- The key aspects of voter education that stood out for surveyed Kenyans include **how to vote, electoral procedures and rules, leadership and integrity and qualification for various elective seats**.
- In terms of sponsorship, the most known sponsors of media voter education campaigns include the IEBC, candidates, political parties, religious organizations and Uraia Trust.

7.2. Voter Apathy

- **Kenyans are mainly driven to vote by the need to elect leaders of their choice**, since it is their civic right and in order to trigger the change that they desire. Nonetheless, those who fail to vote are mainly constrained by busy schedules, distant polling stations, disinterest in elections, illness, lack of an ID card and stereotypes that the elections will be rigged.
- **Voter apathy in Kenya is mainly occasioned by distrust in the electoral processes, lack of interest in the elections and the belief that the elections would be rigged**.
- Women face a number of issues that constrain their engagement in electoral processes, most significantly, they are plagued with **gender discrimination, unfulfilled promises, ignorance of the electoral process and lack of financial support**.
- For Youth, unfulfilled promises, alcoholism/drug abuse and ignorance on the electoral process are the key limitations that hinder their participation in electoral processes.

7.3. Peace and Cohesion

- Kenyans were generally peaceful before and after the general elections. In addition, the main ways that the citizenry resolve conflict issues include through **negotiation, mediation/reconciliation and arbitration**. In addition, **local administrators, religious institutions and community-based organizations** were the main groups/institutions that promoted peaceful coexistence, during the electioneering period.
- **The main activities that Kenyans engage in to promote peace and cohesion include religious services, sports and barazas**. Indeed, the citizenry further believe that the persons who are most responsible for promotion of peace and cohesion are mainly religious leaders, community members and local administrators.

7.4. Peace and Cohesion

- Public participation refers to the involvement of the public in the decision-making processes of government and other institutions that affect their lives. It is a key aspect of democracy and good governance, as it allows citizens to have a voice in decisions that impact them and their communities. Public participation can take many forms, including public hearings, meetings, citizen advisory committees, online forums, and surveys. It can also involve outreach and education efforts to ensure that members of the public have access to information about issues that affect them. A majority of Kenyans did not participate in any public participation forum during the 2022 election period. However, those who do did, attended forums that were organized by politicians, local leaders or political parties. The citizenry would generally be willing to attend public participation forums, if they gained awareness on them. Further, the forums are considered effective as they shape the decisions made by different individual particularly when it comes to participation in electoral matters.

8.0. RECOMMENDATIONS

8.1. Recommendations for the Government

#	Finding	Recommendation
1.	Lack of transportation to the polling station, lack of special treatment and stigmatization are the main challenges that PWDs in Kenya face that constrain their engagement in electoral processes	Lack of money to travel to polling stations is noted as a challenge particularly for Kenyans who registered in the rural areas and are living in the city. It is thus important for the government to support the IEBC in launching education campaigns to create awareness on the importance of participating in electoral process and of actively registering in areas where it is most convenient for them to travel to at minimal costs.
2.	Tedious electoral process, was highlighted as a key cause for voter apathy	Voter fatigue is a common issue facing Kenyans and plaguing efforts to facilitate optimal electoral engagement. To address this there is need for the government to champion efforts to simplify the process and make it efficient, for instance, assist the IEBC address the challenges experienced during the biometric verification of Kenyans.
3.	Language barrier is a key issue constraining effective voter education	The government needs to champion the development of voter education materials that are comprehensive and easy to understand. In addition, the materials should be availed in different languages and distributed to the public through various channels, such as social media, radio, television, and newspapers.
4.	32% of the surveyed Kenyans highlighted that they did not receive any voter sensitization/education message	There is need for the government to reinforce the efforts made by the civil society organizations by acting as convenient strategic partners with the CSOs to promote voter education and aid in efforts to tap into different groups of people, including women, youth, PWDs as well as the marginalized communities.
5.	The main reasons for voter apathy as highlighted by surveyed respondents include lack of trust in the electoral processes (33%), disinterest in elections (32%) and the belief that elections would be rigged (20%).	The government ought to support efforts by the IEBC and take center stage in conducting public awareness campaigns to educate the public on the importance of voting and how to vote. These campaigns can be conducted through different mediums such as rallies, public forums, and door-to-door visits.
6.	<i>“...They should pass information through the radio. Information should also be passed to people through</i>	The government needs to engage with community leaders such as chiefs, religious leaders, and elders to help promote voter education. In essence, the leaders are integral in

	<i>barazas. People here listen to chiefs...</i> -FGD Participant, Garissa	helping reach out to their communities and encourage them to participate in the voting process.
7.	Social media stood out as one of the key sources of information	It is paramount for the government to be at the frontline in advocating for the usage of technology to promote voter education. For instance, through the creation of voter education apps, online portals, and social media platforms that provide information on how to vote, the voting process, and the candidates running for office.
8.	Unfulfilled promises, alcoholism/drug abuse and ignorance of the electoral process are the main challenges that Kenyan youth face that limit their engagement in electoral processes	Alcoholism is noted as a problem facing the youth and that limits their participation in electoral processes to address this, the government needs to enforce existing laws that regulate the sale and consumption of alcohol, besides increasing public education campaigns to raise awareness about the dangers of alcohol abuse, especially among the youth

8.2. Recommendations for the IEBC

#	Finding	Recommendation
1.	The main reasons for voter apathy as highlighted by surveyed respondents include lack of trust in the electoral processes (33%), disinterest in elections (32%) and the belief that elections would be rigged (20%).	Voter education should not only be a one-time event but rather a continuous process . There is need for sensitization in order to address the knowledge gaps that exist with regards to the significance of elections and in order to scale up trust and confidence in the electoral processes/bodies
2.	Language barrier is a key issue constraining effective voter education	Language barrier is noted as a hindrance to effective voter sensitization, it is thus critical for key players in the space to adequately involve the locals/communities as well as translators to ensure wider coverage and effective messaging.
3.	Mass media platforms such as TV and Social media stood out as the key sources of information	There is need for the IEBC to leverage other media platforms , particularly social media in order to reach the youth who majorly rely on the platform for their information. Further, it is critical for the commission to develop different ways of reaching out to Kenyans from different counties, as the counties have different dynamics.
4.	The main reasons for voter apathy as highlighted by surveyed respondents include lack of trust in the electoral processes (33%), disinterest in	There is a need to increase access to information on electoral processes, including voter registration, voting procedures, and the role of various electoral bodies. Further the IEBC should objectively monitor the election

	<p>elections (32%) and the belief that elections would be rigged (20%).</p>	<p>process to ensure that it is free, fair, and transparent, this will aid in increasing voter confidence in the electoral process.</p>
		<p>The commission can collaborate with civil society organizations to promote voter education and ensure transparency in the election process. The partnership can help scale up voter confidence in the electoral process by promoting transparency and accountability.</p>
<p>5.</p>	<p>Insecurity was highlighted as a key cause of voter apathy</p>	<p>The IEBC should have a robust complaints and dispute resolution mechanism to address any grievances or disputes arising from the election process, this will help in increasing voter confidence in the fairness and transparency of the electoral process. Moreover, the commission should ensure that election results are transmitted in a timely and transparent manner and provide regular updates on the tallying to increase voter confidence in the accuracy and integrity of the results.</p> <p>The IEBC should ensure that voter registration is accessible to all citizens, including those in remote or marginalized areas. Further, the commission should provide timely updates on voter registration and encourage voters to verify their details on the voters' register.</p> <p>The commission should work closely with law enforcement agencies to provide security during the election process. This can aid increase voter confidence in the electoral process by ensuring that voters can cast their ballots without fear of intimidation or violence.</p>

8.3. Recommendations for the Civil Society

#	Finding	Recommendation
1.	CSOs were noted as one key players in voter education/sensitization.	Civic education in Kenya is mainly constrained by lack of resources . As such it is important for actors in the space to lobby to reach consensus with government agencies and come up with innovative fundraising mechanisms to ensure that they are able to run civic education programs as required.
2.	Mass media platforms such as TV and Social media stood out as the key sources of information.	<p>There is need for a further study on ways to leverage on social media to dispense voter education material in order to attract the youth particularly Generation Z.</p> <p>There is need to adequately engage civil society organizations in promoting voter education and sensitization in Kenya. For instance, CSOs can champion civic education programs to educate the public on the importance of voter registration, the electoral process, and the role of citizens in ensuring credible elections. These programs can leverage on different traditional (TV, radios and newspapers and digital media platforms (social media).</p>
3.	Women face a number of issues that constrain their engagement in electoral processes, most significantly, they are plagued with gender discrimination, unfulfilled promises, ignorance of the electoral process and lack of financial support . On the other hand, unfulfilled promises, alcoholism/drug abuse and ignorance on the electoral process are the key limitations that hinder the ability of the youth to engage in electoral processes.	It is critical for CSOs to target the women, youth and PWDs, groups that are considered often marginalized in the electoral process due to social, economic, and cultural factors. These groups can be empowered through capacity-building programs, mentoring, and advocacy campaigns to fully participate in the electoral process.
4.	Lack of trust in the electoral process.	The Civil society can mobilize communities to register as voters through campaigns such as door-to-door campaigns, community outreach programs, and public announcements. Further, the institutions

		can monitor the electoral process and report any anomalies or irregularities to the relevant authorities. This can help ensure that the election is free, fair, and credible.
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8.4. Recommendations for the Media

#	Recommendations
1.	To reduce voter apathy, there is need to foster a culture of political engagement in Kenya. This can be achieved through public debates, and public participation forums that allow citizens to engage with politicians and political issues
2.	To optimize and ensure consistent voter education messaging, the media should make their rates affordable in order to anchor CSOs in channeling out media voter education message
3.	The media should fact-check the claims made by candidates and political parties to ensure that voters are not misled by false or misleading information. This can help to increase confidence in the integrity of the electoral process.
4.	The media can play a vital role in protecting voters' rights by reporting on any irregularities or attempts to suppress voter turnout . By holding those responsible accountable, the media can help to ensure that every citizen's right to vote is protected.
5.	The media should strive to be non-partisan and impartial in its reporting on elections . This can help to build trust among voters, as they will perceive the media as a reliable source of information.
6.	The media should engage diverse voices in its coverage of elections to ensure that different perspectives are represented . This can help to increase voter engagement and confidence in the electoral process, as voters from different communities will feel that their voices are being heard.

ANNEXES

Table 24: Media Platforms Relied on for Information by Gender and Age

	Gender		Age					Total
	Male	Female	18-26 Years	27-35 Years	36-45 Years	46-55 Years	Over 55 Years	
Television	74%	74%	71%	74%	77%	74%	72%	74%
Radio	55%	60%	56%	49%	61%	67%	67%	58%
Social media	47%	37%	56%	51%	39%	27%	22%	42%
Digital/online	12%	8%	15%	13%	9%	7%	3%	10%
Newspapers	12%	4%	9%	8%	8%	6%	10%	8%
Word of mouth	2%	2%	2%	1%	2%	5%	2%	2%
Phone	0.4%	0.5%	-	1%	-	1%	-	0.5%

Qn: What are the different media platforms where you get information on current affairs?

Table 25: Main Source of Information by Gender and Age

	Gender		Age					Total
	Male	Female	18-26 Years	27-35 Years	36-45 Years	46-55 Years	Over 55 Years	
Television	45%	50%	40%	45%	52%	47%	51%	47%
Radio	23%	30%	19%	20%	27%	39%	41%	27%
Social media	27%	18%	35%	30%	18%	11%	7%	22%
Digital/online	4%	2%	6%	4%	2%	3%	-	3%
Newspapers	1%	0.2%	-	0.4%	1%	0.5%	1%	1%

n=1300

Qn: What is your main source of information?

Table 26: Main Source of Information by Education Level

	Primary	Secondary	College	University/ Post-graduate	None	Total
Television	47%	50%	49%	39%	36%	47%
Radio	40%	29%	16%	7%	47%	27%
Social media	12%	17%	30%	47%	9%	22%
Digital/online	1%	3%	4%	6%	8%	3%
Newspapers	-	1%	1%	0%	-	1%

n=1300

Qn: What is your main source of information?

Table 27: Devices/Gadgets used to Consume Information by Region

	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
Mobile Phone	40%	45%	43%	51%	38%	39%	23%	32%	39%
TV set	34%	30%	30%	29%	38%	26%	47%	58%	37%
Radio	25%	23%	26%	13%	22%	34%	28%	9%	22%
Laptops/Tablets	1%	2%	2%	6%	2%	-	1%	-	2%
Newspapers	-	-	-	-	-	1%	1%	-	0.2%

n=1300

Qn: Which device/gadget do you normally use to consume the information in the named above?

Table 28: Devices/Gadgets used to Consume Information by Gender and Age

	Gender		Age					Total
	Male	Female	18-26 Years	27-35 Years	36-45 Years	46-55 Years	Over 55 Years	
Mobile Phone	38%	40%	32%	38%	42%	38%	43%	39%
TV set	42%	33%	51%	45%	34%	28%	18%	37%
Radio	18%	26%	14%	15%	22%	34%	38%	22%
Laptops/Tablets	2%	1%	2%	2%	2%	1%	1%	2%
Newspapers	0.5%	-	1%	-	0.3%	-	1%	0.2%

n=1300

Qn: Which device/gadget do you normally use to consume the information in the named above?

Table 29: Frequency of Usage of Traditional Media Platforms by Region

	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
Daily	72%	81%	84%	83%	81%	66%	71%	73%	78%
Weekly	22%	17%	13%	11%	12%	21%	18%	17%	15%
Monthly	5%	2%	3%	4%	4%	8%	4%	8%	5%
Rarely	1%	-	-	1%	3%	5%	7%	1%	2%

n=1260

Qn: How often do you use traditional media platforms such as (Television, Radio, and Newspapers)?

Table 30: Frequency of Usage of Traditional Media Platforms by Gender and Age

	Gender		Age					Total
	Male	Female	18-26 Years	27-35 Years	36-45 Years	46-55 Years	Over 55 Years	
Daily	75%	80%	73%	77%	78%	79%	79%	78%
Weekly	17%	14%	16%	16%	15%	14%	13%	15%
Monthly	7%	3%	9%	5%	3%	4%	5%	5%
Rarely	1%	4%	1%	2%	3%	3%	3%	2%

n=1260

Qn: How often do you use traditional media platforms such as (Television, Radio, and Newspapers)?

Table 31: Frequency of Usage of Traditional Media Platforms by Education Level

	Primary	Secondary	College	University/ Post-graduate	None	Total
Daily	76%	80%	76%	74%	76%	78%
Weekly	14%	15%	17%	16%	18%	15%
Monthly	5%	4%	4%	8%	3%	5%
Rarely	5%	1%	3%	2%	3%	2%

n=1260

Qn: How often do you use traditional media platforms such as (Television, Radio, and Newspapers)?