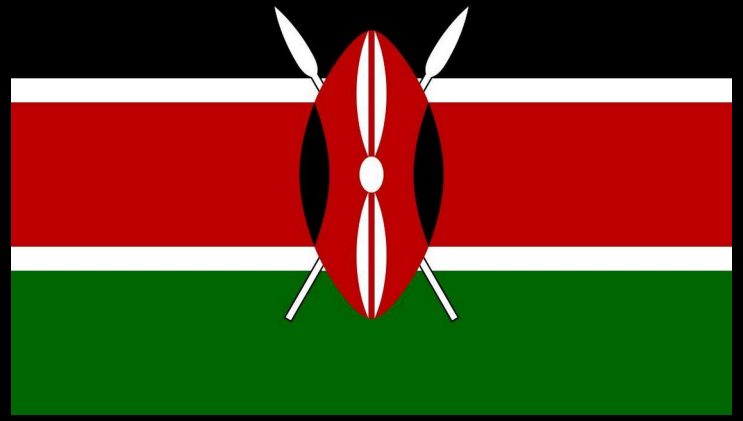
Voices of the People, Kenya



Knowledge and Civic Empowerment
for a More Open, Democratic and Peaceful Society

The Presentation

1. Goal and rationale
2. Why Kenya
3. Partners
4. Precedents
5. The research model
6. Giving back
7. A model for other countries

Project Goal and Rationale

Goal

To enrich Kenya's conversation about itself, and strengthen civic engagement in support of peace, democracy and sustainable development.

How?

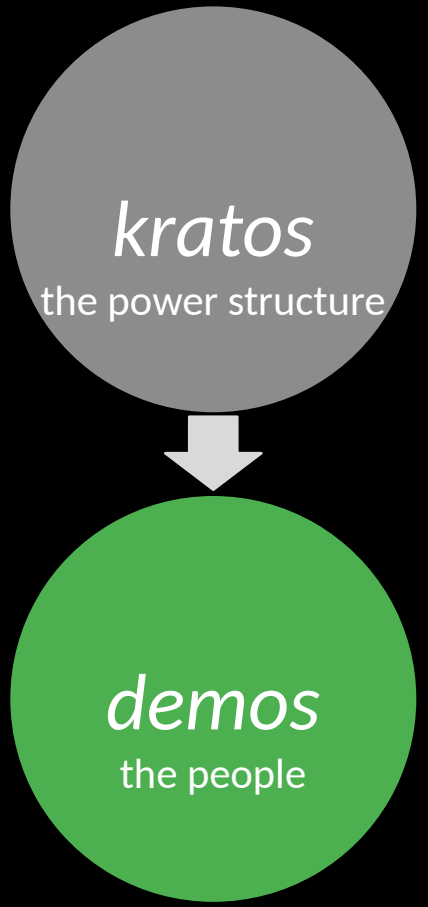
By mapping citizen perceptions, values and practices in every region of the country, through scientific research designed to listen to — and uplift — the voices of the people.

Why?

Because understanding where the people — the *demos* — are at is crucial for effective governance, security, accountability and social well-being.

Project Goal and Rationale

- Governance and democracy assessments: an emphasis on the power structure (*kratos*) can give short shrift to citizen perceptions, sentiments and practices.
- *Voices of the People* strives to rebalance appraisals of democracy: from *kratos*-centric to *demos*-inclusive.
- Generate actionable data for evidence-based policymaking and constructive public dialogue.
- Map sentiments and practices in each of Kenya's 15 regions.
- Give ordinary people a say in the political process beyond the electoral cycle.
- Create an innovative scientific instrument for social accountability.
- *Core assumption:* better-informed citizens and leaders can make a positive difference in support of peace, democracy and sustainable development.



Why Kenya

74%

of Kenyans say democracy is preferable to any other kind of government

Source: Afrobarometer, Kenya survey, 2024 (news release of 5 November 2024).

- Kenyans hold strong democratic convictions.
- National surveys of this kind interview about 2,400 people — enough for one reliable national figure, not for a portrait of each region.
- Kenya has 47 counties and wide differences of region, livelihood, age and identity. How convictions vary across the country remains largely unmapped.
- *Voices of the People* proposes that region-by-region portrait.

Partners

Our *global consortium* offers an important element of *South–South collaboration*:

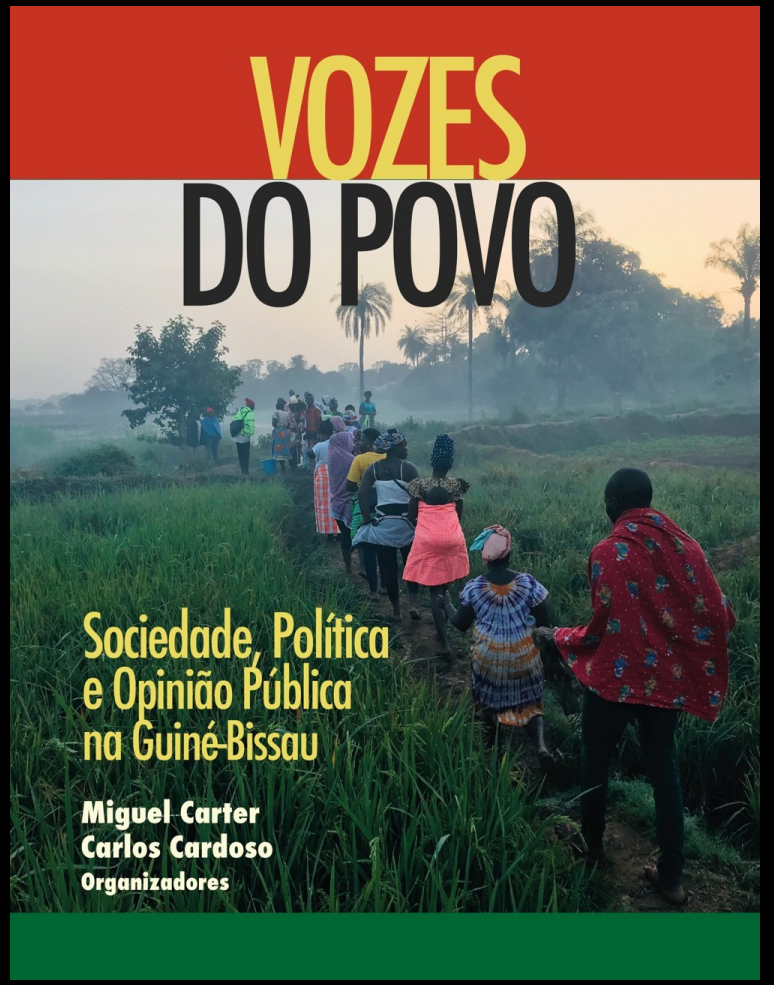
- International IDEA — International Institute for Democracy and Electoral Assistance
- Meru University of Science and Technology (Kenya)
- DEMOS — Centre for Democracy, Creativity and Social Inclusion (Paraguay)
- University of Bradford (United Kingdom)
- University of São Paulo (Brazil)
- Brazilian Political Science Association — ABCP (Brazil)
- Brazilian Association of Electoral Researchers — ABRAPEL (Brazil)

Technical support: Kenya National Bureau of Statistics



Precedents

- A wealth of studies and experiences to build on.
- *Afrobarometer* surveys, in Kenya and throughout Africa.
- The *Voices of the People* study in Guinea-Bissau, led by DEMOS: the first national public opinion survey in the country's history.



The Research Model

1. National and sub-national public opinion survey
2. Data mining, analysis and comparative review
3. Focus group study
4. Edited volume: preparation and publication
5. Giving back to the people of Kenya

Combined, they offer a breadth of research methodologies — quantitative, qualitative, comparative and interpretive — and an innovative approach to sharing what is learned.

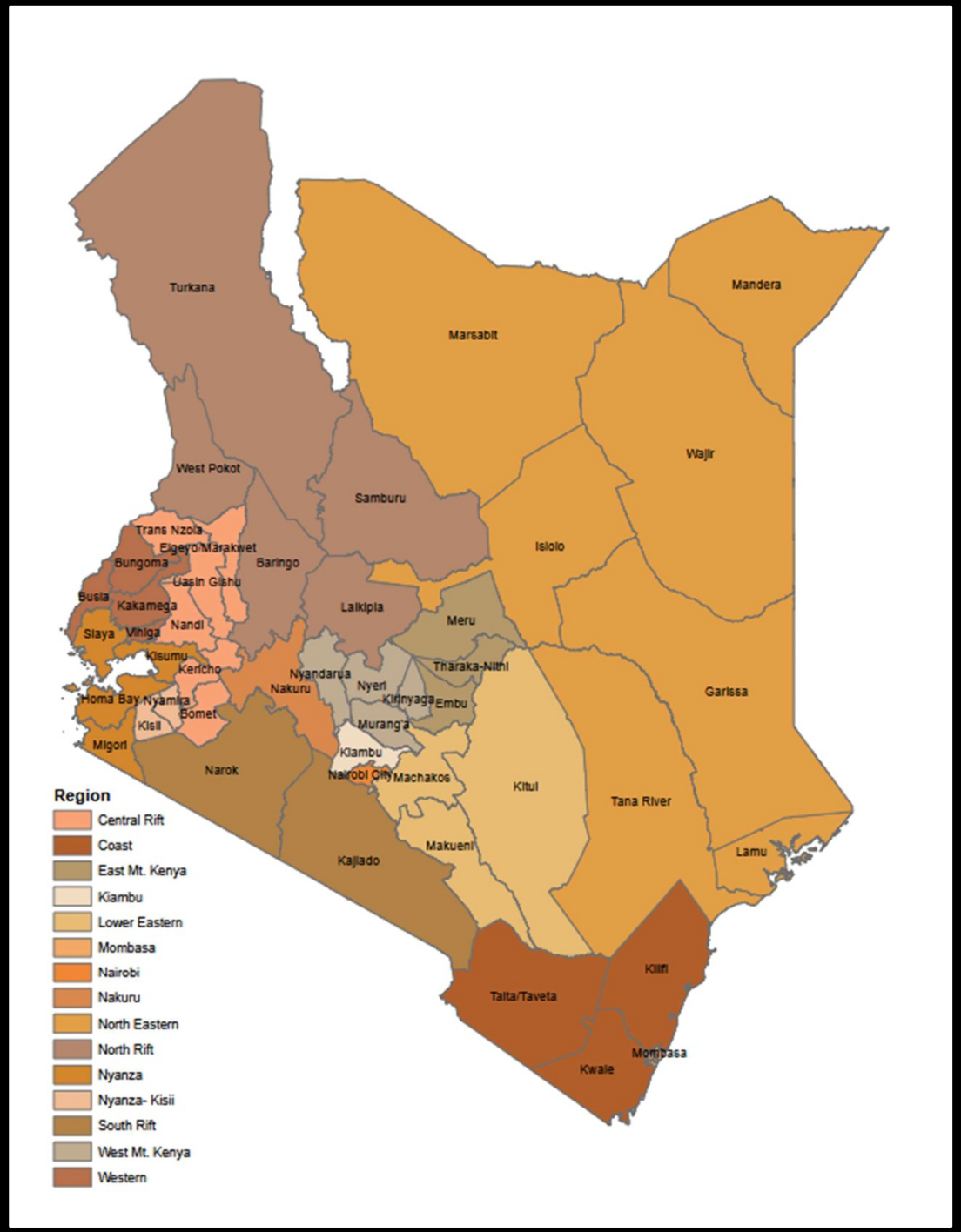
National and Sub-national Survey

- A unique public opinion study with a national and regional component. Allows for innovative appraisals at the sub-national level.
- An exceptional sample design. Enables a fine-grained analysis of survey results. Needed in larger-size countries like Kenya.
- High cost of polling Kenya's 47 counties. Solution: cluster the counties into 15 regions.
- Clusters created with the Kenya National Bureau of Statistics. Supported by statistical analysis with 40 variables.
- Main criteria for establishing these regions: geographic, urban/rural population, economic production, cultural and linguistic affinities.
- National survey sample with 15 regions involves 9,632 respondents.
- Questionnaire builds on *Afrobarometer* surveys. Incorporates new themes.

47
counties

15
regions

9,632
respondents



Kenya: 15 Regions

47 counties, clustered into 15 regions for the national and sub-national survey.

Map prepared by the Kenya National Bureau of Statistics for the *Voices of the People, Kenya* initiative.

Data Mining, Analysis and Comparison

Goal: to generate a novel, in-depth assessment of survey data.

A. Dynamic table

To facilitate cross-tabulations and data use.

B. Data mining exercises

Creating novel indexes and deploying various statistical instruments.

C. Comparative review

- Sub-national — with the *Voices of the People* survey results
- Cross-national — using *Afrobarometer* and other data sets
- Historical trends — a time-series analysis with previous public opinion surveys in Kenya, building on *Afrobarometer* since 2003

D. Reports

Data mining and analysis · Comparative study

Key Themes for Data Analysis

- Life conditions & well-being
- Employment & education
- Migration & livelihoods
- Personal sense of security
- Social strata & perceptions
- Ethnic & other identities
- Gender & social equality
- Capacity for social coexistence
- Interpersonal trust
- Social values & tolerance
- Views on conflict & violence
- Environmental awareness & values
- Religious affiliation & involvement

- Engagement in public life
- Contact with state officials & service providers
- Social & political participation
- Access to news & public deliberation
- Political values, opinions & identities
- Support for democracy
- Institutional trust & corruption perception
- Views on the rule of law & elections
- Sub-national governance & accountability
- Appraisal of public & social leaders
- Main local, regional & national problems
- Risk of sectarianism: ethnic, religious, political

Focus Group Study

- Focus groups offer a *qualitative methodology* to assess public opinion. They create an open space for deliberation that empowers participants.
- *Voices of the People* will carry out focus groups with various segments of the population, across Kenya's 15 regions.
- Study findings will help contextualize national and sub-national survey results, discover nuances and reveal causal mechanisms that underlie statistical data.



Focus group, Voices of the People study, Guinea-Bissau, 2019.

Giving Back

What Kenyans share with us belongs to them.

- The findings return to the people of Kenya, in every region.
- To citizens and leaders, the press and civic groups — in a form all of them can use.
- Public presentations and briefings, national and regional.
- Dialogue with journalists, civil society and political leaders.
- Open access to the findings: reports, data and the volume, in print and online.

Our role is to open a conversation among Kenyans. **The first word, and the last, is theirs.**

A Model for Other Countries

Designed to travel.

Guinea-Bissau

The model is built and tested

Kenya

Its first large-scale application, across 15 regions

Africa and beyond

The capacities built in Kenya carry it further

The instruments are documented and shared, so that others can use them.



Prepared by Miguel Carter, PhD
for the *Voices of the People*, *Kenya* consortium
DEMOS — Centre for Democracy, Creativity and Social Inclusion
www.demos.org.py · miguelcarter.4@gmail.com