

## Kenyans rate Barrack Obama...

by Margit Cleveland



Recently, Infinite Insight participated in a WIN/GIA syndicated global study on Healthcare, the results of which should be available through any network member shortly. However, we decided to append a few questions of our own in order to capture the mood and opinions of Kenyans on several topical issues. The poll (n=1,003) was carried out in 5 regions: Nairobi, Central, Rift Valley, Nyanza and Coast; data represent 68% of total Kenyan population. Both urban and rural sampling points were included. The poll was conducted from 30<sup>th</sup> July to 8<sup>th</sup> August 2011.

The election of Barrack Obama as the first US president with African roots was greeted with jubilation across Kenya; Obama's father having been Kenyan, his election success became a source of national pride. We were curious about how Kenyans perceived Obama almost three years down the line, especially since Obama has made it a point not to visit his "native" country since his inauguration.

### I. Problems facing Kenya and the World

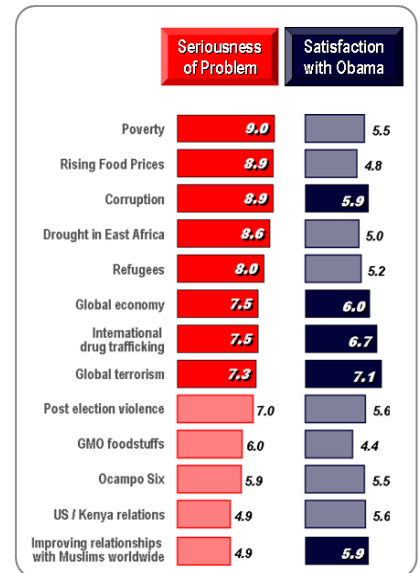
We began by asking which local and international problems were the most serious. Respondents were asked to use a 10-point rating scale, with 10 meaning very serious and 1 meaning not serious at all. Poverty (9.0), followed by Rising Food Prices and Corruption (8.9 each), Drought in East Africa (8.6), and Refugees (8.0), emerged as the most pressing issues. Global problems, such as the Global Economy and International Drug Trafficking came in considerably lower with mean scores of 7.5 each; closely followed by Global Terrorism (7.3). The least important issues in the opinion of our respondents were US/Kenya Relations and Improving Relationships with Muslims worldwide (4.9 each).

### II. Barrack Obama's Performance

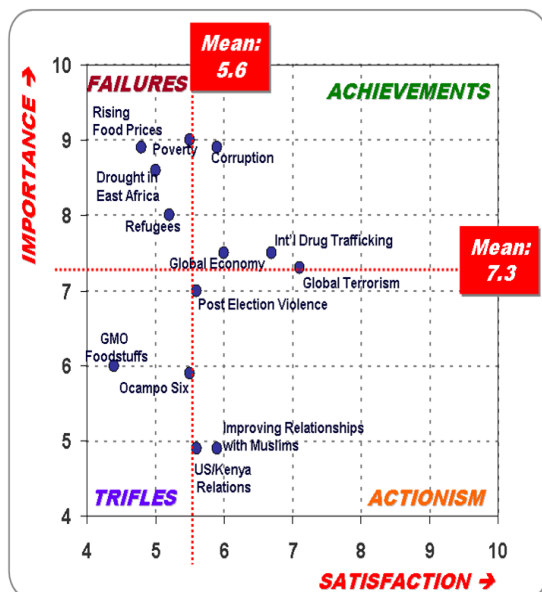
Again using a 10-point rating scale, respondents were then asked to rate their satisfaction with President Obama's performance on each of these problems. Kenyans were most satisfied with Obama's involvement with the fight against Global Terrorism (7.1), followed by Global Drug Trafficking (6.7).

### III. Quadrant Analysis of Obama's Performance

We plotted mean scores on a map: the vertical axis depicts mean scores on the seriousness of the various problems; the horizontal axis, ratings of Obama's performance. The average mean scores for problems and performance ratings define the quadrants. The quadrant, which highlights Obama's achievements in the eyes of Kenyans, is constituted by problems that are rated as very serious and also attract higher than average satisfaction ratings.



Although Kenyans don't seem to be overly enthusiastic, they count Obama's fight against corruption, his dealing with the Global Economy, and his measures against Global Terrorism and International Drug Trafficking among his achievements. However, he is seen as failing on most problems that affect Kenyans directly: his satisfaction ratings are below average on highly important issues such as Rising Food Prices, Poverty, the Drought in East Africa and the Refugee Crisis. To Kenyans, the state of US/Kenya Relations and Conciliatory Moves toward Islam rank very low on the agenda; yet, Obama gets higher than average ratings on these issues. Surprisingly, despite extensive coverage by the media, GMO Foodstuffs and the Ocampo Six are only modestly important to Kenyans; and Barrack Obama is not seen as excelling in addressing these issues.

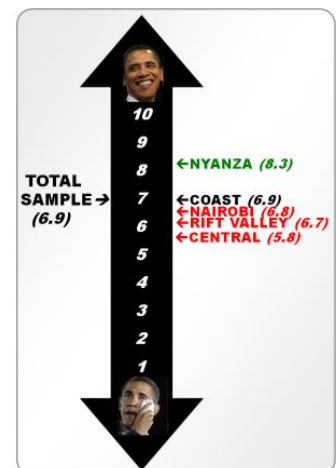


### IV. Overall Satisfaction with Obama's Performance

Finally, we asked respondents to give their overall assessment of President Obama's performance.

With a rating of 6.9 (out of a possible 10), Barrack Obama is still very popular among Kenyans; however, the initial enthusiasm seems to have worn off a bit.

Only in his "home province", Nyanza, does he still enjoy high levels of popularity (8.3); with 5.8, he is least popular in Central province.



### V. Conclusion

In conclusion, Kenyans are still proud to see their "native son" leading a global super power; however, they are disappointed that "their" president has not taken sufficient interest in problems that affect them the most.

# In-store influence...

by Consumer Insight

## About 60% of shoppers would buy an alternative brand due to in store influence

A majority of shoppers would buy a brand other than their usual one due to in-store influence. Science can now prove it. A new study by Consumer Insight reveals that 56p.c. of shoppers would buy a brand other than their usual brand due to in-store influence. "This new finding is likely to re-focus marketing efforts to the point of sale. Brand marketers have a huge opportunity to influence their brand's preference over the competitor brands with appropriate in-store communication and presence" notes Nduku Mulwa, Director of Research at Consumer Insight. She adds that, "In store is the marketer's final chance to ensure their brands are picked".

The comprehensive research titled **REJA Study** aims to give its users a competitive advantage over their competitors. The first kind of study for the region, **The REJA Study**, is designed to provide marketers and business owners with up-to-date market share and shopper behavior data at the retail level. The survey is conducted via exit interviews on 1200 shoppers at 328 retail outlets spread across Kenya – Nairobi, Mombasa, Kisumu, Machakos, Nyeri, Nakuru and Eldoret – ensuring that a wide range of consumers have been reached, guaranteeing data collected is both free of doubts and forms a solid foundation for decision making by firms which strive to satisfy the desires of their consumers and race ahead of competitors.

### It's a Man's World

Surprisingly, the latest **REJA Study** reveals that, at 53p.c., there are more male than female shoppers, the greatest majority of shoppers (61p.c.) are between 20 – 29 years of age, 77p.c. of shoppers tend to shop alone, and in a shift likely affect marketing strategies in the near future, the frequency of shopping has shifted from a monthly to a weekly affair.

"Big shopping moments can be created anytime, marketers don't have to wait for end month to influence shoppers" avers Anne Kamau, the managing director of Gap Marketing, a sister company of Consumer Insight, she adds that, "we are glad to have regular and accurate insights to inform the development and implementation of category, channel and customer management strategies for our clients that will ensure winning at the shelf". Consumer Insight appreciates the fact that that marketers and business owners need to have essential intelligence on shoppers, understand their brand share and penetrations into the market and has thus packaged the study in two parts: **REJA Market Share** investigates retail outlets, providing up-to-date data on the products stocked and products sold by brand and by SKU giving its users a greater competitive advantage. **REJA Shopper**, the second part of the **REJA Study**, brings out the difference between shopper and consumer behavior therefore providing a good understanding of the factors affecting product selection at retail outlets.

### What the Future Holds

The **REJA Study** provides a tool for marketers and business persons to define their target market more accurately, construe better communications strategies, and to reap revenue gains from providing products that shoppers desire. "There is need to broaden promotional campaigns to include male shoppers as targets for 'traditional' female products like diapers, foods or personal hygiene products" comments Ms. Mulwa, on how the findings are likely to shape the future. "In the near future, firms that realize the greatest growth will be those that use shopper intelligence tools such as the **REJA Study** in shaping their marketing strategies and campaigns" concludes Nduku. The **REJA Study** is available for sale at Consumer Insight

## MSRA graduation



MSRA Chair, **Roger Steadman**, congratulates this year's **Basic Introduction to MR Training "Best Student" - Joseph Watila Wanyonyi**

Since training forms an integral part of meeting the professional needs of our members, the 29<sup>th</sup> of September saw MSRA celebrate the graduation of our 2011 "Introduction to Market Research Class" as well as the 2010/2011 Advanced Training class. The event was well attended with over 100 students graduating. **Rufus Eshuchi**, the Communication for Development Specialist at UNICEF, and a seasoned researcher, officiated during the event where he stressed the need and relevance of research in today's rapidly changing business environment. He urged students to make use of knowledge and skills they had acquired through the training and to continually strive to acquire more in order to remain afloat.

Congratulations to all the graduands as they make headway in their careers and pride us by professionalizing the industry. Special recognition goes to our **Best Student, Joseph Watila Wanyonyi** (of Nielsen EA Ltd) who emerged tops in the 2011 Introduction to Market Research Class. Well done Joseph!



*The Association is delighted to welcome Strategic PR & Research on board, our newest member in the corporate membership category*

### QUARTER 4 - 2011 OCT/NOV/DEC CALENDAR OF ACTIVITIES TO PARTICIPATE CONTACT SECRETARIAT

<b>EVENT</b>	<b>CELEBRITY TALK</b> <b>MSRA CELEBRITY TALK</b>
DATE	OCTOBER 26 <sup>TH</sup> 2011
TIMING	6.30PM
VENUE	SOUTHERN SUN HOTEL
<b>EVENT</b>	<b>BOWLING TOURNAMENT</b> <b>MSRA BOWLING TOURNAMENT</b>
DATE	NOVEMBER 3 <sup>RD</sup> 2011
TIMING	4.30PM
VENUE	VILLAGE MARKET
<b>EVENT</b>	<b>A.G.M</b> <b>MSRA ANNUAL GENERAL MEETING</b>
DATE	NOVEMBER 17 <sup>TH</sup> , 2011
VENUE	SOUTHERN SUN MAYFAIR, WESTLANDS
TIMING	4PM

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