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Research & Consulting



# INFOTRAK HARRIS-COFEK POLL ON ICT SECTOR

# The growth of mobile telephony in Kenya

- According to **CCK's 2011/2012 Sector Statistics Report** released in June 2012, mobile subscription in Kenya stands at 29.2 million as at 31 March 2012. This report also indicates that 74% of the total population have access to mobile phones in Kenya.
- Further, as at end of March 2012, 98.8% of the total internet subscription was through mobile Internet on GPRS/EDGE or 3G. This translated to 6.49 million mobile subscription.
- From this report, it is tacit that many Kenyans actually own or have access to mobile phones. Not only are mobile phones important for communication but they are also used for mobile based money transfer as well as accessing the internet.
- The growth of mobile telephony in Kenya has seen an influx of counterfeit mobile phones to the extent that a good number of Kenyans can barely distinguish a counterfeit phone from a guinine phone.

- Communications Commission of Kenya (hereinafter referred to as **CCK**) as the statutory regulatory body of the communication sector in Kenya, has made the decision to switch off counterfeit phones operating in Kenya.
- The commission has argued that such a decision is hinged on the dangers that these phones have on the health and well being of consumers as well as matters of national security.
- Consumers organizations has on the other side called for a careful and sober debate on this matter. Their argument is summarized thus; “its generally uncontested that the end consumers are not responsible for the availability of these phones in the Kenyan market. As such they should not be made to suffer”
- What is however not in doubt is that the move by **CCK** to switch off counterfeit phones has wide ramifications for the consumer in Kenya. It is uncontested that this move will affect many people who have and have been operating these phones.
- Pursuant to the foregoing, Infotrak sought to carry out a survey to determine the views of Kenyans regarding the intended switch off by **CCK**.

- The poll was sponsored by Consumer Federation of Kenya (COFEK) and conducted by Infotrak Research & Consulting between 19<sup>th</sup> and 20<sup>th</sup> July, 2012
- A sample of 1000 respondents was interviewed to represent 6,916,000 middle class population residing in urban areas. This translated into a minimum margin of error of  $\pm 3.3$  at 95% degree of confidence. The survey was **conducted** in nine major towns in Kenya
- Using the 2009 Kenya Population & Housing Census as the sample frame, the sample was designed using Population Proportionate to Size (PPS) and mainly entailed;
  - Use of stratification, random and systematic sampling in drawing regions to be covered
  - Ensuring further distribution by area, age, socio-economic class and gender
  - Ensuring that every person in the sampled areas had a known chance of being selected
- Fieldwork was using face to face interviews
  - 25 of the interviews were back checked for quality control purposes and data entered twice for validation purposes
  - Respondent selection was through random and systematic sampling
- Data processing & analysis was carried using CS-Pro and SPSS 17.0
- The questions asked are highlighted after each graphic presentation

## The Quantitative Approach

- The Quantitative approach Target the following groups
- Middle class consumers (C1 and C2)

- ❑ **Quantitative Approach** employed **Face to Face (F2F) interviews** amongst various potential middle class consumers to determine incidences in quantifiable terms

Middle class consumers

- Self employed (Formal)
- Self employed (Informal)
- Employed (Permanent)
- Employed (Casual)

Method	Scope	Sample
1. Quantitative Face To Face Survey	<u>Face to face interviews</u> <ul style="list-style-type: none"> <li>• Middle class consumers</li> <li>• Age: 18+</li> <li>• Gender: Male/Female</li> <li>• SEC: C1 and C2</li> </ul>	1000 Interviews

Town	Sample	Ratio
Nairobi	310	31%
Nyeri	70	7%
Kisumu	120	12%
Mombasa	130	13%
Nakuru	70	7%
Eldoret	70	7%
Kakamega	110	11%
Embu	50	5%
Machakos	70	7%
<b>Total</b>	<b>1000</b>	<b>100%</b>

- The ability of Kenyan in distinguishing counterfeit phones from original phones.
- The level of opposition or support Kenyans have for the planned switch off of counterfeit phones by CCK.

# Opposition for the planned switch off by CCK by Region

- Nairobi, Embu, Machakos and Mombasa** registered the highest opposition for the plans by CCK to switch off counterfeit phones at 40%, 40%, 39% and 34% respectively. This can be attributed to the fact that accessibility of counterfeit phones in this area is comparatively high.

Region	Yes	No	Don't Know
Mombasa	64%	34%	2%
Machakos	61%	39%	
Embu	60%	40%	
Nyeri	74%	20%	6%
Eldoret	76%	24%	
Nakuru	69%	28%	3%
Kakamega	71%	25%	3%
Kisumu	70%	23%	8%
Nairobi	50%	40%	11%

*Do you support the plans by the CCK to switch off counterfeit phones?*

**n = 1000**



- Infotrak Research and Consulting (hereinafter referred to as Infotrak) is a highly reputed research company with exceptional qualifications and extensive experience in high quality research. Infotrak's technical strengths lie in its ability to efficiently design and field social science surveys and impact evaluations of the highest quality and to manage survey, administrative, and program data for research and evaluation purposes.
- The company was founded and incorporated under the Laws of Kenya in 2004 following the vision of the founder to provide the Pan African Market with suitable information solutions required to sustain the needs of the ever-growing economies. Headquartered in Nairobi Kenya, Infotrak also has affiliate offices in Uganda, Tanzania, Nigeria and field contacts in more than 12 other countries in Sub-Saharan Africa.
- The Research and Consultancy firm, which is currently one of the fastest growing in the region, attributes its rapid growth to not only innovation, high level of professionalism and dynamism, but also on the excellent caliber of personnel who have been described by many as "Business Minds who specialize in research". In 2007, Infotrak became a global network affiliate of Harris Interactive USA, the 12th largest and fastest-growing market and social research firm in the world.
- Infotrak has a long history in conducting research and has carried out similar projects for various clients. We have set a worldwide standard in the efficient conduct of scientifically rigorous data collection efforts, which encompass the development of survey instruments, the design of efficiently executable and scientifically valid samples, survey administration and data acquisition, data processing, and analysis.
- Today, Infotrak is one of the most authoritative pollsters in Kenya, providing political opinion polling under the Infotrak Harris Poll flagship brand. In the recent constitutional referendum in Kenya, Infotrak was the only research firm which accurately predicted the outcome of the referendum.
- The company has retained both permanent and temporary employees to discharge its activities. The team is comprised of highly motivated, talented and experienced professionals with academic competence in diverse fields. The team has extensive and proven experience in both qualitative and quantitative research methodologies.

# About Consumer Federation of Kenya (COFEK)

- The Consumer Federation of Kenya (COFEK) is an independent, self-funded, multi-sectoral and non-profit society, registered on 26th March 2010 as a membership society under Cap. 108 Laws of Kenya.
- COFEK members are ordinary consumers and professionals from various walks of life and areas spread across the country who see the need to own and support COFEK vision, mission and values.
- COFEK emphasizes the need for a conducive environment to allow for competitive trade and business.
- The society strongly believes that what is good for the consumer is good for business.
- It is the responsibility of COFEK to fight against monopolies and exploitative prices as well as counterfeits and unfair business practices

