

Qualitative Research Toolkit

Key Informant Interview (KII) and Focus Group Discussion (FGD) Guides

Governance and Socio-economic Impacts of General Elections in Kenya

This study examines the day-to-day economic and social impacts of electoral periods on Kenyan communities across 6 thematic areas:

- (1) Governance & Election Preparedness Context
- (2) Election-Period Experiences & Security
- (3) Livelihoods & Economic Impacts
- (4) Social Cohesion
- (5) Institutional Response & Recovery
- (6) Lessons & Recommendations.

By engaging small business owners, community members, community leaders, security agencies, government officials, and civil society and faith-based organizations, the research generates evidence to inform holistic, effective policies that protect citizens and their livelihoods throughout the democratic cycle.

My Contribution

I designed the qualitative data collection package for this study, including seven KII and FGD guides, the sampling strategy, and the informed consent process. The tools were developed to support consistent, ethical, and high-quality data collection across the six study counties.

Contents

This toolkit contains the sampling strategy and seven harmonised qualitative research tools:

1. Sampling Strategy
2. Informed Consent Process
3. KII Guide for Small Business Owners
4. KII Guide for Law Enforcement Officers
5. KII Guide for Government Officials
6. KII Guide for Community Leaders
7. FGD Guide for Community Members
8. FGD Guide for Civil Society Organizations (CSOs)
9. FGD Guide for Faith-Based Organizations (FBOs)

Sampling Strategy

Sample sizes were determined using purposive maximum-variation sampling across six counties, informed by empirical studies on qualitative saturation (Guest, Bunce & Johnson, 2006; Hennink, Kaiser & Marconi, 2017; Hennink, Kaiser & Weber, 2019). These studies show that interview code saturation is commonly achieved within 9–12 interviews, with deeper meaning saturation requiring 16–24 interviews, while one to two focus groups per stratum capture most analytical insights, with additional groups providing limited added value.

Sampling Design

To ensure both saturation and diversity, **three KIIs per respondent category were conducted in each county**, with variation in gender and age (18–34 and 35+) incorporated across interviews.

Respondent category	Per county	Total (× 6 counties)
Small Business Owners	3	18
Law Enforcement Officers	3	18
Government Officials	3	18
Community Leaders	3	18
Total KIIs	12	72

For FGDs, **community members** were segmented into women's, men's, and mixed groups in each county to reflect differences in lived experiences. **Government officials, CSOs, and FBOs** each participated in one FGD per county, reflecting their greater institutional homogeneity.

Respondent category	Groups per county	Total (× 6 counties)
Community Members (women / men / mixed)	3	18
Government Officials	1	6
Civil Society Organisations (CSOs)	1	6
Faith-Based Organisations (FBOs)	1	6
Total FGDs		36

Introduction and Consent

Good morning/afternoon. My name is **(Interviewer Name)** and I am part of a research team conducting a study on the governance and socio-economic impacts of General Elections in selected counties in Kenya with a specific focus on the 2022 general elections.

This interview aims to understand your experiences and perspectives regarding governance, security, livelihoods, and community wellbeing before, during, and after the elections. Your insights are valuable and will contribute to understanding how governance systems can better support communities and livelihoods during these periods.

The interview is expected to take approximately one hour.

Your participation is voluntary. You may decline to answer any question or withdraw at any time without consequence. All information you share will be treated confidentially, reported only in anonymised form, and used solely for the purposes of this research. With your permission, we would like to take notes and make an audio recording to ensure accuracy; the recording will be stored securely and used only by the research team.

Do you consent to proceed with this interview?
(Once consent is given, ensure the respondent profile is accurately completed)

Respondent Profile

County		Sub-county	
Sector		Location (urban / rural)	
Respondent Age		Interviewer	
Respondent Gender		Interview Date	

1. KII Guide for Small Business Owners

Target Respondents: Owners and operators of small and micro enterprises in the study area, especially the informal-sector businesses.

Read introduction and get consent to interview and recording before proceeding to the questions.

Business Environment & Election Preparedness

1. Before the 2022 elections, how would you describe the general business environment in your area (in terms of customer flow and supply of goods)?
2. What concerns did you have, before the elections, about how the election period might affect your business? (e.g. Concerns based on past election experience, anticipated risks)

Election-Period Experiences & Security

3. What happened to your business operations during the election period (on voting day, during results announcement, and immediately after)?
4. How did movement restrictions, curfews, or demonstrations affect your ability to access suppliers, markets, or customers?

Livelihoods & Economic Impacts

5. How did your sales, income, or customer numbers change during the election period compared with a typical period?
6. What additional costs, if any, did you incur because of the elections (e.g. security, spoilage, transport, stock loss. If any, probe for approximate costs)?

Social Cohesion & Community Relations

7. How would you describe your relationships with customers, suppliers, and fellow traders during the election period?
8. Did political or ethnic tensions affect who you could trade with, or where you could safely operate?
9. How have trading relationships within your community changed since the 2022 elections?

Institutional Support & Response

10. Did you receive any support from government, business or trader associations, or other organisations during or after the election period?
11. How would you rate the responsiveness of local authorities to security or economic concerns raised by traders during this period?

Lessons & Recommendations

12. What helped your business survive or recover during and after the election period?
13. What would help small businesses better withstand future election periods?
14. What recommendations would you give to government, security agencies, or trader associations to better protect small businesses during future elections?

Note: Remember to thank the respondent for their time, and remind them the value of the information and their participation

2. KII Guide for Law Enforcement Officers

Target Respondents: Police commanders and officers, and other security personnel who were involved in planning, coordinating, or delivering election security during the General Elections.

(Read introduction and get consent to interview and recording before proceeding to the question.)

Governance & Election Preparedness Context

1. How would you describe the security situation in your area of jurisdiction before the 2022 elections?
2. What key security risks were anticipated ahead of the elections, and how were they identified?
3. How prepared was your unit or agency, in terms of personnel and coordination with other agencies?

Election-Period Experiences & Security

4. What major security incidents occurred in your area during the election period (voting, tallying, results announcement)?
5. Which locations or population groups were most affected by insecurity, and why?
6. How effective were the security response measures deployed, and what determined their effectiveness?

Livelihoods & Economic Impacts

7. In what ways did security operations affect businesses and household livelihoods in your jurisdiction?
8. Were there disruptions to transport, trade, or public services because of security measures?
10. Which economic sectors experienced the greatest impact, based on what you observed?

Social Cohesion

11. How did the elections affect relationships and trust between different community groups in your jurisdiction?
12. What factors contributed to tension in some areas, or to peaceful coexistence in others?
13. How has public trust and cooperation with security agencies changed since the elections?

Institutional Response & Recovery

14. How did your agency coordinate with other security agencies, county government, and community structures during the election period?
15. What challenges, if any limited an effective security response?
16. What measures were implemented after the elections to restore order and rebuild community confidence?

Lessons & Recommendations

17. What aspects of the security operation worked particularly well?
18. What gaps or weaknesses in security planning and response should be addressed before future elections?
19. What recommendations would you make to strengthen security planning and protect communities and livelihoods during future elections?

Note: Remember to thank the respondent for their time, and remind them the value of the information and their participation

3. KII Guide for Government Officials

Target Respondents: National and county government officials involved in governance, public administration, public service delivery, disaster response, or election preparedness during the General Elections.

(Read introduction and get consent to interview and recording before proceeding to the question.)

Governance & Election Preparedness Context

1. How would you describe the governance environment in this county leading up to the 2022 elections? (Public participation, political environment, coordination with gvt institutions)
2. What governance priorities or challenges were most significant during the election period?
3. How prepared were government institutions to manage election-related disruptions?

Election-Period Experiences & Security

4. What were the main security or governance challenges experienced during the election period?
5. Which communities or locations were most affected? (Any hotspots or more vulnerable groups)
6. How did these challenges affect the operations of county government?

Livelihoods & Economic Impacts

7. How did the elections affect economic activities within the county?
8. Were essential public services disrupted during this period? (Health, education, water, transport)
9. Which population groups were most affected economically?

Social Cohesion

10. How did the elections influence relationships within communities in the county? (Trust, ethnic/political division)
11. What mechanisms helped reduce tensions during this period?
12. How would you describe community recovery in the county since the elections?

Institutional Response & Recovery

13. How did your institution respond to election-related challenges?
14. How effective was collaboration with other stakeholders?
15. What challenges limited an effective institutional response?

Lessons & Recommendations

16. What aspects of the county's response worked particularly well?
17. What lessons should inform government preparations for future elections?
18. What recommendations would you make to strengthen governance and minimise the socio-economic impacts of future elections?

Note: Remember to thank the respondent for their time, and remind them the value of the information and their participation

4. KII Guide for Community Leaders

Target Respondents: Village elders, religious leaders, youth leaders, women's leaders, community opinion leaders, members of peace committees, and other persons with extensive knowledge of community affairs. (Read introduction and get consent to interview and recording before proceeding to the question.)

Governance & Election Preparedness Context

1. How would you describe the governance environment in your community before the elections?
2. What governance issues were of greatest concern to community members during this period?
3. How did local leaders prepare the community for the election period?

Election-Period Experiences & Security

4. How would you describe the security situation in your community before, during, and after the elections? (Tension, Violence, Police presence etc)
5. Which members of the community were most affected by election-related events?
6. How did community members respond to these challenges?

Livelihoods & Economic Impacts

7. How did the election period affect livelihoods in your community?
8. Were there disruptions to education, healthcare, or other essential services?
9. What economic challenges did households experience during this period?

Social Cohesion

10. How did the elections affect relationships among community members?
11. Were there initiatives that helped maintain or restore peace in your community?
12. How has the community recovered since the elections?

Institutional Response & Recovery

13. How effective was the response from government institutions during the election period?
14. What role did community leaders play in addressing issues that emerged during this period?
15. What challenges limited community response efforts? (Resources, coordination, communication)

Lessons & Recommendations

16. What helped your community remain peaceful and resilient during this period?
17. What lessons should inform preparations for future elections?
18. What recommendations would you make to government, community leaders, and other stakeholders to strengthen governance and reduce the socio-economic impacts of future elections?

Note: Remember to thank the respondent for their time, and remind them the value of the information and their participation

5. FGD Guide for Community Members

Target Participants: Community members residing in the study area. Where possible, groups should be relatively homogeneous (e.g. women, men, youth, traders, or farmers) to encourage open discussion.

Ground Rules

- Please speak one at a time so we can capture everyone's views accurately.
- There are no right or wrong answers, just your honest experiences and opinions.
- Respect differing views, even where you disagree.
- Everyone is encouraged to contribute
- Please keep what is shared here confidential.

Governance & Election Preparedness Context

1. Before the elections, how would you describe governance and public service delivery in your community?
2. What were the main concerns people had as the elections approached?
3. How prepared do you think your community was for the election period?

Election-Period Experiences & Security

4. What was happening in your community before, during, and after the elections?
5. Who was most affected during the election period, and how?
6. How did people cope with the challenges they experienced?

Livelihoods & Economic Impacts

7. In what ways did the election period affect people's livelihoods?
8. How were essential services affected? (Education, healthcare, government services, markets)
9. Were some households affected more than others? Why?

Social Cohesion

10. How did the elections affect relationships within the community?
11. What helped maintain or restore peace within the community?
12. Looking back, how would you compare the community today with how it was before the elections?

Institutional Response & Recovery

13. How did government institutions respond to the challenges experienced during the elections?
14. Besides government, who else supported the community during this period?
15. What more could have been done to reduce the impacts on the community?

Lessons & Recommendations

16. What lessons has your community learned from the 2022 elections?
17. What should be done differently before future elections?
18. If you had an opportunity to advise government and other stakeholders, what recommendations would you make to reduce the governance and socio-economic impacts of future elections?

Note: Remember to thank the respondent for their time, and remind them the value of the information and their participation

6. FGD Guide for Civil Society Organizations (CSOs)

Target Participants: *Representatives of civil society organisations (CSOs), community-based organisations (CBOs), non-governmental organisations (NGOs), and community networks involved in governance, civic engagement, peacebuilding, human rights and humanitarian response*

Ground Rules

- Please speak one at a time so we can capture everyone's views accurately.
- There are no right or wrong answers, just your honest experiences and opinions.
- Respect differing views, even where you disagree.
- Everyone is encouraged to contribute
- Please keep what is shared here confidential.

Governance & Election Preparedness Context

1. How would you describe the governance environment in your county leading up to the elections?
2. What governance concerns were communities raising before the elections?
3. What role did your organisation play in promoting good governance during the election period? (Civic education, advocacy, community engagement, election observing)

Election-Period Experiences & Security

4. What were the main security and governance issues observed during the election period? (Violence, hate speech, intimidation, human rights concerns)
5. Which population groups appeared most vulnerable during this period?
6. How did communities respond to these challenges?

Livelihoods & Economic Impacts

7. How did election-related events affect livelihoods and local economies?
8. What socio-economic challenges were most evident in the communities you worked with?
9. How did your organisation support affected individuals or communities?

Social Cohesion

10. How did the elections affect relationships within communities?
11. What peacebuilding or conflict-resolution initiatives proved most effective?
12. How would you describe community recovery since the elections?

Institutional Response & Recovery

13. How would you assess collaboration between CSOs, government institutions, and other stakeholders?
14. What challenges limited effective support to affected communities?
15. What partnerships should be strengthened before future elections?

Lessons & Recommendations

16. What lessons has your organisation learned from the 2022 election period?
17. What should be done differently to strengthen governance and protect communities during future elections?
18. What recommendations would you make to government, civil society, and development partners to reduce the governance and socio-economic impacts of future elections?

7. FGD Guide in Faith-Based Organizations (FBOs)

Target Participants: *Representatives of churches, mosques, interfaith organisations, religious councils, and faith-based charities involved in community engagement, peacebuilding, humanitarian response, or social support.*

Ground Rules

- Please speak one at a time so we can capture everyone's views accurately.
- There are no right or wrong answers, just your honest experiences and opinions.
- Respect differing views, even where you disagree.
- Everyone is encouraged to contribute
- Please keep what is shared here confidential.

Governance & Election Preparedness Context

1. How would you describe the governance and social environment in your community before the 2022 elections?
2. What concerns were members of your congregation or community expressing before the elections?
3. What role did your faith organisation play in preparing communities for the election period?

Election-Period Experiences & Security

4. What were the major challenges experienced by your community during the election period?
5. Which groups appeared to be most affected?
6. How did faith leaders and faith communities respond during this period?

Livelihoods & Economic Impacts

7. How did the election period affect the livelihoods of people within your community?
8. What needs became most apparent during and after the elections?
9. How did your organisation support affected individuals and families?

Social Cohesion

10. How did the elections affect relationships among community members?
11. What role did faith-based organisations play in promoting peace and reconciliation?
12. How would you describe the current level of social cohesion in your community?

Institutional Response & Recovery

13. How did faith-based organisations work with government, CSOs, and other stakeholders during the election period?
14. What challenges limited your organisation's ability to support communities?
15. What partnerships should be strengthened before future elections?

Module 6: Lessons & Recommendations

16. What lessons has your organisation learned from supporting communities during the election period?
17. What should be done differently to better prepare communities for future elections?
18. What recommendations would you make to strengthen peaceful elections, governance, and community resilience in Kenya?

Note: Remember to thank the respondent for their time, and remind them the value of the information and their participation