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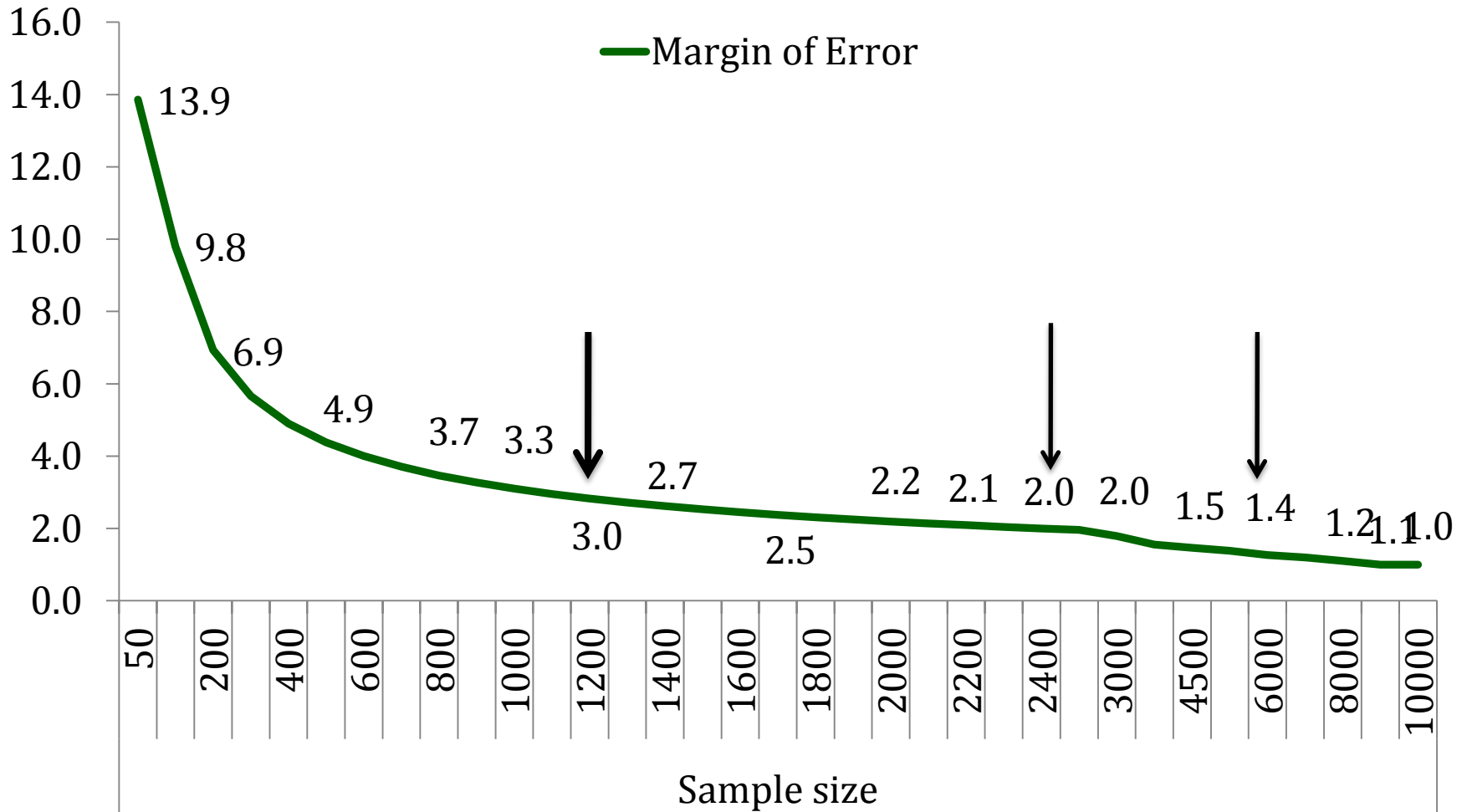
Youth issues in the Infotrak Poll November 2012

Prepared By Infotrak Research & Consulting
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- ❑ The poll was conducted and sponsored by Infotrak Research & Consulting between 29th October to 1st November, 2012
- ❑ A sample of 1500 respondents was interviewed to represent the Kenyan adult population of 19,462,358 translating into a minimum margin of error of $-/+ 2.53$ at 95% degree of confidence. The survey was conducted in half of the 47 counties of 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 and gender
 - Using the Constituencies as the key administrative boundary
 - Ensured that every person in the sampled area 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
- ❑ Data processing & analysis was carried using CS-Pro and IBM SPSS 20.0
- ❑ The questions asked of respondents are highlighted for each graphic presentation

- ❑ Margin of error decreases as the sample size increases, but only up to a certain point.
- ❑ A very small sample, such as 50 respondents, has about a 14 percent margin of error while a sample of 1,000 has a margin of error of 3 percent.
- ❑ By doubling the sample to 2,000, the margin of error only decreases from +/-3 percent to +/- 2 percent and +/-1.8 percent for a sample size of 4000.
- ❑ This illustrates that there are diminishing returns when trying to reduce the margin of error by increasing the sample size.
- ❑ What is imperative is to ensure that the sample is representative of the universe you wish to cover. This is why in a continent the size of USA, most sample sizes range between 1000 -3000 covering the entire population. And the results are more or less accurate
- ❑ A 95 percent level of confidence is the acceptable standard for social surveys.





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The Sample distribution

County	Constituency	Sample
Mombasa	Changamwe	28
	4% Nyali	35
		63
Kwale	Kinango	33
	2%	33
Kilifi	Kilifi South	31
	4% Ganze	25
		56
Garissa	Lagdera	30
	2%	30
Meru	Igembe Central	28
	5% Tigania East	24
	South Imenti	27
		79
Kitui	Mwingi East	27
	4% Kitui Central	29
		57
Machakos	Masinga	17
	4% Mavoko	19
	Mwala	22
		58
Nyeri	Mathira	25
	3% Nyeri Town	20
		45
Murang'a	Kiharu	58
	4%	58
Kiambu	Gatundu South	21
	7% Thika Town*	31
	Githunguri	28
	Kabete	26
		106
West Pokot	Sigor	23
	2%	23
Trans Nzoia	Kwanza	19
	3% Cherangany	22
		41

County	Constituency	Sample
Nandi	Tinderet	18
	3% ChemuSEiNorth) (Emgwen	22
		40
Nakuru	Molo	18
	6% Naivasha	33
	Kuresoi South	17
	Nakuru Town West	22
	91	
Narok	Kilgoris	28
	3% Narok East	13
		40
Kericho	Kipkelion East	16
	3% Bureti	25
		41
Kakamega	Malava	35
	6% Navakholo	23
	Matungu	25
		84
Bungoma	Mt. Elgon	28
	4% Kanduyi	38
		66
Busia	Teso North	31
	4% Matayos	30
		61
Kisumu	Kisumu Central	28
	3% Muhoroni	24
		52
Migori	Uriri	18
	3% Kuria West	25
		43
Kisii	South Mugirango	36
	4% Kitutu Chache North	24
		60
Nairobi	Westlands	23
	15% Dagoretti	24
	Kibra*	23
	Kasarani	26
	Embakasi South*	26
	Embakasi Central*	25
	Embakasi West*	25



The Survey Findings



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The Kibaki Legacy...

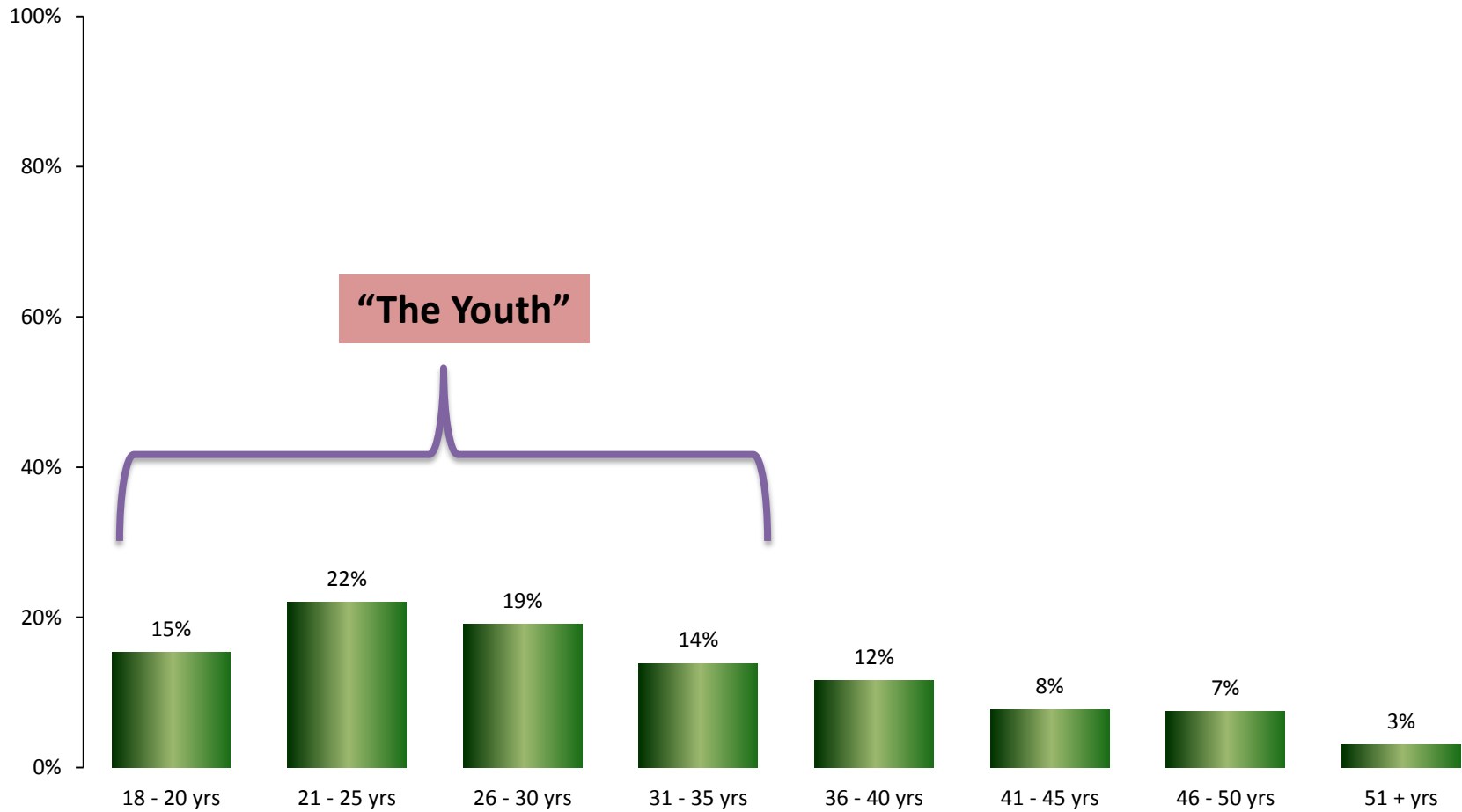
As president Kibaki's tenure comes to an end, what one thing will you remember him most for?

- Every leader of a nation desires to leave behind a progressively coherent legacy that would survive him and transcend many generations thereafter.
- President Mwai Kibaki has been in power for the last 10 years. During this period, Kenya has undergone various social, political and economic experiences.
- With the sunset of his presidency coming pretty soon, there has been the need to assess the legacy he leaves behind.

Article 260 of the Constitution is explicit in its definition of youth.

Youth under this article is defined as the collectivity of all individuals in the Republic who fall in the age bracket of between 18-35 years





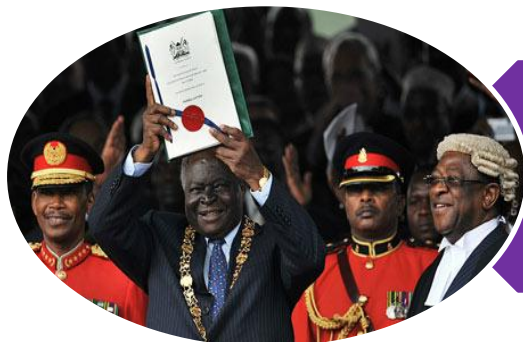
Kenyan Youth will remember President Kibaki for ...



Infrastructure
27%



Free Primary education
25%



New Constitution
22%

n = 983

Other mentions (less than 5% include):

Peace & Stability

Coalition Government

Improved Security


Corruption Eradication

Food Security

Equality for all

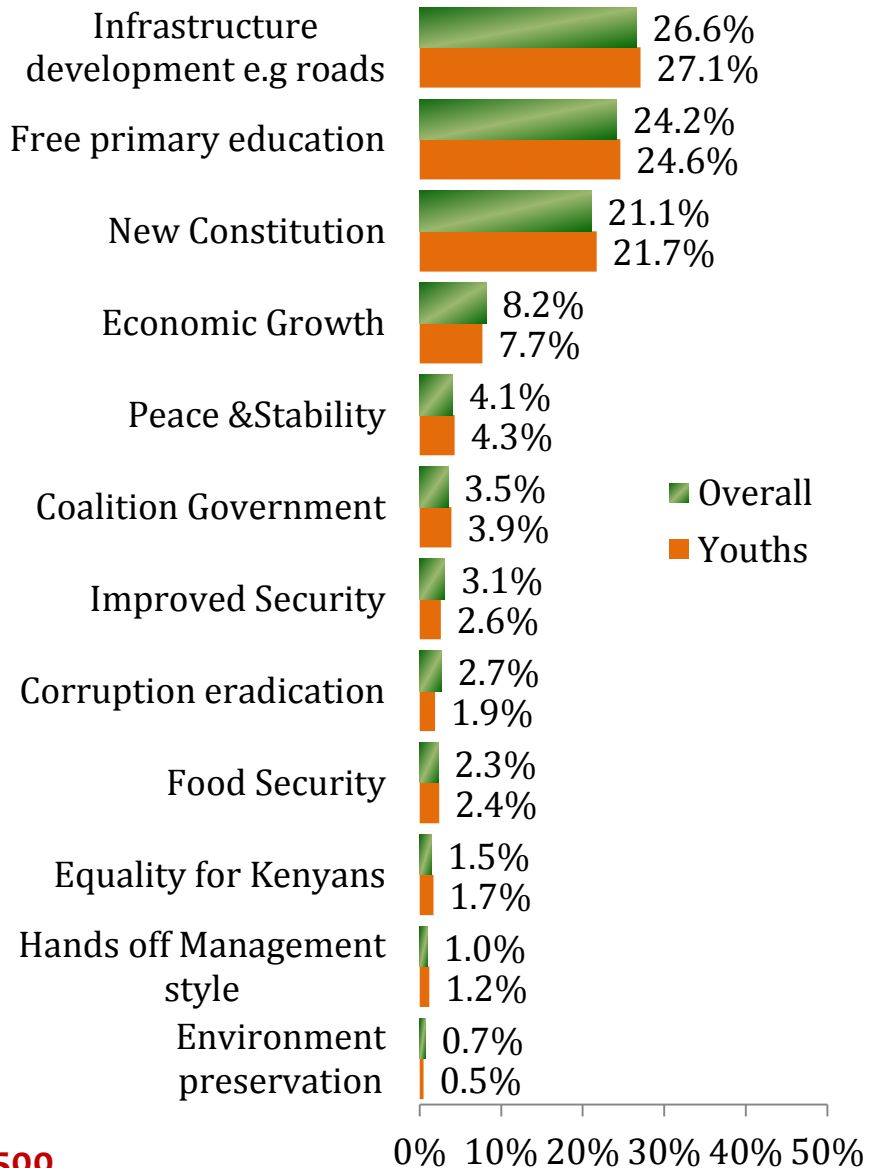
Environmental preservation

As president Kibaki's tenure comes to an end, what one thing will you remember him most for?



Will the Youth and other Kenyan adults remember Kibaki for the same things?

Comparative analysis of what youths and overall adult population will remember President Kibaki for...



☐ Yes they will! Young and mature adults will remember Kibaki for :

- Infrastructure development e.g. roads
- Free primary education
- New Constitution
 - *Economic growth*

As president Kibaki's tenure comes to an end, what one thing will you remember him most for?

What the youths will remember Kibaki for	18-20	21-24	25-30	31-35	Aggregate
Infrastructure	17.8%	23.5%	32.5%	31.3%	27.1%
Free Primary Education	28.0%	26.5%	21.8%	22.6%	24.5%
New Constitution	34.7%	20.1%	19.0%	21.7%	21.7%
Others	18.5%	29.4%	26.3%	24.4%	26.3%

The other things the youths mentioned they will remember President Kibaki for were:

> *Economic growth*

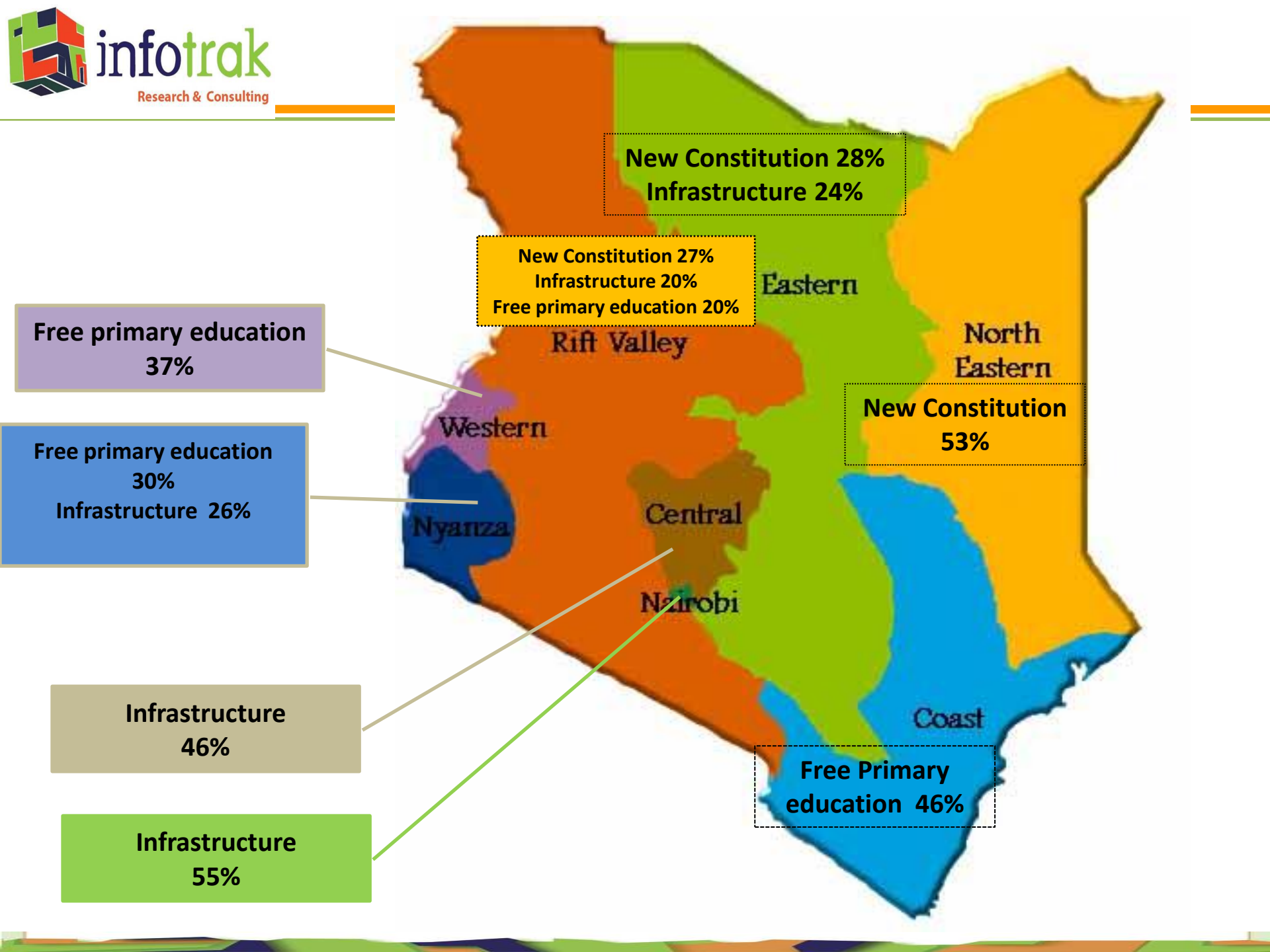
> *Coalition government*

> *Food Security*

> *Peace & stability*

> *Improved Security*

> *Corruption Eradication*



What Kenyans indicated they would remember President Mwai Kibaki for... **By Region (Overall)**

Reason	Coast	N. Eastern	Eastern	Central	R. Valley	Nyanza	Western	Nairobi	Aggregate
Infrastructure development e.g. roads	12.5%	11.8%	23.5%	46.1%	20.9%	25.8%	13.9%	55.2%	26.6%
Free primary education	45.8%	11.8%	16.3%	20.8%	20.3%	29.2%	36.7%	17.2%	24.2%
New Constitution	19.2%	52.6%	27.6%	11.8%	27.0%	9.0%	19.0%	11.0%	21.0%
Economic Growth	9.2%	3.9%	13.8%	10.7%	9.9%	5.1%	4.4%	3.4%	8.2%
Peace & Stability	1.7%	3.9%	4.6%	2.8%	3.8%	6.2%	3.2%	6.2%	4.1%
Coalition Government	2.5%	3.9%	1.5%	2.2%	5.2%	4.5%	5.7%	0.7%	3.5%
Improved Security	1.7%	3.9%	3.6%	1.7%	2.3%	7.9%	1.9%	2.1%	3.1%
Corruption eradication	3.3%	3.9%	3.1%	1.7%	2.0%	4.5%	3.8%	0.7%	2.7%
Food Security	0.8%	-	4.6%	1.7%	1.4%	5.1%	3.2%	0.7%	2.4%
Equality for Kenyans	1.7%	-	1.5%	-	2.9%	1.1%	2.5%	-	1.5%
Hands off Management style	0.0%	-	-	-	2.9%	0.6%	1.9%	0.7%	1.1%
Environment preservation	0.0%	3.9%	-	0.6%	1.4%	0.6%	-	-	0.7%

As president Kibaki's tenure comes to an end, what one thing will you remember him most for?

What Youth indicated they would remember President Mwai Kibaki for... **By Region (Youth)**

Reason	Coast	N. Eastern	Eastern	Central	R. Valley	Nyanza	Western	Nairobi	Aggregate
Infrastructure development e.g roads	9.8%	17.3%	20.4%	44.6%	20.4%	27.6%	15.0%	56.2%	27.1%
Free primary education	51.2%	11.5%	16.2%	22.3%	20.4%	27.6%	36.0%	17.9%	24.4%
New Constitution	15.9%	53.8%	31.0%	10.8%	27.8%	8.9%	21.0%	12.5%	21.5%
Economic Growth	9.8%	5.8%	14.8%	10.0%	7.8%	5.7%	3.0%	0.9%	7.6%
Peace & Stability	1.2%	5.8%	5.6%	3.1%	4.3%	4.9%	4.0%	7.1%	4.5%
Coalition Government	1.2%	5.8%	1.4%	3.1%	6.5%	4.9%	7.0%	0.9%	4.0%
Improved Security	2.4%		2.1%	1.5%	2.2%	8.9%	2.0%	0.9%	2.7%
Food Security	1.2%		4.2%	2.3%	0.9%	5.7%	3.0%	0.9%	2.4%
Corruption eradication	3.7%		2.1%	1.5%	1.7%	3.3%	3.0%	0.9%	2.1%
Equality for Kenyans	2.4%		2.1%		3.0%	0.8%	2.0%		1.5%
Hands off Management style	0.0%				3.0%	0.8%	2.0%	0.9%	1.1%
Environment preservation	0.0%			0.8%	1.7%	0.8%			0.6%

As president Kibaki's tenure comes to an end, what one thing will you remember him most for?

Comparative analysis of what youths and overall adult population will remember President Kibaki for... **By Location**

Reason	Youth N=		Overall N=	
	Urban n=	Rural N=	Urban N=	Rural n=
Infrastructure development e.g. roads	35.9%	21.4%	34.1%	22.2%
Free primary education	21.9%	26.3%	21.3%	25.9%
New Constitution	17.7%	24.3%	18.0%	22.9%
Economic Growth	8.2%	7.5%	8.3%	8.1%
Peace & Stability	5.0%	3.9%	4.3%	4.0%
Coalition Government	1.8%	5.3%	1.7%	4.6%
Improved Security	2.4%	2.7%	3.9%	2.6%
Corruption eradication	1.6%	2.0%	2.9%	2.6%
Food Security	1.8%	2.7%	1.9%	2.6%
Equality for Kenyans	1.8%	1.5%	1.6%	1.5%
Hands off Management style	1.1%	1.4%	0.8%	1.3%
Environment preservation	0.3%	0.7%	0.2%	1.0%

As president Kibaki's tenure comes to an end, what one thing will you remember him most for?

**Key issues the youths would like
the Government to act on...**



Unemployment
23.6%



Insecurity
23.2%

In your opinion, which one of these issues is the SINGLE MOST IMPORTANT the government should act on?



Tribalism
8.7%



Poverty
8.4%

Comparative analysis of Key issues Kenyans and Youths would like the government to act on...

Issues	Youth	Overall
Insecurity	23.2%	23.7%
Unemployment	23.6%	21.9%
Corruption	8.2%	8.5%
Poverty	8.4%	8.3%
Tribalism	8.7%	8.2%
Economic Growth	6.3%	6.0%
Education	4.8%	5.2%
Health Care	4.2%	4.5%
Implementation of the constitution	2.8%	3.6%
Resettlement of IDPs	3.8%	3.5%
Food Security	3.0%	3.3%
Squatter problem	1.0%	1.0%
Infrastructure development	0.8%	1.0%
Drug Abuse/ Alcoholism	0.8%	0.8%
Environmental degradation	0.2%	0.2%

In your opinion, which one of these issues is the SINGLE MOST IMPORTANT the government should d act on?

Key issues Kenyans would like the government to act on... By Region

Pressing Issues	Coast	N. Eastern	Eastern	Central	R. Valley	Nyanza	Western	Nairobi	Aggregate
Insecurity	34.2%	57.7%	26.2%	12.4%	18.8%	21.7%	12.7%	33.1%	23.7%
Unemployment	20.0%	7.7%	19.0%	29.8%	15.4%	21.1%	35.7%	27.7%	22.0%
Corruption	9.2%	3.8%	6.2%	10.1%	8.1%	10.6%	12.7%	6.1%	8.6%
Poverty	10.8%	11.5%	10.8%	7.3%	7.2%	7.8%	6.4%	6.8%	8.2%
Tribalism	10.8%		10.3%	10.7%	10.4%	5.0%	5.1%	5.4%	8.1%
Economic Growth	3.3%	3.8%	6.7%	7.9%	4.3%	10.0%	7.6%	4.1%	6.1%
Education	3.3%		4.1%	7.9%	4.6%	11.1%	5.1%	2.0%	5.2%
Health Care	0.8%	7.7%	1.0%	3.4%	8.1%	4.4%	3.2%	4.7%	4.5%
Implementation of the constitution	0.8%		4.1%	2.2%	7.0%	3.9%	2.5%	1.4%	3.6%
Resettlement of IDPs	0.0%		7.2%	2.8%	6.1%	1.1%	3.2%	0.7%	3.4%
Food Security	4.2%	7.7%	1.5%	2.2%	4.6%	1.1%	1.9%	4.7%	3.3%
Squatter problem	0.0%		1.5%	1.1%	1.7%		0.6%	1.4%	1.0%
Infrastructure development	0.0%		0.5%	1.1%	1.4%	1.1%	1.9%	0.7%	1.0%
Drug Abuse/Alcoholism	0.8%		1.0%	1.1%	1.2%	1.1%			0.8%
Environmental degradation	0.0%				0.6%			0.7%	0.2%

In your opinion, which one of these issues is the SINGLE MOST IMPORTANT the government should d act on?

Pressing Issues	Coast	N. Eastern	Eastern	Central	R. Valley	Nyanza	Western	Nairobi	Aggregate
Unemployment	21%	6%	17%	31%	18%	24%	41%	31%	24%
Insecurity	30%	56%	24%	13%	18%	18%	15%	34%	23%
Tribalism	13%		10%	9%	12%	5%	8%	7%	9%
Poverty	10%	16%	10%	8%	8%	9%	5%	6%	8%
Corruption	10%	6%	7%	9%	8%	10%	11%	6%	8%
Economic Growth	4%	6%	7%	10%	6%	9%	7%	2%	6%
Education	2%		5%	6%	5%	12%	4%	1%	5%
Health Care	1%	6%	1%	4%	8%	6%	2%	4%	4%
Resettlement of IDPs	0%		10%	3%	6%	2%	2%	1%	4%
Implementation of the constitution	1%		5%	2%	5%	3%	2%	1%	3%
Food Security	6%	6%	1%	3%	4%		2%	5%	3%
Squatter problem	0%		1%	1%	3%			2%	1%
Drug Abuse/ Alcoholism	1%		1%	1%	0%	2%			1%
Infrastructure development	0%		1%	1%	0%	1%	2%	1%	1%
Environmental degradation	0%				1%				0.20%

In your opinion, which one of these issues is the SINGLE MOST IMPORTANT the government should act on?

Evaluation of presidential aspirants...

Presidential aspirant	Unite Kenya most	Trust most	Most inspiring aspirant	Deliver a better country
Raila Odinga	36%	36%	36%	36%
Uhuru Kenyatta	24%	23%	24%	24%
Musalia Mudavadi	10%	10%	10%	10%
William Ruto	10%	10%	11%	10%
Kalonzo Musyoka	8%	8%	8%	7%
Martha Karua	4%	5%	4%	4%
Peter Kenneth	3%	3%	3%	3%
Eugene Wamalwa	2%	1%	2%	2%
Charity Ngilu	1%		1%	1%
Don't Know	2%	2%	1%	1%
Others	1%	2%	1%	2%

Among all the presidential aspirants, who do you think will unite Kenyans the most? Amongst the presidential aspirants who have expressed interest in vying for the presidency, who do you currently trust the most? In your opinion, who is the most inspiring presidential aspirant? In your opinion, which presidential aspirant will deliver a better country for all Kenyans?

n =1489

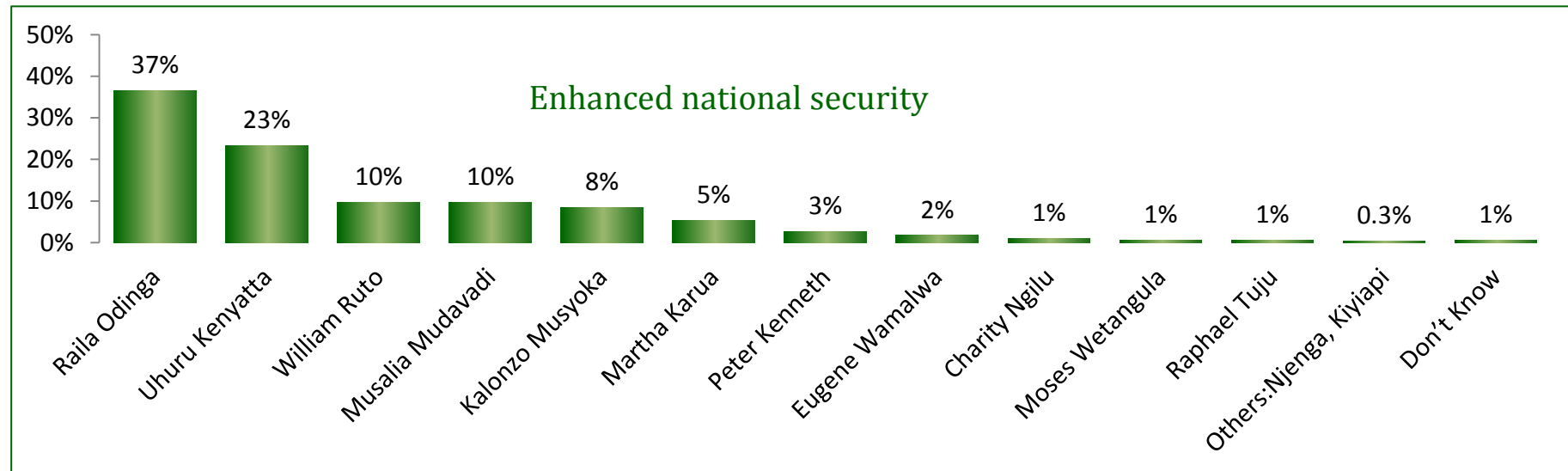
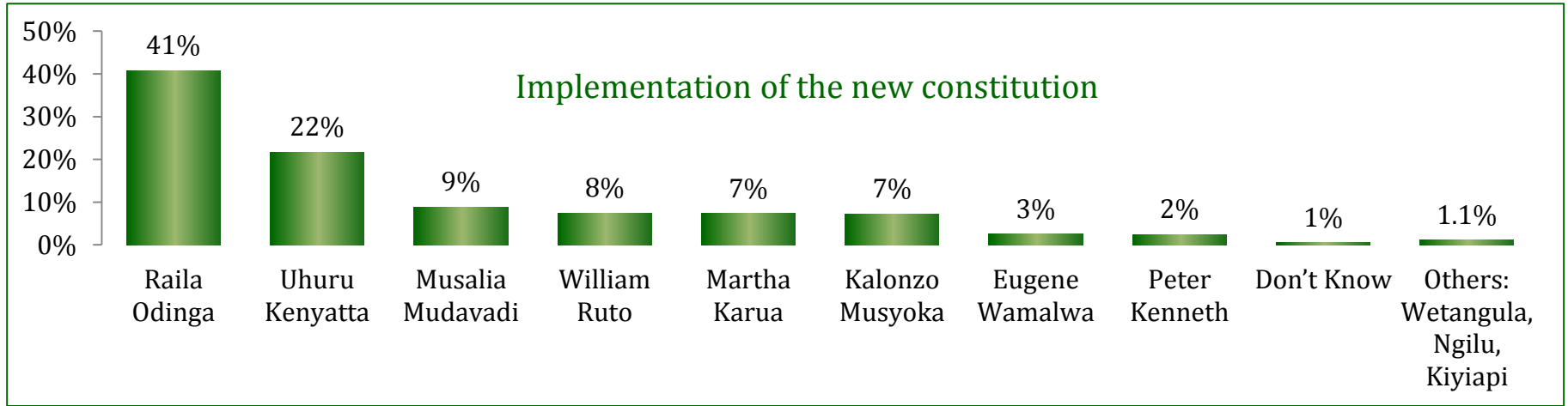
Presidential aspirant	Unite Kenya most	Trust most	Most inspiring aspirant	Deliver a better country
Raila Odinga	35%	35%	36%	36%
Uhuru Kenyatta	25%	24%	24%	25%
William Ruto	10%	11%	11%	10%
Musalia Mudavadi	9%	9%	9%	9%
Kalonzo Musyoka	8%	7%	7%	7%
Martha Karua	4%	6%	5%	5%
Peter Kenneth	4%	3%	4%	3%
Eugene Wamalwa	2%	2%	2%	2%
Charity Ngilu	1%	1%	1%	1%
Raphael Tuju	0.3%	1%	1%	1%
Moses Wetangula	0.1%	0.6%	0.1%	0.1%
Prof. Ole Kiyiapi	0.2%	0.1%	0.1%	0.1%
Others : Jirongo, Njenga & Musyimi	0.5%	0.5%	0.4%	0.5%
Don't Know	2%	2%	1%	2%

Among all the presidential aspirants, who do you think will unite Kenyans the most? Amongst the presidential aspirants who have expressed interest in vying for the presidency, who do you currently trust the most? In your opinion, who is the most inspiring presidential aspirant? In your opinion, which presidential aspirant will deliver a better country for all Kenyans?

n = 983



**Presidential candidate
respondents feel will deliver
on...**



Affordable Health care

Presidential aspirant	Incidence
Raila Odinga	34%
Uhuru Kenyatta	22%
Musalia Mudavadi	10%
William Ruto	9%
Kalonzo Musyoka	7%
Charity Ngilu	7%
Martha Karua	6%
Peter Kenneth	3%
Eugene Wamalwa	2%
Raphael Tuju	1%
Don't Know	1%
Others: Jirongo, Njenga, Kiyiapi, Musyimi, Wetangula	1%

Affordable housing

Presidential aspirant	Incidence
Raila Odinga	37%
Uhuru Kenyatta	22%
Musalia Mudavadi	11%
William Ruto	9%
Kalonzo Musyoka	7%
Martha Karua	5%
Peter Kenneth	3%
Eugene Wamalwa	2%
Charity Ngilu	2%
Raphael Tuju	1%
Others: Jirongo, Njenga, Wetangula	1%
Don't Know	1%
Prof. Ole Kiyiapi	1%

Economic growth

Presidential aspirant	Incidence
Raila Odinga	35%
Uhuru Kenyatta	25%
William Ruto	11%
Musalia Mudavadi	10%
Kalonzo Musyoka	7%
Martha Karua	5%
Peter Kenneth	3%
Eugene Wamalwa	2%
Charity Ngilu	1%
Raphael Tuju	1%
Others	1%
Don't Know	1%

Infrastructure development

Presidential aspirant	Incidence
Raila Odinga	36.2%
Uhuru Kenyatta	22.5%
Musalia Mudavadi	9.8%
William Ruto	9.3%
Kalonzo Musyoka	7.3%
Martha Karua	4.1%
Peter Kenneth	3.2%
Charity Ngilu	2.2%
Eugene Wamalwa	1.6%
Raphael Tuju	1.5%
Prof. Ole Kiyiapi	0.7%
Cyrus Jirongo	0.4%
Moses Wetangula	0.4%
Maina Njenga	0.1%
Mutava Musyimi	0.1%
Don't Know	0.6%

Environmental conservation

Presidential aspirant	Incidence
Raila Odinga	34.9%
Uhuru Kenyatta	21.2%
William Ruto	10.8%
Musalia Mudavadi	9.7%
Kalonzo Musyoka	7.0%
Martha Karua	4.8%
Charity Ngilu	3.1%
Peter Kenneth	2.6%
Eugene Wamalwa	1.5%
Raphael Tuju	0.7%
Prof. Ole Kiyiapi	0.7%
Mutava Musyimi	0.6%
Maina Njenga	0.5%
Cyrus Jirongo	0.5%
Moses Wetangula	0.3%
Don't Know	0.9%

Better quality education

Presidential aspirant	Incidence
Raila Odinga	31.9%
Uhuru Kenyatta	21.4%
William Ruto	13.0%
Musalia Mudavadi	8.8%
Kalonzo Musyoka	7.5%
Martha Karua	4.9%
Charity Ngilu	3.7%
Peter Kenneth	2.8%
Prof. Ole Kiyiapi	2.1%
Eugene Wamalwa	1.4%
Raphael Tuju	0.9%
Maina Njenga	0.4%
Cyrus Jirongo	0.3%
Moses Wetangula	0.2%
Don't Know	0.8%

Foreign Policy

Presidential aspirant	Incidence
Raila Odinga	33.9%
Uhuru Kenyatta	21.5%
Kalonzo Musyoka	9.5%
Musalia Mudavadi	9.4%
William Ruto	9.2%
Martha Karua	6.3%
Peter Kenneth	3.4%
Eugene Wamalwa	1.7%
Moses Wetangula	1.5%
Charity Ngilu	1.2%
Raphael Tuju	0.7%
Cyrus Jirongo	0.3%
Maina Njenga	0.3%
Prof. Ole Kiyiapi	0.3%
Others	0.2%
Don't Know	0.7%

Enhanced gender participation and equity

Presidential aspirant	Incidence
Raila Odinga	33.1%
Uhuru Kenyatta	21.9%
Musalia Mudavadi	9.8%
Martha Karua	9.4%
William Ruto	9.2%
Kalonzo Musyoka	6.4%
Peter Kenneth	3.9%
Eugene Wamalwa	2.4%
Charity Ngilu	1.1%
Moses Wetangula	0.6%
Raphael Tuju	0.4%
Maina Njenga	0.2%
Prof. Ole Kiyiapi	0.2%
Cyrus Jirongo	0.1%
Mutava Musyimi	0.1%
Others	0.3%
Don't Know	0.8%

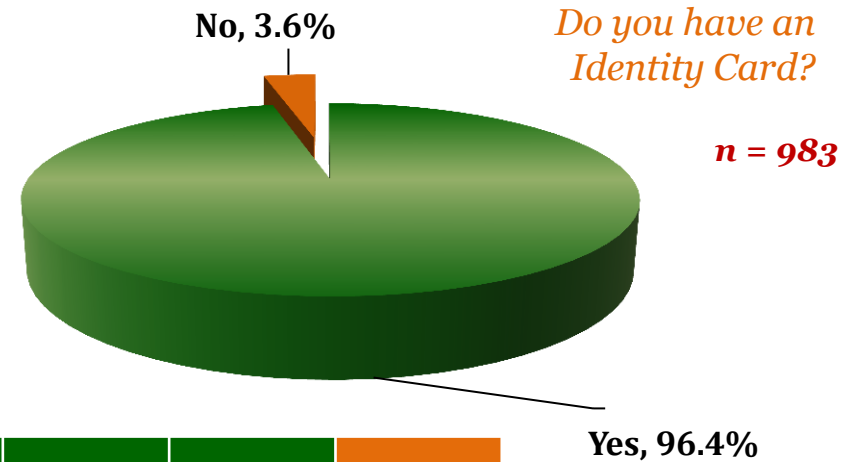
Presidential aspirant	Incidence
Raila Odinga	32.7%
Uhuru Kenyatta	23.3%
William Ruto	12.7%
Musalia Mudavadi	9.8%
Kalonzo Musyoka	6.8%
Peter Kenneth	4.2%
Martha Karua	3.8%
Eugene Wamalwa	3.0%
Charity Ngilu	1.0%
Raphael Tuju	0.6%
Prof. Ole Kiyiapi	0.5%
Maina Njenga	0.4%
Cyrus Jirongo	0.3%
Moses Wetangula	0.3%
Don't Know	0.5%



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**Voter registration and Intention
to participate in the
forthcoming elections...**

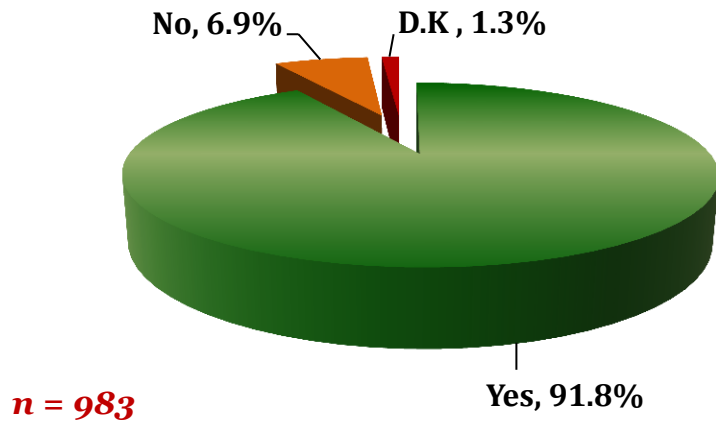
- Nearly all of the youths (96.4%) indicated they have an identity card, with more males 97.1% than females 95.3% indicating the same



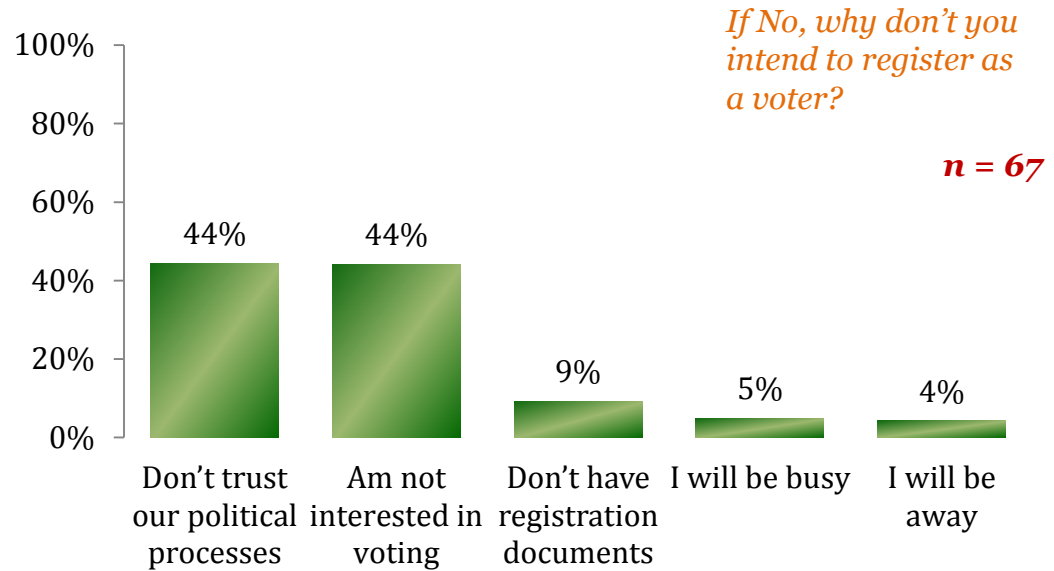
	Male	Female	18-20 Yrs.	21-25 Yrs.	26-30 Yrs.	31-35 Yrs.	Aggregate
Yes	97.1%	95.3%	86.7%	97.4%	98.1%	98.2%	96.4%
No	2.9%	4.7%	13.3%	2.6%	1.9%	1.8%	3.6%

	Coast	N. Eastern	Eastern	Central	R. Valley	Nyanza	Western	Nairobi	Aggregate
Yes	95.1%	88.9%	98.6%	98.5%	96.5%	95.1%	95.1%	97.3%	96.4%
No	4.9%	11.1%	1.4%	1.5%	3.5%	4.9%	4.9%	2.7%	3.6%
Base	86	54	145	134	230	122	101	111	

Intention to register as a voter in the forthcoming voter registration exercise



Do you intend to register as a voter during the forthcoming voter registration exercise?

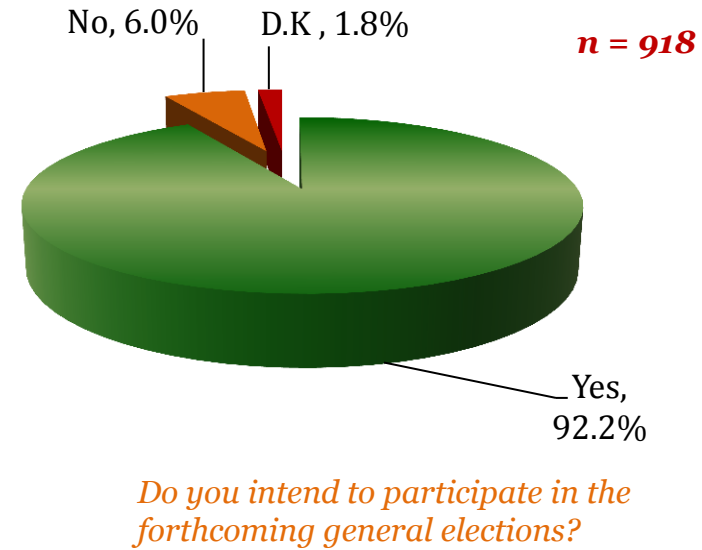
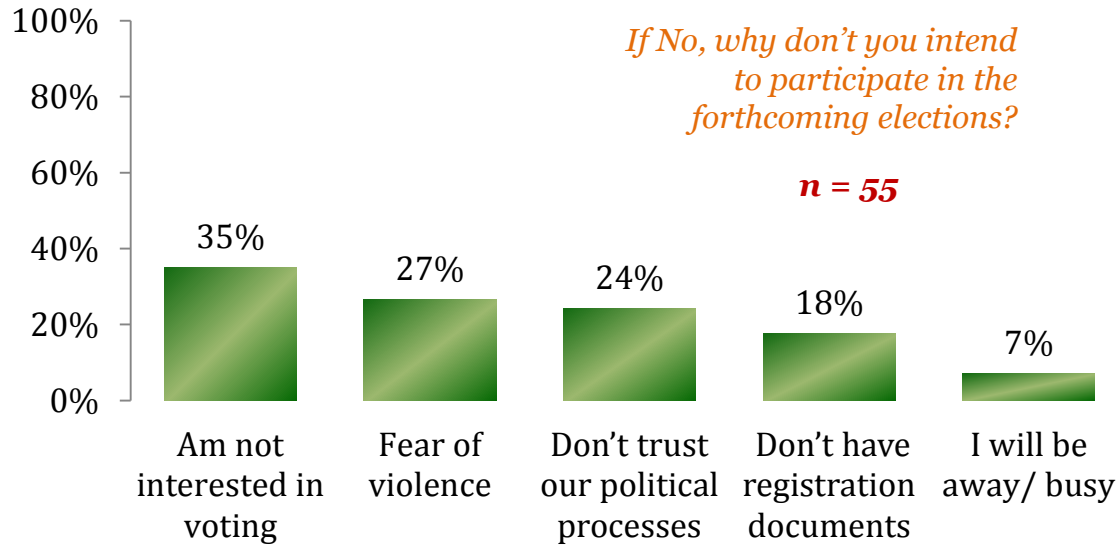


If No, why don't you intend to register as a voter?



	Coast	N. Eastern	Eastern	Central	R. Valley	Nyanza	Western	Nairobi	Aggregate
Yes	85.2%	82.7%	89.1%	93.0%	95.6%	95.8%	90.8%	91.9%	91.8%
No	11.1%	11.5%	10.2%	6.2%	4.4%	3.4%	7.1%	7.2%	6.9%
Don't know	3.7%	5.8%	0.7%	0.8%	0%	0.8%	2.0%	0.9%	1.3%
Base	86	54	145	134	230	122	101	111	

Intention to participate in the forthcoming general elections



	Coast	N. Eastern	Eastern	Central	R. Valley	Nyanza	Western	Nairobi	Aggregate
Yes	82.7%	88.9%	92.1%	93.1%	92.9%	95.8%	92.0%	95.9%	92.2%
No	12.3%	5.6%	7.2%	6.1%	4.5%	3.3%	8.0%	4.1%	6.1%
Don't know	4.9%	5.6%	0.7%	0.8%	2.7%	0.8%	0%	0%	1.7%
Base	81	51	138	131	224	120	100	73	



**Presidential aspirant youths feel
best addresses their issues...**



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Youth vs Overall

Why they would vote for various presidential hopefuls



35% overall
34% with youth



24% overall
25% Youth

Why they would vote for various presidential hopefuls



10.3% overall
9.8% with youth



10% overall
8.8 with Youth



8.8% overall
5.9 with Youth

Why they would vote for various presidential hopefuls



4.3% overall
4.5% with youth



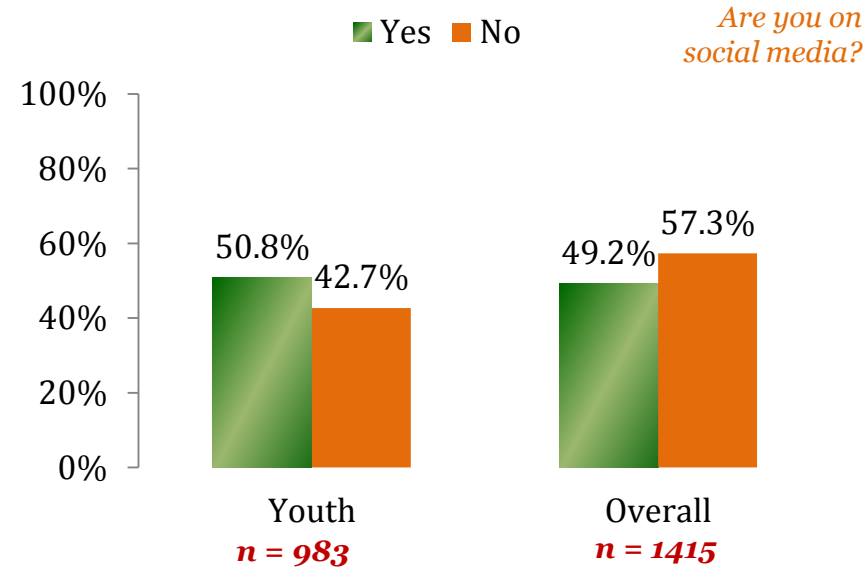
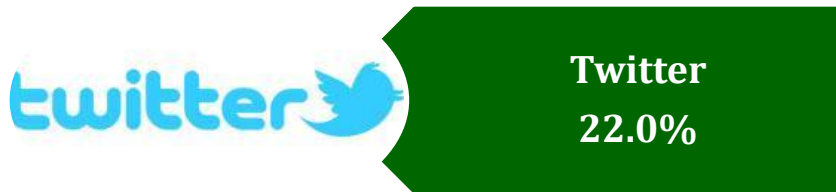
2.0% overall
4.6% with youth



1.3% overall
2.8% with youth



Social Media...



- ❑ Slightly more than half of the surveyed youths indicated they are on social media
- ❑ Majority of the youths who indicated to be on social media mentioned they use facebook at 95.0% followed by twitter at 22.0%

If yes, which social media do you use?

Youths on social media by rural / Urban



44.3%



55.7%

- The survey revealed that more urbanites youth (55.7%) are on social media compared to their counterparts in rural areas at 44.3%
- Slightly more youth males (51.2%) than females (48.8%) indicated they are on social media

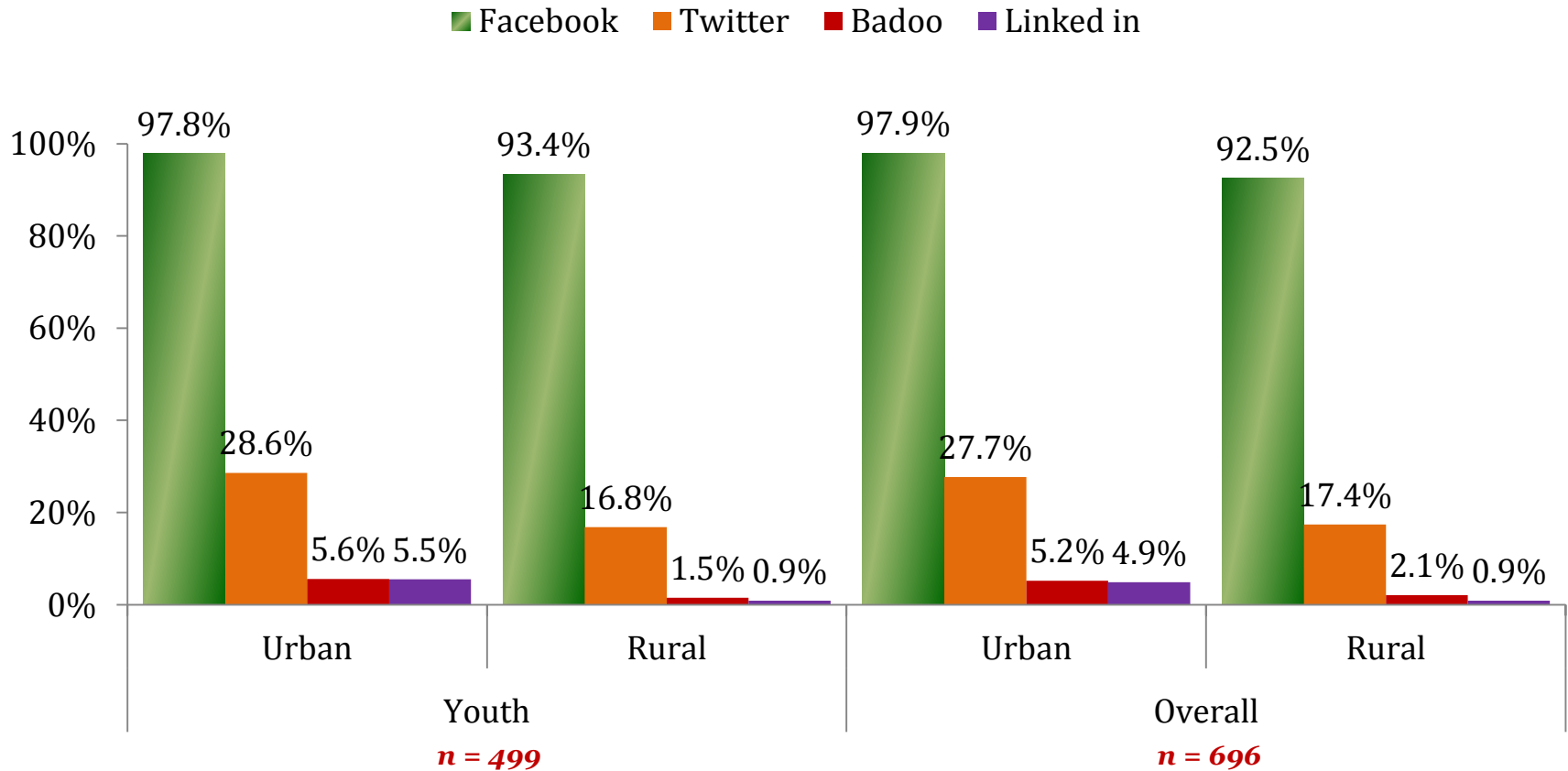


Females
48.8%

Males
51.2%



Comparative analysis of Social media usage between Kenyans and Youths **By Location**



If yes, which social media do you use?

Presidential Candidate	Coast	N. Eastern	Eastern	Central	R. Valley	Nyanza	Western	Nairobi
Facebook	93.5%	83.3%	89.1%	93.8%	96.7%	90.5%	91.7%	99.1%
Twitter	10.9%	8.3%	18.6%	16.5%	20.7%	23.8%	16.7%	46.3%
Badoo	0.0%	8.3%	0.0%	0.0%	3.3%	0.0%	0.0%	21.3%
Linked in	0.0%	0.0%	0.0%	1.0%	2.2%	2.4%	0.0%	4.6%

If yes, which social media do you use?

n = 499

Thank you!
Jim

