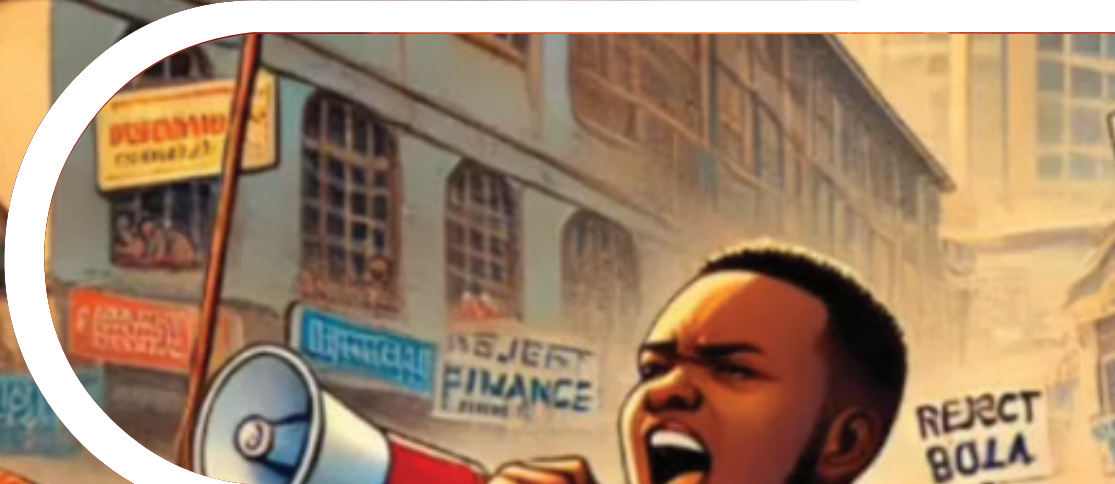




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## JULY 2024 GEN Z POLL REPORT



# SURVEY METHODOLOGY

When was the opinion poll conducted?

14th – 15th July 2024

How was the opinion poll conducted?

Quantitative interviews were conducted through Computer Assisted Telephone Interviews (CATI)

Survey sample

The survey achieved a sample of 1000 respondents to represent Gen Zs who were aged 18 - 27 years at the time of the survey. The sampling frame was designed using Population Proportionate to size (PPS) guided by the 2019 Census.

What is the margin of error?

±3.099% at 95% degree of confidence.

What was the response rate?

94% response rate.

Weighting

Where the achieved interviews differed slightly from the intended sampled proportions per demographic group, the dataset was weighted to correct for over or under sampling thus ensuring the sample was proportionately representative of the target population.

Survey Geographical Coverage

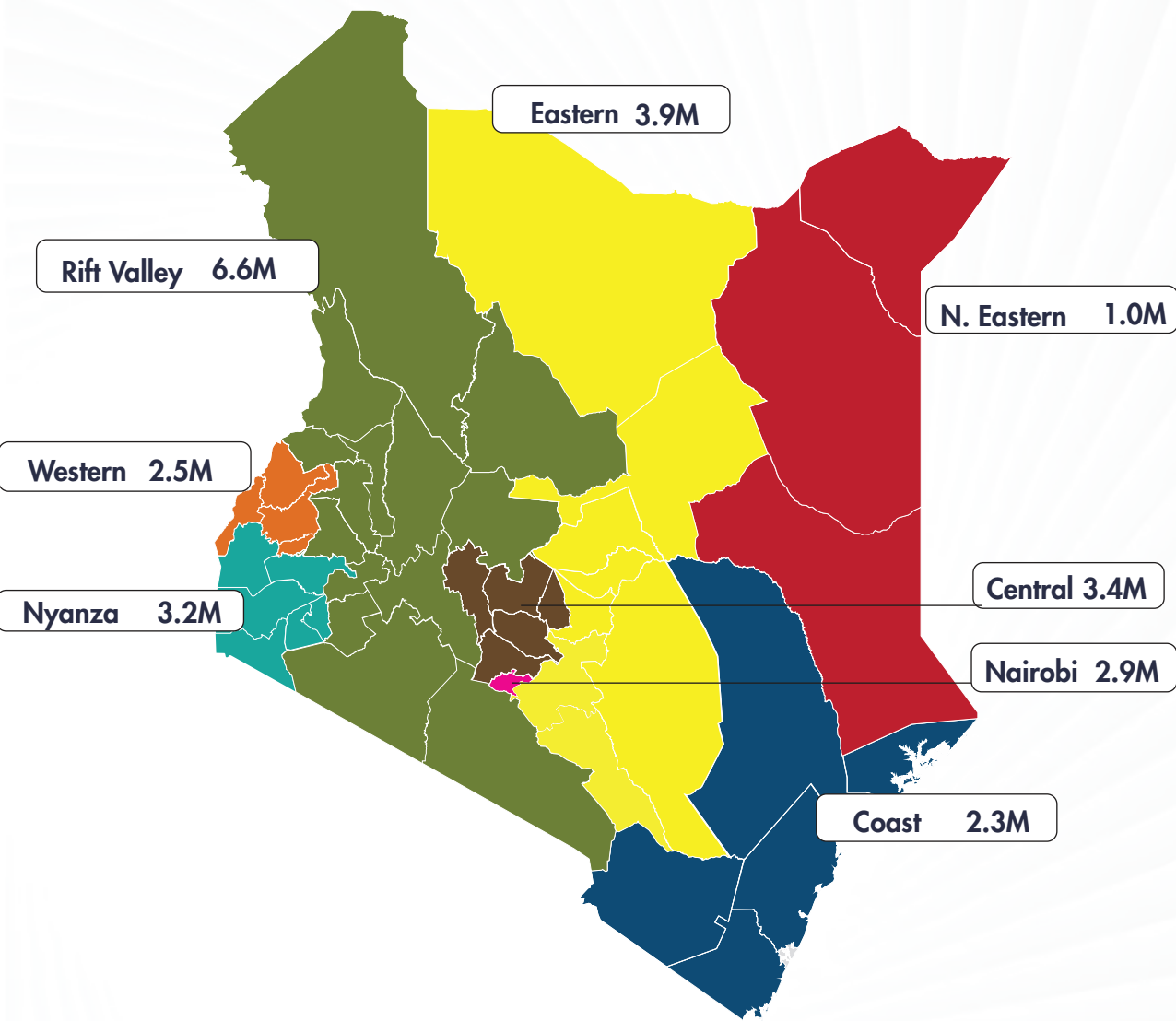
The survey covered all the 8 regions of Kenya. To ensure national representativeness, the distribution of the survey sample across the regions was proportionately allocated.

Data Analysis

Data was processed and analyzed using SPSS 26 statistical software due to its high accuracy and reliability.







## SAMPLE DISTRIBUTION

REGION	Regional Sample %	Sample Achieved per Region
COAST	9%	91
NORTH EASTERN	4%	40
EASTERN	15%	150
CENTRAL	13%	134
RIFT VALLEY	26%	255
WESTERN	10%	96
NYANZA	12%	123
NAIROBI CITY	11%	111
TOTAL	100%	1000





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# GEN Z POLL PROTESTS



# KEY TAKE OUTS 1/2



- About three in every four (74%) interviewed Gen Zs across the eight regions support the ongoing youth-led protests.
- High cost of living (43%), desire for change in the country (39%), unemployment (36%), and need for accountability (30%) are the major factors driving the youths to support the protests.
- On the other hand, destruction of property (57%), extra-judicial killings (56%), excessive use of force by the police (24%), and economic disruptions are the main factors pushing 22% of the youths to oppose the protests.
- Similarly, high cost of living (54%), unemployment (52%), the withdrawn Finance Bill 2024 (43%), and corruption (36%) were main triggers of the youth protests.
- About one in every four interviewed Gen Zs (27%) affirmed to have personally participated in the ongoing protests in one way or another. Physical participation and social media campaigns came out as the major modes of participation at 78% and 37% respectively.



## KEY TAKE OUTS 2/2

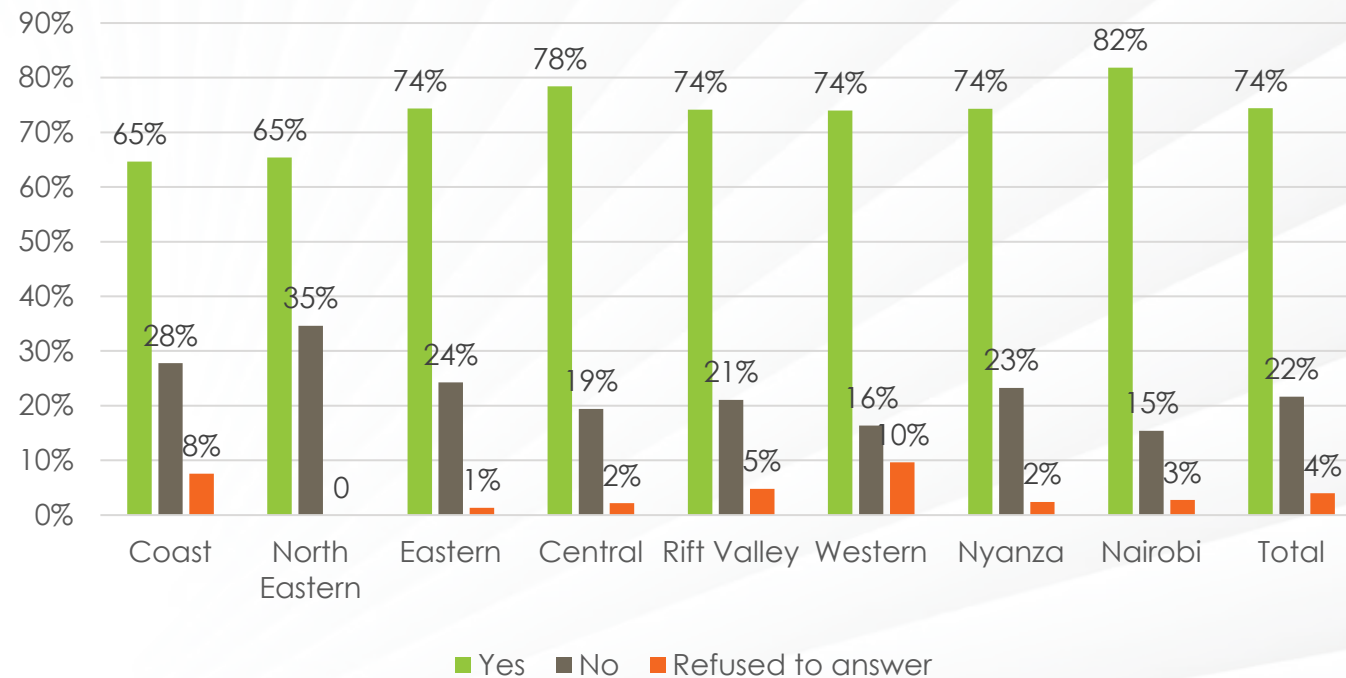
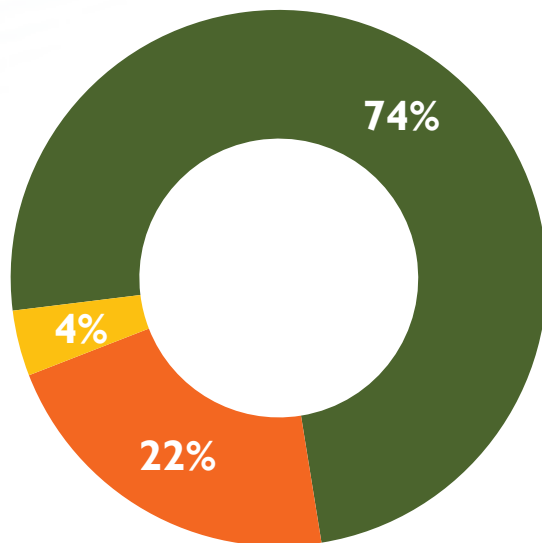


- A majority of the Gen Zs support most of the actions taken thus far by the President/Government as a result of the protests.
- Withdrawal of the Finance Bill 2024 garnered the highest support (94%), followed by dissolution of the cabinet (89%), review of various budgetary allocations (87%), resignation of the former Inspector General of Police Japheth Koome (76%), and banning of public officers from participating in fundraisings (65%).
- A majority (72%) of Gen Zs are however against the deployment of the Kenya Defence Forces (KDF) to assist the police in containing the youth protests.
- About one third (32%) of the Gen Zs feel that there are some former Cabinet Secretaries (CSs) who performed well in their dockets and should thus be considered in the next cabinet to be appointed by the President. .



**A majority (74%) of Gen Zs who support the ongoing youth protests.**

■ Yes ■ No ■ Refused to answer

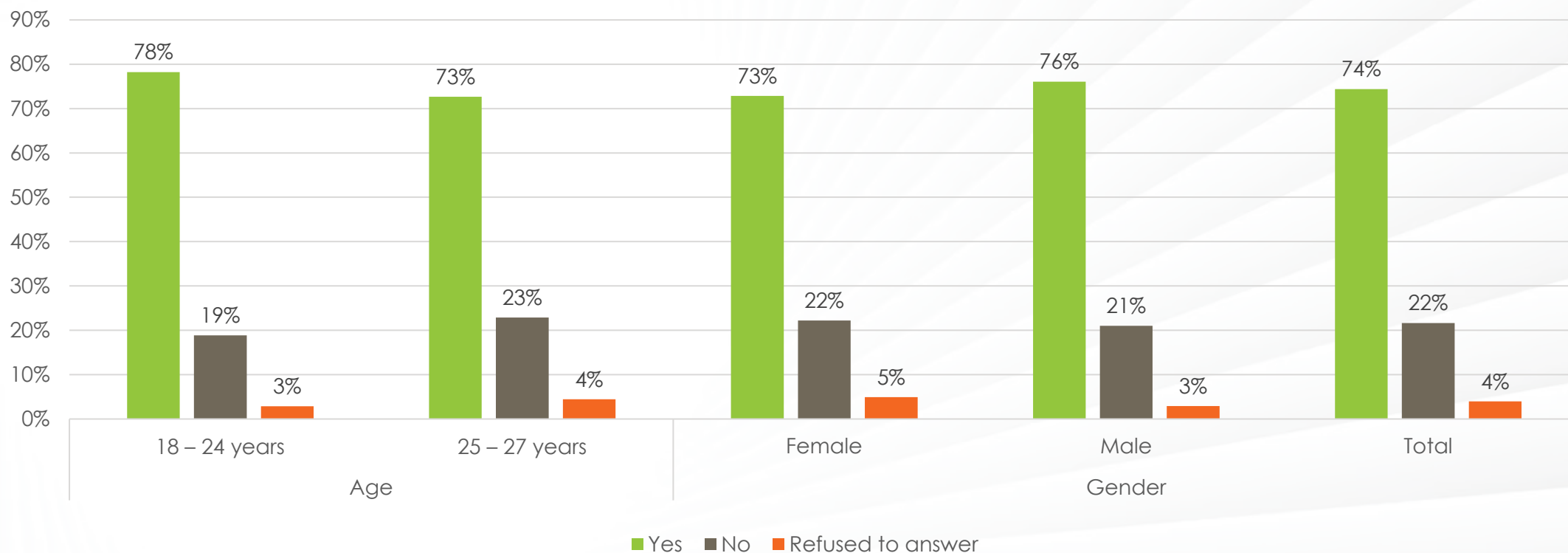


Do you support the ongoing youth led protests in the country?

**n = 1000**

# SUPPORT FOR THE ONGOING YOUTH PROTESTS: BY AGE & GENDER

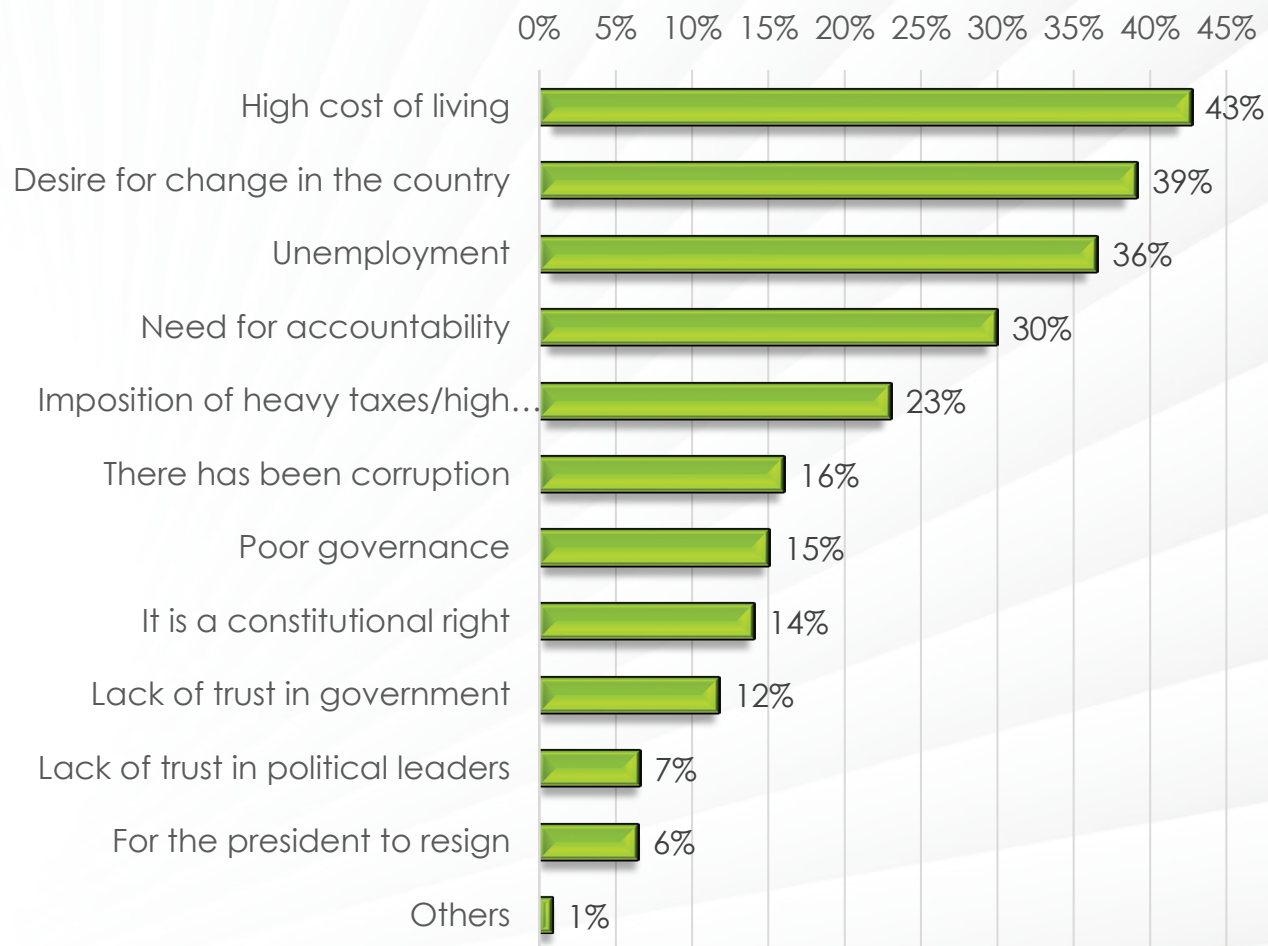
Gen Zs support for the ongoing youth protests is slightly among those aged 18 – 24 years (at 78%) compared to those aged 25 – 27 years (at 73%), and slightly higher among male youths (76%) compared to their female (73%) counterparts.



Do you support the ongoing youth led protests in the country?

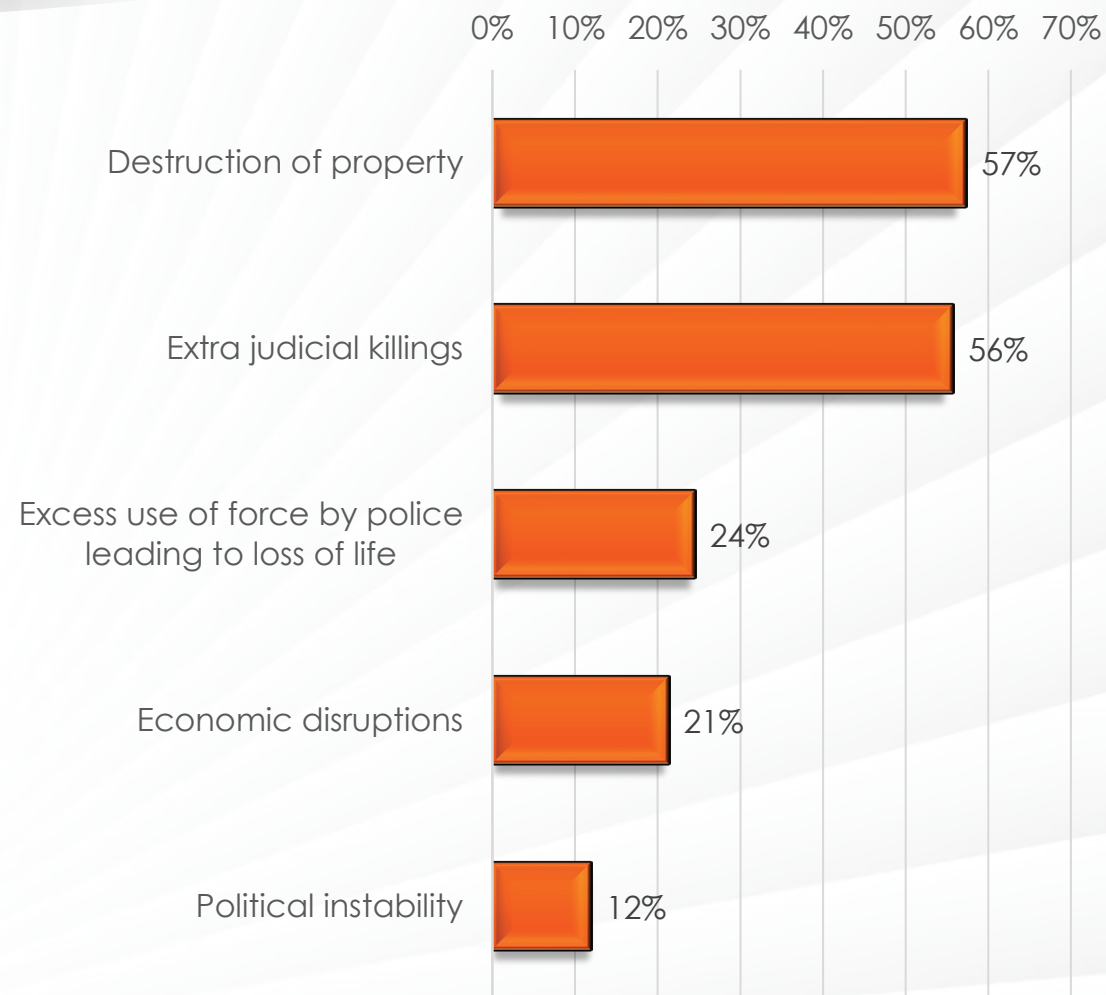
**n = 1000**

# REASONS FOR SUPPORTING OR OPPOSING THE YOUTH LED PROTESTS



If yes, why do you support the ongoing youth led protests in the country? n=744

# REASONS FOR SUPPORTING OR OPPOSING THE YOUTH LED PROTESTS

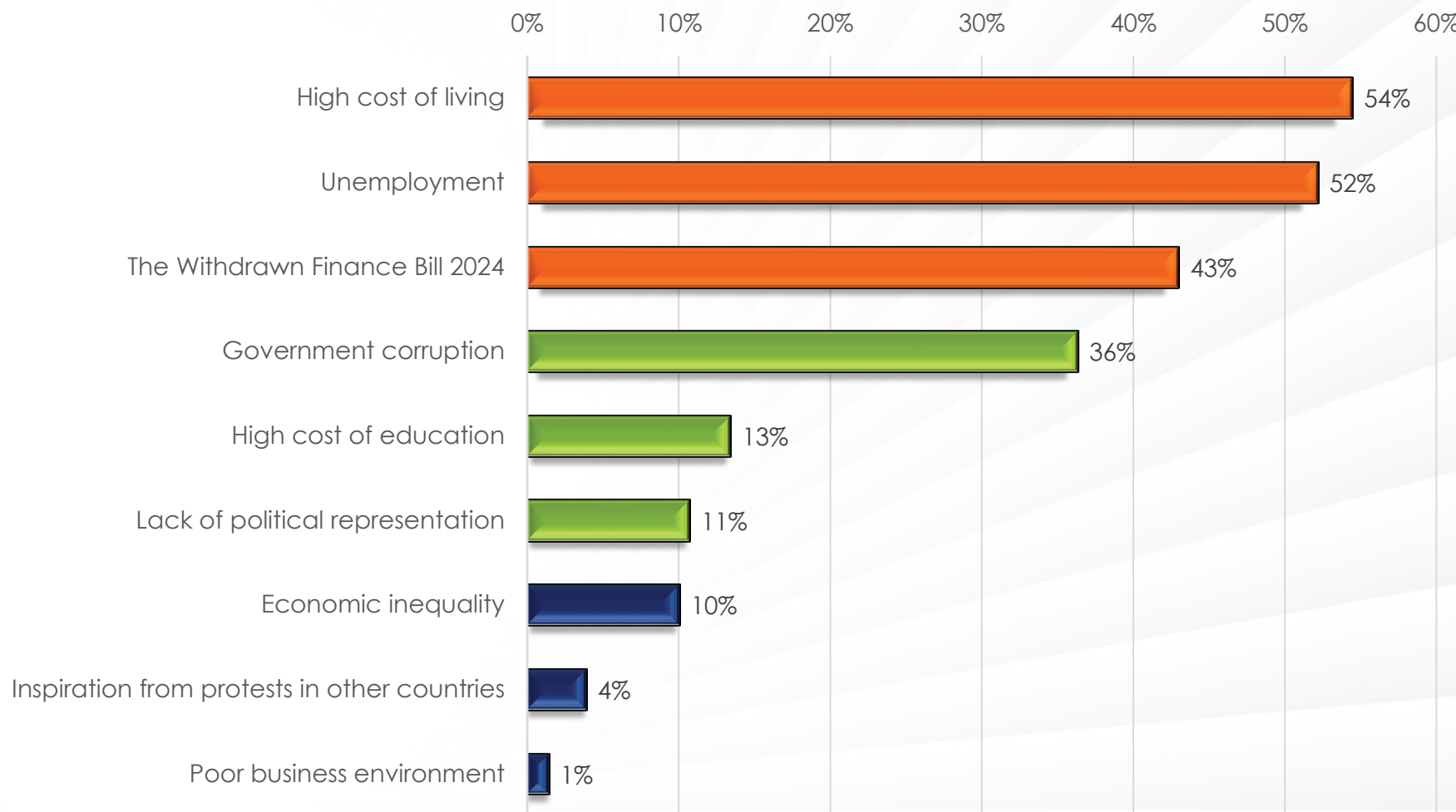


If no, why don't you support the ongoing youth led protests in the country? n=216



# TRIGGERS OF THE YOUTH LED PROTESTS

High cost of living (54%), unemployment (52%), the withdrawn Finance Bill 2024 (43%), and corruption (36%) were main triggers of the youth protests.



What do you think are the main causes of the youth-led protests across the country?

**n = 1000**

# TRIGGERS OF THE YOUTH LED PROTESTS: BY REGION

	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
High cost of living	46%	42%	50%	56%	58%	55%	64%	49%	54%
Unemployment	40%	45%	56%	61%	48%	56%	57%	50%	52%
The withdrawn Finance Bill 2024	39%	31%	40%	36%	48%	52%	46%	40%	43%
Government corruption	42%	45%	31%	37%	30%	35%	43%	46%	36%
High cost of education	4%	21%	12%	12%	14%	9%	19%	18%	13%
Lack of political representation	7%	24%	8%	9%	13%	10%	6%	13%	11%
Economic inequality	9%	21%	9%	15%	9%	7%	12%	5%	10%
Inspiration from protests in other countries	6%	13%	1%	2%	5%	3%	2%	6%	4%
Poor business environment	3%	-	2%	-	1%	2%	2%	-	1%

What do you think are the main causes of the youth-led protests across the country?

**n = 1000**

## TRIGGERS OF THE YOUTH LED PROTESTS: BY AGE & GENDER

	Age		Gender		Total
	18 – 24 years	25 – 27 years	Female	Male	
High cost of living	56%	53%	52%	57%	54%
Unemployment	50%	53%	53%	51%	52%
The withdrawn Finance Bill 2024	43%	43%	40%	46%	43%
Government corruption	37%	36%	38%	34%	36%
High cost of education	14%	13%	13%	14%	13%
Lack of political representation	12%	10%	13%	8%	11%
Economic inequality	9%	11%	11%	9%	10%
Inspiration from protests in other countries	5%	3%	5%	3%	4%
Poor business environment	2%	1%	1%	2%	1%

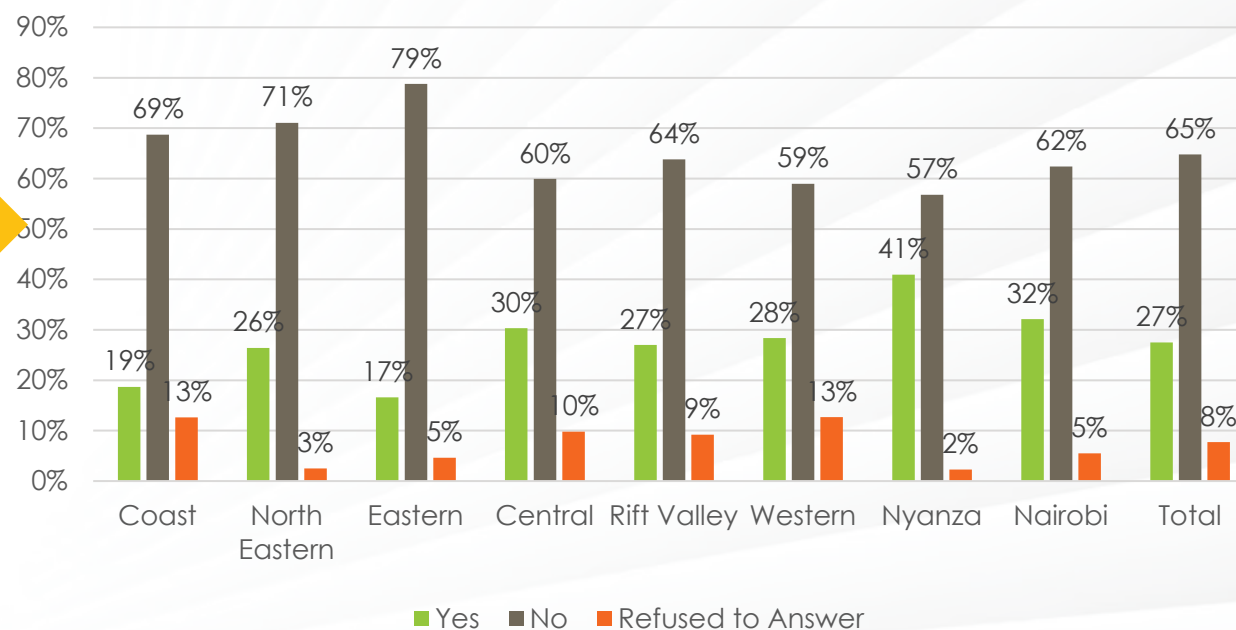
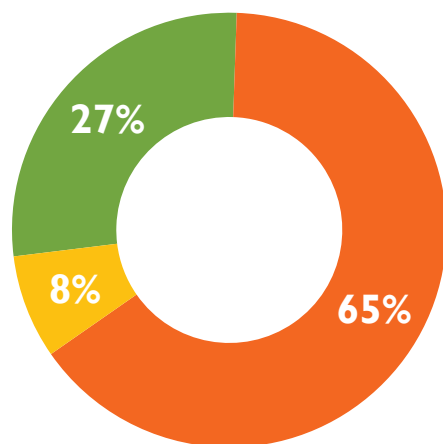
What do you think are the main causes of the youth-led protests across the country?

**n = 1000**

# PARTICIPATION IN THE YOUTH LED PROTESTS

About one in every four interviewed Gen Zs (27%) affirmed to have personally participated in the ongoing protests in one way or another. Participation is highest in Nyanza, Nairobi, and Central regions.

■ Yes ■ No ■ Refused to Answer



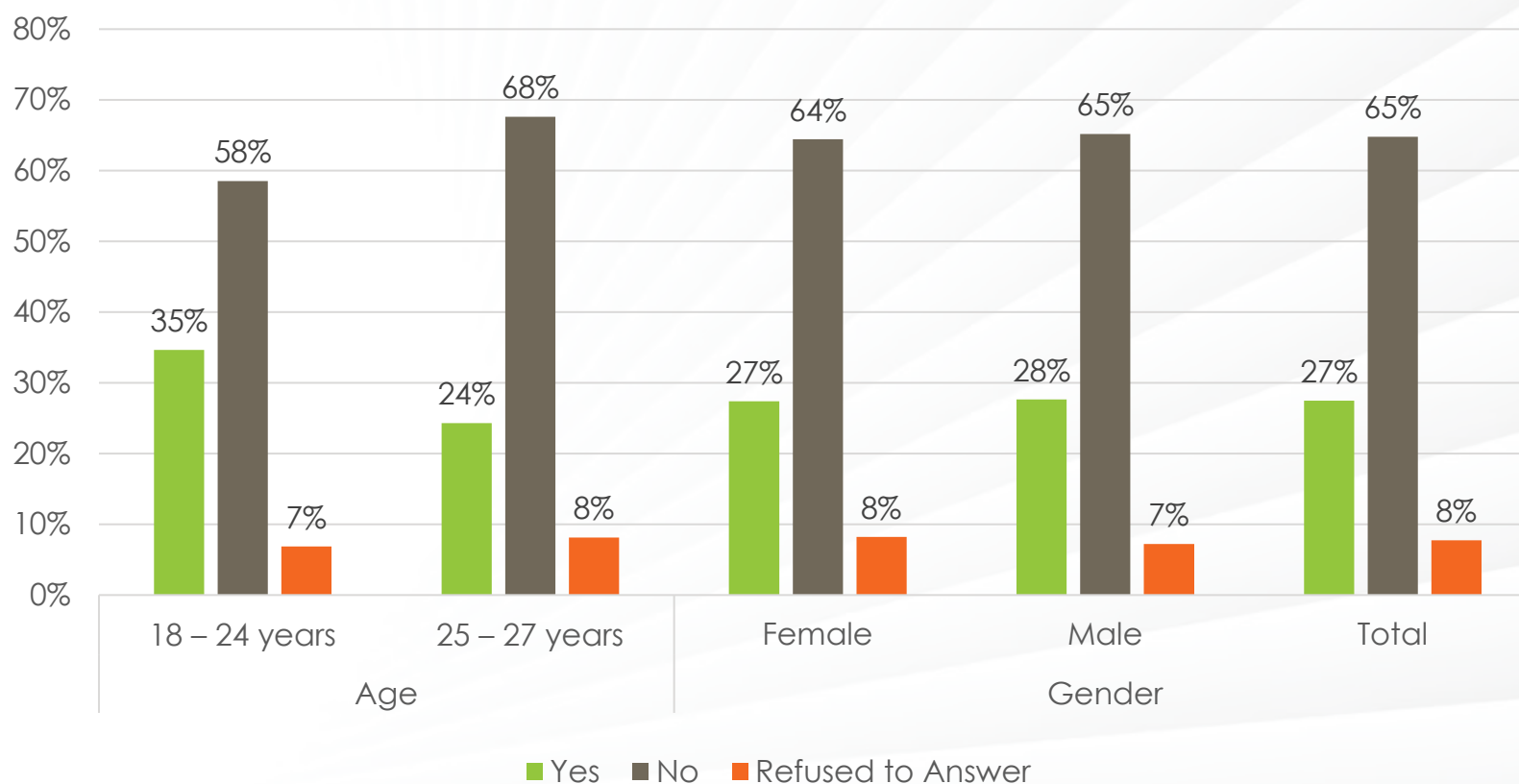
Have you personally participated in the on-going youth led protests across the country?

**n = 1000**



# PARTICIPATION IN THE YOUTH PROTESTS: BY AGE & GENDER

Gen Zs participation in the ongoing youth protests is higher among those aged 18 – 24 years (at 35%) compared to those aged 25 – 27 years (at 24%), and almost even among male youths (28%) and their female (27%) counterparts.



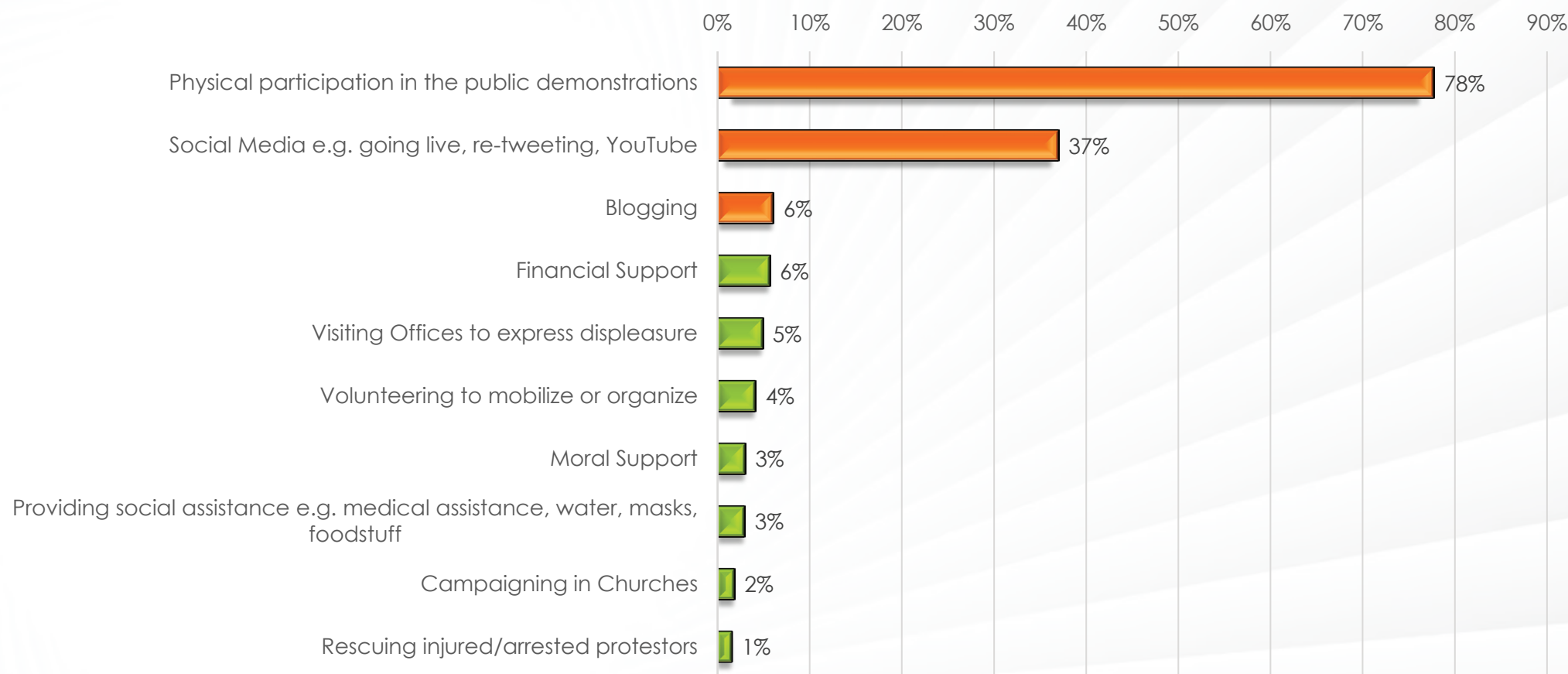
Have you personally participated in the on-going youth led protests across the country?

**n = 1000**



# MODE OF PARTICIPATION IN THE PROTESTS

Physical participation (78%) and social media campaigns (37%) are the major modes of youths participation in the protests at 78% and 37% respectively.

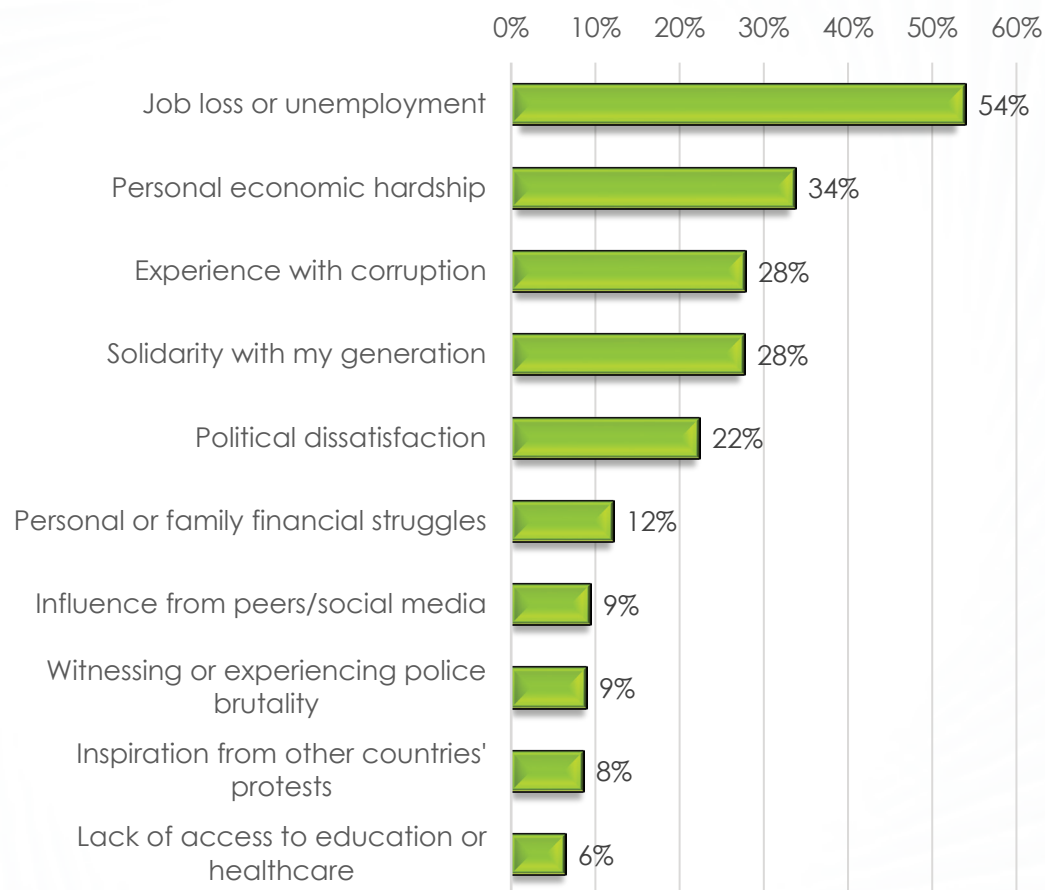


How did you participate?

**n = 275, Those who have participated in the youth protests**

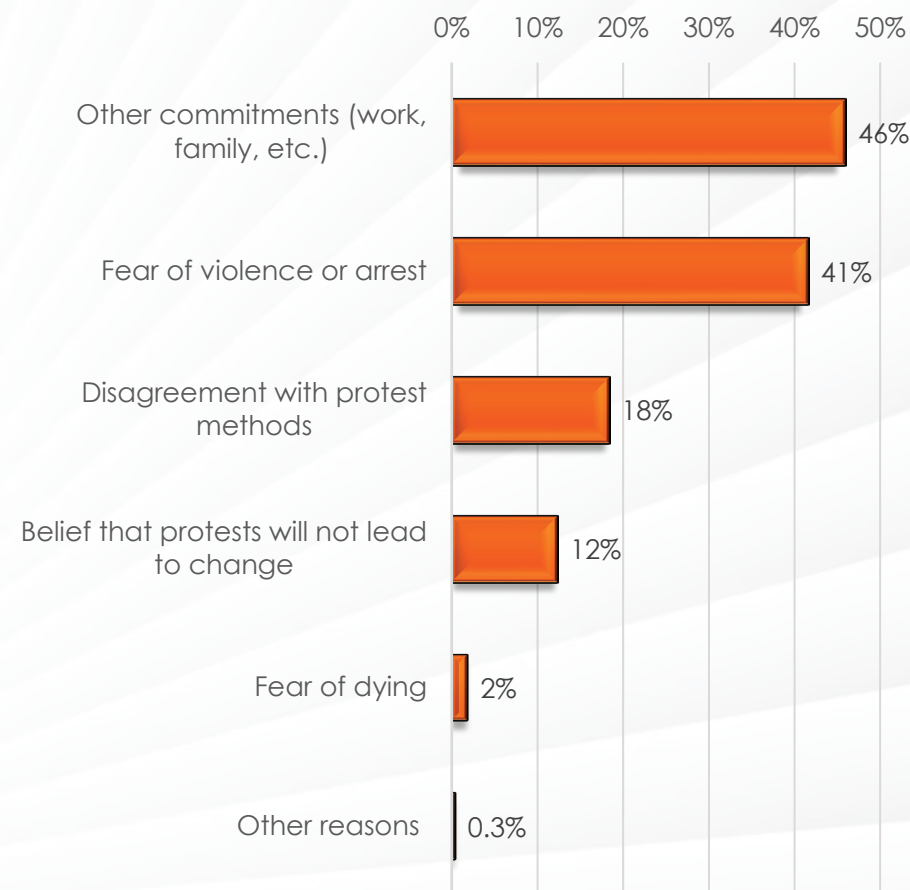
# TRIGGERS OF THE YOUTH LED PROTESTS: BY REGION

## MOTIVATING FACTORS



What motivated you to participate in the protests? n=275

## DISCOURAGING FACTORS



If you did not participate in person, what were your reasons? n=648



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# SUPPORTING **ACTIONS** TAKEN AS A RESULT OF THE **PROTESTS**





## GEN Zs SUPPORT OF THE ACTIONS TAKEN BY THE PRESIDENT/GOVERNMENT THUS FAR

A majority of the interviewed GEN Zs support most of the actions taken by the President/Government thus far as result of the youth protests. However, a majority (72%) do not support the deployment of the KDF to assist the police in containing the protests.

	Yes	No	Not Sure
Withdrawal of the Finance Bill 2024	94%	4%	2%
Dissolving of the Cabinet	89%	8%	3%
Review of Government Budgetary allocations	87%	10%	3%
Resignation of the Inspector General of Police	76%	17%	7%
Banning public officers from participating in fundraisings	65%	30%	4%
Deployment of Kenya Defence Forces (KDF) to assist the police in containing the protests	25%	72%	3%

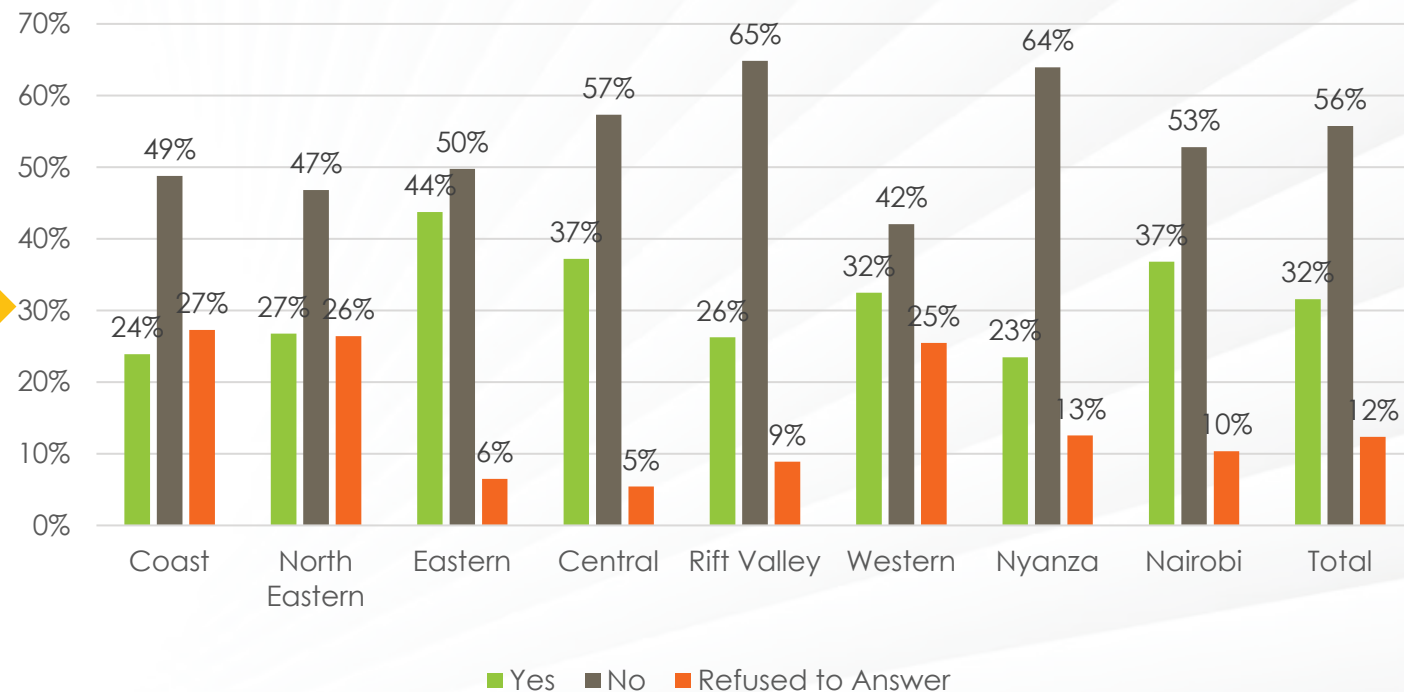
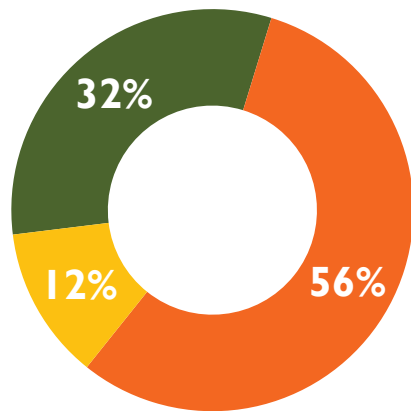
Do you support the following actions taken by the President/Government because of the youth protests?

**n = 1000**

## WHETHER FORMER CSs WHO PERFORMED WELL IN THEIR DOCKETS SHOULD BE RETAINED IN THE NEXT CABINET

About one in every three (32%) interviewed Gen Zs think that there are some former Cabinet Secretaries who performed well in their dockets, and should be considered in the next cabinet to be appointed.

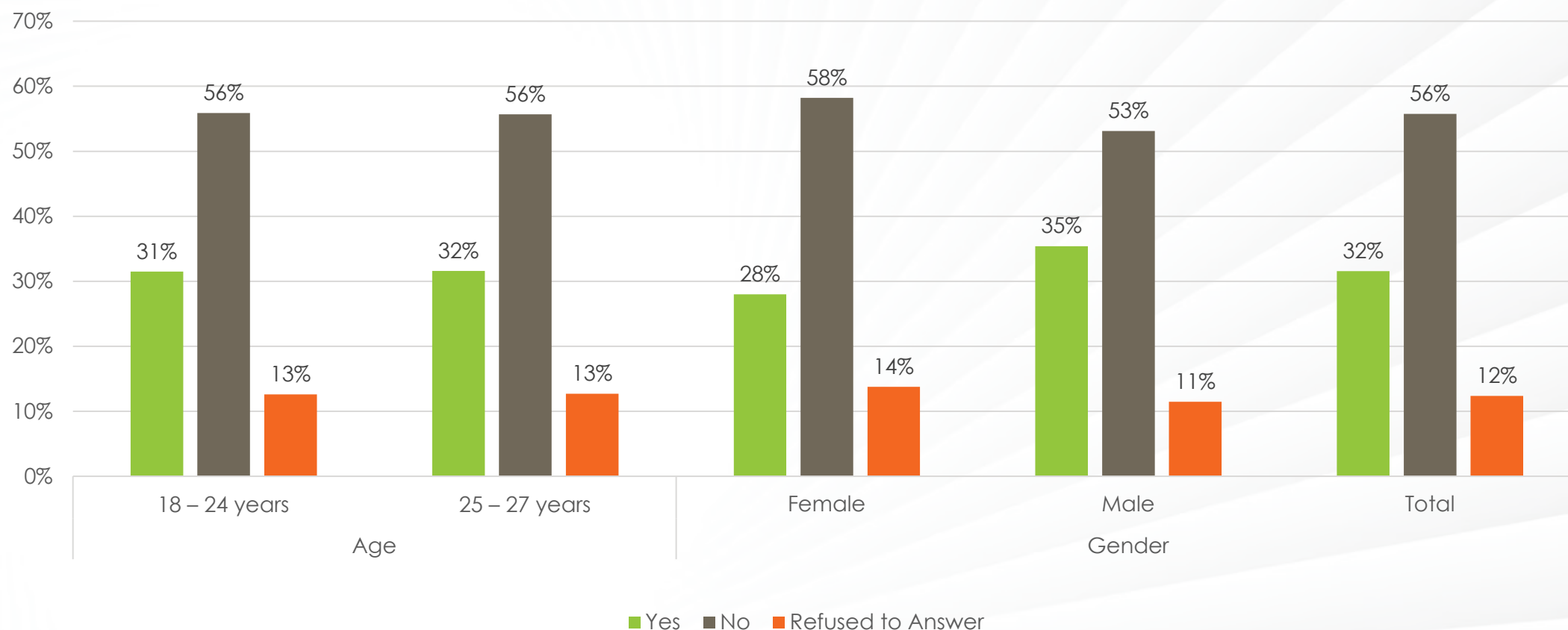
■ Yes ■ No ■ Refused to Answer



Do you think there are some former Cabinet Secretaries who performed well in their dockets and should be retained in the next cabinet to be appointed?

**n = 1000**

## WHETHER FORMER CSs WHO PERFORMED WELL IN THEIR DOCKETS SHOULD BE RETAINED IN THE NEXT CABINET: BY AGE & GENDER



Do you think there are some former Cabinet Secretaries who performed well in their dockets and should be retained in the next cabinet to be appointed?

**n = 1000**

# DEMOGRAPHICS



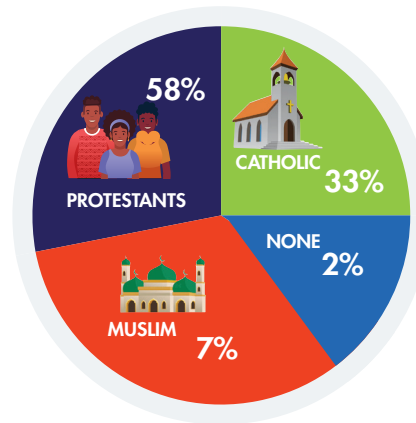
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# SURVEY DEMOGRAPHICS

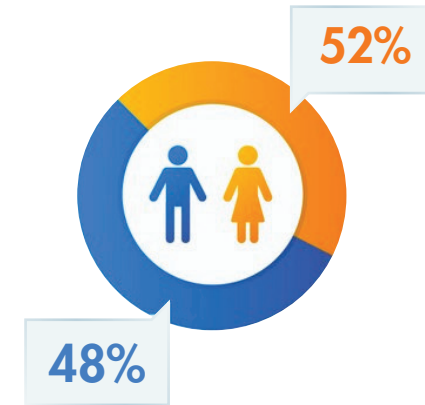
## Age



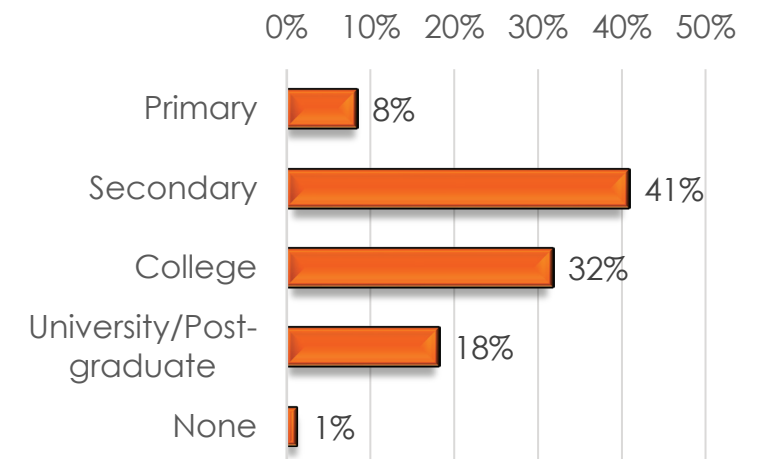
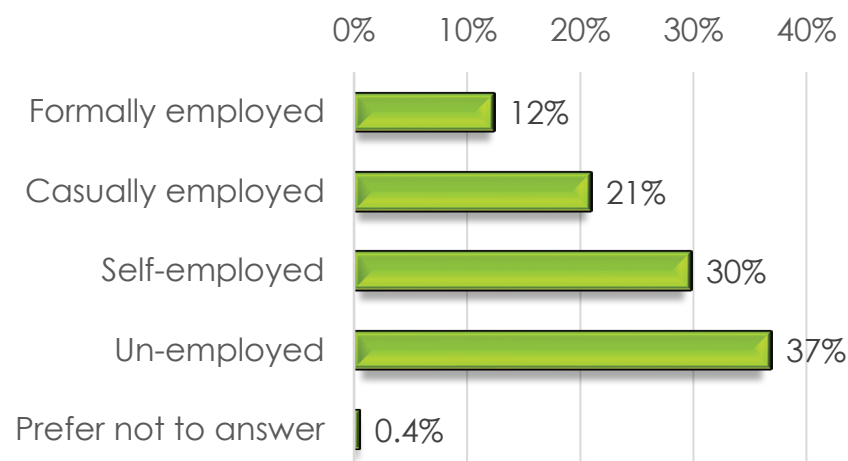
## Religion



## Gender



## Employment





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**MISSION**

To be a one stop, information solutions provider to clients who want to be leaders in their fields.

**VISION**

To be the leading Market & Social research firm in Sub Saharan Africa



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Thank  
you!