#Shujaaz360: It's All About The Money

2017
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What happens to sex and fun when there is no money?
In 2016, WTS introduced the concept of #SexMoneyFun: three components that were critical for understanding youth's motivations, attitudes to life and behaviours.

The key for motivating youth is the balance of #SexMoneyFun. Dominance of one element over another appears to lead to youth retreating further down the rejection scale.

2017 was a difficult year for youth with most struggling to generate income. When asked about the most pressing issue, 44% ranked unemployment (or lack of jobs) top.

With Money taking a backseat, Fun and Sex become more prominent yet more negative. Fun can lead youth to drug and alcohol abuse (19% report it as a pressing problem). Intoxication leads to unplanned and unprotected sex, early pregnancies, early marriages, peer pressure for risky behaviour, and crime and insecurity.

But all is not lost. This report talks about strategies Shujaaz uses to assist youth in finding solutions to rebalance their lives around #SexMoneyFun.
YOUNG KENYANS TODAY
WHO ARE THEY?
#1: While 15-24 is a period of transition to adulthood when youth strive for self-actualization, many continue to be heavily influenced by external forces, specifically, mothers and fathers.

#2: Few feel support outside the family circle. In fact, it is the community that exposes youth to addictions, violence, and cheating/corruption.

#3: Many say it is hard to find role-models within their communities. People who could be role models because they are successful in business are disappointing in their lifestyle choices – they waste their money on drugs, alcohol, smoking and “immoralities.” Yet having role models is critical throughout teenage transition.
### Basic Profile Of Kenyan Youth

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</thead>
<tbody>
<tr>
<td>49% males</td>
<td>3%</td>
<td>25%</td>
<td>married or co-habitating</td>
<td></td>
</tr>
<tr>
<td>51% females</td>
<td>31%</td>
<td>40%</td>
<td>single and dating</td>
<td></td>
</tr>
<tr>
<td>36% urban</td>
<td>65%</td>
<td>34%</td>
<td>single not dating (but sexually active)</td>
<td></td>
</tr>
<tr>
<td>64% rural</td>
<td>1%</td>
<td>1%</td>
<td>it’s complicated</td>
<td></td>
</tr>
<tr>
<td>52% are 15-19 yo</td>
<td>12%</td>
<td>47%</td>
<td>working (formal employment, self-employment, casual workers)</td>
<td></td>
</tr>
<tr>
<td>48% are 20-24 yo</td>
<td>22%</td>
<td>52%</td>
<td>have a side job/hustle</td>
<td></td>
</tr>
<tr>
<td>16% less than primary education</td>
<td>4%</td>
<td>3%</td>
<td>have enough money to cover all their needs (and wants) most of the days</td>
<td></td>
</tr>
<tr>
<td>44% primary completed or some secondary</td>
<td>76%</td>
<td>81%</td>
<td>feel in charge of their lives</td>
<td></td>
</tr>
<tr>
<td>38% secondary completed and above</td>
<td>93%</td>
<td>91%</td>
<td>believe their lives will be better in a year’s time</td>
<td></td>
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</tbody>
</table>


All percentages are of the total youth (15-24 yo)
1. Youth overwhelmingly report their mothers as key influencers and key decision-makers (after youth themselves) in their lives.

2. 65% of youth saying they are influenced in life by at least one member of their immediate family.

**Who makes most decisions for you?**

- Myself: 64%
- Mother: 17%
- Father: 10%
- Other adults in the household: 4%
- Spouse, partner: 3%
- Other: 2%

**Who influences you the most in life?**

- Mother: 22%
- Father: 17%
- Other family members: 10%
- Siblings: 9%
- Parents: 7%
- Other people, not family: 4%
- Spouse: 3%
- Myself: 3%
- Kenyan elected officials: 2%
- Kenyan celebrities: 2%
- Teachers: 2%
- Role models, captains of industry: 2%

• Less than 1 in 5 (19%) feel fully supported by their community. Many say they do not have good role models who have goals, the courage to pursue them and are free from addictions.
ASPIRATIONS, EDUCATION AND SKILLS ACQUISITION
Top Three Takeaways

**#1:** Most youth still believe that a college degree is compulsory for their success in the pursuit of their aspirations – through either employment and career or business and entrepreneurship.

**#2:** Very few, however, do not have a plan B – an alternative life plan – possibly because many understand that their shortage of money hampers their educational and career pursuits.

**#3:** Youth also understand the deficiencies of the current educational system, which provides them with theoretical knowledge but not practical experience or marketable skills. Therefore, many pursue informal training at least as complementary to their main education – to prepare themselves for a broad range of plan-B opportunities.
• There is a slight increase in the proportion of youth transitioning to secondary education and vocational training vs. 2016
• Youth’s dream, however, remains a college degree as it is consistently perceived as a gateway into the formal job market, which is believed to offer emotional and social benefits alongside financial stability
• Some young people see a college degree as an essential element of expertise: A college degree combined with practical knowledge/skills gained through informal training provides a person with a distinct edge, necessary for succeeding in life. Others believe that a formal job acquired after a college degree can help a person accumulate money and start own business. Regardless of the particular path a young person chooses, college education is seen as offering a functional value that cannot be substituted

**What is your highest level of education?**

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Achieved, 2016</th>
<th>Achieved, 2017</th>
<th>Desired, 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than primary or some secondary</td>
<td>15%</td>
<td>16%</td>
<td>1%</td>
</tr>
<tr>
<td>Completed primary or some secondary</td>
<td>44%</td>
<td>57%</td>
<td>1%</td>
</tr>
<tr>
<td>Completed secondary and some vocational training</td>
<td>3%</td>
<td>21%</td>
<td>9%</td>
</tr>
<tr>
<td>Completed vocational training or some college</td>
<td>3%</td>
<td>4%</td>
<td>8%</td>
</tr>
<tr>
<td>College degree and above</td>
<td>0%</td>
<td>1%</td>
<td>75%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
<td>3%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Youth can be subdivided into three general groups by their educational preferences:

1. **Formal education**: the majority say this is most important as it expands opportunities for formal employment.
2. **Informal on-the-job education**: many opt for predominantly informal training as they are aware of the shrinking formal job market and want to start earning as early as possible.
3. **Both**: A smaller group that actively pursues both types of education to cover all bases.

According to the report by Aga Khan University, 1 million youth enter the Kenyan job market every year but only 25% of them can expect a formal job. Jobless youth include college graduates, 50% of whom are unemployed (https://www.standardmedia.co.ke/business/article/2001230740/kenya-s-economy-groans-under-weight-of-its-jobless-youth).

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**Pro-formal Youth Perspective**

- Theoretical knowledge is important for any profession and to acquire this you need formal education.
- Formal education is key as it gives you the knowledge you need to become an expert in your hustle.
- Education also opens doors to formal white/blue collar jobs.

**Pro-informal Youth Perspective**

- This group sees value in both formal and informal training.
- Formal training acts as a compliment to informal as it equips one with knowledge needed, in turn this boosts the skills acquired in informal training.
- Formal training (knowledge) + informal training (skills) = expertise.

**Both**

- Formal training does not allow for the acquisition of practical skills.
- The theory acquired through formal trainings is not useful in most jobs.
- Learning by doing gives you the experience necessary to succeed.
- Apprenticeship prepares you better and faster for developing your career or hustle.
What Do Youth Want? What Are Their Aspirations?

- For the majority of youth, aspirations are very specific and are mostly focused on income-generating activities. Less than 1 in 10 mentioned family life or a ‘good life’ as their future goal. This might be reflective of the financial struggles of youth, who see the need to cover their financial basics before they pursue any other goals.
- A quarter of young Kenyans want to be entrepreneurs (i.e., hustlas and businessmen). A close second preference is a job in a medical field such as a doctor, a nurse, a pharmacist, etc.
- 7% talk about better education as their main goal, while 6% just want employment – of any kind – for financial stability.

Almost all youth admit to having a plan B to fall back on if they don’t achieve their ultimate goal/aspiration. Youth are aware of the barriers to their preferred goals and are realistic (or even pessimistic) about their abilities to achieve them.

Becoming an entrepreneur/businessman is even more attractive when thinking about a Plan B. More youth would consider starting their own business/hustle if their plan A, including that of becoming a high-paid professional (a doctor or an engineer), fails.

While formal employment is not among the top-five choices for plan A, it’s the second preference for plan B.

Agriculture is not attractive even as a fall back option—a transportation hustle (as a bodaboda or a bus driver) or a kiosk/stall owner or even casual labour are more attractive options.

If you fail to achieve your main goal, what is your plan B?
(Top ten goals, percentage of all youth 15-24)

- Business person: 27%
- Formal employment: 12%
- Casual labourer: 12%
- Transport professional e.g. driver, mechanic, e.t.c.: 11%
- Agriculture: 10%
- Don’t know/No plan: 10%
- Medical profession: 4%
- Television & showbiz: 3%
- Teacher: 2%

**WHAT** skill gaps hamper their hustles?

- Communication
- Sales and Marketing
- Customer Relation
- Business Management
- Financial Management
- Creative Skills
- Networking

**WHAT** skills do they want to acquire?

- Hustle Ideas – what types of hustles that young people can start at a low cost
- Business Management Skills – how to start and manage a hustle
- Financial Skills – Saving, investing, growing business, getting loans
- Sales & Marketing Skills – how to market their commodities (locally, regionally, even online)
- How to cope with day to day challenges in business e.g., competition
- Customer Relations – how to build a reliable long term customer base

**WHY** are these skills necessary?

- There is a huge gap in skills and knowledge that hampers young people’s progress through life
- Youth need ideas and training on how to launch a business, develop and maintain a customer base, establish working and financial routines, etc.
- Aside from just skills, youth need encouragement and endorsement by a peer group to help them overcome inevitable challenges

*Photo: istock*
LIVELIHOODS AND MONEY MATTERS
#1: Even with multiple income-generating activities, youth continue to struggle to earn enough to cover their basic needs; in 2017, almost a third more than in 2016 say they wake up in the morning with not enough money for their daily expenses

#2: Not surprisingly, only 4% appear financially fit – i.e., have an independent income and generate enough to set some money aside (as savings and/or assets) to be prepared for surviving a crisis and taking advantage of opportunities

#3: Money, or the lack of it, is the biggest barrier for youth to achieving their life goals. Even those who say their key barrier is the lack of education or marketable skills are likely to note that it is because they do not have money to pay education-related expenses/fees
According to youth, their financial status has deteriorated in the past year with 63% now not able to cover their basic daily needs vs. 49% in 2016.

When you wake up in the morning, how do you usually feel about your finances?

- **I have just enough to cover my expenses for the day**: 34% (2017) vs. 47% (2016)
- **I only have enough money for food and transport today but not much else**: 25% (2017) vs. 20% (2016)
- **I only have enough money for food but I have to walk today**: 23% (2017) vs. 14% (2016)
- **I don’t even have enough money for food**: 15% (2017) vs. 15% (2016)
- **I have more than enough to do whatever I please**: 3% (2017) vs. 3% (2016)

**63%** do not have enough money to cover their basic needs for a day.


All percentages are of the total youth (15-24 yo).
73% of Kenyan youth make less money than they need to cover their basic expenses each month.

What Are Their Sources Of Income?

Most youth combine multiple sources of income to manage their financial demands

**39% work**

What were you mainly doing in the past 12 months?

- A full-time student: 56%
- Self-employed, working for yourself, have my own company/business (not a hustle): 13%
- Not working but looking for a job: 9%
- Doing occasional paid assignments for companies or people, irregular pay or regular pay (hustle): 9%
- Not working, keeping up the house: 6%
- Working for a company/organization full-time or part-time for a regular salary: 6%

**36% have a hustle, side job**

Youth who have a hustle

- Transfers/upkeep money or in-kind support from a family member or a relative: 87%
- A loan from friends, relatives, neighbors or other people: 15%
- Occasionally sell my belongings: 76%
- Occasionally grow and/or sell produce, livestock, fish, etc.: 74%
- A loan from an informal group (e.g., chama): 16%
- Student scholarship: 9%
- Government welfare, subsidy or other benefits: 22%
- Non-government/private organization welfare, subsidy or other benefits: 6%
- Working for a company/organization full-time or part-time for a regular salary: 6%
- Not working, keeping up the house: 6%
- Not working but looking for a job: 6%
- Doing occasional paid assignments for companies or people, irregular pay or regular pay (hustle): 6%
- Self-employed, working for yourself, have my own company/business (not a hustle): 6%

**79% have additional sources of money**

Top sources of additional money

- Savings, money you or a family member accumulated for your expenses: 35%
- Transfers/upkeep money or in-kind support from a family member or a relative: 35%
- A loan from friends, relatives, neighbors or other people: 9%
- Occasionally sell my belongings: 9%
- Student scholarship: 4%
- A loan from an informal group (e.g., chama): 3%
- Occasionally grow and/or sell produce, livestock, fish, etc.: 3%
- Government welfare, subsidy or other benefits: 3%
- Non-government/private organization welfare, subsidy or other benefits: 2%


*All percentages are of the total youth (15-24 yo) *Percentage of youth in each subgroup by main activity in the past 12 month
What Is The Earning-Spending Behaviour?

Over a third of youth (35%) might be living in chronic poverty with both earnings and expenses in the bottom 2 quintiles; about 1 in 5 (18%) live in chronic debt (or have ‘sponsors’) spending significantly more than they earn. Another 18% spend most of what they earn living the good life, while the rest are surviving day by day.

| MONTHLY EXPENSE QUINTILES: FROM KES 0 TO KES 200,000 |
|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 |
| 1 | 16% | 12% | 10% | 8% | 8% |
| 2 | 5% | 2% | 2% | 1% | 1% |
| 3 | 1% | 4% | 2% | 2% | 1% |
| 4 | 0.3% | 1% | 4% | 4% | 5% |
| 5 | 0.2% | 1% | 1% | 3% | 6% |


All percentages are of the total youth (15-24 yo).
Most youth understand the importance of having a financial cushion and/or assets, but 7 in 10 do not have enough leftovers and/or have too many financial crises to even attempt saving money.

11% NEVER A SAVER
- I can’t save no matter what
- I may be financially okay, but I still can’t save
- Sometimes, I may not have the knowledge on how to go about it

15% ASPIRING BUT TEMPTED
- I am always distracted by the thing I love/ am addicted to.
- Whenever I think of saving I end up buying my favorite stuff such as alcohol, cigarettes, miraa, fashion stuff for ladies
- If I start to save it’s likely because my peers have influenced me to

39% CRISIS VICTIM
- I manage to save but end up using all my savings whenever I am confronted with crises/problems
- I am faced with a lot of financial constraints and my saving are quite small

18% GOAL-DRIVEN ACCUMULATOR
- I always manage to save when I set a target for myself
- My saving is triggered by a certain objective e.g., I want to buy an expensive phone, so I save for it
- I stop saving once I have achieved my goals

17% DISCIPLINED SAVER
- I always manage to save
- I may have financial constraints, be disappointed, or experience crises here and there, but I always manage to save something
- I always have alternatives to ensure I save

What’s The State Of Financial Fitness (FF)?

### What is the main barrier preventing you from achieving your goals, aspirations? (Shown: Top 6 barriers)

- **Lack of money, poverty**: 49%
- **Poor education, due to poverty or otherwise**: 14%
- **Unemployment**: 6%
- **Bad company**: 4%
- **Early childbirth and marriages**: 1%
- **Addictions**: 1%

### How fit are you to be able to withstand a crisis AND take advantage of an opportunity?

<table>
<thead>
<tr>
<th>FF ASPECT</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Independent income</td>
<td>63%</td>
<td>63%</td>
</tr>
<tr>
<td>Positive income-expense balance</td>
<td>31%</td>
<td>21%</td>
</tr>
<tr>
<td>Savings and/or assets</td>
<td>65%</td>
<td>59%</td>
</tr>
<tr>
<td>Perceived positive money status</td>
<td>29%</td>
<td>21%</td>
</tr>
<tr>
<td>All 4 aspects</td>
<td>7%</td>
<td>4%</td>
</tr>
</tbody>
</table>


All percentages are of the total youth (15-24 yo)
#1: Sexual relationships start early, often before teenage years. Curiosity and peer pressure are the key early motivators for sex; later on sex becomes a tool for getting tangible and intangible benefits.

#2: Conversations on relationships and protection continue to mostly happen among peers resulting in (a) misinformation and stereotypes, (b) perceived negative norms on contraception, (c) a growing gap between knowledge of contraception and motivation to use, and (d) an increase in the number of unplanned pregnancies.

#3: For a girl to be using contraception regularly, she needs to have good role models, goals and aspiration and planned sex, i.e., be in a relationship. Single mothers and single females without children are the most at risk group – even though they can get contraception to “space out children,” they don’t because they never know when they will have sex.
Almost two thirds of young Kenyans are sexually active
Among adolescents, 42% report ever having sex

**When was the last time you had sex?**

- In the past week: 38%
- In the past month: 14%
- In the past 2 months: 11%
- In the past 3-4 months: 5%
- In the past 6 months: 4%
- In the past year: 5%
- Never: 6%
- DK/Refused: 17%

When Do Young People Become Sexually Active?

- 1 in five Kenyans become sexually active by 16
- Rural females are the most likely to become sexually active early on compared to urban girls and boys in any location; urban boys catch up by 17 and retain the lead till 19 when they are overtaken by rural and urban girls

66% have experienced sex by 19.
65% of young Kenyans say getting pregnant/impregnating a girl right now would be a **BIG** problem.
Similar to 2016, over 9 in 10 young Kenyans can recall at least one type of a modern contraceptive. Condom is still the best known, most used and most often recommended method followed by injectable.
What Do Youth Think Of Contraceptives?

- 42% of youth talk to someone about issues related to contraceptives and managing fertility. And of those the majority get information from their peers, friends and classmates.
- Mothers and teachers share second place as sources of information, but are far behind friends and peers.
- With over half of youth not talking to anyone about contraception, it is not surprising that the majority believe usage is not a norm in their peer group.

Top five sources of information on contraception and managing childbirth in the past 12 months:

- Friends, classmates, peers: 30%
- Mother: 8%
- Teachers: 8%
- Clinic staff (e.g., doctors and nurses): 7%
- Peer educator: 6%
- Pharmasist, kiosk owner: 4%

Top five stereotypes about contraceptives with which youth strongly agree:

- Make a woman permanently infertile: 32%
- Result in health problems: 31%
- Women who use contraceptives are or may become promiscuous: 29%
- Give you deformed babies: 29%
- Cause cancer: 27%
- Reduce your sexual pleasure: 22%
- Reduce your sexual urge: 22%

The norm is to not use contraceptives for protection:

- 33% believe all or most of their friends use contraceptives.
- 29% believe all or most of youth in KE use contraceptives.
- More than a third refused to answer the normative questions.

To be using contraception regularly, a girl needs good role models, goals/aspiration and planned sex, i.e., be in relationships. Single girls with and without a child are the most at risk – even though they can get contraception they don’t see it as relevant because they never know when they will have sex.

- **37%** Not sexually active
- **26%** Sexually active, single, no child
- **13%** Sexually active, single, has a child
- **18%** Sexually active, married, has a child
- **4%** Sexually active, married, no child

![Diagram showing sexual activity and contraception use among girls in Kenya.](image)


All percentages are of adolescent girls (15-24 yo), n=1,279
What’s The Current State of SRH Affairs?

- In 2017, 11% of Kenyan adolescent females have at least one child by the time they are 19.

COMMUNITY, GOVERNANCE AND RADICALIZATION
#1: Probably because of the elections, youth appear to be more engaged with issues around governance than in 2016

#2: The main shift in the segments of youth by their attitudes to governance was the dramatic increase in the number of disgruntled/angry youth. While harnessing their energy is important for engaging more youth and promoting change, their energy is volatile and needs to be watched so it does not translate into violent extremism

#3: Female participation in governance remains a challenge - role models are scarce as the new generation of female political aspirants have to face more and more strict requirements to be considered by the community to be worthy of a career in politics
Youth appear confused about what they do and do not know on the issue of governance. They feel they have some knowledge of their rights but not enough to avoid going to jail overnight if arrested. Ultimately, most want to boost their knowledge on all/most aspects of governance.

### What do you know about the government structures?

- **I know my rights as a citizen**: 54%
- **I know the roles of the central and county governments**: 25%
- **I know how leaders are appointed/nominated**: 7%
- **I know departments/offices responsible for specific issues**: 5%
- **I don’t know anything**: 7%
- **I understand the election procedure**: 3%

### What would you like to know about the government structures?

- **Know my rights as a citizen**: 26%
- **know the roles of the central and county governments**: 37%
- **Know which departments/offices are responsible for which issues**: 15%
- **Know how leaders are appointed/elected**: 10%
- **To understand the election procedure**: 6%
- **Something else**: 3%
- **I am not interested in such things**: 3%

*Source: SMS survey of Shujaaz fans*
What Was Their Experience With Elections?

Pre-election Expectations
- Peace
- Young people to lead
- No tribalism
- Transparency and independence
- Young people to make right choice

Election day: True experience
- Vote for someone who will help
- Smooth voting process
- Fast moving queues
- Youth turned out in big numbers
- Expected youths who took money to vote wisely on the due day
- Fair elections
- Violence after election

Future: New hopes and expectations
- Employment opportunities for youth
- Cheaper/affordable business licenses
- More carpeted football stadium
- Cohesion among leaders
- More hospitals
- Hygiene in public schools
- Increase youth loan repayment period
- Ease loan access to youth
- Improve markets for businesses
- Bigger focus on the disabled

All percentages are of the total youth (15-24 yo)
Five Engagement Segments

**Insiders:** the “chosen ones” favored by media, trusted by government authorities and respected by peers

**Professionals:** the ones who blindly hang around politicians doing the underpaid part of youths tenders. Self-perpetuated sense of importance.

**Disengaged:** those who feel excluded, although they want to be a part of the system. They had hopes in the devolution but have given up.

**Disgruntled:** the ‘angry’ youth, with skewed or no information, feeling excluded & voiceless.

**Disenfranchised:** a bulk of female youths, who ‘don’t even know if they care’ about politics.

POSITIVE ABOUT AND BENEFITTING FROM DEVOLUTION

NEGATIVE ABOUT AND DISILLUSIONED WITH DEVOLUTION, SOME ARE ANGRY

GIVEN UP HOPE – “I DON’T EVEN KNOW IF I CARE
Based on the most recent collection of studies, there is an important shift in youth segments by their attitude towards governance:

- There are fewer disenfranchised youth, i.e., more youth understand the relevance of governance to their lives
- There are more ‘insiders’ – youth who directly engage with government officials, who can serve as role models for other youth
- There are more disengaged and disgruntled youth, which means there is more disappointment and anger, which presents a challenge to ensure youth’s energy does not convert into criminal and violent extremism

Source: Qualitative study with youth (15-24), August-September 2017.
According to youth, it is more difficult for a young female than for a young male to engage in politics and rise to the ranks of a leader. The requirements silently imposed by the community are almost unachievable, and females tend to give up and disengage at higher rates than males.

Qualities required for a female leader
- A well behaved capable husband
- Disciplined kids
- Political man
- Courage

Qualities required for a male leader
- Money
- Woman

Source: Qualitative study with youth (15-24), August-September 2017.
Youth’s Solutions for #SexMoneyFun Issues

Employ youth
- Provide loans & capital
- Create job opportunities
- Invite local & foreign investors
- Create a friendly business environment
- Build skills and talent
- Build recreational centres
- Build rehabilitation centres
- Empower girl child against pre-marital sex
- Empower community on importance of education

Sponsor needy students
- Education
- Improve education system
- Increase amount of bursaries
- Curb gambling
- Improve security
- Improve infrastructure
- Bring water & electricity
- Curb the sale of illicit brew
- Encourage youth public participation
- Improve information communication channels

Empowerment
Develop area
Top Three Takeaways

#1: Youth’s daily use of media overall has increased vs. 2016 but only because of the dramatic increase in the access to use of the internet and social media – all other media do not show strong positive shifts

#2: As smartphone ownership grows, mobile phones are becoming an important enabler for media access, including the internet/social media and radio

#3: Socialization is a key draw of social networking sites – Facebook in particular offers youth the space to showcase their achievements (and gain some social capital) as well as find role models (not available in their immediate community) and gauge new relationships that might result in new economic opportunities
89% of young people in Kenya use at least one media channel daily – up from 84% in 2016 – mostly due to the increase in the use of social networking sights (32% in 2017 vs. 28% in 2016)

All analogue media experienced a decline in use

Radio is a dominant media channel for young people; daily reach of radio surpasses monthly reach of all other platforms

Among radio users, the majority (87%) still listen via an FM receiver; just over half listen with a group of people – mostly parents but few also listen with friends

**General Media Use**

- **Radio**: Daily 56%, Monthly 70%, Total 80%
- **Broadcast TV**: Daily 36%, Monthly 52%, Total 67%
- **Social networking sites**: Daily 32%, Monthly 41%, Total 46%
- **Internet (excluding social networks)**: Daily 23%, Monthly 33%, Total 40%
- **Movies on VHS/DVD**: Daily 19%, Monthly 38%, Total 53%
- **Newspapers**: Daily 7%, Monthly 22%, Total 47%
- **Magazines, newspaper inserts**: Daily 4%, Monthly 17%, Total 34%

• There is a significant change in mobile phone ownership among Kenyan youth from 66% in 2016 to 73% in 2017. The increase is mostly due to the higher ownership of basic phones and smartphones.

• On average, young Kenyans report spending about KES 600 ($6) on airtime per month – the same amount as in 2016.

Similar to 2016, youth use their mobile phones at least daily for basic activities – calls and text messages. However in 2017 there is a more pronounced trend in youth using mobile phones as a replacement for analogue media.

- **98%** use the phone for more than 2 activities daily
- **85%** make calls daily, this is the most common activity followed by text messaging (82%)

Mobile phones for media use are emerging as an important trend:
- **39%** of mobile phone owners use their phones to access social media, 37% access the internet and 28% tune in to radio on a daily basis.

Source: Research Plus Africa/Research Guide
Africa nationally representative survey of Kenyan youth 15-24 yo (N=2,011), January 2016 and Wave 2 (N=2,923), January - May 2017

All percentages are of mobile phone owners (n=2,148)
• 40% of youth use the internet for things/information other than just social networking sites
• 6% use the internet only for visiting social network
• 95% use social media alone and exclusively on a mobile phone (99%)
• Facebook remains the top social network among Kenyan youth, followed by WhatsApp
• Twitter, Instagram and Snapchat are slowly but surely gaining following
• The top-three activities among social media users are reading a newsfeed (71%), sharing personal photos (63%), and chatting with friends (32%)
• The group of key influencers in youth’s lives, which they follow on social media, are a mix of artists and sport celebrities – Diamond Platinum, Arsenal, Kiriga Team, Octopizzo, etc
SHUJAAZ SOLUTION: FOCUS ON HUSTLAS
#1: Youth who are financially stable have the “luxury” of making the right choices in all or most aspects of their lives. They do not have to trade their decision-making power for financial, emotional or social capital.

#2: Linking income-generation and protection into one campaign increases positive outcomes in both aspects plus leads to positive “side effects” in other aspects of youth’s lives, including personal and civic agency.

#3: Successful hustlas have money, sex and fun and live their lives on their terms.
Informal Employment and Hustlas

- The informal job sector continue to soar - in 2017, two in five young people hustle, i.e., are self-employed, have a side-job and/or occasionally produce and sell something.
- For the second consecutive year, hustlas outperforming average Kenyan youth financially. While they were not immune to the financial challenges affecting youth in 2017, they remained financially secure.

2016 YOUTH WITH SIDE JOBS
- 25% of all young Kenyans
- Avg. monthly income KES 7,892 ($78) vs.
- Avg. monthly expenses KES 7,420 ($74)
- 49% financially independent because of the hustle

2017 YOUTH WITH SIDE JOBS
- 36% of all young Kenyans
- Avg. monthly income KES 6,000 ($58)
- Avg. monthly expenses KES 5,000 ($49)
- 52% financially independent because of the hustle

Who Are The Young Hustlas?

The key characteristic: Achieved level of education

Additional characteristics:
- Motivation for hustle uptake
- Nature of hustle
- Nature of practice (regular/irregular)
- Level of involvement
- Personal development plan/future aspiration

Why We Like The Segment “Hustle Has A Future”

**HUSTLE HAS A FUTURE (HHF)**

- Driven by the desire to create wealth
- Entrepreneurship is in their genes, they enjoy the freedom of self-employment
- Proud of their hustle, refer to it as ‘biz’ or ‘maworks
- Always learning new skills
- Deeply engaged in day-to-day management and decision making
- Might have an ordinary career on the side

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**FINANCIALLY FIT**

- Earn more than spend*
  - Average youth: 21%
  - Hustla: 52%

**SAVE**

- A disciplined saver*
  - Average youth: 17%
  - Hustla: 22%

**PROTECTED**

- Use modern contraception all or most of the time*
  - Average youth: 29%
  - Hustla: 40%

**ENGAGED**

- Planned to vote (before elections)*
  - Average youth: 46%
  - Hustla: 55%

**INDEPENDENT**

- Make decisions for themselves*
  - Average youth: 64%
  - Hustla: 75%

*The difference is statistically significant at p<.05

SHUJAAZ KENYA: ESTABLISHED MEDIA BRAND WITH PROVEN IMPACT ON YOUTH BEHAVIOUR
The Range And Reach of Shujaaz Media

- **Comic**: 705,000 monthly
- **Social Media**: Over 550+ fans
- **Radio**: National & local stations weekly
- **SMS**: 500K+ fans
**Total Shujaaz Audience**

<table>
<thead>
<tr>
<th>Year</th>
<th>Reach</th>
<th>Ever used</th>
<th>Monthly user</th>
<th>2+ media</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>43%</td>
<td>40%</td>
<td>19%</td>
<td>10%</td>
</tr>
<tr>
<td></td>
<td>4.0m</td>
<td>3.7m</td>
<td>1.7m</td>
<td>0.9m</td>
</tr>
</tbody>
</table>

*The difference is statistically significant at p<.05
Shujaaz Theory of Change, 2017

**INPUT**
- User Centred Design
- Role models
- Real life validation
- Multi-topic
- “Player 1st”
- Authentic, compelling media experiences at scale
- Smart targeted persuasion strategies
- Partnership

**OUTPUT**
- I see myself /my world
- I believe Shujaaz
- It solves my problems
- All my friends agree
- I recommend it
- It gives me information
- It empowers me

**OUTCOME 1**
- Taboo-Busting conversations with a bigger / more diverse network
- Increasing Intrinsic motivation, ability and opportunity (MOA)
- Perceived Norming: “my expectation of what other people think of me”

**OUTCOME 2**
- HEALTH
- FINANCIAL FITNESS
- AGENCY

Non-prescriptive and multi-dimensional behaviour change
**Shujaaz Vision of Success, 2020**

**INPUT**
- Authentic, compelling media experiences at scale
- Smart targeted persuasion strategies
- Partnership

**OUTPUT**

**15 MILLION**
- Young people love and trust Shujaaz in 2020

**OUTCOME 1**
- Taboo-Busting conversations with a bigger / more diverse network
- Increasing Intrinsic motivation, ability and opportunity (MOA)
- Perceived Norming: “my expectation of what other people think of me”

**OUTCOME 2**
- 15 million young people healthier, more accomplished, and more connected

**OUTPUT**
- HEALTH
- FINANCIAL FITNESS
- AGENCY

**20 MILLION**
- Young people reached in 2020
Two panel studies demonstrated that Shujaaz had a significant impact on the following:

- 1.9 times more likely not to be sexually active
- 1.1 times more likely to use a CD
- 2.4 times more likely not to have been pregnant / to have child
- 3.0 times more likely to convince adults to use DFS
- 2.7 times more likely not to be married
- 1.85 times more likely to use mobile money
- 4.0 times less likely to intend to smoke in the next 12 months

Source: UNC survey- Tupange program - BMGF funded
Shujaaz 2-year panel survey, January 2016-February 2017, N=700.
OVERVIEW OF RESEARCH ACTIVITIES
AUGUST 2016 - APRIL 2017
**Research activities, 2017**

**Cross-sectional survey**
- Conducted in January-May, 2017
- A national survey with youths 15-24
- N=2,923
- About 1,500 data points per respondent
- Data collected on: basic demographics, access to and use of media, access to and use of mobile phones, access to and use of social networking sites, attitudes and behaviors related to reproductive health/tobacco/agriculture, financial status and employment, relationships with Shujaaz as a media brand

**Qualitative studies**
- Conducted in February, April and August 2017
- Focus group and individual interviews.
- The goals of the studies were to (1) understand youth attitudes towards clinics, (2) explore income-generating activities of youth, (3) youth experience with governance and elections
- Studies 1 and 3 were conducted in multiple locations across Kenya. Study 2 was conducted on WhatsApp

**Longitudinal panel survey**
- Conducted in December 2016 – February 2017
- A national survey with youth 15-14
- N=700, tracked over a period of 14 months
- Same questionnaire, same data collection conditions
- The main goal of the study was to establish causal relationships between exposure to Shujaaz and normative and behavioral outcomes across sectors as well as to identify the best approaches to shifting norms and behaviors among youth
### Research activities, 2016 (cont.)

#### Digital Tracking
- Experimental analysis of digital data and data mining
- Some of the examples include, setting and analyzing A/B experiments, content analysis, conversation pattern analysis, audience mapping by demographic characteristics, audience segmentation, establishing connections between audience behavior online and on-the-ground

#### Risk Monitor
- Systematic tracking of formal (news and entertainment) media, advertisement and marketing campaigns, online and social media as well as informal conversations related to the key themes discussed by Shujaaz (reproductive health, agriculture, and youths lifestyle in general)
- Monthly evaluation of the effect the observed formal and informal activities might have on the beliefs, perceptions and behaviors of Shujaaz target audience

#### SMS surveys
- The surveys aimed to get additional insights on the questions raised by either the national survey or qualitative studies or some of the hot topics picked out through the Risk Monitor
- The surveys explored the issues of SRH, money matters, and youth and governance
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