

THE STATE OF KENYAN YOUTH 2018

INTRODUCTION

Young people's media usage, habits and spending are changing following the transitions in their personal and social lives as well as the increasing access to technology. Media shape youth self-narrative, and their perception of the community and their role in it.

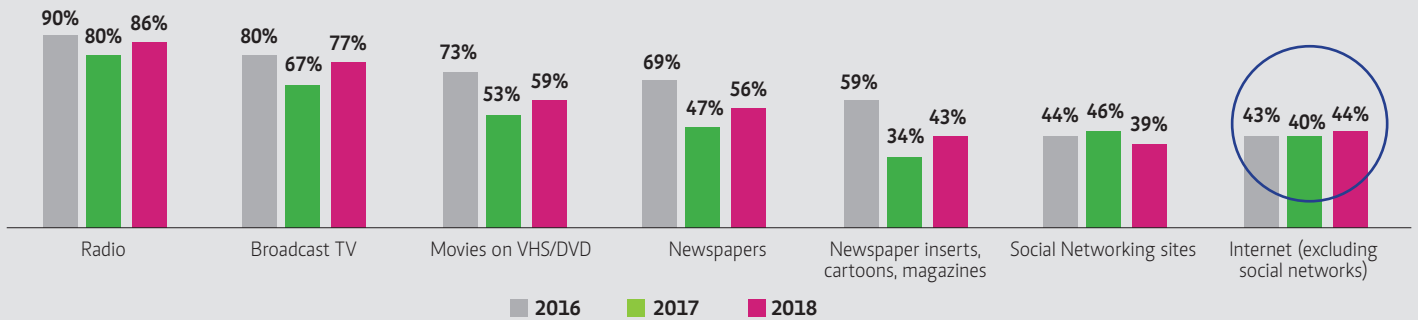
The Shujaaz team are committed to meeting young people on the platform(s) they use with the content relevant to their lives, delivered in an accessible format. Nuanced understanding of and respect for youth informational needs help Shujaaz build trust and loyalty among young Kenyans.



GENERAL MEDIA USE

In 2018, analogue media are still recovering from the audience flight stimulated by political and economic turmoil of the 2017 election year. Social media use inched up in 2017 bringing unusual participants into the dynamic political debates; yet as the "heat" is fading away, so is the social media audience. Internet use outside social networks has risen slightly since 2016 signaling that youth might be discovering new value in the digital space outside the fiery political exchanges.

Do you use this media channel?

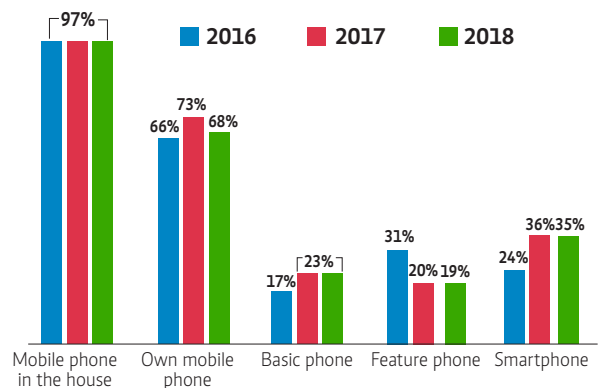


MOBILE PHONES AND MEDIA

Mobile phones are becoming a central channel for media access – a trend enabled by the growing phone ownership. Since 2016, smartphones registered the highest growth (at 46%), followed by basic phones (at 35%). Feature phones are gradually exiting the youth market.



3-year trend in mobile phone access and ownership



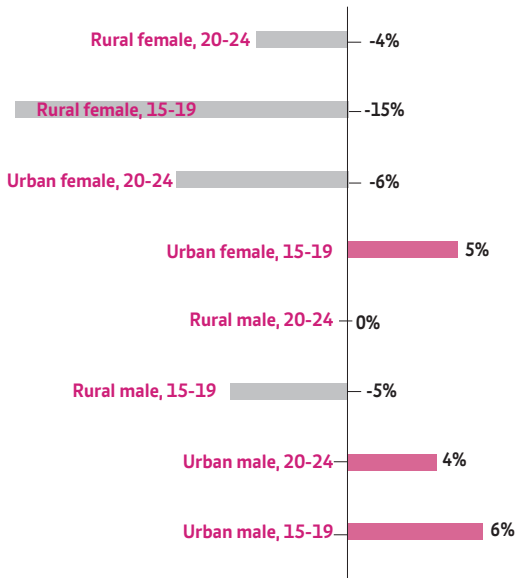


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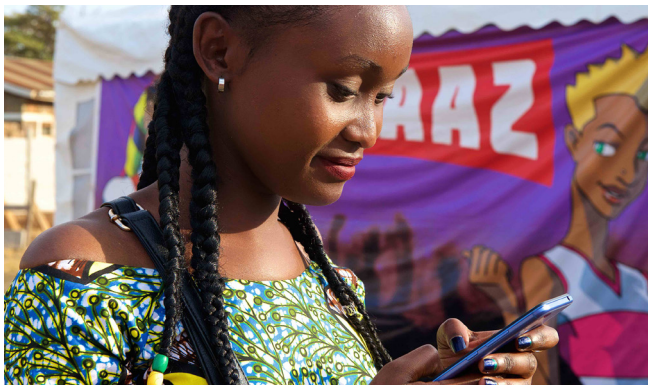
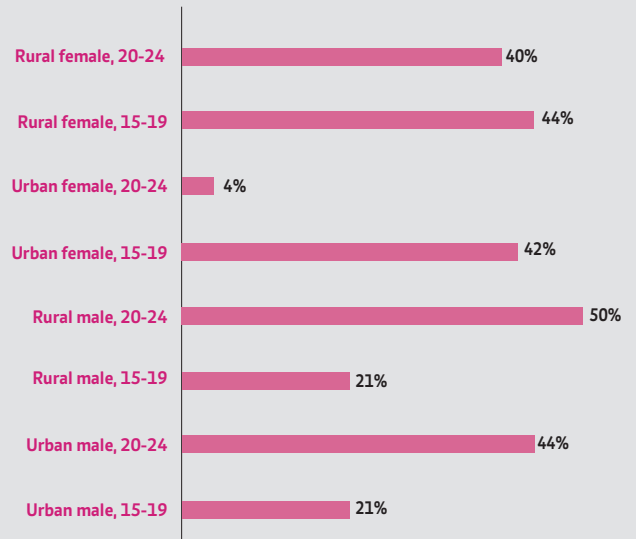
MOBILE ACCESS AND DEMOGRAPHICS

Change in mobile phone ownership between 2016 and 2018, by demographic subgroups



3 in 4 female subgroups and 1 in 4 male subgroups have lower ownership of mobile phones vs. 2016 – a sign that women might be more affected by the economic slowdown than men. Yet, all demographic subgroups report a considerable shift in the type of the phones they own – heavily trending toward smartphones. This might indicate new owners buy smartphone as their first phone, skipping basic and feature types.

Change in smartphone ownership between 2016 and 2018, by demographic subgroups



SMARTPHONE – MORE THAN A PHONE

Smartphones enable a fulfilling and transformative sensory experience; they change how youth see themselves from helping them to “upgrade” and express their “self” to giving an extra “kick” to their hustles through access to new ideas, markets, customers, partners and support networks. Despite that, analogue remains an important anchor -- a starting point, a resource, and a validation for all digital activities.

“It felt like I had gone to Dubai” - smartphone owner, Nanyuki, Kenya

“After 12 years of slavery, I was finally liberated” - smartphone owner, Nanyuki, Kenya

Common monthly spending on airtime

KSH 600/\$6 for an average user **vs** KSH 1,172/\$12 for a smartphone user

Common Internet Use Schedule

(% of youth 15-24)

6am-10am	10am-2pm	2pm-6pm	6pm-10pm	10pm-2am	2am-6am
11%	9%	12%	30%	14%	1%

Common Apps



Common daily activities by phone

(% of users of each phone type)

	Feature	Vs. Smart
Calls	79%	84%
SMSs	78%	85%
Internets	17%	56%
Social networks	20%	54%
Listen to radio	36%	34%
Take photos	10%	27%
Download music games, videos, apps	10%	27%
Financial Transactions	9%	12%
Call tunes	11%	12%

Shujaaz uses new digital offers, including Shujaaz membership, to go from the “audience” to the individual inspired fan, deliver exactly what a fan wants or needs at the right time, build networks that no individual can, and connect people to ideas and solutions in a novel, creative way.