



SHUJAAZ

#Shujaaz360: It's All About The Money
2017

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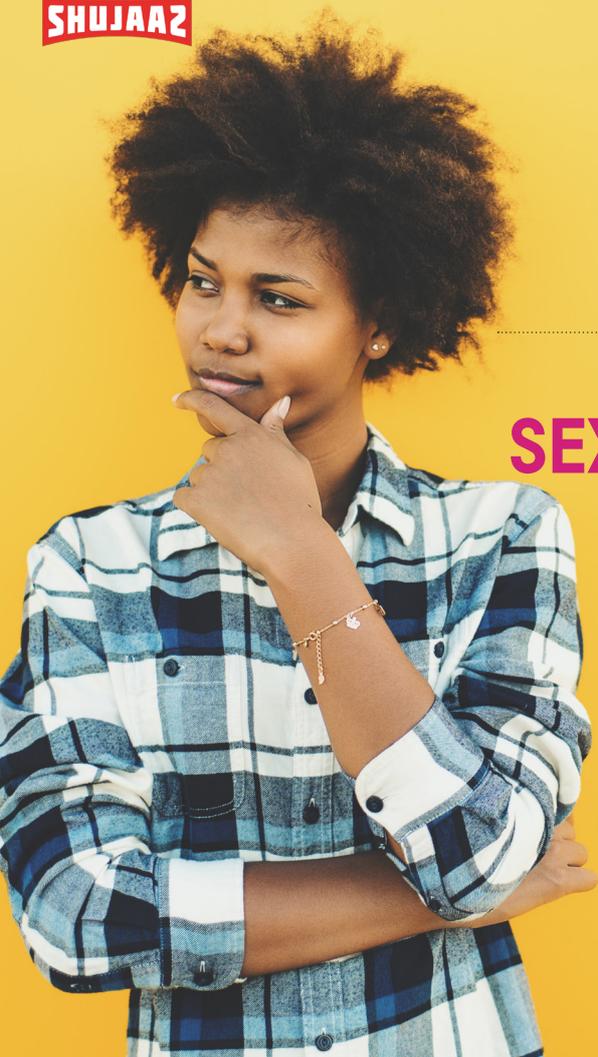
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EXECUTIVE SUMMARY





2016

SEX MONEY FUN



2017

SEX MONEY FUN

What happens to sex and fun when there is no money?

**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

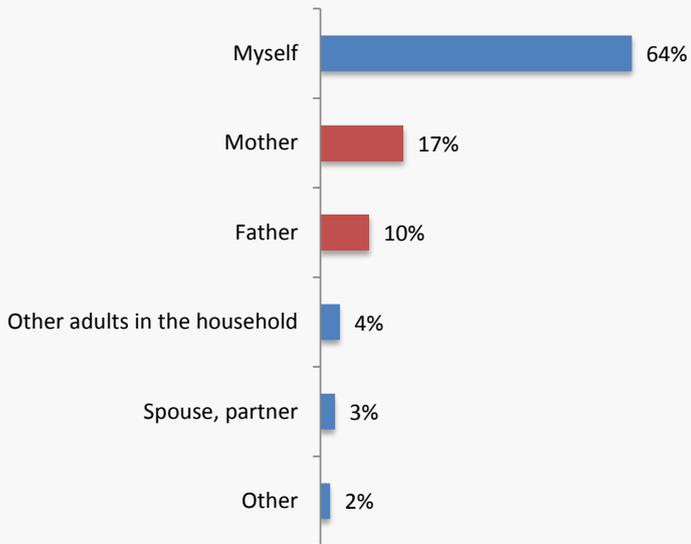
Total youths 15-24	15-19	20-24	
49% males	3%	25%	married or co-habiting
51% females	31%	40%	single and dating
36% urban	65%	34%	single not dating (but sexually active)
64% rural	1%	1%	it's complicated
52% are 15-19 yo	12%	47%	working (formal employment, self-employment, casual workers)
48% are 20-24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

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

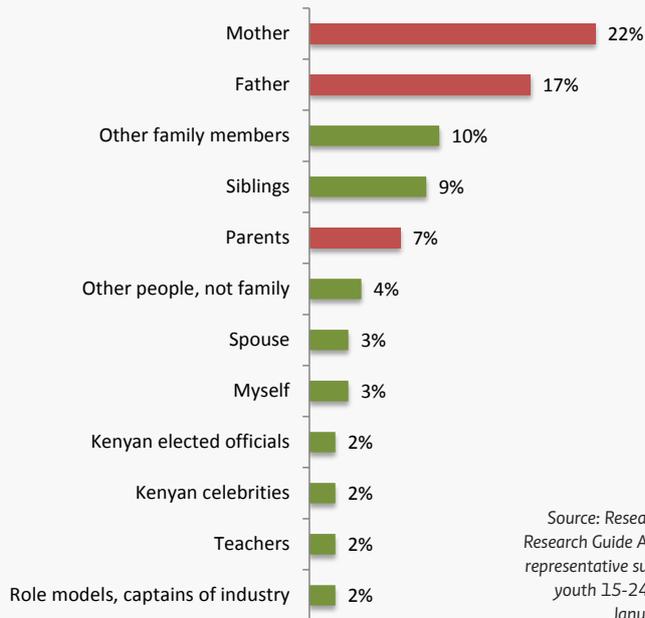
External Influences And Role Models

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?

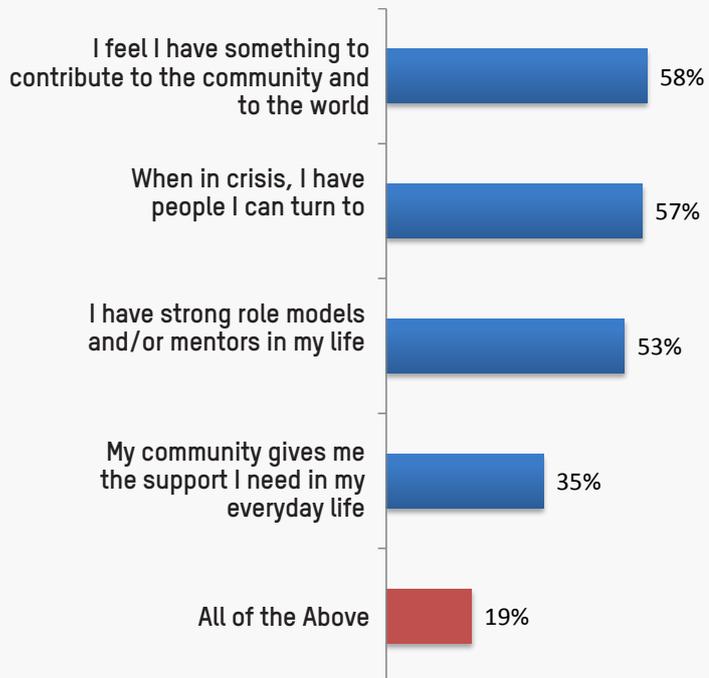


Who influences you the most in life?



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

Do you agree with the following statements?
(Percentage of those who "strongly agree")



13% say they've been abused physically and/or emotionally because of their gender

38% do not feel completely safe in their community

37% know someone with an alcohol problem in their community

29% know somebody with a drug problem in their community

21% experienced corruption first hand

- 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**

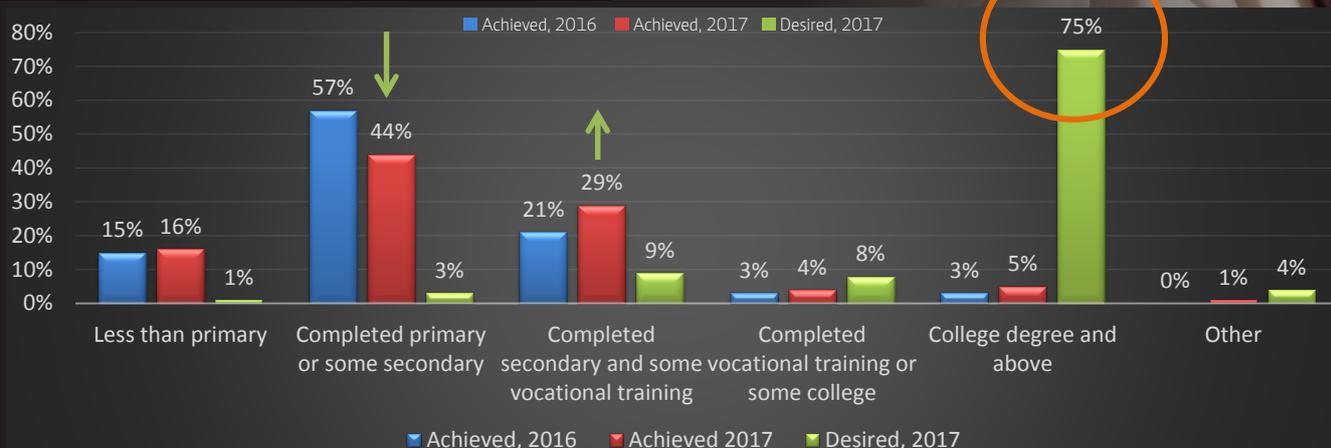


- #1:** Most youth still believe that a college degree is compulsory for their success in the pursuit of their aspirations – through either employment and career or business and entrepreneurship
- #2:** Very few, however, do not have a plan B – an alternative life plan – possibly because many understand 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

Are Kenyans Getting More Educated?

- 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?

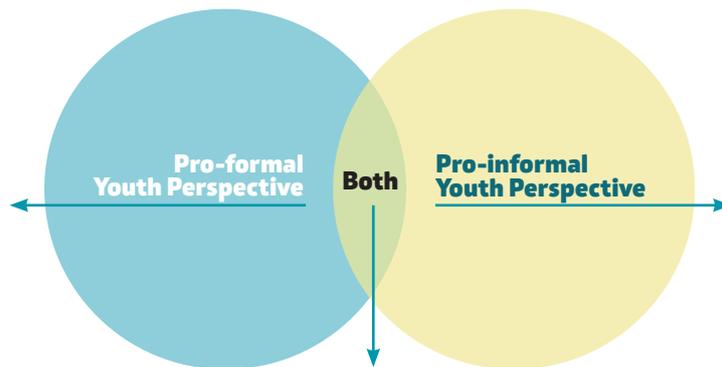


Source: Research Plus Africa/Research Guide Africa nationally representative survey of Kenyan youth 15-24 yo (N=2,011), January 2016 and Wave 2 (N=2,923), January - May 2017

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

- 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



- 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

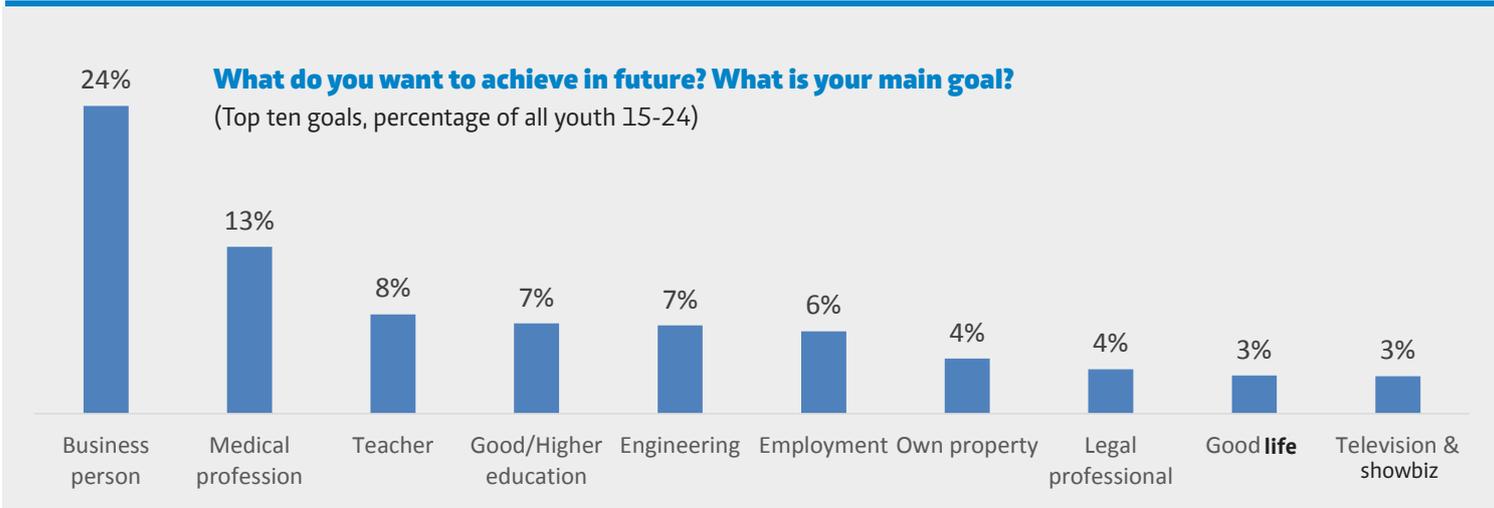
- Formal training does not allow for the acquisition of practical skills
- The theory acquired through formal trainings is not useful in most jobs
- Learning by doing gives you the experience necessary to succeed
- Apprenticeship prepares you better and faster for developing your career or hustle

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>).

What Do Youth Want? What Are Their Aspirations?

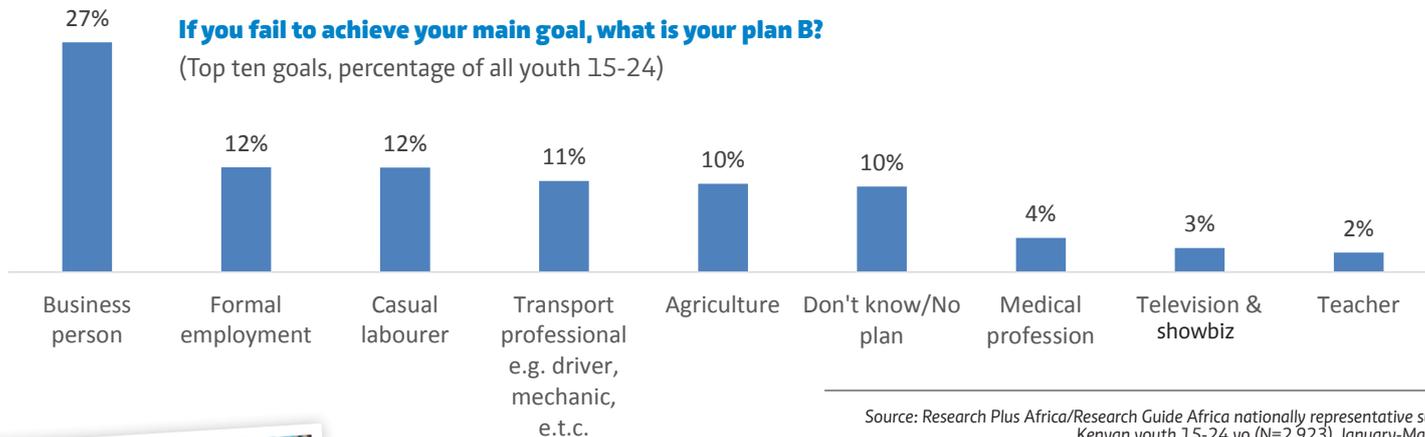
- For the majority of youth, aspirations are very specific and are mostly focused on income-generating activities. Less than 1 in 10 mentioned family life or a 'good life' as their future goal. This might be reflective of the financial struggles of youth, who see the need to cover their financial basics 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



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

If you fail to achieve your main goal, what is your plan B?

(Top ten goals, percentage of all youth 15-24)



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

- 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

Photo: istock



What Support Do They Need?

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**

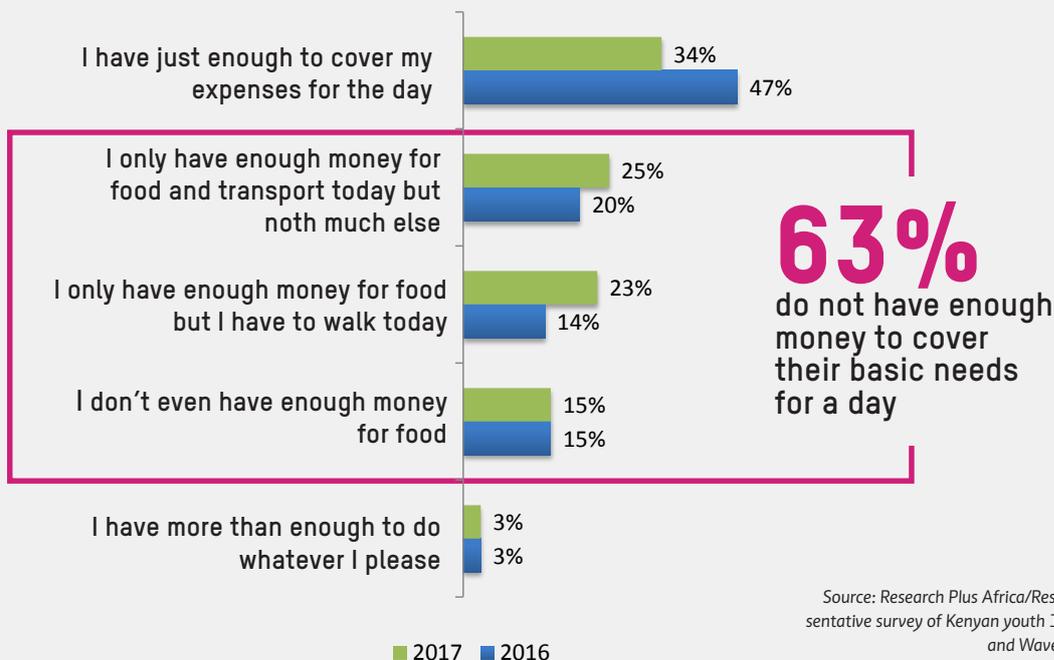


Top Three Takeaways

- #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?



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

Income Vs. Expenses: How Are Youth Doing?

73%

of Kenyan youth make less money than they need to cover their basic expenses each month

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

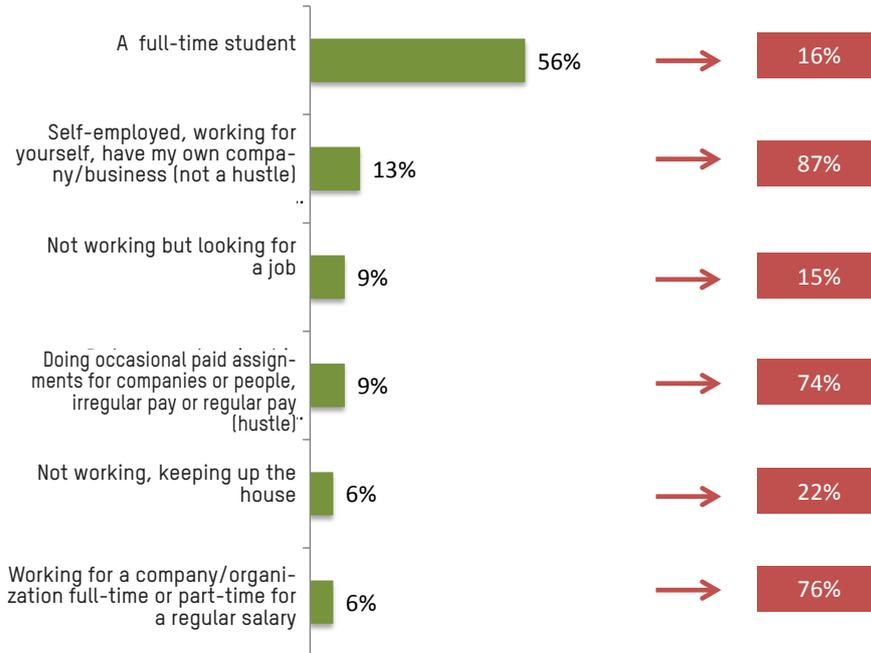
What Are Their Sources Of Income?



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

39% work

What were you mainly doing in the past 12 months?

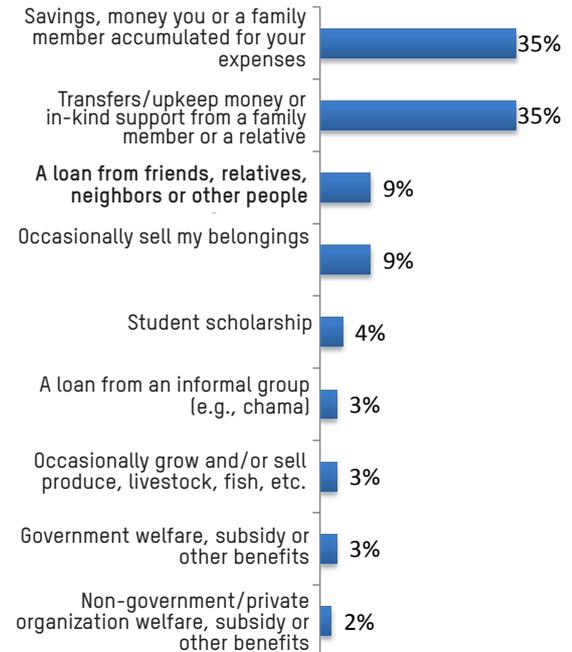


36% have a hustle, side job

Youth who have a hustle

79% have additional sources of money

Top sources of additional money



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

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?

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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 TO KES 200,000

		MONTHLY EXPENSE QUINTILES: FROM KES TO KES 200,000				
		1	2	3	4	5
MONTHLY INCOME QUINTILES: FROM KES 0 TO KES 60,000	1	16%	12%	10%	8%	8%
	2	struggling		2%	1%	1%
	3	1%	4%	2%	2%	1%
	4	0.3%	1%	4%	4%	5%
	5	0.2%	1%	1%	3%	6%

debt or sponsor

good life

surviving

saving

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

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

Do Youth Set Money Aside?

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



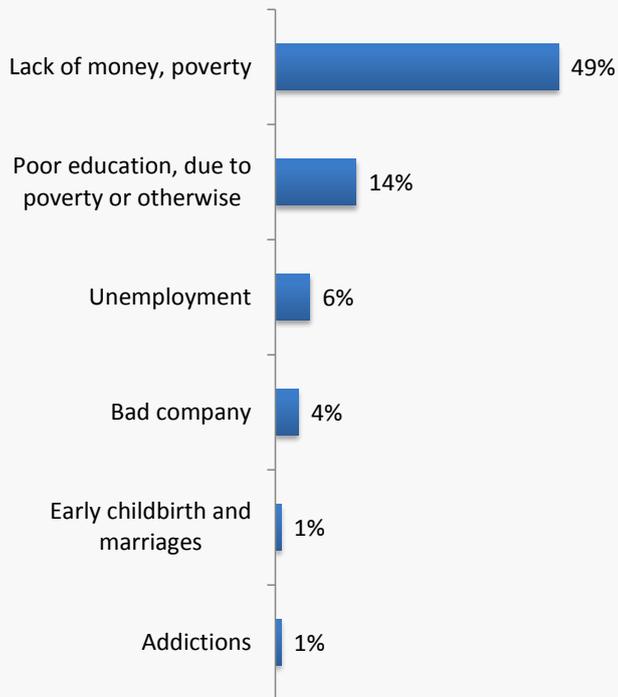
- I always manage to save
- I may have financial constraints, be disappointed, or experience crises here and there, but I always manage to save something
- I always have alternatives to ensure I save



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

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



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

FF ASPECT	2016	2017
Independent income	63%	63%
Positive income-expense balance	31%	21%
Savings and/or assets	65%	59%
Perceived positive money status	29%	21%
All 4 aspects	7%	4%

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

**LOVE, LIFE AND
LIFESTYLES**

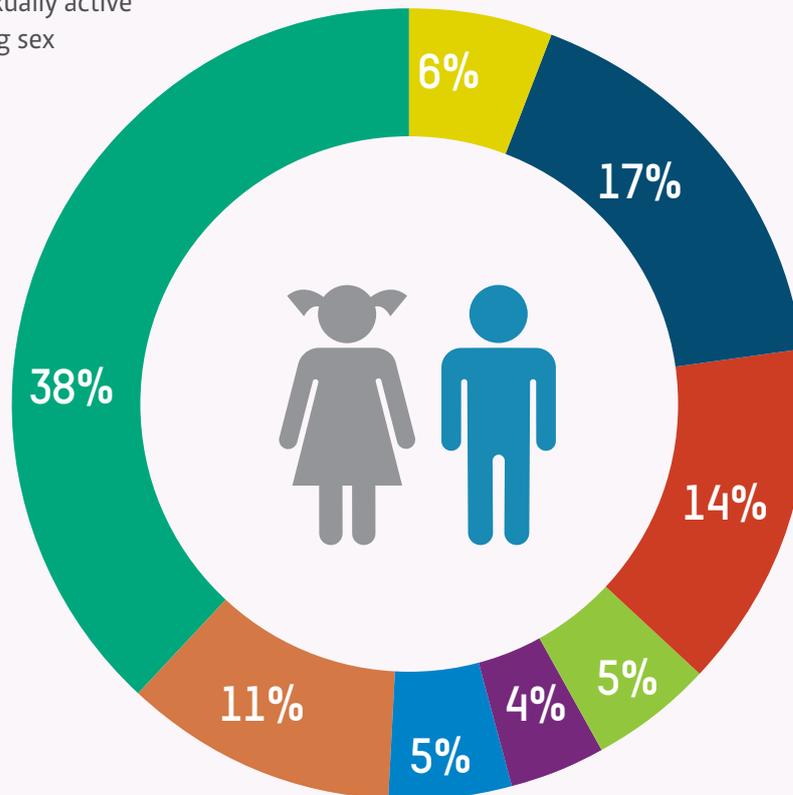


Top Three Takeaways

- #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?

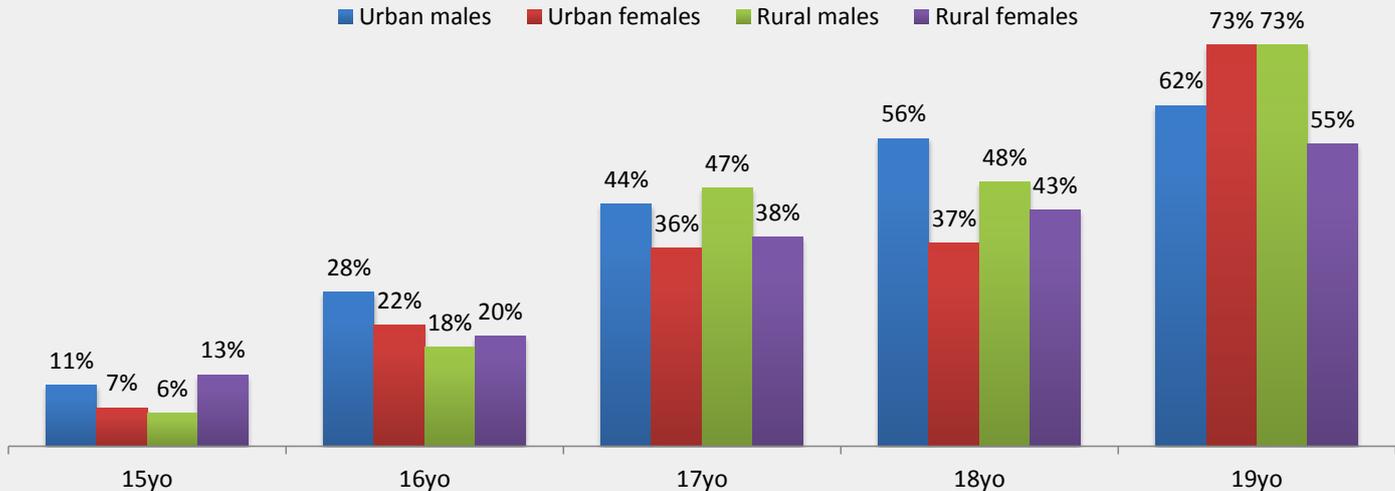


Source: Research Plus Africa/Research Guide Africa nationally representative survey of Kenyan youth 15-24 yo (N=2,923), January-May 2017.

When Do Young People Become Sexually Active?

When was the last time you had sex?

Shown: All who ever had sex, by demographic segment

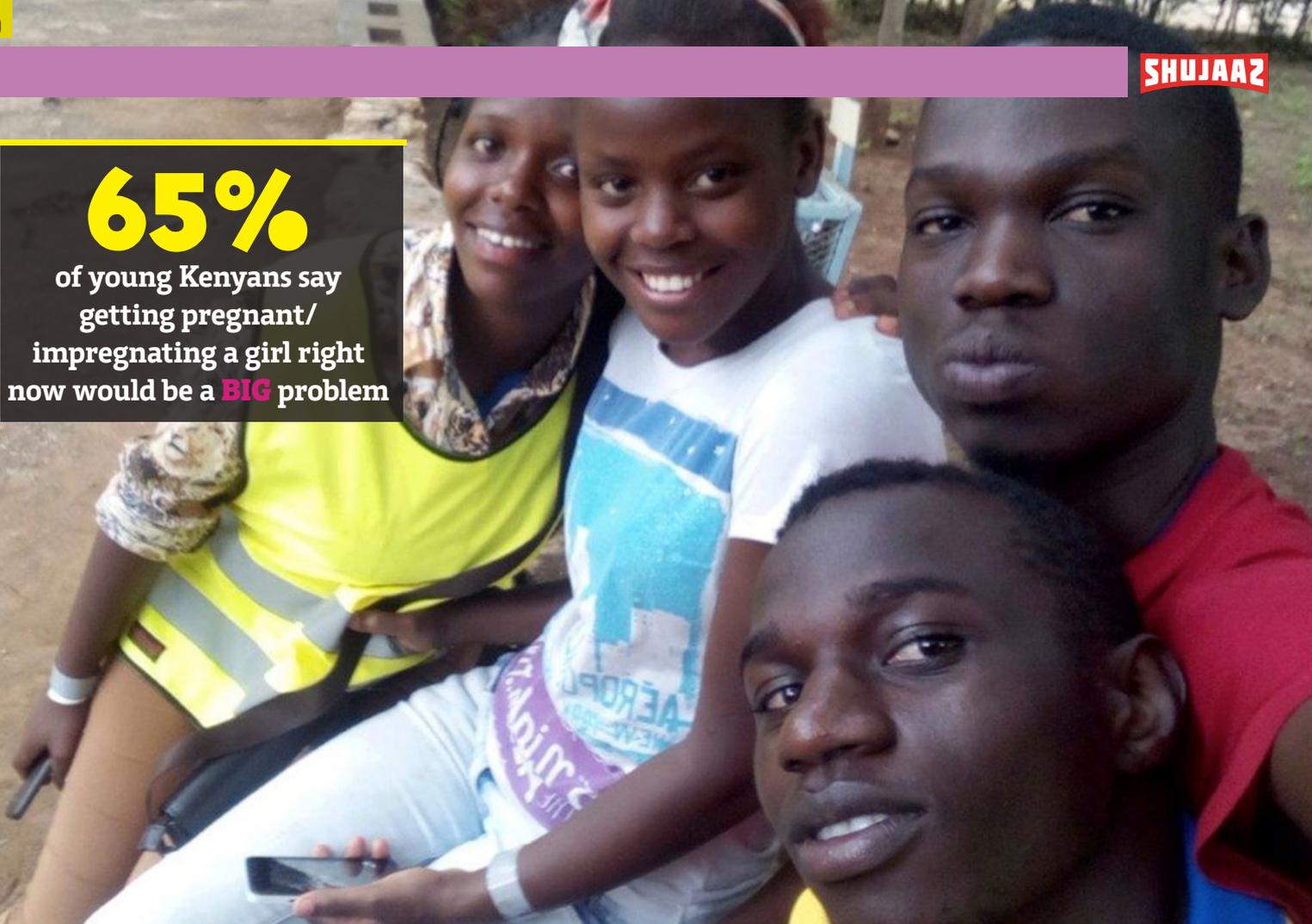


Source: Research Plus Africa/Research Guide Africa nationally representative survey of Kenyan youth 15-24 yo (N=2,923), January-May 2017.
66% have experienced sex by 19.

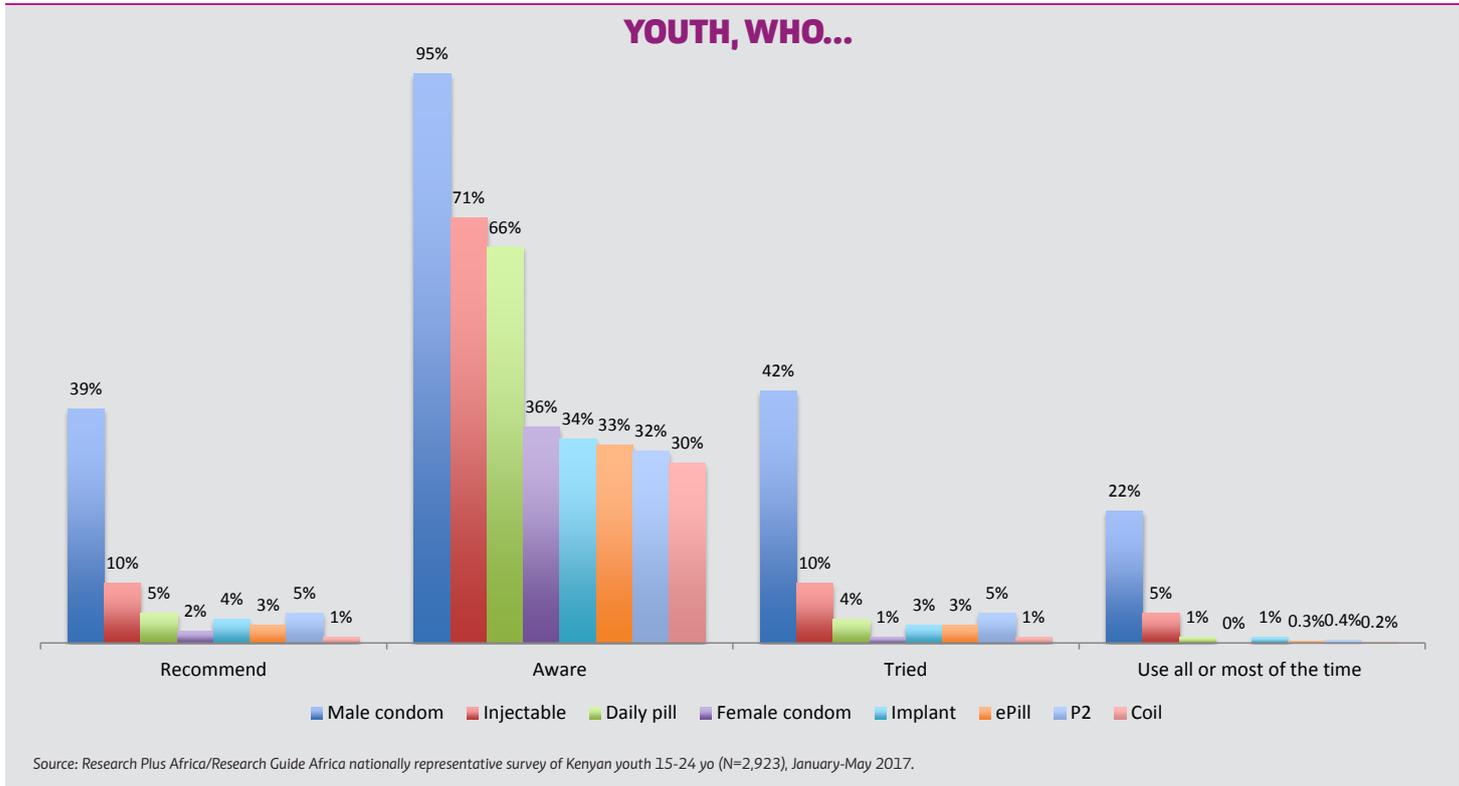
- 1 in five Kenyans become sexually active by 16
- Rural females are the most likely to become sexually active early on compared to urban girls and boys in any location; urban boys catch up by 17 and retain the lead till 19 when they are overtaken by rural and urban girls

65%

of young Kenyans say
getting pregnant/
impregnating a girl right
now would be a **BIG** problem



Do Youth Know Of And Use Contraceptives?

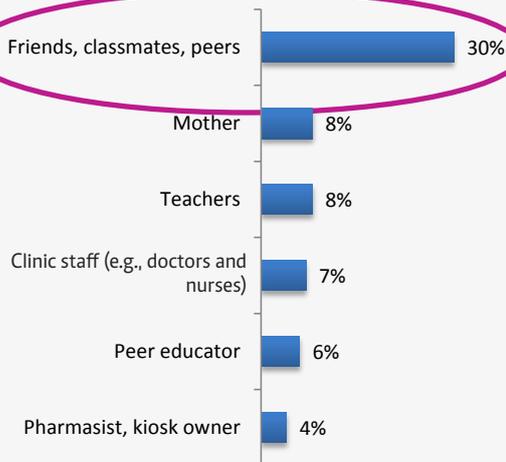


- Similar to 2016, over 9 in 10 young Kenyans can recall at least one type of a modern contraceptive. Condom is still the best known, most used and most often recommended method followed by injectable

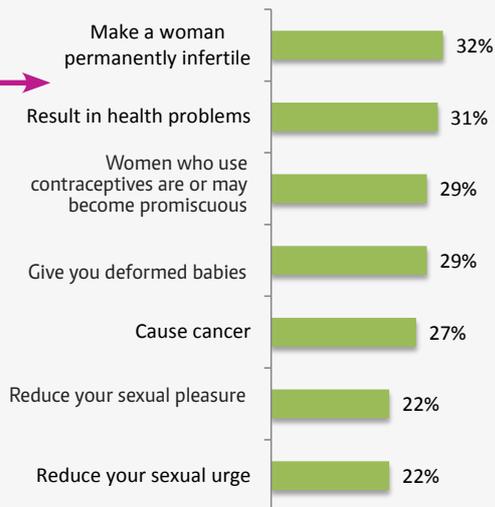
What Do Youth Think Of Contraceptives?

- 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

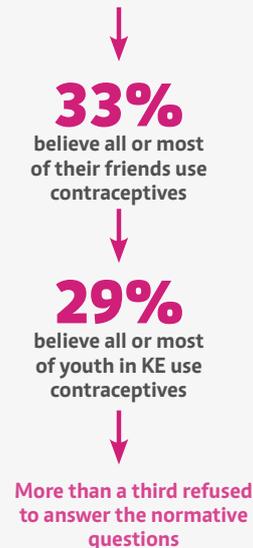
TOP FIVE SOURCES OF INFORMATION ON CONTRACEPTION AND MANAGING CHILDBIRTH IN THE PAST 12 MONTHS



TOP FIVE STEREOTYPES ABOUT CONTRACEPTIVES WITH WHICH YOUTH STRONGLY AGREE

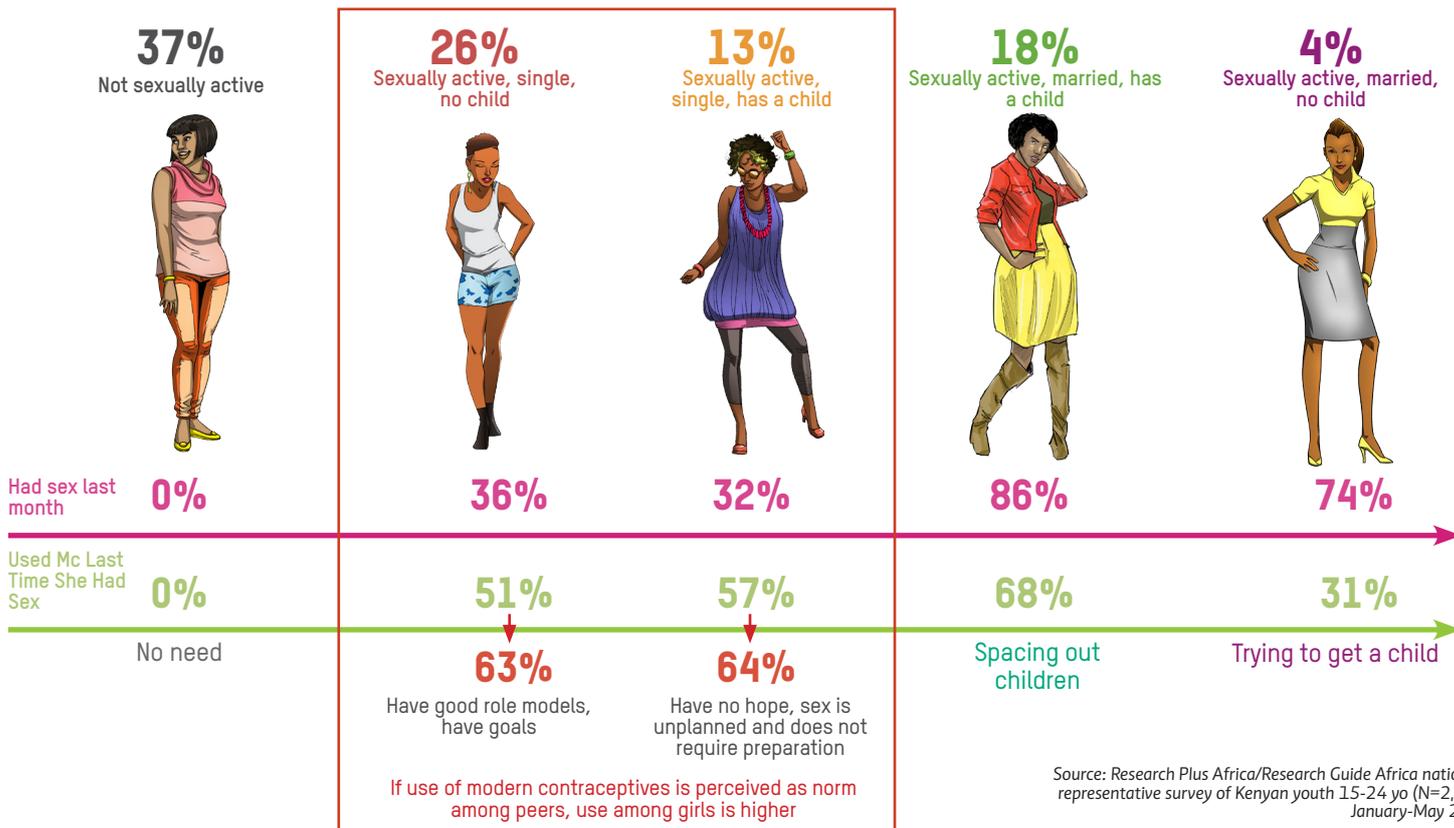


THE NORM IS TO NOT USE CONTRACEPTIVES FOR PROTECTION



Girls And Contraception

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

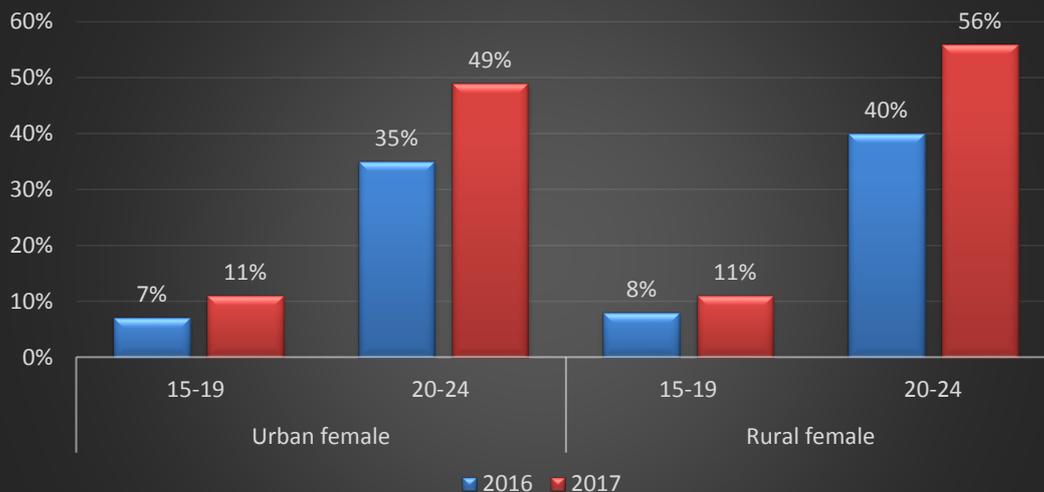


Source: Research Plus Africa/Research Guide Africa nationally representative survey of Kenyan youth 15-24 yo (N=2,923), January-May 2017.

Do you have children of your own?

(All percentages are of identified female subgroups for each respective year)

- More females across age and location groups report having own children in 2017 than in 2016
- In 2017, 11% of Kenyan adolescent females have at least one child by the time they are 19



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

**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

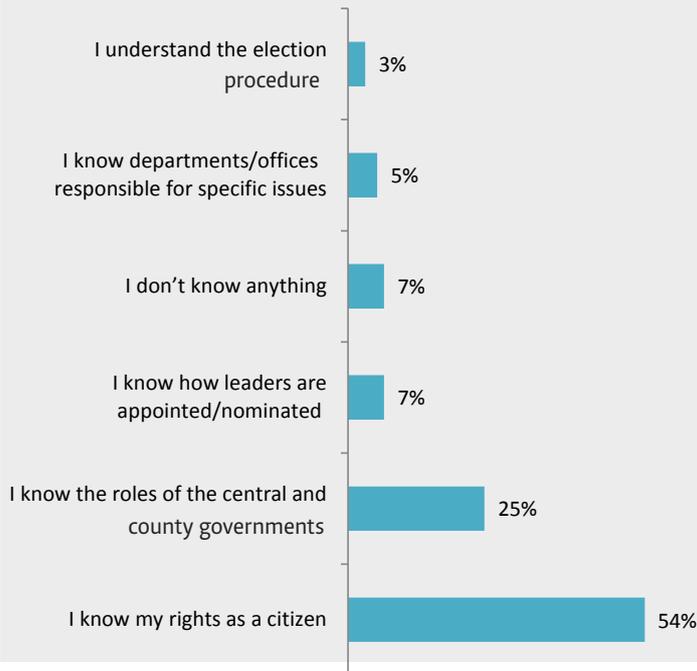


What Do Youth Know About Governance?

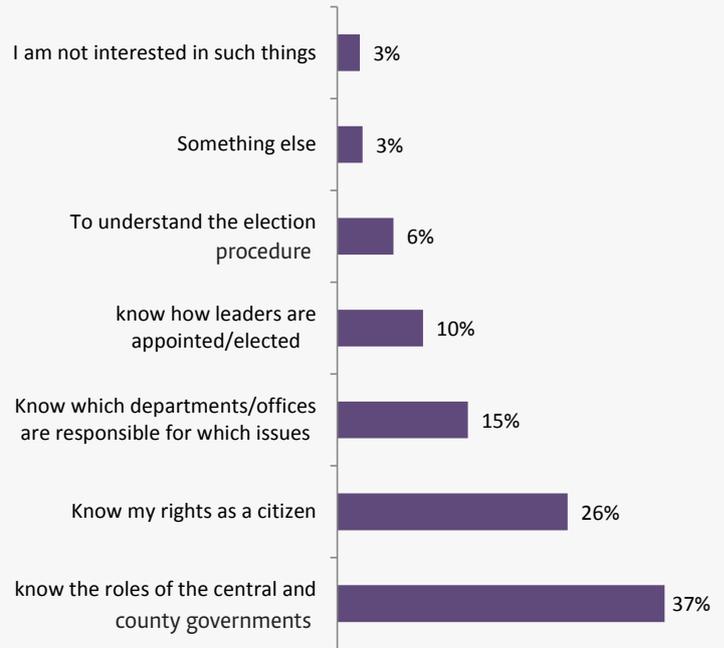
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Youth appear confused about what they do and do not know on the issue of governance. They feel they have some knowledge of their rights but not enough to avoid going to jail overnight if arrested. Ultimately, most want to boost their knowledge on all/most aspects of governance

What do you know about the government structures?



What would you like to know about the government structures?



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

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.

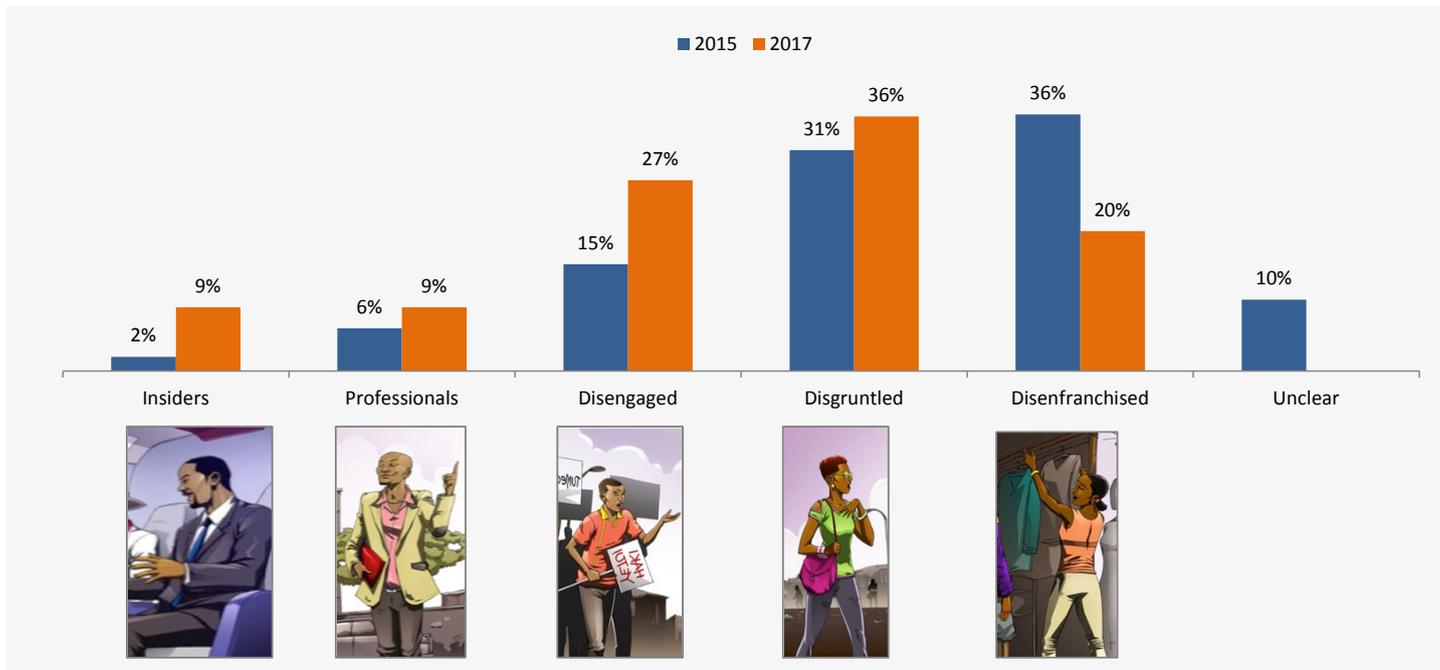
Disenfranchised: a bulk of female youths, who ‘don’t even know if they care’ about politics.

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

Outcomes of The Elections Journey: Shift In Segments

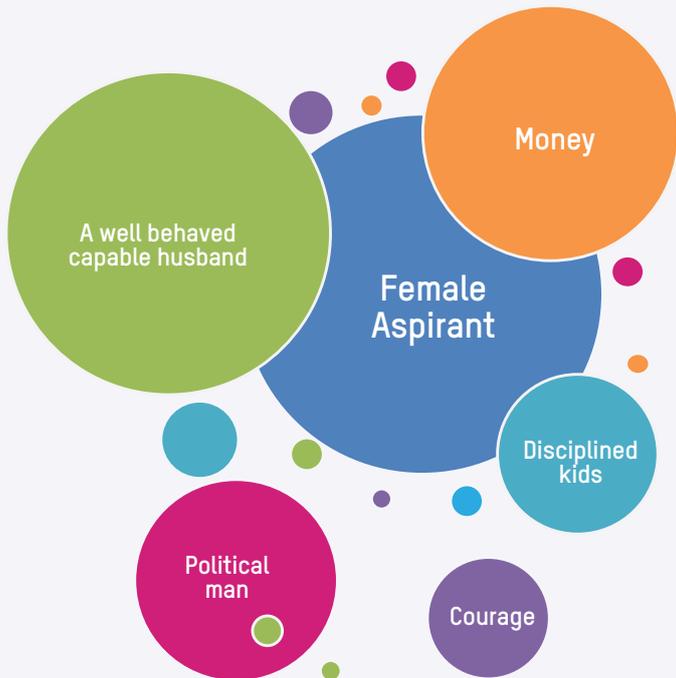


- Based on the most recent collection of studies, there is an important shift in youth segments by their attitude towards governance:
- There are fewer disenfranchised youth, i.e., more youth understand the relevance of governance to their lives
- There are more 'insiders' – youth who directly engage 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

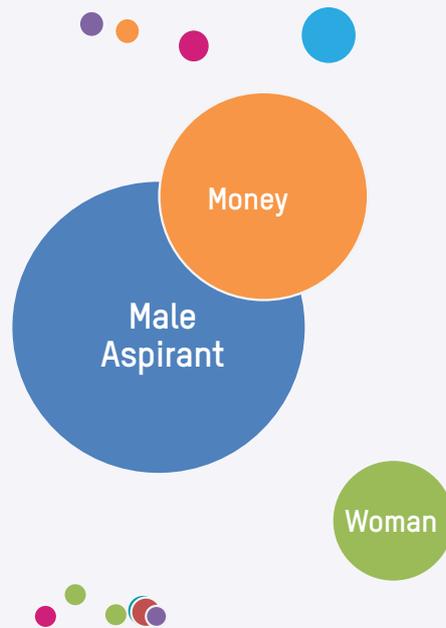
Requirements For A Leader, By Gender

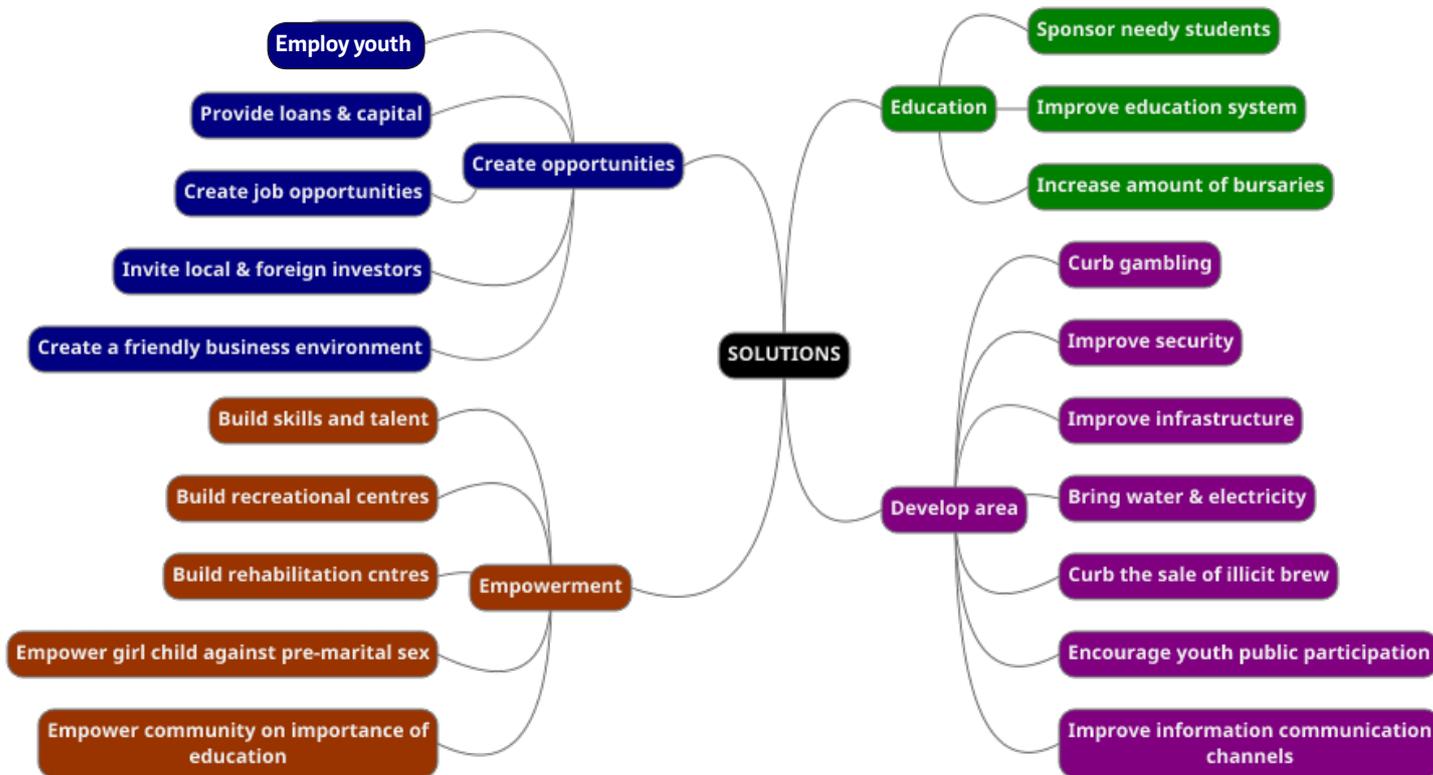
- According to youth, it is more difficult for a young female than for a young male to engage in politics and rise to the ranks of a leader. The requirements silently imposed by the community are almost unachievable, and females tend to give up and disengage at higher rates than males

Qualities required for a female leader



Qualities required for a male leader





MEDIA PREFERENCES, OWNERSHIP AND USE

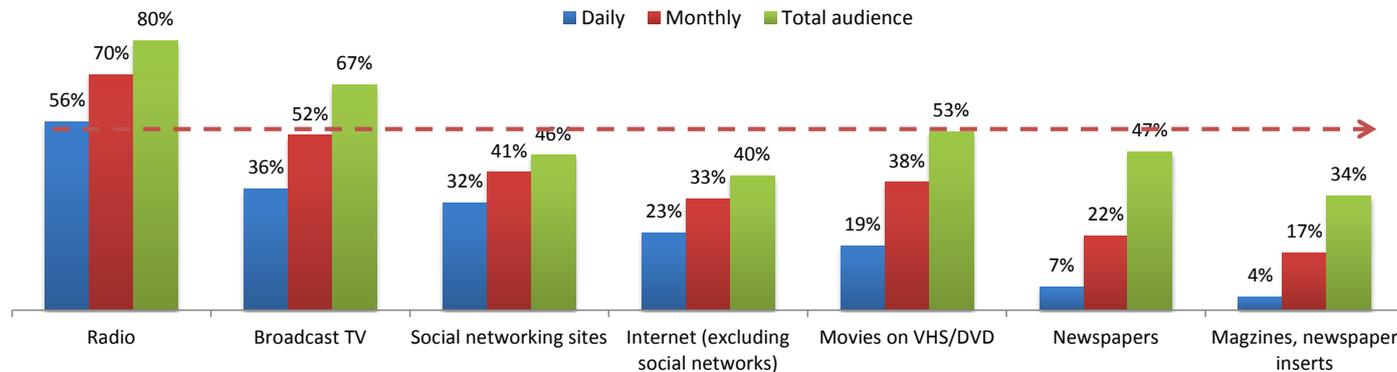


#1: Youth's daily use of media overall has increased vs. 2016 but only because of the dramatic increase in the access to use of the internet and social media – all other media do not show strong positive shifts

#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

General Media Use



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

- 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 sites (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

Young People and Mobile Phones



- 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

2016 -> 2017

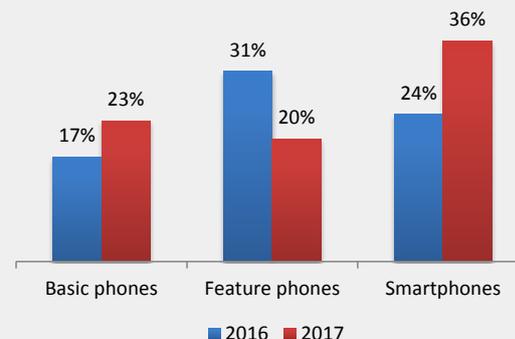
97% -> 97%
phone in the household

2016 -> 2017

66% -> 73%
have their own mobile phone

2016 -> 2017

24% -> 36%
Have a feature phone or smartphone



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

Young People and Mobile Phones (cont.)

- 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

All of those who own a phone use it daily

85%

make calls daily, this is the most common activity followed by text messaging (82%)

98%

use the phone for more than 2 activities daily

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

77%



38%



18%



17%



13%



- 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

- 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



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

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



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

Hustle has a future

Survivalist hustler

Placeholder hustle

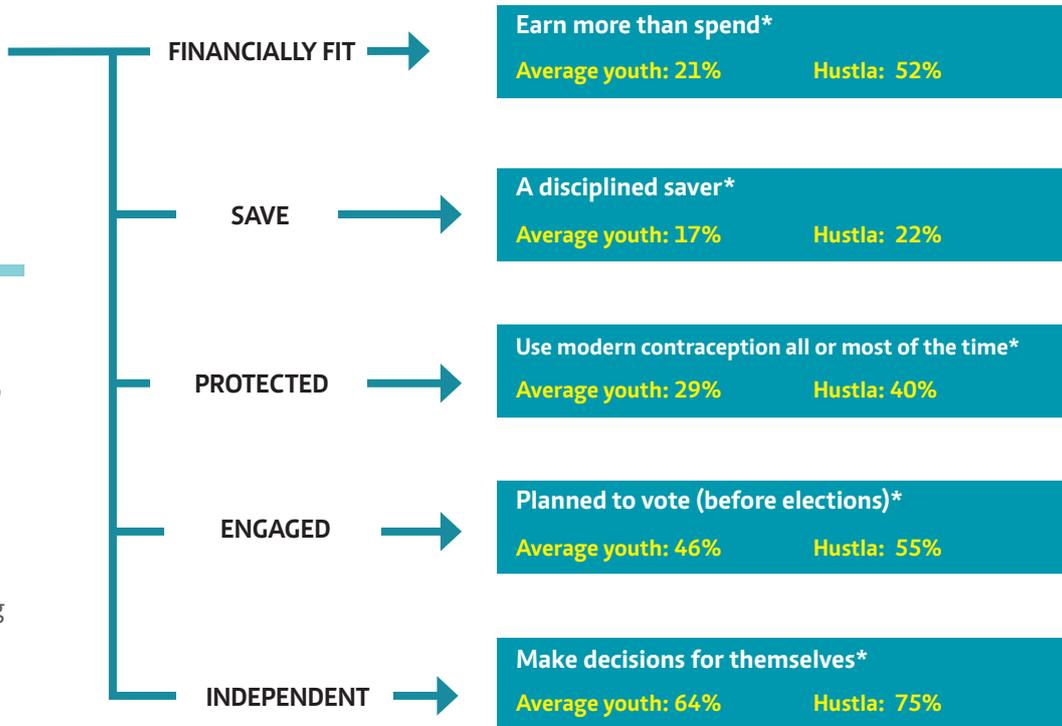
Hustle as a talent

Hustle is noble

Why We Like The Segment "Hustle Has A Future"



- 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



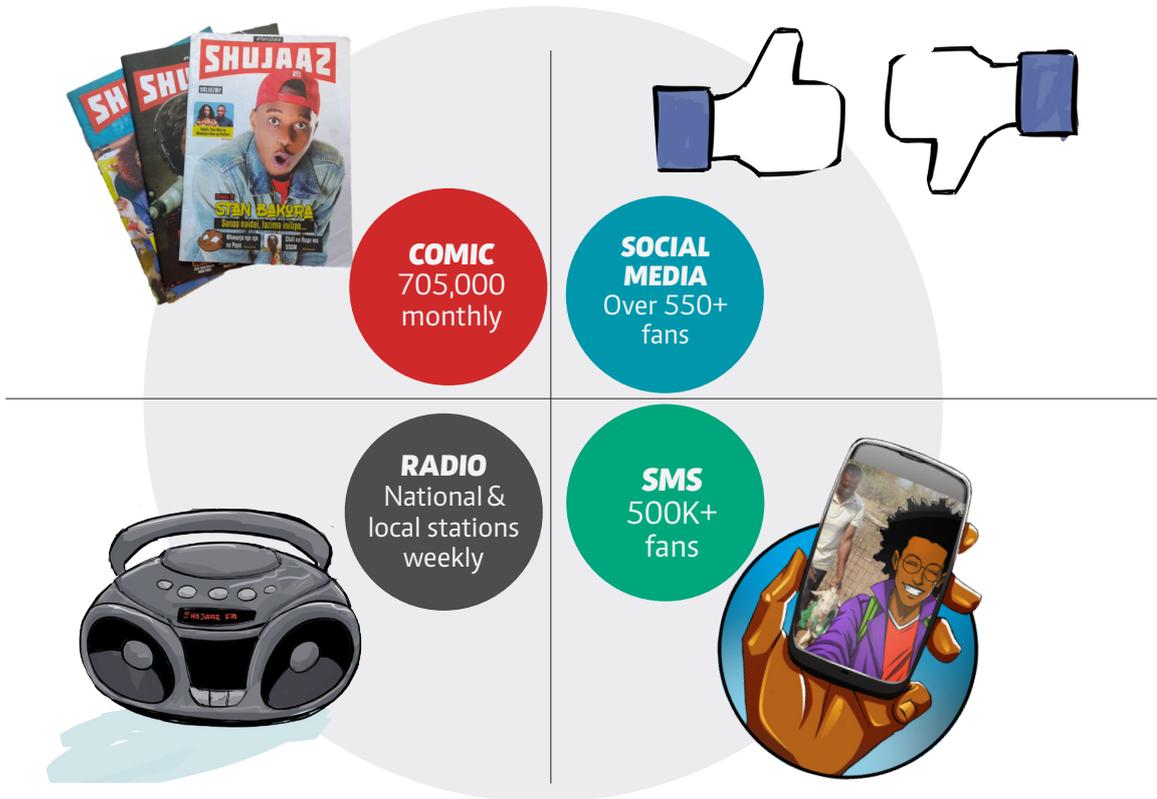
*The difference is statistically significant at p<.05

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

**SHUJAAZ KENYA:
ESTABLISHED MEDIA BRAND
WITH PROVEN IMPACT ON
YOUTH BEHAVIOUR**



The Range And Reach of Shujaaaz Media



Total Shujaaz Audience

2017*

Reach
43%
4.0m

Ever used
40%
3.7m

Monthly user
19%
1.7m

2+ media
10%
0.9m

*The difference is statistically significant at $p < .05$

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

INPUT

Authentic, compelling media experiences at scale
+
Smart targeted persuasion strategies
+
Partnership

User Centred Design
Role models
Real life validation
Multi-topic
"Player 1st"

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"

CONFIDENCE
GENDER EQUALITY

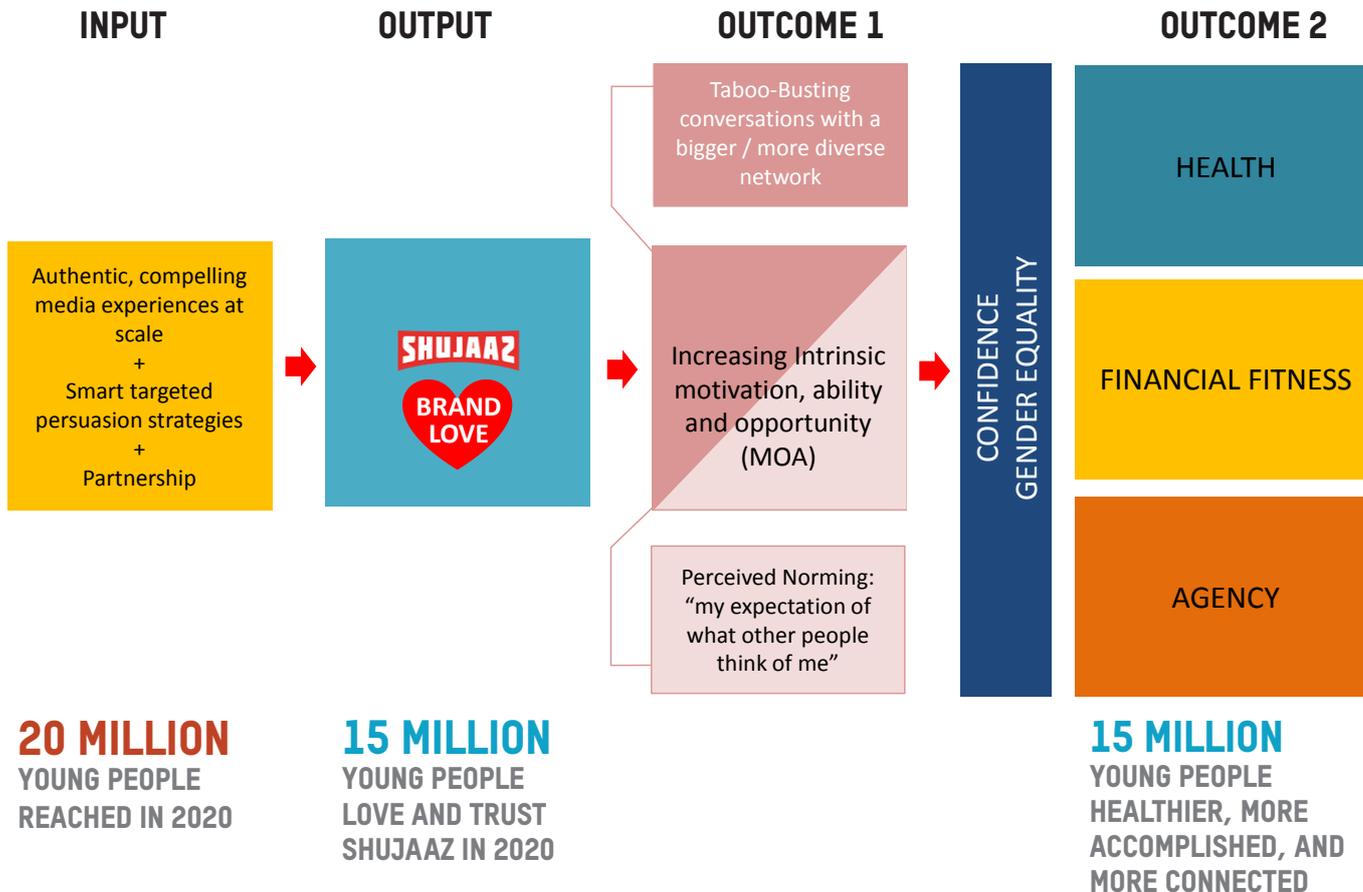
OUTCOME 2

HEALTH

FINANCIAL FITNESS

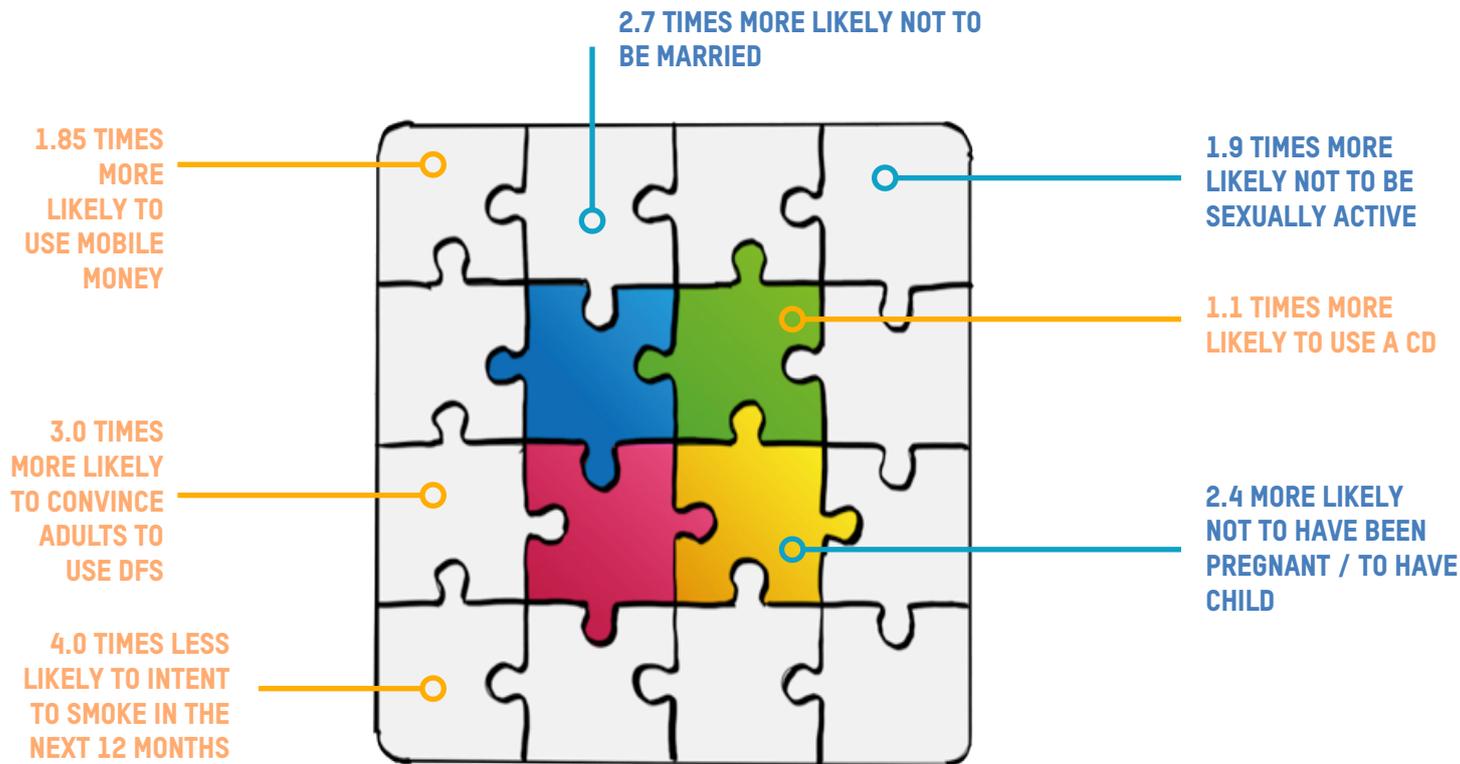
AGENCY

Non-prescriptive and multi-dimensional behaviour change



The Shujaaz Effect

Two panel studies demonstrated that Shujaaz had a significant impact on the following:



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



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

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

- Conducted quarterly in 2017.
- 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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