



#Shujaaz360



#SexMoneyFun

May 2016

Kenya

Research shows that young Kenyans tend to focus on three key topics in their conversations – relationships, money and entertainment.



MORE SEX

1. RELATIONSHIPS

Gossip
Unwanted pregnancy
HIV, Another STD
Family Planning, Contraceptives
Dame 90 (i.e., a desirable girl)
Rape

MORE MONEY

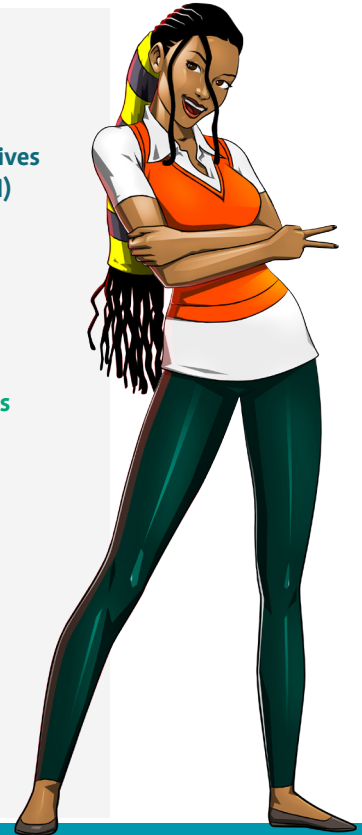
2. MAKING, GETTING MONEY

Betting (SportPesa)
Joint business, Hustle
Crime (stealing, robbery)
Scheming money from adults
Winning a competition
Poverty, Hard life
Chama, Savings

MORE FUN

3. SOCIALIZING AND ENTERTAINMENT

Disco, Rave(illegal)
Clubbing
Smoking, Alcohol
Drugs (bhang, cocaine, etc.)



The reality, however, is that these are not separate topics but rather three integrated elements of youths' lifestyle.



- While the **#SexMoneyFun** approach to life seems rather simple, it is not. Young Kenyans have to be very strategic about how they spend their time and money so they can maintain the lifestyle and gain the social capital that sustains their self-image and self-narrative.
- Any campaign addressing young people needs to pinpoint very clearly how the new product or new behavior will result in more **sex**, more **fun** and more **money** and how quickly.
- Youth competitiveness (showing off, social capital) has to be part of the conversation, directly or indirectly. Social capital buys much more than money can, hence it is extremely important.

Kenyan Youth Profile



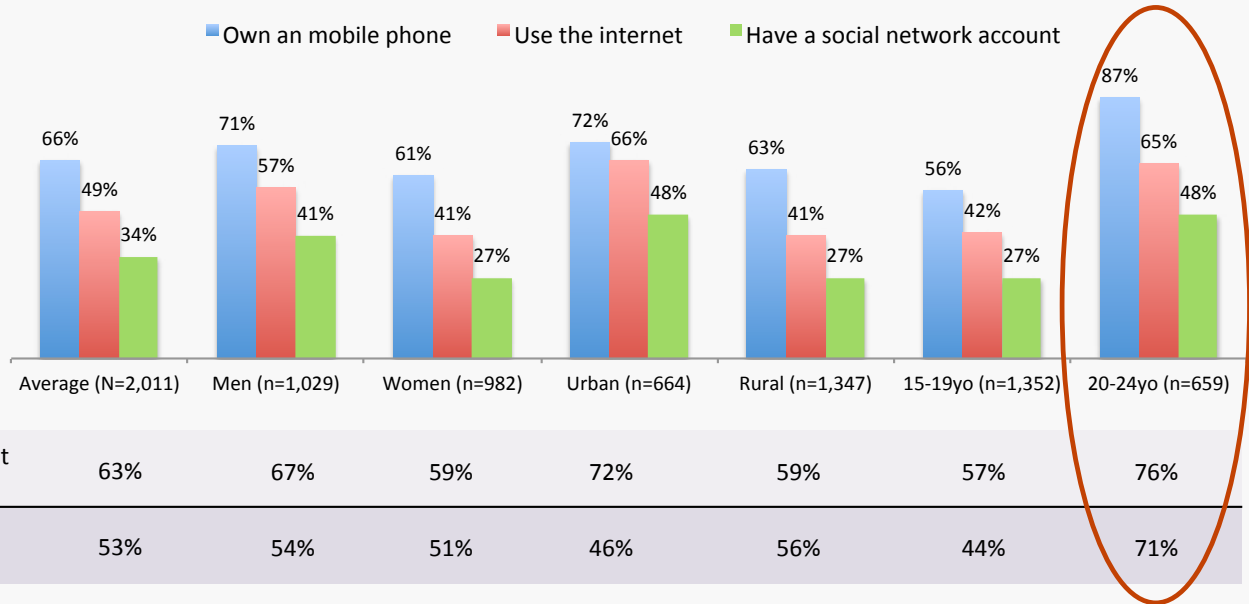
- According to the 2009 Population and Housing Census in Kenya, young people 15-24 years old constituted 21% of the total Kenyan population or 7.9 million
- The 2014 population projections estimate that in the past 5 years the Kenyan youth population grew by 13% to about 8.4 million

Total youths 15-24	#	15-19	20-24	
51% males	- S →	3%	18%	married or co-habiting
49% females		30%	45%	single and dating
33% urban	- x →	65%	35%	single not dating
67% rural		5%	34%	working (formal employment, self-employment, casual workers)
67% are 15-19 yo	- n →	17%	45%	have a side job/hustle
33% are 20-24 yo		62%	41%	below the poverty line (<\$2/day)*
15% less than primary education	- F →	38%	59%	above the poverty line (>\$2/day)*
57% primary completed or some secondary		3%	4%	have enough money to cover all their needs (and wants) most of the days
28% secondary and above	- u →	75%	74%	feel in charge of their lives
63% live in a household with 5+ people		90%	86%	believe their lives will be better in a year's time

- Adolescents have more energy for **#SexMoneyFun** than 20-24 years old but significantly less resources, hence some of their activities might be aspirational – in preparation for when they do have the resources and the freedom to use them.
- Even though young people appear positive about their future, their young optimism will not result in behavior change unless they (a) have a specific image of the better future they expect, and (b) have set a very specific goal to arrive at that image of the future.
- Successful behavior-change campaigns should model the future goal in very specific terms and then draw a path towards that goal.

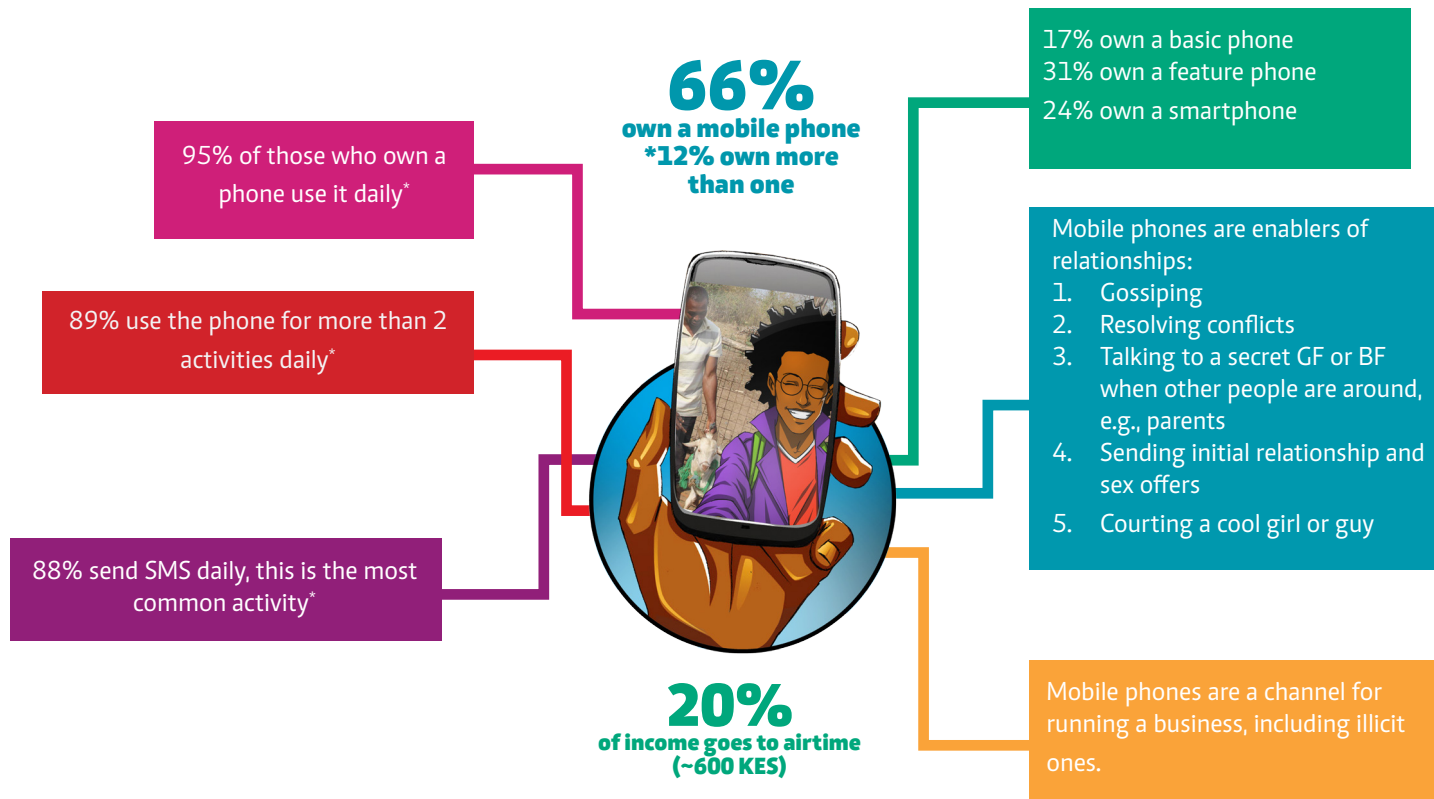
Media Choices

According to Pew research, in the USA and UK teenagers spend the most time online compared to other age groups. In Kenya, a young person has to achieve social and economic maturity to have the freedom to use digital technology.



- Rural youth, females and those below 20 years old have lower access to digital media than their urban, male and older counterparts, hence they use the internet and social media at lower rates as well.
- The difference in access and use of digital media by age-group is much larger than that by gender and location.

Mobile phones are a companion and an enabler that deliver #SexMoneyFun



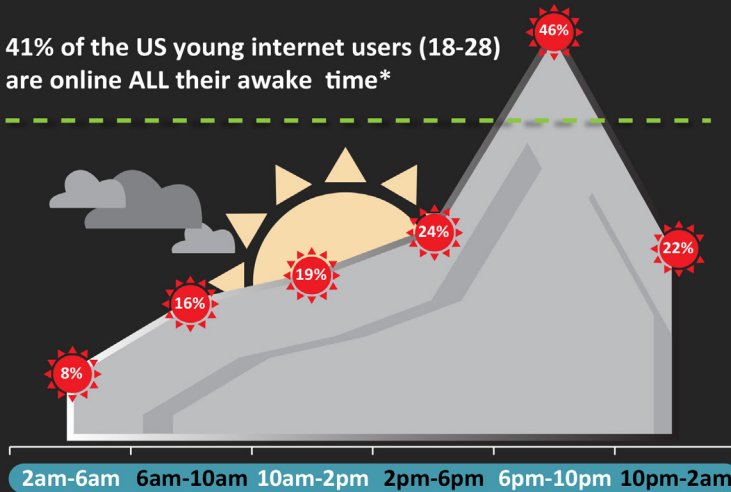
SUNSET INTERNET

ALMOST HALF OF YOUNG KENYANS (49%) USE THE INTERNET, INCLUDING USE OF SOCIAL MEDIA.
94% OF USERS GO ONLINE ON A MOBILE PHONE (VS. LESS THAN HALF OF THE UK AND US TEENS)

When do you usually use the internet?

% of all internet users, including users of social networking sites, n=991

41% of the US young internet users (18-28)
are online ALL their awake time*



Typical activities include using social media, downloading photo/video and games, sports and sport betting, school assignments, celebrity news

An average user goes online 1-2 times a day, time online ranges between 1 minute and 4 hours a day

AVERAGE TIME ONLINE IN MINUTES



American teenagers go online up to 100 times a day and on average spend 9 hours a day online.

A third of young Kenyans (34%) and 68% of those with access to the internet use social networking sites

92%



63%



26%



21%



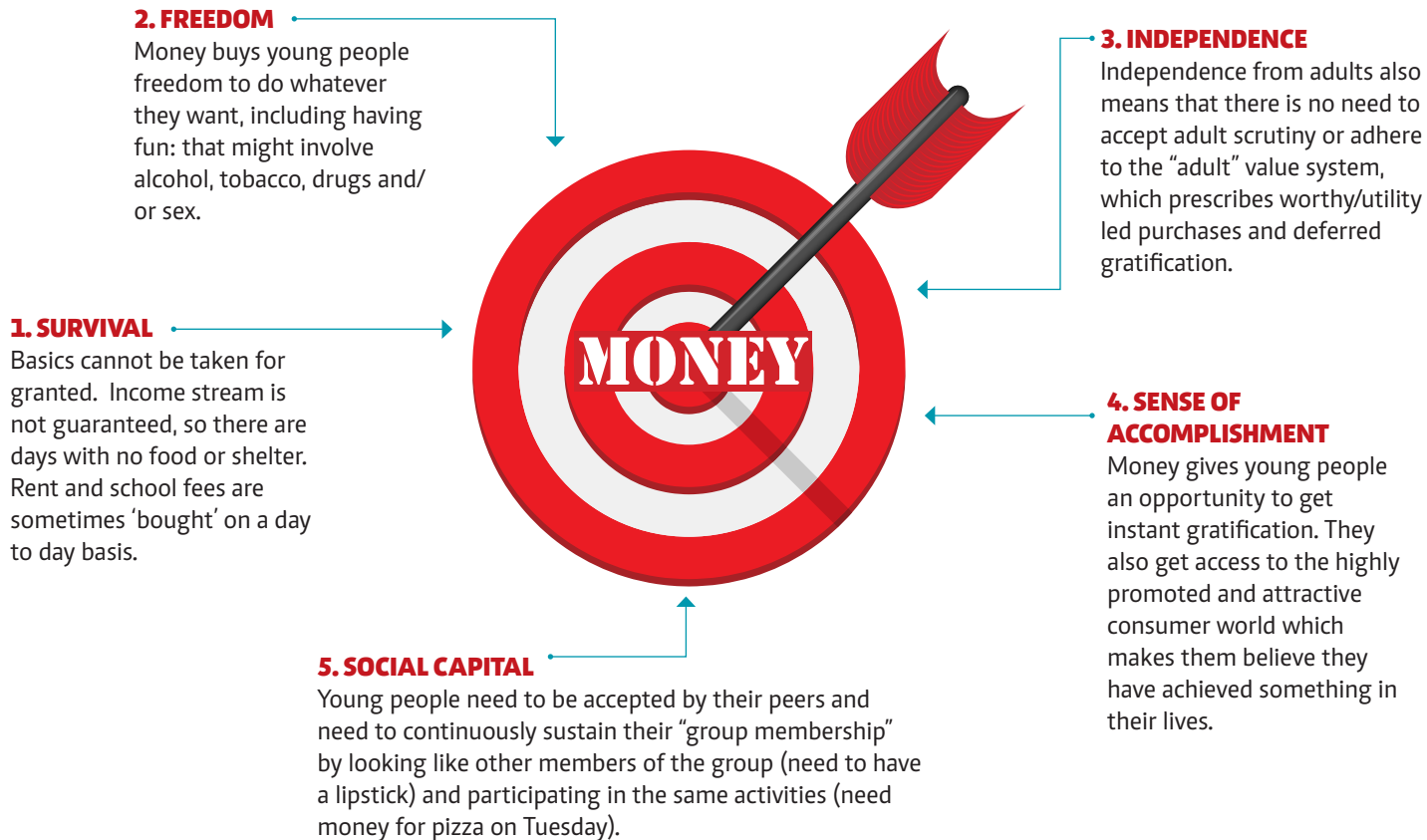
The top social media among US and UK teens are Facebook, Twitter and Instagram

- 7 in 10 have accounts on more than one social networking site (same as UK and US youths).
- **Half of those using social networking sites have different names on different networks because they...
 1. want to protect their private (love?) life from parents and other older relatives
 2. use different platforms to connect with different groups of people and they use the nicknames they use with the group specific to each platform
 3. take an opportunity to create a new identity and a new name they identify with better than with their real name
 4. think it's swag/cool to have different names.
- The top three activities on social networking sites are chatting with friends (79%), reading a newsfeed (53%) and posting personal photos (35%).



- Mobile phones are at the center of youths' lives delivering everything from romance to **sex** to **money** to **fun** and beyond. Mobile phones are also a channel for gaining social capital – by entering the public space of social media, however briefly.
- Young people have to achieve a certain level of social and financial maturity to be able to enjoy the freedom of using digital technologies.
- Because of restricted access to technology and limited budgets, young Kenyans are under immense pressure to gain the same social capital on social media as their UK/US counterparts but in a third of the time. They are very strategic at using social media and thus are attracted to activities/offers that allow them to make the most “splash” within the shortest time and for the least money.
- WhatsApp being a “lite” version of Facebook, plays a important role in the Kenyan social media landscape.

Money and Employment

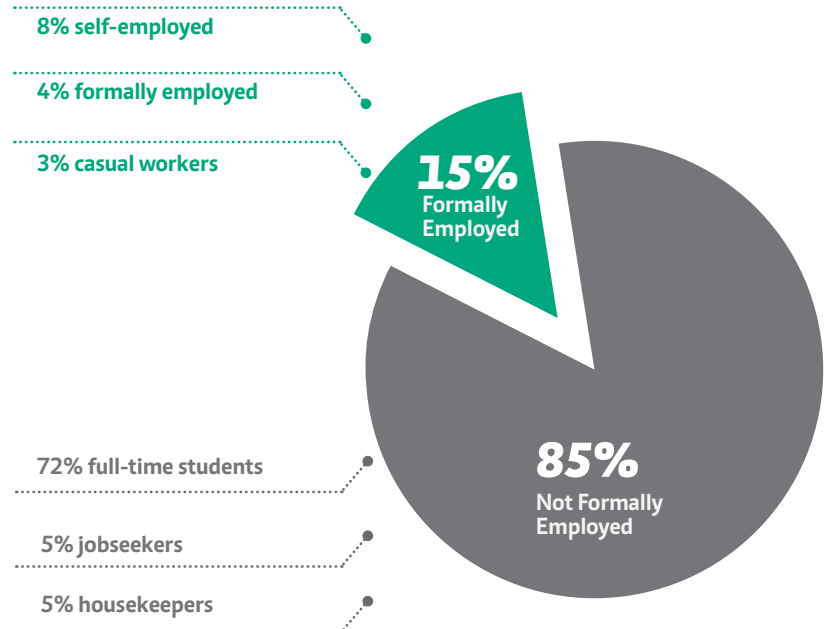
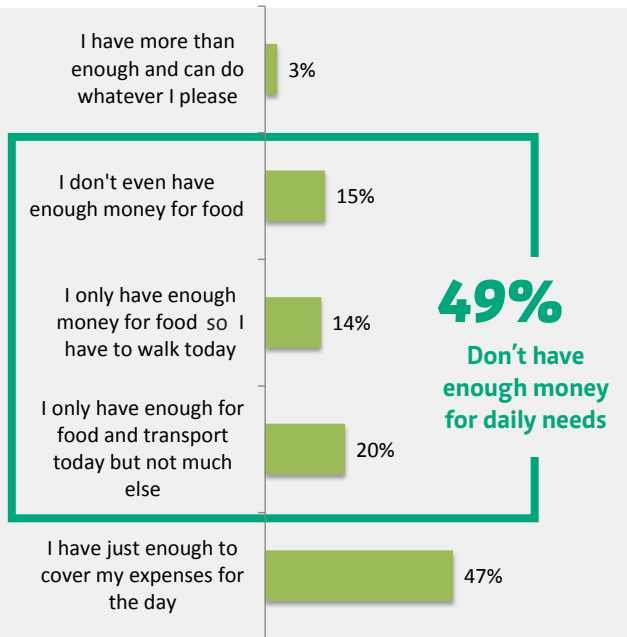


Youths' current financial situation is challenging – half regularly struggle to get enough money for food and transport

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



Opportunities for formal employment are limited even for those who are officially in the job market



YOUNG PEOPLE HAVE TO BE CREATIVE IN FINDING WAYS TO FINANCE THEIR LIFESTYLES

- On average, young people spend almost twice as much as they earn: KES 5,375 (\$53) vs. KES 2,927 (\$30).
- Three-quarters of young people have at least one source of income outside their main engagement, 30% have at least two additional income sources.

3
preferred
choices

FAMILY

Two most common additional sources of money are upkeep allowances from family members and family savings

HUSTLE

Informal sector soars with a quarter reporting 1-4 hustles, including 15% among full-time students and 57% among those formally employed.

SPONSORS

33% of young Kenyans either have a sponsor or know someone who has a sponsor; 65% say it's ok to have a sponsor even when you are in a relationships.**

Half of those with a hustle (49%) say their side job(s) allows them to be financially independent



- Hustlas' average income of KES 7,892 (\$78) covers their average monthly expenses of KES 7,420 (\$74) and leaves them with a small amount for savings, entertainment or non-essential purchases.
- Even though at least half of hustles are of an agricultural nature, the majority of youth prefer to call them something other than "farming" or "agricultural activity."

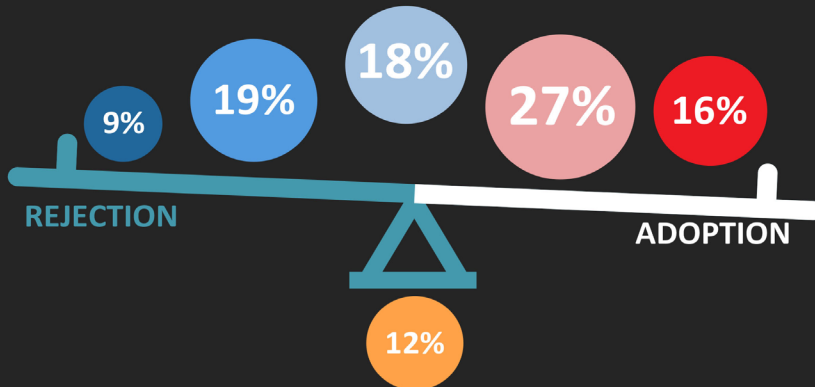
AGRICULTURE

WHAT IS YOUR CURRENT RELATIONSHIP WITH AGRICULTURE?

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

ALTHOUGH THEY RECOGNIZE AGRICULTURE AS A SOURCE OF GOOD INCOME, MOST KENYAN YOUTHS WANT NOTHING TO DO WITH IT.

- Agriculture is rejected not only as an occupation but as a lifestyle.
- Agriculture is perceived as sacrificial living in a rural area where there is no dating and no fun.
- Even if one makes good money, no girl would fancy a “sweaty farmer digging dirt all day long.”



9%

I am not engaged in agriculture and will never be.

19%

I am not engaged in agriculture and will only be if everything else fails.

18%

I am engaged in agriculture but want to find another job.

27%

I am not engaged in agriculture but might try some ideas.

16%

I am engaged in agriculture and making money.

12%

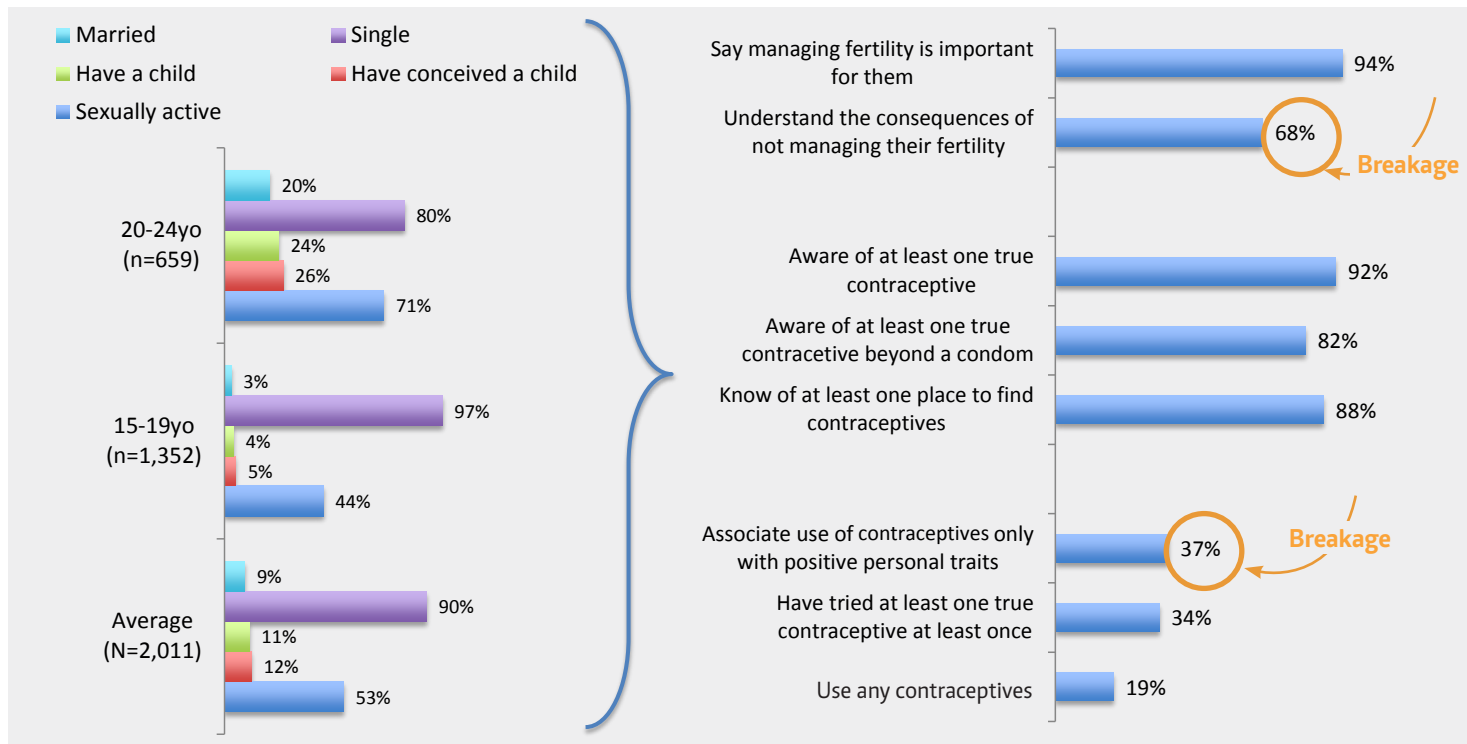
I don't even know how I feel about agriculture.

- According to the Kenyan Ministry of Education report, every year there are over 1 million young Kenyans entering the Kenyan labor market. Yet, the current market capacity can absorb only about 10% of them through formal employment. The rest will have to create jobs for themselves through entrepreneurship/informal employment/self-employment.
- Agriculture presents the most opportunities for informal employment, yet the image of an agricultural worker's lifestyle makes young people reject it.
- For young people to accept agriculture, they need to change the self-narrative – to either accept that they are ready to settle and be “farmers” or – and this is a better, more sustainable option – to change the image of agricultural engagement into an “entrepreneurship” engagement that is a better fit for young, dynamic and hip Kenyans they are now.

1. Kenyan National Bureau of Statistics,
2. Brookings Institution,
3. Association for the Development of Education in Africa,

Love, Life and Lifestyles

By the age of 20, 7 in 10 Kenyans are sexually active and a quarter have conceived a child

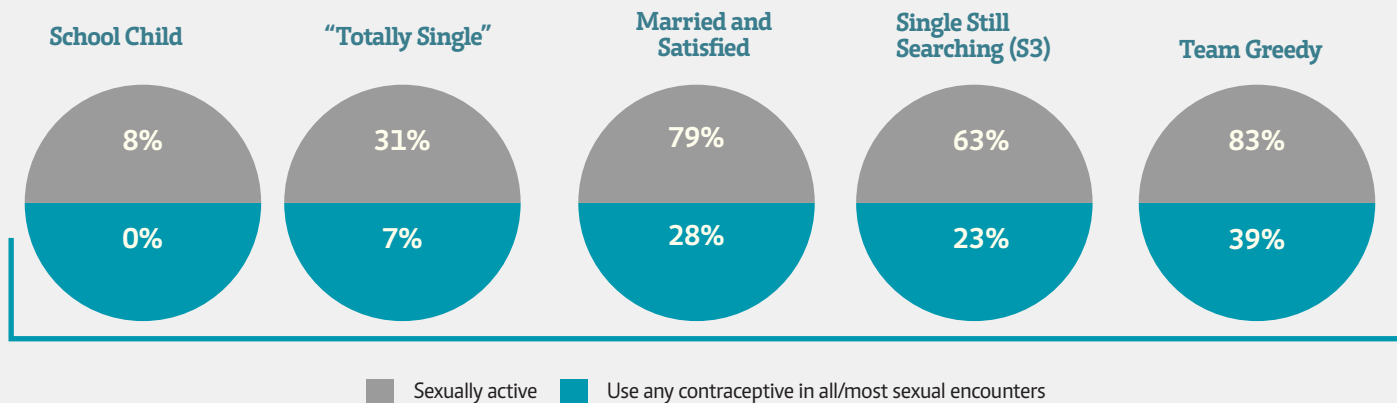


- Contraceptives are rarely part of the routine not because of shortage of knowledge but because young Kenyans (a) do not see relevance of “family planning” to their love lives, and (b) adhere to strong social stereotypes.

**The bulk of sexual encounters among young people happen outside the realm of traditional “relationships.”
Relationships mean either marriage or co-habitation leading to marriage.**

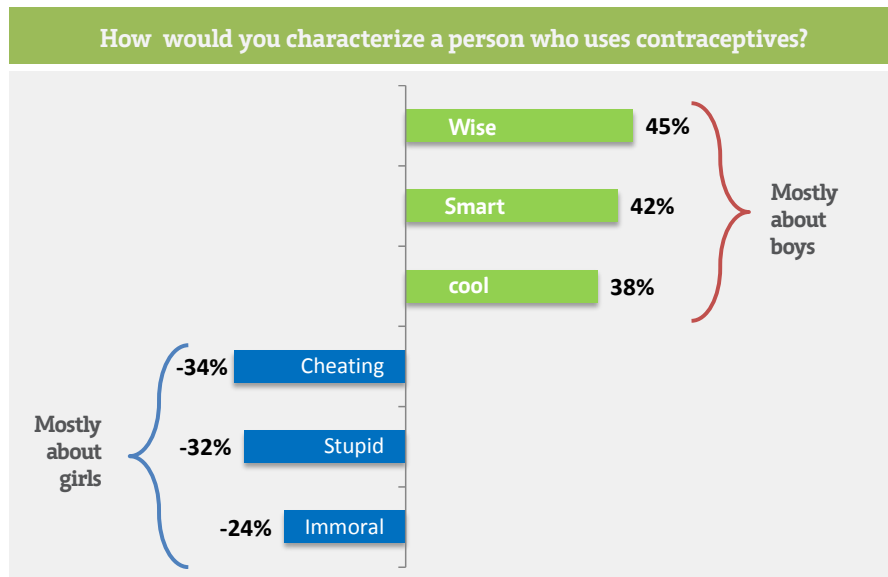
Self-identified segment	Description	% of youths
School Child	Respondents who said they are in school and not interested in “such” things	2%
S3	Respondents who are single and still searching / single, dating	18%
“Totally Single”	Respondents who are single, not dating / single not interested in dating, yet still have occasional sexual encounters	36%
Team Greedy (Team Hyena)	Respondents who allege to be players / unfaithful and have multiple partners, including simultaneously	8%
Tom & Jerry	Respondents in unstable, complicated long-distance relationships	3%
Married & Satisfied	Married/respondents co-habiting with their partners who say they are satisfied in their relationships	8%
Busy Bee	Respondents who said they are hustling first and do not have time for relationships	0.2%
Unclear segment	Respondents whose answers could not be placed in any of the above segments (i.e., one-off descriptions or refusals)	25%

For most young Kenyans using contraceptives means admitting to themselves that they are no longer single and are ready to “settle.”



...SPONSOR...lust...emotional revenge...SPONSOR...curiosity... physical revenge...SPONSOR... maintenance...help...SPONSOR... wisdom...diversity...SPONSOR...

- Sponsors can be part of any of the above “relationships,” including marriage.
- Men and women alike can have a sponsor(s).
- Sponsorship is not only or always about money.
- By their mere presence, sponsors turn any relationships, however serious, into casual sex thus making “family planning” irrelevant.



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

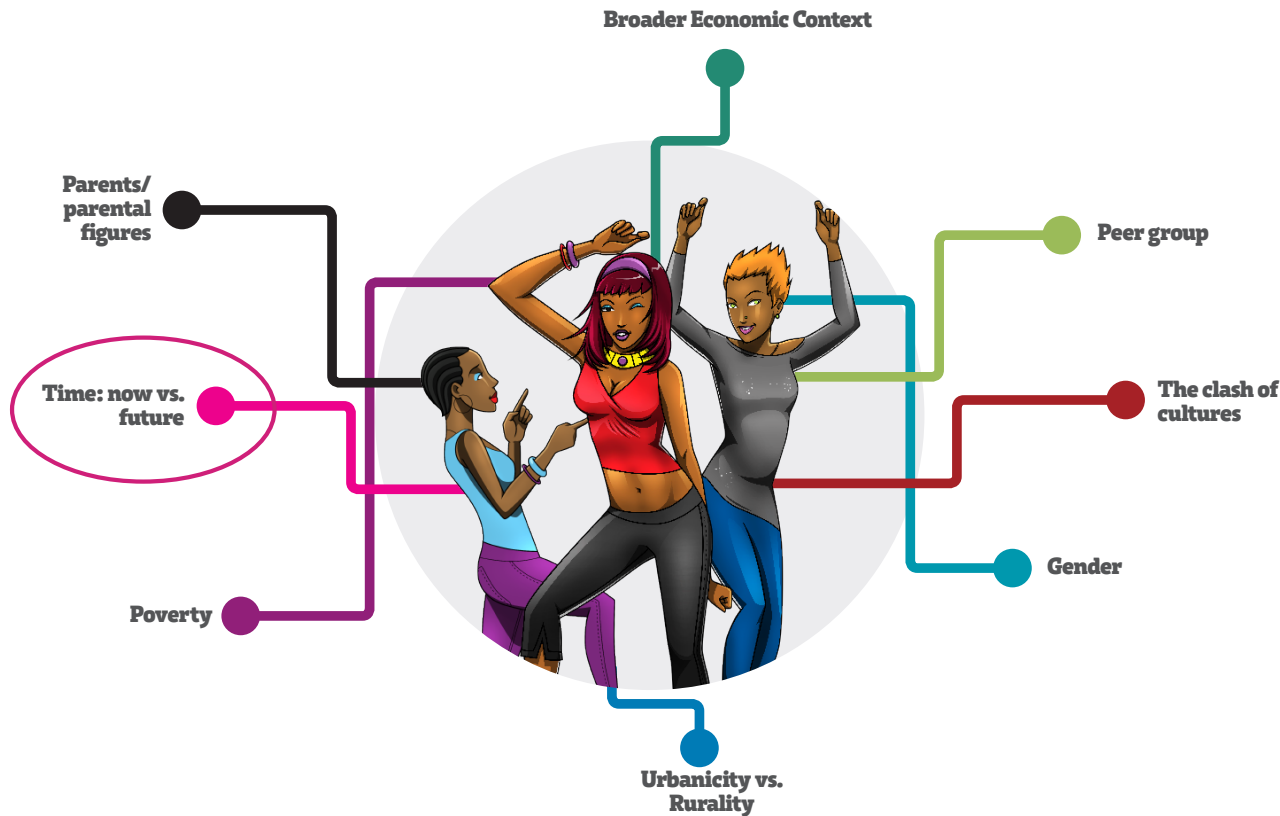
Our Facebook exercise revealed the following beliefs:

- It is OK for a young man to carry a condom “just in case” – i.e., for “emergency sex.” Men often have sex without planning for it, hence it is acceptable for men to carry a condom in case an opportunity presents itself.
- Women do not have “emergency sex” – they always plan in advance. If a woman carries a condom, she plans to have sex, and NOT with her current partner. Therefore, a woman carrying a condom is a cheater or worse.
- If a woman has a partner, she can get a condom and keep it in the house for when her partner comes by.
- Women aspire to carry and use condoms but few find courage to face disapproval and rejection.

- Similar to the context of income-generation, the use of contraceptives by young Kenyans is strongly related to their self-image and self-narrative. Since most perceive themselves as single, family planning services are not what they are looking for. If anything, they seek contraception.
- In addition, those who dare experiment with contraceptives face strong social stereotyping: from name-calling to rejection and exclusion.
- Reproductive health programs need to “talk” to both boys and girls since (a) boys hold power-position in any type of sexual engagements, and (b) society is more forgiving of boys’ sexual behavior than that of girls. Hence, boys can be the agents of change.
- Reproductive health campaigns cannot only focus on Reproductive Health, they need to address social and economic challenges that create an environment encouraging secrecy, promiscuity and exploitation surrounding young people’s sexual encounters.

Deferred Gratification

There are several factors that influence and shape young people's experiences. The perception of time might be most critical in stimulating behavior change.



We’ve noticed that when young Kenyans see a better future ahead of them and are able to set a goal for the future, they are more likely to make positive choices in the “present.”

64%

**of young Kenyans (15-24 yo)
save/accumulate money**

- Based on the SMS survey, most common reasons to accumulate money are (1) to buy a gadget, a laptop or a phone in particular; or (b) to pay for something associated with housing/home (e.g., rent, furniture, home fixing).
- Some of those accumulating money on a mobile phone report they are setting money aside for potential emergencies and for undefined “future” use.

92%

**of the “School Child”
segment(2%) are abstaining and
focusing on education**

- Men in this segment are on average 18-19 years old. Most of them reside in rural areas and grew up on a farm. They are likely to be high-school drop-outs; they might have had to quit studies to help out on a farm.
- 63% of those males do not engage in farming now and would only consider going back to farming if all their other plans fail. Yet for now, they are delaying dating/sex/relationships and are focusing on staying in school or making their way back to school so they can have better future through better education.

- Contrary to the wide-spread stereotype, young people, however disadvantaged, do not always live in the present, day-by-day. Once young people see a clear image of a better future (a month or a year or a decade from now), they are willing to make sacrifices and defer immediate self-rewarding.
- 3 in 5 young people routinely postpone spending money immediately on small pleasures in order to accumulate funds for large purchases or investments.

Youth and The Government

2%



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

6%



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

19%



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.

31%



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

36%



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

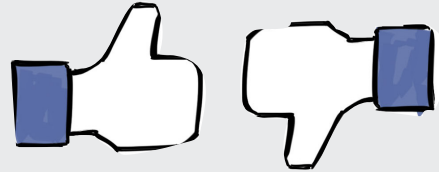
GIVEN UP HOPE – “I DON’T
EVEN KNOW IF I CARE

- There are five distinct segments among young Kenyans separated by their attitude, knowledge and their willingness to engage with government.
- Most young people have made up their minds based on their past experience and are dismissive of government participation.
- Young people and the Kenyan government have mismatched priorities and values leading to mutual confusion and mutual distrust.
- There are no current obvious mechanisms for a fruitful mutual engagement between young people and the devolved government.

Shujaaz as a Persuasive Media Brand



COMIC
750,000
monthly



**SOCIAL
MEDIA**
Over 240k+
fans



RADIO
National
Weekly
Broadcast



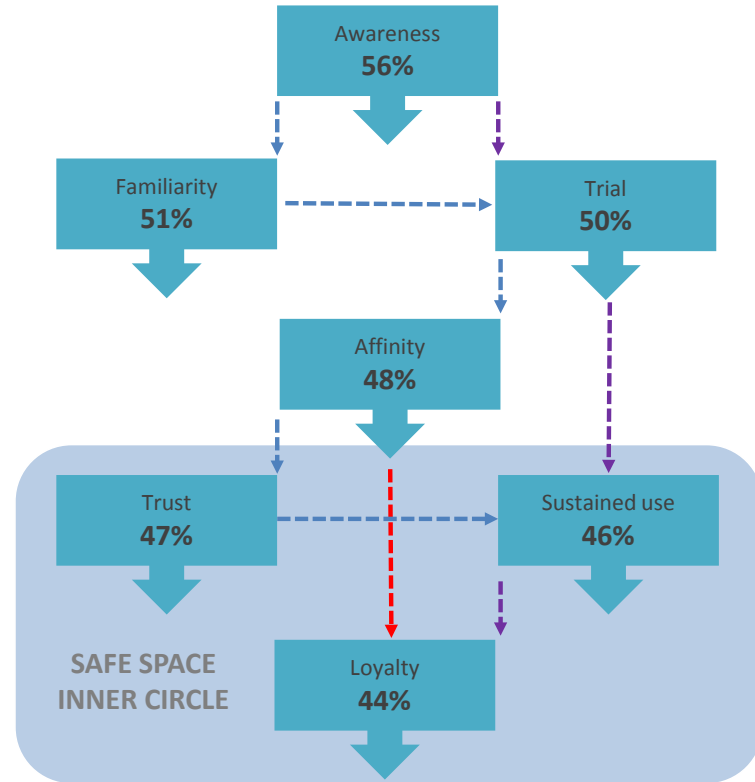
SMS
Network
200K+

AS A MEDIA BRAND, SHUJAAZ IS KNOWN TO **4.7 MILLION** KENYANS.

SHUJAAZ IS REACHING HALF OF ALL KENYANS AGED 15-24 APPROXIMATELY **4.2 MILLION**.

3.7 MILLION KENYANS AGED 15-24 ARE LOYAL TO SHUJAAZ.

2.7 MILLION ALREADY STARTED IMPLEMENTING SOME IDEAS THEY LEARNED FROM SHUJAAZ.



Shujaaz audience has increased substantially in the past 2 years.
Audience's engagement also has deepened

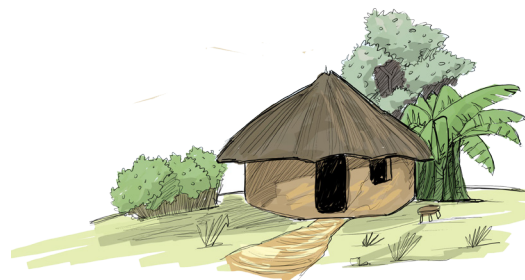
ACAR 2013

Unprompted awareness of Shujaaz	17%
Do you know of any character in the comic aside from DJ B?	32%
Ever used any Shujaaz media	40%
Shared anything you learned from Shujaaz with other people	19%
Read Shujaaz cartoon monthly	8%
Read Shujaaz cartoon monthly	8%
Ever applied any ideas from Shujaaz to their own life	18%

Research Plus Africa 2016

41%	Unprompted awareness of Shujaaz
49%	Do you know of any character in the comic aside from DJ B?
50%	Ever used any Shujaaz media
32%	Recommended Shujaaz materials (any) to other people
28%	Use any Shujaaz platform monthly
25%	Read Shujaaz cartoon monthly
32%	Ever applied any ideas from Shujaaz to their own life

Shujaaz reaches a third of older rural females – the demographic segment least engaged in activities outside the household and thus most difficult to penetrate

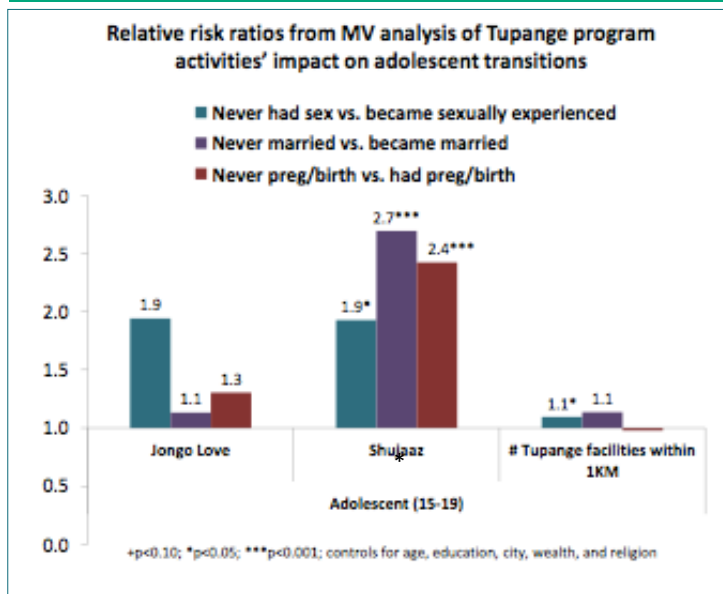


	Males		Females		Males		Females	
	15-19	20-24	15-19	20-24	15-19	20-24	15-19	20-24
Awareness	75%	63%	69%	54%	58%	43%	51%	42%
Trial	70%	52%	62%	43%	54%	38%	46%	33%
Sustained use	65%	44%	56%	38%	51%	33%	45%	30%
Loyalty	60%	49%	55%	34%	46%	32%	41%	31%

Shujaaz Effect

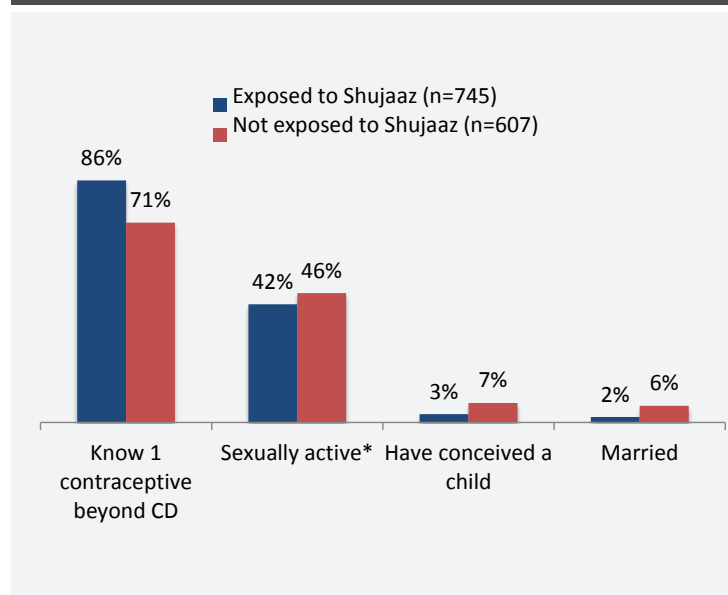
4-YEAR UNCCH TUPANGE PANEL

A 4-year panel study with urban women in Kenya conducted by the University of North Carolina Chapel Hill, showed that exposure to Shujaaz comic was the only Reproductive Health campaign intervention strongly associated with delayed sexual debut, delayed married and delayed conception of a child in girls 15-19.



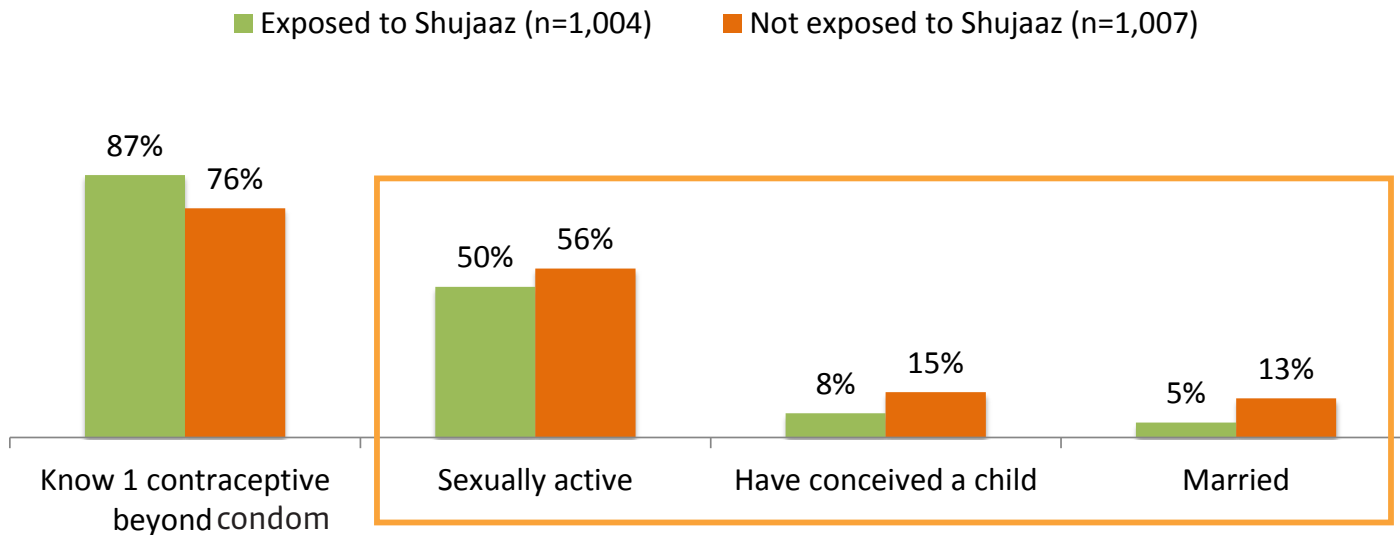
R+ SURVEY: ADOLESCENTS, 15-19

In 2016, Research Plus Africa nationally representative survey in Kenya (N=2,011) arrived to the same finding – exposure to Shujaaz in Kenyan youths (15-19) is associated with lower likelihood of being married and having conceived a child.



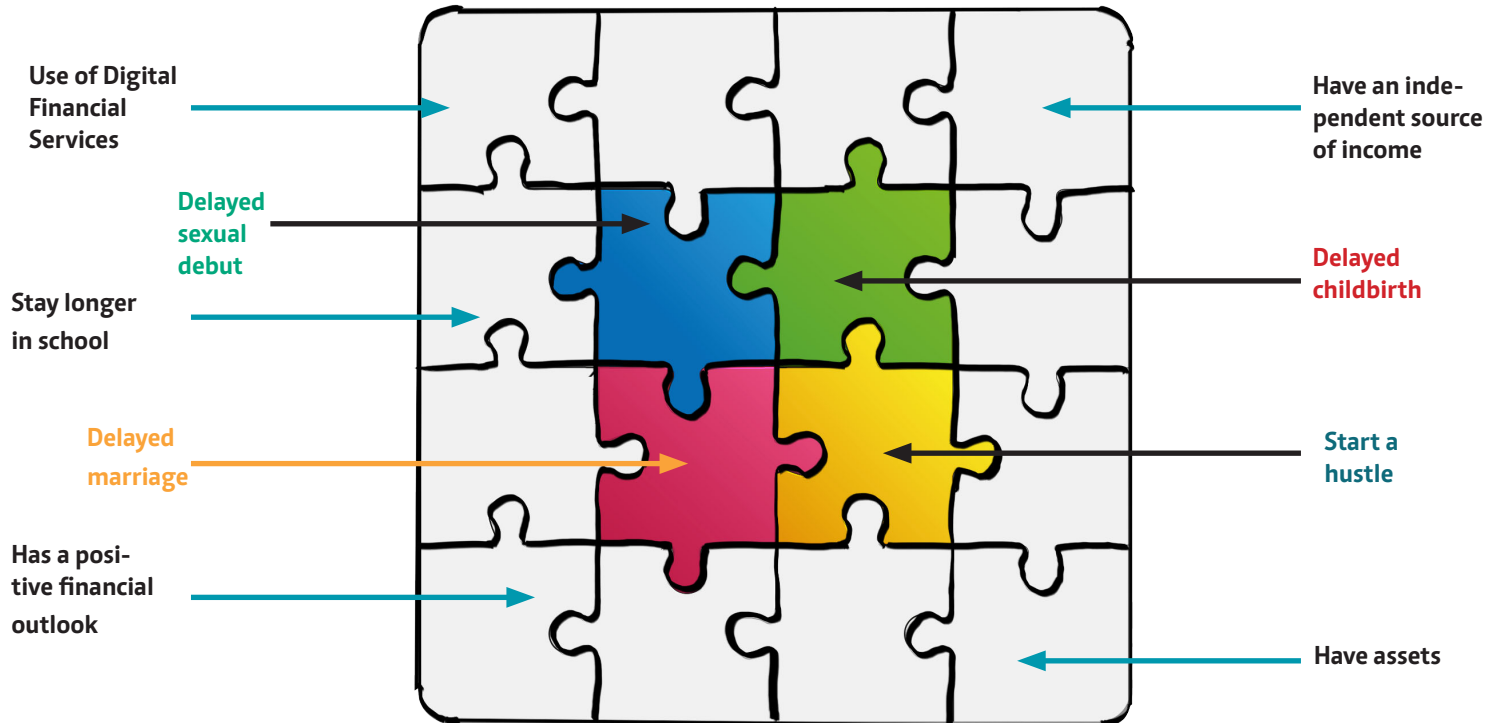
Exposure to Shujaaz has the same positive associations with delayed marriage and delay in childbirth when we look at the entire Shujaaz target audience of those 15-24 years old in Kenya.

In addition, in the total audience we also see positive relationships between exposure to Shujaaz and being NOT sexually active.



We believe that the “effect” we are seeing is not just because of comic stories and is not just a change in reproductive health behavior.

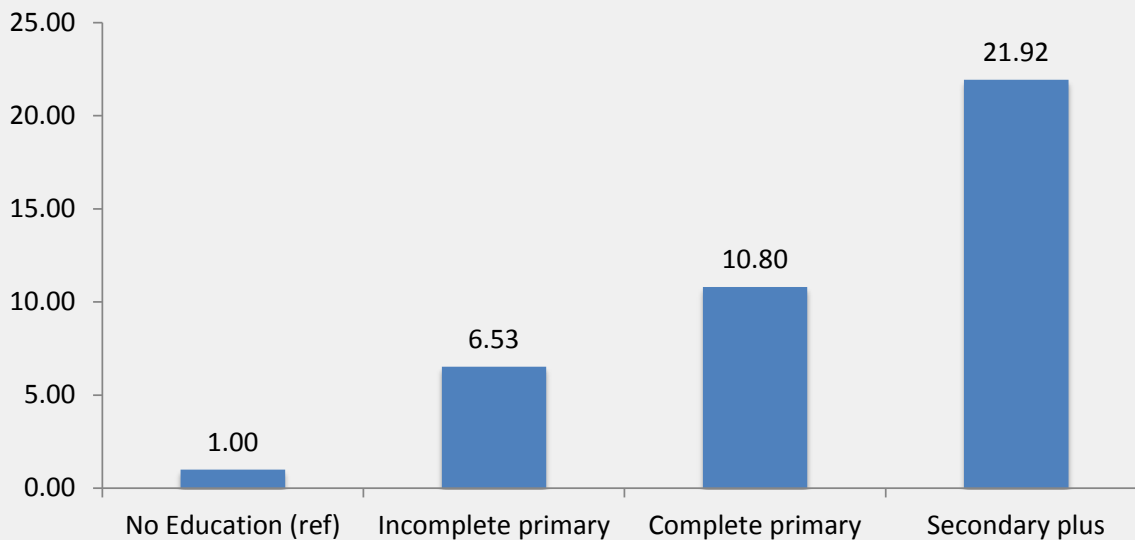
We believe that attitudinal, normative and behavior changes do not develop in just one aspect of a young person's life. Positive change is not an isolated occurrence but a systematic development of the wholesome personality. Some decisions, however, might be more significant for triggering the overall change.



UNCCH Tupange study confirmed our hypothesis by demonstrating that higher educational attainment is significantly associated with exposure to Shujaaz and, through Shujaaz, to delayed sexual activities

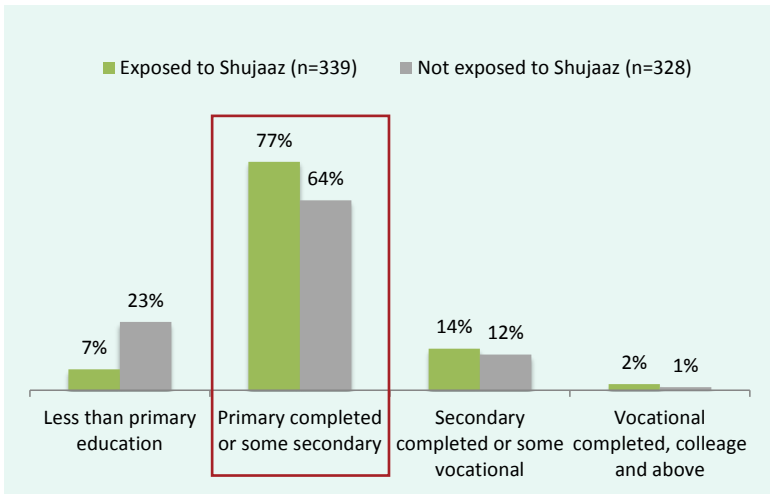
4-Year Uncch Tupange Panel

Odds ratio for young females exposed to Shujaaz to have each level of education compared with the females in the unexposed group



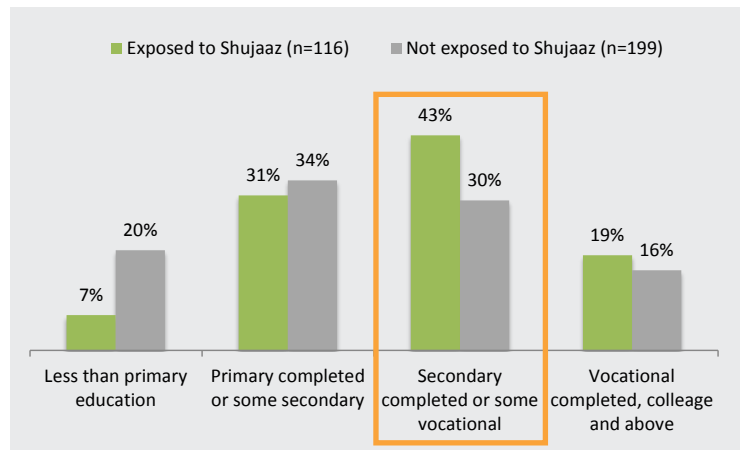
When looking at demographic subgroups in the R+ survey, we see the same positive association between exposure to Shujaaz and education.

Adolescent Women 15-19



Adolescent females (15-19) exposed to Shujaaz are more likely to stay in school compared with same-age females, who are not using Shujaaz.

Young Women 20-24

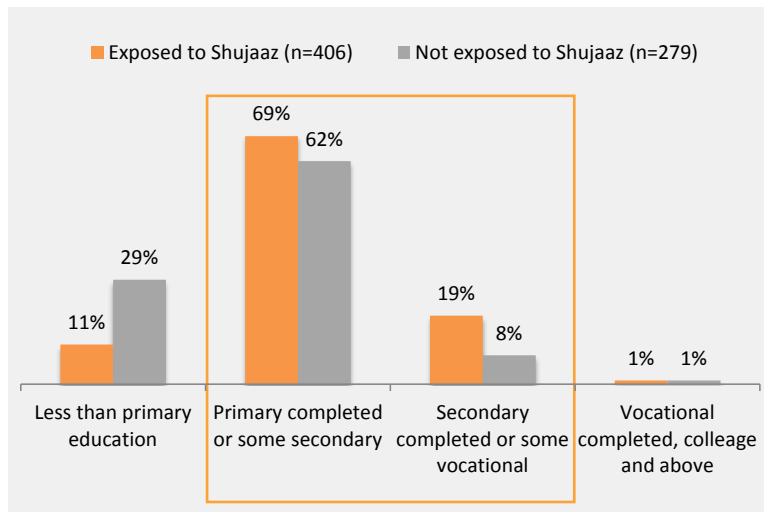


Older females (20-24) exposed to Shujaaz are more likely to pursue higher level of education compared with same-age females, who are not exposed to Shujaaz

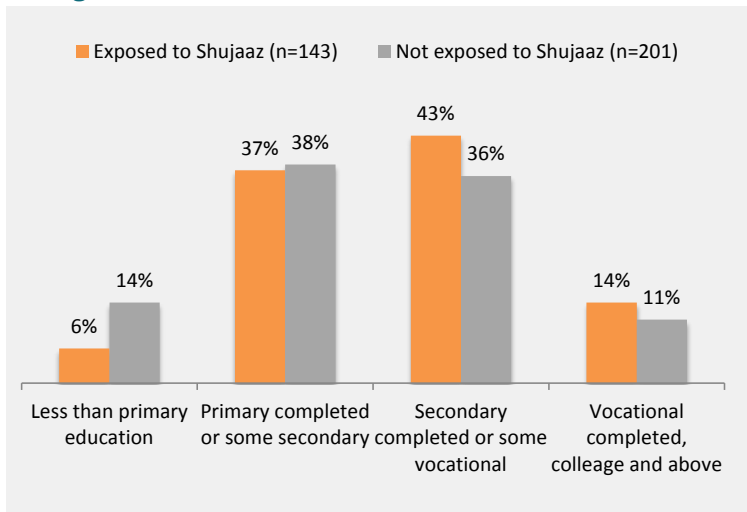
Among males, the same conclusion stands only for adolescents (15-19) – exposure to Shujaaz are positively associated with younger boys staying in school. For more mature males (20-24), exposure to Shujaaz is not associated with a pursuit of higher educational achievements.

Overall, the difference in educational achievement between exposed and unexposed to Shujaaz groups is more pronounced among females than males.

Adolescent men 15-19



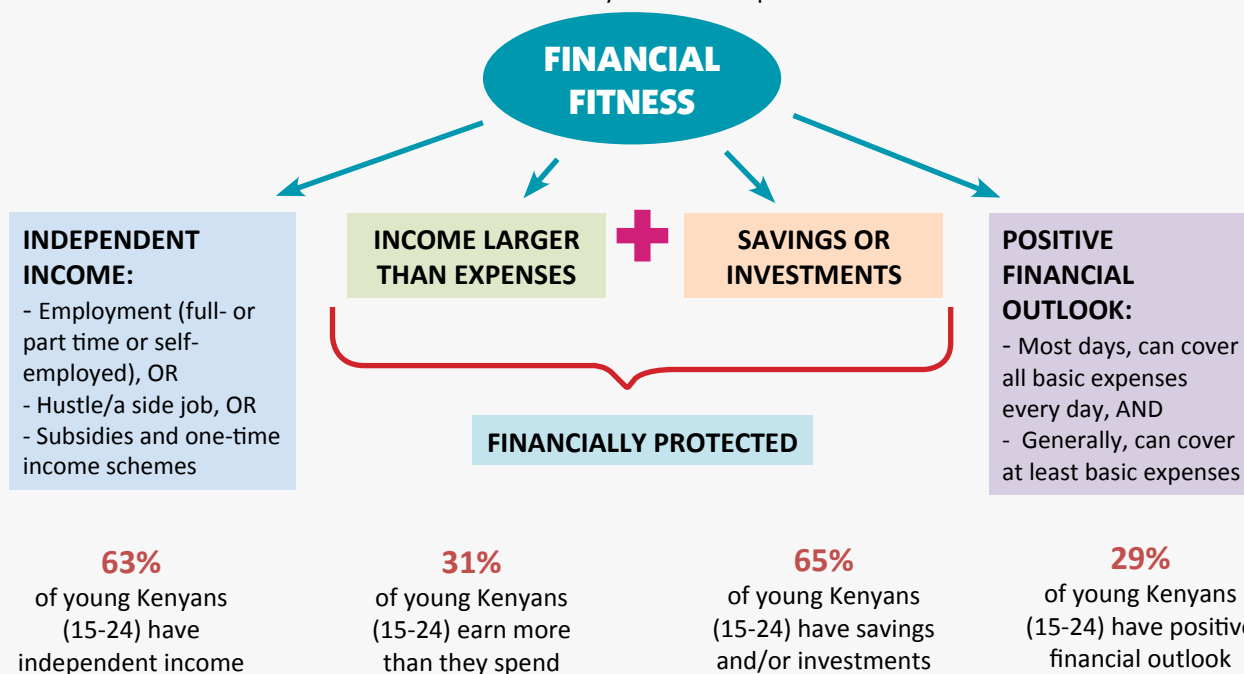
Young men 20-24



Financial behavior towards “financial fitness” appears to be the next frontier of positive behavior change. It is our hypothesis that young people who make smart decisions in reproductive health and stay in school longer should be able to generate income, plan their expenses and prepare for the future.

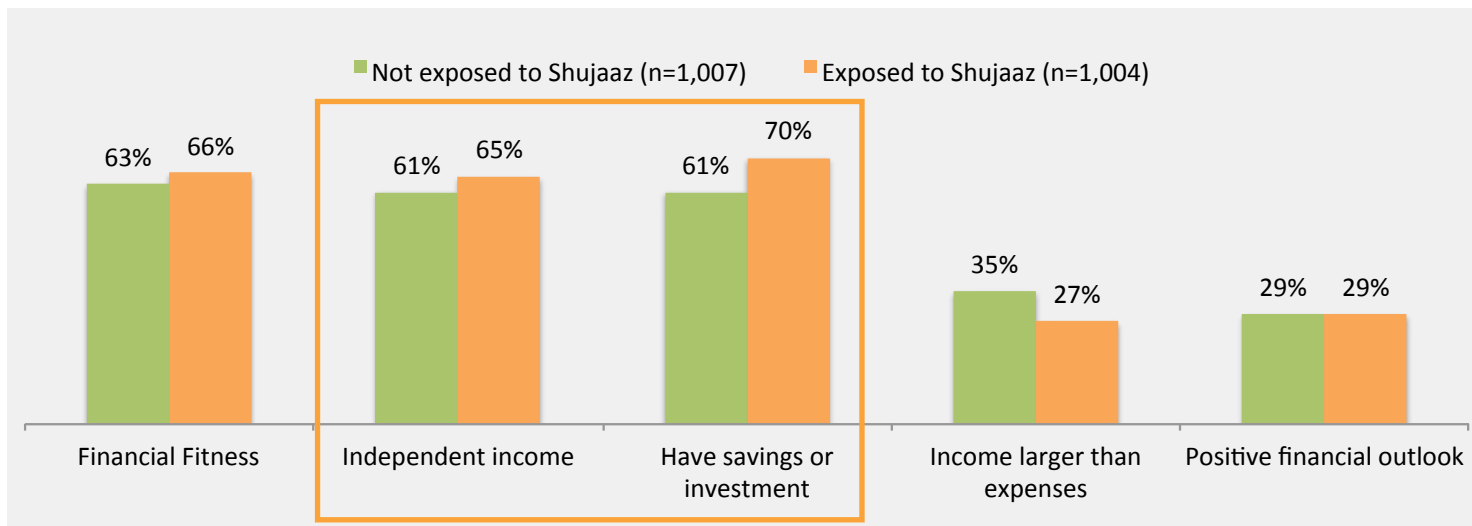
64%

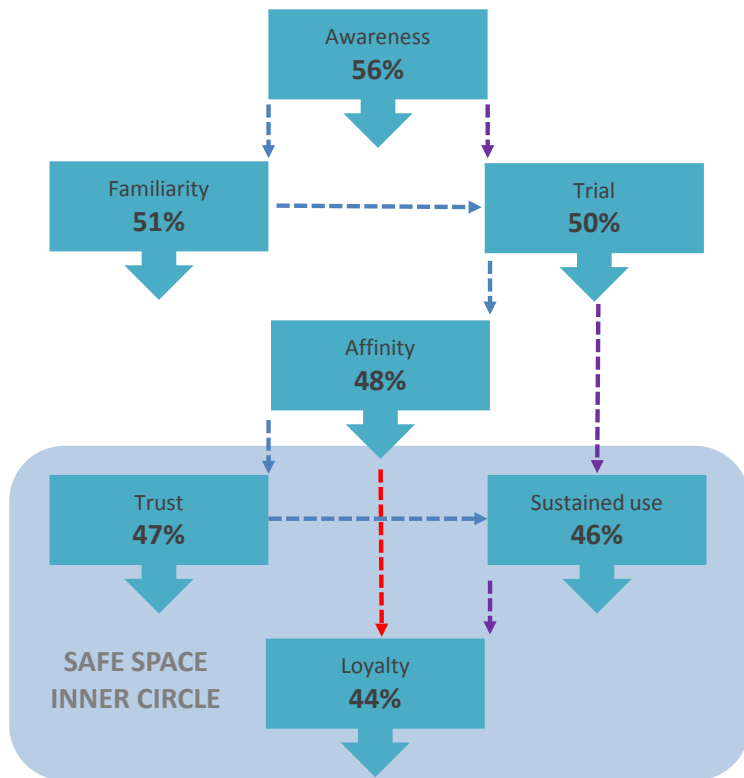
of young Kenyans (15-24) are financially healthy, which is a combination of any 2 financial aspects below



UNCCH Tupange study findings did not show a significant relationship between women's employment or access to their own money and Shujaaz. However, R+ survey data analysis indicates that Shujaaz audience might be better positioned financially as they are more likely to have independent income and also more likely to have financial assets (savings or investments) compared with young people not exposed to Shujaaz.

ALL ADULTS 15-24





Reproductive Health

- 252,000 less in the group exposed to Shujaaz are sexually active
- 336,000 less in the group of exposed to Shujaaz are married
- 294,000 less in the group of exposed to Shujaaz conceived a child

Education

- 23,000 more in the group of exposed to Shujaaz adolescent girls (15-19) complete at least primary education.

Financial Fitness

- 168,000 more in the group exposed to Shujaaz have independent income and 378,000 more have financial assets (savings or investments).

Overview of Research Activities

December 2015-March 2016

F2F survey

- Conducted in December 2015 - January 2016
- A nationally representative survey with youths 15-24
- N=2,011
- Average length of an interview 56 min.
- Over 1,100 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 study

- Conducted in January – February 2016.
- 8 Focus Groups with 6 participants each in Nairobi, Kakamga, Murang'a and Machakos
- The goal of the study was to understand the "anatomy" of a conversation and interaction among young people: what topics they discuss, with whom, via which media, etc
- The discussion was built around 3 scenarios played by hired actors and depicting situations from a real-life youth context. The study also used projective techniques to extract deeper insights

SMS survey (X2)

- Conducted in December 2015 and February 2016.
- Both 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
- Both surveys explored the issues of sex/ relationship. Survey 1 looked at the sources of advice and information on relationships while survey 2 explored "sponsorship" as a type of relationships
- The surveys also explored the topics of money and savings, use of social media and crime as a hustle

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.

Panel of Professionals

- In an attempt to provide additional validation to the studies “listening” to the voices of young people, we’ve recruited professionals from the key sectors (Healthcare, Tobacco, Agriculture and Governance) to look at the trends in young people’s attitudes and behaviors through their perspective.
- Each sectoral panel consisted of 2-10 professionals who (1) closely interacted with youths through their routine responsibilities, (2) represented different demographics by gender and location, and (3) were not biased towards Shujaaaz.

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 Shujaaaz (reproductive health, agriculture, tobacco, youths lifestyle in general)
- Monthly evaluation of the effect the observed formal and informal activities might have on the beliefs, perceptions and behaviors of Shujaaaz target audience.

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