



MWELEKEO
INSIGHTS

PUBLIC OPINION POLL

**ATTITUDES TOWARD MARRIAGE
AMONG WOMEN AGED 30 AND BELOW
RESIDING IN NAIROBI COUNTY, KENYA**

MWELEKEO INSIGHTS



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STUDY OVERVIEW

Study Conducted by Mwelekeo Insights
Your trusted research partner



Date of Release: February 25th, 2025



Geographic Scope: Nairobi.



Sample Size: 2,687 respondents



Data Collection Method:

Mixed; online surveys and in-person interviews



Margin of Error:

+/- 3% at a 95% confidence level



Target Demographic:

Women aged 18-30 from diverse socioeconomic backgrounds residing in Nairobi.



Funding:

Self sponsored

POLL OBJECTIVE

The primary objective of this poll research is to analyze the attitudes of women aged 30 and below toward marriage, specifically examining the evolving perception of young women to marriage. This study aims to explore the factors influencing their perspectives, including career ambitions, financial independence, societal expectations, and personal freedom.

Additionally, this research seeks to understand regional variations, educational background influences, and religious or cultural beliefs that may affect marital perceptions of young women residing in Nairobi

INFORMED CONSENT AND CONFIDENTIALITY STATEMENT

This study on the perceptions of women toward marriage was conducted with strict adherence to ethical standards. Participants were fully informed of the study's purpose, procedures (including a survey and optional interviews), and the estimated time commitment (20–30 minutes). They were assured that participation was voluntary and that they could skip any question without penalty.

All collected data were anonymized and stored securely in password-protected systems, with access limited solely to the research team. Findings were presented in aggregate to ensure individual responses could not be identified, and identifiable data were scheduled for deletion after analysis.

By participating, individuals confirmed that they understood these terms and consented to the use of their anonymized data for research purposes.

METHODOLOGY



DESIGN

Cross-sectional study



POPULATION

Adult women aged 18 - 30
in Nairobi



SAMPLE SIZE

2,687 respondents



SAMPLING METHODOLOGY

Random, Multi-stage stratified
sampling using PPS



DATE OF FIELDWORK

February 3 - February
19, 2025



COVERAGE

Nairobi County covered,
proportionate to population
distribution



MARGIN OF ERROR

+/- 3.4% at a 95% confidence
level

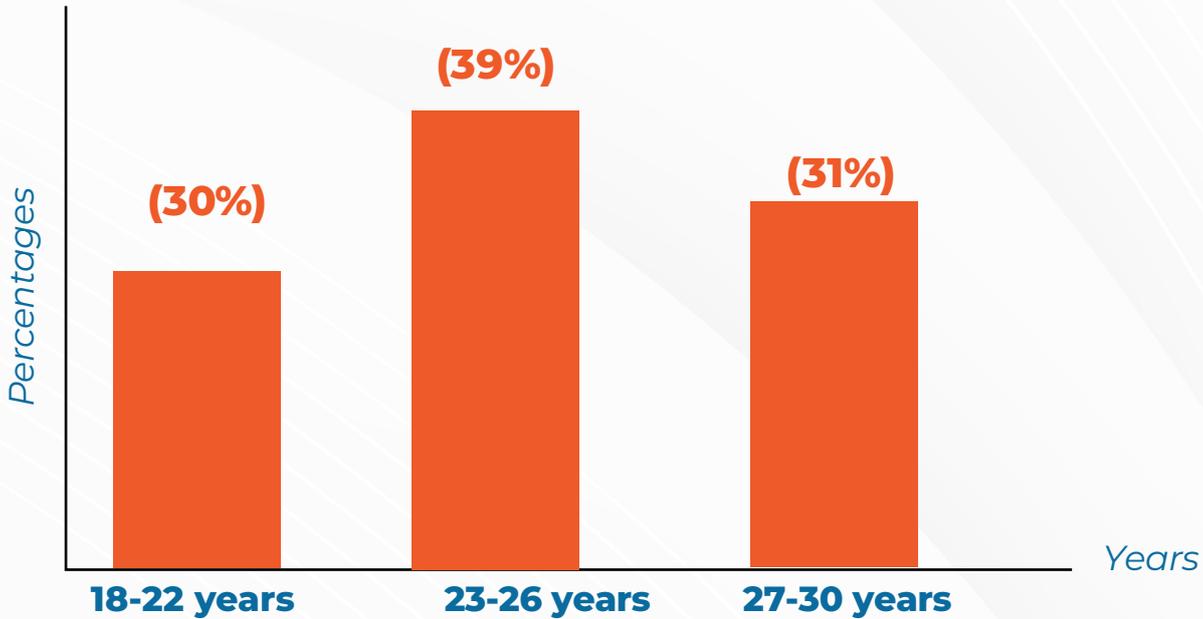


DATA ANALYSIS

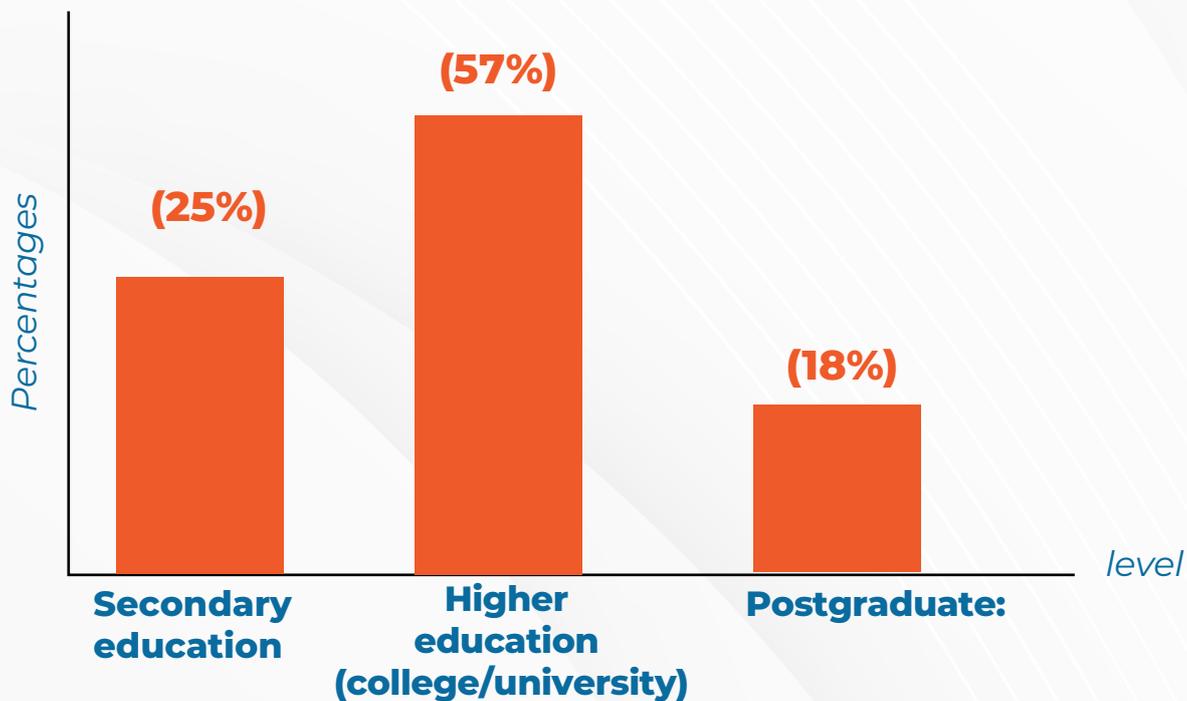
Total level, key demographics
(setting, gender, and age)

DEMOGRAPHICS

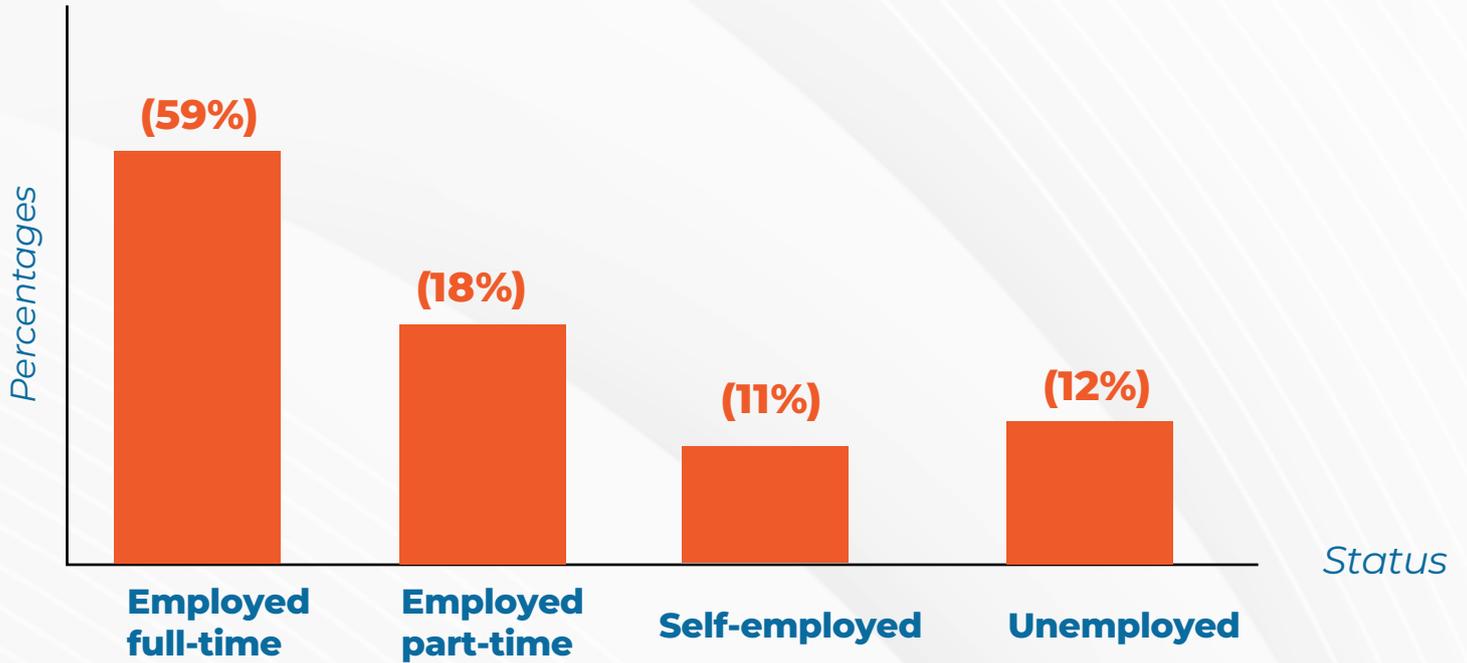
AGE DISTRIBUTION



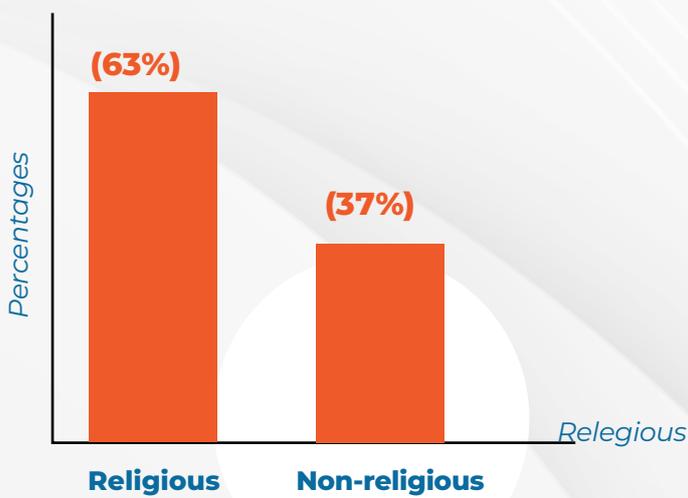
EDUCATION LEVEL:



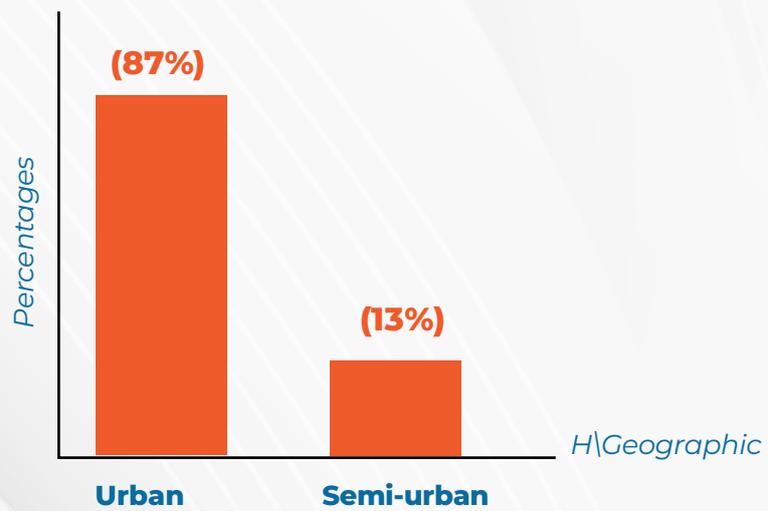
Employment Status:



RELIGIOUS AFFILIATION:



GEOGRAPHIC SETTING



SURVEY QUESTIONS

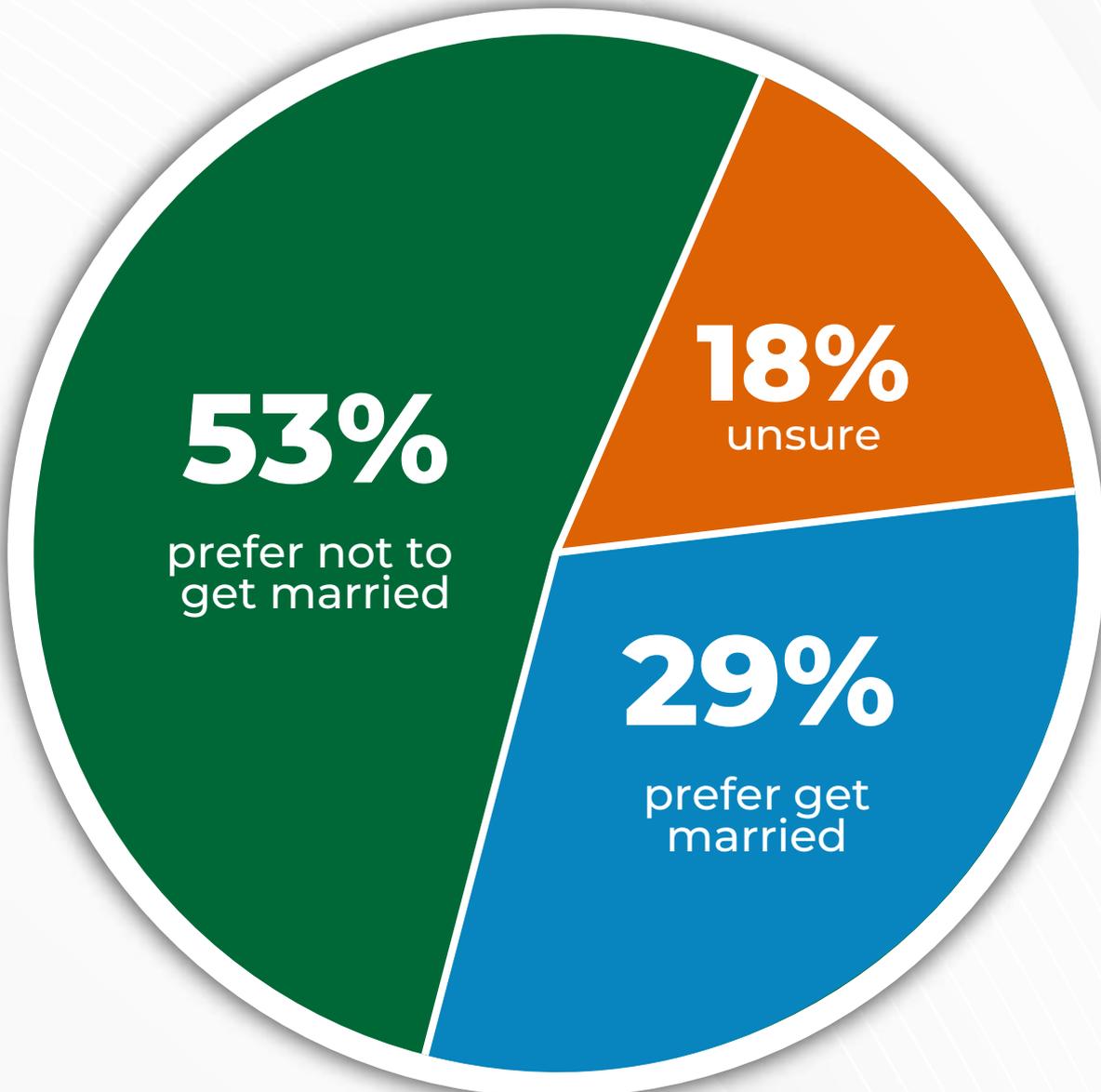


1. Do you see marriage as an essential life goal? (Yes/No/Unsure)
2. What factors influence your perspective on marriage? (Career, financial independence, social expectations, cultural traditions, personal freedom, etc.)
3. Do you feel societal pressure to get married?
(Strongly agree to strongly disagree scale)
4. Do you believe marriage impacts personal freedom?
(Positive/Negative/No Impact)
5. What is your ideal age for marriage, if applicable?
6. Would financial stability or career growth take priority over marriage for you?
(Yes/No/Unsure)
7. Has your perception of marriage changed compared to when you were younger?
(Yes, positively/Yes, negatively/No change)
8. Do you believe marriage is necessary for a fulfilling life? (Yes/No/Depends on circumstances)
9. What's your take on Polygamy?
10. How do family expectations shape your views on marriage? (Open-ended)
11. Does religion play a role in your perception of marriage? (Yes/No/Somewhat)

FINDINGS

MARRIAGE AS A PRIORITY

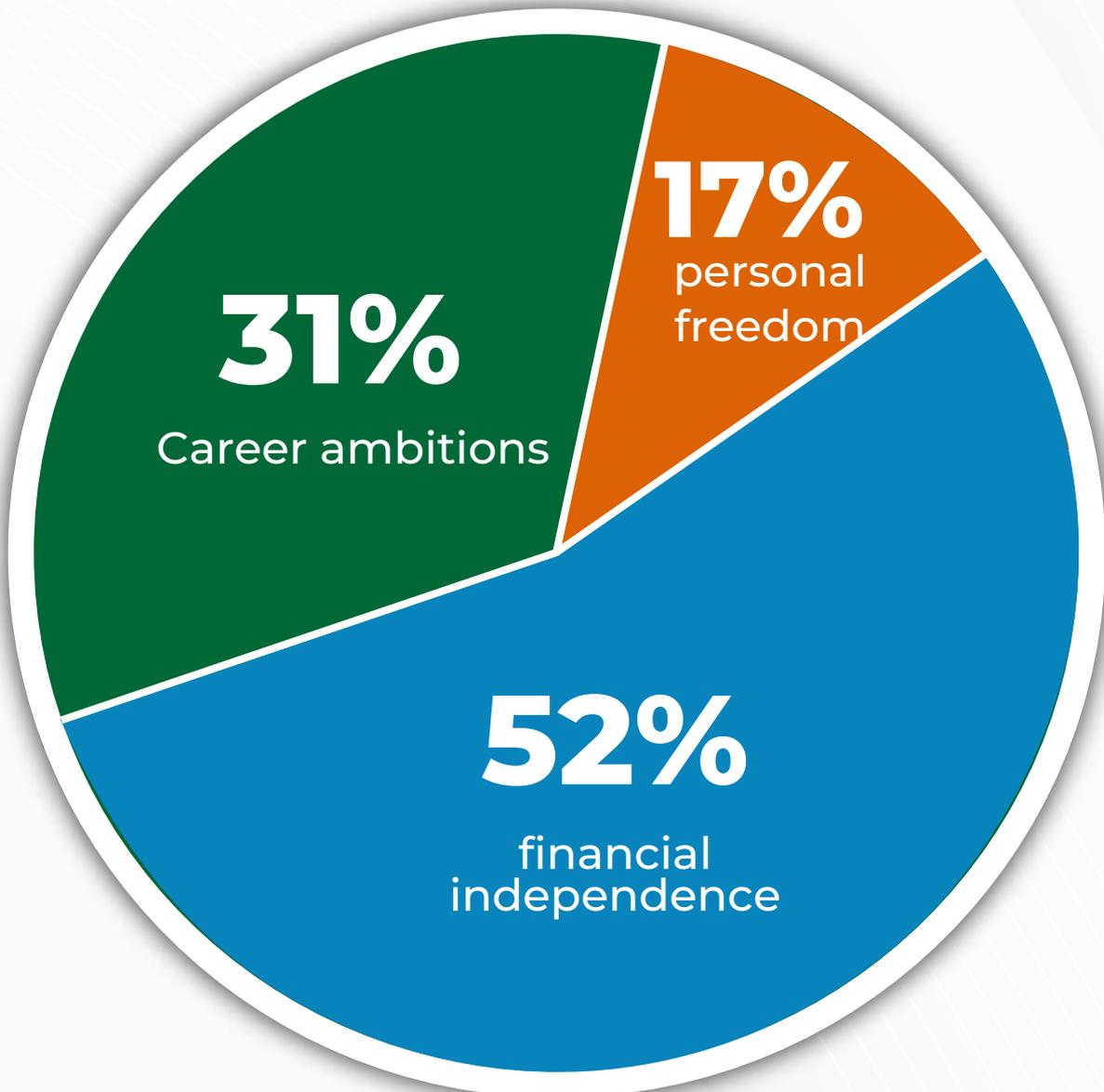
Only 29% of respondents considered marriage an essential life goal, while 53% stated it was not a priority, and 18% were unsure.



INFLUENCING FACTORS

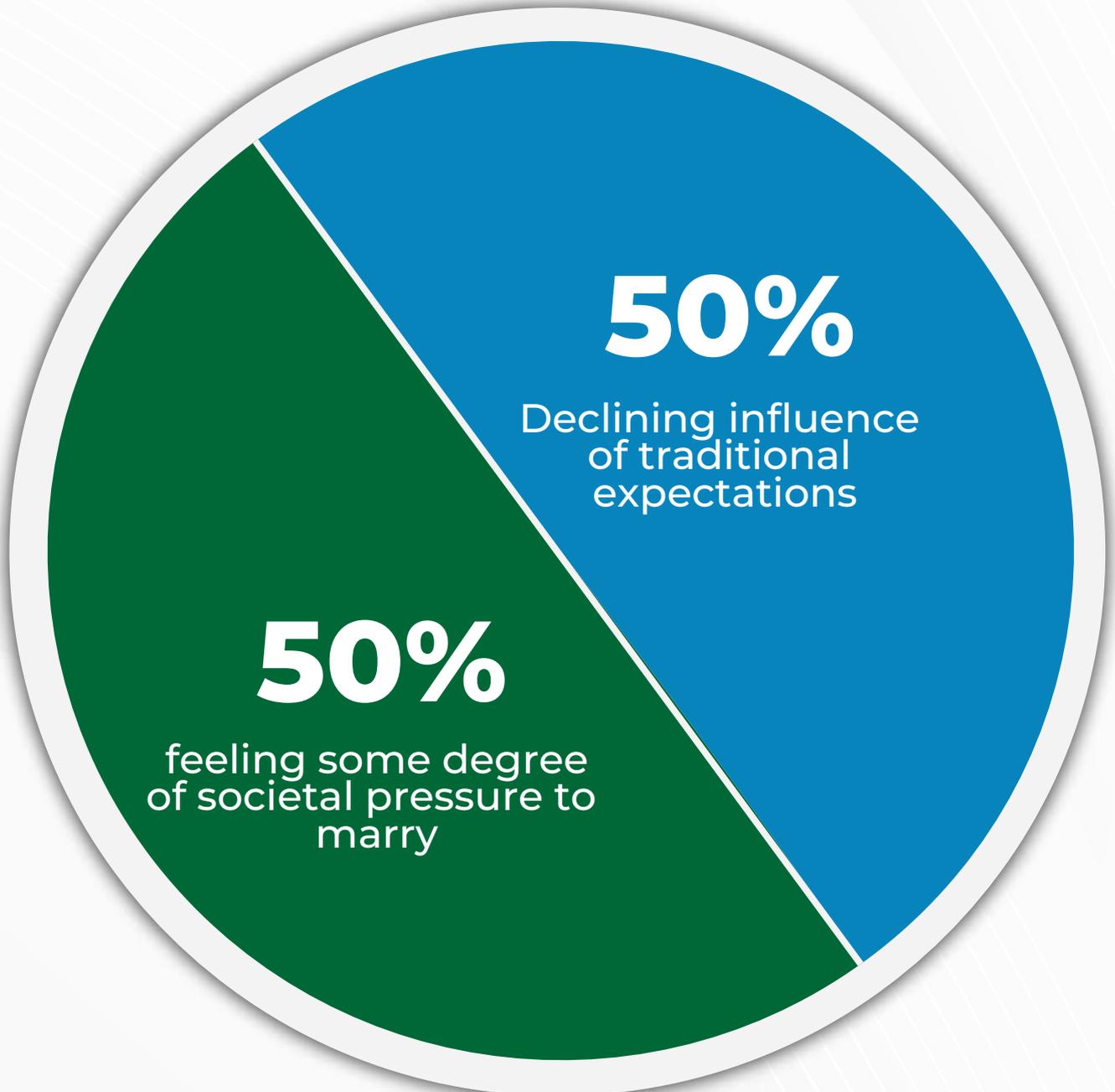
Career ambitions (31%), financial independence (52%), and personal freedom (17%) were the top reasons for deprioritizing marriage.

Social expectations remained a strong influence, particularly among respondents from conservative backgrounds.



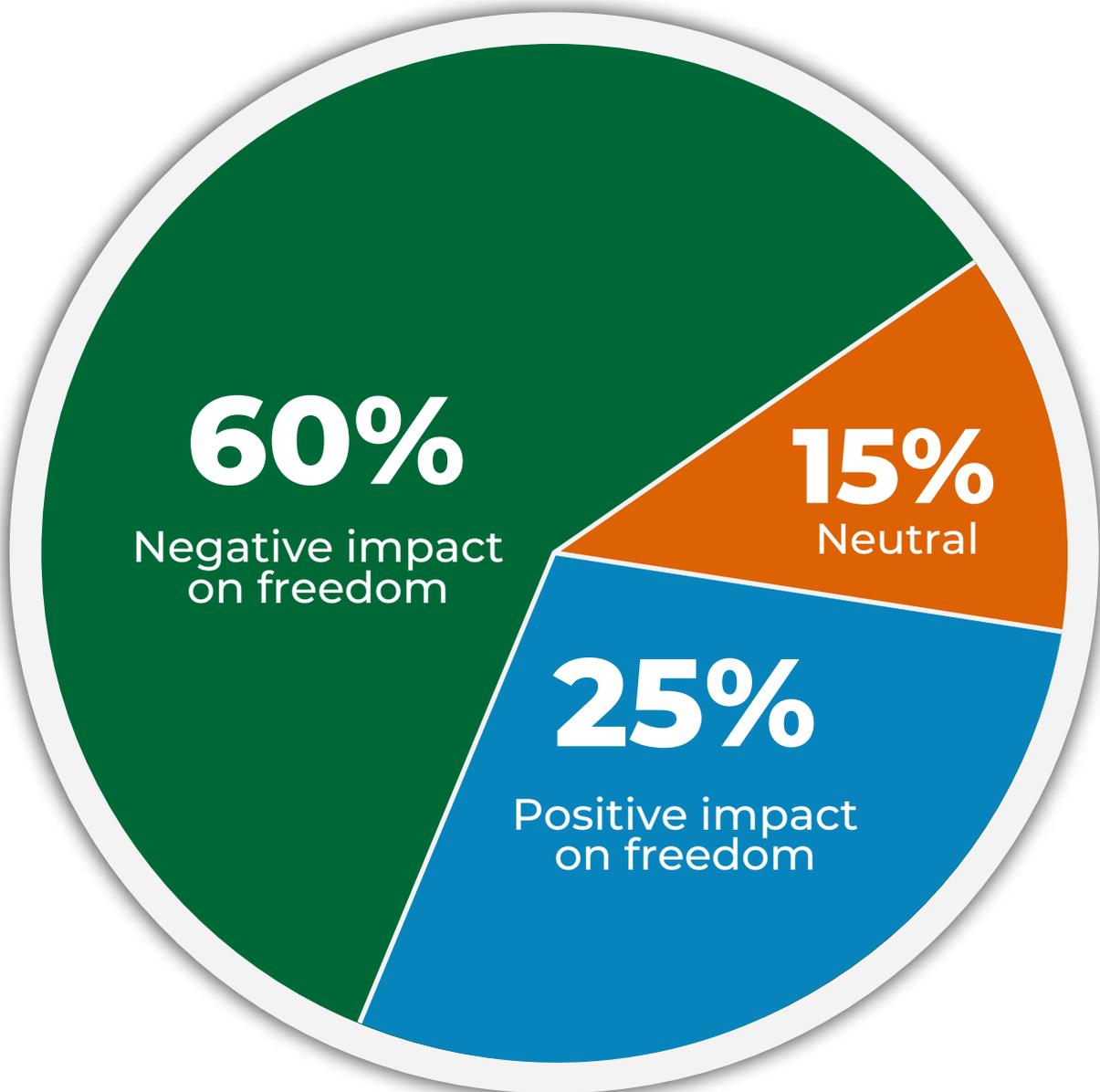
SOCIETAL PRESSURE

50% of participants reported feeling some degree of societal pressure to marry, though 50% expressed a declining influence of traditional expectations.



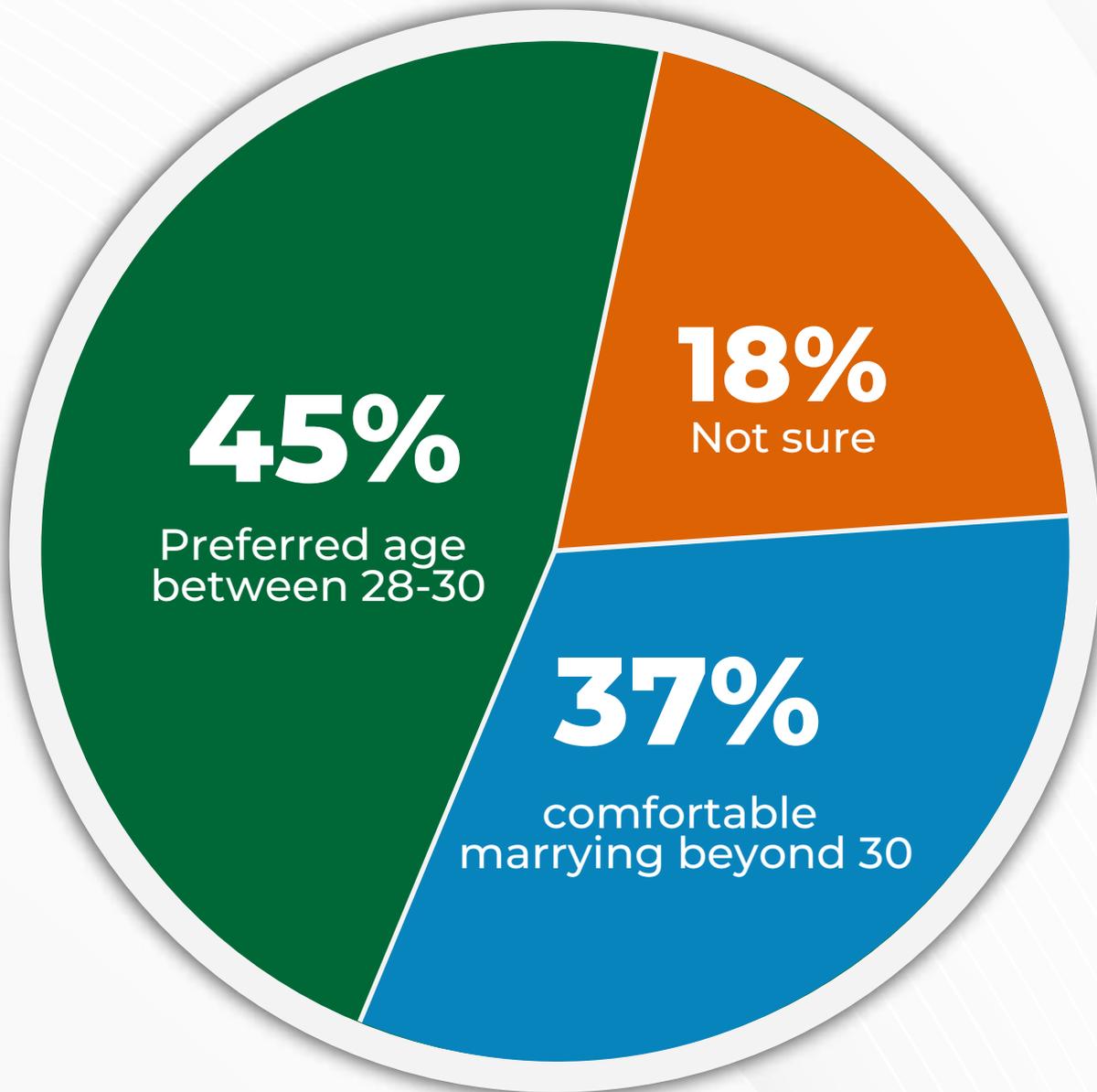
IMPACT ON FREEDOM

60% of women expressed the belief that marriage would negatively impact their personal freedom, while 25% saw it as a positive change, and 15% felt neutral.



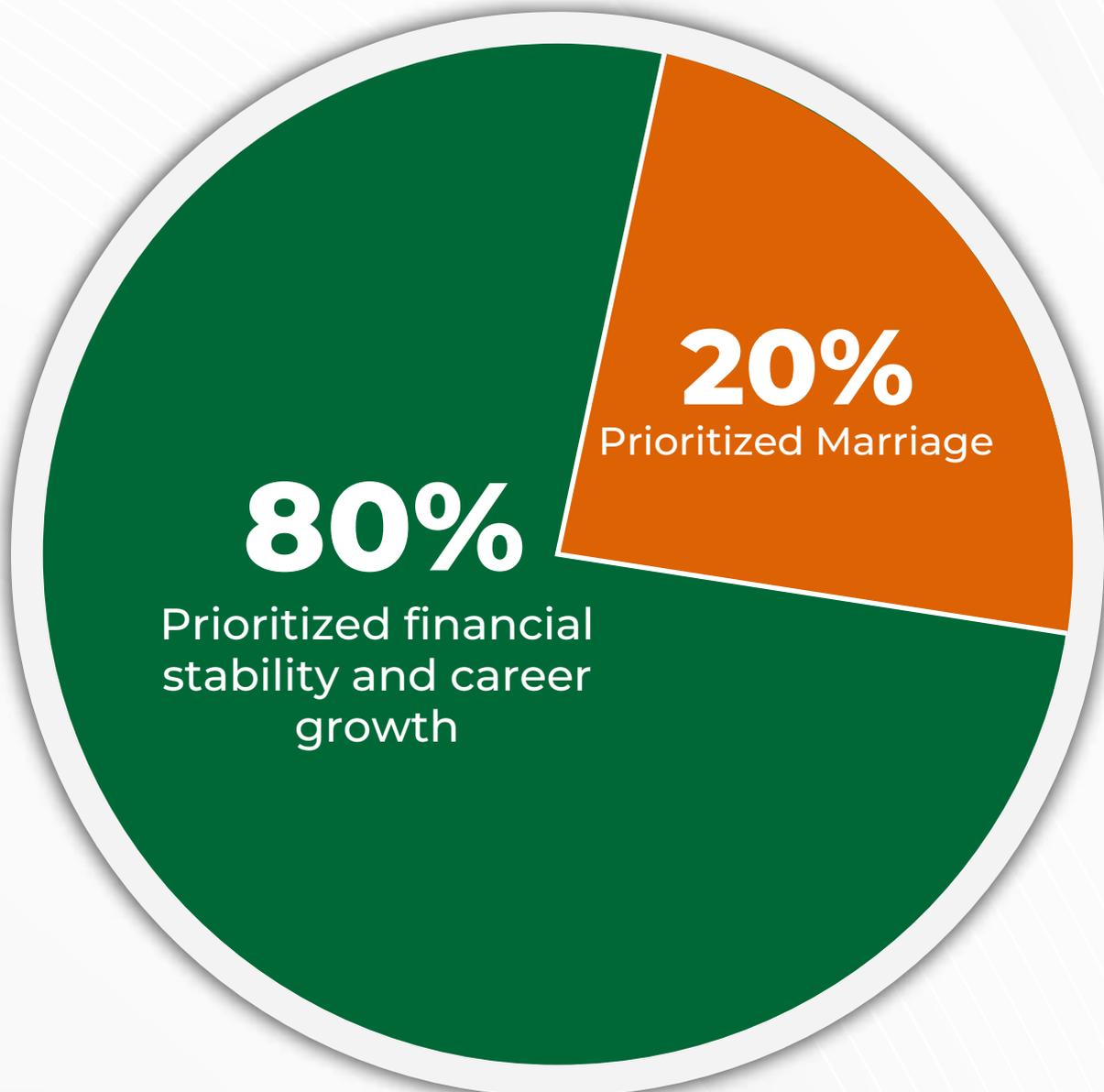
IDEAL MARRIAGE AGE

Among those considering marriage, 30% preferred an age between 28-30, while 45% felt comfortable marrying beyond 30.



CAREER, MONEY VS. MARRIAGE

80% prioritized financial stability and career growth over marriage, indicating a shift in personal aspirations.



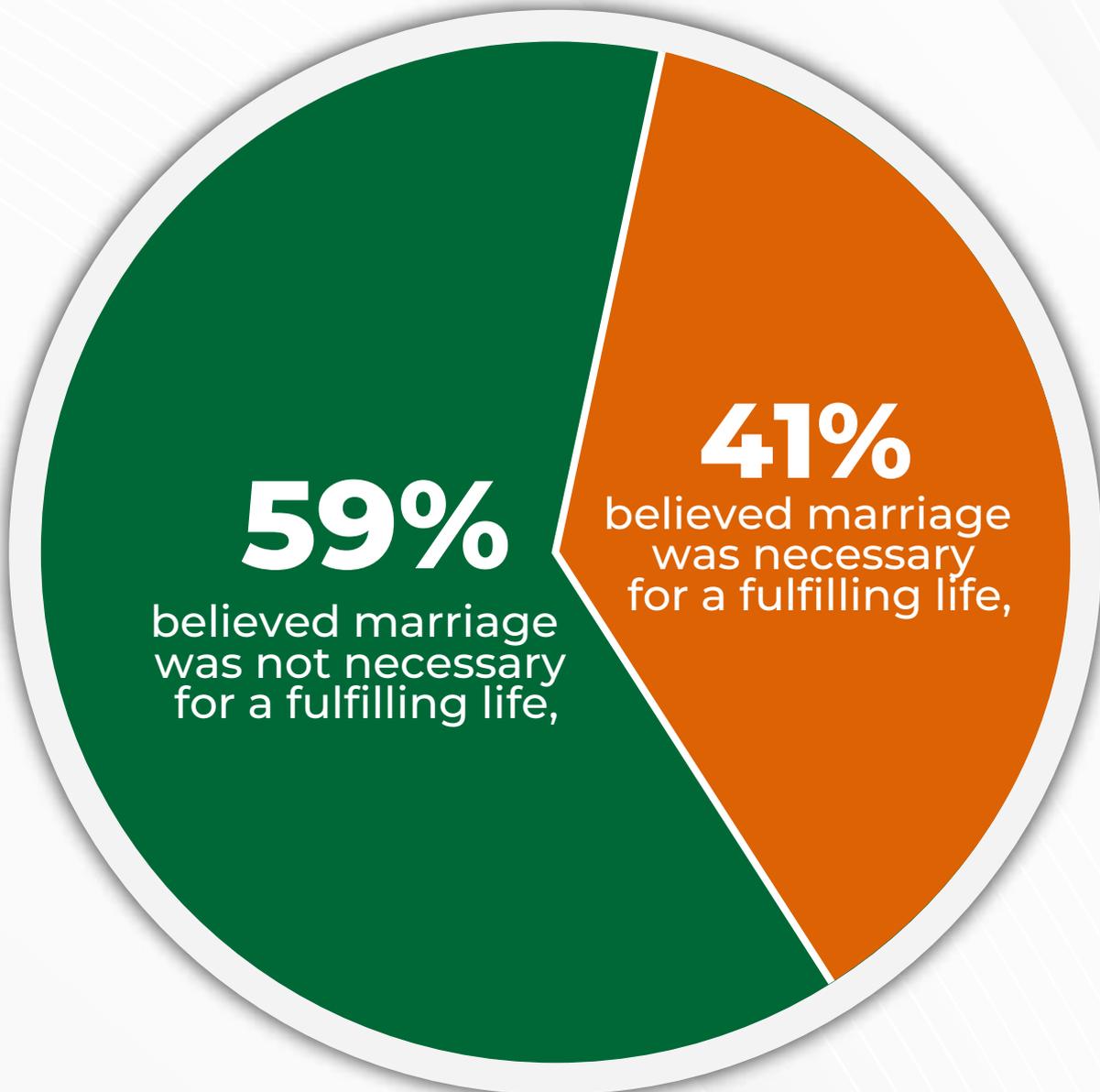
PERCEPTION CHANGES

56% acknowledged that their views on marriage had evolved over time, with 31% reporting a more negative perception and 13% a positive shift



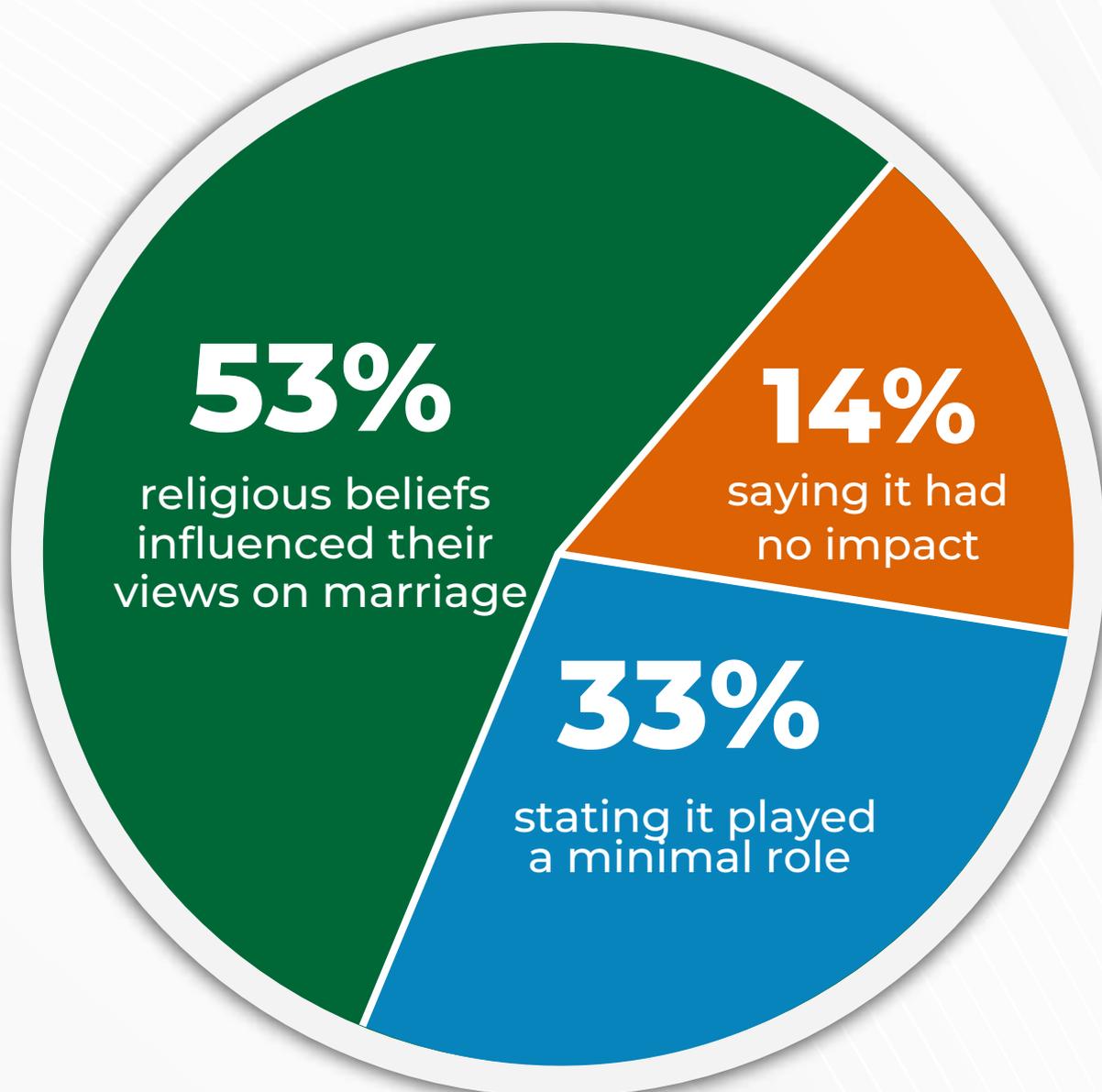
FULFILLMENT WITHOUT MARRIAGE

59% of respondents believed marriage was not necessary for a fulfilling life, with many citing personal achievements and independence as fulfilling factors.



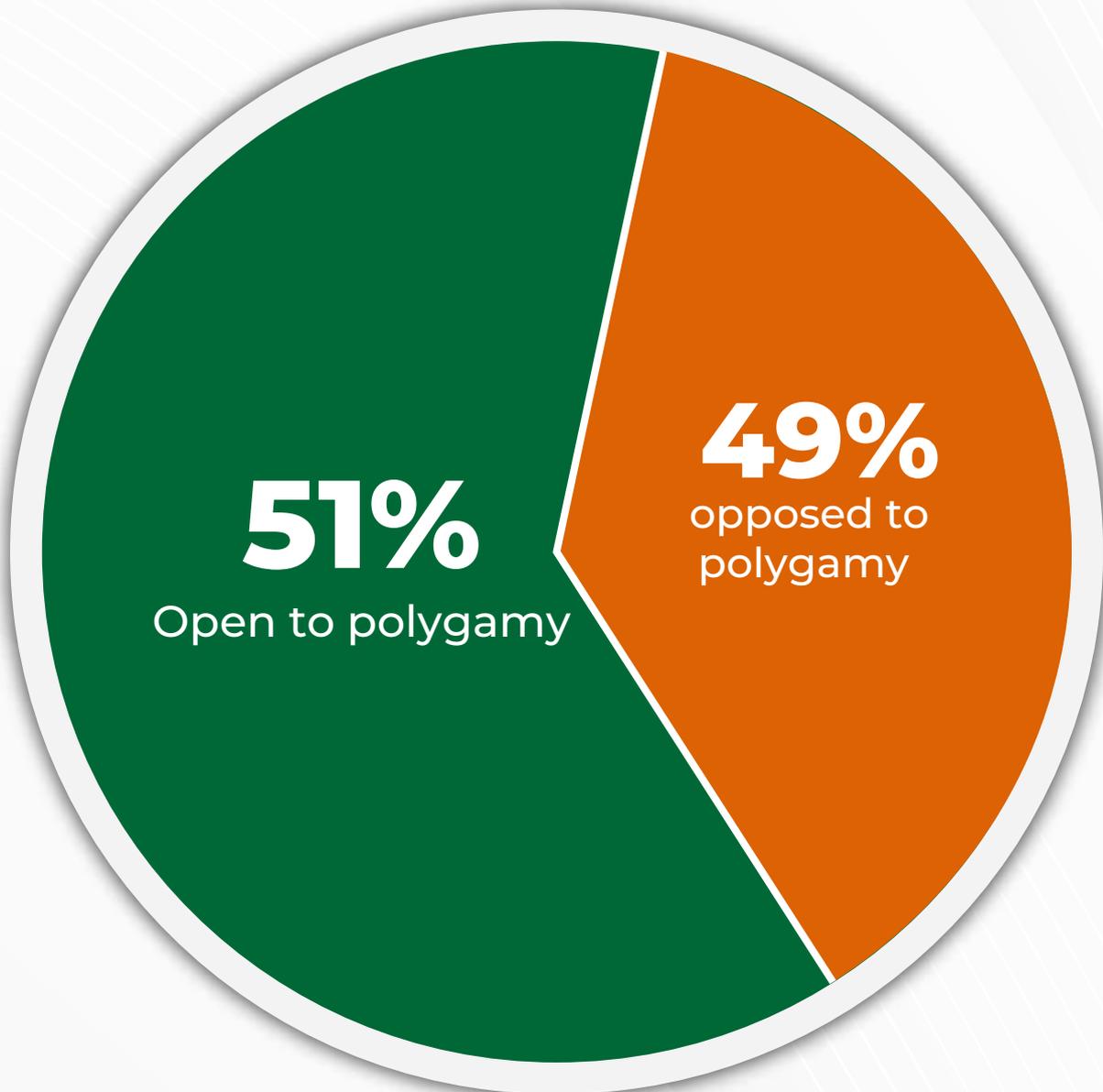
RELIGIOUS INFLUENCE

53% of respondents stated that religious beliefs influenced their views on marriage, with 33% stating it played a minimal role, and 14% saying it had no impact



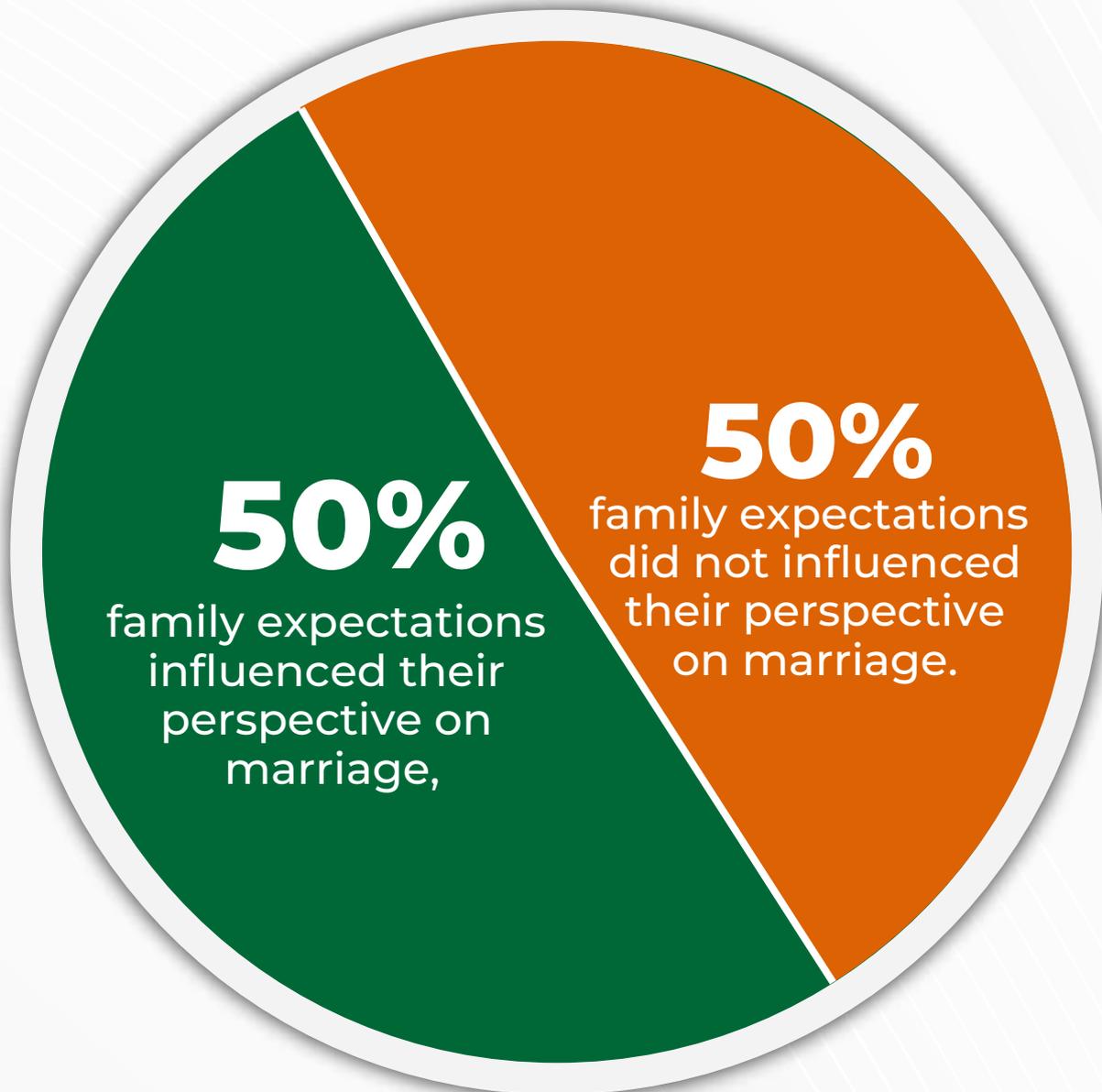
POLYGAMY

51% of respondents expressed their willingness to enter into polygamous marriages provided it would economically transform their lives.



FAMILY EXPECTATIONS

50% reported that family expectations influenced their perspective on marriage, either positively or negatively



50%

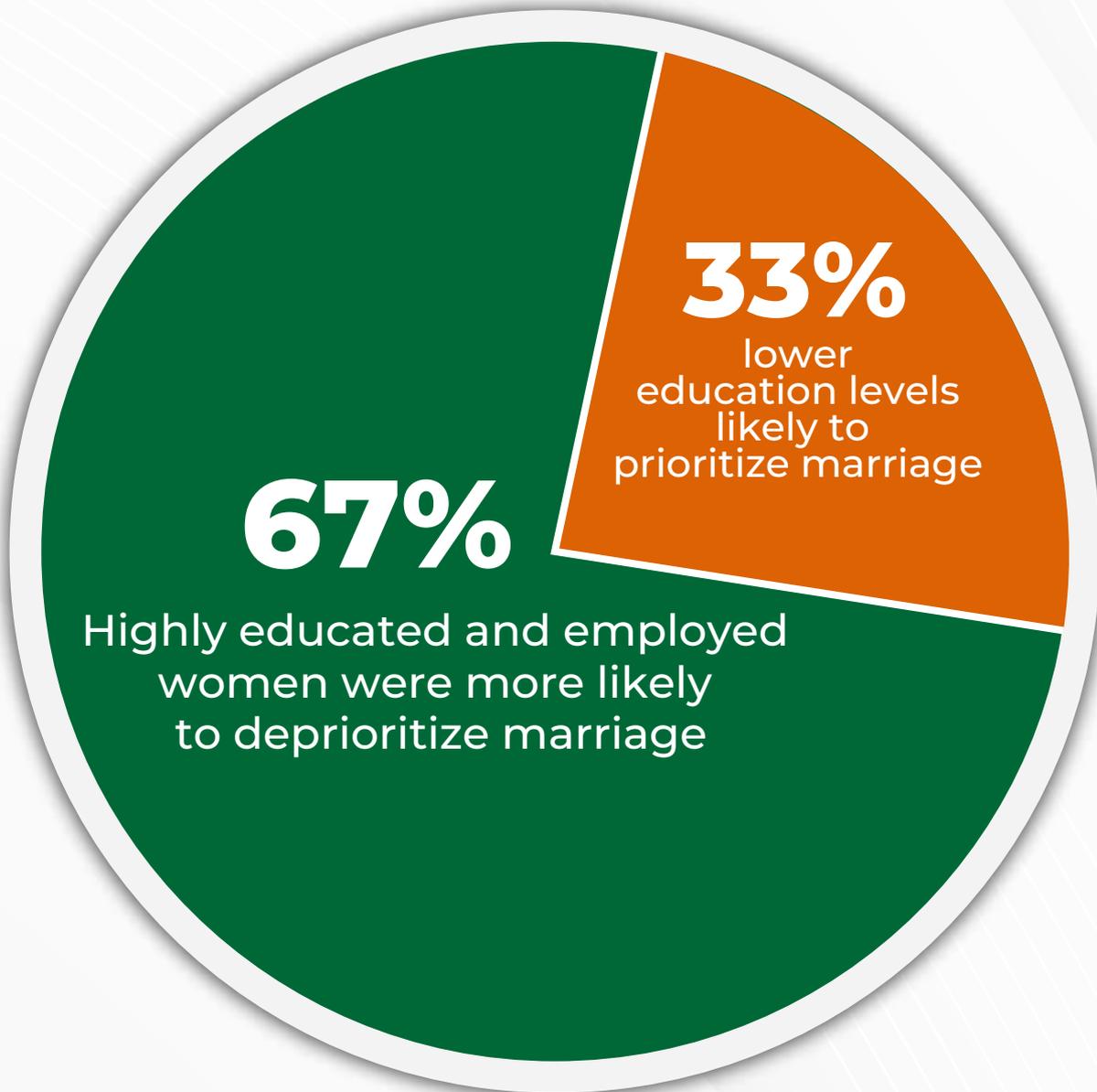
family expectations influenced their perspective on marriage,

50%

family expectations did not influence their perspective on marriage.

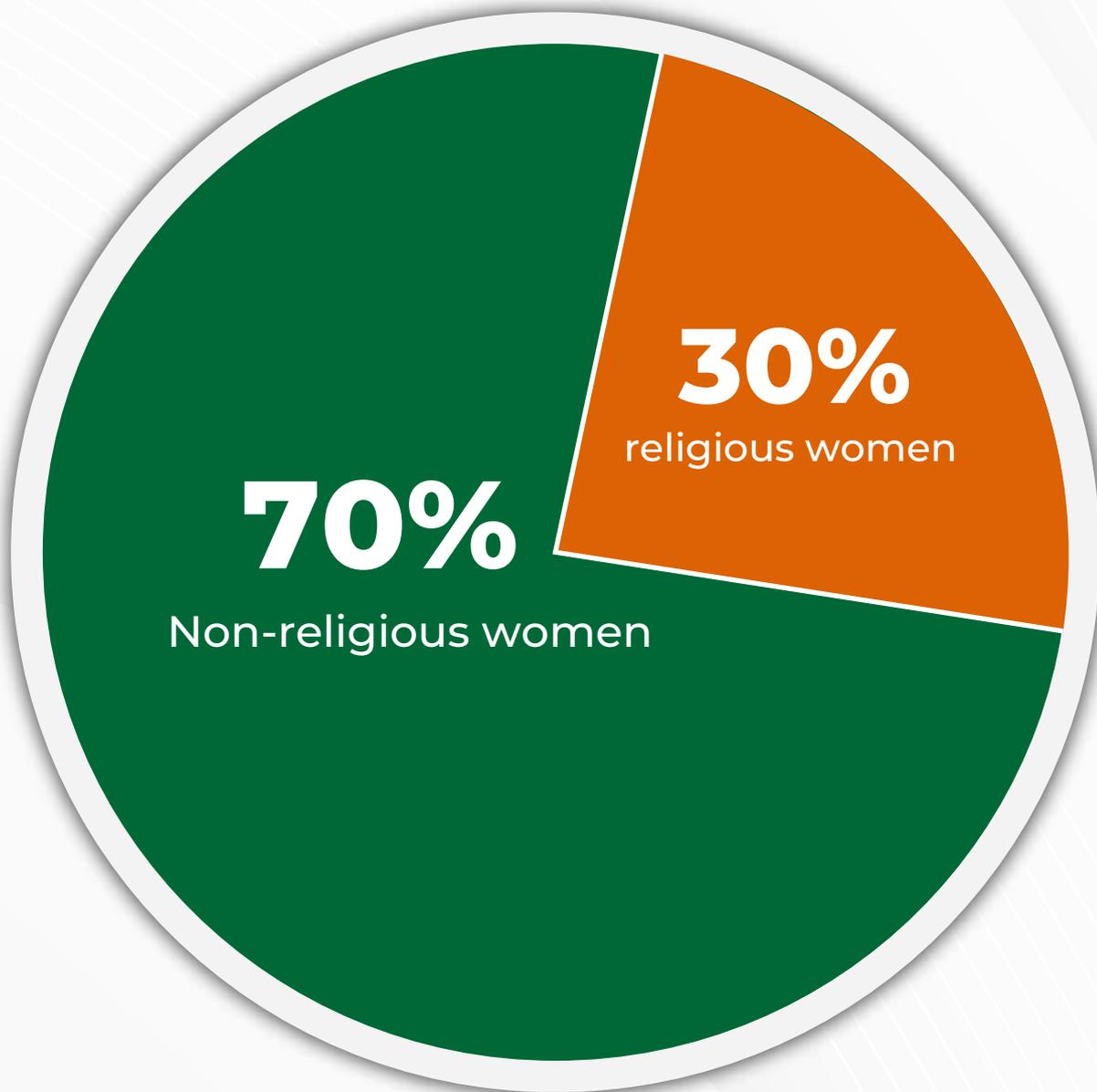
EDUCATION & EMPLOYMENT TRENDS

Highly educated and employed women were more likely to deprioritize marriage (67%) compared to those with lower education levels (33%)



RELIGIOUS VS. NON-RELIGIOUS

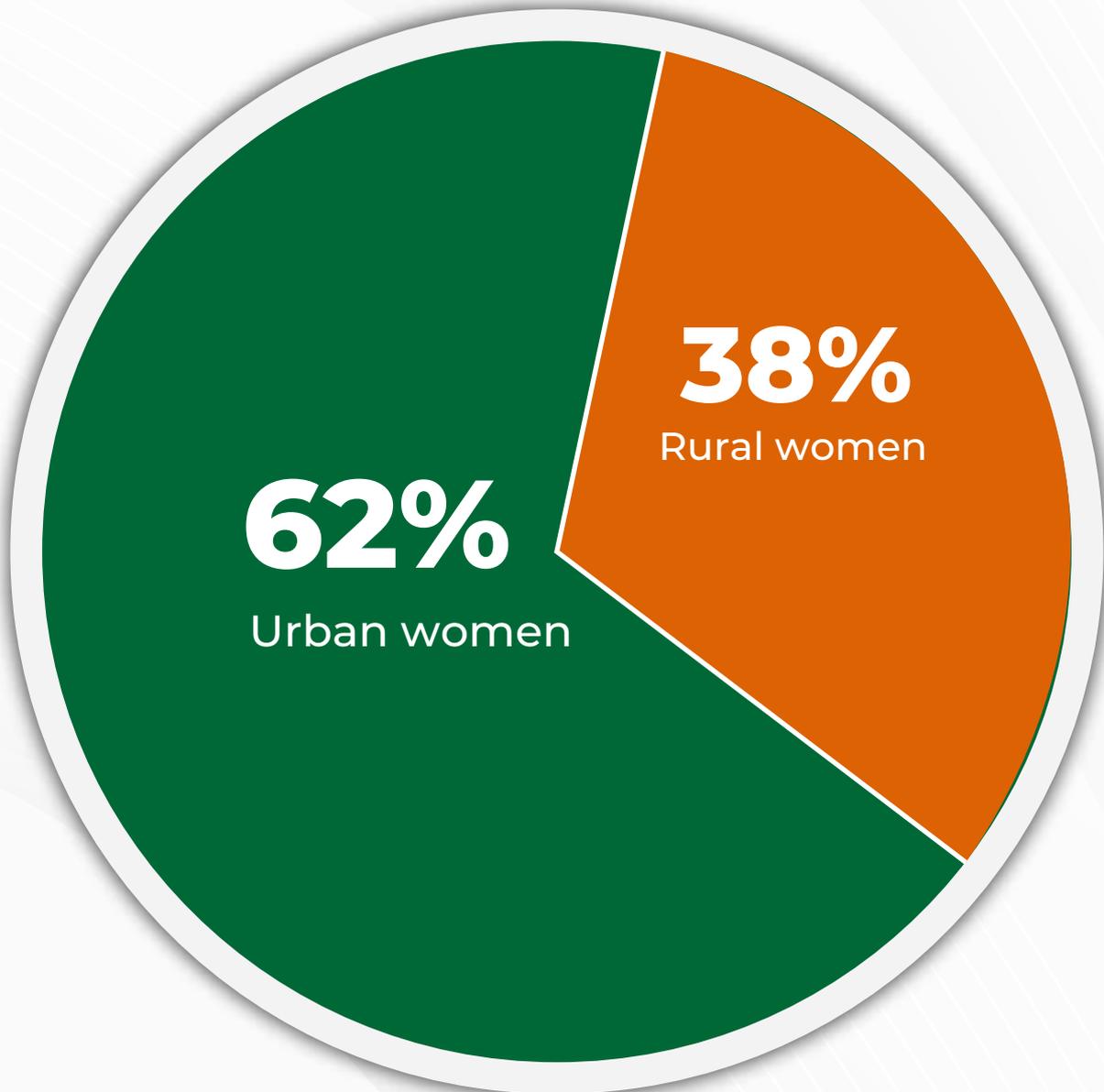
Non-religious women were significantly more likely (70%) to consider marriage unnecessary compared to religious women (30%)



REGIONAL & EDUCATIONAL TRENDS

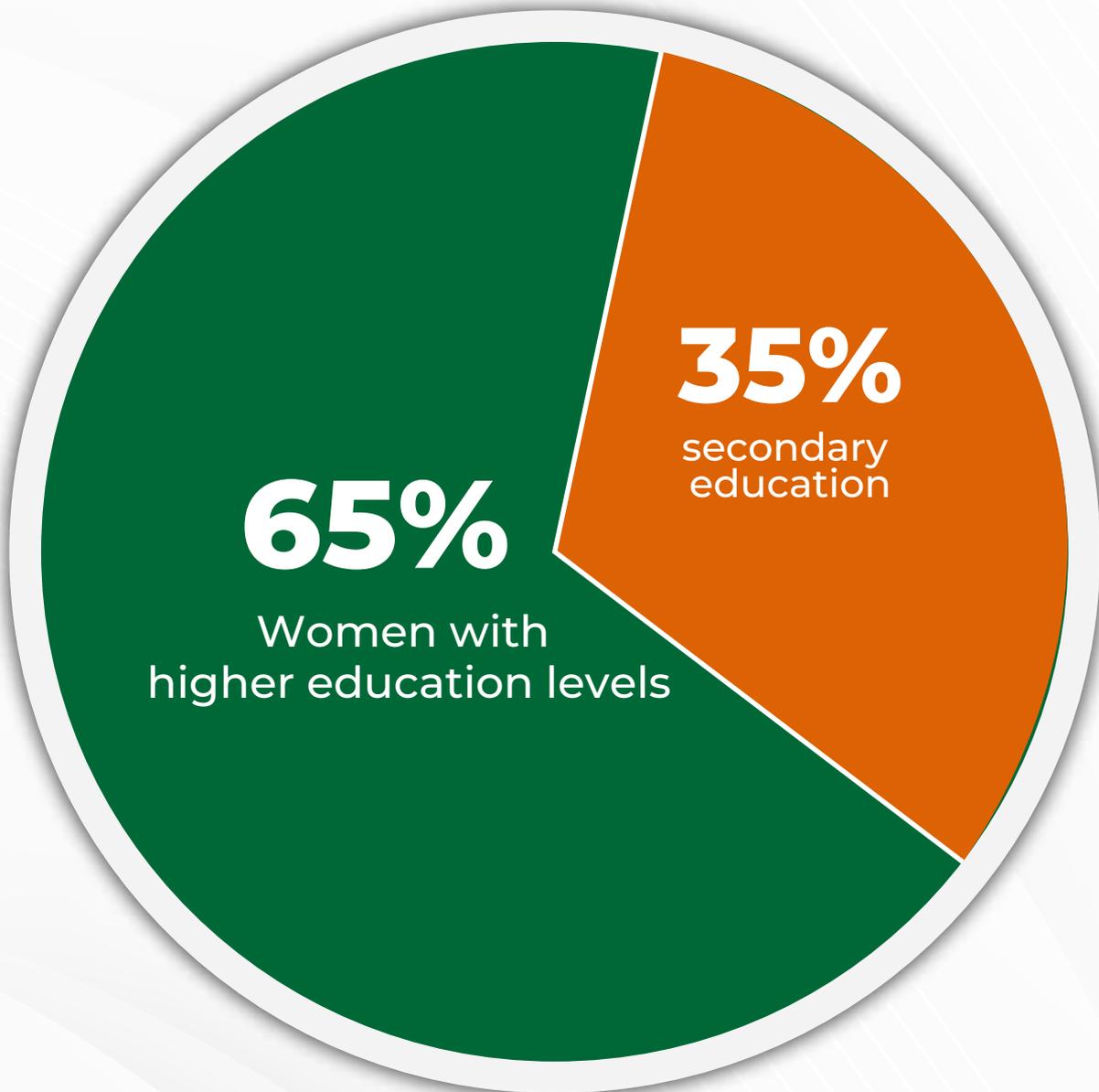
Urban vs. Suburban Divide:

Urban women were more likely to deprioritize marriage (62%) compared to rural women (38%).



Education's Role

Women with higher education levels (university and above) showed a stronger tendency to focus on career growth over marriage compared to those with only secondary education



CONCLUSION

The findings of this poll suggest a significant shift in attitudes toward marriage among women aged 30 and below in Nairobi. While marriage remains a culturally significant institution, evolving aspirations related to career growth, financial independence, and personal freedom are reshaping traditional perspectives.

These insights can serve as a foundation for further studies on changing societal norms and their broader implications on relationships and family structures.



SAMPLE RESPONSES

Anonymous 1:

No, I believe personal growth and career stability are more important at this stage of my life."

Anonymous 2

"Career growth is my priority, and I feel marriage might slow down my professional progress."

Anonymous 3

"I strongly agree. My family often asks when I will settle down."

Anonymous 4

"Negative. Marriage comes with responsibilities that can limit my independence."

Anonymous 5

"If I decide to marry, I would prefer to do so after 30."

Anonymous 6

"Yes, financial stability is essential before making such a commitment."

Anonymous 7

"Yes, negatively. As I grew older, I realized marriage is not necessary for happiness."

Anonymous 8

"Depends on circumstances. For some, it brings happiness; for others, it's not a necessity."

Anonymous 9

"My family expects me to marry early, but I want to focus on personal growth first."

Anonymous 10

"Somewhat. My religion values marriage, but I see it as a personal choice."

Anonymous 11

"I can consider polygamy, but it must be financially worth it."



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