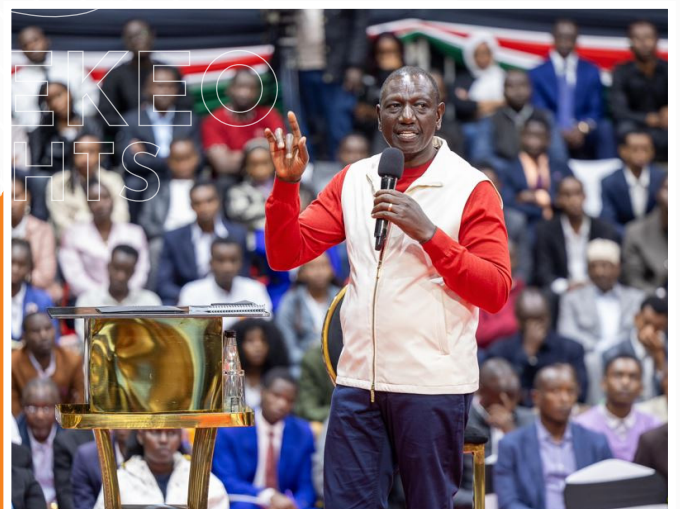




PUBLIC OPINION POLL

PERCEPTION OF KENYANS AGED 30 AND ABOVE TOWARD GEN Zs POST-JUNE 2024 PROTESTS.



MWELEKEO INSIGHTS

Our Core Focus:

A trusted research partner specializing in social, economic, electoral, and policy-related studies in Kenya.

We Conduct:

National surveys, impact assessments, voter behavior analysis, and policy research to amplify citizen voices and inform development strategies.

Ethical Standards:

Adheres to strict ethical research practices, ensuring participant confidentiality, informed consent, and data anonymity.

Our Notable Projects:

Publishes reports on intergenerational dynamics, gender issues, economic policies, and public perception trends such as Attitudes of women aged 30 and below toward marriage.



@MwelekeoKE

www.mwelekeo.com

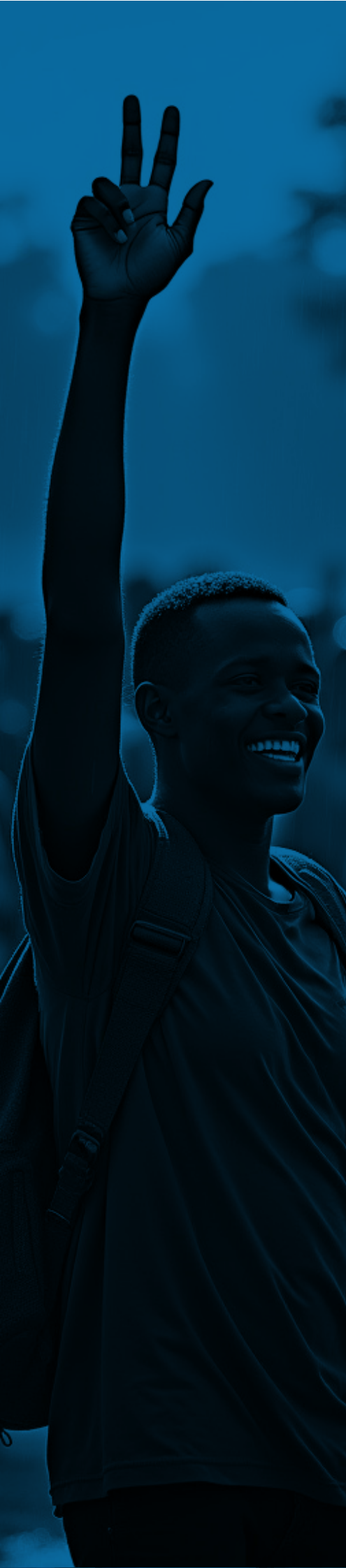


Table of Contents

Executive Summary	4
Introduction and Background	5
Poll Objectives	6
Poll Questions	7
Methodology	8
Demographics	9
Poll Results and Insights	12
Political and Civic Engagement	13
Economic Contributions and Work Ethic	14
Social and Cultural Values	15
Generational Gaps and Opportunities for Collaboration	16
Regional Insights: Rural Vs Urban Sentiment On Gen Zs	17
Gender Insights: Men Vs Women sentiment on Gen Zs	18
Key Takeaways and Recommendations	19
Sample responses and comments	20
Work with Mwelekeo Insights.....	21

EXECUTIVE SUMMARY

This report presents the findings of an opinion poll conducted by Mwelekeo Insights to explore the perceptions and attitudes of Kenyans aged 30 and above toward Gen Zs following the significant social, political, and economic events around and after June 2024. The poll sought to understand how older generations view Gen Zs' influence on politics, work ethic, cultural values, and overall societal impact.

Using a mixed-methods approach that combined surveys, focus group discussions (FGDs), and in-depth interviews (IDIs), the poll gathered insights from diverse demographic groups across Kenya. The findings reveal both generational tensions and opportunities for collaboration, highlighting the need for greater intergenerational understanding to foster social cohesion and inclusive development.



Date of Release:

03 April, 2025



Funding:

Self sponsored



@MwelekeoKE



www.mwelekeo.com

INTRODUCTION AND BACKGROUND

Kenya's social, political, and economic landscape has undergone significant transformations in recent years, with Gen Zs playing an increasingly prominent role in shaping national discourse. Born between 1997 and 2012, Gen Zs are known for their digital savviness, spirited activism, and progressive values. After fierce protests culminating in the withdrawal of the 2023/2024 Finance Bill in June 2024, Gen Z's influence on governance, culture, and the economy has intensified, sparking both admiration and criticism from older generations.

This poll aims to explore how Kenyans aged 30 and above perceive Gen Zs in various spheres, examining generational gaps, shared values, and areas where mutual understanding exists and can be strengthened.



INFORMED CONSENT AND CONFIDENTIALITY STATEMENT

In conducting this study, Mwelekeo Insights followed ethical research standards to attain participants' consent as well as protect their rights, privacy, and confidentiality.

Participants were fully informed about the purpose and process of the study and participated voluntarily, with the freedom to withdraw at any time without coercion or consequences.

To ensure anonymity, identifying information such as names was removed during data processing, and all data was securely stored with limited access to authorized researchers and analysts. Responses were analyzed and reported in aggregate form, with anonymized quotes used where necessary.

Participants gave explicit consent for their data to be used in research reports, policy briefs, and public discussions.



@MwelekeoKE

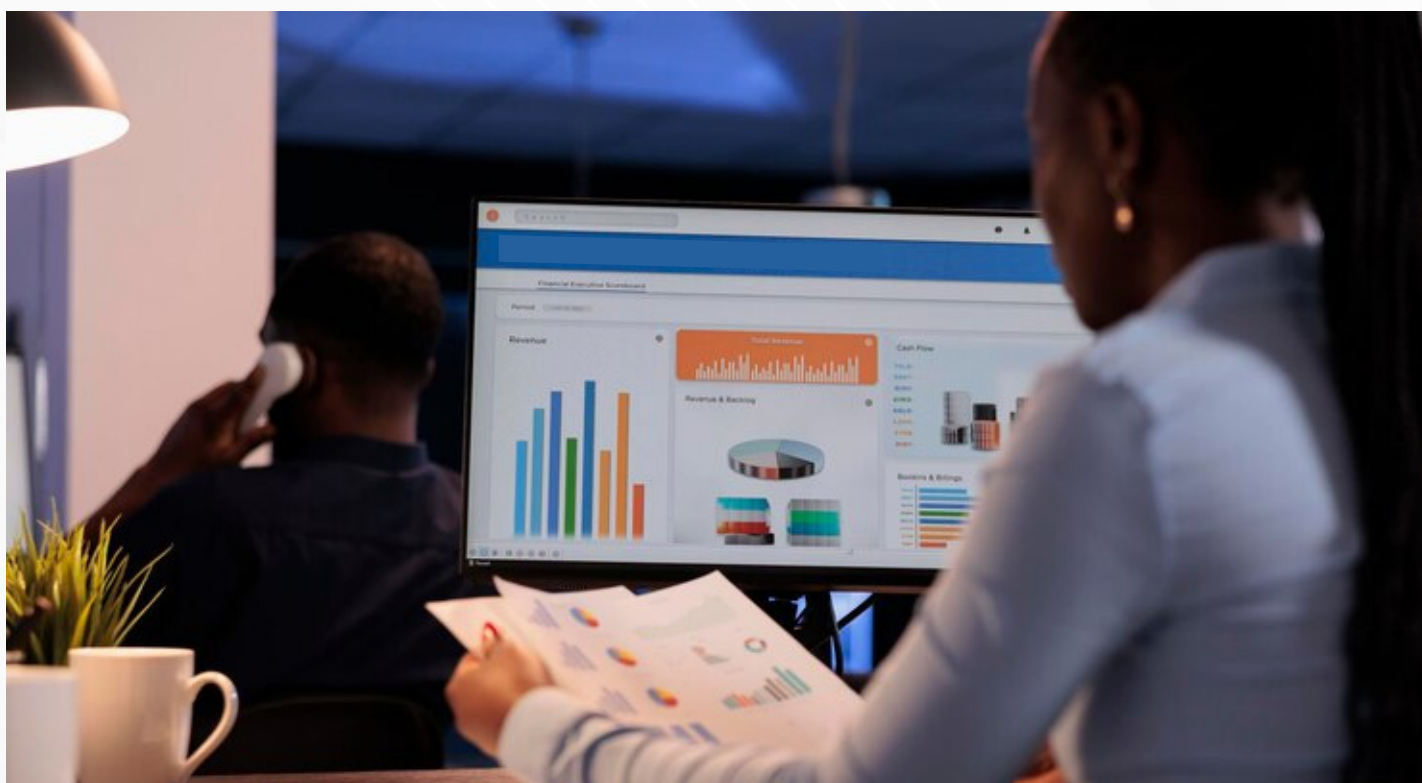
www.mwelekeo.com

POLL OBJECTIVE

The primary objective of this poll is to assess the perception of Kenyans aged 30 and above toward Gen Zs.

The specific objectives include:

- ✔ Assessing attitudes toward Gen Zs' political engagement, leadership potential, and activism.
- ✔ Exploring perceptions of Gen Zs' work ethic, career aspirations, and economic contributions.
- ✔ Understanding opinions on Gen Zs' cultural and social values, including their views on gender, technology, and lifestyle.
- ✔ Analyzing how demographic factors (age, gender, education, income, and geographic location) influence perceptions.
- ✔ Providing recommendations for general understanding and fostering intergenerational collaboration.



POLL QUESTIONS

The poll aimed to answer the following key questions:

- ✔ How do Kenyans aged 30 and above perceive Gen Zs' influence on politics and governance post-June 2024?
- ✔ What are the dominant perceptions regarding Gen Zs' contributions to Kenya's economy, particularly in entrepreneurship and the gig economy?
- ✔ How do older generations view Gen Zs' cultural and social values, including their engagement with technology and social justice issues?
- ✔ Are there significant generational gaps in values, and how do these gaps vary based on demographic factors?
- ✔ What opportunities exist for improving intergenerational understanding and collaboration?



METHODOLOGY



DESIGN

National Quantitative Survey



POPULATION

Kenyan adults aged 30 and above



SAMPLE SIZE

16,800 respondents



SAMPLING METHODOLOGY

Stratified random sampling to ensure proportional representation across Kenya's 47 counties, urban/rural divides, gender, and age groups. Respondents via telephone interviews, online surveys, and face-to-face interviews in underserved areas to ensure inclusivity.



DATE OF FIELDWORK

March 1- March 20, 2025



MARGIN OF ERROR

$\pm 0.8\%$ at a 95% confidence level.



DATA ANALYSIS

Quantitative data analyzed using statistical tools to generate descriptive and inferential statistics; qualitative data underwent thematic analysis to extract key insights. Findings synthesized to provide a comprehensive picture of intergenerational perceptions and dynamics.

DEMOGRAPHICS

AGE DISTRIBUTION

30-35 years

(48%)

Represents younger adults likely to interact closely with Gen Zs in workplaces and digital spaces, offering insights into evolving societal norms.



36-45 years

(34%)

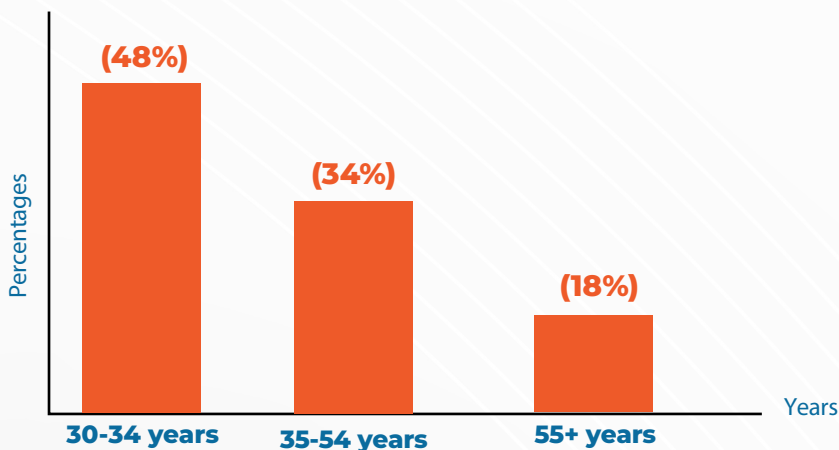
Captures middle-aged Kenyans balancing traditional values with exposure to Gen Z-driven trends.



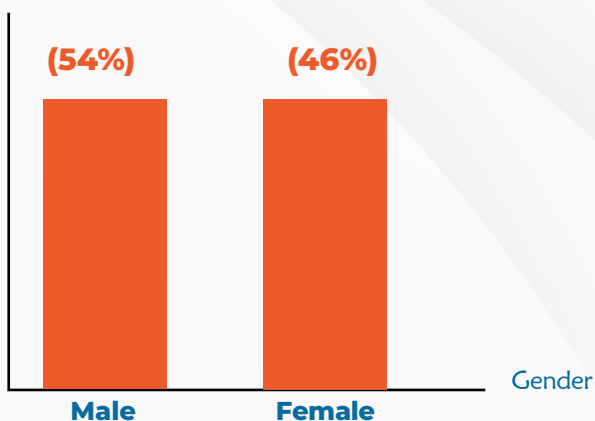
46+ years

(18%)

Reflects older generations prioritizing stability, often holding contrasting views on Gen Zs' activism and cultural shifts.



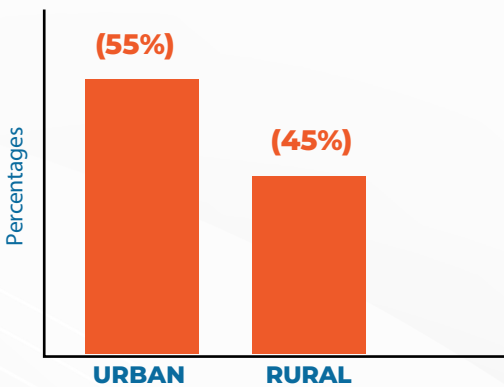
GENDER REPRESENTATION



Balanced gender representation (50% male, 50% female) ensures diverse perspectives on Gen Zs' impact across social, economic, and political spheres.

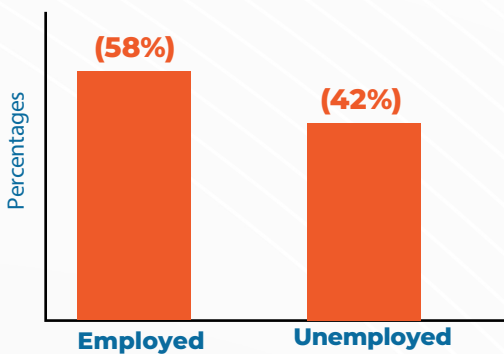
GEOGRAPHIC SETTING:

(Urban / Rural)



Urban respondents, more exposed to Gen Z-led digital activism and gig economy trends, may hold different views compared to rural respondents, who might prioritize traditional values and face limited interaction with Gen Z innovations.

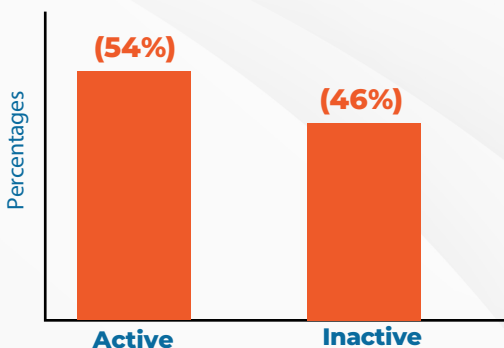
EMPLOYMENT STATUS:



58% Insights from working professionals highlight perceptions of Gen Zs' work ethic and integration into formal sectors.

42% Reflects views on Gen Zs' economic resilience in informal and gig economies.

POLITICAL ACTIVITY:

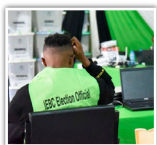


54% Politically aware citizens who vote, and closely follow the political developments in the country

46% Not politically active citizens who prioritize economic and other social concerns

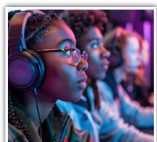
KEY AREAS OF INQUIRY

The study focused on the following key thematic areas:



Gen Zs' Political and Civic Engagement

- ✔ Perceptions of Gen Zs' political participation, leadership potential, and activism.
- ✔ Views on Gen Zs' role in shaping Kenya's political future post-June 2024.



Gen Zs' Economic Contributions and Work Ethic

- ✔ Opinions on Gen Zs' career choices, work ethic, and involvement in the gig economy and entrepreneurship.
- ✔ Perceptions of how Gen Zs navigate economic challenges such as unemployment and inflation.



Gen Zs' Social and Cultural Values

- ✔ Views on Gen Zs' values related to technology use, social media engagement, and lifestyle choices.
- ✔ Perceptions of generational differences in attitudes toward gender, mental health, and social justice.



Generational Gaps and Opportunities for Collaboration

- ✔ Identification of key generational gaps in values, attitudes, and expectations.
- ✔ Suggestions for fostering better intergenerational dialogue and understanding.

POLL RESULTS AND INSIGHTS

01 POLITICAL AND CIVIC ENGAGEMENT

Findings revealed mixed perceptions of Gen Zs' political engagement. While some respondents admired their activism and willingness to challenge the status quo, others expressed concerns about their perceived lack of experience and pragmatism.

02 ECONOMIC CONTRIBUTIONS AND WORK ETHIC

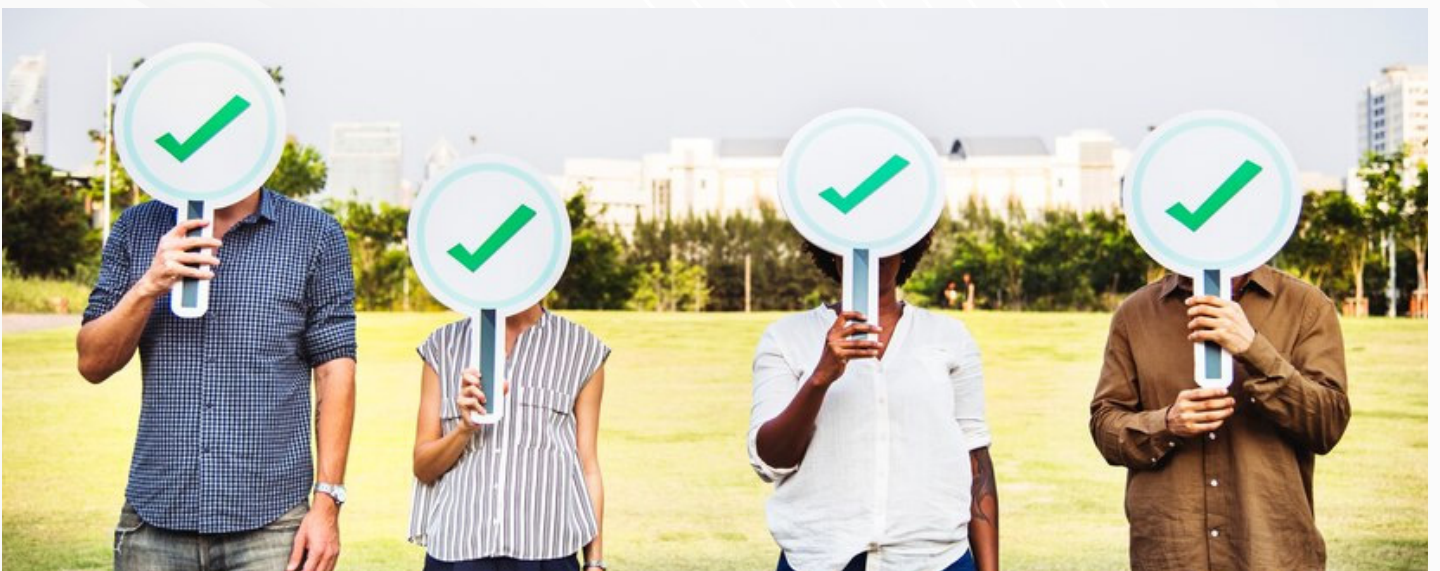
Many respondents acknowledged Gen Zs' entrepreneurial spirit and adaptability in the gig economy. However, some viewed them as less committed to traditional career paths and more prone to job-hopping.

03 SOCIAL AND CULTURAL VALUES

Older generations expressed both admiration and scepticism toward Gen Zs' progressive values, particularly regarding gender equality, mental health awareness, and social justice.

04 GENERATIONAL GAPS AND OPPORTUNITIES FOR COLLABORATION

The poll identified key generational gaps in values, attitudes, and expectations but also highlighted areas where collaboration and mutual learning could be fostered.

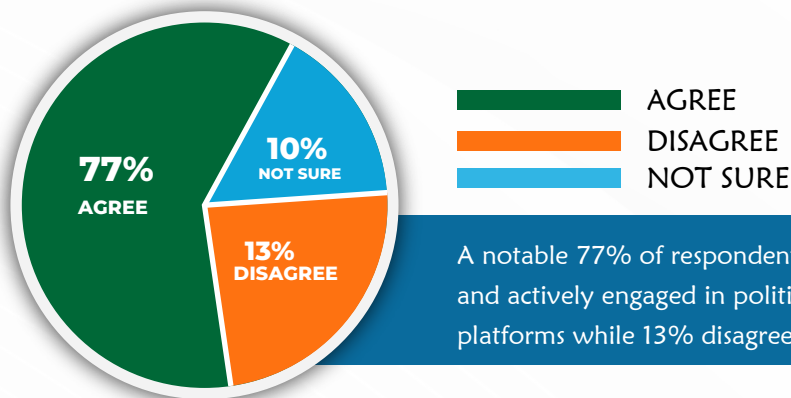


FINDINGS:

POLITICAL AND CIVIC ENGAGEMENT

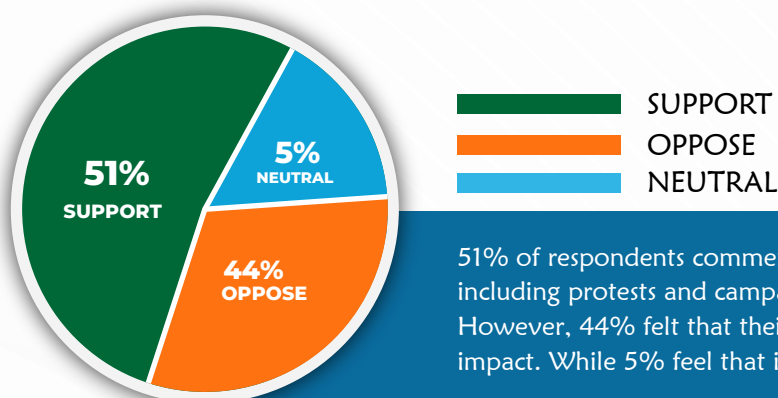
The poll revealed diverse perspectives on Gen Zs' role in Kenya's political and civic landscape.

HIGH POLITICAL AWARENESS



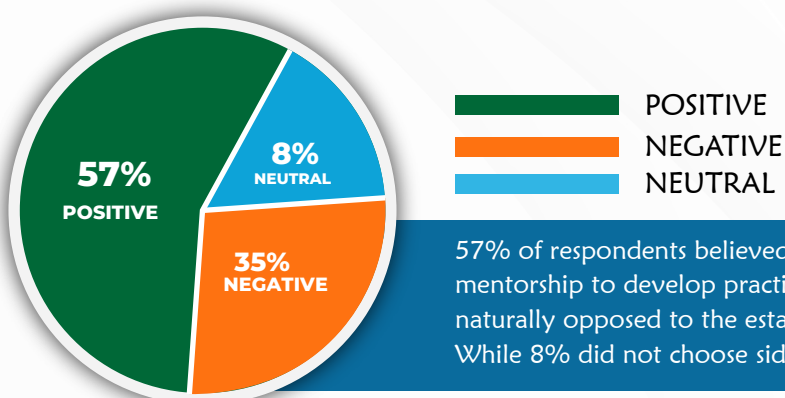
A notable 77% of respondents acknowledged that Gen Zs are politically aware and actively engaged in political discourse, especially on social media platforms while 13% disagreed and 10% were unsure.

STRUCTURED ACTIVISM



51% of respondents commended Gen Zs for their structured and bold activism, including protests and campaigns addressing governance and social justice issues. However, 44% felt that their activism lacks structure and might affect its long-term impact. While 5% feel that it is neither structured nor unstructured.

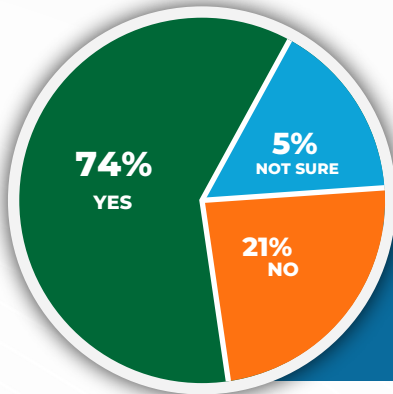
LEADERSHIP POTENTIAL:



57% of respondents believed that Gen Zs have leadership potential but need mentorship to develop practical governance skills. 35% believed that Gen Zs are naturally opposed to the establishment and wouldn't be interested in leading. While 8% did not choose sides.

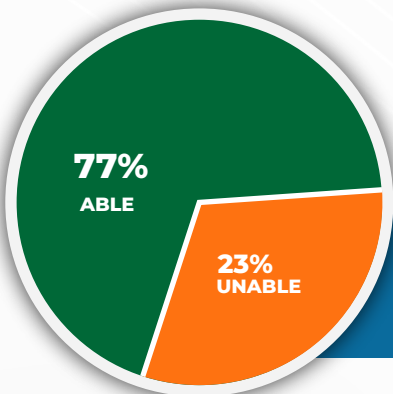
ECONOMIC CONTRIBUTIONS AND WORK ETHIC

ENTREPRENEURIAL SPIRIT



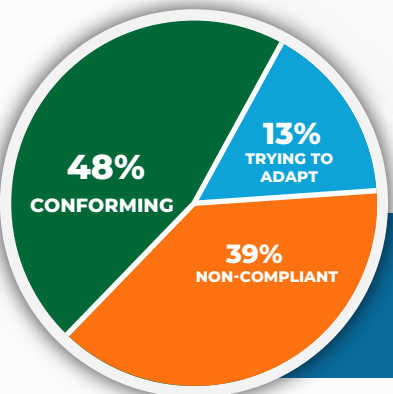
74% of respondents acknowledged Gen Zs' innovative approach to earning a living, particularly through online businesses, freelancing, and content creation. On the contrary, 21% of the respondents thought of Gen Zs as a lazy generation and are lacking entrepreneurial spirit. While 5% were unsure.

ADAPTABILITY IN ECONOMIC CHALLENGES



Many respondents praised Gen Zs for their adaptability in navigating economic challenges, particularly in the face of high youth unemployment and inflation. While 23% thought of the Gen Zs as not adaptable.

ALIGNING WITH ORGANIZATIONAL NORMS

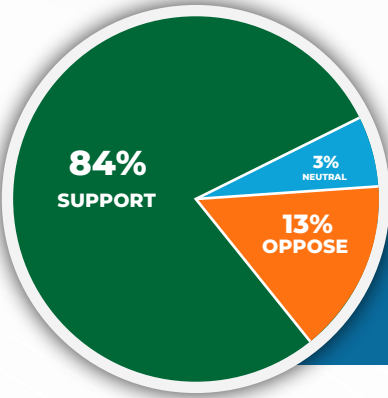


48% of participants (older generations) agree that Gen Zs conform to traditional organizational norms at workplaces, with 13% believing that Gen Zs are trying to adapt and conform. However, 39% think Gen Zs are generally non-compliant in organizations.

SOCIAL AND CULTURAL VALUES



PROGRESSIVE VALUES



- SUPPORT
- OPPOSE
- NEUTRAL

84% of respondents viewed Gen Zs as progressive, particularly regarding gender equality, sexual rights, mental health awareness, and environmental sustainability.

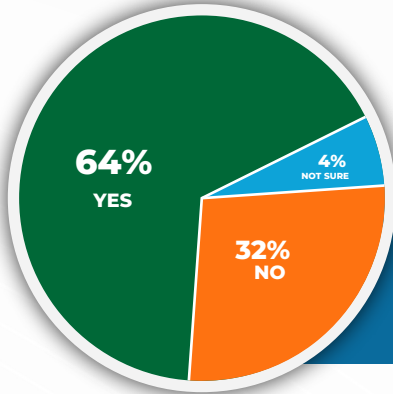
AMPLIFYING ECONOMIC GROWTH



GENERATIONAL GAPS AND OPPORTUNITIES FOR COLLABORATION



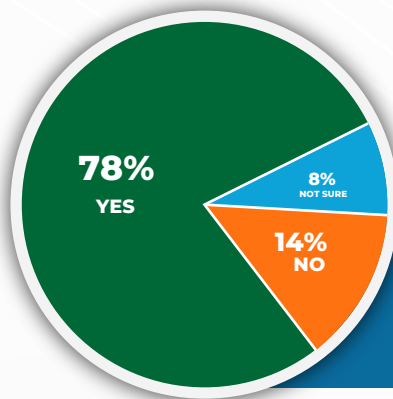
STARK DIFFERENCES BETWEEN GEN ZS' AND OLDER GENERATIONS' WORK ETHIC LIFESTYLE AND COMMUNICATION STYLES



- YES
- NO
- NOT SURE

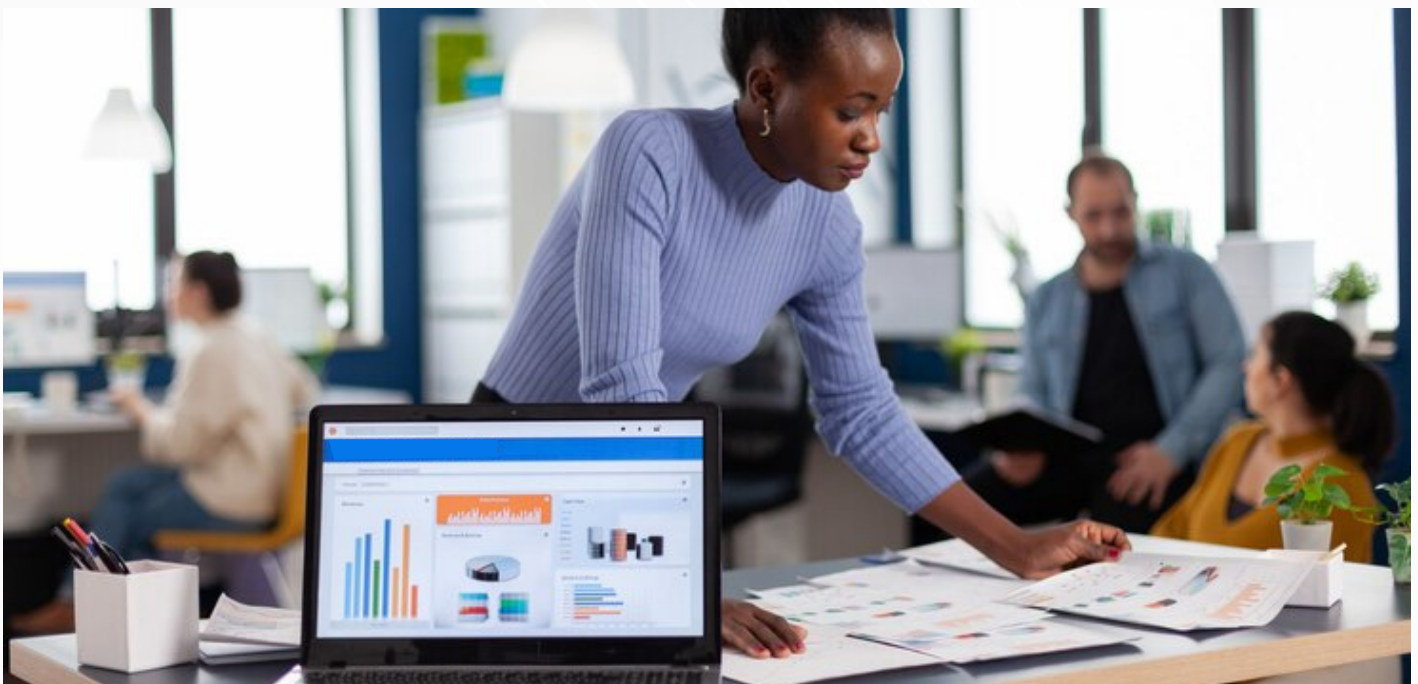
64% of respondents noted considerable differences in work ethic, lifestyle, and communication styles between Gen Zs and older generations. 32% did not see any differences while 4% were unsure.

AREAS FOR COLLABORATION BETWEEN GEN Zs AND OLDER GENERATIONS:



- YES
- NO
- NOT SURE

78% of respondents showed optimism in the bridging of intergenerational gaps and suggested that mentorship programs, intergenerational dialogue, and collaborative projects as ways of achieving this. 14% rejected chances of collaboration, while 8% were unsure.



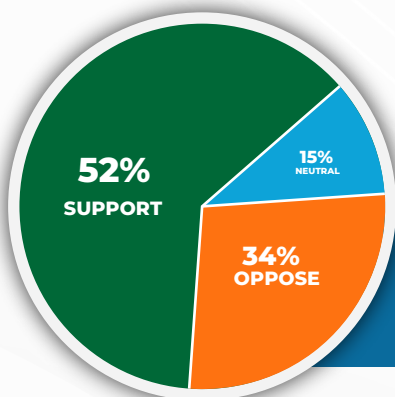
REGIONAL INSIGHTS:



RURAL VS URBAN SENTIMENT ON GEN Zs

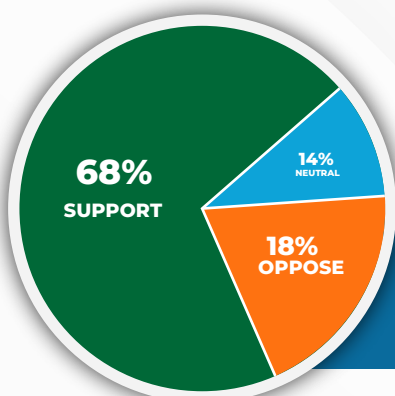
GEN Zs AS AGENTS OF POSITIVE SOCIO-ECONOMIC AND POLITICAL CHANGE

► RURAL DWELLERS



52% of rural dweller agree in the power of Gen Zs to bring about positive socio-economic and political change, while 34% do not agree and 15% are uncertain.

► URBAN DWELLERS



68% of urban dwellers agree that Gen Zs are a powerful force for positive socio-economic and political change, while 18% oppose and 14% had mixed feelings.

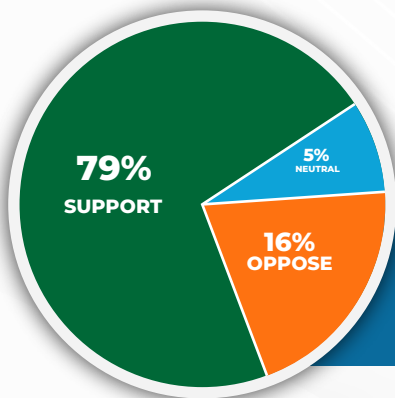
GENDER INSIGHTS:



MEN VS WOMEN SENTIMENTS ON GEN Zs

GEN Zs AS AGENTS OF POSITIVE SOCIO-ECONOMIC AND POLITICAL CHANGE

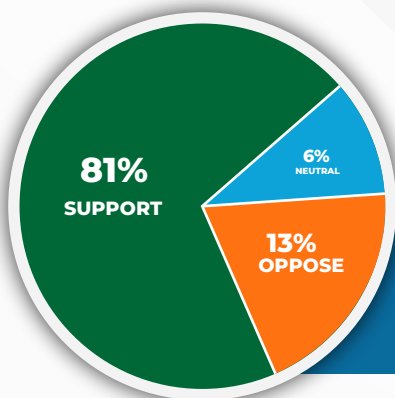
► MEN'S SENTIMENTS



■ SUPPORT
■ OPPOSE
■ NEUTRAL

79% of male participants support Gen Zs as agents of positive socio-economic and political change, 16% oppose them while 5% remained neutral.

► WOMEN'S SENTIMENTS



■ SUPPORT
■ OPPOSE
■ NEUTRAL

81% of female participants support Gen Zs as agents of positive socio-economic and political change while 13% dismissed the notion and 6% shared mixed feelings.

KEY TAKEAWAYS

Mixed Perceptions on Political Engagement

Many older Kenyans appreciate Gen Zs' activism and bold participation in politics. However, some express concerns over perceived inexperience and the prioritization of idealism over pragmatism.

Acknowledgment of Gen Zs as a powerful Political Force

Many older Kenyans acknowledge the power of Gen Zs to influence political action and governance. Some, however, are sceptical in the organization and future

Acknowledgment of Economic Adaptability

Gen Zs are recognized for their entrepreneurial spirit and ability to thrive in the gig economy. While some respondents admire this adaptability, others question their commitment to traditional career paths.

Generational Gaps in Social and Cultural Values

Significant differences exist in attitudes toward gender equality, technology use, and mental health awareness. Gen Zs' progressive values are seen as refreshing by some, but others view them as a challenge to traditional norms.

Demographic Variations in Perceptions

Opinions vary based on factors such as age, gender, income level, and geographic location, indicating that perceptions of Gen Zs are influenced by respondents' lived experiences and socioeconomic contexts.

Recommendations

Based on the poll results, the following recommendations are proposed:

▶ **Encourage intergenerational dialogue**

▶ **Promote civic education**

▶ **Support youth entrepreneurship**

▶ **Foster mutual understanding**

▶ **Foster inclusion in governance and decision making**

SAMPLE RESPONSES AND COMMENTS



- ✔ “Gen Zs have really put the government on toes. They are the real opposition Kenyans can count on.”
- ✔ “I admire the courage of Gen Zs. They put Kenya on the world map in June 2024.”
- ✔ “Disrespectful to the core. Hawataenda mbali”
- ✔ “With Gen Zs at your work-place, you don’t need unions to defend your interests. The Gen Zs will speak without caring.”
- ✔ “These ones grew on cerelac and are leaving jobs everyday. There’s no future.”
- ✔ “Gen Zs are a lost generation who don’t respect elders and have sex like greetings”
- ✔ “Mimi audacity ya Ma Gen Z ni kitu na admire sana. Hawaeki mtu.”
- ✔ “That handshake boss had to ‘consult’ just because of Gen Zs. A new dawn for Kenya”
- ✔ The Gen Z hype is a short-lived excitement. They have no tangible agenda and will be quickly forgotten.
- ✔ “They are our children and we must support them in turning things around.”

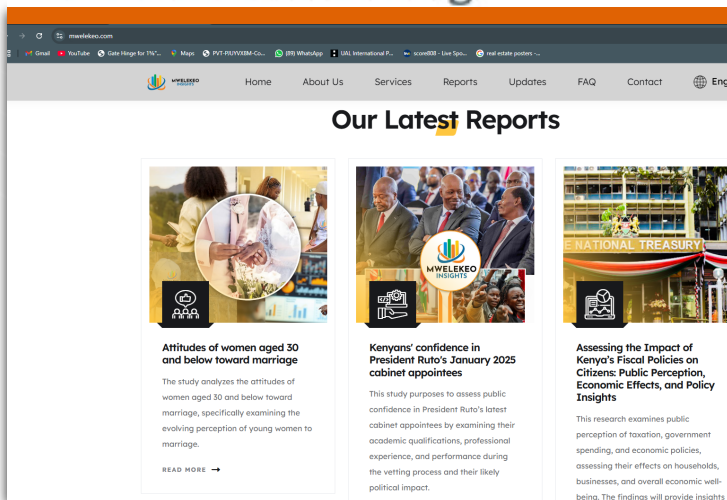
MWELEKEO INSIGHTS

For you **Trending** News

1 · Trending in Kenya
Mwelekeo Insights

4,401 posts

2 · Politics · Trending



We welcome you to consult and partner with us in:

Social and Economic Research;

Conducting research and providing data and insights on social, economic, and policy issues that impact everyday life, such as employment, education, gender, healthcare, and cost of living.

Impact Assessment (Monitoring and Evaluation);

Evaluating the effectiveness of development programs, government projects, and donor-funded initiatives to ensure they deliver real impact and improve lives as primarily intended.

Electoral and Political Research;

Conducting opinion polls, voter behaviour analysis, and governance research to amplify citizen voices, enhance transparency, and strengthen democracy.

Mwelekeo Insights – your trusted research partner.



@MwelekeoKE

www.mwelekeo.com