How do young people experience the transition from learning to earning?

Kenya – April 22
How do young people experience the transition from learning to earning in Kenya?

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Reminder of the brief

Challenge

Context
IREX need to understand how do young people experience the transition from learning to earning in Kenya.

To do so, we have analyzed:

1. **What is their relationship to work?** (How they see work, where they currently are (still researching, employed, etc.) and the importance given to formal works / field of study ...)

2. **What emotions / difficulties** (political context, Covid, etc.) **did they experience during their job search** (if they were personally affected by this job search)?

3. **What kind of support is needed to help today’s youth succeed in their learning to earning journey?**

Solution

U&A Study
15 questions
Answers collected from 29.03 to 06.04.22

Click here to view questionnaire
Click here to view the dashboard

Criterias
1926 respondents representative of the Kenyan population in age and gender including 444 respondents between 18 and 34 years old who have passed secondary education.

Understanding the report

A method of calculation used to validate behavioral characteristics. It allows to identify higher or lower gaps between a sub-target and the rest of the sample. It will be materialized by red or green square.

Exemple: "19% of 45-54 age group quoted "Brand", a significantly higher gap compared to 12% (overall citation)"
Foreword

Who are they?
21% of the Kenyan population is within our target audience: they are between 18 and 34 years old and have passed secondary education:

Young graduates in Kenya are mainly women and a majority are between 18 and 23 yo. They have mainly completed higher education, a technical or vocational school or 4 years of university.
Part 1

What is their relationship to work?
How do young people experience the transition from learning to earning?
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If they all continued their studies after secondary education, only 43% earned money in the last 2 weeks – but this rate is higher among the 30-34 yo: 58% earned an income in the last two weeks.

Unfortunately, the vast majority of those without income are still looking for work.

Among those who are employed, most are self-employed (nearly 40%).

There was no significant difference by profile.

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**What is their relationship to work?**

**Among young Kenyans, 43% earned an income in the last two weeks:**

- **Formal work in my field of study:** 26%
- **Formal work not in my field of study:** 16%
- **Informal work:** 10%
- **Both formal and informal work:** 10%
- **Self-employed:** 38%

**But 57% didn’t:**

- **Still looking for work:** 11%
- **Not searching for work:** 89%

Base: 444 respondents

**Question:** Have you earned an income in the last two weeks? [Simple]
Respondents agree that work is a means to lead a meaningful life by impacting others and to learn and grow. The 30-34 age group see work more as a way to have fun than a way to earn respect.

For young Kenyans, work is a means to:

- Lead a meaningful life by impacting others: 41%
- Learn and grow: 39% (28% 30-34 yo)
- Get financial compensation: 27% (10% Vocational/technical school)
- Gain respect, social status and belonging: 16% (8% 30-34 yo)
- Share who I am and my talents: 15%
- Gain freedom and choices: 13%
- Enjoy myself: 10% (19% 30-34 yo)
- Other: 2%

Base: 444 respondents
Question: For you, work is a means to...? [Multi]
And this work should not be just any work!
Indeed, it is really important to have a job:
- In their field of study
- A formal work.
This is especially true for those who are currently doing formal work or both formal and informal work.

For young Kenyans, it is really important to do a job in their field of study:

<table>
<thead>
<tr>
<th>3 or less</th>
<th>4 to 6/10</th>
<th>7 to 10/10</th>
</tr>
</thead>
<tbody>
<tr>
<td>7%</td>
<td>14%</td>
<td>79%</td>
</tr>
</tbody>
</table>

Especially for the ones who do a formal work: 89% of them gave 7 to 10 out of 10! This rate is significantly higher than the average (79%).

And to do a formal work!

<table>
<thead>
<tr>
<th>3 or less</th>
<th>4 to 6/10</th>
<th>7 to 10/10</th>
</tr>
</thead>
<tbody>
<tr>
<td>9%</td>
<td>20%</td>
<td>70%</td>
</tr>
</tbody>
</table>

Especially for the ones who do both formal and informal work: 96% of them gave 7 to 10 out of 10! This rate is significantly higher than the average (70%).
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Only a few have an informal job: 4% have informal work and 4% have both (formal and informal).
If they do so, it’s mainly to gain practical work experience and skills.

There was no significant difference by profile, which means that it affected everyone more or less the same way.

What is their relationship to work?
Warning: low basis

The main reason to secure an informal work is to gain practical work experience and skills, for a third of young Kenyans.

- To gain practical work experience and skills: 35%
- To become self-employed (consulting or start your own business/non-profit): 26%
- To gain more professional contacts: 24%
- To advance my career goals: 23%
- To get additional income: 20%
- Did not find formal work: 8%
- Other: 5%
- Did not find work related to my field of study: 3%

Warning: low basis / Base: 34 respondents

Question: Rank the following options based on what motivated you to secure informal work? [Ranking]
Part 2
What emotions / difficulties did they experience during their job search?
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Whether or not they have found a job, their emotional wellbeing has been affected by this job search. Indeed, only 11% consider that this job search did not affect their emotional wellbeing at all.

What emotions / difficulties did they experience during their job search?

This job search was not so simple... **64%** of young Kenyans consider that their job search affected their emotional wellbeing.

![Bar chart](chart.png)

**Question:** Has your search for work affected your emotional wellbeing i.e. your ability to have a positive mindset, cope with and adapt to adversity or stressful situations? [Simple]

Base: 444 respondents
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But even if it was difficult, they felt hope during this job search.

Negative feelings are much less quoted on average, except for those who clearly felt affected by this job search.

The ones who currently have a formal job in their field experienced more satisfaction than the average. The opposite is true for those who are still looking for a job.

What emotions / difficulties did they experience during their job search?

Overall, they mostly experienced hope in this research.

Question: Experiencing many different negative and positive emotions is a natural part of being human. How often, if at all, did your search for work make you experience the following emotions?

<table>
<thead>
<tr>
<th>Emotion</th>
<th>4 to 5/5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satisfied</td>
<td>26%</td>
</tr>
<tr>
<td>Hopeful</td>
<td>56%</td>
</tr>
<tr>
<td>Confused</td>
<td>32%</td>
</tr>
<tr>
<td>Hopeless</td>
<td>29%</td>
</tr>
<tr>
<td>Frustrated</td>
<td>38%</td>
</tr>
<tr>
<td>Sad</td>
<td>34%</td>
</tr>
<tr>
<td>Not at all</td>
<td>47%</td>
</tr>
<tr>
<td>Not searching for job</td>
<td>24%</td>
</tr>
<tr>
<td>Still searching for job</td>
<td>19%</td>
</tr>
<tr>
<td>Formal work in their field</td>
<td>44%</td>
</tr>
<tr>
<td>Man</td>
<td>22%</td>
</tr>
<tr>
<td>30-34 yo</td>
<td>44%</td>
</tr>
<tr>
<td>A great deal</td>
<td>51%</td>
</tr>
</tbody>
</table>

Base: 444 respondents
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They also faced many external challenges, such as corruption. 100% of Kenyans who have done informal work faced at least one external difficulty.

What emotions / difficulties did they experience during their job search?

<table>
<thead>
<tr>
<th>Difficulty</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corruption (preference for candidates with connections)</td>
<td>44%</td>
</tr>
<tr>
<td>COVID-19 pandemic related business closures</td>
<td>33%</td>
</tr>
<tr>
<td>Lack of practical skills or work experience</td>
<td>26%</td>
</tr>
<tr>
<td>Lack of emotional and moral support</td>
<td>24%</td>
</tr>
<tr>
<td>Accessing relevant information or contacts</td>
<td>22%</td>
</tr>
<tr>
<td>Bias against my identity (e.g. gender, age, ethnicity)</td>
<td>18%</td>
</tr>
<tr>
<td>Accessing digital tools and internet</td>
<td>10%</td>
</tr>
<tr>
<td>War or conflicts</td>
<td>7%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
</tbody>
</table>

Base: 444 respondents

Question: If you faced difficulties during your search for work, please select all the options that describe them? [Multi]
Part 3
What kind of support is needed to help today’s youth succeed in their learning to earning journeys?
How do young people experience the transition from learning to earning?

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For all of these reasons, they need help in their job search.

In terms of well-being, they particularly need support to improve their self-confidence and mentors to guide them.

In terms of entrepreneurship, they want help in developing business skills.

### What are their needs to facilitate their job search?

**91% would like support for their emotional wellbeing; they prefer:**

<table>
<thead>
<tr>
<th>Support</th>
<th>Preference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support to improve my confidence</td>
<td>42%</td>
</tr>
<tr>
<td>Mentor to guide and encourage me</td>
<td>38%</td>
</tr>
<tr>
<td>Equipping my family with resources to support me</td>
<td>28%</td>
</tr>
<tr>
<td>Moral support from peers who are also searching for work</td>
<td>20%</td>
</tr>
<tr>
<td>Support from a counselor</td>
<td>15%</td>
</tr>
<tr>
<td>Support for my emotional wellbeing will not be helpful</td>
<td>9%</td>
</tr>
</tbody>
</table>

**95% are interested in entrepreneurship, for their success; they prefer:**

| Help me develop entrepreneurship, business or financial skills | 49%        |
| Help me use digital tools and networks for self-employment or entrepreneurship | 33%        |
| Help me connect with self-employed / entrepreneur professionals | 33%        |
| Help me understand if self-employment is right for me         | 24%        |
| Help me understand if entrepreneurship is right for me        | 23%        |
| I am not interested in self-employment or entrepreneurship     | 5%         |
| Other                                                          | 5%         |
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They have already used some support during this time, especially their family and friends. Therefore, they ask for more help and resources for their family to support them.

51% of Kenyans with advanced education used job websites.

What are their needs to facilitate their job search?

Overall, it’s clearly the family of young Kenyan who were helpful during their job search.

<table>
<thead>
<tr>
<th>Source</th>
<th>Helpfulness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media</td>
<td>42%</td>
</tr>
<tr>
<td>Group Chats</td>
<td>30%</td>
</tr>
<tr>
<td>Educators or staff at school</td>
<td>26%</td>
</tr>
<tr>
<td>Job websites</td>
<td>35%</td>
</tr>
<tr>
<td>Family</td>
<td>50%</td>
</tr>
<tr>
<td>Friends</td>
<td>37%</td>
</tr>
</tbody>
</table>

45% Formal work in their field
51% Advanced education

Question: Please state the extent to which the following were helpful during your search for your first paid work opportunity? [Radar] Base: 444 respondents

Job search affected emotional wellbeing
Formal work in their field
45% 30-34 yo
15% 30-34 yo
51% 30-34 yo

5% 30-34 yo
15% 30-34 yo
26% 30-34 yo
30% 30-34 yo
42% 30-34 yo

Synthesis

How do young people experience the transition to the working world?
How do young Kenyans experience the transition to the world of work? Key insights

1. What is their relationship to work?
Quite deceptive! Only 43% earned money in the last 2 weeks. Unfortunately, the vast majority of those without income are still looking for work. For them, work is a means to lead a meaningful life (by impacting others) and to grow and learn. They want a formal job related to their field of study. Among the ones who found a job, 26% are in this specific case.

2. What emotions / difficulties did they experience during their job search?
A lot of emotions and difficulties have sprinkled during this job search: only 11% consider that this job search did not affect their emotional well-being at all. They also faced difficulties, especially corruption. But even if it was difficult, they still had a positive feeling about this job search: particularly hope.

3. What kind of support is needed to help today's youth succeed in their learning to earning journey?
They definitely need help in their job search, especially to improve their self-confidence and a mentor to guide them. They have already used some support during this time, especially their family. And these are not the only ones! 91% need support for their emotional wellbeing; 95% need support to succeed in self-employment.
Appendix

Differences by profile for your personas
What kind of support is needed to help today’s youth succeed in their learning to earning journeys?

Difference by profile

What kind of support for emotional wellbeing would youth prefer?

- Equipping my family with resources to support me
- Mentor to guide and encourage me
- Moral support from peers who are also searching for work
- Support for my emotional wellbeing will not be helpful
- Support from a counselor

Support to improve my confidence and response to difficulties

- 18 - 23 years old
- 24 - 29 years old
- 30 - 34 years old

Support to improve my confidence and response to difficulties

- A man
- A woman

Question: What kind of support for your emotional wellbeing would you prefer? [Multi]

Base: 444 respondents
What kind of support is needed to help today’s youth succeed in their learning to earning journeys?  
Difference by profile

What kind of support for succeed in self-employment / entrepreneurship would be helpful?

- Help me connect with self-employed / entrepreneur professionals
- Help me develop entrepreneurship, business or financial skills
- Help me understand if entrepreneurship is right for me
- Help me understand if self-employment is right for me
- Help me use digital tools and networks for self-employment or entrepreneurship
- I am not interested in self-employment or entrepreneurship

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**Base:** 444 respondents

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**Question:** What support do you prefer to help you consider & succeed in self-employment or entrepreneurship? [Multi]
Your dedicated contact:

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