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

Kenya - April 22



## 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

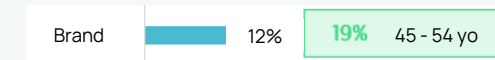
[Click here to view questionnaire](#)  
[Click here to view the dashboard](#)

#### Criteria

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.

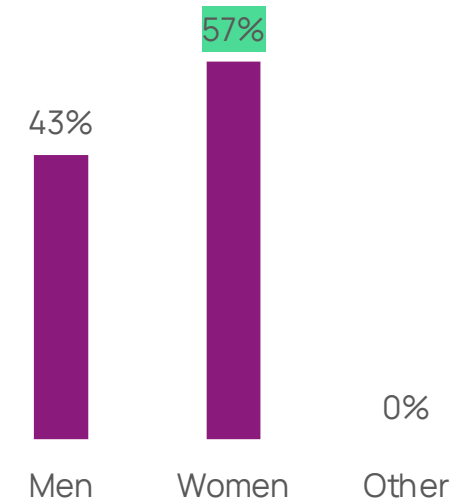
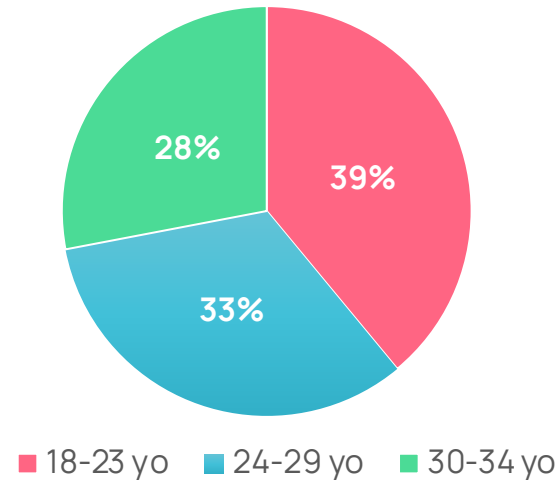
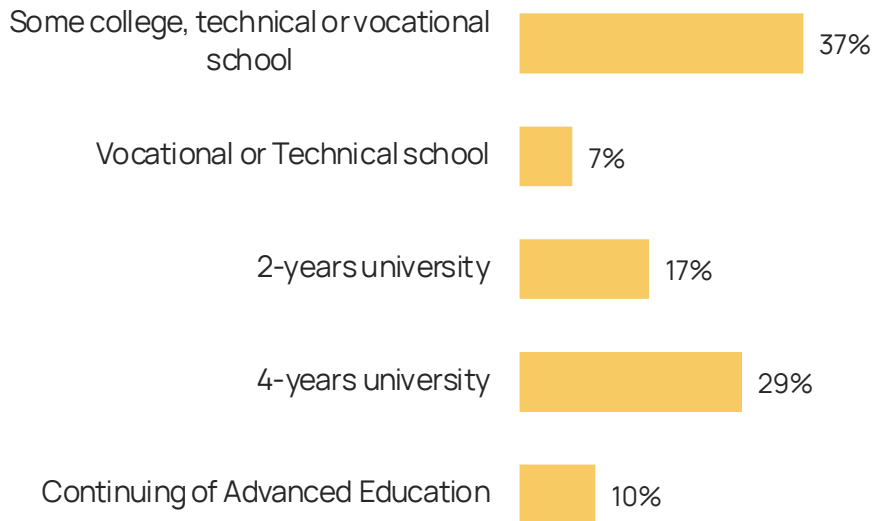
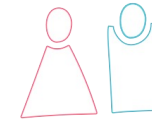
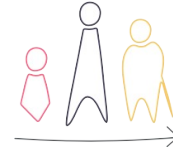
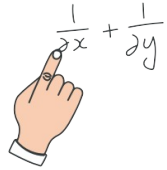


Exemple :  
"19% of 45-54 age group quoted "Brand", a significantly higher gap compared to 12% (overall citation)"

# 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?

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.

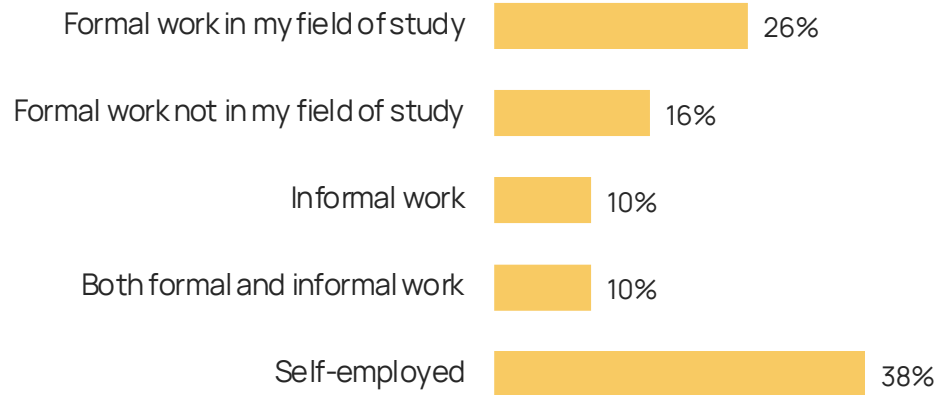
Among those who are employed, most are self-employed (nearly 40%).

There was no significant difference by profile.

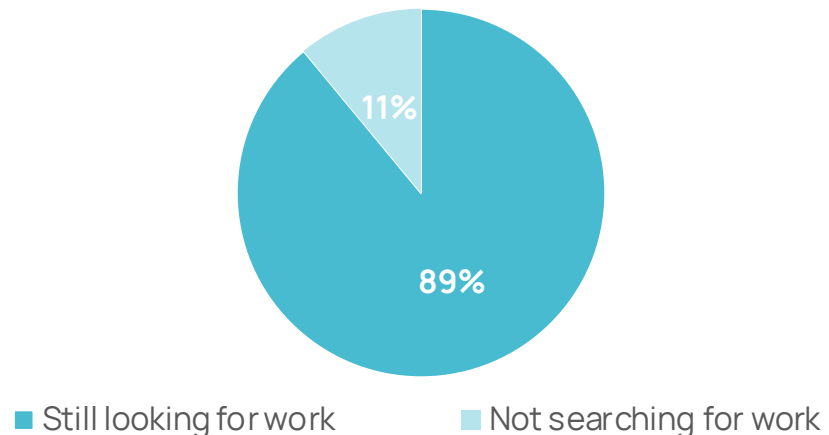
What is their relationship to work?

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

**58%** 30-34 yo



But **57%** didn't :



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.

What is their relationship to work?  
1 answer in average

### For young Kenyans, work is a means to:



Lead a meaningful life by impacting others



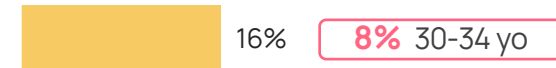
Learn and grow



Get financial compensation



Gain respect, social status and belonging



i.e. only 8% of kenyan between 30 and 34 yo think that work is a means to gain respect. **This rate is significantly lower than the average (16%)**

Share who I am and my talents



Gain freedom and choices



Enjoy myself



i.e. 19% of kenyan between 30 and 34 yo think that work is a means to enjoy theirself. **This rate is significantly higher than the average (10%)**

Other 2%

And this work should not be just any work!

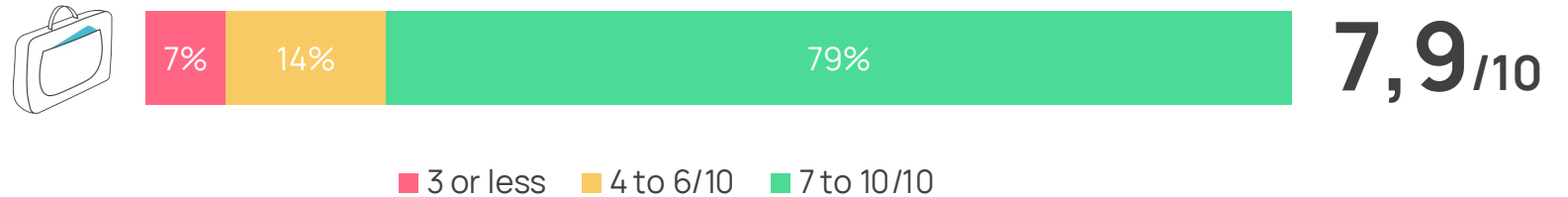
Indeed, it is really important to have a job:

- 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.

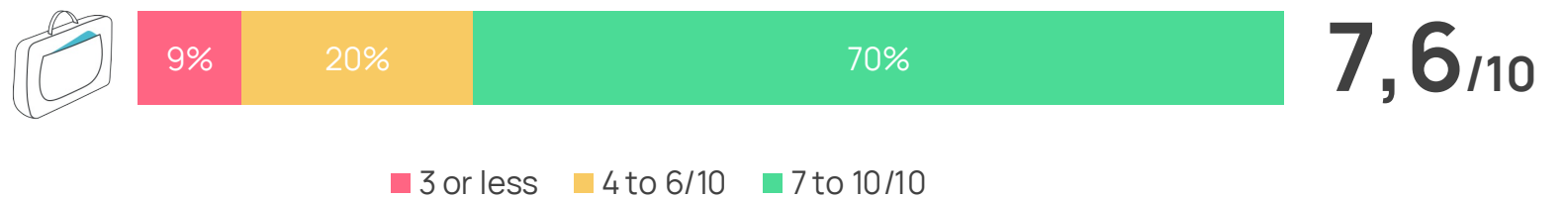
What is their relationship to work?

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



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!**



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%).

Base : 444 respondents

Question : Please indicate how important it is to you to do work related to your field of study? [Scale]

Question : Please indicate how important it is to you to do formal work? [Scale]



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.**



## Part 2

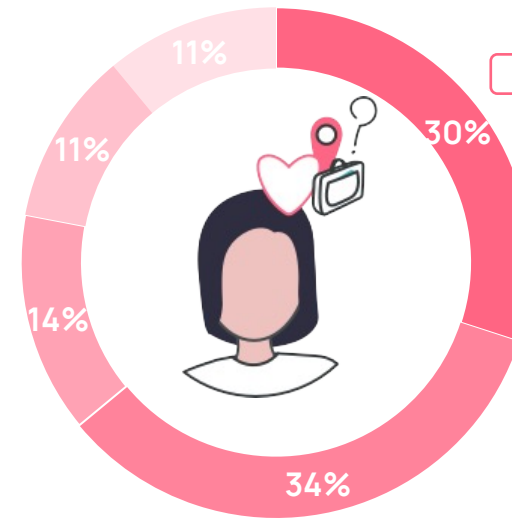
What emotions / difficulties did they experience during their job search ?

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.



**17%** Continuing or advanced education

i.e. only 17% of kenyan who have done advanced education consider that their job search really affected their emotional wellbeing. **This rate is significantly lower than the average (30%)**

■ A great deal   ■ Quite a bit   ■ Somewhat   ■ Very little   ■ Not at all

Base : 444 respondents

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]

But even if it was difficult, they felt hope during this job search.

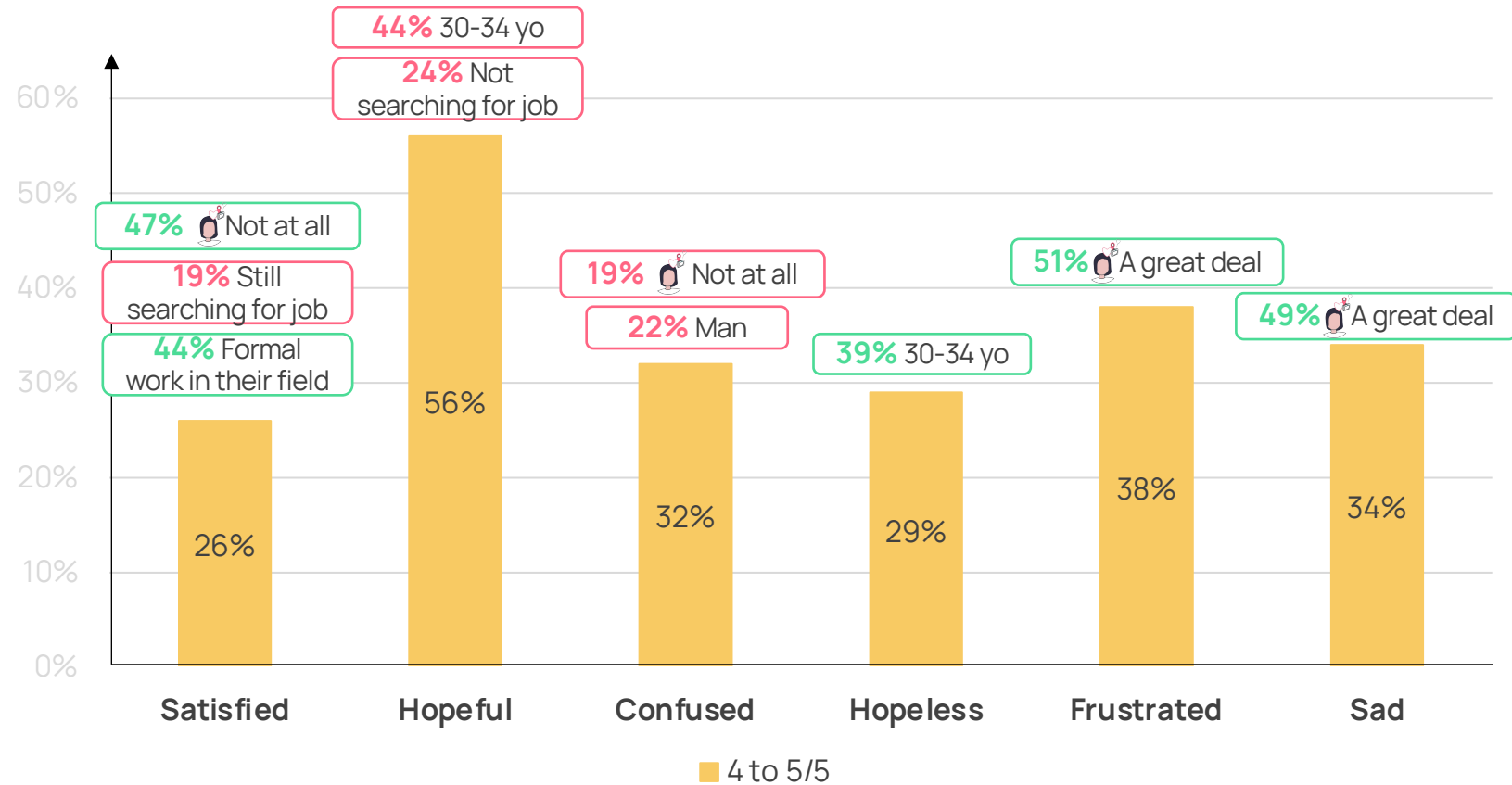
Negative feelings are much less quoted on average, except for those who clearly felt affected by this job search.

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.



Base : 444 respondents

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? [Radar]

They also faced many external challenges, such as corruption.

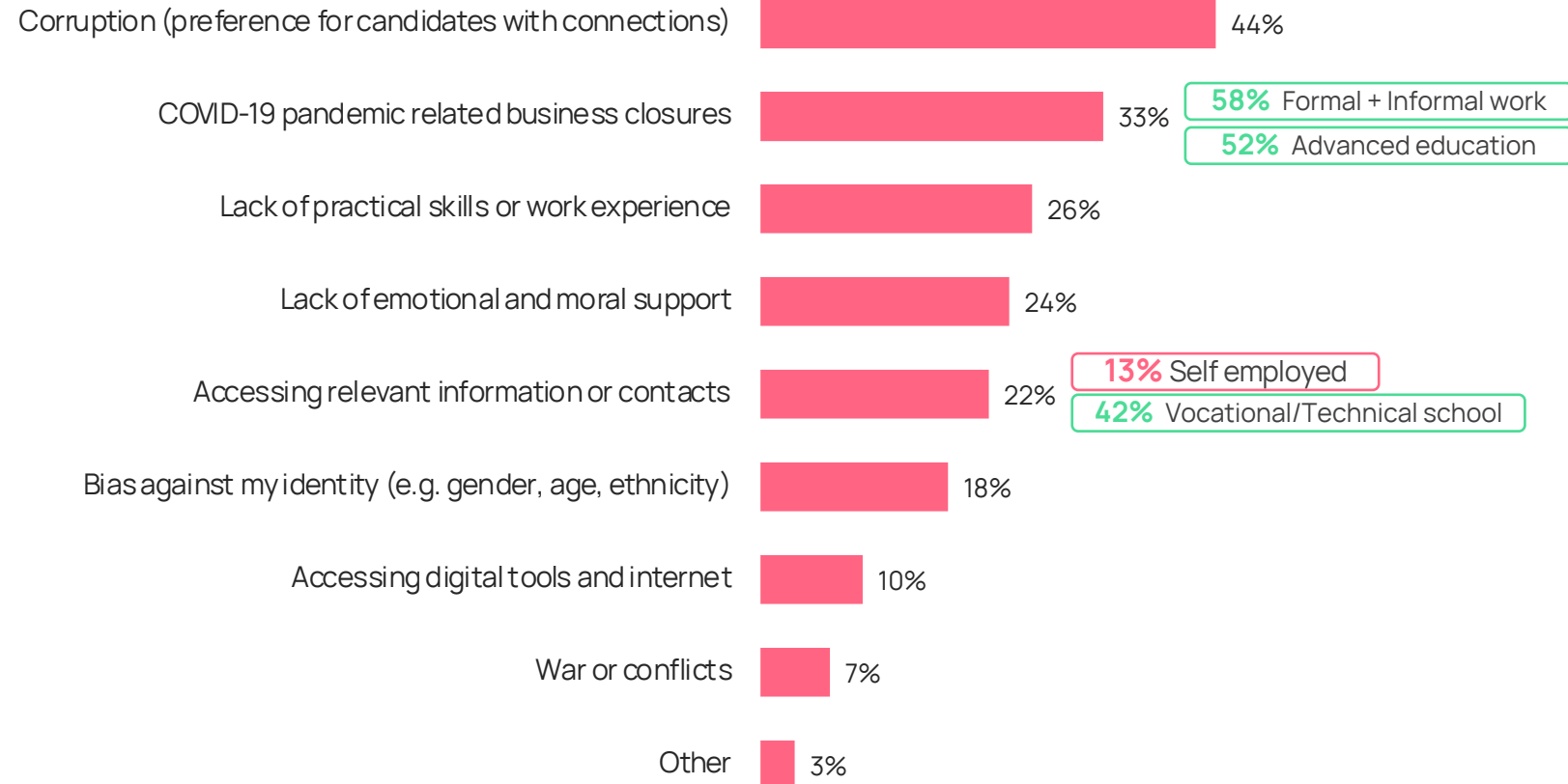
100% of Kenyans who have done informal work faced at least one external difficulty.

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

## 94% faced at least one difficulty during their job search:

100% Formal + Informal work

100% Informal work



# Part 3

What kind of support is needed to help today's youth succeed in their learning to earning journeys?

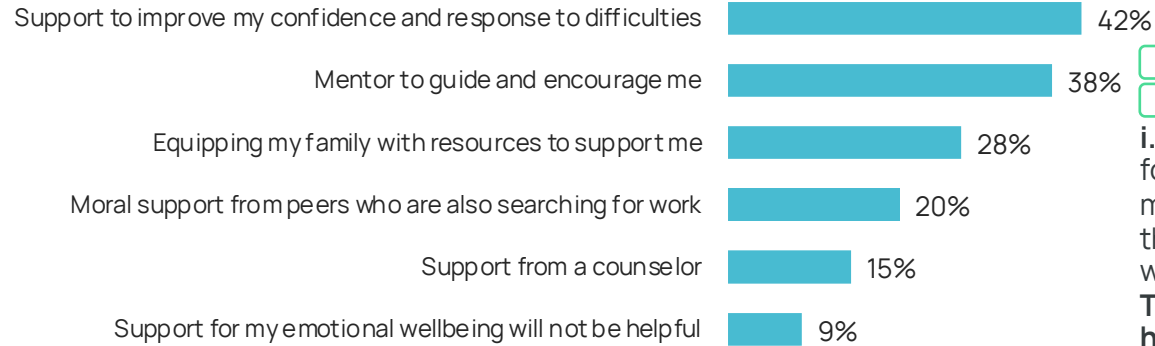
For all of these reasons, they need help in their job search.

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.

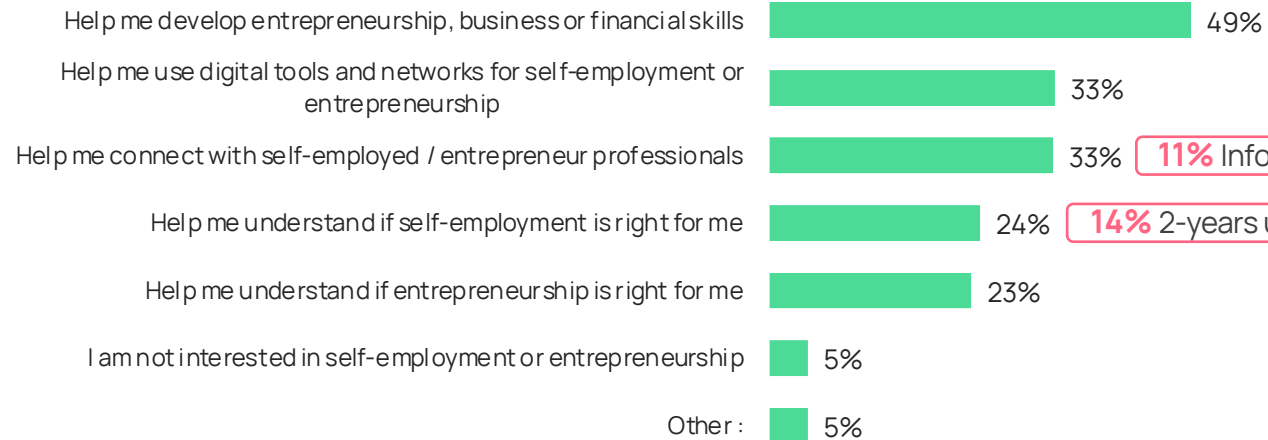
What are their needs to facilitate their job search?

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



**56%** Advanced education  
**66%** Both formal + informal  
i.e. 66% of kenyan who have both formal and informal work prefer mentor to guide / encourage them. It's also the case of the one who have an advanced education.  
**These rates are significantly higher than the average (38%)**

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



**11%** Informal work  
**14%** 2-years university

Base : 444 respondents

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

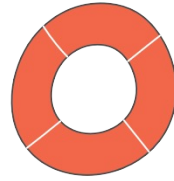
Question : What support do you prefer to help you consider & succeed in self-employment or entrepreneurship? [Multi]

They have already used some support during this time, especially their family and friends.

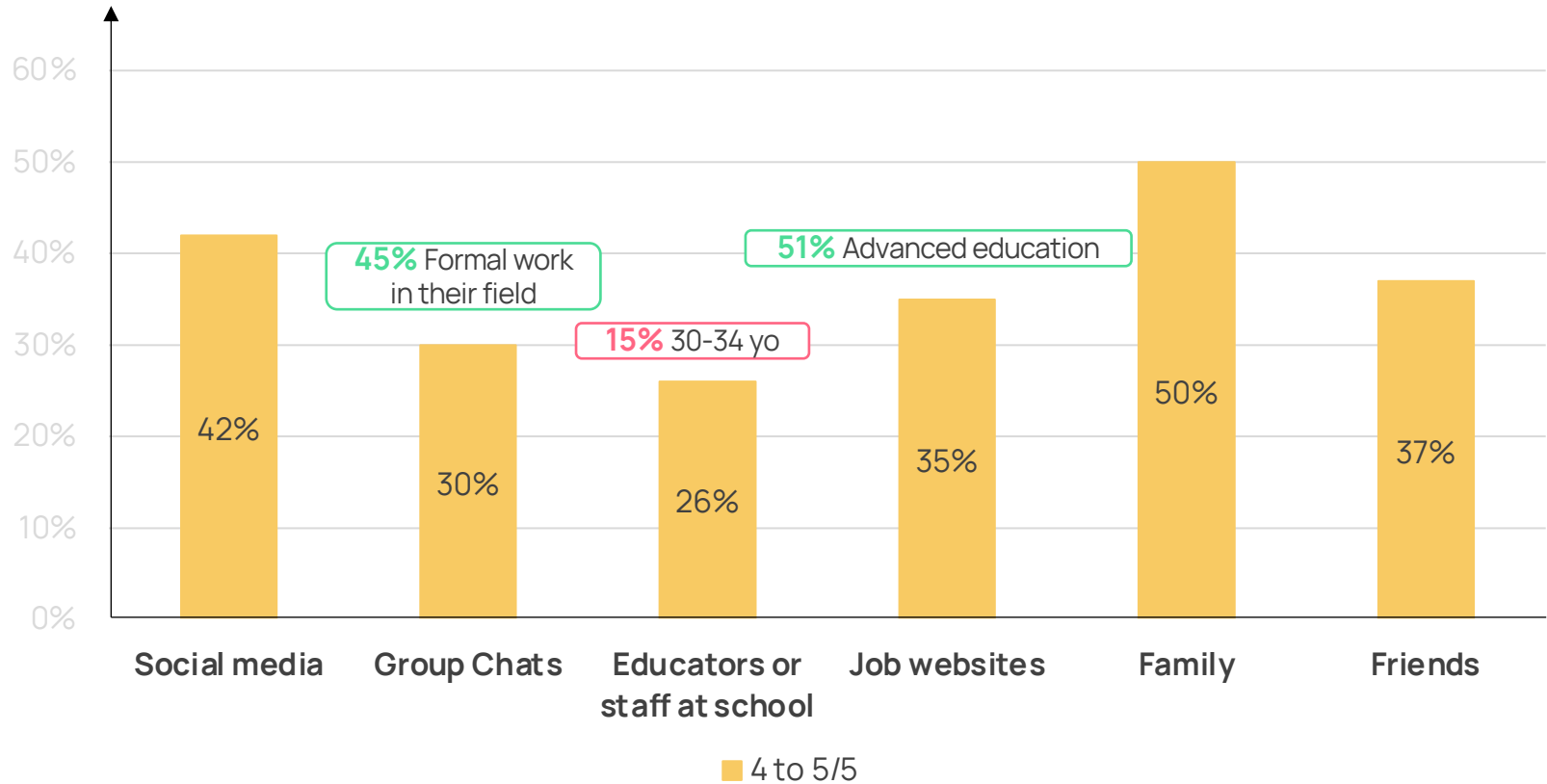
Therefore, they ask for more help and resources for their family to support them.

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.





# 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.

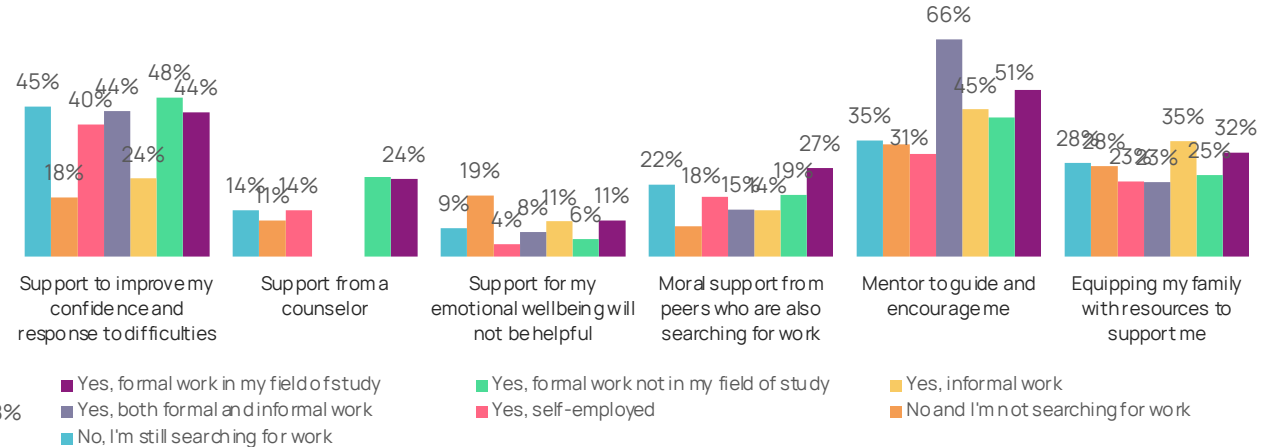
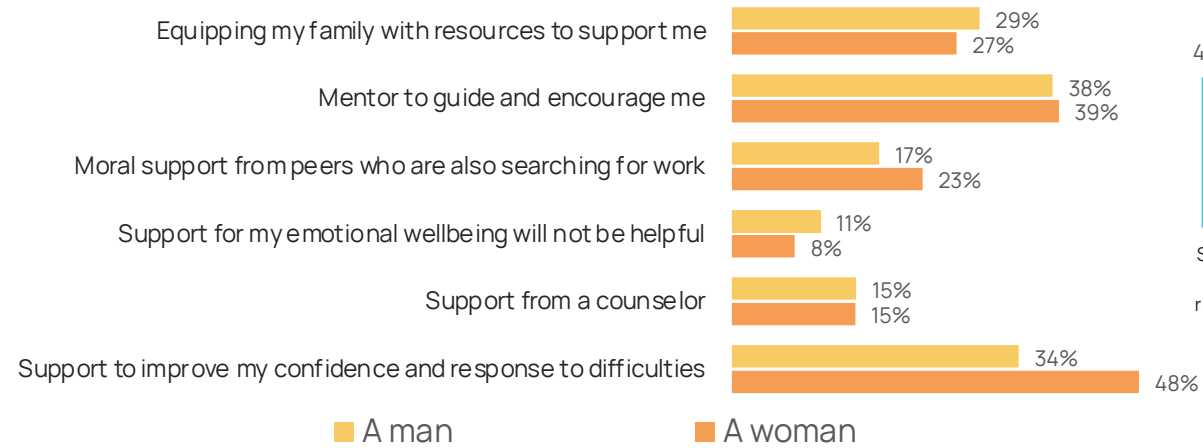
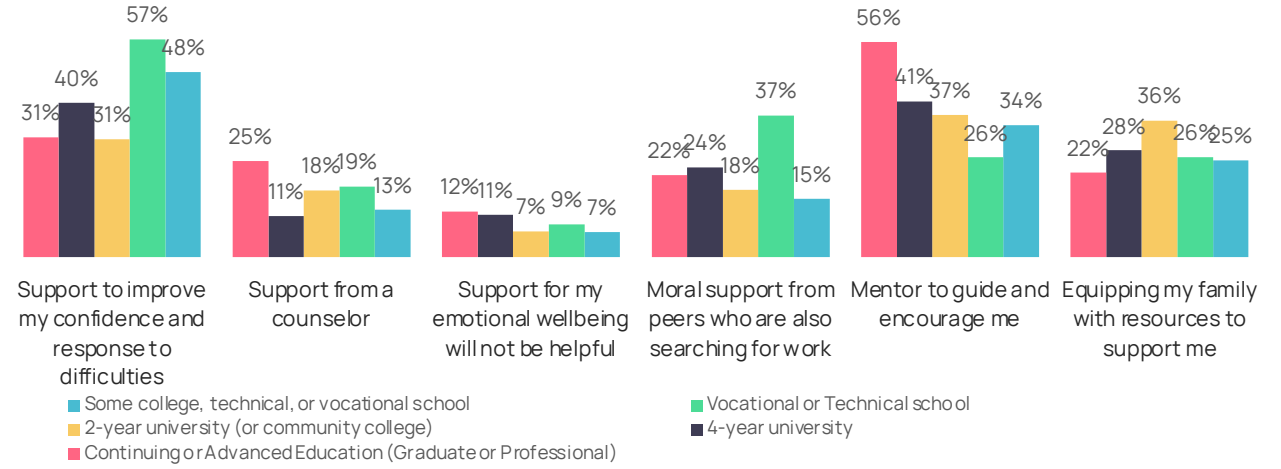
# Appendix

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

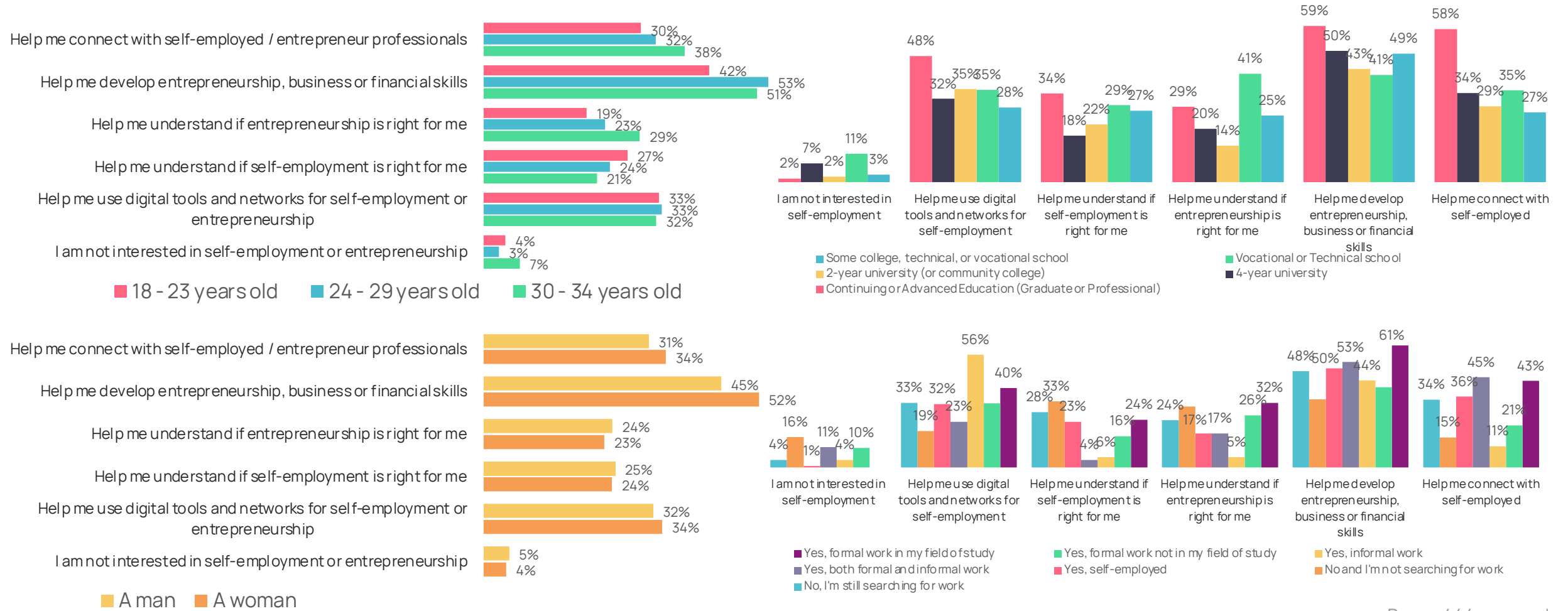
### What kind of support for emotional wellbeing would youth prefer?



# 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?



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