

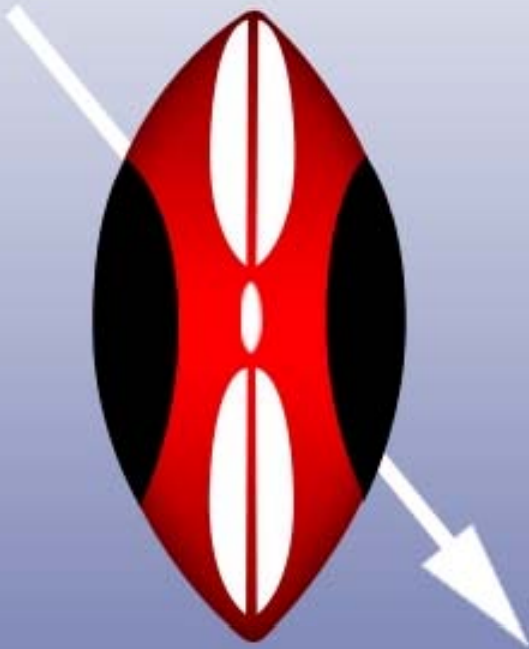
The State of Kenyan Society c.2009





What's down and what's up





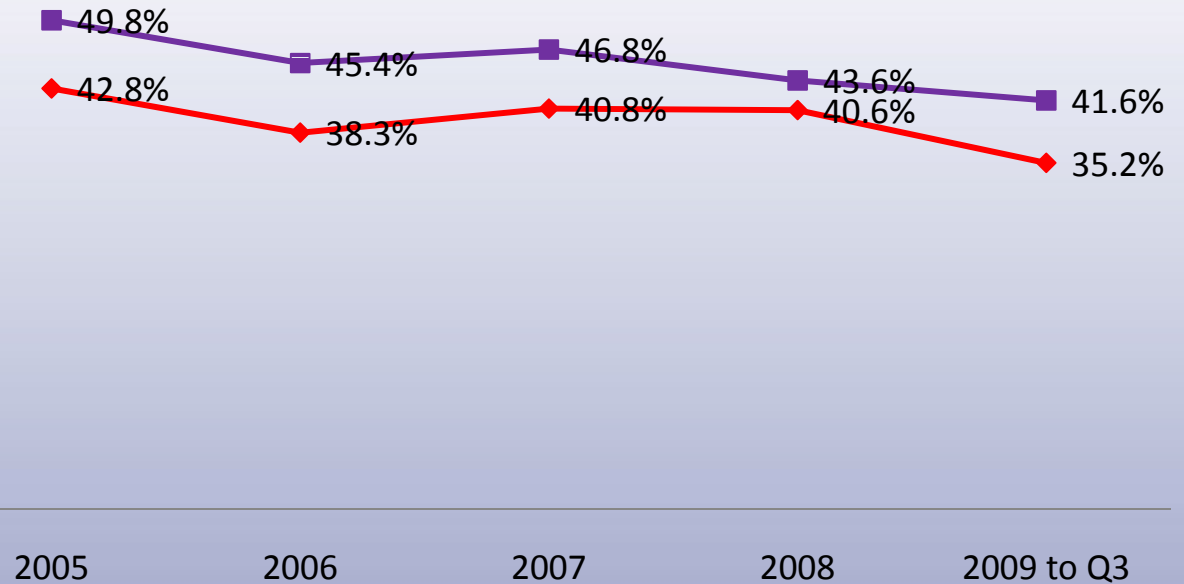
State of Kenyan Society

WHAT'S DOWN

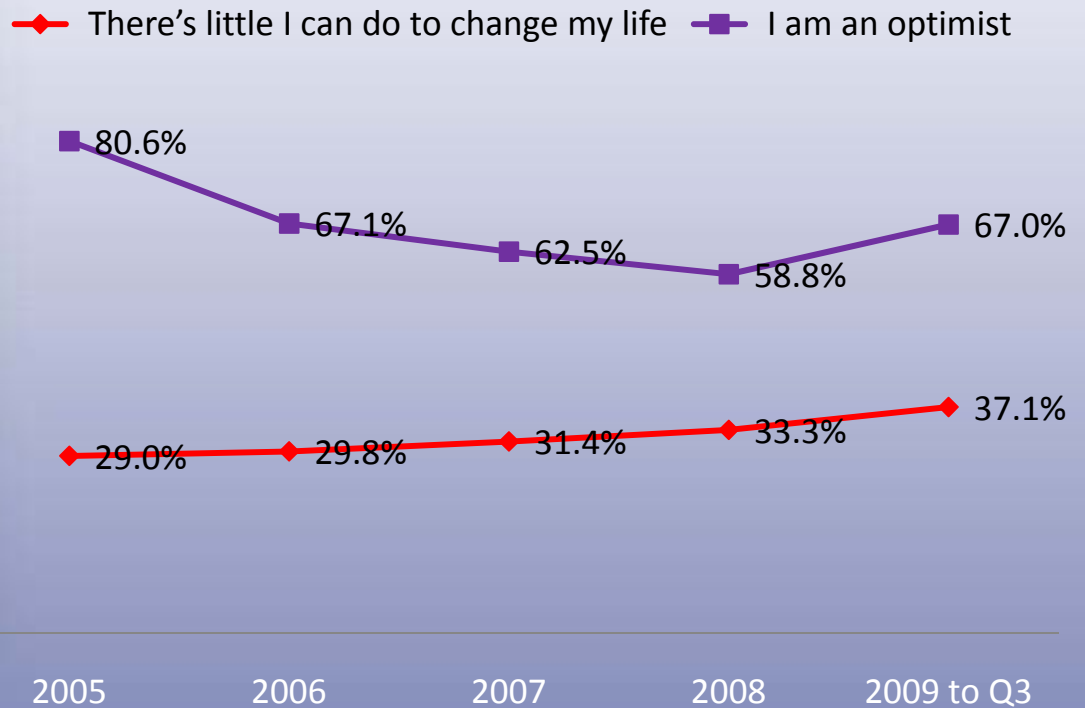
Happiness



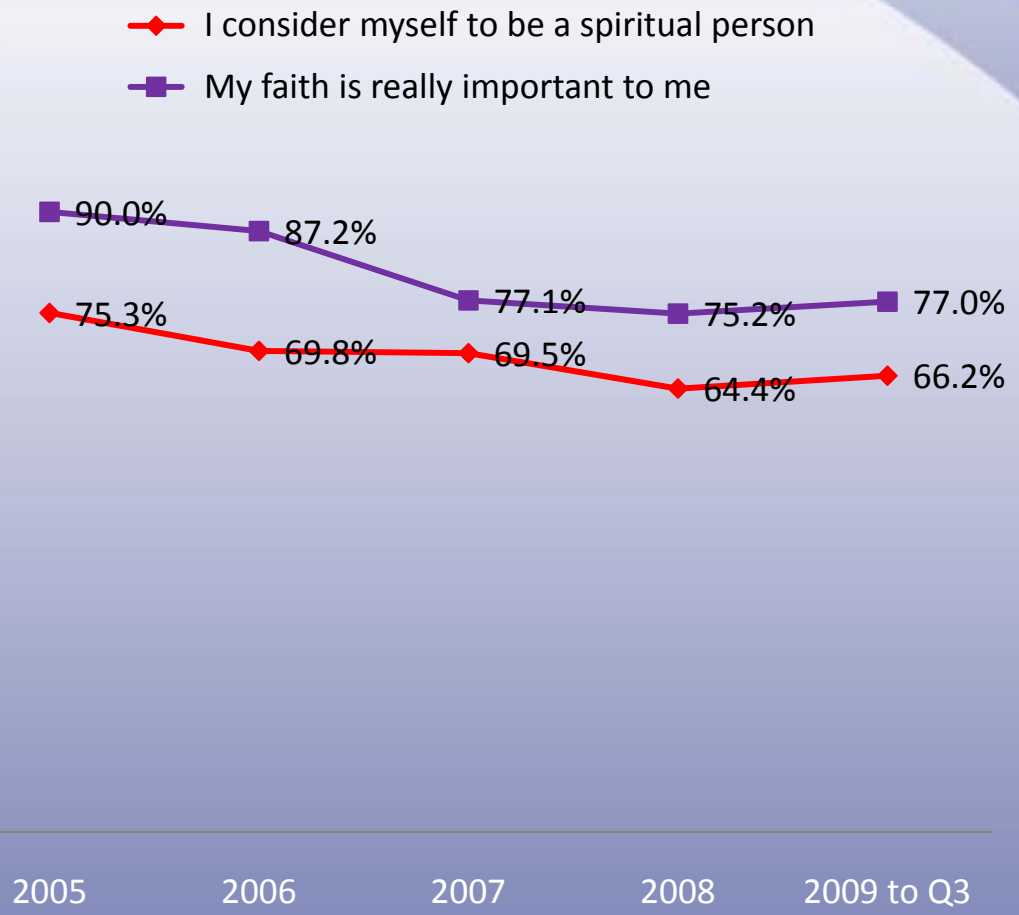
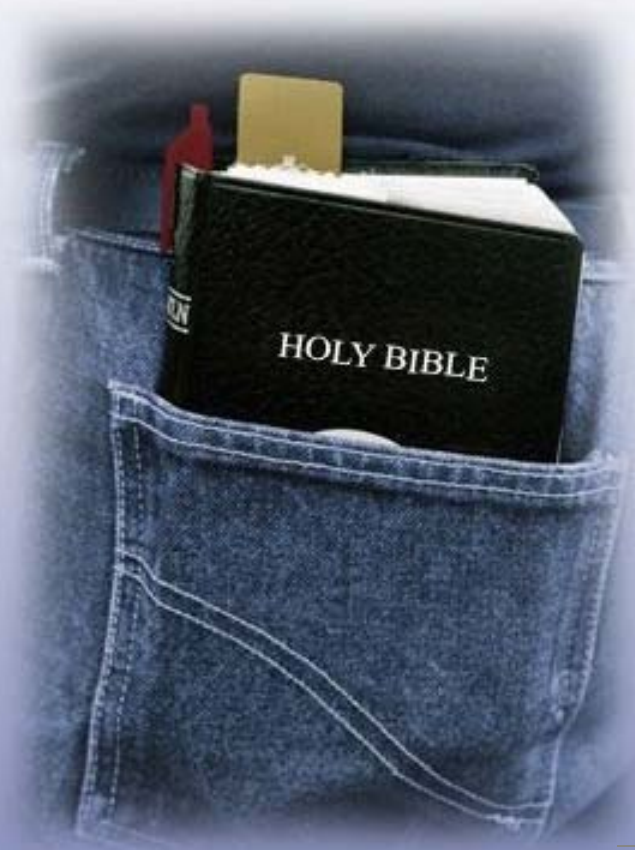
- ◆ I am perfectly happy with my standard of living
- I am very happy with my life as it is



Optimism

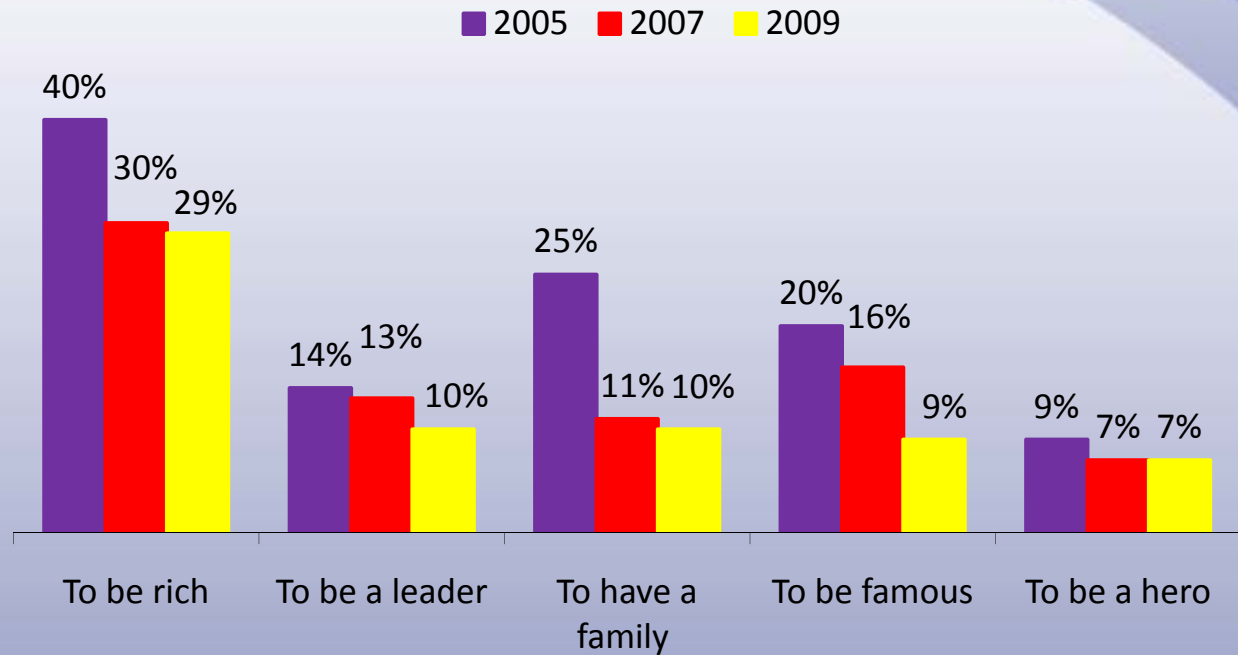


Spirituality

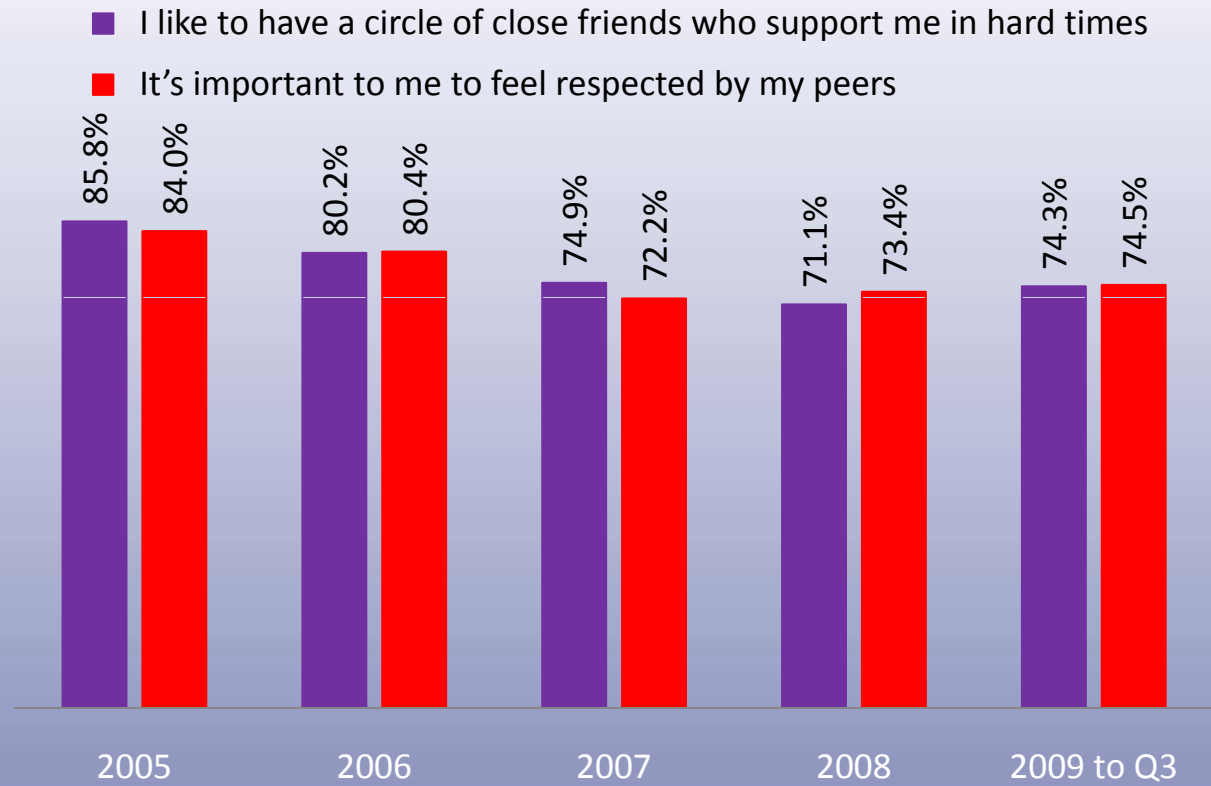


- Spirituality not cut out for what it is made to be - giving hope and solace
- Past disappointments?

Ambition



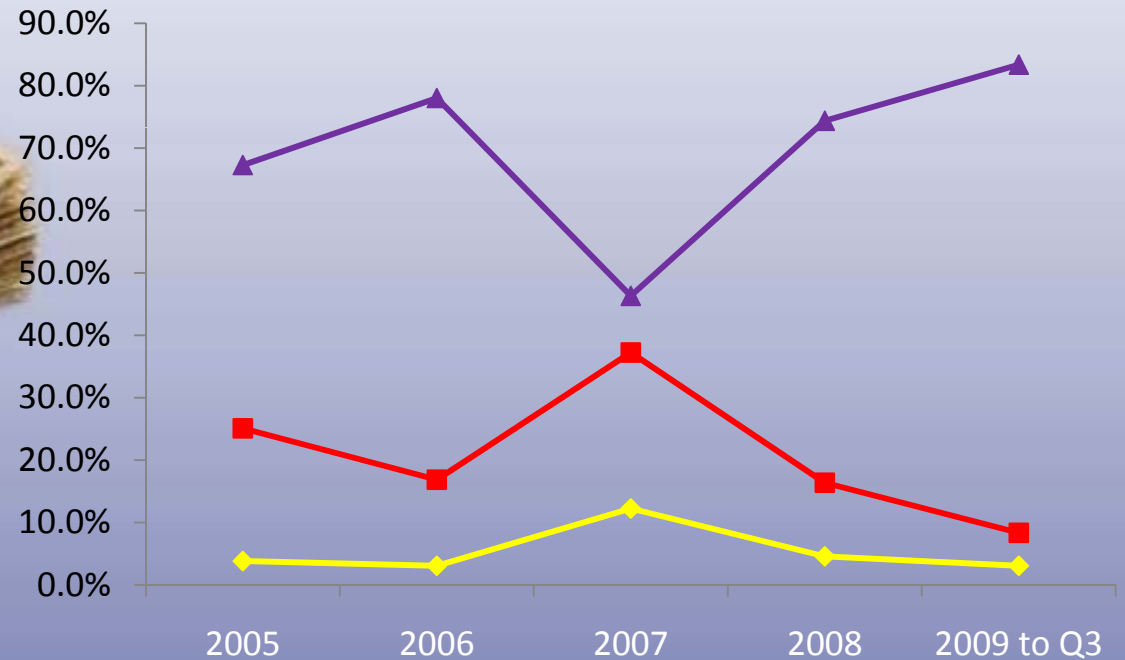
Comradeship



Hope in economic recovery



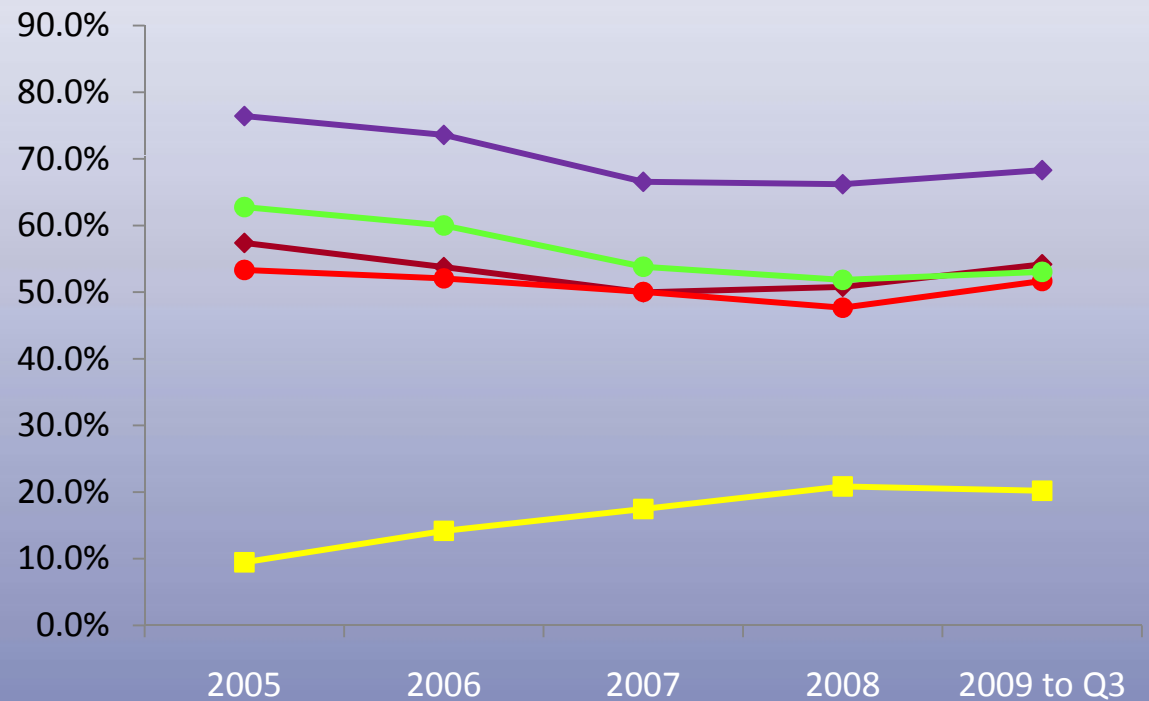
- ◆ Hopeful in economic recovery
- Economy is ok but a lot more needs to be done
- ▲ No hope in economic recovery



Frugality



- ◆— I spend money more carefully than I used to
- I tend to spend money without thinking
- ◆— I look for the lowest possible prices when I go shopping
- When doing the household shopping I budget for every shilling
- I buy special offer products when available

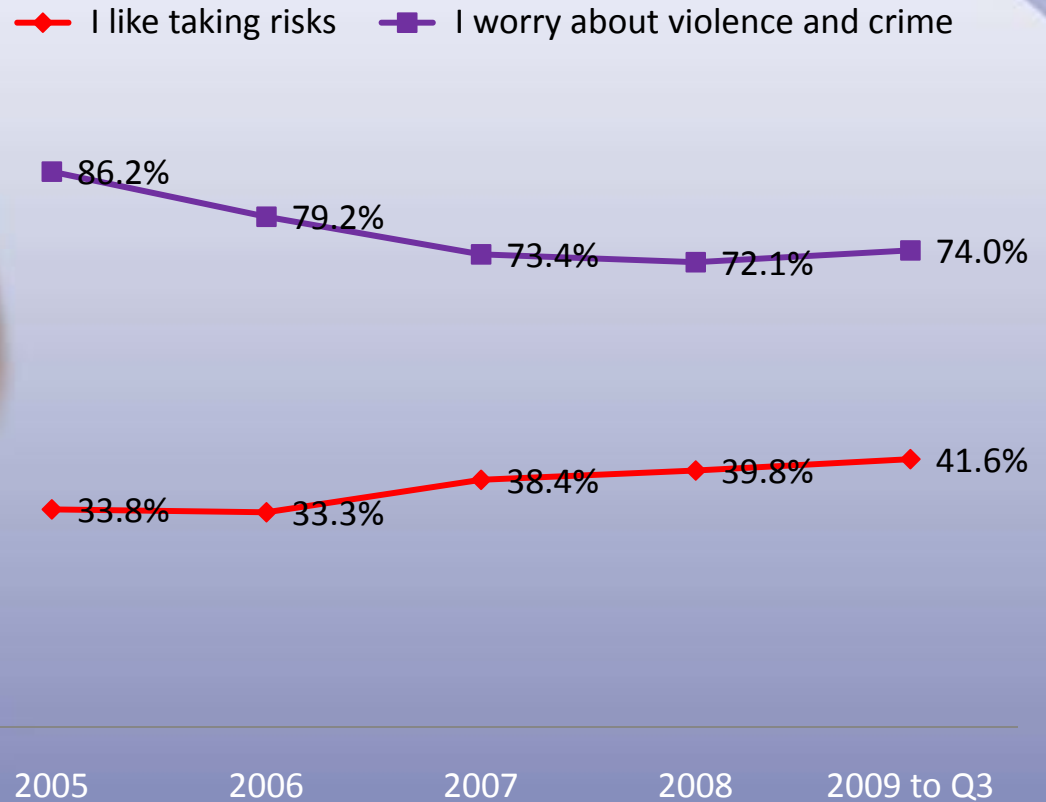


Fear



	2005	2007	2009
Death	45%	38%	42%
HIV/ Aids	52%	37%	38%
Failure	28%	20%	16%
Poverty	21%	14%	9%
Rape	14%	11%	6%

Pluckiness

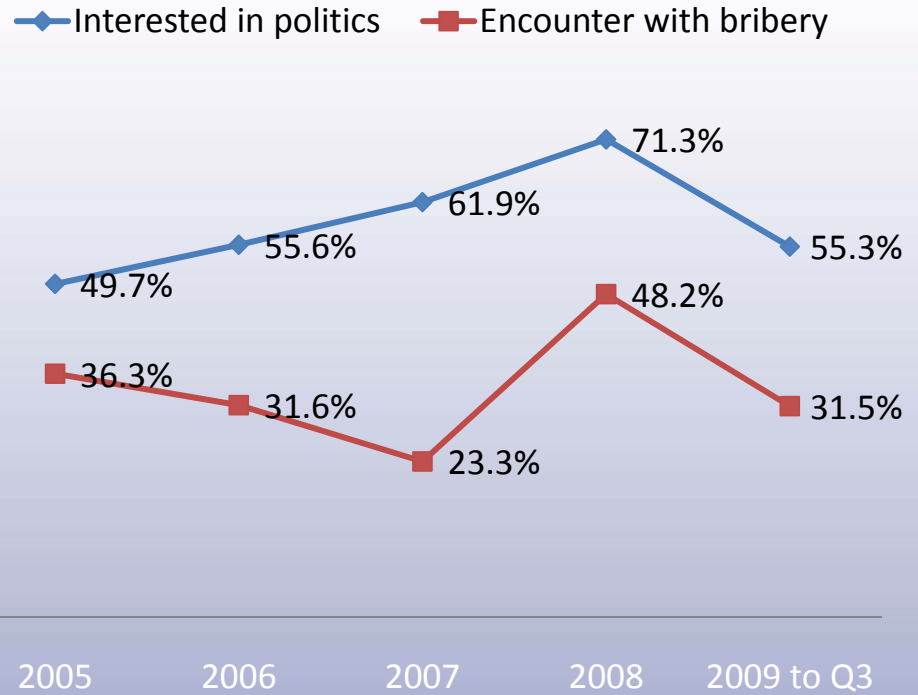


The State of Kenyan Society so far...

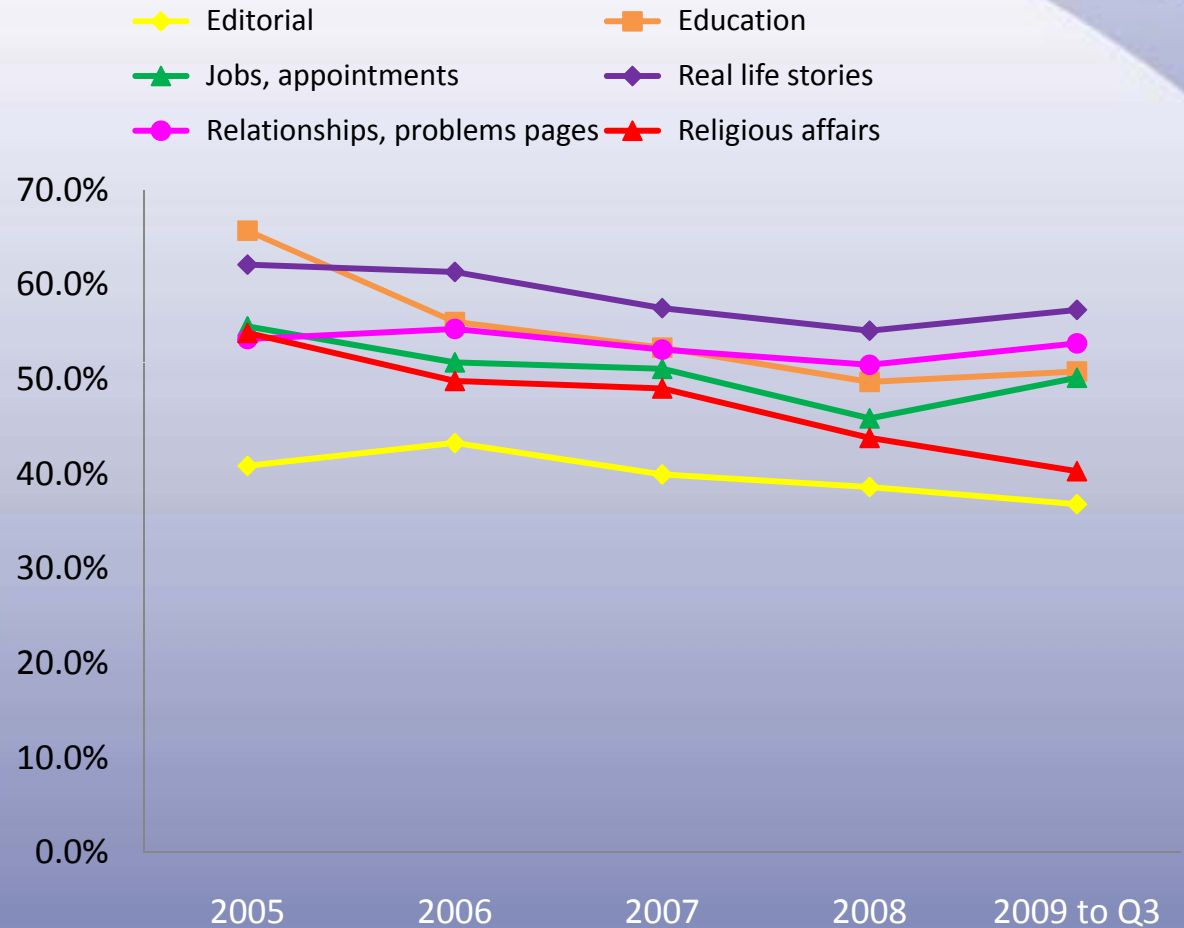


- There is the perception that our wellbeing is deteriorating – this is dampening our spirits
 - Kenyans are being battered in their pockets and in their psyche
- This being the case, we seem to be resigned
 - “Things are bad and I realise that am the only one who can sort them out. I will stick with me. I don’t really care what others think or do”

Interest in politics, encounter with bribery



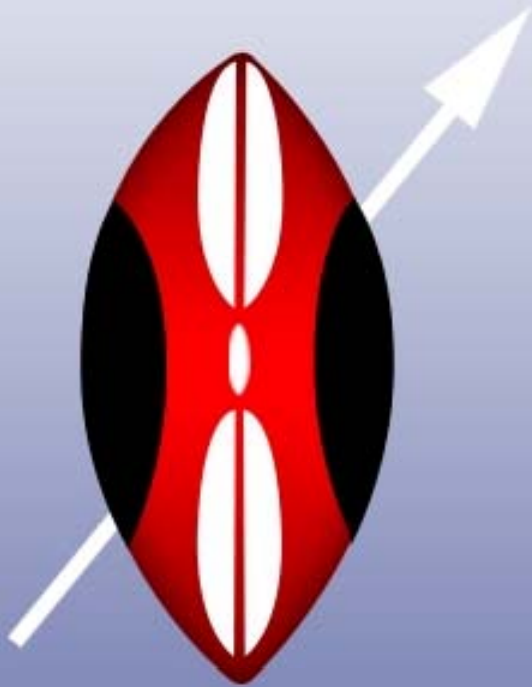
Interest in newspaper topics



The State of Kenyan Society so far...



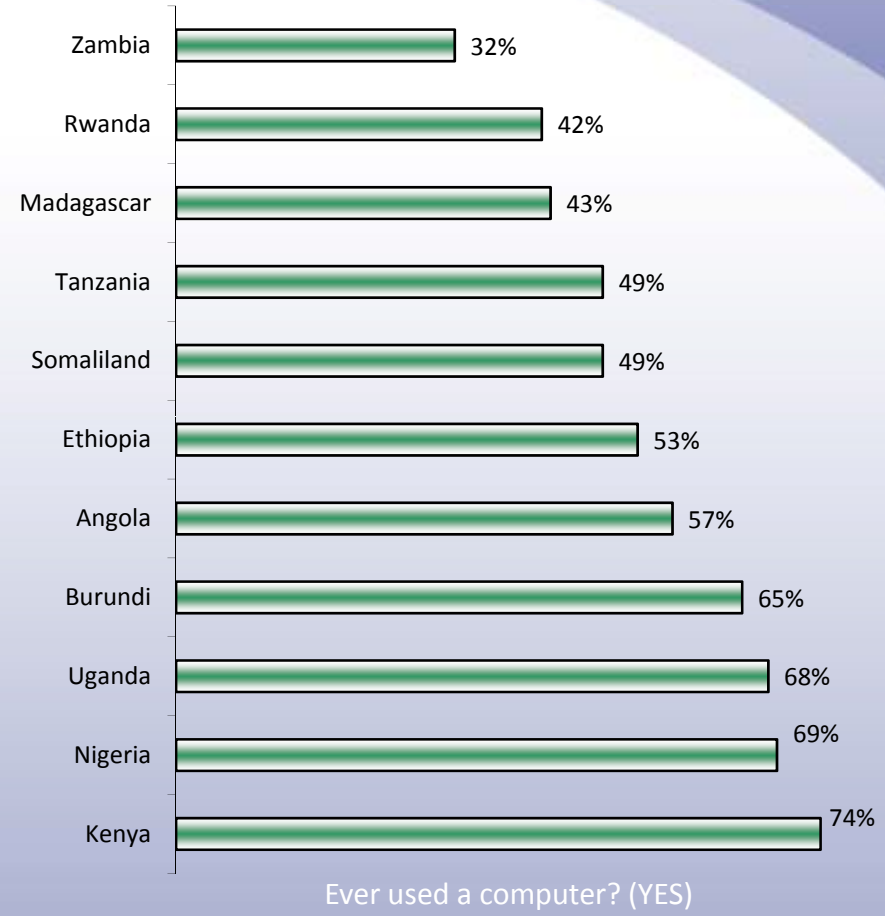
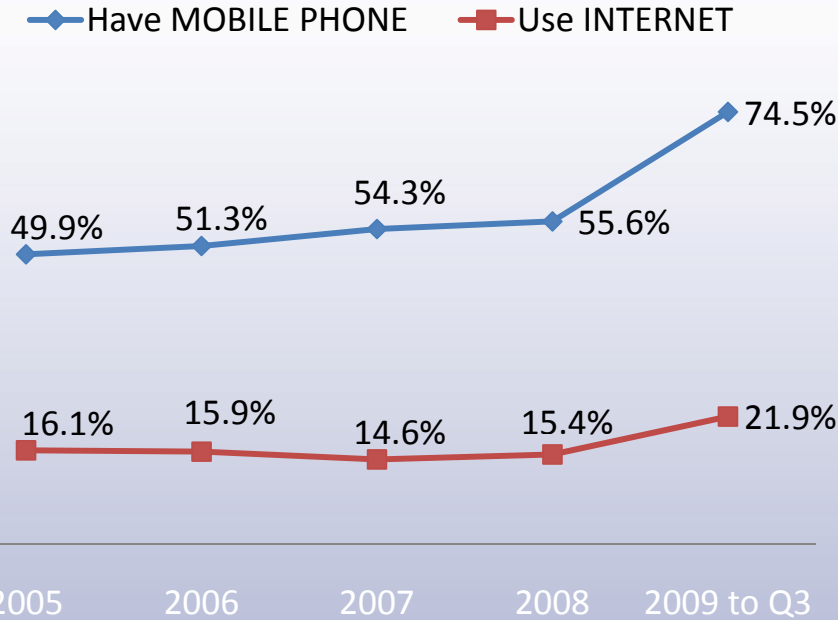
- The semblance of peace after the PEV seems to have precipitated a decline in the interest in politics, newspaper content, and the incidence of bribery
 - Peace negatively correlated to politics, media, and corruption
 - Not good company for a media house



State of Kenyan Society

WHAT'S UP

Use of technology



- The mobile phone has caught on in Africa unlike any other technology before it
- Recent entrants into the cellular business have spurred growth in mobile telephony

Love for football



	2005	2007	2009
Favourite sport	%	%	%
Football	47	47	53
Basket Ball	14	6	8
Athletics	3	10	6

Despite our good performance in athletics - the most important source of pride to Kenyans – it is in soccer, where our performance is poor, that our passions are

Visits to social, religious places

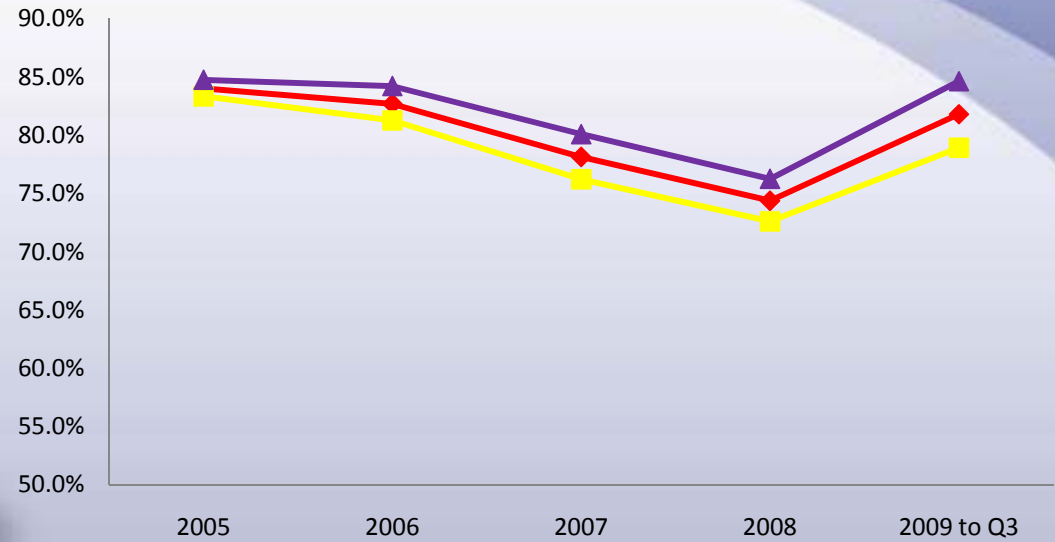
	2005	2007	2009
Social places frequented	%	%	%
Church, temple, mosque	63	63	73
Sports grounds	23	32	36
Shopping malls	11	16	18

Grooming



I am tidy

◆ Total ■ Males ▲ Females



I look after my appearance

◆ Total ■ Males ▲ Females





Admiration for Barack Obama

	2005	2007	2009
Most admired person	%	%	%
Barack Obama	-	-	31
Father	9	13	10
Mother	11	9	9
Angela Chibalonza	-	5	5
Jesus Christ	13	8	4
Raila Odinga	1	4	2

Never before has any personality surpassed parents in admiration



State of Kenyan Society

CONCLUSION

The State of Kenyan Society c.2009



- A despair appears to hang over the land – tempered only by younger Kenyans who are contributing more to positive sentiment than the general population
- It appears that Kenyans are looking outwards to lift their spirits – to communal venues (including technologically supported ones), to appearances, to Barack Obama
- In sum, the state of Kenyan society today is somewhat gloomy – manifested in personal doubt, a sense of loneliness, generational drift, and a recourse to external references

Thanks



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