



Public Sentiments on Gen-Z Protests

18th July 2024



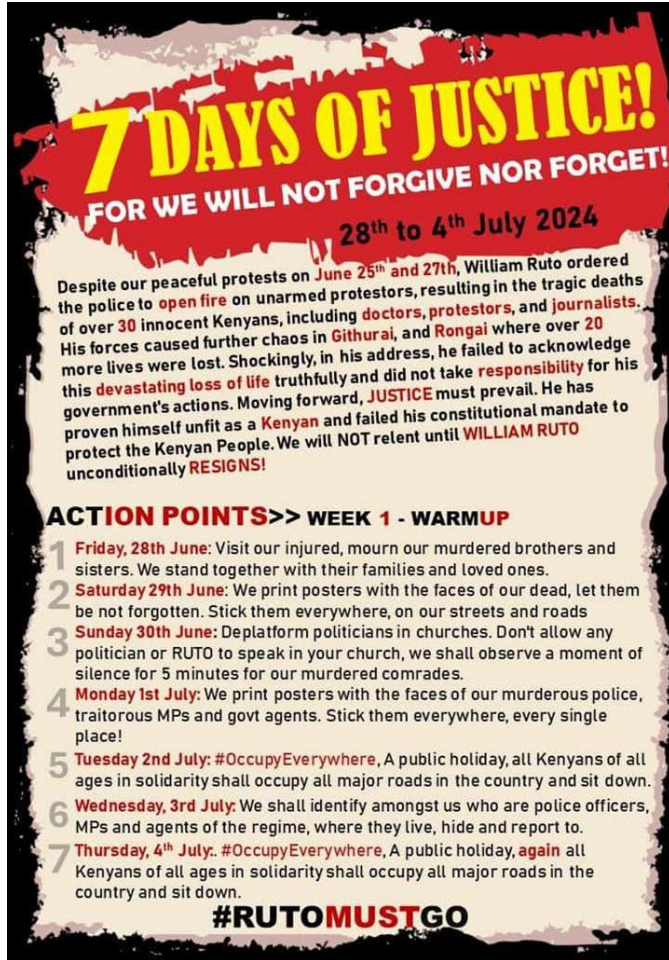
1. Support for the Gen-Z Movement

2. Police Actions in the Gen-Z Protests

3. Cabinet Dissolution

4. Methodology & Demographics

Background Information



- ❑ Kenya has recently been in the international news due to widespread protests addressing various critical issues, including taxation, corruption, government excesses, the escalating cost of living, economic hardship, unemployment, and poor political and fiscal leadership.
- ❑ In June 2024 alone, protests erupted nationwide as young Kenyans, primarily from Gen-Z, took to the streets. They protested against a series of new taxes introduced by the government of William Ruto, who ascended to power in 2022 with a strong anti-corruption agenda.
- ❑ This young generation, feeling leaderless and without party affiliation, has taken it upon themselves to demand change. Their leaderless and partyless stance underscores a deep disillusionment with traditional political structures, seeking to carve out a new path that truly represents their interests and aspirations. These protests reflect their frustration and discontent, highlighting the urgent need for meaningful reforms and responsive governance to address the underlying issues and restore public confidence.

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Support for the Gen-Z Movement

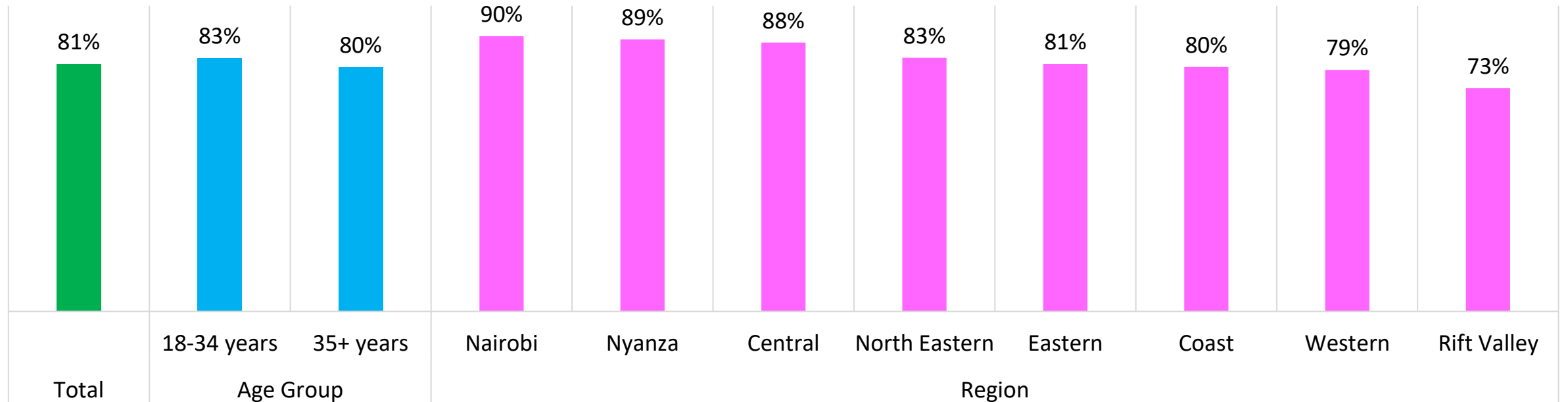
Gen-Z Movement Support

By total, age & region



- ❑ Majority of the respondents support the Gen-Z Movement.
- ❑ Across the demographics, Rift Valley region and the older respondents aged 35 years and above had a slightly lower support.

% who support the Gen-Z Movement



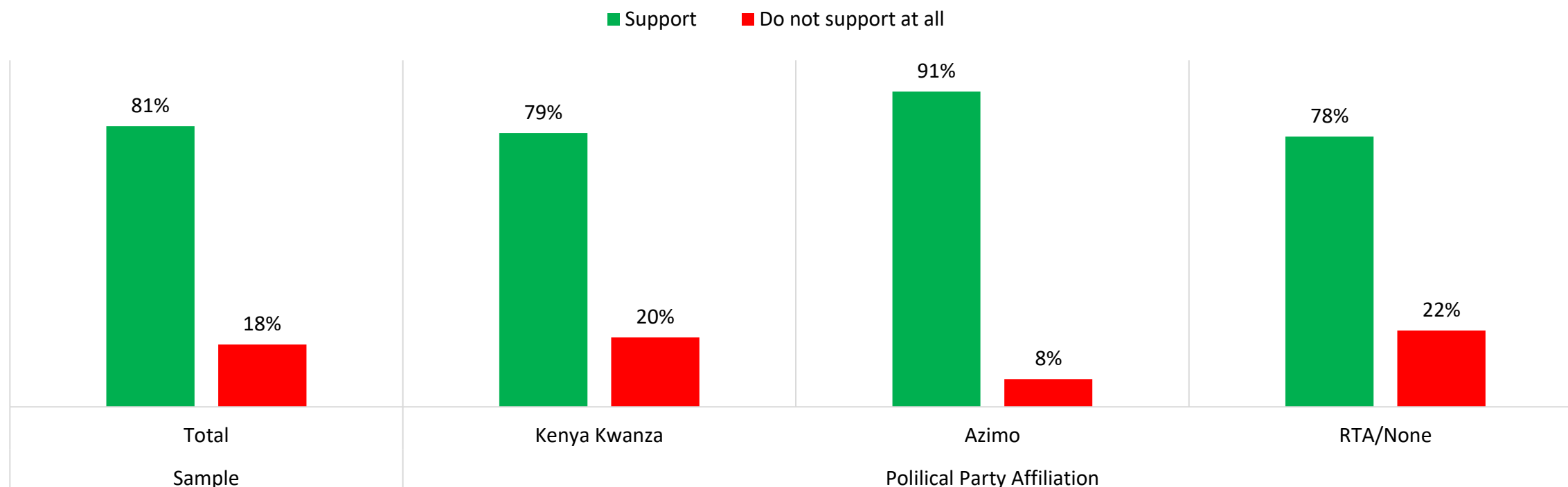
Q. To what extent do you support the Gen-Z movement that is seeking various reforms for Kenya?

Gen-Z Movement Support

By total & political party affiliation

- The support for the Gen-Z movement transcends political affiliations, indicating a broad-based agreement on the importance of the issues raised by them.

% who support the Gen-Z Movement by Political Party Affiliation



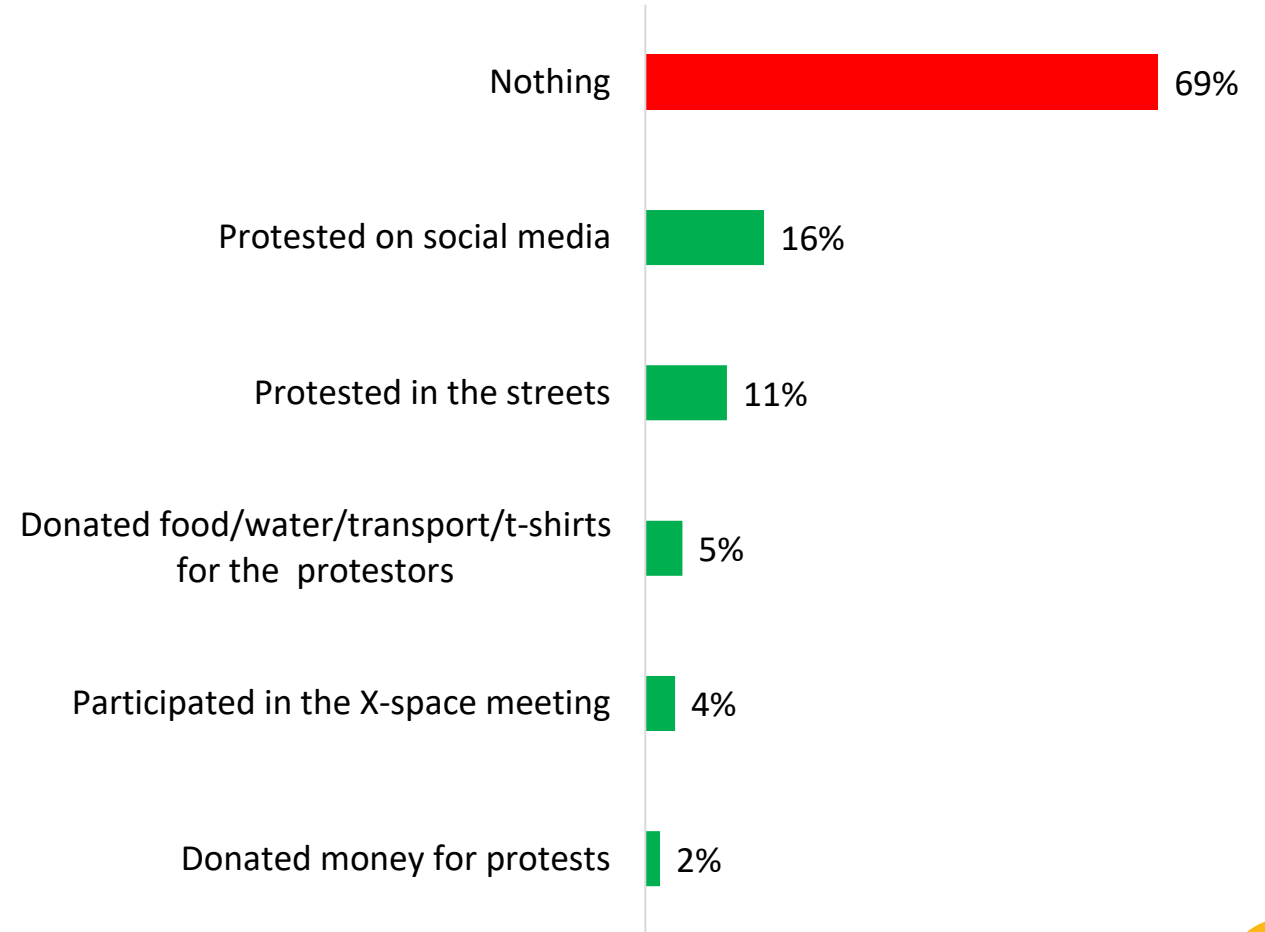
Personal involvement in the Gen-Z Protests

By total



- ❑ The majority of respondents reported no involvement in either physical or online protests. Among those who did participate, most engaged in protests primarily through social media.
- ❑ This data highlights a significant preference for digital activism over physical demonstrations among those supporting the Gen-Z movement.

Activities done to support the Gen-Z Protests



Base=all respondents

Q. Which of the following shows your involvement in the Gen-Z protests? Is there anything else you did?

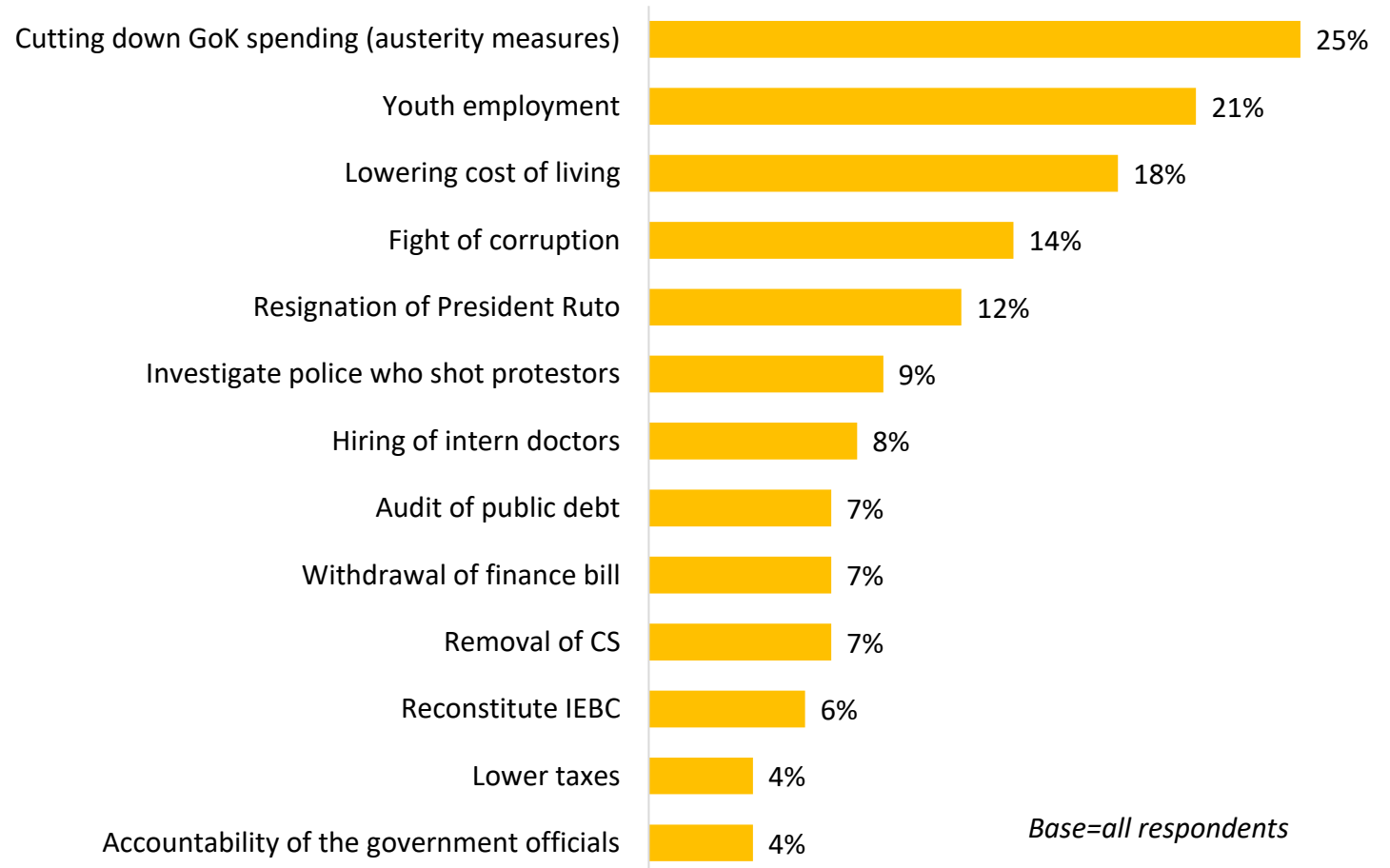
Gen-Z Demands Supported

By total



- ❑ Cutting down government spending (austerity measures) is the primary demand from Gen-Z demonstrations that most Kenyans support.
- ❑ The widespread support for austerity measures among Kenyans indicates a shared concern over government expenditure and economic management.

Gen-Z demand list supported



Q. Looking at a list of demands by the Gen-Z protestors, what are THREE demands do you support most?

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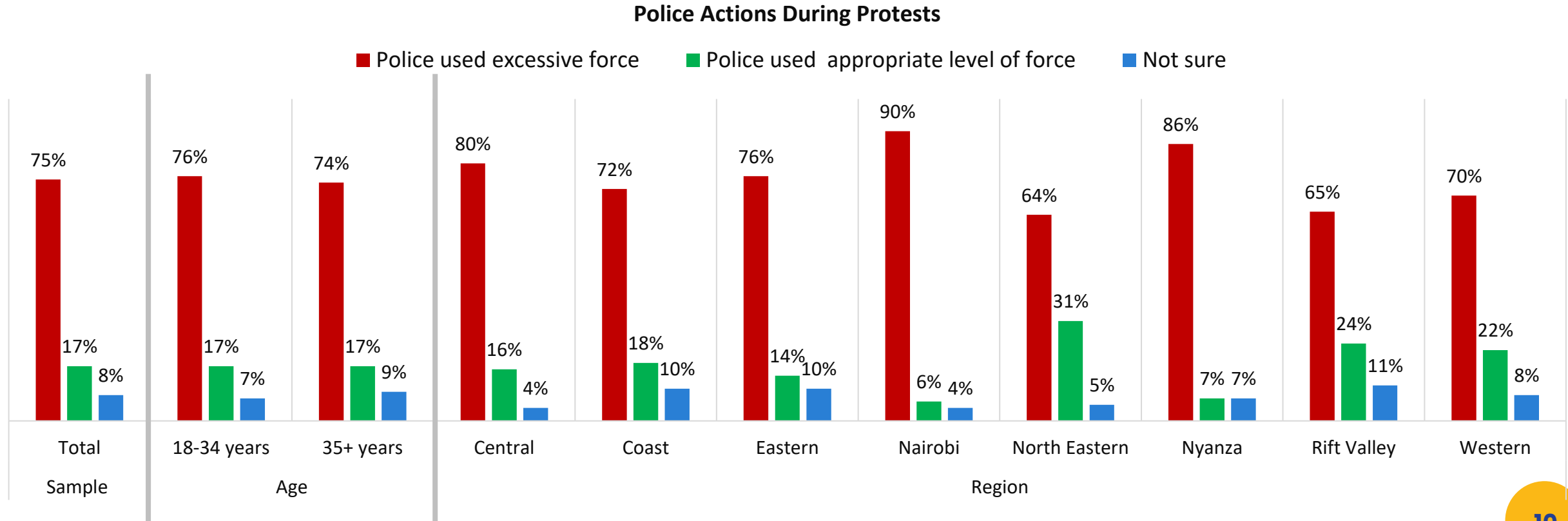
Police Actions in the Gen-Z Protests

Police Actions During Protests

By total, age & regions



- The perception of excessive force used by the police during protests is widespread, with significant concerns highlighted in the Nairobi and Nyanza regions. This sentiment reflects deep-rooted issues regarding law enforcement practices and raises critical questions about the balance between maintaining order and respecting the rights of protesters.



Q. Regarding the actions of the Police during the protests, which of the following statements is closest to your own view?

Base=all respondents

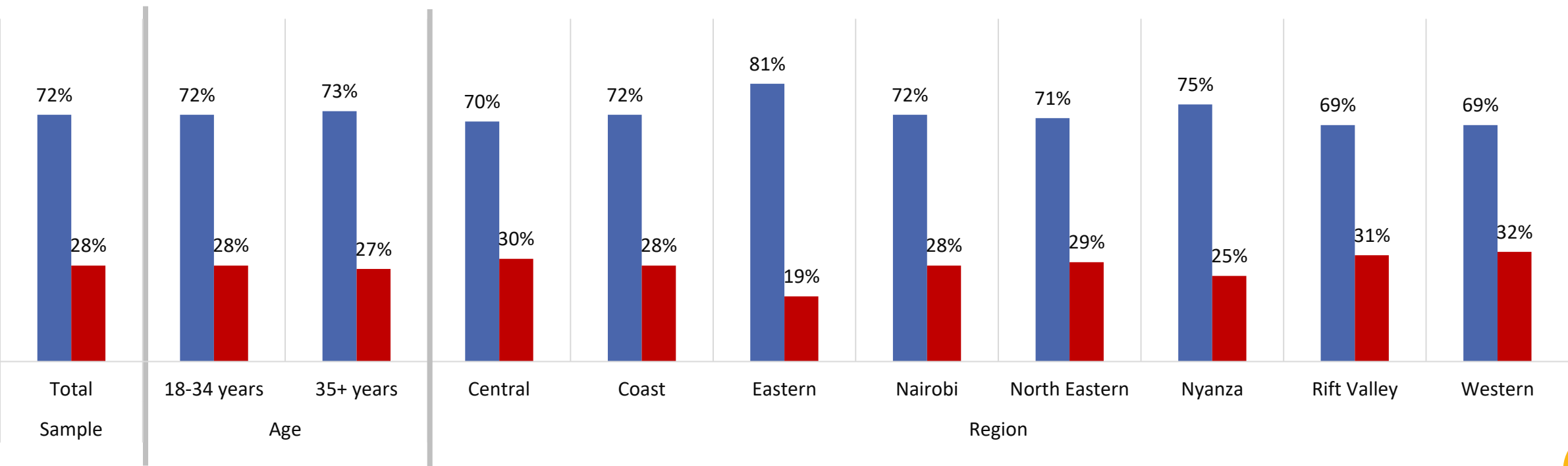
Sentiments on the Removal of the Army from Protest Management

By total, age & regions

- Overall, the majority of respondents supported the removal of the army from the streets to quell the protests.
- The broad support for withdrawing the army from the streets indicates a preference for non-military methods in managing protestors.

Support the Army Being Recalled Back

■ Support ■ Do not support at all



Q. The army was deployed to the streets to help the police security matters including managing protestors. To what extent do you support the army being recalled back to barracks?

Base=all respondents

3

Cabinet Dissolution

Support for Dissolving the Cabinet

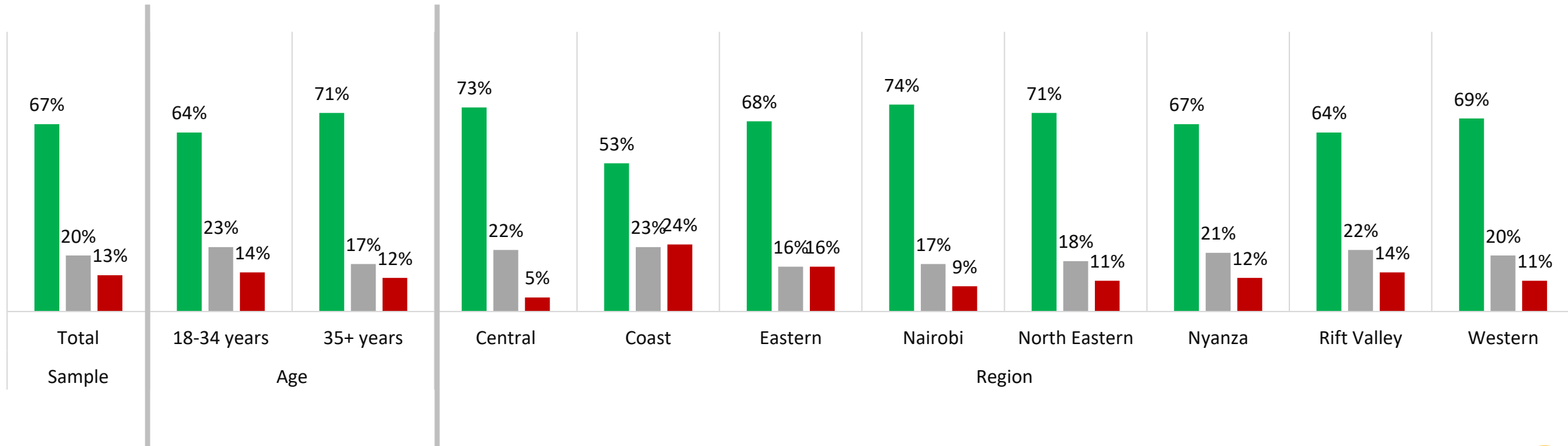
By total, age & region



- ❑ The majority of respondents strongly supported President Ruto's decision to dissolve the cabinet.
- ❑ The strong overall support for President Ruto's decision to dissolve the cabinet reflects a widespread desire for governmental change and reform.

Support for Dissolving the Cabinet

■ Strongly support ■ Moderately & slightly support ■ Do not support at all



Support for Dissolving the Cabinet

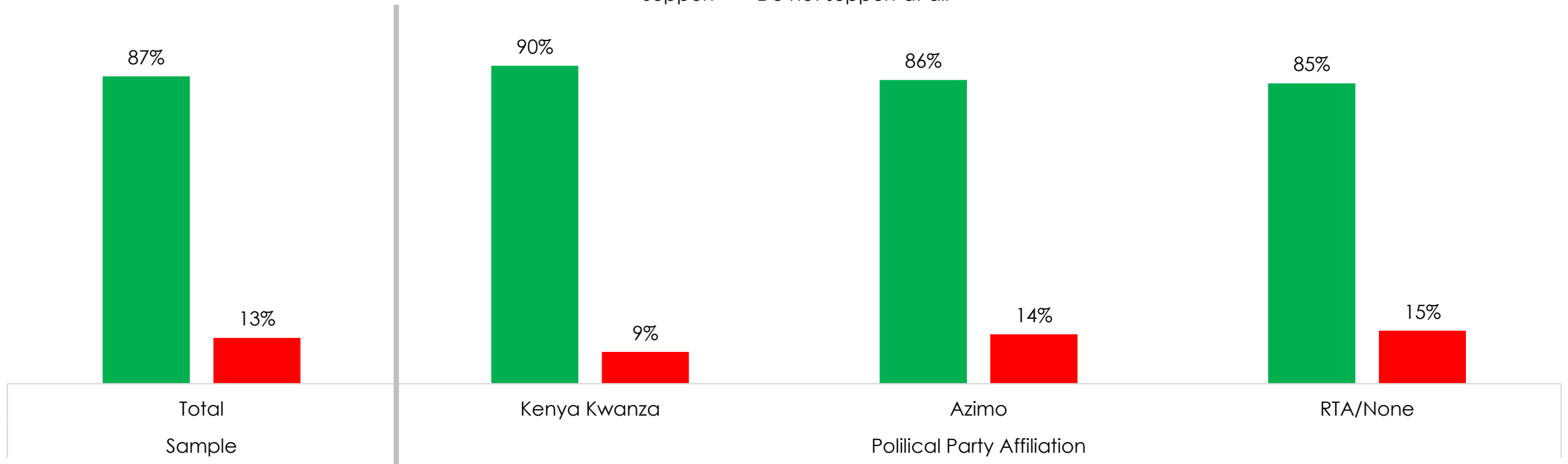
By total & political party affiliation



- Most of the respondents who supported the dissolution of the cabinet were affiliated with Kenya Kwanza.
- The strong support for cabinet dissolution among Kenya Kwanza affiliates suggests a perceived disconnect between the cabinet's actions and the expectations of their political supporters.

% support in Dissolving the Cabinet

■ Support ■ Do not support at all



Q. To what extent do you support President William Ruto decision in dissolving the Cabinet?

Base=all respondents

Opinion on the Fate of Cabinet Secretaries

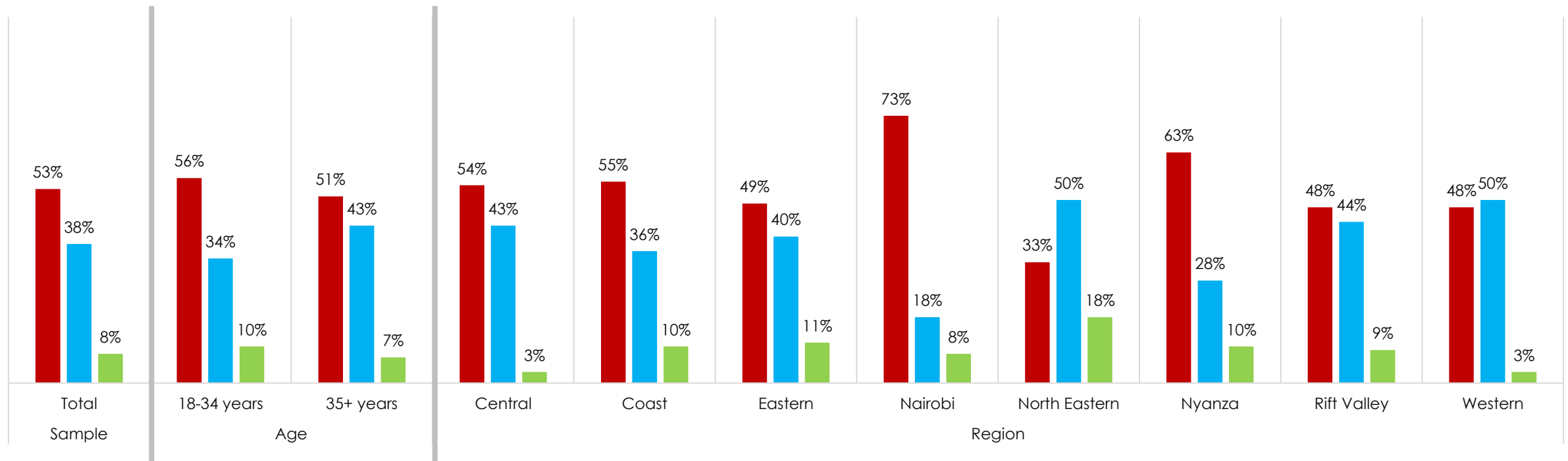
By total, age & region



- ☐ Slightly above half of Kenyans state that none of the Cabinet Secretaries should have been retained.
- ☐ The general consensus against retaining any Cabinet Secretaries indicates a widespread desire for comprehensive governmental change and new leadership.

Support for CS Firing

■ None of the CS' should have been retained ■ Few good CS' should have been retained ■ All CS' should have been retained



Q. Which of the following statements represents your opinion on what the president should have done in regard to the Cabinet Secretary dissolution/firing?

Base=all respondents

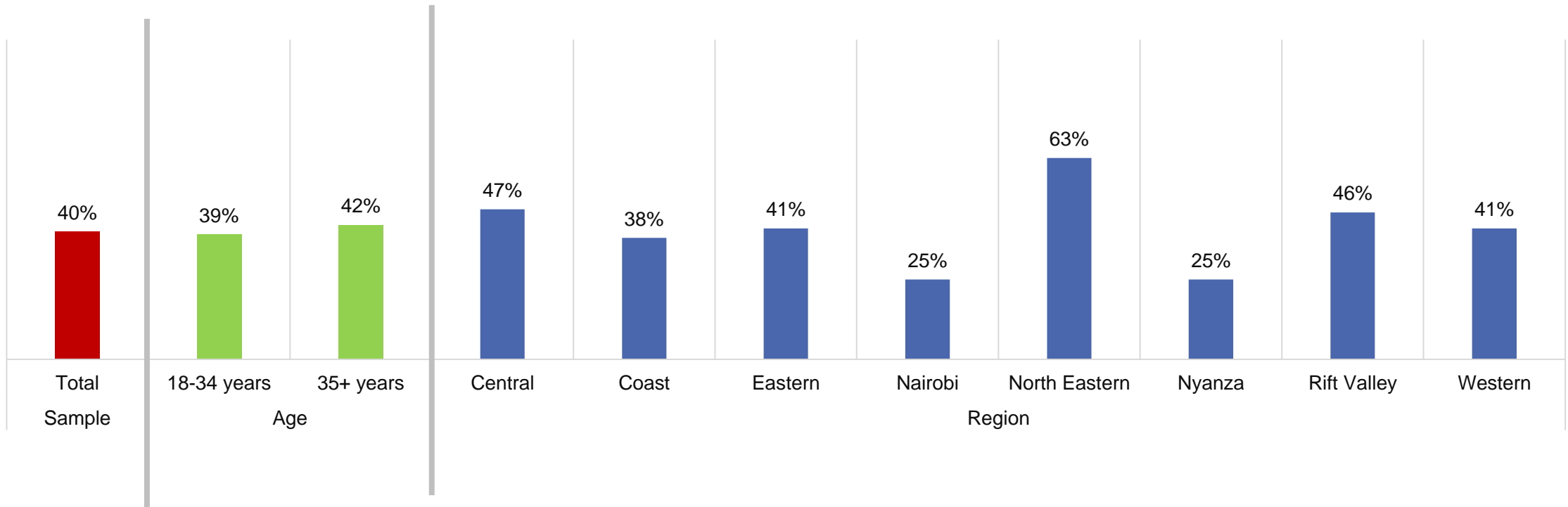
Re-Appointed of Performing Cabinet Secretaries

By total, age & region



□ A significant proportion 40% of Kenyans felt that performing Cabinet Secretaries should be re-appointed.

% who feel Performing CS' Should Be Re-Appointed



Q. Do you think that the President should bring back the performing CS'?

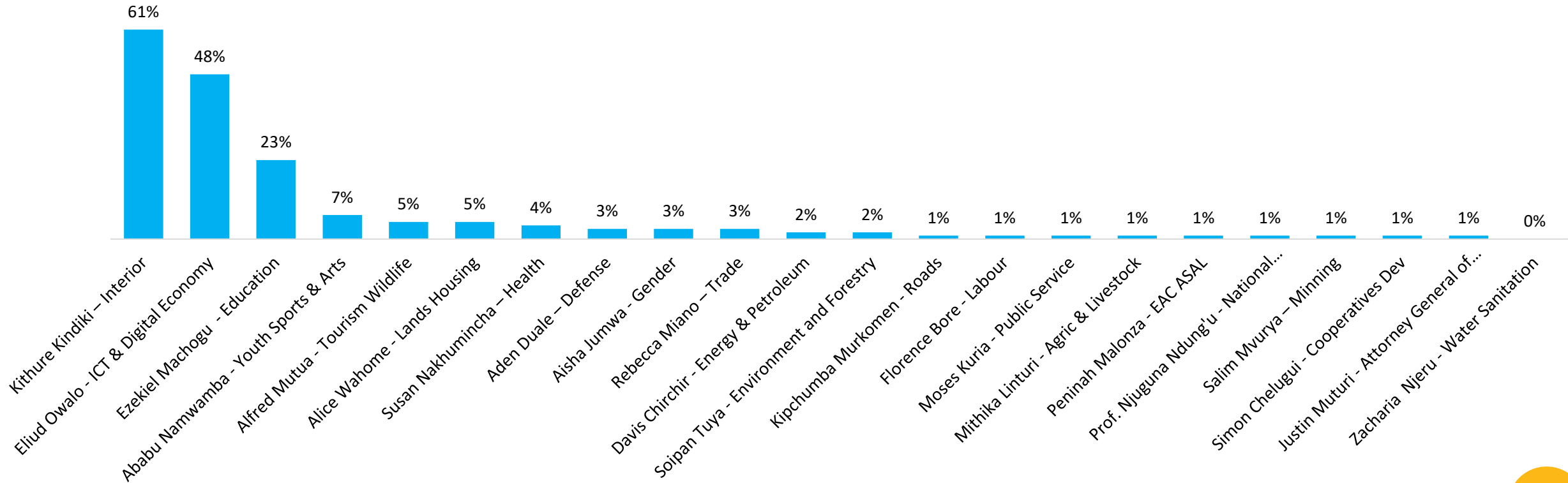
Re-Appointed of Performing Cabinet Secretaries

By those who want performing CS to be re-appointed



- Kithure Kindiki, Eliud Owalo and Ezekiel Machogu were amongst the top three mentions for CS's who Kenyans would want to be re-appointed.

% cabinet secretaries who should be re-appointed



Q. Which ones (of those performing) should be reappointed?

Base=those who feel a CS should be retained

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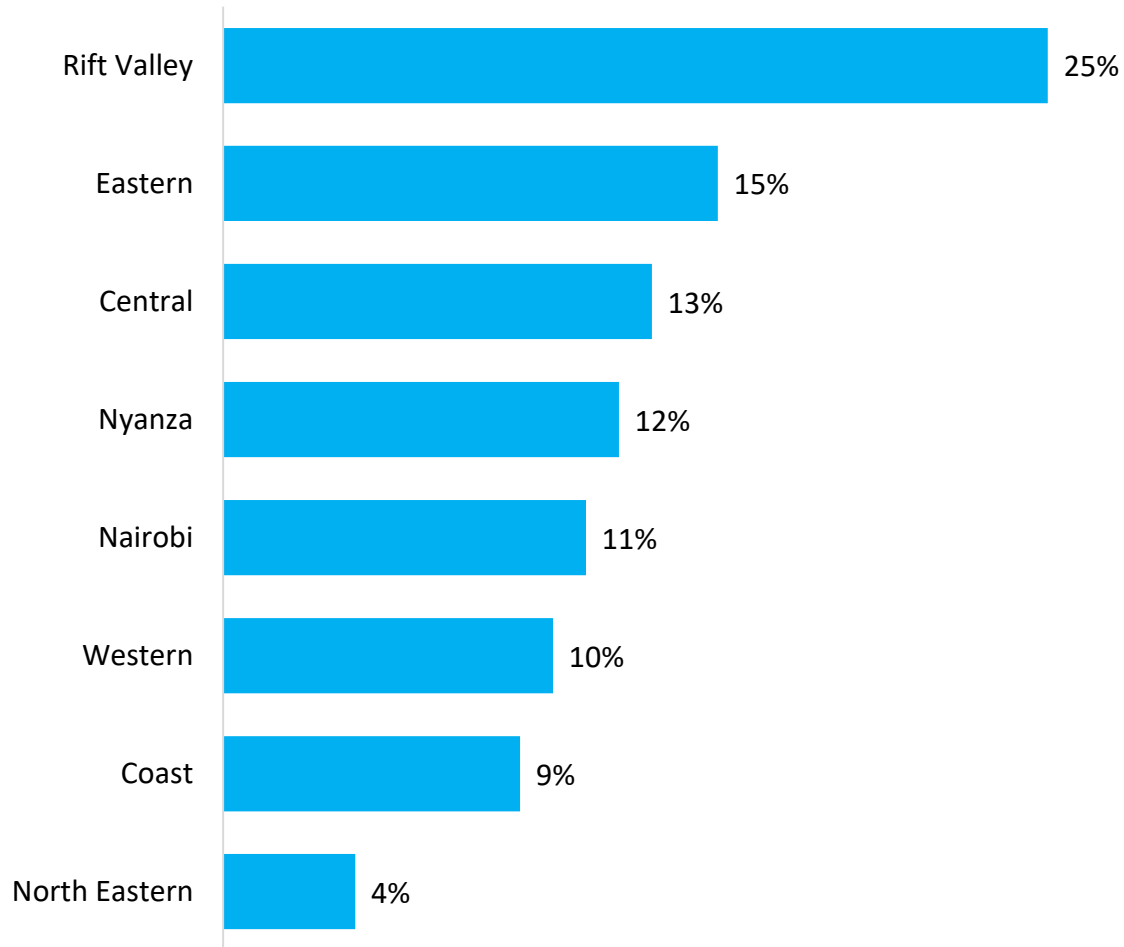
Methodology & Demographics

Data collection dates	16 th and 17 th July 2024
Target respondents	Aged 18+ years
Sample size & distribution	1,507 (the sample distributed across the counties proportionate to population size)
Margin of Error	+/- 2.52%
Data collection methodology	Telephonic interviews at the household level

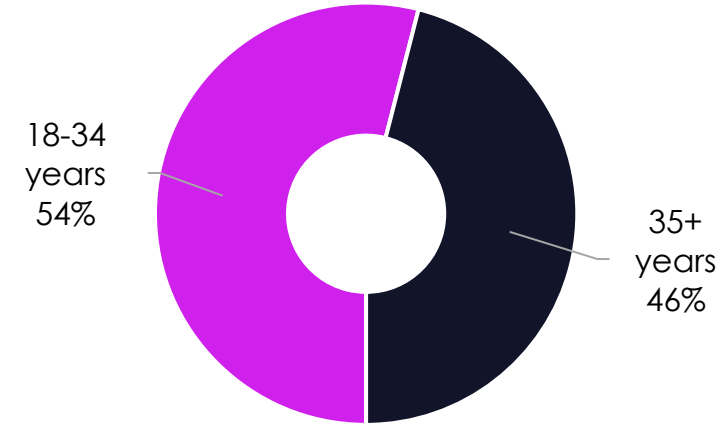
Respondents' Demographics



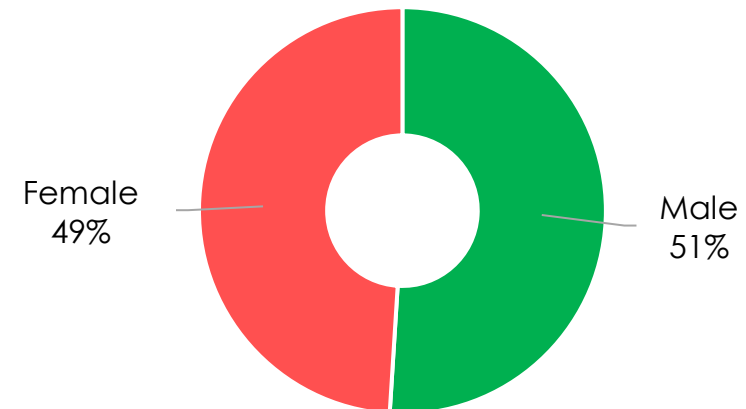
Region



Age



Gender



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ask@tifaresearch.com

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