



FAME, FORTUNE, FREEDOM

**Decoding the Shape of the dream for
Kenya's Gen Z**

By Odipo Dev & Africa Uncensored

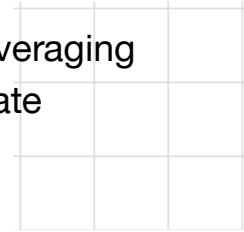
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About Odipo Dev

Odipo Dev are a full-service insight collective with a proven ability in leveraging audience and cultural intelligence to build distinctive brands and navigate audiences across the African continent.

We're committed to fighting Invisibility with ideas that permeate culture, work that drives results for our clients, and a culture our employees are proud of. From powering FMCG brands to creating headlining and nuanced data stories, we've been behind some of the most significant brand and cultural moments in Africa today.



About Africa Uncensored

Africa Uncensored is an independent media house set up by Kenya's finest investigative journalists. Our goal is to investigate, expose and empower. Having worked in investigative journalism for years we broke off to follow the stories that matter to the country and the people. Our goal is to show Africa as it really is.

Africa's story is often a disjointed summary of facts (and fiction) that don't do this continent justice. Yet there is so much to say and show about Africa. We believe that the power of investigative and in-depth journalism can be used to hold up a mirror to Africa, and show it what it really is. We will expose wrongdoing by the powerful, and shine a light on the things that truly matter to the people of this continent. Our editorial policy is, simply, The Truth



Methodology/Sample Breakdown

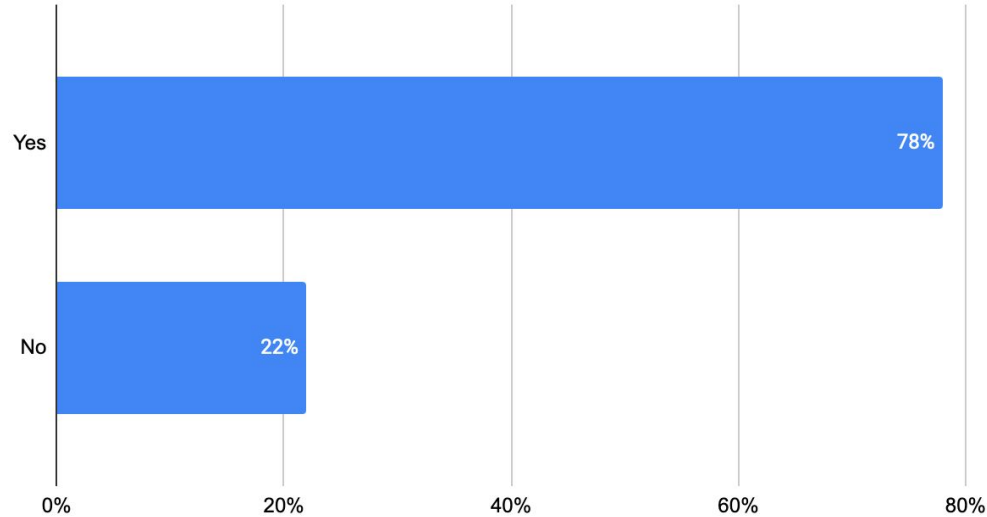
Element	Details
Sample Size	Total Respondents: n = 1300
Survey Method	Face to Face
Age Range	Kenyan Gen Z youth aged between 18 to 27* living in Urban and Rural Areas.
Regional Coverage	Rift: 25%, Western: 10%, Nyanza: 13%, North Eastern: 5%, Nairobi: 11%, Eastern: 15%, Coast: 9%, Central 13%
Gender Ratio	Female: 51% Male: 49%

*<https://www.beresfordresearch.com/age-range-by-generation/>



Gen Z really wants to be famous

Majority of Gen Z say being a Influencer is a real job.

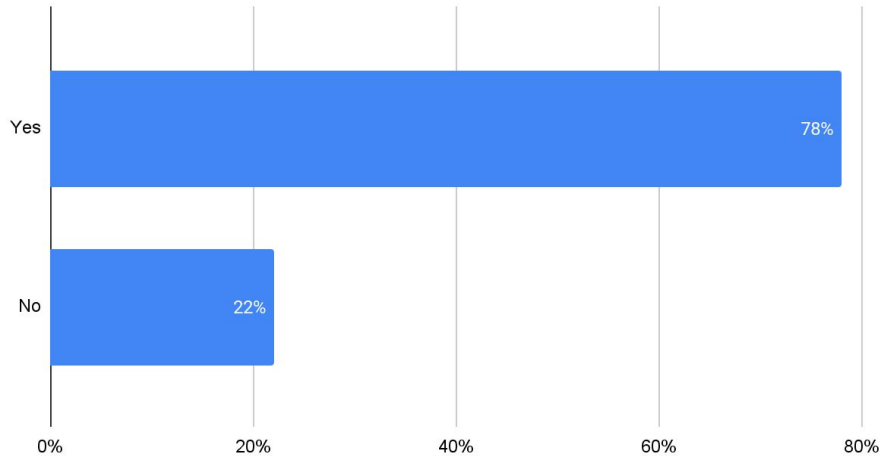


Q: Do you want to be famous? N= 1300

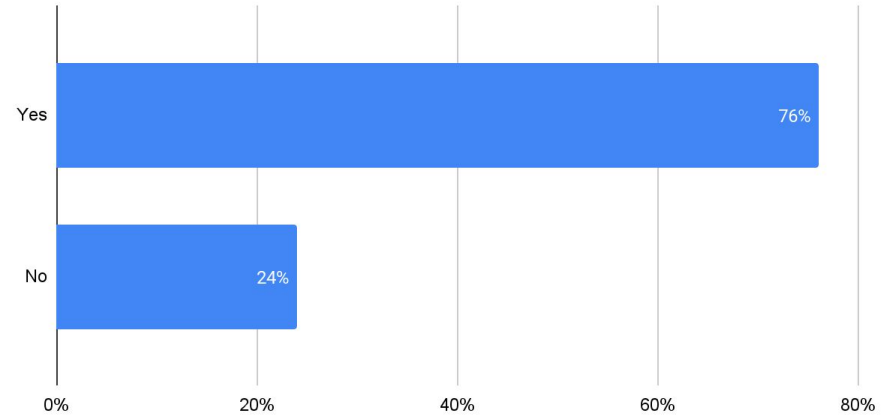


Being an influencer is a real job and for majority of Gen Z, there is real money to be made from it

Majority of Gen Z say being a Influencer is a real job.



Gen Z believe that they can make a lot of money by being influencers



Left Graph, Q: Do you think being an influencer is a reputable career?

Right Graph: Q: Do you believe it's possible to make a decent living as an influencer?

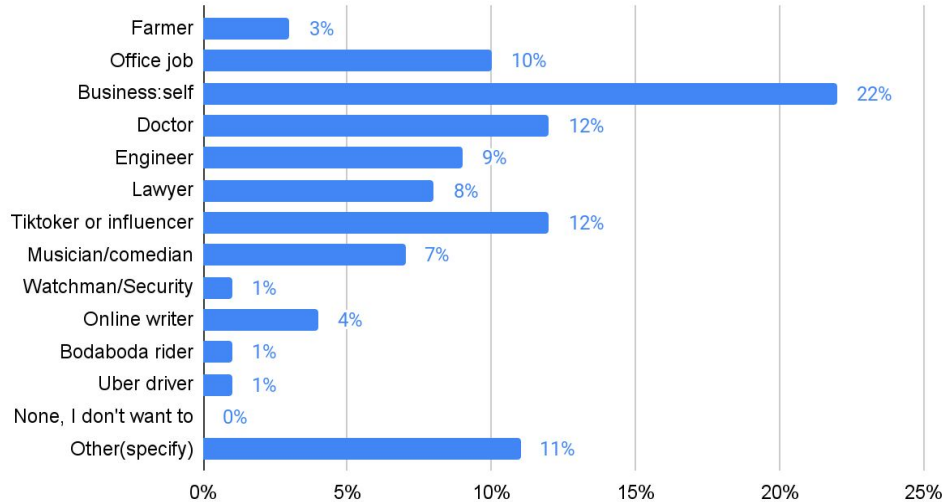
N= 1300



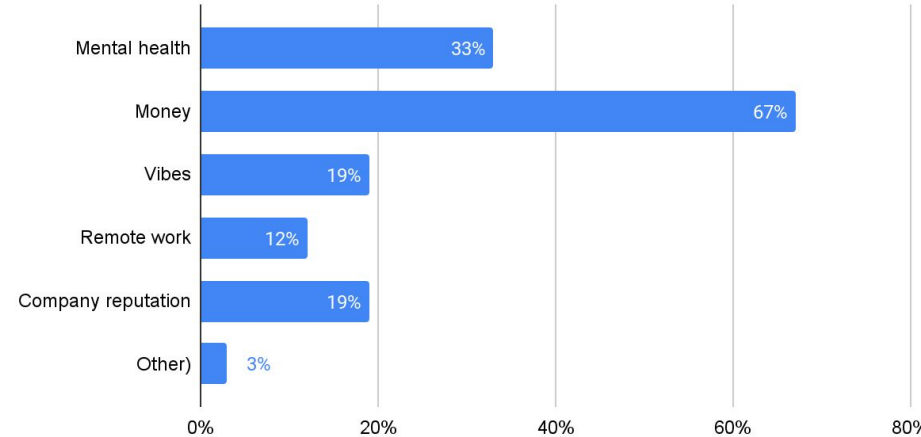
Gen Z want to work for themselves: The internet is a great enabler of that ambition



The dream Job for Gen Z is Flexible and Online



Vibes Cash and Insh'Allah: Gen Z want money, peace of mind and fun at work



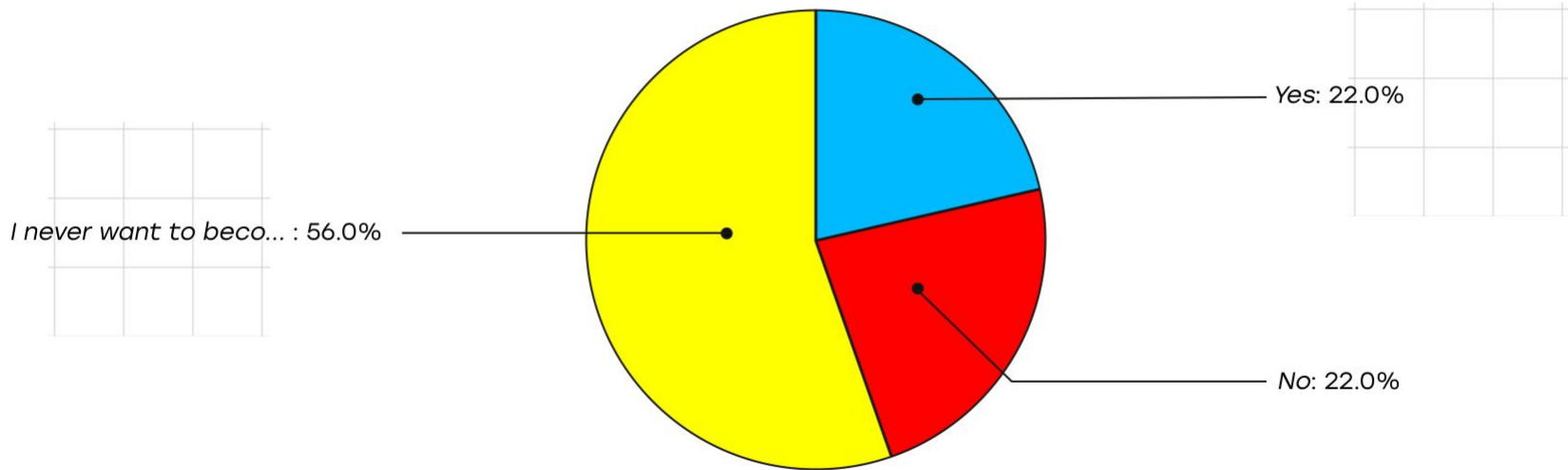
Left Graph, Q: What's your dream job?

Right Graph: Q: What are your top considerations when choosing a job?

N= 1300



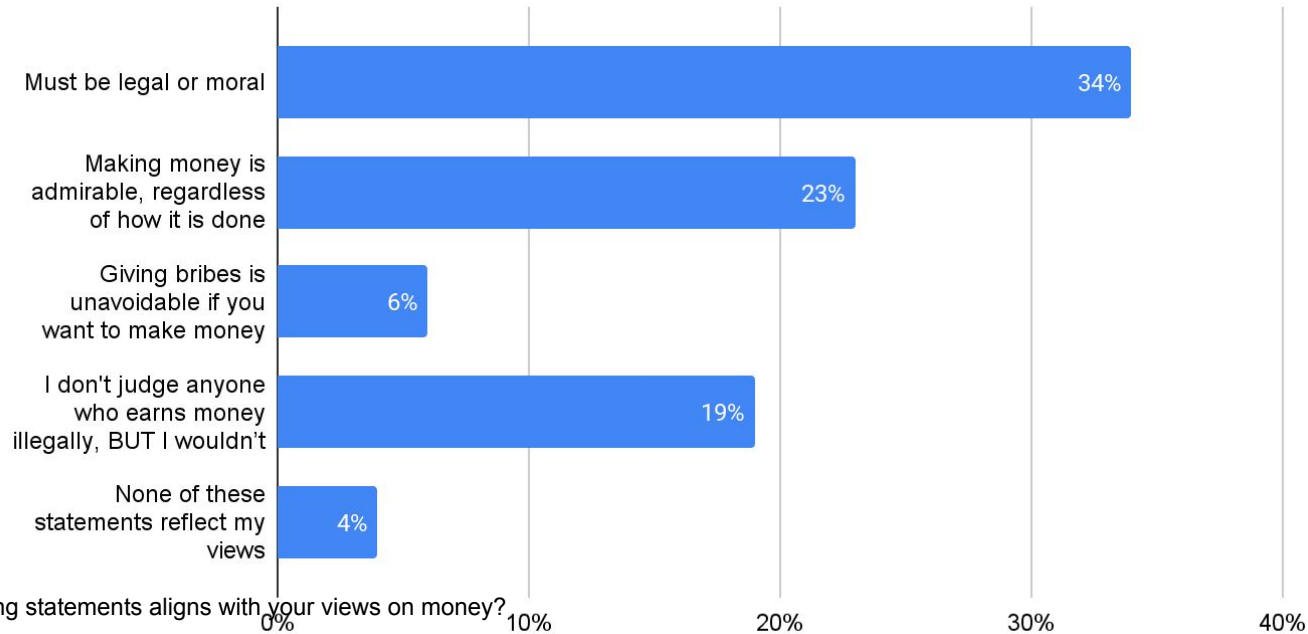
Has the doctor's strike dimmed any hopes you may have had of pursuing a medical career in Kenya



Q: Has the doctor's strike dimmed any hopes you may have had of pursuing a medical career in Kenya?
N= 1300

Hustle ni nyingi, Shida ni Kanjo: Gen Z still believe you can build a hustle the right way

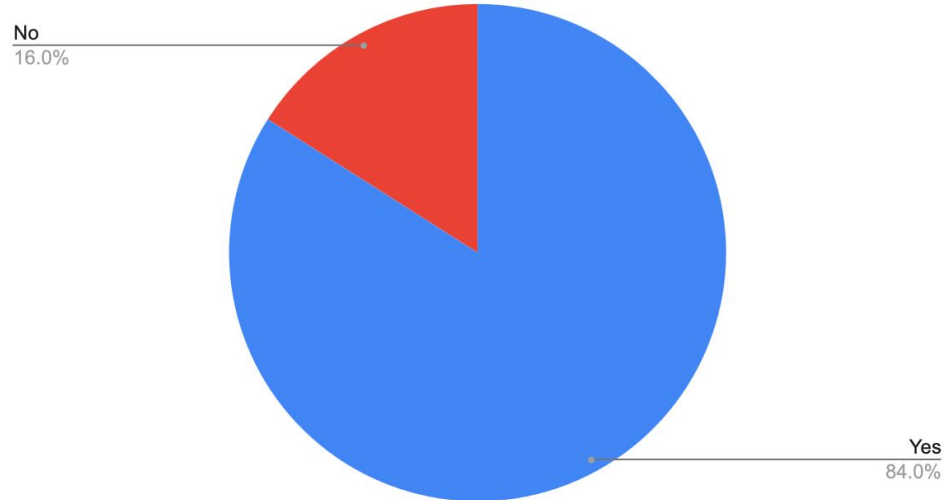
Hustle ni nyingi shida ni Kanjo: Gen Z still believe that you can build a hustle the right way



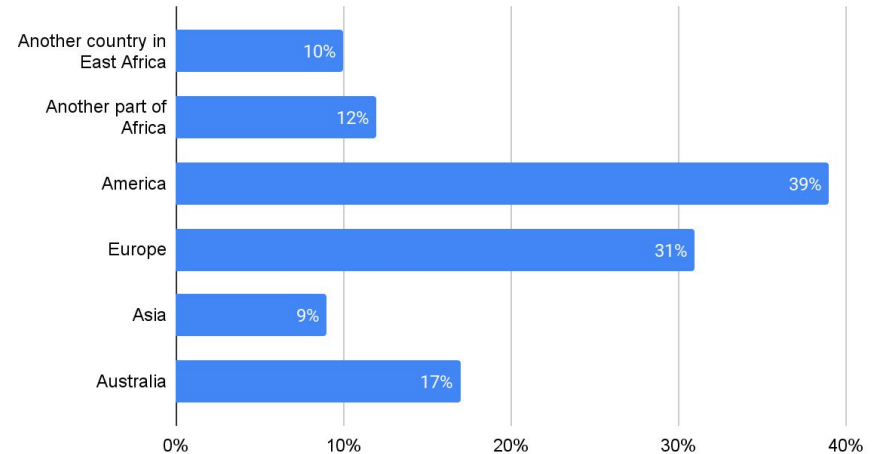
Q: Which of the following statements aligns with your views on money?
N= 1300

Young Kenyans don't want to stay in Kenya or Africa for that matter

4 in 5 Gen Z want to ditch Kenya for another country.



They don't want to be in Africa



Left Graph, Q: Do you wish to leave Kenya for better opportunities?
Right Graph: Q: Where would you want to go?
N= 1300





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Want to know more? get in touch!
Reach out on Team@odipodev.com or
<https://africauncensored.online/contact/>