

What you'll see and hear...

- **Some key findings on the overall sentiments of Kenyans towards the government performance across different generations;**
 - **Boomers**
 - **Gen X**
 - **Millennials**
 - **Gen Z**
- **The role of organizations and brands in political engagements**
- **Kenyans' political involvement and their expectations from brands**



Demographics

- **Total Universe: 600**
- **We spoke to male (50%) and female (50%) respondents**
- **The audience was selected across all counties**
- **Age Split:**
 - **18-24 (25%)**
 - **25-35 (30%)**
 - **36-45 (17%)**
 - **45-54 (10%)**
 - **55+ (5%)**



