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## DEMOGRAPHICS

### Respondent Bio-data

1. Country
2. Region
3. County
4. Sub-location
5. Respondent Name
6. Respondent Contacts
7. Gender

Parameter	Options
Age	[18-20], [ 21-25], [26-30], [31-35]
Education Level	Primary, Secondary, College, University, Post graduate
Marital Status	Married, Single, Divorced, Windowed
Location	Rural, Urban
Religion	Catholic, Protestant, Muslim, Other
Employment Status	Employed, Unemployed, Self employed
Gender	Male, Female

## BACKGROUND & UPBRINGING

Looking at all the things that make you who you are, would you define yourself as....?

- a. A young person first
- b. A citizen of Kenya /Uganda/Tanzania First
- c. An East African first
- d. A member of ..... tribe first
- e. A member of your family first
- f. A resident of ..... town/ neighborhood etc first
- g. A child of God/Allah first
- h. Other
- i.

**It is often stated that how one is raised as a child determines how we develop in life. Looking at your own upbringing, what would you say?**

- a. Both your parents spent time and effort raising you well
- b. You were raised by your mother who spent time and effort to raise you well
- c. You were raised by your father who spent time and effort to raise you well
- d. Your extended family( aunties/uncles/grandparents) spent time and effort raising you well
- e. You had to look after yourself from an early age
- f. Your house help/nanny is the one who raised you
- g. Your parents left your upbringing to the schools you went to
- h. Other

In each of the following statements, could you kindly choose the statements that best describes you

- a. I often see the glass as half full
- b. I often see the glass as half empty
  
- c. I am very trusting
- d. I am very suspicious of people
  
- e. I am courageous & feel I can face anything
- f. I am fearful and afraid of challenges
  
- g. I would easily hit a person who confronts me in an offensive manner
- h. I would easily walk away from someone who confronts me in an offensive manner
  
- i. I easily embrace change
- j. I hate change and like things remaining as they are

- k. I only get along too well with my close friends & family
- l. I get along easily with everyone I meet

## SENSE OF RESPONSIBILITY

Please indicate how strongly you disagree or agree with each statement pay

[Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree]

- a. Everyone should pay attention to the news/ issues /problems, including myself
- b. Would trying to correct a wrong action or injustice get me into trouble?
- c. I like to help other people, even if it is hard work
- d. I know what I can do to help make my neighborhood/estate/village/town/county a better place
- e. I think people should assist those who are in need of help
- f. I pay attention to news, events, issues, problems that affect my estate, neighborhood, village, town, country

## ACCOUNTABILITY

**Please indicate how strongly you disagree or agree with each statement.**

[Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree]

- a. I think it is important for people to follow rules and laws
- b. I have no problem in explaining my decisions and actions to those in who need to know
- c. I think it is important to tell the truth
- d. I am ready to face the consequences of my actions both good and bad
- e. I think every citizen earning an income should pay taxes

## SELF ESTEEM

**Please indicate how strongly you disagree or agree with each statement.**

[Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree]

1. Many of the people around me seem to have a better life than I do.
2. I often feel that I am not as intelligent or outstanding as my friends
3. I don't think I will ever achieve my dreams in life
4. I feel like a failure most of the time
5. If I was to disappear from the world today, nobody would really miss me
6. I find it very difficult to hear criticism or disapproval about myself
7. I don't like who I am and wish I was somebody else
8. I'm afraid of being rejected by my friends & family
9. I am confident in my abilities
10. I am proud of who I am and where I come from

**Based on your life experiences with success and failure in your daily endeavors, which of the following best describes you?**

- a. If you work hard you will succeed & if you don't work hard you won't succeed.
- b. It is better to use any means necessary (legal/illegal/good or bad) to succeed
- c. It doesn't matter how hard most people work, they rarely succeed
- d. Only those who work smart and not hard succeed

## CONNECTION

**Please indicate how strongly you disagree or agree with each statement.**

[Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree]

- a. I feel I am a part of my neighborhood/estate/village/town/county.( generally the place where I live and work)
- b. My government cares for me and makes me feel like an important citizen
- c. I often discuss and think about how political, social, local or national issues affect my neighborhood/estate/village/town/ county/the community at large.
- d. I participate in political or social causes in order to improve my neighborhood/estate/village/town/county and the community at large
- e. believe I have the power to make a difference in my neighborhood/estate/village/town/county the community at large
- f. I believe it is important to vote
- g. I intend to vote during our next general elections
- h. It is very important for young people to vie for political positions
- i. If a young person were to vie for a political position, I would vote for them
- j. I will vote for the person who pays me to vote for them

## EMPOWERMENT

**Please indicate how strongly you disagree or agree with each statement.**

[Yes, No, Somewhat, Don't Know]

- a. I have the life skills and education to be a good parent
- b. I have the life skills and education to be a good spouse
- c. I have the life skills and education to be a good citizen
- d. I have the life skills and education to excel in the career of my choice
- e. I am aware of the youth initiatives that are available to me as a young person
- f. I know how to tap into the youth initiatives e.g. the youth fund to get financial assistance or to start a business
- g. I am aware of the policies and laws that are meant to protect/ help the youth
- h. I have benefited from a government run youth initiative
- i. Within the past one year, the government has introduced projects or programs which have impacted positively on me
- j. My parents/family have fully prepared me to succeed in life

## SEXUAL & REPRODUCTIVE HEALTH

**Please indicate how strongly you disagree or agree with each statement.**

[Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree]

- a. There is nothing wrong with having sex outside marriage
- b. There is nothing wrong with having more than one sexual partner outside marriage provided they don't know each other
- c. There is nothing wrong with having more than one sexual partner within marriage provided they don't know each other
- d. You only need to use a condom when having sex with a stranger
- e. There is nothing wrong with abortion
- f. There is nothing wrong with same sex relationship/ homosexuality
- g. Most of my friends had their first sexual experience before 18 years

**What would you say is the most common source of sex education amongst young people?**

- h. Parents
- i. Teachers
- j. Peers
- k. Mass Media i.e. TV, Radio, Print
- l. Social Media
- m. Siblings
- n. Extended Family
- o. Religious Institutions

## VALUES & PRINCIPLES

On a scale of 1-5 where 1 is not at all important and 5 is extremely important, How would you rate your importance to the following parties? [Not at all important, slightly important, moderately important, Very important, extremely important, don't know]

- p. Your family
- q. Your friends
- r. Your estate/neighborhood /village/town/county community
- s. Your Government
- t. Politicians
- u. Religious organizations

In the values given below, which three things would you say you currently value the most in your life?

- a. Faith (God)
- b. Work
- c. Wealth (money /Property)
- d. Freedom
- e. Family
- f. My Friends
- g. The Environment
- h. Art/Music/Culture
- i. Integrity
- j. Country
- k. Other Specify
- l.

Please indicate the importance that you assign to each of the following principles in life [Not at all important, slightly important, moderately important, Very important, extremely important, don't know]

- a. Education
- b. Security/peace
- c. Investment opportunities
- d. Employment
- e. Equality
- f. Better health

- g. Corruption
- h. Access to loans for starting a business
- i. Access to the internet
- j. Freedom of speech
- k. My family
- l. Others (Specify)

How strongly do you agree with the following statements?

[Don't agree with, agree with, agree with totally]

- a. Education is more important than money
- b. It doesn't matter how you get money, so long as you have it and you're not in jail
- c. There is nothing wrong with corruption in fact corruption is profitable
- d. I would easily take a bribe
- e. I would easily give a bribe
- f. I would do anything to get money
- g. I really admire people who use get rich quick schemes to make millions /hustlers

Using this card, would you please indicate for each description whether that person is very much like you, like you, somewhat like you, not like you, or not at all like you?

[Very much like me, like me, Somewhat like me, A little like me, Not like me, Not at all like me ]

- a. It is important to this person to think up new ideas and be creative; to do things one's own way
- b. It is important to this person to be rich; to have a lot of money and expensive things.
- c. Living in secure surroundings is important to this person; to avoid anything that might be dangerous
- d. It is important to this person to have a good time; to "spoil" oneself
- e. It is important to this person to do something for the good of society
- f. It is important for this people to help the people nearby; to care for their well-being
- g. Being very successful is important to this person; to have people recognize one's achievements
- h. Adventure and taking risks are important to this person; to have an exciting life.
- i. It is important to this person to always behave properly; to avoid doing anything people would say is wrong.
- j. Looking after the environment is important to this person; to care for nature and save life resources.

- k. Tradition is important to this person; to follow the customs handed down by one's religion or family.

What are your aspirations/ambitions for the next five years?

- a. To get a job
- b. To Own a house
- c. To own a car
- d. To further my education
- e. To start a family
- f. To join politics/ get a leadership position
- g. To further my career

If you were to be given 5 options to pick where your future career/life would be, which of the following would you picture yourself as and why?

- a. A business magnate
- b. A powerful politician
- c. A regular hardworking citizen e.g. A teacher, accountant, nurses, policemen
- d. A popular musician/actor
- e. A farmer

What are your reasons for becoming a business magnate?

- a. Dream/ambition/ passion
- b. Financial stability/ source of wealth
- c. own boss/ able to make independent decisions
- d. Area of specialization/ learnt
- e. create employment
- f. Help society/family
- g. Easy to raise capital/ manage
- h. respect/fame/power

What are your reasons for becoming a politician?

- a. admire politics/ passion
- b. help/transform society
- c. For fame/ power/respect
- d. offer leadership

- e. To make money/ wealth
- f. Build/Develop political connects
- g. for security purpose
- h. for employment
- i. fight corruption

What are your reasons for becoming a trained professional?

- a. help society/country
- b. I am a trained professional
- c. Passion/dream job
- d. earn a living/raise/ improve my living standard
- e. job security
- f. emulate my role model
- g. to get honor/respect/fame

What are your reasons for becoming a musician?

- a. Talent/Passion
- b. Earn a living
- c. Fame
- d. To teach and enlighten the mass
- e. Studied it in school/profession
- f. Entertain

What are your reasons for becoming a farmer?

- a. Earn a living/ accumulate wealth
- b. Passion/dream
- c. Food security
- d. Source of employment
- e. Studied farming/profession/have skills
- f. Owns a farm/ farm resources
- g. It's the only option

## THE FUTURE

Imagine you were looking into a crystal ball and could see the future, how would you describe your country 20-30 years from now?

- a. Our country will have better living conditions for all
- b. There will be more jobs for the youth
- c. There will be better access to quality education and skills
- d. There will be less corruption
- e. There will be fewer crimes
- f. There will be equality for all
- g. There will be modern technology and innovation leading to more food
- h. There will be access to better health
- i. There will be hopeful society for all
- j. There will be more substance abuse and addiction

In future country will be?

- a. Richer or wealthier materially
- b. Poorer in values and ethics
- c. With a worsening environmental conditions
- d. Offering more opportunities for youth
- e. Rewarding hard work

## YOUTH AND MEDIA USAGE

What is your main source of information?

- a. TV
- b. Radio
- c. Social Media; Facebook, Twitter, You tube etc.
- d. Websites
- e. Print: Newspapers/Magazines
- f. Word of mouth
- g. Other

What is your favourite TV station?

What is your favourite radio station?

What is your favourite Print media?

What is your favourite social media platform?

- a. Facebook
- b. Other
- c. Whatsapp
- d. Twitter
- e. Instagram
- f. Linkedin
- g. Viber
- h. Badoo
- i. Tagged

On average, how often do you use the internet?

- a. 1 hour or less
- b. I don't use the internet at all
- c. 2-5 hours per day
- d. Constantly when I'm awake
- e. 5-10 hours per day
- f. Rarely
- g. 1 day in the week
- h. 2 days in a week
- i. Once a month

- j. 3 days in the week
- k. Above 10 times a month
- l. 2 -5 times a month
- m. 5-10 times a month

What do you normally do when you are online?

- a. Comment on friends pages/walls/pictures
- b. Chat via social networks
- c. Other
- d. Go online to get news about politics & current affairs
- e. Comment on blogs
- f. Go to educational sites for information
- g. Watch videos, movies or listen to music online
- h. Share content online

What activities do you normally conduct on your cell phone?

- a. SMS
- b. Phone calls
- c. Face Book
- d. WhatsApp
- e. Music downloads
- f. Internet browsing
- g. Twitter
- h. Email
- i. Picture downloads
- j. Ringtone downloads
- k. Game downloads
- l. You tube
- m. Software downloads
- n. Content downloads
- o. Nothing , I don't use cell phone
- p. Blogging

## HAPINESS AND WISHES

On a scale of 1-10 where 1 is completely dissatisfied and 10 is completely satisfied How satisfied are you with the financial situation of your household?

On a scale of 1-10 where 1 is not at all happy and 10 is Extremely happy, how would you rate your level of happiness

What is the one most pressing issue affecting the youth that the government should address?

- a. Unemployment
- b. Lack of capital to start businesses
- c. Inadequate opportunities
- d. Illiteracy
- e. Discrimination/Non-recognition
- f. Poverty
- g. Drugs and Substance abuse
- h.

Who would you say is you main role model?

- a. My Mother
- b. My Father
- c. Other
- d. My President or other political figure
- e. My Pastor/Priest
- f. My Boss

Who would you say is you main role model? (These vary with country)

- a. Barrack Obama
- b. Senator Mike Sonko
- c. Wangari Maathai
- d. Lupita Nyong'o
- e. Equity's James Mwangi

- f. David Rudisha
- g. Mugubi Victor Wanyama
- h. Diego Costa

If you were to be given Ksh 10 million today with the condition that you only spend it on one thing, what would that one thing be?

- a. start/improve business
- b. buy/build rental house
- c. buy land/house
- d. participate in charity event
- e. invest in farming
- f. further my education studies
- g. provide comfort to my family
- h. transport business
- i. buy a car
- j. Go for recreational trips and activities
- k. boost my career
- l. wedding
- m. seek fame
- n. build church/mosque