

# Earth for All Survey 2024

## Kenya

**G20+ Global Report: attitudes to political and economic transformation**

**Commissioned by Earth4All and the Global Commons Alliance**

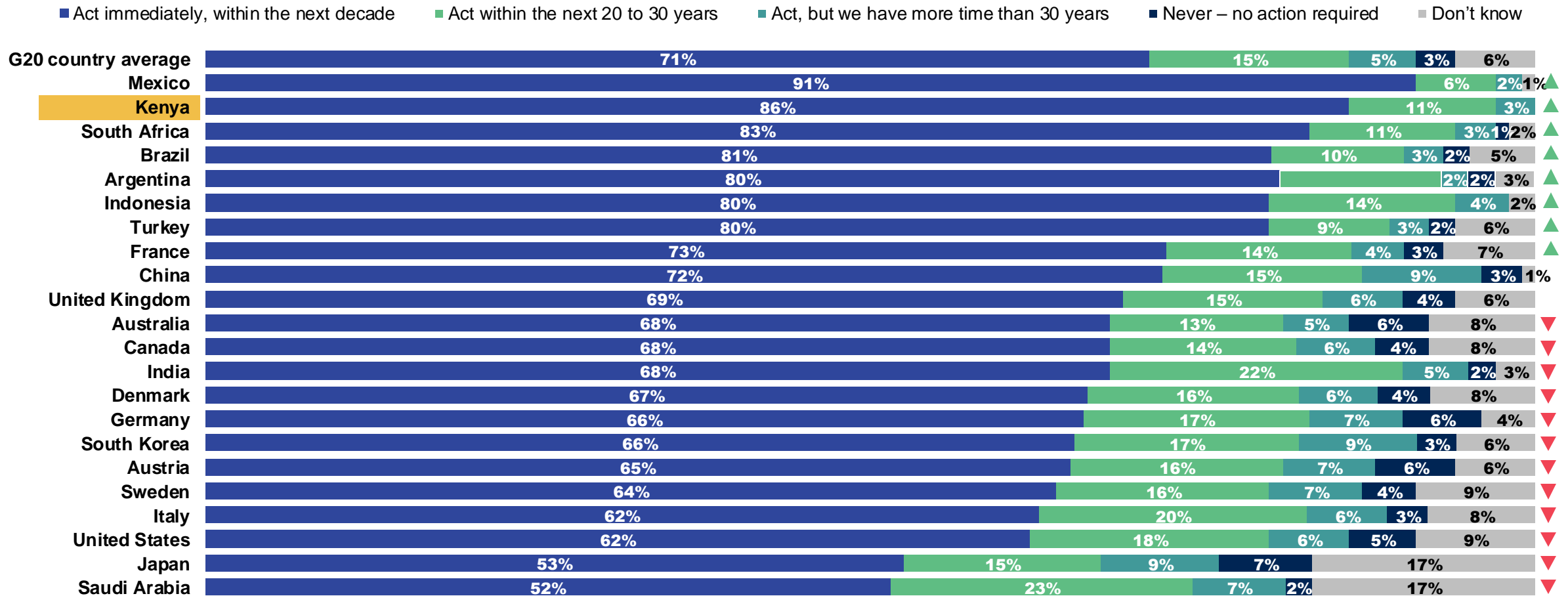
Partners: The Policy Institute Kings College, ISWE, Wellbeing Economy Alliance

# Support for proposals

# 01

# Thinking about climate change and protecting nature, how quickly do you think the world needs to take major action to reduce carbon emissions from electricity, transport, food, industry, and buildings?

Q6. Thinking about climate change and protecting nature, how quickly do you think the world needs to take major action to reduce carbon emissions from electricity, transport, food, industry, and buildings? Please select the option that best reflects your understanding and opinion of the urgency.



Base: 22,000 across 22 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), China (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 18 G20 countries surveyed (Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

# Thinking about climate change and protecting nature, how quickly do you think the world needs to take major action to reduce carbon emissions from electricity, transport, food, industry, and buildings?

Q6. Thinking about climate change and protecting nature, how quickly do you think the world needs to take major action to reduce carbon emissions from electricity, transport, food, industry, and buildings? Please select the option that best reflects your understanding and opinion of the urgency.

	Total (A)	Gender		Household income			Age				
		Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-65 (K)
Act immediately, within the next decade	86%	84%	87%	81%	85%	91%	85%	85%	88%	85%	83%
	D					ADE					
Act within the next 20 to 30 years	11%	13%	9%	16%	9%	8%	13%	12%	9%	11%	8%
	C	AC		AEF							
Act, but we have more time than 30 years	3%	2%	3%	2%	5%	1%	2%	2%	2%	2%	9%
	F				ADF						AGHIJ
Never – no action required	-	-	1%	1%	1%			1%	-	1%	
Don't know	-	-	1%	-	1%			-	-	2%	
										A	

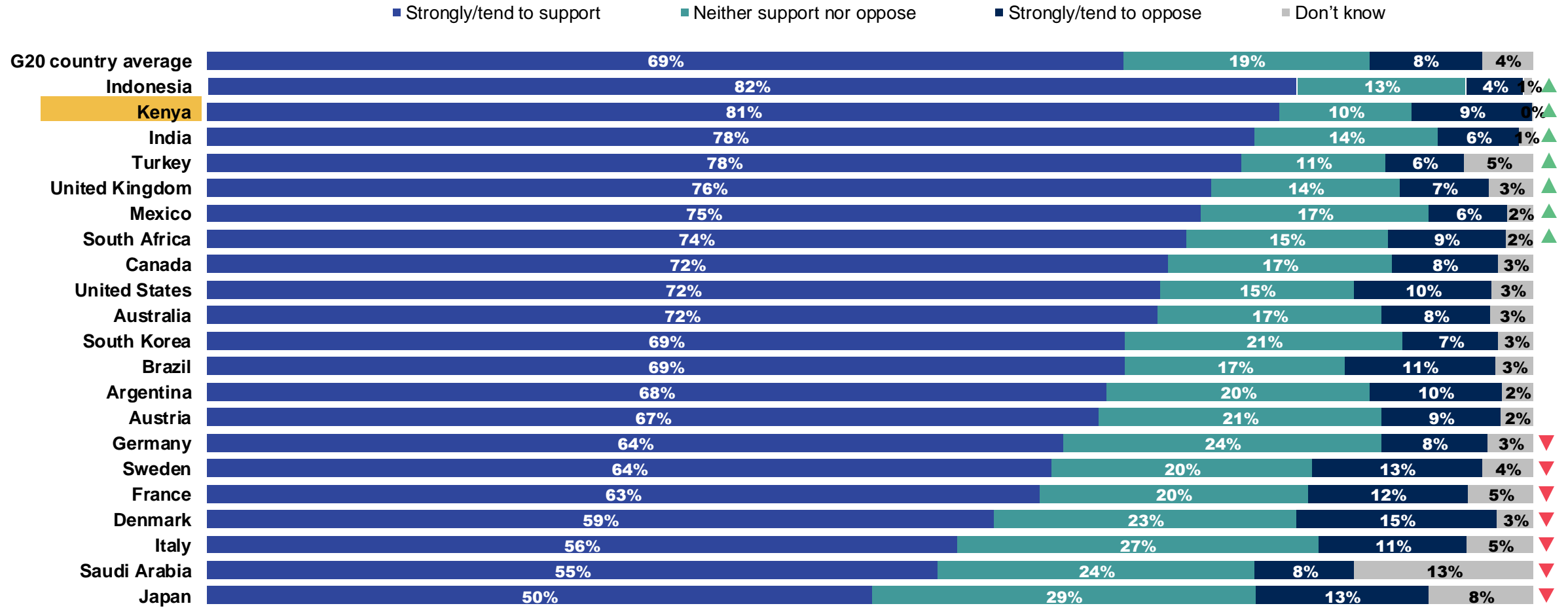
Base: Kenya, 1,000 adults aged 18 to 65, interviewed online in March and April 2024.  
For subgroup base sizes, please see Methodology.

Green letters show that column % is significantly higher than the column indicated by the letter. Subgroups sig tested against total and comparable others (i.e. male vs female; low vs middle vs high household income; 18-24 vs 25-34 vs 35-44 vs 45-54 vs 55-65).



# Large businesses pay higher tax rates.

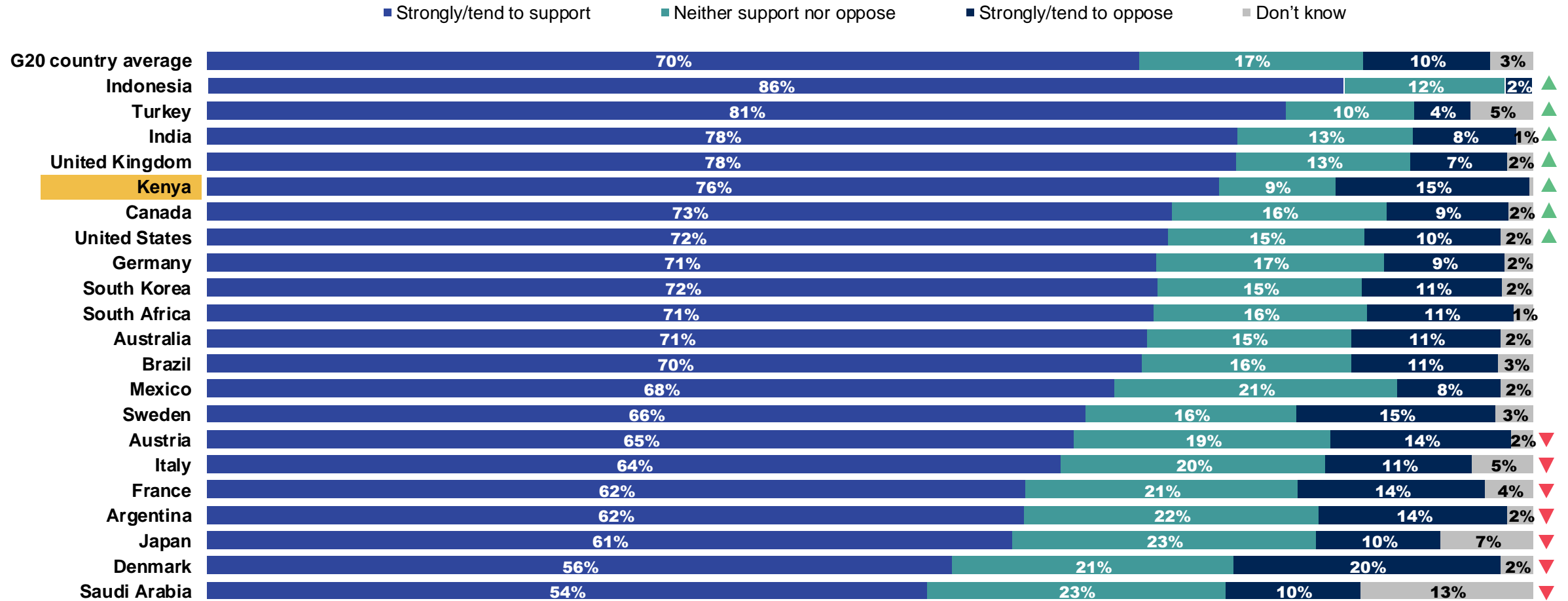
Q16. To what extent if at all would you support or oppose the following proposals as means of funding major changes to our economy and lifestyles?



Base: 21,000 across 21 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 17 G20 countries surveyed (Argentina, Australia, Brazil, Canada, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

# Wealthy people pay higher rates of income tax.

Q16. To what extent if at all would you support or oppose the following proposals as means of funding major changes to our economy and lifestyles?

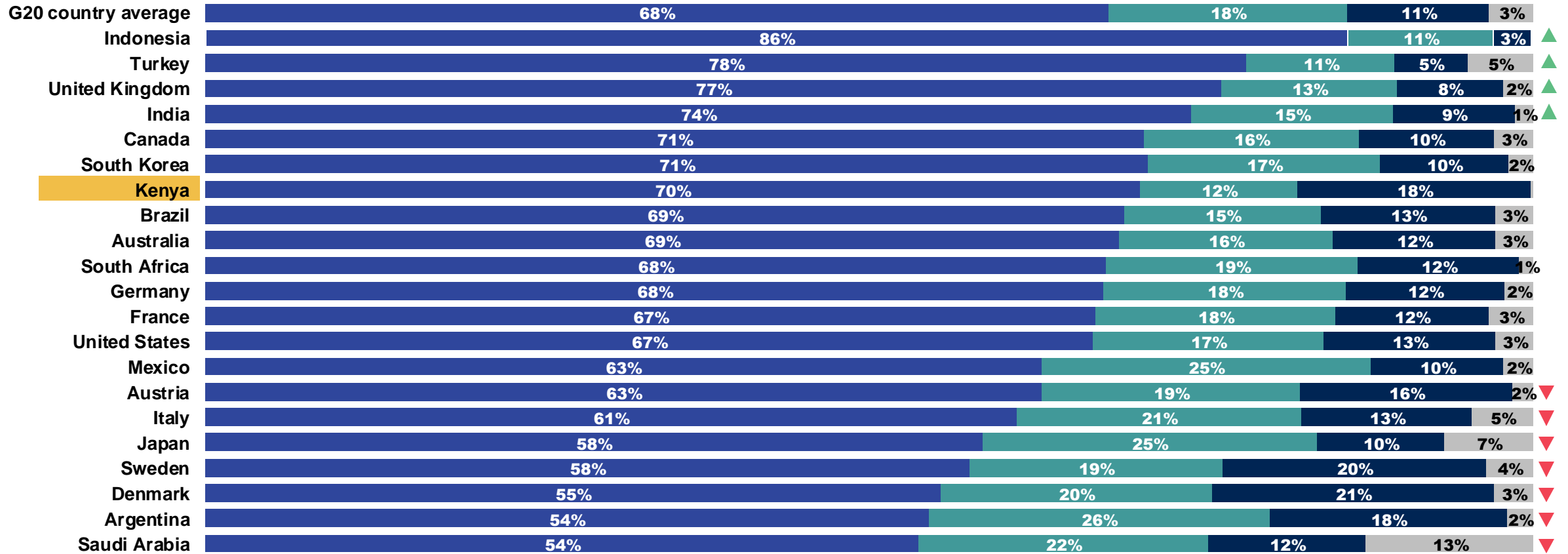


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# Wealthy people pay a higher tax on their wealth.

Q16. To what extent if at all would you support or oppose the following proposals as means of funding major changes to our economy and lifestyles?

■ Strongly/tend to support   ■ Neither support nor oppose   ■ Strongly/tend to oppose   ■ Don't know

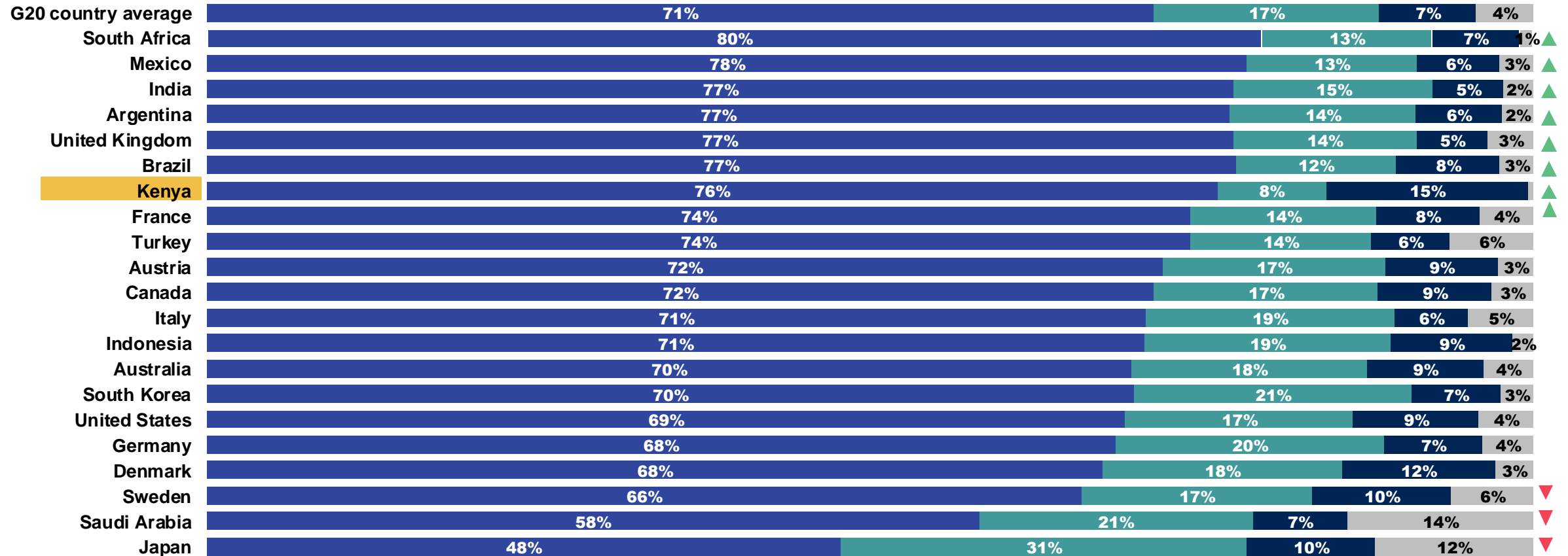


Base: 21,000 across 21 countries, 18 - 55-75, online interviews, 5th March - 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 17 G20 countries surveyed (Argentina, Australia, Brazil, Canada, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

# People and companies that pollute the environment for example by causing greenhouse gas emissions should pay higher taxes, with the money raised shared out among people and companies who pollute less.

Q16. To what extent if at all would you support or oppose the following proposals as means of funding major changes to our economy and lifestyles?

■ Strongly/tend to support   ■ Neither support nor oppose   ■ Strongly/tend to oppose   ■ Don't know



Base: 21,000 across 21 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 17 G20 countries surveyed (Argentina, Australia, Brazil, Canada, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).



# To what extent if at all would you support or oppose the following proposals as means of funding major changes to our economy and lifestyles? (Strongly / tend to support).

Q16. To what extent if at all would you support or oppose the following proposals as means of funding major changes to our economy and lifestyles?

	Total (A)	Gender		Household income			Age				
		Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-65 (K)
Large businesses pay higher tax rates	81%	81%	82%	82%	77%	85%	80%	82%	77%	88%	81%
	E					AE				AI	
People and companies that pollute the environment should pay higher taxes, with the money raised shared out.	76%	76%	77%	77%	72%	81%	74%	75%	73%	80%	88%
	E					AE					AGHI
Wealthy people pay higher rates of income tax	76%	79%	74%	75%	75%	78%	72%	77%	74%	85%	77%
										AGI	
Wealthy people pay a higher tax on their wealth	70%	73%	68%	69%	68%	74%	63%	71%	71%	77%	77%
	G							G		G	G

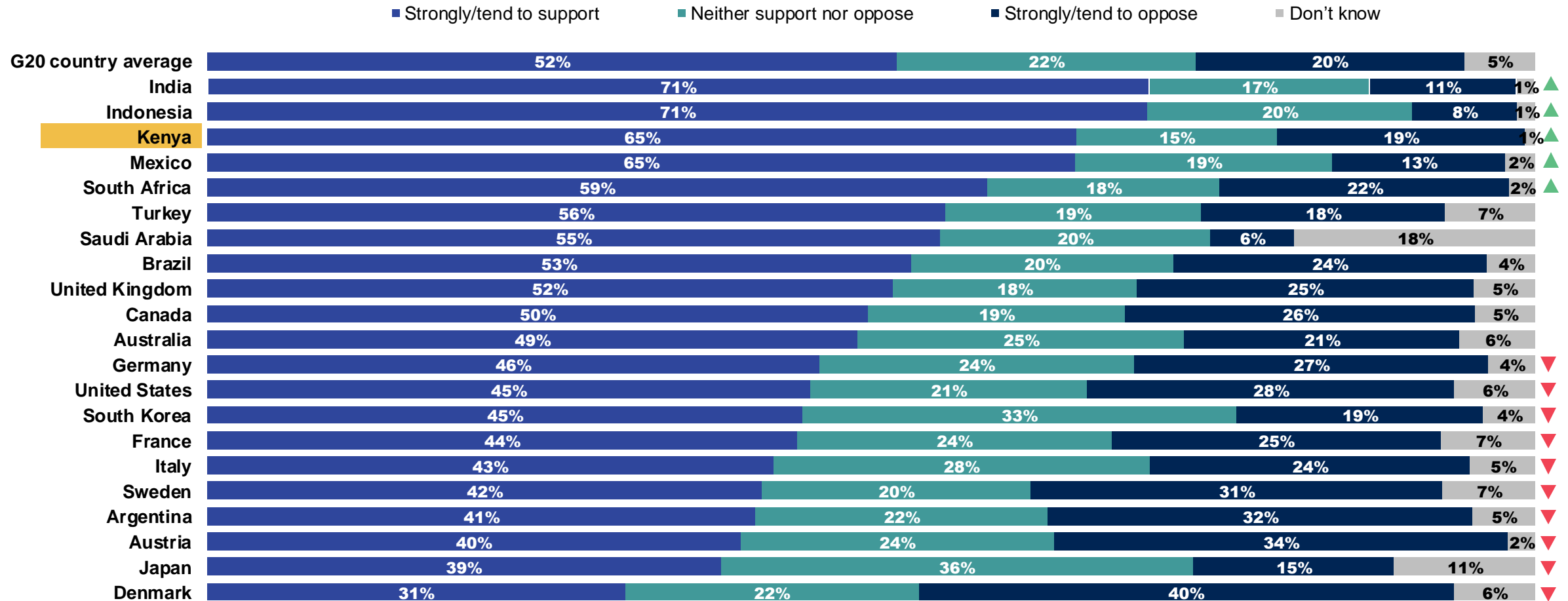
Base: Kenya, 1,000 adults aged 18 to 65, interviewed online in March and April 2024.  
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# All people in [COUNTRY] receiving a minimum regular income each month from the government (sometimes called a Universal Basic Income), regardless of employment status.

Q17. To what extent if at all would you support or oppose the following proposals as means to improve all people's wellbeing and quality of life and respond to global challenges?

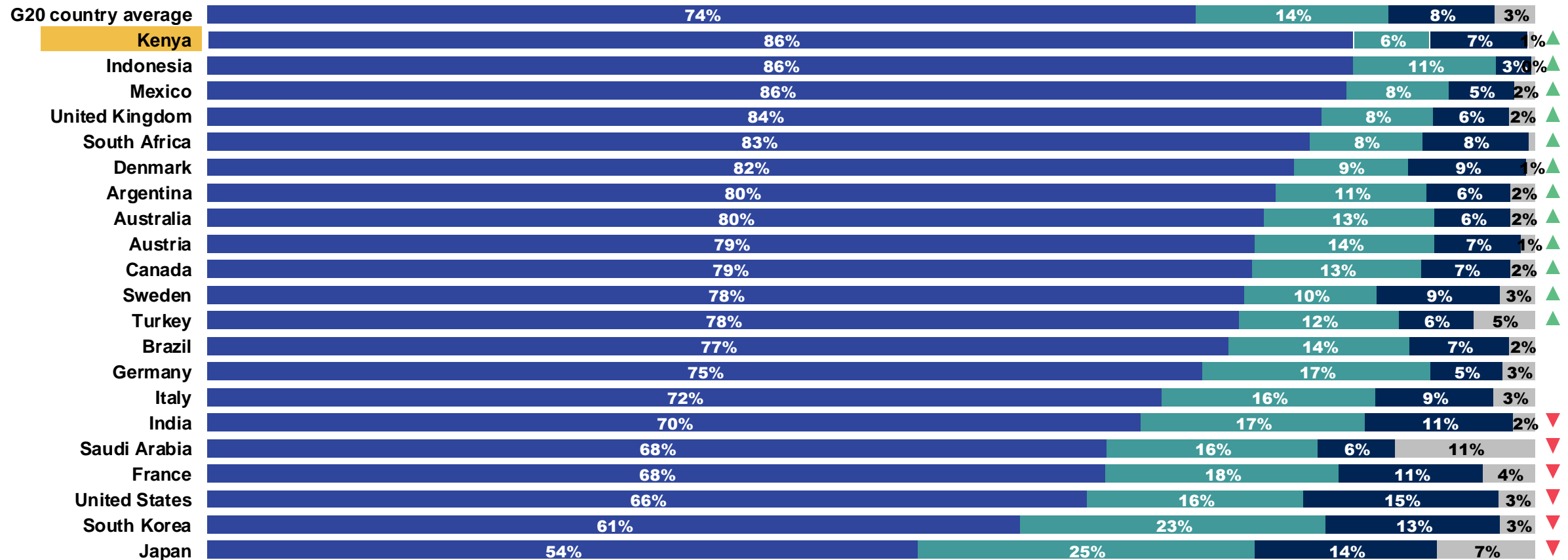


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# The government of [COUNTRY] ensuring that every citizen has free or affordable healthcare.

Q17. To what extent if at all would you support or oppose the following proposals as means to improve all people's wellbeing and quality of life and respond to global challenges?

■ Strongly/tend to support   ■ Neither support nor oppose   ■ Strongly/tend to oppose   ■ Don't know

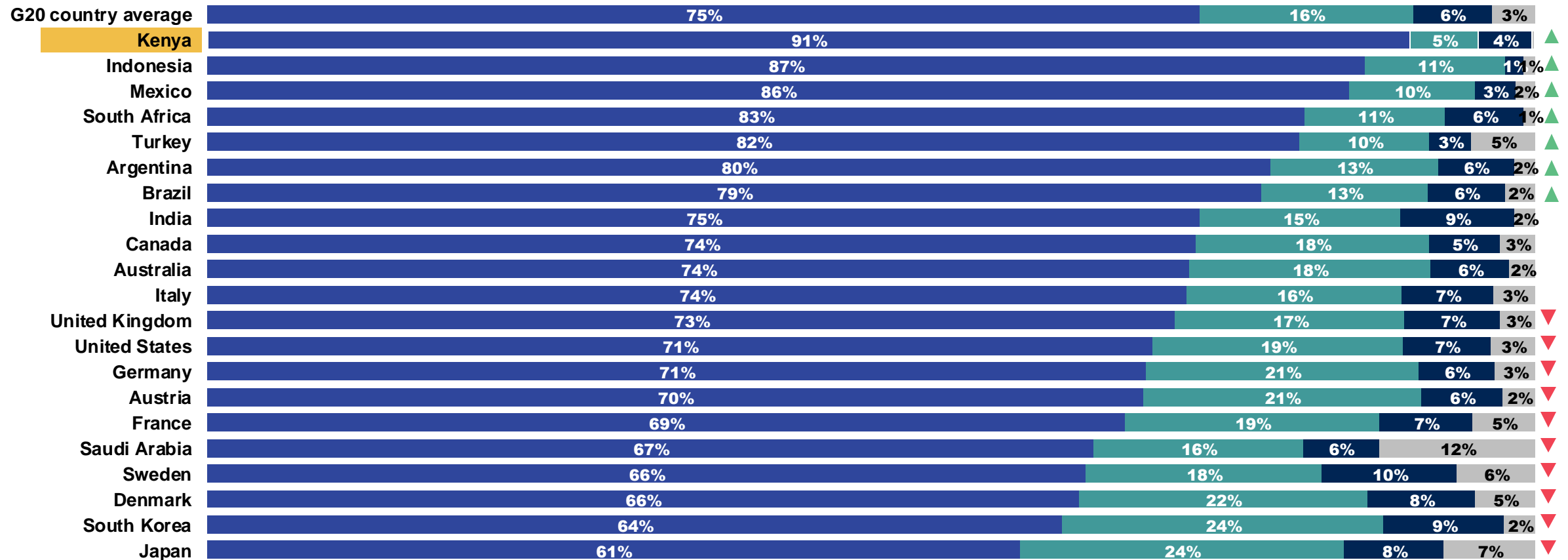


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# Strengthening workers rights in [COUNTRY], to protect jobs and ensure adequate retraining.

Q17. To what extent if at all would you support or oppose the following proposals as means to improve all people's wellbeing and quality of life and respond to global challenges?

■ Strongly/tend to support   ■ Neither support nor oppose   ■ Strongly/tend to oppose   ■ Don't know

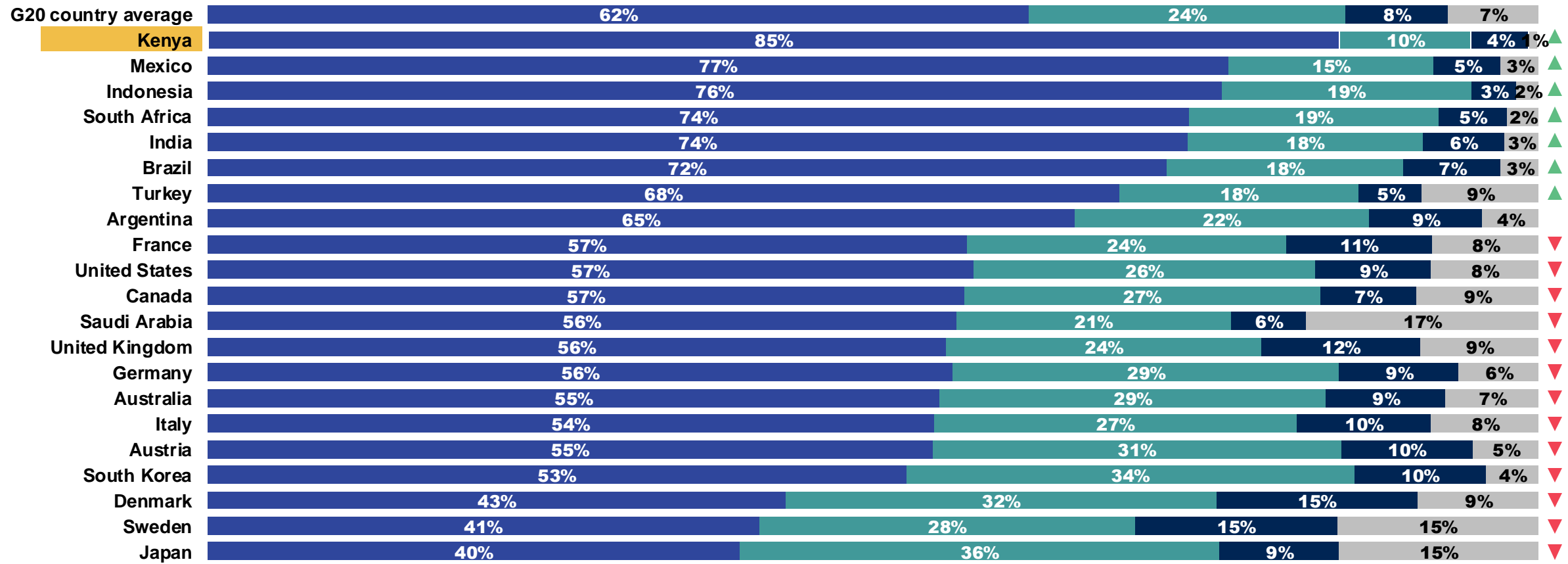


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# The use of citizens' assemblies in [COUNTRY], to increase citizens' influence in political decision-making.

Q17. To what extent if at all would you support or oppose the following proposals as means to improve all people's wellbeing and quality of life and respond to global challenges?

■ Strongly/tend to support   ■ Neither support nor oppose   ■ Strongly/tend to oppose   ■ Don't know

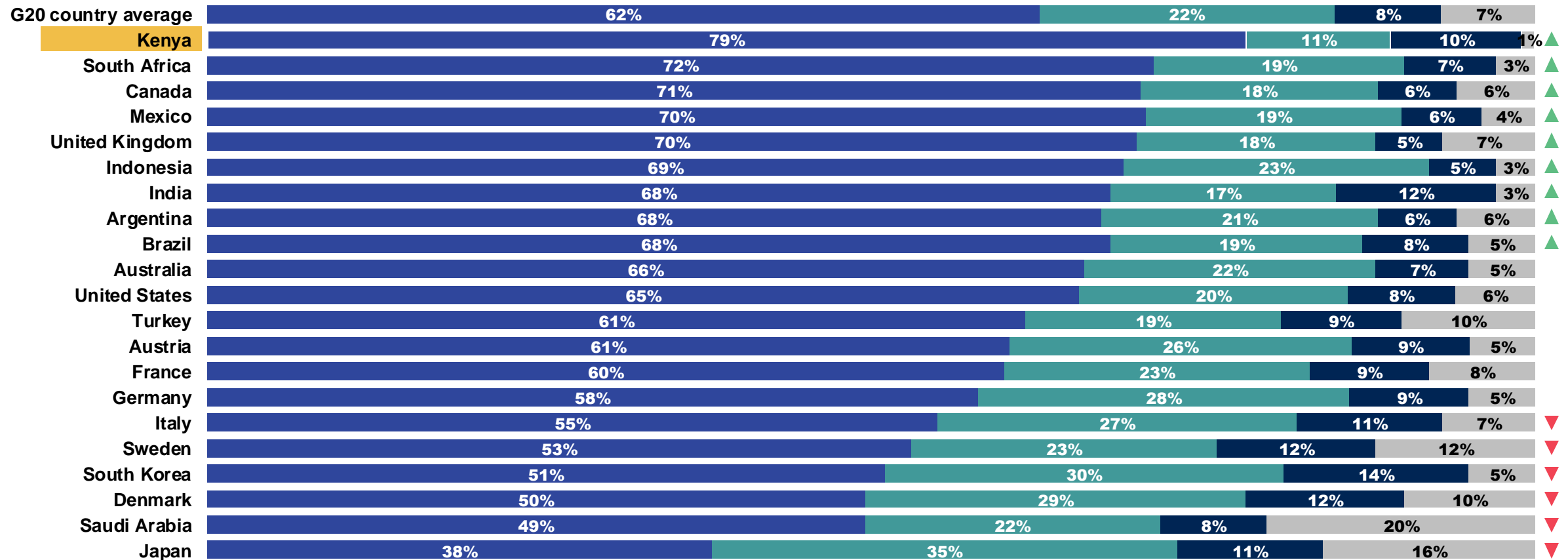


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# Laws and regulations limiting the political influence of large corporations in the political process in [COUNTRY].

Q17. To what extent if at all would you support or oppose the following proposals as means to improve all people's wellbeing and quality of life and respond to global challenges?

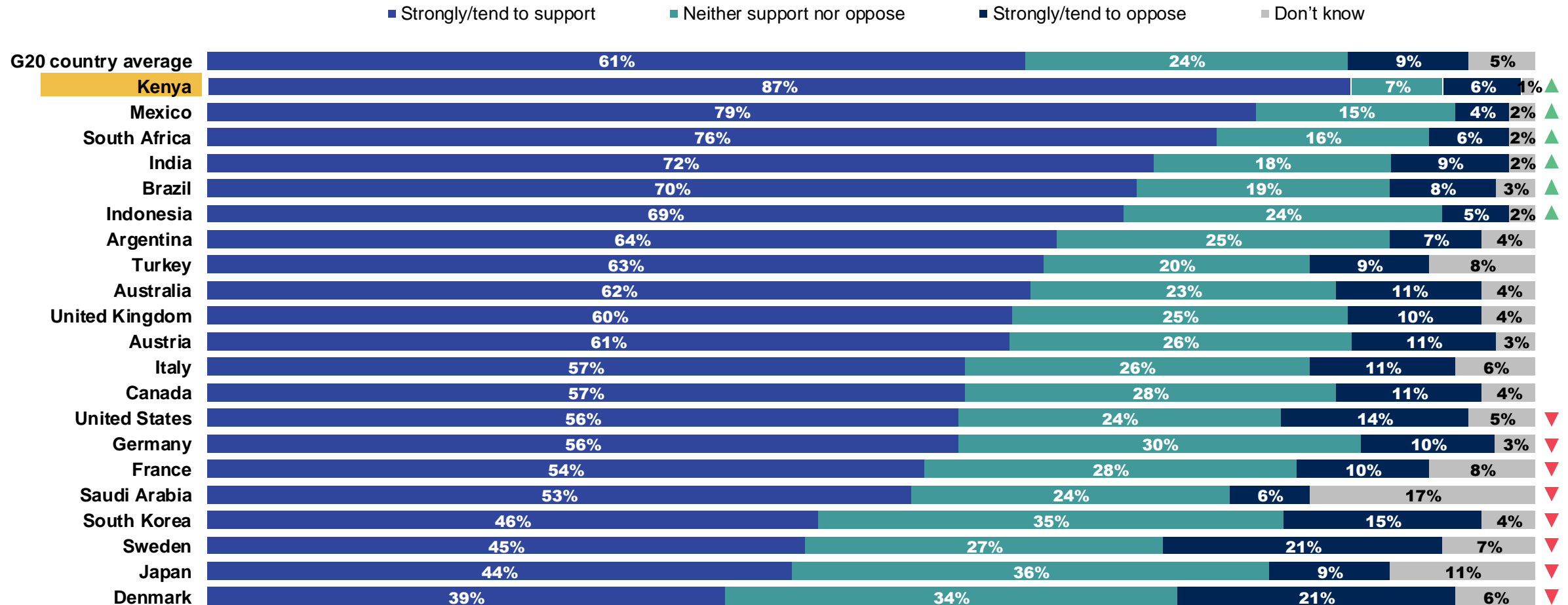
■ Strongly/tend to support   ■ Neither support nor oppose   ■ Strongly/tend to oppose   ■ Don't know



Base: 21,000 across 21 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 17 G20 countries surveyed (Argentina, Australia, Brazil, Canada, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

# Policies ensuring more equal gender representation in government and business leadership roles in [COUNTRY].

Q17. To what extent if at all would you support or oppose the following proposals as means to improve all people's wellbeing and quality of life and respond to global challenges?

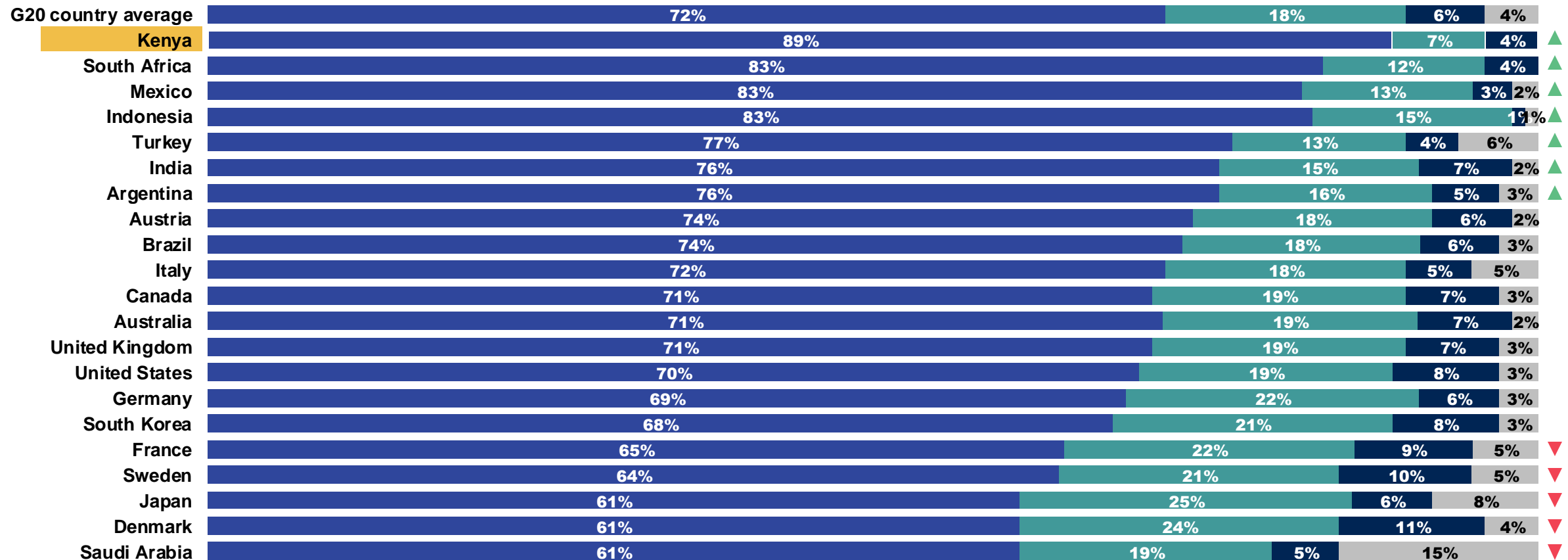


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# Policies supporting work-life balance, such as parental leave, better childcare provision and flexible working hours in [COUNTRY].

Q17. To what extent if at all would you support or oppose the following proposals as means to improve all people's wellbeing and quality of life and respond to global challenges?

■ Strongly/tend to support    
 ■ Neither support nor oppose    
 ■ Strongly/tend to oppose    
 ■ Don't know

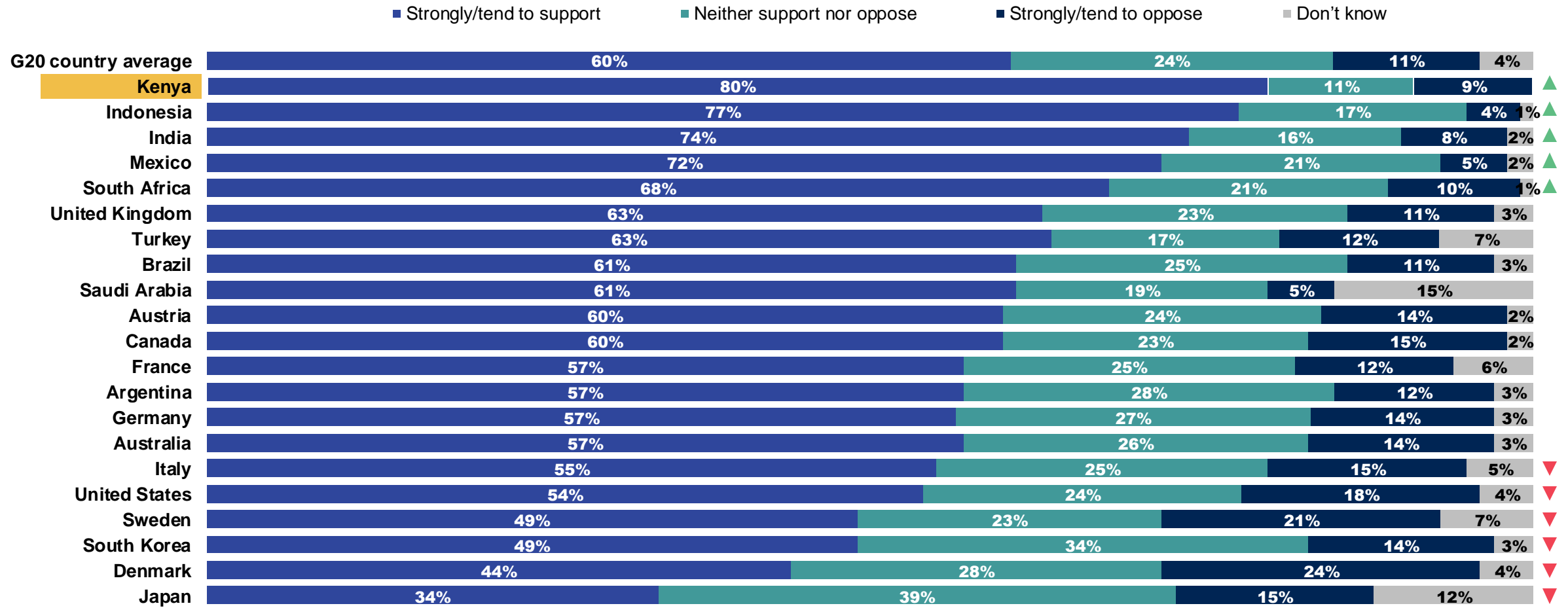


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# [COUNTRY] promoting policies to help people eat healthier diets that reduce meat consumption and harmful emissions.

Q17. To what extent if at all would you support or oppose the following proposals as means to improve all people's wellbeing and quality of life and respond to global challenges?

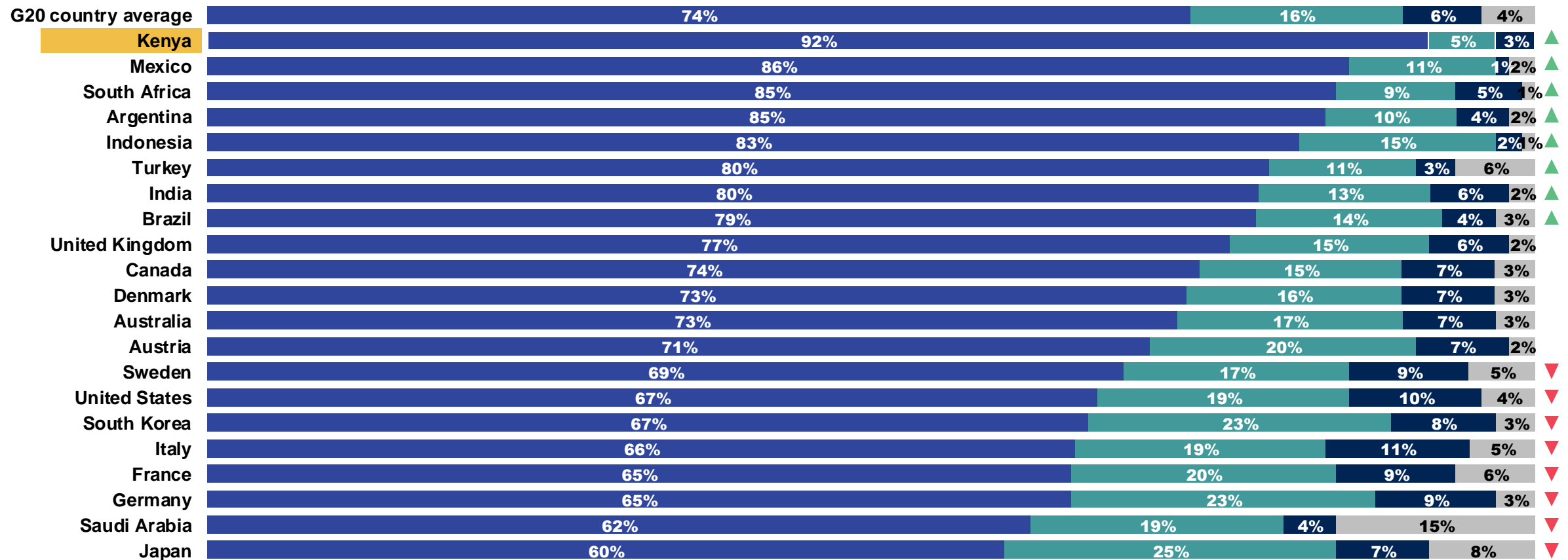


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# Investing in renewable energy, energy efficiency, clean transport (cars, buses, trains, aircraft) and reducing pollution in industry in [COUNTRY].

Q17. To what extent if at all would you support or oppose the following proposals as means to improve all people's wellbeing and quality of life and respond to global challenges?

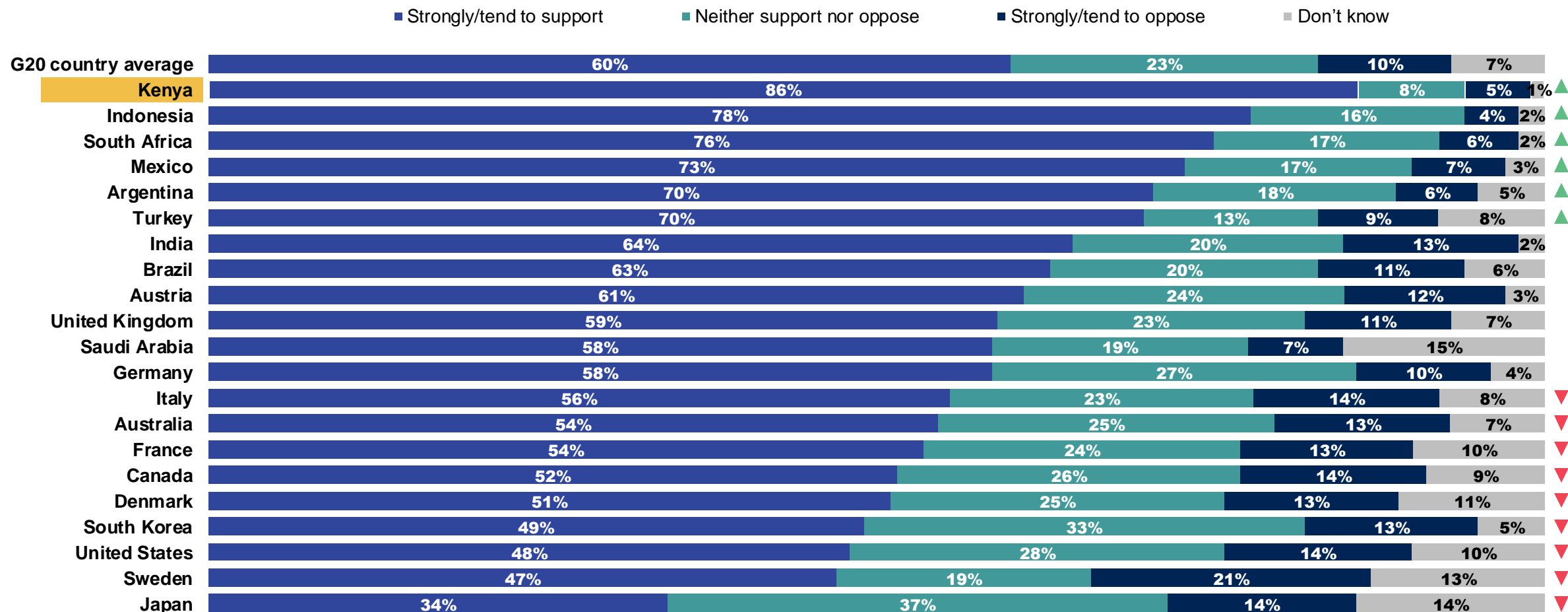
■ Strongly/tend to support   ■ Neither support nor oppose   ■ Strongly/tend to oppose   ■ Don't know



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# Giving legal rights to nature in [COUNTRY]'s national laws.

Q17. To what extent if at all would you support or oppose the following proposals as means to improve all people's wellbeing and quality of life and respond to global challenges?

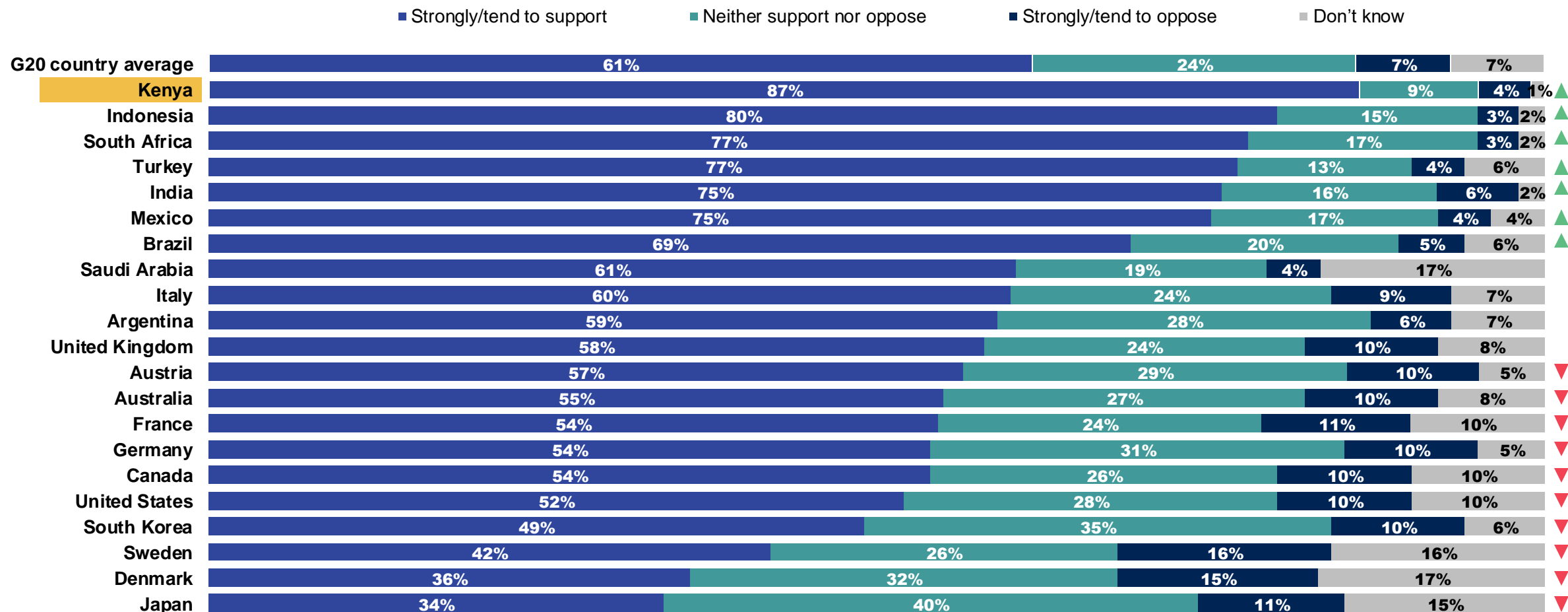


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# Giving legal rights to future generations in [COUNTRY]'s national laws.

Q17. To what extent if at all would you support or oppose the following proposals as means to improve all people's wellbeing and quality of life and respond to global challenges?



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# And to what extent if at all would you support or oppose the following proposals as means to improve all people's wellbeing and quality of life and respond to global challenges? (Strongly / tend to support).

Q17. And to what extent if at all would you support or oppose the following proposals as means to improve all people's wellbeing and quality of life and respond to global challenges?

	Total (A)	Gender		Household income			Age				
		Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-65 (K)
Investing in renewable energy, energy efficiency, clean transport and reducing pollution in industry.	92%	91%	92%	91%	90%	93%	89%	93%	93%	93%	88%
Strengthening workers rights, to protect jobs and ensure adequate retraining.	90%	91%	90%	91%	88%	92%	91%	89%	90%	94%	86%
Policies supporting work-life balance, such as parental leave, better childcare provision and flexible working hours.	89%	88%	91%	89%	87%	93%	85%	90%	92%	91%	90%
Policies ensuring more equal gender representation in government and business leadership roles.	87%	84%	90%	84%	85%	92%	81%	88%	90%	92%	85%
Giving legal rights to future generations in national laws.	87%	86%	87%	85%	86%	89%	86%	85%	87%	91%	87%
The government ensuring that every citizen has free or affordable healthcare.	86%	86%	86%	87%	85%	88%	85%	87%	87%	89%	84%
Giving legal rights to nature in national laws.	86%	87%	85%	85%	86%	88%	84%	88%	87%	87%	79%
The use of citizens' assemblies, to increase citizens' influence in political decision-making.	85%	85%	85%	85%	82%	89%	85%	83%	86%	88%	82%
Promoting policies to help people eat healthier diets that reduce meat consumption and harmful emissions.	80%	81%	80%	81%	76%	85%	77%	79%	83%	82%	86%
Laws and regulations limiting the political influence of large corporations in the political process.	79%	78%	79%	76%	76%	84%	73%	79%	78%	86%	84%
All people receiving a minimum regular income each month from the government, regardless of employment status.	65%	65%	66%	67%	61%	69%	63%	65%	61%	75%	70%

Base: Kenya, 1,000 adults aged 18 to 65, interviewed online in March and April 2024.  
For subgroup base sizes, please see Methodology.

Green letters show that column % is significantly higher than the column indicated by the letter. Subgroups sig tested against total and comparable others (i.e. male vs female; low vs middle vs high household income; 18-24 vs 25-34 vs 35-44 vs 45-54 vs 55-65).



# Democracy and economy

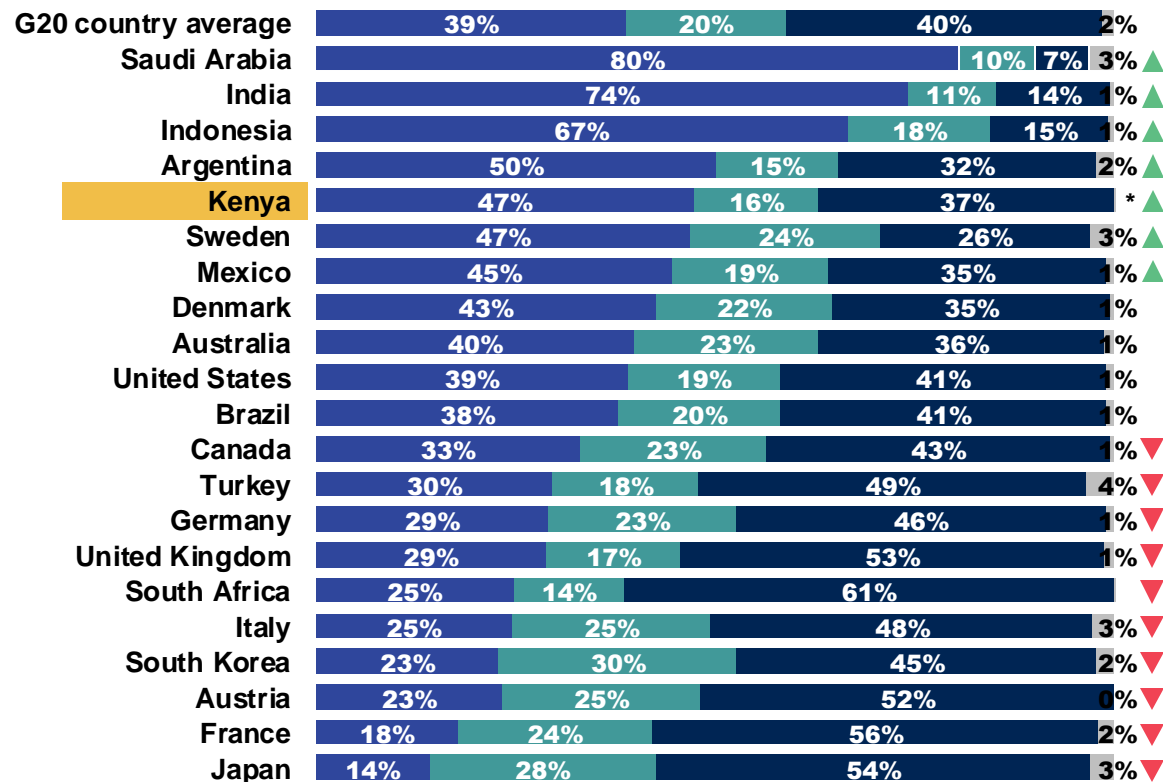
# 02

# To what extent, if at all, do you agree or disagree with the following statements about your country?

Q8. To what extent, if at all, do you agree or disagree with the following statements about your country?

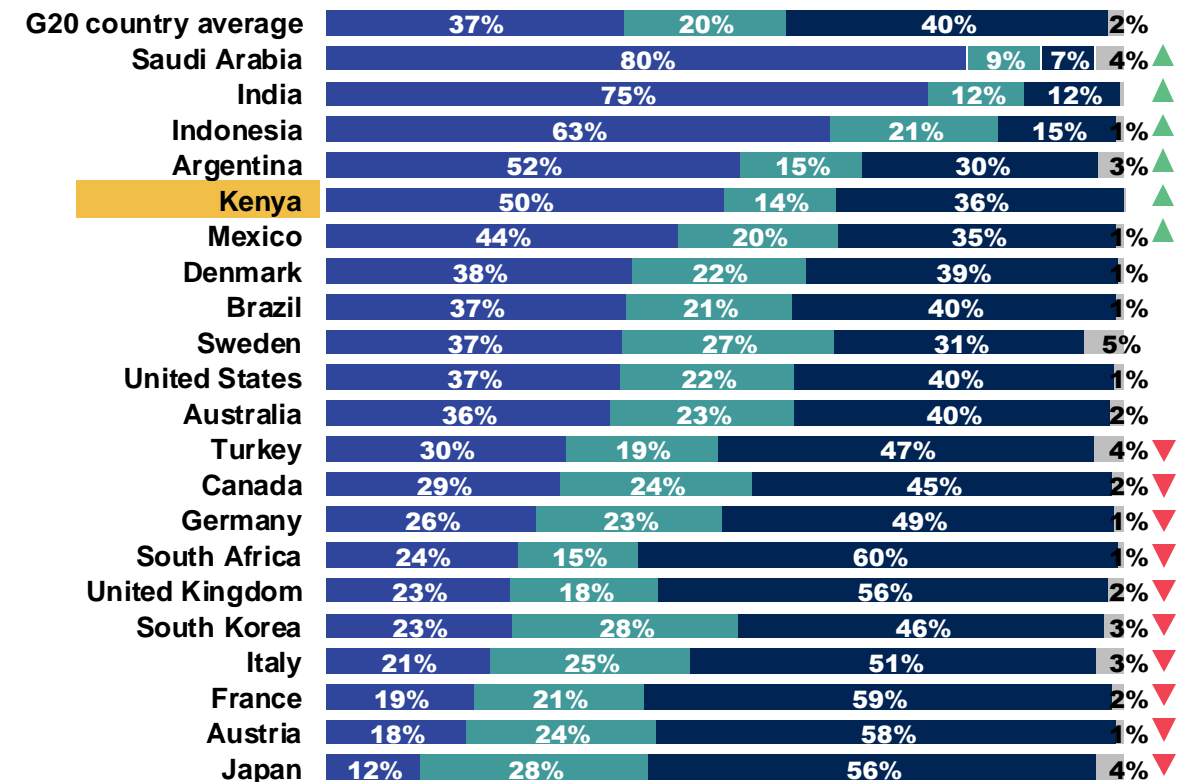
## The government can be trusted to make decisions for the benefit of the majority of people

■ Strongly/tend to agree ■ Neither agree nor disagree ■ Strongly/tend to disagree ■ Don't know



## The government can be trusted to make long-term decisions which will benefit people 20-30 years from now

■ Strongly/tend to agree ■ Neither agree nor disagree ■ Strongly/tend to disagree ■ Don't know



Base: 21,000 across 21 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 17 G20 countries surveyed (Argentina, Australia, Brazil, Canada, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

# To what extent, if at all, do you agree or disagree with the following statements about your country? (Strongly / tend to agree).

Q8. To what extent, if at all, do you agree or disagree with the following statements about your country?

	Total (A)	Gender		Household income			Age				
		Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-65 (K)
<b>The government can be trusted to make long-term decisions that will benefit people 20-30 years from now.</b>	50%	55%	45%	57%	49%	45%	64%	48%	46%	34%	45%
	CFJ	AC		AEF			AHIJK	J	J		
<b>The government can be trusted to make decisions for the benefit of the majority of people.</b>	47%	51%	44%	57%	46%	40%	58%	50%	39%	32%	47%
	CFIJ	AC		AEF			AIJ	FIJ			J

Base: Kenya, 1,000 adults aged 18 to 65, interviewed online in March and April 2024.  
For subgroup base sizes, please see Methodology.

Green letters show that column % is significantly higher than the column indicated by the letter. Subgroups sig tested against total and comparable others (i.e. male vs female; low vs middle vs high household income; 18-24 vs 25-34 vs 35-44 vs 45-54 vs 55-65).





# I'm going to describe various types of political systems. How good or bad do you think each is or would be as a way of governing your country. (Very / fairly good).

Q9. I'm going to describe various types of political systems. How good or bad do you think each is or would be as a way of governing your country.

	Total (A)	Gender		Household income			Age					
		Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-65 (K)	
Having a democratic political system	93%	93%	93%	93%	95%	92%	96%	92%	94%	89%	92%	AHJ
Having experts make decisions according to what they think is best for the country	77%	80%	75%	79%	77%	76%	74%	83%	82%	66%	74%	J AC AGJ GJ
Having a strong leader who does not have to bother with parliament and elections	47%	49%	45%	47%	47%	46%	48%	52%	51%	33%	38%	J J AJK JK
Having a system governed by religious law in which there are no political parties or elections	46%	44%	47%	48%	48%	42%	50%	44%	48%	30%	56%	J J J AHJ
Having the army rule	31%	28%	33%	40%	24%	30%	48%	34%	12%	16%	34%	EIJ ACEF AHIJK IJ IJ
A system governed largely by business leaders and wealthy people	27%	30%	25%	30%	26%	28%	32%	28%	25%	14%	39%	J J J AHIJ

Base: Kenya, 1,000 adults aged 18 to 65, interviewed online in March and April 2024. For subgroup base sizes, please see Methodology.

Green letters show that column % is significantly higher than the column indicated by the letter. Subgroups sig tested against total and comparable others (i.e. male vs female; low vs middle vs high household income; 18-24 vs 25-34 vs 35-44 vs 45-54 vs 55-65).



# Which, if any, of the following do you think the government has a responsibility to provide for all people in [COUNTRY]? Please select all that apply.

Q10. Which, if any, of the following do you think the government has a responsibility to provide for all people in [COUNTRY]?

	Total (A)	Gender		Household income			Age				
		Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-65 (K)
Law and order	88%	91%	85%	84%	89%	90%	87%	90%	91%	89%	75%
	CDK	AC					K	K	K	K	
High quality education	86%	89%	82%	82%	86%	87%	85%	84%	91%	91%	74%
	CK	AC					K	K	AGHK	K	
A society where men and women have equal rights	80%	81%	79%	79%	80%	80%	77%	80%	81%	85%	79%
Clean air and water	72%	67%	76%	73%	67%	75%	70%	70%	68%	79%	78%
	BE		AB							AGI	
An adequate standard of living	70%	68%	71%	63%	72%	73%	61%	72%	74%	74%	71%
	DG							G	G	G	
Free healthcare	69%	67%	71%	64%	71%	72%	64%	68%	72%	78%	68%
	DG								G	AGH	
A society free of social tensions	60%	60%	60%	54%	60%	66%	49%	58%	60%	79%	74%
	DG					AD		G	G	AGHI	AGHI
Adequate income in retirement	49%	45%	53%	38%	48%	61%	39%	44%	50%	72%	67%
	BDGH		AB		D	ADE			G	AGHI	AGHI
The opportunity to influence decisions made by government	49%	43%	55%	39%	44%	63%	46%	42%	42%	71%	65%
	BDEHI		AB			ADE				AGHI	AGHI
None of the above	88%	91%	85%	84%	89%	90%	87%	90%	91%	89%	75%
	CDK	AC				D	K	K	K	K	

Base: Kenya, 1,000 adults aged 18 to 65, interviewed online in March and April 2024.  
For subgroup base sizes, please see Methodology.

Green letters show that column % is significantly higher than the column indicated by the letter. Subgroups sig tested against total and comparable others (i.e. male vs female; low vs middle vs high household income; 18-24 vs 25-34 vs 35-44 vs 45-54 vs 55-65).

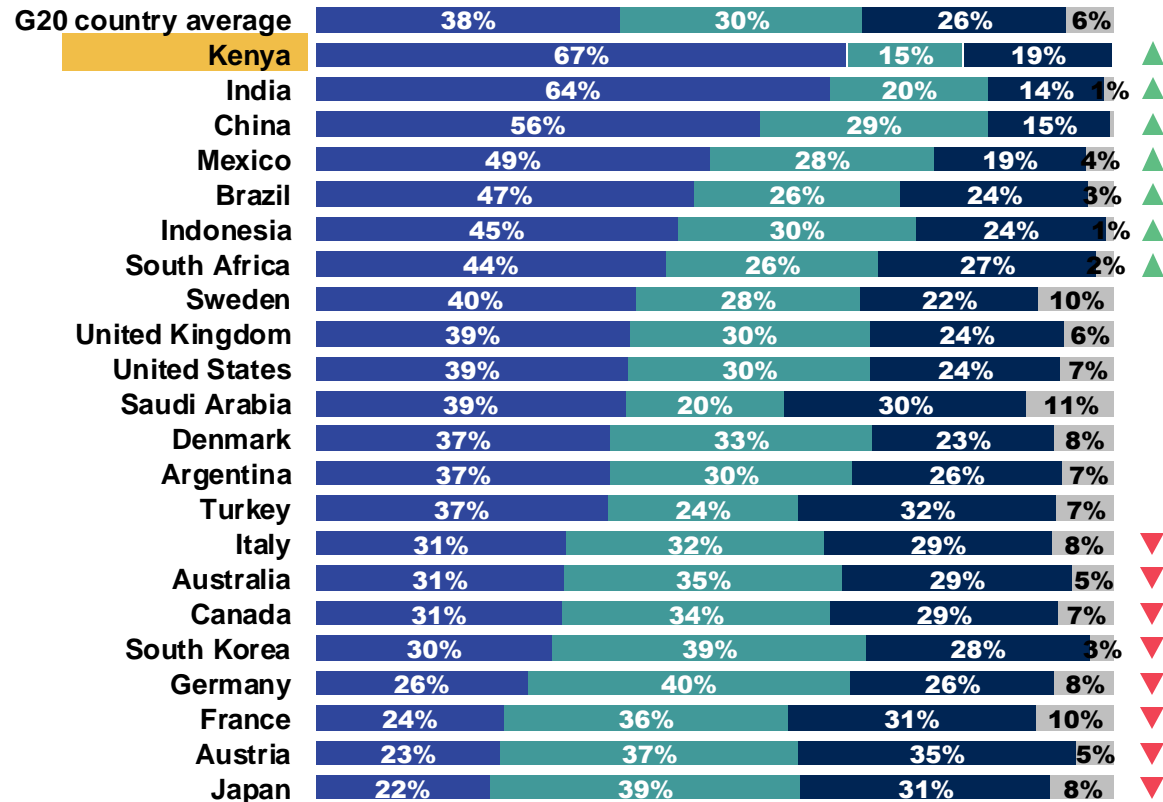


# To what extent, if at all, do you agree or disagree with the following statements about your country?

Q11. To what extent, if at all, do you agree or disagree with the following statements about your country?

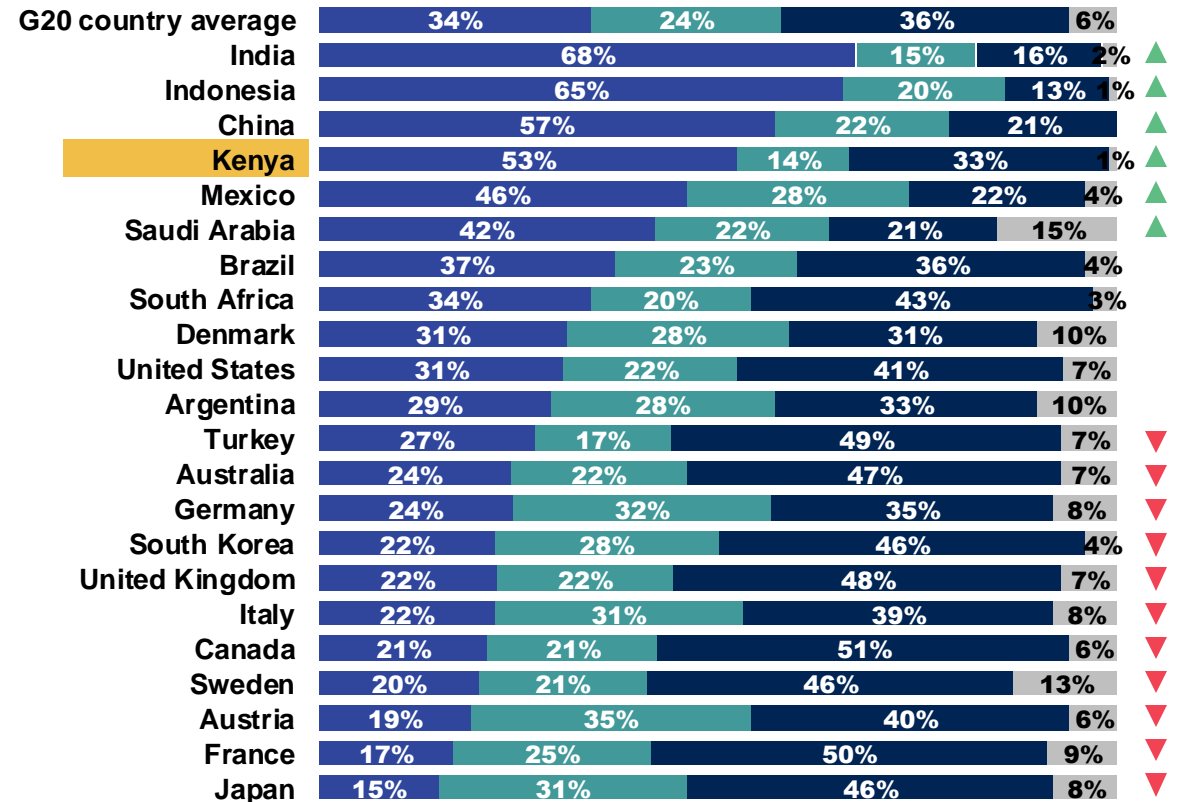
## International organisations can be trusted more than national governments to address global challenges

■ Strongly/tend to agree ■ Neither agree nor disagree ■ Strongly/tend to disagree ■ Don't know



## All countries are equally represented in today's international organisations

■ Strongly/tend to agree ■ Neither agree nor disagree ■ Strongly/tend to disagree ■ Don't know



Base: 22,000 across 22 countries, 18 - 55-75, online interviews, 5th March - 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), China (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 18 G20 countries surveyed (Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

# To what extent, if at all, do you agree or disagree with the following statements about your country? (Strongly / tend to agree).

Q11. To what extent, if at all, do you agree or disagree with the following statements about your country?

	Total (A)	Gender		Household income			Age				
		Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-65 (K)
<b>International organisations (for example, the United Nations) can be trusted more than national governments to address global challenge</b>	67%	63%	70%	66%	62%	72%	67%	61%	63%	79%	74%
	BEH		AB			E				AGHI	H
<b>All countries are equally represented in today's international organisations</b>	53%	47%	59%	57%	45%	57%	60%	49%	44%	59%	56%
	BEI		AB	E		AE	AHI			I	

Base: Kenya, 1,000 adults aged 18 to 65, interviewed online in March and April 2024.  
For subgroup base sizes, please see Methodology.

Green letters show that column % is significantly higher than the column indicated by the letter. Subgroups sig tested against total and comparable others (i.e. male vs female; low vs middle vs high household income; 18-24 vs 25-34 vs 35-44 vs 45-54 vs 55-65).

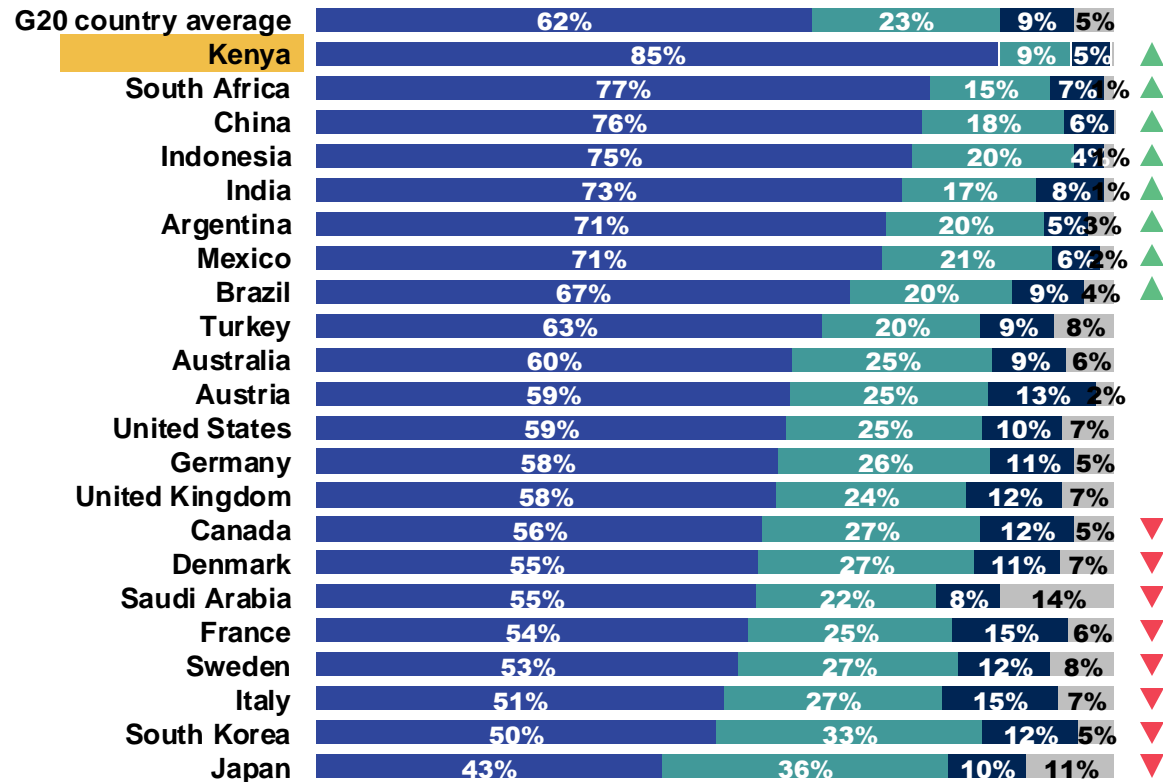


# Some ways that citizens could be more involved in international organisations are listed below. To what extent, if at all, do you support or oppose these proposals?

Q12. Some ways that citizens could be more involved in international organisations are listed below. To what extent, if at all, do you support or oppose these proposals?

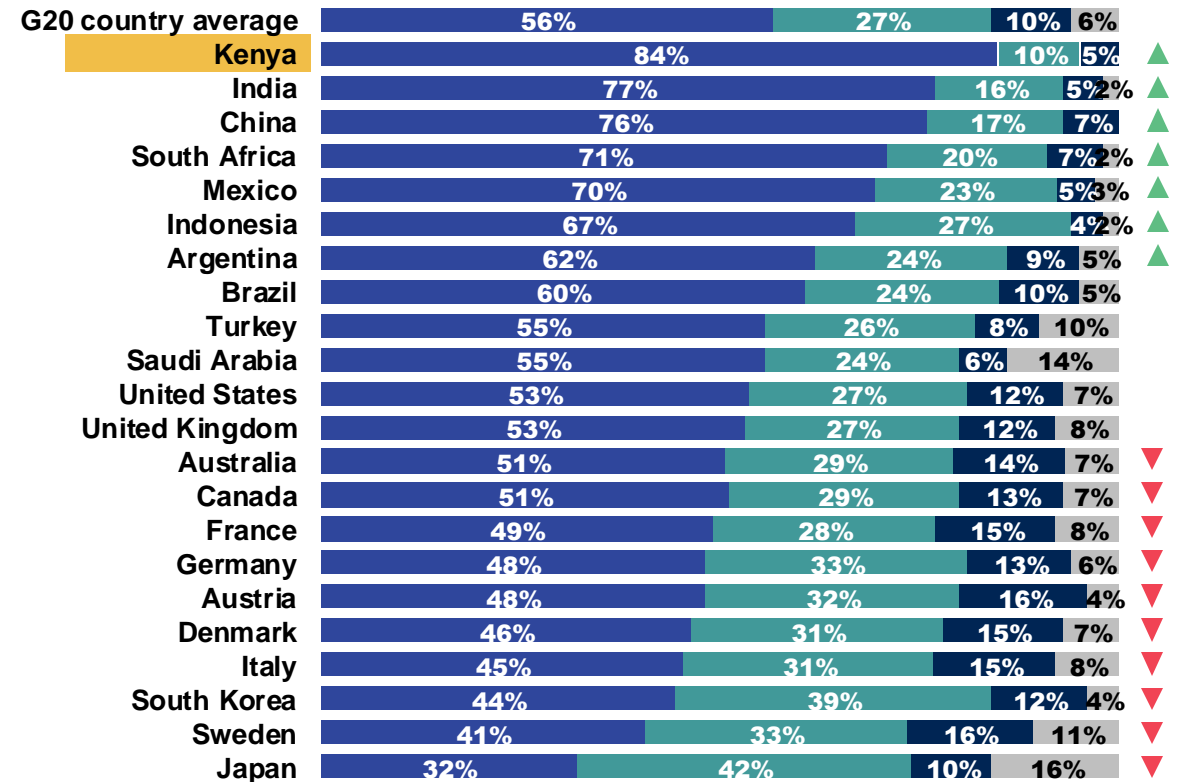
## Global surveys of citizens' attitudes and concerns

■ Strongly/tend to support ■ Neither support nor oppose ■ Strongly/tend to oppose ■ Don't know



## Global citizens' assemblies

■ Strongly/tend to support ■ Neither support nor oppose ■ Strongly/tend to oppose ■ Don't know



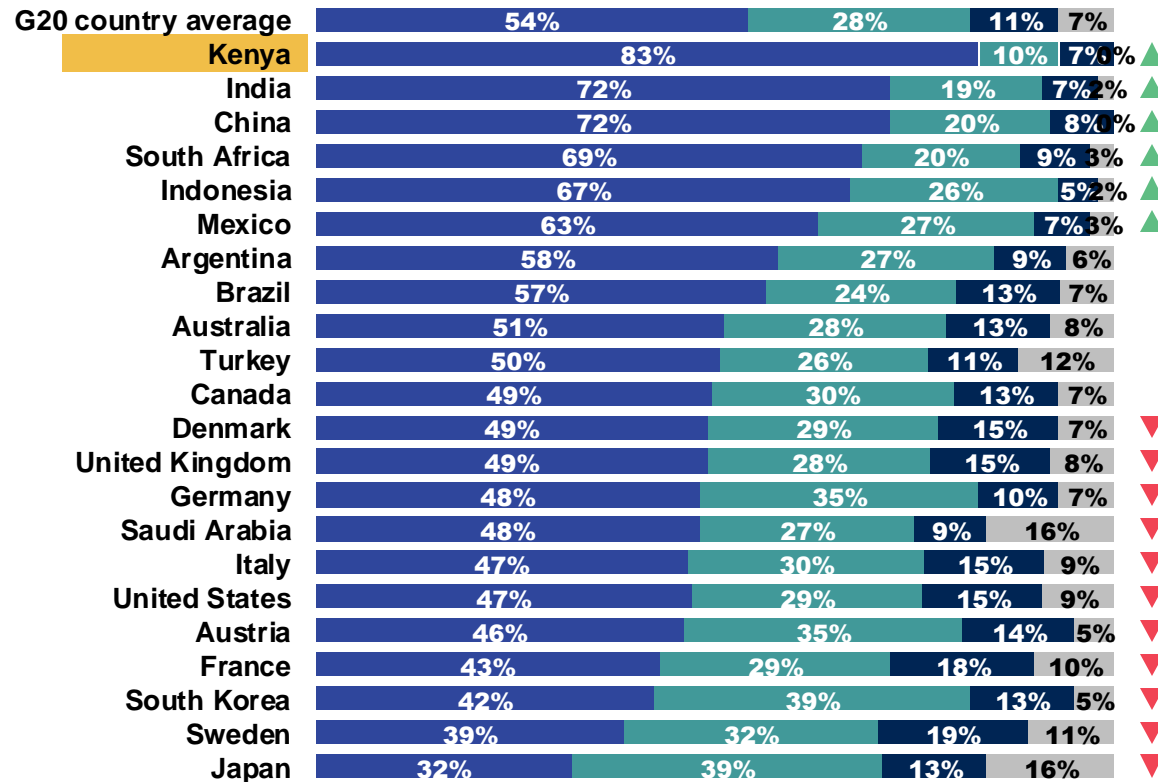
Base: 22,000 across 22 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), China (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 18 G20 countries surveyed (Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

# Some ways that citizens could be more involved in international organisations are listed below. To what extent, if at all, do you support or oppose these proposals?

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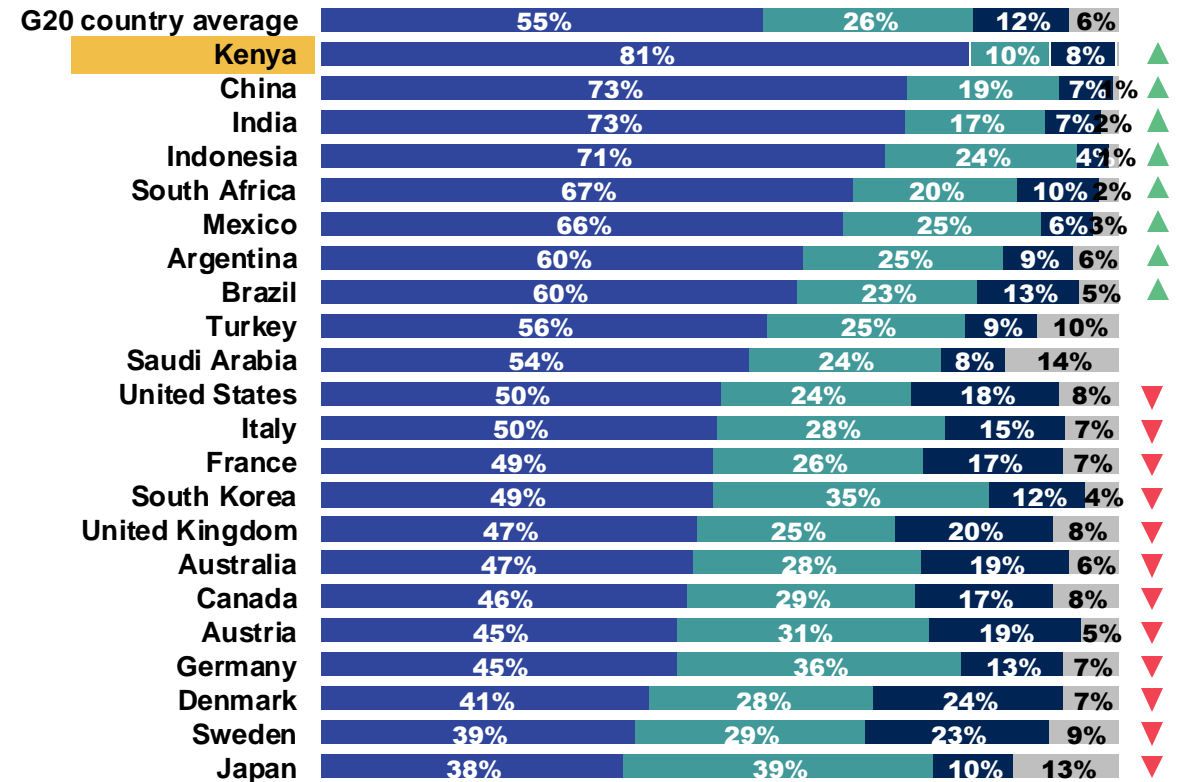
## A United Nations Parliamentary Assembly

■ Strongly/tend to support ■ Neither support nor oppose ■ Strongly/tend to oppose ■ Don't know



## Global referenda

■ Strongly/tend to support ■ Neither support nor oppose ■ Strongly/tend to oppose ■ Don't know



Base: 22,000 across 22 countries, 18 - 55-75, online interviews, 5th March - 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), China (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 18 G20 countries surveyed (Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

Some ways that citizens could be more involved in international organisations are listed below. To what extent, if at all, do you support or oppose these proposals. (Strongly / tend to support).

Q12. Some ways that citizens could be more involved in international organisations are listed below. To what extent, if at all, do you support or oppose these proposals.

	Total (A)	Gender		Household income			Age				
		Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-65 (K)
Global surveys of citizens' attitudes and concerns	86%	85%	86%	87%	84%	86%	90%	82%	85%	88%	83%
Global citizens' assemblies	84%	83%	86%	85%	80%	88%	86%	81%	86%	87%	82%
A United Nations Parliamentary Assembly	83%	82%	84%	86%	80%	84%	84%	80%	87%	82%	83%
Global referenda	81%	79%	83%	81%	79%	84%	85%	77%	81%	86%	79%

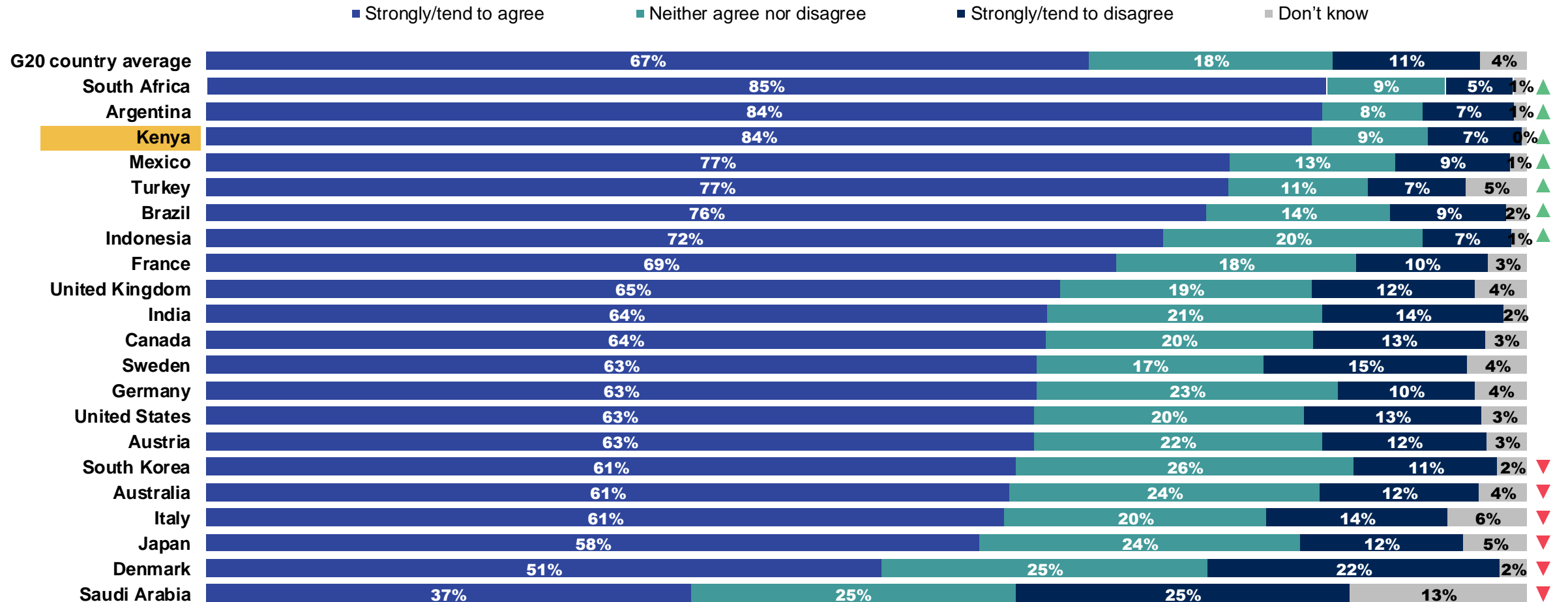
Base: Kenya, 1,000 adults aged 18 to 65, interviewed online in March and April 2024. For subgroup base sizes, please see Methodology.

Green letters show that column % is significantly higher than the column indicated by the letter. Subgroups sig tested against total and comparable others (i.e. male vs female; low vs middle vs high household income; 18-24 vs 25-34 vs 35-44 vs 45-54 vs 55-65).



# There's too much economic inequality in [COUNTRY] these days.

Q13. To what extent, if at all, do you agree or disagree with the following statements about the economy in your country?



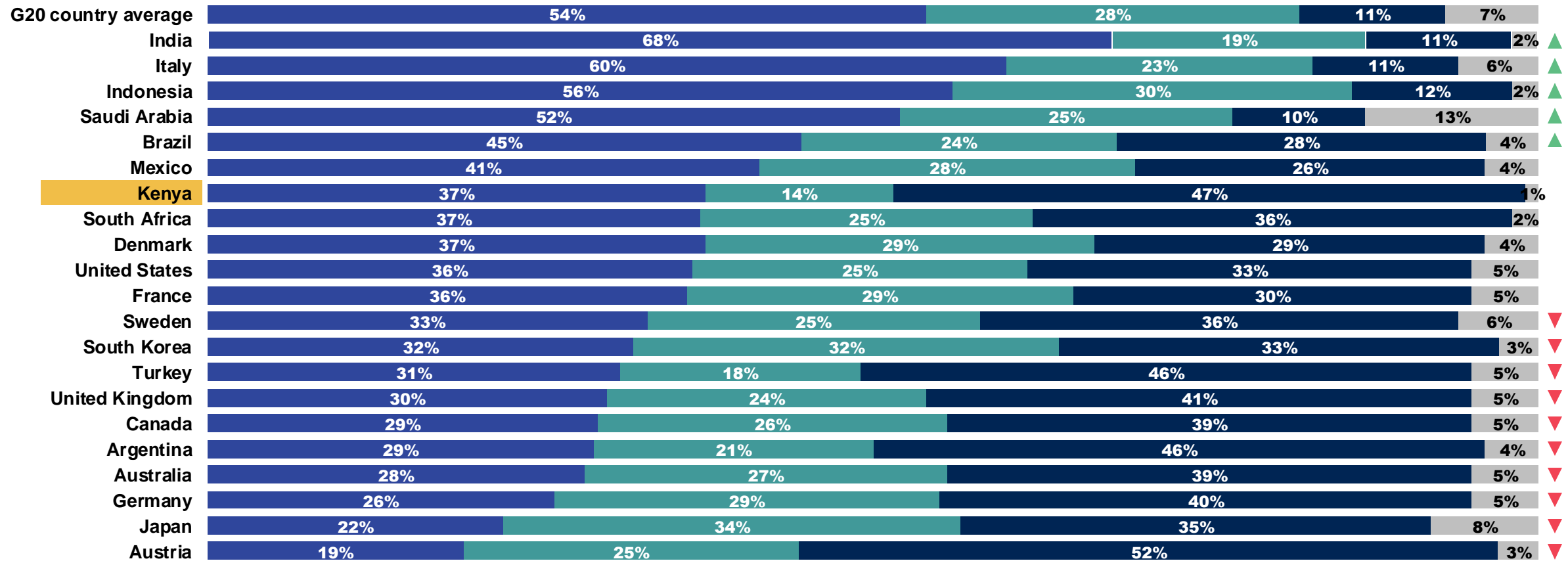
Base: 21,000 across 21 countries, 18 - 55-75, online interviews, 5th March - 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 17 G20 countries surveyed (Argentina, Australia, Brazil, Canada, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).



# We are all better off when some people get rich, because their spending and investment trickles down throughout [COUNTRY]'s society, leading to more wealth for all.

Q13. To what extent, if at all, do you agree or disagree with the following statements about the economy in your country?

■ Strongly/tend to agree   ■ Neither agree nor disagree   ■ Strongly/tend to disagree   ■ Don't know

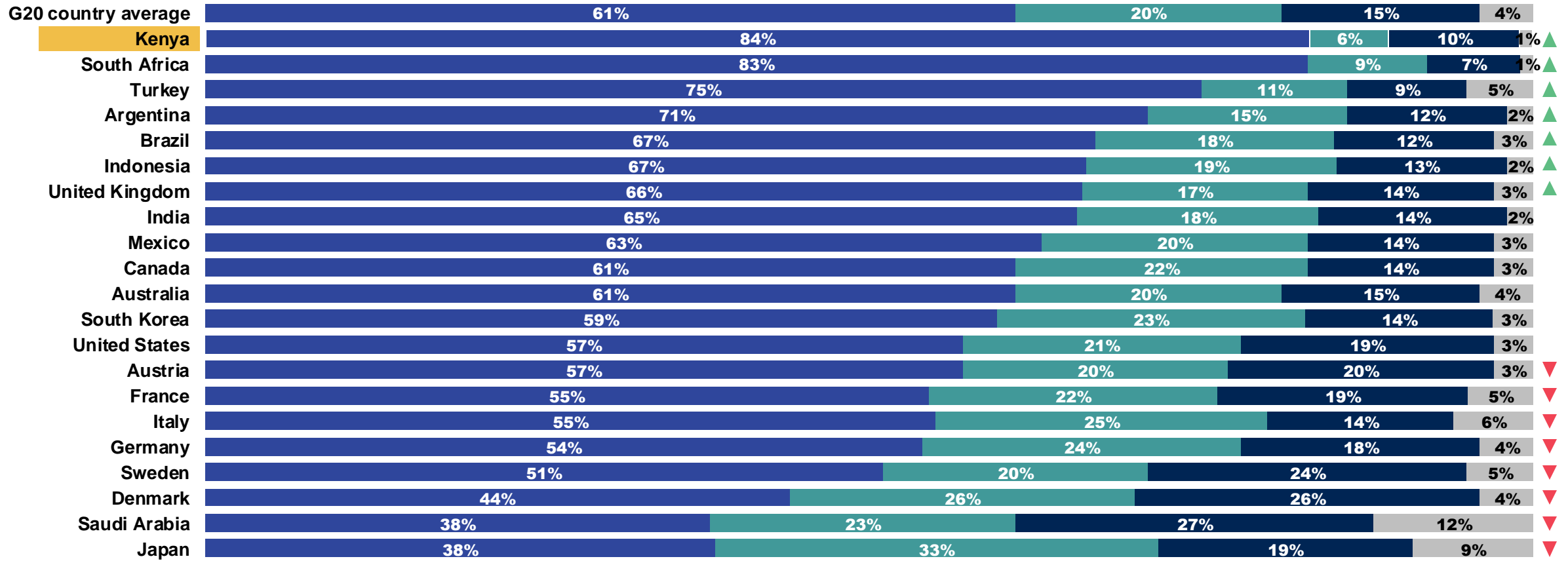


Base: 21,000 across 21 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 17 G20 countries surveyed (Argentina, Australia, Brazil, Canada, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

# The economic system in [COUNTRY] hurts people who have least money.

Q13. To what extent, if at all, do you agree or disagree with the following statements about the economy in your country?

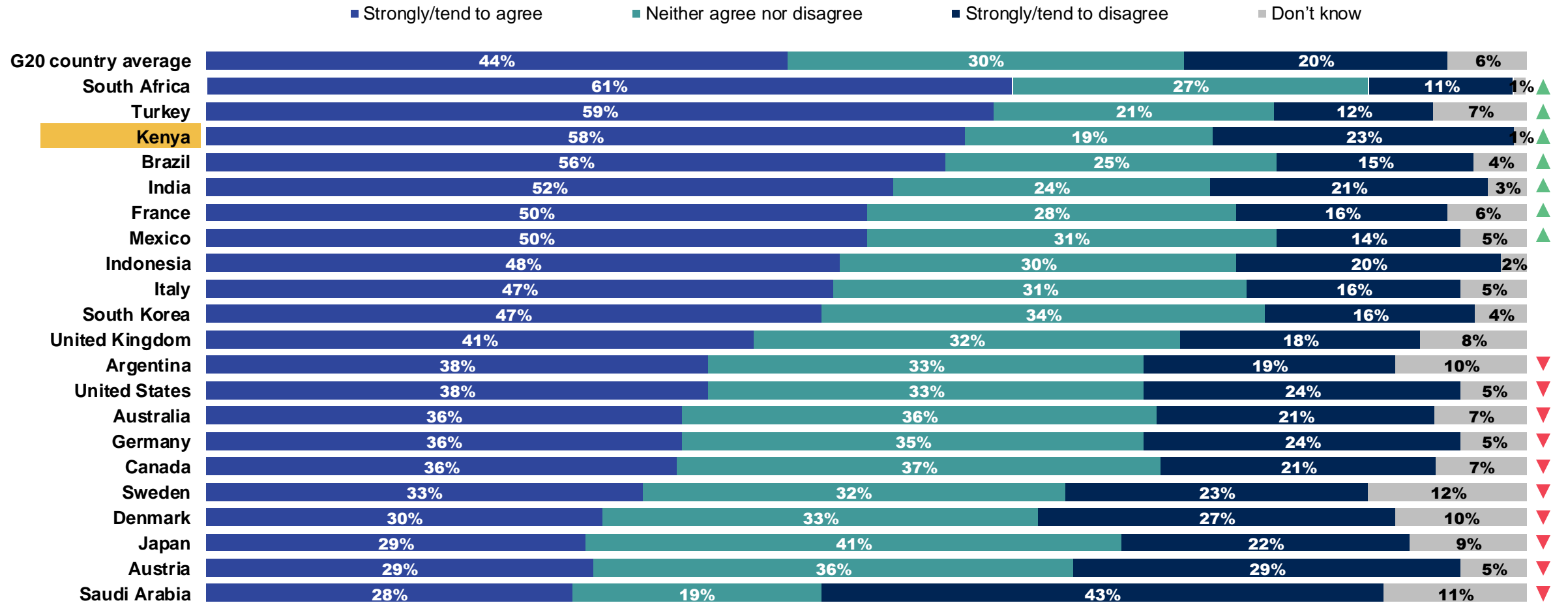
■ Strongly/tend to agree   ■ Neither agree nor disagree   ■ Strongly/tend to disagree   ■ Don't know



Base: 21,000 across 21 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 17 G20 countries surveyed (Argentina, Australia, Brazil, Canada, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

# The economic system in [COUNTRY] is bad for the environment.

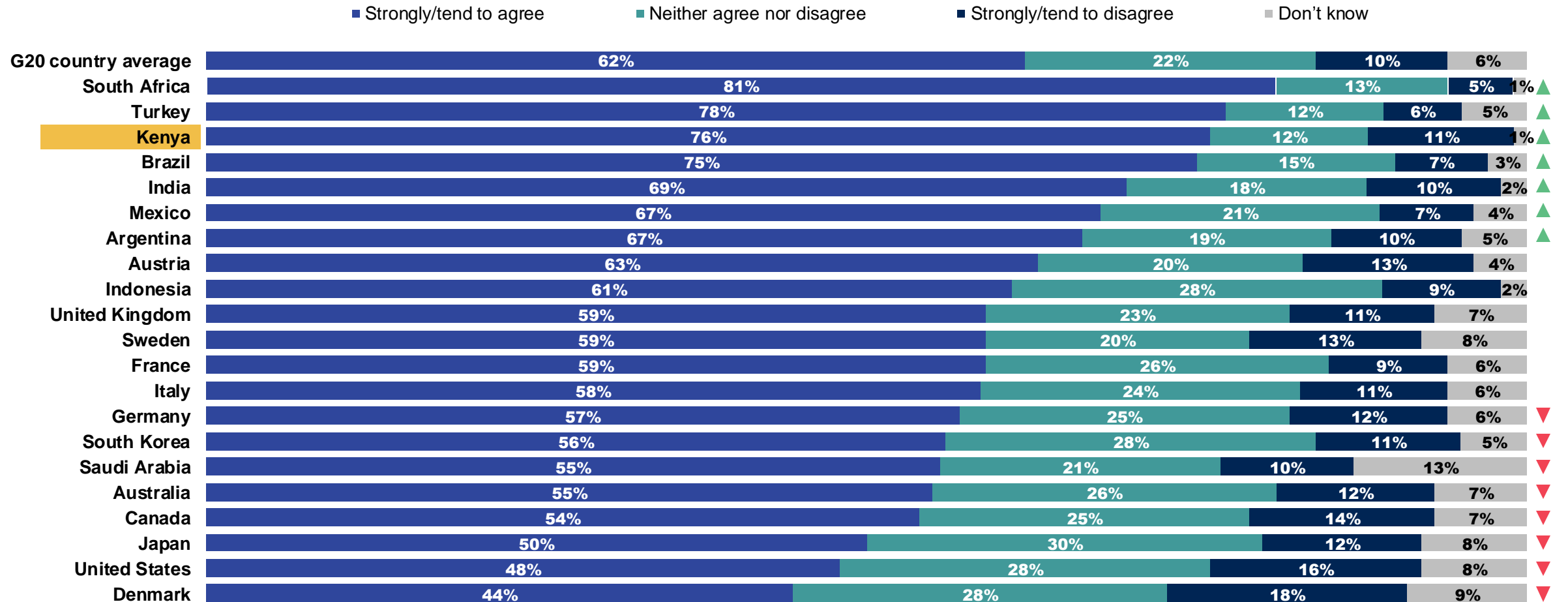
Q13. To what extent, if at all, do you agree or disagree with the following statements about the economy in your country?



Base: 21,000 across 21 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 17 G20 countries surveyed (Argentina, Australia, Brazil, Canada, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

# The way the world's economy works now is unfair to poorer countries.

Q13. To what extent, if at all, do you agree or disagree with the following statements about the economy in your country?

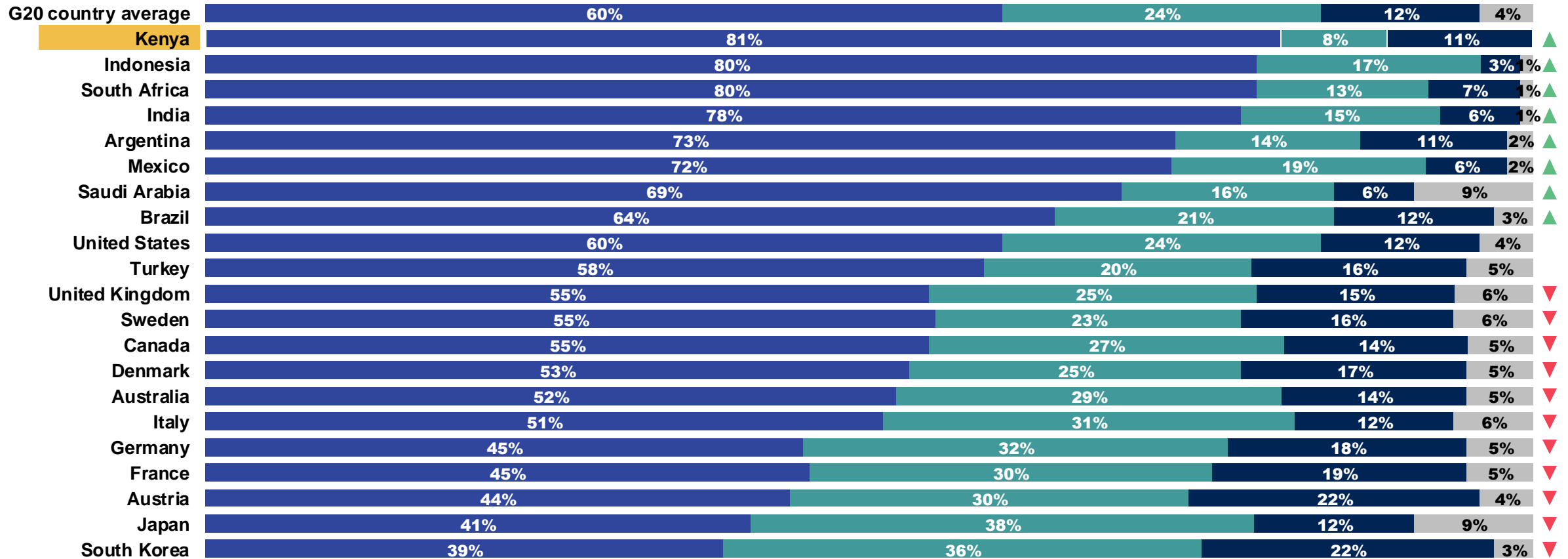


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# Focusing on economic growth in [COUNTRY] is the best way to achieve wealth and wellbeing for all who live here.

Q13. To what extent, if at all, do you agree or disagree with the following statements about the economy in your country?

■ Strongly/tend to agree   ■ Neither agree nor disagree   ■ Strongly/tend to disagree   ■ Don't know

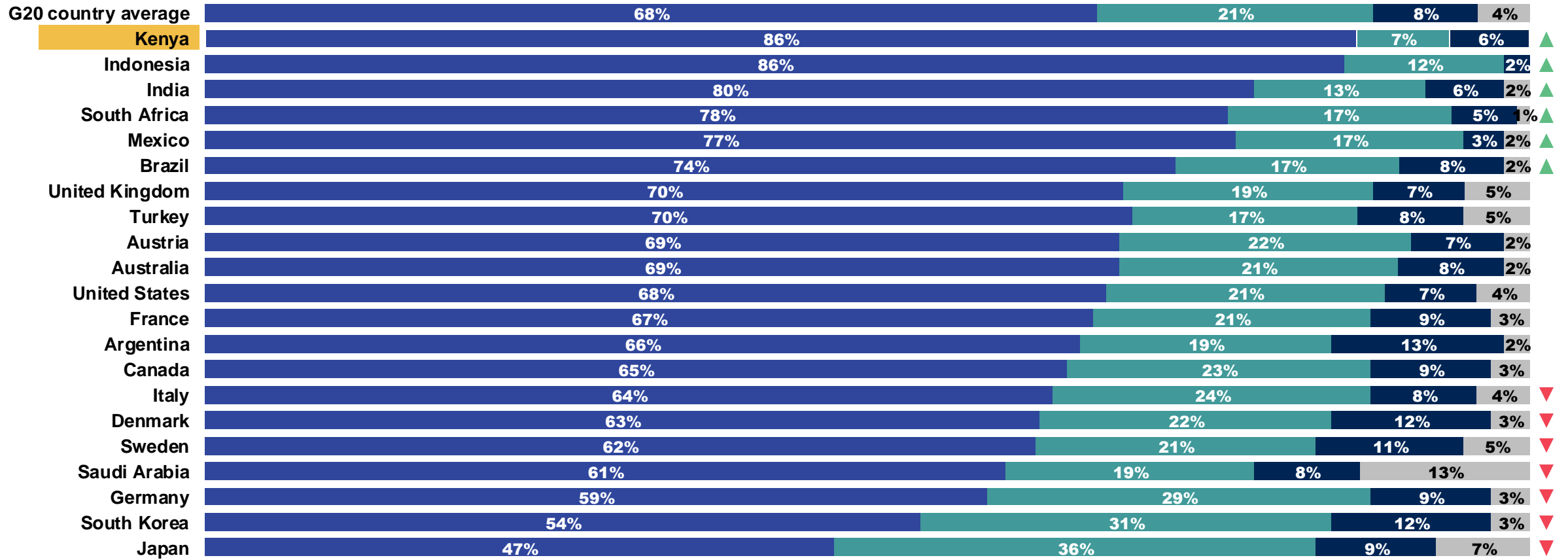


Base: 21,000 across 21 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 17 G20 countries surveyed (Argentina, Australia, Brazil, Canada, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

# The way [COUNTRY]'s economy works should prioritise the health and wellbeing of people and nature rather than focusing solely on profit and increasing wealth in [COUNTRY].

Q13. To what extent, if at all, do you agree or disagree with the following statements about the economy in your country?

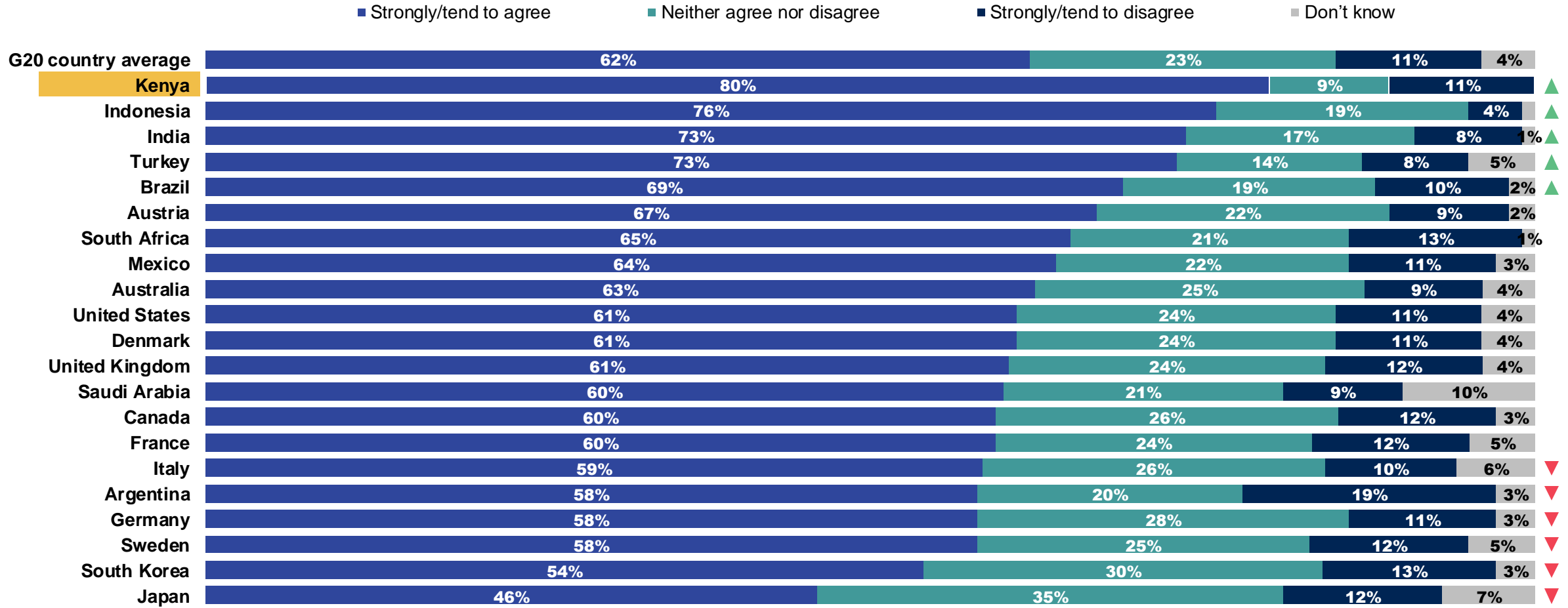
■ Strongly/tend to agree   ■ Neither agree nor disagree   ■ Strongly/tend to disagree   ■ Don't know



Base: 21,000 across 21 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 17 G20 countries surveyed (Argentina, Australia, Brazil, Canada, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

# The economic success of a country should be measured by the health and wellbeing of its citizens, not how fast the economy is growing.

Q13. To what extent, if at all, do you agree or disagree with the following statements about the economy in your country?



Base: 21,000 across 21 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 17 G20 countries surveyed (Argentina, Australia, Brazil, Canada, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

# To what extent, if at all, do you agree or disagree with the following statements about the economy in your country? (Strongly / tend to agree).

Q13. To what extent, if at all, do you agree or disagree with the following statements about the economy in your country?

	Total (A)	Gender		Household income			Age				
		Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-65 (K)
The way economy works should prioritise the health and wellbeing of people and nature rather than focusing solely on profit and increasing wealth in [COUNTRY]	86%	85%	87%	87%	84%	89%	84%	86%	88%	88%	87%
The economic system in [COUNTRY] hurts people who have least money.	84%	82%	86%	84%	82%	86%	82%	82%	87%	87%	82%
There's too much economic inequality in [COUNTRY] these days.	84% B	81%	86% AB	82%	84%	85%	81%	84%	87% G	86%	80%
Focusing on economic growth in [COUNTRY] is the best way to achieve wealth and wellbeing for all who live here.	81%	80%	82%	81%	78%	84%	81%	80%	80%	83%	82%
The economic success of a country should be measured by the health and wellbeing of its citizens, not how fast the economy is growing.	80%	80%	80%	82%	80%	78%	76%	80%	83%	87% AGK	74%
The way the world's economy works now is unfair to poorer countries.	76%	75%	77%	74%	75%	80% A	72%	75%	79%	83% G	77%
The economic system in [COUNTRY] is bad for the environment.	58% BDG	52%	64% AB	53%	54%	67% ADE	51%	56%	59%	67% AGH	69% AGH
We are all better off when some people get rich (as spending and investment trickles down, leading to more wealth for all)	37% EI	36%	38%	40% E	32%	41% E	41% I	34%	27%	45% HI	52% AHI

Base: Kenya, 1,000 adults aged 18 to 65, interviewed online in March and April 2024.  
For subgroup base sizes, please see Methodology.

Green letters show that column % is significantly higher than the column indicated by the letter. Subgroups sig tested against total and comparable others (i.e. male vs female; low vs middle vs high household income; 18-24 vs 25-34 vs 35-44 vs 45-54 vs 55-65).



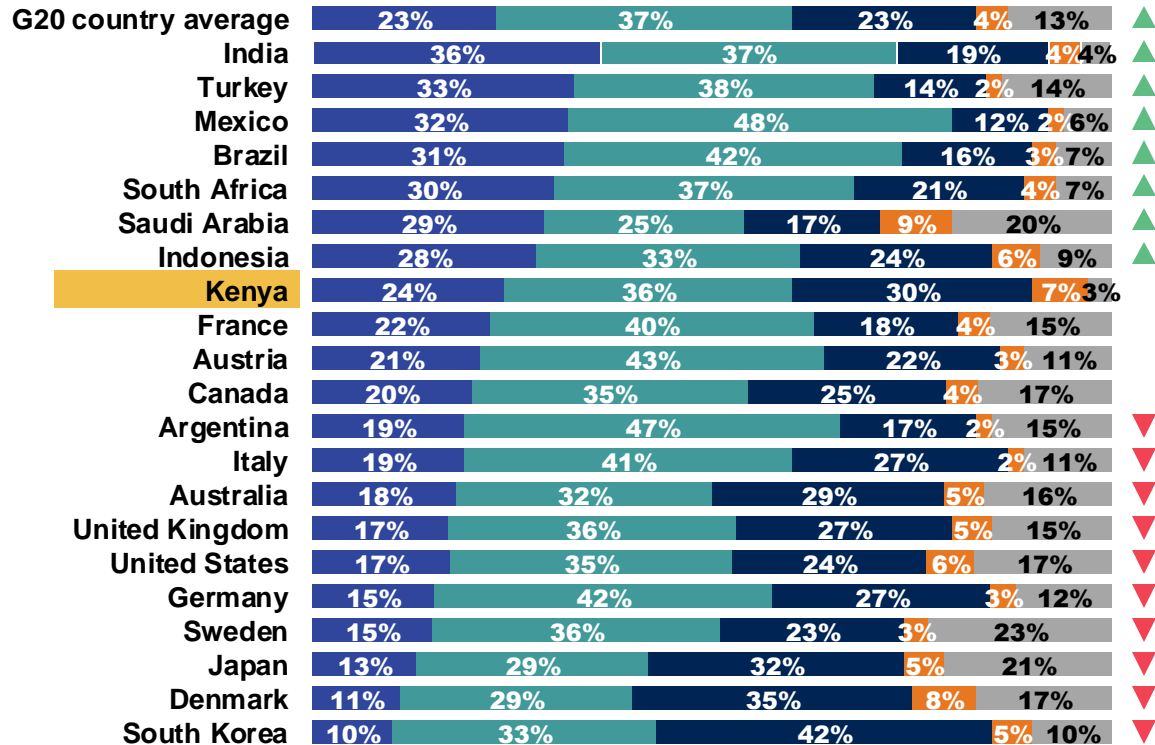


# Which comes closest to your view about the following political systems?

Q14. Which comes closest to your view about the following political systems?

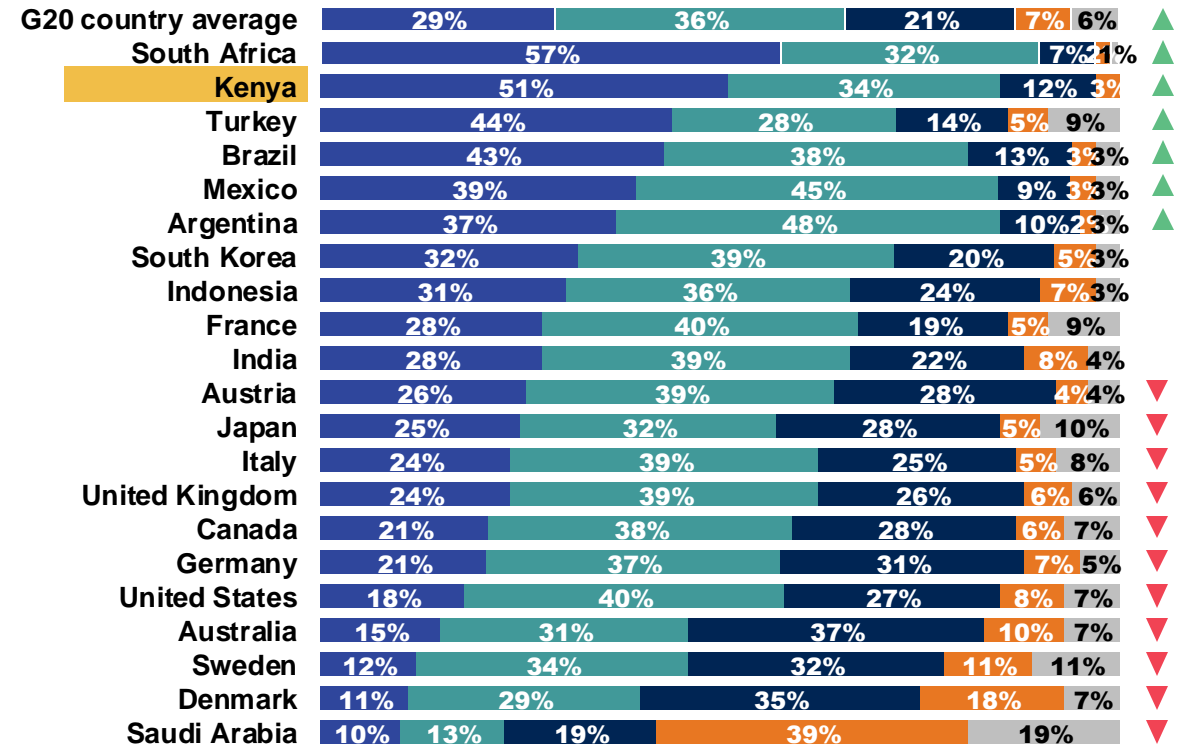
## The global political system

- It needs to be completely reformed
- It needs minor changes
- Don't know
- It needs major changes
- It doesn't need to be changed



## The political system of [COUNTRY]

- It needs to be completely reformed
- It needs minor changes
- Don't know
- It needs major changes
- It doesn't need to be changed



Base: 21,000 across 21 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 17 G20 countries surveyed (Argentina, Australia, Brazil, Canada, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

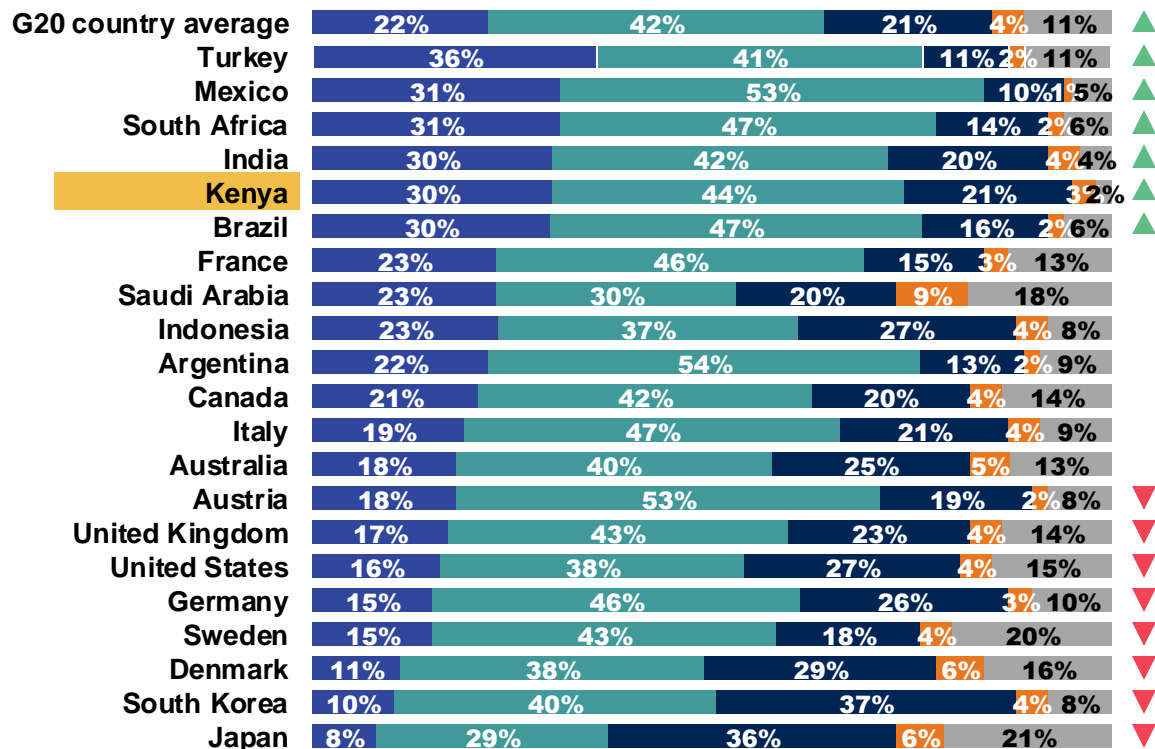


# Which comes closest to your view about the following economic systems?

Q14. Which comes closest to your view about the following political systems?

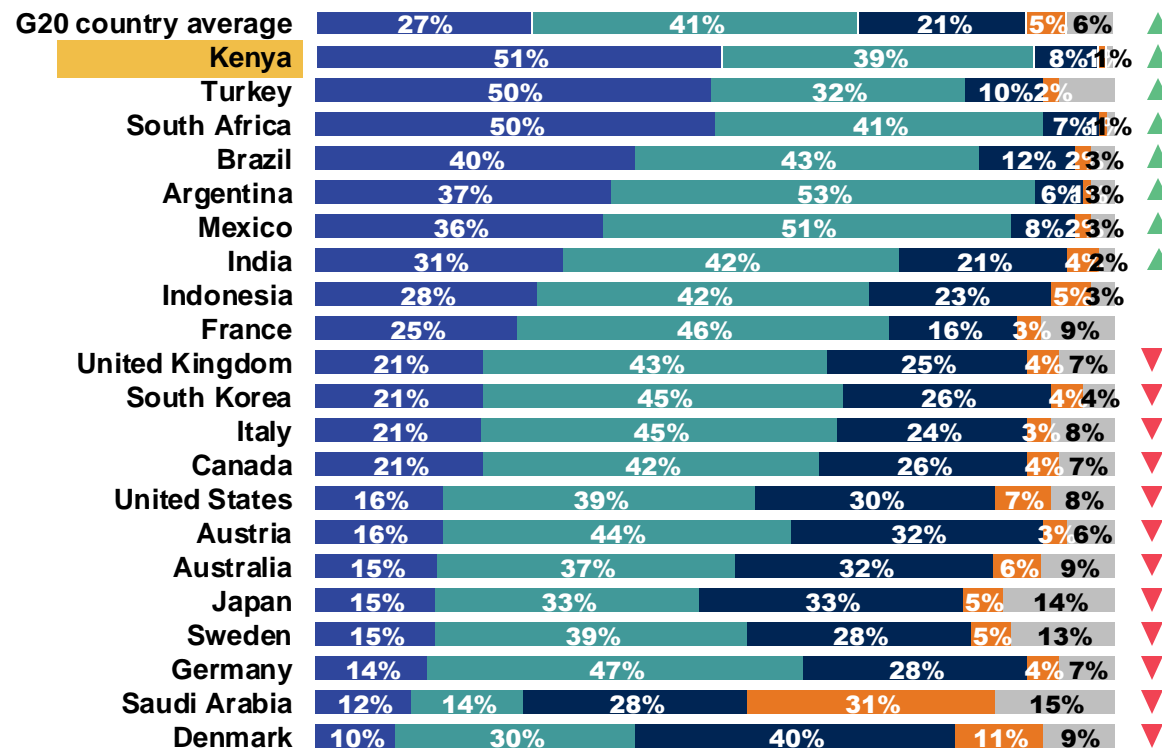
## The global economic system

- It needs to be completely reformed
- It needs minor changes
- Don't know
- It needs major changes
- It doesn't need to be changed



## The economic system of [COUNTRY]

- It needs to be completely reformed
- It needs minor changes
- Don't know
- It needs major changes
- It doesn't need to be changed



Base: 21,000 across 21 countries, 18 - 55-75, online interviews, 5th March - 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 17 G20 countries surveyed (Argentina, Australia, Brazil, Canada, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).



# Values and demographics

# 03

# To what extent are you optimistic or pessimistic about each of the following... (Very / somewhat optimistic).

Q2. To what extent are you optimistic or pessimistic about each of the following...

	Total (A)	Gender		Household income			Age				
		Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-65 (K)
<b>Your future</b>	94%	93%	95%	94%	94%	95%	96%	95%	94%	92%	91%
<b>The future of the world</b>	76%	74%	77%	79%	72%	78%	81%	74%	73%	77%	74%
	<b>E</b>			<b>E</b>			<b>A</b>				
<b>The future of your country</b>	72%	74%	70%	78%	71%	66%	77%	75%	68%	57%	74%
	<b>FJ</b>			<b>AEF</b>			<b>AIJ</b>	<b>J</b>	<b>J</b>		<b>J</b>

Base: Kenya, 1,000 adults aged 18 to 65, interviewed online in March and April 2024.  
For subgroup base sizes, please see Methodology.

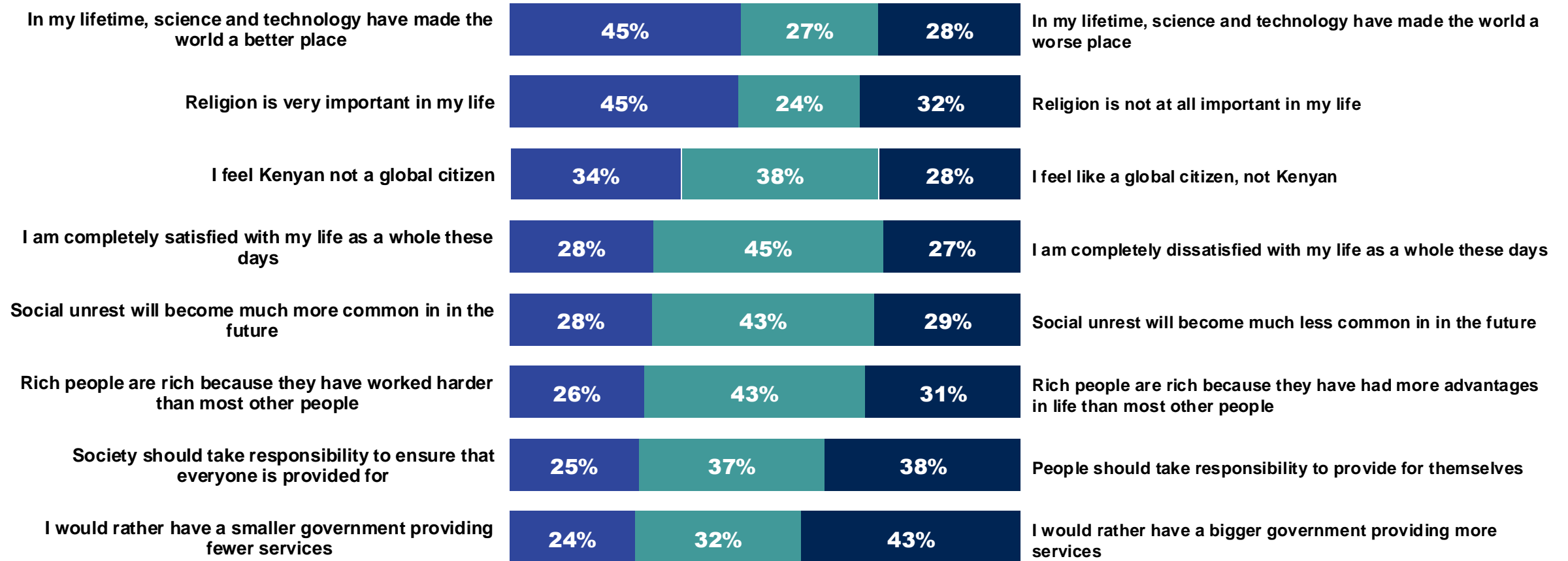
Green letters show that column % is significantly higher than the column indicated by the letter. Subgroups sig tested against total and comparable others (i.e. male vs female; low vs middle vs high household income; 18-24 vs 25-34 vs 35-44 vs 45-54 vs 55-65).



# Please now give us your views on the following issues. We will show you two statements – please tell us which of these statements is closer to your beliefs.

Q3. 1 means you agree completely with the statement on the left; 7 means you agree completely with the statement on the right; and if your views fall somewhere in between, you can choose any number in between.

■ Net: 1-2 ■ Net: 3-5 ■ Net: 6-7



Base: Kenya, 1,000 adults aged 18 to 65, interviewed online in March and April 2024.



# How satisfied are you with the financial situation of your household?

# How exposed, if at all, are you personally to environmental and climate related risks, and threats?

QD4. How satisfied are you with the financial situation of your household?

QD5. How exposed, if at all, are you personally to environmental and climate related risks, and threats?

		Total (A)	Gender		Household income			Age				
			Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-65 (K)
How satisfied are you with the financial situation of your household?	NET: Very/fairly satisfied	42%	39%	44%	30%	36%	59%	45%	36%	32%	49%	60%
		DEHI					ADE	HI			HI	AGHI
How satisfied are you with the financial situation of your household?	NET: Very/fairly dissatisfied	43%	46%	41%	60%	46%	27%	43%	49%	49%	35%	26%
		FJK			AEF	F		K	AJK	JK		
How exposed, if at all, are you personally to environmental and climate related risks, and threats?	NET: Very/somewhat exposed	73%	70%	76%	73%	70%	78%	67%	71%	73%	86%	83%
		BG		AB			AE				AGHI	AGH
How exposed, if at all, are you personally to environmental and climate related risks, and threats?	NET: Not very/not at all exposed	26%	29%	24%	27%	30%	21%	32%	29%	27%	14%	17%
		CFJK	AC					AFJK	JK	J		

Base: Kenya, 1,000 adults aged 18 to 65, interviewed online in March and April 2024.  
For subgroup base sizes, please see Methodology.

Green letters show that column % is significantly higher than the column indicated by the letter. Subgroups sig tested against total and comparable others (i.e. male vs female; low vs middle vs high household income; 18-24 vs 25-34 vs 35-44 vs 45-54 vs 55-65).



# Methodology

# 04

# Objectives and methodology.

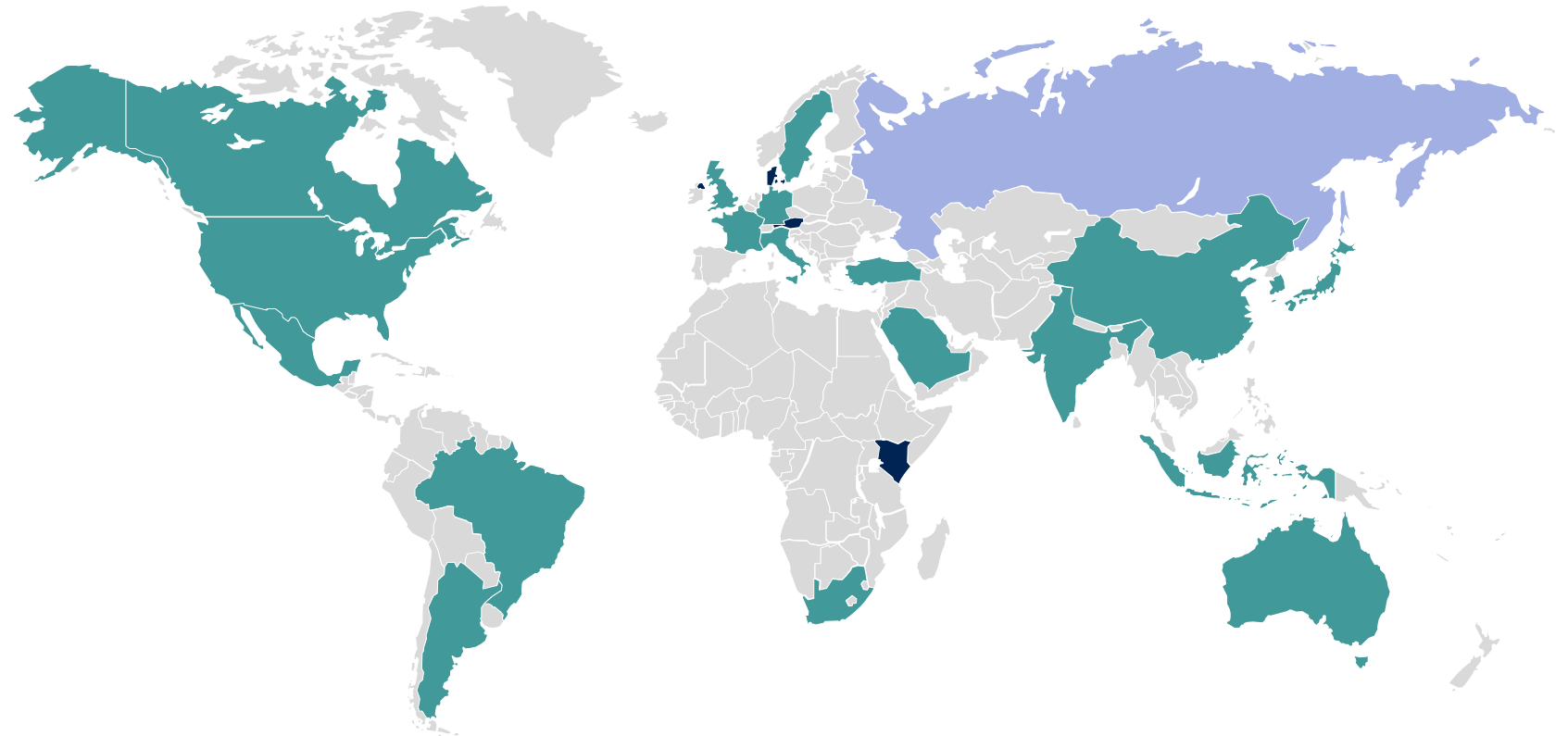
- Commissioned by Earth4All and the Global Commons Alliance, in partnership with The Policy Institute Kings College, Wellbeing Alliance, ISWE, and Wellbeing Economy Alliance, Ipsos conducted research to understand **attitudes to societal transformations, political / economic systems and planetary stewardship**. Questions focused on: values and worldviews, attitudes towards nature and planetary stewardship, attitudes towards national and global political and economic systems, levels of support for Earth4All policy recommendations. **This report focuses on attitudes towards national and global political and economic systems, and levels of support for Earth4All policy proposals.**
- Ipsos surveyed **22,000 participants aged 18 to 55-75 in total across 22 countries**. This included 18 G20 countries (Argentina (1,000), Australia (1,000), Brazil (1,000), Canada (1,000), China (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000)), plus four countries outside the G20 (Austria (1,000), Denmark (1,000), Kenya (1,000) and Sweden (1,000)). Not all questions were asked in China. All interviews were conducted online and took place between **5th March and 8th April 2024**.
- **Quota sampling** was used, and in each country data are **weighted to be representative of the national population on age, gender, region and working status**. Where results do not sum to 100, this may be due to rounding, multiple responses, or the exclusion of 'don't know' categories.
- **This report presents a 'G20 country average'** and compares individual countries against this. Overall 'G20 country average' percentage is an arithmetic average of national results across the 18 G20 countries surveyed (or 17 G20 countries in the case of questions that were not asked in China), where the results from each country have the same weight and are not pro-rata to the true population proportions for this audience.
- This report presents the findings from **Kenya**, comparing responses with the other nations surveyed. This study also compares responses from different demographic groups in Kenya. In **Kenya, 1,000 participants aged 18-75 were interviewed** in Swahili between 5th March and 8th April 2024.



# Methodology: study coverage.

22 countries were included in the study, a total of **22,000 participants** from age 18 to 55-75.

Some questions that were asked were also run in the [Global Commons Survey in 2021](#). Where this is the case, trend data has been shown for those countries included in both the 2021 and 2024 studies.



■ Countries new to survey in 2024   ■ Countries surveyed in 2021 & 2024   ■ Countries surveyed in 2021 only

# Methodology: demographics/subgroups bases.

Unweighted 1000 / Weighted 1000	
<b>Gender</b>	
Male	494 / 490 49% / 49%
Female	506 / 509 51% / 51%
<b>Employment Status</b>	
Working	761 / 761 76% / 76%
Not working	239 / 238 24% / 24%
<b>Education</b>	
Secondary	467 / 467 47% / 47%
Degree or above	521 / 520 52% / 52%
<b>Household Income</b>	
Low (0-24,000 Euro)	305 / 306 31 / 31%
Middle (24,001-36,000)	352 / 352 35 / 35%
High (36,001+)	333 / 331 33% / 33%
<b>Children in Household</b>	
Yes	797 / 795 80% / 80%
No	190 / 191 19% / 19%

Unweighted 1000 / Weighted 1000	
<b>Age</b>	
18-24	265 / 265 28% / 28%
25-34	310 / 310 31% / 31%
35-44	205 / 205 21% / 21%
45-54	130 / 129 13% / 13%
55-64	90 / 90 9% / 9%
<b>Region</b>	
Central	132 / 131 13% / 13%
Coast	92 / 91 9% / 9%
Eastern	121 / 145 12% / 15%
Nairobi (Province)	129 / 117 13% / 12%
North Eastern	42 / 41 4% / 4%
Nyanza	121 / 121 12% / 12%
Rift Valley	259 / 255 26% / 26%
Western	99 / 94 10% / 9%

**Please note: any use of the data from this research in the public domain will need to be signed-off by Ipsos's Polls for Publication team.**

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Ipsos's standards & accreditations provide our clients with the peace of mind that they can always depend on us to deliver reliable, sustainable findings. Moreover, our focus on quality and continuous improvement means we have embedded a 'right first time' approach throughout our organisation.



**ISO 20252** – is the international specific standard for market, opinion and social research, including insights and data analytics. Ipsos in the UK was the first company in the world to gain this accreditation.



**MRS Company Partnership** – By being an MRS Company Partner, Ipsos UK endorse and support the core MRS brand values of professionalism, research excellence and business effectiveness, and commit to comply with the MRS Code of Conduct throughout the organisation & we were the first company to sign our organisation up to the requirements & self-regulation of the MRS Code; more than 350 companies have followed our lead.



**ISO 9001** – International general company standard with a focus on continual improvement through quality management systems. In 1994 we became one of the early adopters of the ISO 9001 business standard.



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**Fair Data** – Ipsos UK is signed up as a 'Fair Data' Company by agreeing to adhere to twelve core principles. The principles support and complement other standards such as ISOs, and the requirements of Data Protection legislation.

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**This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos UK Terms and Conditions.**