

Global Commons Survey 2024

Kenya

G20+ Global Report: planetary stewardship

Commissioned by Earth4All and the Global Commons Alliance

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

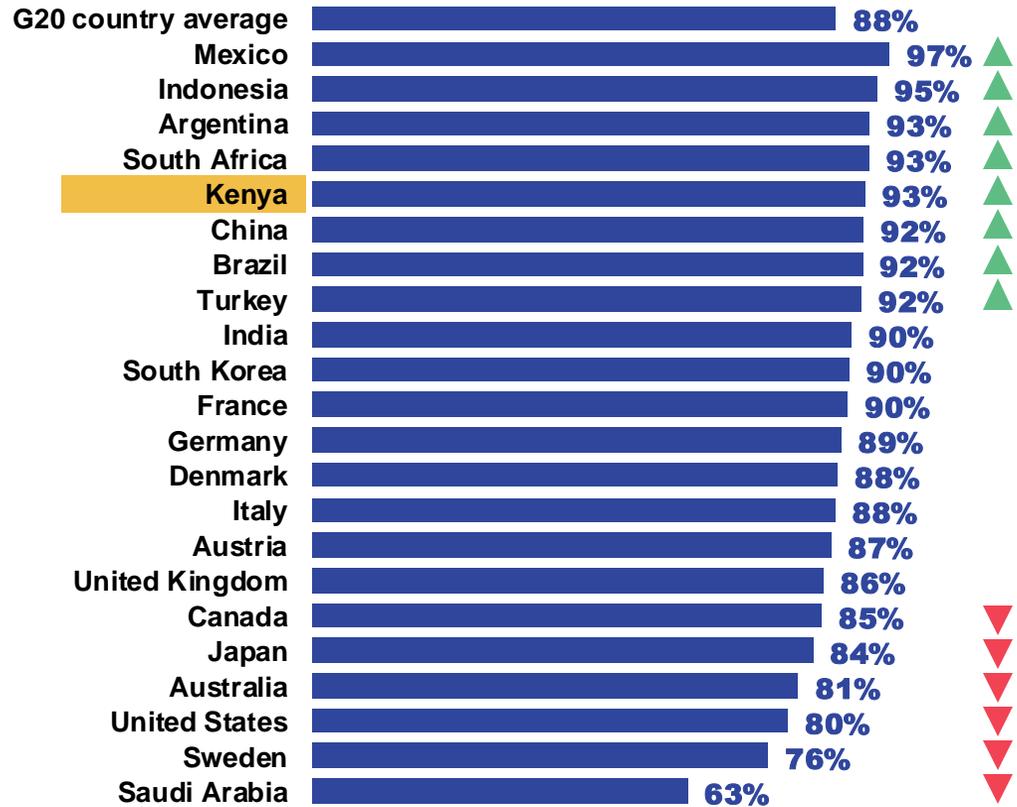
Planetary stewardship

01

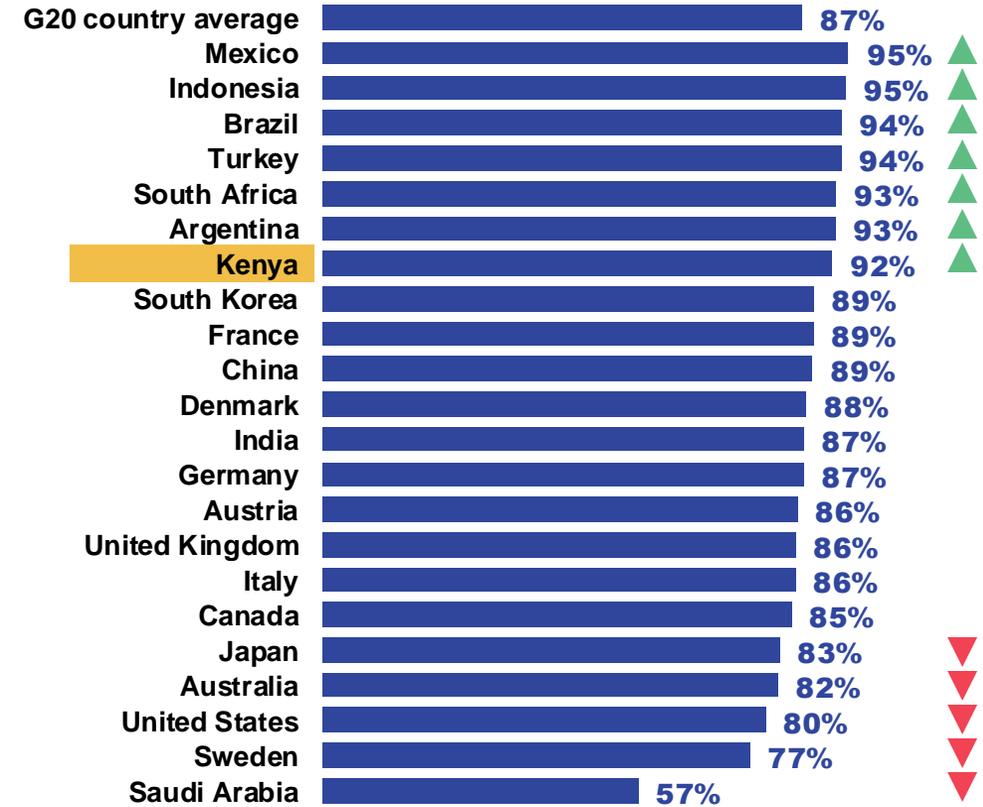
How worried, if at all, are you about the following? (Extremely / very / somewhat worried).

Q4. How worried, if at all, are you about the following?

The state of nature today



The state in which we will leave nature for future generations



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).

How worried, if at all, are you about the following? (Extremely / very / somewhat worried).

Q4

	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 state of nature today	93%	92%	93%	91%	92%	94%	88%	93%	97%	97%	89%
	G							G	AGK	AGK	
The state in which we will leave nature for future generations	92%	90%	94%	88%	94%	94%	87%	93%	95%	97%	94%
	BDG		AB		D	D		G	G	AG	

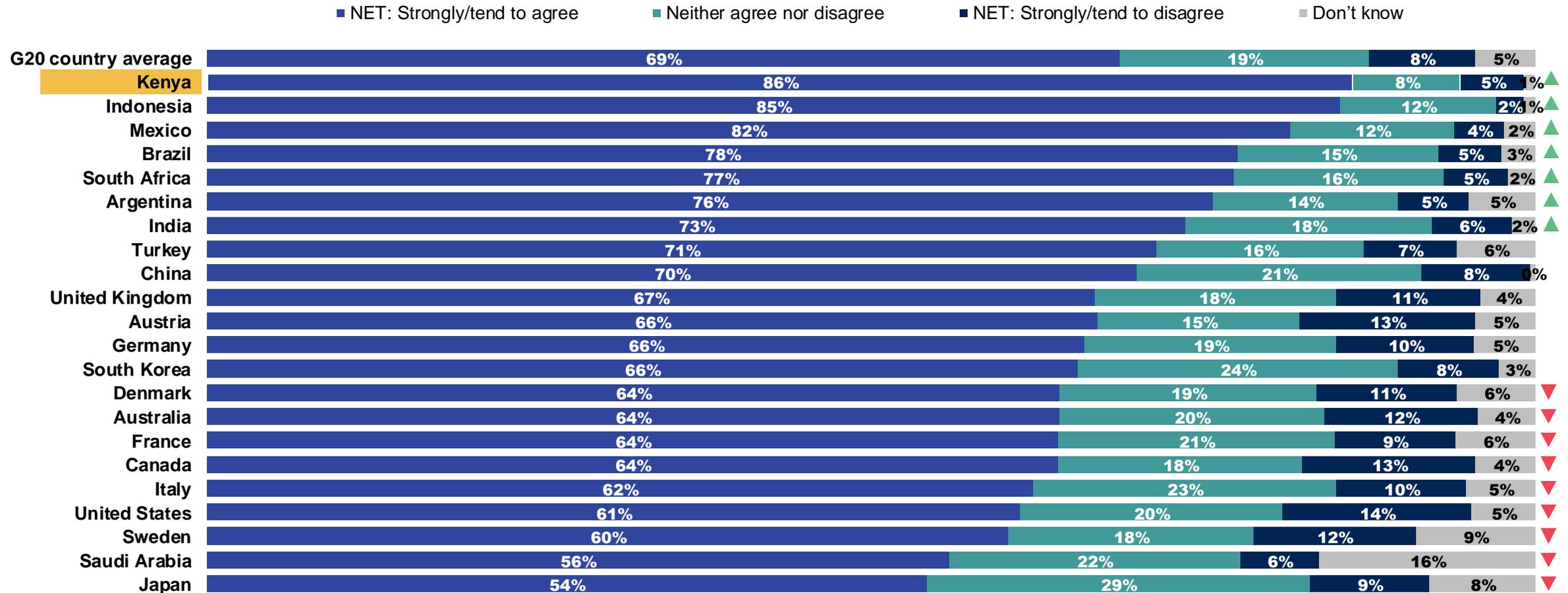
Base: Kenya, 1,000 adults aged 18 to 65, interviewed online in March and April 2024.
For subgroup base sizes, please see Methodology.

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).



Because of human activities, the Earth is close to environmental ‘tipping points’ where climate or nature, such as rainforests or glaciers, may change suddenly or be more difficult to stabilise in the future.

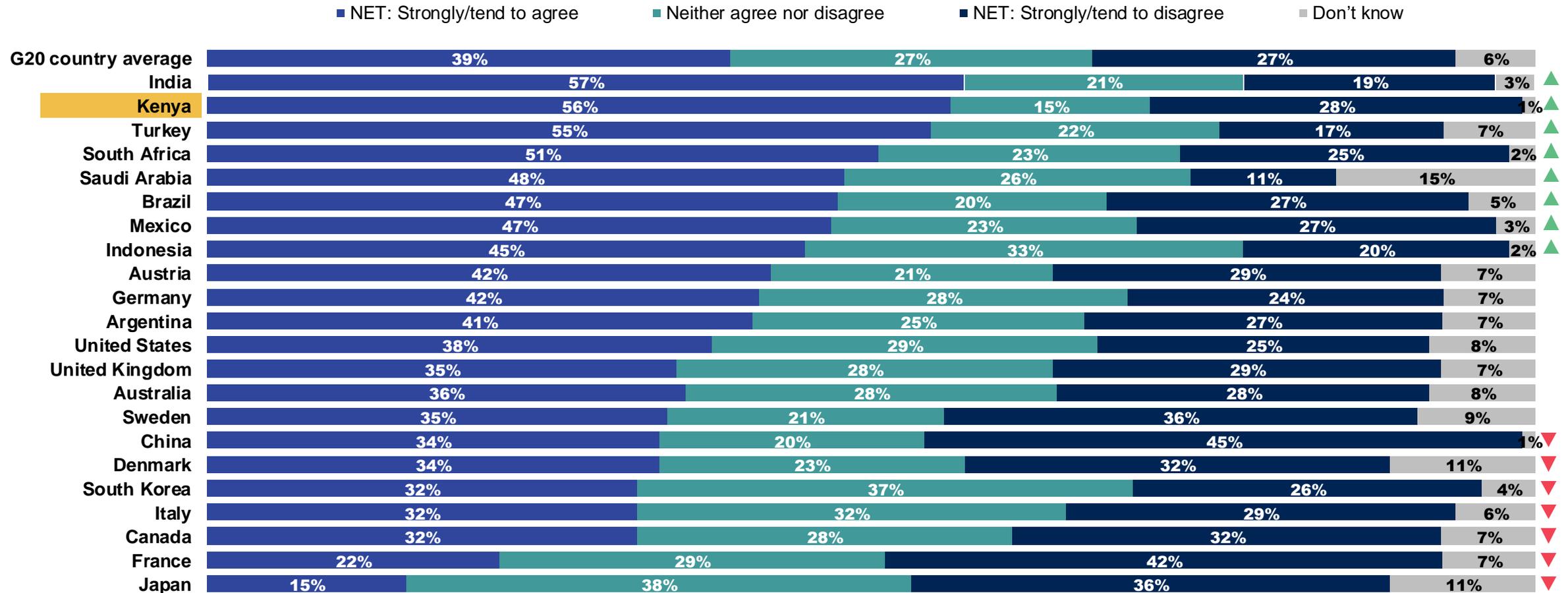
Q5. To what extent, if at all, do you agree or disagree with the following statements?



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New technologies can solve environmental problems without individuals having to make big changes in their lives.

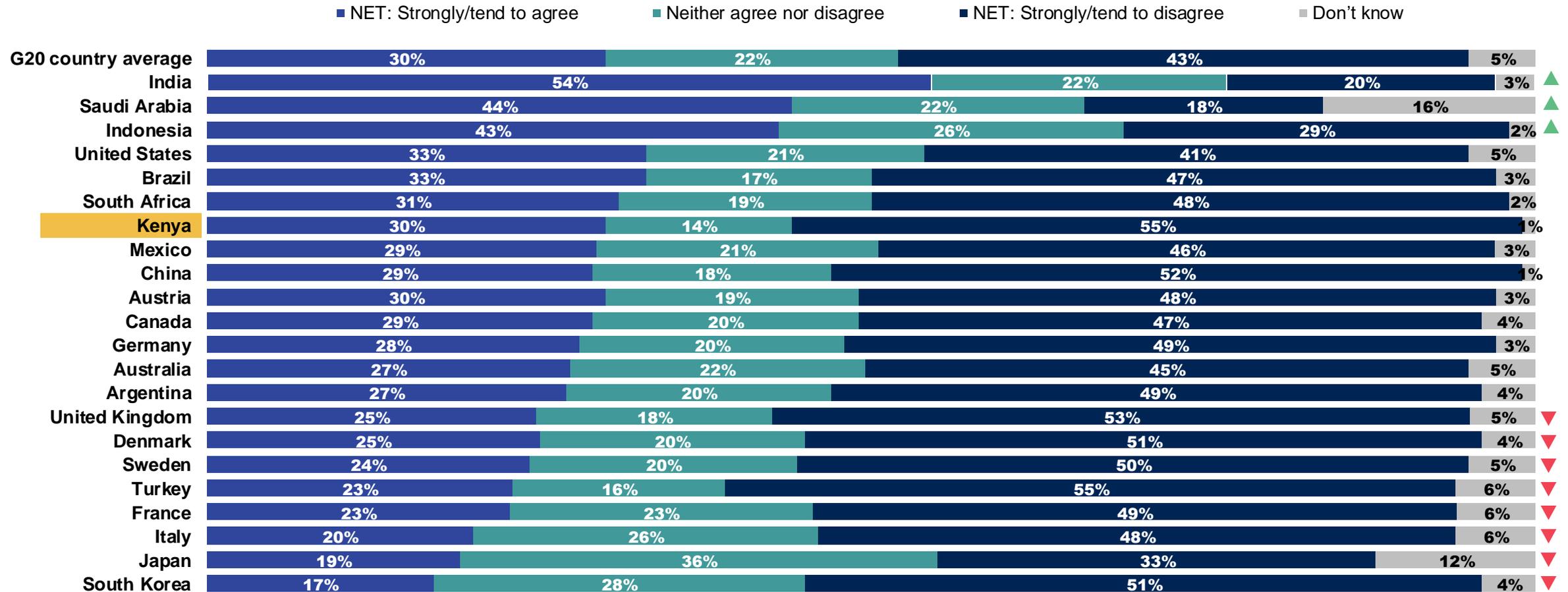
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Many of the claims about environmental threats are exaggerated.

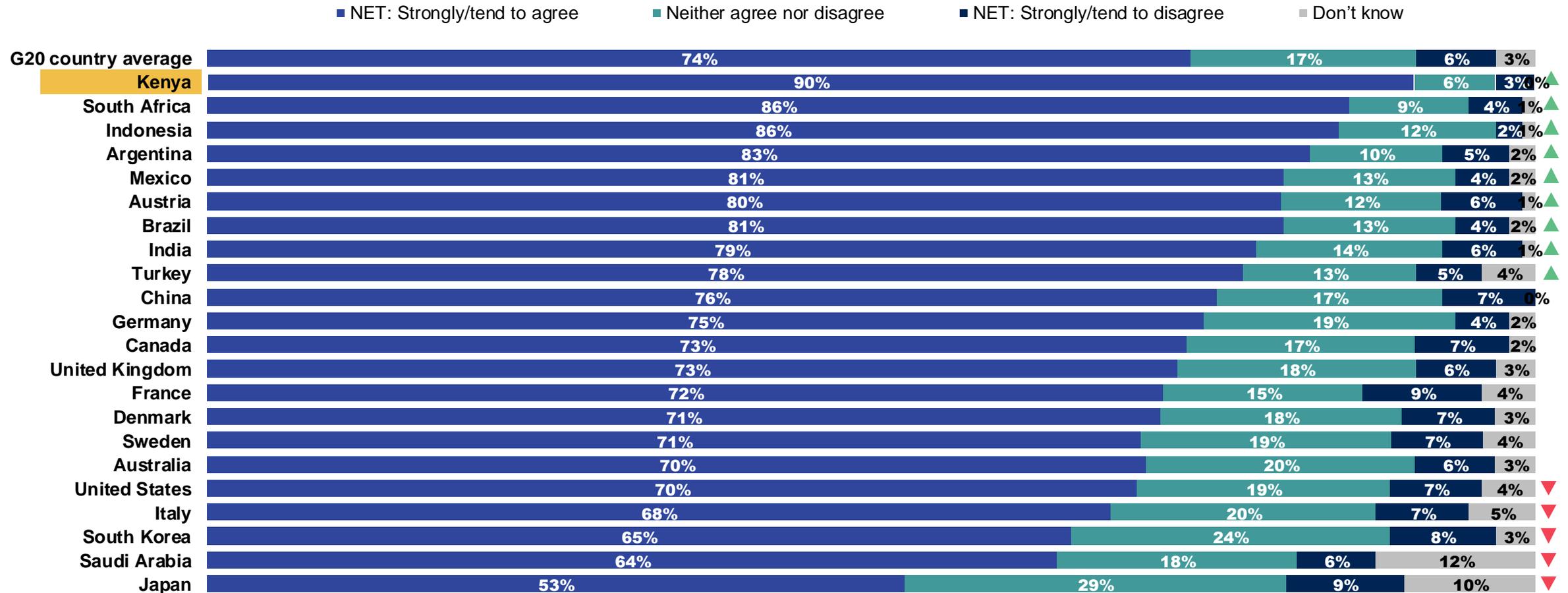
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Human health and wellbeing are closely connected to the health and wellbeing of nature.

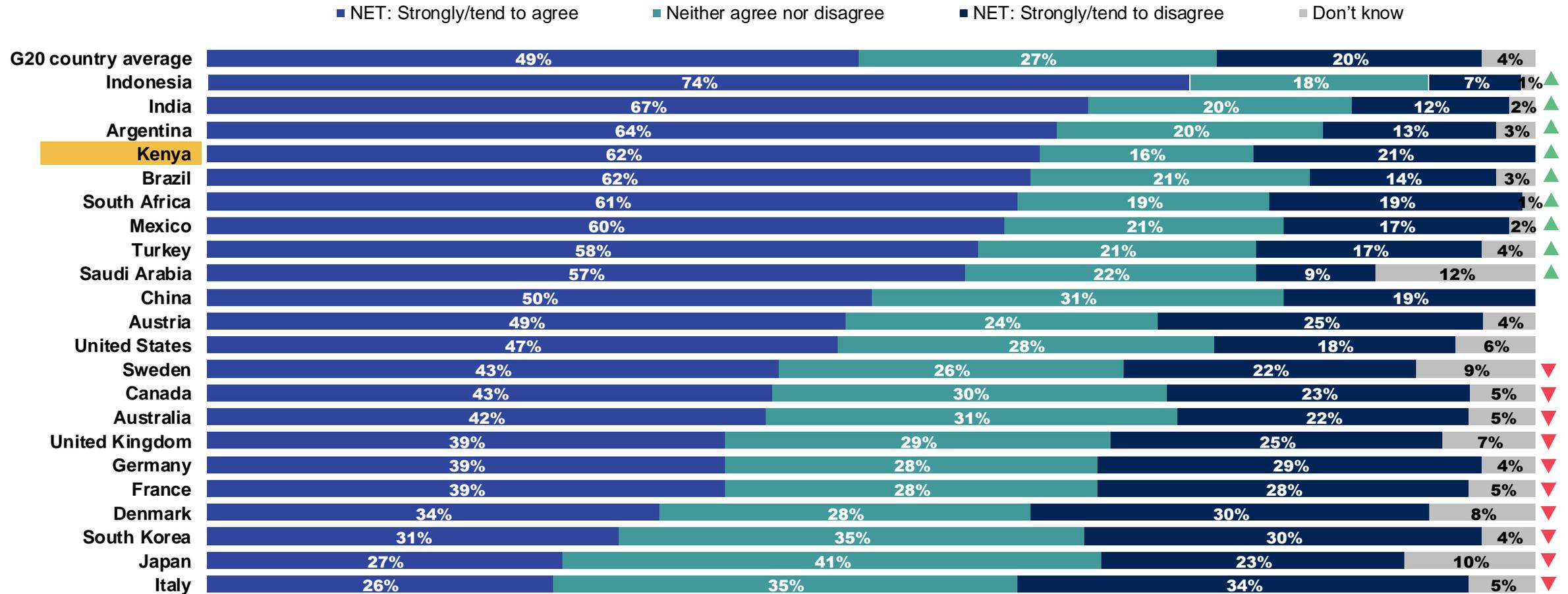
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Nature can meet the needs of humans right now.

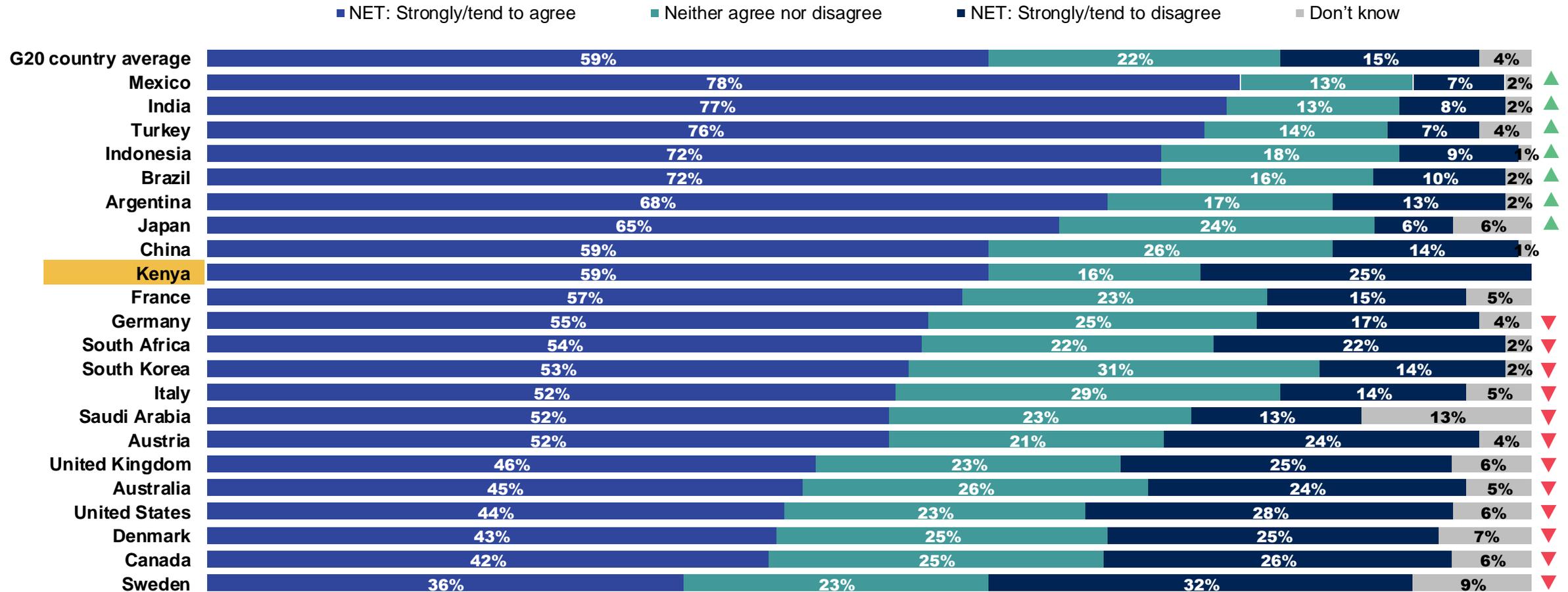
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Nature is already too damaged to continue meeting humans' needs in the long-term.

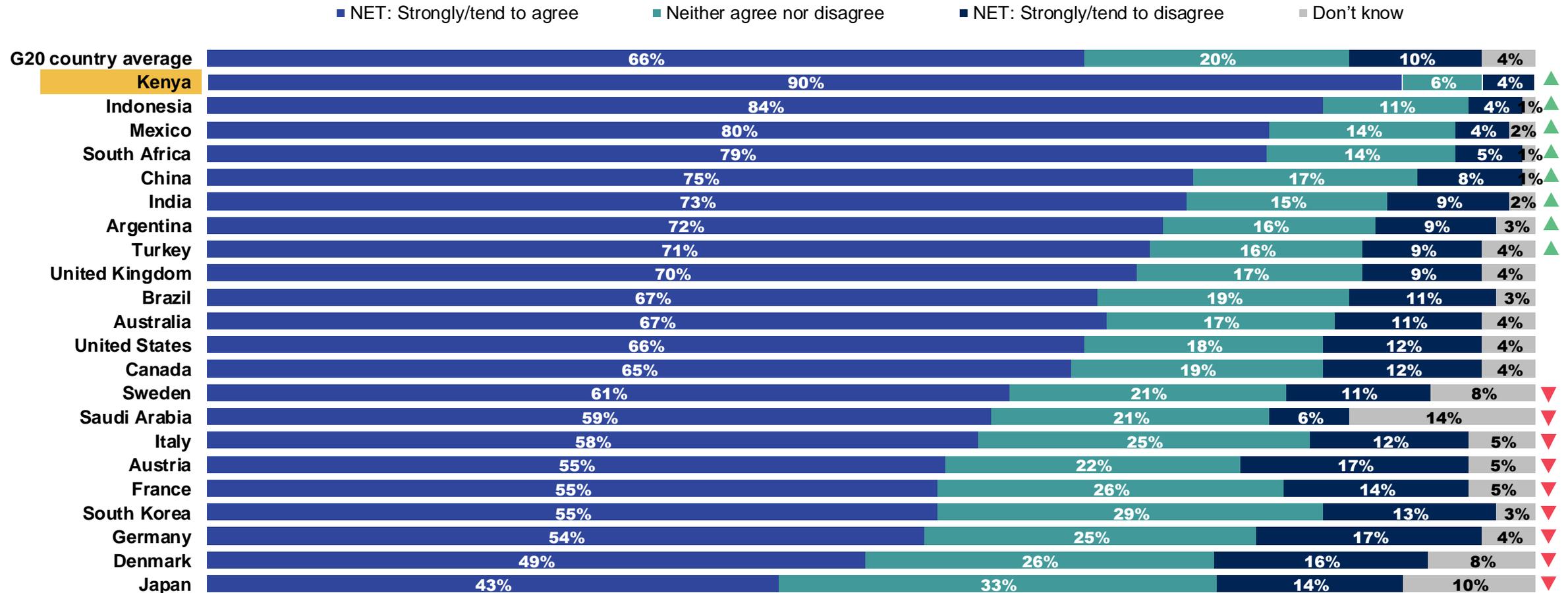
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Addressing climate change and environmental damage can bring many benefits to people in [COUNTRY].

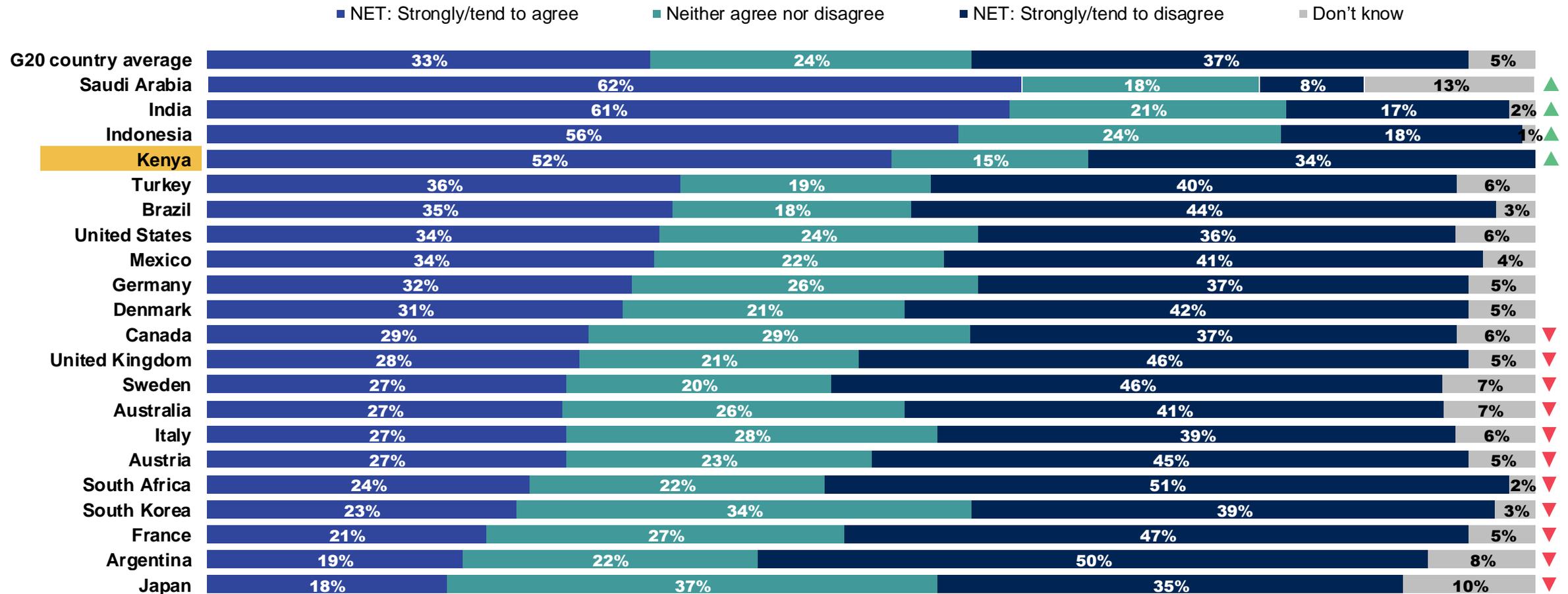
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The [COUNTRY]'s government is doing enough to tackle climate change and environmental damage.

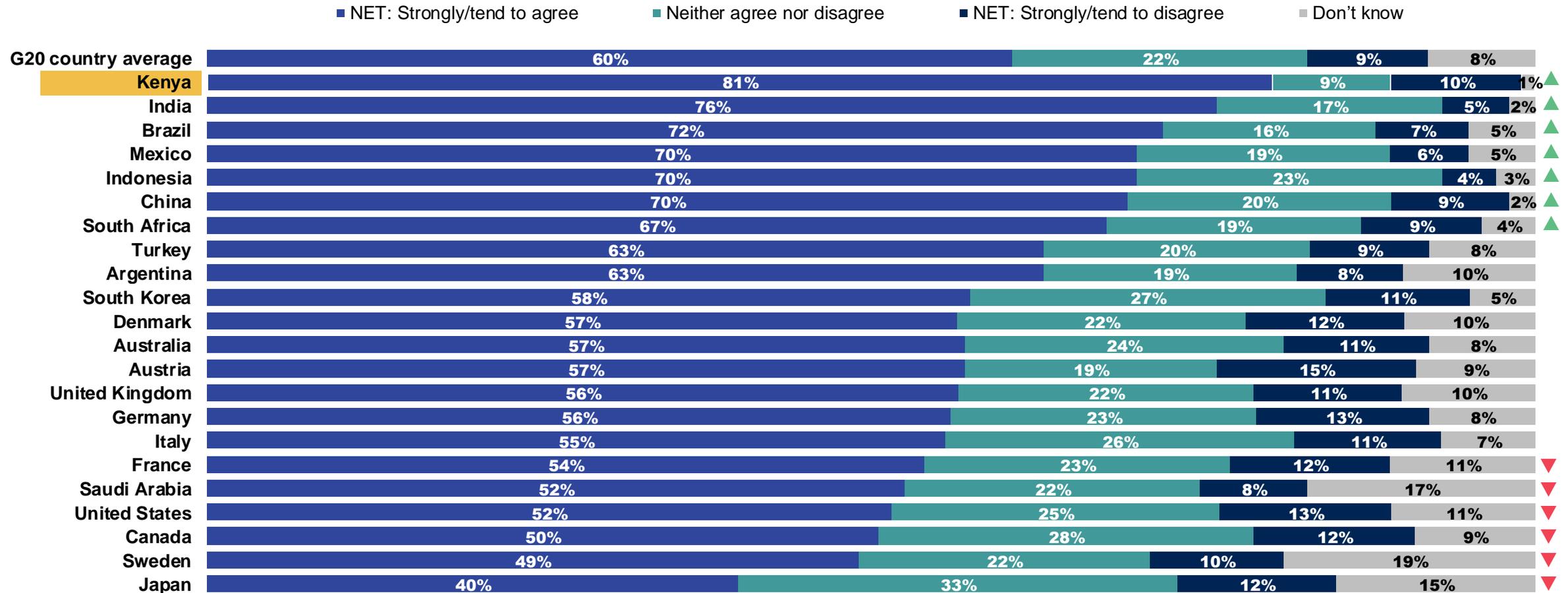
Q5. To what extent, if at all, do you agree or disagree with the following statements?



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 costs of the damages due to environmental pollution are much higher than the costs of the investments needed for a green transition.

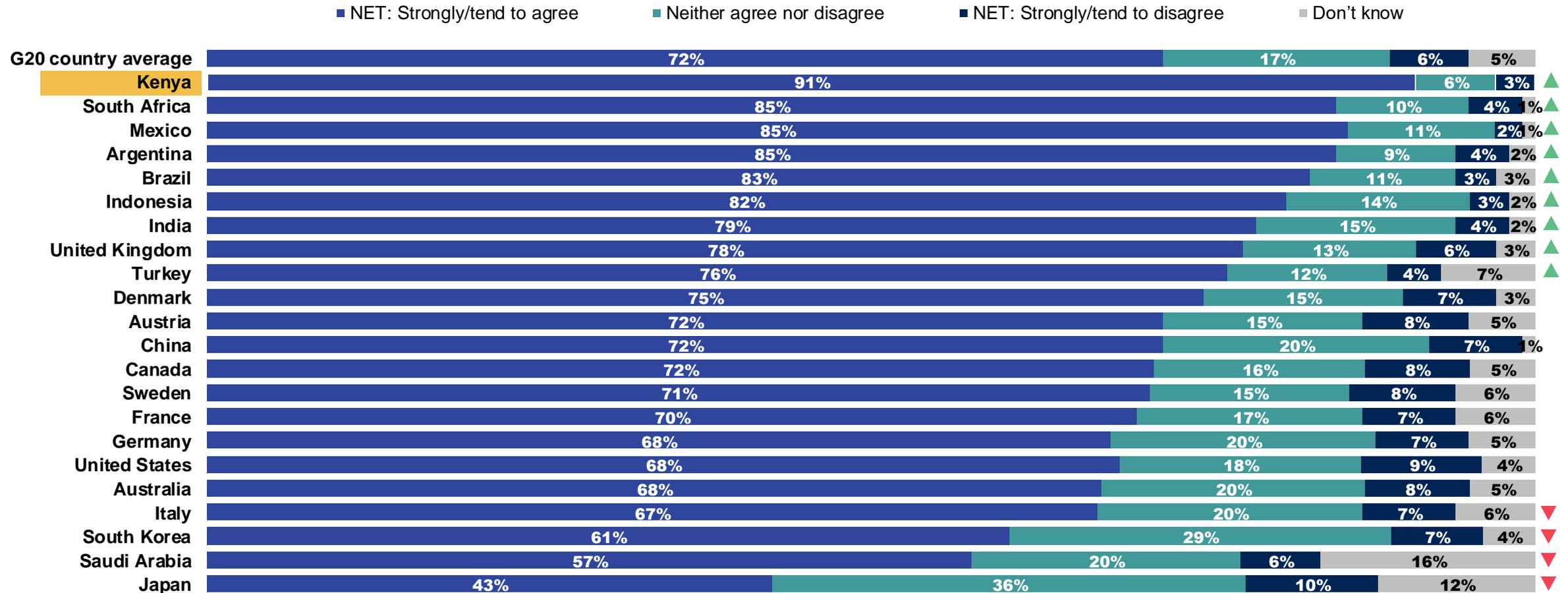
Q5. To what extent, if at all, do you agree or disagree with the following statements?



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It should be a criminal offence for leaders of large businesses or senior government officials to approve or permit actions they know are likely to cause damage to nature and climate that is widespread, long term or cannot be reversed.

Q5. To what extent, if at all, do you agree or disagree with the following statements?



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

Q5.

	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)
It should be a criminal offence for leaders of large businesses or senior government officials to approve or permit actions they know are likely to cause damage to nature and climate that is widespread, long term or cannot be reversed	91% G	90%	91%	91%	89%	92%	87%	91%	91%	96% AG	90%
Addressing climate change and environmental damage can bring many benefits to people in Kenya	90%	89%	91%	88%	90%	92%	90%	88%	92%	92%	87%
Human health and wellbeing are closely connected to the health and wellbeing of nature	90%	88%	91%	91%	87%	92%	89%	91%	88%	91%	90%
Because of human activities, the Earth is close to environmental 'tipping points' where climate or nature, such as rainforests or glaciers, may change suddenly or be more difficult to stabilise in the future	86%	87%	85%	86%	85%	88%	86%	86%	88%	90% K	80%
The costs of the damages due to environmental pollution are much higher than the costs of the investments needed for a green transition	81%	81%	80%	83%	78%	81%	80%	79%	82%	86%	77%

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? (Strongly / tend to agree).

Q5.

	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)
Nature can meet the needs of humans right now	62%	63%	62%	68% AEF	60%	61%	68% AHJ	60%	61%	58%	64%
Nature is already too damaged to continue meeting humans' needs in the long-term	59% EG	57%	61%	61%	54%	62% E	47%	55%	61% G	78% AGHI	73% AGH
New technologies can solve environmental problems without individuals having to make big changes in their lives	56% EI	59% AC	53%	62% AE	49%	59% E	61% AI	55% E	49%	59%	55%
Kenya's government is doing enough to tackle climate change and environmental damage	52% EI	55% AC	49%	59% AEF	47%	50%	57% AI	52%	46%	47%	54%
Many of the claims about environmental threats are exaggerated	30% E	30%	30%	32% E	25%	33% E	34% I	27%	25%	28%	41% AHI

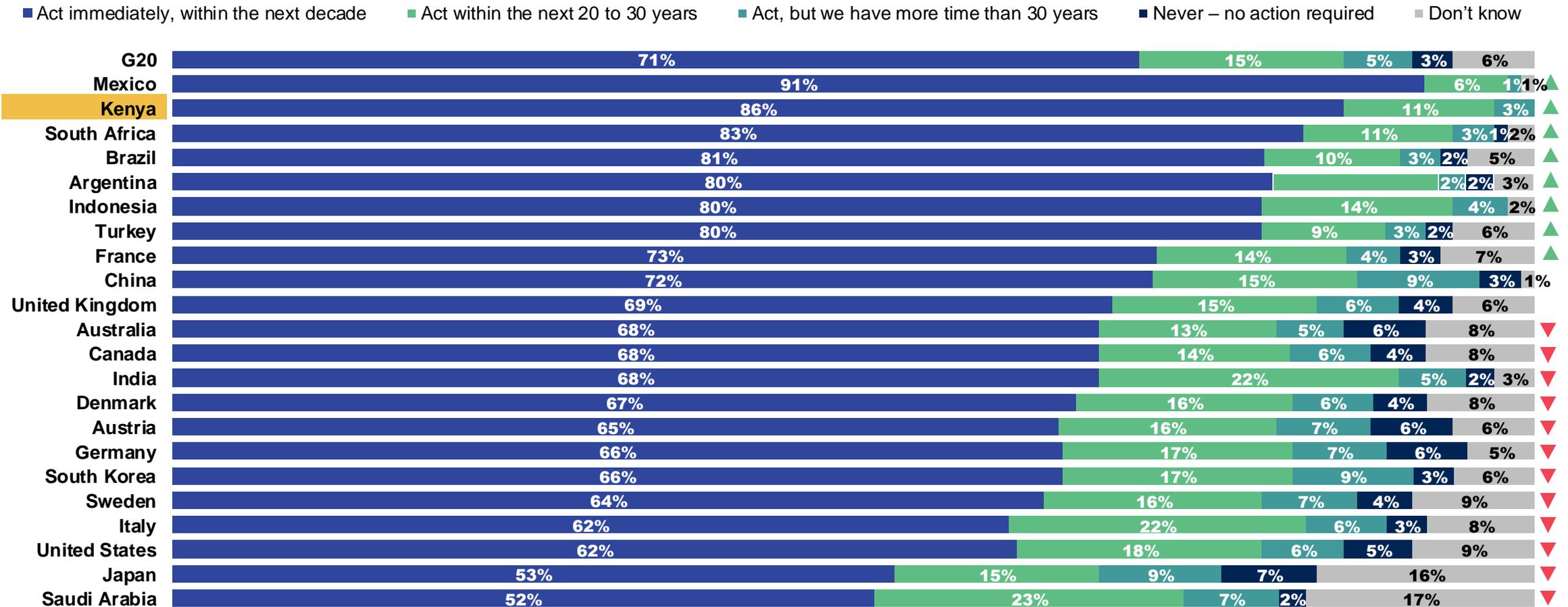
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Thinking about climate change and protecting nature, how quickly do you think the world needs to take major action to reduce carbon emissions from electricity, transport, food, industry, and buildings?

Q6.



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Q6.

	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% D	84%	87%	81%	85%	91% ADE	85%	85%	88%	85%	83%
Act within the next 20 to 30 years	11% C	13% AC	9%	16% AEF	9%	8%	13%	12%	9%	11%	8%
Act, but we have more time than 30 years	3% F	2%	3%	2%	5% ADF	1%	2%	2%	2%	2%	9% AGHIJ
Never – no action required	-	-	1%	1%	1%	-	-	1%	-	1%	-
Don't know	-	-	1%	-	1%	-	-	-	-	2% A	-

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In your opinion, which of the following should be held most responsible for reversing damage to environment (e.g. climate, water and air pollution, forests)? Please select up to three.

Q7.

	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)
Business and industry	59%	58%	59%	56%	58%	61%	59%	58%	58%	66%	51%
Environmental groups	44% FJ	41%	46%	45%	47%	39%	46%	48%	42%	24%	54%
International organisations (e.g. the UN or the World Bank)	38% DG	36%	40%	32%	41%	41%	33%	41%	40%	36%	41%
National governments of developing countries	36%	35%	36%	32%	38%	36%	34%	33%	41%	35%	38%
National governments of wealthy countries	31% CDEG	35%	27%	24%	25%	44%	23%	27%	29%	51%	43%
The global super rich	22% G	19%	24%	20%	20%	26%	16%	20%	21%	39%	20%
High-income and middle-income earners in Kenya	12%	11%	14%	11%	11%	15%	12%	11%	9%	11%	27%
Not applicable – no action required	1%	-	1%		1%	1%	1%	1%		1%	
Don't know	1%	1%	1%	1%	1%	-	-	1%	-	1%	

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Here is a list of qualities that children can be encouraged to learn at home. Which, if any, do you consider to be especially important?

Q1.

	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)
Good manners	66% BK	62%	69% AB	65%	63%	68%	68% K	68% K	64% K	72% K	47%
Obedience	63% EI	63%	64%	65% E	58%	67% E	68% I	61%	56%	74% AHIK	58%
Hard work	57% H	56%	58%	55%	55%	60%	63% AHK	49%	55%	69% AHIK	50%
Tolerance and respect for other people	56%	58%	54%	55%	57%	56%	54%	55%	61%	52%	64%
Religious faith	50%	52%	48%	50%	53%	46%	48%	50%	55%	45%	49%
Feeling of responsibility	40% BDG	35%	44% AB	32%	43% D	43% D	35%	39%	39%	49% AGH	46%
Determination, perseverance	32%	31%	33%	29%	29%	38% ADE	30%	28%	30%	39% H	44% AGHI
Respect for animals, nature, and the environment	31% J	33%	30%	31%	32%	30%	32% J	34% J	29%	22%	39% J
Not being selfish (unselfishness)	21% F	22%	19%	19%	25% AF	17%	21%	21%	21%	20%	18%
Independence	20% BDG	17%	24% AB	16%	22%	23% D	16%	24% G	22%	19%	21%
Thrift, saving money and things	18% G	17%	20%	15%	20%	20%	12%	23% AGJ	21% G	15%	22% G
Imagination	13% D	14%	13%	10%	13%	17% AD	12%	11%	13%	21% AGH	17%
None of these											
Don't know											

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Values and demographics

02

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)
Your future	94%	93%	95%	94%	94%	95%	96%	95%	94%	92%	91%
The future of the world	76%	74%	77%	79%	72%	78%	81%	74%	73%	77%	74%
	E			E			A				
The future of your country	72%	74%	70%	78%	71%	66%	77%	75%	68%	57%	74%
	FJ			AEF			AIJ	J	J		J

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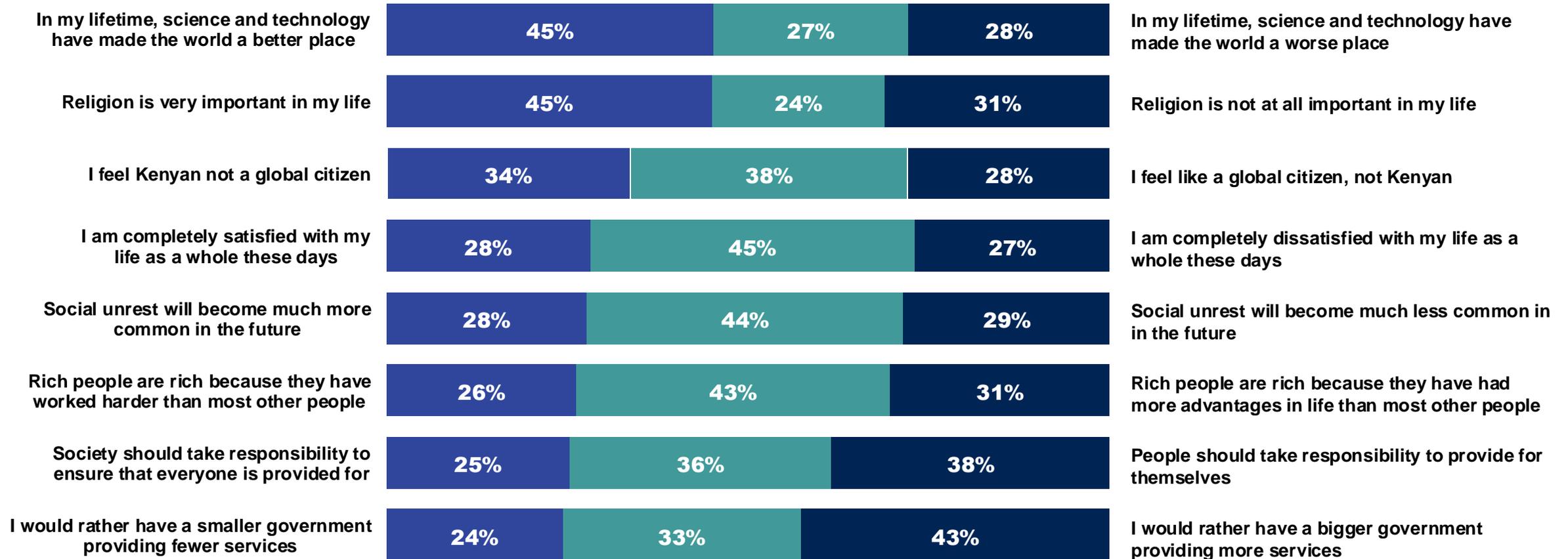
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Please now give us your views on the following issues. We will show you two statements – please tell us which of these statements is closer to your beliefs.

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			F		AJK	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

03

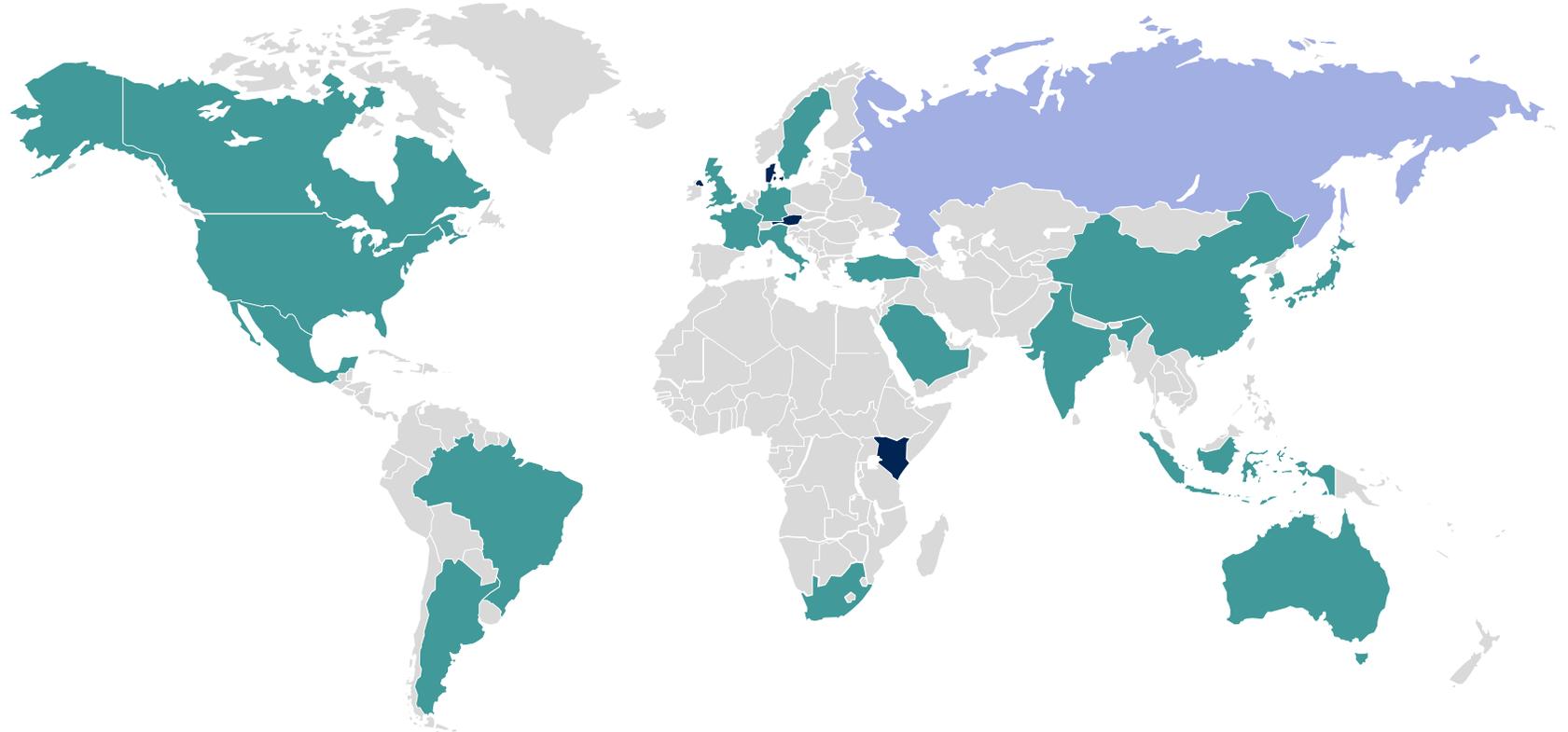
Objectives and methodology.

- 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 18-65 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

Sample overview by country.

	Country	Abbreviation	Sample Size	Ages covered	Language
	United Kingdom	UK	1000	18-75	English
	Italy	IT	1000	18-65	Italian
	Turkey	TR	1000	18-60	Turkish
	United States	US	1000	18-75	English
	Argentina	AR	1000	18-55	Spanish
	Australia	AU	1000	18-65	English
	Brazil	BR	1000	18-55	Portuguese
	China	CN	1000	18-55	Chinese (Simplified)
	India	IN	1000	18-65	English
	Indonesia	ID	1000	21-65	Bahasa Indonesia
	Japan	JP	1000	18-65	Japanese
	South Korea	SK	1000	18-55	Korean
	Mexico	MX	1000	18-55	Spanish
	Saudi Arabia	SA	1000	18-65	Arabic
	South Africa	ZA	1000	18-65	English
	Canada	CA	1000	18-65	English, French
	France	FR	1000	18-65	French
	Germany	DE	1000	18-65	German
	Austria	AT	1000	18-75	German
	Denmark	DK	1000	18-75	Danish
	Kenya	KE	1000	18-65	Swahili
	Sweden	SW	1000	18-65	Swedish

Methodology: demographics/subgroups bases.

Unweighted 1000 / Weighted 1000	
Gender	
Male	494 / 490
	49% / 49%
Female	506 / 509
	51% / 51%
Employment Status	
Working	761 / 761
	76% / 76%
Not working	239 / 238
	24% / 24%
Education	
Secondary	467 / 467
	47% / 47%
Degree or above	521 / 520
	52% / 52%
Household Income	
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%
Children in Household	
Yes	797 / 795
	80% / 80%
No	190 / 191
	19% / 19%

Unweighted 1000 / Weighted 1000	
Age	
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%
Region	
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%

Ipsos Standards & Accreditations

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.



ISO 27001 – International standard for information security designed to ensure the selection of adequate and proportionate security controls. Ipsos UK was the first research company in the UK to be awarded this in August 2008.



The UK General Data Protection Regulation (UK GDPR) & the UK Data Protection Act 2018 (DPA) – Ipsos UK is required to comply with the UK General Data Protection Regulation and the UK Data Protection Act; it covers the processing of personal data and the protection of privacy.



HMG Cyber Essentials – A government backed and key deliverable of the UK's National Cyber Security Programme. Ipsos UK was assessment validated for certification in 2016. Cyber Essentials defines a set of controls which, when properly implemented, provide organisations with basic protection from the most prevalent forms of threat coming from the internet.



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.

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.