

JOB MARKET REPORT

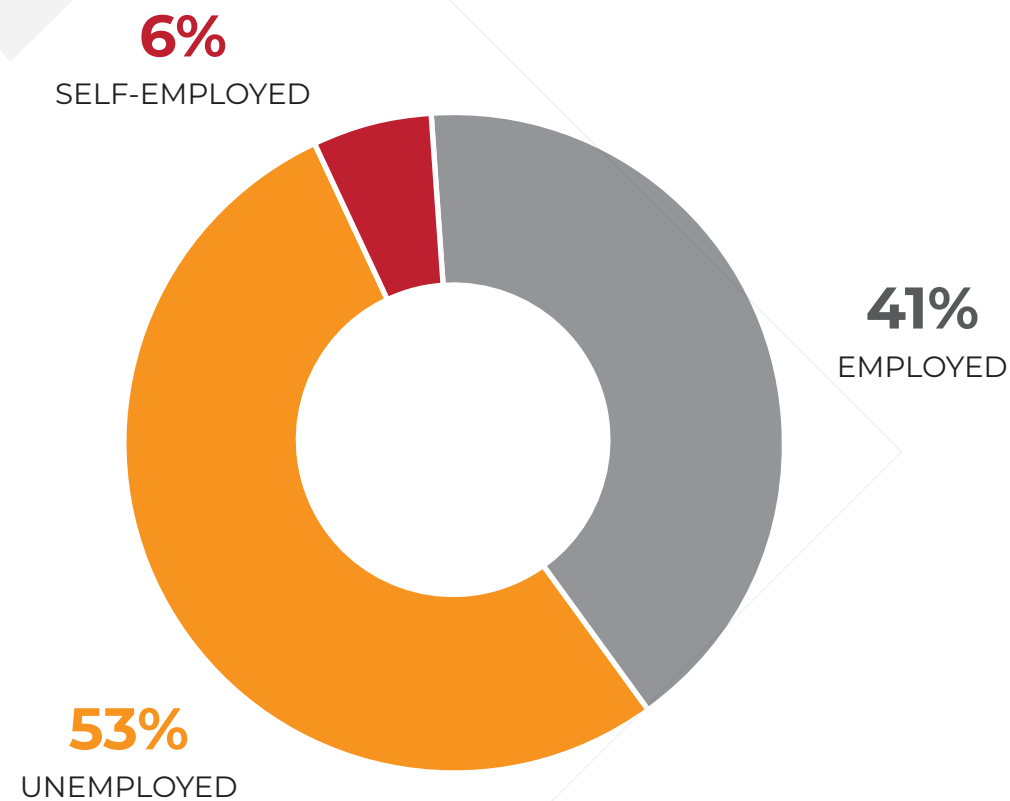
Exclusive insights into employment in Kenya



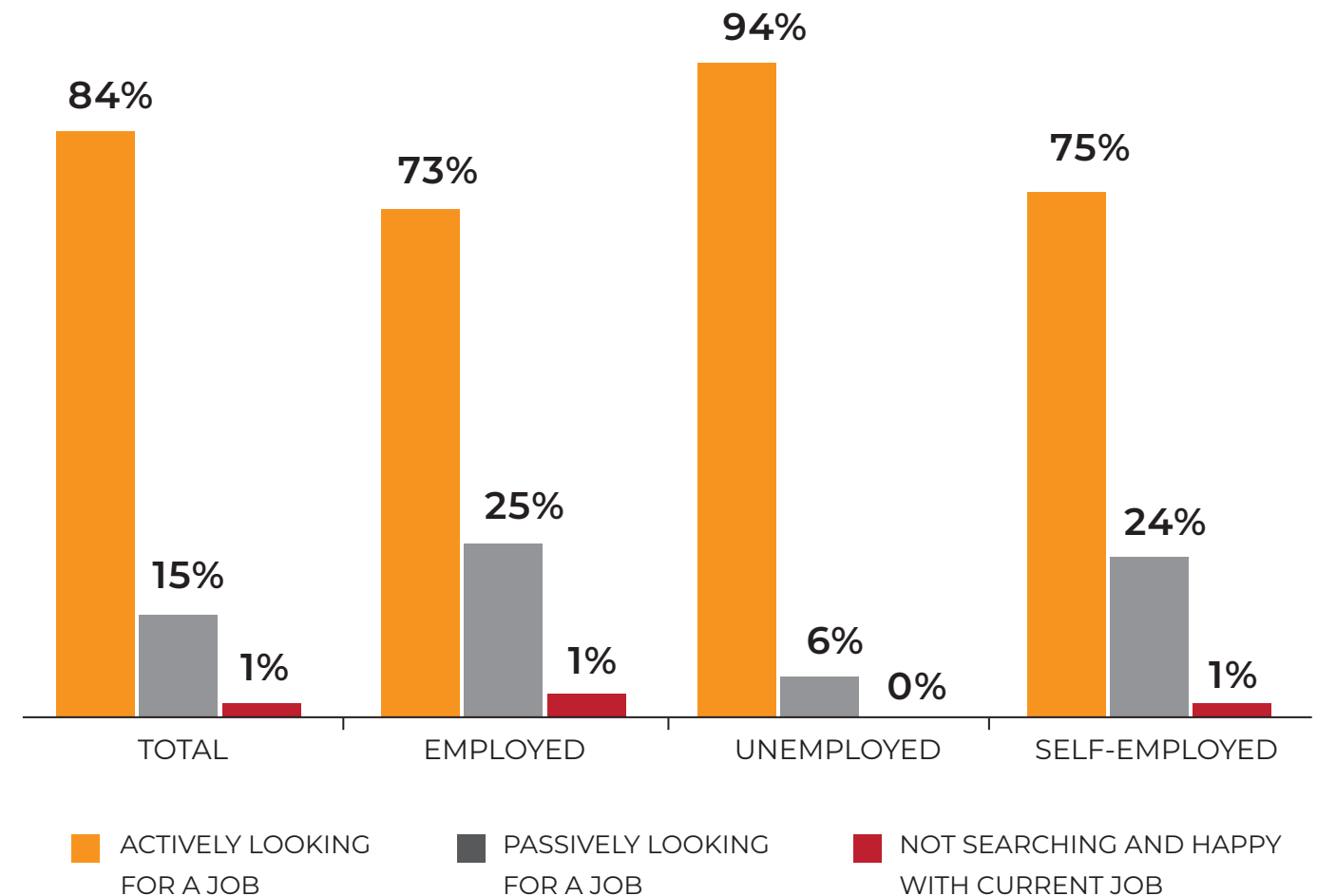
Demographic Profile

◇ The job seekers fall into three broad categories; 53% are unemployed, 41% are employed whilst 6% are self-employed. Looking at the total sample, majority (84%) are actively looking for a job whilst 15% are passively looking for a job.

EMPLOYMENT STATUS

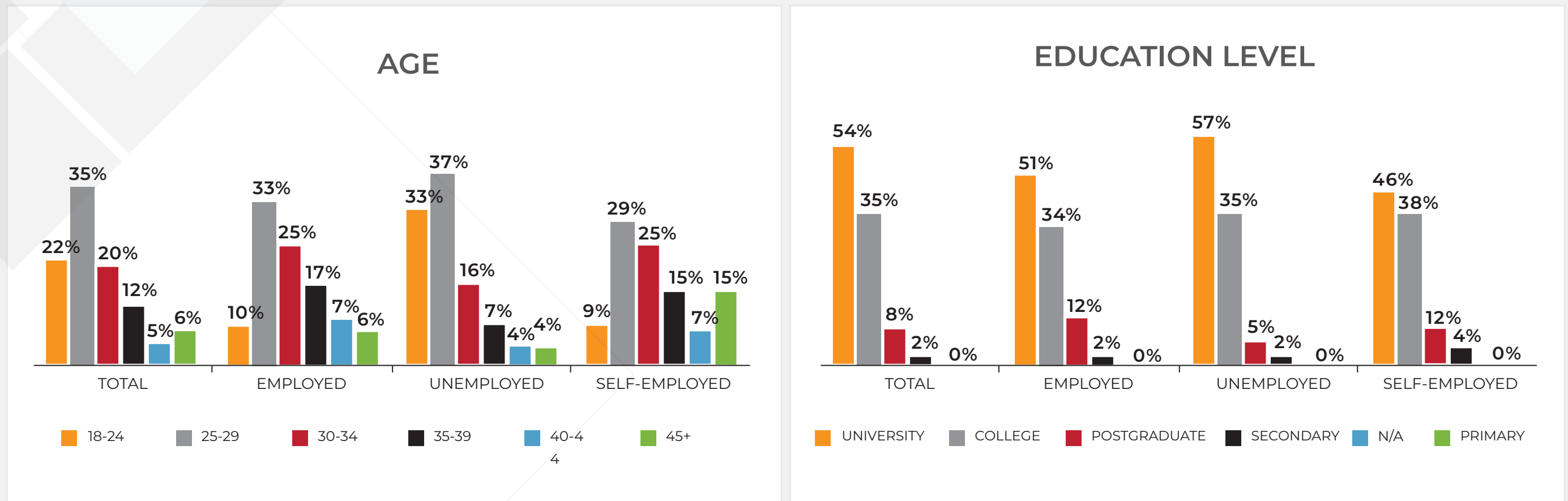


CURRENT JOB STATUS



Demographic Profile

- Over two third of the total sample (77%) fall in the ages of 18 to 34 years. There is a higher proportion of those aged 18 -24 years who are unemployed as compared to those who fall in the category of employed and self-employed.



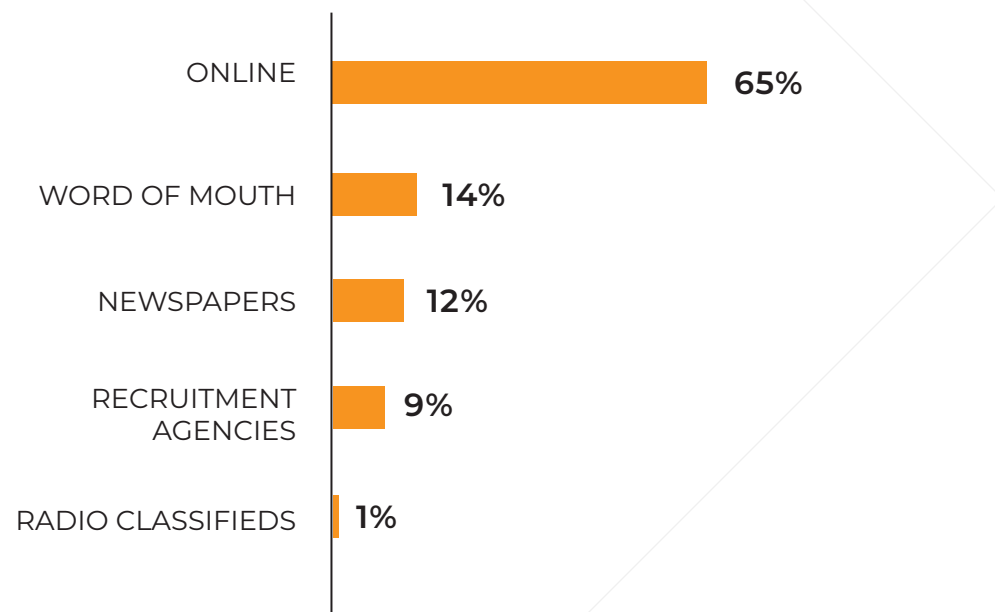
In addition, 89% of the total sample have tertiary education an indication that the job seekers are most likely in search for white collar jobs.



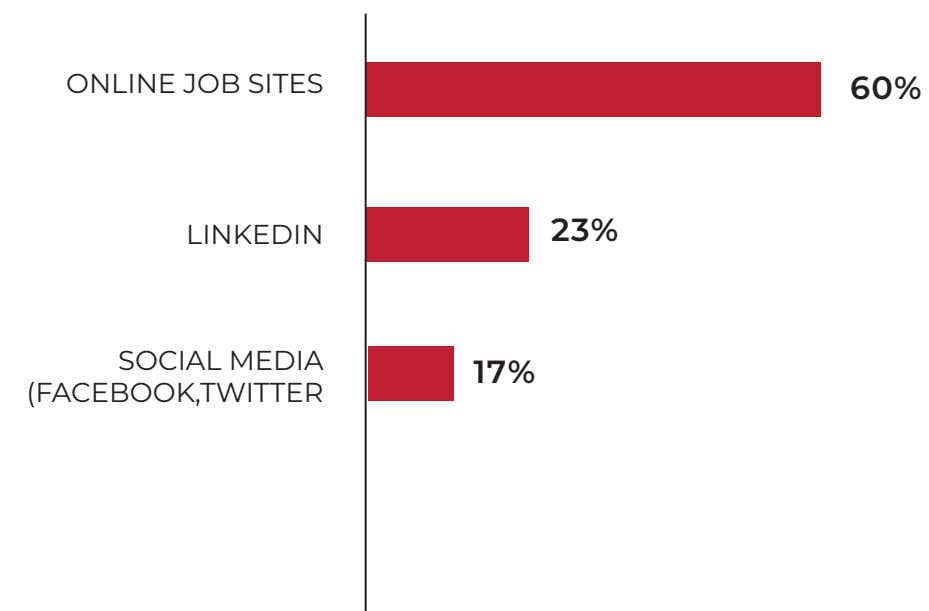
Jobs Sites Remain More Popular Than LinkedIn or Social Media Job Ads in Kenya

◇ Most of the job seekers use online platforms to search for employment with 65% mentions. The study also shows that traditional job advertising platforms are not considered a key source of information on jobs as newspapers are used by 12% of jobseekers whilst recruitment agencies are at 9% mentions. Although, there are a number of online platforms where job opportunities are sourced, the findings of this study show that Online Job Sites are the most popular with 60% mentions followed by LinkedIn at 23% mentions.

JOB SEARCH PLATFORMS USED

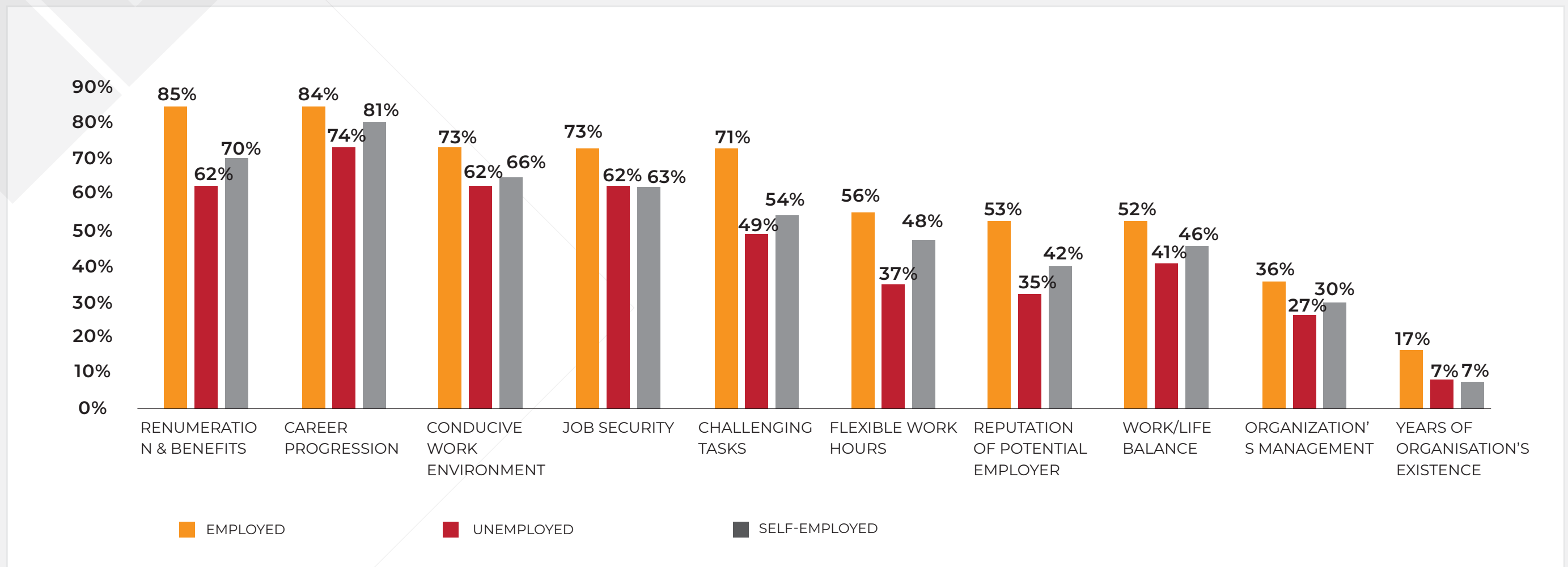


ONLINE JOB PLATFORM USED



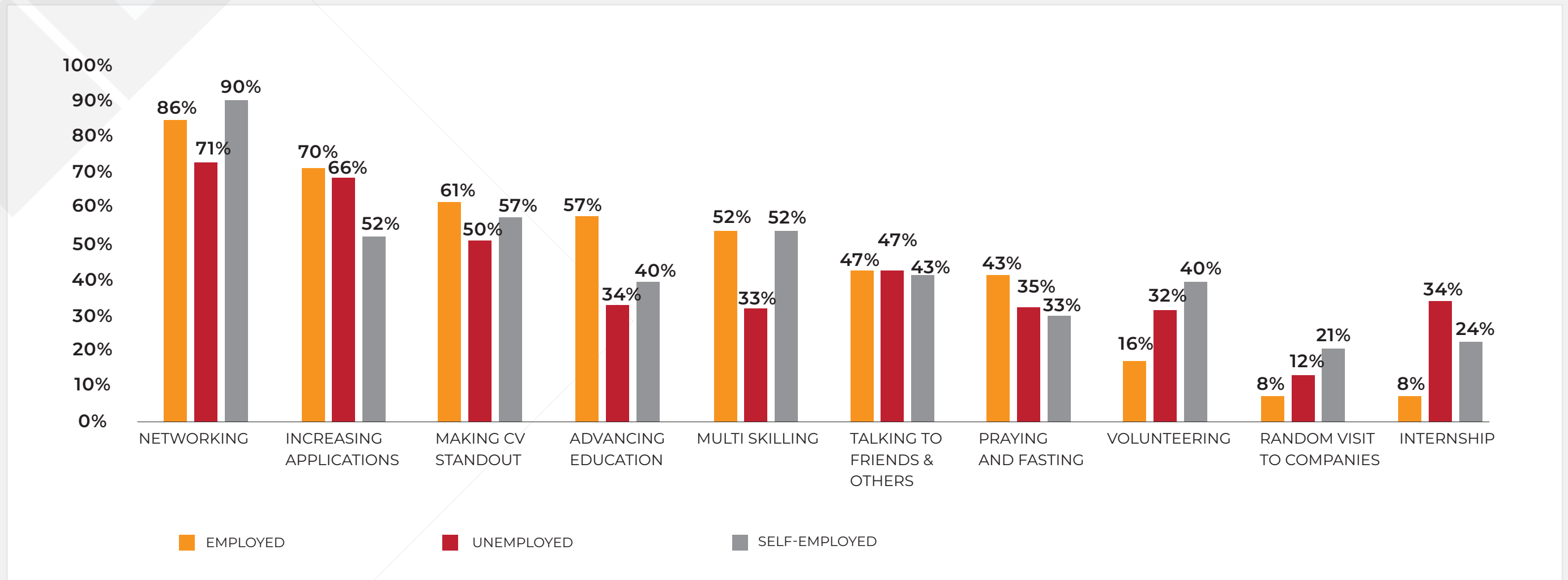
Essential Considerations for Job Hunting

- At the top the list of the items that matter to most job seekers include remuneration and benefits, followed by career progression, conducive work environment and then job security. These four factors matter more for your employees' happiness (and subsequently your employee retention), than any others.



Strategies To Boost Chances of Getting A Job

- ◇ The top three things that job seekers are doing to improve chances of getting a job include; networking, increasing number of applications and making CVs stand out.



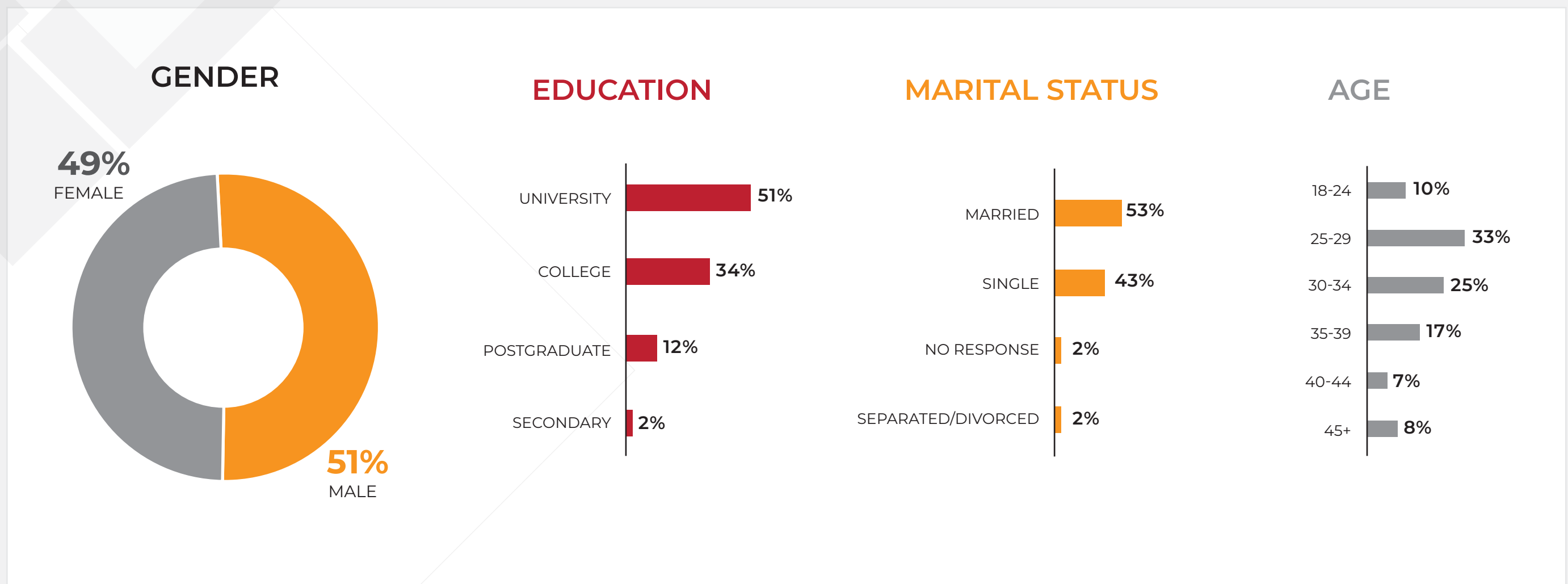


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EMPLOYED JOB SEEKERS

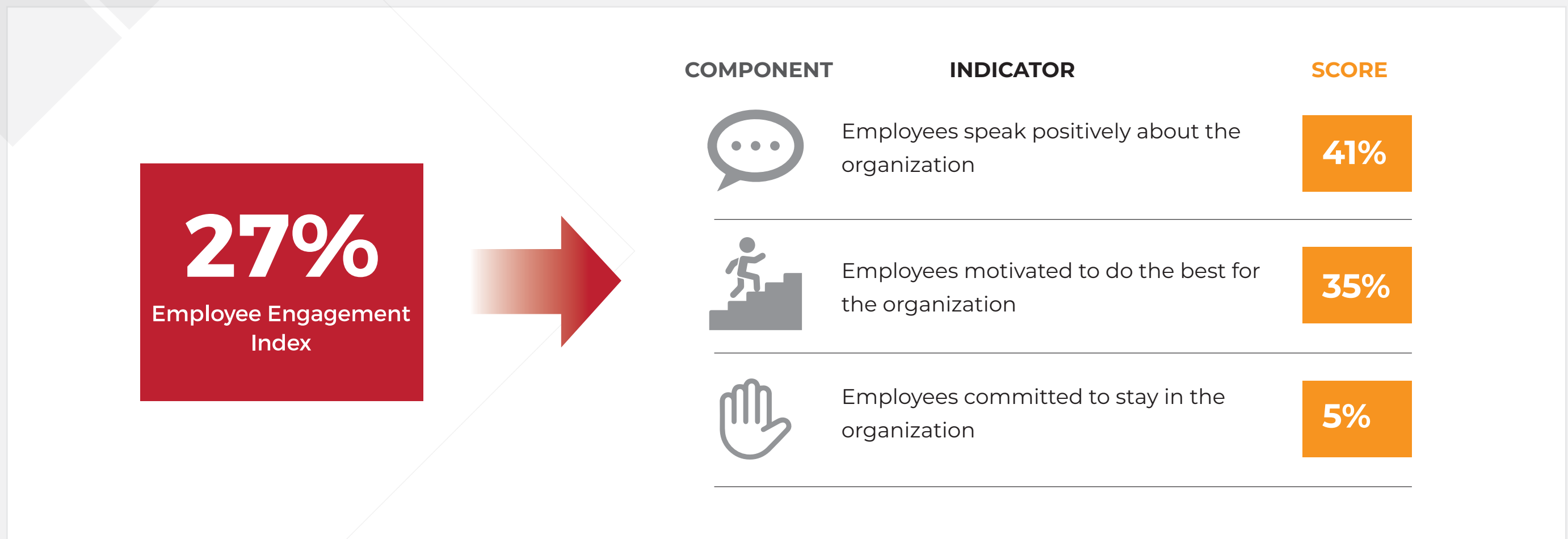
Demographic Profile

- ◇ The employed job seeker is likely to have tertiary education, majority are married and aged 25 to 34 years



Low Employee Engagement Levels

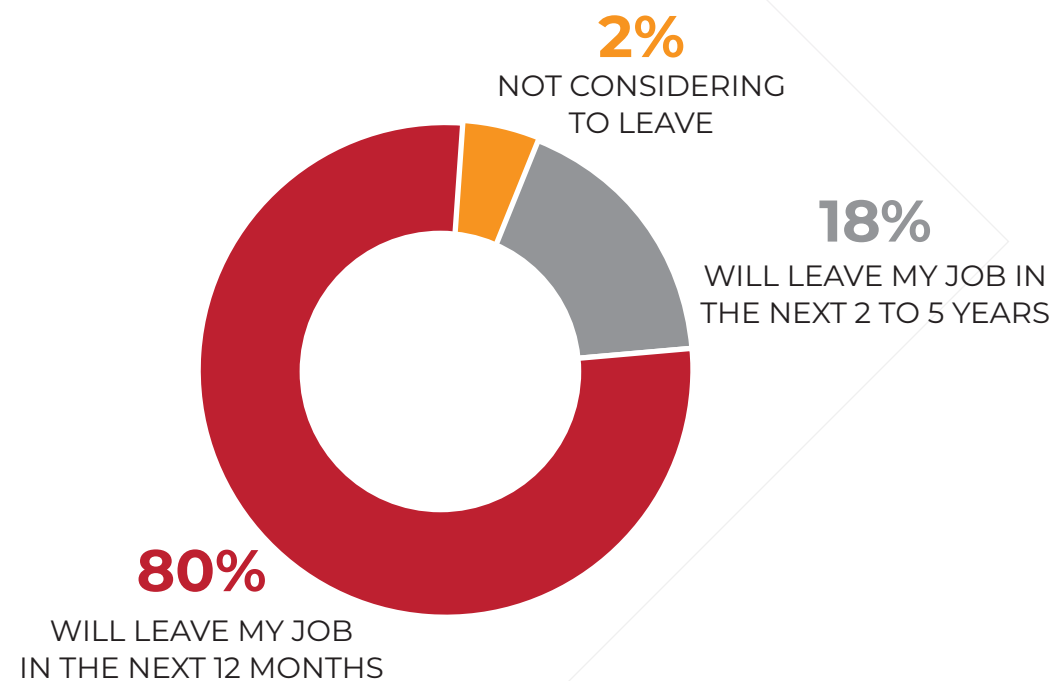
- ◇ An engaged employee is one who is fully absorbed by and enthusiastic about their work and so takes positive action to further the organization's reputation and interests.
- ◇ The survey sought to find out to the level of job engagement for the employed job seeker and the findings show that the overall engagement score is 27%. The measure of this is provided in three indicators of Say, Strive and Stay, all of which have low scores.



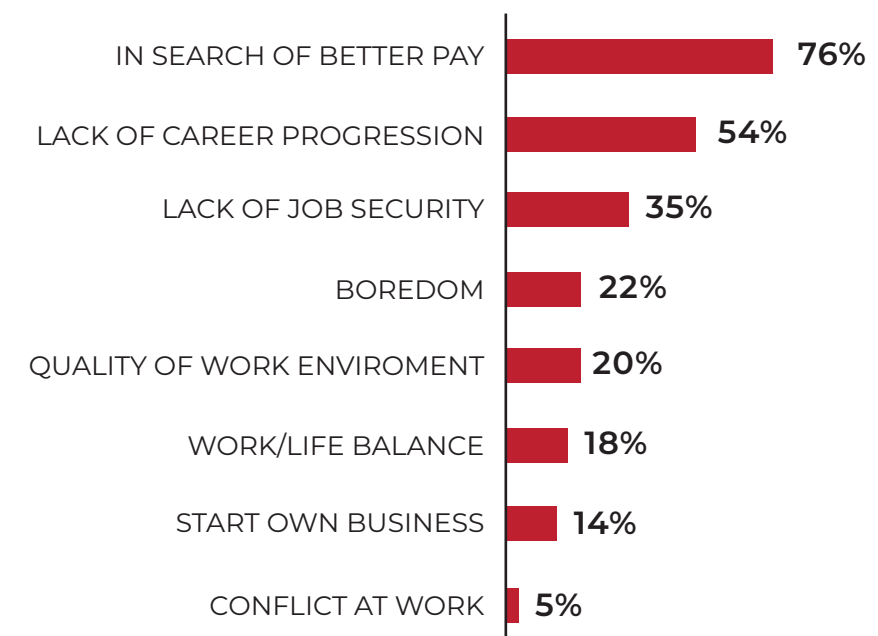
Employee Intentions to Leave Current Job

- ◇ An overwhelming majority (80%) of the employed job seekers intend to leave their job within the next one year. A minority i.e 5% are not considering to leave their jobs.
- ◇ The study shows that most are leaving for professional reasons (better pay, career progress, job security, work environment) or personal reasons (to start own business). A small proportion are having conflicts at the workplace.

STATEMENTS THAT DESCRIBE PLANS TO STAY OR LEAVE CURRENT JOB



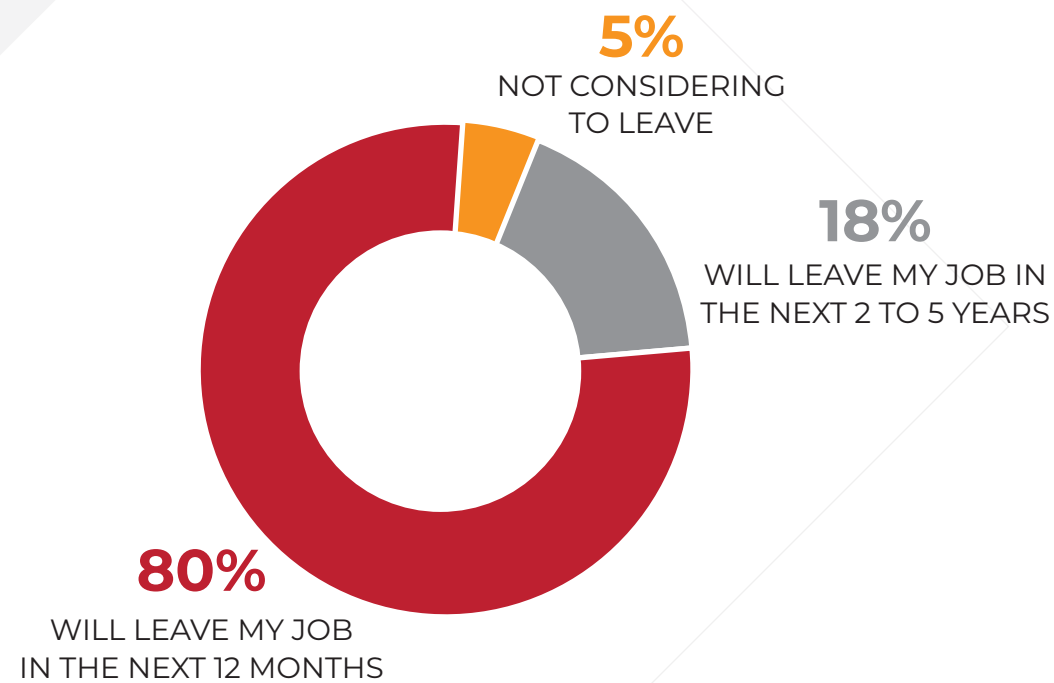
MOTIVATING REASONS TO LEAVE YOUR JOB



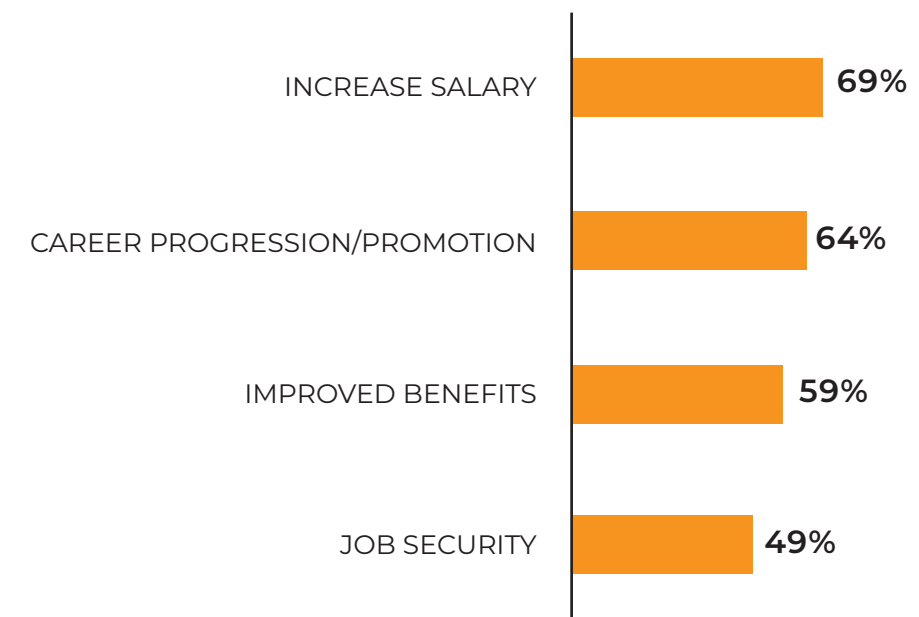
Employee Motivations to Remain at Current Job

- Only 5% of the sample intend to stay at their current job. The top two reasons for this is that they had salary review recently or got a promotion whilst others indicate their benefits improved.

STATEMENTS THAT DESCRIBE PLANS TO STAY OR LEAVE CURRENT JOB

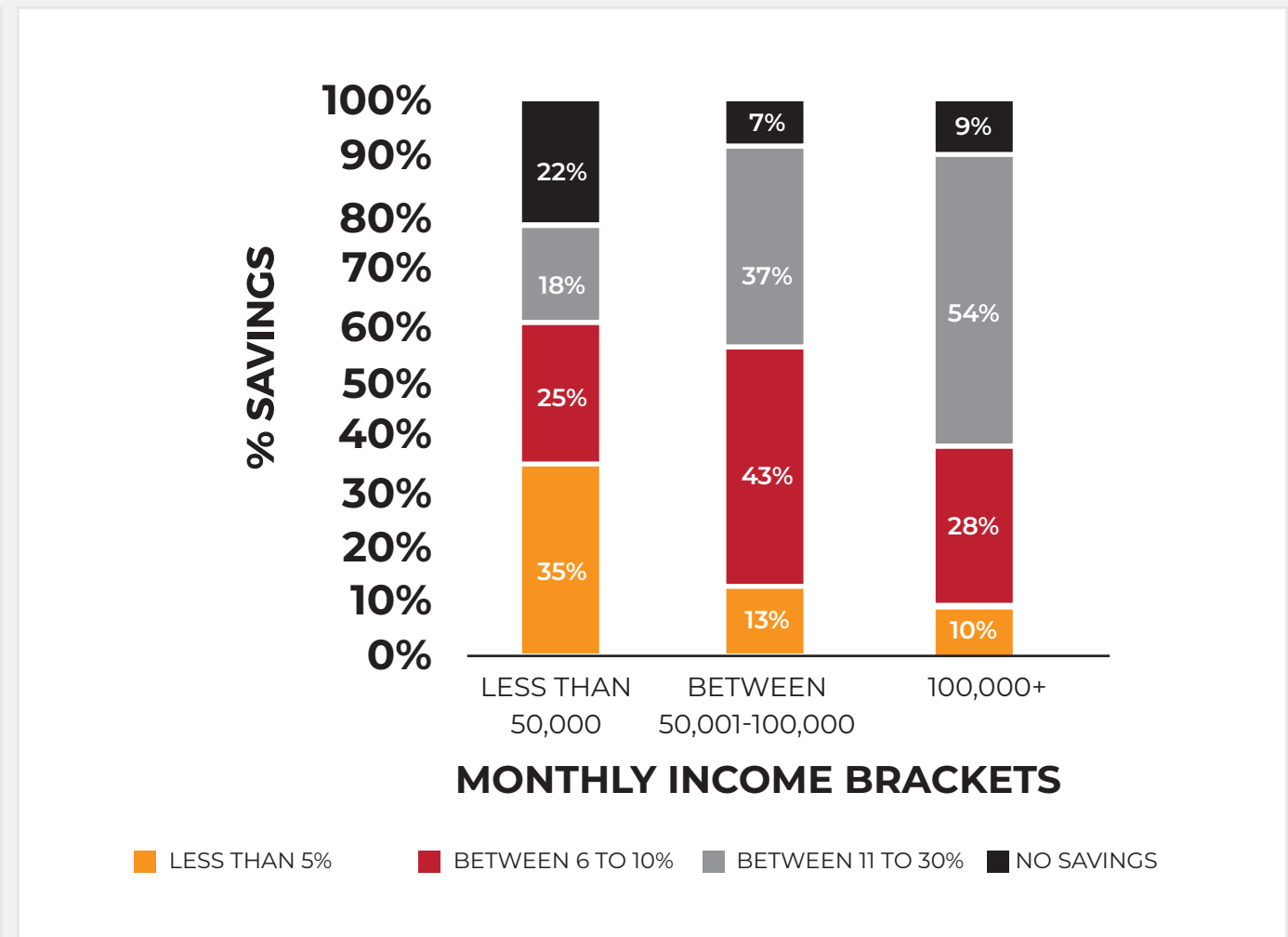
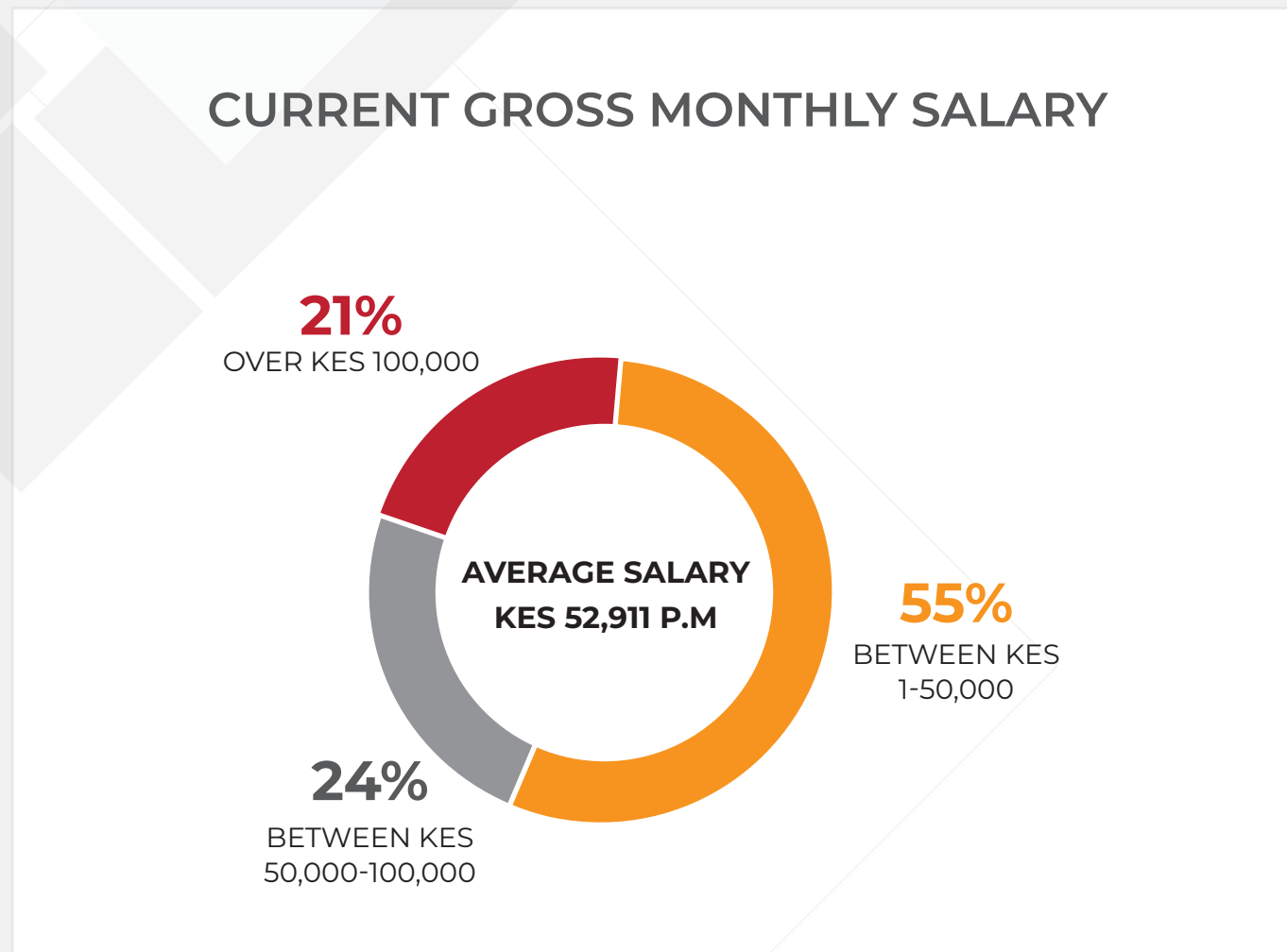


MOTIVATING REASONS TO STAY AT YOUR CURRENT JOB



Income Levels Linked to Savings

◇ In terms of their remuneration, over half of the job seekers earn an average of KES 52,911 per month. Less than a third of the respondents earn over KES 100,000 per month.

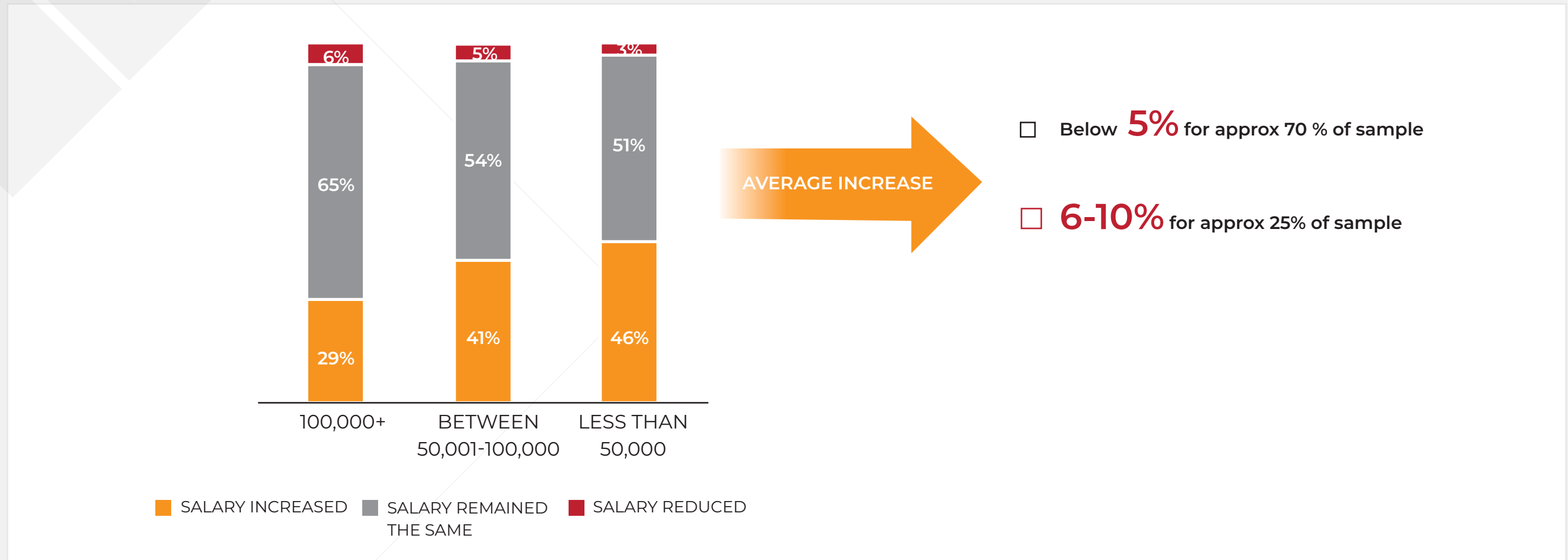


◇ In terms of savings culture, the more one earns, the higher the proportion of savings. Those earning less than KES 50,000 are more likely to save less than 5% of their salaries whilst majority those earning between 50,001 -100,000 over KES 100,000 save between 6-10% and 11-30% respectively.



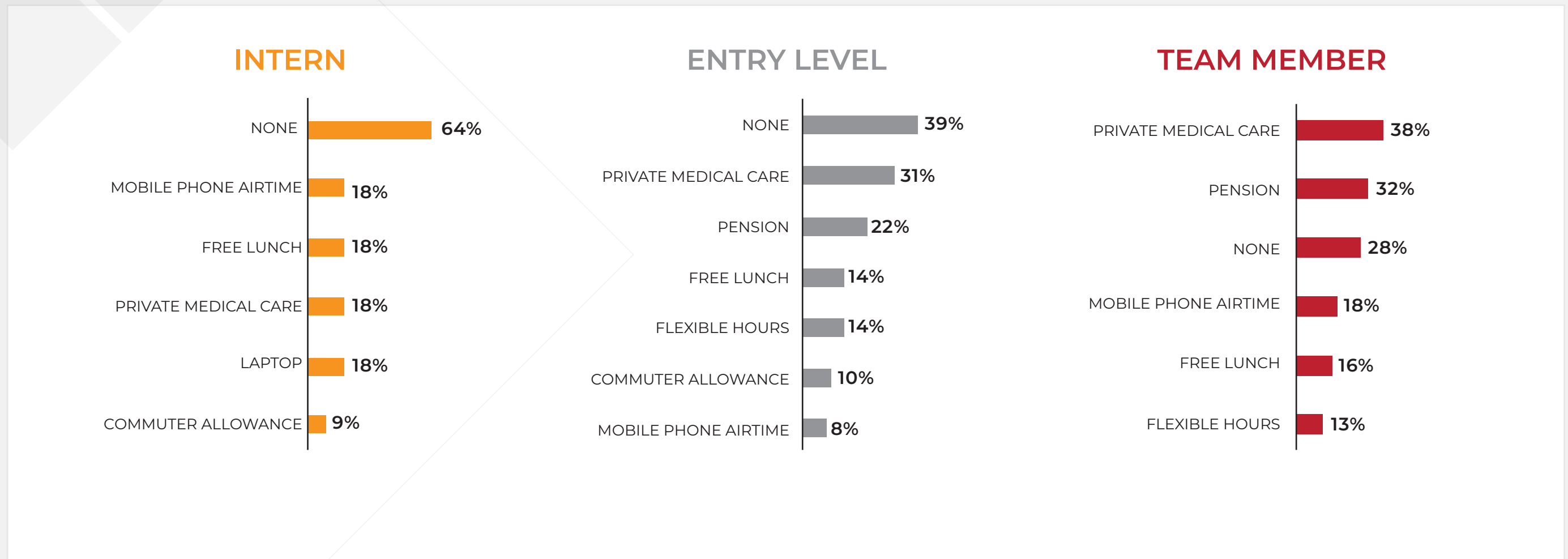
Annual Salary Adjustments

◇ Less than 50% of the respondents have received a pay rise in the last one year. Salary reviews are used by employers to enable employees adjust to the cost of living and which in Kenya are usually linked to inflation. Although the 12-month average inflation in the country currently stands at 8.04%, the salary increase for a majority of those employed is below 5%. Less than a third of the respondents received a pay rise between 6-10%



Non-Management Staff Benefits And Perks

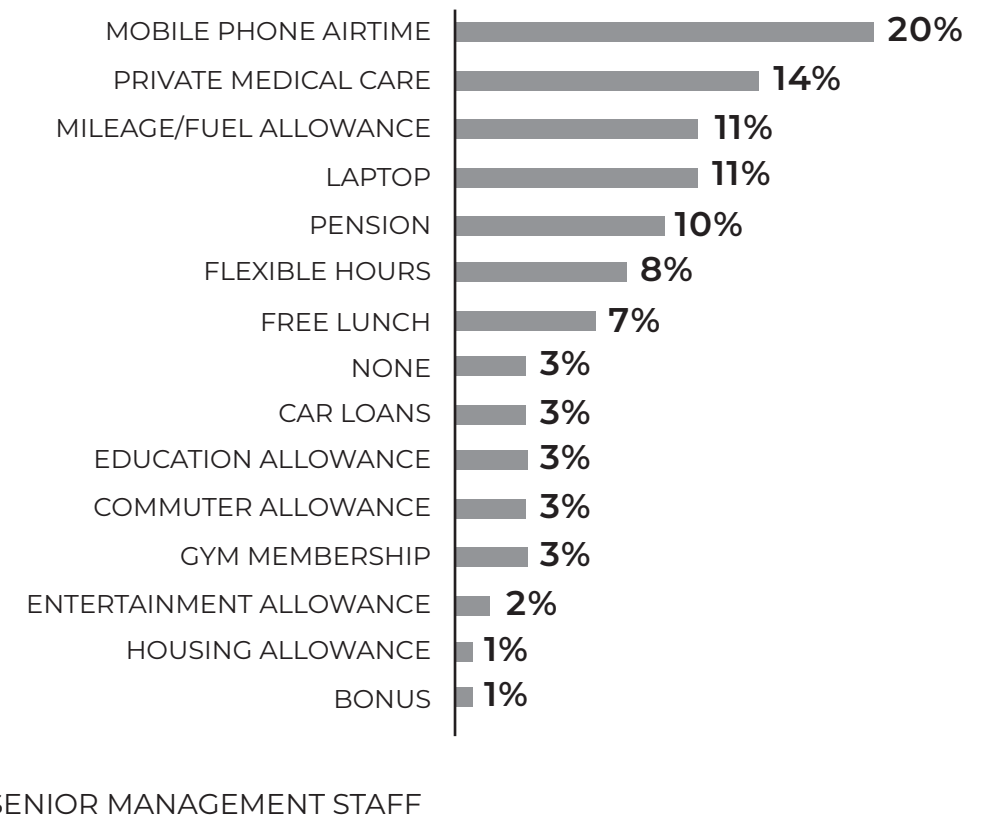
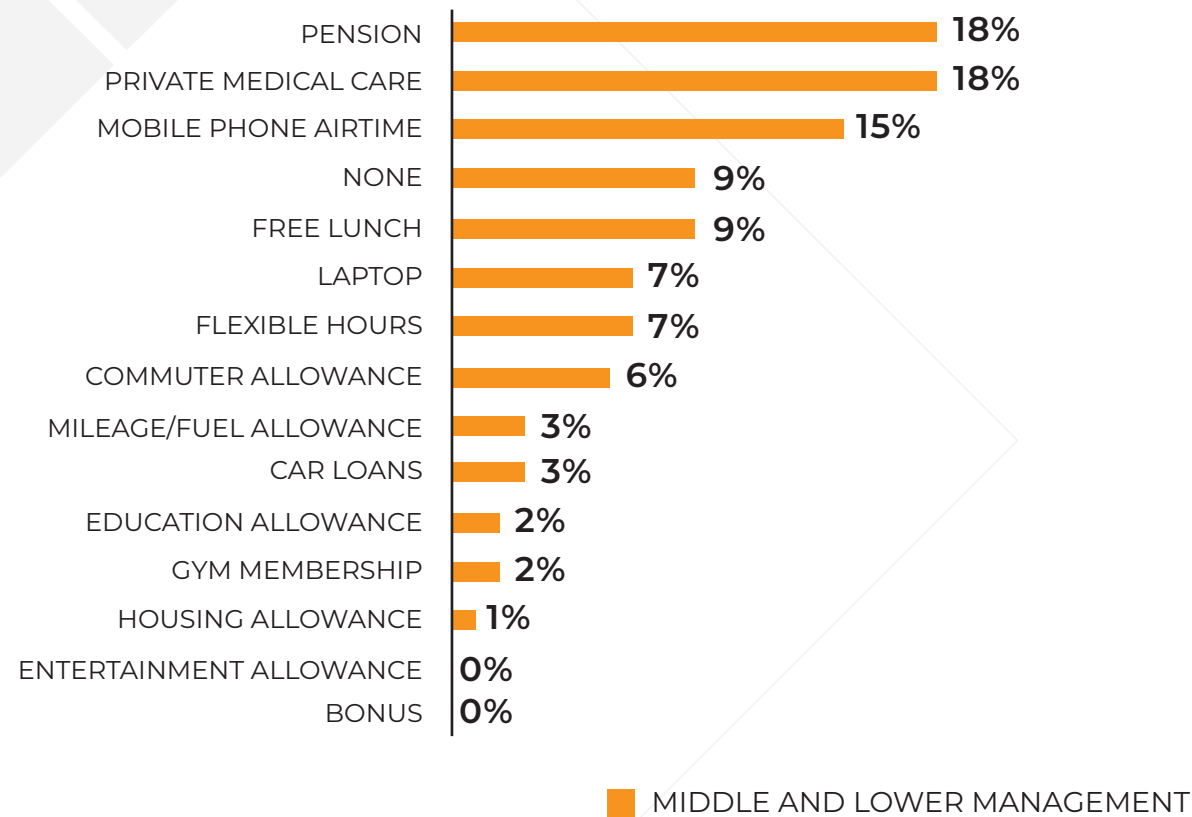
- ◇ Offering benefits to employees is important because it demonstrates that the employer has invested in their overall welfare. In addition, a solid employee benefits package can help to attract and retain talent.
- ◇ The findings of this study show that the array of benefits offered to staff increases by rank. Majority of the interns are not offered any benefits - few are offered a mobile phone allowance, free lunch and access to medical care. The benefits offered to majority of the staff at the entry level and team member include private medical care and pension



Management Staff Benefits and Perks

◇ The most common benefits offered to middle and lower management staff include pension, private medical care and mobile phone airtime. For senior management and CEOs, the key benefits are similar to those of other management staff.

BENEFITS IN YOUR CURRENT ROLE



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UNEMPLOYED JOB SEEKER

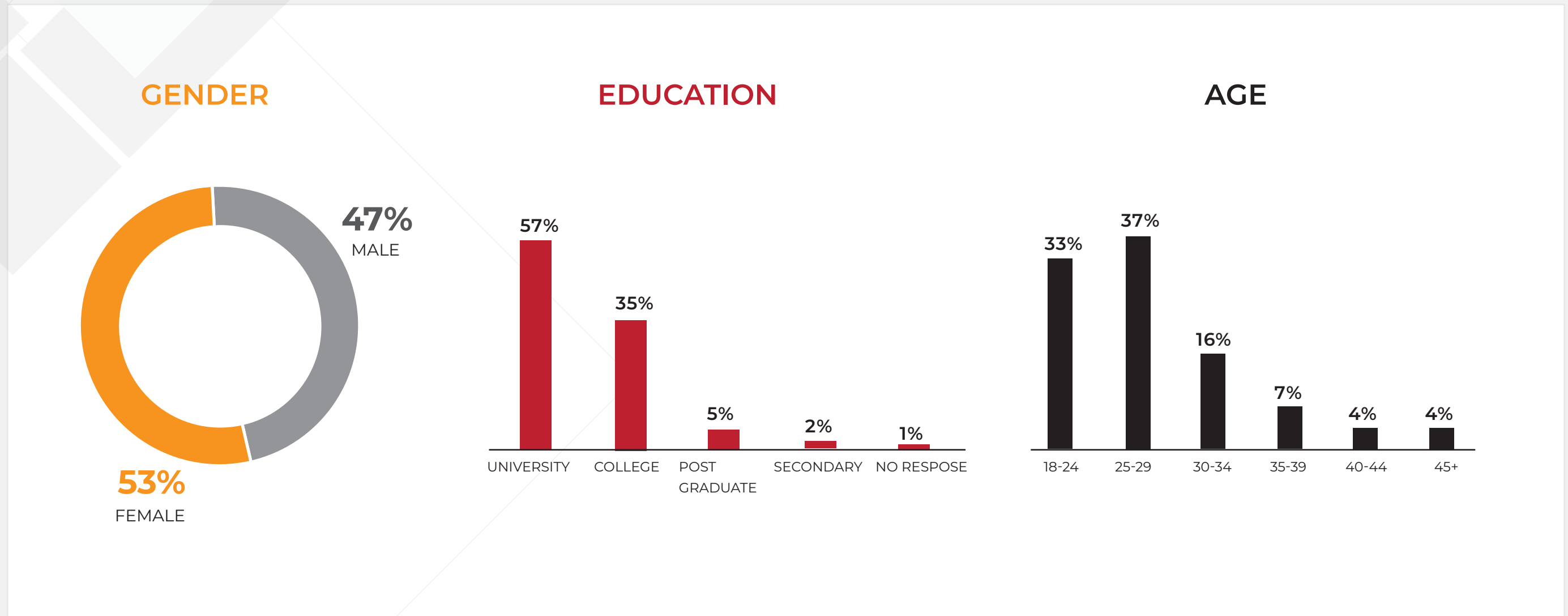
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Demographic Profile

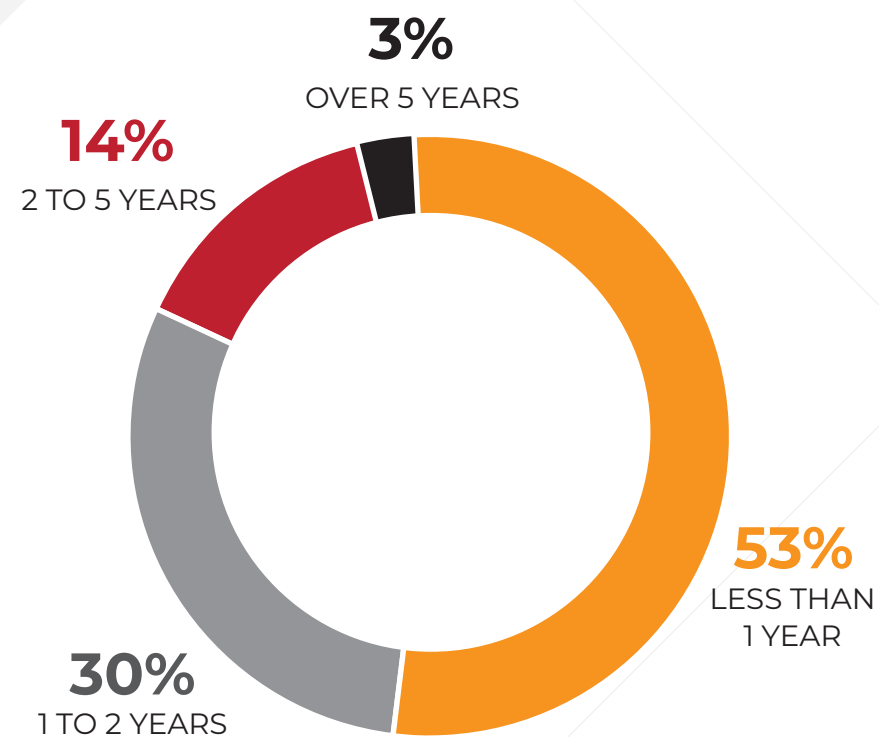
◇ The unemployed job seeker is likely to have tertiary education, majority being women and aged 18 to 29 years



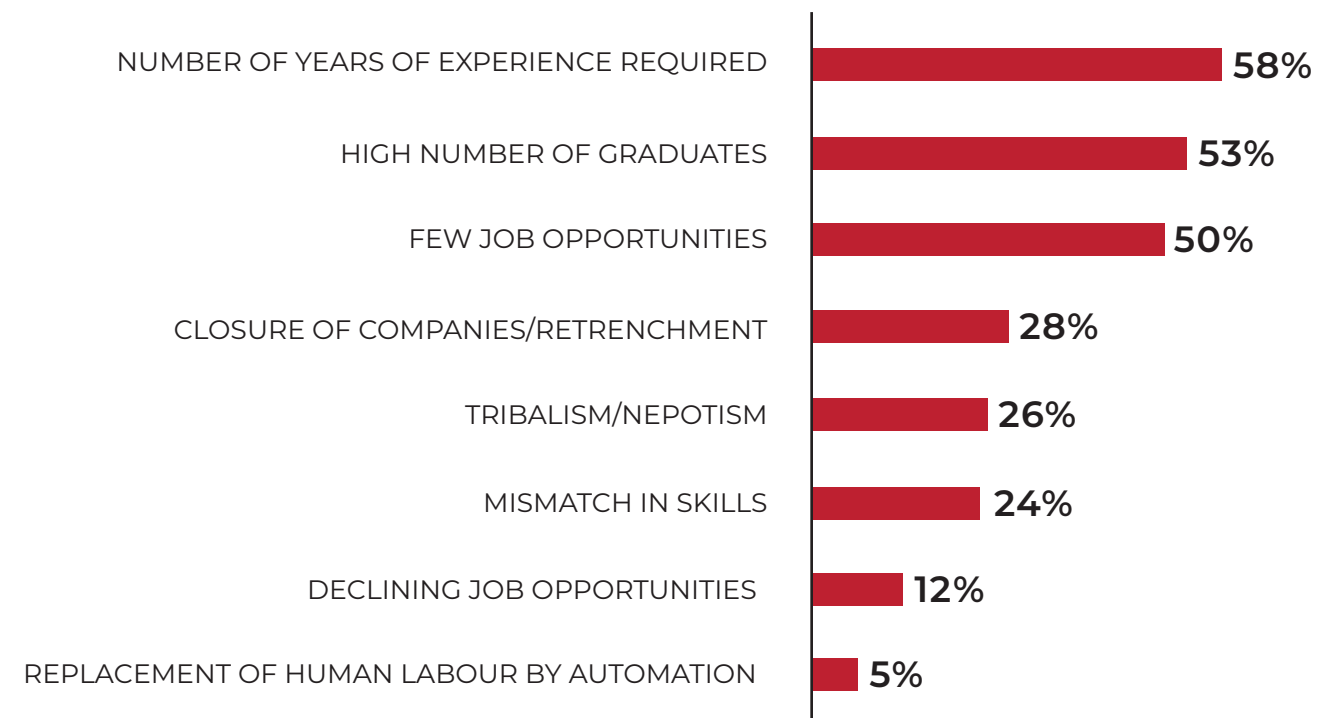
Unemployment Duration and Factors

◇ About half of those who are unemployed have been jobless for at least one year. This unemployed group feels that their lack of experience, the over-supply of graduates coupled with few job opportunities is affecting their employment prospects. Unemployment is also compounded by some companies laying off staff.

UNEMPLOYED DURATION



REASONS FOR UNEMPLOYMENT



Methodology

- ◇ Online survey was conducted with a total **1,078 job seekers** between **12th and 18th September 2017**.

THE JOB SEEKERS FALL INTO 3 CATEGORIES:

Employed but searching (n=441)

Unemployed but searching (n=569)

Self-employed but searching (n=68)

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OUR CONTACTS

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