

JOB MARKET REPORT

Exclusive Insights Into employment In Kenya



Survey Methodology

When was the survey conducted?

- The survey was conducted between 12th and 18th September, 2017

Where was the survey conducted

- The survey was targeting Kenyan Job seekers only

How was the data collected?

- Data was collected quantitatively via an online survey

What was the sample size (n) ?

- A total sample of **1,078** Job Seekers who fall into 3 categories:
 - Employed but searching (n=441)
 - Unemployed but searching (n=569)
 - Self-employed but searching (n=68)

What sampling method was used?

- Random sampling

Contents

- ❑ Job hopping intentions;
- ❑ Key considerations when selecting new jobs;
- ❑ Strategies To Boost Chances of Getting A Job;
- ❑ Essential Considerations for Job Hunting;
- ❑ Barriers for job mobility;
- ❑ Employees job engagement levels;
- ❑ Current salary and benefits and;
- ❑ Savings culture

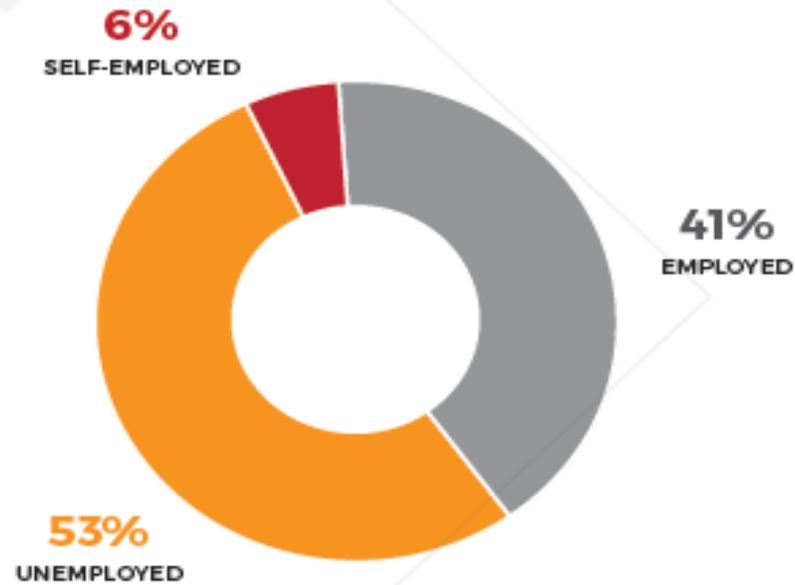


Context

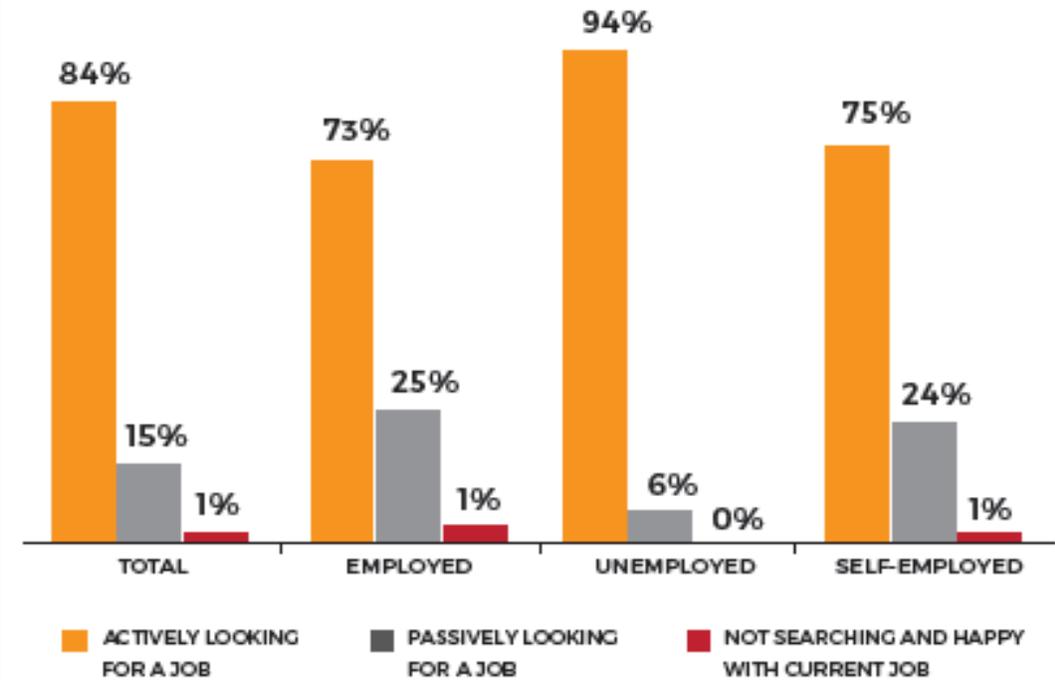
- ❑ The job market in Kenya has experienced layoffs in various sectors including; Media, Banking, Manufacturing, Insurance, NGO's and IT.
- ❑ Several companies listed in the Nairobi Securities Exchange have issued a profit warnings in 2017.
- ❑ These are attributable to various factors, such as slow economic growth, political unrest, automation replacing people, inflation and high costs of doing business.

Respondents' Demographic Profile

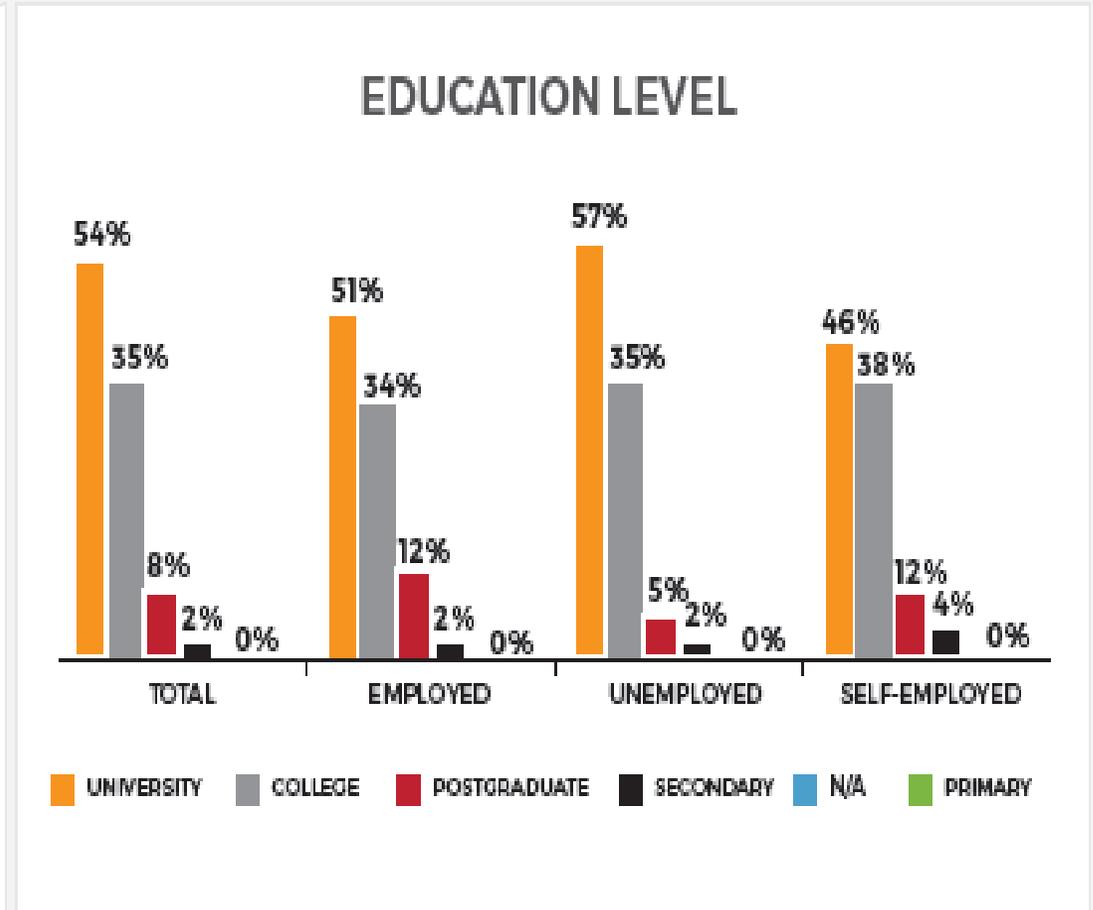
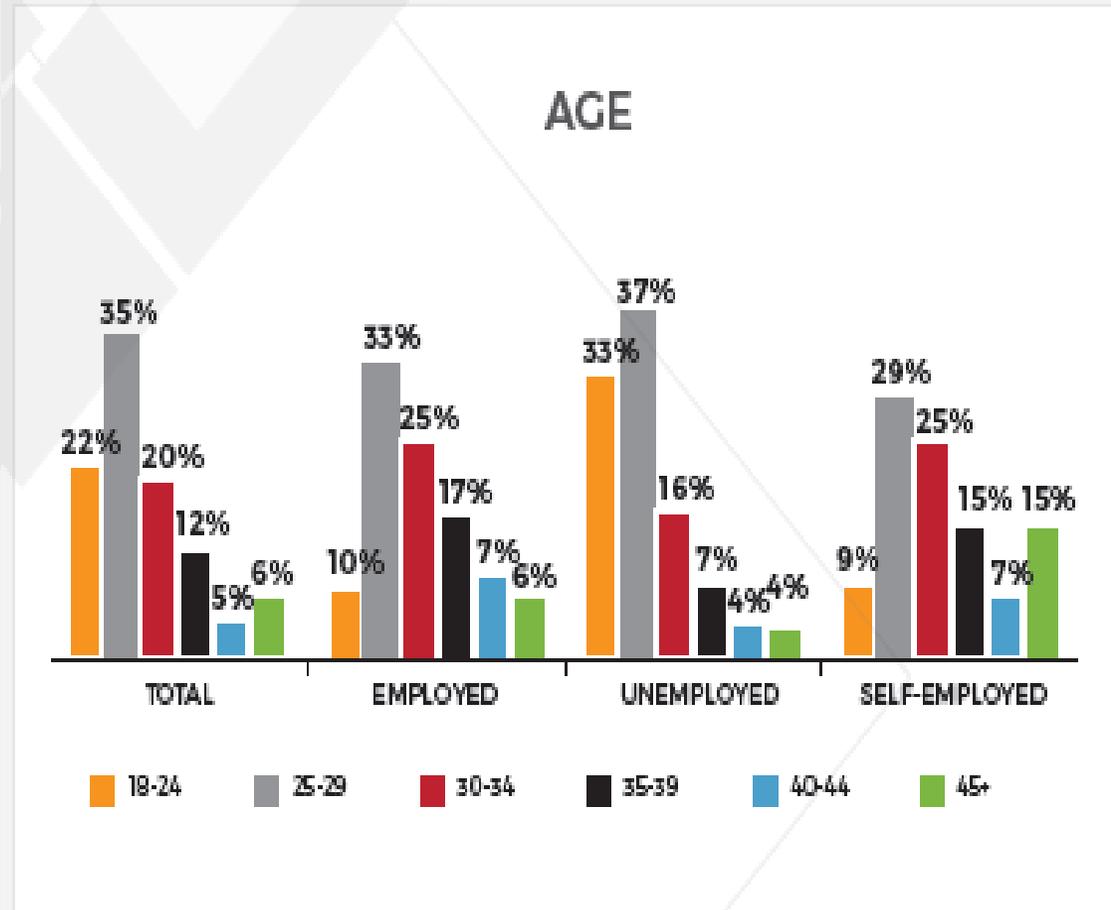
EMPLOYMENT STATUS



CURRENT JOB STATUS

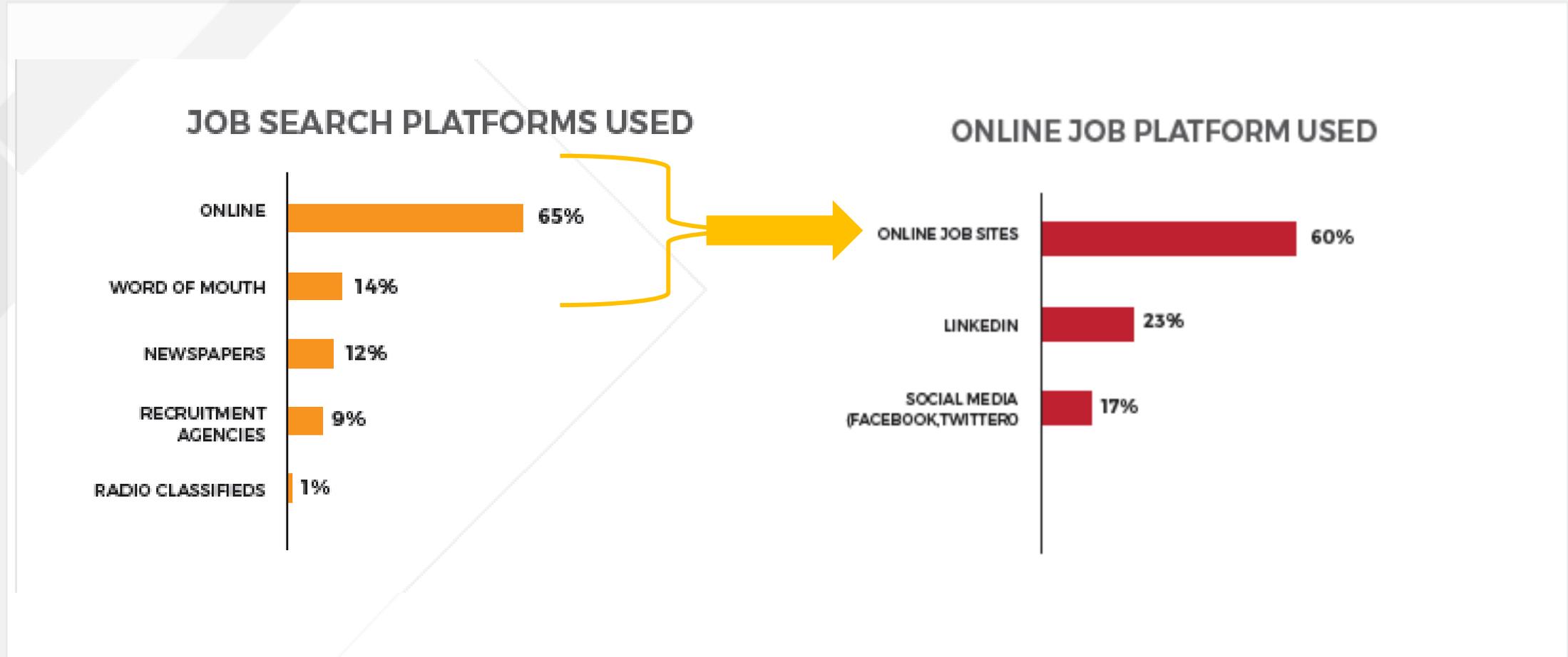


Respondents' Demographic Profile



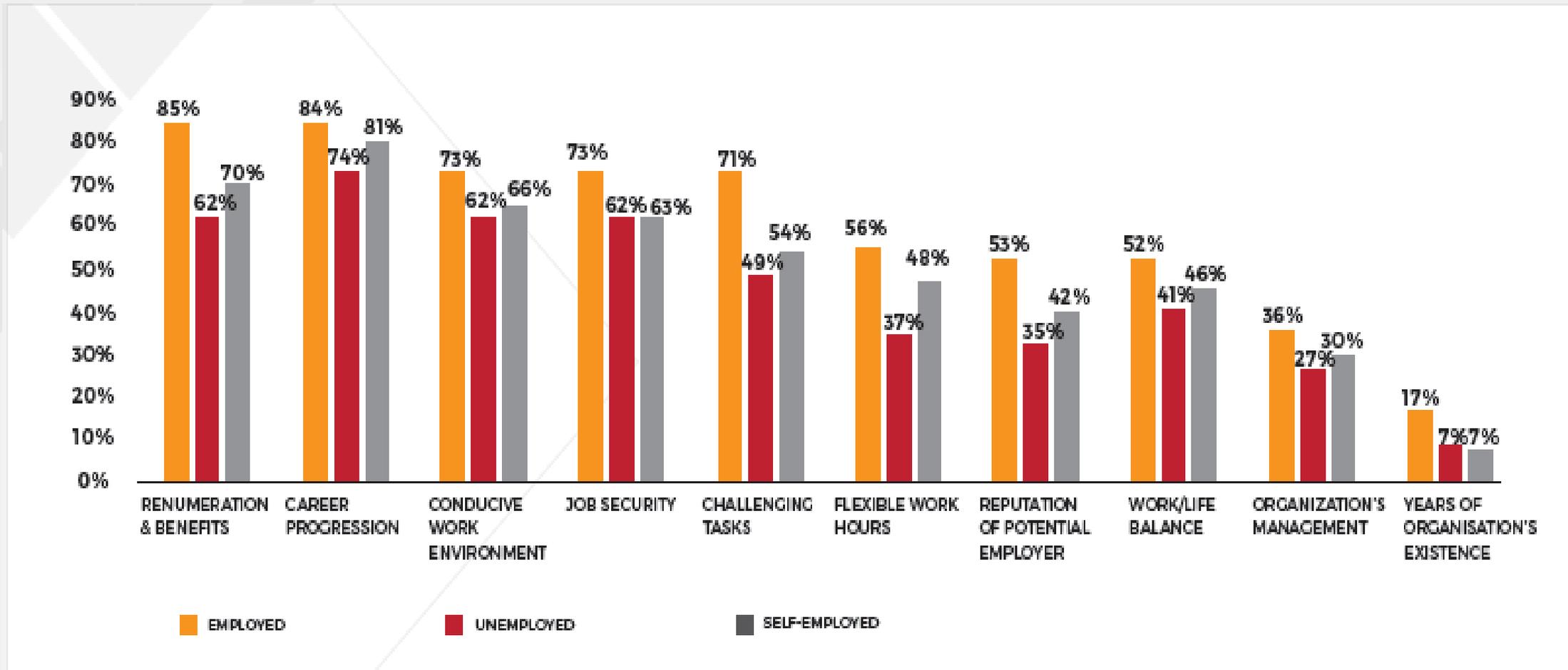
- ❑ Over two third of the total sample (77%) fall in the ages of 18 to 34 years.
- ❑ In addition, 89% of the total sample have tertiary education an indication that the jobs seekers are most likely in search for white collar jobs.

Jobs Sites Remain Popular Than LinkedIn or Social Media Job Ads



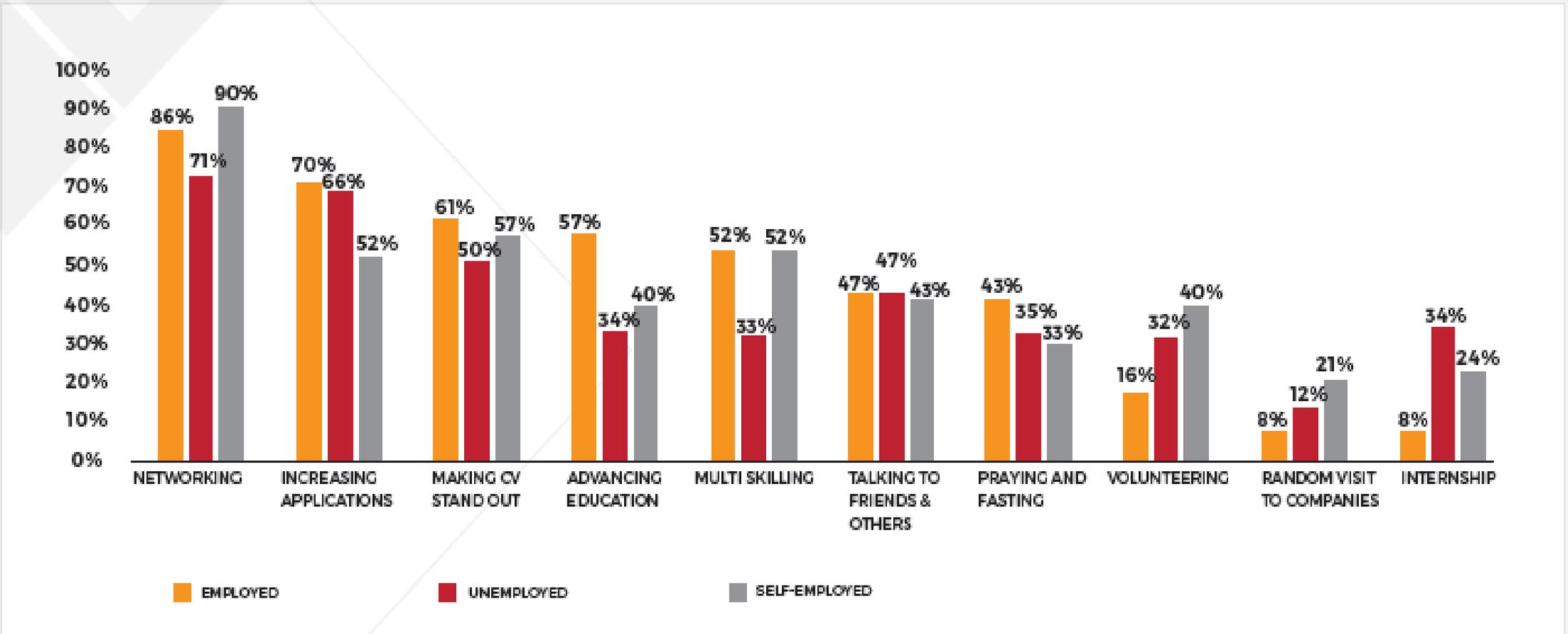
- ❑ Most of the job seekers use online platforms to search for employment with 65% mentions.
- ❑ Traditional job advertising platforms are not considered a key source of information on jobs
- ❑ Online Job Sites are the most popular with 60% mentions followed by LinkedIn at 23% mentions.

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, 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.



JOB MARKET REPORT

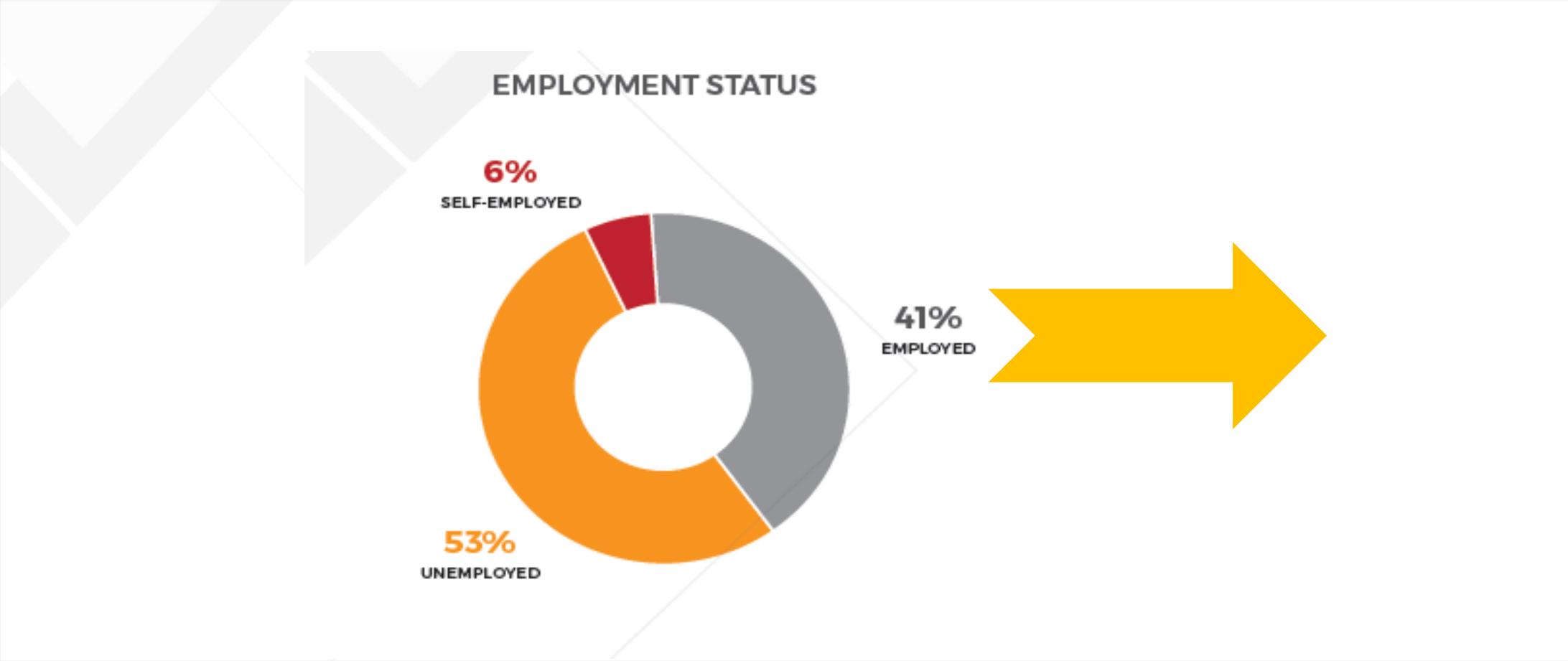
EMPLOYED JOB SEEKERS

 **brightermonday**

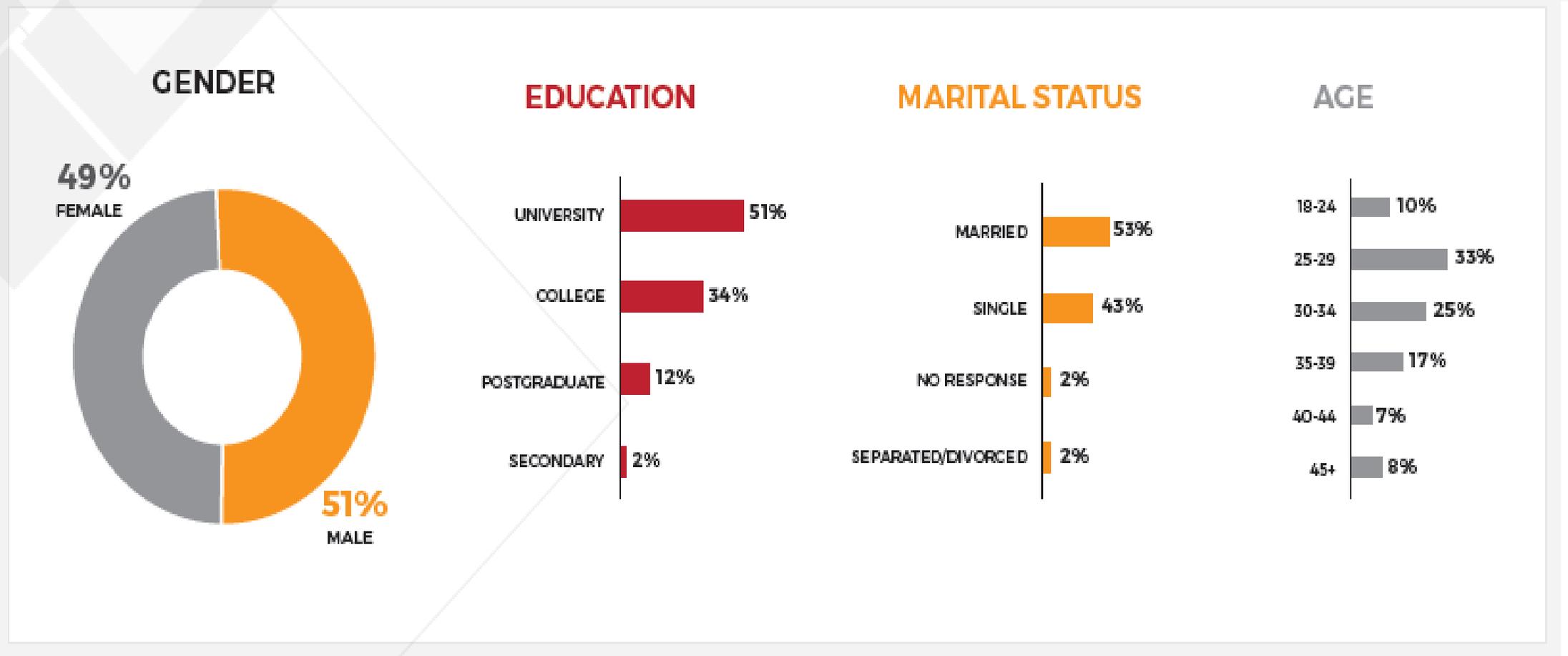


Trends & Insights
For Africa

Respondent Categories



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

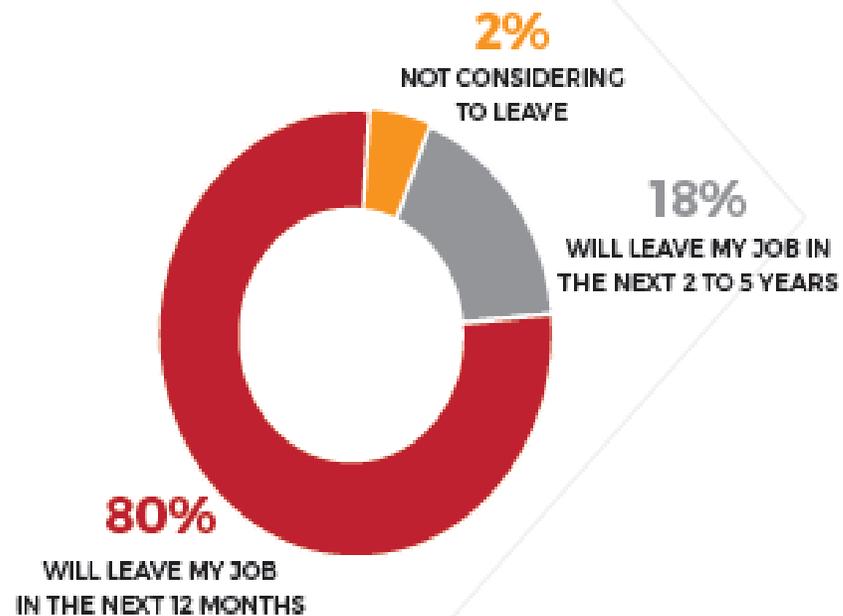


COMPONENT	INDICATOR	SCORE
	Employees speaks positively about the organization	41%
	Employees motivated to do the best for the organization	35%
	Employees committed to stay in the organization	5%

- ❑ 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% .

Employee Intentions to Leave Current Job

STATEMENTS THAT DESCRIBE PLANS TO STAY OR LEAVE CURRENT JOB



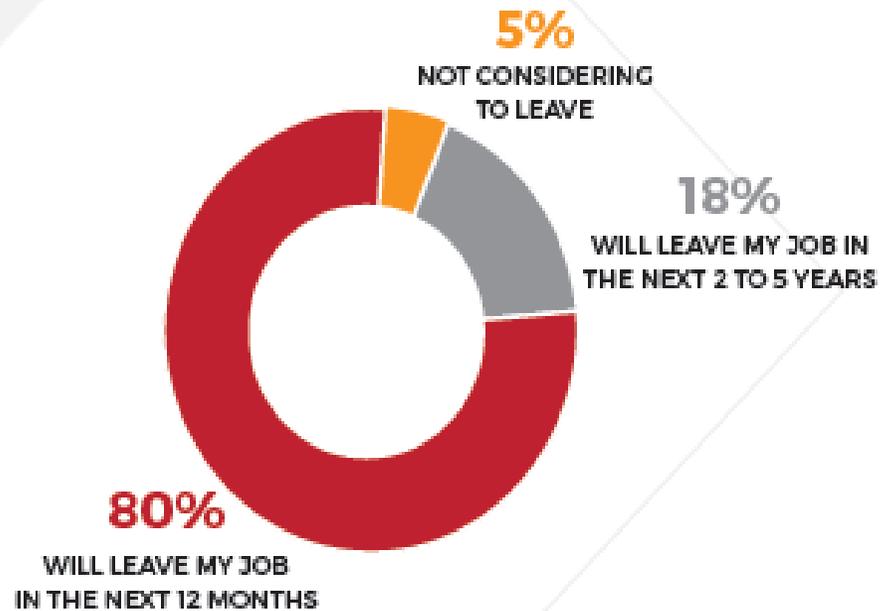
MOTIVATING REASONS TO LEAVE YOUR JOB



- ❑ 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.

Employee Motivations to Remain at Current Job

STATEMENTS THAT DESCRIBE PLANS TO STAY OR LEAVE CURRENT JOB



MOTIVATING REASONS TO STAY AT YOUR CURRENT JOB



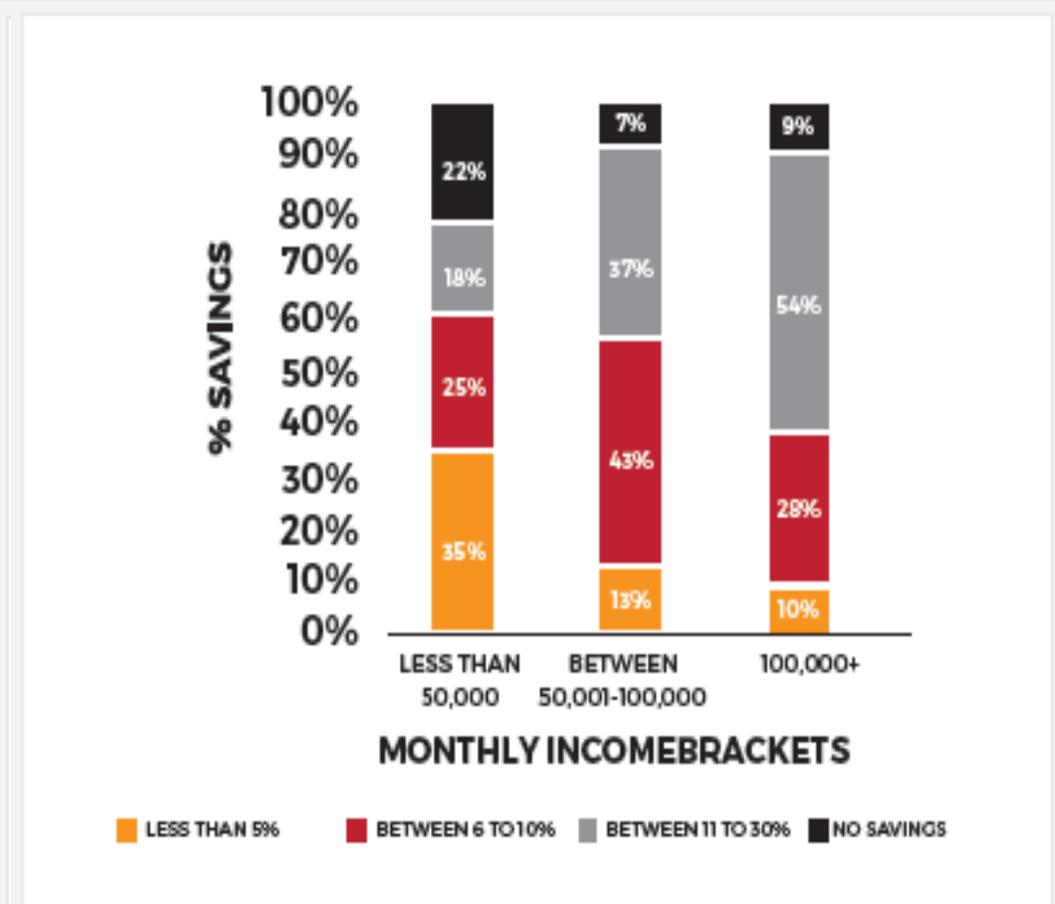
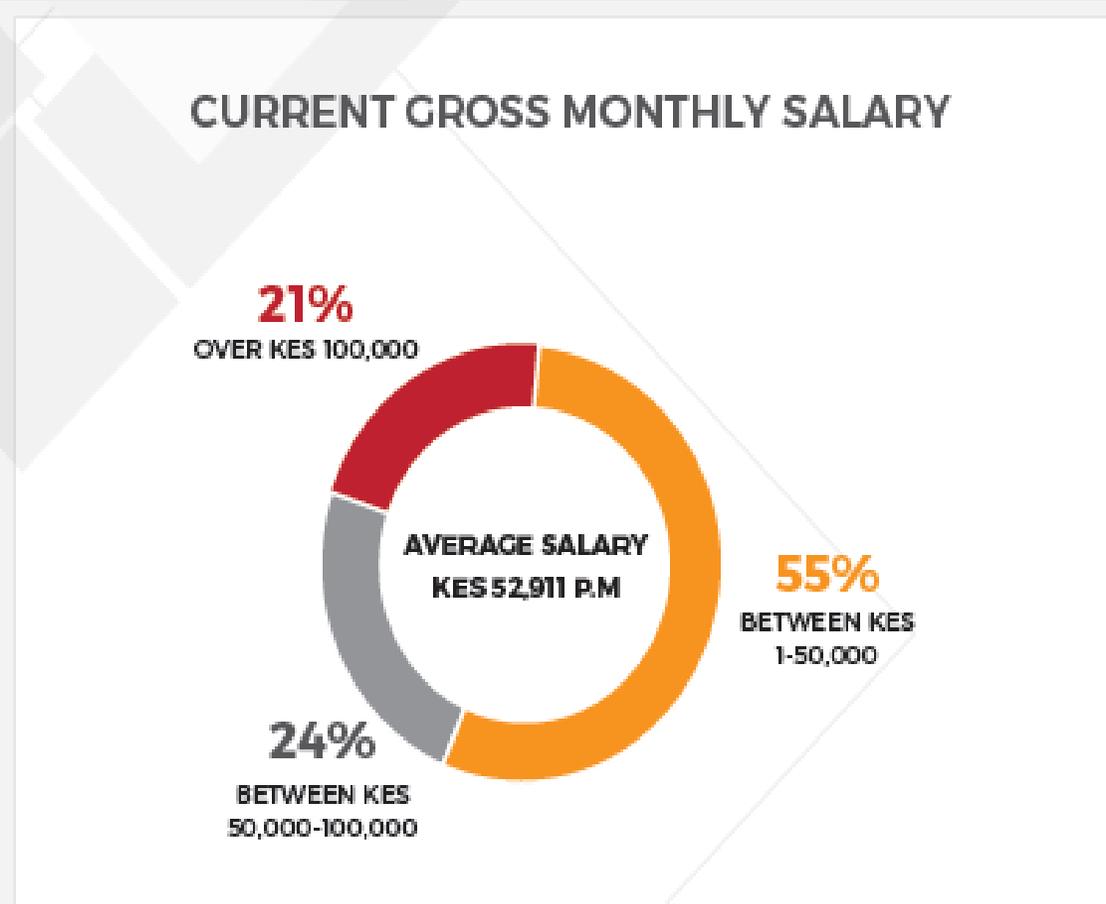
- ❑ Only 5% of the sample intend to stay at their current job.
- ❑ The top two reasons for this is that they had salary review recently or got a promotion whilst others indicate their benefits improved

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%

Income Levels Linked to Savings



- ❑ In terms of their remuneration, over half of the employee job seekers earn an average of KES 52,911 per month.
- ❑ In terms of savings culture, the more the one earns, the higher the proportion of savings.



JOB MARKET REPORT

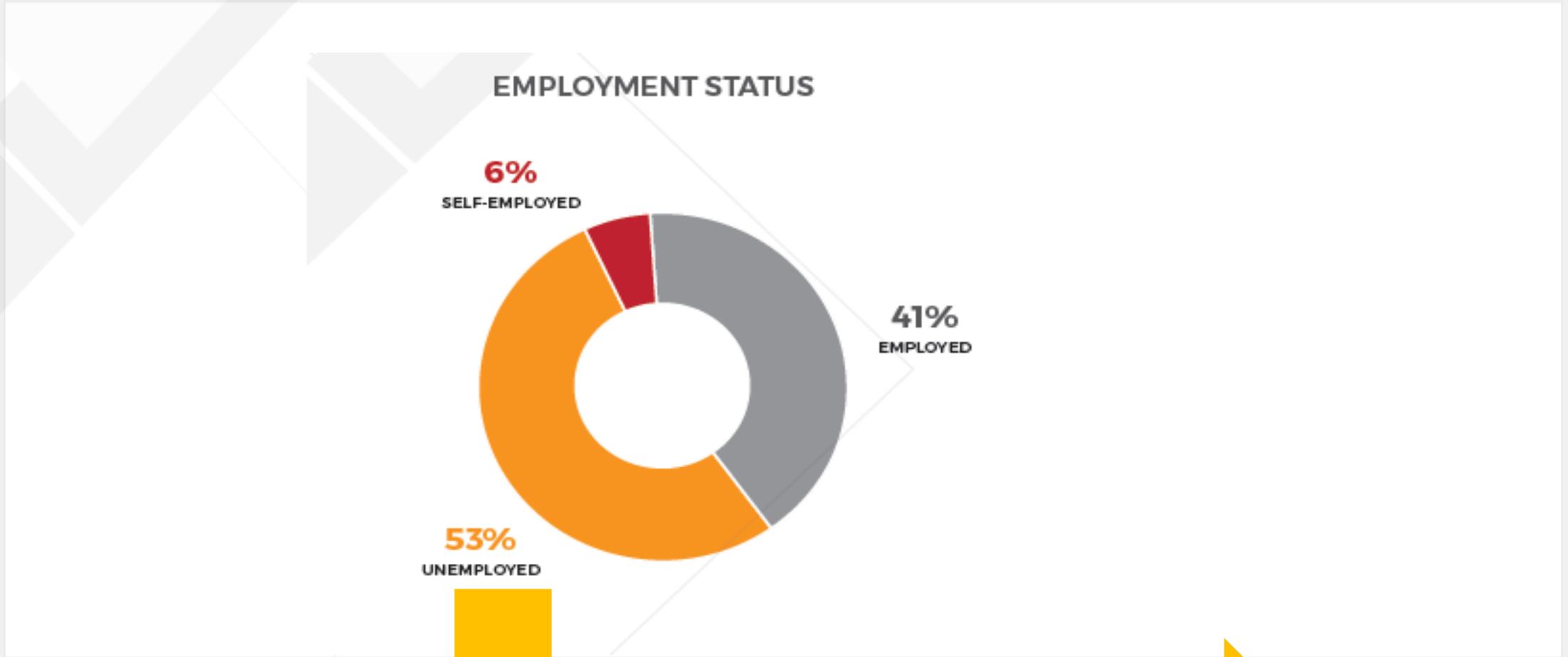
UNEMPLOYED JOB SEEKER

 brightermonday

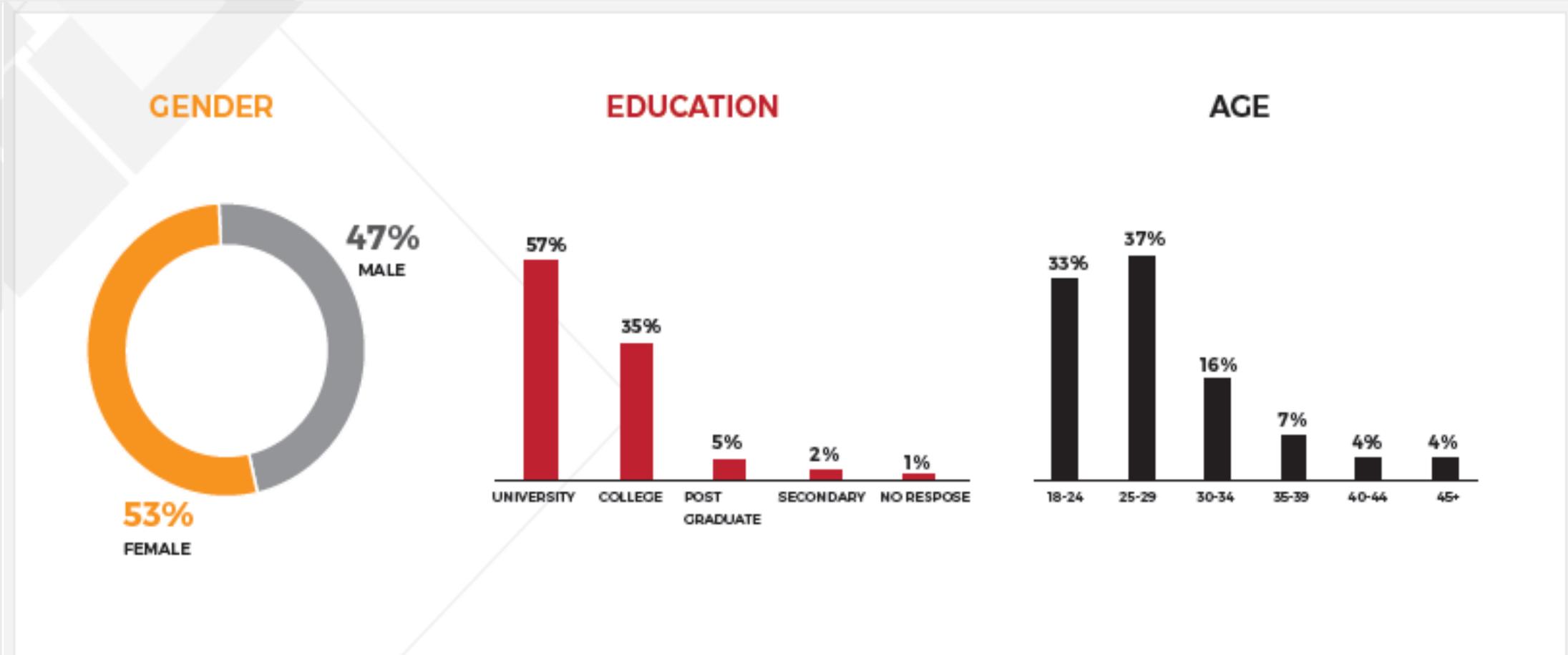


Trends & Insights
For Africa

Respondent Categories



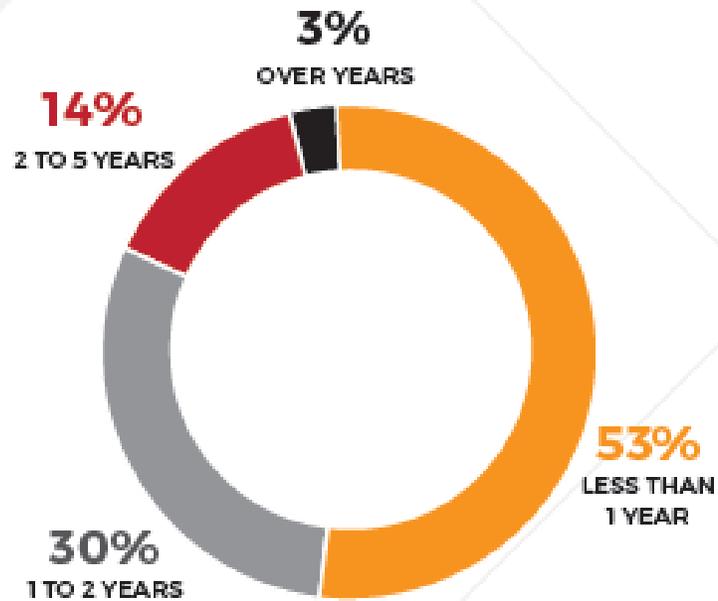
Unemployed Job Seekers: Demographic Profile



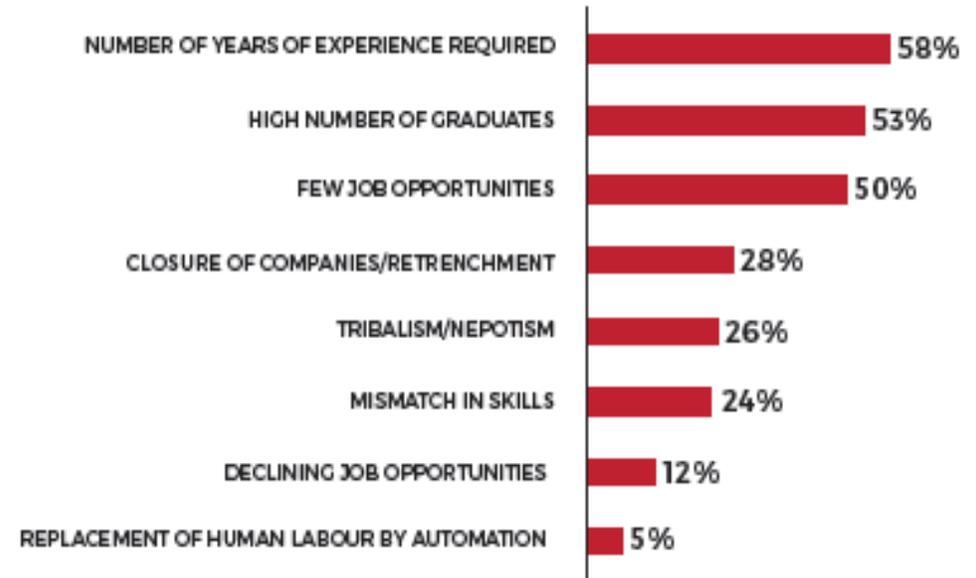
□ The unemployed job seeker is likely to have tertiary education, majority being women and aged 18 to 29 years

Unemployment Duration and Factors

UNEMPLOYED DURATION



REASONS FOR UNEMPLOYMENT



- ❑ 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.

JOB MARKET REPORT

OUR CONTACTS

FOR ANY QUERIES OR COMMENTS ON THIS REPORT, PLEASE CONTACT;

EMMANUEL MUTUMA

Chief Executive Officer

BrighterMonday

emmanuel@brightermonday.co.ke

www.brightermonday.co.ke

MAGGIE IRERI

Chief Executive Officer

TIFA Research

maggie.ireri@tifaresearch.com

www.tifaresearch.com



Trends & Insights
For Africa