

The Trust 10 Kenya

01**Trust in Kenya**

Overall, trust in Kenya increased - 59% Trust Index

02**NGOs & Business most trusted**

NGOs are the most trusted institution in Kenya – 74% trusted, followed by trust in Business at 68%

03**Pandemic added to personal & societal fears**

92% concerned about job losses vs 70% concerned about contracting COVID-19

04**Pandemic deepens inequities**

65% agree that those with less education, less money and fewer resources are being unfairly burdened with most of the suffering, risk of illness, and need to sacrifice due to the pandemic

05**News organisations are seen as biased**

62% agree that journalists and reporters are purposely trying to mislead people by saying things they know are false or gross exaggerations

06**Societal leaders not trusted to do what is right**

Only 17% trust government leaders to do what is right

07**Trust is local – My employer a mainstay of trust**

79% trust in my employer

08**Business expected to fill void left by government**

76% agree that CEOs should step in when the government does not fix societal problems

09**CEOs must lead on societal issues**

97% agree that CEOs should speak out publicly on societal issues

10**Consumers and employees expected to have a seat at the table**

72% agree that consumers have the power to force corporations to change and 68% agree that employees can have the same power

All data is based on general population sample unless otherwise noted.

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