

# The Trust 8 Kenya

## 01 A sense of distrust has become the default for the average Kenyan.

66% of Kenyans surveyed tend to distrust first.

## 02 Business and NGOs are the most trusted institutions.

They are setting the agenda in calling for transparency, real information, and accountability, with NGOs being trusted by 73% of Kenyans ahead of businesses at 70%.

## 03 CEOs are expected to help inform conversation and policy debates on a range of issues.

58% of people believe CEOs should shape conversations around controversial social and political issues.

## 04 Providing quality information is key to building trust.

This is the most powerful trust builder across all four institutions.

## 05 News sources need to fix their trust problem.

Social media is trusted by only 49% of Kenyans, while search engines are the most trusted news source at 73%.

## 06 Societal fears are on the rise.

Without faith that our institutions will provide solutions or societal leadership, societal fears are becoming more acute. Most notably, 95% are worried about job loss and 87% worry about climate change.

## 07 Government leaders are least trusted

Government leaders are the least trusted (19%), while co-workers are most trusted (68%).

## 08 Developing countries are more optimistic.

91% of Kenyans believe that their families will be better off financially in five years' time, compared to the global average of 51%.