

Public Opinion, Attitudes and Support for Government Action On Alcohol Use in Kenya



RESET Alcohol brings together governments, civil society, research organizations and global public health leaders to advance the World Health Organization's SAFER package's three "best buys" to reduce the health and social harms of alcohol – increasing alcohol taxation, regulating availability, and restricting marketing. The initiative is led by Vital Strategies in collaboration with local partners in Kenya where RESET operates and global technical partners that include John Hopkins University Tobacconomics team, Global Alcohol Policy Alliance (GAPA), Movendi International, NCD Alliance, and World Health Organization (WHO).

Research Methodology

Representative samples of adults 18+ in March of 2024

- + Final samples were weighted according to the initial quotas set, using a RIM weighting design.
- + Interviews were recorded and 20% were verified for quality control by re-listening.
- + 1,057 people were interviewed face-to-face, in home, selected using multi-stage area probability sampling.
- + Interviews were conducted in English and Swahili.
- + Interviewees were screened against the quota.
- + Average interview length was 37 minutes.
- + All data in the report is reported as percentages.

Key Highlights

Concerns Related To Alcohol Use

- + 90% the vast majority of Kenyan, see alcohol as a problem.
- + 78% of Kenyans consider alcohol consumption to be a major problem.

Health Concerns

- + 77% of individuals report that either they or someone they know has personally experienced negative outcomes due to alcohol consumption in particular, car crashes, domestic violence, or unemployment.
- + 95% say alcohol increases the risk of child abuse.
- + 91% say alcohol increases the risk of homicides.
- + 91% say alcohol increases the risk of liver diseases.
- + 89% say alcohol increases the risk of suicides.
- + 89% also say alcohol increases the risk of HIV/AIDS

Support For Government Action And Alcohol Taxes

There is widespread support for a higher tax on alcohol if the proceeds are used to fund social goods.

- + 88% see addressing the problems associated with alcohol as a government responsibility.
- + 65% believe increases in taxes on alcohol products would be effective in reducing alcohol consumption.
- + 86% said that their support for a tax would increase if the funds were used for education.
- + 85% said that their support for a tax would increase if the funds were used for health care.
- + 82% said that their support for a tax would increase if the funds were used for housing and to support the poor.
- + 79% said that their support for a tax would increase if the funds were used for alcohol treatment and support services.
- + 74% said policy action on alcohol can benefit the public.

Support For Additional Policy Action

There is widespread support for policies action aimed at reducing alcohol consumption.

- + 89% support warning labels on alcoholic products.
- + 85% show a willingness to endorse policy measures such as signing a petition urging the government to implement policies addressing alcohol-related harm in Kenya.
- + 78% support reducing the hours of places where people can buy or consume alcohol.
- + 77% support reducing the number of places people can buy or consume alcohol.
- + 72% support restricting online sales.
- + 67% would support the government running public information campaigns supporting taxing alcohol products.

Protecting Youth

There is clear support for policy that addresses underaged drinking. Most parents and caregivers are extremely or highly concerned alcohol use by children including:

- + 93% are concerned about the availability of alcohol.
- + 92% are concerned that advertising makes their child think drinking alcohol is desirable or glamorous.
- + 90% are concerned about their child's potential alcohol use in the future.
- + 89% are concerned about the amount of alcohol advertising their child is exposed to.
- + 82% said alcohol sales near schools encourage youth consumption.
- + 76% said alcohol advertising near schools encourage youth consumption.

Industry Accountability

- + 70% believe alcohol companies should take responsibility for the harms caused by alcohol use.
- + 67% agree that governments should not give alcohol companies financial benefits.
- + 65% don't trust alcohol companies to tell the truth about alcohol harms.