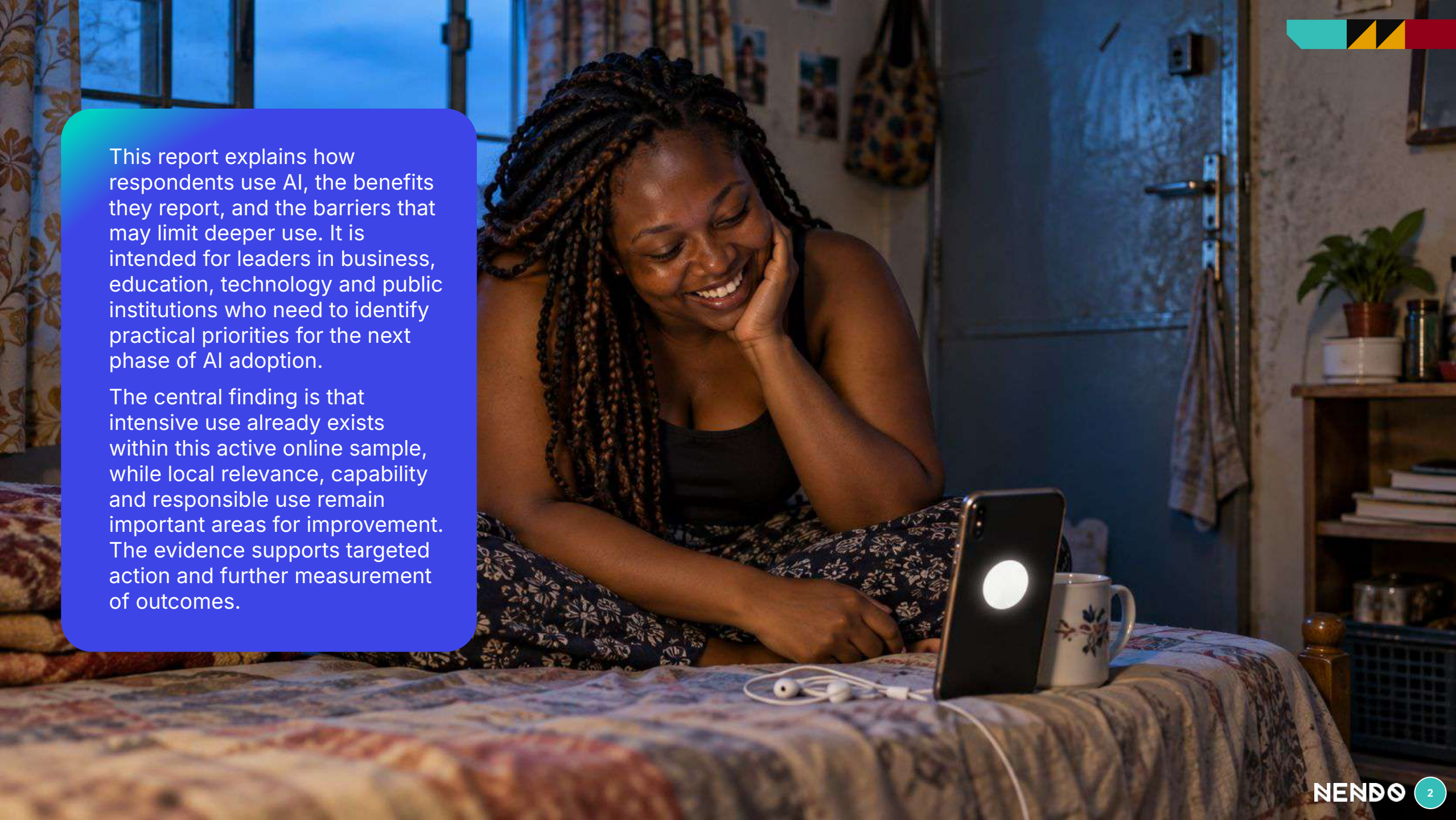


NENDO How Kenyans Use AI

Tool abundance. Hidden intimacy. Uneven advantage.

What 1,161 online respondents revealed about the AI toolbox (the tools people actually use to get things done) taking shape in Kenya

  Gemini  Meta  Claude  Copilot

A woman with long, dark braids is lying on a bed, smiling and looking at a smartphone. She is wearing a dark tank top and patterned pajamas. The room is dimly lit, with a window in the background showing a blue sky. A white mug and a pair of white earbuds are on the bed next to her. A blue and white patterned bag hangs on the wall behind her. A small potted plant sits on a shelf to the right.

This report explains how respondents use AI, the benefits they report, and the barriers that may limit deeper use. It is intended for leaders in business, education, technology and public institutions who need to identify practical priorities for the next phase of AI adoption.

The central finding is that intensive use already exists within this active online sample, while local relevance, capability and responsible use remain important areas for improvement. The evidence supports targeted action and further measurement of outcomes.

AI is becoming part
of everyday digital
habits across Kenya.

It is a new part of our
digital “diet” with our
time and attention.





Opus, Astra, AGI, ASI, Agents, Bots...

Hype —————→ **Insights**



1,161

Kenyans across 18
counties told us
they use AI tools.



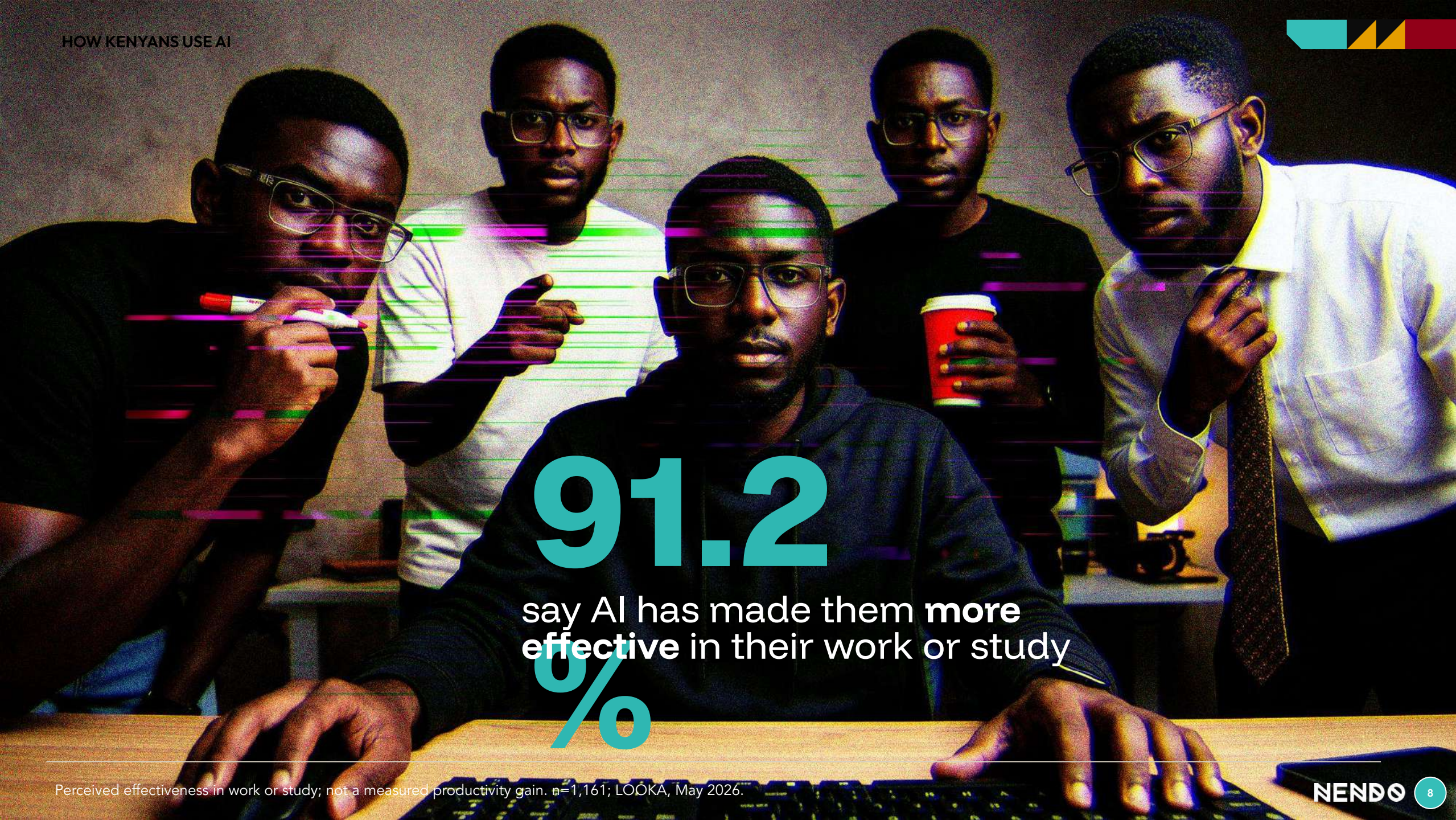


52.8%

**use artificial
intelligence
every day**



87.8%
use it daily or several
times a week



91.2

say AI has made them **more effective** in their work or study

%



Frequent use

52.8%

use AI daily

Build around recurring tasks and workflows



Several tools

78.6%

used two or more tools in 30 days

Support comparison and movement across assistants



Perceived benefit

91.2%

report greater effectiveness

Test gains with objective outcome measures



Private advice

72.0%

report emotional or personal use

Design for privacy and sensitive conversations



Local context

72.0%

would use more with better Kenyan fit

Improve language and contextual performance

**Access is
the
starting
point.**
The real
divide is what
people can do
with AI.



ACCESS

Devices
Connectivity
Messaging
AI availability



USE

Frequency
Tool adoption
Experimentation

CAPABILITY

Professional Capability
Learning
Income
Decision quality
Productivity

ADVANTAGE

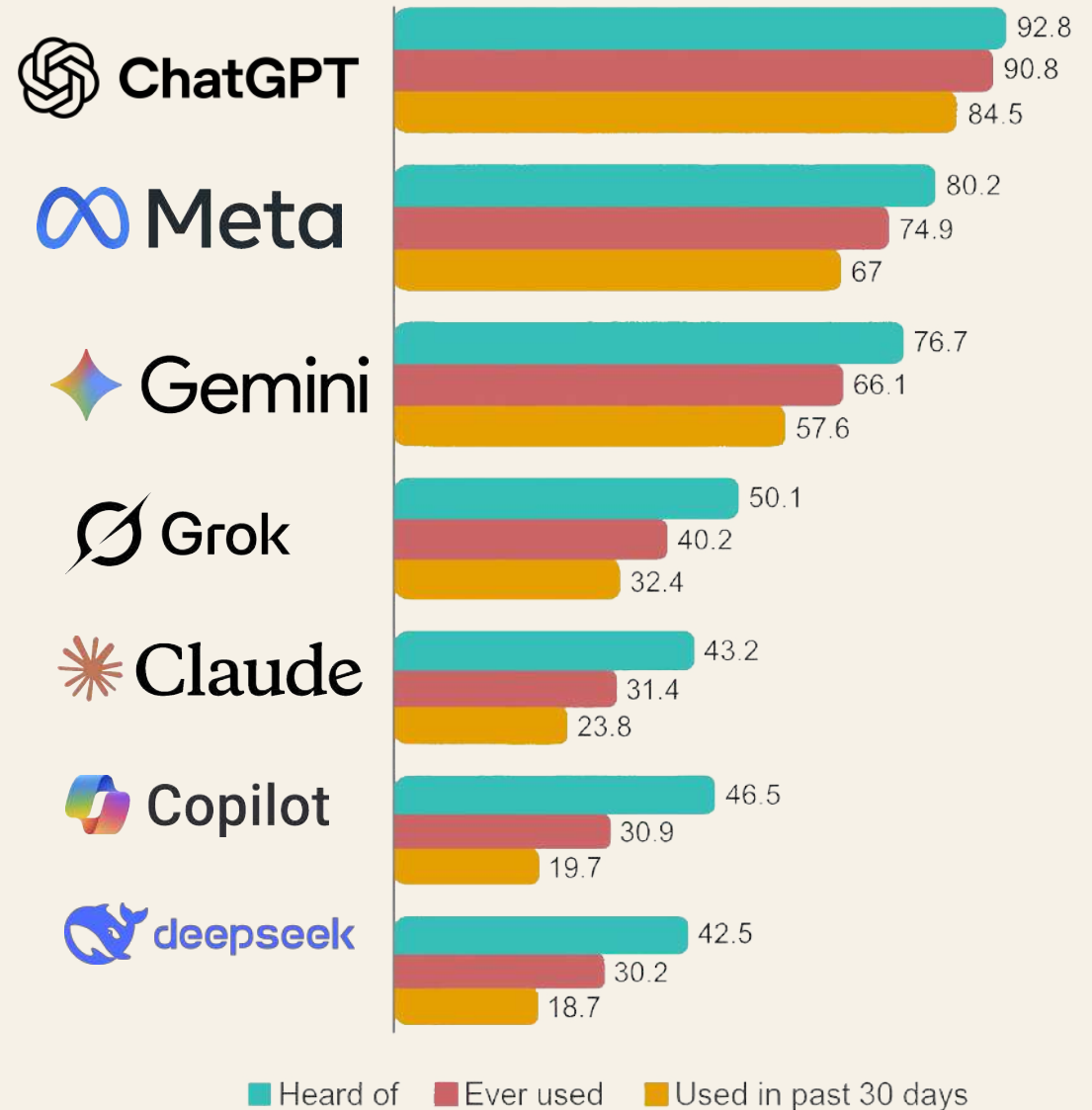
Better outcomes
Economic Opportunity
Confidence
Mobility

Kenyans see AI like a toolbox.

ChatGPT anchors the toolbox, Meta AI wins through embedded access, while the rest compete for specific occasions.

Grok uses X (Twitter) distribution, character, and blue checkmarks and its audience for growth.

Chinese tools are growing in popularity as American tools grow in prices for tokens.



ChatGPT = “Kiwi” of AI?

93% aware

85% active in past 30 days

Meta AI = Chat + Social + AI

Accidental taps, AI-summaries, and subtle signals helped it grow among Kenyans on WhatsApp, Instagram, and Facebook

80% aware

67% active in past 30 days



Gemini = Android + Workspace



78% aware
58% active in past 30 days



Grok = “Is this true?”

50% aware

32% active in past 30 days

Awareness and past-30-day use are different questions; figures are within this sample. LOOKA, May 2026.



43% aware
24% active in past 30 days

Claude = hype masters of AI



Copilot = Kings of Corporate AI

47% aware

20% active in past 30 days



Hi, I'm DeepSeek.
How can I help you today?

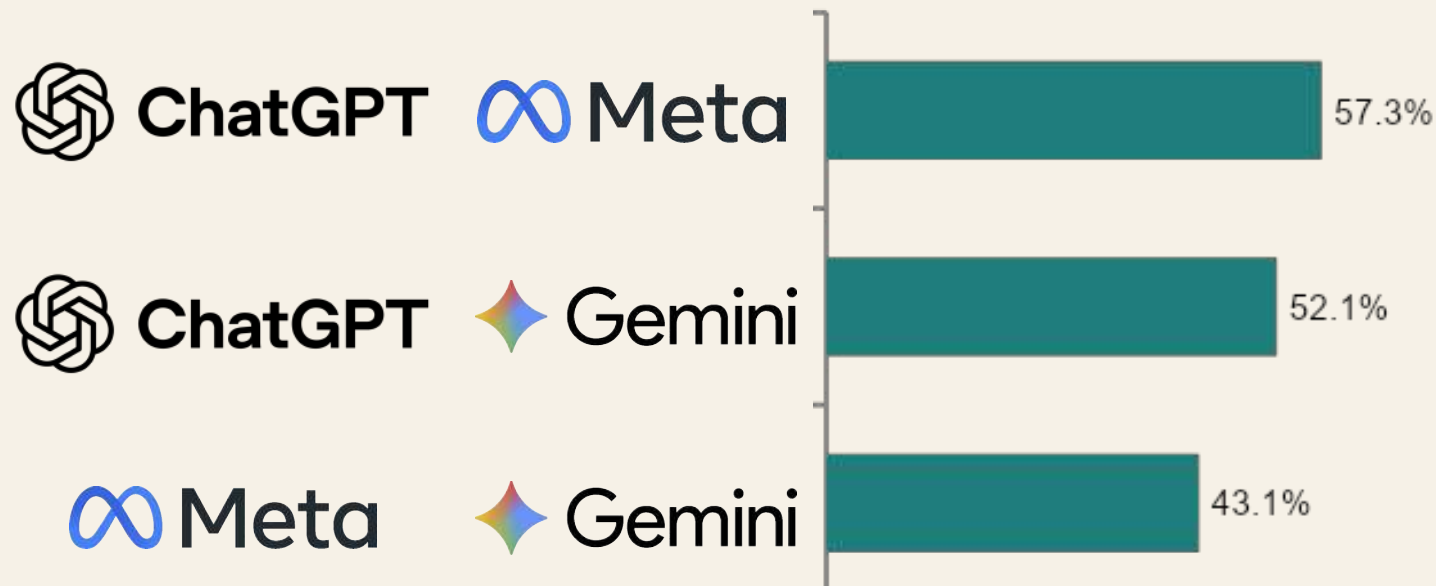
DeepSeek = Coder's Paradise

42% aware

19% active in past 30 days



Are Kenyans polygamous with their AI tools?

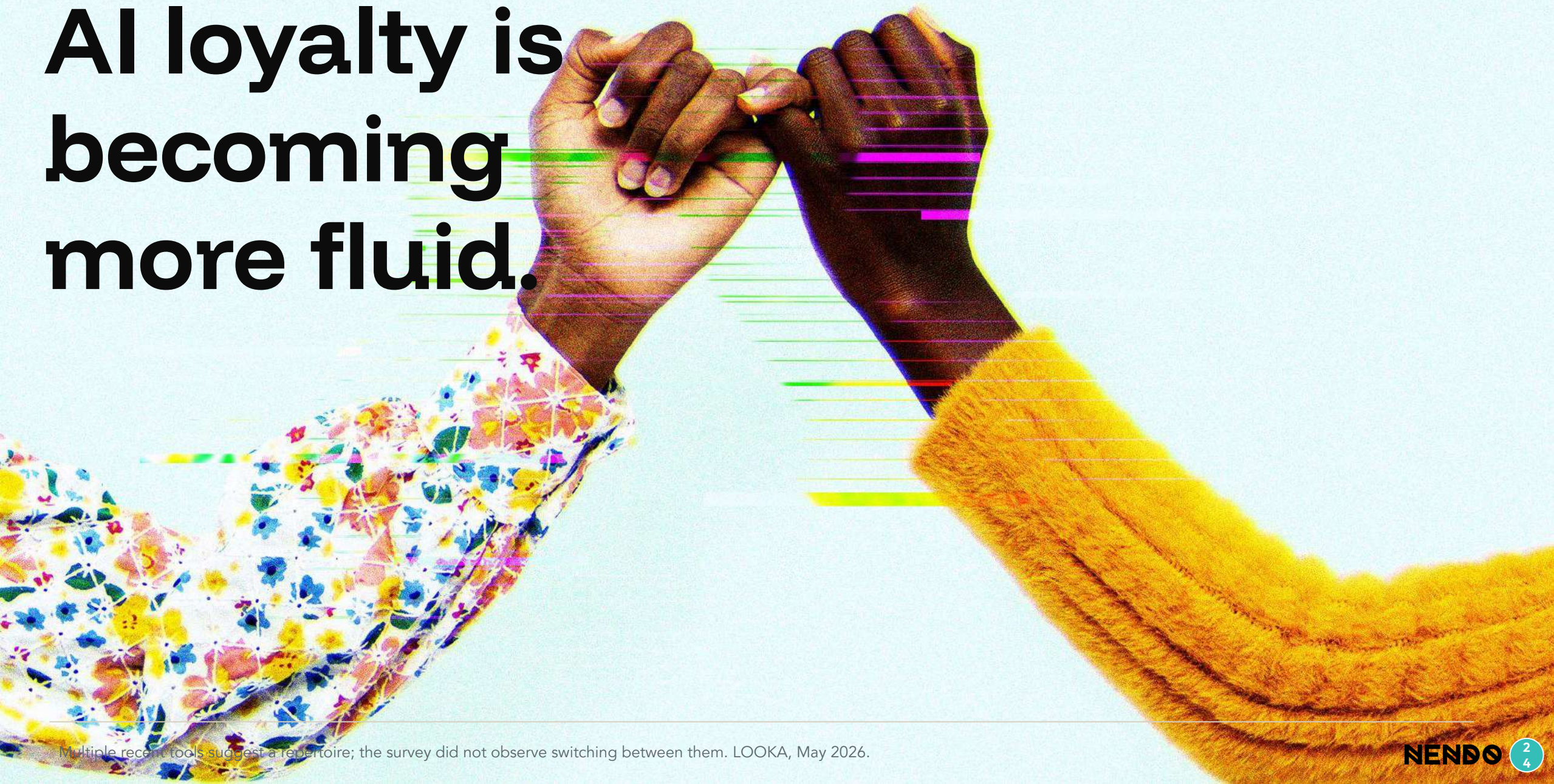


34.9% use 4 or more AI tools

78.6% use 2 or more AI tools



AI loyalty is becoming more fluid.



Multiple recent tools suggest a repertoire; the survey did not observe switching between them. LOOKA, May 2026.



**is
becoming
a toolbox.**



**is where
Kenyans go to
think and learn.**

77.3%

**Research &
information**

67%
Education



58.6%

Professional work

**And then it
gets personal.**

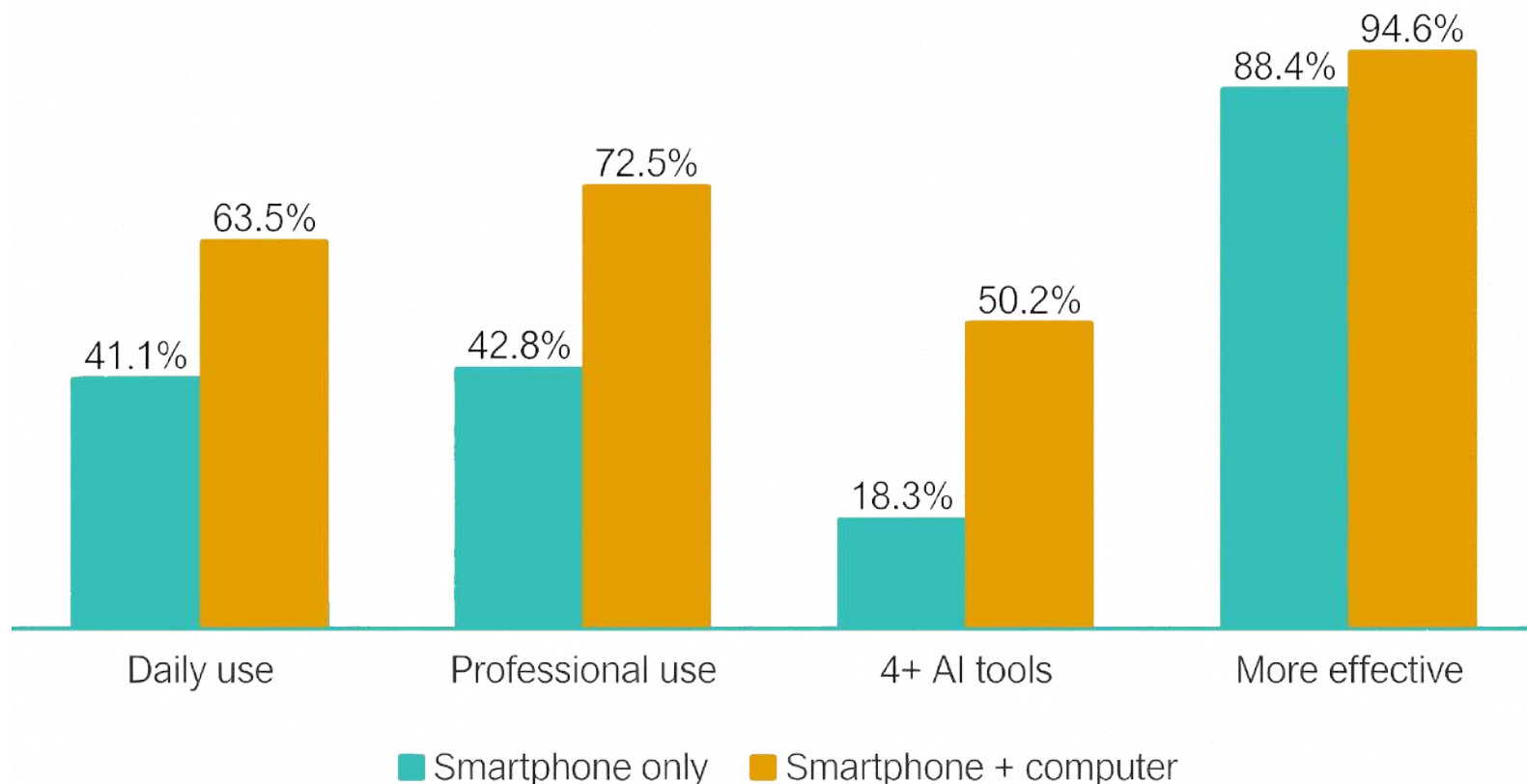
**Health
Translation
Emotional support
Everyday life**

Kenyans rarely stumble into AI



Only 2.5% report
accidental use.

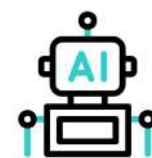
The device changes the depth of use.



+22 pts
daily use



+30 pts
professional use



+2.7 x
likelihood of using 4+ tools

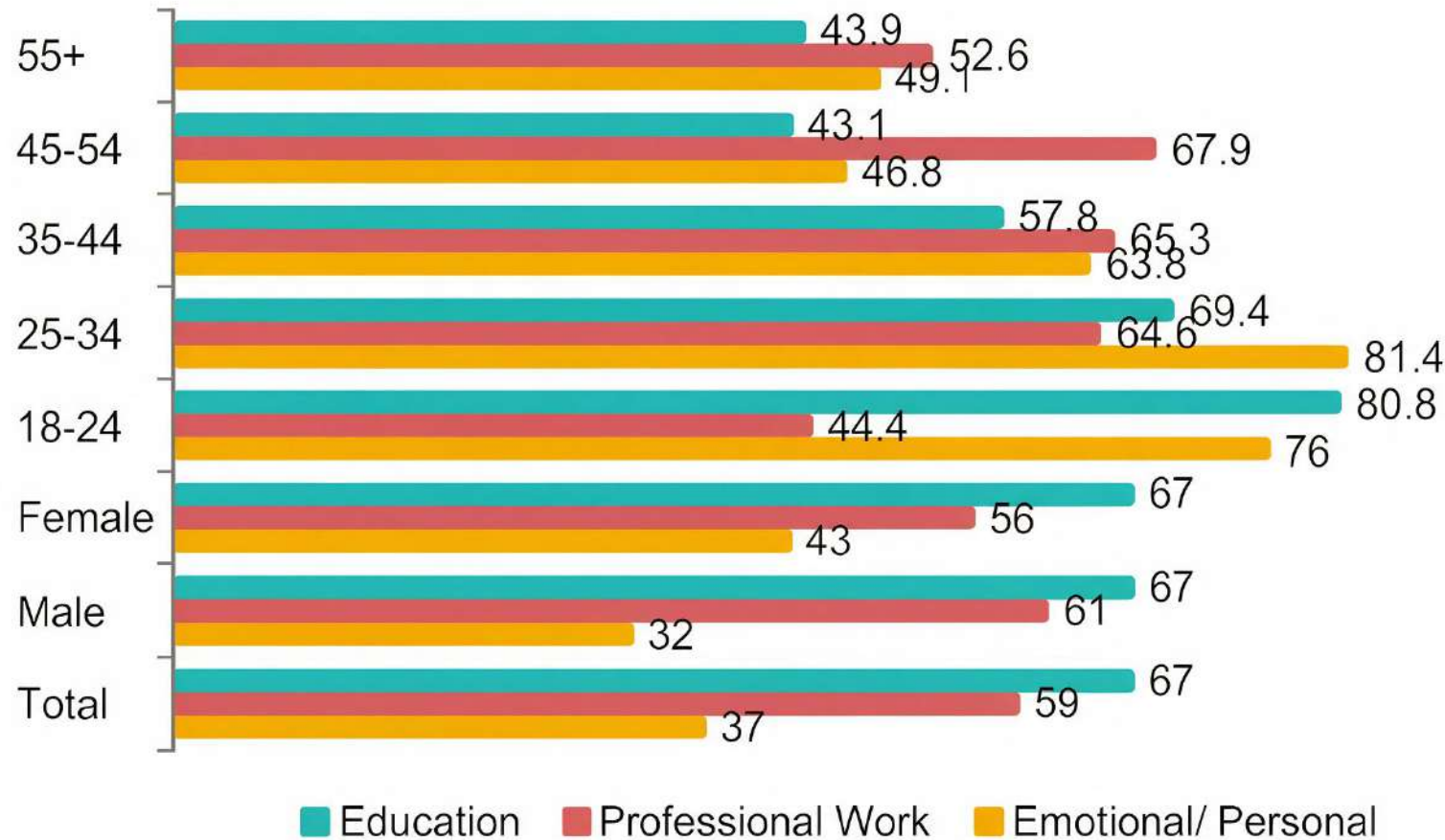
A middle-aged Black man with a mustache is seated at a restaurant table, smiling broadly while looking at a smartphone in his right hand. He is also holding a menu in his left hand. The table is set with a bowl of food, a salt shaker, a pepper shaker, and a napkin holder. The background shows a busy street scene with buildings, cars, and a mountain in the distance. A blue and white text box is overlaid on the bottom left of the image.

A phone gives
you a companion



A computer
gives you a
coworker

Age changes the job AI is hired to do.



25-34

Highest users



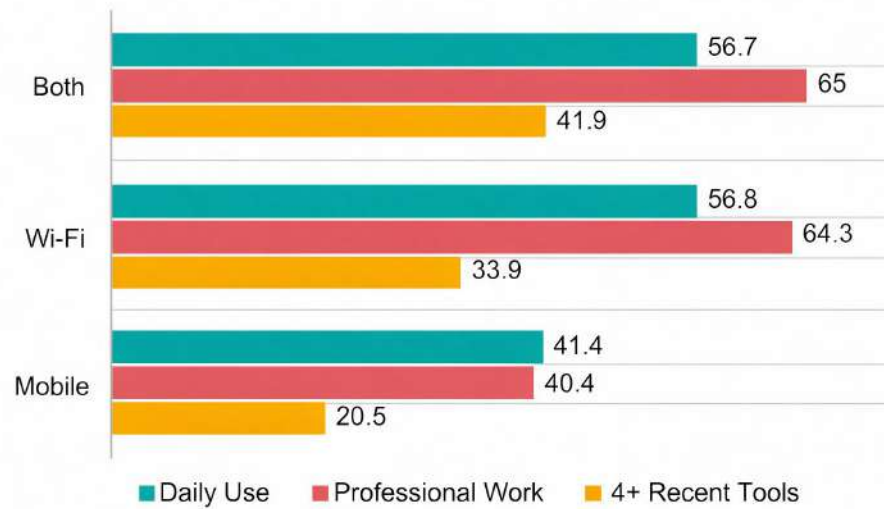
81.4%

emotional / personal use



55.2%

undisclosed use



MOBILE DATA ONLY

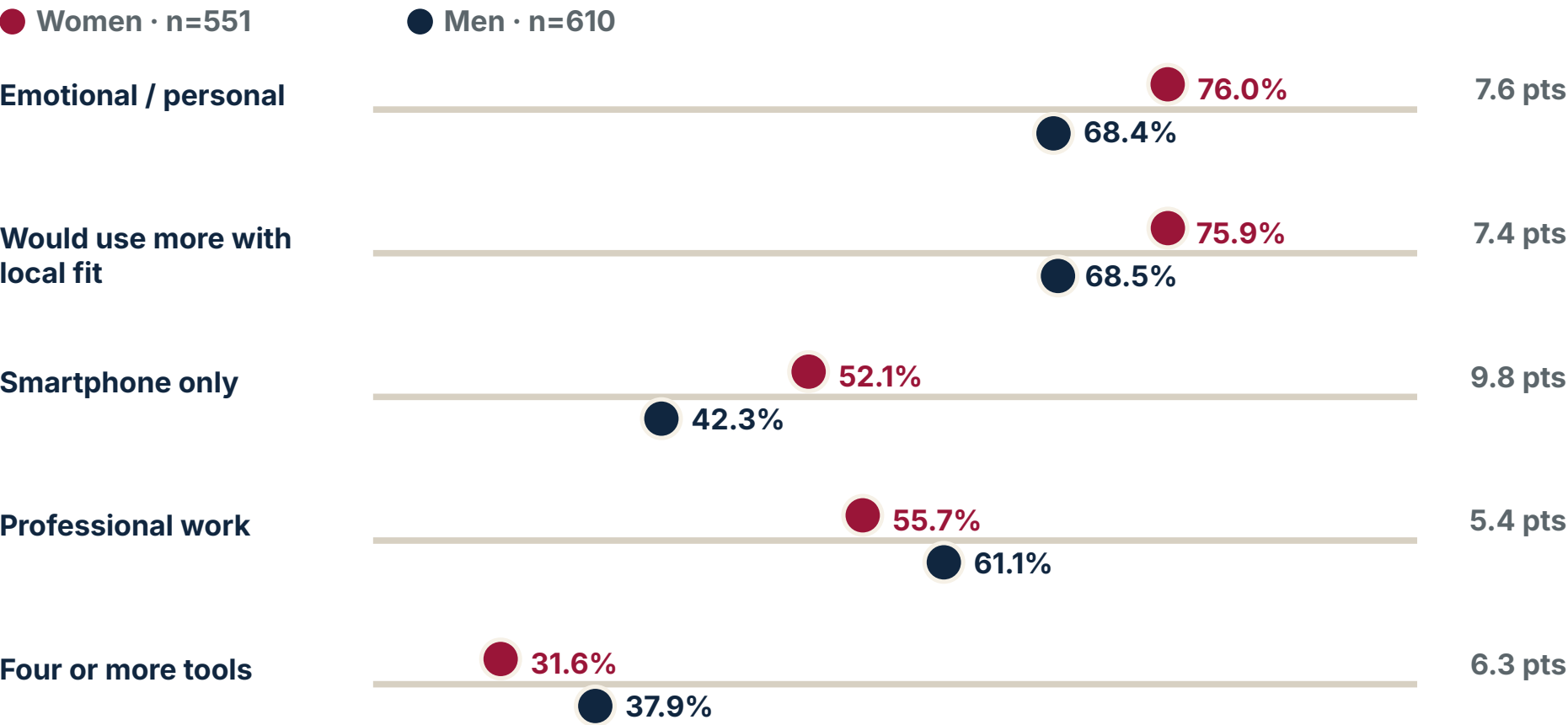
81.1%

use a smartphone only for AI

A low-data, phone-first product opens the door; real depth needs more.



Women report more emotional/personal use and stronger demand for cultural fit; men report a somewhat wider tool repertoire.



One AI tool. Many lives.

Kenyans move between their **jobs, school, business, money** and **private life** in the same session.

Voice and multimodal AI is the great future unlock Nendo's watching.





*Building my business...researching
business ideas...getting financial
advice...*

WOMAN · 25-34 · NAIROBI

Business Research Financial advice



To help in my **school study** assignments...translating from English to Japanese...write my **lesson plans** for teaching practice.

MAN · 18-24 · NAIROBI

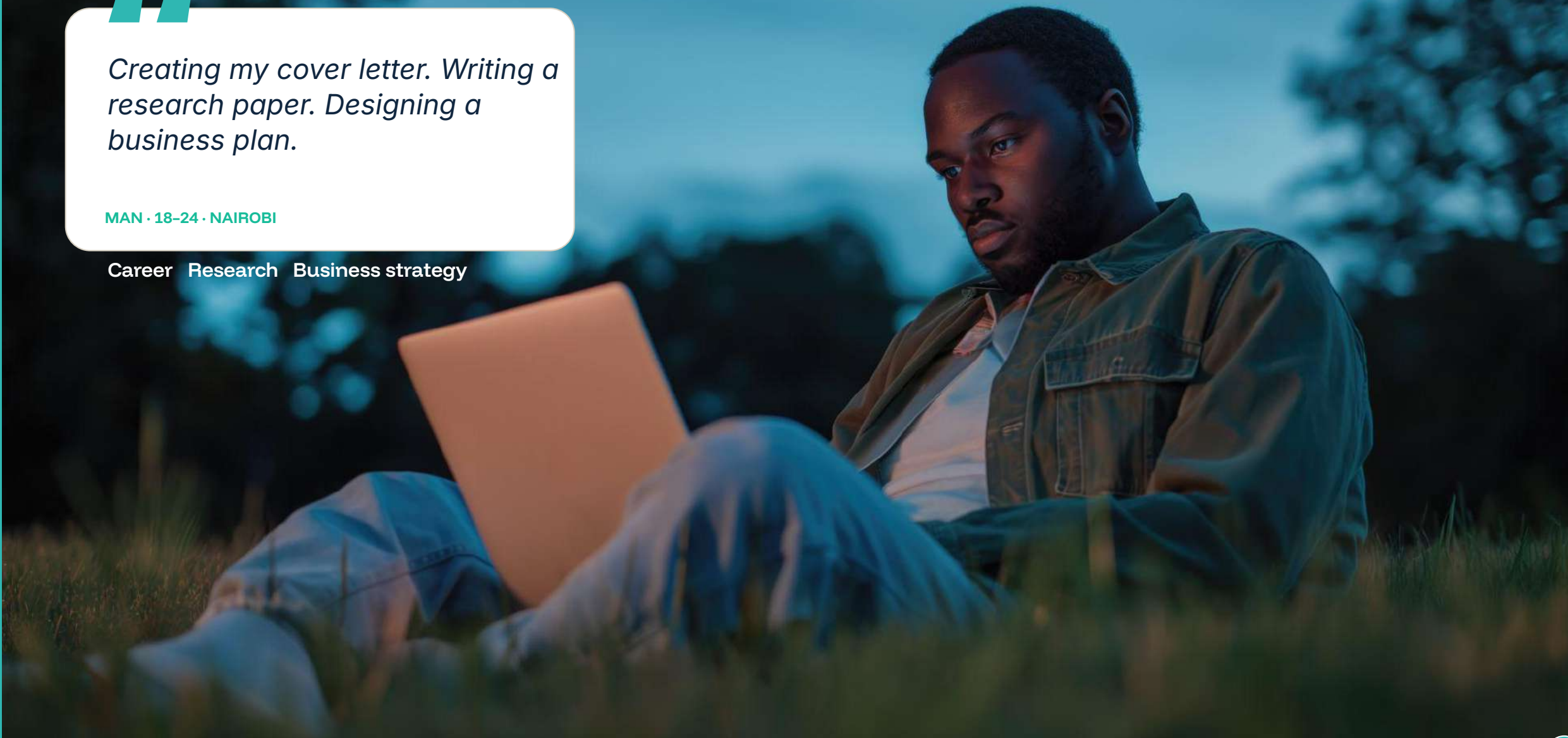
Education Translation Teaching



Creating my cover letter. Writing a research paper. Designing a business plan.

MAN · 18-24 · NAIROBI

Career Research Business strategy





Writing meeting minutes. Find a holiday homes. Getting emotional support.

MAN · 25-34 · NYERI

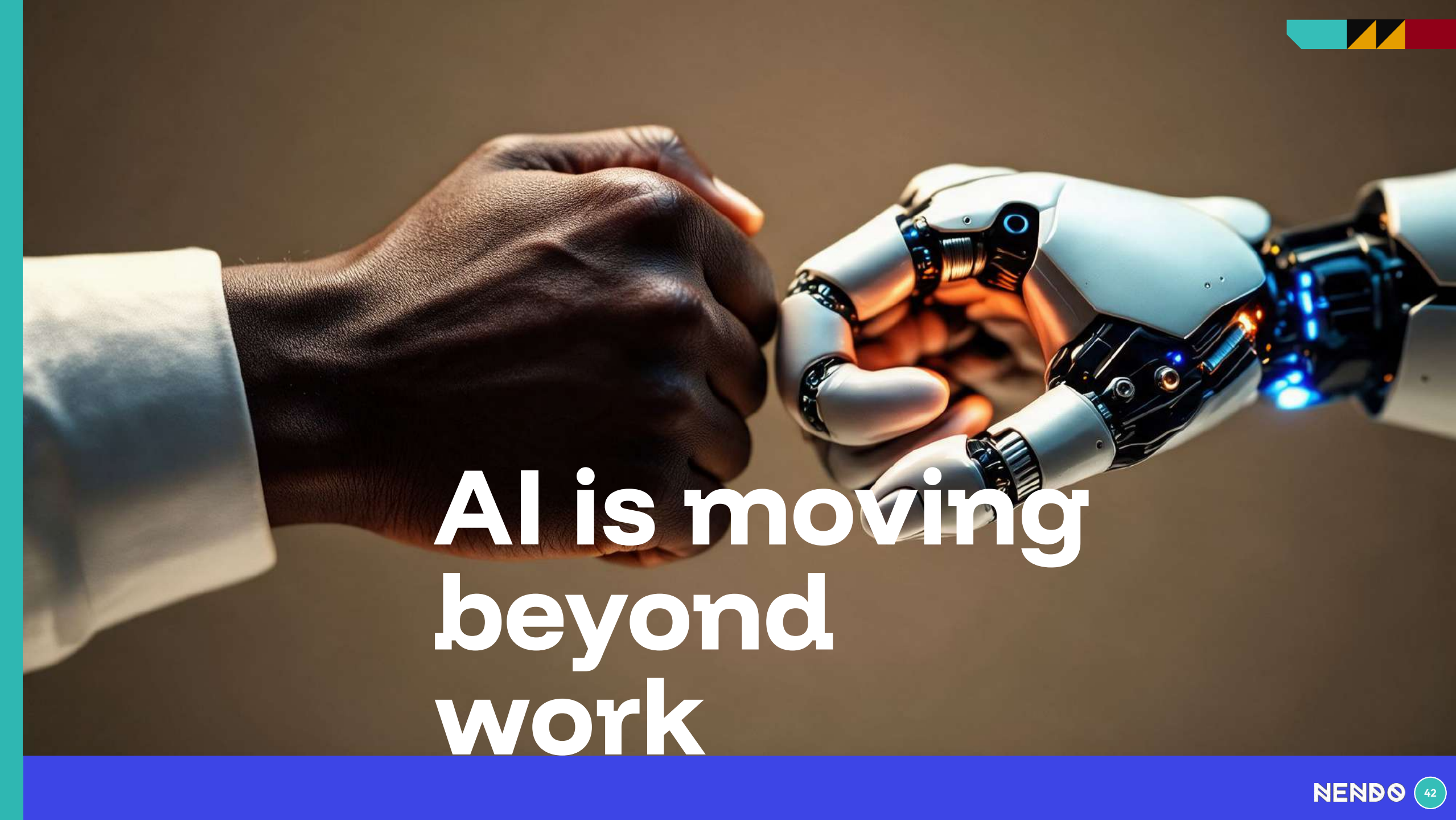
Work Travel Emotional support



Many jobs.

One tool.



A close-up photograph of a human hand with dark skin shaking a white and blue robotic hand. The human hand is on the left, wearing a white shirt cuff. The robotic hand is on the right, with glowing blue lights at the joints. The background is a neutral, light brown color.

**AI is moving
beyond
work**

72%

Have used AI for **emotional support** or a **personal situation**.





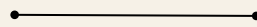
46.3%

Use AI for things they
haven't told others about.



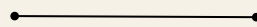
Sometimes AI is the thing you tell no one else

COWORKER



“Help me write this proposal.”

EXPERT



“Help me understand my finances.”

CONFIDANT



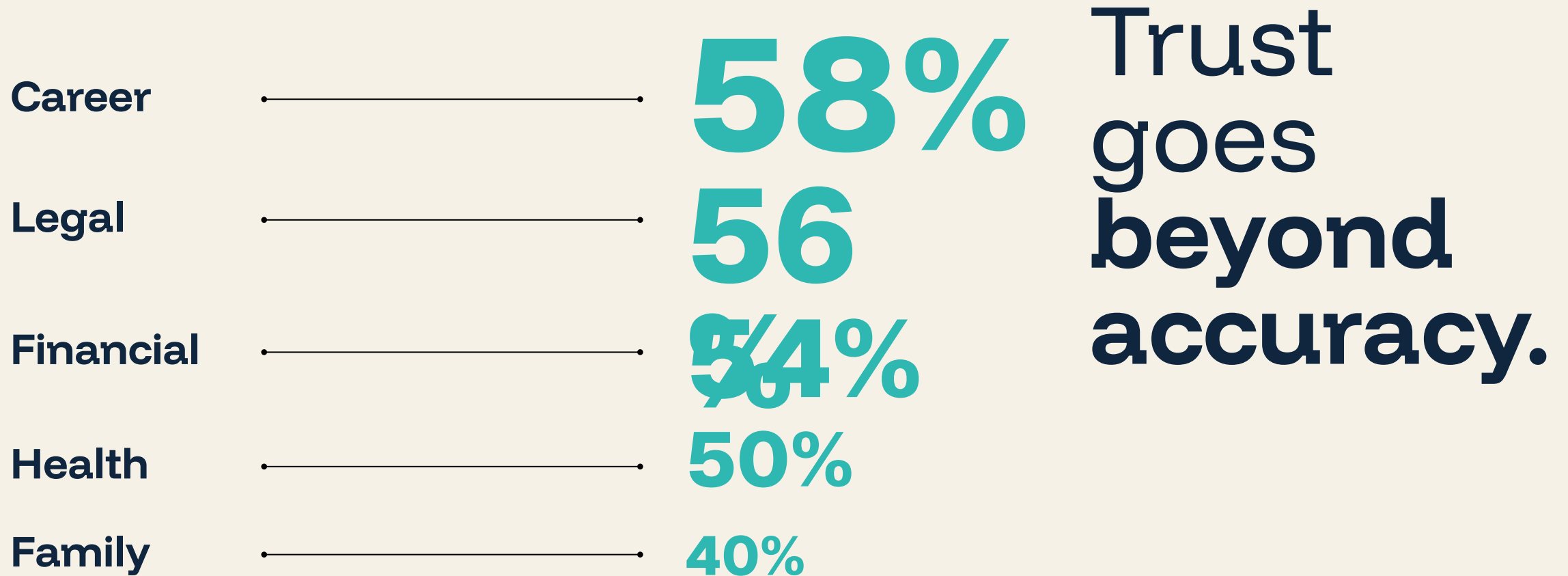
“I'm worried about something. Can I talk to you?”



The more personal
AI becomes, the
more trust matters.



Kenyans trust AI differently depending on the topic and area of expertise





AI can be
useful and
risky at
the same
time.

39.2%

More effective and
worried about
jobs/income.

52%

More effective and **not**
worried.

AI
understands
the world.



But, how
well does it
understand
Kenya?





72%

Would use AI more with better Kenyan cultural/language fit.



34.9%

Rate Kiswahili/Sheng AI responses very good or excellent.



~35.8%

Rate them fair
or poor.



25.1%

Have received
advice that felt
culturally wrong.



Local means context

Local means culture.

Local is knowing
the difference
between Kenya
and a
stereotype.



**AI
creates
value.**

**AI
creates
anxiety**

.



SO WHAT?

From access	→	advantage
From one assistant	→	AI toolbox
From experimentation	→	capability
From global AI	→	Kenyan AI
From scepticism	→	Trust

The opportunity is not simply to get more people using AI.

It is to help more people use it well.



The AI conversation belongs to all of us



PLATFORMS + TELCOS

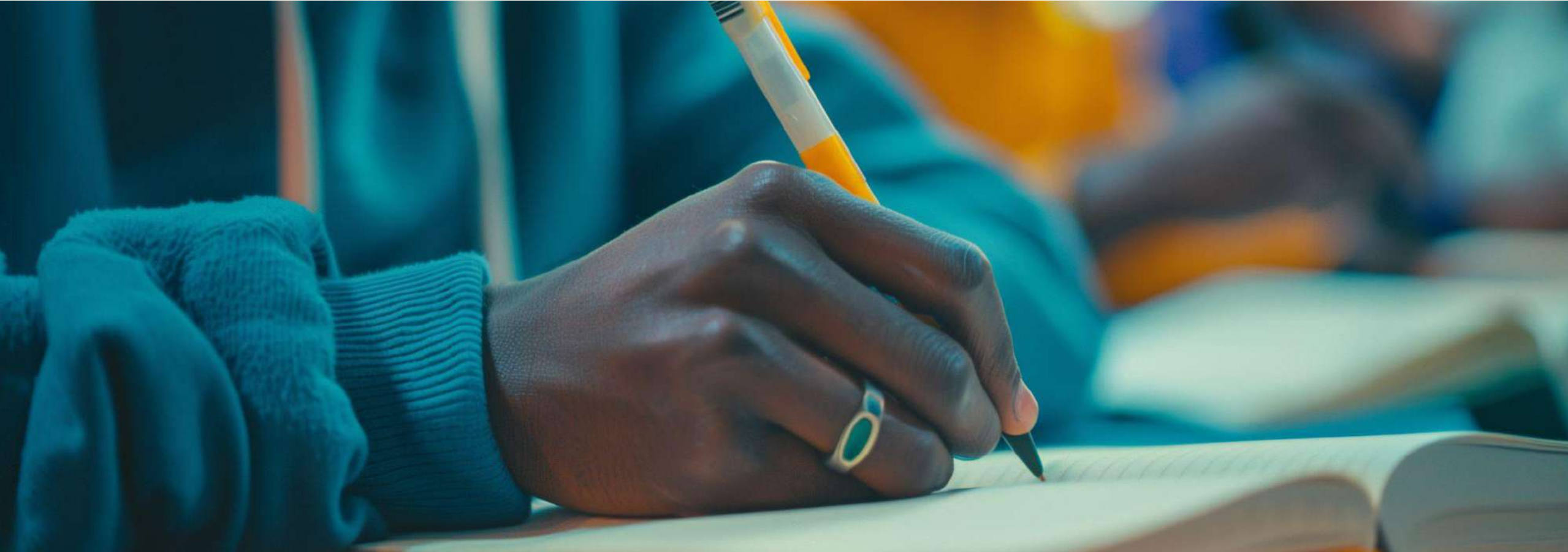
Reach $\longrightarrow$ deeper workflows



EMPLOYERS

Access —————→ **performance**

For employers: measure task quality and worker experience, not tool access alone. Nendo implication.



EDUCATORS + FUNDERS

Learning $\longrightarrow$ livelihood



POLICY + PUBLIC INTEREST

Innovation —————→ safety



Everyone has
a role in the
next chapter
of AI.



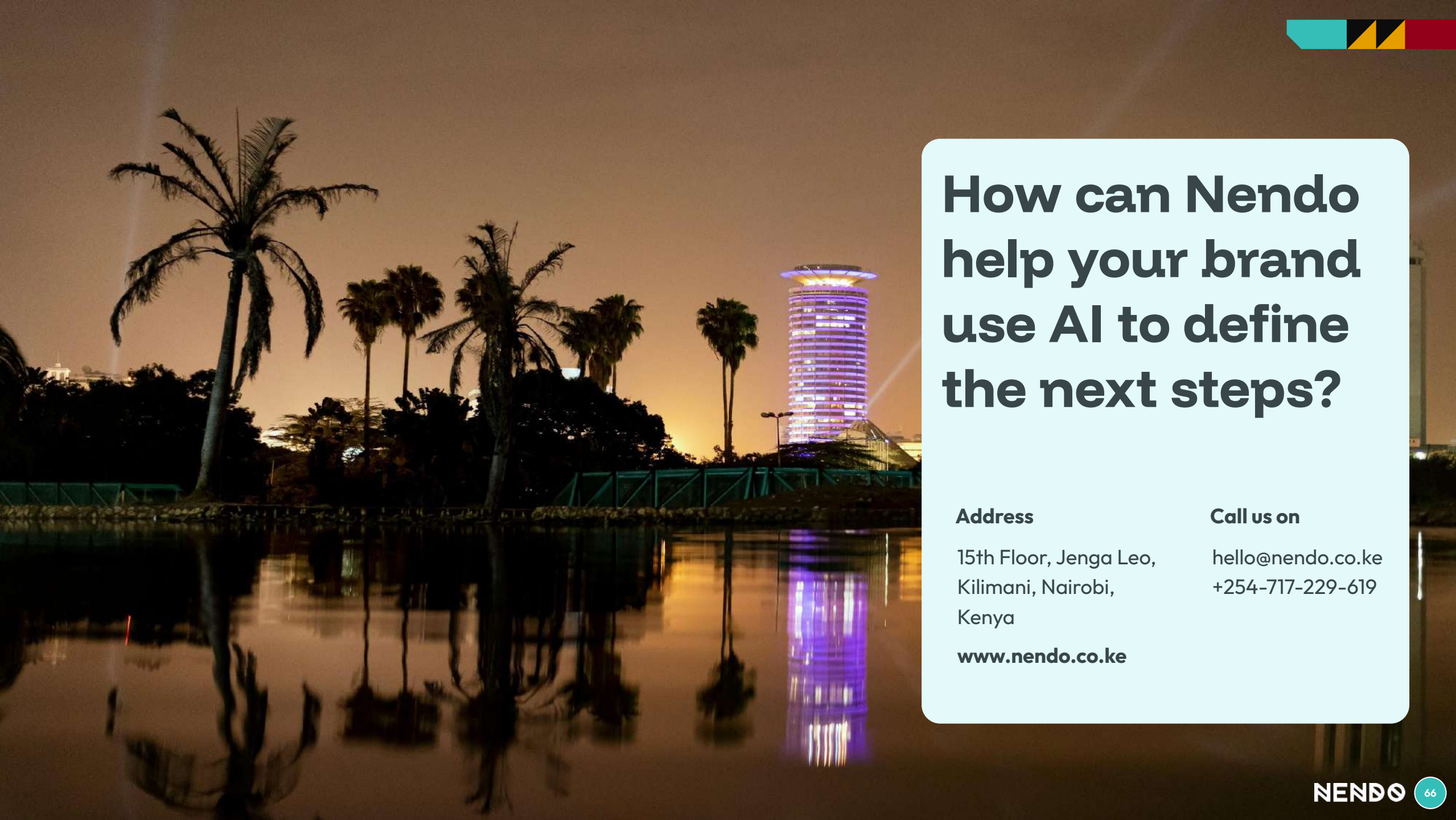
AI is already part of everyday life

The question is, what do we do with it?

Can AI work better on Kenyan terms?

Can experimentation become capability?

Can trust keep pace with increasingly personal AI?



How can Nendo help your brand use AI to define the next steps?

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