

MINISTRY LABOUR AND SOCIAL PROTECTION

JOB OPPORTUNITY ANALYSIS REPORT

(JANUARY - MARCH 2020)

DEPARTMENT OF NATIONAL HUMAN RESOURCE PLANNING AND DEVELOPMENT

APRIAL, 2020

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ACRONYMS / ABBREVIATIONS

ISIC - International Standard Industrial Classification of All Economic Activities

ISCED - International Standard Classification of Education

- **ILO-** International Labour Organization
- **JOI** Job Opportunity Index
- **JOA** Job Opportunity Analysis

KNOCS - Kenya National Occupational Classification Standard

FUNCTIONAL DEFINITION OF TERMS

Award- is a certificate granted on the basis of a formal educational assessment that is regulated and has external quality assurance.

Basic General Programmes- This defines a broad group/field of education which includes the following: pre-primary, elementary, primary and secondary school.

Decent Work- Entails opportunities for work that is productive and delivers a fair income, security in the workplace and social protection for personal development and social integration, freedom of people to express their views, organize and participate in the decisions that affect their lives and equality of opportunity and treatment for all women and men (ILO).

Field of Education- defined in International Standard Classification of Education (ISCED) as the subject matter taught in an education programme.

ISIC – This is an international standard for industrial classification that classifies data according to kind of economic activity in the fields of production, employment, gross domestic product and other statistical areas

ISCED – This is an International Standard Classification of Education that classifies education programmes by their content using two main cross-classification variables: levels of education and fields of education.

Job - defined as a set of tasks or duties executed or meant to be executed by one person.

Kenya National Occupational Classification Standard- This is a Kenyan Standard that is used to classify workers into occupational categories for the purpose of collecting, calculating, or disseminating data modelled on the International Standard Classification of Occupations (ISCO).

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Major Occupational Groups- Occupations are classified into 10 major groups, based on their similarity in terms of the skill levels and areas of specialization required for the jobs.

Minor Occupational Groups – this is a more detailed level of the classification structure within major occupational groups where occupations are aggregated into 225 minor groups. The jobs are more closely related in terms of skills and tasks.

Occupation - defined as a set of jobs which have the same main tasks and duties.

Precarious Work- Refers to work that is permanent but employees are denied permanent employee rights. These workers are subject to unstable employment, lower wages and more dangerous working conditions. They rarely receive social benefits and are often denied the right to join a union (ILO).

Skill –knowhow that gives a person the ability to carry out the tasks and duties of a given job.

Mainstream Print Media- refers to the daily and weekly newspapers that have a nationwide circulation and have the widest reach.

1.0 INTRODUCTION

The Job Opportunity Analysis (JOA) report covers the period January to March, 2020 and presents an analysis of job opportunities advertised in the mainstream media during the reference period. This was for the purpose of credibility of data sources.

The findings presented include vacancies by economic sectors, occupational categories, skills requirements and regional distribution of the vacancies advertised.

2.0 OBJECTIVES AND USES OF JOA

The Job Opportunity Analysis (JOA) has a general objective of monitoring vacancies that occur in the economy and presenting that information in terms of the skills and other aspects pertaining to the vacancies reported. These include location (where the vacancy occurred), terms of service and economic sectors.

Job Opportunity Analysis involves the calculation of Job Opportunity Indices for various economic sectors and occupations. This will give an indication on the economic sectors and occupations where opportunities for jobs occurred within the period under review and the skills required. It will also provide trends in skill demands within the economy over time.

3.0 METHODOLOGY

This job opportunities Analysis report for the months of January to March 2020 was done by recording job vacancies advertised daily in the mainstream print media namely the Daily Nation and the Standard. The vacancies that were not considered for this JOA were:

- Vacancies declared exclusively online
- Vacancies that were declared at the Public and Private Employment Bureaus

For the purpose of this report, independent analysis was undertaken for each occupational category and economic activity bearing in mind the regional distribution of the vacancies advertised.

3.1 Computation of Job Opportunity Index (JOI)

The JOI was computed using unweighted simple index method with data between January and March 2015 taken as the baseline.

3.2 Uses of Classification Standards in Job Opportunities Analysis

In the analysis of the advertised jobs, the following classification standards have been used: Kenya National Occupational Classification Standard (KNOCS) International Standard of Industrial Classification (ISIC) and International Standard Classification of Education (ISCED).

3.2.1 Use of Kenya National Occupational Classification Standard (KNOCS)

The allocation of an occupational code using the Kenya National Occupational Classification Standard (KNOCS) was done on the basis of the job title.

In Kenya, occupations are classified in a framework called Kenya National Occupational Classification Standard (KNOCS) which is designed mainly to facilitate statistical description and analysis of labour market information and other socio-economic activities. KNOCS is structured on a 5-digit coding system. The 5-digit coding system is such that the first and second digits of the code refer to the major and sub-major occupational group respectively. The third digit refers to the minor group, while the fourth and fifth digits refer to occupational titles. The document is categorized into 10 major groups, 54 submajor groups, 225 minor groups and 1192 occupational titles. For Job Opportunity Index, KNOCS was used at major occupational and minor occupational groups.

3.2.2 Use of International Standard of Industrial Classification (ISIC)

International Standard of Industrial Classification (ISIC Rev 4) is an ILO classification standard that disaggregates the economy into the more detailed levels of industries and industry groups, as well as the more aggregated levels of divisions and sections. It is used to examine particular industries or industry groups or to analyze the economy as a whole by disaggregating it to different levels of detail. For JOA, ISIC level 1 and 2 was adopted to classify economic activities as follows:

Level 1 – Broadly groups the economy into nine major activities and Level 2 further breaks the nine activities into 21 sub-groups.

3.2.3 Use of International Standard Classification of Education (ISCED)

UNESCO developed and maintains an International Standard Classification of Education (ISCED) which is a statistical framework belonging to family of Economic and Social Classifications. This is a reference classification for organizing education programmes and related qualifications by levels and fields of education. ISCED categorizes field of education into Broad, Narrow and Detailed categories. For JOA, ISCED has been used at Broad and Narrow categories.

3.3 Best practices applied

In coming up with this report, the following best practices were adopted:

- Job opportunities were grouped using the national occupational classification Framework (KNOCS).
- Only vacancies declared in the mainstream newspapers were considered, for credibility
- For comparability, International Classification Standards were used

4.0 ANALYSIS OF JOB VACANCIE

This section presents summaries on job vacancies in the period January to March, 2020. The summaries cover vacancies advertised by economic activity, major occupational group, terms of service, skill area, and level of education by county. During the reference period, a total of **4954** job openings were advertised.

4.1. Vacancies by Economic Activity

Job opportunities occur within certain economic activities1. Therefore, job openings within the respective economic activities must be monitored for employment creation and potential forecasting. In the analysis of vacancies by economic sectors, vacancies were grouped into 21 economic categories as per ISIC classification (rev4). Table 1 shows that Activities of Extraterritorial Organizations and bodies had highest number of job vacancies with about 34 percent followed by Public Administration and Defense; Compulsory Social Security that recorded the 31 percent of the jobs advertised .Education and Administrative and support activities accounting for 11 percent and 10.9 percent respectively completed the top four economic activities of the jobs advertised.

ECONOMIC ACTIVITIES	VACANCIES	Percentage
Activities of Extraterritorial Organizations and bodies	1695	34.2
Public Administration and Defense; Compulsory social security	1556	31.4
Education	557	11.2
Administrative and Support Service activities	538	10.9
Other service activities	225	4.5
Human health and Social work activities	94	1.9
Professional, scientific and technical activities	66	1.3
Financial and Insurance activities	54	1.1
Water supply, Sewarage, Waste management and Remediation activities	38	0.8
Agriculture, Forestry and Fishing	36	0.7
Manufacturing	28	0.6
Information and communication	22	0.4
Transportation and storage	15	0.3
Computer programming, consultancy and related activities	13	0.3
Accommodation and food service activities	6	0.1
Construction	6	0.1
Arts, Entertainment and Recreation	4	0.1
Mining and Quarrying	1	0.0
Grand Total	4954	100.0

Table 1: Distribution of Vacancies by Economic Activity

4.2. Vacancies by Major Occupational Group

Table 2 presents number of vacancies by major occupational group. It can be observed that 57 percent of the job openings were in the Major Occupational Group of Professionals Occupational Major Group followed by Technicians and Associate Professionals major group with 32 percent of all vacancies advertised respectively. For detailed analysis of job openings by minor occupational groups (**See appendix 1**)

MAJOR OCCUPATIONAL GROUP	VACANCIES	PERCENTAGE
Legislators, Administrators And Managers	360	7.27
Professionals	2847	57.47
Technicians and associate professionals	1628	32.86
Secretarial, Clerical Services And Related Workers	20	0.40
Service workers , shop and market sales workers	7	0.14
Craft And Related Trades Workers	88	1.78
Plant and machine operators and assemblers	2	0.04
Elementary occupations	2	0.04
Grand Total	4954	100.00

Table 2: Vacancies by Major Occupational Group

4.3 Vacancies by Terms of Service

One of the characteristics of decent work is sustainability and security of work. ILO identifies precarious work (casual, seasonal and temporary work) as percentage for all paid workers and an indicator in monitoring decent work. Monitoring terms of service is one of the major steps towards promoting decent work in Kenya. During the reference period, 71 percent of the advertised jobs were on contract terms while 7 percent and 1 percent were on Temporary and contract basis respectively. Of all jobs advertised 21 percent of the jobs advertised were silent on the terms of engagement as seen in figure 1

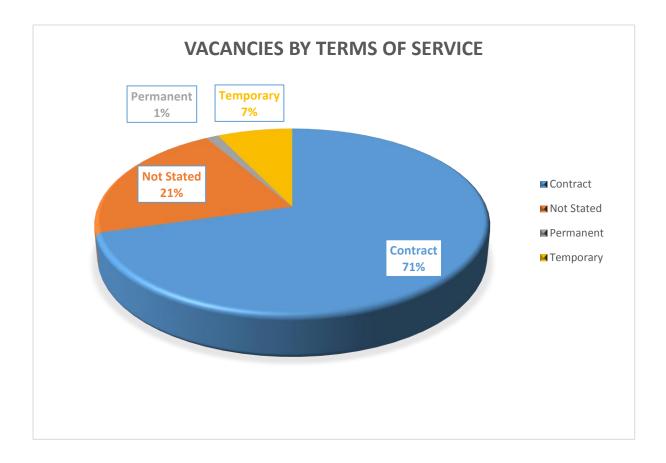


Figure 1: Distribution of Vacancies by Terms of Service

4.4. Vacancies by Skill Area and Level

Figure 2 provides information on skills levels demanded by employers. Out of the total jobs advertised, 62 percent required Bachelors level of Education while 30 percent required applicants with master's degree level of Education. It's also important to note that 2 percent of all the advertisement did not indicate the skill level required.

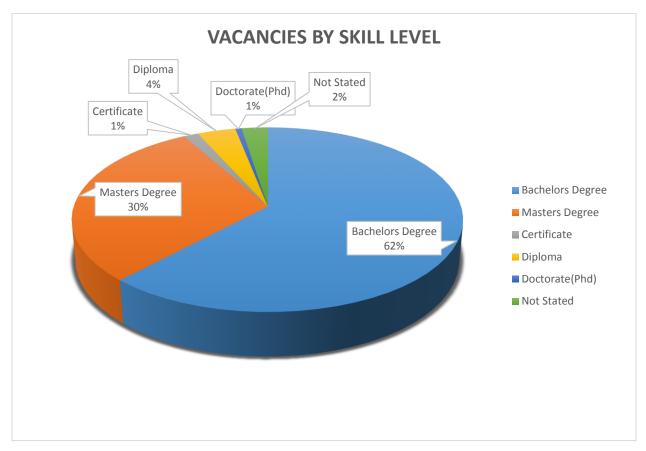


Figure 2 Distribution of Vacancies by Skill Level

4.5 Vacancies by Skill area

Table 3 provides information on vacancies by skill area as demanded by employers. Out of the total jobs advertised, 26 percent required individual who had skills in Varies fields of Education while 20 percent required applicants who had training in transport services field of training. The other field of training that were in demand were Health at 17 percent, Business Administration at 13 percent and laws at 9 percent.

SKILL BROAD AREAS	VACANCIES	PERCENTAGE
Education	1328	26.81
Transport Services	1009	20.37
Health	850	17.16
Business and Administration	672	13.56
Law	489	9.87
Computing	153	3.09
Engineering and Engineering Trades	115	2.32
Craft/Vocational Trades	99	2.00
Journalism and Information	74	1.49
Social Sciences	42	0.85
Architecture and Building	23	0.46
Development Studies	20	0.40
Agriculture, Forestry and Fishery	17	0.34
Humanities	15	0.30
Physical Sciences	13	0.26
Life Sciences	12	0.24
Arts	8	0.16
Security Services	6	0.12
Manufacturing and Processing	3	0.06
Veterinary	2	0.04
Accounting Packages	1	0.02
Environmental Protection	1	0.02
Mathematics and Statistics	1	0.02
Personal Services	1	0.02
Grand Total	4954	100.00

Table 3 Vacancies by Skill area

4.6 Vacancies by Economic Activities and skill level

Table 4 provides information on vacancies by skill area and skill level as demanded by employers. Out of the total jobs advertised, 1460 jobs in Public Administration and Defense; Compulsory social security required individual who had Bachelor's degree while 1312 jobs in Activities of Extraterritorial Organizations and bodies required applicants who had master's degree.

	Bachelor's	Certificat	Diplom	Doctor ate(Phd	Master's	Not	Grand
Economic Activity	Degree	е	a)	Degree	Stated	Total
Accommodation and food service							
activities			6				6
Activities of Extraterritorial							
Organizations and bodies	364		8		1312	11	1695
Administrative and Support Service							
activities	509	1			23	5	538
Agriculture, Forestry and Fishing	23		3		10		36
Arts, Entertainment and Recreation	4						4
Computer programming,							
consultancy and related activities	1	2	10				13
Construction	2				4		6
Education	407	12	69	28	40	1	557
Financial and Insurance activities	38		1		3	12	54
Human health and Social work							
activities	25	15	11		3	40	94
Information and communication	18	1	2		1		22
Manufacturing	22		1		5		28
Mining and Quarrying	1						1
None	3						3
Other service activities	125	6	9	1	68	16	225
Professional, scientific and							
technical activities	34		27		1	1	63
Public Administration and Defense;							
Compulsory social security	1460	30	26		11	29	1556
Transportation and storage	12	1	1		1		15
Water supply, Sewarage, Waste							
management and Remediation							
activities	21		6		3	8	38
Grand Total	3,069	68	180	29	1,485	123	4,954

4.7. Vacancies by Major Occupational Group and Economic Activity and County

In this part of the report, vacancies advertised were analyzed on the basis of the County where the vacancy arose and the major occupation into which the job belongs. From the analysis, there were 4,954 vacancies advertised in all Counties. Nairobi County had the highest number of advertised vacancies among the professionals at 1711 Jobs and Technician and Associate professionals at 1475 jobs.

Jobs captured under Nairobi county also included adverts from the national government, multinational agencies and organizations with headquarters in Nairobi and hence the larger numbers as compared to other counties. For detailed analysis on vacancies by Counties and Major Occupational Group **see Appendix 2 and appendix 3**

5.0. JOB OPPORTUNITY INDEX (JOI).

A job opportunity index is a statistical value that indicates a change in number of jobs advertised in a given period of time in reference to an established baseline. When the number is below the baseline, it implies that the jobs advertised were fewer while when the index is above the baseline, it implies that jobs advertised were more.

5.1. Job Opportunity Indices in all Economic Activities

Table 4 presents job opportunity indices for the period January to March, 2020. Activities of Extraterritorial Organizations and Bodies with an index of 8921 followed by Transport and storage sector with an index of 1500 and Professional, Scientific and Technical Activities sub sector with an index of 1100. Overall there was a general decline in the number of vacancies reported with Job Opportunity Index in all Economic Activities with the quarter reporting an index of 44 as compared to the previous quarter that had an index of 199.

It's also important to note that a number of economic sectors reported no growth recording a zero index. These were: Mining and Quarrying, Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles, Electricity, Gas, Steam and Air Conditioning Supply, Real Estate Activities and Activities of Households as Employers.

ISIC Code	Economic Activity	Sept 2018	Dec 2018	March 2019	Sept 2019	DEC, 2019	March, 2020
А	Agriculture, Forestry and Fishing	2	0	60	4	42	189
В	Mining and Quarrying	0	0	50	200	0	0
С	Manufacturing	12	288	22	1	17	187
D	Electricity, Gas, Steam and Air Conditioning Supply	38	0	0	75	0	0
Е	Water Supply; Sewerage, Waste Management and Remediation	35	100	83	50	15	950
F	Construction	48	0	18	4	9	300
G	Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles	30	35	9	17	9	0
Н	Transportation and Storage	0	2	3	15	1	1500
Ι	Accommodation and Food Service Activities	85	75	0	5	15	200
J	Information and Communication	41	36	62	79	59	96
К	Financial and Insurance Activities	20	9	8	4	30	99
L	Real Estate Activities	0	25	0	0	0	0
М	Professional, Scientific and Technical Activities	8	10	8	21	5	1100
N	Administrative and Support Service Activities	0	116	62	31	996	235
0	Public Administration and Defence; Compulsory Social Security	30	38	9	30	406	413

Table 5: Job Opportunity Indices by Economic Activity

Р	Education	9	8	732	31	24	5
Q	Human Health and Social Work Activities	20	2	6	37	42	124
R	Arts, Entertainment and Recreation	0	0	10	10	80	50
S	Other Service Activities	0	2	11	19	77	562
Т	Activities of Households as Employers;	0	0	0	0	0	0
U	Activities of Extraterritorial Organizations and Bodies	20	5	7	11	5	8921
	Total	23	31	142	26	199	44

5.2. Job Opportunity Indices by Occupation

Table 5 shows that the highest growth in the reference period was reported in Secretarial, Clerical Services and Related Workers Major Occupational group which had the highest number of jobs demanded with an index of 154 for the period January to March, 2020 followed by Legislators, Administrators And Managers with an index of 129 while Craft And Related Trades Workers and Skilled Farm, Fishery, Wildlife and Related Workers occupational group registered no growth.

On overall there was a general decline in the number of jobs advertised with the overall index falling from 241 in the previous quarter to an index of 44

	-	_				
Major Occupational Group	Sep 2018	Dec 2018	March 2019	Sep 2019	DEC, 2019	Marc h, 2020
Legislators, Administrators And Managers	22	8	12	15	696	129
Professionals	24	6	301	24	23	45
Technicians and Associate Professionals	31	114	6	69	46	35
Secretarial, Clerical Services and Related Workers	48	62	18	16	14	154
Service Workers , Shop and Market Sales Workers	6	10	1	4	7	25
Skilled Farm, Fishery, Wildlife and Related Workers	0	0	0	0	0	0
Craft and Related Trades Workers	28	533	0	100	0	0
Plant and Machine Operators and Assemblers	164	44	28	56	20	40
Elementary Occupations	5	115	4	16	1	50
Occupations Groups Not Classified Elsewhere	12	0	0	0	0	0
Grand Total	23	31	114	26	241	44

Table 6: Job Opportunity Indices by Occupation

N/B- The indices were calculated using January to March 2015 quarter whose base was 100

6.0. LABOUR MARKET ANALYSIS

Job Opportunity Index avail signals that can help identify structure and dynamics of the labour market in a short interval of time. During this period the following were the key signals;

- Activities of Extraterritorial Organizations and bodies sector had a high potential for job openings accounting for 34 % of total jobs advertised.
- The labour market required occupations with high level of skill and training at the level of bachelors degree at 62 percent
- The skill area most sought by employers was in Education

Legislators, Administrators And Managers Major Occupational Group	360
Administrators and senior officials of special-interest organizations	6
Corporate Managers	261
Government Administrators	17
Non-departmental managers	64
Other administrators and managers	11
Specialised Departmental Managers	1
Professionals Major Occupational Group	2847
Business professionals	604
Engineering science professionals	28
Health And Life Science Professionals	512
Legal Professionals	16
Mathematicians, statisticians and computing professionals	1583
Other professionals	56
Social science and related professionals	15
Teaching professionals	33
Technicians and associate professionals Major Occupational Group	1628
Administration Middle Level Personnel	92
Business and social services associate professionals	101
Engineering Technicians	79
Medical and health science associate professionals	31
Other business, social services, athletics, sports and related workers	4
Physical and life science associate professionals	10
Primary and pre-primary education and other teachers	1309
Ship and aircraft controllers	2
Secretarial, Clerical Services And Related Workers Major Occupational Group	20
Client Oriented Clerks	4
Office machine operators	1
Secretaries And Office Clerks	15
Service workers, shop and market sales workers Major Occupational Group	7
House Stewards, Caterers, Waiters And Related Workers	4
Personal and protective services workers	3
Craft And Related Trades Workers Major Occupational Group	88
Extraction And Building Trades Workers	66
Metal, machinery and related trades workers	22
Plant and machine operators and assemblers Major Occupational Group	2
Drivers and mobile machinery operators	2
Elementary occupations Major Occupational Group	2
Sales and services elementary occupations	2
Grand Total	4954

Appendix 1: Vacancies by Major and sub major occupational

Major Occupational Group and County	Vacancies
Legislators, Administrators And Managers	360
Baringo	2
EAC	6
Embu	5
Isiolo	7
Kajiado	1
Kakamega	2
Kericho	1
Kiambu	2
Kilifi	6
Kirinyaga	2
Kisumu	9
Kwale	5
Laikipia	15
Makueni	10
Meru	12
Mombasa	2
Nairobi	235
Nakuru	1
Nyandarua	1
Taita taveta	10
Tharaka Nithi	22
Uasin gishu	4
Professionals	2847
EAC	14
Embu	1
Kakamega	1
Kericho	9
Kilifi	118
Kirinyaga	2
Kisumu	7
Kwale	4
Laikipia	20
Meru	29
Mombasa	26
Nairobi	1711
Nakuru	1
Nyeri	320
Taita taveta	61

Appendix 2: Vacancies by County and Occupational Major Group

Tharaka Nithi	508
Uasin gishu	15
Technicians And Associate Professionals	1628
EAC	3
Kakamega	2
Kericho	20
Kilifi	3
Kisumu	35
Kwale	23
Laikipia	11
Machakos	26
Meru	8
Mombasa	1
Nairobi	1475
Nakuru	1
Nyeri	1
Taita taveta	1
Tharaka Nithi	5
Uasin gishu	13
Secretarial, Clerical Services And Related Workers	20
Kiambu	2
Kisumu	1
Kwale	3
Laikipia	2
Mombasa	3
Nairobi	7
Uasin gishu	2
Service Workers , Shop And Market Sales Workers	7
Machakos	2
Nairobi	3
Nyeri	1
Tharaka Nithi	1
Craft And Related Trades Workers	88
Mombasa	30
Nairobi	58
Plant and Machine Operators and assemblers	2
Nairobi	2
Elementary occupations	2
Taita taveta	2
Grand Total	4954

Distribution of Economic Activities by County	Vacancies
Accommodation and food service activities	6
Meru	6
Activities of Extraterritorial Organizations and bodies	1695
EAC	1
Mombasa	1
Nairobi	1377
Nyeri	10
Taita taveta	6
Tharaka Nithi	300
Administrative and Support Service activities	538
Embu	2
Isiolo	1
Kakamega	1
Kilifi	1
Kwale	5
Makueni	3
Nairobi	523
Uasin gishu	2
Agriculture, Forestry and Fishing	36
Kilifi	1
Kirinyaga	1
Kisumu	1
Nairobi	33
Arts, Entertainment and Recreation	4
Nairobi	4
Construction	6
Kirinyaga	1
Meru	1
Nairobi	4
Education	557
Kakamega	1
Kiambu	4
Kilifi	100
Kisumu	34
Machakos	25
Meru	28
Nairobi	77

Appendix 3: Vacancies by Economic Activity and County

Taita taveta	60
Tharaka Nithi	226
Uasin gishu	2
Financial and Insurance activities	54
Isiolo	1
Kericho	1
Kisumu	2
Kwale	2
Mombasa	3
Nairobi	37
Uasin gishu	8
Human health and Social work activities	94
Kisumu	2
Kwale	2
Machakos	3
Nairobi	80
Nyeri	1
Tharaka Nithi	5
Uasin gishu	1
Information and communication	1013
Kisumu	2
Nairobi	1009
Taita taveta	2
Computer programming, consultancy and related activities	13
Nairobi	13
Manufacturing	28
Embu	2
Mombasa	1
Nairobi	23
Nakuru	1
Tharaka Nithi	1
Mining and Quarrying	1
Nairobi	1
None	3
Meru	1
Nairobi	2
Other service activities	225
EAC	6
Kericho	20
Kilifi	1
Laikipia	13

Meru	9
Mombasa	1
Nairobi	169
Taita taveta	6
Professional, scientific and technical activities	63
Embu	1
Isiolo	5
Kisumu	4
Kwale	1
Laikipia	1
Mombasa	26
Nairobi	25
Public Administration and Defense; Compulsory social security	565
Baringo	2
Kajiado	1
Kakamega	3
Kericho	9
Kilifi	24
Kirinyaga	2
Kisumu	5
Kwale	25
Laikipia	34
Makueni	6
Meru	4
Mombasa	30
Nairobi	82
Nakuru	1
Nyandarua	1
Nyeri	311
Tharaka Nithi	4
Uasin gishu	21
Transportation and storage	15
Nairobi	15
Water supply, Sewarage, Waste management and Remediation activities	38
EAC	16
Embu	1
Kisumu	2
Makueni	1
Nairobi	17
Nakuru	1
Grand Total	4954