

**AN INVESTIGATION ON SOCIO-ECONOMIC FACTORS LEADING TO ALCOHOL
ABUSE AMONG THE YOUTHS; THE CASE OF DANDORA ESTATE.**

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ABSTRACT

The research study was aimed to explore socio-economic factors leading to alcohol abuse among the youths with reference to youths in Dandora Estate in Nairobi County. The specific objectives of the study were to identify the social causes of alcohol abuse among the youths, to establish the economic causes of alcohol abuse among the youths and to come up with recommendation on how to prevent the youths from engaging in alcohol abuse. The study was significant to the management of County Government of Nairobi, policy makers, youths, national government and other researchers.

The study covered a population of 150 youths in Dandora Estate comprising of 90 males and 60 females and use stratified random sampling where thirty three percent of the entire target population formed the sample size of 30 males and 20 females of the study. Data was collected from both primary and secondary sources whereby questionnaires and literature reviewing was done respectively so as to get detailed information.

The study showed that social factors, economic factors lead to alcohol abuse in Dandora and prevention mechanisms can help curb alcohol abuses. Based on the findings of the research undertaken, recommendation for further study include; parent education, mentorship programmes, character education and stiffer penalties which are still very low in the region and hence there is a paucity of sufficient literature concerning the impact of alcohol abuse in Africa. The study recommends that further investigation on the impact of using and abusing alcohol and relating it to performance of the youths in Kenya should be carried out. This will give room for comparison of factors associated with high rate of alcohol abuse among the youths.