

## Abstract

There have been several promises made in favor of the youth in Kenya including ksh.1 billion Fund and a fully fledged ministry which were among the items on the Kenyan youth achievement list (Guchu Ndung'u ,2006). Youth employment international summit (YES ) resolutions coupled with NARC illusory pre-election pledge of 500,000 jobs still fresh in our memories ,let alone the job discrimination in the name of prior years'' experience as a prerequisite for employment. Purpose of study was to establish how various factors affect the youth's habits towards entrepreneurial opportunities in Kenya. The paper aims at capturing different views that youth hold as regard the variables of interest. From the findings, study concludes that entrepreneurship has a generally wide recognition and acceptance amongst the youth and that majority of the youth have a high preference for entrepreneurship. Given a chance, they most probably will indulge in own businesses venture.