MEDIA
COUNCIL OF KENYA

STATE OF THE MEDIA
SURVEY REPORT 2021

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ABBREVIATIONS AND ACRONYMS

BBC:	British Broadcasting Corporation
CAPI:	Computer Assisted Personal Interviewing
FM:	Frequency Modulation
KBC:	Kenya Broadcasting Corporation
KTN:	Kenya Television Network
MCK:	Media Council of Kenya
SPSS:	Statistical Package for Social Sciences
TV:	Television

ACKNOWLEDGEMENT

Every year the Media Council of Kenya conducts an annual review of the performance and the public opinion of the media as per the Media Council Act 2013, Sec 6 (i). This survey was carried out towards the end of 2021 and launched in an event attended by media and various stakeholders in Nairobi.

The Council wishes to appreciate everyone who took part in the process, from the drafting of the tool, validation to administering the same. To begin with, the following individuals are appreciated for their time in ensuring the tool was updated and captured nuances from various stakeholders.

Secondly, we appreciate departmental staff led by Manager, Research Planning and Strategy Mr Mutisya Leo Manager and Senior Officer, Research Planning and Strategy Mr Jacob Nyongesa who were instrumental in coordinating this process from the beginning to the very end, ensuring diligent process management, research oversight and the dissemination of the final findings to the public. MCK monitors, media analysts and regional coordinators are cherished for shadowing the data collection process to ensure delivery and quality.

We appreciate Mr Victor Bwire, Director, Media Training and Development for his guidance in the process. We acknowledge the sustained inspirational leadership of the Media Council of Kenya CEO Mr David Omwoyo. His unrivalled leadership has ensured continued funding for conducting this and similar surveys, thereby promoting a vibrant and professional sector.

We appreciate the technical input of Phoward Solutions led by Mr Joshua Owuoche Obuya as the lead consultant and the CEO Mr Moses Wadeguh who administered the survey as was mandated. Their leadership and the wisdom displayed by their technical team are highly appreciated. Further on technical input, we appreciate Mr Timothy Mutunga of Egerton University for interpreting the qualitative data using AI-powered tools thereby devolving various meanings as presented in the last section.

We acknowledge Mr David Omwoyo, Mr Victor Bwire, Mr Leo Mutisya, Mr Jacob Nyongesa, Mr Jerry Abuga, Ms Lorine Achieng, Ms Julie Otieno, Ms Devina Okoth and Mr Wilbur Alusiola for the technical editing, design, and quality control support.

FOREWORD

Media consumption has changed significantly in the last two years globally, pushing media outlets to constantly look for ways to innovate to remain afloat. Today, media performance has been influenced by several factors including technology, media convergence and socio-economic and political dynamics. The COVID-19 pandemic made a bad situation worse.

Going digital has changed media consumption patterns, and, with superior interactivity, is providing audiences with much more control and wider choices on engaging with content. However, while growth of the Internet has opened up more platforms for distribution of differing viewpoints, the fact is that mainstream media brands and services still dominate consumption patterns. It is true that majority of citizens not only rely on radio, television and newspapers for news and views but also look towards the Internet as a progressively important source of media provision.

Pursuant to its media regulation mandate, every year the Media Council of Kenya conducts an annual review of the performance and the public opinion of the media. This is a critical representation of media consumption patterns in the country. This publication therefore serves as the scorecard of Kenya's media sector. This survey also guides the Council's programmatic interventions in promoting professionalism in the media.

Kenya has a vibrant media environment which has enabled it to host over 130 TV stations, 200 radio stations, 100 print publications and two hundred online media platforms. From the survey, it is notable that broadcast media has remained in the lead, with radio leading TV for the last two years. Even as broadcast media thrives as a preferred mode of communication, print media has continued to be the lowest despite being one of the oldest modes of communication. This calls for innovation and development of customer-centric market driven products that will not only guarantee wide readership but also takes care of sustainability.

What this says of the various audiences is that a more professional approach to the media is key in ensuring media viability and sustainability. A professional media that adheres to journalistic ethics coupled with innovation will always be assured of its audience base.

Two years ago, 48 percent of Kenyans exuded 'a lot of trust' in media. This fell by 13 per cent in 2020 to 35 percent and wanes by the day. The survey conducted in 2021 showed that only 23 percent of Kenyans have 'a lot of trust' in media – a whopping 25 per cent drop. This a worrying trend as the media is entrusted by the public to provide accurate information across all spheres.

Media audience can be complicated especially with the advent of social media, which came with exigencies of misinformation and amplification of gossip previously restricted to grapevine columns of local newspapers. Our media should innovate approaches that will aid in enhancing public trust in the media. The media should uphold adherence to journalistic ethics and programming codes that guide media operations in Kenya and put the consumers' interest first by ensuring their rights are upheld through professional engagements. In line with its watchdog role, the media should protect audiences/ consumers from inappropriate and misleading content including adverts.

The Media Council of Kenya will continue promoting professionalism in the media through its various interventions; to boost public confidence in the media and Kenya's standing in the global rankings.

David Omwoyo Omwoyo

Chief Executive Officer and Secretary to the Council

EXECUTIVE SUMMARY

The survey managed to collect data from 3,589 respondents from all the 47 counties in Kenya, which surpassed the targeted sample size of 3,512 by 77 responses.

63% were from rural areas while 37% were from urban areas. 57% were male respondents while 43% were female respondents.

The survey found that 58% of Kenyans interviewed consume TV content on a typical day. This translates to approximately 16,740,493 Kenyans aged above 15 years who consume TV content. This is a drop from 74% of the respondents recorded in the 2020 survey.

Across the regions, 60% of persons in North Eastern, 57% of people in Western, 45% of people in Nyanza and 42% of people in Coast regions do not consume TV content.

The average time per day spent watching TV was calculated to 2 hours. This is lower than the global average time spent watching TV, which is 3 hours, 24 minutes.

Approximately 19% and 64% of the people access TV content via Pay TV decoders and free to air set top boxes.

The most watched content on TV includes news, entertainment, religious and sports content, with at least 11% of all the mentions made by respondents.

A total of 70% of the content consumed is on local TV content, compared to 30% of foreign TV content.

Citizen TV, KTN Home and NTV had 27%, 11% and 9% of all the mentions respectively, as one of the 3 most watched TV channels by respondents. Some of the respondents could not however distinguish between KTN Home and KTN News.

Across the country, radio content is consumed by 74% of Kenyans on a typical day. This translates to approximately 21,459,073 Kenyans who consume radio content. This proportion is not different from the proportion recorded in 2020 survey.

The average time per day spent listening to radio was calculated to 2 hours. This is higher than the global average time spent on listening to radio, which is 1 hour.

Across the regions, North Eastern has the lowest levels of listenership at 57%, followed by Coast region at 63% and Nairobi at 69%.

83% of the respondents accessed radio content via FM radio receiver devices and mobile phones, 13% via set top boxes while 4% accessed radio content via digital apps and online platforms.

Radio content is mainly consumed for news, entertainment, with 15% and 14% of all the mentions, respectively.

72% of the mentions on radio content consumed are on local content, while 28% are on foreign content.

Five radio stations were mentioned as among the top 3 most listened to radio stations in Kenya. These include Radio Citizen (12%), Radio Jambo (10%), Kameme FM (7%), Radio Maisha (6%) and KBC Radio (5%).

Only 25% of the respondents interviewed consume print media content. This translates to approximately 7,222,810 Kenyans who can get access newspaper content. This proportion is not different from the proportion recorded in the 2020 survey.

Only 46% of the respondents purchase hard copy newspapers, while 27% access them via online subscriptions. Pdf versions are least in circulation, not exceeding 2%, while 27% of the newspapers are accessed online via websites.

The top three reasons that make people buy newspaper content are news (31%), politics (26%) and sports (20%) content.

The newspaper mainly read by respondents is the Nation Newspaper (59%) followed by the Standard Newspaper (28%) and the People Daily (5%).

12% of all the respondents admitted to consuming online news content, which is approximately 5 million Kenyans. The most visited news website is Tuko website (18%), followed by Standard Media Group company websites (11%) and the Nation Media Group websites and Social Media pages (each at 7%).

35% of the respondents cited the television as the main source of news, 31% cited radio, 24% cited social media, 4% cited friends and family, 3% cited online news websites while 1% cited social media icons and newspapers.

Approximately 77% of social media users use social media platforms for at least 3 hours in a day.

Entertainment had 22% of the mentions as the main use of social media. News and networking were next in line, with 20% and 18% of the mentions, respectively.

The average time spent on social media platforms by the respondent was calculated to approximately three hours per day. This is higher than the global average time spent on social media, which was 2 hours 24 minutes.

WhatsApp, Facebook and YouTube emerged as the most used social media platforms among respondents with 27%, 26% and 16% of all the mentions.

56% of the mentions on how social media platforms are accessed were alluded to smartphones, 24% to desktops, 11% on normal handsets with internet and 2% on smart TVs and watches.

24% of the respondents had little or no trust in the media, while 23% of the respondents have a lot of trust in media. 53% of the respondents had some trust with the media, showing scepticism with media content.

The overall trust rating on all media platforms averaged 63%. Television had the highest rating at 69% followed by radio at 68%. Online news websites had the lowest rating at 56%.

12% of the respondents expressed having concerns, while 88% did not.

INTRODUCTION

1.1. Background

The Media Council of Kenya (MCK) is an independent national institution established by the Media Council Act 2013, to set media standards and ensure compliance as set out in Article 34(5) of the Constitution. The Council is tasked with among others, the following:

Promoting and protecting freedom and independence of the media and assuring protection of the rights and privileges of journalists in the performance of their duties among others.

Conducting an annual review of the performance and public opinion of the media and publish the results in at least two daily newspapers of national circulation.

The current position is majorly attributed to the impact of Covid-19 on the sector and political influence over media. The Constitution of Kenya (2010) may guarantee freedom of information, yet in practice accessing that information from the Government often proves to be difficult for the media. Article 35 states that "every citizen has a right to access information held by the state or any other person".

A truly free and independent media can play a critical role in disseminating the information needed by the public to make informed decisions regarding their lives. This has been echoed by the United Nations General Assembly which called for an expansion of the media in developing nations.

According to the 2021 World Press Freedom Index prepared by Reporters Without Boarders, Kenya is ranked at position 102 out of 180, with a score of 33.65. This is a small improvement from position 103 in 2020. One of the contributors to the score is the great deal of influence exercised by politicians of the media, that lead to media self-censorship to avoid annoyance or jeopardise income sources.

1.2. Media Consumption Habits Overview

Most research on media has been hinged on gratification theory which focuses on how people use media to meet their needs and fulfil personal value interests (Albarran, et al, 2007; Papacharissi, 2009). Gora (2017) notes that media uses depend on perceptions, selectivity and previously held values and beliefs. People choose to consume media content based on a goal that could be met by the media of choice. These needs could vary within an individual or group, leading to a variety of consumption habits in a population.

Technology has increased access to the media across the world. Increase in mobile phones and internet penetration in the country has led to a new mode of consuming media content that was not existing in the past. This has led to more personalised media consumption and possible changes in media consumption habits.

As rapid changes, directly and indirectly driven by technology, are observed in the media space, there is need to follow trends as closely as possible to inform relevant and appropriate decision. This is one of the main reasons that makes this study necessary.

1.3. Objectives of the Survey

The main objective of the assignment is to determine the overall state of media consumption in Kenya.

Specific objectives include but not limited to:

1. Establish number of Kenyans using broadcast media platforms
2. Determine number of Kenyans using print media platforms
3. Establish various indicators in the usage of internet, digital and social media platforms in Kenya
4. Gauge the level of trust Kenyans have in the media
5. Ascertain the main sources of news for Kenyans

RESEARCH METHODOLOGY

2.1. Our Approach

To meet the requirements of the study, the consultant used quantitative and qualitative approach. This allowed for the complete gathering of statistical data that was easy to analyse and interpret.

2.2. Target Population and Sample Sizes

2.2.1 Target Population

The state of media survey sought to establish number of Kenyans using broadcast media, print media platforms and various indicators in the usage of internet, digital and social media platforms in Kenya. The survey targeted Kenyans aged 15+ years living in rural and urban domains. To implement the sample, the official 2019 Kenya Housing and Populations Census data were used.

2.2.2 Target and Achieved Sample Size

The sample size considered for this study was n>3,000. This sample size was deemed adequate for delivering the objectives of this study. The precision or the margin of error of this sample size, from the sample design and other random effects was calculated at 98% confidence level. The sample was designed to provide estimates at County and urban/ rural domains. The margin of error was higher for subsample estimates.

The sample size was calculated using the following formula:

n=(NZ^2 pq)/({E^2 (N-1)}+Z^2 pq)

Where:

n is the required sample size

N is the population size

p and q are the population proportions. (set at 0.5 each)

Z is the value that specifies the level of confidence. The defined levels of confidence for surveys in this case 98%.

E sets the accuracy of your sample proportions. In this case 2%

This gave a sample size of 3,381respondents and adjusted to 3,512 respondents. The distribution of the target sample size is illustrated in Table 1 below:

	County	Population			PPS			Overall Sample Size		
		Urban	Rural	Total	Urban	Rural	Total	Urban	Rural	Total
Central	Kiambu	1,706,111	711,450	**2,417,561**	121	51	**172**	121	51	**172**
	Kirinyaga	129,547	474,187	**603,734**	9	34	**43**	10	34	**44**
	Murang'a	112,734	938,213	**1,050,947**	8	67	**75**	10	67	**77**
	Nyandarua	61,693	571,754	**633,447**	4	41	**45**	10	41	**51**
	Nyeri	214,032	608,409	**822,441**	15	43	**59**	15	43	**59**
Coast	Kilifi	351,955	1,059,899	**1,411,854**	25	75	**101**	25	75	**101**
	Kwale	167,488	740,389	**907,877**	12	53	**65**	12	53	**65**
	Lamu	38,446	105,474	**143,920**	3	8	**10**	10	10	**20**
	Mombasa	1,208,333	-	**1,208,333**	86	-	**86**	86	-	**86**
	Taita/Taveta	93,774	246,897	**340,671**	7	18	**24**	10	18	**28**
	Tana River	44,394	240,221	**284,615**	3	17	**20**	10	17	**27**

Eastern	Embu	74,237	532,675	**606,912**	5	38	**43**	10	38	**48**
	Isiolo	130,072	142,333	**272,405**	9	10	**19**	10	10	**20**
	Kitui	48,507	1,082,168	**1,130,675**	3	77	**81**	10	77	**87**
	Machakos	407,335	1,007,854	**1,415,189**	29	72	**101**	29	72	**101**
	Makueni	83,818	910,577	**994,395**	6	65	**71**	10	65	**75**
	Marsabit	107,239	352,546	**459,785**	8	25	**33**	10	25	**35**
	Meru	131,367	1,406,796	**1,538,163**	9	100	**110**	10	100	**110**
	Tharaka-Nithi	32,743	360,434	**393,177**	2	26	**28**	10	26	**36**
Nairobi	Nairobi City	4,397,073	-	**4,397,073**	313	-	**313**	313	-	**313**
North Eastern	Garissa	236,854	630,463	**867,317**	17	45	**62**	17	45	**62**
	Mandera	270,467	596,990	**867,457**	19	43	**62**	19	43	**62**
	Wajir	177,174	604,089	**781,263**	13	43	**56**	13	43	**56**
Nyanza	Homa Bay	113,079	1,018,871	**1,131,950**	8	73	**81**	10	73	**83**
	Kisii	157,169	1,115,450	**1,272,619**	11	79	**91**	11	79	**91**
	Kisumu	443,705	714,668	**1,158,373**	32	51	**82**	32	51	**82**
	Migori	167,200	949,236	**1,116,436**	12	68	**80**	12	68	**80**
	Nyamira	35,187	558,540	**593,727**	3	40	**42**	10	40	**50**
	Siaya	82,087	907,766	**989,853**	6	65	**70**	10	65	**75**
Rift Valley	Baringo	65,283	591,474	**656,757**	5	42	**47**	10	42	**52**
	Bomet	24,481	847,718	**872,199**	2	60	**62**	10	60	**70**
	Elgeyo Marakwet	20,579	433,901	**454,480**	1	31	**32**	10	31	**41**
	Kajiado	606,326	495,218	**1,101,544**	43	35	**78**	43	35	**78**
	Kericho	87,376	808,239	**895,615**	6	58	**64**	10	58	**68**
	Laikipia	60,346	391,200	**451,546**	4	28	**32**	10	28	**38**
	Nakuru	1,049,637	1,115,122	**2,164,759**	75	79	**154**	75	79	**154**
	Nandi	56,988	826,232	**883,220**	4	59	**63**	10	59	**69**
	Narok	99,871	1,057,521	**1,157,392**	7	75	**82**	10	75	**85**
	Samburu	47,132	263,195	**310,327**	3	19	**22**	10	19	**29**
	Trans Nzoia	178,734	811,607	**990,341**	13	58	**71**	13	58	**71**
	Turkana	140,791	786,185	**926,976**	10	56	**66**	10	56	**66**
	Uasin Gishu	517,092	652,981	**1,170,073**	37	47	**83**	37	47	**83**
	West Pokot	31,841	589,400	**621,241**	2	42	**44**	10	42	**52**
Western	Bungoma	190,112	1,480,458	**1,670,570**	14	105	**119**	14	105	**119**
	Busia	111,481	779,928	**891,409**	8	56	**63**	10	56	**66**
	Kakamega	173,290	1,682,239	**1,855,529**	12	120	**132**	12	120	**132**
	Vihiga	59,294	531,629	**590,923**	4	38	**42**	10	38	**48**
	TOTAL	**14,744,474**	**32,732,596**	**47,477,070**	**1,050**	**2,331**	**3,381**	**1,179**	**2,333**	**3,512**

Table 1: Respondents Target Sample Distribution

2.3 Data Collection

We used Computer Assisted Personal Interviewing (CAPI) or Mobile Data Collection which allows for quantitative data to be collected using smart phones. It replaces the Pen and Paper interviewing method. Data collection questionnaire was scripted on Kobo platform. This allowed for daily monitoring of submitted data and promptly spot any issues therein.

The questionnaire was scripted onto Kobo platform and loaded to each enumerator's phone during training. Enumerators then piloted the tool and ensured that everything was working as intended. During data collection interview geolocation points were recorded and at the end of each day, data was uploaded to the server. Submitted data were then reviewed and validated to ensure quality measures are adhered to.

The survey managed to collect data from 3,589 respondents, which surpassed the targeted sample size of 3,512 by 77 responses.

2.4 Data Analysis

Upon completion of data collection, data was to be processed and analysed using Microsoft Excel and Statistical Package for Social Sciences (SPSS). This was the consultant's choice because the team's interaction with the software over time has led to enhanced proficiency with each software in various tasks. The goal of data processing was to clean data: check for inconsistencies, anomalies, missing values and outliers.

Quantitative data provided numerical values to selected responses emanating from a predetermined list of closed-ended questions. Using a scale, respondents were expected to rate levels of various factors identified in the survey. Descriptive statistics were created to identify a pattern of the data and consistency of the responses in each of the factors assessed.

The outcome of the data analysis were summary tables, charts and graphs that have been compiled into this detailed report and presentation.

SURVEY FINDINGS

3.1 Demographics

In this survey, a total of 3,589 responses were collected from all the 47 counties in the country. 63% were from rural areas while 37% were from urban areas. 57% were male respondents while 43% were female. The modal age group was 25 to 29 years, accounting for 25% of all responses, followed by 30 to 34 years at 18% and 18 to 24 years at 16%. Respondents below 18 years and those above 49 years accounted for 12% of all the respondents. This breakdown is illustrated in table 2.

Category	Sub-Category	Responses	Percentage
Locality	Urban Area	1323	37%
	Rural Area	2266	63%
Gender	Male	2038	57%
	Female	1551	43%
Age group	15- 18	66	2%
	18-24	579	16%
	25-29	887	25%
	30-34	637	18%
	35-39	528	15%
	40-44	329	9%
	45- 49	205	6%
	50-55	172	5%
	56-59	65	2%
	60+	121	3%
Level of Education	No formal education	254	7%
	Primary	597	17%
	Secondary Certificate	1456	41%
	Diploma	797	22%
	Bachelor's degree	466	13%
	MA	16	0.4%
	PhD	3	0.1%
	Student	347	10%

Table 2: Demographics: Age, Gender, Locality and Education Level

Persons self-employed in the informal sector accounted for 26% of all the respondents, while those retired accounted for 2% of the respondents. Looking at religion, protestants accounted for 50% of the respondents, while atheists accounted for less than 1% of the respondents. Persons from households with less than KShs 30,000 accounted for 78% of the respondents while those earning more than KShs 100,000 were less than 2% of the respondents. Persons living with disability who participated in the survey were 2%, as shown in table 3.

Category	Sub-Category	Responses	Percentage
Employment Status	Self-employed (Formal)	537	15%
	Self-employed (Informal)	937	26%
	Employed	788	22%
	Unemployed	923	26%
	Retired	57	2%

Religion	Catholic	891	25%
	Protestant	1807	50%
	Muslim	446	12%
	Hindu	7	0.2%
	SDA	313	9%
	No religion	108	3%
	Atheist	4	0.1%
	Other	3	0.1%
	Anglican	10	0.3%
Income Bracket	Under KES 30,000	2789	78%
	KES 30,001 – 40,000	468	13%
	KES 40,001- 70,000	193	5%
	KES 70,001- 100,000	88	2%
	KES 100,001-150,000	35	1%
	KES 150,001 – 250,000	8	0.2%
	Over KES 250,000	8	0.2%
Living with disability status	Yes	86	2%
	No	3503	98%

Table 3: Demographics: Employment Status, Religion, Income Bracket, Disability Status

3.2 TV Content Consumption

The survey found that 58% of Kenyans interviewed consume TV content on a typical day. This translates to approximately 16,740,493 Kenyans above 15 years old who consume TV content. A bigger proportion of people in rural areas, 46%, do not consume TV content, compared to 35% of respondents in urban areas. The modal time spent watching TV is 1 to 2 hours on a typical day, mentioned by an average of 19% of the respondents. An average of 22% of the respondents watch TV content for more than three hours, while an average of at least 16% consume TV content for less than two hours on a typical day. A bigger proportion of people in urban areas consume TV content for a longer period compared to those in rural areas, as shown in figure 1.

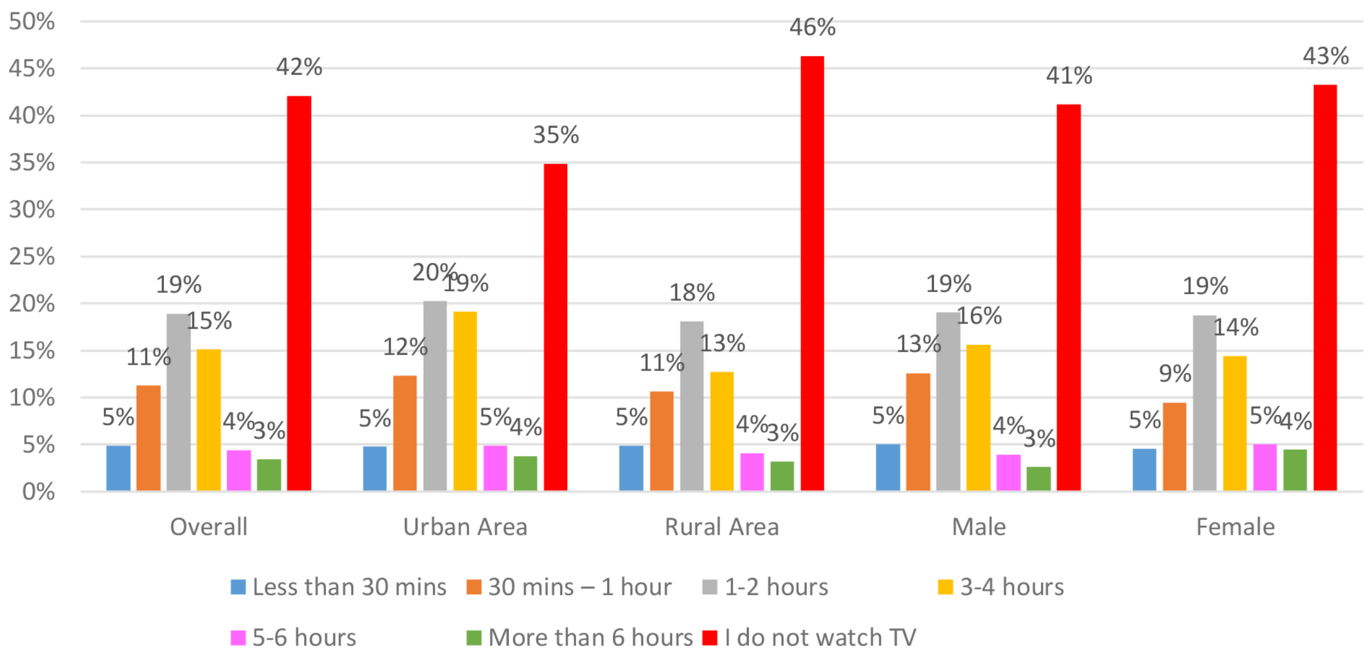

Figure 1: Time Spent Watching TV on a Typical Day

Across the regions, 60% of persons in North Eastern, 57% of people in Western, 45% of people in Nyanza and 42% of people in Coast regions do not consume TV content. The remaining regions have less than 40% of people in the regions not consuming TV content, as shown in figure 2.

The average time per day spent watching TV was calculated to 2 hours. This is lower than the global average time spent watching TV, which is 3 hours, 24 minutes (Kemp 2021).

Apart from people in North Eastern region, 15% to 23% of people from other regions consume TV content for one to two hours. Only 13% of people in North Eastern and 16% of people from Western regions consume TV content for more than 3 hours, while the rest of the regions have at least 20% of the people consuming TV content for more than 3 hours on a typical day. Nairobi has the highest proportion of people consuming TV content for more than 3 hours at 33%.

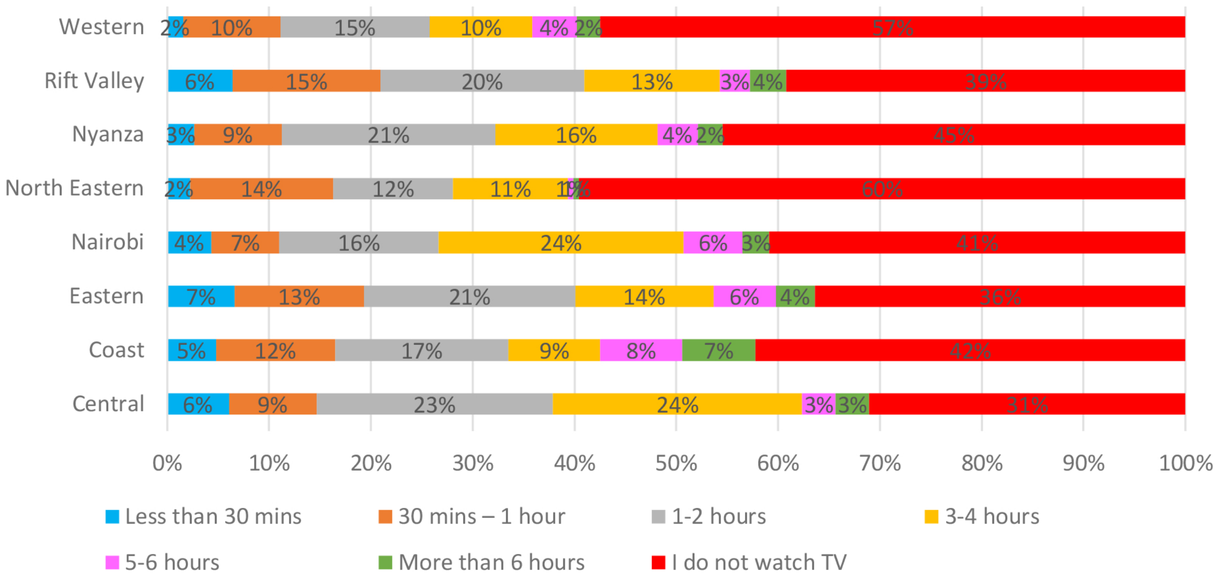

Figure 2: Time Spent Watching TV on a Typical Day by Region

3.2.1 How Consumed TV Content is accessed

When respondents were asked how the consumed TV content was accessed, approximately 19% and 64% of the people access content via Pay TV decoders and free to air set top boxes. An average of 13% and 4% of the respondents accessed TV content via digital/smart TV and internet platforms, respectively. Across the demographics, there is little variation in proportions on how TV content is accessed, except for persons in urban and rural areas, as shown in figure 3.

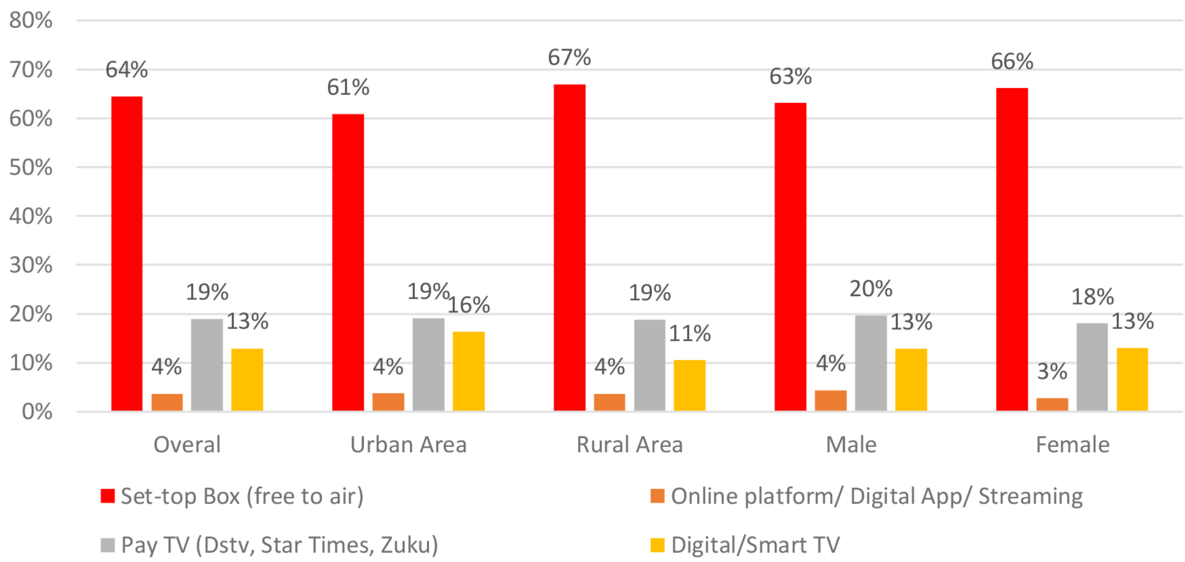

Figure 3: How TV Content is Accessed

Across income levels, at least 50% of people with household incomes below KShs 250,000 consume TV content via free to air TV decoders. From the findings in figure 4, streaming content via online platforms is more popular among people with incomes above KShs 250,0000.

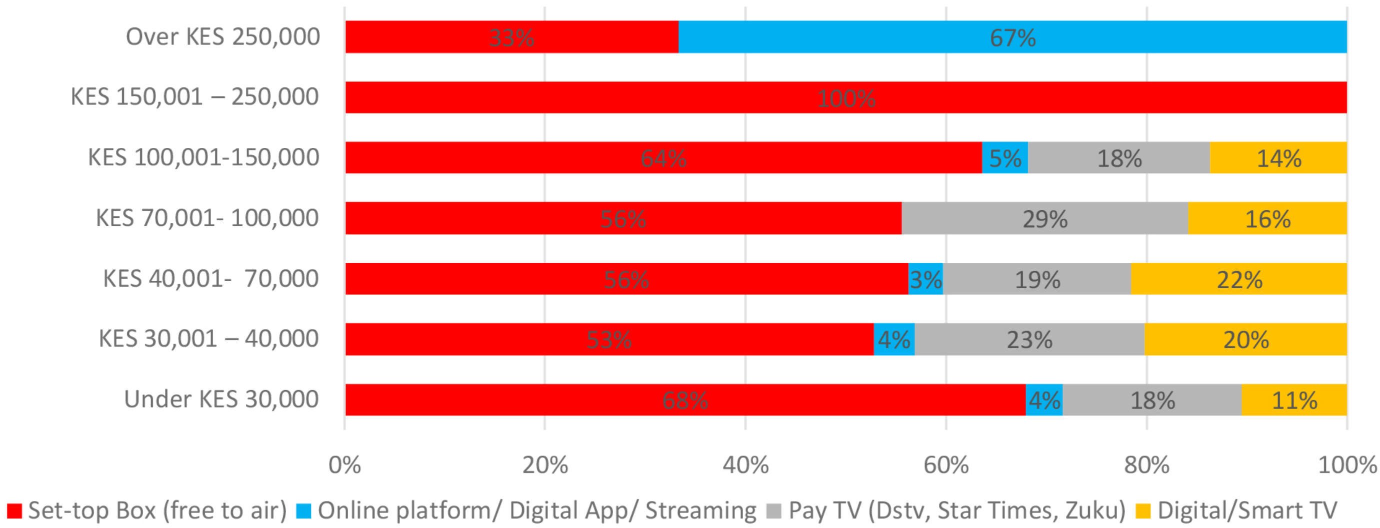

Figure 4: How TV Content is Accessed by Income Bracket

3.2.2 Categories of TV Content Consumed

Looking at the content consumed, the most watched content on TV includes news, entertainment, religious and sports content. These types of content had at least 11% of all the mentions made by respondents. For news and entertainment content, there is not much variation in the proportion of people from rural and urban areas consuming this content. On the other hand, there's a 1.4% difference in the proportions of these groups when it comes to sports and religious content, as shown in figure 5. Reality shows are the least popular content among Kenyans and is consumed more by people in urban areas compared to those in rural areas.

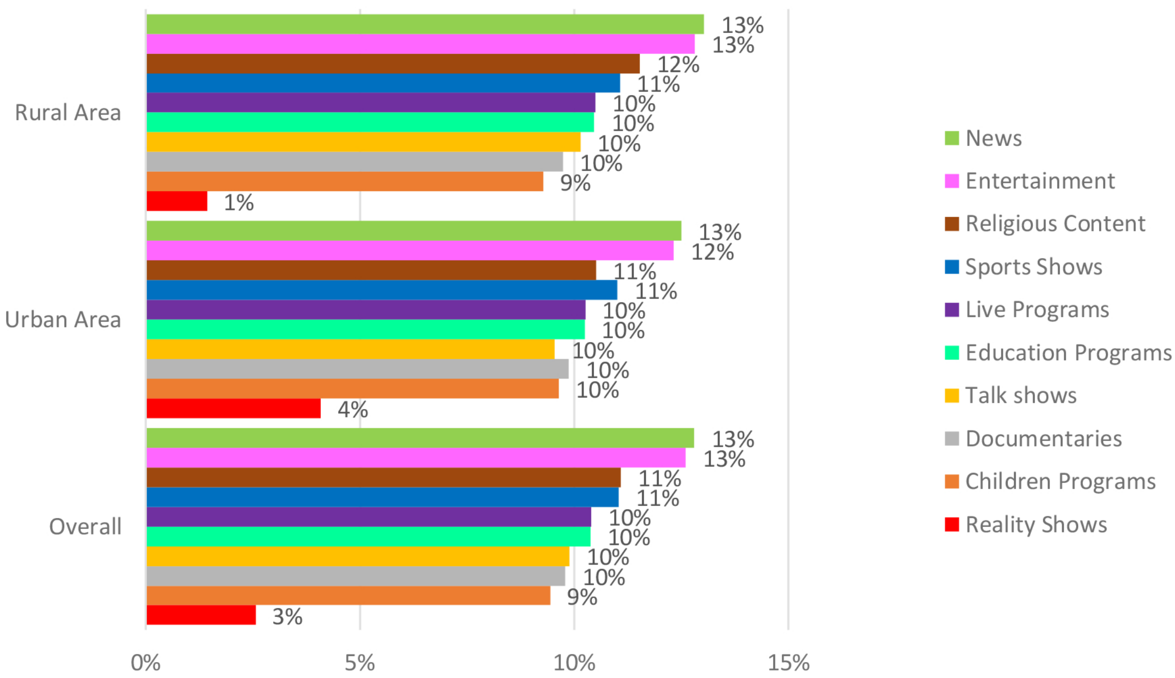

Figure 5: TV Content Categories Consumption

Looking at content consumption across various age groups, more people below 18 years consume entertainment content compared to other types of content. As the age groups progress, proportions of people consuming other content increase. Sports shows are notably common at fairly equal magnitude across all ages, 10%-11%, showing that consumption of sports content is consistent across all age groups, as shown in table 4.

Table 4 also shows that biggest proportion of persons aged between 25 to 29 and 35 to 39 years are among leaders in consumption of 9 out of 10 different types of content on TV. Groups that follow closely do not exceed 55 years. These could be the driving groups of media content consumption.

	Overall	15-18	18-24	25-29	30-34	35-39	40-44	45-49	50-55	56-59	60+
Mentions (n)	15,884	216	2,425	4,252	3,077	2,595	1,440	725	593	204	357
News	13%	14%	13%	12%	13%	12%	13%	13%	14%	14%	15%
Entertainment	13%	17%	13%	12%	13%	12%	13%	13%	14%	13%	14%
Religious Content	11%	9%	11%	11%	11%	11%	11%	11%	12%	12%	12%
Sports Shows	11%	11%	11%	11%	11%	11%	11%	11%	10%	11%	9%
Live Programmes	10%	10%	10%	10%	10%	11%	10%	10%	10%	11%	11%
Education Programmes	10%	11%	10%	10%	10%	11%	10%	10%	10%	9%	11%
Talk shows	10%	8%	9%	10%	10%	10%	10%	11%	10%	10%	11%
Documentaries	10%	8%	9%	10%	10%	10%	10%	10%	9%	9%	9%
Children Programmes	9%	11%	9%	10%	9%	10%	9%	9%	9%	8%	9%
Reality Shows	3%	2%	4%	3%	2%	2%	2%	2%	1%	3%	1%

Table 4: TV Content Category Consumption by Age Groups

3.2.3 Foreign vs Local TV Content

Looking at the source of the content consumed, a total of 70% of the content consumed are on local TV content, compared to 30% of foreign TV content. Across main subgroups, no proportions in the subgroups consuming foreign content exceed 20%, which was observed among the male gender, compared to 15% among females.

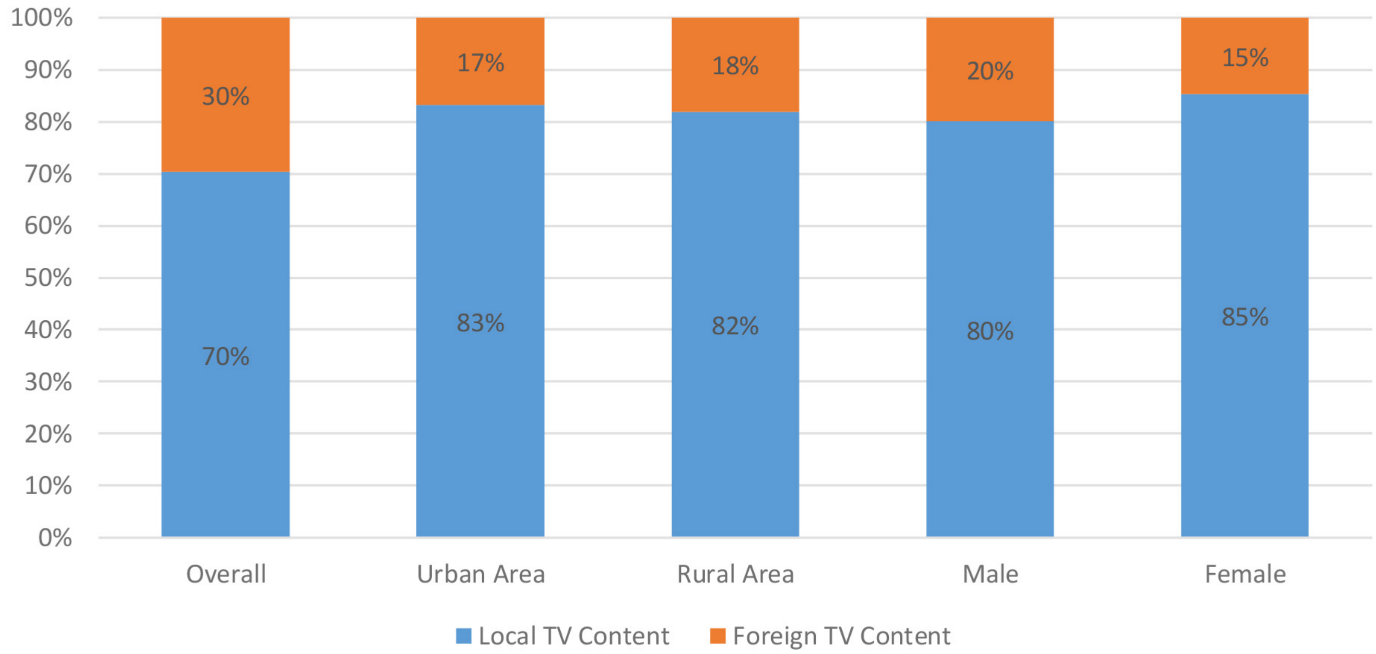

Figure 6: Foreign vs Local TV Content Consumption

Looking at consumption habits across employment status, 10% of those employed consume foreign content, the biggest proportion of them all. Only 0.5% of retired people consume foreign content, as shown in figure 7.

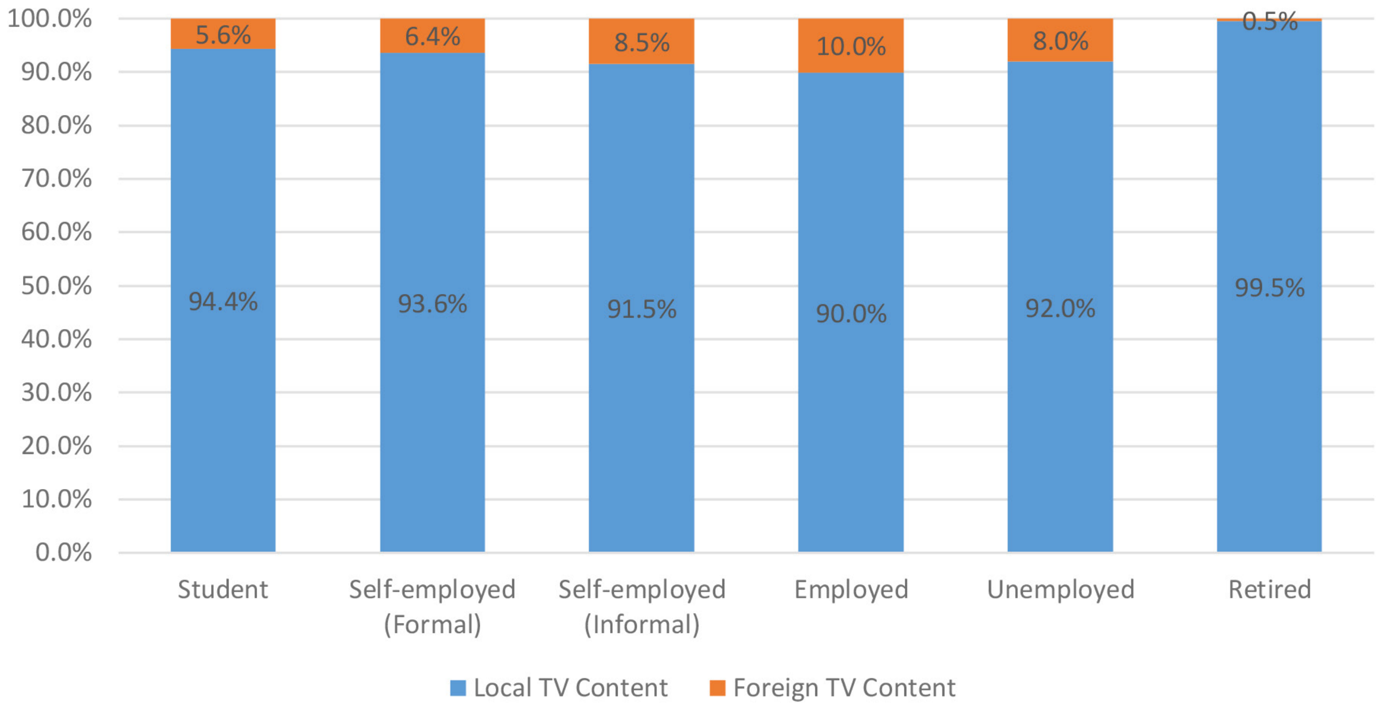

Figure 7: Foreign vs Local TV Content Consumption by Employment Status

Drilling down into the content consumption, a bigger proportion consumes local content compared to foreign content, in all categories except reality shows. For reality shows, 63% of the mentions were on foreign content compared to 37% of the mentions on local content. Less than 35% of the mentions were on foreign content in all categories except for reality shows, sports and documentaries.

Table 5: Foreign vs Local TV Content Category Consumption

		Overall	Locality		Gender	
			Urban Area	Rural Area	Male	Female
News	Mentions (n)	2285	959	1326	1342	943
	Local TV Content	85%	84%	86%	84%	87%
	Foreign TV Content	15%	16%	14%	16%	13%
Entertainment	Mentions (n)	2305	978	1327	1337	968
	Local TV Content	79%	76%	82%	78%	81%
	Foreign TV Content	21%	24%	18%	22%	19%
Documentaries	Mentions (n)	2253	957	1294	1318	934
	Local TV Content	60%	59%	61%	60%	60%
	Foreign TV Content	39%	40%	38%	40%	38%
Education	Mentions (n)	2174	929	1245	1239	935
	Local TV Content	70%	72%	76%	75%	73%
	Foreign TV Content	30%	36%	28%	31%	32%
Talk Show	Mentions (n)	2057	854	1203	1168	889
	Local TV Content	76%	76%	77%	77%	76%
	Foreign TV Content	24%	24%	23%	23%	24%

Sports	Mentions (n)	2563	1101	1462	1588	975
	Local TV Content	57%	54%	60%	56%	60%
	Foreign TV Content	43%	46%	40%	44%	40%
Reality	Mentions (n)	625	452	173	337	288
	Local TV Content	37%	41%	29%	36%	39%
	Foreign TV Content	63%	59%	71%	64%	61%
Children Programmes	Mentions (n)	1986	873	1113	1076	910
	Local TV Content	68%	65%	70%	68%	67%
	Foreign TV Content	32%	35%	30%	32%	33%
Live Events	Mentions (n)	2163	902	1261	1280	883
	Local TV Content	71%	69%	72%	70%	72%
	Foreign TV Content	29%	31%	28%	30%	28%
Religious	Mentions (n)	2369	971	1398	1329	1040
	Local TV Content	71%	68%	73%	71%	71%
	Foreign TV Content	29%	32%	27%	29%	29%

Looking at consumption across employment status, a bigger proportion of students' mentions were on foreign content in most categories compared to other groups. In six out of the ten categories, more than 50% of the students interviewed consume foreign content. Talk shows are the most consumed local content; consumed by 100% of all the respondents interviewed, and accounting for 73% of the mentions on talk shows mentioned.

		Student	Self-employed (Formal)	Self-employed (Informal)	Employed	Unemployed	Retired
News	Mentions (n)	219	398	580	559	495	34
	Local TV Content	78%	85%	88%	84%	86%	88%
	Foreign TV Content	22%	15%	12%	16%	14%	12%
Entertainment	Mentions (n)	230	399	576	567	499	34
	Local TV Content	70%	78%	83%	77%	82%	82%
	Foreign TV Content	30%	22%	17%	23%	18%	18%
Documentaries	Mentions (n)	220	398	531	568	504	35
	Local TV Content	41%	64%	62%	60%	63%	63%
	Foreign TV Content	57%	36%	35%	40%	37%	37%
Education	Mentions (n)	217	381	504	556	483	33
	Local TV Content	75%	76%	74%	72%	76%	77%
	Foreign TV Content	45%	28%	26%	34%	32%	29%
Talk Show	Mentions (n)	182	365	504	527	448	31
	Local TV Content	73%	76%	79%	75%	77%	77%
	Foreign TV Content	27%	24%	21%	25%	23%	23%
Sports	Mentions (n)	223	475	618	660	551	36
	Local TV Content	48%	59%	58%	55%	61%	64%
	Foreign TV Content	52%	41%	42%	45%	39%	36%
Reality	Mentions (n)	110	113	176	141	9	157
	Local TV Content	39%	39%	39%	37%	33%	41%
	Foreign TV Content	61%	61%	61%	63%	67%	59%
Children Programmes	Mentions (n)	177	352	471	498	460	28
	Local TV Content	60%	70%	70%	65%	68%	71%
	Foreign TV Content	40%	30%	30%	35%	32%	29%
Live Events	Mentions (n)	216	381	504	555	474	33
	Local TV Content	62%	74%	75%	68%	71%	73%
	Foreign TV Content	38%	26%	25%	32%	29%	27%
Religious	Mentions (n)	211	414	601	603	505	35
	Local TV Content	65%	73%	72%	69%	72%	77%
	Foreign TV Content	35%	27%	28%	31%	28%	23%

Table 6: Foreign vs Local TV Content Category Consumption by Employment Category

3.2.4 Top 3 Most watched TV Channels

When respondents were asked the TV channels they watch most regularly, Citizen TV, KTN Home and NTV had 27%, 11% and 9% of all the mentions by 2,000 respondents respectively. These TV channels were mentioned as the three most watched TV channels by respondents. TV channels found exclusively on MultiChoice Africa had 5% of the mentions as among the top three channels watched. Table 7 shows the channels that were mentioned as the top three most watched channels.

During data collection, some respondents could not clearly distinguish between KTN Home and KTN News channels. This was noted when respondents only mention KTN as a channel watched but failed to specify which of the two was referred to. In this regard, unless the channel was specified as KTN News, the rest were treated as KTN Home, during data processing, and may fail to give a more accurate presentation of the finding.

	Locality			Gender	
	Overall	Urban Area	Rural Area	Male	Female
Mentions	6088	2584	3504	3478	2610
Citizen TV	27%	26%	27%	27%	26%
Ktn Home	11%	10%	11%	11%	10%
NTV	9%	9%	10%	10%	9%
Inooro TV	6%	6%	6%	5%	7%
Multichoice Africa Stations	5%	5%	5%	5%	5%
K24 TV	5%	4%	6%	5%	5%
KTN News	4%	3%	4%	4%	3%
KBC TV	3%	2%	3%	3%	2%
Kameme TV	2%	2%	2%	2%	2%
Switch TV	1%	1%	1%	1%	1%
Kass TV	1%	1%	1%	1%	1%
Star Times	1%	1%	1%	1%	1%
Kiss TV	1%	1%	1%	1%	1%
QTV	1%	1%	1%	1%	0.5%
UTV	1%	0.5%	1%	1%	1%
Nyota TV	1%	0.5%	1%	1%	0.5%
Other Channels	23%	26%	20%	21%	24%

Table 7: Top 3 Most Watched TV Channels

Across the regions, among the top three most watched stations, Citizen TV had most mentions per respondent in Nyanza, North Eastern and Rift Valley Regions, and more than 25% of the mentions in all regions except Central, Coast and Eastern Regions. KTN Home had more mentions in North Eastern, Nyanza, Rift Valley and Eastern Regions, while NTV had more mentions in North Eastern, Nyanza, Eastern and Western regions. Channels exclusive to MultiChoice Africa had more mentions in Coast and Eastern regions.

Channels mentioned by less than 1% of all mentions were categorised as "other channels". These channels accounted for 20% of all the mentions. These mentions were highest in Western, Coast and Nairobi regions, where they accounted for more than 26% of all the mentions in respective regions.

A breakdown of the TV channels mentions has been summarised in table 8.

	Central	Coast	Eastern	Nairobi	North Eastern	Nyanza	Rift Valley	Western
Mentions	831	537	1074	632	211	693	1606	504
Citizen TV	23%	23%	25%	26%	30%	32%	29%	26%
Inooro TV	17%	1%	4%	7%	2%	2%	6%	4%
KTN Home	8%	9%	11%	7%	23%	13%	12%	6%
NTV	8%	7%	10%	8%	21%	13%	9%	9%
Kameme TV	6%		2%	3%	1%	1%	2%	1%
Multichoice Africa Stations	4%	8%	7%	4%	4%	6%	5%	4%
K24 TV	3%	4%	5%	4%	4%	5%	7%	4%
Switch TV	3%	1%	1%	1%	0.5%	1%	2%	0%
KTN News	2%	7%	4%	3%	0.5%	2%	5%	3%
KBC TV	2%	4%	2%	2%	1%	4%	3%	3%
Mzalendo TV	1%	0.2%	0.5%	1%			0.4%	
Star Times	1%	1%	1%	1%	8%	0.1%	1%	1%
Islamia TV	1%		0%					
UTV	1%	0.4%	1%	1%		0.4%	1%	0.4%
Other	20%	34%	27%	33%	5%	21%	20%	39%

Table 8: Top 3 Most Watched TV Channels by Region

3.3 Radio Content Consumption

Across the country, radio content is consumed by 74% of Kenyans. This translates to approximately 21,459,073 Kenyans above 15 years old who consume radio content on a regular basis. This proportion is higher in rural areas and among male respondents. Listenership across popular groups, i.e., those in rural areas and among male respondents, was fairly similar in distribution. This trend was also visible among groups with smaller listenership proportion, as shown in figure 8.

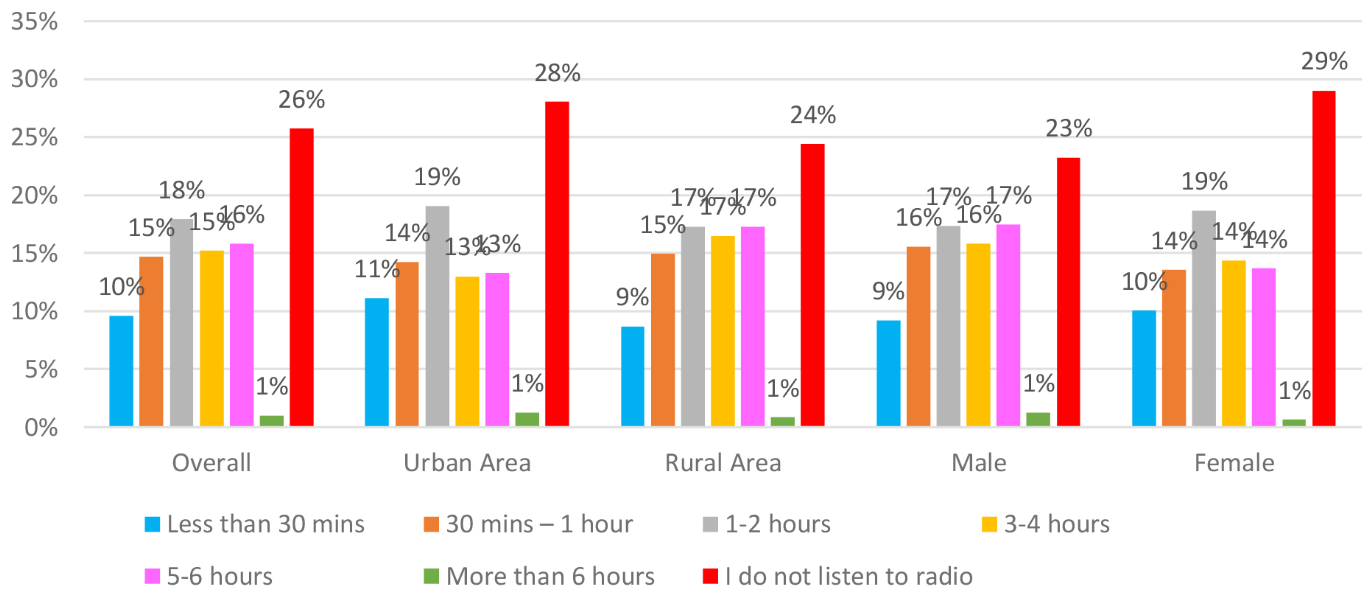

Figure 8: Time Spent Listening to Radio

Across the regions, North Eastern has the lowest levels of listenership at 57%, followed by Coast Region at 63% and Nairobi at 69%. The rest of the regions had listenership above 70%. The region with the highest listenership rate was Western Region at 79%, followed by Nyanza and Rift Valley regions at 78% each. The region that had most respondents who listen to radio for at least three hours is Western Region with 44% of respondents, followed by Rift Valley and Central regions with 37% of the respondents and Nyanza Region with 31% of the respondents. A breakdown of the regional listenership is in figure 9.

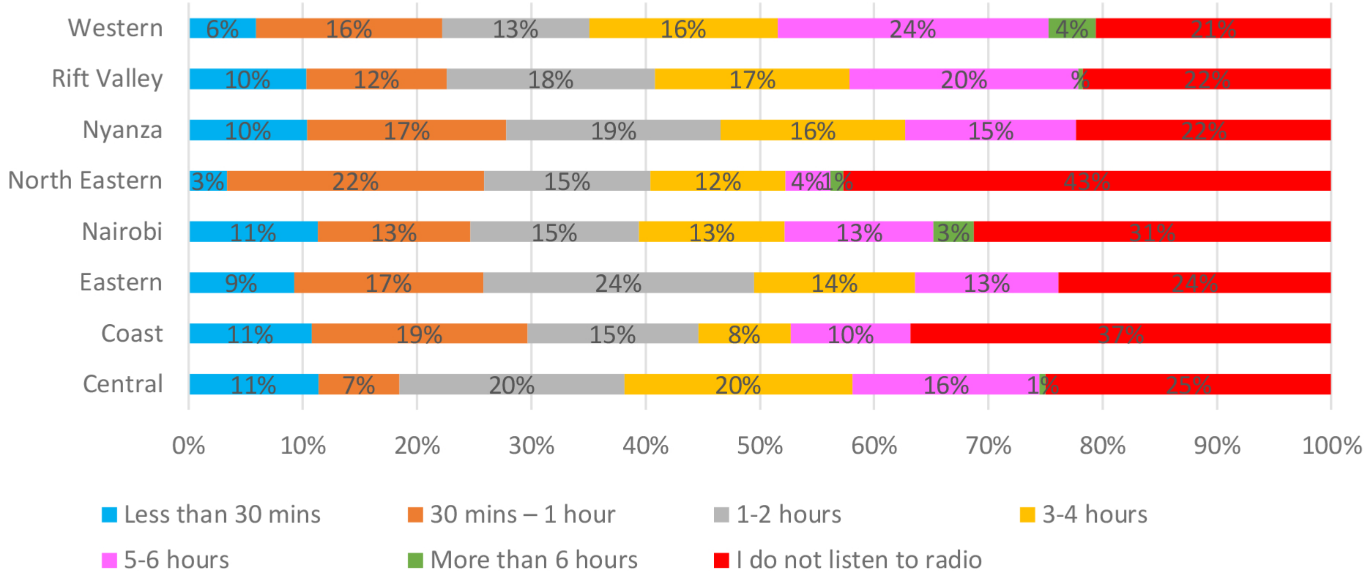

Figure 9: Time Spent Listening to Radio by Region

The average time per day spent listening to radio was calculated to 2 hours. This is higher than the global average time spent on listening to radio, which is 1 hour (Kemp 2021).

3.3.1 How Consumed Radio Content is Accessed

83% of the respondents accessed radio content via FM radio receiver devices and mobile phones, 13% via set top boxes while 4% accessed radio content via digital apps and online platforms. The biggest proportion of respondents who access radio content via set top boxes are in urban areas, 15% and among female, as shown in figure 10.

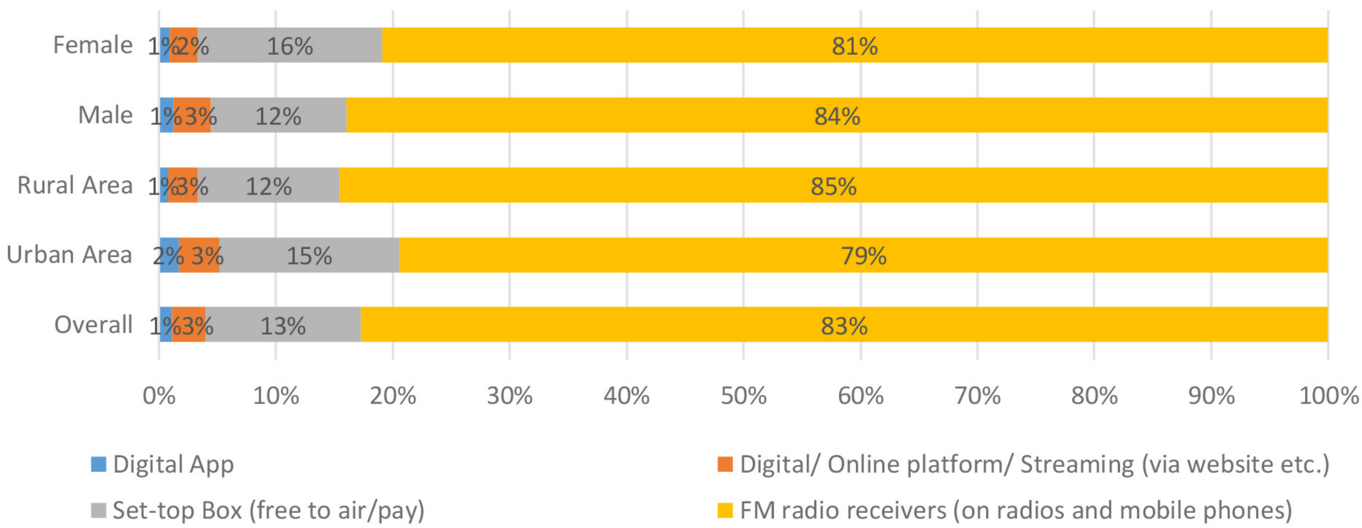

Figure 10: How Radio Content is Accessed

In the regions, the biggest proportion of respondents accessing radio content via FM radio receivers are in Western, Nyanza and Coast regions with at least 93% of the respondents each. The regions with not more than 72% of the respondents accessing radio content via FM radio receivers are in North Eastern, Central and Nairobi regions. At least 28% of respondents in Central and North Eastern regions access radio content via set top boxes and Nairobi has the highest proportion of respondents accessing radio content via digital apps and online platforms at 9%.

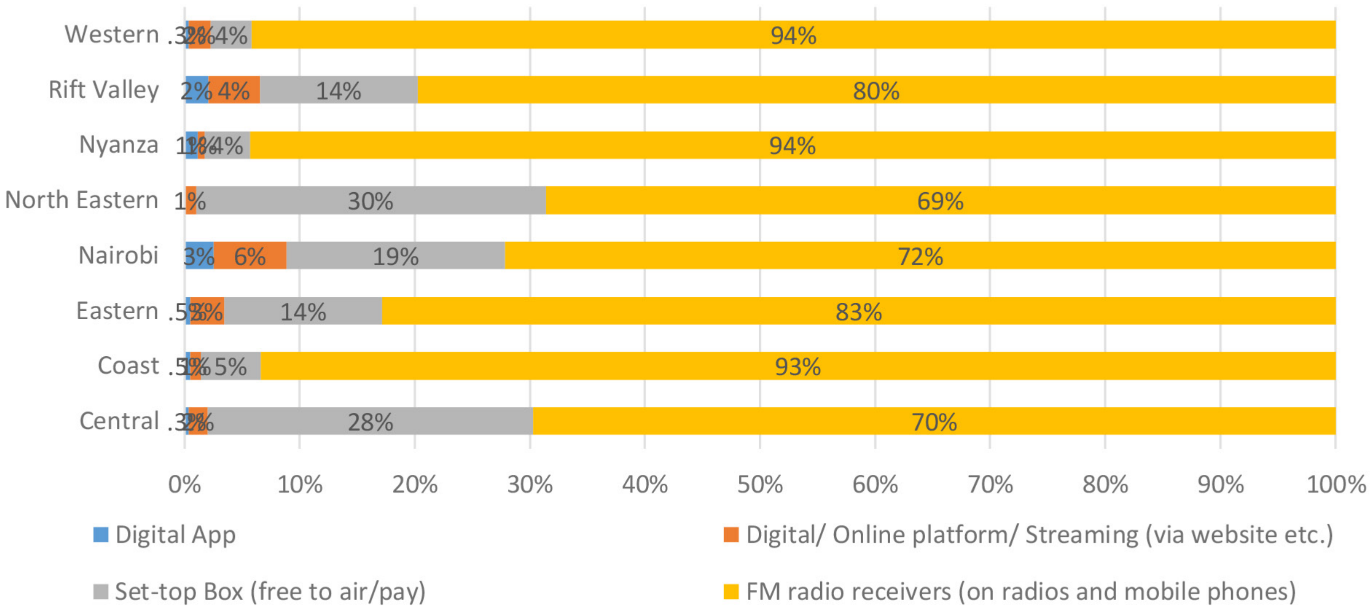

Figure 11: How Radio Content is Accessed by Region

3.3.2 Categories of Radio Content Consumed

Radio content is mainly consumed for news, entertainment, with 15% and 14% of all the mentions, respectively. Religious content had 13% of all the mentions on content consumed. Sports, talk shows, educative and live programmes had 12% of all the mentions by respondents. A bigger proportion of male respondents and people in the urban areas consume sports and talk show content, compared to female respondents and people in rural areas. Children's programmes were the least consumed, with 10% of all the mentions from the respondents. A breakdown is shown in table 9.

		Locality		Gender	
	Overall	Urban Area	Rural Area	Male	Female
Mentions	16,006	5,960	10,046	9,484	6,522
News	15%	14%	15%	14%	15%
Entertainment	14%	14%	14%	14%	14%
Religious Content	13%	12%	13%	13%	13%
Sports Shows	12%	12%	12%	13%	12%
Talk shows	12%	12%	12%	12%	12%
Education Programmes	12%	12%	12%	12%	12%
Live Programmes	12%	12%	12%	12%	11%
Children Programs	10%	11%	10%	10%	11%

Table 9: Radio Content Category Consumption

Across the regions, Rift Valley had the highest proportion of respondents consuming different types of content. It is among the regions leading in proportion of respondents consuming all the eight different types of content. North Eastern has a significant lead in consumption of religious content but does poorly in consumption of other content. Respondents in Eastern and Nyanza regions, compared to other four regions, consume most of the content in bigger proportions. These regions, however, are among laggards when it comes to consuming children's programmes content.

	Central	Coast	Eastern	Nairobi	North Eastern	Nyanza	Rift Valley	Western
Mentions	1,619	1,044	2,815	1,400	685	2,103	4,906	1,434
News	16%	18%	14%	15%	6%	14%	13%	15%
Entertainment	16%	16%	14%	15%	6%	14%	13%	15%
Education Programmes	11%	11%	12%	10%	6%	13%	12%	11%
Talk shows	12%	10%	12%	13%	5%	13%	13%	12%
Sports Shows	12%	13%	13%	12%	5%	13%	12%	13%
Children Programmes	9%	10%	11%	10%	6%	8%	11%	10%
Live Programmes	11%	9%	12%	12%	5%	13%	12%	11%
Religious Content	12%	12%	13%	14%	61%	13%	13%	13%

Table 10: Radio Content Category Consumption by Region

72% of the mentions on radio content consumed are on local content, while 28% are on foreign content. Those in the urban areas had a higher proportion of mentions of local content consumed compared to mentions from those in rural areas, while 19% of mentions from male respondents were on foreign content consumption, compared to 12% of the mentions from female respondents.

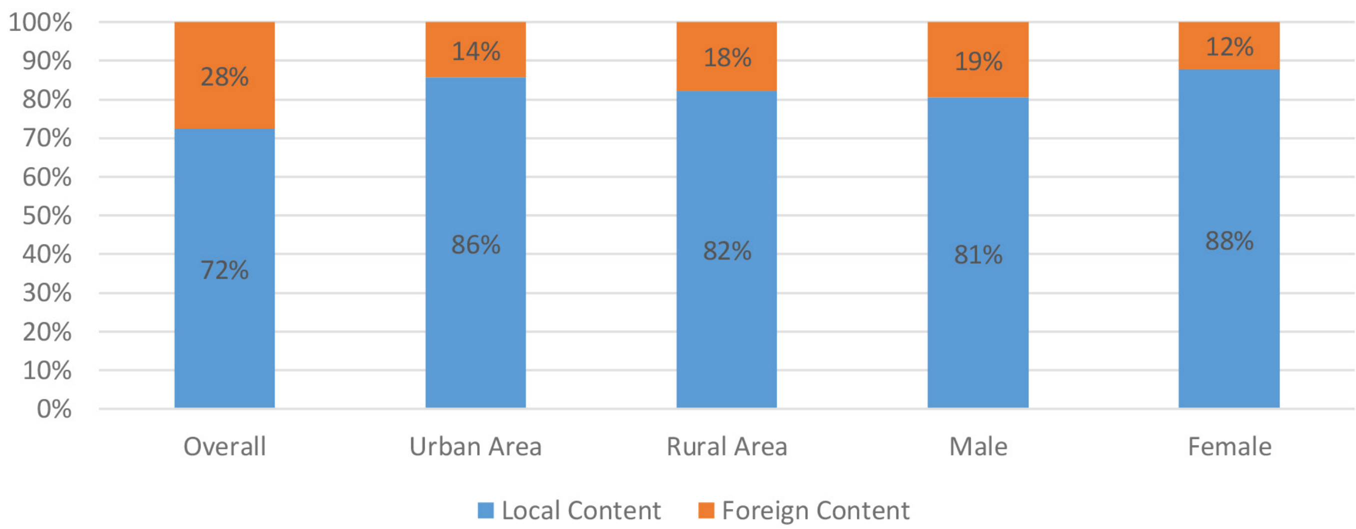

Figure 12: Foreign vs Local Content Consumption on Radio

3.3.3 Foreign vs Local Content Consumed

The content categories with the biggest proportion of mentions on foreign content consumption are sports, entertainment, news and religious content with 36%, 33%, 28% and 28% respectively. In all categories, a bigger proportion of mentions from respondents in urban areas attest to consumption of foreign content, compared to those from respondents in rural areas. This trend is also observable among male respondents compared to female respondents, as shown in table 11.

		Overall	Locality		Gender	
			Urban Area	Rural Area	Male	Female
News	Mentions (n)	3127	1186	1941	1875	1252
	Local Content	72%	69%	73%	70%	74%
	Foreign Content	28%	31%	27%	30%	26%
Entertainment	Mentions (n)	3159	1216	1943	1877	1282
	Local Content	67%	63%	70%	67%	68%
	Foreign Content	33%	37%	30%	33%	32%
Education	Mentions (n)	2547	966	1581	1517	1030
	Local Content	71%	67%	73%	70%	71%
	Foreign Content	24%	26%	22%	24%	23%
Talk Show	Mentions (n)	2489	961	1528	1489	1000
	Local Content	77%	73%	79%	76%	79%
	Foreign Content	23%	27%	21%	24%	21%
Sports	Mentions (n)	2697	1026	1671	1778	919
	Local Content	64%	60%	66%	60%	72%
	Foreign Content	36%	40%	34%	40%	28%
Children Programmes	Mentions (n)	800	227	573	476	324
	Local Content	76%	72%	78%	76%	77%
	Foreign Content	24%	28%	22%	24%	23%
Live Events	Mentions (n)	1697	605	1092	1001	696
	Local Content	86%	85%	87%	85%	88%
	Foreign Content	14%	15%	13%	15%	13%
Religious Events	Mentions (n)	2730	1022	1708	1615	1115
	Local Content	72%	68%	75%	72%	73%
	Foreign Content	28%	32%	25%	28%	27%

Table 11: Foreign vs Local Content Category Consumption

The main radio stations mentioned for foreign content were BBC World service, China Radio International, Radio France International and Voice of America. Although these mentions were quite few when probed, most respondents consumed foreign content broadcast on the stations they tuned in to.

3.3.4 Top 3 Most listened to Radio Stations

Five radio stations were mentioned as among the top three most listened to radio stations in Kenya. These include Radio Citizen (12%), Radio Jambo (10%), Kameme FM (7%), Radio Maisha (6%) and KBC Radio (5%). 13 other radio stations had at least 1% mentions as among the top three most listened to radio stations.

		Locality		Gender	
	Overall	Urban Area	Rural Area	Male	Female
Mentions	5,329	1,742	3,587	3,149	2,180
Radio Citizen	12%	12%	13%	13%	12%
Radio Jambo	10%	10%	10%	10%	11%
Kameme	7%	8%	7%	6%	8%
Radio Maisha	6%	8%	5%	6%	6%
KBC Radio	5%	4%	6%	4%	6%
Emoo FM	4%	3%	4%	4%	4%
Kass FM	3%	3%	3%	4%	3%

Ramogi FM	3%	3%	3%	4%	3%
Milele FM	2%	3%	2%	2%	2%
Inooro	2%	4%	1%	2%	3%
Taach FM	2%	2%	3%	2%	2%
West FM	2%	1%	3%	2%	3%
Chamge FM	2%	2%	2%	2%	1%
Kiss FM	2%	3%	1%	2%	1%
Kitwek FM	1%	1%	1%	2%	1%
Muuga FM	1%	1%	2%	1%	2%
Radio Maa	1%	1%	1%	1%	1%
Classic 105 FM	1%	3%	0%	1%	1%
Other	31%	29%	33%	33%	30%

Table 12: Top 3 Most Listened to Radio Station Mentions

Radio stations with individual mentions less than 1% accounted for 31% of all the mentions. These radio stations are categorised as “other stations” in tables 12 and 13.

Across the regions, Radio Citizen had the highest mentions in Western, Nyanza, Nairobi and Coast regions. Radio Jambo had the highest mentions in Western, Nairobi and Rift Valley regions. Kameme FM had the highest mentions in Central, Nairobi and Rift Valley regions, while Radio Maisha had the highest mentions in Western, Coast, North Eastern and Rift Valley regions. KBC Radio had 35% of its mentions among respondents from Central Region. Vernacular radio stations are more popular in specific regions and had few mentions, presented as “other stations” in table 13.

	Central	Coast	Eastern	Nairobi	North Eastern	Nyanza	Rift Valley	Western
Mentions	685	443	691	313	75	619	1,704	799
Radio Citizen	1%	7%	9%	16%	17%	24%	8%	24%
Radio Jambo		4%	12%	18%	9%	2%	10%	23%
Kameme	35%		3%	12%			4%	0.3%
Radio Maisha	4%	6%		2%	29%	6%	6%	11%
KBC Radio	35%	1%				0.3%	1%	1%
Emoo FM							12%	
Kass FM							11%	
Ramogi FM		0.2%		1%		26%	0.2%	
Milele FM		0.4%	3%	4%	1%	0.3%	3%	4%
Inooro			4%	12%			4%	
Taach FM							7%	
West FM								14%
Changme FM							6%	
Kiss FM		0.5%	1%	7%	3%	1%	2%	0.3%
Kitwek FM	0.4%						4%	
Muuga FM			10%					
Radio Maa	5%						2%	
Classic 105 FM		1%	1%	9%			0.3%	1%
Other	21%	80%	57%	17%	40%	40%	20%	24%

Table 13: Top 3 Most Listened to Radio Station Mentions by Region

3.3.5 Trends in Broadcast Media Consumption

Over the past three years, 2021 has the highest proportion of respondents who were found not to watch TV regularly in a typical day, at 42%. This means that the year 2021 had 58% of respondents who watch TV for more than 30 minutes in a typical day compared to at least 74% in the previous surveys , as shown in figure 13. When it comes to radio listenership, the proportion of respondents who do not listen to radio remained unchanged over the past two years. This implies that at least 74% Kenyans above 15 years old have been listening to radio for at least 30 minutes a day.

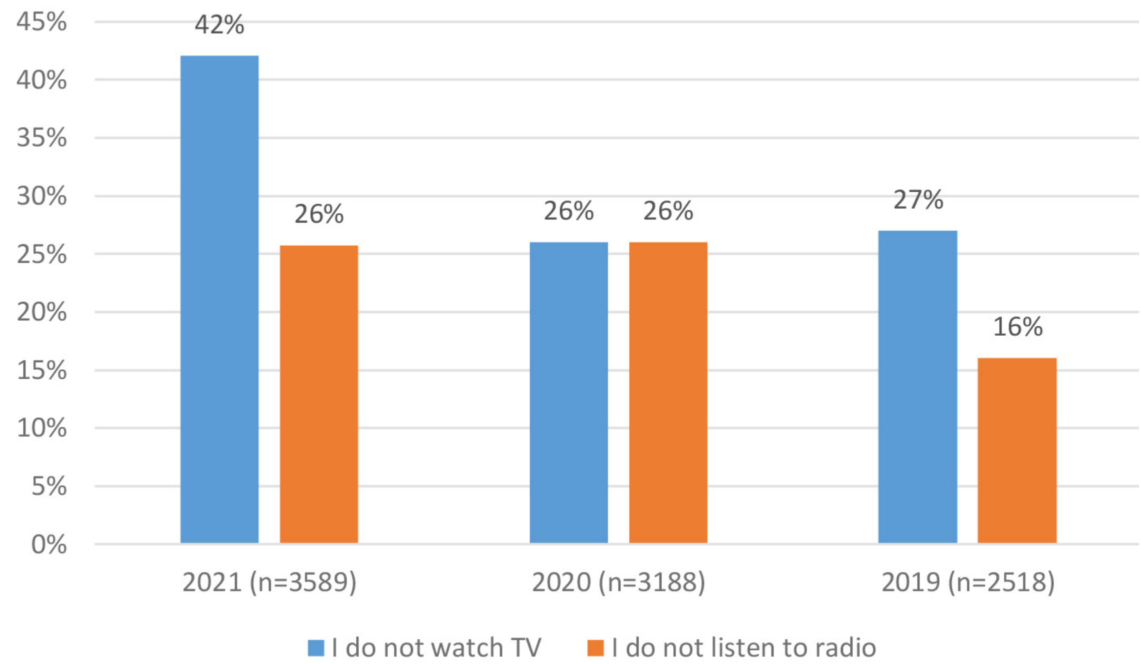

Figure 13: Trends in Broadcast Media Consumption

3.4 Print Media Content Consumption

Only 25% of the respondents interviewed consume print media content. This translates to approximately 7,222,810 Kenyans above 15 years old who consume newspaper content. A bigger proportion of the male gender can access newspaper content compared to females, and more people in urban areas can access newspaper content compared to those in rural areas, as shown in figure 14.

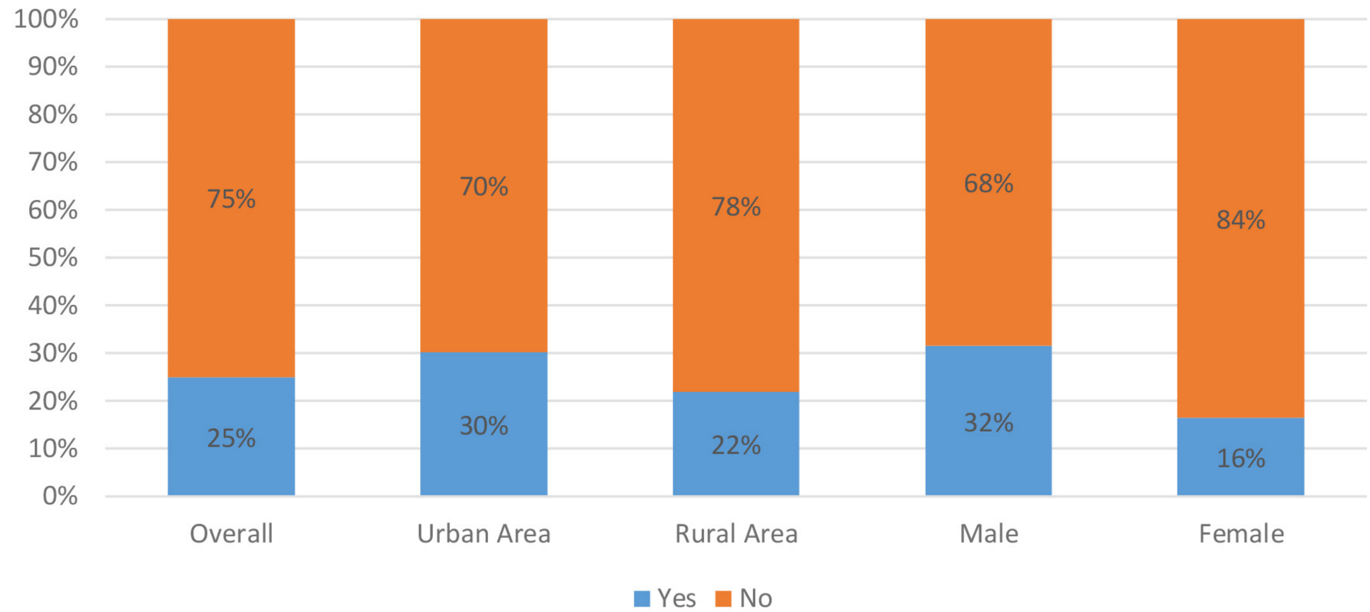

Figure 14: Newspaper Readership in a Typical Week

Across employment profiles, the biggest proportion of people who can access newspaper content are employed, followed by those who are retired. The proportion of people with least access to newspaper content are unemployed, of whom 81% do not consume newspaper content.

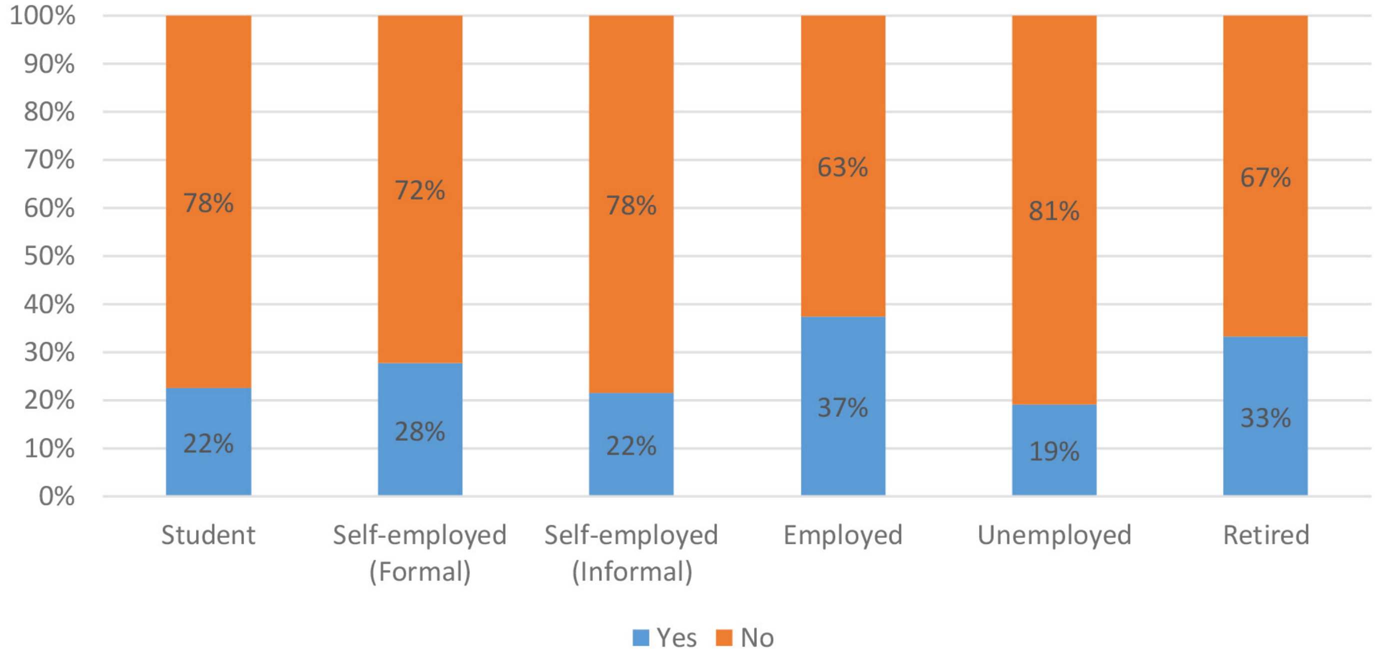

Figure 15: Newspaper Readership in a Typical Week by Employment Status

3.4.1 Trends in State Newspaper Readership

Newspaper readership has remained unchanged over the past two surveys, which recorded only 25% of Kenyans aged above 15 years old reading newspapers over the past two years. Although 2021 survey findings show that there is more of news content consumption online, it can be deduced that there have been minimal changes, if any, in the audience consuming newspaper content.

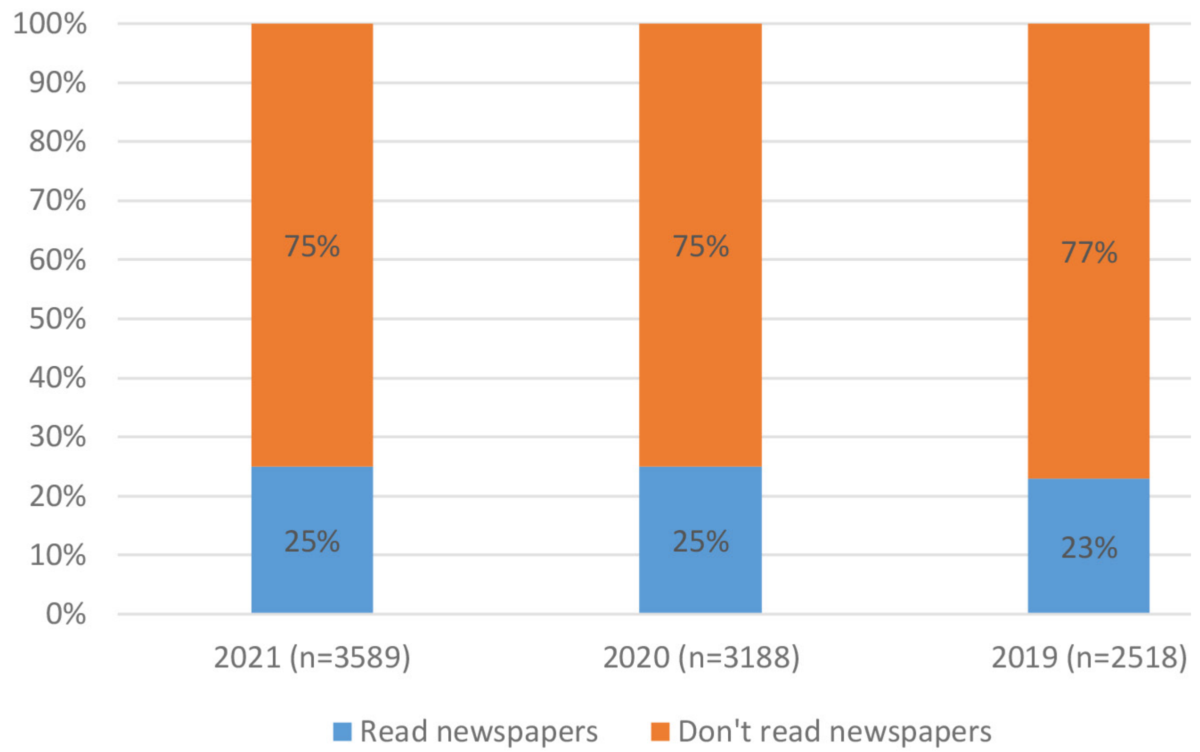

Figure 16: Trends in Newspaper Readership

3.4.2 How Preferred Print Media Content is Consumed

Less than half of the newspapers consumed are physically bought at the vendors. Only 46% of the respondents purchased hard copy newspapers, while 27% access them via online subscriptions. This informs that around 26% of all access to newspapers are made at no cost to the reader. 29% of the respondents in urban areas access newspaper content at no cost, compared to 25% of respondents in rural areas.

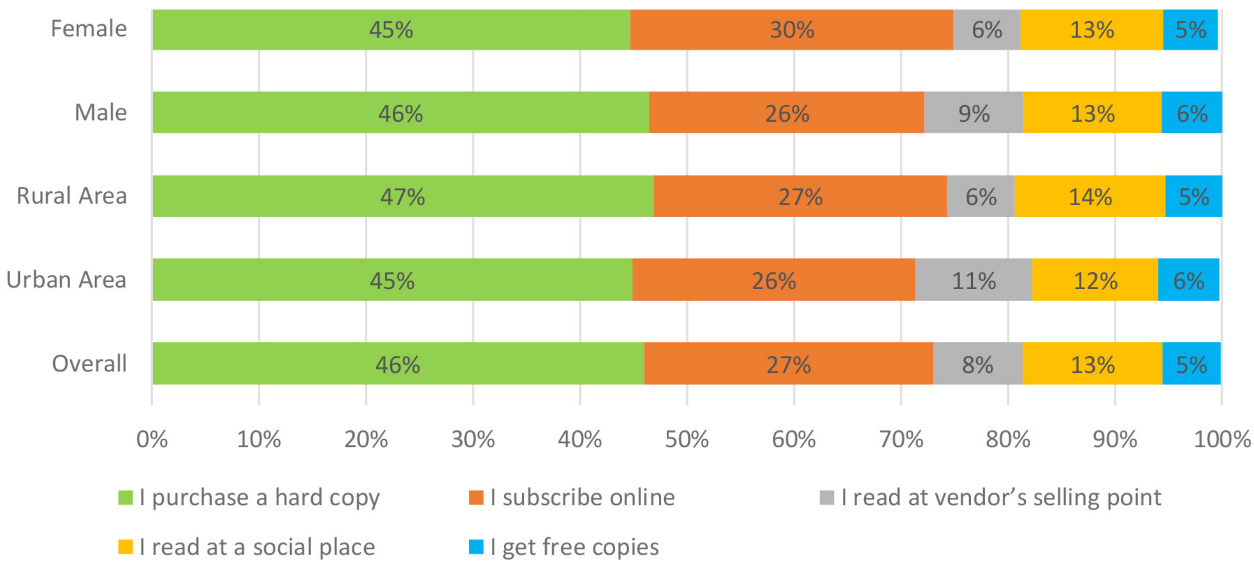

Figure 17: Mode of Accessing Preferred Newspapers

The biggest proportion of respondents buying hard copy newspapers are either retired or active in the economic space. 58% of retired, 49% of employed and at least 48% of self-employed respondents buy hard copy newspapers. On the other hand, the least proportion of hard copy newspaper purchasers are either unemployed or students.

Among those who access newspaper content at no cost, the retired have the biggest proportion (37%), followed by unemployed respondents (35%) and people self-employed in the informal sector (31%).

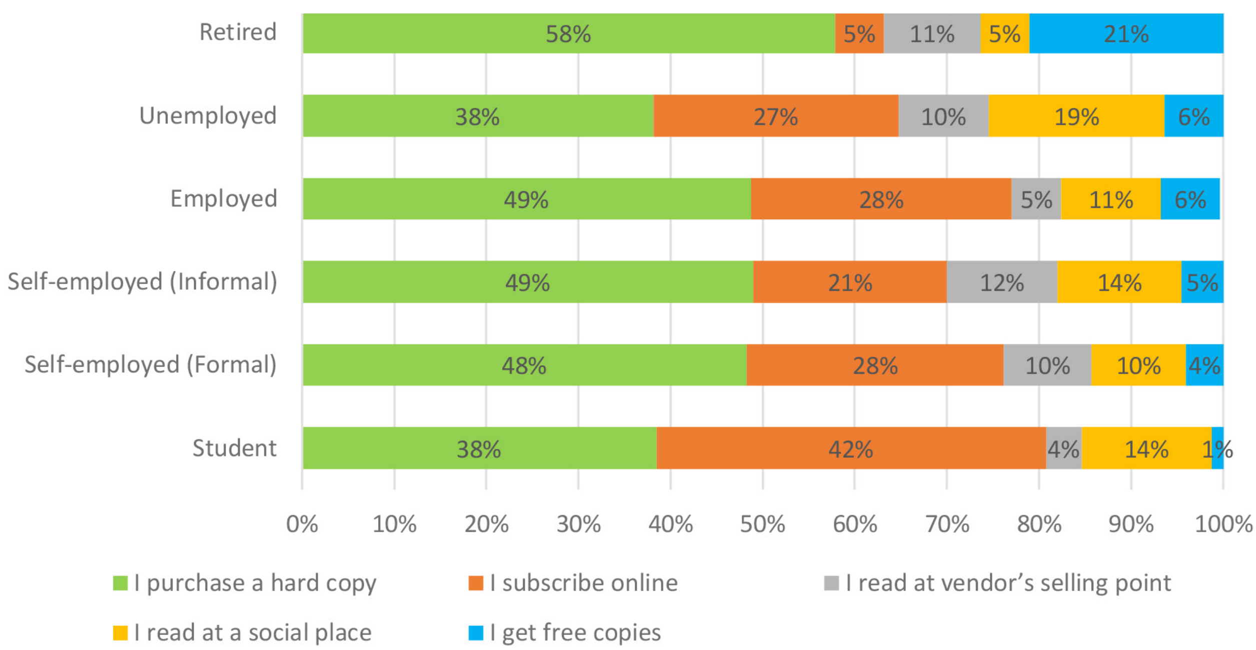

Figure 18: Mode of Accessing Preferred Newspapers by Employment Status

Looking at how newspapers are accessed, pdf versions are least in circulation, not exceeding 2%. 27% of newspapers accessed are accessed online on websites. 31% of female respondents access newspapers via websites, compared to 26% of male respondents.

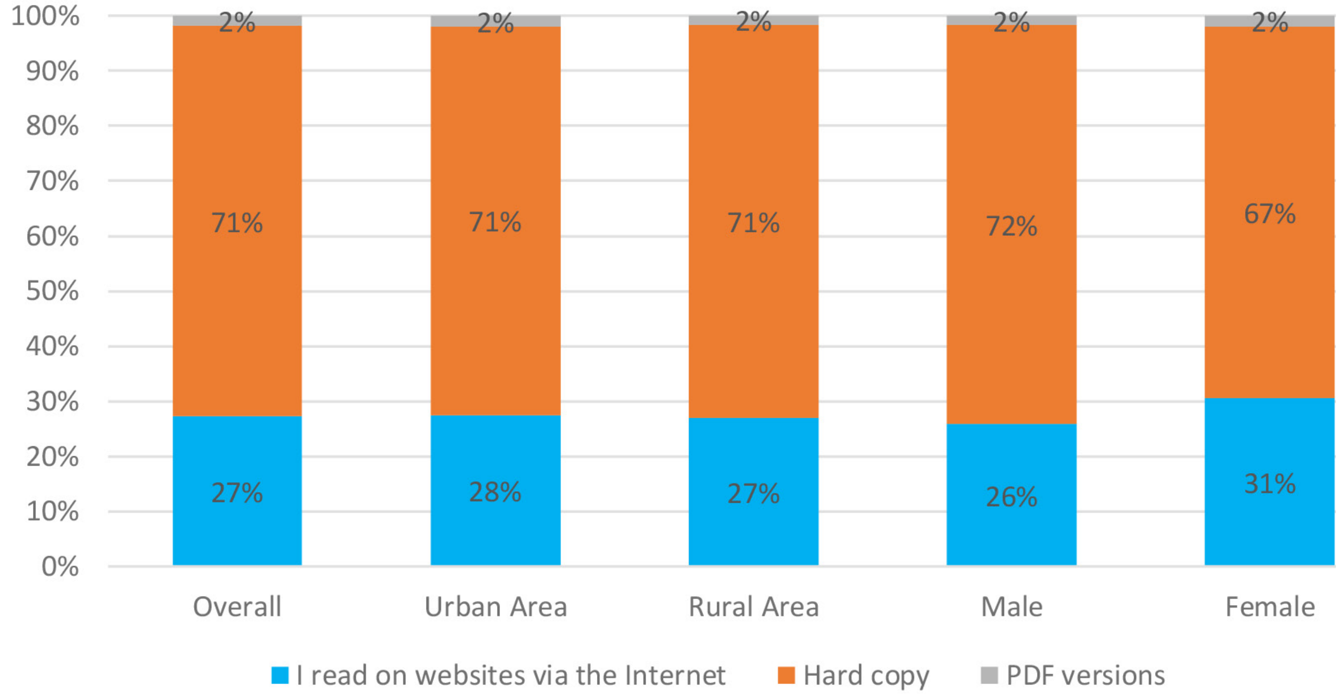

Figure 19: Newspaper Readership Format

Students have the biggest proportion of respondents who access newspapers via pdfs and websites. 31% of unemployed persons read newspaper content via websites compared to 29% and 27% of employed and self-employed (informal) respondents. The biggest proportion of respondents who access hard copy newspapers were retired respondents and those self-employed in the informal sector.

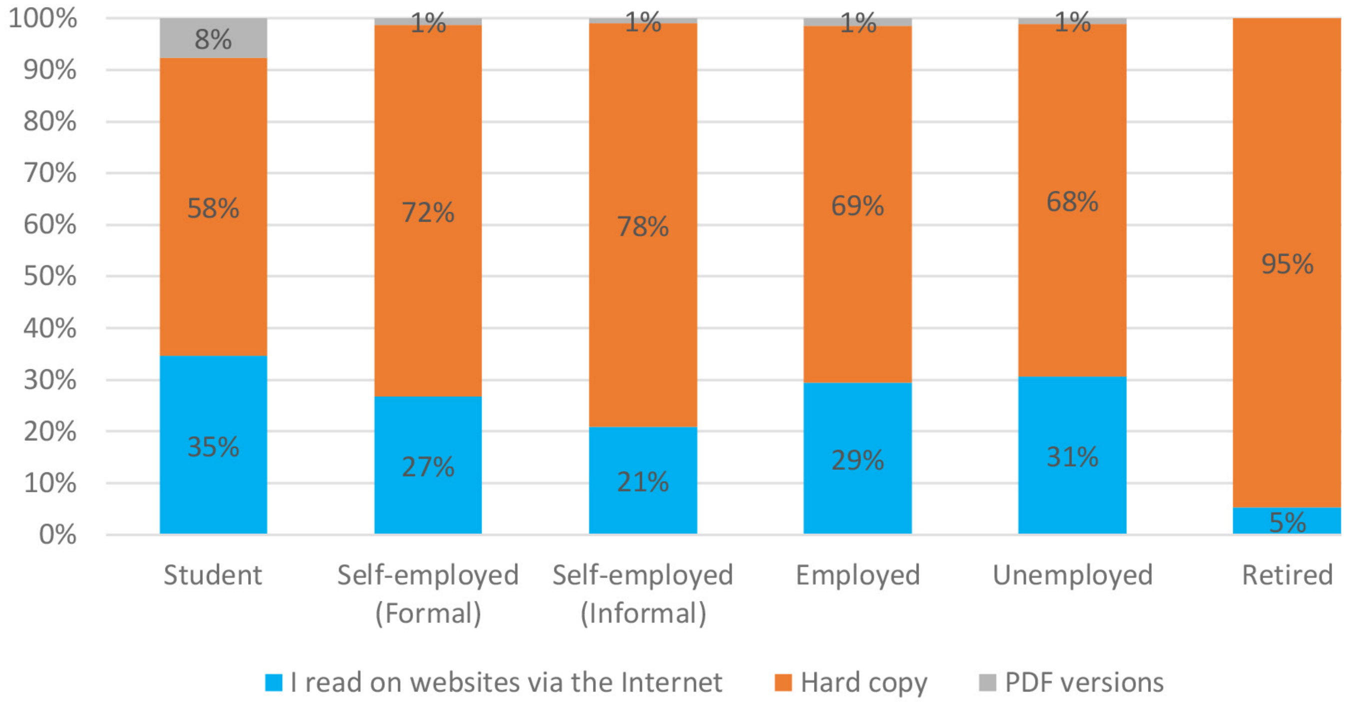

Figure 20: Newspaper Readership Format by Employment Status

3.4.3 Reasons for Buying Newspaper

The top three reasons that make people buy newspaper content are news (31%), politics (26%) and sports (20%) content. This trend is observed across localities and gender. Newspaper advertisements account for 11% of the reasons why people buy newspapers, while opinion pages and features account for 5% of the reasons for purchases. Obituaries, pull-outs and entertainment, together, account for about 4.3% of the reasons for purchases. Interestingly, 6% of female respondents' mentions for buying newspapers were to read features, compared to 4% of the male respondents' mentions.

		Locality		Gender	
	Overall	Urban Area	Rural Area	Male	Female
Mentions (n)	2116	927	1189	1542	574
News	31%	30%	31%	29%	34%
Politics	26%	26%	26%	27%	22%
Sports	20%	20%	19%	21%	15%
Classified/Display/Adverts	11%	10%	11%	10%	13%
Opinion pages	5%	6%	5%	5%	5%
Features	4%	5%	4%	4%	6%
Obituaries	2%	2%	2%	2%	2%
Pull-outs	2%	2%	2%	2%	2%
Entertainment and Gossip	0.3%	0.2%	0.4%	0.3%	0.3%

Table 14: Reasons for Newspaper Purchases

Across employment profiles, the overall trend is accounted for by trends among employed people (both formal and informal). We see some variation in the trend among the remaining respondents. Student respondents consume sports content at the same rate they consume news content. A bigger proportion of students access newspapers to consume features and pull-outs than proportions of respondents in of other employment profiles, as shown in table 15.

	Student	Self-employed (Formal)	Self-employed (Informal)	Employed	Unemployed	Retired
Responses (n)	187	308	472	701	399	49
News	25%	34%	31%	30%	32%	37%
Politics	22%	28%	28%	26%	22%	27%
Sports	25%	18%	20%	18%	22%	12%
Classified/Display/Adverts	10%	11%	9%	11%	12%	6%
Opinion pages	4%	5%	5%	7%	3%	6%
Features	7%	2%	3%	5%	6%	4%
Obituaries	2%	2%	2%	2%	2%	6%
Pull-outs	5%	1%	1%	2%	1%	
Entertainment and Gossip		0.3%	0.2%	0.3%	0.5%	2.0%

Table 15: Reasons for Newspaper Purchases by Employment Status

3.4.4 The Mainly Read Newspaper

The newspaper mainly read by respondents is the Nation Newspaper (59%) followed by The Standard Newspaper (28%) and the People Daily (5%). The Daily Nation accounts for close to 60% of the mainly read newspaper and is more popular in a bigger proportion of respondents in rural areas compared to urban areas. On the other hand, The Standard newspaper is more popular in a bigger proportion of respondents in urban areas compared to rural areas. Publications sought after by less than 1% of all the responses were mainly from the weekend editions of the newspapers, represented as "other".

		Locality		Gender	
	Overall	Urban Area	Rural Area	Male	Female
Responses (n)	892	398	494	638	254
Daily Nation	59%	55%	62%	60%	57%
Standard	28%	29%	27%	28%	28%
People Daily	5%	6%	4%	5%	6%
The Star	3%	4%	2%	3%	4%
The Nairobian	1%	1%	1%	1%	2%
The coast daily	.3%	1%		.2%	1%
Taifa Leo	2%	3%	2%	3%	2%
Mwanaspoti	1%	2%	.4%	1%	
Business Daily	.1%			.2%	
Other	.4%		1%		2%

Table 16: Mainly Read Newspaper

Across employment categories, employed persons consume the widest variety of newspapers. Persons who are retired consumed newspaper content from the least variety of newspapers, as shown in table 17.

	Student	Self-employed (Formal)	Self-employed (Informal)	Employed	Unemployed	Retired
Responses (n)	76	147	200	280	171	18
Daily Nation	55%	60%	65%	57%	58%	28%
Standard	29%	31%	22%	30%	26%	50%
People Daily	7%	4%	5%	6%	5%	6%
Star	3%	3%	2%	3%	4%	
The Nairobian	1%		2%	1%	1%	
The Coast Daily				.4%	1%	
Taifa Leo	1%	3%	3%	1%	4%	17%
Mwanaspoti	3%		1%	1%	1%	
Business Daily				0.4%		
Other	1%		1%	.4%		

Table 17: Mainly Read Newspaper by Employment Status

3.5 News Websites Content Consumption

12% of all the respondents admitted to consuming online news content. This translates to approximately 5 million Kenyans. Web browser apps news feeds were cited as the biggest source of news, at 39%. The most visited news website is Tuko website (18%), followed by Standard Media Group and Nation Media Group company platforms (which include Standard Digital and KTN websites) with 11% of them mentions, each. Social media pages had 7% of all the mentions. Media websites that had less than 0.3% of the mentions accounted for 5% of all the mentions, represented as “other”. Websites mentioned as sources of news are in table 18 below.

		Locality		Gender	
	Overall	Urban Area	Rural Area	Male	Female
Mentions	774	386	388	556	218
Web Browser News feed	22%	19%	24%	22%	21%
Tuko Website	18%	19%	18%	19%	16%
Standard Media Group Platforms	11%	11%	11%	11%	11%
Nation Media Group Platforms	11%	12%	10%	11%	12%
Social Media Pages	7%	8%	6%	8%	6%
Search Engine	7%	6%	8%	7%	6%
International News Website	5%	5%	5%	5%	5%
Royal Media Services Platforms	5%	3%	6%	4%	6%
The Star	3%	4%	2%	3%	5%
Mediamax Limited Platforms	2%	2%	2%	2%	2%
Radio Africa Platforms	2%	2%	1%	2%	1%
Ghafla	1.3%	2.6%		0.9%	2.3%
KBC Channel 1	0.3%	0.3%	0.3%	0.2%	0.5%
Capital FM	0.3%		0.5%		0.9%
Other	5%	5%	6%	5%	6%

Table 18: News Websites Content Consumption

Web browser news feeds accounted for more mentions in rural areas compared to urban areas, while a bigger proportion of mentions from respondents from urban areas were on websites from specific media houses. This could inform that people from urban areas are more informed on the websites to visit for news, compared to counterparts from rural areas.

3.6 Internet Usage Indicators

3.6.1 Main sources of news

When respondents were asked the main source of news, 35% of the respondents cited the television as the main source, 31% cited radio, 24% cited social media, 4% cited friends and family, 3% cited online news websites while 1% cited social media icons and newspapers.

Among those who consume TV content, 53% of them rely on TV as the main source of news, 21% on social media, while 19% rely on radio. Among those who do not consume TV content, 53% rely on radio content, 30% rely on social media and 10% rely on family and friends.

Among respondents who listen to radio, 40% of them rely on radio, 35% on television and 19% rely on social media. Among respondents who do not listen to radio, 41% of them rely on social media, 38% rely on television and 13% rely on family and friends. Across all subgroups, the proportion of respondents relying on online news websites and newspapers was higher among respondents who consume neither TV nor radio content.

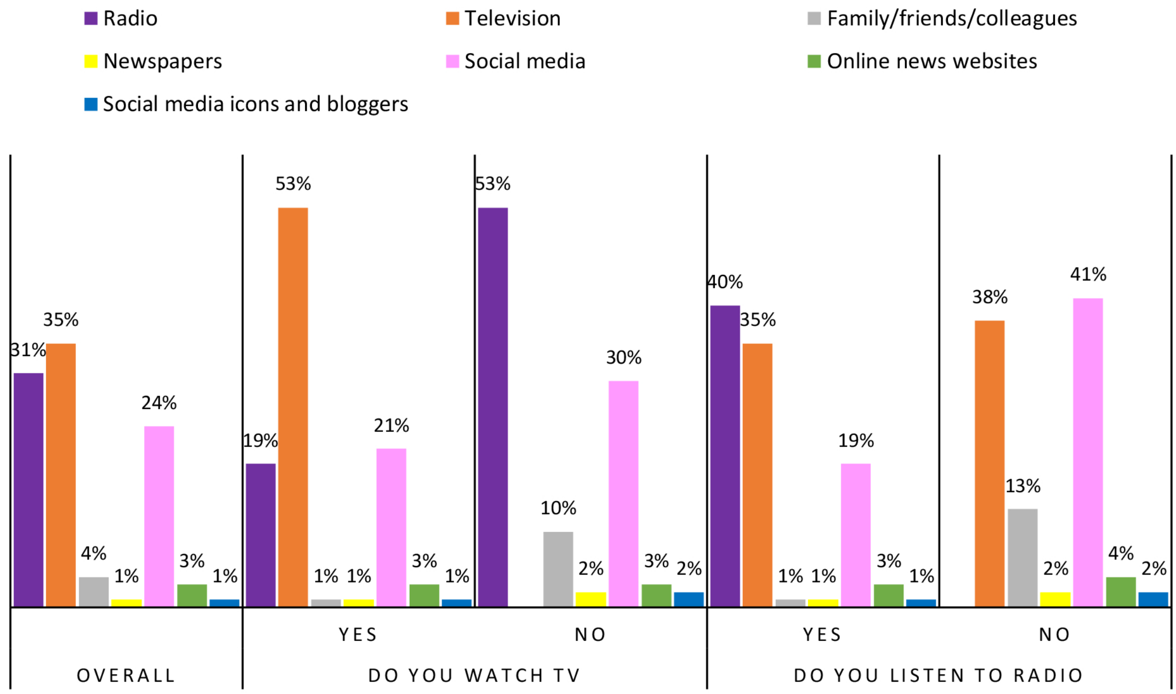

Figure 21: Kenyans' Main Sources of News

3.6.2 Trends in the Main Source of News

Over the main source of news, social media has grown by 14% while TV and radio have decreased by 12% and 5% respectively, as shown in figure 22. This points towards a shift in the platforms mainly used by Kenyans to consume news, and the need for stakeholders to keep abreast with the changes.

In line with this, reports of fake news from news sources on the internet have been made in this survey and there is need to have stakeholders work together in ensuring legitimate news source have bigger presence online.

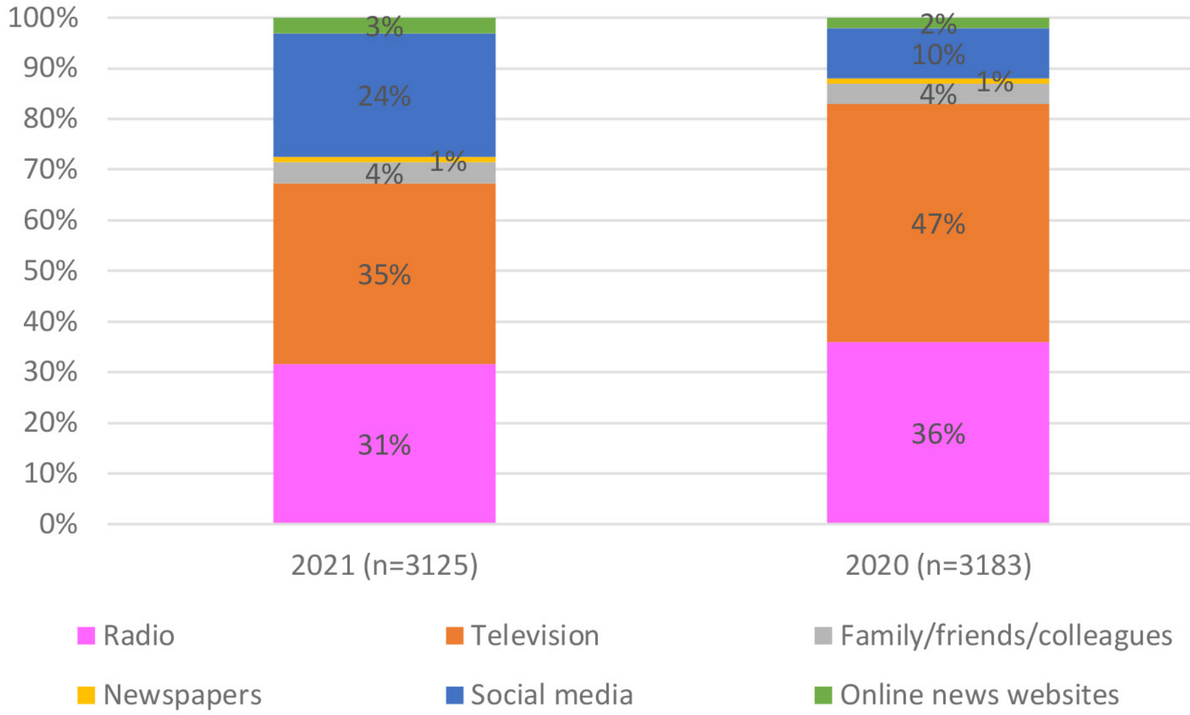

Figure 22: Trends in Trust in the Main Source of News

3.6.3 Social Media Usage

The survey found that approximately 77% of social media users use social media platforms for at least three hours in a day. A bigger proportion of respondents from urban areas spend more than three hours on social media platforms compared to their counterparts from rural areas. Interestingly, a bigger proportion of male respondents spend more than three hours on social media, compared to female respondents, as shown in figure 23.

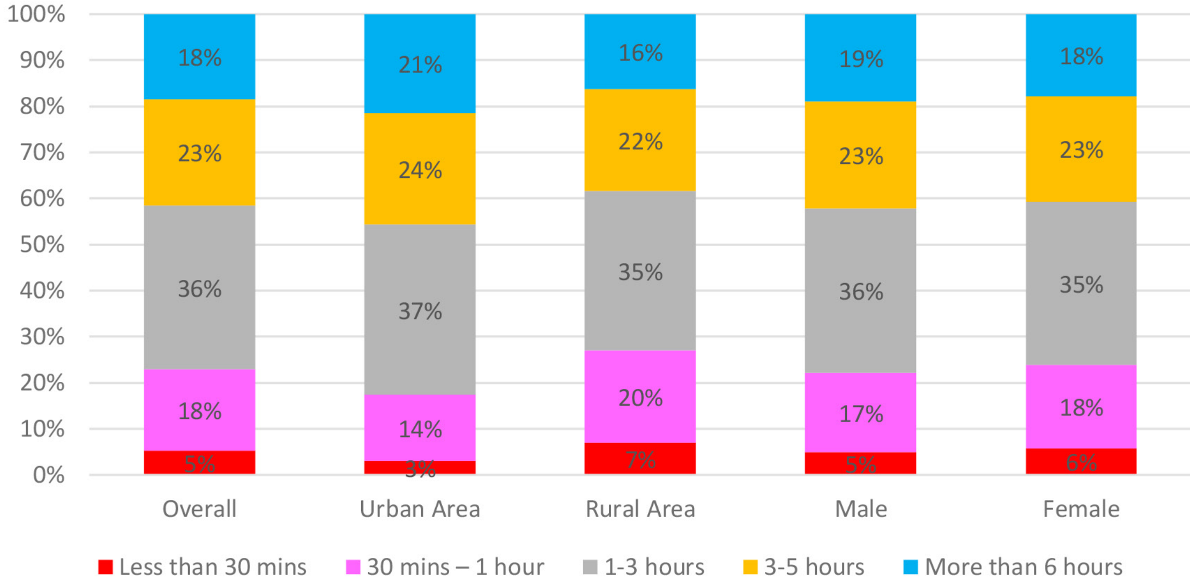

Figure 23: Time Spent on Social Media Platforms

Across employment profile, students have the biggest proportion of respondents who spend more than three hours on social media platforms at 88%. This is followed by employed respondents at 80%. The category of respondents with the biggest proportion of respondents who spend less than three hours on social media platforms are retired respondents at 46.

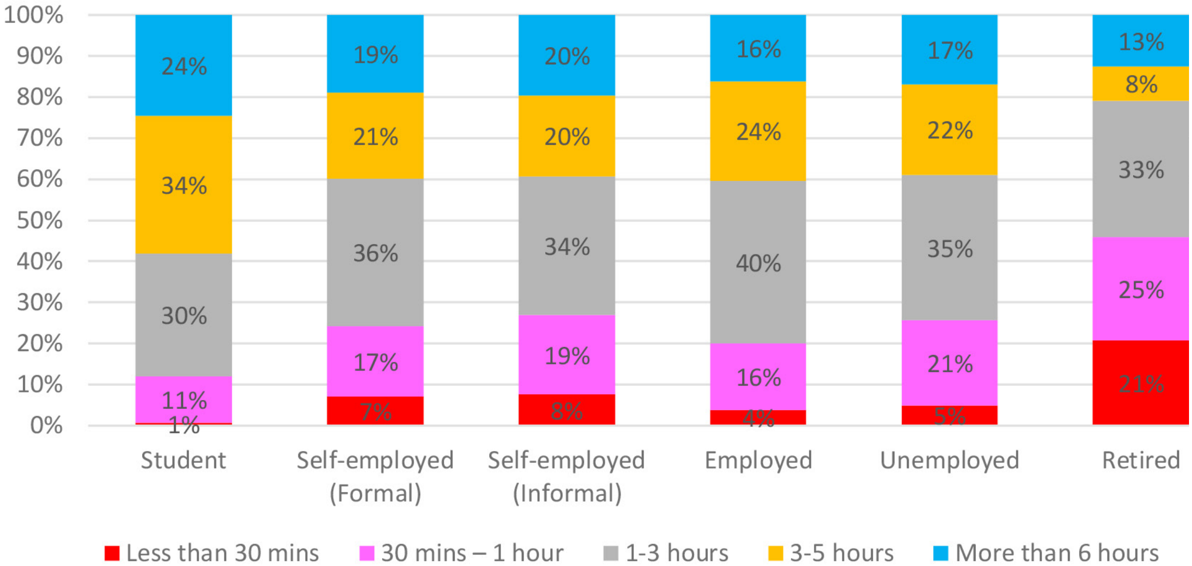

Figure 24: Time Spent on Social Media Platforms by Employment Status

The average time spent on social media platforms by the respondent was - approximately three hours per day. This is higher than the global average time spent on social media, which was two hours 24 minutes (Kemp 2021).

3.6.4 Purpose of Social Media Usage

Entertainment had 22% of the mentions as the main use of social media. News and networking were next in line, with 20% and 18% of the mentions, respectively. Passing time, research and learning accounted for 10%, 10% and 8% of the mentions, respectively. Activism had the least mentions for social media usage at 1%.

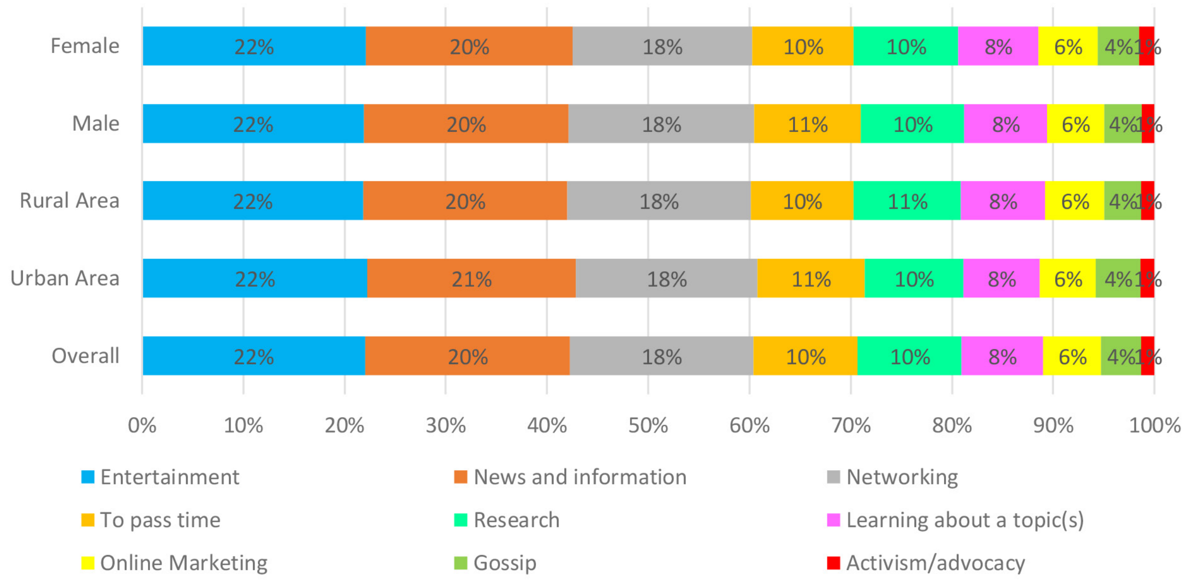

Figure 25: Purpose of Social Media Usage

There is a variation in the use of social media across people of different employment status. Employed persons use social media for news and entertainment in the same magnitude (22%). A bigger proportion of respondents from the self-employment, unemployed and retired persons use social media for entertainment, compared to news. A bigger proportion of students, on the other hand, mainly use social media for news and information, compared to entertainment.

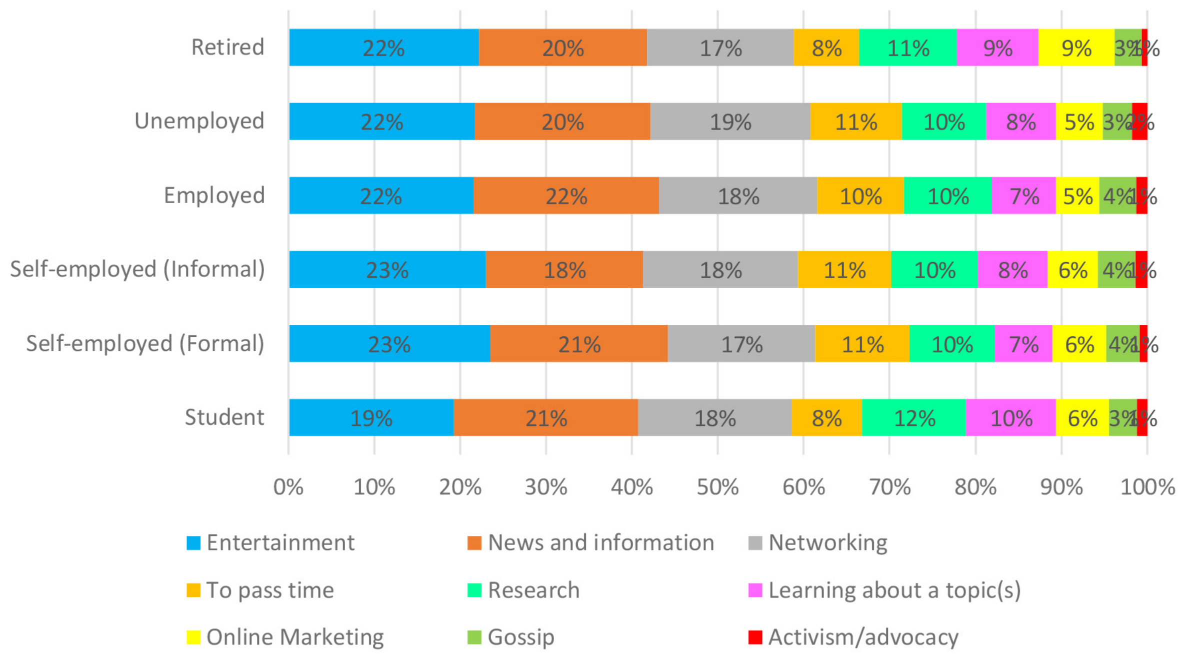

Figure 26: Purpose of Social Media Usage by Employment Status

3.6.5 Most Used Social Media Platforms

Most respondents confessed to using more than one social media platform in a typical week. When the platforms were analysed, WhatsApp, Facebook and YouTube emerged as the most used social media platforms among respondents at 27%, 26% and 16% of all the mentions. Other platforms that received more than 5% mentions include Instagram, Twitter and TikTok. Almost all the social media platforms had more mentions among respondents from urban areas compared to those from rural areas. This informs that the social media platforms are more popular among respondents in urban areas compared to respondents in rural areas. On the other hand, WhatsApp, YouTube Instagram and TikTok were more popular among female respondents while Facebook, Twitter and LinkedIn were more popular among male respondents compared to female respondents.

		Locality		Gender	
	Overall	Urban Area	Rural Area	Male	Female
Mentions (n)	8,890	3,885	5,005	5,101	3,789
WhatsApp	27%	26%	28%	27%	28%
Facebook	26%	25%	27%	26%	25%
YouTube	16%	16%	16%	16%	16%
Instagram	9%	10%	9%	9%	10%
Twitter	8%	8%	8%	9%	7%
Tik Tok	8%	8%	7%	7%	8%
Snapchat	2%	3%	2%	2%	3%
Blogs	2%	2%	2%	2%	2%
LinkedIn	1.5%	2.0%	1.1%	1.5%	1.5%
Podcasts	0.4%	0.7%	0.2%	0.3%	0.6%
Telegram	0.3%	0.2%	0.3%	0.3%	0.3%
Imo	0.2%	0.1%	0.2%	0.1%	0.2%

Table 19: Most Used Social Media Platform

Examining the responses across gender after grouping by locality, a bigger proportion of both male and female respondents in rural areas use WhatsApp, Facebook and YouTube compared to counterparts in urban areas. A bigger proportion of female respondents in urban areas use TikTok than Twitter, compared to their counterparts in rural areas. The breakdown is presented in table 20.

	Urban Area		Rural Area	
	Male	Female	Male	Female
Mentions (n)	2203	1682	2898	2107
WhatsApp	26%	27%	28%	28%
Facebook	25%	24%	27%	26%
YouTube	15%	16%	16%	16%
Instagram	9%	10%	8%	9%
Twitter	9%	6%	8%	7%
Tik Tok	8%	9%	6%	7%
Snapchat	2%	3%	2%	3%
Blogs	2%	2%	1%	2%
LinkedIn	2%	2%	1%	1%
Podcasts	0.5%	1.0%	0.2%	0.3%
Telegram	0.2%	0.2%	0.3%	0.3%
Imo	0.05%	0.1%	0.2%	0.2%

Table 20: Most Used Social Media Platform by Gender in Localities

Across employment profiles, WhatsApp, Twitter and LinkedIn were more popular among employed respondents, while YouTube, Instagram, Twitter and TikTok and Snapchat were more popular among student respondents. Facebook was found to be most popular among self-employed (formal) respondents. The breakdown is presented on table 21.

	Student	Self-employed (Formal)	Self-employed (Informal)	Employed	Unemployed	Retired
Mentions (n)	1,008	1,347	2,089	2,323	2,037	86
WhatsApp	27%	29%	28%	28%	25%	10%
Facebook	22%	29%	27%	26%	25%	74%
YouTube	17%	16%	16%	15%	16%	5%
Instagram	12%	9%	8%	9%	9%	2%
Twitter	9%	7%	7%	9%	7%	2%
Tik Tok	8%	5%	8%	7%	9%	3%
Snapchat	3%	1%	2%	2%	3%	0%
Blogs	2%	2%	1%	2%	2%	2%
LinkedIn	1%	1%	1%	2%	2%	1%
Podcasts	0.3%	0.1%	0.2%	0.5%	0.8%	0.4%
Telegram	0.2%	0.2%	0.6%	0.2%	0.1%	
Imo	0.1%		0.1%	0.3%	0.2%	

Table 21: Most Used Social Media Platform by Employment Status

3.6.6 How Social Media Content is Accessed

56% of the mentions on how social media platforms are accessed were alluded to smartphones, 24% to desktops, 11% on normal handsets with internet and 2% on smart TVs and watches. These proportions were higher among respondents from urban areas compared to those from rural areas. Otherwise, the trends were fairly consistent across demographic categories.

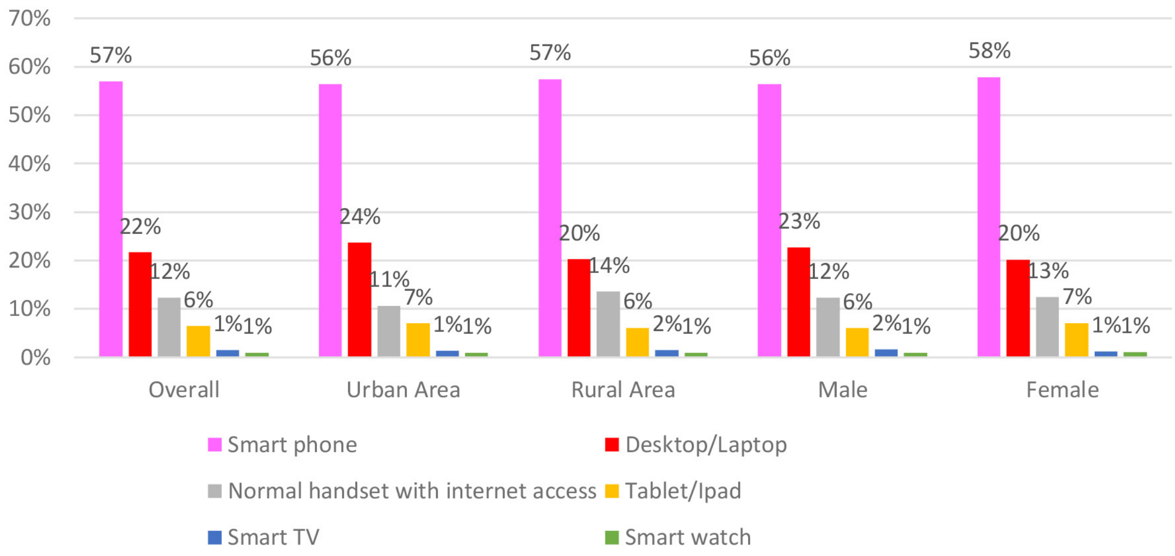

Figure 27: How Social Media Content is Accessed

3.7 Level of trust Kenyans have in the media

24% of the respondents had little or no trust in the media, while 23% of the respondents have a lot of trust in media. 53% of the respondents had some trust with the media but showing scepticism with media content. A bigger proportion of female respondents had less trust in the media compared to male respondents, while a slightly bigger proportion of respondents from rural areas had a lot of trust in the media compared to those from urban areas.

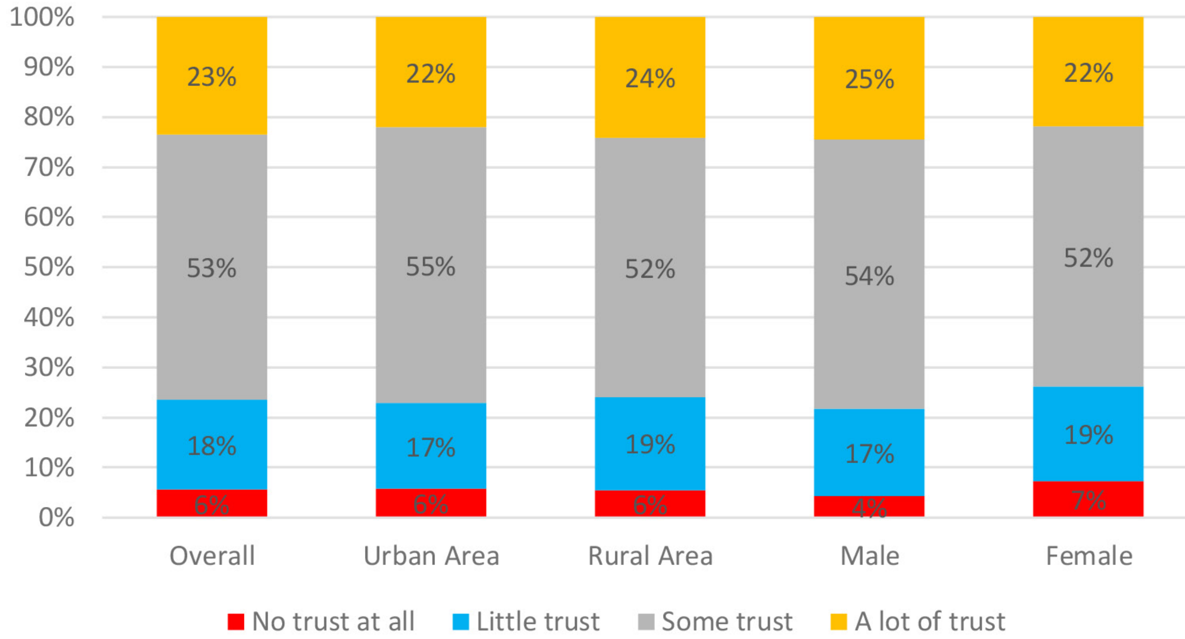

Figure 28: Level of Trust in the Media

Across employment groups, 31% of respondents from the unemployed category had little or no trust in the media. This group of respondents had the highest proportion, followed by students at 27%. Self-employed respondents from the formal sector had the highest proportion of respondents who had a lot of trust in the media. Respondents from the employed category had the highest proportion of people having some trust, at 61%.

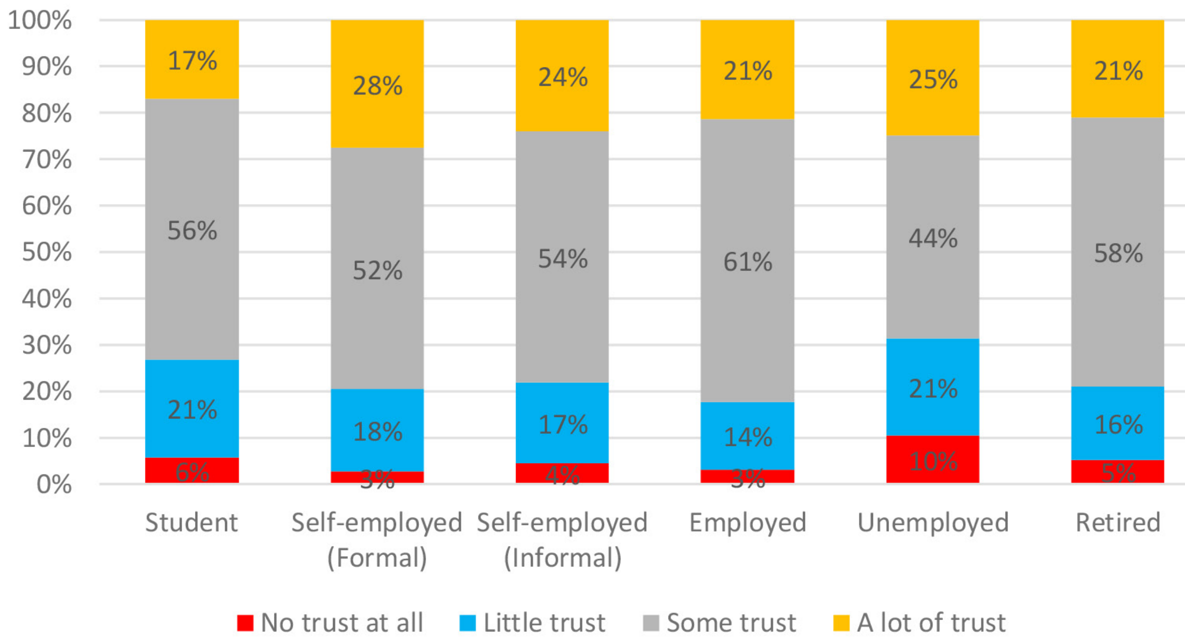

Figure 29: Level of Trust in the Media by Employment Status

When respondents were asked to rate their trust in various media platforms on a scale of 1 to 10 and converted to a percentage, the overall average rating on all media platforms averaged 63%. Television had the highest rating at 69% followed by radio at 68%. Online news websites had the lowest rating at 56%. Trust in television content was highest among employed respondents at 73%, while trust in radio content was highest among retired respondents at 70%. Online news websites had the lowest rating among retired respondents.

Employed respondents had the highest trust rating in the media at 66% while retired respondents had the lowest overall trust rating at 57%.

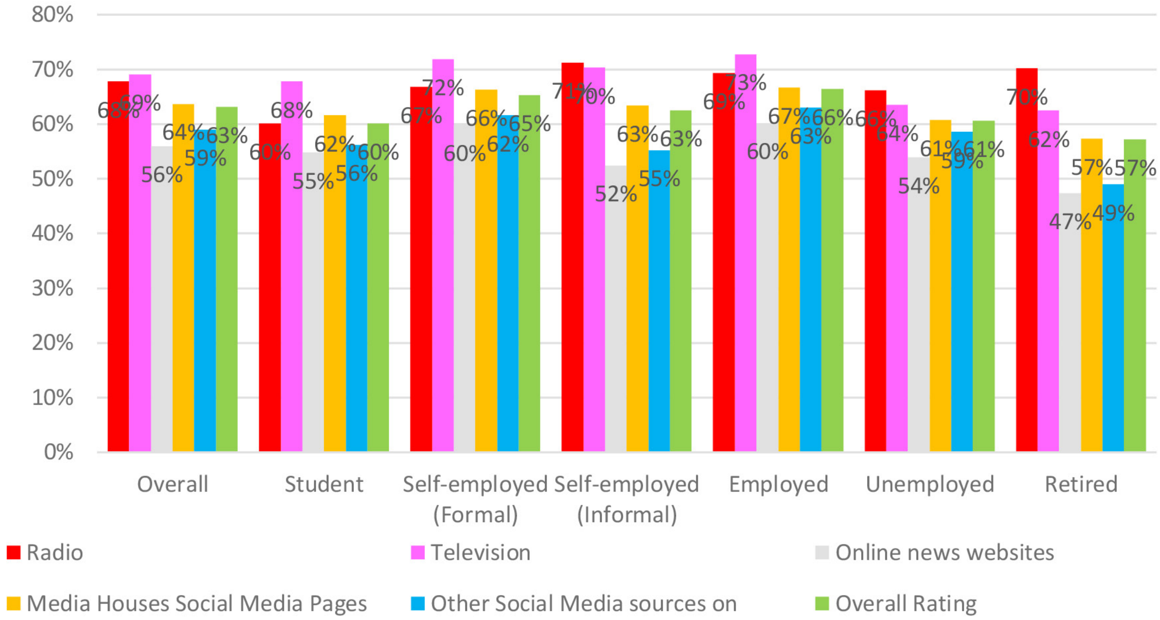

Figure 30: Trust in Media Percentage Rating

3.7.1 Trends in the Level of Trust Kenyans have in the Media

When it comes to trust in the media, there has been a consistent decrease in the proportion of respondents who have a lot of trust/confidence in the media. Figure 31 shows that this proportion has been decreasing by an average of 12% of all the respondents interviewed, which is not a good indicator in the industry. On the other hand, the proportion of respondents with some trust/confidence in the media has been growing over the periods the surveys are conducted in.

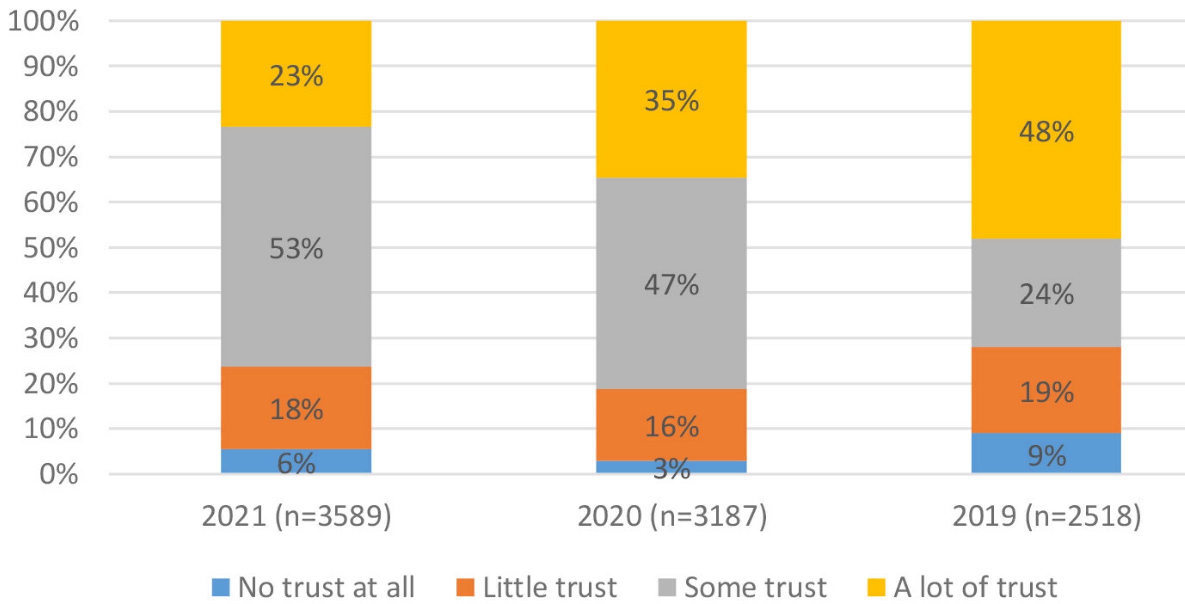

Figure 31: Trends in Trust in the Media

Although some trust/confidence to a lot of trust/confidence has been maintained among more than 70% of Kenyans, there is need to find out why there has been a change in the proportions, over the years, to inform on how a lot of trust can be maintained. This could be done by conducting more research on audience needs and concerns.

3.8 Concerns with Media

When respondents were asked if they had concerns with the media, 12% of the respondents expressed having concerns, while 88% did not. This trend was consistent across respondents from both urban and rural areas but was different when it comes to gender. Only 9% of female respondents expressed having concerns with the media, compared to 13% of the male respondents.

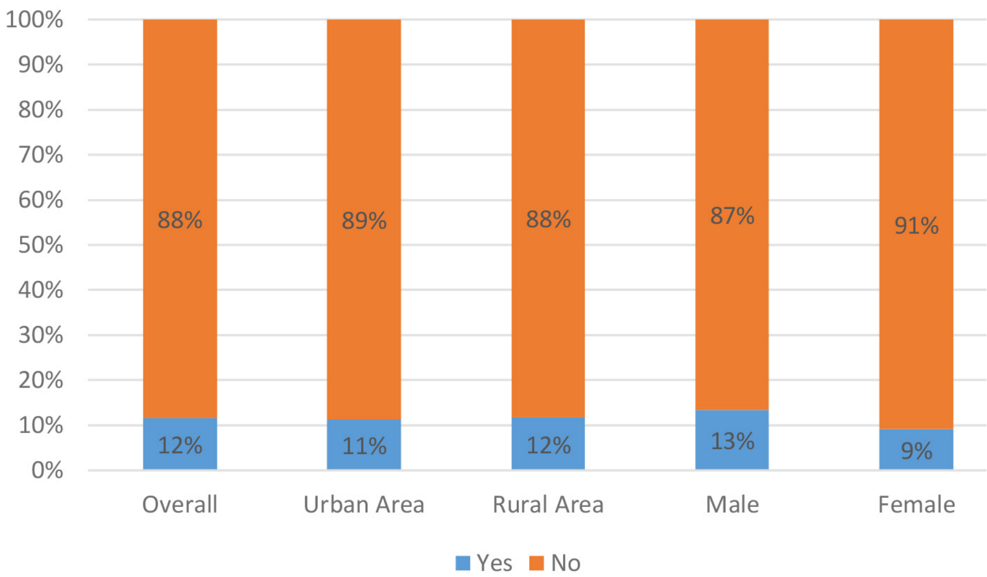

Figure 32: Concerns with the Media

3.8.1 Trends in the Concerns with the Media

The proportion of respondents with concerns with the media has remained fairly unchanged over the three surveys, as shown in figure 33. This indicates that little action may have been taken in the past to address the concerns. It would be commendable to see the stakeholders take note of the concerns and have an action plan to address the concerns.

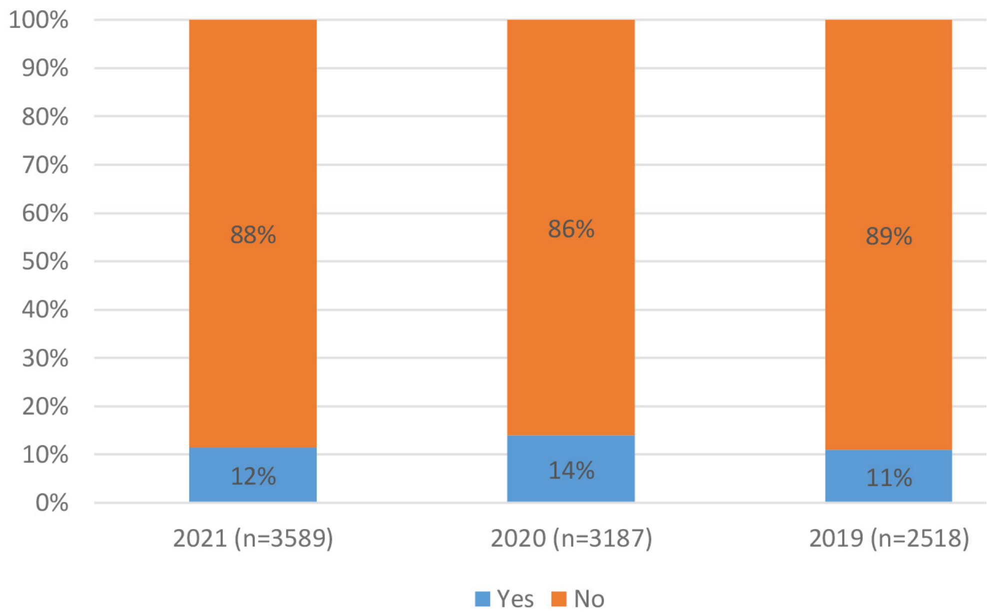

Figure 33: Trends in Concerns with the Media

3.8.2 Reasons for Concerns

Thematic analysis

For the qualitative data on assessing the state of the media in Kenya in 2021, Thematic Analysis was carried out to identify the themes captured on the reasons participants gave for their trust in media. We make use of AI's Natural Language Processing (NLP) to perform unsupervised learning Topic Modelling of the latent themes through the Latent Dirichlet Allocation (LDA) model.

We set the adjust relevance metric (lambda) at 0.65. Adjusting lambda to values close to 0 highlights potentially rare but more exclusive terms for the selected topic. Larger lambda values (closer to 1) highlight more frequently occurring terms in the document that might not be exclusive to the topic. Sievert & Shirley (2015) the authors of LDA DataViz found in a user study that a lambda λ, value close to 0.6 was optimal for interpreting topics/themes. The visualization by default shows the 30 most salient terms.

Section I: Reasons for having trust in media

The following three Themes were identified by the LDA model regarding the main reasons by participants for having trust in the media house they trust the most.

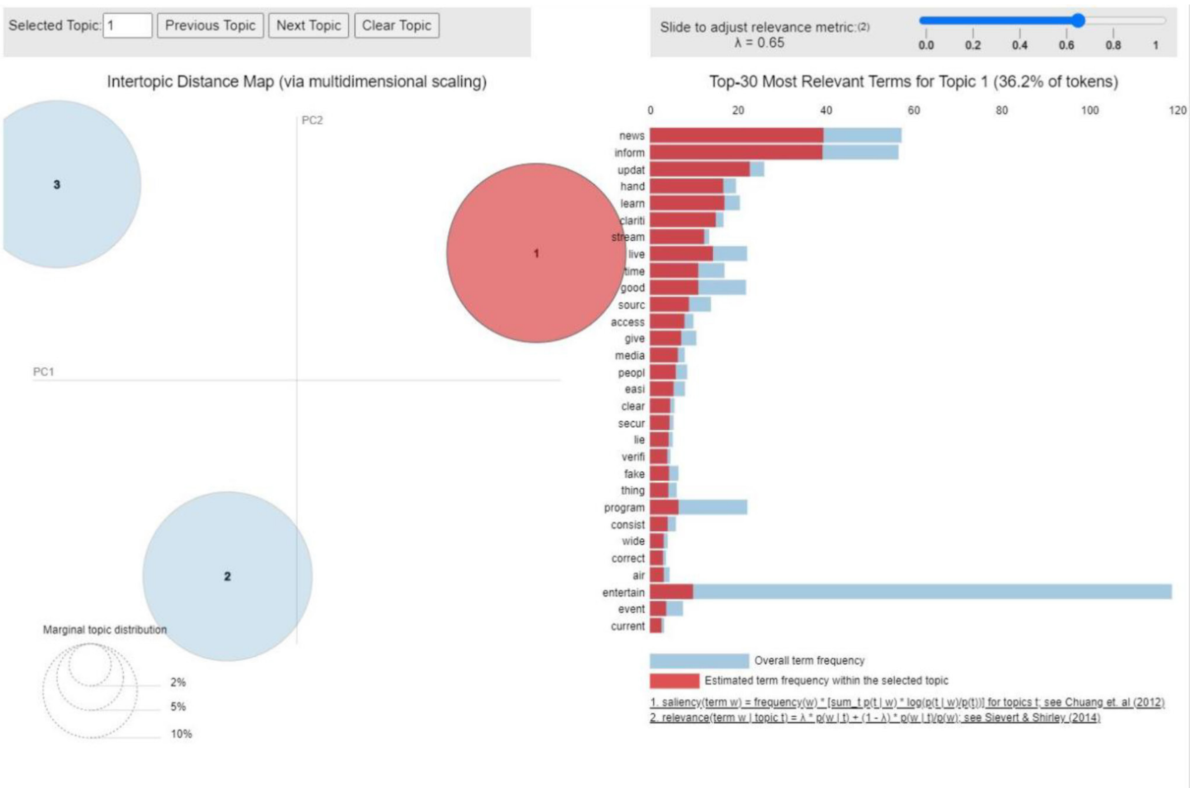

Figure 34: Theme 1 (News and first-hand updates)

a. News and first-hand updates were the key reasons for having trust in the media house that participants trusted the most. As indicated in figure 2, 36.2% of the total responses indicated that News and first-hand updates were the main reasons for having trust in the media house that they trusted the most; Most salient reasons given were:

i. The media house gives valid news

ii. The media house gives accurate news

iii. The media house gives credible news and rarely reports on fake news.

iv. The media house gives timely news updates

v. The news is on current trends

vi. The media house gives live broadcasting on the internet platforms

vii. The media house facilitates streaming of live events

viii. The media house is independent and not biased in delivery of its news.

ix. The media house gives timely and first-hand information

x. The media house is characterised by clarity, authenticity and transparency

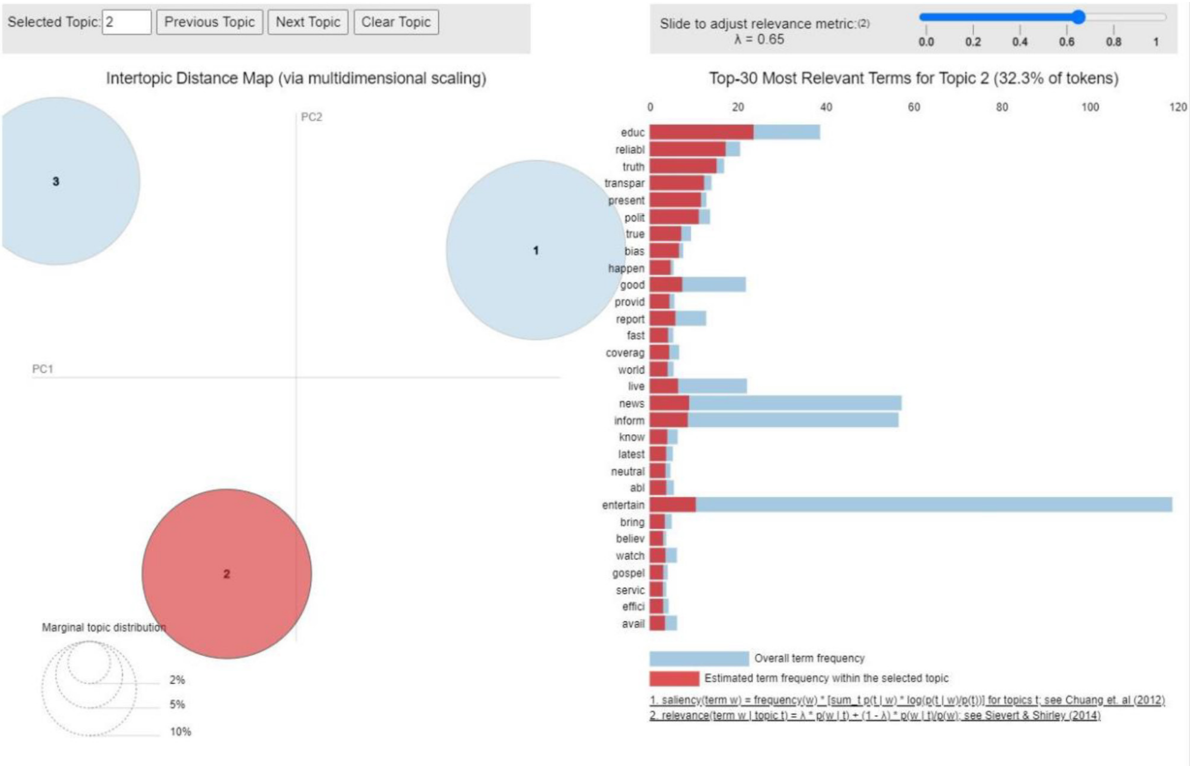

Figure 35: Theme 2 (Media house is educative)

b. As indicated in Figure 2, 32.3% of the total responses indicated that the educative nature of a media house was the key reason for having trust in the media house that they trusted the most; The most salient reasons given were as follows.

i) The media house offers a variety of educative programmes generally

ii) The information in these educative programmes is truthful and reliable

iii) The media house offers educative programmes particularly to children

iv) The media house offers educative programmes that cut across different sectors of the economy. E.g., Agriculture, Business, Lifestyle etc

c. As indicated in Figure 2, 31.5% of the total responses indicated that the entertainment aspect of a media house was the key reason for having trust in the media house that they trusted the most; The most salient reasons given were:

i) The media house offers entertainment on top of being informative and educative

ii) The media house offers a variety of entertainment programmes to people across different age groups

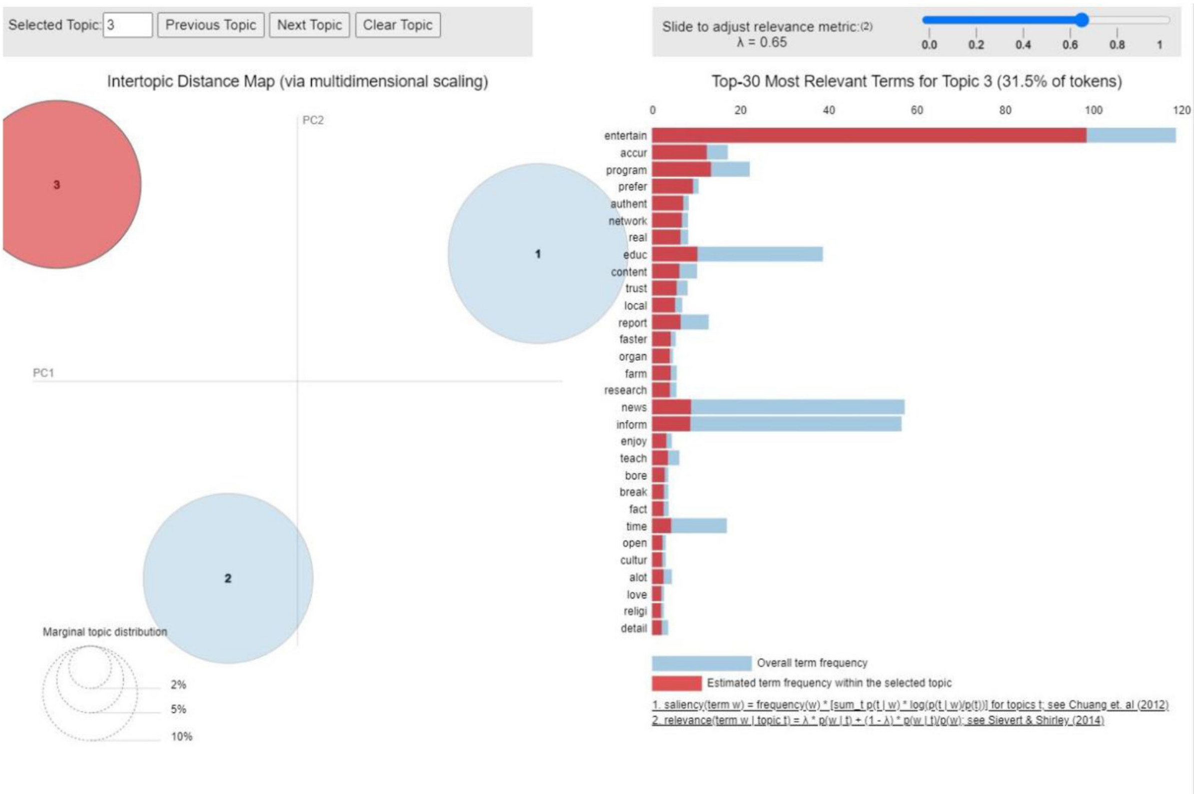

Figure 36: Theme 3 (Media house is entertaining)

Section II: Concerns with media

Further, the survey sought to know whether the participants had any concerns with the media. Those that answered on the affirmative gave their concerns which were further analysed to extract the themes that the concerns identify with.

Three key themes were identified.

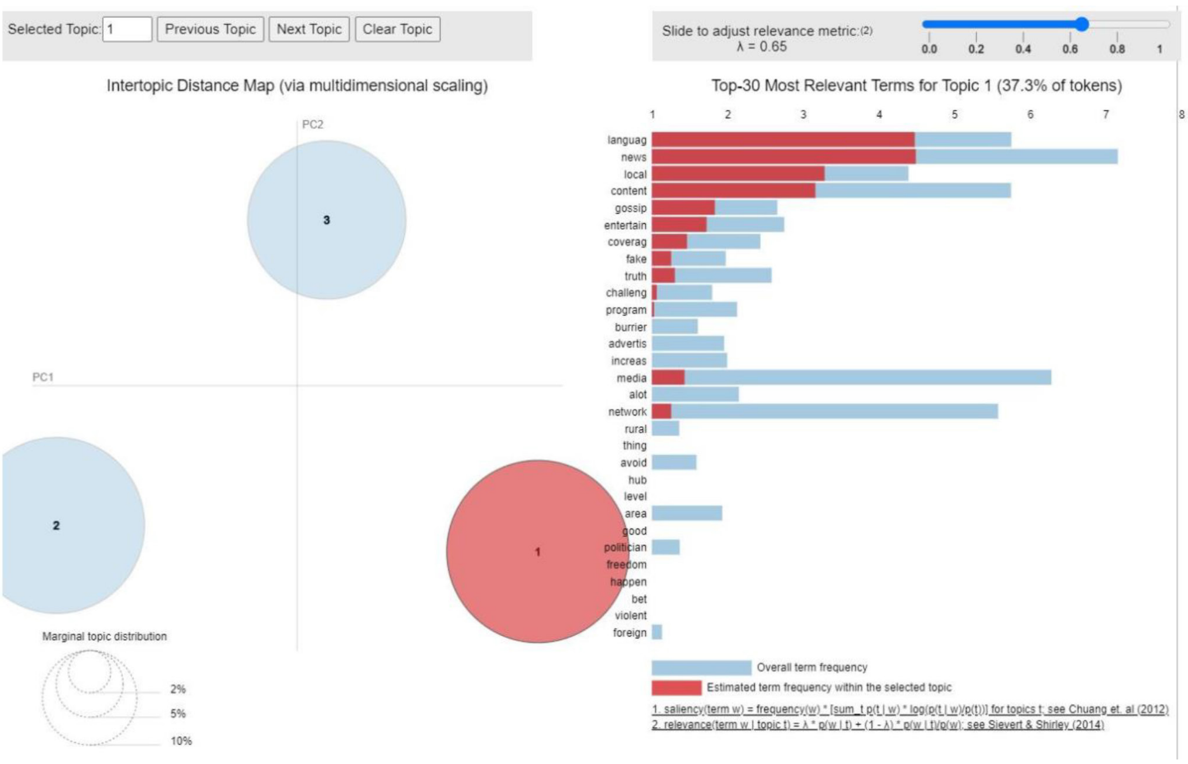

Figure 37: Theme 1 (Language, Content and Credibility)

a) A majority of the responses, 37.3%, indicated that participants had concerns on the language used in media houses, the content aired, and the credibility of the information shared by these media houses. The salient concerns presented were:

i) Too much usage of the English language by the media

ii) Language barrier in the case of regional/ community stations

iii) Media does not air sufficient/enough local content generally

iv) Media does not give sufficient local content on important issues such as Agriculture, education etc

v) Media at times engages in gossip, spreading fake information and participating in fake activities such as the gambling menace

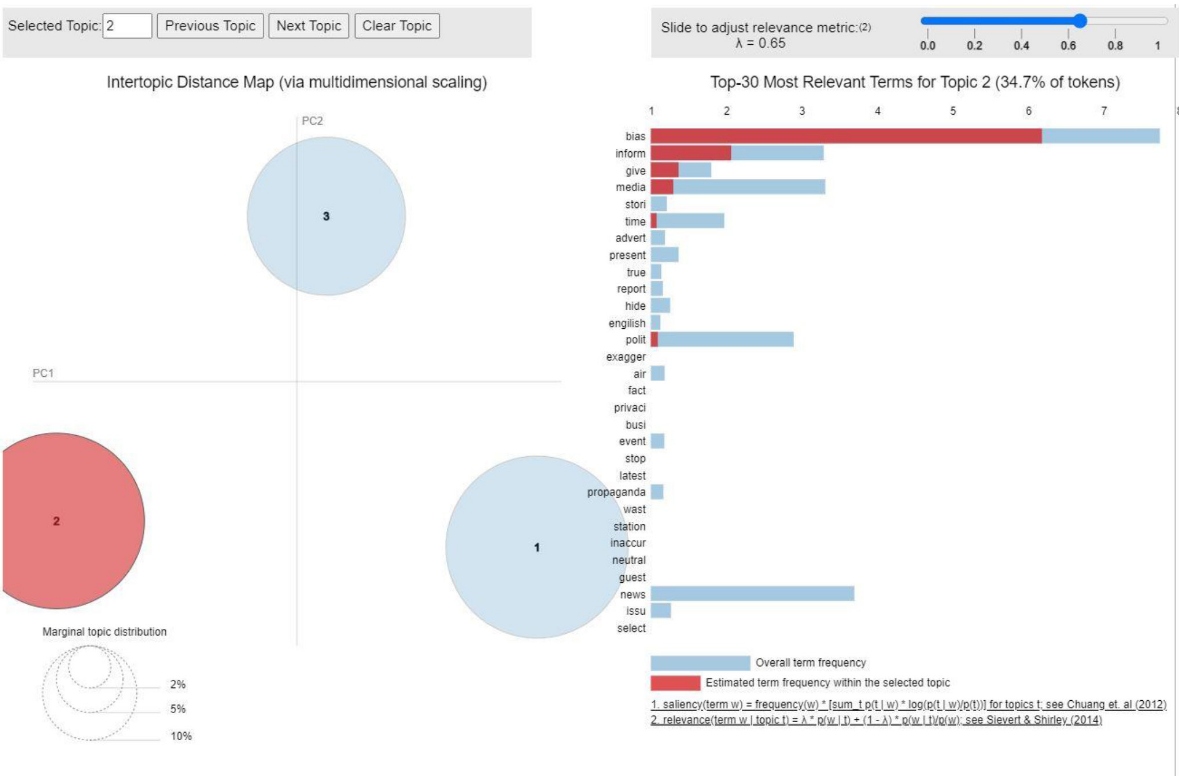

Figure 38: Theme 2 (Biased reporting)

b) Slightly over a third of the participants 34.7%, indicated that biased reporting by the media was their main concern with the Kenyan media. Particularly, participants felt that:

i) Sometimes media is biased towards certain news and events

ii) The media is biased when it comes to political issues

iii) Most radio stations take stand on issues that clearly shows bias from the outset

iv) The journalists are biased even when the media house is reputable

v) Sometimes they are biased when they have guests present

c) As shown in Figure 3, 28.1%, of those admitted that they had concerns with the media indicated that poor network coverage of the stations was their main concern.

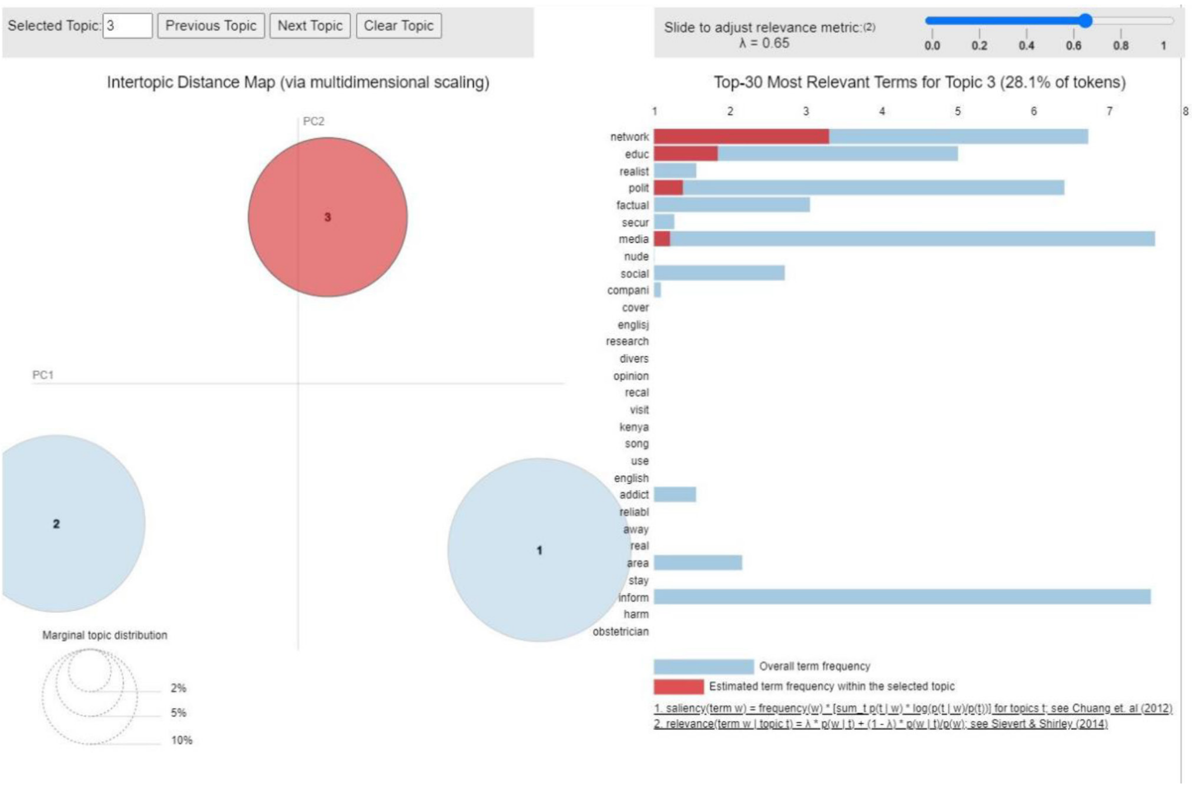

Figure 39: Theme 3 (Coverage)

CONCLUSION

The overall aim of this year's survey was to establish the state of media consumption in Kenya. Particularly, the survey established the number of Kenyans using media platforms; established various indicators in the usage of internet, digital and social media; gauged the level of trust Kenyans have in media; and went ahead to ascertain the main sources of news for Kenyans.

It is an uphill task that the Media Council of Kenya must fulfil annually in fulfilment of the Media Council Act 2013 Sec 6(i) which requires MCK to "conduct an annual review of the performance and general public opinion of the media and publish the results in at least two daily newspapers of national circulation."

This year's results are not unique from last year's which were carried out at the height of the pandemic. However, there were a few additions to the tool with assistance from stakeholders. Three indicators made entry to this year's findings – one is the attempt to comprehend how audiences accessed their broadcast media; the second one was the deliberate effort in trying to understand the levels of foreign media consumption compared to local content. Thirdly, the survey sought to interrogate the extent of digital content consumption as a comparative approach with legacy media. Besides, there was an overall ranking of the main sources of news regardless.

The last point is necessary given comparisons legacy media is receiving against alternative media. It is also necessary since the digital natives have really come out strongly in the news media arena – production and dissemination. Some are today capable of employing the best journalists in the field to source and publish content. This advancement forms interesting interlocution in media viability for indeed, the paywalls introduced by most legacy media have had critical impact in news accessibility online, as alternative media content remains freely accessible – you just need to buy internet, right?

Media across the globe, especially when looked at with the proclivities of a democratic state prides itself with its ability to be trusted among citizens compared to other sectors of the society – i.e., government, politicians, church among others.

Over the years, Kenya's media has ranked high up the ladder together with civil society in trust, therefore confidence. This could be attributed to its ability on investigative journalism and perhaps its ability to expose corruption in governments. Alternative media is doing even better in exposing malpractices within the executive today. They are at the forefront in breaking news.

The annual survey conducted since 2019 continues to register a drop in the percentage of Kenyans with a lot of trust in media. For example, two years ago, 48 percent of Kenyans (2019) exuded 'a lot of trust' in media. This fell by 13 percent in the next survey in 2020 to 35 percent and is getting bad by every survey. The results herein (2021) showed that only 23 percent of Kenyans have 'a lot of trust' in media – a drop by a whopping 25 percent from 2019.

What happened? Coverage of Covid-19 or other issues of public interest? Media audience can be complicated especially since the advent of social media, which came with exigencies of misinformation, and amplification of gossip previously restricted to bedrooms and grapevine columns of local newspapers. We leave this for further research to ascertain.

In terms of presentation, this report is also available via Power BI on the MCK website:
https://app.powerbi.com/view?r=eyJrIjoiYzhmYzExNmYtNTNlMy00MDFiLWEyNzktYzVmMGU3ZmU0ZTAxIiwidCI6IjhiODQxN2ExLTIyZDctNDQxZS1hOTE1LWJhZjg4YTQyZDRmMCJ9.

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APPENDIX

NATIONWIDE SURVEY ON MEDIA CONSUMPTION HABITS QUESTIONNAIRE

STATUS OF THE MEDIA SURVEY 2020-21

A. BROADCAST MEDIA (TELEVISION & RADIO)

1. In a typical day how long do you spend watching TV? [select 1 choice]
   a) Less than 30 mins
   b) 30 mins – 1 hour
   c) 1-2 hours
   d) 3-4 hours
   e) 5-6 hours
   f) More than 6 hours
   g) I do not watch TV [if selected skip Q 3-5]

2. In a typical day how long do you spend listening to RADIO? [select 1 choice]
   a) Less than 30 mins
   b) 30 mins – 1 hour
   c) 1-2 hours
   d) 3-4 hours
   e) 5-6 hours
   f) More than 6 hours
   g) I do not listen to Radio [if selected skip Q 6-8]

3. In a typical week, which of the following types of TV programmes do you watch? (either live, recorded or streamed) [prompt if option a-f was selected in Q1]

		LOCAL CONTENT (TICK)	FOREIGN CONTENT (TICK)
1	News (general, sports, politics, business etc)		
2	Entertainment (Music, movies, comedy, soaps, drama)		
3	Documentaries		
4	Education programmes		
5	Talk shows		
6	Sports/sports shows		
7	Reality TV		
8	Children programmes		
9	Live events		
10	Religious content (crusades, sermons, live services etc.)		

4. In a typical week, which TV station(s) do you watch: (Use TV Stations Show Card) [prompt if option a-f was selected in Q1]
   a. The most?
   b. Followed by?
   c. Then?
   d. Any other stations watched in a typical week?

5. How do you access your TV? [prompt if option a-f was selected in Q1]
   a. Set-top Box (free to air/pay)

b. Digital/ Online platform/Streaming (laptop, smart phone, tablets etc.)
c. Satellite
d. Digital App

6. In a typical week, which of the following types of radio programmes do you listen to? [prompt if option a-f was selected in Q2]

		LOCAL CONTENT (TICK)	FOREIGN CONTENT (TICK)
11	News (general, sports, politics, business etc)		
12	Entertainment (Music, movies, comedy, soaps, drama)		
13	Documentaries (features/radio magazines)		
14	Education programmes		
15	Talk shows and interviews		
16	Live Sports/sports shows/sports events		
17	Children programmes		
18	Live events		
19	Religious content (sermons, live services etc.)		

7. In a typical week, which radio stations do you listen to? (Use Radio Stations Show Card) [prompt if option a-f was selected in Q2]
a. The most?
b. Followed by?
c. Then?
d. Any other stations listened to in a typical week?

8. How do you access your Radio? [prompt if option a-f was selected in Q2]
a) Set-top Box (free to air/pay)
b) Digital/ Online platform/ Streaming (laptop, handset, tablets, website etc.)
c) FM radio receivers
d) Digital App

B. Newspapers

9. In a typical week do you read newspapers?
a) Yes
b) No (SKIP TO Q.14)

10. If yes in Q9 above, which newspapers/publications do you read?
Daily Nation
Standard
People Daily
Star
Other (Specify): ________________

11. In a typical week what drives you to purchase a newspaper:
News
Obituaries
Pull-outs
Opinion pages
Classified/Display/Adverts
Sports
Features
Politics
Others (Specify) ________________

12. How do you access your preferred newspapers?
   a. I purchase a hard copy
   b. I subscribe online
   c. I read at vendor's selling point
   d. I read at a social place e.g., restaurant, hotel, barbershop, matatu etc.
   e. I get free copies
   f. Other (specify) ________________

13. In which format do you access your newspapers?
   a) I read on the Internet
   b) Hard copy
   c) PDF versions
   d) Others (Specify)

C. Websites and digital news platforms

14. In a typical day which news websites do you visit? (Type the website name)
   a. The most?
   b. Followed by?
   c. Then?
   d. Any other websites visited for news?

D. Social Media

15. In a typical week, which of the following Social Media platforms do you use?
   a) Twitter
   b) Facebook
   c) Blogs
   d) Instagram
   e) LinkedIn
   f) Podcasts
   g) WhatsApp
   h) Snapchat
   i) YouTube
   j) TikTok
   k) I do not use social media (SKIP TO Q.20)
   l) Other? Specify________________

16. Where do you access your preferred social media platform?
   a. Desktop
   b. Laptop
   c. Tablet/Ipad
   d. Smart phone
   e. Smart TV
   f. Smart watch
   g. Normal handset
   h. Other (specify) ________________

17. In a typical day, how much time do you spend on social media platforms?
   a. Less than 30 mins
   b. 30 mins – 1 hour
   c. 1-3 hours
   d. 3-5 hours
   e. More than 6 hours

18. In a typical day what do you use social media for?
   a) Research
   b) Learning about a topic/topics
   c) Entrepreneurship (e-marketing, influencing, self-branding etc.)
   d) Activism/advocacy
   e) Gossip
   f) Entertainment
   g) Networking with other people
   h) News and information
   i) To pass time

j) Other (Specify): ________________

19. In a typical week, which of the following types of content do you consume on social media?

		LOCAL CONTENT (TICK)	FOREIGN CONTENT (TICK)
20	News (general, sports, politics, business etc)		
21	Entertainment (Music, movies, comedy, soaps, drama)		
22	Documentaries (features/radio magazines)		
23	Education programmes		
24	Talk shows and interviews		
25	Live Sports/sports shows/sports events		
26	Children programmes		
27	Live events		
28	Religious content (sermons, live services etc.)		

E. Media Trust/ Press Freedom

20. How much trust do you have in the media?
a) No trust at all
b) Little trust
c) Some trust
d) A lot of trust

21. On a scale of 1 – 10 where 1 is no trust at all and 10 is a lot of trust, how much trust do you have in the following media platforms:

	1	2	3	4	5	6	7	8	9	10
Radio										
Television										
Online news website										
Media Houses Social Media Pages (e.g., KTN, Citizen, Radio Maisha Facebook, Twitter, YouTube pages/channels, etc)										
Other Social Media sources on (Facebook, Twitter, YouTube, WhatsApp, etc.)										

22. Which media outlet do you trust the most for information?

23. Considering the media outlet you trust the most in Q22 above:
a. What is the main reason for trusting it the most?
b. Any other reason for trusting the media outlet?

24. Do you have any concerns with the media?
a) Yes
b) No (SKIP TO Q.26)

25. If yes in Q.24 above, what are the concerns?

26. Overall, which of the following do you use as a main source of news?

a. Radio
b. Television
c. Family/friends/colleagues
d. Newspapers
e. Social media
f. Online news websites
g. Bloggers

27. On a scale of 1 – 10 (where 10 is the highest) how would you rate the extent of media freedom in Kenya? (select one)

1	2	3	4	5	6	7	8	9	10

F. Demographics

Thank you very much. Your responses have been very useful. I just need to confirm some of your details as we close.

DM1. Do you mind telling me how old you are?
1. 15- 18
2. 18-24
3. 25-29
4. 30-34
5. 35-39
6. 40-44
7. 45- 49
8. 50-55
9. 56-59
10. 60+

DM2. And what is the highest level of education you completed?
a) No formal education
b) Primary
c) Secondary
d) Certificate
e) Diploma
f) Bachelor's degree
g) MA
h) PhD

DM3. What is your employment Status?
a) Student
b) Self-employed (Formal)
c) Self-employed (Informal)
d) Employed
e) Unemployed
f) Retired
g) Other (specify) ________________

DM4. And what is your denomination/Religion/Belief?
a) Catholic
b) Protestant
c) Muslim
d) Hindu
e) SDA
f) No religion
g) Atheist
h) Other (Specify) ________________

DM5. Do you live in an urban or rural setting?

a) Urban
b) Rural
c) Both

DM6. Gender

a) Male
b) Female
c) Other (specify) ________________

DM7. Approximately what is your gross monthly household income? (I.e. This is the combined monthly income of all your household members). This will help us in determining your social economic class.

a) Under KES 30,000
b) KES 30,001 – 40,000
c) KES 40,001- 70,000
d) KES 70,001- 100,000
e) KES 100,001-150,000
f) KES 150,001 – 250,000
g) Over KES 250,000

DM8. Do you have any form of disability?

a) Yes
b) No

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COUNCIL OF KENYA

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