

State of Kenya's Media in 2022

Media Council of Kenya Report February 2023

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CEO, Media Council of Kenya

MEDIA
COUNCIL OF KENYA





BACKGROUND

ABOUT THE MEDIA COUNCIL OF KENYA

The Media Council of Kenya (MCK) is an independent national institution established under the Media Council Act 2013 to set media standards and ensure compliance as set out in Article 34(5) of the constitution;

- The Council promotes and protects freedom and independence of the media, and assures protection of the rights and privileges of journalists in the performance of their duties among others.
- The council often engages stakeholders on issues of freedom of the media, which is guaranteed in the constitution (Article 34)
- **Further, as part of its mandate, 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).**



SURVEY METHODOLOGY

Dates of Fieldwork	8th December – 24th December 2022
Who commissioned the survey?	The survey was commissioned by the Media Council of Kenya and conducted by Infotrak Research & Consulting Limited.
How was the survey conducted?	Interviews were conducted using a hybrid approach utilizing both Computer Assisted Telephone Interviews (CATI) & Computer Assisted Personal Interviewing (CAPI)
Universe and Survey sample	The relevant section of the public that was targeted in the survey (i.e. the universe) was persons who were 15 years old and above at the time of the survey. The overall survey had a target survey sample size of 3,331 respondents.
What was the margin of error?	±1.8% at 95% degree of confidence.
What was the response rate?	98% response rate.
Survey Geographical Coverage	The survey covered all the 47 counties in the 8 regions. To ensure the survey findings were representative of the Kenyan, 15+ years population, the distribution of the survey sample across the 47 counties was proportionately allocated. As such Rift Valley region took the highest sample with North eastern region taking the least sample.
Data Analysis	Data was processed and analysed using SPSS 26 statistical software due to its high accuracy and reliability.
Supplementary Survey 2023	An additional survey was conducted between 9 – 10 February 2023, covering 1,522 respondents and leveraging on CATI, to get public views on betting and gauge trends in sources of information, particularly for television.

SAMPLE DISTRIBUTION

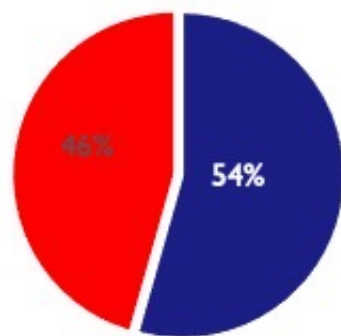
REGION	2019 Census Population (Millions)	2019 Census 15+ Population (Millions)	Regional Adult Proportions	Regional Achieved Sample
COAST	4.3	2.9	9%	340
NORTH EASTERN	2.5	1.5	4%	196
EASTERN	6.8	4.9	15%	497
CENTRAL	5.5	4.1	13%	388
RIFT VALLEY	12.8	8.5	26%	867
WESTERN	5.0	3.4	10%	321
NYANZA	6.3	4.2	13%	406
NAIROBI	4.4	3.3	10%	316
TOTAL	47.6	32.8	100%	3,331



SURVEY DEMOGRAPHICS

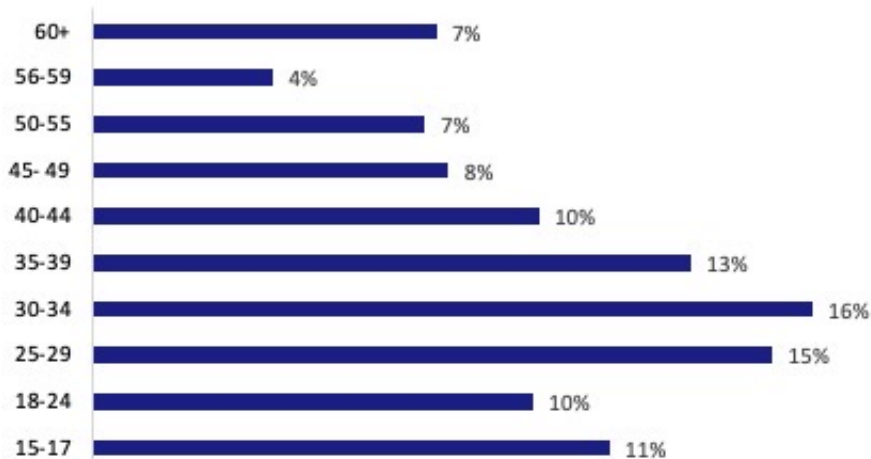
DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDENTS

Gender

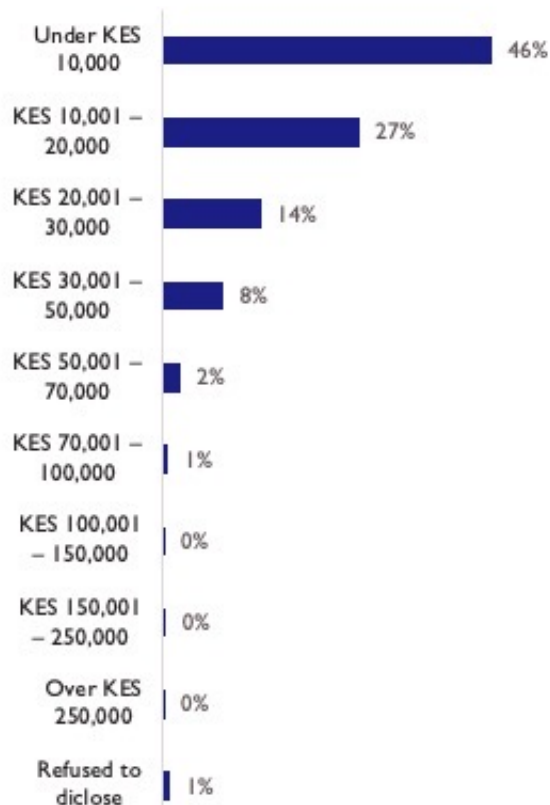


Male Female

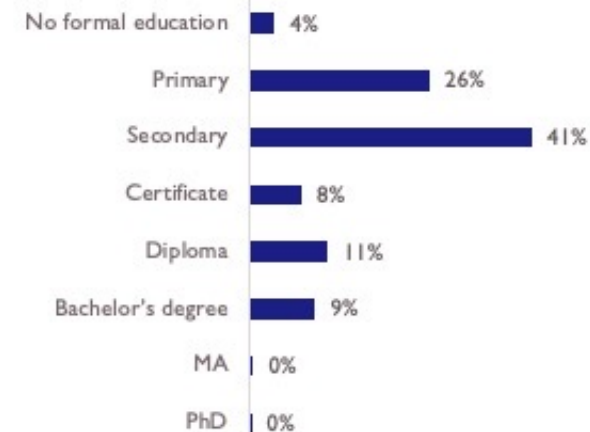
Age



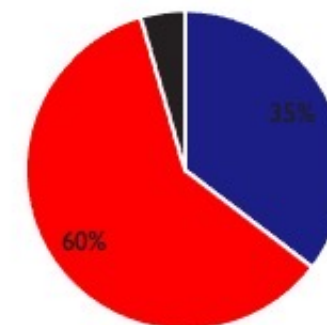
Household Income



Education



Location

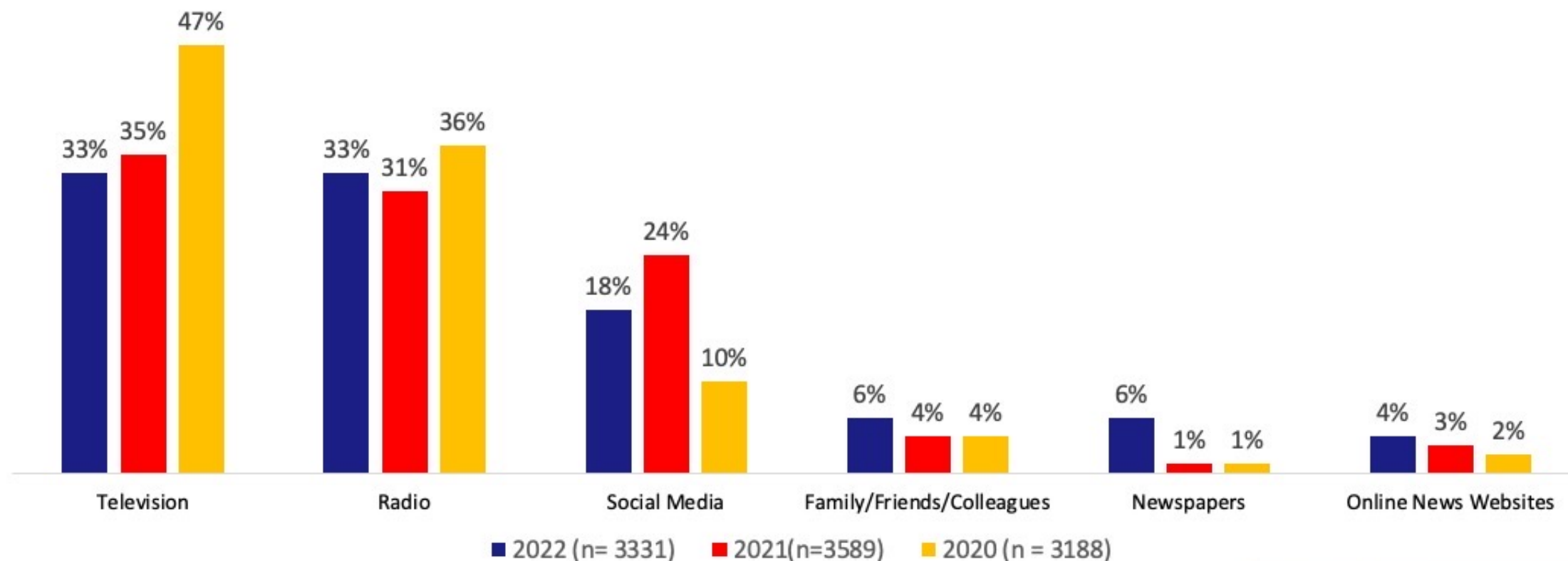


Urban Rural Peri-urban

SUMMARY - MAIN SOURCE OF NEWS

- Television (33%) and radio (33%) have consistently outperformed other platforms to stand out as the **MAIN** media platforms, followed by social media (18%), family/friends/colleagues (6%), and newspapers (6%).
- Overall, legacy media platforms such as television (80%) and newspapers (29%) recorded increased usage in 2022 from 2019, whereas radio has recorded a decline in performance reducing by 6% points from 84% in 2019 to 78% in 2022.

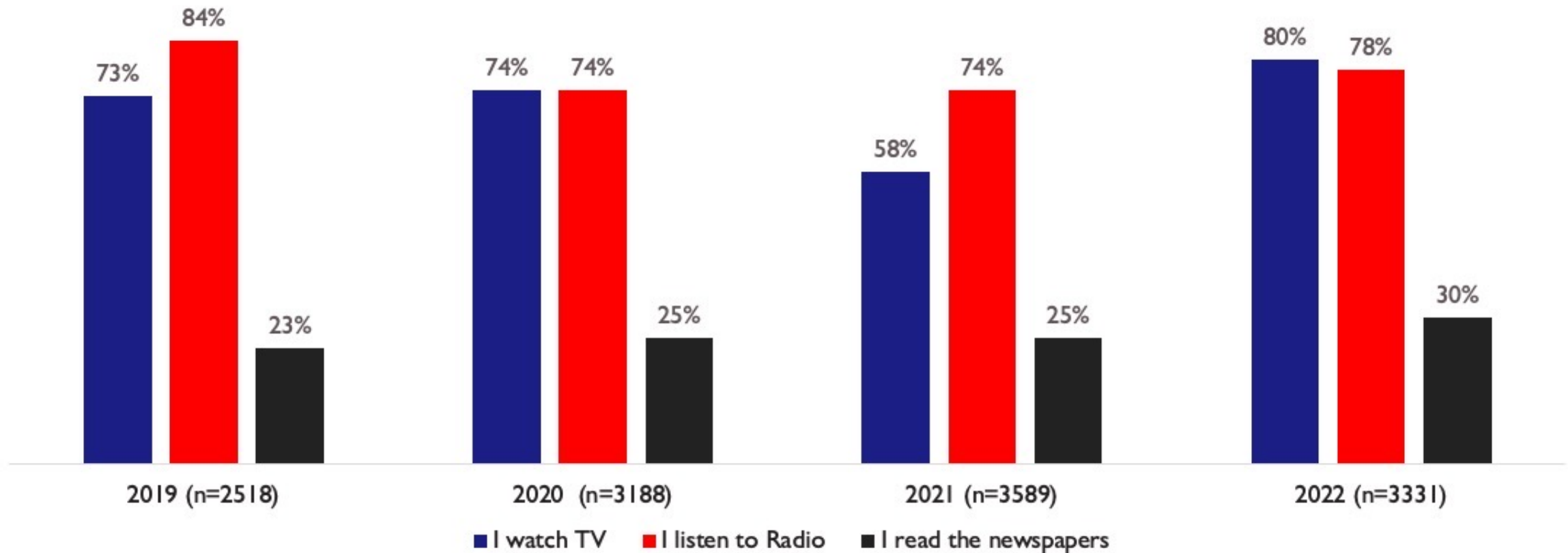
MAIN SOURCE OF NEWS



n: 2022: 3,331
n: 2021: 3,125
n: 2020: 3,183

Qn: Overall, which of the following do you use as a main source of news?

TRENDS IN BROADCAST MEDIA CONSUMPTION (RADIO, TV, AND NEWSPAPERS)



Qn: Overall, which of the following do you use as a source of news?

n: 2022: 3,331
n: 2021: 3,125
n: 2020: 3,183



MEDIA CONSUMPTION PATTERNS

MEDIA CONSUMPTION HABITS: BY AGE - 2022

- Young people (18 – 24 yrs.) rely mostly on legacy media platforms such as television, radio, and digital platforms such as social media, for information.

	15-17	18 - 24	25-29	30-34	35-39	40-44	45- 49	50-55	56-59	60+	Total
Television	37%	32%	31%	30%	31%	35%	34%	35%	34%	34%	33%
Radio	36%	30%	28%	31%	31%	35%	34%	38%	35%	41%	33%
Social media	16%	23%	23%	21%	19%	16%	17%	10%	13%	9%	18%
Family/friends/colleagues	5%	5%	6%	7%	6%	5%	6%	7%	9%	8%	6%
Newspapers	4%	5%	6%	5%	7%	5%	6%	7%	8%	7%	6%
Online news websites	3%	4%	6%	5%	4%	3%	2%	3%	3%	2%	4%
Bloggers	0.3%	1%	1%	1%	1%	0.1%	1%	-	-	-	1%

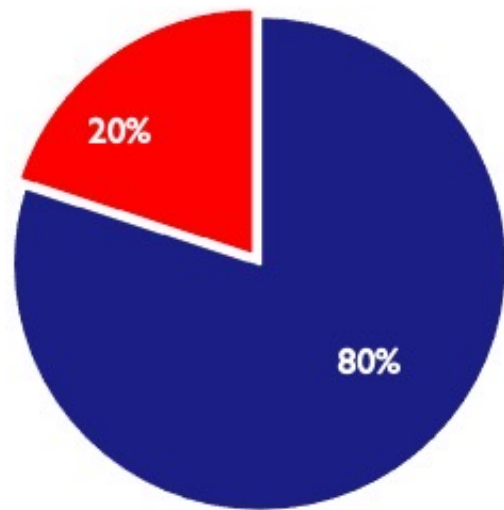
Qn: In the past one week did you consume any of the following media?

n: 3,331

TV VIEWERSHIP

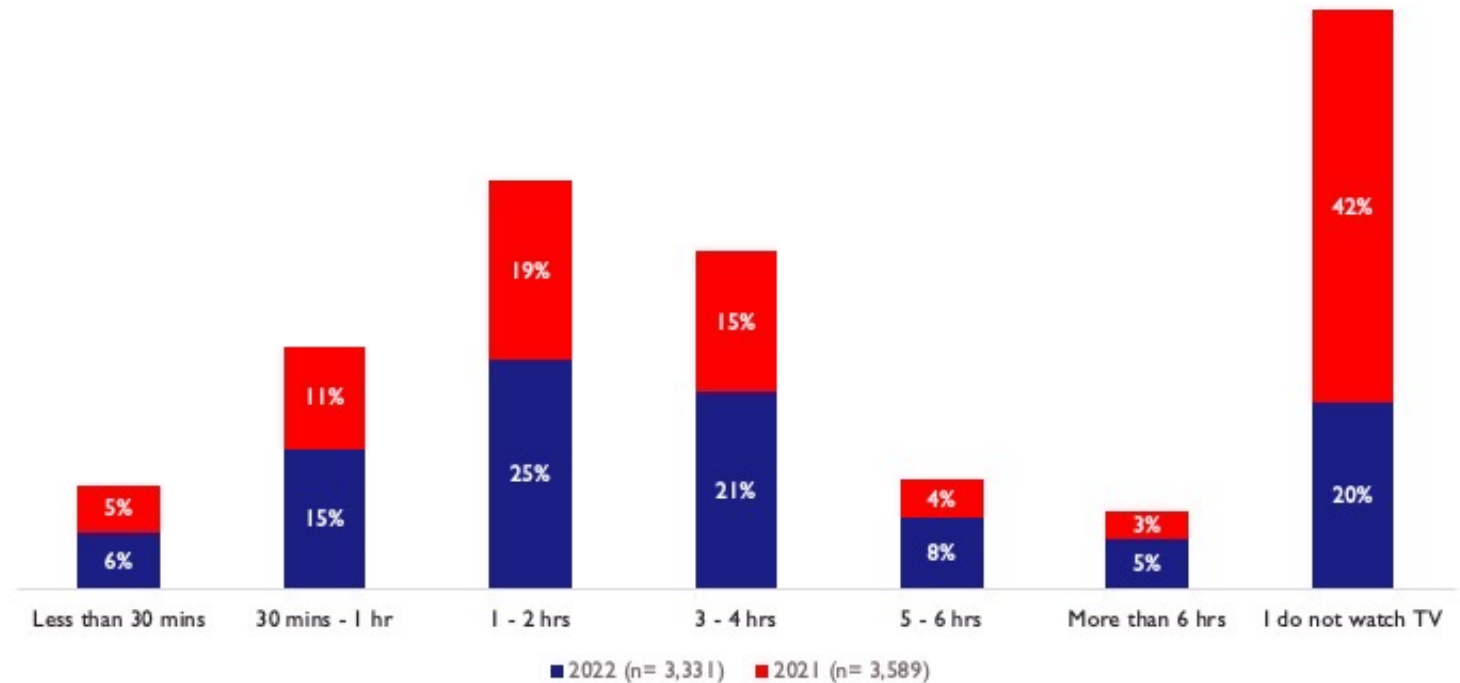
- Four in every five (80%) of the surveyed respondents highlighted that they rely on television for their information. This marks an improvement from 58% in 2021. The increased subscription rates was anchored by the electioneering period and further amplified by the accessibility of the online platforms powered by YouTube.

Overall viewership 2022



n=3331

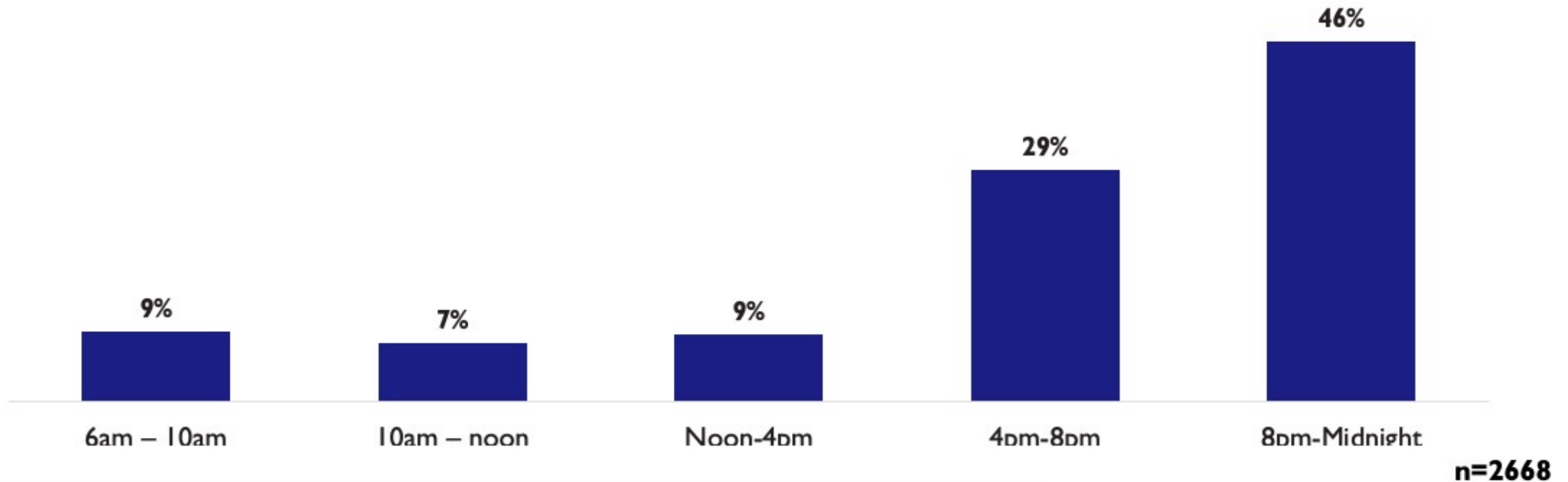
■ I watch Television ■ I do not watch TV



Qn: In a typical day, how long do you spend watching TV?

TIME WHEN TV IS MOST WATCHED 2022

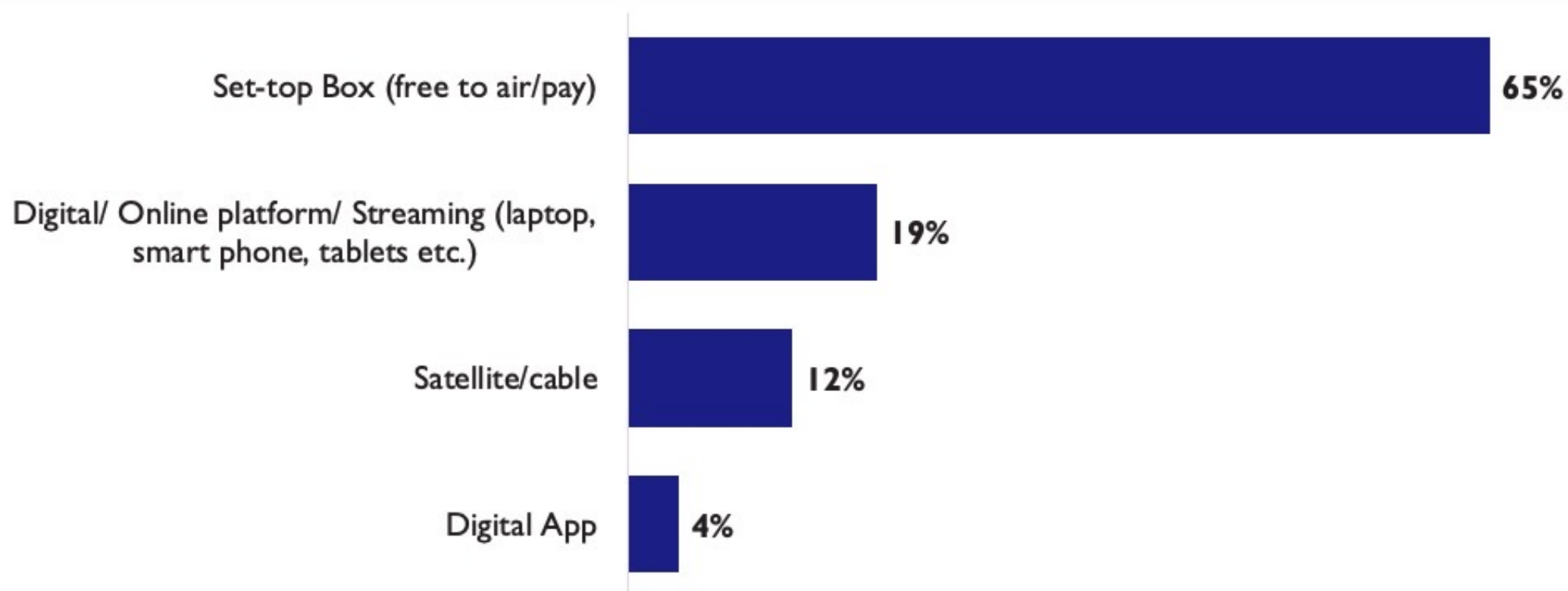
- A significant proportion (46%) of the surveyed respondents watch TV from 8 PM – midnight, followed by 4pm – 8 pm (29%). This may be attributed to the fact that adults are usually at home from work and the increased preference for prime time news to get update on current affairs. Prime time news is KING.



Qn: What time of the day do you mostly watch TV?

ACCESS TO THE TV

- The surveyed respondents gain access to the TV using set-top boxes (65%), digital/online platforms such as laptops or smart phones (19%), satellite/cable (12%) and digital app (4%)



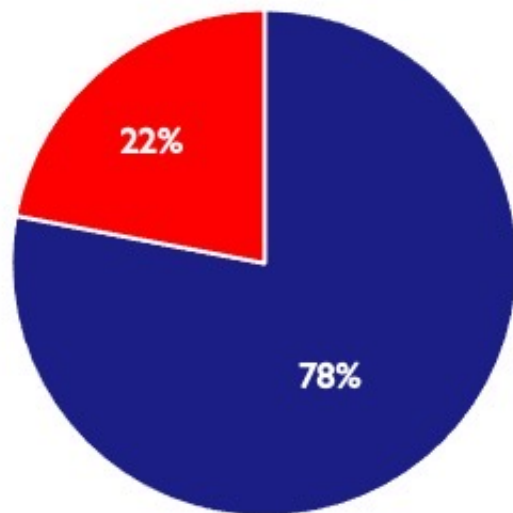
n=2668, Those who watch TV

Qn: How do you access your TV?

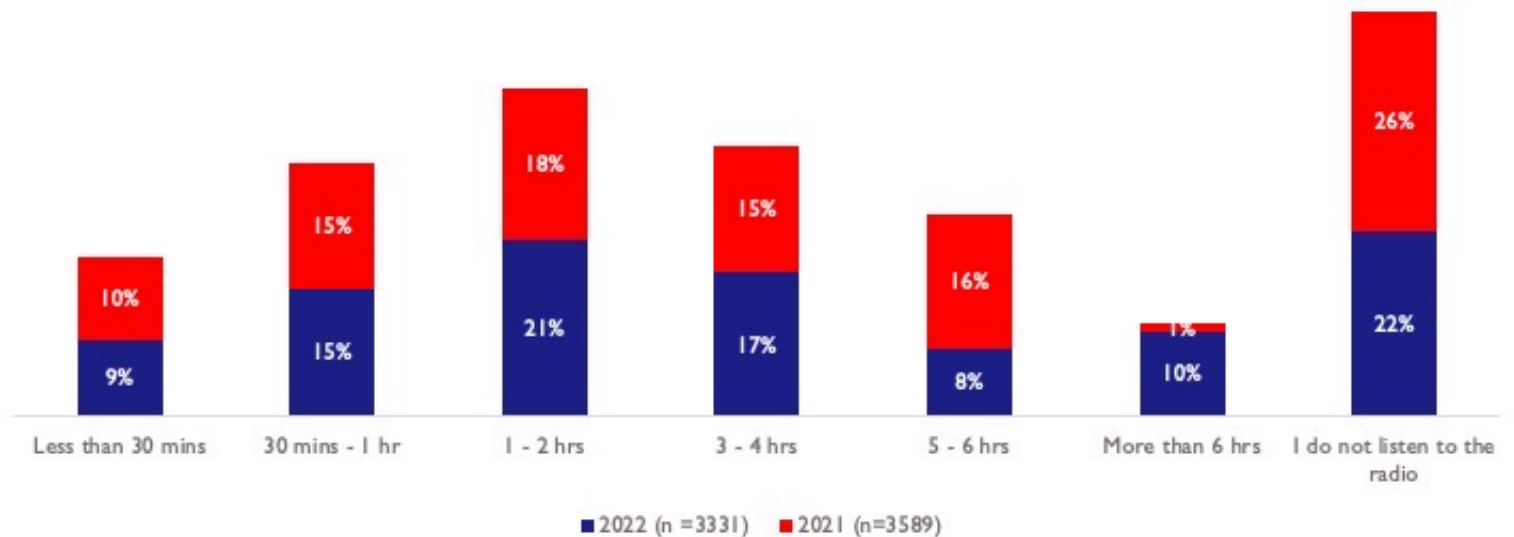
RADIO LISTENERSHIP

- Approximately, four in every five of the surveyed respondents (78%) admitted that they rely on radio for information. This translates to a 4% point improvement from 2021 (74%). The increased usage, occurred on the back of the electioneering period, that prompted users to tune in, in order to get up to date news, more so for rural as compared to the urban dwellers.

Overall viewership 2022



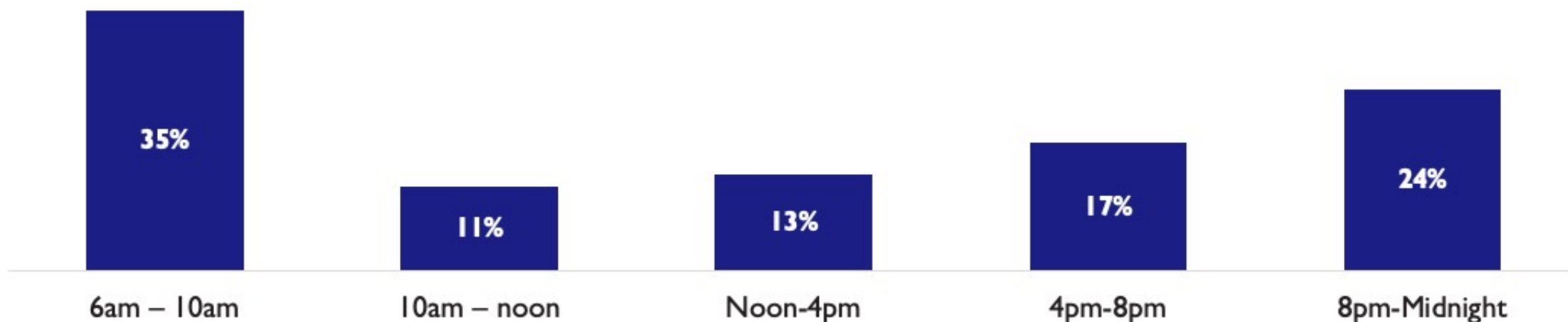
■ I listen to Radio ■ I do not listen to radio



Qn: In a typical day, how long do you spend listening to RADIO?

TIME WHEN RADIO IS LISTENED TO

- About two in every five of the surveyed respondents (35%) who listen to the radio, indicated that they rely on it in the morning hours from 6 – 10 am, another 24% rely on it from 8 pm – midnight. The slightly high proportions during those timelines may be attributed to the usage of PSVs by a majority of Kenyans who automatically subscribe to the morning/evening radio shows on their way home/to work. Existence of phone radio apps and preference of the shows aired during those times may also play a role.



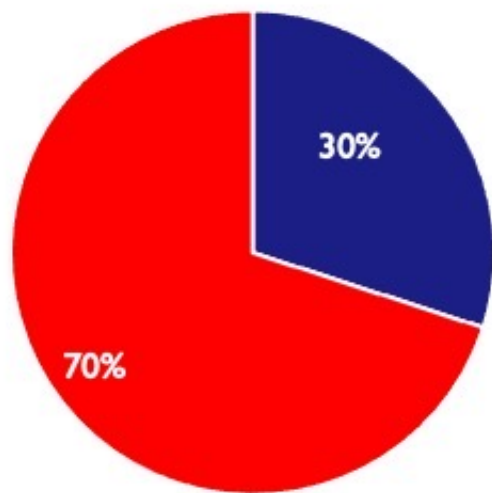
Qn: What time of the day do you mostly listen to radio?

n = 2615

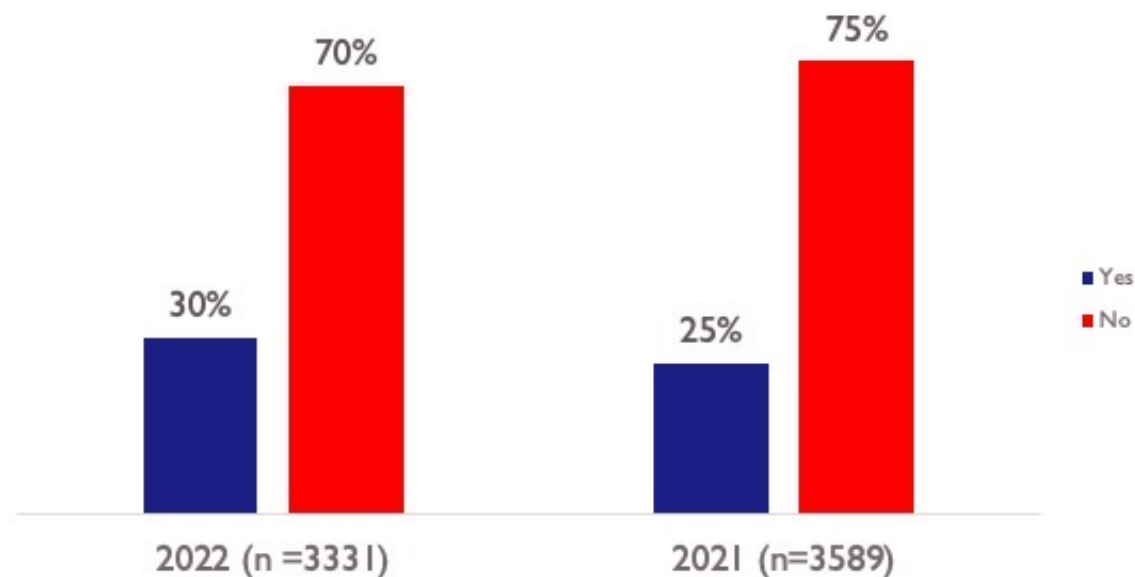
NEWSPAPER READERSHIP

The survey established that approximately seven in every ten surveyed respondents (70%) do not read newspapers (either physical or digital versions). On the flip side, only 30% mentioned that they do read newspapers. The increased usage y/y from 2020 was anchored by the elections.

Overall viewership 2022



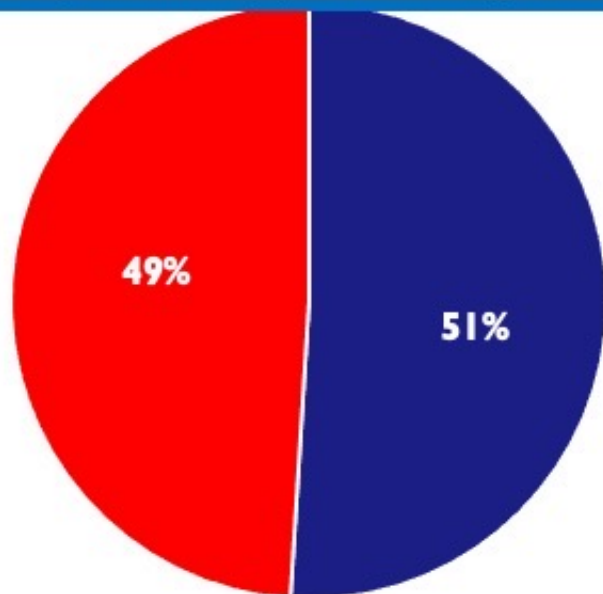
■ Yes ■ No



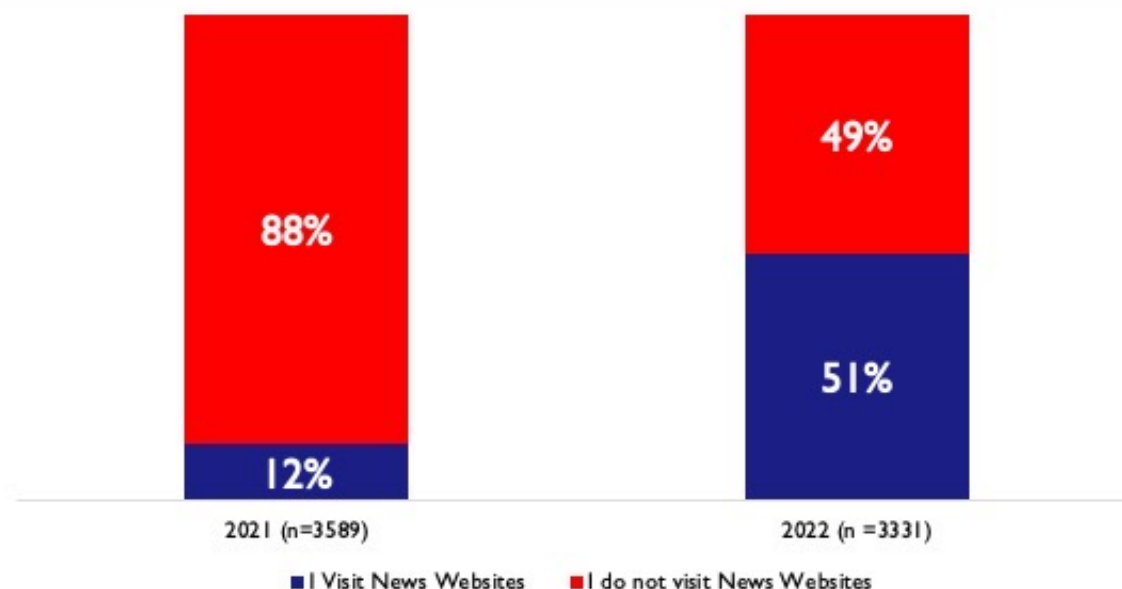
Qn: In a typical week, do you read newspapers?

NEWS WEBSITES

The survey established that more than half (51%) of the surveyed respondents visit news websites. Further, this marked an improvement from 2021 (12%). The key enablers were ease of access to the internet, the electioneering period and the availability of non-pay sites as well as affordability of the e- papers as compared to physical papers.



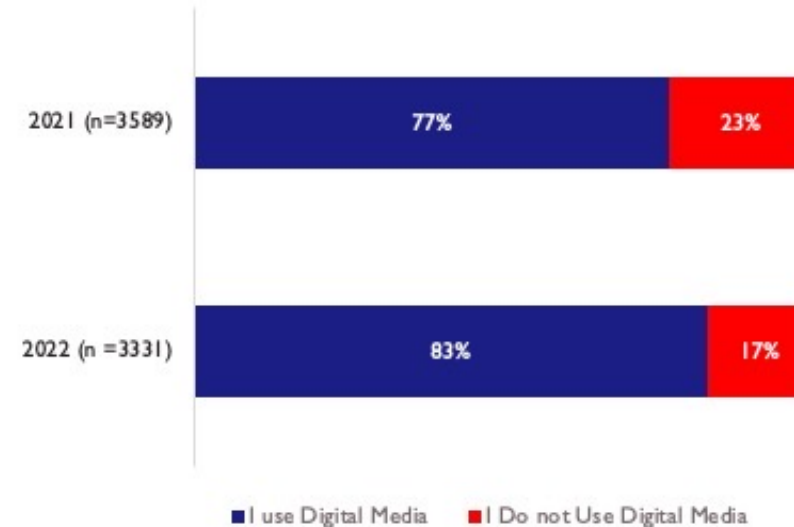
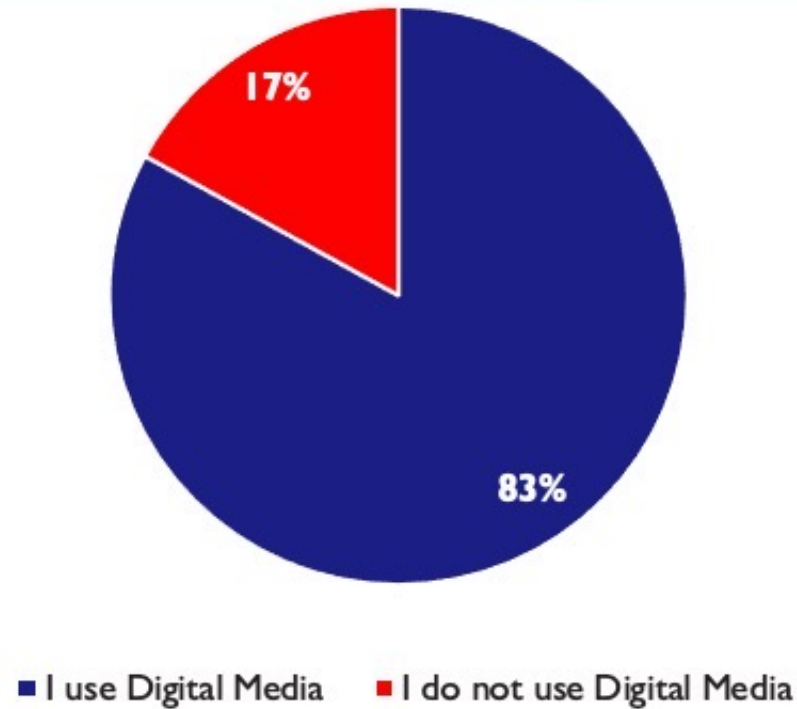
■ I visit News Websites ■ I do not visit News Websites



Qn: In a typical day which News Websites do you visit?

DIGITAL MEDIA PLATFORM USED

The survey established that a majority (83%) of the surveyed respondents use digital media. On the other hand, 17% highlighted that they don't. Key to note is that there has been an improvement in usage of digital media platforms y/y from 77% in 2021, as presented below:



Qn: In a typical week, which of the following Digital Media platforms do you use?

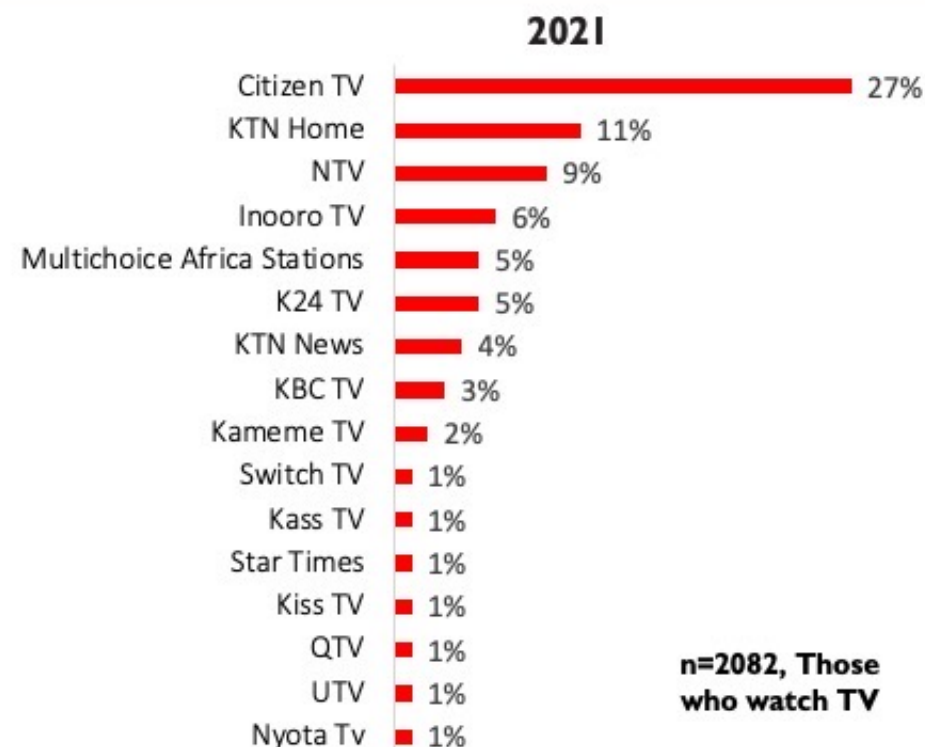
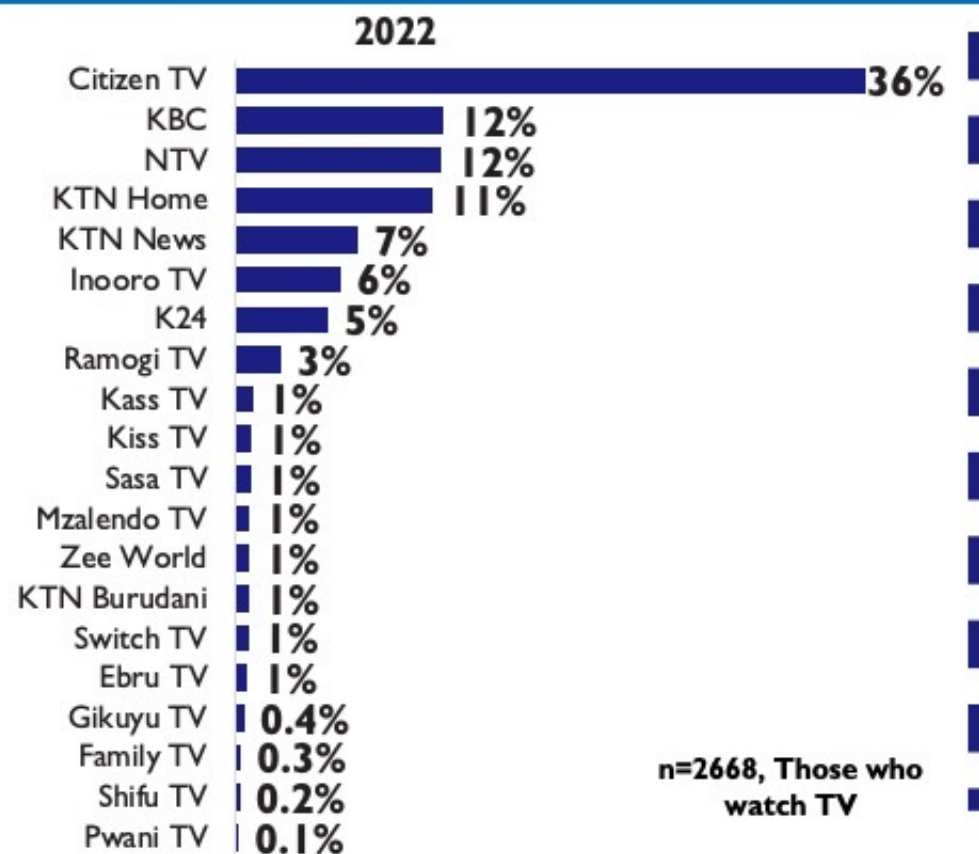


MOST POPULAR MEDIA PLATFORMS



THE MOST WATCHED TV STATIONS - 2022

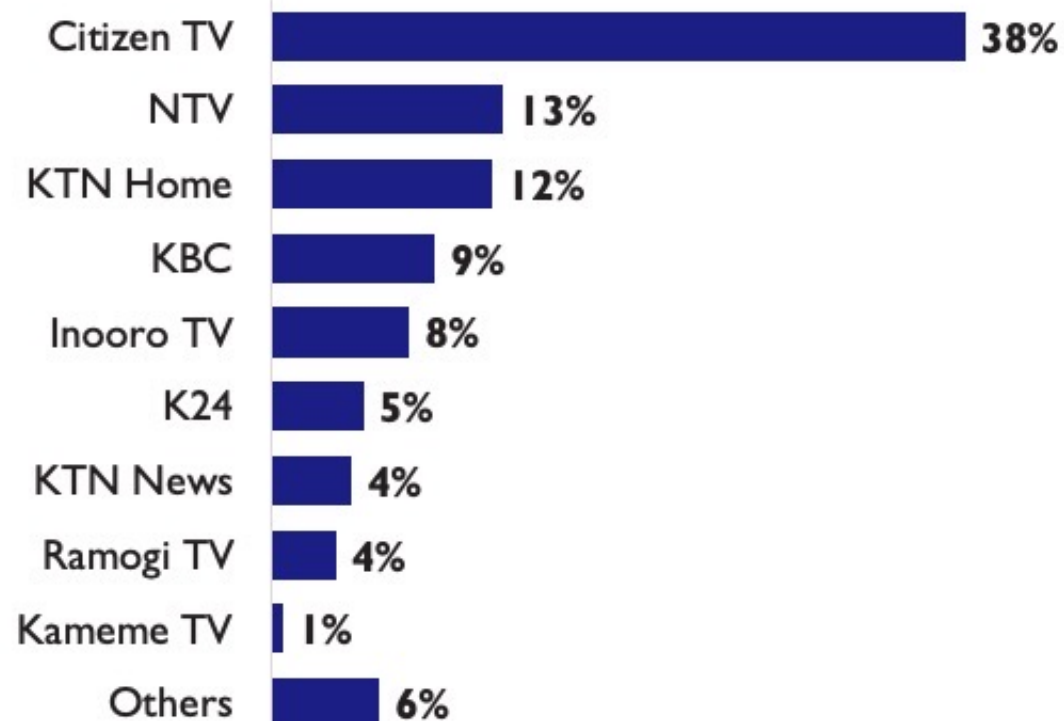
Citizen TV, stands out as the most watched TV station both in 2021 and 2022. There was an improvement in performance for stations such as KBC that grew from 3% to 12% between 2021 and 2022, as a result of increased subscription due to the World Cup (data collection was done during the period). Other top watched stations include NTV and KTN Home.



Qn: From the mentioned TV stations above, rank from most to -least watched.

MOST WATCHED STATIONS - 2023

The top three (3) most watched TV stations in Kenya are Citizen TV (38%), NTV (13%), and KTN Home (12%). Other key stations watched include KBC (9%), Inooro TV (8%), K24 (5%), and KTN News (4%)

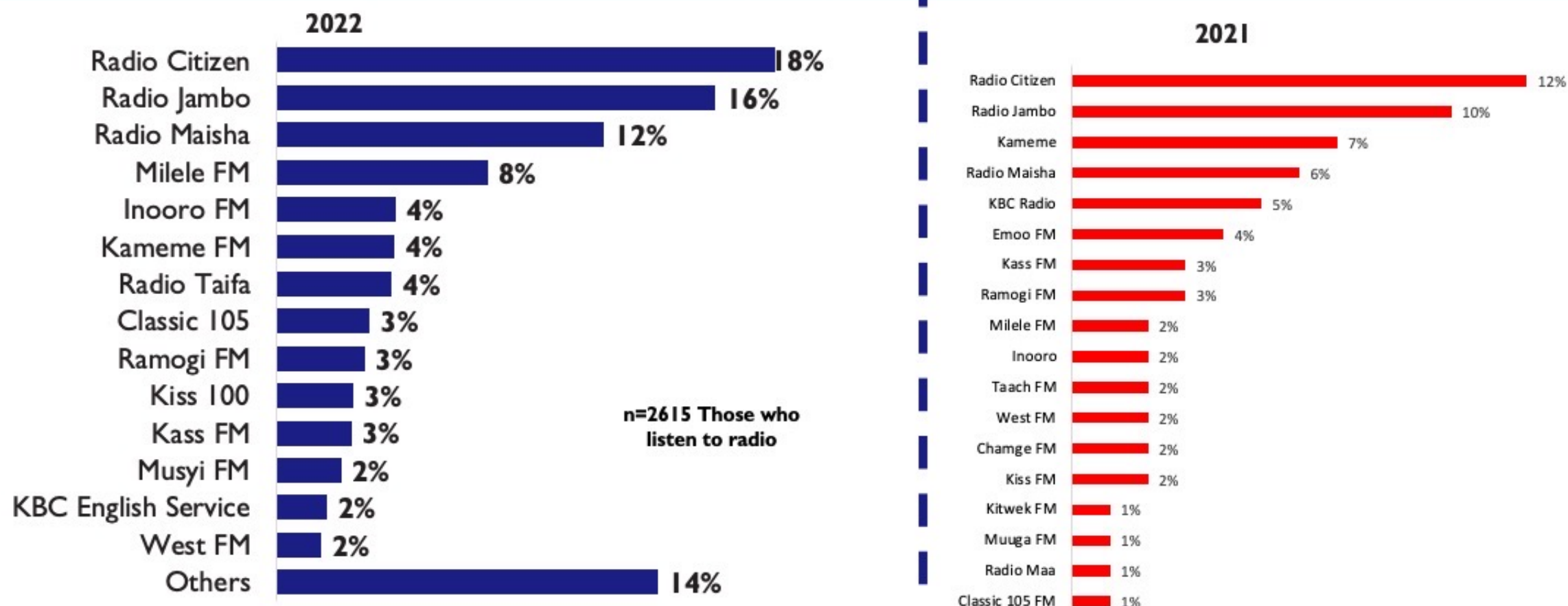


n=987

Which TV station(s) did you mainly watch?

THE MOST LISTENED TO RADIO STATIONS

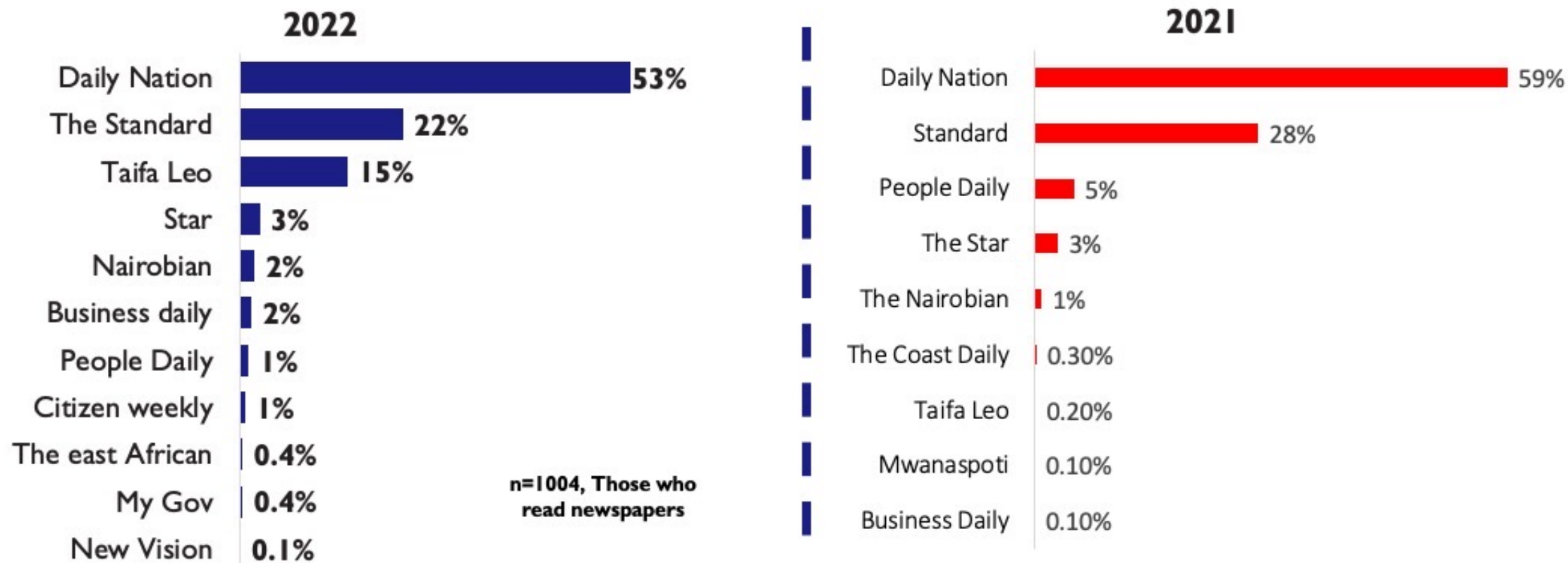
Radio Citizen and Radio Jambo stand out as the top listened to radio stations both in 2021 and 2022



Qn: From the mentioned stations above, rank from most to -least listened to.

THE MOST READ NEWSPAPER/PUBLICATION

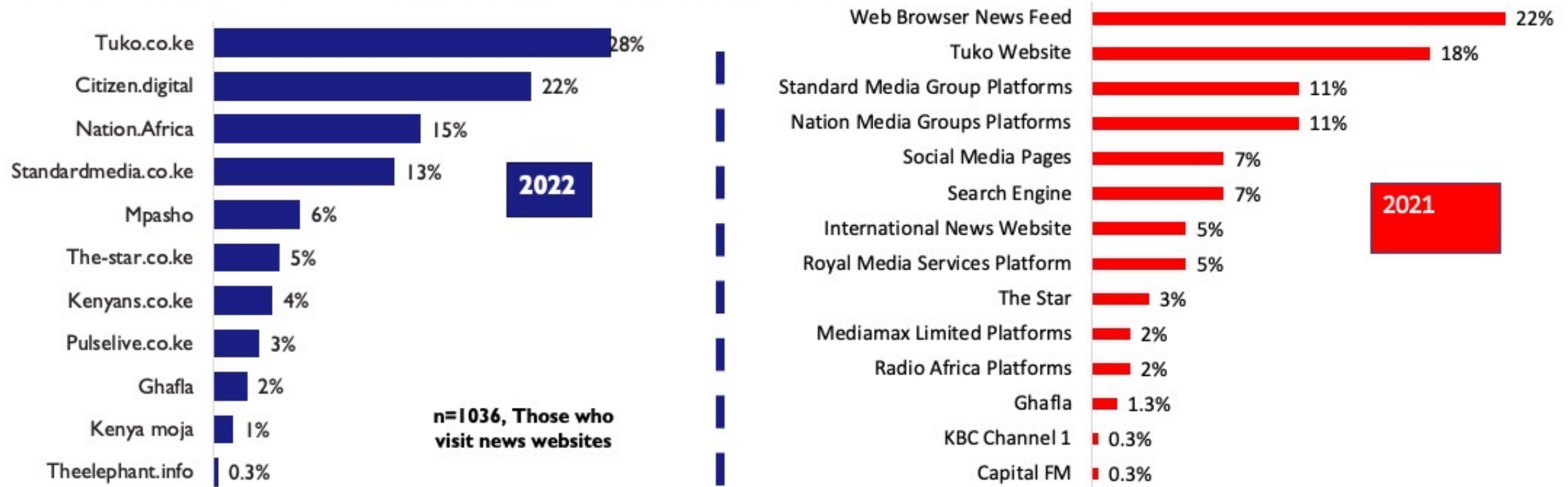
- The Daily Nation (53%), the Standard (22%), and Taifa Leo (15%) are the most read newspaper brands, as presented below:



Qn: From the newspapers/publications mentioned above, which one do you read the most?

THE MOST VISITED NEWS WEBSITES

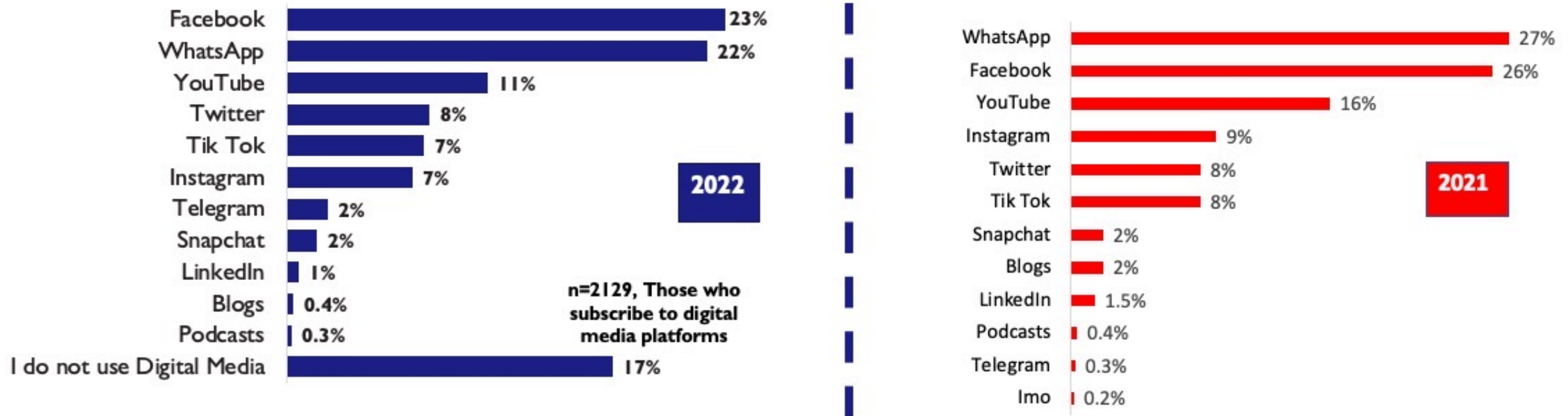
The most viewed news websites in 2022 include Tuko.co.ke (28%), Citizen Digital (22%) and Nation Africa (15%). The proportion of Tuko.co.ke subscribers increased by 10% compared to the previous years. The continued dependence on digital platforms to consume news content is backed by the increased usage of smartphones and tablets especially among the youth.



Qn: From the mentioned news websites above, rank in order of priority, from one visited most to the least

DIGITAL MEDIA PLATFORM USED

Facebook, WhatsApp and YouTube are the 3 most used digital/social media platforms both in 2021 and 2022. Nonetheless, whereas Facebook was the most popular platform in 2022, WhatsApp dominated the digital media space in 2021. Consequently, the number of surveyed respondents who rely on Facebook declined from 26% in 2021 to 23% in the preceding year.



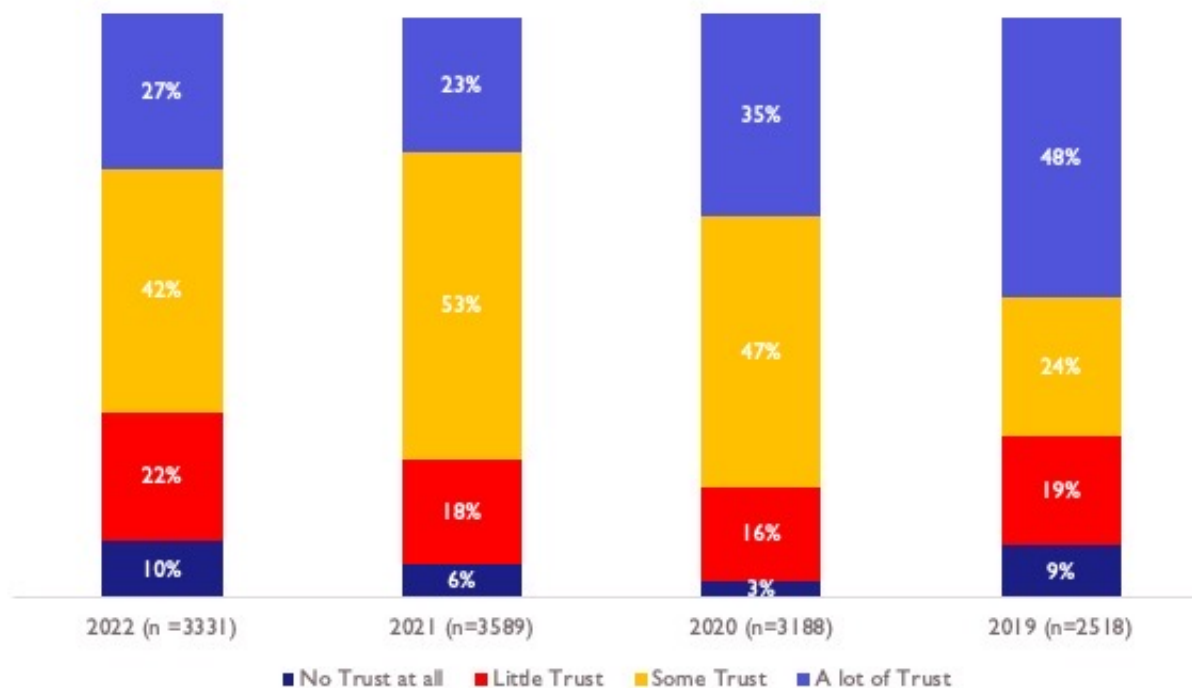
Qn: In a typical week, which of the following Digital Media platforms do you use?



TRUST IN THE MEDIA

LEVEL OF TRUST IN MEDIA

- The survey established that, approximately seven in every ten surveyed respondents (69%) either have some trust or a lot of trust in the media. Another 10% indicated that they have no trust in media, whereas 22% were indifferent.
- Comparatively, the level of trust in the media has declined over the last two years.
- Trust in the media is highest for Television (33%), followed by radio at 32%.



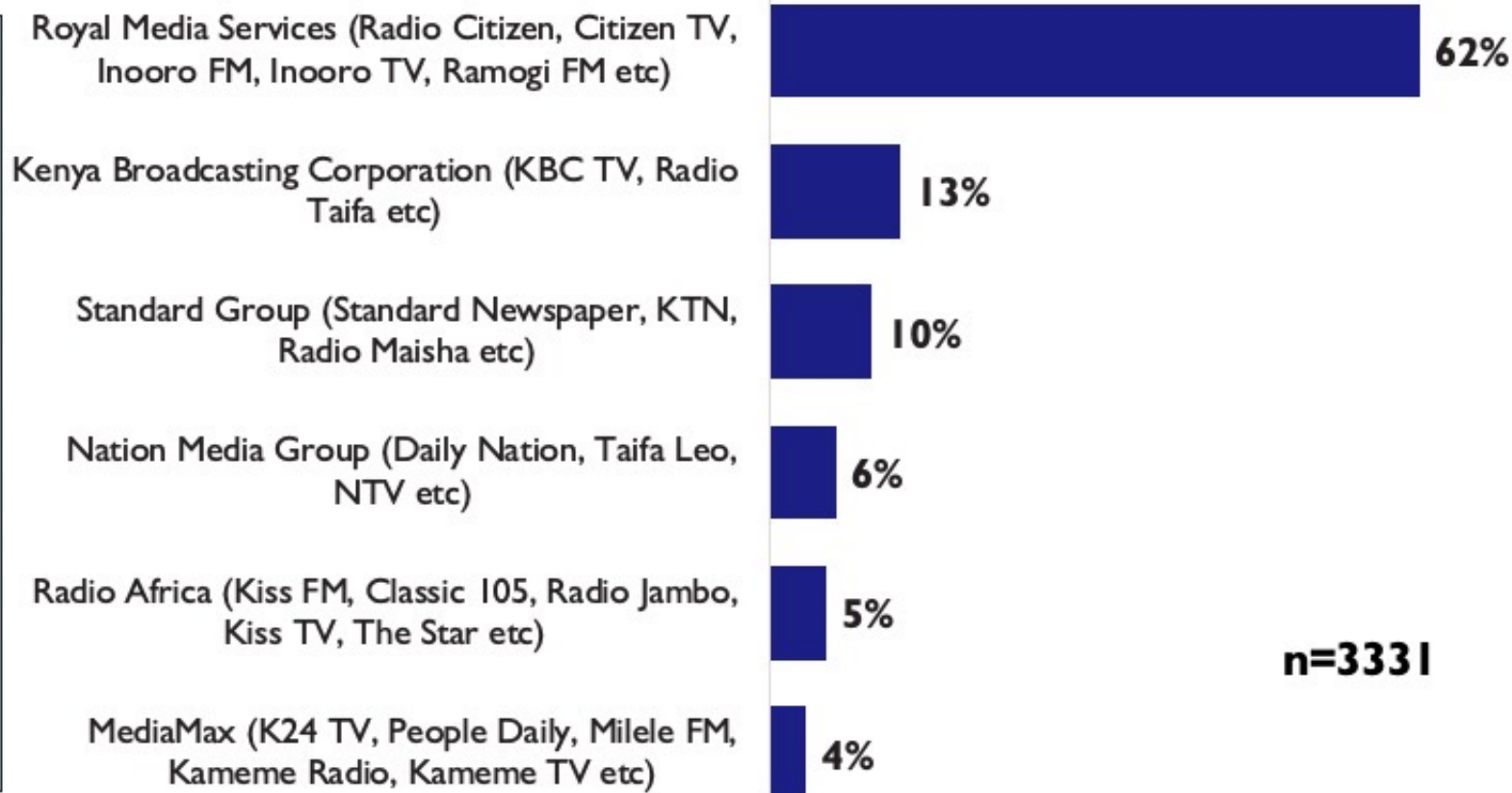
Qn: Overall, on a scale of 1 -10 (where 1 is no trust and 10 is a lot of trust) how would you rate your level of trust in media?

MOST POPULAR MEDIA BRANDS



TRUST IN MEDIA ORGANISATIONS - 2022

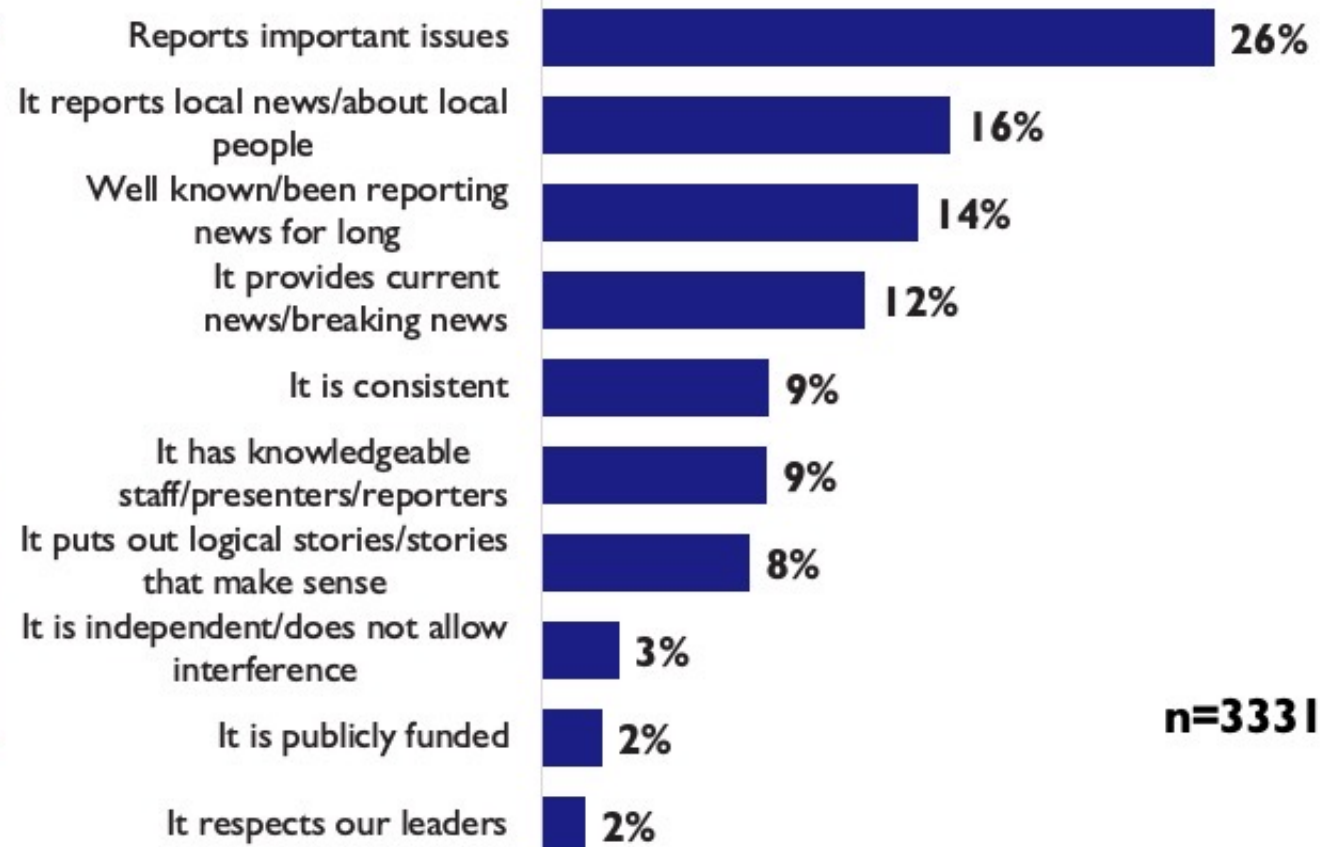
Royal Media Services (62%) is the most trusted media organisation in Kenya. This is attributed to its wide coverage and the localisation of its services to suit local cultures. Another, 13% and 10% of the surveyed respondents indicated that they trusted KBC and the Standard Group, respectively.



Qn: Which media outlet do you trust the most for information?

REASONS FOR TRUSTING THE MEDIA

- 26% of the survey respondents indicated that their trusted media organisation reported important issues whereas 16% cited that they reported local news/news about local people.
- Further, 14% of the respondents indicated that they trust the media organisation they rely on since they are well known in terms of reporting news for long whereas 12% highlighted that their trust was triggered by the presence of breaking/current news



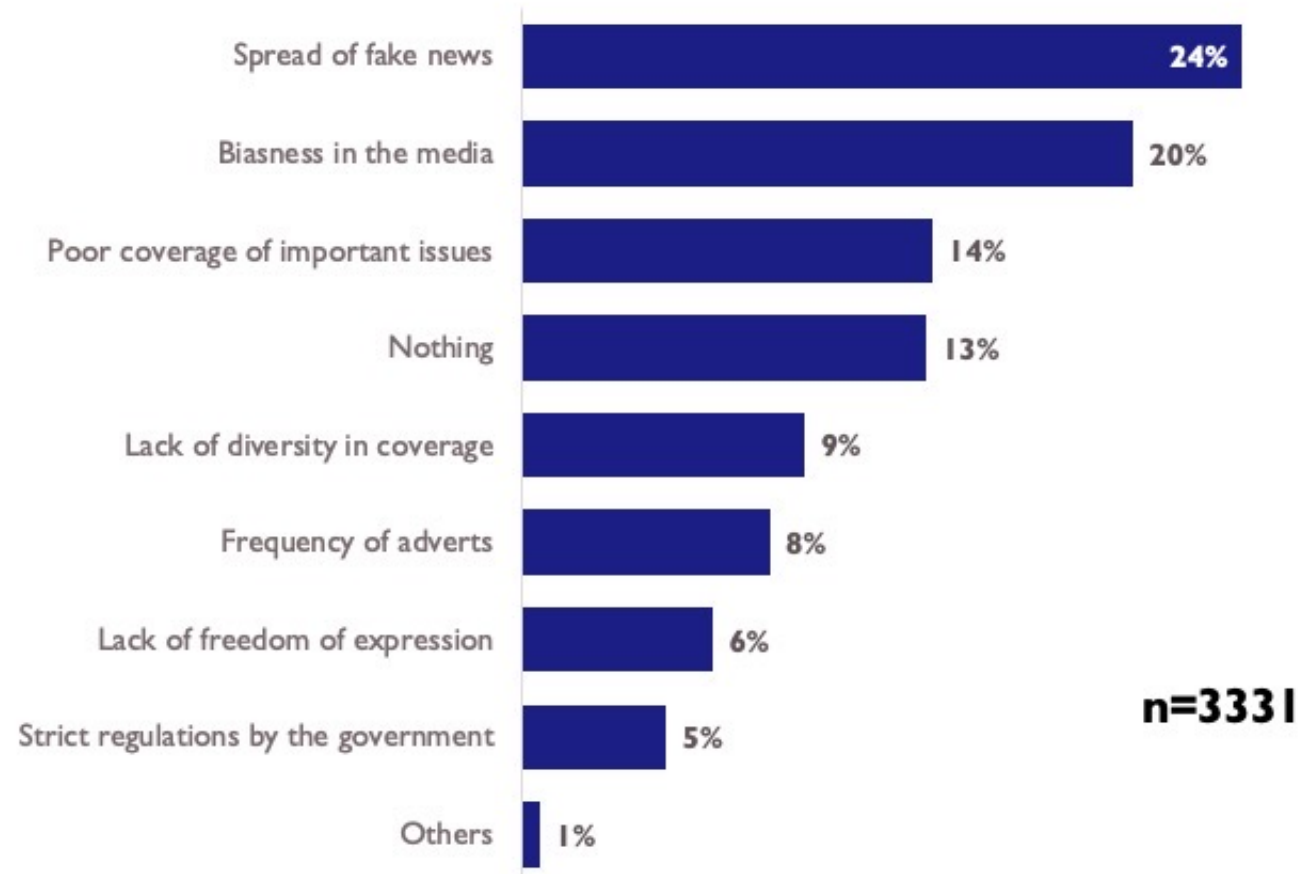
Qn: Why do you trust the media outlet you have mentioned above?



ISSUES AND KEY HIGHLIGHTS ABOUT THE MEDIA

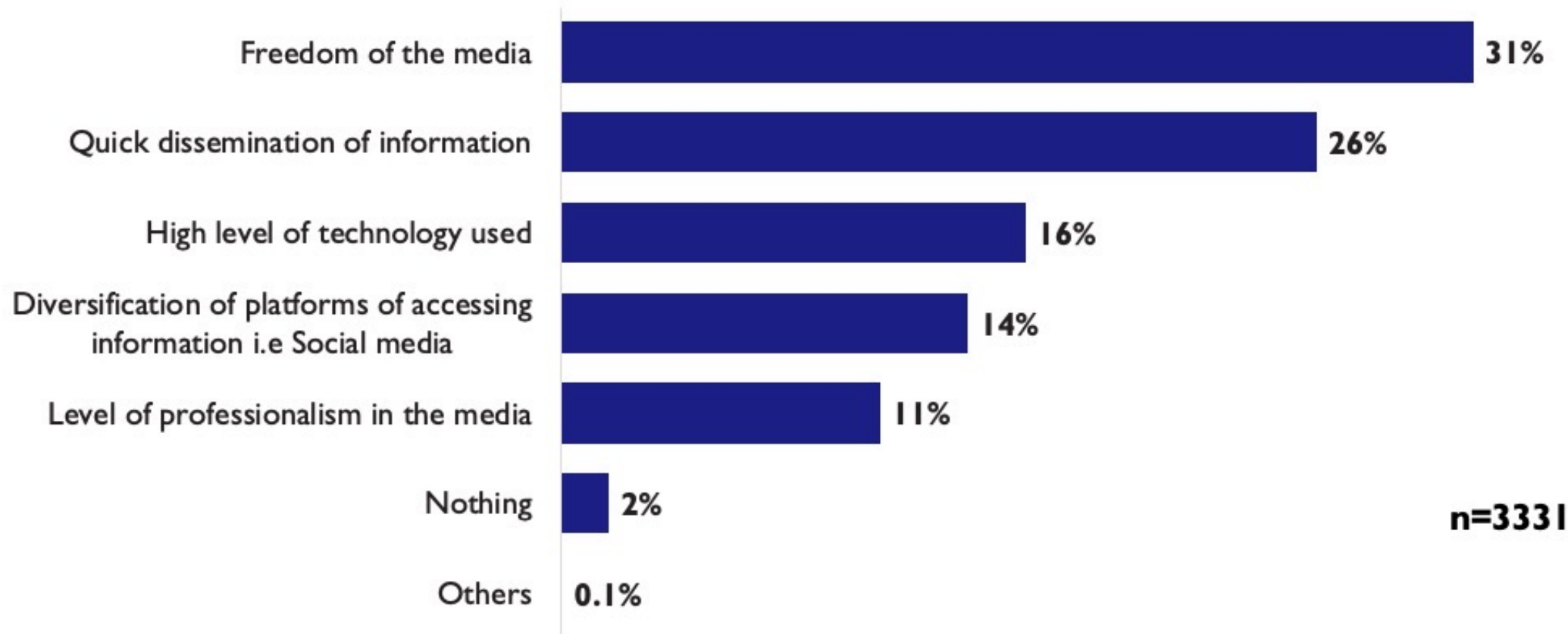
CONCERNS ABOUT THE MEDIA - 2022

- The key concerns that Kenyans have when it comes to media today include: fake news (24%), biasness in the media (20%), and poor coverage of important issues (14%).



Qn: What concerns you most about media today?

THINGS TO CELEBRATE ABOUT THE MEDIA



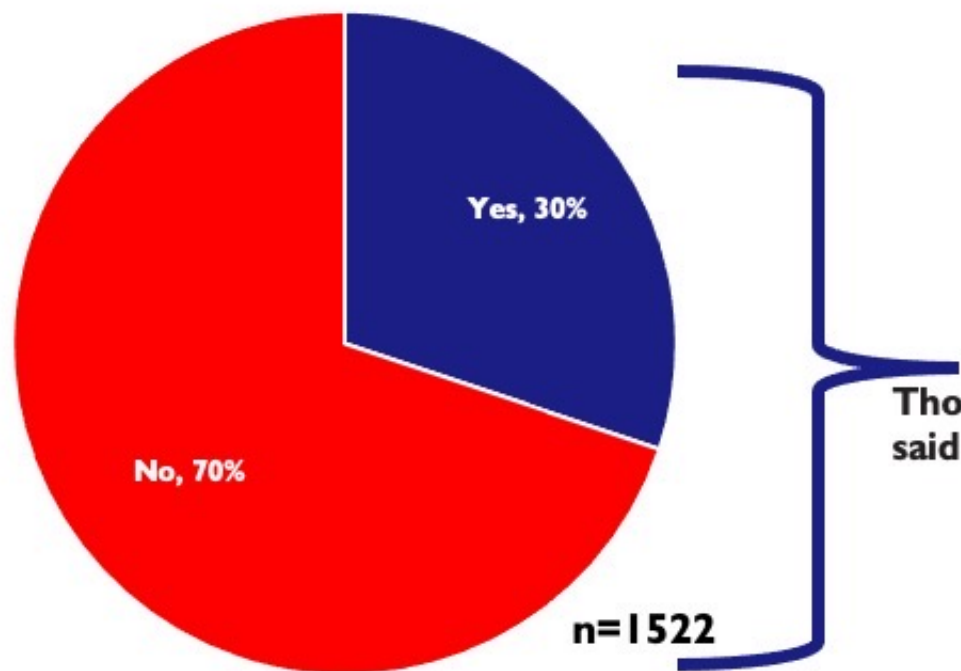
Qn: What do you celebrate most about the media in Kenya?



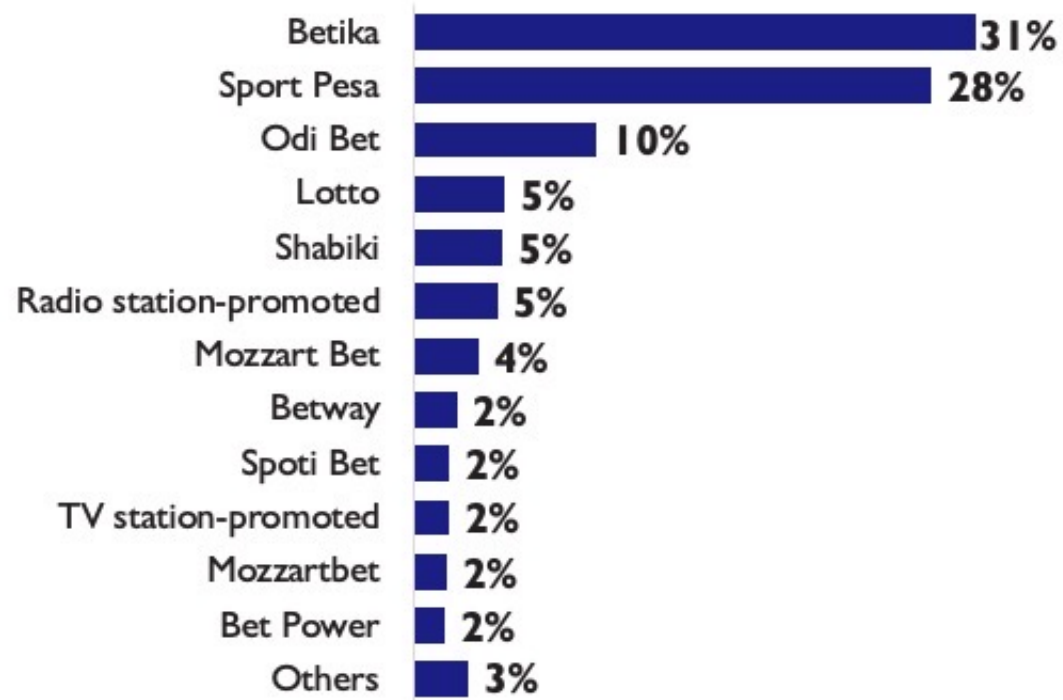
PERCEPTIONS ON BETTING

PARTICIPATION IN BETTING/GAMBLING

- Three in every ten (30%) of the surveyed respondents indicated that they bet. Of these, 31% highlighted that they bet through Betika, 28% rely on Sport Pesa, whereas 10% use Odi Bet.



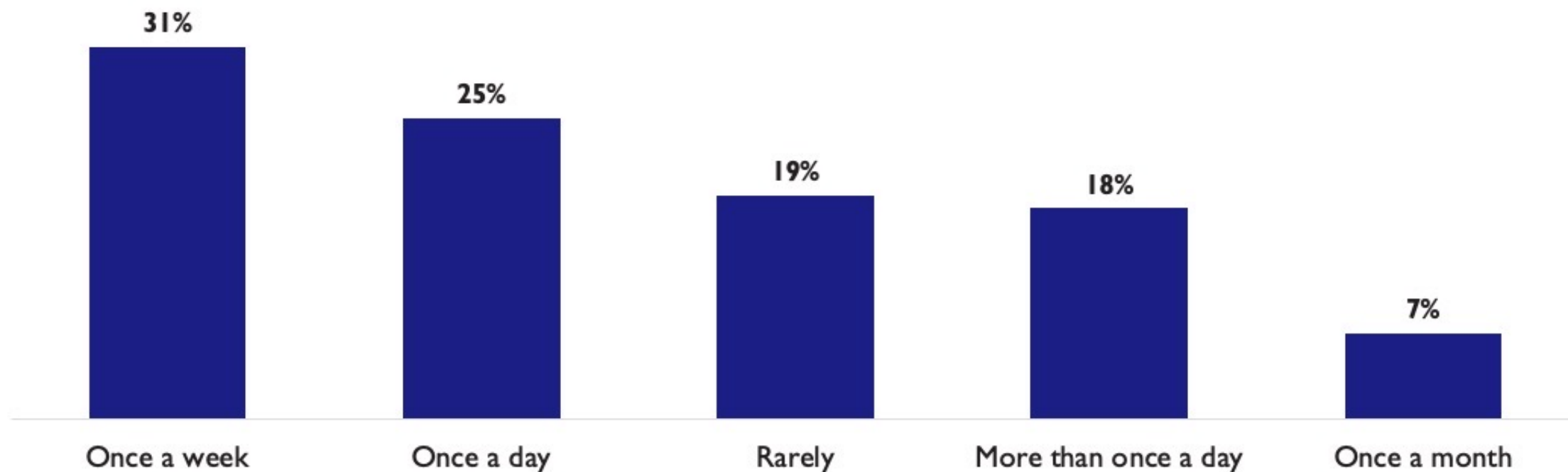
Qn: Have you ever participated in betting/gambling?



n=459, Those who Bet/Gamble
Qn: If Yes, which betting platforms do you subscribe to?

FREQUENCY OF BETTING

- A majority (56%) of the surveyed respondents either bet once a week (31%) or once a day (25%).

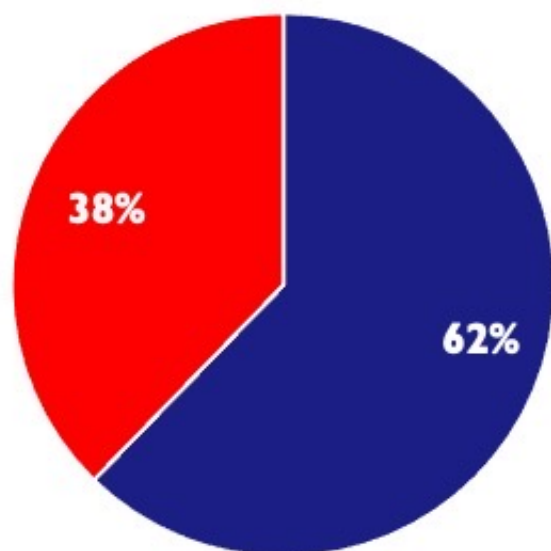


How would you rate the frequency of your betting?

n=459, Those who participate in betting/gambling

ADVERTISEMENTS ON BETTING

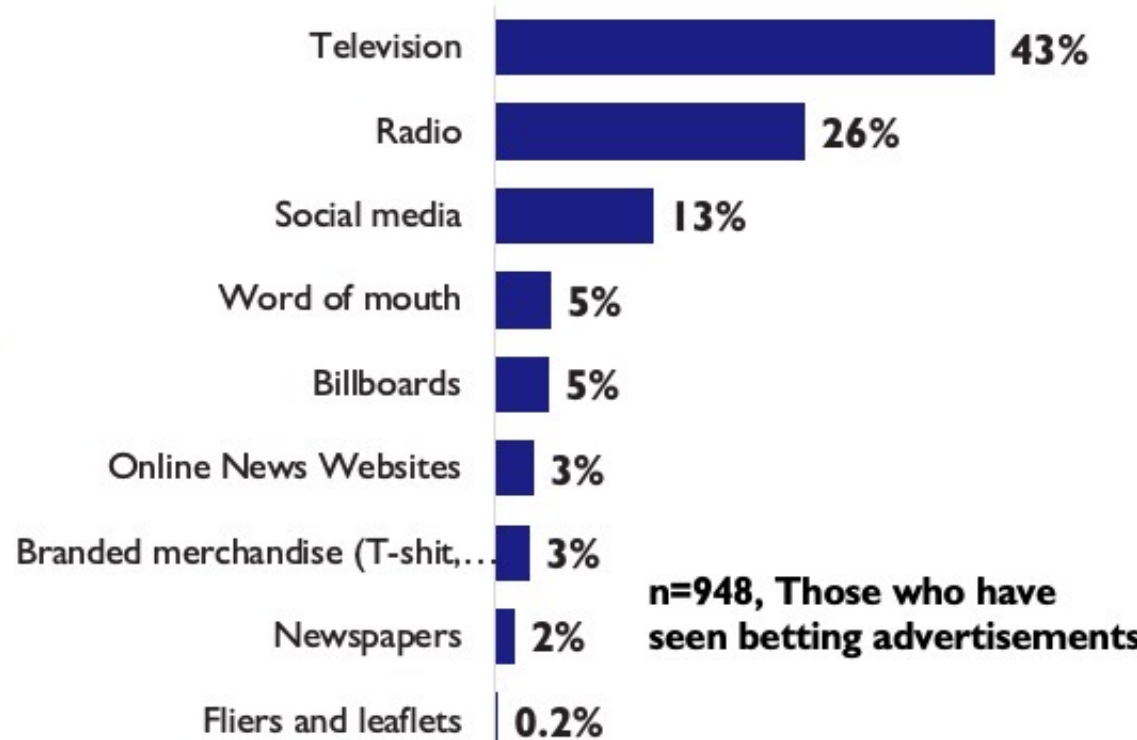
- A majority (62%) of the surveyed respondents acknowledged that they have ever seen/heard adverts on betting within the last one week; mostly through the television (43%), radio (26%), and social media (13%).



■ Yes ■ No

n=1522

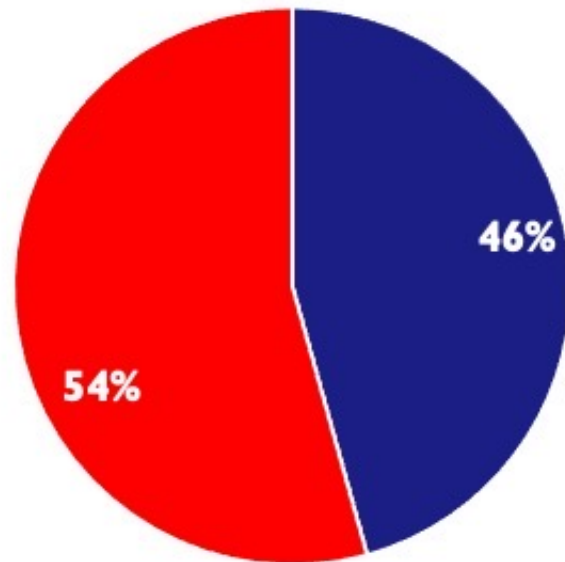
Qn: Within the last one week, have you seen/heard any advert on betting?



n=948, Those who have seen betting advertisements

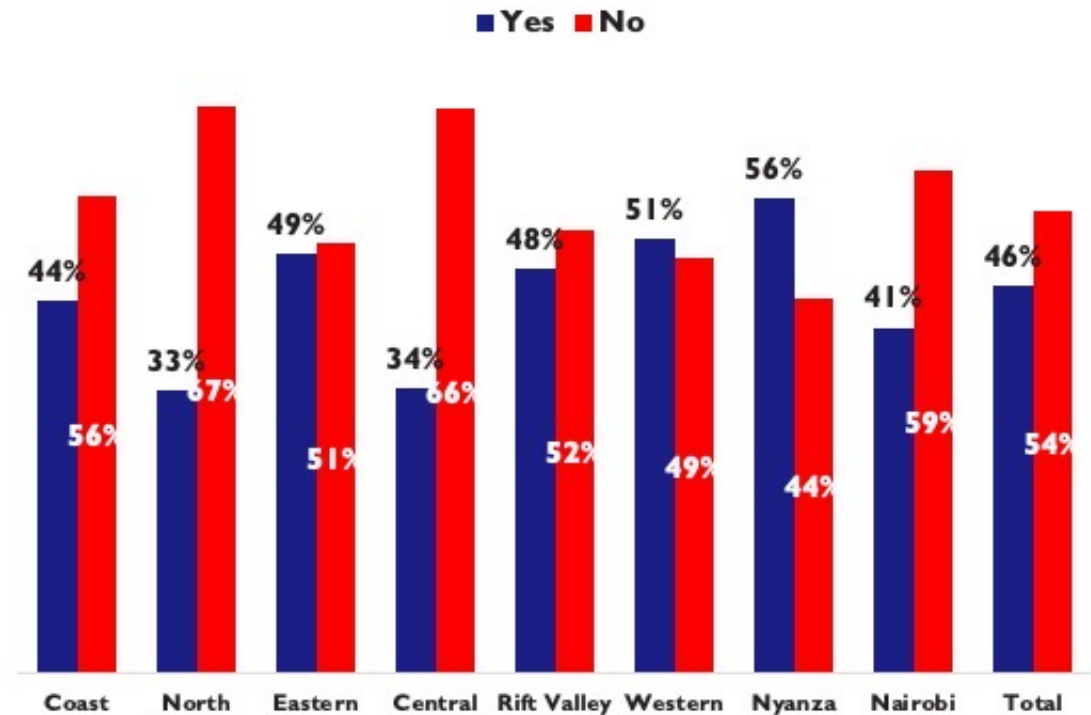
INFLUENCE OF THE BETTING ADVERTS

- Almost half (46%) of the surveyed respondents agreed that the betting advertisements they heard/saw triggered them to bet.



■ Yes ■ No

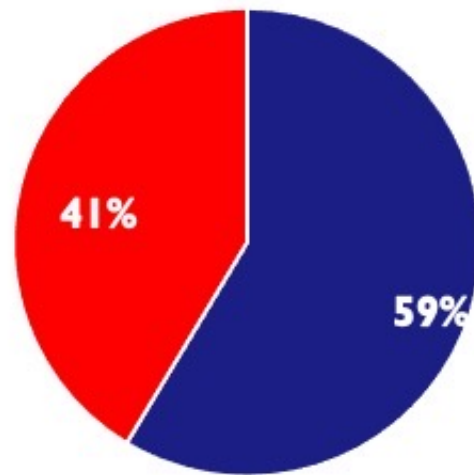
Qn: Did the advert influence you in any way to bet?



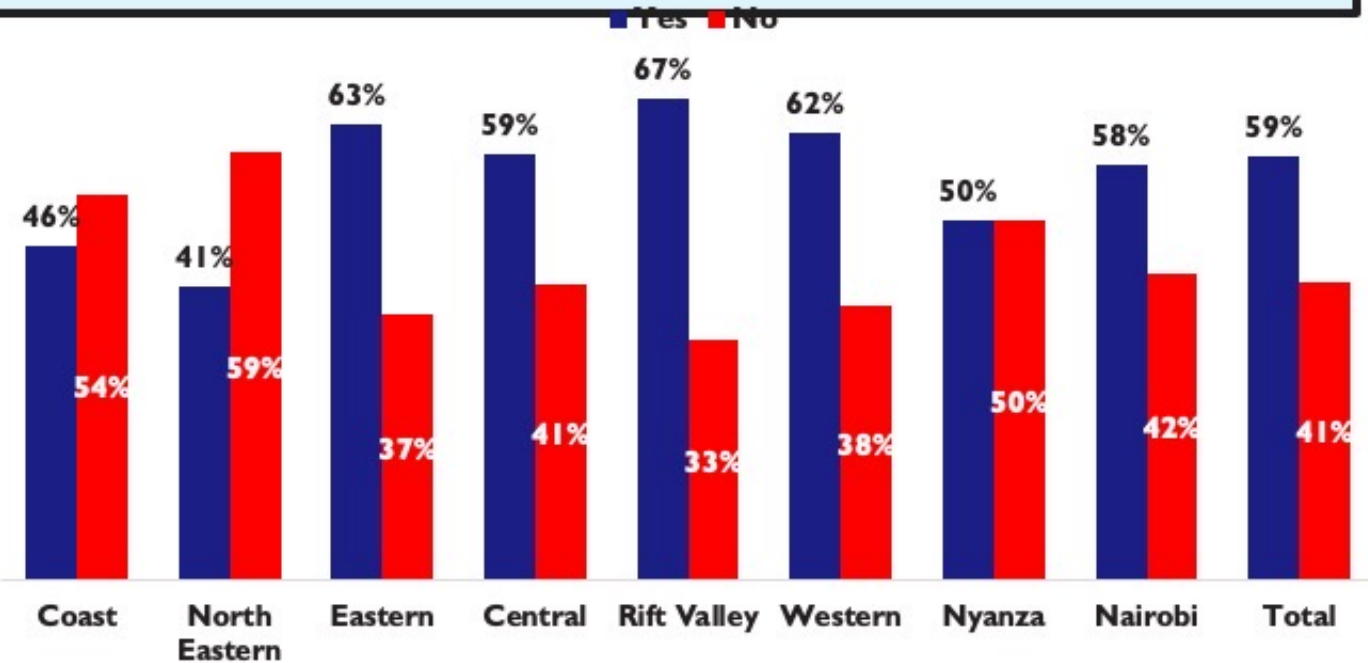
n=948, Those who have seen betting advertisements

WHETHER THE MEDIA SHOULD BE INVOLVED IN BETTING

- A majority of (59%) of the surveyed respondents affirmed that the media should be involved in betting. Rift Valley (67%), Eastern (63%), Western (62%), Central (59%), and Nairobi (58%) recorded the highest percentages of those who think the media should be involved in betting.



■ Yes ■ No



Qn: Do you think media (radio, TV, Print) should be directly involved in betting?

n=1522

THANK YOU!