MEDIA
COUNCIL OF KENYA

State of the Media Report 2024

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Abbreviations and Acronyms

AI	Artificial intelligence
BBC	British Broadcasting Corporation
CA	Communications Authority of Kenya
CAPI	Computer Assisted Personal Interviewing
ICT	Information and Communications Technology
KBC	Kenya Broadcasting Corporation
MCK	Media Council of Kenya
PPS	Population Proportionate to Size
PWD	People with Disability
RA	Research Assistants
RSF	Reporters without Borders
SPSS	Statistical Package for the Social Sciences
TV	Television
USAID	US Agency for International Development
USAGM	US Agency for Global Media

Foreword

The annual assessment of media performance and public perception. The annual performance and general public perception of the media is one of the Council's flagship deliverables, seeks to measure media performance, consumption patterns, public perception, and emerging trends in the media landscape. It is an essential tool in informing policy decisions, industry reviews, and strategic investments within the media sector.

The Annual State of the Media Report 2024 provides an in-depth analysis of media consumption across the 47 counties, drawing on the views of a cross-section of the Kenyan population. It highlights the shifting media preferences among Kenyans, showing a gradual but transparent migration from traditional to digital platforms, particularly among the youth. Television remains widely consumed but is slowly losing ground, while social media platforms continue to grow as leading sources of news and entertainment.

Encouragingly, the survey records an overall improvement in media trust and an increased awareness of emerging technologies such as artificial intelligence, which is redefining content creation and consumption. The findings also highlight the underutilisation of constitutional provisions on access to public information by the media when pursuing public-interest stories.

As the media sector regulator, the Media Council of Kenya is committed to utilising this data to inform dialogue, drive reform, and enhance capacity-building initiatives across the media sector. We will continue to engage media stakeholders, government institutions, civil society, and development partners to ensure the media remains a trusted, credible, and inclusive platform for all Kenyans.

We thank all respondents for sharing their views, the data collection teams for their diligence, and our partners for their continued support.

We invite all stakeholders to study this report, reflect on its implications, and work with us to shape a media ecosystem that is resilient, people-centred, and adaptable to change.

David Omwoyo Omwoyo, MBS

Chief Executive Officer and Secretary to the Council

Acknowledgement

The Media Council of Kenya (MCK) expresses its sincere gratitude for the successful execution of the State of Media Survey 2024. We are deeply grateful to our CEO, Mr. David Omwoyo Omwoyo, MBS, for his outstanding leadership and the insightful foreword that shaped this report. Our appreciation also goes to the Directorate Heads, Mr. Victor Bwire OGW of Media Training and Development and Mr. Hillary Korir of Corporate Affairs, for their review, quality control, and strategic guidance.

We recognise Ms Dinnah Ondari, Manager of Media Monitoring and Research, for her diligent oversight, and Mr Jacob Nyongesa, Senior Officer of Research, Planning & Strategy, for his analytical contributions. Special thanks go to Ms Clarice Atieno and Eric Ndung'u, Research Officers, for their work in cleaning and firming the data, and to the team of media analysts who enriched the survey through their shadowing exercise.

The Communications Department, led by Jerry Abuga, Manager of Corporate Communications and Public Affairs, skillfully disseminated our findings, with editorial support from Ms Lorine Achieng, Ms Julie Otieno and Ms Careen Mang'eni. At the same time, Ms Devina Akinyi's design expertise enhanced the report's presentation. Additionally, we are grateful to Fisacom Capital, our consultant, for their expertise in data collection and analysis. This collaborative effort upholds MCK's commitment to ethical journalism.

Furthermore, we acknowledge the invaluable support from the broader media community and the Kenyan public, whose engagement and feedback during the survey process provided critical insights into media consumption trends. Their participation underscores the importance of diversity of expressions, and we remain committed to leveraging these insights to strengthen media accountability and public confidence.

Executive Summary

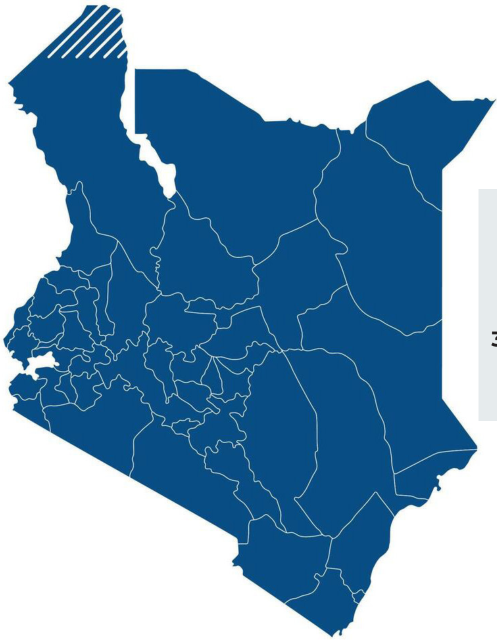
SURVEY BACKGROUND

The Media Council of Kenya (MCK), established under the Media Council Act of 2013, is mandated to set media standards, ensure compliance with Article 34(5) of the Constitution, safeguard journalists' rights, and promote media freedom.

Every year, Media Council conducts the State of the Media survey to assess the evolving media landscape in the country. This survey aligns with the council's activities leading up to the World Press Freedom Day, which is celebrated annually on the 3rd of May.

The main objectives of the survey included evaluating the performance of media platforms by focusing on their content consumption in terms of Radio, TV, and newspaper readership; online media consumption, audience preferences, regulatory frameworks, and emerging trends such as the impact of digital media, along with variables related to trust and confidence in the media. The impact of artificial intelligence on the media industry was also assessed.

Additionally, the survey explored socio-economic factors shaping media consumption, along with issues of media ownership, diversity, and inclusivity. By analysing these aspects, the survey sought to identify potential challenges and opportunities for the media industry, as well as areas where improvements can be made to enhance media consumption and promote a more diverse and inclusive media.



NATIONWIDE SURVEY

47 COUNTIES

3602 Respondents

Age 15 and above

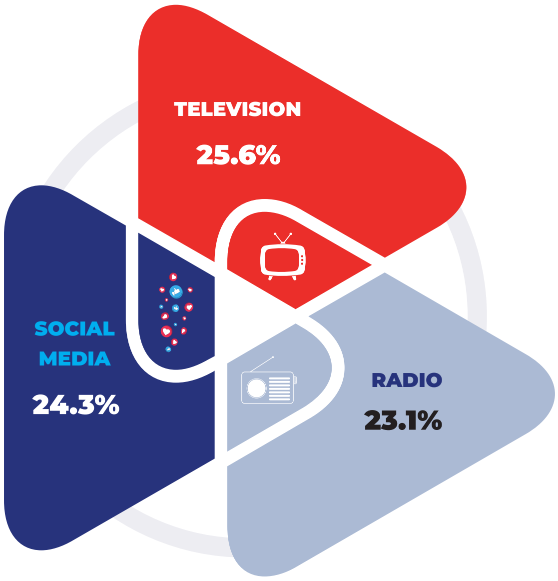
The 2024 State of the Media Survey aimed to review media performance and public opinion nationwide. Key objectives included mapping the use of print, broadcast, and digital platforms, identifying main news sources, assessing trust levels, and analysing consumption trends.

The survey, conducted from 6th to 13th May 2025, employed a quantitative design with face-to-face Computer-Assisted Personal Interviews (CAPI) across all 47 counties, sampling 3,602 Kenyans aged 15 and above through simple random sampling and probability proportional to size. Ethical standards such as informed consent and confidentiality were strictly observed. Data was processed and analyzed in SPSS, generating descriptive statistics, tables, and visualizations to help stakeholders understand the changing media landscape.

KEY FINDINGS

Television (25.6%), social media (24.3%), and radio (23.1%) are the leading media platforms from which Kenyans obtain news, although TV's viewership has declined, while social media has overtaken radio.

Social media emerged as the leading news source (37%), up from 18% in 2023. Consumption patterns vary by region, age, and locality, with older audiences leaning towards traditional media and younger generations preferring digital platforms. Newspapers and online news sites attract smaller but significant audiences.



TV viewership in Kenya dropped to 62%, a 14% decline from 2023. Most viewers watch for 1–2 hours daily, with prime time between 7:00 p.m. and 10:00 p.m. While set-top boxes remain the primary access method, their use is falling as more audiences shift to satellite and online streaming. Citizen TV retained the top spot with 53.3% viewership, despite a drop from 60% in 2023. News is the leading content type, followed by entertainment and sports.

Radio listenership in Kenya has declined significantly, dropping from 75% in 2023 to 57% in 2024, reflecting a broader global trend of media consumption shifting toward digital platforms. This decline aligns with global media trends indicating increased competition from streaming services, podcasts, and social media, particularly among younger audiences.

In Kenya, the highest radio listenership was noted in the Western and Nyanza regions. Listeners typically engage for 1–2 hours daily, with peak listening times during morning (6:00 a.m.–10:00 a.m.) and evening (7:00 p.m.–10:00 p.m.) slots, consistent with commuting and leisure hours. This pattern mirrors global radio consumption habits, which emphasise radio's role as a "companion medium" during daily routines.

Newspaper readership in Kenya has continued to decline steadily. Purchases. According to the report, 36.6% of readers purchase newspapers in hard copy, while 18.4% subscribe to online newspapers. The findings align with other reports, which note a global decline in print readership as audiences increasingly favor online news platforms and social media for real-time updates. In Kenya, overall readership wanes due to cost and accessibility barriers.

Social media usage in Kenya is prevalent, with smartphones serving as the primary access point for most users. This reflects the country's high mobile penetration rate, which exceeds 60%. Facebook, WhatsApp, and YouTube are the leading platforms. On average, Kenyans spend 2–3 hours online daily engaging with news, entertainment, and social interaction. This resonates strongly in Kenya's socially dynamic and information-driven culture. AI's influence on content curation and distribution is increasingly evident, with algorithms personalising feeds on platforms like Facebook and YouTube. AI-driven tools also enable targeted advertising and content recommendations, though concerns about misinformation and data privacy persist. The growth of AI in Kenya's digital is in line with broader African trends, where tech adoption is reshaping media consumption, particularly among urban youth.

Overall trust in Kenya's media remains moderate, with radio retaining its position as the most trusted platform, followed by television and newspapers. This points to radio's widespread accessibility, particularly in rural areas. Radio is the most trusted, largely due to its role as a primary source of news and entertainment, especially in Western and Nyanza regions, where listenership remains high. Television follows closely, benefiting from visual storytelling and its broad reach, while newspapers lag due to declining readership and accessibility challenges, as evidenced by the 36.6% hard-copy purchase rate.

Key public concerns centre on bias, political interference, misinformation, and sensationalism, which undermine trust in media outlets. The report notes that perceptions of bias, particularly political bias, are prevalent because media ownership structures are often linked to politicians. Misinformation and disinformation, especially on social media platforms like WhatsApp and Facebook, which most Kenyans access via smartphones, exacerbate distrust

Awareness of AI in the media is growing, with many Kenyans encountering AI-curated content. Opinions on AI's impact are mixed; some see it as improving access and personalisation, while others fear misinformation and job displacement.

Kenya's media consumption is shifting rapidly from traditional platforms to digital channels, with social media now the leading source of news, especially among younger audiences. While television and radio still attract substantial audiences, both channels have experienced sharp declines in reach amid growing audience fragmentation and competition. Newspapers continue to lose readership due to wider internet access, with older and peri-urban populations forming the core of the remaining print audience.

Introduction

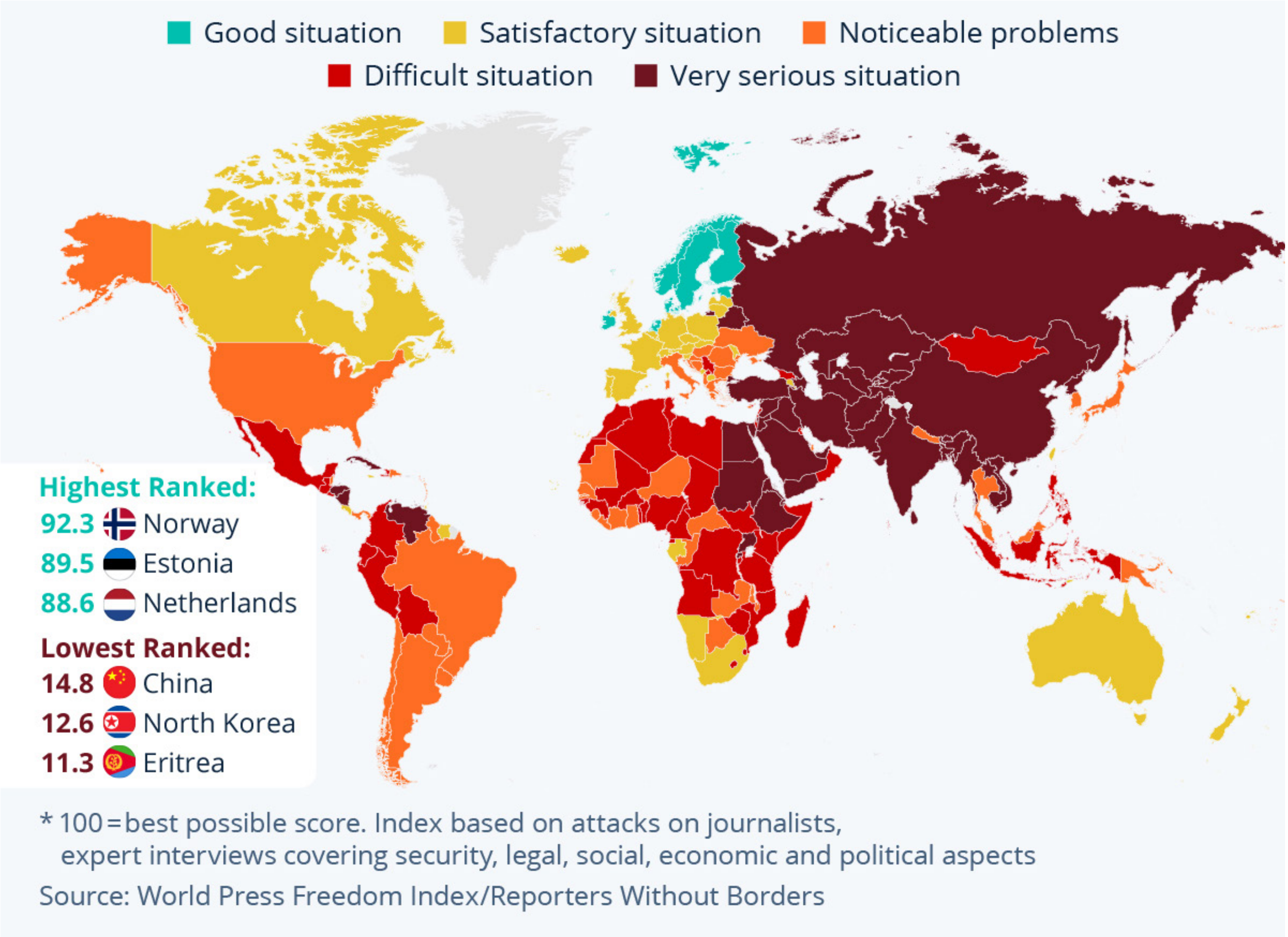
1.1 BACKGROUND AND LITERATURE

1.1.1 Media Council of Kenya (MCK)

The Media Council of Kenya (MCK) is an independent national institution established under the Media Council Act of 2013 to set media standards and ensure compliance in line with Article 34(5) of the Constitution. Its mandate includes promoting and protecting the freedom and independence of the media while safeguarding the rights and privileges of journalists in the performance of their duties. Additionally, the Council is responsible for conducting an annual review of the media's performance and gauging public opinion, with the results published in at least two circulations.

The Constitution of Kenya (2010) may guarantee freedom of information, yet in practice, accessing that information from the Government has often proved 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 genuinely free and independent media plays a critical role in disseminating the information the public needs to make informed decisions about their lives. This has been echoed by the United Nations General Assembly, which called for expansion of the media in developing nations.



1.1.2 World Press Freedom

According to the 2025 World Press Freedom Index compiled by Reporters Without Borders (RSF), Kenya's press freedom ranking has declined to 117th, with a score of 49.4, down from 53.2 in 2024, placing the country in the "difficulty" category (RSF, 2025). This marks a continued downward trend from previous years: 51.15 in 2023, 64.59 in 2022, and 72.2 in 2013. The consistent decline reflects a deteriorating media environment characterised by increased restrictions, harassment, and intimidation of journalists.

The broader East African region has also witnessed significant setbacks. In 2025, Uganda (143rd), Ethiopia (145th), and Rwanda (146th) were ranked in the "very serious" category, indicating an alarming regional regression in press freedom (RSF, 2025).

Globally, the economic viability of journalism remains precarious. RSF reports that in 160 out of the 180 countries assessed, media outlets struggle to achieve financial stability (RSF, 2025).

This crisis have been intensified, where the press has faced suppression under false economic pretexts. One of the most significant blows was the abrupt termination of funding for the U.S. Agency for Global Media (USAGM), which impacted several major newsrooms, including Voice of America and Radio Free Europe/Radio Liberty, thereby depriving over 400 million people globally of reliable information. Similarly, a freeze on funding for the U.S. Agency for International Development (USAID) halted U.S. international media aid, forcing hundreds of outlets, especially in Ukraine (62nd), into critical financial distress, with some shutting down entirely (RSF, 2025).

Compounding this is the dominance of tech giants such as Google, Apple, Facebook, Amazon, and Microsoft, which have continued to monopolise the information ecosystem and absorb advertising revenues that would otherwise support journalism. In 2024, global advertising spending on social media reached USD 247.3 billion, a 14% increase from 2023 (RSF, 2025). These platforms not only divert funds from traditional media but also contribute to the spread of disinformation, manipulated narratives, and misleading content.

Further aggravating the situation is the increasing concentration of media ownership. RSF reports that in 46 countries, ownership is highly concentrated and, in some cases, fully controlled by the state. This trend threatens editorial independence, limits pluralism, and fosters self-censorship, ultimately undermining democratic discourse (RSF, 2025).

1.1.3 Media Monitoring

Media monitoring by the Media Council of Kenya (MCK) involves the systematic tracking, analysis, and reporting of media coverage on matters of public interest across multiple platforms. This includes traditional media (print and broadcast) as well as digital platforms such as online news outlets and social media.

A notable example is the case of Baby Sagini, whose eyes were brutally gouged out by individuals known to him. The media played a pivotal role in breaking the story and informing the public. Coverage spanned both mainstream and community media, underscoring the high level of public and editorial interest. The widespread and emotionally charged reporting generated significant public outcry, bringing moral and legal dimensions to the forefront. This, in turn, exerted pressure on key institutions, including the police and prosecution, to expedite investigations and legal proceedings.

1.1.4 Media Consumption Habits

Most research on media have been based on gratification theory, which focuses on how people use media to meet their needs and personal interests (Albarran et al., 2007; Papacharissi, 2009). Gora (2017) notes that media usage depends on perceptions, selectivity and previously held values and beliefs. People choose to consume media content based on a goal that the media of choice could meet. These needs vary from individuals or groups, resulting in a range of consumption habits within a population. Technology has increased media access worldwide. The increased use of mobile phones in Kenya has enhanced internet penetration in the country. This has led to a new mode of consuming media content that did not exist in the past. This has led to more personalised media consumption habits. There is a need to follow the rapid technology changes (directly and indirectly) observed in the media space to identify trends as early as possible to inform relevant and appropriate decisions. In addition, technological innovations like smartphones and streaming services have revolutionised access to media. Demographic factors such as age, gender, location, and income also play significant roles, as well as cultural and social influences which dictate the popularity of certain media forms over others. The future of media consumption habits is expected to include more tailored content, greater integration of virtual and augmented reality, and increased use of artificial intelligence (AI) to curate and recommend content. Identifying and understanding these trends can assist media businesses in incorporating change and staying competitive.

1.2 OVERALL OBJECTIVE

The main objective of the survey is to conduct an annual review of the performance and public opinion of the media to establish the overall state of media in Kenya.

1.2.1 Specific Objectives

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

1.2.2 Scope of the Survey

The survey was conducted in the 47 counties targeting Kenyans aged 15+ years, where simple random sampling techniques were applied. Computer-Aided Personal Interviews (CAPI) are supported by the Kobo Collect platform, used for face-to-face interviews.

Methodology

2.1 SURVEY DESIGN

A quantitative survey design was adopted to collect data from respondents, including women, men, youth, and persons with disabilities (PWDs). The survey aimed to ensure inclusivity and national representation, drawing its sampling frame from eligible individuals across all 47 counties in Kenya.

Data collection was conducted from 6th to 13th May, 2025 through face-to-face interviews, utilising the Computer-Assisted Personal Interviewing (CAPI) method via Kobo Collect. Before the main survey, a screening process was implemented to verify the eligibility of the respondents.

A total of 3,602 respondents were targeted for the study, but 3,714 respondents were successfully reached, exceeding the target due to field efficiency and strong response rates of 103%.

To achieve a high level of representativeness and accuracy, a simple random sampling technique was applied. This ensured that each eligible individual had an equal chance of being selected, thereby enhancing the generalizability of the findings to the wider population.

2.2 DETERMINATION OF SAMPLE SIZE

To achieve a representative and powerful sample for the survey spread across the 47 Counties, the sample was determined from the improved Taro Yamane's formula (1967).

$$Target\ sample\ (n) = \frac{N}{1+Ne^2} * Z_B \text{............... Equation (1)}$$

Since N= is known (Kenyan population aged 15+ years living rural and urban areas based on the official 2019 Kenya Housing and Population Census data=29,022,314), Z_α =1.96 at 95% confidence interval with a strong statistical power where alpha=5%. Z_β = 0.80 is the statistical power with an equal chance or probability of selecting any individual participant, and e = 1.5% is the tolerable margin of error at a 95% confidence interval.

$$n = \frac{N}{1+Ne^2} * (0.80) = \mathbf{3,555\ respondents} \text{............... Equation (2)}$$

However, when the sample was distributed across all 47 counties based on the probability proportional to size (PPS), the target sample for some counties was less than 30 target respondents. Therefore, the rule of thumb was applied to adjust the minimum target sample per county to equal to or greater than 30 respondents. Thus, the adjusted target sample size was 3,602 respondents with ±1.5% at a 95% degree of confidence.

Table 1: Sample distribution by County

Counties	Total population	Aged 15+ years	Target sample	Adjusted sample	Urban sample	Rural Sample
Mombasa	1,208,333	737,083	90	90	90	0
Kwale	866,820	528,760	65	65	9	55
Kilifi	1,453,787	886,810	109	109	29	79
Tana River	315,943	192,725	24	30	7	23
Lamu	143,920	87,791	11	30	8	22
Taita/Taveta	340,671	207,809	25	30	8	22
Garissa	841,353	513,225	63	63	16	47
Wajir	781,263	476,570	58	58	13	45
Mandera	867,457	529,149	65	65	20	45
Marsabit	459,785	280,469	34	34	8	26
Isiolo	268,002	163,481	20	30	14	16
Meru	1,545,714	942,886	115	115	10	105
Tharaka-Nithi	393,177	239,838	29	30	2	28
Embu	608,599	371,245	45	45	6	40
Kitui	1,136,187	693,074	85	85	4	81
Machakos	1,421,932	867,379	106	106	31	75
Makueni	987,653	602,468	74	74	6	68
Nyandarua	638,289	389,356	48	48	5	43
Nyeri	759,164	463,090	57	57	11	45
Kirinyaga	610,411	372,351	46	46	10	35
Murang'a	1,056,640	644,550	79	79	9	70
Kiambu	2,417,735	1,474,818	181	181	127	53
Turkana	926,976	565,455	69	69	11	59
West Pokot	621,241	378,957	46	46	2	44
Samburu	310,327	189,299	23	30	5	25
Trans Nzoia	990,341	604,108	74	74	13	61
Uasin Gishu	1,163,186	709,543	87	87	38	49
Elgeyo/Marakwet	454,480	277,233	34	34	2	32
Nandi	885,711	540,284	66	66	4	62
Baringo	666,763	406,725	50	50	6	44
Laikipia	518,560	316,322	39	39	10	29
Nakuru	2,162,202	1,318,943	162	162	78	83
Narok	1,157,873	706,303	87	87	7	79
Kajiado	1,117,840	681,882	84	84	47	37
Kericho	901,777	550,084	67	67	7	60
Bomet	875,689	534,170	65	65	2	63
Kakamega	1,867,579	1,139,223	140	140	14	126
Vihiga	590,013	359,908	44	44	4	40
Bungoma	1,670,570	1,019,048	125	125	14	111
Busia	893,681	545,145	67	67	8	58
Siaya	993,183	605,842	74	74	6	68
Kisumu	1,155,574	704,900	86	86	33	53
Homa Bay	1,131,950	690,490	85	85	8	76
Migori	1,116,436	681,026	83	83	12	71
Kisii	1,266,860	772,785	95	95	11	83
Nyamira	605,576	369,401	45	45	4	42
Nairobi City	4,397,073	2,682,215	329	329	329	0
Total	47,564,296	29,014,221	3,554	3,602	1,122	2,480

2.3 DATA COLLECTION INSTRUMENTS AND PROCEDURES

The survey tool was programmed into Kobo Collect and was administered via CAPI.

The survey tool was pilot tested through 156 interviews to assess its clarity, relevance, and effectiveness prior to the data collection.

2.4 DATA COLLECTION PERIOD

Field data collection for the survey was conducted from 6th to 13th May 2025. All respondents were engaged through face-to-face interviews. A simple random sampling technique was applied, ensuring that each member of the target population across all 47 counties had an equal chance of being selected for the interview.

2.5 ETHICAL CONSIDERATIONS

All Research Assistants (RAs) and field supervisors underwent mandatory in-house training prior to the commencement of fieldwork. The training emphasised a clear understanding of the survey objectives, ethical research practices, and the importance of obtaining informed consent from all respondents.

Informed consent was sought from each participant before any interview was conducted. For respondents aged 15 to 17 years, consent was obtained from a parent or guardian prior to participation in the survey.

Throughout the study, the confidentiality of respondents was strictly maintained. No personal identifiers were collected or included in the report, ensuring the privacy and anonymity of all participants.

2.6 DATA PROCESSING AND ANALYSIS

Data cleaning, coding, and initial consistency checks were performed in Microsoft Excel using datasets downloaded from Kobo Collect. Further cleaning, specifically addressing inconsistencies, anomalies, missing values, and outliers, was conducted in SPSS. Data analysis was carried out using the Statistical Package for Social Sciences (SPSS) Version 18, utilising syntax commands for accuracy and consistency

The results presented in this report are primarily descriptive in nature. These include totals, averages, ranges, frequencies, and percentages, as well as other relevant summary statistics. Each result is based on the number of valid responses for the corresponding survey item. Findings are presented in the form of graphs and frequency tables for ease of interpretation.

Findings and Analysis

3.1 INTRODUCTION

This chapter presents the survey responses, highlighting the frequency with which various answers were provided. Where appropriate, interpretive commentary was included to clarify or add meaningful context to the data. This approach was intended to present the findings in a clear, accessible, and easy-to-understand format.

3.2 DEMOGRAPHICS OF RESPONDENTS

Category	Sub category	Percentage Response
Age	15-18	3%
	19-24	19%
	25-29	23%
	30-34	16%
	35-39	13%
	40-44	9%
	45-49	7%
	50-55	5%
	56-59	3%
	60+	4%
Level of Education	Secondary	32%
	Diploma	20%
	Certificate	15%
	Bachelor's degree	15%
	Primary	13%
	None	4%
	Post graduate studies	1%
DM3 Employment Status	Unemployed	26%
	Self-employed (Informal)	25%
	Employed	22%
	Self-employed (Formal)	13%
	Student	11%
	Retired	2%
	Other	1%

Category	Sub category	Percentage Response
Religion	Protestant	46%
	Catholic	26%
	Muslim	11%
	Adventist	11%
	No religion	4%
	Other	2%
	Hindu	0%
	Atheist	0%
Locality	Rural	54%
	Urban	41%
	Peri-urban	4%
Gender	Male	55%
	Female	45%
	Inter-sex	0%
Income Bracket	Under KES 10,000	39%
	KES 10,001 – 20,000	24%
	KES 20,001 – 30,000	15%
	KES 30,001 – 50,000	12%
	KES 50,001 – 70,000	5%
	KES 70,001 – 100,000	3%
	KES 100,001 – 150,000	1%
	KES 150,001 – 250,000	0%
	Over KES 250,000	0%
Living with disability status	No	97%
	Yes	3%

3.3 GENERAL MEDIA CONSUMPTION

3.3.1 Type of Media Consumed

Media consumption in Kenya remained diverse, with television (25.6%) and social media (24.3%) emerging as the leading platforms, followed closely by radio at 23.1%. Compared to the 2023 survey, television saw a notable decline of approximately 8 %, while social media usage increased by 6 %, overtaking radio to become the second most preferred medium. This indicated a shifting media landscape where traditional media like television is losing its dominance, likely due to the growing accessibility and influence of digital platforms. Social media's rise reflects changing consumer preferences, especially among younger, tech-savvy audiences. Radio remained resilient but slipped to third place, suggesting a gradual yet steady digital migration in media consumption habits (Figure1).

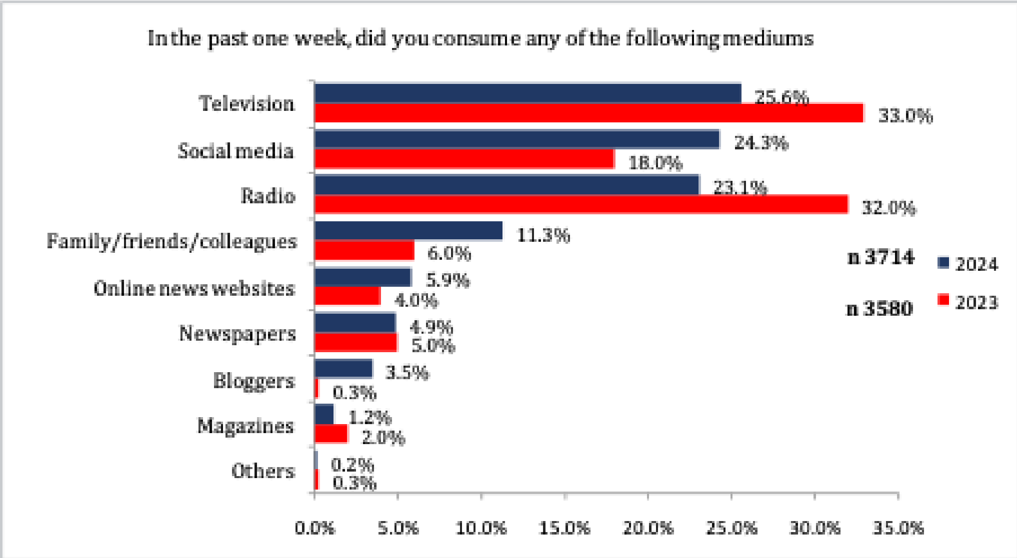


Figure 1: Media consumption

Regionally, television remained the most consumed medium overall. However, in the Coast, Eastern, and Nairobi regions, social media emerged as the leading platform for media content consumption. In contrast, radio held the top spot in the Western region. Notably, the North-Eastern region recorded a significantly higher reliance on bloggers for news compared to other parts of the country (Table2).

Regions	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi
n	365	188	522	448	1004	364	499	324
Television	24%	31.0%	24.3%	25.5%	25.0%	22.6%	27.9%	27.5%
Social media	26%	23.0%	28.7%	23.6%	25.4%	19.9%	17.4%	30.0%
Radio	23%	15.2%	25.4%	21.3%	22.3%	30.5%	26.7%	16.1%
Family/friends/ colleagues	16%	6.9%	8.0%	13.4%	9.9%	12.2%	12.7%	10.9%
Online news websites	3%	9.5%	6.7%	7.0%	6.7%	5.8%	4.5%	4.8%
Newspapers	5%	1.7%	2.9%	5.0%	5.1%	4.6%	7.2%	5.3%
Bloggers	1%	11.8%	2.8%	3.2%	4.3%	3.1%	1.9%	3.2%
Magazines	1%	0.5%	1.2%	0.8%	1.1%	1.2%	1.8%	1.7%
Others	0%	0.5%	0.0%	0.3%	0.2%	0.1%	0.0%	0.5%

Table 2: Media Consumption by Regions

Overall, media consumption patterns did not show significant variation by gender. However, by locality, radio consumption was marginally higher in peri-urban areas compared to urban and rural settings (Table 3).

Table 3: Media Consumption by Gender and locality

	Gender		Locality		
	Male	Female	Urban	Rural	Peri-urban
n	2052	1661	1539	2008	167
Television	25.6%	25.5%	25.6%	25.5%	26.5%
Social media	24.5%	24.1%	24.5%	24.4%	22.5%
Radio	22.9%	23.3%	23.3%	22.8%	24.6%
Family/friends/colleagues	11.3%	11.3%	11.0%	11.6%	9.9%
Online news websites	6.1%	5.6%	6.1%	5.7%	6.4%
Newspapers	4.9%	4.9%	4.4%	5.3%	5.4%
Bloggers	3.4%	3.5%	3.8%	3.2%	3.5%
Magazines	1.0%	1.4%	1.0%	1.3%	1.2%
Others	0.1%	0.3%	0.3%	0.1%	0.0%

Media consumption across the top three platforms, television, social media, and radio, showed minimal variation across age groups. However, newspaper readership demonstrated an upward trend with increasing age (Table 4).

Table 4: Media Consumption by Age

	Age									
	15-18	19-24	25-29	30-34	35-39	40-44	45-49	50-55	56-59	60+
n	98	697	841	585	491	322	259	177	104	140
Television	26%	25%	25%	26%	25%	27%	26%	25%	24%	24%
Social media	27%	24%	24%	25%	24%	24%	26%	25%	23%	24%
Radio	22%	24%	24%	23%	23%	22%	22%	22%	23%	20%
Family/friends/colleagues	16%	12%	10.8%	11%	11%	10%	11%	13%	12%	14%
Online news websites	4.2%	5.4%	6.3%	4.7%	6.8%	7%	6.1%	6.2%	5.2%	6.3%
Newspapers	2.8%	4.8%	4.8%	5.2%	4.8%	4%	4.4%	5.8%	7.9%	6.0%
Bloggers	1.4%	3.2%	4.0%	3.1%	4.4%	4%	3.1%	2.0%	2.6%	3.7%
Magazines	0.9%	1.2%	0.8%	1.3%	1.2%	1%	1.4%	1.5%	1.5%	1.7%
Others	0.0%	0.2%	0.2%	0.2%	0.2%	0%	0.0%	0.0%	0.0%	0.3%

3.3.2 Main Source of News

Social media emerged as the leading source of news, cited by 37% of respondents, more than double the 18% recorded in the previous year. While television maintained as a dominant news source, digital platforms, particularly social media and online news sites, have rapidly gained traction, especially among younger audiences. Notably, older people, traditionally reliant on TV and radio, have also increasingly engaged with social media as a news source (figure 2)

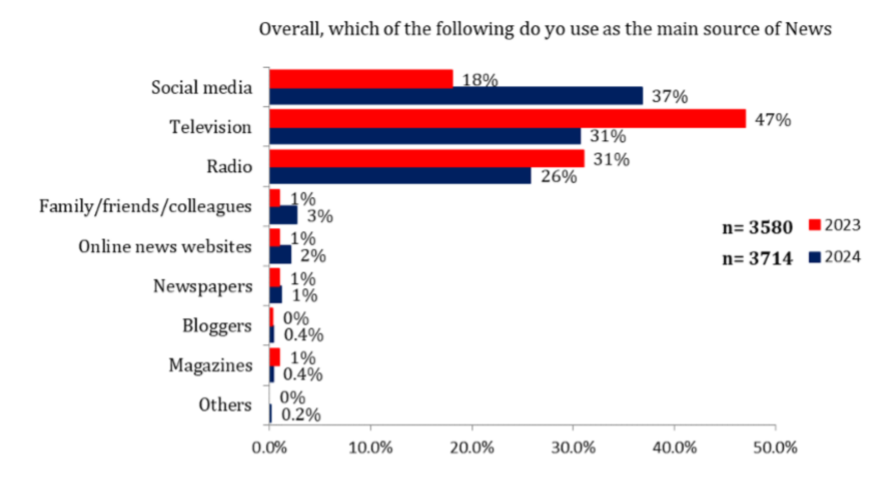


Figure 2: Main source of news

3.4 TV CONTENT CONSUMPTION

3.4.1 TV Viewership

Overall, 62% of respondents reported watching television, reflecting a significant 14% decline from the 76% recorded in 2023 (Figure 3)

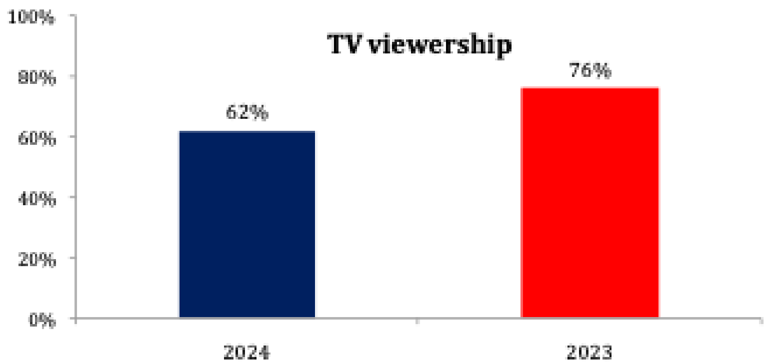


Figure 3: TV viewership

Television viewership varied across regions, with the lowest levels recorded in Western and Eastern regions (55%) and the highest in Nairobi (76%). No significant differences were observed across gender. By locality, peri-urban areas reported a slightly higher viewership rate (66%) compared to both urban and rural areas (62% each). Age-wise, older audiences aged 56–69 recorded higher viewership (65%) compared to younger viewers aged 15–18 (59%) (Table 5).

Table 5: TV viewership by categories

		I Watch TV	I do not Watch TV
Regions	Nairobi	76%	24%
	Central	70%	30%
	Rift Valley	64%	36%
	North Eastern	62%	38%
	Nyanza	60%	40%
	Coast	59%	41%
	Eastern	55%	45%
	Western	55%	45%
Gender	Male	62%	38%
	Female	63%	37%
Locality	Urban	62%	38%
	Rural	62%	38%
	Peri-urban	66%	34%
Age	56-59	65%	35%
	35-39	64%	36%
	25-29	63%	37%
	30-34	63%	37%
	45-49	63%	37%
	50-55	62%	38%
	60+	62%	38%
	19-24	61%	39%
	40-44	61%	39%
	15-18	59%	41%

3.4.2 Time spent watching TV

Television viewership duration was high within the 1 to 2-hour range, cited by 34% of respondents. This is followed by 3 to 4 hours (26%) and 30 minutes to 1 hour (24%). This viewing pattern was consistent over the last three years (Figure 4).

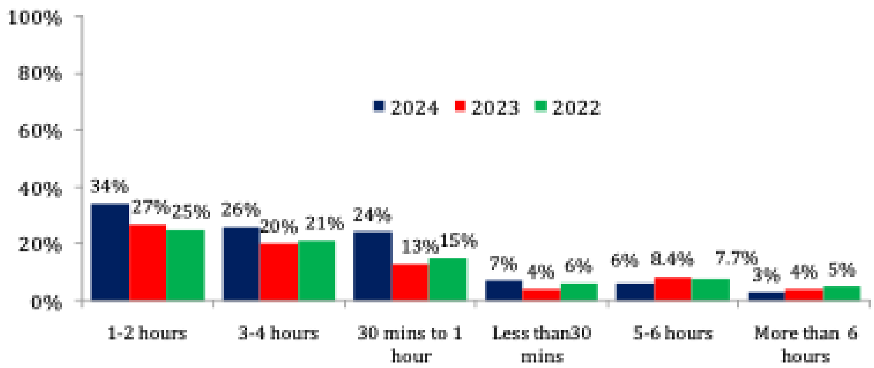


Figure 4: Time spent watching TV

Television viewership duration in Kenya was largely concentrated within the 1–2 hours range across all demographics, making it the most common viewing period. This duration is especially prominent in regions such as Nyanza (41%), Nairobi (40%), and Central (37%). It is closely followed by the 3–4 hour and 30-minute to 1-hour ranges. Long viewing durations, between 5 to 6 hours or more than 6 hours, weree not common but showed notable variation by region and age.

Regionally, while most areas cluster around the 1–2 hours viewership duration, the North-Eastern and Western regions stand out with significantly higher proportions of respondents (14%) watching TV for 5 to 6 hours a day. This suggested a deeper or prolonged engagement in these areas, possibly due to limited alternative entertainment sources or cultural factors. Conversely, North-Eastern also recorded a high percentage (10%) of respondents who watched less than 30 minutes of television daily, indicating a mixed viewership pattern possibly influenced by access issues or content preference.

Gender-based differences in viewership were minimal. Both male and female reported similar patterns, with 34% and 35% respectively watching TV between 1–2 hours daily. Slight variations appeared in the longer-duration categories, where women slightly outpaced men in the 5–6 hours category (7% vs. 6%), but these differences were not substantial.

In terms of locality, peri-urban areas exhibited a slightly more diverse distribution of viewership duration. Notably, 29% of peri-urban respondents watched television between 30 minutes to 1 hour, and this group also reported the highest share of viewers in the 5–6 hours (8%) and more than 6 hours (5%) categories. Urban and rural respondents showed nearly identical patterns, with both recording the highest viewership in the 1–2 hours range and modest figures across other categories, indicating a consistent media behaviour across these settings.

Age shows the most distinct trend in viewership duration. Younger audiences aged 15–18 are concentrated in the 1–2 hours (36%) and 30-minute to 1-hour (28%) categories, with very low engagement in extended viewing durations. As age increased, so did the time spent watching television. Respondents aged 60 and above registered a significantly higher engagement, with 32% watching for 3–4 hours and 10% for 5–6 hours. This steady increase in TV consumption with age highlighted generational differences in media consumption habits, with older viewers spending more time in front of the screen, likely due to more available leisure time and long-established viewing habits (Table 6).

Table 5: TV viewership by categories

		1-2 hours	3-4 hours	30 mins to 1 hour	Less than 30 mins	5-6 hours	More than 6 hours
Regions	Coast	31%	18%	31%	6%	7%	7%
	North Eastern	25%	9%	38%	10%	14%	4%
	Eastern	36%	31%	21%	5%	4%	2%
	Central	37%	31%	19%	7%	4%	2%
	Rift Valley	31%	25%	27%	8%	5%	3%
	Western	28%	36%	14%	3%	14%	6%
	Nyanza	41%	28%	16%	3%	7%	3%
	Nairobi	40%	21%	29%	9%	2%	0%
Gender	Male	34%	27%	24%	6%	6%	3%
	Female	35%	24%	24%	7%	7%	3%
Locality	Urban	34%	25%	25%	7%	5%	4%
	Rural	35%	27%	22%	6%	7%	3%
	Peri-urban	34%	21%	29%	4%	8%	5%
Age	15-18	36%	26%	28%	2%	5%	3%
	19-24	35%	23%	26%	7%	6%	4%
	25-29	33%	26%	24%	7%	7%	3%
	30-34	36%	23%	25%	9%	4%	4%
	35-39	36%	30%	18%	6%	6%	3%
	40-44	34%	26%	24%	6%	7%	4%
	45-49	34%	29%	24%	7%	4%	2%
	50-55	35%	21%	29%	7%	7%	1%
	56-59	31%	34%	21%	4%	7%	3%
	60+	28%	32%	26%	2%	10%	1%

3.4.3 Time Television is watched

Television viewership in Kenya continued to peak during the evening hours, with 7:00 p.m. to 10:00 p.m. identified as the prime-time slot. According to the survey, 60% of respondents reported tuning in to television during this period. This three-hour window aligned closely with key news bulletins, entertainment programs, and soap operas, underscoring its strategic importance for broadcasters and advertisers (figure 5).

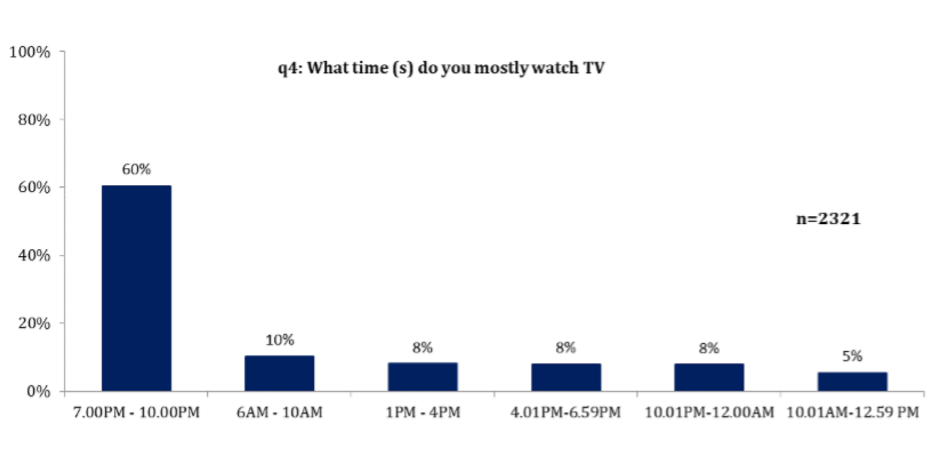


Figure 5: Television watching time by categories

The findings from the survey indicated that 7:00 p.m. to 10:00 p.m. remained to be the dominant prime time for television viewership in Kenya, with a national average of 60–61% of respondents across most demographic groups reporting that they watched TV during this period. This strong evening preference cut across all regions, genders, localities, and age groups, reaffirming the strategic value of this time slot for broadcasters, advertisers, and content creators.

Regional patterns revealed some variation. The Coast region registered the highest prime-time viewership at 67%, followed closely by Nyanza (64%), Eastern (63%), and Nairobi (62%). On the lower end, the North Eastern (51%) and Western (52%) regions showed a relatively reduced engagement during this time. Interestingly, North Eastern revealed a more spread-out viewing, with a higher proportion of viewers tuning in between 10:01 a.m. and 12:59 p.m. (14%) and 1:00 p.m. to 4:00 p.m. (15%), suggesting potential shifts due to lifestyle, cultural norms, or accessibility.

In terms of gender, the data revealed a negligible difference in viewership between male and female during prime time, with 60% of men and 61% of women watching TV between 7:00 p.m. and 10:00 p.m. This consistency highlights the universal appeal of television content during evening hours, regardless of gender. Secondary viewing periods, such as late evening (10:01 p.m.–12:00 a.m.) and morning (6:00 a.m.–10:00 a.m.), remained evenly distributed between the genders.

Locality-based differences were also minimal. Urban and rural areas both recorded 60% prime-time viewership, while peri-urban areas reported a slightly higher figure at 64%. Notably, peri-urban viewers appeared less engaged during late-night hours, with only 5% reporting viewership between 10:01 p.m. and midnight, possibly due to early work schedules or limited electricity access in semi-developed areas.

Age-wise, prime-time TV remained the most popular across all groups, with the 19–24 age group leading at 63%, followed closely by those aged 35–44 and 30–34 (around 60–61%). The 15–18 age group showed a slightly lower figure at 58% but interestingly reports the highest day-time viewership between 1:00 p.m. and 4:00 p.m. (12%), likely influenced by school schedules or more flexible afternoon routines. Older age groups (56–69+) maintain steady prime-time engagement (around 58–60%), with increasing viewership in the late evening (up to 13% for those aged 56–59), possibly reflecting more available leisure time or different sleep routines (Table 7).

Table 7: Television watching time by categories

Categories		7PM - 10PM	6AM - 10AM	1PM - 4PM	4.01PM - 6.59PM	10.01PM - 12AM	10.01AM - 12.59 PM
Region	Coast	67%	5%	8%	8%	5%	6%
	North Eastern	51%	8%	15%	7%	6%	14%
	Eastern	63%	12%	8%	5%	6%	5%
	Central	58%	17%	7%	5%	7%	6%
	Rift Valley	61%	9%	9%	8%	8%	5%
	Western	52%	18%	7%	10%	7%	6%
	Nyanza	64%	6%	8%	9%	11%	2%
	Nairobi	62%	6%	4%	11%	12%	5%
Gender	Male	60%	10%	8%	8%	8%	5%
	Female	61%	10%	8%	8%	7%	6%
Locality	Urban	60%	10%	8%	8%	8%	6%
	Rural	60%	10%	8%	8%	8%	5%
	Peri-urban	64%	13%	9%	5%	5%	4%
Age	15-18	58%	12%	12%	8%	5%	5%
	19-24	63%	11%	8%	6%	6%	5%
	25-29	60%	10%	8%	7%	8%	8%
	30-34	60%	10%	8%	9%	8%	5%
	35-39	61%	8%	8%	9%	10%	4%
	40-44	61%	10%	10%	9%	6%	4%
	45-49	58%	13%	7%	10%	8%	5%
	50-55	60%	7%	6%	11%	9%	6%
	56-59	58%	11%	6%	8%	13%	4%
	60+	59%	12%	8%	4%	9%	8%

3.4.4 Access to Television

Set-top boxes (both free-to-air and pay TV) continued to be the most common mode of accessing television content in Kenya. However, their usage declined notably from 45% in 2023 to 39% in 2024, signalling a shift in consumer behaviour. This drop appeared to correspond with a growing preference for satellite TV, which recorded a significant 8% increase, rising from 11% in 2023 to 19% in 2024. This trend suggests evolving access preferences, likely to be influenced by improved availability of satellite services, broader content variety, or bundled service offerings (Figure 6).

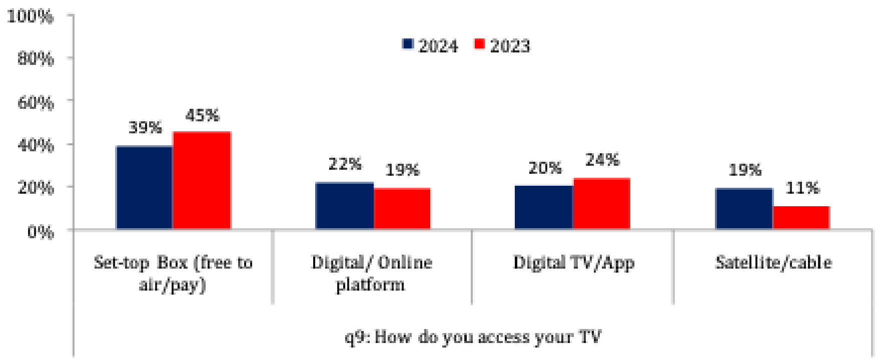


Figure 6: Access to Television

The data highlights the various modes through which Kenyans access television content, with set-top boxes emerging as the leading access point nationally, though with notable regional and demographic variation. Set-top box usage was highest in Western (54%), Nyanza (51%), and Central (44%), reflecting the continued reliance on traditional digital terrestrial television infrastructure, particularly in regions with more established broadcast coverage and fewer satellite alternatives. Conversely, North-Eastern reported the lowest set-top box usage at just 16%, possibly due to infrastructure limitations or alternative preferences.

In North-Eastern, satellite and cable TV dominated as the primary access method, used by 42% of respondents. This was closely followed by digital/online platforms (38%), suggesting a growing inclination toward internet-enabled viewing in regions where satellite services were more accessible or preferred. The high uptake of satellite in this region contrasts with Central Kenya, where only 10% reported to accessing television via satellite—likely reflecting differences in content demand, affordability, or service penetration.

Digital TV apps and streaming platforms also featured prominently in Central (35%) and Nairobi (26%), indicating a strong urban bias toward mobile and on-demand television consumption. These regions benefitted from more reliable internet connectivity and higher smartphone penetration, enabling easier access to streaming services. Notably, Eastern (22%) and Rift Valley (21%) also exhibited a relatively high usage of digital TV/apps, signalling growing adoption of internet-based platforms beyond major urban centres.

Looking at locality, urban residents showed a slightly higher reliance on set-top boxes (41%), followed by digital/online platforms (21%) and digital TV apps (18%). Rural viewers were more evenly distributed across modes, with set-top box use at 37%, and a surprisingly strong 22% accessing via digital TV/apps—an indication of expanding mobile access and the popularity of streaming even in non-urban areas. Peri-urban areas reflected a similar trend, with a balanced distribution across all four access modes: 40% via set-top box, 22% through digital platforms, 19% via apps, and 19% via satellite/cable (table 8)

Table 8: Access to Television by Regions and Location

		Set-top Box	Digital/ Online platform	Digital TV/App	Satellite/cable
Regions	Coast	43%	24%	8%	25%
	North Eastern	16%	38%	4%	42%
	Eastern	41%	19%	22%	18%
	Central	44%	11%	35%	10%
	Rift Valley	37%	23%	21%	19%
	Western	54%	17%	9%	21%
	Nyanza	51%	16%	19%	13%
	Nairobi	22%	33%	26%	19%
Location	Urban	41%	21%	18%	20%
	Rural	37%	23%	22%	19%
	Peri-urban	40%	22%	19%	19%

3.4.5 Most Watched TV Station

Citizen TV remained the most-watched television station in Kenya, commanding 53.3% of viewership. However, this reflected a decline from 60% recorded in the previous year, indicating a gradual shift in audience preferences. Meanwhile, emerging stations such as Maisha TV, Nyota TV, and TV47 recorded notable gains in viewership, signalling growing competition in the broadcast space. In contrast, KBC (the national broadcaster) experienced a decline in audience share, raising concerns about its competitiveness and relevance in the current media landscape.

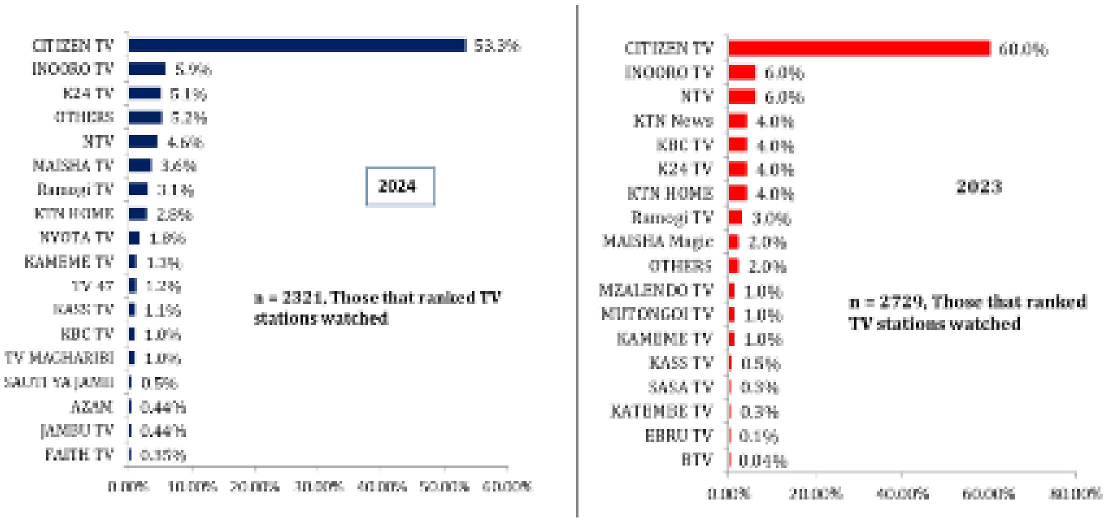


Figure 7: Most watched TV station

The most watched TV stations nationwide were Citizen TV, K24 TV and NTV. While the vernacular TV was more predominant in regions where the language of reporting is spoken (Table 9).

Table 9: Most watched TV station by regions

TV STATIONS	REGIONS							
	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi
CITIZEN TV	54.5%	31.9%	50.0%	44.8%	60.7%	54.3%	53.4%	57.0%
INOORO TV	0.9%	0.0%	4.3%	26.9%	2.5%	0.5%	0.0%	8.3%
K24 TV	7.6%	19.0%	5.3%	4.2%	4.9%	2.0%	3.1%	2.9%
NTV	2.8%	6.0%	2.8%	2.6%	6.8%	4.6%	5.8%	2.9%
MAISHA TV	3.3%	14.7%	4.3%	2.6%	2.5%	4.6%	2.4%	2.5%
RAMOGI TV	0.0%	0.0%	0.4%	0.0%	0.5%	1.5%	20.9%	0.8%
KTN HOME	5.2%	1.7%	5.3%	0.3%	2.5%	1.5%	3.4%	2.9%
NYOTA TV	0.9%	10.3%	1.1%	0.3%	0.2%	7.6%	1.4%	0.8%
OTHERS	8.1%	7.8%	8.5%	5.8%	5.0%	4.5%	1.7%	2.1%
KAMEME TV	0.0%	0.0%	0.0%	4.5%	0.8%	0.5%	0.3%	3.3%
TV 47	0.0%	0.0%	2.5%	0.3%	1.9%	2.5%	0.3%	0.4%
KASS TV	0.0%	0.0%	0.0%	0.3%	3.6%	0.0%	0.0%	0.0%
TV MAGHARIBI	0.0%	5.2%	1.4%	0.3%	0.3%	4.1%	0.3%	0.0%
KBC TV	0.9%	1.7%	1.1%	0.6%	1.4%	0.5%	0.7%	0.4%
SAUTI YA JAMII	0.9%	0.9%	1.1%	0.0%	0.5%	0.0%	0.0%	0.8%
JAMBU TV	0.0%	0.9%	0.7%	1.0%	0.2%	0.0%	0.0%	1.2%
AZAM	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
FAITH TV	0.0%	0.0%	0.7%	0.6%	0.2%	0.0%	0.0%	1.2%

3.4.6 TV Programmes watched

News remained the primary driver of television viewership, attracting 30% of the audience. This was followed by entertainment content at 20% and sports programming at 10%. These figures highlighted the continued importance of informative and engaging content in maintaining audience interest and loyalty. (Figure 8)

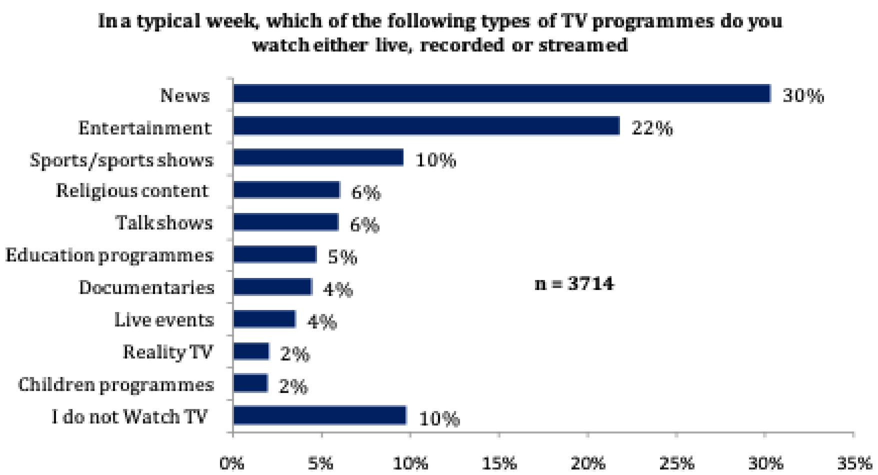


Figure 8: TV Programme watched

3.4.7 Type of TV Programmes Watched

The top three most-watched local television programmes were TV news, religious content, and talk shows, reflecting audience preferences for current affairs, spiritual nourishment, and conversational formats. In contrast, the most popular foreign television programmes included documentaries, sports and sports news, and children's programming, indicating a demand for educational, recreational, and family-friendly international content (see Figure 9).

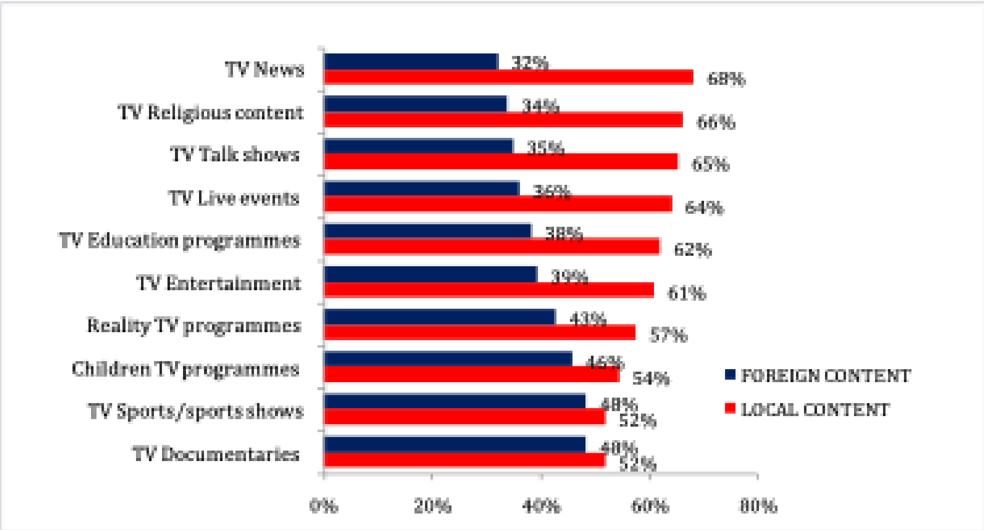


Figure 9: Type of TV program Watched

3.5 RADIO CONTENT CONSUMPTION

3.5.1 Radio Listenership

According to the 2024 State of the Media Survey, 57% of Kenyans reported listening to radio content, a notable 19 percentage-point decline from 75% in 2023. This sharp drop underscored a shifting media consumption landscape, in which audiences, particularly younger generations, are increasingly turning to digital and on-demand platforms for news, music, and entertainment. The decline may also reflect broader trends such as increased smartphone penetration, internet accessibility, and changing lifestyle habits that favoured visual and interactive media. While radio remained a critical medium for reaching rural populations and delivering real-time information, its influence is clearly being challenged by emerging technologies and evolving audience expectations.

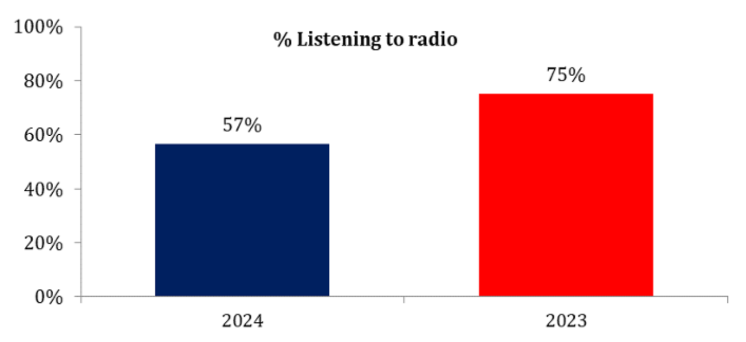


Figure 10: Radio Listenership

Radio listenership in Kenya varied significantly across regions, with Western (68.4%) and Nyanza (66.9%) recording the highest levels. These two regions demonstrated a strong attachment to radio, possibly due to cultural preferences, the prevalence of vernacular radio stations, or limited access to alternative media platforms. This suggested that radio remained a key source of information and entertainment in these areas.

Regions such as Rift Valley (56.9%), Central (55.1%), Eastern (54.4%), and Coast (53.2%) fell into a mid-range category of radio listenership. These areas likely featured a mix of rural and urban populations, where traditional radio remained relevant, though digital migration was gradually reshaping media consumption patterns.

Nairobi, despite being Kenya's capital and most urbanised region, reported relatively low radio listenership at 48.8%. This decline may be attributed to increased access to digital platforms such as social media, podcasts, and music streaming services, which are particularly popular among the urban youth. The shift reflects broader trends in urban areas where digital media is overtaking traditional formats.

North-Eastern Kenya recorded the lowest radio listenership at just 33.5%. This could be due to several factors, including limited radio signal coverage, lack of locally relevant content, lower media infrastructure, and cultural or linguistic barriers. The low penetration of radio in this region signals a gap in media access and underlines the need for targeted efforts to improve communication and information dissemination (Table 10)

Table 10: Radio Listenership

Region	Yes	No
Western	68.4%	31.6%
Nyanza	66.9%	33.1%
Rift Valley	56.9%	43.1%
Male	56.4%	43.6%
Central	55.1%	44.9%
Eastern	54.4%	45.6%
Coast	53.2%	46.8%
Nairobi	48.8%	51.2%
North Eastern	33.5%	66.5%

3.5.2 Time Spent Listening to Radio

The survey highlights diverse listening patterns among radio audiences. A significant portion of respondents (28%) listen to the radio for 1–2 hours daily, indicating moderate engagement. Another 20% dedicated 3–4 hours to radio, suggesting a deeper level of consumption likely driven by interest in specific programmes such as news, talk shows, or religious content. Meanwhile, 19% listen for 30 minutes to 1 hour, representing light but consistent use, possibly during commutes or morning routines. Notably, 12% of respondents spent up to 6 hours per day listening to the radio, indicating a heavy reliance on the medium, possibly among older audiences, rural populations, or individuals in occupations that allow background listening.

These findings suggested that while many Kenyans engage with radio for relatively short durations, there remains a loyal segment of long-time listeners.

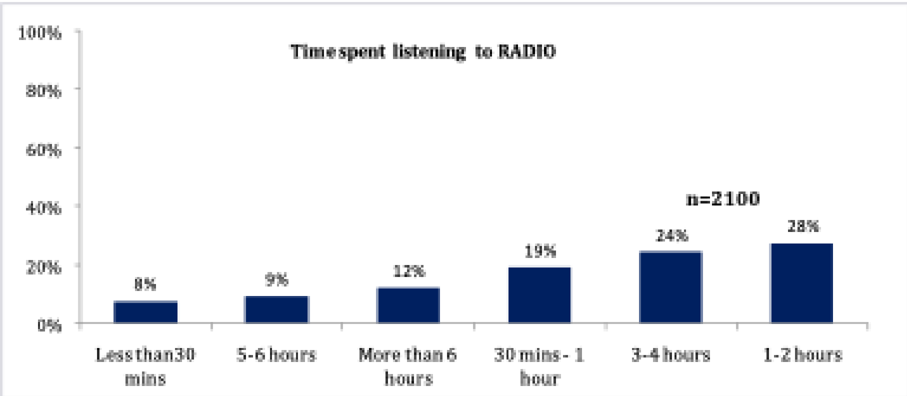


Figure 11: Time spent Listening to the Radio

Radio listening durations revealed regional disparities. North-Eastern led in short-term listening, with 35% tuning in for 1–2 hours and 27% for 30 minutes to 1 hour. It further showed that engagement beyond that was lower, with only 2% listening for over 6 hours. This reflects a population that engages with radio briefly, possibly due to lifestyle, infrastructure, or access to content limitations.

In contrast, Western and Eastern registered the highest percentages at 30% and 28%, respectively, in the 3–4 hours bracket, indicating a deeper reliance on radio, possibly for news, religious content, or vernacular programming. Nairobi demonstrated a unique trend, with the highest percentage (29%) listening for 30 minutes to 1 hour, highlighting the fast-paced urban lifestyle and availability of competing digital platforms.

Listening habits were e relatively similar between men and women. However, female listeners were slightly more likely to tune in for shorter durations (22% for 30 mins to 1 hour vs. 17% among males), while male illustrated a slightly higher tendency to listen for more extended periods (12% listen for more than 6 hours vs. 9% females).

Rural listeners were more engaged with radio for extended periods, with 27% listening for 3–4 hours, compared to 21% in urban areas. Urban dwellers leaned more toward shorter sessions (21% for 30 mins–1 hour), suggesting a shift toward other media or time constraints. Peri-urban audiences displayed a balanced mix, showing moderate to light usage across the day.

Younger audiences (15–18 years) demonstrated the highest 3–4 hour listening rate at (35%), suggesting active radio consumption, perhaps driven by educational or entertainment content. However, their long-duration engagement dropped sharply (only 4% listened for more than 6 hours). Conversely, older age groups (50+) demonstrated steadier, longer listening habits, with 37% of those aged 60+ listening for 1–2 hours and 15% of 50–55-year-olds listening for more than 6 hours. This points to a generational gap in media usage—older individuals rely more on traditional radio, while younger ones may diversify their consumption (table 11)

		1-2 hours	3-4 hours	30 mins to 1 hour	More than 6 hours	5-6 hours	Less than 30 Mins
Region	Coast	23%	24%	20%	14%	14%	5%
	North Eastern	35%	8%	27%	2%	11%	18%
	Eastern	26%	28%	17%	14%	6%	8%
	Central	27%	24%	13%	17%	11%	9%
	Rift Valley	29%	24%	23%	10%	7%	7%
	Western	24%	30%	14%	16%	12%	5%
	Nyanza	30%	25%	16%	11%	11%	7%
	Nairobi	28%	15%	29%	8%	8%	13%
Gender	Male	28%	25%	17%	12%	10%	8%
	Female	27%	23%	22%	13%	9%	7%
Location	Urban	28%	21%	21%	13%	10%	7%
	Rural	27%	27%	18%	12%	9%	8%
	Peri-urban	26%	23%	23%	10%	9%	10%
Age	15-18	29%	35%	13%	4%	10%	8%
	19-24	27%	25%	17%	12%	10%	9%
	25-29	28%	23%	20%	10%	10%	9%
	30-34	26%	24%	22%	14%	8%	7%
	35-39	27%	24%	17%	16%	10%	7%
	40-44	31%	23%	21%	14%	9%	3%
	45-49	27%	26%	16%	14%	9%	9%
	50-55	25%	26%	23%	15%	8%	3%
	56-59	23%	23%	20%	7%	17%	10%
	60+	37%	25%	17%	8%	8%	5%

Table 11: Time spent Listening to Radio by categories

3.5.3 Radio listening Time

Radio is predominantly a morning-time medium in Kenya, with 33% of listeners tuning in between 6:00 a.m. and 10:00 a.m. This peak period aligned with daily routines such as commuting, preparing for work or school, and catching up on news and entertainment to start the day. Morning shows, often a blend of news, music, talk segments, and interactive features, tend to attract high engagement due to their relevance and accessibility. Evening listenership was also notable, with 24% of respondents tuning in between 7:00 p.m. and 10:00 p.m. This period typically catered to audiences winding down after work or school, seeking entertainment, updates, or community-focused programming (Figure 12).

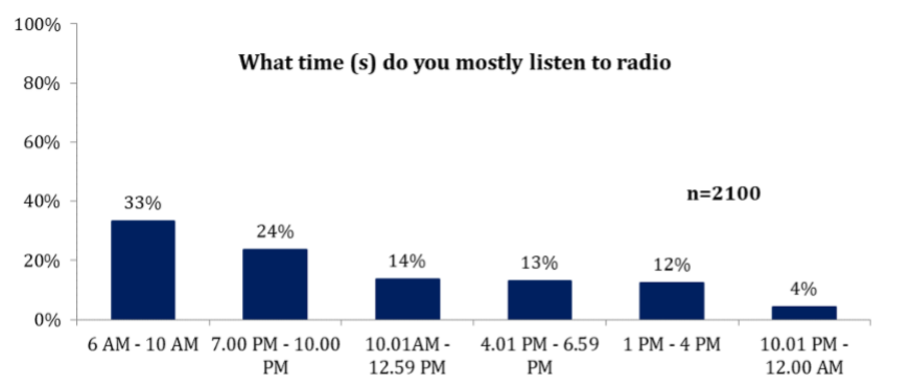


Figure 12: Radio Listening time

The morning time slot (6:00 AM – 10:00 AM) was clearly the most preferred period for radio listening across all categories, affirming that radio is the go-to medium during early-day routines. On average, about one-third of Kenyans (33%) listen to the radio during this time, with Nairobi recording the highest morning engagement at 42%, followed closely by Eastern (39%) and Peri-urban areas (37%).

The evening slot (7:00 PM – 10:00 PM) wass the second most popular, with 24% of respondents tuning in nationally. Regions like Nyanza (29%) and Coast (28%) showed strong evening engagement, likely reflecting cultural habits or preference for news wrap-ups and entertainment after daily duties. Interestingly, older listeners (60+) also showed the highest evening engagement at 30%, indicating consistent media use throughout the day.

Mid-morning to early afternoon listening (10:01 AM – 4 PM) saw moderate but diverse engagement. Central (22%) and 15–18-year-olds (18%) showed relatively high engagement in the 10:01 AM – 12:59 PM slot—possibly due to school breaks or flexible schedules. The 1:00 PM – 4:00 PM window generally attracted lower engagement across regions and demographics, with Nairobi particularly low at t 7%. However, older age groups such as 50–55 (16%) and 40–44 (14%) had the most active listeners in the afternoon, perhaps due to retirement or home-based lifestyles.

The late afternoon slot (4:01 PM – 6:59 PM) maintained a modest but steady listenership of around 13% across most groups. It served as a transitional period, likely utilised by audiences wrapping up work or commuting. The late-night period (10:01 PM – 12:00 AM) was the least preferred listening time, averaging only 3–5%, with Nairobi (9%) and Nyanza (7%) standing out slightly. This indicated localised night programming or delayed access to information in some areas.

There was minimal difference in listening patterns between male and female, with both genders equally engaged in morning and evening slots. Urban and rural populations pointed towards nearly identical habits, affirming radio's cross-cutting presence. However, peri-urban areas showed slightly higher morning engagement (37%) and slightly lower afternoon engagement, perhaps due to mixed rural-urban routines and varying infrastructure access.

Younger audiences (15–24 years) leaned toward morning and midday listening, while older audiences (50+) showed consistent listening throughout the day, especially in the morning and evening slots. Notably, those aged 60+ exhibited the strongest evening listening (30%), but minimal mid-morning usage (6%), suggesting more focused listening habits (table 12).

Categories		6AM - 10AM	7PM - 10PM	10.01AM - 12.59 PM	4.01PM - 6.59PM	1PM - 4PM	10.01PM - 12AM
Regions	Coast	23%	28%	15%	16%	14%	4%
	North Eastern	32%	26%	12%	14%	14%	1%
	Eastern	39%	24%	11%	11%	13%	2%
	Central	34%	12%	22%	14%	16%	3%
	Rift Valley	33%	24%	13%	14%	12%	4%
	Western	34%	27%	11%	12%	12%	3%
	Nyanza	30%	29%	10%	13%	12%	7%
	Nairobi	42%	15%	16%	10%	7%	9%
Gender	Male	33%	24%	14%	13%	12%	4%
	Female	33%	23%	13%	13%	13%	4%
Location	Urban	33%	24%	13%	13%	13%	4%
	Rural	33%	24%	14%	13%	12%	4%
	Peri-urban	37%	22%	15%	11%	9%	5%
Age	15-18	26%	27%	18%	12%	14%	4%
	19-24	36%	22%	15%	13%	11%	3%
	25-29	33%	25%	13%	13%	11%	5%
	30-34	29%	26%	13%	14%	14%	4%
	35-39	35%	22%	14%	13%	11%	5%
	40-44	32%	20%	16%	14%	14%	4%
	45-49	34%	21%	15%	10%	14%	6%
	50-55	31%	22%	13%	13%	16%	5%
	56-59	36%	24%	13%	11%	12%	3%
	60+	35%	30%	6%	15%	11%	3%

Table 12: Radio Listening time by Religion, Gender, Location and Age

3.5.4 Types of Radio Programmes Listened

Many respondents listened to radio primarily for news (30%) and entertainment (23%). Notably, 13% indicated that they did not listen to any radio programmes, (Figure 13.)

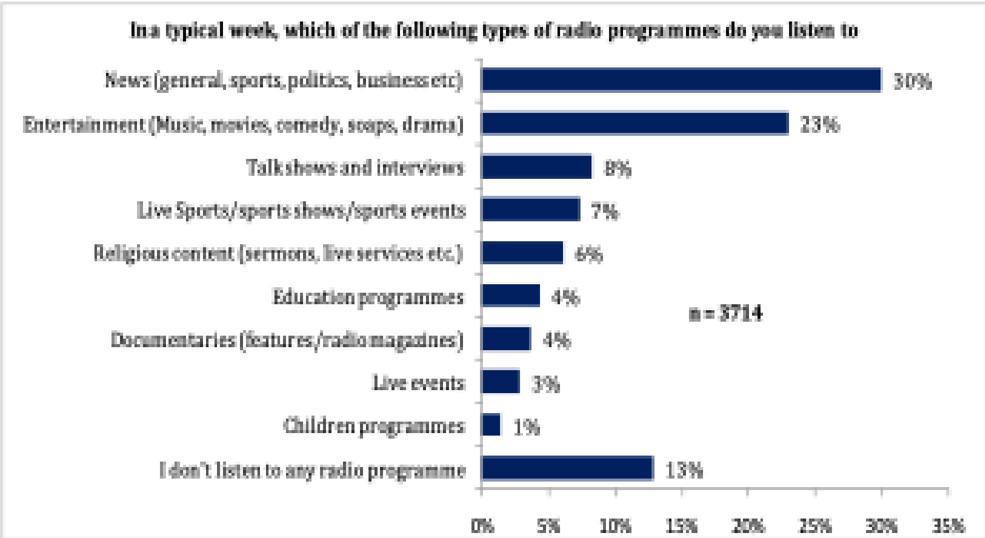


Figure 13: Types of radio programmes listened

3.5.5 Listening Trends for Local and Foreign Radio Contents

The top three most listened to local radio programmes were talk shows and interviews, commanding an overwhelming 98.1% listenership. These were followed by general news, covering news, sports, politics, and business, at 72.3%; in third place was religious programming, including sermons and live services, at 70.8%. In contrast, the three most listened-to foreign radio programmes were live sports and sports-related shows (42.3%), documentaries or feature-style content such as radio magazines (36.7%), and entertainment programmes like music, movies, comedy, drama, and soaps (33.5%). The low listenership of foreign content in these categories could be attributed to limited cultural relevance, time zone differences for live events, or competition from digital platforms where such content is more readily accessible.

This suggests that Kenyan radio audiences prioritise local, relatable, and issue-driven content over foreign or passive programming (figure 14).

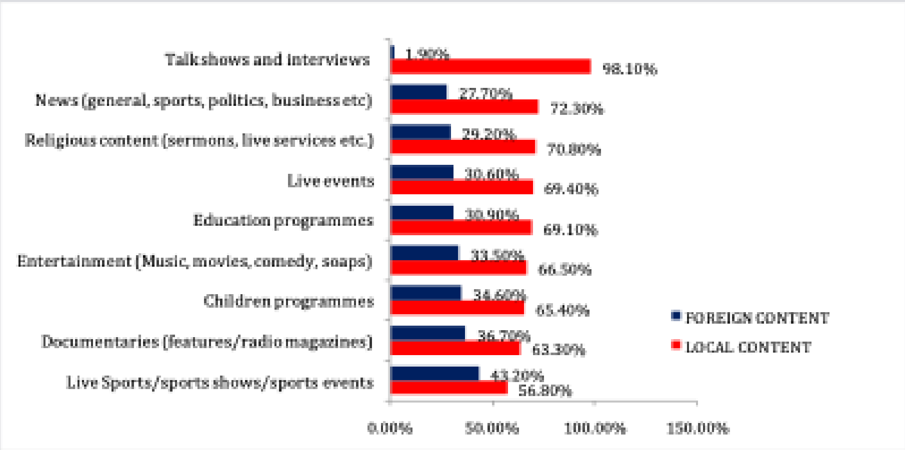


Figure 14: Listening Trends for Local and Foreign Radio Contents

3.5.6 Most Listened to Radio Stations

According to the 2024 report, , the top three stations Radio Citizen (10.7%), Radio Jambo (8.9%), and Radio Maisha (7.6%) maintained the lead, but with narrow margins and significantly lower shares than in previous years. A prominent trend was observed revealing a decline in the dominance of these leading radio stations. For instance, Radio Citizen, which was the most popular station in 2023 with 22% of listeners, saw its share drop sharply to 10.7% in 2024. Similarly, Radio Jambo and Radio Maisha, which had strong followings in 2022 (16% and 12%, respectively), also showed a notable decline over time. This weakening of individual station dominance indicated increasing competition and the erosion of traditional listener loyalty, likely influenced by changing media consumption habits and increased access to alternative platforms.

Most of the other stations registered between 2% and 5%, suggesting a more competitive, evenly distributed radio landscape. New or previously underrepresented stations such as Gukena FM, Emoo FM, and Coro FM emerged in 2024, highlighting the growing popularity of vernacular and region-specific content.

A key observation across the years is the increasing fragmentation of the radio market. In 2024, the “Others” category accounted for 30% of the responses, more than double the share recorded in 2023 (11%) and significantly higher than in 2022 (14%). This suggests that Kenyan audiences are increasingly turning to a broader array of smaller, niche, or regional stations, possibly reflecting a shift in content preferences, regional focus, or language needs.

Overall, the data suggested a gradual shift in audience preferences from mainstream national stations to a broader mix of regional, vernacular, or niche content providers. This change may have also reflected the impact of digital migration, where audiences supplement or replace traditional radio with online streaming, podcasts, or social media-based audio content (figure15)

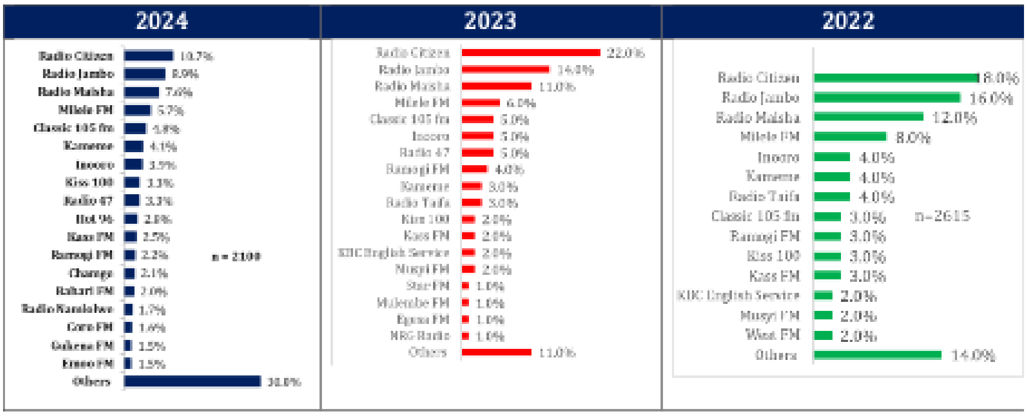


Figure 15: Most listened to Radio stations

The survey revealed that radio listenership in Kenya was highly regionalised, with certain stations enjoying strong popularity in specific geographic areas due to factors such as language, culture, and content relevance. For instance, Radio Citizen, while nationally recognised, had its highest audience concentration in Western (17.4%) and Rift Valley (14.1%), followed by Coast (11.0%) and Nyanza (9.3%). Similarly, Radio Jambo had a strong presence in Western (16.9%), Rift Valley (8.9%), and Nairobi (8.6%), pointing to its broad urban and semi-urban appeal.

Vernacular stations demonstrated strong regional loyalty. For example, Kameme FM (19.4%) and Inooro FM (18.9%) were dominant in Central Kenya, reflecting their Kikuyu-language programming. Likewise, Ramogi FM (12.0%) and Radio Nam Lolwe (9.6%) remained popular in Nyanza, a predominantly Luo-speaking region. Bahari FM maintained the leading spot in the Coastal region at (18.6%) and also notably listened to in North -Eastern (12.3%), highlighting its appeal in Swahili-speaking communities.

Other stations with notable regional strength include Milele FM, which performed well in Western (11.8%) and Nyanza (8.8%), and Classic 105 FM, with a larger audience base in Nairobi (12.7%), likely due to its urban-centric content. Similarly, Kiss 100 garnered a significant urban listenership in Nairobi (5.7%) and Central (5.9%). In Eastern Kenya, Musyi FM (9.1%) and Mbaitu FM (7.3%) dominated due to their focus on Kamba-language content.

Some stations showed sharp regional exclusivity. For instance, Kass FM (8.3%) and Chamge FM (6.9%) are primarily confined to the Rift Valley and serve Kalenjin-speaking audiences. Egesa FM (6.6%) and Mayienga FM (5.9%) were both consumed in Nyanza, appealing to Abagusii and Luo speakers. Meanwhile, Coro FM (10%) and Gukena FM (9%) were well rooted in Central Kenya, catering to the Kikuyu-speaking demographic.

Interestingly, BBC (23.1%) commands a significant share in North-Eastern Kenya, likely reflecting the region's interest in international news. Other niche stations like Homeboyz Radio, Bibilia Husema, and Capital FM attracted a relatively small but noticeable audience in urban areas, particularly Nairobi and Central Kenya (table 13)

Table 13: Most listened to radio stations by Regions

	REGIONS							
	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi
Radio Citizen	11.0%	0.8%	8.7%	2.7%	14.1%	17.4%	9.3%	6.8%
Radio Jambo	8.0%	4.6%	7.4%	3.3%	8.9%	16.9%	8.3%	8.6%
Radio Maisha	9.1%	8.5%	5.7%	3.2%	9.6%	10.5%	6.6%	4.8%
Milele FM	5.1%	0.0%	3.0%	1.5%	5.4%	11.8%	8.8%	0.9%
Classic 105 FM	3.6%	1.5%	5.5%	6.6%	5.7%	1.5%	1.9%	12.7%
Kameme	1.1%	0.0%	3.3%	19.4%	1.3%	0.4%	0.1%	11.6%
Inooro	1.1%	0.0%	3.4%	18.9%	1.3%	0.2%	0.2%	9.5%
Kiss 100	3.0%	0.8%	4.4%	5.9%	2.3%	2.2%	2.6%	5.7%
Radio 47	2.3%	0.0%	2.1%	0.9%	4.3%	6.8%	2.9%	0.9%
Hot 96	1.9%	0.8%	3.2%	4.0%	2.7%	1.8%	1.6%	7.3%
Kass FM	0.4%	0.8%	1.2%	0.1%	8.3%	0.1%	0.2%	0.2%
Ramogi FM	0.4%	0.0%	0.0%	0.1%	0.1%	0.4%	12.0%	0.5%
Chamge	1.3%	0.0%	0.7%	0.0%	6.9%	0.1%	0.2%	0.5%
Bahari FM	18.6%	12.3%	1.0%	0.1%	0.3%	0.7%	0.3%	0.0%
Radio Namlolwe	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	9.6%	0.0%
Coro FM	0.4%	0.0%	0.7%	10.0%	0.2%	0.0%	0.0%	3.0%
Emoo FM	0.0%	0.8%	0.1%	0.0%	5.2%	0.2%	0.0%	0.0%
Gukena FM	0.0%	0.0%	0.7%	9.0%	0.1%	0.0%	0.0%	3.9%
Egesa FM	0.0%	0.0%	0.1%	0.0%	0.6%	0.0%	6.6%	0.5%
Capital FM	2.3%	6.2%	1.4%	1.2%	1.3%	0.5%	1.2%	1.4%
Kbc Radio Taifa	4.0%	1.5%	1.0%	0.6%	0.7%	1.8%	1.6%	0.2%
Musyi Fm	0.4%	0.0%	9.1%	0.0%	0.0%	0.0%	0.0%	0.9%
BBC	1.5%	23.1%	1.2%	0.4%	0.7%	0.2%	0.6%	1.4%
Homeboyz Radio	0.2%	0.0%	1.2%	3.2%	0.7%	0.3%	0.4%	4.1%
Bibilia Husema	0.8%	6.2%	2.2%	0.4%	1.9%	0.3%	0.2%	0.2%
Mayienga FM	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	5.9%	0.0%
Mbaitu FM	0.2%	0.0%	7.3%	0.0%	0.0%	0.0%	0.0%	0.2%

No significant differences were observed in radio station preferences based on gender or geographic location (Table 14).

Table 14: Most listened to radio stations by Gender and location

	Gender		Location		
	Male	Female	Urban	Rural	Peri-urban
Radio Citizen	10.7%	10.7%	10.7%	10.7%	10.3%
Radio Jambo	8.7%	9.2%	8.7%	9.0%	9.9%
Radio Maisha	7.5%	7.7%	8.6%	6.9%	6.2%
Milele FM	5.8%	5.6%	6.0%	5.5%	5.1%
Classic 105 FM	4.6%	4.9%	4.1%	5.2%	5.5%
Kameme	3.9%	4.2%	3.6%	4.6%	2.6%
Inooro	3.7%	4.1%	3.7%	4.2%	2.6%
Kiss 100	3.2%	3.5%	3.2%	3.4%	3.3%
Radio 47	3.5%	3.0%	3.7%	2.8%	4.0%
Hot 96	2.9%	2.8%	2.7%	2.8%	4.4%
Kass FM	2.5%	2.5%	2.5%	2.6%	2.2%
Ramogi FM	2.3%	2.2%	2.2%	2.2%	2.9%
Chamge	2.3%	1.9%	2.1%	2.1%	1.8%
Bahari FM	1.9%	2.1%	2.5%	1.5%	3.7%
Radio Namlolwe	1.8%	1.5%	1.7%	1.6%	1.5%
Coro FM	1.6%	1.6%	1.3%	1.9%	1.1%
Emoo FM	1.6%	1.3%	1.5%	1.5%	1.1%
Gukena FM	1.2%	1.8%	1.3%	1.7%	0.7%
Egesa FM	1.3%	1.5%	1.3%	1.4%	0.7%
Capital FM	1.4%	1.3%	1.2%	1.5%	0.7%
KBC Radio Taifa	1.2%	1.4%	1.2%	1.3%	2.2%
Musyi Fm	1.4%	1.0%	1.1%	1.3%	2.6%
BBC World Service	1.3%	1.0%	1.5%	0.9%	2.2%
Homeboyz Radio	1.2%	1.1%	1.0%	1.2%	2.2%
Bibilia Husema	1.1%	1.1%	1.3%	0.9%	0.7%
Mayienga FM	1.1%	1.0%	1.0%	1.1%	0.7%
Mbaitu FM	1.1%	0.8%	0.9%	0.9%	2.2%
Radio lake Victoria	1.0%	0.8%	0.9%	0.9%	0.4%
Mulembe FM	0.9%	0.9%	0.9%	0.9%	1.1%

3.6 NEWSPAPERS CONTENT CONSUMPTION

3.6.1 Proportion Reading Newspaper

A steady decline in newspaper readership in Kenya was observed over the past three years. In 2022, 29% of respondents reported reading newspapers, which dropped to 26% in 2023, and further declined to 20% in 2024. This downward trend, despite relatively consistent sample sizes across the years, indicated a growing disengagement with traditional print media. Several factors could be associated with the decline, including the increasing shift toward digital news consumption, reduced affordability of newspapers, and changing content preferences among younger generations (Figure 16).

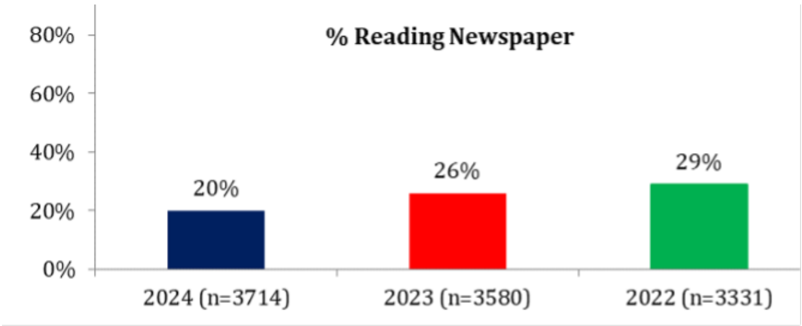


Figure 16: Proportions reading newspaper by Region, Gender, and Age

Newspaper readership showed different patterns across regions. The highest readership was recorded in the Rift Valley at 23.1%, followed by Nyanza (21.8%), Western (21.4%), and Nairobi (21.0%). These regions outperformed the national average of 20%, possibly due to higher media access and literacy levels. In contrast, Eastern (12.5%), Central (15.4%), and North-Eastern (18.6%) recorded lower readership levels, as a result of limited distribution, affordability challenges, or greater reliance on alternative media such as radio or digital platforms.

Gender Analysis

When disaggregated by gender, male respondents (20.2%) reported slightly higher newspaper readership than their female counterparts (18.7%). While the difference was modest, it reflect broader gender disparities in media consumption patterns, access to media resources, or literacy levels, particularly in rural and traditional settings.

Location Analysis

Surprisingly, peri-urban areas led in newspaper readership at 27.5%, ahead of rural (19.9%) and urban areas (18.2%). This trend suggests that the peri-urban population still relied more on traditional print media than urban residents, who were likely to access news digitally. Meanwhile, rural areas registered a slightly higher readership than urban areas, which could reflect slower uptake of digital news alternatives in those settings.

Age Analysis

The study indicates that newspaper readership is influenced by age, with the 56–59 age group showing the highest readership at 28.8%, followed by the 30–34 (21.5%) and 35–39 (20.4%) brackets. In general, older adults showed a stronger attachment to print media. Younger demographics, such as the 15–18 age group (11.2%) and the 19–24 age group (19.4%), reported lower readership, indicating a shift in preference toward digital media platforms (Table 15).

Table 15: Proportions reading the newspaper by Region, Gender, and Age

Categories		% Reading Newspaper
Regions	Rift Valley	23.1%
	Nyanza	21.8%
	Western	21.4%
	Nairobi	21.0%
	Coast	18.9%
	North Eastern	18.6%
	Central	15.4%
	Eastern	12.5%
Gender	Male	20.2%
	Female	18.7%
Location	Peri-urban	27.5%
	Rural	19.9%
	Urban	18.2%
Age	56-59	28.8%
	30-34	21.5%
	35-39	20.4%
	50-55	19.8%
	25-29	19.6%
	19-24	19.4%
	60+	17.9%
	45-49	17.4%
	40-44	16.5%
	15-18	11.2%

3.6.2 Access to Newspapers

Among newspaper readers, the majority (36.6%) purchased a hard copy. This was followed by online subscriptions at 18.4% and reading on social settings (such as public spaces or community hubs) at 14.6%. Other common access points were at vendor selling points and offices.

This data indicates that, despite the rise of digital media, traditional print remained the preferred format for a significant portion of readers, underscoring enduring habits and trust in hard copy newspapers. However, the substantial share of online subscriptions and use of social spaces for reading suggested that digital and communal access channels were also increasingly important. The role of vendors and offices further highlights that traditional distribution networks continue to support newspaper consumption in Kenya (figure 17).

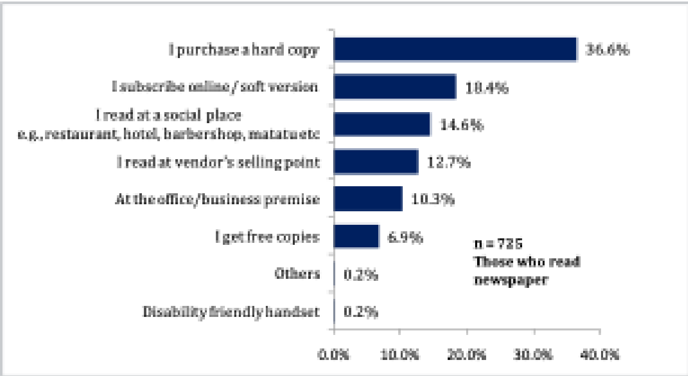


Figure 17: Format used to access newspapers

3.6.3 Motivations for purchasing or reading newspapers

The motivation to purchase newspapers has remained consistent over the past three years, with news being the leading driver at 45%, followed by political content (17%) and sports coverage (8%). Other notable motivators include interest in My Gov content and classified/display advertisements such as tenders and public notices. Politics and sports remained strong content pillars, while functional content such as government updates (My Gov) and classified ads also played a significant role in sustaining readership.

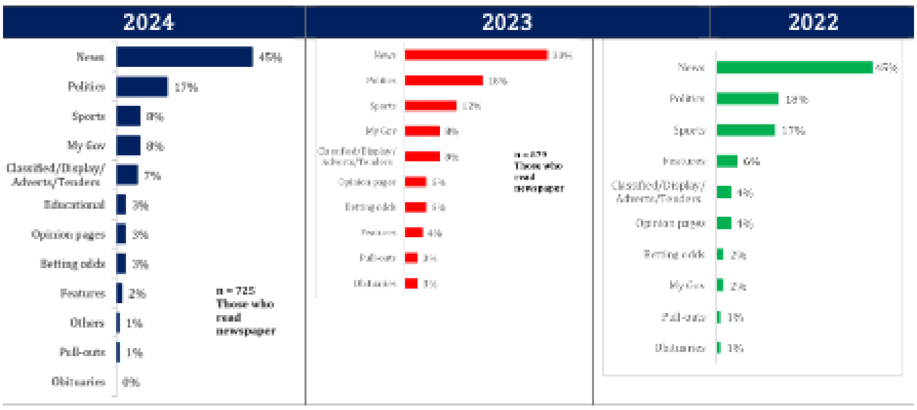


Figure 18: Motivations for purchasing or reading newspapers

3.6.4 Frequency of Purchasing Newspapers

Consistent with the previous year, the highest frequency of newspaper purchase remained two to three times a week, reported by 39% of respondents, an increase of 5% from 2023. Daily newspaper purchases saw a slight uptake, rising by 2.7% from the previous year. However, the proportion of those who buy newspapers once a week declined significantly, from 32% in 2023 to 25% in 2024. This suggested a modest resurgence in regular newspaper readership, particularly among those who purchased multiple times a week or daily. This indicated a loyal segment of consumers who continue to value print journalism despite the overall decline in readership. However, the drop in those buying newspapers once a week pointed to a weakening interest among casual readers, possibly due to growing reliance on digital news platforms (figure 19).

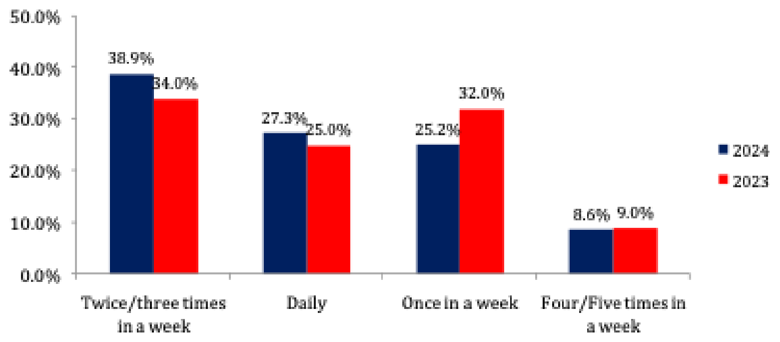


Figure 19: Frequency of Purchasing a Newspaper

3.6.5 Most Read Newspapers

The Daily Nation maintained its position as the most read newspaper in Kenya, with 44.4% of respondents. However, this marks a slight decline from 48% in 2023. The Standard ranked second at 19.6%, up nearly 2% from the previous year. Taifa Leo readership dropped significantly from 15% in 2023 to 8.4% in 2024. The Star experienced a sharp decline, falling from 7% to just 1.9%.

Business Daily recorded notable growth, rising from 2% in 2023 to 4.8% in 2024, more than doubling its readership. MyGov also saw increased readership, moving from a minimal 0.2% in 2023 to 2.7% in 2024. The Nairobian posted a slight gain, growing from 3% to 3.7%.

There was a shifting landscape in newspaper readership, with legacy papers like Daily Nation and Taifa Leo experiencing decline. At the same time, niche publications like Business Daily and government publications such as MyGov gained traction. This could reflect changing reader interests, possibly influenced by digital migration, content relevance, or trust in editorial focus (figure 20)

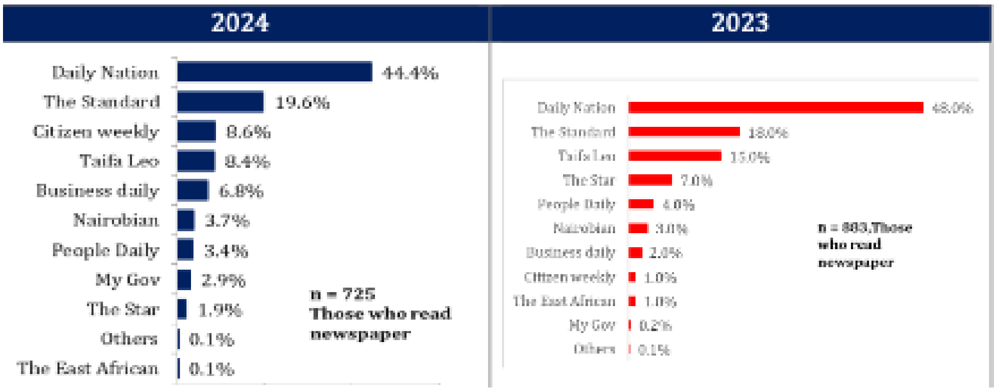


Figure 20: Most read Newspapers

3.7 NEWS WEBSITES

3.7.1 Access to News Websites

From 2022 to 2023, visits to news websites were essentially steady, rising marginally from 51% to 52%, suggesting that roughly one in two respondents had settled into a routine of going directly to online news sites for information. However, 2024 marks a notable break in that stability with a 7% decline to 45%, recording the lowest level in the period. This abrupt drop signals a behavioural shift away from standalone news portals toward alternative digital sources such as social media feeds, messaging apps, or video platforms, or could reflect growing frustrations with paywalls, data costs, or questions about credibility (Figure 21).

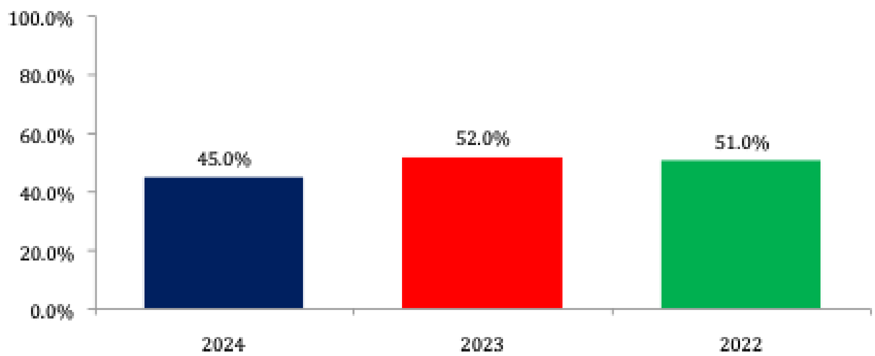


Figure 21: Access to News Websites

3.7.2 News Websites Visited

Tuko.co.ke was the most visited news website, attracting 17.4% of respondents, followed by Citizen Digital at 12.7%, Standardmedia.co.ke at 8.8%, and Nation. Africa at 8.7%. Other notable platforms were Pulselive.co.ke (5.9%), Kenyans.co.ke (4.8%) and The-Star.co.ke (3.2%), Nairobi Leo had minimal visits of 1.8% and 1.3% respectively, as illustrated in Figure 22.

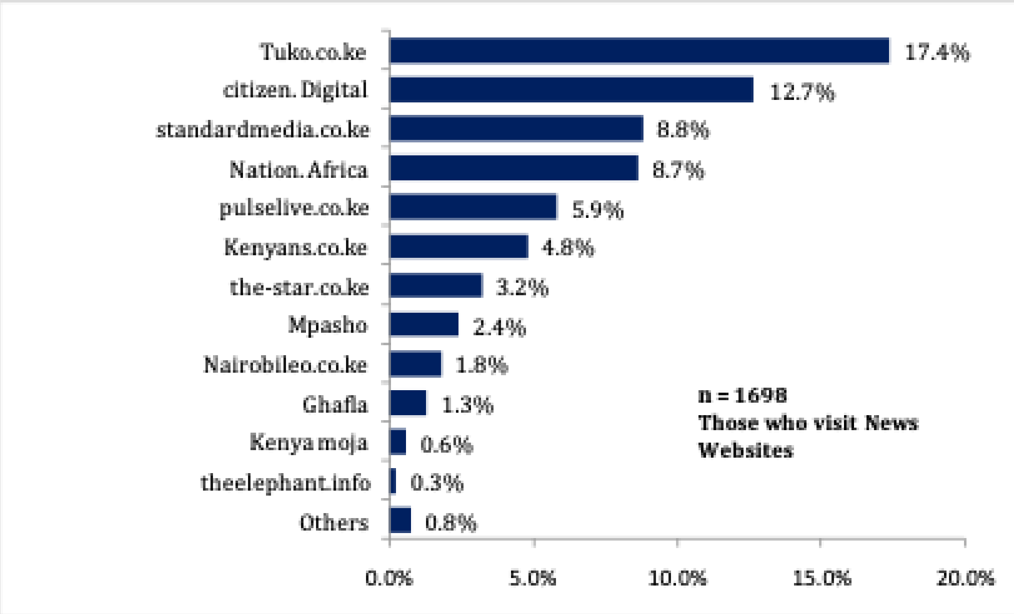


Figure 22: News Website visited

By region, the news website visits were relatively uniform across the country, except for the North-Eastern region, where Nation. Africa stood out as the most visited platform at 20.4%. This implied that regional disparities in digital news consumption are minimal, reflecting widespread internet access and interest in online news across Kenya. However, Nation. Africa's dominance in North-Eastern indicates a stronger regional presence, greater editorial relevance, or greater trust among audiences in that area (Table 16).

Table 16: News Website visited by Regions

	REGIONS							
	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi
Tuko.co.ke	10.7%	22.6%	15.4%	16.2%	18.1%	17.4%	19.5%	20.7%
Citizen. Digital	11.5%	5.0%	13.8%	10.4%	14.5%	16.8%	10.3%	12.5%
standardmedia.co.ke	6.1%	11.1%	10.2%	8.8%	8.0%	7.1%	13.1%	5.3%
Nation. Africa	5.1%	20.3%	9.6%	8.7%	7.8%	5.1%	11.1%	7.1%
pulselive.co.ke	7.3%	1.5%	8.0%	5.0%	4.9%	5.1%	5.8%	7.8%
Kenyans.co.ke	2.6%	1.5%	5.5%	4.0%	5.9%	7.4%	2.4%	6.0%
the-star.co.ke	0.6%	0.4%	2.1%	4.3%	4.3%	0.3%	5.3%	4.0%
Mpasho	1.6%	0.0%	1.5%	3.2%	2.4%	4.7%	2.6%	2.4%
Nairobileo.co.ke	0.4%	0.4%	3.3%	1.8%	2.0%	1.1%	0.8%	2.7%
Ghafla	0.8%	0.0%	1.0%	2.6%	0.7%	2.4%	2.3%	0.2%
Others	1.4%	0.0%	0.4%	0.7%	1.3%	0.2%	0.9%	0.0%
Kenya moja	0.4%	0.0%	0.7%	0.4%	0.5%	1.1%	0.9%	0.7%
theelephant.info	0.0%	0.0%	0.5%	0.1%	0.5%	0.0%	0.1%	0.2%

With regards to gender, the differences in news website visitation were minimal, indicating that both male and female respondents access online news platforms at nearly the same rate. This stated that online news consumption in Kenya was not significantly influenced by gender, pointing to a relatively uniform digital news engagement across male and female users. It rather reflects the broadening of digital literacy and access, with news websites serving as inclusive platforms for information regardless of gender.

	Gender		Location		
	Male	Female	Urban	Rural	Peri-urban
Tuko.co.ke	17.4%	17.3%	17.1%	17.5%	19.5%
Citizen. Digital	12.9%	12.4%	12.2%	13.0%	13.6%
standardmedia.co.ke	9.2%	8.4%	8.9%	8.9%	7.6%
Nation. Africa	8.7%	8.6%	8.7%	8.4%	10.9%
pulselive.co.ke	5.8%	5.9%	5.5%	6.2%	4.3%
Kenyans.co.ke	4.7%	5.0%	4.8%	4.8%	5.6%
the-star.co.ke	3.4%	3.0%	2.6%	3.7%	3.3%
Mpasho	2.7%	2.1%	2.3%	2.6%	2.0%
Nairobileo.co.ke	1.8%	1.8%	2.0%	1.7%	1.0%
Ghafla	1.2%	1.5%	1.5%	1.2%	2.0%
Others	0.8%	0.7%	0.8%	0.6%	1.3%
Kenya moja	0.4%	0.8%	0.6%	0.5%	1.0%
theelephant.info	0.3%	0.2%	0.3%	0.2%	0.7%

Table 17: News Website visited by Gender and Location

3.7.3 Most Visited News Websites

The most visited news websites in 2024 were Tuko.co.ke (39.9%), Citizen Digital (19.7%), and Nation. Africa (12.7%). Notably, Tuko.co.ke showed consistent growth over the years, rising from 28% in 2022 to 33% in 2023 and reaching 39.9% in 2024, cementing its position as the leading online news platform. Nation. Africa also recorded a significant increase in popularity, doubling from 6% in 2023 to 12.7% in 2024. Similarly, Standard Digital experienced a notable rise from 6% in 2023 to 11.1% in 2024, indicating renewed audience interest and engagement. On the contrary, Citizen Digital experienced a gradual decline, from 22% in 2022 to 21% in 2023, and now 19.7% in 2024, suggesting a possible shift in audience preference or competition from more engaging platforms. Other platforms experienced sharp declines, notably Mpasho, which fell from 13% in 2023 to just 1.4% in 2024, and Nairobi Leo, down from 3% to 1.1% in the same period.

The digital news ecosystem in Kenya continues to evolve, with audience loyalty shifting toward platforms offering faster, relatable, and visually appealing content. Tuko.co.ke's dominance suggests it resonates with the public due to its timely, mobile-optimised stories and strong social media integration. The growth of Nation. Africa and Standard Digital indicate successful efforts to regain market share, possibly through improved content delivery or digital transformation. Conversely, the decline of Citizen Digital, Mpasho, and Nairobi Leo highlighted the importance of innovation, credibility, and user engagement in retaining digital audiences. These trends underscored the need for media houses to continuously evolve their online strategies to remain competitive in a rapidly changing digital landscape (see Figure 23).

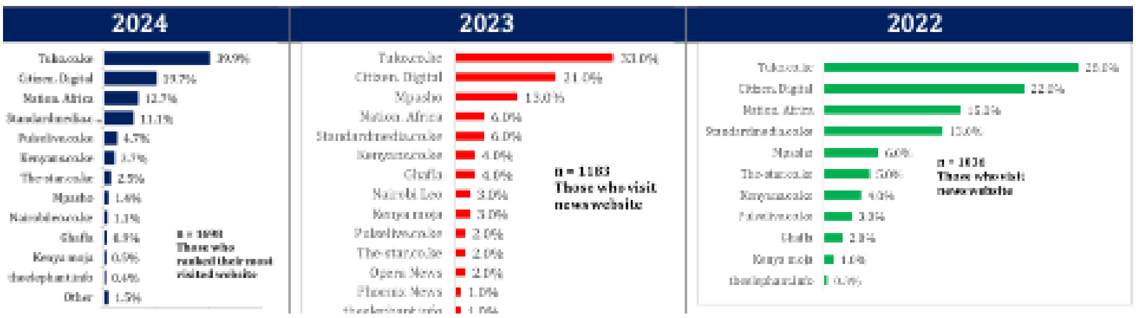


Figure 23: Most visited News Websites

3.8 DIGITAL MEDIA PLATFORMS

3.8.1 Use of Social/Digital Media Platforms

From the study, 74.9% of the respondents used social/digital media platforms in 2024 (Figure 24).

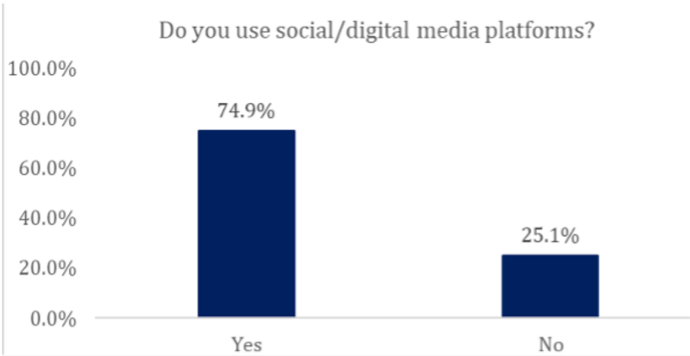


Figure 24: Use of Social/Digital Media Platforms

3.8.2 Trends of Social/Digital Media Usage

Despite a slight decline from 22% in 2023 to 20.3% in 2024, WhatsApp remained the most widely used social media platform among respondents. Facebook ranked second, with 19.6% of users, followed closely by TikTok at 14.4%, reflecting its continued rise in popularity (7% in 2022, and 14% in 2023), particularly among younger audiences. X (formerly Twitter) experienced a significant drop in usage, falling from 5% in 2023 to 2.6% in 2024. YouTube also saw a decrease in active users, from 14% to 11.9%. On the other hand, Telegram and Snapchat gained traction, with Telegram increasing from 2% in 2022, 3% in 2023, to 4.3% in 2024, and Snapchat rising from 2% in 2022, 3% in 2023, to 3.5% in 2024 (Figure 25)."

The findings suggested a dynamic shift in platform preferences. While WhatsApp and Facebook continued to dominate, TikTok's steady growth indicated strong appeal among younger demographics due to its effectiveness at delivering engaging, short-form content. The decline of X and YouTube pointed to platform fatigue, content saturation, or changing user expectations. The growing use of Telegram and Snapchat indicated increasing diversification of user needs, such as secure messaging, niche communities, and ephemeral content.

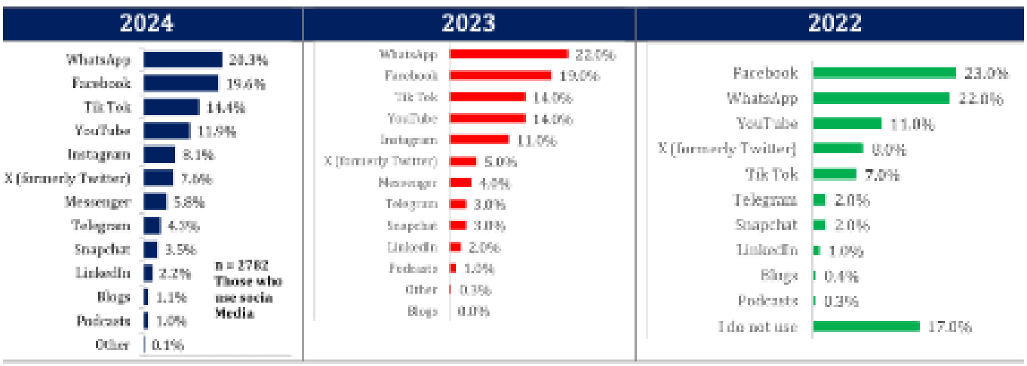


Figure 25: Digital/Social Media Platforms

3.8.3 Device Used to Access Digital/Social Media

Smartphones remained the primary device for accessing social media, with 70.5% of respondents using them in 2024. However, this represented a significant decline from 91% in 2023. Meanwhile, other devices gained traction: laptop usage rose from 1% in 2023 to 11.3% in 2024; smart TVs from 4% to 10.1%; tablets from 1% to 3.3%; and desktop computers from 1% to 3.1%, as shown in Figure 26.

The sharp decline in smartphone usage and the concurrent rise in alternative devices signalled a diversification in digital access habits. This trend could be attributed to increased availability of affordable tech, evolving user preferences for larger screens or multitasking capabilities, and broader digital literacy.

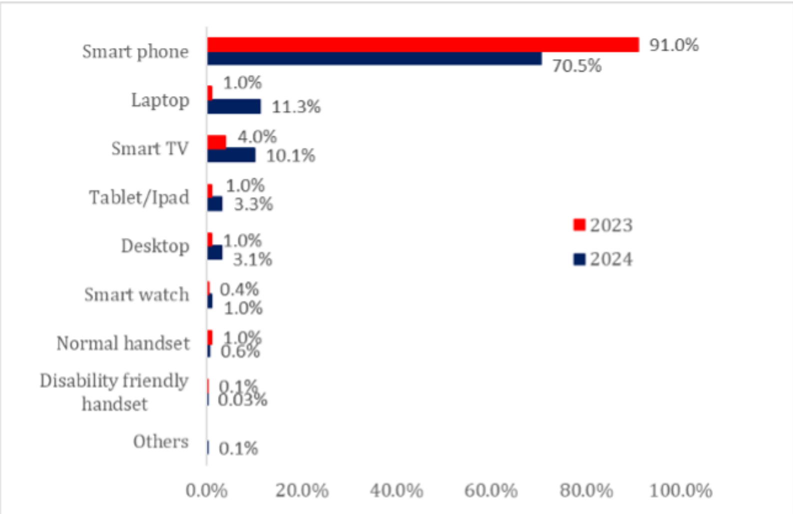


Figure 26: Device Used to Access Digital Media

3.8.4 Time Spent on Social Media

The global average daily time spent on social media is 2 hours and 31 minutes, with Gen Z averaging 4 hours per day. In Kenya, the survey suggests that approximately 31.5% of respondents spend between 1 to 3 hours on social media daily, followed by 25.6% who spend 3 to 5 hours. Notably, 24.3% of respondents reported spending more than 6 hours on social media each day, up from 13% in 2023. This significant increase in users spending over six hours on social media signalled a growing digital dependency, particularly among younger demographics.

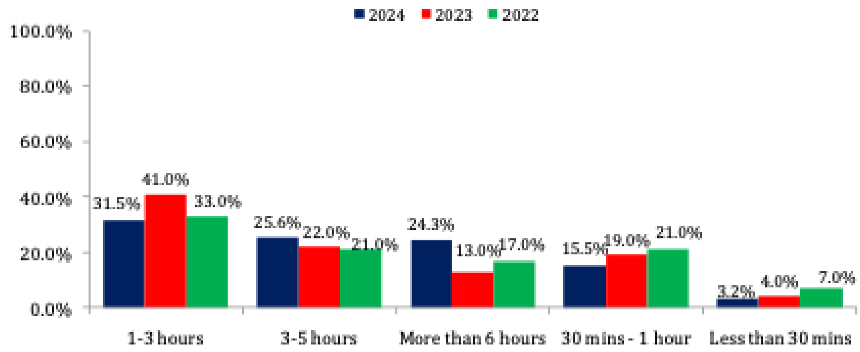


Figure 27: Time spent on social media

Comparatively, across age groups, there was a minimal variation in the amount of time spent on social media. However, individuals under 18 stood out, with 36.7% reporting spending more than 6 hours daily on social media. While social media usage was relatively uniform across age groups, the under-18 demographic showed notably higher engagement, indicating deeper digital immersion among minors (Table 18).

	Age									
	15-18	19-24	25-29	30-34	35-39	40-44	45-49	50-55	56-59	60+
More than 6 hours	36.8%	25.8%	24.6%	24.9%	25.1%	20.6%	22.5%	24.1%	19.7%	18.9%
1-3 hours	25.0%	29.0%	31.6%	32.0%	32.5%	32.9%	34.0%	35.8%	32.9%	25.5%
3-5 hours	22.1%	24.9%	26.6%	23.5%	24.9%	27.8%	27.0%	18.2%	25.0%	36.8%
30 Mins - 1 hour	11.8%	16.1%	14.3%	17.6%	14.8%	15.9%	13.0%	20.4%	17.1%	12.3%
Less than 30 Mins	4.4%	4.2%	2.8%	2.1%	2.7%	2.8%	3.5%	1.5%	5.3%	6.6%

Table 18: Time spent on social media by Age

3.8.5 Use of Social Media Platforms

According to the study, social media usage patterns in Kenya have remained relatively consistent over the past three years. The primary reasons for using social media was communication (calling, chatting, etc.) and entertainment, both at 18.2%, followed by seeking news and information (14.6%), networking (9.6%), entrepreneurship activities such as e-marketing and influencing (8.7%), and passing time (8.2%). Communication and entertainment were the leading drivers of use, highlighting the platform's social and leisure appeal. The significant share of people using social media for news and information underscored its importance as a supplementary or alternative news source. Meanwhile, notable engagement in entrepreneurship activities pointed to the growing use of social platforms for economic empowerment. These trends emphasised the need for policymakers and digital media stakeholders to consider diverse user motivations when developing content strategies, media literacy programs, and digital inclusion initiatives.

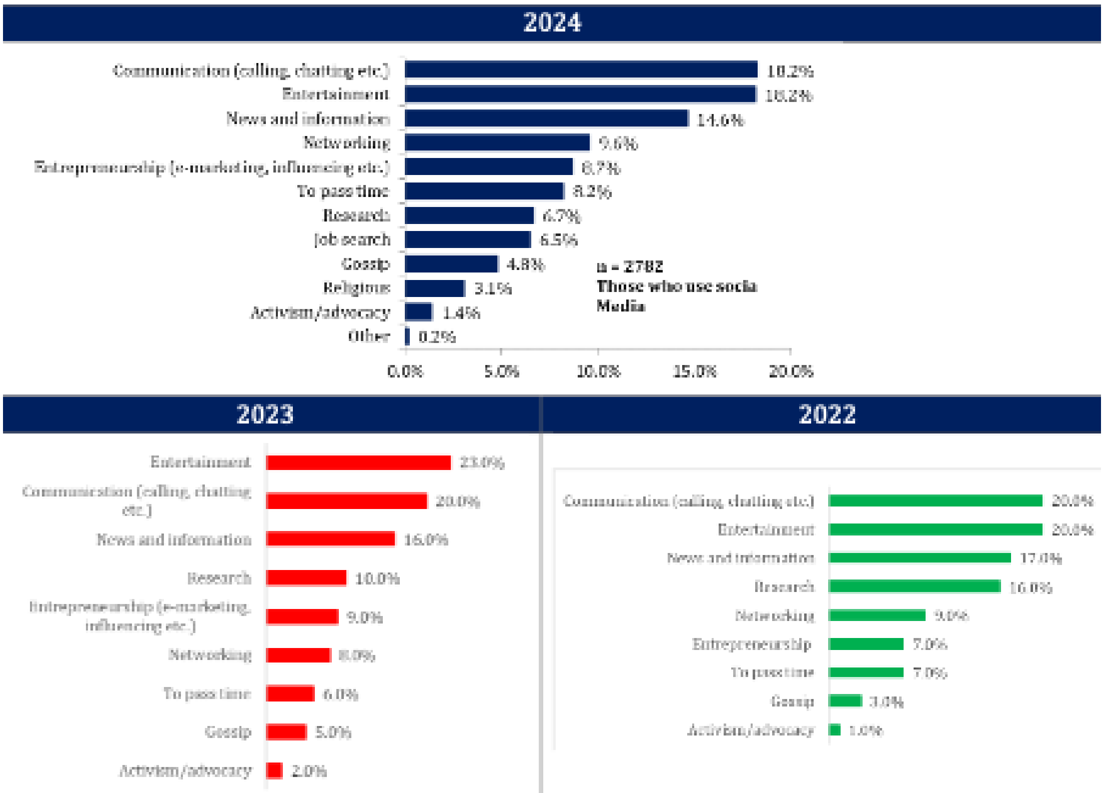


Figure 28: Social Media Use

3.8.6 Content Consumed on Social Media

Unlike mainstream media, where the primary focus is news, most respondents used social media for entertainment (27.7%) and news (27.5%), indicating nearly equal interest in both content types. While mainstream media remains traditionally associated with structured news delivery, social media platforms are valued for their versatility and informal access to both entertainment and information. This underscored the need for media stakeholders to balance content strategy on digital platforms by integrating engaging, entertaining formats alongside credible news to meet audience expectations and remain competitive (Figure 29).

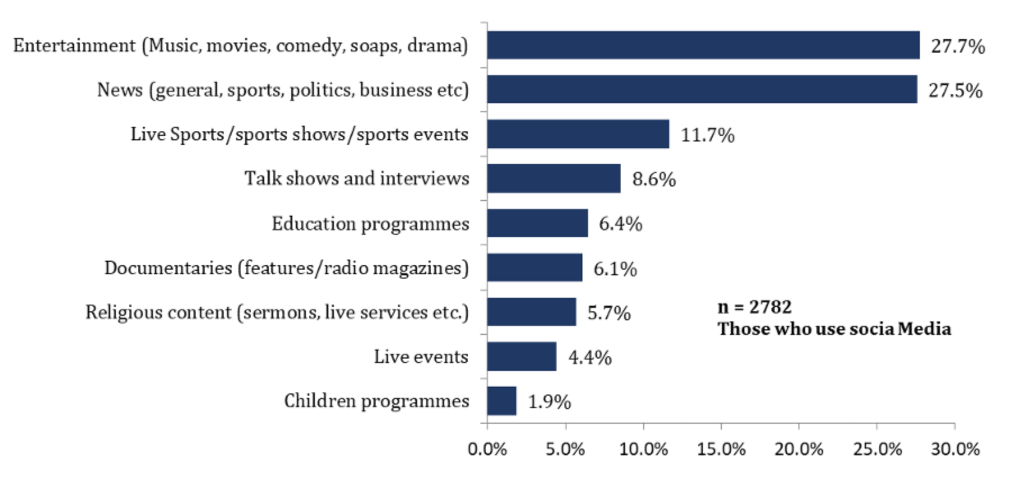


Figure 29: Content consumed on social media

3.8.7 Consumption Trends for Local and Foreign Social Media Contents

The top three types of content driving engagement on social media platforms in Kenya were news (61.6%), live events (60.7%), and religious content (60.6%). In contrast, the most consumed foreign social media content included sports and sports news (49.2%), documentaries (47.9%), and children's programmes (45.9%), as illustrated in Figure 30. News and real-time events played a central role in shaping local social media consumption, reflecting strong demand for timely, relevant information. Religious content also remained a key driver of engagement, underscoring its cultural and community relevance. Meanwhile, the high consumption of foreign content such as sports, documentaries, and children's programs suggested that audiences were diversifying their preferences, with global content filling gaps in local production. This indicated a growing opportunity for local creators to invest in underrepresented content categories, particularly for children and informative programming.

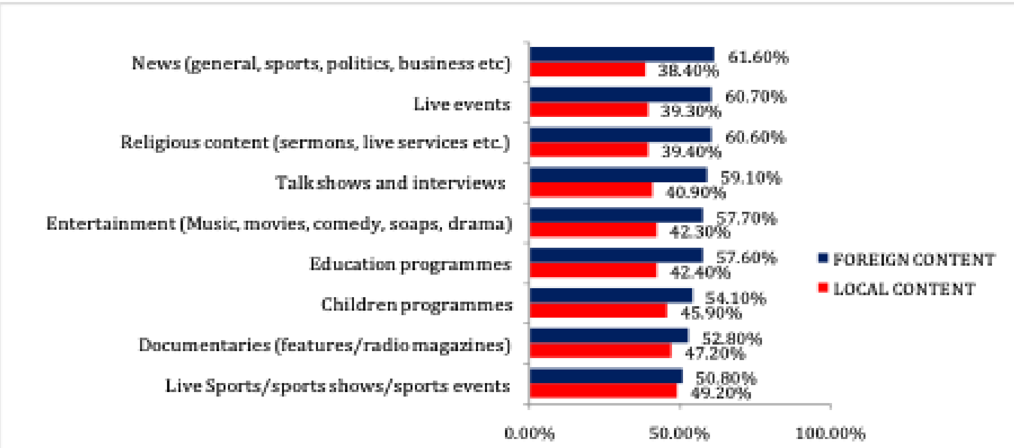


Figure 30: Consumption Trends for Local and Foreign Social Media Contents

3.9 TRUST IN THE MEDIA

3.9.1 Level of trust in the media

The level of trust in the media among Kenyans improved notably in 2024 compared to previous years. In 2024, 51.3% of respondents reported having ‘some trust’ in the media, up from 38.2% in 2023. Additionally, 23.2% reported having ‘substantial trust,’ a modest increase from 21.8% recorded in 2023. Conversely, the proportion of respondents with ‘little trust’ in the media declined to 20.1%, down from 30.4% in the previous year. Moreover, only 5.3% expressed complete trust in the media, down from 9% in 2023. These findings suggested a gradual restoration of public confidence in the media. The decline in both low and no trust levels, coupled with the rise in partial and substantial trust, indicated improving perceptions of media credibility. However, the fact that only about a quarter of the population expressed strong trust implied that while progress had been made, significant efforts were still needed to strengthen media accountability, transparency, and public engagement.

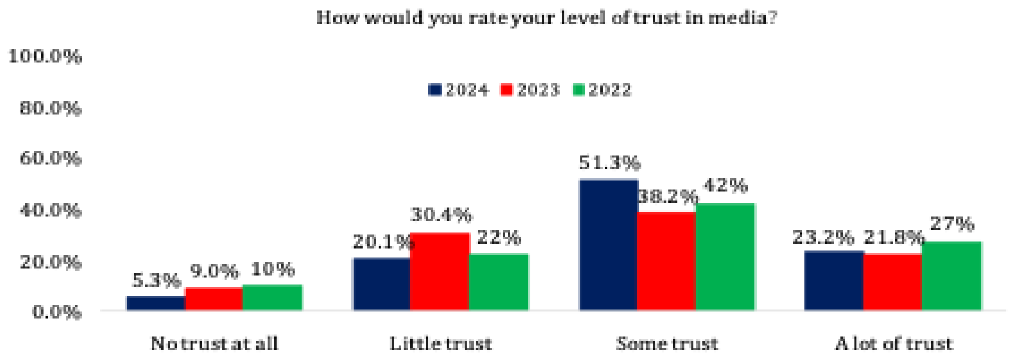


Figure 31: Level of trust in the media

3.9.2 Level of Trust for Different Media Platforms

According to the survey, Kenyans expressed different levels of trust in the various media platforms as indicated in Figure 32. Television and radio were the most trusted media platforms, with scores of 65.5% and 64.5%, respectively. This was followed by 59.8% for other social media sources (Facebook, Twitter, YouTube, WhatsApp, etc.) and 59.4% for media houses’ social media pages. On the flipside, My Gov (a government publication highlighting government projects and agendas inserted within leading newspapers) and online news websites (e.g. Tuko News, Kenyans, Ghafla, Opera, etc.) were the least trusted, with a score of 50.8% and 52.9% respectively.

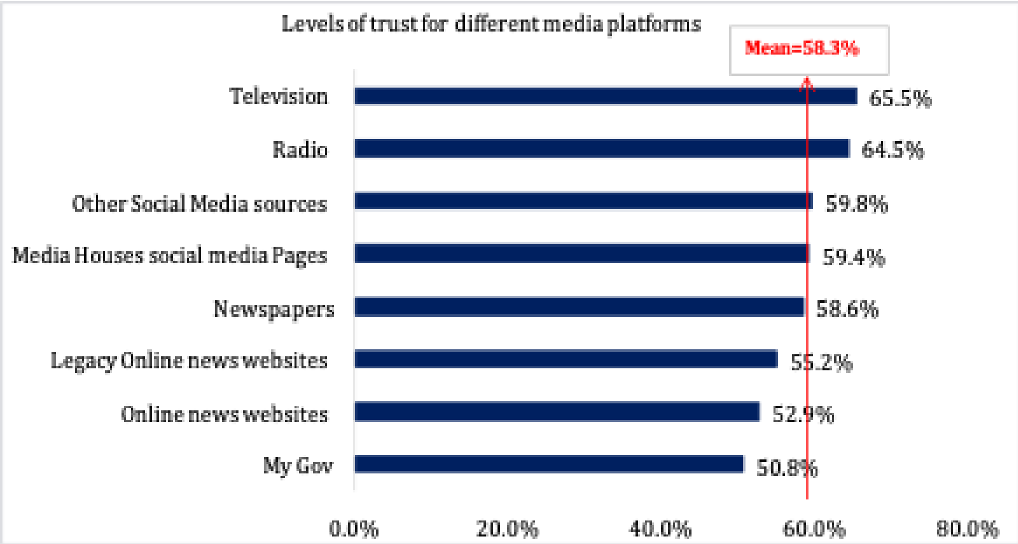


Figure 32: Levels of trust for various media platforms

3.9.3 Most Trusted Media Outlet

The survey sought to establish the level of public trust in various media organisations in Kenya. Findings revealed that 58.6% of Kenyans trusted content disseminated by Royal Media Services, marking a notable decline from 74% in 2023. This was followed by the Kenya Broadcasting Corporation (KBC) and the Standard Group, with trust levels of 9.4% and 8.0% respectively, both reflecting slight improvements compared to 2023. Notably, 5.3% of respondents indicated trust in other media organisations (Figure 33).

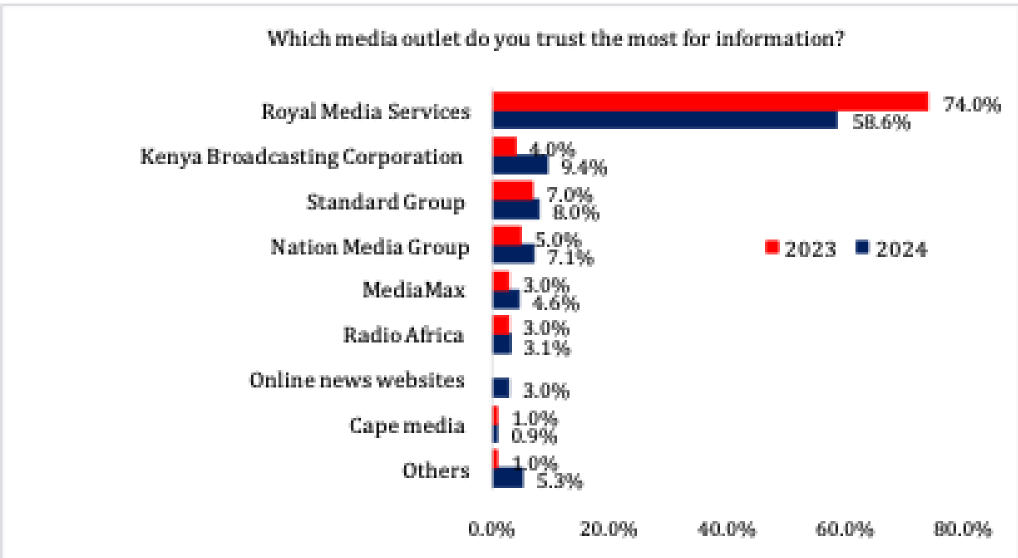


Figure 33: Most Trusted Media Organisation

3.9.4 Reasons for Trust in the Media

The survey sought to identify the key reasons why audiences trust specific media outlets. In 2024, 20.5% of respondents indicated that their trust in the media was based on its role in reporting on important issues. This was followed by 14.2% who cited trust in well-known media outlets with a long-standing history of reporting, and 12.4% who valued consistency in reporting. Additionally, 12.1% trusted the media for its coverage of local news and stories about local people, while 11.7% appreciated the media's ability to provide current or breaking news.

Compared with 2023, the leading reason for media trust then was the media outlet's long-standing presence and reputation (32%), followed by its focus on local news and individuals (29%) and coverage of significant national or public-interest issues (28%). Figure 34 illustrates shifts in the reasons for trusting the media over the two years.

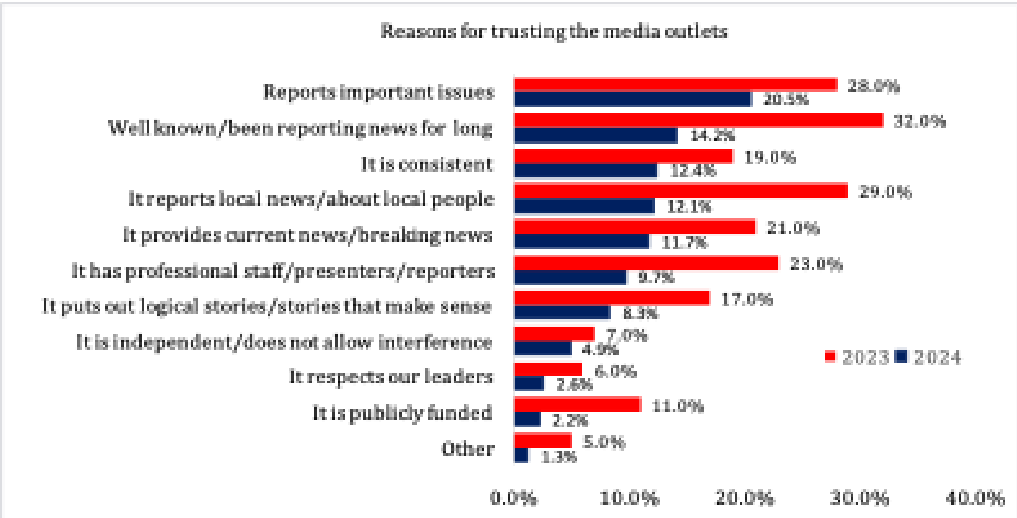


Figure 34: Reasons for Trust in the Media

3.10 CONCERNS AND HIGHLIGHTS ABOUT THE MEDIA 2023

3.10.1 Concerns about the Media

According to the survey, the spread of misinformation and disinformation remained the most pressing concern among media consumers for the third consecutive year. In 2024, 20.7% of respondents identified it as a significant issue, up from 14% in 2023, though slightly lower than the 24% reported in 2022. Other prominent concerns included inadequate media coverage of important issues (15.5%), perceived media bias (15%), and the promotion of gaming and gambling content (13.9%). These concerns registered an upward trend compared to the 2023 findings, underscoring growing public dissatisfaction with media performance, as illustrated in Figure 35.

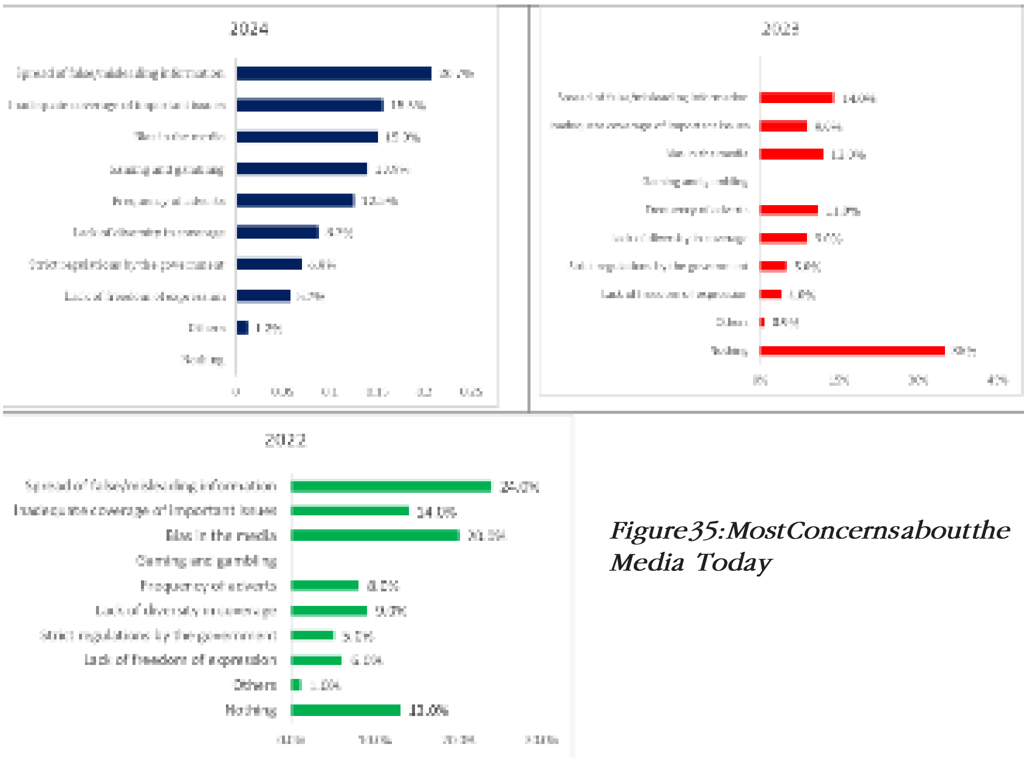


Figure 35: Most Concerns about the Media Today

3.10.2 What is celebrated most about the Media

The survey also identified media freedom and the quick dissemination of information as the most celebrated attributes among respondents, cited by 30.6% and 24.0% respectively. This marked a significant rise from 20% for each in 2023. In addition, the high level of technology adoption and the diversification of media dissemination platforms were also noted as positive, with 18.5% and 18.1% of respondents, respectively, recognising these features, both reflecting slight increases from the previous year. On the other hand, perceived professionalism in the media declined to 8.1% in 2024, down from 10% in 2023 (Figure 36).

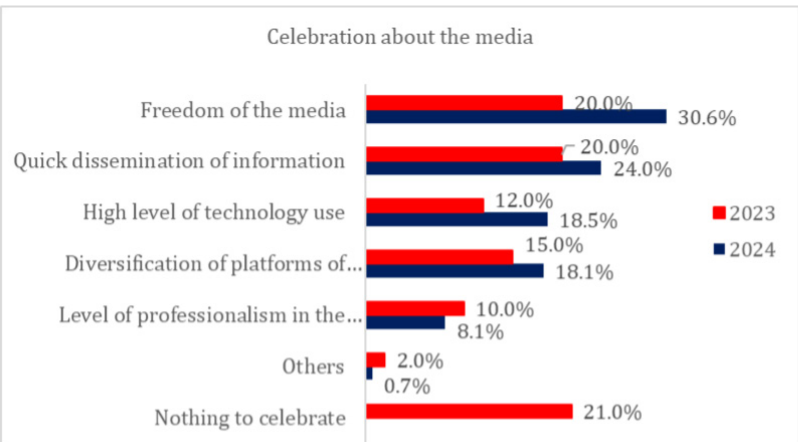


Figure 36: Most Celebrations about the Media in Kenya Today

3.10.3 Media coverage on Government

The survey revealed that only 26.6% of respondents believed that the media covers the government fairly (Figure 37).

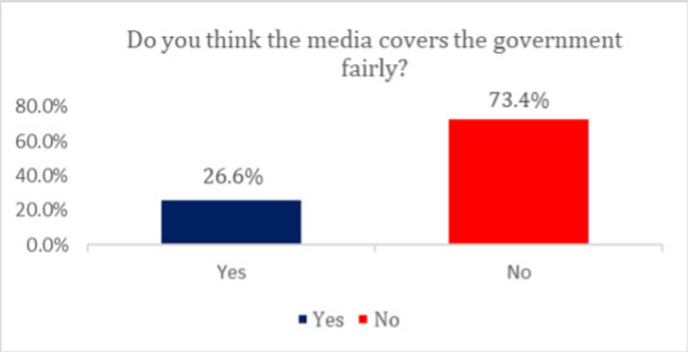


Figure 37: Media coverage on Government

3.10.4 Reasons for fairness in government coverage

26% reported that the media provides accurate, up-to-date news/information. In comparison, 13.7% stated that the media exposes/uncovers/highlights hidden issues about the government, 10.1% stated that the media enlightens and articulates government projects and agendas. Further, 9.8% of the respondents cited acts as people's watchdog, 8.8% stated balanced coverage, while 8.1% stated providing live events and timely news coverage. Figure 38 shows reasons cited for fairness in government coverage.

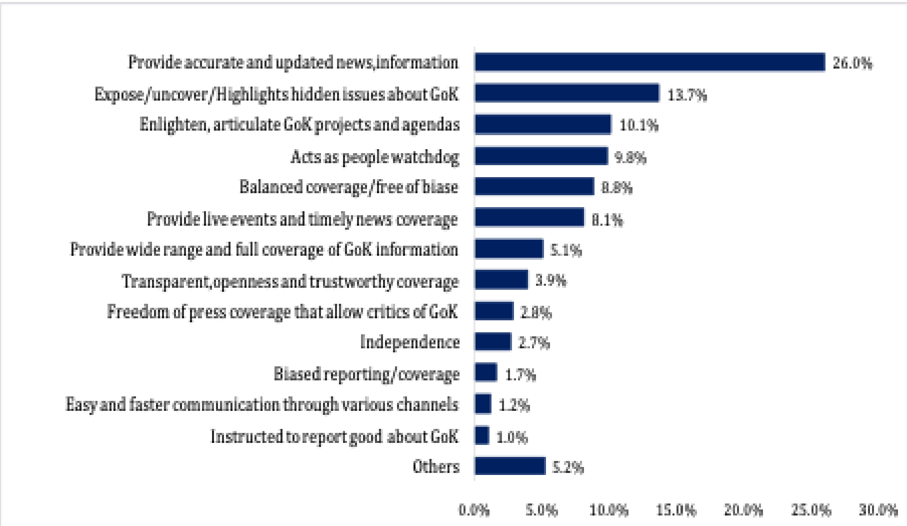


Figure 38: Reasons for Fair Government Coverage

3.11 ARTIFICIAL INTELLIGENCE (AI)

3.11.1 Awareness of Artificial Intelligence (AI) in the Media

On Artificial Intelligence (AI), the survey sought to establish the level of awareness and use of AI in the media, where only 38.8% of the respondents agreed they are aware of the use of AI in the media (Figure 39).

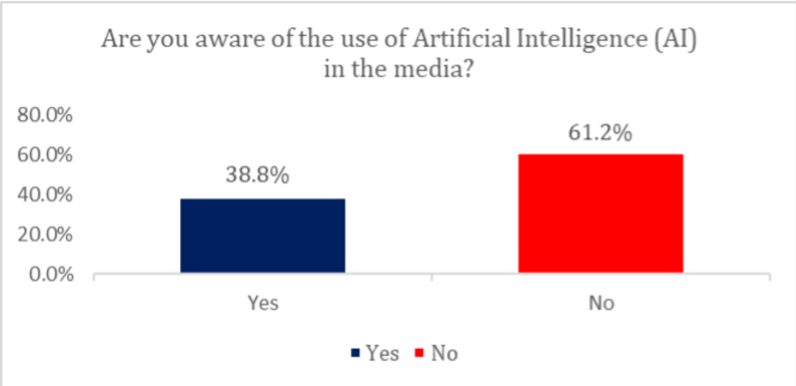


Figure 39: Awareness and use of Artificial Intelligence (AI) in the Media

Among respondents who were aware of AI, 45.8% reported occasionally using media platforms or applications that incorporate AI features, while 35.1% indicated regular usage. In contrast, 19% stated they never used media platforms or apps with AI features (Figure 40).

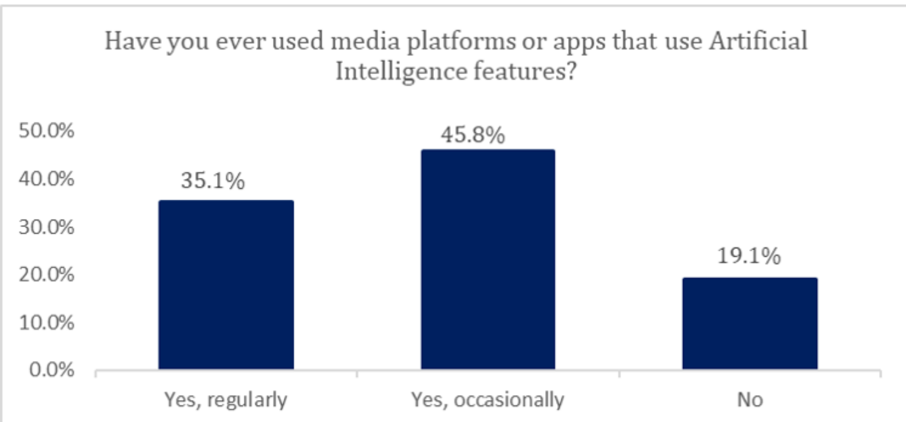


Figure 40: Awareness of Media Platforms or apps that use AI Features

3.11.2 Impact of Artificial Intelligence (AI)

Of those respondents aware of the use of AI in the media, 69.3% stated that AI enhanced their experience in accessing and consuming media content, 20.8% said AI had not impacted them, and 7.5% said AI negatively affected their experience in media consumption (Figure 41).

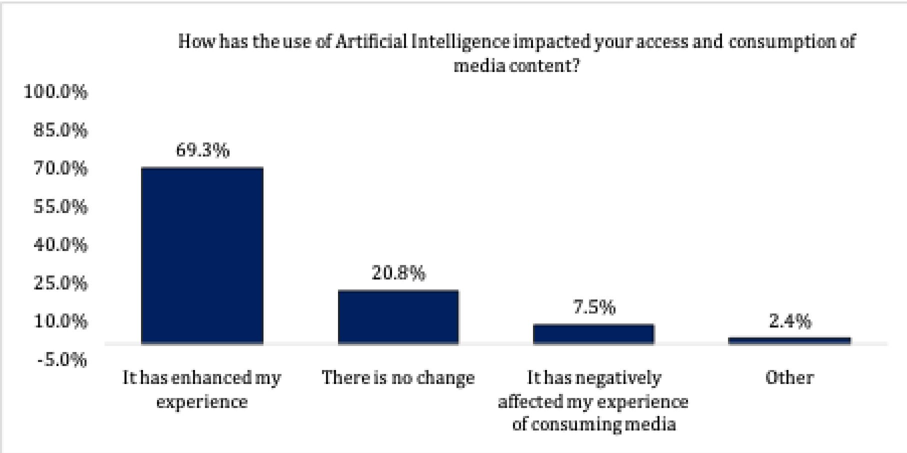


Figure 41: AI impact on Access and Consumption of Media Content

Conclusion and Recommendations

4.1 CONCLUSION

Kenya's media consumption landscape is constantly undergoing significant transformation, marked by a shift from traditional to digital platforms as the primary sources of news and entertainment.

Social media emerged as the leading source of news among the youth. While television and radio still command substantial audiences, both have experienced declines in reach compared to 2023. TV viewership dropped from 76% to 62%, and radio listenership fell from 75% to 57%, signalling a continued migration of audiences to more flexible, on-demand digital platforms.

Television remained strong during prime time (7:00–10:00 PM), with 60% of viewers tuning in, mainly for news (30%). However, access via set-top boxes declined (from 45% to 39%), while satellite access increased (from 11% to 19%), indicating shifting technology preferences in how audiences engage with TV content.

Citizen TV continued to lead in viewership at 53.3%, though it was down from 60% in 2023. Meanwhile, stations like Maisha TV, Nyota TV, and TV47 continue to gain traction, suggesting audience fragmentation and increased competition in the TV space.

Radio has also been losing ground, although it still maintains a significant role in regional and rural areas, particularly in Western and Nyanza. The primary reasons for listenership include news (30%) and entertainment (23%). The leading stations were Radio Citizen, Radio Jambo, and Radio Maisha. However, there was increasing interest in smaller or regional stations such as Hot 96, Chamge, Bahari FM, and Radio Namlolwe, reflecting a diversification in listener preferences.

Overall, these trends reflect a media environment in flux, where digital access, generational preferences, and regional diversity are redefining how Kenyans consume content. Media stakeholders must invest in digital innovation, audience engagement, and content localisation to remain relevant in this evolving landscape.

The findings revealed a sustained decline in newspaper readership in Kenya over the last three years, primarily driven by the rapid growth of internet access and digital media consumption. As audiences increasingly turned to online platforms for news, the traditional dominance of print newspapers continued to erode.

Key demographic insights showed that older people (ages 56–59), residents in peri-urban areas, and those in the Rift Valley region remained the core base of newspaper readers. However, even among this group, the preference was gradually shifting toward online access, albeit still limited.

The market performance of individual newspapers reflected broader industry trends. While Daily Nation maintained its leading position, its audience shrank. The Standard made modest gains, suggesting responsiveness to changing reader needs. Conversely, The Star experienced a significant drop in readership, pointing to declining relevance or market penetration.

The overall data underscored the urgent need for legacy media houses to accelerate digital transformation, diversify content across their channels, and tailor content to evolving audience preferences to remain competitive in Kenya's fast-changing media landscape.

News websites were accessed by 45% of respondents in 2024, reflecting a decline of approximately 50% from 2022 and 2023. Among these platforms, Tuko.co.ke ranked as the most visited news website, attracting 17.8% of users, followed by Citizen Digital with 12.7%. Despite this decline, Tuko.co.ke and Citizen Digital maintained strong brand visibility, leading the online news space. However, this points to increasing competition in the digital ecosystem, underscoring the need for news websites to enhance their content accessibility, user experience, and engagement strategies to retain and grow their audiences.

According to the study, 74.9% of respondents used social and digital media platforms, with smartphones being the most preferred access device. WhatsApp remained the most widely used platform, accounting for 20.3% of users, followed closely by Facebook at 19.6%, and TikTok at 14.4%, underscoring its growing popularity, particularly among younger demographics. Unlike traditional media, the primary motivation for social media use is entertainment rather than news consumption. Platforms like WhatsApp, Facebook, and TikTok are widely used. Still, they are reshaping the nature of media consumption, shifting toward entertainment and peer-to-peer content, rather than traditional news delivery.

Trust in the media improved significantly in 2024. 58.3% of Kenyans report having some level of trust in media content, a notable increase from 38.2% in 2023. However, trust in specific media houses declined. For example, trust in Royal Media Services dropped from 74% in 2023 to 58.6% in 2024, although it led ahead of Kenya Broadcasting Corporation (KBC) and Standard Group. While overall media trust improved, trust in major media houses continues to decline, underscoring the need for greater transparency, balanced reporting, and audience engagement. The persistent concern over misinformation, along with perceptions of media bias and insufficient issue coverage, exposed ongoing challenges in maintaining credibility and relevance.

Despite the gains in trust, the spread of misinformation and disinformation were the top concern for the third consecutive year. In 2024, 20.7% of respondents identified it as a significant issue, up from 14% in 2023. Other prominent concerns involved inadequate media coverage of important issues (15.5%), perceived media bias (15%), and promotion of gaming and gambling content (13.9%)

Furthermore, a significant majority (73.6%) of respondents felt that the media did not cover the government fairly, pointing to a deepening perception of bias or lack of objectivity.

Awareness of AI use in the media was relatively low, with only 38.8% of respondents reporting familiarity with its application. However, more than half of those aware believed that AI has enhanced their experience in terms of accessing and consuming media content. While awareness of AI in the media remained limited, there was a positive outlook among those familiar with it, suggesting potential for growth in AI-driven tools to enhance personalisation, efficiency, and user engagement.

4.2 RECOMMENDATIONS

Based on the comprehensive analysis of Kenya's 2024 media consumption trends, the following recommendations were proposed for both media houses and the Media Council of Kenya (MCK) to guide policy, innovation, and capacity building in the sector:

A. Media Enterprises should:

1. Accelerate Digital Transition and Platform Diversification

- Expanded digital presence by investing in mobile apps, social media channels, and responsive websites to meet audiences where they are—particularly the youth.
- Diversification of content formats (short videos, reels, podcasts, interactive graphics) to align with emerging digital consumption habits and attention spans.
- Creation of cross-platform content strategies that link TV, radio, print, and digital for broader audience engagement.

2. Prioritise Audience Engagement and Trust Building

- Adoption of transparent editorial policies and regular communication of fact-checking processes to build public trust.
- Establishment of interactive feedback channels (e.g., live Q&A, social media polls) to include audience voices and foster loyalty.
- Promotion of balanced, inclusive, and non-partisan reporting, particularly on governance and public affairs, to address public concerns over bias.

3. Strengthening of Content Localisation and Regional Relevance

- Investing in region-specific reporting and local language programming to better serve diverse communities and reflect regional realities.
- Empowering regional stations and bureaus to produce quality content tailored to local interests and cultural contexts.

4. Leveraging AI and Emerging Technologies

- Using AI tools to improve personalisation, recommendation systems, content automation, and user experience but with ethical safeguards.
- Educating audiences on how AI is used in content curation to build awareness and trust.

5. Tackling Misinformation Proactively

- Collaborating with independent fact-checking organizations and integrating fact-checking into digital content workflows.
- Training journalists and editors in verification and digital literacy skills, especially when sourcing stories from online platforms.

6. Rebranding and Revitalising Legacy Products

- Repositioning newspapers through hybrid models—offer bundled subscriptions (print + digital), newsletters, and e-papers optimised for mobile devices.
- Innovating around print content by adding in-depth analysis, community stories, or explainers that digital platforms often overlook.

B. Media Council of Kenya (MCK) Should:

1. Enhancing Oversight and Industry Standards

- Enforcing the new code of conduct for media practice to address digital reporting, AI, and misinformation.
- Monitoring media fairness and balance, especially in political and governance reporting, and publishing regular public reports to foster accountability.

2. Promoting Media information and Digital Literacy, and Public Awareness

- Partnering with educational institutions, civil society, and digital platforms to run media literacy campaigns aimed at helping citizens identify misinformation, biased content, and clickbait.
- Developing awareness programs on AI in media to bridge the knowledge gap and encourage critical digital consumption.

3. Supporting Capacity Building for Journalists

- Providing training on digital content creation, data journalism, mobile reporting, and ethical use of AI.
- Offering grants or fellowships for investigative journalism and reporting on under-covered public interest issues.

4. Fostering Innovation and Sustainability

- Facilitating access to media innovation funds or public-private partnerships to support startups and traditional media houses transitioning to digital.
- Encouraging experimentation with sustainable revenue models, including memberships, crowdfunding, and micropayments.

5. Protecting and Strengthening Regional and Community Media

- Supporting regional and community stations through content development training.
- Developing guidelines to promote linguistic and cultural diversity in media content.

6. Tracking and Publishing Media Trends Regularly

- Institutionalising the annual media consumption and trust barometers to monitor evolving trends, guide policy, and support evidence-based decision-making.

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Appendices

5.1 APPENDIX I: DATA COLLECTION TOOL

STATE OF THE MEDIA SURVEY 2024

Introduction

Good morning /Good afternoon/Good evening, Sir/Madam!

My name is ....from **Fisacom Capital Ltd** a company that conducts market & social research in East Africa. We are currently conducting a survey on media access and consumption. Your contribution will help us assess the state of the media in Kenya and identify future trends and opportunities. The information you provide to us will be kept strictly anonymous & confidential and will be used solely for the purposes of this survey.

Would you be willing to participate? Yes/No

We could either do the interview in English or Swahili. Which language would you prefer please? Well, Sir/Madam for the purpose of identifying you, could you please tell me your name?

(Address respondent by name to gain rapport...) .... Can I presume that you are currently a resident of.

Residence	Response
...............County? *[mention name of the target county]*	1. Yes – **Continue** 2. No – **Terminate** 3. Don't know - **Terminate**
...............Sub-County? *[mention name of the target sub-county]*	1. Yes – **Continue** 2. No – **Terminate** 3. Don't know - **Terminate**
...............Ward?*[mention name of the target ward]*	1. Yes – **Continue** 2. No – **Terminate** 3. Don't know - **Terminate**

Gps coordinates.......

Thank you.......... (Say respondent's name)

A. GENERAL SOURCES OF INFORMATION

1. In the past one week, did you consume any of the following mediums? (tick all that apply – read out loud…) (Multiple Mention)

1) Radio
2) Television
3) Family/friends/colleagues
4) Newspapers
5) Magazines
6) Social media
7) Online news websites
8) Bloggers
9) Others (specify)

2. Overall, which of the following do you use as your main source of news? (single mention)

1) Radio
2) Television
3) Family/friends/colleagues
4) Newspapers
5) Magazines
6) Social media
7) Online news websites
8) Bloggers
9) Others (specify)

B. BROADCAST MEDIA (TELEVISION & RADIO)

3(a) In a typical day do you watch TV? Yes/no

3. (b)In a typicalday,how long do you spend watching TV?

1. Less than 30 mins
2. 30 mins – 1 hour
3. 1-2 hours
4. 3-4 hours
5. 5-6 hours
6. More than 6 hours

4. What time (s) do you mostly watch TV ([Multiple Mention])

1) 6 AM – 10 AM
2) 10.01AM – 12.59 PM
3) 1 PM – 4 PM
4) 4.01 PM – 6.59 PM
5) 7.00 PM – 10.00 PM
6) 10.01 PM – 12.00 AM

(5a) In a typical day, do you listen to radio? Yes/no

5.(b) In a typicalday,how long do you spend listening to RADIO?

1) Less than 30 mins
2) 30 mins – 1 hour
3) 1-2 hours
4) 3-4 hours
5) 5-6 hours
6) More than 6 hours

6. What time (s) do you mostly listen to radio? ([Multiple Mention])

1) 6 AM – 10 AM
2) 10.01AM – 12.59 PM
3) 1 PM – 4 PM
4) 4.01 PM – 6.59 PM
5) 7.00 PM – 10.00 PM
6) 10.01 PM – 12.00 AM

7. In a typical week, which of the following types of TV programmesdo you watch (either live, recorded or streamed)?(for each, they should indicate if local/foreign)

[figure how to reflect interactive segments (ie JKL ETC)

	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.)		
11. I don't watch TV programmes (either live, recorded or streamed)		

8. In a typical week, whichTV station(s)do you watch:(Use Show Card)- Multiple Mention

1) Citizen TV
2) KBC
3) NTV
4) KTN Home
5) Inooro TV
6) K24
7) Ramogi TV
8) Kameme TV
9) Kass TV
10) KissTV
11) Sasa TV
12) Mzalendo TV
13) KTN Burudani
14) Ebru TV
15) Maisha Magic
16) Mutongoi TV
17) TV47
18) Others (Specify)

8b) Of the mentioned TV stations above, rank in order of priority the TOP THREE, from one watched the most to the least.

a) The most?

b) Followed by?

c) Then?

9. How do you access your TV? (Multiple Mention)

1) Set-top Box (free to air/pay)

2) Digital/ Online platform (YouTube, Facebook etc.)/ Streaming (laptop, smart phone, tablets, etc.)

3) Satellite/cable

4) DigitalTV/App

10. In a typical week, which of the following types of radio programmes do you listen to? (for each, indicate if local/foreign)

		LOCAL CONTENT (Tick)	FOREIGN CONTENT (Tick)
1.	News (general, sports, politics, business etc)		
2.	Entertainment (Music, movies, comedy, soaps, drama)		
3.	Documentaries (features/radio magazines)		
4.	Education programmes		
5.	Talk shows and interviews		
6.	Live Sports/sports shows/sports events		
7.	Children programmes		
8.	Live events		
9.	Religious content (sermons, live services etc.)		
10.	I don't listen to any radio programmes		

11. In a typical week, which radio stations do you listen to? (Use Show Card) [Multiple Mention]

1) Radio Citizen

2) Radio Jambo

3) Radio Maisha

4) Milele FM

5) Inooro FM

6) Kameme FM

7) Radio Taifa

8) Classic 105

9) Ramogi FM
10) Kiss 100
11) Kass FM
12) Musyi FM
13) Mulembe FM
14) Mutongoi FM
15) Mbaitu FM
16) Egesa FM
17) Muuga FM
18) Bahari FM
19) Mayian FM
20) Star FM
21) Iftin FM
22) KBC English Service
23) Others

11b) From the mentioned Radio stations above, rank in order of priority the TOP THREE, from one listened to the most to the least.

a) The most?
b) Followed by?
c) Then?

12. How do you access your Radio? [Multiple Mention]

1) Set-top Box (free to air/pay)
2) Digital/ Online platform (YouTube, Facebook etc.)/ Streaming (laptop, handset, tablets, website etc.)
3) FM radio receivers
4) Digital App

C. NEWSPAPERS

13. In a typical week, do you read newspapers?

1) Yes
2) No (SKIP TO Q.19)

14. (a) If yes in Q13 above, which newspapers/publications do you read?(Multiple Mention)

1) Business daily
2) Citizen weekly
3) Daily Nation
4) My Gov
5) Nairobian
6) People Daily
7) Taifa Leo
8) The East African
9) The Standard
10) The Star
11) Other (Specify): ________________

14b. Whichnewspaper publication do you read the most?(single code)

1) Business daily
2) Citizen weekly
3) Daily Nation
4) My Gov
5) Nairobian
6) People Daily
7) Taifa Leo
8) The East African
9) The Standard
10) The Star
11) Other (Specify): ________________

15. How do you access your preferred newspapers? [Multiple Mention]

1) I purchase a hard copy
2) I subscribe online/ soft version
3) I read at vendor's selling point
4) I read at a social place e.g., restaurant, hotel, barbershop, matatuetc
5) At the office/business premise
6) I get free copies

7) Disability friendly handset

8) Other (specify) ________________

16. In typical week, how frequently do you purchase a newspaper? (Target purchasers – linked to q15)-[single mention]

1) Daily

2) Twice/three times in a week

3) Four/Five times in a week

4) Once in a week

17. In a typical week, what drives you to purchase/read a newspaper:[single mention]

1) News

2) My Gov

3) Betting odds

4) Obituaries

5) Pull-outs

6) Opinion pages

7) Classified/Display/Adverts/Tenders

8) Sports

9) Features

10) Politics

11) Educational

12) Others (Specify) ________________

18. In which format do you access your newspaper? (multi-code)

1) News websites

2) Hard copy

3) E-paper

4) Others (Specify)

D. WEBSITES AND DIGITAL NEWS PLATFORMS

19. a) In a typical day,which news websites do you visit?(Not a read out) (Multiple)

1) Nation. Africa

2) Tuko.co.ke

3) standardmedia.co.ke
4) pulselive.co.ke
5) citizen. Digital
6) Kenyans.co.ke
7) theelephant.info
8) the-star.co.ke
9) Ghafla
10) Kenya moja
11) Mpasho
12) Nairobileo.co.ke
13) Other (Specify)
14) I do not visit News Websites (SKIP TO Q. 20)

19b). From the mentioned news websites above, rank in order of priority the TOP THREE, from one visited most to the least.

a) The most?
b) Followed by?
c) Then?

SOCIAL/DIGITALMEDIA

20(a) Do you use social/digital media platforms? Yes/no if no skip (SKIP TO Q.25)

20. (b) In a typical week, which of the following social/digital Media platforms do you use? (multi-code)

1) X (formerly Twitter)
2) Facebook
3) Messenger
4) Blogs
5) Instagram
6) LinkedIn
7) Podcasts
8) WhatsApp
9) Snapchat
10) YouTube

11) TikTok
12) Telegram
13) Other? Specify__________________

21. What do you use to access your preferred digital media platform?

1) Desktop
2) Laptop
3) Tablet/Ipad
4) Smart phone
5) Smart TV
6) Smart watch
7) Normal handset
8) Disability friendly handset
9) Others (specify) __________________

22. In a typical day, how much time do you spend on social media platforms?

1) Less than 30 mins
2) 30 mins – 1 hour
3) 1-3 hours
4) 3-5 hours
5) More than 6 hours

23. In a typical day,what do youuse Social Media for? (multiple)

1) Gossip
2) Job search
3) Entrepreneurship (e-marketing, influencing, self-brandingetc.)
4) Activism/advocacy
5) Research
6) Entertainment
7) Networking
8) News and information
9) To pass time
10) Communication (calling, chatting etc.)
11) Religious
12) Other (Specify): __________________

24. In a typical week, which of the following types of content do you consume on social media? (for each, they should indicate if local/foreign)

		LOCAL CONTENT (Tick)	FOREIGN CONTENT (Tick)
1.	News (general, sports, politics, business etc)		
2.	Entertainment (Music, movies, comedy, soaps, drama)		
3.	Documentaries (features/radio magazines)		
4.	Education programmes		
5.	Talk shows and interviews		
6.	Live Sports/sports shows/sports events		
7.	Children programmes		
8.	Live events		
9.	Religious content (sermons, live services etc.)		

MEDIA TRUST

25. On a scale of 1 - 4 (where 1 is no trust and 4 is a lot of trust) how would you rate your level of trust in media?

1) No trust at all
2) Little trust
3) Some trust
4) A lot of trust

26. 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: (define the scale)

a) Radio
b) Television
c) Newspapers
d) My Gov
e) Legacy Online news websites (eg citizen digital)
f) Online news websites (other e.g.,Tuko News, Kenyans, Ghafla, Opera etc.)
g) Media Houses social media Pages(e.g., KTN, Citizen, Radio MaishaFacebook, Twitter, YouTube pages/channels,etc)
h) Other Social Media sources on (Facebook, Twitter, YouTube, WhatsApp, etc.)

27. Which media outlet do you trust the most for information?(single mention)

1) Kenya Broadcasting Corporation (KBC TV, Radio Taifaetc)
2) Nation Media Group (Daily Nation, Taifa Leo, NTV etc)
3) Standard Group (Standard Newspaper, KTN, Radio Maishaetc)
4) Royal Media Services (Radio Citizen, Citizen TV, Inooro FM, Inooro TV, Ramogi FM etc)
5) MediaMax (K24 TV, People Daily, Milele FM, Kameme Radio, Kameme TV etc)
6) Radio Africa (Kiss FM, Classic 105, Radio Jambo, Kiss TV, The Star etc)
7) Cape media (TV47, Radio 47)
8) Online news websites (Nairobi Leo, Kenyans, Tuko)
9) Other? (Specify)

28. Why do you trust the media outlet you have mentioned in Q27 above? (Multiple)

1) Reports important issues
2) Well known/been reporting news for long
3) It reports local news/about local people
4) It is consistent
5) It is publicly funded
6) It has professionalstaff/presenters/reporters
7) It puts out logical stories/stories that make sense
8) It respects our leaders
9) It provides current news/breaking news
10) It is independent/does not allow interference
11) Other specify:

29. What concerns you the most about media today?(single)

1) Spread of false/misleading information
2) Bias in the media
3) Inadequate coverage of important issues
4) Lack of diversity in coverage
5) Frequency of adverts
6) Gaming and gambling
7) Lack of freedom of expression
8) Strict regulations by the government
9) Others

30. What do youcelebrate the most about the media in Kenya? (single)

1) Freedom of the media
2) Quick dissemination of information
3) High level of technology use
4) Diversification of platforms of accessing information i.e Social media
5) Level of professionalism in the media
6) Others

E. MEDIA COVERAGE OF GOVERNMENT?

31. a)Do you think the media covers the government fairly

Yes or NO

31b) If yes, why?.....................

F. ARTIFICIAL INTELIGENCE

32. Are you aware of the use of Artificial Intelligence (AI) in the media?(If Yes in Q32 continue, if No skip to Demographics section)

1) Yes
2) No

33. Have you ever used media platforms or apps that use Artificial Intelligence features?

1) Yes, regularly
2) Yes, occasionally
3) No,

34. How has the use of Artificial Intelligenceimpacted your access and consumption of media content?

1) It hasenhanced my experience
2) There is no change
3) It has negatively affected my experienceof consuming media.
4) Other specify...

G. 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

2.19-24

3.25-29

4.30-34

5.35-39

6.40-44

7.45- 49

8.50-55

9.56-59

10.60+

DM2. What is the highest level of education you have completed?

1) None
2) Primary
3) Secondary
4) Certificate
5) Diploma
6) Bachelor's degree
7) Post graduate studies

DM3. What is your employment Status?

1) Student
2) Self-employed (Formal)
3) Self-employed (Informal)
4) Employed
5) Unemployed
6) Retired
7) Other (specify___)

DM4. What is your denomination/Religion/Belief?

1) Catholic
2) Protestant
3) Muslim
4) Hindu
5) Adventist
6) Noreligion
7) Atheist
8) Other (Specify) ________________

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

1) Urban
2) Rural
3) Peri-urban

DM6. Gender

1) Male
2) Female
3) Inter-sex

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.

1) Under KES 10,000
2) KES 10,001 – 20,000
3) KES 20,001 – 30,000
4) KES 30,001 – 50,000
5) KES 50,001 – 70,000
6) KES 70,001 – 100,000
7) KES 100,001 – 150,000
8) KES 150,001 – 250,000
9) Over KES 250,000

DM8 aDo you have any form of disability?

1) Yes
2) No

DM8 b. If yes, what kind of disability?

1) Visual impairment
2) Hearing impairment
3) Physical disability
4) Mental illness
5) Albinism
6) Others specify

MEDIA
COUNCIL OF KENYA

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