MEDIA COUNCIL OF KENYA

STATE OF THE MEDIA

SURVEY REPORT 2022

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ABBREVIATIONS AND ACRONYMS

CA:	Communications Authority of Kenya
CAPI:	Computer Assisted Personal Interviewing
CATI:	Computer Assisted Telephone Interviews
ICT:	Information and Communications Technology
RDD:	Random Digit Dialing
MCK:	Media Council of Kenya
PPS:	Population Proportionate to Size
RSF:	Reporters Without Borders
SPSS:	Statistical Package for the Social Sciences
TV:	Television

EXECUTIVE SUMMARY

Background

The Media Council of Kenya (MCK) is an independent national institution established by the Media Council Act 2013, to set media standards and ensure compliance as set out in Article 34(5) of the Constitution. Every year, the Council conducts the State of the Media survey, this is in line with its activities building up to the World Press Freedom Day celebrated on 3rd of May. This year, the report is presented against the backdrop of existing strain occasioned by issues such as technological shifts and divide, threats to press freedom, economic uncertainty, shifting audience behavior, the COVID-19 pandemic and the economic vitality of Kenya's legacy media which has dwindled during the last decade. Despite this, the Kenyan media space remains extremely vibrant and dynamic, aided by the tremendous growth in the ICT sector.

The role of the media is to serve the public by creating audiences through the products and services they provide like news, entertainment, and business advertising. Retaining the audience thus becomes a crucial means of media sustainability. Audience loyalty and behavior, on the other hand, have become fluid and unpredictable over time. An assessment of the patterns in media consumption in Kenya was therefore necessary to gain in-depth knowledge on the state of the media. This report presents the findings of the status of the media survey commissioned by the Media Council of Kenya.

Methodology

The survey was conducted between 8th December and 24th December 2022 and adopted a hybrid quantitative approach in which interviews were conducted through Computer Assisted Telephone Interviews (CATI) and Computer Assisted Personal Interviewing (CAPI).

A sample of 3,331 was stratified to cover all the 47 counties in the country. It was further distributed by county using Population Proportionate to Size (PPS) in each county. This robust sample was designed, using the National Population Census data. It gave a Margin of Error of ±1.8% at 95% degree of confidence. The data was processed and analysed using SPSS 26.

Key Findings

There survey found that there was a notable increase in the number of Kenyans who rely on the television for their information. In essence, the survey established that a majority (80%) o f Kenyans rely on television which is an improvement of 22% points from 58% in 2021, the improvement was attributed to the electioneering period and the increased reliance on online platforms such as YouTube to access TV content. Surveyed respondents majorly access their TV content using free toair set-top boxes (65%) and digital/online platforms (19%). The top three TV stations that Kenyans mostly watch are Citizen TV, KBC and NTV.

There was a marginal improvement in the proportion of radio listeners from 74% in 2021 to 78% in 2022. Moreover, the survey established that slightly more females than males and more rural than urban residents listen to the radio. Kenyans mostly listen to the radio for less than 4 hours, specifically during morning hours (6 -10 am) and in the evening (8 pm – midnight). This may be attributed to the usage of PSVs by a majority of Kenyans who automatically subscribe to the morning/evening radio shows on their way home/to work, preference of shows aired during those specific times and existence of phone radio apps. The key radio stations that Kenyans listen to include Radio Citizen, Radio Jambo, Radio Maisha and Milele FM.

Approximately three in every ten (30%) of the surveyed Kenyans read newspapers. This translates to a growth of 5% from 25% in 2021 to 30% in 2022, this was mainly supported by the elections. The key drivers to purchase/consumption of newspaper content have mainly been news (45%), politics (18%), sports (17%) and features (6%). In addition, in terms of access, more than half (56%) of the surveyed respondents purchase the hardcopy version of a newspaper whereas 16% consume the online version. A significant proportion of the surveyed, newspaper readers purchase newspapers either once a week (36%) or daily (27%). The most read newspapers include the Daily Nation, Standard and Taifa Leo.

There was a significant growth in the number of news website readers from 12% in 2021 to 51% in 2022. The increased usage has been driven by ease of access to the internet, the electioneering period and the availability of non-pay sites as well as affordability of the e-papers as compared to physical papers. The top three news websites that Kenyans mostly visit include tuko.cdke, citizen digital and Nation. Africa.

More than four in every five (83%) of the surveyed respondents indicated that they subscribe to digital media/social media. Essentially, Kenyans mostly use their smart phones (90%) or smart TVs (4%) to access social media and may spend from 1 – 5 hrs (56%) on social media, to communicate/chat (20%) or for entertainment (20%), news (17%) and research purposes (16%). The main social media platforms accessed include Facebook, WhatsApp and YouTube.

A majority (69%) of the surveyed respondents either have some trust or a lot of trust in the media. On the flip side, 10% of Kenyans do not trust the media, this further marks an increase from 2021 where 6%

of the respondents highlighted that they had no trust in the media. Further, the proportions of Kenyans who either had some trust/a lot of trust in the media declined y/y by 7% points from 76% to 69% from 2021 to 2022.

The survey found that, the top three most trusted media outlets include the Royal Media Services (62%), Kenya Broadcasting Corporation (13%) and the Standard Group (10%). The respondents attributed their trust in the outlets to their focus on reporting important issues, reporting on local news about local people, popularity and focus on current news/breaking news.

The survey findings also reveal that respondents had some concerns about the media in general mainly due to the spread of fake news (24%), biasness in reporting (20%) and poor coverage of important issues (14%). Nonetheless, the main aspects about the media that Kenyans celebrate include the freedom of the media, quick dissemination of information and high level of technology use in the dissemination of content.

1. INTRODUCTION AND BACKGROUND

1.1 About the Media Council of Kenya

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

- Promoting and protecting freedom and independence of the media, and assuring protection of the rights and privileges of journalists in the performance of their duties among others.
- Engaging stakeholders on issues of freedom of the media, as guaranteed in Article 34 of the Constitution of Kenya.

1.2 About the Survey

MCK conducts the Status of the Media survey annually as part of its activities building up to the World Press Freedom Day.

1.3 Situational Analysis of the Media in Kenya

Kenya was ranked 69th out of 180 countries listed in the 2022 World Press Freedom Index prepared by the Paris-based organisation, Reporters without Borders (RSF). This ranking was an improvement from the previous year (RSF, 2021) when the country was ranked at position 102. This improvement was largely attributed to the reduction of attacks meted on journalists. The media also received support from key institutions such as the Independent Electoral and Boundaries Commission (IEBC) which accredited over 11,000 local and international journalists and media practitioners to cover the elections across the country. IEBC also ensured unhindered access to election data and allowing the media to access results from their servers and live transmission of results.

Despite Kenya registering a significant improvement in the World Press Freedom Index ratings, the media sector still faces challenges. This was especially evident during the 2022 general elections where there were cases of denial to access voting areas, critical information from relevant public bodies, profiling of journalists and media outlets, online trolling of journalists and media outlets and in some cases physical attacks on journalists.

Article 35 of the Constitution of Kenya (2010) guarantees the right to access information. In practice accessing that information from the Government often proves difficult for the media.

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

1.4 Objectives of the Survey

The main objective of the assessment was to determine the overall state of media consumption in Kenya. Specific objectives included to:

- Determine the number of Kenyans who use broadcast media platforms.
- Determine the number of Kenyans who use print media platforms.
- Determine the number of Kenyans who use digital media platforms.
- Establish various indicators in the usage of internet, digital and social media platforms in Kenya.
- Assess Kenyans' trust in the media.
- Identify the primary sources of news for Kenyans.

1.5 Scope of the Work

The study was conducted nationally covering all the 47 counties of Kenya.

2. SURVEY APPROACH AND METHODOLOGY

2.1 Research Design

The study adopted both desk research and quantitative approach. The quantitative approach allowed for the complete gathering of statistical data that was easy to analyse and interpret. The figure below highlights the proposed multi-faceted approach for the study.

2.2 Literature Review

Literature review entailed a detailed evaluation of relevant publications, documents and reports to gain in-depth insights on the state of the media in the country. In essence, it involved an assessment of the trends and patterns in the media industry with regards to press freedom, stakeholder engagement and public perceptions. The review covered:

- The Media Council Act, 2013
- Status of Media Report 2021, 2020 and 2019
- Kenya Information and Communication Act, 1998
- The Kenya Information and Communication (Amendment) Act, 2013
- The Data Protection Act, 2019

2.3 Quantitative Research

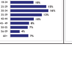
Both Computer Assisted Telephone Interviews (CATI) and Computer Assisted Personal Interviewing (CAPI) approaches were used for the quantitative study. Data collection was conducted through CATI in 38 of the 47 counties. This approach entailed use of a predominantly structured questionnaire containing both closed-ended and open-ended questions. The questionnaires covered all key exploratory areas. The survey was conducted amongst members of the general public/consumers of media.

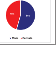
A pilot test of the questionnaire was conducted before actual data collection. This was to enable the survey team to gauge the saliency & clarity of the questions as well as their flow. The data collection involved telephone interviews by call center agents with members of the general public above 15 years across the 38 counties using the CATI technology. The respondents were selected through Random Digit Dialing (RDD).

3. SURVEY FINDINGS

3.1 Respondents' Profile

Out of the 3,331 surveyed respondents, 60% resided in rural areas whereas 35% resided in urban areas. Those from peri-urban settings accounted for 5% of the cumulative sample. In terms of gender, 46% were female whereas 54% were male. The modal age group was between 30-34 years, which accounted for 16% of all responses, followed by those aged 25-29 years at 15%. Respondents below 18 years and above 60 years accounted for 11% and 7% of the responses, respectively. In terms of employment status, 28% of the surveyed respondents were self-employed in the informal sector, 23% were unemployed, 17% were employed whereas another 17% were employed in the formal sector. Another 13% of the surveyed respondents were students. Detailed findings are as presented in the figure below:





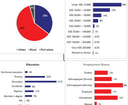
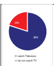


Figure 1: Respondents' Profile

3.2 TV Content Consumption

The survey established that about four in every five consisting of (80%) of the surveyed respondents rely on television for their information. This marks an improvement from 58% in 2021. The increased subscription rateswere anchored by the electioneering period and further amplified by the accessibility of the online platforms powered by YouTube. Of those who mentioned that they watched TV in 2022 a quarter (25%), spend 1-2 hours watching TV. Another, 21% and 15% spend 3-4 hours and 30 min - 1 hour, respectively, consuming content from the Television.



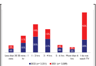


Figure 2: TV Viewership and Time spent watching TV

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

In terms of region, the study established that, a significant proportion of the surveyed respondents who mentioned that they do not watch TV were from Rift Valley (24%), Eastern (24%) and Western (23%)

Table 1: Time spent watching TV by Region

	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
Less than 30 mins	7%	19%	5%	4%	5%	5%	8%	5%	6%
30 mins – 1 hour	12%	28%	14%	11%	15%	16%	12%	22%	15%
1-2 hours	26%	16%	25%	30%	24%	24%	26%	23%	25%
3-4 hours	21%	20%	24%	25%	20%	18%	19%	21%	21%
5-6 hours	7%	7%	3%	8%	7%	10%	11%	9%	8%
More than 6 hours	8%	1%	4%	6%	5%	4%	6%	8%	5%
I do not watch TV	19%	9%	24%	17%	24%	23%	19%	12%	20%

n=3331

Q. In a typical day, how long do spend watching TV?

Age wise, the survey found that, as compared to the other age groups, the highest proportions of Kenyans who do not watch TV are either 50+ years or digital natives aged 15 – 24 years.

Table 2: Time spent watching TV by Age

	15-17	18-24	25-29	30-34	35-39	40-44	45- 49	50-55	56-59	60+	Total
Less than 30 mins	2%	3%	9%	8%	7%	8%	8%	3%	4%	4%	6%
30 mins – 1 hour	12%	13%	17%	15%	19%	14%	14%	15%	16%	13%	15%
1-2 hours	22%	24%	23%	28%	29%	23%	23%	24%	22%	24%	25%
3-4 hours	21%	16%	22%	23%	19%	25%	24%	21%	20%	19%	21%
5-6 hours	13%	13%	7%	6%	5%	6%	7%	8%	6%	6%	8%
More than 6 hours	8%	6%	4%	4%	4%	6%	4%	6%	7%	7%	5%
I do not watch TV	21%	24%	18%	16%	16%	19%	19%	22%	25%	26%	20%

n=3331

Q. *In a typical day, how long do spend watching TV?*

In terms of location and gender, the survey established that rural (24%) more than their urban (13%) counterparts do not watch TV. On the other hand, slightly more males (20%) than females (19%) do not watch TV, as presented in the table below:

Table 3: Time spent watching TV by Gender and Location

	Male	Female	Urban	Rural	Peri-urban	Total
Less than 30 mins	7%	5%	6%	6%	6%	6%
30 mins – 1 hour	17%	13%	16%	15%	12%	15%
1-2 hours	26%	24%	27%	24%	23%	25%
3-4 hours	21%	22%	24%	19%	23%	21%
5-6 hours	6%	10%	9%	7%	10%	8%
More than 6 hours	5%	6%	6%	5%	8%	5%
I do not watch TV	19%	20%	13%	24%	17%	20%

n=3331

Q. *In a typical day, how long do spend watching TV?*

3.2.1 Access to Television

Close to seven in every ten (65%) of the surveyed respondents noted that they rely on free to air set top boxes to access television. Another, 19% of the respondents depend on digital/online platforms/streaming (laptop, smart phone and tablets), while 12% and 4%, highlighted that they rely on satellite/cable and digital app, respectively.

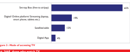


Figure 3 : Mode of accessing TV

n= 2668, those who watch TV

Q. *How do you access TV?*

Regionally, set-top boxes are relied on by surveyed respondents of Central (78%), and Eastern (70%). Satellite/cable is mostly relied on by surveyed respondents from North Eastern (42%) as compared to the other regions. Detailed findings are as presented below:

Table 4: Mode of accessing TV by Region

	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
Set-top Box (free to air/pay)	60%	35%	70%	78%	65%	67%	66%	64%	65%
Digital/ Online platform/ Streaming (laptop, smart phone, tablets etc.)	15%	18%	20%	13%	20%	25%	19%	20%	19%
Satellite/cable	22%	42%	7%	4%	11%	7%	12%	10%	12%
Digital App	3%	6%	3%	5%	4%	2%	3%	6%	4%

n= 2668, those who watch TV

Q. *How do you access TV?*

3.2.2 Most Watched TV Station

Citizen TV, stands out as the most watched TV station both in 2021 (27%) and 2022 (36%), further improving performance y/y by 9% point. In addition, there was an improvement in performance for stations such as KBC that grew from 3% to 12% between 2021 and 2022, as a result of increased subscription due to the World Cup (data collection was done during the period). Other top watched stations include NTV and KTN Home.

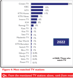


Figure 4: Most watched TV stations

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

The table below presents findings by gender and age

Table 5: Most watched TV station by Gender and Location.

Station	Male	Female	Urban	Rural	Peri-urban	Total
Citizen TV	35%	38%	36%	37%	34%	36%
KBC	14%	10%	10%	14%	10%	12%
NTV	12%	12%	14%	11%	10%	12%
KTN Home	11%	12%	12%	11%	11%	11%
KTN News	8%	6%	8%	6%	5%	7%
Inooro TV	4%	8%	4%	7%	7%	6%
K24	6%	4%	6%	5%	8%	5%
Ramogi TV	2%	3%	2%	3%	3%	3%
Kass TV	1%	1%	0.4%	1%	1%	1%
Kiss TV	1%	1%	1%	1%	1%	1%
Sasa TV	1%	1%	1%	1%	0.3%	1%
Mzalendo TV	1%	1%	0.5%	1%	3%	1%
Zee World	1%	1%	1%	0.4%	-	1%
KTN Burudani	1%	1%	1%	1%	2%	1%
Switch TV	1%	1%	1%	0.3%	2%	1%

Station	Male	Female	Urban	Rural	Peri-urban	Total
Ebru TV	1%	1%	1%	1%	1%	1%
Gikuyu TV	0.4%	1%	0.5%	0.4%	0.3%	0.4%
Family TV	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
Shifu TV	0.4%	0.1%	0.2%	0.3%	1%	0.2%
Pwani TV	0.2%	0.1%	0.1%	0.2%	0.3%	0.1%

n=2644, those that ranked tv stations watched

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

Radio Content Consumption

The survey findings indicate that 78% of Kenyans listen to radio. Of these, 38% spend between 1– 4 hrs consuming the content, whereas 24% consume the content for less than an hour. Notably, the proportion of Kenyans who do not listen to the radio has marginally declined y/y by 4% points from 26% in 2021 to 22% in 2022.

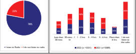


Figure 5: Radio Listenership and Time Spent listening to radio

n=3331

Qn. *In a typical day, how long do spend listening to Radio?*

As compared to the other regions, surveyed respondents from Central (34%), Rift Valley (25%), Nairobi (24%) and Coast (23%) account for the highest proportions of surveyed respondents who do not listen to the radio, as presented below

Table 6 : Time spent listening to Radio by Region

	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
Less than 30 mins	11%	22%	6%	4%	8%	8%	10%	10%	9%
30 mins – 1 hour	17%	26%	14%	8%	15%	16%	14%	14%	15%
1-2 hours	20%	19%	21%	19%	19%	20%	27%	22%	21%
3-4 hours	15%	18%	18%	18%	16%	19%	15%	13%	17%
5-6 hours	5%	4%	7%	8%	8%	11%	11%	6%	8%
More than 6 hours	9%	2%	13%	9%	9%	12%	8%	10%	10%
I do not listen to Radio	23%	9%	21%	34%	25%	14%	16%	24%	22%

n=3331

Qn. *In a typical day, how long do spend listening to Radio?*

In terms of gender, more females (24%) than males (20%) do not listen to the radio whereas in terms of location more urban (25%) than their rural (20%) counterparts do not listen to the radio, as presented below:

Table 7: Time spent listening to radio by Gender and Location

	Male	Female	Urban	Rural	Peri-urban	Total
Less than 30 mins	9%	8%	10%	8%	7%	9%
30 mins – 1 hour	15%	14%	15%	15%	9%	15%
1-2 hours	21%	21%	23%	20%	20%	21%
3-4 hours	17%	16%	14%	18%	17%	17%
5-6 hours	7%	8%	6%	8%	9%	8%
Morethan 6 hours	9%	10%	7%	11%	14%	10%
I do not listen to Radio	20%	24%	25%	20%	23%	22%

n=3331

Qn. *In a typical day, how long do spend listening to Radio?*

In terms of age, 15 – 29-year olds, more than their older counterparts do not listen to the radio. Of the 15 -29-year olds who acknowledged that they indeed listen to radio, a significant proportion do so for 1 – 2 hours. Further findings are as presented below.

Table 8: Time spent listening to radio by Age

	15-17	18-24	25-29	30-34	35-39	40-44	45-49	50-55	56-59	60+	Total
Less than 30 mins	6%	7%	9%	12%	10%	8%	11%	8%	3%	10%	9%
30 mins – 1 hour	12%	13%	16%	16%	18%	13%	11%	19%	18%	11%	15%
1-2 hours	24%	21%	21%	24%	19%	21%	19%	21%	18%	16%	21%
2-4 hours	18%	18%	16%	15%	14%	13%	22%	15%	21%	21%	17%
5-6 hours	7%	8%	7%	6%	6%	8%	8%	12%	9%	10%	8%
More than 6 hours	8%	5%	6%	10%	11%	15%	10%	10%	10%	13%	10%
I do not listen to Radio	26%	28%	25%	18%	22%	23%	20%	15%	21%	19%	22%

n=3331

Qn. *In a typical day, how long do spend listening to Radio?*

3.2.3 Time When Radio is Listened to

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

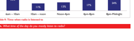


Table 9: Time when radio is listened to

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

3.24 Local and Foreign Radio Content Listened To

Mostly, Kenyans consume local content more than foreign content on the radio, across all categories. For instance, it is noted that a higher proportion of the surveyed respondents consume local news (93%) than foreign news (51%) and high percentage of Kenyans listen to local entertainment (86%) than foreign entertainment (52%), as presented below.

Table 10: Local and Foreign Radio content listened to

	LOCAL CONTENT	FOREIGN CONTENT
News (general, sports, politics, business etc)	93%	51%
Entertainment (Music, movies, comedy, soaps, drama)	86%	52%
Religious content (sermons, live services etc.)	81%	42%
Talk shows and interviews	76%	38%
Live Sports/sports shows/sports events	72%	50%
Live events	70%	39%
Education programmes	69%	35%
Children programmes	61%	34%
Documentaries (features/radio magazines)	59%	31%

n= 2,615, those who listen to the radio

Qn: *In a typical week, which of the following types of radio programmes do you listen to?*

3.2.5 Most Listened to Radio Stations

Radio Citizen and Radio Jambo stand out as the top listened to radio stations both in 2022 by gender, region, and age. Further, the most popular radio stations in Kenya are Radio Citizen (18%), Radio Jambo (16%), Radio Maisha (12%) and Milele FM (8%). The study also established that vernacular radio stations like Kameme FM (4%), Inooro (4%) and Ramogi Radio (3%) are fairly popular among Kenyans who find these stations relatable since the local dialect and culture make up a majority of the content. Other top radio stations include Radio Taifa, Classic FM, Kiss 100, Kass FM, and KBC English service among others as shown below.

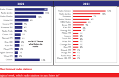


Figure 8: Most listened radio stations

Qn: In a typical week, which radio stations to you listen to?

In terms of gender and location, the survey found that top radio stations such as Radio Citizen is subscribed to mostly males (20%) than their female (17%) counter parts and by rural (21%) more than urban (15%) residents. The table below presents the key fundamentals by gender and location for the top listened to radio stations

Table 11: Most listened radio stations by Age

	Male	Female	Urban	Rural	Peri-urban	Total
Radio Citizen	20%	17%	15%	21%	15%	18%
Radio Jambo	17%	16%	19%	15%	18%	16%
Radio Maisha	12%	12%	13%	12%	12%	12%
Milele FM	8%	8%	8%	8%	5%	8%
Inooro FM	4%	5%	3%	5%	5%	4%
Kameme FM	4%	5%	4%	4%	5%	4%
Radio Taifa	5%	3%	4%	4%	5%	4%
Classic 105	3%	4%	5%	2%	4%	3%
Ramogi FM	3%	3%	3%	3%	5%	3%
Kiss 100	3%	3%	4%	2%	5%	3%
Kass FM	2%	3%	1%	4%	1%	3%
Musyi FM	2%	2%	2%	3%	2%	2%
KBC English Service	2%	1%	1%	2%	3%	2%
West FM	2%	2%	3%	1%	2%	2%
Others	14%	14%	15%	14%	15%	14%

Qn. In a typical week, which radio stations to you listen to?

3.3 Newspapers Content Consumed

The survey established that approximately seven in every ten surveyed respondents (70%) do not read newspapers (either physical or digital versions). On the flip side, only 30% mentioned that they do read newspapers. On a positive note, there was an improvement y/y of the number of newspaper readers that increased by 5% points from 25% in 2021 to 30% in 2022. This increase may be attributed to the general elections.

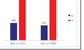


Figure 7: Newspaper content consumed

n=3331

***Qn.** In a typical week, do you read newspapers?*

North Eastern (49%), Nyanza (32%) and Coast (31%) stand out as the top three regions with the highest proportions of newspaper readers, on the flip side Central (24%), has the lowest proportions.

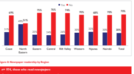


Figure 8: Newspaper readership by Region

n= 974, those who read newspapers

Qn. *In a typical week do you read newspapers?*

In terms of location, readership is higher in urban areas (34%) than rural (26%) dwellers. In terms of gender, the survey established that there are higher proportions of male (35%) than female (22%) newspaper readers, as presented below:

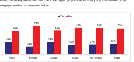


Figure 9: Newspaper readership by Gender and Location

n= 974, those who read newspapers

Qn. *In a typical week do you read newspapers?*

3.3.1 Drivers to Purchase/Read a Newspaper

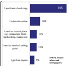
The top three drivers to purchase/read a newspaper include news (45%), politics (18%) and sport (17%). Other drivers are as presented in the figure below:

Figure 10: Drivers to Purchase/Read a Newspaper

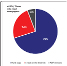
Qn. In a typical week, what drives you to purchase/read a newspaper?

3.3.2 Access to Newspapers

A majority (56%) of the surveyed respondents who mentioned that they read newspapers reported that they purchase the physical hardcopy versions. Another, 16% access the newspapers via online subscription, 11% read newspapers at a social place, equally 11% read them at a vendor's selling point. Only 7% get free copies. In terms of format surveyed respondents mostly access the hard copy versions of the newspapers they read (70%), on the internet (24%) or PDF version (6%), as presented in the figure below.



Qn. *In a typical week do you read newspapers?*



Qn. *In which format do you access your newspaper?*

Figure 11: Format used to access newspapers

Surveyed respondents aged 56 years and above, as compared to those in the other age categories mostly access the newspapers they read by purchasing a physical copy, those aged 15 -17 years (67%) access the hard copies they consume from their parent/guardians. Digital natives and millennials (aged 18 – 34 years) more than the other age categories subscribe to online platforms to access the newspapers they read. Those aged 35-39 years account for the highest proportion of surveyed respondents who get free copies, which could mainly be at their places of work. Detailed findings are as presented below:

Table 12: Format used to access Newspapers by Age

Description	15-17	18-24	25-29	30-34	35-39	40-44	45-49	50-55	56-59	60+	Total
I purchase a hard copy	67%	53%	54%	52%	53%	56%	46%	54%	58%	77%	56%
I subscribe online	10%	27%	17%	21%	13%	10%	18%	14%	14%	5%	16%
I read at a social place e.g., restaurant, hotel, barbershop, matatu etc	11%	8%	11%	12%	8%	10%	14%	19%	11%	6%	11%
I read at vendor's selling point	5%	6%	12%	6%	12%	18%	15%	11%	11%	13%	11%
I get free copies	7%	5%	6%	8%	14%	6%	8%	1%	6%	-	7%

n= 974, those who read newspapers

Qn. *How do you access your preferred newspapers?*

3.3.3 Frequency of Purchasing a Newspaper

Approximately two in every five (36%) of the surveyed respondents who highlighted that they purchased hardcopy newspapers, purchase it once a week. Another 27% buy on a daily basis whereas 18% purchase newspapers twice a week, as presented below:

Figure 12: Frequency of purchasing a Newspaper

n=574, those who purchase hardcopy newspapers

Qn. *You mentioned you purchase hard copy; in typical week how frequently do you purchase a newspaper?*

3.3.4 Most Read Newspapers

The Daily Nation (53%), the Standard (22%), and Taifa Leo (15%) are the most read newspaper brands. Newspapers and magazines are mostly relied on for business advertisement, business news, sports news, political/current affairs and job advertisement. Other top newspaper brands include: The Star (3%), The Nairobian (2%) and Business Daily (2%). Detailed findings are as presented below:

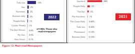


Figure 13: Most read Newspapers

Qn. *From the news/publications mentioned above, which one do you read the most?*

3.4 News Websites

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

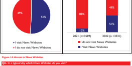


Figure 14: Access to News Websites

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

The table below presents findings by region. The survey established that, Western (63%) and Central (60%) stand out as the regions with the highest proportion of respondents who never visit news websites. Detailed findings by region are as presented below.

Table 13: Access to News Websites by Region

	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
tuko.co.ke	16%	22%	13%	15%	14%	10%	13%	18%	14%
citizen.digital	10%	12%	11%	6%	12%	13%	12%	12%	11%
Nation.Africa	7%	12%	10%	9%	6%	4%	2%	9%	7%
standardmedia.co.ke	10%	14%	9%	4%	5%	3%	4%	9%	7%
Mpasho	3%	0%	3%	2%	2%	4%	5%	2%	3%
the-star.co.ke	2%	8%	4%	2%	2%	1%	1%	3%	3%
kenyans.co.ke	4%	5%	2%	1%	2%	1%	3%	3%	2%

	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
tukelive.co.ke	3%	0.4%	3%	1%	1%	0%	1%	3%	2%
Ghafla	0.4%	-	2%	1%	1%	1%	3%	1%	1%
Kenya moja	1%	2%	1%	-	0.5%	1%	1%	1%	1%
Phoenix	2%	-	-	-	-	-	0.4%	1%	0.3%
Opera mini	0.2%	-	0.1%	0.4%	0.1%	0.3%	1%	1%	0.3%
theelephant.info	0.4%	2%	0.1%	-	0.1%	-	0.2%	0.5%	0.3%
Others	0.4%	-	-	-	-	-	0.2%	-	0.1%
I do not visit News Websites	41%	22%	43%	60%	56%	63%	53%	37%	49%

n=3295

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

3.4.1 Most visited News Websites

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

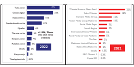
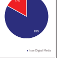


Figure 15: Most visited News Websites

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

3.5 Digital Media Platforms

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



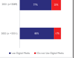
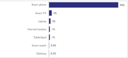


Figure 16: Access to Digital Media Platforms

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

3.5.1 Device Used to Access Digital Media

The survey established that smart phones (90%) are the most preferred devices to access media. This could be attributed to access of affordable smartphones across the country with many Kenyans embracing technology. Other devices relied on include: smart TV (4%), Laptop (2%), Normal handset (1%), Tablet/iPad (1%), and Smart Watch (0.4%).



n= 2129, those who use digital media

Figure 17: Devices used to access Digital Media

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

3.5.2 Time Spent on Social Media

A significant proportion (56%) of the surveyed respondents who acknowledged that they use social media spend 1- 5 hours on social media in a typical day. Another, 21% highlighted that they spend between 30 mins – 1 hour on social media platforms, whereas 7% spend less than 30 minutes on social media, as presented below.

Figure 18: Time spent on Social Media

n=2129, those who use digital media

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

In time of findings by age, the survey found that surveyed respondents aged 15-29, spend more time on social media as compared to their older counterparts as presented below:

Table 14: Time spent on Social Media by Age

	15-17	18-24	25-29	30-34	35-39	40-44	45- 49	50-55	56-59	60+	Total
Less than 30 mins	7%	3%	5%	9%	7%	12%	5%	13%	7%	12%	7%
30 mins – 1 hour	21%	19%	18%	21%	25%	17%	26%	28%	33%	24%	21%
1-3 hours	32%	36%	31%	31%	31%	38%	35%	34%	29%	40%	33%
3-5 hours	20%	23%	25%	21%	19%	19%	22%	19%	18%	16%	21%
More than 6 hours	19%	20%	22%	18%	18%	14%	13%	6%	13%	9%	17%

n=2129, those who use digital media

Q: In a typical day, how much time do you spend on social media?

In terms of gender, the survey established that slightly more females (20%) than males (16%) spend more than 6 hours on social media, on the other hand, in terms of location more urban (20%) than rural (20%) surveyed respondents spend more than 6 hourson social media as shown below.

Table 15: Time spent on Social Media by Gender and Location

	Male	Female	Urban	Rural	Peri-urban	Total
Less than 30 mins	7%	7%	5%	10%	4%	7%
30 mins – 1 hour	22%	20%	18%	26%	10%	21%
1-3 hours	32%	33%	36%	30%	31%	33%
3-5 hours	22%	19%	22%	20%	32%	21%
More than 6 hours	16%	20%	20%	15%	25%	17%

n=2129, those who use digital media

Qn. In a typical day, how much tie do you spend on social media?

3.5.3 Activity on Social Media Platforms

Of the surveyed respondents who use social media, a majority (20%) use it for communication ; equally, another (20%) use it for entertainment. Other key uses include to access news and information (17%) and research (16%). Detailed findings are as presented below.

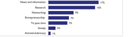


Figure 19: Activities on Social Media

n=2129, those who use digital media

Qn. *In a typical day what do you use social media for?*

Usage of social media for communication is higher in Eastern, as compared to the other regions, utility of social media for news and information was highest in Nairobi (20%) whereas for research purposes is highest in North Eastern (28%) as compared to the other regions, detailed findings are as presented below.

Table 16: Activities on Social Media by Region

	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
Communication	19%	11%	23%	21%	22%	21%	20%	17%	20%
Entertainment	20%	21%	20%	20%	20%	21%	19%	21%	20%
News and information	18%	15%	19%	18%	18%	15%	13%	20%	17%
Research	14%	28%	11%	17%	15%	19%	23%	15%	16%
Networking	9%	10%	11%	9%	8%	6%	7%	8%	9%
Entrepreneurship	6%	7%	7%	8%	6%	10%	7%	9%	7%

To pass time	8%	2%	7%	5%	6%	6%	9%	6%	7%
Gossip	5%	1%	3%	2%	3%	1%	2%	2%	3%
Activism/advocacy	1%	4%	1%	0%	1%	1%	1%	1%	1%

n=2129, those who use digital media
Qn. *In a typical day what do you use social media for?*

The table below presents findings by gender and age and further mirrors the overall findings.

Table 17: Activities on Social Media by Gender and Location

	Male	Female	Urban	Rural	Peri-urban	Total
Communication	20%	21%	19%	22%	23%	20%
Entertainment	19%	22%	20%	20%	19%	20%
News and information	18%	16%	18%	17%	17%	17%
Research	17%	15%	17%	15%	14%	16%
Networking	9%	9%	8%	9%	11%	9%
Entrepreneurship	8%	6%	7%	7%	6%	7%
To pass time	6%	8%	8%	6%	8%	7%
Gossip	2%	3%	3%	2%	2%	3%
Activism/advocacy	1%	1%	1%	1%	0.4%	1%

n=2129, Those who use digital media
Q: What content do you consume on social media?

3.5.4 Content Consumed on Social Media

Findings from the study indicate that social media users consume both local and international content. However, Kenyans prefer local as compared foreign contents. Surveyed Kenyans mostly consume local content such as news, entertainment, religious content, education programs as well as lives sports and events. Detailed findings are as presented below.

Table 18: Content Consumed on Social Media

Description	Local Content	International Content
News (general, sports, politics, business etc)	89%	59%

Description	Local Content	International Content
Entertainment (Music, movies, comedy, soaps, drama)	83%	61%
Documentaries (features/radio magazines)	61%	40%
Education programmes	70%	45%
Talk shows and interviews	65%	41%
Live Sports/sports shows/sports events	67%	53%
Children programmes	57%	37%
Live events	67%	44%
Religious content (sermons, live services etc.)	71%	46%

n=2129, Those who use digital media

Q. What content do you consume on social media?

3.5.5 Social Media Platforms

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

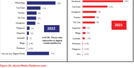


Figure 20 : Social Media Platforms used

Qn. *In a typical week, which of the following Social Media platforms do you use?*

3.6 Trends in Main Sources of News

Television (33%) has consistently out performed other platforms to stand out as the MAIN media platform, followed by radio (33%), social media (18%), family/friends/colleagues (6%) and newspapers (6%). In terms of trend analysis, it is noted that while television has been the top platform year on year (y/y), it has recorded declined traction reducing by 14% points from 47% to 33% from 2020 to 2022. Equally, the proportion of respondents who cited radio as their main source of news declined marginally, from 36% to 33% in the period under review, whereas newspapers recorded an increase of 2% points from 4% in 2020 to 6% in 2022, attributed to increased reliance on digital platforms to access e-papers and the electioneering period that resulted in increased impetus for the platform to gather news/current affairs. Further online news websites saw an increase in usage proportions by 2% points from 2% in 2020 to 4% in 2022.

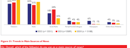


Figure 21: Trends in Main Sources of News

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

3.7 Trends in Broadcast Media Consumption (Radio, TV, and Newspapers)

Overall, legacy media platforms such as television (80%) and newspapers (29%) recorded increased usage in 2022 from 2019, whereas radio has recorded a decline in performance reducing by 6% points from 84% in 2019 to 78% in 2022.

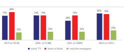


Figure 22: Trends in Broadcast Media Consumption (Radio, TV and Newspapers)

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

3.8 Trust in the Media

3.8.1 Level of Trust in the Media

The survey established that approximately seven in every ten (69%) of the surveyed respondents either have some trust or a lot of trust in the media. Another 10%, indicated that they have no trust in media. Comparatively, the level of trust in the media has declined over the last two years, the survey established that those without any trust at all increased from 3% to 10% from 2019 to 2022 and by 4% points y/y from 2021 (6%) to 2022 (10%). On the flip side, similarly, the proportions of Kenyans who either have some trust/a lot of trust declined y/y by 7% points from 76% to 69% from 2021 to 2022.

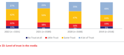


Figure 23: Level of trust in the media

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

With regards to the level of trust in different media organizations in Kenya, the survey established that a significant proportion (62%) of Kenyans mostly trust the content disseminated by the Royal Media Services. While 13% and 10% expressed trust in the Kenya Broadcasting Cooperation (KBC) and the Standard Group respectively. Key to note is that, 6% indicated that they trusted information from the Nation Media Group. Details about the levels of trust in other media organizations are as presented below:

Figure 24: Most trusted media outlet

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

3.8.2 Reasons for Trust in the Media

Trust for preferred media organisations in Kenya is mainly anchored by their tendency to report important news (26%), report on local news about local people (16%), the fact that they have been reporting news for long (14%) and since they provide current/breaking news (12%). Other key motivators are consistency (9%) and having experienced/knowledgeable staff/presenters/reporters (9%).

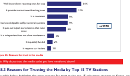


Figure 25: Reasons for trust in the media

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

3.8.3 Reasons for Trusting the Media by Top 15 TV Stations

The table below highlights the main reasons for trust in the top 15 television stations in Kenya, and further mirrors overall findings:

Table 19: Reasons for Trusting the Media by Top 15 TV Stations

Reason	Citizen TV	KBC	NTV	KTN Home	KTN News	Inooro TV	K24	Ramogi TV	Kameme TV	Kass TV	Kiss TV	KTN Burudani	Mwalimu dio TV	Sasa TV	Switch TV
Reports important issues	26%	25%	22%	25%	21%	23%	20%	22%	21%	19%	24%	19%	26%	15%	21%
It reports local news/about local people	15%	15%	15%	17%	15%	19%	15%	18%	17%	20%	13%	15%	15%	19%	14%
Well known/been reporting news for long	15%	15%	14%	13%	13%	13%	12%	12%	13%	18%	10%	10%	13%	15%	14%
It provides current news/breaking news	12%	12%	12%	11%	14%	11%	10%	11%	12%	16%	12%	14%	9%	9%	10%
It is consistent	9%	10%	11%	9%	9%	11%	12%	7%	17%	9%	9%	6%	8%	13%	12%
It has knowledgeable staff	9%	8%	9%	8%	12%	10%	10%	15%	9%	7%	10%	11%	14%	8%	12%
It puts out logical stories	8%	7%	8%	9%	7%	8%	9%	10%	6%	9%	11%	9%	8%	12%	9%
It is independent	3%	3%	5%	3%	5%	3%	7%	3%	4%	3%	4%	6%	3%	4%	2%

Reason	Citizen TV	KBC	NTV	KTN Home	KTN News	Inooro TV	K24	Ramogi TV	Kameme TV	Kass TV	Kiss TV	KTN Burudani	Mwalimu/Maisha... dio TV	Sasa TV	Switch TV
It is publicly funded	2%	2%	2%	2%	3%	2%	2%	2%	2%	1%	3%	4%	1%	2%	3%
It respects our leaders	1%	2%	3%	2%	1%	1%	2%	2%	-	-	5%	4%	2%	2%	3%

n=3078
Qn. *Why do you trust the media outlet you have mentioned above?*

3.8.4 Concerns and Highlights about the Media 2022

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

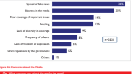


Figure 26: Concerns about the Media

Qn. *What concerns you about the media the most?*

On the flip side, the key highlights for Kenyans in terms of media today include freedom of the media (31%), that they quickly disseminate information (26%) and the fact that they use high level technology (16%).

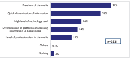


Figure 27: Things to celebrate about the Media

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

4. CONCLUSION

The main aim of the state of the Media Survey 2022 was to gauge the state of media consumption in Kenya. The Media Council of Kenya (MCK) has taken center stage in fulfilling its mandate of promoting and protecting the freedom and independence of the media, and assuring the protection of the rights and privileges of journalists in the performance of their duties. Indeed, besides this, the Council has for the past three years conducted an annual review of the performance and the public opinion of the media as per the Media Council Act 2013, Sec 6 (i).

The 2022 State of the Media Survey established that most Kenyans still rely on traditional media platforms such as the television and radio as well as digital platforms such as social media for their information needs. Set top boxes and digital/online platforms stand out as the key platforms relied on by Kenyans to access the television. On the other hand, access to digital platforms/social media is mainly anchored by smartphones and smart TVs. Citizen TV, KBC and NTV are the most watched TV stations while Citizen Radio, Radio Jambo, and Radio Maisha are the most listened to radio stations. Key to note is that digital platforms such asFacebook, WhatsApp and YouTube are the most subscribed to.

Levels of subscription to print media is lower than that of traditional media platforms such as television and radio. However, key to note is that Daily Nation, the Standard and Taifa Leo are the most read publications. News websites have gained traction overtime, the increased usage has been backed up by the ease of access to the internet, the electioneering period and the availability of non-pay sites as well as affordability of the e-papers as compared to physical papers. The top three news websites that Kenyans mostly visit are tuko.co.ke, citizen digital and Nation. Africa.

The level of trust in the media has plummeted over the past two years. Nevertheless, the top three most trusted media outlets in Kenya are the Royal Media Services, Kenya Broadcasting Corporation and the Standard Group. The main drivers to trust in the brands include that they report important issues, report on local news and local people, they are well known and provide current/breaking news.
Key concerns raised about the media include the tendency to spread fake news, biasness in reporting and poor coverage of important issues.

The main aspects about the media that Kenyans celebrate are the freedom of the media, quick dissemination of information and high level of technology used in the Kenyan media industry, with ICT playing a vital role in the growth of the industry.

APPENDIX

QUESTIONNAIRE: STATE OF THE MEDIA SURVEY 2022

BROADCAST MEDIA (TELEVISION & RADIO)

1. In the past one week did you consume any of the following media? (READ OUT-MULTIPLE MENTION)
   a. Radio
   b. Television
   c. Family/friends/colleagues
   d. Newspapers
   e. Social media
   f. Online news websites
   g. Bloggers

2. Overall, which of the following do you use as your main source of news?
   a. Radio
   b. Television
   c. Family/friends/colleagues
   d. Newspapers
   e. Social media
   f. Online news websites
   g. Bloggers

TELEVISION VIEWERSHIP

3. In a typical day how long do you spend watching TV?
   a) Less than 30 mins
   b) 30 mins – 1 hour
   c) 1-2 hours
   d) 3-4 hours
   e) 5-6 hours
   f) More than 6 hours

g) I do not watch TV (SKIP TO Q. 8)

4. What time (s) of the day do you mostly watch TV? [Multiple Mention]
    a) 6am – 10am
    b) 10am – noon
    c) Noon - 4pm
    d) 4pm - 8pm
    e) 8pm - Midnight

5. In a typical week, which of the following types of TV programmes do you watch (either live, recorded or streamed)?

	LOCAL CONTENT (Tick)	FOREIGN CONTENT (Tick)
a) News (general, sports, politics, business etc)		
b) Entertainment (Music, movies, comedy, soaps, drams)		
c) Documentaries		
d) Education programmes		
e) Talk shows		
f) Sports/sports shows		
g) Reality TV		
h) Children programmes		
i) Live events		
j) Religious content (crusades, sermons, live services etc.)		

6. a). In a typical week, which TV station(s) do you mainly watch (TOP OF MIND- MULTIPLE MENTION)

b). From the mentioned TV stations above, rank from most to least watched.

7. How do you access your TV content?
   a. Set-top Box (free to air/pay)
   b. Digital/ Online platform/ Streaming (laptop, smart phone, tablets etc.)
   c. Satellite/cable
   d. Digital App

RADIO LISTENERSHIP

8. In a typical day, how long do you spend listening to RADIO?
   a) Less than 30 mins
   b) 30 mins – 1 hour
   c) 1-2 hours
   d) 3-4 hours
   e) 5-6 hours
   f) More than 6 hours
   g) I do not listen to Radio (SKIP TO Q. 13)

9. What time (s) of the day do you mostly listen to radio? [Multiple Mention]
   a) 6am – 10am
   b) 10am – noon
   c) Noon-4pm
   d) 4pm-8pm
   e) 8pm-Midnight

10. In a typical week, which of the following types of radio programmes do you listen to?

	LOCAL CONTENT (Tick)	FOREIGN CONTENT (Tick)
a) News (general, sports, politics, business etc)		
b) Entertainment (Music, movies, comedy, soaps, drama)		
c) Documentaries (features/radio magazines)		
d) Education programmes		

e) Talk shows and interviews		
f) Live sports/sports shows/sports events		
g) Children programmes		
h) Live events		
i) Religious content (sermons, live services etc.)		

11. a). In a typical week, which radio stations do you listen to? (TOP OF MIND-MULTIPLE MENTION)
    b). From the mentioned stations above, rank from most to least listened to.

12. How do you access your Radio content?
    a) Radio set
    b) Set-top Box (free to air/pay)
    c) Digital/ Online platform/ Streaming (laptop, handset, phone, tablets, website etc.)
    d) FM radio receivers
    e) Car/PSV vehicle
    f) Digital App
    g) Other (Specify)

NEWSPAPER READERSHIP

13. In a typical week, do you read newspapers?
    a) Yes
    b) No (SKIP TO Q.19)

14. a). If yes in Q13 above, which newspapers/publications do you read? (TOP OF MIND-MULTIPLE MENTION)
    a. Daily Nation
    b. The Standard
    c. People Daily

d. My Gov
e. Star
f. Business daily
g. Taifa Leo
h. The east African
i. Nairobian
j. Citizen weekly
k. Other (Specify): ____________________

14 b). From the newspapers/publications mentioned above, which one do you read the most?

15. How do you access your preferred newspapers?

a. I purchase a hard copy (ASK Q.16)
b. I subscribe online
c. I read at vendor's selling point
d. I read at a social/public place e.g., office, restaurant, hotel, barbershop, matatu etc
e. I get free copies
f. Other (specify) ____________________

16. You mentioned you purchase hard copy; in a typical week how frequently do you purchase a newspaper?

- Daily
- Once a week
- Twice a week
- Thrice a week
- Four to six times in a week
- Other (specify)

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

- News
- My Gov
- Betting odds
- Obituaries
- Pull-outs
- Opinion pages
- Classified/Display/Adverts/Jobs/Tenders

- Sports
- Features
- Politics
- Others (Specify) _______________

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

WEBSITES AND DIGITAL NEWS PLATFORMS

19. a) In a typical day, which News Websites do you visit?
    - Nation.Africa
    - Tuko.co.ke
    - Standardmedia.co.ke
    - Pulselive.co.ke
    - Citizen.digital
    - Theelephant.info
    - The Star.co.ke
    - Kenyans.co.ke
    - Ghafla
    - Kenya moja
    - Mpasho
    - Other (Specify)
    - I do not visit News Websites (SKIP TO Q. 20)

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

SOCIAL/DIGITAL MEDIA

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

a) Twitter
b) Facebook
c) Blogs
d) Instagram
LinkedIn
e) Podcasts
f) WhatsApp
g) Snapchat
h) YouTube
i) Tik Tok
j) Telegram
k) I do not use Digital Media (SKIP TO Q.25)
l) Other? Specify_______________

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

a. Desktop
b. Laptop
c. Tablet/pad
d. Smart phone
e. Smart TV
f. Smart watch
g. Normal handset
h. Disability friendly handset
i. Other (specify) _______________

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

a. Less than 30 mins
b. 30 mins – 1 hour
c. 1-3 hours
d. 3-5 hours
e. More than 6 hours

23. In a typical day, what do you use social media for?

a) Research

b) Entrepreneurship (e-marketing, influencing, self-branding etc.)
c) Activism/advocacy
d) Gossip
e) Entertainment
f) Networking
g) News and information
h) To pass time
i) Communication (calling, chatting etc.)
j) Other (Specify): ___________________

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

	LOCAL CONTENT (Tick)	FOREIGN CONTENT (Tick)
a) News (general, sports, politics, business etc)		
b) Entertainment (Music, movies, comedy, soaps, drama)		
c) Documentaries (features/radio magazines)		
d) Education programmes		
e) Talk shows and interviews		
f) Live Sports/sports shows/sports events		
g) Children programmes		
h) Live events		
i) Religious content (sermons, live services etc.)		

MEDIA TRUST

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

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:

- Radio
- Television
- Newspapers
- My Gov
- Online news websites (mainstream media)
- Online news websites (other e.g., Tuko News, Kenyans, Ghafla, Opera etc.)
- Media Houses Social Media Pages (e.g., KTN, Citizen, Radio Maisha Facebook, Twitter, YouTube pages/channels, etc)
- Other Social Media sources on (Facebook, Twitter, YouTube, WhatsApp, etc.)

27. Which media house/company do you trust the most for information?
    a) Kenya Broadcasting Corporation (KBC TV, Radio Taifa etc)
    b) Nation Media Group (Daily Nation, Taifa Leo, NTV etc)
    c) Standard Group (Standard Newspaper, KTN, Radio Maisha etc)
    d) Royal Media Services (Radio Citizen, Citizen TV, Inooro FM, Inooro TV, Ramogi FM etc)
    e) MediaMax (K24 TV, People Daily, Milele FM, Kameme Radio, Kameme TV etc)
    f) Radio Africa (Kiss FM, Classic 105, Radio Jambo, Kiss TV, The Star etc)
    g) Other? Specify

28. Why do you trust the media house/company you have mentioned in Q27 above?
    a) Reports important issues
    b) Well known/been reporting news for long
    c) It reports local news/about local people
    d) It is consistent
    e) It is publicly funded
    f) It has knowledgeable staff/presenters/reporters
    g) It puts out logical stories/stories that make sense
    h) It respects our leaders

i) It provides current news/breaking news
j) It is independent/does not allow interference
k) Other specify:

29. What concerns you the most about the Kenyan media today? (LIST TO BE POPUALTED AFTER PILOT)
30. What do you celebrate the most about the media in Kenya? (LIST TO BE POPUALTED AFTER PILOT)

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- 17
2. 18-24
3. 25-29
4. 30-34
5. 35-39
6. 40-44
7. 45- 49
8. 50-55
9. 56-59
10. 60+

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

a) No formal education
b) Primary
c) Secondary
d) Certificate
e) Diploma
f) Bachelor's degree
g) MA
h) PhD

DM3. What is your employment Status?

a) Student
b) Self-employed (Formal)
c) Self-employed (Informal)
d) Employed
e) Unemployed
f) Retired
g) Other (specify___)

DM4. And what is your denomination/Religion/Belief?

a) Catholic
b) Protestant
c) Muslim
d) Hindu
e) SDA
f) No religion
g) Atheist
h) Other (Specify) _______________

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

a) Urban
b) Rural
c) Peri-urban

DM6. Gender

a) Male
b) Female
c) None-binary
d) Inter-sex
e) Other (specify) _______________

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

a) Under KES 10,000
b) KES 10,001 – 20,000
c) KES 20,001 – 30,000
d) KES 30,001 – 50,000
e) KES 50,001 – 70,000
f) KES 70,001 – 100,000
g) KES 100,001 – 150,000
h) KES 150,001 – 250,000
i) Over KES 250,000

DM8. Do you have any form of disability?

a) Yes
b) No

DM8a. If yes, what kind of disability?

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