

The State of Media Survey Report 2024

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Media Council of Kenya



News

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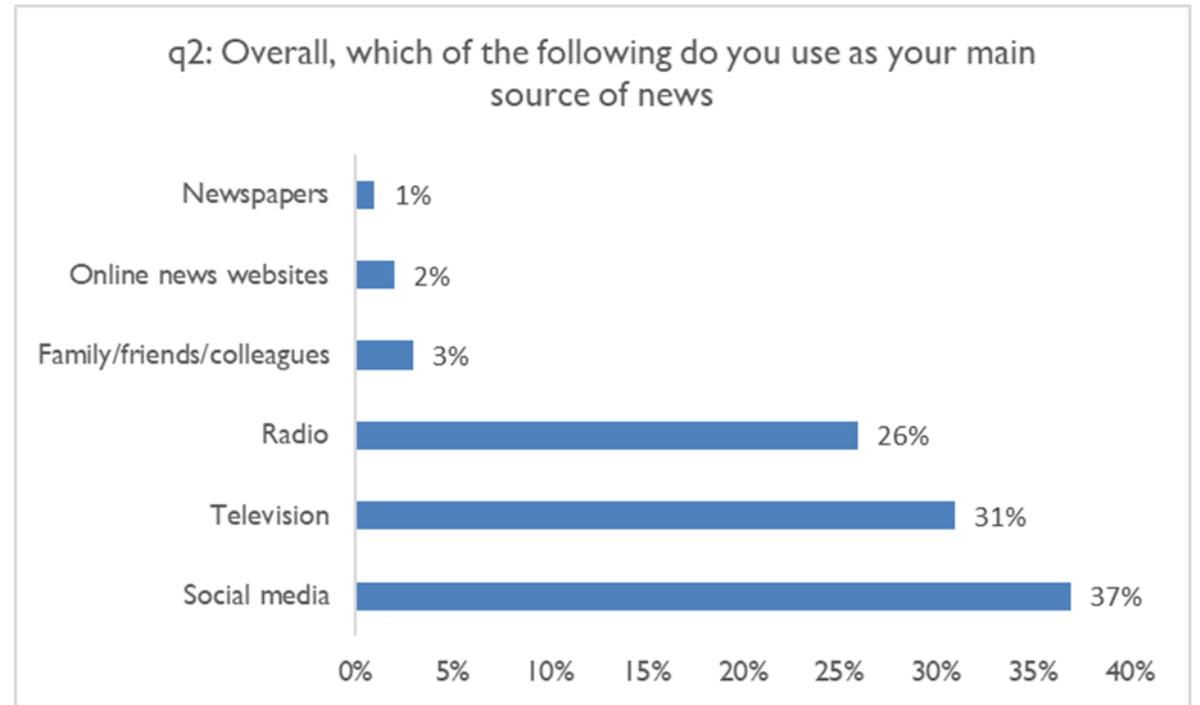
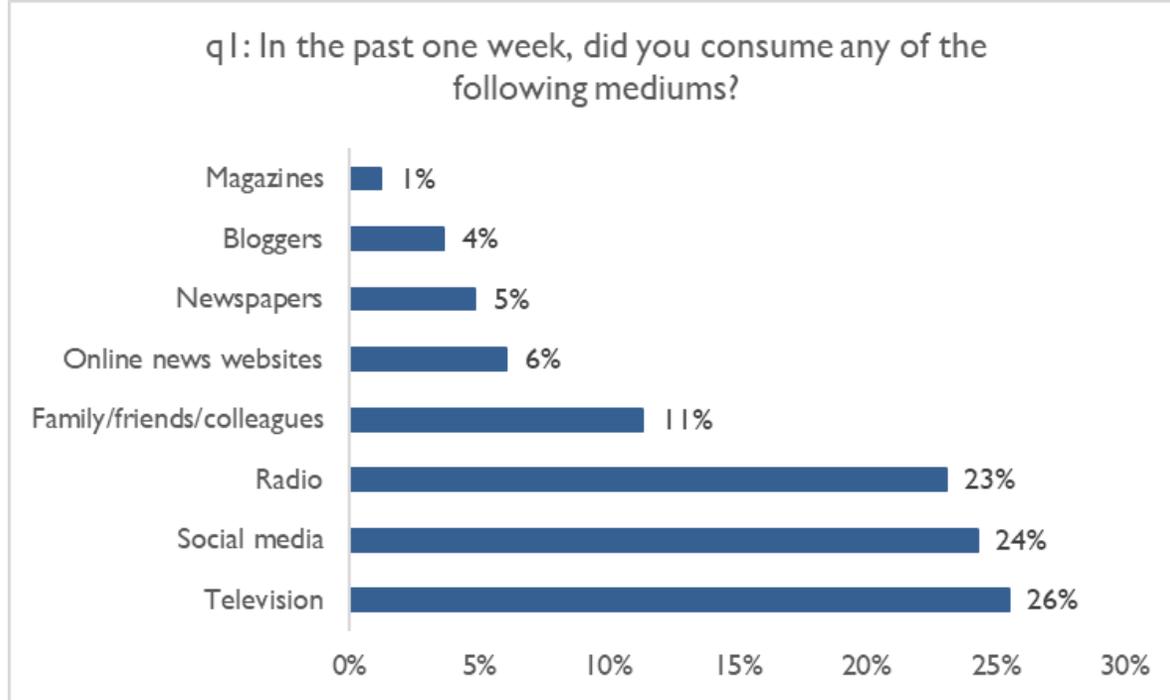
Approach to the survey-Methodology

Dates of Fieldwork	6th May 2025 to 13th May 2025
How was the survey conducted?	Interviews were conducted through Computer Assisted Personal Interviewing (CAPI)
Universe and Survey sample	The relevant section of the public that was targeted in the survey (i.e. the universe) was persons who were 15 years old and above at the time of the survey. The overall survey had a target survey sample size of 3,602 respondents
What was the margin of error	±1.5% at 95% degree of confidence
What was the response rate?	100% response rate
Survey Geographical Coverage	The survey covered all the 47 counties in the 8 regions and targeted Kenyan population aged 15+ years and above. The distribution of the survey sample across the 47 counties was proportionately allocated.
Data Analysis	Data was processed and analyzed using SPSS 18

Sample Distribution

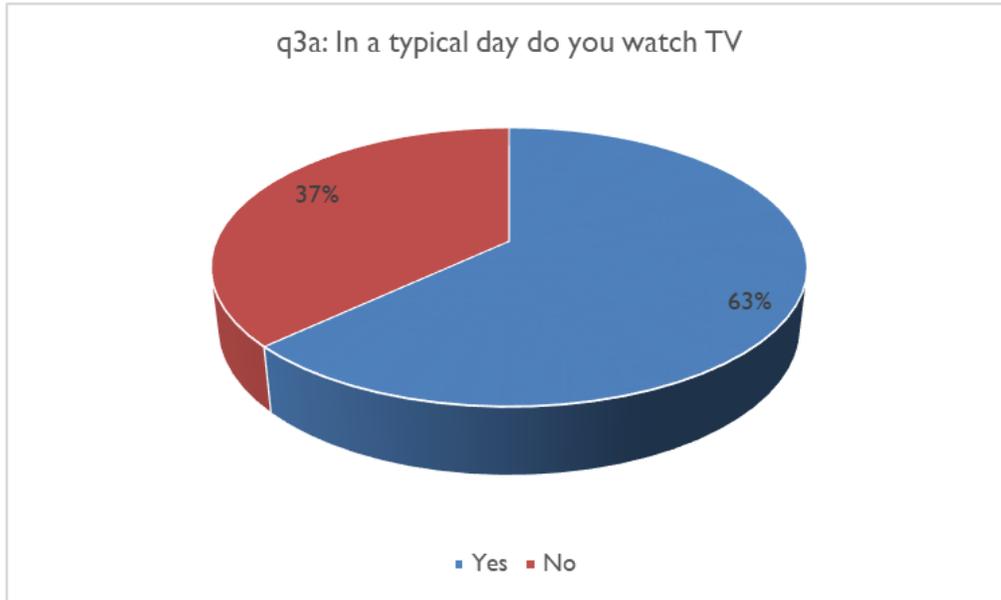
Region	2019 Census Population (Millions)	2019 Census 15+ Population (Millions)	Regional Target sample	Regional Total achieved
Coast	4,329,474	2,640,979	354	365
North Eastern	2,490,073	1,518,945	186	188
Estern	6,821,049	4,160,840	521	522
Central	5,482,239	3,344,166	410	448
Rift Valley	12,752,966	7,779,309	962	1,004
Western	5,021,843	3,063,324	376	364
Nyanza	6,269,579	3,824,443	469	499
Nairobi	4,397,073	2,682,215	329	324
Total	47,564,296	29,014,221	3,608	3,714

Study Findings-General sources of information

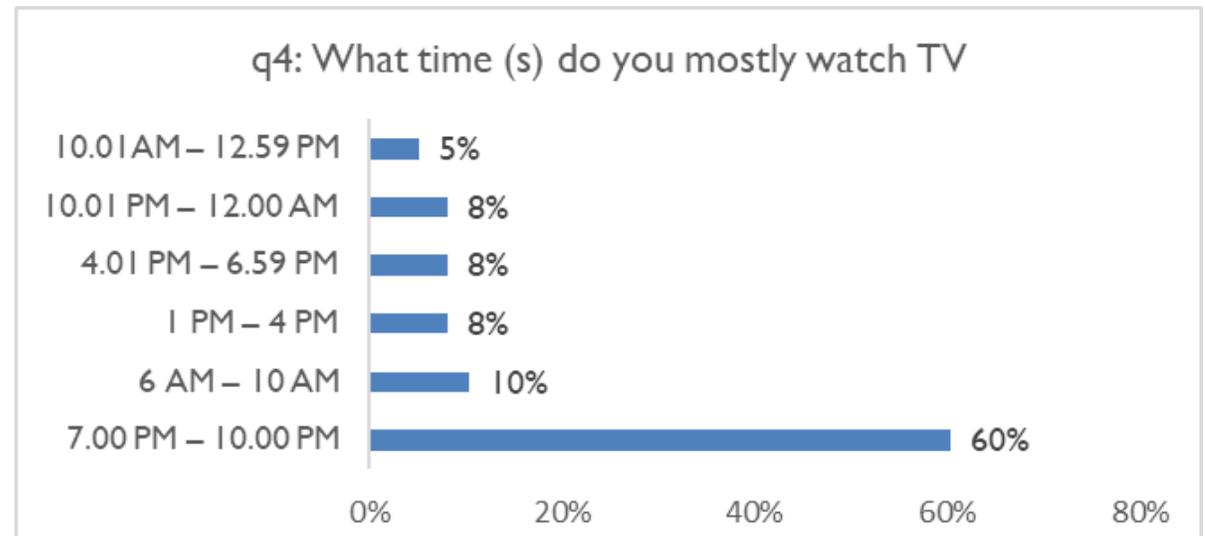
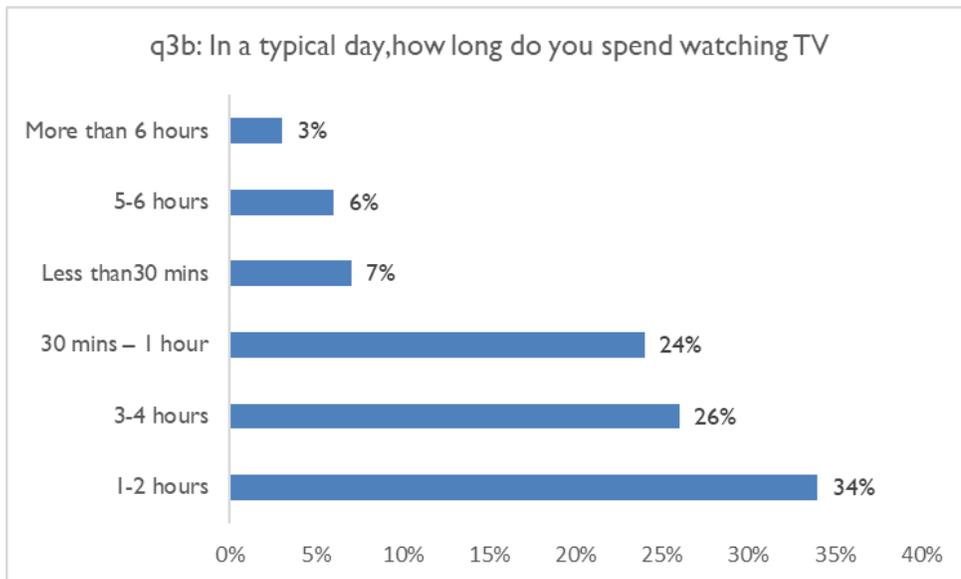


1. Television remains the most consumed medium, with 26% of respondents reporting consuming it in the past week. Social media closely follows at 24%, while radio accounts for 23% of usage. These figures represent a decline from the 2023 survey, which indicated that 33% of Kenyans primarily consumed television content.
2. Social media has emerged as the predominant source of news for most Kenyans, indicating a shift in consumption habits and the increasing prominence of digital platforms. Nevertheless, television and radio remain the to-go to channels for news dissemination, whereas newspapers, online news websites, and interpersonal networks are comparatively less utilized as primary news sources.

Study Findings-BROADCAST MEDIA (TELEVISION)

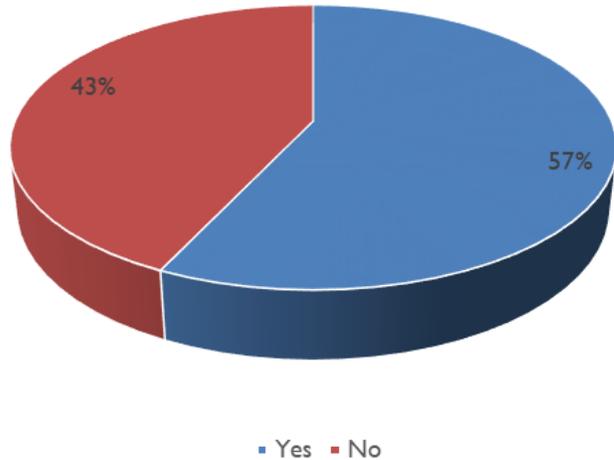


34% of Kenyans said they typically watch TV for 1 to 2 hours a day, 26% of respondents watch TV for 3 to 4 hours, while 24% tune in for 30 minutes to 1 hour. Nearly 84% of Kenyans spend under 5 hours a day watching television.



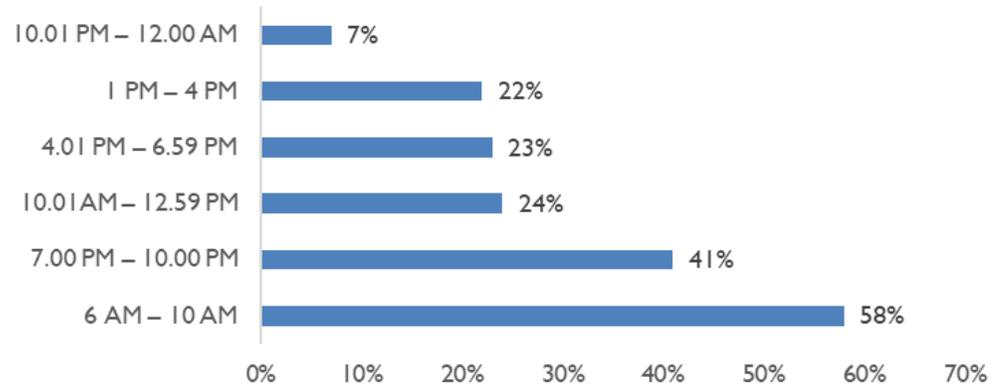
Study Findings - BROADCAST MEDIA (RADIO)

q5a: In a typical day, do you listen to radio

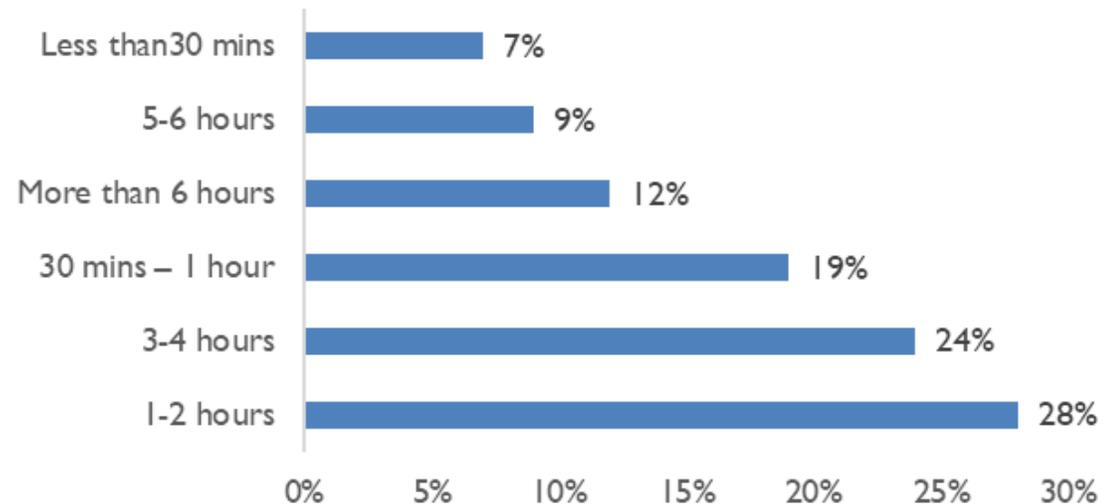


1. Majority of the respondents, accounting for 28%, reported listening to the radio for 1–2 hours per day. While 24% of participants indicated they listen to radio for 3–4 hours. A further 19% of respondents listen to the radio for 30 minutes to 1 hour each day.
2. Radio remains a significant medium for daily engagement among Kenyans, with most individuals allocating between one and four hours to radio listening in a typical day.

q6: What time (s) do you mostly listen to radio?



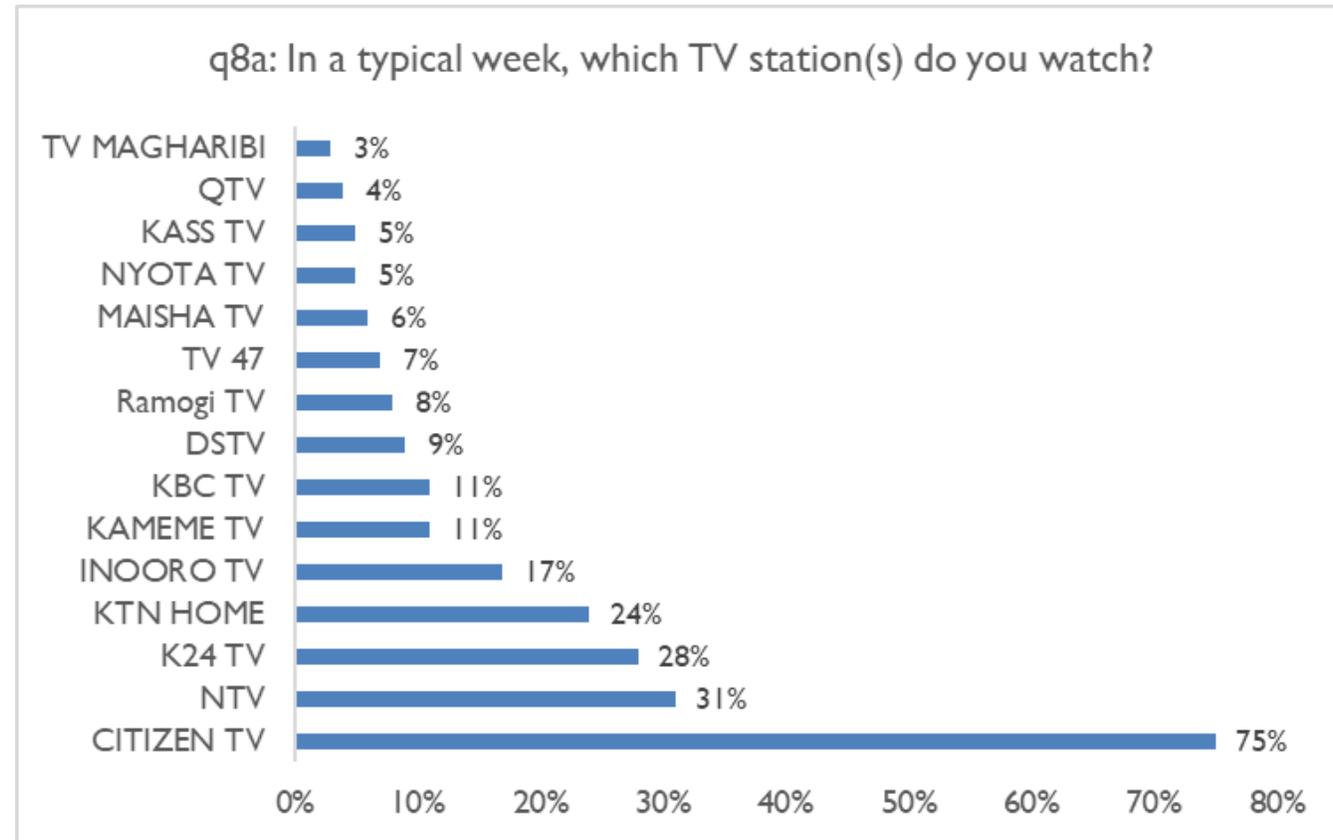
q5b: In a typical day, how long do you spend listening to RADIO?



Study Findings-BROADCAST MEDIA (TELEVISION)

q8a: In a typical week, which TV station(s) do you watch?

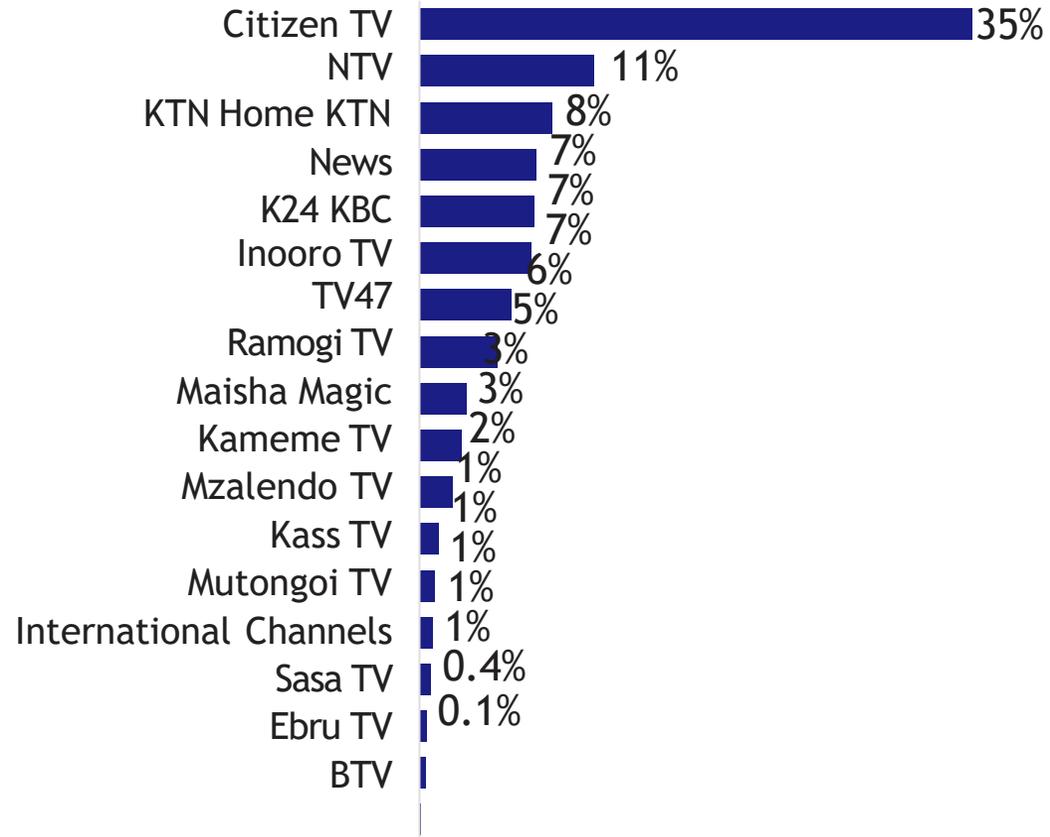
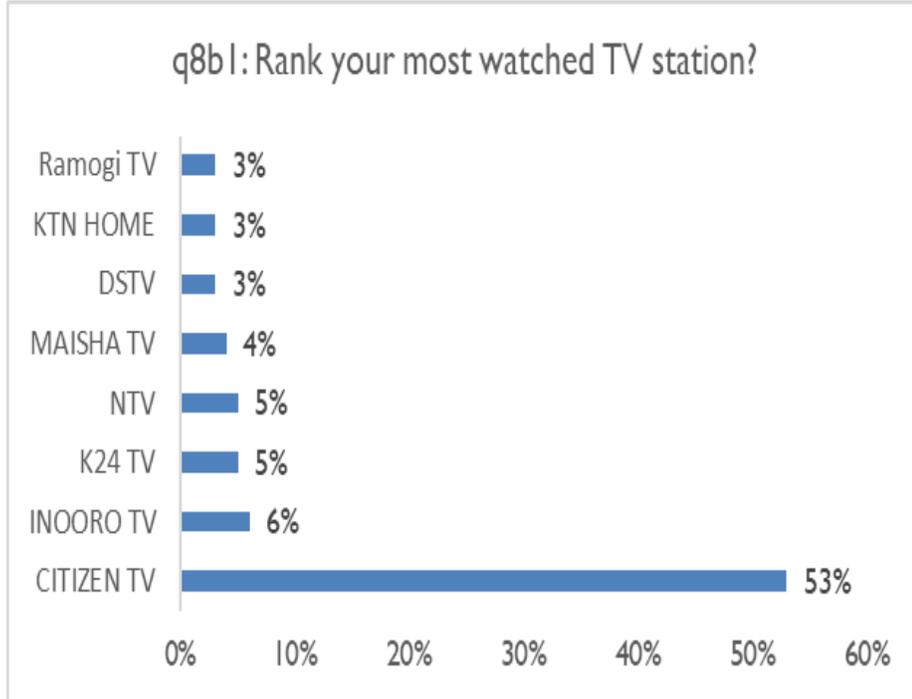
On viewership Citizen TV dominates 75% of respondents tuning in weekly. NTV is at 31% and K24 TV at 28%. KTN Home attracts 24% of viewers, while Inooro TV is watched by 17% of respondents. Compared to 2023, there is significant change in percentage. Citizen TV had a substantial viewership of 35% in both. NTV was polled at 11% of viewership, KTN Home with 8% while Inooro was at 6%.



Study Findings-BROADCAST MEDIA (TELEVISION)

:Rank your most watched TV station?

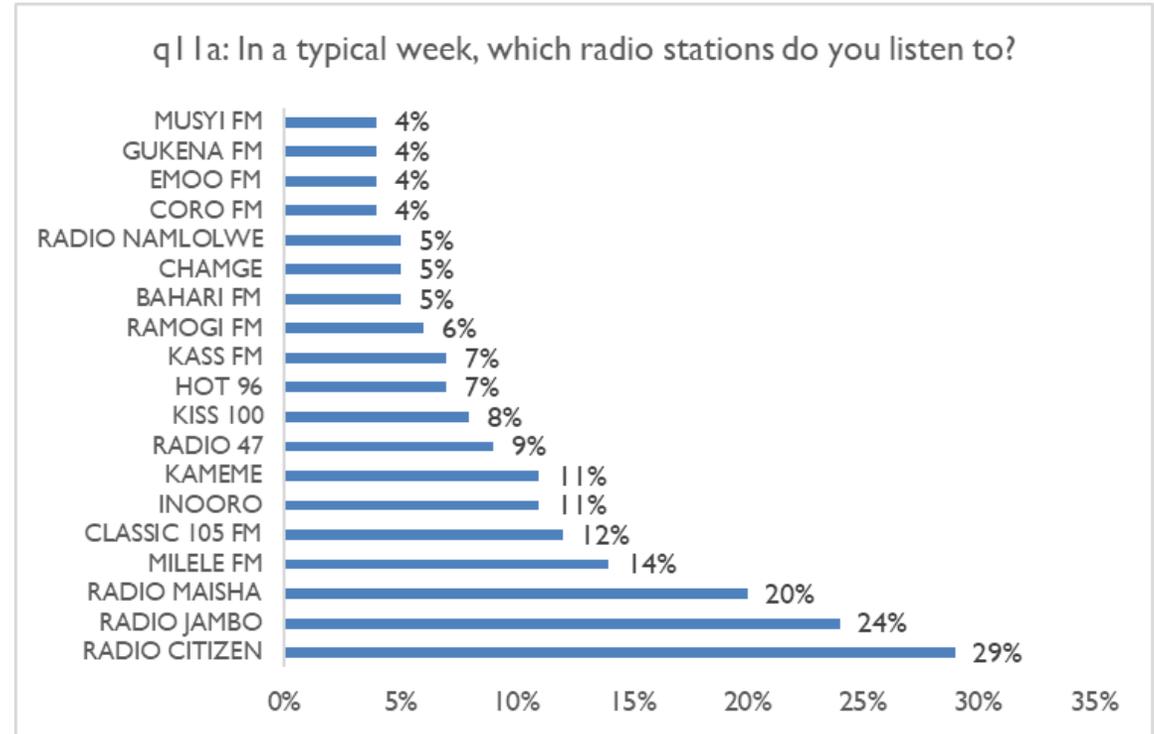
2024



From the respondents, **Citizen TV emerged as the most watched TV station at 53%** an increase from 35% in 2023 survey. Inooro TV came is second at 6%, K24 and NTV were tied at 5% with both dropping from 11% and 7% in the last one year. New entrant into the space was DSTV.

Study Findings-BROADCAST MEDIA (RADIO)

q1 Ia: In a typical week, which radio stations do you listen to?

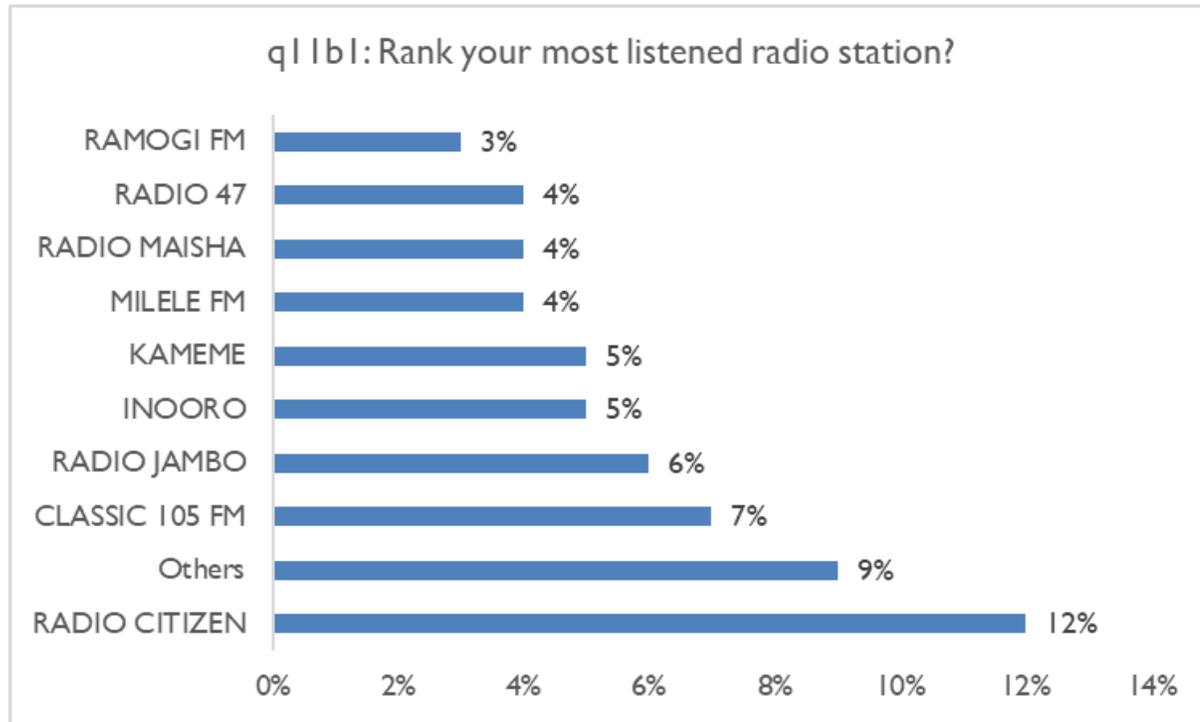


Radio Citizen is the most listened-to station, with 29% of respondents reporting it as their preferred choice. This is followed by Radio Jambo (24%) and Radio Maisha (20%), which also command significant audience shares. Other stations with notable listenership include Milele FM (14%), Classic 105 FM (12%), Inooro (11%), Kameme (11%), Radio 47 (9%), KISS 100 (8%), Hot 96 (7%), and Kass FM (7%). This is a significant positive change compared to 2023 where Radio Citizen led with a 22% share, Radio Jambo followed at 14%, and Radio Maisha came in third at 11%.

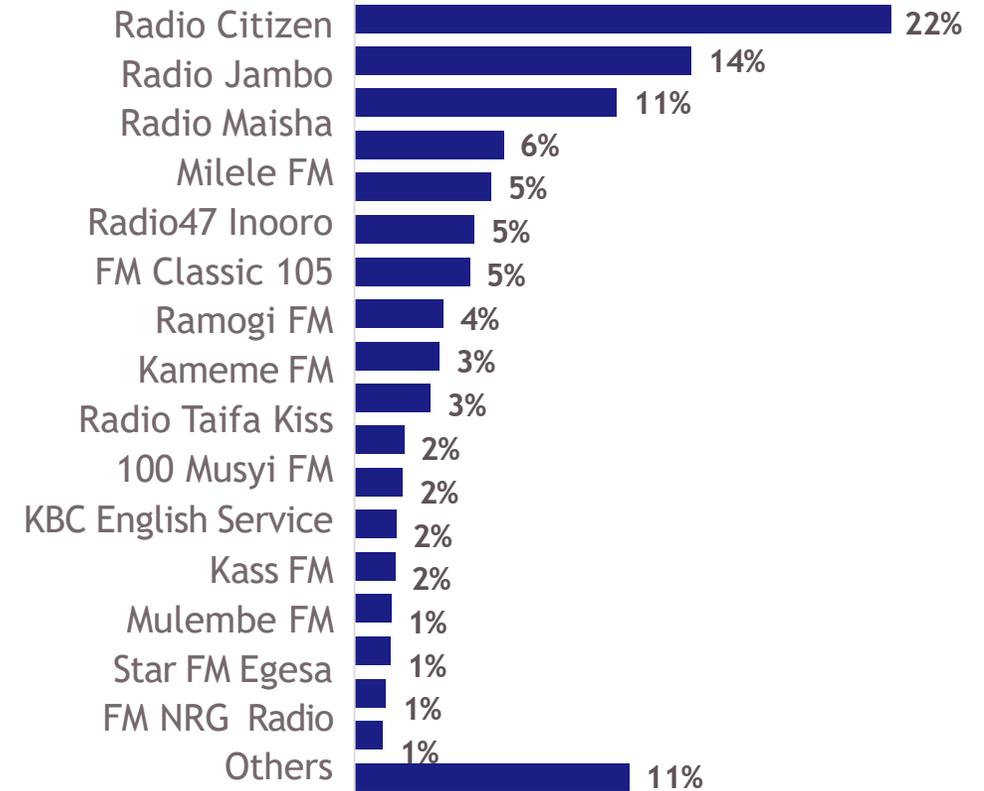
Study Findings-BROADCAST MEDIA (RADIO)

q1 | b1: Rank your most listened radio station?

2024

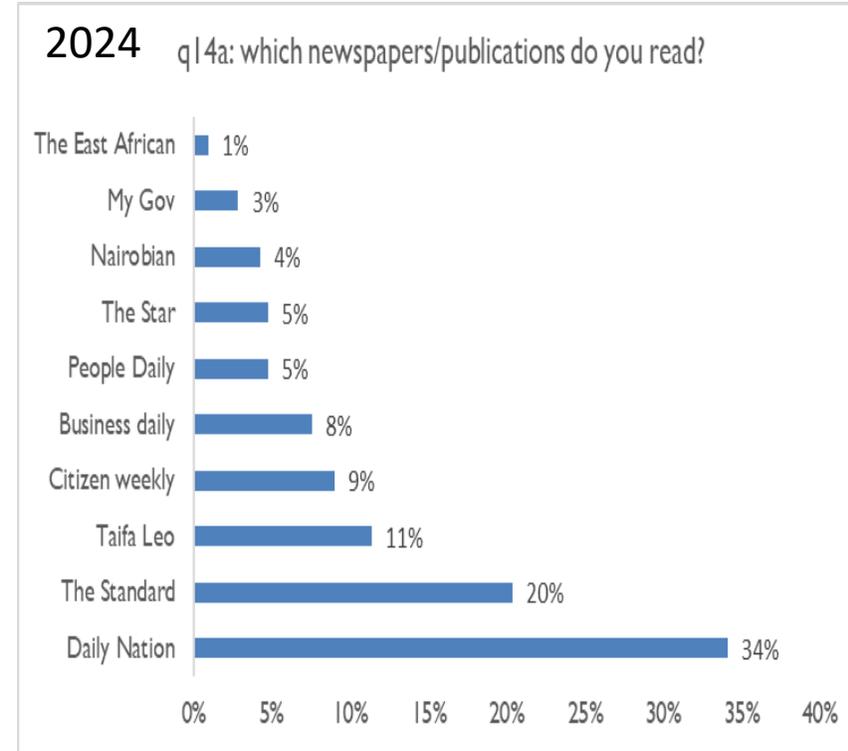
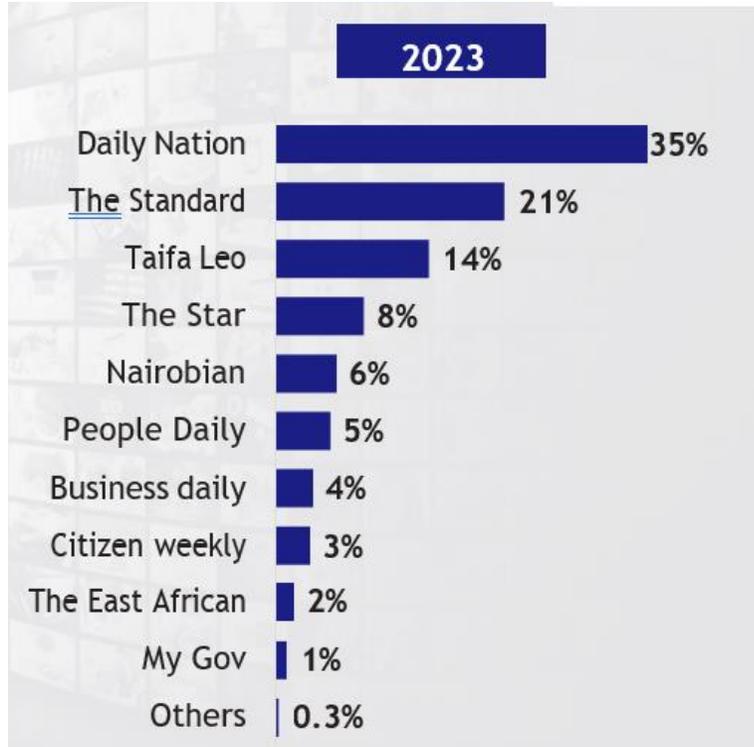


2023



Study Findings-newspapers

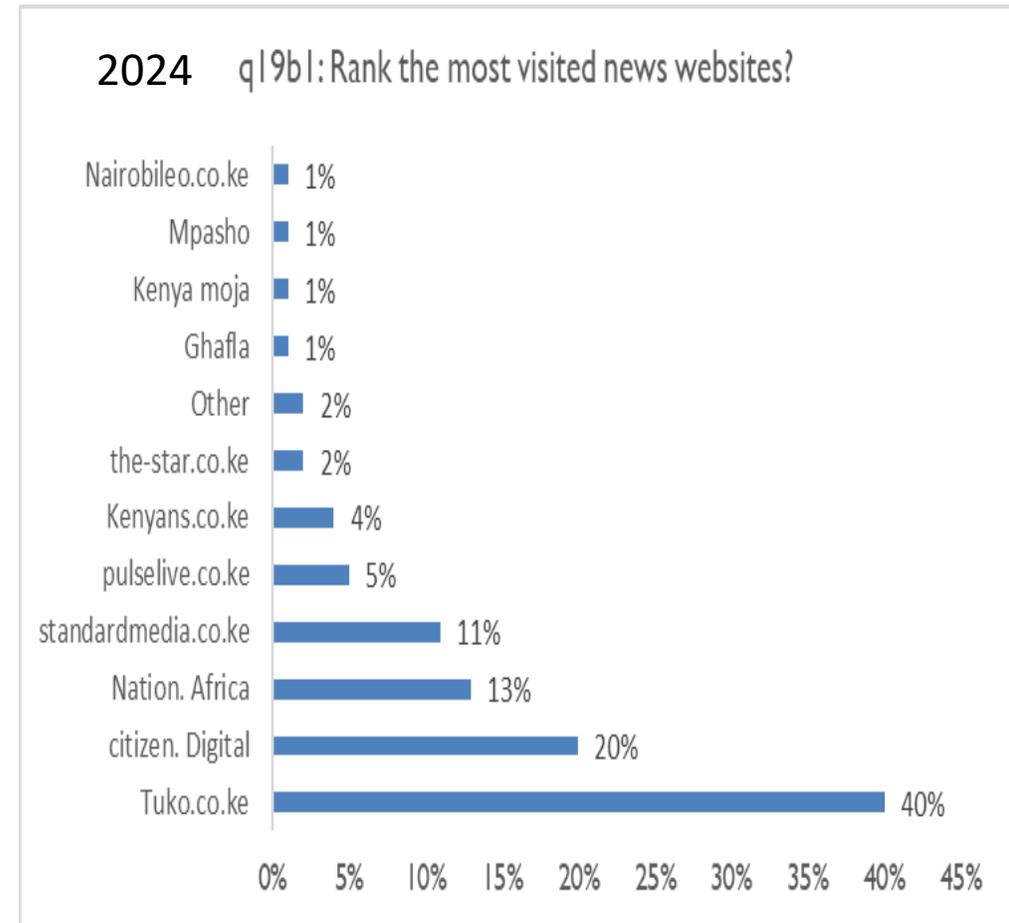
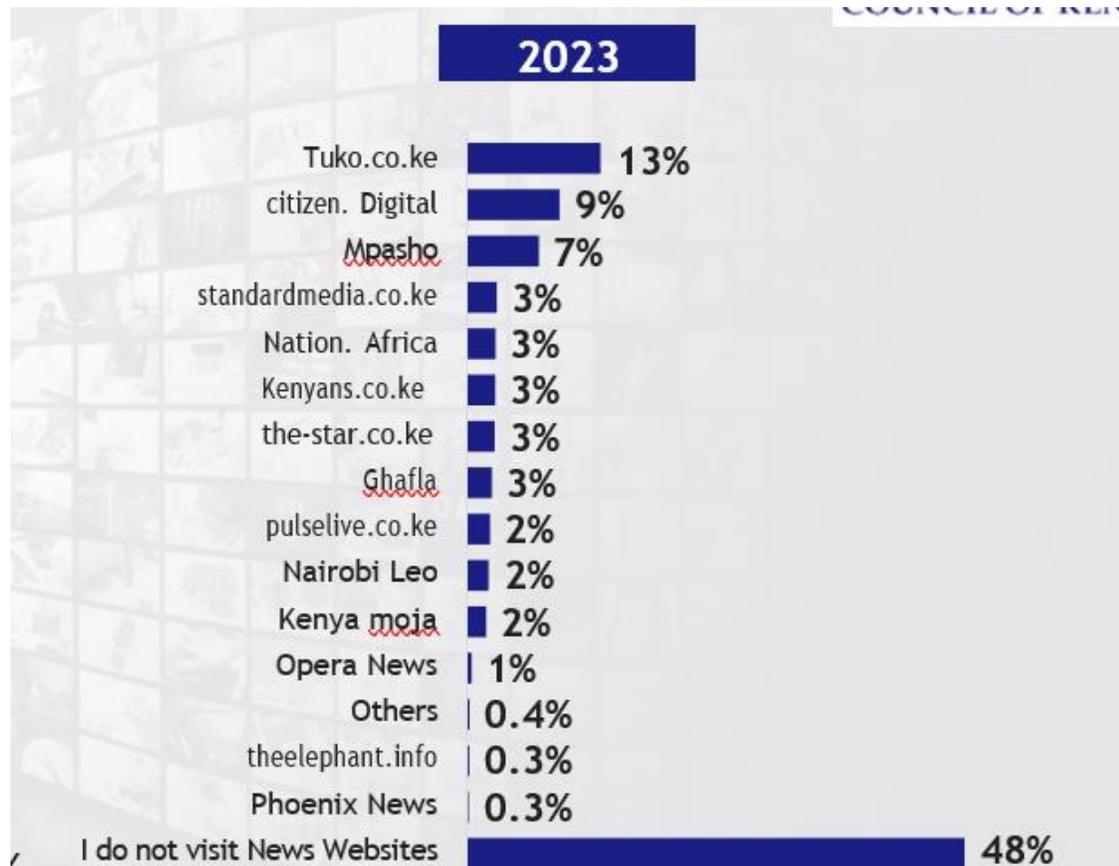
Which newspapers/publications do you read?



34% of respondents indicated that they read Daily Nation, this is a drop from 2023 survey that indicated 35% of Kenyans read the newspaper. The Standard followed with 20%, this was also a drop by 1% compared the the previous year. Taifa Leo was at (11%), Citizen Weekly (9%), and Business Daily (8%), People Daily (5%), The Star (5%), The Nairobiian (4%), and My Gov (3%). East African is read by 1% of Kenyans. From the survey most Kenyans purchase the newspaper for News, Politics, My Gov, sports, adverts, betting read opinion pages, educations and pullouts.

Study Findings-website & digital platforms

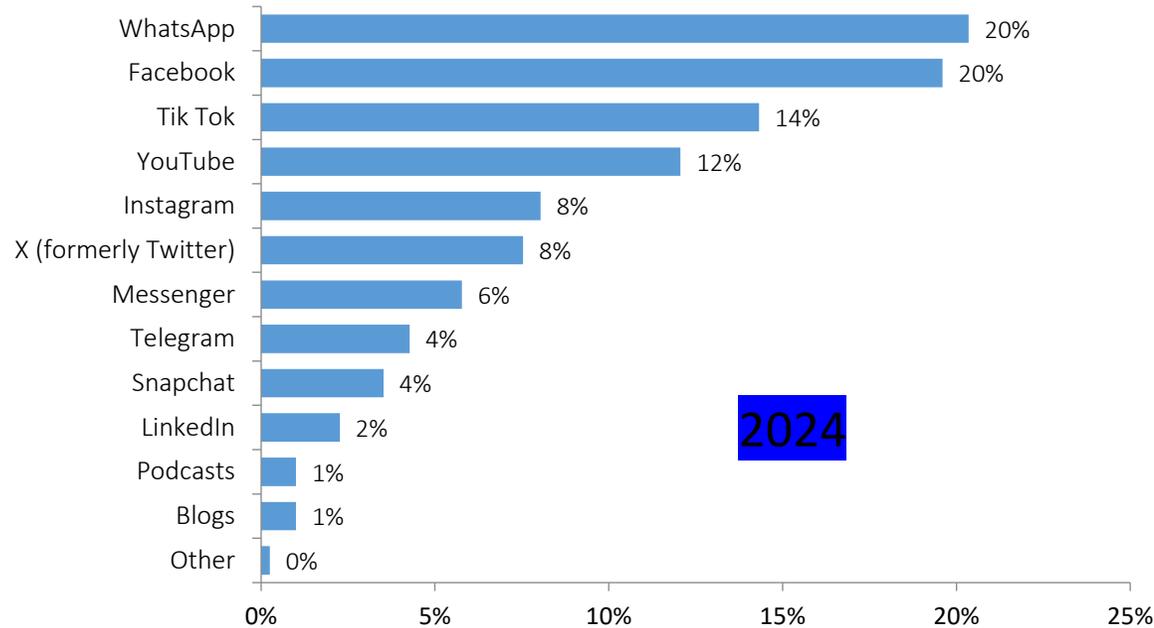
Rank the most visited news websites?



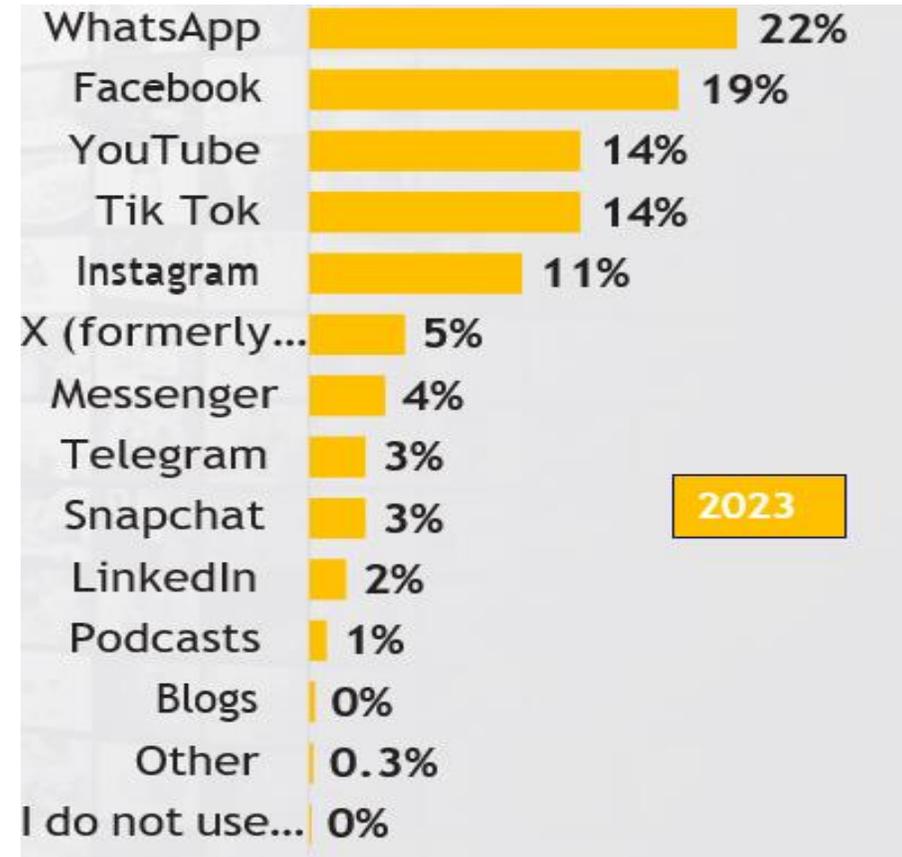
Tuko emerged as the most popular news website, with a notable readership of 40% in 2024 compared to 33% recorded in 2023. It is followed by Citizen Digital (20%) and Nation Africa (13%). Nation Africa, Standard.co.ke, and pulse live.co.ke had a significant positive change in terms of the most visited news website in 2024. Whereas Tuko.co.ke was voted as the second most visited news website, Citizen digital was voted as the third most news website that is mostly visited by respondents.

Social/digital Media platforms used

In a typical week, which of the following social/digital Media platforms do you use



2024

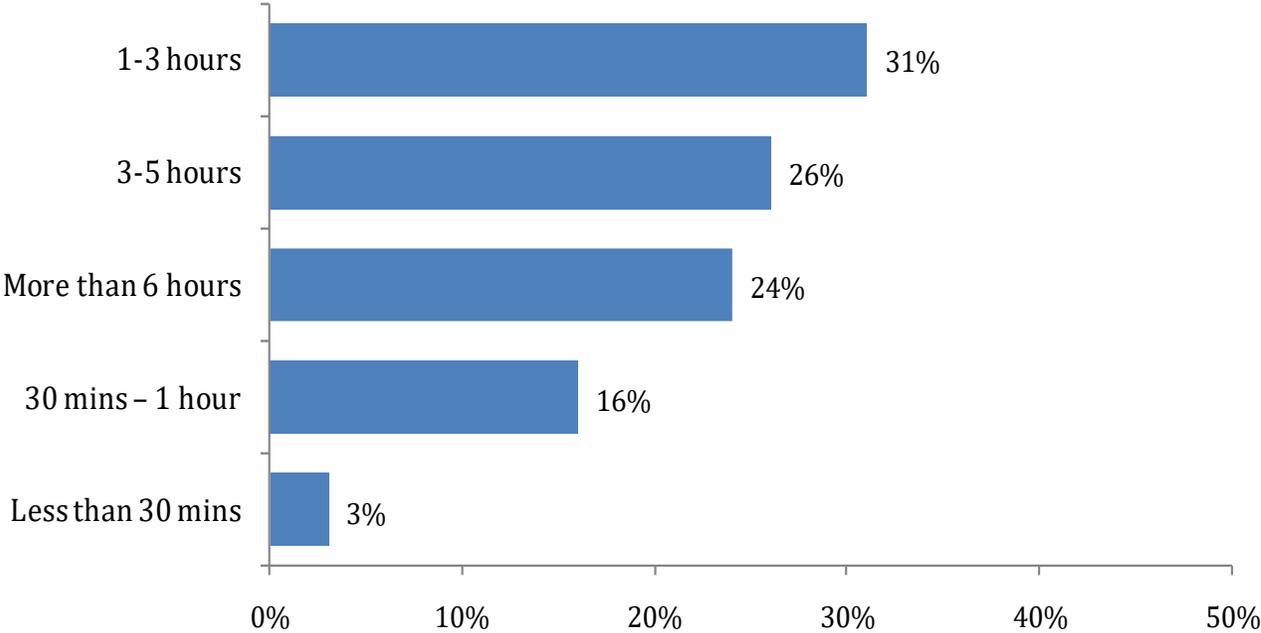


2023

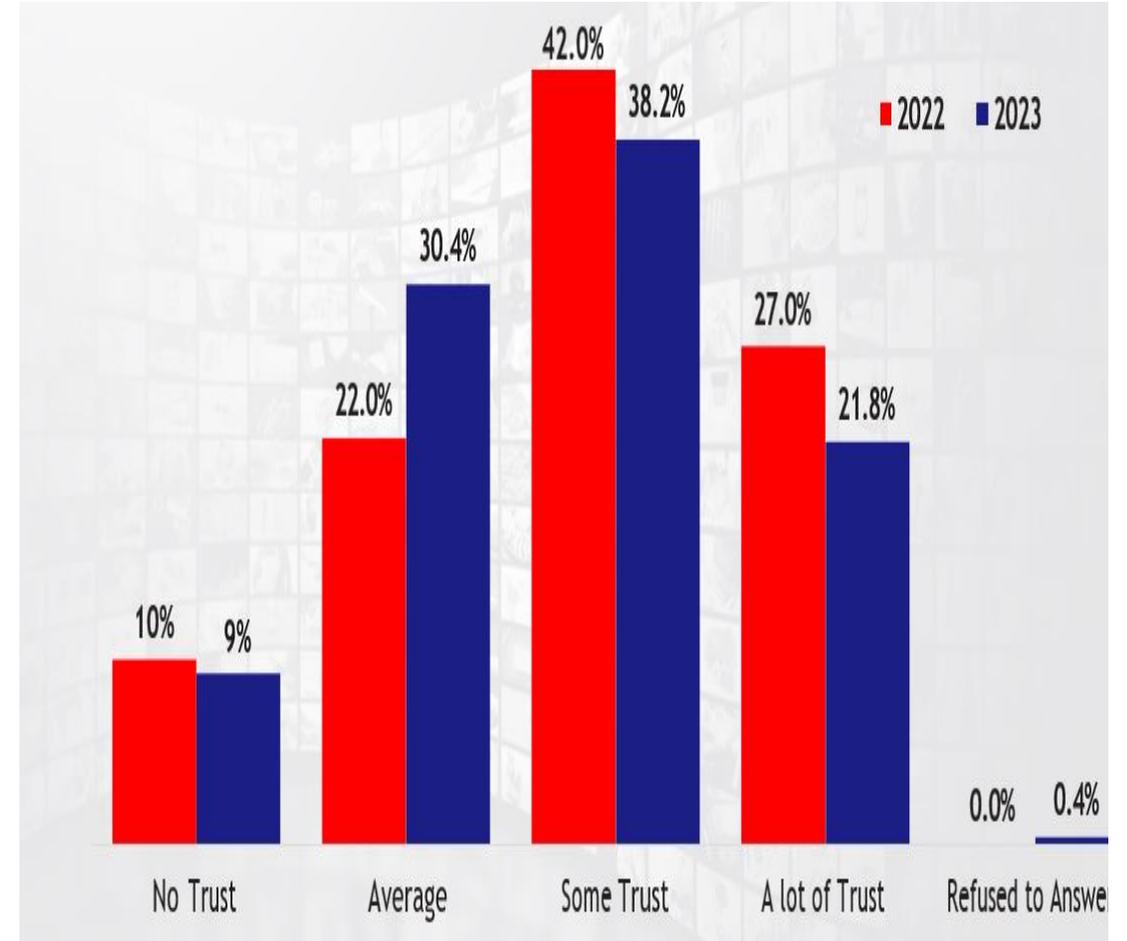
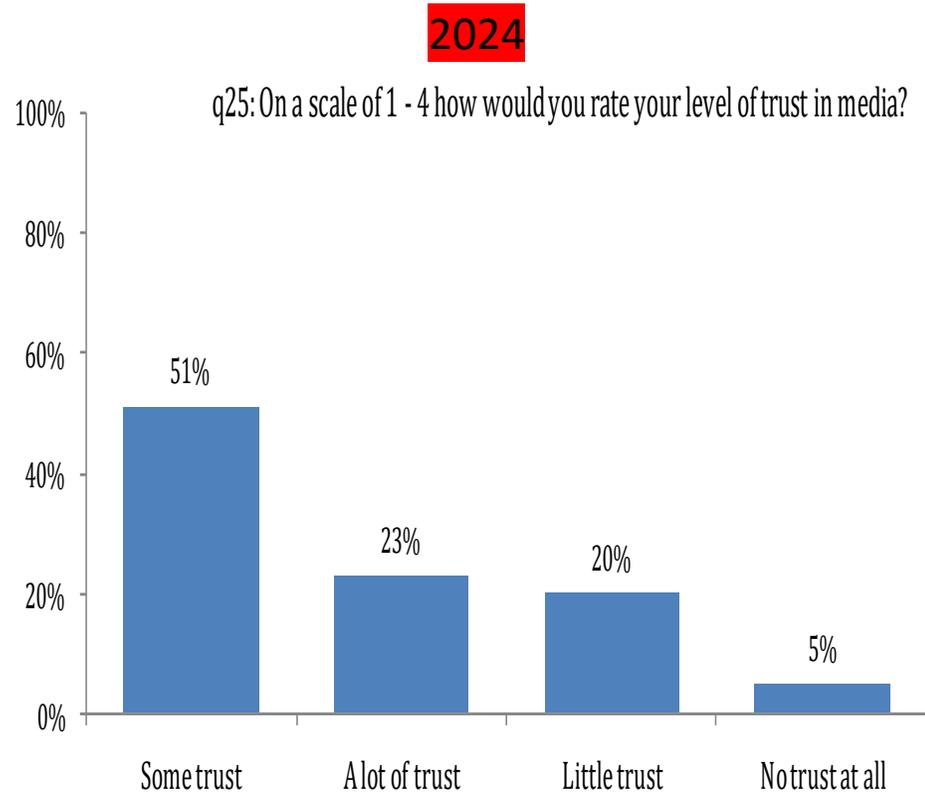
There was significant drop in the use of Whatsapp (20%) in 2024 compared to 2023 whose consumption was at 22% , Facebook in 2024 dropped by 2% from 22% in 2023 recording usage at 20%. Tik Tok usage was unchanged at 14% in two consecutive years, while you tube usage dropped from 14% in 2023 to 12% in 2024. Most Kenyans (31%) spend at least 3 hours on social media platforms, 26% use 3-5 hours online while a significant number (26%) spend more than 6 hours on social media platforms. Majority of Kenyans use social media for communication (18%) entertainment (18%), News and information (15%). Only 1% of Kenyans use social media for advocacy campaigns online. Interestingly 5% are on social media for Gossip.

Time spent on social media platforms

q22: In a typical day, how much time do you spend on social media platforms?

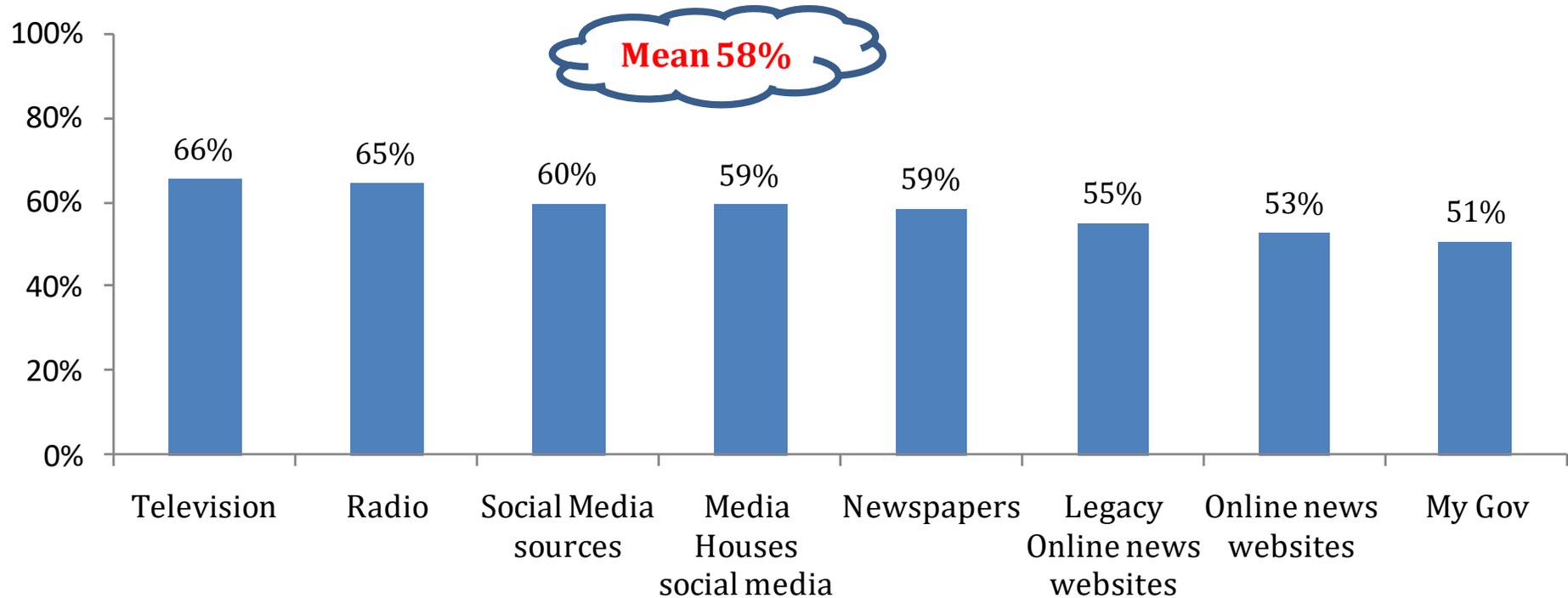


Media Trust levels



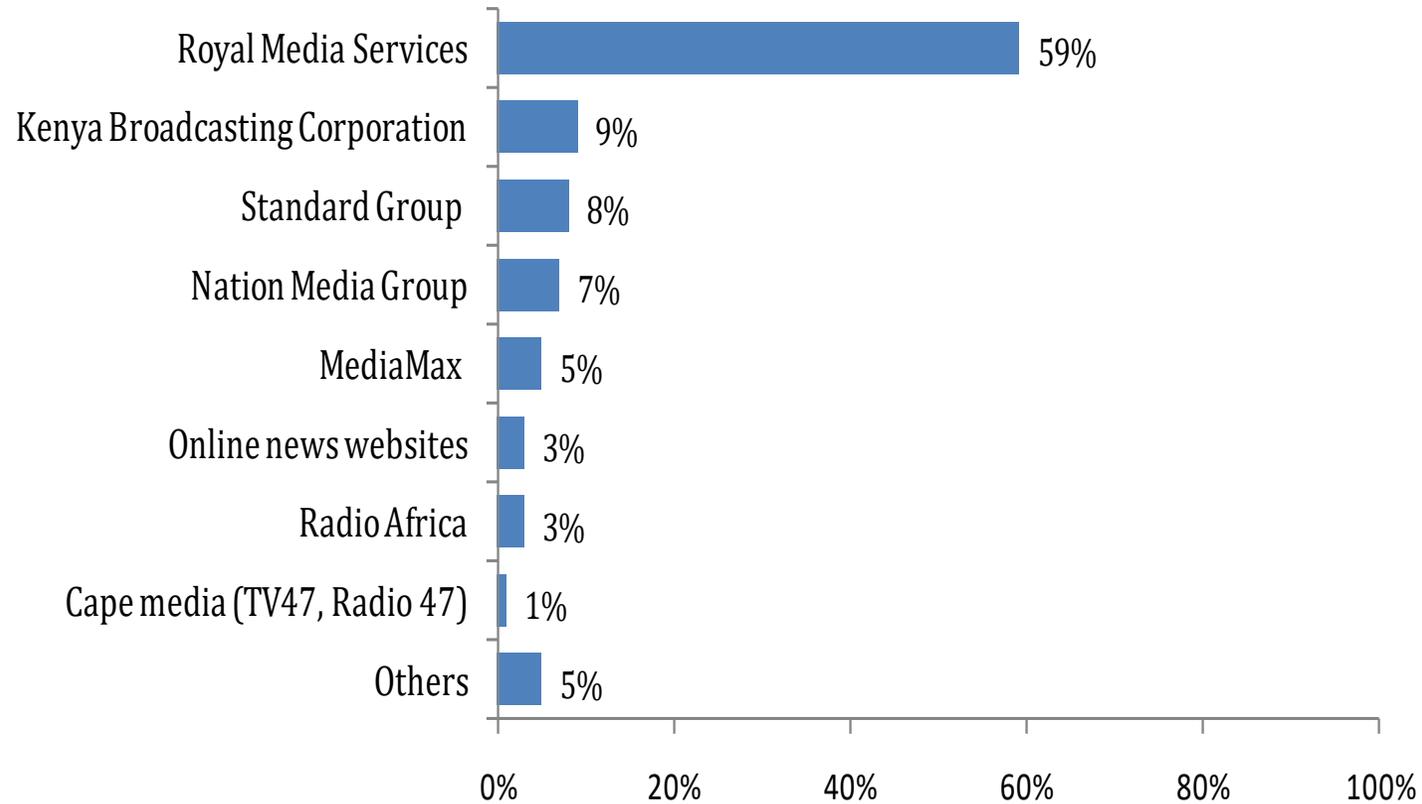
Media Trust levels

q26: On a scale of 1 - 10, how much trust do you have in Media



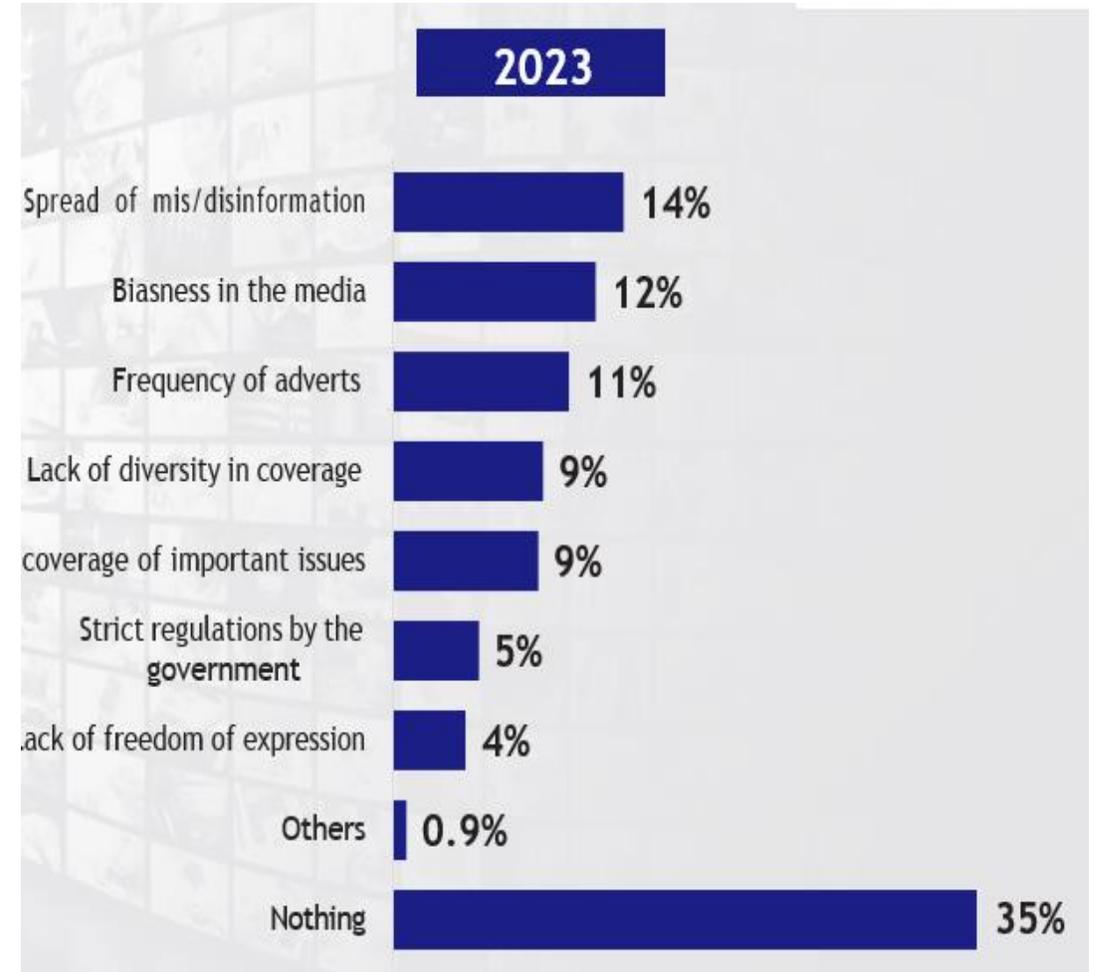
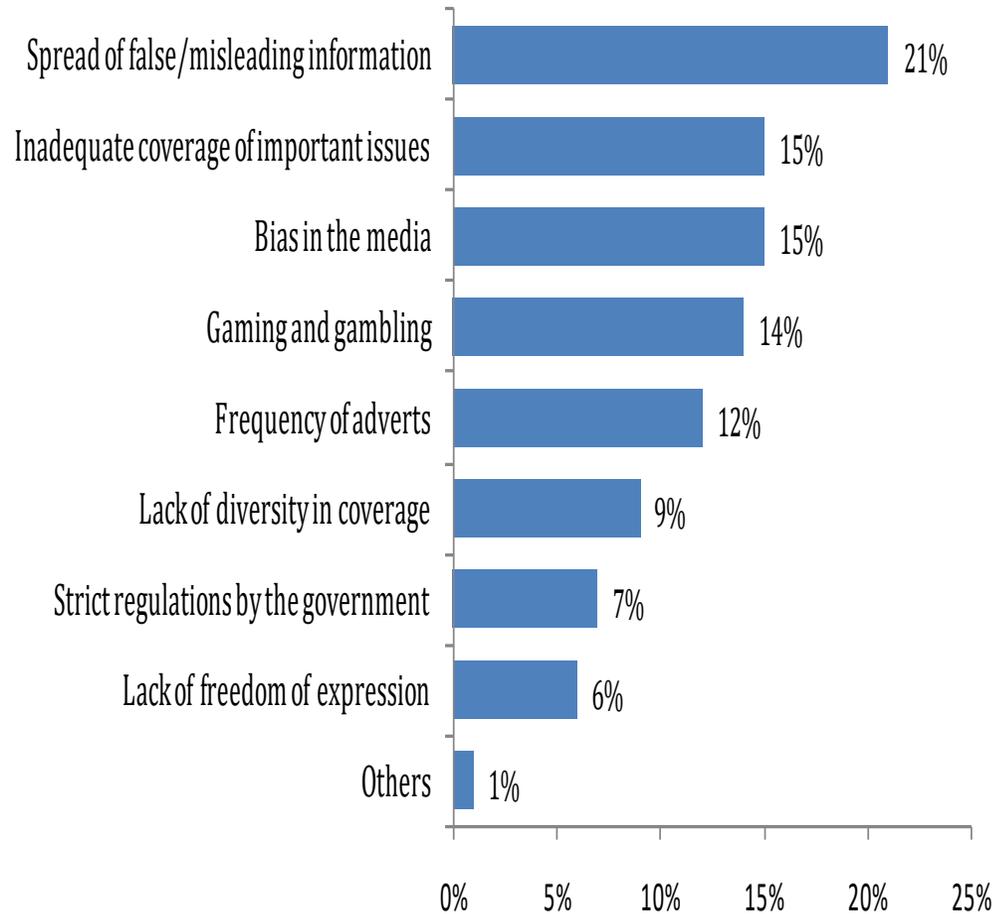
Which media outlet do you trust the most for information

q27: Which media outlet do you trust the most for information



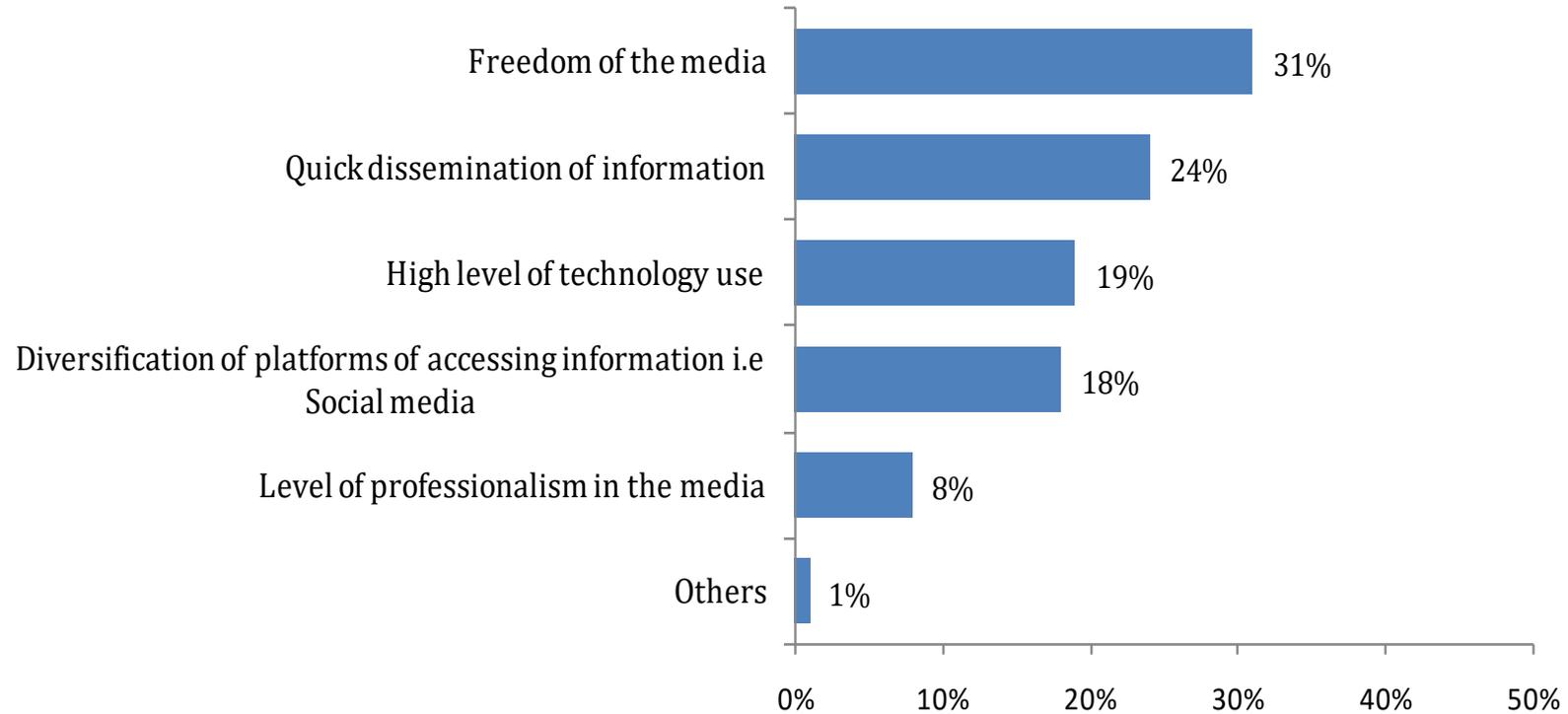
Concerns about media today

q29: What concerns you the most about media today

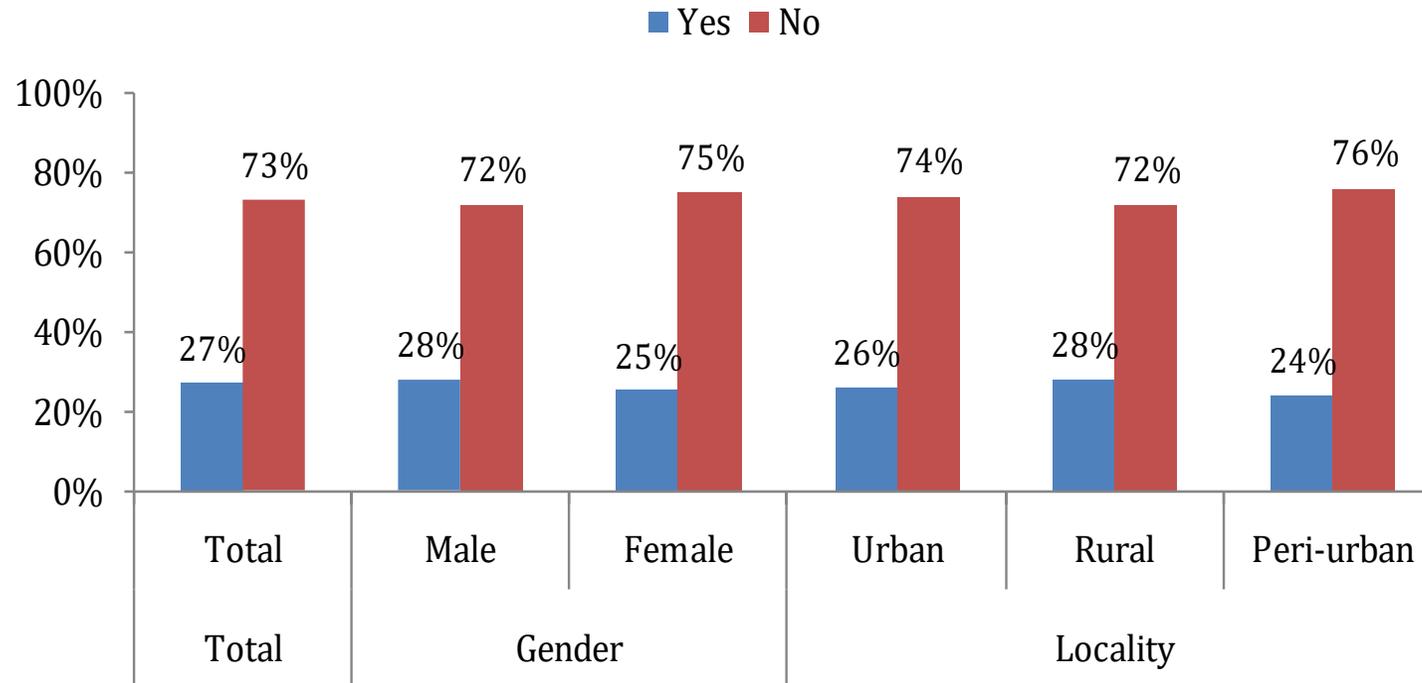


What do you celebrate the most about the media in Kenya

q30: What do you celebrate the most about the media in Kenya

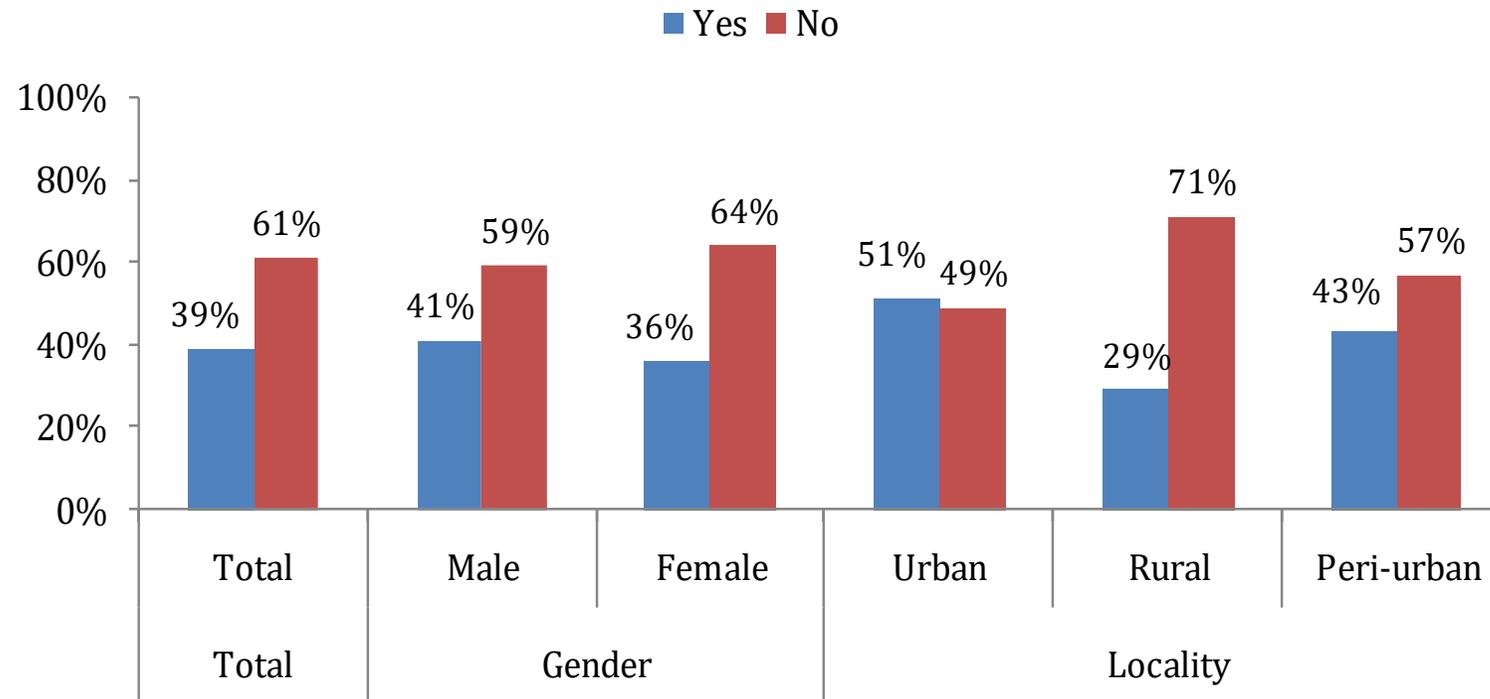


Do you think the media covers the government fairly

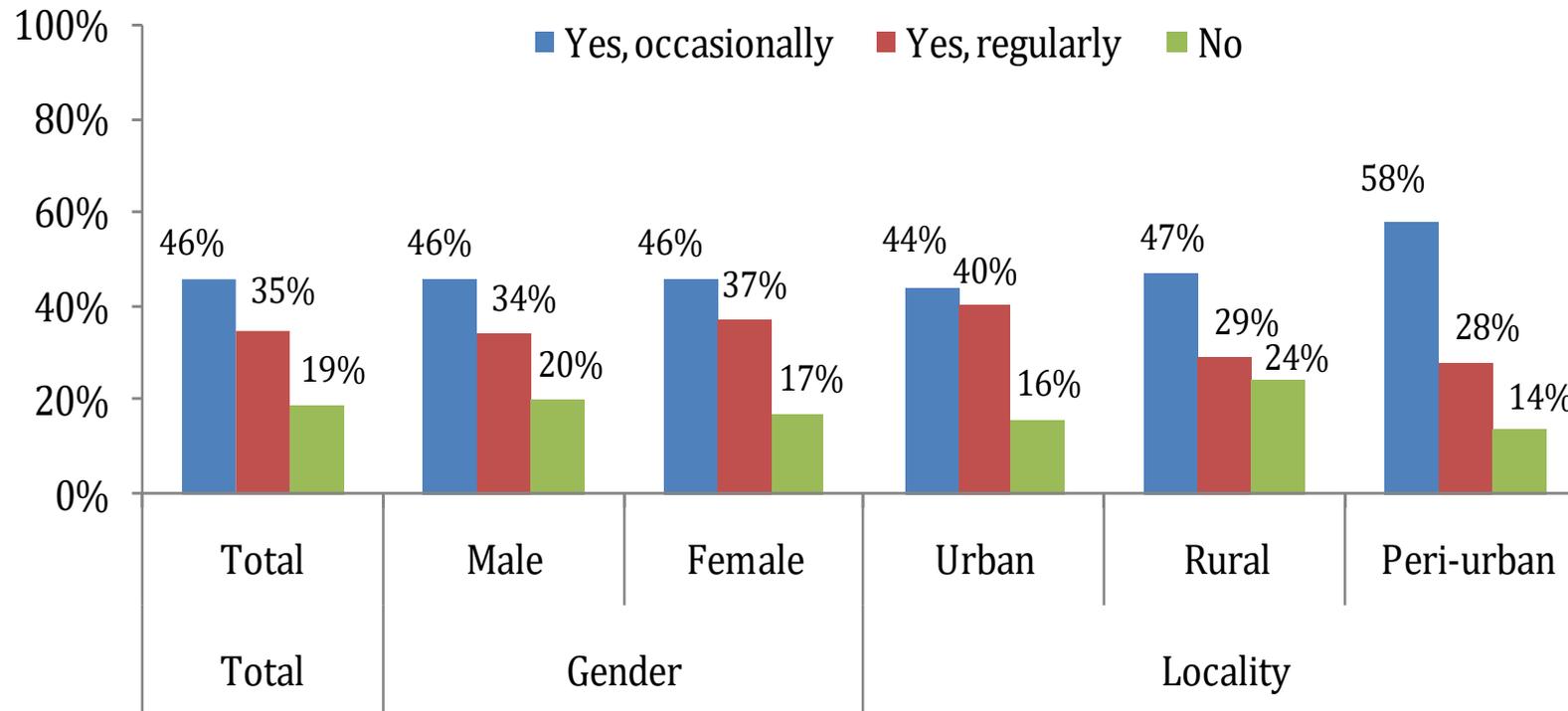


Majority of Kenyans think the government is not covered fairly. Most men (75%) believe the coverage of government is not fair compared to women (72%). Respondents in Peri-Urban (76%), urban (74%) and Rural (72%) all think the government is not covered fairly.

Artificial Intelligence (AI) in the media awareness



Use of media platforms or apps that use Artificial Intelligence features





THANK YOU

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