

PRESS RELEASE

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FOR IMMEDIATE RELEASE

34 Million Kenyans watched Deputy Presidential Debates, MCK Research Shows

NAIROBI, 34 million Kenyans followed the recently held deputy Presidential Debates organized by Media Council of Kenya, Media Owners association and The Kenya Editors Guild and aired in all Kenyan Radio and Television stations and multiple online channels, research by the Media Council of Kenya shows.

Of the 34 million, making 82 per cent of Kenyans, 70 per cent watched the second debate pitting Azimio la Umoja's Martha Karua and Kenya Kwanza's Rigathi Gachagua while 30 per cent watched both debates. A paltry 5 per cent watched the first debate pitting Justina Wamae and Ruth Mucheru. 18.5 Million of those who followed the July 19 debate are registered voters.

The survey conducted a day after the debate targeted Kenyans above 18 years from all counties and used Computer Assisted Telephonic Interviews. A sample of 1,245 respondents with a confidence margin of 95 per cent was polled.

Three quarters of the viewers or 76 per cent watched the event on television, 19 percent followed on radio while 10 per cent totaling 3.4 Million were on social media.

7 million accessed their radios and TV via the internet where YouTube was the main choice clocking 65 per cent followed by Facebook at 31 per cent.

In terms of TV viewership, the findings further indicate that 67 per cent watched the debate on Citizen TV followed by Inooro TV and NTV at 8 per cent each, while KTN and KBC came third at 7 per cent each. On the radio platform Radio Citizen was most watched at 41 per cent followed by Ramogi FM and Radio Jambo each at 7 per cent.

“While online consumption of media content is increasingly becoming critical, we are cautioning Kenyans to beware of manipulation deliberately pushed by purveyors affiliated to the various political competitors. We noticed a spike in the number of bots participating in online conversations around the debate”, says the Media Council of Kenya CEO Mr David Omwoyo.

The Council is further asking the media to refrain from conducting online polls to uphold information integrity.

The Media Council of Kenya (MCK) has partnered with the Media Owners Association and Kenya Editors' Guild to organize the 2022 Gubernatorial, running mate Presidential Debates at the Catholic University of Eastern Africa. As a way of performing its public role, the Council has also been allowing free access of the debate stream to community and local media outlets via its online platforms.

The Presidential Debates will be held on July 26, 2022, at the same venue.

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