MEDIA COUNCIL OF KENYA

STATE OF THE MEDIA

SURVEY REPORT 2023

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
SPSS	Statistical Package for the Social Sciences
TV	Television

ACKNOWLEDGEMENT

Every year the Media Council of Kenya conducts an annual review of the performance and the public opinion of the media as per the Media Council Act 2013, Sec 6 (i). The process of this survey began around November 2023 and ended around April 2024. This report was launched on May 2, 2024 as State of the Media Report 2023/2024. It was launched during the commemoration of the World Press Freedom Day 2024 organised by the Council.

This is the work of dedicated staff in the Research Planning and Strategy department, who conceptualised the survey tool and subjected it to a process of validation by equally dedicated stakeholders drawn from the media sector, academia and civil society.

The Council wishes to appreciate everyone who took part in the process. We appreciate departmental staff led by Manager, Research Planning and Strategy, Mr Mutisya Leo and Senior Officer, Research Planning and Strategy, Mr Jacob Nyongesa who were instrumental in coordinating this process from the beginning to the end, ensuring diligent process management and research oversight. MCK media analysts are cherished for shadowing the data collection process to ensure proper delivery and quality.

We appreciate Mr Victor Bwire, Director, Media Training and Development for his guidance in the process. We acknowledge the sustained inspirational leadership of the Media Council of Kenya CEO, Mr David Omwoyo. His unrivalled leadership has ensured continued funding for conducting the survey. We appreciate the technical input of Infotrak Research and Consulting who administered the survey as was mandated, ensuring diligence and quality assurance.

We acknowledge Mr Jerry Abuga, Ms Lorine Achieng and Ms Janet Kipya for technically editing this report at different levels, and Ms Devina Okoth for the technical design.

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SURVEY 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 Kenyan Constitution. The primary objective of MCK is to promote and safeguard the freedom and independence of the media in Kenya.

Every year, Media Council conducts the State of the Media survey to assess the evolving media landscape in the country. This survey is conducted in line with the council's activities leading up to the World Press Freedom Day, celebrated on 3rd of May. This year, the report is presented against the backdrop of "journalism in the face of an environmental crisis".

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 and variables related to trust and confidence in the media. The impact of artificial intelligence on the media industry was also evaluated. Additionally, the survey explored socio-economic factors influencing media consumption, 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 landscape.

The Media survey indicates that Television remains the primary source of news, with 47% of respondents indicating it as their go-to platform for staying informed. Following closely is Radio, with 31% of respondents relying on it for news updates. The survey also revealed that Citizen Tv emerged as the most watched and trusted Tv. Similarly, Radio Citizen and Radio Jambo garnered substantial listenership, solidifying their positions as popular choices for radio news and entertainment. In contrast, the readership of newspapers has experienced a significant decline dropping from 29% in 2022 to 26% in 2023. This trend reflects the shifting preferences of consumers towards digital and broadcast media for accessing news content.

Furthermore, the survey identified Tuko as the most visited news website, underscoring the growing prominence of online platforms in disseminating information. Notably, the survey highlighted the substantial consumption of online content by the youth demographic particularly those aged between 18 and 35. Additionally, the survey found that social media platforms are predominantly utilised for entertainment purposes, with both local and international content being equally popular among users.

However, the survey also raised concerns regarding the level of trust in media sources, indicating a decrease from 42% in 2022 to 38.2% in 2023. The spread of misinformation and disinformation emerged as significant concerns stemming from the media survey in both 2022 and 2023.

The survey had a national scope of all 47 counties and was designed to generate insights for informed policy formulation and capacity-building initiatives, ultimately fostering a media environment aligned with democratic principles. Consequently, to execute the 2023 State of the Media Survey; MCK collaborated with Infotrak Research and Consulting to ensure proper execution of the methodology and realisation of the target sample frame. This report presents the findings of the 2023 State of the Media survey commissioned by the MCK, aiming to provide valuable insights for the media industry and policy makers.

SURVEY METHODOLOGY

The survey was conducted between February 24 & March 4, 2024 and adopted a hybrid quantitative approach in which Interviews were conducted through Computer Assisted Telephone Interviews (CATI) and Computer Assisted Personal Interviewing (CAPI). A cluster sample of 3,580 interviews covering all 47 counties of Kenya was achieved. This robust sample was designed using the National Population Census data as the sample frame. With a Margin of Error of ± 1.657% at a 95% degree of confidence, the survey sample was distributed across the 47 counties using Population Proportionate to Size (PPS). The survey data was processed and analyzed using SPSS 26.

KEY FINDINGS

TV emerged as the main source of news for most (47%) of the respondents in 2023, which is a slight (1%) improvement from 2022. It was followed by Radio at 31%, which is a slight drop from 33% in 2022, while social media came third at 18%. Patterns of television consumption vary, with 22% of respondents not watching TV, particularly prevalent in Western (33%), Rift Valley (27%), and Nyanza (23%). Age-wise, individuals aged 50 and above and digital natives aged 15 to 24 exhibit higher non-TV viewership. Rural areas (26%) show more non-viewers than urban areas (16%), and females (24%) slightly outnumber males (21%) in not watching TV.

Regarding access methods, 45% rely on free-to-air set-top boxes, which reflects a notable decrease of 20% from the 2022 findings, while 24% use digital TV apps/platforms, with another 19% accessing TV content through digital/online/streaming services. Regional disparities exist, with Western (58%) and Eastern (55%) regions relying more on set-top boxes, while North Eastern (36%) prefers digital/online platforms. Citizen TV dominates viewership, rising to 60% in 2023 survey from 36% in 2022 and 27% in 2021. Other stations experienced a decline in viewership.

On radio listenership, 75% of the surveyed respondents indicated they consume radio content, reflecting a slight decrease from 78% in 2022. Conversely, the percentage of individuals not listening to the Radio has risen by 3 percentage points, from 22% in 2022 to 25% in 2023. Nairobi, Central, Western, and Rift Valley emerged as regions with the highest proportions of non-listeners. Gender-wise, more females (26%) than males (23%) do not listen to the Radio, while urban residents (33%) exhibit a higher non-listening percentage compared to rural counterparts (19%). Among age groups, 15 – 29-year-olds are more inclined to not listen to the Radio.

For those who do, a significant proportion (33%) rely on Radio during the morning hours from 6 to 9 am, and 27% tune in during the evening from 7 pm to 10 pm. There was no substantial disparity in the consumption of local versus foreign radio content. Radio Citizen and Radio Jambo emerged as the most popular stations, with Radio Citizen experiencing a slight increase in listenership. Notably, vernacular stations like Inooro, Ramogi Radio, and Kameme FM enjoy considerable popularity due to their localized content.

On newspaper readership, a majority of the surveyed respondents, comprising 74%, do not engage with newspapers, whether in physical or digital formats. Conversely, only 26% reported reading newspapers, marking a slight decrease from 29% in 2022. Regionally, North Eastern, Nyanza, and Nairobi emerged as the top three regions with the highest percentages of newspaper readership, while Eastern exhibited the lowest proportion at 22%. Urban dwellers showed a higher readership percentage (35%) compared to rural inhabitants (21%). There were more males (33%) compared to female readers (18%).

News content remains the top driver at 33% for purchasing newspaper, declining from 45% in 2022. Politics maintains its position at 18%, while interest in sports decreased by 5%, from 17% in 2022 to 12% in 2023. Additionally, most newspaper readers 37% prefer purchasing a hardcopy, which shows a significant decline from 53% in 2022; 21% opted for online or digital subscriptions, representing a 5% increase from the 16% recorded in 2022. Additionally, 18% of respondents indicated reading newspapers in social settings. Notably, surveyed respondents aged 56 years and above predominantly access newspapers through physical copies, while digital natives and millennials show a preference for online platforms.

There was almost a stable trend in the frequency of newspaper purchases; 32% buying once a week, 34% purchasing two to three times a week (which, comparatively, in 2022 was 31%), and 25% buying daily. Leading newspaper brands include The Daily Nation (consumed by some 48%), The Standard (18%), and Taifa Leo (15%), which are primarily relied upon for news, sports updates, and political or current affairs coverage. Other notable brands include The Star, People Daily, The Nairobian, and Business Daily.

The survey revealed fluctuating trends in digital media consumption. At the same time, 52% of respondents visited news websites in 2023, a 1% increase from 51% in 2022 and 12% in 2021. Notably, Tuko.co.ke led as the most frequented news website with 13% of respondents, followed by Citizen Digital (9%) and Mpasho (7%). Smartphones remained the preferred device for media access at 91%, with WhatsApp maintaining its usage at 22%; Facebook saw a slight decline from 23% in 2022 to 19% in 2023. Overall, social media emerged as a vital platform, with 23% of users consuming entertainment content, which is a 3% increase from 2022 and WhatsApp, Facebook, and YouTube being the top three platforms.

The trust in media organisations is primarily anchored by several factors, including their long-standing presence in news reporting (32%), their focus on local news about local people (29%), and their tendency to cover important news (28%). Furthermore, the perceived credibility of these organisations is strengthened by factors such as the experience and knowledge of their staff, presenters, and reporters (23%), as well as their provision of current and breaking news (21%). Other key motivators for trust include consistency in reporting (19%) and the presentation of logical stories (17%).

However, despite the trust placed in media organisations, there are notable concerns among Kenyans regarding the media landscape. Key among these concerns is the spread of fake news (as reported among some 14% of respondents), followed by perceived bias in reporting (12%) and the frequency of advertisements (11%). Interestingly, a significant proportion of respondents, comprising 35%, reported having no concerns about the media. This marks a considerable improvement compared to 2022, where only 13% indicated having no concerns about the media.

1.0. INTRODUCTION & 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, monitor and ensure compliance as set out in Article 34(5) of the Constitution.

1.2. ABOUT THE SURVEY

MCK conducts the state of the Media annually. The council is required by the law, Sec (6)(1)(i) to conduct an annual review of the performance and the general public opinion of the media and publish the results in at least two daily newspapers of national circulation. This survey adheres to this required and goes beyond to interrogate other relevant variables that affect the Kenyan media sector.

1.3. STUDY BACKGROUND

The media landscape in Kenya has undergone significant transformations over the years, influenced by a combination of technological advancements, regulatory changes, economic factors and societal dynamics. As a result, the media environment in the country has become a diverse and dynamic, playing a crucial role in shaping public opinion, fostering dialogue and holding institutions accountable.

Despite its importance, the media industry in Kenya faces several challenges that threaten its sustainability, editorial independence, and freedom of expression. While technological advancements have opened up new avenues for information dissemination and audience engagement, they have also posed challenges in terms of misinformation, disinformation, and digital security threats in the Kenyan Media landscape.

As of 2024, Kenya has a total of 676 licensed broadcasting services, according to a report by the Communications Authority [CA]. However, the operational ones were 246 Tv and 303 FM radio stations, which explains why a previous survey by the Media Council of Kenya [MCK] revealed that television and radio, in that order remain the preferred main source of news for Kenyans. Despite this, these media houses face significant challenges from the digital media, which has disrupted legacy media models and changed the way people consume and interact with content. The rise of the digital media has led to increased competition for audience attention, as well as changes in consumer behaviour, as people now have access to a vast array of content at their fingerprints and are no longer limited to the traditional sources of information. Digital media has led to erosion of trust and credibility in the legacy media. This is due to the abundance of information, coupled with the prevalence of misinformation and disinformation, which has challenged the traditional role of the legacy media as gate keepers of truth, ethics and reliable sources. Additionally, digital media has led to a decline in revenue for legacy media, as people increasingly turn to digital media, and advertisers follow suit, forcing them to find new ways to generate income.

To remain viable in this rapidly evolving media landscape, legacy media has been forced to adopt to new approaches to doing media. This includes embracing digital strategies; many legacy media outlets have established a strong online presence with websites, social media accounts, introduction of firewalls and other digital platforms, allowing them to reach a wider audience and adapt to the changing media landscape. Another way that legacy media has responded to the challenge brought by digital media is by creating content specifically for digital platforms. This has involved producing shorter, more visually oriented content, as well as leveraging social media influencers to reach a wider audience.

In response to the proliferation of dis/misinformation, legacy media has prioritised fact-checking and combating misinformation by investing in fact- checking desks and technologies to verify accuracy of news stories and debunk false claims. While this is limited by challenges related to financial disposition, it errands a new era for legacy media. Finally, legacy media can also leverage data and analytics to better understand their audience and tailor their content and marketing strategies accordingly. This will enable them to identify trends and preferences, ensuring that they make informed decisions about the content they produce and the channels they use to reach their audience.

It is evident that while there have been notable improvements in the industry, there are still areas of concern that require attention. Our monitoring team has identified several issues including instances where the content produced by some media houses does not meet the expectations of the audience – maybe laden with innuendos, imbalanced coverage or lazy inaccuracies. To address this issue, the survey recommends that media outlets should diversify their content to cater for varying interests and demographics and to strengthen their resources on the fact-checking strategies. Additionally, embracing a digital presence fully will help engage with a younger audience and reach a wider audience, who are increasingly consuming media online. Furthermore, this survey outlines that media outlets should prioritise ethical journalism practices, including accuracy, fairness, transparency and important principles like the right of reply and balanced coverage to build trust and credibility of their audiences. By implementing these key issues, media houses can better improve the quality of their content and better serve their audience.

Media sustainability is another critical issue in Kenya, as many media outlets struggle to remain financially viable. High operating costs, limited advertising revenue and the rise of digital media have made it extremely difficult for transnational media outlets to survive. Some journalists from well-known media companies haven't been paid in months because of these financial struggles. Others are already offering lucrative sendoff packages to senior executives and editors to exit.

Editorial independence is also a significant challenge facing the Kenyan Media. Many media outlets are influenced by political or commercial interests, which can compromise their ability to provide unbiased and objective reporting. This has led to a decline in the public trusts in the media, as many Kenyans perceive the media as biased or unreliable.

Freedom of expression is a fundamental right that has been significantly impacted in the Kenyan Media Landscape. This right is often undermined by various actors, including by government censorship, politicians, Media owners, civil society and online platforms. As a result, journalists and media practitioners have faced harassment, intimidation, and even violence for their reporting, which has led to decline in the number of journalists willing to take on controversial or critical issues.

Against this backdrop, the State of the Media Survey 2023 sought to provide a comprehensive assessment of various aspects of the media ecosystem in Kenya. These include evaluating the performance of different media platforms, analysing audience preferences and consumption patterns, assessing the regulatory framework governing the media sector, and identifying emerging trends and best practices.

The survey also examined the socio-economic factors influencing media consumption, the impact of digitalisation on traditional media outlets, and the role of social media in shaping public discourse.

By undertaking this survey, MCK aimed to generate valuable insights that can inform policy formulation, regulatory interventions, and capacity-building initiatives aimed at strengthening the media sector specifically and press freedom in general. Ultimately, the goal is to foster a media environment that upholds the principles of democracy, transparency, accountability, and public service.

Concisely, the State of the Media Survey 2023 represents a critical initiative aimed at understanding the evolving dynamics of the media landscape in Kenya and charting a course for its sustainable development in the years to come.

1.4. OBJECTIVES OF THE SURVEY

The goal of this survey was to conduct an annual comprehensive review of the media's performance and public opinion. The Media Council of Kenya undertakes this task through annual surveys.

General Objective: To determine the overall state of the media in Kenya based on determined specific variables.

Specific Objectives

- Gauge the level of Trust Kenyans have in the media.
- Ascertain the main sources of news for Kenyans.
- Establish various indicators in the usage of internet, digital and social media platforms in Kenya.
- Understanding the Content consumed Online.
- Conduct a prognosis of radio viability in Kenya.
- Establish the number of Kenyans using broadcast media platforms.
- Determine the number of Kenyans using print media platforms.
- Most Visited News Websites.
- Concerns and Highlights about media 2023.
- Establish the extent of AI penetration in mainstream media in Kenya (published in a separate report).

1.5. SCOPE OF THE WORK

The study was conducted nationally, covering all 47 counties of Kenya. The survey was underpinned by a quantitative survey using a technology driven data collection approach, Computer Assisted Telephonic Interview (CATI) and Computer Assisted Personal Interviews (CAPI) based on convenience and cost efficiency. The survey entailed a semi structured interview tool (questionnaire), which allowed for in depth- analysis of various aspects of the media lands cape in Kenya. The survey was conducted nationally, which ensured that the findings are representative of the entire country.

2.0. SURVEY APPROACH & METHODOLOGY

2.1. RESEARCH DESIGN

The study adopted a quantitative approach, which entailed a hybrid of Computer-Assisted Telephone Interviews (CATI) and Computer-Assisted Personal Interviews (CAPI).

1. A QUANTITATIVE APPROACH: A hybrid system comprising both Computer Assisted Telephone Interviews (CATI) and Computer Assisted Personal Interviews (CAPI) with Members of Public.

2. RATIONALE: Face-to-face interviews is to ensure no one is disadvantaged due to poor mobile network connectivity in some counties.

2.2. QUANTITATIVE RESEARCH

Both CATI and CAPI approaches were used for the study. Data collection was conducted through CATI in 41 of the 47 counties. This approach entailed the 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 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 centre agents with members of the public above 15 years across the 41 counties using the CATI technology. The respondents were selected through Random Digit Dialling (RDD). Computer Assisted Personal Interviewing (CAPI) was used to collect data in the remaining 6 counties, and respondents were sampled through a random sampling method.

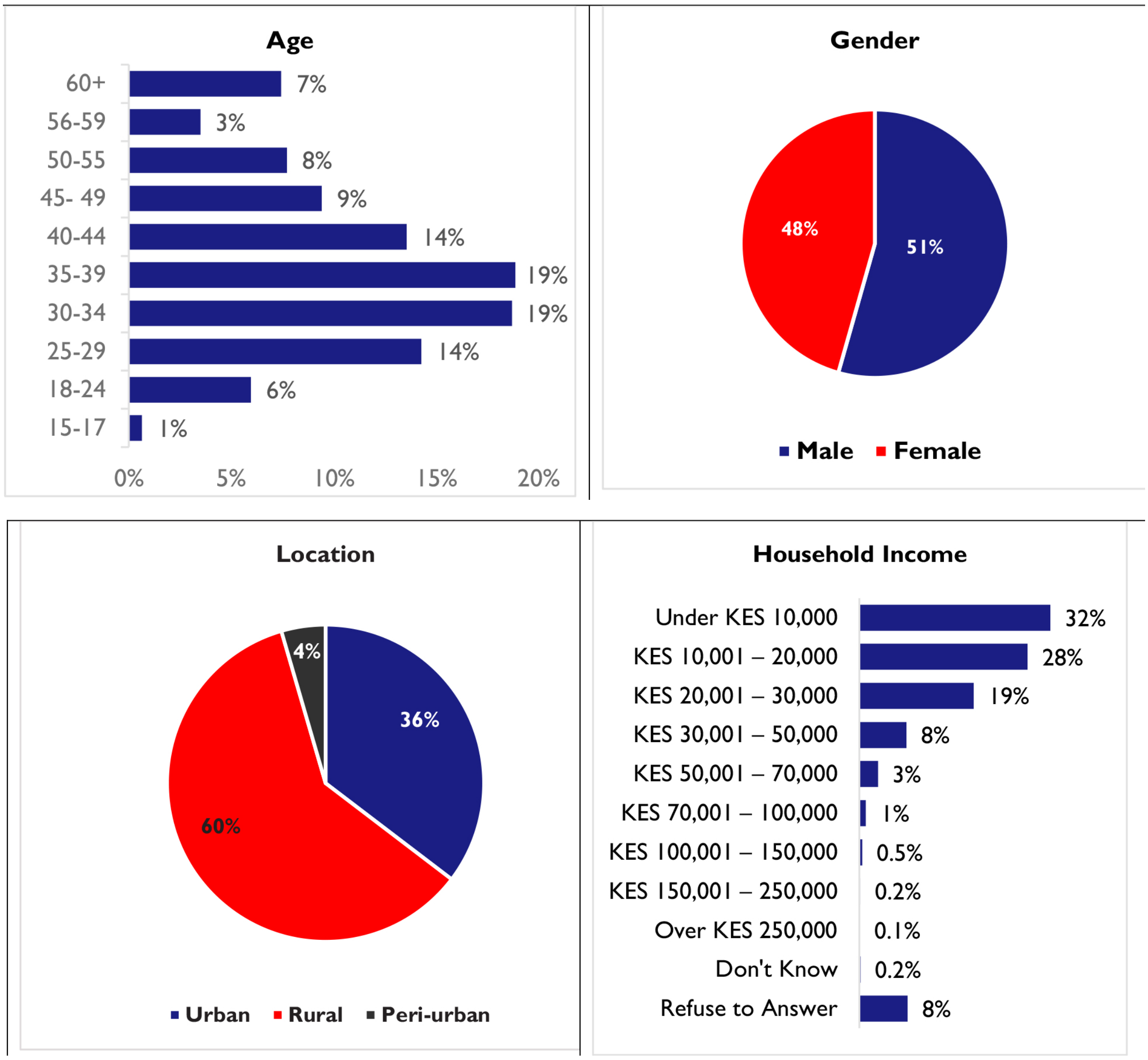
3.0. SURVEY FINDINGS

3.1. RESPONDENTS' PROFILE

Out of the 3,580 respondents surveyed, 60% reside in rural areas, while 36% reside in urban areas. Those from peri-urban settings constitute 4% of the total sample size. Regarding gender distribution, 48% identified as female, whereas 51% identified as male. The predominant age groups were 30 - 34 years and 35 - 39 years, each representing 19% of the total responses, followed by individuals aged 25 - 29 years and 40 - 44 years, both at 14%. Respondents below 18 years and above 60 years accounted for 1% and 7% of the total responses, respectively.

Regarding employment status, 31% of respondents were self-employed in the informal sector, and another 15% were self-employed in the formal sector. Additionally, 24% were unemployed, while an equal percentage were employed. Students comprised 3% of the surveyed population.

In terms of income, 32% reported a household income of less than 10,000 shillings per month, while 28% earned between 10,001 and 20,000 shillings per month. Further details are provided in the accompanying figure 1.



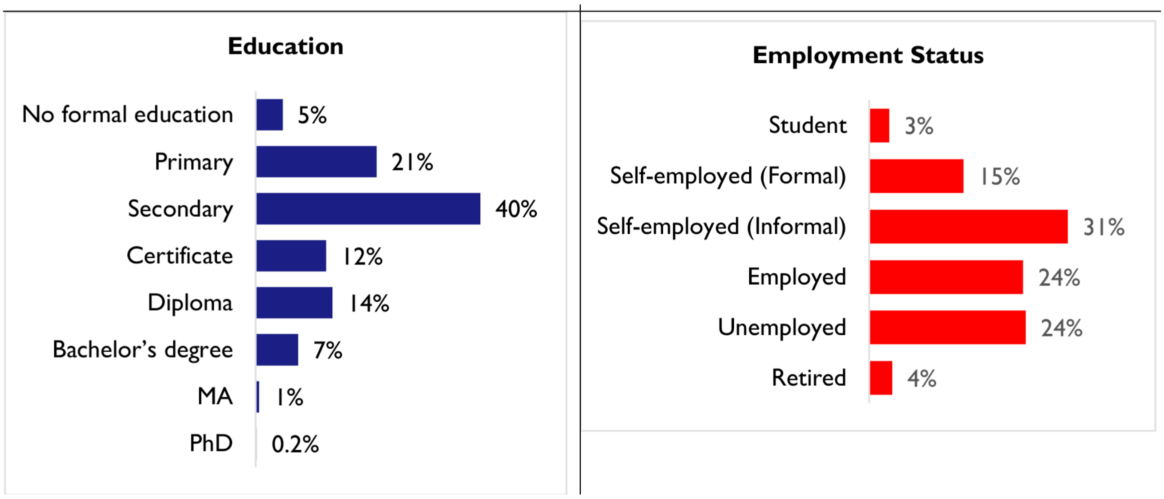


Figure 1: Respondents' Profile

3.2. MEDIA CONSUMPTION

The survey sought insights on media consumed within the past week to the interview where 33% reported that they consumed content from TV, 32% from Radio, and 18% from social media. These findings were significantly consistent with those of 2022, as presented below.

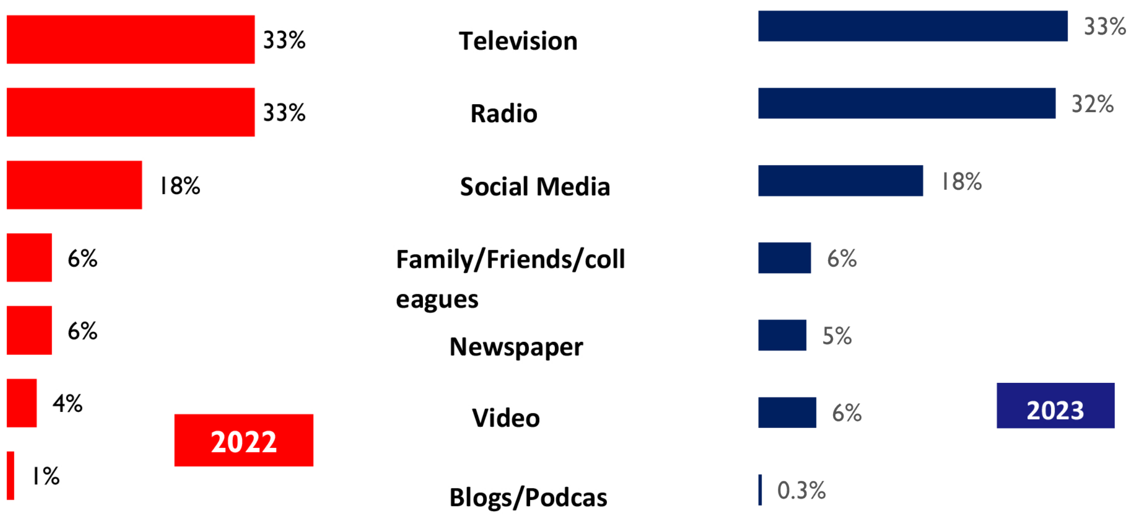


Figure 2: Media Consumption

Qn. In the past week, did you consume any of the following media?

Regionally, television (33%) was the most consumed media across all regions, with Central topping with 36% viewership, followed by Radio and social media across all regions respectively, as illustrated below.

	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
N	368	164	533	431	922	364	455	343	**3580**
Television	31%	24%	35%	36%	34%	33%	33%	32%	**33%**
Radio	29%	27%	34%	32%	33%	37%	33%	24%	**32%**
Social media	17%	17%	17%	16%	16%	17%	19%	24%	**18%**
Family/friends/colleagues	7%	9%	5%	5%	6%	5%	5%	4%	**6%**
Newspapers	5%	4%	4%	4%	5%	5%	6%	8%	**5%**
Online news websites and blogs	4%	3%	3%	3%	3%	2%	2%	3%	**3%**
Music Streaming Services	3%	7%	1%	1%	1%	0.1%	0.3%	2%	**1%**
Magazine	2%	1%	1%	1%	1%	1%	1%	1%	**1%**
Video streaming platforms	1%	1%	1%	1%	1%	0.3%	0.5%	1%	**1%**
Podcasts	0.1%	5%	-	-	0.0%	-	0.1%	0.1%	**0.3%**
Books	1%	0.4%	0.3%	0.3%	0.1%	0.1%	-	0.1%	**0.2%**

Table 1: Media consumption by region

Qn. In the past week, did you consume any of the following media?

In terms of age, the 30–39-year-old consumed the highest percentage of television media accounting for (33%) of the total consumption. In contrast, the 56-59-year-old consumed the highest radio media with (45%) of the total consumption. On the other hand, 18-34-year-old consumed the highest percentage of social media, indicating a strong preference for digital media platforms among the younger demographics as presented below.

	15-17	18-24	25-29	30-34	35-39	40-44	45-49	50-55	56-59	60+	Total
n	23	213	511	669	675	485	337	276	125	266	**3580**
Television	30%	33%	32%	33%	34%	33%	33%	37%	30%	33%	**33%**
Radio	43%	27%	28%	29%	30%	30%	37%	37%	45%	43%	**32%**
Social media	7%	26%	21%	21%	18%	17%	13%	12%	11%	10%	**18%**
Family/friends/colleagues	14%	3%	5%	5%	7%	7%	7%	5%	6%	6%	**6%**
Newspapers	-	4%	6%	5%	5%	5%	6%	4%	4%	6%	**5%**
Online news websites and blogs	2%	4%	3%	3%	3%	3%	2%	2%	3%	2%	**3%**
Music Streaming Services	5%	2%	2%	2%	2%	2%	1%	1%	-	0.2%	**1%**
Magazine	-	1%	1%	1%	1%	2%	1%	1%	1%	0.2%	**1%**
Video streaming platforms	-	1%	1%	1%	1%	1%	0.3%	1%	-	0.2%	**1%**
Podcasts	-	-	0.3%	0.8%	0.4%	0.2%	0.3%	0.4%	-	-	**0.3%**
Books	-	0.4%	0.5%	0.1%	0.3%	0.2%	0.4%	-	-	-	**0.2%**

Table 2: Media consumption by age

Qn. In the past week, did you consume any of the following media?

Regarding gender, there were no notable differences observed among individuals consuming television, radio, and social media. However, in terms of location, television had a comparable percentage of 33% across both rural and urban areas, while radio exhibited higher consumption in rural areas (37%) compared to urban areas (25%). Conversely, social media was more frequently consumed in urban settings (21%) than in rural areas (15%), as illustrated below.

	Male	Female	Urban	Rural	Peri-urban	Total
n	1839	1733	1275	2145	160	**3580**
Television	32%	34%	33%	33%	32%	**33%**
Radio	31%	33%	25%	37%	25%	**32%**
Social media	18%	17%	21%	15%	21%	**18%**
Family/friends/colleagues	5%	6%	5%	6%	6%	**6%**
Newspapers	6%	4%	7%	4%	5%	**5%**
Online news websites and blogs	3%	3%	4%	2%	5%	**3%**
Music Streaming Services	1%	1%	2%	1%	2%	**1%**
Magazine	1%	1%	1%	1%	2%	**1%**
Video streaming platforms	1%	1%	1%	0.4%	2%	**1%**
Podcasts	0.4%	0.2%	0.1%	0.5%	-	**0.3%**
Books	0.3%	0.2%	0.3%	0.2%	-	**0.2%**

Table 3: Media consumption by gender & location

Qn. In the past week, did you consume any of the following media?

Television remains the primary source of news among respondents, with 47% in the 2023 survey, a marginal increase from 46% in the 2022 survey. Radio closely follows at 31%, consistent with the figure of 33% reported in 2022. Overall, the 2023 survey indicates a notable preference for traditional media, accounting for 80% of consumption, with digital media comprising the remaining 20%.

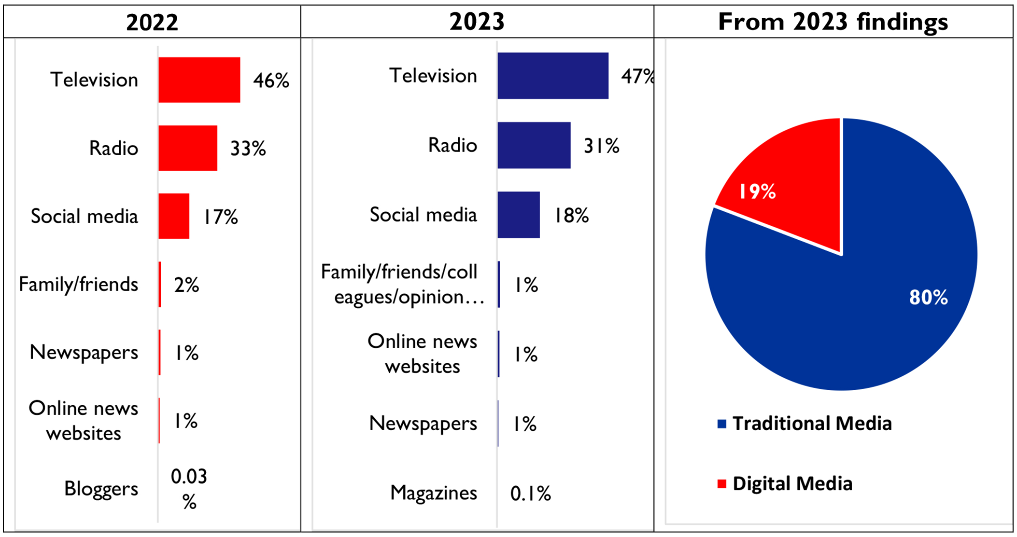


Figure 3: Main Source of news

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

3.3. TV CONTENT CONSUMPTION

The findings reveal that at least 22% of the respondents do not watch TV. While this represents a slight increase from the 20% reported in 2022, it marks a notable decline from the 42% recorded in 2021.

The survey identifies diverse patterns among viewers regarding the duration of television consumption. Approximately 27% of respondents dedicate 1-2 hours to watching TV, while 20% allocate 3-4 hours for this activity. Moreover, 15% of participants spend 30 minutes to 1 hour consuming television content, with an additional 12% engaging in viewing sessions exceeding 4 hours daily.

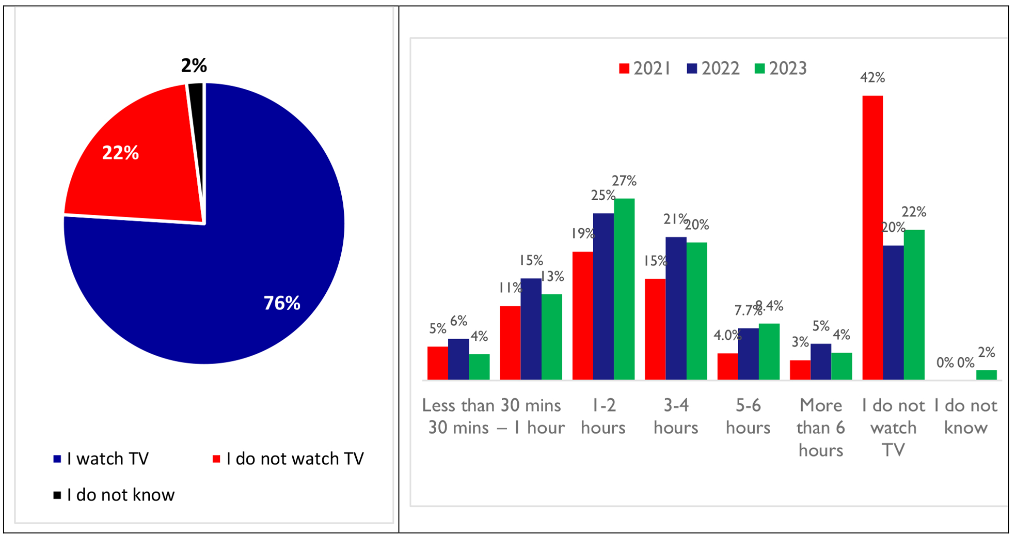


Figure 4: TV Viewership and Time spent watching TV

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

In terms of region, the media survey established that a significant proportion of respondents who mentioned that they do not watch TV were from Western (33%), Rift Valley (27%) and Nyanza (23%).

	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
N	368	164	533	431	922	364	455	343	3580
Less than 30 mins	7%	2%	7%	3%	3%	2%	3%	4%	4%
30 mins – 1 hour	14%	16%	14%	13%	12%	11%	13%	12%	13%
1-2 hours	27%	23%	24%	30%	26%	23%	31%	29%	27%
3-4 hours	17%	15%	21%	24%	20%	21%	22%	21%	20%
5-6 hours	7%	10%	10%	9%	9%	7%	8%	6%	8%
More than 6 hours	7%	10%	5%	4%	3%	3%	0.4%	6%	4%
I do not watch TV	15%	7%	20%	17%	27%	33%	23%	22%	22%
I don't know	6%	16%	1%	-	0.2%	-	-	-	2%

Table 4: Time spent watching TV by Region

n=3580

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

The survey found that the highest proportions of individuals who do not watch television were observed among two age cohorts: those aged 50 years and above and digital natives aged 15 to 24. Compared to other age groups, these demographics displayed a notable preference for alternative media consumption habits.

	15-17	18-24	25-29	30-34	35-39	40-44	45- 49	50-55	56-59	60+	Total
n	213	511	669	675	485	337	276	125	266	23	3580
Less than 30 mins	4%	5%	4%	3%	4%	2%	5%	4%	4%	9%	4%
30 mins – 1 hour	15%	16%	13%	14%	14%	9%	11%	10%	7%	9%	13%
1-2 hours	27%	26%	30%	28%	28%	28%	23%	19%	21%	17%	27%
3-4 hours	18%	20%	22%	22%	19%	21%	22%	17%	17%	13%	20%
5-6 hours	6%	9%	8%	9%	10%	7%	9%	5%	9%	13%	8%
More than 6 hours	1%	5%	3%	4%	4%	4%	4%	6%	6%	13%	4%
I do not watch TV	28%	19%	17%	20%	21%	27%	24%	34%	35%	-	22%
I don't know	-	2%	3%	1%	0.4%	1%	2%	5%	1%	26%	2%

Table 5: Time spent watching TV by Age

n=3580

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

In terms of location and gender, rural respondents exhibited a higher proportion (26%) of non-TV viewers compared to their urban counterparts (16%). Additionally, the data reveals a slight predominance of females (24%) not watching television compared to males (21%), as depicted in the table below:

	Male	Female	Urban	Rural	Peri-urban	Total
n	1839	1733	1275	2145	160	3580
Less than 30 mins	4%	4%	5%	3%	4%	4%
30 mins – 1 hour	14%	12%	13%	12%	14%	13%
1-2 hours	29%	25%	30%	25%	28%	27%
3-4 hours	21%	20%	22%	19%	23%	20%
5-6 hours	8%	9%	8%	8%	9%	8%
More than 6 hours	3%	5%	6%	3%	4%	4%
I do not watch TV	21%	24%	16%	26%	18%	22%
I don't know	1%	2%	0%	2%	1%	2%

Table 6: Time spent watching TV by Gender and Location

n=3580

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

3.3.1. Access to Television

The results reveal that a significant majority of respondents, constituting at least 45%, utilise set-top boxes for television access, whether for free-to-air or pay TV services. This reflects a notable decrease of 20% from the findings in 2022. Additionally, 24% of respondents now utilise digital TV or apps for access in 2023, marking a considerable 20% increase from the 4% reported in 2022. Meanwhile, 19% continue to opt for digital or online platforms in both 2023 and 2022. Merely 1% of respondents access television through social venues.

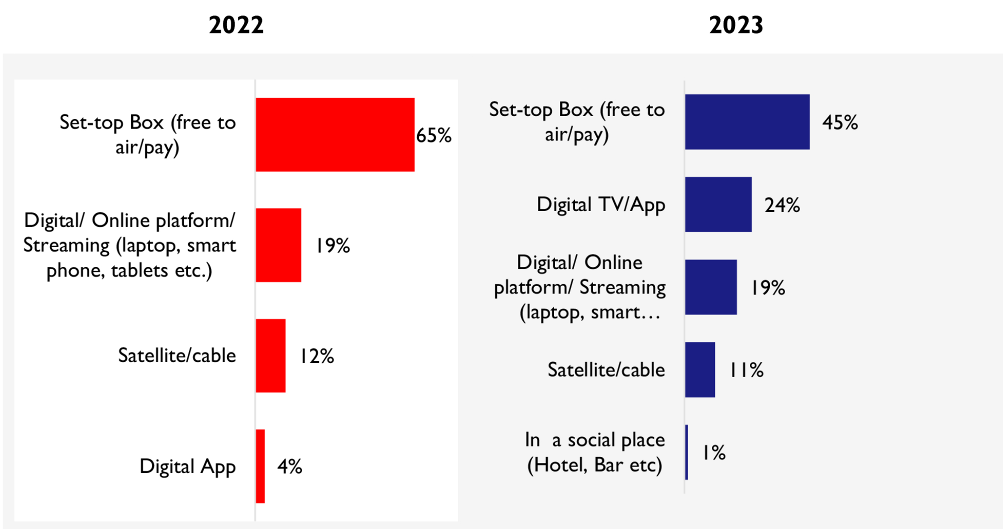


Figure 5: Mode of accessing TV

n= 2729, those who watch TV-2023

Q. How do you access TV?

In terms of regional variations, surveyed respondents from Western (58%) and Eastern (55%) regions exhibit a higher reliance on set-top boxes compared to other regions. Conversely, respondents from the North Eastern region predominantly rely on digital/ online platforms/streaming services (36%) in accessing television content. Further details of these regional trends are outlined below:

Table 7: Mode of accessing TV by Region

	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
n	291	125	423	356	670	245	350	269	**2729**
Set-top Box (free to air/pay)	50%	20%	55%	55%	47%	58%	37%	28%	**45%**
Digital TV/App	20%	22%	22%	24%	27%	23%	27%	25%	**24%**
Digital/ Online platform/ Streaming (laptop, smartphone, tablets etc.)	15%	36%	15%	15%	14%	9%	25%	30%	**19%**
Satellite/cable	15%	21%	7%	6%	10%	9%	10%	17%	**11%**
In a social place (Hotel, Bar, etc.)	1%	0.5%	2%	1%	2%	1%	1%	1%	**1%**

n= 2729, those who watch TV

Q. How do you access TV?

3.3.2. Most Watched TV Station

Citizen TV emerges as the leading television station in terms of viewership across the three years under analysis. In 2023, it commanded a significant viewership share of 60%, marking a notable increase from 36% in 2022, again, up from 27% in 2021. This upward trend reflects a substantial improvement of 25% from 2022. Conversely, all other television stations experienced a decline in viewership compared to the preceding year, as illustrated in the chart below. Except for the Citizen TV that has seen more than double its numbers, viewership of all other TV stations reduced again to single digits in the past three years, after a slight improvement in 2022.

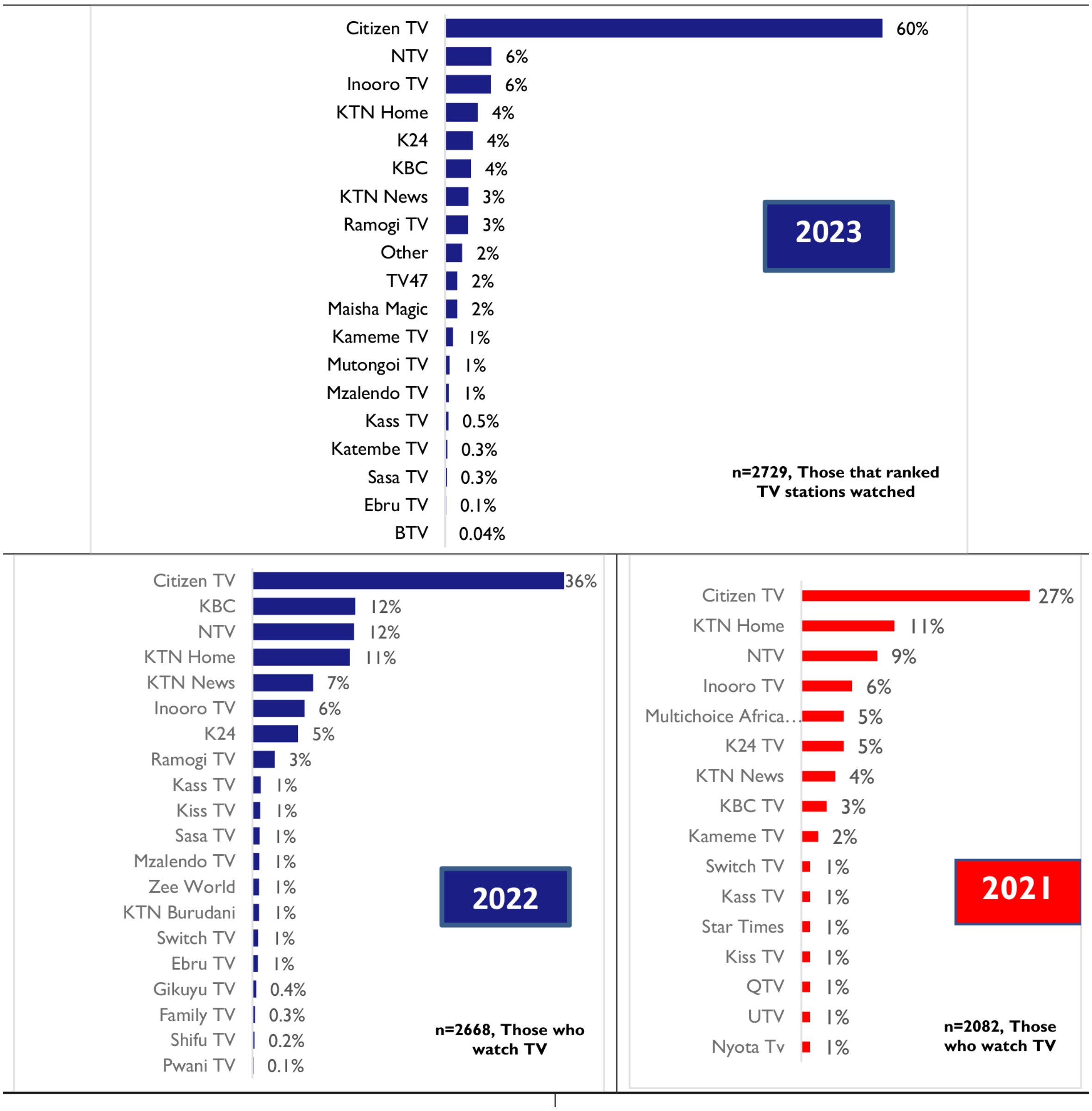


Figure 6: Most watched TV stations

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

The table below presents findings by gender and age.

Table 8: Most watched TV station by Gender and Location.

	Male	Female	Urban	Rural	Peri-urban	Total
n	1434	1288	1067	1532	130	2729
Citizen TV	62%	58%	57%	62%	60%	60%
NTV	6%	7%	9%	5%	9%	6%
Inooro TV	5%	7%	5%	8%	5%	6%
KTN Home	4%	5%	5%	4%	3%	4%
K24	4%	4%	5%	3%	2%	4%
KBC	4%	3%	3%	4%	2%	4%
KTN News	4%	3%	3%	3%	8%	3%
Ramogi TV	3%	3%	3%	3%	2%	3%
Other	2%	2%	2%	2%	3%	2%
TV47	2%	1%	3%	1%	-	2%
Maisha Magic	1%	2%	3%	1%	1%	2%
Kameme TV	1%	1%	1%	1%	2%	1%
Mutongoi TV	1%	1%	0.4%	1%	-	1%
Mzalendo TV	0.3%	1%	0.4%	1%	2%	1%
Kass TV	0.3%	1%	0.4%	1%	-	0.5%
Katembe TV	0.4%	0.2%	-	0.4%	2%	0.3%
Sasa TV	0.3%	0.2%	0.4%	0.2%	-	0.3%
Ebru TV	0.1%	0.2%	0.3%	0.1%	-	0.1%
BTV	0.1%	-	-	0.1%	-	0.04%

n=2729, those that ranked TV stations watched

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

RADIO CONTENT CONSUMPTION

According to the survey results, 75% of Kenyans engage with radio content, a slight decrease from 78% in 2022. Among these individuals, 40% allocate between 1 and 4 hours to consuming radio content, while 16% spend less than an hour doing so. Remarkably, the percentage of Kenyans who do not listen to the Radio has risen by 3 percentage points, from 22% in 2022 to 25% in 2023.

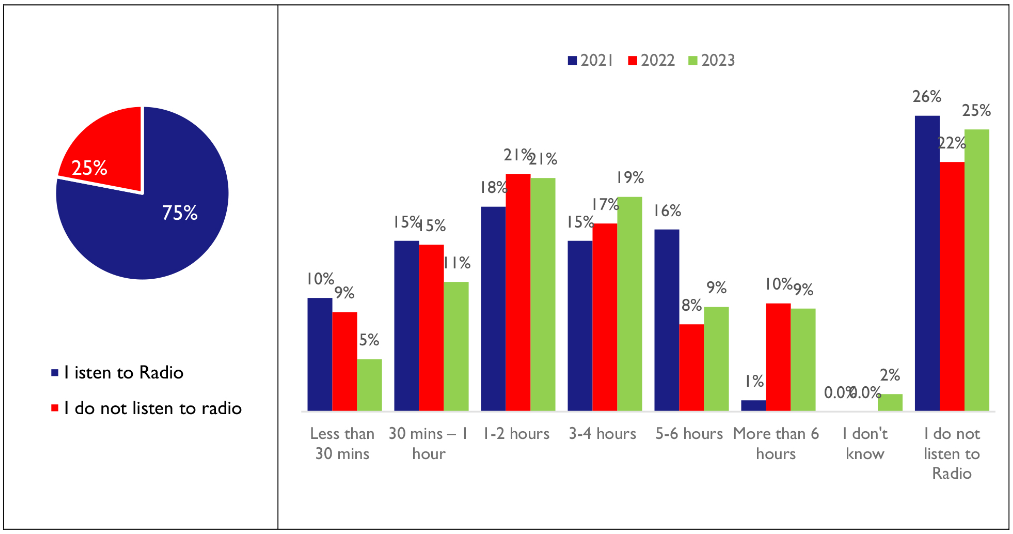


Figure 7: Radio Listenership and Time Spent listening to radio

n=3580

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

When compared to other regions, respondents surveyed from Nairobi (32%), Central (31%), Western (28%), and Rift Valley (25%) demonstrate the highest proportions of individuals who do not listen to the Radio, as illustrated beneath.

	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
n	368	164	533	431	922	364	455	343	3580
Less than 30 mins	9%	5%	6%	5%	4%	2%	2%	3%	5%
30 mins – 1 hour	12%	17%	11%	12%	12%	8%	9%	13%	11%
1-2 hours	14%	29%	18%	17%	21%	19%	28%	21%	21%
3-4 hours	19%	10%	19%	17%	19%	25%	20%	17%	19%
5-6 hours	9%	10%	11%	6%	9%	9%	11%	8%	9%
More than 6 hours	7%	7%	11%	11%	9%	8%	9%	6%	9%
I do not listen to Radio	23%	8%	22%	31%	25%	28%	21%	32%	25%
I don't know	7%	13%	1%	-	0%	-	-	-	2%

Table 9: Time spent listening to Radio by Region

n=3580

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

In terms of gender, more females (26%) than males (23%) do not listen to the Radio, whereas in terms of location, more urban (33%) than their rural (19%) counterparts do not listen to the Radio, as presented below.

Table 10: Time spent listening to Radio by Gender and Location

	Male	Female	Urban	Rural	Peri-urban	Total
n	1839	1733	1275	2145	160	3580
Less than 30 mins	5%	4%	5%	4%	6%	5%
30 mins – 1 hour	11%	12%	13%	10%	14%	11%
1-2 hours	22%	19%	21%	21%	16%	21%
3-4 hours	19%	19%	16%	21%	13%	19%
5-6 hours	9%	10%	6%	11%	8%	9%
More than 6 hours	10%	8%	6%	11%	7%	9%
I do not listen to Radio	23%	26%	33%	19%	34%	25%
I don't know	1%	2%	0%	2%	3%	2%

n=3580

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

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

Table 11: Time spent listening to Radio by Age

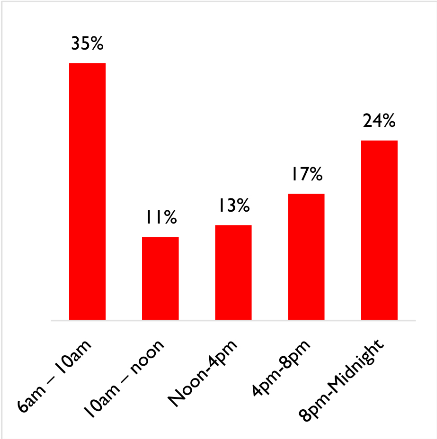
	15-17	18-24	25-29	30-34	35-39	40-44	45- 49	50-55	56-59	60+	Total
n	213	511	669	675	485	337	276	125	266	23	3580
Less than 30 mins	7%	7%	4%	3%	3%	6%	4%	5%	4%	13%	5%
30 mins – 1 hour	10%	14%	13%	11%	12%	10%	11%	6%	9%	22%	11%
1-2 hours	17%	17%	23%	22%	22%	21%	18%	16%	21%	30%	21%
3-4 hours	12%	15%	18%	20%	19%	23%	22%	22%	21%	17%	19%
5-6 hours	8%	6%	8%	11%	10%	11%	10%	14%	10%	4%	9%
More than 6 hours	6%	10%	6%	7%	8%	11%	13%	17%	16%	9%	9%
I do not listen to Radio	40%	30%	23%	26%	26%	18%	22%	18%	20%	-	25%
I don't know	1%	2%	4%	1%	1%	0.3%	1%	2%	-	4%	2%

n=3580. Qn. In a typical day, how long do you spend listening to Radio?

3.3.3. Time of Radio Listenership

Inquiring about preferred listening times, 33% of respondents disclosed that they tune in between 6:00 AM and 9:00 AM, compared to 35% in 2022 who tune in between 6-10 am, while 27% prefer listening between 7:00 PM and 10:00 PM. This suggests a pattern where people predominantly listen to the Radio during early mornings and evenings.

2022



2023

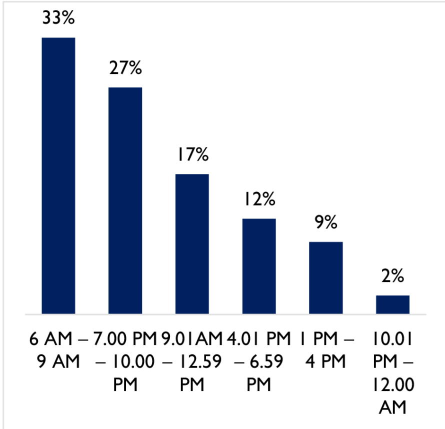


Table 12: Time when the Radio is listened to

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

3.3.4. Listening Trends for Local and Foreign Radio Contents

The survey revealed that there was no substantial disparity in the consumption of local versus foreign radio content. Among news programs, 16% of respondents favour local content, while 15% engage with foreign news content. In terms of entertainment programming, 14% prefer local content, whereas 16% consume foreign content. Furthermore, religious content garners significant listenership, with 13% opting for local programs and 12% tuning into foreign content, as outlined below.

Table 13: Local and Foreign Radio content listened to

	LOCAL CONTENT	FOREIGN CONTENT
n	2589	1935
News (general, sports, politics, business, etc.)	16%	15%
Entertainment (Music, movies, comedy, soaps, drama)	14%	16%
Religious content (sermons, live services etc.)	13%	12%
Talk shows and interviews	11%	10%
Education programmes	10%	10%
Live Sports/sports shows/sports events	10%	13%
Live events	10%	9%
Children programmes	8%	8%
Documentaries (features/radio magazines)	8%	8%

n= 2589, those who listen to the Radio

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

3.3.5. Most Listened to Radio Stations

Radio Citizen and Radio Jambo emerged as the most widely listened to radio stations across the three years (2021, 2022 and 2023 survey periods) across different demographics such as gender, region, and age. Additionally, the most favoured radio stations in Kenya include Radio Citizen (22%), experiencing a slight increase from previous years (18% in 2021 and 12% in 2020), followed by Radio Jambo (14%), which saw a decrease from 16% in 2022. Radio Maisha (11%) also holds a notable position. The study reveals that vernacular radio stations like Inooro (5%), Ramogi Radio (4%), and Kameme FM (3%) enjoy considerable popularity among Kenyan listeners due to their content's resonance with local dialects and culture. Other prominent radio stations include Classic 105, Radio 47, and Milele FM, among others, as depicted below.

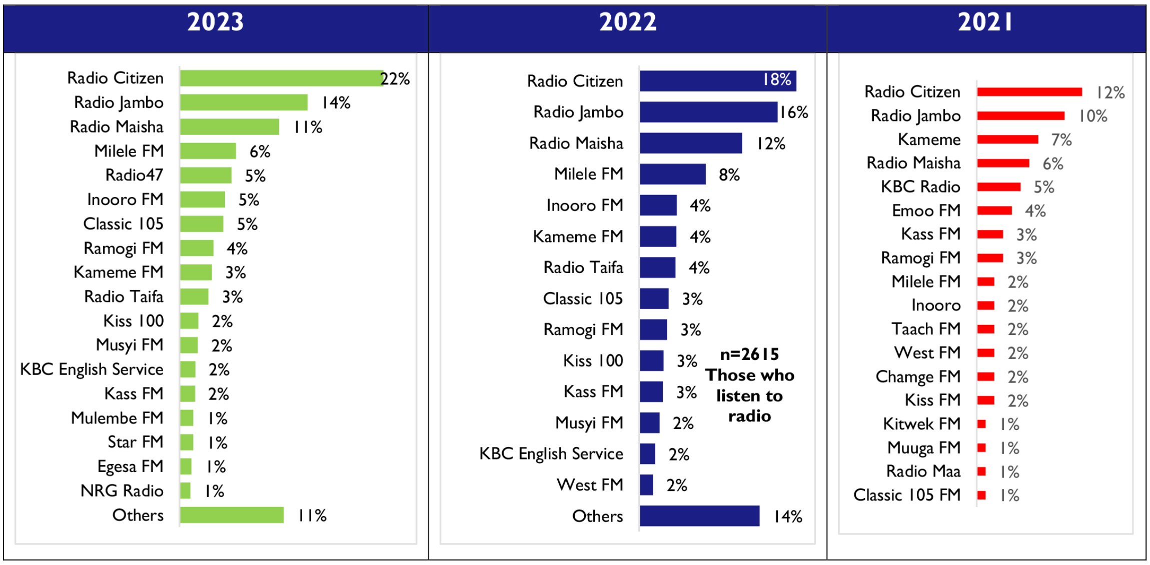


Figure 8: Most listened-to radio stations

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

The survey revealed that, in terms of gender, top radio stations such as Radio Citizen are subscribed to mostly by slightly more males (23%) than their female counterparts (20%). However, no significant difference was observed between rural and urban residents in terms of radio station subscriptions. The table below provides detailed statistics on the key fundamentals by gender and location for the top-listened-to radio stations.

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

	Male	Female	Urban	Rural	Peri-urban	Total
Total	1380	1235	853	1670	98	2621
Radio Citizen	23%	20%	21%	22%	23%	22%
Radio Jambo	13%	15%	14%	13%	13%	14%
Radio Maisha	10%	11%	11%	10%	14%	11%
Milele FM	6%	6%	5%	6%	6%	6%
Radio47	6%	5%	7%	5%	5%	5%
Inooro FM	4%	5%	4%	5%	5%	5%
Classic 105	5%	5%	9%	3%	4%	5%

Ramogi FM	4%	4%	3%	4%	3%	4%
Kameme FM	3%	4%	3%	4%	4%	3%
Radio Tarifa	3%	3%	4%	3%	2%	3%
Kiss 100	2%	2%	4%	1%	4%	2%
Music FM	2%	2%	1%	3%	1%	2%
KBC English Service	2%	1%	2%	2%	0.4%	2%
Kass FM	1%	2%	1%	2%	2%	2%
Mulembe FM	1%	2%	1%	2%	2%	1%
Star FM	1%	2%	1%	2%	1%	1%
Egesa FM	1%	1%	1%	1%	3%	1%
NRG Radio	1%	1%	2%	1%	2%	1%
Others	11%	11%	8%	13%	6%	11%

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

3.4. NEWSPAPERS CONTENT CONSUMED

The survey established that at least seven in ten survey respondents (74%) do not read newspapers (either physical or digital versions). On the other hand, only 26% mentioned that they do read newspapers. This represents a slight decrease of 3% in the number of newspaper readers, from 29% in 2022 to 26% in 2023.

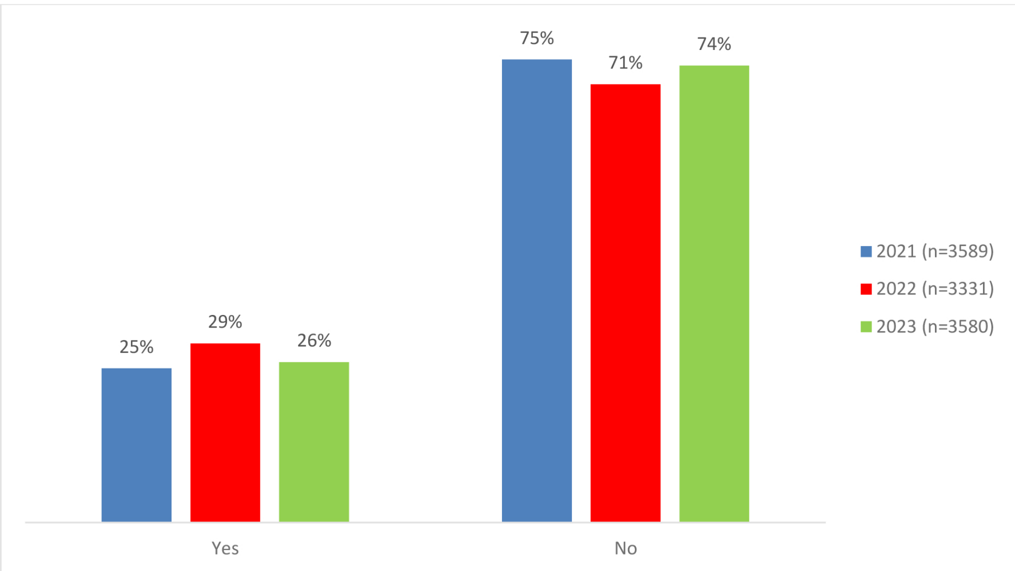


Figure 9: Newspaper content consumed

n=3580. Qn. In a typical week, do you read newspapers?

North Eastern (30%), Nyanza (30%), and Nairobi (29%) emerge as the top three regions with the highest percentages of newspaper readership. Conversely, Eastern (22%) exhibits the lowest proportion in this regard.

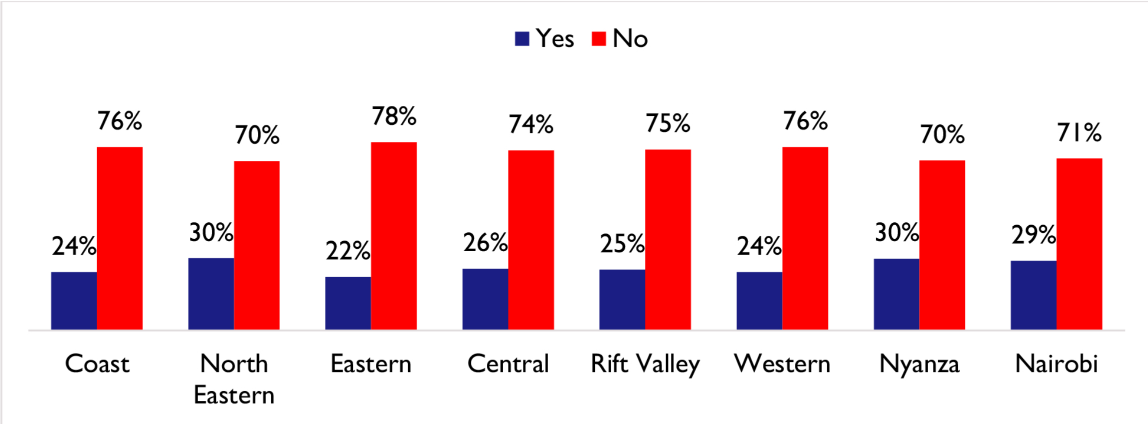


Figure 10: Newspaper readership by Region

n= 3580, those who read newspapers. Qn. In a typical week, do you read newspapers?

In terms of geographic location, urban dwellers (35%) exhibit a higher consumption percentage for newspapers compared to rural inhabitants (21%). Regarding gender distribution, the survey reveals a higher proportion of male readers (33%) compared to female readers (18%), as depicted on figure 11 beneath.

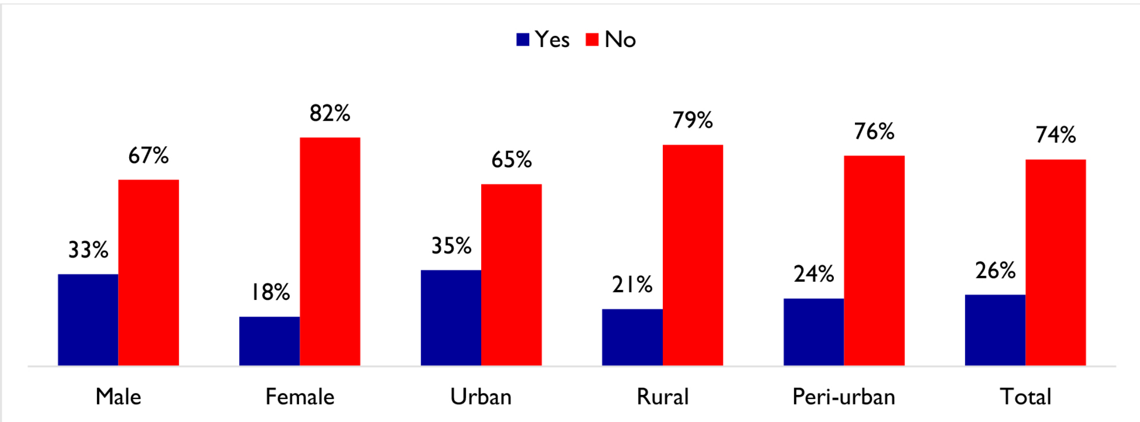


Figure 11: Newspaper Readership by Gender and Location

n= 3580, those who read newspapers

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

3.4.1. Drivers to Purchase/Read a Newspaper

The primary motivations for purchasing or reading newspapers are as follows: news content remains the top driver at 33%, although declining from 45% in 2022. Politics maintains its position at 18%, while interest in sports decreased by 5%, from 17% in 2022 to 12% in 2023. Additional drivers are depicted in the figure 12.

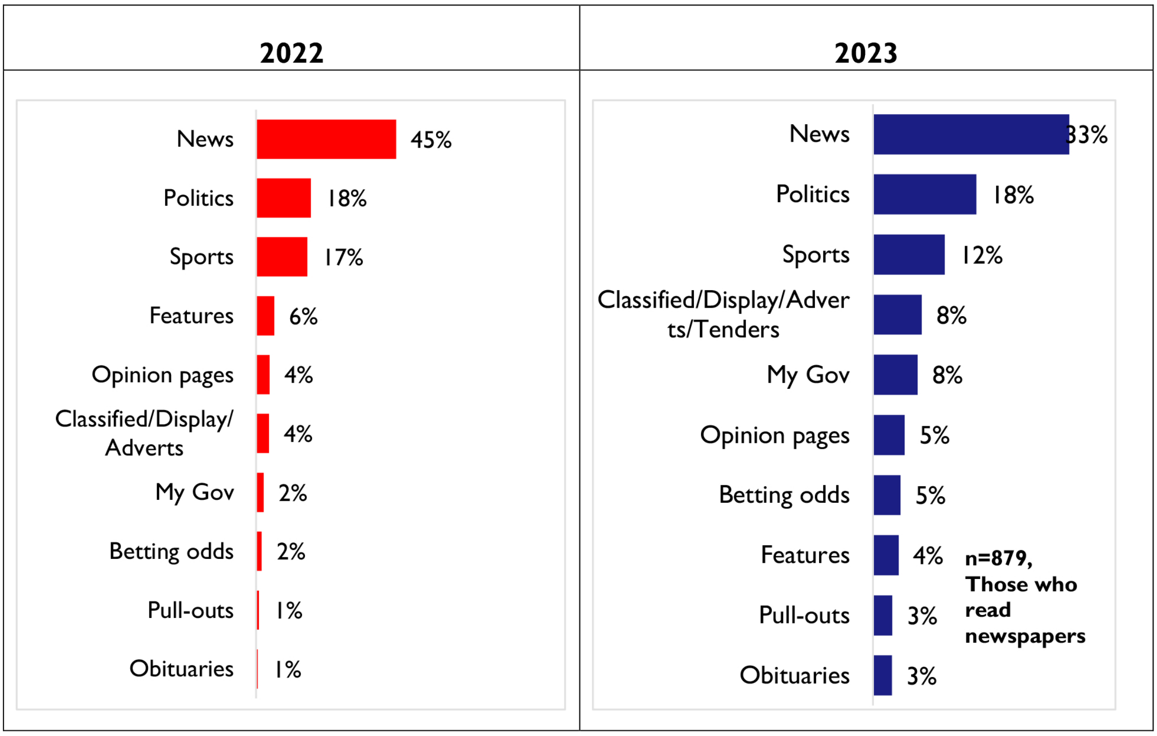


Figure 12: Drivers to Purchase/Read a Newspaper

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

3.4.2. Access to Newspapers

Among individuals who engage in newspaper reading, it was revealed that 37% prefer purchasing a hard copy, which shows a significant decline from 53% in 2022.

Meanwhile, 21% opt for online or digital subscriptions, representing a 5% increase from the 16% recorded in 2022. Additionally, 18% of respondents indicate reading newspapers in social settings, with an additional 15% obtaining them from vendor selling points. Noteworthy is the fact that a substantial majority of hardcopy purchasers hail from the Coast (55%) and Eastern (51%) regions. as presented in the figure below.

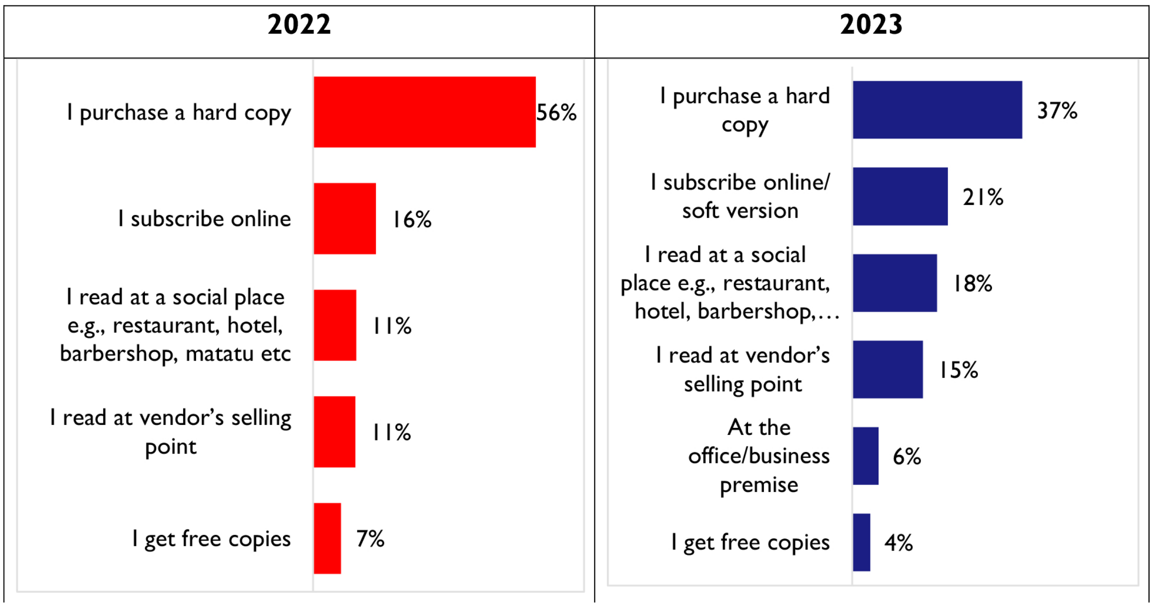


Figure 13: Format used to access newspapers

Qn. How do you access your preferred 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. Digital natives and millennials (aged 18 – 39 years), more than the other age categories, subscribe to online platforms to access the newspapers they read. Those aged 60+ years account for the highest proportion of survey respondents who get free copies (10%). Detailed findings are presented immediately on table 15.

Table 15: Format used to access Newspapers by Age

	15-17	18-24	25-29	30-34	35-39	40-44	45-49	50-55	56-59	60+	Total
n	1	55	136	181	177	145	79	69	30	47	**920**
I purchase a hard copy	100%	39%	39%	36%	34%	27%	34%	41%	45%	71%	**37%**
I subscribe online/ soft version	-	33%	25%	23%	23%	17%	16%	12%	9%	14%	**21%**
I read at a social place, e.g., a restaurant, hotel, barbershop, matatu, etc.	-	17%	14%	14%	19%	24%	23%	22%	20%	4%	**18%**
I read at vendor's selling point	-	6%	12%	17%	16%	20%	17%	14%	11%	2%	**15%**
At the office/business premise	-	3%	6%	5%	5%	8%	6%	6%	9%	-	**6%**
I get free copies	-	2%	5%	4%	3%	3%	4%	4%	5%	10%	**4%**

n= 920, those who read newspapers

Qn. How do you access your preferred newspapers?

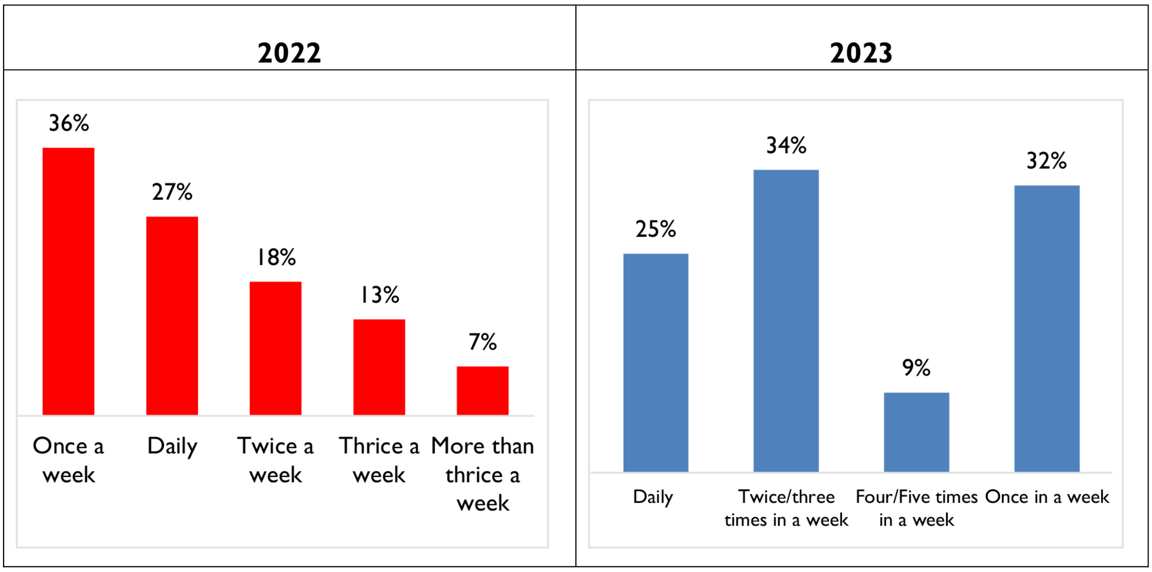
3.4.3. Frequency of Purchasing a Newspaper

Further analysis of the purchasing habits among hardcopy buyers reveals that 34% procure newspapers two or three times per week, as compared to 31% in 2022. Additionally, 32% make weekly purchases, reflecting a 4% decrease from 2022. Meanwhile, 25% obtain newspapers on a daily basis, with a mere 9% purchasing them four or five times per week. as presented below:

Figure 14: Frequency of Purchasing a Newspaper

n=455, those who purchase hardcopy newspapers-2023

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



3.4.4. Most Read Newspapers

The Daily Nation (48%), The Standard (18%), and Taifa Leo (15%) are identified as the leading newspaper brands in terms of readership. Newspapers and magazines are primarily relied upon for news, sports updates, and political or current affairs coverage. Additional top newspaper brands include The Star (7%), People Daily (4%), The Nairobian (3%), and Business Daily (2%). Detailed findings are provided below:

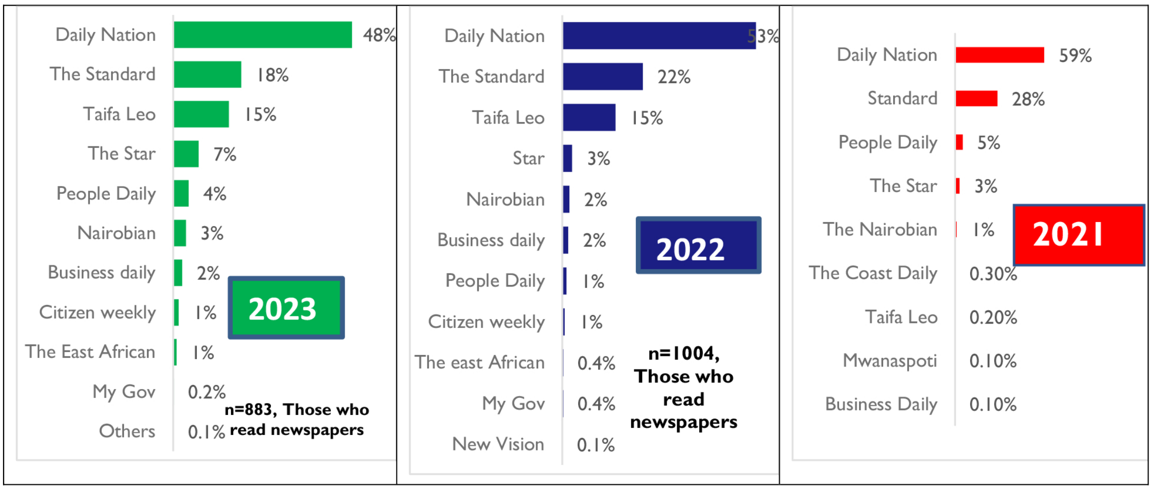


Figure 15: Most read Newspapers

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

3.5. NEWS WEBSITES

A significant portion (48%) of the respondents disclosed that they do not visit news websites, which was no significant difference from 49% in 2022. However, among those who do, 13% frequent Tuko (2023), up from 14% in 2022, 9% visit Citizen Digital, and 7% browse Mpasho, among other websites.

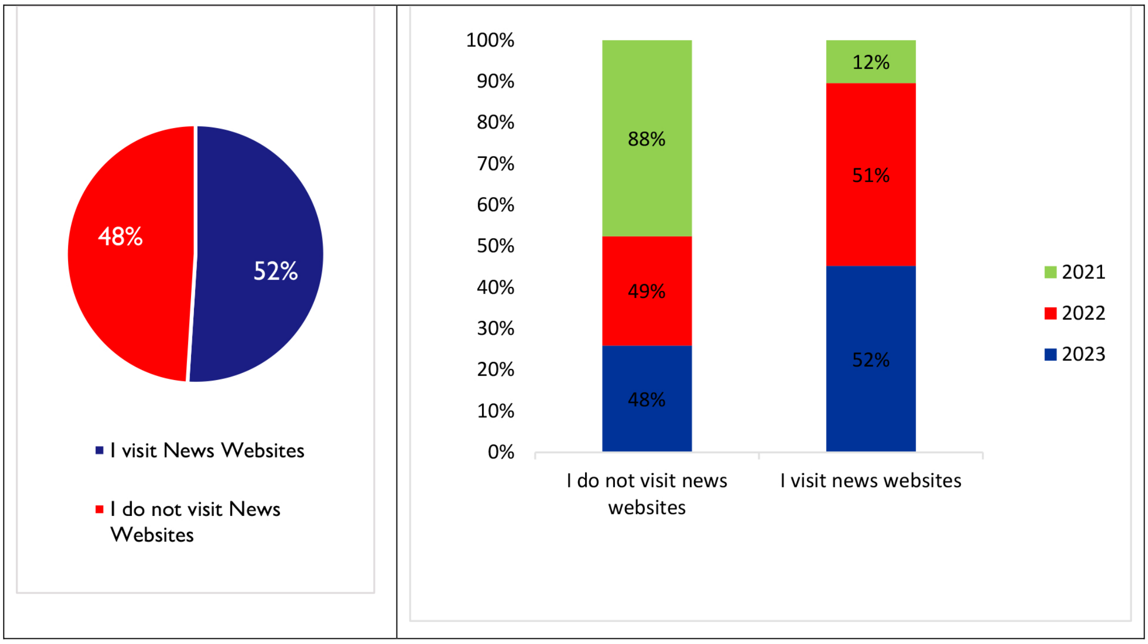


Figure 16: Access to News Websites

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

The following table illustrates regional findings. The survey identified Western (65%) and Rift Valley (55%), along with Central (54%) regions and Nyanza (52%), as the areas where the highest percentage of respondents do not visit news websites. Comprehensive regional findings are provided below.

	COAST	NORTH EASTERN	EASTERN	CENTRAL	RIFT VALLEY	WESTERN	NYANZA	NAIROBI	Total
Total	312	123	519	431	915	364	455	343	3462
Tuko.co.ke	15%	19%	14%	13%	12%	9%	11%	15%	13%
citizen. Digital	13%	18%	8%	8%	8%	6%	7%	12%	9%
Mpasho	4%	6%	6%	6%	8%	5%	9%	12%	7%
standard media.co.ke	4%	3%	4%	2%	3%	2%	3%	4%	3%
Nation. Africa	4%	6%	3%	2%	2%	1%	3%	4%	3%
Kenyans.co.ke	3%	11%	4%	3%	2%	1%	1%	3%	3%
the-star.co.ke	2%	6%	3%	3%	2%	2%	3%	3%	3%
Ghafla	2%	2%	1%	2%	2%	2%	3%	4%	3%
pulse live.co.ke	2%	10%	2%	2%	1%	1%	2%	4%	2%
Nairobi Leo	3%	1%	2%	3%	2%	1%	2%	4%	2%
Kenya Moja	4%	6%	1%	1%	2%	1%	1%	1%	2%
Opera News	1%	-	0.3%	0.2%	1%	2%	0.3%	0.4%	1%

Other	1%	0.4%	0.1%	0.2%	0%	-	0.3%	1%	0.4%
theelephant.info	0.2%	1%	0.1%	-	0%	0.5%	0.5%	1%	0.3%
Phoenix News	1%	-	0.3%	0.2%	0%	1%	-	-	0.3%
I do not visit News Websites	43%	10%	51%	54%	55%	65%	52%	31%	48%

Table 16: Access to News Websites by Region

n=3462. Qn. In a typical day which News Websites do you visit?

3.5.1. Most visited News websites

The most frequented news websites in 2023 comprise Tuko.co.ke (33%), Citizen Digital (21%), and Mpasho (13%). Notably, the subscriber base of Tuko.co.ke experienced a 5% increase compared to the preceding year. Similarly, Mpasho witnessed a significant surge, with its viewership expanding by 7%, rising from 6% in 2022 to 13% in 2023. Potential factors contributing to this rise in news website viewership may include enhanced content quality, increased engagement through social media platforms, or effective digital marketing strategies employed by these websites.

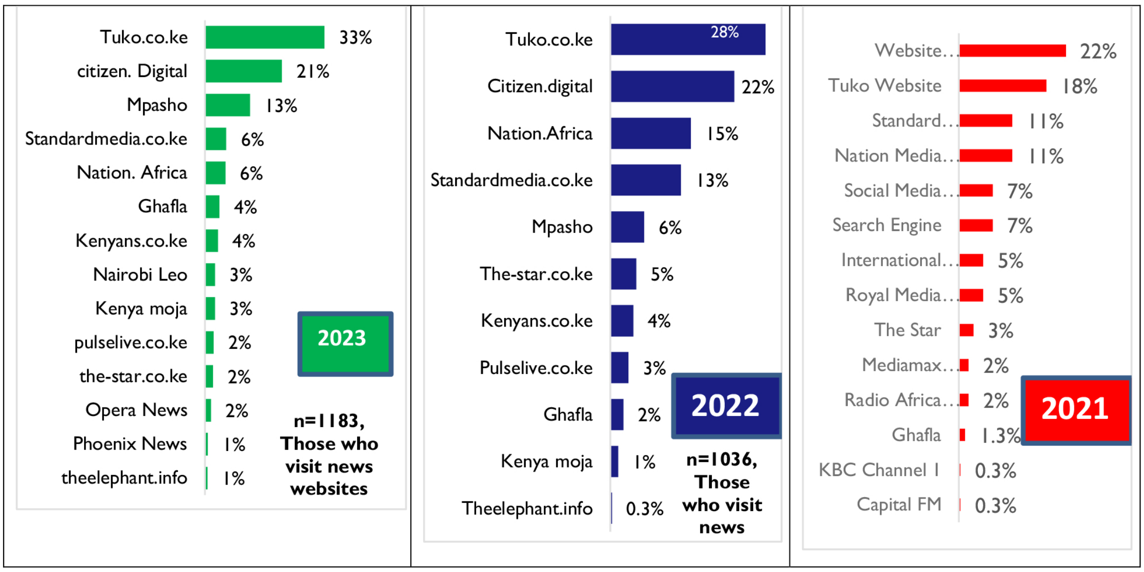


Figure 17: Most visited News Websites

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

3.6. DIGITAL MEDIA PLATFORMS

WhatsApp, Facebook, and YouTube maintain their positions as the leading digital and social media platforms throughout the years 2021, 2022, and 2023. It is noteworthy that there has been a consistent decline in the usage percentages for these top three platforms. WhatsApp, for instance, stood at 27% in 2021 and decreased to 22% in both 2022 and 2023.

Similarly, Facebook's usage dropped from 26% in 2021 to 23% in 2022 and further to 19% in 2023.

Significantly, none of the respondents reported not using any digital media platform, contrasting with the 17% reported in 2022, as presented below:

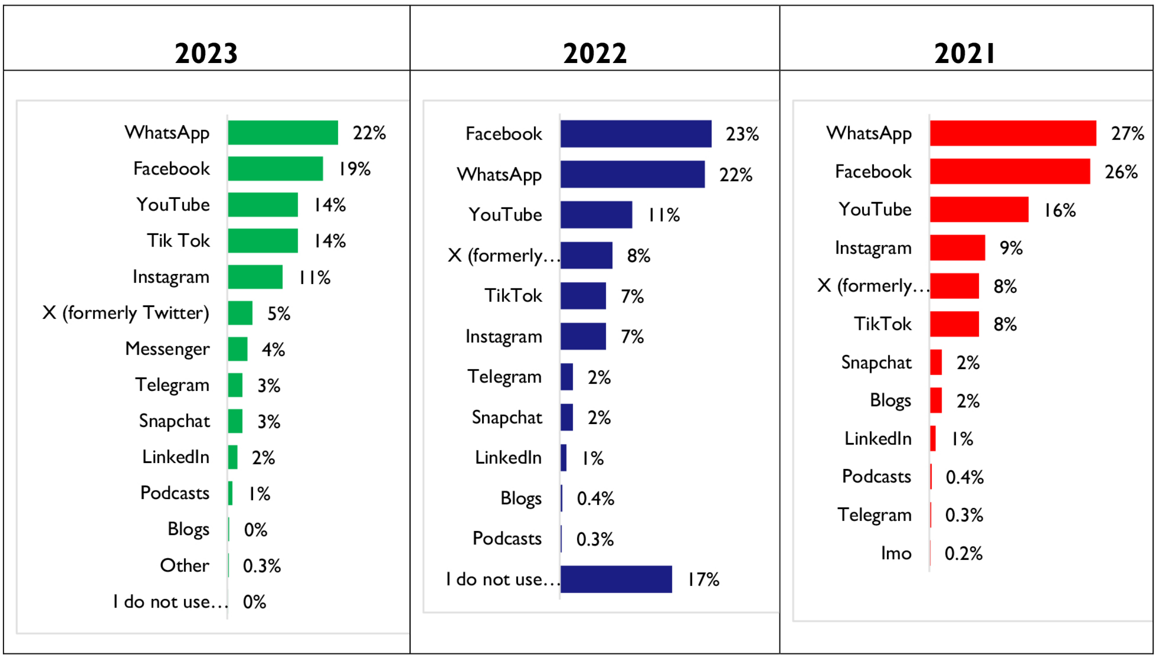


Figure 18: Access to Digital Media Platforms

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

3.6.1. Device Used to Access Digital Media

The vast majority of respondents, nearly all (91%), indicated that they utilise their smartphones to access digital media, with an additional 4% mentioning the use of television for this purpose. This pattern closely mirrors that of 2022, where 90% reported using smartphones and 4% mentioned using TVs.

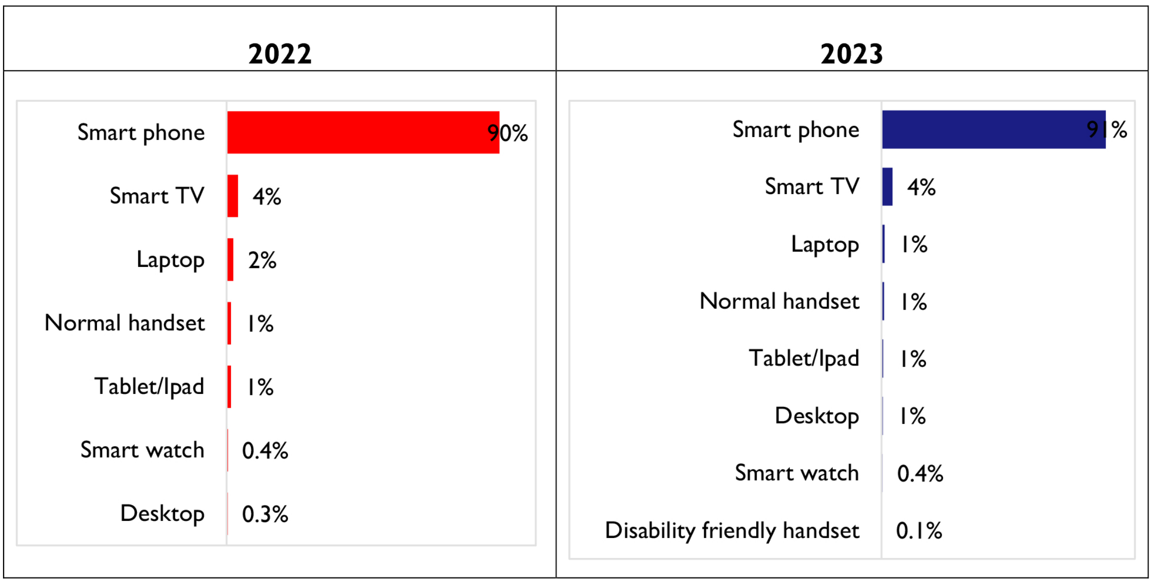


Figure 19: Devices used to access Digital Media

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

3.6.2. Time Spent on Social Media

A significant share of respondents, 41%, indicated that they spend 1-3 hours on social media platforms on an average day, marking an 8% increase from the 33% reported in 2022. Furthermore, in 2023, 22% dedicated 3-5 hours to social media, slightly up from 21% in 2022, while 19% allocated 30 minutes to one hour, showing consistency with the 21% reported in 2022.

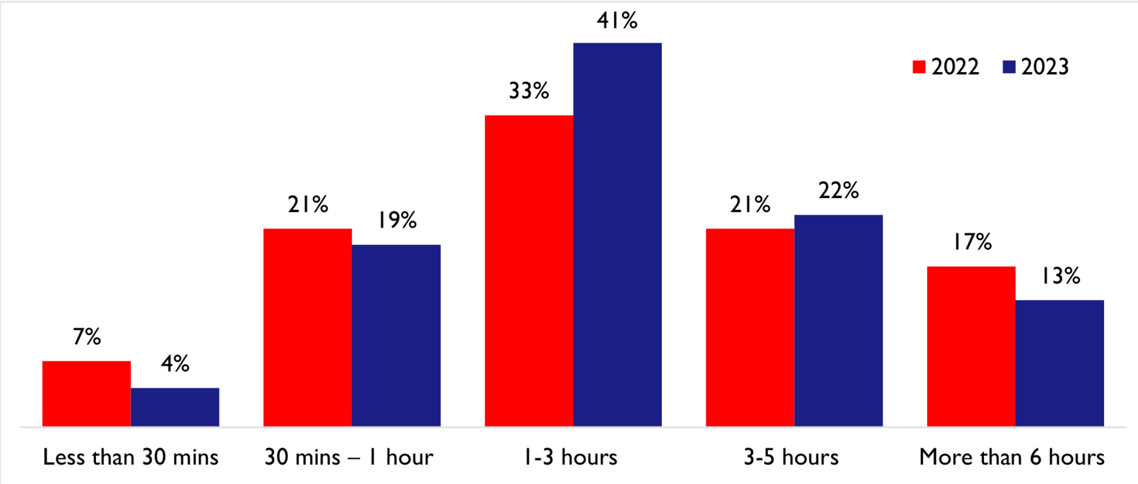


Figure 20: Time spent on social media

n=2320, those who use digital media. Qn. In a typical day, how much time do you spend on social media platforms?

In terms of findings by age, the survey found that surveyed respondents across all age groups spend 1-3 hours on social media, as presented below:

Table 17: 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	-	4%	1%	3%	4%	4%	5%	5%	9%	18%	4%
30 mins – 1 hour	17%	12%	13%	16%	22%	23%	21%	29%	34%	29%	19%
1-3 hours	50%	34%	39%	40%	40%	48%	46%	41%	32%	35%	41%
3-5 hours	17%	26%	25%	27%	22%	18%	20%	15%	18%	14%	22%
More than 6 hours	17%	24%	22%	14%	11%	7%	8%	11%	7%	4%	13%

n=2320, 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 males (14%) than females (13%) spend more than 6 hours on social media any other day. On the other hand, in terms of location, more urban (18%) than rural (10%) surveyed respondents spend more than 6 hours on social media, as shown on table 18.

	Male	Female	Urban	Rural	Peri-urban	Total
Less than 30 mins	4%	5%	3%	5%	5%	4%
30 mins – 1 hour	19%	19%	16%	22%	19%	19%
1-3 hours	42%	39%	41%	41%	30%	41%
3-5 hours	22%	23%	21%	23%	31%	22%
More than 6 hours	14%	13%	18%	10%	15%	13%

Table 18: Time spent on social media by Gender and Location

n=2320, those who use digital media

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

3.6.3. Activity on Social Media Platforms

The survey findings highlight that a considerable segment of respondents, constituting at least 23%, primarily utilise social media for entertainment purposes, marking a slight increase from 20% in 2022. Additionally, 20% reported utilising it for communication purposes in both 2022 and 2023. Meanwhile, 16% utilise social media for accessing news and information, indicating a 1% decline from the 17% reported in 2022. Furthermore, 10% of respondents reported using social media for research purposes, while other uses include networking and advocacy. Detailed findings are presented below.

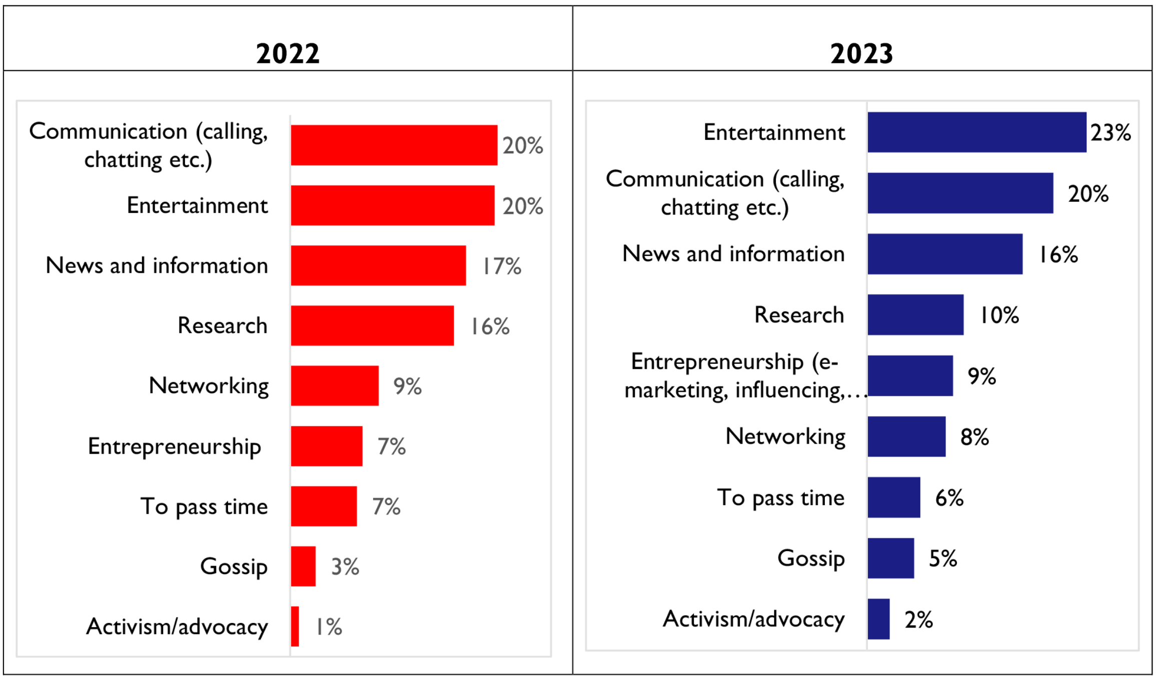


Figure 21: Activities on Social Media

n=2320, those who use digital media

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

Usage of social media for entertainment is higher in Nyanza, as compared to the other regions; the utility of social media for communication was highest in Western (26%), whereas for news and information purposes, it was highest in North Eastern (21%) as compared to the other regions, detailed findings are as presented in table 19.

Table 19: Activities on Social Media by Region

	Coast	North Eastern	Eastern	Central	Rift Valley	Western	Nyanza	Nairobi	Total
Entertainment	25%	15%	23%	22%	24%	20%	27%	23%	**23%**
Communication	19%	12%	22%	21%	22%	26%	17%	15%	**20%**
News and information	17%	21%	16%	16%	18%	18%	13%	13%	**16%**
Research	11%	6%	12%	14%	10%	11%	8%	9%	**10%**
Entrepreneurship	9%	15%	10%	8%	7%	6%	10%	12%	**9%**
Networking	6%	9%	6%	8%	8%	8%	10%	11%	**8%**
To pass time	7%	9%	6%	6%	5%	5%	5%	6%	**6%**
Gossip	4%	10%	3%	5%	4%	4%	6%	7%	**5%**
Activism/advocacy	2%	2%	2%	1%	2%	2%	4%	4%	**2%**

n=2320, those who use digital media

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

In terms of gender, the survey established that slightly more females (24%) than males (23%) use social media for entertainment; on the other hand, in terms of location, more urban (24%) than rural (22%) surveyed respondents use social media for entertainment as depicted in table 20. In comparison, overall entertainment was the most consumed content on social media (23%). The table below presents findings by gender and age and further mirrors the overall findings.

Table 20: Activities on Social Media by Gender and Location

	Male	Female	Urban	Rural	Peri-urban	Total
Entertainment	23%	24%	24%	22%	23%	**23%**
Communication	20%	19%	18%	21%	22%	**20%**
News and information	17%	16%	15%	18%	14%	**16%**
Research	11%	10%	11%	10%	13%	**10%**
Entrepreneurship	9%	9%	10%	8%	7%	**9%**
Networking	8%	8%	9%	8%	9%	**8%**
To pass time	5%	6%	5%	6%	8%	**6%**
Gossip	4%	6%	6%	4%	3%	**5%**
Activism/advocacy	2%	2%	3%	2%	2%	**2%**

n=2320, Those who use digital media

Q. What content do you consume on social media?

3.6.4. Content Consumed on Social Media

The study findings indicate that social media users consume both local and international content. Moreover, it revealed a balanced consumption pattern between international/foreign and local content on social media platforms. The detailed findings are presented on table 21.

Table 21: Content Consumed on Social Media

	Local Content	International Content
News (general, sports, politics, business, etc.)	18%	16%
Entertainment (Music, movies, comedy, soaps, drama)	17%	18%
Education programmes	12%	11%
Live events	12%	11%
Talk shows and interviews	11%	10%
Live Sports/sports shows/sports events	11%	13%
Documentaries (features/radio magazines)	9%	10%
Children programmes	9%	10%
Religious content (sermons, live services, etc.) (#1/2)	0.4%	0.0%

n=2320, Those who use digital media

Q. What content do you consume on social media?

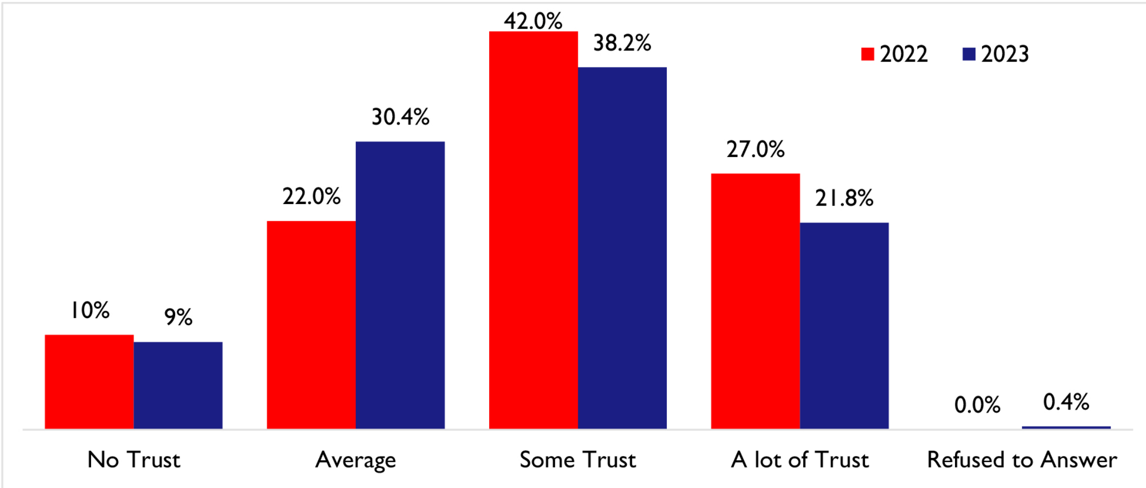
3.7. TRUST IN THE MEDIA

3.7.1. Level of trust in media

Over the years, Kenyans generally record below par trust on the available media. Only about 38.2%, expressed some degree of trust in the media presently, compared to 42% in 2022, while 30.4% reported an average level of trust, up from 22% in 2022.

However, 9% stated a complete lack of trust in the media, contrasting with a notable 21.8% who indicated a high level of trust. In 2022, 10% had reported no trust in the media, while 27% had expressed a high level of trust.

Figure 22: 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 organisations in Kenya, the survey established that a significant proportion (74%) of Kenyans mostly trust the content disseminated by Royal Media Services, which is an increase from 62% in 2022. While, 7% and 5% expressed trust in the Standard Group and the Nation Media Group, respectively, both showing a slight decline from 2022. Key to note is that 4% indicated that they trusted information from the Kenya Broadcasting Corporation (KBC), which shows a significant drop from 13% in 2022. Details about the levels of trust in other media organisations are presented below:

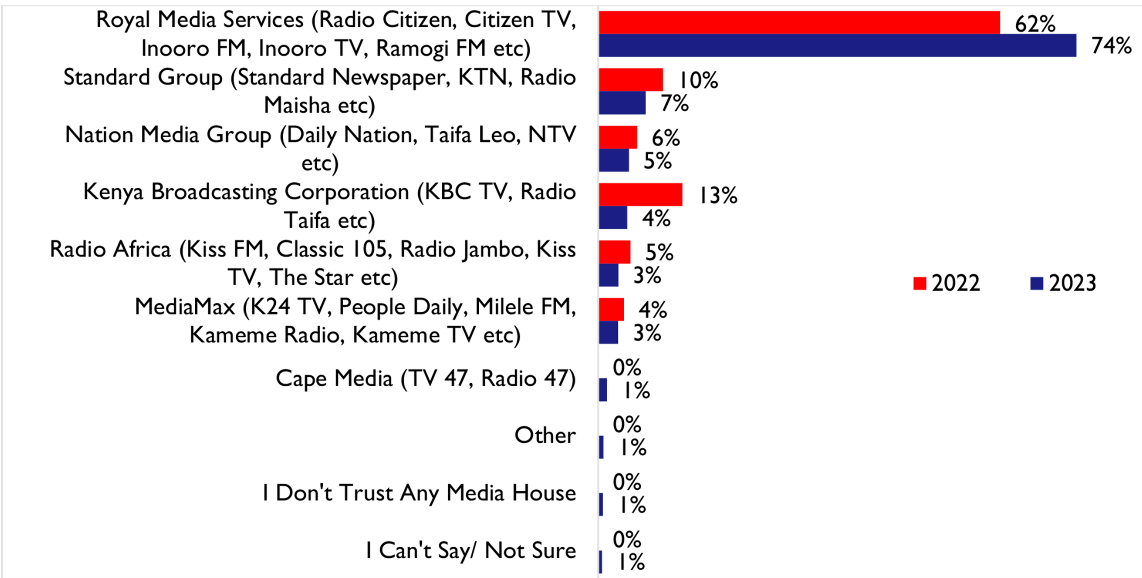


Figure 23: A most trusted media outlet

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

3.7.2. Reasons for Trust in the Media

The survey aimed to understand the reasons why respondents trust the selected media houses. Thirty-two per cent (32%) cited that it is well known/has been reporting news for a long time, while 29% appreciated its coverage of local news and stories about local individuals. Additionally, 28% expressed trust due to the media's focus on reporting significant issues. In 2022, the primary reason for trust was the media's reporting of important issues (26%), its coverage of local news and stories about local people (16%), and 14% cited its long-standing reputation and history of news reporting. Below are other reasons for the trust in media.

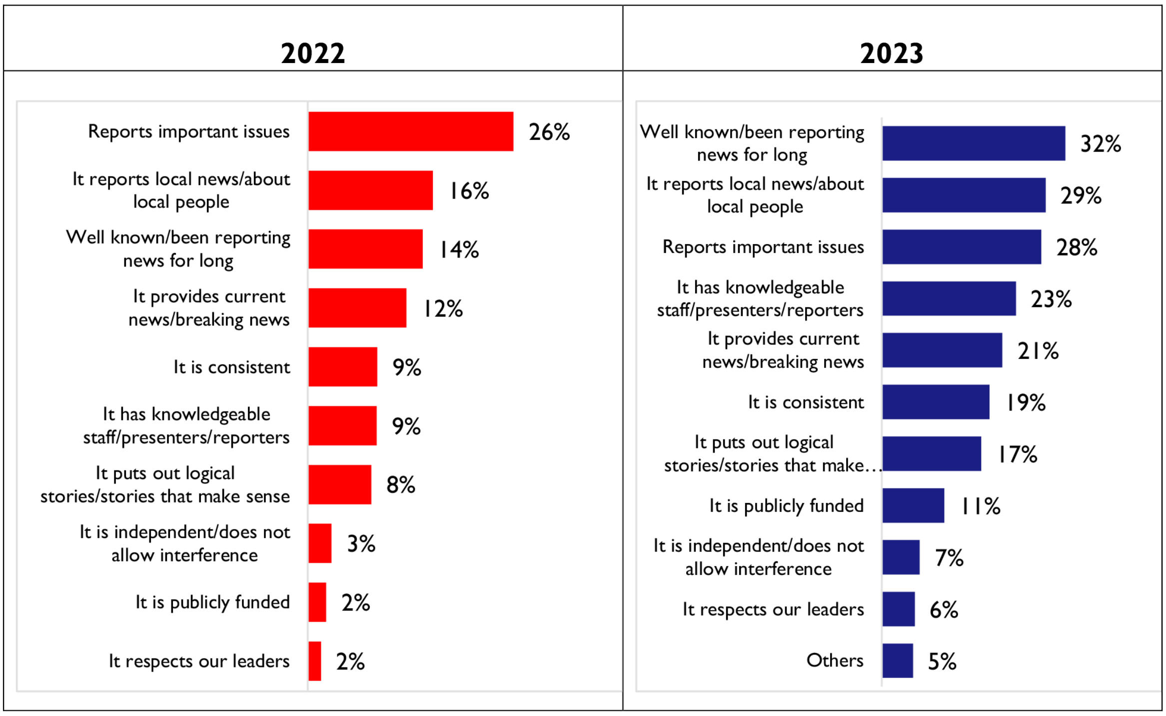


Figure 24: Reasons for trust in the media

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

3.7.3. Reasons for Trusting the Media by Top Media Houses

Table 22 highlights the main reasons for trust in the top media houses in Kenya and further mirrors the overall findings:

Table 22: Reasons for Trusting the Media by Top Media Houses

	Kenya Broadcasting Corporation	Nation Media Group	Standard Group	Royal Media Services	MediaMax	Radio Africa	Cape Media	Total
Total	161	170	262	2642	110	111	48	3504
Well-known/been reporting news for a long	30%	28%	29%	34%	24%	27%	38%	33%

It reports local news/about local people	34%	26%	24%	29%	21%	27%	29%	29%
Reports important issues	55%	25%	24%	28%	24%	23%	27%	28%
It has knowledgeable staff/presenters/reporters	22%	15%	26%	24%	17%	29%	35%	24%
It provides current news/breaking news	14%	21%	19%	22%	16%	23%	35%	21%
It is consistent	12%	23%	18%	20%	15%	14%	21%	19%
It puts out logical stories/stories that make sense	13%	15%	18%	18%	14%	22%	33%	18%
It is publicly funded	24%	12%	10%	11%	7%	11%	10%	11%
It is independent/does not allow interference	8%	12%	8%	6%	13%	8%	19%	7%
It respects our leaders	6%	7%	6%	5%	12%	6%	13%	6%
Others	3%	2%	6%	5%	5%	6%	2%	5%

n=3504

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

3.7.4. Concerns and Highlights about the Media 2023

The spread of misinformation and disinformation emerged as the primary concern regarding the media in both evaluation years (2022 and 2023), with 14% of respondents expressing worry about this issue in 2023, marking a notable decrease from 24% in 2022. Bias in media closely followed, with 12% of respondents highlighting it as a concern, again reflecting a significant decline from 20% in 2022.

Conversely, a substantial portion, comprising 35%, reported having no concerns about the media. This marks a considerable improvement compared to 2022, where only 13% indicated having no concerns about the media. The figure below details the findings.

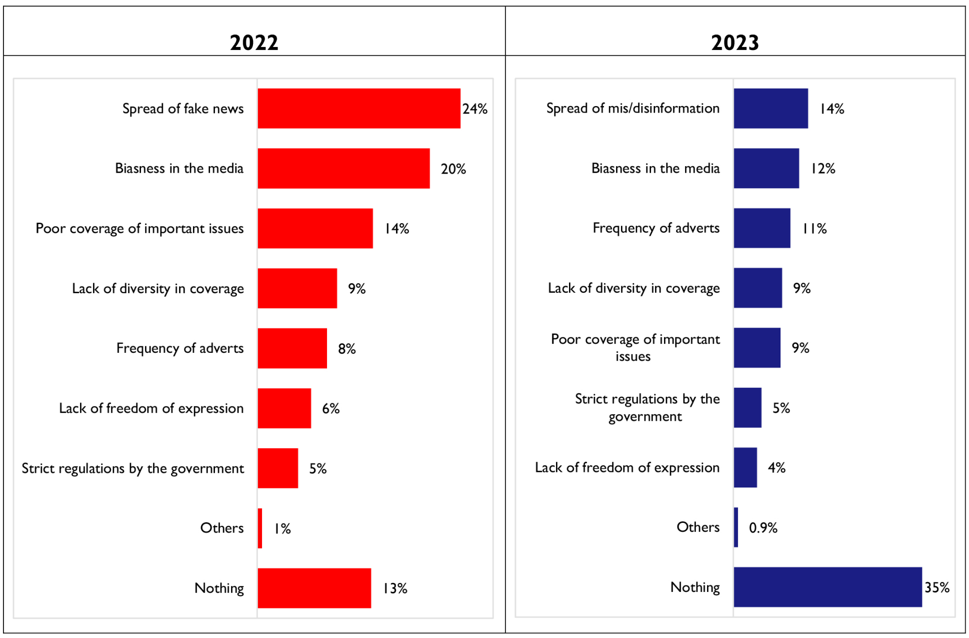


Figure 25: Concerns about the Media

Qn. What concerns you about the media the most?

On the flip side, freedom of media and the rapid dissemination of news were identified as the top attributes celebrated about the media, each receiving a notable share of 20% among respondents. This represents a slight decrease from 31% and 26%, respectively, in 2022. In contrast, 21% expressed finding nothing to celebrate about the media in Kenya, signifying a significant increase from only 2% in 2022. Below are the detailed findings.

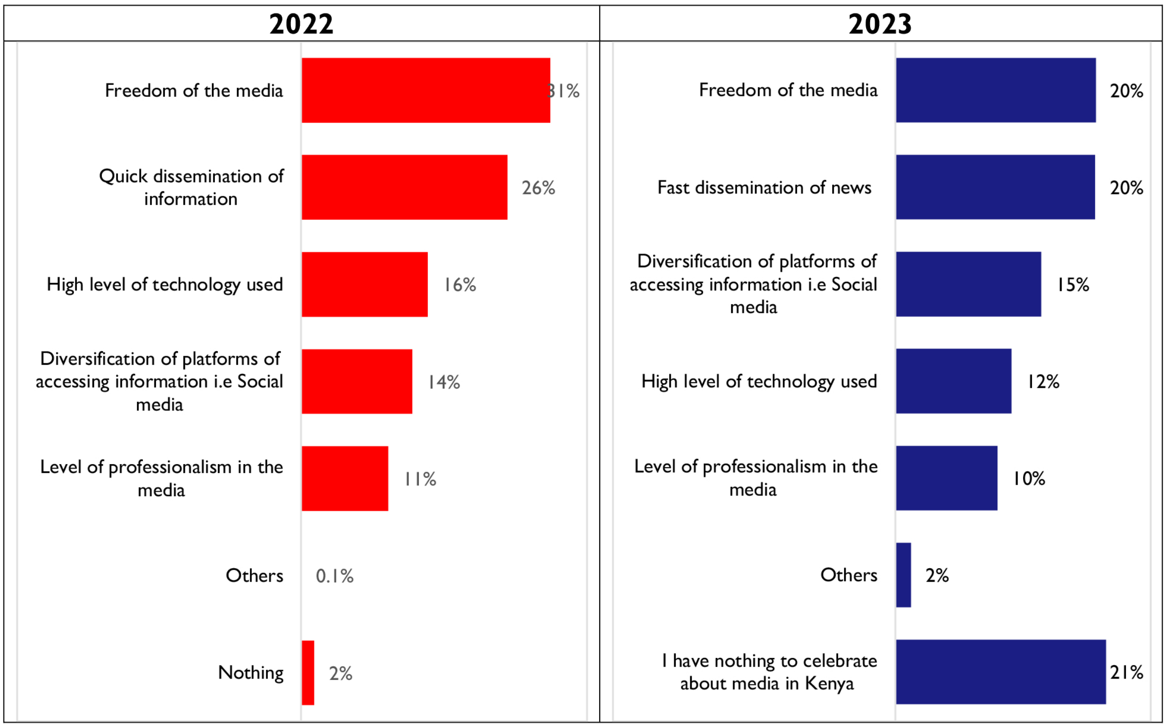


Figure 26: Things to Celebrate about the Media

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

3.0. CONCLUSION

The survey provides comprehensive insights into media consumption habits and trends among Kenyan individuals across various platforms. Television remains a dominant source of information, with 47% of respondents relying on it, although there's a slight decrease from 46% in 2022. Regional and demographic variations highlight nuanced consumption patterns, with notable disparities in access methods and viewership preferences.

Radio also maintains significance, with 75% of respondents engaging with radio content, though this shows a slight decrease from 78% in 2022. Newspaper consumption trends reveal that most respondents (74%) do not engage with newspapers, meaning only 26% of Kenyans read newspapers. This represents a slight decrease in the number of newspaper readers by 3%, from 29% in 2022 to 26% in 2023.

Digital media consumption witnesses fluctuating trends, with social media platforms like WhatsApp, Facebook, and YouTube emerging as vital channels.

Many young adults aged 18-35 consume online content, primarily through their smartphones. This demographic is highly active online and prefers digital media over traditional media. As a result, media houses should shift their focus towards digital media to effectively reach and engage with this younger generation.

Trust in media organisations varies, with Royal Media Services enjoying the highest level of trust. Concerns about dis/misinformation and bias in reporting underscore the need for transparency and accountability in the media landscape.

Moreover, awareness of AI in media remains low, highlighting the importance of education and regulation in navigating the evolving media landscape. These findings offer valuable insights for media stakeholders and policymakers in understanding and addressing the evolving media landscape in Kenya.

Finally, the following recommendations are noted for media outlets in Kenya.

Diversify Content: with TV and radio being the main sources of news, media outlets should diversify content to cater to varying interests and demographics.

Prioritize transparency and accuracy in reporting: this means that media outlets should ensure that their reporting is unbiased, factual a, and free from conflicts of interest. This will ensure that they build trust with their audience and maintain credibility.

Implement effective measures to combat proliferation of misinformation: this involves developing strategies to identify and correct false information, as well as educating the public on how to identify reliable sources. By doing so media can help combat spread of misinformation and protect the integrity of news dissemination.

Explore emerging trends and adapt to these changes: the survey indicated that the media industry is constantly evolving, and its essential for media houses to stay ahead of the curve, by exploring emerging trends such as the impact of digital media and artificial intelligence. This approach will ensure that media adapt their operations to meet the changing needs of their audience.

Digital engagement/ develop strategies to attract the youth demographic: enhance digital presence, especially on social media platforms, to engage with the younger audience who prefer online news and entertainment. This will ensure that media stays relevant in the digital age.

Accessibility: improve access to media in rural areas where there is a higher percentage of non-consumption, possibly through mobile platforms or local language content.

1 APPENDIX

1.1 QUESTIONNAIRE: STATE OF THE MEDIA SURVEY 2023

A. GENERAL SOURCES OF INFORMATION

1. In the past week, did you consume any content from the following media? (tick all that apply – read out loud...) (Multiple Mention)

a) Radio

b) Television

c) Family/friends/colleagues

d) Newspapers

e) Magazines

f) Social media

g) Online news websites

h) Podcast

i) Music streaming sources (e.g., Spotify, premium YouTube)

j) Video streaming platforms

k) Books

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

a) Radio

b) Television

c) Family/friends/colleagues/Opinion leaders

d) Newspapers

e) Social media

f) Online news websites

g) Magazines

h) Other

B. BROADCAST MEDIA (TELEVISION & RADIO)

3. In a typical day, how long do you spend consuming TV content?

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

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

a) 6 AM – 9 AM

b) 9.01 AM – 12.59 PM

c) 1 PM – 4 PM

d) 4.01 PM – 6.59 PM

e) 7.00 PM – 10.00 PM

f) 10.01 PM – 12.00 AM

5. 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

6. What time do you mostly listen to the Radio?

a) 6 AM – 9 AM

b) 9.01AM – 12.59 PM

c) 1 PM – 4 PM

d) 4.01 PM – 6.59 PM

e) 7.00 PM – 10.00 PM

f) 10.01 PM – 12.00 AM

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

	LOCAL CONTENT (Tick)	FOREIGN CONTENT (Tick)
a) News (general, sports, politics, business, health, etc.)		
b) Entertainment (Music, movies, comedy, soaps, drama)		
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.)		

8. In a typical week, which TV station(s) do you watch? (Use Show Card) (multi-code)

a) Citizen TV

b) KBC

c) NTV

d) KTN Home

e) KTN News

f) Inooro TV

g) K24

h) Ramogi TV

i) Kameme TV

j) Kass TV

k) Sasa TV

l) Mzalendo TV

m) BTV

n) Ebru TV

o) Maisha Magic

p) Mutongoi TV

q) TV47

r) Others (Specify)

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

a) The most?

b) Followed by?

c) Then?

d) Are any other stations watched in a typical week?

9. How do you access your TV?

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

b) Digital/ Online platform (YouTube, Facebook, etc.)/ Streaming (laptop, smartphone, tablets, etc.)

c) Satellite/cable

d) Digital TV/App

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

	LOCAL CONTENT (Tick)	FOREIGN CONTENT (Tick)
a) News (general, sports, politics, business, health, 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. In a typical week, which radio stations do you listen to? (Use Show Card) (multi-code)

a) Radio Citizen

b) Radio Jambo

c) Radio Maisha

d) Milele FM

e) Inooro FM

f) Kameme FM

g) Radio Tarifa

h) Classic 105

i) Ramogi FM

j) Kiss 100

k) Kass FM

l) Music FM

m) Mulembe FM

n) Mutongoi FM

o) Mbaitu FM

p) Egesa FM

q) Muuga FM

r) Bahari FM

s) Mayian FM

t) Star FM

u) Iftin FM

v) KBC English Service

w) Radio47

x) NRG Radio

y) 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?

d) Are any other stations listened to in a typical week?

12. How do you access your Radio?

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

b) Digital/ Online platform (YouTube, Facebook, etc.)/ Streaming (laptop, handset, tablets, website, etc.)

c) FM radio receivers

d) Digital App

C. NEWSPAPERS

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

a) Yes

b) No (SKIP TO Q.19)

14. If yes, in Q13 above, which newspapers/publications do you read?

a) Daily Nation

b) The Standard

c) People Daily

d) My Gov

e) The Star

f) Business daily

g) Taifa Leo

h) The East African

i) Nairobian

j) Citizen weekly

k) Other (Specify): ____________

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

a) People Daily

b) My Gov

c) The Star

d) Daily Nation

e) The Standard

f) Business daily

g) Taifa Leo

h) The East African

i) Nairobian

j) Citizen weekly

k) Other (Specify): ________________

15. How do you access your preferred newspapers?

a) I purchase a hard copy.

b) I subscribe online/ soft version.

c) I read at the vendor's selling point.

d) I read at a social place, e.g., a restaurant, hotel, barbershop, matatu etc.

e) At the office/business premise

f) I get free copies

g) Other (specify) ________________

16. In a typical week, how frequently do you purchase a newspaper? (Target purchasers – linked to 15a)

a) Daily

b) Twice/three times a week

c) Four/Five times in a week

d) Once in a week

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

a) News

b) My Gov

c) Betting odds

d) Obituaries

e) Pull-outs

f) Opinion pages

g) Classified/Display/Adverts/Tenders

h) Sports

i) Features

j) Politics

k) Others (Specify) ________________

18. In which format do you access your newspaper? (ask only those who purchase- 15a) (multi-code)

a) I read on the Internet (soft copy)

b) Hard copy

c) PDF versions

d) Others (Specify)

D. WEBSITES AND DIGITAL NEWS PLATFORMS

19. On a typical day, which news websites do you visit? (Not a readout)

a) Nation. Africa

b) Tuko.co.ke

c) standard media.co.ke

d) pulse live.co.ke

e) citizen. Digital

f) Kenyans.co.ke

g) theelephant.info

h) the-star.co.ke

i) Ghafla

j) Kenya Moja

k) Mpasho

l) Nairobi Leo

m) Other (Specify)

n) 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?

d) Are any other websites visited for news?

E. SOCIAL/DIGITAL MEDIA

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

a) X (formerly Twitter)

b) Facebook

c) Messenger

d) Blogs

e) Instagram

f) LinkedIn

g) Podcasts

h) WhatsApp

i) Snapchat

j) YouTube

k) Tik Tok

l) Telegram

m) I do not use Digital Media (SKIP TO Q.24)

n) Other? Specify_________________

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

a) Desktop

b) Laptop

c) Tablet/Ipad

d) Smartphone

e) Smart TV

f) Smartwatch

g) Normal handset

h) Disability friendly handset

i) Others (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. On 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? (for each, they should indicate if local/foreign)

	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.)		

F. MEDIA TRUST

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

a) No trust at all

b) Little trust

c) Some trust

d) 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:

a) Radio

b) Television

c) Newspapers

d) My Gov

e) Online news websites (mainstream media)

f) Online news websites (other, e.g., Tuko News, Kenyans, Ghafla, Opera, etc.)

g) Media Houses social media Pages (e.g., KTN, Citizen, Radio Maisha Facebook, Twitter, YouTube pages/channels, etc)

h) Other Social Media sources (Facebook, Twitter, YouTube, WhatsApp, etc.)

27. Which media house/brand do you trust the most for news and 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 outlet you have mentioned in Q27 above?

a) Reports important issues

b) Well-known/been reporting news for a 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 media today?

a) Spread of mis/disinformation

b) Biases in the media

c) Poor coverage of important issues

d) Lack of diversity in coverage

e) Frequency of adverts

f) Lack of freedom of expression

g) Strict regulations by the government

h) I have nothing against media

i) Others

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

a) Freedom of the media

b) Fast dissemination of news

c) A high level of technology is used

d) Diversification of platforms for accessing information, i.e Social media

e) Level of professionalism in the media

f) I have nothing to celebrate about media in KEOthers

G. ARTIFICIAL INTELIGENCE

31. Are you aware of the use of Artificial Intelligence (AI) in media such as AI hosts or AI-generated music playlists? (If Yes in Q31, continue; if No, skip to the Demographics section)

a) Yes

b) No

c) Not sure

32. [If yes] Do you have any concerns about advancing technology, particularly the field of AI, which impacts the way we communicate and or use technology?

Yes

No

Not sure

33. Would you allow a version of your face to be created by software (the interviewer should explain what this means in a language that the respondent will understand)?

Yes

No

Not sure

34. Do you think the advancement of AI should be regulated?

Yes

No

Not sure

H. 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 determine your social and 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?

a) Visual impairment

b) Deaf

c) Physical disability

d) Mental illness

e) Albinism

f) Others specify

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NOTES

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