

STATUS OF THE MEDIA SURVEY
NOVEMBER 2020 REPORT

CONSULTANTS:



ABBREVIATIONS AND ACRONYMS

| | |
|--------------|---|
| RSF | Reporters Without Borders |
| TV | Television |
| MCK | Media Council of Kenya |
| CATI | Computer Assisted Telephone Interviews |
| KNBS | Kenya National Bureau of Statistics |
| PPS | Proportionate to size |
| RDD | Random digit dialing |
| KTN | Kenya Television Network |
| NTV | Nation Television |
| KBC | Kenya Broadcasting Corporation |
| DTT | Digital terrestrial television |
| DTH | Direct-to-home |
| CAK | Communications Authority of Kenya |
| KARF | Kenya Audience Research Foundation |
| DSL | Digital subscriber network |
| WIMAX | Worldwide Interoperability for Microwave Access |
| USIU | United States International University |
| FM | Frequency modulation |
| PDF | Portable document format |
| ETC | Et cetera |



ACKNOWLEDGEMENT

Freedom of the media is a key pillar of every democracy. It is one of the key freedoms that empowers journalists, media practitioners, and netizens to among others scrutinize, analyse and report on events or related exigencies in societies thereby shaping a people in opinion, values and informing the moral fabric.

It is this freedom that allows journalists and editors to determine what should be consumed by the public and what should not. Every year the Council conducts an annual review of the performance and the public opinion of the media as per the Media Council Act 2013, Sec 6 (i). This survey was carried out towards the end of 2020 and launched in an event attended by media and various stakeholders.

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EXECUTIVE SUMMARY

INTRODUCTION

This report presents the findings of the status of the media survey commissioned by the Media Council of Kenya (MCK). The MCK is mandated to safeguard media freedom and enhance professionalism through setting media standards and ensuring compliance. The Council is also mandated to engage stakeholders on issues of freedom of the media, guaranteed in Article 33, 34 and 35 of the Constitution. The MCK conducts annual review of the performance and the public opinion of the media and publishes the results in at least two daily newspapers of national circulation. The findings of this survey are therefore an intervention within the council's mandate under the Media Council Act 2013.

STUDY OBJECTIVES

The general objective of this survey was to determine the overall status of the media in Kenya. Specifically, it was meant to:

1. Establish the number of Kenyans using broadcast media platforms;
2. Determine the number of Kenyans using print media platforms
3. Establish the number of Kenyans using Social media platforms
4. Gauge the level of confidence Kenyans have in the media
5. Ascertain the main sources of news for Kenyans

STUDY METHODOLOGY

The study adopted a two-pronged approach which entailed Literature Review and Quantitative Computer Assisted Telephone Interviews (CATI).

Desk Research: This involved review of essential documents that included but not limited to the Media Council Act, 2013; Kenya Information and Communication Act, 1998; the Kenya Information and Communication (Amendment) Act, 2013; the Data Protection Act, 2019; the Status of the Media Survey 2019 and the Communications Authority's Sector Statistics.

Quantitative Research: 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 general public/consumers of media using the computer assisted telephone interviews (CATI) technology.

A pilot test of the questionnaire was conducted before actual data collection commenced. This enabled the researchers to gauge the saliency & clarity of the questions as well as their flow.

KEY FINDINGS

1. There is a slight rise in TV viewership in 2020 comparing to a similar study conducted in 2019. On average, TV viewership per day was between one (1) and four (4) hours as cited by 43% of the respondents interviewed. The proportion of respondents who reported to not be watching TV dropped in 2020 by 1% (26%) compared to 2019 where they accounted for 27% of the total sample. The study found that TV viewership was higher among urban dwellers compared to rural ones.
2. There was notable fall in radio listenership. The proportion of respondents who responded that they were not listening to radio within the preceding seven days, rose from 16% in 2019 to 26% in 2020. The survey found that Radio listenership was higher among males compared to the females. Radio dominated high listenership in the rural areas than in urban areas.
3. News is the most watched TV programme with (92%) of the respondents citing to have watched the programme during the week. This is followed by music (26%), soaps (23%), movies (21%) and drama (15%) among others. News, documentaries, sports and politics viewership are dominated by the male viewers while soaps, movies, music, comedy, drama, reality shows, edutainment, and kids' programmes are mostly watched among female viewers.

News viewership is higher among rural viewers than urban ones. There was high consumption of local content than foreign content.

4. The most watched TV station was Citizen TV (85%) followed by NTV (30%), then KTN Home (27%), KTN News (22%), Inooro TV (16), K24 (15%), KBC (12%) and others. Citizen TV has a (66%) preference followed by Inooro TV which has 9% preference, NTV and KTN News with 6% each, KTN Home with 5%, K24 and KBC with 3% each and others.
5. Just like in television programmes, news (62%) was the most listened to programme on radio followed by music (38) and politics (9%) among others.
6. Radio Citizen (36%) led in radio listenership followed by Radio Jambo (26%), Radio Maisha (19%), Inooro FM, Kameme FM and Milele FM with 10% popularity each. The same order of listenership reflected among the top five on the most preferred stations but with different rates of preference found in this report.
7. Newspaper readership stood at 25% of the total population as reported by the sampled respondents. The most read newspaper is the Daily Nation (75%) followed by The Standard (43.1%), Taifa Leo (12.4%), The Star (5.9%), The Nairobiian (5.5%), The People Daily (4.5%) and others. The Daily Nation was the most preferred newspaper with 61% preference followed by the standard with 23% preference and others. Most (51%) of the respondents reported to be accessing newspapers through buying their own copies.
8. In terms of social media usage, WhatsApp (42%) emerged top followed closely by Facebook (41%), Twitter (12%), Instagram (11%), YouTube (9%) in that order. WhatsApp and Facebook were leading at 55% each on usage in disseminating information about events and occurrences. Similarly, WhatsApp was the most preferred social media platform in Kenya (55%), followed by Facebook (32%), Twitter (5%), Instagram (4%), YouTube (3%) and others. The findings showed that social media was the most used for purposes of networking.
9. On average, majority of Kenyans have confidence in the media. The confidence is growing compared to 2019. The television is the most trusted media platform and yet the most mentioned to lead in misreporting of news.
10. The main sources of news according to this study was television (47%) followed by radio (36%), then social media (10%), family/friends/colleagues (4%), internet (2%) and newspapers (1%) in that order.

OVERALL STATUS OF THE MEDIA

2019

| | | | |
|---|--|---|--|
| Broadcast Media News most watched program | Print Not used frequently as an information source | Social media Pervasive Affordable Internet enabled phones Competitive Data Bundle Plans Popularity of different Social media platforms | Confidence in Media High |
|---|--|---|--|

2020

| | | | |
|---|---|--|--|
| Broadcast Media News most watched/listened to program on TV and Radio | Print Readership still low. Daily Nation and The Standard are most commonly read publications | Social media Mainly used for networking, breaking news and entertainment Facebook and Whatsapp the majorly used platforms. Competitive Data Bundle Plans Popularity of different Social media platforms | Confidence in Media High |
|---|---|--|--|

1.0 INTRODUCTION & BACKGROUND

1.1 INTRODUCTION

Kenya is ranked 102nd out of 180 countries listed in the 2020 World Press Freedom Index prepared by the Paris-based organization, Reporters Without Borders (RSF). This ranking is a drop from the previous year (RSF, 2019) with the country dropping three places from 100th with an Index of 32.44 in 2019. The country's Index has decreased to 33.72 in 2020. This drop has been attributed to the Kenyan media being routinely subjected to attacks by security forces and the public, and threats as well as intimidation from politicians and their supporters.

The Constitution of Kenya (2010) may guarantee freedom of information, yet in practice accessing that information from governments often proves to be difficult for the media. Article 35 states that "every citizen has a right to access information held by the state or any other person". A truly free and independent media can play a critical role in disseminating the information needed by the public to make informed decisions regarding their lives. Indeed, the United Nations General Assembly called for expansion of the media in developing nations.

Kenya has a lively mediascape and a small number of big players dominates the industry. The highly-competitive press scene is the most sophisticated in East Africa. Kenya leads the region in internet connectivity, mobile phone usage and social media engagement. Mobile devices are the main means of access. Reporters Without Borders (RSF) noted in 2019 that Kenya has seen "a slow erosion" of media freedom. The country's fluid political and security concerns have been used as grounds to restrict the freedom to inform. Freedom House on its part states that government and security forces routinely harass journalists, sometimes prompting self-censorship.

Digital disruption is the change that occurs when new digital technologies and business models affect the value proposition of existing goods and services. The Kenyan media industry is currently in the middle of the adoption stages of online media and journalism. To that extent, mainstream media houses have made sweeping changes to their business models and changed the way they deliver news. Indeed, the main players in Kenya's media space including the Nation Media Group, The Standard Group, Royal Media Services and MediaMax Networks, all host different products in the print and electronic space and have a growing digital presence.

News has become cheaper to produce and entertainment easier to disseminate. The cost reduction and change in operations has been accompanied by a restructuring of business models and processes, underlined mostly by job rationalization. The changing face of media in the country and globally necessitates comprehensive assessment by critical stakeholders to ensure the Kenyan press continues to play its rightful role in informing the citizenry and looking after public interest.

In 2019, a survey commissioned by the Media Council of Kenya revealed that of the surveyed respondents who indicated that they watch TV, a majority (52%) had watched News most often illustrating Kenyans' general interest in current affairs and their need to constantly stay informed.

A paltry 23% of the surveyed respondents indicated that they read newspapers on a regular basis, underlining the continued decline of newspaper readership in the country.

The survey revealed that the use of social media continues to grow in the country with a majority (54%) of the surveyed respondents indicating that they use social media. This growth is generally attributed to several factors: the relatively low cost of Internet enabled phones; competitive data bundle plans offered by the three Mobile Phone Service Providers; and the increasing popularity of social media platforms such as Facebook, WhatsApp, Twitter, YouTube, Instagram and LinkedIn.

The survey revealed the importance of the Kenyan media in ensuring that public interest is protected. Indeed, just 9% of the surveyed respondents stated that they had "no confidence at all" in the media. The single most important reason for trust in the media according to the surveyed respondents was its reporting of important issues as stated by 23% of them. A majority (89%) of the surveyed respondents indicated that they do not have issues with media reporting further highlighting the public's confidence in the institution.

Social media reports were noted to provide inaccurate information more often than other media platforms by the surveyed respondents. This is consistent with the phenomena of "fake news", or unverified news reports universally associated mostly with social media.

The MCK engaged the services of a consulting company to conduct the 2020 annual review of the performance and public opinion of the media in fulfilment of the function of the council outlined in Section 6 of the MCK Act 2013.

1.2 OBJECTIVES OF THE STUDY

The general objective of the study was to determine the overall status of the media in Kenya.

The specific objectives were:

1. To establish the number of Kenyans using broadcast media platforms;
2. To determine the number of Kenyans using print media platforms
3. To establish the number of Kenyans using social media platforms
4. To gauge the level of confidence Kenyans, have in the media
5. To ascertain the main sources of news for Kenyans

1.3 SCOPE OF THE WORK

The scope of the work in this assessment involved the collection of quality data, data processing (cleaning and analysis), and reporting.

1.3.1 Geographical Coverage

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

1.4 Structure of the report

This report is comprised of ten chapters. The chapters are organized to give a clear insight into the findings and accompanied with illustrations in form of tables where appropriate. Chapter one provides the introduction to the survey, relevant background of the pilot and the survey, objectives of the survey, methodology, sampling, sampled achieved, data collection, field work management, limitations and mitigation measures, quality control, data cleaning and analysis and results presentation. Chapter two provides a summary of the relevant literature review for the survey, which is also imbedded in some of the findings. Chapter three presents socio economic characteristics of the surveyed respondents. Chapter four outlines findings on the broadcast media platforms usage, while chapter five presents findings on the print media platforms usage. Chapter six presents the findings on social media platform usage, chapter seven presents the findings on the level of confidence that Kenyans have on media, chapter eight presents findings on the main sources of news for Kenyans and chapter nine presents the findings on media usage amidst Covid-19 and lastly chapter ten which has conclusion and recommendations derived from the outcome of the survey.

1.5 ADOPTED APPROACH AND METHODOLOGY

1.5.1 Adopted Approach

In executing data collection for this survey, a two-pronged approach was adopted, which entailed Literature Review and Quantitative Computer Assisted Telephone Interviews (CATI).



1.5.2 Adopted Methodology

1.5.2.1 Desk Research

The review of essential documents included the following; the Media Council Act, 2013; Kenya Information and Communication Act, 1998; the Kenya Information and Communication (Amendment) Act, 2013; the Data Protection Bill, 2019; and the Communications Authority's Sector Statistics.

1.5.2.2 Quantitative Research

Owing to the prevailing public health situation in the country, and the need to observe the government’s guidelines on physical distancing, interviews were conducted with members of public via Computer Assisted Telephone Interviewing (CATI).

The aim here was to evaluate the status of the media in the country, with the focus on quantifying perceptions on the same. This approach entailed use of a predominantly structured questionnaire containing both closed-ended and open-ended questions. The questionnaires covered all key exploratory areas.

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.

1.5.2.3 Sampling

In order to avoid sampling bias, the survey employed the use of a proportionate stratified multistage cluster sampling. Regions (former provinces) formed the first phase of stratification to ensure the geographical representativeness of the sample. The sample was proportionately allocated to all the counties based on the KNBS population census to ensure representativeness. The 47 counties were further stratified into sub-counties (administrative units) and a proportionate allocation of the sample within each county was done using the census population figures. A random cluster of sub-counties was selected from each of the 47 counties through probability proportionate to size (PPS) method, to ensure complete randomization at sub-county level. At the penultimate stage of sampling, clusters (wards) were randomly selected based on their population sizes (PPS). Using the existing database of respondents contacts a Random Digit Dialling (RDD) probability method was used to randomly call/select respondents to participate in the survey. The figure below demonstrates the outline of the multistage, stratified cluster sampling procedure:

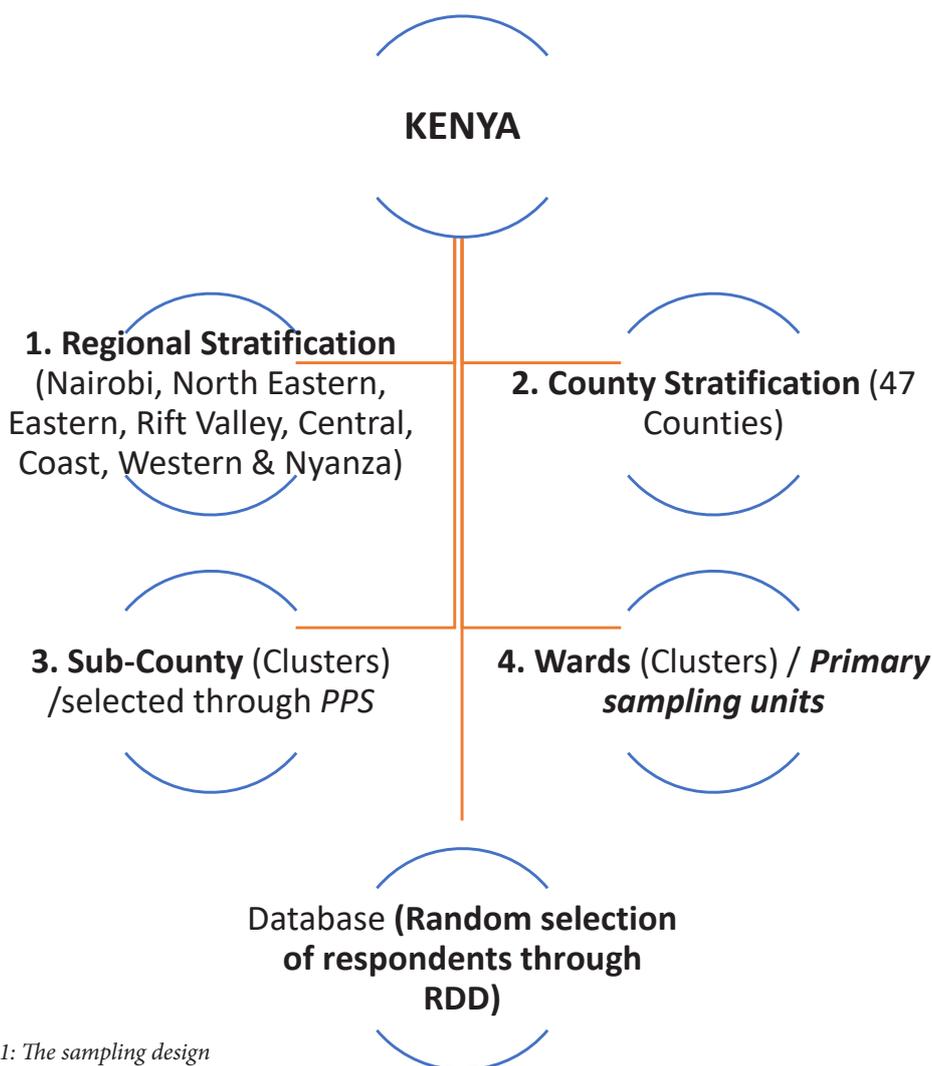


Figure 1: The sampling design

1.5.2.4 Sample Size Calculation

The sample size was calculated based on achieving a specified standard error. The assumption of estimating the proportion of the population that use social media platforms was considered. This population proportion was estimated to be around 53%. The goal of estimating the true proportion p to an accuracy (that is, standard error) of no worse than 0.05, or 5 percentage points, from a random sample of size n was considered. The standard error of the mean was $\sqrt{(p(1-p)/n)}$. Substituting the estimated value of 0.5 for p yielded a standard error of $\sqrt{(0.5 \cdot 0.5/n)} = 0.5/\sqrt{n}$, and so the standard error $0.5/\sqrt{n} < 0.05$ was needed. The below Cochran equation shows the calculation of a representative sample for the proportions.

$$n = (Z^2 p(1-p))/e^2$$

Where n is the sample size, Z is the critical value at the desired confidence level of 95% (usually set at 1.96), e is the desired level of precision, p is the estimated proportion of an attribute that is present in the population.

The desired level of precision (e) is set a $0.01789 = (Z \cdot 0.5/\sqrt{n}) < 0.05$.

Substituting the values:

$$n = ((1.96)^2 \cdot 0.5(1-0.5)) / (0.01789)^2 = 3,000.76 \approx 3,000.$$

1.5.2.5 Sample Distribution

The table below shows the proportionate allocation of the sample to all the regions and counties with a target population of about 25.7 million adults based on the KNBS 2019 census population

Table 1: Regional Sample Allocation

| Source: 2019 KNBS Census of Population and Housing | | | | | | |
|--|-----------------------------------|---|----------------------------|-----------------|-------------------------|------------------------------|
| REGION | 2019 Census Population per Region | 2019 Census Adult Population per Region | Regional Adult Proportions | Regional sample | Regional boosted sample | Our database for this survey |
| COAST | 4,329,474 | 2,329,950 | 9% | 272 | 312 | 300,000 |
| NORTH EASTERN | 2,490,073 | 1,019,886 | 4% | 119 | 119 | 200,000 |
| EASTERN | 6,821,049 | 3,863,774 | 15% | 451 | 474 | 400,000 |
| CENTRAL | 5,482,239 | 3,438,358 | 13% | 401 | 401 | 400,000 |
| RIFT VALLEY | 12,752,966 | 6,574,233 | 26% | 767 | 777 | 700,000 |
| WESTERN | 5,021,843 | 2,469,568 | 10% | 288 | 288 | 400,000 |
| NYANZA | 6,269,579 | 3,155,597 | 12% | 368 | 368 | 400,000 |
| NAIROBI | 4,397,073 | 2,858,097 | 11% | 334 | 334 | 600,000 |
| TOTAL | 47,564,296 | 25,709,463 | 100% | 3,000 | 3,074 | 3,400,000 |

Margin of error: $\pm 1.789\%$

As per the survey design, a national sample of 3,000 was allocated proportionately across Kenya's 47 counties. The sample for counties with sample less than 30 were boosted to ensure a statistically significant sample. This brought the boosted sample to 3,074 as shown below:

Table 2: County Sample Allocation

| County | County Population | Adult | County Size | Sample | Boosted County Sample Size for those less than 30 | Sample Achieved |
|-----------------|-------------------|-------|-------------|--------|---|-----------------|
| Mombasa | 761,250 | | | 89 | 89 | 93 |
| Kwale | 416,074 | | | 49 | 49 | 54 |
| Kilifi | 726,894 | | | 85 | 85 | 86 |
| Tana River | 142,174 | | | 17 | 30 | 28 |
| Lamu | 79,156 | | | 9 | 30 | 33 |
| Taita/Taveta | 204,403 | | | 24 | 30 | 33 |
| Garissa | 378,609 | | | 44 | 44 | 44 |
| Wajir | 320,318 | | | 37 | 37 | 39 |
| Mandera | 320,959 | | | 37 | 37 | 40 |
| Marsabit | 206,903 | | | 24 | 30 | 30 |
| Isiolo | 125,961 | | | 15 | 30 | 34 |
| Meru | 896,514 | | | 105 | 105 | 108 |
| Tharaka-Nithi | 235,906 | | | 28 | 30 | 32 |
| Embu | 377,331 | | | 44 | 44 | 45 |
| Kitui | 590,817 | | | 69 | 69 | 69 |
| Machakos | 867,379 | | | 101 | 101 | 104 |
| Makueni | 562,962 | | | 66 | 66 | 70 |
| Nyandarua | 363,825 | | | 42 | 42 | 46 |
| Nyeri | 485,865 | | | 57 | 57 | 61 |
| Kirinyaga | 396,767 | | | 46 | 46 | 48 |
| Murang'a | 644,550 | | | 75 | 75 | 77 |
| Kiambu | 1,547,350 | | | 181 | 181 | 187 |
| Turkana | 435,679 | | | 51 | 51 | 54 |
| West Pokot | 260,921 | | | 30 | 30 | 34 |
| Samburu | 198,609 | | | 23 | 30 | 32 |
| Trans Nzoia | 485,267 | | | 57 | 57 | 59 |
| Uasin Gishu | 651,384 | | | 76 | 76 | 79 |
| Elgeyo/Marakwet | 227,240 | | | 27 | 30 | 30 |
| Nandi | 469,427 | | | 55 | 55 | 55 |
| Baringo | 320,046 | | | 37 | 37 | 42 |
| Laikipia | 285,208 | | | 33 | 33 | 35 |
| Nakuru | 1,189,211 | | | 139 | 139 | 144 |
| Narok | 509,464 | | | 59 | 59 | 62 |
| Kajiado | 625,990 | | | 73 | 73 | 78 |
| Kericho | 477,942 | | | 56 | 56 | 56 |
| Bomet | 437,845 | | | 51 | 51 | 50 |

| | | | | |
|--------------|-------------------|--------------|-------------|-------------|
| Kakamega | 933,790 | 109 | 109 | 113 |
| Vihiga | 312,707 | 36 | 36 | 37 |
| Bungoma | 785,168 | 92 | 92 | 92 |
| Busia | 437,904 | 51 | 51 | 52 |
| Siaya | 506,523 | 59 | 59 | 62 |
| Kisumu | 612,454 | 71 | 71 | 72 |
| Homa Bay | 543,336 | 63 | 63 | 65 |
| Migori | 513,561 | 60 | 60 | 65 |
| Kisii | 658,767 | 77 | 77 | 79 |
| Nyamira | 320,955 | 37 | 37 | 37 |
| Nairobi City | 2,858,097 | 334 | 334 | 343 |
| TOTAL | 25,709,463 | 3,000 | 3074 | 3188 |

1.6 DATA COLLECTION

The data collection involved telephone interviews by call centre agents with members of the public above 18 years across the 47 counties using the CATI technology. The respondents were selected through Random Digit Dialling (RDD).

1.7 LIMITATIONS AND MITIGATION MEASURES

The main limitation encountered was respondents being uncomfortable to participate in the survey since they were called by a new number and others refused to participate.

This was mitigated by explaining to the respondents about the objectives of the survey and assuring them of confidentiality of their information. The questions were also simplified and had an interactive flow.

1.8 QUALITY CONTROL AND ASSURANCE

The quality of the process was maintained high by reviewing and customizing the questionnaire to ensure flow, recruitment of qualified and experienced data collection team, conducting a pilot survey to identify any problem early enough for better mitigation, supervision during data collection and dual recording of the interview, call backs of 10% of the survey respondents and checking of the collected data in real time.

1.9 DATA CLEANING AND ANALYSIS

The data collected was analyzed using the Statistical Package for Social Sciences (SPSS) and Excel.

1.10 RESULTS PRESENTATION

The findings of this survey are presented in this report in narrative, and illustrations using tables and graphs.

2.0 LITERATURE REVIEW

2.1 INTRODUCTION

Media services are powerful tools of communication that connect, educate, inform and entertain people across the world. The media influences the people's beliefs, values and culture. They also have unmatched influence on politics and economy. However, due to its great influence in the social, economic and political scene, it has been a major victim of interference which threatens its independence.

The Media Council of Kenya is established through the Media Council Act 2013. The council sets standards, regulates and monitors compliance with those standards. The MCK's mandate is further reinforced by the Kenya Information and Communication Act, 1998 that requires the council to appoint two members in the formation of Broadcasting Content Advisory Committee.

2.2 BROADCAST MEDIA IN KENYA

In Kenya, the broadcast media services are mainly radio and TV which are accessible by nearly all Kenyans according to the communications authority of Kenya. A survey conducted by the Communications Authority of Kenya and the Kenya Audience Research Foundation in 2019 between July and September revealed that radio listenership was high across the period followed by television viewership then online, and lastly newspaper. This can therefore confirm that the Kenyan mainstream media has high penetration although at different levels to different population segments.

On television viewership, Citizen TV was identified by the study to have the highest viewership among the free to air stations followed by KTN News, KTN Home, NTV, Inooro TV, K24, KBC, Kameme TV, Switch TV, Gikuyu TV, Mt. Kenya TV and others in that order.

On Radio listenership, Radio Citizen was identified to have the highest listenership in Kenya followed by Radio Jambo, Radio Maisha, Inooro FM, Kameme FM, Ramogi FM, Milele FM and others in that order.

Free to air broadcasting services continue to be popular in Kenya. In the first quarter of the communications Authority of Kenya 2020/21 there was a growth of 18 broadcast new licenses issued citing the growth of the industry. During the same period, there was over 136,000 growth of subscribers of broadcast services which accounts for about 2.7% comparing to the 2019/20 quarter 4 subscriptions.

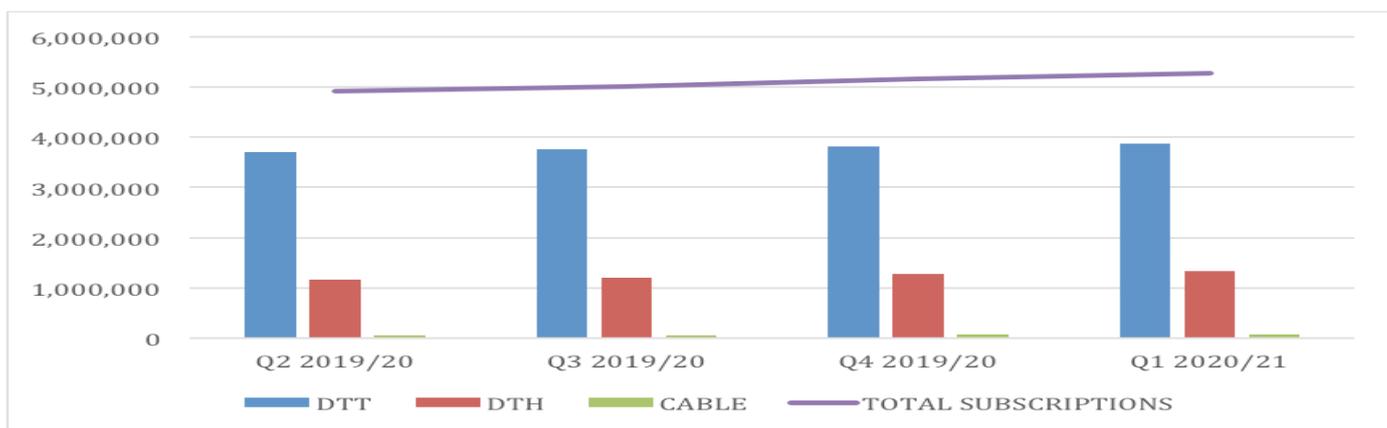


Figure 2: Subscription broadcasting services

Source: CAK

2.3 PRINT MEDIA IN KENYA

Print media has in the recent decade been a growing industry with increasing players and options for customers. This has increased the competition in the industry giving more options to choose. The Daily Nation continues to have the highest readership in the country which may be attributed to the experience that the Nation Media Group has in producing and distributing newspapers. A report by the Kenya Audience Research Foundation in 2019 revealed that Daily Nation leads followed by The Standard, Taifa Leo, Sunday Nation, Saturday Nation, Mwanaspoti, The Star, The People Daily, Nairobiian, Sunday Standard, Saturday Standard, Taifa Jumamosi, and Taifa Jumapili in that order as shown in the figure below;

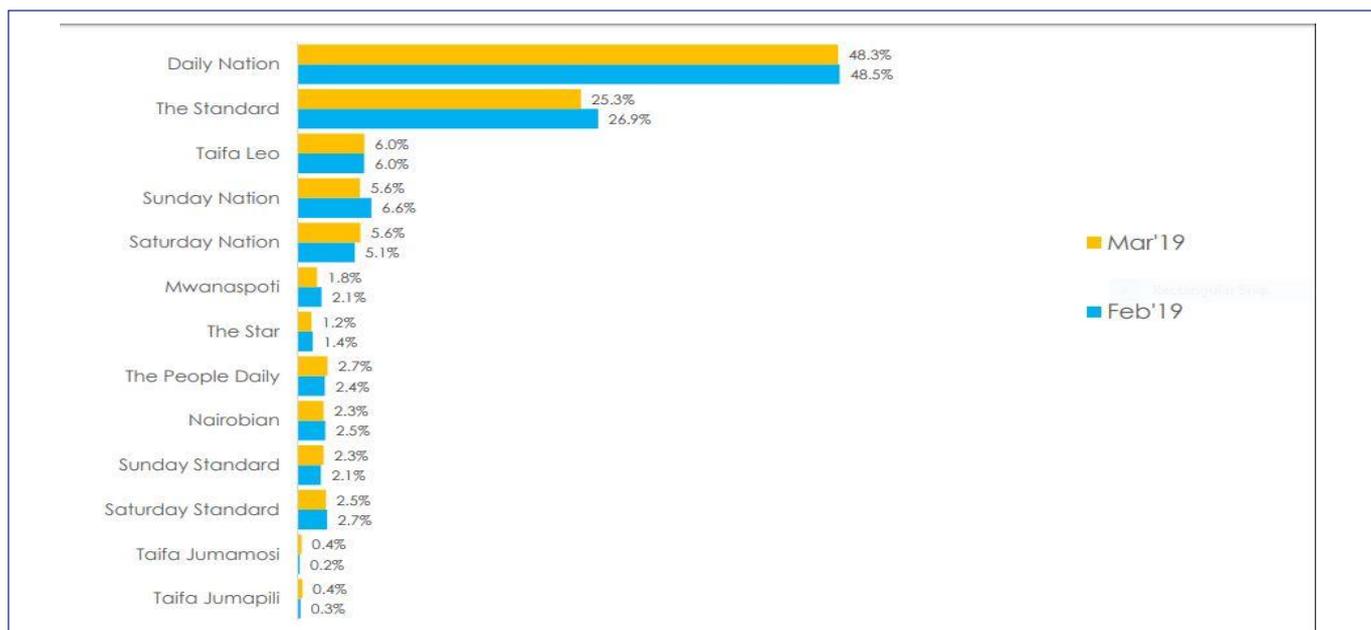


Figure 3: The average daily newspaper reach for February and March 2019

Source: KARF

2.4 SOCIAL MEDIA IN KENYA

A report published by the Communications Authority of Kenya during its 2013/14 financial year showed an impressive rise in the penetration of internet in the country. The mobile broadband subscriptions accounted for 97.07% of the total broadband subscriptions, which was attributed to increased usage of social media platforms.

| Financial Year | 2010/11 | 2011/12 | 2012/13 | 2013/14 |
|--|----------------|----------------|------------------|------------------|
| Fixed Broadband (DSL, Satellite and Fibre) | 6,552 | 35,265 | 64,850 | 73,404 |
| Wireless (WIMAX) | 5,646 | 17,282 | 18,634 | 16,958 |
| Mobile | 108,928 | 674,255 | 1,315,339 | 2,999,794 |
| Total | 121,126 | 726,802 | 1,398,823 | 3,090,156 |

Table 3: Number of broadband subscriptions

Source: CAK

A report done by (Wamuyu, 2020) showed that WhatsApp is the leading consumed social media platform in Kenya followed by Facebook, YouTube, Facebook Messenger, Instagram, Twitter, Telegram, Snapchat, LinkedIn, Tok-tok, Skype, Pinterest and Vimeo in that order

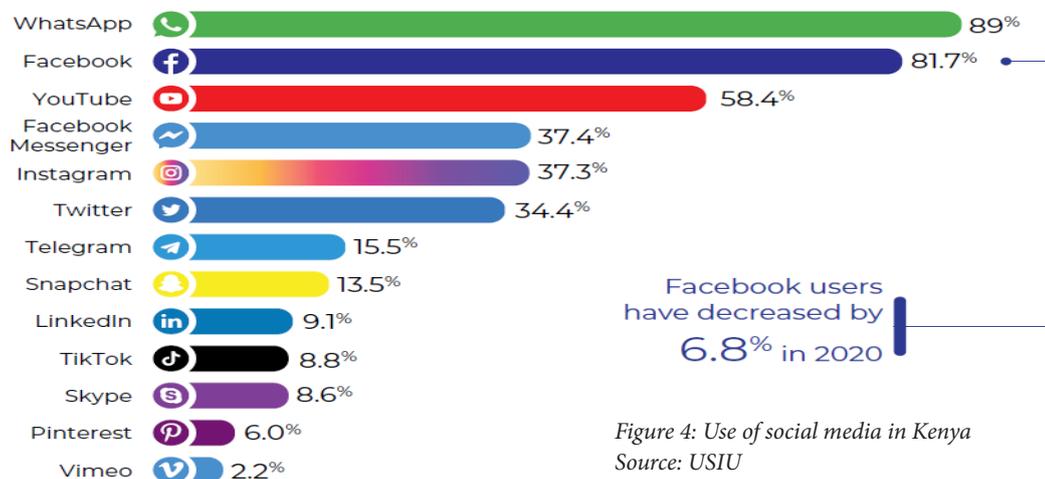


Figure 4: Use of social media in Kenya
Source: USIU

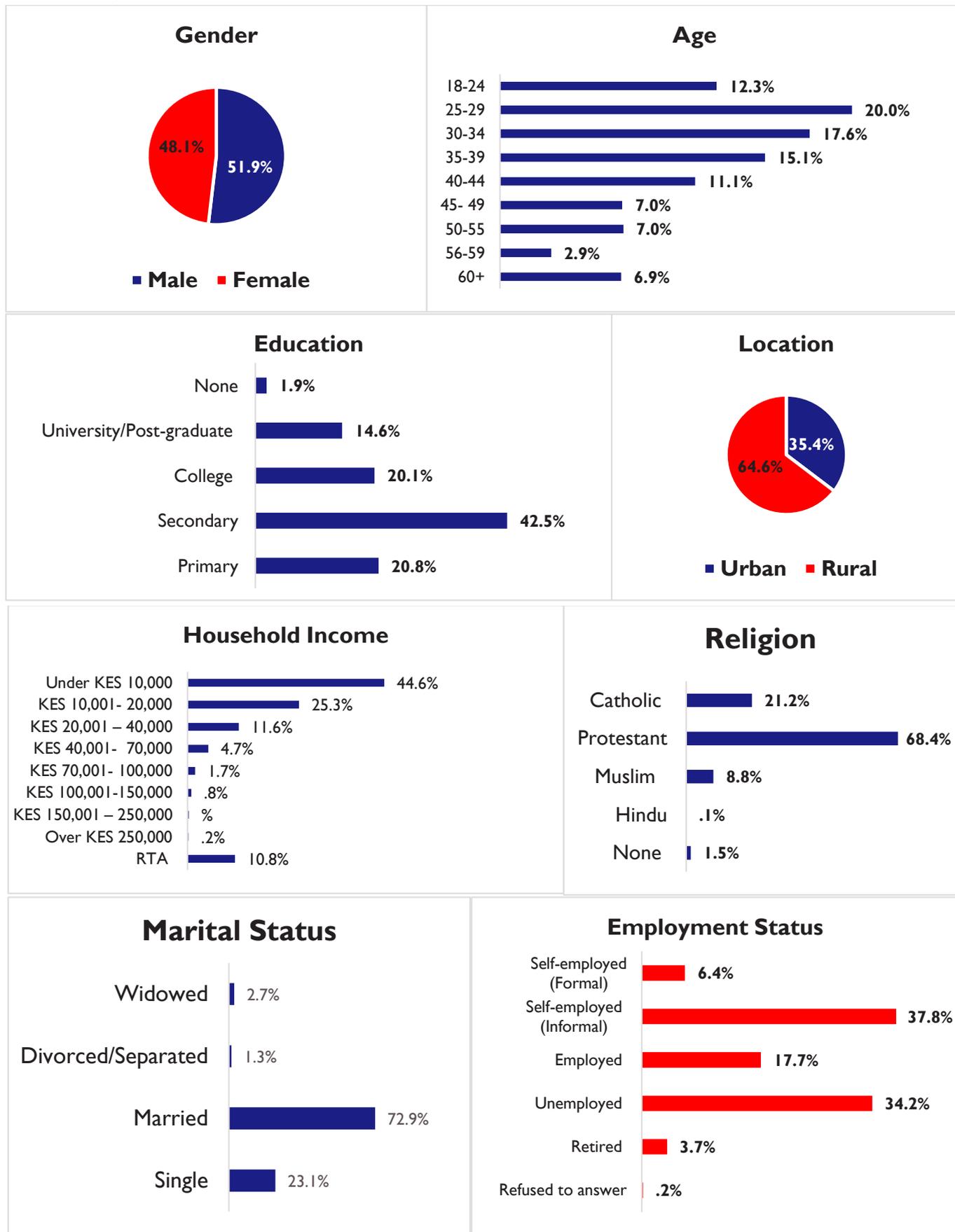
¹Wamuyu, P. K. (2020). *The Kenyan Social media Landscape: Trends and Emerging Narratives, 2020*, SIMElab, Nairobi. https://www.usiu.ac.ke/assets/file/SIMElab_The_Kenyan_Social_Media_Landscape_report.pdf

2.5 CONFIDENCE IN THE KENYAN MEDIA

The Constitution of Kenya provides for freedom and independence of electronic, print and all types of media except when it is involved in propaganda for war, incitement to violence, hate speech and advocacy of hatred. Article 34 (2) states that, “the state shall not exercise control over or interfere with any person engaged in broadcasting, the production or circulation of any publication or the dissemination of information by any medium” and “the state shall not penalize any person for any opinion or view or the content of any broadcast, publication or dissemination”. However, in the past one decade, there have been multiple cases of violation of such clauses through arbitrary arrests and detention, physical attacks, shut down and threat of legal or other action which has adversely affected the confidence of people to the media industry. This may be identified as the cause for the rather poor performance of the Kenyan Media industry in the world map according to the 2020 World Press Freedom Index prepared by the Paris-based organization, Reporters Without Borders (RSF).

3.0 SOCIO-ECONOMIC CHARACTERISTICS

3.1 DEMOGRAPHICS



4.0 BROADCAST MEDIA PLATFORM USAGE

4.1 TELEVISION (TV) VIEWERSHIP

On average, TV viewership duration in a day ranged between one (1) and four (4) hours. This was evident in this survey based on the responses of the significantly majority (43%) of respondents. Comparison with a similar survey done in 2019 showed that the viewership duration dominates and there is an insignificant change in the numbers.

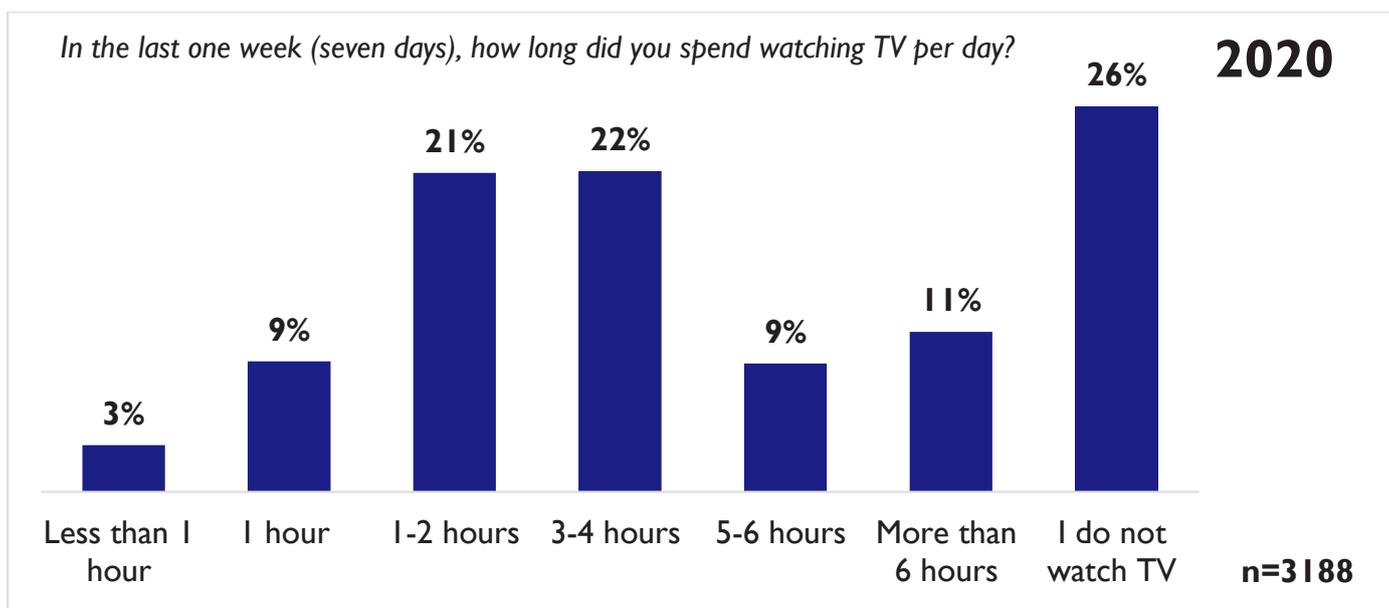


Figure 5: TV viewership 2020

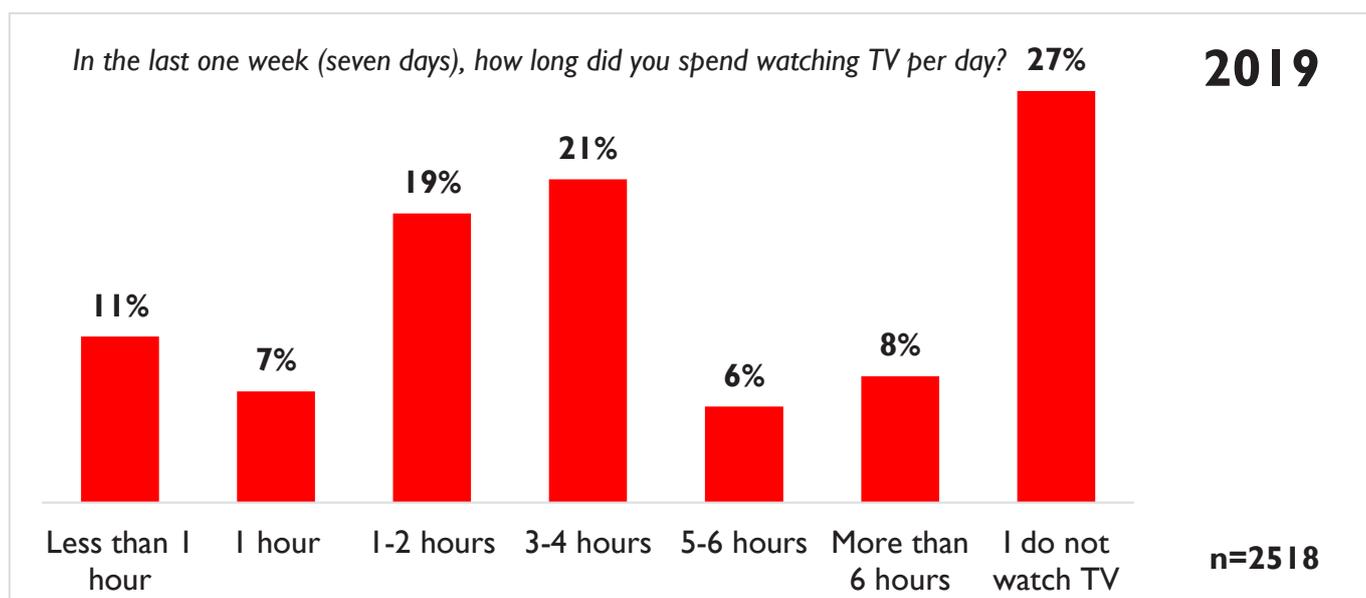


Figure 6: TV viewership 2019

Analysis by gender reveals that more male than female view the TV between 1 and 4 hours in a day. However, the difference in the viewership between male and female is not significantly high.

In the last one week (seven days), how long did you spend watching TV per day?

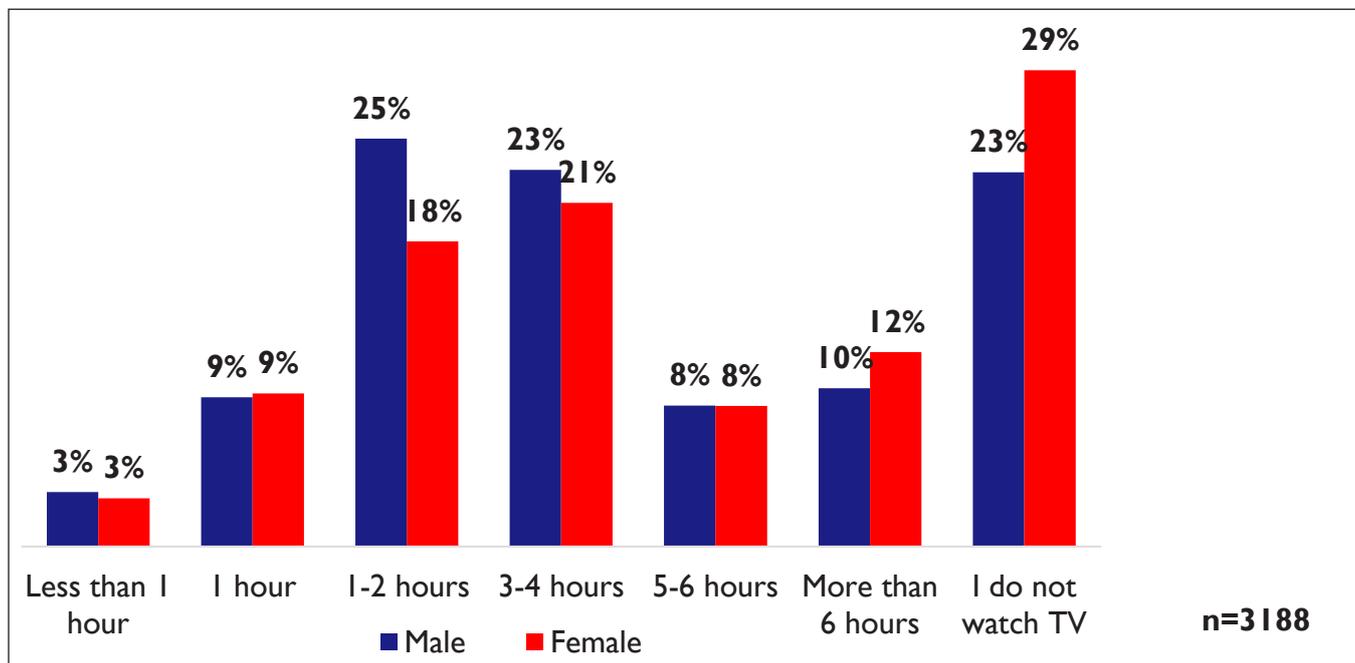


Figure 7: TV viewership by gender

Disaggregating the TV viewership findings by age groups shows that majority of those who watch between one (1) and four (4) hours in a day are people between the age of 42 to 47 years old followed closely by those between 30 to 35 years old. Most (47%) of the people who do not watch TV are above 66 years old.

In the last one week (seven days), how long did you spend watching TV per day?

| | 18-23 | 24-29 | 30-35 | 36-41 | 42-47 | 48-53 | 54-59 | 60-65 | 66+ | RTA | Total |
|-------------------|-------|-------|-------|-------|-------|-------|-------|-------|------|------|-------|
| Less than 1 hour | 12% | 11% | 12% | 9% | 12% | 7% | 11% | 7% | 16% | 10% | 11% |
| 1 hour | 8% | 5% | 9% | 9% | 6% | 10% | 5% | 7% | 3% | 0% | 7% |
| 1-2 hours | 19% | 21% | 20% | 21% | 13% | 17% | 16% | 17% | 10% | 19% | 19% |
| 3-4 hours | 20% | 22% | 23% | 21% | 24% | 21% | 19% | 10% | 8% | 24% | 21% |
| 5-6 hours | 7% | 7% | 8% | 5% | 5% | 3% | 1% | 8% | 8% | 5% | 6% |
| More than 6 hours | 9% | 10% | 6% | 7% | 7% | 8% | 11% | 11% | 7% | 5% | 8% |
| I do not watch TV | 26% | 23% | 22% | 28% | 33% | 35% | 36% | 40% | 47% | 36% | 27% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

n=3188

Table 4: TV viewership by age

Analysis by the level of education showed viewers who had completed college and university/postgraduate education dominated TV viewership between one (1) to four (4) hours in a day.

In the last one week (seven days), how long did you spend watching TV per day?

| Education Level | Primary | Secondary | College | University/Post-graduate | None | Total |
|-------------------|-------------|-------------|-------------|--------------------------|-------------|-------------|
| Less than 1 hour | 3% | 3% | 4% | 3% | 3% | 3% |
| 1 hour | 8% | 10% | 7% | 9% | 5% | 9% |
| 1-2 hours | 18% | 21% | 22% | 26% | 16% | 21% |
| 3-4 hours | 17% | 20% | 27% | 26% | 7% | 22% |
| 5-6 hours | 7% | 9% | 9% | 8% | 12% | 9% |
| More than 6 hours | 6% | 10% | 15% | 14% | 8% | 11% |
| I do not watch TV | 41% | 27% | 16% | 14% | 49% | 26% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% |

n=3188

Table 5: TV viewership by education level

Analysis by location show that TV is mostly watched in the urban areas than rural areas. A significantly high proportion of the respondents who view TV reported to live in urban areas. It is also notable that a higher proportion (30%) of those reside in rural areas do not watch TV.

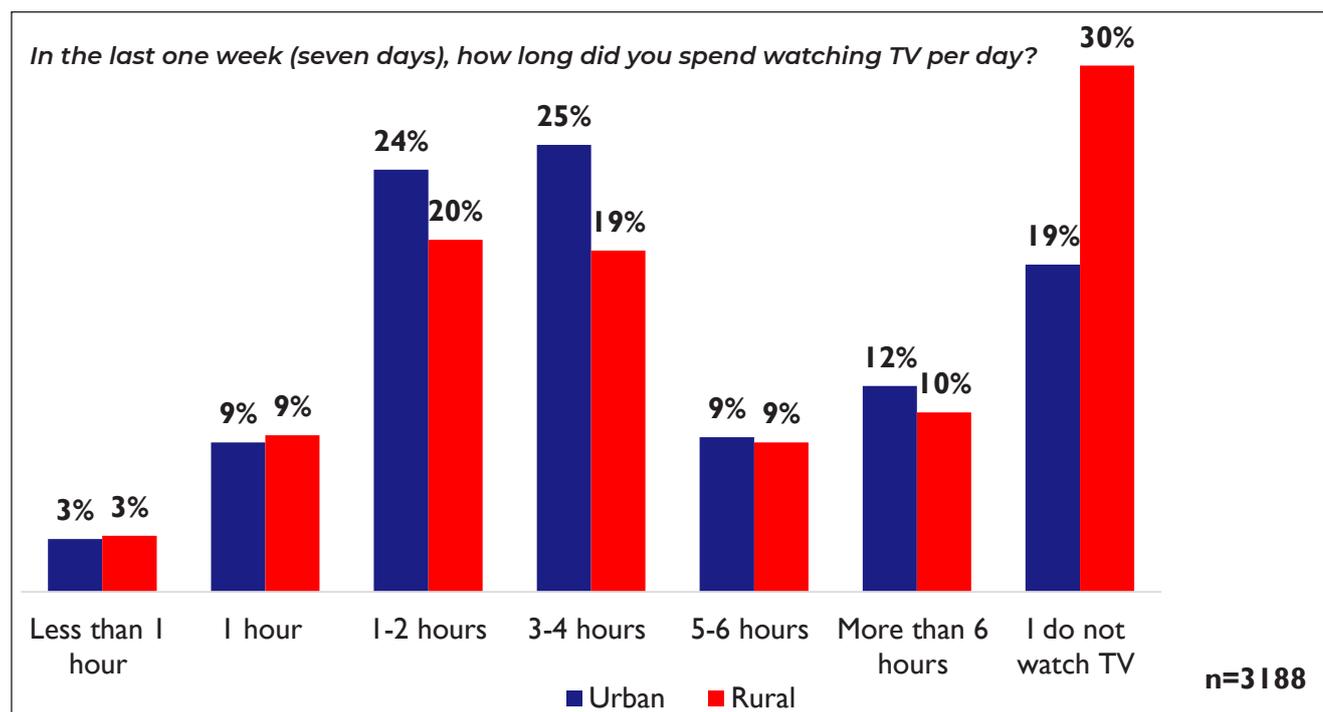


Figure 8: TV viewership by location

There was more TV viewership in Nairobi region than any other in the country for viewers who reported to have the average daily viewership time (1-4 hours).

In the last one week (seven days), how long did you spend watching TV per day?

| REGION | Less than hour | 1 hour | 1-2 hours | 3-4 hours | 5-6 hours | More than 6 hours | I do not watch TV | Total |
|---------------|----------------|-----------|------------|------------|-----------|-------------------|-------------------|-------------|
| COAST | 4% | 12% | 19% | 18% | 8% | 9% | 29% | 100% |
| NORTH EASTERN | 2% | 7% | 18% | 18% | 4% | 8% | 44% | 100% |
| EASTERN | 5% | 9% | 19% | 21% | 9% | 12% | 26% | 100% |
| CENTRAL | 3% | 10% | 24% | 23% | 10% | 15% | 15% | 100% |
| RIFT VALLEY | 2% | 9% | 20% | 20% | 9% | 9% | 30% | 100% |
| WESTERN | 5% | 5% | 22% | 21% | 7% | 11% | 29% | 100% |
| NYANZA | 2% | 8% | 23% | 23% | 10% | 7% | 28% | 100% |
| NAIROBI | 2% | 9% | 27% | 27% | 8% | 14% | 14% | 100% |
| Total | 3% | 9% | 21% | 22% | 9% | 11% | 26% | 100% |
| n=3188 | | | | | | | | |

Table 6: TV viewership by region

Analysis by county reflected a similar trend with the TV viewership duration per day being dominated by the 1-2 hours and 3-4 hours. Migori county led in having the largest proportion of people (37%) who watch the TV 1-2 hours in a day while Nyeri county had the largest proportion of people (34%) watching the TV for 3-4 hours a day.

In the last one week (seven days), how long did you spend watching TV per day?

| | Less than hour | 1 hour | 1-2 hours | 3-4 hours | 5-6 hours | More than 6 hours | I do not watch TV | Total |
|--------------|----------------|--------|-----------|-----------|-----------|-------------------|-------------------|-------|
| Mombasa | 5% | 9% | 25% | 18% | 12% | 12% | 19% | 100% |
| Kwale | 8% | 24% | 17% | 19% | 4% | 8% | 20% | 100% |
| Kilifi | 4% | 6% | 20% | 19% | 7% | 10% | 35% | 100% |
| Tana River | - | 15% | 10% | 19% | 7% | 5% | 44% | 100% |
| Lamu | 4% | 24% | 8% | 19% | 6% | - | 39% | 100% |
| Taita/Taveta | 5% | 7% | 18% | 14% | 7% | 16% | 33% | 100% |

| | | | | | | | | |
|-----------------|----|-----|-----|-----|-----|-----|-----|------|
| Garissa | 3% | 13% | 21% | 10% | - | 4% | 50% | 100% |
| Wajir | 3% | 3% | 19% | 12% | 14% | 11% | 39% | 100% |
| Mandera | - | 6% | 13% | 32% | - | 7% | 42% | 100% |
| Mars abit | - | 14% | 21% | 5% | 15% | 15% | 30% | 100% |
| Is iolo | 5% | 6% | 17% | 13% | 4% | 14% | 42% | 100% |
| Meru | 5% | 10% | 15% | 30% | 10% | 7% | 24% | 100% |
| Tharaka-Nithi | 7% | 7% | 20% | 16% | 9% | 18% | 22% | 100% |
| Embu | 3% | 10% | 35% | 14% | 4% | 14% | 22% | 100% |
| Kitui | 6% | 8% | 14% | 26% | 5% | 8% | 34% | 100% |
| Machakos | 6% | 7% | 17% | 24% | 11% | 14% | 22% | 100% |
| Makueni | 5% | 13% | 19% | 20% | 6% | 6% | 31% | 100% |
| Nyandarua | 4% | 9% | 25% | 17% | 10% | 25% | 10% | 100% |
| Nyeri | 4% | 7% | 15% | 34% | 7% | 9% | 22% | 100% |
| Kirinyaga | 3% | 9% | 22% | 18% | 16% | 20% | 11% | 100% |
| Murang'a | 4% | 9% | 33% | 16% | 9% | 10% | 20% | 100% |
| Kiambu | 2% | 13% | 24% | 26% | 9% | 15% | 11% | 100% |
| Turkana | - | 6% | 20% | 16% | 7% | 2% | 49% | 100% |
| West Pokot | 1% | 7% | 10% | 26% | 11% | - | 45% | 100% |
| Samburu | 1% | 5% | 23% | 18% | 14% | 11% | 27% | 100% |
| Trans Nzoia | 7% | 4% | 25% | 23% | 7% | 9% | 25% | 100% |
| Uasin Gishu | 2% | 7% | 26% | 17% | 12% | 19% | 17% | 100% |
| Elgeyo/Marakwet | - | 16% | 29% | 9% | 11% | 5% | 30% | 100% |
| Nandi | 1% | 8% | 20% | 22% | 11% | 6% | 32% | 100% |
| Baringo | 3% | 13% | 20% | 12% | 3% | 8% | 42% | 100% |
| Laikipia | - | 7% | 20% | 11% | 6% | 20% | 35% | 100% |
| Nakuru | 2% | 10% | 20% | 25% | 11% | 7% | 24% | 100% |
| Narok | 2% | 9% | 23% | 15% | 9% | 11% | 32% | 100% |

| | | | | | | | | |
|---------------|----|-----|-----|-----|-----|-----|-----|------|
| Kajiado | 1% | 6% | 20% | 25% | 7% | 10% | 32% | 100% |
| Kericho | 4% | 22% | 18% | 22% | 8% | 5% | 21% | 100% |
| Bomet | 1% | 13% | 10% | 20% | 12% | 11% | 32% | 100% |
| Kakamega | 8% | 5% | 24% | 19% | 5% | 12% | 26% | 100% |
| Vihiga | 3% | 9% | 15% | 34% | 6% | 1% | 31% | 100% |
| Bungoma | 4% | 1% | 27% | 16% | 11% | 16% | 26% | 100% |
| Busia | 4% | 12% | 18% | 24% | 8% | 6% | 29% | 100% |
| Siaya | 2% | 11% | 18% | 19% | 11% | 9% | 30% | 100% |
| Kisumu | - | 4% | 27% | 26% | 7% | 10% | 25% | 100% |
| Homa Bay | 5% | 11% | 14% | 23% | 15% | 5% | 28% | 100% |
| Migori | - | 2% | 37% | 27% | 7% | 7% | 21% | 100% |
| Kisii | 4% | 14% | 18% | 19% | 7% | 7% | 30% | 100% |
| Nyamira | - | 1% | 20% | 28% | 8% | 9% | 34% | 100% |
| Nairobi City | 1% | 9% | 27% | 28% | 8% | 13% | 13% | 100% |
| Total | 3% | 9% | 21% | 22% | 9% | 11% | 26% | 100% |
| n=3188 | | | | | | | | |

Table 7: TV Viewership by county

4.2 RADIO LISTENERSHIP

On average, radio listenership had reduced as compared to the previous year. This was evident as the proportion of the national population that reported not to be listening to radio increased from 16% in 2019 to 26% on 2020. Notably, there was a slight increase (1% each) of the proportion of the people who reported to have listened to radio one (1) hour and more than 6(six) hours. The analysis also revealed that the population that reported to have listened to the radio for at most one(1) hour dropped from 13% in 2019 to 4% in 2020. There was a slight drop (1% and 3% respectively) of the radio listenership for 1-2 hours and 3-4 hours. Listenership of radio for 5-6 hours in a day remained the same at 10% since 2019.

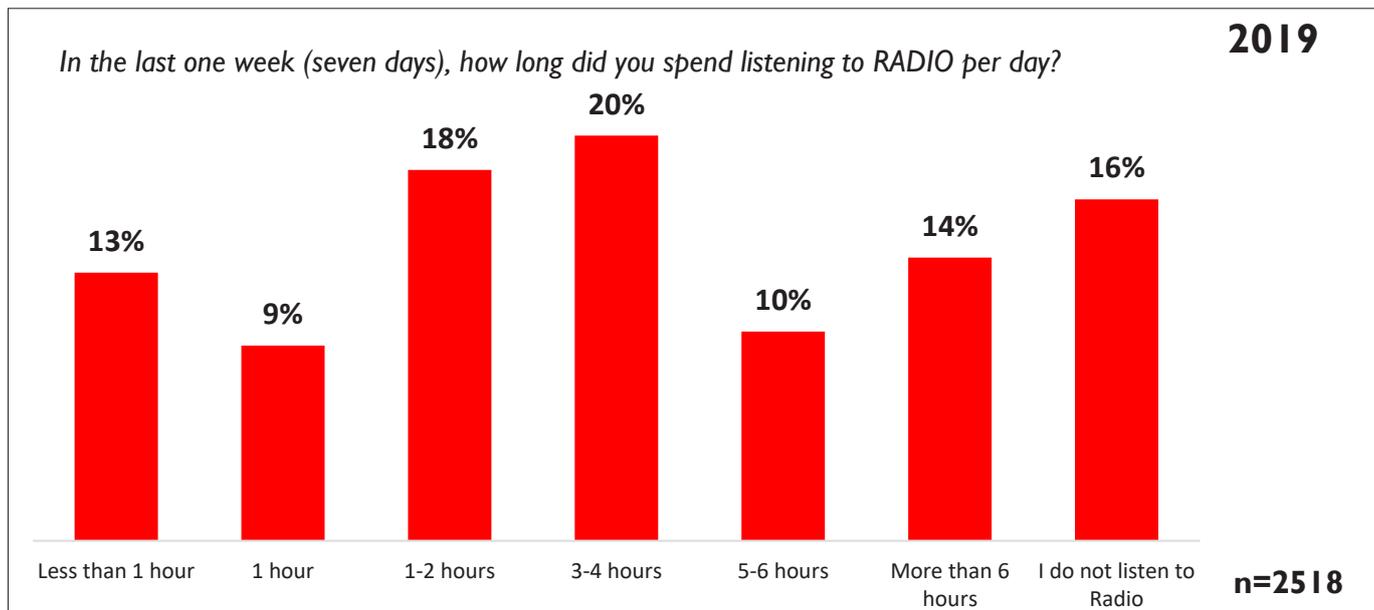


Figure 9: Radio Listenership, 2019

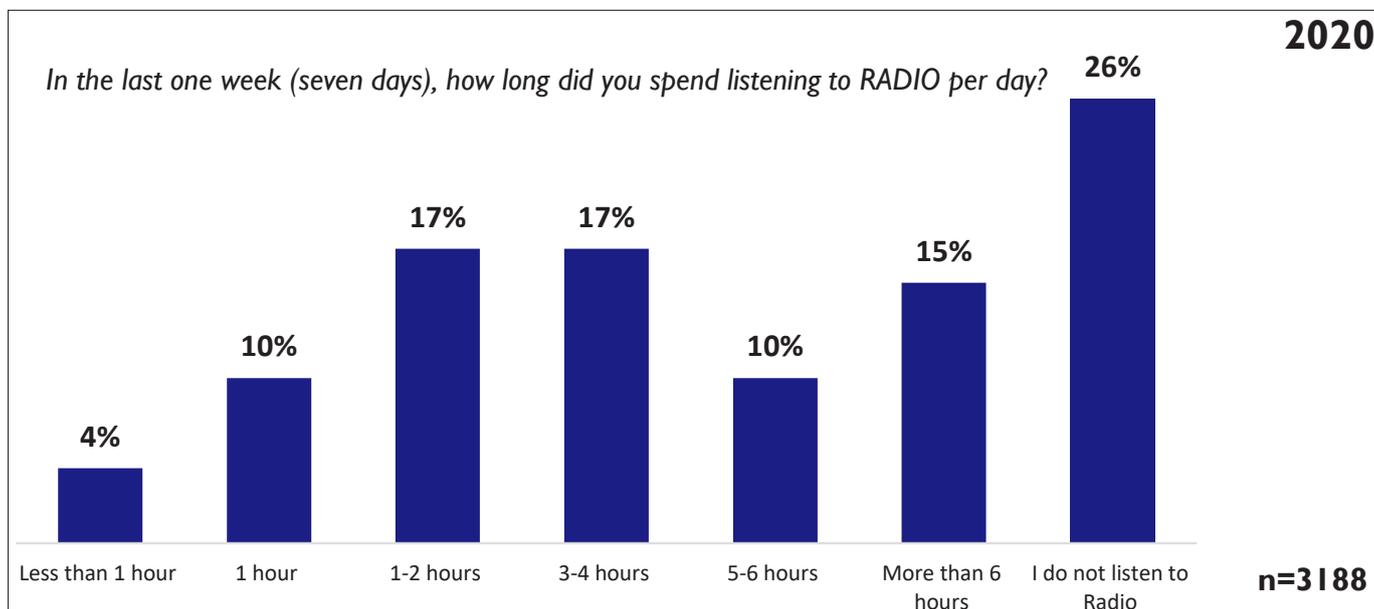


Figure 9: Radio Listenership, 2020

Analysis by gender reveals that radio listenership was high among males. More males than females reported to have listened to radio between 1-2 hours, 3-4 hours, 5-6 hours and more than 6 hours in a day. It is also notable that more females (30%) reported to have not been listening to radio as compared to males (23%) as seen in the figure below;

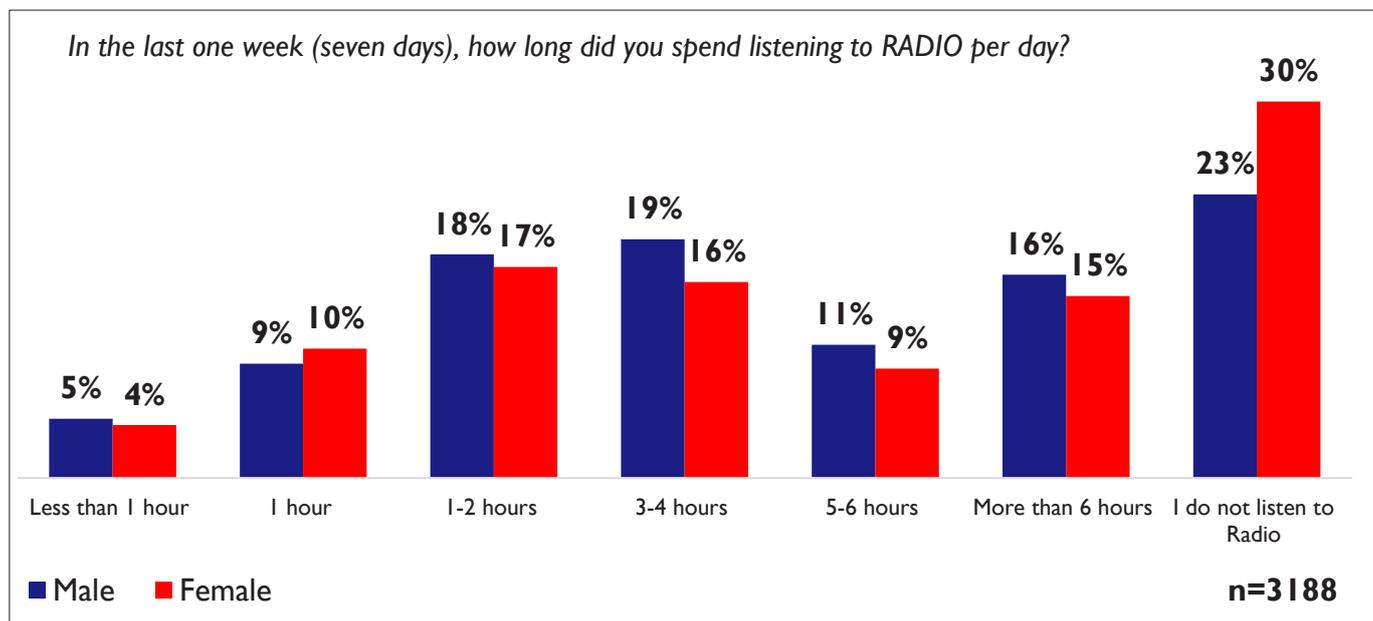


Figure 11: Radio listenership by gender

Analysis by age revealed that radio listenership was mainly between 1-2 and 3-4 hours in a day for all ages. Listenership of radio was more common among people of ages 35 to 55 and above 60 years for the main listenership time in a day. A significantly larger proportion of the people between 18-24 years old reported not to be listening to radio. This is shown in the table below;

In the last one week (seven days), how long did you spend listening to RADIO per day?

| Age | 18-24 | 25-29 | 30-34 | 35-39 | 40-44 | 45-49 | 50-55 | 56-59 | 60+ | Total |
|--------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Less than 1 hour | 4% | 6% | 7% | 3% | 3% | 4% | 6% | 3% | 3% | 4% |
| 1 hour | 8% | 11% | 11% | 9% | 11% | 8% | 9% | 7% | 9% | 10% |
| 1-2 hours | 15% | 15% | 18% | 16% | 22% | 24% | 20% | 17% | 14% | 17% |
| 3-4 hours | 15% | 13% | 16% | 20% | 19% | 19% | 21% | 18% | 22% | 17% |
| 5-6 hours | 10% | 9% | 8% | 11% | 12% | 10% | 8% | 12% | 11% | 10% |
| More than 6 hours | 15% | 17% | 16% | 13% | 14% | 14% | 14% | 17% | 19% | 15% |
| I do not listen to Radio | 34% | 29% | 26% | 26% | 21% | 21% | 22% | 26% | 23% | 26% |
| Total | 100% |

n=3188

Table 8: Radio listenership by age

Disaggregating the responses by the highest level of education showed that, radio listenership is more common for 1-2 and 3-4 hours per day among people whose highest level of education is primary and secondary and more than 6 hours listenership per day people whose highest level of education is college.

In the last one week (seven days), how long did you spend listening to RADIO per day?

| | Primary | Secondary | College | University/Post-graduate | None | Total |
|--------------------------|-------------|-------------|-------------|--------------------------|-------------|-------------|
| Less than 1 hour | 3% | 4% | 5% | 5% | 3% | 4% |
| 1 hour | 10% | 11% | 9% | 8% | 7% | 10% |
| 1-2 hours | 19% | 19% | 15% | 15% | 13% | 17% |
| 3-4 hours | 20% | 18% | 16% | 14% | 12% | 17% |
| 5-6 hours | 13% | 10% | 8% | 6% | 12% | 10% |
| More than 6 hours | 14% | 16% | 18% | 11% | 13% | 15% |
| I do not listen to Radio | 21% | 22% | 28% | 40% | 41% | 26% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% |

n=3188

Table 9: Radio listenership by level of education

Radio listenership is higher in the rural areas than the urban areas. Analysis of the responses by location showed that higher proportions of the respondents who live in rural areas listen to radio for 1 hour (11%), 1-2 hours (18%), 3-4 hours (18%), 5-6 hours (11%) and more than 6 hours per day (17%). This proportion is higher compared to the urban areas whereby the proportion of those who cited to listen to radio for 1(one) hour, 1-2 hours, 3-4 hours, 5-6 hours, and more than 6 hours per day is 7%, 17%, 16%, 8% and 13% respectively. It was also notable that a bigger proportion (35%) of respondents in urban areas responded that they had not listened to radio in the preceding seven days compared to 22% which represent the overall proportion of those who reported to not have listened to radio.

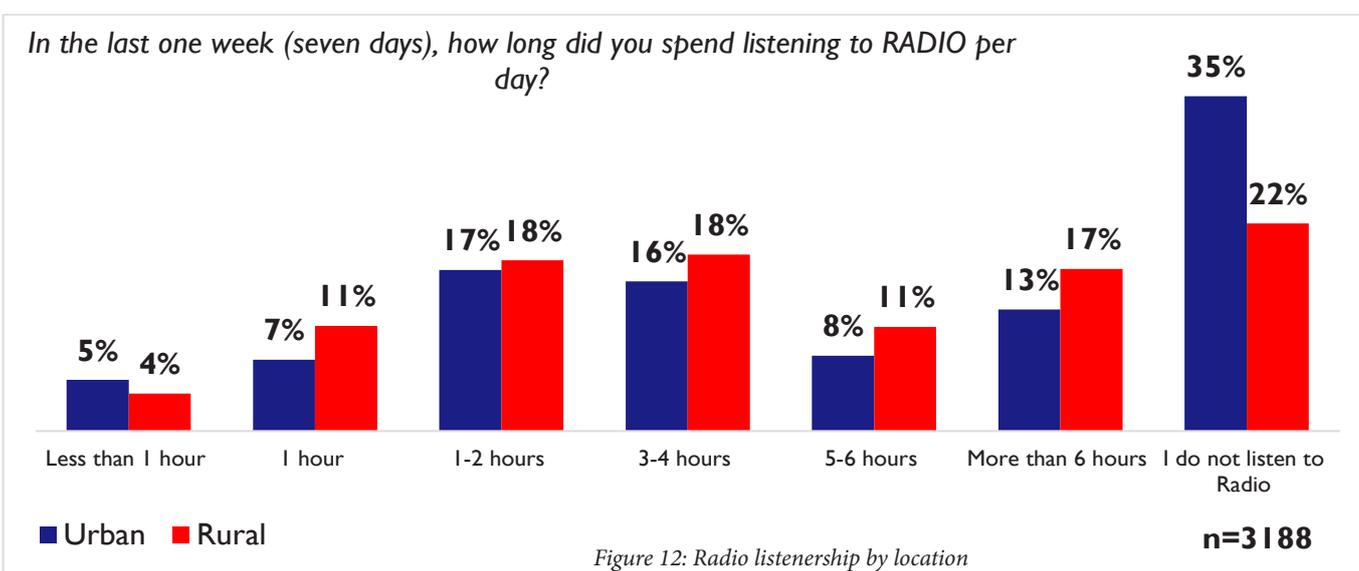


Figure 12: Radio listenership by location

North Eastern, Western and Nyanza regions had more proportions of population that listened to radio for 1-2 and 3-4 hours per day. Notably, all the regions except Nyanza had significantly high (above 20%) proportion of the population that do not listen to radio. This is presented in the table below.

In the last one week (seven days), how long did you spend listening to RADIO per day?

| | COAST | NORTH EASTERN | EASTERN | CENTRAL | RIFT VALLEY | WESTERN | NYANZA | NAIROBI | Total |
|--------------------------|-------|---------------|---------|---------|-------------|---------|--------|---------|-------|
| Less than 1 hour | 7% | 1% | 7% | 5% | 3% | 3% | 4% | 6% | 4% |
| 1 hour | 10% | 7% | 10% | 9% | 11% | 9% | 10% | 9% | 10% |
| 1-2 hours | 12% | 24% | 17% | 16% | 19% | 16% | 20% | 19% | 17% |
| 3-4 hours | 11% | 13% | 15% | 19% | 19% | 20% | 22% | 15% | 17% |
| 5-6 hours | 6% | 7% | 11% | 10% | 10% | 13% | 10% | 10% | 10% |
| More than 6 hours | 17% | 4% | 17% | 18% | 14% | 18% | 16% | 13% | 15% |
| I do not listen to Radio | 38% | 45% | 25% | 24% | 25% | 21% | 18% | 29% | 26% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

n=3188

Table 10: Radio listenership by region

Radio listenership was higher in Tharaka Nithi and Nandi counties. This was evident from the analysis of the radio listenership by county where 34% of the Tharaka Nithi respondents cited to have listened to radio for more than 6 hours per day and 33% in Nandi County reported to have listened to radio for 3-4 hours in a day as shown in the table below.

In the last one week (seven days), how long did you spend listening to RADIO per day?

| | Less than 1 hour | 1 hour | 1-2 hours | 3-4 hours | 5-6 hours | More than 6 hours | I do not watch TV | Total |
|---------------|------------------|--------|-----------|-----------|-----------|-------------------|-------------------|-------|
| Mombasa | 5% | 6% | 11% | 13% | 3% | 18% | 43% | 100% |
| Kwale | 13% | 24% | 13% | 11% | 4% | 15% | 20% | 100% |
| Kilifi | 6% | 5% | 12% | 8% | 7% | 20% | 43% | 100% |
| Tana River | 4% | 14% | 7% | 18% | 7% | 11% | 39% | 100% |
| Lamu | 6% | 9% | 15% | 9% | 9% | 15% | 36% | 100% |
| Taita/Taveta | 6% | 3% | 12% | 12% | 12% | 15% | 39% | 100% |
| Garissa | 2% | 14% | 25% | 9% | - | 5% | 45% | 100% |
| Wajir | - | 3% | 23% | 8% | 13% | 5% | 49% | 100% |
| Mandera | - | 3% | 25% | 23% | 8% | 3% | 40% | 100% |
| Marsabit | - | 20% | 17% | 7% | 10% | 10% | 37% | 100% |
| Isiolo | 3% | 3% | 21% | 18% | 3% | 15% | 38% | 100% |
| Meru | 6% | 14% | 18% | 13% | 11% | 10% | 28% | 100% |
| Tharaka-Nithi | 13% | 9% | 6% | 13% | 16% | 34% | 9% | 100% |
| Embu | 4% | 7% | 18% | 20% | 7% | 20% | 24% | 100% |
| Kitui | 16% | 7% | 14% | 9% | 12% | 14% | 28% | 100% |
| Machakos | 3% | 9% | 22% | 15% | 11% | 25% | 15% | 100% |
| Makueni | 6% | 9% | 11% | 23% | 13% | 13% | 26% | 100% |
| Nyandarua | 2% | 7% | 15% | 26% | 9% | 24% | 17% | 100% |
| Nyeri | 10% | 7% | 10% | 21% | 11% | 20% | 21% | 100% |
| Kirinyaga | 6% | 8% | 17% | 10% | 15% | 17% | 27% | 100% |
| Murang'a | 6% | 10% | 13% | 23% | 14% | 16% | 17% | 100% |
| Kiambu | 2% | 11% | 19% | 17% | 6% | 17% | 29% | 100% |
| Turkana | - | 4% | 22% | 22% | 19% | 13% | 20% | 100% |

| | | | | | | | | |
|-----------------|-----|-----|-----|-----|-----|-----|-----|------|
| Trans Nzoia | 5% | 14% | 10% | 14% | 10% | 12% | 36% | 100% |
| Uasin Gishu | 8% | 8% | 15% | 18% | 8% | 13% | 32% | 100% |
| Elgeyo/Marakwet | 10% | 13% | 20% | 13% | 17% | 10% | 17% | 100% |
| Nandi | - | 15% | 16% | 33% | 15% | 11% | 11% | 100% |
| Baringo | 2% | 5% | 26% | 17% | 10% | 12% | 29% | 100% |
| Laikipia | - | 9% | 17% | 20% | 9% | 20% | 26% | 100% |
| Nakuru | - | 10% | 26% | 15% | 10% | 15% | 23% | 100% |
| Narok | 5% | 19% | 24% | 15% | 8% | 10% | 19% | 100% |
| Kajiado | 4% | 6% | 14% | 19% | 6% | 19% | 31% | 100% |
| Kericho | | 23% | 11% | 16% | 14% | 7% | 29% | 100% |
| Bomet | 6% | 6% | 16% | 26% | 8% | 18% | 20% | 100% |
| Kakamega | 5% | 9% | 12% | 23% | 13% | 19% | 19% | 100% |
| Vihiga | 3% | 8% | 16% | 27% | 19% | 8% | 19% | 100% |
| Bungoma | 1% | 9% | 22% | 17% | 13% | 20% | 18% | 100% |
| Busia | 2% | 12% | 15% | 13% | 6% | 19% | 33% | 100% |
| Siaya | 3% | 10% | 21% | 18% | 8% | 23% | 18% | 100% |
| Kisumu | 1% | 4% | 19% | 25% | 10% | 19% | 21% | 100% |
| Homa Bay | 5% | 6% | 18% | 20% | 15% | 17% | 18% | 100% |
| Migori | 6% | 12% | 17% | 22% | 6% | 8% | 29% | 100% |
| Kisii | 1% | 19% | 20% | 23% | 13% | 13% | 11% | 100% |
| Nyamira | 8% | 3% | 27% | 27% | 3% | 22% | 11% | 100% |
| Nairobi City | 6% | 9% | 19% | 15% | 10% | 13% | 29% | 100% |
| Total | 4% | 10% | 17% | 17% | 10% | 15% | 26% | 100% |
| n=3188 | | | | | | | | |

Table 11: Radio listenership by counties

4.3 TV PROGRAMMES

Most of the respondents reported to have watched News in the preceding seven days. It was also notable that there was increase in the proportion that cited to have watched News in 2020 compared to 2019. Music was reported to be the second most watched programme in TV, with an increase in the proportion of the population that reported to have watched such programmes in 2020 from 2019. Soaps follow in the third position, then movies as shown in the figures below.

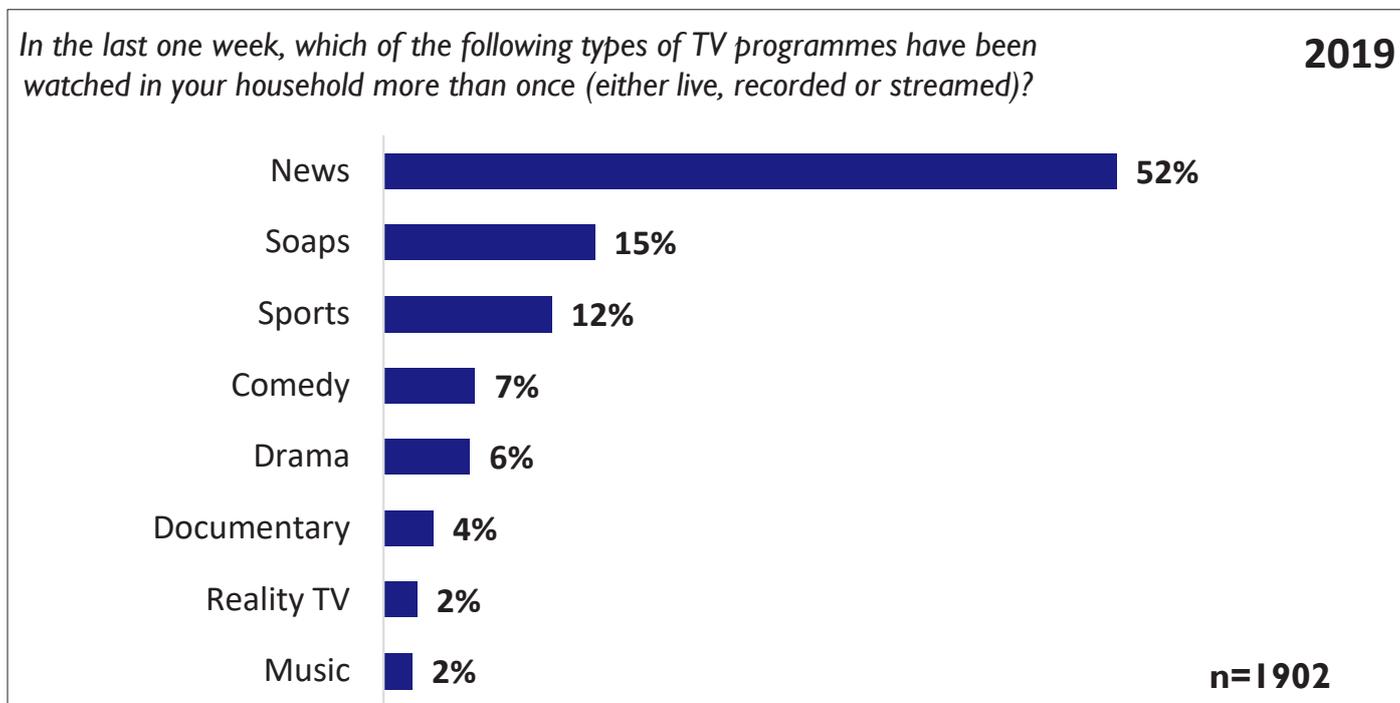


Figure 13: TV programmes watched 2019

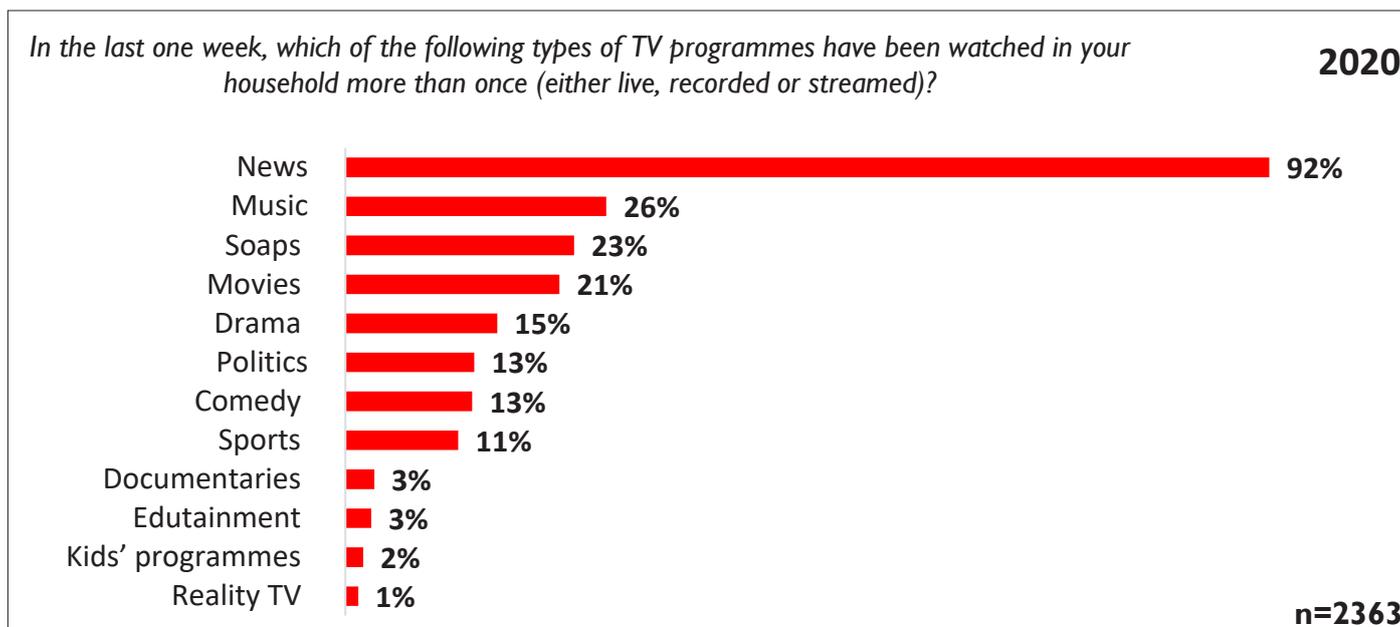


Figure 14: TV programmes watched 2020

Analysis by gender revealed that more male proportion watch News, documentaries, politics and sports than females while more female proportion of the population watch music, movies, comedy, soaps, drama and reality shows than male.

In the last one week, which of the following types of TV programmes have been watched in your household more than once (either live, recorded or streamed)?

| | Male | Female | Total |
|------------------|------|--------|-------|
| News | 94% | 91% | 92% |
| Music | 23% | 29% | 26% |
| Movies | 20% | 23% | 21% |
| Comedy | 12% | 13% | 13% |
| Soaps | 15% | 32% | 23% |
| Drama | 14% | 17% | 15% |
| Documentaries | 4% | 2% | 3% |
| Edutainment | 2% | 3% | 3% |
| Sports | 17% | 4% | 11% |
| Reality TV | 1% | 2% | 1% |
| Kids' programmes | 2% | 2% | 2% |
| Politics | 17% | 8% | 13% |

n=2363, watched TV in the last one week

Table 12: TV Programme watched by gender

Analysis by age showed that News was watched by most of the people across all the age groups. However, the population between 45-59 years have larger percentage of people reporting to have watched News. Music was mostly watched by 25-29, and 35-39 years old members of the population. The analysis showed that movies were mostly watched by people between 18-24 years old. The population between 50-55 had a larger proportion who watched comedy than any other age group as shown in the table below.

In the last one week, which of the following types of TV programmes have been watched in your household more than once (either live, recorded or streamed)?

| | 18-24 | 25-29 | 30-34 | 35-39 | 40-44 | 45- 49 | 50-55 | 56-59 | 60+ | Total |
|------------------|-------|-------|-------|-------|-------|--------|-------|-------|-----|-------|
| News | 86% | 91% | 93% | 94% | 94% | 95% | 98% | 97% | 94% | 92% |
| Music | 29% | 31% | 25% | 30% | 27% | 16% | 17% | 15% | 21% | 26% |
| Movies | 30% | 23% | 21% | 23% | 17% | 13% | 14% | 23% | 21% | 21% |
| Comedy | 14% | 11% | 14% | 14% | 11% | 10% | 19% | 11% | 11% | 13% |
| Soaps | 31% | 22% | 28% | 22% | 19% | 16% | 16% | 22% | 20% | 23% |
| Drama | 15% | 16% | 16% | 15% | 17% | 14% | 14% | 8% | 15% | 15% |
| Documentaries | 2% | 1% | 3% | 3% | 3% | 4% | 5% | 3% | 6% | 3% |
| Edutainment | 1% | 1% | 4% | 1% | 4% | 6% | 1% | 5% | 6% | 3% |
| Sports | 15% | 10% | 9% | 12% | 9% | 11% | 16% | 8% | 13% | 11% |
| Reality TV | 3% | 1% | 1% | 1% | 2% | - | 1% | 2% | 2% | 1% |
| Kids' programmes | 2% | 1% | 2% | 2% | 2% | 3% | 1% | 2% | 3% | 2% |
| Politics | 11% | 11% | 12% | 12% | 13% | 12% | 12% | 17% | 26% | 13% |

n=2363, watched TV in the last one week

Table 13: TV programmes watched by level of age

Disaggregation of the data by the highest level of education showed that News was consumed by people of all levels of education interrogated with those who reported to have college as their highest level of education having a larger proportion watching News than any other group. Music, movies and sports also were revealed to have more preference by those with college as their highest level of education than any other group.

In the last one week, which of the following types of TV programmes have been watched in your household more than once (either live, recorded or streamed)?

| | Primary | Secondary | College | University/Post-graduate | None | Total |
|------------------|---------|-----------|---------|--------------------------|------|------------|
| News | 92% | 91% | 94% | 93% | 100% | 92% |
| Music | 23% | 25% | 31% | 26% | 29% | 26% |
| Movies | 22% | 20% | 24% | 21% | 19% | 21% |
| Comedy | 13% | 14% | 11% | 10% | 19% | 13% |
| Soaps | 20% | 23% | 29% | 17% | 32% | 23% |
| Drama | 16% | 16% | 15% | 13% | 23% | 15% |
| Documentaries | 2% | 2% | 3% | 6% | - | 3% |
| Edutainment | 2% | 3% | 3% | 2% | - | 3% |
| Sports | 13% | 9% | 11% | 17% | 13% | 11% |
| Reality TV | 1% | 1% | 2% | 2% | - | 1% |
| Kids' programmes | 3% | 1% | 2% | 2% | - | 2% |
| Politics | 12% | 12% | 13% | 15% | 29% | 13% |

n=2363, watched TV in the last one week

Table 14: TV programmes watched by level of education

A larger proportion of the rural population watched news, music and politics compared to urban areas. On the other side, more urban dwellers watched movies, drama, documentaries, sports and reality TV shows than in the rural areas. This is shown by the analyses of the responses by location in the table below.

In the last one week, which of the following types of TV programmes have been watched in your household more than once (either live, recorded or streamed)?

| | Urban | Rural | Total |
|--|-------|-------|-------|
| News | 90% | 94% | 92% |
| Music | 25% | 27% | 26% |
| Movies | 22% | 21% | 21% |
| Comedy | 13% | 13% | 13% |
| Soaps | 23% | 23% | 23% |
| Drama | 16% | 15% | 15% |
| Documentaries | 4% | 2% | 3% |
| Edutainment | 2% | 3% | 3% |
| Sports | 13% | 10% | 11% |
| Reality TV | 2% | 1% | 1% |
| Kids' programmes | 2% | 2% | 2% |
| Politics | 12% | 13% | 13% |
| n=2363, watched TV in the last one week | | | |

Table 15: TV programme watched by location

The difference between the proportions of population that watched News, music and movies across all the regions was insignificant. A larger proportion of respondents in Nyanza reported to have watched soap operas than any other region. It was notable that North Eastern had a larger proportion than any other region that cited to have watched comedy as shown in the table below

In the last one week, which of the following types of TV programmes have been watched in your household more than once (either live, recorded or streamed)?

| | COAST | NORTH EASTERN | EASTERN | CENTRAL | RIFT VALLEY | WESTERN | NYANZA | NAIROBI | Total |
|--|-------|---------------|---------|---------|-------------|---------|--------|---------|-------|
| News | 92% | 93% | 90% | 93% | 92% | 94% | 93% | 93% | 92% |
| Music | 17% | 23% | 29% | 29% | 28% | 22% | 28% | 26% | 26% |
| Movies | 23% | 20% | 25% | 20% | 20% | 21% | 20% | 22% | 21% |
| Comedy | 10% | 16% | 11% | 14% | 12% | 13% | 14% | 14% | 13% |
| Soaps | 17% | 16% | 24% | 21% | 23% | 25% | 28% | 24% | 23% |
| Drama | 13% | 4% | 16% | 15% | 15% | 15% | 18% | 17% | 15% |
| Documentaries | 6% | 4% | 2% | 2% | 4% | 4% | 0% | 2% | 3% |
| Edutainment | 3% | 4% | 0% | 3% | 3% | 5% | 3% | 2% | 3% |
| Sports | 14% | 10% | 9% | 12% | 11% | 12% | 11% | 12% | 11% |
| Reality TV | 1% | 3% | 1% | 1% | 2% | - | 1% | 2% | 1% |
| Kids' programmes | 4% | 3% | 1% | 3% | 1% | 2% | 1% | 1% | 2% |
| Politics | 8% | 15% | 12% | 11% | 14% | 10% | 18% | 15% | 13% |
| n=2363, watched TV in the last one week | | | | | | | | | |

Table 16: TV programme watched by region

4.3.1 LOCAL & FOREIGN CONTENT TV PROGRAMMES WATCHED

It was noted from the analysis by the origin of TV content that preference of local content by the respondents than foreign one except for movies which had more preference of foreign ones.

In the last one week, which of the following types of TV programmes have been watched in your household more than once (either live, recorded or streamed)?

| | LOCAL CONTENT | FOREIGN CONTENT |
|------------------|---------------|-----------------|
| News | 99% | 29% |
| Music | 99% | 46% |
| Movies | 83% | 62% |
| Comedy | 96% | 32% |
| Soaps | 85% | 58% |
| Drama | 94% | 34% |
| Documentaries | 86% | 71% |
| Edutainment | 100% | 38% |
| Sports | 75% | 73% |
| Reality TV | 76% | 57% |
| Kids' programmes | 81% | 68% |
| Politics | 99% | 35% |

n=2363, watched TV in the last one week

Table 17: Local and foreign content TV programmes watched

4.4 TV STATIONS WATCHED

Most of the respondents indicated that they had watched Citizen TV in the preceding seven (7) days followed by NTV, KTN Home, KTN News and Inooro TV. The ranking of other stations that were reported by the respondents is shown in the figure below.

In the last one week, which TV stations have you watched?

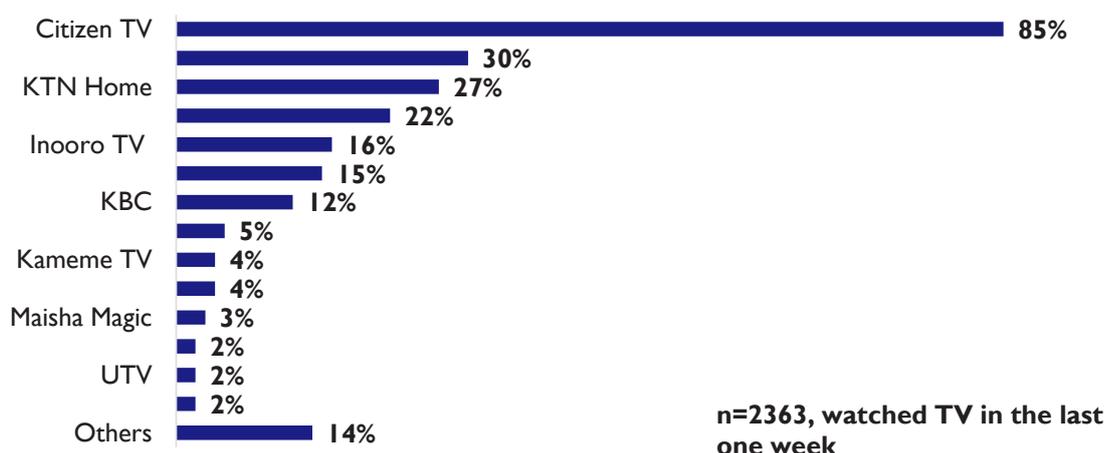


Figure 15: Most watched TV station

Analysis of the most watched TV station by gender revealed that there was no difference between the number of male and female viewers of Citizen TV and Kass TV. On one hand a larger proportion of males reported to have watched NTV, KTN News, K24, KBC and KTN Burudani. On the other hand, a larger percentage of the females reported to have watched KTN Home, Inooro TV, Kameme TV, Switch TV, Maisha Magic, Gikuyu TV and UTV.

In the last one-week, which TV stations have you watched?

| | Male | Female | Total |
|--------------|------|--------|-------|
| Citizen TV | 85% | 85% | 85% |
| NTV | 31% | 29% | 30% |
| KTN Home | 25% | 30% | 27% |
| KTN News | 27% | 15% | 22% |
| Inooro TV | 13% | 20% | 16% |
| K24 | 19% | 9% | 15% |
| KBC | 13% | 10% | 12% |
| Kameme TV | 3% | 6% | 4% |
| Switch TV | 4% | 6% | 5% |
| KTN Burudani | 4% | 3% | 3% |
| Kass TV | 2% | 2% | 2% |
| Maisha Magic | 2% | 3% | 2% |
| Gikuyu TV | 1% | 2% | 2% |
| UTV | 1% | 2% | 2% |

n=2363, watched TV in the last one week

Table 18: TV station watched by gender

Analysis by age showed that Citizen TV and NTV were watched by people of all age groups represented with no significant difference in the proportions. The results of this analysis have been tabulated below:

In the last one week, which TV stations have you watched?

| | 18-24 | 25-29 | 30-34 | 35-39 | 40-44 | 45- 49 | 50-55 | 56-59 | 60+ | Total |
|--------------|-------|-------|-------|-------|-------|--------|-------|-------|-----|-------|
| Citizen TV | 87% | 86% | 86% | 86% | 84% | 82% | 85% | 88% | 74% | 85% |
| NTV | 34% | 29% | 30% | 31% | 29% | 27% | 31% | 34% | 26% | 30% |
| KTN Home | 31% | 25% | 29% | 26% | 29% | 33% | 23% | 25% | 18% | 27% |
| KTN News | 26% | 19% | 20% | 21% | 23% | 18% | 21% | 26% | 29% | 22% |
| Inooro TV | 11% | 11% | 16% | 18% | 18% | 24% | 17% | 11% | 25% | 16% |
| K24 | 16% | 14% | 14% | 15% | 15% | 13% | 12% | 15% | 15% | 15% |
| KBC | 10% | 10% | 11% | 10% | 11% | 14% | 16% | 14% | 20% | 12% |
| Kameme TV | 1% | 2% | 5% | 5% | 4% | 8% | 5% | 5% | 8% | 4% |
| Switch TV | 11% | 6% | 5% | 4% | 2% | 3% | 1% | 3% | - | 5% |
| KTN Burudani | 4% | 4% | 3% | 5% | 4% | 2% | 3% | 2% | 1% | 3% |
| Kass TV | 1% | 2% | 2% | 2% | 3% | - | 4% | 3% | 3% | 2% |
| Maisha Magic | 3% | 3% | 4% | 2% | 0% | 1% | 1% | 3% | 2% | 2% |
| Gikuyu TV | 1% | 2% | 1% | 3% | 2% | 3% | 1% | 2% | 1% | 2% |
| UTV | 2% | 1% | 2% | 2% | 3% | 3% | 1% | - | 1% | 2% |

n=2363, watched TV in the last one week

Table 19: TV station watched by age

Aggregating the responses by the level of education revealed that Citizen TV was viewed by people with all the levels of education mentioned with no significant difference in the proportions. A larger proportion of those whose highest level of education was University/postgraduate indicated that they watched NTV, KTN Home and KTN News. The table below shows the findings in detail.

In the last one week, which TV stations have you watched?

| | Primary | Secondary | College | University/Post-graduate | None | Total |
|--------------|---------|-----------|---------|--------------------------|------|-------|
| Citizen TV | 80% | 86% | 84% | 87% | 87% | 85% |
| NTV | 19% | 26% | 34% | 44% | 35% | 30% |
| KTN Home | 25% | 27% | 27% | 28% | 29% | 27% |
| KTN News | 19% | 19% | 24% | 29% | 39% | 22% |
| Inooro TV | 26% | 16% | 13% | 9% | 13% | 16% |
| K24 | 15% | 14% | 16% | 14% | 16% | 15% |
| KBC | 13% | 13% | 11% | 7% | 16% | 12% |
| Kameme TV | 9% | 4% | 3% | 0% | 3% | 4% |
| Switch TV | 2% | 6% | 5% | 6% | - | 5% |
| KTN Burudani | 2% | 3% | 4% | 4% | 6% | 3% |
| Kass TV | 2% | 2% | 3% | 1% | 3% | 2% |
| Maisha Magic | 2% | 2% | 4% | 4% | 3% | 2% |
| Gikuyu TV | 3% | 1% | 2% | 1% | 3% | 2% |
| U'TV | 2% | 2% | 2% | 0% | 3% | 2% |

n=2363, watched TV in the last one week

Table 19: TV station watched by age

The analysis by location showed that Citizen TV, NTV, KTN Home, KTN News, K24, Switch TV among others were watched by a larger urban proportion of the population than the rural one. It also revealed most of the vernacular stations like Inooro TV, Kameme TV, Kass TV and Gikuyu TV were watched by a larger rural proportion of the population than in the urban areas as shown in the table below.

In the last one week, which TV stations have you watched?

| | Primary | Secondary | College | University/Post-graduate | None | Total |
|--------------|---------|-----------|---------|--------------------------|------|-------|
| Citizen TV | 80% | 86% | 84% | 87% | 87% | 85% |
| NTV | 19% | 26% | 34% | 44% | 35% | 30% |
| KTN Home | 25% | 27% | 27% | 28% | 29% | 27% |
| KTN News | 19% | 19% | 24% | 29% | 39% | 22% |
| Inooro TV | 26% | 16% | 13% | 9% | 13% | 16% |
| K24 | 15% | 14% | 16% | 14% | 16% | 15% |
| KBC | 13% | 13% | 11% | 7% | 16% | 12% |
| Kameme TV | 9% | 4% | 3% | 0% | 3% | 4% |
| Switch TV | 2% | 6% | 5% | 6% | - | 5% |
| KTN Burudani | 2% | 3% | 4% | 4% | 6% | 3% |
| Kass TV | 2% | 2% | 3% | 1% | 3% | 2% |
| Maisha Magic | 2% | 2% | 4% | 4% | 3% | 2% |
| Gikuyu TV | 3% | 1% | 2% | 1% | 3% | 2% |
| UTV | 2% | 2% | 2% | 0% | 3% | 2% |

n=2363, watched TV in the last one week

Table 20: TV station watched by level of education

The analysis by location showed that Citizen TV, NTV, KTN Home, KTN News, K24, Switch TV among others were watched by a larger urban proportion of the population than the rural one. It also revealed most of the vernacular stations like Inooro TV, Kameme TV, Kass TV and Gikuyu TV were watched by a larger rural proportion of the population than in the urban areas as shown in the table below.

In the last one week, which TV stations have you watched?

| | Primary | Secondary | College | University/Post-graduate | None | Total |
|--------------|---------|-----------|---------|--------------------------|------|-------|
| Citizen TV | 80% | 86% | 84% | 87% | 87% | 85% |
| NTV | 19% | 26% | 34% | 44% | 35% | 30% |
| KTN Home | 25% | 27% | 27% | 28% | 29% | 27% |
| KTN News | 19% | 19% | 24% | 29% | 39% | 22% |
| Inooro TV | 26% | 16% | 13% | 9% | 13% | 16% |
| K24 | 15% | 14% | 16% | 14% | 16% | 15% |
| KBC | 13% | 13% | 11% | 7% | 16% | 12% |
| Kameme TV | 9% | 4% | 3% | 0% | 3% | 4% |
| Switch TV | 2% | 6% | 5% | 6% | - | 5% |
| KTN Burudani | 2% | 3% | 4% | 4% | 6% | 3% |
| Kass TV | 2% | 2% | 3% | 1% | 3% | 2% |
| Maisha Magic | 2% | 2% | 4% | 4% | 3% | 2% |
| Gikuyu TV | 3% | 1% | 2% | 1% | 3% | 2% |
| UTV | 2% | 2% | 2% | 0% | 3% | 2% |

n=2363, watched TV in the last one week

Table 21: TV stations watched by location

Citizen TV led in all the regions as shown by the analysis of the responses by regions. NTV came second in all regions except in Rift valley whereby KTN Home was second. More details are visible in the table below.

In the last one week, which TV stations have you watched?

| | COAST | NORTH EASTERN | EASTERN | CENTRAL | RIFT VALLEY | WESTERN | NYANZA | NAIROBI | Total |
|--------------|-------|---------------|---------|---------|-------------|---------|--------|---------|-------|
| Citizen TV | 84% | 84% | 90% | 69% | 86% | 91% | 92% | 87% | 85% |
| NTV | 31% | 48% | 27% | 15% | 28% | 36% | 36% | 41% | 30% |
| KTN Home | 25% | 38% | 25% | 15% | 30% | 34% | 32% | 29% | 27% |
| KTN News | 29% | 30% | 20% | 12% | 22% | 25% | 25% | 23% | 22% |
| Inooro TV | 7% | 3% | 11% | 55% | 12% | 1% | 2% | 14% | 16% |
| K24 | 13% | 16% | 15% | 11% | 20% | 13% | 11% | 14% | 15% |
| KBC | 16% | 13% | 10% | 8% | 14% | 14% | 15% | 6% | 12% |
| Kameme TV | 2% | 1% | 2% | 17% | 2% | - | - | 3% | 4% |
| Switch TV | 2% | 4% | 6% | 4% | 5% | 3% | 6% | 6% | 5% |
| KTN Burudani | 2% | 6% | 2% | 2% | 2% | 7% | 5% | 6% | 3% |
| Kass TV | 1% | 1% | 1% | 0% | 6% | - | 1% | 1% | 2% |
| Maisha Magic | 2% | 6% | 1% | 2% | 3% | 4% | 2% | 3% | 2% |
| Gikuyu TV | 1% | - | 1% | 4% | 1% | 1% | 1% | 2% | 2% |
| UTV | 1% | 1% | 3% | 2% | 1% | 3% | 1% | 1% | 2% |

n=2363, watched TV in the last one week

Table 22: TV stations watched by region

4.5 PREFERRED/FAVOURITE TV STATIONS

The analysis of the most preferred TV station showed that Citizen TV enjoyed a preference rate of 66% followed by Inooro TV (9%), NTV (6%), KTN News (6%) and KTN Home (5%). The preference of these stations together with other stations is shown in the figure below.

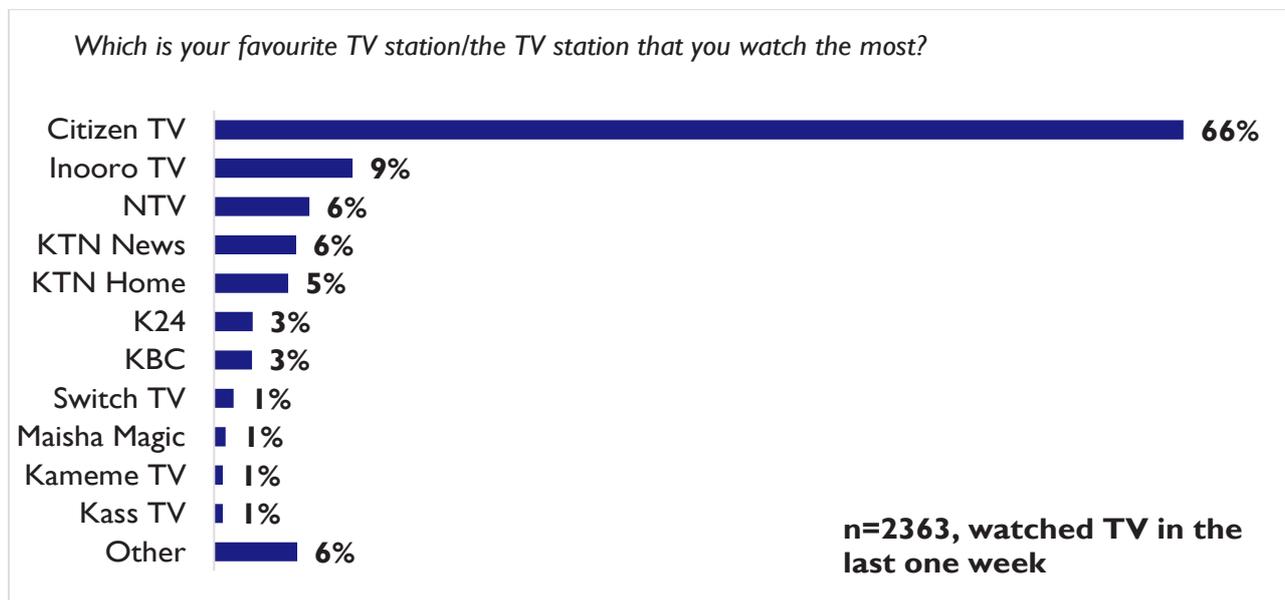


Figure 16: Preferred TV stations

Analysis of the TV preference by gender showed that more males than females preferred Citizen TV, NTV, KTN News, K24 and KBC while more females than males reported Inooro TV, KTN Home, Switch TV and Maisha Magic as their favourite stations. Kameme and Kass TV share popularity levels across both genders.

| | Male | Female | Total |
|--------------|------|--------|-------|
| Citizen TV | 66% | 65% | 66% |
| Inooro TV | 7% | 13% | 9% |
| NTV | 7% | 6% | 6% |
| KTN News | 7% | 4% | 6% |
| KTN Home | 4% | 6% | 5% |
| K24 | 4% | 2% | 3% |
| KBC | 3% | 2% | 3% |
| Switch TV | 1% | 2% | 1% |
| Maisha Magic | 0.3% | 1% | 1% |
| Kameme TV | 1% | 1% | 1% |
| Kass TV | 1% | 1% | 1% |
| Other | 6% | 5% | 6% |

n=2363, watched TV in the last one week

Table 23: Preferred TV station by gender

The preference of Citizen TV across all the age groups represented in this survey ranged between 59% to 69%. A larger proportion of those above 60 years old than any other age group preferred Inooro Tv. Similarly, a larger proportion of those aged between 56 and 59 years than any other age group reported to prefer NTV. KTN Home emerged popular among people between 18 and 24 years, more than any other age group as shown in the table below.

Which is your favourite TV station/the TV station that you watch the most?

| | 18-24 | 25-29 | 30-34 | 35-39 | 40-44 | 45- 49 | 50-55 | 56-59 | 60+ | Total |
|--------------|-------|-------|-------|-------|-------|--------|-------|-------|-----|------------|
| Citizen TV | 62% | 69% | 67% | 67% | 64% | 67% | 68% | 65% | 59% | 66% |
| Inooro TV | 5% | 5% | 9% | 11% | 12% | 15% | 11% | 6% | 18% | 9% |
| NTV | 7% | 6% | 7% | 6% | 6% | 4% | 6% | 14% | 7% | 6% |
| KTN News | 6% | 6% | 4% | 5% | 6% | 4% | 5% | 5% | 7% | 6% |
| KTN Home | 9% | 6% | 5% | 4% | 5% | 4% | 1% | 5% | 2% | 5% |
| K24 | 2% | 4% | 3% | 2% | 1% | 3% | 3% | 2% | 1% | 3% |
| KBC | 2% | 1% | 3% | 3% | 2% | 2% | 4% | 3% | 4% | 3% |
| Switch TV | 5% | 1% | 1% | 1% | 1% | - | 1% | - | - | 1% |
| Maisha Magic | 0.3% | 2% | 1% | 0.3% | 0.4% | - | - | - | 1% | 1% |
| Kameme TV | 0.3% | 0.4% | 1% | 1% | 0.4% | 1% | - | - | - | 1% |
| Kass TV | 1% | 1% | 0.2% | 1% | 1% | - | 2% | - | - | 1% |
| Other | 11% | 8% | 4% | 5% | 3% | 4% | 1% | 3% | 5% | 6% |

n=2363, watched TV in the last one week

Table 24: Preferred TV station by age

A larger proportion of those who lived in rural areas reported to have Citizen TV, Inooro TV, K24 and KBC as their preferred TV stations. Likewise, NTV, KTN News, KTN Home and Switch TV have more preference in the urban areas. This is shown in the table below.

Which is your favourite TV station/ the TV station that you watch the most?

| | Urban | Rural | Total |
|--------------|-------|-------|-------|
| Citizen TV | 65% | 66% | 66% |
| Inooro TV | 8% | 10% | 9% |
| NTV | 8% | 5% | 6% |
| KTN News | 7% | 5% | 6% |
| KTN Home | 6% | 5% | 5% |
| K24 | 2% | 3% | 3% |
| KBC | 1% | 3% | 3% |
| Switch TV | 2% | 1% | 1% |
| Maisha Magic | 1% | 1% | 1% |
| Kameme TV | 1% | 1% | 1% |
| Kass TV | 0.1% | 1% | 1% |
| Other | 8% | 4% | 6% |

n=2363, watched TV in the last one week

Table 25: Preferred TV station by location

Disaggregation of the responses by region revealed that Citizen TV was most preferred acrossboard with other stations taking their shares as depicted below.

Which is your favourite TV station/ the TV station that you watch the most?

| | COAST | NORTH EASTERN | EASTERN | CENTRAL | RIFT VALLEY | WESTERN | NYANZA | NAIROBI | Total |
|--------------|-------|------------------|---------|---------|----------------|---------|--------|---------|-------|
| Citizen TV | 69% | 69% | 73% | 42% | 65% | 75% | 74% | 68% | 66% |
| Inooro TV | 3% | 1% | 4% | 41% | 5% | | 1% | 7% | 9% |
| NTV | 9% | 7% | 5% | 4% | 6% | 6% | 8% | 8% | 6% |
| KTN News | 7% | 7% | 5% | 2% | 7% | 6% | 6% | 5% | 6% |
| KTN Home | 5% | 4% | 4% | 4% | 6% | 8% | 4% | 5% | 5% |
| K24 | 1% | 1% | 2% | 3% | 4% | 2% | 2% | 3% | 3% |
| KBC | 4% | 6% | 3% | 2% | 3% | 2% | 3% | 1% | 3% |
| Switch TV | 0.5% | 3% | 1% | 2% | 1% | 2% | 2% | 1% | 1% |
| Maisha Magic | - | 1% | 1% | 1% | 1% | 0.5% | - | 1% | 1% |
| Kameme TV | - | - | 1% | 2% | 0.2% | - | - | 1% | 1% |
| Kass TV | - | - | 0.3% | - | 2% | - | - | | 1% |
| Other | 5% | 1% | 5% | 6% | 5% | 6% | 5% | 8% | 6% |

n=2363, watched TV in the last one week

Table 26: Preferred TV station by region

4.6 RADIO PROGRAMMES

The findings of this survey showed that News was the most listened radio programme among radio listeners followed by music, politics and comedy among others as visualized in the figure below.

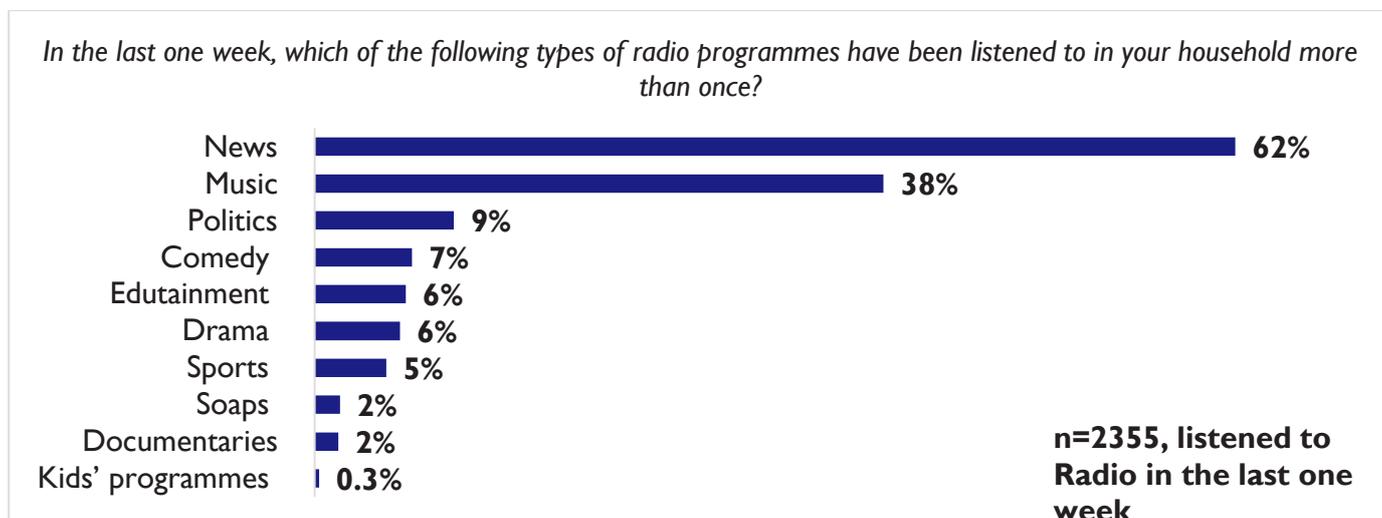


Figure 17: Radio programmes listened

Aggregation of the responses by gender revealed that News is listened to equally among males and females. Larger proportion of the females reported to have listened to music, soaps and kid's programmes while more male proportions cited that they had listened to politics, comedy, sports and documentaries as shown in the table below.

In the last one week, which of the following types of radio programmes have been listened to in your household more than once?

| | Male | Female | Total |
|------------------|------|--------|-------|
| News | 83% | 83% | 83% |
| Music | 50% | 53% | 51% |
| Politics | 16% | 9% | 13% |
| Comedy | 9% | 8% | 9% |
| Edutainment | 8% | 8% | 8% |
| Drama | 8% | 8% | 8% |
| Sports | 10% | 3% | 7% |
| Soaps | 2% | 3% | 2% |
| Documentaries | 3% | 2% | 2% |
| Kids' programmes | 0.2% | 0.5% | 0.3% |

n=2355, listened to Radio in the last one week

Table 27: Radio programmes listened by gender

Analysis by age showed that most respondents aged between 35 and 39 years listened to music programmes. A larger proportion among those above 60 years than any other age group reported to have listened to politics. Larger proportions of those aged between 56 and 59 years than any other age group reported to have listened to comedy and entertainment programmes. This information is shown in the table below.

In the last one week, which of the following types of radio programmes have been listened to in your household more than once?

| | 18-24 | 25-29 | 30-34 | 35-39 | 40-44 | 45- 49 | 50-55 | 56-59 | 60+ | Total |
|---|-------|-------|-------|-------|-------|--------|-------|-------|-----|-------|
| Music | 56% | 56% | 49% | 60% | 51% | 44% | 43% | 41% | 41% | 51% |
| Politics | 9% | 10% | 12% | 11% | 13% | 11% | 16% | 13% | 28% | 13% |
| Comedy | 9% | 9% | 10% | 7% | 8% | 10% | 10% | 16% | 6% | 9% |
| Edutainment | 6% | 8% | 8% | 9% | 8% | 6% | 7% | 16% | 10% | 8% |
| Drama | 9% | 9% | 11% | 6% | 6% | 7% | 3% | 9% | 4% | 8% |
| Sports | 11% | 6% | 4% | 6% | 8% | 8% | 9% | 3% | 5% | 7% |
| Soaps | 2% | 2% | 2% | 3% | 2% | 4% | 3% | 4% | 1% | 2% |
| Documentaries | 3% | 2% | 1% | 2% | 2% | 4% | 1% | 4% | 4% | 2% |
| Kids' programmes | 1% | 0.4% | 0.5% | - | 0.4% | 1% | - | - | - | 0.3% |
| n=2355, listened to Radio in the last one week | | | | | | | | | | |

Table 28: Radio programmes listened by age

The analysis by location showed that larger portions of the population in the urban areas listened to music, comedy, entertainment, drama, sports and kid's programmes. On the flipside, larger proportions of the rural population cited that they had listened to News and Politics as shown in the table below.

In the last one week, which of the following types of radio programmes have been listened to in your household more than once?

| | Urban | Rural | Total |
|---|-------|-------|-------|
| News | 75% | 87% | 83% |
| Music | 55% | 50% | 51% |
| Politics | 11% | 13% | 13% |
| Comedy | 11% | 8% | 9% |
| Edutainment | 9% | 8% | 8% |
| Drama | 10% | 7% | 8% |
| Sports | 7% | 6% | 7% |
| Soaps | 2% | 2% | 2% |
| Documentaries | 2% | 2% | 2% |
| Kids' programmes | 1% | 0.2% | 0.3% |
| n=2355, listened to Radio in the last one week | | | |

Table 29: Radio programmes listened by location

Analysis of regional respondents revealed that the North Eastern led in the proportion of people who listened to News and comedy, a larger proportion of people in Eastern region said they listened to music programmes, while political programmes most listened to in Nyanza region. Comedy was also listened to more in Nairobi with the same proportion of listeners as North Eastern. Entertainment programmes were listened to more in the Coastal region as shown in the table below:

In the last one week, which of the following types of radio programmes have been listened to in your household more than once?

| | COAST | NORTH EASTERN | EASTERN | CENTRAL | RIFT VALLEY | WESTERN | NYANZA | NAIROBI | Total |
|------------------|-------|---------------|---------|---------|-------------|---------|--------|---------|-------|
| News | 81% | 91% | 83% | 77% | 86% | 87% | 87% | 77% | 83% |
| Music | 43% | 41% | 56% | 52% | 50% | 51% | 55% | 54% | 51% |
| Politics | 8% | 16% | 12% | 7% | 14% | 14% | 19% | 12% | 13% |
| Comedy | 10% | 13% | 5% | 10% | 7% | 11% | 10% | 13% | 9% |
| Edutainment | 12% | 10% | 6% | 8% | 9% | 8% | 6% | 8% | 8% |
| Drama | 6% | 7% | 6% | 10% | 6% | 9% | 7% | 13% | 8% |
| Sports | 10% | 1% | 7% | 4% | 6% | 6% | 8% | 6% | 7% |
| Soaps | 2% | 3% | 3% | 3% | 3% | 1% | 1% | 2% | 2% |
| Documentaries | 4% | - | 2% | 3% | 2% | 2% | 2% | 2% | 2% |
| Kids' programmes | - | 1% | 1% | - | 0.3% | - | 1% | - | 0.3% |

n=2355, listened to Radio in the last one week

Table 30: Radio programmes listened by region

By interrogating the origin of most of the mentioned programmes, it was noted that, like TV, people preferred more local radio programmes to foreign ones as shown in the table below;

In the last one week, which of the following types of radio programmes have been listened to in your household more than once?

| | LOCAL CONTENT | FOREIGN CONTENT |
|------------------|---------------|-----------------|
| News | 99% | 19% |
| Music | 99% | 35% |
| Comedy | 99% | 17% |
| Soaps | 95% | 27% |
| Drama | 99% | 12% |
| Documentaries | 98% | 24% |
| Edutainment | 99% | 19% |
| Sports | 85% | 65% |
| Kids' programmes | 100% | 58% |
| Politics | 99% | 21% |

n=2355, listened to Radio in the last one week

Table 31: Content listened to and origin

4.7 RADIO STATIONS LISTENED TO

Among the radio stations reported by the respondents to have been listened to in the preceding seven days, Radio Citizen was cited to have been listened to more followed by Radio Jambo, Radio Maisha, Inooro FM and Kameme FM in that order. This is shown in the figure below.

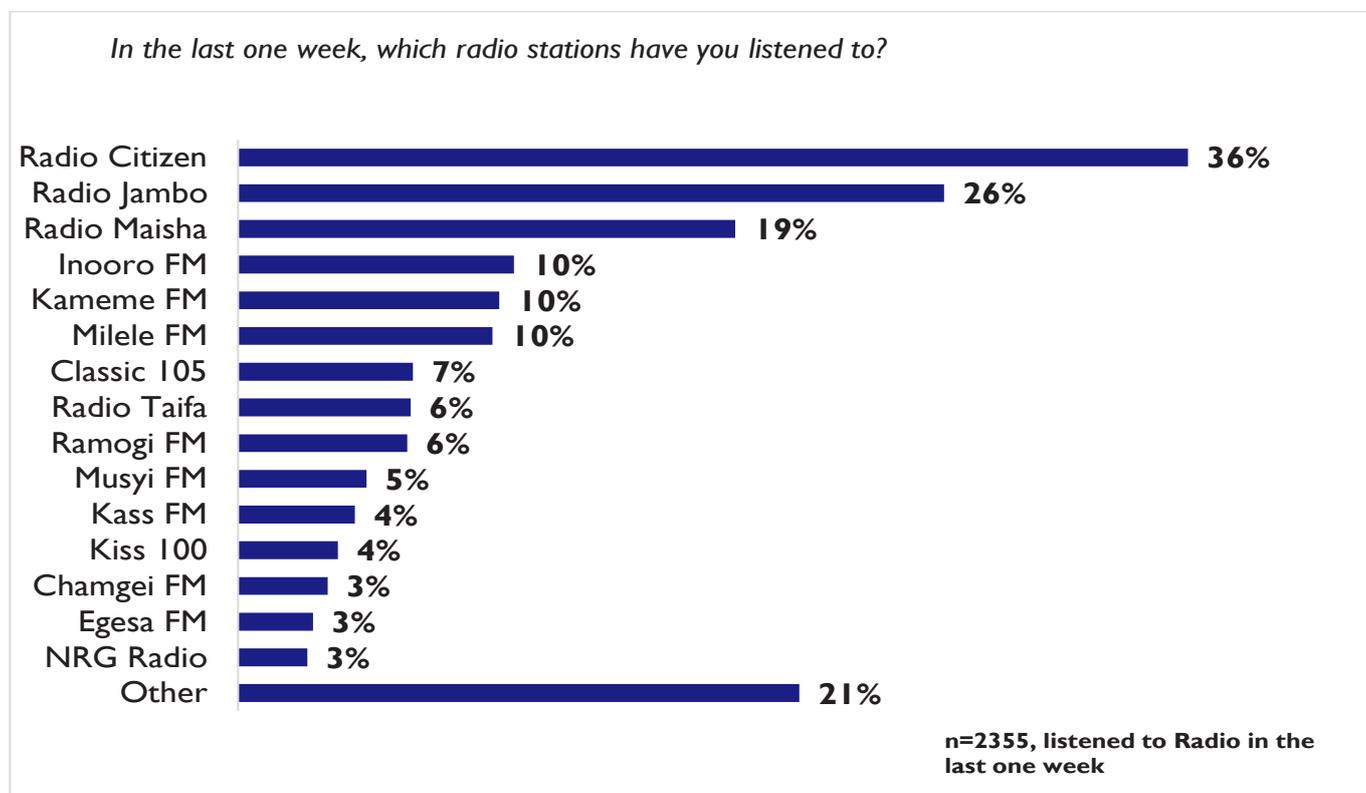


Figure 18: Radio stations listened to

According to the findings of the survey, more male respondents reported to have listened to Radio Citizen, Radio Jambo, Radio Maisha, Milele FM and Radio Taifa among others while more female respondents cited that they had listened to Inooro FM, Kameme FM and Classic 105 among others.

| | Male | Female | Total |
|---------------|------|--------|-------|
| Radio Citizen | 39% | 32% | 36% |
| Radio Jambo | 30% | 22% | 26% |
| Radio Maisha | 20% | 17% | 19% |
| Inooro FM | 8% | 13% | 10% |
| Kameme FM | 8% | 12% | 10% |
| Milele FM | 10% | 9% | 10% |
| Classic 105 | 6% | 7% | 7% |
| Radio Taifa | 8% | 4% | 6% |

| | | | |
|---|-----|-----|-----|
| Ramogi FM | 7% | 5% | 6% |
| Musyi FM | 4% | 6% | 5% |
| Kass FM | 5% | 4% | 4% |
| Kiss 100 | 4% | 4% | 4% |
| Changei FM | 3% | 3% | 3% |
| Egesa FM | 3% | 2% | 3% |
| NRG Radio | 3% | 2% | 3% |
| Other | 22% | 20% | 21% |
| n=2355, listened to Radio in the last one week | | | |

Table 32: Radio stations listened to by gender

Among the top five most listened to radio stations, the Western region led in the listenership of Radio Citizen, Radio Jambo and Radio Maisha. Coast region also tied with Western region in listenership of Radio Maisha. Inooro FM and Kameme FM have more listenership in the Central region. This is evident from the revelations of the analysis of the responses by region as shown below.

In the last one week, which radio stations have you listened to?

| | COAST | NORTH EASTERN | EASTERN | CENTRAL | RIFT VALLEY | WESTERN | NYANZA | NAIROBI | Total |
|---------------|-------|---------------|---------|---------|-------------|---------|--------|---------|-------|
| Radio Citizen | 33% | 34% | 27% | 20% | 42% | 57% | 34% | 36% | 36% |
| Radio Jambo | 21% | 31% | 24% | 12% | 26% | 43% | 25% | 40% | 26% |
| Radio Maisha | 23% | 18% | 19% | 9% | 24% | 23% | 16% | 11% | 19% |
| Inooro FM | 2% | - | 5% | 47% | 7% | 1% | 1% | 9% | 10% |
| Kameme FM | 4% | 3% | 3% | 43% | 6% | - | 1% | 12% | 10% |
| Milele FM | 12% | 7% | 7% | 3% | 9% | 22% | 8% | 11% | 10% |

| | | | | | | | | | |
|---|----|-----|------|-----|------|----|-----|-----|-----------|
| Classic 105 | 2% | 6% | 6% | 10% | 6% | 4% | 3% | 15% | 7% |
| Radio Taifa | 7% | 12% | 7% | 3% | 9% | 5% | 7% | 3% | 6% |
| Ramogi FM | 2% | 1% | 0.3% | 1% | 1% | 2% | 37% | 5% | 6% |
| Musyi FM | 1% | - | 26% | 1% | 0.5% | - | 1% | 2% | 5% |
| n=2355, listened to Radio in the last one week | | | | | | | | | |

Table 33: Radio stations listened to by region

4.8 PREFERRED RADIO STATIONS

When asked about their favourite radio stations, Radio Citizen emerged as the most preferred radio station followed by Radio Jambo, Radio Maisha, Inooro FM and Kameme FM in that order. An expanded list in the order of preference can be seen in the table below.

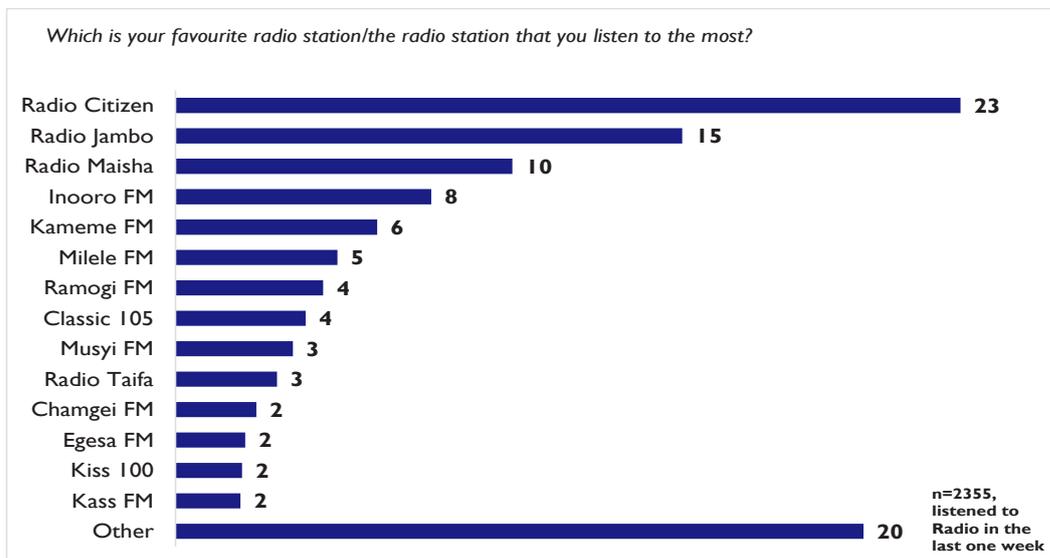


Figure 19: Preferred radio stations

The analysis of the preference of radio stations by region revealed that Radio Citizen was most preferred in Western Region, Radio Jambo was most preferred in Western and North Eastern, Radio Maisha was most preferred in the Coastal region and Inooro and Kameme FM are most preferred in the central region as shown in the table below.

| | COAST | NORTH EASTERN | EASTERN | CENTRAL | RIFT VALLEY | WESTERN | NYANZA | NAIROBI | Total |
|---------------|-------|---------------|---------|---------|-------------|---------|--------|---------|-------|
| Radio Citizen | 25% | 23% | 19% | 11% | 27% | 43% | 18% | 20% | 23% |
| Radio Jambo | 15% | 25% | 17% | 6% | 13% | 25% | 11% | 23% | 15% |
| Radio Maisha | 19% | 5% | 8% | 4% | 15% | 8% | 8% | 7% | 10% |
| Inooro FM | 2% | - | 3% | 34% | 5% | 0.5% | 1% | 6% | 8% |
| Kameme FM | 3% | 2% | 3% | 24% | 4% | - | 0.4% | 7% | 6% |
| Milele FM | 10% | 7% | 5% | 2% | 4% | 7% | 4% | 5% | 5% |
| Ramogi FM | 1% | 2% | 0.3% | - | 1% | 0.5% | 28% | 2% | 4% |
| Classic 105 | 1% | 2% | 3% | 5% | 4% | 2% | 1% | 11% | 4% |
| Musyi FM | 1% | - | 21% | 0.3% | 0.2% | - | 0.4% | 1% | 3% |
| Radio Taifa | 5% | 10% | 4% | 1% | 3% | 1% | 4% | 1% | 3% |

n=2355, listened to Radio in the last one week

Table 34; Preferred radio station by region

5.0 PRINT MEDIA PLATFORM USAGE

5.1 NEWSPAPER READERSHIP

When asked about their Newspaper readership atleast every week, majority (75%) of the respondents cited that they did not read any. However, compared to a similar survey conducted in 2019, newspaper readership had grown nationally by 2%. This is visualized in the figures below;

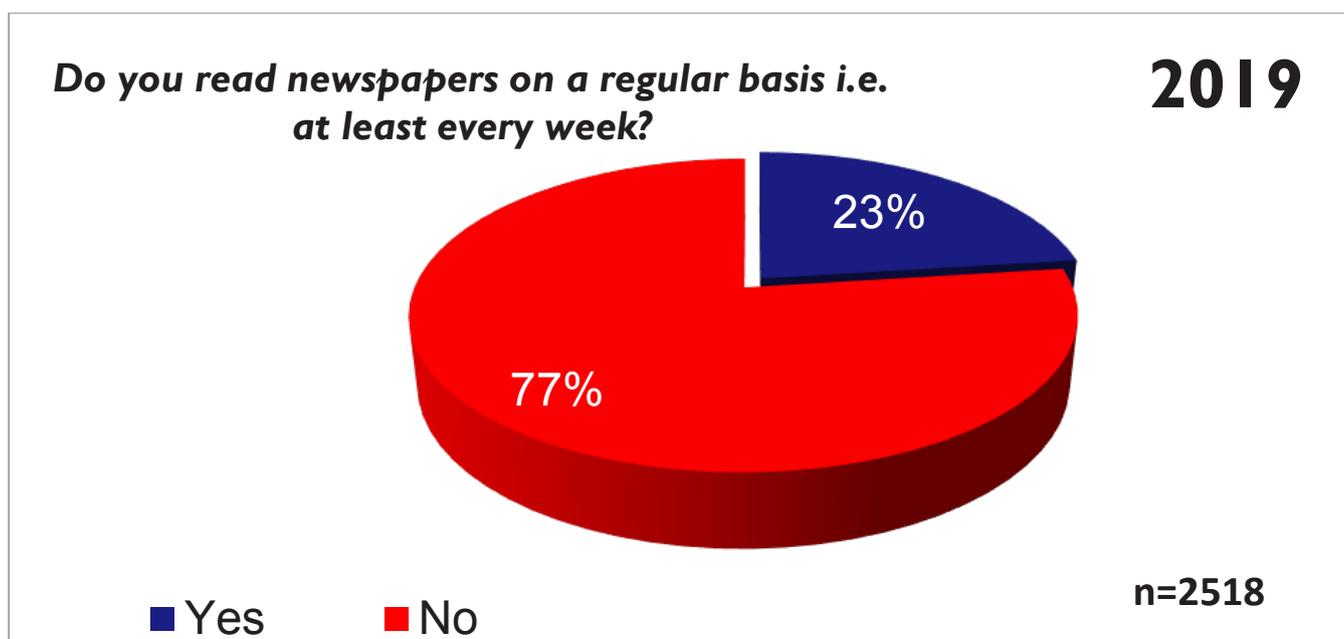


Figure 20: Newspaper readership 2019

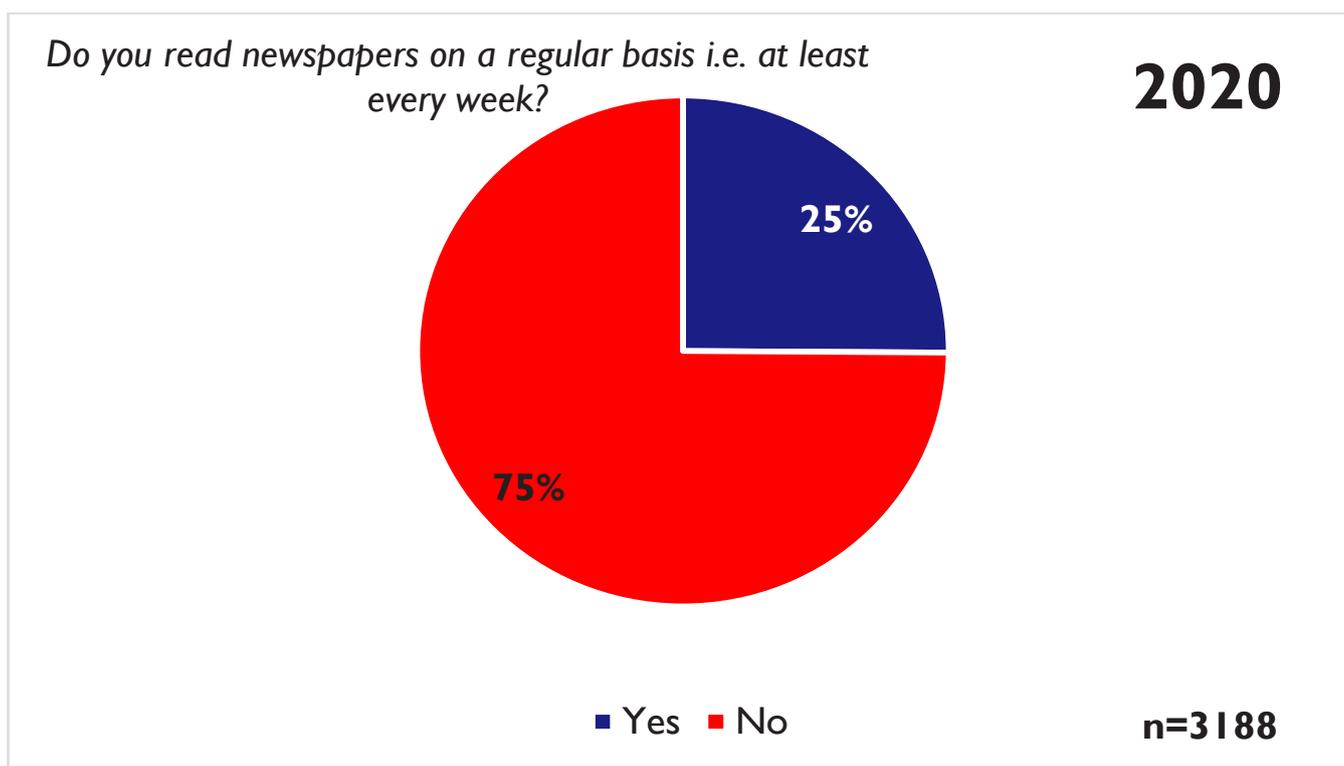


Figure 21: Newspaper readership 2020

When the newspaper readership responses were analyzed by gender, it emerged that a larger proportion of males than that of females read newspapers at least every week as shown in the figure below.

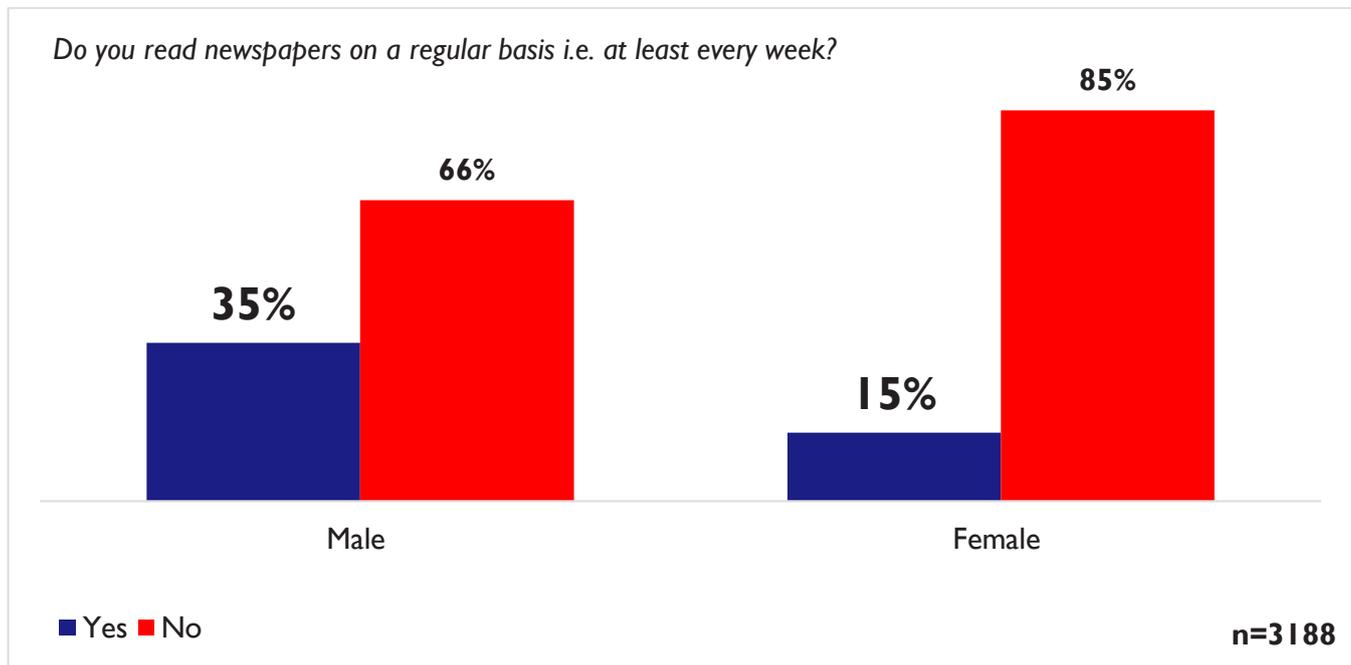


Figure 22: Newspaper readership by gender

Newspaper readership was more among people above 60 years old followed by those between 30 to 34 years. However, the readership difference in terms of population proportions was not quite significant among newspaper readers of all the represented ages as shown in the figure below.

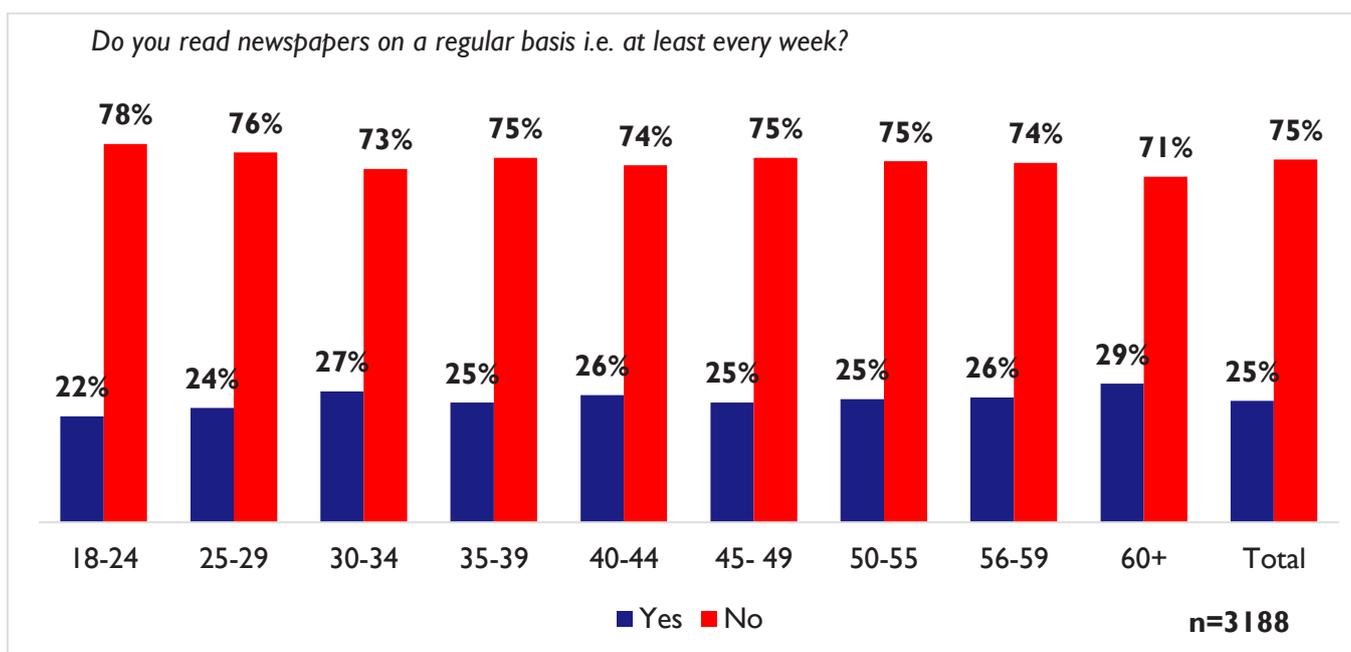


Figure 23: Newspaper readership by age

Readership of newspapers was more among the people whose highest level of education was University/ postgraduate followed by those with college education.

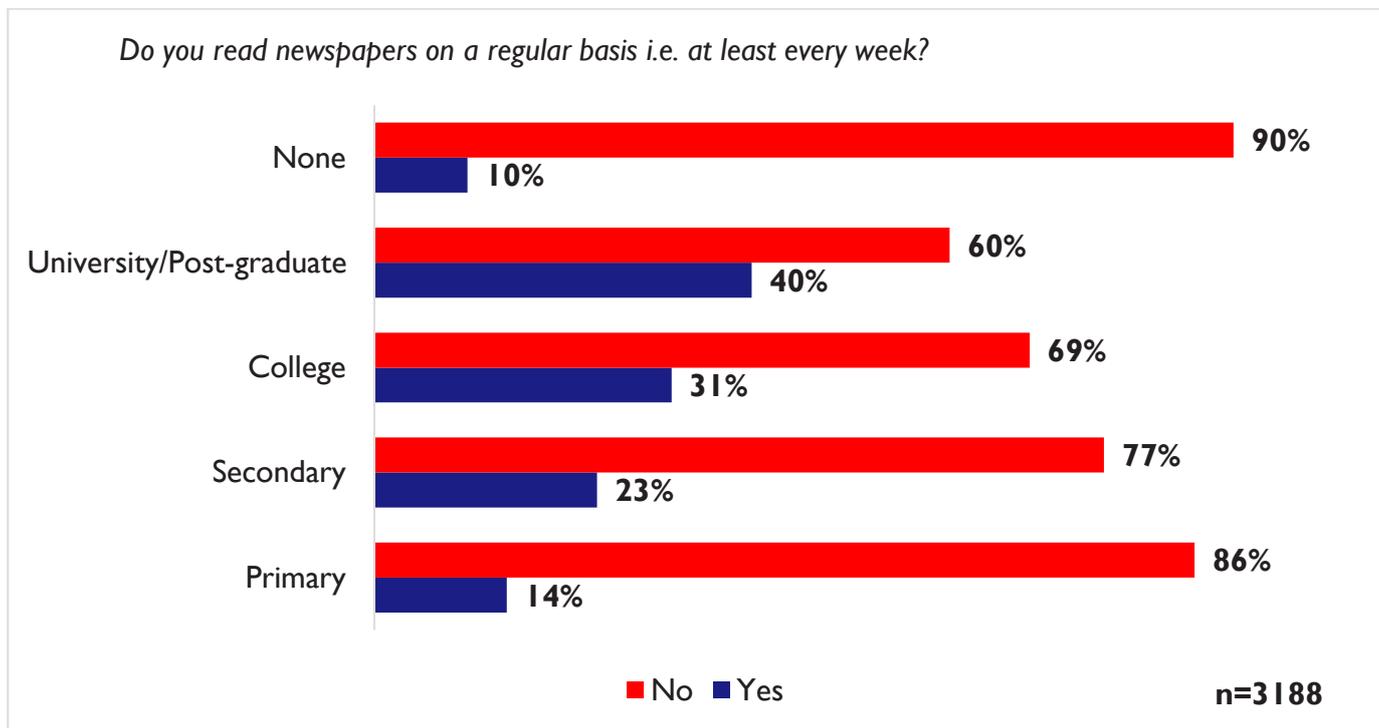


Figure 24: Newspaper readership by level of education

Analysis of the readership responses by the location of the respondents of this survey showed that there was more newspaper readership in the urban areas than in rural areas. This is visualized in the figure below.

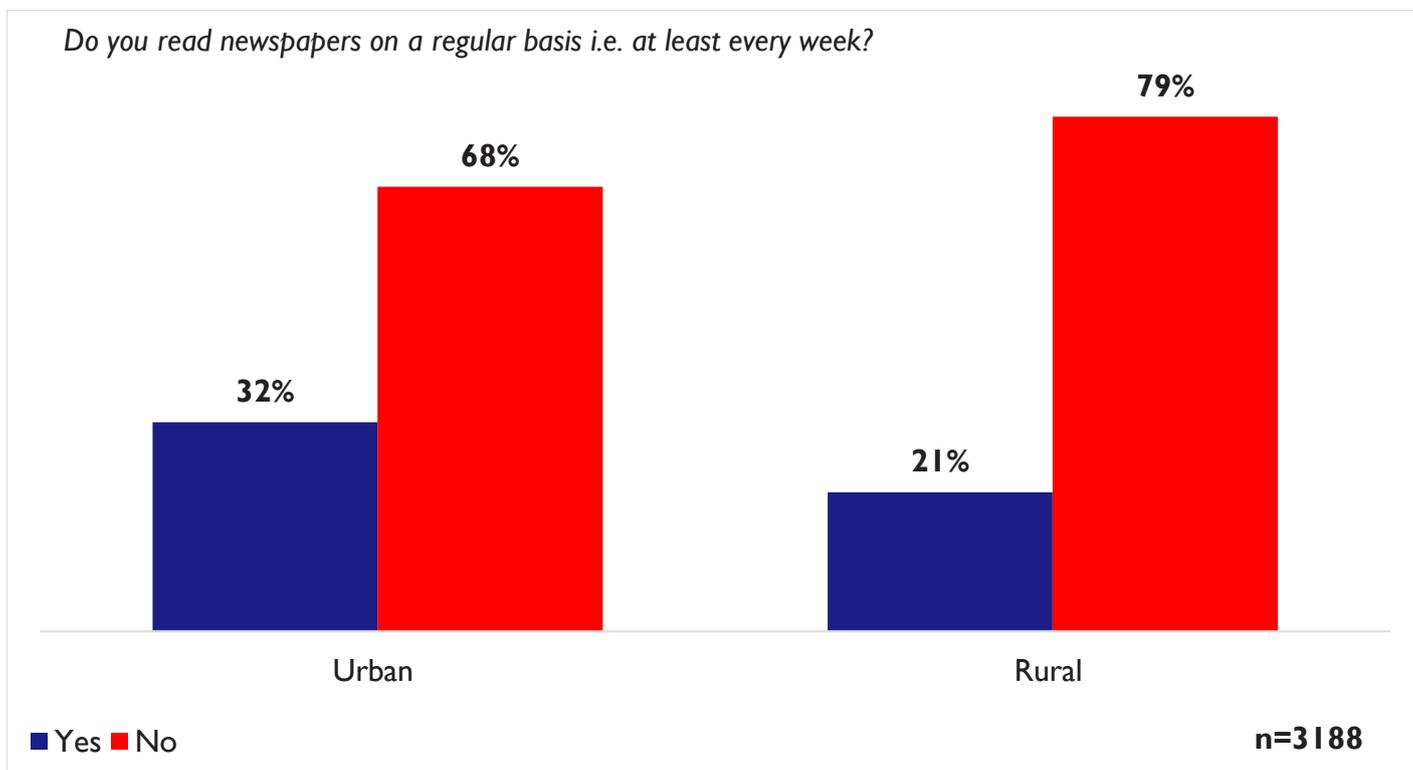


Figure 25: Newspaper readership by location

Nairobi was ranked as having the highest rate of newspaper readership in Kenya followed by Western and Nyanza in that order. This was according to the findings of this survey shown in the figure below.

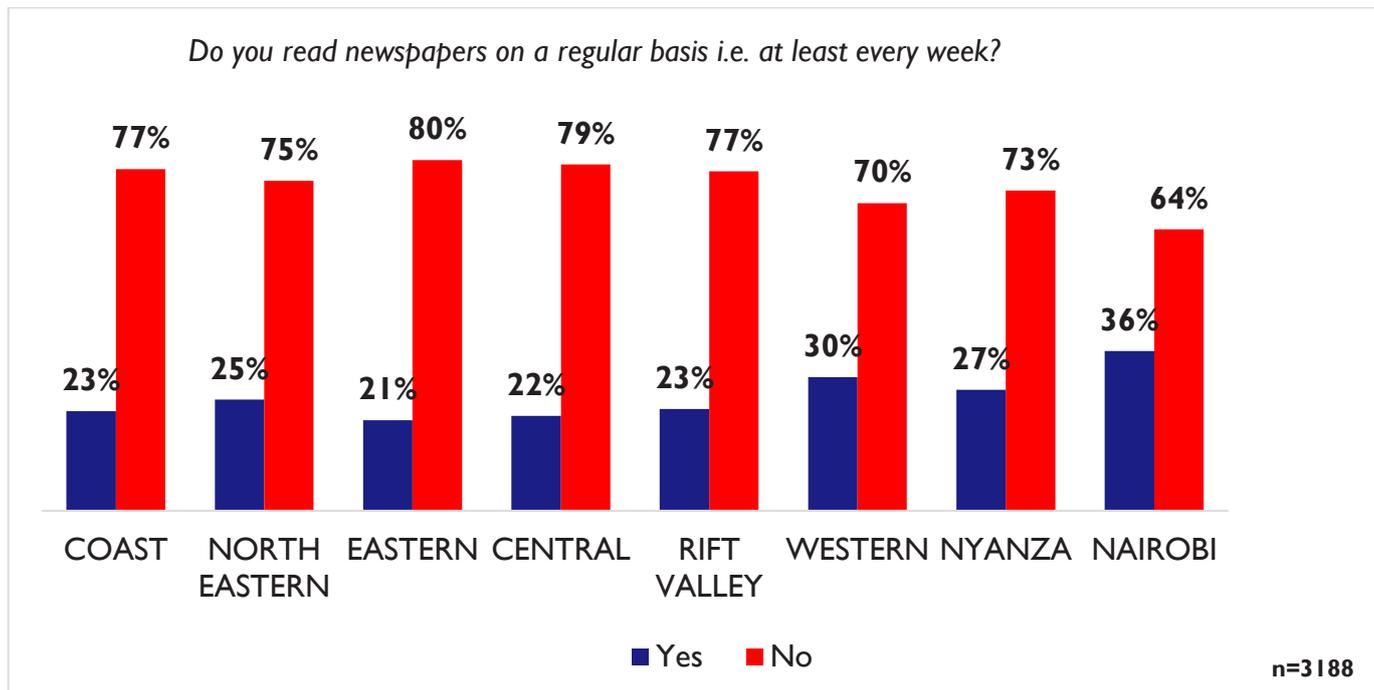


Figure 26: Newspaper readership by region

5.2 LOCAL NEWSPAPER/PUBLICATION

When asked about the local newspaper publication that they read, majority of the respondents in this survey revealed that they read the Daily Nation, followed by the Standard then the Taifa Leo, The Star and The Nairobiian in that order. This is shown in the figure below.

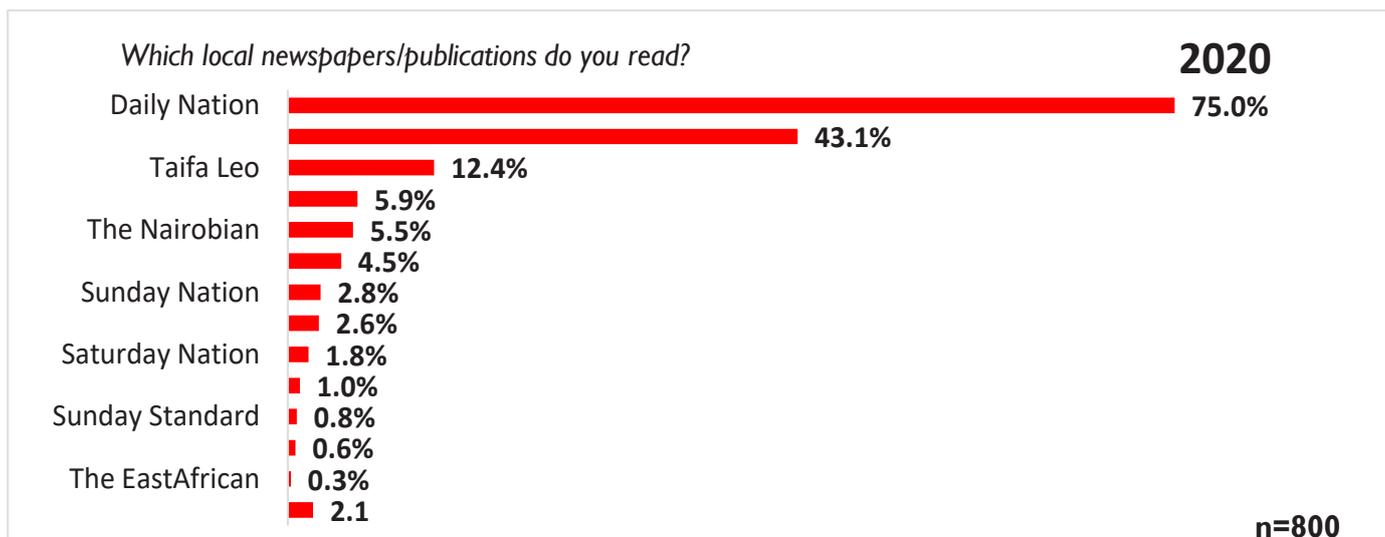


Figure 27: Local newspaper publication readership 2020

Analysis of the responses by gender showed that there was no significant difference in the proportions of males and females that reported to be reading all the local newspaper publications, as shown in the table below.

| <i>Which local newspapers/publications do you read?</i> | | | |
|---|------|--------|-------|
| | Male | Female | Total |
| Daily Nation | 76% | 74% | 75% |
| The Standard | 43% | 45% | 43% |
| Taifa Leo | 12% | 14% | 12% |
| The Star | 6% | 6% | 6% |
| The Nairobiian | 5% | 6% | 6% |
| People Daily | 5% | 3% | 5% |
| Sunday Nation | 3% | 3% | 3% |
| Business Daily | 3% | 3% | 3% |
| Saturday Nation | 2% | 0.4% | 2% |
| Saturday Standard | 1% | - | 1% |
| Sunday Standard | 1% | 1% | 1% |
| Weekly Citizen | 0.4% | 1% | 1% |
| The EastAfrican | 0.2% | 0.4% | 0.3% |
| n=800, read newspaper | | | |

Figure 28: Local newspaper publication readership by gender

Focusing on the top three local newspaper publications, the analysis by age shows that Daily Nation was read more by people with 50-55 years old while The Standard was read more by those aged 40 - 44 years old and Taifa Leo by people aged 56-59 years old. This is shown in the table below.

| <i>Which local newspapers/publications do you read?</i> | | | | | | | | | | |
|---|-------|-------|-------|-------|-------|--------|-------|-------|-----|-------|
| | 18-24 | 25-29 | 30-34 | 35-39 | 40-44 | 45- 49 | 50-55 | 56-59 | 60+ | Total |
| Daily Nation | 71% | 63% | 78% | 77% | 83% | 87% | 88% | 75% | 67% | 75% |
| The Standard | 51% | 36% | 41% | 42% | 53% | 36% | 47% | 38% | 44% | 43% |
| Taifa Leo | 13% | 17% | 9% | 9% | 11% | 9% | 7% | 25% | 22% | 12% |
| The Star | 7% | 6% | 7% | 4% | 8% | 4% | 7% | 8% | 3% | 6% |

| | | | | | | | | | | |
|------------------------------|----|-----|----|----|----|----|----|----|----|----|
| The Nairobiian | 7% | 13% | 5% | 5% | 3% | 2% | 2% | - | 2% | 6% |
| People Daily | 6% | 5% | 8% | 4% | 1% | 6% | 2% | 8% | - | 5% |
| Sunday Nation | 5% | 1% | 1% | 3% | 4% | 4% | 4% | 4% | 3% | 3% |
| Business Daily | 2% | 2% | 5% | 3% | 4% | - | - | - | 2% | 3% |
| Saturday Nation | - | 1% | 1% | 1% | 4% | 2% | 7% | - | 2% | 2% |
| Saturday Standard | 2% | - | 1% | - | 1% | 4% | 2% | - | 2% | 1% |
| n=800, read newspaper | | | | | | | | | | |

Table 35: Local newspaper publication by age

Analysis by the level of education shows that the Daily Nation was read more (78%) by people with college education and the Standard has most of their readers having University/postgraduate qualification as shown in the figure below.

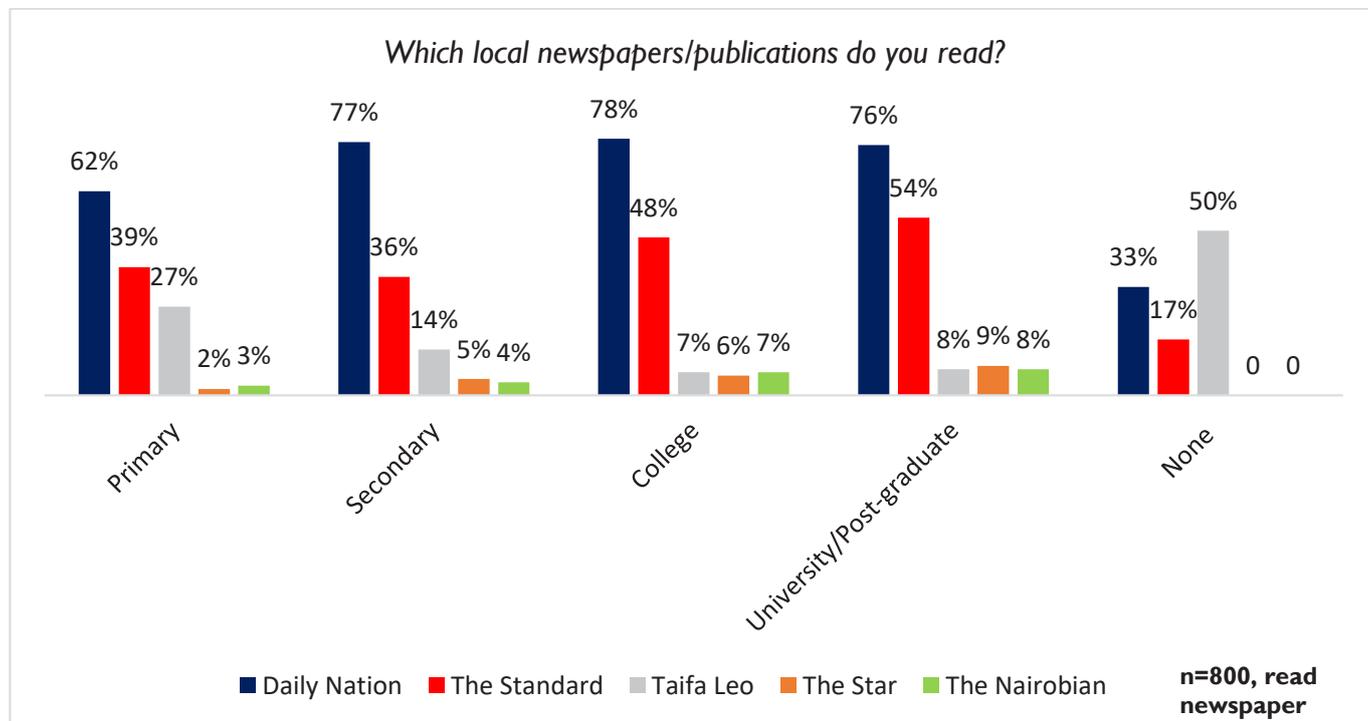


Figure 29 Local newspaper publication readership by level of education

Focus on the top three read local newspaper publications showed that there was more readership of the Daily Nation in Eastern region. Among the readers who mentioned to have read the Standard, the largest proportion resided in the Rift valley. Among the Taifa Leo readers, most of them were residents of Coast region.

Which local newspapers/publications do you read?

| | COAST | NORTH EASTERN | EASTERN | CENTRAL | RIFT VALLEY | WESTERN | NYANZA | NAIROBI | Total |
|--------------------|-------|---------------|---------|---------|-------------|---------|--------|---------|-------|
| Daily Nation | 62% | 77% | 79% | 77% | 72% | 75% | 69% | 86% | 75% |
| The Standard | 35% | 48% | 29% | 29% | 55% | 52% | 52% | 37% | 43% |
| Taifa Leo | 22% | 3% | 17% | 16% | 12% | 12% | 6% | 10% | 12% |
| The Star | 7% | 16% | 6% | 2% | 6% | 2% | 6% | 7% | 6% |
| The Nairobi Nation | 3% | 3% | 5% | 9% | 5% | 5% | 3% | 10% | 6% |
| People Daily | - | - | 5% | 12% | 3% | 1% | 3% | 9% | 5% |
| Sunday Nation | 4% | - | - | 7% | 3% | 2% | 2% | 3% | 3% |
| Business Daily | 1% | 7% | 1% | 4% | 2% | 1% | 1% | 7% | 3% |
| Saturday Nation | 4% | - | - | 3% | 1% | 1% | - | 4% | 2% |
| Saturday Standard | - | - | - | 1% | - | 2% | 1% | 3% | 1% |

n=800, read newspaper

Figure 30: Local newspaper publication readership by region

5.3 FAVOURITE NEWSPAPER/PUBLICATION

The favourite local newspaper publication according to this survey was the Daily Nation (61%) followed by the Standard (23%), Taifa Leo (6%), The Star and The People Daily (2% each) and others.

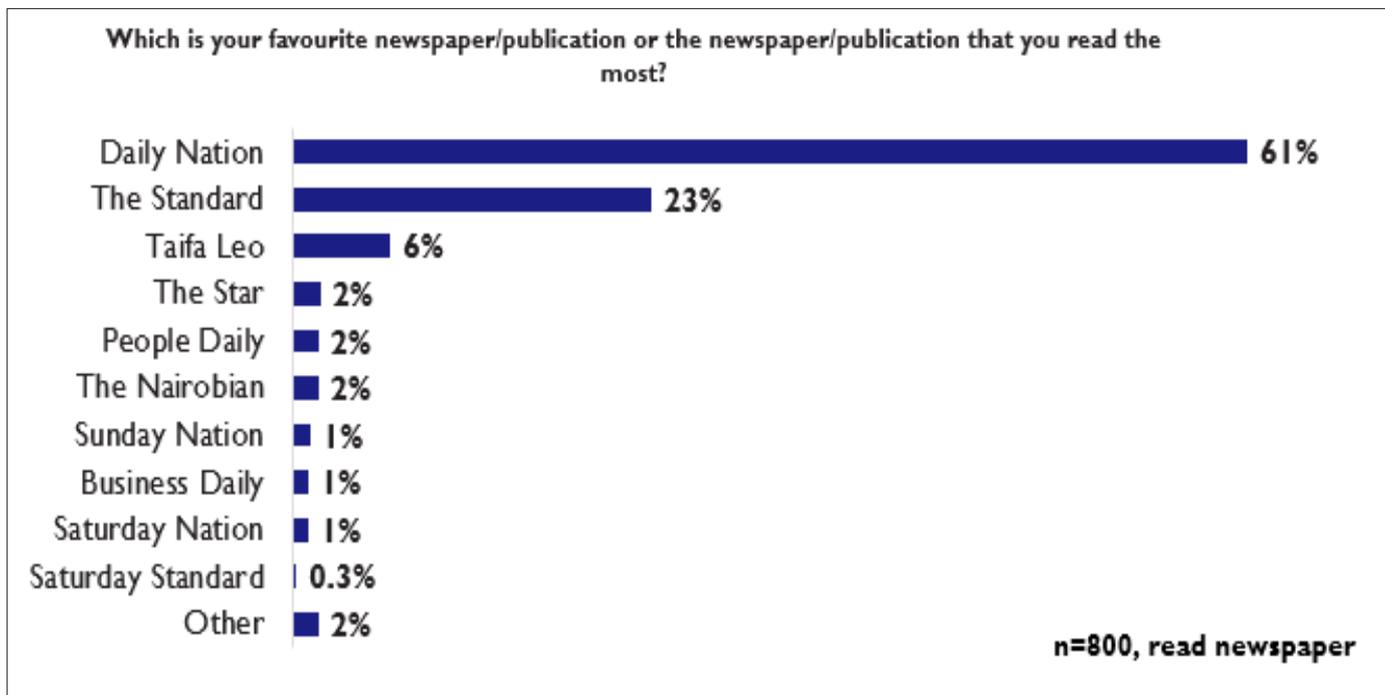


Figure 31: Favourite newspaper/publication

Analysis by gender revealed that more males read the Daily Nation while more females preferred the Standard and Taifa Leo among others as shown in the figure below.

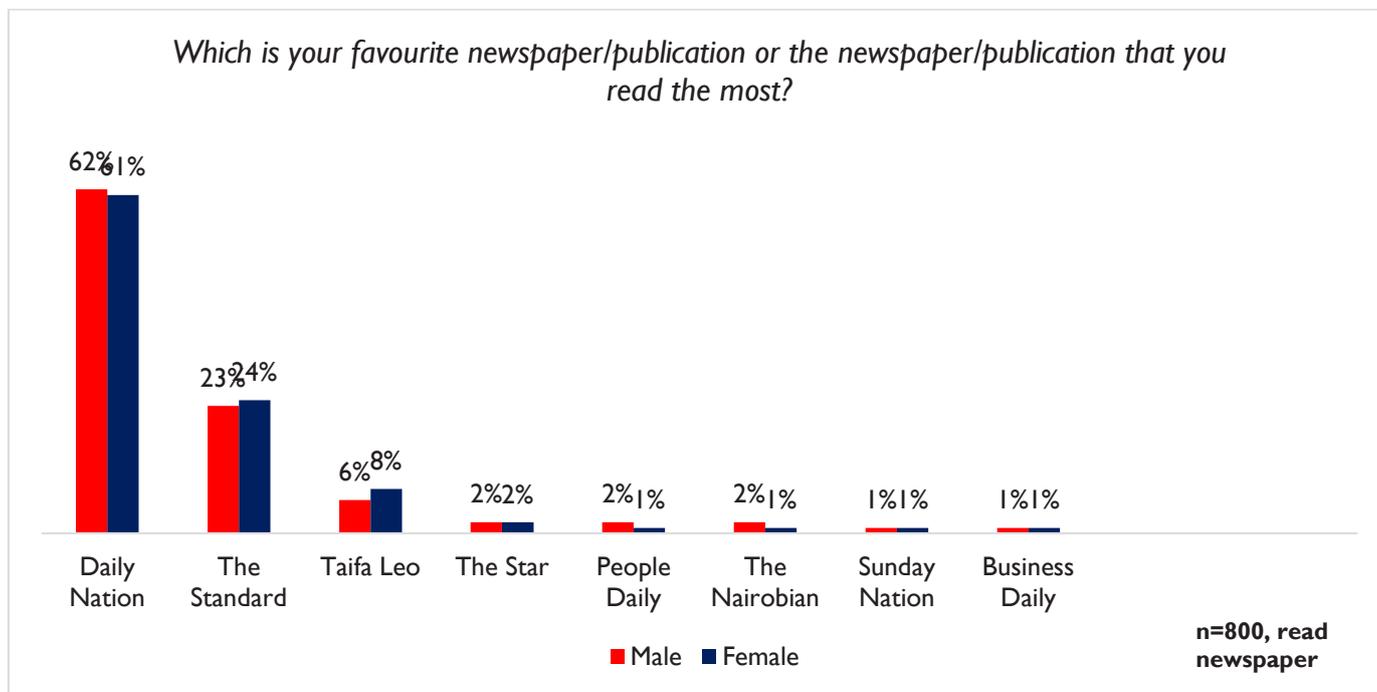


Figure 32: Local newspaper publication preference by gender

The population aged 45-49 years have a larger proportion of those who prefer Daily Nation than any other age group. The 18-24 year olds had a higher rate of preference for the Standard than any other age group. Those aged over 60 had a higher preference rate for Taifa Leo than any other age group. This is shown in the table below

Which is your favourite newspaper/publication or the newspaper/publication that you read the most?

| | 18-24 | 25-29 | 30-34 | 35-39 | 40-44 | 45- 49 | 50-55 | 56-59 | 60+ | Total |
|--------------|-------|-------|-------|-------|-------|--------|-------|-------|-----|-------|
| Daily Nation | 59% | 53% | 61% | 62% | 67% | 78% | 73% | 65% | 54% | 62% |
| The Standard | 29% | 26% | 26% | 24% | 18% | 11% | 20% | 13% | 25% | 23% |
| Taifa Leo | 2% | 9% | 5% | 7% | 5% | 2% | 4% | 13% | 14% | 6% |
| The Star | 2% | 2% | 3% | - | 3% | - | - | 4% | - | 2% |
| People Daily | 1% | 3% | 1% | 3% | 1% | 2% | - | 4% | - | 2% |

n=800, read newspaper

Table 36: Local newspaper preference by age

People whose highest level of education was secondary preferred Daily Nation while those with college education preferred The Standard. Respondents with primary as their highest level of education preferred Taifa Leo as shown below.

Which is your favourite newspaper/publication or the newspaper/publication that you read the most?

| | Primary | Secondary | College | University/Post-graduate | None | Total |
|----------------|---------|-----------|---------|--------------------------|------|-------|
| Daily Nation | 54% | 67% | 58% | 62% | 33% | 62% |
| The Standard | 18% | 17% | 30% | 28% | 17% | 23% |
| Taifa Leo | 22% | 6% | 3% | 2% | 50% | 6% |
| The Star | - | 3% | 2% | 2% | - | 2% |
| People Daily | - | 2% | 3% | 1% | - | 2% |
| The Nairobiian | 1% | 2% | 2% | 2% | - | 2% |

n=800, read newspaper

Table 37: Local newspaper publication preference by level of education

Analysis by location showed that the preference of Daily Nation was equal among urban and rural readers. However, The Standard and Taifa Leo have more preference rate among their respective rural based readers as shown.

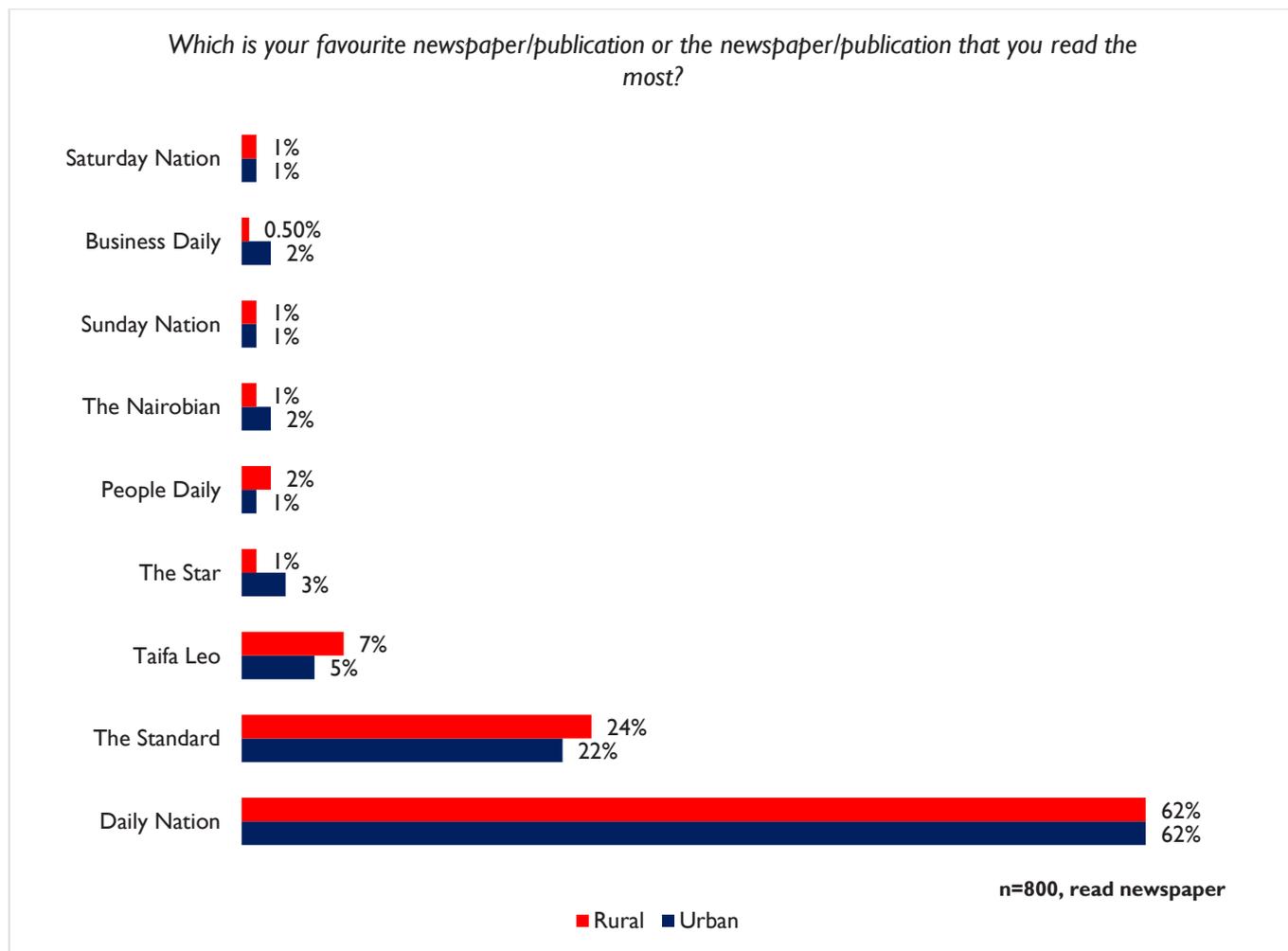


Figure 33: Local newspaper publication preference by location

The Daily Nation has more preference rate among its reader in North Eastern and Central regions. The Standard has more preference rate by its readers in Nyanza region and Taifa Leo has more preference among its readers in the Coast region. This is according to the findings of this survey shown below.

| | COAST | NORTH EASTERN | EASTERN | CENTRAL | RIFT VALLEY | WESTERN | NYANZA | NAIROBI | Total |
|--------------|-------|---------------|---------|---------|-------------|---------|--------|---------|-------|
| Daily Nation | 57% | 71% | 68% | 71% | 58% | 58% | 52% | 67% | 62% |
| The Standard | 16% | 16% | 20% | 9% | 32% | 32% | 35% | 13% | 23% |
| Taifa Leo | 21% | 3% | 6% | 9% | 5% | 6% | 4% | 2% | 6% |

| | | | | | | | | | |
|-----------------------|----|----|----|----|----|----|----|----|----|
| The Star | 1% | 6% | 3% | - | 1% | - | 3% | 3% | 2% |
| People Daily | - | - | 1% | 4% | 1% | 1% | 3% | 2% | 2% |
| n=800, read newspaper | | | | | | | | | |

Table 38: Local newspaper publication preference by region

5.4 ACCESS TO NEWSPAPER

Most (51%) of the respondents indicated that they accessed newspaper by buying their own copies. A significant proportion (14%) of the population that reads newspapers reported to have been accessing them at hotels, social joints or public vehicles. A considerable number of the respondents in this survey indicated that they read the newspapers on the internet.

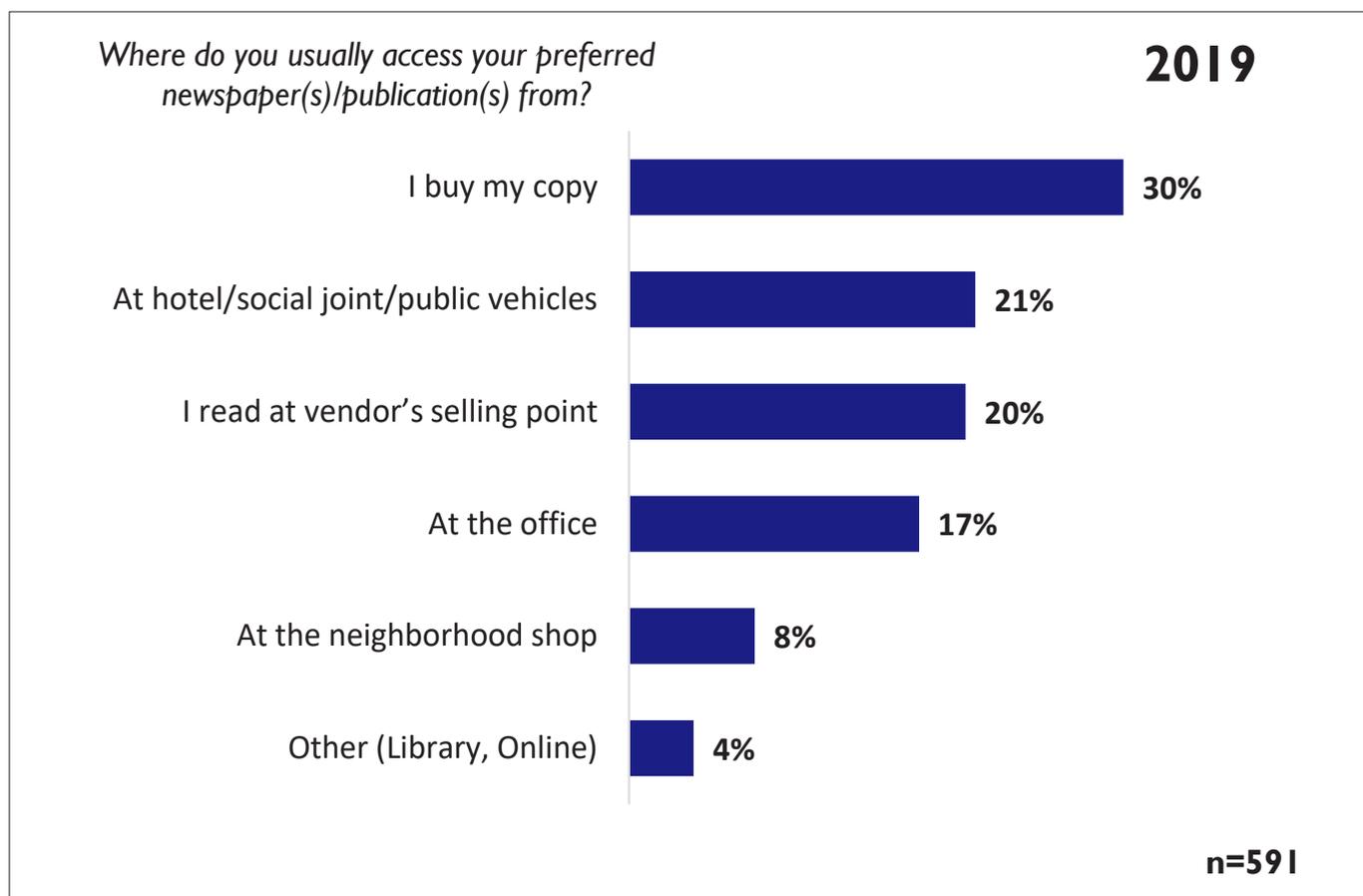


Figure 34: Access to newspaper 2019

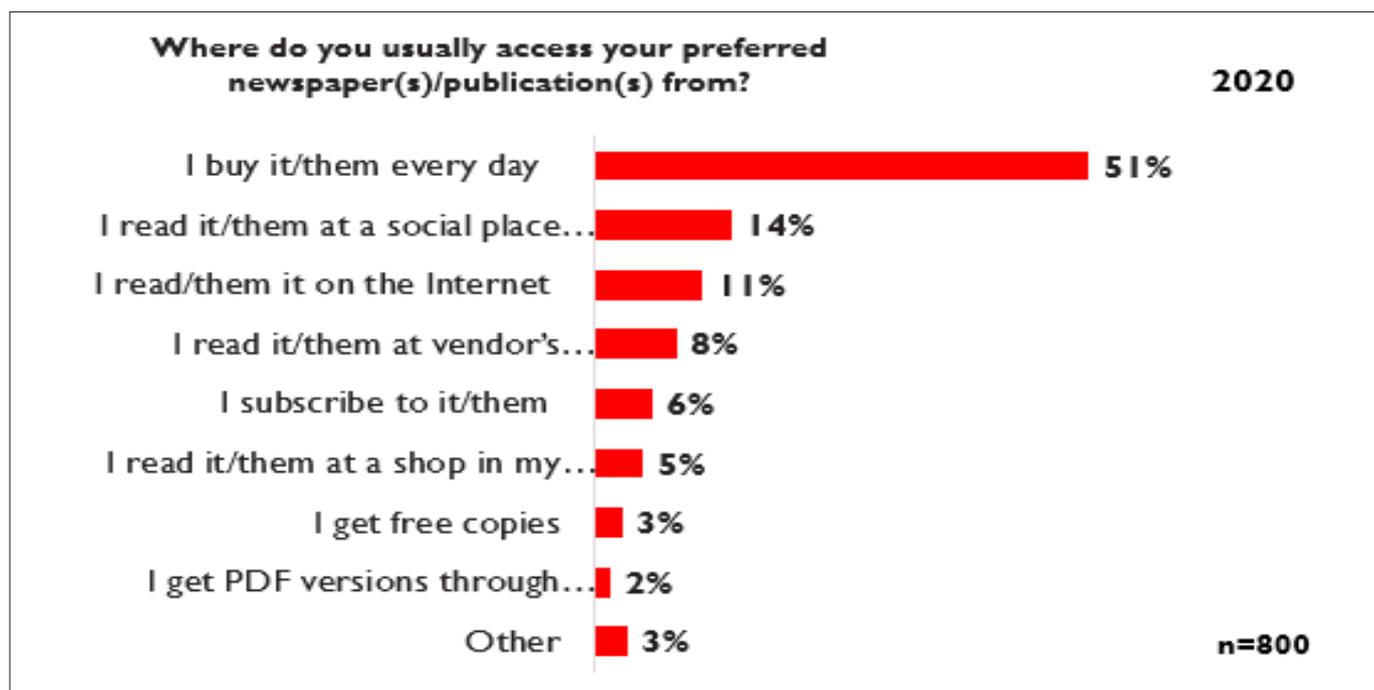


Figure 35: Access to newspaper 2019

Analysis of the above findings by gender revealed that more male than female readers accessed newspapers through internet, at social places, subscribed to them and read them at shops in their neighbourhood. Moreover, more female than male accessed newspapers by buying their own copies, getting free copies, read them at the vendors selling point and get pdf versions on WhatsApp as shown in the table below.

| | Male | Female | Total |
|---|------|--------|-------|
| I buy it/them every day | 49% | 56% | 51% |
| I read/them it on the Internet | 15% | 12% | 14% |
| I get free copies | 11% | 12% | 11% |
| I read it/them at a social place e.g. restaurant, hotel, barbershop etc | 9% | 6% | 8% |
| I subscribe to it/them | 7% | 4% | 6% |
| I read it/them at vendor's selling point | 4% | 7% | 5% |
| I read it/them at a shop in my neighbourhood | 3% | 2% | 3% |
| I get PDF versions through WhatsApp | 1% | 2% | 2% |
| n=800, read newspaper | | | |

Table 39: Access to newspaper by gender

Analysis by age showed that the people aged 60 and above had the highest rate of accessing newspapers by buying them. Those with 40-44 years have the highest rate of reading newspapers on internet while those with 35-39 have the largest proportion accessing newspapers by getting free copies. This is seen in the table below.

Where do you usually access your preferred newspaper(s)/ publication(s) from?

| | 18-24 | 25-29 | 30-34 | 35-39 | 40-44 | 45- 49 | 50-55 | 56-59 | 60+ | Total |
|---|-------|-------|-------|-------|-------|--------|-------|-------|-----|-------|
| I buy it/them every day | 48% | 46% | 52% | 45% | 46% | 57% | 58% | 57% | 67% | 51% |
| I read/them it on the Internet | 12% | 18% | 12% | 17% | 20% | 11% | 13% | 4% | 7% | 14% |
| I get free copies | 16% | 10% | 12% | 17% | 13% | 8% | 5% | 9% | 2% | 11% |
| I read it/them at a social place e.g. restaurant, hotel, barbershop etc | 4% | 10% | 11% | 7% | 8% | 9% | 7% | 13% | 8% | 8% |
| I subscribe to it/them | 8% | 6% | 5% | 6% | 5% | 4% | 9% | 9% | 5% | 6% |
| I read it/them at vendor's selling point | 7% | 5% | 3% | 5% | 5% | 4% | 4% | 4% | 8% | 5% |
| I read it/them at a shop in my neighbourhood | 4% | 3% | 2% | 2% | 1% | 6% | 4% | 4% | 3% | 3% |
| I get PDF versions through WhatsApp | 1% | 3% | 3% | 2% | 1% | 2% | - | - | - | 2% |
| n=800, read newspaper | | | | | | | | | | |

Table 40: Access to newspaper by age

There was a high rate of those who accessed newspapers by buying their own copies among people whose highest levels of education were primary, secondary and college. Among those who get free copies, larger proportions had primary or secondary as their highest level of education. See the table below.

Where do you usually access your preferred newspaper(s)/ publication(s) from?

| | Primary | Secondary | College | University/Post-graduate | None | Total |
|-------------------------|---------|-----------|---------|--------------------------|------|-------|
| I buy it/them every day | 53% | 53% | 53% | 42% | 67% | 51% |
| I get free copies | 17% | 17% | 11% | 11% | 17% | 14% |

| | | | | | | |
|---|-----|------|-----|-----|-----|-----|
| I read it/them at a shop in my neighbourhood | 6% | 6% | 15% | 20% | - | 11% |
| I read/them it on the Internet | 13% | 10% | 6% | 6% | - | 8% |
| I subscribe to it/them | 2% | 4% | 6% | 11% | 17% | 6% |
| I read it/them at a social place e.g. restaurant, hotel, barbershop etc | 8% | 6% | 5% | 3% | - | 5% |
| I read it/them at vendor's selling point | - | 4% | 3% | 2% | - | 3% |
| I get PDF versions through WhatsApp | 1% | 0.3% | 2% | 4% | - | 2% |
| n=800, read newspaper | | | | | | |

Table 41: Access to newspapers by highest level of education

Analysis by location revealed that more people in the rural areas bought newspapers while in urban areas, most respondents read newspapers from the vendors at the point of sale, getting free copies, subscribing to them and reading over the internet. This is shown below.

| <i>Where do you usually access your preferred newspaper(s)/ publication(s) from?</i> | | | |
|--|-------|-------|-------|
| | Urban | Rural | Total |
| I buy it/them every day | 45% | 56% | 51% |
| I read it/them at a shop in my neighbourhood | 14% | 14% | 14% |
| I read it/them at vendor's selling point | 13% | 10% | 11% |
| I get free copies | 9% | 8% | 8% |
| I subscribe to it/them | 9% | 4% | 6% |
| I read/them it on the Internet | 6% | 4% | 5% |
| I read it/them at a social place e.g. restaurant, hotel, barbershop etc | 3% | 3% | 3% |
| I get PDF versions through WhatsApp | 2% | 2% | 2% |
| n=800, read newspaper | | | |

Table 42: Access to newspaper by location

Access of newspapers via the internet was high in Rift Valley and Nairobi regions. This is seen in the table below.

Where do you usually access your preferred newspaper(s)/ publication(s) from?

| | COAST | NORTH EASTERN | EASTERN | CENTRAL | RIFT VALLEY | WESTERN | NYANZA | NAIROBI | Total |
|---|-------|---------------|---------|---------|-------------|---------|--------|---------|-------|
| I buy it/them every day | 58% | 46% | 53% | 44% | 47% | 49% | 58% | 50% | 51% |
| I read/them it on the Internet | 10% | 11% | 13% | 15% | 17% | 10% | 15% | 17% | 14% |
| I get free copies | 7% | 14% | 10% | 9% | 12% | 13% | 9% | 14% | 11% |
| I read it/them at a social place e.g. restaurant, hotel, barbershop etc | 14% | 11% | 8% | 11% | 7% | 11% | 5% | 5% | 8% |
| I subscribe to it/them | 1% | | 7% | 9% | 9% | 5% | 3% | 6% | 6% |
| I read it/them at vendor's selling point | 7% | 7% | 4% | 8% | 4% | 7% | 2% | 5% | 5% |
| I read it/them at a shop in my neighbourhood | 1% | 4% | 3% | 1% | 2% | 6% | 4% | 2% | 3% |
| I get PDF versions through WhatsApp | 1% | 7% | 1% | 2% | 1% | - | 5% | 1% | 2% |

n=800, read newspaper

Table 43: Access to newspapers by region

6.0 SOCIAL MEDIA PLATFORM USAGE

6.1 SOCIAL MEDIA USAGE

Facebook emerged to be the most widely used social media platform. There was an increase in the proportion of overall national population that admitted to using Facebook, WhatsApp, Twitter, Instagram, LinkedIn, blogs and podcasts compared to a similar survey in 2019. YouTube usage had however gone down in 2020 compared to 2019.

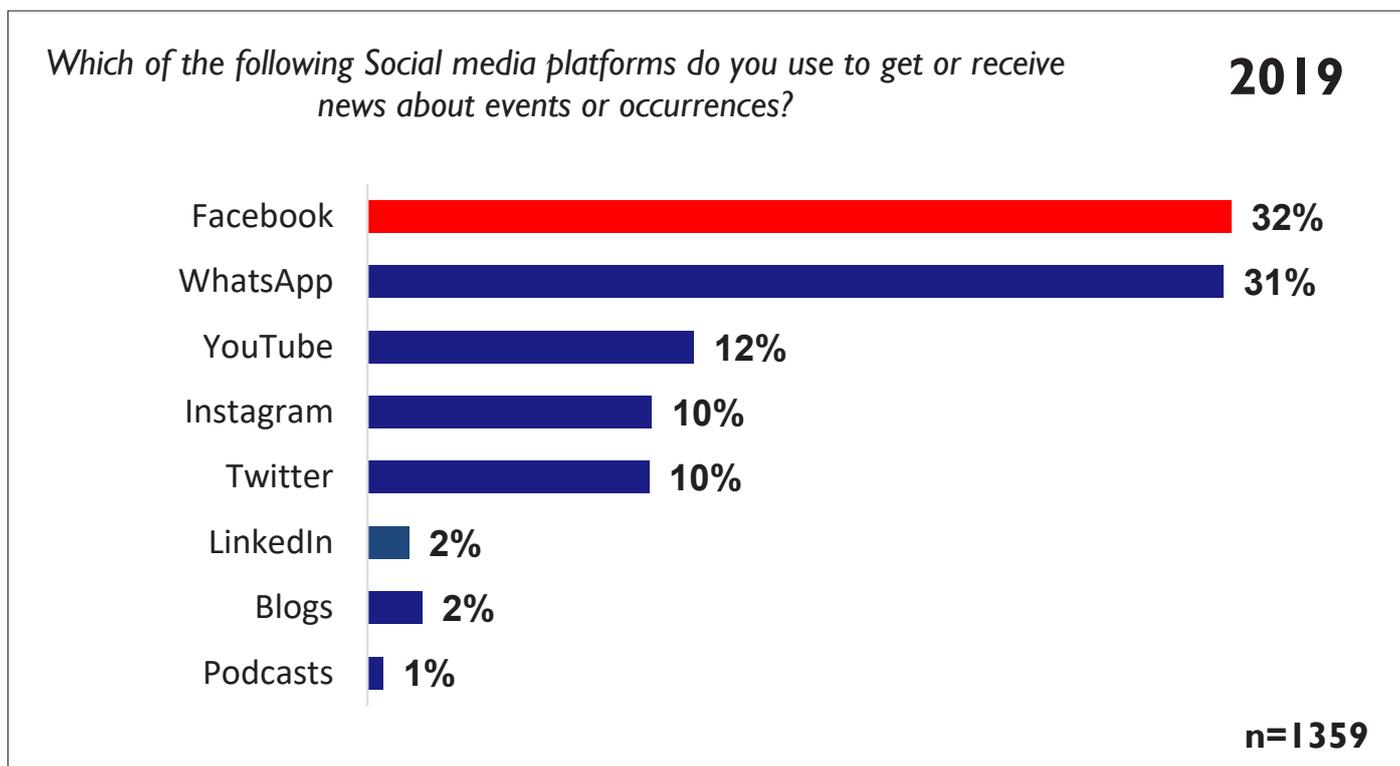


Figure 36: Social media platforms used 2019

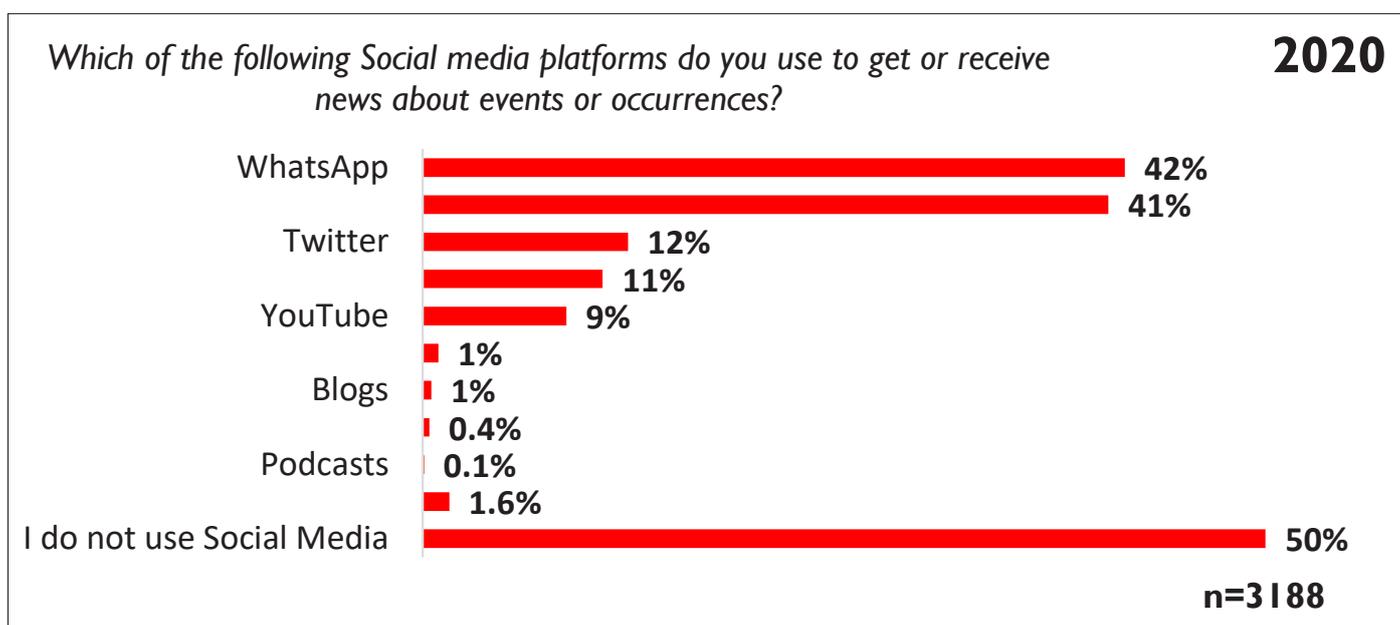


Figure 37: Social media platforms used 2020

Analysis by gender revealed that there was higher usage of WhatsApp, Facebook, Twitter, Instagram and YouTube among females than males.

Which of the following Social media platforms do you use to get or receive news about events or occurrences?

| | Male | Female | Total |
|---------------------------|------|--------|-------|
| WhatsApp | 46% | 38% | 42% |
| Facebook | 45% | 37% | 41% |
| Twitter | 16% | 9% | 12% |
| Instagram | 12% | 10% | 11% |
| YouTube | 11% | 6% | 9% |
| Snapchat | 1% | 1% | 1% |
| Blogs | 1% | 0.1% | 1% |
| LinkedIn | 1% | 0.2% | 0.4% |
| Podcasts | 0.1% | 0.1% | 0.1% |
| I do not use Social media | 45% | 56% | 50% |

n=3188

Table 44: Social media platforms used by gender

Analysis of the responses by age revealed that all the social media platform usage decreased with increase in the age of the respondents. This is evident in the table below.

Which of the following social media platforms do you use to get or receive news about events or occurrences?

| | 18-24 | 25-29 | 30-34 | 35-39 | 40-44 | 45- 49 | 50-55 | 56-59 | 60+ | Total |
|-----------|-------|-------|-------|-------|-------|--------|-------|-------|-----|-------|
| WhatsApp | 60% | 56% | 46% | 39% | 31% | 29% | 25% | 32% | 16% | 42% |
| Facebook | 59% | 56% | 45% | 38% | 31% | 30% | 22% | 24% | 14% | 41% |
| Twitter | 18% | 18% | 16% | 11% | 8% | 7% | 4% | 4% | 3% | 12% |
| Instagram | 26% | 19% | 9% | 9% | 3% | 3% | 2% | 2% | 1% | 11% |
| YouTube | 16% | 10% | 9% | 9% | 6% | 4% | 3% | 8% | 5% | 9% |
| Snapchat | 3% | 1% | 1% | 1% | - | - | - | - | - | 1% |

| | | | | | | | | | | |
|---------------------------|-----|------|------|------|-----|------|-----|-----|------|-------------|
| Blogs | 1% | 0.5% | 1% | 0.4% | 1% | 0.5% | - | 1% | 0.5% | 1% |
| LinkedIn | 2% | - | 0.4% | 0.2% | 1% | - | - | - | 0.5% | 0.4% |
| Podcasts | 1% | - | - | - | - | - | - | - | - | 0.1% |
| I do not use Social media | 31% | 35% | 45% | 53% | 60% | 65% | 72% | 66% | 80% | 50% |
| n=3188 | | | | | | | | | | |

Table 45: Social media platforms used by age

There was high usage of WhatsApp, Facebook, Twitter, Instagram, YouTube, Snapchat, Blogs, LinkedIn and podcasts among the respondents who reported to have university/postgraduate as their highest level of education. This is shown below.

Which of the following social media platforms do you use to get or receive news about events or occurrences?

| | Primary | Secondary | College | University/Post-graduate | None | Total |
|---------------------------|---------|-----------|---------|--------------------------|------|-------------|
| WhatsApp | 17% | 34% | 62% | 77% | 16% | 42% |
| Facebook | 16% | 35% | 61% | 70% | 16% | 41% |
| Twitter | 2% | 7% | 18% | 36% | - | 12% |
| Instagram | 2% | 6% | 15% | 32% | 5% | 11% |
| YouTube | 3% | 6% | 13% | 21% | 5% | 9% |
| Snapchat | - | 1% | 1% | 3% | - | 1% |
| Blogs | 0.5% | 0.3% | 0.5% | 1% | - | 1% |
| LinkedIn | - | 0.1% | 0.3% | 2% | - | 0.4% |
| Podcasts | - | - | - | 1% | - | 0.1% |
| I do not use Social media | 78% | 58% | 28% | 15% | 82% | 50% |
| n=3188 | | | | | | |

Table 46: Social media platforms used by level of education

Aggregation by location revealed that there was more usage of social media platforms in the urban areas than in the rural areas. This may be attributed to the access and literacy levels of the respondents. These findings are depicted hereunder.

Which of the following Social media platforms do you use to get or receive news about events or occurrences?

| | Urban | Rural | Total |
|---------------------------|-------|-------|-------|
| WhatsApp | 54% | 36% | 42% |
| Facebook | 51% | 35% | 41% |
| Twitter | 20% | 8% | 12% |
| Instagram | 17% | 8% | 11% |
| YouTube | 12% | 7% | 9% |
| Snapchat | 1% | 1% | 1% |
| Blogs | 1% | 0% | 1% |
| LinkedIn | 1% | 0.1% | 0.4% |
| Podcasts | 0.3% | - | 0.1% |
| I do not use Social media | 38% | 57% | 50% |
| n=3188 | | | |

Table 47: Social media platforms used by location

The survey showed that there was a higher usage rate of WhatsApp, Twitter, Instagram and YouTube in the North-Eastern region than any other region. There was also a higher usage rate of Facebook in the Nairobi region than any other region as shown in the table below.

Which of the following Social media platforms do you use to get or receive news about events or occurrences?

| | COAST | NORTH EASTERN | EASTERN | CENTRAL | RIFT VALLEY | WESTERN | NYANZA | NAIROBI | Total |
|----------|-------|---------------|---------|---------|-------------|---------|--------|---------|-------|
| WhatsApp | 36% | 59% | 42% | 40% | 38% | 38% | 43% | 57% | 42% |
| Facebook | 30% | 51% | 40% | 43% | 36% | 38% | 44% | 57% | 41% |
| Twitter | 8% | 22% | 14% | 12% | 11% | 9% | 9% | 20% | 12% |

| | | | | | | | | | |
|---------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Twitter | 8% | 22% | 14% | 12% | 11% | 9% | 9% | 20% | 12% |
| Instagram | 7% | 19% | 14% | 10% | 8% | 9% | 8% | 18% | 11% |
| YouTube | 7% | 15% | 9% | 7% | 6% | 7% | 11% | 14% | 9% |
| Snapchat | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| I do not use Social media | 56% | 34% | 52% | 50% | 55% | 55% | 50% | 34% | 50% |
| n=3188 | | | | | | | | | |

Table 48: Social media platforms used by region

6.2 USE OF SOCIAL MEDIA PLATFORMS FOR INFORMATION DISSEMINATION

The usage of social media platforms to disseminate information and News followed the same descriptive features and the total usage as those who used social media to receive information. There was an increase in the usage of WhatsApp and Facebook to disseminate information comparing with a similar study conducted in 2019.

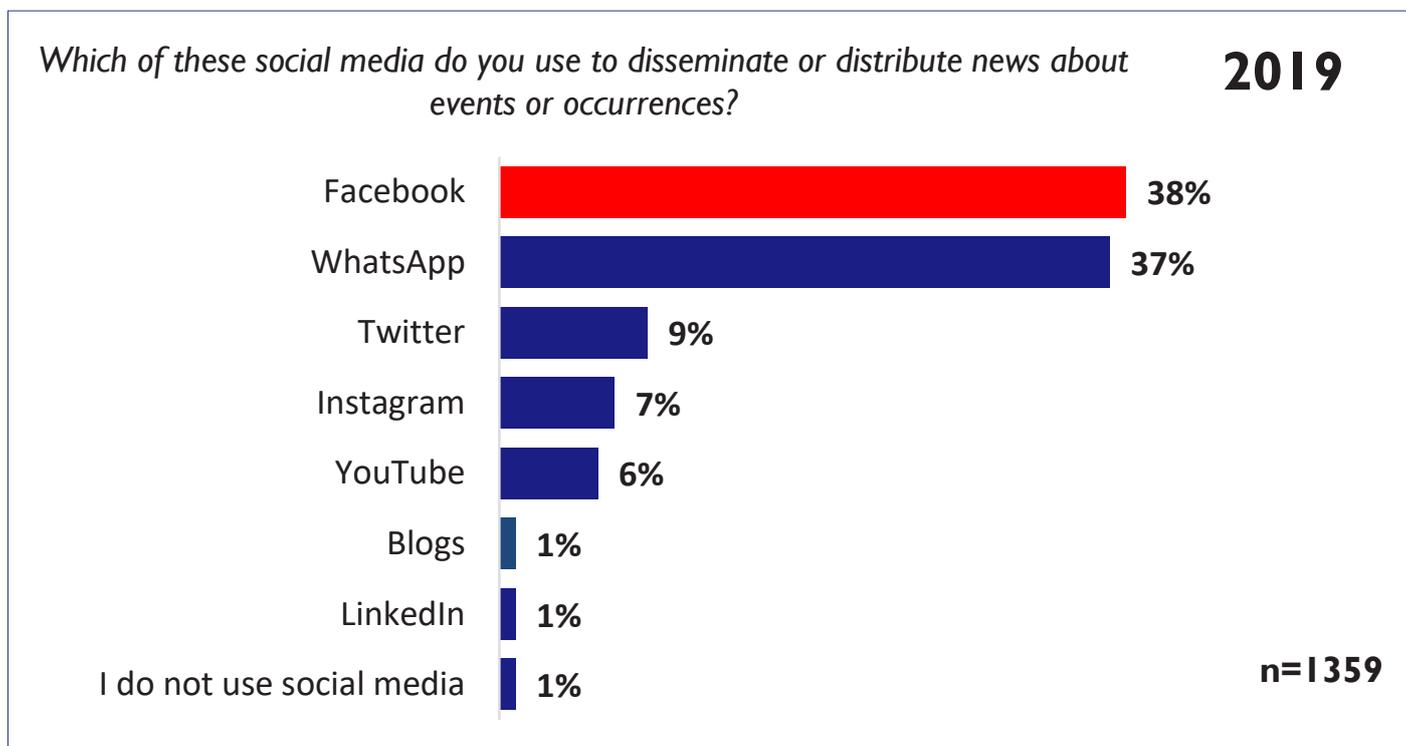


Figure 38: Social media platforms to disseminate information 2019

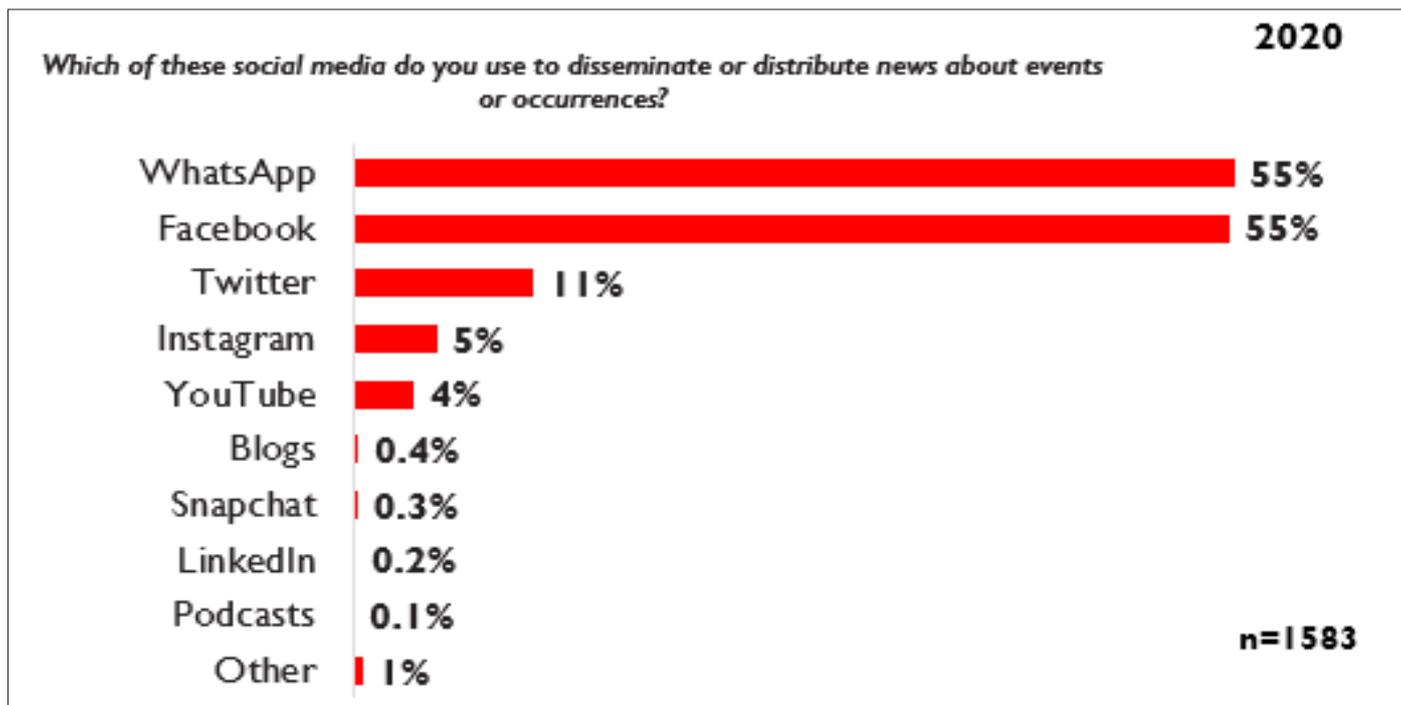


Figure 39: Social media platforms to disseminate information 2020

When asked about their most preferred social media platform, most (55%) of the respondents indicated that they preferred WhatsApp to other platforms. In the list of preferred social media platforms, WhatsApp was followed by Facebook (32%), then Twitter (5%), Instagram (4%), YouTube (3%) and others in that order.

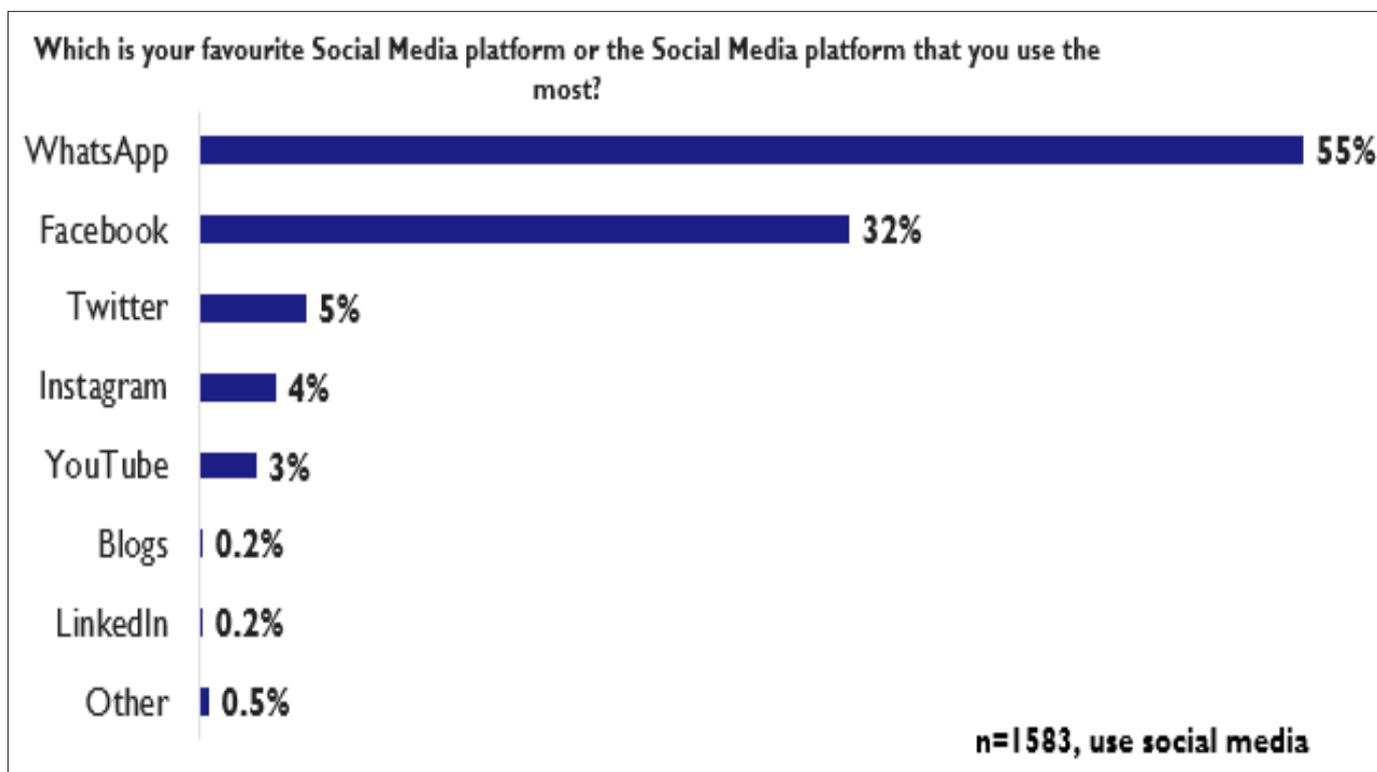


Figure 40: Preferred social media platform

Disaggregation of the data by gender revealed that there exists higher preference of Facebook, Twitter, YouTube, Blogs and LinkedIn in males than females. On the other side, the rate of preference of WhatsApp and Instagram was higher among the female users as seen in this survey presented by the data below.

Which is your favourite social media platform or the Social media platform that you use the most?

| | Male | Female | Total |
|-----------|------|--------|-------|
| WhatsApp | 52% | 59% | 55% |
| Facebook | 34% | 31% | 32% |
| Twitter | 6% | 4% | 5% |
| Instagram | 3% | 5% | 4% |
| YouTube | 4% | 2% | 3% |
| Blogs | 0.3% | - | 0.2% |
| LinkedIn | 0.3% | - | 0.2% |

n=1583, use social media

Table 49: Preferred social media platforms

There was a higher preference of WhatsApp platform amongst the elder population with 50 and above years. This may be attributed to the ease of usage by the less tech savvy segment of the population. Facebook preference had a higher rate among the population with 30-34 years and 40-44 years. This is well shown in the table below.

Which is your favourite social media platform or the Social media platform that you use the most?

| | 18-24 | 25-29 | 30-34 | 35-39 | 40-44 | 45- 49 | 50-55 | 56-59 | 60+ | Total |
|-----------|-------|-------|-------|-------|-------|--------|-------|-------|-----|-------|
| WhatsApp | 54% | 52% | 52% | 57% | 54% | 57% | 76% | 72% | 61% | 55% |
| Facebook | 29% | 34% | 37% | 31% | 37% | 34% | 18% | 16% | 27% | 32% |
| Twitter | 5% | 7% | 5% | 6% | 5% | 5% | 3% | 3% | 5% | 5% |
| Instagram | 8% | 5% | 3% | 3% | 1% | 1% | - | - | - | 4% |
| YouTube | 3% | 2% | 3% | 2% | 2% | 3% | 3% | 9% | 7% | 3% |
| Blogs | - | - | 0.3% | 0.5% | 1% | - | - | - | - | 0.2% |
| LinkedIn | 0.4% | - | 0.3% | - | 1% | - | - | - | - | 0.2% |

n=1583, use social media

Table 50: Social media platforms preference by age

Analysis by the highest level of education depicts that WhatsApp, Instagram, Twitter and YouTube preference had a higher rate among the users with university/postgraduate level of education. Similarly, preference of Facebook was higher among those with primary education alone as seen in the table below.

Which is your favourite Social media platform or the Social media platform that you use the most?

| | Primary | Secondary | College | University/Post-graduate | None | Total |
|---------------------------------|---------|-----------|---------|--------------------------|------|-------|
| WhatsApp | 54% | 53% | 56% | 58% | 70% | 55% |
| Facebook | 41% | 40% | 33% | 19% | 10% | 32% |
| Twitter | 1% | 3% | 5% | 12% | - | 5% |
| Instagram | 1% | 2% | 4% | 7% | 10% | 4% |
| YouTube | 3% | 3% | 2% | 4% | 10% | 3% |
| Blogs | - | 0.2% | 0.2% | 0.3% | - | 0.2% |
| LinkedIn | - | - | 0.2% | 0.5% | - | 0.2% |
| n=1583, use social media | | | | | | |

Table 51: Social media platforms preference by level of education

Similar to the usage, the preference of WhatsApp, Twitter, Bogs and LinkedIn were high among the urban population while preference of Facebook was higher in proportion to population in the rural areas as shown in the table below.

Which is your favourite social media platform or the Social media platform that you use the most?

| | Urban | Rural | Total |
|---------------------------------|-------|-------|-------|
| WhatsApp | 56% | 54% | 55% |
| Facebook | 29% | 35% | 32% |
| Twitter | 7% | 4% | 5% |
| Instagram | 4% | 4% | 4% |
| YouTube | 3% | 3% | 3% |
| Blogs | 0.4% | - | 0.2% |
| LinkedIn | 0.3% | 0.1% | 0.2% |
| n=1583, use social media | | | |

Table 52: Social media platform preference by location

6.3 ACTIVITY ON SOCIAL MEDIA PLATFORMS

When asked about their activities on social media platforms, most (74%) of the respondents reported to have been using such platforms to network with other people. Other reasons behind the use of social media were for access of breaking news (32%), entertainment (32%) and research (20%) among other activities as seen in the figures below.

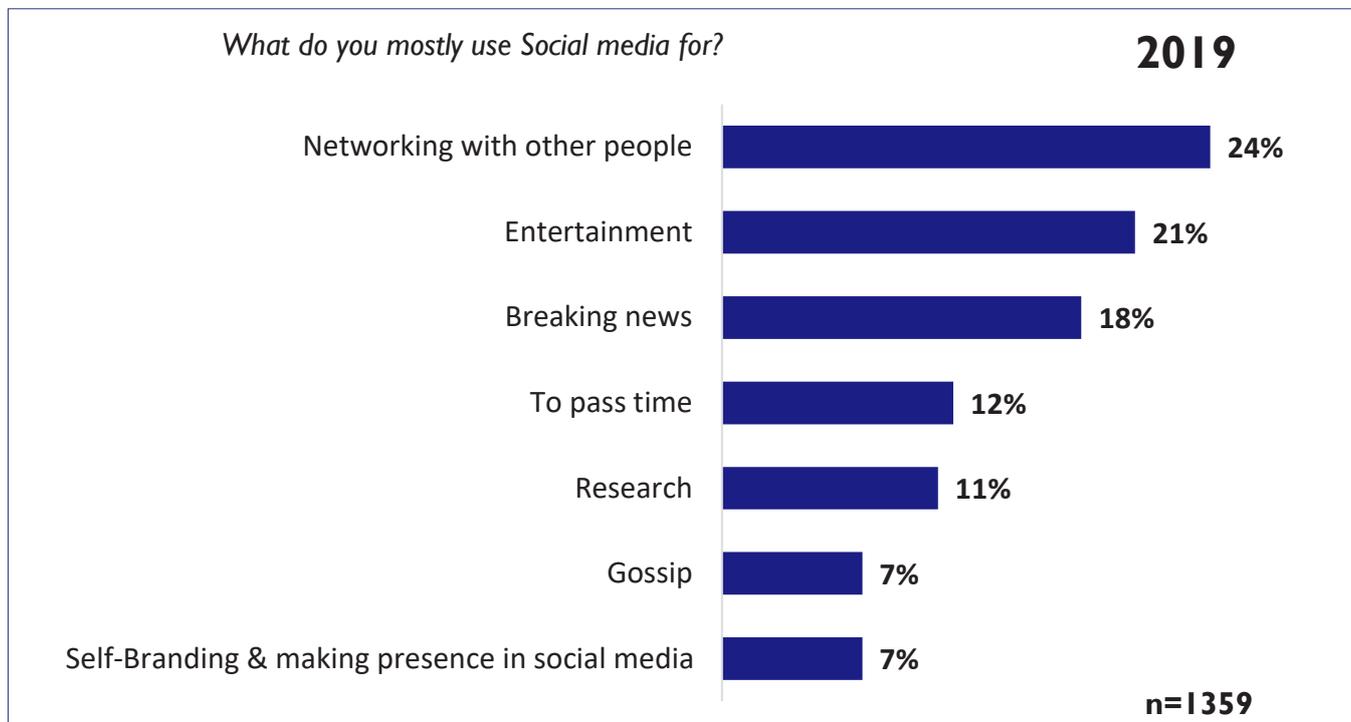


Figure 41: Activity on social media platform 2019

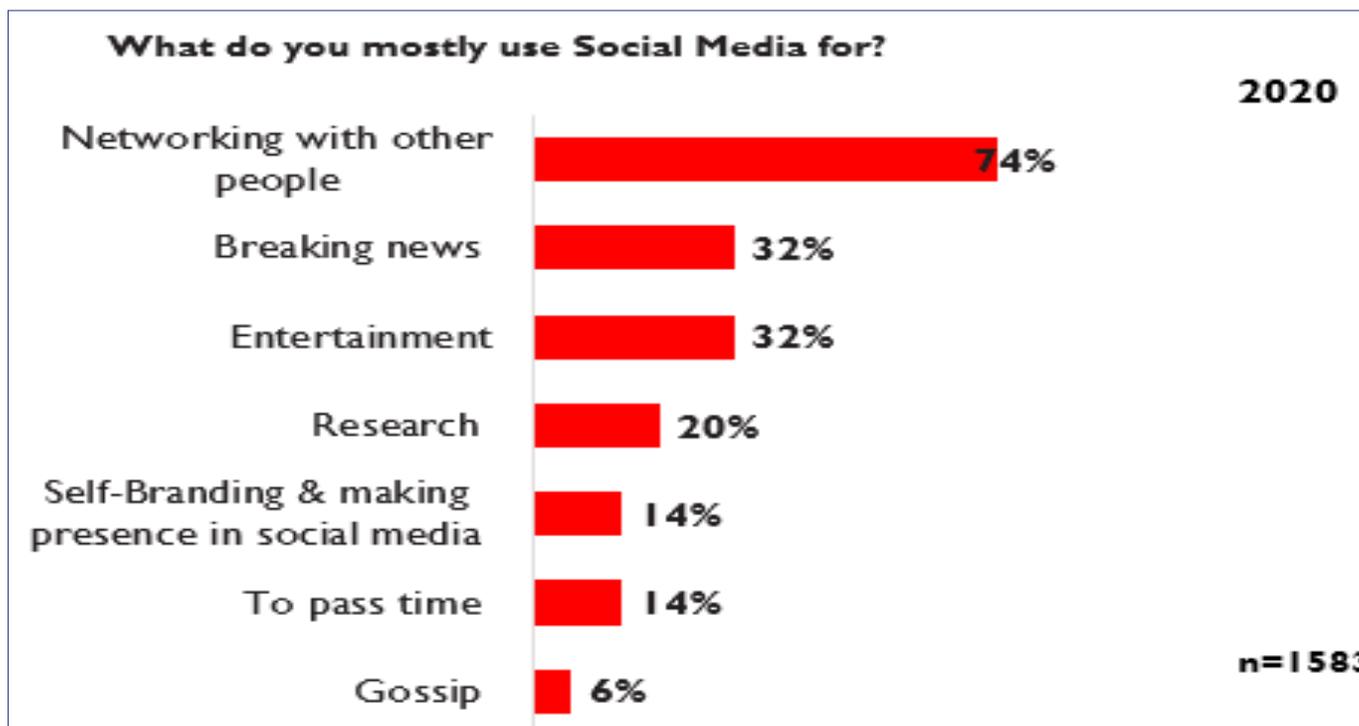


Figure 42: Activity on social media platform 2020

From the gender perspective, the rate of usage of social media platforms for networking was the same for both genders. However, larger proportion of the males than that of females use social media platforms for breaking news, research and self-branding; while a larger proportion of female than that of males use social media platforms for entertainment, passing time and gossip. This is depicted below.

What do you mostly use Social media for?

| | Male | Female | Total |
|---|------|--------|-------|
| Networking with other people | 74% | 74% | 74% |
| Breaking news | 36% | 26% | 32% |
| Entertainment | 31% | 32% | 32% |
| Research | 21% | 19% | 20% |
| Self-Branding & making presence in social media | 15% | 12% | 14% |
| To pass time | 12% | 15% | 14% |
| Gossip | 4% | 7% | 6% |
| n=1583, use social media | | | |

Table 53: Activity on social media platform by gender

Looking at the analysis from the age perspective, the population aged 50-59 emerged top among the groups of respondents using the social media platforms to network. Respondents aged 40 to 44 years had a higher rate of using social media for breaking news than any other age group represented. The population between 30 and 34 had a higher affinity to social media platforms for purposes of entertainment than any other age group. The people above 60 years who reported to be using social media indicated to be using the platforms for research than any other age group as shown in the table below.

What do you mostly use Social media for?

| | 18-24 | 25-29 | 30-34 | 35-39 | 40-44 | 45-49 | 50-55 | 56-59 | 60+ | Total |
|------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-----|-------|
| Networking with other people | 74% | 74% | 75% | 73% | 71% | 74% | 82% | 84% | 62% | 74% |
| Breaking news | 28% | 33% | 33% | 33% | 39% | 26% | 29% | 25% | 33% | 32% |
| Entertainment | 33% | 34% | 35% | 30% | 31% | 27% | 24% | 19% | 16% | 32% |
| Research | 22% | 20% | 20% | 17% | 21% | 10% | 23% | 19% | 27% | 20% |

| | | | | | | | | | | |
|---|-----|-----|-----|-----|-----|-----|-----|-----|----|------------|
| Self-Branding & making presence in social media | 13% | 13% | 15% | 18% | 12% | 9% | 15% | 9% | 7% | 14% |
| To pass time | 15% | 15% | 14% | 12% | 10% | 17% | 8% | 13% | 4% | 14% |
| Gossip | 8% | 6% | 5% | 8% | 1% | 1% | - | 6% | 9% | 6% |
| n=1583, use social media | | | | | | | | | | |

Table 54: Activity on social media platform by age

Aggregating the responses by level of education revealed that the people with secondary as their highest level of education used social media platforms for networking more than any other group. Other activities such as accessing breaking news, entertainment, research and self-branding have higher rate among people who reported to have university/post graduate as their highest level of education.

What do you mostly use social media for?

| | Primary | Secondary | College | University/Post-graduate | None | Total |
|---|---------|-----------|---------|--------------------------|------|------------|
| Networking with other people | 73% | 75% | 74% | 72% | 82% | 74% |
| Breaking news | 28% | 29% | 30% | 39% | 55% | 32% |
| Entertainment | 25% | 30% | 32% | 35% | 45% | 32% |
| Research | 17% | 15% | 20% | 28% | 18% | 20% |
| Self-Branding & making presence in social media | 15% | 12% | 14% | 16% | 9% | 14% |
| To pass time | 15% | 12% | 16% | 13% | 9% | 14% |
| Gossip | 3% | 5% | 6% | 7% | - | 6% |
| n=1583, use social media | | | | | | |

Table 55: Activity on social media by level of education

Networking, access to breaking news and gossip were the most common reasons as to why rural populations used social media while entertainment, research, self-branding and passing time are the most common social media activities among the urban population. This was according to the findings of this survey shown in the table below.

| <i>What do you mostly use social media for?</i> | | | |
|---|--------------|--------------|--------------|
| | Urban | Rural | Total |
| Networking with other people | 70% | 77% | 74% |
| Breaking news | 31% | 33% | 32% |
| Entertainment | 34% | 30% | 32% |
| Research | 22% | 18% | 20% |
| Self-Branding & making presence in social media | 18% | 11% | 14% |
| To pass time | 14% | 13% | 14% |
| Gossip | 5% | 6% | 6% |
| n=1583, use social media | | | |

Table 56: Activity on social media platforms by location

7.0 KENYANS' CONFIDENCE IN THE MEDIA

7.1 CONFIDENCE IN THE MEDIA

When asked about their confidence in the media, most of the respondents indicated to have some confidence, and a lot of confidence with the media. An insignificant proportion of the population did not have any confidence with the media. moreover, there was overall increase in the confidence level that the population had on the media compared to a similar study conducted in 2019 as shown below

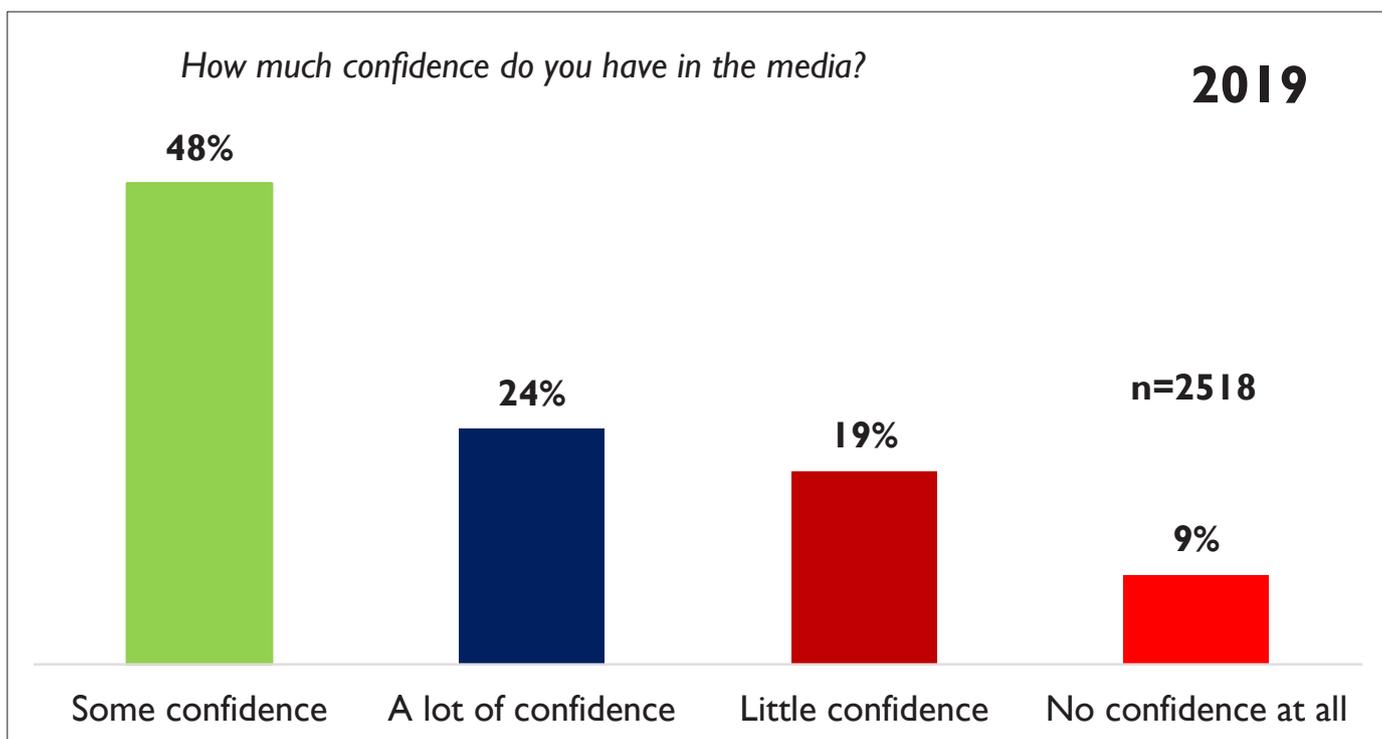


Figure 43: Confidence in the media 2019

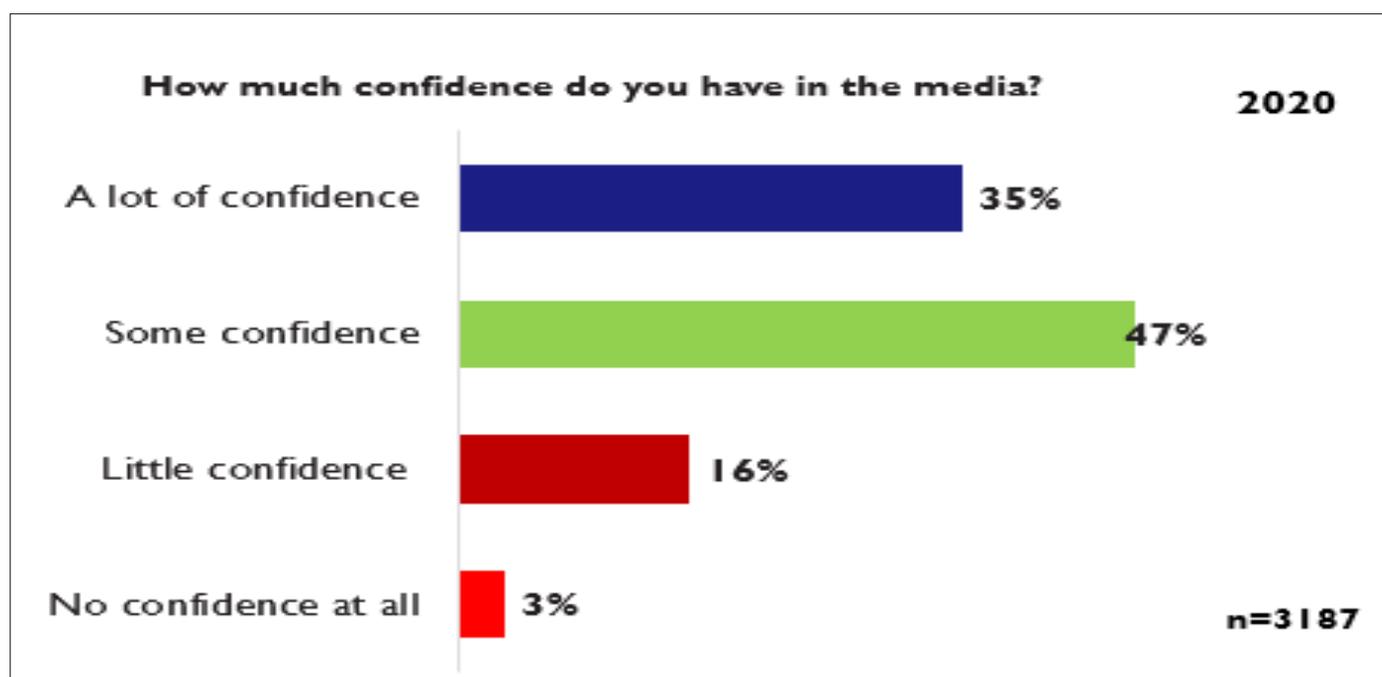


Figure 44: Confidence in the media 2020

Further, analysis by gender showed that, there was little difference in the confidence on media between the male and the female. See figure 45 below

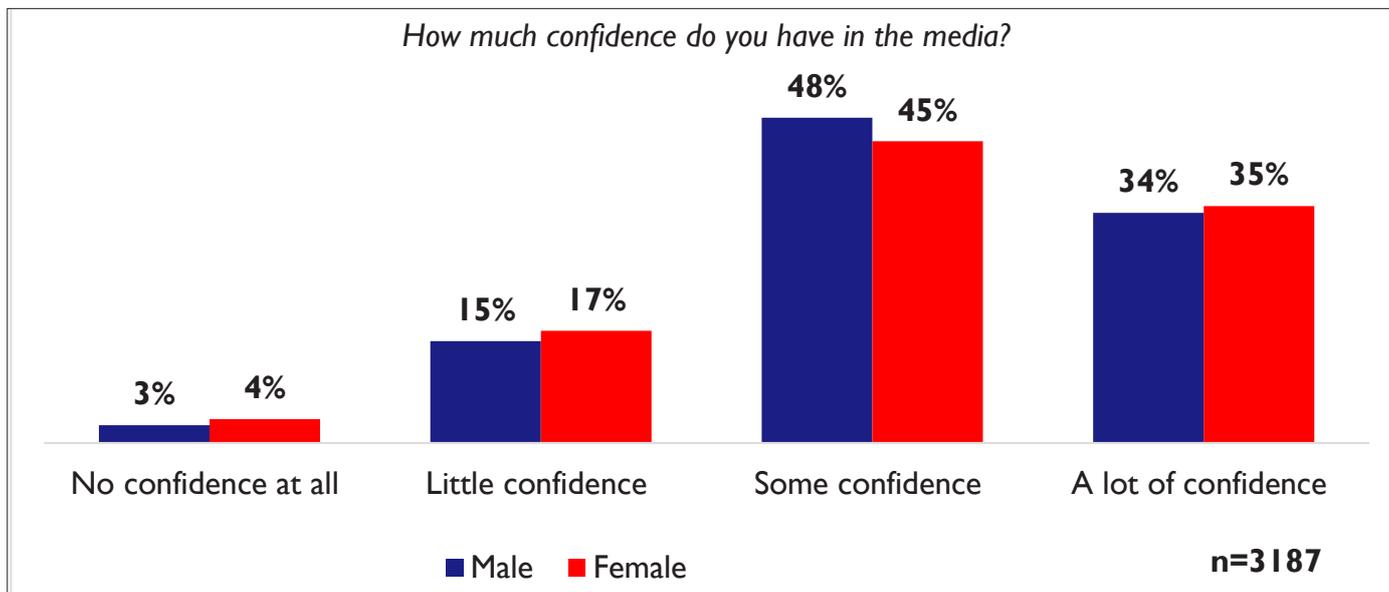


Figure 45: Confidence in the media by gender

Confidence in the media was high across all the ages as revealed by the analysis of the responses by age. Larger proportions of people who expressed having no confidence at all in the media were those aged 50 and above but having little difference with the rest of the age groups. This is depicted as follows.

| | No confidence at all | Little confidence | Some confidence | A lot of confidence | Total |
|---------------|----------------------|-------------------|-----------------|---------------------|-------------|
| 18-24 | 3% | 16% | 47% | 34% | 100% |
| 25-29 | 3% | 16% | 48% | 33% | 100% |
| 30-34 | 3% | 17% | 47% | 33% | 100% |
| 35-39 | 3% | 17% | 48% | 32% | 100% |
| 40-44 | 2% | 15% | 47% | 36% | 100% |
| 45- 49 | 1% | 16% | 44% | 40% | 100% |
| 50-55 | 4% | 18% | 44% | 34% | 100% |
| 56-59 | 4% | 11% | 47% | 38% | 100% |
| 60+ | 4% | 12% | 42% | 42% | 100% |
| Total | 3% | 16% | 47% | 35% | 100% |
| n=3187 | | | | | |

Table 57: Confidence in the media by age

Analysis by the highest level of education attained showed that the level of confidence in the media was high across all the levels of education with no significant difference as shown here below.

How much confidence do you have in the media?

| | No confidence at all | Little confidence | Some confidence | A lot of confidence | Total |
|--------------------------|----------------------|-------------------|-----------------|---------------------|-------------|
| Primary | 4% | 13% | 42% | 41% | 100% |
| Secondary | 3% | 17% | 43% | 37% | 100% |
| College | 2% | 15% | 52% | 31% | 100% |
| University/Post-graduate | 3% | 18% | 55% | 25% | 100% |
| None | 10% | 15% | 43% | 33% | 100% |
| Total | 3% | 16% | 47% | 35% | 100% |

n=3187

Table 58: Confidence in the media by level of education

There was more confidence in the media among populations in the rural areas more than in the urban areas. This was revealed by analysis of the findings of this survey by location of the respondents as shown.

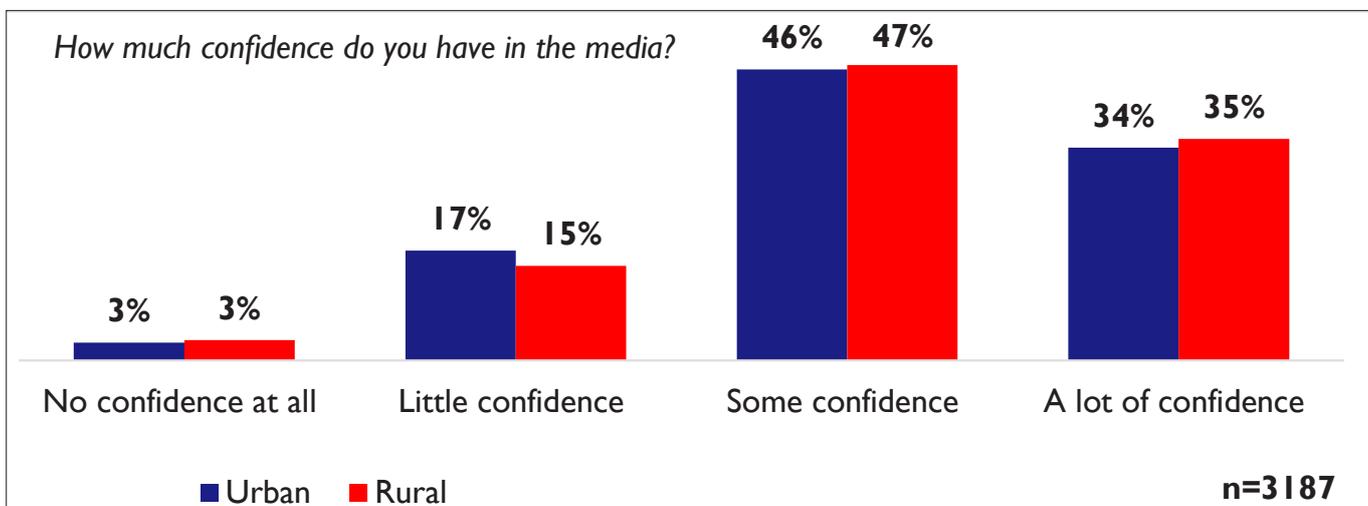


Figure 46: Confidence in the media by location

7.2 TRUST IN MEDIA PLATFORMS

When asked to rate their trust in the media platforms, majority (70%) of the respondents expressed having a high rate of trust in television. This was closely followed by radio (67%), Newspaper publications, internet and then social media in that order. This meant that, information conveyed through the television had higher chances of being trusted by the viewers than that which was conveyed through the social media. This is visualized in the figure below.

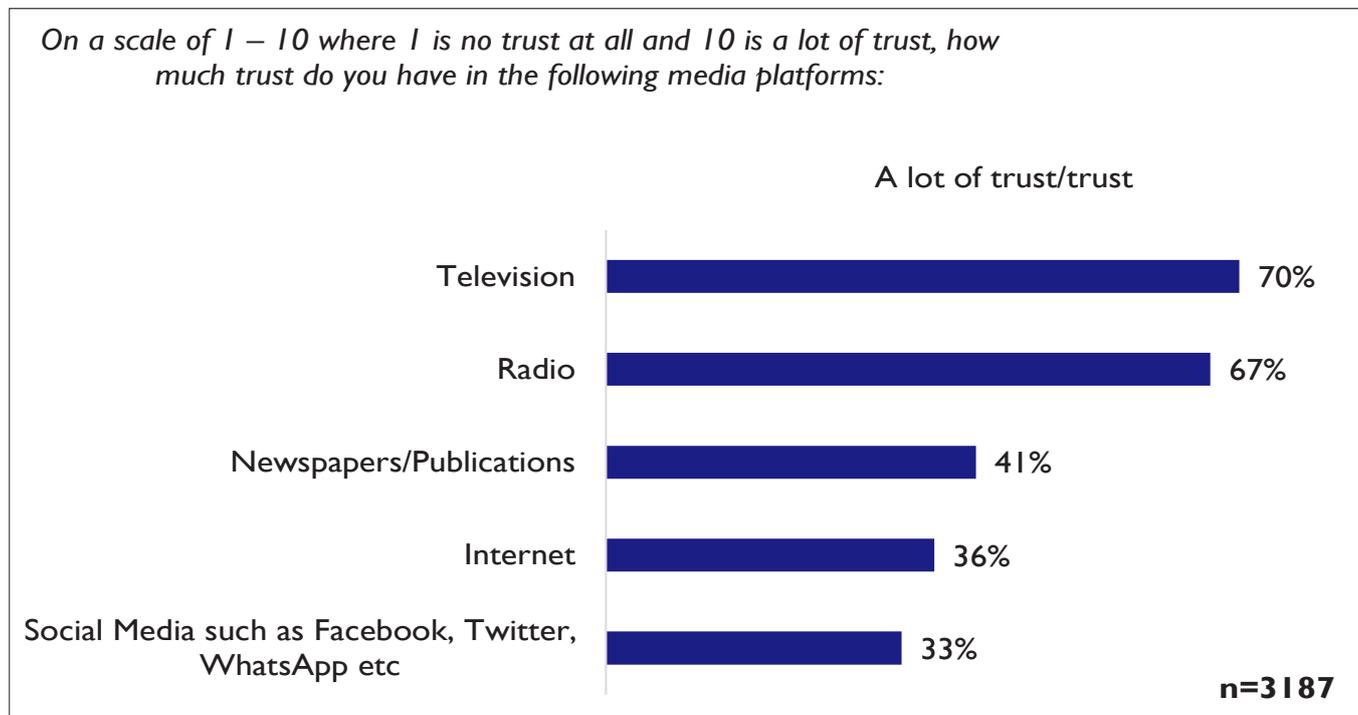


Figure 47: Trust in media platforms

When the above visualized responses were analyzed by gender, it emerged that trust in radio and newspaper/publications was high among female members of the population and trust in television, social media and internet was high among the male members of the population. See the statistics below.

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:

| | Male | Female | Total |
|--|----------------------|----------------------|----------------------|
| | A lot of trust/trust | A lot of trust/trust | A lot of trust/trust |
| Radio | 66% | 67% | 67% |
| Television | 70% | 69% | 70% |
| Newspapers/Publications | 40% | 42% | 41% |
| Social media such as Facebook, Twitter, WhatsApp etc | 33% | 32% | 33% |
| Internet | 37% | 36% | 36% |
| n=3187 | | | |

Table 59: Trust in media platforms by gender

Analysis by age of the respondents revealed that there existed little and insignificant difference in the trust for the mainstream media namely radio, television and newspaper/publications. However, there was a notable trend among the younger members of the population in having more trust in the internet and social media and the trust decreased with increase in the age for social media as shown below.

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 lot of Trust/trust | | | | | | | | | | |
|--|-------|-------|-------|-------|-------|--------|-------|-------|-----|------------|
| | 18-24 | 25-29 | 30-34 | 35-39 | 40-44 | 45- 49 | 50-55 | 56-59 | 60+ | Total |
| Radio | 65% | 67% | 65% | 68% | 68% | 64% | 67% | 63% | 63% | 67% |
| Television | 65% | 72% | 72% | 71% | 68% | 66% | 63% | 63% | 65% | 70% |
| Newspapers/Publications | 38% | 43% | 41% | 41% | 39% | 39% | 38% | 36% | 41% | 41% |
| Social media such as Facebook, Twitter, WhatsApp etc | 38% | 38% | 36% | 30% | 26% | 22% | 26% | 25% | 24% | 33% |
| Internet | 45% | 41% | 39% | 34% | 31% | 23% | 26% | 30% | 32% | 36% |
| n=3187 | | | | | | | | | | |

Table 60: Trust in media platforms by age

The radio was most trusted among the rural population while TV, newspaper/publications, social media and internet was most trusted among the urban-based population. This was according to the findings of this survey as depicted below.

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:

| | Urban | Rural | Total |
|--|----------------------|----------------------|----------------------|
| | A lot of trust/trust | A lot of trust/trust | A lot of trust/trust |
| Radio | 65% | 68% | 67% |
| Television | 71% | 69% | 70% |
| Newspapers/Publications | 45% | 38% | 41% |
| Social media such as Facebook, Twitter, WhatsApp etc | 35% | 31% | 33% |
| Internet | 41% | 33% | 36% |
| n=3187 | | | |

Table 61: Trust in media platforms by location

Analysis by region revealed some important discoveries. The first one was that radio was most trusted among the Nairobi region population followed closely by the Western region. The television was trusted highly across all the regions with higher trust among the Nairobi, Western, Nyanza and Eastern population in that order. Newspapers/publications were most trusted among the Nairobi-based population. See table 62 below.

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 lot of Trust/trust | | | | | | | | | |
|--|--------------|----------------------|----------------|----------------|--------------------|----------------|---------------|----------------|--------------|
| | COAST | NORTH EASTERN | EASTERN | CENTRAL | RIFT VALLEY | WESTERN | NYANZA | NAIROBI | Total |
| Radio | 58% | 55% | 68% | 65% | 66% | 70% | 67% | 72% | 67% |
| Television | 63% | 69% | 71% | 67% | 68% | 74% | 72% | 76% | 70% |
| Newspapers/Publications | 33% | 32% | 35% | 41% | 41% | 44% | 43% | 52% | 41% |
| Social media such as Facebook, Twitter, WhatsApp etc | 28% | 31% | 33% | 33% | 31% | 29% | 34% | 39% | 33% |
| Internet | 29% | 30% | 37% | 37% | 35% | 36% | 36% | 44% | 36% |
| n=3187 | | | | | | | | | |

Table 62: Trust in media platforms by region

7.3 TRUST IN MEDIA ORGANIZATIONS

When asked about the media house that they most trust, majority (66%) of the respondents expressed their trust in the Royal Media Services. Standard Media Group followed with (9%), then KBC (8%), Nation Media Group (7%), MediaMax (5%) and lastly Radio Africa (4%) in that order as shown in the figure below.

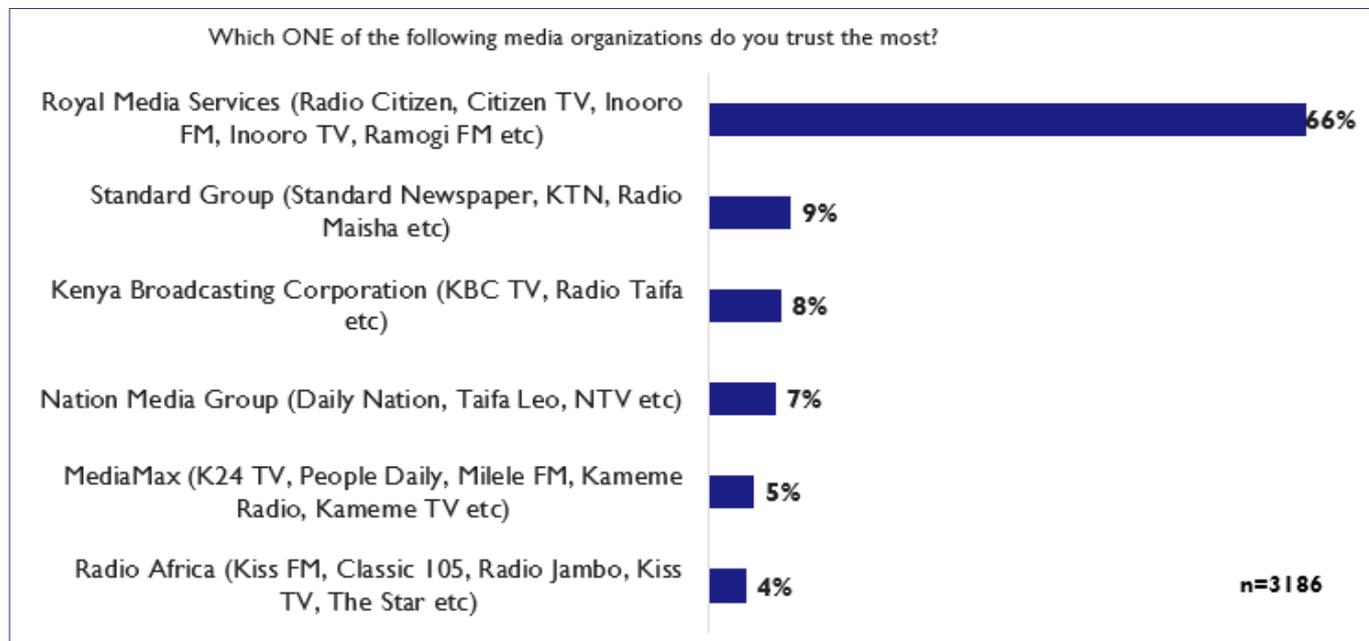


Figure 48: Trust in media organizations

The responses disaggregated by gender revealed that the Royal Media Services was highly trusted among the females while the other media organizations mentioned in the table below were highly trusted among the male members of the population.

| | Male | Female | Total |
|---|------|--------|-------|
| Royal Media Services (Radio Citizen, Citizen TV, Inooro FM, Inooro TV, Ramogi FM etc) | 64% | 68% | 66% |
| Standard Group (Standard Newspaper, KTN, Radio Maisha etc) | 10% | 8% | 9% |
| Kenya Broadcasting Corporation (KBC TV, Radio Taifa etc) | 8% | 8% | 8% |
| Nation Media Group (Daily Nation, Taifa Leo, NTV etc) | 8% | 7% | 7% |
| MediaMax (K24 TV, People Daily, Milele FM, Kameme Radio, Kameme TV etc) | 6% | 5% | 5% |
| Radio Africa (Kiss FM, Classic 105, Radio Jambo, Kiss TV, The Star etc) | 4% | 4% | 4% |
| n=3186 | | | |

Table 63: Trust in media organizations by gender

Analysis by the highest level of education showed that there was significant difference in the trust for the media organizations across all levels of education attained. The Royal Media Services was more trusted among the population with secondary as their highest level of education attained. Standard Group and Nation Media Group were highly trusted among the population with university/postgraduate as their highest level of education attained. KBC was most trusted among the population with primary as their highest level of education attained. This information is shown below.

Which ONE of the following media organizations do you trust the most?

| | Primary | Secondary | College | University/Post-graduate | None | Total |
|---|---------|-----------|---------|--------------------------|------|-------|
| Royal Media Services (Radio Citizen, Citizen TV, Inooro FM, Inooro TV, Ramogi FM etc) | 66% | 68% | 67% | 61% | 65% | 66% |
| Standard Group (Standard Newspaper, KTN, Radio Maisha etc) | 7% | 9% | 10% | 13% | 7% | 9% |
| Kenya Broadcasting Corporation (KBC TV, Radio Taifa etc) | 11% | 8% | 7% | 4% | 6% | 8% |
| Nation Media Group (Daily Nation, Taifa Leo, NTV etc) | 5% | 5% | 9% | 16% | 6% | 7% |
| MediaMax (K24 TV, People Daily, Milele FM, Kameme Radio, Kameme TV etc) | 6% | 5% | 4% | 5% | 9% | 5% |
| Radio Africa (Kiss FM, Classic 105, Radio Jambo, Kiss TV, The Star etc) | 5% | 5% | 3% | 2% | 7% | 4% |
| n=3186 | | | | | | |

Table 64: Trust in media organizations by level of education

Analysis by location revealed the level of trust in the Royal Media Services was the same among both rural and urban population. Standard Group and Nation Media Group were more trusted among the urban populations. KBC, MediaMax and Radio Africa were more trusted among the rural-based populations. This is summarized beneath.

Which ONE of the following media organizations do you trust the most?

| | Urban | Rural | Total |
|---|-------|-------|-------|
| Royal Media Services (Radio Citizen, Citizen TV, Inooro FM, Inooro TV, Ramogi FM etc) | 66% | 66% | 66% |
| Standard Group (Standard Newspaper, KTN, Radio Maisha etc) | 11% | 8% | 9% |

| | | | |
|---|-----|----|----|
| Kenya Broadcasting Corporation (KBC TV, Radio Taifa etc) | 6% | 9% | 8% |
| Nation Media Group (Daily Nation, Taifa Leo, NTV etc) | 10% | 6% | 7% |
| MediaMax (K24 TV, People Daily, Milele FM, Kameme Radio, Kameme TV etc) | 4% | 6% | 5% |
| Radio Africa (Kiss FM, Classic 105, Radio Jambo, Kiss TV, The Star etc) | 4% | 4% | 4% |
| n=3186 | | | |

Table 65: Trust in media organizations by location

Analysis of the trust of media organizations by regions showed that the Royal Media Services and MediaMax were most trusted among the Central region population. The Standard Group was most trusted among the Nyanza population. KBC was most trusted among the North Eastern population. Nation Media Group was most trusted among the Nairobi population and Radio Africa was most trusted among the Western population as shown in the table below;

Which ONE of the following media organizations do you trust the most?

| | COAST | NORTH EASTERN | EASTERN | CENTRAL | RIFT VALLEY | WESTERN | NYANZA | NAIROBI | Total |
|---------------------------------|-------|---------------|---------|---------|-------------|---------|--------|---------|-------|
| Royal Media Services | 62% | 53% | 66% | 71% | 65% | 66% | 67% | 68% | 66% |
| Standard Group | 10% | 12% | 9% | 6% | 10% | 8% | 13% | 6% | 9% |
| Kenya Broadcasting Corporation, | 13% | 16% | 9% | 5% | 8% | 8% | 7% | 5% | 8% |
| Nation Media Group | 9% | 11% | 7% | 5% | 7% | 5% | 9% | 12% | 7% |
| MediaMax | 4% | 2% | 6% | 11% | 5% | 5% | 1% | 4% | 5% |
| Radio Africa | 3% | 6% | 3% | 3% | 4% | 9% | 3% | 5% | 4% |
| n=3186 | | | | | | | | | |

Table 66: Trust in media organizations by region

Further probe into the reasons for the trust they had on various media organizations, the respondents gave the drivers to their trust on such organizations. Focusing on the top three (3) most trusted media organizations, the Royal Media Services was most trusted because of reporting local news about local communities. The standard Group was most trusted for its independence from interference. Respondents who indicated trust for KBC said they did so because the stations showed respect to their leaders. This is shown below.

Thinking now about the media organization you trust the most, which is the MAIN reason why you trust it more than others?

| | Reports important issues | Well known/ been reporting news for long | It reports local news/about local people | It is consistent | It is publicly funded | It has knowledgeable staff/presenters/reporters | It puts out logical stories/stories that make sense | It respects our leaders | It provides current news/breaking news | It is independent/does not allow interference |
|--------------------------------|--------------------------|--|--|------------------|-----------------------|---|---|-------------------------|--|---|
| Royal Media Services | 63% | 61% | 73% | 66% | 23% | 72% | 67% | 62% | 66% | 49% |
| Standard Group | 8% | 8% | 7% | 8% | 11% | 9% | 11% | - | 9% | 19% |
| Kenya Broadcasting Corporation | 10% | 20% | 6% | 4% | 46% | 2% | 4% | 29% | 6% | 9% |
| Nation Media Group | 10% | 4% | 6% | 9% | 7% | 5% | 8% | - | 9% | 17% |
| MediaMax | 5% | 4% | 4% | 7% | 11% | 8% | 5% | 10% | 5% | 3% |
| Radio Africa | 3% | 3% | 3% | 5% | 2% | 4% | 5% | - | 5% | 3% |
| n=3186 | | | | | | | | | | |

Table 67: Trust in media organizations, reasons

7.4 CONCERNS WITH THE MEDIA

Out of the total respondents (14%) cited various concerns on how such issues are reported. However, the rate of having concerns with how the media reports the issues increased in 2020 compared to a similar study done in 2019. This is shown as follows.

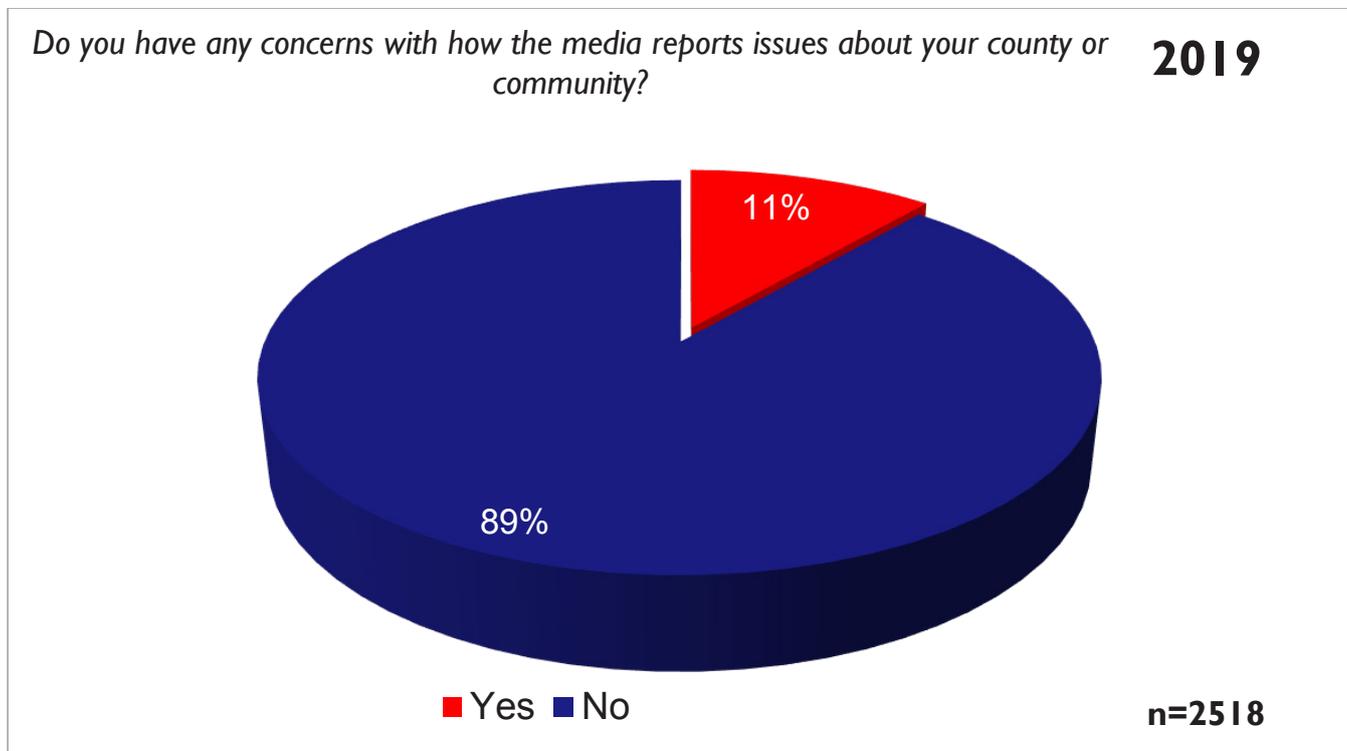


Figure 50: Concerns with the media 2020

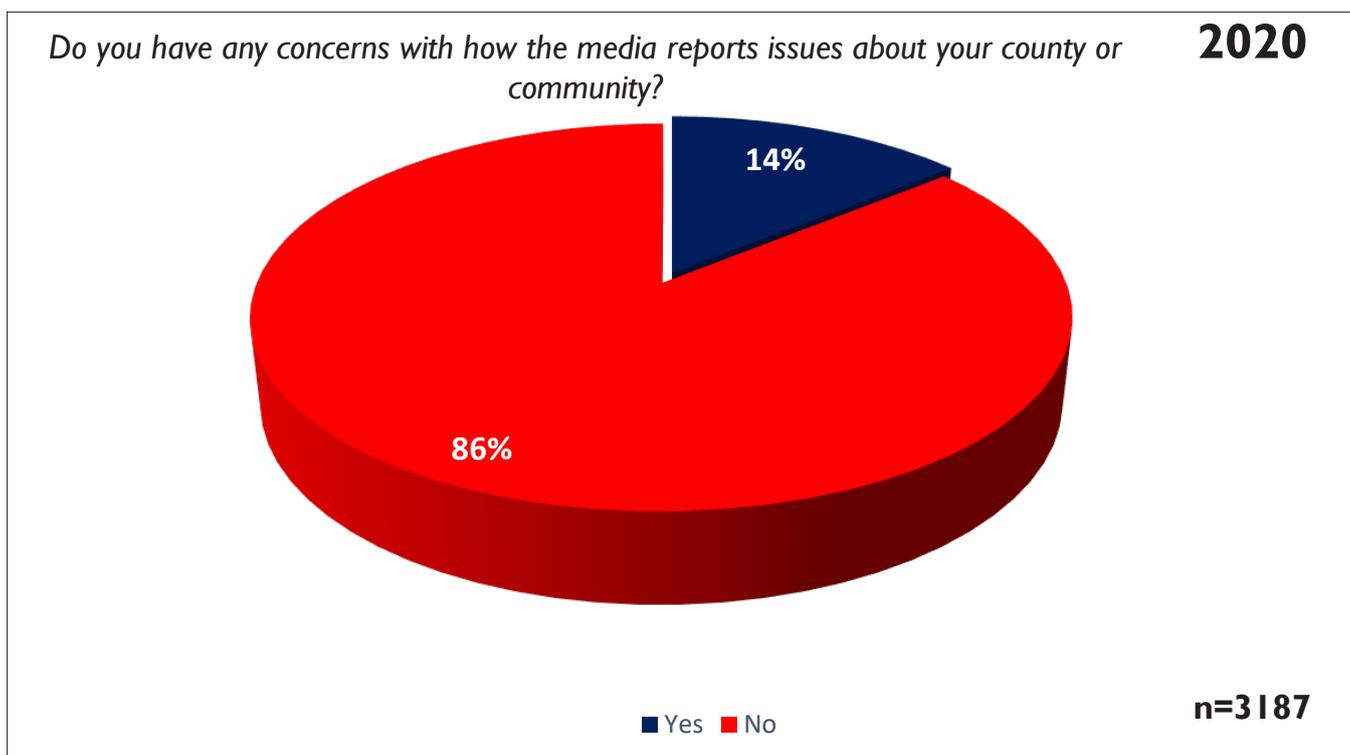


Figure 49: Concerns with the media 2019

Analysis of the responses by gender revealed that a larger proportion of male than that of female have concerns with how the media reports issues of their counties and community.

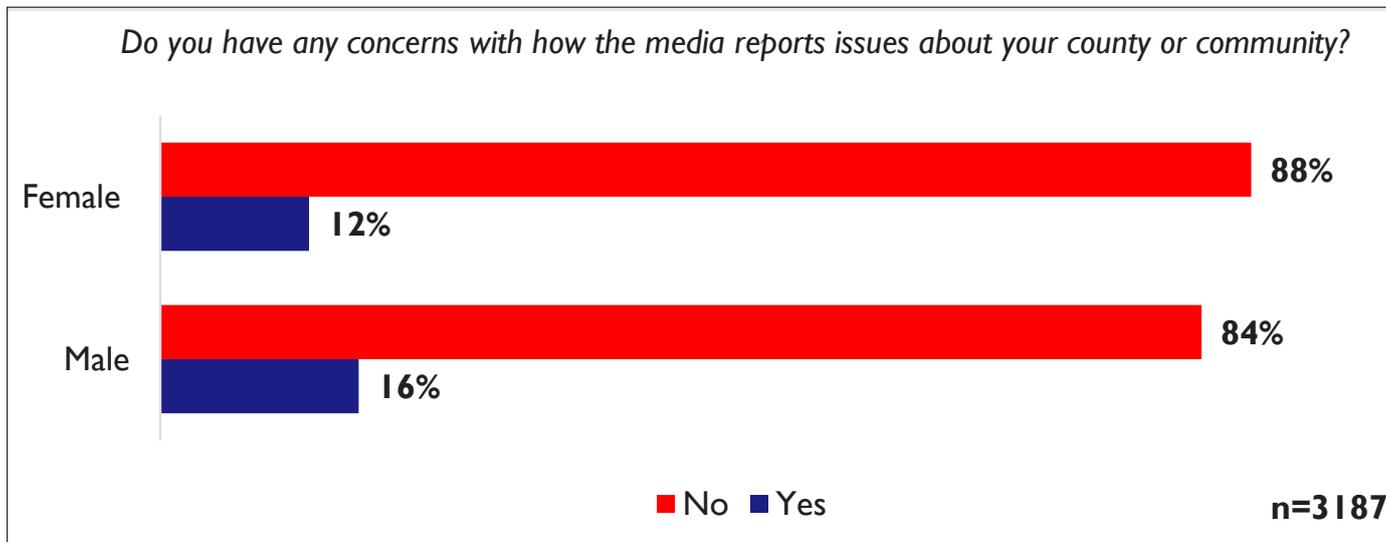


Figure 51: Concerns with the media by gender

There are more concerns with how the media reports local issues as seen by aggregating the responses by age groups. However, the difference in the rate of concerns among different age groups was not significantly high. This is visualized in the figure below.

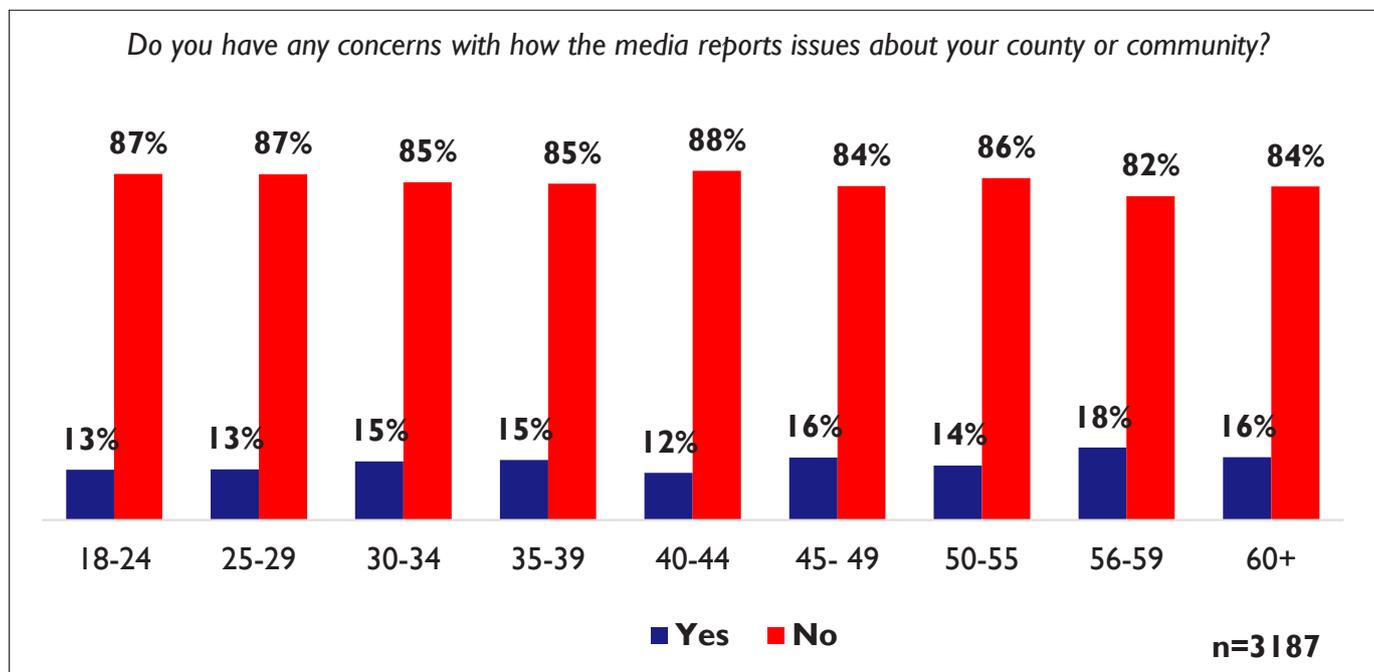


Figure 52: Concerns with the media by age

Concerns on how the media reports issues on counties and local communities is high (21%) among the population segment that has education level of university degree and above and lowest among those who have primary as their highest level of education. This is shown in the figure below.

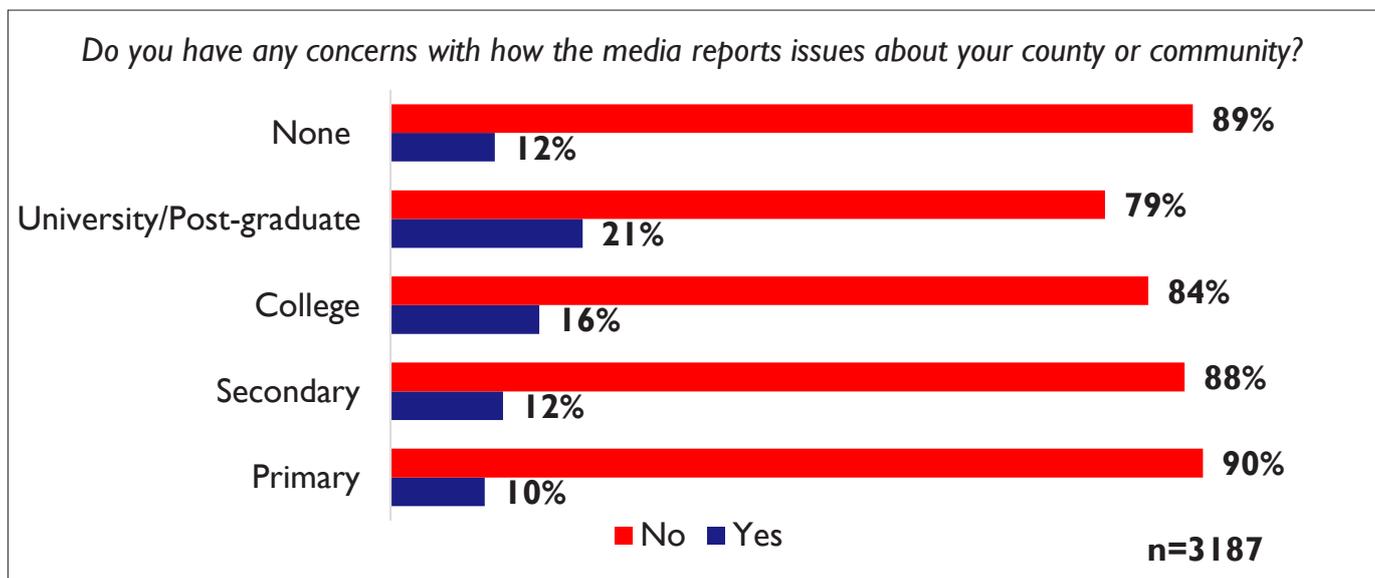


Figure 53: Concerns with media by level of education

There were more concerns about the media reporting among the urban dwellers than the rural dwellers. This was revealed by disaggregation of the responses by the location of the respondents in this survey as shown in the figure beneath.

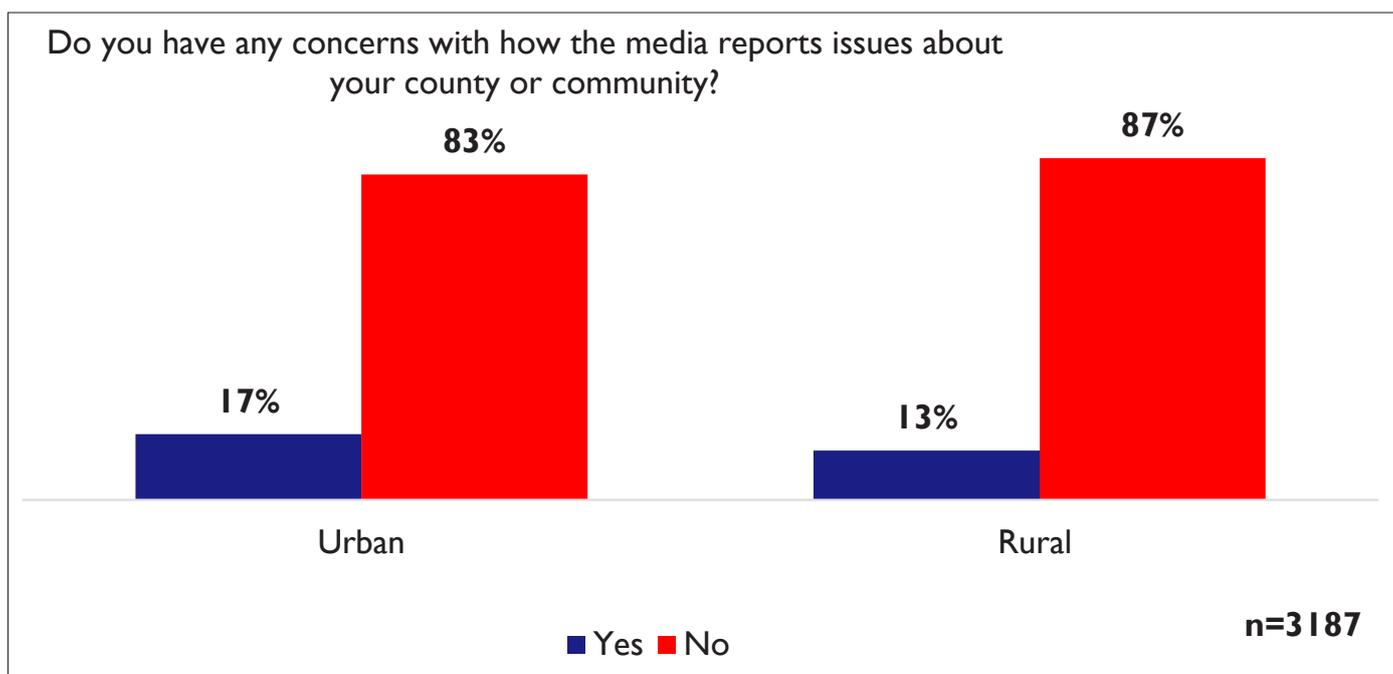


Figure 54: Concerns with media by location

A larger Western region proportion of the population raised concerns about how the media reports issues about their counties and communities. This was visible through analysis of the responses by regions across the country as presented below.

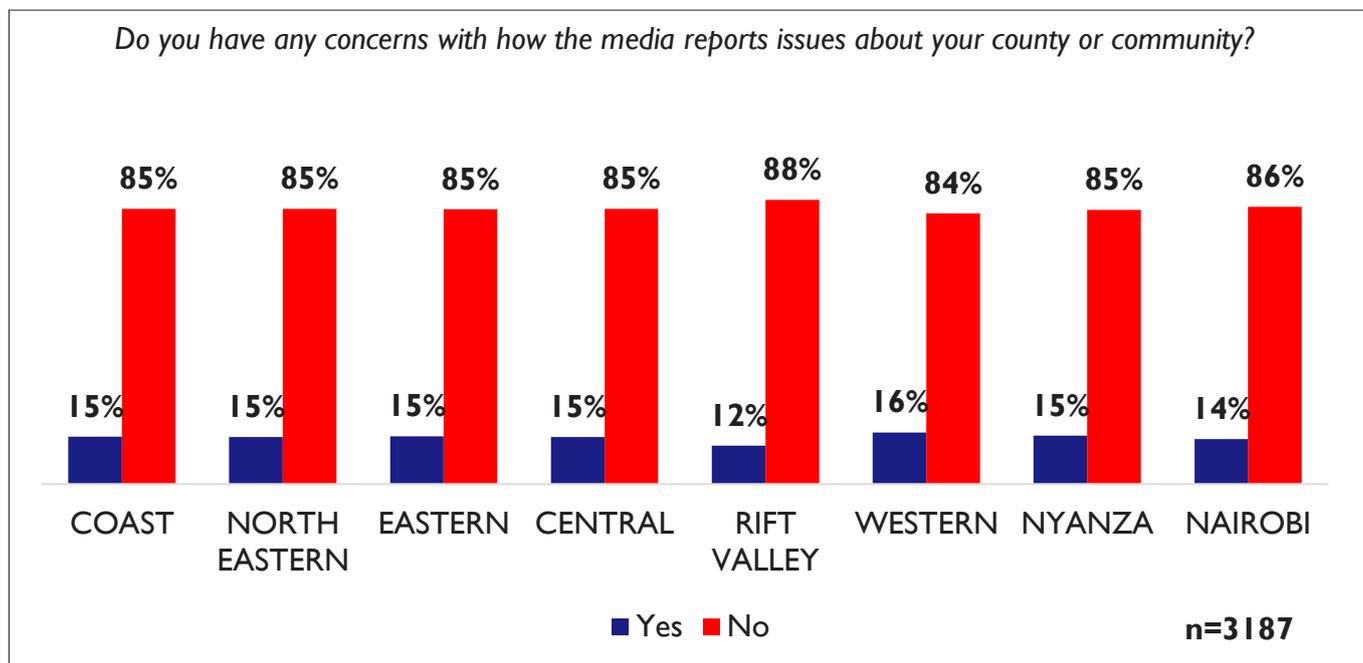


Figure 55: Concerns about media by region

Busia county had the highest proportion of the population raising concerns about media reporting on issues about the county and the local communities. This was followed by Homa Bay, Tharaka-Nithi, Lamu, Meru and the rest of the counties follow. This was revealed by the disaggregation of the responses by county of the respondents as shown.

| | Yes | No | Total |
|---------------|-----|-----|-------|
| Busia | 29% | 71% | 100% |
| Homa Bay | 23% | 77% | 100% |
| Tharaka-Nithi | 22% | 78% | 100% |
| Lamu | 21% | 79% | 100% |
| Meru | 20% | 80% | 100% |
| Nyandarua | 20% | 80% | 100% |
| Laikipia | 20% | 80% | 100% |
| Vihiga | 19% | 81% | 100% |
| Garissa | 18% | 82% | 100% |
| Wajir | 18% | 82% | 100% |

n=3187

Table 68: Concerns about media by counties

7.4 MISREPORTING OF NEWS

When asked about the media platforms that do misreporting of news, the television was mentioned the most as having high instances of misreporting of news about their counties and communities. This was followed by radio, social media, newspaper and the internet in that order. There was an increase in the rate of misreporting news by television this year, as opposed to a similar study in 2019. Similarly, there was a drop in the rate of misreporting by social media according to this survey compared to a similar study in 2019 as seen below.

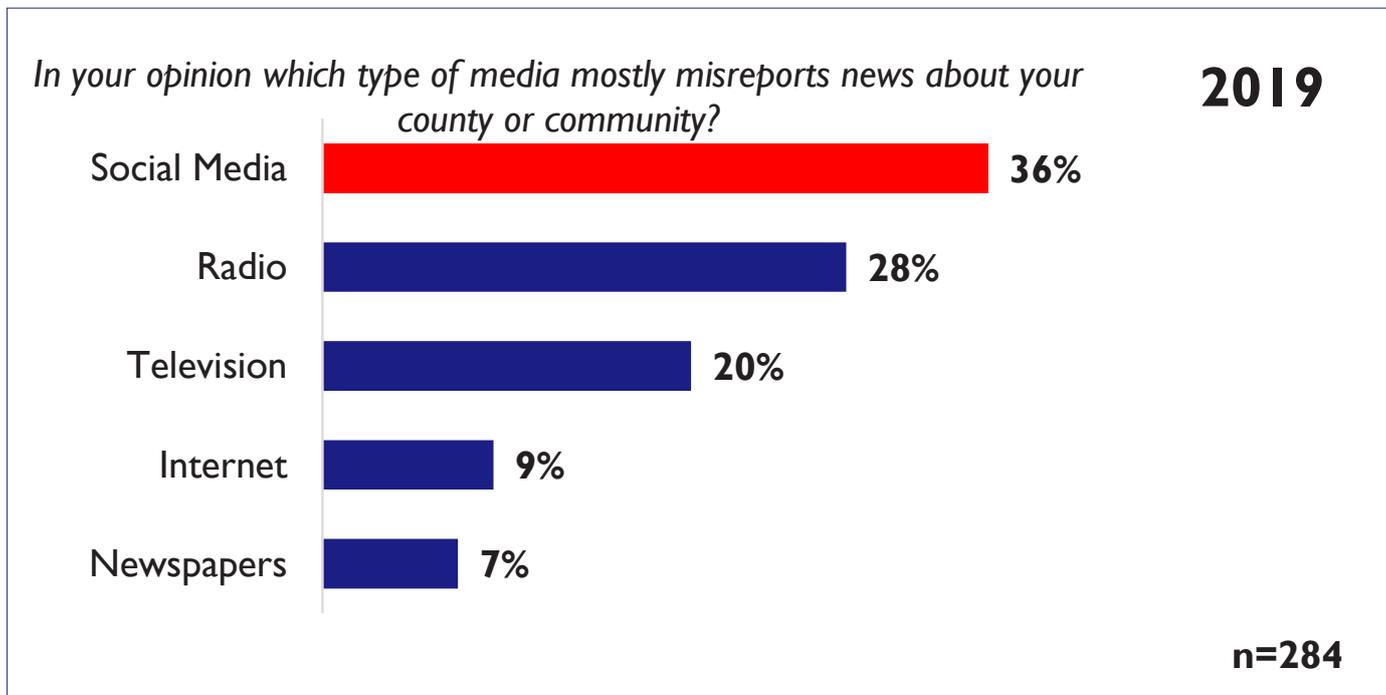


Figure 56: Misreporting of news 2019

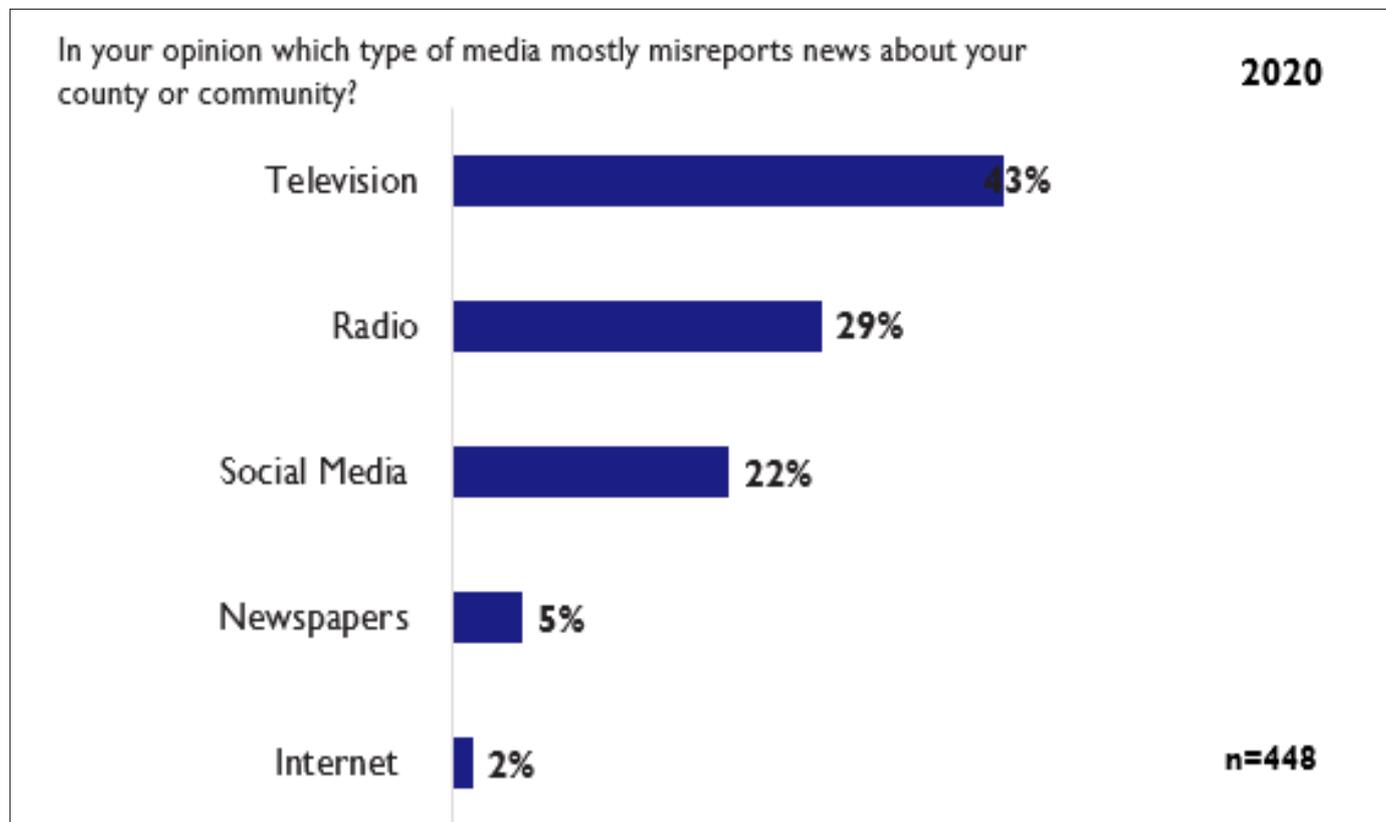


Figure 57: Misreporting of news 2020

More male respondents felt television and newspapers misreported the most compared to their female counterparts; Larger proportions of the female respondents cited incidences of misreporting on radio, social media and internet. See the figure below.

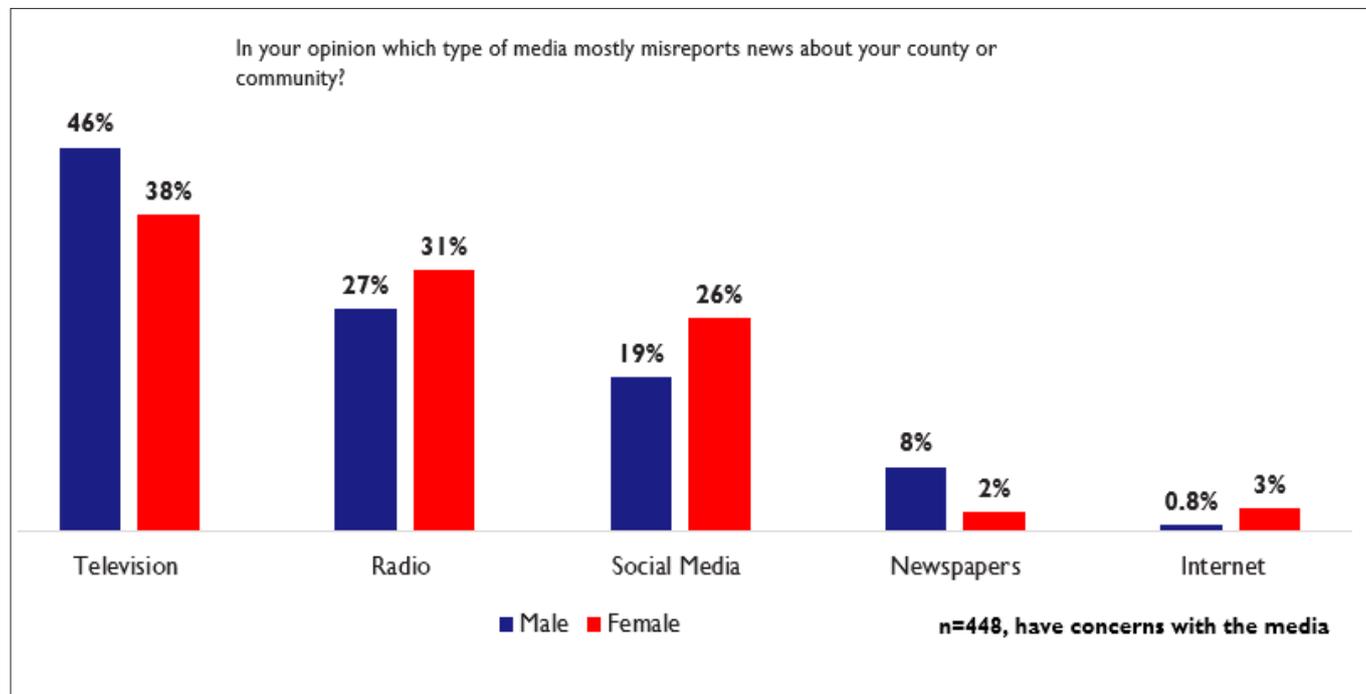


Figure 58: Misreporting of news by gender

Analysing the responses on news misreporting by age, most of those who mentioned the television to have instances of news misreporting were aged 56 -59. Most of those who observed misreporting on radio were aged 45-49. Most of those who mentioned social media on news misreporting had 25-29 years. Those who cited incidences of misreporting on the newspaper were aged 56-59 years as shown in the table below.

| | 18-24 | 25-29 | 30-34 | 35-39 | 40-44 | 45- 49 | 50-55 | 56-59 | 60+ | Total |
|--------------|-------|-------|-------|-------|-------|--------|-------|-------|-----|-------|
| Television | 41% | 41% | 46% | 43% | 43% | 37% | 42% | 50% | 44% | 43% |
| Radio | 18% | 23% | 23% | 30% | 38% | 46% | 39% | 31% | 26% | 29% |
| Social media | 27% | 28% | 24% | 19% | 18% | 17% | 10% | 6% | 24% | 22% |
| Newspapers | 8% | 6% | 6% | 7% | - | - | 3% | 13% | 6% | 5% |
| Internet | 6% | 1% | - | - | 3% | - | 6% | - | - | 2% |

n=448, have concerns with the media

Table 69: Misreporting of news by age

Most of those who live in the rural areas cited misreporting of news by radio and social media. In rural areas, most of the respondents cited cases of misreporting of news by television and newspapers. This is shown in the table below.

In your opinion which type of media mostly misreports news about your county or community?

| | Urban | Rural | Total |
|--------------|-------|-------|-------|
| Television | 47% | 40% | 43% |
| Radio | 22% | 33% | 29% |
| Social media | 21% | 22% | 22% |
| Newspapers | 8% | 4% | 5% |
| Internet | 2% | 2% | 2% |

n=448, have concerns with the media

Table 70: Misreporting of news by location

TV was the leading media platform cited to have misreported news among people with 56-59 years of age. Radio was leading in misreporting of news according to the respondents aged between 45 - 49 years. Social media was the leading source of misreported news as cited by the respondents aged between 25-29 years. Newspaper was reported to be the leading media platform on misreporting of news according to those with 18-24 years. Most of those between 18-24 and 50-55 years reported that the internet was the main source of misreported news according to this survey as shown in the table below.

In your opinion which type of media mostly misreports news about your county or community?

| | 18-24 | 25-29 | 30-34 | 35-39 | 40-44 | 45- 49 | 50-55 | 56-59 | 60+ | Total |
|--------------|-------|-------|-------|-------|-------|--------|-------|-------|-----|-------|
| Television | 41% | 41% | 46% | 43% | 43% | 37% | 42% | 50% | 44% | 43% |
| Radio | 18% | 23% | 23% | 30% | 38% | 46% | 39% | 31% | 26% | 29% |
| Social media | 27% | 28% | 24% | 19% | 18% | 17% | 10% | 6% | 24% | 22% |
| Newspapers | 8% | 6% | 6% | 7% | - | - | 3% | 13% | 6% | 5% |
| Internet | 6% | 1% | - | - | 3% | - | 6% | - | - | 2% |

n=448, have concerns with the media

Table 71: Misreporting of news by age

8.0 THE MAIN SOURCES OF NEWS FOR KENYANS

8.1 SOURCES OF NEWS

When asked about the main source of news within the preceding seven days, the television led in the ranking as cited by the respondents followed by radio, then social media, friends/family/colleagues, internet and newspapers. Therefore, based on this survey, the television dominates as the main source of news for Kenyans as shown in the figure below;

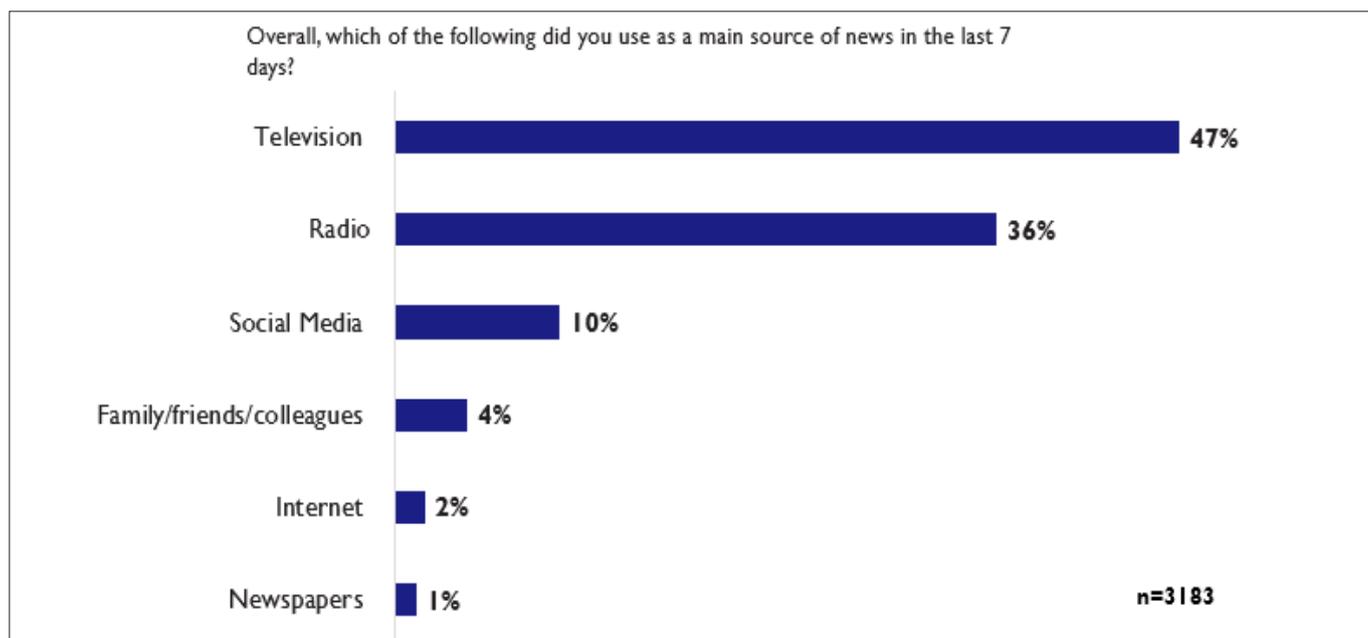


Figure 59: Sources of news

A larger proportion of the female respondents reported television and friends/family/colleagues as their main source of news. However, a larger percentage of male respondents reported radio, social media, internet and newspaper as their main source of news. This was revealed by the aggregation of the responses by gender as shown in the figure below.

Overall, which of the following did you use as a main source of news in the last 7 days?

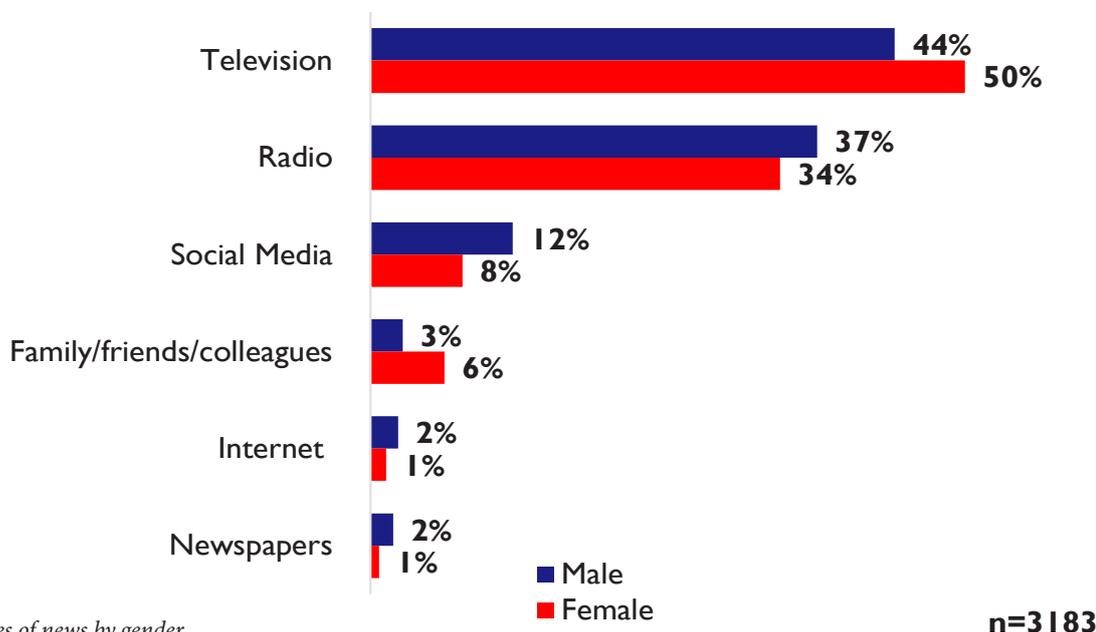


Figure 60: Sources of news by gender

Analysis by age shows that the television was the leading source of news among all age groups represented in the survey except the population between 40-49 and 56-59 years whereby the radio was the main source of news as shown in the table below;

Overall, which of the following did you use as a main source of news in the last 7 days?

| | Television | Radio | Social media | Family/friends/colleagues | Internet | Newspapers | Total |
|---------------|------------|------------|--------------|---------------------------|-----------|------------|-------------|
| 18-24 | 42% | 31% | 19% | 5% | 3% | 1% | 100% |
| 25-29 | 52% | 26% | 14% | 5% | 2% | 1% | 100% |
| 30-34 | 51% | 32% | 11% | 3% | 2% | 1% | 100% |
| 35-39 | 47% | 38% | 8% | 5% | 2% | 2% | 100% |
| 40-44 | 39% | 45% | 8% | 5% | 1% | 1% | 100% |
| 45- 49 | 43% | 45% | 5% | 2% | 1% | 3% | 100% |
| 50-55 | 47% | 43% | 3% | 5% | 1% | 1% | 100% |
| 56-59 | 45% | 50% | 3% | 1% | 1% | - | 100% |
| 60+ | 46% | 42% | 2% | 6% | 1% | 3% | 100% |
| Total | 47% | 36% | 10% | 4% | 2% | 1% | 100% |
| n=3183 | | | | | | | |

Table 72: Sources of news by age

Television was the main source of news for people with all the various levels of education covered in this survey except those who have primary as their highest level of education having radio as their main source of news. This is summarised in the table below.

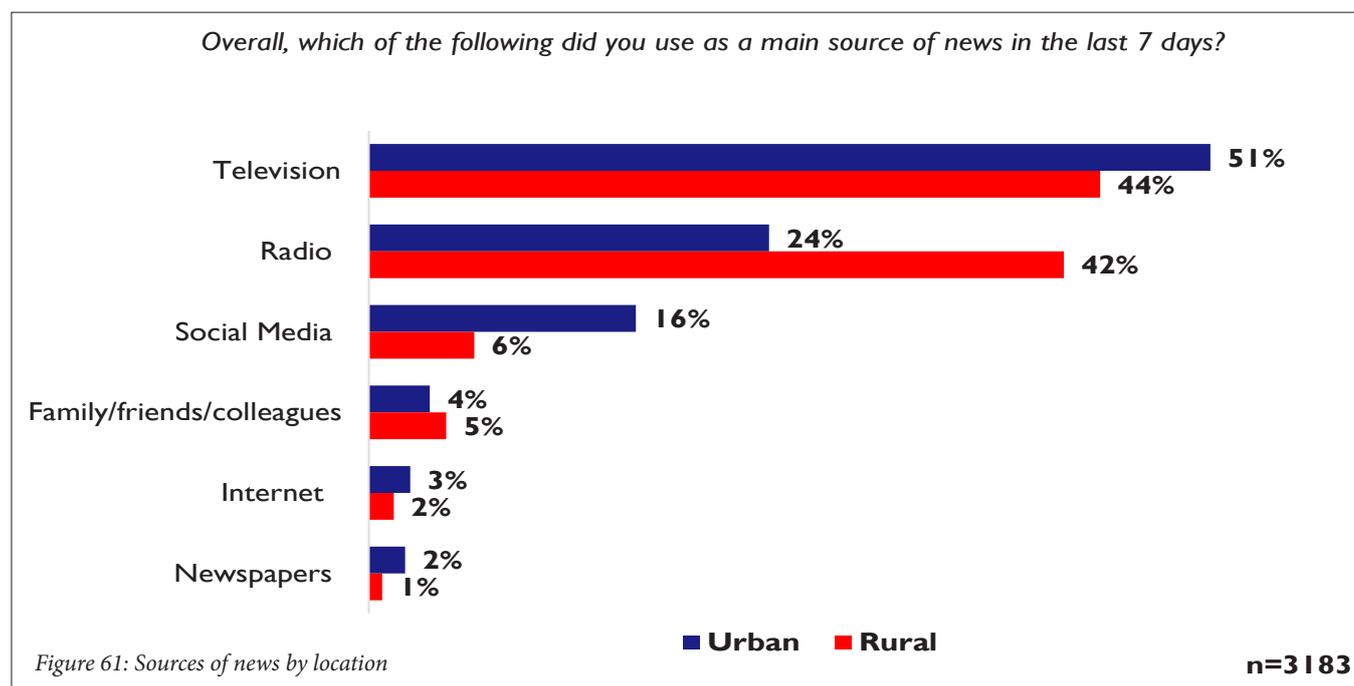
Overall, which of the following did you use as a main source of news in the last 7 days?

| | Primary | Secondary | College | University/Post-graduate | None | Total |
|---------------------------|-------------|-------------|-------------|--------------------------|-------------|-------------|
| Television | 37% | 48% | 54% | 47% | 41% | 47% |
| Radio | 51% | 41% | 24% | 16% | 39% | 36% |
| Social media | 3% | 5% | 15% | 28% | | 10% |
| Family/friends/colleagues | 8% | 4% | 2% | 2% | 18% | 4% |
| Internet | 1% | 1% | 3% | 6% | 2% | 2% |
| Newspapers | 0% | 1% | 2% | 2% | | 1% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% |

n=3183

Table 73: Sources of news by level of education

Television was the main source of news among the urban-based population followed by radio, then social media and others in that order. In rural areas, television was also the leading source of news followed by radio, then social media and others. Besides displaying similar trends, a larger proportion in urban population than that of rural proportion have TV, social media, internet and newspaper as their sources of news while a larger proportion of the rural population than that of the urban proportion have radio and family/friends/colleagues as their sources of news. This is exhibited by the findings of this survey as shown in the figure below.



Television was the leading source of news across all regions except in North Eastern, Eastern and Nyanza regions where radio was the main source of news. In Western region, both radio and television were cited by equal proportions of the population to be their main source of news as seen in the table below.

Overall, which of the following did you use as a main source of news in the last 7 days?

| | COAST | NORTH EASTERN | EASTERN | CENTRAL | RIFT VALLEY | WESTERN | NYANZA | NAIROBI | Total |
|---------------------------|-------------|---------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Television | 52% | 34% | 41% | 51% | 48% | 42% | 42% | 56% | 47% |
| Radio | 30% | 35% | 42% | 30% | 37% | 42% | 45% | 23% | 36% |
| Social media | 6% | 16% | 10% | 13% | 9% | 8% | 8% | 14% | 10% |
| Family/friends/colleagues | 7% | 11% | 4% | 3% | 4% | 5% | 3% | 3% | 4% |
| Internet | 3% | 3% | 3% | 1% | 1% | 1% | 2% | 1% | 2% |
| Newspapers | 2% | 1% | 0% | 1% | 1% | 2% | 1% | 2% | 1% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

n=3183

Table 74: Sources of news by region

9.0 MEDIA USAGE AND COVID-19

9.1 SOCIAL MEDIA BEHAVIOUR DURING COVID-19

When asked about their interactions with media and Covid-19 related information, almost half (48%) of the respondents strongly agreed/agreed that they share content related to Covid-19 on social media because they love assisting others. There were averagely more (ranging from 39%-48%) respondents who cited positive motives towards their sharing of Covid-19 related content on social media as seen in the table below.

On a scale of 1 – 10, where 1 is strongly disagree and 10 is strongly agree, to what extent do you agree or disagree with the statements below:

| | Strongly agree /agree |
|---|-----------------------|
| I share content related to COVID-19 on social media because I love assisting others | 48% |
| I share content related to COVID-19 on social media because I want to offer information to others | 46% |
| I share content related to COVID-19 that might be valuable to others | 46% |
| I share content related to COVID-19 on social media because I want to motivate and inspire others | 46% |
| I share content related to COVID-19 on social media because it feels right to assist others to resolve their issues | 43% |
| I share content related to COVID-19 on social media because I want to warn others | 43% |
| I share content related to COVID-19 because it helps me keep in contact with other members in my network | 43% |
| I share content related to COVID-19 on social media to get feedback on the information I have found | 41% |
| I share content related to COVID-19 on social media to inform others a little about myself | 39% |
| n=1583 | |

Table 75: Media usage and Covid-19

Larger proportions of male than those of female share Covid-19 related information on social media because they want to offer information to others, they share such information that might be valuable to others and because they want to motivate and inspire others. On the other hand, larger proportion of females than that of males share Covid-19 related information on social media because of the following motives; loving to assist others, the urge to warn others, helping themselves to keep contact with family and friends and to inform others little about themselves as shown in the table below;

On a scale of 1 – 10, where 1 is strongly disagree and 10 is strongly agree, to what extent do you agree or disagree with the statements below:

| | Male | Female | Total |
|---|----------------------|----------------------|----------------------|
| | Strongly agree/agree | Strongly agree/agree | Strongly agree/agree |
| I share content related to COVID-19 on social media because I love assisting others | 47% | 50% | 48% |
| I share content related to COVID-19 on social media because I want to offer information to others | 47% | 45% | 46% |
| I share content related to COVID-19 that might be valuable to others | 46% | 45% | 46% |
| I share content related to COVID-19 on social media because I want to motivate and inspire others | 46% | 45% | 46% |
| I share content related to COVID-19 on social media because it feels right to assist others to resolve their issues | 43% | 43% | 43% |
| I share content related to COVID-19 on social media because I want to warn others | 42% | 44% | 43% |
| I share content related to COVID-19 because it helps me keep in contact with other members in my network | 42% | 44% | 43% |
| I share content related to COVID-19 on social media to get feedback on the information I have found | 41% | 41% | 41% |
| I share content related to COVID-19 on social media to inform others a little about myself | 38% | 40% | 39% |
| n=1583 | | | |

Table 76: Media usage and Covid-19 by gender

On average most of the people who share Covid-19 related information on social media due to the mentioned reasons are mostly those above 50 years as seen in below.

On a scale of 1 – 10, where 1 is strongly disagree and 10 is strongly agree, to what extent do you agree or disagree with the statements below:

| | 18-24 | 25-29 | 30-34 | 35-39 | 40-44 | 45- 49 | 50-55 | 56-59 | 60+ | Total |
|---|-------|-------|-------|-------|-------|--------|-------|-------|-----|-------|
| I share content related to COVID-19 on social media because I love assisting others | 53% | 46% | 48% | 49% | 52% | 28% | 56% | 54% | 57% | 48% |
| I share content related to COVID-19 on social media because I want to motivate and inspire others | 48% | 47% | 46% | 44% | 46% | 32% | 55% | 41% | 48% | 46% |
| I share content related to COVID-19 on social media because I want to offer information to others | 50% | 47% | 44% | 47% | 48% | 31% | 56% | 52% | 48% | 46% |
| I share content related to COVID-19 that might be valuable to others | 49% | 46% | 47% | 43% | 51% | 29% | 56% | 39% | 50% | 46% |
| I share content related to COVID-19 on social media because it feels right to assist others to resolve their issues | 45% | 46% | 41% | 41% | 44% | 29% | 51% | 61% | 48% | 43% |
| I share content related to COVID-19 on social media because I want to warn others | 46% | 43% | 44% | 38% | 45% | 32% | 55% | 52% | 52% | 43% |
| I share content related to COVID-19 because it helps me keep in contact with other members in my network | 46% | 42% | 44% | 43% | 45% | 33% | 45% | 37% | 52% | 43% |
| I share content related to COVID-19 on social media to get feedback on the information I have found | 44% | 42% | 40% | 37% | 44% | 26% | 56% | 37% | 48% | 41% |
| I share content related to COVID-19 on social media to inform others a little about myself | 43% | 38% | 37% | 38% | 42% | 30% | 51% | 39% | 38% | 39% |

n=1583

Table 77: Media usage and Covid-19 by age

9.1 TIME SPENT ON MEDIA DURING COVID-19

When asked about their behaviour in terms of media usage since the first case of Covid-19 was reported in the country, most of the respondents reported that they time spent consuming media increased. This is visualized in the figure below.

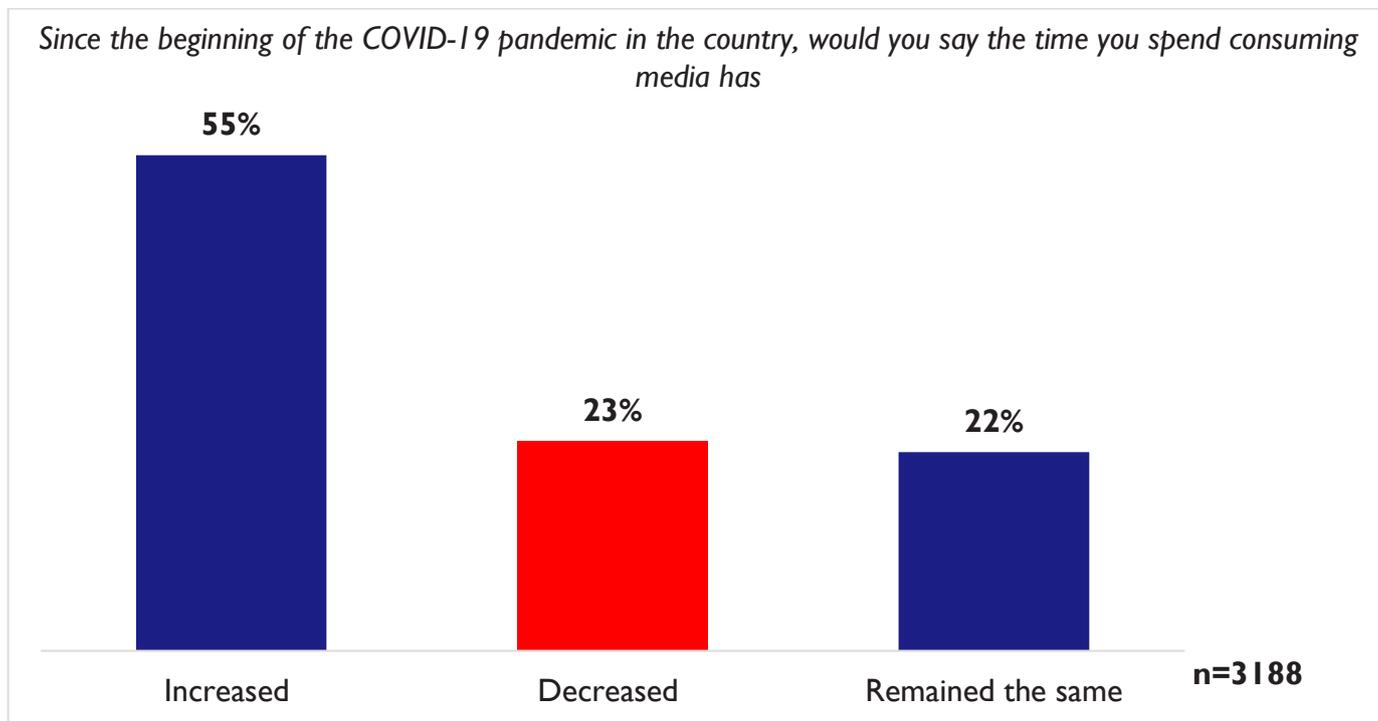


Figure 62: Time spent on media during Covid-19

Analysis of the responses by gender shows that a larger proportion of males than that of females had their time spent on media consumption increased since the first case of Covid-19 was reported. This is shown in details below.

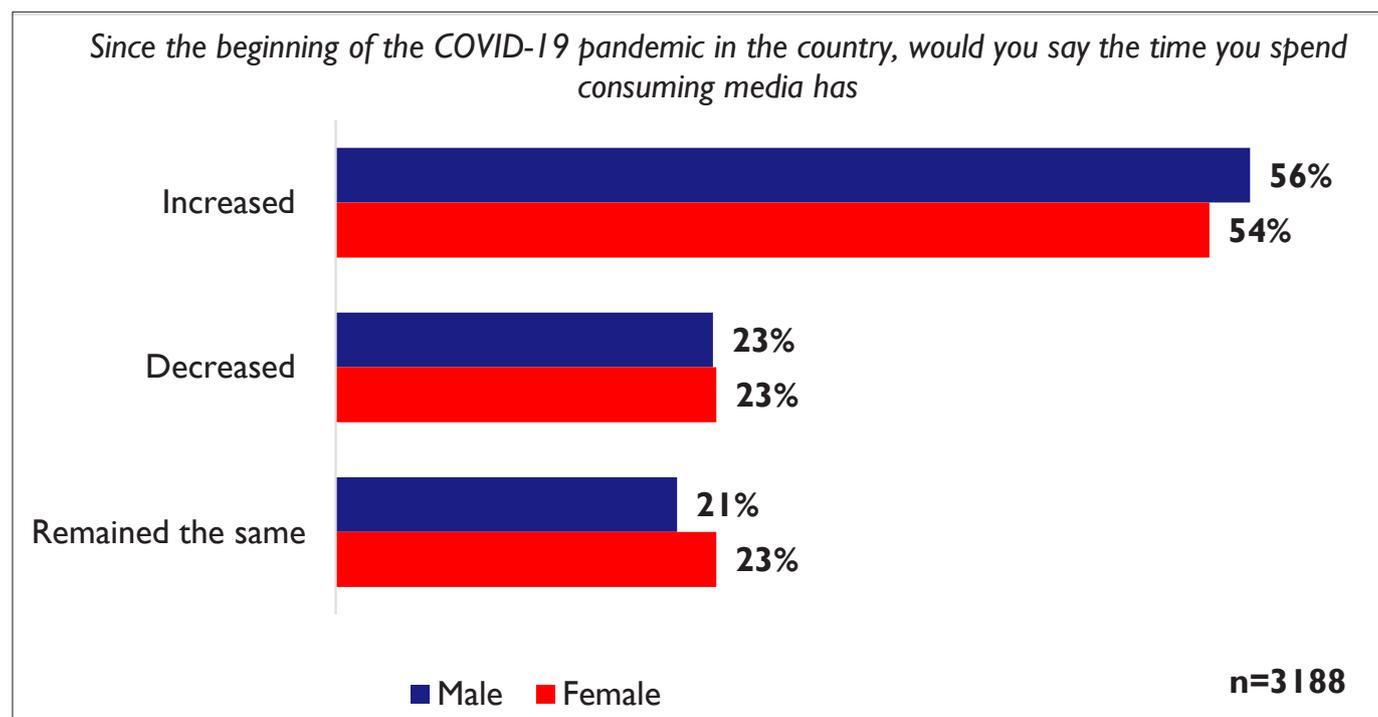


Figure 63: Time spent on media during Covid-19 by gender

Aggregating the responses by age shows that the time spent on media consumption increased the most among the people between 18-24 years followed by those above 60 years. This is shown as follows.

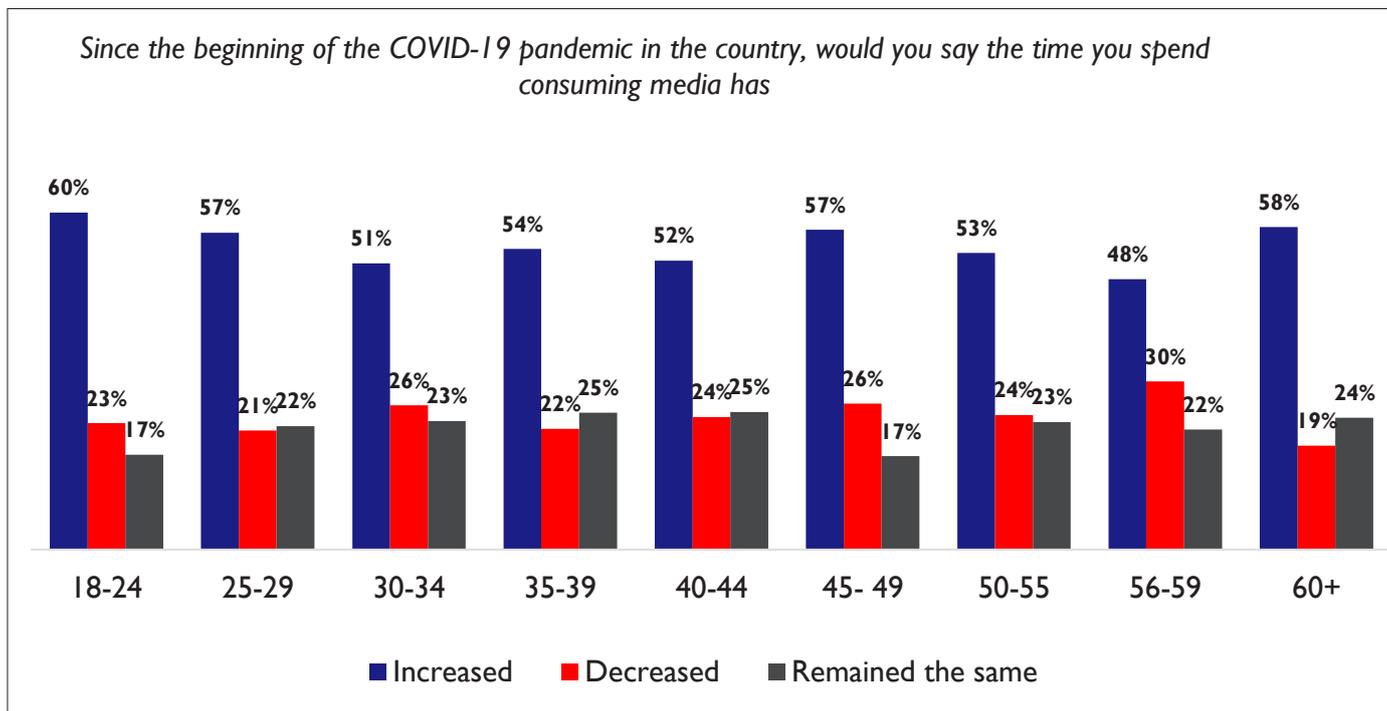


Figure 64: Time spent on media consumption during Covid-19 by age

Analysis by the highest level of education completed showed that time spend on media consumption increased the most among the people with university/postgraduate as their highest level of education as shown.

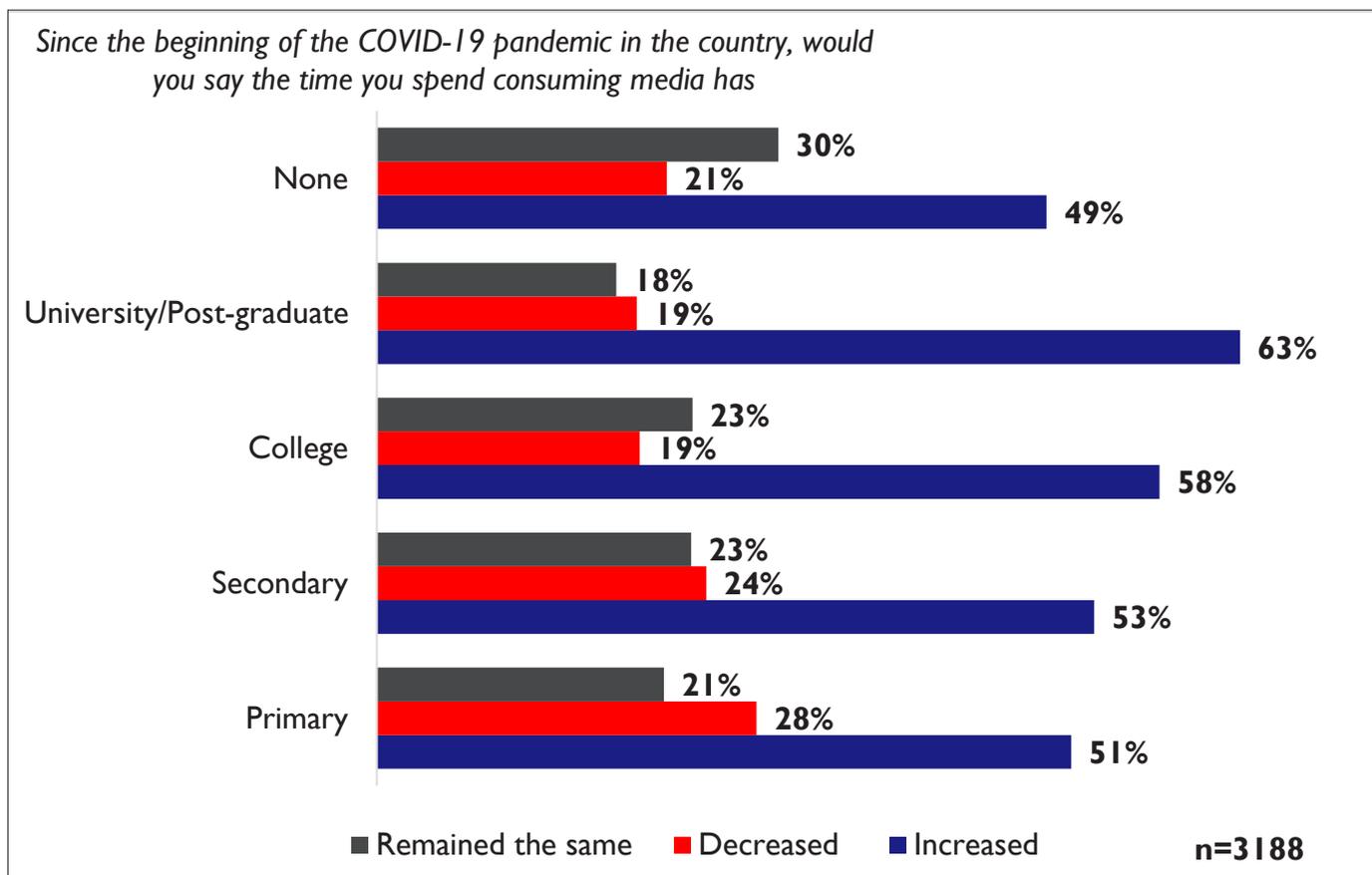


Figure 65: Time spent on media consumption during Covid-19 by level of education

The analysis of the responses disaggregated by location showed that time spent on media consumption increased the most among the urban dwellers than with the rural dwellers as shown in the following table.

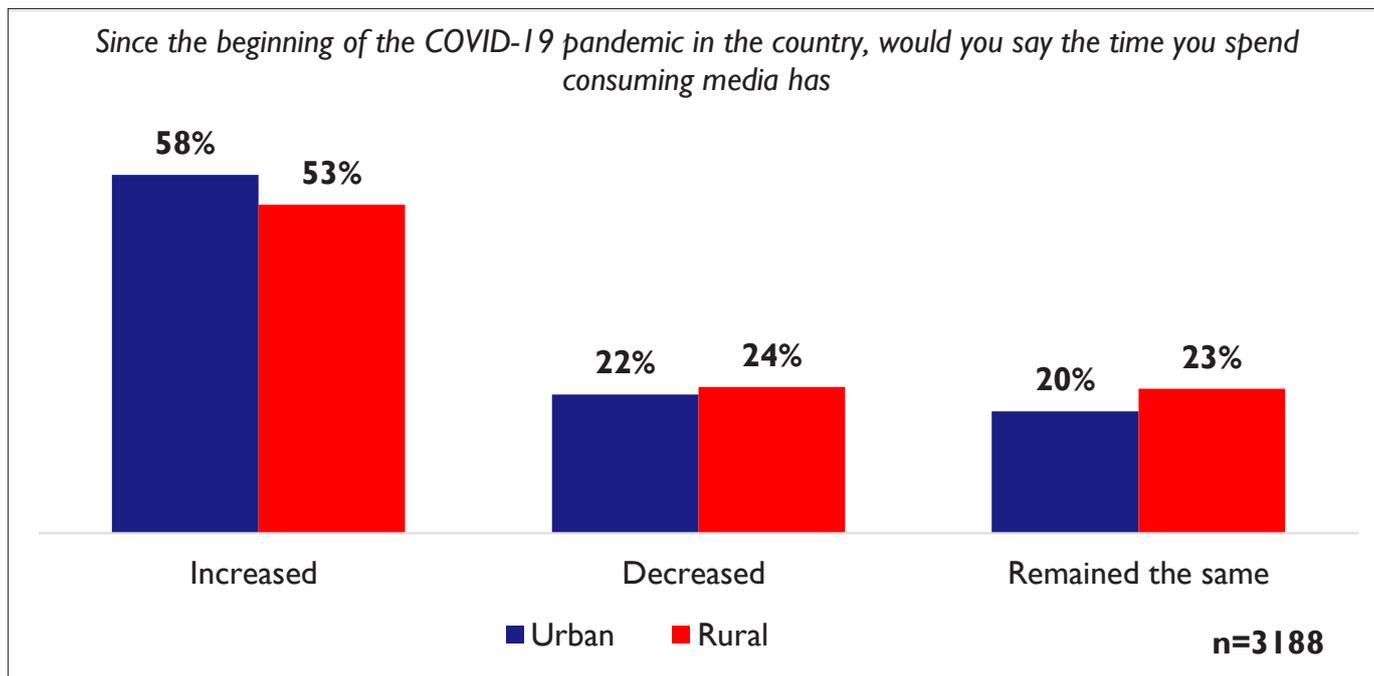


Figure 66: Time spent on media consumption during Covid-19 by location

The time spent on media consumption increased the most in the Nyanza region than any other region. It increased the least in the Coast region. This is according to this survey as shown in the table below

Since the beginning of the COVID-19 pandemic in the country, would you say the time you spend consuming media has

| | Increased | Decreased | Remained the same | Total |
|---------------|------------|------------|-------------------|-------------|
| COAST | 50% | 27% | 23% | 100% |
| NORTH EASTERN | 60% | 16% | 24% | 100% |
| EASTERN | 57% | 21% | 22% | 100% |
| CENTRAL | 55% | 24% | 21% | 100% |
| RIFT VALLEY | 52% | 27% | 22% | 100% |
| WESTERN | 52% | 22% | 26% | 100% |
| NYANZA | 62% | 18% | 20% | 100% |
| NAIROBI | 56% | 22% | 22% | 100% |
| Total | 55% | 23% | 22% | 100% |

n=3188

Table 78: Time spent on media consumption during Covid-19 by region

10.0 CONCLUSIONS AND RECOMMENDATIONS

10.1 CONCLUSIONS

Broadcast media was widely consumed across the country. It forms a major source of information, education and entertainment to the country's population. TV viewership and radio listenership are increasing with the rising Kenyan population. There was high TV viewership in the urban areas than in rural areas which may be attributed to access to electricity and the TV devices. In rural areas, the most dominant broadcast services are radio due to its ability to operate without necessarily having to be connected to power source continuously. There was great urge by Kenyans for staying up to date with the current affairs as it was seen that most Kenyans view or listen to broadcast media mainly to access news.

Newspaper readership has grown slightly over the last one year. There was increased access to print media conveniently through pdf formats sent via social media and online subscriptions. This has complemented the sale of hard copy newspapers which was the main form through which print media was consumed in Kenya. The consumption of print media however remains low in comparison to other media platforms due to limited access and the limitation of low literacy levels especially in the rural areas. The Daily Nation continues to dominate the print media market. There are however other emerging and growing brands like the People Daily.

The social media provided an opportunity for Kenyans to connect with each other and with friends and family across the world. It offers a cheaper communication abroad compared to short messaging service and international calls bundles by the local mobile service providers. Facebook and WhatsApp continue to dominate the market in Kenya. WhatsApp was fast growing and overtaking Facebook to be the leading social media consumed in the country. This may be attributed to the ease of use for WhatsApp and the already available network of people using it. Social media usage was mainly for the purpose of networking with other people. There was however a growing noticeable activity on social media, that is, self-branding for business. Most companies and businesspeople were increasingly engaging with their customers through the social media.

Unlike 2019, there was a growing confidence with the media by the Kenyan population. Most of the people who were interviewed in this survey cited to have some confidence to a lot of confidence in the media, a positive direction towards a society that trusts its media. Among all the media platforms in the country, television was the most trusted source of information followed by radio and newspapers. There was low trust on internet and social media platforms which may be attributed to the increased circulation of fake news and messages online. Royal Media Services continue to be the most trusted media house in the country with a majority of Kenyans citing to have most trust in it over other media houses. There were little concerns that people have with the media reporting on local issues. However, the concerns are growing slowly compared to 2019. Despite being the media platform with most confidence among the citizens, the television is also leading in misreporting of news, a trend which is growing in comparison with 2019, perhaps attributed to the attempt by mainstream media to compete with new media.

The main sources of news for Kenyans was the television, radio, social media, family/friends/colleagues, internet and newspapers. The TV despite having low penetration due to limitation of source of power, leads as the main source of news. This may be attributed to the access of TV in local joints in both urban and rural areas where one television device can serve numerous people at the same time. The ability of television to give news together with the visual reports makes it appeal to masses as its reporting is most effective. Access of news through the radio has been traditionally common in the country. At the time of this survey radio had however increased in use due to availability of community radio stations and stations that air their news in the local dialects thus reaching even those who do not understand English and Swahili. Social media as a source of news was increasingly being considered by Kenyans due to access to smartphones enabled to connect with other devices across the world through social media.

10.2 RECOMMENDATIONS

- a) All media organizations need to ascertain the facts behind their content and the information they share with the public. This will help in restoring the confidence of the population in the media and diminish the concerns that the public have on misreporting of news about local issues.
- b) The Media Council of Kenya (MCK) needs to initiate advocacy programmes against media interference by the state. The programmes should also focus on restoring trust by Kenyans on the media. This will ensure that the Kenyan media industry performs better in the global map and may be considered a credible source of information by all Kenyans.

- c) The Media Council of Kenya and the Communications Authority need to formulate specific policies to guide the different media platforms on reporting factual and trust worth information. This may be applied particularly on television and radio stations which have been confirmed to be the most popular sources of news by the citizens. This will ensure that the television and radio stations report credible and verifiable information and in so doing, improve the perception of the people towards the media on misreporting, trust and confidence. It will also help the Kenyan media industry perform better in comparison with other countries.
- d) The Ministry of ICT in Kenya should consider regulating the social media in Kenya which has been confirmed to be growing in usage. This is because, if left unregulated, it may be a source of fake and unreliable information which may mislead the masses.

APENDIX



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