

# STATE OF THE MEDIA REPORT, 2023/2024

Commissioned by **Media Council of Kenya**

**MEDIA**  
COUNCIL OF KENYA



# SURVEY METHODOLOGY

<b>Dates of Fieldwork</b>	<b>24<sup>th</sup> February – 4<sup>th</sup> March 2024</b>
<b>How was the survey conducted?</b>	Interviews were conducted through Computer Assisted Telephone Interviews (CATI) & Computer Assisted Personal Interviewing (CAPI)
<b>Universe and Survey sample</b>	The relevant section of the public that was targeted in the survey (i.e. the universe) was persons who were 15 years old and above at the time of the survey. The overall survey had a target survey sample size of 3580 respondents.
<b>What was the margin of error?</b>	±1.638% at 95% degree of confidence.
<b>What was the response rate?</b>	97% response rate.
<b>Survey Geographical Coverage</b>	The survey covered all the 47 counties in the 8 regions..To ensure the survey findings were representative of the Kenyan, 15+ years population , the distribution of the survey sample across the 47 counties was proportionately allocated.As such Rift Valley region took the highest sample with North eastern region taking the least sample.
<b>Data Analysis</b>	Data was processed and analyzed using SPSS 26 statistical software due to it's high accuracy and reliability.

# SAMPLE DISTRIBUTION

REGION	2019 Census Population (Millions)	2019 Census 15+ Population (Millions)	Regional Adult Proportions	Regional Target sample	Regional Achieved Sample
COAST	4.3	2.9	9%	346	368
NORTH EASTERN	2.5	1.5	4%	164	164
EASTERN	6.8	4.9	15%	533	533
CENTRAL	5.5	4.1	13%	428	431
RIFT VALLEY	12.8	8.5	26%	923	922
WESTERN	5.0	3.4	10%	363	364
NYANZA	6.3	4.2	13%	456	455
NAIROBI	4.4	3.3	10%	340	343
<b>TOTAL</b>	<b>47.6</b>	<b>32.8</b>	<b>100%</b>	<b>3,554</b>	<b>3,580</b>

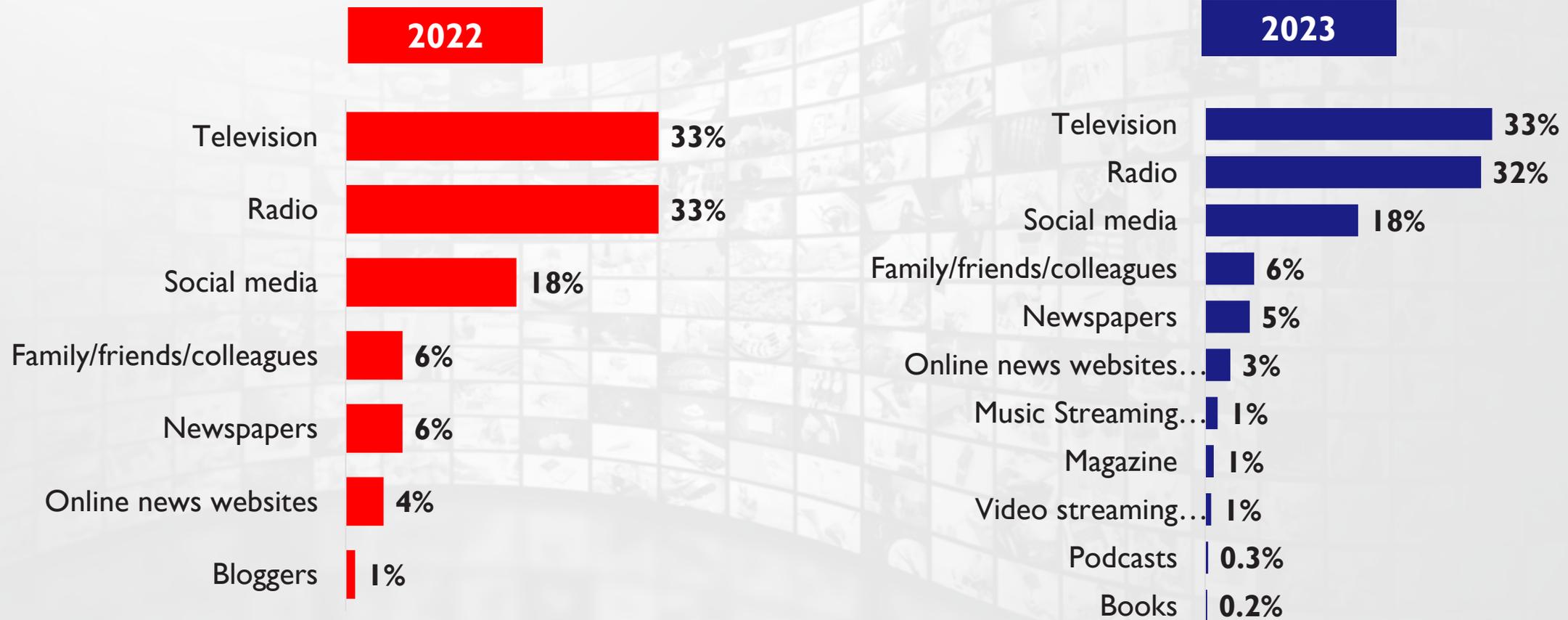
# BROADCAST MEDIA (TELEVISION & RADIO)



# Media Consumption

- TV and radio continue to be the main sources of information. About one in every three respondents (33%) indicated that they consumed content from TV within the last one week, another 32% mentioned radio, while social media garnered 18% of the mentions. There are no major changes between the findings of the 2022 survey and the 2023 one.
- Regionally, North Eastern and Western regions exhibited a higher preference for radio consumption over television.
- Further analysis shows that urban residents have a higher inclination towards TV consumption, with 83% of urban dwellers engaging with this information medium. Similarly, peri-urban areas recorded a substantial TV consumption rate of 79%. Conversely, radio consumption is notably higher among rural dwellers, with 78% of them favoring this medium for their informational and entertainment needs.

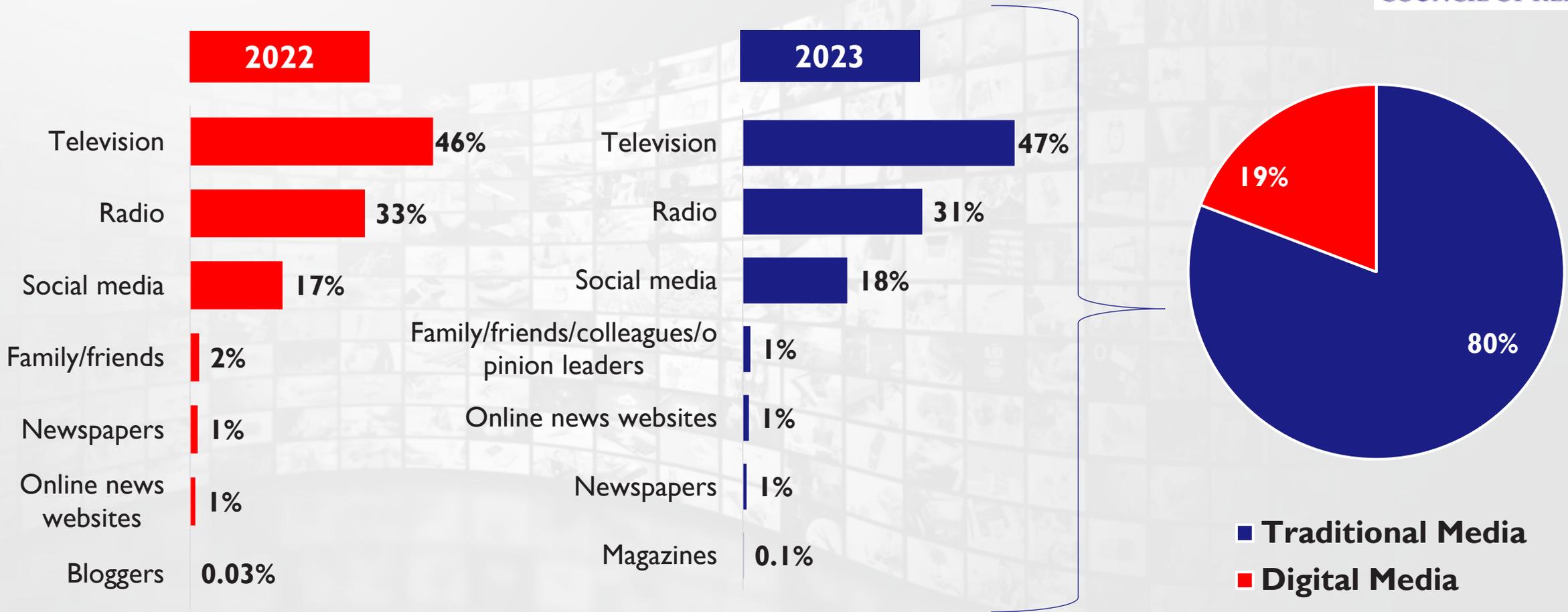
# MEDIA CONSUMPTION –WEIGHTED TO 100%



In the past one week did you consume any of the following media?

n=3580

# MAIN SOURCE OF NEWS



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

n=3580

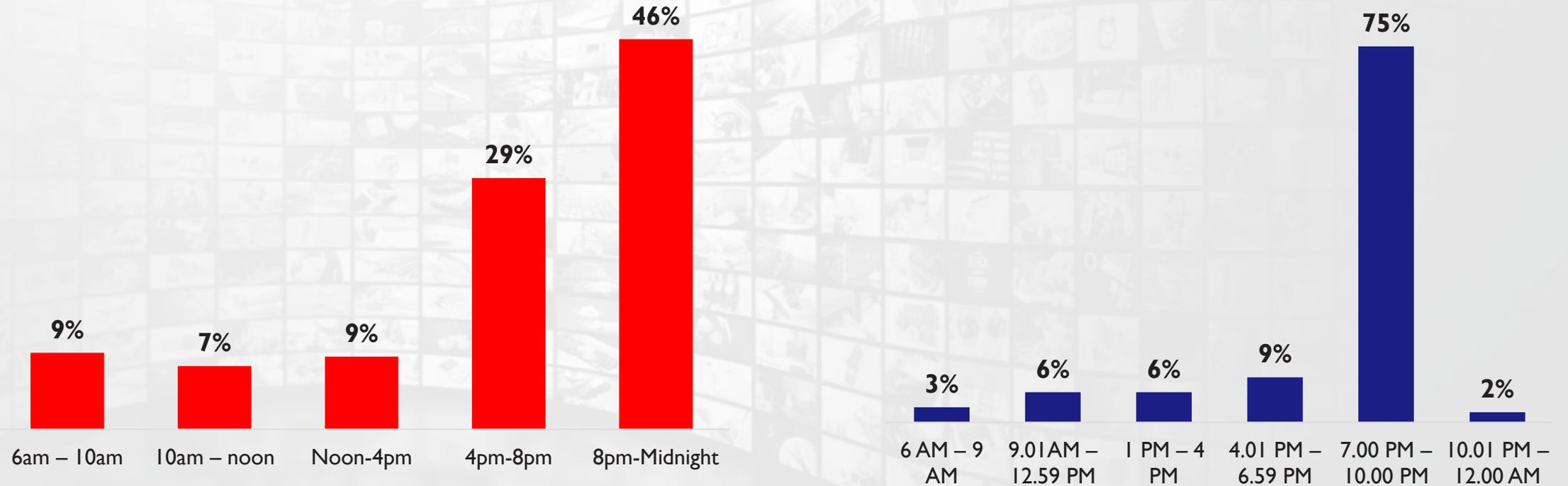
# TV Viewership

- A considerable proportion of the surveyed respondents, at least 27%, allocate 1-2 hours to view television (TV) on a typical day. This represents a 2% increase from 2022 (25%) and an 8% increase from 2021 (19%). Another 20% mentioned they dedicate 3-4 hours to TV viewership.
- Notably, 22% of the surveyed respondents indicated that they do not watch TV altogether. This is a significant drop from 42% in 2021.
- Moreover, a majority (75%) disclosed that they typically watch TV during prime hours between 7:00 PM and 10:00 PM, with an additional 9% tuning in between 4:01 PM and 6:59 PM.

# TIME WHEN TV IS MOST WATCHED

**2022**

**2023**



What time of the day do you mostly watch TV?

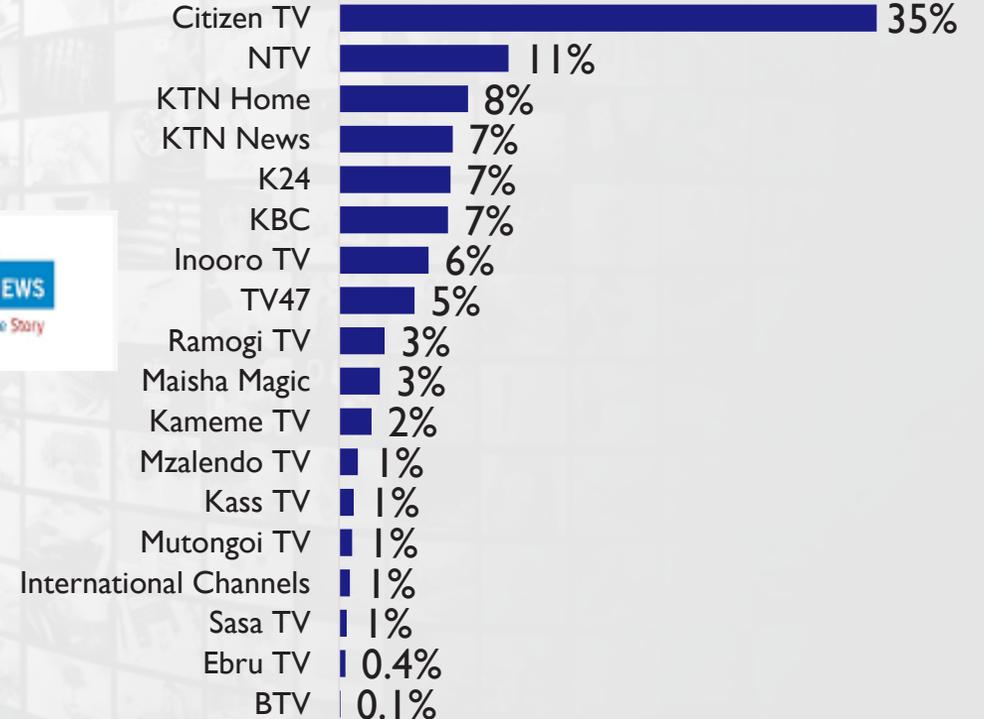
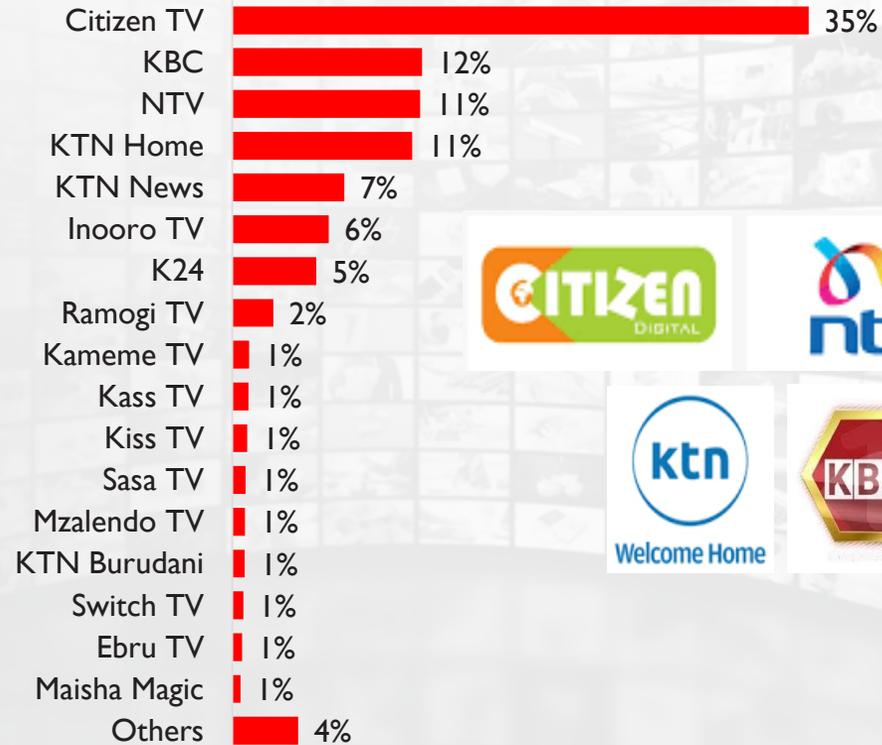
n=2729, Those who watch TV

# TV STATIONS WATCHED

2022

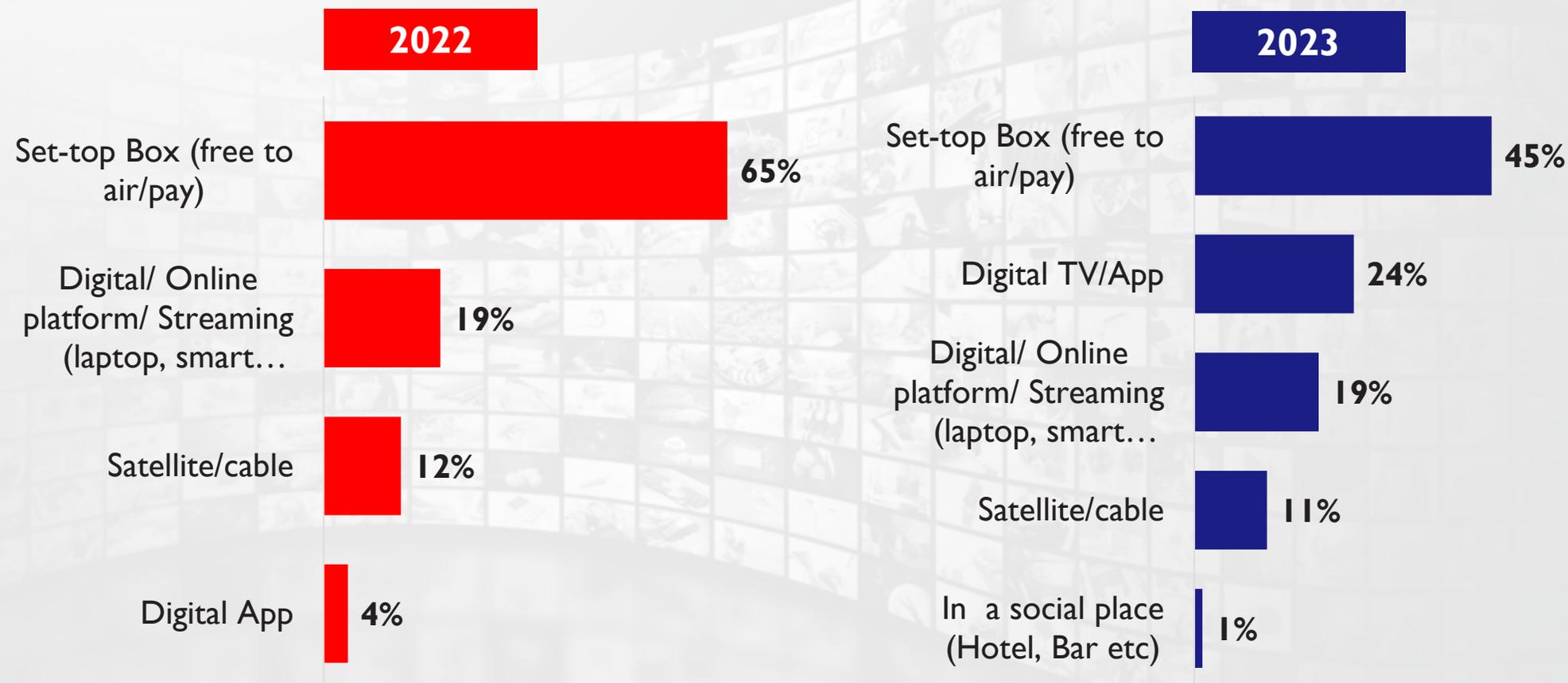
In the last one week, which TV stations have you watched?

2023



- n=2718,
 Citizen TV emerged as the most-watched Television Station in the past one week to the survey, commanding a substantial viewership of 35% in both 2023 and 2022. It was followed by NTV with 11% of viewership, and KTN Home with 8%.

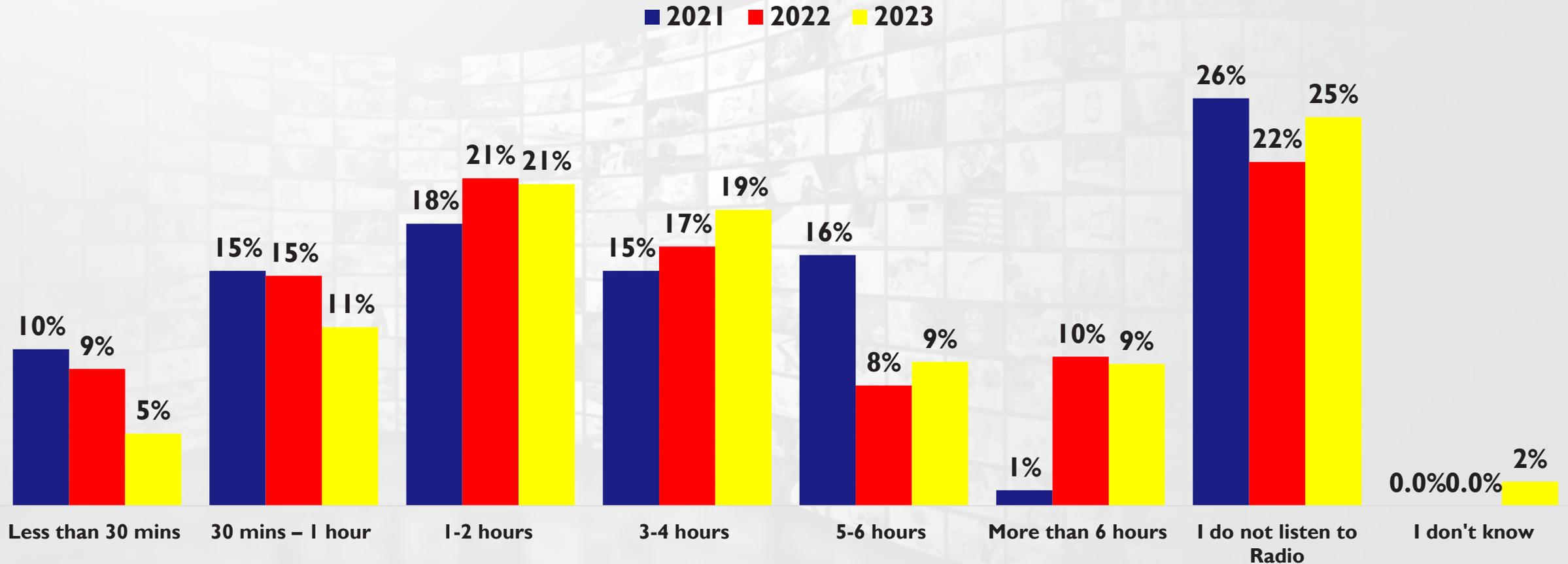
# HOW TV CONTENT IS ACCESSED



How do you access your TV?

n=2729, Those who watch TV

# RADIO LISTENERSHIP

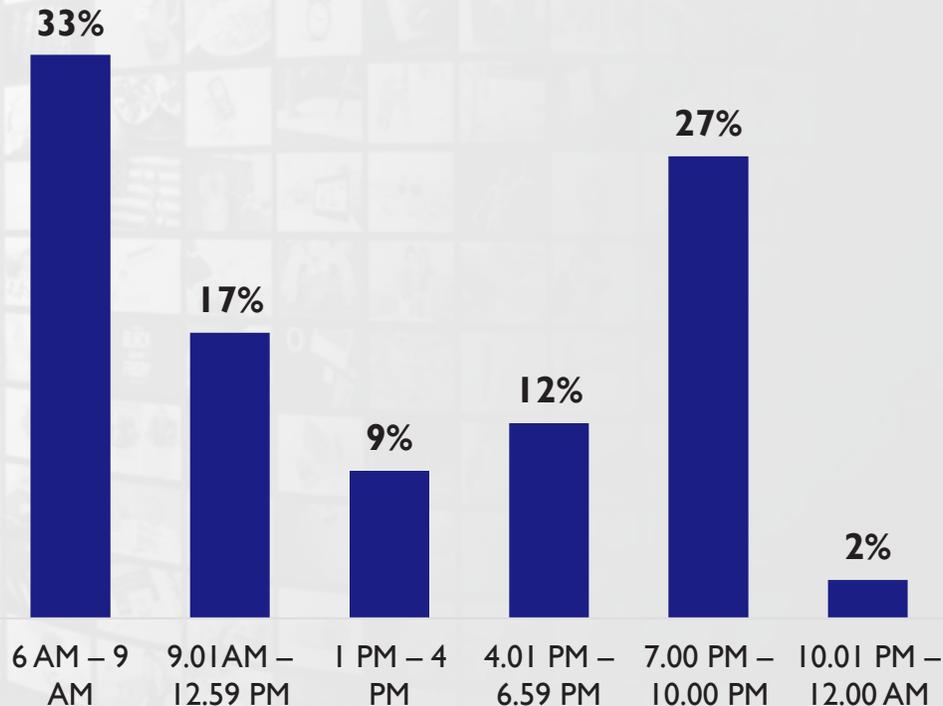
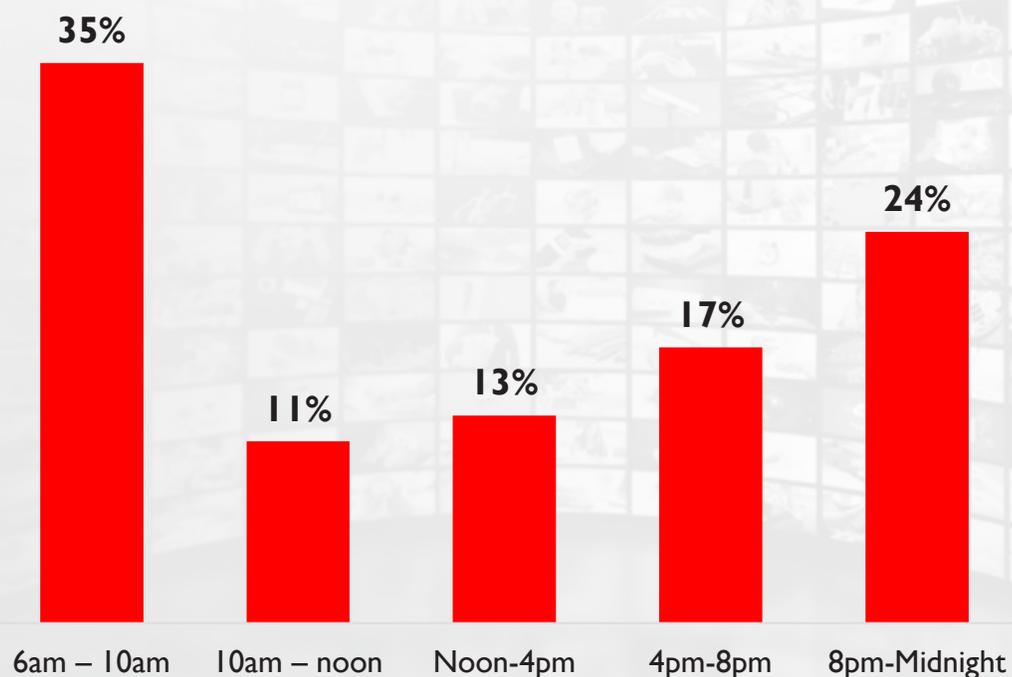


In a typical day, how long do you spend listening to RADIO?

# TIME WHEN RADIO IS LISTENED TO

**2022**

**2023**



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

**n=2637, Those who listen to the radio**

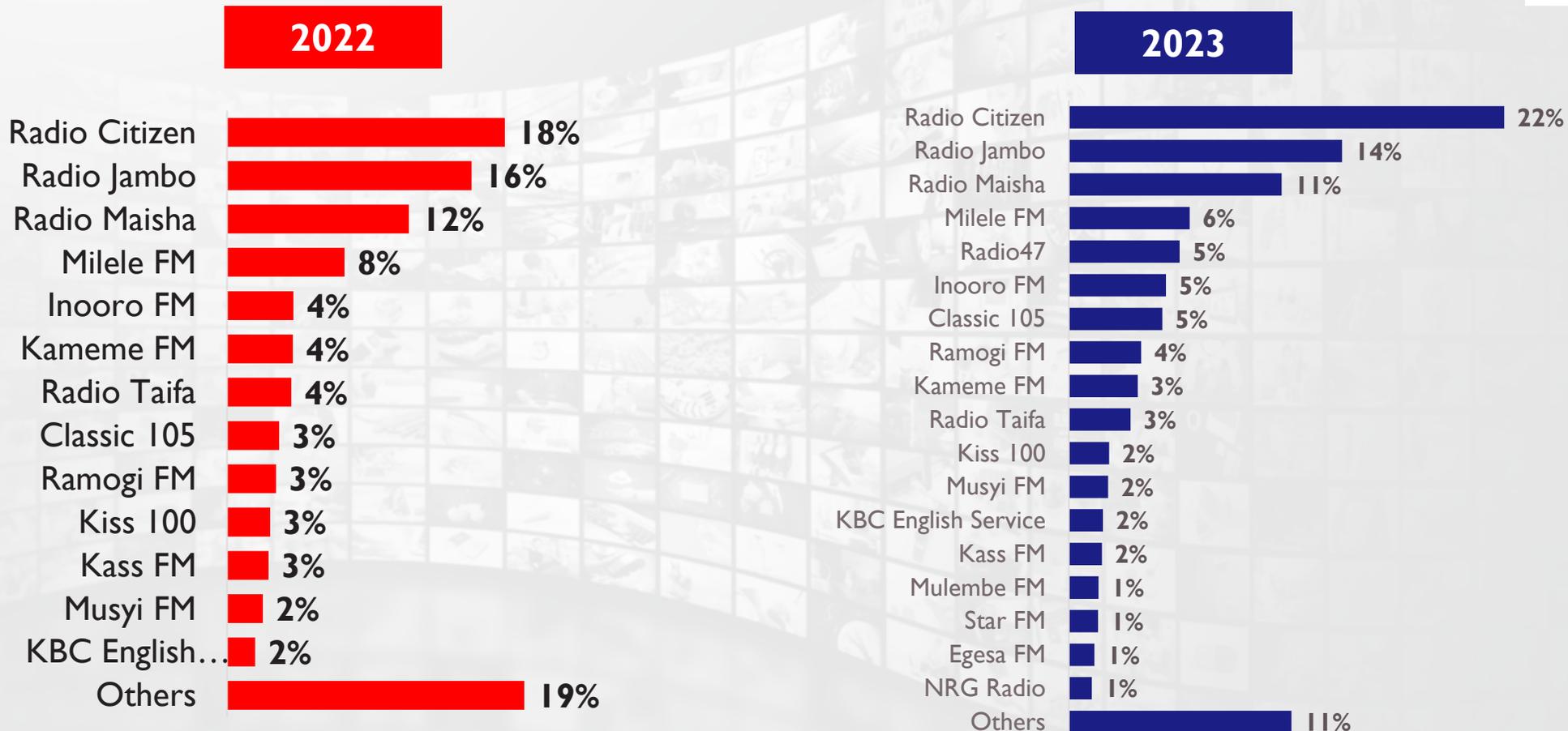
# Local & Foreign Radio Content Listened to

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

n=2589

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

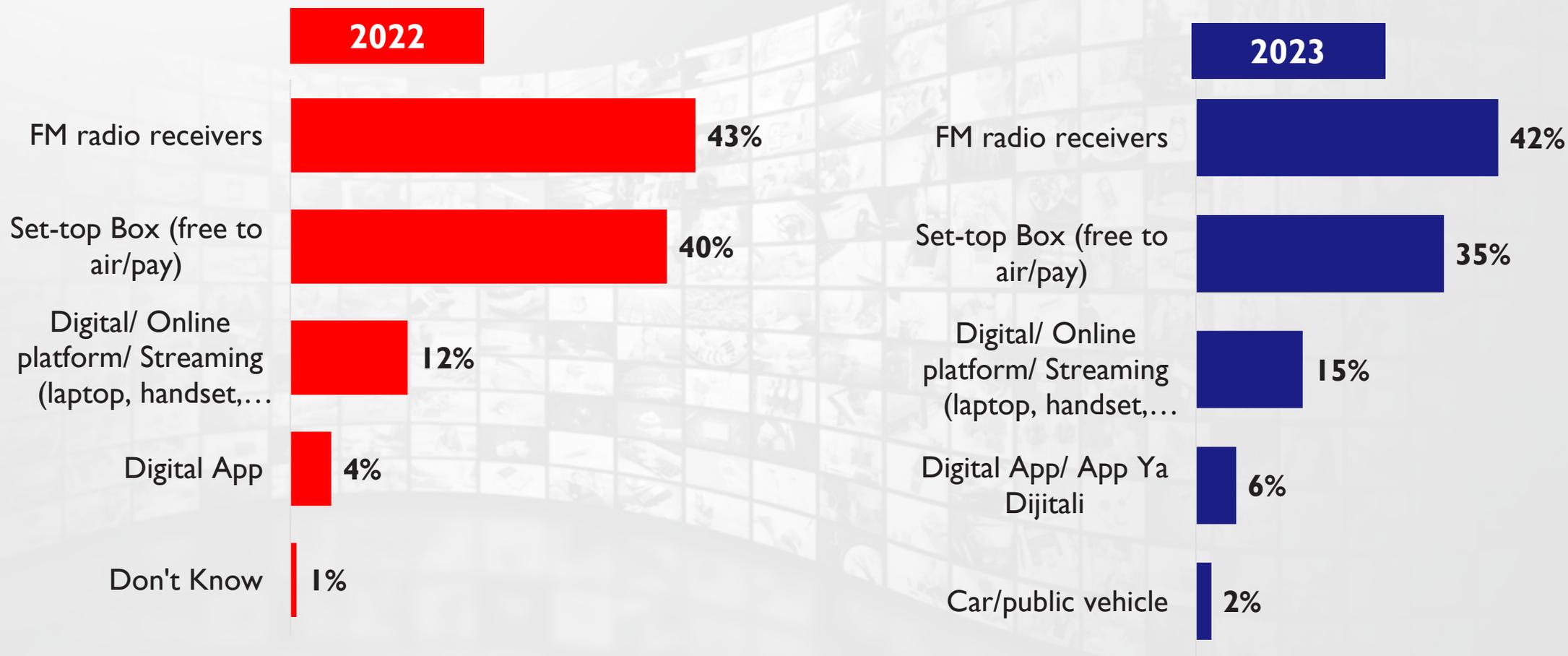
# RADIO STATIONS LISTENED TO



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

n=2637, Those who listen to the radio

# ACCESS TO THE RADIO CONTENT



How do you access your Radio?

n=2635, Those who listen to the radio

# NEWSPAPER READERSHIP

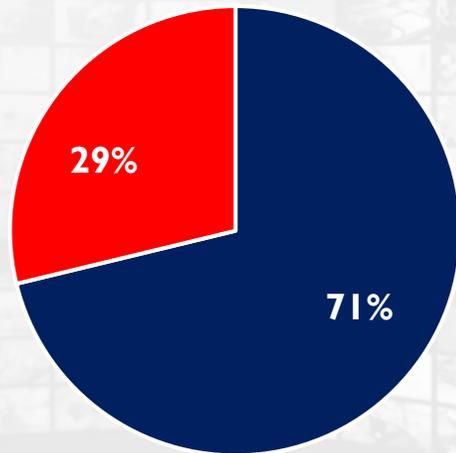


# Newspaper Readership

- At least 26% of the surveyed respondents indicated that they read a newspaper in a typical week, which is a 3% drop from 2022 (29%).
- Gender wise there is a significant difference in newspaper readership, with more males (33%) than females (18%) indicating they read a newspaper. Additionally, newspaper readership is higher in urban and peri-urban areas compared to the rural areas.
- Daily Nation Newspaper is the most read newspaper, commanding a significant readership of 35% in 2023 compared to 42% in 2022. It was followed by the Standard at 21%, Taifa Leo at 14%, and the Star at 8%.
- Similarly, the Daily Nation is the favorite newspaper for many, with 48% of newspaper readers indicating it is their primary reading choice. It was followed by the Standard (18%), Taifa Leo (15%), and The Star (7%).

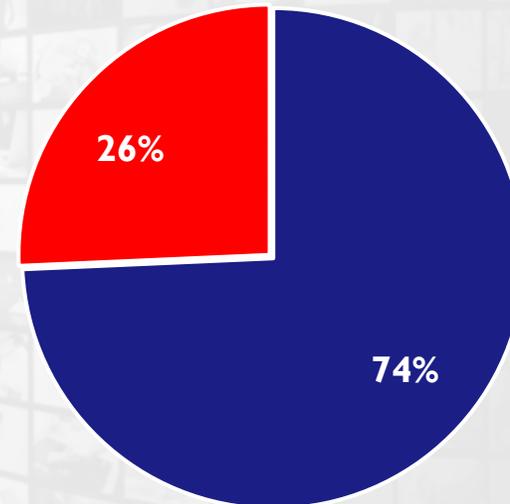
# NEWSPAPER READERSHIP

2022



■ No ■ Yes

2023

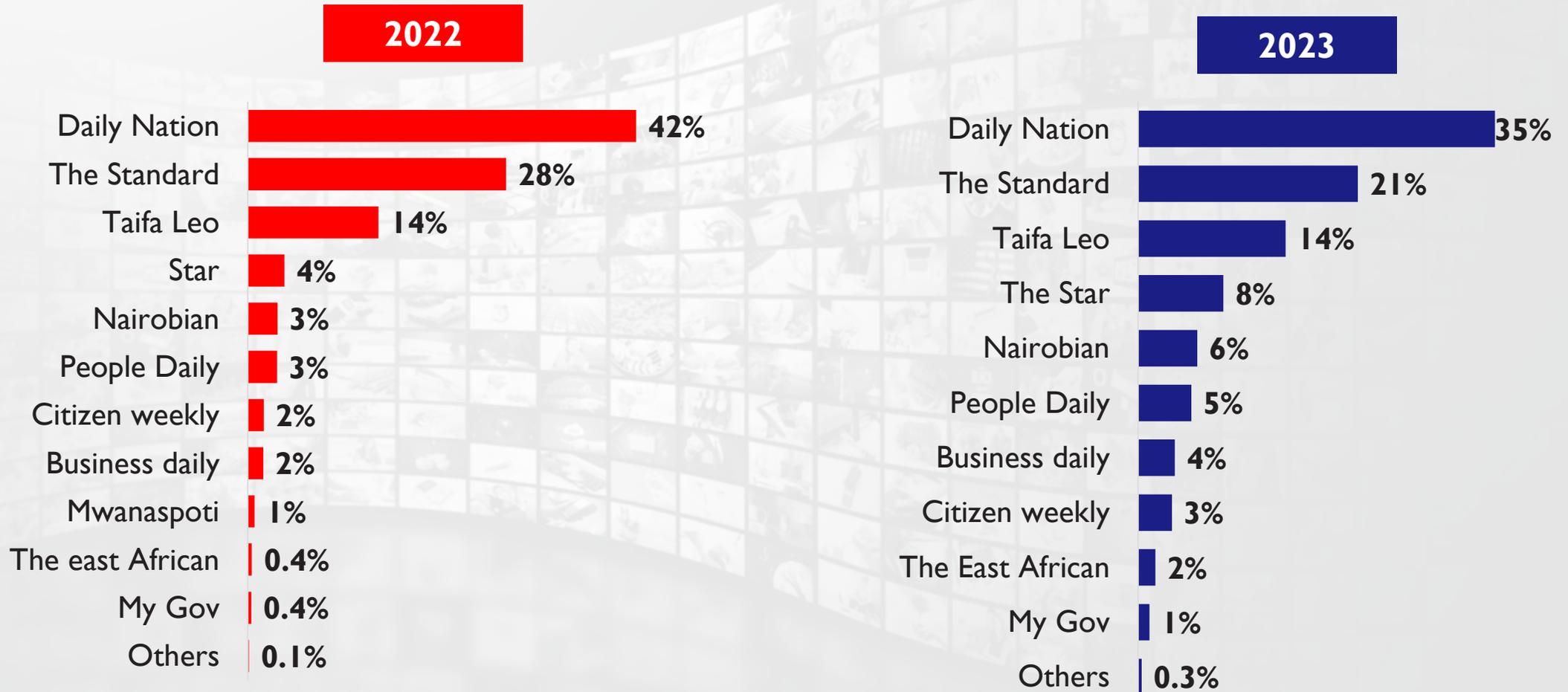


■ No ■ Yes

In a typical week do you read newspapers?

n=3580

# NEWSPAPER/PUBLICATION READ



If yes , which newspapers/publications do you read?

n=919, Those who read newspapers

# ACCESS TO NEWSPAPERS

2022

I purchase a hard copy

56%

I subscribe online

16%

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

11%

I read at vendor's  
selling point

11%

I get free copies

7%

2023

I purchase a hard copy

37%

I subscribe online/ soft  
version

21%

I read at a social place  
e.g., restaurant,...

18%

I read at vendor's selling  
point

15%

At the office/business  
premise

6%

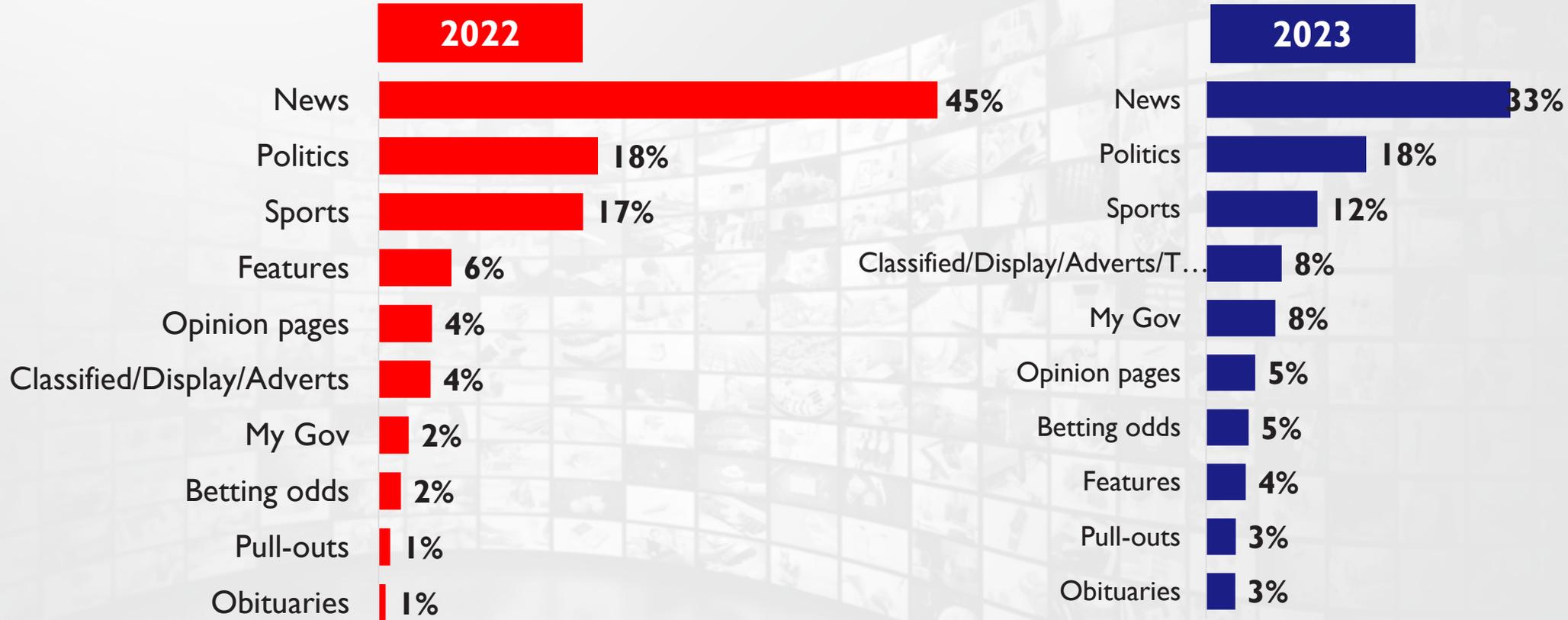
I get free copies

4%

How do you access your preferred newspapers?

n=920, Those who read newspapers

# DRIVERS TO PURCHASE A NEWSPAPER



- Most (33%) newspaper readers buy them to consume news. Additionally, 18% of newspaper readers are driven by their interest in politics to buy a copy, while 17% buy them to read sports coverage. Furthermore, 8% of newspaper readers are motivated by classifieds/display ads/tenders, among other related content.

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

n=879, Those who read newspapers

# WEBSITES AND DIGITAL NEWS PLATFORMS



**TUKO** BEST DIGITAL NEWS PLATFORM IN 2021 SPECIAL AWARD 2021 AWARDS FOR BEST DIGITAL NEWS PLATFORM IN 2021

**HOME** Politics Kenya World Entertainment People Business Climate Swahili Sports Ask an Expert

**Citizen Digital** NEWS WANANCHI REPORTING BUSINESS SPORTS ENTERTAINMENT EXCLUSIVE VIDEOS PODCASTS **LIVE TV** **LIVE RADIO**

**mpasho** Latest Entertainment Crime Exclusives Politics Mpasho Videos InPictures Infographics Events

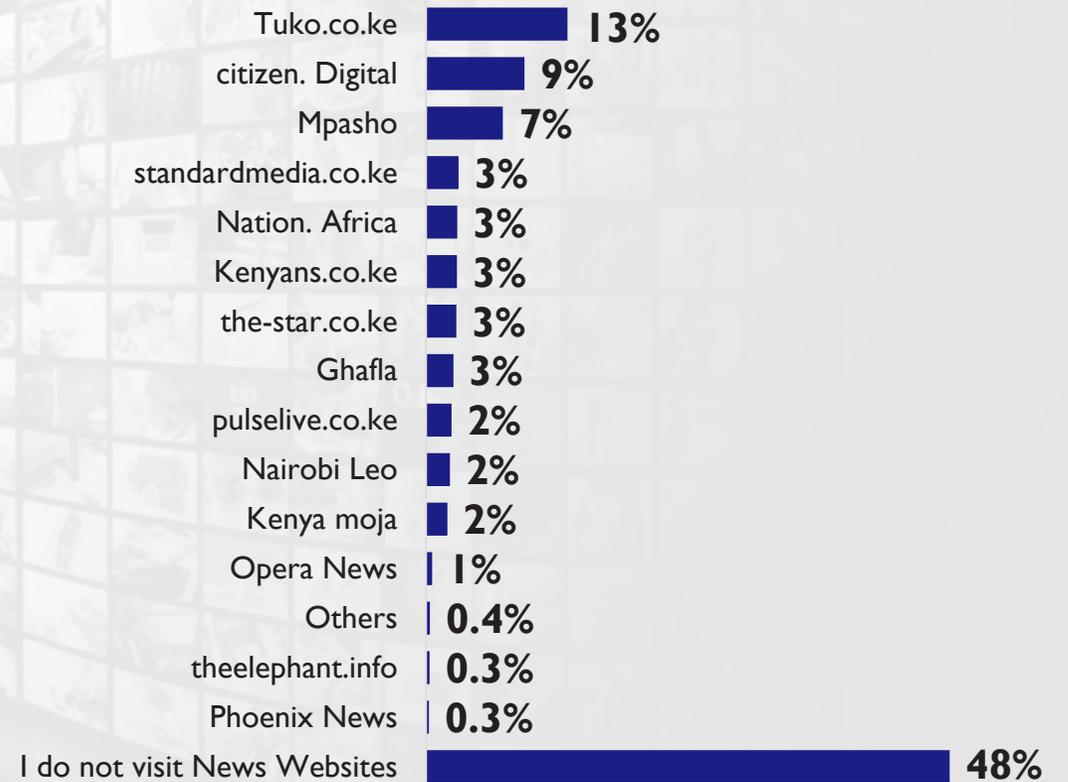
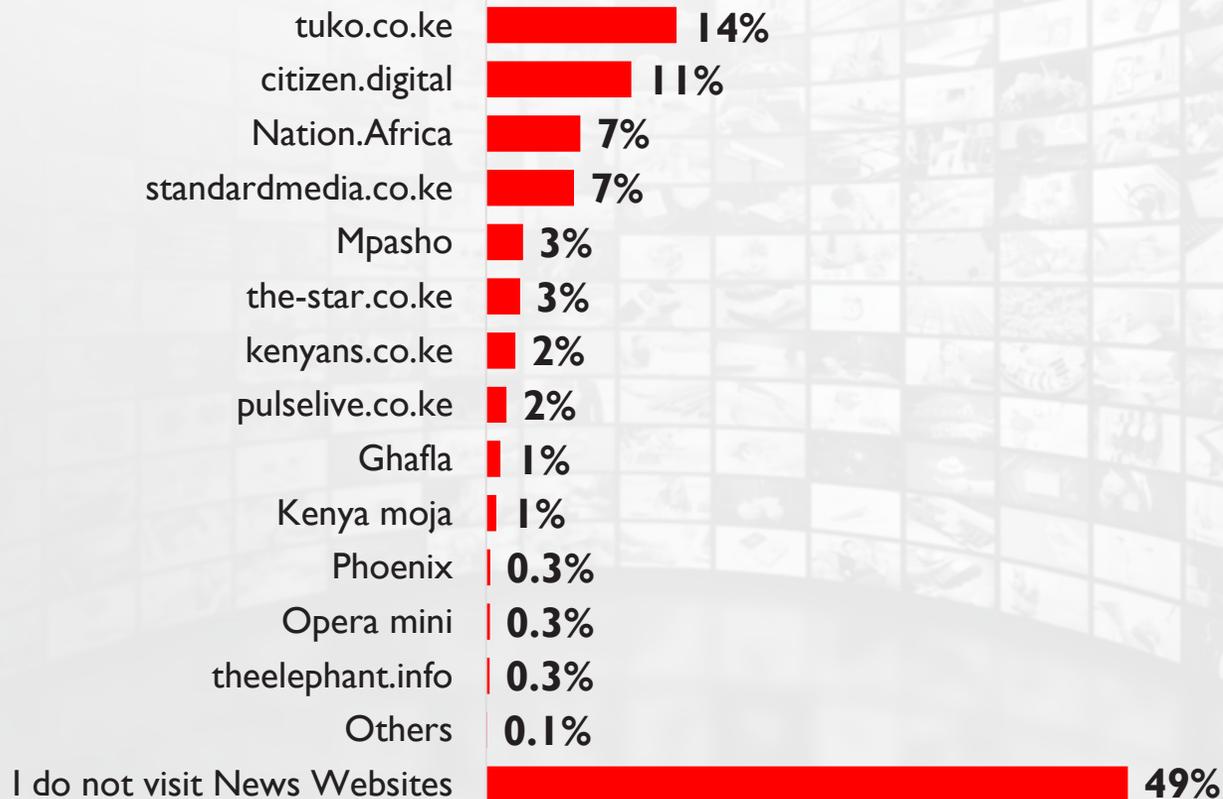
# VISITING NEWS WEBSITES

- A significant proportion (48%) of the surveyed respondents indicated that they do not visit news websites. There was no significant statistical differences from 49% recorded in 2022.
- Among those who visit news websites, 13% read Tuko, another 9% visit Citizen Digital, while 7% browse Mpasho, among other websites.
- Tuko emerged as the most popular news website, with a notable readership of 33% in 2023 compared to 28% recorded in 2022. It is followed by Citizen Digital (21%) and Mpasho (13%).

# VISITING NEWS WEBSITES

2022

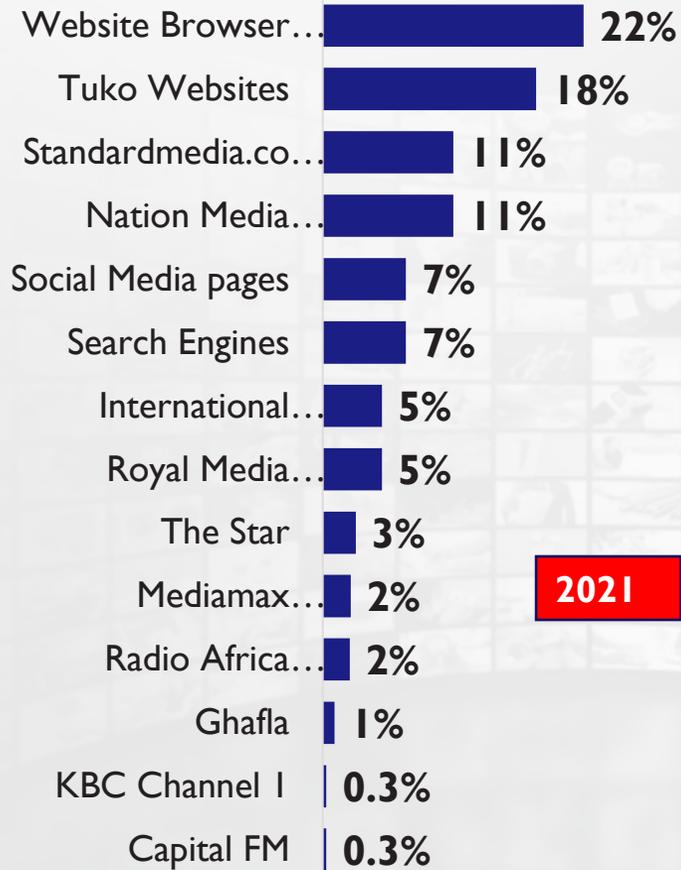
2023



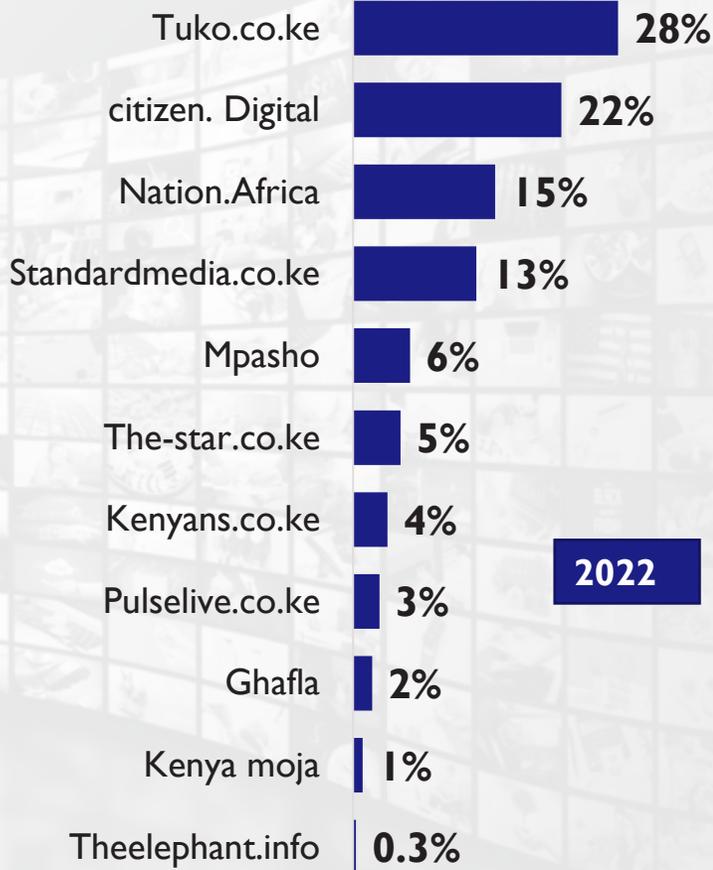
In a typical day which News Websites do you visit?

n=3462

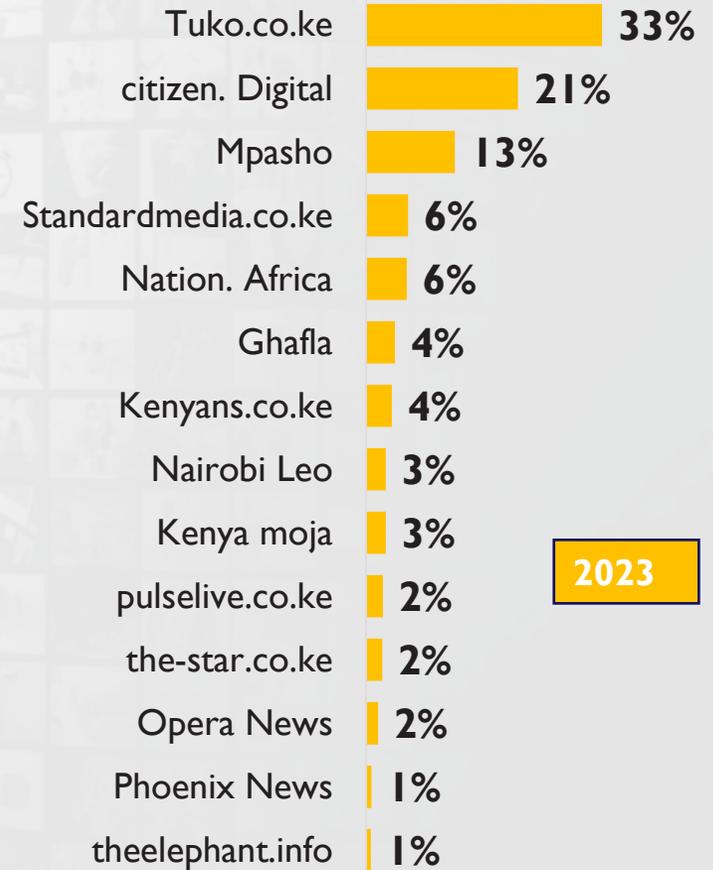
# FAVORITE NEWS WEBSITES



2021



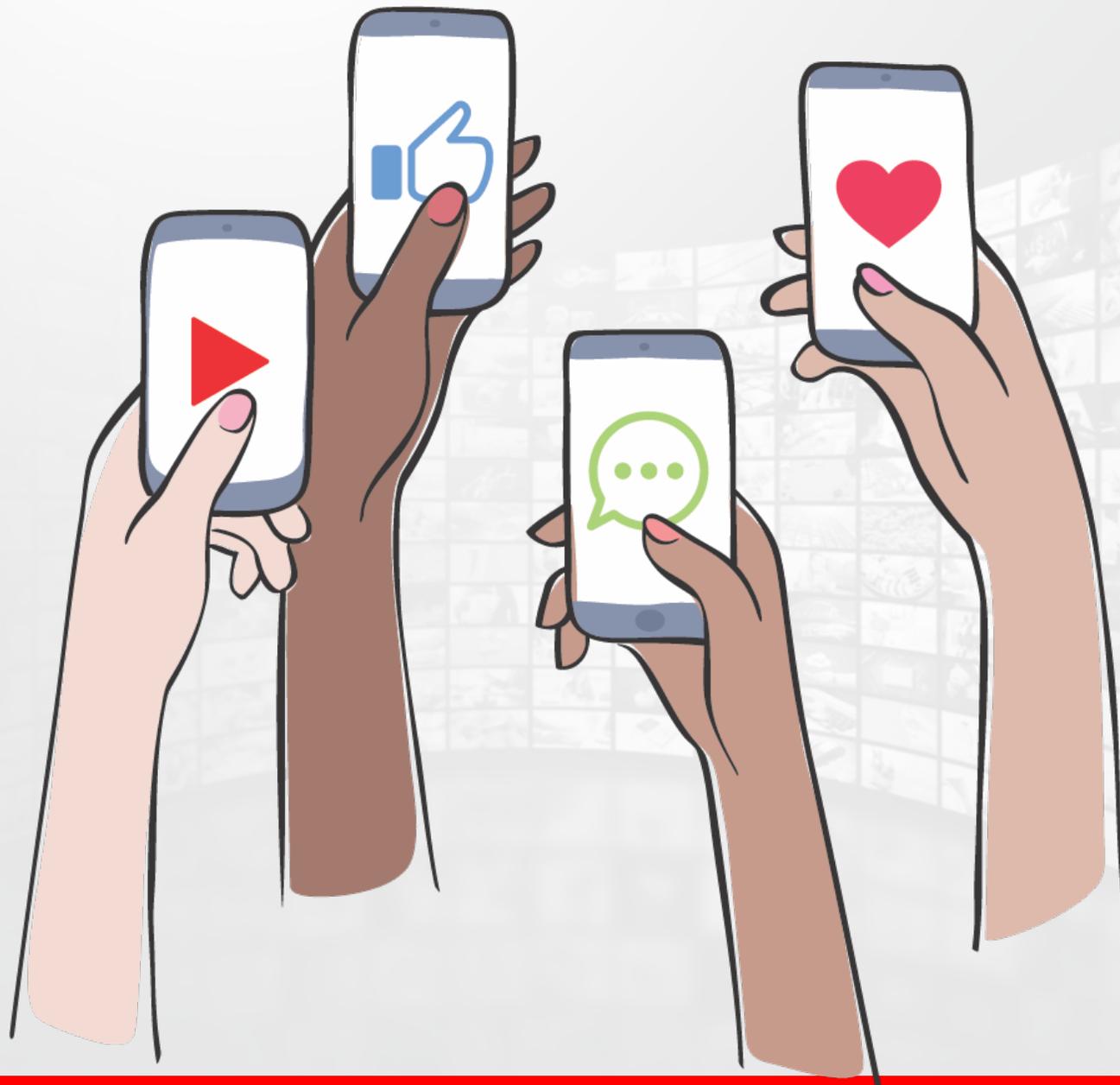
2022



2023

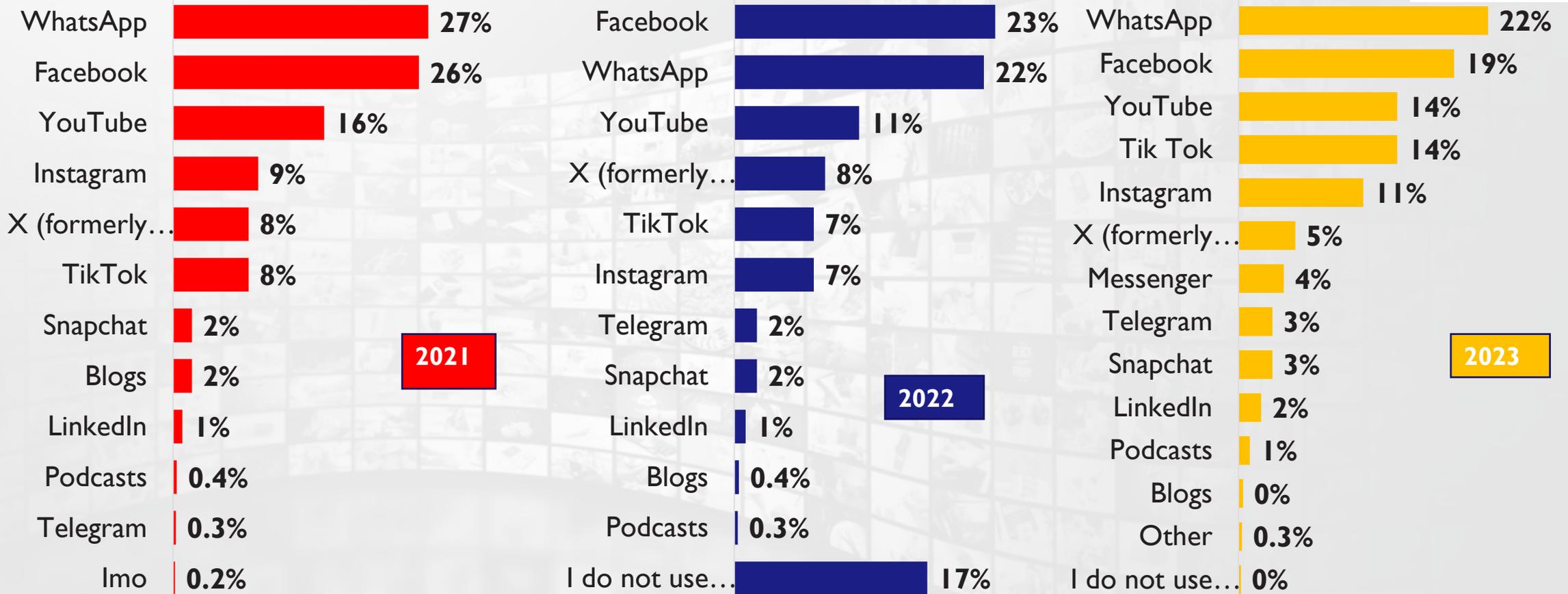
From the mentioned news websites above, rank in order of priority, from one visited most to the least

n=1183



# **SOCIAL/DIGITAL MEDIA**

# DIGITAL MEDIA PLATFORM USED

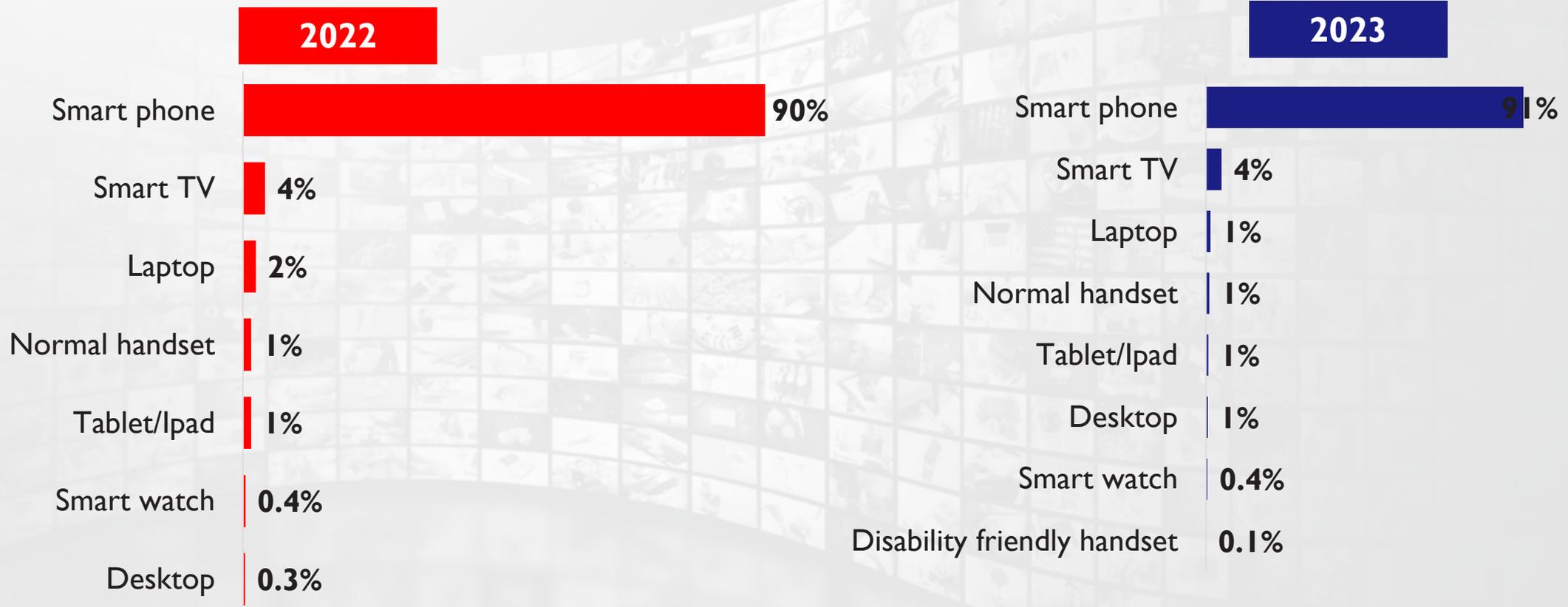


- WhatsApp, Facebook, and YouTube maintained their positions as the leading digital and social media platforms throughout the years 2021, 2022, and 2024. There is however declined percentages in their usage.

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

n=3509

# DEVICE USED TO ACCESS DIGITAL MEDIA



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

n=2320, Those who use digital media

# CONTENT CONSUMED ON SOCIAL MEDIA



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

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

n=2320 Those who use social media

# CONFIDENCE IN THE MEDIA

*FAKE  
NEWS!*

*FAKE  
NEWS!*

**FAKE**

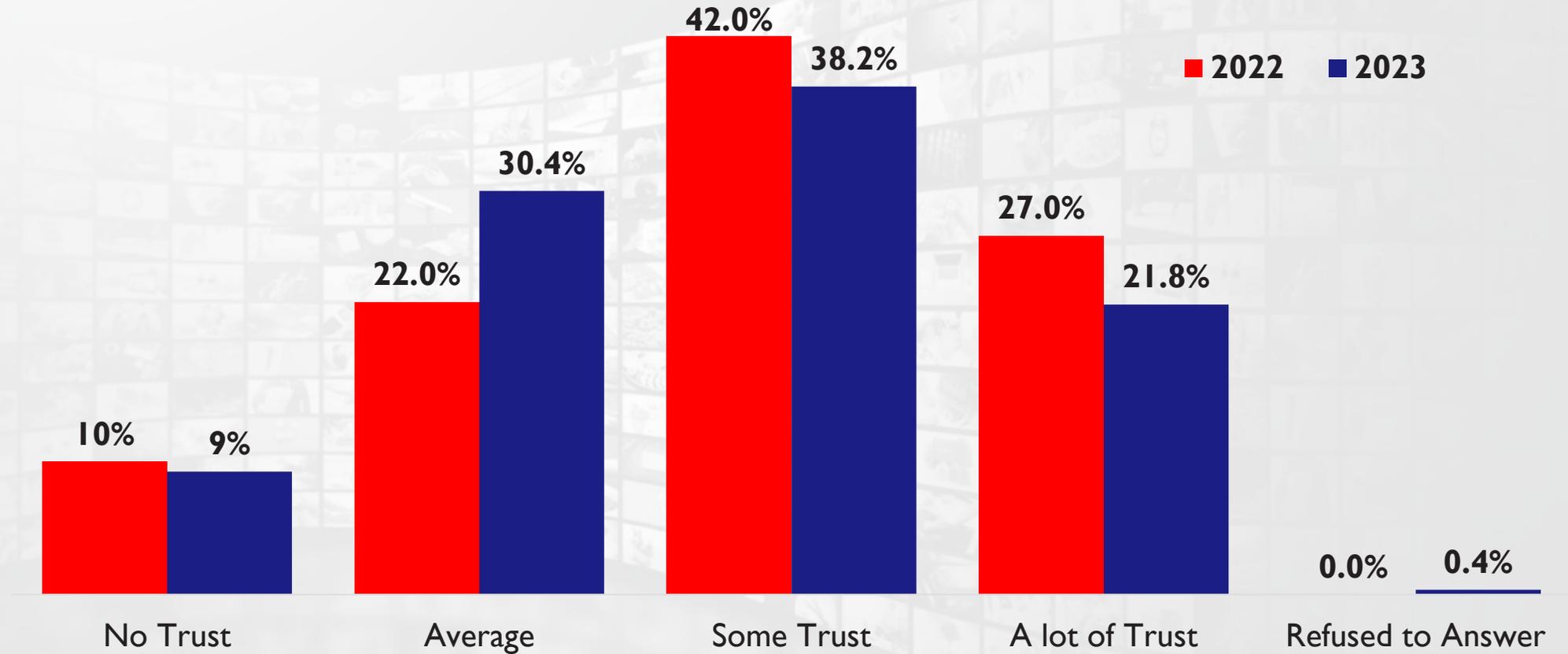
**FAKE**



## LEVEL OF TRUST IN MEDIA

- A significant proportion (38%) of the surveyed respondents expressed some degree of trust in the media, compared to 42% in 2022, while 30% reported an average level of trust, up from 22% recorded in 2022.
- However, 9% stated a complete lack of trust in the media, contrasting with a notable 22% who indicated a high level of trust in the media. In the 2022 survey, 10% had reported no trust in media, while 27% had expressed a high level of trust.
- Examining trust across various media platforms, radio recorded the highest level of trust (at 33%), closely followed by television at 29%.

# LEVEL OF TRUST IN THE MEDIA



Overall, on a scale of 1 -10 (where 1 is no trust and 10 is a lot of trust) how would you rate your level of trust in media? **n=3580**

# TRUST IN MEDIA PLATFORMS

	No Trust	Average	Some Trust	A lot of Trust	DK	Total
Radio	12.9%	17.9%	32.5%	32.6%	4.1%	100%
Television	10.2%	23.3%	33.3%	28.5%	4.7%	3580
Newspapers	26.3%	24.2%	22.0%	11.8%	15.7%	3580
My Gov	34.1%	22.1%	16.0%	8.0%	19.7%	3580
Online news websites (mainstream media)	25.7%	26.0%	22.7%	10.5%	15.1%	3580
Online news websites (other e.g., Tuko News, Kenyans, Ghafila, Opera etc.)	26.5%	25.3%	21.9%	10.1%	16.2%	3580
Media Houses social media Pages (e.g., KTN, Citizen, Radio Maisha Facebook, Twitter, YouTube pages/channels, etc)	19.4%	26.3%	28.0%	14.3%	12.1%	3580
Other Social Media sources on (Facebook, Twitter, YouTube, WhatsApp, etc.)	23.6%	26.3%	25.2%	12.9%	12.0%	3580

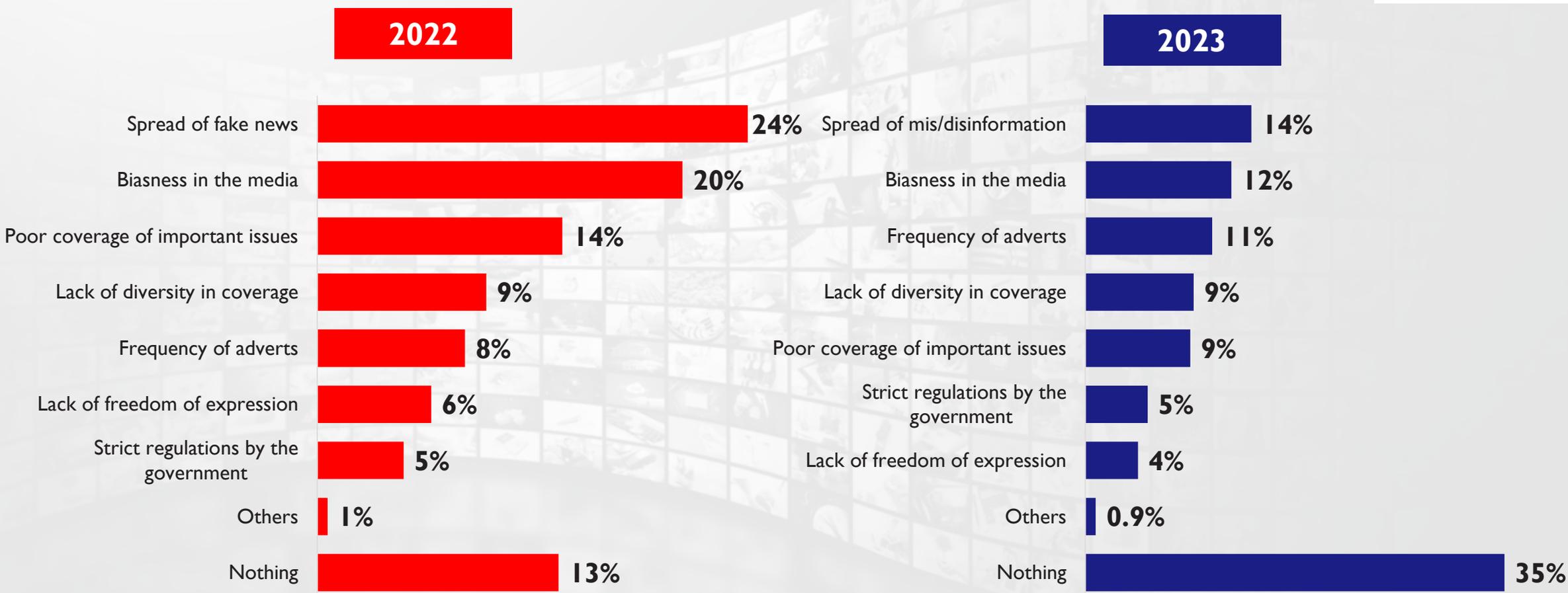
On a scale of 1 – 10 where 1 is no trust at all and 10 is a lot of trust, how much trust do you have in the following media platforms:

**n=3580**

# CONCERNS ABOUT THE MEDIA

- The spread of misinformation and disinformation emerged as the primary concern about the media in both 2022 and 2023, with 14% of the surveyed respondents expressing their worry about this issue in 2023.
- Conversely, a substantial proportion (35%) indicated that they have no concern about the media. This marks a considerable improvement compared to 2022, where 13% had indicated having no concerns about the media.
- Freedom of the media and the rapid dissemination of news were identified as the top attributes celebrated about the media, each at 20%. This marks a slight decrease from 31% and 26% respectively in 2022.
- About 21% of the surveyed respondents indicated that they have nothing to celebrate about the Kenyan media, signifying a significant increase from only 2% in 2022.

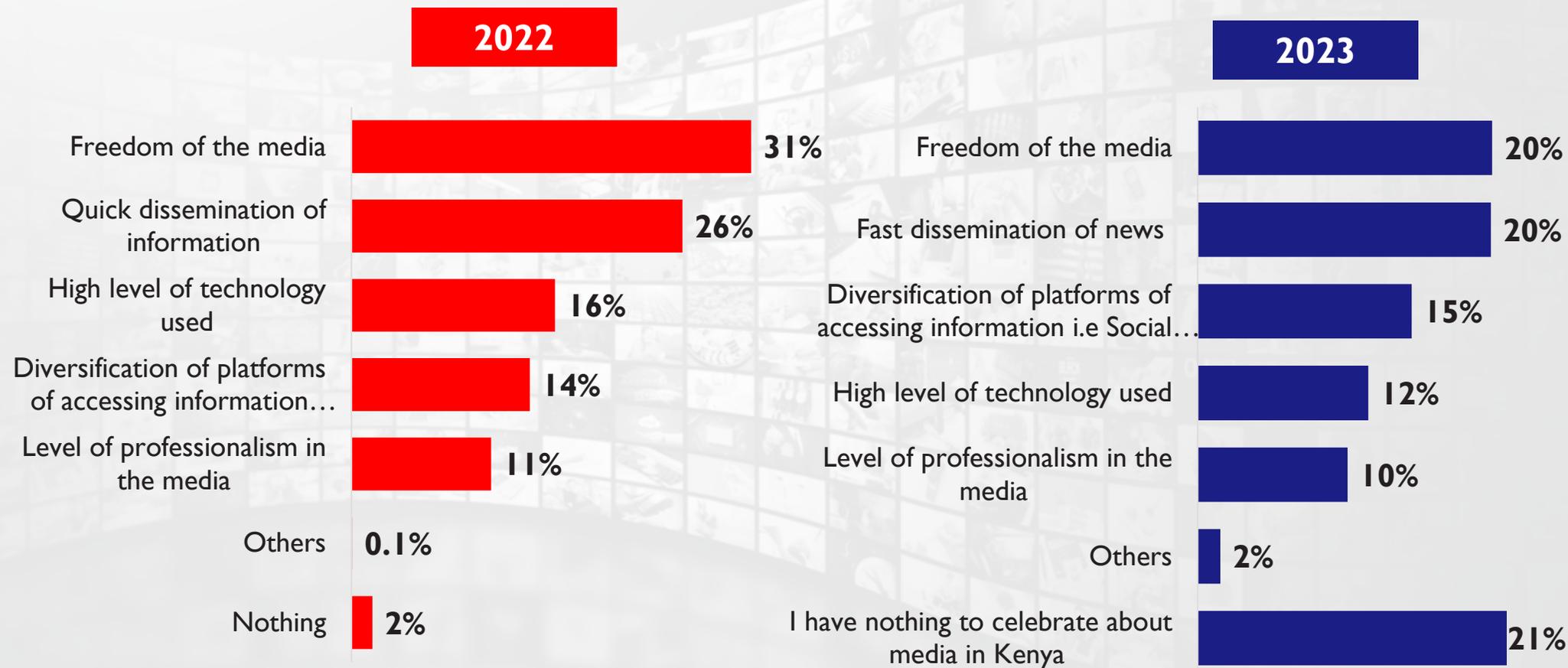
# CONCERNS ABOUT THE MEDIA



n=3580

What concerns you most about media today?

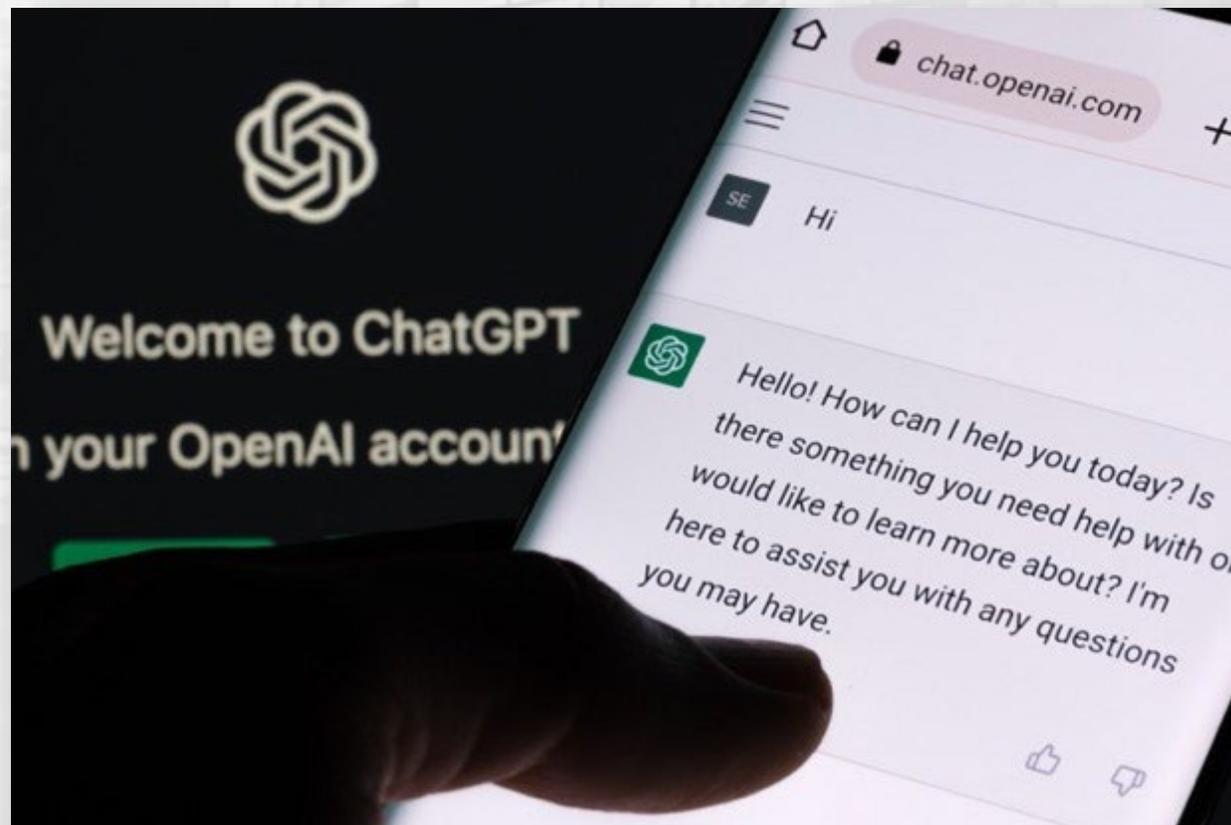
# THINGS TO CELEBRATE ABOUT THE MEDIA



n=3580

What do you celebrate most about the media in Kenya?

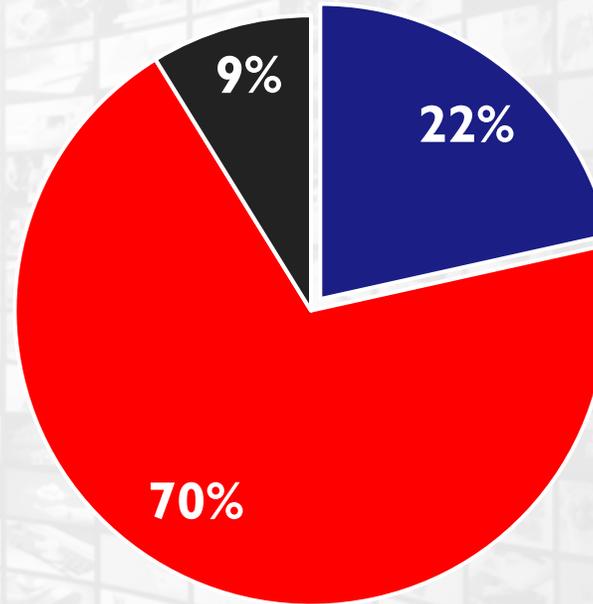
# ARTIFICIAL INTELLIGENCE



# ARTIFICIAL INTELLIGENCE

- Only 22% of the respondents reported that they are aware of the use of Artificial Intelligence (AI) in media.
- The awareness is skewed towards the youth.
- Of those who are aware about the use of AI, 61% have concerns about it.
- A significant percentage, 40% would allow their faces to be created by a software.
- 76% think that advancement of AI should be regulated.

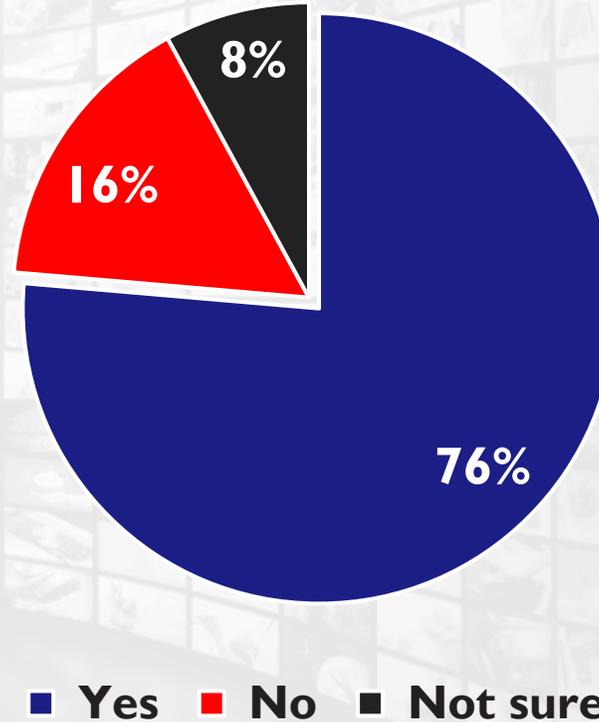
# ARTIFICIAL INTELLIGENCE AWARENESS



■ Yes ■ No ■ Not sure

Are you aware of the use of Artificial Intelligence (AI) in media such as AI hosts or AI-generated music playlists? n=3580,

# ARTIFICIAL INTELLIGENCE REGULATION



Do you think advancement of AI should be regulated?

n=770, Those who are aware of AI

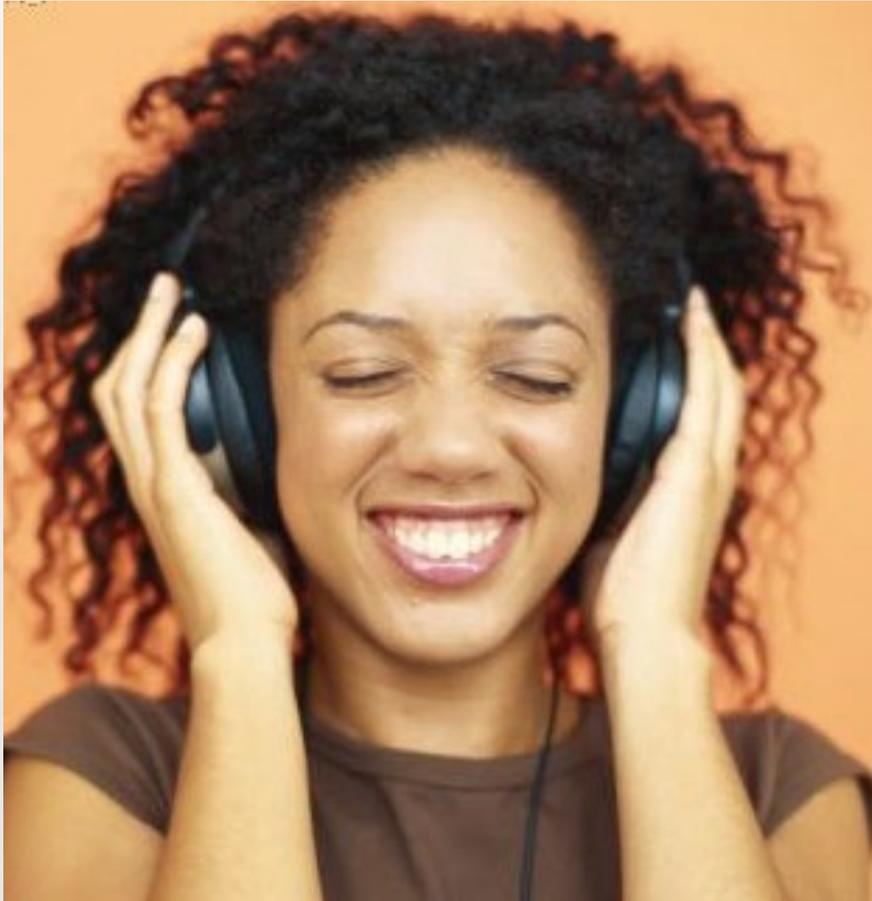
# MAIN PROBLEMS FACING KENYAN MEDIA Journalists Report



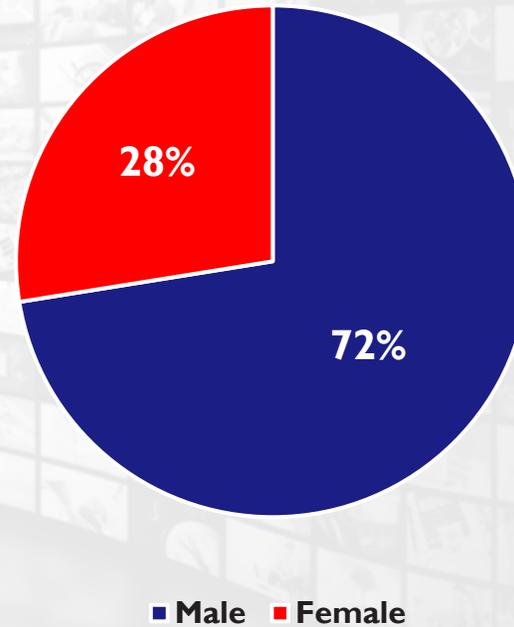
# SURVEY METHODOLOGY

<b>Dates of Fieldwork</b>	<b>30<sup>th</sup> April 2024</b>
<b>How was the survey conducted?</b>	Interviews were conducted through Computer Assisted Telephone Interviews (CATI)
<b>Universe and Survey sample</b>	The relevant section of the public that was targeted in the survey (i.e. the universe) was journalists/editors at the time of the survey. The overall survey had a target survey sample size of 200 and was able to achieve 207 interviews with the target respondents.
<b>What was the response rate?</b>	93% response rate.
<b>Data Analysis</b>	Data was processed and analyzed using SPSS 26 statistical software due to its high accuracy and reliability.

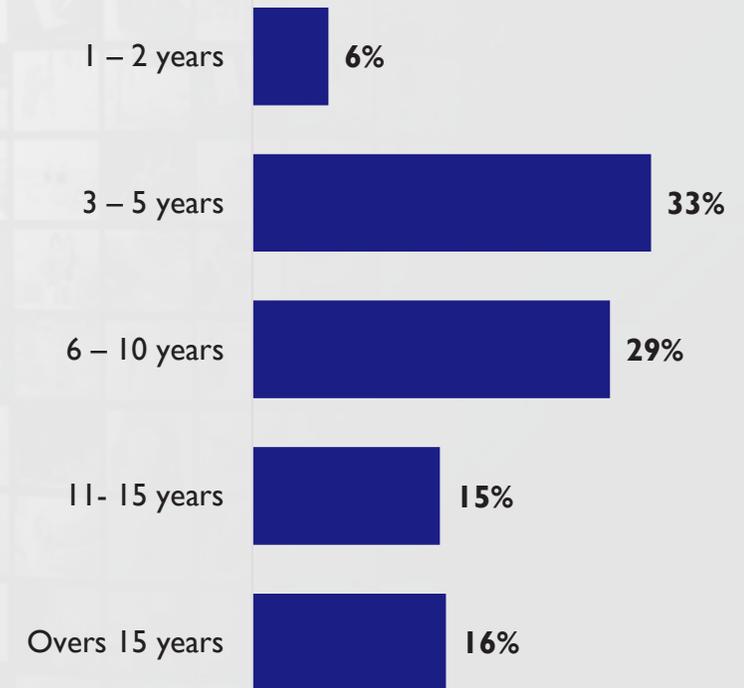
# DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS



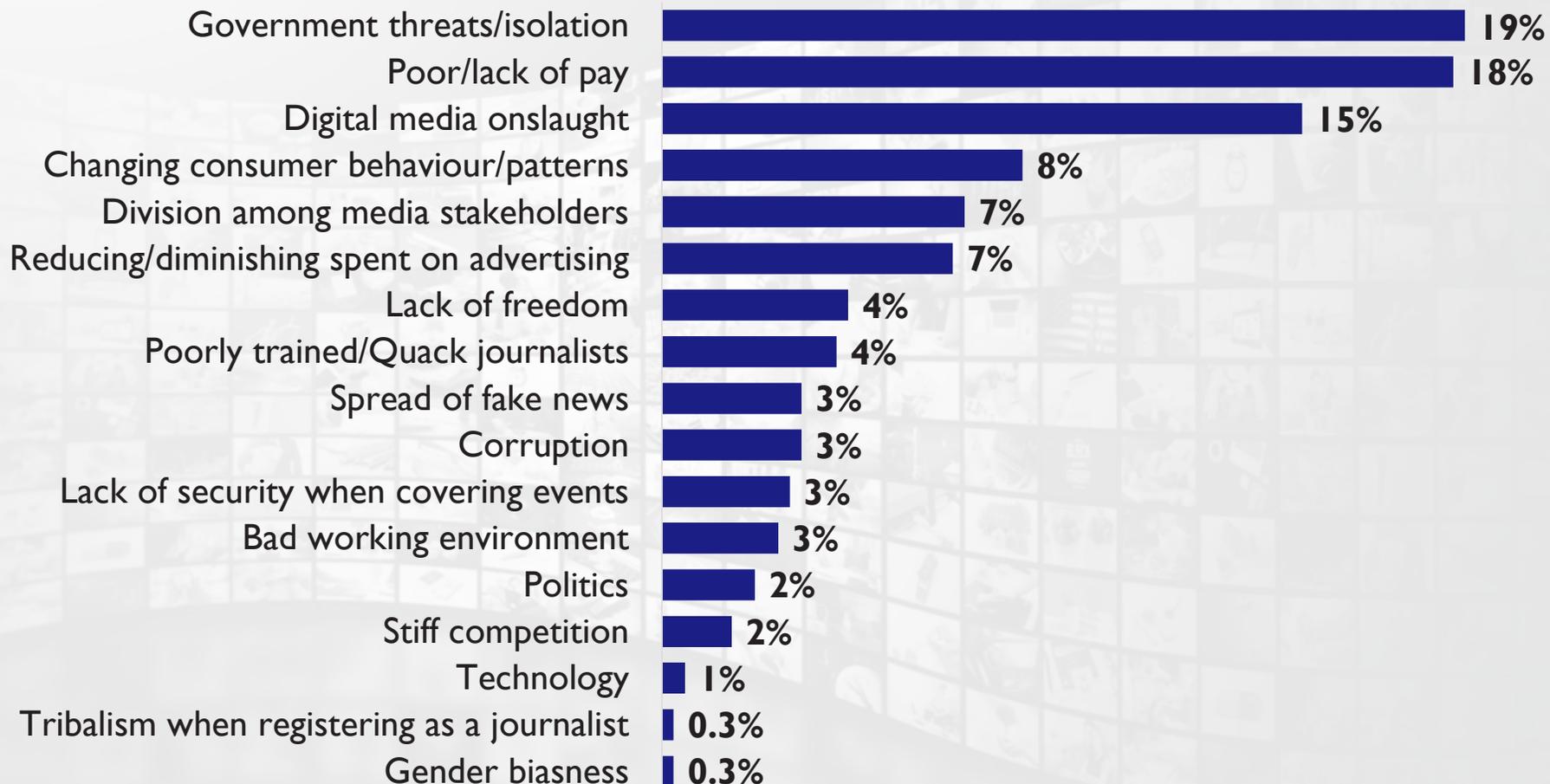
**Gender**



**Years of Experience**



# MAIN PROBLEMS FACING KENYAN MEDIA



In your opinion, what would you say are the main problems facing Kenyan media today?

n=207

# MAIN PROBLEMS FACING KENYAN MEDIA: YEARS OF EXPERIENCE

	1 – 2 years	3 – 5 years	6 – 10 years	11- 15 years	Overs 15 years	Total
Base (n)	13	68	61	32	33	207
Government threats/isolation	16%	21%	19%	19%	13%	19%
Poor/lack of pay	12%	18%	19%	17%	24%	18%
Digital media onslaught	12%	16%	19%	9%	13%	15%
Changing consumer behaviour/patterns	8%	9%	7%	8%	9%	8%
Division among media stakeholders	4%	6%	8%	11%	4%	7%
Reducing/diminishing spent on advertising	12%	2%	3%	19%	11%	7%
Lack of freedom	16%	5%	2%	2%	5%	4%
Poorly trained/Quack journalists	4%	2%	5%	4%	7%	4%
Spread of fake news	-	3%	3%	4%	5%	3%
Corruption	-	3%	5%	2%	4%	3%
Lack of security when covering events	-	6%	3%	-	-	3%
Bad working environment	12%	3%	2%	2%	-	3%
Politics	4%	2%	2%	4%	2%	2%
Stiff competition	-	2%	3%	-	2%	2%
Technology	-	1%	-	-	2%	1%
Tribalism when registering as a journalist	-	-	1%	-	-	0.3%
Gender biasness	-	-	1%	-	-	0.3%

In your opinion, what would you say are the main problems facing Kenyan media today?

n=207

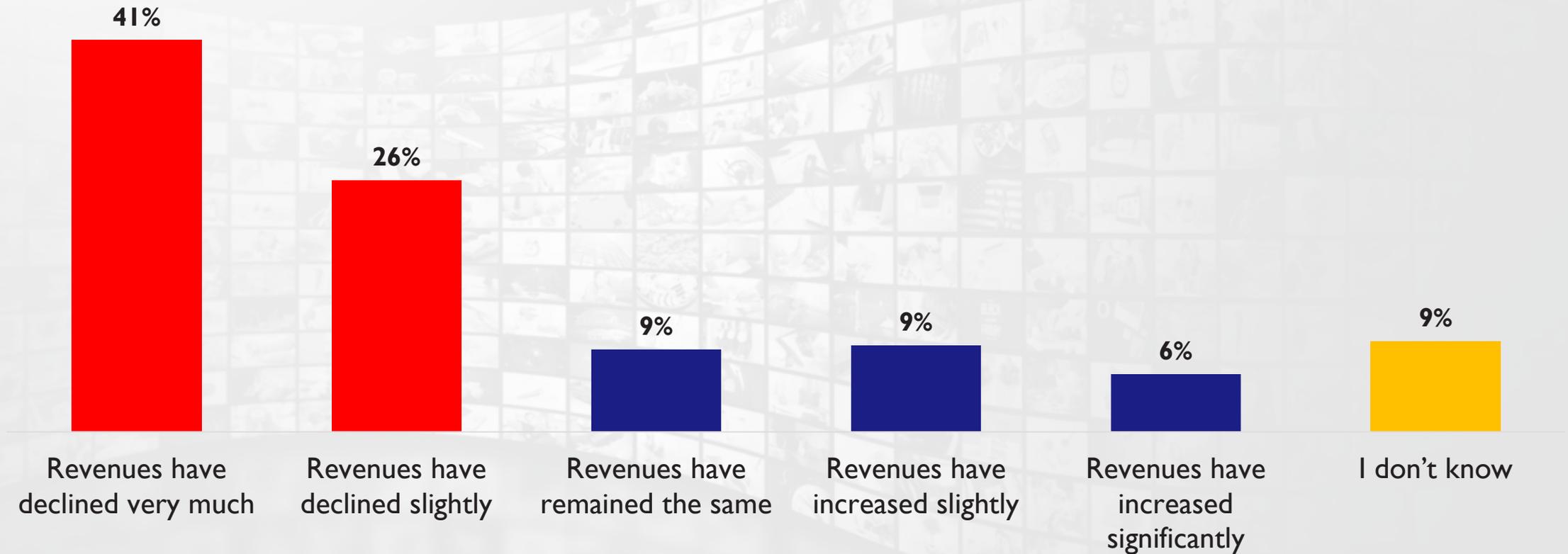
# MAIN PROBLEMS FACING KENYAN MEDIA: GENDER

	Female	Male	Total
Base (n)	57	150	207
Government threats/isolation	19%	19%	19%
Poor/lack of pay	23%	17%	18%
Digital media onslaught	14%	15%	15%
Changing consumer behaviour/patterns	12%	7%	8%
Division among media stakeholders	8%	7%	7%
Reducing/diminishing spent on advertising	6%	7%	7%
Lack of freedom	4%	5%	4%
Poorly trained/Quack journalists	2%	5%	4%
Spread of fake news	-	5%	3%
Corruption	2%	4%	3%
Lack of security when covering events	5%	2%	3%
Bad working environment	2%	3%	3%
Politics	4%	2%	2%
Stiff competition	-	2%	2%
Technology	-	1%	1%
Tribalism when registering as a journalist	-	0.4%	0.3%
Gender biasness	1%	-	0.3%

In your opinion, what would you say are the main problems facing Kenyan media today?

n=207

# EFFECTS OF THE POLICY ON ADVERTISING



In your opinion, how has the government policy on advertising affected media houses revenues?

n=207

# EFFECTS OF THE POLICY ON ADVERTISING: YEARS OF EXPERIENCE

	1 – 2 years	3 – 5 years	6 – 10 years	11- 15 years	Overs 15 years	Total
Base (n)	13	68	61	32	33	207
Revenues have declined very much	31%	31%	38%	59%	50%	41%
Revenues have declined slightly	15%	32%	23%	23%	26%	26%
Revenues have remained the same	8%	7%	13%	3%	11%	9%
Revenues have increased slightly	15%	11%	10%	8%	3%	9%
Revenues have increased significantly	8%	7%	9%	3%	3%	6%
I don't know	23%	12%	7%	5%	8%	9%

In your opinion, how has the government policy on advertising affected media houses revenues?

n=207

# EFFECTS OF THE POLICY ON ADVERTISING: GENDER

	Female	Male	Total
Base (n)	57	150	207
Revenues have declined very much	30%	45%	41%
Revenues have declined slightly	31%	24%	26%
Revenues have remained the same	9%	8%	9%
Revenues have increased slightly	13%	7%	9%
Revenues have increased significantly	3%	7%	6%
I don't know	13%	8%	9%

In your opinion, how has the government policy on advertising affected media houses revenues?

**n=207**

A large, semi-circular collage of various media-related images, including people, documents, and symbols, set against a light gray background.

**THANK  
YOU!**