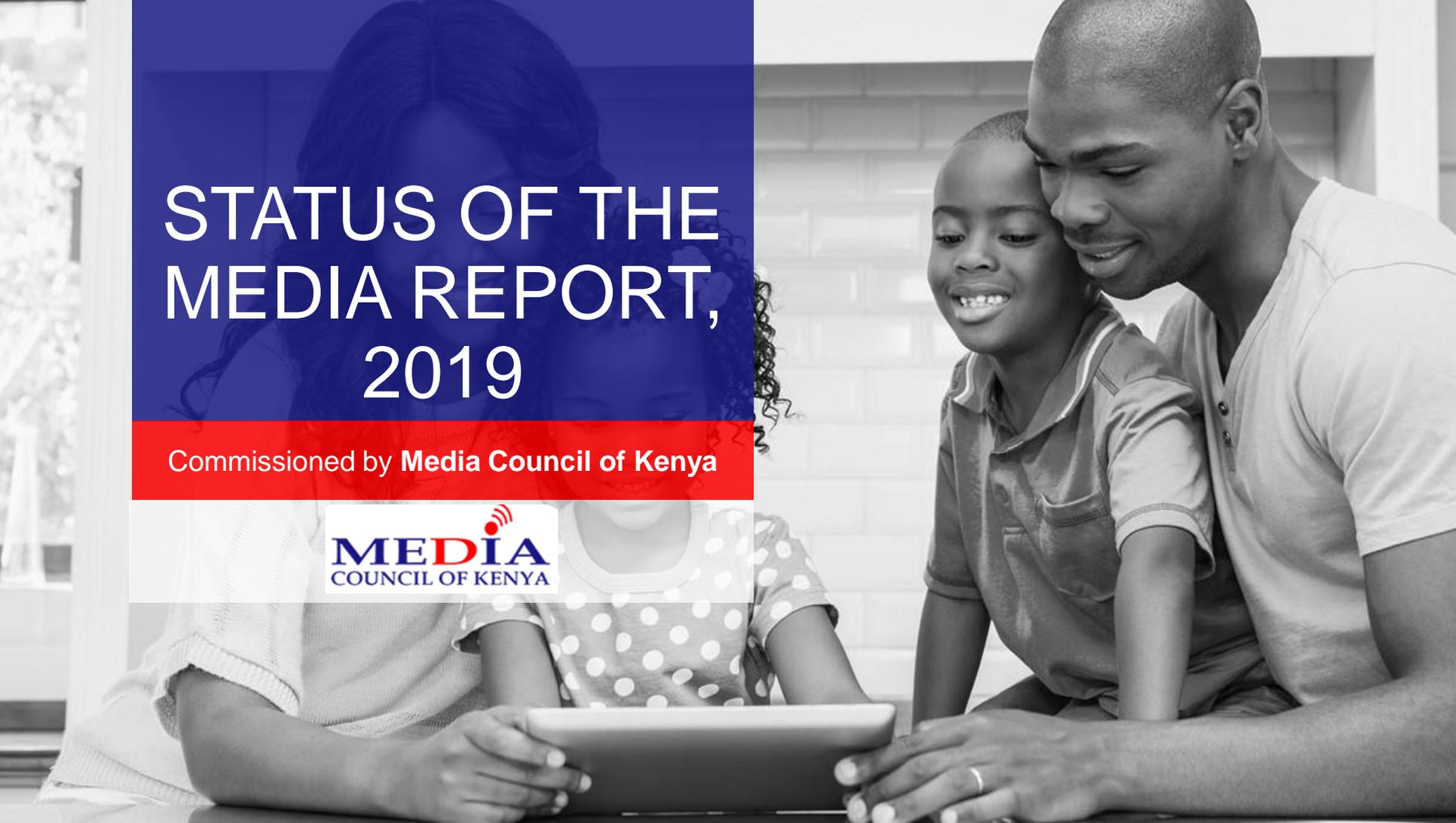


STATUS OF THE MEDIA REPORT, 2019

Commissioned by Media Council of Kenya



About Media Council of Kenya

MCK is an independent national institution established by the Media Council Act 2013 to set media standards and ensure compliance as set out in Article 34(5) of the constitution;

- The Council promotes and protects freedom and independence of the media, and assures protection of the rights and privileges of journalists in the performance of their duties among others.
- The council often engages stakeholders on issues of freedom of the media, which is guaranteed in the constitution (Article34).



About Media Council of Kenya



Freedom of the media allows practitioners to scrutinize and analyses events or information that shapes the society;

- It is this freedom that allows journalists and editors to determine what should be consumed by the public and what should not;
- The Council conducts an annual review of the performance and the public opinion of the media, and publish the results in at least two daily newspapers of national circulation – MCK Act 2013, Sec 6 (i).

Overview of the Media

- Kenya is ranked 100 out of 180 countries listed in the 2019 World Press Freedom Index by Reporters Without Borders (RSF);
- That ranking was a drop on the previous year (RSF, 2018) dropping four places from 96th.
- This is attributed to the media being routinely subjected to attacks by security forces, the public and threats as well as intimidation from politicians and their supporters;
- Journalists continue to be harassed or their equipment confiscated/destroyed. MCK reports.

The Survey Methodology

Who sponsored the Survey?	The Survey was conducted by Infotrak Research and Consulting on behalf of the Media Council of Kenya (MCK).
When was the poll conducted?	Between 18 th April - 26 th April 2019
How was the poll conducted?	Through Computer Assisted Personal Interviews (CAPI)
What was the sample size?	<p>A sample of 2518 respondents was interviewed to represent the Kenyan adult population.</p> <p>The survey covered all the 47 counties of the Republic of Kenya.</p>
What was the margin of error?	+/- 2.0% at 95% degree of confidence
How was the sample designed?	Using the National Population Census, the sample was designed using Probability Proportionate to Size (PPS).
Data Analysis	Data was processed and analyzed using SPSS 25

Sampling Distribution

This survey adopted a multi-stage cluster sampling as explained hereunder;

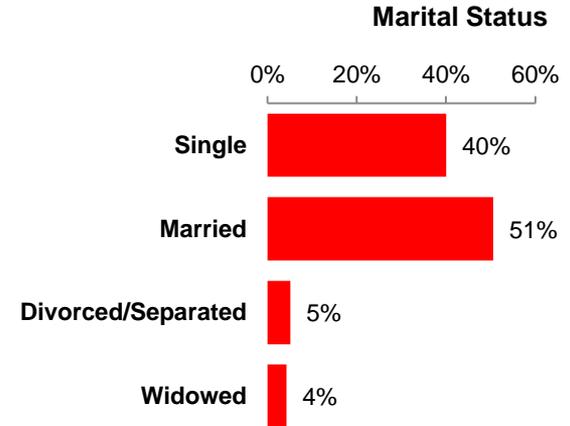
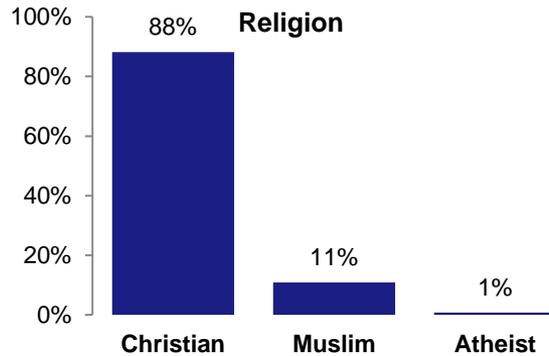
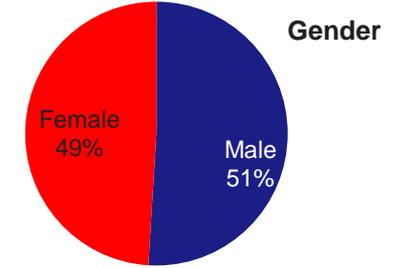
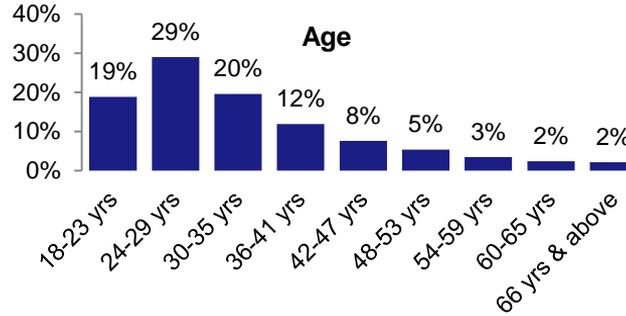
- A sample of 2,518 was stratified to cover all the 47 counties of Kenya.
- It was further distributed by county using Population Proportionate to Size in each county.
- In certain counties, the sample was **boosted to 30** so that they could have a statistically significant sample for analysis. This gave us a sample of 2,518; however, for purposes of **national analysis**, the boosted sample was **weighted back to 2400**.
- The margin of error for the above sample was **+/- 2 at a 95% confidence level**.

Sampling Distribution

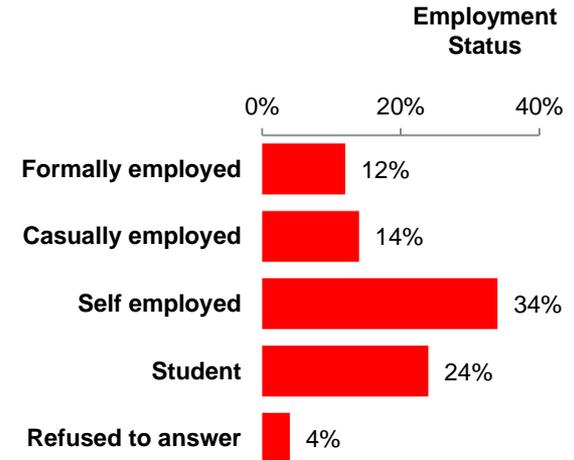
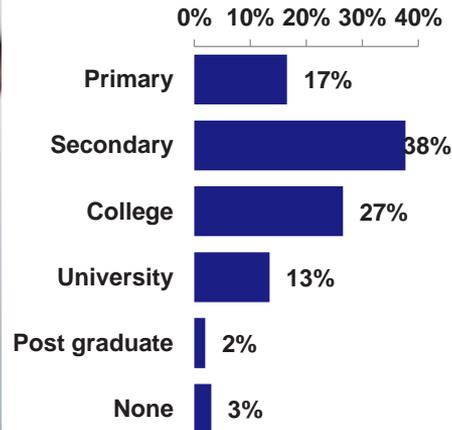
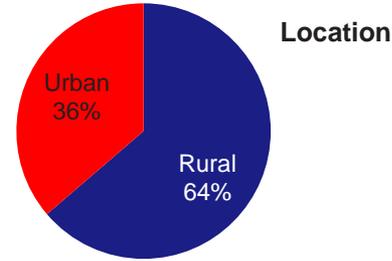
Sample n = 2518 47 Counties Margin of error = 2.0% 95% degree of confidence

REGION	ADULT POPULATION PERCENTAGE	SAMPLE
COAST	9%	263
NORTH EASTERN	5%	115
EASTERN	15%	401
CENTRAL	13%	302
RIFT VALLEY	24%	630
WESTERN	11%	245
NYANZA	13%	315
NAIROBI	10%	247
TOTAL	100%	2518

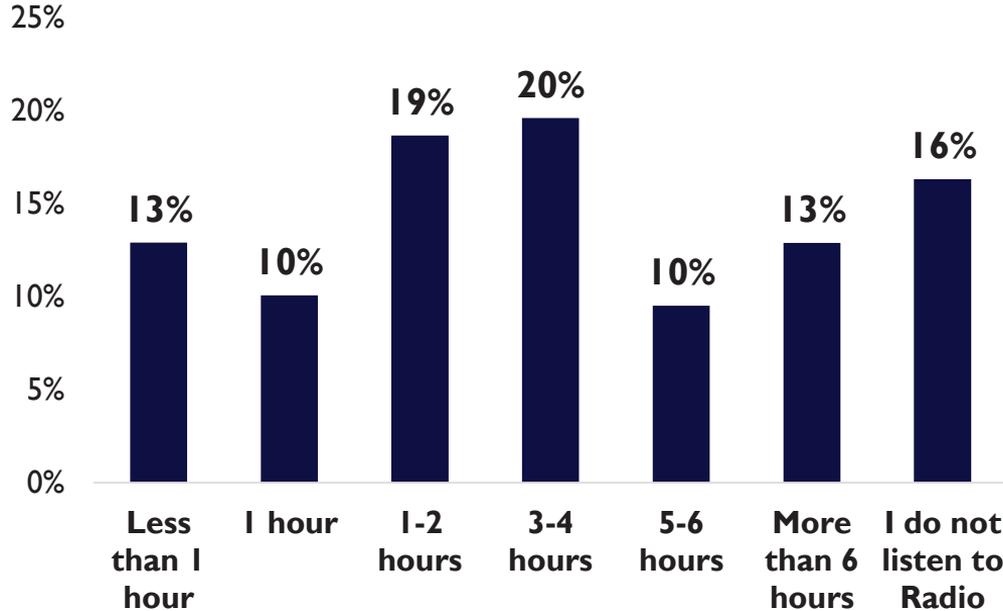
Demographic Characteristics of Respondents



Additional Demographics



**BROADCAST
(TV AND
RADIO)**

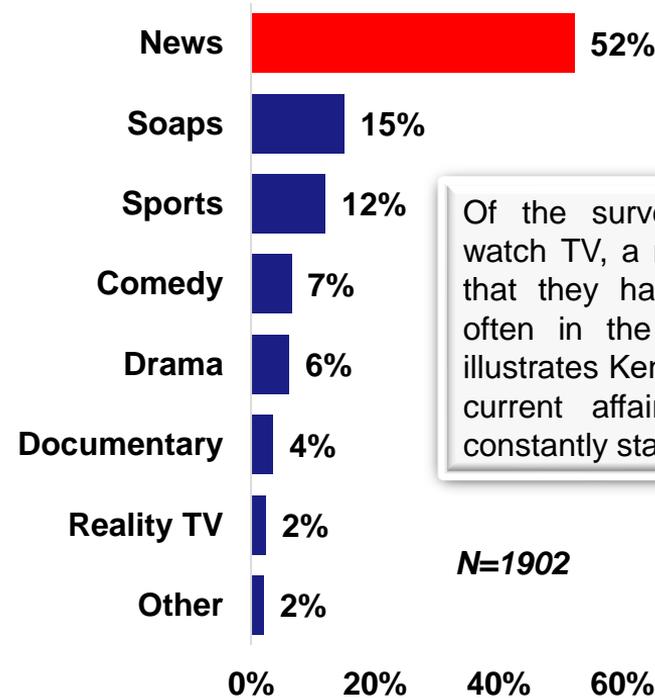


Majority of Kenyans spent less than 4 hours on Radio per day.

16% of Kenyans do not listen to Radio at all!

In the last one week, how long did you spend listening to live RADIO per day? Is it...?

Proportion of TV Programs Watched Most Often (April 2019)

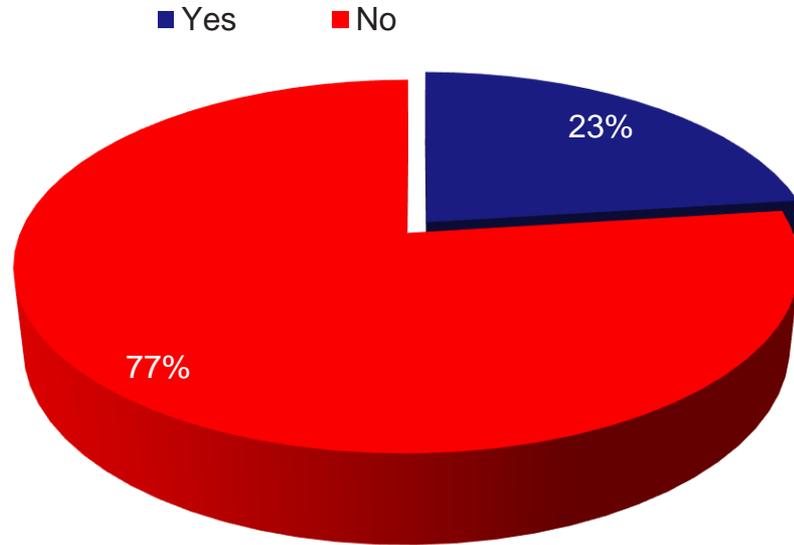


Of the surveyed respondents who watch TV, a majority (52%) indicated that they had watched News most often in the preceding week. This illustrates Kenyans' general interest in current affairs and their need to constantly stay informed.

In the last one week, which type of TV program have you watched most often (either live, recorded or streamed)?

Print Media

Proportion of Newspaper Readership (April 2019)

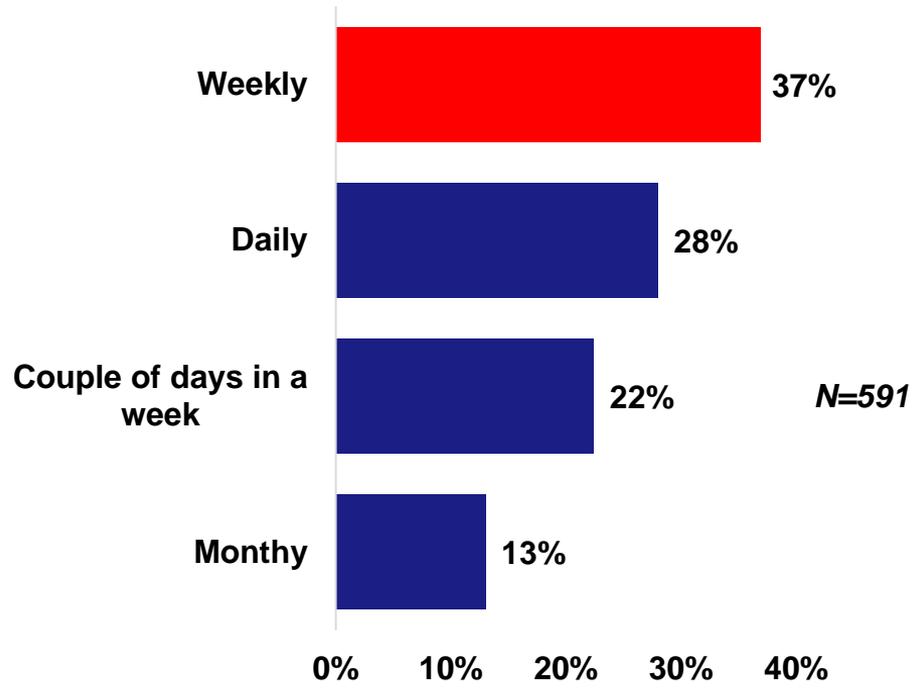


Only 23% of the surveyed respondents indicated that they read newspapers on a regular basis. This highlights the continued decline of newspaper readership in the country.

N=2518

Do you read a newspaper on a regular basis – by regular basis we mean at least every week?

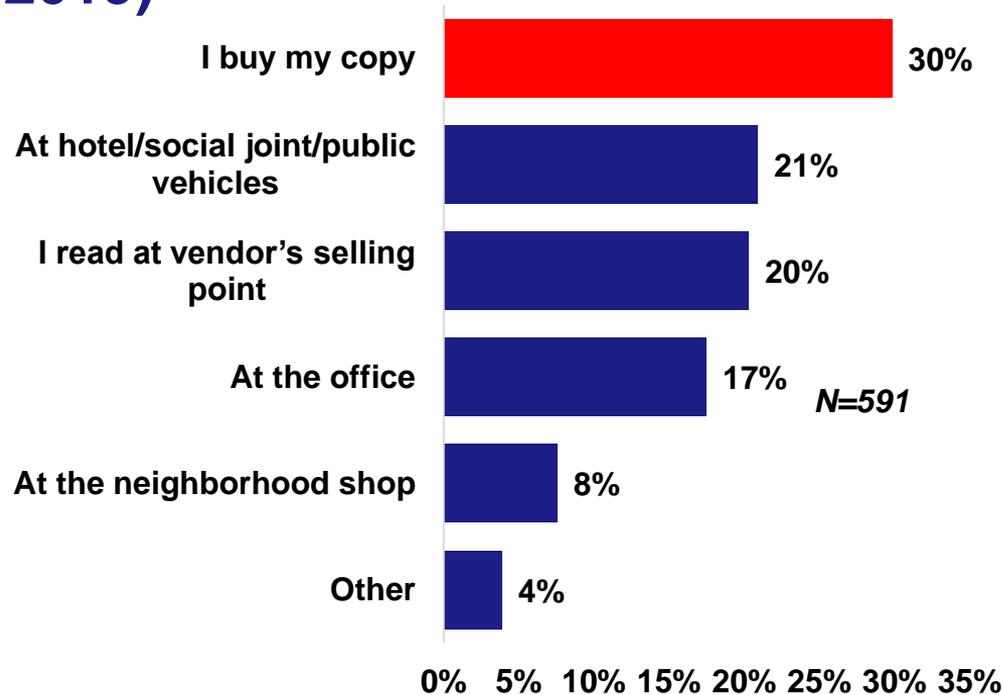
Proportion of Reading Newspapers (April 2019)



The preference for weekly reading of newspapers indicates one of two things: either those who regularly read newspapers are unable to afford them every week or they buy newspapers on specific days of the week based on their interests.

How often do you read newspapers?

Proportion of how Readers Access Newspapers (April 2019)

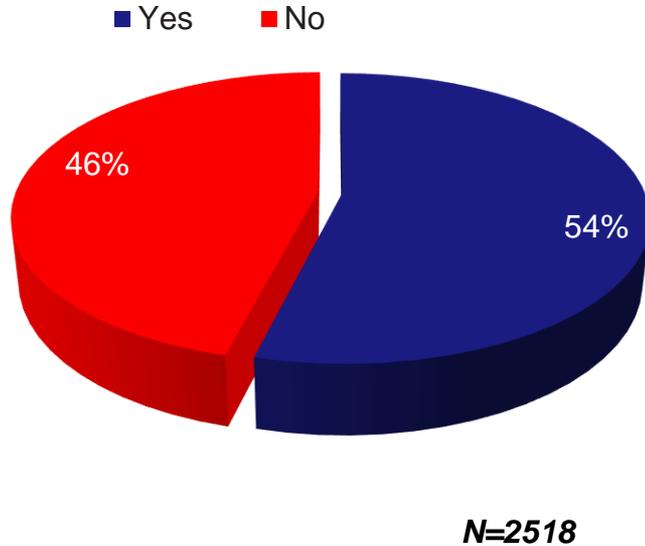


- ❑ Only 30% of Kenyans buy own newspapers. Majority (41%) access from vendors or public places like social joints, hotels etc.
- ❑ 17% access newspapers from their places of work.

Where do you access your newspapers from?

Social Media

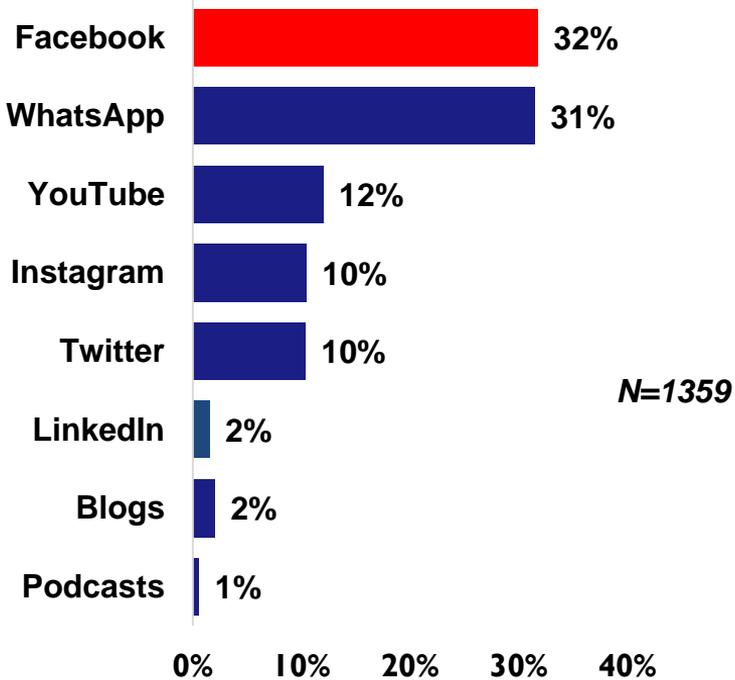
Proportion of Social Media Usage (April 2019)



- The use of social media for news is catching up and fast, after years of continuous growth...
- This growth can be attributed to;
 - ✓ 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...

Do you use social media?

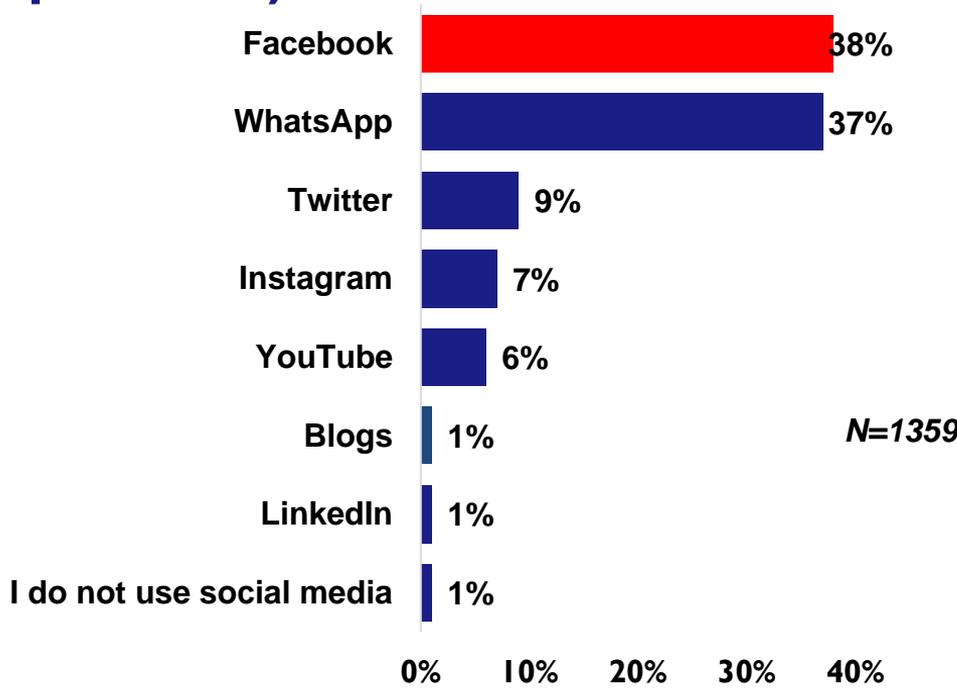
Social Media Platforms Used for Receiving News (April 2019)



Of the Social Media platforms used to receive news by the surveyed respondents, Facebook and WhatsApp were noted to be the most prominent.

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

Social Media Platforms Used for Disseminating News (April 2019)

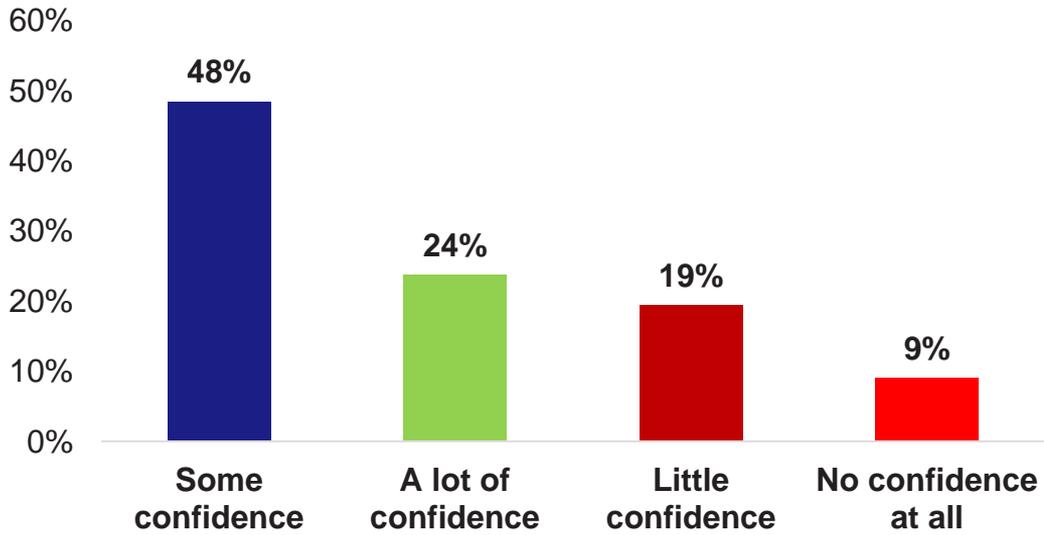


Of the Social Media platforms used to share news by the surveyed respondents, Facebook and WhatsApp were noted to be the most prominent.

Which of these social media do you use to disseminate or distribute news about events or occurrences?

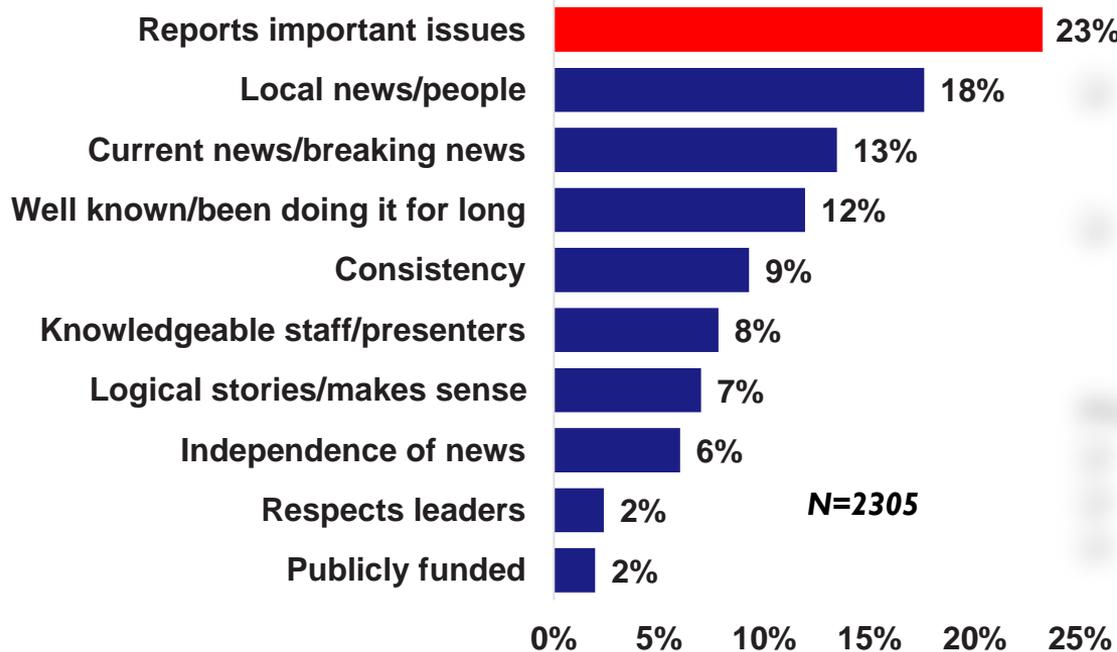
Confidence in the Media

How much confidence do you have in the media? (April 2019)



- ◇ Public trust and confidence in the media is becoming shaken...
- ◇ 28% of Kenyans have little or no confidence in the Media
- ◇ 24% have a lot of confidence...
- ◇ 48% of Kenyans say they have some confidence in the media while

Reasons for Respondents' Confidence in the Media (April 2019)



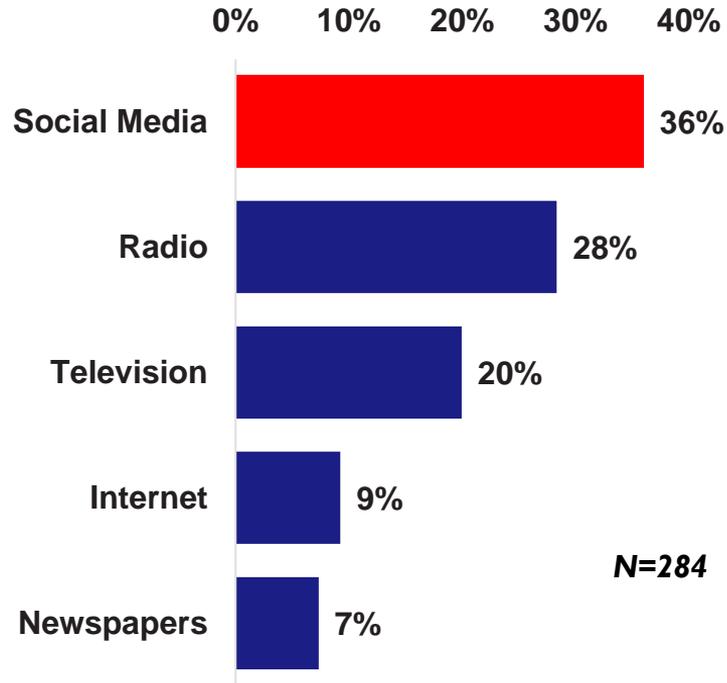
- ❑ The trust and confidence in the media is attributed to several key issues listed by respondents.
- ❑ For example Kenyans trust media because they believe they report important issues (23%),

However

- ❑ Only 7% think the stories make sense
- ❑ Only 6% think news is independent
- ❑ Only 2% respects leaders

Thinking now about some of the news media organizations you trust, what are some of the reasons why you trust them?

Media that Misreports (April 2019)



- ❖ There are mix of high levels of concern about so-called 'fake news', partly stoked by individuals, who uses this as an opportunity to spread lies against others...
- ❖ Social media (36%) and radio (28%) remains the most media platform often used to misreport issues concerning individuals or organizations...
- ✓ The question is: How does erroneous reporting happen in radios?
- ❖ Newspaper (7%) remains at the lowest

If you have problems with how media misreports, which one misreports about your county or community?

Some Reasons why Radio is deemed a purveyor of fake news.

- ❖ Selling land (plots) that in some cases don't exist.
- ❖ Discussing witchcraft on radio.
- ❖ Sports betting.
- ❖ Religious advertising which in most cases gives false hope.
- ❖ A lot of lewd and sex-motivated discussions.
- ❖ Generally strange adverts on Radio.

THANK YOU!