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;
Television viewership

A 2011 baseline survey on citizen’s perception on media report showed that Citizen-TV, NTV, KTN, KBC Channel 1 and K24 were the main five Television channels watched;

<table>
<thead>
<tr>
<th>TV station watched in the last 7 days</th>
<th>% of responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>CITIZEN TV</td>
<td>80.8%</td>
</tr>
<tr>
<td>NTV</td>
<td>40.7%</td>
</tr>
<tr>
<td>KTN</td>
<td>38.6%</td>
</tr>
<tr>
<td>KBC channel 1</td>
<td>31.0%</td>
</tr>
<tr>
<td>K 24</td>
<td>16.7%</td>
</tr>
<tr>
<td>Kiss TV</td>
<td>7.1%</td>
</tr>
<tr>
<td>E – Africa</td>
<td>6.9%</td>
</tr>
<tr>
<td>CNN</td>
<td>6.2%</td>
</tr>
<tr>
<td>DSTV</td>
<td>5.9%</td>
</tr>
<tr>
<td>FAMILY TV</td>
<td>5.8%</td>
</tr>
<tr>
<td>BBC World</td>
<td>4.5%</td>
</tr>
<tr>
<td>Baraka TV</td>
<td>4.1%</td>
</tr>
<tr>
<td>KTV</td>
<td>3.5%</td>
</tr>
<tr>
<td>Sayare TV</td>
<td>3.0%</td>
</tr>
<tr>
<td>GBS</td>
<td>1.7%</td>
</tr>
<tr>
<td>Satellite TV (specify)</td>
<td>1.4%</td>
</tr>
<tr>
<td>Star TV</td>
<td>0.2%</td>
</tr>
<tr>
<td>Others (specify)</td>
<td>0.6%</td>
</tr>
</tbody>
</table>
Radio Listenership

- A 2007 Pew Research Center report showed that outside sub-Saharan Africa, radio remains a popular but not dominant source of news in most of the world;
- A MCK 2012 report showed that in Kenya radio (83%) was the main source of news and information with newspapers and TV coming third and fourth, respectively;
- Another report by Hivos 2011 showed that Citizen radio was the most listened to station in Kenya;
Overview of the Media

• Kenya is ranked 96th out 180 countries listed in the 2018 World Press Freedom Index prepared by the Paris-based organization, Reporters Without Border (RSF);

• That ranking was a drop on the previous year (RSF, 2017) dropping one place from 95th with an Index of 31.20 in 2017;

• 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;

• During election campaigns journalists were harassed or their equipment confiscated from covering either opposition events or portraying the government under Jubilee party in a negative way;
In 2004, the World Bank declared press freedom …

- “a key element in the global fight against poverty” and stated that free media can play a “catalytic role” in economic development. In addition to economic development, the relationship has been analyzed between press freedom and several other factors, such as national income, education, culture, or socio-political stability.
Access to Information

- The Constitution of Kenya (2010) may guarantee freedom of information, yet in practice accessing that information from the government may prove 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”;

- Media can play a critical role in disseminating the information needed by the public to make informed decisions regarding their lives;

- It is stated that almost everyone in the society today depends on information and communication for their daily activities. And perhaps it is for this reason that the United Nations General Assembly called for expansion of the media in developing nations.
## Ipsos 1st Qtr 2018 Survey: Methodology

<table>
<thead>
<tr>
<th>Dates of Fieldwork</th>
<th>4th – 12th March, 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample Size</td>
<td>2,003 (Total Individual Contacts: 3,579)</td>
</tr>
<tr>
<td>Sampling Methodology</td>
<td>Random, Multi-stage stratified using PPS (proportionate to population size) Spread across 45 counties</td>
</tr>
<tr>
<td>Population Universe</td>
<td>Kenyan adults, aged 18 and above living in Urban and Rural areas</td>
</tr>
<tr>
<td>Data Collection Methodology</td>
<td>Face-to-Face interviews at the household level</td>
</tr>
<tr>
<td>Sampling Error</td>
<td>+/-2.16% with a 95% confidence level</td>
</tr>
<tr>
<td>(Note: Higher error-margins for sub-samples)</td>
<td></td>
</tr>
<tr>
<td>Interview Languages</td>
<td>English, Swahili, Somali</td>
</tr>
</tbody>
</table>
# Methodology

<table>
<thead>
<tr>
<th>Region</th>
<th>Sample Frame statistics (March 2018)</th>
<th>% of Sample</th>
<th>Population Census as at 2009 Adults (18 years +)</th>
<th>% Of Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central</td>
<td>262</td>
<td>13%</td>
<td>2,548,038</td>
<td>13</td>
</tr>
<tr>
<td>Coast</td>
<td>176</td>
<td>9%</td>
<td>1,711,549</td>
<td>9</td>
</tr>
<tr>
<td>Eastern</td>
<td>299</td>
<td>15%</td>
<td>2,907,293</td>
<td>15</td>
</tr>
<tr>
<td>Nairobi</td>
<td>210</td>
<td>11%</td>
<td>2,042,770</td>
<td>10</td>
</tr>
<tr>
<td>North Eastern</td>
<td>96</td>
<td>5%</td>
<td>929,158</td>
<td>5</td>
</tr>
<tr>
<td>Nyanza</td>
<td>262</td>
<td>13%</td>
<td>2,547,980</td>
<td>13</td>
</tr>
<tr>
<td>Rift Valley</td>
<td>493</td>
<td>25%</td>
<td>4,795,482</td>
<td>25</td>
</tr>
<tr>
<td>Western</td>
<td>204</td>
<td>10%</td>
<td>1,980,090</td>
<td>10</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>2,003</strong></td>
<td><strong>100</strong></td>
<td><strong>19,462,360</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

*Weighted data*
Demographic Characteristics of Respondents

- **Gender**
  - Female: 51%
  - Male: 49%

- **Age**
  - 18 – 24 years: 27%
  - 25 – 34 years: 30%
  - 35 – 44 years: 18%
  - 45+ years: 23%

- **Setting**
  - Rural: 63%
  - Urban: 37%
  - Self-Employment: 39%
  - Agriculture: 23%
  - Private Sector: 18%
  - Public Sector: 7%
  - Given Money by Others: 6%
  - Livestock: 3%
  - Retirement Pension: 1%
  - Casual Labor: 2%
  - RTA: 2%
Additional Demographics

- No Formal: 4%
- Some Primary: 14%
- Primary Completed: 18%
- Some Secondary: 15%
- Secondary Completed: 28%
- Some Mid-Level College: 6%
- Completed Mid-Level College: 8%
- Some University: 3%
- University Completed: 3%

Income Distribution:
- No income: 2%
- Less than 10,000: 50%
- 10,001 – 25,000: 24%
- 25,001 – 40,000: 10%
- 40,001 – 55,000: 3%
- 55,001 – 75,000: 1%
- 75,001 – 100,000: 1%
- DK: 3%
- RTA: 5%
Main Sources of News (May 2017)

- Radio, 53%
- TV, 35%
- Newspapers, 2%
- The Internet, 3%
- Social Media, 1%
- Friends/Family/Colleagues, 2%
- None, 3%
Main Sources of News (March 2018)

- Radio, 47%
- TV, 41%
- Social Media, 3%
- The Internet, 3%
- Friends/Family/Colleagues, 2%
- Newspapers, 1%
- None, 2%
Main Source of News: *by Five Household Income Groupings (May 2017)*

<table>
<thead>
<tr>
<th>Income Group</th>
<th>Radio</th>
<th>TV</th>
<th>Social Media</th>
<th>The Internet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shs. 0-10,000 (n=773)</td>
<td>68%</td>
<td>20%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Shs. 10,001 to 25,000 (n=707)</td>
<td>53%</td>
<td>39%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Shs. 25,001 to 40,000 (n=216)</td>
<td>51%</td>
<td>39%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Shs. 40,001 to 55,000 (n=79)</td>
<td>32%</td>
<td>32%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Shs. 55,000 and Above (n=128)</td>
<td>19%</td>
<td>72%</td>
<td>4%</td>
<td>3%</td>
</tr>
</tbody>
</table>
Main Source of News: by Five Household Income Groupings (March 2018)

- **Radio**
  - None/Less Than Shs. 10,000: 58%
  - Shs. 10,001 – 25,000: 40%
  - Shs. 25,001 – 40,000: 36%
  - Shs. 40,001 – 55,000: 23%
  - Shs. 55,000 and Above: 14%

- **TV**
  - None/Less Than Shs. 10,000: 31%
  - Shs. 10,001 – 25,000: 40%
  - Shs. 25,001 – 40,000: 36%
  - Shs. 40,001 – 55,000: 23%
  - Shs. 55,000 and Above: 12%

- **The Internet**
  - None/Less Than Shs. 10,000: 3%
  - Shs. 10,001 – 25,000: 3%
  - Shs. 25,001 – 40,000: 2%
  - Shs. 40,001 – 55,000: 4%
  - Shs. 55,000 and Above: 3%

- **Social Media**
  - None/Less Than Shs. 10,000: 2%
  - Shs. 10,001 – 25,000: 3%
  - Shs. 25,001 – 40,000: 5%
  - Shs. 40,001 – 55,000: 11%
  - Shs. 55,000 and Above: 12%
Main Source of News – Normally/ During the Shut-Off: by Total

- Radio: Normally 54%, During Shut-Off 47%
- TV: Normally 11%, During Shut-Off 41%
- Social Media: Normally 9%, During Shut-Off 3%
- The Internet: Normally 5%, During Shut-Off 3%
- Friends/Family/Colleagues: Normally 2%, During Shut-Off 3%
- Newspapers: Normally 3%, During Shut-Off 1%
- Other: Normally 0%, During Shut-Off 1%
- None: Normally 14%, During Shut-Off 2%
“What would you say is the main reason you watched this TV station during those days? Was it because…?”: by Total
(Among the 11% Who Watched Any TV During the Shut-Off)

- Someone else in the family/household chose to watch that station. 15%
- It is the station I usually watch anyway. 17%
- My favourite station was off-air so I had no choice. 65%
- NR 3%
“Regarding the shut-off of these TV stations by the Government, which of the following two statements is closest to your own view?”: by Total (Among The 77% Aware of the Shut-Off)

- The Government was right because the swearing-in was illegal and against the Constitution.
- The Government was wrong because shutting them off is illegal and against the Constitution.
- Not sure
- NR

The results are as follows:
- 36% for the government being right.
- 54% for the government being wrong.
- 8% for not sure.
- 3% for NR.

Total (n=1,154)
Perceived Level of Media Independence From Government Interference/Influence: by Total, Those Who Think the Government Was Right/Wrong to Switch Off the TV Stations (Among the 77% Aware of the Switch-Off)

- **It will make the media less independent.**
- **It will make the media more independent.**
- **It won’t make any difference in how independent the media are.**
- **Not Sure**

<table>
<thead>
<tr>
<th></th>
<th>Total (n=1,144)</th>
<th>The Government Was Right (n=416)</th>
<th>The Government Was Wrong (n=620)</th>
</tr>
</thead>
<tbody>
<tr>
<td>It will make the media less independent.</td>
<td>40% 27% 24% 9%</td>
<td>45% 33% 20% 2%</td>
<td>43% 27% 28% 2%</td>
</tr>
<tr>
<td>It will make the media more independent.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>It won’t make any difference in how independent the media are.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not Sure</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
“How independent do you think the Kenya media are from Government interference or influence?”: by Total

January 2017 vs. March 2018

Completely Independent: 34% (Jan. 2017), 43% (March 2018)
Partly Independent: 45% (Jan. 2017), 38% (March 2018)
Not At All Independent: 9% (Jan. 2017), 11% (March 2018)
Not Sure: 5% (Jan. 2017), 7% (March 2018)
“How much confidence do you have in the media? Do you have…?”: by Total Trend Analysis: February 2015 – March 2018

- A Lot of Confidence
- Some Confidence
- Only a Little Confidence
- No Confidence at All

Feb. 2015: A Lot of Confidence 46%, Some Confidence 42%, Only a Little Confidence 7%, No Confidence at All 4%
June. 2016: A Lot of Confidence 46%, Some Confidence 37%, Only a Little Confidence 11%, No Confidence at All 4%
May. 2917: A Lot of Confidence 48%, Some Confidence 39%, Only a Little Confidence 10%, No Confidence at All 4%
March. 2018: A Lot of Confidence 44%, Some Confidence 33%, Only a Little Confidence 4%, No Confidence at All 12%
THANK YOU!