STATUS OF THE MEDIA REPORT 2020

Presented by
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Media Council of Kenya

DECEMBER 2020
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 (Article 34).
ABOUT MEDIA COUNCIL OF KENYA

Freedom of the media allows practitioners to scrutinize and analyse 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;
# Survey Methodology

<table>
<thead>
<tr>
<th>Dates of Fieldwork</th>
<th>25&lt;sup&gt;th&lt;/sup&gt; September – 1&lt;sup&gt;st&lt;/sup&gt; October 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>How was the survey conducted?</td>
<td>Interviews were conducted through Computer Assisted Telephone Interviews (CATI)</td>
</tr>
<tr>
<td>Universe and Survey sample</td>
<td>The relevant section of the public that was targeted in the survey (i.e. the universe) was persons who were 18 years old and above at the time of the survey. The overall survey had a target survey sample size of 3074 respondents.</td>
</tr>
<tr>
<td>What was the margin of error?</td>
<td>±1.8% at 95% degree of confidence.</td>
</tr>
<tr>
<td>What was the response rate?</td>
<td>98% response rate.</td>
</tr>
<tr>
<td>Weighting</td>
<td>Design &amp; Post-stratification weights were applied to the data. After data collection, weights were applied to the achieved data to ensure demographic representation of the 18+ years population in Kenya.</td>
</tr>
<tr>
<td>Survey Geographical Coverage</td>
<td>The survey covered all the 47 counties in the 8 regions. To ensure the survey findings were representative of the Kenyan,18+ 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.</td>
</tr>
<tr>
<td>Data Analysis</td>
<td>Data was processed and analyzed using SPSS 26 statistical software due to it’s high accuracy and reliability.</td>
</tr>
</tbody>
</table>
## Sample Distribution

<table>
<thead>
<tr>
<th>REGION</th>
<th>2019 Census Population (Millions)</th>
<th>2019 Census Adult Population (Millions)</th>
<th>Regional Adult Proportions</th>
<th>Targeted Regional Sample</th>
<th>Regional Sample Achieved</th>
</tr>
</thead>
<tbody>
<tr>
<td>COAST</td>
<td>4.3</td>
<td>2.3</td>
<td>9%</td>
<td>312</td>
<td>327</td>
</tr>
<tr>
<td>NORTH EASTERN</td>
<td>2.5</td>
<td>1.0</td>
<td>4%</td>
<td>119</td>
<td>123</td>
</tr>
<tr>
<td>EASTERN</td>
<td>6.8</td>
<td>3.9</td>
<td>15%</td>
<td>474</td>
<td>492</td>
</tr>
<tr>
<td>CENTRAL</td>
<td>5.5</td>
<td>3.4</td>
<td>13%</td>
<td>401</td>
<td>419</td>
</tr>
<tr>
<td>RIFT VALLEY</td>
<td>12.8</td>
<td>6.6</td>
<td>26%</td>
<td>777</td>
<td>810</td>
</tr>
<tr>
<td>WESTERN</td>
<td>5.0</td>
<td>2.5</td>
<td>10%</td>
<td>288</td>
<td>294</td>
</tr>
<tr>
<td>NYANZA</td>
<td>6.3</td>
<td>3.2</td>
<td>12%</td>
<td>368</td>
<td>380</td>
</tr>
<tr>
<td>NAIROBI</td>
<td>4.4</td>
<td>2.9</td>
<td>11%</td>
<td>334</td>
<td>343</td>
</tr>
<tr>
<td>TOTAL</td>
<td>47.6</td>
<td>25.7</td>
<td>100%</td>
<td>3,074</td>
<td>3,188</td>
</tr>
</tbody>
</table>
DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

Gender:
- Male: 48.1%
- Female: 51.9%

Age:
- 18-24: 12.3%
- 25-29: 20.0%
- 30-34: 17.6%
- 35-39: 15.1%
- 40-44: 11.1%
- 45-49: 7.0%
- 50-55: 7.0%
- 56-59: 2.9%
- 60+: 6.9%

Education:
- None: 1.9%
- University/Post-graduate: 14.6%
- College: 20.1%
- Secondary: 42.5%
- Primary: 20.8%

Location:
- Urban: 35.4%
- Rural: 64.6%
### ADDITIONAL DEMOGRAPHIC

#### Household Income
- Under KES 10,000: 44.6%
- KES 10,001 - 20,000: 25.3%
- KES 20,001 - 40,000: 11.6%
- KES 40,001 - 70,000: 4.7%
- KES 70,001 - 100,000: 1.7%
- KES 100,001 - 150,000: .8%
- KES 150,001 - 250,000: .2%
- Over KES 250,000: .2%
- Refused to answer (RTA): 10.8%

#### Employment Status
- Self-employed (Formal): 6.4%
- Self-employed (Informal): 37.8%
- Employed: 17.7%
- Unemployed: 34.2%
- Retired: 3.7%
- Refused to answer: .2%

#### Marital Status
- Widowed: 2.7%
- Divorced/Separated: 1.3%
- Married: 72.9%
- Single: 23.1%

#### Religion
- Catholic: 21.2%
- Protestant: 68.4%
- Muslim: 8.8%
- Hindu: .1%
- None: 1.5%
FINDINGS

Overall, there has been a marginal increase in the use of TV; use of radio has dropped significantly; use of Social Media has dropped slightly while that of print has increased slightly.

<table>
<thead>
<tr>
<th>Media</th>
<th>2019 (n=2518)</th>
<th>2020 (n=3188)</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>73%</td>
<td>74%</td>
</tr>
<tr>
<td>Radio</td>
<td>74%</td>
<td>84%</td>
</tr>
<tr>
<td>Social Media</td>
<td>54%</td>
<td>50%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>23%</td>
<td>25%</td>
</tr>
</tbody>
</table>
A slight rise in TV viewership was noted

There has been a notable drop in radio listenership

About 2 out of 5 of those surveyed indicated that the News is the TV programme most watched in their households

Citizen TV has a viewership of 35%, followed by NTV at 13%

News is the most listened to radio programme at 45%.

Radio Citizen, Radio Jambo and Radio Maisha account for almost half (43%) of radio listenership in the country
Television viewership currently stands at 74% compared to 73% in 2019.

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

**2020**
- Less than 1 hour: 3%
- 1 hour: 9%
- 1-2 hours: 21%
- 3-4 hours: 22%
- 5-6 hours: 9%
- More than 6 hours: 11%
- I do not watch TV: 26%

**2019**
- Less than 1 hour: 11%
- 1 hour: 7%
- 1-2 hours: 19%
- 3-4 hours: 21%
- 5-6 hours: 6%
- More than 6 hours: 8%
- I do not watch TV: 27%

**n=3188 for 2020**
**n=2518 for 2019**
TELEVISION VIEWERSHIP – BY GENDER

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

- Male
- Female

Less than 1 hour: 3% 3%
1 hour: 9% 9%
1-2 hours: 25% 18%
3-4 hours: 23% 21%
5-6 hours: 8% 8%
More than 6 hours: 10% 12%
I do not watch TV: 23% 29%
About 2 out of 5 of those surveyed indicated that the News is the TV programme most watched in their households.

**2020**
- News: 41%
- Music: 12%
- Soaps: 10%
- Movies: 10%
- Drama: 7%
- Politics: 6%
- Comedy: 6%
- Sports: 5%
- Documentaries: 1%
- Edutainment: 1%
- Kids’ programmes: 1%
- Reality TV: 1%

**2019**
- News: 52%
- Soaps: 15%
- Sports: 12%
- Comedy: 7%
- Drama: 6%
- Documentary: 4%

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)?
At 35%, Citizen TV has the largest share of viewers; The KTN stations (Home, News & Burudani) have a combined viewership of 21%.

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

- Citizen TV: 35%
- NTV: 13%
- KTN Home: 11%
- KTN News: 9%
- Inooro TV: 7%
- K24: 6%
- KBC: 5%
- Switch TV: 2%
- KTN Burudani: 1%
- Kass TV: 1%
- Gikuyu TV: 1%
- Others: 9%
Radio listenership currently stands at 74%, down from 84% in 2019.

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

<table>
<thead>
<tr>
<th>Time</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1 hour</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>1 hour</td>
<td>9%</td>
<td>10%</td>
</tr>
<tr>
<td>1-2 hours</td>
<td>18%</td>
<td>17%</td>
</tr>
<tr>
<td>3-4 hours</td>
<td>19%</td>
<td>16%</td>
</tr>
<tr>
<td>5-6 hours</td>
<td>11%</td>
<td>9%</td>
</tr>
<tr>
<td>More than 6 hours</td>
<td>16%</td>
<td>15%</td>
</tr>
<tr>
<td>I do not listen to Radio</td>
<td>23%</td>
<td>30%</td>
</tr>
</tbody>
</table>

n=3188
RADIO LISTENERSHIP – BY LOCATION

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

- Less than 1 hour: Urban 5%, Rural 4%
- 1 hour: Urban 7%, Rural 11%
- 1-2 hours: Urban 17%, Rural 18%
- 3-4 hours: Urban 16%, Rural 18%
- 5-6 hours: Urban 8%, Rural 11%
- More than 6 hours: Urban 13%, Rural 17%
- I do not listen to Radio: 35% Urban, 22% Rural

STATUS OF THE MEDIA REPORT 2020
45% of those surveyed indicated that the News is the radio programme most listened to in their households.

Which of the following types of radio programmes have been listened to in your household more than once?

- News: 45%
- Music: 28%
- Politics: 7%
- Comedy: 5%
- Edutainment: 4%
- Drama: 4%
- Sports: 4%
- Soaps: 1%
- Documentaries: 1%

n=2355
Radio Citizen, Radio Jambo and Radio Maisha account for almost half (43%) of radio listenership in the country.

<table>
<thead>
<tr>
<th>Radio Station</th>
<th>Listenership (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio Citizen</td>
<td>19%</td>
</tr>
<tr>
<td>Radio Jambo</td>
<td>14%</td>
</tr>
<tr>
<td>Radio Maisha</td>
<td>10%</td>
</tr>
<tr>
<td>Inooro FM</td>
<td>5%</td>
</tr>
<tr>
<td>Kameme FM</td>
<td>5%</td>
</tr>
<tr>
<td>Milele FM</td>
<td>5%</td>
</tr>
<tr>
<td>Classic 105</td>
<td>3%</td>
</tr>
<tr>
<td>Radio Taifa</td>
<td>3%</td>
</tr>
<tr>
<td>Ramogi FM</td>
<td>3%</td>
</tr>
<tr>
<td>Musyi FM</td>
<td>3%</td>
</tr>
<tr>
<td>Kass FM</td>
<td>2%</td>
</tr>
<tr>
<td>Kiss 100</td>
<td>2%</td>
</tr>
<tr>
<td>Changai FM</td>
<td>2%</td>
</tr>
<tr>
<td>Egesa FM</td>
<td>1%</td>
</tr>
<tr>
<td>NRG Radio</td>
<td>1%</td>
</tr>
<tr>
<td>KBC English Service</td>
<td>1%</td>
</tr>
<tr>
<td>Ghetto Radio</td>
<td>1%</td>
</tr>
<tr>
<td>Radio Nam Lolwe</td>
<td>1%</td>
</tr>
<tr>
<td>Mulembe FM</td>
<td>1%</td>
</tr>
<tr>
<td>Muuga FM</td>
<td>1%</td>
</tr>
<tr>
<td>Hot 96</td>
<td>1%</td>
</tr>
<tr>
<td>Gukena</td>
<td>1%</td>
</tr>
<tr>
<td>Sule FM</td>
<td>1%</td>
</tr>
<tr>
<td>Capital FM</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>9%</td>
</tr>
</tbody>
</table>

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

*n=2355*
BROADCAST MEDIA IN OTHER COUNTRIES...

Television viewership currently stands at 74% compared to 73% in 2019.

In South Africa, TV (averaging 95%) is the most consumed broadcast media platform followed by radio.

Media landscape
Past 7 day reach trend (%)
Nigeria (2016-2018)

Most Nigerians receive their news via radio; 44% of Nigerians listened to the radio every day compared to 25% who watched TV in the same period. About 1 in 3 respondents indicated that they had ‘never’ watched the TV.
PRINT MEDIA
PRINT MEDIA – SUMMARY

- Newspaper readership currently stands at a paltry 25%, a marginal increase of 2% from 2019

- Daily Nation is the newspaper most read at 47% followed by The Standard at 27%

- Majority (51%) of the respondents reported to be accessing newspapers by purchasing their own copies
Newspaper readership currently stands at a paltry 25%, a marginal increase of 2% from 2019.
NEWSPAPER READERSHIP - BY GENDER & LOCATION

Male:
- Yes: 35%
- No: 65%

Female:
- Yes: 85%
- No: 15%

STATUS OF THE MEDIA REPORT 2020
Daily Nation is the newspaper most read at 47% followed by The Standard at 27%
A majority (51%) of the respondents who read newspapers indicated a preference for purchasing their own copies

- I buy it/them every day: 51%
- I read it/them at a social place e.g. restaurant, hotel, barbershop etc: 14%
- I read/them it on the Internet: 11%
- I read it/them at vendor’s selling point: 8%
- I subscribe to it/them: 6%
- I read it/them at a shop in my neighbourhood: 5%
- I get free copies: 3%
- I get PDF versions through WhatsApp: 2%
- Other: 3%

Where do you usually access your preferred newspaper(s)/publication(s) from? n=800, read newspaper
SOCIAL MEDIA – SUMMARY

- The use of WhatsApp and Facebook was noted to have increased slightly; they remain the most popular Social Media platforms and are most preferred for the dissemination of information.

- 39% of the people interviewed use Social Media for networking, while 34% use it for accessing breaking news and entertainment.
The use of WhatsApp and Facebook was noted to have increased slightly; they remain the most popular Social Media platforms

<table>
<thead>
<tr>
<th>Platform</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>WhatsApp</td>
<td>36%</td>
<td>32%</td>
</tr>
<tr>
<td>Facebook</td>
<td>35%</td>
<td>31%</td>
</tr>
<tr>
<td>Twitter</td>
<td>10%</td>
<td>12%</td>
</tr>
<tr>
<td>Instagram</td>
<td>9%</td>
<td>10%</td>
</tr>
<tr>
<td>YouTube</td>
<td>7%</td>
<td>2%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

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

n=1583
n=1359

STATUS OF THE MEDIA REPORT 2020
WhatsApp and Facebook are the most preferred Social Media platforms for the dissemination of information

- WhatsApp: 41.8%
- Facebook: 41.5%
- Twitter: 8.6%
- Instagram: 4.0%
- YouTube: 2.9%
- Blogs: 0.3%
- Snapchat: 0.2%
- LinkedIn: 0.1%
- Others: 0.5%

Which of these social media do you use to disseminate or distribute news about events or occurrences? n=1583, use social media
Social Media is primarily used for networking as stated by 39% of the surveyed respondents.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Networking with other people</td>
<td>39%</td>
</tr>
<tr>
<td>Breaking news</td>
<td>17%</td>
</tr>
<tr>
<td>Entertainment</td>
<td>17%</td>
</tr>
<tr>
<td>Research</td>
<td>10%</td>
</tr>
<tr>
<td>Self-Branding &amp; making presence in social media</td>
<td>7%</td>
</tr>
<tr>
<td>To pass time</td>
<td>7%</td>
</tr>
<tr>
<td>Gossip</td>
<td>3%</td>
</tr>
</tbody>
</table>

n=1583, use social media
CONFIDENCE IN THE MEDIA
CONFIDENCE IN THE MEDIA - SUMMARY

- 97% of the surveyed respondents indicated that they have confidence in the media compared to 91% previously.

- Television and radio are the most trusted media platforms.
97% of the surveyed respondents indicated that they have confidence in the media compared to 91% previously.

How much confidence do you have in the media?

<table>
<thead>
<tr>
<th>Confidence Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>No confidence at all</td>
<td>3%</td>
</tr>
<tr>
<td>Little confidence</td>
<td>16%</td>
</tr>
<tr>
<td>Some confidence</td>
<td>47%</td>
</tr>
<tr>
<td>A lot of confidence</td>
<td>34%</td>
</tr>
</tbody>
</table>

n=3187

<table>
<thead>
<tr>
<th>Confidence Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Some confidence</td>
<td>48%</td>
</tr>
<tr>
<td>A lot of confidence</td>
<td>24%</td>
</tr>
<tr>
<td>Little confidence</td>
<td>19%</td>
</tr>
<tr>
<td>No confidence at all</td>
<td>9%</td>
</tr>
</tbody>
</table>

n=2518
CONFIDENCE IN THE MEDIA - BY GENDER

- **No confidence at all**
  - Male: 3%
  - Female: 4%

- **Little confidence**
  - Male: 15%
  - Female: 17%

- **Some confidence**
  - Male: 48%
  - Female: 45%

- **A lot of confidence**
  - Male: 34%
  - Female: 35%

**How much confidence do you have in the media?**

n=3187

STATUS OF THE MEDIA REPORT 2020
The surveyed respondents indicated that they have a lot of trust in Television (70%) and Radio (67%).

A lot of trust/trust

- Television: 70%
- Radio: 67%
- Newspapers/Publications: 41%
- Internet: 36%
- Social Media such as Facebook, Twitter, WhatsApp etc: 33%

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:
Television (47%) and Radio (36%) are the main sources of news for Kenyans.
The main sources of news for Kenyans are Television (47%) and Radio (36%).

- Television: 47%
- Radio: 36%
- Social Media: 10%
- Family/friends/colleagues: 4%
- Internet: 2%
- Newspapers: 1%

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

n=3183
**MAIN SOURCES OF NEWS - BY LOCATION**

- **Television**: Urban 51% | Rural 44%
- **Radio**: Urban 42% | Rural 24%
- **Social Media**: Urban 16% | Rural 6%
- **Family/friends/colleagues**: Urban 4% | Rural 5%
- **Internet**: Urban 3% | Rural 2%
- **Newspapers**: Urban 2% | Rural 1%

**Overall, which of the following did you use as a main source of news in the last 7 days?**  
*n=3183*
MEDIA USAGE AND COVID-19
MEDIA USAGE AND COVID 19 - SUMMARY

- 55% of the surveyed respondents indicated that their media usage had increased during the COVID 19 pandemic.
### INTERACTION WITH MEDIA DURING COVID-19

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

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: n=1583
55% of the surveyed respondents indicated that their media usage had increased during the COVID-19 pandemic.

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

- Increased: 55%
- Decreased: 23%
- Remained the same: 22%

n=3188
TIME SPENT ON MEDIA DURING THE COVID 19 PANDEMIC – BY LEVEL OF EDUCATION

Since the beginning of the COVID-19 pandemic in the country, would you say the time you spend consuming media has...
KEY TAKE OUTS (1/2)

**Broadcast Media**
- Slight rise in TV viewership
- Notable drop in radio listenership
- News is the programme most watched on TV and most listened to on radio

**Print Media**
- Just 25% read newspapers
- 51% of those who read newspapers access them by purchasing their own copies

**Social Media**
- WhatsApp and Facebook are the most popular Social Media platforms
- Social Media is used primarily for networking

STATUS OF THE MEDIA REPORT 2020
KEY TAKE OUTS (2/2)

Confidence in the Media
- Confidence in the media remains high
- Television and radio are the most trusted sources of news

Sources of News
- Television and radio are the main sources of news

Media Usage and COVID-19
- 55% of the surveyed respondents indicated that their media usage has increased during the pandemic