



Media Consumption – Consumer Habit Study

Kenya

October 2015



Introduction

In a recent survey by WFA, marketers in Africa complained about the lack of local market data especially around media consumption and retail performance. Data on media consumption and insights will allow advertisers to target effectively an audience and serve content that engage the audience.

Kasi Insight conducted a Media Consumption Habits Study: an online survey conducted in Kenya on consumer behavior and attitudes toward media and news. Over 1001 respondents ages 18-55 participated in the survey, sharing their feelings about preferred type of news, time spent on various channels, and a bonus question on billboard effectiveness.



Methodology

Pleased equally in seeking as in finding...



Survey start: **September 14**
Finish: **September 25, 2015**



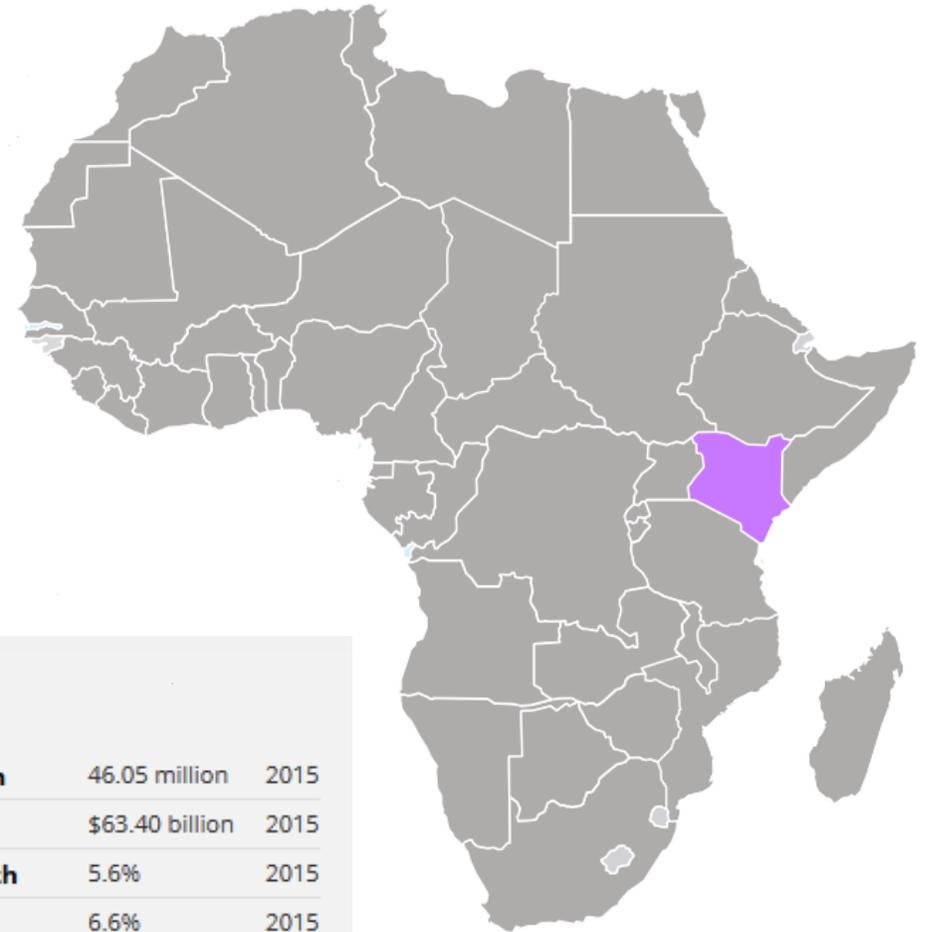
Total sample: **1001** participants
in Nairobi (Kenya)



Focus: All survey participants are
ages 18 to 55



Online /desktop questionnaire.



ITEMS	KENYA
SAMPLE DESIGN	Area probability design.
MODE	Online questionnaire
LANGUAGE	English
SAMPLE SIZE	1001
MARGIN ERROR	+3.1%
REPRESENTATIVE	Adult (18+) urban dwellers

COUNTRY AT A GLANCE



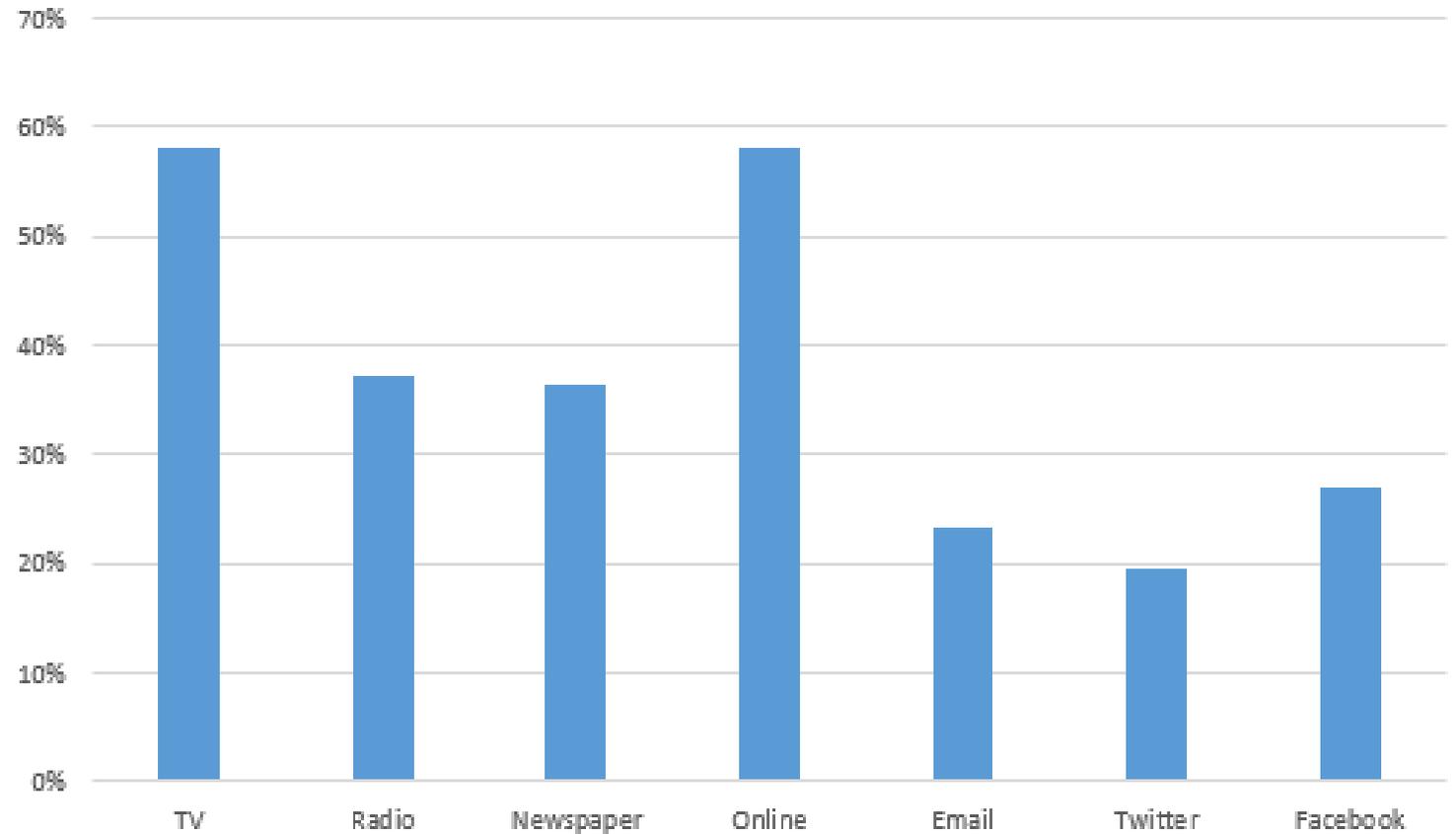
Population	46.05 million	2015
GDP	\$63.40 billion	2015
GDP growth	5.6%	2015
Inflation	6.6%	2015

Watching, reading & listening to the news

- ✓ Finding out where respondents got the news a day ago
 - ✓ Traditional vs Digital media mix
 - ✓ Time spent to consume news
-



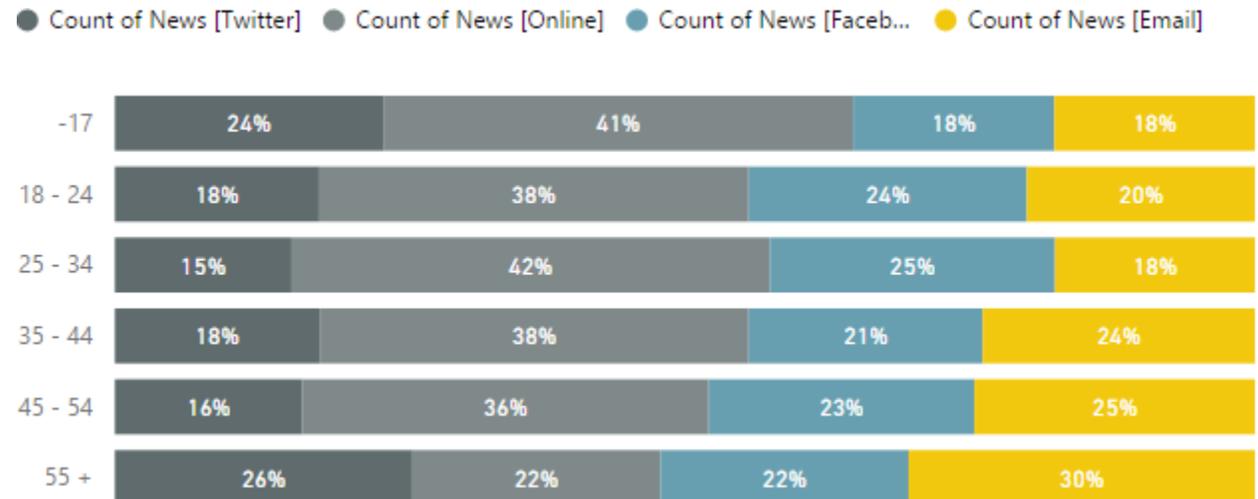
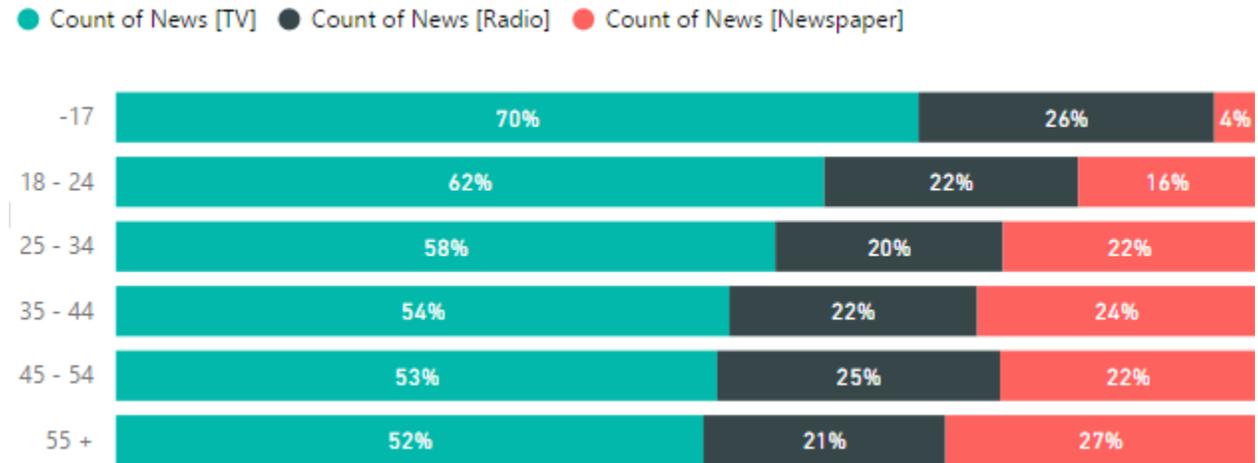
Online is
catching up
with TV



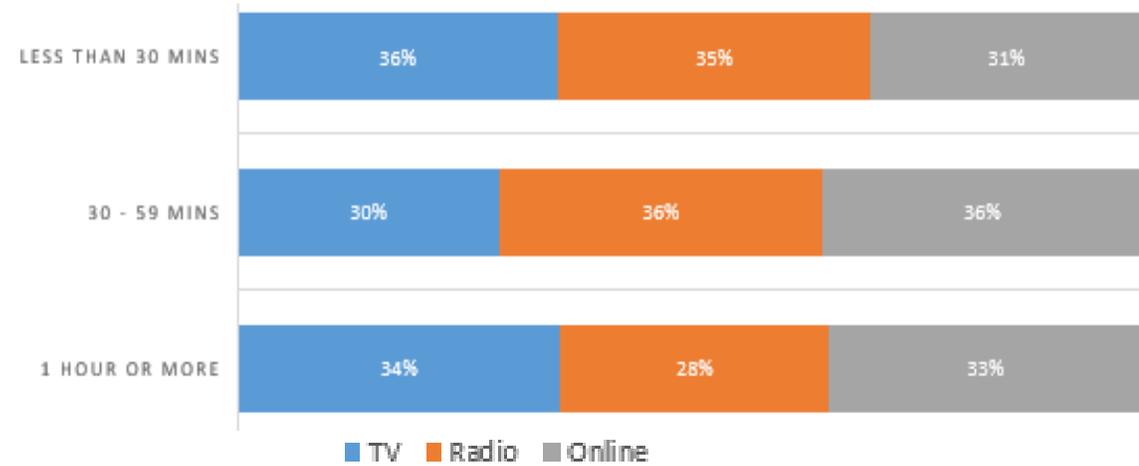
Q: Where did you get the news yesterday? Kenya (n = 1001)

The split on traditional media consumption shows 58% of respondents get the news in TV followed by Radio (38%)

58% of total survey respondents get their news Online. This contradicts one general assumption that radio reaches more audience in Africa than other online sources.



34% of respondents spent more time watching news on TV, closely followed by Online 33%



Q: Where did you get the news yesterday? Kenya (n = 1001)

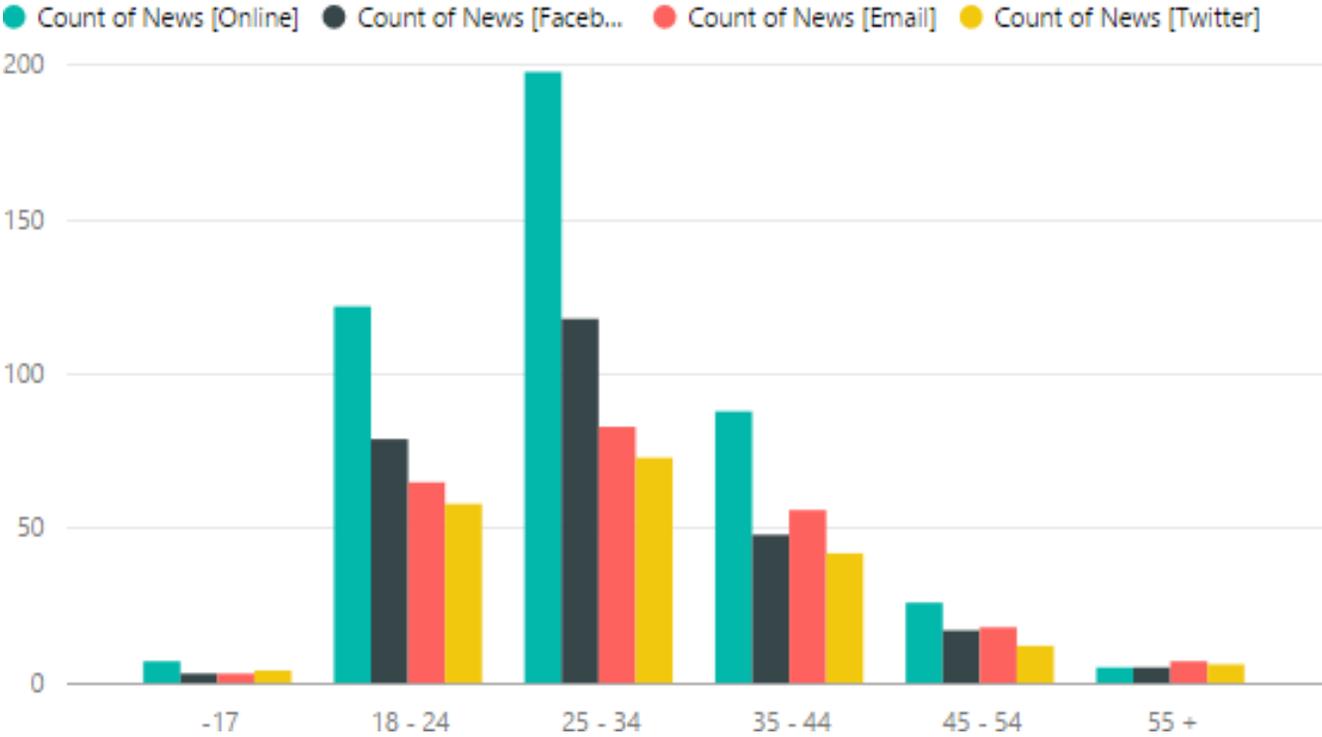


Online and Digital News

- ✓ What percentage of respondents get news online?
 - ✓ Education & Gender mix of digital news consumers
 - ✓ What the main device for digital news?
 - ✓ Who uses Facebook & Twitter for news?
-

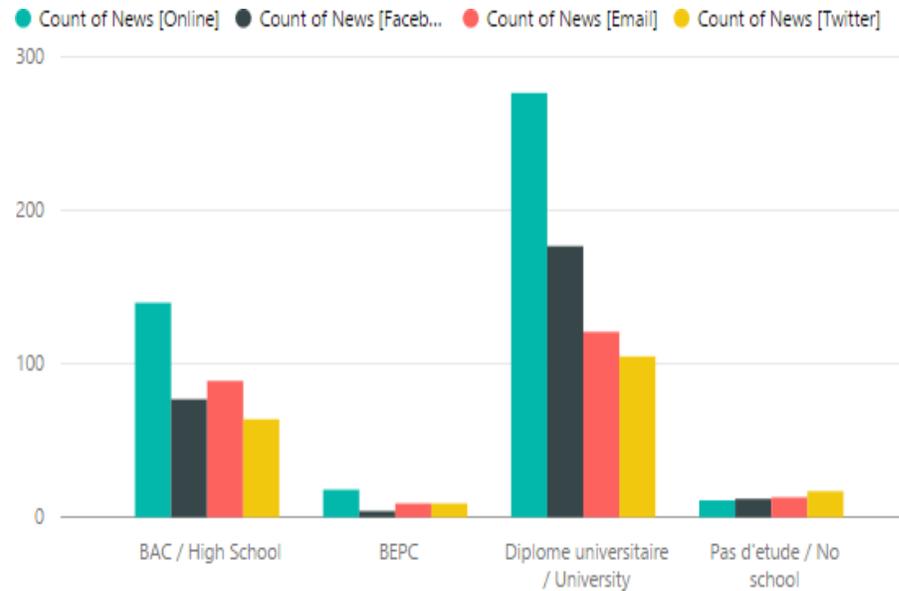


Getting news online is popular across age groups with leaders between 25-34 years old

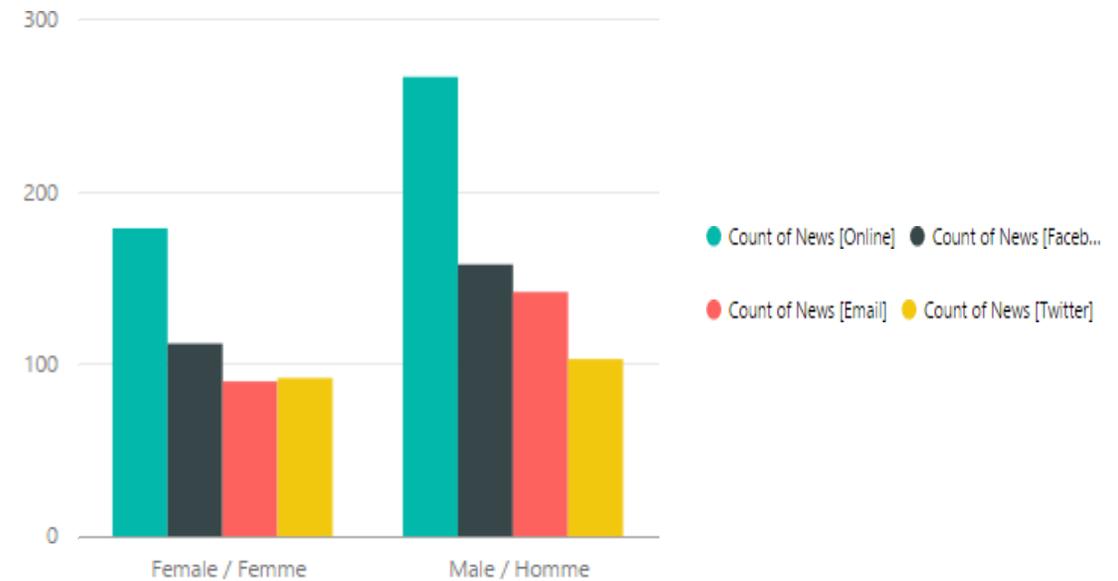


Q: Where did you get the news yesterday? Kenya (n = 1001)

Highly educated tend to watch news online



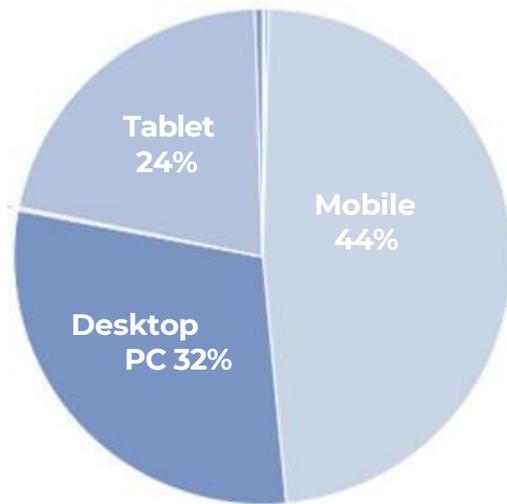
Even distribution between male, and female



Q: Where did you get the news yesterday? Kenya (n = 1001)

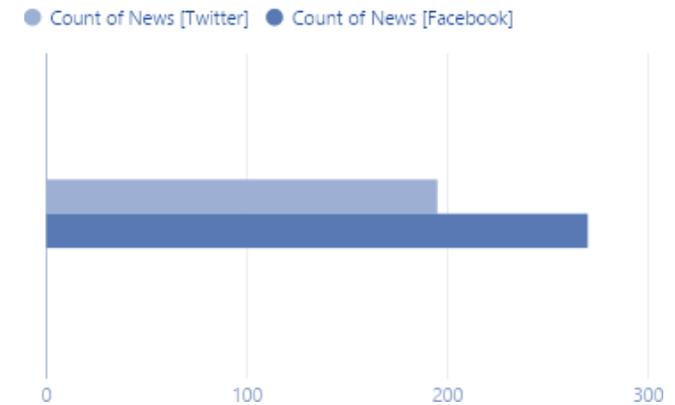
3 Getting more news from mobile

44% of respondents use their mobile to get news online followed by PC (32%) and Tablet (24%)



Q: How did you access the online news? Kenya (n = 641)

28% of respondents get news from Facebook vs Twitter (20%)



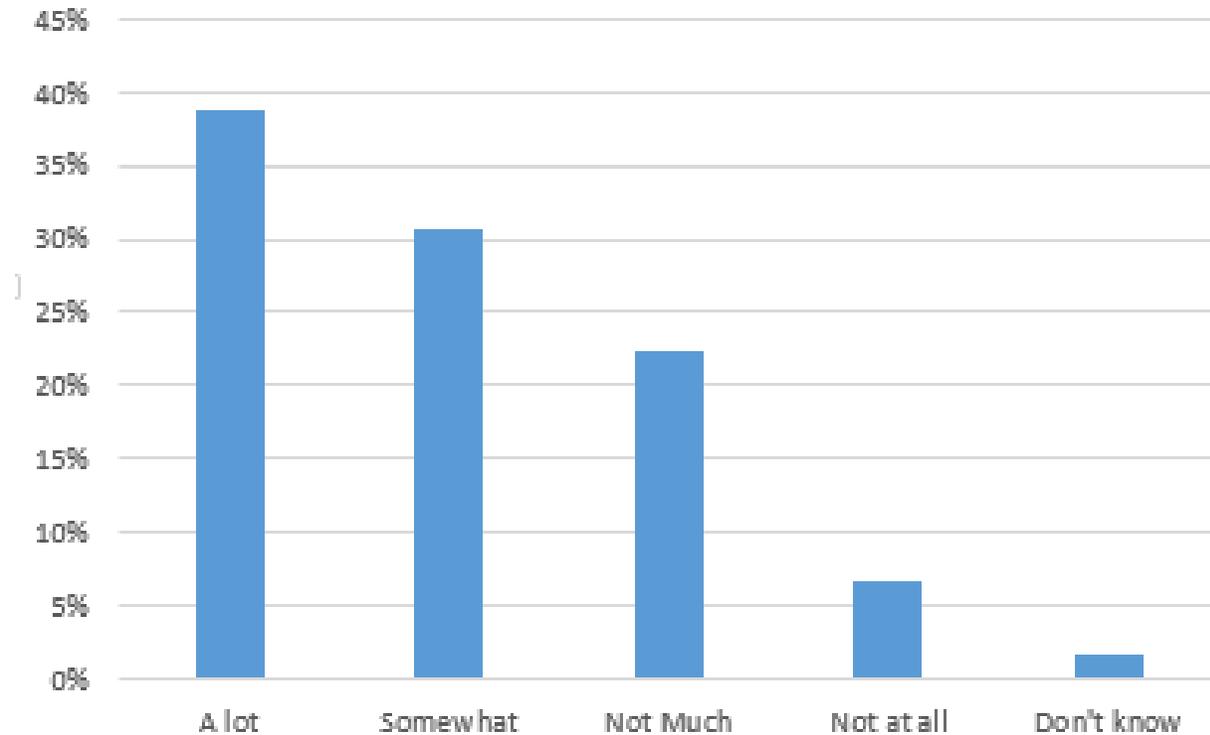
Q: Where did you get the news yesterday? Kenya (n = 465)

News attitudes

- ✓ Do respondents enjoy the news?
 - ✓ Does attitude toward vary across age groups?
 - ✓ What are the most popular news people follow?
 - ✓ What is the least popular type of news?
-



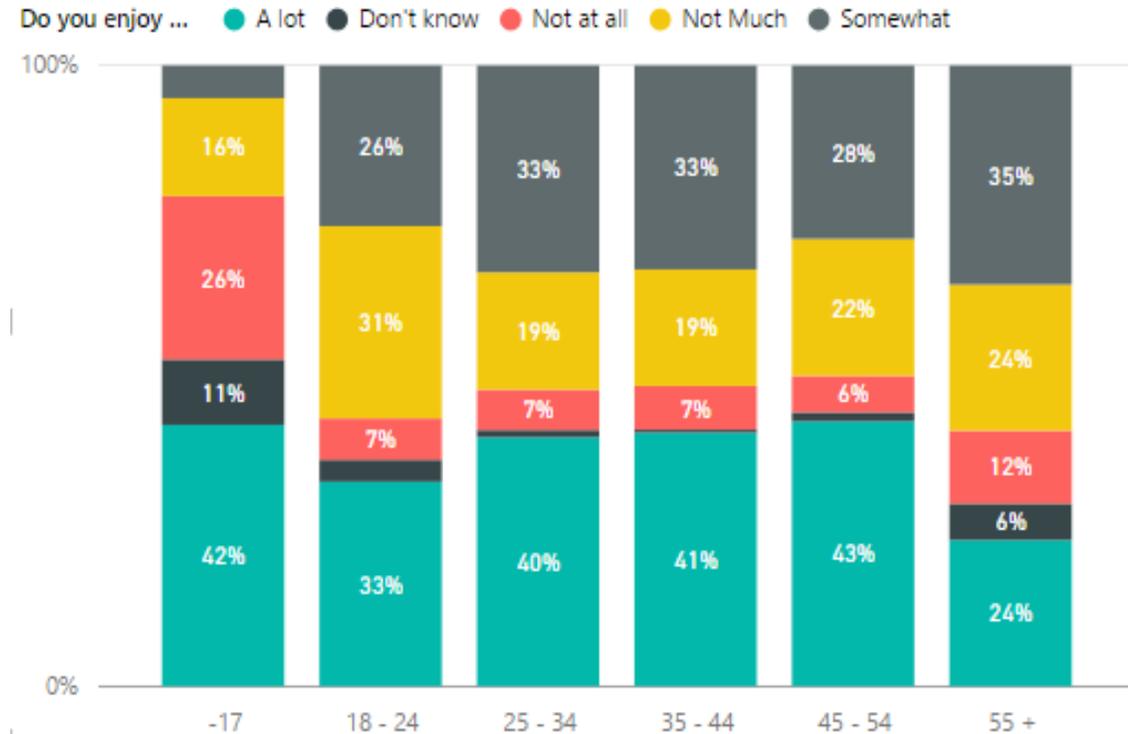
39% of respondents enjoy the news – Only 7% said they don't enjoy the news



Q: Do you enjoy watching the news? Kenya (n = 978)



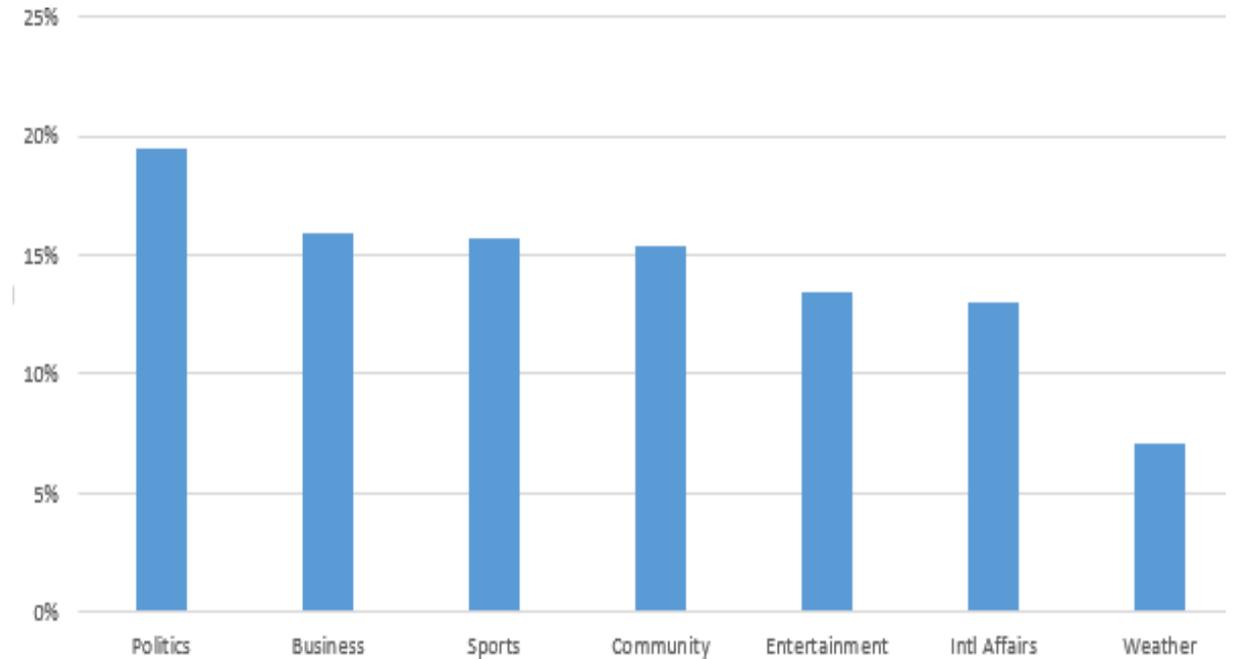
Average 39% of respondents enjoy the news and with people 45 – 54 enjoying the most (43%)



Q: Do you enjoy watching the news? Kenya (n = 978)

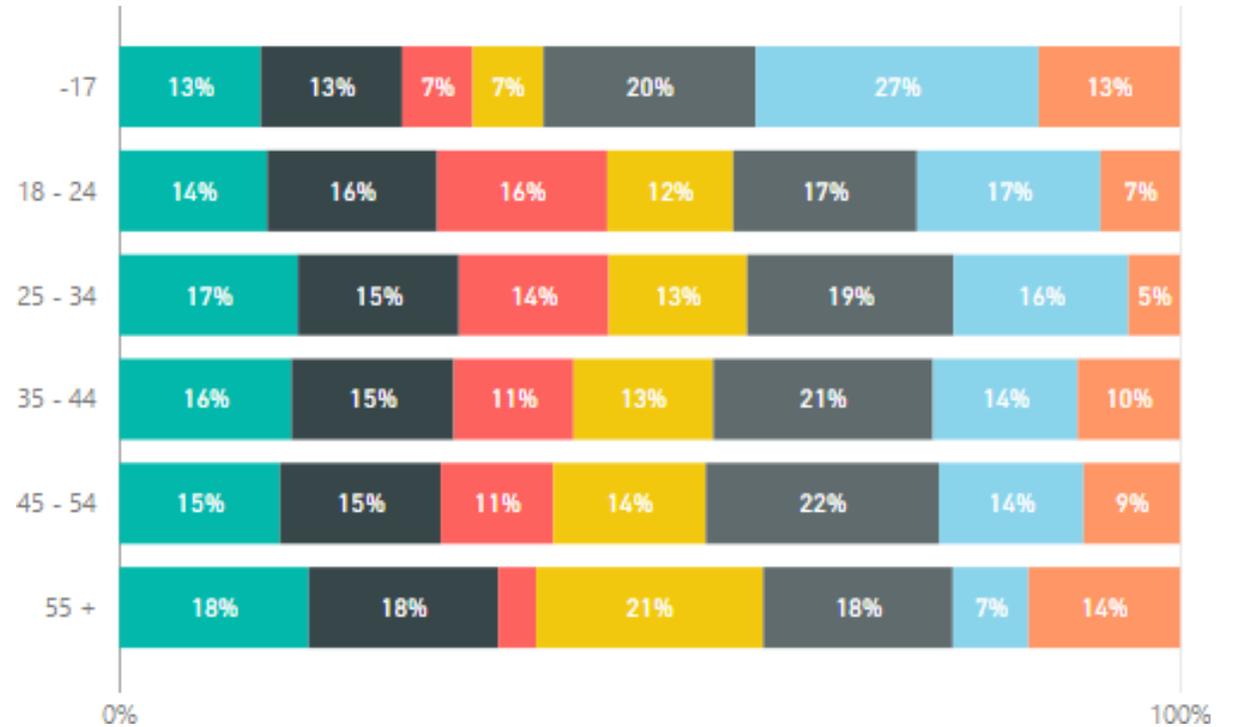


Politics & Business news are the top news respondents follow closely -
Weather is the least



Q: Do you enjoy watching the news? Kenya (n = 978)

Younger respondents enjoy sports (27%)
 Mid age enjoy politics (20%)
 Older respondents enjoy Intl Affairs (21%)



Q: Do you enjoy watching the news? Kenya (n = 978)

TV will remain the leading media in Kenya over the medium term

Our sample is mostly urban, so Radio was most likely underestimated. We believe Radio is still #2 across Kenya

Giving mobile penetration, online will continue to grow

Time spent will also migrate to online



Our clients

Many companies & organizations have adopted Kasi's research approach to understand the markets in Africa



Foreign, Commonwealth
& Development Office



Pernod Ricard



Associations & Accolades

Building Trust Through Prominent Research Affiliations and Alliances



**Business for Africa
and the World**
SHARM EL-SHEIKH, EGYPT, 8 - 9 December 2018

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