



# Media Consumption Consumer Habits Study

Ghana & Kenya

**October 2015**

Target Audience: News/Marketing Executive  
Industry: Media News Outlets



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Data Sources

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 better target an audience and provide content that engages 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.

## What & When

A 5-minute online survey was conducted by Kasi Insight between September 14th and September 25th, 2015, in Nairobi (Kenya)

## Who

1 country was sampled via our internet-based network:

- Kenya (N= 1001)

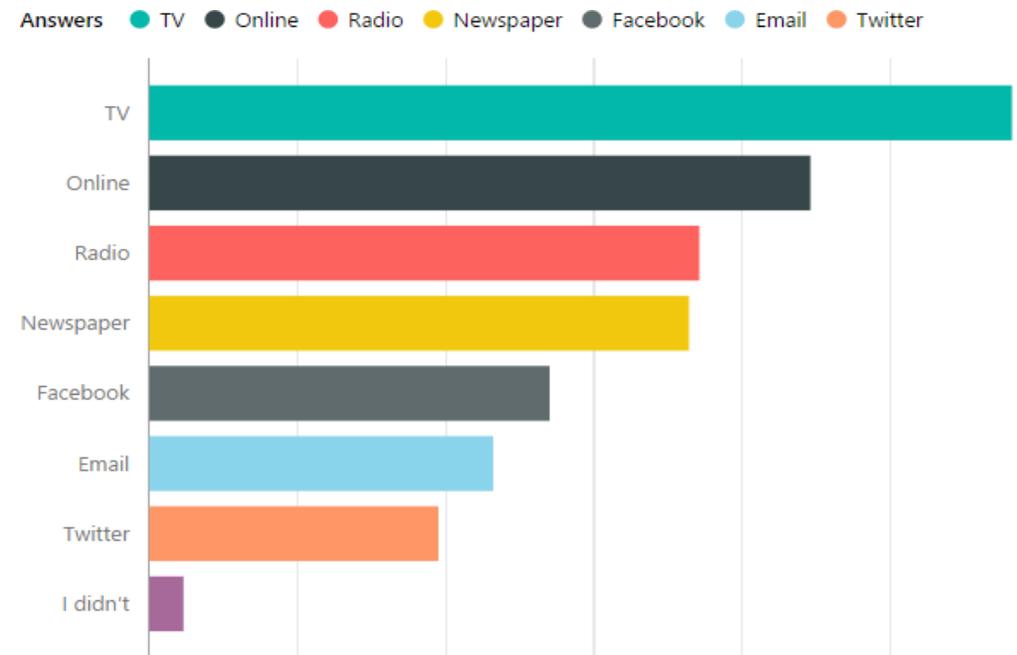
All survey participants are ages 18 to 55.

**The majority of respondents enjoy watching or reading the news.**

**Online is now the second source of news for Kenyans ahead of Radio.**

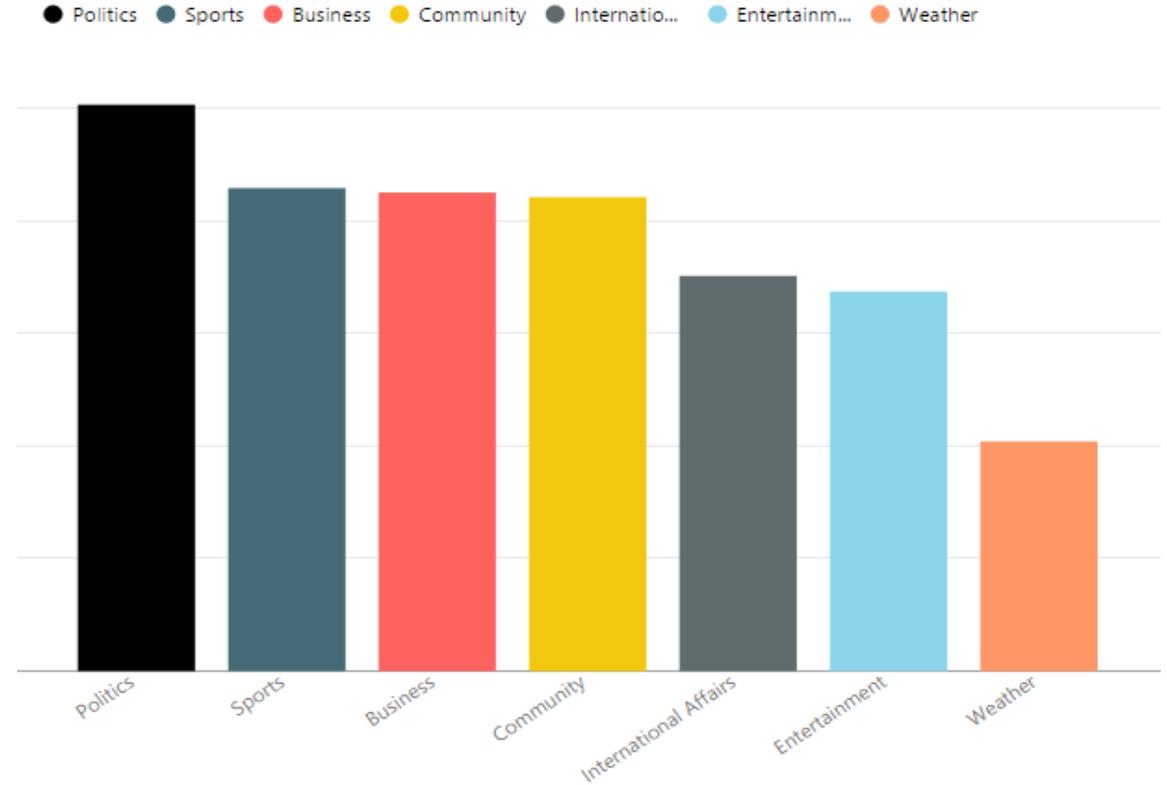
**Politics, Sports and Business are the top type of news people follow closely.**

**TV is still leading source of news followed closely by Online.**



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

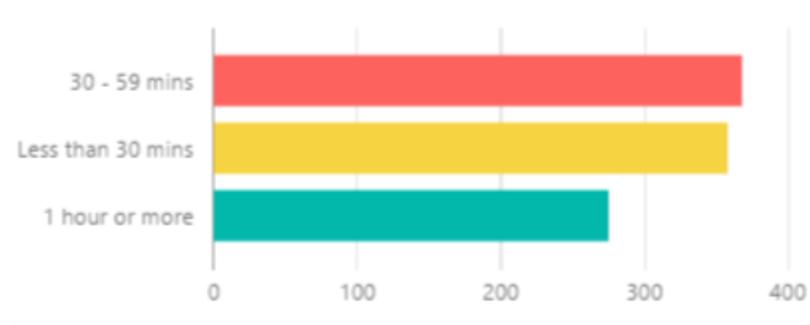
# Politics and Sports are closely watched by Kenyans



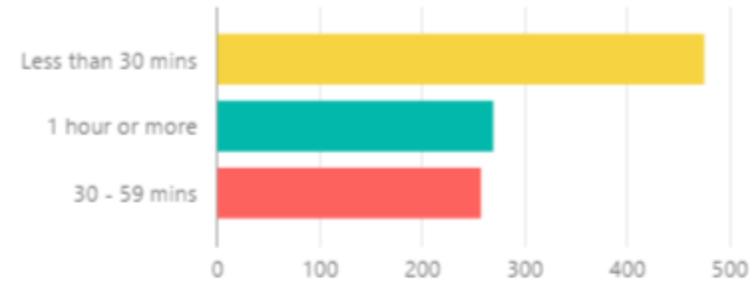
Q: What type of news do you follow closely?  
Kenya (N=1001)

- **The respondents spend more time watching / reading news online.**
- **Respondents spend less than 30 mins watching/reading on TV, Radio or Newspaper.**
- **More people are watching/reading news on Mobile**

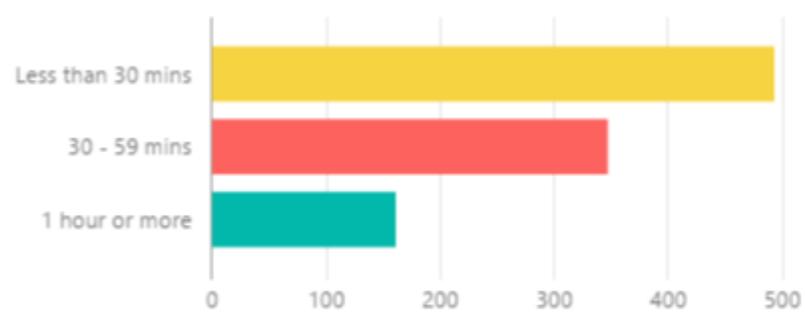
# Online is the only medium where people are spending up to 1hr watching/reading news



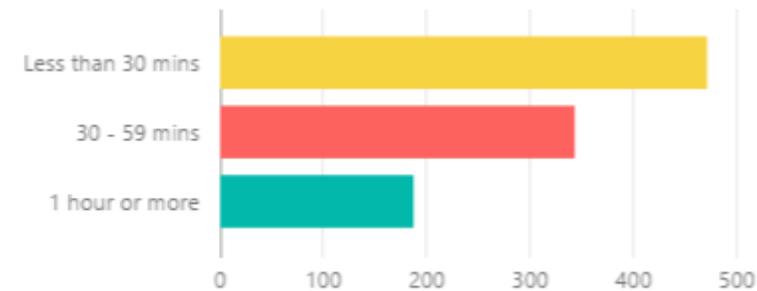
ONLINE



TV



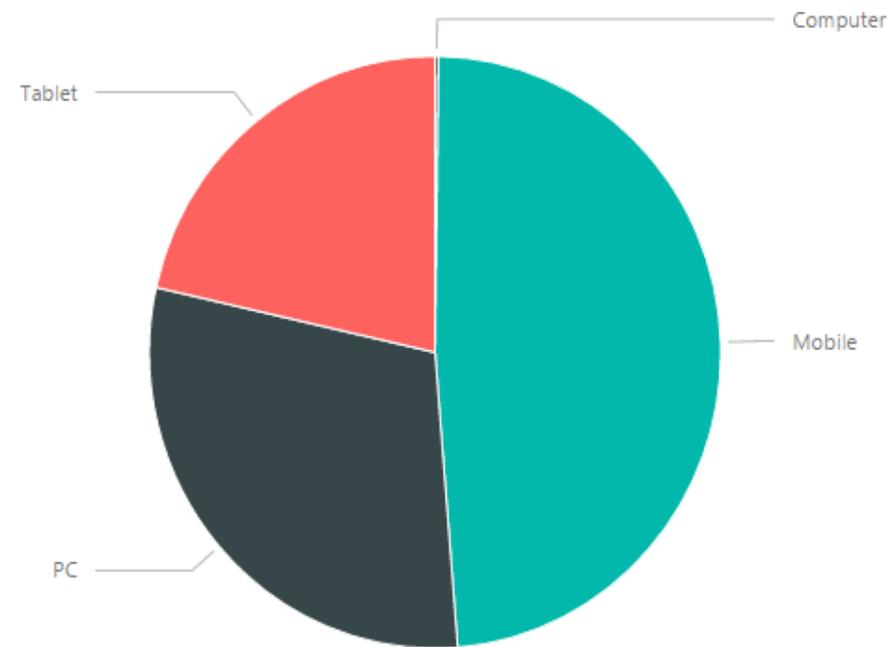
RADIO



NEWSPAPER

Q: How much time did you spend watch/reading the news?  
Kenya (N=1001)

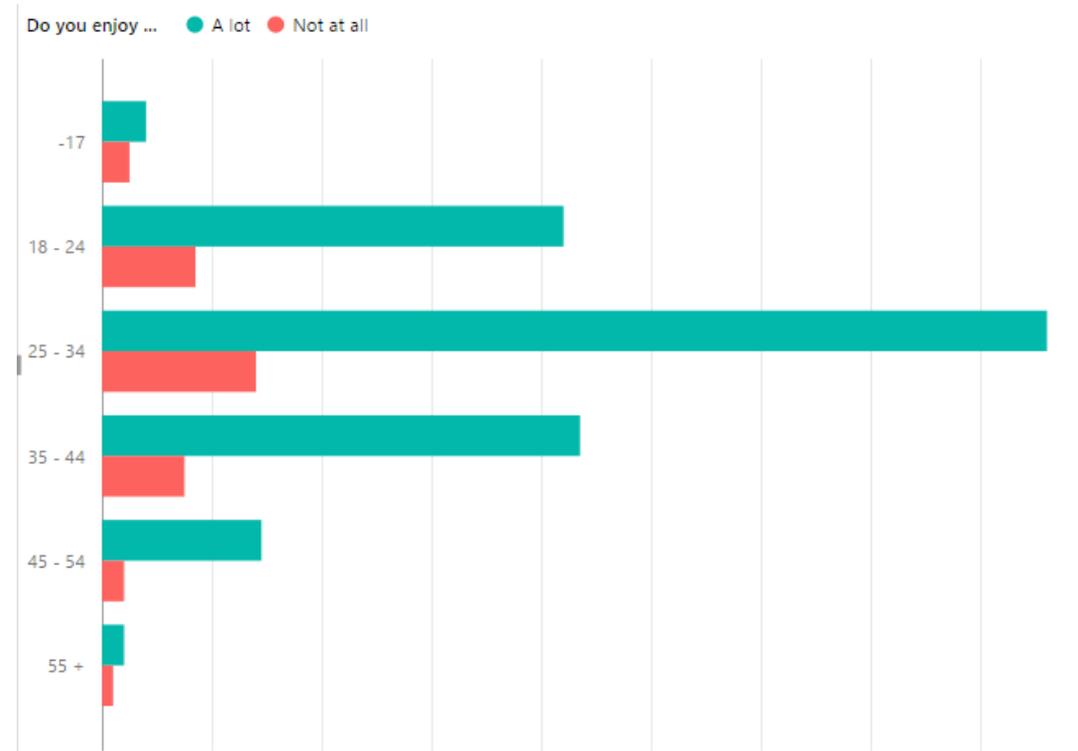
# Mobile is the leading medium for online news



Q: Where do you usually get the news online?  
Kenya (N=1001)

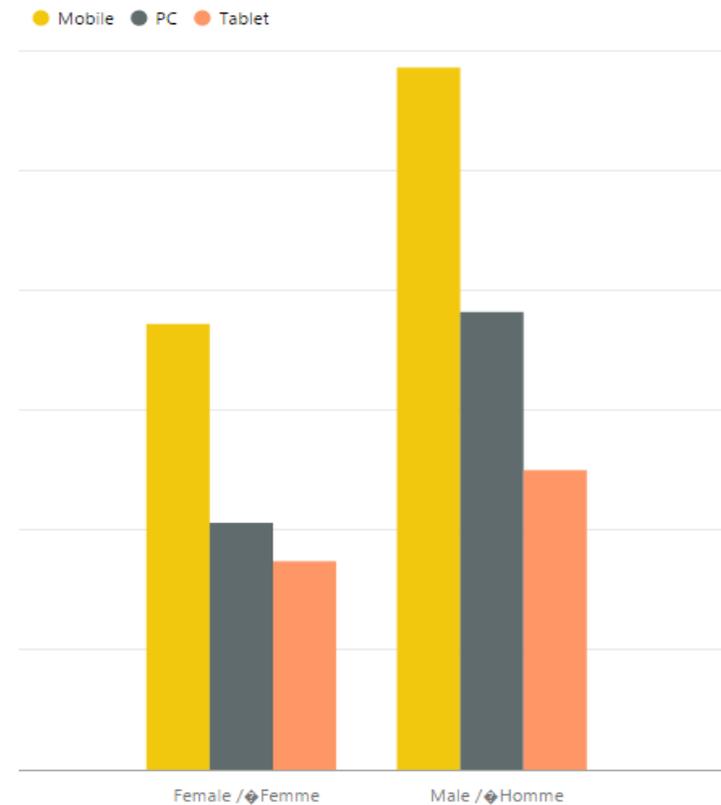
- **Globally, our respondents enjoy the news, with younger people watching/reading news the most.**
- **Mobile is the device mostly used for online news.**
- **Business, Politics and Sports are evenly followed by men and women**

**25 – 34 years old are the respondents who enjoy watching the news a lot**



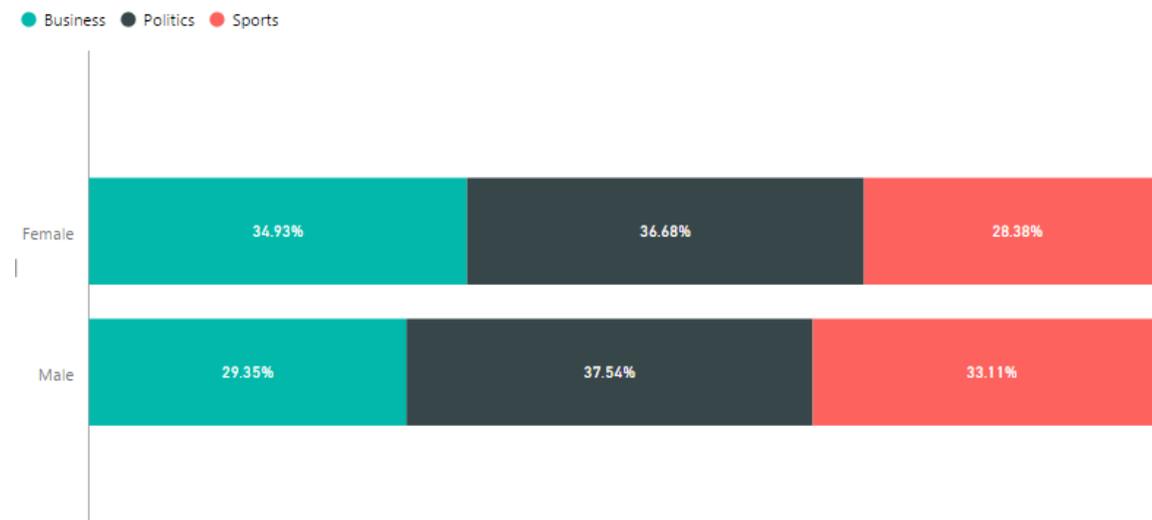
Q: Do you enjoy watching/reading the news?  
Kenya (N=1001)

**The devices used by men & women to consume news online are pretty similar**



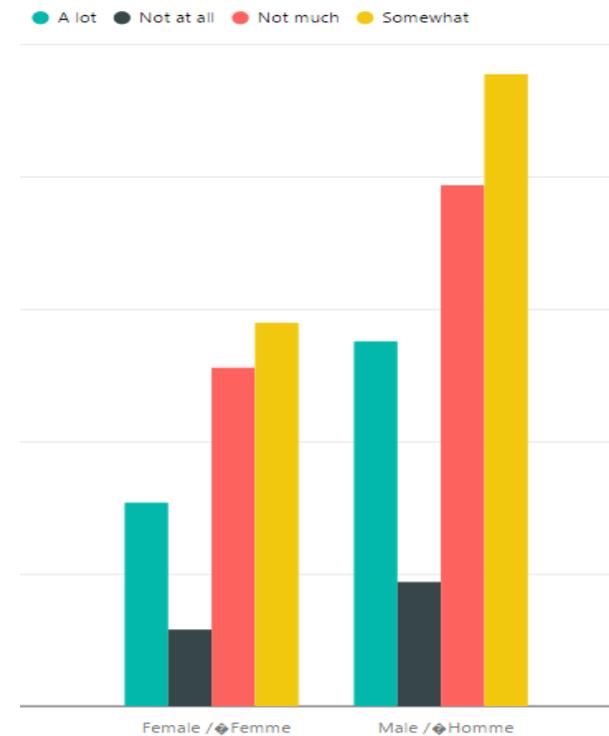
**Q: Where do you usually get the news online?  
Kenya (N=1001)**

**Pretty even  
distribution  
between men and  
women among to  
top 3 type of news**



Q: What type of news do you follow closely?  
Kenya (N=1001)

**Billboards don't seem to keep the respondents attention both men and women.**



**Q: Do you usually pay attention to billboards?  
Kenya (N=1001)**

## **Kasi Insight**

An internet-based information platform that empowers business leaders and organizations with reliable data and actionable insights from Africa. With deep roots in Africa and the data analytics and visualization tools, we crowdsource data and insights from millions of middle-class Africans to help you understand, track and serve the fastest growing consumer market in the world. Kasi Insight is becoming the leader in leveraging the African crowd and wisdom to drive success of your business in Africa.

## **About Quartz Africa**

Quartz is a digitally native news outlet, born in 2012, for business people in the new global economy. We publish bracingly creative and intelligent journalism with a broad worldview, built primarily for the devices closest at hand: tablets and mobile phones. Quartz Africa was launched in June 2015.

## Get more actionable insights

- **Demographics analysis**
- **Location drilldown**
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- **And more.**

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