
Kenya Establishment Survey Thematic Areas

The GeoPoll Kenya Media Establishment survey goes beyond to provide rich insights into radio, television, print, internet, social media, pay TV, SVOD, Free shared and streamed video, cinema, outdoor/OOH, messaging apps, and music, podcasts and audiobooks.

Below are some of the areas the study is covering:

Demographic Information

- Gender
- Age group
- Household size + Ages
- Region
- County
- Rural/Urban setting
- Marital Status
- Decision-making
- Education level
- Work status
- Occupation
- Main sources of income
- Monthly income
- Religious denominations
- SEC

Media Activity

Television

- Overall viewership
- Viewership frequency
- Daily viewership – number of minutes/hours
 - Weekdays
 - Saturdays
 - Sundays
- Devices
- Attention
- TV Set Ownership & type (Smart TVs vs Other TVs)
- Viewership locations
 - All
 - Top
- Reasons for now watching TV at home

- Pay TV
 - Status – current subscription, inactive plans, stopped subscriptions, Free-to-Air, Smart TV
 - Current and Past Pay TV subscriptions (brands/services)
 - Active packages
 - Monthly Pay TV spend for each package
 - Most popular FTA decoder brands

Radio

- Overall Listenership
- Weekly listenership (days/week)
- Daily listenership (hours/day)
 - Weekdays
 - Saturdays
 - Sundays
- Listenership locations
- Device – broken down by frequency

Newspaper – paper + online

- Weekly readership (hours per week)
 - Weekdays
 - Saturdays
 - Sundays
- Methods
 - Paper copies
 - Devices – digital/online
- Most popular newspapers and news websites in Kenya
 - Overall
 - Paper vs online versions
 - Device used per online news platform
- Access method per online news platform (such as direct website, search engine, social media link, e-paper, shared copies, etc)
- Subscription for online news content
- Newspaper copy ownership

Magazine – paper + online

- Magazine types (Online vs printed)
- Daily readership (hours/day)
 - Weekdays
 - Saturdays
 - Sundays
- Methods
 - Online – Frequency per device
 - Printed – Frequency

- Location (printed magazines)
- Magazine subscription

Internet

- Usage and frequency of usage
- Internet access frequency
- Internet usage per week (days/week)
- Internet usage per day (hours/day)
 - Weekday
 - Saturday
 - Sunday
- Location (places the internet is accessed from)
- Connectivity by Internet Service Provider
- Devices used
- Free vs personally paid for internet
- Website types accessed
- Reasons for not accessing the internet

Social Media & Messaging

- Overall Access
 - Social Media platforms
 - Messaging platforms
- Weekly Access Frequency (Days per week)
- Daily Access Frequency (Hours/Day)
 - Weekdays
 - Saturdays
 - Sundays
- Most popular social media and messaging platforms
- Usage Frequency per platform

Subscription Video on Demand (SVOD)

- Overall access
- Weekly frequency (days/week)
- Daily Frequency (hours/day)
 - Weekdays
 - Saturdays
 - Sundays
- Most popular SVOD platforms
- Frequency per platform

Free online video streaming

- Overall access
- Weekly frequency (days per week)

- Daily frequency (hours per day)
 - Weekdays
 - Saturdays
 - Sundays
- Most popular platforms
- Frequency per platform

Music & Podcasts

- Subscription status
- Most popular streaming platforms

Cinema

- Overall usage
- Frequency
- Cinema Type/Place

Outdoor Advertising

- Noticed outdoor advertising

Mobile Services

- Most popular Mobile Service Providers

E-Commerce/Online shopping

- Most popular online shopping platforms
- Frequency per platform

Financial Services

- Currently used financial services
- Out-of-bank savings products used
- Mobile banking products used
- Loan/credit products used
- Bank products (accounts and cards) used
- Securities and investments used
- Insurance products used
- Active pension/retirement services
- Cryptocurrencies used

Gambling

- Incidence

FMCG

- Product type usage
 - Soft drinks

- Milk products
- Personal care
- Washing products
- Feminine care products
- Alcoholic beverages
- Shopping locations – between large supermarkets, mini supermarkets, kiosks, dukas, petrol stations, butchery, open air market, mama mboga, online and others.
 - Household personal care products
 - Dry foods
 - Cooking oil
 - Fresh vegetables
 - Squashes and juices
 - Water
 - Carbonated soft drinks
 - Adult clothes
 - Children clothes
 - Household electronics

Devices

- Device ownership
- Device usage

Sampling

- **Sample size:** 4,581 respondents.
- **Sampling frame:** The 2019 National Census data.
- **Sampling design:** Covers all the 47 counties to the ‘sub-regional’ level.
- **Data Collection:** Face-to-face using the GeoPoll CAPI data application via mobile phones/ tablets.

Available Report types

- Top line report – Abridged report calling out highlights from the study
- Interactive dashboard - access to the full online dashboard with all the results.
- Custom report – Dive deeper into any section you like.

Get the Report

Get more information about the Kenya Establishment Survey [here](#) or [contact us](#) to speak to a rep through the report.