

MEDIA CONSUMPTION HABITS DURING THE COVID-19 LOCKDOWN

Impact Assessment of Media Usage
During Quarantine - April 2020

SNAPSHOT SUMMARY



This report snapshot highlights the situational analysis on media access and consumption habits at a time when a significant proportion of the continent population is either in lockdown and for some, working from home due to the Covid-19 crisis. From our analysis, here are some interesting observations:

Increased media time; high consumption of TV programing and Online activities



Increased household expenditure; school going children are at home



Increased idle time for family bonding



**COVID-19
CRISIS**



Increased levels of anxiety



Increased spend on food and healthcare hence less saving.

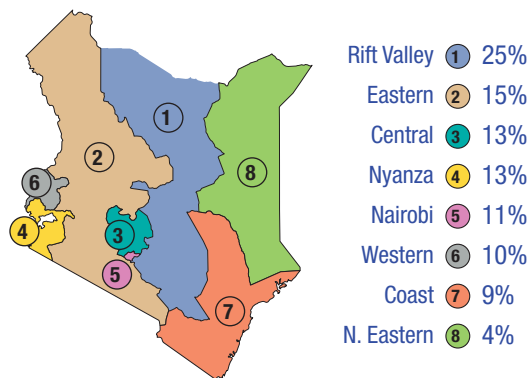
- Media is awash with stories of job loses meaning budgetary constraints at the family level
- Reduced consumer purchase power

SO WHAT?

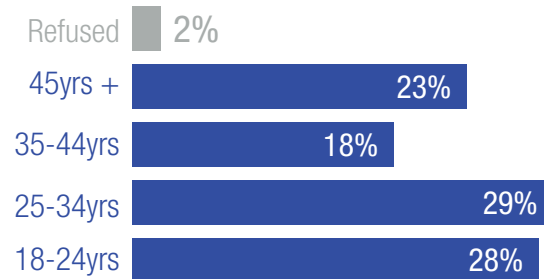
With heavy media consumption by a hungry audience, therein lies the opportunity for creative content development.

METHODOLOGY AND SAMPLING

Survey Demographic Profile



AGE

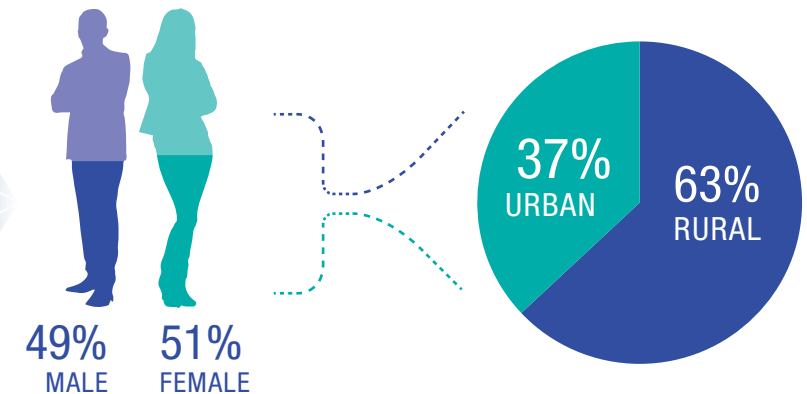


Base: 2,049 respondents aged 18 years+

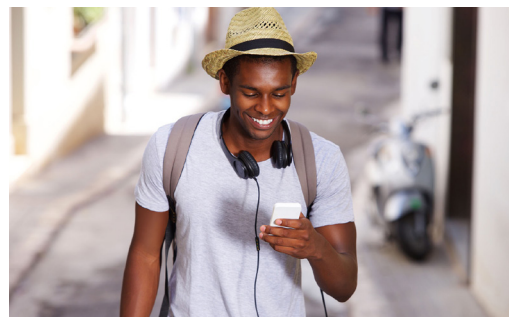
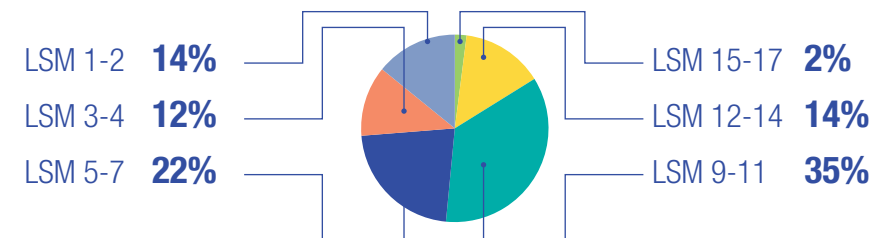
National survey achieved a total sample of 2,049 respondents

The representative sample covered the **18+ population** across all regions of Kenya

The survey was conducted telephonically (CATI) from **9th to 19th April 2020**

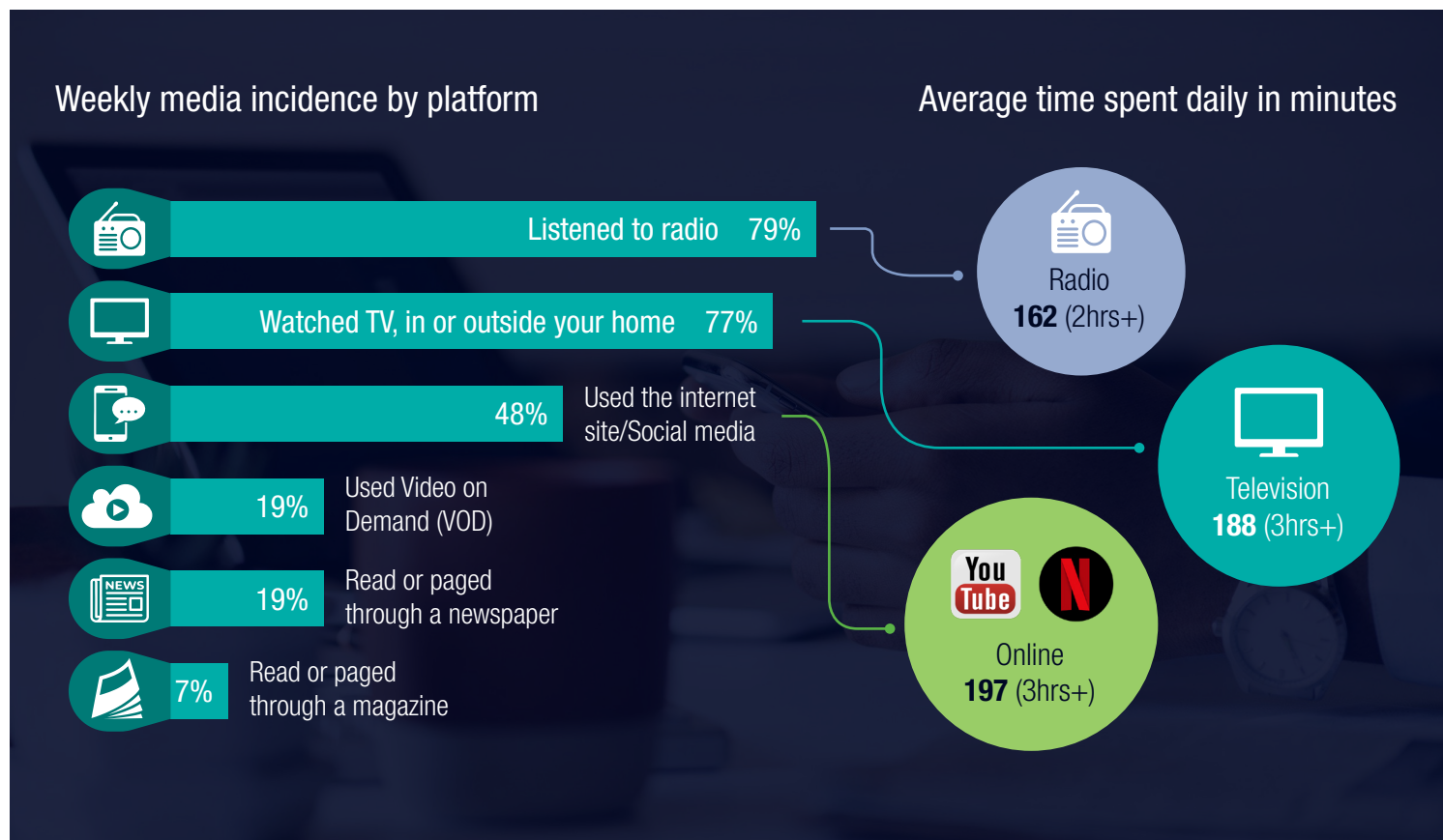


SOCIAL ECONOMIC CLASS



MEDIA INCIDENCE

Online users are spending in the excess of 3 hours daily across online platforms



Print - Possibly slowed by reduced mobility of potential buyers, fear of infection from surface contact and de-prioritization of spend on newspapers, magazines.

Electronic & digital media - is therefore the key point of focus to most media consumers.

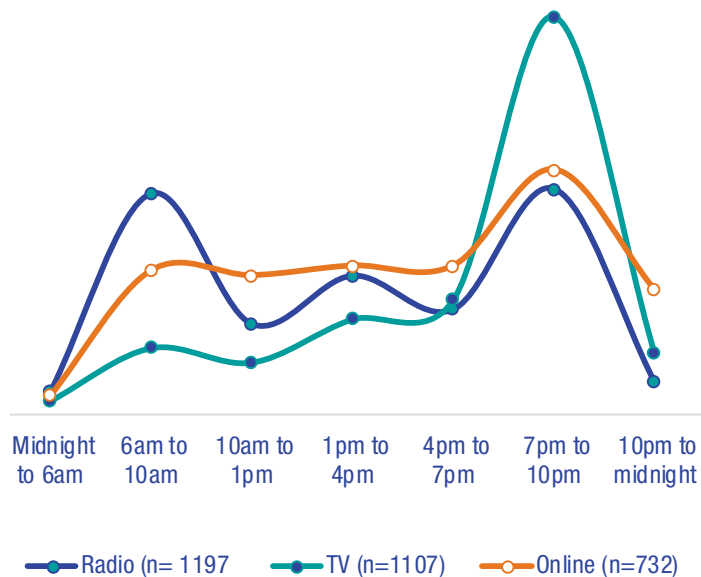
Content on Demand - Pay platforms such as Viusasa have attracted a 1/5th of the Kenyan adult population, in addition to high consumption of free Youtube videos.

ONLINE ENGAGEMENT

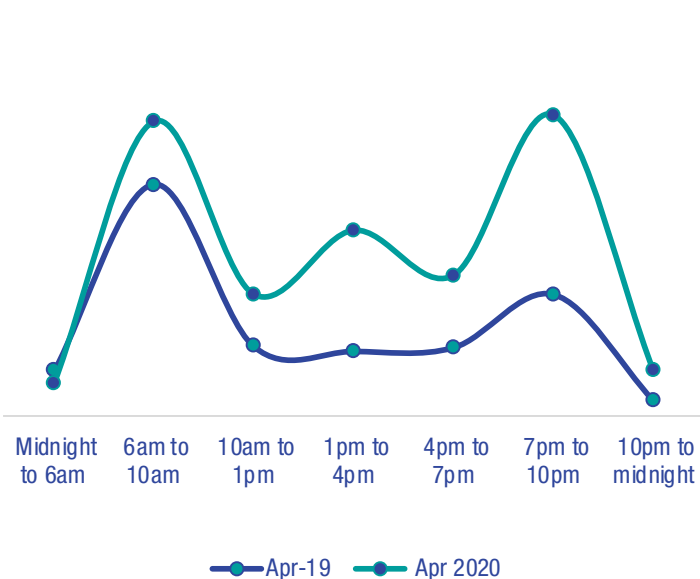
Stronger during the day compared to other platforms. Audience flow back to TV at night to seek and validate news items as well as connect with their favorite programming

Competing scenarios for electronic and digital media

Daily media habits



Radio Day Part patterns



Normally, the evening radio curve is lower than the breakfast daypart.

This season is different and radio listening in the evening is attracting equal if not more audiences than the morning.

We have also noted that online engagement at night is higher than that of radio

STUDY INFORMATION AREAS

Full report details Media Consumption break down:



- Data can be broken by topographies
- How different demographic have been accessing media
- Emerging programming across TV and radio
- Reach for TV and Radios nationally and by regions
- Daily ratings per stations
- Time spends on stations (TV and radio)



- New media in terms of VOD and social media
- When are the VOD are more being accessed
- What is the correlation between social media and TV.



- What are the consumers priorities in terms of their budgets.
- Which categories are consumers focusing on by different demographic

**BE
SURE.
MOVE
FASTER.**

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GAME CHANGERS

