

INTERNATIONAL MEDIA GROUP
OMNIBUS SURVEY QUESTIONNAIRE
January 2025

Diary Number _____

Thank you for assisting us with this survey on opinions on different issues.
 We would want you to answer a few questions for us.

S1. Age

18-24 [] 25-29 [] 30-34 [] 35-39 [] 40-49 [] 50-59 [] 60+ []

S2. Gender Male [] Female []

S3. County _____ **Consituency** _____

S4. Location Urban [] Peri-Urban [] Rural []

S5. Education Level

No education [] Pre-primary [] Primary [] Secondary/High School [] Tertiary College [] Bachelor's degree []
 Master's Degree [] PhD []

MEDIA HABITS

Q1. Did you use or consume the following media yesterday? (**Select as many as apply**)

Q2. Did you use or consume the following media in the past 7 days? (**Select as many as apply**)

MEDIA	Q1	Q2
Radio	1	1
TV	2	2
Social Media	3	3
Web	4	4
Podcasts	5	5
Music Streaming Services eg Youtube, Spotify	6	6
Video Services eg Netflix, Showmax, Goojara, Viusasa, Hulu	7	7

Q3. On an average weekday how much time would spend consuming the following media *Single Response*

	<30 Mins	30 Mins – 1 Hrs	1-2 Hrs	2-4 Hrs	4-6 Hrs	6+ Hrs
Radio	1	2	3	4	5	6
TV	1	2	3	4	5	6
Social Media	1	2	3	4	5	6
Websites	1	2	3	4	5	6
Podcasts	1	2	3	4	5	6
Music Streaming Services eg Youtube, Spotify	1	2	3	4	5	6
Video Services eg Netflix, Showmax	1	2	3	4	5	6

Q4. Where would you say you do majority of your consuming the following media is? (*Single Response*)

	At Home	In the Car	In Public transport like Matatu	At Work	Outdoors	Restaurants /Pubs	Other (Specify)	Don't Know	None
Radio	1	2	3	4	5	6	7	8	9
TV	1	2	3	4	5	6	7	8	9
Social Media	1	2	3	4	5	6	7	8	9
Websites	1	2	3	4	5	6	7	8	9
Podcasts	1	2	3	4	5	6	7	8	9
Music Streaming Services eg Youtube, Spotify	1	2	3	4	5	6	7	8	9
Video Services eg Netflix, Showmax	1	2	3	4	5	6	7	8	9

Q5. Thinking ahead, do you feel you'll be listening to more, less or about the same amount of the following media in the next six months to one year?

	Listen More	About the Same	Listen Less
Radio	1	2	3
TV	1	2	3
Social Media	1	2	3
Websites	1	2	3
Podcasts	1	2	3
Music Streaming Services eg Youtube, Spotify	1	2	3
Video Services eg Netflix, Showmax	1	2	3

Q6. Which media do you rely on for general information and news? (**Multiple Responses**)

Q7. Which of the following news sources do you trust the most for getting news or information about what's going on in the country? (**Single Response**)

	Q6	Q7
News Websites eg thestar.co.ke, citizen.digital, ntv.co.ke	1	
Social media including Twitter, Facebook, Instagram, etc	2	
TV	3	
Newspapers	4	
Magazines	5	
Radio	6	
Podcasts	7	
Personal news blog	8	
Others (Specify)_____	9	

Q8. (If Radio in Q2 above). Which device did you listen to radio on? (Multiple Response) Prompted

	Q8
Matatu/Car	1
Physical radio	2
Online Streaming	3
Radio Mobile Phone	4
TV Set	5
Others (Specify)	6

Q9. (If Radio in Q2 above). Which Radio Stations have you listened to in the last 7 days? (Multiple Response) Not prompted

Q10. (If Radio in Q2 above). Which radio station do you listen to the most? (Single Response) Not prompted

	Q9	Q10
Classic 105	1	1
Milele FM	2	2
Kiss 100	3	3
Radio Jambo	4	4
NRG Radio	5	5
Maisha FM	6	6
Citizen Radio	7	7
Radio 47	8	8
Vybes FM	9	9
Spice FM	10	10
Smooth FM	11	11
Gukena Radio	12	12
Hot 96	13	13
Home Boyz Radio	14	14
Ghetto Radio	15	15
Radio Ramogi	16	16
Kameme FM	17	17
Inoro FM	18	18
Choice Radio	19	19
Others (Specify)_____	20	20

Q11. (If Streams music & video in Q2 above). Which of the following music and video streaming services do you use? (**Multiple Response**) Not prompted

	Q11
Netflix	1
Amazon Prime	2
Showmax	3
Viusasa	4
HBO	5
Spotify	6
Youtube music	7
Soundcloud	8
Boomplay	4
Audiomack	5
Tubidy	6
Apple Music	7
Mdundo Music	8
Mziiki	9
Deezer	10
Spinlet	11
Other (Specify)-----	12
Don't Know	13

Q12. (If listen to podcast in Q2 above). What genre of podcasts do you listen to? (**Multiple Response**)

	Q12
News and Politics	1
Comedy	2
Finance	3
Technology	4
Interview	5
Business	6
Longform documentary	7
Music	8
Sports	9
Gaming	10
True crime	11
Health and Self Improvement	12

Relationships	13
History	14
Spiritual programs	15
Showbiz and Popculture	16
Fiction	17
Others (Specify)_____	18

Q13. a) (If listen to podcast in Q2 above). Do you subscribe to any platforms specifically for the exclusive Podcasts?

Yes [] No []

b) If yes above, which ones? (Open Ended) -----

Q14. (If listen to podcast in Q2 above). How regularly do you listen to podcasts?

Never ever listen	1
Less than once a month	2
Once a month	3
Once a week	4
Daily	5

Q15. Which news websites (if any), have you used in the last 7 days? (**Multiple Response**) - **UNPROMPTED**

Kenyans.co.ke	1
Mpasho.co.ke	2
Citizen.digital	3
Standardmedia.co.ke	4
Thestar.co.ke	5
Tuko.co.ke	4
Pulselive.co.ke	5
Ghafla.co.ke	6
Nation.africa	7
Ntvkenya.co.ke	8
Kenya Moja	9
Thelephant.info	10
Pd.co.ke	11
Others (Specify)_____	12
None of the above	13

Q16. (If use social media in Q2 above) Which of the following social media platforms (if any) did you consume in the past 7 days? (**Multiple Response**)

Q17. (If use social media in Q2 above) Which is your favorite social media platform? **(Single Response)**

	Q16	Q17
Instagram	1	1
Snapchat	2	2
Facebook	3	3
Youtube	4	4
Twitter/X	5	5
TikTok	6	6
Pinterest	7	7
Tumblr	8	8
Whatsapp	9	9
Telegram	10	10
Reddit	11	11
Others (Specify)_____	12	12
None	13	13

LIFESTYLE AND CONSUMPTION HABITS

Q18. What is your relationship status right now? Single/ Dating/ Engaged/ Married / Separated/Divorced/Widowed

Q19. What is the best place to meet a partner? Church/ Social Events/ Pubs & Restaurants/ Public transport/ dating apps/Referral from a family or friend/Workplace/

Q20. Regardless of whether or not you think it should be legal, for each one, please tell me whether you personally believe that in general it is morally acceptable or morally wrong or don't care either way

	Morally Acceptable	Morally Wrong	No Opinion/ Don't care either way
Sex between an unmarried man and woman	1	2	3
Divorce	1	2	3
Gay or lesbian relations	1	2	3
Gambling	1	2	3
Having a baby outside of marriage	1	2	3
Abortion	1	2	3
Married men and women having an affair	1	2	3

Q21. Have you shopped online in the past 6 months? Yes [1]No [1]

Q22. (If Yes in Q25 above)

a) How often do you shop online? Very Often [1] Seldom[2] Not Often[3]

b) Which sites/platforms do you normally buy from? (MULTIPLE RESPONSES) **Unprompted**

	Q22. b
Jumia Kenya	1
Social media marketplace	2
Killimall	3
Jiji.co.ke	4
Pigiame	5
Masoko.co.ke	6
Shopit.co.ke	7
Others (Please specify)_____ -	8

c) What payment method(s) do you use during online shopping? (**Multiple Responses**) **Unprompted**

	Q22. c
MPESA	1
VISA	2
Paypal	3
Payoneer	4
MasterCard	5
Airtel Money	6
Pesapal	7
PayU	8
iPay Africa	9
Skrill	10
Flutterwave	11
InstaSend	12
Crypto.com Pay	13
Coinbase	14
Cash (Payment on delivery)	15
Others (Please specify)_____ -	16

d) What is your biggest concerns about online shopping? (**Multiple Response**) **Unprompted**

	Q22. d
Search Function on sites not working properly	1
Product Quality issues	2
Missing or unclear Product Information	3

Missing or fake product reviews	4
Too complex check-out process	5
Lack of security and privacy leaks	6
Not having a flexible return policy	7
Lack of support and No Live Chat opportunity	8
Extra hidden charges	9
Delayed Delivery	10
Payment failure	11
Poor product page design	12
Lack of payment option	13
Website not mobile responsive	14
Others (Please specify)_____ -	16

Q23. On average how many hours a night do you sleep? **1-2Hours** [☐] **3-5 Hours** [☐] **6-7 Hours** [☐] **8+ [☐]**

Q24. Do you eat fruits and vegetables every day? **Yes** [☐] **No** [☐]

Q25. Do you drink regular sodas, diet sodas, diet drinks, sports drinks, or fruit juices? **Yes** [☐] **No** [☐]

Q26. Do you add sugar or any other sweetener to foods or beverages? **Yes** [☐] **No** [☐]

Q27. (If Q26 is No) Do you use the supposedly healthier sweeteners, such as honey, maple syrup, or agave nectar?
Yes [☐] **No** [☐]

Q28. Do you consume/use any of the following? (**Multiple Responses**)

Cigarettes and other tobacco Products	1
Bhangi/Marijuana	2
Alcoholic beverages	3
Khat/Miraa/Muguka	4
Others (Specify)	5
DK/Refused	6

Q29. How many times a day do you brush and floss your teeth? **None** [☐] **Once** [☐] **Twice** [☐] **3 times or more** [☐]

Q30. How frequently do you visit a dentist to review your dental health in a year? **None** [☐] **Once** [☐] **Twice** [☐] **3 times or more** [☐]

Q31. How often do you do a medical checkup in a year? **None** [☐] **Once** [☐] **Twice** [☐] **3 times or more** [☐]

Q32. Do you use condoms in all your sexual encounters? **Yes** [☐] **No** [☐] **Not applicable** [☐]

Q33. How many minutes on average do you exercise in a week? **None** [☐] **1-2 Hours** [☐] **3-4 Hours** [☐] **5-10 Hours** [☐] **Above 10 Hours** [☐]

Q34. Do you want to lose weight and manage your body shape? **Yes** [] **No** []

Q35. How concerned are you about your weight now? **Not concerned at all** [] **Not concerned** [] **Neutral** [] **Fairly Concerned** [] **Very Concerned** []

Q36. In the past 3 months, which of the following places/events have gone to? (**Multiple Responses**)

Church/Mosque or temple	1
Night club	2
Football matches	3
Concerts	4
Parks	4
Other Sporting Event	5

CAREER AND LIFE ASPIRATIONS

Q37. What is your current career status?

In school	1
In college	2
Part time employment	3
Employed full time	4
Running a business	5
Unemployed	6
DK/Refused	7

Q38. What is your average household monthly income?

<30,000 [] 30,000 – 50,000 [] 50,001 – 70,000 [] 70,001-100,000 [] 100,001-150,000 [] 150,000 - 200,000 []
Above 200,000 [] Do not want to disclose []

Q39. (*For all except running a business full-time in Q26 above*). a) Do you own a side hustle/business? Yes [1]
No [1]

b) Is your business web-based, social media-based or is it a physical store? (**Click all that apply**)

Web-based [] Social Media Based [] Physical Store []

Q40. (If yes in Q39 above), what is/are your business? (Opened ended) -----

Q41. What would you say are your top priorities and aspirations in life?

	Very Important	Important	Neutral	Not Important	Not Important at all
See and travel the world	1	2	3	4	5
Earn high salary/be wealthy	1	2	3	4	5

Buy/Build my own home	1	2	3	4	5
Make a positive impact on community/society	1	2	3	4	5
Have children, start family	1	2	3	4	5
Start my own business	1	2	3	4	5
Enter politics	1	2	3	4	5
Becoming Spiritually mature	1	2	3	4	5
Finishing my Education	1	2	3	4	5
Having a career	1	2	3	4	5
Being Financially independent	1	2	3	4	5
Caring for the poor and needy in the society	1	2	3	4	5
Losing Weight	1	2	3	4	5
Becoming an influencer/content creator	1	2	3	4	5
Finding Love	1	2	3	4	5
Becoming Popular	1	2	3	4	5

FAVOURITE BRANDS (Unprompted)

Q42. a) Which cooking oil brands have you used in your household within the past one month? (**Multiple Responses**)

b) (Single mention). What is your favorite cooking oil brand?

Fresh Fri ☐ Popco Cooking Oil ☐ Salit cooking oil ☐ Mpishi poa ☐ Fry mate ☐ Kimbo ☐ Elianto ☐ Sungold sunflower ☐ Olive Gold ☐ Tilly ☐ Kasuku ☐ Alpa ☐ Rina ☐ Seagul ☐ Rinsun ☐ Top Fri ☐ Somo ☐ None branded ☐ Others (specify)... ☐ None ☐

Q43. a) Which maize meal/Unga brands have you consumed in the past one month? (**Multiple Responses**)

c)What is your favorite maize meal/Unga brand (Single mention)?

Jogoo ☐ Amaize ☐ Pembe ☐ Dola ☐ Hostess ☐ Soko ☐ Kifaru ☐ Ndovu ☐ Jimbi ☐ Ajab ☐ Raha Premium ☐ Mama maize flour ☐ Jembe ☐ Jambo ☐ None branded Unga(Kisiagi) ☐ Others (specify)... ☐ None ☐

Q44. a) Have you consumed bread in the past one month? Yes ☐ No ☐

b) (If yes in Q44a.) Which bread brands have you consumed in the past one month? (**Multiple Responses**)

c)What is your favorite bread brand (Single mention)?

Supa Loaf ☐ Festive ☐ Broadways ☐ Kingsmil ☐ BB Bakeries ☐ Kenblest ☐ Loafa ☐ Selecta ☐ Butter Toast ☐ Simplifine ☐ United ☐ Non-Branded Bread ☐ Others (specify)... ☐ None ☐

Q45. a) Which rice brands have you consumed in the past one month? (Multiple Responses)

b) What is your favorite rice brand (Single mention)?

Sunrice [] Fatma [] Pearl [] CIL Rice (Pishori, Basmati or Blended) [] Daawat Rice [] Falcon Biryani [] Ranee [] MRPK Pishori/Bismati Aromatic [] 224 [] S&S [] None branded [] Others (specify)... [] None []

Q46. a) Which toothpaste brands have you used in the past one month? (Multiple Responses)

b) What is your favorite Toothpaste brand (Single mention)?

Colgate [] Sensodyne [] Pepsodent [] Whitedent [] Aquafresh [] CloseUp [] Dabur [] T-Guard [] None branded toothpaste [] Others (specify)... [] None []

Q47. a) Which milk brands have you consumed in the past one month? (Multiple Responses)

c) What is your favorite milk brand (Single mention)?

Brookside [] Daima [] Tuzo [] New KCC [] Mount Kenya [] Molo Milk [] Lato Milk [] Fresh [] Fresha [] Bahati Diaries [] Ilara [] Kinangop [] Bio Milk [] Kcc Gold Crown Fresh Milk [] None branded Milk [] Others (specify)... [] None []

Q48 a) Which supermarkets have you shopped at in the past one month? (Multiple Responses)

b) What is your favorite supermarket chain (Single mention)?

Naivas [] Chandarana Supermarkets [] Eastmatt Supermarkets [] Carrefour Supermarket [] Khetias Supermarkets [] Magunas supermarkets [] Shivling supermarkets [] Cleanshelf Supermarket [] Woolmatt Supermarkets [] Jumaa supermarkets [] Maathai Supermarkets [] Quick Mart Limited [] Mulleys Supermarket [] On the way Supermarket [] Zucchini Supermarket [] Foodplus Supermarket [] Friendly Five Supermarket [] Saltes Supermarket [] Mama Watoto Supermarket [] Yatin [] Uchumi Supermarket [] Others (specify)... [] None []

Q49. a) Which soft drinks have you consumed in the past one month? (Multiple Responses)

b) What is your favorite **soft drink brand (Single mention)?** Coca-cola [] Krest [] Sprite [] Fanta [] Club Soda [] Mirinda [] Stoney [] Pepsi [] Schweppes [] others (Specify) [] None []

Q50 a) From which telecom companies do you have active SIM cards that you use? (Multiple Responses)

c) What is your favorite **mobile network provider (Single mention)?** Safaricom [] Airtel [] Telkom Kenya [] Others (Specify) []

Q51. a) Which soap brands have you used in your household in the past one month? (Multiple Responses)

b) What is your favorite **soap brand (Single mention)?** Sawa [] Geisha [] Dettol [] Imperial Leather [] Lifebuoy [] Diva [] Dove [] Protex [] Jamaa [] Detrex [] Zuri [] Fa body soap [] Flamingo [] Persil [] Doffi [] Msafi []

Jamaa [] Menengai bar soap [] Zenta bar soap [] Sunlight [] Bidco cream bar soap [] White star [] Doffi [] Msafi bar soap [] Ndume [] Kibuyu [] Others (specify)... [] None []

Q52. a) Which laundry detergent brand have you used in your household in the past one month? (Multiple Responses)

b) What is your favorite **laundry detergent** (Single mention)?

Sunlight [] Toss [] Ariel [] Omo [] Kleesoft [] Persil [] Doffi [] Msafi [] Others (specify)... [] None []

Filter For Women

Q53.a) Which sanitary pad brand(s) have you used in the past three months? (Multiple Responses)

c) What is your favorite **Sanitary pad** brand (Single mention)?

Sunny Girl [] Padmad [] Flora [] Femistyle [] Always [] All-tyme [] Rosy girl [] Velvex [] Safi [] Nia [] J&J [] Kotex [] Softcare [] Marvel Girl [] Shuya [] Others (specify)... [] None []

Q54 a) Which financial partner(s)/commercial bank(s) do you have an active account with? (Multiple Responses)

b) What is your favorite **commercial bank/financial partner** (Single mention)?

Products	Q54
Equity	1
KCB	2
NCBA	3
ABSA	4
Stanbic	5
Co-op Bank	6
Family	7
StanChart	8
Diamond Trust Bank	9
Others (specify)	10
None	11

Q55. a) Have you gambled/or placed a bet in the past 6 months? Yes [] No []

b) (If yes in Q55a.) Which among the following sites have you bet in the past 6 months? **(Multiple Responses)**

c) (If Yes in Q55a) above), what is your favorite **betting/gambling** brand/site (Single mention)?

Shabiki [] Lotto [] Playabet [] Tatua3 [] Mozzart Bet [] Betika [] How Low [] Cheza Sita [] Sportpesa [] Straikabet [] BetSafe [] Odi Bet [] Betway [] Betpawa [] others (specify)... [] None []

Q56. a) Have you **consumed any alcohol** in the past 3 months? Yes [] No []

b) (If yes in Q56a.) Which among the following types of alcohol have you had in the past 3 months? (**Multiple Responses**) Beer [] Whiskey [] Gin [] Wine [] Vodka [] Brandy [] Rum [] Others (Specify)

c) (If yes in Q56a.) What is your favorite **alcoholic** brand (Open-ended – Single mention)?

SHOPPER PROFILE

Below are questions about your shopping habits. Pick a choice that most fits your attitude towards shopping. There is no wrong or right answer. (**Read out the answer options and let the interviewee choose an option**)

Q57. How many times a month do you go shopping?

- a) 0-2 (only as needed)
- b) 3-6 (I go through my phases)
- c) 7 or more times (it's a way of life)

Q58. When you walk into a shop, you:

- a) Spend as little time as possible. I can't wait to get what I need and leave
- b) Enjoy browsing even if I don't buy anything...
- c) Know the salespeople's names and never walk out empty-handed.

Q59. You enjoy spending your free time:

- a) In my garden, reading, listening to music, hanging out with friends
- b) Lunching with friends, window shopping, visiting museums, going to a theater.
- c) Buying shoes, buying bags, buying coats, buying skirts, buying whatever I saw on Instagram marketplace

Q60. When you see the supermarket has dropped huge discounts on items, you:

- a) Steer clear of the chaos. Who needs it?
- b) Rummage through for a few minutes to see if there are any killer deals.
- c) Dive in happily for the purchase.

Q61. If a shop doesn't have your size in stock, what do you do?

- a) Decide it probably wasn't meant to be, and save the cash for something else I might want later.
- b) Shrug my shoulders and hope I'll have better luck at the next store.
- c) Ask the salesperson to call all their other store locations to track down my size.

Q62. If I needed an item urgently, I would:

- a) If it was urgent, I'd already had it. So, I would go without it
- b) Get transport or drive the extra 10 minutes to get exactly what I need
- c) Go to the nearest store to buy it, Expensive or not

Q63. You're going away for the weekend. Where would you go?

- a) I'd prefer to stay at home.

- b) Somewhere close, I have not visited in a while
- c) Somewhere far and exotic. Go big or go home

Q64. I walk into a store for one thing and leave with more than I need.

- a) No, I don't do this
- b) Once in a while
- c) This is true, I can't lie

Q65. It's one week until pay day and you have only KES 1000 left. What do you do?

- a) Save your money until you get paid.
- b) Not worry about it – looking in shop windows is just as much fun as buying things!
- c) Use your credit card/ fuliza/ mobile loans to buy what you want until you get paid.

Q66. You want a new pair of shoes which is very expensive. Do you...

- a) Plan how you can save the money, but also try to find a cheaper pair of shoes.
- b) Look online at lots of different shoes and dream about owning one.
- c) Order the pair of shoes now and worry about paying for it later.

Q67. You've changed your mind about a T-shirt you bought. What do you do?

- a) Return it to the shop and ask for your money back. You've kept the receipt!
- b) Nothing – it's too much effort to return it.
- c. Look for a better T-shirt to buy.

Thank you very much for taking the time to answer our questions

Phone NumberName