

## KENYA BASELINE QUESTIONNAIRE

**HOUSEHOLD SERIAL NUMBER:** \_\_\_\_\_

INTERVIEWER: ASK THE FOLLOWING QUESTIONS TO THE HEAD OF THE HOUSEHOLD OR THE KNOWLEDGEABLE PERSON IN THE HOUSEHOLD TO GET INFORMATION ABOUT THE HOUSEHOLD MEMBERS.

Good morning/afternoon/evening. My name is \_\_\_\_\_. I am here on behalf of [AGENCY NAME], a Research Agency in Kenya. I am here to learn about how people in this neighbourhood feel about some important social issues and also to understand people’s media habits and preferences. The information will be used to improve television and radio shows so that they better serve people’s needs. Everything that you say will be confidential. Could you help me answer some questions?

### SCREENER QUESTIONS

Q#	Question	Codes																																																									
S1	Please let us know how many people live in your household? Please exclude any servants/ maids or guests that might be staying with you currently. <i>(write number in box)</i>	Number: <input style="width: 30px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 30px; height: 20px; border: 1px solid black;" type="text"/>																																																									
S2	<p><b><u>HOUSEHOLD LIST</u></b>                      Please give us the first name or initials, age and sex of each person of 15 or above years of age in the household <b>STARTING FROM THE YOUNGEST ONE</b> (15 years, going up). Do not forget to include yourself if you are 15 or more.</p> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 5px;"> <thead> <tr> <th rowspan="2" style="width: 10%;">Person No.</th> <th rowspan="2" style="width: 40%;">First Name or Initials</th> <th colspan="2" style="width: 20%;">Sex</th> <th rowspan="2" style="width: 30%;">Age</th> </tr> <tr> <th style="width: 10%;">Male</th> <th style="width: 10%;">Female</th> </tr> </thead> <tbody> <tr><td style="text-align: center;">1</td><td></td><td style="text-align: center;">1</td><td style="text-align: center;">2</td><td></td></tr> <tr><td style="text-align: center;">2</td><td></td><td style="text-align: center;">1</td><td style="text-align: center;">2</td><td></td></tr> <tr><td style="text-align: center;">3</td><td></td><td style="text-align: center;">1</td><td style="text-align: center;">2</td><td></td></tr> <tr><td style="text-align: center;">4</td><td></td><td style="text-align: center;">1</td><td style="text-align: center;">2</td><td></td></tr> <tr><td style="text-align: center;">5</td><td></td><td style="text-align: center;">1</td><td style="text-align: center;">2</td><td></td></tr> <tr><td style="text-align: center;">6</td><td></td><td style="text-align: center;">1</td><td style="text-align: center;">2</td><td></td></tr> <tr><td style="text-align: center;">7</td><td></td><td style="text-align: center;">1</td><td style="text-align: center;">2</td><td></td></tr> <tr><td style="text-align: center;">8</td><td></td><td style="text-align: center;">1</td><td style="text-align: center;">2</td><td></td></tr> <tr><td style="text-align: center;">9</td><td></td><td style="text-align: center;">1</td><td style="text-align: center;">2</td><td></td></tr> <tr><td style="text-align: center;">10+</td><td></td><td style="text-align: center;">1</td><td style="text-align: center;">2</td><td></td></tr> </tbody> </table>		Person No.	First Name or Initials	Sex		Age	Male	Female	1		1	2		2		1	2		3		1	2		4		1	2		5		1	2		6		1	2		7		1	2		8		1	2		9		1	2		10+		1	2	
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10+		1	2																																																								

## KISH – GRID

### Kish grid instructions:

- Look up the column for the last digit in the household serial number and the row for the number of eligible people
- The number in the cell where the column and row meet is the Person No. to interview. For example, if household serial ending in '2' has '3' adults, interview the household member listed as Person No. 2 in the Household List at Q.S2

Circle the chosen respondent and if available explain to them the purpose of the interview, obtain consent and proceed

- If the selected respondent will be available that day, but is not available/ not at home at the time the interviewer calls, the interviewer should make **2** return calls to see if that person is available/ has returned before selecting another household.
- If the selected respondent is not going to be available that day, the interviewer should go to the next household. Do not select another respondent within the household.]

Eligible people	Last Digit of Household Serial No.							
	1	2	3	4	5	6	7	8
1	1	1	1	1	1	1	1	1
2	1	2	1	2	1	2	1	2
3	1	2	3	1	2	3	1	2
4	1	2	3	4	1	2	3	4
5	1	2	3	4	5	3	4	5
6	1	2	3	4	5	6	3	6
7	1	2	3	4	5	6	7	4
8	1	2	3	4	5	6	7	8
9	1	2	3	4	5	6	7	8
10 or more	1	2	3	4	5	6	7	8

## **INTRODUCTION AND CONSENT**

Good morning/afternoon/evening. My name is \_\_\_\_\_. I am here on behalf of [AGENCY NAME], a Research Agency, in Kenya. I am here to learn about how people in this neighbourhood feel about some important social issues and current affairs and also to understand people's media habits and needs. We would like to talk to you and other people in your neighbourhood about these issues. You were chosen by chance (like picking a mango out of a basket without looking), and your help in answering our questions is important and voluntary.

If you agree to take part, I will ask you questions about your media habits and your opinion about some social and political issues. The information will be used to improve radio/TV programmes. There are no right or wrong answers to these questions, I am only interested in your own view or experiences.

Your identity and responses will be kept confidential, which means we will remove anything that could identify you as taking part in this study, such as names and villages. Your answers to my questions will be combined with answers from many other people, so that no one will know that the answers you give me today belong to you. There is no direct benefit to you for participating, but the

answers that you provide will help to develop better radio/TV programmes for people in this and other communities in Kenya. The combined information that we collect from people in Kenya will be shared and used to improve social issues in your community.

You can decide not to answer any question that you do not want to, you can stop the interview at any time without explanation, or you can request that your answers are removed from the research at any time. You will not be penalized if you decide not to participate.

The interview will take about [60 minutes].

**Do you understand what I have just explained?** (circle): Yes No

**Do you want to ask me any questions about the interview at this time?** (circle): Yes No

*INTERVIEWER: PLEASE ANSWER ANY QUESTIONS ASKED BEFORE PROCEEDING*

**Do you agree to participate in this interview?** (circle): Yes No

<b>INFORMED CONSENT</b>
<b>BEFORE COMPLETING THIS CONSENT FORM YOU MUST READ THE ABOVE INFORMATION AND ANSWER ANY AND ALL QUESTIONS THE PARTICIPANT MAY HAVE.</b>
I have discussed with the respondent the above procedures, explicitly pointing out potential risks or discomforts. I have asked whether any questions remain and have answered these questions to the best of my ability. The respondent verbally agreed to participate in this study.  Interviewer name: _____  Interviewer signature: _____ Dated: _____
<b>IF RESPONDENT IS BELOW 18 OBTAIN ADDITIONAL CONSENT FROM PARENT/GUARDIAN</b>
I have discussed with the parent/guardian the above procedures, explicitly pointing out potential risks or discomforts. I have asked whether any questions remain and have answered these questions to the best of my ability. The parent/guardian verbally agreed to grant consent for the respondent to participate in this study.  Interviewer name: _____  Interviewer signature: _____ Dated: _____

**IMPORTANT: Signed copies of this consent form must be retained on file by the principal investigator, and given to the respondent (if requested)**

**INTERVIEWER RECORD RESPONDENT DETAILS**

S3. Age	Write in years Don't know Refused	_____ 88 99
S4. Location (single code)	Urban Rural	1 2
S5. Household Serial Number	Write in household no.	_____
S8. Sex of the respondent (single code)	Male Female	1 2

**NOW BEGIN THE INTERVIEW WITH THE SELECTED PERSON**

**GOVERNANCE (G)**

**G1 In your opinion, what are the main issues affecting people in Kenya at present?**  
DO NOT READ OUT. MULTIPLE CODE ALLOWED.

PLEASE PROBE ONCE:

**Any other issues?**

**G2 Of the issues you have just mentioned, which one is most important to you?**  
READ OUT ISSUES MENTIONED AT G1. SINGLE CODE ONLY.

		G1 Main issues	G2 Most important
a	Poverty	1	1
b	Crime / personal safety	2	2
c	Corruption and nepotism	3	3
d	Negative ethnicity	4	4
e	High cost of living	5	5
f	Unemployment	6	6
g	Political instability	7	7
h	Security threats e.g. Al Shabaab	8	8
i	Poor infrastructure	9	9
j	Land issues	10	10
k	Poor leadership	11	11
l	Poor health facilities	12	12
m	Discrimination	13	13
n	Lack of Water (general availability, drought, safe drinking water)	14	14
o	Disease	15	15
p	Other (specify) _____	16	16
q	DK	88	88
r	REF	99	99

**G3 And now thinking about issues affecting people where you currently live, what are the issues of local importance?**

DO NOT READ OUT. MULTIPLE CODE ALLOWED.

**G4 Of these issues you have just mentioned, which one is most important to you?**

READ OUT ISSUES SELECTED AT G3. SINGLE CODE ONLY.

		G3 Main issues	G4 Most important
a	Poverty	1	1
b	Crime / personal safety	2	2
c	Corruption and nepotism	3	3
d	Negative ethnicity	4	4
e	High cost of living	5	5
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n	Lack of Water (general availability, drought, safe drinking water)	14	14
o	Disease	15	15
p	Other (specify) _____	16	16
q	DK	88	88
r	REF	99	99

G5.1 We're now going to talk about some issues which people like you have said are important in Kenya today.

Please say how much, if anything, do you know about the current situation with these issues?

PRESENT SHOWCARD NO: 1

Do you know a great deal, a fair amount, not very much or nothing at all?

READ OUT ISSUE AND CODE RESPONSE. REPEAT FOR EACH ISSUE.

G5.1		A great deal	A fair amount	Not very much	Nothing at all	DK	Refused
a	The new Constitution	4	3	2	1	88	99
b	The upcoming general elections	4	3	2	1	88	99
c	Negative ethnicity in Kenya	4	3	2	1	88	99
d	Corruption within the Government	4	3	2	1	88	99

G5.2 And how much, if anything, do you know about the background / causes of these issues?

PRESENT SHOWCARD NO: 1

Do you know a great deal, a fair amount, not very much or nothing at all?

READ OUT ISSUE AND CODE RESPONSE. REPEAT FOR EACH ISSUE.

G5.2		A great deal	A fair amount	Not very much	Nothing at all	DK	Refused
a	[background] The new Constitution	4	3	2	1	88	99
b	[background] The upcoming general elections	4	3	2	1	88	99
c	[background] Negative ethnicity in Kenya	4	3	2	1	88	99
d	[causes] Corruption within the Government	4	3	2	1	88	99

## The Kenyan Constitution (KC)

KC1

**Can you name any of the areas that were subject to key revisions included in the new constitution?**

DO NOT READ OUT. MULTIPLE CODE ALLOWED

INTERVIEWER TO PROBE MAX TWO TIMES FOR FURTHER RESPONSES

		KC1
a	Devolution	1
b	Changes to the electoral process	2
c	Representation of women, youth and minorities	3
d	New rules on leadership and integrity	4
e	The rights and freedoms outlined in the new constitution	5
f	Reforms to the judiciary	6
g	Reforms to the Kenyan police service	7
h	The formation and management of political parties	8
i	Other (specify) _____	9
j	Don't know	88
k	Refused	99

ASK KC2 TO THOSE WHO ANSWERED G5.1a WITH CODES 1 or 2- KNOW SOMETHING ABOUT THE CONSTITUTION

**KC2 How much, if anything, do you feel you know about the following elements of the new constitution?**

PRESENT SHOWCARD NO: 1

READ OUT

SINGLE CODE ONLY

	KC2	A great deal	A fair amount	Not very much	Nothing at all	DK	Refused
a	The rights and freedoms outlined in the new constitution	4	3	2	1	88	99
b	Land rights	4	3	2	1	88	99
c	Representation of women, youth and minorities	4	3	2	1	88	99
d	Devolution	4	3	2	1	88	99

KC3 I am going to read out three statements about each of the issues just mentioned.

One of the three statements is exactly what the constitution says about this issue, the other two are not.

Can you tell me which statement describes what the constitution says?

PRESENT SHOWCARD NO:11

FIELD ASSISTANT: READ OUT ALL OF THE STATEMENTS FOR EACH QUESTION AND ASK THE RESPONDENT TO CHOOSE THE ONE THEY THINK IS CORRECT.

		Statement (a)	Statement (b)	Statement (c)	DK	Refused
KC3.1	Freedom of Expression	1	2	3	88	99
KC3.2	Land Rights	1	2	3	88	99
KC3.3	Representation in Elective Posts	1	2	3	88	99
KC3.4	Devolution	1	2	3	88	99

KC4 The following are some things that people like you have said about the impact of the new Constitution, would you say you [agree/ disagree] a lot, or just a normal amount?

PRESENT SHOWCARD NO: 4

READ OUT STATEMENTS

SINGLE CODE ONLY

	KC4	Strongly agree	Agree	Disagree	Strongly Disagree	DK	Refused
a	Devolution will promote fair distribution of resources across the country	4	3	2	1	88	99
b	New electoral rules will promote a free, fair and transparent election in the upcoming general elections	4	3	2	1	88	99
c	The new constitution will ensure that leaders act in the best interests of their country	4	3	2	1	88	99
d	The new constitution will promote the representation of marginalised groups in governance.	4	3	2	1	88	99
e	The new constitution will protect Kenyans' human rights and freedoms	4	3	2	1	88	99



**G6 How much, if anything, do you know about political issues and current affairs?**

PRESENT SHOWCARD NO: 1

SINGLE CODE

**Do you know a great deal, a fair amount, not very much or nothing at all?**

	G6
A great deal	4
A fair amount	3
Not very much	2
Nothing at all	1
DK	88
Refused	99

**G7 a. Thinking about local and national issues that matter to you, when you get together with family members, would you say you discuss such issues frequently, occasionally or never?**

PRESENT SHOWCARD NO: 2

SINGLE CODE FOR EACH

**b. And what about with friends?**

**c. And what about with other people outside of your family and friends?**

G7		Frequently	Occasionally	Never	DK	REFUSED
a	Family members	3	2	1	88	99
b	Friends	3	2	1	88	99
c	Other people outside of family and friends	3	2	1	88	99

**G8 Continuing to think about local and national issues that matter to you, please tell me how often, if ever, you do any of the following.**

PRESENT SHOWCARD NO: 2

READ OUT CATEGORIES

G8		Frequently	Occasionally	Never	DK	Refused
a	Contact the media (such as TV, radio or newspapers), about an issue	3	2	1	88	99
b	Comment, chat or share something about an issue online	3	2	1	88	99

IF CODED 1, 88, 99 AT G8a AND G8b, SKIP TO G13

IF CODED 2 OR 3 AT G8a ASK G9, G10 & G12

IF CODED 2 or 3 AT G8b, ASK G11 & G12

**G9 What kind of media have you contacted to raise an issue?**

READ OUT CATEGORIES.

**G10 How did you make contact?**

READ OUT MODE OF CONTACT. MULTIPLE CODE ALLOWED.

		G9 Contacted		G10 Mode of contact					
		Yes	No	By SMS	By email	By phone	By letter	Went there in person	Other
a	TV programme	1	2	1	2	3	4	5	6
b	Radio programme	1	2	1	2	3	4	5	6
c	Newspaper/Magazine/Journal	1	2	1	2	3	4	5	6

ONLY ASK G11 IF CODED 2 OR 3 AT G8a OR G8b

**G11 What websites have you used to comment about or share issues online?**

READ OUT EACH CATEGORY. MULTIPLE CODE ALLOWED.

		G11	
		Yes	No
a	Facebook	1	2
b	Twitter	1	2
c	BBC Swahili website	1	2
d	Nation media website	1	2
e	Standard media website	1	2
f	Ushahidi website	1	2
g	All Africa website	1	2
h	Government spokesman's website	1	2
i	Other	1	2

ONLY ASK G12 IF CODED 2 OR 3 AT EITHER G8a OR G8b

**G12 What was the issue that you raised?**

INTERVIEWER: PLEASE PROBE FOR INFORMATION ABOUT THE ISSUE THAT THEY RAISED IN THE MEDIA OR ONLINE

**RECORD ISSUE RAISED VERBATIM**

**G13 I'm going to list a number of ways in which people can take action. Please tell me whether you have done any of these things in the past year?**

PRESENT SHOWCARD NO: 3

READ OUT EACH ACTION.

IF RESPONSE IS 'HAVE DONE' PLEASE PROBE:

**Have you done this several times or just once?**

G13		Have done		Not done	DK	Refused
		Several times	Once			
a	Worked for a political party or candidate	3	2	1	88	99
b	Participated in an organised effort to solve a neighbourhood or community problem	3	2	1	88	99
c	Attended a meeting of the local town council or with other government	3	2	1	88	99

	officials					
d	Contacted a local official, like a local counsellor or an official who works for a government agency	3	2	1	88	99
e	Lodged a complaint with a government body or a civil society organization	3	2	1	88	99
f	Contacted a national elected official	3	2	1	88	99
g	Taken part in a protest, march, or demonstration on some national or local issue	3	2	1	88	99
h	Contacted a local chief or traditional leader about an issue	3	2	1	88	99
i	Signed a petition	3	2	1	88	99
j	Donated money or paid a membership fee to a charity or campaigning organisation	3	2	1	88	99
k	Attended a town hall/ village meeting	3	2	1	88	99

**G14 Please say if you agree or disagree with the following.**

READ OUT OPTIONS. SINGLE CODE ONLY

ON PROVIDING AN AGREE OR DISAGREE RESPONSE, FOLLOW UP WITH:

**Would you say you [agree/disagree] a lot, or just a normal amount?**

PRESENT SHOWCARD NO: 4

	G14	Strongly agree	Agree	Disagree	Strongly Disagree	DK	Refused
a	Generally, those elected to government soon lose touch with the people	4	3	2	1	88	99
b	I feel that I have a good understanding of the important political issues facing our country	4	3	2	1	88	99
c	Political parties are only interested in people's votes, but not in their opinions	4	3	2	1	88	99
d	Sometimes, politics seem so complicated that a person like me can't really understand what's going on	4	3	2	1	88	99
e	When people get together to demand change, the leaders in government listen	4	3	2	1	88	99
f	I don't think that the government cares much what people like me think	4	3	2	1	88	99
g	People like me don't have any say about what the government does	4	3	2	1	88	99

h	The national government in Kenya [reacts / responds to / acts on] the needs of ordinary people	4	3	2	1	88	99
i	The local government in Kenya [reacts / responds to / acts on] the needs of ordinary people	4	3	2	1	88	99

**G15 Thinking back to the last elections.**

- a. Can you tell me if you voted in the last general election?**
- b. And the referendum on the new Constitution?**

		G15		
		Yes	No	Refused
a	General election	1	2	99
b	Referendum on Constitution	1	2	99

IF CODE 2 TO G15a, ASK G16a

IF CODE 2 TO G15b, ASK G16b

INTERVIEWER: IF RESPONDENT IS UNDER 18 PLEASE SKIP DIRECTLY TO G17

**G16.1 What is the main reason why you did not vote?**

- a. in the last general election?**
- b. in the referendum on the new Constitution?**

DO NOT READ OUT RESPONSES

SINGLE CODE ONLY

G16.1		a) General Election	b) Referendum
a	Not old enough at the time	1	1
b	Wasn't registered to vote	2	2
c	Didn't have an ID / voters card	3	3
d	Don't see the point	4	4
e	No interest in politics	5	5
f	Don't trust the system	6	6
g	Don't trust politicians	7	7
h	Fear of electoral violence	8	8
i	Too busy/at work/at study	9	9
j	I can't read/don't think I can vote	10	10
k	Did not know how to vote	11	11
l	Did not know where to vote	12	12
m	Too complicated / difficult	13	13
n	Don't know who to vote for	14	14
o	Other (please record verbatim at G16.2)	15	15
p	Don't know	88	88
q	Refused	99	99

IF 'OTHER' REASON FOR NOT VOTING, PLEASE RECORD VERBATIM

G16.2

<b>OTHER REASON FOR NOT VOTING, AND ELECTION TYPE</b>

G17 **How likely are you to vote in the next elections?**

**a. The general election**

PRESENT SHOWCARD NO: 5.

SINGLE CODE ONLY

ON PROVIDING A LIKELY OR UNLIKELY RESPONSE, FOLLOW UP WITH:

**Would you say you are very [likely/unlikely] or just somewhat [likely/unlikely]?**

	G17	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	DK	Ref
a	General election	4	3	2	1	88	99

**G18.1 What is your main source of information when deciding which candidate or party to vote for in an election?**

DO NOT READ OUT. SINGLE CODE ONLY

		G18 Source for voting
a	Friends	1
b	Family	2
c	People in my local neighbourhood	3
d	Local influencers/ neighbourhood elders	4
e	People I work with	5
f	Government officials	6
g	Religious leaders	7
h	NGOs	8
i	Teachers	9
j	Television	10
k	Radio	11
l	Newspaper/magazine	12
m	Internet (e.g. social media sites)	13
n	Mobile phone (e.g. news service)	14
o	Other (please record verbatim at G18.2)	15
p	I don't talk to anyone or get any information on these issues	16
q	Don't know	88
r	Refused	99

IF 'OTHER' SOURCE OF INFORMATION, PLEASE RECORD VERBATIM

**G18.2**

<b>OTHER SOURCE OF INFORMATION</b>

**G19 To what extent does information and debate in the media influence your decision on who to vote for?**

PRESENT SHOWCARD NO: 6

	G19
A lot	4
A bit	3
Not very much	2
Not at all	1
Don't know	88
Refused	99

INTERVIEWER: PLEASE READ THE FOLLOWING INFORMATION TO RESPONDENT

*We're interested in people's views on how the government can be held to account in Kenya. Holding to account means that the government is held responsible for their actions and provides a public explanation for what they do.*

**G20 Please say whether you agree or disagree with the following:**

PRESENT SHOWCARD NO: 4. SINGLE CODE ONLY.

ON PROVIDING AN AGREE OR DISAGREE RESPONSE, FOLLOW UP WITH:

**Would you say you [agree/disagree] a lot, or just a normal amount?**

G20		Strongly agree	Agree	Disagree	Strongly Disagree	DK	Refused
a	People like me are entitled to question government officials about their decisions and actions	4	3	2	1	88	99
b	There are ways for people like me to question government officials on their decisions and actions	4	3	2	1	88	99
c	If there was a way for people like me to question government officials, I would raise an issue that mattered to me	4	3	2	1	88	99
d	I am satisfied with the account that government officials currently give of their decisions and actions	4	3	2	1	88	99

**G21 Do you agree or disagree that the following are playing an important role in holding government to account in Kenya?**

PRESENT SHOWCARD NO: 4

READ OUT EACH INSTITUTION. SINGLE CODE ONLY

ON PROVIDING AN AGREE OR DISAGREE RESPONSE, FOLLOW UP WITH:

**Would you say you [agree/disagree] a lot, or just a normal amount?**

Q.G21		Strongly agree	Agree	Disagree	Strongly Disagree	Don't Know	Refused
a	Parliament	4	3	2	1	88	99
b	Opposition parties	4	3	2	1	88	



c	Religious institutions	4	3	2	1	88	99
d	The judicial system	4	3	2	1	88	99
e	Civil society and community-based organizations	4	3	2	1	88	99
f	Village elders / local chiefs	4	3	2	1	88	99
g	Media						
h	Holding regular elections	4	3	2	1	88	99
i	The constitution	4	3	2	1	88	99

**G22 In your opinion, in this country how free are people like you to do the following?**

PRESENT SHOWCARD NO: 8.

READ OUT EACH STATEMENT. SINGLE CODE ONLY.

**Are they very free, somewhat free, not very free or not free at all?**

G22		Very free	Somewhat free	Not very free	Not free at all	Don't know	Refused
a	To say what they think	4	3	2	1	88	99
b	To join any group that they want	4	3	2	1	88	99
c	To talk negatively about the government in public	4	3	2	1	88	99
d	To choose who to vote for without feeling pressured	4	3	2	1	88	99

**G23 Do you consider yourself to be active in any groups or associations, such as by attending meetings or volunteering your time in other ways?**

G23	
Active	1
Not active	2
DK	88
REF	99

IF CODE 1 G23, ASK G24

**G24 What are the groups in which you are active?**

DO NOT READ OUT GROUPS. MULTIPLE CODE ALLOWED.

		G24 Mentioned
a	Farmers'/fishermen's group	1
b	NGO	2
c	Cooperative	3
d	Religious group	4
e	Traders' association/ business group	5
f	Cultural association	6
g	Political group	7
h	Professional association	8
i	Youth group	9
j	Trade union	10
k	Women's group	11
l	Credit/finance group	12
m	Parent group	13
n	Water/waste group	14
o	School committee	15
p	Neighbourhood/village association	16
q	Health committee	17
r	Sports group	18
s	Civic group	19
t	Other	20
u	Don't know	88
v	Refused	99

**G25 How interested are you in news about political issues and current affairs?**

PRESENT SHOWCARD NO: 9

**Are you very interested, somewhat interested, not very interested, not at all interested?**

SINGLE CODE ONLY

	G25
Very interested	4
Somewhat Interested	3
Not very interested	2
Not at all interested	1
DK	88
REF	99

**Media Consumption (MC)**

**MC1.1 What are your main sources of information for political issues and current affairs?**  
DO NOT READ OUT. MULTIPLE CODES ALLOWED.

PLEASE PROBE:

**Have you any other sources of information?**

	MC1.1	
a	Friends	1
b	Family	2
c	People in my local neighbourhood	3
d	Local influencers/ neighbourhood elders	4
e	People I work with	5
f	Government officials	6
g	Religious leaders	7
j	NGOs	8
k	Teachers	9
l	Experts	10
m	Television	11
n	Radio	12
o	Newspaper/magazine	13
p	Internet (e.g. social media sites)	14
q	Mobile phone (e.g. news service)	15
r	Police	16
s	Other (please specify at MC1.2)	17
t	I don't talk to anyone or get any information on these issues	18
u	Don't know	88
v	Refused	99

**MC1.2 INTERVIEWER RECORD VERBATIM ANY 'OTHER' RESPONSES**

<b>OTHER SOURCES OF INFORMATION</b>
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IF CODED 18 (don't get any info) AT MC1.1, SKIP TO MC3

**MC2 How much do you trust these sources for information on political issues and current affairs? Do you trust them a lot, a bit, not very much or not at all?**

READ OUT EACH SOURCE. SINGLE CODE ONLY FOR EACH SOURCE.  
PRESENT SHOWCARD NO: 10

		MC2 Trust					
		A lot	A bit	Not very much	Not at all	DK	Refused
a	Friends and family	4	3	2	1	88	99
b	Local chiefs or village elders	4	3	2	1	88	99
c	Government officials	4	3	2	1	88	99
d	Religious leaders	4	3	2	1	88	99
e	Television	4	3	2	1	88	99
f	Radio	4	3	2	1	88	99
g	Newspaper/magazine	4	3	2	1	88	99
h	Internet (e.g. social media sites)	4	3	2	1	88	99

**MC3 Which of the following items can you access or use in your house?**

READ OUT EACH ITEM. SINGLE CODE ONLY FOR EACH ITEM

FOR ANY NOT ACCESSED IN HOUSE (CODE 2 AT MC3), ASK MC4

**MC4 Can you access this in any other place?**

READ OUT ITEM. SINGLE CODE ONLY

		MC3 In my house				MC4 In any other place			
		Yes	No	DK	REF	Yes	No	DK	REF
a	TV set	1	2	88	99	1	2	88	99
b	Satellite dish for TV	1	2	88	99	1	2	88	99
c	Radio set	1	2	88	99	1	2	88	99
d	Radio on mobile phone	1	2	88	99	1	2	88	99
e	Mobile Phone / Cell	1	2	88	99	1	2	88	99
f	Landline Phone / Fixed	1	2	88	99	1	2	88	99
g	Internet	1	2	88	99	1	2	88	99
h	Newspaper	1	2	88	99	1	2	88	99

**MC5 When is the last time you accessed the following?**  
 READ OUT MEDIA TYPES. SINGLE CODE FOR EACH.

	MC5	Today or yesterday	Not yesterday but within the last 7 days	More than a week ago, but in this month	Longer than a month ago but within the last 3 months	Longer than 3 months ago but within the last 12 months	Longer than 12 months ago	Never	Don't know	Refused
a	TV	1	2	3	4	5	6	7	88	99
b	Radio	1	2	3	4	5	6	7	88	99
c	Internet	1	2	3	4	5	6	7	88	99
d	Mobile Phone	1	2	3	4	5	6	7	88	99
e	Newspaper/magazine	1	2	3	4	5	6	7	88	99

FOR ANY CODE 1-5 TO MC5, ASK MC6

**MC6 And how frequently do you access the following?**  
 READ OUT MEDIA TYPES. READ OUT RESPONSES. SINGLE CODE FOR EACH

	MC6	At least once a day	At least once every 2-3 days	At least once a week, but less than once every 3 days	At least once a month, but less than once a week.	Less than once a month but in last year	Less than once a year	Never	Don't know	Refused
a	TV	1	2	3	4	5	6	7	88	99
b	Radio	1	2	3	4	5	6	7	88	99
c	Internet	1	2	3	4	5	6	7	88	99
d	Mobile Phone	1	2	3	4	5	6	7	88	99
e	Newspaper/magazine	1	2	3	4	5	6	7	88	99

ASK EX1 TO THOSE WHO HAVE ACCESSED RADIO IN THE PAST YEAR: CODES 1-5 FOR (B) RADIO AT MC5

EX1 **Can you please tell me if you have listened to these radio stations in the past year?**  
READ OUT EACH STATION. SINGLE CODE

		EX1			
		Listened	Never listened	DK	REF
a	QFM	1	2	88	99
b	Milele FM	1	2	88	99
c	Coro FM	1	2	88	99
d	West FM	1	2	88	99
e	Kitwek FM	1	2	88	99
f	Pwani FM	1	2	88	99
g	Star FM	1	2	88	99
h	Pamoja FM	1	2	88	99
i	MMUST FM	1	2	88	99
j	Mwanedu FM	1	2	88	99
k	KU FM	1	2	88	99
l	BBC Swahili Service	1	2	88	99

ASK EX2 TO THOSE WHO HAVE ACCESSED TV IN THE PAST YEAR: CODES 1-5 FOR (A) TV AT MC5

EX2 **And have you watched these TV stations in the last year?**  
READ OUT EACH STATION

		EX2			
		Watched	Never watched	DK	REF
a	NTV	1	2	88	99
b	QTV	1	2	88	99

ASK EX3 AND EX4 TO ALL WHO CODE 1 (WATCHED) FOR ANY STATION / CHANNEL AT EX1 OR EX2

EX3 **When you listen to the radio, at what hours of the day do you usually listen on weekdays?**  
**And what about at the weekend?**

**When you watch TV, at what hours of the day do you usually watch on weekdays?**  
**And what about at the weekend?**

**INTERVIEWER:**

DO NOT READ OUT DETAILED TIME BANDS

PROBE FOR LISTENING AND VIEWING BY HOUR

IF RESPONDENT CANNOT SPECIFY BY HOUR AND ONLY BY APPROXIMATE TIME OF DAY SELECT ALL APPROPRIATE TIME BANDS (I.E. ALL MORNING SLOTS)

	Time bands	EX3 i) TV weekdays	EX3 ii) TV weekends	EX3 iii) Radio weekdays	EX3 iv) Radio weekends
a	6.01 – 7.00 <b>morning</b>	1	1	1	1
b	7.01 – 8.00	2	2	2	2
c	8.01 – 9.00	3	3	3	3
d	9.01 – 10.00	4	4	4	4
e	10.01 – 11.00	5	5	5	5
f	11.01 – 12.00 <b>noon</b>	6	6	6	6
g	12.01 – 14.00	7	7	7	7
h	14.01 – 15.00	8	8	8	8
i	15.01 – 16.00	9	9	9	9
j	16.01 – 17.00	10	10	10	10
k	17.01 – 18.00	11	11	11	11
l	18.01 – 19.00 <b>evening</b>	12	12	12	12
m	19.01 – 20.00	13	13	13	13
n	20.01 – 21.00	14	14	14	14
o	21.01 – 22.00	15	15	15	15
p	22.01 – 23.00	16	16	16	16
q	23.01 – 24.00 <b>midnight</b>	17	17	17	17
r	00.01 – 06.00	18	18	18	18

EX4 **Some radio and TV stations broadcast programmes where members of the public have the opportunity to ask questions of decision makers, and discuss important public issues.**

**How likely would you be to watch or listen to a programme like this, if it was on one of the radio or TV channels we just talked about?**

PRESENT SHOWCARD NO: 5

READ OUT

SINGLE CODE ONLY

	EX4
Very Likely	4
Somewhat likely	3
Somewhat unlikely	2
Very unlikely	1
Don't know	88
Refused	99

## Media's Role in Providing a Platform for Debate in Kenya (MK)

**MK1 People like you have said the following things about the media (TV, radio, newspapers and the internet) in Kenya, do you agree?**

ON PROVIDING AN AGREE OR DISAGREE RESPONSE, FOLLOW UP WITH:

**Would you say you [agree/disagree] a lot, or just a normal amount?**

PRESENT SHOWCARD NO: 4

READ OUT STATEMENTS

SINGLE CODE ONLY

	MK1	Strongly agree	Agree	Disagree	Strongly Disagree	DK	Refused
a	The media has helped me to understand the new constitution	4	3	2	1	88	99
b	The media has helped me to understand the electoral process	4	3	2	1	88	99
c	The media does a good job of covering <u>national</u> issues of interest to me	4	3	2	1	88	99
d	The media does a good job of covering <u>local</u> issues of interest to me	4	3	2	1	88	99
e	The media provides me with the opportunity to question government officials on issues that matter to me	4	3	2	1	88	99
f	The media provides me with the opportunity to receive answers and explanations from government officials on their decisions and actions	4	3	2	1	88	99
g	The media makes government officials react to the needs of ordinary citizens	4	3	2	1	88	99



**MK2 The following statements describe the media’s role in conflict, do you agree with these statements?**

ON PROVIDING AN AGREE OR DISAGREE RESPONSE, FOLLOW UP WITH:  
**Would you say you [agree/disagree] a lot, or just a normal amount?**

PRESENT SHOWCARD NO: 4  
 READ OUT STATEMENTS  
 SINGLE CODE ONLY

	MK2	Strongly agree	Agree	Disagree	Strongly Disagree	DK	Refused
a	The media helps Kenyans understand each other better	4	3	2	1	88	99
b	The media neglects politically underrepresented groups	4	3	2	1	88	99
c	The media demonstrates a commitment to solving rather than escalating conflicts	4	3	2	1	88	99
d	The media avoids giving opinions that are not back up by evidence	4	3	2	1	88	99
e	The media represents the interests of a limited group of people, not the national public in general	4	3	2	1	88	99
f	The media provides a place for ordinary citizens to voice their opinions	4	3	2	1	88	99
g	The media provides background information that helps viewers fully understand issues	4	3	2	1	88	99
h	The media provides multiple viewpoints on issues it covers	4	3	2	1	88	99

**MK3 Thinking specifically about political debate and discussion programmes on TV and radio, to what extent do you agree that the opportunity to participate in this type of programming gives you hope for a more peaceful Kenya?**

ON PROVIDING AN AGREE OR DISAGREE RESPONSE, FOLLOW UP WITH:  
**Would you say you [agree/disagree] a lot, or just a normal amount?**

PRESENT SHOWCARD NO: 4  
 SINGLE CODE ONLY

	MK3
Strongly agree	4
Agree	3
Disagree	2
Strongly disagree	1
Don't know	88
Refused	99

**Demographics (D)**

INTERVIEWER: CHECK AGE AND GENDER IS RECORDED IN SCREENER

**D1 Which of these descriptions best describes your marital status?**

DO NOT READ OUT  
 SINGLE CODE

	D1
Single	1
Married, living with spouse	2
Married, not living with spouse	3
Divorced/Separated	4
Widowed	5
Living with Partner	6
In a marriage where the husband has more than one wife	7
Other (specify) _____	8
Don't know	88
Refused/No answer	99

**D2 What is your religion?**DO NOT READ OUT  
SINGLE CODE

	D2
Hindu	1
Muslim	2
Christian	3
Sikh	4
Jain	5
Buddhist	6
Parsi/Zoroastrian	7
Taoism	8
Jewish	9
Bahá'í	10
No religion	11
Traditional African religion	12
Refused/No answer	99

**D3 What do you consider to be your main ethnic group?**ONLY ASK WHERE NOT SAME AS RELIGION  
DO NOT READ OUT. SINGLE CODE

	D3
Ajuran	1
Bajun	2
Basuba	3
Boni-Sanye	4
Borana	5
Bulji	6
Dashnachi - Shangil	7
Degodia	8
Dorobo	9
Elmolo	10
Embu	11
Gabra	12
Gosha	13
Gurreh	14
Hawiyah	15
Kalenjin	16
Kamba	17
Kikuyu	18
Kisii	19
Kuria	20
Luhya	21
Luo	22
Maasai	23
Mbeere	24
Meru	25
Mijikenda	26

Njemps	27
Ogaden	28
Orma	29
Pokomo	30
Rendile	31
Sakuye	32
Samburu	33
Swahili - Shirazi	34
Somali	35
Taita	36
Taveta	37
Teso	38
Tharaka	39
Turkana	40
Indian	41
Pakistan	42
Kenyan Asian	43
Kenyan European	44
Kenyan Arab	45
Other African	46
Refused / No answer	99

D3\_CS1

**How important is your tribe or ethnic group to the way that you think of yourself?**

PRESENT SHOWCARD NO.7

DO NOT READ OUT. SINGLE CODE

	D3_CS1
Very	4
Somewhat	3
Not really	2
Not at all	1
DK	88
Refused	99

D3\_CS2

**How important is being Kenyan to the way that you think yourself?**

PRESENT SHOWCARD NO.7

DO NOT READ OUT. SINGLE CODE

	D3_CS2
Very	4
Somewhat	3
Not really	2
Not at all	1
DK	88
Refused	99

**D4 How easy is it for you to read a newspaper written in...?**

READ OUT

SINGLE CODE

INTERVIEWER TO HOLD UP A PAPER WRITTEN IN EACH (MAIN) LANGUAGE

D4	Easy	Difficult	Do not read at all
Swahili	1	2	3
English	1	2	3

**D5 Have you ever attended school?**

DO NOT READ OUT

SINGLE CODE

	D5
Yes	1
No	2
Refused/No answer	99

**D6 What is the highest level of schooling you have completed?**

DO NOT READ OUT

SINGLE CODE

	D6
Have never attended school	1
Did not complete primary education	2
Primary	3
Secondary	4
College	5
University	6
Don't know	88
Refused	99

**D7 How many household members are aged 25 or younger?**

DO NOT READ OUT. SINGLE CODE

	D7
Three or more	1
Two	2
One	3
None	4

**D8 Do all of the household members aged 6 to 17 currently attend school?**

DO NOT READ OUT. SINGLE CODE

	D8
All	1
Not all	2

No children aged 6-17	3
-----------------------	---

**D9 What kind of toilet facility does your household use?**

DO NOT READ OUT. SINGLE CODE

	D9
Flush toilet, latrine, pan/bucket	1
Other (no toilet facility within the household)	2

**D10 What is the material of the walls of the house?**

DO NOT READ OUT. SINGLE CODE

	D10
Mud/cow dung, grass/sticks/makuti	1
Anything else (Bricks/stone, wood etc)	2

**D11 How many head of cattle are owned by the household currently?**

DO NOT READ OUT. SINGLE CODE

	D11
One or more	1
None or unknown	2

**D12 Does the household own?**

READ OUT. SINGLE CODE FOR EACH OPTION

	D12	Yes	No	DK	REF
a	A television	1	2	88	99
b	A couch or sofa	1	2	88	99
c	A gas or electric stove	1	2	88	99
d	A radio	1	2	88	99
e	A bicycle	1	2	88	99

**D13 What category does your household income fall within?**

READ OUT. SINGLE CODE.

	D13
We don't have enough money, even for food	1
We can afford food but purchasing of clothes is a serious problem	2
We can afford food and clothes, but purchasing of durables such as TV set or a refrigerator is difficult for us	3
We can afford main household appliances, but purchasing a car is beyond our means	4
What we earn is sufficient to buy anything except such expensive purchases as an apartment or house	5
We do not face financial problems. If necessary we can buy an apartment or a house	6

Don't know	88
Refused/No answer	99

D14 **What is your occupation?**  
DO NOT READ OUT. SINGLE CODE.  
CODE AT D16

D15 **Are you the chief wage earner in the household?**

	D15
Yes	1
No	2
DK	88
Refused	99

IF CODE 2 TO D15, ASK Q.D16

D16 **What is the occupation of the chief wage earner in the household?**  
DO NOT READ OUT. SINGLE CODE FOR EACH

	D14 Yourself	D16 Chief wage earner
Doctor	1	1
Lawyer/Magistrate	2	2
Accountant	3	3
Engineer	4	4
Teacher	5	5
Other professional SPECIFY _____	6	6
Journalist/ working in Media	7	7
Managing business with 20 employees or more	8	8
Managing business with less than 20 employees but 1 or more employee	9	9
Petty trader/shopkeeper (no employees)	10	10
Government official/civil servant in position of management	11	11
Mid-level/senior office worker (non-government)	12	12
Other Government worker	13	13
Junior office worker (non-government)	14	14
Agricultural labourer/farmer	15	15
Fisherman	16	16
Agricultural extension worker	17	17
Health worker	18	18
Unskilled labour-specify _____	19	19
Cleaner/domestic servant	20	20
Transport worker (bus driver, auto rickshaw driver, taxi driver, etc.)	21	21
Housewife	22	22
Student	23	23
Retired	24	24
Unemployed	25	25
Other specify _____	26	26

Don't know	88	88
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**D17 What is your monthly household income?**

OPTIONAL SHOWCARD NO:12

SINGLE CODE

		D17
a	Below Ksh. 3,000	1
b	3,001-5,000	2
c	5,001-7,000	3
d	7,001-10,000	4
e	10,001-15,000	5
f	15,001-20,000	6
g	20,001-25,000	7
h	25,001-30,000	8
i	30,001-35,000	9
j	35,001-40,000	10
k	40,001-45,000	11
l	45,001-50,000	12
m	50,001-100,000	13
n	Above Ksh. 100,000	14
o	Do not have household income	15
p	Don't know	88
q	Refused	99