

A close-up photograph of a person's hands playing a yellow acoustic guitar. The person is wearing a red t-shirt. The background is blurred, suggesting an outdoor setting with trees.

# Kenyan Music Industry:

Reflections of Music Listeners - 2019

Kenyan music has experienced great transformation over the last 50 years. The transformation has taken place both from the supply and demand side of music.

The supply side has seen transformation in; the genres being produced, mediums carrying music, revenue model and industry technology among others.

The demand side has experienced transformation in; taste and preference, disposable income and level of education among others.

There has been concern by Kenyan artist and music producers that end consumers and mediums such as radio, TV stations and DJs don't appreciate and consume enough of music produced by local artist.

Viffa conducted a survey in the month of January 2019 to bring out the reflections and perception of Kenyan audiences in regards to Kenyan music.

The objective of the survey was to establish

- i. Genres Kenyan audience listens to*
- ii. Factors affecting consumption of local music*
- iii. Medium through which Kenyan audience access music*

The survey results are as follows;

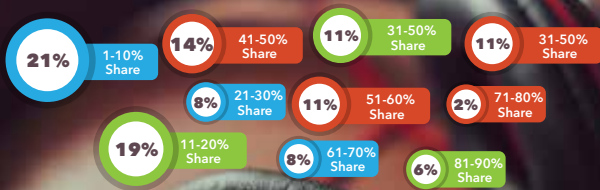
### **Top 10 genre of music listened by respondents;**

1. Gospel
2. Hip hop
3. Bongo
4. Reggae
5. Rumba
6. Rhythm and Blues (R&B)
7. Vernacular
8. Nigeria
9. Afro Pop
10. Kwaito



## Share of local music listened out of total music listed

**21%** indicated that local music takes between 1-10% of total music listened to, **19%** indicated 11-20%, **14%** indicated 41-50%, **11%** indicated 31-40%, **11%** indicated 51-60%, **8%** indicated 21-30%, **8%** indicated 61-70%, **6%** indicated 81-90% and **2%** indicated 71-80% listenership.



### Top five factors encouraging local listenership

1. Spiritual nourishment
2. Originality
3. Relevance
4. Good quality
5. Solidarity with artist  
(Patriotism)

### Top five factors that prevent or discourage listenership of local Kenyan music

1. Lack of educative content
2. Lack of quality
3. Lack of spiritual depth
4. Lack of originality
5. Vulgar language

## Frequency of purchasing local music in digital format

79% of all respondents indicated that they don't, 16% purchase often while 5% indicated they purchase very often.

**79%**

Don't Purchase

**16%**

Purchase Often

**5%**

Purchase Very Often

## Frequency of purchasing local music in physical format such as CDs

71% of all respondents indicated that they don't, 27% indicated they purchase often while 2% indicated they purchased very often.

**71%**

Don't Purchase

**27%**

Purchase Often

**2%**

Purchase Very Often

## Frequency of streaming local music online

49% indicated they stream local music online very often, 40% indicated often while 11% indicated not at all



## Frequency of downloading local music from file sharing websites

52% indicated they don't download at all, 33% indicated they download often while 15% indicated they download very often

**52%**

Don't Download

**33%**

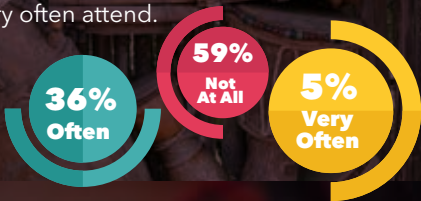
Download Often

**15%**

Download Very Often

## Frequency of attending live local musical performance

59% indicated they don't attend live local musical performances, 36% indicated they often attend while 5% indicated they very often attend.



## Hours in a day spent listening to music streaming website

80% indicated 1-5 Hours, 15% indicated 6-10 Hours, 3% indicated 11-15 Hours while 2% indicated 16-20 Hours

**80%** 1 to 5 hours

**3%** 11 to 15 hours

**15%** 6 to 10 hours

**2%** 16 to 20 hours

## Hours in a day spent listening to radio

85% indicated they listen to radio 1-5 Hours, 8% indicated 6-10 Hours, 5% indicated 11-15 Hours while 2% indicated 15-20 Hours.

**85%**

1 to 5 hours

**5%**

11 to 15 hours

**8%**

6 to 10 hours

**2%**

16 to 20 hours



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