



Kenyan
Music Reflections
of Music listeners

2020

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.

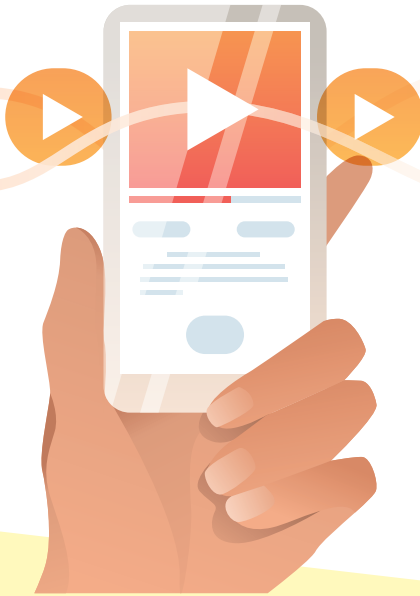
There has been concern by Kenyan artist and music producers that end consumers and mediums such as radio, TV stations and DJs don't appreciate and consume enough of music produced by local artist. On the flip side there have been concerns from a section of music listeners on the declining state of depth both from a spiritual and cultural perspective as well as weakening role of music in catalyzing social justice conversations.

Viffa conducted its second edition survey in January 2020 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*

Survey Results

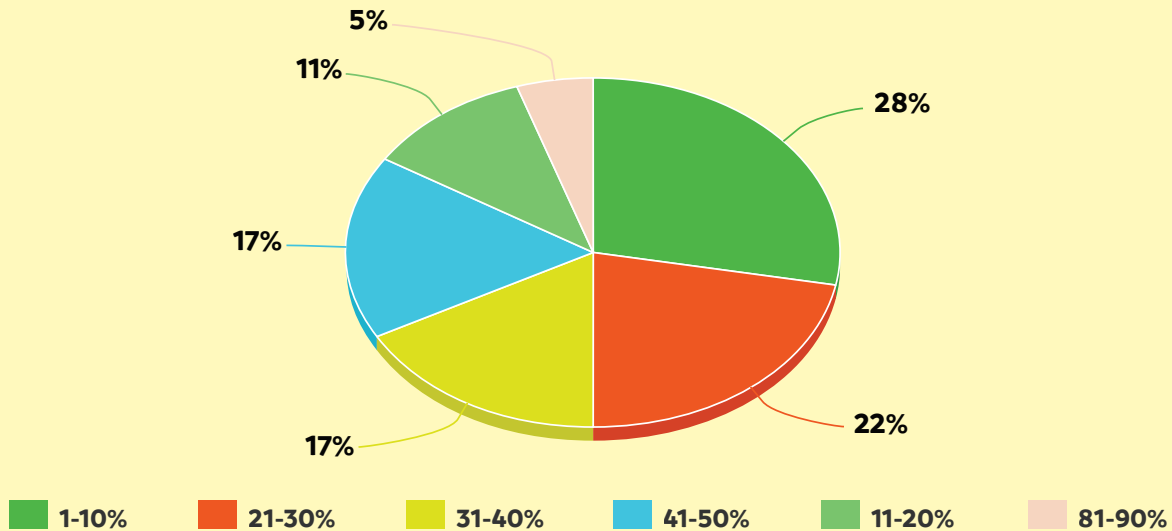


Top 10 music genre listened to;



Share of local music out of total music listened to

Global - Local Listenership



Factors encouraging local listenership



**Spiritual
Nourishment**



Relevance



Originality



Good quality

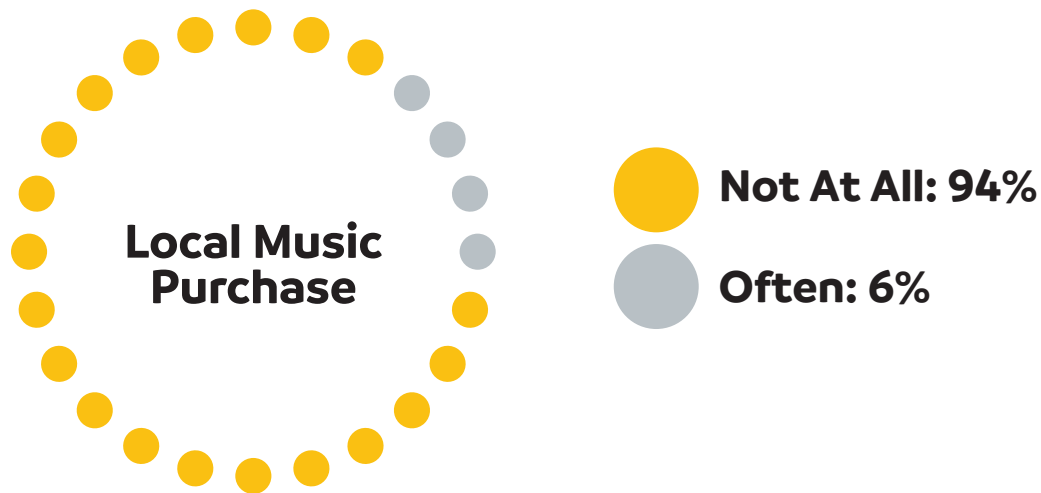


**Easy access
to music**

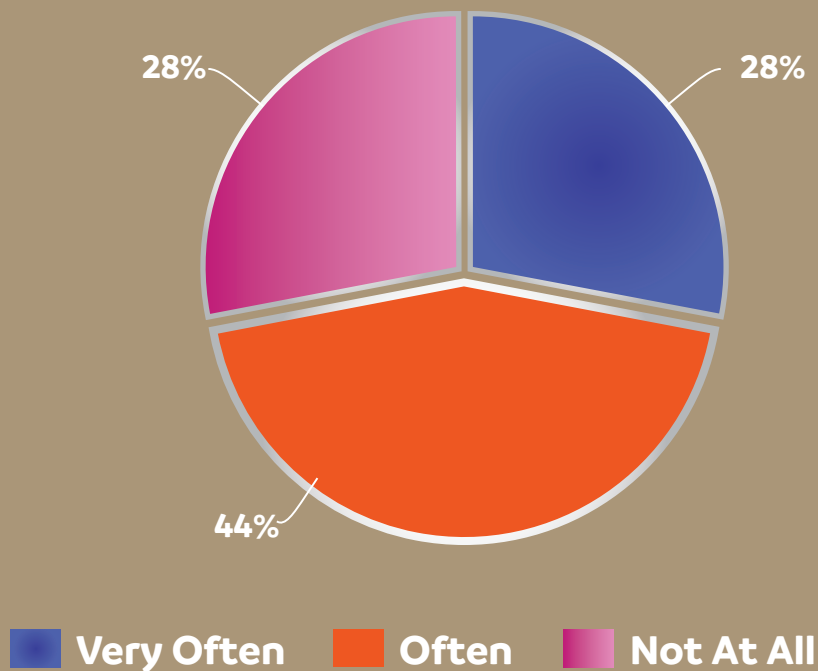
Factors discouraging local listenership



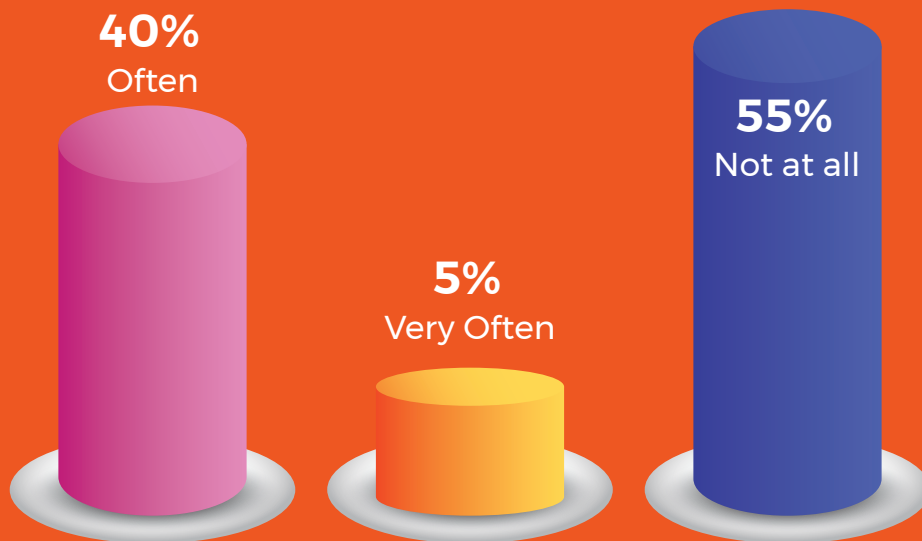
Frequency of purchasing local music



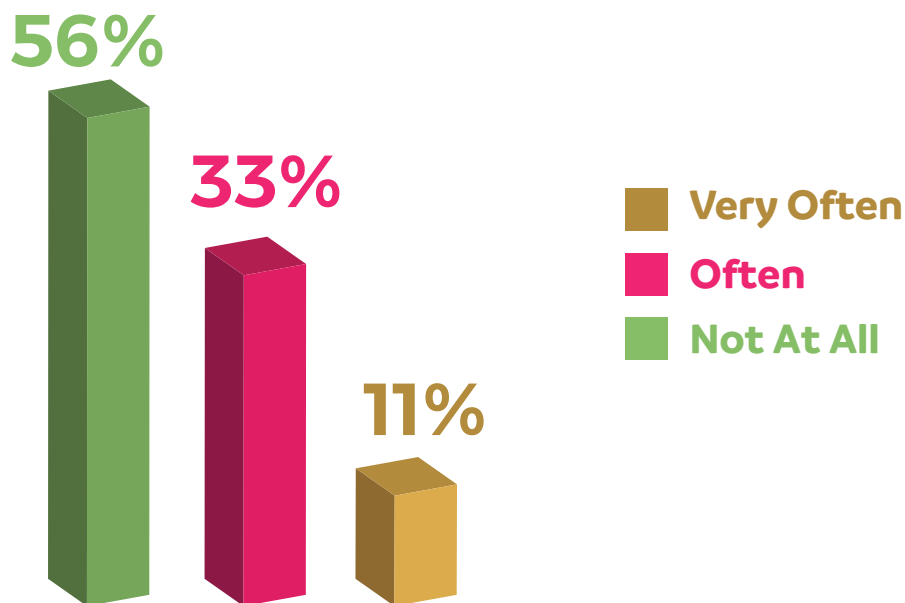
Frequency of streaming local music online



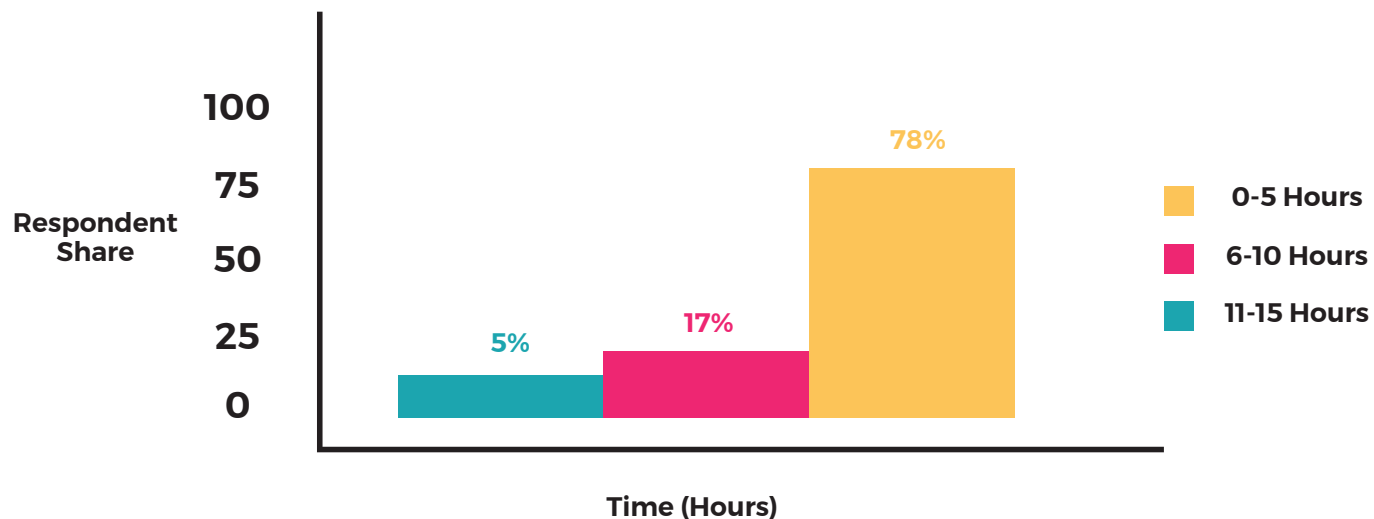
Frequency of downloading local music from file sharing website



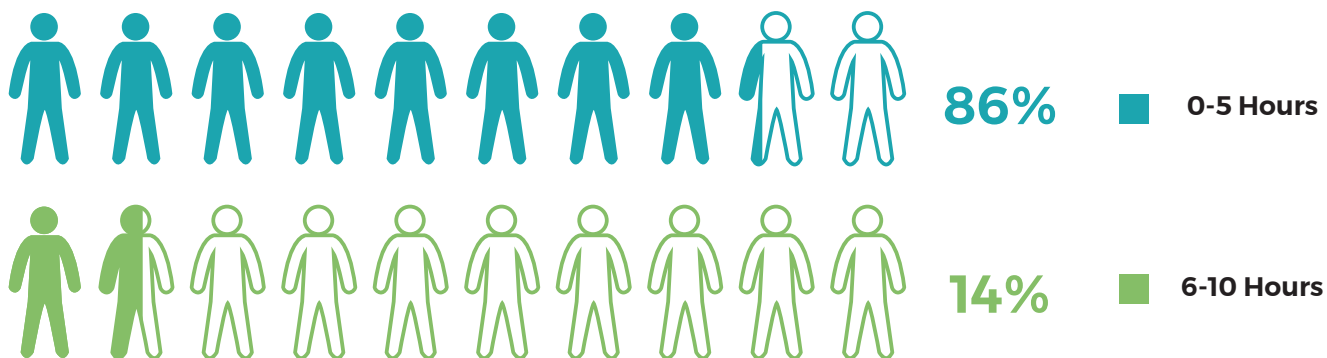
Frequency of attending live musical performance



Hours in a day listening to a music streaming website



Hours in a day listening to radio





Viffa Consult

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