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PiMA

Politics and interactive Media in Africa

PiMA Working Paper Series #4

Interactive media audiences in Africa: A comparison of four constituencies in Kenya and Zambia

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PiMA Working Papers

The PiMA Working Papers are a series of peer-reviewed working papers that present findings and insights from Centre of Governance and Human Rights' (CGHR) Politics and Interactive Media in Africa (PiMA) research project (2012-14).

The project, jointly funded by the ESRC and DFID (ES/J018945/1), focuses on expressions of 'public opinion' in broadcast media via new information and communication technologies (ICT) such as mobile phones in Kenya and Zambia. PiMA examines the political implications of such interactions in the two African countries, with a view to drawing conclusions of wider significance to practitioners and policymakers.

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Abstract and Introduction

To better understand who participates in media-driven public discussion and opinion-making, this working paper presents the results of a randomised household survey implemented in four constituencies in Kenya and Zambia, one urban and one rural constituency in each country. The survey was conducted as part of Politics and Interactive Media in Africa (PiMA), a collaborative research project analysing the nature and political implications of expressions of public opinion in broadcast media in Kenya and Zambia, via new information and communication technologies (ICT) such as mobile phones.

This paper presents descriptive survey results that are the basis of a deeper comparative analysis of drivers of listenership and participation in interactive broadcast media shows, also published in the PiMA Working Paper series. Nevertheless, a few results are highlighted here. The survey reveals that level of radio listenership of *interactive* shows in the two Kenyan constituencies is high, particularly in Kenya, ranging between 80-90%, whereas in Zambia listenership levels range between 40-60%, contrasting with listenership to radio shows generally (70-85%). Radio listeners tend to listen to all types of shows, from politics and development shows to social/cultural and music/entertainment shows. Yet country differences in interactive show listenership are not reflected in the levels of participation in interactive radio shows. Both in Kenya and in Zambia, roughly 20% of the total population have participated at one time or another in interactive shows. However, contrasting with listenership, participation tends to be more segmented across types of shows.

Rural and urban constituencies show an inverse pattern of participation in Kenya and Zambia, with higher levels of participation in the urban sample from Zambia (21% versus 12% in the rural), and the rural sample from Kenya (21% versus 19% in the urban). Across the four sites, male and more educated listeners are more likely to engage interactive shows. Three to four times more men engage in interactive shows than women. Of the women who participate in interactive shows, they tend to be younger, single, more educated and wealthier compared with those who do not participate.

Calling in to the studio is the most frequent form of engagement in radio shows, especially in rural areas. SMS is more popular in urban constituencies, particularly in Kenya. Only 10% of those who have participated in interactive media shows have ever used social media to communicate with stations. Across all sites, the main barriers to participation identified are cost and expectations of not getting through.

Methodology

A comprehensive account of the survey design, methodology and implementation has been provided in Mudhai et al. (2014) *Background Paper: PiMA Survey Design and Methodology*. Survey data collection took place in May 2013 in Kenya and June-July 2013 in Zambia. In Kenya, surveys were conducted in Ruaraka, a peri-urban constituency in the capital city Nairobi, with mixed demographics including one of the city's major slums, and Seme, a rural constituency settled around Lake Victoria in a largely fisher-agricultural community in the western Kenyan city of Kisumu. In Zambia, the surveys were conducted in Mandevu, an urban constituency in the capital city Lusaka with a mixed demographic including some of the city's major slum settlements, and Chipangali, a rural constituency in the country's largely agricultural Eastern Province. Samples were designed to be representative cross-sections of all households in those constituencies. No claim is made that the constituencies themselves are representative of the wider national population. Rather constituencies were selected so as to capture variation in socio-economic factors, political context and media landscape.

A multi-stage sampling approach was employed in the four sites. This involved selecting geographically defined units of decreasing size at each stage. The four stages of the sampling strategy were: (1) cluster sampling for selection of wards; (2) simple random sampling for selection of enumeration areas (EAs) within wards; (3) systematic random sampling for selection of households within EAs ("random walk"); and (4) simple random sampling (Kenya), or stratified by age and gender (Zambia) to select individuals within households. Because there were no available lists of voting individuals residing in the constituencies based on census data, the population was grouped into units from which reliable data was available, such as EAs. The lists of EAs constituted the sampling frame from which the primary sampling units (PSUs) were randomly selected. In Stages 2 and 3, selection was performed according to probabilities proportional to population size. The aim was to guarantee that more populated areas (wards, EAs) had a proportionally higher probability of being included in the sample. Within each household, individuals were selected using a random procedure.

By employing random techniques in all stages of sampling, and using sampling with probabilities proportional to the population, it may be assumed that all individuals of voting age (18 years and over) living in the four constituencies had a known and above zero chance of being included in the sample, which meets the criteria for probability sampling (Groves, 2009).

Survey results allow for inferences to be made to the voting population in the four constituencies (macro-units) with some degree of accuracy (but, as noted above, not to the two countries). The sample sizes are 760 respondents for Kenya (383 for Ruaraka and 377 for Seme) and 688 respondents for Zambia (327 for Mandevu and 361 for Chipangali). The margins of error for a 95% confidence level are no more than plus or minus 5% for both Ruaraka and Seme, and 5.41% for Mandevu and 5.12% for Chipangali. This means that two percentages must differ by at least 10% to be statistically significant in Kenya and by 11% to be statistically significant in Zambia. The response rate for Kenya was 90.4% (84.6% for Ruaraka and 96.3% for Seme).[1]

Results

Poverty profile of the four constituencies

The four constituencies were selected based on the possibility of capturing variation in socio-economic factors, political context and the media landscape. By inquiring about income and poverty, the survey enables a comparison to be made between the aggregate values in the constituencies in order to confirm variations in the economic profiles. To gather information on household income and poverty, two questions were asked: 1) "*What is the average monthly income of your household?*" (Income), harmonised to Kenyan shillings, and 2) "*Over the past year, have you or anyone in your family gone without: Enough food to eat (Food), Medicines or medical treatment (Medicines)/Enough fuel to cook your food (Fuel)/A cash income (Cash)*".

The income question (Figure 1) was unable to provide a clear comparison across the four constituencies due to a high percentage of respondents answering "Don't know" (varying between 13.1% in Ruaraka and 37.1% in Mandevu). The majority of respondents surveyed in those constituencies does not have a regular source of income, as the percentage of people employed on a casual basis or self-employed is very high, particularly in rural areas (57.2% in Seme and 64.4% in Chipangali) where most of the population works in agriculture. There was a high percentage employed on a casual basis or self-employed in urban areas also, with 48.7% of those surveyed in Ruaraka and 30.9% in Mandevu self-employed or employed on a casual basis, mainly in small business. The percentage of respondents who are unemployed does not differ in the Kenyan constituencies (13.2% in Ruaraka and 15.2% in Seme) but is highest in Mandevu (28.3%) and the lowest in Chipangali (9.8%).

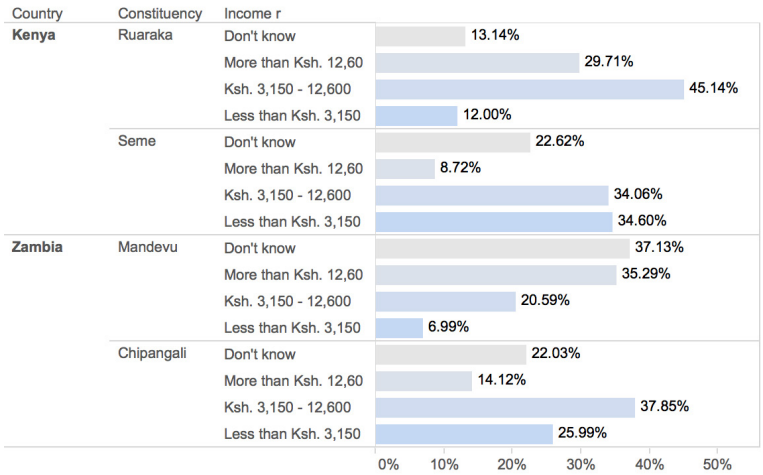

Figure 1. What is the average monthly income of your household? (harmonised to Kenyan shillings)

1 The response rate for Zambia was not available because the team did not record the number and reasons of unsuccessful calls. See also Mudhai et al. (2014).

The question about poverty provides a clearer comparison of the four constituencies. Overall, poverty levels are higher in Zambia than in Kenya and higher in rural versus urban constituencies (Fig. 2). Chipangali (rural Zambia) has the highest reported levels of poverty, reflected by food insecurity, scarcity of medicines and fuel, and a lack of a cash income.

In the rural constituency in Zambia (Chipangali), 42.9% of respondents said they went without food several/many times/always during the past year. In Kenya, the rural constituency (Seme) also has high levels of food insecurity (33.1% of respondents). The rural constituencies have lower levels of food insecurity, particularly Ruaraka with 17.6% of respondents indicating they went without food several or many times during the past year (the same value in Mandevu is 30.4%).

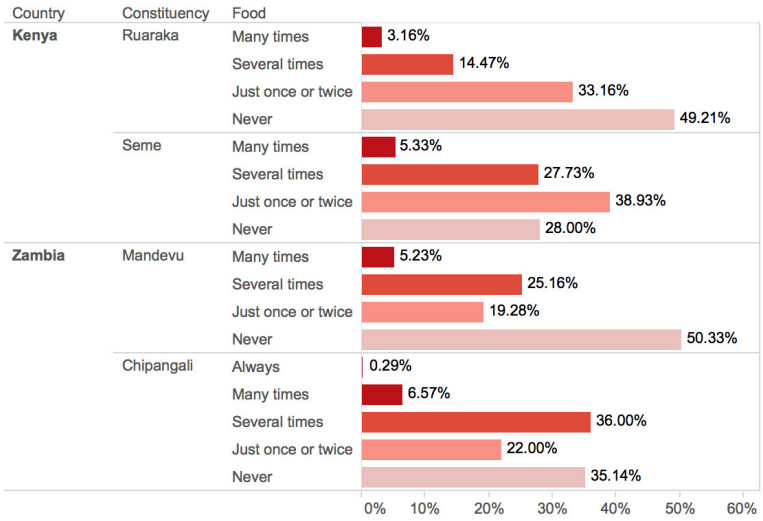

Figure 2. Over the past year, have you or anyone in your family gone without food to eat?

Healthcare is an issue in the rural constituency in Zambia (Chipangali); 70% of respondents indicate they went without medicines or medical treatment several/many times/always over the past year (Fig. 3). The situation is far better in the urban constituency (Mandevu), with only 36.7% of the respondents having gone without medicines or medical treatment several/many times/always during the same period. In Kenya, healthcare appears to be less of a concern as fewer than 30% of respondents said they went without medicines or medical treatment several/many times over the past year (22.8% in Ruaraka and 28.8% in Seme).

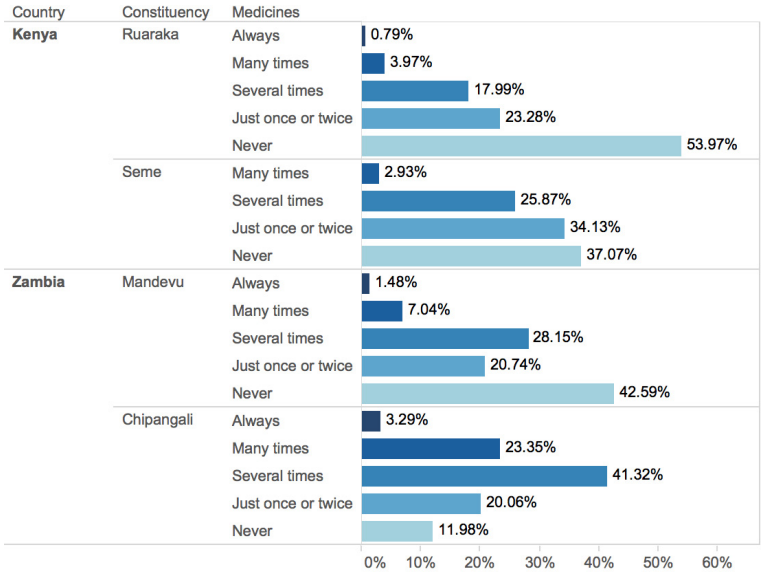

Figure 3. Over the past year, have you or anyone in your family gone without medicines or medical treatment?

Fuel is also relatively scarce in Chipangali; 40% of respondents said they went without fuel to cook their food several/many times/ always in the past year (Fig. 4). The same value is 30% in Mandevu while in Kenya fewer than 20% of respondents indicated they went without fuel (17.5% in Ruaraka and 13.9% in Seme).

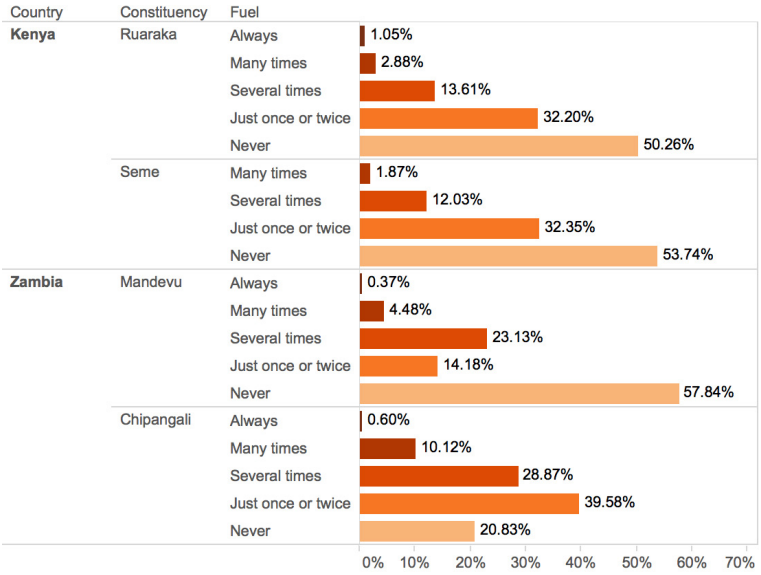

Figure 4. Over the past year, have you or anyone in your family gone without fuel to cook your food?

Lack of a cash income is common in Chipangali and Seme; 76.4% and 72.7% of respondents said they have gone without a cash income several/many times/always over the past year in Chipangali and Seme, respectively. The same figure is 41.8% for Mandevu

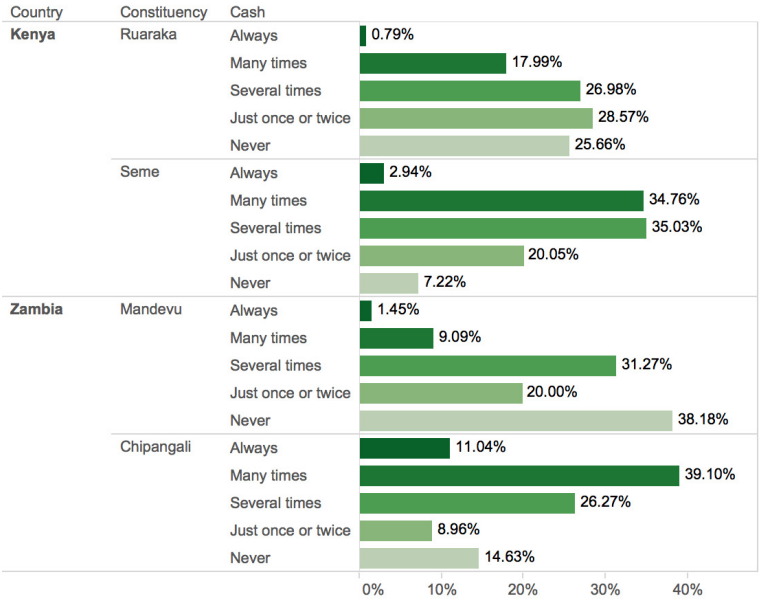

Figure 5. Over the past year, have you or anyone in your family gone without a cash income?

Communications and media consumption

Mobile phones and the Internet

Mobile phone penetration in the two constituencies in Kenya is high, reaching nearly everyone. The majority of respondents answered "*yes*" to the question "*Do you ever use a mobile phone?*" in rural (97.3%) and urban (97.7%) constituencies surveyed. The high

level of access in the rural constituency in Kenya appears to be partially accounted for the phenomenon of shared phones, as 22.1% of the rural sample indicated that they share mobile phones (compared with 6.2% in the urban sample). Access to mobile phones in Kenya is nearly universal in the areas surveyed, and therefore not gendered, with 98.9% of men and 96.1% of women having ever used a mobile phone (Fig. 6).

In Zambia, mobile phone penetration is higher in the urban sample and among men. In response to the question *"Do you ever use a mobile phone?"*, 84.0% in the urban constituency answered "*yes*", compared with 54.2% in the rural constituency. Sharing mobile phones is unusual among respondents in Zambia, with 6.6% in the rural and 3.0% in the urban constituencies indicating they use a mobile phone from a friend or family member. Unlike Kenya, access to mobile phones is gendered in Zambia, with 74.9% men using mobile phones as compared with 62.8% of women. This gender gap is larger in the rural constituency surveyed, in which 62.5% of men stated they had ever used a mobile phone, compared with 47.3% of women (Fig. 6). This difference is less marked in the urban constituency in Zambia, where 80% of women have access to mobile phones (compared with 89.5% of men).

In both countries, mobile phones are mainly used to make and receive calls, although texting is also common in Kenya. The majority of respondents who use mobile phones indicated that they talk on them for up to 30 minutes a day, both in Kenya (83.8%) and in Zambia (89.8%). In Kenya, 62% of respondents who use mobile phone send SMS, indicating they usually send 1-3 texts a day. Sending and receiving SMS is more common in urban areas (73.9% of urban-based mobile phone users use SMS), compared with rural areas (51.2% of rural-based mobile phone users use SMS), and also more common for men (66.7% mobile phone users who are male use SMS) than for women (58.9% of mobile phone users who are female use SMS).

In Zambia, fewer than half of respondents who have ever used mobile phones send and receive SMS (43.7%), with no significant differences between rural (42.5%) and urban areas (45.8%), or between male (46.0%) and female (41.3%) users. The most common reason given in Zambia for not using SMS is illiteracy/innumeracy among both urban (29%) and rural users (34%).

Figure 6. Do you ever use a mobile phone?

Internet reaches only a minority of the population in Kenya and Zambia, but the level of Internet use among respondents is higher in Kenya. When asked the question "*Do you ever use internet?*", only 27.0% of respondents in Kenya and 12.9% in Zambia answered "*yes*". However, there is a considerable urban/rural divide in both countries. In Kenya, 39.0% of those surveyed in the urban constituency had ever used the Internet. This figure drops to 14.7% in the rural constituency. The rural/urban divide is more marked in Zambia, with Internet use reaching 25.2% of the urban sample and only 2.0% of the rural. A greater number of men indicated they used the Internet compared with women both in Kenya (39% of men and 16.1% of women use the Internet) and in Zambia (16.7% of men and 9.1% of women). Internet is a male and urban dominated ICT across the four constituencies (Fig. 7).

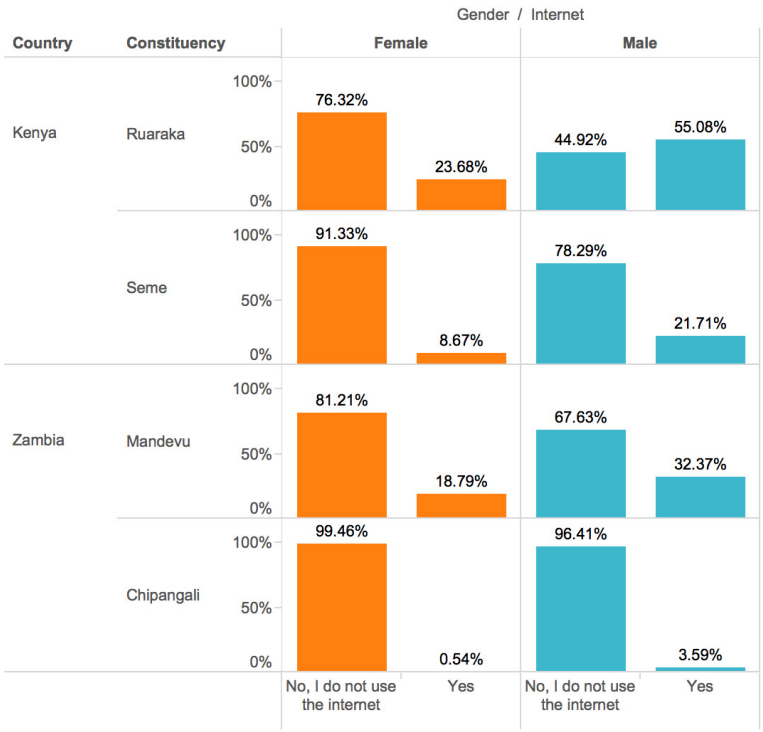

Figure 7. Do you ever use the Internet?

In both countries, respondents most often accessed the Internet via mobile phones (80.5% of internet users in Kenya and 73.2% in Zambia), followed by personal computers (16.0% of internet users in Kenya and 16.8% in Zambia). In Kenya, people who use the Internet spend more time on it (55.5% spends more than 30 minutes a day) than in Zambia (43.6% spends more than 30 minutes a day). The most common use of the Internet indicated was social networking (72.5% of Internet users in Kenya and 69.2% of Internet users in Zambia), followed by email (42.0% of Internet users in Kenya and 29.2% of Internet users in Zambia), and by reading news and current affairs (25.9% of internet users in Kenya and 15.4% of internet users in Zambia). The main barrier to Internet use is illiteracy, both in Kenya (43.9%) and in Zambia (63.0%); although, in Kenya limited access (19.4%) and cost (15.8%) are also mentioned as barriers to use.

Radio, TV and newspapers

Radio listenership is very high in Kenya. Almost all respondents indicated they listen to the radio (98.4% in rural and 92.7% in urban constituencies). Listenership is also high in Zambia, but significantly higher in the urban constituency (89.2%) than in the rural constituency (77.6%). Radio listenership is not gendered in Kenya (95.0% men and 95.9% women listen to the radio) but it is in Zambia, where the percentage of men who listen to the radio (87.9%) is higher than the percentage of women (78.6%). Figure 8 presents the breakdown of radio listenership by gender and constituency.

In both countries people listen to the radio either on their own set (78.9% of radio listeners in Kenya and 71.5% of radio listeners in Zambia), or on a friend's/family radio (15.8% of radio listeners in Kenya and 22.7% radio listeners in Zambia). The pattern of radio listenership is similar across the samples, with the majority of respondents listening to the radio for at least one hour per day (75.5% in Kenya and 64.0% in Zambia).

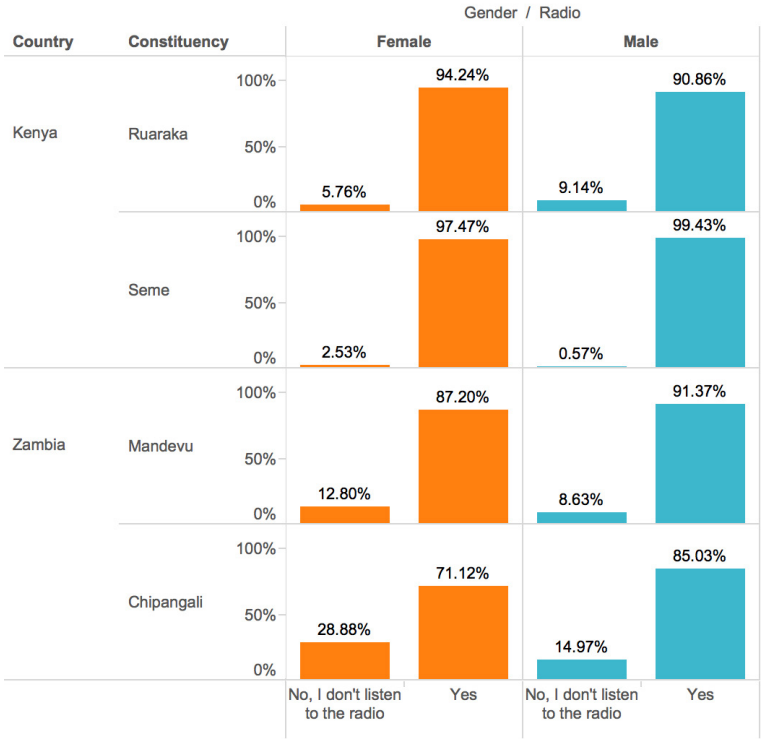

Figure 8. Do you ever listen to the radio?

Television (TV) viewership is less common than radio listenership in both countries. In Kenya, while nearly all respondents listen to the radio (95.5%), only 65.0% indicated they watched TV. In Zambia, 83.0% of the samples listen to the radio, but only 54.3% watched TV. The difference in levels of TV viewership in Zambia compared with Kenya reflects differences between the rural areas in the two countries (rather than in the urban areas). In Kenya, 89.5% of the urban sample watch TV (versus 40.2% in the rural sample). The percentage of urban respondents in Zambia is similar (87.0%), but the percentage of rural respondents is much lower (24.6%). Unlike radio listenership, there is a gender gap in TV viewership in Kenya, in which more men (70.1%) watch than women (60.2%). In Zambia, there is no significant difference in TV viewership between men (55.6%) and women (53.1%). Figure 9 presents the breakdown by gender and constituency.

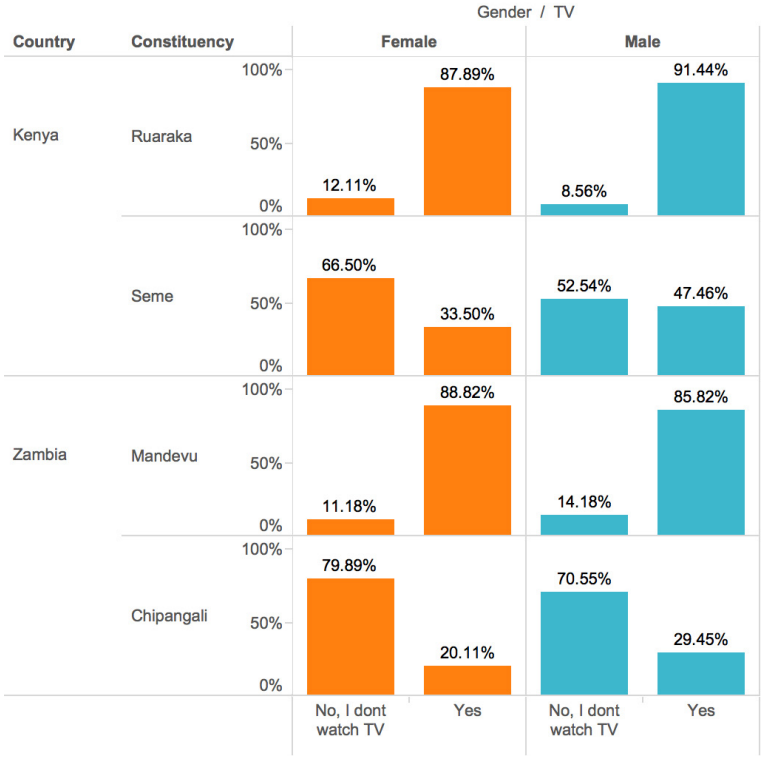

Figure 9. Do you ever watch TV?

Respondents who watch TV tend to watch more than one hour a day, both in Kenya (67.0%) and in Zambia (59.2%). In Zambia, respondents from urban and rural constituencies watch TV either on their own set (70.8% of those who watch), or on family members' and friends' TV sets (28.9% of those who watch). Similar practices were reported from respondents from urban constituencies in Kenya, where 70.4% of those who watch TV do so using their own set, and 26.9% watch on sets belonging to family and friends. In rural areas in Kenya, these figures are lower (38.3% own set and 36.2% at family and friends'), as it is also common (28.9% of those who watch) for respondents to watch TV in public venues such as community centres, cafes, shops and the workplace.

Reading newspapers is more common in Kenya than in Zambia. Also, in both countries it is more common in the urban constituencies and among men. In Kenya, 51.0% of respondents read newspapers at least once a month, while in Zambia this figure is only 29.3%. There is a significant urban/rural divide in both countries with more than half of the rural sample in Kenya (57.1% in rural versus 36.1% in urban areas) and in Zambia (78.8% in rural versus 55.5% in urban) rarely or never reading a newspaper. Readership of newspapers is markedly gendered, particularly in Zambia. In Kenya, 46% of women indicated they rarely or never read a newspaper (versus 32.4% men) while the same figure is 76.6% in Zambia (versus 58.4% men). Figure 10 presents the breakdown by gender and constituency.

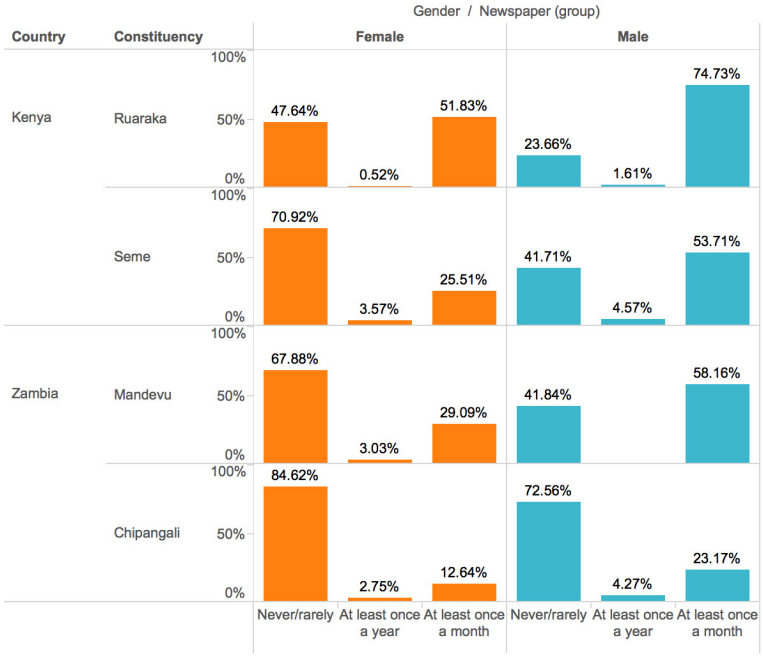

Figure 10. Do you ever read a newspaper?

The high penetration of both radio and mobile phones in Kenya appears to offer supportive conditions for audience participation in radio shows, both in rural and urban areas. In Zambia, lower levels of mobile phone penetration may impact on participation in such shows although radio listenership is still high in the urban constituency. Conditions are not as favourable in the rural constituency in Zambia with moderate levels of radio listenership and mobile phone penetration (Fig. 11).

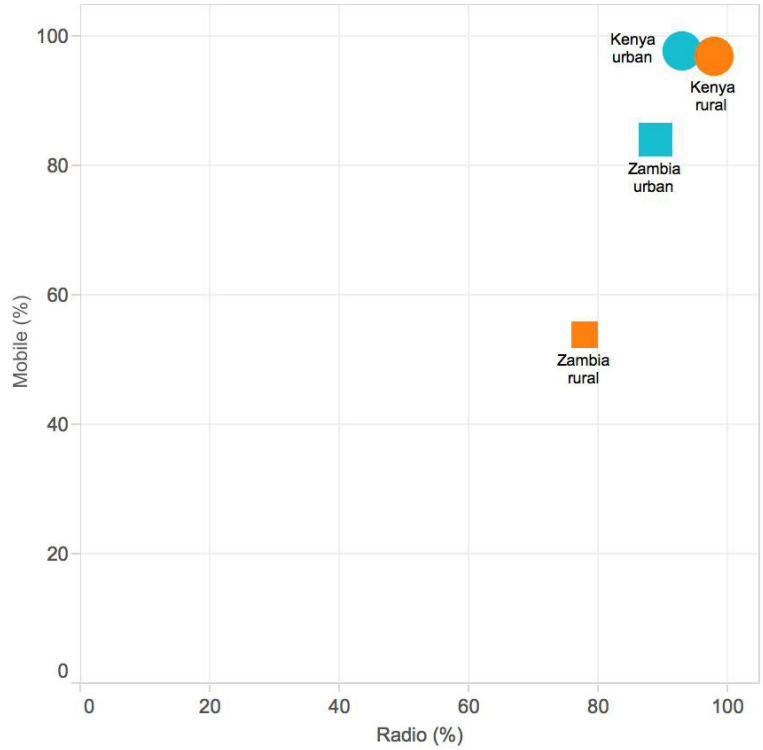

Figure 11. Penetration of radio and mobile phones in the four constituencies

Listenership and participation in interactive shows

Listenership to interactive shows

The question "*Have you ever watched or listened to any shows on the radio or TV that allow you to contact them*" reveals higher levels of listenership of interactive radio shows in the Kenyan sample (89.9%), compared with the Zambian sample (50.8%), among respondents who indicated they listen to the radio. A rural/urban divide is present only in Zambia where the percentage of respondents in the urban constituency who listen to interactive shows is higher (61.1%) than in the rural constituency (41.8%), among respondents who listen to the radio. In Kenya, listenership of interactive shows is higher in the rural (93.4% of those who ever listen to radio) than in the urban constituency (86.1% of those who listen to radio); however, this difference is not statistically significant. The pattern of listenership of interactive shows matches the pattern of general listenership of radio in these two countries (cf. Figs. 12 and 8).

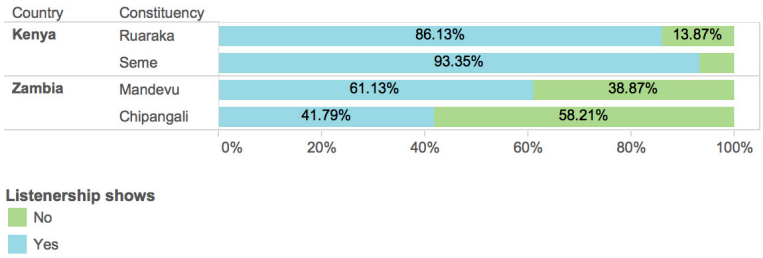

Figure 12. Have you ever watched or listened to any shows on the radio or TV that allow you to contact them?

In Kenya, listenership of interactive radio shows is not gendered (90.9% of men and 89.9% of women who ever listen to radio), but it is in Zambia: looking among radio listeners, 59.2% of men and 43.4% of women listen to interactive radio shows. Figure 13 presents the breakdown by gender and constituency.

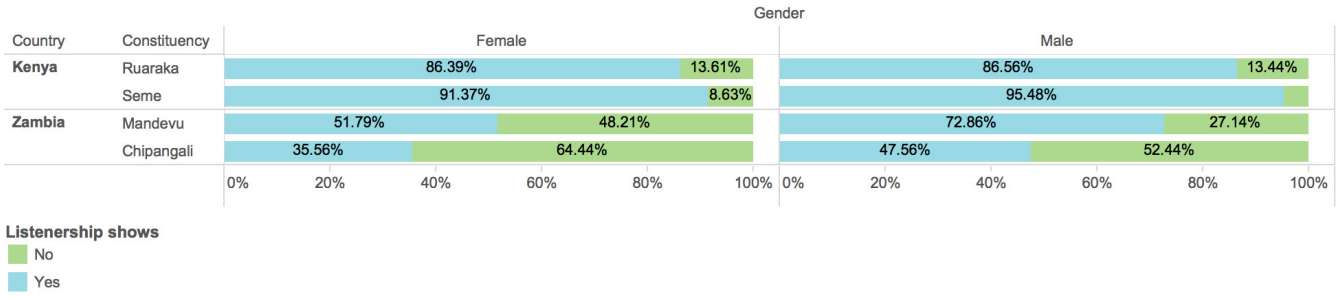

Figure 13. Listenership of interactive shows on the radio or TV per constituencies and gender

The levels of listenership of interactive radio shows do not differ substantially by the type of show. When the types of shows are grouped into politics and development, socio-cultural and entertainment (Table 1), the levels of listenership across these three broad categories of shows are very similar across all four constituencies: roughly 80-90% of people who listen to interactive radio shows in general. The only exception is the urban constituency in Zambia where listenership of shows on politics and developments is lower, comprising only 68.8% of those who listen to interactive shows.

Table 1. Types of shows and topics

Type of show	Topics
Politics and development	Politics, current affairs, agriculture and development
Socio-cultural	Religion, relationships, cultural, sports and women's issues
Entertainment	Music, competitions/quizzes, shopping

The gender analysis shows that men and women listen equally to all types of shows. There is only a slight tendency across all four constituencies for more men to listen to interactive shows in politics and development than women, but this is not statistically significant (on average, among listeners of interactive shows in politics and development, 52.2% are men and 49.4% are women). For the other types of interactive radio shows, there is an equal divide between men and women. The only exception worthy of note is a higher tendency for women (versus men) to listen to music shows in the urban constituency in Zambia.

Further analyses into these three broad types of shows find that respondents do not show a clear preference for one type of interactive radio show (cf. Fig. 14). In Kenya, 76.4% of listeners of interactive shows listen to all three types of shows (79.9% in the urban and 73.1% in the rural constituency), while in Zambia the equivalent figure is 73.1% (60.6% in the urban and 83.1% in the rural constituency).

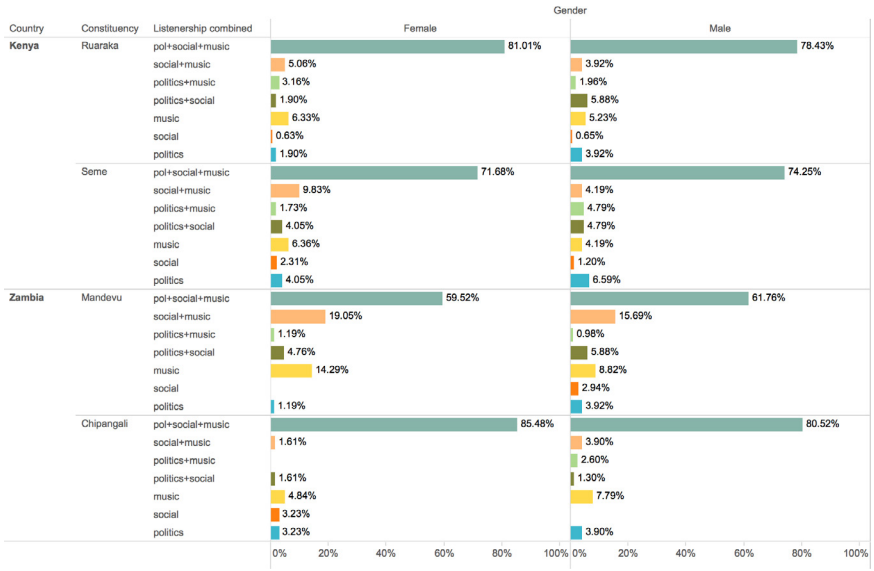

Figure 14. Listenership of interactive shows per type of show, constituency and gender

Participation in interactive shows

In the Kenyan sample, while the majority of the respondents listen to interactive radio shows (89.9% of those who ever listen to the radio), only 22.4% of those who listen to interactive shows also answered "*yes*" to the question "*Have you ever participated in a radio or TV show that allow you to contact them?*". In Zambia, while listenership of interactive shows is lower (50.8% of those you ever listen to the radio), the relative level of participation in the shows is actually higher than in Kenya (29.5% of those who ever listen to interactive shows).

Differences between rural and urban respondents in participation in interactive shows in both countries mirror patterns found in who listens to interactive shows and to radio in general (cf. Figs. 15, 12 and 8). In Kenya, there is no significant difference between rural (23.0% of those who ever listen to interactive shows) and urban (21.8% of those who ever listen to interactive shows) constituencies, while a greater percentage of listeners in urban areas participated in Zambia compared with rural areas. 34.2% of respondents from the urban constituency who had listened to interactive shows also participated in these shows, compared with 24.1% listeners of interactive shows from the rural constituency. Consideration of levels of participation and listenership in the two countries shows that participation in interactive shows in Zambia is proportionally higher than in Kenya. These findings suggest that in Zambia listeners tend to engage more in interactive shows than in Kenya, both in rural and urban areas, despite mobile phone access being less widespread than in Kenya.

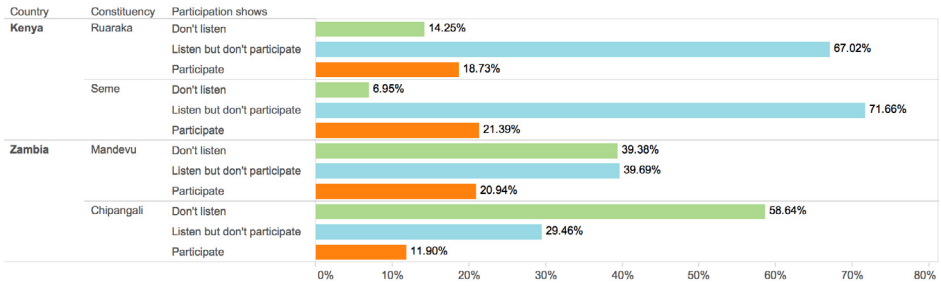

Figure 15. Have you ever participated in a radio or TV show that allowed you to contact them?

Patterns in participation by men and women in interactive shows are similar in Kenya and in Zambia, with approximately 10% more men having participated than women in the overall sample. In Kenya, 27.2% of men and 17.9% of women who listen to interactive shows also indicated they had participated in these shows. In Zambia, 33.3% of men and 24.7% of women who listen to interactive shows had ever participated in these shows. The gap between men and women in terms of the percentage who had participated is wider in the rural constituency in Zambia, in which only 5% of women who listen to these shows had participated, compared with 17.6% of men (Fig. 16).

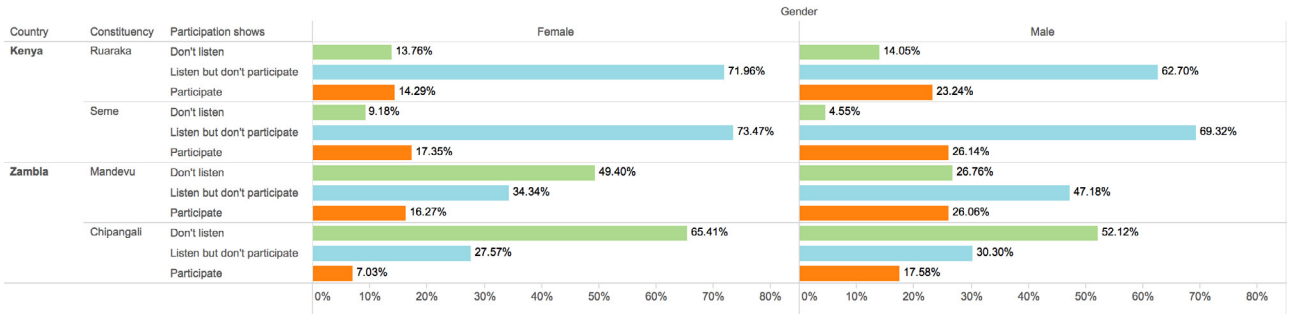

Figure 16. Have you ever participated in a radio or TV show that allowed you to contact them?

Although female respondents are not more likely to send SMS than men in general, slightly more women had texted in to interactive shows than men, both in Kenya (50.0% of women and 47.2% of men who had participated in these shows) and in Zambia (34.9% of women and 33.3% of men who had participated in these shows). However, these differences are not statistically significant.

Across countries and constituencies, participation mainly is through calling in (71.0% in Kenya and 71.6% in Zambia among those who had participated in interactive shows). This is particularly salient in the rural constituency in Zambia, in which nearly all the people who had participated in interactive shows did so through a phone call (95%) and SMS use is not very common (22.5%)[2]. An exception is in the urban constituency in Kenya. Here, SMS is also common (among those who had participated in interactive shows, 64.7% called and 60.3% texted). Participation through SMS occurs more in urban areas, both in Kenya (60.3% of those who had participated from the urban versus 37.7% from the rural constituency) and in Zambia (42.0% of those who had participated from the urban versus 22.5% from the rural constituency).

Contrary to the uniform levels of listenership found across types of interactive shows, levels of listener engagement varies with the type of show, with remarkable specificities across sites. When grouped into politics and development (politics, current affairs, agriculture and development programmes), socio-cultural (religion, relationships, cultural, sports and women's programmes) and entertainment (music, competitions/quizzes, shopping programmes), the levels of participation are between 8.8% and 13.3% in Kenya, and 17.2% and 17.9% in Zambia, among the respondents who indicated they listened to these shows.

2 The percentages do not sum to 100 because some people participated both through mobile phone and SMS.

In the two Kenyan constituencies, the highest level of participation is in entertainment shows (13.3%), followed by politics and development shows (11.4%), and socio-cultural shows (8.8%). In Zambia participation levels depend on the constituency: in the rural constituency, listeners more often participate in shows about politics and development (17.8%), followed by socio-cultural (15.1%) and entertainment shows (10.4%). In the urban constituency, listeners participate more in entertainment shows (22.6%), and then socio-cultural (20.1%) and politics and development shows (16.7%). These results suggest that participation in entertainment and socio-cultural shows in the urban constituency in Zambia might explain the relatively higher levels of participation in Zambia than in Kenya.

Participation in interactive shows does not only differ by the type of show, but is also associated with gender. In Kenya, more men participate in interactive shows than women, irrespective of the show or whether the respondent is in a rural or urban area. The difference between men and women is comparable for shows on politics and development and socio-cultural shows, but is narrower for entertainment shows. In Zambia, participation is only gendered for politics and development shows in both urban and rural areas.

In both countries, fewer women participate in shows on politics and development than men. In Kenya, 71.2% of radio listeners who had participated in politics and development shows are men, leaving only 28.8% women. In Zambia, the aggregated gender gap is similar, with men comprising 70.5% of those who had participated in politics and development shows, and only 29.5% women, but there were also particularities by constituency. In Kenya differences in men and women's participation in shows on politics and development extends to both urban (71.0% are men and 29.0% are women) and rural (71.4% are men and 28.6% are women) constituencies. However, in Zambia this gap is narrower in the urban constituency (61.9% are men and 38.1% are women), compared with the rural constituency (78.3% are men and 21.7% are women). Engagement of urban-based women in politics and development shows in Zambia is considerably higher than in the other three constituencies.

Differences in participation between men and women are not unique to politics and development shows in the Kenyan samples. A comparable gender gap was reported in socio-cultural shows (among those who had participated, 72.5% are men and 27.5% are women) in Kenya. The gender gap in socio-cultural shows is accentuated in the rural constituency in Kenya (among those who had participated, 80% are men and 20% are women), compared with the urban constituency (among those who had participated, 65.4% are men and 34.6% are women). The same difference holds for participation in entertainment shows (among those who had participated, 61.3% are men and 38.8% are women), generalisable for urban (among those who had participated, 65.4% are men and 34.6% are women) and rural areas (among those who had participated, 61.0% are men and 39.0% are women).

In Zambia, unlike Kenya, the gender gap in participation is specific to politics and development shows. The aggregated differences between men and women who had participated in socio-cultural shows (among those who had participated, 52.0% are men and 48.0% are women) and entertainment shows (among those who had participated, 52.9% are men and 47.1% are women) are not statistically significant. However, this aggregated picture does not hold when distinguishing between urban and rural constituencies. Participation is gendered in rural areas for all types of interactive shows. In the rural constituency in Kenya, more men participate in socio-cultural programmes than women (among those who had participated 57.9% are men and 42.1% are women). The same holds for participation in entertainment shows (among those who had participated, 64.2% are men and 35.7% are women). Surprisingly, in the urban constituency in Zambia, where the overall gender difference in participation is narrower than in the other sites, women participated slightly more in socio-cultural shows (among those who had participated, 48.4% are men and 51.5% are women) and entertainment shows (among those who had participated, 48.6% are men and 51.4% are women). However, these differences do not achieve the threshold for statistical significance.

Notwithstanding the finding that people who listen to interactive radio shows tend to listen to all types of shows, participation varies by type of show (Fig. 17). When the three categories of interactive shows are combined, only 29.5% of those who had participated in interactive shows in Kenya and 25.8% those of had participated in interactive shows in Zambia had participated in all three types of shows. Rather, participation appears segmented. In Kenya, 15.9% of those who participated in interactive shows only participated in politics and development shows, 12.5% in socio-cultural shows and 21.6% in entertainment shows. In Zambia, participation is divided relatively equally between the types of shows, with the same percentage of listeners having participated in politics and development shows and socio-cultural shows at 19.7% each, and 15.2% of respondents having participated in entertainment shows. There are some specificities by constituency. For example, in the rural constituency in Zambia, participation is mainly specialised in politics and development shows (28.1%) and in the urban constituency in Kenya there is greater specialisation of participation in entertainment shows (28.9%).

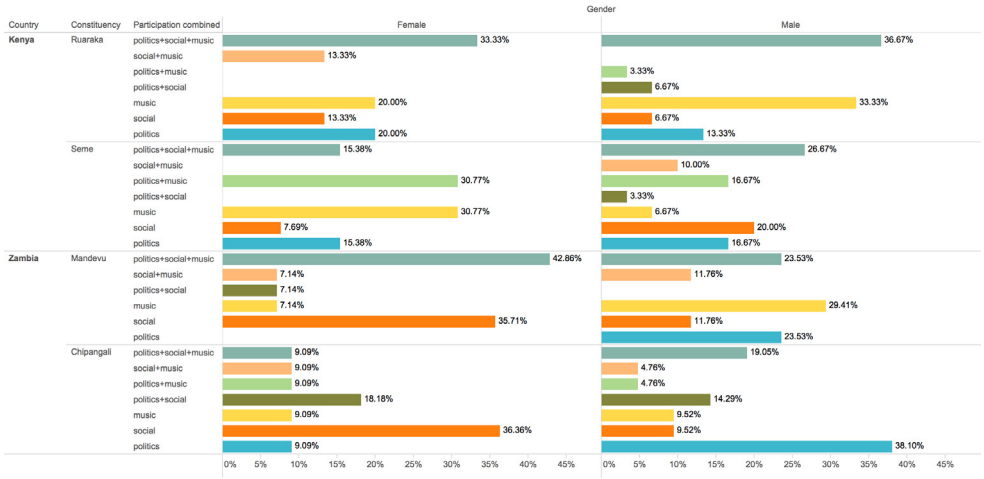

Figure 17. Participation of interactive shows per type of show, constituency and gender

There is an inverse effect of age on participation in both countries. A larger number of younger people (aged 18-34) engage in interactive shows in the rural constituency in Kenya (28.8% of those in the age group) and in the urban constituency in Zambia (25.7% of those in the age group) (Fig. 18). In contrast, in the urban constituency in Kenya, it is the older group (34 years and over) who participate more often in these shows (22.9% of those in the age group). There no significant differences by age in participation in the rural constituency in Zambia.

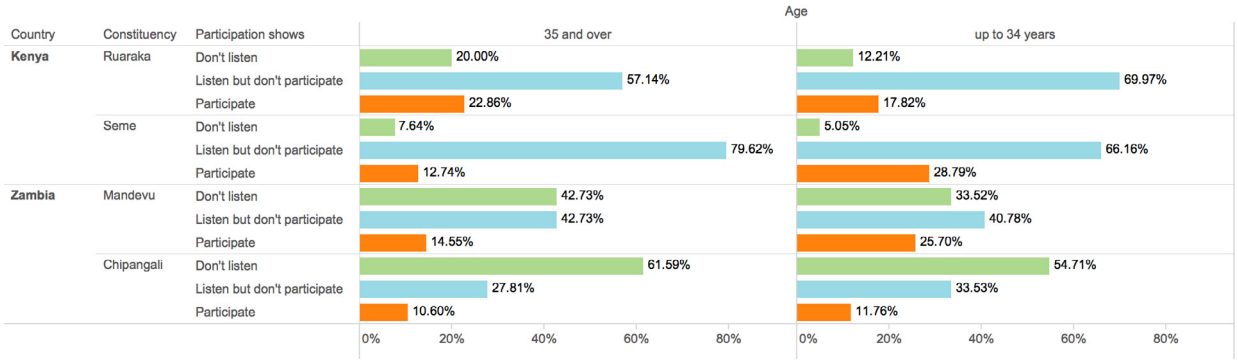

Figure 18. Listenership and participation of interactive shows per constituency and age

Income level tends to correlate with levels of participation in rural Kenya and urban Zambia (Fig. 19). Wealthier people tend to both listen and participate more in interactive shows. However, the relationship between income and participation is only linear in the rural constituency in Kenya and in the urban constituency in Zambia.

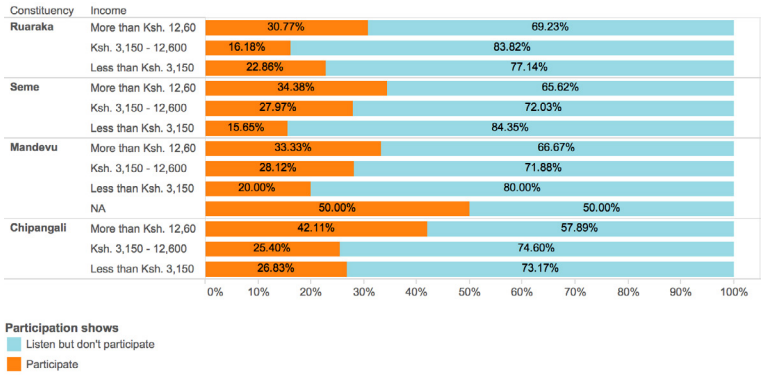

Figure 19. Participation of interactive shows per constituency and income

Education shows a consistent positive relationship with participation in interactive shows across the all sites (Fig. 20). In the rural constituency in Zambia, the percentage of people with lower levels of education (up to junior secondary school) that listen to interactive shows is higher than the percentage of people with higher levels of education (junior secondary school or higher) who listen to the shows. In contrast, 50% of listeners with higher levels of education had participated in the shows.

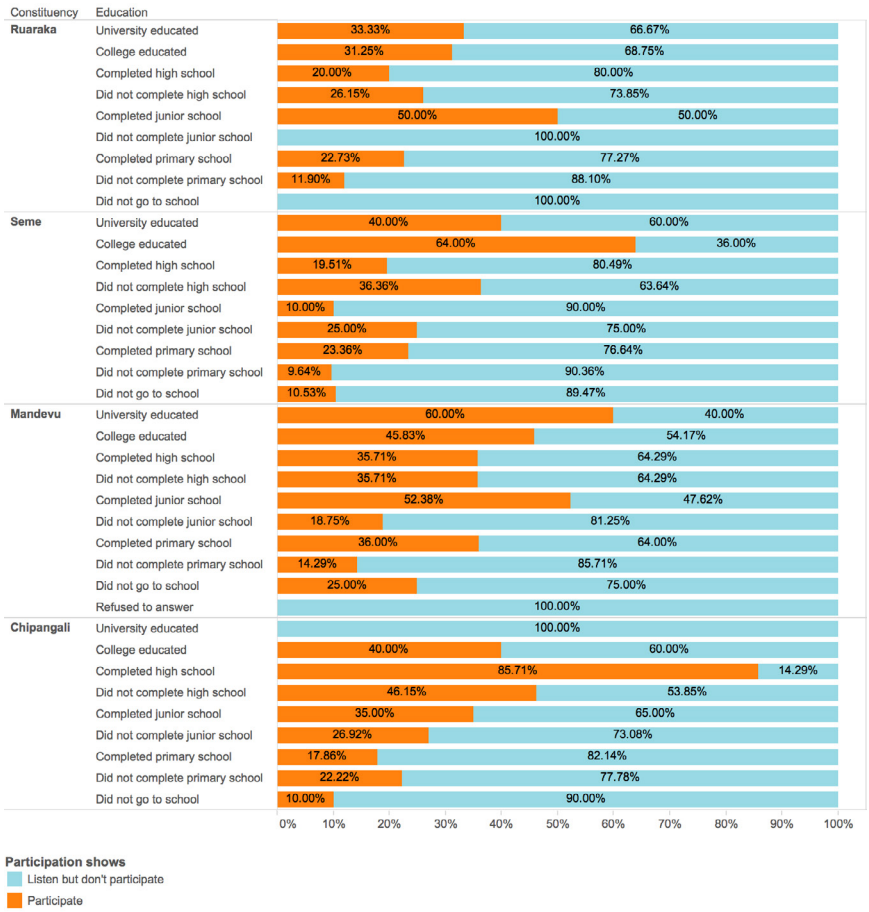

Figure 20. Participation of interactive shows per constituency and education

The profile of women who listen and who participate in interactive radio shows differs from the overall female population. Women who are younger and more educated are more likely to both listen and participate in interactive shows. Wealthier and single women are also more likely to participate.

Enablers and barriers to participation in interactive shows

The main reasons indicated by listeners as preventing them from engaging in interactive shows are cost (60.3% in Kenya and 52.5% in Zambia) and the expectation that they won't get through (33.5% in Kenya and 18.8% in Zambia). Cost was mentioned most often in all constituencies, but with a higher percentage in rural constituencies both in Kenya (62.5% in rural and 58.3% in urban) and in Zambia (65.6% in rural and 36.9% in urban). The second most common reason, the expectation that one will not get through, is more common in the urban constituencies in Kenya (29.1% in rural and 37.6% in urban) and Zambia (15.6% in rural and 22.5% in urban). Other reasons cited, such as lack of time, or concerns about criticism from others, anonymity/repression or inefficacy of the messages, were mentioned by less than 10% of the respondents in the four constituencies. There is no significant gender difference in the reasons for non-participation in interactive shows.

In all constituencies, most respondents indicated that they perceived presenters to be fair to all who participate (75.1% in Kenya and 77.1% in Zambia) (Fig. 21). However, when compared with rural respondents, respondents in urban constituencies are more likely to agree with the statement that presenters favour a particular group, particularly in Zambia (3.4% in rural and 24.5% in urban). In Kenya the difference is not statistically significant (18.1% in rural and 22.4% in urban).

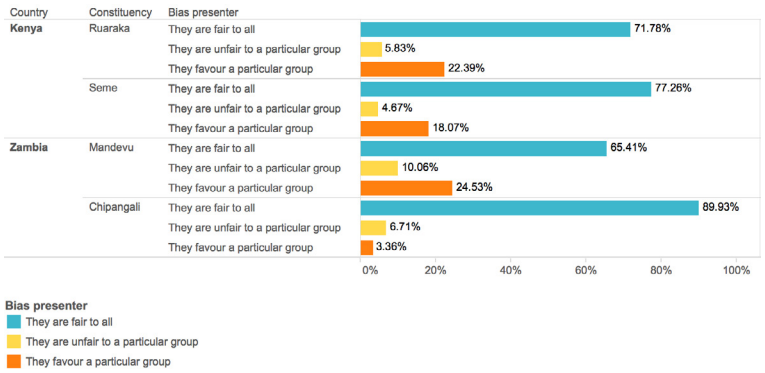

Figure 21. Generally, do you think the presenters favour any type of people in the way they manage discussions?

More than half of the respondents in Kenya (51.5%) have a favourite talk show, more than in Zambia (42.1%). This also diverges between rural and urban areas. A greater proportion of urban respondents in Zambia indicate a favourite talk show (32.3% in rural and 53.2% in urban). There is no significant urban/rural difference in Kenya (53.2% in rural and 49.7% in urban).

Listeners tend not to identify the language of the broadcast as a barrier to participation. 74.4% of respondents in Kenya and 57.2% of respondents in Zambia answer "no" to the question, "If there were talk shows in a different language, do you think you would be more likely to participate?" Also, differences were not found between men and women, or between urban and rural areas across countries.

Respondents in Kenya explain reported lower levels of female participation in interactive shows, particularly in political/public affairs shows (Fig. 22), as tied to the discussion of topics that are not interesting to women (30.6% in rural and 37.2% in urban), low access to radio and mobile phones by women (16.9% in rural and 16.8% in urban), a lack of time (18.2% in rural and 12.0% in urban), and men discouraging women from participating (11.3% in rural and 11.0% in urban). One important gender difference in responses to this question in Kenya was the greater tendency for men to mention that one of the reasons why women don't participate is because topics are not interesting to them (39.4% of women and 28.4% of men).

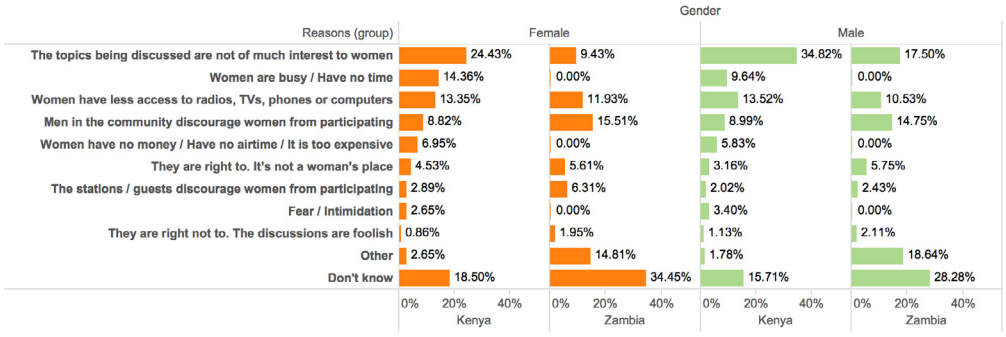

Figure 22. On some stations women don't participate as much as men in interactive shows about current affairs and politics. Could you give TWO reasons why you think this is so?

In Zambia, 60% of respondents said that they don't know (40%) or think there are other reasons for women not participating (20%) in politics and development shows. Among the reasons given, the ones more mentioned by respondents in Zambia were first, men in the community discourage women from participating (19.2% overall, 18.2% of men and 19.9% of women) and second, the topics discussed are not of much interest to women (16.4%). Similar to Kenya, the latter reason is mentioned by significantly more men than women (21.6% of women and 12.1% of men).

Perceptions of people who participate

The majority of respondents in Kenya (71.6%) and Zambia (84.2%) personally know someone in the community who has participated in interactive shows. Most respondents indicated they perceived people who participate are seen to speak for everyone in the community, both in Kenya (71.3%) and in Zambia (85.7%). Also, some respondents indicated they think that participants speak for themselves (23.6% in Kenya and 11.2% in Zambia).

Respondents perceive that those who participate in interactive shows are men (22.2% in Kenya and 16.1% in Zambia) with money (45.7%% in Kenya and 43.3% in Zambia), time (35.9% in Kenya and 20.3% in Zambia) and education (14.5% in Kenya and 26.6% in Zambia). In Zambia respondents were more likely to also mention public skills, compared with Kenya (6.3% in Kenya and 13.6% in Zambia). In Kenya respondents also perceive participants to be younger (14.5% in Kenya and 4.4% in Zambia). There are no significant male/female or urban/rural differences in perceptions of who participate.

Impact of interactive shows

Across the four sites, the majority of respondents consider interactive shows to have a positive impact (Fig. 22), and only a minority (less than 5%) think that the impact is negative.

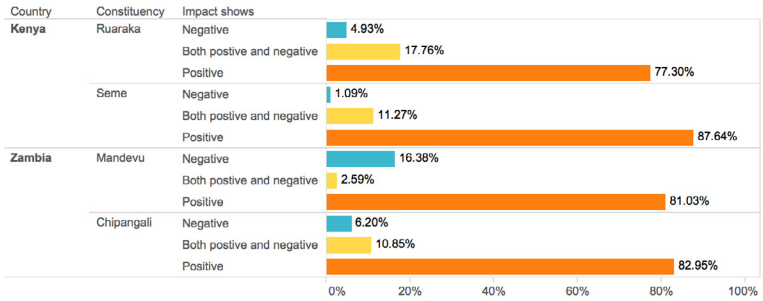

Figure 23. Overall, do you think that interactive talk shows have had a positive or negative impact on your community?

The majority of respondents in Kenya (82.9%) and Zambia (83.4%) indicated that they think interactive shows have a positive impact because people become educated (77.2%% in Kenya and 48.4% in Zambia) and people can voice their concerns (37.7%% in Kenya and 43.3% in Zambia). A minority of respondents indicated they think that shows impacts on those in authority by placing them under pressure to deliver what they promise or what they should provide (7.3%% in Kenya and 10.8% in Zambia). When asked about the main negative side of talk shows, the greatest percentage of respondents said there were none (61.9%% in Kenya and 40.3% in Zambia). Still, some respondents indicated they believe that interactive shows promote divisions within the country or community (14.2%% in Kenya and 14.3% in Zambia).

Governance and accountability

In order to test the hypotheses that listenership and participation in interactive shows are related to participation in politics in general and to socio-political attitudes, the questionnaire included a section on governance and accountability. The descriptive results for these questions are presented in this section, with the aim to highlight differences between the four constituencies.

Survey results indicate that voter turnout in the last general election was higher in Kenya (82.6%) than in Zambia (58.9%). In Kenya there is no significant differences in the voter turnout between the rural (84.8%) and the urban constituencies (80.0%) (Fig. 24), and between men (83.8%) and women (81.1%). However, in Zambia significantly more respondents from the rural constituency (63.7%) voted in the last election compared with the urban constituency (53.7%), and more men voted (64.2%) than women (54.2%).

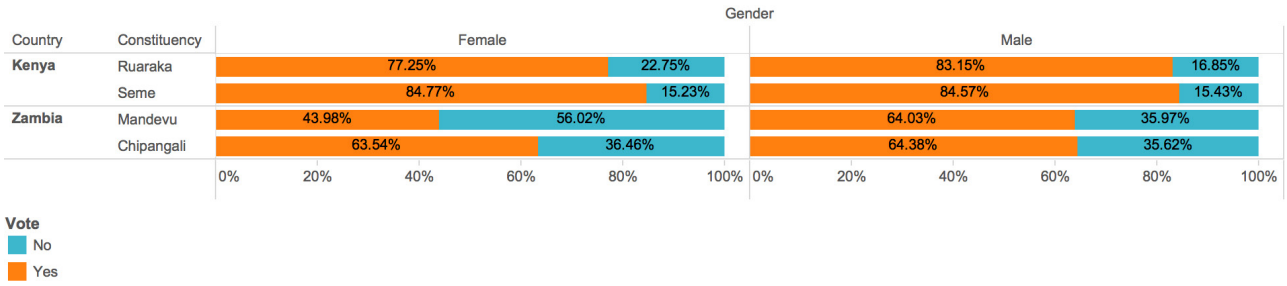

Figure 24. Did you vote at the last general election in 2013?

The main reasons given by respondents in Kenya for voting is leadership change (43.0%), electing a preferred candidate (13.4%) and exercising the right to vote (12.8%). The main reasons for not voting among respondents in Kenya are not having a valid ID (56.2%) or a voter's card/not registered as a voter (18.1%). In the rural constituency in Kenya, respondents mentioned not having an ID (65.3%) as a reason for not voting significantly more than in urban areas (48.2%). Both reasons for non-voting are mentioned by proportionately more women (60.3% not having an ID and 20.7% not registered as a voter) than men (51.1% not having an ID and 14.9% not registered as a voter). In Kenya, only 1.9% of respondents indicated not being interested as a reason for not voting, with no difference found between rural and urban constituencies. Only men indicated "no interest" as a reason for not voting in Kenya.

In Zambia, the reasons for voting are not having an ID (22.3%) or a voting card (22.8%), followed by a lack of interest (19.1%). The main reason for not voting in the urban constituency is "no interest in voting" (25.2%). The difference between rural and urban constituencies is significant, with fewer indicating this reason in the rural constituency (11.8%). More women (21.4%) than men (16.1%) also mentioned a lack of interest as the main reason for not voting in Zambia.

Many respondents in Kenya (41.4%) and in Zambia (61.2%) indicated they are not satisfied with the way that democracy works in their country. In Zambia dissatisfaction with democracy was voiced in both the urban (67.0%) and the rural constituencies (69.6%), and by both men and women (71.1% for men and 65.5% for women). In Kenya a higher percentage of respondents in the rural constituency (46.1%) said they were not satisfied with democracy compared with respondents in the urban constituency (36.9%) (Fig. 25). There is no significant difference between male and female respondents in the level of dissatisfaction with democracy (42.7% for men and 40.5% for women) in Zambia.

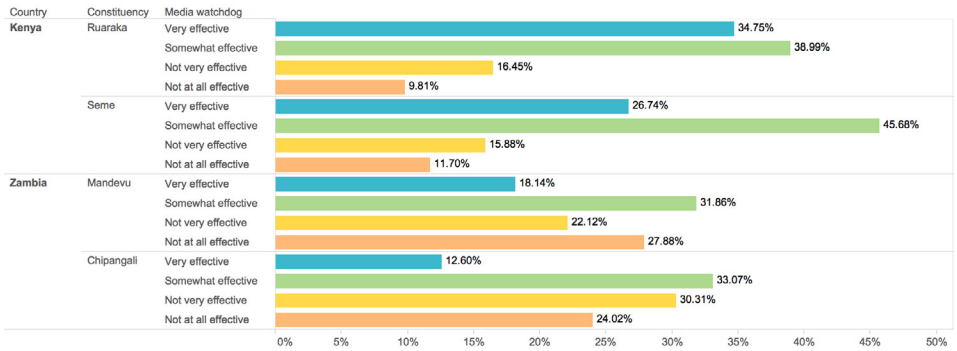

Figure 25. Overall, how satisfied are you with the way democracy works in Kenya/Zambia?

A much higher number of Kenyan respondents indicated they think it is more important to have governments accountable even if it means that the decision-making process is slower (65.2%) than Zambian respondents (32.1%). There is no significant difference between urban and rural areas, or men and women. However, a greater number of men in Kenya (67.1% for men and 63.5% for women) and women in Zambia (28.8% for men and 35.5% for women) tend to agree with this statement.

Kenyan respondents more often agree (73.2%) with the statement that news media are effective in revealing corruption compared with Zambian respondents (46.9%). These results are consistent across urban and rural constituencies (Fig. 26). However, more men in Kenya (74.5% for men and 71.9% for women) and women in Zambia (44.8% for men and 49.6% for women) tend to agree with this statement.

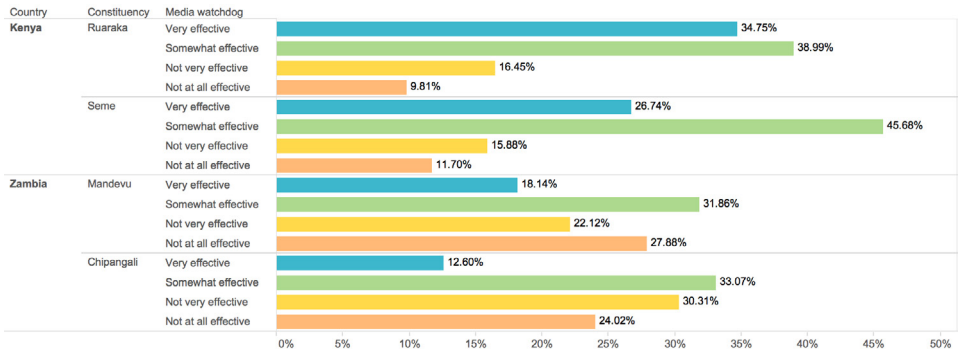

Figure 26. In this country, how effective is the news media in revealing government mistakes and corruption?

There is a clear distinction between the urban and rural constituencies in Kenya and Zambia in what respondents think are the most important issues that people face in the country. In the rural constituency in Kenya, the main issues identified were poor roads (19.9%) and shortage of water (19.9%) while in the urban constituency, insecurity (19.9%) and unemployment (19.9%) were identified first.

In the rural constituency in Zambia, the main problems indicated were farming (40.0%), water shortages (18.8%) and access to health (10.2%). In the urban constituency, the main problems were water shortages (28.7%), waste management (18.3%), poor roads (14.9%) and a lack of electricity (14.9%). These issues were mentioned equally by men and women.

In Kenya a greater number of respondents said they contact authorities (32.4%) and representatives (33.6%) than in Zambia (20.2% authorities and 28.3% representatives). In both countries, contacting public forums to draw attention to a problem is not as common (11.7% in Kenya and 11.3% in Zambia). Respondents are even less likely to contact a service provider (8.3% in Kenya and 7.3% in Zambia). There are some differences by constituency. In the urban constituency in Zambia only 9.2% of respondents have contacted an authority, compared with 30.2% in the rural constituency (Fig. 27-30).

Differences between men and women are very marked in both the frequency of contact and who is contacted. Overall, women from all constituencies contact these agents less often than men. The difference is most pronounced for service providers in both Kenya (of those who contacted, 63.9% are men and 36.1% are women) and Zambia (of those who contacted, 63.5% are men and 34.7% are women), as well as also representatives in Kenya (of those who contacted, 58.1% are men and 41.9% are women) and authorities in Zambia (of those who contacted, 61.3% are men and 38.7% are women). In Kenya 81.5% of the respondents indicated these contacts work fully or partially to resolve issues, while in Zambia 93.7% of respondents who tried to contact any of these agents feel the issue has not been resolved.

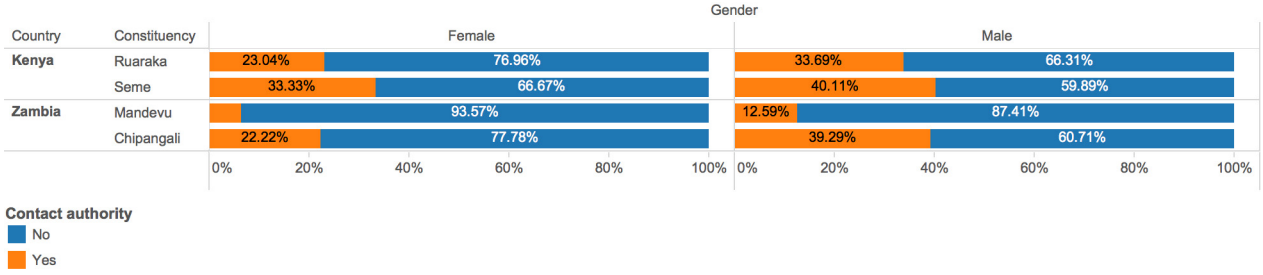

Figure 27. Have you ever tried doing any of the following things to raise ANY of your concerns? Contact authorities

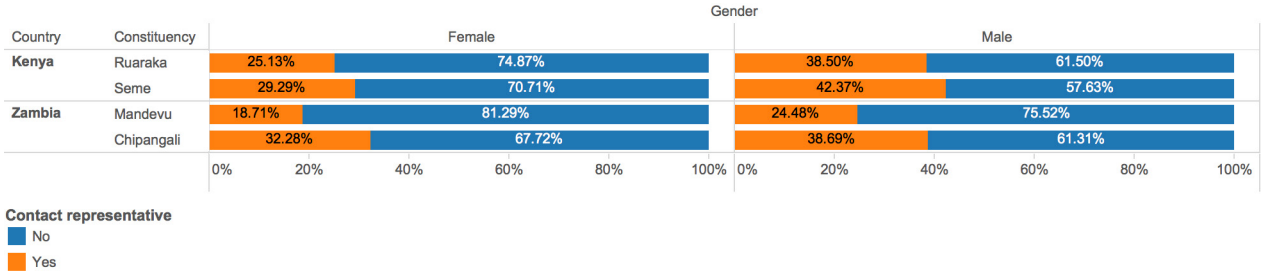

Figure 28. Have you ever tried doing any of the following things to raise ANY of your concerns? Contact a representative

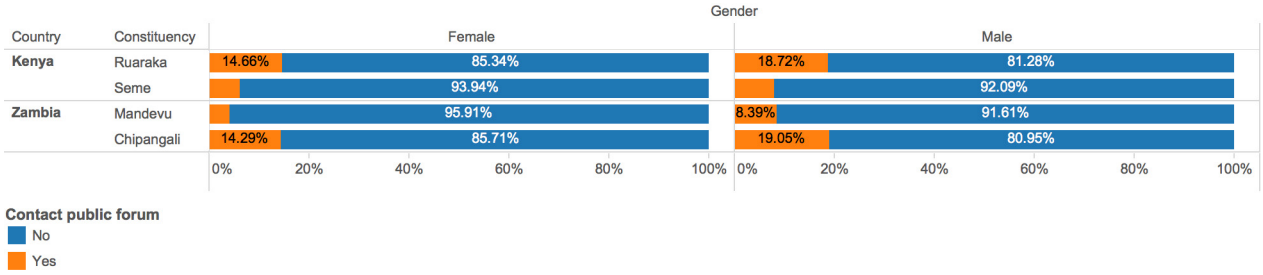

Figure 29. Have you ever tried doing any of the following things to raise ANY of your concerns? Contact a public forum

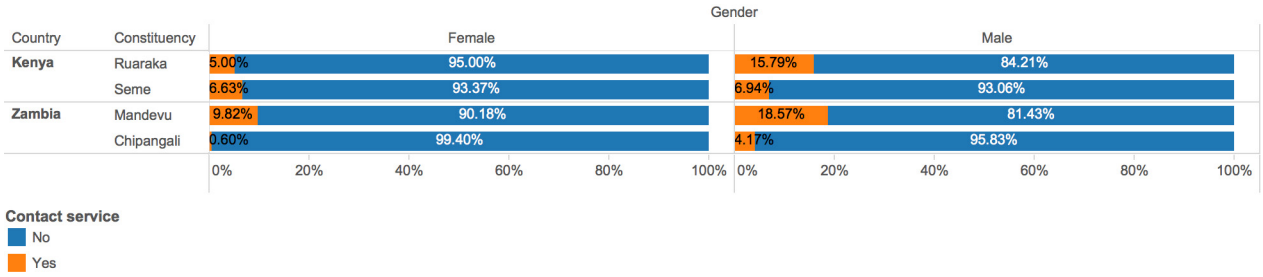

Figure 30. Have you ever tried doing any of the following things to raise ANY of your concerns? Contact a service provider

Appendix: Survey results, by question, gender and location

Communications and Media Consumption

Table 1a
Do you ever use a mobile phone?

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Yes	359	98.9%	374	96.1%	733	97.5%	233	74.9%	225	62.8%	458	68.5%
No	4	1.1%	15	3.9%	19	2.5%	78	25.1%	133	37.2%	211	31.5%

Table 1b
Do you ever use a mobile phone?

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Yes	366	97.3%	374	97.7%	740	97.5%	195	54.2%	274	84.0%	469	68.4%
NoN No	10	2.7%	9	2.3%	19	2.5%	165	45.8%	52	16.0%	217	31.6%

Table 2a
How do you get access to the mobile phone you use?

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Own phone	302	84.4%	301	80.7%	603	82.5%	218	93.6%	203	91.4%	421	92.5%
Work phone	6	1.7%	17	4.6%	23	3.1%	7	3.0%	5	2.3%	12	2.6%
Friend or family member's	48	13.4%	54	14.5%	102	14.0%	7	3.0%	14	6.3%	21	4.6%
Community centre / Library	1	0.3%	1	0.3%	2	0.3%	1	0.4%	0	0.0%	1	0.2%
Internet cafe / Phone kiosk	1	0.3%	0	0.0%	1	0.1%	0	0.0%		0.0%	0	0.0%

Table 2b
How do you get access to the mobile phone you use?

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Own phone	266	72.7%	342	91.9%	608	82.4%	176	89.8%	255	94.4%	431	92.5%
Work phone	19	5.2%	4	1.1%	23	3.1%	6	3.1%	6	2.2%	12	2.6%
Friend or family member's	81	22.1%	23	6.2%	104	14.1%	13	6.6%	8	3.0%	21	4.5%
Community centre / Library	0	0.0%	2	0.5%	2	0.3%	1	0.5%	1	0.4%	2	0.4%
Internet cafe / Phone kiosk	0	0.0%	1	0.3%	1	0.1%	0	0.0%	0	0.0%	0	0.0%

Table 3a
How much time do you spend talking on the phone on an average day?

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Less than one minute	31	14	4.1%	38	10.5%	52	7.4%	8	3.7%	25	12.9%	33
Between 1 and 5 minutes	159	139	40.3%	151	41.7%	290	41.0%	90	41.5%	83	42.8%	173
Between 6 and 30 minutes	121	132	38.3%	118	32.6%	250	35.4%	90	41.5%	73	37.6%	163
More than 30 minutes	43	60	17.4%	55	15.2%	115	16.3%	29	13.4%	13	6.7%	42

Table 3b
How much time do you spend talking on the phone on an average day?

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Less than one minute	31	8.8%	22	6.1%	53	7.4%	11	5.8%	24	10.4%	35	8.3%
Between 1 and 5 minutes	159	44.9%	133	37.0%	292	41.0%	104	54.7%	72	31.2%	176	41.8%
Between 6 and 30 minutes	121	34.2%	130	36.2%	251	35.2%	63	33.2%	102	44.2%	165	39.2%
More than 30 minutes	43	12.1%	74	20.6%	117	16.4%	12	6.3%	33	14.3%	45	10.7%

Table 4a
How many SMS messages do you send on an average day?

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
None	117	33.3%	151	41.1%	268	37.3%	120	54.1%	118	58.7%	238	56.3%
Between 1 to 3	102	29.1%	132	36.0%	234	32.6%	75	33.8%	70	34.8%	145	34.3%
Between 4 and 10	71	20.2%	55	15.0%	126	17.5%	17	7.7%	11	5.5%	28	6.6%
More than 10	61	17.4%	29	7.9%	90	12.5%	10	4.5%	2	1.0%	12	2.8%

Table 4b
How many SMS messages do you send on an average day?

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
None	176	48.8%	95	26.1%	271	37.4%	104	57.5%	137	54.2%	241	55.5%
Between 1 to 3	122	33.8%	113	31.0%	235	32.4%	65	35.9%	86	34.0%	151	34.8%
Between 4 and 10	42	11.6%	85	23.4%	127	17.5%	10	5.5%	19	7.5%	29	6.7%
More than 10	21	5.8%	71	19.5%	92	12.7%	2	1.1%	11	4.3%	13	3.0%

Table 5a
What limits your use of mobile phone to talk?

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Nothing, I use the phone to talk as much as I like	52	14.9%	64	16.8%	116	15.9%	26	11.5%	21	9.6%	47	10.6%
Limited talk time	73	21.0%	69	18.1%	142	19.5%	176	77.9%	161	73.9%	337	75.9%
Limited signal	76	21.8%	64	16.8%	140	19.2%	18	8.0%	25	11.5%	43	9.7%
Limited power supply	43	12.4%	37	9.7%	80	11.0%	10	4.4%	7	3.2%	17	3.8%
Limited access	29	8.3%	49	12.8%	78	10.7%	8	3.5%	12	5.5%	20	4.5%
Illiteracy / Innumeracy / Disability	6	1.7%	9	2.4%	15	2.1%	11	4.9%	11	5.0%	22	5.0%
Limited airtime	200	57.5%	215	56.3%	415	56.8%	66	29.2%	45	20.6%	111	25.0%

Table 5b
What limits your use of mobile phone to talk?

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Nothing, I use the phone to talk as much as I like	28	7.6%	91	24.6%	119	16.1%	7	3.4%	41	16.6%	48	10.6%
Limited talk time	57	15.5%	86	23.2%	143	19.4%	154	74.4%	192	77.7%	346	76.2%
Limited signal	98	26.7%	44	11.9%	142	19.3%	33	15.9%	10	4.0%	43	9.5%
Limited power supply	55	15.0%	25	6.8%	80	10.9%	13	6.3%	4	1.6%	17	3.7%
Limited access	56	15.3%	22	5.9%	78	10.6%	16	7.7%	4	1.6%	20	4.4%
Illiteracy / Innumeracy / Disability	12	3.3%	3	0.8%	15	2.0%	11	5.3%	11	4.5%	22	4.8%
Limited airtime	234	63.8%	184	49.7%	418	56.7%	45	21.7%	69	27.9%	114	25.1%

Table 6a
Do you ever use the Internet?

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Yes	141	39.0%	62	16.1%	203	27.1%	51	16.7%	32	9.1%	83	12.7%
No, I do not use the internet	221	61.0%	324	83.9%	545	72.9%	255	83.3%	318	90.9%	573	87.3%

Table 6b
Do you ever use the Internet?

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Yes	55	14.7%	149	39.0%	204	27.0%	7	2.0%	80	25.2%	87	12.9%
No, I do not use the internet	318	85.3%	233	61.0%	551	73.0%	348	98.0%	237	74.8%	585	87.1%

Table 7a
How do you get access to the Internet?

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Own computer	21	14.9%	10	17.2%	31	15.6%	12	25.5%	9	28.1%	21	26.6%
Own mobile phone	114	80.9%	47	81.0%	161	80.9%	33	70.2%	25	78.1%	58	73.4%
Workplace computer / phone	13	9.2%	5	8.6%	18	9.0%	5	10.6%	4	12.5%	9	11.4%
Family member's computer / phone	1	0.7%	0	0.0%	1	0.5%	3	6.4%	2	6.3%	5	6.3%
Community centre / library	2	1.4%	0	0.0%	2	1.0%	0	0.0%	0	0.0%	0	0.0%
Internet cafe / phone kiosk	20	14.2%	7	12.1%	27	13.6%	4	8.5%	2	6.3%	6	7.6%

Table 7b
How do you get access to the Internet?

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Own computer	7	13.0%	25	17.1%	32	16.0%	1	14.3%	21	28.0%	22	26.8%
Own mobile phone	44	81.5%	117	80.1%	161	80.5%	4	57.1%	56	74.7%	60	73.2%
Workplace computer / phone	1	1.9%	17	11.6%	18	9.0%	1	14.3%	8	10.7%	9	11.0%
Family member's computer / phone	1	1.9%	0	0.0%	1	0.5%	1	14.3%	4	5.3%	5	6.1%
Community centre / library	1	1.9%	1	0.7%	2	1.0%	0	0.0%	0	0.0%	0	0.0%
Internet cafe / phone kiosk	6	11.1%	21	14.4%	27	13.5%	0	0.0%	6	8.0%	6	7.3%

Table 8a
How much time do you spend using the Internet on an average day?

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Less than 5 minutes	13	9.4%	15	25.9%	28	14.3%	1	2.4%	5	17.2%	6	8.5%
Between 5 and 30 minutes	37	26.8%	22	37.9%	59	30.1%	23	54.8%	11	37.9%	34	47.9%
Between 31 minutes to one hour	36	26.1%	8	13.8%	44	22.4%	9	21.4%	6	20.7%	15	21.1%
More than one hour	52	37.7%	13	22.4%	65	33.2%	9	21.4%	7	24.1%	16	22.5%

Table 8b
How much time do you spend using the Internet on an average day?

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Less than 5 minutes	8	15.4%	20	13.8%	28	14.2%	2	28.6%	4	6.0%	6	8.1%
Between 5 and 30 minutes	21	40.4%	39	26.9%	60	30.5%	4	57.1%	31	46.3%	35	47.3%
Between 31 minutes to one hour	9	17.3%	35	24.1%	44	22.3%	1	14.3%	15	22.4%	16	21.6%
More than one hour	14	26.9%	51	35.2%	65	33.0%	0	0.0%	17	25.4%	17	23.0%

Table 9a
What do you use the Internet for?

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Email	54	39.7%	27	47.4%	81	42.0%	10	28.6%	9	30.0%	19	29.2%
Social networking	103	75.7%	37	64.9%	140	72.5%	25	71.4%	20	66.7%	45	69.2%
Video share	13	9.6%	3	5.3%	16	8.3%	2	5.7%	0	0.0%	2	3.1%
Read news and current affairs	43	31.6%	7	12.3%	50	25.9%	5	14.3%	5	16.7%	10	15.4%
Watch TV	3	2.2%	2	3.5%	5	2.6%	1	2.9%	0	0.0%	1	1.5%
Listen to radio	3	2.2%	1	1.8%	4	2.1%	0	0.0%	0	0.0%	0	0.0%
Blogging	2	1.5%	0	0.0%	2	1.0%	0	0.0%	0	0.0%	0	0.0%
Forums and discussions	3	2.2%	1	1.8%	4	2.1%	1	2.9%	0	0.0%	1	1.5%
Voice call	2	1.5%	0	0.0%	2	1.0%	0	0.0%	0	0.0%	0	0.0%
Video call	2	1.5%	0	0.0%	2	1.0%	0	0.0%	0	0.0%	0	0.0%
Research	8	5.9%	2	3.5%	10	5.2%	0	0.0%	0	0.0%	0	0.0%
Sports	4	2.9%	2	3.5%	6	3.1%	0	0.0%	0	0.0%	0	0.0%
Downloading	9	6.6%	3	5.3%	12	6.2%	0	0.0%	0	0.0%	0	0.0%
Searching the web / Job search online	5	3.7%	2	3.5%	7	3.6%	0	0.0%	0	0.0%	0	0.0%

Table 9b
What do you use the Internet for?

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Email	14	28.0%	68	47.2%	82	42.3%	2	40.0%	17	27.4%	19	28.4%
Social networking	33	66.0%	107	74.3%	140	72.2%	2	40.0%	45	72.6%	47	70.1%
Video share	4	8.0%	12	8.3%	16	8.2%	0	0.0%	3	4.8%	3	4.5%
Read news and current affairs	16	32.0%	34	23.6%	50	25.8%	1	20.0%	9	14.5%	10	14.9%
Watch TV	1	2.0%	4	2.8%	5	2.6%	0	0.0%	1	1.6%	1	1.5%
Listen to radio	3	6.0%	1	0.7%	4	2.1%	0	0.0%	0	0.0%	0	0.0%
Blogging	0	0.0%	2	1.4%	2	1.0%	0	0.0%	1	1.6%	1	1.5%
Forums and discussions	1	2.0%	3	2.1%	4	2.1%	0	0.0%	1	1.6%	1	1.5%
Voice call	1	2.0%	1	0.7%	2	1.0%	0	0.0%	0	0.0%	0	0.0%
Video call	1	2.0%	1	0.7%	2	1.0%	0	0.0%	0	0.0%	0	0.0%
Research	4	8.0%	6	4.2%	10	5.2%	0	0.0%	0	0.0%	0	0.0%
Sports	3	6.0%	3	2.1%	6	3.1%	0	0.0%	0	0.0%	0	0.0%
Downloading	3	6.0%	9	6.2%	12	6.2%	0	0.0%	0	0.0%	0	0.0%
Searching the web / Job search online	1	2.0%	6	4.2%	7	3.6%	0	0.0%	0	0.0%	0	0.0%

Table 10a
What limits your use of the Internet?

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Nothing	43	15.6%	14	5.2%	57	10.5%	8	8.1%	6	4.3%	14	5.9%
Limited talk time	22	8.0%	13	4.8%	35	6.4%	25	25.3%	21	15.1%	46	19.3%
Limited bandwidth	22	8.0%	6	2.2%	28	5.1%	2	2.0%	1	0.7%	3	1.3%
Limited power supply	7	2.5%	10	3.7%	17	3.1%	1	1.0%	0	0.0%	1	0.4%
Limited access	47	17.0%	59	21.9%	106	19.4%	8	8.1%	9	6.5%	17	7.1%
Illiteracy / innumeracy / disability / difficulty operating the equipment	100	36.2%	139	51.7%	239	43.9%	53	53.5%	97	69.8%	150	63.0%
Limited airtime / Credit	61	22.1%	25	9.3%	86	15.8%	2	2.0%	6	4.3%	8	3.4%
Phone not internet enabled	8	2.9%	19	7.1%	27	5.0%	0	0.0%	0	0.0%	0	0.0%
Lack of interest	12	4.3%	18	6.7%	30	5.5%	0	0.0%	0	0.0%	0	0.0%
Don't know how to use it	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Table 10b
What limits your use of the Internet?

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Nothing	12	4.5%	46	16.4%	58	10.6%	0	0.0%	14	9.9%	14	5.7%
Limited talk time	11	4.1%	25	8.9%	36	6.6%	3	2.9%	44	31.0%	47	19.3%
Limited bandwidth	12	4.5%	16	5.7%	28	5.1%	1	1.0%	2	1.4%	3	1.2%
Limited power supply	10	3.7%	7	2.5%	17	3.1%	1	1.0%	0	0.0%	1	0.4%
Limited access	68	25.3%	38	13.6%	106	19.3%	9	8.8%	9	6.3%	18	7.4%
Illiteracy / innumeracy / disability / difficulty operating the equipment	152	56.5%	89	31.8%	241	43.9%	86	84.3%	67	47.2%	153	62.7%
Limited airtime / Credit	27	10.0%	59	21.1%	86	15.7%	3	2.9%	6	4.2%	9	3.7%
Phone not internet enabled	14	5.2%	13	4.6%	27	4.9%	0	0.0%	0	0.0%	0	0.0%
Lack of interest	18	6.7%	12	4.3%	30	5.5%	0	0.0%	0	0.0%	0	0.0%
Don't know how to use it	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Table 11a
How often do you read a newspaper?

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Everyday	56	15.5%	31	8.0%	87	11.6%	29	9.5%	15	4.3%	44	6.7%
Most days a week	74	20.5%	30	7.8%	104	13.9%	48	15.7%	30	8.6%	78	12.0%
Once a week	78	21.6%	59	15.2%	137	18.3%	28	9.2%	14	4.0%	42	6.4%
Once a fortnight	11	3.0%	6	1.6%	17	2.3%	4	1.3%	7	2.0%	11	1.7%
Once a month	14	3.9%	23	5.9%	37	4.9%	11	3.6%	5	1.4%	16	2.5%
Once in a quarter	6	1.7%	6	1.6%	12	1.6%	2	0.7%	6	1.7%	8	1.2%
Once every six months	3	0.8%	0	0.0%	3	0.4%	3	1.0%	1	0.3%	4	0.6%
Once a year	2	0.6%	2	0.5%	4	0.5%	2	0.7%	3	0.9%	5	0.8%
Rarely / Once in a while	46	12.7%	52	13.4%	98	13.1%	61	20.0%	81	23.3%	142	21.8%
Never	71	19.7%	178	46.0%	249	33.3%	117	38.4%	185	53.3%	302	46.3%

Table 11b
How often do you read a newspaper?

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Everyday	15	4.0%	74	19.4%	89	11.8%	3	0.9%	44	13.9%	47	7.1%
Most days a week	39	10.5%	65	17.0%	104	13.8%	13	3.7%	66	20.8%	79	11.9%
Once a week	60	16.1%	78	20.4%	138	18.3%	24	6.9%	19	6.0%	43	6.5%
Once a fortnight	10	2.7%	7	1.8%	17	2.3%	8	2.3%	3	0.9%	11	1.7%
Once a month	21	5.6%	16	4.2%	37	4.9%	14	4.0%	3	0.9%	17	2.6%
Once in a quarter	10	2.7%	2	0.5%	12	1.6%	5	1.4%	4	1.3%	9	1.4%
Once every six months	2	0.5%	1	0.3%	3	0.4%	4	1.1%	0	0.0%	4	0.6%
Once a year	3	0.8%	1	0.3%	4	0.5%	3	0.9%	2	0.6%	5	0.8%
Rarely / Once in a while	62	16.6%	38	9.9%	100	13.2%	70	20.1%	73	23.0%	143	21.5%
Never	151	40.5%	100	26.2%	251	33.2%	205	58.7%	103	32.5%	308	46.2%

Table 12a
Do you ever listen to a radio?

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Yes	344	95.0%	373	95.9%	717	95.5%	269	87.9%	276	78.6%	545	83.0%
No, I don't listen to the radio	18	5.0%	16	4.1%	34	4.5%	37	12.1%	75	21.4%	112	17.0%

Table 12b
Do you ever listen to the radio?

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Yes	370	98.4%	354	92.7%	724	95.5%	277	77.6%	281	89.2%	558	83.0%
No, I don't listen to the radio	6	1.6%	28	7.3%	34	4.5%	80	22.4%	34	10.8%	114	17.0%

Table 13a
How do you get access to the radio?

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Own radio	286	83.4%	278	74.9%	564	79.0%	207	75.8%	189	68.0%	396	71.9%
Friend / Family member's radio	40	11.7%	72	19.4%	112	15.7%	53	19.4%	71	25.5%	124	22.5%
Car radio	5	1.5%	1	0.3%	6	0.8%	1	0.4%	8	2.9%	9	1.6%
Workplace radio	4	1.2%	2	0.5%	6	0.8%	0	0.0%	1	0.4%	1	0.2%
Community centre / cafe / shops radio	3	0.9%	4	1.1%	7	1.0%	0	0.0%	0	0.0%	0	0.0%
Radio listening club	1	0.3%	0	0.0%	1	0.1%	1	0.4%	0	0.0%	1	0.2%
Public transport radio	1	0.3%	2	0.5%	3	0.4%	2	0.7%	2	0.7%	4	0.7%
Phone radio	36	10.5%	33	8.9%	69	9.7%	23	8.4%	14	5.0%	37	6.7%
Online radio	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Table 13b
How do you get access to the radio?

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Own radio	306	83.2%	263	74.5%	569	78.9%	197	71.4%	206	71.5%	403	71.5%
Friend / Family member's radio	56	15.2%	58	16.4%	114	15.8%	71	25.7%	57	19.8%	128	22.7%
Car radio	3	0.8%	3	0.8%	6	0.8%	4	1.4%	6	2.1%	10	1.8%
Workplace radio	0	0.0%	6	1.7%	6	0.8%	1	0.4%	0	0.0%	1	0.2%
Community centre / cafe / shops radio	3	0.8%	4	1.1%	7	1.0%	0	0.0%	0	0.0%	0	0.0%
Radio listening club	1	0.3%	0	0.0%	1	0.1%	0	0.0%	1	0.3%	1	0.2%
Public transport radio	0	0.0%	3	0.8%	3	0.4%	0	0.0%	4	1.4%	4	0.7%
Phone radio	18	4.9%	52	14.7%	70	9.7%	6	2.2%	31	10.8%	37	6.6%
Online radio	0	0.0%	0	0.0%	0	0.0%	1	0.4%	0	0.0%	1	0.2%

Table 14a
How much time do you spend listening to the radio on an average day?

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Less than 30 minutes	23	6.7%	31	8.4%	54	7.6%	11	4.8%	29	13.1%	40	8.9%
Between 30 minutes and one hour	59	17.3%	60	16.3%	119	16.8%	58	25.4%	64	29.0%	122	27.2%
Between 1 hour and 3 hours	111	32.6%	99	27.0%	210	29.7%	96	42.1%	77	34.8%	173	38.5%
More than 3 hours	148	43.4%	177	48.2%	325	45.9%	63	27.6%	51	23.1%	114	25.4%

Table 14b
How much time do you spend listening to the radio on an average day?

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Less than 30 minutes	19	5.1%	36	10.4%	55	7.7%	18	7.4%	22	10.1%	40	8.7%
Between 30 minutes and one hour	64	17.3%	56	16.2%	120	16.8%	62	25.5%	64	29.4%	126	27.3%
Between 1 hour and 3 hours	120	32.5%	91	26.3%	211	29.5%	97	39.9%	79	36.2%	176	38.2%
More than 3 hours	166	45.0%	163	47.1%	329	46.0%	66	27.2%	53	24.3%	119	25.8%

Table 15a
Do you ever watch a television?

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Yes	255	70.1%	233	60.2%	488	65.0%	169	55.6%	188	53.1%	357	54.3%
No, I don't watch television	109	29.9%	154	39.8%	263	35.0%	135	44.4%	166	46.9%	301	45.7%

Table 15b
Do you ever watch a television?

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Yes	151	40.2%	342	89.5%	493	65.0%	86	24.6%	281	87.0%	367	54.5%
No, I don't watch television	225	59.8%	40	10.5%	265	35.0%	264	75.4%	42	13.0%	306	45.5%

Table 16a
How do you get access to the television programmes/shows?

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Own television	155	61.8%	136	58.9%	291	60.4%	117	68.4%	137	73.7%	254	71.1%
Friend / family members' television	64	25.5%	80	34.6%	144	29.9%	51	29.8%	50	26.9%	101	28.3%
Workplace / community centre / cafe television	16	6.4%	9	3.9%	25	5.2%	6	3.5%	1	0.5%	7	2.0%
Shop / Pub / Recreation centre	23	9.2%	7	3.0%	30	6.2%	1	0.6%	2	1.1%	3	0.8%
Mobile phone	1	0.4%	0	0.0%	1	0.2%	0	0.0%	0	0.0%	0	0.0%
Computer	1	0.4%	0	0.0%	1	0.2%	0	0.0%	0	0.0%	0	0.0%

Table 16b
How do you get access to the television programmes/shows?

	Kenya						**Zambia**					
	Rural		**Urban**		**Total**		**Rural**		**Urban**		**Total**	
	Count	**Column N %**	**Count**	**Column N %**	**Count**	**Column N %**	**Count**	**Column N %**	**Count**	**Column N %**	**Count**	**Column N %**
Own television	57	38.3%	238	70.4%	295	60.6%	54	60.0%	206	74.4%	260	70.8%
Friend / family members' television	54	36.2%	91	26.9%	145	29.8%	33	36.7%	73	26.4%	106	28.9%
Workplace / community centre / cafe television	18	12.1%	7	2.1%	25	5.1%	2	2.2%	5	1.8%	7	1.9%
Shop / Pub / Recreation centre	25	16.8%	5	1.5%	30	6.2%	2	2.2%	1	0.4%	3	0.8%
Mobile phone	1	0.7%	0	0.0%	1	0.2%	0	0.0%	1	0.4%	1	0.3%
Computer	0	0.0%	1	0.3%	1	0.2%	0	0.0%	0	0.0%	0	0.0%

Table 17a
How much time do you spend watching television on an average day?

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Less than 5 minutes	18	7.2%	15	6.6%	33	6.9%	4	2.8%	6	4.3%	10	3.6%
Between 5 minutes and 1 hour	73	29.1%	52	22.7%	125	26.0%	49	34.8%	52	37.4%	101	36.1%
Between 1 hour and 5 hours	113	45.0%	97	42.4%	210	43.8%	74	52.5%	48	34.5%	122	43.6%
More than 5 hours	47	18.7%	65	28.4%	112	23.3%	14	9.9%	31	22.3%	45	16.1%

Table 17b
How much time do you spend watching television on an average day?

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Less than 5 minutes	28	18.7%	6	1.8%	34	7.0%	2	2.3%	9	4.5%	11	3.8%
Between 5 minutes and 1 hour	40	26.7%	86	25.7%	126	26.0%	33	37.9%	74	36.6%	107	37.0%
Between 1 hour and 5 hours	64	42.7%	149	44.5%	213	43.9%	43	49.4%	81	40.1%	124	42.9%
More than 5 hours	18	12.0%	94	28.1%	112	23.1%	9	10.3%	38	18.8%	47	16.3%

Interactive shows

Table 18
Have you ever watched or listened to any shows on the radio?

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Yes	330	90.90%	345	88.90%	675	89.90%	180	59.20%	151	43.40%	331	50.80%
No	33	9.10%	43	11.10%	76	10.10%	124	40.80%	197	56.60%	321	49.20%

Table 19a
Have you watched or listened to any of these types of shows?

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Music	269	83.00%	289	86.50%	558	84.80%	157	87.20%	143	89.90%	300	88.50%
Religion	232	71.60%	259	77.50%	491	74.60%	127	70.60%	115	72.30%	242	71.40%
Competitions and quizzes	190	58.60%	227	68.00%	417	63.40%	63	35.00%	60	37.70%	123	36.30%
Shopping	152	46.90%	159	47.60%	311	47.30%	50	27.80%	45	28.30%	95	28.00%
Current affairs / Politics	247	76.20%	222	66.50%	469	71.30%	118	65.60%	80	50.30%	198	58.40%
Governance and accountability	212	65.40%	200	59.90%	412	62.60%	102	56.70%	64	40.30%	166	49.00%
Women's programme	161	49.70%	226	67.70%	387	58.80%	96	53.30%	99	62.30%	195	57.50%
Farming programme	204	63.00%	208	62.30%	412	62.60%	112	62.20%	95	59.70%	207	61.10%
Development programme	219	67.60%	235	70.40%	454	69.00%	118	65.60%	103	64.80%	221	65.20%
Cultural programme	177	54.60%	203	60.80%	380	57.80%	85	47.20%	88	55.30%	173	51.00%
Relationship and lifestyle advice	212	65.40%	221	66.20%	433	65.80%	74	41.10%	74	46.50%	148	43.70%
Sports	222	68.50%	208	62.30%	430	65.30%	112	62.20%	67	42.10%	179	52.80%
Other	3	0.90%	4	1.20%	7	1.10%	6	3.30%	5	3.10%	11	3.20%

Table 19b
Have you watched or listened to any of these types of shows?

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Music	289	84.50%	274	85.40%	563	84.90%	139	92.10%	170	86.30%	309	88.80%
Religion	251	73.40%	245	76.30%	496	74.80%	116	76.80%	134	68.00%	250	71.80%
Competitions and quizzes	207	60.50%	215	67.00%	422	63.70%	48	31.80%	83	42.10%	131	37.60%
Shopping	143	41.80%	172	53.60%	315	47.50%	39	25.80%	60	30.50%	99	28.40%
Current affairs / Politics	239	69.90%	235	73.20%	474	71.50%	86	57.00%	118	59.90%	204	58.60%
Governance and accountability	210	61.40%	207	64.50%	417	62.90%	68	45.00%	102	51.80%	170	48.90%
Women's programme	186	54.40%	206	64.20%	392	59.10%	104	68.90%	97	49.20%	201	57.80%
Farming programme	214	62.60%	203	63.20%	417	62.90%	119	78.80%	94	47.70%	213	61.20%
Development programme	240	70.20%	219	68.20%	459	69.20%	109	72.20%	118	59.90%	227	65.20%
Cultural programme	196	57.30%	188	58.60%	384	57.90%	89	58.90%	90	45.70%	179	51.40%
Relationship and lifestyle advice	209	61.10%	229	71.30%	438	66.10%	49	32.50%	105	53.30%	154	44.30%
Sports	216	63.20%	219	68.20%	435	65.60%	72	47.70%	114	57.90%	186	53.40%
Other	1	0.30%	6	1.90%	7	1.10%	4	2.60%	7	3.60%	11	3.20%

Table 20a
Have you participated in any radio or TV shows that allow you to contact them?

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Yes	89	27.20%	61	17.90%	150	22.50%	66	33.30%	41	24.70%	107	29.40%
No	238	72.80%	280	82.10%	518	77.50%	132	66.70%	125	75.30%	257	70.60%

Table 20b
Have you participated in any radio or TV shows that allow you to contact them?

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Yes	80	23.00%	71	21.80%	151	22.40%	42	24.10%	68	34.20%	110	29.50%
No	238	72.80%	280	82.10%	518	77.50%	132	66.70%	125	75.30%	257	70.60%

Table 21a
In what ways did you participate in the interactive show?

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
By calling	66	74.20%	37	66.10%	103	71.00%	53	84.10%	29	67.40%	82	77.40%
By sending as SMS	42	47.20%	28	50.00%	70	48.30%	21	33.30%	15	34.90%	36	34.00%
By sending and email	0	0.00%	0	0.00%	0	0.00%	1	1.60%	0	0.00%	1	0.90%
Social networking	6	6.70%	0	0.00%	6	4.10%	1	1.60%	2	4.70%	3	2.80%
Video / Voice call	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%

Table 21b
In what ways did you participate in the interactive show?

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
By calling	59	76.60%	44	64.70%	103	71.00%	38	95.00%	45	65.20%	83	76.10%
By sending as SMS	29	37.70%	41	60.30%	70	48.30%	9	22.50%	29	42.00%	38	34.90%
By sending and email	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.40%	1	0.90%
Social networking	2	2.60%	4	5.90%	6	4.10%	0	0.00%	3	4.30%	3	2.80%
Video / Voice call	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%

Table 22a
Have you participated in the following types of shows in radio or TV?

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Music	39	48.80%	18	37.50%	57	44.50%	24	40.00%	22	56.40%	46	46.50%
Religion	25	31.30%	9	18.80%	34	26.60%	15	25.00%	12	30.80%	27	27.30%
Competitions and quizzes	20	25.00%	21	43.80%	41	32.00%	7	11.70%	7	17.90%	14	14.10%
hopping	5	6.30%	5	10.40%	10	7.80%	2	3.30%	5	12.80%	7	7.10%
Current affairs / Politics	37	46.30%	8	16.70%	45	35.20%	26	43.30%	10	25.60%	36	36.40%
Women's programme	11	13.80%	8	16.70%	19	14.80%	16	26.70%	13	33.30%	29	29.30%
Farming programme	18	22.50%	9	18.80%	27	21.10%	12	20.00%	7	17.90%	19	19.20%
Development programme	26	32.50%	9	18.80%	35	27.30%	23	38.30%	7	17.90%	30	30.30%
Cultural programme	9	11.30%	2	4.20%	11	8.60%	12	20.00%	11	28.20%	23	23.20%
Relationship and lifestyle advice	17	21.30%	3	6.30%	20	15.60%	10	16.70%	12	30.80%	22	22.20%
Other	0	0.00%	0	0.00%	0	0.00%	1	1.70%	5	12.80%	6	6.10%

Table 22b
Have you participated in the following types of shows in radio or TV?

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Music	27	40.30%	30	49.20%	57	44.50%	12	30.80%	37	58.70%	49	48.00%
Religion	18	26.90%	16	26.20%	34	26.60%	10	25.60%	18	28.60%	28	27.50%
Competitions and quizzes	20	29.90%	21	34.40%	41	32.00%	3	7.70%	12	19.00%	15	14.70%
Shopping	3	4.50%	7	11.50%	10	7.80%	2	5.10%	5	7.90%	7	6.90%
Current affairs / Politics	23	34.30%	22	36.10%	45	35.20%	20	51.30%	17	27.00%	37	36.30%
Women's programme	8	11.90%	11	18.00%	19	14.80%	15	38.50%	15	23.80%	30	29.40%
Farming programme	14	20.90%	13	21.30%	27	21.10%	9	23.10%	10	15.90%	19	18.60%
Development programme	15	22.40%	20	32.80%	35	27.30%	14	35.90%	17	27.00%	31	30.40%
Cultural programme	6	9.00%	5	8.20%	11	8.60%	9	23.10%	15	23.80%	24	23.50%
Relationship and lifestyle advice	8	11.90%	12	19.70%	20	15.60%	3	7.70%	21	33.30%	24	23.50%
Other	0	0.00%	0	0.00%	0	0.00%	3	7.70%	3	4.80%	6	5.90%

Table 23a
If you have participated, which of these types of messages did you send?

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Music request	36	49.30%	19	44.20%	55	47.40%	20	35.70%	17	50.00%	37	41.10%
Greetings to the station / host	14	19.20%	7	16.30%	21	18.10%	9	16.10%	6	17.60%	15	16.70%
Message to a friend or relative you hope is listening	14	19.20%	12	27.90%	26	22.40%	6	10.70%	4	11.80%	10	11.10%

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Comment or advice to another audience member whom you do not know personally	20	27.40%	7	16.30%	27	23.30%	11	19.60%	7	20.60%	18	20.00%
Answer to a quiz or competition question	22	30.10%	18	41.90%	40	34.50%	6	10.70%	5	14.70%	11	12.20%
Religious comment	11	15.10%	8	18.60%	19	16.40%	16	28.60%	4	11.80%	20	22.20%
Political comment	18	24.70%	2	4.70%	20	17.20%	17	30.40%	2	5.90%	19	21.10%
Comment on governance and accountability	22	30.10%	5	11.60%	27	23.30%	13	23.20%	4	11.80%	17	18.90%
Social comment	17	23.30%	7	16.30%	24	20.70%	9	16.10%	6	17.60%	15	16.70%
Sending news or information to the station about your local area	9	12.30%	2	4.70%	11	9.50%	8	14.30%	4	11.80%	12	13.30%
Voting in a poll run by the station	14	19.20%	4	9.30%	18	15.50%	1	1.80%	1	2.90%	2	2.20%

Table 23b
If you have participated, which of these types of messages did you send?

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Music request	27	41.50%	28	54.90%	55	47.40%	8	20.50%	32	59.30%	40	43.00%
Greetings to the station / host	7	10.80%	14	27.50%	21	18.10%	5	12.80%	10	18.50%	15	16.10%
Message to a friend or relative you hope is listening	8	12.30%	18	35.30%	26	22.40%	4	10.30%	7	13.00%	11	11.80%
Comment or advice to another audience member whom you do not know personally	13	20.00%	14	27.50%	27	23.30%	7	17.90%	11	20.40%	18	19.40%
Answer to a quiz or competition question	18	27.70%	22	43.10%	40	34.50%	4	10.30%	7	13.00%	11	11.80%
Religious comment	6	9.20%	13	25.50%	19	16.40%	8	20.50%	12	22.20%	20	21.50%
Political comment	10	15.40%	10	19.60%	20	17.20%	10	25.60%	10	18.50%	20	21.50%
Comment on governance and accountability	14	21.50%	13	25.50%	27	23.30%	9	23.10%	8	14.80%	17	18.30%
Social comment	12	18.50%	12	23.50%	24	20.70%	9	23.10%	6	11.10%	15	16.10%
Sending news or information to the station about your local area	2	3.10%	9	17.60%	11	9.50%	7	17.90%	5	9.30%	12	12.90%
Voting in a poll run by the station	9	13.80%	9	17.60%	18	15.50%	0	0.00%	2	3.70%	2	2.20%

Table 24a
Have you ever participated in interactive 'talk shows' specifically about current affairs and politics?

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Yes	36	34.00%	13	14.10%	49	24.70%	31	20.80%	14	7.40%	45	13.40%
No	70	66.00%	79	85.90%	149	75.30%	118	79.20%	174	92.60%	292	86.60%

Table 24b
Have you ever participated in interactive 'talk shows' specifically about current affairs and politics?

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Yes	30	30.90%	19	18.40%	49	24.50%	21	11.00%	24	15.60%	45	13.00%
No	67	69.10%	84	81.60%	151	75.50%	170	89.00%	130	84.40%	300	87.00%

Table 25a
How frequently have you participated in 'talk shows' specifically about current affairs and politics?

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
More than once a day	5	8.90%	3	7.50%	8	8.30%	10	37.00%	4	21.10%	14	30.40%
Between once a day and once a week	15	26.80%	6	15.00%	21	21.90%	10	37.00%	7	36.80%	17	37.00%
Between once a week and once a month	11	19.60%	2	5.00%	13	13.50%	3	11.10%	0	0.00%	3	6.50%
Between once a month and once a year	8	14.30%	7	17.50%	15	15.60%	3	11.10%	0	0.00%	3	6.50%
Never	17	30.40%	22	55.00%	39	40.60%	1	3.70%	7	36.80%	8	17.40%

Table 25b
How frequently have you participated in 'talk shows' specifically about current affairs and politics?

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
More than once a day	2	6.10%	6	9.50%	8	8.30%	5	22.70%	9	39.10%	14	31.10%
Between once a day and once a week	10	30.30%	11	17.50%	21	21.90%	12	54.50%	5	21.70%	17	37.80%
Between once a week and once a month	7	21.20%	6	9.50%	13	13.50%	2	9.10%	1	4.30%	3	6.70%
Between once a month and once a year	11	33.30%	4	6.30%	15	15.60%	1	4.50%	2	8.70%	3	6.70%
Never	3	9.10%	36	57.10%	39	40.60%	2	9.10%	6	26.10%	8	17.80%

Table 26a
For the time you participated in an interactive current affairs or politics show/s, what type of messages did you send from the following list?

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Support for the guest	11	34.40%	5	50.00%	16	38.10%	8	27.60%	9	81.80%	17	42.50%
Criticism of the guest	6	18.80%	1	10.00%	7	16.70%	7	24.10%	1	9.10%	8	20.00%
Question for the guest	8	25.00%	3	30.00%	11	26.20%	9	31.00%	3	27.30%	12	30.00%
Comment about local services	11	34.40%	4	40.00%	15	35.70%	14	48.30%	1	9.10%	15	37.50%
Comment about corruption or governance	15	46.90%	3	30.00%	18	42.90%	10	34.50%	2	18.20%	12	30.00%
Voting in a poll run by the station	9	28.10%	4	40.00%	13	31.00%	3	10.30%	1	9.10%	4	10.00%
Suggestion or policy proposal	7	21.90%	0	0.00%	7	16.70%	4	13.80%	1	9.10%	5	12.50%
Other	0	0.00%	0	0.00%	0	0.00%	2	6.90%	0	0.00%	2	5.00%

Table 26b

For the time you participated in an interactive current affairs or politics show/s, what type of messages did you send from the following list?

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Support for the guest	7	29.20%	9	50.00%	16	38.10%	4	20.00%	13	65.00%	17	42.50%
Criticism of the guest	4	16.70%	3	16.70%	7	16.70%	7	35.00%	1	5.00%	8	20.00%
Question for the guest	6	25.00%	5	27.80%	11	26.20%	8	40.00%	4	20.00%	12	30.00%
Comment about local services	8	33.30%	7	38.90%	15	35.70%	10	50.00%	5	25.00%	15	37.50%
Comment about corruption or governance	10	41.70%	8	44.40%	18	42.90%	6	30.00%	6	30.00%	12	30.00%
Voting in a poll run by the station	7	29.20%	6	33.30%	13	31.00%	2	10.00%	2	10.00%	4	10.00%
Suggestion or policy proposal	3	12.50%	4	22.20%	7	16.70%	3	15.00%	2	10.00%	5	12.50%
Other	0	0.00%	0	0.00%	0	0.00%	1	5.00%	1	5.00%	2	5.00%

Table 27a
How else have you engaged with radio / TV other than mobile phones / phones?

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Outdoor broadcast community events or road shows	6	24.00%	5	27.80%	11	25.60%	1	2.90%	8	16.00%	9	10.70%
Listening or viewing groups	6	24.00%	3	16.70%	9	20.90%	16	47.10%	22	44.00%	38	45.20%
Letters	0	0.00%	1	5.60%	1	2.30%	4	11.80%	8	16.00%	12	14.30%
Walk into the station	6	24.00%	6	33.30%	12	27.90%	6	17.60%	5	10.00%	11	13.10%
Through community journalists	7	28.00%	3	16.70%	10	23.30%	1	2.90%	1	2.00%	2	2.40%
Others	0	0.00%	0	0.00%	0	0.00%	6	17.60%	6	12.00%	12	14.30%

Table 27b
How else have you engaged with radio / TV other than mobile phones / phones?

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Outdoor broadcast community events or road shows	2	18.20%	9	28.10%	11	25.60%	0	0.00%	9	14.10%	9	10.30%
Listening or viewing groups	0	0.00%	9	28.10%	9	20.90%	12	52.20%	29	45.30%	41	47.10%
Letters	0	0.00%	1	3.10%	1	2.30%	2	8.70%	10	15.60%	12	13.80%
Walk into the station	9	81.80%	3	9.40%	12	27.90%	4	17.40%	7	10.90%	11	12.60%
Through community journalists	0	0.00%	10	31.20%	10	23.30%	1	4.30%	1	1.60%	2	2.30%
Others	0	0.00%	0	0.00%	0	0.00%	4	17.40%	8	12.50%	12	13.80%

Table 28a
What two reasons hold you back most from participating more in such interactive current affairs and political talk shows?

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Nothing	22	6.60%	16	5.00%	38	5.80%	10	3.70%	8	3.00%	18	3.40%
Cost	198	59.50%	199	61.60%	397	60.50%	147	55.10%	131	49.20%	278	52.20%
I will not get through	122	36.60%	98	30.30%	220	33.50%	49	18.40%	50	18.80%	99	18.60%
My message will not be read out	29	8.70%	23	7.10%	52	7.90%	8	3.00%	11	4.10%	19	3.60%
I don't speak the right language well	4	1.20%	3	0.90%	7	1.10%	6	2.20%	3	1.10%	9	1.70%
There is no point, they wont answer my question	11	3.30%	7	2.20%	18	2.70%	7	2.60%	9	3.40%	16	3.00%
There is no point, they won't solve my problems	18	5.40%	17	5.30%	35	5.30%	14	5.20%	11	4.10%	25	4.70%
Concerns about criticism from family / friends / colleagues	9	2.70%	7	2.20%	16	2.40%	3	1.10%	2	0.80%	5	0.90%
Concerns about anonymity / repression	4	1.20%	4	1.20%	8	1.20%	6	2.20%	6	2.30%	12	2.30%
Busy	30	9.00%	25	7.70%	55	8.40%	0	0.00%	0	0.00%	0	0.00%
No Phone	9	2.70%	26	8.00%	35	5.30%	0	0.00%	0	0.00%	0	0.00%
No Interest	22	6.60%	33	10.20%	55	8.40%	0	0.00%	0	0.00%	0	0.00%
Do not have their contacts	3	0.90%	6	1.90%	9	1.40%	0	0.00%	0	0.00%	0	0.00%
Other	15	4.50%	12	3.70%	27	4.10%	104	39.00%	106	39.80%	210	39.40%

Table 28b
What two reasons hold you back most from participating more in such interactive current affairs and political talk shows?

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Nothing	16	5.00%	22	6.40%	38	5.70%	8	2.70%	11	4.40%	19	3.50%
Cost	200	62.50%	200	58.30%	400	60.30%	193	65.60%	92	36.90%	285	52.50%
I will not get through	93	29.10%	129	37.60%	222	33.50%	46	15.60%	56	22.50%	102	18.80%
My message will not be read out	22	6.90%	30	8.70%	52	7.80%	3	1.00%	16	6.40%	19	3.50%
I don't speak the right language well	5	1.60%	2	0.60%	7	1.10%	6	2.00%	3	1.20%	9	1.70%
There is no point, they wont answer my question	5	1.60%	13	3.80%	18	2.70%	3	1.00%	13	5.20%	16	2.90%
There is no point, they won't solve my problems	13	4.10%	22	6.40%	35	5.30%	4	1.40%	21	8.40%	25	4.60%
Concerns about criticism from family / friends / colleagues	9	2.80%	8	2.30%	17	2.60%	2	0.70%	3	1.20%	5	0.90%
Concerns about anonymity / repression	3	0.90%	5	1.50%	8	1.20%	6	2.00%	6	2.40%	12	2.20%
Busy	23	7.20%	34	9.90%	57	8.60%	0	0.00%	0	0.00%	0	0.00%
No Phone	27	8.40%	8	2.30%	35	5.30%	0	0.00%	0	0.00%	0	0.00%
No Interest	33	10.30%	22	6.40%	55	8.30%	0	0.00%	0	0.00%	0	0.00%
Do not have their contacts	5	1.60%	4	1.20%	9	1.40%	0	0.00%	0	0.00%	0	0.00%
Other	19	5.90%	8	2.30%	27	4.10%	112	38.10%	100	40.20%	212	39.00%

Table 29a
Generally, do you think the presenters favour any type of people in the way they manage discussions?

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
They favour a particular group	77	24.10%	56	17.40%	133	20.70%	24	14.50%	20	14.40%	44	14.50%
They are unfair to a particular group	27	8.50%	11	3.40%	38	5.90%	15	9.10%	14	10.10%	29	9.50%
They are fair to all	224	70.20%	257	79.80%	481	75.00%	129	78.20%	106	76.30%	235	77.30%

Table 29b
Generally, do you think the presenters favour any type of people in the way they manage discussions?

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
They favour a particular group	59	18.40%	74	22.70%	133	20.60%	5	3.40%	40	24.80%	45	14.50%
They are unfair to a particular group	17	5.30%	23	7.10%	40	6.20%	12	8.10%	18	11.20%	30	9.70%
They are fair to all	249	77.60%	237	72.70%	486	75.10%	134	89.90%	105	65.20%	239	77.10%

Table 30a
Do you have a favourite talk show?

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Yes	198	55.00%	187	48.60%	385	51.70%	132	43.70%	143	40.70%	275	42.10%
No	162	45.00%	198	51.40%	360	48.30%	170	56.30%	208	59.30%	378	57.90%

Table 30b
Do you have a favourite talk show?

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Yes	200	53.20%	187	49.70%	387	51.50%	114	32.30%	167	53.20%	281	42.10%
No	176	46.80%	189	50.30%	365	48.50%	239	67.70%	147	46.80%	386	57.90%

Table 31a
What do you like most about this particular show?

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Good topics / Right agenda	141	73.80%	149	81.40%	290	77.50%	79	60.30%	70	49.60%	149	54.80%
Good presenters / Hosts	24	12.60%	10	5.50%	34	9.10%	19	14.50%	11	7.80%	30	11.00%
Good guests	6	3.10%	2	1.10%	8	2.10%	4	3.10%	7	5.00%	11	4.00%
Good callers	1	0.50%	0	0.00%	1	0.30%	0	0.00%	0	0.00%	0	0.00%
Right time	3	1.60%	1	0.50%	4	1.10%	0	0.00%	4	2.80%	4	1.50%
Right language	2	1.00%	2	1.10%	4	1.10%	1	0.80%	0	0.00%	1	0.40%
It is the one for people like me	1	0.50%	1	0.50%	2	0.50%	6	4.60%	12	8.50%	18	6.60%
Other	13	6.80%	18	9.80%	31	8.30%	22	16.80%	37	26.20%	59	21.70%

Table 31b
What do you like most about this particular show?

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Good topics / Right agenda	158	81.00%	134	74.00%	292	77.70%	63	56.80%	89	53.60%	152	54.90%
Good presenters / Hosts	14	7.20%	20	11.00%	34	9.00%	11	9.90%	20	12.00%	31	11.20%
Good guests	3	1.50%	5	2.80%	8	2.10%	2	1.80%	9	5.40%	11	4.00%
Good callers	1	0.50%	0	0.00%	1	0.30%	0	0.00%	0	0.00%	0	0.00%
Right time	2	1.00%	2	1.10%	4	1.10%	4	3.60%	0	0.00%	4	1.40%
Right language	3	1.50%	1	0.60%	4	1.10%	0	0.00%	2	1.20%	2	0.70%
It is the one for people like me	0	0.00%	2	1.10%	2	0.50%	10	9.00%	8	4.80%	18	6.50%
Other	14	7.20%	17	9.40%	31	8.20%	21	18.90%	38	22.90%	59	21.30%

Table 32a
If there were talkshows in a different language, do you think you would be more likely to participate?

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Yes	102	28.70%	86	22.60%	188	25.60%	119	41.00%	150	43.40%	269	42.30%
No	253	71.30%	294	77.40%	547	74.40%	169	58.30%	195	56.40%	364	57.20%

Table 32b
If there were talkshows in a different language, do you think you would be more likely to participate?

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Yes	78	21.30%	111	29.60%	189	25.50%	156	45.50%	120	38.80%	276	42.30%
No	289	78.70%	264	70.40%	553	74.50%	187	54.50%	186	60.20%	373	57.20%

Table 33a
Why do you think women don't participate in shows about current affairs and politics?

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
The stations / guests discourage women from participating	9	2.50%	14	3.70%	23	3.10%	8	3.00%	26	8.10%	34	5.80%
Men in the community discourage women from participating	40	11.10%	43	11.30%	83	11.20%	49	18.20%	64	19.90%	113	19.20%
Women have less access to radios, TVs, phones or computers	60	16.70%	65	17.10%	125	16.90%	35	13.00%	49	15.30%	84	14.20%
The topics being discussed are not of much interest to women	142	39.40%	108	28.40%	250	33.80%	58	21.60%	39	12.10%	97	16.40%
They are right not to. The discussions are foolish	5	1.40%	4	1.10%	9	1.20%	7	2.60%	8	2.50%	15	2.50%
They are right to. It's not a woman's place	14	3.90%	22	5.80%	36	4.90%	19	7.10%	23	7.20%	42	7.10%
Women are busy / Have no time	43	11.90%	70	18.40%	113	15.30%	0	0.00%	0	0.00%	0	0.00%
Women do not like politics / No interest	13	3.60%	11	2.90%	24	3.20%	0	0.00%	0	0.00%	0	0.00%
Women have no money / Have no airtime / It is too expensive	26	7.20%	34	8.90%	60	8.10%	0	0.00%	0	0.00%	0	0.00%

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Fear / Intimidation	15	4.20%	13	3.40%	28	3.80%	0	0.00%	0	0.00%	0	0.00%
Women do participate	6	1.70%	4	1.10%	10	1.40%	0	0.00%	0	0.00%	0	0.00%
Women are naive / Ignorant	6	1.70%	2	0.50%	8	1.10%	0	0.00%	0	0.00%	0	0.00%
Women are not aggressive	5	1.40%	2	0.50%	7	0.90%	0	0.00%	0	0.00%	0	0.00%
Male chauvinism / Men disregard women / Disrespect women	15	4.20%	7	1.80%	22	3.00%	0	0.00%	0	0.00%	0	0.00%
Don't know	70	19.40%	90	23.70%	160	21.60%	94	34.90%	142	44.20%	236	40.00%
Other	8	2.20%	13	3.40%	21	2.80%	62	23.00%	61	19.00%	123	20.80%

Table 33b
Why do you think women don't participate in shows about current affairs and politics?

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
The stations / guests discourage women from participating	8	2.10%	15	4.00%	23	3.10%	2	0.70%	35	11.70%	37	6.10%
Men in the community discourage women from participating	42	11.30%	41	11.00%	83	11.10%	61	20.10%	53	17.70%	114	18.90%
Women have less access to radios, TVs, phones or computers	63	16.90%	63	16.80%	126	16.90%	59	19.40%	26	8.70%	85	14.10%
The topics being discussed are not of much interest to women	114	30.60%	139	37.20%	253	33.90%	54	17.80%	43	14.40%	97	16.10%
They are right not to. The discussions are foolish	3	0.80%	6	1.60%	9	1.20%	10	3.30%	5	1.70%	15	2.50%
They are right to. It's not a woman's place	13	3.50%	23	6.10%	36	4.80%	23	7.60%	22	7.40%	45	7.50%
Women are busy / Have no time	68	18.20%	45	12.00%	113	15.10%	0	0.00%	0	0.00%	0	0.00%
Women do not like politics / No interest	15	4.00%	9	2.40%	24	3.20%	0	0.00%	0	0.00%	0	0.00%
Women have no money / Have no airtime / It is too expensive	29	7.80%	31	8.30%	60	8.00%	0	0.00%	0	0.00%	0	0.00%

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Fear / Intimidation	14	3.80%	14	3.70%	28	3.70%	0	0.00%	0	0.00%	0	0.00%
Women do participate	3	0.80%	7	1.90%	10	1.30%	0	0.00%	0	0.00%	0	0.00%
Women are naive / Ignorant	3	0.80%	5	1.30%	8	1.10%	0	0.00%	0	0.00%	0	0.00%
Women are not aggressive	4	1.10%	3	0.80%	7	0.90%	0	0.00%	0	0.00%	0	0.00%
Male chauvinism / Men disregard women / Disrespect women	8	2.10%	15	4.00%	23	3.10%	0	0.00%	0	0.00%	0	0.00%
Don't know	91	24.40%	71	19.00%	162	21.70%	125	41.10%	116	38.80%	241	40.00%
Other	11	2.90%	10	2.70%	21	2.80%	52	17.10%	73	24.40%	125	20.70%

Table 34a
Do you personally know anyone in the community who does call / participate in these shows?

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Yes	109	30.10%	103	26.80%	212	28.40%	63	21.30%	39	11.20%	102	15.80%
No	253	69.90%	282	73.20%	535	71.60%	233	78.70%	310	88.80%	543	84.20%

Table 34b
Do you personally know anyone in the community who does call / participate in these shows?

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Yes	113	30.20%	99	26.10%	212	28.10%	59	17.00%	44	14.10%	103	15.60%
No	261	69.80%	281	73.90%	542	71.90%	288	83.00%	268	85.90%	556	84.40%

Table 35a
For those who participate, who do you think they speak for whey they call in / contribute?

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
They speak out for everyone in the community	71	73.20%	68	69.40%	139	71.30%	56	87.50%	28	82.40%	84	85.70%
They speak out for particular people who bring them complaints and ask them to call	11	11.30%	7	7.10%	18	9.20%	1	1.60%	2	5.90%	3	3.10%
They just speak out for a particular group of people	8	8.20%	8	8.20%	16	8.20%	3	4.70%	1	2.90%	4	4.10%
They just speak for themselves	21	21.60%	25	25.50%	46	23.60%	7	10.90%	4	11.80%	11	11.20%
Others	0	0.00%	0	0.00%	0	0.00%	1	1.60%	0	0.00%	1	1.00%

Table 35b
For those who participate, who do you think they speak for whey they call in / contribute?

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
They speak out for everyone in the community	77	75.50%	62	66.70%	139	71.30%	57	93.40%	27	71.10%	84	84.80%
They speak out for particular people who bring them complaints and ask them to call	8	7.80%	10	10.80%	18	9.20%	1	1.60%	3	7.90%	4	4.00%
They just speak out for a particular group of people	4	3.90%	12	12.90%	16	8.20%	2	3.30%	2	5.30%	4	4.00%
They just speak for themselves	27	26.50%	19	20.40%	46	23.60%	3	4.90%	8	21.10%	11	11.10%
Others	0	0.00%	0	0.00%	0	0.00%	1	1.60%	0	0.00%	1	1.00%

Table 36a
What sort of people do you think participate in these shows the most?

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Those with money	142	42.40%	171	48.90%	313	45.70%	99	39.80%	108	47.20%	207	43.30%
Those with time	127	37.90%	119	34.00%	246	35.90%	49	19.70%	48	21.00%	97	20.30%
Those with education	51	15.20%	48	13.70%	99	14.50%	61	24.50%	66	28.80%	127	26.60%
Those with public speaking skills	24	7.20%	19	5.40%	43	6.30%	31	12.40%	34	14.80%	65	13.60%
Those who know staff at the station	7	2.10%	8	2.30%	15	2.20%	8	3.20%	9	3.90%	17	3.60%
Those involved with politics	17	5.10%	18	5.10%	35	5.10%	26	10.40%	19	8.30%	45	9.40%
Those of a certain tribe	8	2.40%	3	0.90%	11	1.60%	5	2.00%	1	0.40%	6	1.30%
Those of a certain religion	3	0.90%	2	0.60%	5	0.70%	0	0.00%	0	0.00%	0	0.00%
Those who speak a certain language	5	1.50%	6	1.70%	11	1.60%	1	0.40%	2	0.90%	3	0.60%
Men	76	22.70%	76	21.70%	152	22.20%	43	17.30%	34	14.80%	77	16.10%
Women	13	3.90%	20	5.70%	33	4.80%	10	4.00%	9	3.90%	19	4.00%
Older people	14	4.20%	15	4.30%	29	4.20%	4	1.60%	5	2.20%	9	1.90%
Younger people	53	15.80%	46	13.10%	99	14.50%	11	4.40%	10	4.40%	21	4.40%
Those who like the sound of their own voices	5	1.50%	17	4.90%	22	3.20%	1	0.40%	1	0.40%	2	0.40%
All people	8	2.40%	5	1.40%	13	1.90%	5	2.00%	2	0.90%	7	1.50%
Other	22	6.60%	19	5.40%	41	6.00%	50	20.10%	28	12.20%	78	16.30%

Table 36b
What sort of people do you think participate in these shows the most?

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Those with money	162	48.60%	154	42.90%	316	45.70%	109	41.90%	101	44.50%	210	43.10%
Those with time	106	31.80%	143	39.80%	249	36.00%	43	16.50%	55	24.20%	98	20.10%
Those with education	46	13.80%	53	14.80%	99	14.30%	59	22.70%	70	30.80%	129	26.50%
Those with public speaking skills	18	5.40%	28	7.80%	46	6.60%	38	14.60%	30	13.20%	68	14.00%
Those who know staff at the station	6	1.80%	10	2.80%	16	2.30%	12	4.60%	5	2.20%	17	3.50%
Those involved with politics	9	2.70%	26	7.20%	35	5.10%	18	6.90%	28	12.30%	46	9.40%
Those of a certain tribe	3	0.90%	8	2.20%	11	1.60%	2	0.80%	4	1.80%	6	1.20%
Those of a certain religion	2	0.60%	3	0.80%	5	0.70%	0	0.00%	0	0.00%	0	0.00%
Those who speak a certain language	7	2.10%	4	1.10%	11	1.60%	0	0.00%	3	1.30%	3	0.60%
Men	93	27.90%	60	16.70%	153	22.10%	58	22.30%	19	8.40%	77	15.80%
Women	17	5.10%	17	4.70%	34	4.90%	17	6.50%	2	0.90%	19	3.90%
Older people	17	5.10%	12	3.30%	29	4.20%	4	1.50%	5	2.20%	9	1.80%
Younger people	53	15.90%	46	12.80%	99	14.30%	13	5.00%	8	3.50%	21	4.30%
Those who like the sound of their own voices	9	2.70%	13	3.60%	22	3.20%	0	0.00%	3	1.30%	3	0.60%
All people	6	1.80%	8	2.20%	14	2.00%	7	2.70%	0	0.00%	7	1.40%
Other	17	5.10%	24	6.70%	41	5.90%	39	15.00%	41	18.10%	80	16.40%

Table 37a
Overall, do you think that interactive talk shows have had a positive or negative impact on your community?

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Positive	261	80.30%	286	85.40%	547	82.90%	177	85.90%	149	80.50%	326	83.40%
Negative	12	3.70%	8	2.40%	20	3.00%	21	10.20%	20	10.80%	41	10.50%
Both positive and negative	52	16.00%	41	12.20%	93	14.10%	8	3.90%	16	8.60%	24	6.10%

Table 37b
Overall, do you think that interactive talk shows have had a positive or negative impact on your community?

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Positive	278	88.30%	274	78.30%	552	83.00%	169	86.70%	163	80.30%	332	83.40%
Negative	3	1.00%	17	4.90%	20	3.00%	9	4.60%	32	15.80%	41	10.30%
Both positive and negative	34	10.80%	59	16.90%	93	14.00%	17	8.70%	8	3.90%	25	6.30%

Table 38a
What do you think are the main positive impacts of interactive talk shows?

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
There are none	5	1.60%	5	1.60%	10	1.60%	3	1.80%	4	2.60%	7	2.20%
People get to speak out there concerns	116	37.20%	122	38.10%	238	37.70%	76	46.30%	60	39.50%	136	43.00%
People are educated	244	78.20%	244	76.30%	488	77.20%	77	47.00%	76	50.00%	153	48.40%
Those in authority come under pressure to deliver what they promised or should provide	31	9.90%	15	4.70%	46	7.30%	21	12.80%	13	8.60%	34	10.80%
It gives politicians a chance to talk to people and win their support	7	2.20%	9	2.80%	16	2.50%	3	1.80%	3	2.00%	6	1.90%
Entertainment	1	0.30%	2	0.60%	3	0.50%	0	0.00%	0	0.00%	0	0.00%
Spread gospel / Word of God	0	0.00%	2	0.60%	2	0.30%	0	0.00%	0	0.00%	0	0.00%
Help people socialize / Interact	3	1.00%	5	1.60%	8	1.30%	1	0.60%	0	0.00%	1	0.30%
Helps reduce immorality	2	0.60%	1	0.30%	3	0.50%	0	0.00%	0	0.00%	0	0.00%
Brings development	4	1.30%	1	0.30%	5	0.80%	0	0.00%	0	0.00%	0	0.00%
Inspires people	2	0.60%	0	0.00%	2	0.30%	0	0.00%	0	0.00%	0	0.00%
Other	10	3.20%	7	2.20%	17	2.70%	7	4.30%	8	5.30%	15	4.70%

Table 38b
What do you think are the main positive impacts of interactive talk shows?

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
There are none	1	0.30%	9	2.70%	10	1.60%	3	1.70%	5	3.40%	8	2.50%
People get to speak out there concerns	99	32.20%	142	43.00%	241	37.80%	74	41.80%	66	44.60%	140	43.10%
People are educated	255	83.10%	235	71.20%	490	76.90%	91	51.40%	69	46.60%	160	49.20%
Those in authority come under pressure to deliver what they promised or should provide	11	3.60%	36	10.90%	47	7.40%	16	9.00%	18	12.20%	34	10.50%
It gives politicians a chance to talk to people and win their support	6	2.00%	10	3.00%	16	2.50%	2	1.10%	4	2.70%	6	1.80%
Entertainment	2	0.70%	1	0.30%	3	0.50%	0	0.00%	0	0.00%	0	0.00%
Spread gospel / Word of God	1	0.30%	1	0.30%	2	0.30%	0	0.00%	0	0.00%	0	0.00%
Help people socialize / Interact	3	1.00%	5	1.50%	8	1.30%	0	0.00%	1	0.70%	1	0.30%
Helps reduce immorality	1	0.30%	2	0.60%	3	0.50%	0	0.00%	0	0.00%	0	0.00%
Brings development	3	1.00%	2	0.60%	5	0.80%	0	0.00%	0	0.00%	0	0.00%
Inspires people	0	0.00%	2	0.60%	2	0.30%	0	0.00%	0	0.00%	0	0.00%
Other	3	1.00%	15	4.50%	18	2.80%	3	1.70%	12	8.10%	15	4.60%

Table 39a
What do you think are the main positive impacts of interactive talk shows? Please elaborate your answer

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Programs are educative	139	50.50%	155	58.50%	294	54.40%	1	12.50%	0	0.00%	1	7.70%
Entertaining	2	0.70%	1	0.40%	3	0.60%	0	0.00%	0	0.00%	0	0.00%
Information sharing / making people informed	16	5.80%	7	2.60%	23	4.30%	0	0.00%	0	0.00%	0	0.00%
Solution to problems	5	1.80%	15	5.70%	20	3.70%	0	0.00%	1	20.00%	1	7.70%
Leaders are made to account as they interact with participants	18	6.50%	12	4.50%	30	5.60%	0	0.00%	0	0.00%	0	0.00%
Shows are humorous	2	0.70%	0	0.00%	2	0.40%	0	0.00%	0	0.00%	0	0.00%
Relationship and family advice	6	2.20%	10	3.80%	16	3.00%	1	12.50%	0	0.00%	1	7.70%
Awareness creations	17	6.20%	12	4.50%	29	5.40%	1	12.50%	3	60.00%	4	30.80%
A platform for people to air their views	34	12.40%	18	6.80%	52	9.60%	0	0.00%	0	0.00%	0	0.00%
Promotes good morals in society	3	1.10%	3	1.10%	6	1.10%	0	0.00%	0	0.00%	0	0.00%
Religious purposes	3	1.10%	2	0.80%	5	0.90%	0	0.00%	0	0.00%	0	0.00%
Programme is motivational	11	4.00%	5	1.90%	16	3.00%	0	0.00%	0	0.00%	0	0.00%
Others	19	6.90%	25	9.40%	44	8.10%	5	62.50%	1	20.00%	6	46.20%

Table 39b
What do you think are the main positive impacts of interactive talk shows? Please elaborate your answer

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Programs are educative	150	56.80%	146	52.00%	296	54.30%	2	28.60%	0	0.00%	2	13.30%
Entertaining	1	0.40%	2	0.70%	3	0.60%	0	0.00%	0	0.00%	0	0.00%
Information sharing / making people informed	12	4.50%	11	3.90%	23	4.20%	0	0.00%	0	0.00%	0	0.00%
Solution to problems	12	4.50%	8	2.80%	20	3.70%	1	14.30%	0	0.00%	1	6.70%
Leaders are made to account as they interact with participants	5	1.90%	26	9.30%	31	5.70%	0	0.00%	0	0.00%	0	0.00%
Shows are humorous	0	0.00%	2	0.70%	2	0.40%	0	0.00%	0	0.00%	0	0.00%
Relationship and family advice	8	3.00%	8	2.80%	16	2.90%	1	14.30%	0	0.00%	1	6.70%
Awareness creations	16	6.10%	13	4.60%	29	5.30%	3	42.90%	1	12.50%	4	26.70%
A platform for people to air their views	20	7.60%	33	11.70%	53	9.70%	0	0.00%	0	0.00%	0	0.00%
Promotes good morals in society	3	1.10%	3	1.10%	6	1.10%	0	0.00%	0	0.00%	0	0.00%
Religious purposes	4	1.50%	1	0.40%	5	0.90%	0	0.00%	0	0.00%	0	0.00%
Programme is motivational	10	3.80%	6	2.10%	16	2.90%	0	0.00%	0	0.00%	0	0.00%
Others	23	8.70%	22	7.80%	45	8.30%	0	0.00%	7	87.50%	7	46.70%

Table 40a
What are TWO main negative impacts of talk shows?

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
There are none	83	57.20%	78	67.80%	161	61.90%	11	44.00%	20	38.50%	31	40.30%
Callers are rude / ignorant / biased / immoral	13	9.00%	5	4.30%	18	6.90%	4	16.00%	9	17.30%	13	16.90%
Hosts are rude / ignorant / biased / immoral	7	4.80%	5	4.30%	12	4.60%	3	12.00%	3	5.80%	6	7.80%
Promote division in the country / community	24	16.60%	13	11.30%	37	14.20%	3	12.00%	8	15.40%	11	14.30%
Controlled / Abused by ruling party	3	2.10%	3	2.60%	6	2.30%	1	4.00%	4	7.70%	5	6.50%
Control / Abused by the opposition	2	1.40%	1	0.90%	3	1.20%	0	0.00%	3	5.80%	3	3.90%
Other	29	20.00%	17	14.80%	46	17.70%	6	24.00%	14	26.90%	20	26.00%

Table 40b
What are TWO main negative impacts of talk shows?

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
There are none	44	57.10%	119	64.30%	163	62.20%	18	51.40%	14	31.10%	32	40.00%
Callers are rude / ignorant / biased / immoral	6	7.80%	12	6.50%	18	6.90%	1	2.90%	12	26.70%	13	16.20%
Hosts are rude / ignorant / biased / immoral	2	2.60%	10	5.40%	12	4.60%	1	2.90%	5	11.10%	6	7.50%
Promote division in the country / community	11	14.30%	26	14.10%	37	14.10%	2	5.70%	11	24.40%	13	16.20%
Controlled / Abused by ruling party	0	0.00%	6	3.20%	6	2.30%	0	0.00%	5	11.10%	5	6.20%
Control / Abused by the opposition	0	0.00%	3	1.60%	3	1.10%	0	0.00%	3	6.70%	3	3.80%
Other	19	24.70%	27	14.60%	46	17.60%	14	40.00%	6	13.30%	20	25.00%

Table 41a
Did you vote in the last general election in 2013?

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Yes	301	83.80%	313	81.10%	614	82.40%	192	64.20%	188	54.20%	380	58.80%
No	58	16.20%	73	18.90%	131	17.60%	107	35.80%	159	45.80%	266	41.20%

Table 41b
Did you vote in the last general election in 2013?

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Yes	317	84.80%	304	80.40%	621	82.60%	219	63.70%	169	53.70%	388	58.90%
No	57	15.20%	74	19.60%	131	17.40%	125	36.30%	146	46.30%	271	41.10%

Table 42a
Please explain why you voted

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Leadership change	141	45.80%	129	40.30%	270	43.00%	69	36.70%	74	40.90%	143	38.80%
Exercising Democratic Right to Vote	50	16.20%	30	9.40%	80	12.70%	35	18.60%	38	21.00%	73	19.80%
For Peace/ Better Future for Country	10	3.20%	13	4.10%	23	3.70%	10	5.30%	18	9.90%	28	7.60%
Good Governance and Good Leadership	28	9.10%	32	10.00%	60	9.60%	14	7.40%	9	5.00%	23	6.20%
Appealing Manifestos/ Convincing Party	2	0.60%	0	0.00%	2	0.30%	4	2.10%	1	0.60%	5	1.40%
Did not vote	11	3.60%	18	5.60%	29	4.60%	1	0.50%	0	0.00%	1	0.30%
Vote/Elect Particular/ Preferred Candidate	33	10.70%	51	15.90%	84	13.40%	12	6.40%	8	4.40%	20	5.40%
Other reason	14	4.50%	18	5.60%	32	5.10%	2	1.10%	4	2.20%	6	1.60%
Choose New Leaders	9	2.90%	13	4.10%	22	3.50%	9	4.80%	8	4.40%	17	4.60%
For development	10	3.20%	16	5.00%	26	4.10%	32	17.00%	21	11.60%	53	14.40%

Table 42b
Please explain why you voted

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Leadership change	157	49.50%	116	36.50%	273	43.00%	58	27.00%	87	54.70%	145	38.80%
Exercising Democratic Right to Vote	28	8.80%	53	16.70%	81	12.80%	54	25.10%	19	11.90%	73	19.50%
For Peace/ Better Future for Country	9	2.80%	15	4.70%	24	3.80%	22	10.20%	6	3.80%	28	7.50%
Good Governance and Good Leadership	18	5.70%	42	13.20%	60	9.40%	14	6.50%	9	5.70%	23	6.10%
Appealing Manifestos/ Convincing Party	1	0.30%	1	0.30%	2	0.30%	0	0.00%	6	3.80%	6	1.60%
Did not vote	9	2.80%	21	6.60%	30	4.70%	1	0.50%	0	0.00%	1	0.30%
Vote/Elect Particular/ Preferred Candidate	37	11.70%	48	15.10%	85	13.40%	12	5.60%	10	6.30%	22	5.90%
Other reason	15	4.70%	17	5.30%	32	5.00%	2	0.90%	4	2.50%	6	1.60%
Choose New Leaders	19	6.00%	3	0.90%	22	3.50%	8	3.70%	9	5.70%	17	4.50%
For development	24	7.60%	2	0.60%	26	4.10%	44	20.50%	9	5.70%	53	14.20%

Table 43a
Please explain why you did not vote

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
IEBC Official	2	4.30%	2	3.40%	4	3.80%	1	1.10%	2	1.40%	3	1.30%
No ID	24	51.10%	35	60.30%	59	56.20%	26	28.00%	29	20.00%	55	23.10%
No Voters Card/Not Registered As A Voter	7	14.90%	12	20.70%	19	18.10%	16	17.20%	38	26.20%	54	22.70%
Travel/Level Away From Polling Station	3	6.40%	3	5.20%	6	5.70%	12	12.90%	10	6.90%	22	9.20%
Sick	2	4.30%	4	6.90%	6	5.70%	9	9.70%	19	13.10%	28	11.80%
Had no time	6	12.80%	1	1.70%	7	6.70%	10	10.80%	6	4.10%	16	6.70%
Not Kenyan	1	2.10%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%
Not interested	2	4.30%	0	0.00%	2	1.90%	15	16.10%	31	21.40%	46	19.30%
Other	0	0.00%	1	1.70%	1	1.00%	4	4.30%	10	6.90%	14	5.90%

Table 43b
Please explain why you did not vote

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
IEBC Official	0	0.00%	4	7.10%	4	3.80%	1	0.90%	2	1.50%	3	1.20%
No ID	32	65.30%	27	48.20%	59	56.20%	27	24.50%	29	22.10%	56	23.20%
No Voters Card/Not Registered As A Voter	7	14.30%	12	21.40%	19	18.10%	29	26.40%	26	19.80%	55	22.80%
Travel/Level Away From Polling Station	2	4.10%	4	7.10%	6	5.70%	12	10.90%	10	7.60%	22	9.10%
Sick	3	6.10%	3	5.40%	6	5.70%	18	16.40%	10	7.60%	28	11.60%
Had no time	4	8.20%	3	5.40%	7	6.70%	5	4.50%	11	8.40%	16	6.60%
Not Kenyan	0	0.00%	1	1.80%	1	1.00%	0	0.00%	0	0.00%	0	0.00%
Not interested	1	2.00%	1	1.80%	2	1.90%	13	11.80%	33	25.20%	46	19.10%
Other	0	0.00%	1	1.80%	1	1.00%	5	4.50%	10	7.60%	15	6.20%

Table 44a
Overall, how satisfied are you with the way democracy works in Kenya/Zambia?

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Very satisfied	62	17.40%	62	16.80%	124	17.10%	23	8.00%	20	7.00%	43	7.50%
Fairly satisfied	103	28.90%	124	33.50%	227	31.30%	51	17.80%	73	25.40%	124	21.60%
Not very satisfied	87	24.40%	94	25.40%	181	24.90%	113	39.40%	110	38.30%	223	38.90%
Not at all satisfied	65	18.30%	56	15.10%	121	16.70%	91	31.70%	78	27.20%	169	29.40%
Kenya is not a democracy	39	11.00%	34	9.20%	73	10.10%	9	3.10%	6	2.10%	15	2.60%

Table 44b
Overall, how satisfied are you with the way democracy works in Kenya/Zambia?

	Kenya						**Zambia**					
	Rural		**Urban**		**Total**		**Rural**		**Urban**		**Total**	
	Count	**Column N %**	**Count**	**Column N %**	**Count**	**Column N %**	**Count**	**Column N %**	**Count**	**Column N %**	**Count**	**Column N %**
Very satisfied	39	10.90%	87	23.30%	126	17.20%	26	8.60%	18	6.50%	44	7.60%
Fairly satisfied	112	31.30%	118	31.60%	230	31.40%	66	21.80%	59	21.40%	125	21.60%
Not very satisfied	98	27.40%	83	22.20%	181	24.70%	115	38.00%	109	39.50%	224	38.70%
Not at all satisfied	67	18.70%	55	14.70%	122	16.70%	88	29.00%	83	30.10%	171	29.50%
Kenya is not a democracy	42	11.70%	31	8.30%	73	10.00%	8	2.60%	7	2.50%	15	2.60%

Table 45a

Statement 1: It is important to have a government that gets things done even if we have no influence. Statement 2: It is more important for citizens to be able to hold government accountable even if it makes decision-making slow.

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Agree very strongly with statement 1	60	16.90%	49	13.00%	109	14.90%	55	23.00%	54	22.50%	109	22.80%
Agree with statement 1	52	14.60%	86	22.80%	138	18.80%	77	32.20%	79	32.90%	156	32.60%
Agree with statement 2	121	34.10%	138	36.50%	259	35.30%	42	17.60%	51	21.30%	93	19.40%
Agree very strongly with statement 2	117	33.00%	102	27.00%	219	29.90%	27	11.30%	34	14.20%	61	12.70%
Agree with neither	5	1.40%	3	0.80%	8	1.10%	38	15.90%	22	9.20%	60	12.50%

Table 45b

Statement 1: It is important to have a government that gets things done even if we have no influence. Statement 2: It is more important for citizens to be able to hold government accountable even if it makes decision-making slow.

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Agree very strongly with statement 1	60	16.90%	49	13.00%	109	14.90%	55	23.00%	54	22.50%	109	22.80%
Agree with statement 1	52	14.60%	86	22.80%	138	18.80%	77	32.20%	79	32.90%	156	32.60%
Agree with statement 2	121	34.10%	138	36.50%	259	35.30%	42	17.60%	51	21.30%	93	19.40%
Agree very strongly with statement 2	117	33.00%	102	27.00%	219	29.90%	27	11.30%	34	14.20%	61	12.70%
Agree with neither	5	1.40%	3	0.80%	8	1.10%	38	15.90%	22	9.20%	60	12.50%

Table 46a
In this country, how effective is the news media in revealing government mistakes and corruption?

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Very effective	114	31.90%	112	29.90%	226	30.90%	39	15.20%	29	13.60%	68	14.40%
Somewhat effective	152	42.60%	157	42.00%	309	42.30%	76	29.60%	77	36.00%	153	32.50%
Not very effective	52	14.60%	67	17.90%	119	16.30%	72	28.00%	55	25.70%	127	27.00%
Not at all effective	39	10.90%	38	10.20%	77	10.50%	70	27.20%	53	24.80%	123	26.10%

Table 46b
In this country, how effective is the news media in revealing government mistakes and corruption?

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Very effective	96	26.70%	131	34.70%	227	30.80%	32	12.60%	41	18.10%	73	15.20%
Somewhat effective	164	45.70%	147	39.00%	311	42.30%	84	33.10%	72	31.90%	156	32.50%
Not very effective	57	15.90%	62	16.40%	119	16.20%	77	30.30%	50	22.10%	127	26.50%
Not at all effective	42	11.70%	37	9.80%	79	10.70%	61	24.00%	63	27.90%	124	25.80%

Table 47a
In your opinion, what is the most important issue facing people living in this constituency that those in authority ought to tackle?

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Unemployment	64	18.60%	42	11.70%	106	15.00%	12	4.40%	9	2.90%	21	3.60%
Insecurity	77	22.30%	66	18.30%	143	20.30%	11	4.10%	14	4.50%	25	4.30%
Waste management	15	4.30%	25	6.90%	40	5.70%	21	7.70%	27	8.70%	48	8.20%
Access to health / Medical services	6	1.70%	8	2.20%	14	2.00%	22	8.10%	13	4.20%	35	6.00%
Lack of water / Water shortage	57	16.50%	66	18.30%	123	17.40%	52	19.20%	85	27.20%	137	23.50%
Education	4	1.20%	12	3.30%	16	2.30%	12	4.40%	8	2.60%	20	3.40%
Lack housing	7	2.00%	8	2.20%	15	2.10%	1	0.40%	4	1.30%	5	0.90%
Food insecurity	3	0.90%	14	3.90%	17	2.40%	3	1.10%	4	1.30%	7	1.20%
Poverty	12	3.50%	17	4.70%	29	4.10%	11	4.10%	8	2.60%	19	3.30%
Tribalism	4	1.20%	2	0.60%	6	0.90%	0	0.00%	0	0.00%	0	0.00%
Poor roads	72	20.90%	68	18.90%	140	19.90%	32	11.80%	25	8.00%	57	9.80%
Lack of electricity	12	3.50%	21	5.80%	33	4.70%	33	12.20%	40	12.80%	73	12.50%
Flooding	2	0.60%	5	1.40%	7	1.00%	1	0.40%	1	0.30%	2	0.30%
Farming	7	2.00%	3	0.80%	10	1.40%	60	22.10%	74	23.70%	134	23.00%
Corruption	3	0.90%	3	0.80%	6	0.90%	0	0.00%	0	0.00%	0	0.00%

Table 47b
In your opinion, what is the most important issue facing people living in this constituency that those in authority ought to tackle?

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Unemployment	31	8.80%	75	20.80%	106	14.90%	13	4.00%	9	3.40%	22	3.70%
Insecurity	8	2.30%	136	37.80%	144	20.30%	0	0.00%	27	10.10%	27	4.60%
Waste management	5	1.40%	36	10.00%	41	5.80%	0	0.00%	49	18.30%	49	8.30%
Access to health / Medical services	11	3.10%	3	0.80%	14	2.00%	33	10.20%	2	0.70%	35	5.90%
Lack of water / Water shortage	111	31.60%	13	3.60%	124	17.40%	61	18.80%	77	28.70%	138	23.30%
Education	13	3.70%	4	1.10%	17	2.40%	17	5.20%	3	1.10%	20	3.40%
Lack housing	0	0.00%	15	4.20%	15	2.10%	1	0.30%	4	1.50%	5	0.80%
Food insecurity	13	3.70%	4	1.10%	17	2.40%	5	1.50%	3	1.10%	8	1.30%
Poverty	17	4.80%	12	3.30%	29	4.10%	9	2.80%	10	3.70%	19	3.20%
Tribalism	0	0.00%	6	1.70%	6	0.80%	0	0.00%	0	0.00%	0	0.00%
Poor roads	93	26.50%	48	13.30%	141	19.80%	17	5.20%	40	14.90%	57	9.60%
Lack of electricity	27	7.70%	7	1.90%	34	4.80%	35	10.80%	40	14.90%	75	12.60%
Flooding	7	2.00%	0	0.00%	7	1.00%	1	0.30%	1	0.40%	2	0.30%
Farming	10	2.80%	0	0.00%	10	1.40%	133	40.90%	3	1.10%	136	22.90%
Corruption	5	1.40%	1	0.30%	6	0.80%	0	0.00%	0	0.00%	0	0.00%

Table 48a
Have you ever tried doing any of the following things to raise ANY of your concerns?

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Contact a local area or workplace chairperson	69	34.20%	48	30.20%	117	32.40%	50	41.30%	39	41.90%	89	41.60%
Contact a councillor	98	48.50%	72	45.30%	170	47.10%	50	41.30%	49	52.70%	99	46.30%
Contact an MP	89	44.10%	68	42.80%	157	43.50%	26	21.50%	24	25.80%	50	23.40%
Contact a chief	109	54.00%	80	50.30%	189	52.40%	46	38.00%	20	21.50%	66	30.80%
Contact the police	56	27.70%	49	30.80%	105	29.10%	20	16.50%	8	8.60%	28	13.10%
Contact a religious leader	43	21.30%	40	25.20%	83	23.00%	17	14.00%	6	6.50%	23	10.70%
Contact an NGO	29	14.40%	28	17.60%	57	15.80%	11	9.10%	8	8.60%	19	8.90%
Contact a service provider	43	21.30%	18	11.30%	61	16.90%	25	20.70%	23	24.70%	48	22.40%
Join a political party	33	16.30%	27	17.00%	60	16.60%	3	2.50%	4	4.30%	7	3.30%
Protest to draw attention to the problem	16	7.90%	19	11.90%	35	9.70%	1	0.80%	3	3.20%	4	1.90%
Inform journalists	21	10.40%	16	10.10%	37	10.20%	4	3.30%	6	6.50%	10	4.70%

Table 48b
Have you ever tried doing any of the following things to raise ANY of your concerns?

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Contact a local area or workplace chairpeson	45	23.60%	73	42.20%	118	32.40%	50	41.70%	40	41.20%	90	41.50%
Contact a councillor	93	48.70%	79	45.70%	172	47.30%	58	48.30%	43	44.30%	101	46.50%
Contact an MP	89	46.60%	70	40.50%	159	43.70%	21	17.50%	30	30.90%	51	23.50%
Contact a chief	117	61.30%	74	42.80%	191	52.50%	62	51.70%	5	5.20%	67	30.90%
Contact the police	37	19.40%	69	39.90%	106	29.10%	15	12.50%	14	14.40%	29	13.40%
Contact a religious leader	33	17.30%	51	29.50%	84	23.10%	11	9.20%	12	12.40%	23	10.60%
Contact an NGO	20	10.50%	37	21.40%	57	15.70%	5	4.20%	14	14.40%	19	8.80%
Contact a service provider	14	7.30%	49	28.30%	63	17.30%	4	3.30%	45	46.40%	49	22.60%
Join a political party	22	11.50%	38	22.00%	60	16.50%	2	1.70%	5	5.20%	7	3.20%
Protest to draw attention to the problem	7	3.70%	28	16.20%	35	9.60%	1	0.80%	3	3.10%	4	1.80%
Inform journalists	8	4.20%	29	16.80%	37	10.20%	4	3.30%	6	6.20%	10	4.60%
Contact radio / TV to talk about the problem on air	7	3.70%	33	19.10%	40	11.00%	5	4.20%	3	3.10%	8	3.70%
Organise the community	19	9.90%	50	28.90%	69	19.00%	6	5.00%	10	10.30%	16	7.40%
Other	0	0.00%	0	0.00%	0	0.00%	9	7.50%	4	4.10%	13	6.00%

Table 49a
For any that you have tried, did it work in resolving the issue?

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Worked	89	46.60%	66	44.60%	155	45.70%	1	1.80%	0	0.00%	1	0.80%
Partly	69	36.10%	51	34.50%	120	35.40%	8	14.00%	5	7.10%	13	10.20%
Didn't	89	46.60%	70	47.30%	159	46.90%	52	91.20%	67	95.70%	119	93.70%

Table 49b
For any that you have tried, did it work in resolving the issue?

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Worked	91	51.40%	65	39.90%	156	45.90%	1	1.40%	0	0.00%	1	0.80%
Partly	65	36.70%	56	34.40%	121	35.60%	4	5.50%	9	16.70%	13	10.20%
Didn't	78	44.10%	81	49.70%	159	46.80%	70	95.90%	49	90.70%	119	93.70%

Table 50a
Listen to politics and development shows

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Listen to interactive shows but not this type	38	11.6%	63	18.4%	101	15.1%	45	24.1%	44	27.8%	89	25.8%
Listen to this type of interactive shows	289	88.4%	280	81.6%	569	84.9%	142	75.9%	114	72.2%	256	74.2%

Table 50b
Listen to politics and development shows

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Listen to interactive shows but not this type	58	16.50%	43	13.30%	101	15.0%	28	17.90%	62	31.20%	90	25.4%
Listen to this type of interactive shows	294	83.50%	280	86.70%	574	85.0%	128	82.10%	137	68.80%	265	74.6%

Table 51a
Listen to sociocultural shows

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Listen to interactive shows but not this type	52	15.7%	52	15.0%	104	15.40%	33	17.6%	34	20.9%	67	19.1%
Listen to this type of interactive shows	279	84.3%	294	85.0%	573	84.60%	154	82.4%	129	79.1%	283	80.9%

Table 51b
Listen to sociocultural shows

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Listen to interactive shows but not this type	57	16.20%	47	14.20%	104	15.2%	32	20.10%	38	18.70%	70	19.3%
Listen to this type of interactive shows	295	83.80%	283	85.80%	578	84.8%	127	79.90%	165	81.30%	292	80.7%

Table 52a
Listen to entertainment shows

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Listen to interactive shows but not this type	44	13.3%	37	10.7%	81	12.0%	25	13.4%	20	12.6%	45	13.0%
Listen to this type of interactive shows	287	86.7%	309	89.3%	596	88.0%	162	86.6%	139	87.4%	301	87.0%

Table 52b
Listen to entertainment shows

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Listen to interactive shows but not this type	49	13.90%	32	9.70%	81	11.9%	22	14.10%	24	12.00%	46	12.9%
Listen to this type of interactive shows	303	86.10%	298	90.30%	601	88.1%	134	85.90%	176	88.00%	310	87.1%

Table 53a
Participation in politics and development shows

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Listen but don't participate	246	84.0%	264	93.3%	510	88.5%	109	77.9%	105	89.0%	214	82.9%
Participate	47	16.0%	19	6.7%	66	11.5%	31	22.1%	13	11.0%	44	17.1%

Table 53b
Participation in politics and development shows

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Listen but don't participate	259	88.10%	256	89.20%	515	88.6%	106	82.20%	115	83.30%	221	82.8%
Participate	35	11.90%	31	10.80%	66	11.4%	23	17.80%	23	16.70%	46	17.2%

Table 54a
Participation in sociocultural

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Listen but don't participate	242	86.7%	280	95.2%	522	91.1%	126	82.9%	105	81.4%	231	82.2%
Participate	37	13.3%	14	4.8%	51	8.9%	26	17.1%	24	18.6%	50	17.8%

Table 54b
Participation in sociocultural shows

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Listen but don't participate	270	91.50%	257	90.80%	527	91.2%	107	84.90%	131	79.90%	238	82.1%
Participate	25	8.50%	26	9.20%	51	8.8%	19	15.10%	33	20.10%	52	17.9%

Table 55a
Participation in entertainment shows

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Listen but don't participate	238	82.9%	278	90.0%	516	86.6%	134	83.2%	118	83.1%	252	83.2%
Participate	49	17.1%	31	10.0%	80	13.4%	27	16.8%	24	16.9%	51	16.8%

Table 55b
Participation in entertainment shows

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Listen but don't participate	264	87.10%	257	86.20%	521	86.7%	121	89.60%	137	77.40%	258	82.7%
Participate	39	12.90%	41	13.80%	80	13.3%	14	10.40%	40	22.60%	54	17.3%

Table 56a
Combined listenership of types of interactive shows

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
politics	17	5.3%	10	3.0%	27	4.1%	7	3.9%	3	2.1%	10	3.1%
social	3	0.9%	5	1.5%	8	1.2%	3	1.7%	2	1.4%	5	1.5%
music	15	4.7%	21	6.3%	36	5.5%	15	8.4%	15	10.3%	30	9.2%
politics+music	11	3.4%	8	2.4%	19	2.9%	3	1.7%	1	0.7%	4	1.2%
politics+social	17	5.3%	10	3.0%	27	4.1%	7	3.9%	5	3.4%	12	3.7%
social+music	13	4.1%	25	7.6%	38	5.8%	19	10.6%	17	11.6%	36	11.1%
pol+social+music	244	76.3%	252	76.1%	496	76.2%	125	69.8%	103	70.5%	228	70.2%

Table 56b
Combined listenership of types of interactive shows

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
politics	18	5.30%	9	2.90%	27	4.1%	5	3.50%	5	2.60%	10	3.0%
social	6	1.80%	2	0.60%	8	1.2%	2	1.40%	3	1.60%	5	1.5%
music	18	5.30%	18	5.70%	36	5.5%	9	6.30%	21	10.90%	30	9.0%
politics+music	11	3.20%	8	2.50%	19	2.9%	2	1.40%	2	1.00%	4	1.2%
politics+social	15	4.40%	12	3.80%	27	4.1%	2	1.40%	10	5.20%	12	3.6%
social+music	24	7.00%	14	4.50%	38	5.8%	4	2.80%	32	16.70%	36	10.8%
pol+social+music	250	73.10%	251	79.90%	501	76.4%	118	83.10%	119	62.00%	237	71.0%

Table 57a
Combined participation of types of interactive shows

	Kenya						Zambia					
	Male		Female		Total		Male		Female		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
politics	9	15.0%	5	17.9%	14	15.9%	12	31.6%	1	4.0%	13	20.6%
social	8	13.3%	3	10.7%	11	12.5%	4	10.5%	9	36.0%	13	20.6%
music	12	20.0%	7	25.0%	19	21.6%	7	18.4%	2	8.0%	9	14.3%
politics+music	6	10.0%	4	14.3%	10	11.4%	1	2.6%	1	4.0%	2	3.2%
politics+social	3	5.0%	0	0.0%	3	3.4%	3	7.9%	3	12.0%	6	9.5%
social+music	3	5.0%	2	7.1%	5	5.7%	3	7.9%	2	8.0%	5	7.9%
pol+social+music	19	31.7%	7	25.0%	26	29.5%	8	21.1%	7	28.0%	15	23.8%

Table 57b
Combined participation of types of interactive shows

	Kenya						Zambia					
	Rural		Urban		Total		Rural		Urban		Total	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
politics	7	16.30%	7	15.60%	14	15.9%	9	28.10%	4	11.80%	13	19.7%
social	7	16.30%	4	8.90%	11	12.5%	6	18.80%	7	20.60%	13	19.7%
music	6	14.00%	13	28.90%	19	21.6%	3	9.40%	7	20.60%	10	15.2%
politics+music	9	20.90%	1	2.20%	10	11.4%	2	6.30%	0	0.00%	2	3.0%
politics+social	1	2.30%	2	4.40%	3	3.4%	5	15.60%	1	2.90%	6	9.1%
social+music	3	7.00%	2	4.40%	5	5.7%	2	6.30%	3	8.80%	5	7.6%
pol+social+music	10	23.30%	16	35.60%	26	29.5%	5	15.60%	12	35.30%	17	25.8%

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