



POPULARITY OF CHAT GPT & X

Sample Report (Kenya Omnibus, November 2023)

- In October 2022, Elon Musk bought Twitter; in June 2023, the service was rebranded as X. Drastic changes in content moderation and account verification have led to controversial discussions.
- Formally launched in 2022, Chat GPT, the first, but not last, AI application for the general public, has rapidly been gaining popularity throughout 2023. The encroachment of AI in general across all spheres of life is itself a controversial topic; hence, Chat GPT is not universally welcomed.
- To obtain a measure of the popularity of both services among Kenyans, we inserted a few questions in the second wave of our CATI omnibus survey.



Demographic variables (e.g. gender, age, etc.) are part of the omnibus package; subscription charges are only calculated on the number of proprietary questions booked by participating clients.

Download the Brochure and Rate Cards: https://infiniteinsight.net/II&CI_Syndicated_Research_Brochure.pdf

| | | | |
|-------------|--|----|-----------------------|
| II-1 | Which of the following devices do you own? | | MULTIPLE CODES |
| | Smart Phone | 1 | |
| | Tablet | 2 | |
| | Laptop Computer | 3 | |
| | Desktop Computer | 4 | |
| | None of these | 99 | Go to II-5 |

| | | | |
|-------------|---------------------------------|----|------------------------------|
| II-2 | Which of these apps do you use? | | MULTIPLE CODES |
| | WhatsApp | 1 | |
| | Chat GPT | 2 | If Selected, Ask II-3 |
| | X / Twitter | 3 | If Selected, Ask II-5 |
| | Crypto Currency (any) | 4 | |
| | Dating Apps (any) | 5 | |
| | TikTok | 6 | |
| | None of these | 99 | |

II-3 For what purposes do you use Chat GPT?

| | | |
|-------------|--|----|
| II-4 | On a scale from 1 (not at all useful) to 5 (very useful), how would you rate Chat GPT? | |
| | Very useful | 5 |
| | | 4 |
| | | 3 |
| | | 2 |
| | Not at all useful | 1 |
| | Don't know | 98 |
| | Refused | 99 |

ASK USERS OF X / TWITTER IN II-1

| | | |
|--------------|---|----|
| II -5 | One year ago, Elon Musk took over Twitter, and later renamed it X. From your experience do you think that the service has | |
| | Improved a lot | 1 |
| | Improved somewhat | 2 |
| | Stayed the same | 3 |
| | Deteriorated somewhat | 4 |
| | Deteriorated a lot | 5 |
| | Don't know | 98 |
| | Refused | 99 |

- The poll was conducted telephonically (CATI), using mixed method dialling protocols (RDD + geographically targeted calling).
- Quality Control measures included verification calls and auditing of recorded interviews; Informed Consent was obtained from all respondents.
- Results are nationally representative by province, urbanisation within each province, and gender. The table to the right lists unweighted results. Imbalances were corrected by weighting educational achievement.
- The Universe is Kenyans, aged 18 and above.
- Fieldwork was conducted between 1st and 11th November, 2023.
- The Achieved Sample was **1,065** respondents.
- The Margin of Error is **±3.1%** at 95% Confidence.

Achievement:

| | |
|---|--------------|
| <input type="checkbox"/> Total: | 1,065 |
| • Nairobi: | 11.1% |
| • Rift Valley: | 24.9% |
| • Central: | 13.3% |
| • Coast: | 8.7% |
| • Eastern: | 14.7% |
| • North-Eastern: | 4.0% |
| • Nyanza: | 12.9% |
| • Western: | 10.3% |
| <input type="checkbox"/> Gender: | |
| • Male: | 49.6% |
| • Female: | 50.4% |
| <input type="checkbox"/> Urbanisation: | |
| • Urban: | 35.2% |
| • Rural: | 64.8% |
| <input type="checkbox"/> CATI Protocols: | |
| • RDD: | 66.2% |
| • Target Dialing: | 33.8% |

Economic Comfort Segments

- Trend 2022 - 2023

The average Monthly Household Income stands at \$163 (KES 24,944), compared to \$200 (KES 24,502) in November 2022. In local currency, household income has remained fairly static; in US dollars, it has declined steeply.

While the proportion of Kenyans self-assessing as “much above average” has remained virtually unchanged at 3.4%, the proportion considering their financial comfort to be below average has increased to 62% from 43% in the previous wave.

HOUSEHOLD INCOME SEGMENTS

>> AVERAGE

> AVERAGE

AVERAGE

< AVERAGE

<< AVERAGE

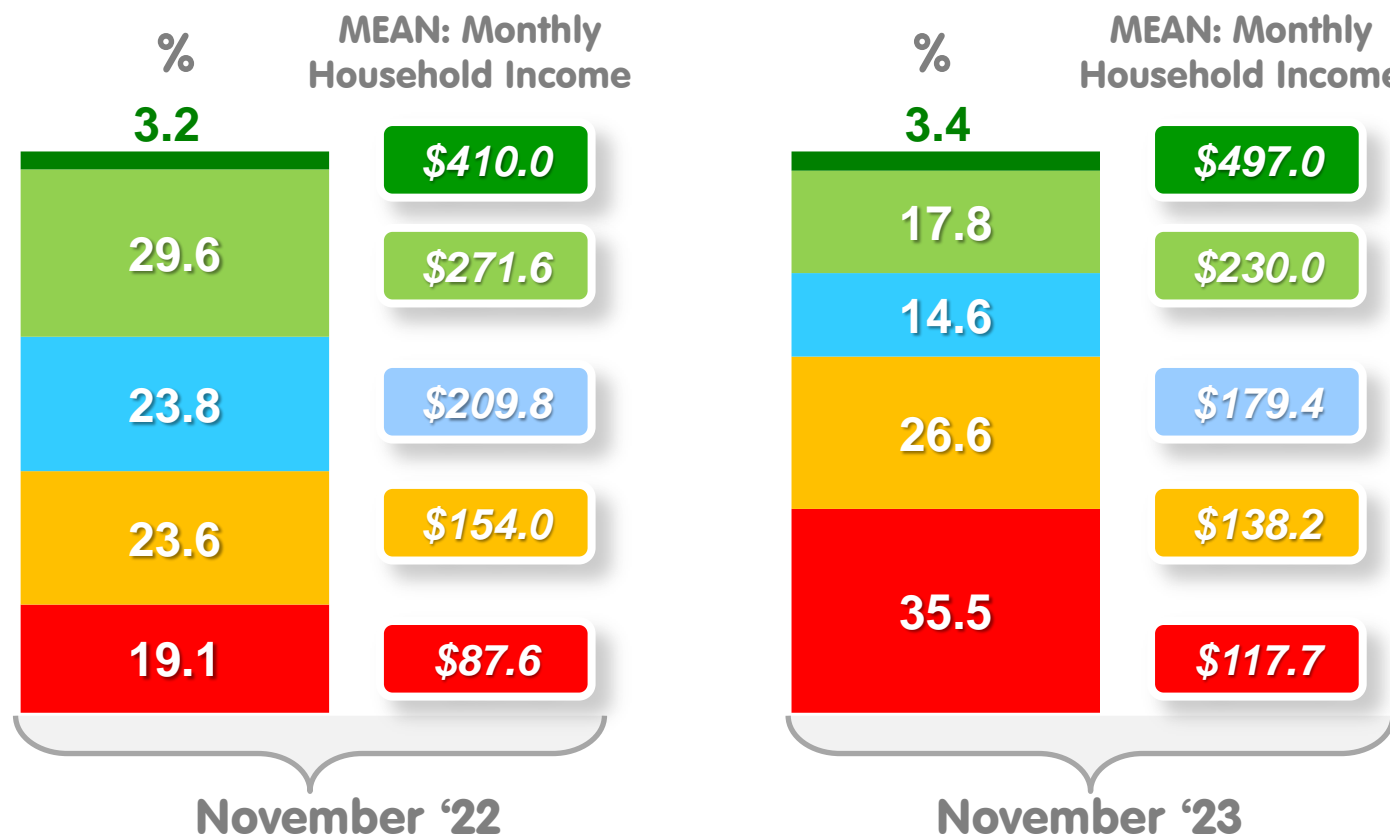
Exchange Rates:

25th Nov., 2022:

1 KES =
US\$ 0.0081819743

2nd Dec., 2023:

1 KES =
US\$ 0.006527592

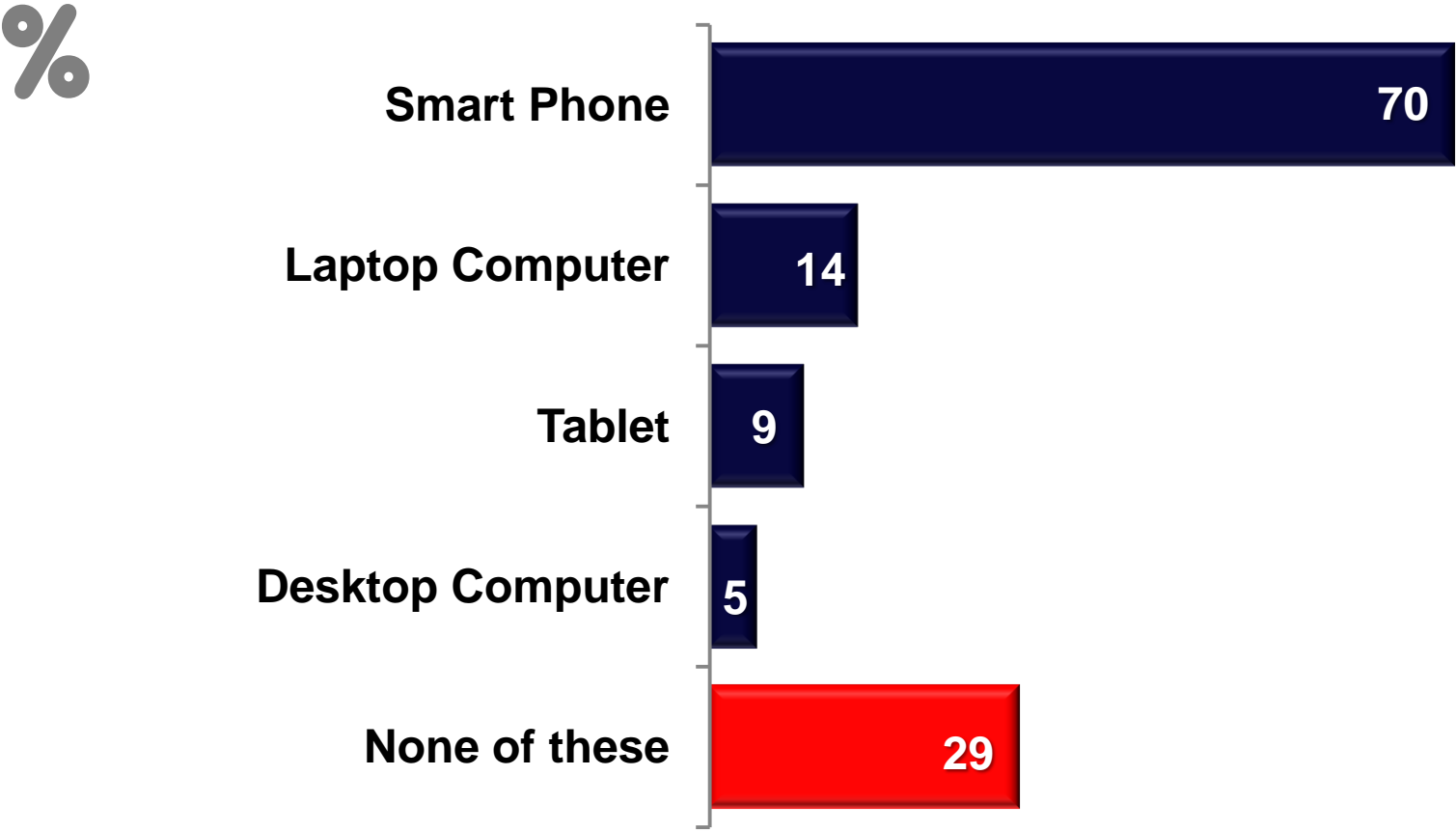


Base: Total Sample (weighted); n=1,013 / Those stating Income:822

Base: Total Sample (weighted); n=1,065 / Those stating Income:841

Ownership of Electronic Devices - Total Sample

Almost a third (29%) of Kenyans do not own an internet-capable electronic device.
70%, however, do own a smart phone; followed by laptops (14%) and tablets (9%).
Just 5% own a desktop computer.



Base: Total Sample (weighted); n=1,065

Ownership of Electronic Devices - by Demographics

Ownership of electronic devices, which provide access to the internet, are widely spread among respondents in Nairobi; 9 out of 10 own a smart phone - more than in urban areas generally.

Self-perceived economic status also promotes (or restricts) device ownership.

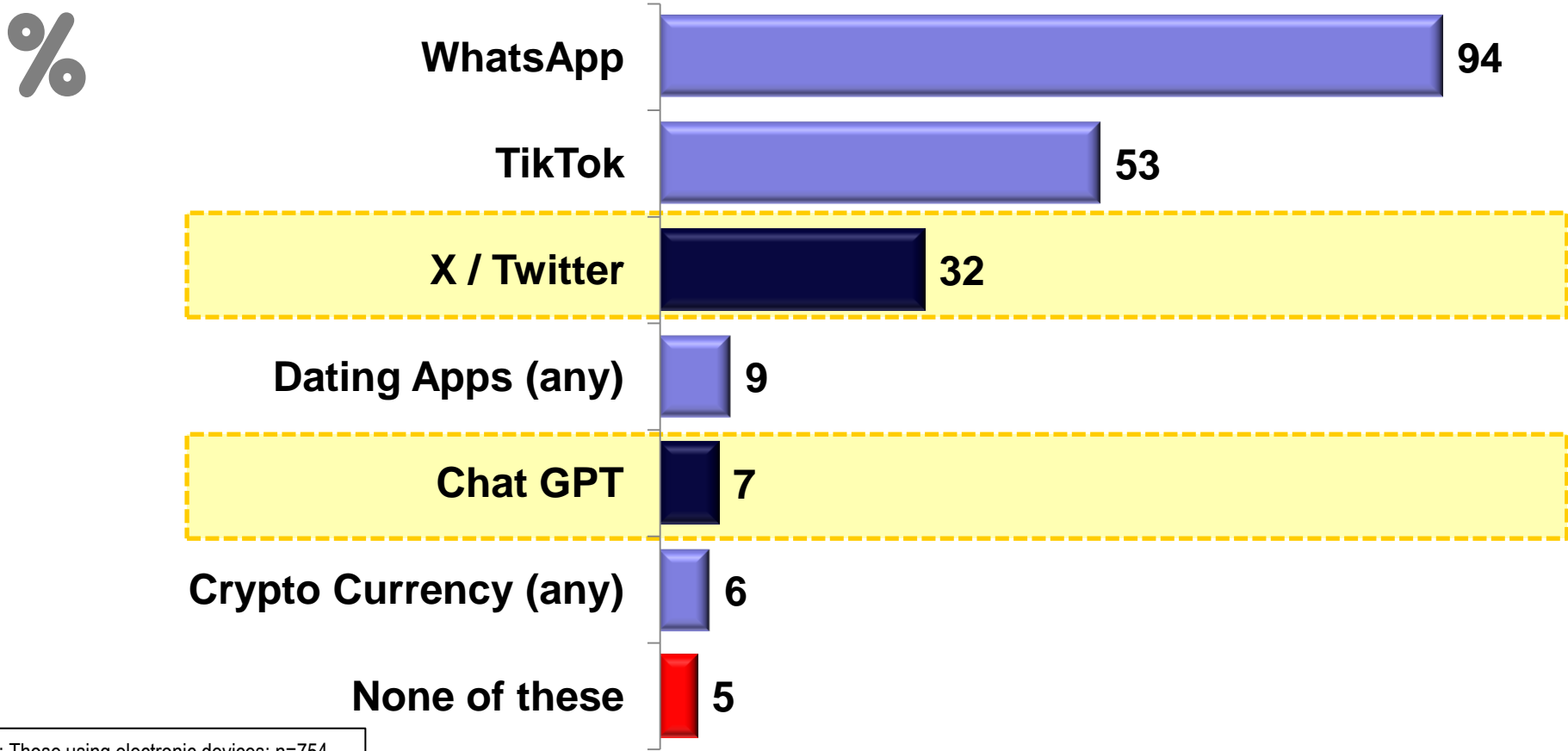


| | | Province | | | | | | | | Urbanisation | |
|-----------------------|-------|----------|-------|---------|---------|---------------|--------|-------------|---------|--------------|-------|
| | Total | Central | Coast | Eastern | Nairobi | North Eastern | Nyanza | Rift Valley | Western | Urban | Rural |
| <i>Weighted Base:</i> | 1065 | 142 | 93 | 157 | 118 | 43 | 137 | 265 | 110 | 375 | 690 |
| Smart Phone | 70 | 73 | 74 | 63 | 91 | 56 | 70 | 72 | 55 | 86 | 61 |
| Laptop Computer | 14 | 17 | 11 | 13 | 33 | 7 | 14 | 11 | 5 | 26 | 8 |
| Tablet | 9 | 12 | 11 | 7 | 19 | 5 | 9 | 6 | 3 | 14 | 7 |
| Desktop Computer | 5 | 5 | 3 | 5 | 8 | 7 | 6 | 3 | 3 | 7 | 3 |
| None of these | 29 | 26 | 26 | 35 | 8 | 44 | 30 | 28 | 45 | 13 | 38 |

| | | Age Group | | Gender | | Economic Status | | |
|-----------------------|-------|----------------------------|----------------------|--------|--------|--|-------------------|--|
| | Total | Younger (17-34 yrs.) | Older (35 yrs. +) | Male | Female | Much / Slightly better than average | About the same | Slightly/ Much worse than average |
| <i>Weighted Base:</i> | 1065 | 579 | 486 | 548 | 517 | 226 | 155 | 661 |
| Smart Phone | 70 | 77 | 62 | 72 | 68 | 81 | 83 | 64 |
| Laptop Computer | 14 | 18 | 10 | 17 | 11 | 24 | 20 | 9 |
| Tablet | 9 | 10 | 8 | 10 | 8 | 13 | 15 | 6 |
| Desktop Computer | 5 | 5 | 4 | 6 | 3 | 9 | 7 | 3 |
| None of these | 29 | 22 | 38 | 27 | 31 | 19 | 16 | 36 |

Usage of Selected Apps - Total Sample

Among owners of electronic devices, WhatsApp is the most popular app with 94%, followed by TikTok with 53%. Our apps of interest, X (Twitter) and Chat GPT, reach 32% and 7%, respectively. Despite the reported willingness to submit personal information in exchange for crypto credits, just 6% currently use any crypto currency app; dating apps, such as Tinder or Grindr, are patronised by 9%.

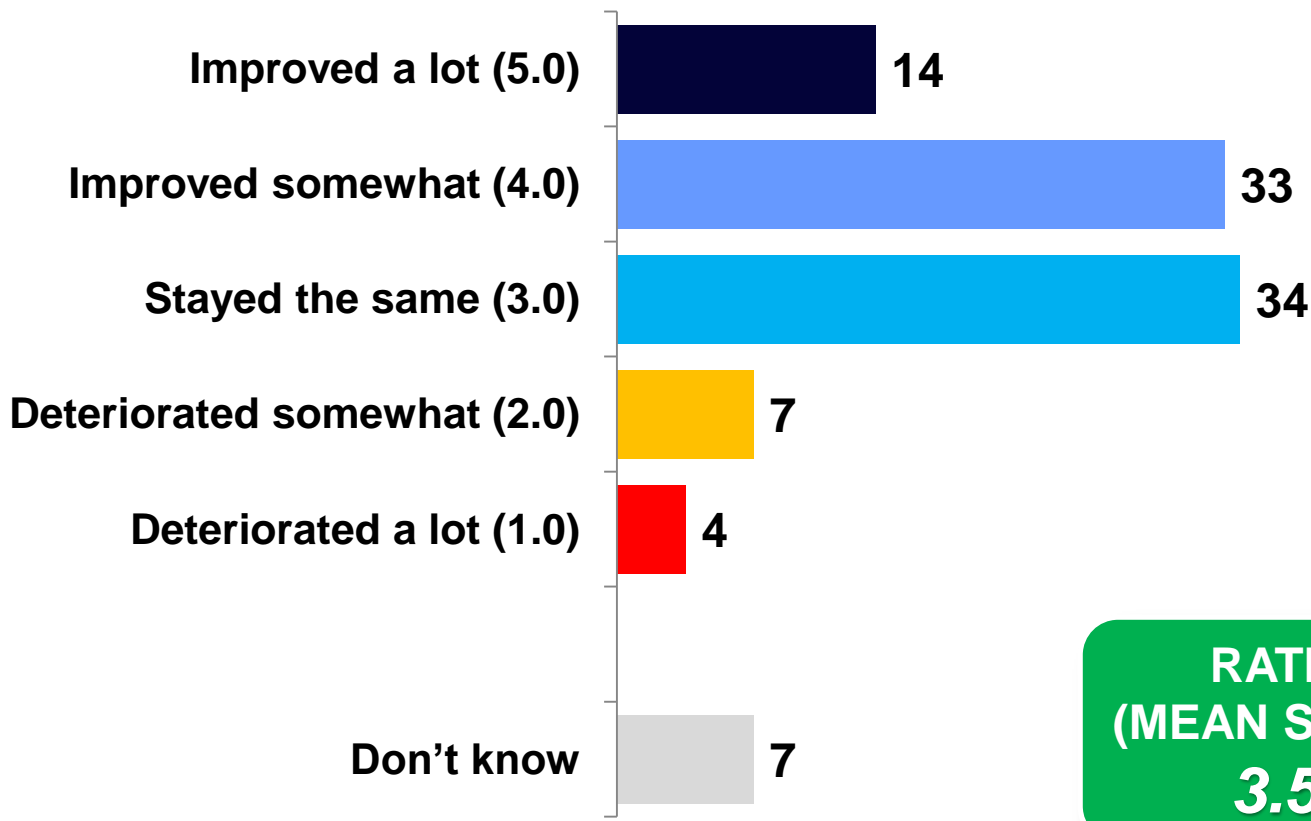


Base: Those using electronic devices; n=754

Changes to X/Twitter After Musk's Take-Over

Only a minority among those using – or still using – X after its rebranding feel that the service has deteriorated (11%); most feel the service has improved (47%) or remained the same (34%).

The mean rating of 3.5 is significantly above the neutral mid point (at 95% confidence).

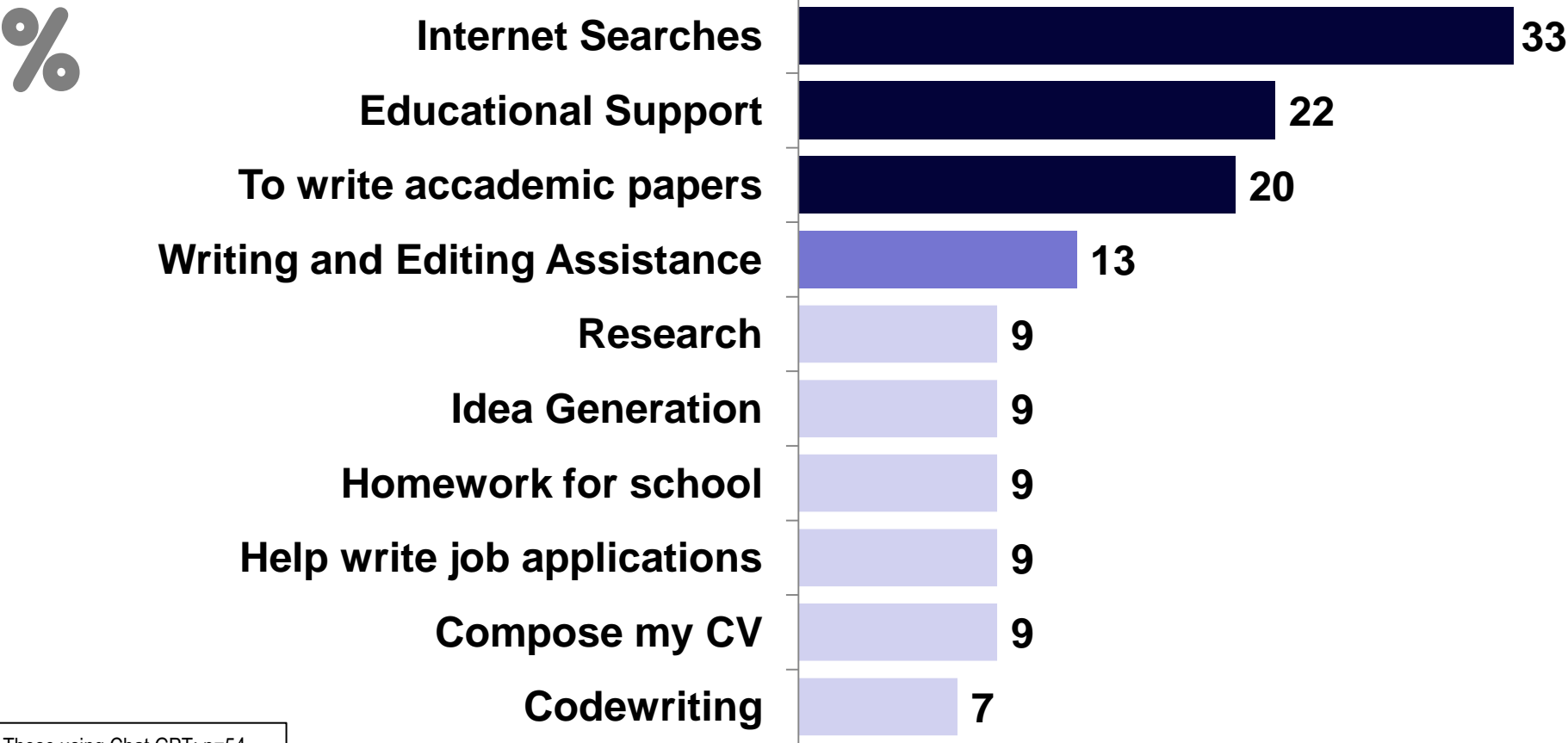


**RATING
(MEAN SCORE):
3.5****

Base: Those using X / Twitter; n=241

Chat GPT is used for two general purposes: assistance in writing papers / homework and research / education. A third purpose is to polish job applications and CVs.

In Kenya, Chat GPT may not yet be used widely, yet; but current users rate the app highly for being useful (mean score of 4.4 on a 5-point scale).



Base: Those using Chat GPT; n=54

Demographic Profiles of Chat GPT & X/Twitter Users

Compared to the national average, users of Chat GPT as well as of X / Twitter are significantly younger, more affluent, and better educated.

They also own a greater number of devices in addition to the obligatory smart phones.

| | TOTAL SAMPLE | Chat GPT | X / Twitter |
|-----------------------------------|-----------------|-------------|----------------|
| Weighted Base: | 1065 | 54 | 241 |
| | % | % | % |
| EDUCATION: | | | |
| No education/basic education | 7 | 0 | 1 |
| Completed primary | 47 | 17 | 29 |
| Completed secondary school | 29 | 26 | 36 |
| Completed Middle Level / TVET | 7 | 19 | 10 |
| Completed High level / University | 10 | 37 | 23 |
| AGE GROUPS: | | | |
| 18 - 24 | 16 | 33 | 21 |
| 25 - 34 | 38 | 48 | 45 |
| 35 - 44 | 27 | 15 | 25 |
| 45 - 54 | 10 | 2 | 7 |
| 55 - 64 | 6 | 2 | 1 |
| 65+ | 2 | 0 | 0 |
| GENDER: | | | |
| Male | 51 | 48 | 62 |
| Female | 49 | 52 | 38 |

| INDEX Chat GPT | INDEX X/Twitter |
|----------------------|--------------------|
| 0 | 12 |
| 36 | 63 |
| 90 | 125 |
| 267 | 149 |
| 387 | 243 |
| 210 | 133 |
| 125 | 116 |
| 55 | 92 |
| 18 | 73 |
| 31 | 21 |
| 0 | 17 |
| 94 | 121 |
| 107 | 78 |

| | TOTAL SAMPLE | Chat GPT | X / Twitter |
|-------------------------|-----------------|-------------|----------------|
| Weighted Base: | 1065 | 54 | 241 |
| | % | % | % |
| PROVINCE: | | | |
| Central | 13 | 19 | 14 |
| Coast | 9 | 6 | 10 |
| Eastern | 15 | 13 | 11 |
| Nairobi | 11 | 28 | 21 |
| North Eastern | 4 | 2 | 3 |
| Nyanza | 13 | 9 | 15 |
| Rift Valley | 25 | 20 | 21 |
| Western | 10 | 4 | 4 |
| HOUSEHOLD INCOME | | | |
| KES / Month | 24,944 | 36,565 | 36,669 |
| DEVICE OWNERSHIP | | | |
| Smart Phone | 70 | 100 | 100 |
| Laptop | 14 | 54 | 42 |
| Tablet | 9 | 22 | 24 |
| Desktop | 5 | 13 | 13 |

| INDEX Chat GPT | INDEX X/Twitter |
|----------------------|--------------------|
| 139 | 106 |
| 64 | 119 |
| 88 | 73 |
| 251 | 191 |
| 46 | 82 |
| 72 | 119 |
| 82 | 83 |
| 36 | 40 |
| 147 | 147 |
| 142 | 142 |
| 381 | 298 |
| 247 | 272 |
| 282 | 280 |

Mini-Profile



Margit Cleveland,
Managing Director
(Infinite Insight, Kenya)



For more than 35 years, Margit has worked in markets as diverse as Germany, USA, and Sub-Saharan Africa.

Margit is a member of ESOMAR, MSRA, PAMRO (founder member) and WAPOR. From January 2013 to December 2016, Margit was the ESOMAR representative for Kenya; from January 2020 to December 2021, she was the WAPOR representative in the country.

Jean-Jacques Moolman
Managing Director
(Infinite Insight, South Africa)



Jean is based in South Africa; with more than 20 years research experience on the continent, mostly working with global clients such as Bill and Melinda Gates Foundation and particularly large international agencies. He worked for 11 years at Ask Afrika as Global Accounts Executive. Previously he was at Synovate (now Ipsos) for 6 years and another 6-year media research background in data analytics and reporting. Jean has worked on hundreds of research projects across more than 30 countries.

He has post-graduate degrees in both psychology and sociology.

Althea McCourt
Director
(Infinite Insight, Kenya)



Prior to joining Infinite Insight, Althea was the Operations Director at Research Solutions. She has over 20 years experience in management consultancy.

Althea holds an MBA – IT (University of Leicester), and a BA (Hons) in Business Studies (University of North London). She is a Member (KIM), Marketing and Social Research Association (MSRA), SAMRA, ESOMAR, and Kenya Institute of Management. In 2017, Althea was the chair person of MSRA.

Yemi Oniyitan
Managing Director
(Consumer Ideas, Nigeria)



Yemi is an experienced market researcher with more than 20 years of experience in the industry, straddling both agency and client side as well as local and international markets. He has vast experience in social, services, media and FMCG studies.

A graduate of political science (BSc.), Yemi is well tuned-in to the socio-cultural and political interplay in consumer and public behaviour

. Naftali Waburi
Research Director , quantitative
(Infinite Insight, Kenya)



Naftali' started in market research in 2002. Naftali has handled projects in almost all the markets within the Eastern Africa Region. Naftali holds a MBA Strategic Management and an BBA in Marketing

Maryann Murugi
Finance & General Manager
(Infinite Insight, Kenya)

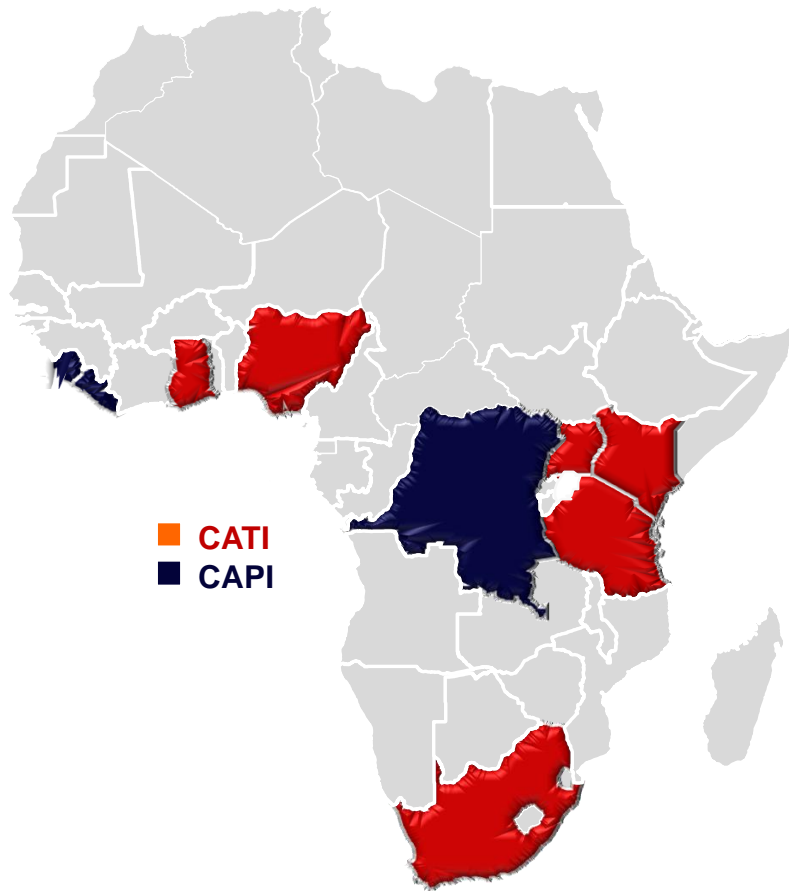


Maryann has over eight years experience in financial monitoring and analysis of financial reports.

She is a certified Public accountant and has a Bachelor's of Commerce degree from University of Nairobi. She is also a member of ICPAK and MSRA

- We have launched a series of quantitative and qualitative syndicated services:
 - **Omnibus and Taxis:**
 - **CATI:** Kenya, Tanzania, Uganda, Nigeria, Ghana, and South Africa
 - **CAPI:** Democratic Republic of Congo (DRC), Liberia, and Sierra Leone
 - **Focus Groups and Online Communities:**
 - Initially available in Kenya, Nigeria, and South Africa
- The brochure, including rate cards, can be downloaded at:

https://infiniteinsight.net/II&CI_Syndicated_Research_Brochure.pdf



Our Coverage & Clients



Research Ethics & Data Privacy

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