

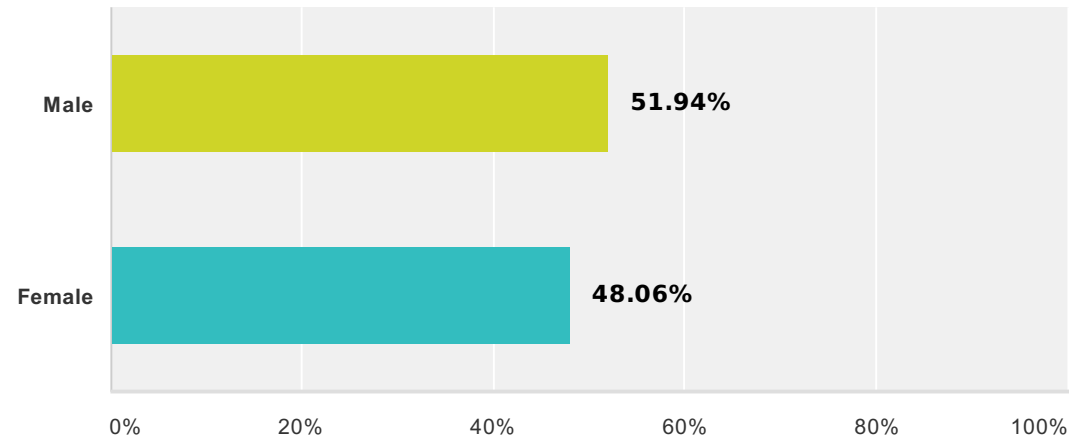
## Q1 General Info

Answered: 1,136 Skipped: 0

Answer Choices	Responses	
Industry you work in:	100%	1,136
City/Town:	100%	1,136

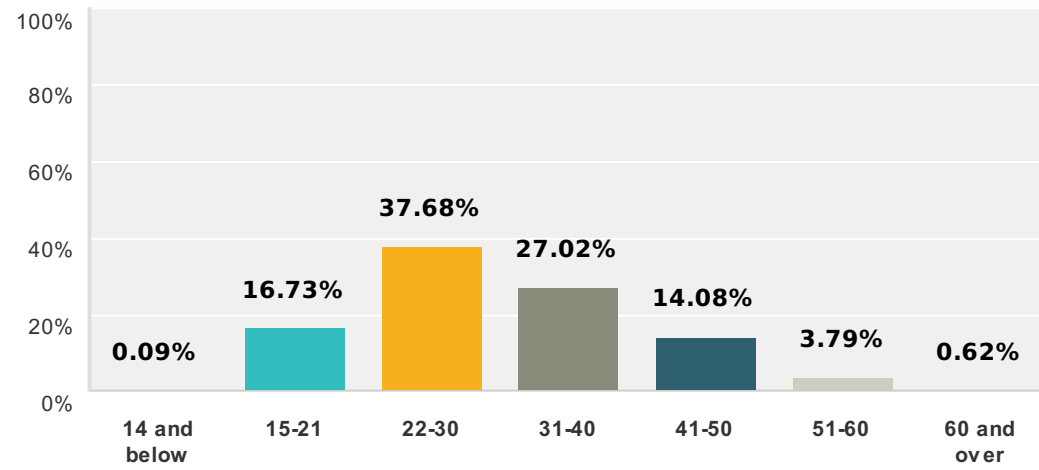
### Q2 Male or Female?

Answered: 1,136 Skipped: 0



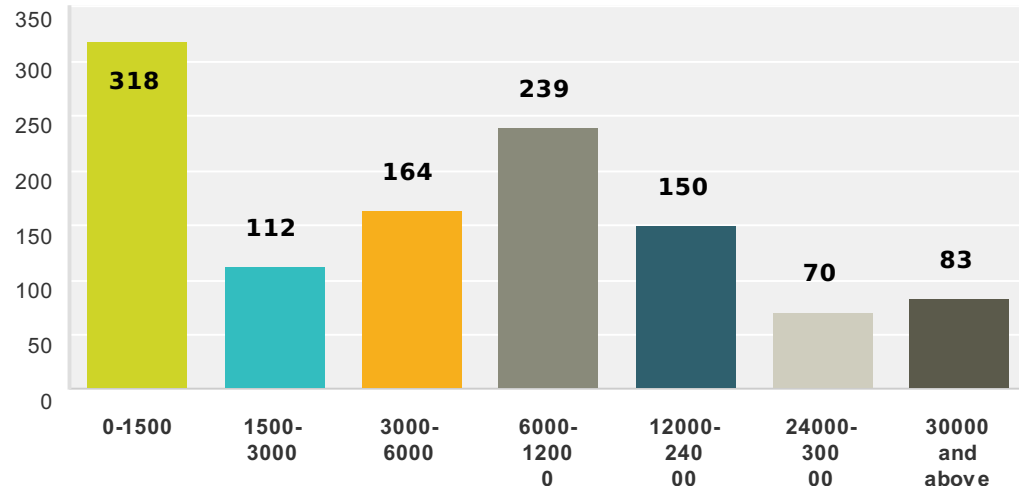
### Q3 Age group

Answered: 1,136 Skipped: 0



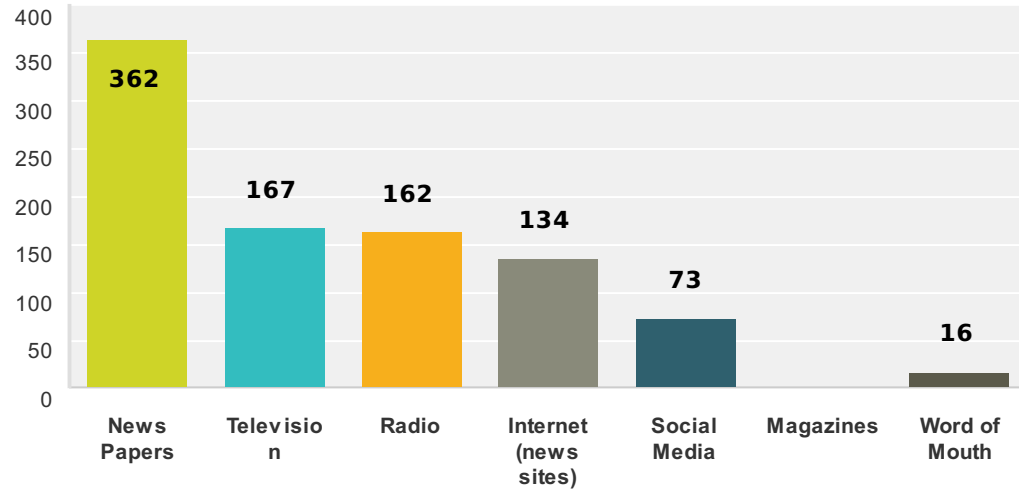
### Q4 Monthly income in Pula

Answered: 1,136 Skipped: 0



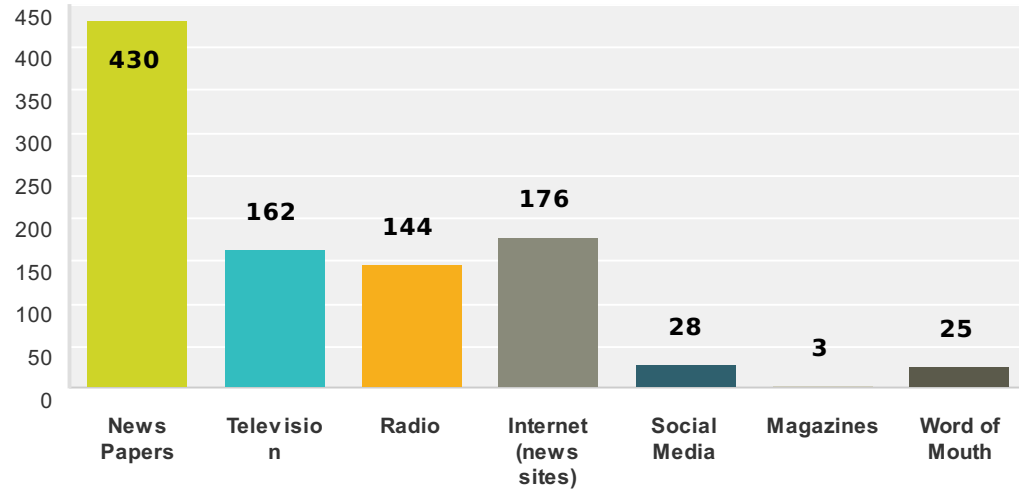
### Q5 Where do you get your current General news on Botswana (Politics, General Interest topics, public announcements)

Answered: 914 Skipped: 222



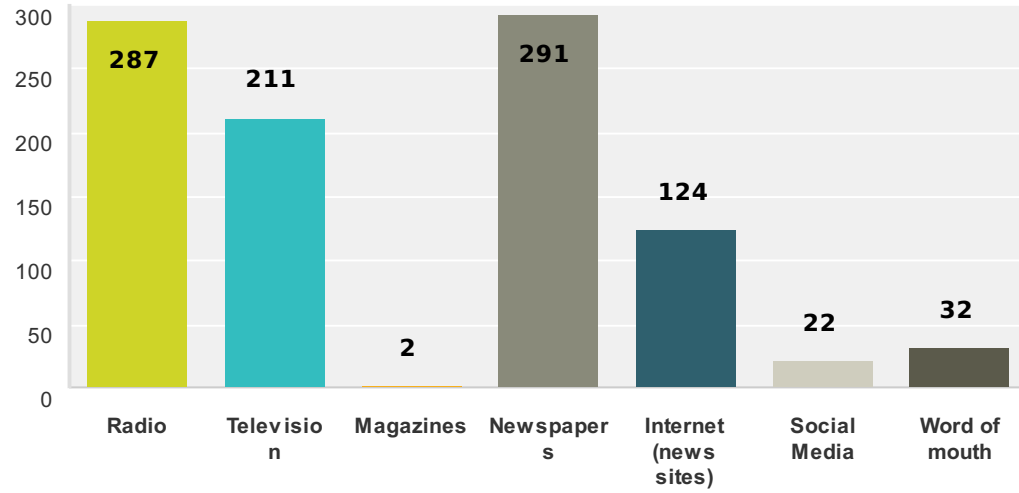
### Q6 Where do you get your current Business news on Botswana.

Answered: 968 Skipped: 168



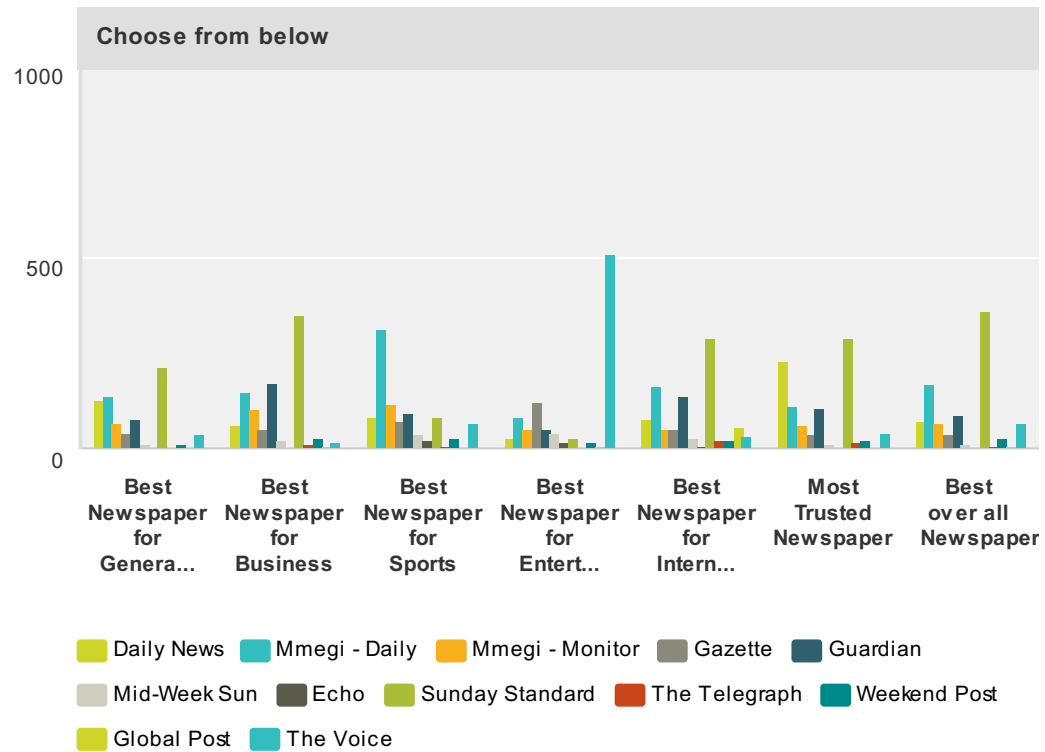
**Q7 Which media do you consider as the Most TRUSTED (believable) source of information.**

Answered: 969 Skipped: 167



### Q8 Please rate Botswana's Newspapers.

Answered: 1,013 Skipped: 123



Choose from below													
	Daily News	Mmegi - Daily	Mmegi - Monitor	Gazette	Guardian	Mid-Week Sun	Echo	Sunday Standard	The Telegraph	Weekend Post	Global Post	The Voice	Total
Best Newspaper for General content (current affairs, politics etc)	17.47% 127	18.98% 138	9.22% 67	5.78% 42	10.45% 76	1.51% 11	0.55% 4	28.89% 210	0.28% 2	1.93% 14	0% 0	4.95% 36	727
Best Newspaper for Business	6.20% 60	14.98% 145	10.43% 101	5.58% 54	17.56% 170	2.17% 21	0.31% 3	35.85% 347	1.45% 14	2.79% 27	0.83% 8	1.86% 18	968
Best Newspaper for Sports	9.05% 83	33.91% 311	12.65% 116	7.85% 72	9.92% 91	4.03% 37	2.51% 23	8.72% 80	0.76% 7	2.94% 27	0.33% 3	7.31% 67	917

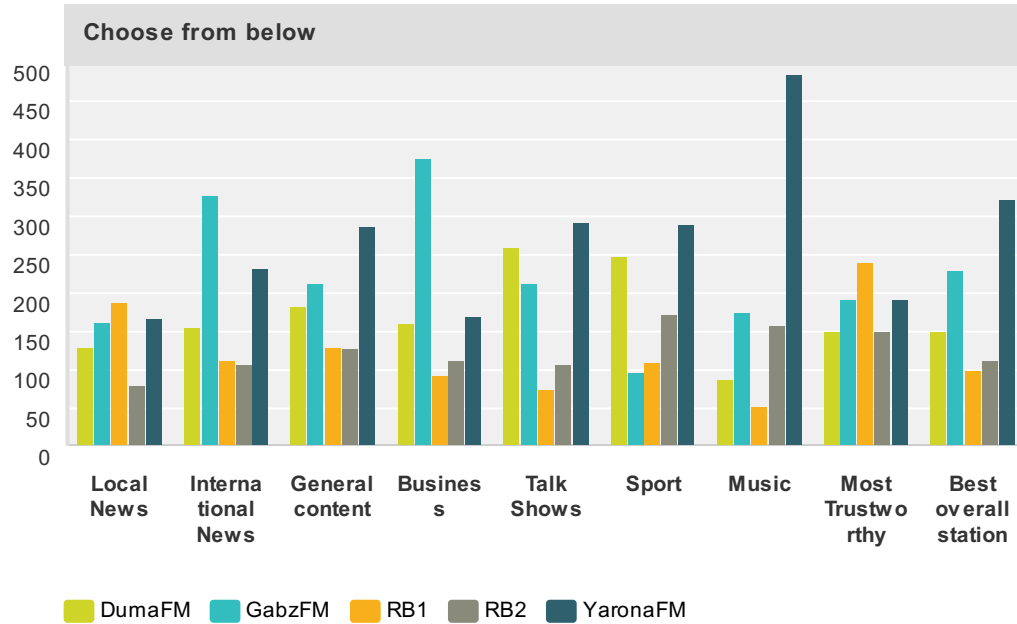


## Media in Botswana 2012/3

Best Newspaper for Entertainment	<b>2.85%</b> 27	<b>8.66%</b> 82	<b>5.28%</b> 50	<b>12.88%</b> 122	<b>5.39%</b> 51	<b>4.44%</b> 42	<b>1.90%</b> 18	<b>2.64%</b> 25	<b>0.32%</b> 3	<b>1.58%</b> 15	<b>0.63%</b> 6	<b>53.43%</b> 506	947
Best Newspaper for International News	<b>8.41%</b> 78	<b>17.35%</b> 161	<b>5.82%</b> 54	<b>5.82%</b> 54	<b>14.76%</b> 137	<b>2.69%</b> 25	<b>0.54%</b> 5	<b>30.71%</b> 285	<b>2.26%</b> 21	<b>2.16%</b> 20	<b>5.93%</b> 55	<b>3.56%</b> 33	928
Most Trusted Newspaper	<b>24.54%</b> 229	<b>12.11%</b> 113	<b>6.54%</b> 61	<b>4.07%</b> 38	<b>11.36%</b> 106	<b>1.50%</b> 14	<b>0.43%</b> 4	<b>30.76%</b> 287	<b>1.71%</b> 16	<b>2.36%</b> 22	<b>0.21%</b> 2	<b>4.39%</b> 41	933
Best over all Newspaper	<b>8.08%</b> 74	<b>18.12%</b> 166	<b>7.31%</b> 67	<b>4.04%</b> 37	<b>9.72%</b> 89	<b>1.53%</b> 14	<b>0.44%</b> 4	<b>39.19%</b> 359	<b>0.66%</b> 6	<b>2.95%</b> 27	<b>0.55%</b> 5	<b>7.42%</b> 68	916

### Q9 Which National Radio station do you prefer for the following:

Answered: 998 Skipped: 138



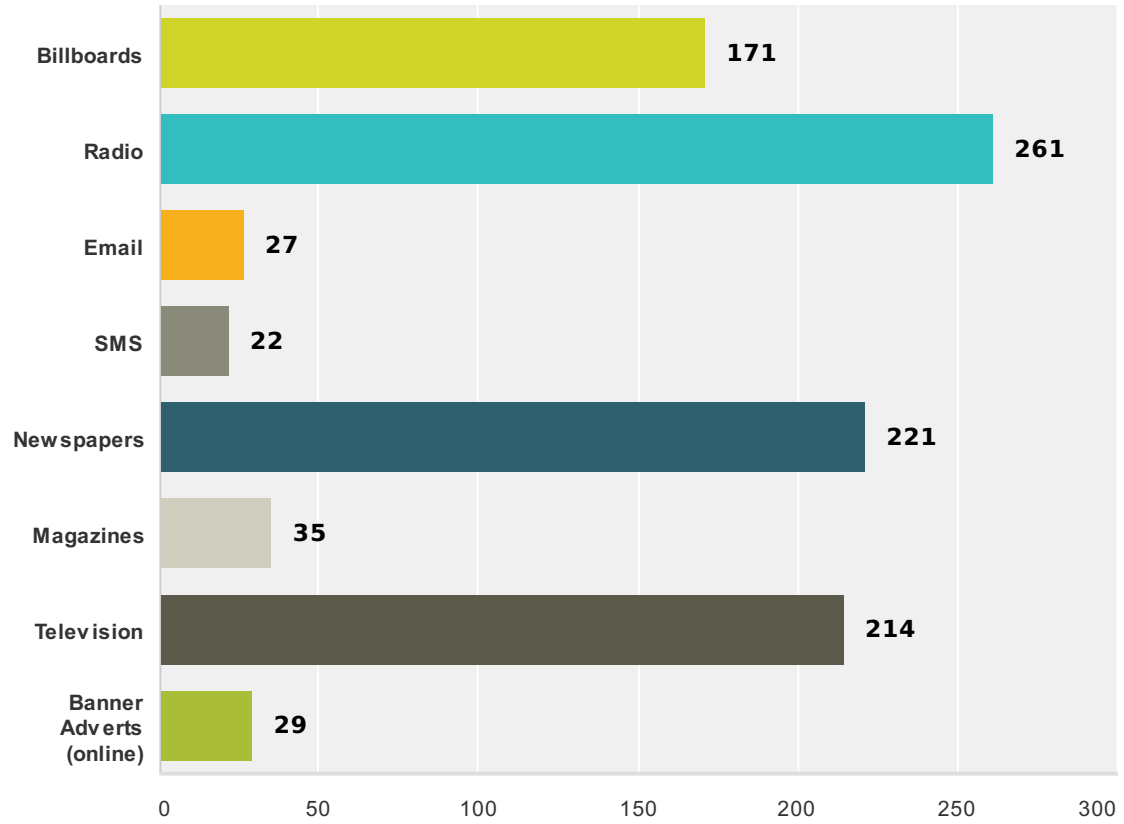
Choose from below						
	DumaFM	GabzFM	RB1	RB2	YaronaFM	Total
Local News	17.92% 129	22.22% 160	25.83% 186	10.83% 78	23.19% 167	720
International News	16.54% 154	35.12% 327	12.03% 112	11.49% 107	24.81% 231	931
General content	19.29% 180	22.72% 212	13.72% 128	13.61% 127	30.65% 286	933
Business	17.52% 158	41.46% 374	9.98% 90	12.42% 112	18.63% 168	902
Talk Shows	27.45% 258	22.45% 211	7.87% 74	11.28% 106	30.96% 291	940

## Media in Botswana 2012/3

Sport	<b>26.95%</b> 245	<b>10.45%</b> 95	<b>11.99%</b> 109	<b>18.92%</b> 172	<b>31.68%</b> 288	909
Music	<b>9.17%</b> 87	<b>18.23%</b> 173	<b>5.27%</b> 50	<b>16.44%</b> 156	<b>50.90%</b> 483	949
Most Trustworthy	<b>16.10%</b> 148	<b>20.89%</b> 192	<b>25.90%</b> 238	<b>16.21%</b> 149	<b>20.89%</b> 192	919
Best overall station	<b>16.45%</b> 149	<b>25.17%</b> 228	<b>10.82%</b> 98	<b>12.14%</b> 110	<b>35.43%</b> 321	906

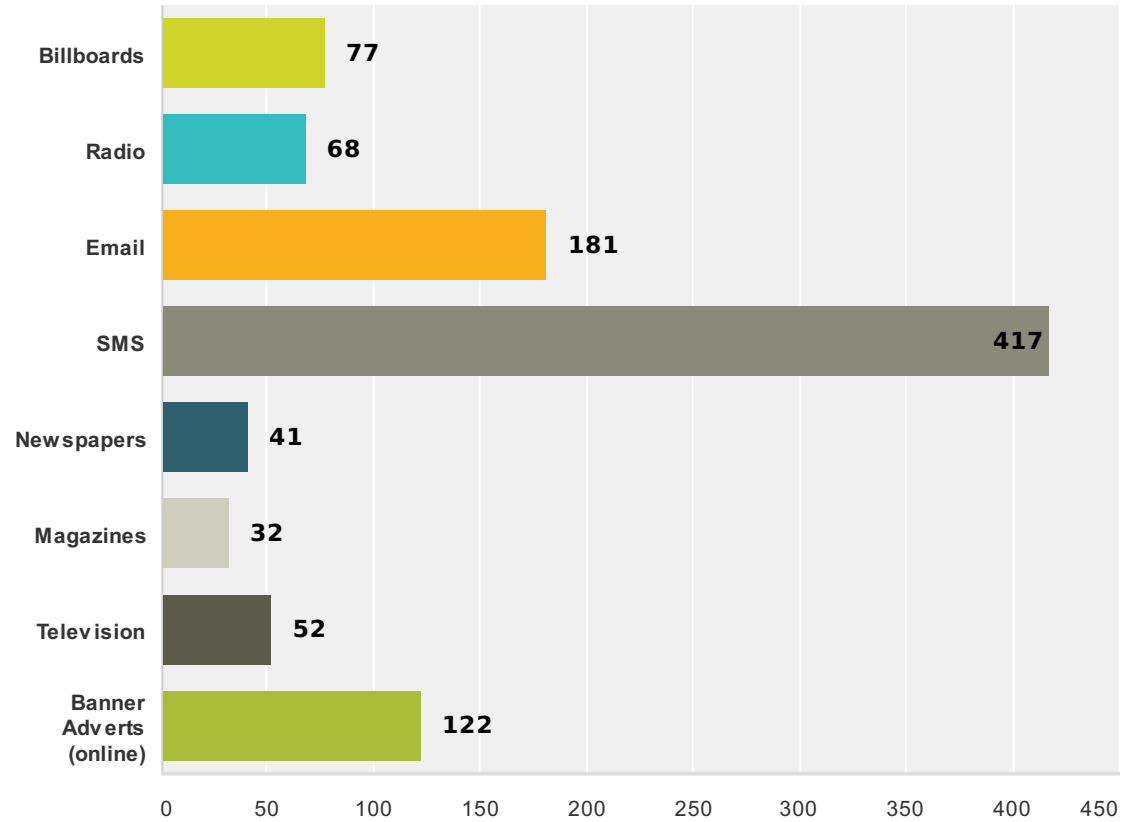
### Q10 Advertising is everywhere. Where do you prefer to see / hear it most

Answered: 980 Skipped: 156



### Q11 What type of advertising do you like least

Answered: 990 Skipped: 146



Answer Choices	Responses	Count
Billboards	7.78%	77
Radio	6.87%	68
Email	18.28%	181
SMS	42.12%	417

## Media in Botswana 2012/3

Newspapers	4.14%	41
Magazines	3.23%	32
Television	5.25%	52
Banner Adverts (online)	12.32%	122
<b>Total</b>		<b>990</b>

**Q12 Any Comments and/or suggestions**

Answered: 134 Skipped: 1,002