National Broadcasting Board

Audience Survey for the Broadcasting Sector in Botswana

Report

(Volume I)

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ACRONYMS

BOCRA	–	Botswana Communications Regulatory Authority
BTV	–	Botswana Television
DSTV	–	Digital Satellite Television
ESOMAR	–	European Society for Opinion and Marketing Research
IDI	–	In-Depth Interviews
LSM	–	Living Standards Measure
NBB	–	National Broadcasting Board
RB	–	Radio Botswana
SAARF	–	South African Audience Research Foundation
SABC	–	South African Broadcasting Corporation
SADC	–	Southern African Development Community
SAMRA	–	Southern African Marketing Research Association
SPSS	–	Statistical Package for Social Sciences
TV	–	Television

EXECUTIVE SUMMARY

The National Broadcasting Board's (NBB) Audience Survey and Review of the Codes of Practice for the broadcasting sector in Botswana was conducted by Probe Market Intelligence with a view to assess the size, social and locational characteristics of radio listeners and television viewers in Botswana. The study further aimed at developing and/or reviewing of Codes of Practice for both private and public broadcasting entities in Botswana. The study was undertaken in 24 sampled locations in Botswana between November 27th and January 30th 2013, at a time when broadcasting has shown significant growth and regulation. The study included face-to-face (quantitative) research involving 1005 respondents sampled from across the country, 160 diaries which were placed for seven days, and seven (7) participants who took part in In-Depth Interviews (IDIs) which are qualitative in nature. These interviews were further enriched by a stakeholder workshop which was held on February 14th 2013 to review the amended Codes of Practice proposed by Probe.

Due to the complexity of the work covered, this report is divided into two volumes. Volume 1 contains Audience Survey findings. The study found that people with disability (mostly visual impairment) listened to the radio more than they watched television. In addition, RB1 and RB2 remain the dominant players in the radio sector, with Duma FM being the dominant private radio station, followed by Yarona FM while Gabz FM emerged a minor player. Foreign radio stations played a minimum role in the Botswana market, with Motsweding being the only viable foreign radio station. Respondents in LSM 2 to LSM 4 listened to the radio than they watched TV.

In respect to the TV sector, this study found that foreign TV stations, particularly SABC 1, 2, and 3, and DSTV dominated the local sector. SABC 1 had a greater market share followed by BTV. The dominant TV stations were mainly watched during the afternoon and early evening's hours of the week, mainly due to soapies and programs such as Itshireletse.

Volume II contains information on the development and/or reviewing of Codes of Practice for the broadcasting sector in Botswana. Chapter 6 of this volume reviews the Codes largely from commonwealth counties such as Australia, Canada, South Africa, Namibia, and Mauritius, and found that while the Botswana Codes are administered by the regulator, the various jurisdictions, apart from Mauritius delegated the responsibility of the administration of the Codes to industry bodies. This is followed by an analysis of the in-depth interviews (qualitative data) which found that the Broadcasting Industry in Botswana generally regard the current Codes as adequate though adjustment were necessary. From these findings and stakeholder consultation, a Code of Practice and a Monitoring Strategy were developed and form part of this report.

KEY FINDINGS

Two major approaches were adopted (i.e. survey and diary placement) as a way of triangulating the data. The survey and diary findings were similar save for minor differences in the actual figures and percentages. Therefore, the following are key findings from the survey, which was taken from a larger sample (1005) and a wider geographical coverage.

Radio Broadcasting Findings

1. Majority of the respondents (76.0%) who participated in the survey were below the age of 40 and majority of them (82.6%) fell between LSM 4 and LSM 7.

2. The average number of adults living in the participants' household was 5.22 persons, with 2.56 being the average number of children below 18 years.

3. The number of respondents who had some forms of disability (hearing and visual) accounted for 10.0% of the sample frame while 4.4% hosted people living with disability in their households. The main form of disability was visual impairment (61.0%).

4. More disabled people listened to the radio than they watched TV.

5. Respondents from LSM 2 to LSM 4 listened to the radio more than they watched TV while those from LSM 6 to LSM 10 watched TV more than they listened to the radio.

6. The majority of the respondents (73.1%) used the radio or TV to obtain information on current events and News every day.

7. The majority of respondents (92%) owned at least one functioning radio set. `

8. Setswana (67.3%) and English (30.5%) were the languages respondents preferred to be used for radio broadcasting.

9. Five hundred and sixty nine (569) respondents identified RB1 as top of the mind radio station, followed by RB2 (157 respondents), Duma FM (92 respondents) Yarona FM (82 respondents), Motsweding FM (27 respondents) and Gabz FM (23 respondents).

10. The radio stations respondents ever listened to included RB1 (928), RB2 (890), Yarona FM (633), Duma FM (665), Motsweding (347), Gabz FM (565), Thobela (49), Lesedi (41) and Jacaranda (36).

11. Only 152 respondents mentioned the three private radio stations as top of mind in their coverage areas of Lobatse, Gaborone, Mahalapye, Serowe, Selibe Phikwe, Francistown, Maun, Tlokweng and Mochudi.

12. More females (54.7%) recalled RB1 first (top of mind) than their male counterparts (45.3%). Additionally, more females (55.4%) were also able to recall Duma FM first than the males (44.6%) respondents.

13. Duma FM was the highest mentioned 72 (47.4%) top of mind radio station, followed by Yarona FM with 64 (42.1%) while Gabz FM was the least (10.5%) mentioned private radio station.

14. RB2 (762) was the most spontaneously recalled (unaided awareness) radio station followed by Duma FM (606), Yarona FM (555), Gabz FM (517) and RB1 (372).

15. Many respondents (312) had to be aided for them to remember about the existence of Gabz FM.

16. Respondents' most listened to and favourite radio stations; in order of preference were RB1, RB2, Yarona FM, Duma FM and Motsweding FM.

17. From the 347 city dwellers, government radio stations (RB1 and RB2) listeners accounted for 69.5%, while a combination of the three private radio stations accounted for only 25.6% of listeners who chose these three as their favourite radio stations. The remaining 4.9% listened to other foreign radio stations.

18. Majority of the rural dwellers (81.3%) chose the government radio stations as their favourite while only 13.3% of them chose private stations as their favourite.

19. The extreme LSMs such as LSM 1, LSM 2, LSM 9 and LSM 10 were found not very influential to radio listenership.

20. Two LSMs (LSM 5 and LSM 6) were found to be very prominent in listening particularly to the top five radio stations.

21. Top of mind radio awareness level was higher in the cities and major villages than in towns and rural villages.

22. More females (56.6%) listened to RB1 most often than their male counterparts (43.4%). On the other hand, males (56.9%) listened to Duma FM more often than their female counterparts (43.1%).

23. Botswana private radio stations had more male listeners (21.1%) than females (14.3%) while the Botswana government radio stations had more female listeners (83.2%) than males (74.4%).

24. The percentage of people living with disability who were aware of RB1 was higher than those living without disability.

25. For the top five favourite radio stations, the majority of the respondents were concentrated in LSM 4 to LSM 7 with LSM 6 being the most prominent.

26. Aspects that make respondents consider a station as their favourite include its programs (20.6%), good entertaining presenters (18.4%), and the excellent music it plays (12.5%).

27. Respondents aged between 15 and 29 years accounted for 84.4% of those who chose Yarona FM as their favourite radio station. The study also found 68.4% of RB1 and 56.3% of Gabz FM listeners who chose these radio stations as their favourite were aged 30 and above years old.

28. Majority of respondents (51.0%) spent at least an hour daily, listening to the radio. However, Sunday listenership was relatively very low across all radio stations.

29. Respondents mostly listened to RB1 between Monday and Friday, in the following timeslot sequence; morning (06H01-08H00); midday (12H01-14H00); and early evening (18H01- 20H00), while RB2 was mostly listened to in the late afternoon (16H00 -18H00); early afternoon (14H01 -16H00); early evening (18H01- 20H00); and midday (12H01-14H00).

30. Duma FM was mostly listened to between Monday to Friday, early evening (18H01- 20H00), while Yarona FM was mostly listened to late afternoon (16H00 -18H00); and early evening (18H01- 20H00).

31. On Saturday, RB1 was mostly listened to in the following sequence; between 12H01-14H00; 08H01-10H00; 06H01-08H00; and 14H01 -16H00 while on Sunday it was mostly listened to between 08H01-10H00; 06H01-08H00; and 12H01-14H00. On the other hand, on Saturday, RB2 was mostly listened to between 14H01 -16H00; 16H00 - 18H00; and 08H01-10H00.

32. Programs which respondents listen to the most are News (819); Music (696); Sports shows (475); and Interviews (292).

33. Loyalty to radio stations by listeners is higher for RB1, RB2, and Yarona FM while it is moderate for Duma FM, Gabz FM and Motsweding FM.

34. The stations that were very highly rated regarding good entertaining presenters were Motsweding FM (81.5%); Yarona FM (80.5%); and Gabz FM (70.0%), while Yarona (78.2%), RB2 (70.0%); and Gabz FM (60.0) stations were highly rated on excellent music.

35. The top ten favourite local radio presenters are Lesego Kgajwane (17.4%); Dj Sly (13.4%); Thuso Letlhoma (10.5%); Gaone Tlhasana (8.0%); Goitseone Moatlhodi (6.7%); Mogatusi Kwapa (3.6%); Fundi "Fundamental" Gaoforwe (3.5%); Geoffery Motshidisi (3.1%); Zibanani O'neal Madumo (2.3%); and Dj Obza (2.2%), accounting for 70.7% of the respondents.

36. The top ten favourite radio programs are Makgabaneng (9.9%); Masa-a-sele (7.7%); Orange Top 40 Countdown (6.6%); Sports Show (5.4%); News (English) (5.4%); News (Setswana) (4.3%); Maokaneng (3.7%); Easy Drive (3.6%); Urban Flavours (3.4%); A re bueng (3.2%), accounting for 53.2% of the respondents.

37. Majority of the respondents (52.2%) knew that radio broadcasting is regulated. But majority (54.0%) did not know that broadcasters as regulated by National Broadcasting Board (NBB) have Codes of practice to abide by.

38. Those who indicated knowing the existence of radio broadcasters' (86.8%) Codes of practice believed that radio stations abide by the Codes.

39. The study also found that respondents (78.6%) were not aware that there is a procedure that they can follow to lodge their complaints when they have been wronged by broadcasters.

40. Most respondents were satisfied with the radio content with the exception of bad language (spoken or song lyrics) (62.0%).

41. The quality of radio content was found to be poor, mainly because of lack of originality. Programmes were too similar (68.0%), not enough programmes for the respondents' specific age groups (74.0%), and poor program quality (65.0%).

42. The study found that respondents were dissatisfied with too many advertisement breaks (60.0%).

43. While listeners felt strongly that they must be protected from inappropriate or offensive content (mean = 4.47), they also believed that radio in Botswana covered News and events objectively (Mean = 4.04). That was why they emphasised that they listened to the radio to acquire information and knowledge (Mean = 4.33).

Television Broadcasting Findings

1. More able bodied people watch TV and listen to the radio than people living with disability.

2. The awareness levels for TV stations were influenced by respondents' LSM and location than disability.

3. The four factors that make a favourite TV station include availability of a variety of programming (24.6%), general content of the station (16.8%), informative and entertaining programs (16.4%) and fair, impartial, accurate news and information programs (12.3%).

4. Viewers watched TV during the week (Monday to Friday) (Mean = 3.96), more than they did over the weekend (Saturday Mean = 3.20; Sunday Mean = 2.84). In addition, the most watched TV stations in the entire week were SABC (Mean = 3.54), DSTV Channels (Mean = 3.37) and BTV (Mean = 3.24).

5. The study found BTV (70.4%) and SABC 1 (23.4%) as the top of mind TV stations while they recalled the three SABC stations spontaneously.

6. Four top ever watched TV station included BTV, SABC 1, SABC2 and SABC 3.

7. SABC 1 and BTV were respondents' favourite and most often watched TV station.

8. Out of the 232 Gaborone respondents, 56.5% of them were able to spontaneously recall eBotswana.

9. Television viewers came from cities (36.1%), major villages (35.9%), rural villages (17.5%) and towns (10.5%). This implies that respondents' location had an effect on TV awareness, with those in the city recording more awareness levels than those in rural villages.

10. Of the respondents who mentioned BTV as top of mind (653), 52.7% of them were females while 47.3% were males. The trend of more females (53.9%) recalling TV stations than males (46.1%) continued at SABC 1. However, majority of males (84.4%) recalled DSTV channels as top of mind.

11. SABC 1 has the largest market share of 46.6% in Botswana, and it was followed by BTV (35.6%), then DSTV Channels (7.6%).

12. DSTV respondents mainly like movies (75.4%), sports (66.2%), music and radio (54.2%).

13. LSM 4 (mean = 4.23) and LSM 7 (mean = 4.02) had a great effect on the average time spent watching TV during the week.

14. TV viewership was very poor in the early morning (between 00H00 and 10H00) but it slightly improved between 12H00 and 14H00. Majority of respondents watched TV in the evening (between18H00 and 22H00). For instance, the viewership of SABC 1 and 2 improved from 0 between 00H00 – 04H00 to 70.5% (SABC 1) and 59.3% (SABC 2) between 20H01-22H00.

15. BTV viewership improved from 1.5% between 04H01- 06H00 to 76.0% between 18H00 – 20H00. eBotswana's viewership improved to 58.8% between 18H00- 20H00.

16. Respondents indicated that they watch TV mostly in the company of their family members (58.6%), friends (23.8%), or alone (16.2%).

17. Viewers watched TV during particular hours that programs were aired (828) with the aim of learning something new (402), because of the general content (356), and the presenter (290).

18. Five programs identified as those that viewers liked to watch, included; News (769), Film/movies (528), Music (511), Soap operas (494) and Sports (465).

19. The top ten favourite local television programmes include:- Police Itshireletse (16.4%); Mokaragana (10.7%); Flava Dome (10.6%); Matlho A Phage (7.2%); News (6.6%); Molemo wa Kgang (6.1%); Melodi ya Kgalaletso (5.9%);

Dikgang (5.2%); Sedibeng (3.6%); and BTV News (3.2%). Together, these programs account for 75.5% of the programs listed as favourite.

20. Only a few respondents (19.8%) knew the procedure of lodging complaints in case they were dissatisfied with TV content.

21. Perception on diversity of TV content was very low, amounting to an average score of 5.8%. Viewers were more concerned about too many repeats (76.4%), poor quality programmes (59.2%), lack of originality (53.1%), and too many American programmes (51.9%).

COMPARATIVE ANALYSIS OF CURRENT (2013) AND PREVIOUS (2009) KEY FINDINGS
Introduction

The key findings for this study we drawn and compared with those from the previous audience survey results. The first comprehensive Audience Survey was undertaken by the Botswana Telecommunications Authority in 2009 involving 1037 interviews from 26 sampled locations in Botswana. The 2009 study had used a number of data collection methods which included face-to-face, focus group discussions, and a self-administered audience diary. Comparisons made involved the 2009 face-to-face interviews (1037 respondents) and the 2013 face-to-face interviews (1005 respondents). It is eminent that the characteristics of respondents have not changed. From the two studies, majority of the respondents were Bangwato, Bakalanga, Bakwena, Bakgatla, Bangwaketse, and

Babirwa. In addition, the dominant religions in the two studies were Christian, Muslim, Ancestral worship [Badimo] and Atheists.

The two studies investigated media activities. While these activities have not significantly changed, the 2013 survey found a new media activity namely on-line streaming for both radio and TV developing. While less than 30 people had indicated using this media, it remains an avenue for growth for local and international players. Another avenue for growth is listening to the radio through mobile phones. This has increased from 14.6% (2009) to 47.2% (2013). While these present exciting opportunities for growth, they poses a lot of challenges for regulation of the industry.

Radio Listenership Key Findings

The two studies show that market behaviour had not changed very much. The two government radio stations have remained dominant with RB 1 being the leading station between 2009 and 2013. Change has been noted between Duma FM and Yarona FM. The 2009 data showed that Duma FM has improved its market impact from being rated as the fourth radio station to third, a position which was previously occupied by Yarona FM. However, the table below shows that Yarona has maintained its position as the third favourite radio station. In addition, Motsweding FM has improved its presence in the Botswana market over Gabz FM as the favourite radio station in the four factors assessed in Table 6.1.

Top of Mind, Spontaneous, Ever Listened and Most Often, Listened to Radio Stations

The listenership patterns between Monday and Saturday have

	Top of Mind		Spontaneous		Ever Listened		Most Often	
	2009	**2013**	**2009**	**2013**	**2009**	**2013**	**2010**	**2013**
	Frequency							
RB1	289	569	698	372	1020	928	409	429
RB2	493	157	489	762	1015	890	391	327
Duma FM	78	92	497	606	673	665	56	72
Yarona FM	99	82	529	555	758	633	87	87
Gabz FM	33	23	432	517	603	565	34	10
Motsweding FM	28	27	457	381	666	347	34	26
Thobela FM	1	1	94	70	198	49	1	2
Lesedi FM		0	37	62	36	41	0	0
Jacaranda FM	4	0	84	52	185	36	10	1
Radio 702		0	8	6	0	0	0	0

not changed. From the two studies, majority of respondents do not listen to the radio on Sundays. During the week (Monday and Friday), respondents from the two studies listened to the radio mainly between 06H00 - 10H00 and 16H00 - 20H00, while listernership on Saturdays is still widely spread (particularly between 06H00 and 16H00) through out the day. English and Setswana have remained the two major laguages which respondets preferred to be used in both radio and TV broadcasting.

Respondents' Favourite Radio Stations and Type of Programs they like Listening to
The choice of programs respondents like listening to has varied slightly. For instance, while news have remained the same, interviews have decreased from 53.3% to 29.1%. Music have also decreased from 86.8% to 69.3% while sports shows have increased from 25.4% to 47.3%. Another marked difference is in listening to educational programs that has declined from 26.6% to 18.8%.

Favourite Radio Stations

Favourite 2009 | Favourite 2013
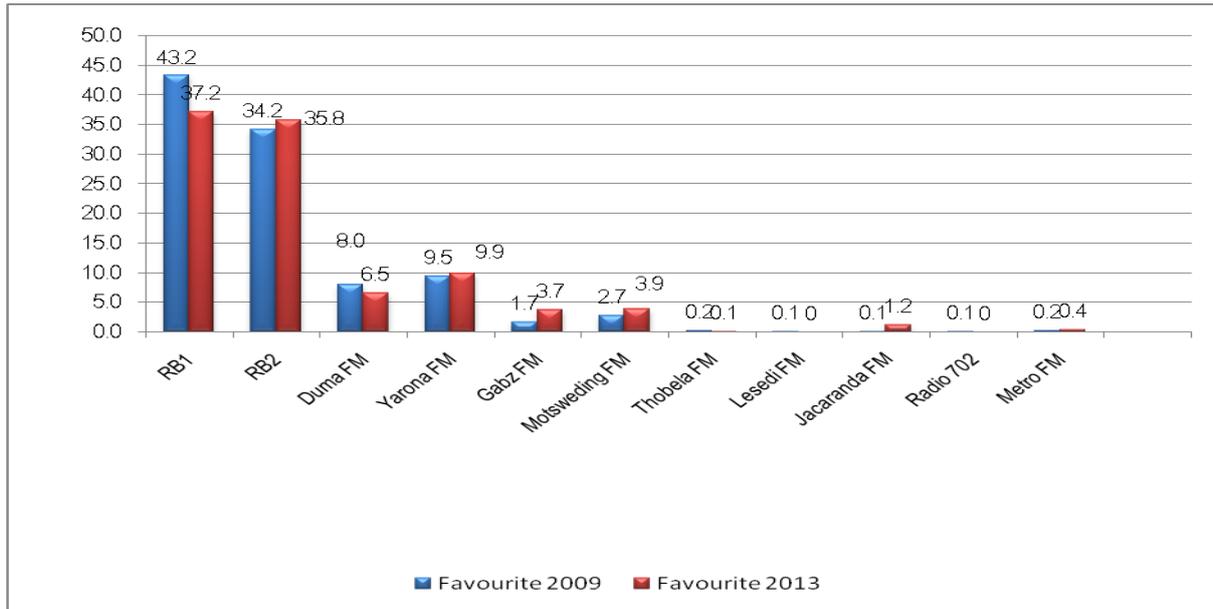
Type of Programmes Respondents like Listening to

2009 | 2013
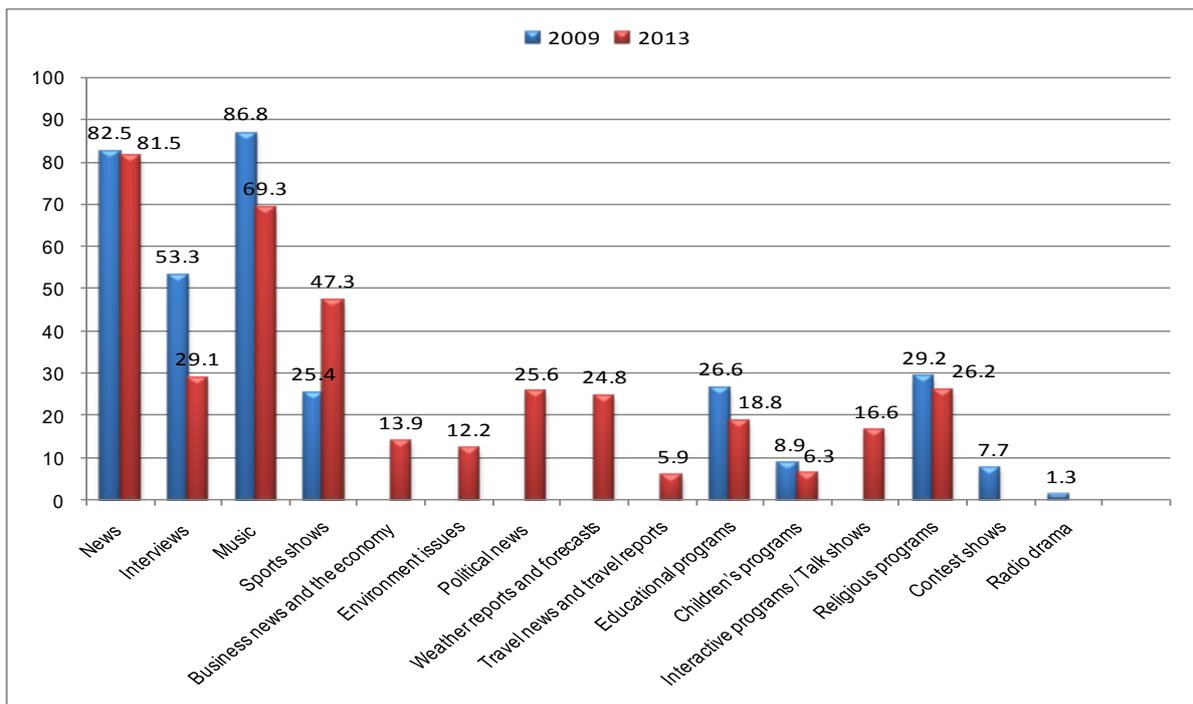
Reasons for listening to the favourite radio station

The 2009 study had looked at the reasons for lestining to the favourite radio station using an open ended question. This meant that very few respondents (about 100) attempted the question. The reasons identified were "to get an update on the latest sports news", "the youthful, interactive, captivating, interesting, nature of the program", "allows listeners to participate by calling in", and "informative, educational programs". The 2013 study resolved to rank these factors that respondents perceived as the reasons why listerners chose a radio station as his/her favourate. The ranking identified

~ 13 ~

five major factors as: liking the programs, good entertaining presenters, playing of excellent music, fair impatial and accurate news and information, and informative and entertaining programs.

The two studies also analysed radio listernership in relation to age. In the two surveys, it emerged that the target markets for the radio stations slightly varied. For instance, RB 1 targeted mature audience of 30 years and above, while RB 2 and Yarona FM targets those below the age of 29 years. The majority of Gabz FM and Duma FM listeners are middle aged

The other factor that has come out clearly in the 2013 survey, but was missing in the 2009 study was loyalty to the most often listened to radio station. The 2013 survey established that loyalty was very high for RB 1 and RB 2, while it was moderate for Yarona FM and Duma FM, and very low for Motsweding FM and Gabz FM. Another major difference between the two studies has been the inclusion of radio regulations and content in the 2013 survey. This gives ideas at the perceived level of compliance by radio stations with the codes of pactice.

Television Viewership Key Findings

Top of Mind, Spontaneous, Ever watched, Favourite and Most Often Watched Television Stations
A brief TV comparison was also made and from the Table below, it is evident that BTV remains the most popular TV station, followed by SABC 1. The SABCs television stations have a very strong presence in Botswana. etv's presence has declined while DSTV channel presence have remained constant. What is also important to note is the growth of eBotswana ever since it changed its name from GBC. eBotswana has grown significantly and it has even doubled in some factors as shown below.

	Top of Mind		Spontaneous		Ever watched		Favourite		Most Often	
	2009	**2013**	**2009**	**2013**	**2009**	**2013**	**2009**	**2013**	**2009**	**2013**
BTV	674	653	327	246	975	921	391	328	473	332
eBotswana (GBC)	6	10	198	315	350	378	8	17	9	17
SABC 1	255	217	656	637	938	824	340	426	351	438
SABC 2	6	6	866	830	878	791	11	31	16	27
SABC 3	3	2	845	822	856	781	21	19	28	23
DSTV Channels		32		213		225	74	78	52	62
Philibao Channels		6		232		216		20		21
Emmanuel TV		1		5		6		5		5
etv	54	0	705.0	5	884	5	163	1	83	1

Types of Programs Respondents like Watching on TV

	News	Entertainment \Movies	Music	Sport	Talk Show	Religious	Informative Programmes	Educational Programmes	Interactive Programmes	Children's Programmes	Contests	Documentaries	Politics	Agricultural	Crime Investigation	Health	Series	Current Affairs	Advertisement	Entertainment & Lifestyle	Specialist	Old Channels	Personal Planet Search	Religious channels
2009	83.9	77.6	63.4	51.4	35.6	24.6	24.4	21.3	17.3	11.5	8.9	0.4	0.3	0.3	0.2	0.1	0.1	0.1	0.1					
2013	39.6	76.4	54.2	66.2						10.2		19.6								40.4	1.3	3.1	10.2	4.4

Programs varied from News to religious programs. There have been slight variations in the top four programs between the two studies. While 83.9% of respondents liked listening to News in 2009; the viewership has now declined to 76.5%. Entertainment has declined from 77.6% to 52.5% but a slight variation of 12.6% was noted for music. Sports has increased from 51.4% (2009) to 46.3% (2013). Children's programs have also decreased from 11.5% to 5.3%. However, respondents have indicated that there was too much repetition of international programs at the neglect of local content.

The two studies have underscored the significance of Philibao and Arial or terrestrial transmission in Botswana. In the two surveys, usage of Philibao was much higher than that of DSTV/Multi Choice although there were a significant number of respondents who used both Philibao and DSTV/Multi Choice. In 2009 Philibao accounted for 84.0% while DSTV had a market share of 5.8%. In 2003, Philibao decreased to 76.4% while DSTV increased to 6.5%.

Programs varied from news to religious programs. There have been slight variations with the top four programs between the two studies. In 2009, 83.9% of the respondents liked Watching News but this has now declined to 39.9%. Entertainment has remained constant, but a slight variation of 9.2% was noted for music. Sports has increased from 52.4% (2009) to 66.2% (2013). Children's programs have also remained constant. However, respondents have indicated that there was too much repetition of international programs at the neglect of local content.

The two studies have underscored the significance of Philibao and arial or terrestrial transmission in Botswana. In the two surveys, the usage of Philibao was much higher than that of DSTV/MultiChoice although there were a significant number of respondents who used both Philibao and DSTV/MultiChoice. In 2009 Philibao accounted for 84.0% while DSTV had a market share of 5.8%. In 2013, Philibao decreased to 76.4% while DSTV increased to 6.5%.

Concern on quality and repetition of programs remained an issue even in the 2013 survey. The 2009 survey had an outcry for exciting, quality, locally produced programmes as well as current and entertaining TV programmes. A number of suggestions were further listed in the 2009 report which if implemented would have eased viewers concerns. The 2013 survey shows that not much has been done to improve TV programs. Viewers are still suggesting more local content, the need to avoid repeating programs and that all local programs should have local interpreters so that they can be understood by the hearing impaired. They further suggested that student related programs should be aired when they are not in school. New developments which were not in the 2009 survey point to the need for special programs that cater for disabled people, increased geographical coverage by private stations and the broadcasting of Makgabaneng on TV.

Favourite TV programs

Frequency	Position	Local Television programs	Position	Frequency
2009			2013	
38	6	Police Itshireletse	1	149
120	2	News	2	137
146	1	Mokaragana	3	98
90	3	Flava Dome	4	97
18	11	Matlho A Phage	5	66
38	6	Molemo wa Kgang	6	56
-	-	Melodi ya Kgalaletso	7	54
42	5	Sedibeng	8	33
43	4	The Eye	9	26
34	9	Agric Tsa temo thuo	10	25
36	8	Tshamekang	11	20
21	10	Silent Shout	15	12

The above Table of respondents' favourite TV stations programs a highlight of the top 12 local TV programs. A number of changes have taken place in respect to the ranking of the programs. For instance, Itshireletse has moved from position 6 in 2009 to position 1 in 2013 while The Eye has dropped from position 4 in 2009 to position 9 in 2013. Melodi ya Kgalaletso was not ranked among the top 10 in 2009 but it's now ranked in position number 7, displacing Silent Shout from the Top 10 favourite programs.

Comparison of favourite TV presenters was not done due to their high morbidity. For instance, more than 10 favourite local presenters have moved since 2009 report.

CHAPTER 1: INTRODUCTION

1.0 Background

The National Broadcasting Board (NBB) commissioned Probe Market intelligence; Probe (Pty) Ltd; to conduct an Audience Survey and also review Codes of Practice for the broadcasting sector in Botswana. The National Broadcasting Board (NBB) is a body corporate which was established under the repealed Broadcasting Act, Cap 72 04 of 1999. Until 31st March 2013, NBB's mandate was to exercise control over and supervise broadcasting activities in Botswana. The study was conducted between November 27, 2012 and December 18, 2012 in an environment where broadcasting has shown significant growth through regulation by NBB. The Consultant approached the tasks with a view;

1. To develop an accurate and comprehensive assessment of the size, social and location characteristics of radio listeners and television viewers in Botswana, while taking into consideration persons living with disabilities (mild-moderate mentally disabled, visually impaired and hearing impaired); and

2. To facilitate the development and/or review of Code(s) of Practice for both private and public broadcasting entities.

Overall, the focus of this consultancy was to examine the role and significance of broadcasting in both urban and rural areas.

1.1 Scope of Work

The scope of the study was to:-

1. Review the existing Codes of practice for both private (commercial) and public broadcasting services. This activity among others covered the following;

   ❖ Reviewing the existing Codes of practice to ensure that they are in-line with international best practice and relevant to the market, and

   ❖ Developing appropriate survey questions to test the validity and relevance of current Codes of practice to the Botswana market.

2. Design and implement a survey methodology capable of producing accurate and reliable data while taking into account geographical population dispersion, market size, broadcasting network coverage and characteristics of radio and television audience population in Botswana.

3. Analyse the survey results and develop a detailed socio-geographic profiles for radio listeners and television viewers.

4. Prepare a detailed report.

5. Produce fact sheets which summarise key findings of the research.

It is against this background that NBB commissioned an Audience Survey and Review of Code(s) of Practice for broadcasters. The Audience Survey covered 24 localities in Botswana as elaborated further in the methodology chapter. It also adopted a mixed data collection approach being;

   a) Desk research.

   b) Quantitative research (face-to-face interviews).

   c) Qualitative research (In-depth interviews).

The findings of this consultancy prove beyond doubt that broadcasting sector in Botswana has grown but continues to be threatened by foreign stations which are widely assessable through different means. The broadcasters in Botswana are facing a huge competition to retain and satisfy their audience. Therefore, the findings will become useful to broadcasting industry stakeholders.

2.0 Introduction

The changing broadcasting sector scenario has necessitated Audience Research to occupy centre stage the world over. Audience Research is regularly carried out to understand characteristics, to feel the pulse of broadcast industry audiences and to build a foundation on which decisions are made e.g. regulations, advertising, choice of information dissemination medium etc. Audience Research can be defined as the scientific process of understanding and articulating the needs, tastes, judgement and preferences of listeners/ viewers with a view to influencing programmes, programming and programme philosophy towards addressing those needs *(Ojebode, Onekutu & Adegbola, 2010).* The National Broadcasting Board (NBB) study was designed to develop an accurate and comprehensive assessment of the size, social and location characteristics of radio listeners and television viewers in Botswana. Therefore, this Chapter outlines research methods used, design appropriateness, a discussion of the population and sample structure among others.

2.1 Research Methods and Design

The study used desk research, quantitative (face-to-face interviews) and qualitative research (in-depth interviews) as a unified methodology. Primary qualitative method was used for the review of Code(s) of Practice for broadcasters, while quantitative research was used to solicit views of broadcast audience in order to produce quantifiable information. Secondary data (desk research) added the "As is" information in order to guide and strengthen the study.

When designing the study methodology and developing research tools for this project, research fundamentals used by the Southern African Marketing Research Association (SAMRA) were used by Probe to benchmark- SAMRA conforms to the International Code of Conduct/ European Society for Opinion and Marketing Research (ICC/ESOMAR) Code of conduct. These standards included, but were not limited to:-

1. Respecting respondents' right to privacy.
2. Concealing personal data obtained during research.
3. Carrying out research professionally, in a legal, honest, truthful, objective and manner in accordance with appropriate scientific principles.
4. Conducting research while ensuring that respondents' participation was entirely voluntary.
5. Informing respondents before qualitative research recording equipment are used for research purposes.
6. Ensuring that adequate security measures were employed in order to prevent unauthorized access, manipulation to or disclosure of personal data.

2.2 Data Collection Methods and Strategy

2.2.1 Desk Review

Probe conducted desk review; which is an organized and objective process of collecting existing data about Codes of Practice for broadcasters in Botswana and selected countries in Southern African Development Community (SADC) which

included South Africa, Namibia and Mauritius and also commonwealth countries such as Canada and Australia. Secondary data (collated using desk research) already existed through secondary sources such as past research projects, industry reports, census, acts of parliament, organizational records etc.

Probe reviewed Codes from South Africa because its broadcasting industry has a major impact on Botswana industry and a considerable number of Batswana are consumers of South Africa media products. The benchmarking opportunities of Namibia were incorporated as both Botswana and Namibia have roughly the same population, similar languages and cultural identities. Mauritius, although an island nation and smaller in land size, has continued to lead in the area of broadcasting development, having attained the process of digital migration much earlier than any of its SADC neighbours. Thus a review of their Codes helped inform a richer approach to the drafting of the new Codes, taking into consideration new platforms as required by NBB. The value of the Canadian Codes is that they are segmented into specific categories with the result that they are more comprehensive in governing the behaviour of broadcasters in different ethical aspects. Finally, Australia, also a Commonwealth country like Botswana, has a rich broadcasting tradition which was useful to inform a forward looking Code.

Information collected via desk research complied with three important conditions accuracy, timeliness and reliability. We reviewed and critiqued the existing Codes of Practice for Broadcasters in Botswana. Other relevant documents such as Code of Practice for Broadcasting Services, the repealed Broadcasting Act of 1999, the Competition Act of 2009, the Cyber Crime and Computer related Crimes Act of 2007, as well as new Communications Regulatory Authority Act of 2012 (known as BOCRA) were perused to extract any relevant clauses that may have a bearing on the broadcasting sector to ensure that their spirit is incorporated into the proposed new Code at drafting.

2.2.2 In-Depth Interviews with Stakeholders

In-depth interviews are face-to-face conversations conducted to explore issues or topics in detail. Pre-set questions were not used, but a defined topic or issues were explored using a discussion guide. In-depth interviews were used for a variety of purposes which included needs' assessments, program refinement, issue identification and strategic planning. Probe used in-depth Interviews as they were most appropriate for situations in which we wanted to ask open-ended questions that would elicit depth of information from relatively few people - especially industry players.

In order to review the Codes of Practice, one-on-one stakeholder interviews were conducted with station managers of broadcasters or their senior representatives, the Regulator, advocacy group, policy makers and academia. The objective of the interviews was to extract their views, suggestions and concerns with regard to the existing Codes as well as the existing monitoring mechanism. The in-depth interviews were also used to enable the development of a monitoring mechanism after establishing the status of the current monitoring mechanism. A copy of the final in-depth interviews guide used in this survey is attached as Appendix 2.

2.2.3 Face-to-Face Interviews

This quantitative approach of data collection was highly structured technique with pre-set questions and provided Probe with the opportunity to solicit views of broadcast audiences from across section of a larger population (1005). This technique of face-to-face interactions has proven to yield a high response rate in a sample survey, as it allows the data collectors to extensively probe where necessary, clarify any possible ambiguous answers and, where appropriate, seek follow-up information.

Following specific intensive training sessions on data collection and interview techniques, contracted data collectors interviewed both radio and television users using a specifically designed questionnaire. They also followed a set rule of who was to be interviewed which was important in enabling an equal spread of responses. The main rule with quantitative research is that every respondent is asked the same series of questions and it is a structured technique of data collection that allows for quantification and normally involves a large number of interviews.

2.2.3.1 Survey Questionnaire

The survey questionnaire used in this project was specifically prepared to include a list of written questions that could either be self-completed - or administered with the help of a researcher. The data collection instrument (i.e. questionnaire) used to collect data was developed in English and then translated to Setswana to cater for those who chose to express themselves in their preferred language. The research instruments underwent rigorous scrutiny and were pre-tested and revised during the pilot study to ensure that all responses provided were a true representation of respondents' views. The questionnaire was divided into two sections, one for radio listeners and the other, television viewers. A copy of the final questionnaire used in this survey is attached as Appendix 1.

2.2.4 Diary Placement

The placement of diaries aimed at collecting and measuring listenership or viewership patterns. Before diaries were placed with the respondents, their demographic information was collected. Respondents' were asked to record what they had listened to/viewed over a period of seven days. During those seven days, the respondents were called and/or visited by data collectors to remind them. The visitation was meant to ensure that the diaries were correctly completed and any would be questions answered. Diary placement helped in the collection of additional information that the questionnaire did not capture. A total of 160 diaries were equally placed in Gaborone and Francistown. The returned completed diaries numbered 158. Copies of the final diary used to collect television and radio listenership data are attached as Appendix 3 and 4 respectively.

2.3 Sampling Frame

2.3.1 Sampling

A "Sample" for this project can be defined as a "subset of the population by which participants can be selected for the study" and "Sampling" as "the selection of a portion of the population" for the study. Probe combined quota sampling, which is a non-probability method, with some aspects of stratified sampling. In this scenario the population was broken up into different groups based on one or more characteristics e.g. radio listeners' vs. TV viewers, age groups, gender and locations. Therefore, in this case, the strata were identified beforehand and interviewers were instructed to collect data from these identified sub-groups. This allowed that once the survey's completed, the strata could then be weighted back to the population proportions. While in the field, interviewers were spread in different localities and were also guided on how to select respondents by skipping three households after a successful interview in order to give as many people as possible a chance to be approached for the study.

2.3.2 Sample Structure

The demographic characteristics of respondents and their consumption of television and radio programs were drawn from a sample of 1000 respondents from across 23 localities in Botswana. Additional interviews were done in Ramotswa to increase the number of respondents living with disabilities; thereby increasing the total number of respondents to 1005. This sample (1005) was selected to represent the total population with a confidence level of 95.0% and a confidence interval of 3.09. Put together, confidence level and confidence intervals (margin of error) ensured that percentage of the responses from the entire population would yield results of the same range.

The 2011 Botswana Population and Housing Census showed that there were 2,024,787 people living in Botswana. Audience Survey sampled towns/cities and villages accounted for a population of 913,677 (45.1% of the total population). The study sample was drawn from the 913,677 population and a sample of 1005 accounted for 0.1% which was considered adequate for the study. Table 2.1 shows the sample for each town/city or village calculated as a percentage of the town/city or village population against the study population of 913,677. Another column is added to show the end result of the survey with inclusion of Ramotswa hearing impaired respondents.

Table 2.1: Face-to-face sample breakdown

	Town/Village	Statistics Botswana Region	Population	% of Sample Population	Proposed sample per area	Total number of respondents per area
1	Gaborone	Gaborone	231626	0.25	254	**252**
2	Francistown	Francistown	98963	0.11	108	**108**
3	Lobatse	Lobatse	29007	0.03	32	**31**
4	Jwaneng	Jwaneng	18016	0.02	20	**20**
5	Selebi- Phikwe	Selebi- Phikwe	49411	0.05	54	**54**
6	Kasane	Chobe	9084	0.01	10	**10**
7	Molepolole	Kweneng East	66466	0.07	73	**73**
8	Maun	Ngamiland East	60273	0.07	66	**66**
9	Tonota	Central Tutume	21031	0.02	23	**23**
10	Ghanzi	Ghanzi	14809	0.02	16	**16**
11	Kang	Kgalagadi North	5992	0.01	7	**7**
12	Tsabong	Kgalagadi South	8945	0.01	10	**10**
13	Gumare	Ngamiland West	8532	0.01	9	**9**
14	Tati siding	North East	8112	0.01	9	**9**
15	Tlokweng	South East	36326	0.04	40	**39**
16	Letlhakane	Central Boteti	22948	0.03	25	**25**
17	Bobonong	Central Bobonong	19389	0.02	21	**21**
18	Letlhakeng	Kweneng West	7229	0.01	8	**8**
19	Mahalapye	Central Mahalapye	46409	0.05	51	**51**
20	Mochudi	Kgatleng	46914	0.05	51	**52**
21	Goodhope	Barolong	6362	0.01	7	**7**
22	Kanye	Ngwaketse	47013	0.05	51	**51**
23	Serowe	Central Serowe/Palapye	50820	0.06	55	**55**
24	Ramotswa	South East				**8**
	Total		**913,677**	**0.11**	**1000**	**1005**

**Note Ramotswa was included to increase respondents with hearing impairment

2.4 Data Collection and Field Report

Probe contracted 29 enumerators who were first taken through a rigorous training session on basic interviewing skills, standard field procedures and finally the questionnaire to be used in the study. Face-to-face data collection process began in Gaborone on November 27th, 2012 and spread to the rest of the identified regions and concluded in December 18th, 2012. Targeted interviews for centres for people living with disability were conducted in January 2013. The diaries for both television and radio were placed in Gaborone and Francistown in the period stretching between January 15th and 30th, 2013. In the towns/cities and villages, data was collected from different locations/dikgotla in order to give the wider community an opportunity to participate.

The most common challenge that faced enumerators across the country was that respondents complained about the length of the questionnaire. Another challenge was inaccessibility of household, due to increased crime rates in Botswana, watch dogs etc. Suggestions have been made that this survey; just like the Population Census and Botswana AIDS Impact Survey (BAIS); be advertised in the media given that name tags and letters issued to enumerators are not considered adequate proof of authenticity. Certain age groups, especially the working class, were not readily available during the day except over the weekends and late afternoons. This negatively affected the project's timeframes. One instance that occurred in Maun entailed a respondent experiencing language barrier challenges and also an elderly woman could not communicate in either Setswana or English; but Sesarwa, and so the interview could not be conducted.

The study aimed to incorporate people living with a disability (visual and hearing impairment). However, enumerators faced the difficulty in locating respondents with these impairments. Snow ball technique used by respondents to locate these categories of respondents did not bear much fruit due to existing stigma attached to families of people with a disability. Most centres for the disabled in Botswana located in surveyed town or villages were contacted and briefed about the survey but unfortunately data collection began around the time when schools, centres and companies had closing for Christmas holidays and most of them postponed the interviews to the second week of January 2013. However, some of them tossed researchers from one person to another even after all necessary documentation were availed to them. Others declined to participate in the last minute.

Thuso Rehabilitation Centre in Maun was of great help as they assigned a sign language interpreter who not only helped with interpreting but also took researchers to respondents' households. Probe also managed to visit the Resource Centre for the Blind and Pudulogong Rehabilitation Centre both situated in Mochudi. Lephoi Hostels for the Blind in Francistown also opened their doors for us to conduct interviews. Arrangements were made with the Ramotswa Centre for the Deaf Education and interviews were conducted with the help of a hired interpreter from the Centre.

2.5 Data Collection Supervision

Field supervision ensured that enumerators followed the strict procedure that they were trained to follow and it involved quality control, editing of questionnaire, sample control and control of cheating. In order to guarantee the quality of data obtained from the field, Probe engaged the services of four supervisors to oversee the exercise. The supervisors worked directly under the guidance of Probe's Project Manager to ensure that the process was coordinated and ran smoothly. Staff members also visited them while in the field to respond to field queries from both supervisors and fieldworkers.

The following supervision checks were done.

❖ **Quality Control and Editing –** Supervisors checked that the field procedures were properly implemented. The supervisors were also responsible for checking the completed questionnaires.

❖ **Control of Cheating –** Cheating involves falsifying part of a question or the entire questionnaire. Cheating was minimised through telephonic validation and fieldwork accompaniment. All questionnaires were hand-edited to ensure internal consistency and ensure that quotas assigned were met. A percentage of each enumerator's questionnaires were revalidated telephonically.

❖ **Field Accompaniment –** To ensure that data collectors were being constantly monitored; supervisors accompanied them to some interviews and randomly checked them in other instances. A total of 37 (3.7%) of the 1005 questionnaires were conducted while supervisors were present.

❖ **Telephonic Validation –** a total of 242 (24.1%) of the 1005 questionnaires were telephonically validated. Additionally, statistics showed that on average 24.6% of enumerators' questionnaires were telephonically validated. 29 out of the 160 diaries collected were telephonically validated in addition to the constant reminders to respondents.

2.6 Limitations of the Study

1. Accessing some centres for people living with disability was a challenge as we were thrown from pillar to post and this affected our project timeline by 3 weeks.

2. Several major players in the broadcasting industry which were identified for participation in the study were unable to avail themselves for interviews.

3.1 Introduction

The National Broadcasting Board (NBB) Audience Survey was designed to meet set objectives. These among others include;

1. To develop an accurate and comprehensive assessment of the size, social and location characteristics of radio listeners and television viewers in Botswana taking into consideration persons living with disabilities (mild-moderate mentally disabled, visually impaired and hearing impaired)

2. To analyse the survey results and develop a detailed socio-geographic profiles for radio listeners and television viewers.

3. To implement a survey methodology capable of producing accurate and reliable data taking into account geographical population dispersion, market size, broadcasting network coverage and characteristics of radio and television audience population in Botswana.

Therefore, Chapters 3 and 4 present quantitative data analysis and descriptive statistics that were used to analyse the data from the 1005 respondents. Chapter 3 firstly presents an analysis of demographic characteristics of respondents. This is followed by an analysis of radio listeners using diagrams and tables presenting frequencies, percentages, and mean. Data about television viewers is analysed and reported in Chapter 4.

Data was collected from one thousand and five (1005) respondents using face-to-face interviews from November 27th to January 30th 2013. The collected data shows that people who participated in the study were from Gaborone (25.1%), Francistown (10.7%), Lobatse (3.1%), Jwaneng (2.0%), S\Phikwe (5.4%), Kasane (1.0%), Molepolole (7.3%) Maun (6.6%), Tonota (2.3%), Ghanzi (1.6%), Kang (0.7%), Tsabong (1.0%), Gumare (0.9%), Tati Siding (0.9%), Tlokweng (3.9%), Letlhakane (2.5%), Bobonong (2.1%), Letlhakeng (0.8%), Mahalapye (5.1%), Mochudi (5.2%), Good Hope (0.7%), Kanye (5.1%), Serowe (5.5%), and Ramotswa (0.8%). At the time of data collection, only 47 (4.7%) had watched TV only, and 78 (7.8%) had listened to the radio seven days prior to data collection period.

3.2 Demographic Information of Respondents

The vast majority identified themselves as Christian (86.5%), atheists (10.8%), or Muslims (0.6%). The remaining ones were either Hindus (0.1%), ancestral worshipers (1.6%) or other religions (0.4%). Table 3.1 shows that the majority of the respondents were Bangwato (16.9%), Bakalanga (13.2%), Bakgatla (12.1%), Bakwena (10.5%), and Bangwaketse (9.6%). Basarwa, Baherero, Basubiya, Bashaga, Nama, Basotho, Nyanja, Batalaote, Bapedi, Bambukushu and Babenderu respondents constituted less than 1.0% of the sample. In a nut shell, 35.8% of the respondents came from cities, 10.4% from towns, 37.2% from major villages, and 16.5% from rural villages.

Table 3.1: Ethnicity of respondents

Ethnic Groups	Frequency	Percentage (%)
1. Bangwato	170	16.9
2. Bakalanga	133	13.2
3. Bakgatla	122	12.1
4. Bakwena	106	10.5
5. Bangwaketse	96	9.6
6. Babirwa	58	5.8
7. Bakgalagadi	57	5.7
8. Batswapong	43	4.3
9. Barolong	32	3.2
10. Bayeyi	30	3.0
11. Balete	23	2.3
12. Bakhurutse	21	2.1
13. Batlokwa	19	1.9
14. Batawana	17	1.7
15. Bahurutse	17	1.7
16. Zezuru	16	1.6
17. Bambukushu	8	0.8
18. Basarwa	7	0.7
19. Baherero	7	0.7
20. Basubiya	6	0.6
21. Bapedi	3	0.3
22. Basotho	2	0.2
23. Batalaote	2	0.2
24. Babenderu	1	0.1
25. Bashaga	1	0.1
26. Nama	1	0.1
27. Nyanja	1	0.1
28. Other groups	6	0.6
Total	**1005**	**100.0**

Table 3.2 shows respondents' language proficiency. The majority of them are able to speak Setswana (95.7%) and English (70.5%). The other languages were spoken by less than 20.0% of the respondents.

Table 3.2: Language spoken

	YES		NO	
	Frequency	%	Frequency	%
Setswana	962	95.7	43	4.3
English	709	70.5	296	29.5
Kalanga	122	12.1	883	87.9
Sekgalagadi	60	6	945	94
Ndebele	16	1.6	989	98.4
Setswapong	15	1.5	990	98.5
Sign language	15	1.5	990	98.5
Herero	14	1.4	991	98.6
Shona	13	1.3	992	98.7
Sebirwa	11	1.1	994	98.9
Zulu	7	0.7	998	99.3
Afrikaans	7	0.7	998	99.3
Yeyi	6	0.6	999	99.4
Mbukushu	5	0.5	1000	99.5
Xhosa	3	0.3	1002	99.7
French	3	0.3	1002	99.7
Sesubiya	3	0.3	1002	99.7
Sehurutse	3	0.3	1002	99.7
Nama	2	0.2	1003	99.8
Sesarwa	2	0.2	1003	99.8
Sekwena	2	0.2	1003	99.8
Xun	1	0.1	1004	99.9
Nyanja	1	0.1	1004	99.9

Table 3.3: Respondents' age, LSM, income and working status

AGE		LSM		INCOME		CURRENT WORKING STATUS	
Category	%	LSM Category	%	Income Category	%	Working Status Categories	%
15 – 19	19.7	LSM 1	0.1	None	37.0	Working full time	25.2
20 - 24	19.2	LSM 2	0.3	Below P2,000	39.8	Working part time	5.4
25 - 29	16.6	LSM 3	3.0	P2,001 – P4,000	10.3	Unemployed for more than 1 year	14.2
30 - 34	11.3	LSM 4	14.8	P4,001 – P6,000	4.8	Unemployed for less than 1 year	9.2
35 - 39	9.2	LSM 5	24.7	P6,001 – P8,000	3.4	Unable to work	6.0
40 - 44	6.2	LSM 6	33.1	P8,001 – 10,000	2.8	Student	26.0
45 - 49	5.5	LSM 7	12.1	P10,001 – P12,000	0.9	Self employed	10.1
50 - 54	3.4	LSM 8	6.9	P12,001– P14,000	0.6	Retired	3.9
55 - 60	2.5	LSM 9	4.4	P14,001 – P16,000	0.2	Housewife	0.1
+61	6.5	LSM 10	0.6	P18,001 and above	0.2		
Total	100		100		100		100

Most respondents that participated in the survey were females (51.3%) while 48.7% were males. Table 3.3 shows that the majority of the respondents (76.0%) were below the age of 40 years, and only 9.0% were above the age of 54. A total of 76.6% of the respondents were single, 20.0 % were either married or cohabiting, while less than 1.0% were either divorced or separated. The study also found out that 40.6% of the respondents were either working full-time, part-time or were self-employed, while 29.4% were unemployed. The other respondents were students (26.0%) and retirees and housewives (4.0%). The study also found that 48.6% of the participants were employed by the government, while 45.6% were employed in the private sector. The average number of adults living in the participants' household (including the participants) was 5.22. A total of 34.1% of the participants had households of more than five people. The average number of children below 18 years living with the participant was 2.56. Whereas 36.0% of the participants did not live with children, 58.9% lived with at most three children. As shown in Table 3.3, 37.0% of the respondents did not have a monthly income. A total of 39.8% earned below P2, 000.00 per month while 21.3% earned between P2, 001 and P10, 000.00 per month.

The South African Audience Research Foundation (SAARF) Living Standards Measure (LSM) 10 Low to High was used. SAARF LSM is a multi-attribute segmentation tool that is based on access to services, durables and geographical indicators as determinants of standard of living and does not use personal attributes such as respondents' income, age and so on. There are 29 attributes being used to segment audience in LSM and each attribute has a weight. The LSM groups are from 1 to 10, with 1 being lower living standard and 10 being highest living standard.

Table 3.3 also shows that most respondents (82.6%) fell between LSM 4 and LSM 7. Table 3.3.1 (Appendix 5) shows respondents' profiles per each Living Standard Measure (LSM). The values indicated are those where the respondents were the majority. For instance, majority of the respondents in LSM were mainly single male, aged between 20 and 24 years. Table 3.3.1 (Appendix 5) helps in understanding the sections that will follow in this Chapter.

The study also assessed forms of disability. Table 3.5 shows that 10.0% of the respondents had some form of disability and 4.4% of the respondents were living with people with disability in their households. The main form of disability was visual impairment (61.0%). As indicated in Figure 3.1, the majority (76.3%) of those who indicated having some form of disability also indicated that they had difficulties watching TV while 23.8% said they had difficulty listening to the radio.

Table 3.5: Disability

Disability	Yes		No	
	Frequency	%	Frequency	%
Any form of disability	100	10.0	905	90.0
Any person living with disability in the household	44	4.4	961	95.6
TOTAL	**144**	**14.4**		
Respondents form of disability				
	Frequency		%	
Visually impaired	61		61.0	
Hearing impaired	19		19.0	
Other form of disability	20		20.0	
TOTAL	**100**		**100.0**	

Figure 3.1: Form of broadcasting most challenging to use due to disability
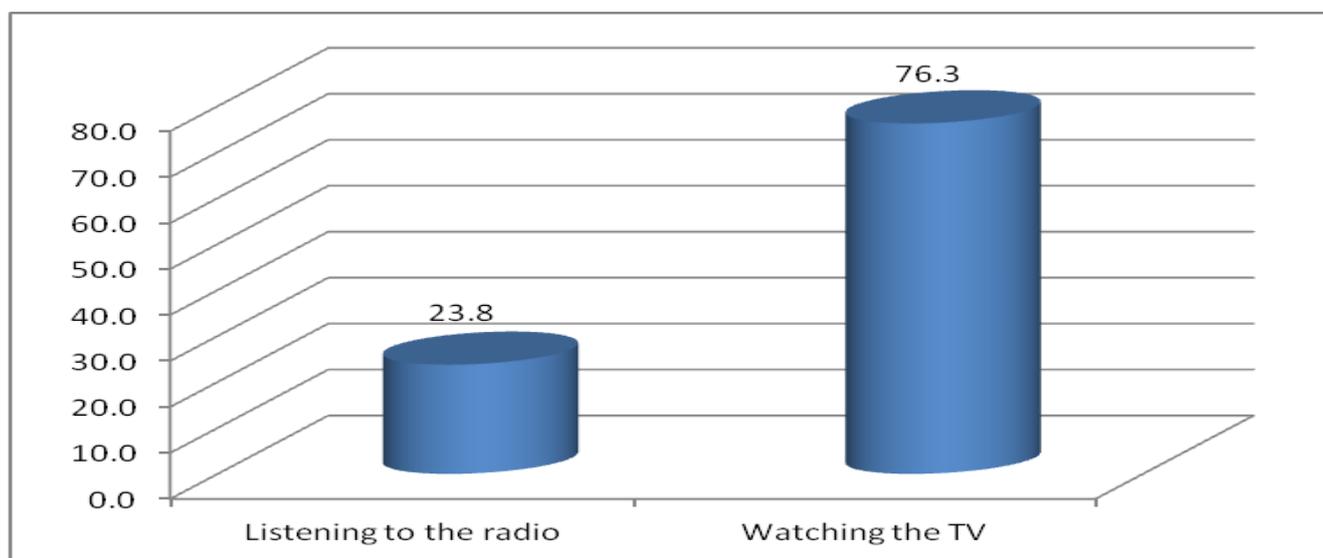
3.2.1 Other Broadcast Media Activity

This section evaluates the extent to which respondents used broadcast media. Respondents were asked to indicate the last time they used eleven types of broadcast media. Figure 3.2 shows that majority of the respondents watched TV (822), had listened to the radio (795) and watched satellite television (DSTV/ Philibao - 710) a day before the interviews were conducted while 461 respondents had watched a DVD seven days before the interviews.

The study also found that a number of media activities were not very popular amongst respondents as they either participated long time ago, had never participated or they did not know when they participated. For instance, 979 respondents did not participate in a radio or television promotion (979), 949 did not participate in a radio/TV talk show using SMS and 949 did not calling in (949). A total of 947 respondents also did not go to the cinema (947) and 954 did not listen to the radio or watch TV online.

Figure 3.2: Broadcast media activity

Figure 3.2: Broadcast media activity
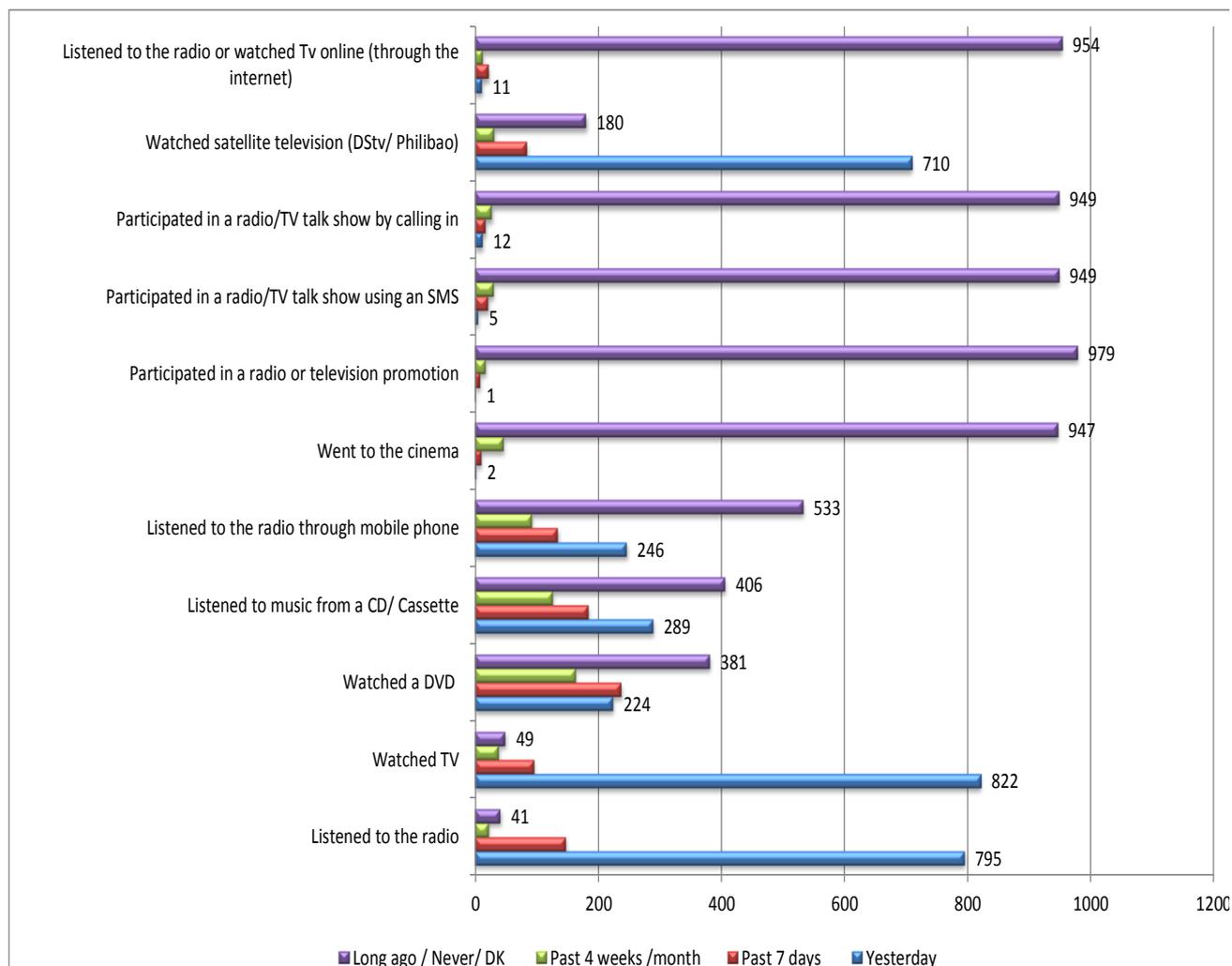
3.2.2 LSM and Media Activities

Media activities were cross-tabulated against respondents' LSM. The findings show that there are no much differences of media activities according to LSM. For instance, as Table 3.6 (Appendix 5), more than a half of all LSMs indicated that they listened to the radio, watched satellite television (DStv/ Philibao), and watched TV a day before the interviews were held. Furthermore, participation in a radio or television promotion, radio/TV talk show using short message service (SMS), and radio/TV talk show by calling in was not popular in more than 80.0% of all LSMs.

3.2.3 Disability and Media Activities

Media activities analysis against respondents' ability/disability show that more disabled people listened to the radio than they watched TV (Table 3.7; Appendix 5); given that 61.0% of them are visually impaired (Table 3.5). Their numbers compare sharply with able bodied people in terms of watching TV and listening to the radio. Using the LSM approach, the study found that with the exception of LSM 1 respondents who only watched TV, respondents on LSM 2 to LSM 4 listened to the radio more than they watched TV. Those from LSM 6 to LSM 10 watched TV more than they listened to the radio (Figure 3.2b).

Figure 3.2b: LSM, television and radio
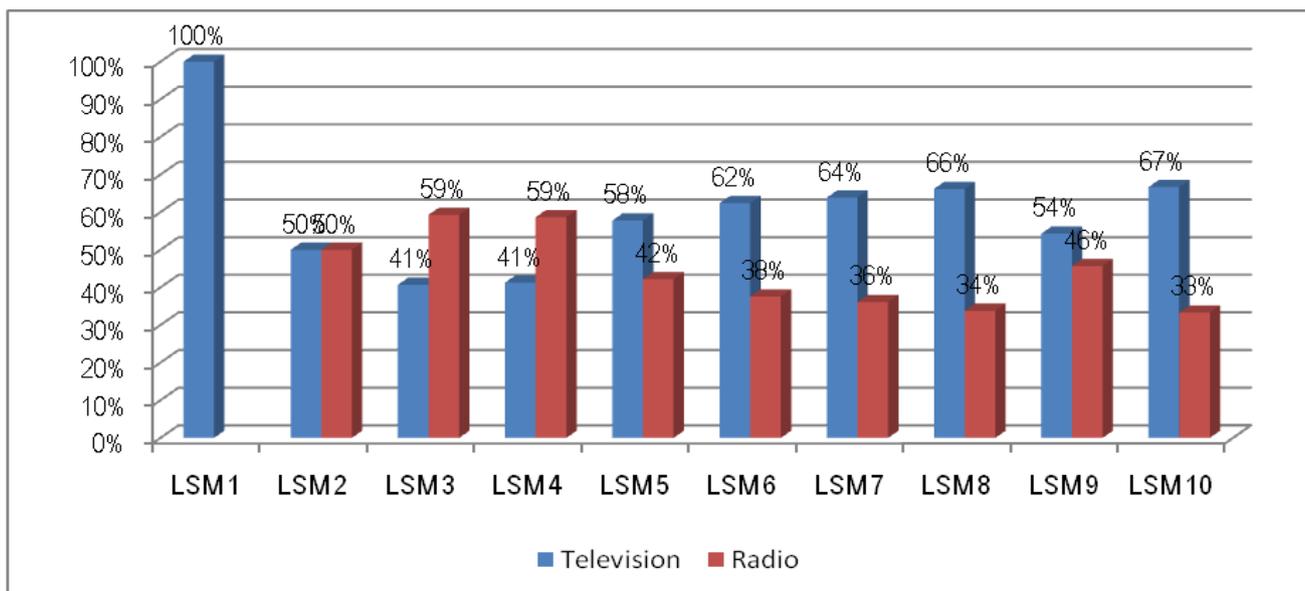
Close to three-quarters of the respondents (73.1%) tuned in to the radio or TV on a daily basis to get current information. Furthermore, the trust that respondents had for both radio and TV was very high. Table 3.8 shows that 94.0% of the respondents either trusted very much or somewhat trusted the radio while 94.5% did the same for the TV.

Table 3.8: Usage of radio and/or television to get information on events and news and trust

Usage of radio or TV to get information on current events and news		Level of trust in radio?		Level of trust in Television	
	%		%		%
Every day	73.1	Trust very much	51.0	Trust very much	54.9
Once a week	8.9	Somewhat trust	43.0	Somewhat trust	39.6
Several times a week	16.4	Don't trust	3.4	Don't trust	4.1
Never	1.6	Don't trust at all	0.9	Don't trust at all	1.4

Cross tabulation analysis of respondents (993) in relation to trust on radio as a source of news and current affairs was conducted against gender and the results show that 53.1% of females and 46.9% males trusted radio very much. Therefore, it could be said that females trusted radio as a source of news and current affairs more than their male counterparts.

A similar trend was observed where more females trusted very much and more males did not trust television at all as their source of news and current affairs. As reported earlier, a total of 160 respondents had attained primary level of education while 160 had attained certificate/diploma qualifications. More primary education respondents (92) trusted radio 'very much' compared to certificate/diploma holders (77). However, when it comes to television, certificate/diploma respondents (102) trusted television very much compared to primary education holders (71).

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3.3 RADIO LISTENERSHIP SECTION

3.3.1 Mode of Radio Listening

As shown in Table 3.9, the study found that the majority of respondents listen to the radio at home (91.3%), and very few of them also listen to the radio through mobile phones (26.0%), on transit (12.9%), from a car (12.7%) and other households (11.1%). Most respondents use terrestrial [not using satellite] (87.6%), and either DSTV or Philibao (10.1%) to listen to their radio. The majority of respondents (92.0%) indicated that their households had functional radio sets. Close to a three-quarters of them (77.6%) had only one radio while 22.4% had between two and three radios in their households. Asked if they knew that internet broadcasting services is in Botswana, only 16.0% indicated having such knowledge. Therefore, it was not surprising to find that only 6.6% of them indicated having listened to radio through the internet at least every week. The preferred languages to be used for broadcasting on radio were Setswana (67.3%) and English (30.5%).

Table 3.9: Radio listenership

	YES		NO	
	Frequency	%	Frequency	%
At home	875	91.3	83	8.7
In transit / public transport (bus/taxi/kombi)	124	12.9	834	87.1
On a mobile phone / cell phone	249	26.0	709	74.0
Another household	106	11.1	852	88.9
Office / place of work	65	6.8	893	93.2
In a restaurant	7	0.7	951	99.3
Internet café	3	0.3	955	99.7
In a car	122	12.7	836	87.3
In the market place / shops	39	4.1	919	95.9
Online radio streaming	5	0.5	953	94.8
Radio at school	12	1.3	946	98.7
Radio at resource centre	5	0.5	953	94.8

3.3.2 Radio Awareness and Listenership

Radio awareness level refers to the number of people who recalled the existence of radio stations' (spontaneously and aided/ when prompted). Respondents were further asked the stations that they had ever listened to, their favourite radio station and those that they listened to most often.

Table 3.10: Awareness of radio stations and market share

	Unprompted / Unaided Awareness		Prompted / Aided Awareness	Ever Listened	Favourite	Most Often	Market share	
	Top of Mind (first mention)	Spontaneous					Favourite & Most Often	
RB1	569	372	15	928	411	429	840	43.9
RB2	157	762	31	890	325	327	652	34.1
Duma FM	92	606	193	665	76	72	148	7.7
Yarona FM	82	555	242	633	90	87	177	9.3
Gabz FM	23	517	312	565	16	10	26	1.4
Motsweding FM	27	381		347	26	26	52	2.7
Thobela FM	1	70		49	2	2	4	0.2
Lesedi FM	-	62		41	1	-	1	0.1
Jacaranda FM	-	52		36	1	1	2	0.1
Radio 702	-	6		2	1	-	1	0.1
Metro FM	-	3		2	2	1	3	0.2
Kin Web Service DRC	-	1		1	1	1	2	0.1
Good Hope FM	-	-		1	1	1	2	0.1
Ikwekwezi FM	1	1		2	1	1	2	0.1
YFM	3	24		17	-	-	0	0.0
Radio Zimbabwe	2	-		2	-	-	0	0.0
Ukhozi FM	1	2		3	-	-	0	0.0
5FM	-	5		-	-	-	0	0.0
Letsatsi	-	1		-	-	-	0	0.0
Phalaphala FM	-	1		-	-	-	0	0.0
Sotho	-	1		-	-	-	0	0.0
Radio 2000	-	2		-	-	-	0	0.0
Ligwala gwala FM	-	4		-	-	-	0	0.0
Total	**958**	**3428**	**793**	**4184**	**954**	**958**	**1912**	**100**

Table 3.10 shows that of the 958 respondents who answered the awareness question, 569 respondents identified RB1 top of the mind radio, followed by RB2 (157), Duma FM (92), Yarona (82), Motsweding (27) and Gabz FM (23). It is clear that Motsweding FM had more top of mind responses than local radio station Gabz FM. Other radio stations recalled included Thobela FM, YFM, Radio Zimbabwe, Ukhozi FM, and Ikwekwezi FM.

Cross tabulation analysis between top of mind private radio stations and locations revealed that a total of 152 (15.9%) respondents recalled the three private radio stations top of mind without being prompted. Private radio stations currently have nine (9) transmission sites namely Lobatse, Gaborone, Mahalapye, Serowe, Selibe Phikwe, Francistown, Maun,

Tlokweng and Mochudi. Duma FM had the highest responses of 72 (47.4%), followed by Yarona FM with 64 (42.1%), while Gabz FM was the least mentioned radio station with 16 (10.5%) responses. Further analyses revealed that more females (54.7%) were able to recall RB1 first than their male counterparts (45.3%). The same applied to Duma FM females (55.4%); males (44.6%).

RB2 (762) was the most spontaneously recalled radio station, followed by Duma FM (606), Yarona (555), Gabz FM (517) and RB1 (372). It is clear that all private stations are nationally known. However, many respondents (312) recalled Gabz FM only after being prompted. The spontaneous category cross tabulation analysis of private radio stations shows that a total of 459 respondents spontaneously mentioned Duma FM, 416 mentioned Yarona FM while 389 respondents mentioned Gabz FM in the nine (9) locations that private stations reached. Government run radio stations were well known across the country as only few people had to be aided to remember them.

Collated data also indicated that the ever listened to radio stations were RB1 (928), RB2 (890), Yarona FM (633), Duma FM (665), Motsweding (347), Gabz FM (565), Thobela (49), Lesedi (41) and Jacaranda (36). Other stations had less than 20 people who had ever listened to them. Favourite radio stations included RB1 (411), RB2 (325), Yarona FM (90), Duma FM (76), and Gabz FM (16). The five (5) top most listened to radio stations were RB1 (429), RB2 (327), Yarona FM (87), Duma FM (72), and Motsweding FM (26).

In respect to respondents' favourite radio stations, 37.7% emanated from major rural villages, 36.2% from cities, 15.7% from rural villages and 10.4% from towns. Furthermore, of the 347 city dwellers, 69.5% of them choose government radio stations (RB1 and RB2) as their favourite while only 25.6% indicated the three private radio stations to be their favourite. Of the 150 rural village dwellers, 81.3% listened to government radio stations while private station listenership accounted for 13.3%. The trend was consistent in towns and major rural villages.

This could further be seen in Table 3.10.7 (Appendix 5) that RB1 had 400 listeners who chose it as their favourite station and also listen to it most often. It was followed by RB2 (304), Yarona FM (79), Duma FM (63) and Motsweding FM (22). Given this finding, it could be said that there is an association between 'favourite radio station' and 'listened to most often radio station' in the population from which this sample of 958 respondents was drawn.

The above assessment of radio awareness is further supported by Figure 3.3 which shows the last time a radio station was listened to. RB1 (643) and RB2 (516) were mostly listened to a day before the respondents were interviewed, or seven days before the interviews were conducted. As shown in Figure 3.3, Duma FM, Yarona FM, and Gabz FM also showed a significant level of listernership on both the day before the interview and previous seven days. In conclusion, the best or favorite station is RB1, followed by RB2, Yarona FM and Duma FM.

Figure 3.3: Last time radio station was listened to
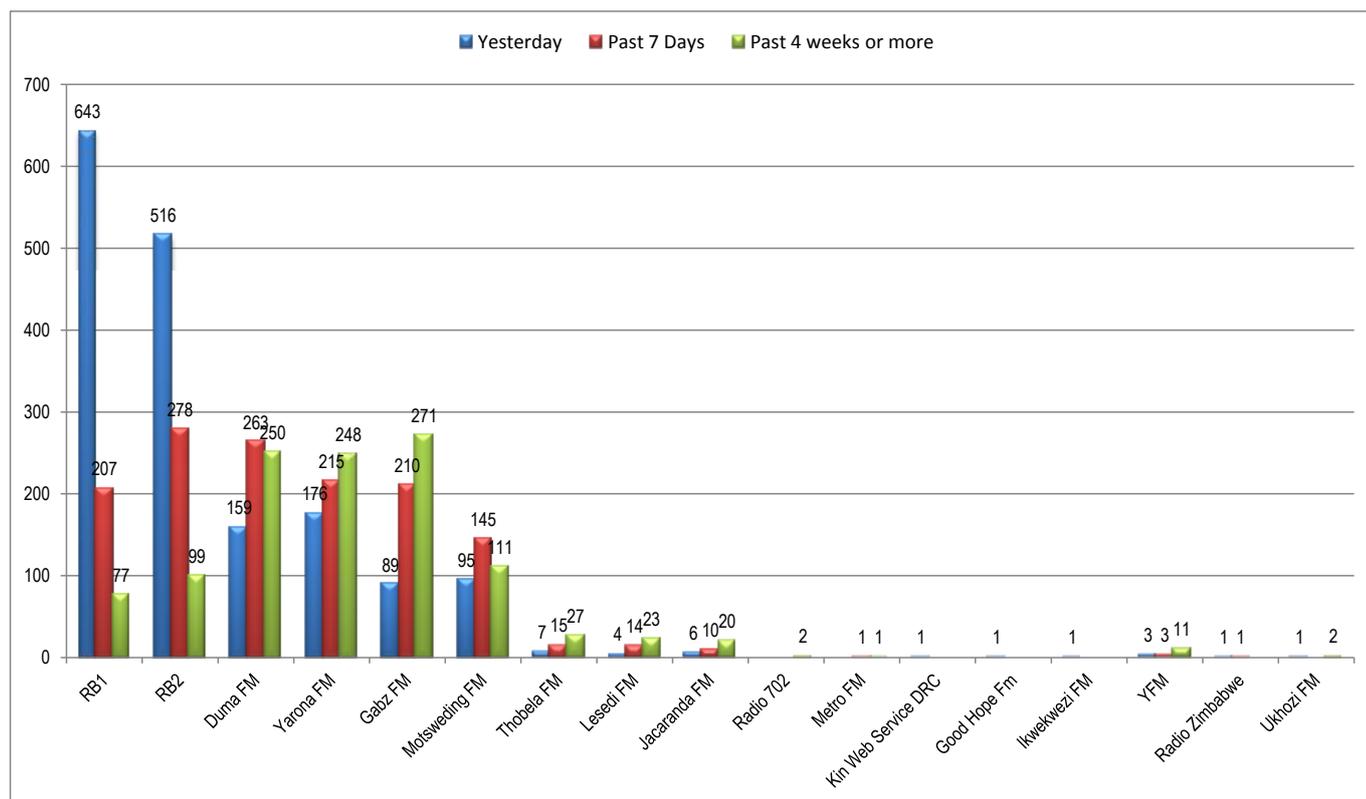
Table 3.10.1 in (Appendix 5) stipulates radio awareness (Top of Mind) as per LSMs. The extreme LSMs such as LSM 1, LSM 2, LSM 9 and LSM 10 were found not to be very influential on radio listenership. Two LSMs (LSM 5 and LSM 6) were found to be very prominent in radio listenership particularly with respect to listening RB1, RB2, Duma FM, Gabz FM, Yarona FM, and Motsweding FM. On the other hand, Table 3.10.2 in (Appendix 5) analyzed whether top of mind radio stations were influenced by location. The findings are such that radio awareness (top of mind) was higher for cities and major villagess than in towns and rural villages. In addition Table 3.10.2 in (Appendix 5) also shows that the most often listened to radio station was high in cities and major villages than in towns and rural villages. However, the most listened to radio stations; particularly RB1, RB2, Gabz FM and Yarona FM were evenly spread across all area.

In terms of gender, findings show that more females (56.6%) listened to RB1 most often than their male counterparts (43.4%). On the other hand, more males (56.9%) listened to Duma FM more often than their female counterparts (43.1%). This however, is in sharp contrast with the top of mind data for Duma FM which established that more females (55.4%) recalled Duma FM first than males (44.6%) respondents. Overall private radio stations had more male listeners (21.1%) than females (14.3%) while the government stations had more female listeners (83.2%) than males at (74.4%).

Top of mind, most often and favourite radio stations were also cross tabulated with disability and the results in Table 3.10.3 in (Appendix 5) show that people living with disability were more aware of RB1 than those living without disability. Top of mind Table 3.10.4 in (Appendix 5), most often Table 3.10.5 in (Appendix 5) and favourite radio Table 3.10.6 in (Appendix 5) stations were also cross tabulated with LSM to identify the most influential LSMs in radio awareness. For

spontaneity, Table 3.10.4 in (Appendix 5) shows that the majority of the respondents were concentrated on LSM 4 to LSM 9, with LSM 6 being the most prominent, while for the favourite radio station Table 3.10.5 in (Appendix 5) the majority of the respondents were concentrated on LSM 4 to LSM 7 with LSM 6 being the most prominent. The majority of the respondents on the most often listened to radio station were concentrated in LSM 4 to LSM 8, with LSM 6 being the most prominent. These findings applied to all the radio stations particularly the top five radio stations (RB1, RB2, Duma FM, Gabz FM, and Yarona FM).

3.3.3 Reasons for Selecting Favourite Radio Station

Respondents were asked to give three reasons that make a station their favourite. These three reasons were aggregated to make up the top reasons and then changed into percentates. As Figure 3.4 shows, a radio station becomes a favourite because of its programs (20.6%), good entertaining presenters (18.4%), and the excellent music it plays (12.5%). In terms of private radio stations versus government stations, more males (22.6%) chose private radio stations as their favourite compared to their female counterparts (15.5%). With respect to government stations, more females chose these stations as their favourites (81.4%) than males (72.1%).

Figure 3.4: Three top reasons that make a station a favourite radio station
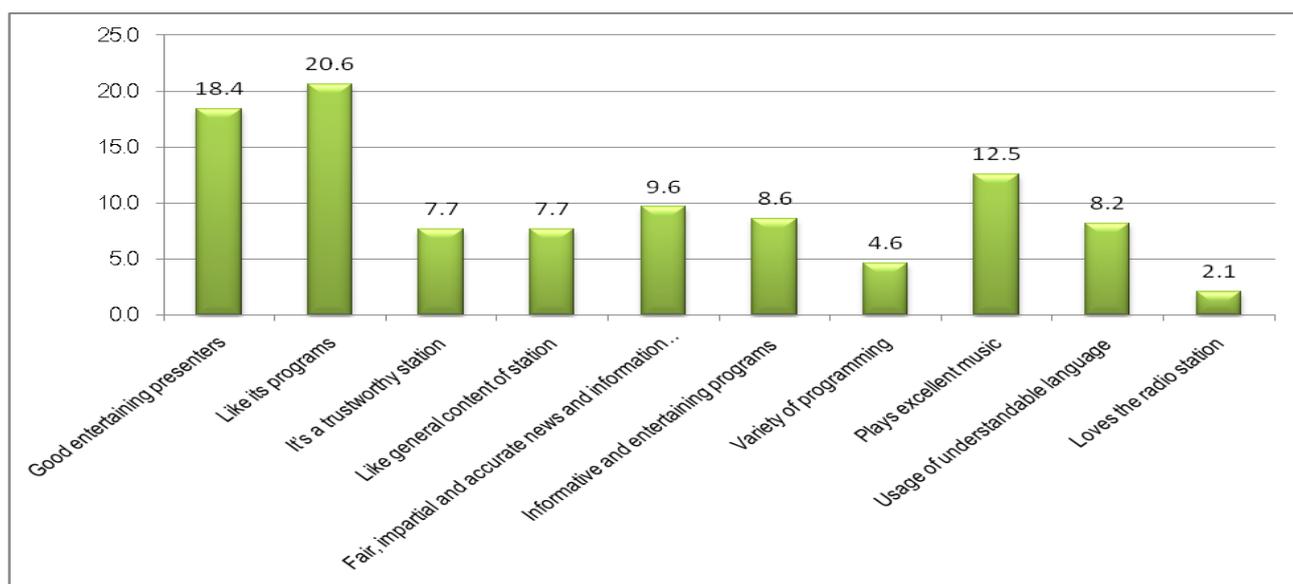
The study was also interested in understanding the locations and characteristics of respondents for specific favourite radio station. This study has already shown that RB1 dominated the airwaves as the favourite radio station in the city (40.1%), towns (42.0%), major villages' (44.6%) and rural villages (46.0%). It has emerged that out of 23 localities, RB1 was respondents' favourite in 15 localities compared with seven (7) for RB2. However, RB2 was respondents' favourite in Selibe Phikwe (41.5%) than RB1 (37.7%). It was also ahead in Ghanzi (60.0%), Kang (50.0%), Tsabong (60.0%), Letlhakane (60.0%), Mochudi (45.1%) and Kanye (49.0%).

In terms of private radio stations, Yarona FM was ahead as favourite station in cities (13.3%) compared to Duma FM (10.4%). It was also more favoured in major villages (8.9%) than Duma FM (6.1%). On the other hand Duma FM was more favoured in towns (9.0%) than Yarona FM (6.0%), and was also leading in rural villages (6.0%) than Yarona FM's (4.0%). Gabz FM does not seem to be a significant player in private radio broadcasting.

Different radio stations sometimes target specific age groups in their programming. Table 3.10b shows that out of the 179 respondents who fell in the 15 to 19 age group, 56.4% favour RB2, 20.7% chose RB1 while 16.2% favoured Yarona FM. In the 35 to 39 age group which had 89 respondents, RB1 accounted for 59.6% as a favourite station followed by RB2 at 24.7%. The study found that 84.4% of the respondents in the 15 – 29 age cohorts chose Yarona FM as their favourite radio station. Additionally, as age increased, the number of respondents that selected Yarona FM as their favourite decreased. As for RB1, respondents aged 30 years and more accounted for 68.4% of those who chose it as their favourite while the same age group for Gabz FM was 56.3%. Therefore the older people become, the higher the likelihood of them listening to RB1 as the available data shows that respondents who favour RB1 increased with age.

Table 3.10b Favourite radio station and age groups

Favourite Radio Stations	Age Groups (%)										
	15 - 19	20 - 24	25 - 29	30 – 34	35 - 39	40 - 44	45 - 49	50 - 54	55 - 60	61 - 65	+66
RB1	20.7	22.3	31.5	48.6	59.6	66.1	66.7	79.4	87.0	91.3	84.6
RB2	56.4	45.7	39.5	29.7	24.7	16.9	7.8	8.8	0.0	0.0	5.1
Duma FM	3.9	10.1	11.7	2.7	10.1	10.2	15.7	5.9	13.0	0.0	0.0
Gabz FM	0.0	1.6	2.5	4.5	2.2	0.0	3.9	0.0	0.0	0.0	0.0
Yarona FM	16.2	18.1	8.0	6.3	1.1	3.4	3.9	2.9	0.0	0.0	2.6
Motsweding FM	1.7	1.1	4.9	5.4	2.2	3.4	2.0	0.0	0.0	0.0	5.1
Thobela FM	0.0	0.5	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lesedi FM	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Jacaranda FM	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Radio 702	0.0	0.0	0.6	0.9	0.0	0.0	0.0	0.0	0.0	8.7	2.6
Metro FM	0.0	0.0	0.6	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0
Kin Web Service DRC	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Good Hope FM	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ikwekwezi FM	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

3.3.4 Time Spent Listening To the Radio

Table 3.11 shows that the majority of respondents (51.0%) spent one or more hours listening to the radio every day. Only 30.6% spent less than 41 minutes listing to the radio.

Table 3.11: Time spent listening to the radio

	Frequency	Percent %	Cumulative Percent
Less than 20 minutes	52	5.6	5.6
Between 21 minutes and 40 minutes	232	25.0	30.6
Between 41 minutes and 59 minutes	170	18.3	48.9
Between 1 hour and 3 hours	289	31.1	80.1
More than 3 hours	185	19.9	100.0
Total	**928**	**100.0**	

Regarding the average time respondents listened to the radio between Monday and Friday, Table 3.12 shows that only two radio stations (RB1 [mean = 4.00] and RB2 [mean = 3.80]) had above average mean score. Most of these listeners belonged between LSM 2 and LSM 6 for RB1 and LSM 6 to LSM 9 for RB2. The highest concentration for RB1 respondents belonged to LSM 4 (mean = 4.70) and for RB2 belonged to LSM 6 (mean = 3.89). Radio stations which had less than 20 respondents were excluded from the analysis and they include YFM, Radio 702, Metro, Kin Web Service DRC, Sotho, 5FM, Radio Zimbabwe, Ukhozi FM, and Ligwala gwala FM.

With regards to weekend (Saturday and Sunday) viewership patters, respondents who mostly listened to RB1 and RB2 radio stations on Saturday emanated from LSM ranging between 2 and 7 with the greatest concentration being on LSM 3 (mean = 3.55) for RB1 and LSM 5 for RB2 (mean = 3.05). Sunday listenership was relatively very low across all radio stations. For further details, refer to Table 3.13.

Table 3.12: Average weekday (Monday – Friday) radio listenership time against LSM

	Total	LSM 1	LSM 2	LSM 3	LSM 4	LSM 5	LSM 6	LSM 7	LSM 8	LSM 9	LSM 10
RB1	4.00	3.00	4.25	4.32	4.70	4.19	3.87	3.58	3.35	3.68	2.33
RB2	3.80	3.00	3.33	3.29	3.53	3.77	3.89	3.85	4.06	4.13	3.17
Duma FM	2.69	2.00	2.50	2.20	2.92	2.60	2.82	2.66	2.38	2.55	2.33
Gabz FM	2.25	3.00	2.00	1.88	2.17	2.04	2.32	2.38	2.40	2.63	1.83
Yarona FM	2.77	2.00	2.00	2.50	2.55	2.58	2.80	3.08	2.94	2.86	3.67
Motsweding FM	2.82	4.00	2.00	2.00	3.02	2.99	2.67	2.71	3.00	2.82	2.67
Thobela FM	2.08				4.00	2.09	2.00	1.50	2.50	1.00	1.00
Lesedi FM	1.88			2.00		2.00	1.73	1.60	1.50	2.20	4.00
Jacaranda FM	2.46			2.00	3.50	2.50	2.25	2.00	3.00	1.00	

Key 1 = Never; 2 = Sometimes/ Once; 3 = Twice; 4 = Three times; 5 = Four times; 6 = Five times or more

Table 3.13: Average weekend (Saturday and Sunday) radio listenership time against LSM

	Total	LSM 1	LSM 2	LSM 3	LSM 4	LSM 5	LSM 6	LSM 7	LSM 8	LSM 9	LSM 10
SATURDAY											
RB1	3.02	2.00	3.50	3.55	3.52	3.13	2.99	2.69	2.44	2.65	1.50
RB2	3.01	2.00	2.33	2.52	2.86	3.05	2.95	3.12	3.27	3.42	2.67
Duma FM	2.06	2.00	1.50	1.60	2.31	2.07	2.07	2.07	1.81	1.90	2.00
Gabz FM	1.73	2.00	1.50	1.38	1.74	1.63	1.82	1.84	1.64	1.63	1.17
Yarona FM	2.18	2.00	1.50	2.13	2.03	2.07	2.18	2.35	2.24	2.25	3.17
Motsweding FM	2.29	3.00	1.00	1.75	2.53	2.50	2.12	2.25	2.64	1.76	2.00
Thobela FM	1.86	-	-	3.00	1.00	1.70	1.96	2.00	2.50	1.33	1.00
Lesedi FM	1.58	-	-	1.00	3.00	1.70	1.81	1.00	1.50	1.20	1.00
Jacaranda FM	1.92	-	-	2.00	2.00	1.38	2.22	2.00	3.00	1.25	
SUNDAY											
RB1	2.53	2.00	2.00	2.86	2.93	2.57	2.47	2.44	2.00	2.53	1.67
RB2	2.32	2.00	2.33	1.90	2.28	2.26	2.34	2.43	2.37	2.53	2.17
Duma FM	1.73	2.00	1.50	1.40	1.83	1.74	1.79	1.81	1.60	1.25	1.17
Gabz FM	3.27	2.00	1.50	1.75	1.47	1.43	6.58	1.54	1.56	1.46	1.17
Yarona FM	1.83	2.00	1.50	2.00	1.73	1.77	1.81	1.94	1.92	1.78	3.00
Motsweding FM	2.03	3.00	2.00	1.75	2.02	2.35	1.94	1.91	2.00	1.80	1.00
Thobela FM	1.77	-	-	3.50	1.00	2.00	1.65	2.25	1.50	1.33	1.00
Lesedi FM	1.47	-	-	1.00	6.00	1.50	1.44	1.25	1.00	1.33	1.00
Jacaranda FM	1.75	-	-	2.00	1.88	1.89	1.50	1.25	2.67	1.33	

Key 1 = Never; 2 = Sometimes/ Once; 3 = Twice; 4 = Three times; 5 = Four times; 6 = Five times or more

3.3.5 Reasons for Listening To the Radio at a Particular Slot

Asked the specific time slot that respondents listen to the radio stations, RB1 faithful tuned in early morning between 06H01-08H00 (245); midday 12H01-14H00 (221); and evening 18H01- 20H00 (200). RB2 respondents mostly tuned in late afternoon between 16H00 -18H00 (166); early afternoon 14H01 -16H00 (147); evening 18H01- 20H00 (129); and noon 12H01-14H00 (126) in that sequence (see Table 3.14.1 in Appendix 5). Yarona FM respondents mostly listened to the station in the evening 18H01- 20H00 (43) and late afternoon 16H00 -18H00 (39) while Duma FM respondents mostly listened in the evening 18H01- 20H00 (34). Gabz FM respondents were consistent from early morning 04H00-06H00 (10); late evening 22H01-00H00 (10); and night 00H01-04H00 (10).

Respondents were also asked to indicate the specific time slots they listened to the most often listened to radio on Saturdays and Sundays. As shown on Table 3.14.2 and Table 3.14.3 in (Appendix 5), on Saturday RB1 was mostly listened to between 12H01-14H00 (184); 08H01-10H00 (159); 06H01-08H00 (152); and 14H01 -16H00 (145) while on Sunday it was mostly listened to between 08H01-10H00 (172); 06H01-08H00 (158); and 12H01-14H00 (133). On

Saturday, RB2 was mostly listened to between 14H01 -16H00 (151); 16H00 -18H00 (143); and 08H01-10H00 (119), while on Sunday, it was mostly listened to between 08H01-10H00 (96). The rest of the radio stations were minimally listened to on Saturday and Sunday.

Table 3.14: Reasons for radio listenership at a particular time slot

	YES		NO	
	Frequency	%	Frequency	%
I like the presenter	528	55.1	430	44.9
I like the program	792	82.7	166	17.3
Because it's my free time	243	25.4	715	74.6
Boredom / loneliness	107	11.2	851	88.8
I listen to hear adverts / commercials	77	8.0	881	92.0
Music played	509	53.1	449	46.9
To learn something new	368	38.4	590	61.6
I like the general content	283	29.5	675	70.5

Table 3.14 shows that the majority of respondents liked to listen to the radio because: - they liked the program (792), liked the presenter (528) or of the music played (509) in order to learn something new (368). In addition, Figure 3.5 identifies the programs which respondents listened to the most. These were News (819); Music (696); sports shows (475); and interviews (292). The least listened to radio programs were travel news and travel reports (59) and children's programs (63).

Figure 3.5: Programs listened to the most on radio

Broadcasting Audience Survey 2012/2013
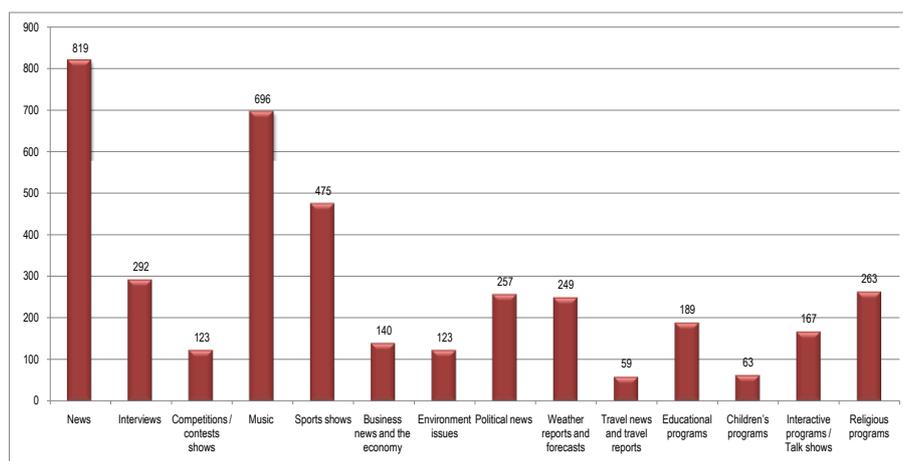
3.3.6 Reasons Why People Listen To a Particular Radio Station

Respondents were also asked whether the radio station listened to most often in Table 3.10 had always been the radio station they listened to most often. Figure 3.6 shows that 419 respondents said that RB1 had always been the most listened to radio station for them. This was almost similar to the 429 who had indicated in Table 3.10 that they listened to RB1 most often. The same applied to RB2 which had 327 respondents listening to it the most but having 294 indicating that it had always been the radio station they listened to the most. The Yarona FM listeners were the same (69), and this was a similar trend with most of the radio stations. This indicates a certain level of loyalty to the radio stations.

For each listener, the loyalty is the percentage of his or her listening time spent with each station. In order to understand the level of loyalty further, respondents were asked the length of time they have been with their current most often listened to radio station. Table 3.15 shows that loyalty is higher for RB1, RB2, and Yarona FM while it is moderate for Duma FM, Gabz FM and Motsweding FM. The loyalty level for other radio stations was low. Furthermore, respondents were also asked about the radio station they listened to most immediately before switching off. The study found that respondents listened to RB1 (38.1%); RB2 (36.9%); Duma FM (8.3%); Gabz (2.4%); Yarona FM (4.8%); Motsweding FM (4.8%); Thobela FM (1.2%); Jacaranda FM (1.2%); and did not listen to any radio station (2.4%) before switching to their current stations.

Figure 3.6: Respondents loyalty to radio stations listened to most often
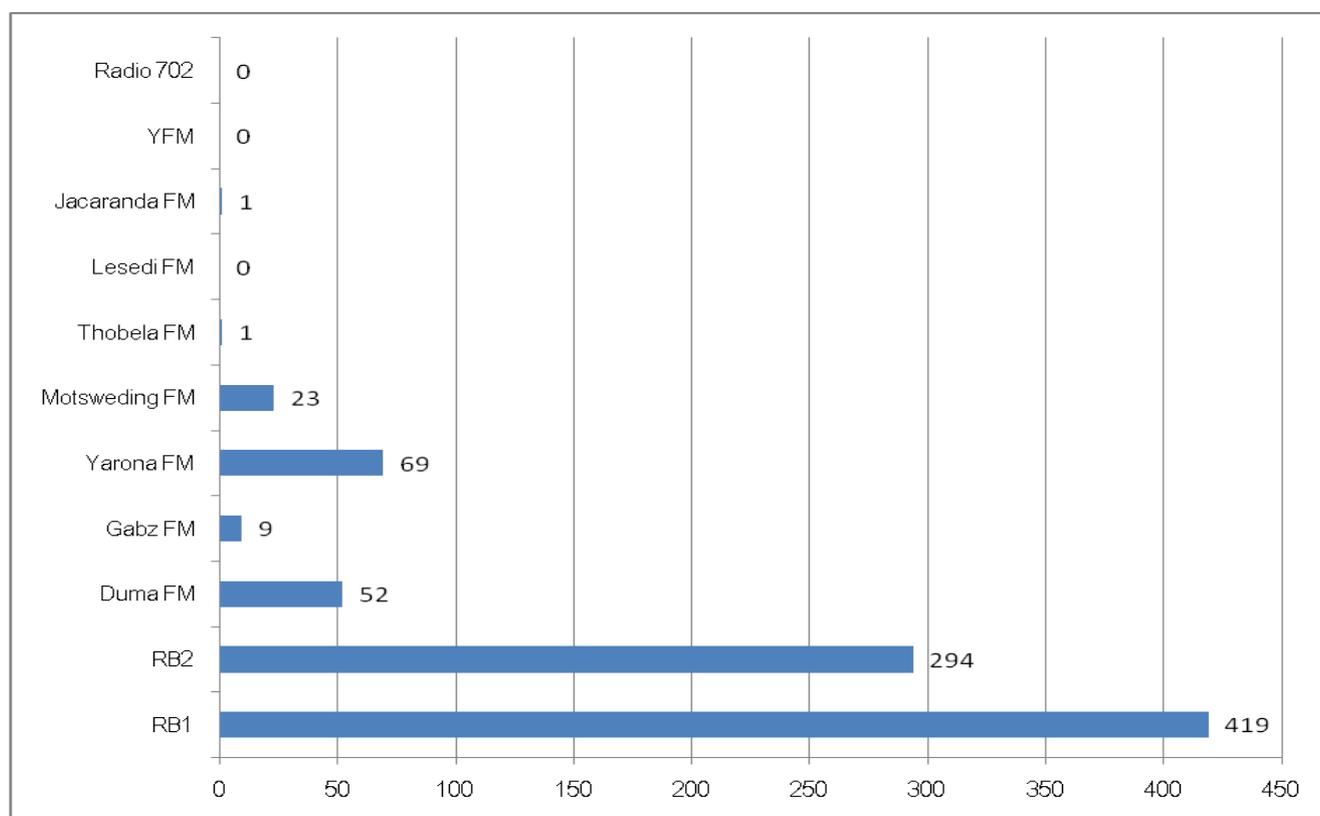
Table 3.15: Length of time with the most often listened to radio station

	Less than 1 month	1-3 Months	4-6 Months	More than 6 months
RB1	4	2	38	375
RB2	1	2	31	259
Duma FM	1	1	6	44
Gabz FM	0	0	2	7
Yarona FM	1	1	7	59
Motsweding FM	0	0	4	19
Thobela FM	0	0	0	1
Jacaranda FM	0	0	0	1

Respondents' main reasons they listened most often to particular radio station are good entertaining presenters (71.8%); excellent music (58.3%); and Informative and entertaining programs (51.5%) as shown in Table 3.16. The radio stations that were highly rated on good entertaining presenters were Motsweding FM (81.5%); Yarona FM (80.5%); RB2 (77.4%) and Gabz FM (70.0%). Stations which were highly rated on excellent music were Yarona (78.2%), RB2 (70.0%); and Gabz FM (60.0). In terms of Informative and entertaining programs, Gabz FM (80.0%) and Motsweding FM (63.0%) were found to be very highly rated. In addition to the above, the study also wanted to identify favourite local radio presenters. While there were many presenters identified as shown in Table 3.16.1 in (Appendix 5), the study found the following ten as favourite local radio presenters Lesego Kgajwane (17.4%); Dj Sly (13.4%); Thuso Letlhoma (10.5%); Gaone Tlhasana (8%); Goitseone Moatlhodi (6.7%); Mogatusi Kwapa (3.6%); Fundi "Fundamental " Gaoforwe (3.5%); Geoffery Motshidisi (3.1%); Zibanani O'neal Madumo (2.3%); and Dj Obza (2.2%), accounting for 70.7% of the respondents.

Furthermore, the study also identified a number of radio programs that respondents pointed out as the favourite programs as shown in Table 3.16.2 in (Appendix 5). The ten most favourite radio programs as shown in Table 3.16.2 in (Appendix 5) are Makgabaneng (9.9%); Masa-a-sele (7.7%); Orange Top 40 countdown (6.6%); Sports Show (5.4%); News (English) (5.4%); News (Setswana) (4.3%); Maokaneng (3.7%); Easy Drive (3.6%); Urban Flavours (3.4%); A re bueng (3.2%), accounting for 53.2% of the respondents.

Table 3.16: Reasons for listening to the radio station most often

	RB1	RB2	Duma FM	Gabz FM	Yarona FM	Motsweding FM	Total
Good entertaining presenters	60.8	77.4	60.8	70.0	80.5	81.5	**71.8**
Variety of programming satisfying my needs	52.2	48.9	41.1	50.0	37.9	55.6	**47.6**
Trustworthy station	45.8	22.6	27.4	30.0	21.8	55.6	**33.9**
General content of the station	40.1	38.8	35.6	30.0	42.5	48.1	**39.2**
Fair, impartial and accurate news and information programs	53.1	34.3	58.9	60.0	31.0	44.4	**47.0**
Informative and entertaining programs	41.5	37.6	45.2	80.0	41.4	63.0	**51.5**
Plays excellent music	35.0	70.0	50.7	60.0	78.2	55.6	**58.3**
Use understandable language	46.6	30.3	28.8	20	28.7	37.0	**31.9**
Work forces me to listen to that station	2.8	.9	0	0	3.4	0	**1.2**
It is the only radio station in my area	.9	.6	1.4	0	1.1	0	**0.7**
Love the radio station	21.2	20.8	19.2	30	26.4	18.5	**22.7**

3.3.7 Radio Regulation and Content

The study tested the respondents' knowledge of the regulatory arrangement in Botswana and established as shown in Table 3.17 that over a half (52.2%) of the respondents knew that radio was regulated on what it can broadcast while the rest either did not know (28.1%) or said there was no regulation (19.7%). The majority (54.0%) of the respondents did not know that broadcasters regulated by National Broadcasting Board (NBB) had Codes of practice to abide by. Those who indicated that they knew the existence of a Code for radio broadcasters (86.8%) believed that radio stations abide by the Code.

Table 3.17: Radio regulations and content

	YES		NO	
	Frequency	%	Frequency	%
Radio regulation				
Radio regulated in terms of what can be broadcast	500	52.2	189	19.7
Radio broadcasters have Code	441	46.0	517	54.0
Radio broadcasters abide by the Code	383	86.8	58	13.2
Knowing procedure to lodge a complaint	204	21.4	748	78.6
Ever filed a complaint	3	1.7	170	98.3
Concerns about what is broadcast on radio	197	21.1	736	78.9
Offensive content				
Bad language (spoken or song lyrics)	62	31.5	135	68.5
Bad taste/ shock tactics	33	16.8	164	83.2
Drug references	6	3.0	191	97.0
Inappropriate programmes broadcast before the watershed	27	13.7	170	86.3
Intrusive/ confrontational	14	7.1	183	92.9
Quality Of Content / Repeats				
Lack of originality/ programmes are too similar	68	34.5	129	65.5
Not enough programmes for my age group	74	37.6	123	62.4
Poor quality programmes	65	33.0	132	67.0
Too many phone-in programmes	36	18.3	161	81.7
Too much sport	30	15.2	167	84.8

Advertising / Sponsorship				
Irritating/ annoying sponsorship messages	42	21.3	155	78.7
Too many advertising breaks	60	30.5	137	69.5
Don't trust the broadcasters/ broadcasters not respecting audiences	27	13.7	170	86.3
Phone-in competitions that are fixed/ faked	38	19.3	159	80.7

The study also found that respondents (78.6%) were not aware that there was a procedure that they could follow to lodge their complaints when they had been wronged by broadcasters. However, as Table 3.17 shows, most respondents (83.3%) had never filed a complaint about radio broadcast content found unacceptable. A minority (1.5%) had ever done so. They lodged a complaint by either making a "call and/or a letter to the radio station" or by sending and SMS to the radio station. It is important to note that most respondents (78.9%) did not have any concerns about what was broadcast on radio.

Under offensive content, the study found that most respondents were satisfied with the content with the exception of bad language (spoken or song lyrics) (62%). The quality of content was found to be poor, mainly because of lack of originality/ programmes were too similar (68%), not enough programmes for the respondents' age group (74%), and poor quality programmes (65%). The study found that Advertising / Sponsorship was found acceptable. However, Table 3.16 shows that respondents were dissatisfied about too many advertising breaks (60%).

Table 3.18: To what extent do you agree or disagree with the following statements?

		Mean	Std. Deviation
1	Radio listeners must be protected from hearing inappropriate or offensive content	4.47	.749
2	Radio covers news and events objectively	4.04	.832
3	I listen to the radio as a result of boredom and loneliness	3.11	1.099
4	Radio programs satisfy my needs and expectations	3.70	.914
5	Radio helps me forget my problems	2.89	1.221
6	I listen to the radio to acquire information and knowledge	4.33	.625
7	Radio help in promoting family solidarity and harmony	3.76	.957

Key 1 = Strongly disagree, 2 = Disagree, 3 = Neither agree nor disagree   , 4 = Agree, 5 = Strongly Agree

The study also found that while listeners felt strongly that they must be protected from hearing inappropriate or offensive content (mean = 4.47), they also believed that radio in Botswana covered news and events objectively (Mean = 4.04). That is why they emphasised that they listened to the radio to acquire information and knowledge (Mean = 4.33). As shown in Table 3.18, other important reasons advanced for listening to the radio were that the radio helped in promoting family solidarity and harmony (Mean = 3.76), eased boredom and loneliness (Mean = 3.11), satisfied needs and expectations (Mean = 3.70) and helped respondents forget their problems (Mean = 2.89).

4.0 Television Viewers Background

This section covers respondents' attitudes and perceptions towards television stations and programmes. The study found that 927 (92.2%) respondents had watched TV during the past seven days. Of the 78 (7.8%) who did not watch TV, 66.7% of them had either no time to watch TV in the last 7 days, or had nowhere to watch TV. Additionally, 28.2% said they did not watch TV because they had never watched TV in their lives, while 5.1% did not watch TV due to disability reasons. Furthermore, the study found that 867 (88.6%) had television sets in their households. Out of a total of 865, 75.5% said that they had one television set while 18.6% had two sets. Only 5.1 of the respondents had more than two television sets. The total number of respondents was 1005 coming from cities (360), towns (105), major villages (374) and rural villages (166).

Respondents were asked to give one (1) or more places they watch television from. Table 4.1 shows that the majority of respondents (835) watched TV at home. This was followed by those who watch TV at another household (198), in the market places/shops (36) and at place of work/office (25). The other potential ways through which respondents could watch TV were insignificant. All these other sources had less than 20 respondents. Table 4.1 also shows that the number of people watching TV at home was almost similar across locations. In television, the preferred languages to be used for broadcasting were Setswana (53.3%) and English (44.8%).

Table 4.1: Where TV was normally watched

	City	Town	Major Village	Rural Village	Total
At home	299	82	310	144	**835**
Another household	75	18	70	35	**198**
In the market place / shops	12	1	18	5	**36**
Office / place of work	6	3	10	6	**25**
In a restaurant	5	2	5	2	**14**
At Resource centre	2	0	1	6	**9**
In transit / public transport (bus/taxi/kombi)	1	1	4	2	**8**
At school	6	0	0	2	**8**
Bar	1	1	2	1	**5**
Online television streaming	1	0	1	1	**3**
On a mobile phone / cell phone	1	0	0	0	**1**
Internet café	0	0	1	0	**1**
Other(s)	1	0	0	0	**1**
Total	**410**	**108**	**422**	**204**	**1144**

Watching TV from different places varied according to LSM. It was largely concentrated on LSM 4, 5, 6, and 7. Table 4.2 shows that the majority of LSM 5 (50%) watched TV in public transport while most LSM 6 watched TV at in a restaurant (42.9%), and at home (36.6%). Watching TV from the car was removed from the analysis because no respondent indicated that they ever watched TV from the car. In the same vein, watching TV 'on a mobile phone / cell phone', and from 'Internet café was also removed because only one person had indicated so for each of the two.

Table 4.2: LSM and where TV is watched

Where TV is watched	LSM 1	LSM 2	LSM 3	LSM 4	LSM 5	LSM 6	LSM 7	LSM 8	LSM 9	LSM 10
At home	.1		1.0	10.2	24.3	36.6	14.1	7.9	5.0	.7
In transit / public transport (bus/taxi/kombi)				12.5	50.0				37.5	
Another household		1.5	6.1	20.2	22.7	27.8	9.6	6.1	5.1	1.0
Office / place of work				12.0	24.0	28.0	32.0	4.0		
In a restaurant				7.1	14.3	42.9	28.6	7.1		
In the market place / shops			2.8	13.9	25.0	30.6	16.7		11.1	
Online television streaming				33.3		33.3		33.3		
Totals	**0.01**	**0.21**	**1.41**	**15.60**	**22.90**	**28.46**	**14.43**	**8.34**	**8.39**	**0.24**

Table 4.3 shows the number of people who normally watch TV with the respondents. The majority of the respondents (70.7%) watched TV with at least three people. They watched TV mainly with siblings, spouse and family (58.6%), friends, neighbours, schoolmates and colleagues (31.6%). Most respondents used Philibao (76.4%) or terrestrial (10.9%) to watch television. The market share for DSTV/Multi-choice was found to be very small (6.5%). The study also found that the majority of respondents (51.5%) spent between 41 minutes to three hours a day watching TV.

Table 4.3: Television viewers' characteristics

No. of people respondents watch TV with	%	With whom do respondents normally watch the TV with	%
I watch TV alone	5.8	Children under the age of 15years	5.3
1 person	7.2	Siblings	29.9
2 people	16.3	Spouse and family	28.7
3 people	18.1	Friends, Neighbours, school mates & Colleagues	31.6
4 people	17.2	Extended family and relatives	1
More than 4 people	35.4	None/ Alone	3.5
How TV is viewed	**%**	**Average time spent watching TV attentively**	**%**
DSTV/ Multichoice	6.5	Less than 20 minutes	3.7
Arial or terrestrial	10.9	Between 21 minutes and 40 minutes	16.7
Philibao	76.4	Between 41 minutes and 59 minutes	13.4
Both DSTV and Philibao	6.1	Between 1 hour and 3 hours	37.1
Via a computer	0.1	More than 3 hours	25.5
		Don't know	3.6

Table 4.4: LSM vs. how TV was viewed & average time spent watching TV attentively

TV	LSM 1	LSM 2	LSM 3	LSM 4	LSM 5	LSM 6	LSM 7	LSM 8	LSM 9	LSM 10
Does your household have television sets	0.1	0.0	1.0	10.1	24.8	36.7	13.8	7.7	5.0	0.7
How TV is viewed										
DSTV/ Multichoice	0.0	0.0	1.7	5.0	11.7	15.0	26.7	20.0	16.7	3.3
Arial or terrestrial	0.0	0.0	4.0	26.7	27.7	31.7	6.9	3.0	0.0	0.0
Philibao	0.1	0.4	2.4	11.9	26.6	37.1	12.3	5.6	3.%	0.3
Both DSTV and Philibao	0.0	0.0	0.0	7.0	12.3	22.8	17.5	21.1	15.8	3.5
Via a computer	0.0	0.0	0.0	0.0	0.0	100	0.0	0.0	0.0	0.0
Average time spent watching TV attentively										
Less than 20 minutes	0.0	0.0	5.9	35.3	23.5	17.6	8.8	2.9	5.9	0.0
Between 21 minutes and 40 minutes	0.0	0.6	1.3	14.2	27.1	37.4	9.0	7.7	1.9	0.6
Between 41 minutes and 59 minutes	0.0	0.0	3.2	10.5	24.2	41.1	15.3	4.0	0.8	0.8
Between 1 hour and 3 hours	0.3	0.3	2.9	14.0	25.3	31.7	12.5	8.1	4.7	0.3
More than 3 hours	0.0	0.4	1.7	9.3	22.5	34.3	15.3	8.5	6.8	1.3
Don't know	0.0	0.0	0.0	3.0	30.3	36.4	15.2	3.0	12.1	0.0

While 867 (88.6%) indicated that they had TV sets, the majority of TV owners were found to be concentrated between LSM 4 and 7. In addition, a concentration of respondents from LSM 5, 6 and 7, in Table 4.4, watched TV through DSTV/ Multi-choice, Philibao, and from the computer. In the same vein, respondents in Gaborone watched TV through DSTV/ Multi-choice and Philibao more than other locations. However, those in major rural villages watched more TV than the rest. Rural areas had fewer resources to enable them to watch TV; therefore they watched TV less than respondents from other locations.

Table 4.5: Location vs. how TV was viewed & average time spent watching TV attentively

	City	Town	Major Village	Rural Village
Does your household have television sets?	36.1	9.8	37.3	16.8
How TV is viewed				
DSTV/ Multichoice	46.7	8.3	18.3	26.7
Arial or terrestrial	33.7	10.9	33.7	21.8
Philibao	35.3	10.9	37.4	16.4
Both DSTV and Philibao	40.4	7.0	38.6	14.0
Via a computer	0.0	0.0	100.0	0.0
Average time spent watching TV attentively				
Less than 20 minutes	41.2	5.9	29.4	23.5
Between 21 minutes and 40 minutes	32.3	9.7	40.6	17.4
Between 41 minutes and 59 minutes	35.5	12.9	36.3	15.3
Between 1 hour and 3 hours	33.1	11.3	37.2	18.3
More than 3 hours	41.9	9.3	32.2	16.5
Don't know	42.4	9.1	33.3	15.2

4.1 Television Awareness

As reflected in Table 4.6, respondents' awareness level of TV stations revealed that BTV ranked highest (70.4%), as a top of mind station, followed by SABC 1 (23.4%), SABC2 (0.6%), Philibao Channels (0.6%), DSTV Channels (3.5%), SABC 3 (0.2%), eBotswana (1.1%), and Emmanuel TV (0.1 %). The second TV stations they recalled (spontaneous) were the three SABCs. Table 4.6 also shows that the four top ever watched TV station included BTV, SABC 1, SABC 2 and SABC 3 and the favourite and most often watched TV station was SABC 1 followed by BTV. Market share for each TV station was calculated on the averages of the favourite and most often watched TV station. Table 4.6 shows that SABC 1 had the biggest market share of 46.6% in Botswana, and it was followed by BTV (35.6%), and DSTV Channels (7.6%).

Table 4.6 also shows that eBotswana was amongst the least favoured and watched TV stations in Botswana. This must be understood from the background that eBotswana cover a radius of 60km^2 around Gaborone. It emerged that out of the 232 Gaborone respondents, 56.5% of them were able to spontaneously mention eBotswana. The next mentioned region with more than 50% spontaneous rating was Tlokweng (52.8%). Still on the respondents who spontaneously mentioned eBotswana, 32.4% were students and 24.8% were working full time. Additionally, 51.7% of them were males and 48.3% were females. In the same vein 406 respondents who were aided and remembered eBotswana, Gaborone dwellers accounted for 23.9%.

Table 4.6: Awareness of TV stations and market share

|	Unprompted / unaided awareness		Prompted / aided awareness	Ever watched	Favourite	Most Often	Market share	
	Top of Mind (first mention)	Spontaneous					Favourite & Most Often	
BTV	653	246	28	921	328	332	660	35.6
eBotswana	10	315	406	378	17	17	34	1.8
SABC 1	217	637		824	426	438	864	46.6
SABC 2	6	830		791	31	27	58	3.1
SABC 3	2	822		781	19	23	42	2.3
DSTV Channels	32	213		225	78	62	140	7.6
Philibao Channels	6	232		216	20	21	41	2.2
Emmanuel TV	1	5		6	5	5	10	0.5
etv	0	5		5	1	1	2	0.1
Others	0	4		4	2	1	3	0.2
Total	**927**	**3309**	**434**	**4151**	**927**	**927**	**1854**	**100.0**

To further find out if television awareness was influenced by other variables, cross tabulation was conducted. As already established, television viewers came from cities (36.1%), major villages (35.9%), rural villages (17.5%) and towns (10.5%). Out of the 653 respondents who mentioned BTV as a top of mind station, 38.1% of them came from major villages while 33.7% were from cities. However, for SABC 1, data indicate that out of 217 respondents, 38.7% were from cities. In general, BTV and SABC 1 top of mind data was in the same range across all locations. In terms of gender, majority of respondents who mentioned BTV as top of mind (653), 52.7% of them were females while 47.3% were males. The trend of higher females continued at SABC 1 (53.9%) than males (46.1%). However, majority of males (84.4%) mentioned DSTV channels as top of mind.

The study also sought to find if TV awareness varied according to Disability, LSM and location. Table 4.6.2 (in Appendix 5) shows that awareness of a TV station was almost similar across all LSMs with the exception of DSTV Channels. Awareness of TV channels was very high for LMS 9 and 10 and very low for the rest of the LSMs. Disability did not have an effect on TV awareness. Furthermore, location had an effect on TV awareness, with those in the city recording more awareness than those in rural villages.

4.2 Factors That Constitute a Favourite TV Station

Respondents were asked to select three reasons from a potential nine reasons what factors/reasons constitute a favourite TV station. These three reasons were aggregated to make up the top reasons and then changed into percentages. Figure 4.1 shows that four factors make a favourite station, namely variety of programming (24.6%), general content of the station (16.8%), informative and entertaining programs (16.4%) and fair, impartial and accurate news and information programs (12.3%).

Figure 4.1: Top three reasons that make a TV station favourite
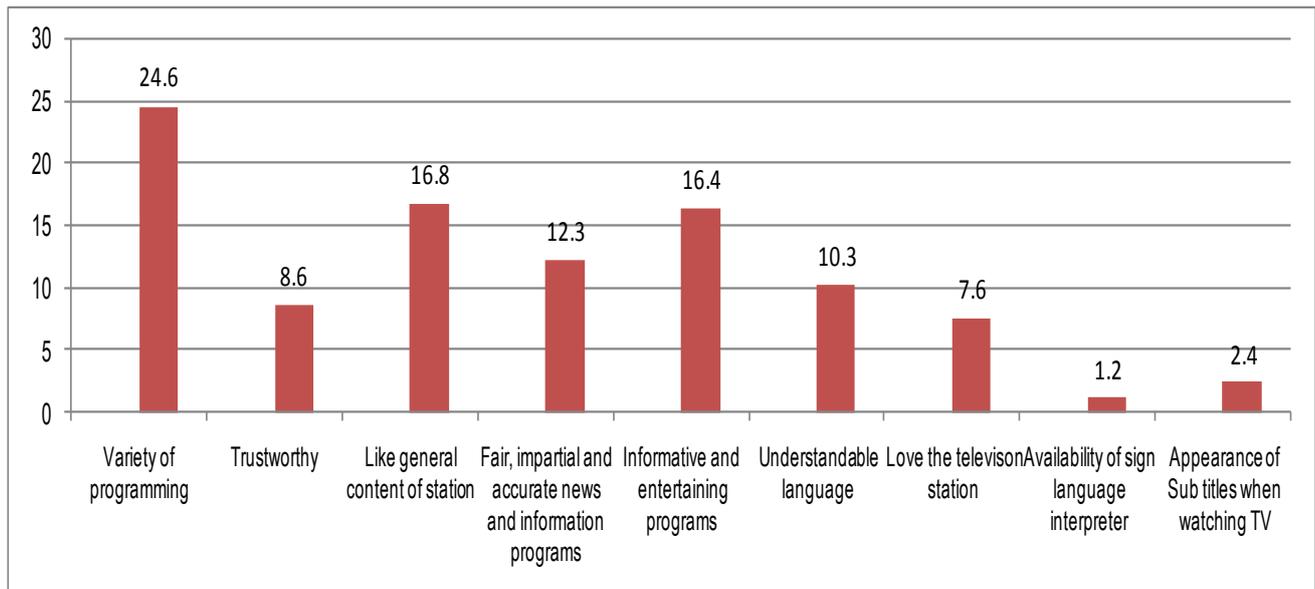
4.3 Favourable Programs in DSTV

DSTV contains a number of TV stations and the study sought to identify the types of programs that these respondents liked watching. Figure 4.2 shows that respondents mainly liked watching movies (75.4%), sports (66.2%), music and radio (54.2%) and entertainment & life style (40.4%). The least liked programs were found to be specialist (1.4%), old channels (3.1%), and religious channels (4.4%). The finding that sports (66.2%) came second as a favourable program in DSTV blends well with the previous finding that majority of males (84.4%) mentioned DSTV channels as top of mind.

Figure 4.2: Favourite programs in DSTV
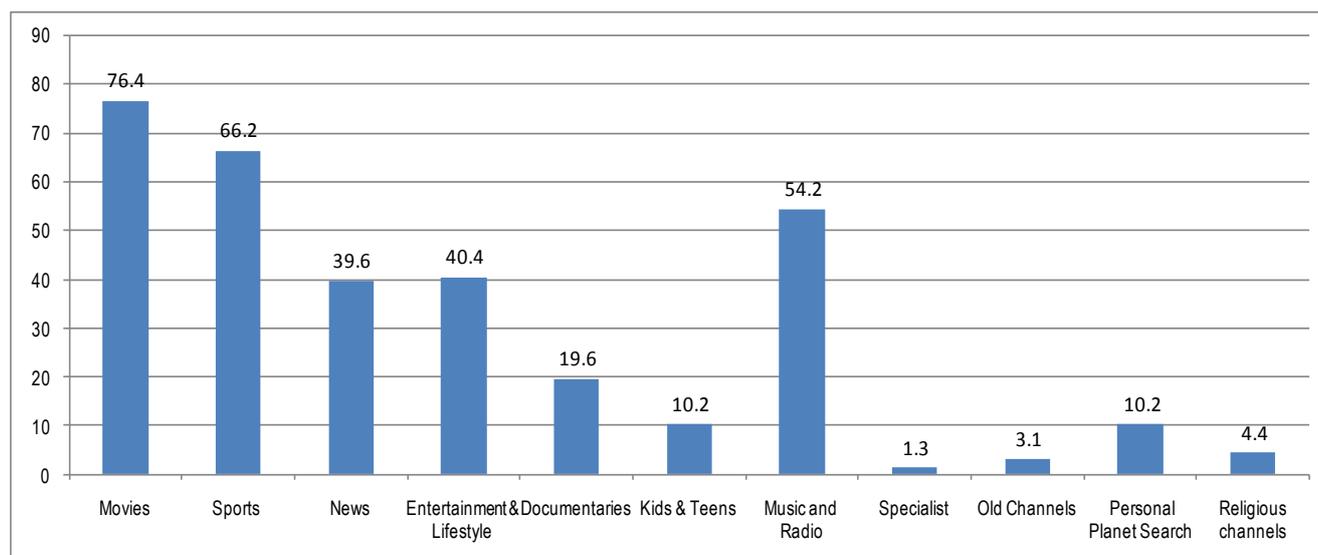
4.4 Average Time Spent Watching TV during the Week

The study also wanted to find out the average time spent watching TV during the week between Monday and Friday, Saturday, and Sunday. The measure used a Likert scale ranging from 1 = never, to 6 = Five times or more. Table 4.7 shows the mean and standard deviations for the time spent watching TV. Table 4.7 shows that viewers watched TV during the week (Monday to Friday) (Mean = 3.96), more than they did during the weekend (Saturday Mean = 3.20; Sunday Mean = 2.84). The most watched TV stations for the whole week were Emmanuel TV (Mean = 5.20), SABC (Mean = 3.54), DSTV Channels (Mean = 3.37), BTV (Mean = 3.24). However, there is need to emphasize that Emmanuel TV was calculated from only six responses and therefore, little confidence can be drawn from its followership.

Table 4.7: Average time spent watching TV during the week

TV Station	Every Monday to Friday		Every Saturday		Every Sunday		Total Week Average
	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean
BTV	4.24	1.657	2.90	1.517	2.58	1.346	**3.24**
eBotswana	2.06	1.587	1.61	1.167	1.42	1.138	**1.70**
SABC 1	4.54	1.643	3.34	1.653	2.73	1.516	**3.54**
SABC 2	3.96	1.633	2.65	1.433	2.27	1.313	**2.96**
SABC 3	3.93	3.824	2.67	3.775	2.42	5.121	**3.01**
DSTV Channels	3.60	1.943	3.38	1.946	3.13	1.970	**3.37**
Philibao Channels	3.87	1.782	3.01	1.633	2.66	1.595	**3.18**
Emmanuel TV	5.50	1.225	4.60	1.673	5.50	1.225	**5.20**
TOTAL MEAN	**3.96**		**3.02**		**2.84**		

Key 1 = Never; 2 = Sometimes/ Once; 3 = Twice; 4 = Three times; 5 = Four times; 6 = Five times or more

The study also wanted to find out the effect of LSM, location and disability of watching TV during the week. Table 4.7.1 in (Appendix 5) shows that the greatest effect of LSM on the average time spent watching TV during the week is on LSM 4

(mean = 4.23) and LSM 7 (mean = 4.02). While the extent of watching TV was low on Sunday (mean = 2.89), compared to between Monday and Friday (mean = 4.02) and Saturday (mean = 3.07), LMS 6 (mean = 3.09) and LSM 7 (mean = 2.93) still had the greatest effect on the average time spent watching TV on Sunday. On the overall, LSM 6 (mean = 3.57), LSM 7 (mean = 3.42) and LSM 8 (mean = 3.00) were found to have more influence on watching TV (mean = 3.33) than the rest of the LSM. LSM 1 (mean = 1.08) and LSM 10 (mean (2.00) watched TV less than the rest of the groups. Table 4.7.2 in (Appendix 5) shows the effects that disability has on the average time spent watching TV. The total mean for the whole population was higher in all the days investigated than that of people living with disability. The findings on location as shown in Table 4.7.3 in (Appendix 5) shows that city, and major villages' dwellers watched more television than those in towns and rural villages.

4.5 Hours for Watching TV

The number of respondents who watched TV in the early morning (between 00H00 and 10H00) was very low. It slightly improved between 12H00 and 14H00. However, majority of respondents watched TV in the evening (between18H00 and 22H00). For instance, SABC 1 and 2 viewership improved from 0 between 00H00 – 04H00 to 70.5% (SABC 1) and 59.3% (SABC 2) between 20H01-22H00. BTV viewership improved from 1.5% between 04H01- 06H00 to 76% between 18H00 – 20H00. eBotswana's viewership improved to 58.8% between 18H00- 20H00. Figure 4.4 shows viewership fluctuations across TV stations which were included in the study. What figure 4.4 shows is that TV viewership was very low between 04H01- 0600, and between 00H00 -04H00 across all TV stations.

Respondents indicated that they watched TV mostly with family members (58.6%) mainly spouse, family, children, mother and cousin, friends (23.8%), or alone (16.2%).

Figure 4.3: Hours for watching television

Legend: BTV, eBotswana, SABC 1, SABC 2, SABC 3, DSTV Channels, Philibao Channels, Emmanuel TV
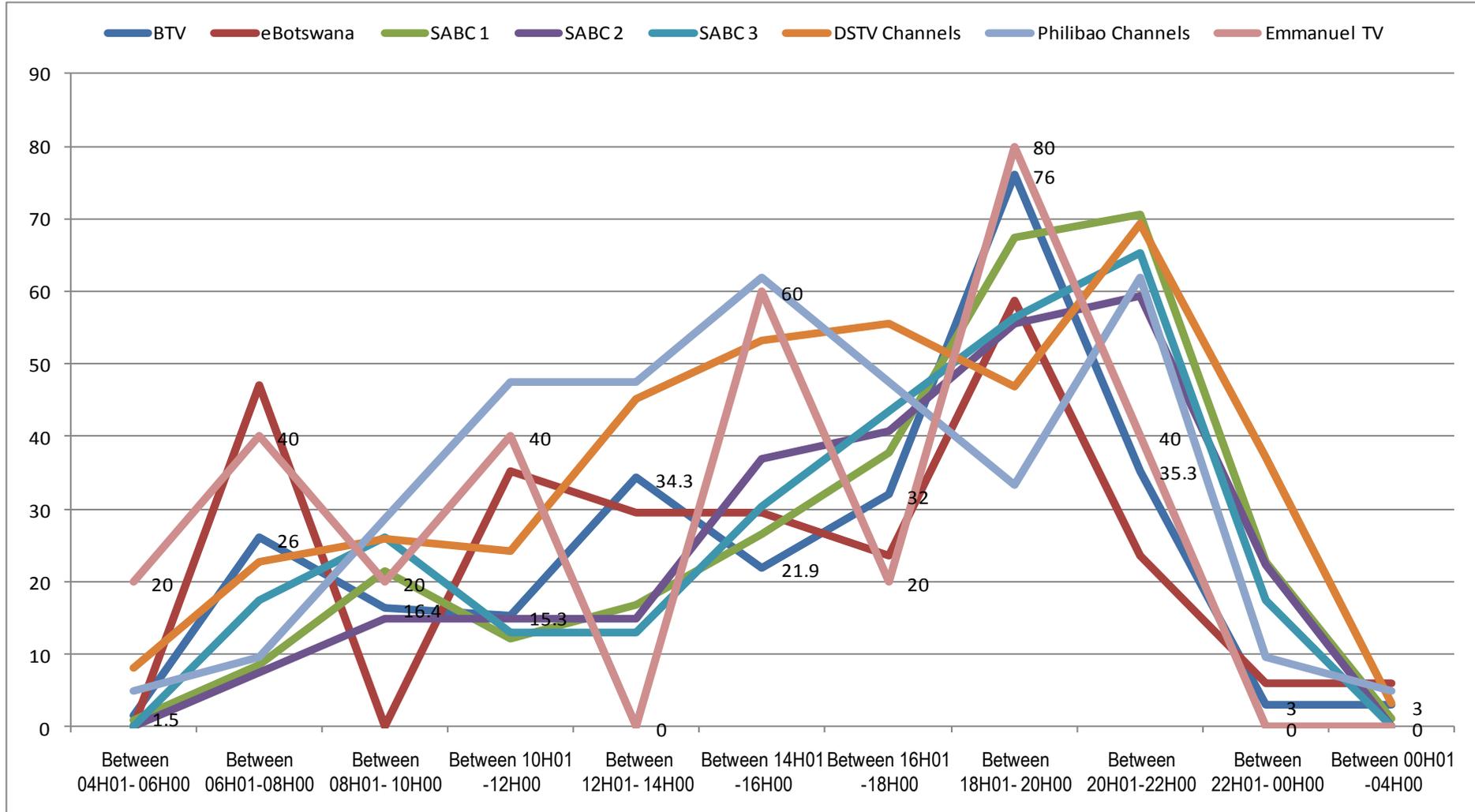
Table 4.8: Factors attracting viewers to watch TV during particular hours

Factors attracting viewers to watch TV	YES		NO	
	Frequency	%	Frequency	%
I like the presenter	290	31.3	637	68.7
I like the program	828	89.3	99	10.7
Because it's my free time	257	27.7	670	72.3
Boredom / loneliness	90	9.7	837	90.3
I watch to see adverts / commercials	65	7.0	861	92.9
Music played	228	24.6	699	75.4
To learn something new	402	43.4	524	56.5
I like the general content	356	38.4	571	61.6

Table 4.8 shows that viewers watched TV during particular hours due to a number of reasons. The first reason was that they like the program that airs during that time (828), and general content (356), and some watched TV because they wanted to learn something new (402). Other reasons included liking the presenter (290) and because they had free time during (257). The least of the reasons for watching TV was to see adverts / commercials (65).

Figure 4.4: Types of TV programs watched
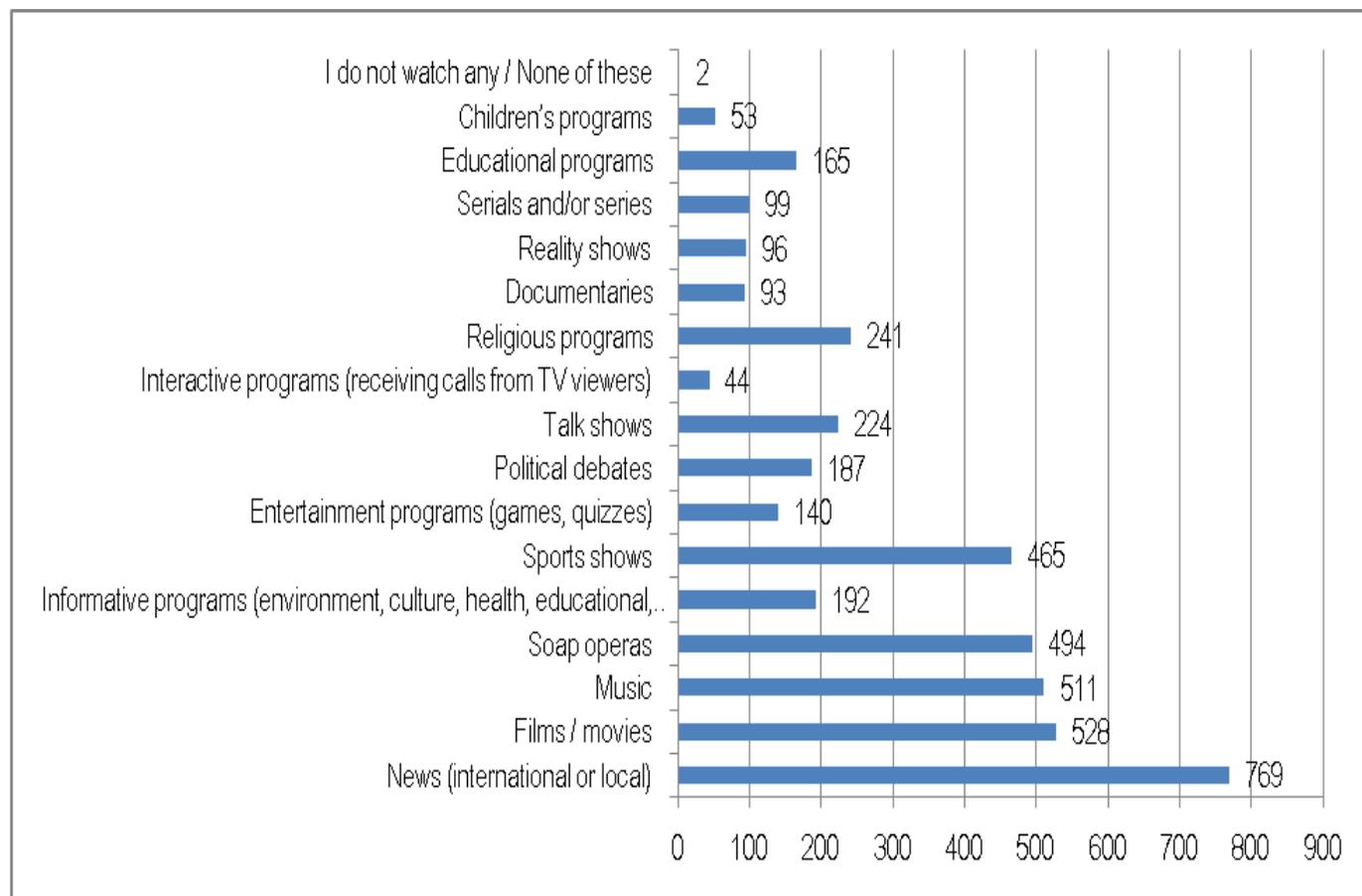
A total of seventeen variables were investigated to determine the programs that viewers (828) liked to watch. Five major programs as shown in Figure 4.4 were identified as; news (769), film/movies (528), Music (511), soap operas (494) and sports (465). The least attractive programs were interactive programs (44), and children's programs (53). The majority of the respondents (822) indicated that the TV station watched most often as shown under Table 4.6 had always been the TV station they watched most often, more than one year ago (826). Only 10.8% of the respondents indicated that such a TV station had been the most often watch station up to a year ago. On the basis of this evidence, questions on which television station respondents watched most often immediately before switching to the most often watched TV station, and the other question on reasons for switching TV stations have not been analysed in this report because of poor response rate.

**Figure 4.5: Reasons for watching a TV station most often**
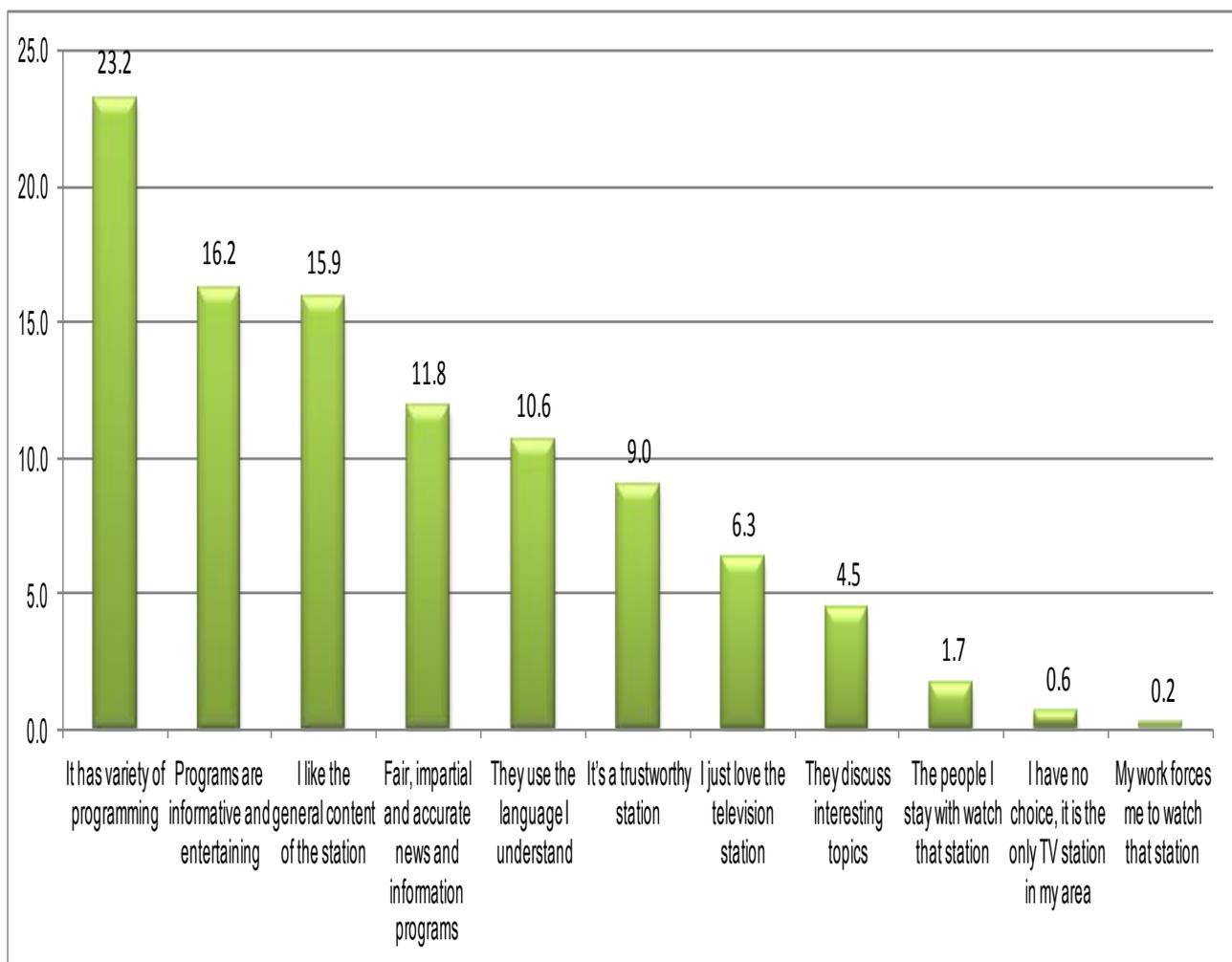
Figure 4.5 identifies four reasons why respondents watched a given TV station most often. These reasons include variety of programming (23.2%), informative and entertaining programs (16.2%), the respondents' liking of the general content of the station (15.9%), and fair, impartial and accurate news and information programs (11.8%).

Table 4.9 shows that the three major reasons that respondents watched TV were: - to acquire information and knowledge (mean = 4.47), to watch news and events that were objectively covered (mean = 4.10) and to socialise with other people (mean = 4.06). Table 4.9.1 in (Appendix 5) shows 53 programs that were shown in Botswana and from which respondents selected their favourite TV programs. The top ten local programmes included Police Itshireletse (16.4%); Mokaragana (10.7%); Flava Dome (10.6%); Matlho A Phage (7.2%); News (6.6%); Molemo wa Kgang (6.1%); Melodi ya Kgalaletso (5.9%); Dikgang (5.2%); Sedibeng (3.6%); and BTV News (3.2%). Together, these programs accounted for 75.5% of the programs listed as favourite.

Table 4.9: Reasons for watching TV

Reasons for watching TV	N	Mean	Std. Deviation
Television covers news and events objectively	927	4.10	.793
I watch television as a form of relaxation	927	3.85	.898
I watch television as a result of boredom and loneliness	927	3.31	3.355
Television programs satisfy my needs and expectations	927	3.70	1.366
Television helps me forget my problems	926	2.92	3.423
I watch television to acquire information and knowledge	926	4.47	3.203
Watching television with other people help you socialise	927	4.06	3.265
Television help in promoting family solidarity and harmony	927	3.90	3.308

Key Reasons for watching TV = 1 = Strongly disagree; 2 = Disagree; 3 = Neither agree nor disagree; 4 = Agree; 5 = Strongly Agree.

4.6 The TV Broadcasting Environment

Respondents were asked five questions which were used to assess the broadcasting environment. Table 4.10 shows that 54.8% of the respondents had concerns about what was broadcast on TV, and (51.6%) said that they knew that TV stations were regulated in terms of what they could broadcast. However, 52.1% of the respondents did not know the broadcasters under NBB had a Code of conduct. A total of 87.2% of respondents believed that TV broadcasters abide by the Code of practice. Only a few of them (19.8%) knew the procedures to lodge complaint in case they were dissatisfied by TV content. However, only three of the total respondents had ever complained against television broadcast content. The complements were done through a call and/or a letter to the TV station to lodge a complaint.

Respondents were asked to select from eight variables that which they consider offensive TV, respondents were asked about their concerns regarding offensive content on TV. Eight variables were used to measure offensive content. These included bad language (9.5%), bad taste (9.5%), drug use/ drug references (1.0%), inappropriate programmes shown before the watershed (6.3%), intrusive/ confrontational (1.2%), people behaving badly (3.6%), sex/nudity (6.9%), and violence (4.4%). On average, this study found that offensive content was very low. Table 4.10 shows that the average for offensive content was 5.3%.

Table 4.10: Television broadcasting environment

	YES		NO	
Broadcasting environment	Frequency	%	Frequency	%
Concerns about what is broadcast on TV	505	54.8	417	45.2
Television regulated in terms of what can be broadcast	478	51.6	177	19.1
Regulation of TV broadcasters by NBB having code of practice	444	47.9	483	52.1
TV broadcasters abide by the code of practice	387	87.2	57	12.8
Knowledge of procedures to lodge complaint	184	19.8	743	80.2
AVERAGE	**400**	**52.3**	**375**	**41.9**
Offensive Content	Frequency	%	Frequency	%
Bad language (spoken or song lyrics)	48	9.5	457	90.5
Bad taste/ shock tactics	48	9.5	457	90.5
Drug use/ drug references	5	1.0	500	99.0
Inappropriate programmes shown before the watershed	32	6.3	473	93.7
Intrusive/ confrontational	6	1.2	499	98.8
People behaving badly	18	3.6	487	96.4
Sex/ nakedness (in general)	35	6.9	470	93.1
Violence (in general)	22	4.4	483	95.6
AVERAGE	**27**	**5.3**	**478**	**94.7**
Diversity Of Content	Frequency	%	Frequency	%
Age – Discriminatory treatment or portrayal of people based on age	14	2.8	491	97.2
Disability – Discriminatory treatment or portrayal of people based on disability	18	3.6	487	96.4
Gender – Discriminatory treatment or portrayal of people based on gender (e.g. sexism)	8	1.6	497	98.4
Race – Discriminatory treatment or portrayal of people based on race	15	3.0	490	97.0
Religion – Discriminatory treatment or portrayal of people based on religion	14	2.8	491	97.2
Beliefs other than religion – Discriminatory treatment or portrayal of people based on beliefs other than religion	7	1.4	498	98.6
Sexual orientation – Discriminatory treatment or portrayal of people based on sexual orientation	8	1.6	497	98.4
Not enough racial diversity	18	3.6	487	96.4
Not enough programmes for my age group	160	31.7	345	68.3
AVERAGE	**29**	**5.8**	**476**	**94.2**
Quality Content/ Repeats	Frequency	%	Frequency	%
Lack of originality/ programmes are too similar	268	53.1	237	46.9
Poor quality programmes	299	59.2	206	40.8
Too many American programmes	262	51.9	243	48.1
Too many programmes with celebrities	60	11.9	445	88.1
Too many reality TV programmes	41	8.1	464	91.9
Too much sport	88	17.4	417	82.6
Too many repeats	386	76.4	119	23.6
AVERAGE	**201**	**39.7**	**304**	**60.3**
Advertising / Sponsorship	Frequency	%	Frequency	%
Irritating/ annoying sponsorship messages	57	11.3	448	88.7
Too many advertising breaks	59	11.7	446	88.3
AVERAGE	**58**	**11.5**	**447**	**88.5**
Don't Trust / Fixed/ Faked / Biased	Frequency	%	Frequency	%
Don't trust the broadcasters/ broadcasters not respecting audiences	34	6.7	471	93.3
Phone-in competitions that are fixed/ faked	28	5.5	477	94.5
AVERAGE	**31**	**6.1**	**474**	**93.9**

Respondents were also asked to evaluate the diversity of the content on TV. Table 4.10 shows that eight factors were used to measure diversity of TV content. It was found to be very low on all the factors, amounting to an average score of 5.8%. The other dimension that was used to measure respondents' concerns was quality content/ repeats. This was assessed using seven factors. The average score for poor quality was also low (39.7%). Under quality of content, viewers are more concerned about too many repeats (76.4%), poor quality programmes (59.2%), lack of originality (53.1%), and too many American programmes (51.9%). In addition, there was little concern regarding advertising / sponsorship (11.5%0, and trust (6.1%).

CHAPTER 5: RADIO AND TELEVISION DIARY ANALYSIS

5.0 Introduction

The placements of diaries aimed to collect and measure listenership or viewership patterns. Respondents were asked to record what they listened to/viewed over a period of seven days. The distribution of diaries was purposively done and extra care was taken to ensure that distribution of the same was not to a particular group of respondents e.g. distributing to females only. We ensured that we spread diary distribution among people with different demographic characteristics as much as possible so as to cater for diverse views. A total of 160 diaries were equally placed in Gaborone and Francistown with an equal split between television and radio. A total of 158 diaries were completed and collected. For consistency and continuity, respondents were reminded by visits and telephone calls to continue filling in their diaries as and when they listened to the radio stations or watched television stations.

5.1 TELEVISION DIARY

5.1.1 Television Diary Demographics

A total of 79 television diaries were received from Gaborone (49.4%) and Francistown (50.6%). Gaborone respondents gender split showed that 34 (43%) respondents were males while 45 (57%) were females. Out of the 40 diaries collected from Francistown 23 (57.5%) of them were completed by females while 17 (42.5%) were done by males. Data collected also indicated that, from the 39 Gaborone diaries, 32 (82.1%) respondents were single, 4 (10.3%) married, 2 (5.1%) divorced and 1 (2.6%) cohabiting with a partner. The same cross-tabulation analysis of Francistown data highlighted that out of the 40 diaries, 34 (85%) were filled in by single respondents, 5 (12.5%) married and 1 (2.5%) by those staying with a partner /cohabiting. It is clear from the data that the youth were on the lead as 30.4% of the diary keepers were from the 25 to 29 years age cohort, 26.6% from the 20 to 24 age group while only 2.5% were from the 50 to 54 age distribution. Majority of respondents identified themselves as Christians (76 people) while 3 people reported that they have no religion. The education level of respondents is shown in Table 5.1.

Table 5.1: Education level attained

	Frequency	Percent (%)
No Formal Education	2	2.5
Primary Education	2	2.5
Junior Certificate	19	24.1
Secondary Education / High school	23	29.1
Certificate / Diploma	23	29.1
Undergraduate / Bachelors' Degree	9	11.4
Graduate degree Masters / PhD)	1	1.3
Total	**79**	**100.0**

The employment status of respondents indicates that 26.6% were working full-time and 5.1% working part-time. Of those that worked full-time, 11 (13.9%) were working for government, 8 (10.1%) for private businesses while only 2 (2.5%) for parastatals. As reflected in Table 5.2 below, data shows that 25.3% of diary keepers were Bakalanga, 24.1% Bangwato, 11.4% Bakwena and 10.1% Bakgatla. With regards to which languages they were able to speak, 72 (91.1%) of the 79 respondents mentioned Setswana, 65 (82.3%) English, 23 (29.1%) Kalanga, 7 (8.9%) Shona while other languages were mentioned by less than 5 respondents.

Table 5.2: Ethnicity of respondents

	Frequency	Percent (%)
1. Bakgatla	8	10.1
2. Bakwena	9	11.4
3. Balete	2	2.5
4. Bangwato	19	24.1
5. Barolong	2	2.5
6. Batawana	2	2.5
7. Bangwaketse	5	6.3
8. Basarwa	1	1.3
9. Babirwa	3	3.8
10. Bakalanga	20	25.3
11. Bayeyi	1	1.3
12. Zezuru	3	3.8
13. Ndebele	2	2.5
14. Shona	2	2.5
Total	**79**	**100.0**

5.1.2 Household Structure and Lifestyle

The household structure of respondents was made up of four (4) or more dwellers. From 79 television diaries received, 46 (58.2%) were from households with four or more members while the remaining 33 (41.8%) were from those with three (3) members and less. Still from these households, it has emerged that 26 (32.9%) had one child who is less than 15 years, 14 (17.7%) households had two children while 30 (38%) households did not have children less than 15 years. When asked to state their monthly personal income, 28 (35.4%) respondents reported below P2,000, 10 (12.7%) respondents reported between P2,001 and P4,000 while only 11 (13.9%) respondents reported more than P4,001 monthly income. A significant number of 27 (34.2%) indicated that they had no monthly income as they were either students or unemployed. The television diary respondents' households did not have a member who is living with disability. The living standards measure (LSM) of respondents is shown in Table 5.3. The majority of respondents (43%) fell in LSM 6, 19% in LSM 7, 17.7% in LSM 8 and only 1.3% in LSM 10.

Table 5.3: LSM groups of respondents

	Frequency	Percent (%)
LSM 5	9	11.4
LSM 6	34	43.0
LSM 7	15	19.0
LSM 8	14	17.7
LSM 9	6	7.6
LSM 10	1	1.3
Total	**79**	**100.0**

Out of the 79 diary keepers, 56 (70.9%) had one functional television set, 17 (21.5%) had two sets and 5 (6.3%) had more than two television sets in their household. Data collated also showed that 53 (67.1%) of respondents were using free-to-air decoder (Philibao) to view their television programmes, 17 (21.5%) used both DSTV and Philibao, 7 (8.9%) used terrestrial/aerial and only 2 (2.5%) used DSTV only. Respondents used radio and television every day (93.7%) and several times a week (6.3%) to obtain information about current events and news. The preferred source of information on current events and news was television 76 (96.2%) while only 3 (3.8%) preferred radios. It's important to note that these are responses from television diary keepers; therefore, the likelihood of them leaning towards television news is high and expected. When asked to assess the level of trust towards television, 65 (82.2%) respondents indicated that they trusted it very much while 14 (17.7%) somewhat trusted it. When the same 79 respondents were asked about their level of trust towards radio as a source of news and current affairs, 62 (78.5%) indicated that they somewhat trusted it, 13 (16.5%) trusted very much while only 4 (5.1%) don't trust radio. For television broadcasting, 61 (77.2%) respondents preferred English language while 18 (22.8%) prefer Setswana.

5.1.3 Television Viewership

A general look of television stations programmes viewership during diary placement week indicated that a total of 4138 programmes across all television stations were watched in that week. From those 4138 programmes, 1289 (31.2%) were aired by SABC 1, followed by BTV 1113 (26.9%), SABC 2 752 (17.5%), SABC 3 442 (10.7%), eBotswana 358 (8.7%), and other television stations or channels were 211 (5.1%). The other notable finding is that all the 79 respondents have watched BTV, 66 watched SABC 1, SABC 2 59, SABC 3 47 and only 13 respondents watched eBotswana. Table 5.4 shows the top most viewed programs. It is clear that soapies were viewed most across all stations except BTV which does not have any soapie airing. BTV's most viewed program was "Dikgang" expectedly to get information about current events and news.

Table 5.4: Top viewed program among diary keepers

Top Viewed Program	Frequency	Television Station
Dikgang/News	455	BTV
Generations	337	SABC 1
Muvhango	226	SABC 2
Isidingo	175	SABC 3
Rhythm City	79	eBotswana

Information from the diary data as shown in Figure 5.1 indicated that reported television viewership was high on Wednesday (78), followed by Friday (77), Tuesday, Thursday and Saturday (76 each) while Sunday and Monday had 71 viewers.

Figure 5.1: Viewership of TV in a week
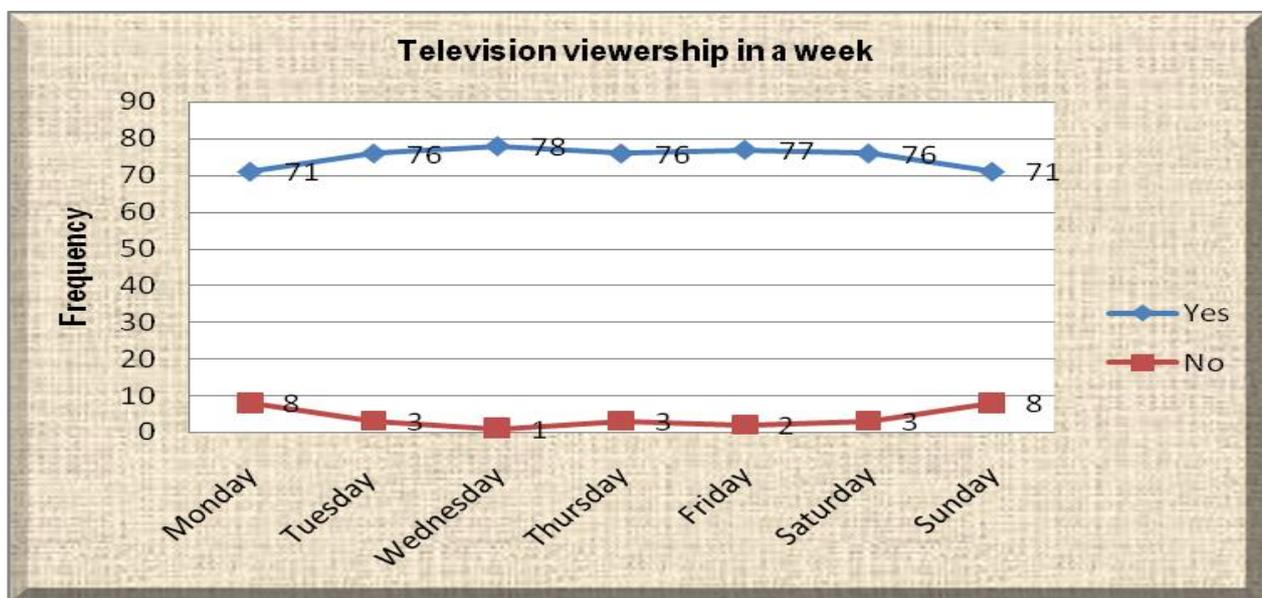
5.1.4 Local Television Stations

As already reported, the general picture of total viewed programs showed that SABC 1 was on the lead. However when we look at Botswana television stations (BTV and eBotswana), it's clear that BTV had more viewers. This is also due to the fact that eBotswana only covers 60km^2 radius around Gaborone and is therefore not available in Francistown.

5.1.4.1 BTV

The diary data showed that Dikgang/News was BTV's most viewed program 455 (40.9%) that was aired during the day at 13H00, in the evening at 19H00 (Setswana bulletin) and at 20H00 (English bulletin). From the 455 cumulative News viewers, only 34 (7.5%) were for English News bulletin. The Breakfast Show 62 (5.6%) came second followed by Phatsima 36 (3.2%) and Itshireletse 32 (2.9%) while the rest of the programs had less than 30 viewers. The school educational programs broadcast through BTV did not have impressive results as all of them combined with their repeats

had only 42 (4.2%) viewership. This could be because its target audience (students) is normally at school when these programs are aired except a few which have repeats on weekends. Additionally, another factor could be that the 79 diary respondents did not include many school going children (secondary, junior and primary).

Of the repeated programs, "Itshireletse" which is a Botswana Police Service program was repeatedly watched by 17 (1.5%) respondents in the week because of the interest it might be generating among the public. In actual fact, "Itshireletse" repeat was the most watched BTV program on Monday (excluding Dikgang) at 10.6%. Another interesting dimension of "Itshireletse" viewers is that, , when a new episode was aired on Sunday, the number of viewers were not so different from that of "Dikgang", suggesting that viewers might be viewing after watching "Dikgang". BTV "Dikgang" programmes were aired at 19H00 and "Itshireletse" followed immediately at 19H30 every Sunday.

A closer look at BTV's most viewed program ("Dikgang") revealed that Dikgang was watched most on Wednesday (77), followed by Thursday 72, and Tuesday 72. Sunday had the least viewership (35) while Saturday had 36 as shown in Figure 5.2 below.

**Figure 5.2: Viewership of BTV "Dikgang" in a week**
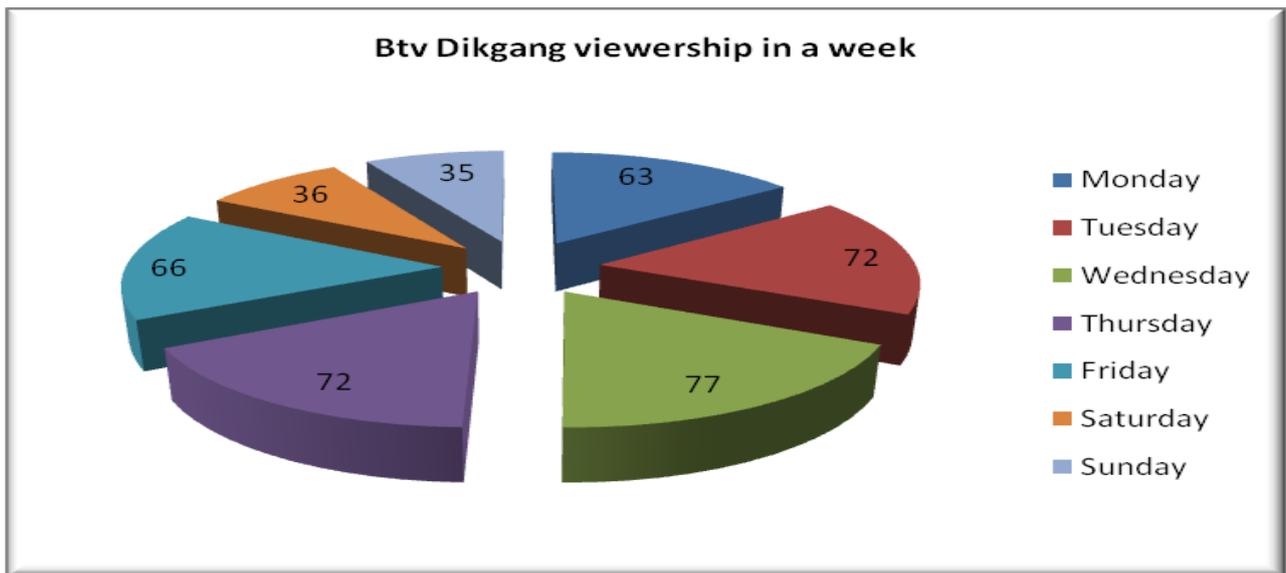
For any day that music shows were aired on BTV, the cumulative viewership ranked second after "Dikgang". A Thursday repeat of "Melodi ya kgalaletso" yielded 16 (9.8%) viewership report while a Friday "Flava dome" repeat had 19 (11.6%) viewers followed by a "Mokaragana" 12 (7.3%) which was repeated on the same day. Saturday information also indicated that "Mokaragana" was second to Dikgang with 19 (15.8%) viewers. On Sunday "Melodi ya kgalaletso" was the third most viewed program on BTV with 24 (16.1%) viewership after "Itshireletse" at 32 (21.5%) and "Dikgang" at 35 (23.5%).

5.1.4.2 eBotswana

eBotswana which broadcasts in Gaborone and a 60km² radius had a total of 358 times recorded viewership for its various programmes. Its 358 programmes represent only 8.7% of the total programmes viewed from all stations (4138). It is important to note that from 79 diaries received, 39 were from Gaborone, therefore eBotswana information was analysed against this background. The soapie "Rhythm City" topped the list as the most viewed program on eBotswana with a viewership of 79 (22.1%) for the week under review. It was followed by "Scandal" with 30 (8.4%) and "The Young and the Restless" at 20 (5.6%). The WWE series in eBotswana had a following with a combined viewership of 71 (15.6%) while the news programs only had 15 (4.2%) during the week under review.

The "Rhythm City" viewership data indicated that it was mostly watched on Wednesday by 20 people, followed by 17 people on Monday, 15 on Tuesday while 14 people watched the same on Thursday as well as Friday. Figure 5.3 shows the line graph of the "Rhythm City" viewership. The other finding worth noting is that there was a significant difference (average of 10 viewers) between "Rhythm City" and the second best viewed program. This could be due to the fact that viewers could be looking for channels with soapies in order for them to have something to look forward to every day.

Figure 5.3: Viewership of eBotswana "Rhythm City" in a week
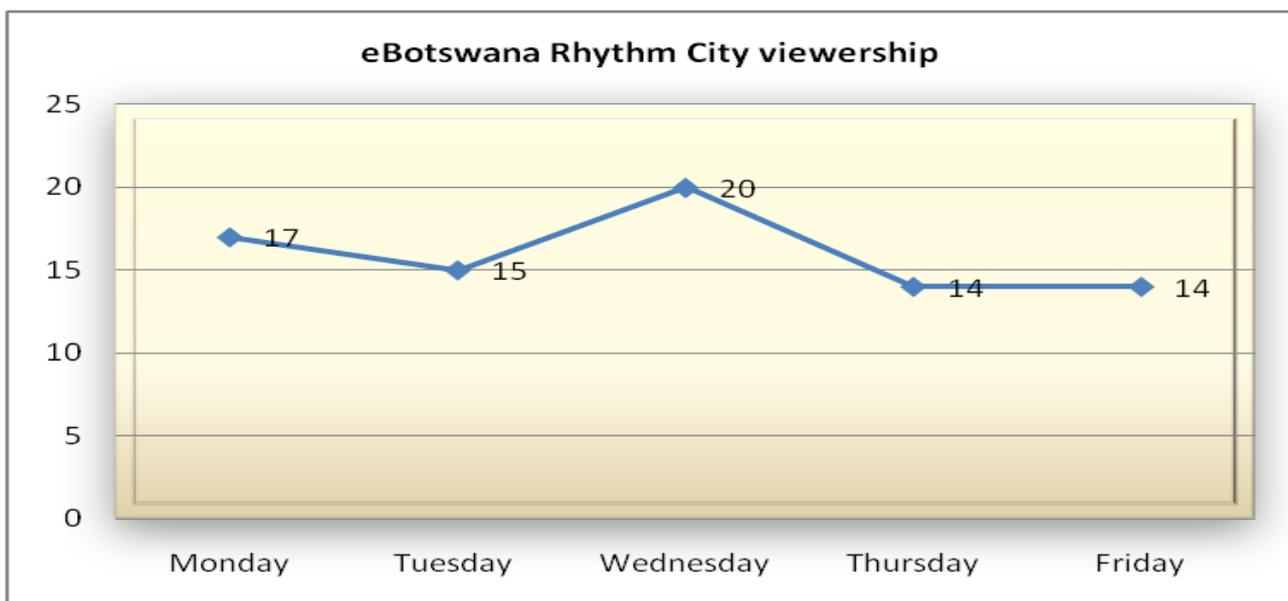
5.1.5 International Television Stations

As already reported, international television stations especially those from South Africa had a significant impact on Botswana broadcast audiences and it was clear from available data that some of the respondents follow these programs religiously. SABC 1 had a large following compared to other SABC channels as the total watched and recorded programs was 1289, 725 for SABC 2 and 442 for SABC 3. Other international channels which had significant viewership from diary respondents were; Emmanuel TV (35), UBN TV (19), Love World (18), Super Sport (17) and Channel O (10) while others were below 10 viewers with majority of them (27) having only one (1) recorded view.

5.1.5.1 South African Broadcasting (SABC) Services

SABC channels were easily available through Philibao which is a free-to-air decoder. Table 5.5, shows the frequency of recorded viewing of South African broadcast soapies in the week under review.

Table 5.5: Frequency table of SABC soapies in a week

Days	Generations	The Bold and the Beautiful	Muvhango	7de Laan	Isidingo	Days of Our Lives
Monday	63	26	30	20	25	9
Tuesday	68	31	57	23	36	9
Wednesday	73	28	53	24	37	13
Thursday	68	36	53	27	42	16
Friday	65	27	N/A	22	38	11

5.1.5.1 (A) SABC 1

A total of 66 respondents watched SABC 1. Findings show that "Generations" was the most daily watched programme during the week diaries were placed. It was aired on week days at 20H00 and repeated on weekdays at 09H00. The passionate following of "Generations" by Batswana viewers is interesting. It speaks of the existing hunger for locally produced soapies. "Generations", which is a South Africa produced soapie, shows scenes that most people could relate with. Since the Batswana lifestyle is largely influenced by South Africa, it was not surprising to see such huge following for "Generations".

The 21 programs aired on Wednesday had a viewership of 257 (19.9%), making it the most popular viewed day of the week. This was followed by Thursday's total viewership patterns 226 (17.5%), and then Tuesday's at 208 (16.1%) times. Other days recorded a cumulative viewership of less than 200 for the various programmes. Sunday recorded a viewership of 96 (7.4%). "Gospel Gold" was watched 30 times (31.3%), followed by "Laduma Soccer" show with 12 times (12.5%) while it's other programmes had less than 10.

5.1.5.1 (B) SABC 2

Data showed that 56 respondents watched SABC 2 during the week under review. Out of all the programmes of SABC 2, only 57 programmes had been watched on that particular week. "Muvhango" soapie took the top position after a tally of 226 (31.2%) viewership. The "7de Laan" followed with a total viewership of 121 (16.7%). The highest recorded viewership for SABC 2 was recorded on Tuesday with 146 viewership tally while the least was on Saturday with 42 viewership tallies. "Gospel Time" and "Moferefere Lenyalong were Sunday's most watched programme with 15 and 10 recorded viewership tallies respectively.

5.1.5.1 (C) SABC 3

A total of 47 respondents watched SABC 3, making it the least watched SABC channel. During the week of diary placement, the top four watched programmes were "Isidingo" (175), "Days of our Lives" (57), "Generations" repeat (45)

and an Afrikaans soapie "7de Laan" (28). "Dr Oz" which is a medical talk show was fifth and watched 27 times. The remaining 35 programmes watched during the week were all viewed less than 20 times. The highest viewership was on Thursday with a total of 18 programmes being watched 116 times while Saturday and Sunday were the least with each watched 18 times. Saturday's total watched programmes were 13 as compared to Sunday which has 6 programmes watched.

5.2 RADIO DIARY

5.2.1 Radio Diary Demographics

A total of 79 radio diaries were administered in Gaborone 39 (49.4%) and Francistown 40 (50.6%). The information collected revealed diverse listenership patterns in the two cities. Most respondents 62 (78.5%) watched TV and listened to the radio. A total of 16 (20.3%) listened to the radio alone while 1 (1.3%) respondent watched TV only. The highest concentration of radio listeners 64 (81.0%) ranged between 15 and 34 years of age. Respondents were mainly proficient in communicating in Setswana 72 (91.1%) and English 65 (82.3%). However, there was a blend of other vernacular languages and international languages such as Kalanga, Setswapong, Ndebele, Shona, French and Chinese.

Respondents ethnicity assessment revealed that they come from 14 distinct ethnic groups. Ethnic groups that had the highest representation were Bakalanga 22 (27.8%), Bangwato 12 (15.2%) while Bakwena, Babirwa and Bakgatla had 7 (8.9%) each. Other ethnic groups had less than 8.9% representation. Similar to television data, many respondents (68) identified themselves with Christianity religion. Seconday or high school education had more representation (36) translating to 45.6% followed by Junior school education at 17 (21.5%).

5.2.2 Household Structure and Lifestyle

Many households (34) were made up of more than five members. Out of these 34 households, 28 respondents had a monthly income of P2, 000 or less. It's clear from the data that LSM 6 is still dominant as with television diaries. Out of 79 radio diary respondents, 27 (34.0%) fell under LSM 6, 19 (24.0%) on LSM 7 while the top LSM had only 4 (5.0%) which LSM 9. Figure 5.4 shows the picture in a pie chart.

Respondents' households had at least one (1) radio set that used terrestrial mode of signal transmission. Many respondents (76) reported that they never listened to the radio through the internet (online radio). With regards to the preferred radio broadcasting language, 47 respondents preferred English while 32 preferred Setswana. Most radio diary respondents 68 (86.1%) indicated that their preferred source of information on current events and news was radio while 11 (13.9%) preferred television. Moreover, their level of trust towards radio was impressive as 63 (79.7%) indicated that they trusted it very much while 15 (19%) somewhat trusted it. The same radio diary respondents had a diverse view regarding their trust towards television as a source of news and current affairs. Out of 79 responses, 47 (59.5%) indicated they trusted television very much while 31 (39.2%) somewhat trusted it. In radio broadcasting, the language preferred was

not as obvious as with television. Data shows that 47 (59.5%) respondents preferred English while 32 (40.5%) preferred Setswana.

Figure 5.4: LSM groups of respondents
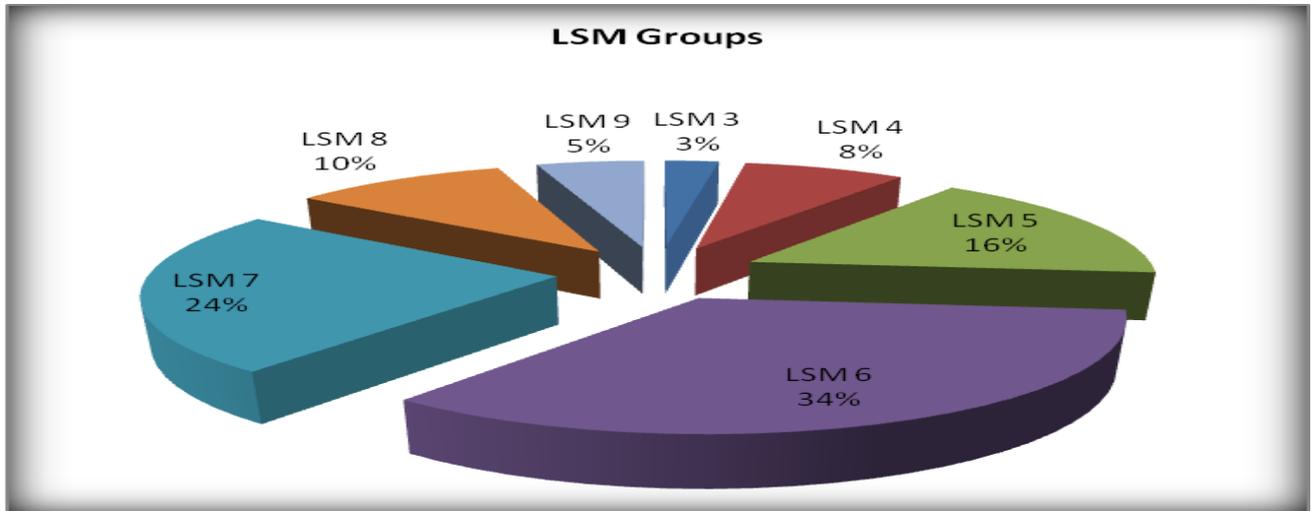
5.2.3 Radio Listenership

An overall analysis of the data showed that 42 people listened to the radio 7 days a week, 11 listened for 6 days, 15 listened for 5 days, 6 listened for 4 days, 2 listened for 3 days, 1 person listened for 2 days and lastly 2 people listened to the radio 1 day of the week. The radio diary data showed that RB1's total programmes were listened to 668 times follow by RB2 656 times, Yarona FM 190 times, Duma FM 75 times, Gabz FM 10 times (see Figure 5.5). On the other hand, foreign radio stations were listened to 26 times with Motsweding being the highest at 14 times. It is clear that Motsweding surpassed Gabz FM in terms of listenership in the week under review. Table 5.6 shows the most listened to radio program across all Botswana stations.

Figure 5.5: Total radio programs listened to in a week
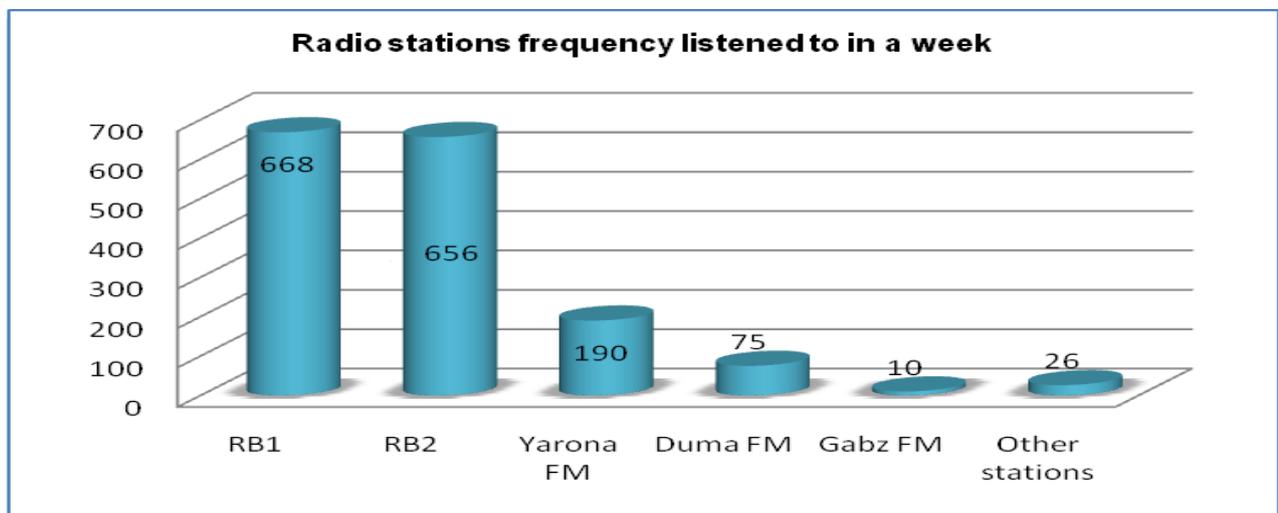
Table 5.6: Top listened to program among diary keepers

| Top listened program	Frequency	Radio station
Masa a Sele	155	RB1
Zibanani Live	104	RB2
Fak'l Safety Belt	39	Yarona FM
The Cookie Jar	17	Duma FM
Mascom Top 20	3	Gabz FM

The study found that RB1's "Masa-a-sele" was the most listened to radio program at 155 times. Other radio stations' top listened programs were distant from RB1 especially for private stations. Yarona FM's "Fak'l Safety Belt" had 39, Duma FM's "Cookie Jar" at 17 while Gabz FM's "Mascom top 20" only had three (3). The other finding was that during the week under review, Wednesday had the highest listenership (74) followed by Friday (72), Thursday (69), Tuesday (68), Monday and Saturday (63) each while Sunday was 60 as shown in Figure 5.6.

Figure 5.6: Diary keepers' radio listenership
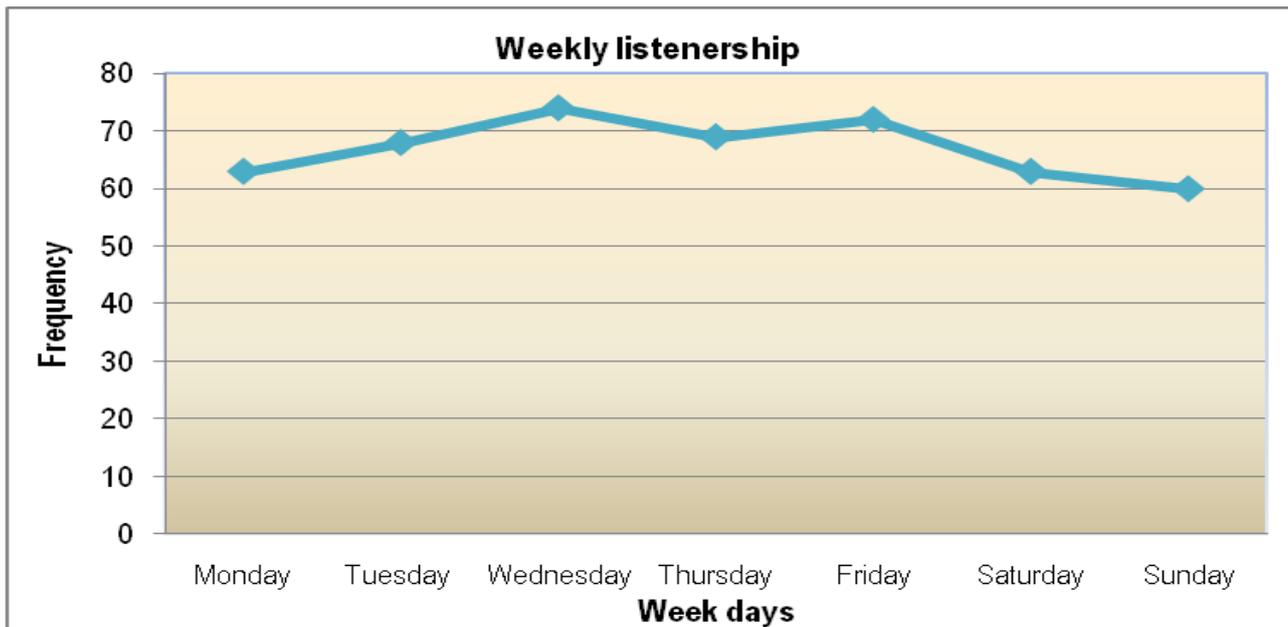
Figure 5.6 and Figure 5.7 show the total radio station programs listened in the week under review. This clearly shows that radio listenership fluctuated and only Yarona FM had the most linear or dedicated listeners per day apart from Gabz FM which had fewer listeners. RB1 listenership plunged to seven (7) on Saturday.

Figure 5.7: Total radio programs listenership each day
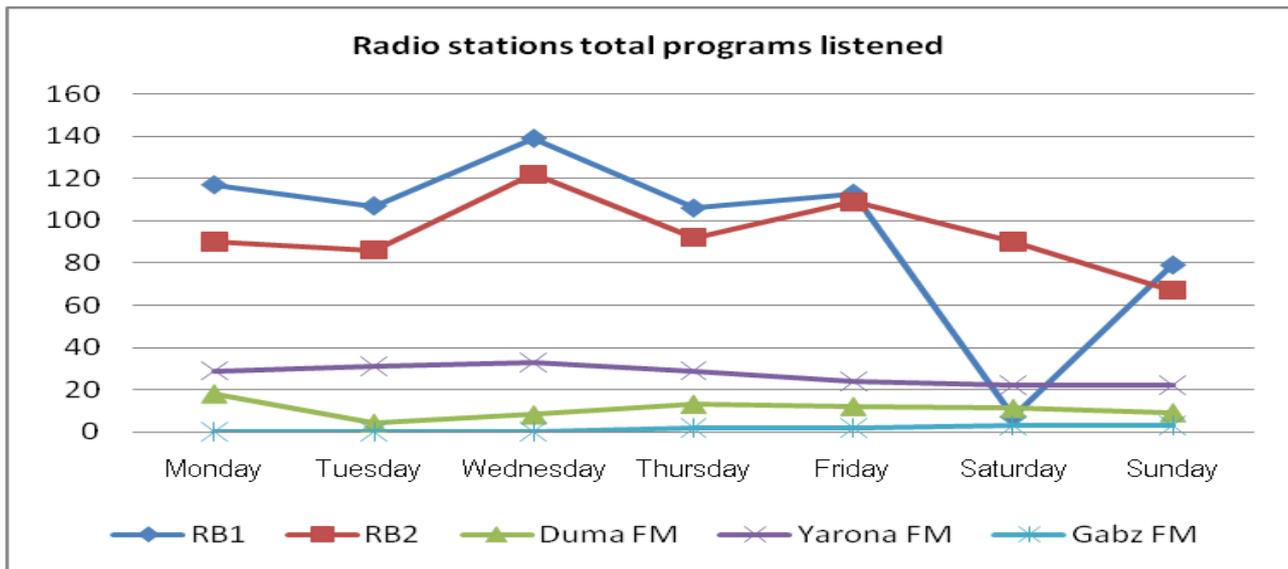
5.2.4 Government Stations

It has emerged from all the available data that government stations enjoyed favourable listenership from across the major cities of Botswana. RB1's "Masa-a-sele" dominated the airwaves every morning and had a very impressive listenership. Its other highly listened to program was "dikgang" (134) given that its cumulative frequency was even higher than the most listened program on RB2 ("Zibanani Live") (104). Three more programs from RB1 had 30 or more listeners which most private radio stations programs failed to meet. These were "Ja mokoto le Goitseone" (44), "Ha isong le rraagwe Msari" (34) and "Mosalagae le Lesego" (34). Data from diary keepers showed that they had an interest in RB1's call-in programmes. "Maokaneng" which was a Wednesday afternoon call-in program, had 25 listeners while "Phutha Dichaba" which was aired in the course of the week after midnight had 19 listeners for the entire week.

RB2 had six programs with 30 or more listeners. Leading the pack was "Zibanani Live" with 104 listerners, followed by "Easy Drive" (96), "Urban Flavours" at 92, "Breakfast in Bold" at 64 and "Night Crawlers" at 43. Its Orange sponsored music show had 25 listeners which were still higher than Duma FM's top most listened program. RB2's "Fundamental Live" program which is a football dedicated show had 15 listeners while its sister shows covering all sports (named "Sports Punch") had 11 listeners.

5.2.5 Private Stations

Among all private stations, it's clear that Yarona FM had the most listeners at 190 while Duma FM had 75 and Gabz FM had only 10 listeners. For Monday to Wednesday Gabz FM programs were not listened to by any of the diary keepers. Yarona Fm's top four programs were "Fak'I Safety Belt" (39), "The Bridge" (28), "Late Night Music" (27) and "Mojo in the Morning" (24). All its flagship morning, mid morning and afternoon programs had more than 20 listeners. On the other hand Duma FM's top two programs were the "Cookie Jar" (17) and "Sports Hour" (17). The rest of Duma FM programs had listenership of less than 20. The poorly listened to Gabz FM had only 3 listeners for its "Mascom top 20" music show.