

Inzwa pilot statistics summary

Period: July 14 – September 28, 2009

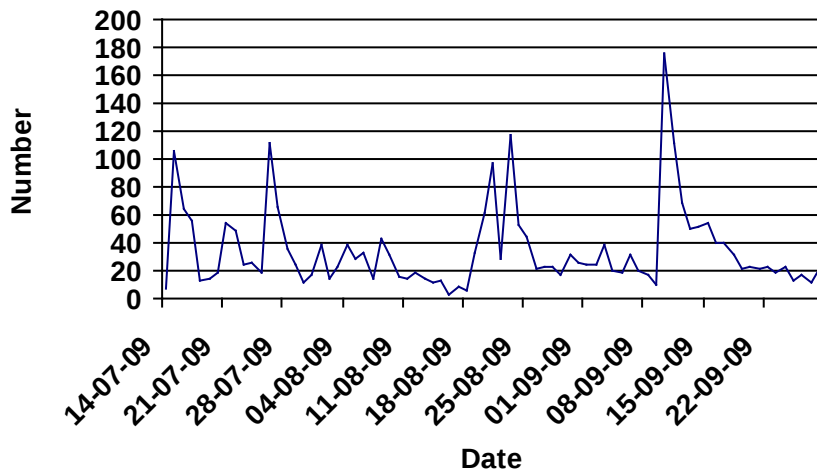
Unique numbers to-date: 2,686

Total calls to-date: 4,881

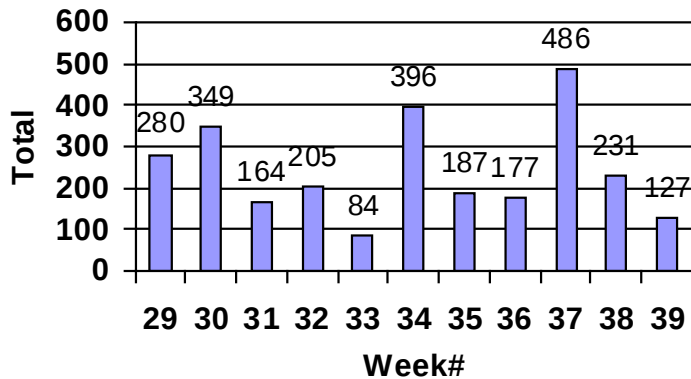
Inzwa callers also on K sms list: 690 (690/7702 = 8.96%)

New numbers added each day

New numbers added by date

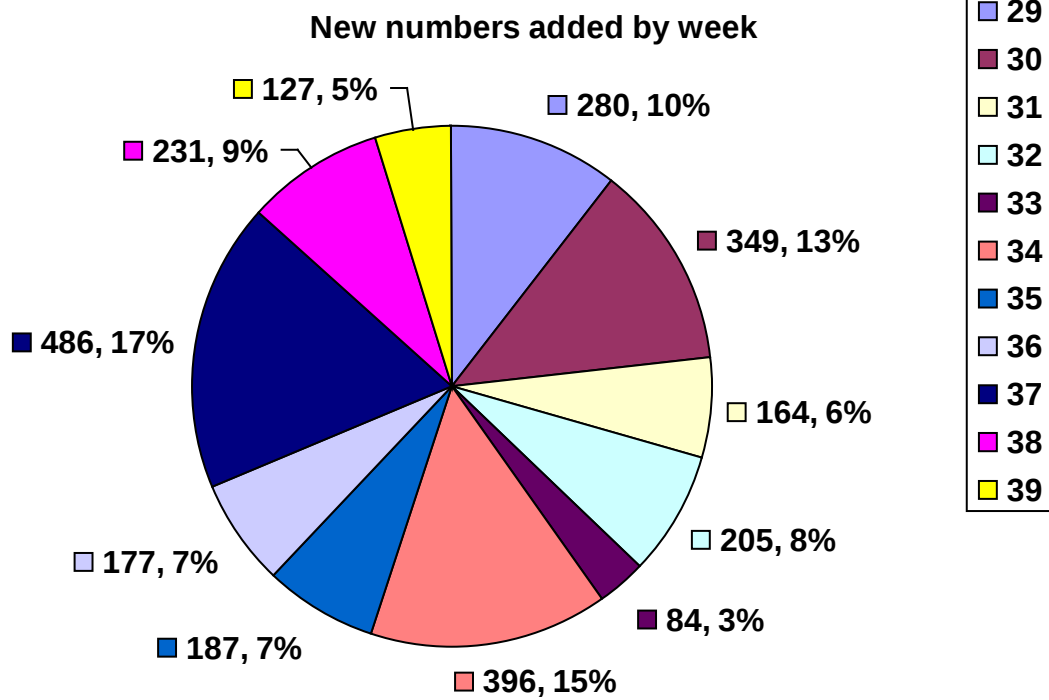


New numbers added by week



New numbers added by week

Week	Dates	New_nos
29	090714-090720	280
30	090721-090727	349
31	090728-090803	164
32	090804-090810	205
33	090811-090817	84
34	090818-090824	396
35	090825-090831	187
36	090901-090907	177
37	090908-090914	486
38	090915-090921	231
39	090916-090928	127



Calls by trunk & country

Trunk_in	Num calls	%
IAX2/1610	5	0.1
SIP/5060	4	0.1
SIP/vbl	4235	87
SIP/vbltwo	637	13
	4881	

Callers by country

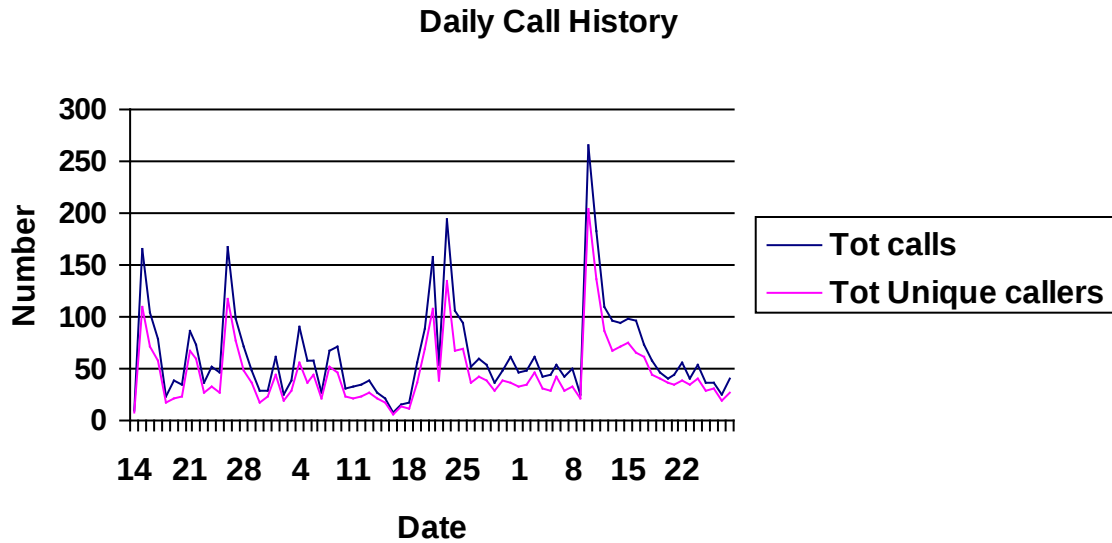
Country_code	Num callers
Zimbabwe	2672
South Africa	5
USA	2
Mozambique	2
Botswana	2
UK	1
France	1
	2685

Zimbabwean callers by exchange

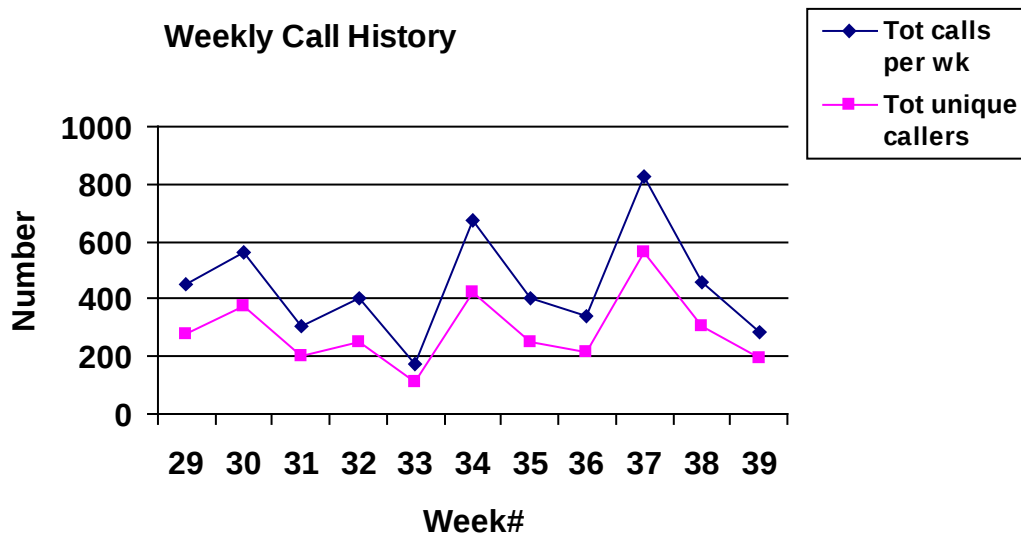
City	Num callers
Banket	2
Beitbridge	2
Bindura	2
Bulawayo	23
Centenary	1
Chegutu	2
Chimanimani	1
Chinhoyi	12
Chiredzi	2
Chitungwiza	16
Econet1	950
Econet2	821
Econet3	18
Gweru	22
Harare	180
Hwange	1
Hwange old	1
Kadoma	6
Kariba	1
Kwekwe	10
Lupane	1
Macheke	1
Marondera	12
Marondera old	3
Masvingo	15
Mhondoro	2
Mt Darwin	1
Murambinda	1
Murewa	1
Murombedzi	1
Mutare	30
Mutoko	1
Mvuma	1
NetOne	330
Norton	7
Nyanga	4
Redcliff	3
Ruwa	3
Shamva	1
Shurugwi	1
Telcel	174
Turk Mine	2

City	Num callers
Victoria Falls	1
Wedza	3
	2672

Daily Call History



Weekly Call History



Week#	Dates	Calls per week	Unique callers	Av calls / caller
29	090714-090720	453	280	1.6
30	090721-090727	560	375	1.5
31	090728-090803	303	201	1.5
32	090804-090810	405	249	1.6
33	090811-090817	175	108	1.6
34	090818-090824	673	424	1.6
35	090825-090831	403	250	1.6
36	090901-090907	340	213	1.6
37	090908-090914	825	561	1.5
38	090915-090921	457	309	1.5
39	090916-090928	287	191	1.5
		4881	3161	1.5

Note that weekly summarized totals for unique callers are lower than those arrived at by summing daily figures as some callers have called more than once in a given week.

Week#	Date	Num calls	Unique callers	Av calls per caller
29		453	309	1.5
	Tuesday, July 14, 2009	10	7	1.4
	Wednesday, July 15, 2009	165	109	1.5
	Thursday, July 16, 2009	104	72	1.4
	Friday, July 17, 2009	79	58	1.4
	Saturday, July 18, 2009	23	18	1.3
	Sunday, July 19, 2009	38	21	1.8
	Monday, July 20, 2009	34	24	1.4
30		560	404	1.4
	Tuesday, July 21, 2009	86	68	1.3
	Wednesday, July 22, 2009	73	59	1.2
	Thursday, July 23, 2009	37	26	1.4
	Friday, July 24, 2009	52	32	1.6
	Saturday, July 25, 2009	46	26	1.8
	Sunday, July 26, 2009	167	117	1.4
	Monday, July 27, 2009	99	76	1.3
31		303	217	1.4
	Tuesday, July 28, 2009	72	48	1.5
	Wednesday, July 29, 2009	48	36	1.3
	Thursday, July 30, 2009	28	18	1.6
	Friday, July 31, 2009	29	23	1.3
	Saturday, August 01, 2009	62	44	1.4

Week#	Date	Num calls	Unique callers	Av calls per caller
	Sunday, August 02, 2009	25	20	1.2
	Monday, August 03, 2009	39	28	1.4
32		405	279	1.5
	Tuesday, August 04, 2009	91	55	1.7
	Wednesday, August 05, 2009	58	36	1.6
	Thursday, August 06, 2009	58	44	1.3
	Friday, August 07, 2009	27	21	1.3
	Saturday, August 08, 2009	68	52	1.3
	Sunday, August 09, 2009	72	47	1.5
	Monday, August 10, 2009	31	24	1.3
33		175	129	1.4
	Tuesday, August 11, 2009	32	21	1.5
	Wednesday, August 12, 2009	34	24	1.4
	Thursday, August 13, 2009	38	26	1.5
	Friday, August 14, 2009	27	21	1.3
	Saturday, August 15, 2009	22	18	1.2
	Sunday, August 16, 2009	7	6	1.2
	Monday, August 17, 2009	15	13	1.2
34		673	465	1.4
	Tuesday, August 18, 2009	18	12	1.5
	Wednesday, August 19, 2009	55	37	1.5
	Thursday, August 20, 2009	89	69	1.3
	Friday, August 21, 2009	157	108	1.5
	Saturday, August 22, 2009	54	38	1.4
	Sunday, August 23, 2009	195	134	1.5
	Monday, August 24, 2009	105	67	1.6
35		403	289	1.4
	Tuesday, August 25, 2009	94	69	1.4
	Wednesday, August 26, 2009	51	36	1.4
	Thursday, August 27, 2009	59	43	1.4
	Friday, August 28, 2009	53	38	1.4
	Saturday, August 29, 2009	37	28	1.3
	Sunday, August 30, 2009	48	39	1.2
	Monday, August 31, 2009	61	36	1.7
36		340	242	242
	Tuesday, September 01, 2009	47	33	1.4
	Wednesday, September 02, 2009	49	34	1.4
	Thursday, September 03, 2009	62	46	1.3
	Friday, September 04, 2009	42	30	1.4
	Saturday, September 05, 2009	44	28	1.6
	Sunday, September 06, 2009	54	42	1.3

Week#	Date	Num calls	Unique callers	Av calls per caller
	Monday, September 07, 2009	42	29	1.4
37		825	619	1.3
	Tuesday, September 08, 2009	50	32	1.6
	Wednesday, September 09, 2009	25	21	1.2
	Thursday, September 10, 2009	266	203	1.3
	Friday, September 11, 2009	183	137	1.3
	Saturday, September 12, 2009	110	86	1.3
	Sunday, September 13, 2009	96	68	1.4
	Monday, September 14, 2009	95	72	1.3
38		457	357	1.3
	Tuesday, September 15, 2009	98	75	1.3
	Wednesday, September 16, 2009	97	66	1.5
	Thursday, September 17, 2009	73	61	1.2
	Friday, September 18, 2009	57	45	1.3
	Saturday, September 19, 2009	47	40	1.2
	Sunday, September 20, 2009	41	36	1.1
	Monday, September 21, 2009	44	34	1.3
39		287	218	1.3
	Tuesday, September 22, 2009	55	39	1.4
	Wednesday, September 23, 2009	41	34	1.2
	Thursday, September 24, 2009	53	40	1.3
	Friday, September 25, 2009	36	29	1.2
	Saturday, September 26, 2009	36	30	1.2
	Sunday, September 27, 2009	25	19	1.3
	Monday, September 28, 2009	41	27	1.5
		4881	3528	1.4

* The total of callers by date will be greater than number of unique callers overall because some people have called on more than one day.

$3528 - 2686 = 842$ callers have called on more than 1 day

$842/2686 = 31.4\%$ of all callers have called on more than 1 day

Daily call totals associated with Promotions on the same date

Date	Num calls	Unique callers	Promo_type
14-Jul-09	10	7	
			Kubatana email newsletter introduces Inzwa service
			SMS Inzwa notification
15-Jul-09	165	109	
			Herald display ad
16-Jul-09	104	72	

Date	Num calls	Unique callers	Promo_type
			Herald classified under vacancies
			Herald classified under personal
			Kubatana email correction - correct Inzwa numbers published
17-Jul-09	79	58	
			Herald classified under personal
18-Jul-09	23	18	
			Distribute Inzwa cards to Buddy seller in Harare city centre
19-Jul-09	38	21	
			Standard classified under vacancies
20-Jul-09	34	24	
			Herald classified under vacancies
21-Jul-09	86	68	
			Kubatana email newsletter cites Inzwa service
			SMS Inzwa notification
23-Jul-09	37	26	
			Fin Gaz classified under personals
			Herald classified under personals
24-Jul-09	52	32	
			Zim Ind classified
25-Jul-09	46	26	
			Herald classified under personals
			Herald classified under vacancies
26-Jul-09	167	117	
			Sunday Mail classified under vacancies
			Sunday Mail classified under personals
			Sunday Mail display advert
28-Jul-09	72	48	
			Kubatana email newsletter cites Inzwa service
31-Jul-09	29	23	
			Zim Ind display advert
06-Aug-09	58	44	
			Herald classified under vacancies
			Fingaz display advert
08-Aug-09	68	52	
			Herald classified under vacancies
09-Aug-09	72	47	
			Sunday Mail classified under vacancies
18-Aug-09	18	12	
			Herald display advert
19-Aug-09	55	37	
			Herald classified under vacancies
			Herald display advert – Entertainment page
20-Aug-09	89	69	

Date	Num calls	Unique callers	Promo_type
			Herald display advert - Sports page (Chinoz)
21-Aug-09	157	108	
			Herald display advert - Sports page (Chinoz)
23-Aug-09	195	134	
			Sunday Mail classified under vacancies
			Sunday Mail display advert - Sports page (Chinoz)
			Sunday Mail display advert - Entertainment
24-Aug-09	105	67	
			Herald classified under vacancies
29-Aug-09	37	28	
			Chronicle classified under personals
			Herald classified under vacancies
30-Aug-09	48	39	
			Sunday Mail classified under vacancies
			Sunday Mail classified under personals
			Sunday News classified under vacancies
			Sunday News classified under personals
31-Aug-09	61	36	
			Chronicle classified under personals
			Herald classified under vacancies
04-Sep-09	42	30	
			Manica Post classified under vacancies
10-Sep-09	266	203	
			SMS promo: September Special - Headlines updated daily. Phone Inzwa: 0913 444 321-8 and press 1 for a fresh round up of local, regional and international news.
11-Sep-09	183	137	
			Herald – 6 x 6 display advert – Daily headline
			Manica Post – 6 x 6 display advert – Daily headlines
			Zimbabwe Independent – 6 x 6 display advert – Daily headlines
13-Sep-09	96	68	
			Standard – Classified under vacancies – 5 x 2 display advert – Daily headlines
			Sunday Mail – 6 x 6 display advert – Daily headline
15-Sep-09	98	75	
			Herald – 6 x 6 display advert – Daily headlines
16-Sep-09	97	66	
			Chronicle – 6 x 6 display advert – Daily headlines
17-Sep-09	73	61	
			Fin Gaz – Classified under vacancies - 5 x 2 display advert – Daily headlines
			Herald – 6 x 6 display advert – Daily headlines
18-Sep-09	57	45	
			Chronicle – 6 x 6 display advert – Daily headlines
			Manica Post – 6 x 6 display advert – Daily headlines

Date	Num calls	Unique callers	Promo_type
20-Sep-09	41	36	
			Standard – 6 x 6 display advert – Daily headlines
22-09-2009	55	39	Sunday Mail – 6 x 6 display advert – Daily headlines
			Chronicle – 6 x 6 display advert – Daily headlines
25-09-2009	36	29	Manica Post – 6 x 6 display advert – Daily headlines

Promo_type	Vehicle	Number
Article	Printed card	1
Classified	Chronicle	2
Classified	Fingaz	2
Classified	Herald	13
Classified	Manica Post	1
Classified	Standard	2
Classified	Sunday Mail	6
Classified	Sunday News	2
Classified	Zimind	1
Display	Chronicle	3
Display	Fingaz	1
Display	Herald	8
Display	Manica Post	3
Display	Standard	1
Display	Sunday Mail	5
Display	Zimind	2
Email	Kubatana	4
Sms	Sms K list	3
		60

SMS received as at September 25, 2009

Topic	Quantity
Message Blank	15
Jobs / Scholarships	15
Hello / How are you	7
Send me news	52
Subscribe	40
Give me sport results	1
Analyse the situation to see the new propaganda in our country	1
Actor/scripting	2
Survey	1
Tell me more	1
Thank you	3
Total	138

Since 22 July, we have received 138+ text messages. Of these messages, some were sent by the same number at different times and / or to different numbers, so in total we received texts from 122 different numbers.

The messages are largely grouped around asking for news, asking to subscribe, asking about jobs / opportunities or giving us general feedback.

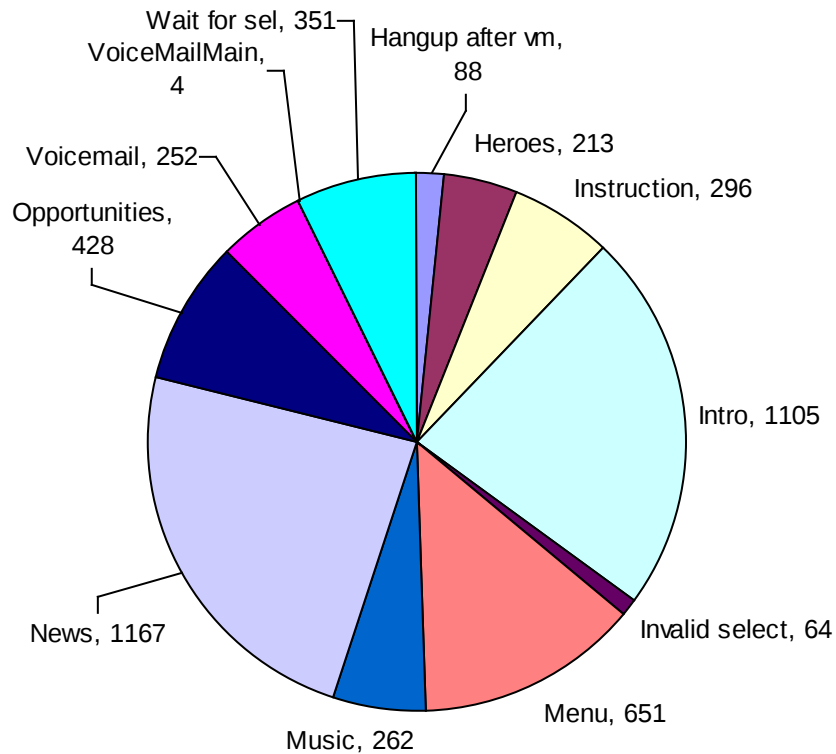
Messages were often sent to our call-in numbers rather than our sms feedback number, as follows:

Mobile number	Quantity
0913-444 321	66
0913-444 322	8
0913-444 323	7
0913-444 324	2
0913-444 325	0
0913-444 326	0
0913-444 327	0
0913-444 328	15
Total	98

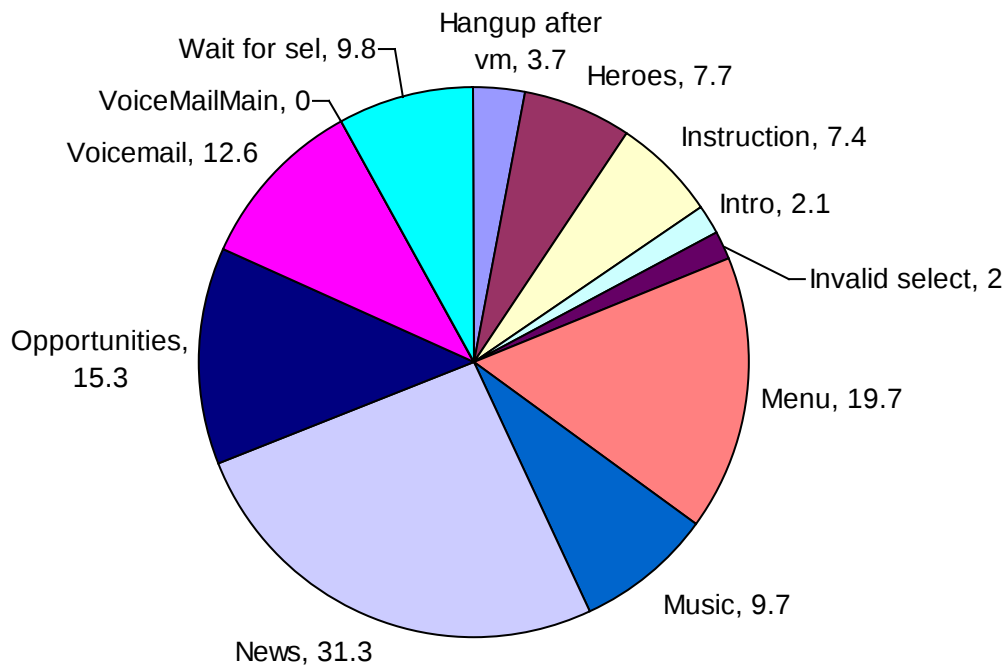
Summary of where callers exit the IVR & duration of calls

Audio_path	Num callers exiting here	Tot Time in mins	Av call time in mins overall	% exiting
/var/lib/asterisk/sounds/record/inzwa_fresh	1167	1880	1.6	23.91
/var/lib/asterisk/sounds/record/inzwa_intro	1105	125	0.1	22.64
/var/lib/asterisk/sounds/record/inzwa_menu	651	1182	1.8	13.34
/var/lib/asterisk/sounds/record/inzwa_jobs	428	918	2.1	8.77
Wait for selection	351	588	1.7	7.19
/var/lib/asterisk/sounds/record/inzwa_unleash	262	583	2.2	5.37
VoiceMail	252	756	3	5.16
/var/lib/asterisk/sounds/record/inzwa_heroes	213	461	2.2	4.36
/var/lib/asterisk/sounds/record/inzwa_make_selection	180	251	1.4	3.69
/var/lib/asterisk/sounds/record/inzwa_menu_any	116	192	1.7	2.38
Hangup by system after VoiceMail	88	221	2.5	1.8
record/inzwa_invalid_selection	64	119	1.9	1.31
VoiceMailMain	4	1	0.2	0.08
Totals	4881	7277	1.5	
Tot time in hours		121.3		

Summary - Callers exiting here



Summary - Time in hours of calls at exit



Report: Requested Pages - kubat1p Date Range: 07/14/2009 - 09/28/2009			
Pages (1-48) / 48		Pageviews	Percent
1.	/html/archive/archinzwa_index.asp	2,133	25.83%
2.	/html/archive/inftec/090728inzwa.asp	602	7.29%
3.	/html/archive/inftec/090714inzwa.asp	450	5.45%
4.	/html/archive/inftec/090721inzwa.asp	314	3.80%
5.	/html/archive/inftec/090818inzwa.asp	260	3.15%
6.	/html/archive/inftec/090728inzwajobs.asp	257	3.11%
7.	/html/archive/artcul/090814inzwa1.asp	236	2.86%

Desc

Inzwa - Jul 28 - Aug 03, 2009 - Operation Murambatsvina returns, poet ERS, and the Adult Rape Clinic

Inzwa - Jul 14 - 20, 2009 - The Constitution, the music of Edene and HIV activist Eleanor Alfred

Inzwa - Jul 21 - 27, 2009 - Featuring singer Ifree and human rights lawyer Beatrice Mtetwa

Inzwa - Aug 18 - 24, 2009 - Featuring Joseph Chinotimba, Nyaradzo Mashayamombe, & the Musasa Project

				Inside/Out with singer Thanda - Kubatana.net
8.	/html/archive/inftec/090811inzwa.asp	233	2.82%	Inzwa - Aug 11 - 17, 2009 - Featuring toll roads, singer Rina Mushonga and Child Future Africa
9.	/html/inzwa/inzwa_cont.asp	214	2.59%	
10.	/html/archive/inftec/090721inzwajobs.asp	212	2.57%	
11.	/html/archive/artcul/090805inzwa3.asp	210	2.54%	How can you be balanced at the moment of unhinging? Interview with Tsitsi Dangarembga - Kubatana.net
12.	/html/archive/inftec/090825inzwa.asp	206	2.49%	Inzwa - Aug 25 - 31, 2009 - Featuring Alexio Kawara and the Voluntary Media Council of Zimbabwe
13.	/html/archive/inftec/090804inzwa.asp	185	2.24%	Inzwa - Aug 04 - 10, 2009 - Featuring Peace Days, the band Mokooomba and Primrose Matambanadzo
14.	/html/archive/chiyou/090805inzwa1.asp	155	1.88%	Politics, youth empowerment & the Constitution: Interview with George Makoni, Youth Forum - Kubatana
15.	/html/archive/inftec/090825inzwajobs.asp	147	1.78%	

16.	/html/archive/gen/090721inzwa4.asp	135	1.63%	Interview with Loise Mangwiro of Musasa Project - Kubatana.net
17.	/html/archive/artcul/090721inzwa2.asp	135	1.63%	Inside/Out with Sr Magwisi, committed and concerned social worker - Kubatana.net
18.	/html/archive/gen/090721inzwa3.asp	133	1.61%	Interview with Sr. Magwisi of Musasa Project - Kubatana.net
19.	/html/archive/media/090728inzwa1.asp	133	1.61%	Exercise your right to free expression: Interview with Hilton Zvidzayi, VMCZ - Kubatana.net
20.	/html/archive/artcul/090805inzwa4.asp	131	1.59%	Inside/Out with Tsitsi Dangarembga - Kubatana.net
21.	/html/archive/inftec/090901inzwa.asp	127	1.54%	Inzwa - Sept 1-7, 2009 - Including author Tsitsi Dangarembga and singer Vimbainashe Zimuto
22.	/html/archive/artcul/090728inzwa2.asp	124	1.50%	Inside/Out with Hilton Zvidzayi, Voluntary Media Council of Zimbabwe - Kubatana.net
23.	/html/archive/inftec/090714inzwajobs.asp	120	1.45%	
24.	/html/archive/artcul/090805inzwa2.asp	114	1.38%	Behind the scenes with praise and worship singer Nyaradzo Mashayamombe - Kubatana.net
25.	/html/archive/artcul/090715inzwa.asp	114	1.38%	Inside/Out with George Makoni, Youth Forum - Kubatana.net
26.	/html/archive/artcul/090820inzwa1.asp	104	1.26%	Inside/Out with Givemore Chipere, community radio activist - Kubatana.net
27.	/audio/inzwa/fresh_chinotimba_090818.mp3	101	1.22%	
28.	/html/archive/artcul/090806inzwa.asp	96	1.16%	Professionalism in the music industry: Interview with producers Ishe and Macdee - Kubatana.net
29.	/html/archive/artcul/090819inzwa2.asp	90	1.09%	Outspoken: defying any definitions - Zanele Manhenga, Kubatana.net
30.	/html/archive/artcul/090721inzwa5.asp	85	1.03%	"The music is in me" - Interview with Vimbainashe Zimuto - Kubatana.net
31.	/html/archive/artcul/090721inzwa1.asp	85	1.03%	Inside/Out with Vimbainashe Zimuto - Kubatana.net
32.	/html/archive/inftec/090818inzwajobs.asp	83	1.01%	
33.	/html/archive/artcul/090819inzwa1.asp	81	0.98%	

				Inside/Out with Outspoken, Zimbabwe's fusion word poet - Kubatana.net
34.	/html/archive/media/090820inzwa2.asp	81	0.98%	Communication, development, empowerment: Interview with Givemore Chipere, CORAH - Kubatana.net
35.	/html/archive/inftec/090811inzwajobs.asp	76	0.92%	
36.	/html/archive/inftec/090804inzwajobs.asp	69	0.84%	
37.	/html/archive/inftec/090901inzwajobs.asp	44	0.53%	
38.	/audio/inzwa/fresh_cholera_mhand_locgov_zrp_090824.mp3	36	0.44%	
39.	/audio/inzwa/unleash_nyaradzo_090818.mp3	28	0.34%	
40.	/audio/inzwa/jobs_090818.mp3	28	0.34%	
41.	/audio/inzwa/heroes_musasa_project_090818.mp3	27	0.33%	

42.	/audio/inzwa/fresh_strike_tolls_land_cricket_090831.mp3	21	0.25%
43.	/audio/inzwa/jobs_090831.mp3	18	0.22%
44.	/html/inzwa/jobs_090714.asp	12	0.15%
45.	/html/inzwa/jobs_090721.asp	6	0.07%
46.	/audio/inzwa/heroes_arc_090725.mp3	2	0.02%
47.	/audio/inzwa/fresh_opm_poach_090728.mp3	2	0.02%
48.	/audio/inzwa/jobs_090725.mp3	2	0.02%
View Total:		8,257	100.00%
Total:		8,257	100.00%