

During Q1 2016, the media directed coverage to a diverse spectrum of issues, whilst emphasise was placed on the water crises, ongoing drought (impact on agriculture), exchange rates, and food security.

Q1, 2016



Trending Economic Issues:

1. National budget Policy: spending
2. Value of the currency
3. Economic growth
4. Interest rate
5. Inflation rate
6. Commodity price
7. Oil price
8. Development/Investment: Infrastructure
9. Food Prices
10. International Trade agreement

Trending Social Issues:

1. Water shortage/supply
2. Poverty eradication
3. Improvement of social services
4. Food Banks
5. Land reform and distribution
6. Building (construction) projects
7. Narrowing the Rich-Poor Gap
8. Unite the country
9. Mass Housing Development Programme
10. Drought relief (government)

Trending Political Issues:

1. State owned companies/Shares
2. Public Procurement Bill
3. Legislative procedure
4. Performance agreements
5. Expulsion of party members
6. Personnel policies
7. Decentralisation
8. Independence Celebration
9. Internal unity (political parties)
10. Disaster prevention

**Red indicates negative sentiments towards the topic*



Corporates: Most negative coverage related to employee relations, customer service, and questionable leadership practises



Top positive corporate Issues:

1. Products & services offering (NBC)
2. Leadership style (Bank Windhoek)
3. Project management (Bank Windhoek)
4. CSR events (Bank Windhoek)
5. CSR projects (Bank Windhoek, MTC)
6. Management strategy (Bank Windhoek)
7. Cooperation, partnership of companies (NBL)
8. Customer service improvement (Bank Windhoek, Standard Bank)
9. Employee relations (Bank Windhoek, Swakop Uranium)
10. Sustainable, Energy source Development Investments (Standard Bank)



Top negative corporate issues:

1. Employees relations (Rosh Pinah Zinc)
2. Customer service (NWR)
3. Leadership style (Namcor, Telecom Namibia)
4. Trials, investigation (Rossing Uranium)
5. Management strategy (Namwater)
6. Government regulations on the company (Swakop Uranium)
7. Business/Economic conditions (Volkswagen)
8. Productivity fallen (Meatco)
9. Strike within the company (Rosh Pinah Zinc)
10. Prices, price policies (Namibia Dairies)

** (Company name) indicates the name which received the most coverage on the topic*





Top Spokesperson Brands

1. Kavari, Suta (BWDH)
2. Kavishe, Daniel (FNB)
3. Amukugo, Josua (CoW)
4. Ipinge, Otto (Otjozondjupa Governor)
5. Likukela, Mally (STBN)
6. Hans, Baronice (BWDH)
7. Collard, Ian (Namib Mills)
8. Mbambo, Samuel (Kavango East Governor)
9. Mutjavikua, Cleophas (Erongo Govenor)
10. Kalili, Namene (FNB)



Top Covered Company Brands

1. Bank Windhoek
2. Standard Bank
3. FNB
4. Namibia Breweries
5. Meatco
6. NBC
7. MTC
8. Namibia Wildlife Resorts
9. Namib Mills
10. Swakop Uranium

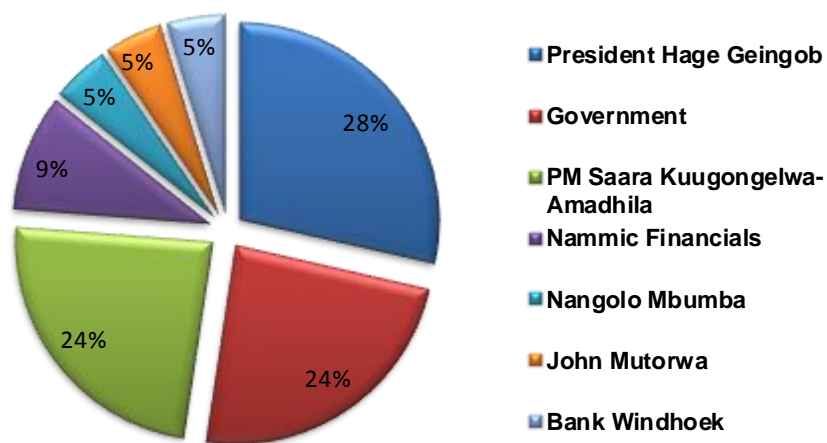


Top Covered Protagonists (Political)

- HE Geingob, Hage
Ya Nangoloh, Phil
PM Kuugongelwa-Amadhila, Saara
Nandi-Ndaitwah, Netumbo
Kanime, Philemon
Jauch , Herbert
VP Iyambo, Nickey
Kapofi, Franse
Aochamub, Albertus

The introduction of the New Equitable Economic Empowerment (NEEEF) policy was welcomed with mixed feelings by economic and political (opposition) protagonists. Most optimism was directed from government. The mining sector and several financial entities derived pessimistic sentiments towards the implementation and further development of NEEEF.

Optimism towards NEEEF: Q1, 2016



Pessimism towards NEEEF policy: Q1, 2016

