

HAPPY CUSTOMER SERVICE WEEK 2026

Thank You for trusting our data for your informed decisions

How customers used Statistics Botswana's Portals, Information Resource Centre and Website from April to September 2026.

Website events (GA4)

April to September 2026

2.32M

events recorded (2,321,259)

78,184

total users

1.49M

page views (1,490,785)

77,029

first visits

CUSTOMERS TAKING ACTION

USER_ENGAGEMENT **570,431**

SESSION_START **104,502**

FORM SUBMIT **14,525**

FILE DOWNLOAD **21,692**

SCROLL **24,395**

DEMOGRAPHIC DETAIL:

Country (Top 10)

	SINGAPORE	25,866
	UNITED STATES OF AMERICA	23,668
	BOTSWANA	16,681
	IRELAND	10,172
	SOUTH AFRICA	2,422
	INDONESIA	1,361
	CHINA	1,154
	INDIA	963
	UNITED KINGDOM	634
	KENYA	457

Email Subscription

2,056



Statistical Portal

April to September 2026

10,631

Views

2,860

Active Users

1,406

New Users

TOP 3 COUNTRIES BY VIEWS

BOTSWANA	4,847
UNITED STATES OF AMERICA	2,774
SOUTH AFRICA	729

Microdata Portal

April to September 2026

9,552

Study downloads

262

new registered users

Information Resource Center

April to September 2026



771 VISITORS

641 FEMALE | 130 MALE



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