



askafrika
market research intelligence

The Ask Afrika COVID-19 Tracker

Unpacking the significant social change brought on by the COVID-19 pandemic

Week 8 results
(19 – 25 May 2020)



COVID-19 topics that have been surveyed

Core weekly topics

- COVID19 understanding, fear & lockdown behaviours
- Financial Distress
- Food Security/ Hunger
- Emotional Distress
- Government & Business reputation

Rotation Topics

- Physical wellbeing (exercise & eating habits)
- Shopping behaviours
- Take-aways
- Education, schooling
- Provincial Differences
- Technology & Communications

Executive Summary

Week 8

Executive Summary

Factors influencing our Food and Financial Security

The Covid-19 outbreak is taking its toll on South Africans wellbeing

- Distress levels are high in North West and Mpumalanga. This is linked to poor financial security and loss of income.
- Although the Western Cape has the highest number of positive cases and strong case progression, they have the least distress. This is linked to higher emotional stability and financial wellness.
- Overall 23% of people say that they are *managing*, and this is higher amongst those older than 65 years of age. Only 19% of people in Mpumalanga and 14% of those in KZN are *managing*.

Food security is low and remains a key concern for people

- Concerns about food security have reached an all time high, with one in four people mentioning this as their biggest concern. This is closely linked to fears of unemployment and the subsequent loss of income.
- A third of people with signs of hunger are depressed and 24% show signs of fear.
- Due to lack of food, almost 50% of adults have reduced meal frequencies or portion sizes, and subsequently one in five lost weight due to a lack of food.
- Additionally, one in four adults and one in six children went to bed hungry due to a lack of food.
- Most respondents noted that the Government should assist vulnerable communities and townships with food parcels or basic personal protective gear.
- Qualitative feedback suggests the government must look for ways to make sure that food parcels reach those who are less privileged.



Executive Summary

Public perception of the Governments' response

People are borrowing money to survive and dipping into their savings

- A large proportion of South Africans are borrowing money and dipping into savings to stay afloat.
- Four in ten people have made arrangements for later payment, and 25% have cancelled non-essentials like car insurance.
- A further 21% of people have applied for UIF for financial assistance and have not received a salary although they have been working during this time.

Trust in the President remains high and people want to receive information from him on a regular basis.

- Most people trust the President to lead the country during the lockdown and believe that he is taking lead to manage the country. This sentiment has however declined over the past 4 weeks. More than 60% of people want to hear from the President at least once a week.
- Further to this, 78% of people would like to receive frequent communication from Zweli Mkhize
- Consistently, more than 60% of people noted that the Government is doing a good job in supporting its citizens during the lockdown.
- Two in five people feel that the Government is not doing enough to reduce poverty, and 49% have not seen food parcels being delivered to the most vulnerable in their communities. Communication efforts regarding the Governments' initiatives could be increased. More people feel that private individuals are contributing the most to vulnerable communities as compared to the Government or Businesses.
- Awareness of COVID-19 corruption is high, with nearly 70% of people have heard, seen or read about it.

Fear around increased levels of domestic and gender-based violence remains high

- 65% of people believe that domestic and gender-based violence will increase during the lockdown.
- 49% believe that crime will also increase during the lockdown.
- Many people don't know what to do if they or someone they know are affected by domestic or gender-based violence. Further to this, one in three people feel that the government is not doing enough to support victims of these crimes during the lockdown.



Executive Summary

Community's response to the outbreak

Lockdown regulations lead to frustration

- Although most people understand the reason for the lockdown, frustration levels are high and starting to increase with more than 70% of people experiencing frustration.
- Lockdown regulations are deemed to be too strict, yet people maintain social distancing and hygiene practices to stay safe. Adherence to lockdown regulations are high, yet many people are breaking the regulations which put South Africans at risk of increased infection
- Personal responsibility are high as most people agree that they should take responsibility for their own health and well-being as opposed to relying on the Government.
- Most people understand that they should play their part in containing the virus and adhere to the Government's call to stay at home.

Awareness of COVID-19 symptoms are high, although regional differences exist

- People are mostly aware that COVID-19 is associated with a high fever, dry cough, sore throat, shortness of breath and sneezing.

Healthy behaviour and eating habits boost the immune system

- Almost half of respondents indicated that they take supplements such as vitamins and minerals to stay healthy.
- The arrival of the Cuban doctors are welcomed by many and seen as a valuable asset.
- Citizens perceive nurses and doctors be dedicated and committed to their jobs during the pandemic.

Reputation is built through charitable acts and providing clean and safe environments for customers and employees

- Government Departments, Shoprite and Pick n Pay mostly impressed customers during the outbreak.



Tracking wellbeing



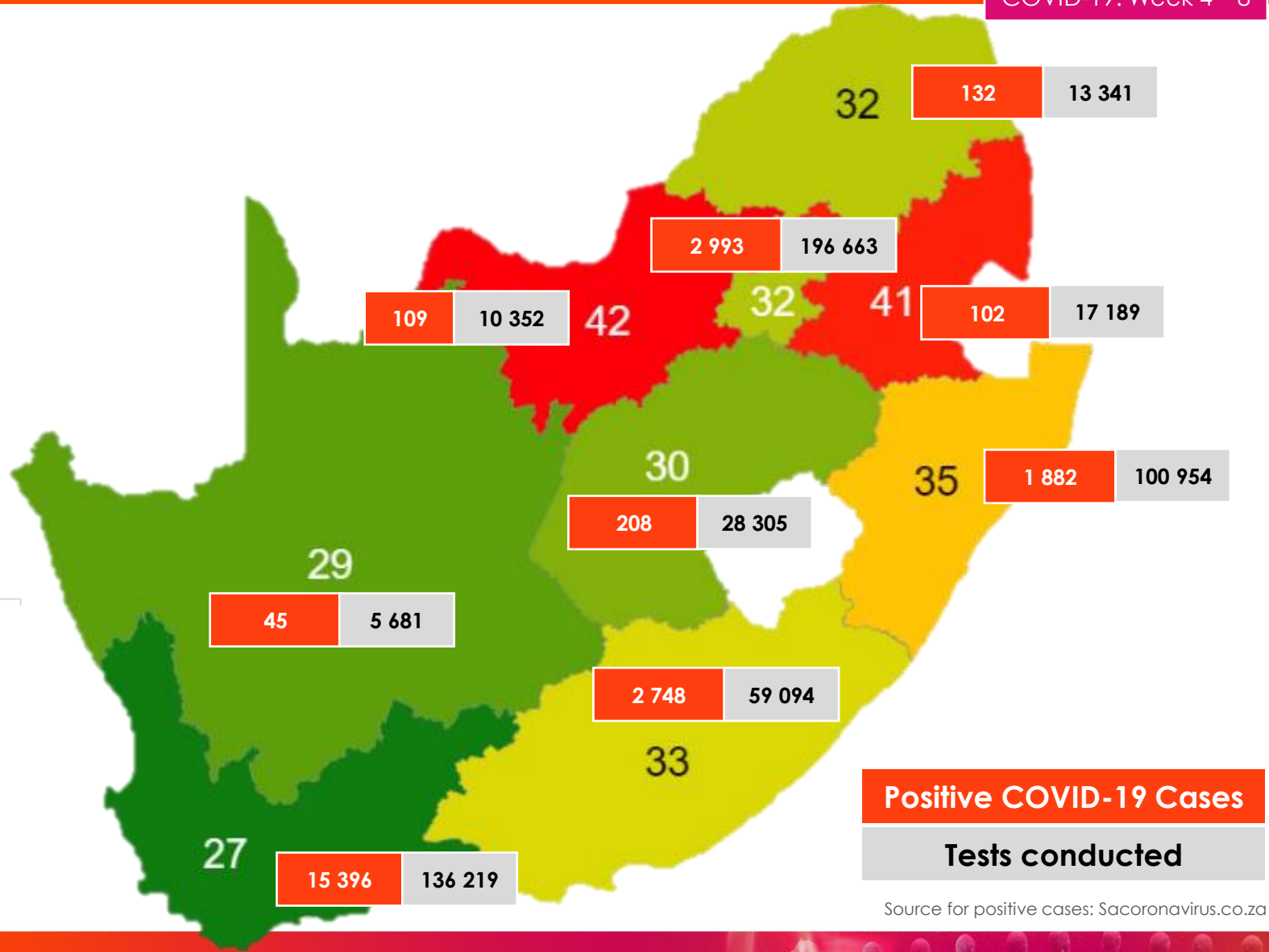
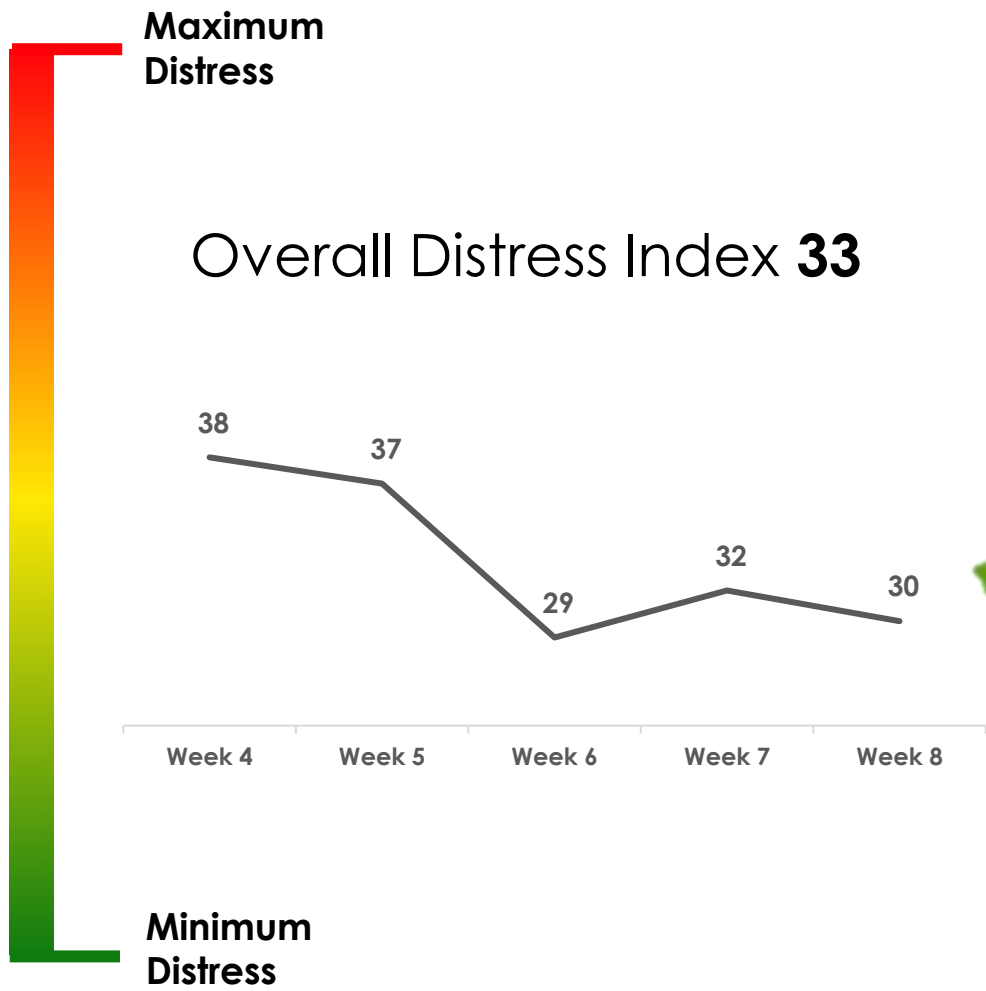
COVID-19 Distress index

Ask Afrika Covid-19 Distress Index:

Distress is highest in the North West and Mpumalanga.

The distress is not directly linked to number of COVID cases per province

COVID-19: Week 4 – 8



The Western Cape shows markedly less distress than the rest of the country. Possibly due to more than half of the citizens still being able to earn during lockdown

COVID-19: Week 4 – 8

Seeing that the Western Cape has the highest COVID-19 cases, it is to be expected that citizens in this province feel the government can do more to prevent the spread of the outbreak by informing and educating South Africans about the spread of the virus as well as support citizens more.

This provinces does however still feel a minimum amount of distress compared to the other provinces.

When comparing the distressed Mpumalanga with Western Cape, those in the WC have higher financial security in the form of employment than those living in MP.

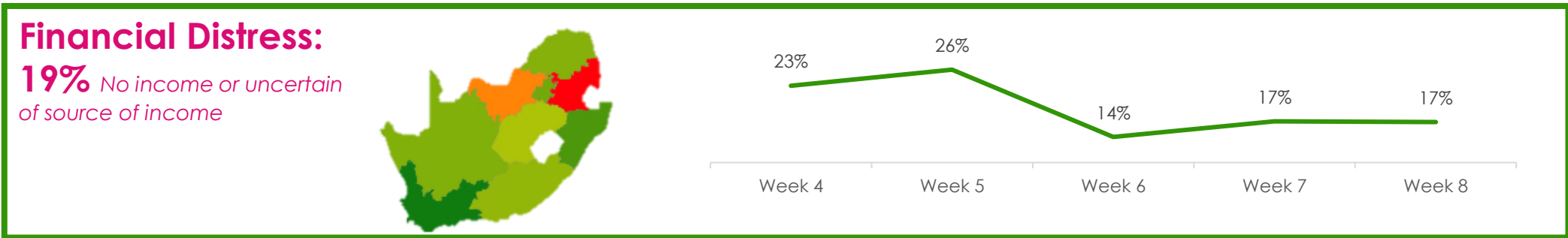
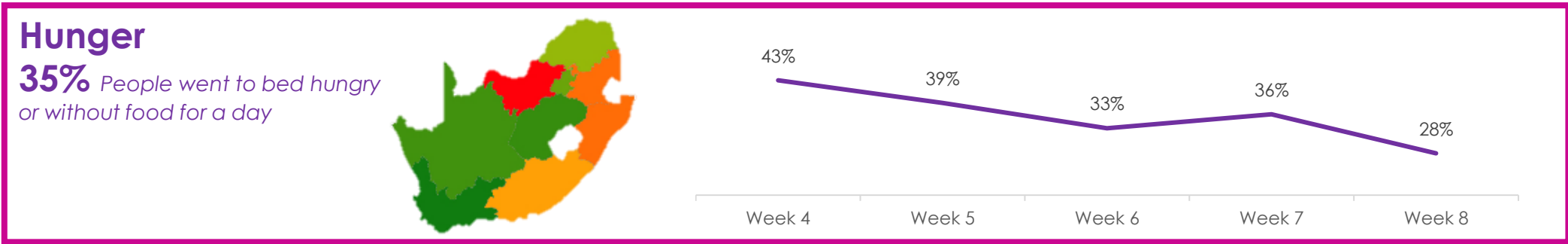
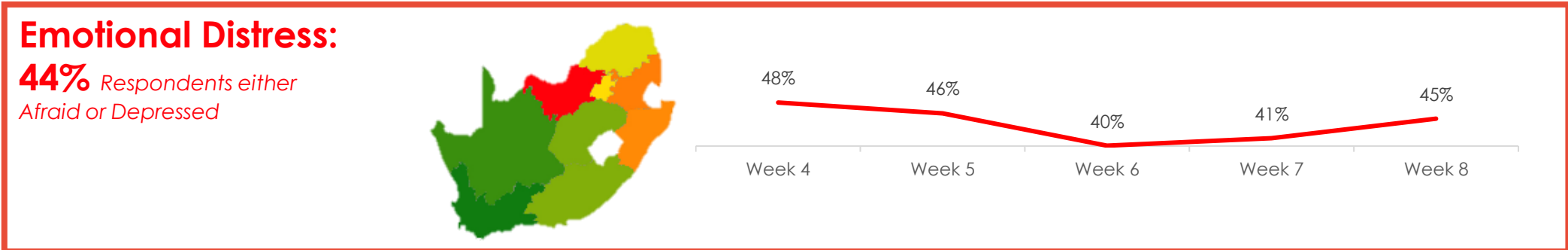
WC respondents are also currently still receiving a salary (56%), whereas in Mpumalanga only one in three respondents can say the same (35%).

Citizens in the WC are therefore more self-sufficient and financially secure, as apposed to those living in MP, who are more dependent on the state and social grants.



Ask Afrika Covid-19 Distress Index: Strong regional differences exist

COVID-19: Week 4 – 8



A row of matches is shown against a background of a large, bright orange and red flame. The first match on the left is lit, with a bright flame and smoke rising from it. The other matches are unlit and stand in a row to the right. The overall color scheme is warm, dominated by oranges and reds.

COVID-19

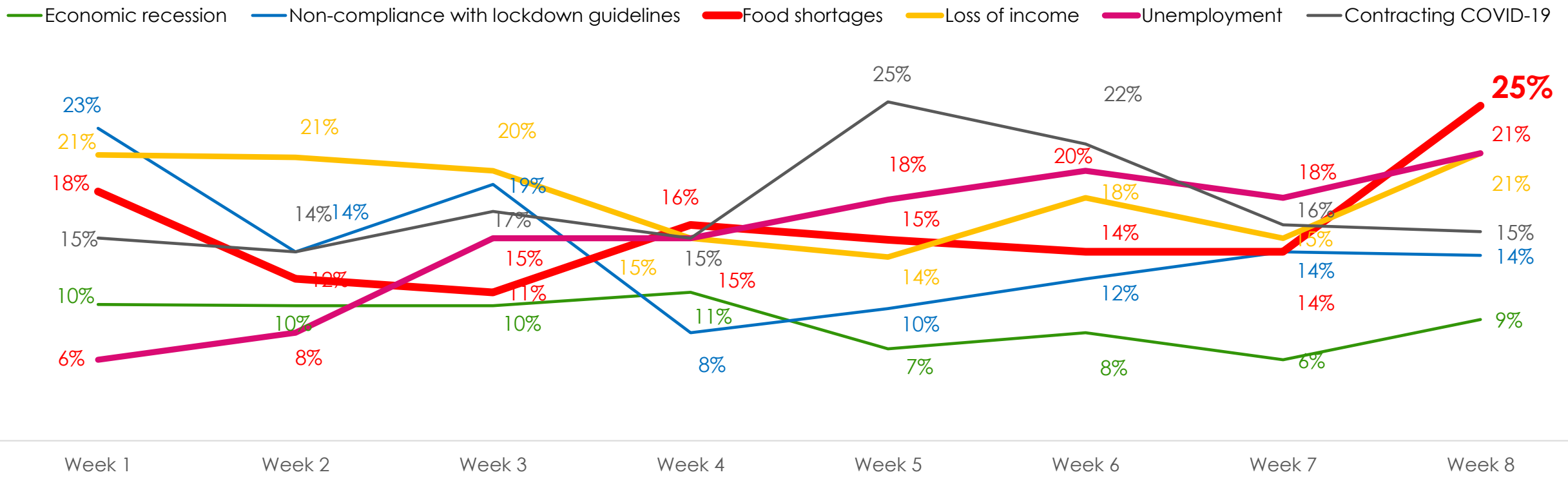
fear, awareness, testing, lockdown behaviours

The fear levels around food shortages has reached its highest levels since the start of the lockdown- it is currently the highest of all fears experienced.

COVID-19: Week 1 – 8 Cumulative

This is further aggravated by the concern about unemployment and the subsequent loss of income.

The fear of contracting COVID-19 has stabilised after showing spikes during the gradual reopening of the economy.



The highest fear: Food shortages

COVID-19: Week 1 – 8 Cumulative

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This is further aggravated by the concern about unemployment and the subsequent loss of income. The fear of contracting COVID-19 has stabilised after showing spikes during the gradual reopening of the economy.

Fear about food shortages is the highest it has been

COVID-19: Week 8



Not having enough money for food. Not knowing if I have a job to go back to. If I do go back to work, how are we going to manage with all the restrictions in place. The amount of debt I must pay back after the lock down.

Food parcels are still **not fully supplied.**

The **hunger that continues to increase,** I don't think the government is doing enough. Unfortunately, unemployment is also increasing.

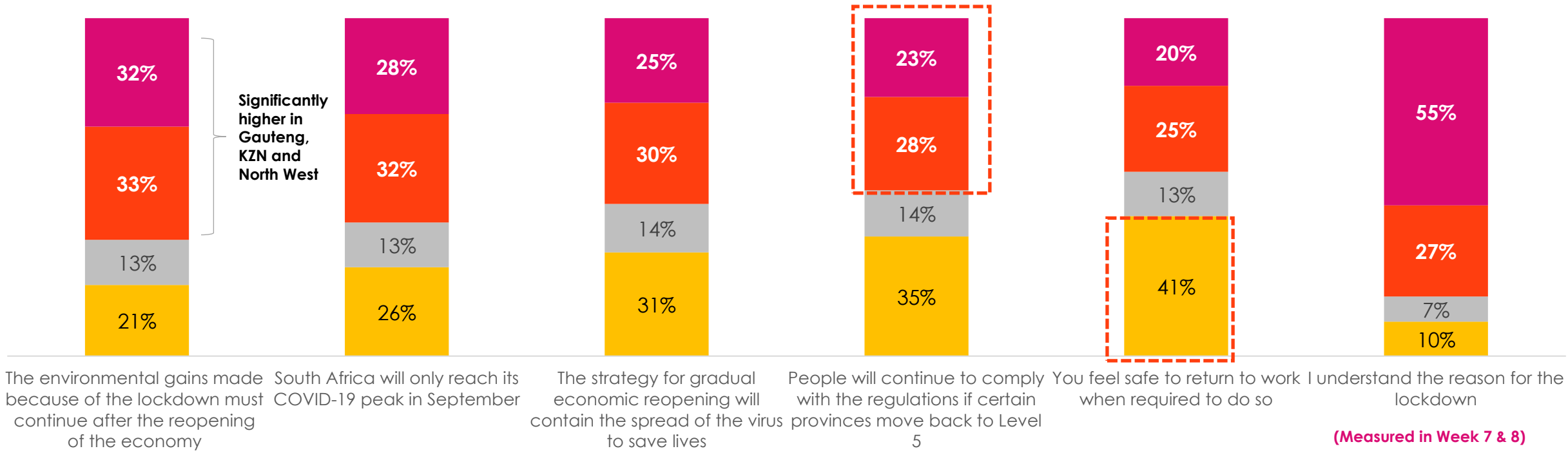
Breakdown of food distribution **channels.**



Most people understand the reason for the lockdown, yet many believe that the gradual reopening of the economy will not save lives, especially those residing in Mpumalanga.

41% are hesitant about returning to work.

Disagree (0 - 4) Neutral (5) Agree (6 - 8) Completely Agree (9 - 10)

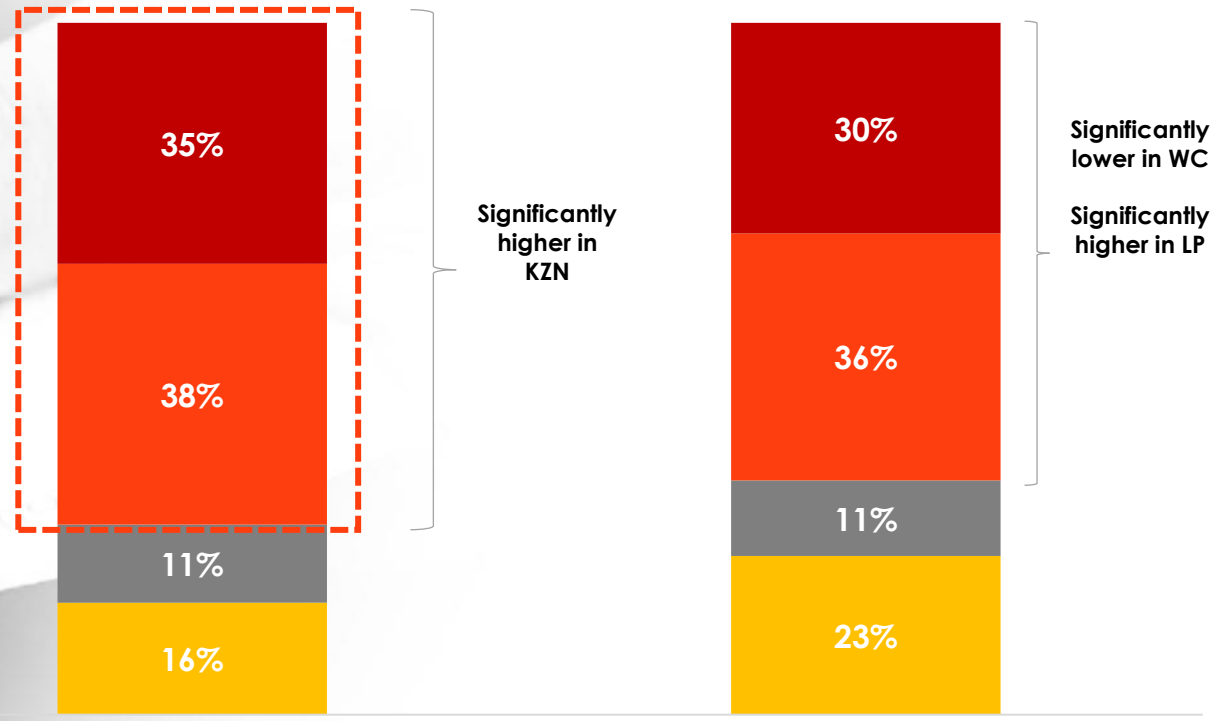


73% agree, that people are breaking Level 4 lockdown rules, especially in KwaZulu-Natal. Even so, 66% believe that taking Government to court on the rules is not right. Residents in the Western Cape do however not feel so strongly about this sentiment, especially compared to those living in Limpopo.

COVID-19: Week 7 & 8 cumulative

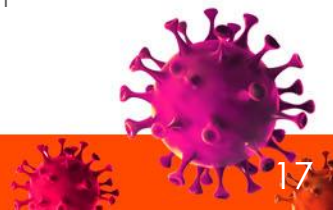


■ Disagree (0-4)
 ■ Neutral (5)
 ■ Agree (6-8)
 ■ Completely agree (9-10)



Many people are breaking level 4 lock-down rules and putting us at risk

It is not right for the public and business to take Government to court on lock-down rules as Government is trying to protect us from the virus and its impact



The rise in illegal trading

COVID-19: Week 7 & 8 cumulative

70%

Agree the ban on alcohol
and tobacco has increased
illegal trading in their
communities



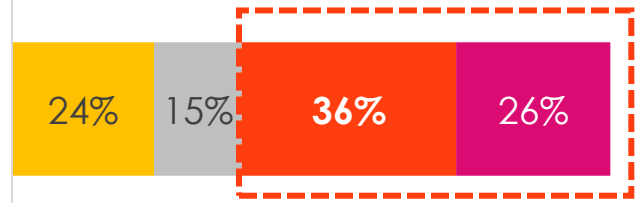
There are high levels of trust in the SANDF and the Police to keep citizens safe.

COVID-19: Week 8

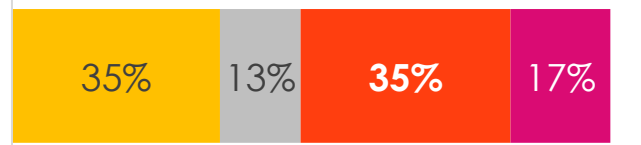


■ Disagree (0 - 4) ■ Neutral (5) ■ Agree (6 - 8) ■ Completely Agree (9 - 10)

I trust the Police and SANDF to keep South Africans safe during the lockdown



The lockdown level 4 rules are too strict



The trust in the police and SANDF is significantly more profound under black South Africans and those living in townships/ informal settlements

Single mention n=606



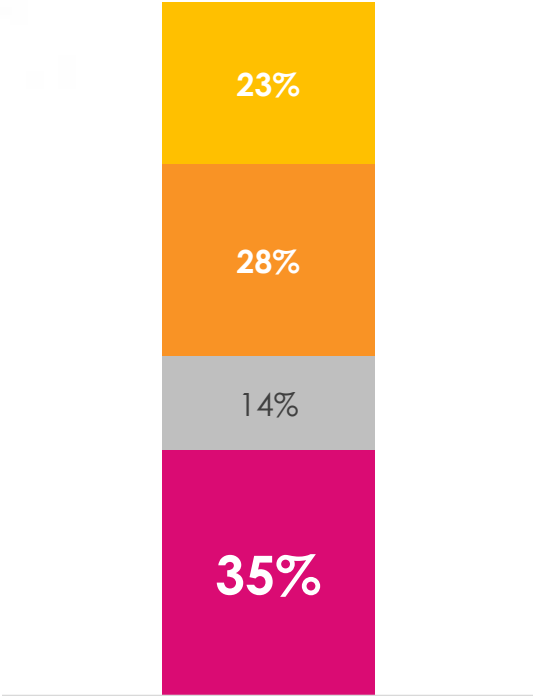
Obedience will dwindle if restrictions are increased

COVID-19: Week 5 – 8



35%
of respondents completely disagree that they will continue to comply with the regulations if certain provinces move back to previous lockdown levels

- Completely Agree (9 - 10)
- Agree (6 - 8)
- Neutral (5)
- Disagree (0 - 4)



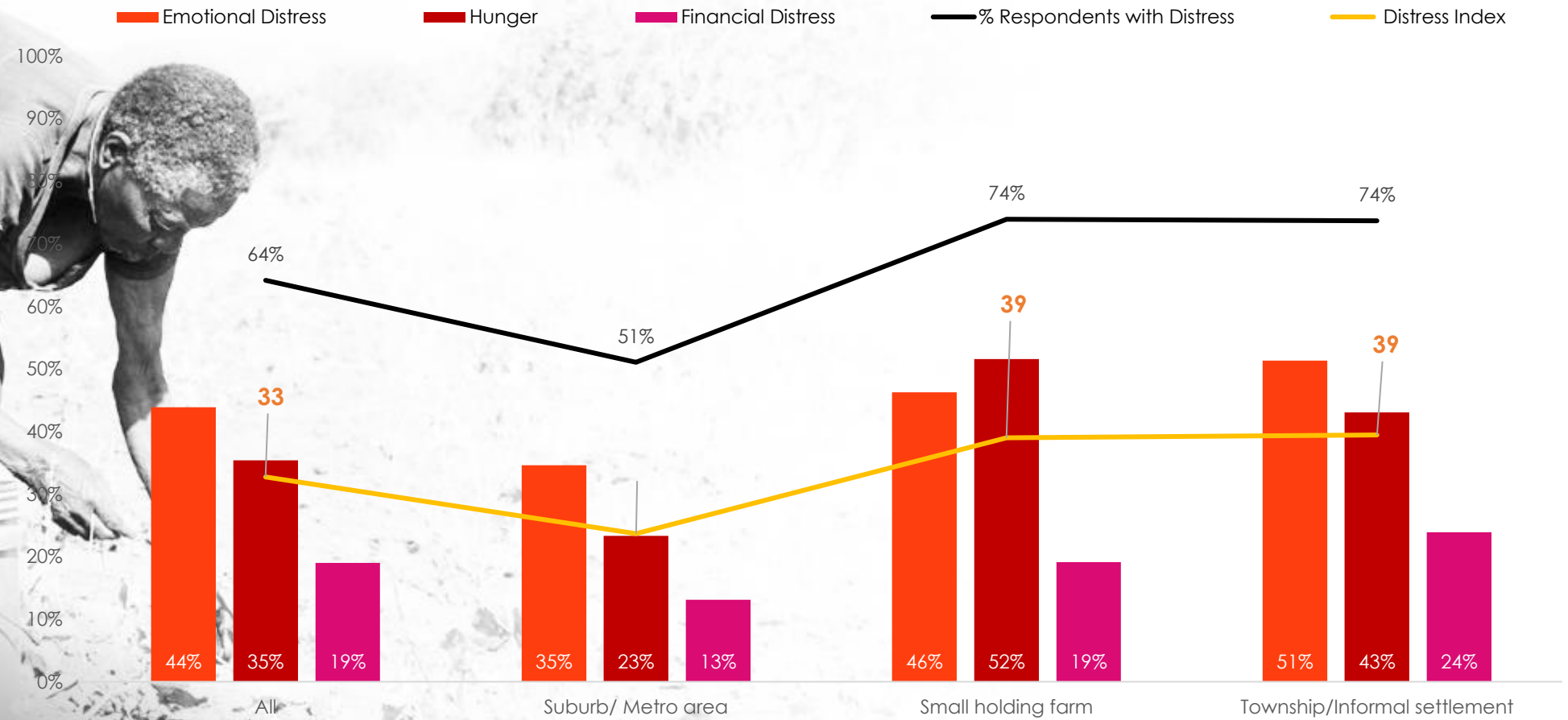
People will continue to comply with the regulations if certain provinces move back to previous levels

Single mention n=2023



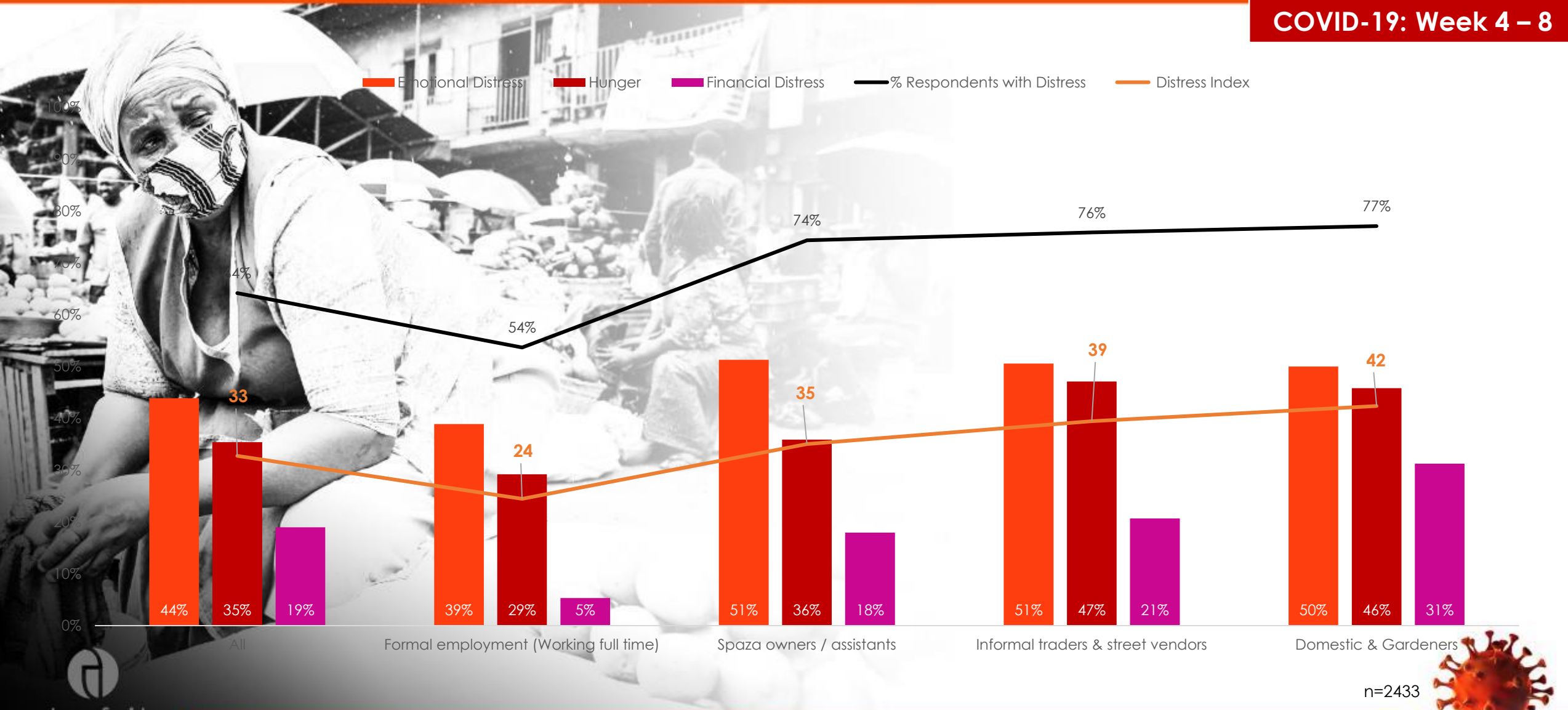
Citizens living on smallholdings and in townships or informal settlements are the most affected by the lockdown, especially by hunger and emotional distress, whilst those in suburbs and metros are least likely to stick to more restrictions (40%)

COVID-19: Week 4 – 8



Domestic Helpers, Gardeners and informal traders/ street vendors have similar levels of distress. These groups are also the most likely to comply with increased restrictions at 55%, even though their distress ratings are the highest of all employment categories.

COVID-19: Week 4 – 8



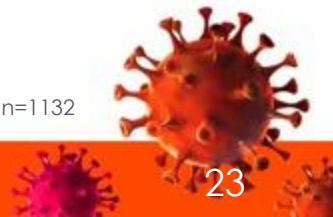


COVID-19: Week 7 & 8 cumulative

82%

regard health as a personal responsibility - not a government responsibility

This personal responsibility is especially profound in the Eastern Cape, Gauteng, KwaZulu-Natal and the Western Cape



Awareness of COVID-19 symptoms remain high and similar to the start of lockdown, with fever still being the most associated symptom with COVID-19

COVID-19: Week 1, 7 and 8

Symptoms South Africans associate with COVID-19

TOP 5



Fever

W8 76%
W7 72% | W1 72%



Dry cough

W8 67%
W7 72% | W1 68%



Sore throat

W8 54%
W7 55% | W1 48%



Shortness of breath

W8 53%
W7 56% | W1 55%



Sneezing

W8 43%
W7 46% | W1 37%



Pain or pressure in chest

W8 33%
W7 35% | W1 26%



Tiredness

W8 31%
W7 35% | W1 18%



Aches & pains

W8 27%
W7 29% | W1 22%



Runny nose

W8 24%
W7 27% | W1 23%



Nasal congestion

W8 16%
W7 21% | W1 10%



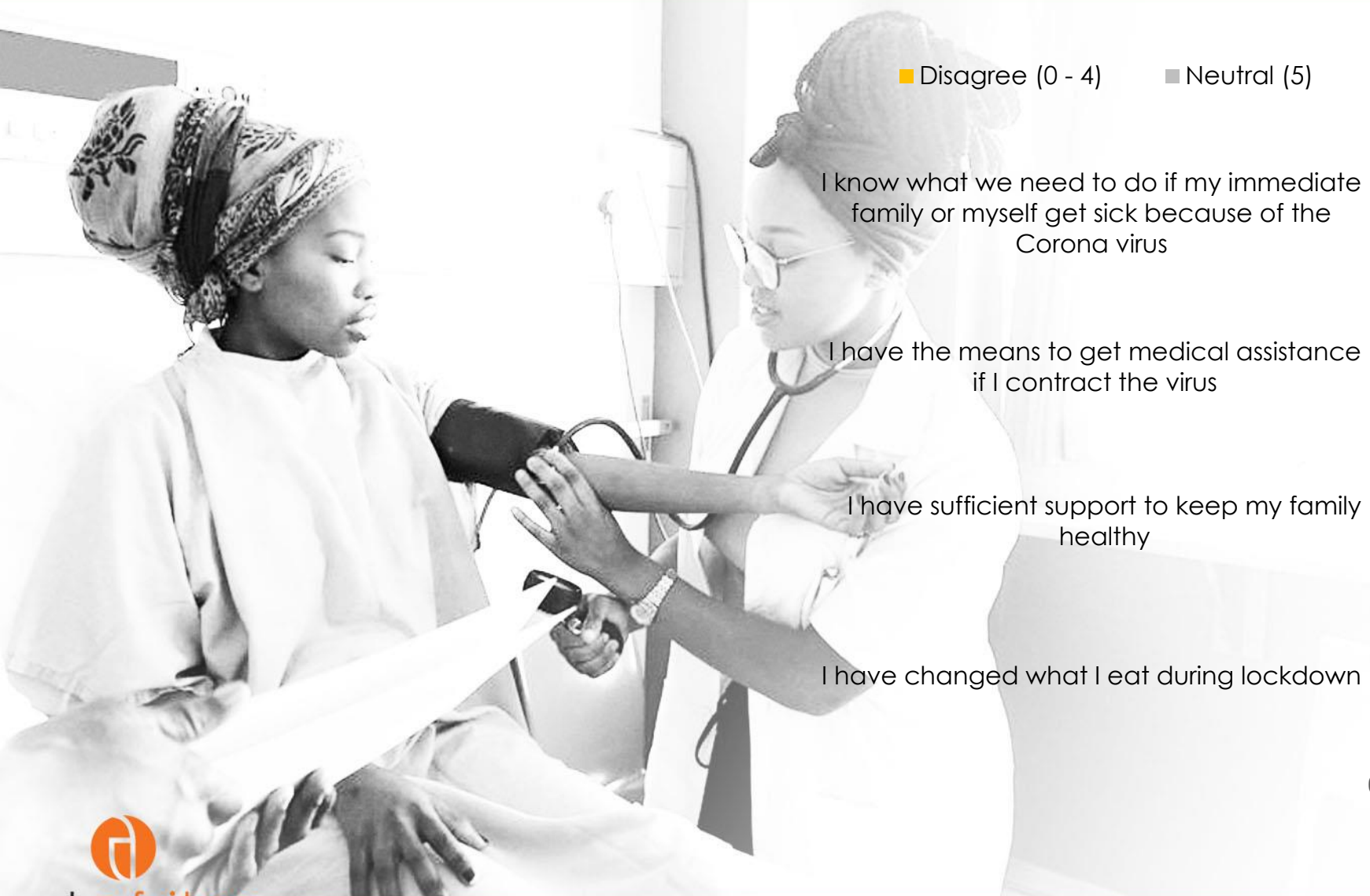
Diarrhoea

W8 15%
W7 16% | W1 13%



One in four people don't have the means to obtain medical support if they contract the virus- it is expected, that medical aids will do very well in this time, with fewer operations taking place and more new members joining.

COVID-19: Week 4



■ Disagree (0 - 4)
 ■ Neutral (5)
 ■ Agree (6 - 8)
 ■ Completely Agree (9 - 10)

I know what we need to do if my immediate family or myself get sick because of the Corona virus



I have the means to get medical assistance if I contract the virus



I have sufficient support to keep my family healthy



I have changed what I eat during lockdown



0% 20% 40% 60% 80% 100%

n=403



80%

Sanitation behaviours are followed by the vast majority of citizens

Disagree (0 - 4)

Neutral (5)

Agree (6 - 8)

Completely Agree (9 - 10)

I wash my hands more frequently than in the past



I am able to self-isolate



I will wear a mask and gloves when I leave my house in the near future



0% 50% 100%

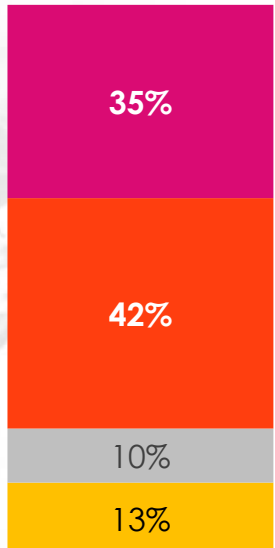
Single mention n=403



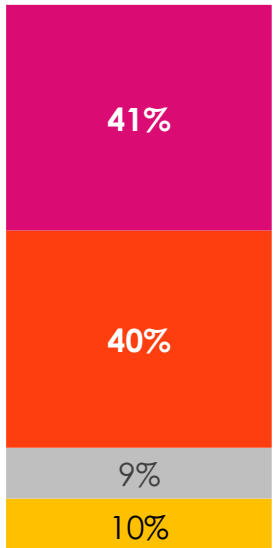
The majority of citizens will maintain social distancing and hygiene practices after the lockdown has been lifted.



■ Disagree (0 - 4) ■ Neutral (5) ■ Agree (6 - 8) ■ Completely Agree (9 - 10)



Will maintain social distancing after the lock-down has been lifted



Will you maintain the COVID-19 hygiene practices after the lock-down

Single mention n=605



Most people follow the basic preventative principles such as hand washing, sanitizing and wearing a mask. Many implement stringent measures as fear of contracting the virus increases.

When I am crowded areas, of deal with business partners I wear my **mask**. Every time we use the toilet we **wash our hands**. The kids play **indoors**. I avoid having visitors or go away. I even want to start selling some masks in my shop, and teach people about **social distancing** post COVID-19 so that it becomes part of us.

Its an extension of our normal lifestyle, we always **wash our hands**, and use **Dettol** brand handwash. When we go shopping we are **more cautious** to wash it the correct way.

Sticking to **vitamins** means I did not have to take antibiotics when I got a cold. We **do things differently now**. I stay **covered, wash everything, throw my mask away...**

I know wiping my **bankcard** may be a bit excessive, but its scary, I myself have a compromised immune system.

Lower

Safety precautions vary

Higher

I use **sanitizer** when I leave the house, its in my bag. We keep chatting about how to prevent the virus at home.

Maintain **social distancing** and staying at home

We observe the recommended practice of **social distancing** whenever we go to the shop, **hand sanitizing**, putting on the **mask**.

We wear **long sleeves**, we sit at home to stay safe. We also use **soap, hand sanitizers** and **masks**. We have a daily routine of washing hands frequently.

When I get into the garage I take off my **shoes, sanitise** my ankles, hands, the bags, take off my shirt, and **wash my face** and **tie up my hair**.



Safety routines are deeply entrenched and will be maintained post COVID-19 as these practices have become habits. People are more aware of safety measures and the importance thereof and products have penetrated most areas of the home.

85% of people agree that they wash their hands more frequently than in the past.

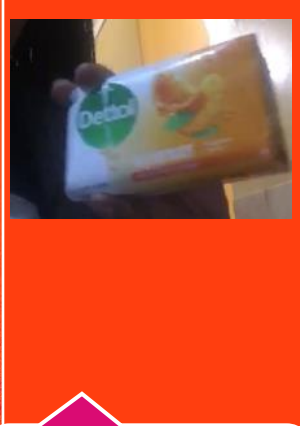
China significantly changed their hygiene practices with a 30% increase in hand washing as compared to pre-COVID-19. 63% of people now regularly wash their hands



Hand washing at all basins



Antibacterial body wash for the shower



Antibacterial soap for the bath



Hand sanitizer for when you leave or enter the home, when kids play outside



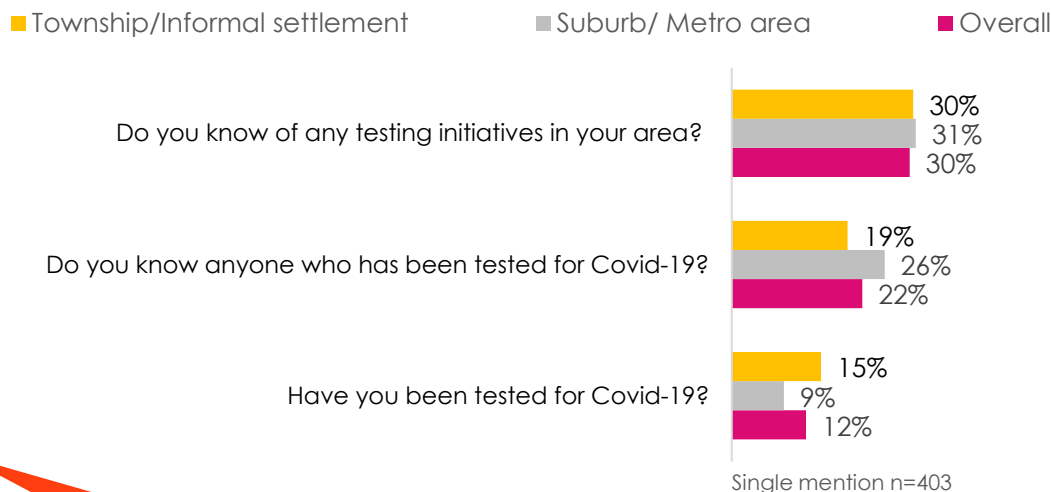
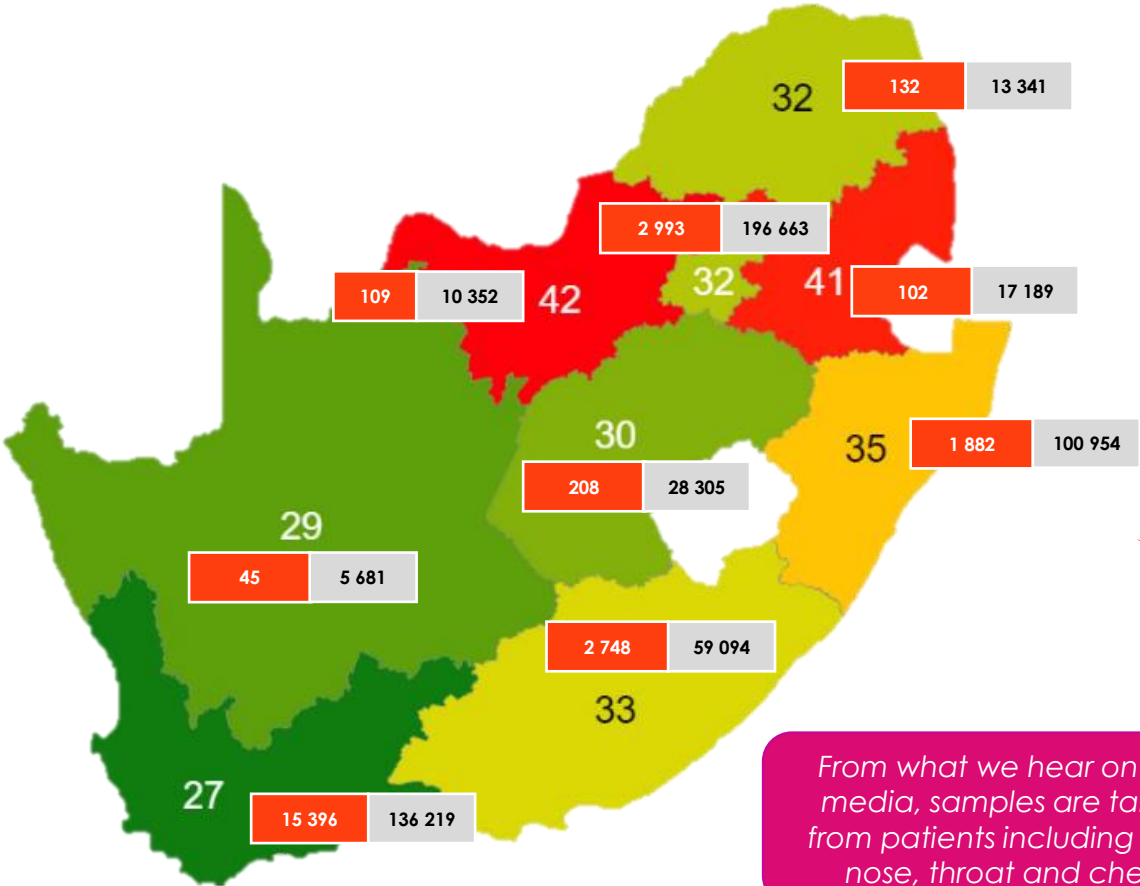
Handbag sized hand sanitizer that never leaves the bag.

It takes approximately 21 days to form new habits. Dr Maxwell Maltz
New hygiene practices were easy to adopt due to the constant messaging regarding COVID-19 prevention.

Now its programmed in my mind to **always have them** (hand wash, sanitizer, mask) **with me all the time.**

Awareness of testing in the community was low a few weeks ago, yet more than 600 000 test have been conducted to date.

Awareness of testing



From what we hear on the media, samples are taken from patients including their nose, throat and chest

They use mouth or nose swabs for screening tests. I have never seen it in my community. I also know anyone who has been tested.

The Government has been unable to procure enough testing kits and PPE.

It can be only diagnosed by a laboratory test

Positive COVID-19 Cases Tests conducted

Source: Ask Afrika COVID19 Passageways


South Africans have a strong sense of community, and mostly feel that they have support, the community is responsible and staying safe. Overall 68% of people feel that they are responsible for their direct family, and this sentiment is strongest amongst people in the Mpumalanga.

COVID-19: Week 2, 7 and 8 cumulative

Perceptions of community response to the outbreak.
Results illustrated with mean scores out of 100.


Highest score: 71 LP
Lowest score: 58 WC

64 People in my community **responded responsibly** to the outbreak of the Coronavirus in South Africa 

 I feel that there is **community support available** if I need it **58**

Highest score: 64 MP
Lowest score: 49 WC


Highest score: 67 MP
Lowest score: 57 WC


 People are **staying at home** to keep others safe **62**

68 I am **responsible for more people** than my own direct family 

Highest score: 75 MP
Lowest score: 63 WC

Highest score: 63 LP
Lowest score: 51 WC

58 People are committed to **social isolation** 

 Despite the crisis there is a **sense of ubuntu** in my community **66**

Highest score: 70 NW, EC MP
Lowest score: 58 WC



In this together

COVID-19: Week 7 & 8 cumulative

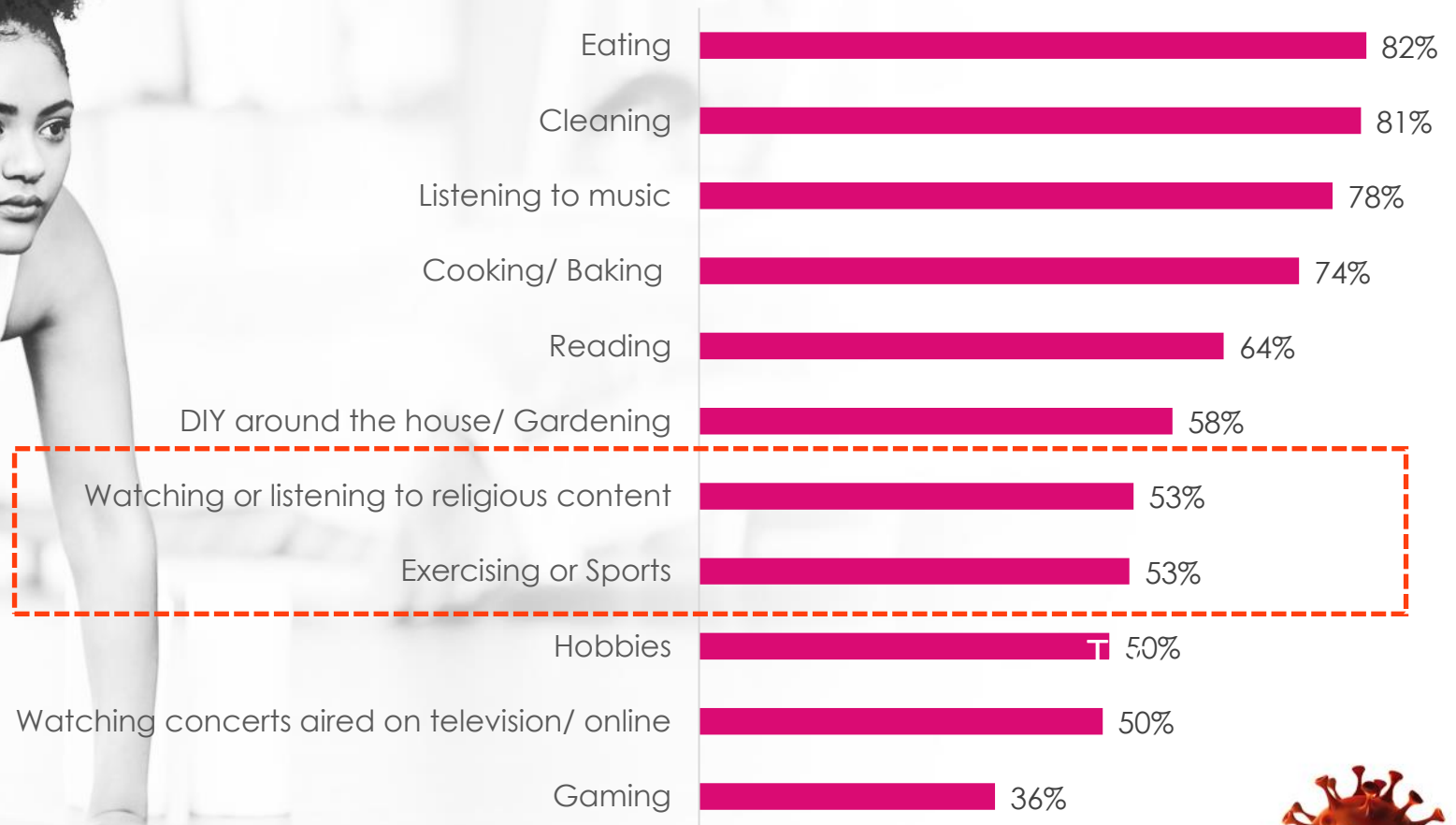
There is a strong sense of **Ubuntu (66%)**, which is significantly higher in the **Limpopo** province



People revert back to the basics to improve their sense of well-being during the lock-down.

COVID-19: Week 8

Which of the following activities do you engage in to improve your sense of well-being during the lock-down



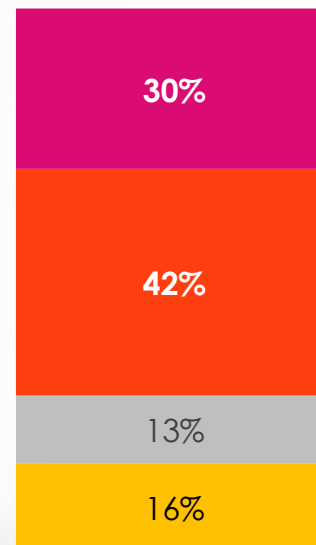
Multiple mention n=605



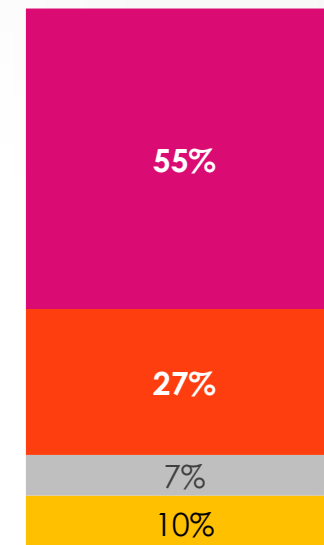
South Africans feel conflicted, as they understand the reason for the lockdown, but also feel frustration levels rising due to the lock-down

COVID-19: Week 8

■ Disagree (0 - 4) ■ Neutral (5) ■ Agree (6 - 8) ■ Completely Agree (9 - 10)



Frustration levels around the lock-down is starting to increase in my community



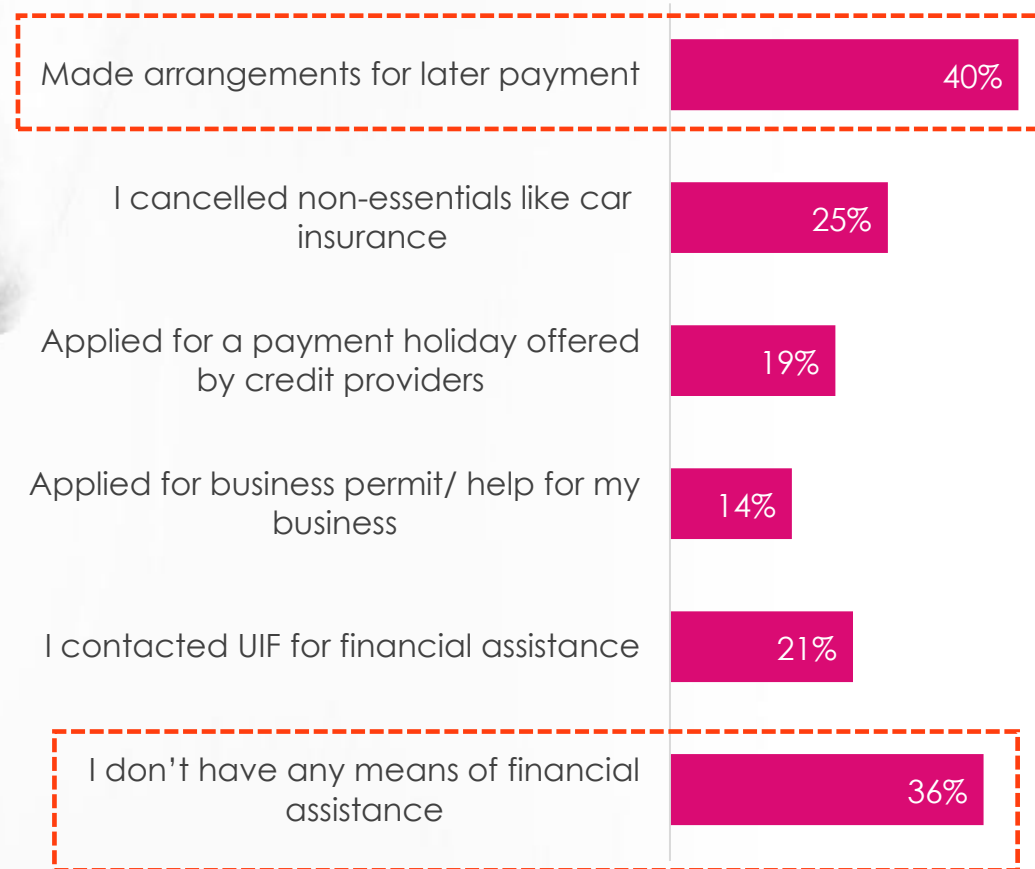
I understand the reason for the lockdown

Single mention
n=605

Financial wellbeing

Financial security is low, with 36% of respondents having no means of financial assistance and 40% making arrangements for later payments.

Citizens are cutting costs



Multiple mention
n=2433

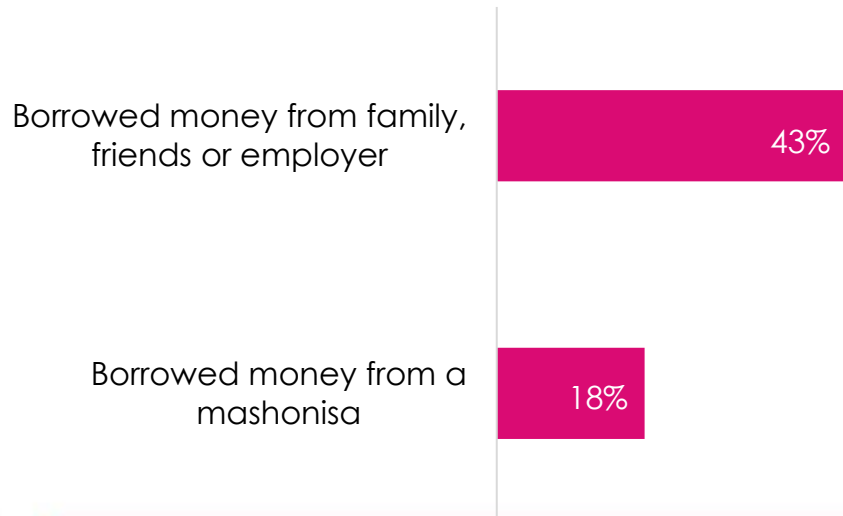
Citizens are borrowing money and dipping into savings to stay afloat

COVID-19: Week 4 – 8
Cumulative

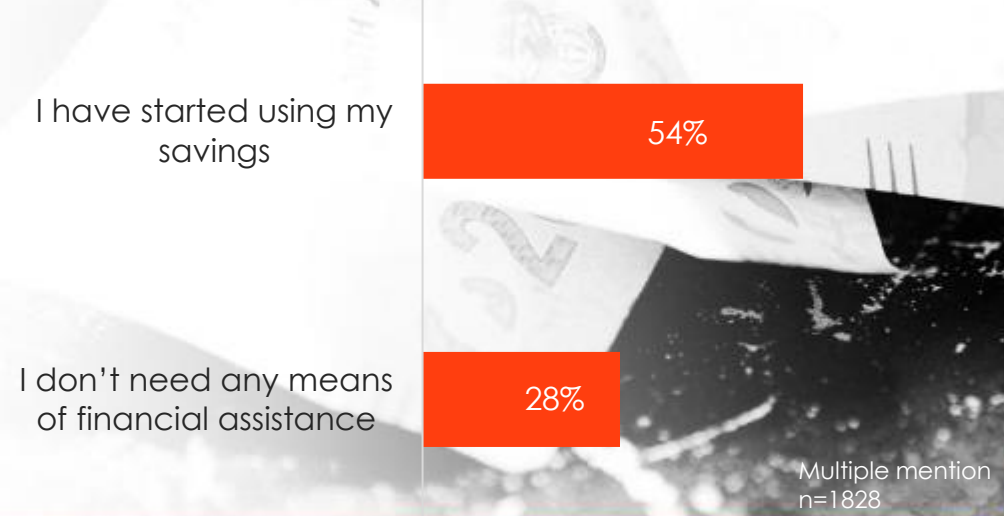
70% of food insecure citizens took a loan from friends, family or mashonisa

58% of unemployed borrowed from friends, family or mashonisa

Half of all citizens have started borrowing money to stay afloat



Citizens are using their savings

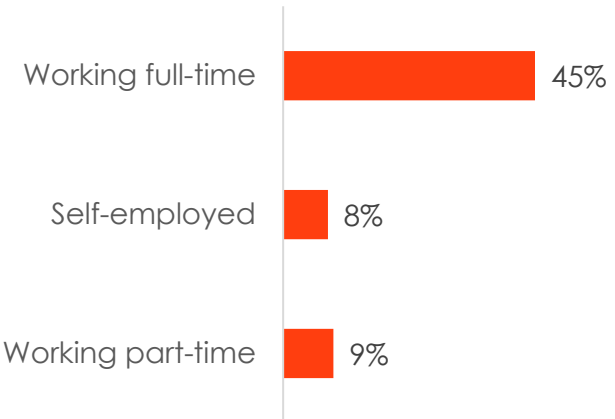


Multiple mention
n=1828

43% of people are temporarily not working due to the lockdown.

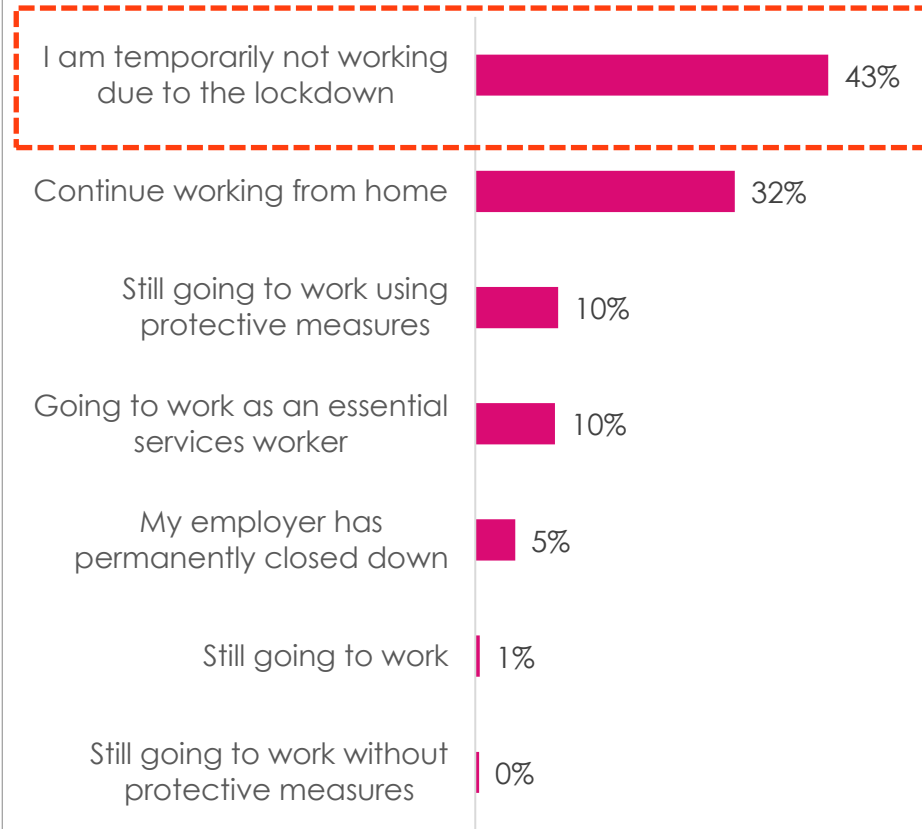
COVID-19: Week 1 – 8 Cumulative

Work status



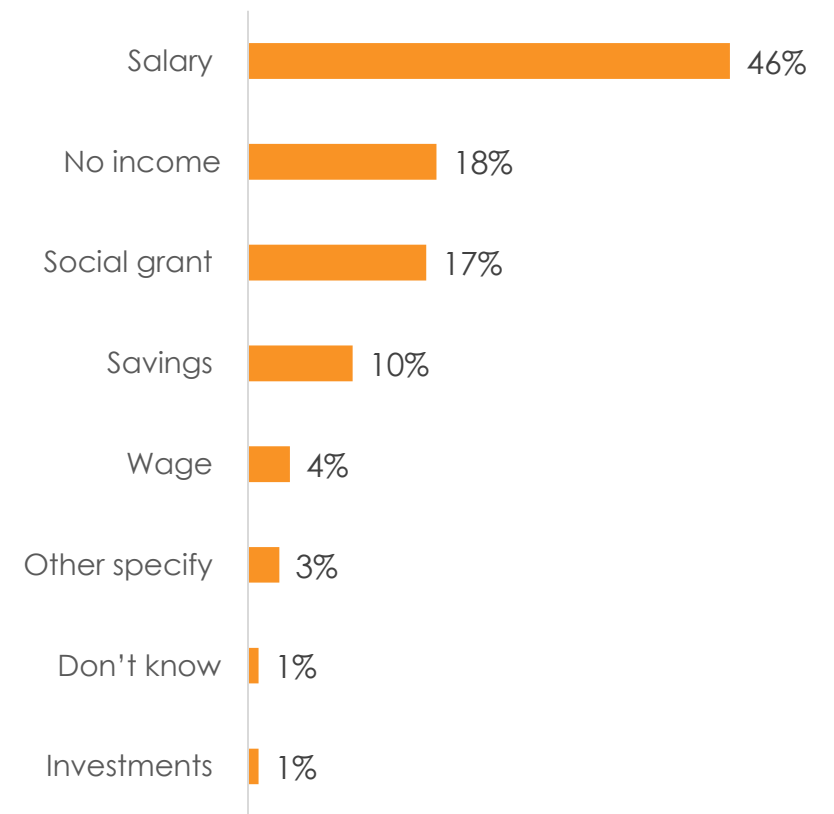
Week 1- 8 Single mention | n= 3657

Work status during the lockdown



Week 3, 7, 8 Single mention | n=1094

Personal and Household Source of income

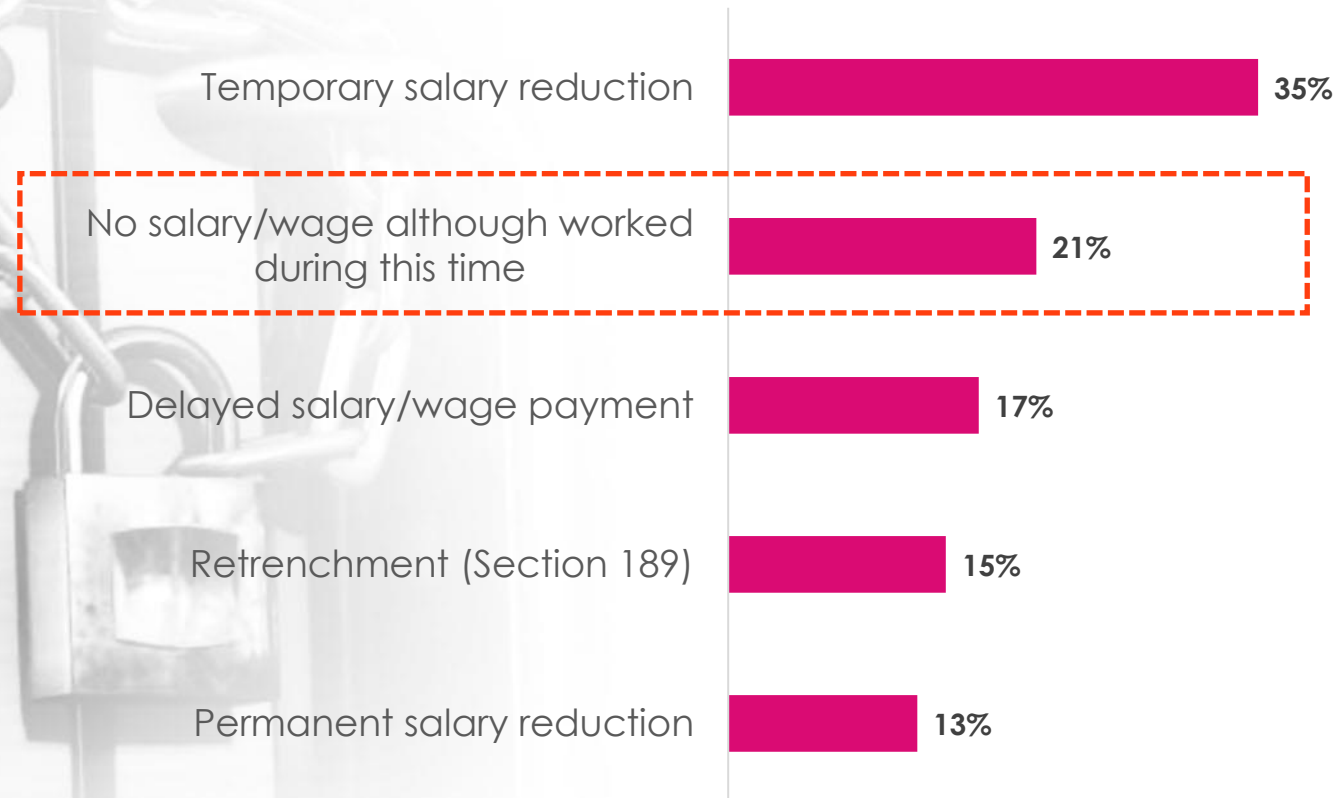


Week 1- 8 Single mention | n= 3657

Businesses are struggling to support employees, many are facing retrenchments or salary reductions.

COVID-19: Week 8

From personal experience, have you experienced or are you aware of any of the following in your organisation during the lockdown period?



Week 8 Single mention | n= 605



Only 37% of all respondents have enough money for the next few weeks.

COVID-19: Week 5

89%

of all respondents are economically red-zoned at this point- they require immediate economic release.

37%

Any Agree (6 - 10)



I will have enough money to buy food and basic goods in the next few weeks

Single mention
n=407

The future is not what it used to be-

COVID-19: Week 5



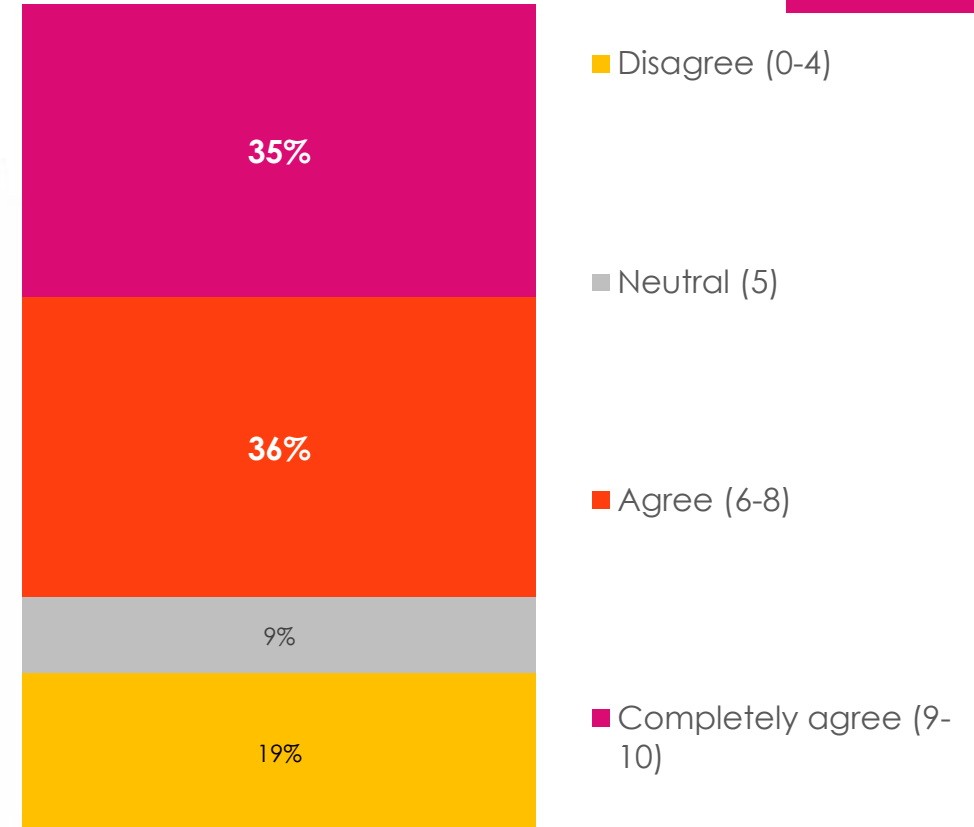
75% agree, that
unemployment is
inevitably on the
increase

48% agree, that business
will go back to normal



The approval ratings of employees towards their employers are very high at 71%.

COVID-19: Week 3



I do whatever I can to ensure my employer stays in business

Single mention n=346 (excluding don't know)

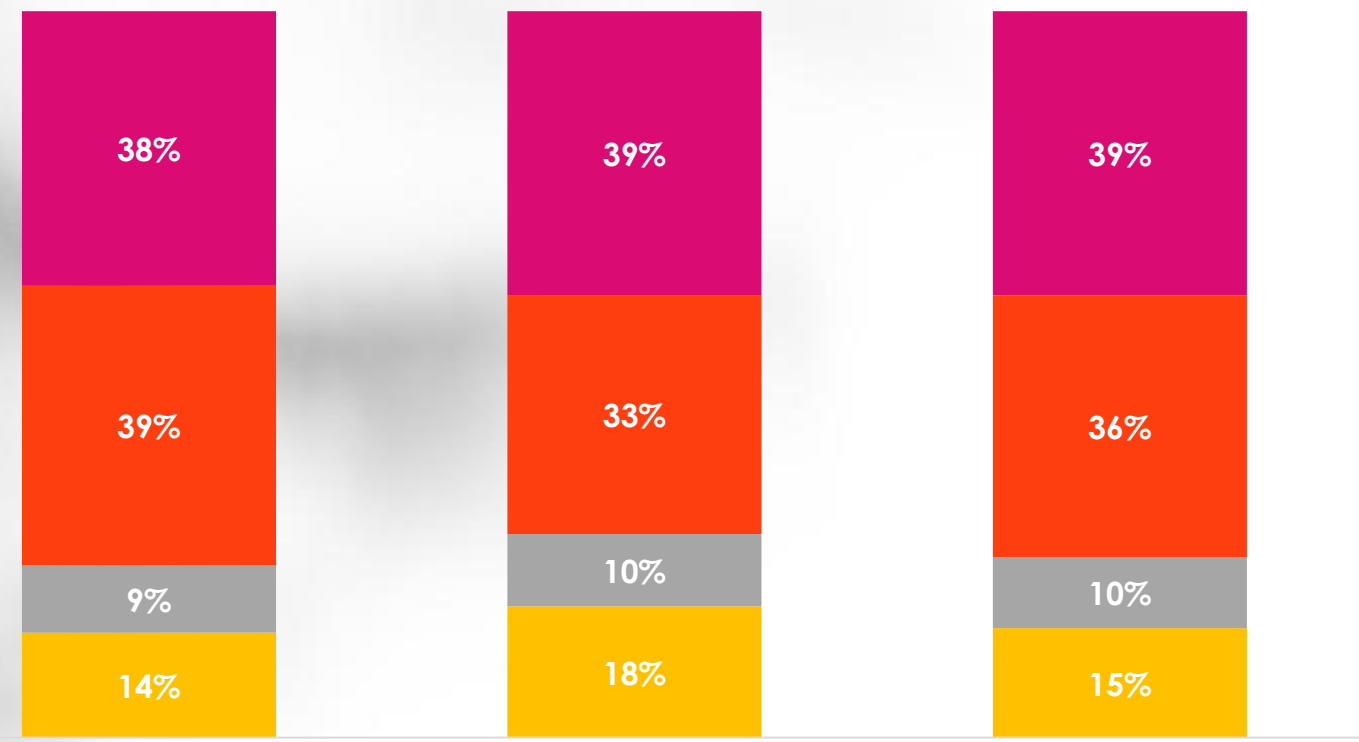
75% of citizens noted that their employers are affected by the lockdown

COVID-19: Week 3, 7 and 8

To what extent is the company you work for affected by the Covid-19 lockdown period?



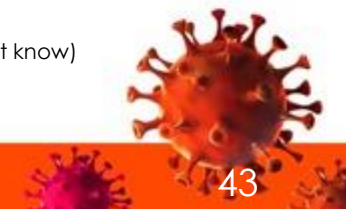
■ Not affected (0-4) ■ Neutral (5) ■ Affected (6-8) ■ Severely affected (9-10)



Week 3
n=270
(excluding don't know)

Week 7
n=371
(excluding don't know)

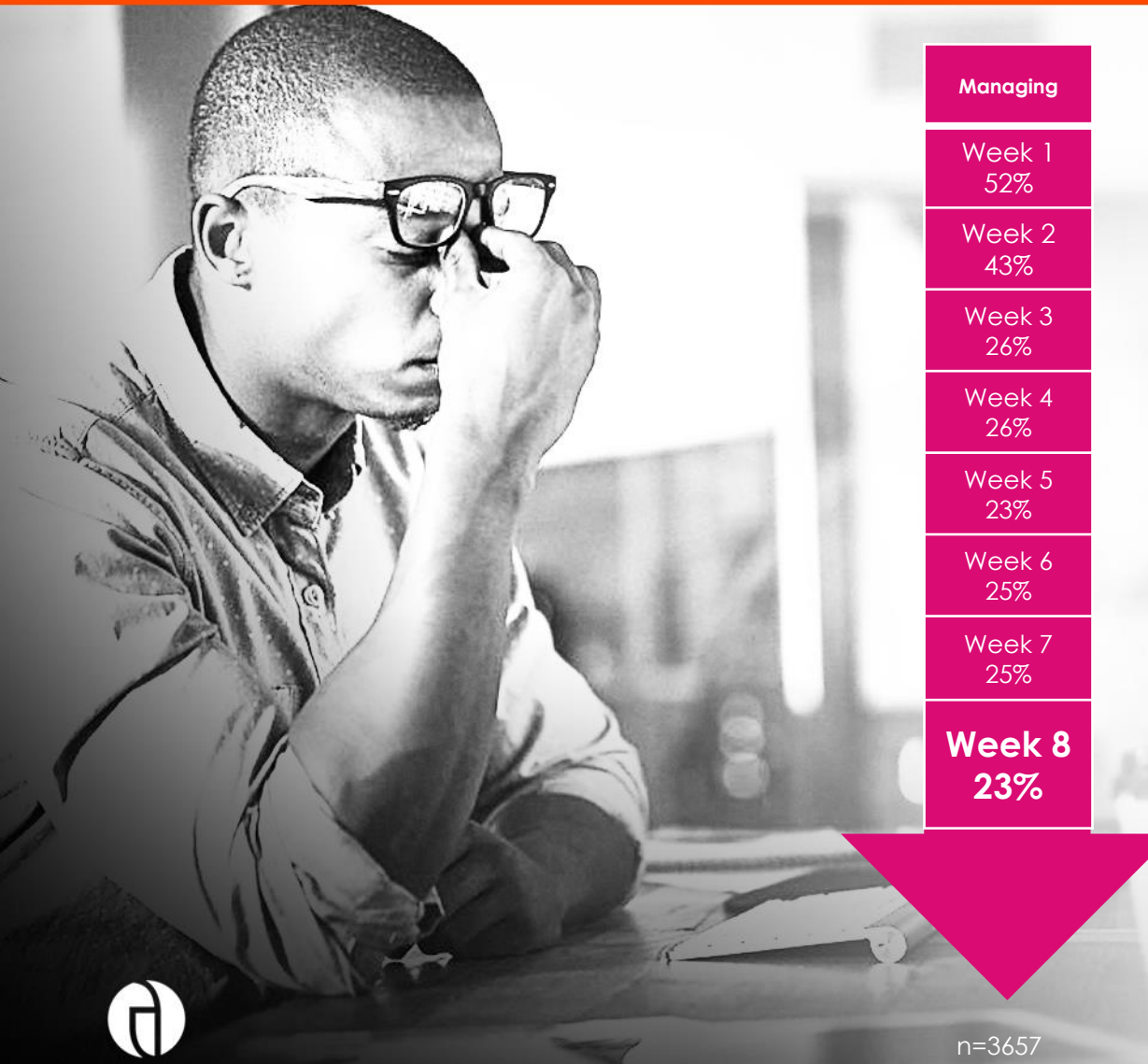
Week 8
n=358
(excluding don't know)



Emotional wellbeing

After initially showing high levels of fear, citizens have for the past month plateaued on an emotion of “managing” and depression. Week 8 has shown a slight increase in emotional stress symptoms.

COVID-19: Week 3 – 8

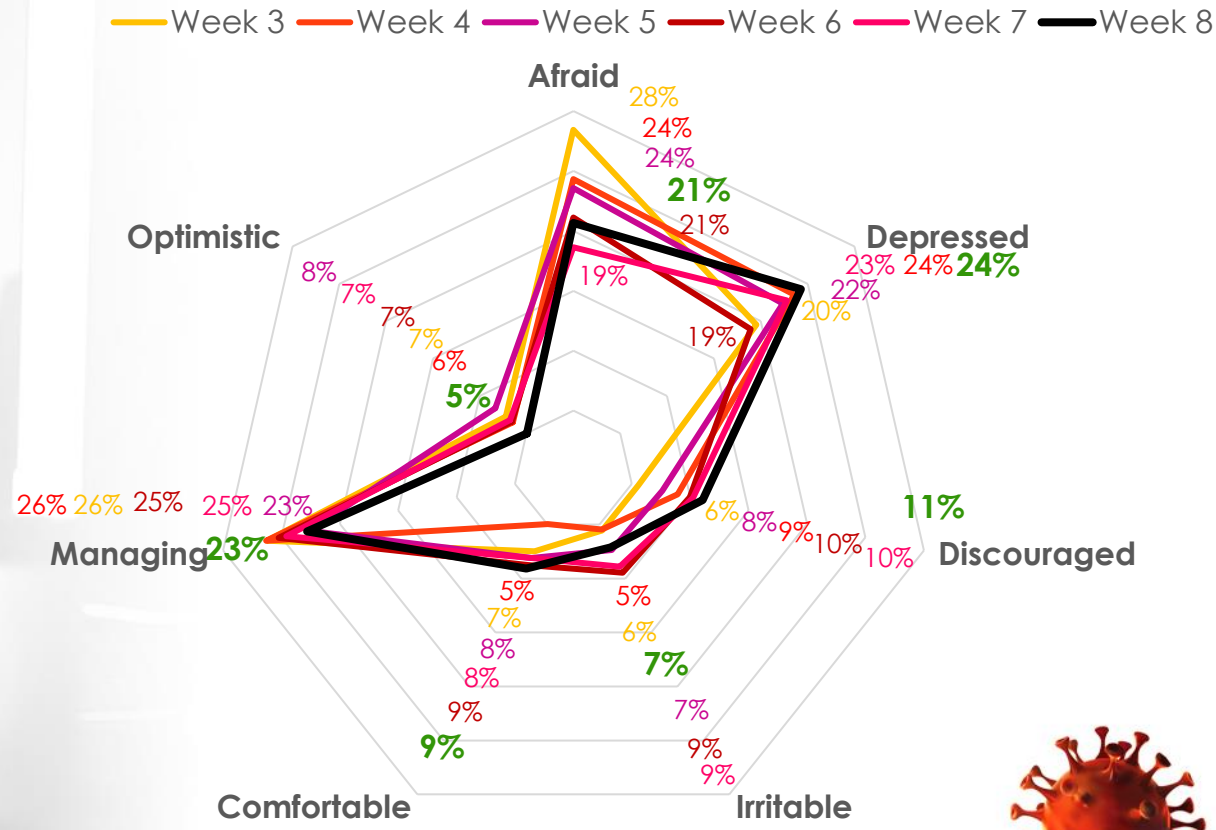


Managing
Week 1 52%
Week 2 43%
Week 3 26%
Week 4 26%
Week 5 23%
Week 6 25%
Week 7 25%
Week 8 23%

n=3657

Which one of the following words best describes your feelings during the national lockdown period?

Note: Scale change in week 3

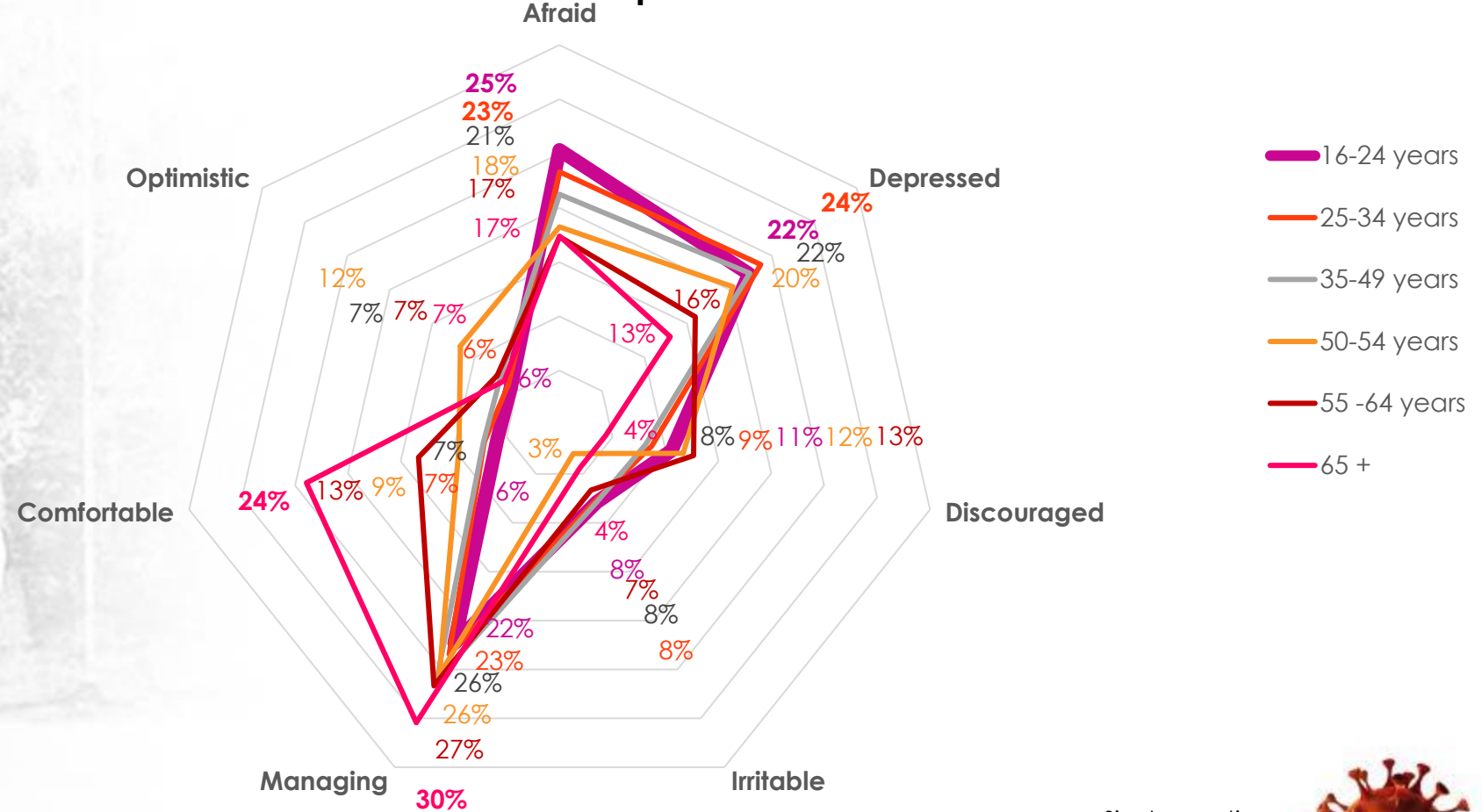


The youth continues to show the highest levels of fear and depression.

COVID-19: Week 3 – 8



The elderly are the most likely to experience comfort and note that they are “managing”. They furthermore have the lowest levels of depression.

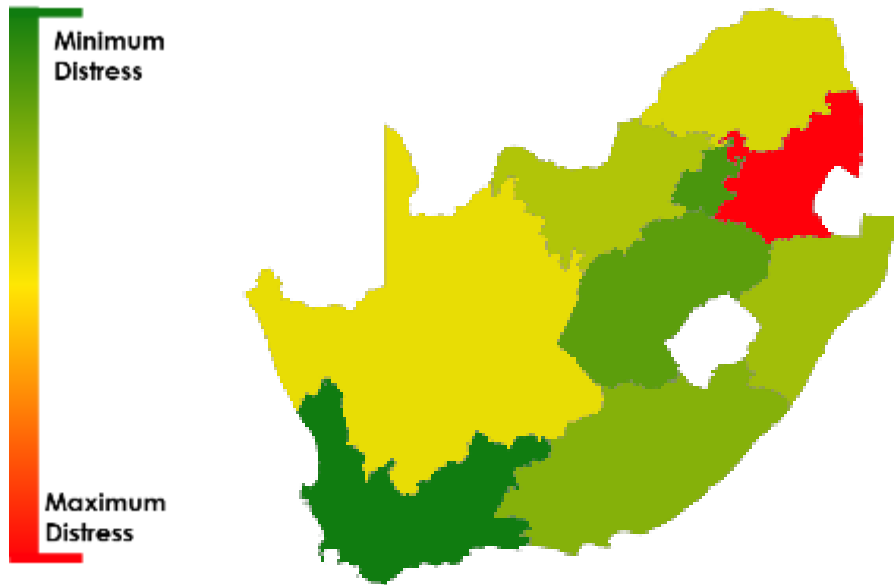


Single mention
n=2848



Levels of “managing” differ provincially, with KZN and MP faring worst- FS and WC faring best. Gauteng fared best in Week 8

COVID-19: Week 1- 8



In week 1, citizens showed high levels of fortitude in the face of the Covid19 pandemic- the highest levels were in NW, LP & FS.

Eight weeks later, the highest ratings are in GT, followed by NW, EC and NC.

**Interestingly,
The biggest drop in sentiment over lockdown has been in the NW, FS,
LP and KZN.**

**The most stable sentiment has been in the WC, although declining. MP
has consistently shown relatively low levels.**



Coping differs across age and work status

Fear around the virus are high, but is more profound in the **unemployed** and **part-time working groups**.

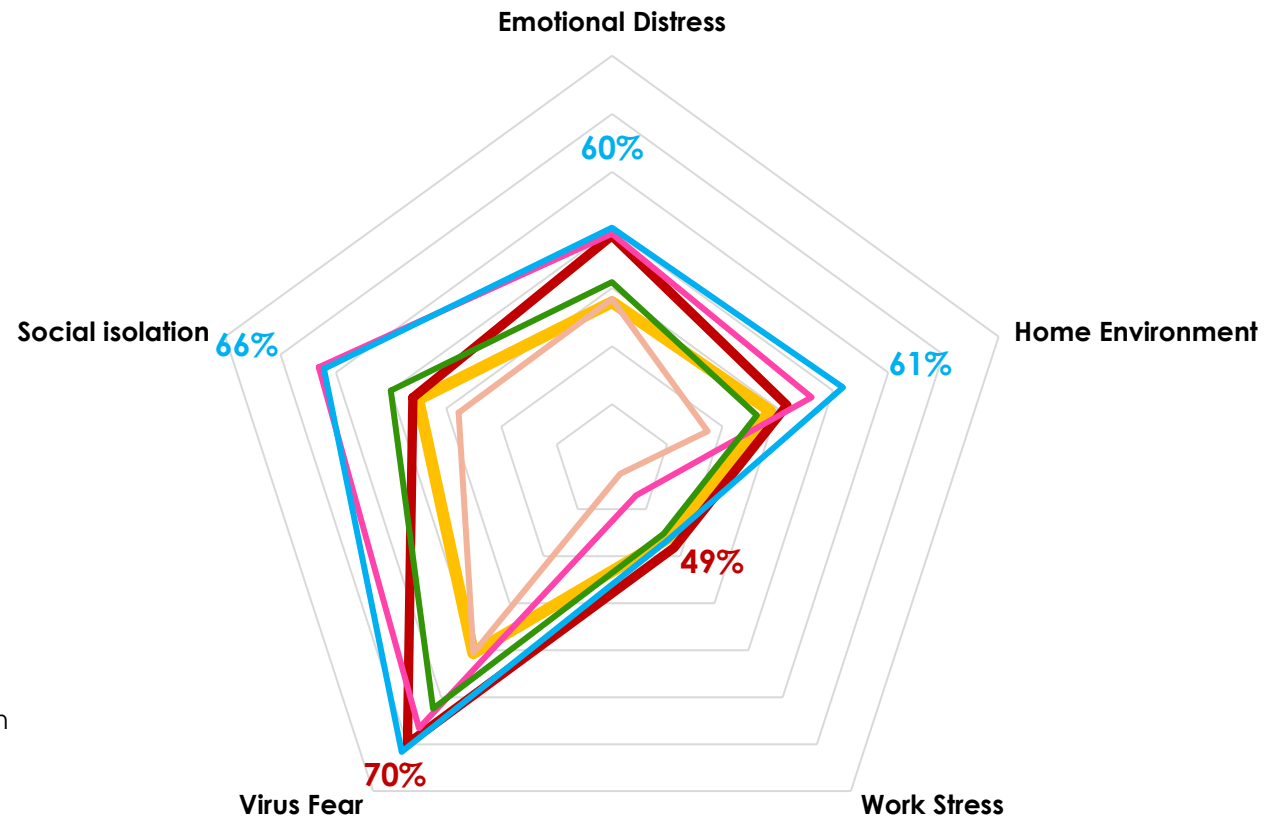
From a provincial point of view, the **North West** (75%) province and **KwaZulu-Natal** (73%) have the highest stressors around the virus. These two provinces are also showing slightly **higher emotional stressors** than the others.

35-49 year old are showing the highest work stress, whereas older generations (65+ years) are less concerned with social isolation.

Part-time workers are showing the highest levels of stress factors within the **home environment** (61%).

Females are experiencing slightly more emotional stress factors, than males.

- I am self-employed
- I am unemployed and looking for work
- I am unemployed and not looking for work
- I am working full-time
- I don't work because I am retired, a student, a housewife or another reason
- I work part-time



Stressors in the home are higher for citizens with children and for larger households

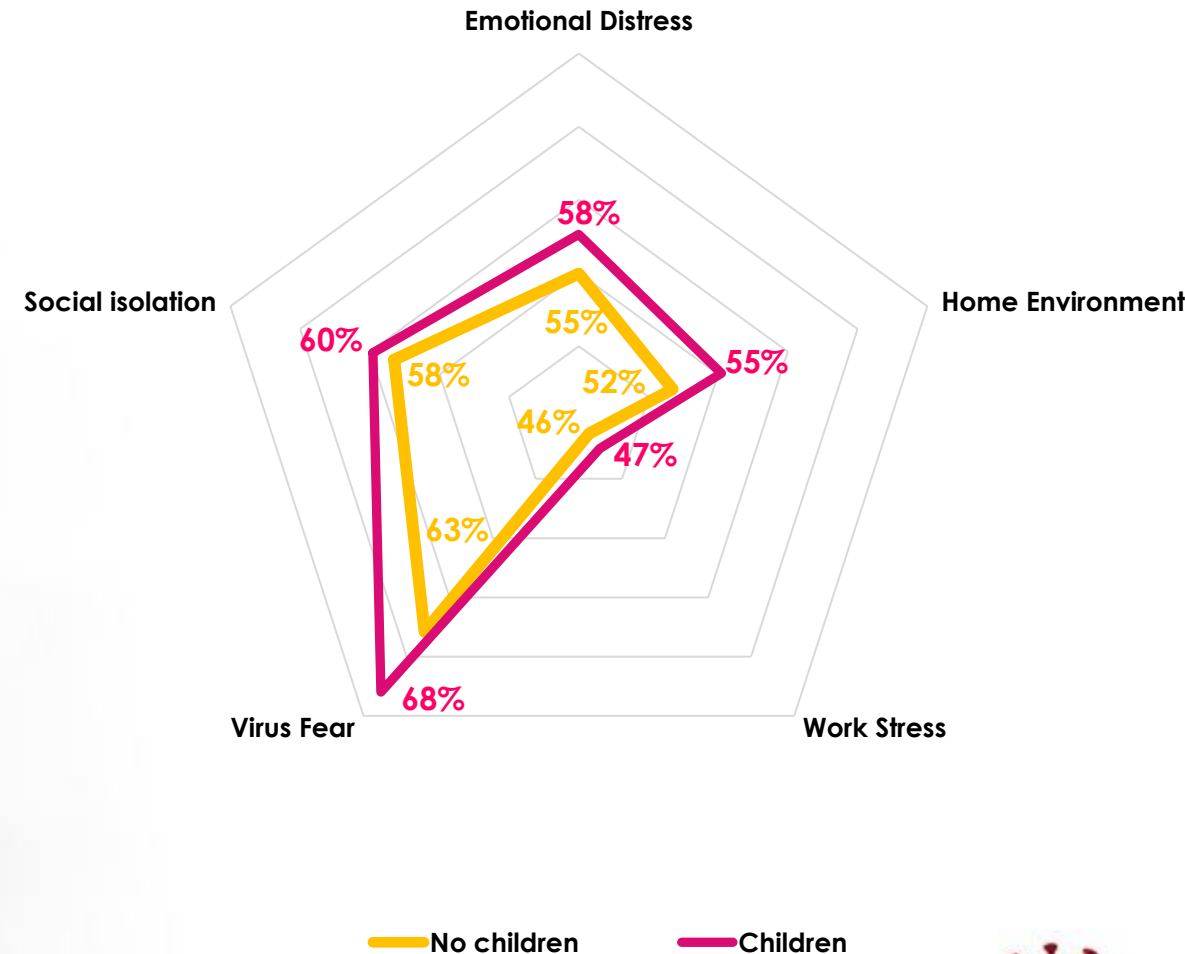
COVID-19: Week 8



Across different households, fears surrounding the virus are high, but are more profound in those households with **children**.

Households with children also tend to experience slightly more stress the **home environment**.

Individuals in larger households experience **higher emotional; home environment and work stress**, however, less stress created by social isolation.



Single mention
n=606

47% of people who previously attended religious worship at a place of worship will not attend a at a place of worship as of 1 June 2020

COVID-19: Week 9

55%

Attended religious worship
at a place of worship
Pre-COVID19

36%

Will attend religious worship at
a place of worship as of 1
June 2020



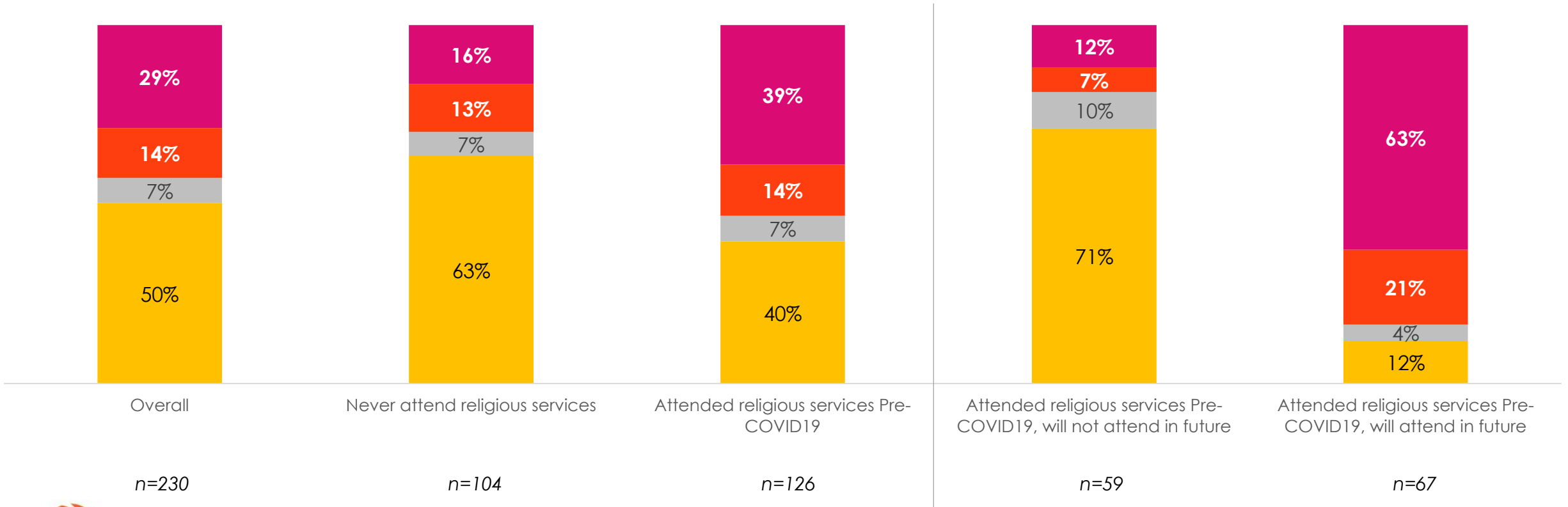
53% of those who previously
attended will also attend during
Level 3 of the lockdown as of
1 June 2020.



Those who previously attended religious worship at a place of worship and plan on attending at a place of worship in the near future are the most likely to agree that allowing religious services in Level 3 is a good thing.

Allowing religious services in level 3 is a good thing

■ Disagree (0 - 4)
 ■ Neutral (5)
 ■ Agree (6 - 8)
 ■ Completely Agree (9 - 10)

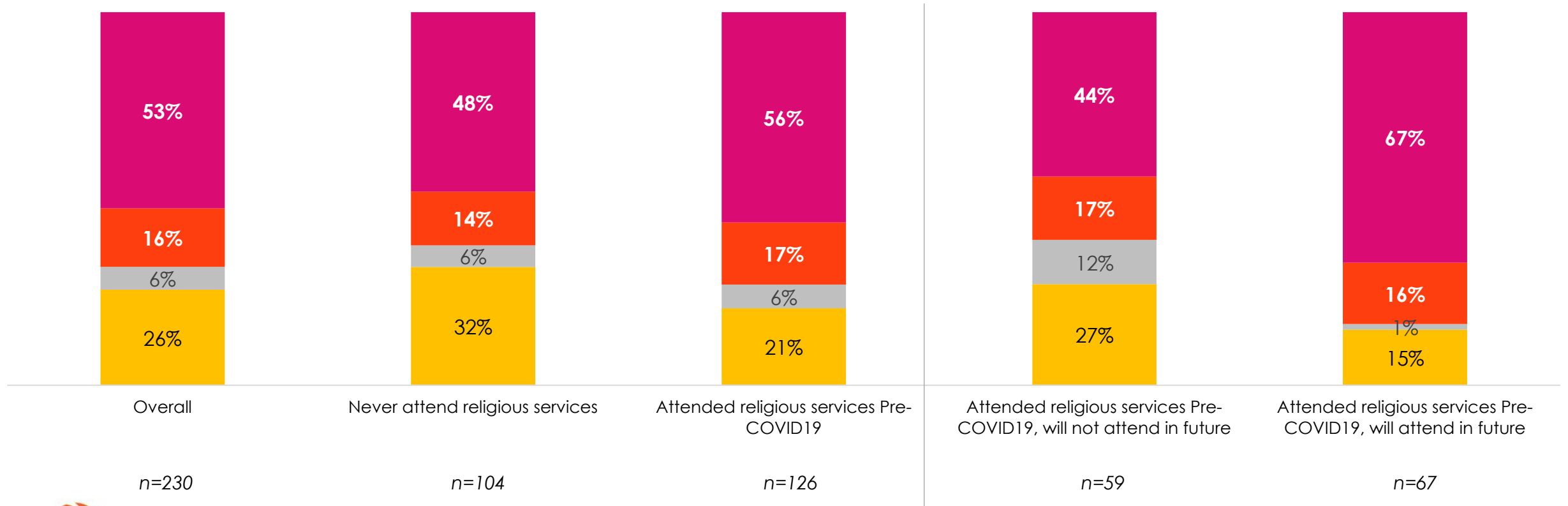


Religious attendees are the most likely to agree that social distancing practices are important when attending religious ceremonies.

COVID-19: Week 9

Honouring social distancing during religious ceremonies is important

■ Disagree (0 - 4)
 ■ Neutral (5)
 ■ Agree (6 - 8)
 ■ Completely Agree (9 - 10)



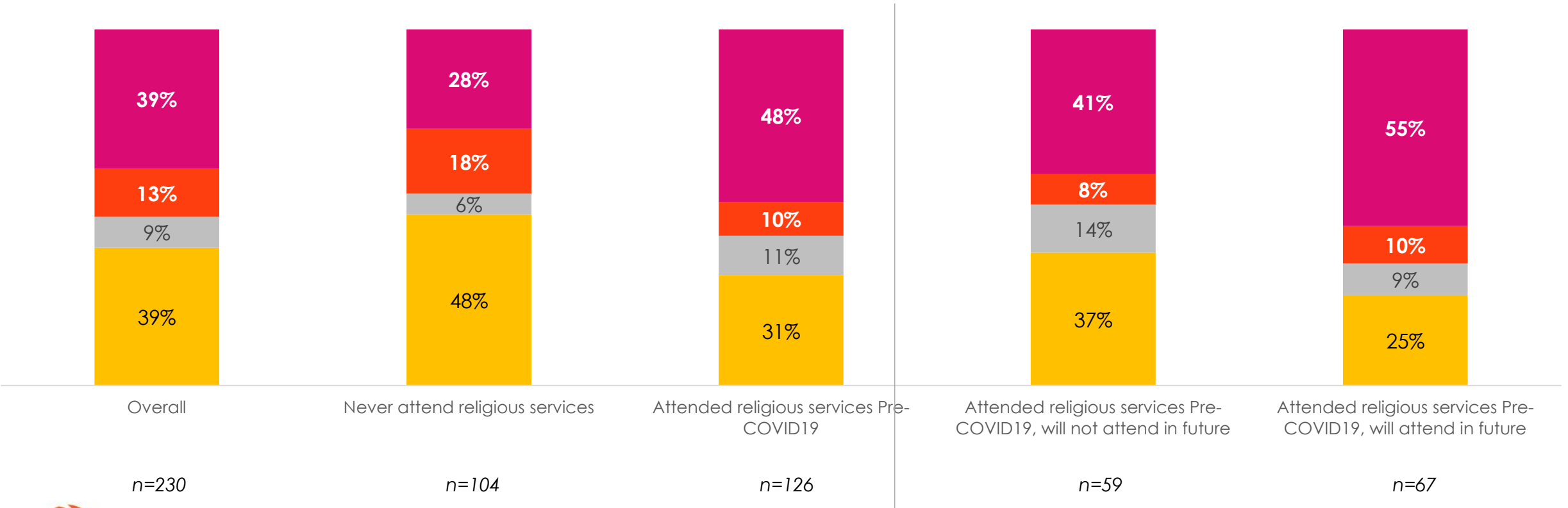
Single mention
n=250

Religious attendees are the most likely to agree that wearing a face mask will hinder attendees to participate in worship.

COVID-19: Week 9

Wearing a face mask will hinder the attendees to take part in religious worshipping

■ Disagree (0 - 4)
 ■ Neutral (5)
 ■ Agree (6 - 8)
 ■ Completely Agree (9 - 10)



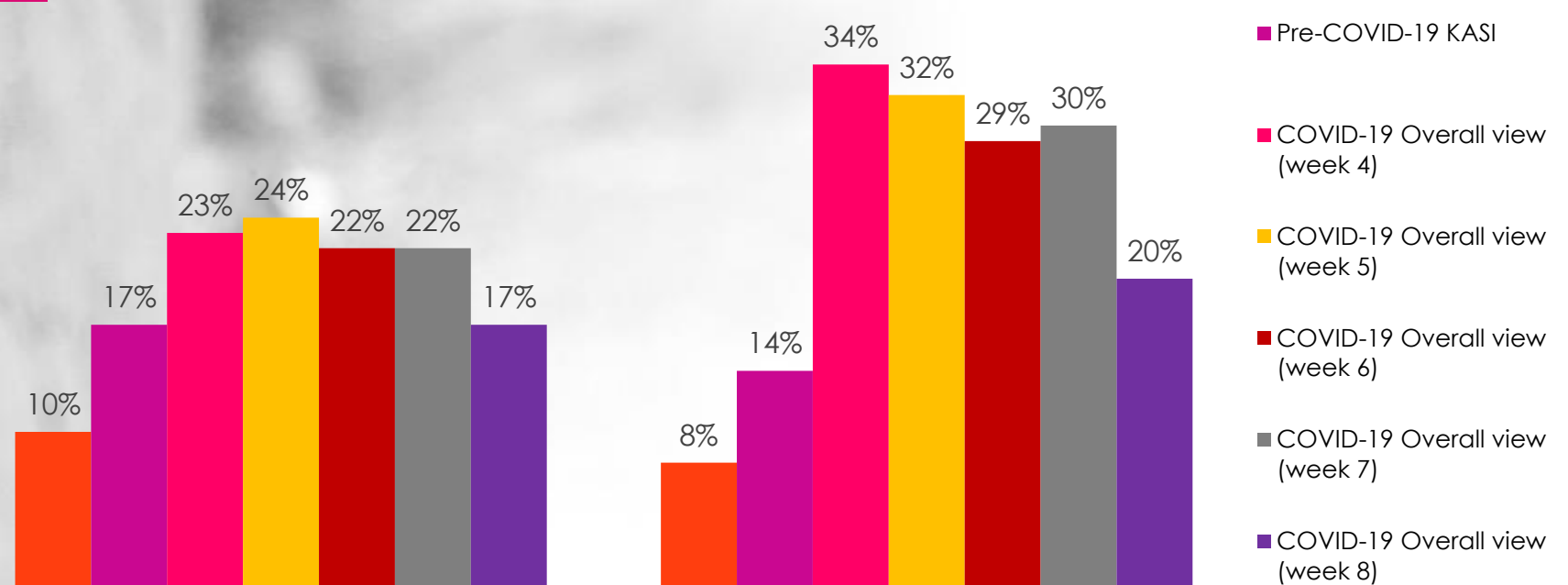
Single mention
n=250

Food Security

Food Security is low in South Africa with one in five adults going to bed hungry because of a lack of food.

COVID-19: Week 4 – 8

Black South African households are significantly more likely to go an entire day without food. This is also more likely to happen in townships or informal settlements.



People in the house went an **entire day without food** because there was not enough money to buy food

People in the house **lost weight** because there was not enough food to eat

Multiple mention
n=1828

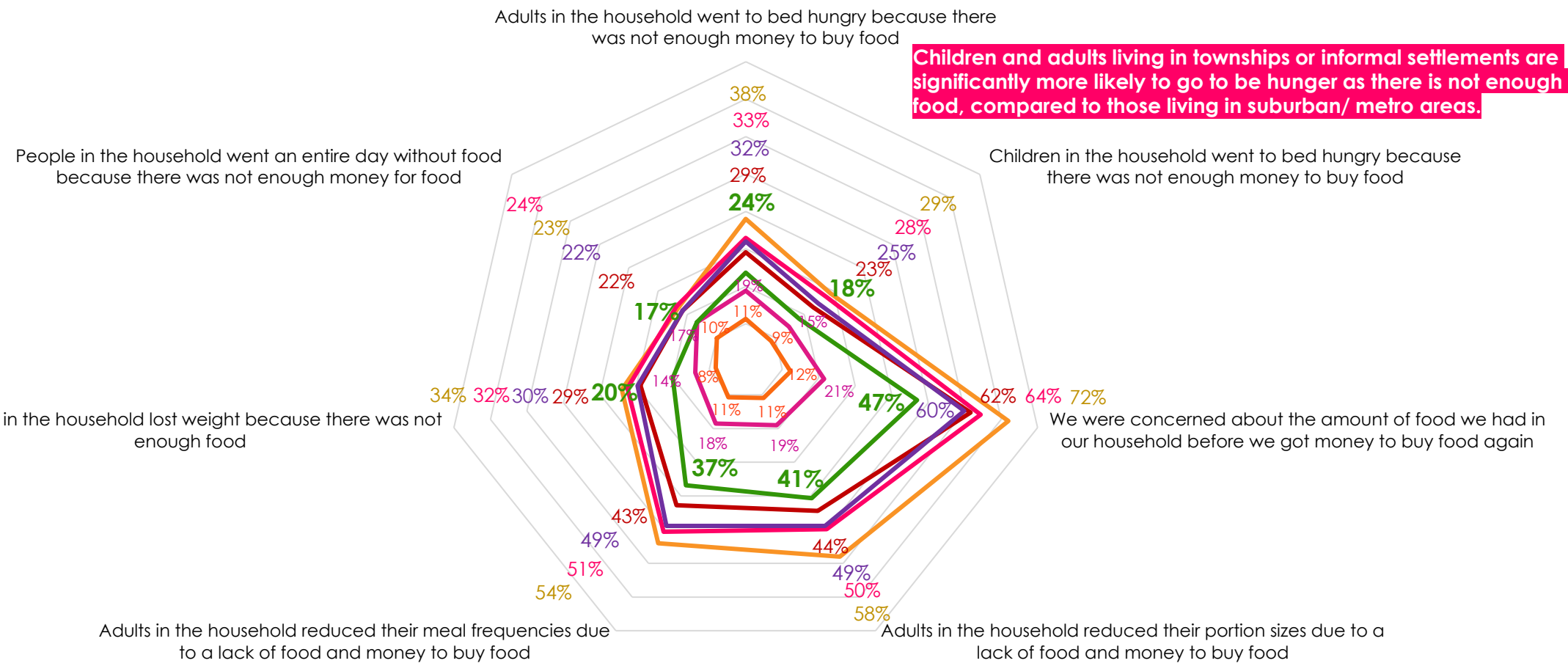
Source Pre-COVID results:
TGISA 2018B2019A 10 562 - Weighted To Population
Weighted to: 26 980 000 South Africans



South Africans are experiencing high levels of food insecurity. One in two adults reduced their portion sizes due to a lack of food and insufficient funds to purchase more. Males are significantly more likely to go to bed hungry.

COVID-19: Week 4 – 8 Cumulative

- Pre-COVID-19 Non-KASI
- Pre-COVID-19 KASI
- COVID-19 Overall view (week 4)
- COVID-19 Overall view (week 5)
- COVID-19 Overall view (week 6)
- COVID-19 Overall view (week 7)
- COVID-19 Overall view (week 8)



Hungry adults are twice as likely to show signs of depression as those who are not showing signs of food insecurity.

COVID-19: Week 4 – 8 Cumulative

32% of those with signs of hunger are depressed

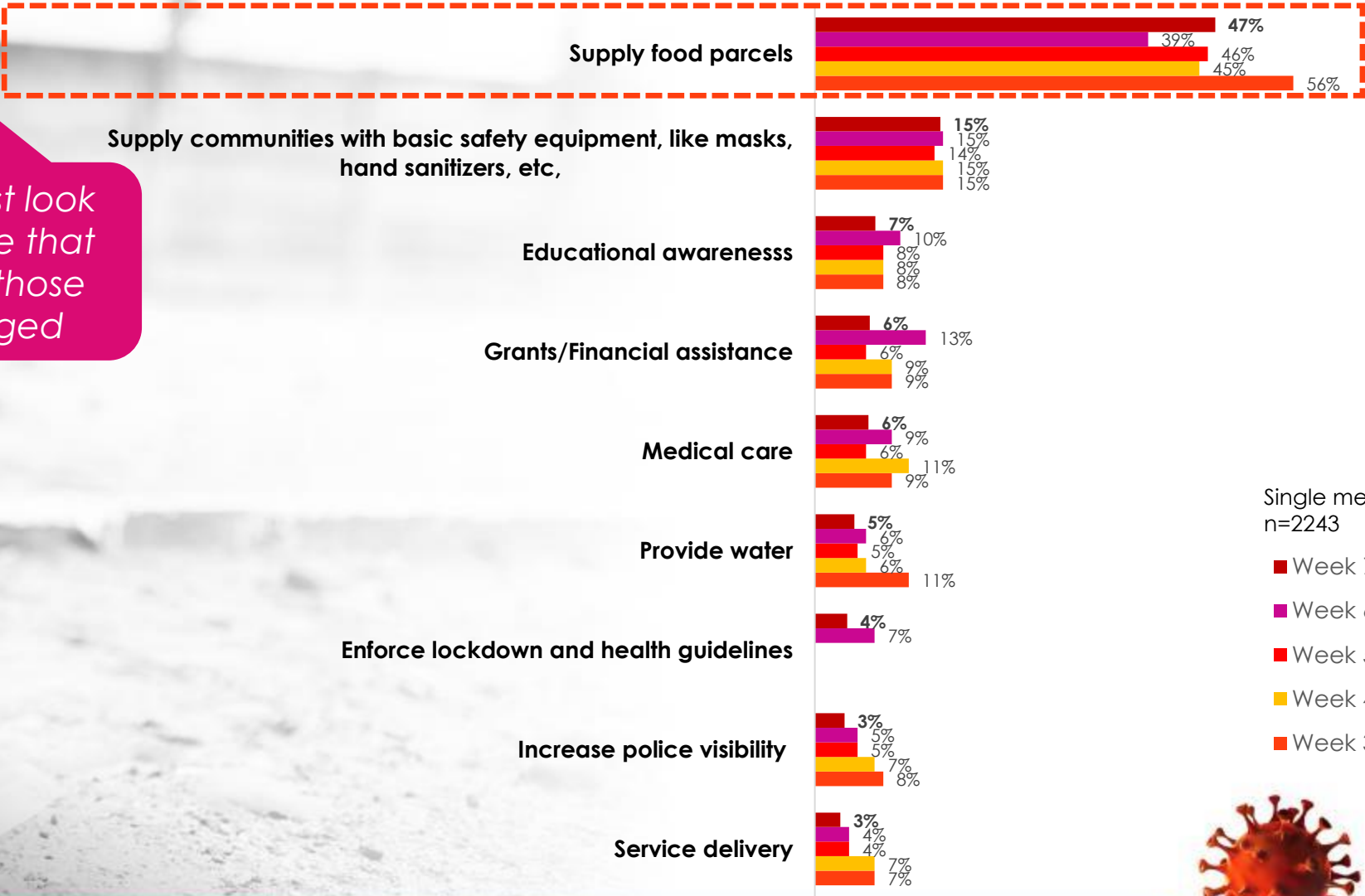
24% also show signs of fear



The need for food parcels remain high and is seen as the most important way in which the Government can assist vulnerable communities, whilst only 10% indicate, that they have received food parcels from Government.

COVID-19: Week 3-7

The government must look for ways to make sure that food parcels reach those who are less privileged



Single ment
n=2243
 ■ Week 7
 ■ Week 6
 ■ Week 5
 ■ Week 4
 ■ Week 3

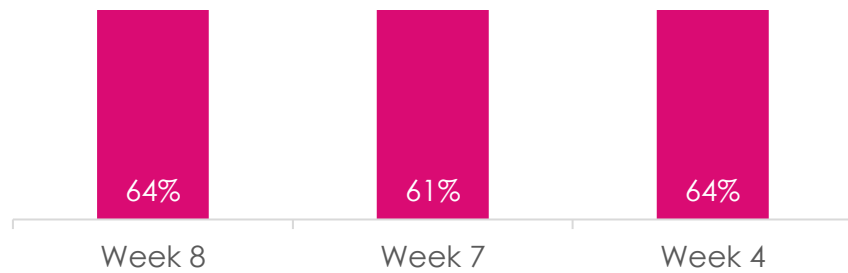


Nearly 50% of respondents note that vulnerable people in their community have not received food parcels.

COVID-19: Week 4, 7 and 8

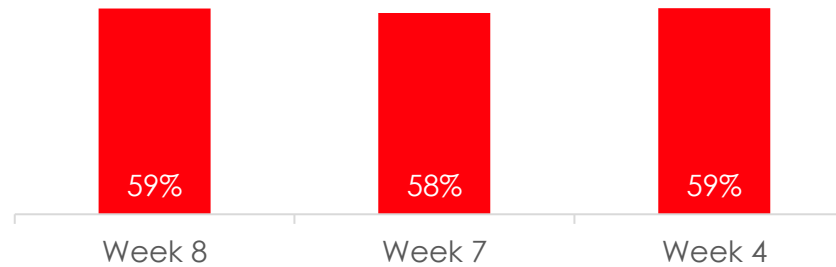
The Government is doing a good job in **supporting its citizens** during the lockdown period

Consistent sentiment from week 4 to week 8



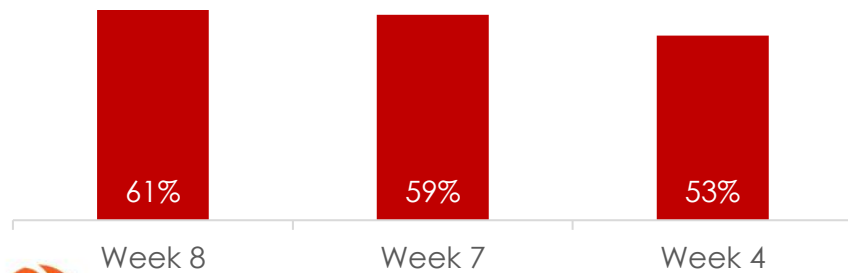
The Government is doing a good job in **supporting businesses** during the lockdown period

Consistent sentiment from week 4 to week 8



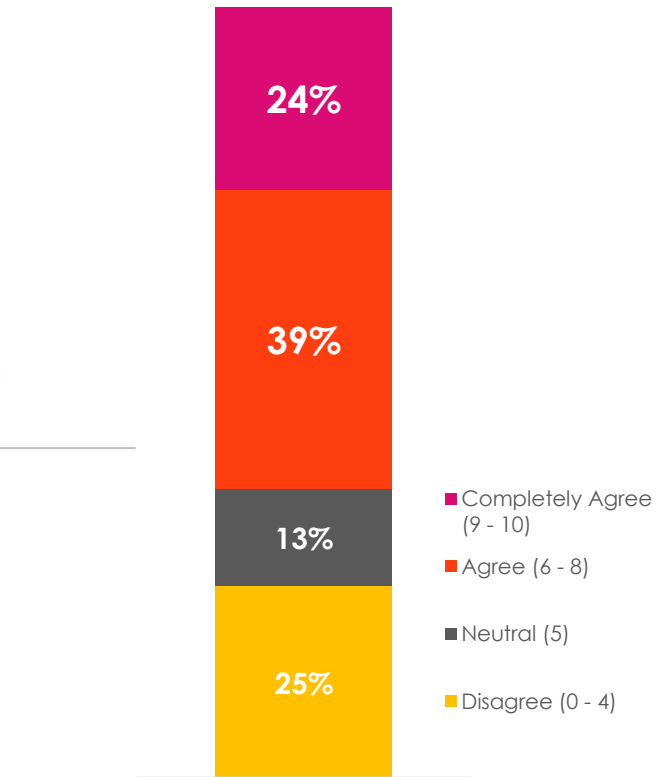
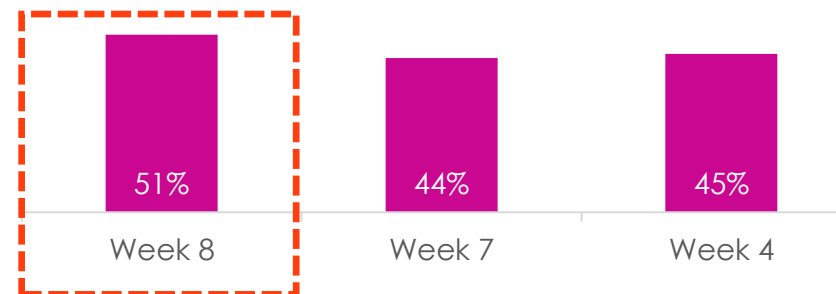
Your community **received basic sanitary government services** during the lock-down, such as rubbish removal

2% increase from week 7 to 8



The government has been **distributing food parcels to the most vulnerable** in my community

7% increase from week 7 to 8



Government average (Week 8)

- Completely Agree (9 - 10)
- Agree (6 - 8)
- Neutral (5)
- Disagree (0 - 4)

% - Any Agree (6-10)

Single mention
Week 4 n= 403 | Week 7 n=606 | Week 8 n=605

Many stay healthy by maintaining healthy eating habits while others must reduce meal sizes to survive the lockdown. Cooking on open fires help people to save money on electricity, and some use fresh fruit and veggies from their own gardens to save money at the shops.

Eating habits during COVID-19

Bread, pap, sop, rice and beans. This is the type of food that I am eating to boost my immune system



I tried to **reduce my level of eating** as we don't know how long this lockdown will continue so that we can survive, so I have not eaten a lot of food during this lockdown



Cooking on an open fire to **save money on electricity**



Typical shopping basket prior to COVID-19 typically contained basic goods and a few snacks. Reprioritising now means many only eat staple foods



Stews and curries are a favourite



Every day I eat fruit, veggies, and drinks lots and lots of water. I love cucumber.



I am a big fan of lettuce, salads, tomato, avo's, fresh lemons, and parsley and onions from the garden



Physical wellbeing, exercise & eating habits

Two in three respondents noted concerns about the increase of domestic and gender-based violence – This concern is more profound in suburban areas. The North West and Western Cape is also showing significant concern regarding this.

COVID-19: Week 8

Females are significantly more concerned about the increase in domestic and gender-based violence

Especially in suburban areas



28% believe the government is not doing enough for GBV victims.

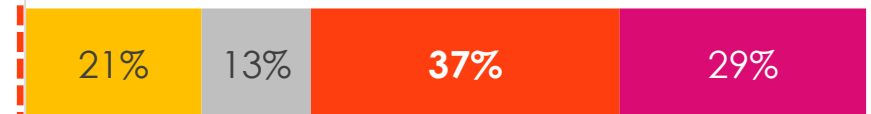
COVID-19: Week 8

■ Disagree (0 - 4) ■ Neutral (5) ■ Agree (6 - 8) ■ Completely Agree (9 - 10)

The ban on alcohol and tobacco are important



I know what to do if I or someone I know are affected by domestic or gender-based violence during the lock-down period



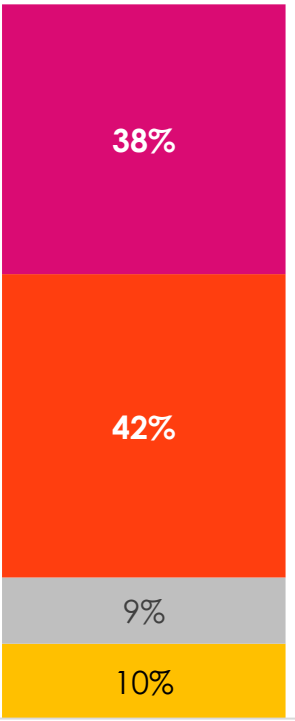
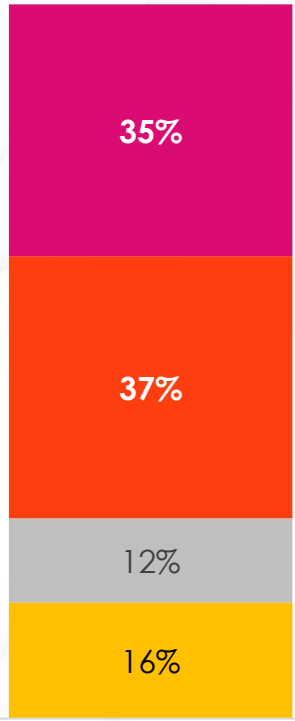
The Government is giving enough support to gender-based violence victims during the lock-down period



Healthcare workers are kept in high regard. The Cuban doctors sent to assist the country are also seen as valuable assets.

COVID-19: Week 8

■ Disagree (0 - 4) ■ Neutral (5) ■ Agree (6 - 8) ■ Completely Agree (9 - 10)



The Cuban doctors sent to assist South Africa's healthcare system are a valuable asset

Nurses and doctors will remain committed to their jobs even when the pandemic increases



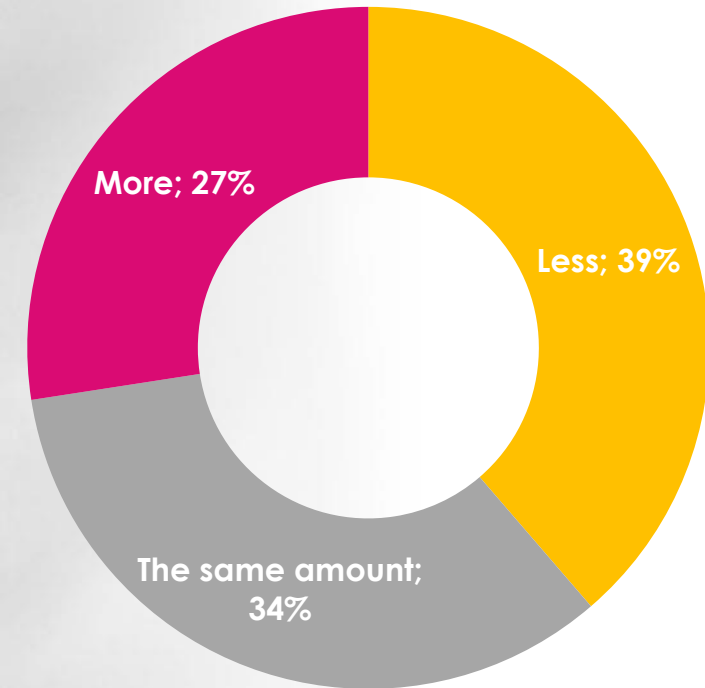
Vitamins and minerals form an important line of defense against the virus- 45% of citizens have been taking supplements

COVID-19: Week 8

Taking more, the same or less vitamins and minerals than before the lockdown?

45%

have been taking supplements such as vitamins and minerals during the lockdown period



Multiple mention
n=605

Vitamins and minerals are important immune boosters for many, while others rely on the nutrients in their food for immune support.



Lower socio-economic-level

Vitamin C and calcium – SEL 7

Lemon water, with my vitamins, viral-guard, vitamin A and B - SEL 2

What I am taking now which is new is zinc as well as Vitamin C, as well as Omega – SEL 3

This I take for energy SEL 3

This one has ginseng and echinacea, which I back up

Higher socio-economic-level

Everyday I take a mixture of ginger, lemon, turmeric... very very bitter, I am given it in the morning, afternoon and evening. In our spaza shop that we run, we also have lots of fruit and vegetables. - SEL 2

Hot water with lemon, sometimes hot water with apple cider vinegar which my wife will prepare in the mornings. Once a year I will take cold and flu related supplements - SEL1

Exercise is also critical for mental and physical health. Many have well prepared routines while others rely on household chores or don't enjoy exercising.



I start off with the skipping rope, then... 20 squats, 20 planks, 20 crunches, 20 push ups
Finish with the skipping rope



Family exercise outside



Sit-ups, its one of the easiest ways to exercise, I can even do it in my room without anyone noticing that I am exercising



Every day I go for a long jog



Exercise through household chores through vacuuming, mopping etc.



I am doing push ups and triceps

Citizens' healthy eating habits have nearly doubled during the Covid19 pandemic

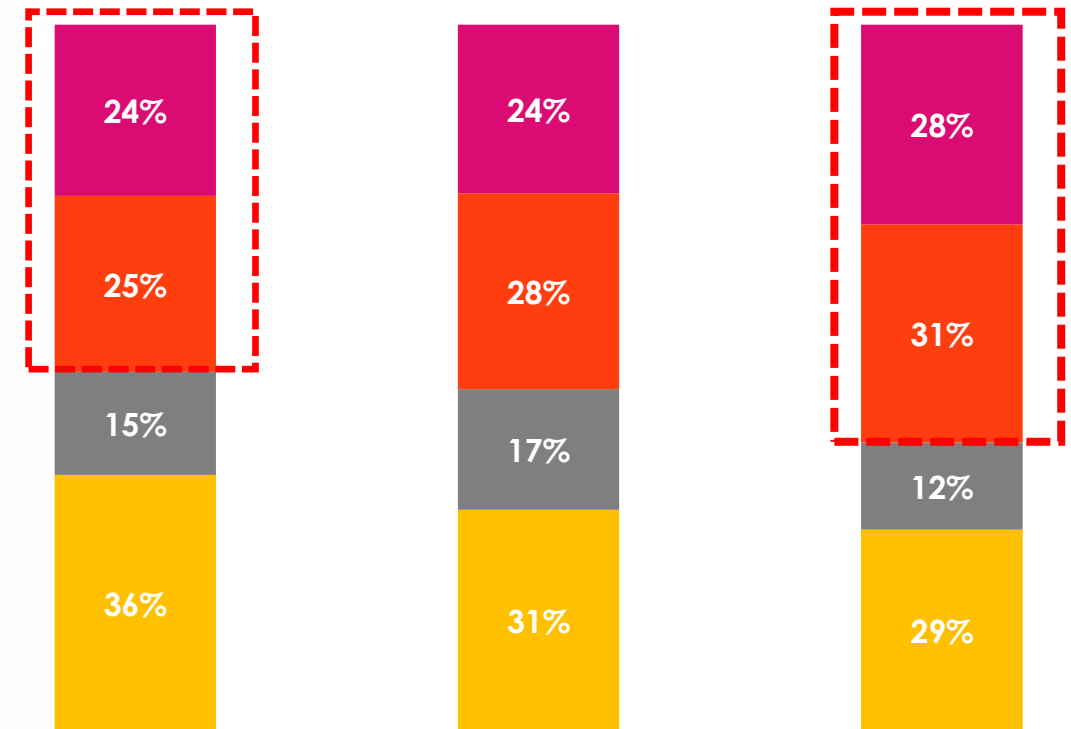
COVID-19: Week 7



Before Covid-19, 34.8% Chose the healthy option of a product range, including Low Fat

Source Pre-COVID results: TGISA 2018B2019A 10 562 - Weighted To Population. Weighted to: 26 980 000 South Africans

■ Disagree (0-4) ■ Neutral (5) ■ Agree (6-8) ■ Completely agree (9-10)



Since the lockdown, I have started eating healthier

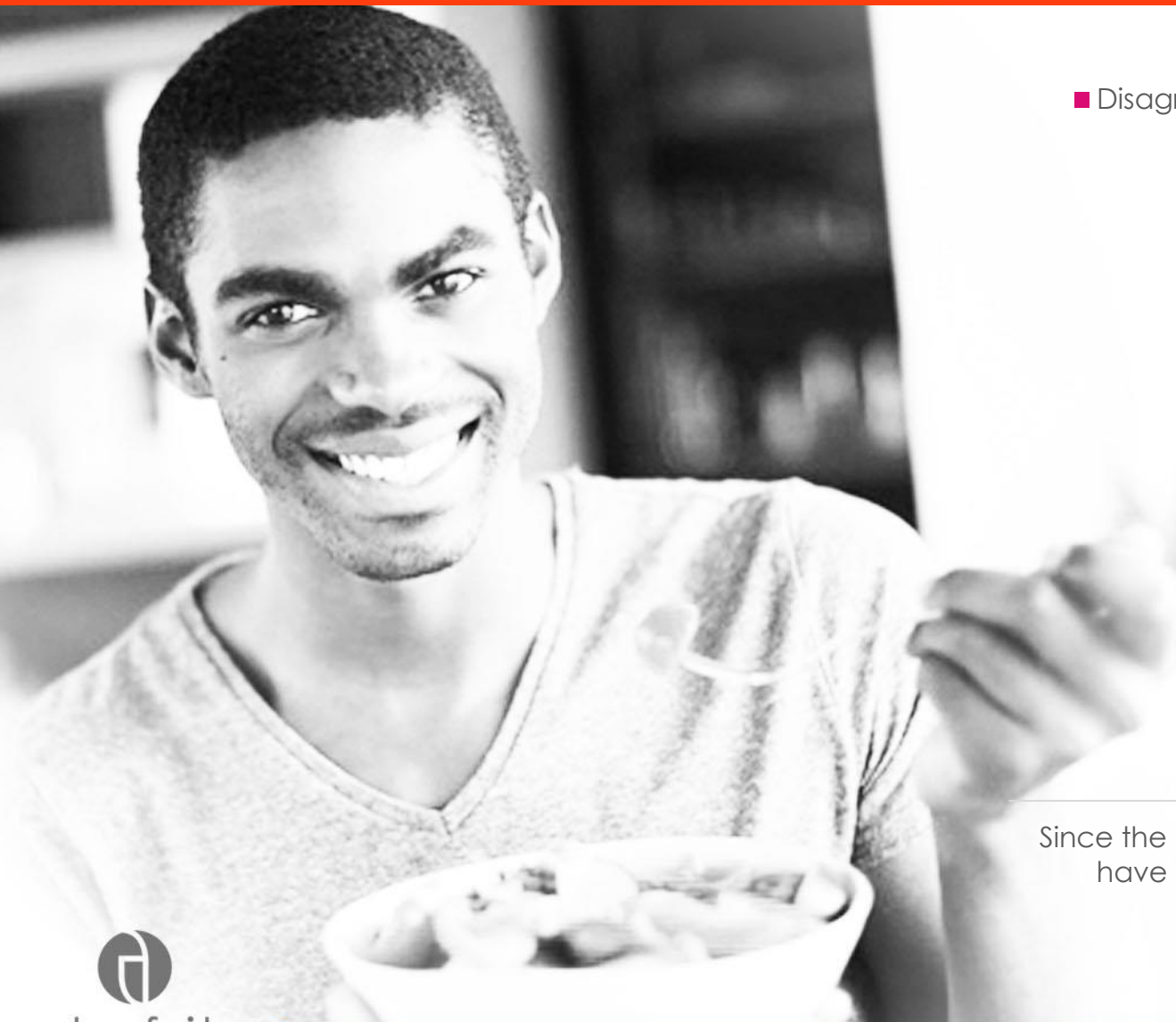
I eat more healthy food such as fruit and vegetables than before the lockdown

I am committed to my healthy eating routine and will not change my habits after the lockdown

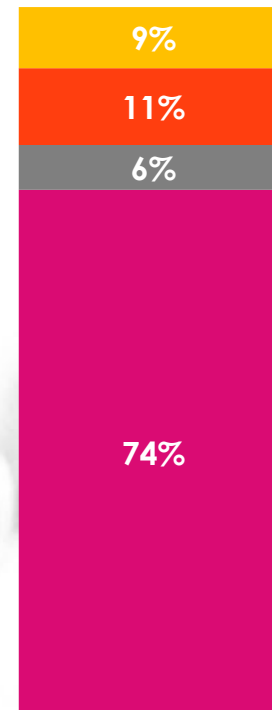
Single mention
n=606

Healthy eating habits are here to stay since most people will not go back to their old eating habits. Only one in five respondents bought take-way meals in Level-4 of the lockdown.

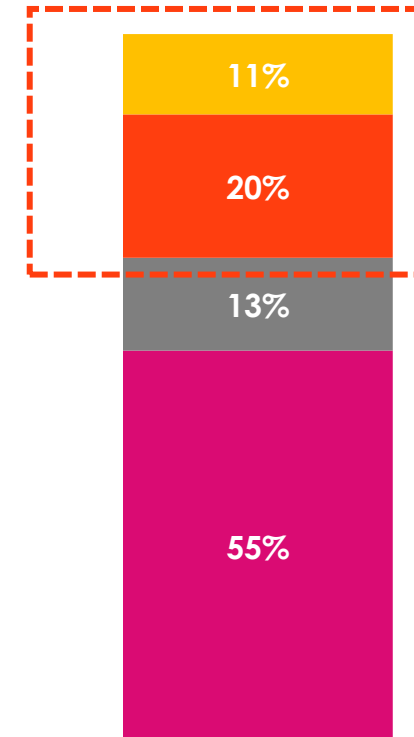
COVID-19: Week 7



■ Disagree (0-4) ■ Neutral (5) ■ Agree (6-8) ■ Completely agree (9-10)



Since the lockdown moved to Level 4, I have started buying take-ways



I will revert back to my old eating habits, which include regular take-aways

Single mention
n=606



Ordering take-away meals from formal franchises are mostly preferred due to hygiene factors. Informal take-away options are cheaper and are preferred because people support small businesses and their communities.

COVID-19: Week 7

52% prefer buying from formal take-away franchises

28% prefer buying from formal and informal take-aways

20% prefer buying from informal street vendors



Consumption of frequently consumed snacks decreased during the lockdown period as compared to pre-COVID19.

COVID-19: Week 7

Snacks mainly consumed during a typical week of the lockdown

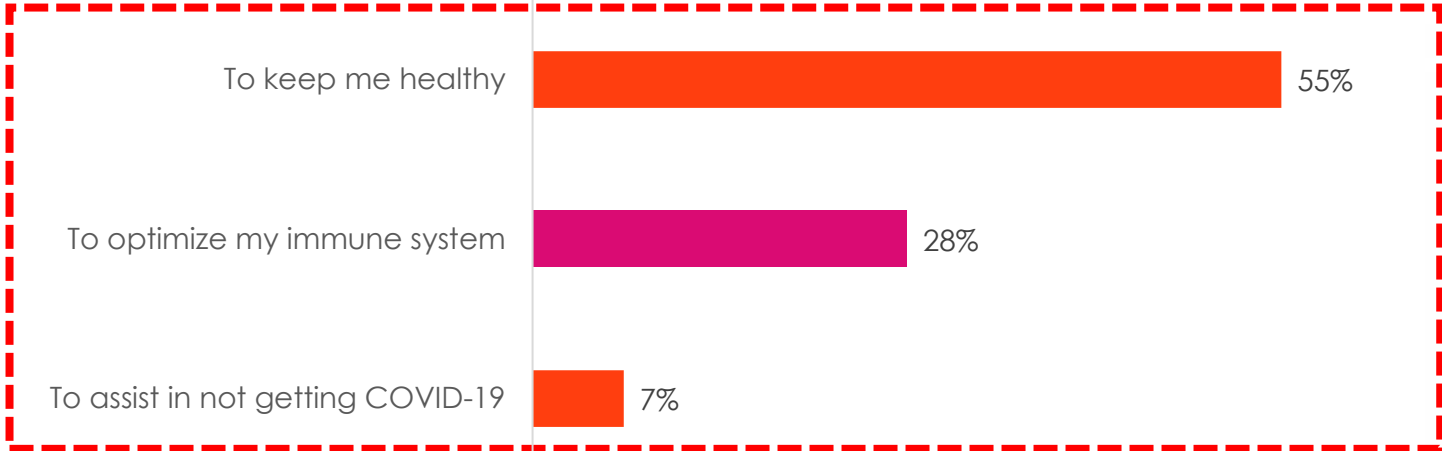
Chips	Fresh Fruit	Popcorn	Cake or Baked Goods	Chocolate Bars
53%	46%	29%	28%	27%
Sweet Biscuits	Sweets	Nuts	Chocolate slabs	Ice Cream
25%	24%	21%	20%	16%



Healthy foods are consumed to improve the overall wellbeing and immunity to prevent the contraction of COVID-19.

COVID-19: Week 7

Reasons for eating more healthy



No access to processed food 4%

Diet /Fasting/weight loss 4%

The food is home cooked 4%

0% 10% 20% 30% 40% 50% 60%

More **fruit and vegetables** as well as dried fruits

I have **stopped eating takeaways**, have cut down on sugar and salt

It can **strengthen immune** system and gives good health.

I am part of the **risk group a persons** with underlying conditions therefore I avoid getting sick

I am now eating more **home-made food** than processed food

Showing top open ended responses n=305



Due to a lack of money, people eat more staple foods. Healthy foods are too expensive for many people.

COVID-19: Week 7

Reasons for not eating more healthy



Healthy food is **expensive** and money is tight. Eating a lot more bread and starch.

I'm just eating what I have in the house, if we **can afford veggies** then I eat healthy

Healthy snacks are **expensive**

I am eating **more snacks** and don't want to leave the house to buy fruits and vegetables

I **crave** more junk when I'm home doing nothing

Showing top open ended responses n=270

Government

Public awareness levels around government communications has remained very high over the past 4 weeks

COVID-19: Week 5-8 Cumulative



87%
Awareness small holding/ farm

93%
Awareness suburbs/ metropolitan areas

86%
Awareness townships and informal settlements

89%

Overall awareness of alert levels released by Government to gradually reopen the economy

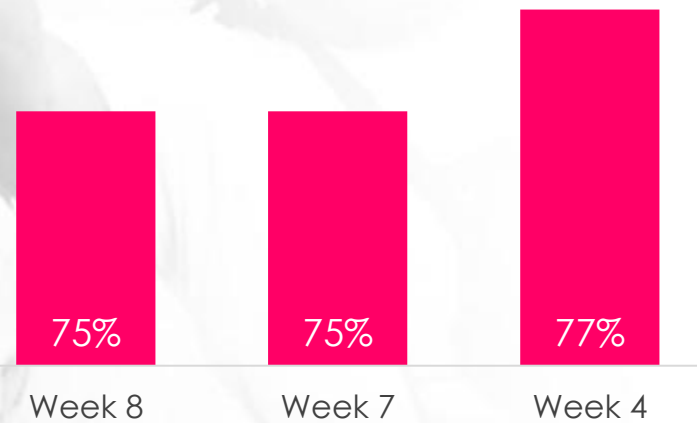


South Africans trust the president and approve of his leadership, however, this trust has slightly declined over the past 4 weeks

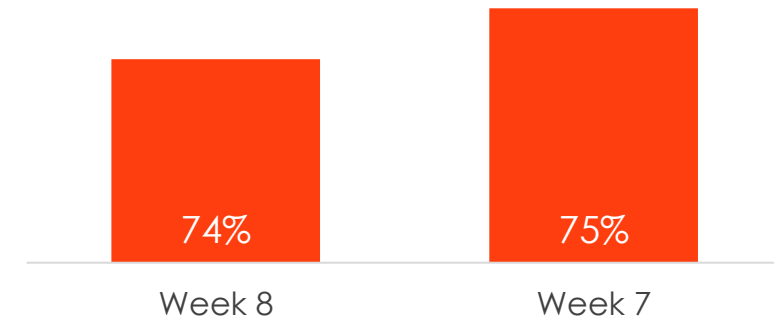
COVID-19: Week 4, 7 and 8

I **trust the President to lead** the country during this time

2% decline from week 4 to 8



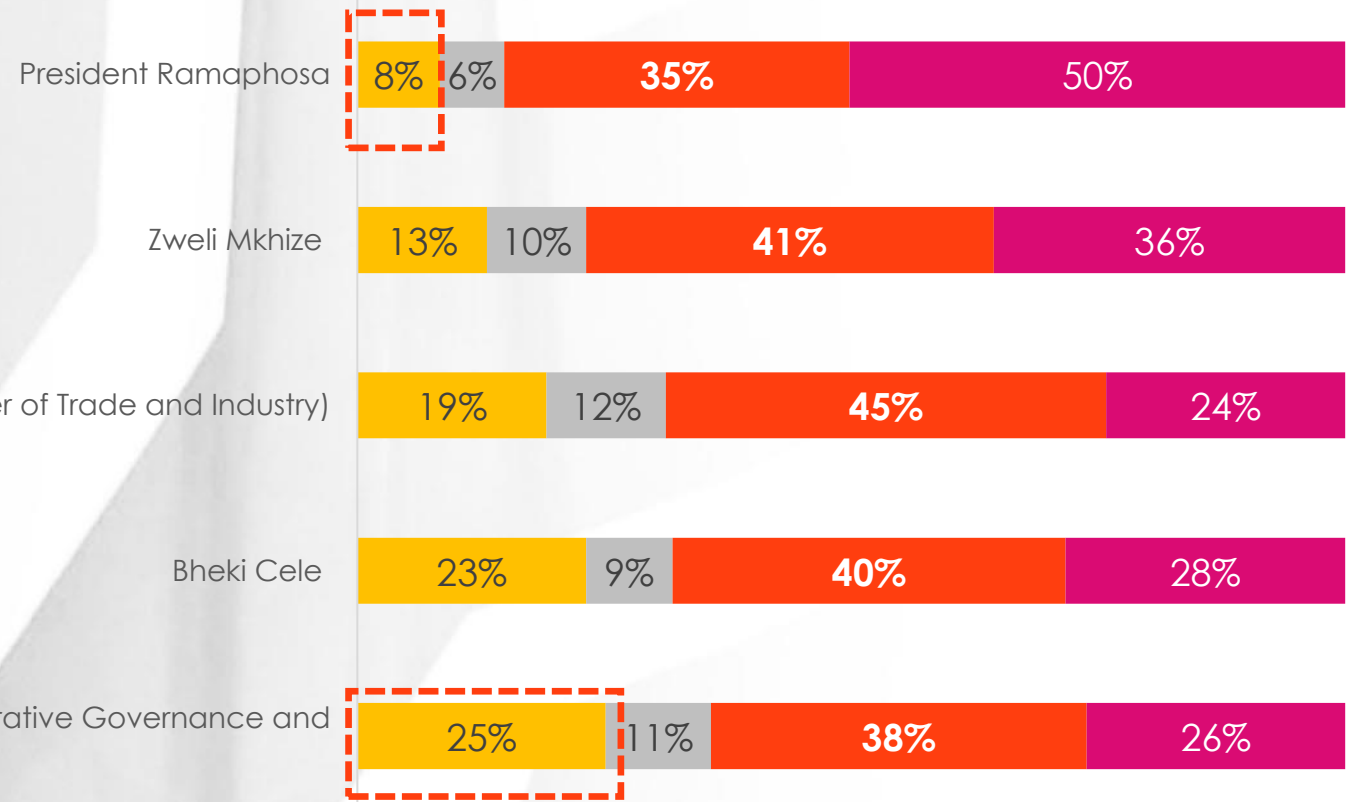
The President **is taking lead in managing the pandemic** in the country



President Ramaphosa has the highest level of trust & Min Dr Dlamini-Zuma the highest distrust. Citizens have more trust in Min. Dr Zweli Mkhize than other measured ministers (Patel, Cele, NDZ)

COVID-19: 8

■ Completely Distrust (0 - 4)
 ■ Neutral (5)
 ■ Trust (6 - 8)
 ■ Completely Trust (9 - 10)

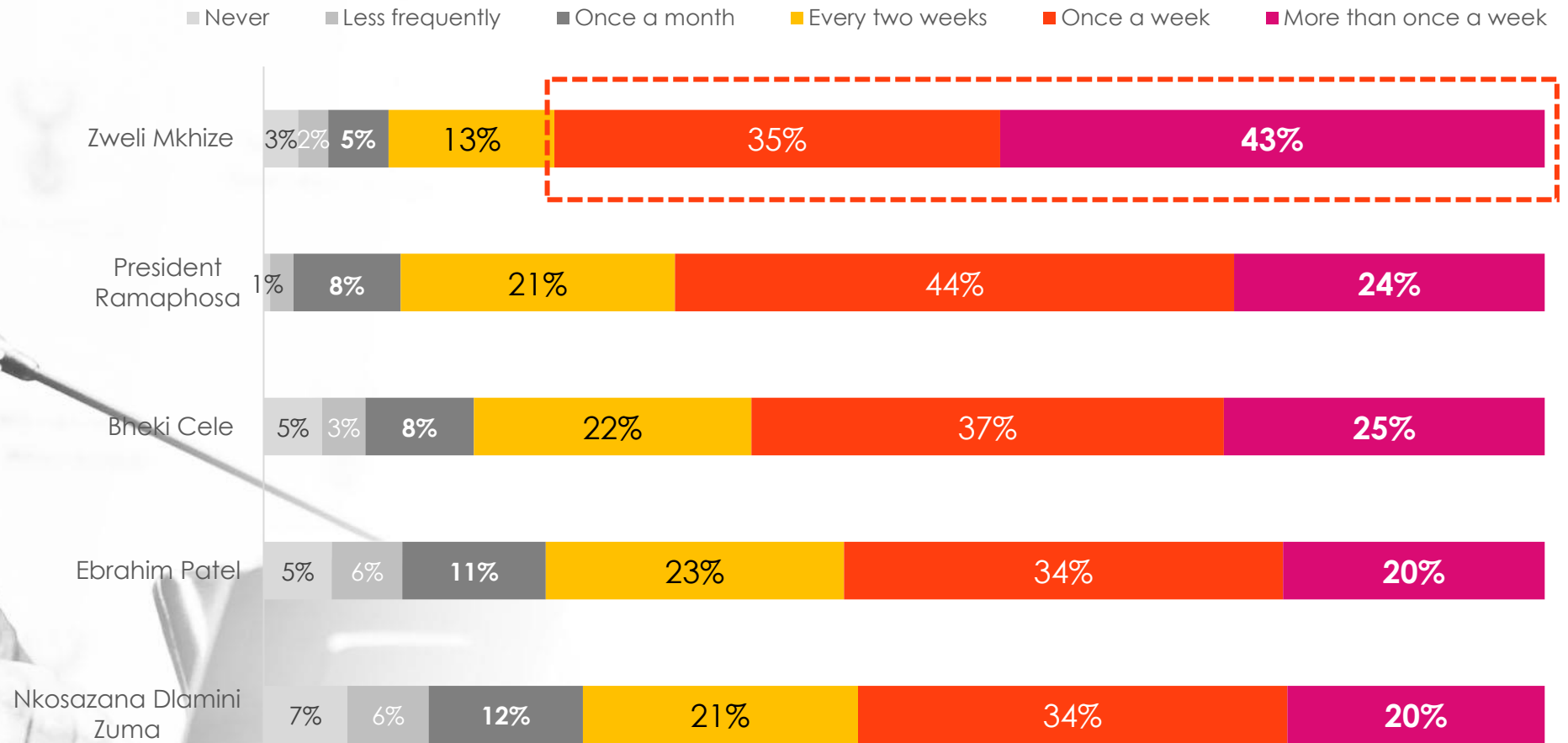


Single mention
 Week 4 n= 403 | Week 7 n=606 | Week 8 n=605



With trust levels being high for Min. Dr Zweli Mkhize, South Africans want to receive more communication from him - even more than once a week

COVID-19: Week 8



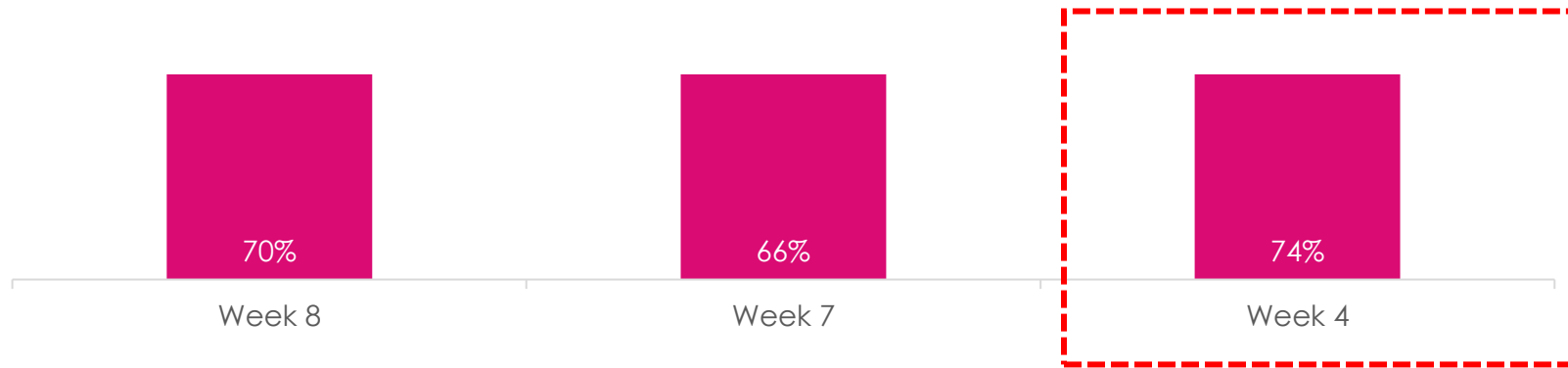
Single mention
n=605



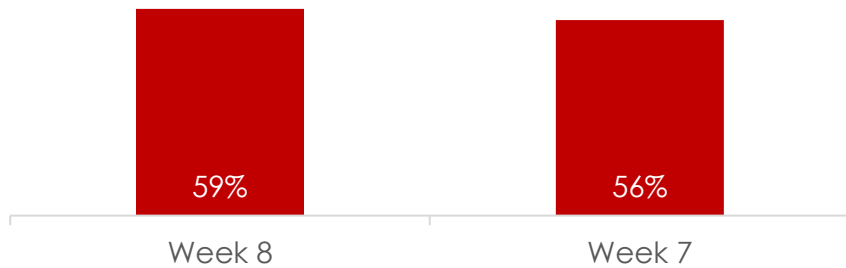
The government gets good ratings for communicating about the Virus and stemming its spread. Government ratings for reducing poverty are below average - residents in the Western Cape feel the strongest that Government can do more to alleviate poverty during this time.

COVID-19: Week 4, 7 and 8

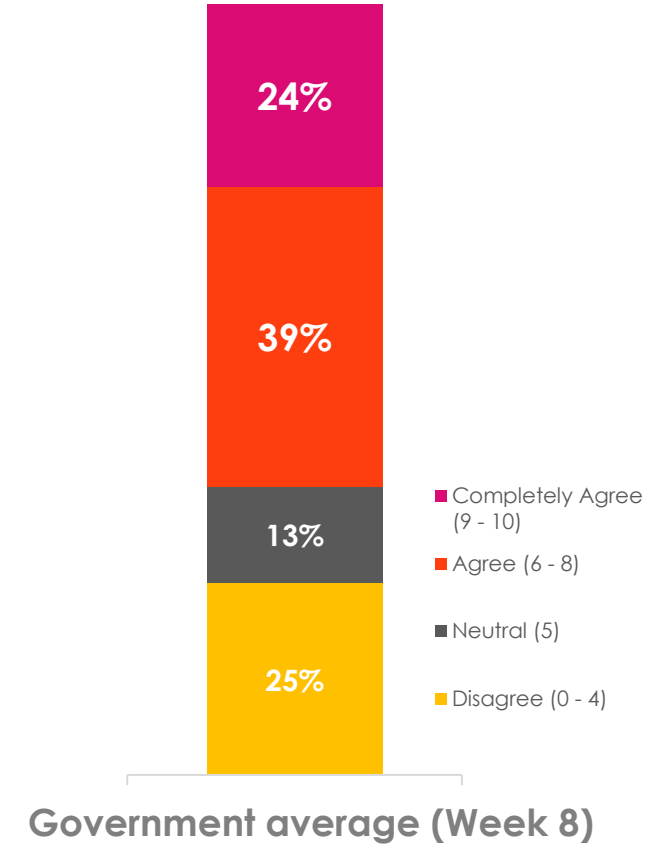
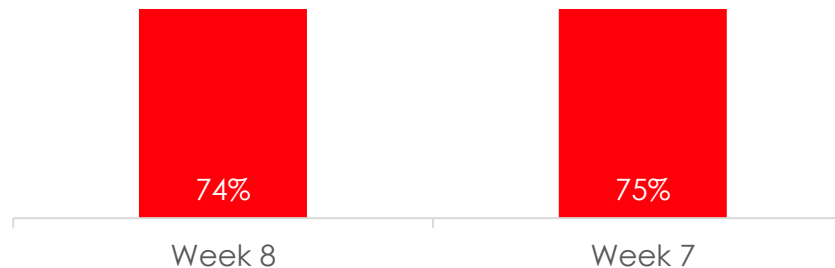
The Government is doing a good job in **controlling the spread** of the virus



The Government is doing a lot to **reduce poverty** during the lockdown period



The Government is doing a good job in **informing and educating South Africans** about the spread of the virus

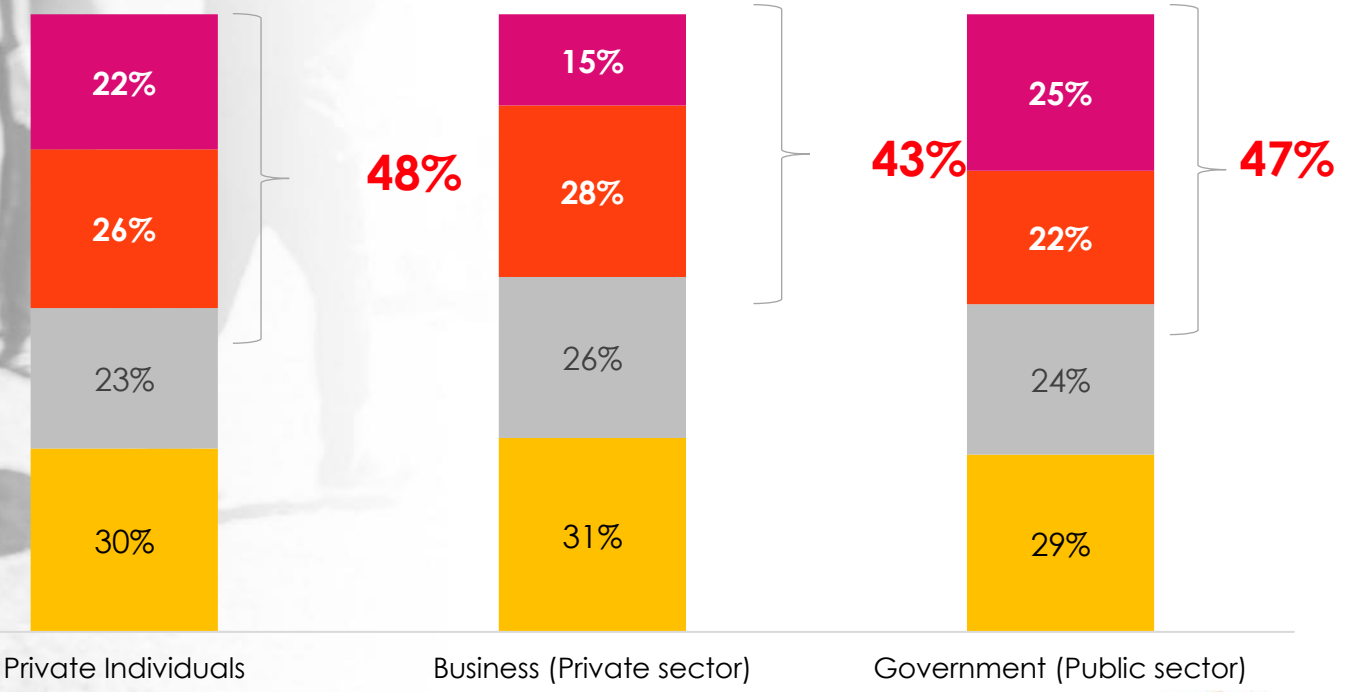


Most Citizens agree that private individuals are contributing more to vulnerable communities than business or government.

COVID-19: Week 8

In your opinion, to which extent does Government, Businesses, and Private Individuals assist vulnerable communities? This can be based on information that you have heard, read or seen during the lockdown.

- To an extremely small extent (0 - 4)
- Moderate extent (6 - 8)
- Moderate extent (5)
- Extremely large extent (9 - 10)

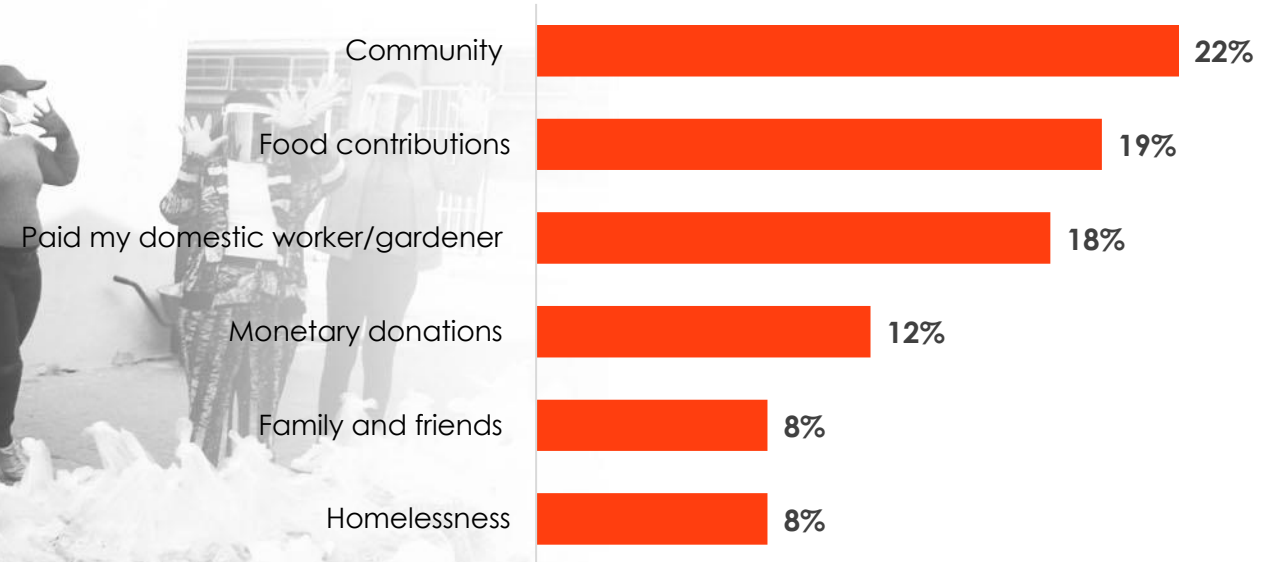


One in four people have donated to good causes during the lockdown.

COVID-19: Week 8



Types of donations



24% indicated that they have contributed to charitable organisations during the lock-down period (incl paying domestic workers, gardener or other temporary staff who can't work during this time)

Multiple mention
n=605



Awareness of COVID-19 corruption is high, with 69% of respondents either hearing or reading about it

COVID-19: Week 8

■ Disagree (0 - 4) ■ Neutral (5) ■ Agree (6 - 8) ■ Completely Agree (9 - 10)

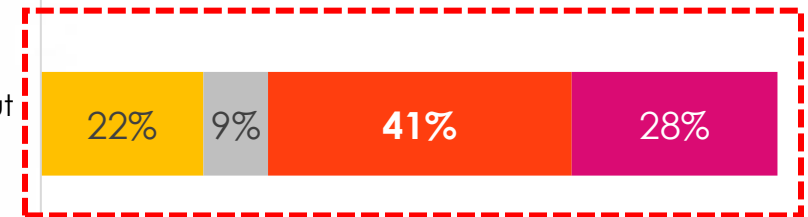
I have heard/read or seen information about the Solidarity Fund



I have heard/read or seen information about the R500bn Government loans



I have heard/read or seen information about COVID-19 corruption



COVID-19 LOCKDOWN

HAWKS INVESTIGATE ALLEGED CORRUPTION IN THE DISTRIBUTION OF FOOD PARCELS



NT. 2,844 SOUTH AFRICA: THE COMMUNICATION SARC NEWS



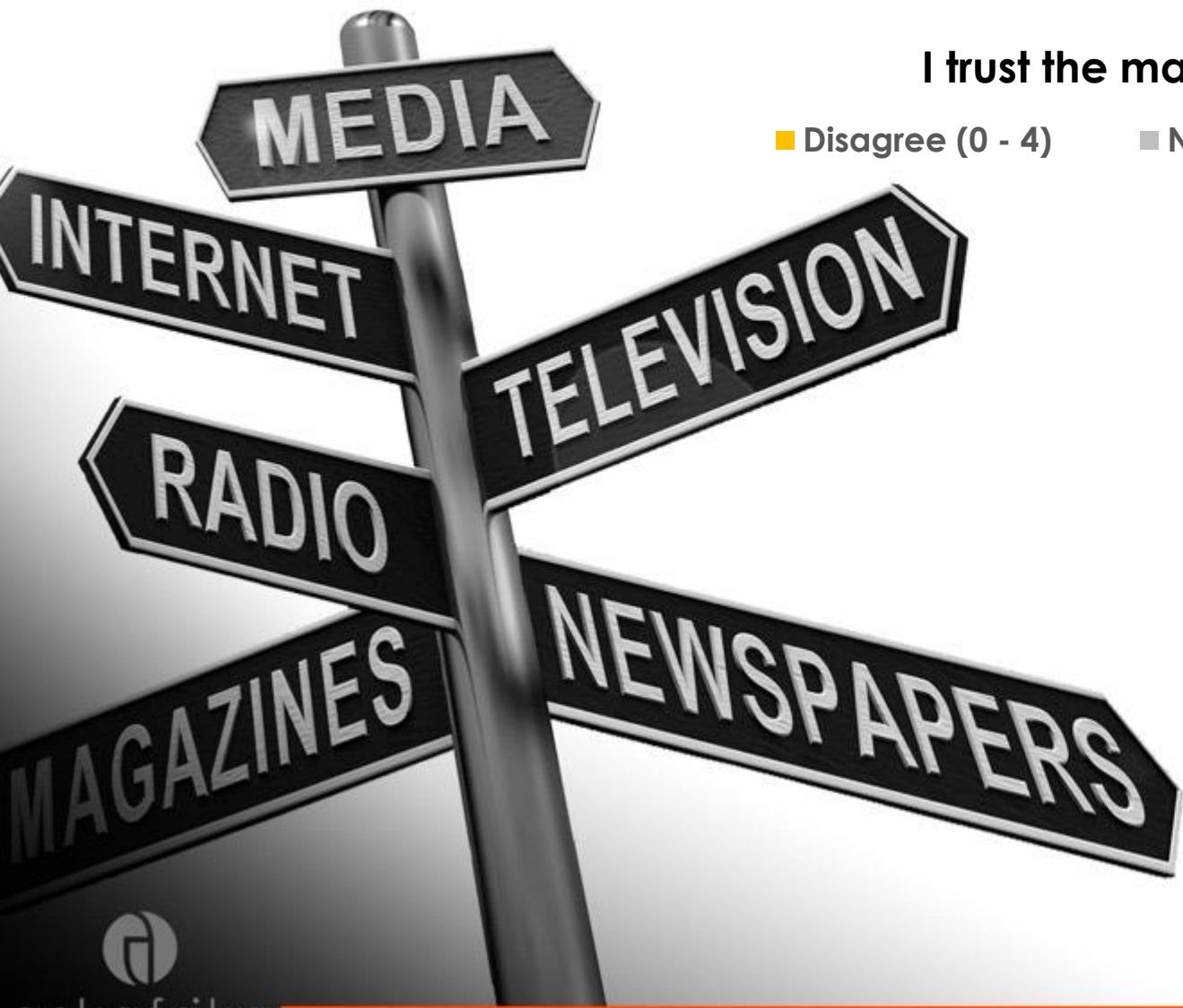
Citizens are showing further signs of conflicting feelings, as they agree with WHO guidelines to reopen the economy, which South Africa will not necessarily comply with in the near future, however, they still have strong feelings of frustration around the lockdown

Although the World Health Organization (WHO) has put guidelines in place for a country to follow lifting the lockdown, Health Minister Dr Zweli Mkhize's view is that other socio-economic issues also play a major role in deciding how to ease the lockdown in South Africa. With the governments' Covid-19 modelling predicting the peak either in July or August, it becomes even more important consider other economic factors to guide opening of the economy

WHO Guiding principles when considering lifting the country lockdown during the COVID-19 pandemic	
6 mitigating guidelines	South Africa's compliance
COVID-19 transmission is controlled	SA is still seeing a rise in cases, with a peak in active cases projected for either July or August
Sufficient public health workforce and health system capacities are in place	Although an increase on testing has been seen country wide, it has led to a considerable backlog in processing and releasing results
Outbreak risks in high-vulnerability settings are minimized	Long and non-social distancing ques can be seen at ATN's, formal traders and Sassa offices. Townships and rural areas financial pressure forces limited social distancing.
Preventive measures are established in workplaces	Government has encouraged screening at workplaces and for all employees to use masks and hand sanitisers.
Manage the risk of exporting and importing cases from communities with high risks of transmission	Although the country has mostly halted international travel and inter-provincial travel, travel between urban, township and other vulnerable communities are still present.
Communities are fully engaged	Government and health organisations disperse COVID-19 information to communities, police and local law enforcement officials have enforce lockdown rules and regulations

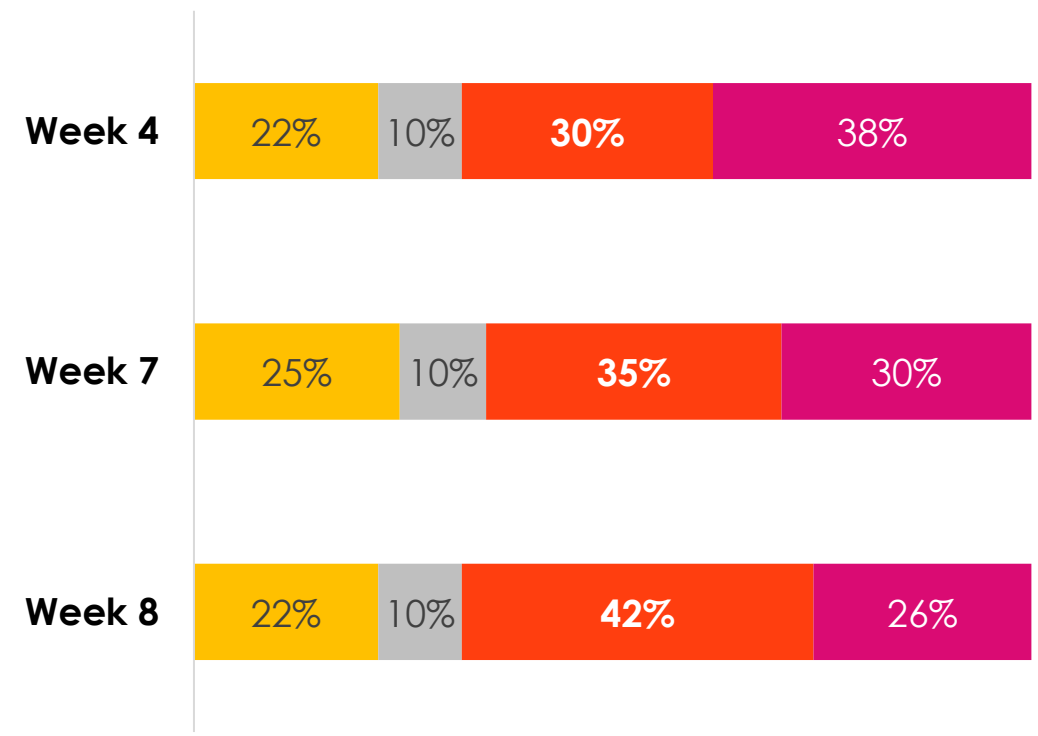
68% of respondents trust main-stream media

COVID-19: Week 4 and 7



I trust the main-stream media to provide accurate and fair news

■ Disagree (0 - 4) ■ Neutral (5) ■ Agree (6 - 8) ■ Completely Agree (9 - 10)



Single mention
n=1614



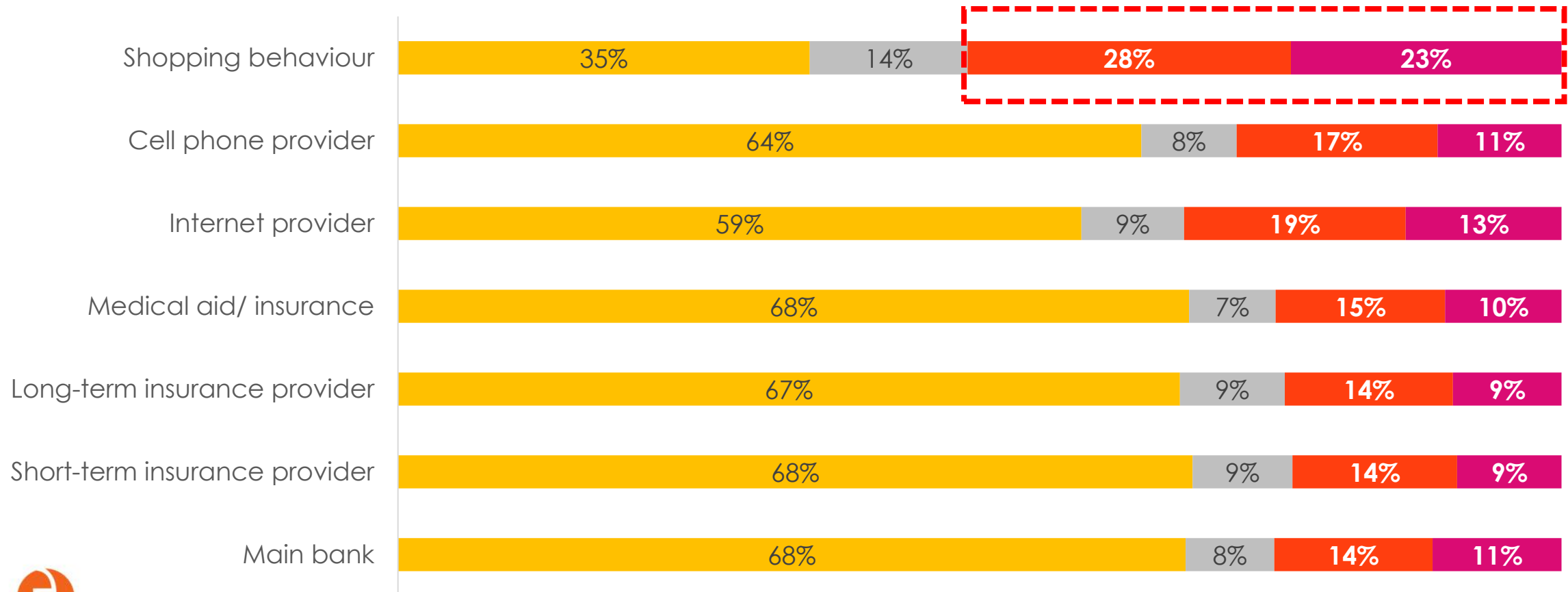
Shopping behaviours, brands & reputation

The way in which consumers shop after the lockdown will change.

Consumers are not likely to change their financial services providers in the near future.

COVID-19: Week 4-8 Cumulative

■ Not at all likely (0 - 4) ■ Neutral (5) ■ Likely (6 - 8) ■ Very likely (9 - 10)



Single mention
n=2433

Business of the week –

companies that impressed customers with their response to the pandemic

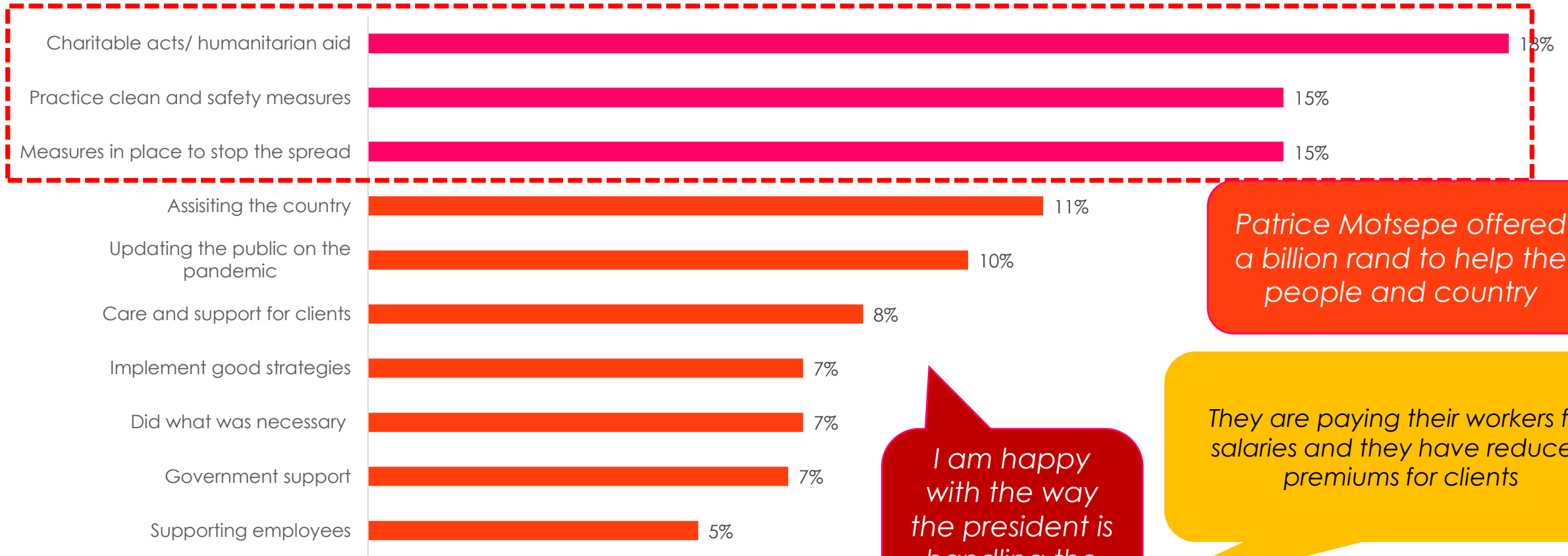
	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
TOP 3	<ul style="list-style-type: none"> Government Motsepe Foundation Pick n Pay 	<ul style="list-style-type: none"> Government Motsepe Foundation Shoprite 	<ul style="list-style-type: none"> Government Shoprite Motsepe Foundation 	<ul style="list-style-type: none"> Government Shoprite Motsepe Foundation 	<ul style="list-style-type: none"> Government Shoprite Pick n Pay 	<ul style="list-style-type: none"> Government Pick n Pay Old Mutual 	<ul style="list-style-type: none"> Government departments Shoprite Pick n Pay 	<ul style="list-style-type: none"> Government departments Shoprite Pick n Pay
Food retail in top10	<ul style="list-style-type: none"> Shoprite Pick n Pay SPAR Woolworths 	<ul style="list-style-type: none"> Shoprite Pick n Pay SPAR Woolworths 	<ul style="list-style-type: none"> Shoprite Pick n Pay Checkers SPAR 	<ul style="list-style-type: none"> Shoprite Pick n Pay Checkers SPAR 	<ul style="list-style-type: none"> Shoprite Pick n Pay Checkers SPAR 	<ul style="list-style-type: none"> Pick n Pay Spar Shoprite 	<ul style="list-style-type: none"> Shoprite Pick n Pay Checkers Spar Woolworths 	<ul style="list-style-type: none"> Shoprite Pick n Pay Checkers/Checkers Hyper Spar
Telco in Top10	<ul style="list-style-type: none"> Vodacom Telkom 	<ul style="list-style-type: none"> Vodacom 	<ul style="list-style-type: none"> Vodacom 	<ul style="list-style-type: none"> Vodacom 	<ul style="list-style-type: none"> Telkom Vodacom 	<ul style="list-style-type: none"> Vodacom 	<ul style="list-style-type: none"> Vodacom 	<ul style="list-style-type: none"> Vodacom
Banks/ Financial in Top10	<ul style="list-style-type: none"> SBSA 	<ul style="list-style-type: none"> SBSA ABSA 	<ul style="list-style-type: none"> FNB 	<ul style="list-style-type: none"> SBSA 	<ul style="list-style-type: none"> SBSA 	<ul style="list-style-type: none"> Old Mutual Standard Bank FNB 		<ul style="list-style-type: none"> FNB Old Mutual
Pharma in Top10	<ul style="list-style-type: none"> Clicks 	<ul style="list-style-type: none"> Clicks 	<ul style="list-style-type: none"> - 	<ul style="list-style-type: none"> Clicks 	<ul style="list-style-type: none"> Dischem 	<ul style="list-style-type: none"> - 		
Other	<ul style="list-style-type: none"> - 	<ul style="list-style-type: none"> - 	<ul style="list-style-type: none"> - 	<ul style="list-style-type: none"> DSTv 	<ul style="list-style-type: none"> DSTv 	<ul style="list-style-type: none"> World Health Organisation 	<ul style="list-style-type: none"> SASSA SABC 	<ul style="list-style-type: none"> Government departments President Government Ministers Motsepe Foundation
Product	<ul style="list-style-type: none"> - 	<ul style="list-style-type: none"> - 	<ul style="list-style-type: none"> Coca Cola 	<ul style="list-style-type: none"> Coca Cola 	<ul style="list-style-type: none"> - 	<ul style="list-style-type: none"> Coca Cola 	<ul style="list-style-type: none"> Coca Cola 	

Business of the week-

reputation was built through charitable acts and practicing safety measures

COVID-19: Week1-7

Main reasons across brands (Top 10 reasons)



Patrice Motsepe offered a billion rand to help the people and country

I am happy with the way the president is handling the whole Covid19 outbreak

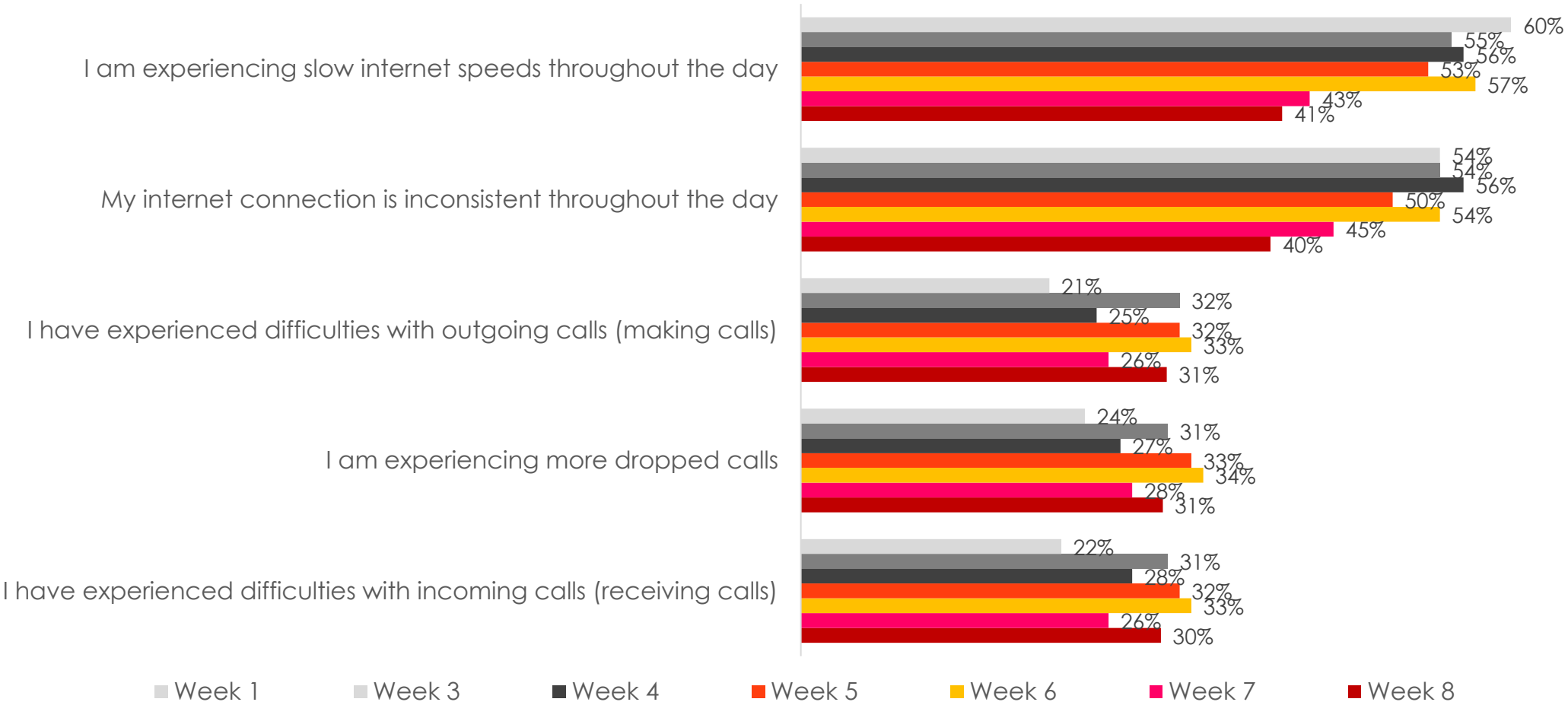
They are paying their workers full salaries and they have reduced premiums for clients

Top mentions
Open ended response

Internet line speed, network quality and voice call quality seem to be problematic for many citizens.

COVID-19: Week 1, 3 to 8

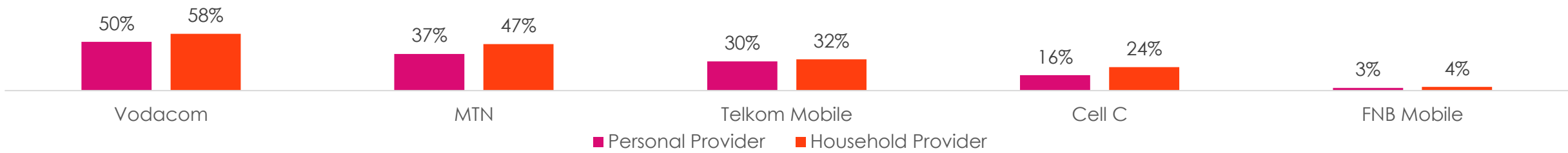
Network speed and quality



Most citizens have been using more data and voice to remain connected as compared to before the lockdown.

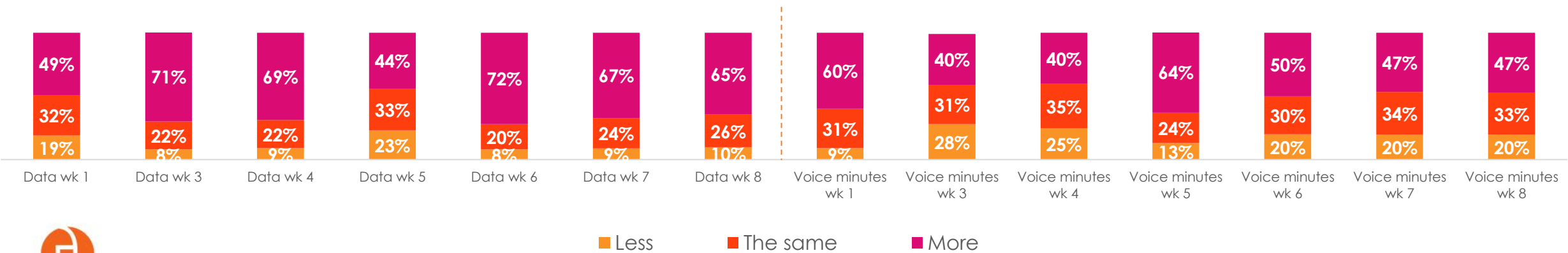
COVID-19: Week 1, 3 to 8 Cumulative

Personal and Household Mobile Service Providers



	Vodacom	MTN	Telkom Mobile	Cell C	FNB
Personal n=	1616	1216	967	508	84
Household n=	1881	1539	1036	776	120

Voice and data usage patterns during the lockdown



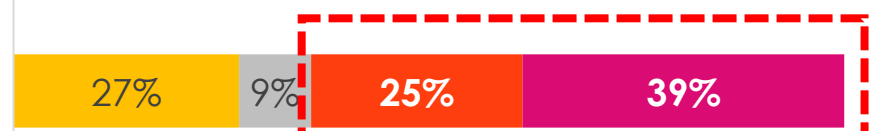
Video streaming is increasingly popular, and most people are embracing technology due to the pandemic.

COVID-19: Week 3-8 Cumulative



■ Disagree (0-4) ■ Neutral (5) ■ Agree (6-8) ■ Completely agree (9-10)

I am watching more online videos and TV on demand than before



The corona virus crisis has helped me to embrace technology



I use video calling platforms (such as WhatsApp, FaceTime and Skype) more than in the past.

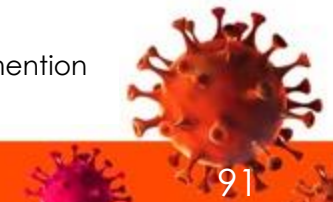


Social platforms like Facebook and Instagram have become more important to me.



0% 20% 40% 60% 80% 100%

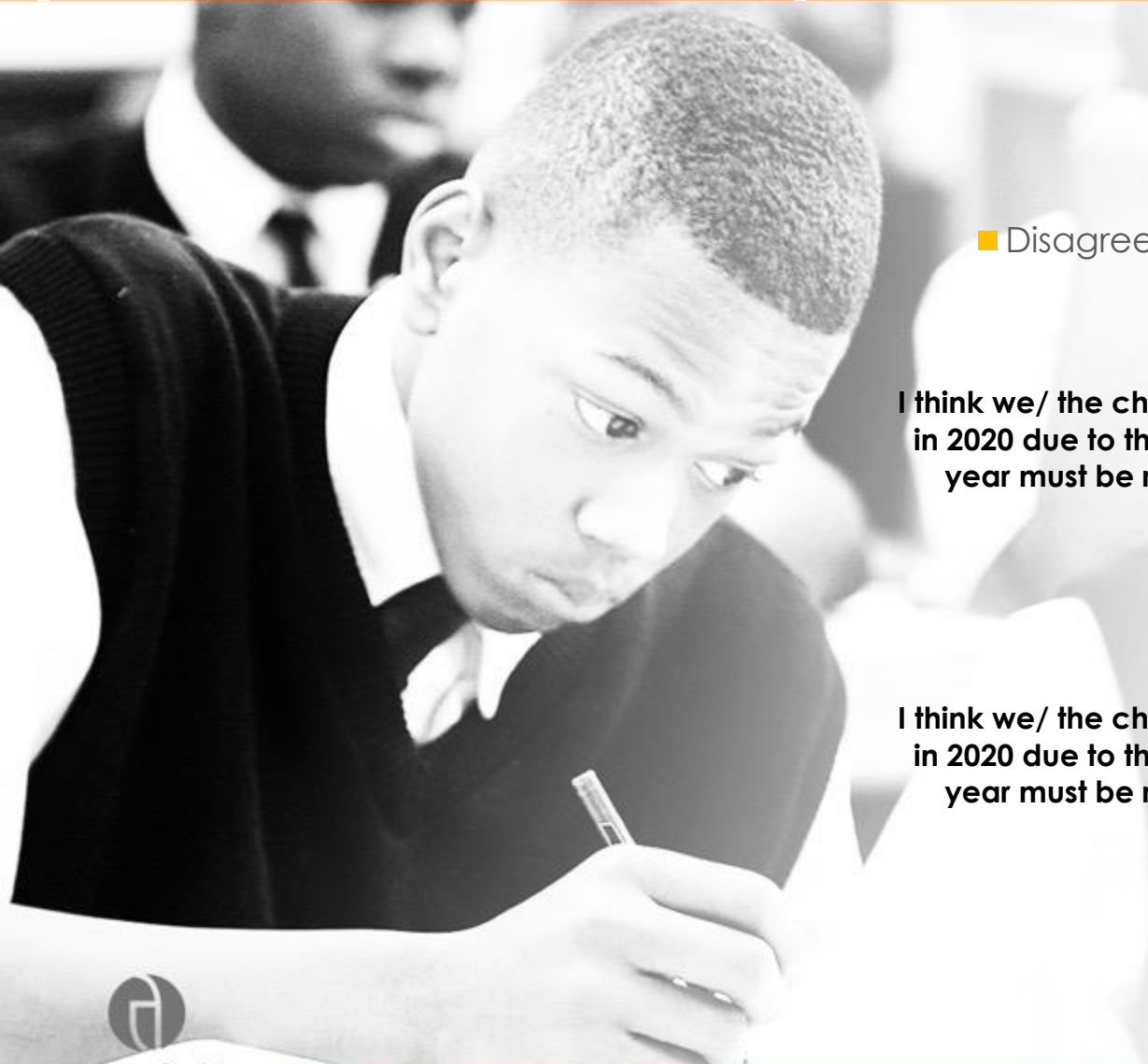
Single mention
n=2848



Education

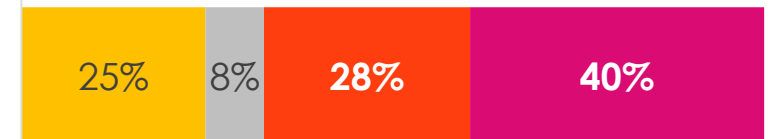
Two-thirds of parents think that the 2020 academic year should be repeated

COVID-19: Week 6



■ Disagree (0 - 4) ■ Neutral (5) ■ Agree (6 - 8) ■ Completely Agree (9 - 10)

I think we/ the children will lose too much time in 2020 due to the pandemic and the school year must be repeated in 2021 (week 8)



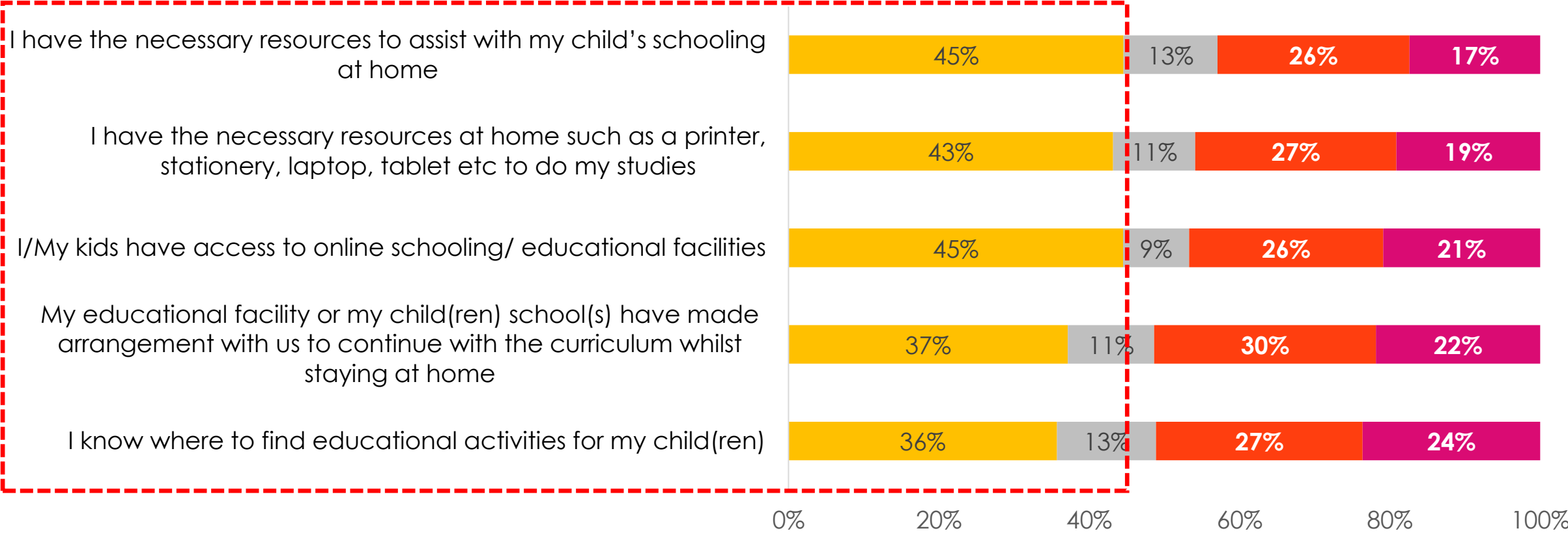
I think we/ the children will lose too much time in 2020 due to the pandemic and the school year must be repeated in 2021 (week 6)



7 weeks into lockdown nearly half of all children have inadequate or no teaching access. Parents struggle with home schooling- about half have no resources or skills to help their children

COVID-19: Week 6

■ Disagree (0 - 4)
 ■ Neutral (5)
 ■ Agree (6 - 8)
 ■ Completely Agree (9 - 10)



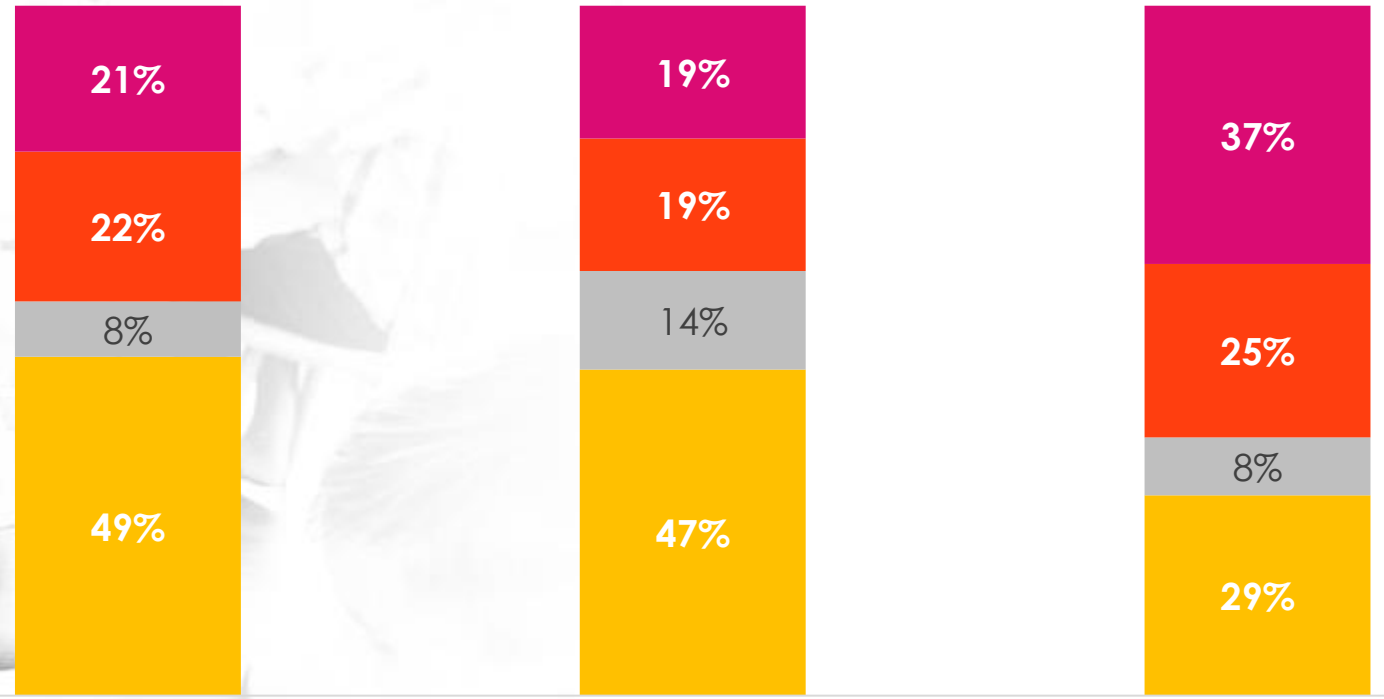
n=407

Childcare is a paradoxical dilemma for parents.

Whilst half don't have childcare, they also don't trust the facilities to open

COVID-19: Week 6

■ Disagree (0 - 4)
 ■ Neutral (5)
 ■ Agree (6 - 8)
 ■ Completely Agree (9 - 10)



During the lockdown period, I have access to childcare when I am not at home or have to go back to work

Creche or child care facilities should open doors to cater for parents that have to go to work

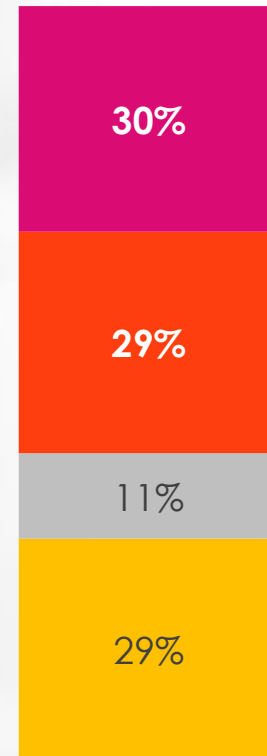
I worry about leaving my child(ren) at home without proper care, if and when I have to return to work full-time

n=407

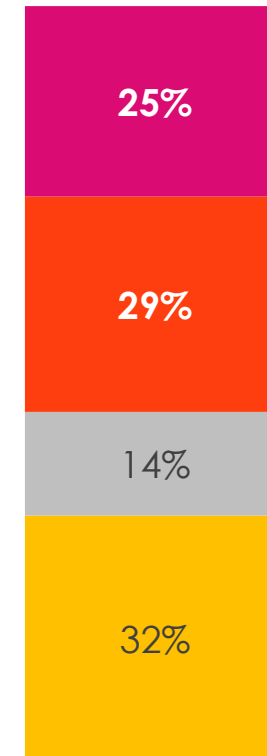


Parents significantly struggle in trying to home-school their children and in entertaining their children.

COVID-19: Week 6



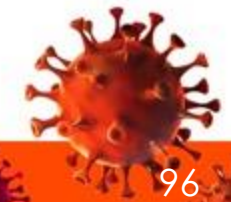
My stress levels are very high since I now have to home school my child(ren) and work at the same time every day



I find it difficult to keep my child(ren) entertained throughout the day

- Disagree (0 - 4)
- Neutral (5)
- Agree (6 - 8)
- Completely Agree (9 - 10)

n=407



Tracking the significant social change effected by this pandemic

PATHWAYS

- CATI & online
- 400 interviews weekly
- Core fractals measured

PASSAGEWAYS

- Videographic journals of 10 individual respondents
- Across psychographics & provinces

The goal of forecasting is not to predict the future. But to tell you what you need to know to take meaningful action in the present.

- PAUL SAFFO



Weekly interviews started 1 April 2020 & reflect the general population

The main aim of the research is to understand the socio-economic impact that the Coronavirus and the subsequent lockdown period has on South Africans.

Research design

- Quantitative research design
- 10 minute questionnaire
- Administered in English

Research methodology



n= 1586

Computer Aided
Telephonic
Interviews (CATI)



n= 2071

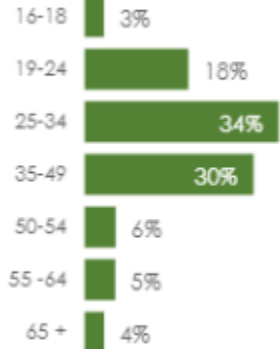
Online
interviews

n=3657
**Total Interviews
Conducted**

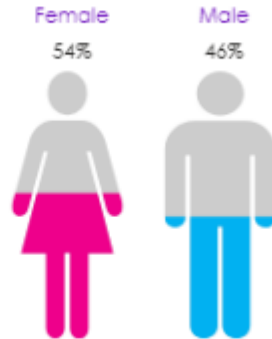


Respondent profile

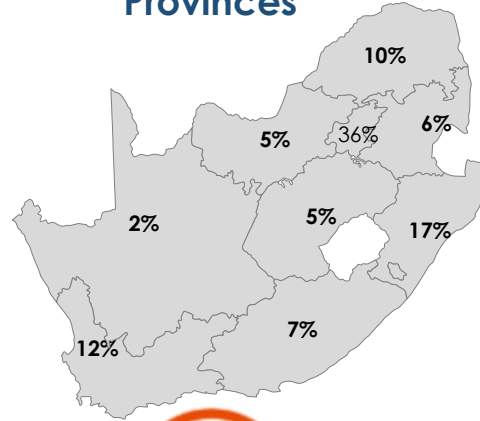
Age groups



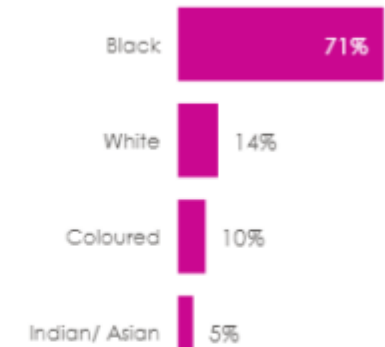
Gender



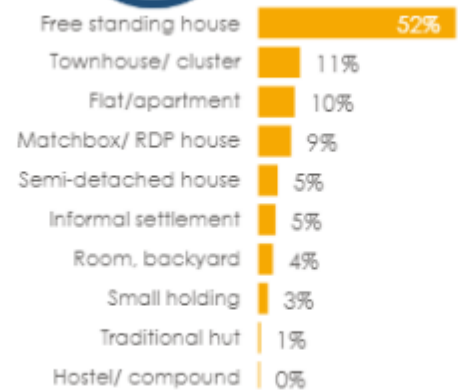
Provinces



Population groups



Total working
62%



Ave # of people in household: 5
Ave # of children in household: 2





askafrika
market research intelligence

Thank You

Contact Mariette Croukamp, mariette@askafrika.co.za or 082 853 8919