



askafrika

market research intelligence

The Ask Afrika COVID-19 Tracker

Week 6 results (4 – 10 May 2020)

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



1. Executive Summary



Executive Summary of Factors influencing our Emotional Wellbeing

Emotional wellbeing of South Africans is low

- The highest fear remains the contraction of a severe form of the Virus
- **Social distress remains high** with three in four people showing concern about the **livelihoods of their friends and family**.

Exercise as a stress release

- The relaxation of exercise restrictions have given many people the opportunity to exercise outside of their homes, and up to 50% of respondents have taken advantage of this. Exercising outside gave them the opportunity to **lower their levels of stress, anxiety and other negative emotional states**.
- Many respondents feel that the exercise restrictions do not make sense, and that it will not keep South Africans safe. Nearly 50% of people observed high levels of congregation in public spaces from 6:00-9:00 and believe that the **restrictions should be relaxed due to the high level of congregation**.

Education is very inconsistent across communities

- **Role confusion** contributes to this sense of social distress, and nearly **60% of parents experience increased levels of stress** because of double roles at home including working and assist their children with schoolwork during the day.
- Many parents note that their children **do not have the resources to assist with schooling at home**.
- Up to a third of parents note that their educational facility did not make any arrangements with them to **continue the curriculum whilst staying at home**.
- A large proportion of parents agree that their **children should repeat the school year in 2021**, as too much time has been lost due to the pandemic. Concerns about their children's education and being left behind are high.

Executive Summary of Factors influencing Food Security

Unemployment and loss of financial security

- Unemployment and the subsequent loss of income remains key concerns of South Africans and has a **direct impact on food security**.
- Many people do not have the financial means to **continue paying their rent or bonds** should the current financial situation persist.
- A large proportion of people are **borrowing money from friends, family, employers, or mashonisas**'. Prior to the COVID-19 pandemic, South Africa had R1,75 trillion in outstanding debt, and 25,7 million South Africans had a credit card, personal, vehicle, home or retail loan. High unemployment and low incomes force many people to take on debt to maintain their daily living expenses which drives many into unmanageable debt. Further to this, four in ten respondents made financial arrangements with institutions for **later payment, and 21% applied for a payment holiday**.

Food security

- Food security at a household level is low, and **one in three adults went to bed hungry** as they did not have enough food to eat in their homes. A fifth of respondents **lost weight during the COVID-19** period because of lack of food.
- Food security is not only a concern for vulnerable communities, with half of those in suburbs/ metro areas noting that they are concerned about the amount of food in their homes. Nearly 40% of adults in these areas also **reduced their portion sizes or meal frequencies** due to a limited amount of food in the home.
- Qualitative feedback from the Ask Afrika COVID-19 Passageways results indicated at the onset of the lockdown, adults would start eating less, or only once a day in order to ration the amount of food for the duration of the lockdown.



2.

Week 6 results

How does COVID-19 affect South Africans emotional response?

For the past 4 weeks, about a quarter of citizens said that they were “managing”. Levels of optimism are now close to zero, after almost 7 weeks of lockdown.

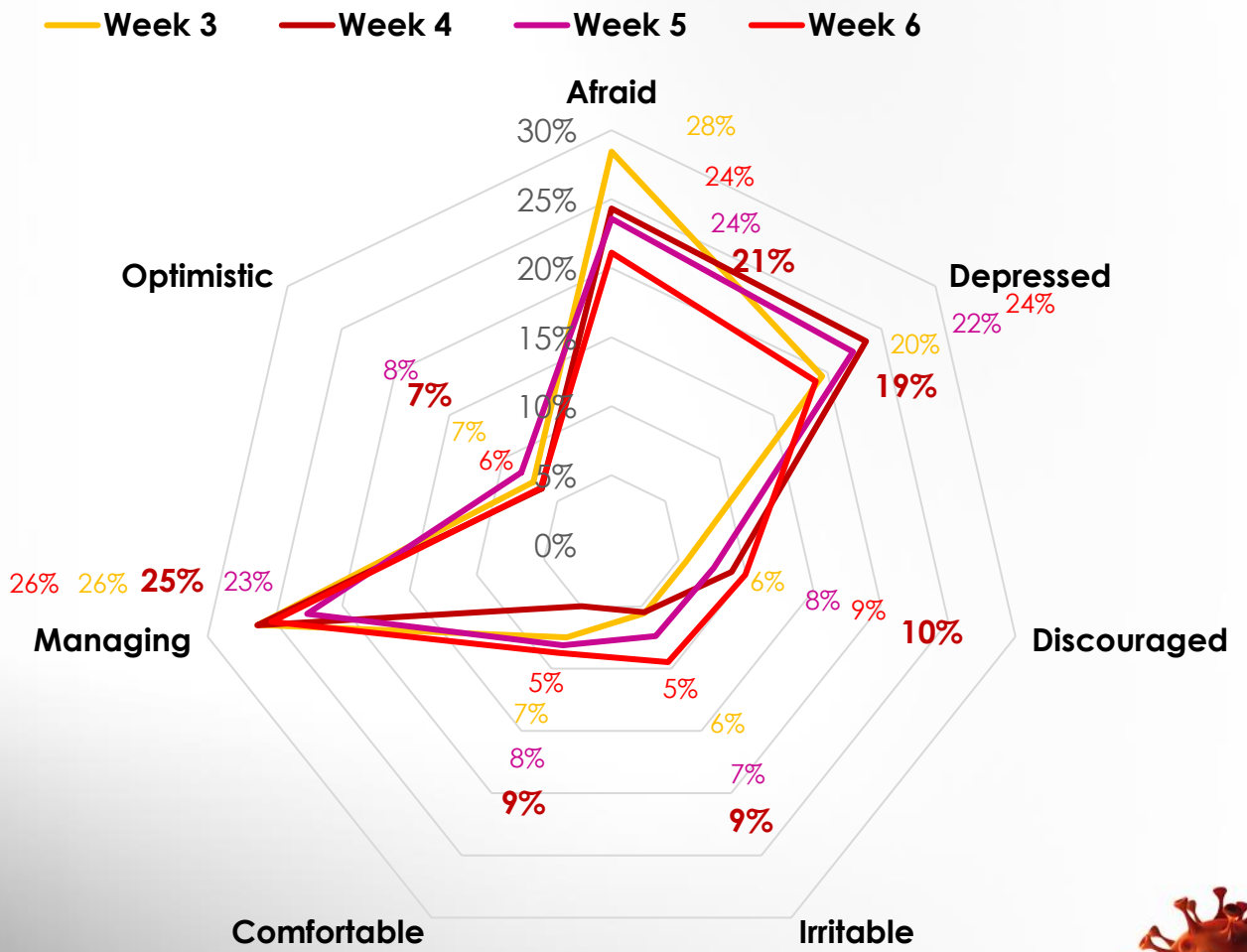
COVID-19: Week 3 – 6



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



Single mention n=809



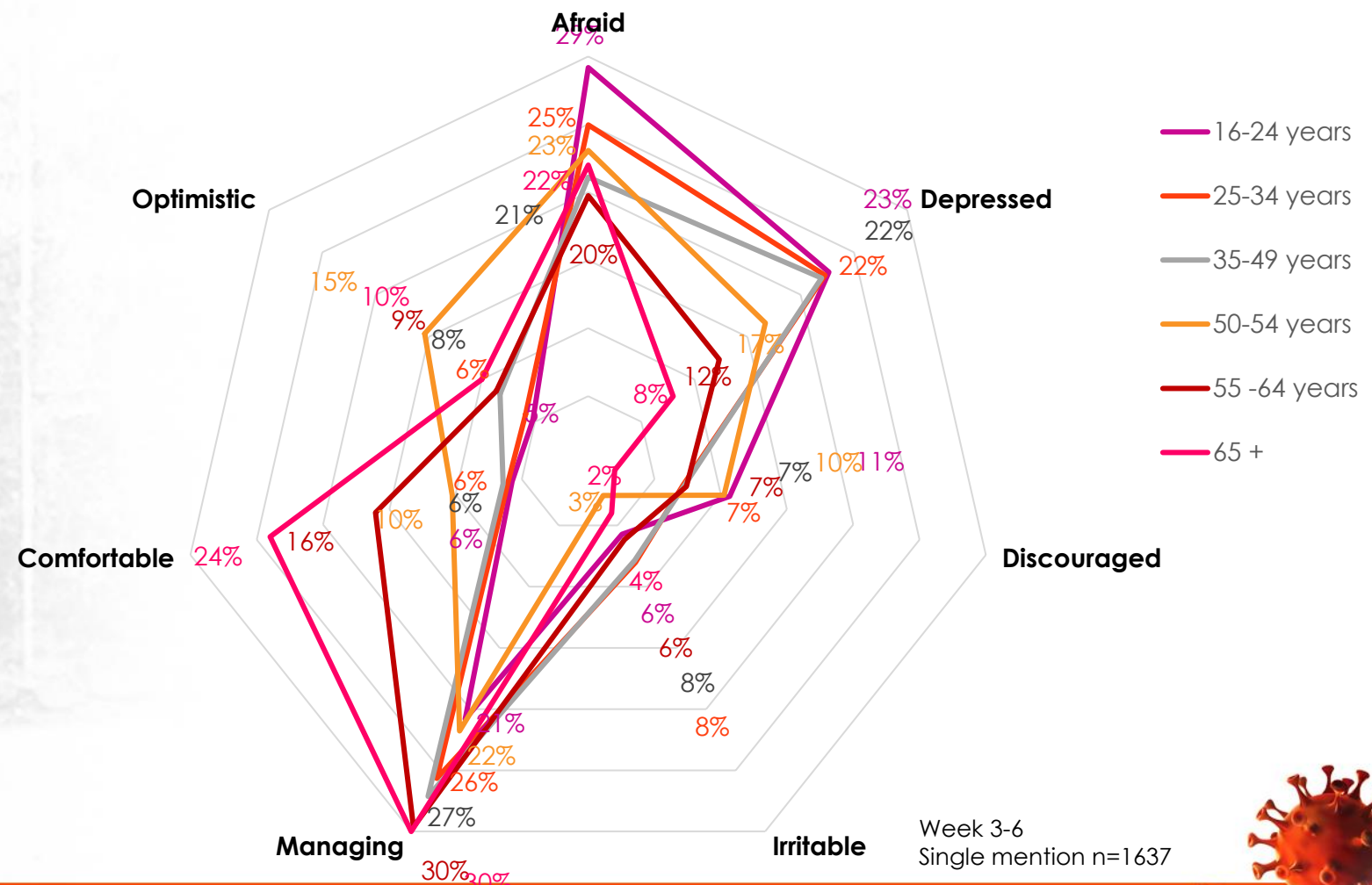
Single mention n=2446



The youth show the highest levels of fear, depression, and discouragement.

COVID-19: Week 3 – 6

Respondents older than 65 are the least likely to experience depression and are the most comfortable.

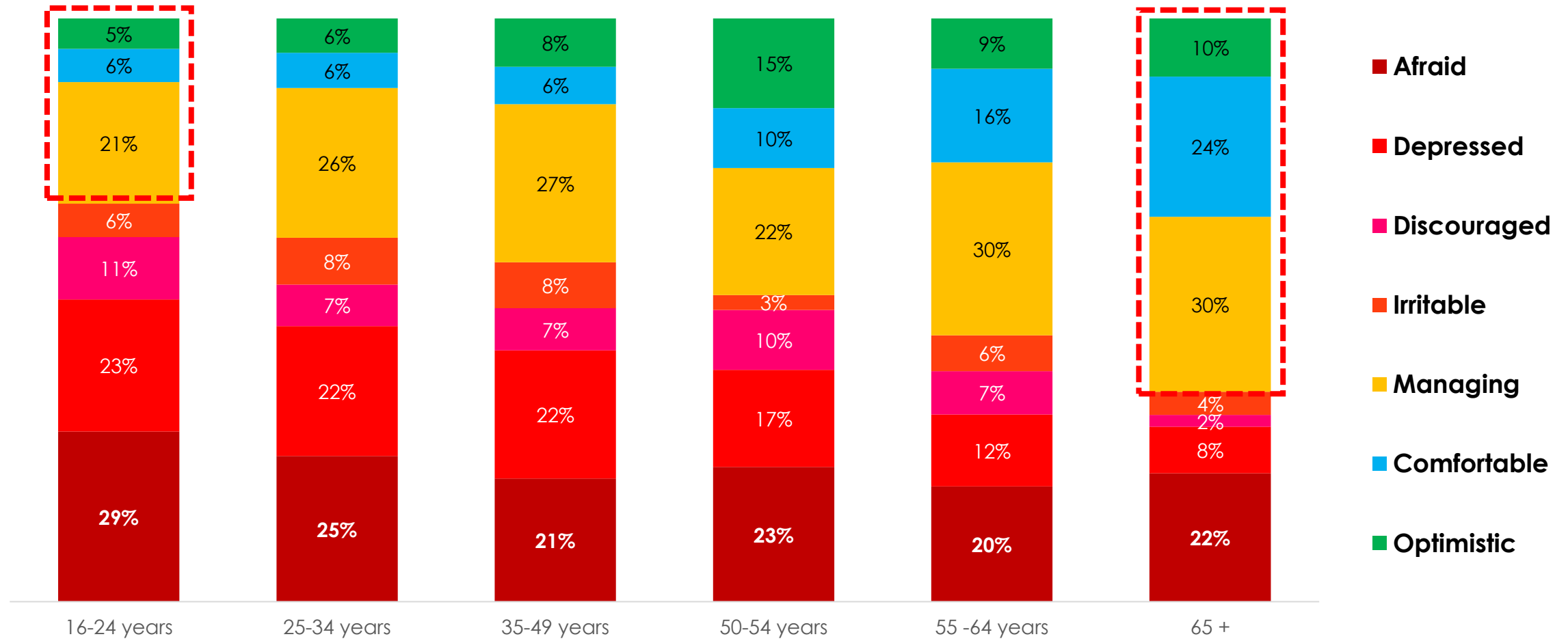


Week 3-6
Single mention n=1637



The 65+ age group are doing twice as well as the 24- age group

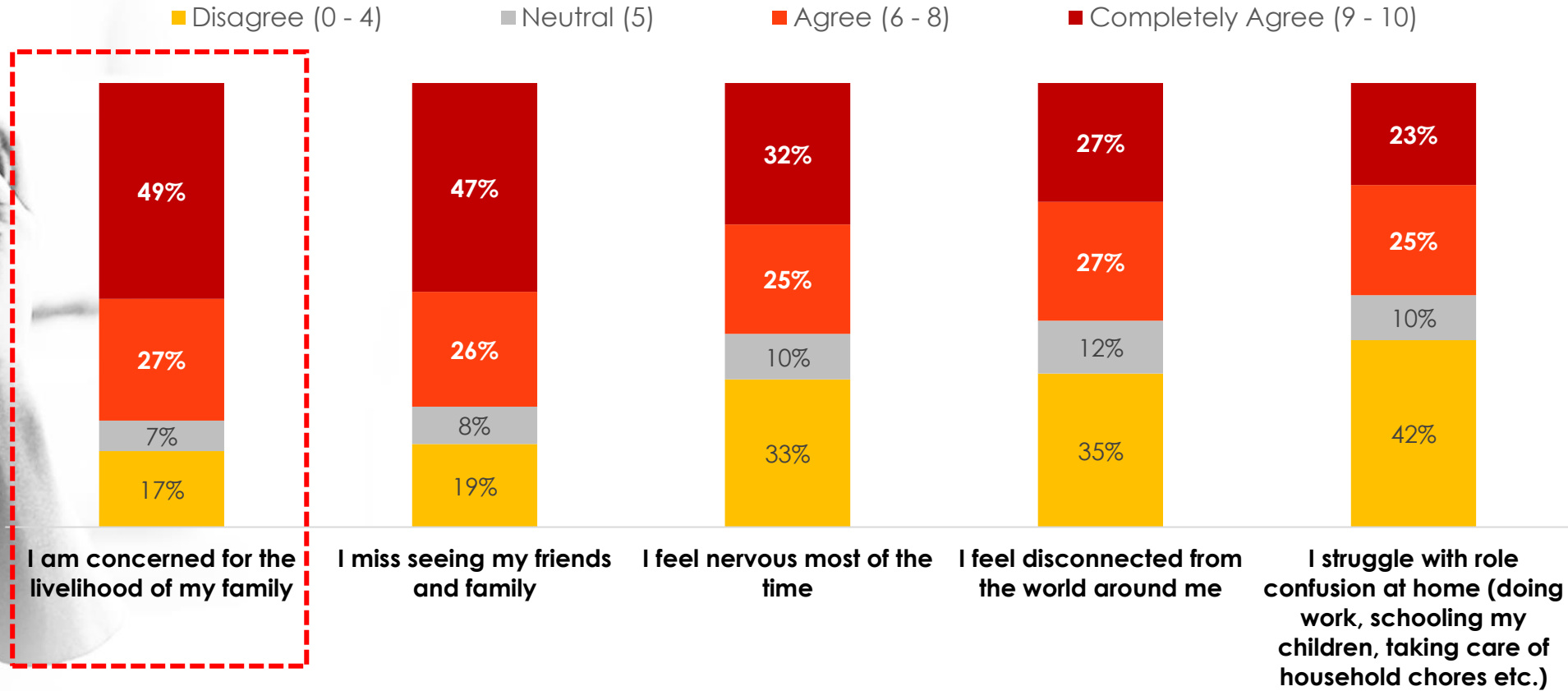
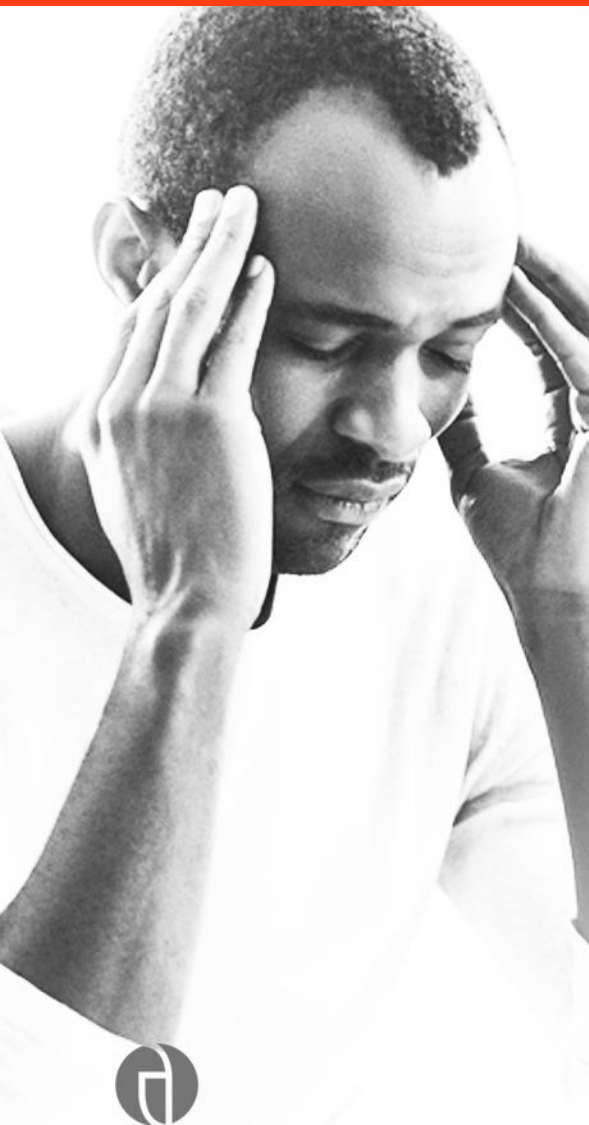
COVID-19: Week 3 – 6



Single mention
n=1637

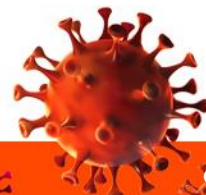
Social distress remains high amongst respondents. Most people miss social interactions, and long for engagement with friends and family. A large proportion of people feel anxious most of the time and experience role confusion which contributes to social distress.

COVID-19: Week 5 – 6



76% people remain concerned about the livelihoods of their family and social distress remains high

n=819



Biggest concern during the lockdown remains infection with the Covid19 virus

COVID-19: Week 6

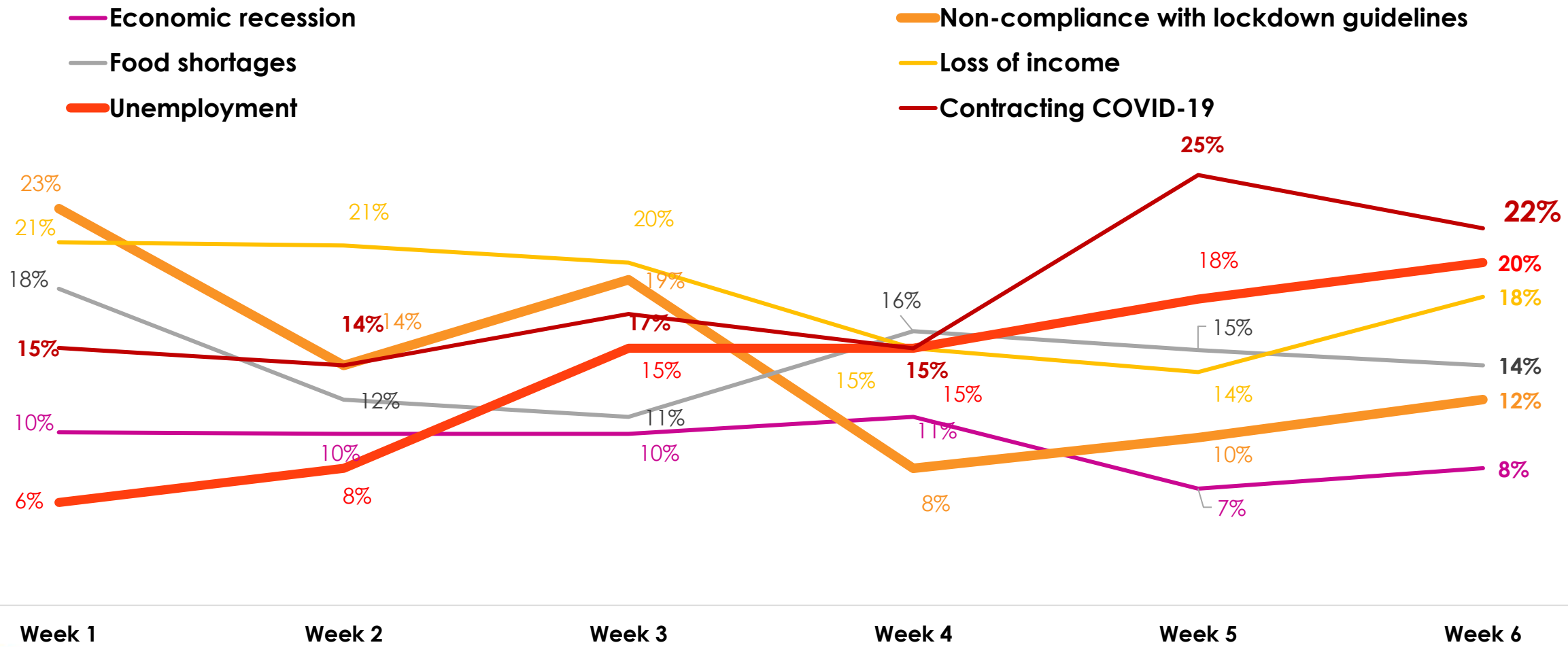


- **The fear of actually contracting the Virus jumped by 14% since the 1st of April and remains the biggest concern for many people.**
- The fear of unemployment and subsequent loss of income increased from the previous week.
- People are consistently concerned about the amount of food in their homes.



Whilst concerns about contracting the virus remain the highest fear, **the fear of unemployment has tripled over the lockdown period**. Encouragingly, the fear of citizens not complying with lockdown has halved.

COVID-19: Week 1-6



Biggest concern during the lockdown

Concerns about **contracting the virus** remains high, with many people anticipating that the case progression will increase significantly. Further to this people are fearful that family members may contract the virus when they go to work or the shops.

COVID-19: Week 6



The cases that will **rise exponentially**

Contracting the disease and having to **quarantine in a government hospital.**

The virus still spreading with **no known vaccine**

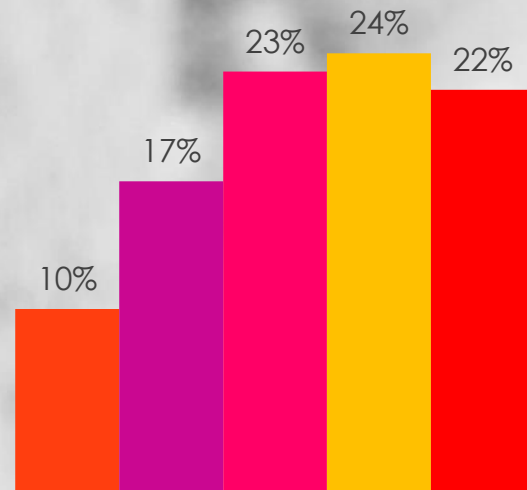
The spread of virus in **townships**

Food security and contracting COVID-19 while going to top up. Many supermarkets where I am **do not offer online shopping** so its always **scary going to the shops.**

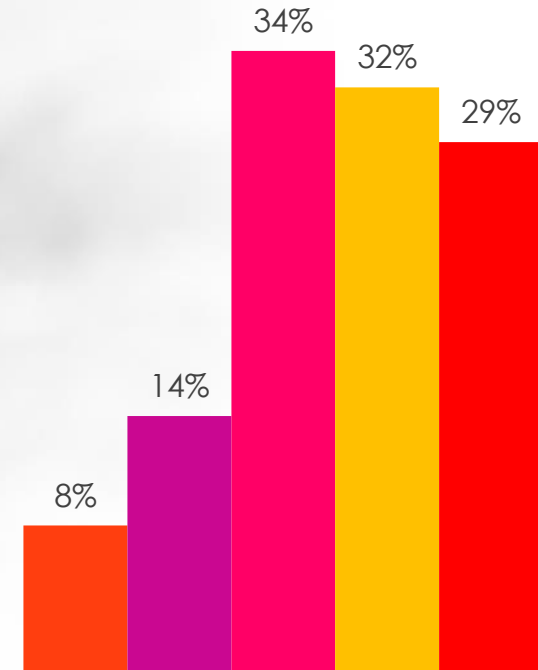


Food Security is low in South Africa- 29% of people go an entire day without food

COVID-19: Week 4 – 6 Cumulative



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



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

- 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)

Week 4 to 6
Single mention
n=1222

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



Food Security during the lockdown remains poor

across South Africa, with lower food security in township areas. Four in ten township consumers and three in ten metropolitan consumers mentioned that they **lost weight because there was not enough food in the home**.

COVID-19: Week 4 – 6 Cumulative



■ Suburb/ Metro area ■ Township ■ Overall

We were concerned about the amount of food we have available



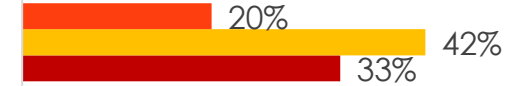
Adults in the household reduced their portion sizes due to a lack of available food.



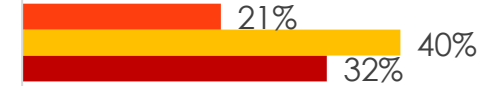
Adults in the household reduced their meal frequencies due to a lack of available food.



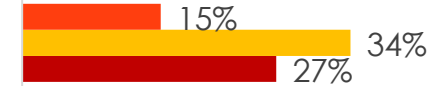
Adults in the household went to bed hungry because there was not enough food.



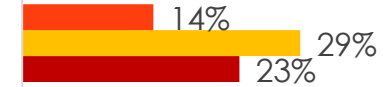
People in the household lost weight because there was not enough food.



Children in the household went to bed hungry because there was not enough food.

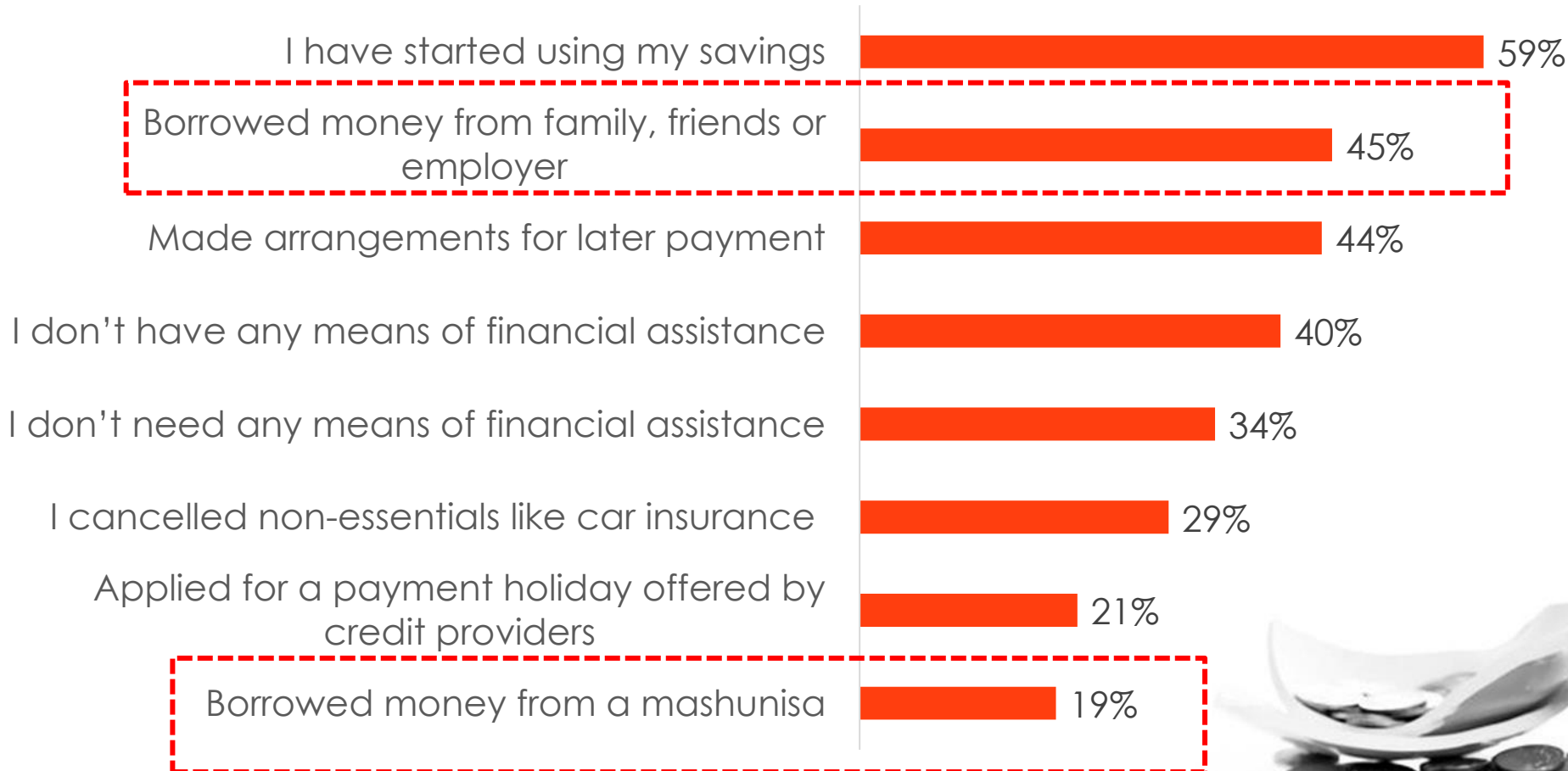


People in the household went an entire day without food.



Financial resources are dwindling rapidly with the majority of citizens taking new loans

COVID-19: Week 4 – 6 Cumulative



A large proportion of people have borrowed money to sustain their livelihoods, while many have made arrangements for later payment or payment holidays.



Week 4 - 6
Multi mention
n=1222

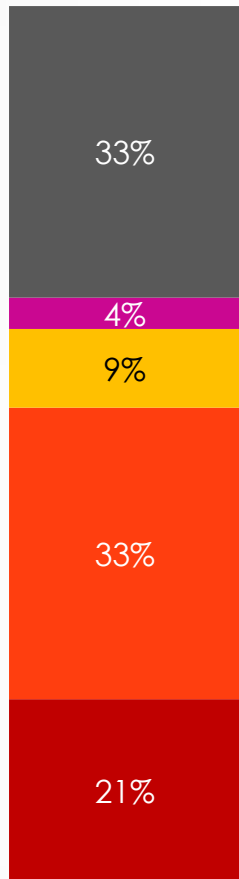
A third of people are no longer able to pay their rent due to the lockdown, another 34% will stop paying within 3 months.

COVID-19: Week 5 & 6



Rent a property

31% Pay rent



Pay a bond

14% Pay a bond

- I can no longer pay
- 1-3 months
- 4-6 months
- 6-12 months
- More than 12 months

n=803

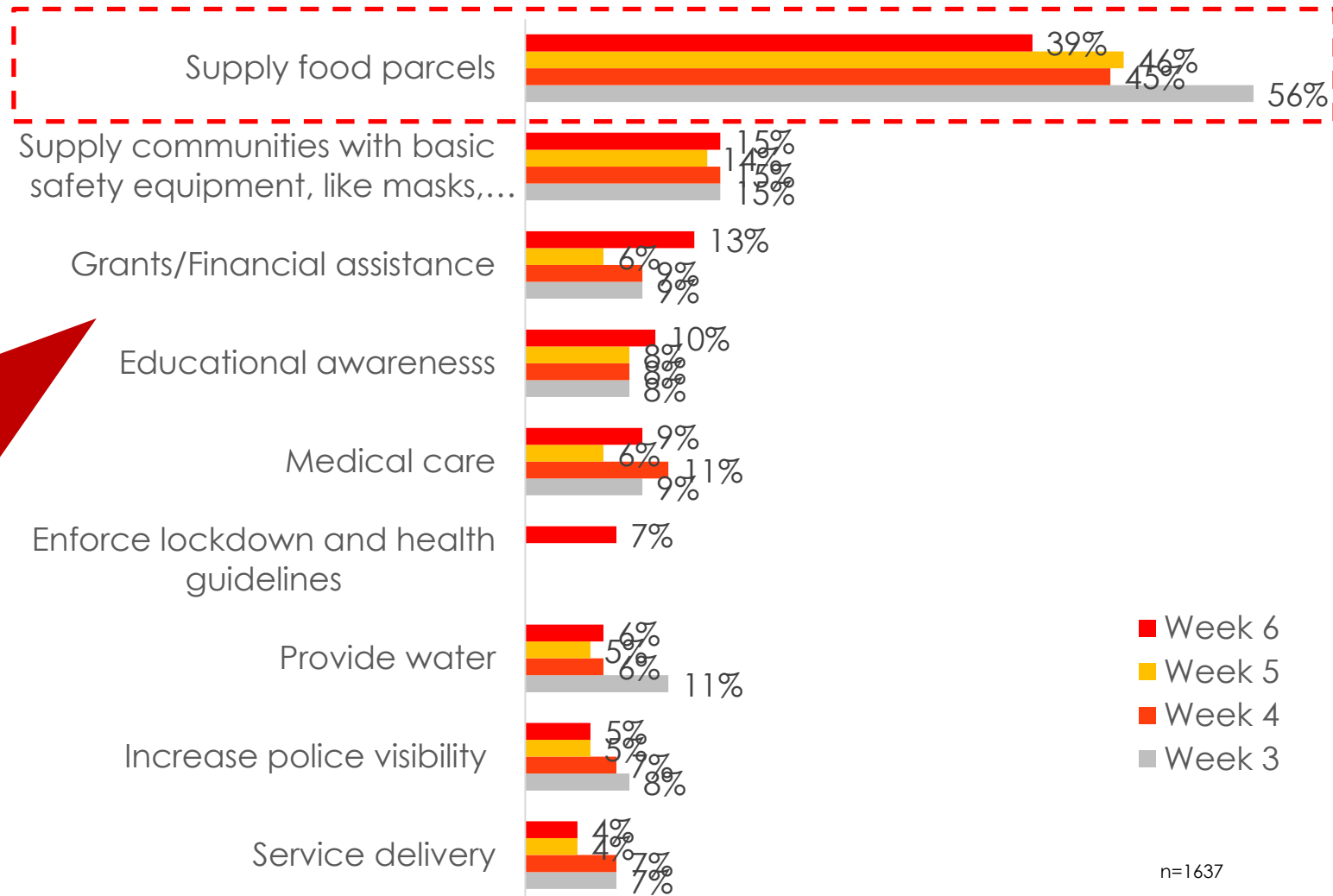


Perceptions on how Government can assist township and rural communities

The need for food parcels has dropped by 17% in 3 weeks. The need for grants has risen. The need for education awareness is on the rise.

COVID-19: Week 3 – 6 Cumulative

Most importantly this virus needs to be explained in the **different languages** how it came about and how to prevent getting sick and why government is taking drastic measures. Many of the people in SA **don't understand** how the virus came about and why certain laws are put in place now. **Hence, they are not obeying.**



The Food Relief Process receives much comment for improvement

COVID-19: Week 3 – 6 Cumulative

Distribute food parcels to all vulnerable people without looking at race or origin.

Give people food because **we are hungry**, we don't work now. So no work no pay that's how we live here

Better coordinated food parcel deliveries.

Government must give us **free food vouchers** because food parcels distribution is not fair

Ensure enough food parcels arrive in time. Encourage private donations and have less legislation.

Door to door education and handing out of food parcels

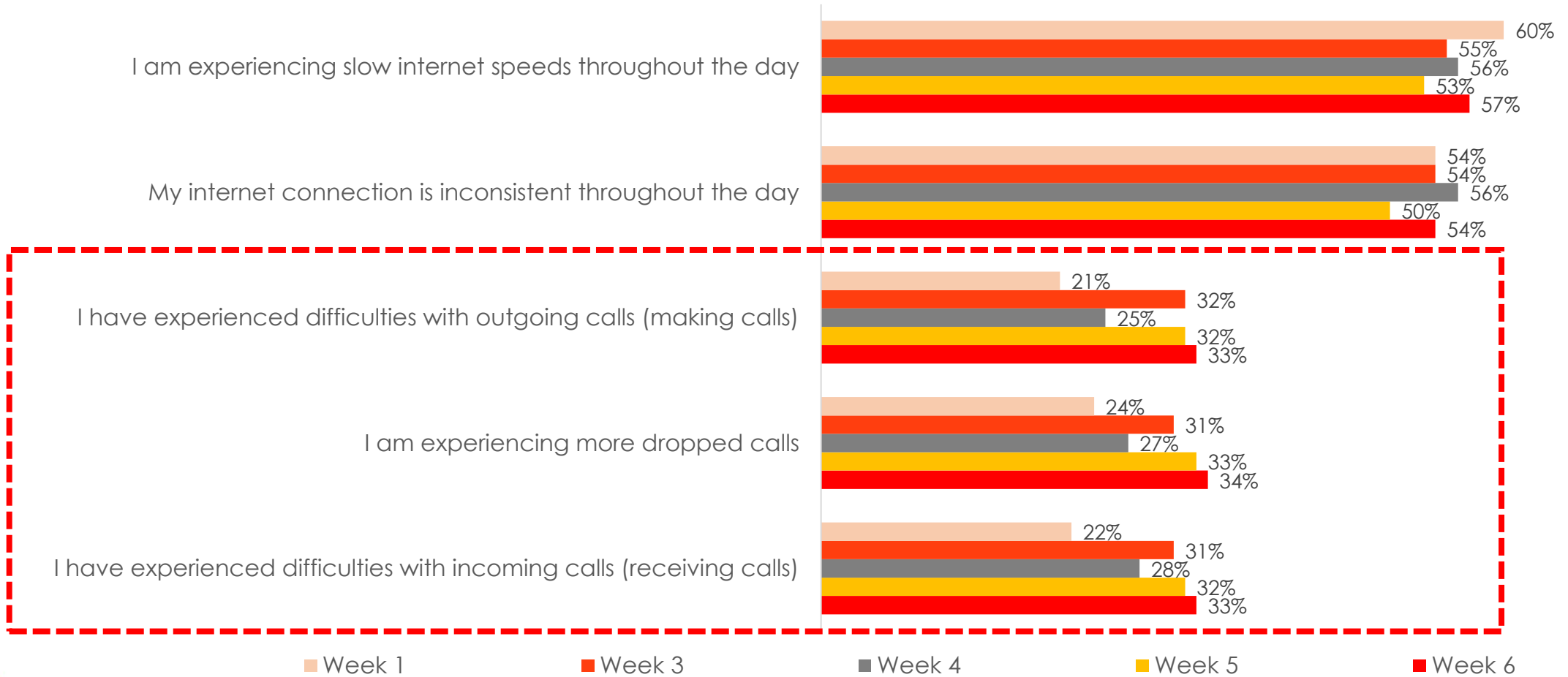
Give them food vouchers instead of making poor people queue in long lines for food parcels



Internet Inconsistency has been a continuous issue to half of all citizens since the start of lockdown. Poor voice call quality has become an increasing issue during lockdown.

COVID-19: Week 1, 3 to 6

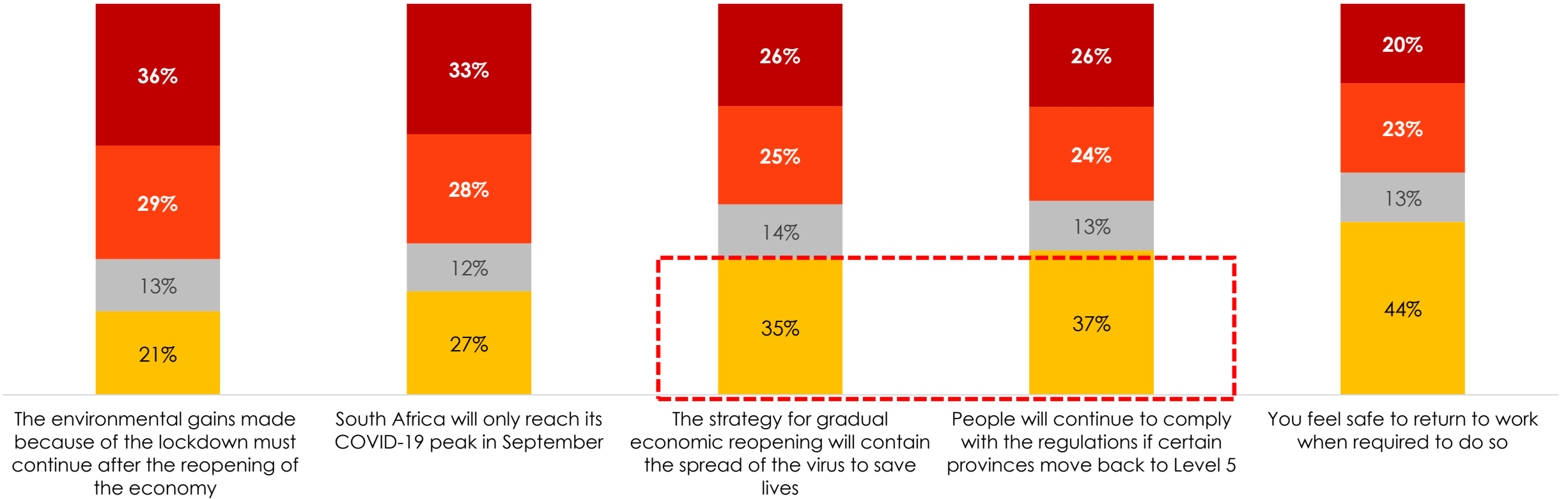
Network speed and quality



People are conflicted about the partial economic reopening. 35% believe the gradual re-opening contains the Virus, whilst an equal number (37%) will not comply with regulations, if moved back to Level 5

COVID-19: Week 5 & 6

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

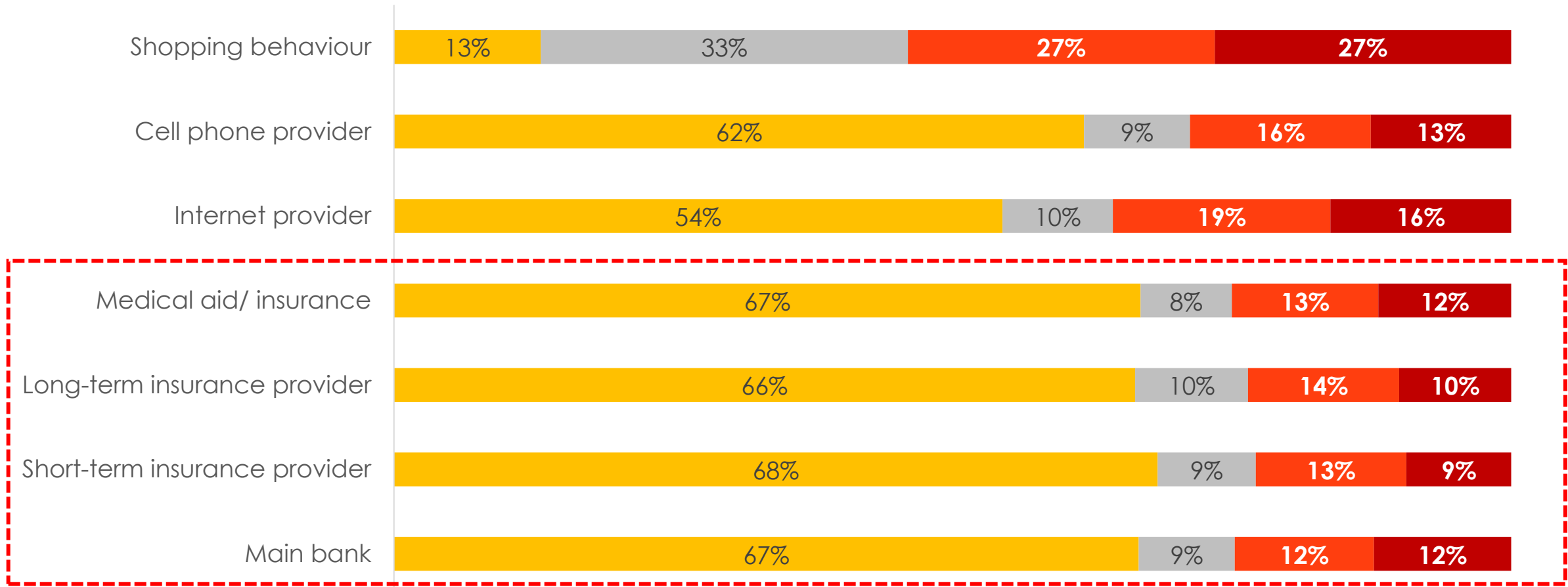


n=819

Consumers of financial services and telco sectors seem to be least unlikely to change their commercial behaviour

COVID-19: Week 4, 5 & 6 Cumulative

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



Business of the week has seen a large uptick in financial services companies-

companies that impressed customers with their response to the pandemic

COVID-19: Week 1 – 6 Cumulative

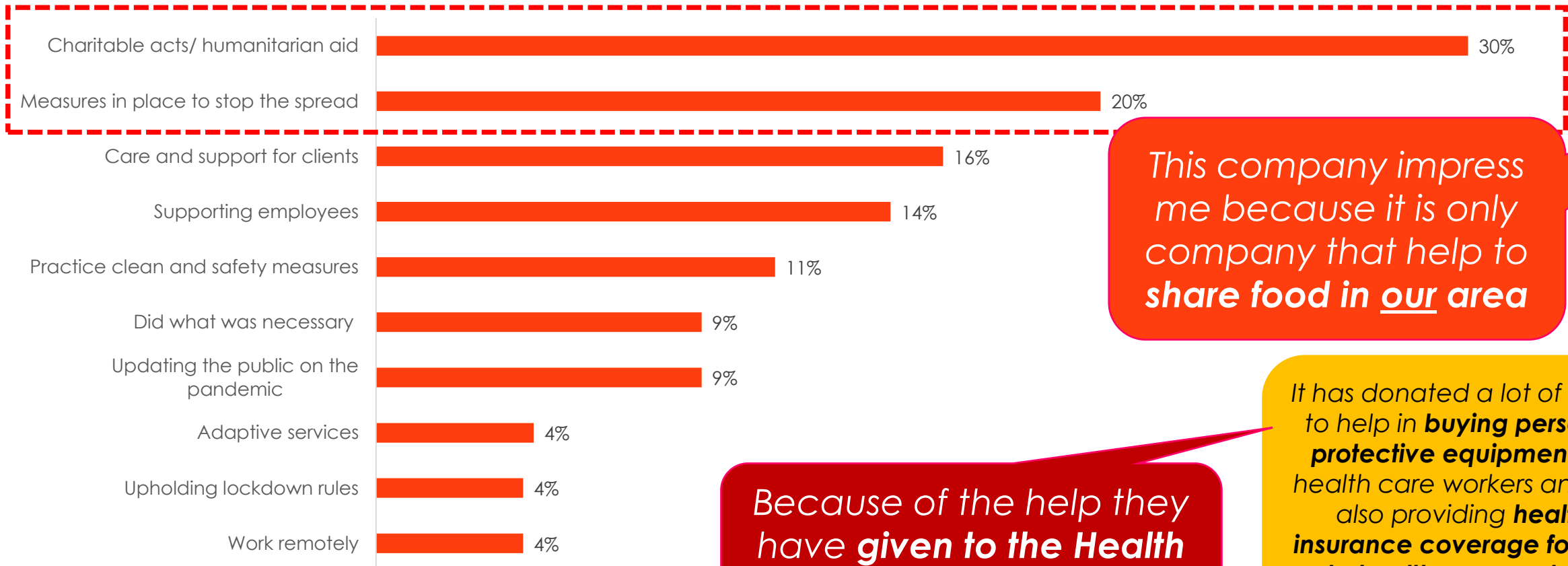
	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
TOP 3	<ul style="list-style-type: none"> Government Motsepe Foundation Pick n Pay 	<ul style="list-style-type: none"> Government Motsepe Foundation Shoprite 	<ul style="list-style-type: none"> Government Shoprite Motsepe Foundation 	<ul style="list-style-type: 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
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
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
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
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
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

Business of the week-

reputation was built through charitable acts and practicing safety measures

COVID-19: Week 1 – 6 Cumulative

Main reasons across brands (Top 10 reasons)



*This company impress me because it is only company that help to **share food in our area***

*Because of the help they have **given to the Health Care workers***

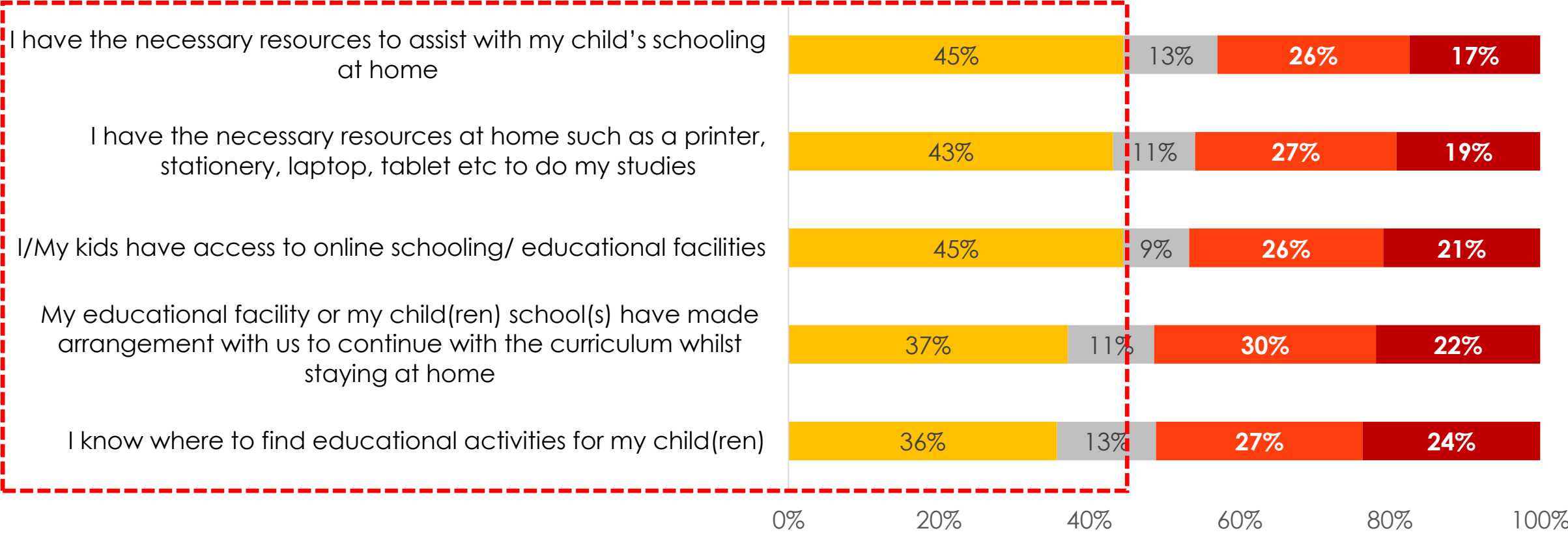
*It has donated a lot of funds to help in **buying personal protective equipment** for health care workers and it is also providing **health insurance coverage for free to health care workers***

Top mentions
Open ended response

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)



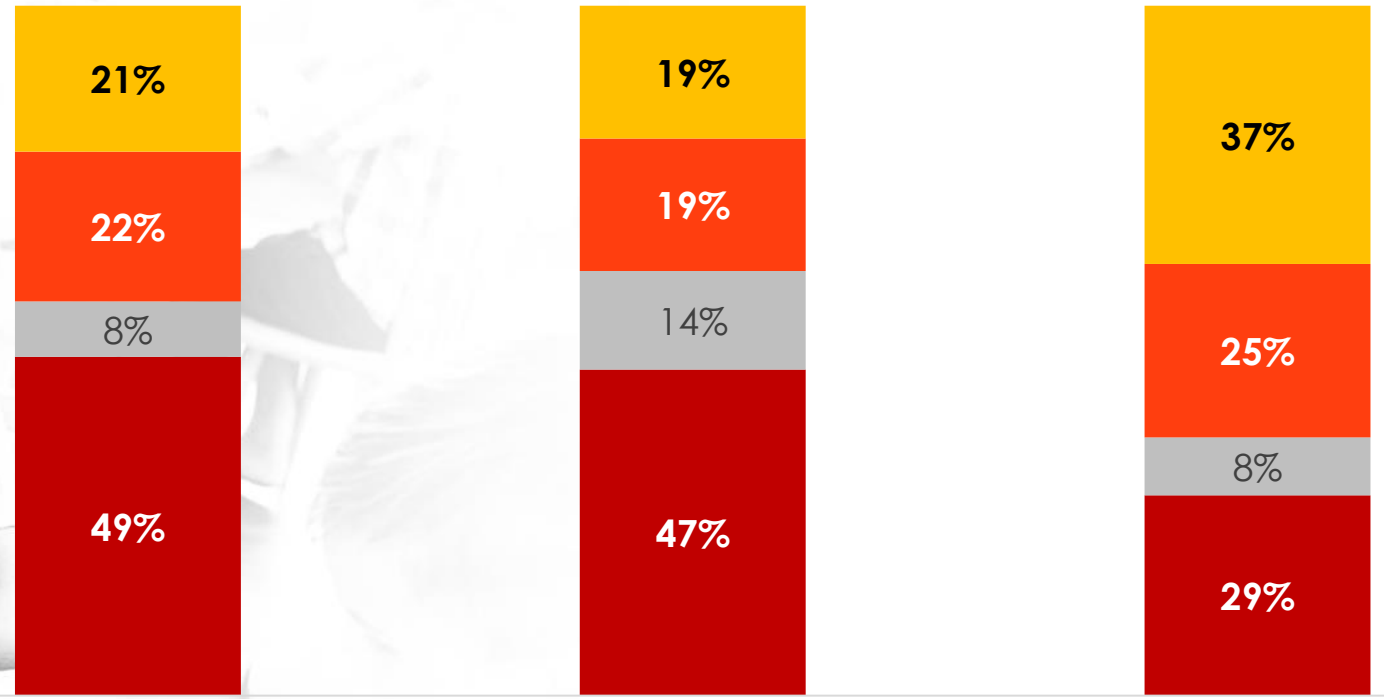
Childcare is a paradoxical dilemma for parents.

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)

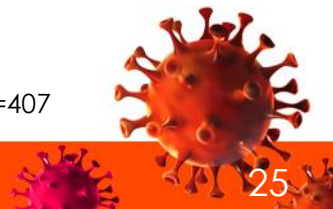


During the lockdown period, I have access to childcare when I am not at home or have to go back to work

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

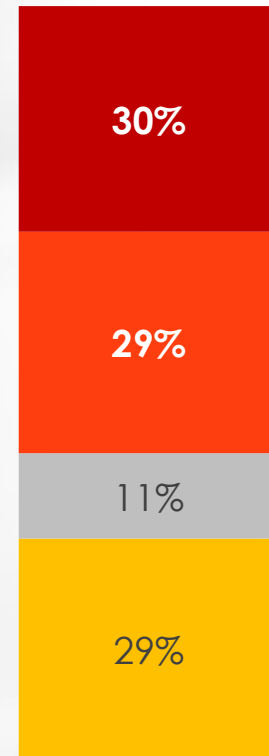
I worry about leaving my child(ren) at home without proper care, if and when I have to return to work full-time

N=407

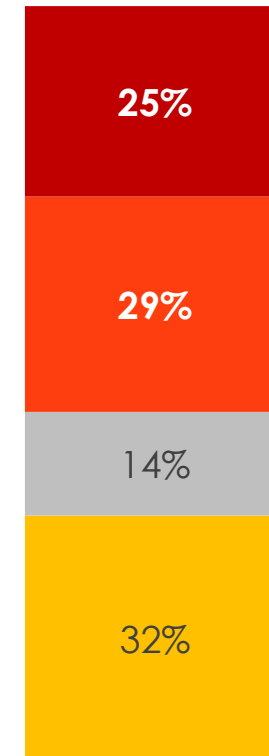


Parents significantly struggle in trying to home-school their children and in entertaining their children.

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



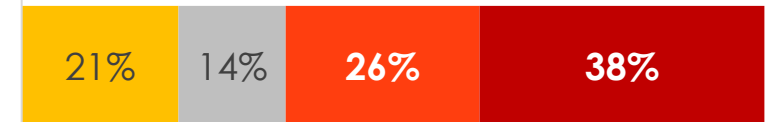
Nearly two-thirds of parents think that the 2020 academic year should be repeated

COVID-19: Week 6

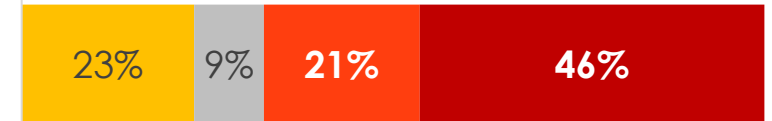


■ Disagree (0 - 4) ■ Neutral (5) ■ Agree (6 - 8) ■ Completely Agree (9 - 10)

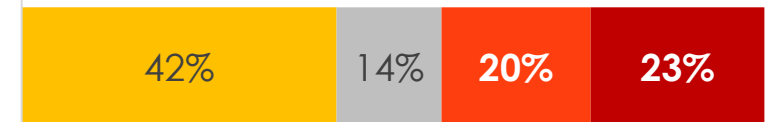
I think we/ the children will lose too much time in 2020 due to the pandemic and the school year must be repeated in 2021



I am more worried about my child(ren)'s education due to the pandemic



When the school's or tertiary education facilities reopen, I am confident that there will be enough masks and sanitation equipment available to keep safe and healthy

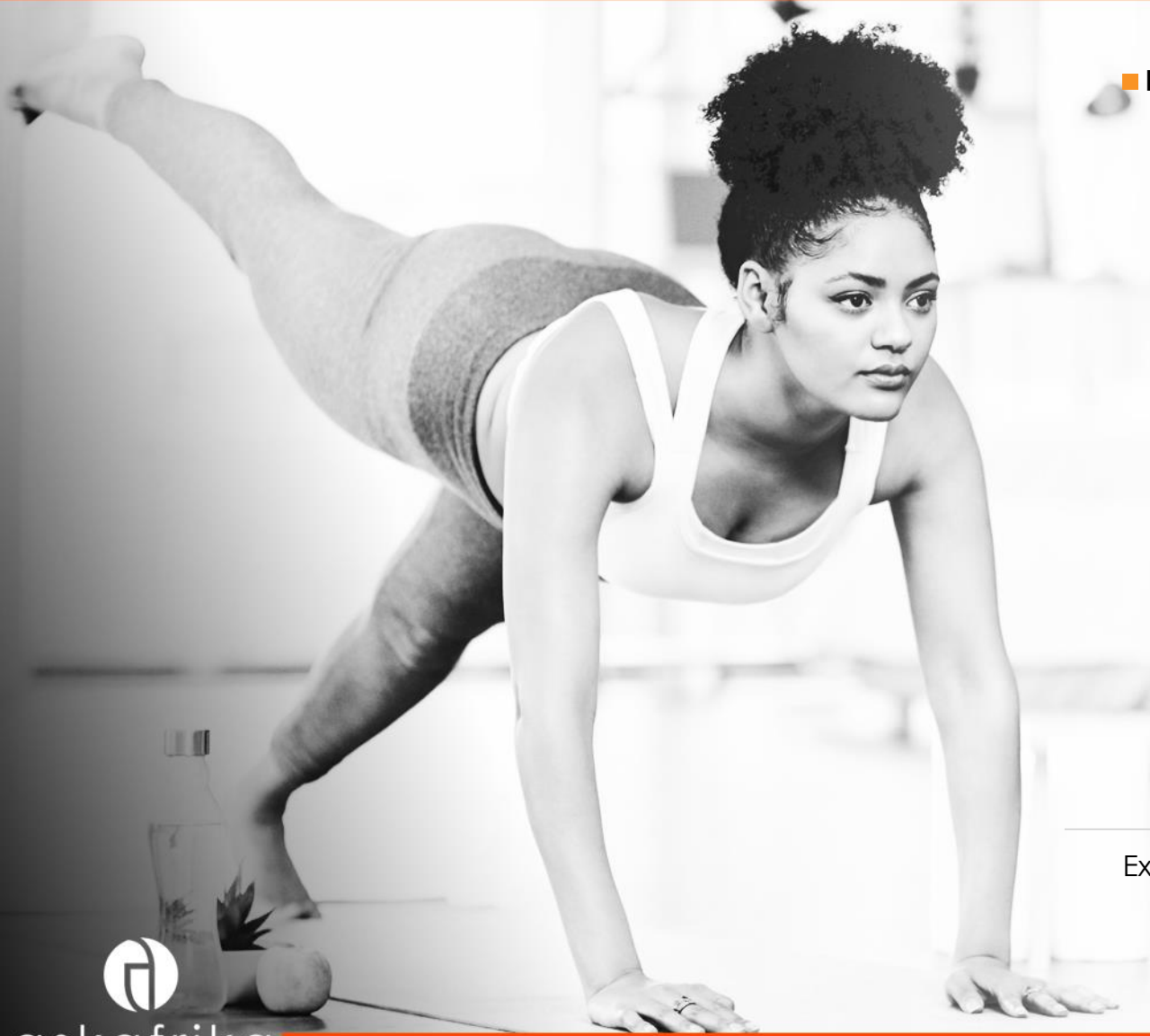


N=407

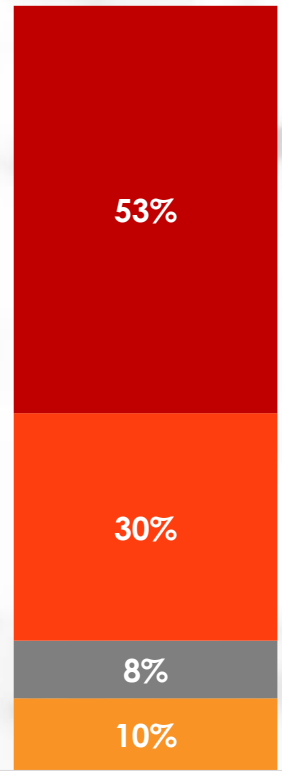


83% agree that exercise is essential for mental & physical health

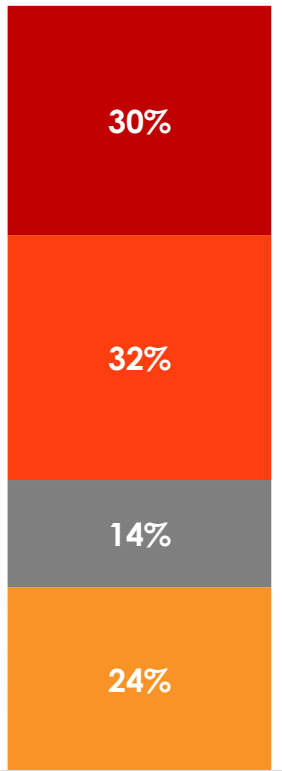
COVID-19: Week 6



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



Exercise is essential for mental and physical health



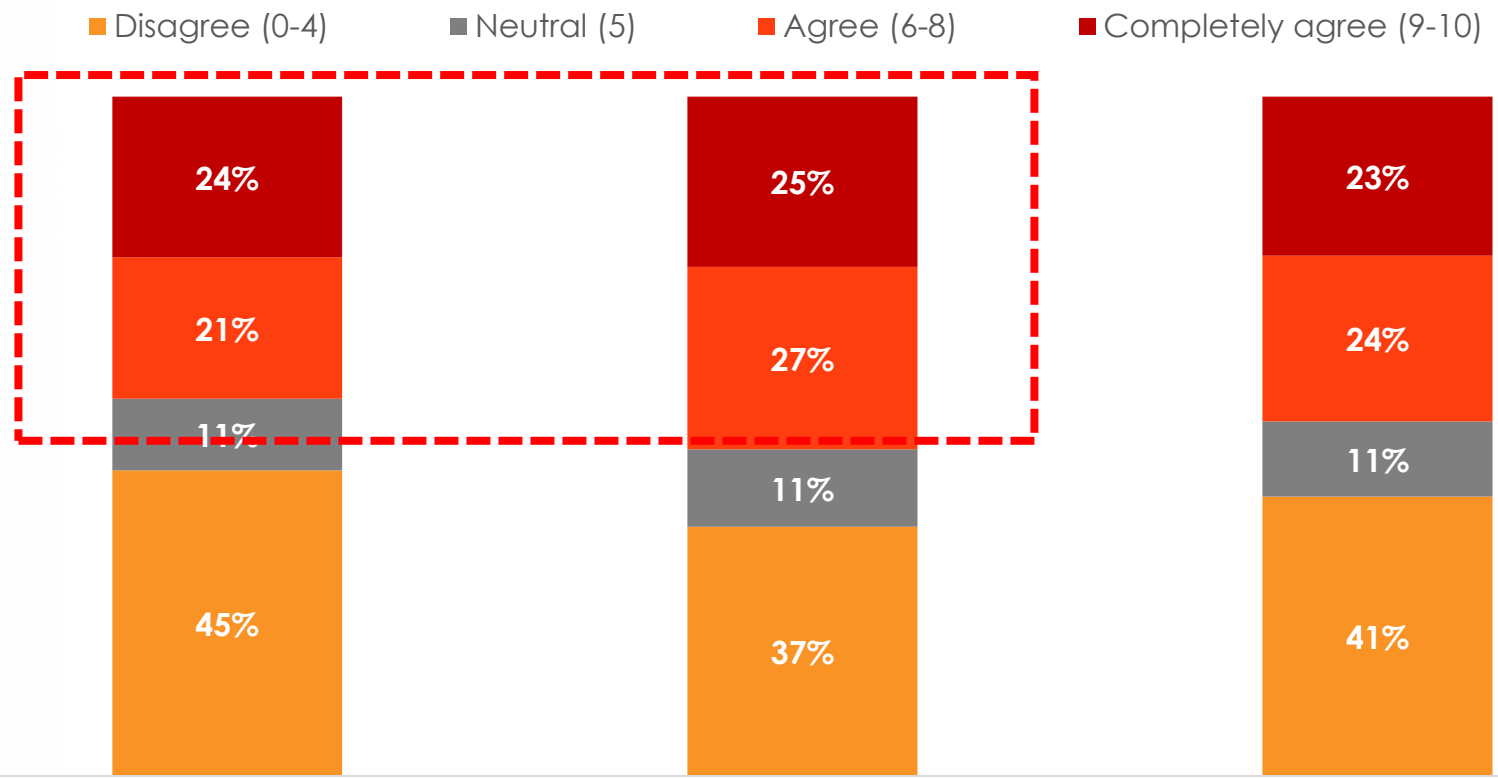
South Africans will be more active in future

n=337



Exercise restrictions make sense to 52% of citizens, whilst 45% agree with the time restriction

COVID-19: Week 6



The new regulation on exercise between 6:00 and 9:00 will keep South Africans safe

The new regulation on exercise between 6:00 and 9:00 makes sense

Exercise restrictions should be relaxed because of public congregation



The physically active citizens have more than doubled during lockdown, from 20% before to the current 50%

COVID-19: Week 6



59%
agree that people follow the guidelines as set out by Government (incl. wearing a mask, not exercising in groups, following the set times)
Suburb/ Metro area 52% | Township/Informal settlement 63%

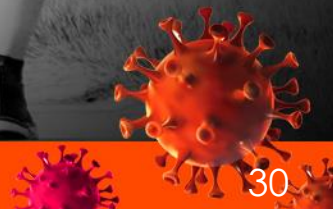


50%
exercised outside of home since the lockdown regulations have been relaxed
Suburb/ Metro area 46% | Township/Informal settlement 53%

48%
observed high levels of congregation in public spaces from 6:00-9:00
Suburb/ Metro area 43% | Township/Informal settlement 51%

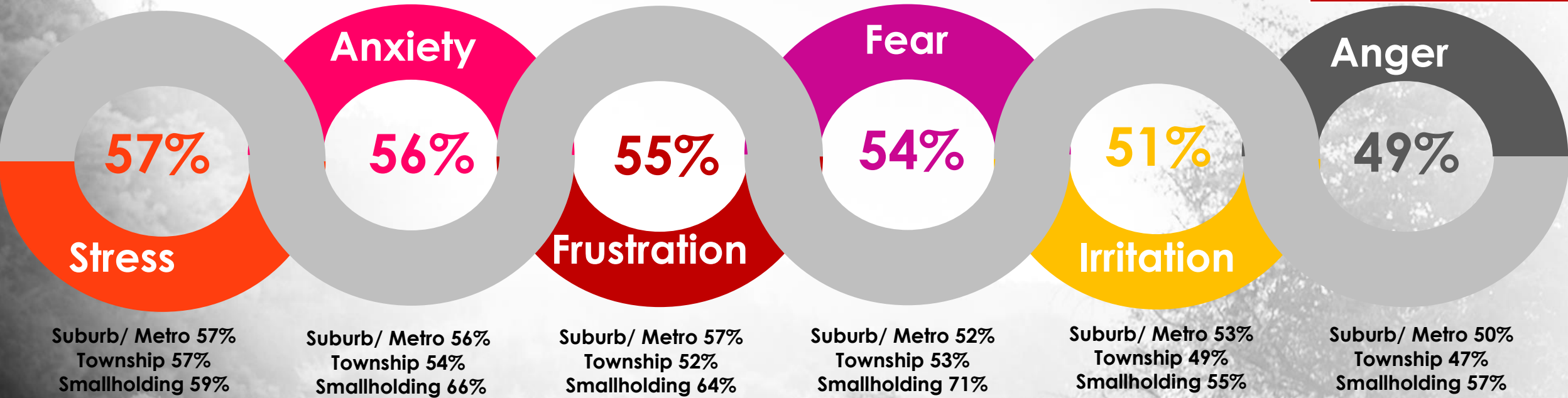


Single mention n=337




Exercising outside of the home significantly reduces negative feelings by more than half.

COVID-19: Week 6



Citizens living on smallholdings had the highest release of negative energy, when exercising outside.





There are decades when nothing happens and there are weeks when decades happen and to a large extent that is kind of what we are living in.

- Vladimir Lenin, Founder of the Soviet Union



3. About this survey

Tracking the significant social change effected by this pandemic

PULSE

- 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



Methodological approach

The main aim of the research is to understand the socio-economic impact that the Coronavirus, lockdown and gradual re-opening of the economy has on South Africans.

Research design

Quantitative research design
10 minute questionnaire
Administered in English

Sampling

n=2446 interviews were conducted in the last 6 weeks
The quota structure aligns with the proportions of the general population

Research methodology



Computer Aided Telephonic Interviews (CATI)

n=976



Online interviews

n=1470

**Total interviews conducted to date:
n=2446**



Weekly themes are rotated

COVID-19 TRACKER: Themes and topics change weekly to understand relevant issues and provide an immediate statistic.

Week 1: 2 – 6 April

- Communication
- Economic impact of the lockdown

Week 2: 7 – 14 April

- Communities response to the outbreak
- Looting

Week 3: 15 – 21 April

- Communication
- Economic impact of the lockdown

Week 4: 22 – 28 April

- Government's response to the outbreak
- Communication
- Impact on healthcare
- Commercial behaviour

Week 5: 28 April – 02 May

- Communication
- Shopping behaviour

Week 6: 04 May – 10 May

- Exercise
- Education
- Communication

Week 7: 11 – 17 May

- Government's response
- Communication
- Eating habits

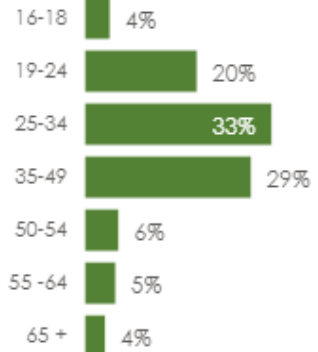
Week 8: 18 – 24 May

- Government's response
- Communication

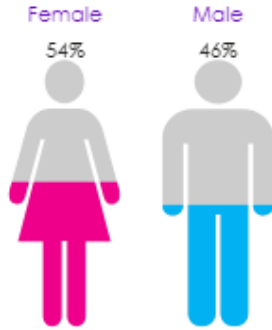


Respondent profile

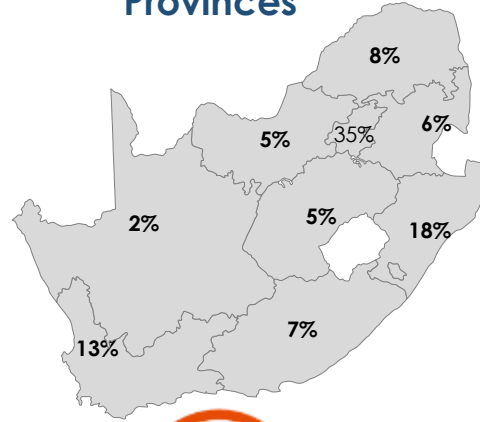
Age groups



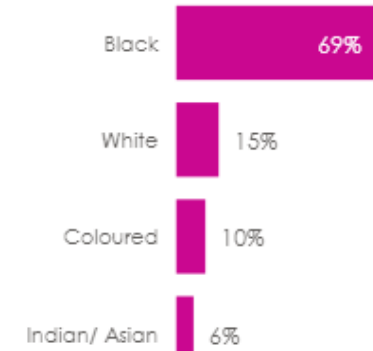
Gender



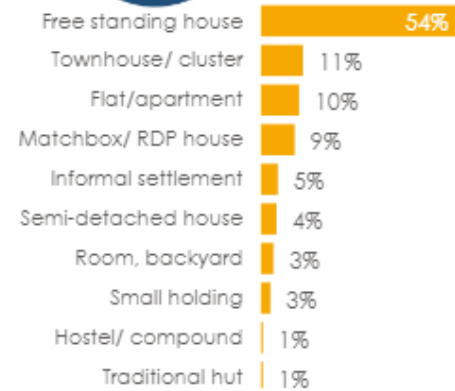
Provinces



Population groups



Total working
65%



Ave # of people in household: 5

Ave # of children in household: 2



PASSAGEWAYS: Meet the qualitative respondents

THE HUSTLER

Shepard Muleya



Age 47
Gender Male
Province Limpopo
Employment status Self Employed
SEL 2

GRANDMOTHER

Karen Burger



Age 57
Gender Female
Province Eastern Cape
Employment status Retired
SEL 4

MOVIE JUNKIE

Boikie Gumede



Age 29
Gender Male
Province Mpumalanga
Employment status Contract
SEL 7

PROUD WIFE

Shepard Muleya



Age 35
Gender Female
Province North West
Employment status Employed
SEL 7

FLYING HIGH

Nkele Ntefang



Age 39
Gender Female
Province Gauteng
Employment status Employed
SEL 2

THE SINGLE MOM

Phillile Manzi



Age 34
Gender Female
Province KZN
Employment status Self Employed
SEL 7

ALL ROUNDER

Pati Moshodi



Age 25
Gender Male
Province Free State
Employment status Employed & part time student
SEL 7

MR TAKE-AWAYS

Brian Mkhono



Age 54
Gender Male
Province Gauteng
Employment status Employed
SEL 1

FAMILY MAN

Fernal Hector



Age 34
Gender Male
Province Western Cape
Employment status Self Employed
SEL 2

THE URBAN YOGI

Savanna Smullen



Age 24
Gender Female
Province Gauteng
Employment status Employed
SEL 3



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Thank You

