



askafrika
market research intelligence

The Ask Afrika COVID-19 Tracker

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

Week 13 results, Level 3 - advanced
(23 – 30 June 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
- Trust in leadership

Rotation Topics week 13

- Stages of Grief
- Life Events/ New Future Life Plan
- Social connectedness without physical connectedness
- Mask wearing behaviour during COVID-19

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



Independently conducted research and strong methodological rigour

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=6100 interviews were conducted from the 1st of April to June.
The quota structure aligns with the proportions of the general population
Independently conducted research

Research methodology



Computer Aided Telephonic Interviews (CATI)

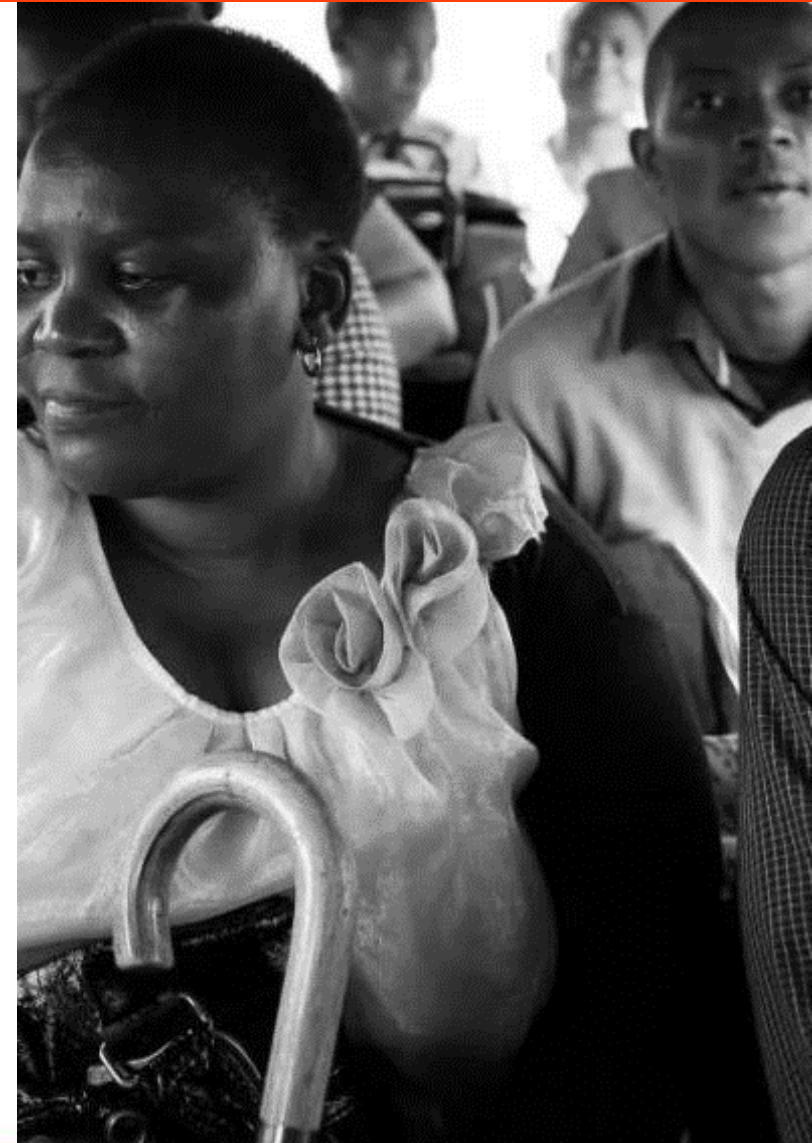
n=2363



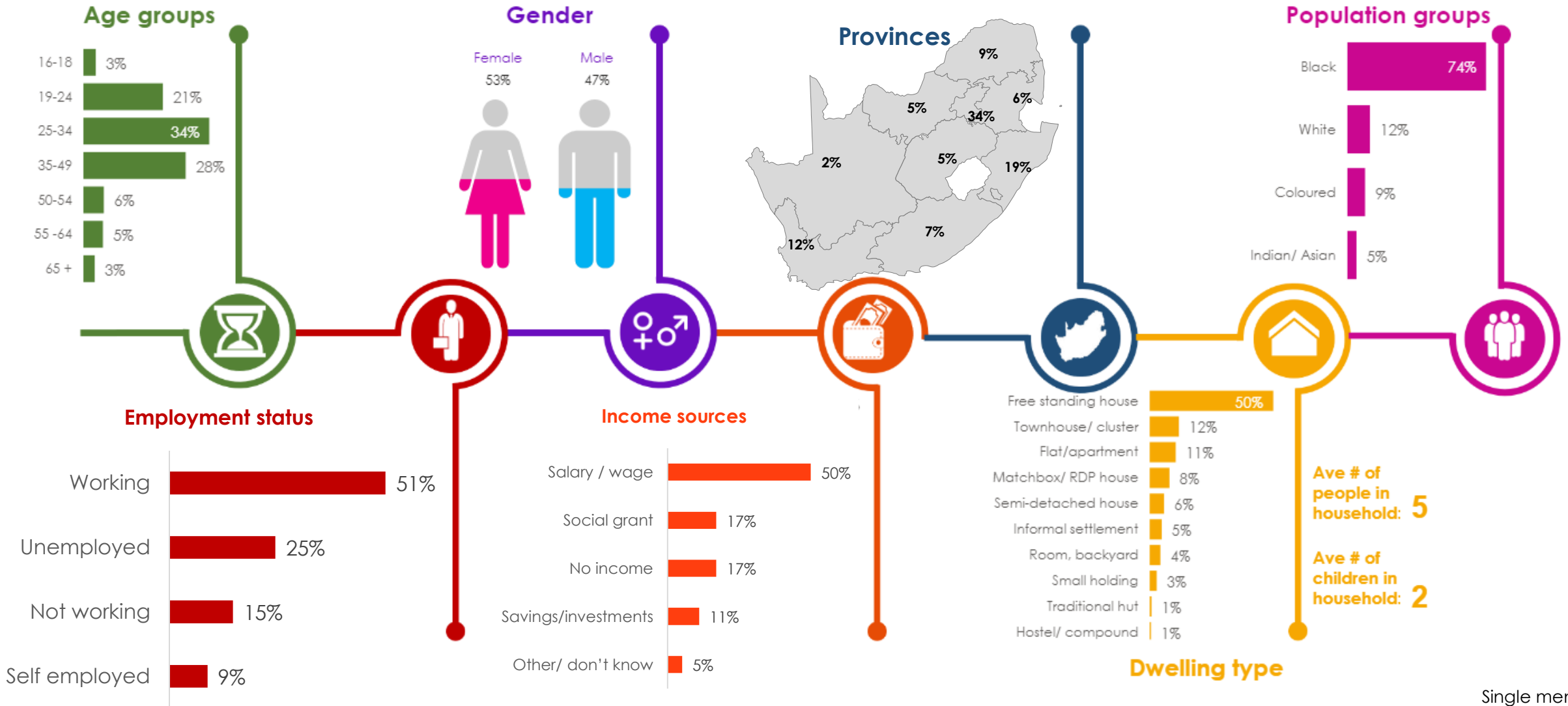
Online interviews

n=3737

Total interviews conducted to date:
n=6100

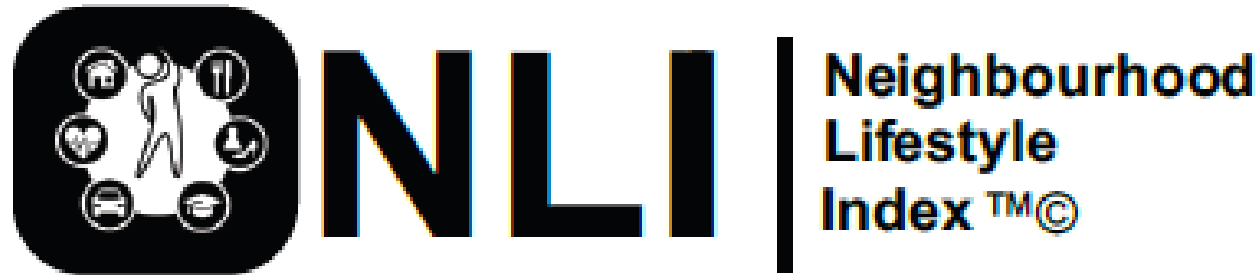


Respondent profile

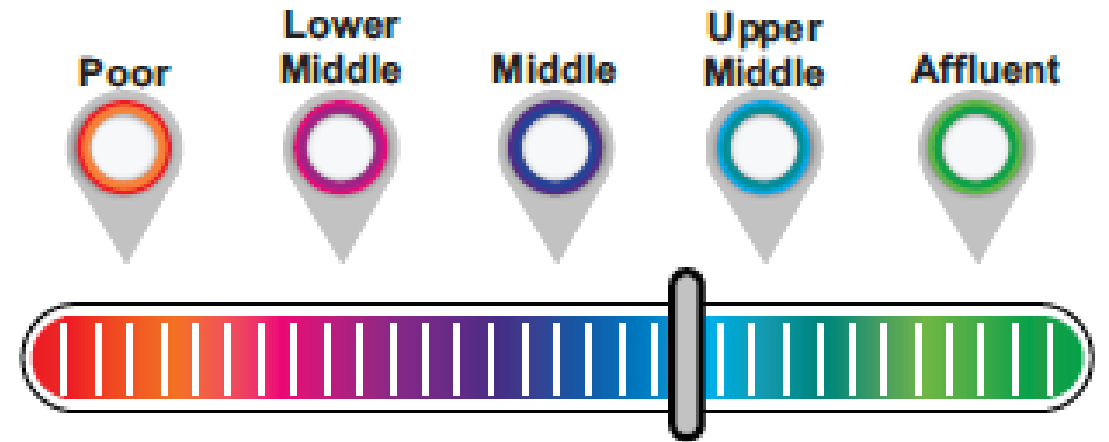


Single mention
n=6100

Introducing the Neighbourhood Lifestyle Index (NLI)



The 10 *NLI*™© Classes and 5 wealth status groups within the *Neighbourhood Lifestyle Index*™© (*NLI*™©) provides users with a thorough National perspective of South Africa, and is available for the whole of South Africa, any of the nine provinces or at a more granular level up to an EA level.



Introducing the Neighbourhood Lifestyle Index (NLI)

LOWER INCOME

1

ANNUAL HOUSEHOLD INCOME

The average annual household income ranges between **R0- R40 985**

2

ANNUAL HOUSEHOLD INCOME

The average annual household income ranges between **R40 986- R66 479**

3

ANNUAL HOUSEHOLD INCOME

The average annual household income ranges between **R66 480- R133 919**

MIDDLE INCOME

4

ANNUAL HOUSEHOLD INCOME

The average annual household income ranges between **R133 920- R229 319**

5

ANNUAL HOUSEHOLD INCOME

The average annual household income ranges between **R229 320- R345 349**

6

ANNUAL HOUSEHOLD INCOME

The average annual household income ranges between **R345 350- R476 294**

UPPER INCOME

7

ANNUAL HOUSEHOLD INCOME

The average annual household income ranges between **R476 295- R626 199**

8

ANNUAL HOUSEHOLD INCOME

The average annual household income ranges between **R626 200- R811 699**

9

ANNUAL HOUSEHOLD INCOME

The average annual household income ranges between **R811 700- R1 075 799**

10

ANNUAL HOUSEHOLD INCOME

The average annual household income is **more than R1 075 800**



Executive summary

Topline Findings

The fear of contracting the virus remains high and has increased in level-3 advanced. The fears coincide with the increased positive cases in the country. Personal agency remains high, and many feel that it is their personal responsibility to take care of their own health, they are committed to social isolation and playing their part to prevent the spread of the virus. Fears of contracting the virus are high amongst those who have underlying conditions. Additionally, social distress levels have stabilised with high levels of distress in Mpumalanga, also a province with lower levels of preventative measure adoption.

Citizens mostly claim to wear masks to protect themselves from contracting the virus, then to protect others. Masks are mostly worn in public spaces, when visiting the store and using public transport. Factors that inhibit mask wearing include the feeling of not being able to breath. Many citizens claim that they would continue wearing a mask and washing their hands or sanitising surfaces even when no one is watching, possibly pointing to entrenched behaviours. Only 41% of citizens will however continue using the elbow greeting, and the need for socialisation is high. Social media fulfils this need during the lockdown as most people use it to stay in touch with loved ones.

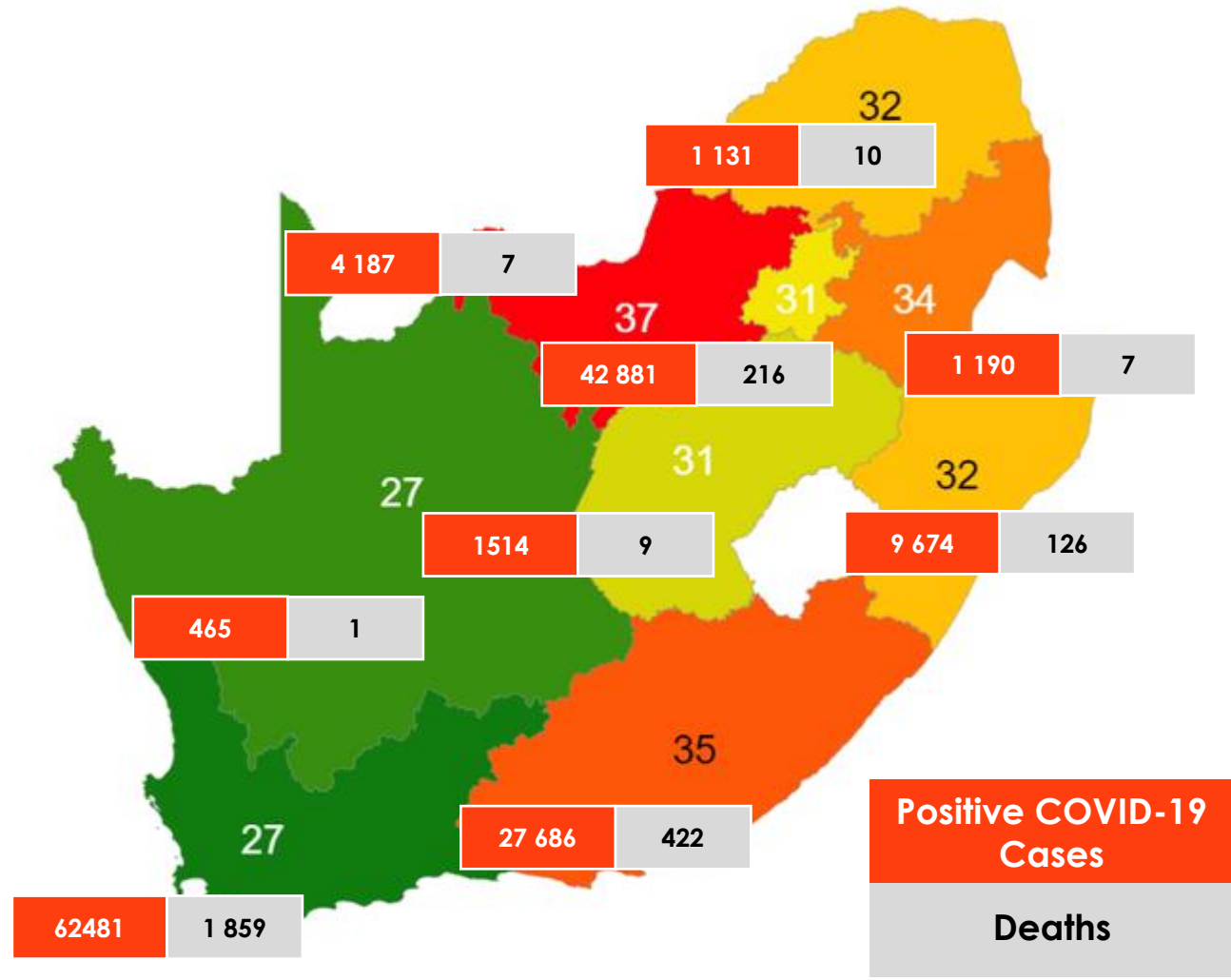
Most citizens feel that the government is taking appropriate steps to prevent the spread of the virus. 74% of respondents feel that the Government should increase educational efforts to prevent the spread of the virus. Furthermore citizens want to receive regular communication from leaders at least once a week, especially from President Ramaphosa and Min. Mkhize. Although trust levels may be lower for leaders such as Min. Motsheka, citizens still want to receive frequent communication. Trust in the mainstream media has also increased as compared to the start of level 3.



Ask Afrika Covid-19 Distress Index:

Overall distress is stabilizing at 32 index points. Distress remains the highest in the North West (37), Eastern Cape (35) and Mpumalanga (34). The distress is not directly linked to number of COVID cases per province.

COVID-19: Week 4 – 13

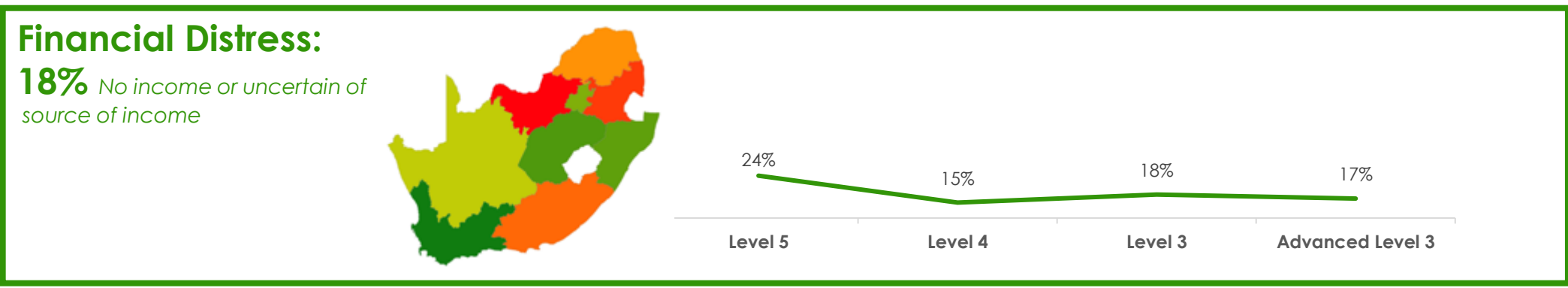
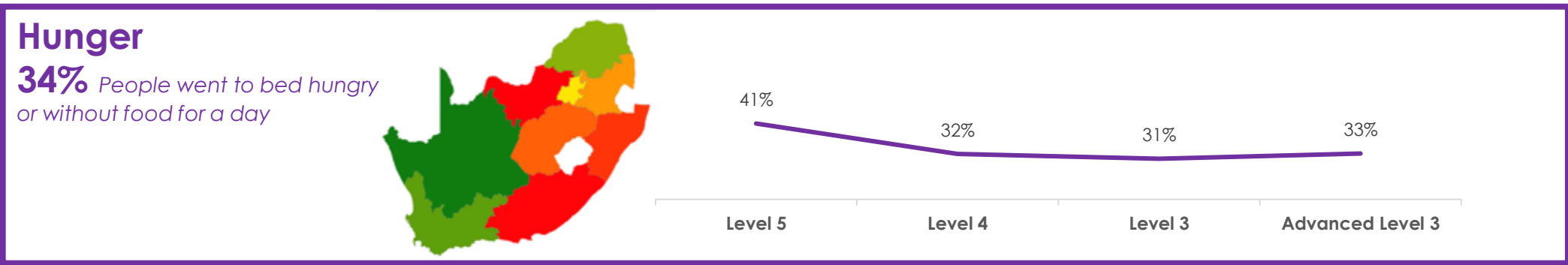
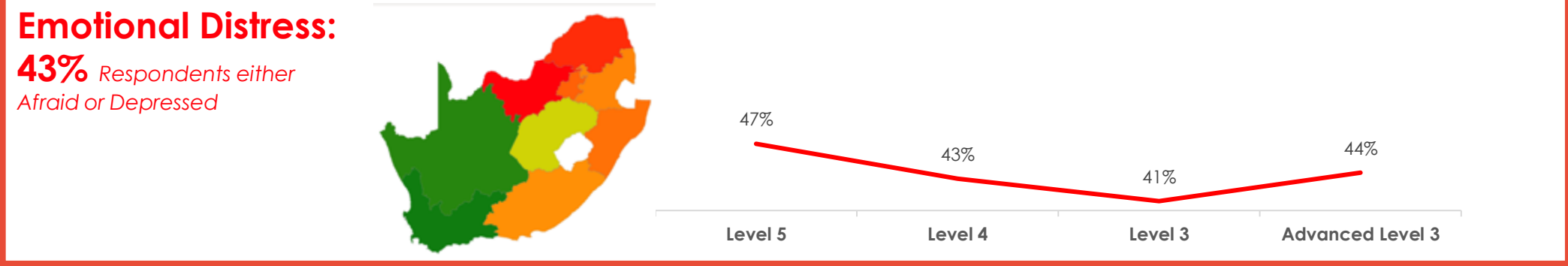


The North-West and Mpumalanga Provinces continue to show high distress, however Eastern Cape shows the most prominent cases of hunger.

COVID-19: Week 4 – 13

Maximum Distress

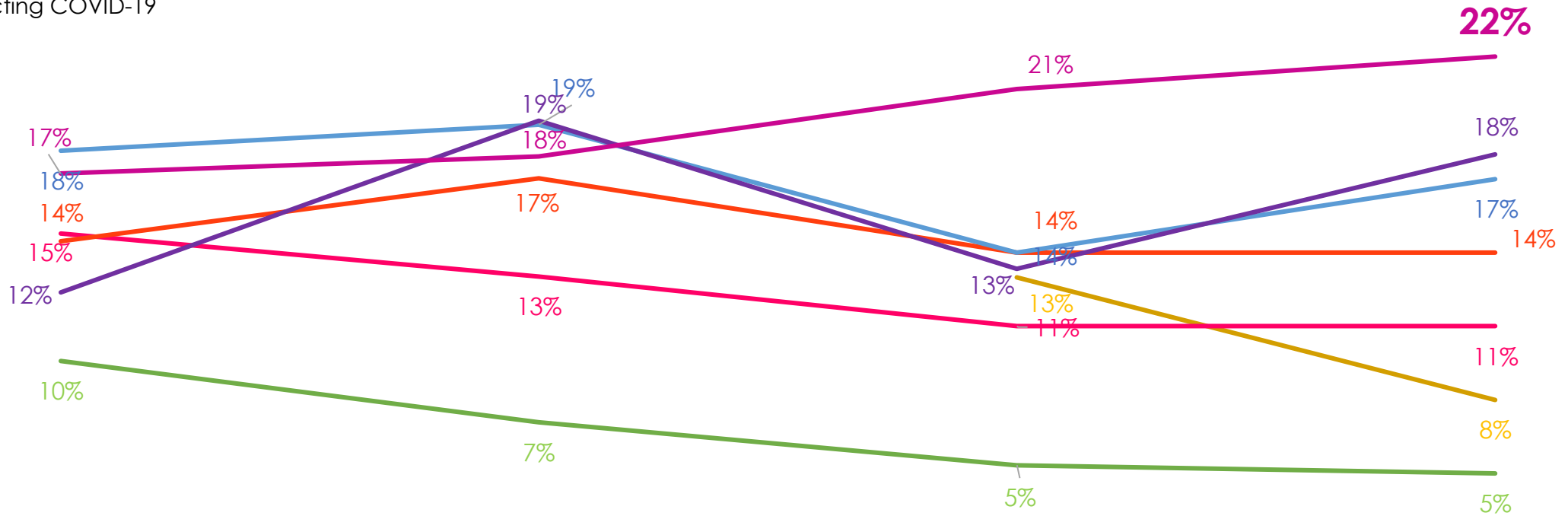
Minimum Distress



As positive COVID-19 cases increase in South Africa, so does the fear of contracting the virus (22%)

COVID-19: Level 5 – 3 advanced

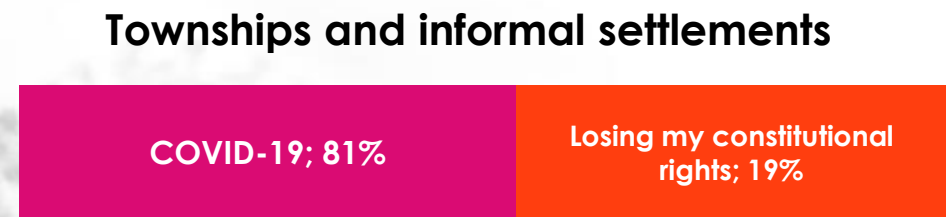
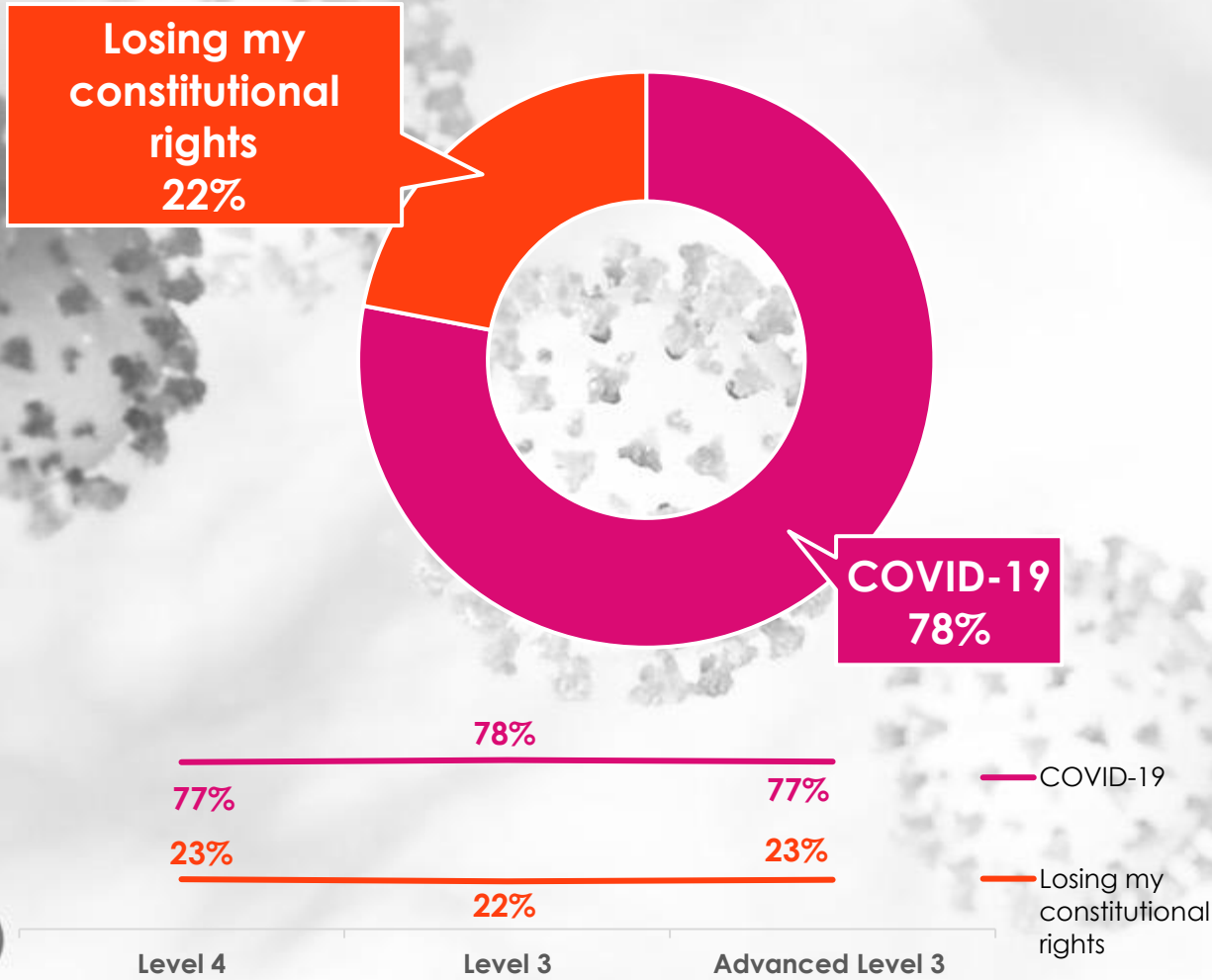
- Economic recession
- Food shortages
- Contracting COVID-19
- Alcohol causing reckless behaviour
- Loss of income
- Non-compliance with lockdown guidelines
- Unemployment



Citizens are far more concerned about contracting COVID-19 than losing their constitutional rights. This is especially true for those living in townships.

COVID-19: Level 4 – Advanced Level 3

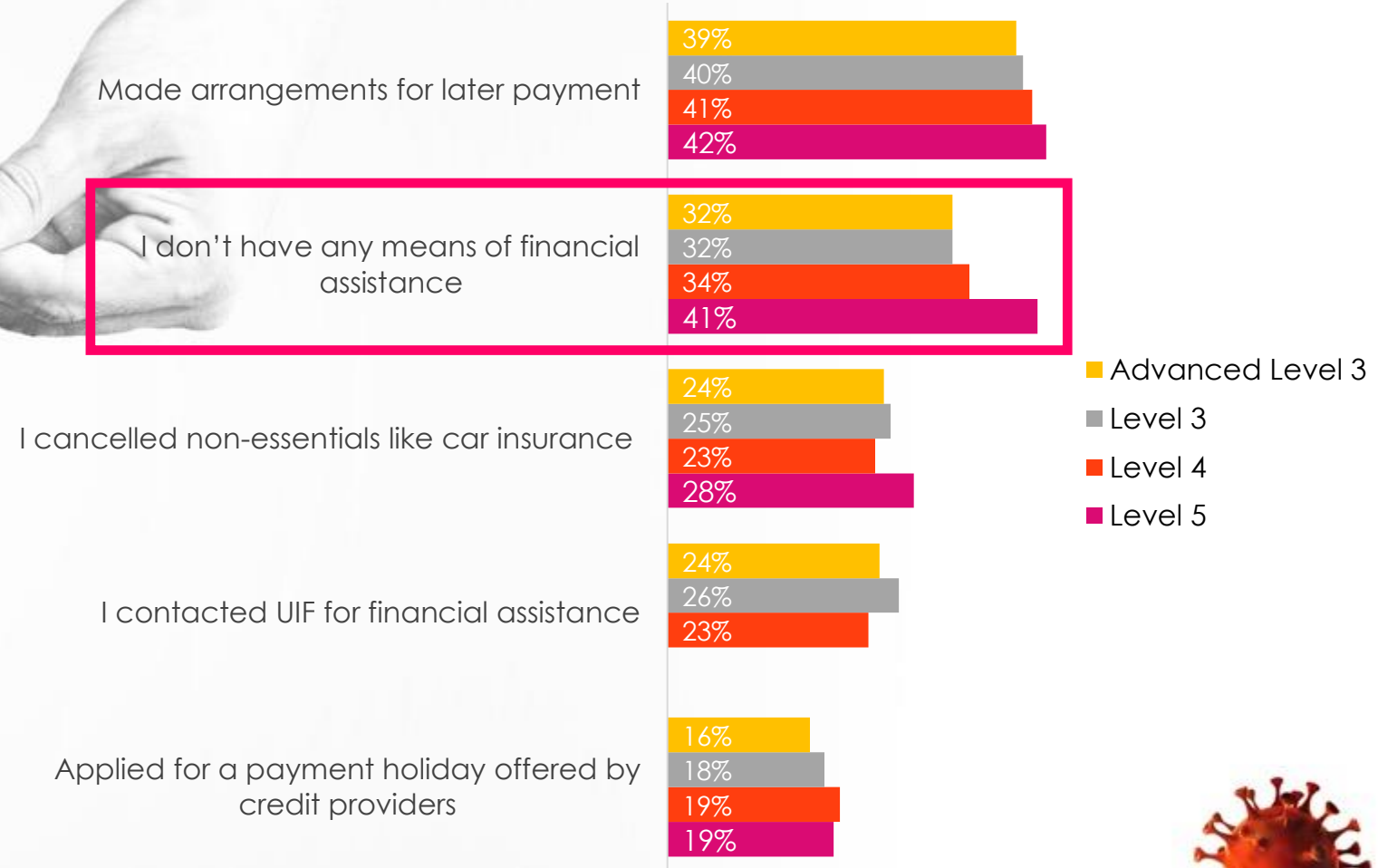
Are you currently more worried about the **health implications of COVID-19** or **losing your constitutional rights**?



Financial wellbeing

32% of respondents have no means of financial assistance and experience financial distress due to the lockdown.

Citizens are cutting costs

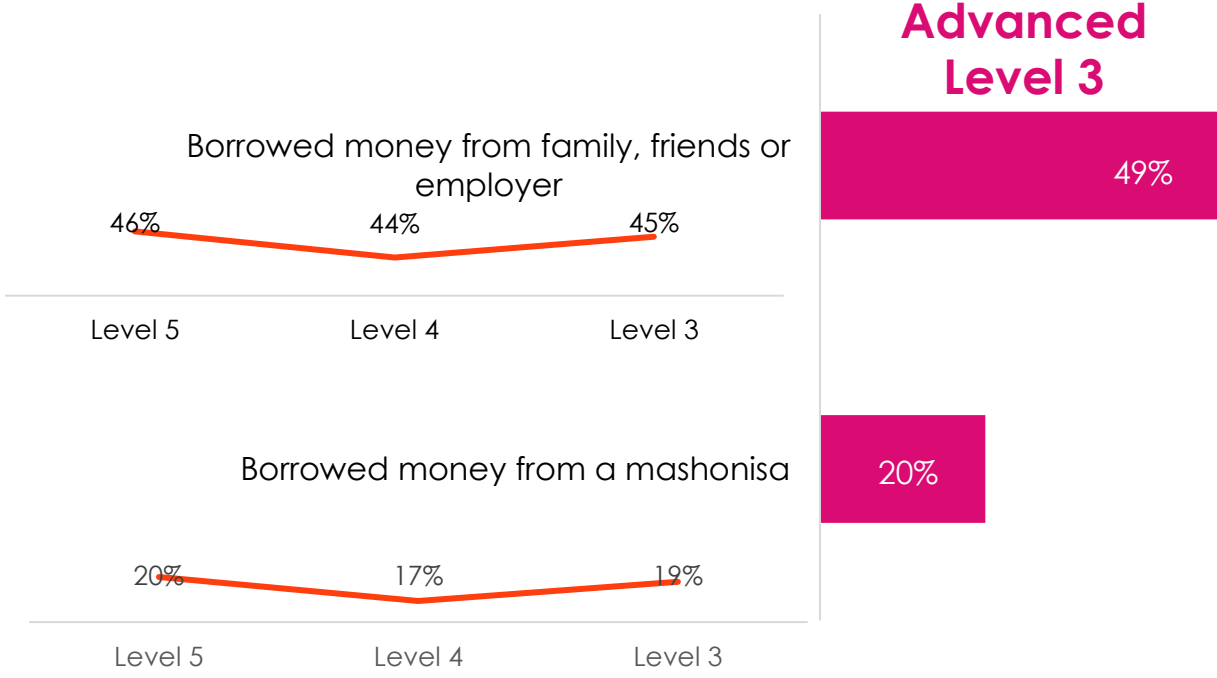


Multiple mention
n=4876

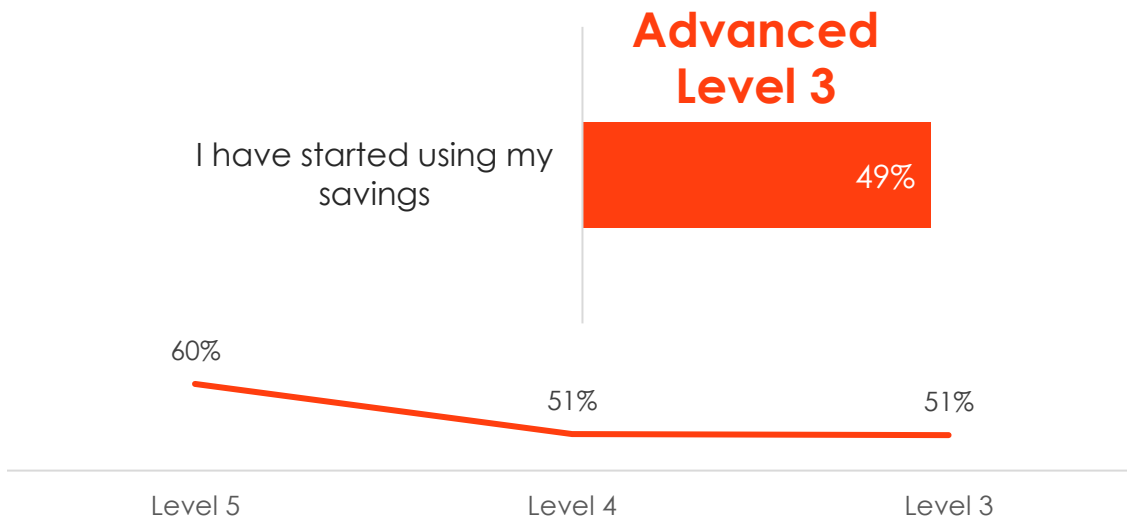
74% of food insecure citizens took a loan from friends, family or mashonisa

COVID-19: Week 4 – 13

Two in every five citizens have started borrowing money to stay afloat



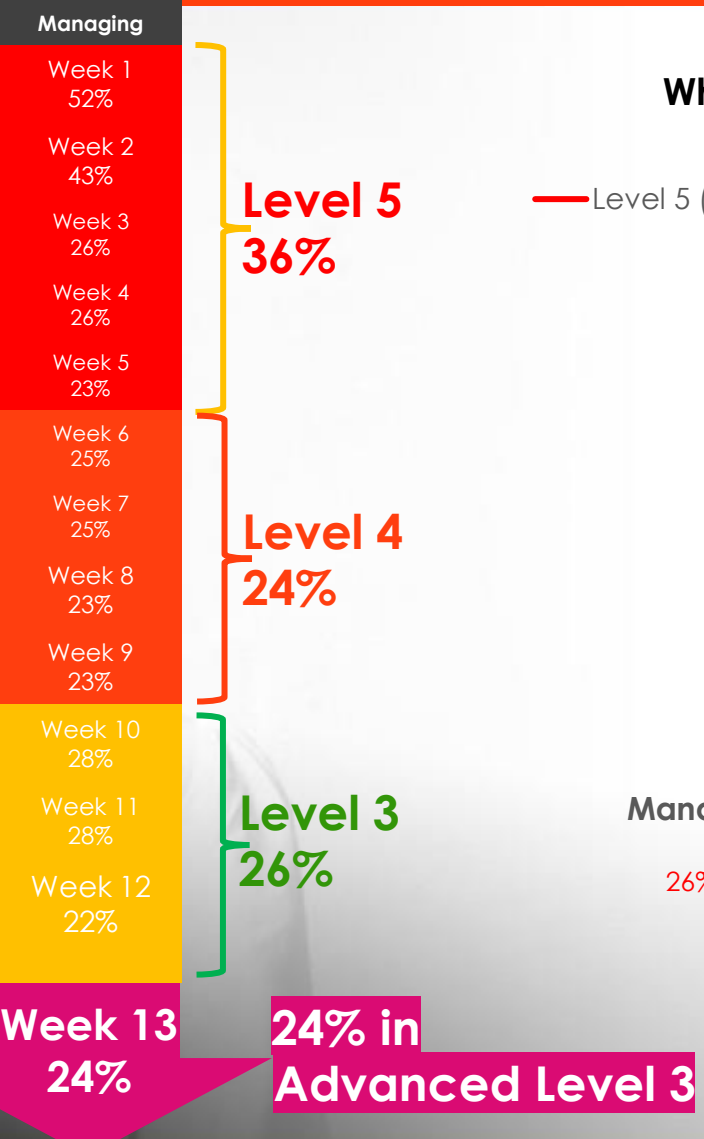
Half of citizens have started using their savings



Emotional wellbeing

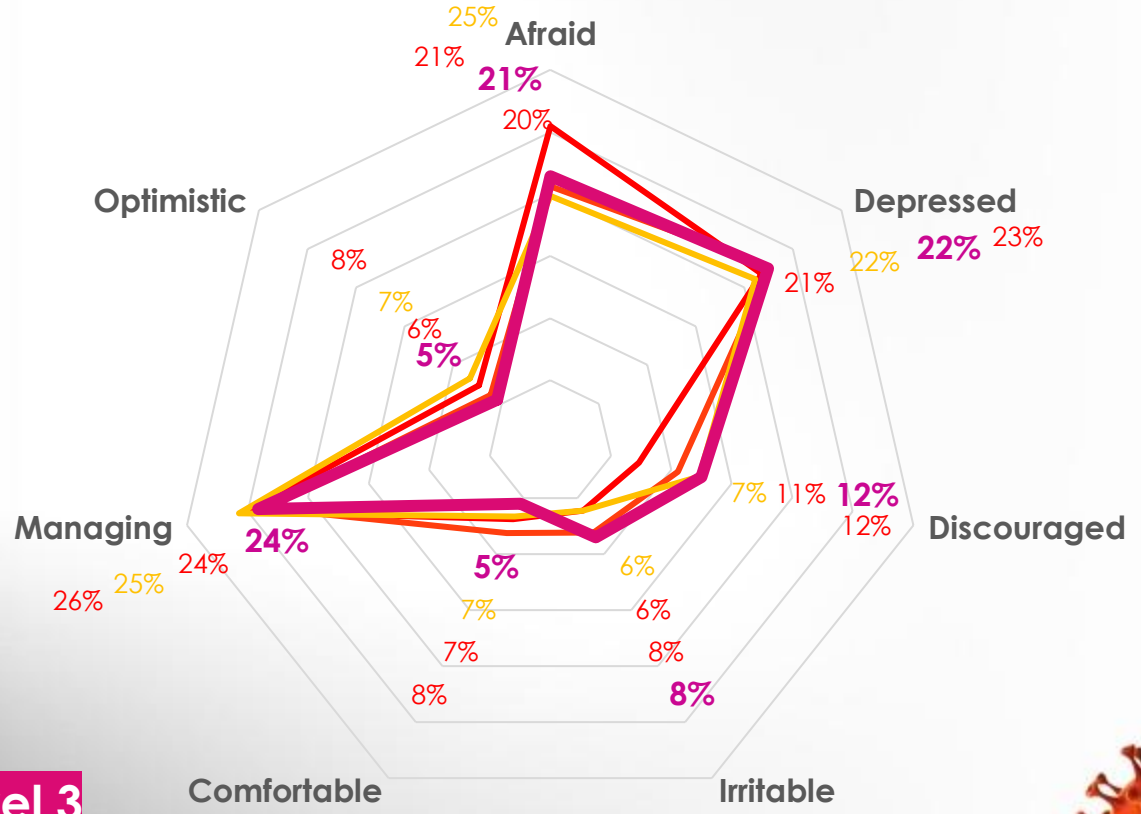
Anxiety and fear remain high amongst South Africans and only 24% are managing even in advanced level 3.

COVID-19: Week 3 – 13



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

— Level 5 (Week 3 Onwards) — Level 4 — Level 3 — Advanced Level 3



As citizens become more irritable and depressed, lockdown level 3-advanced has shown some decreases in the mental state of management.

COVID-19: Level 5 – Advanced Level 3

During **lock-down level 5**, citizens showed high levels of fortitude in the face of the Covid-19 pandemic- the highest levels were in Limpopo and KwaZulu-Natal.

In **level 4**, this declined significantly, especially in for Limpopo, North West, Mpumalanga and KwaZulu-Natal.

Since the country has moved into **level 3**, levels of managing have again increased, with more people in Gauteng, Free State and Western Cape showing resilience.

Since moving to **level 3-advanced**, a similar decrease in managing is seen to level 4. KwaZulu-Natal and the North West are however showing increased fortitude.

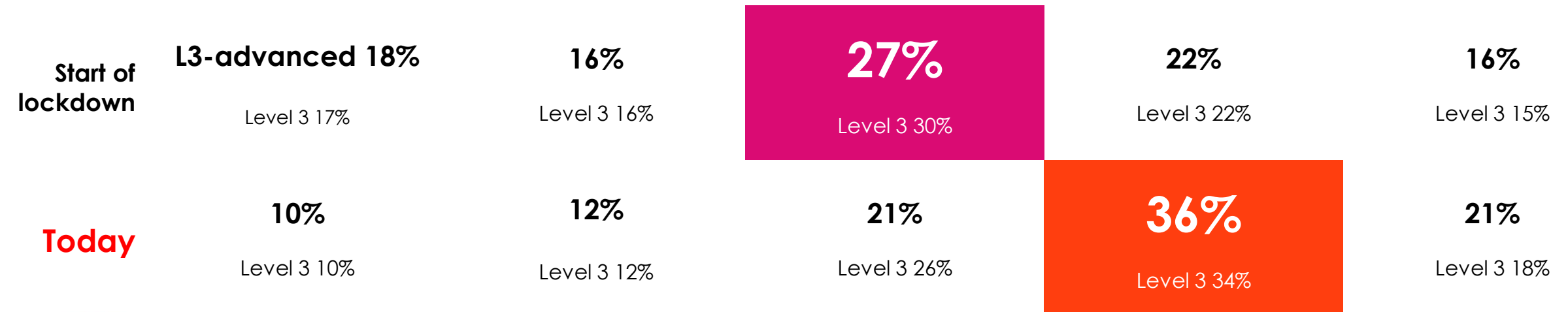
Respondents who indicated they “Managed” emotionally, tracked on a lock-down level and provincial level.

	Level 5	Level 4	Level 3	Advanced Level 3
National	36%	24%	28%	24%
Eastern Cape	33%	25%	17%	16%
Free State	33%	24%	33%	20%
Gauteng	34%	25%	28%	25%
KwaZulu-Natal	35%	24%	26%	33%
Limpopo Province	38%	19%	24%	17%
Mpumalanga	28%	15%	22%	24%
North West	34%	20%	16%	32%
Northern Cape	29%	20%	35%	18%
Western Cape	34%	28%	29%	20%

Slightly more citizens are moving through the grief funnel. A third of citizens feel saddened by the lockdown, and many more are starting to move into the acceptance phase.

COVID-19 STAGES OF GRIEF

DENIAL	ANGER	BARGAINING	SADNESS	ACCEPTANCE
<i>This virus won't affect me.</i>	<i>I'm being forced to stay at home and my activities have been taken away.</i>	<i>It's okay - if I social distance for a few weeks, everything will be better.</i>	<i>I don't know when this will end.</i>	<i>This is happening, I have to figure out how to proceed.</i>

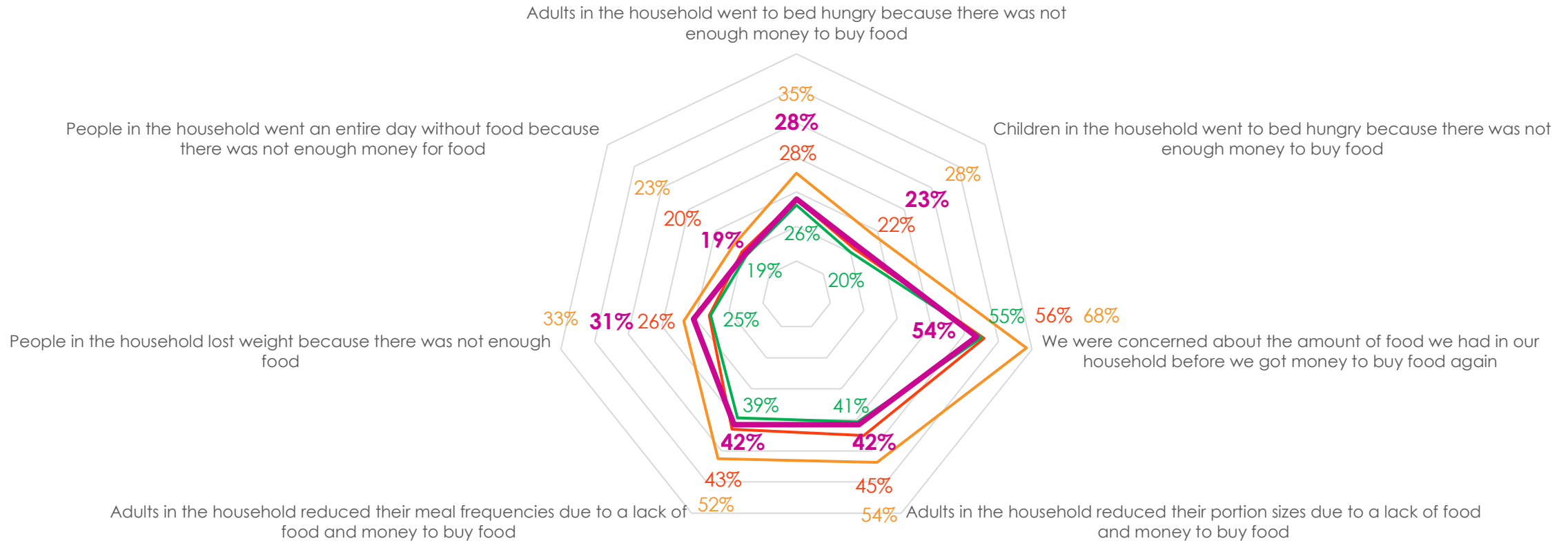


Food Security

Although showing an improvement since level 5, food insecurity has remained high, with half of respondents being concerned about the amount of food in their homes. And a further 23% of children going to bed hungry. Many adults are still reducing portion sizes and meal frequencies due to a lack of food in the home.

COVID-19: Week 7- 13

— COVID-19 Level 5 — COVID-19 Level 4 — COVID-19 Level 3 — Advanced Level 3



Distribution of food parcels are declining slightly.
Only 12% of respondents who experience food insecurity received a food parcel, leaving many distressed citizens without resources to maintain their basic wellbeing.

COVID-19: Week 8 - 13



8%

Of respondents received a food parcel from the Government during lock down

Compared to 9% in Level 3 | 9% in in Level 4

12% Of those in Distress due to Hunger received food parcels

Compared to 16% in Level 3 | 16% in in Level 4



Most food parcels contained maize meal, cooking oil and rice.

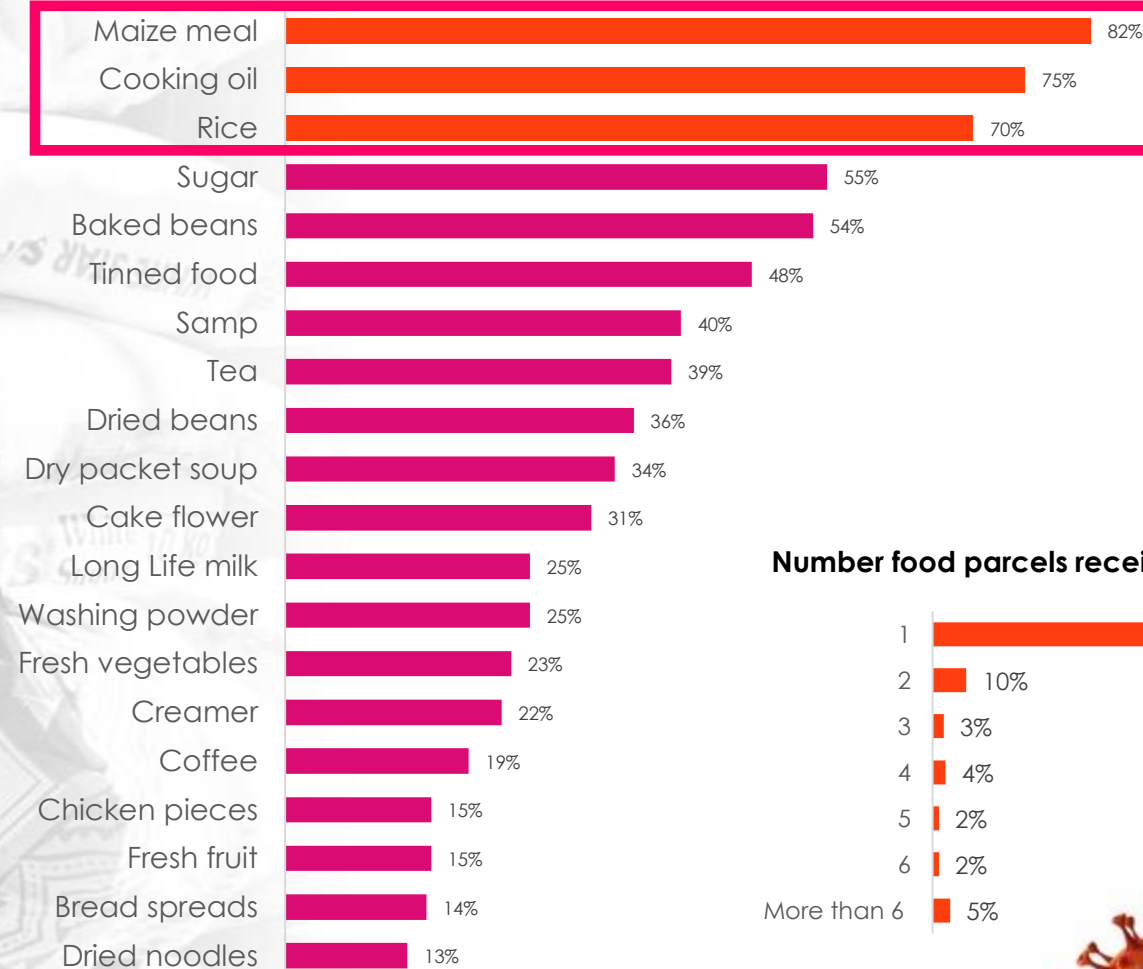
The food parcel was sufficient for most respondents and two in three expect to receive another parcel in the near future to sustain their livelihoods.

COVID-19: Week 9 – 13
cumulative

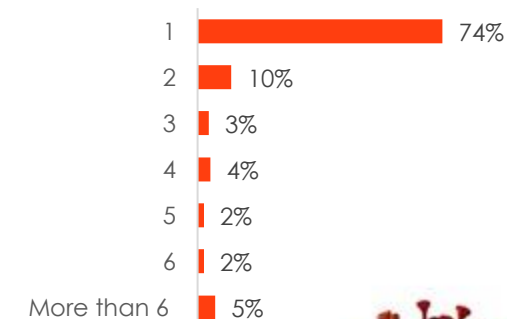
56%
Indicated that the food parcels were sufficient for their household

68%
Expect to receive another parcel in future

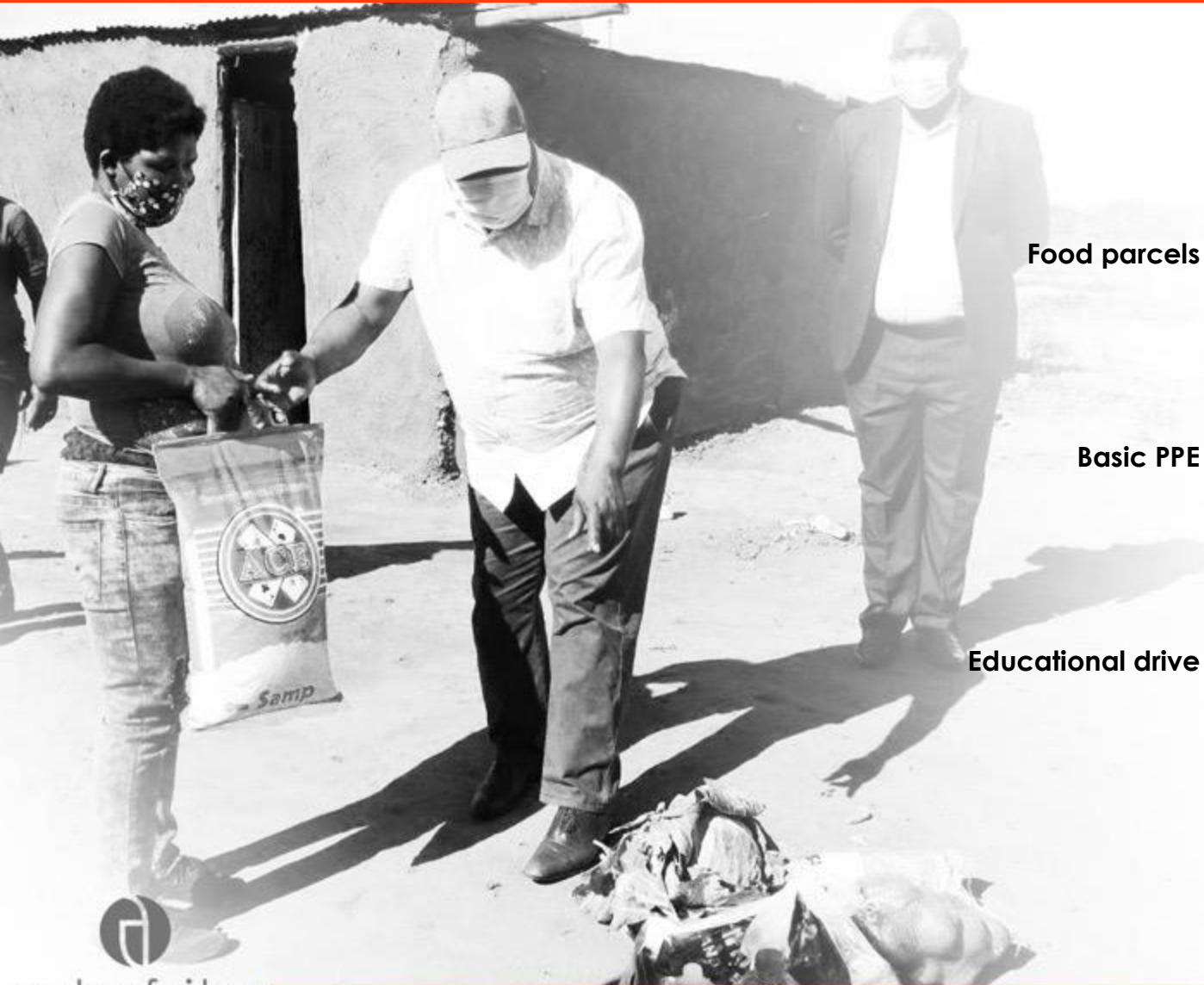
What was in your food parcel?



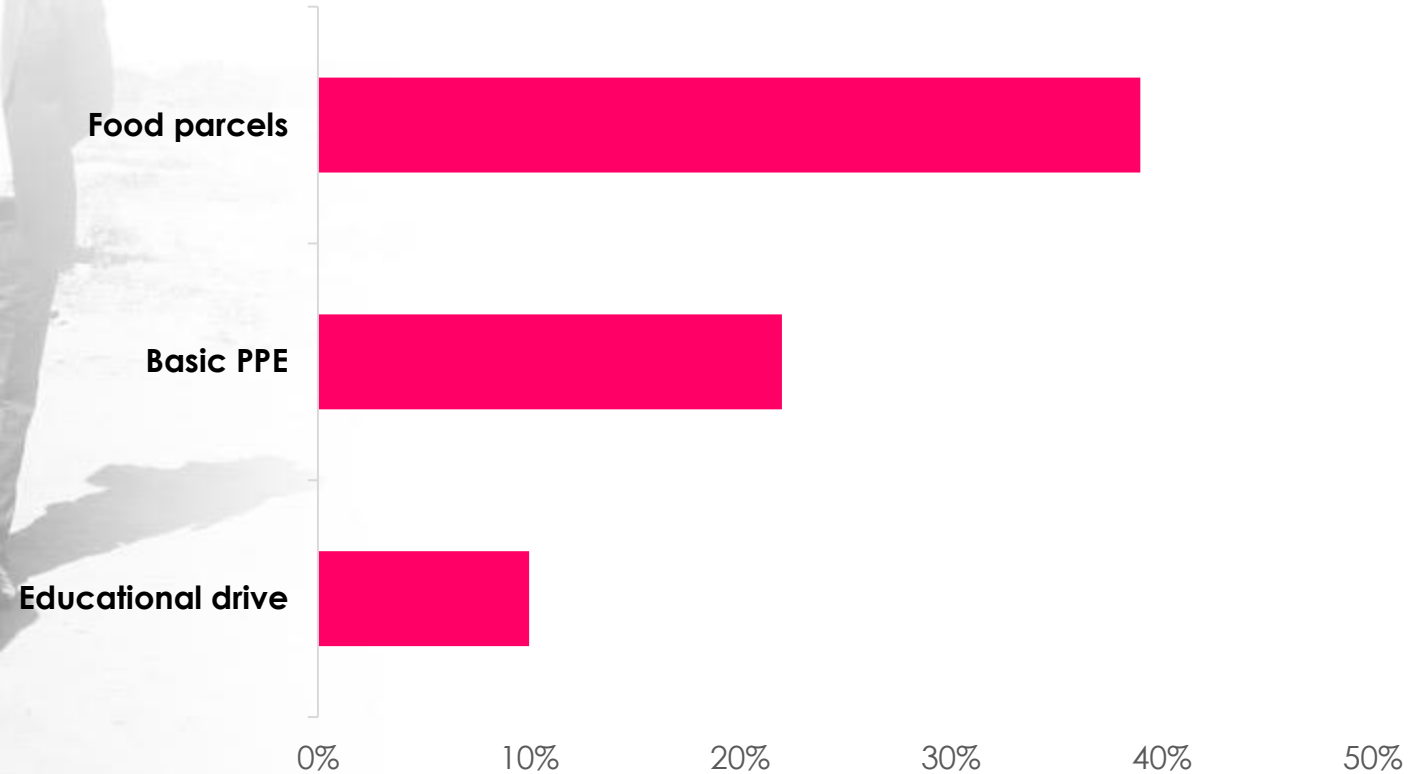
Number food parcels received



Most citizens want the Government to support vulnerable communities with food parcels, educational drives and basic personal protective equipment

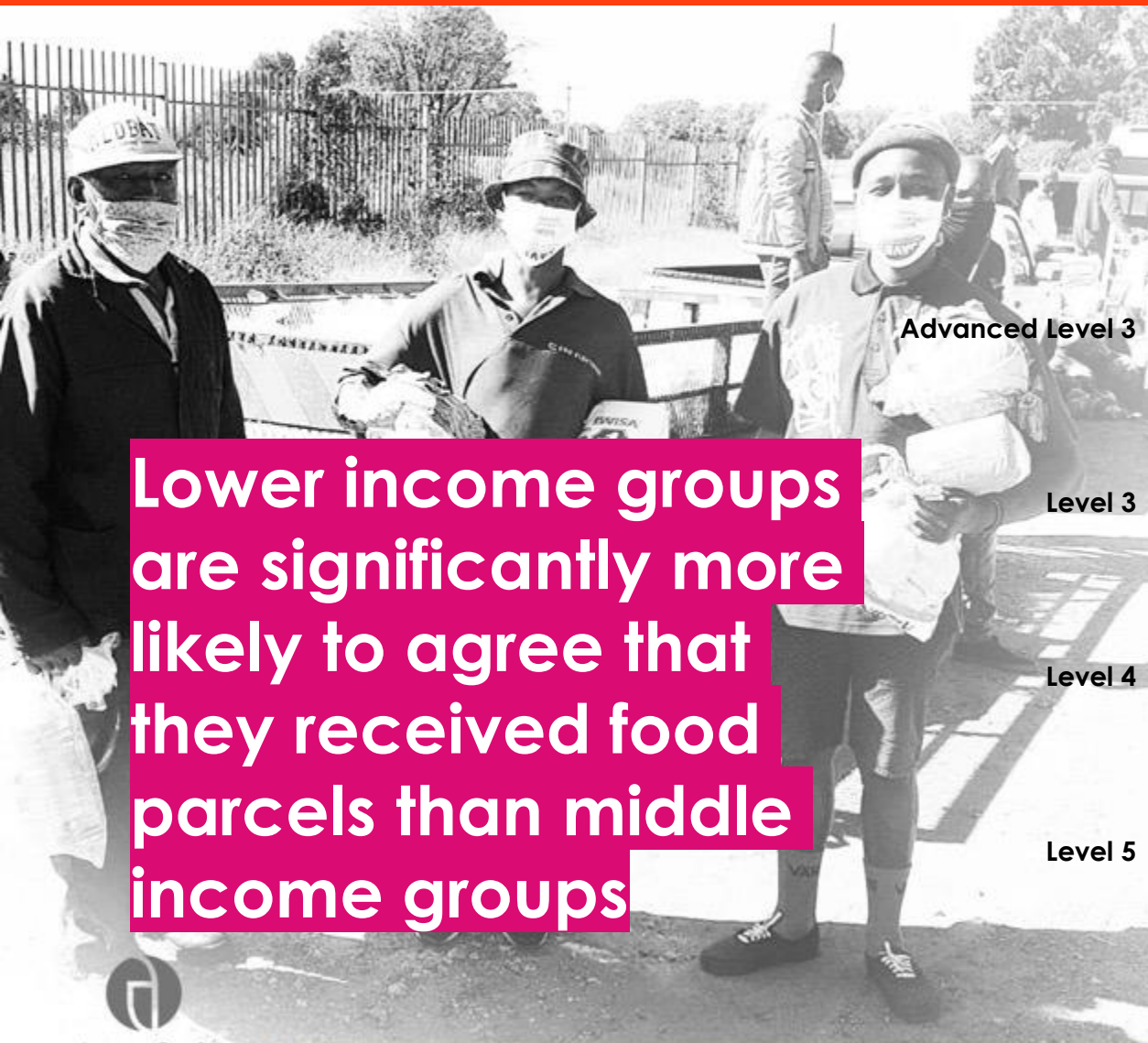


Level 3 advanced



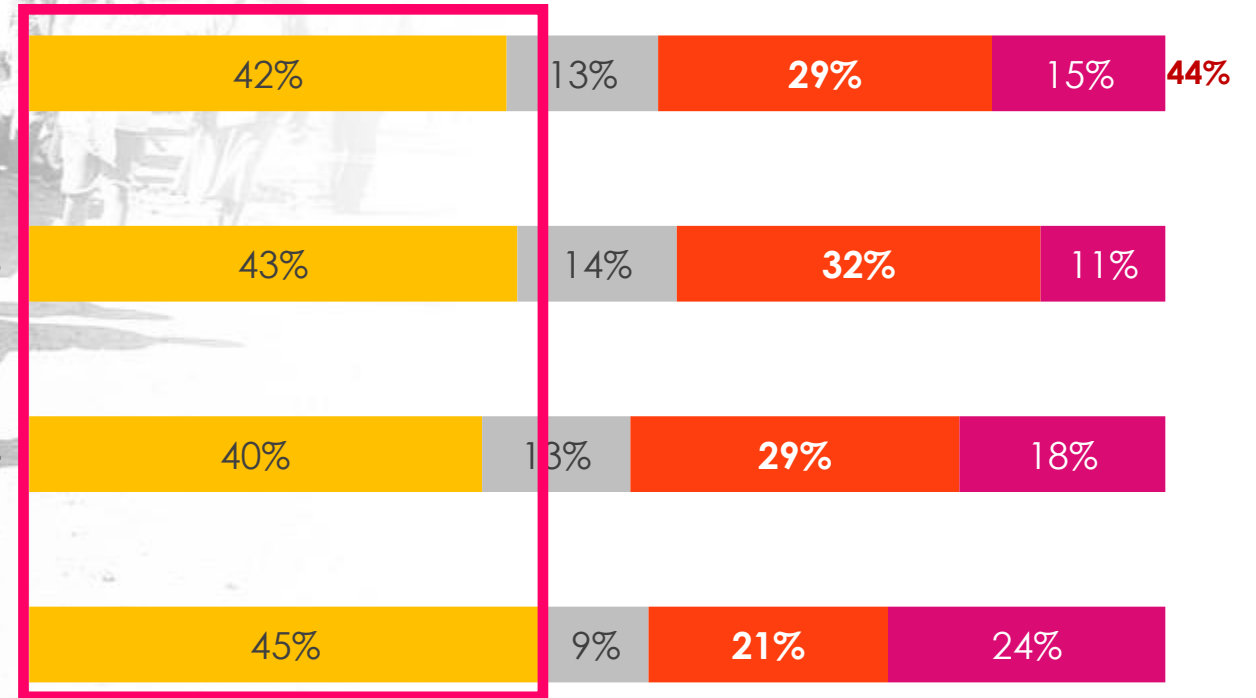
As we progress through the lockdown citizens continue to note that the most vulnerable in their communities are not receiving food parcels.

COVID-19: Level 5- Advanced Level 3



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

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



Lower income groups are significantly more likely to agree that they received food parcels than middle income groups

Single mention

Level 5 n= 365 | Level 4 n=1517 | Level 3 n=1344 | Advanced Level 3 n=601



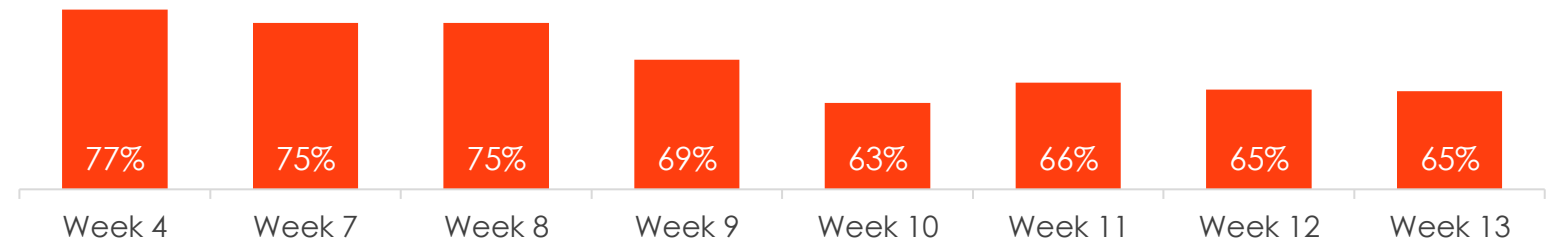
Trust in political leadership

The Presidents' leadership is regarded very highly by SA citizens, with two in three agreeing to this.

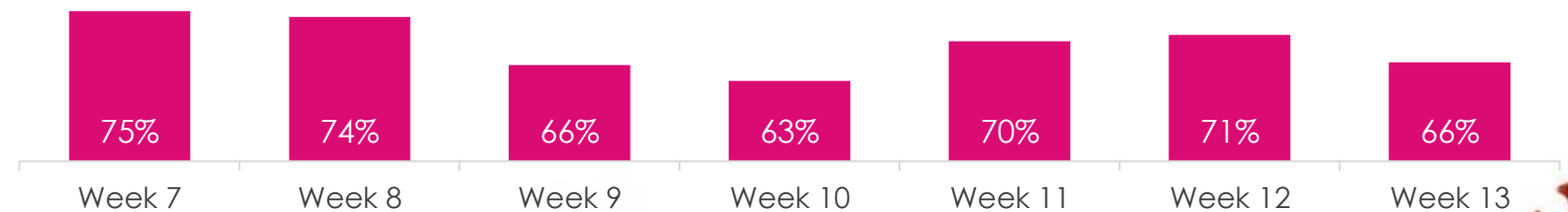
COVID-19: Week 4, 7 to 13

The emotional state of citizens are playing a role in how they are reacting to the presidency, those who are feeling comfortable are more likely to believe in the President's leadership, compared to those who are discouraged.

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



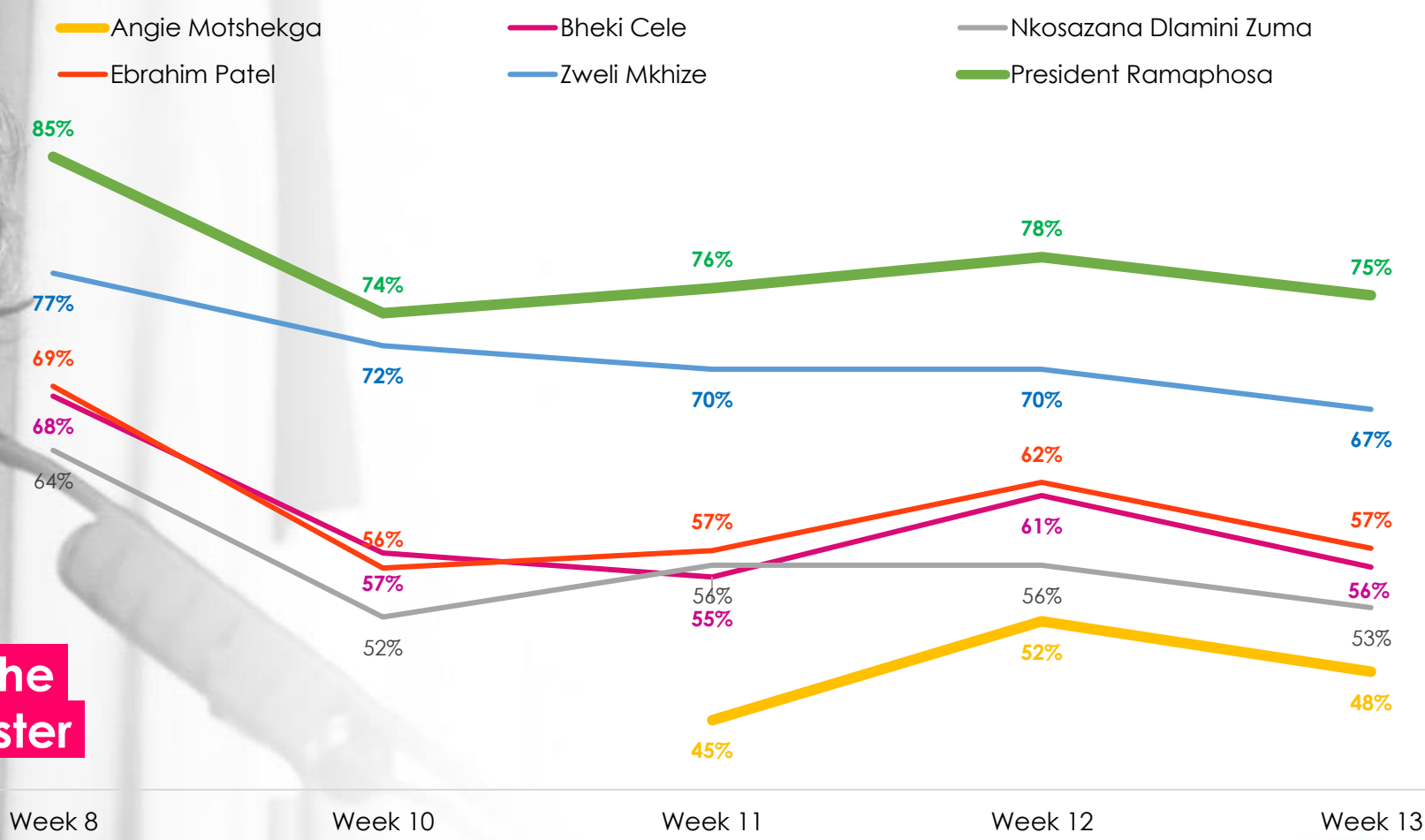
The President **is taking lead in managing the pandemic** in the country



% - Any Agree

Pres Ramaphosa's and Min Zweli Mkhize still have the highest trust ratings compared to the other measured ministers. Those feeling discouraged are more likely to distrust Min Patel, compared to those who are managing.

COVID-19: Week 8, 10 - 13



Min Motshekga (Education) has the lowest ratings of all, close to Minister Dlamini-Zuma.

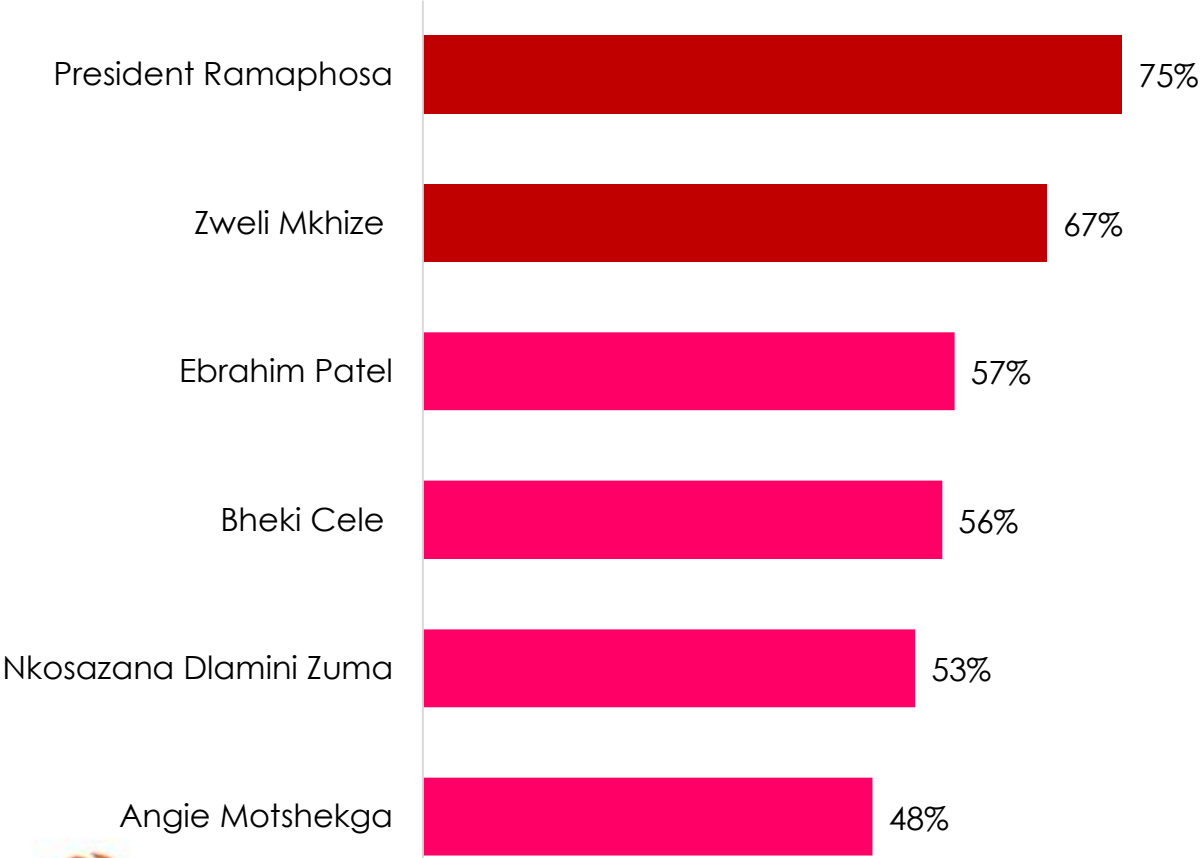


Distrust is highest for Min Motshekga and Min Dlamini-Zuma.

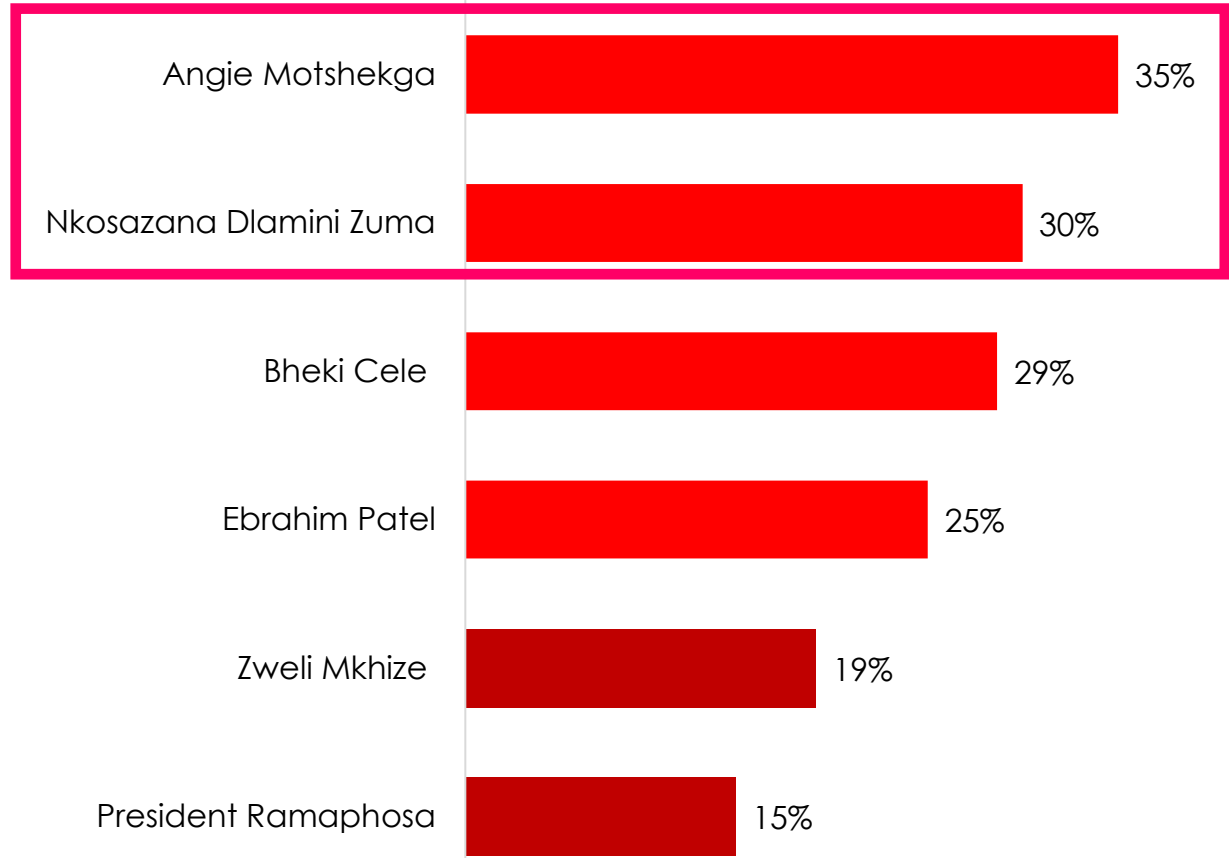
COVID-19: Week 13

On a scale of 0 - 10 where 10 is completely trust and 0 is completely distrust, please state how much you trust your head of state

Trust
(Completely Trust and Trust to some extent)

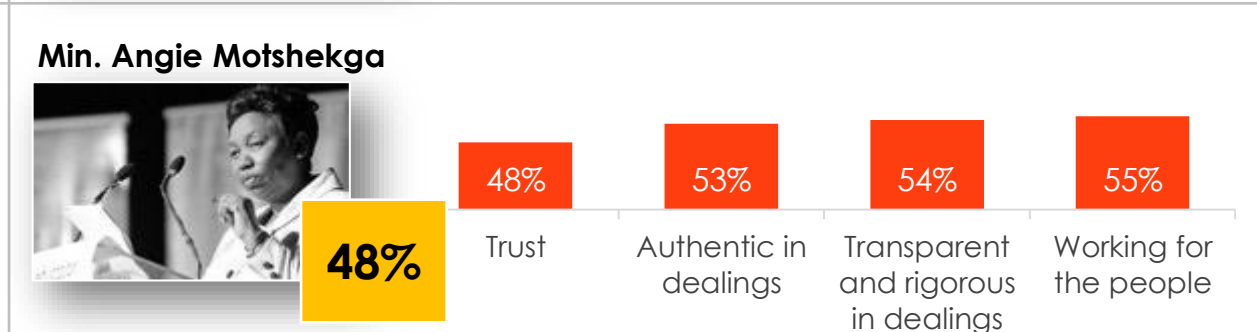
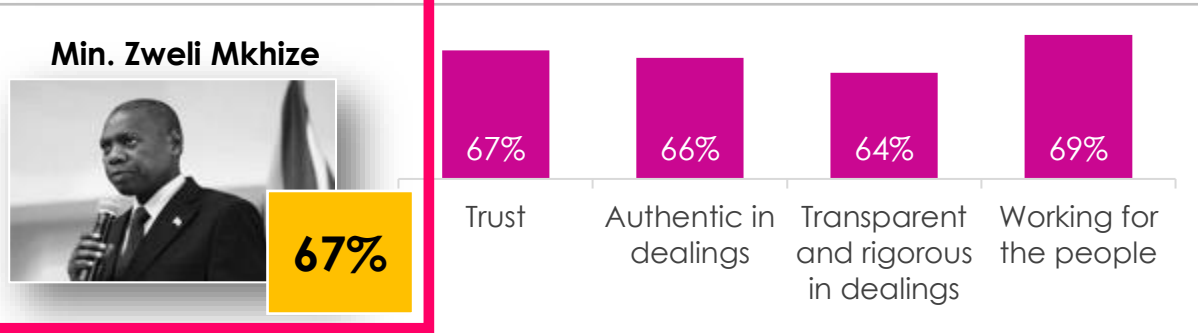
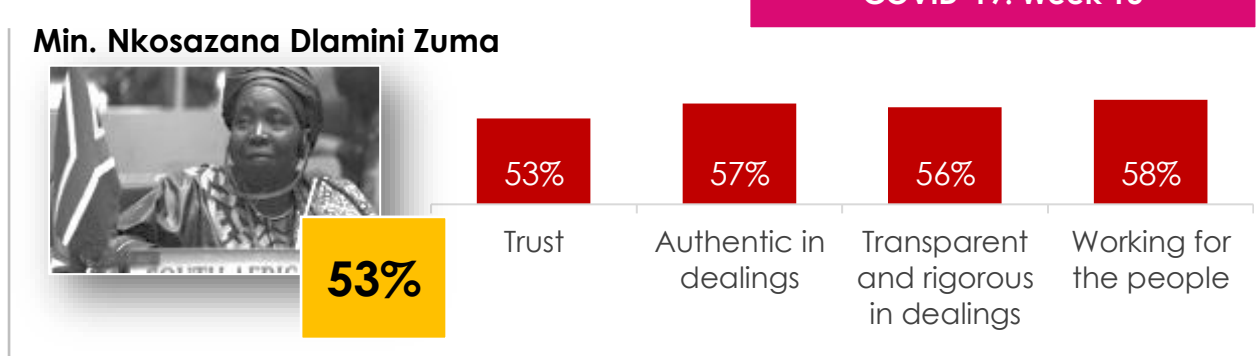
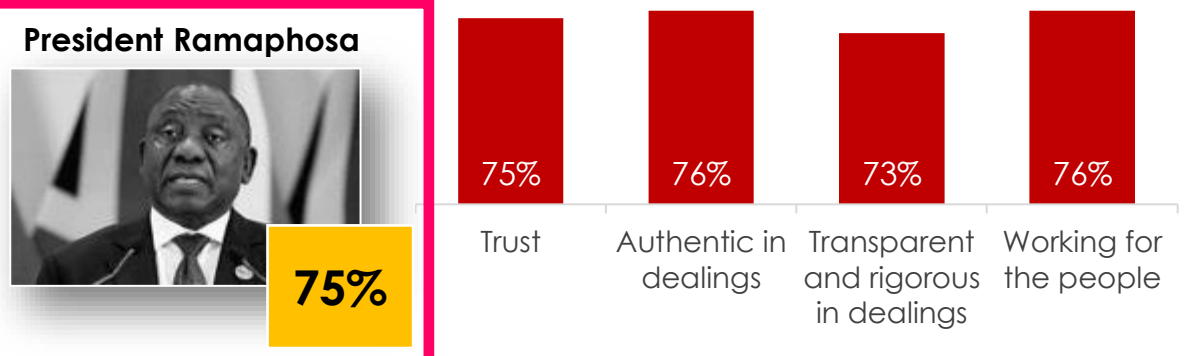


Completely Distrust



Lack of transparency and a perceived agenda in conflict to “working for the people” drives distrust of Ministers.

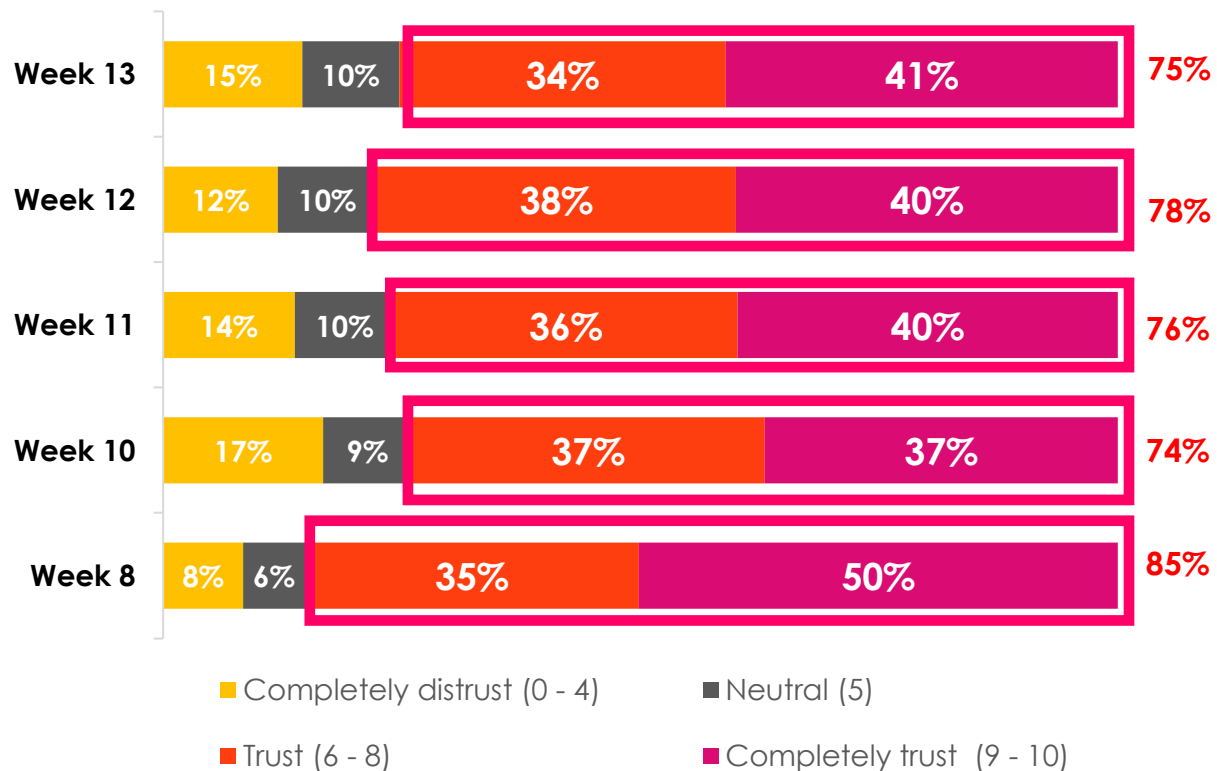
COVID-19: Week 13



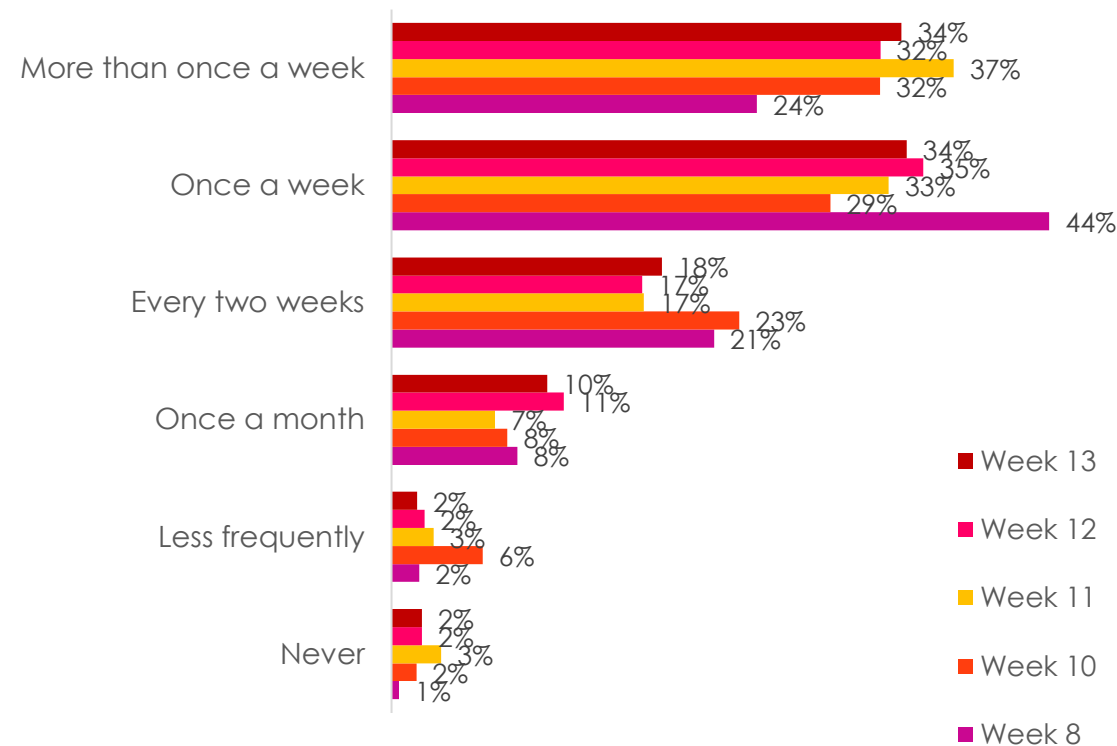
High levels of trust in the President persists. The Citizens want regular communication from him, at least once a week or more.

COVID-19: Week 8, 10 - 13

President Ramaphosa Trust levels



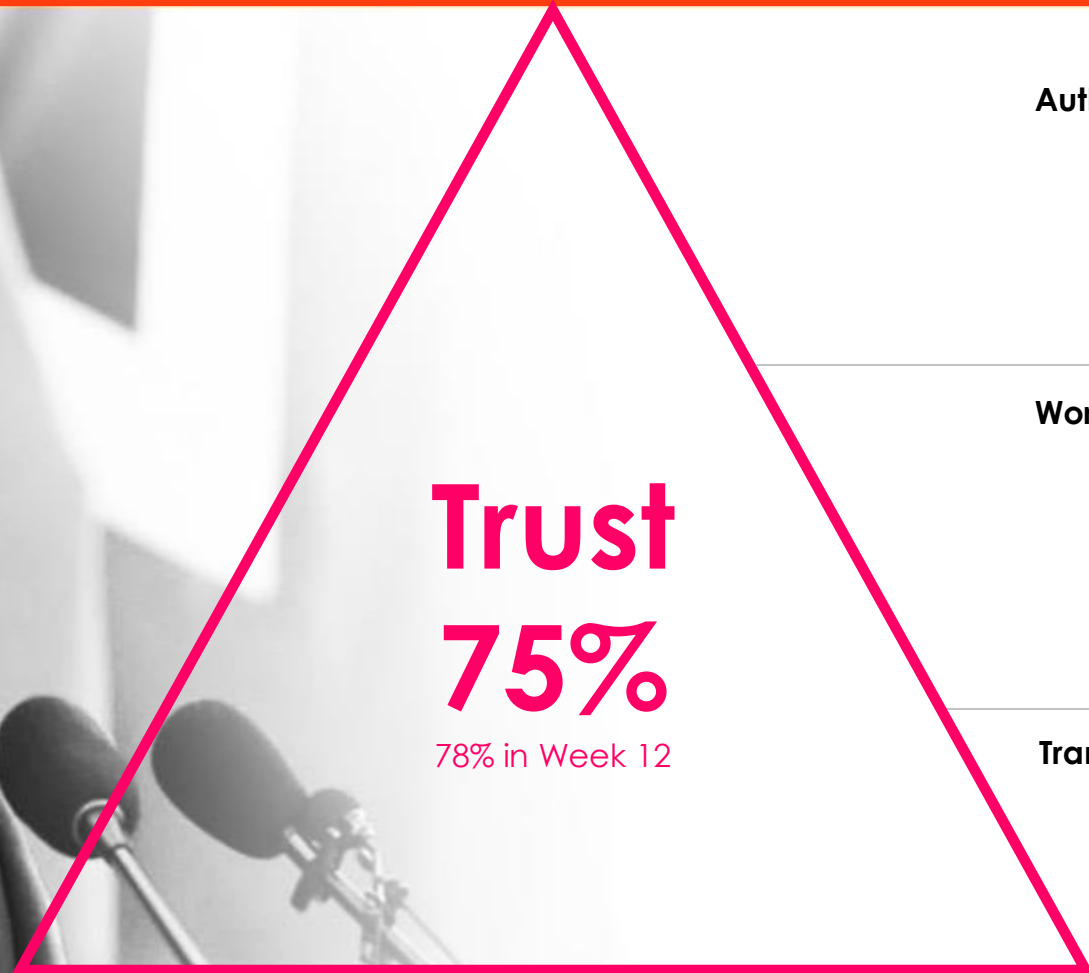
Communication frequency from President Ramaphosa



*Please note smaller sample size for week 10 – Interpret with caution

Single mention
Week 8 n=586 | Week 10 n=173 | Week 11 n = 384 | Week 12 n = 590 | Week 13 n=601

President Ramaphosa is regarded as authentic, transparent and a true public servant, working for the people. The older generations are more likely to see the President as transparent.



COVID-19: Week 13

Authentic in dealings with the public

Authentic
76%
79% in Week 12

Working for the people

Empathy/ In it for the people
76%
78% in Week 12

Transparent and rigorous in dealings

Logical
73%
76% in Week 12

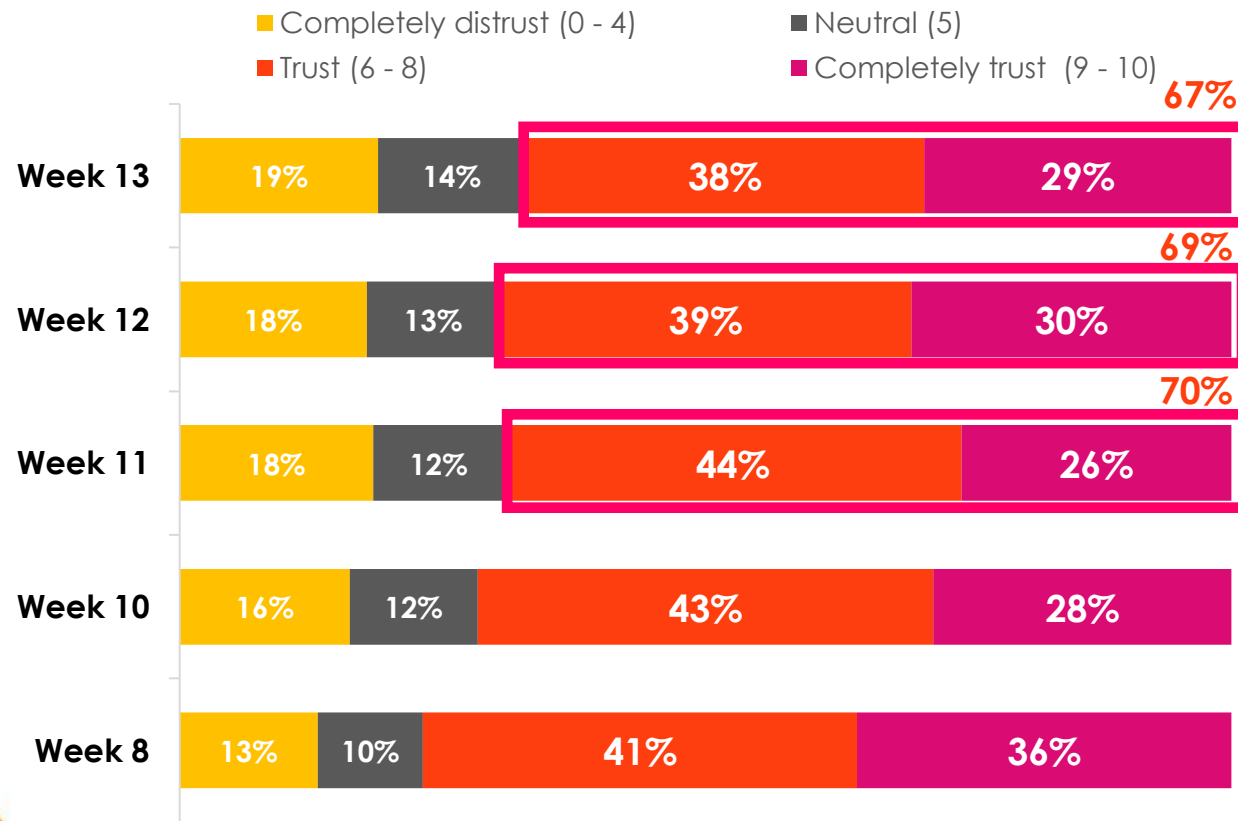
Those who are feeling depressed are less likely to believe the President is in it for the people, compared to those who are managing. The same is true for the younger generations compared to those older than 35 years of age.



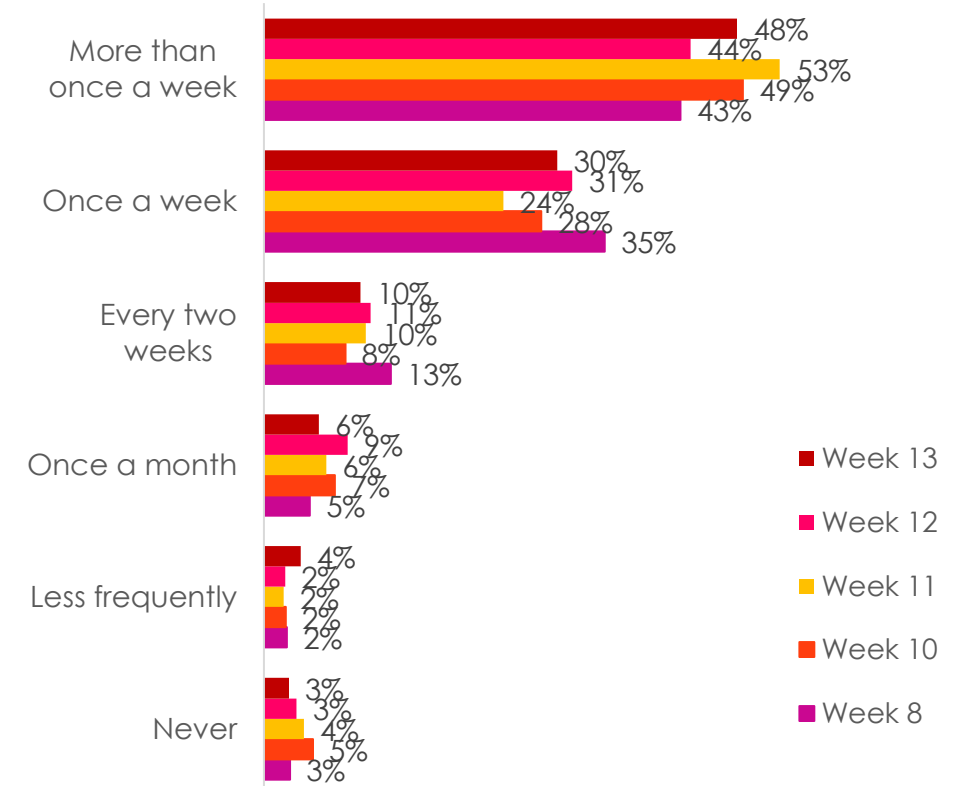
As positive COVID-19 cases increase in the country, citizens want to receive more frequent communication from the Min Mkhize. Trust levels have remained relatively consistent from the previous week, with two in three respondents trusting Min. Mkhize. The majority of people want to hear from him at least once a week.

COVID-19: Week 8, 10 - 13

Min. Zweli Mkhize Trust levels

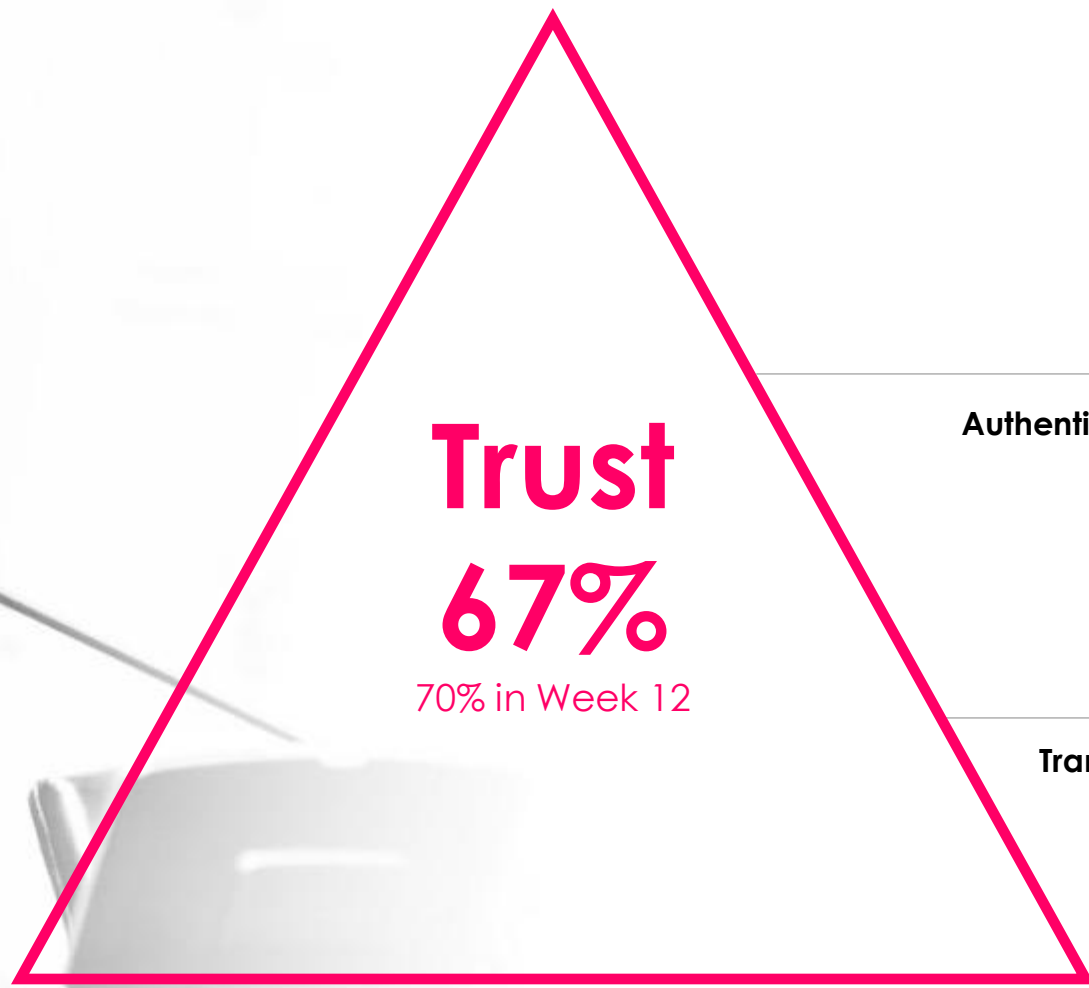


Communication frequency from Min. Zweli Mkhize



Single mention
n=2331

Min. Mkhize continues to show the highest levels of trust.



COVID-19: Week 13

Working for the people

Empathy/ In it for the people
69%
71% in Week 12

Authentic in dealings with the public

Authentic
66%
69% in Week 12

Transparent and rigorous in dealings

Logical
64%
69% in Week 12

Single mention
n=601

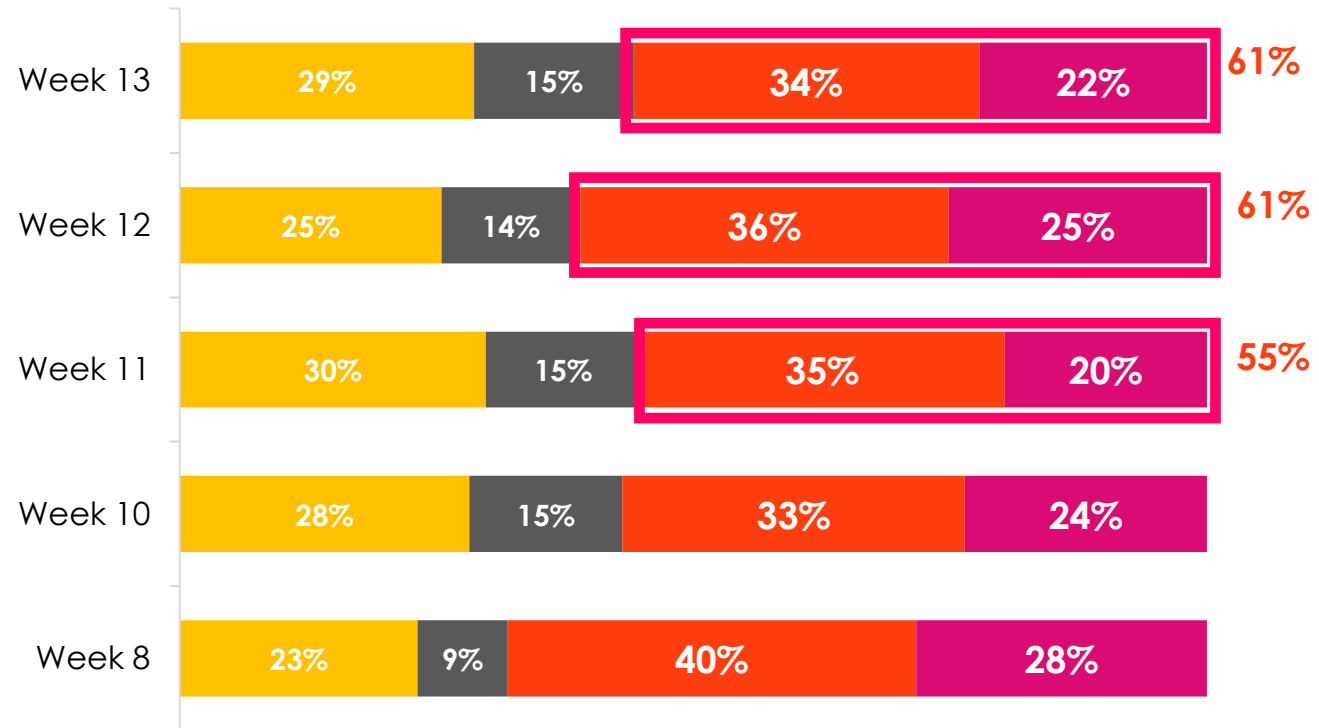


Trust levels for the Min of Police continues to decline. Two in three respondents however want to receive frequent communication from him, at least once a week.

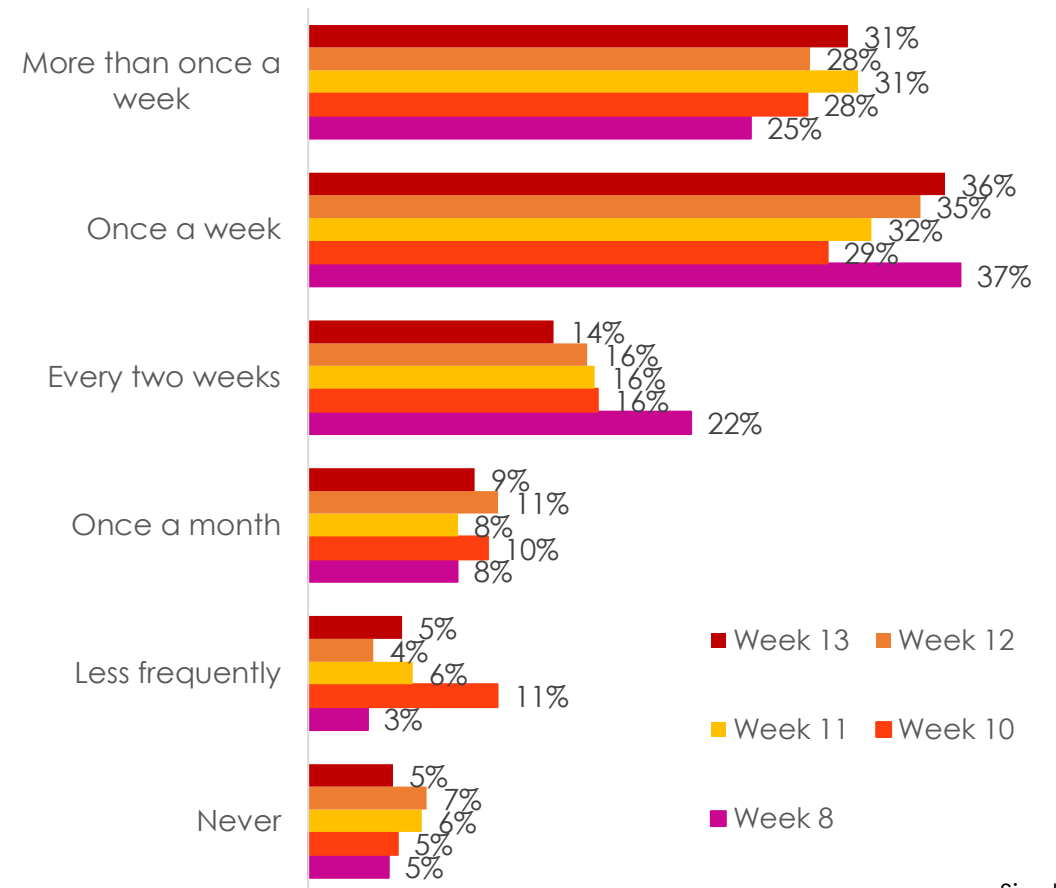
COVID-19: Week 8, 10 - 13

Min. Bheki Cele Trust levels

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



Communication frequency from Min. Bheki Cele

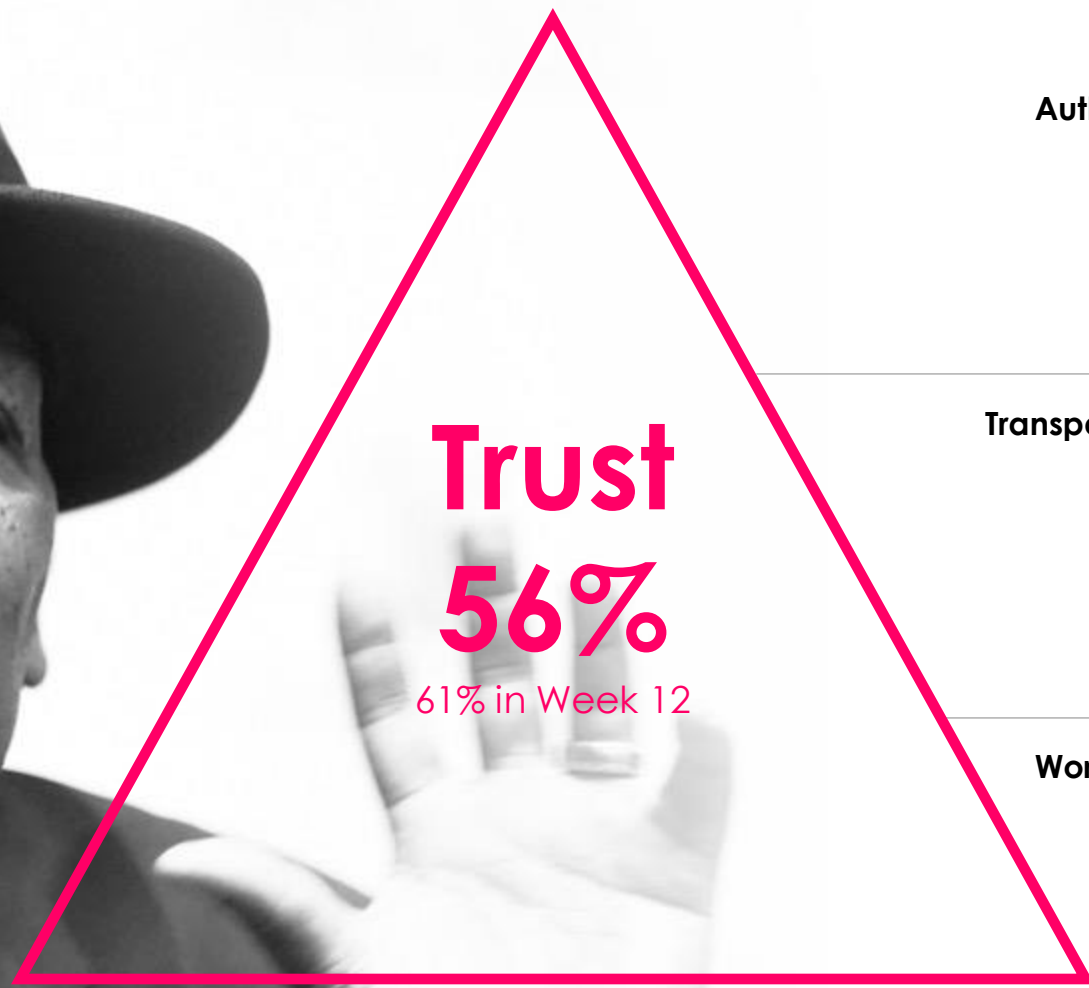


Single mention
n=2331

Trust in Minister Cele is declining, and fewer respondents believe that he is authentic, transparent and works for the people of South Africa than in the previous week.



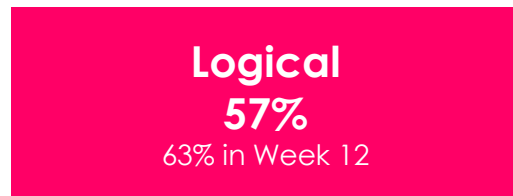
COVID-19: Week 13



Authentic in dealings with the public



Transparent and rigorous in dealings



Working for the people



Min. Nkosazana Dlamini Zuma is seen as the least transparent of the measured ministers, and trust in her is declining. Perceived levels of authenticity have also declined.



Trust
53%
56% in Week 12

COVID-19: Week 13

Authentic in dealings with the public

Authentic
57%
59% in Week 12

Working for the people

Empathy/ In it for the people
58%
59% in Week 12

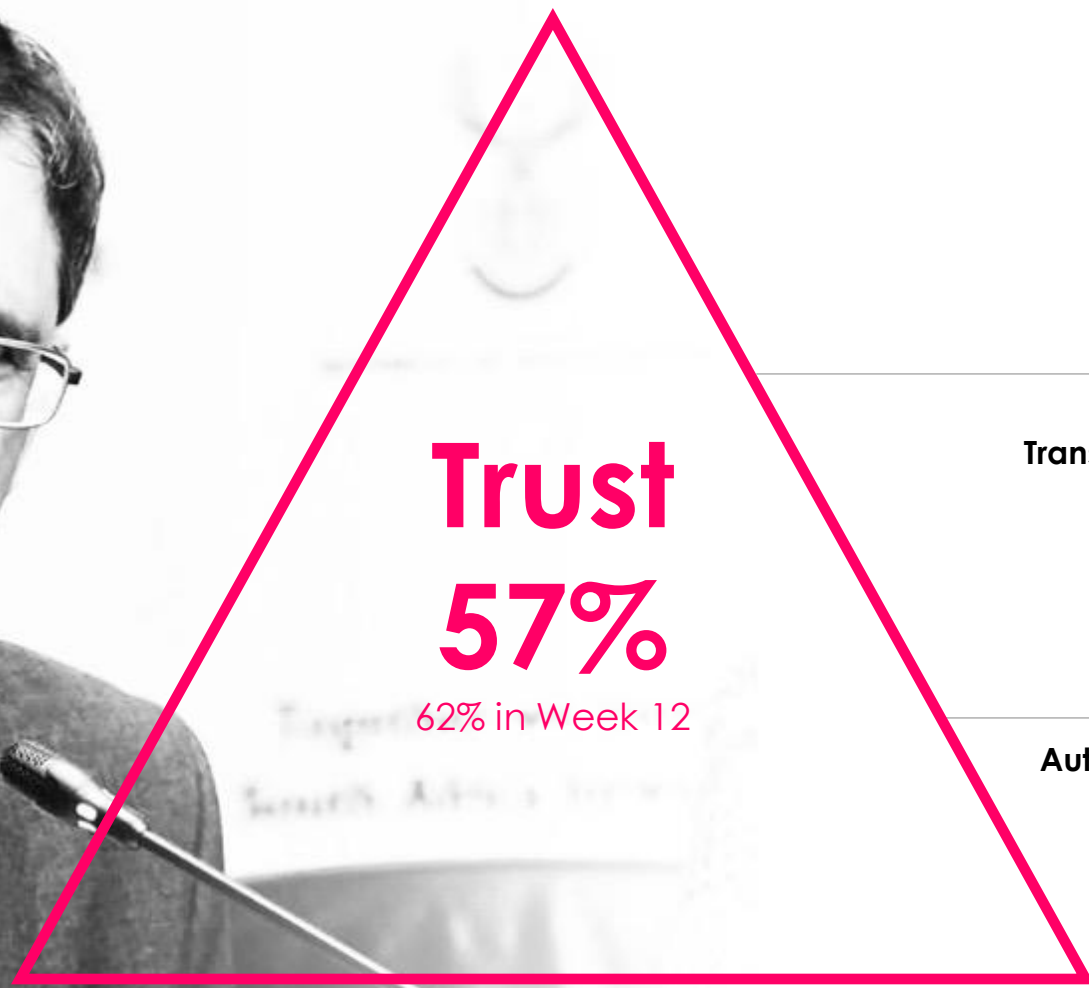
Transparent and rigorous in dealings

Logical
56%
59% in Week 12



Min. Patel's trust ratings declined slightly from the previous week, although continue to perceive his interests to lie with South Africans during the crisis.

COVID-19: Week 13



Working for the people

Empathy/ In it for the people
60%
64% in Week 12

Transparent and rigorous in dealings

Logical
56%
63% in Week 12

Authentic in dealings with the public

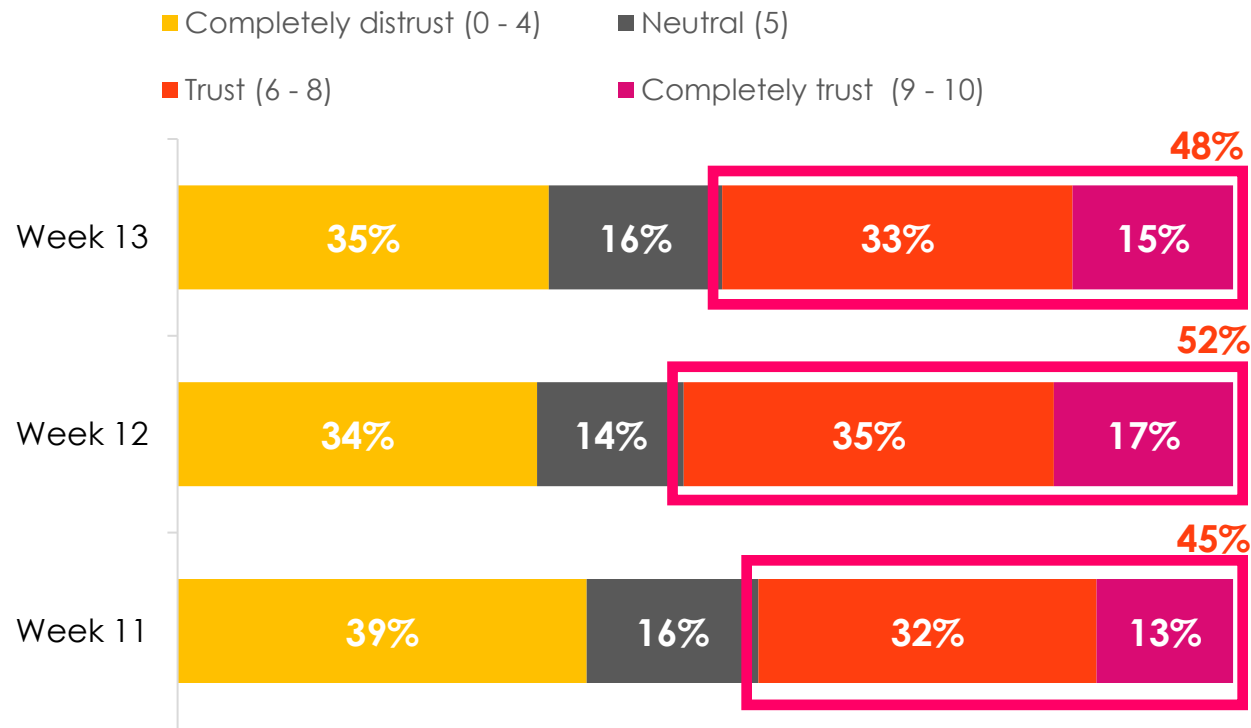
Authentic
61%
62% in Week 12



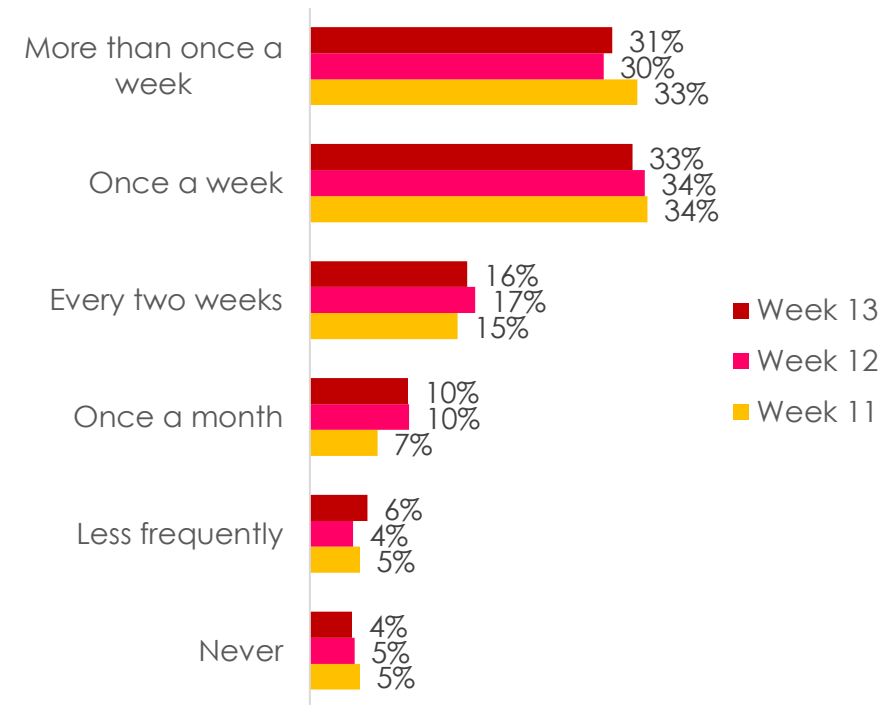
Although only one in two people seem to trust Min. Motshekga, a large proportion of people would like to receive COVID-19 related communication from her once a week or more frequently.

COVID-19: Week 11 - 13

Min. Angie Motshekga Trust levels



Communication frequency from Min. Angie Motshekga



Min. Angie Motshekga continues to show the lowest trust levels amongst the measured ministers. Nationally the number of teachers contracting the virus is increasing.

COVID-19: Week 13

Working for the people

Empathy/ In it for the people

55%

58% in Week 12

Authentic in dealings with the public

Authentic

53%

58% in Week 12

Transparent and rigorous in dealings

Logical

54%

56% in Week 12

Trust
48%

52% in Week 12



Government

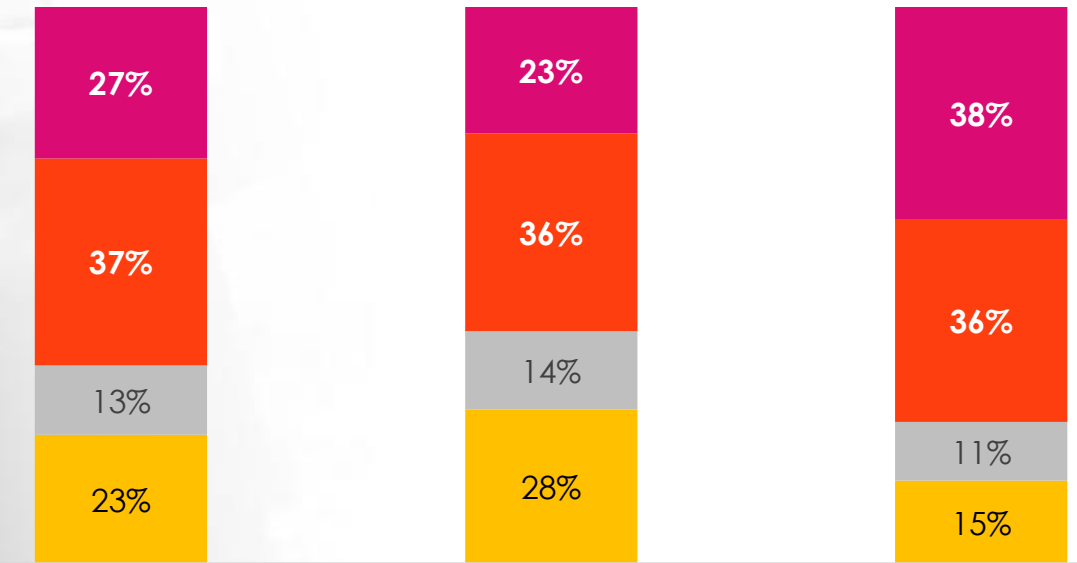
Citizens are more critical of the Government's response and fewer people believe that the steps taken to prevent the outbreak are appropriate, this sentiment is significantly higher amongst 15 – 34 year old's

COVID-19: Level 5- Advanced Level 3



Those older than 35 and Black respondents are significantly more likely to agree with the Government's interventions

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



The Government is taking appropriate steps to prevent the spread of the outbreak
 The Government is doing a good job in supporting its citizens during the lockdown period
 The Government needs to increase educational efforts regarding the spread of Covid-19

Single mention
 Level 5 n=378 | Level 4 n=1160 | Level 3 n=586 | Advanced Level 3 n=601

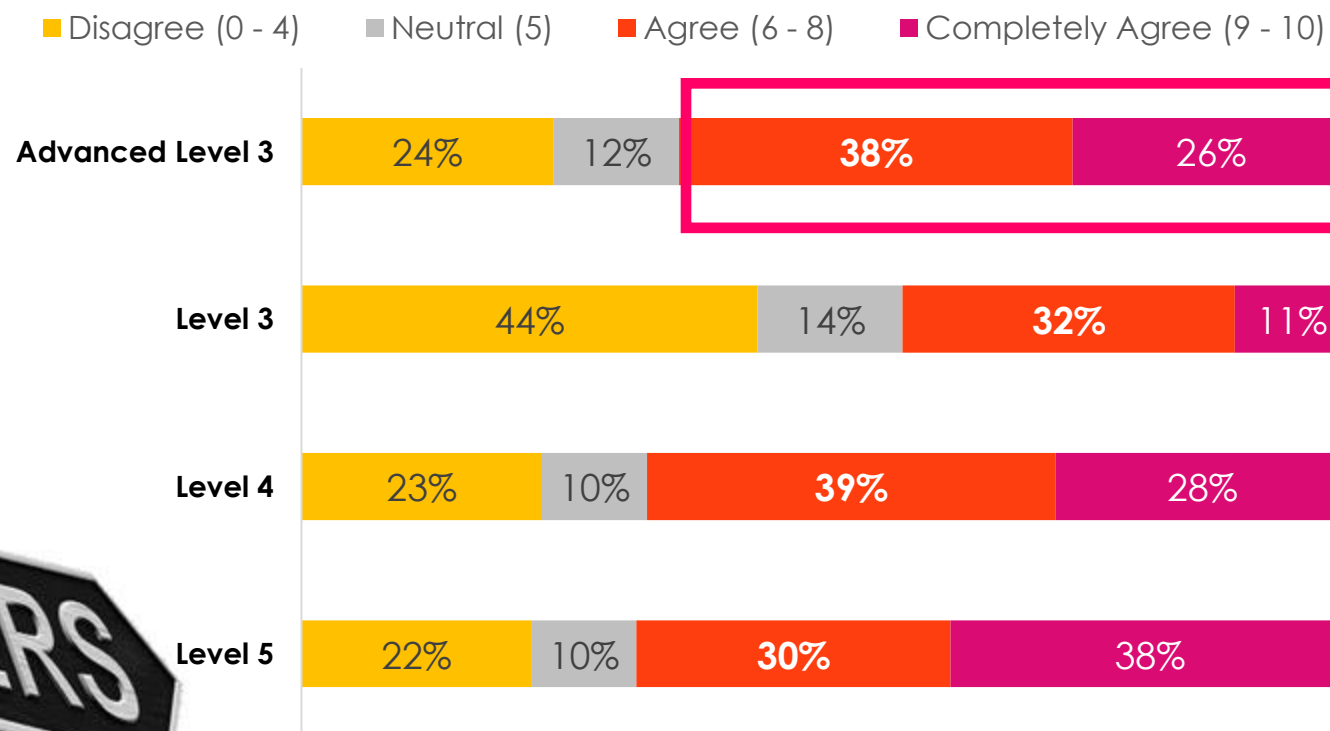


Trust in the main-stream media 3 has started to increase again in Advanced Level 3, after low trust levels Level 3.

COVID-19: Level 5- Advanced Level 3

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

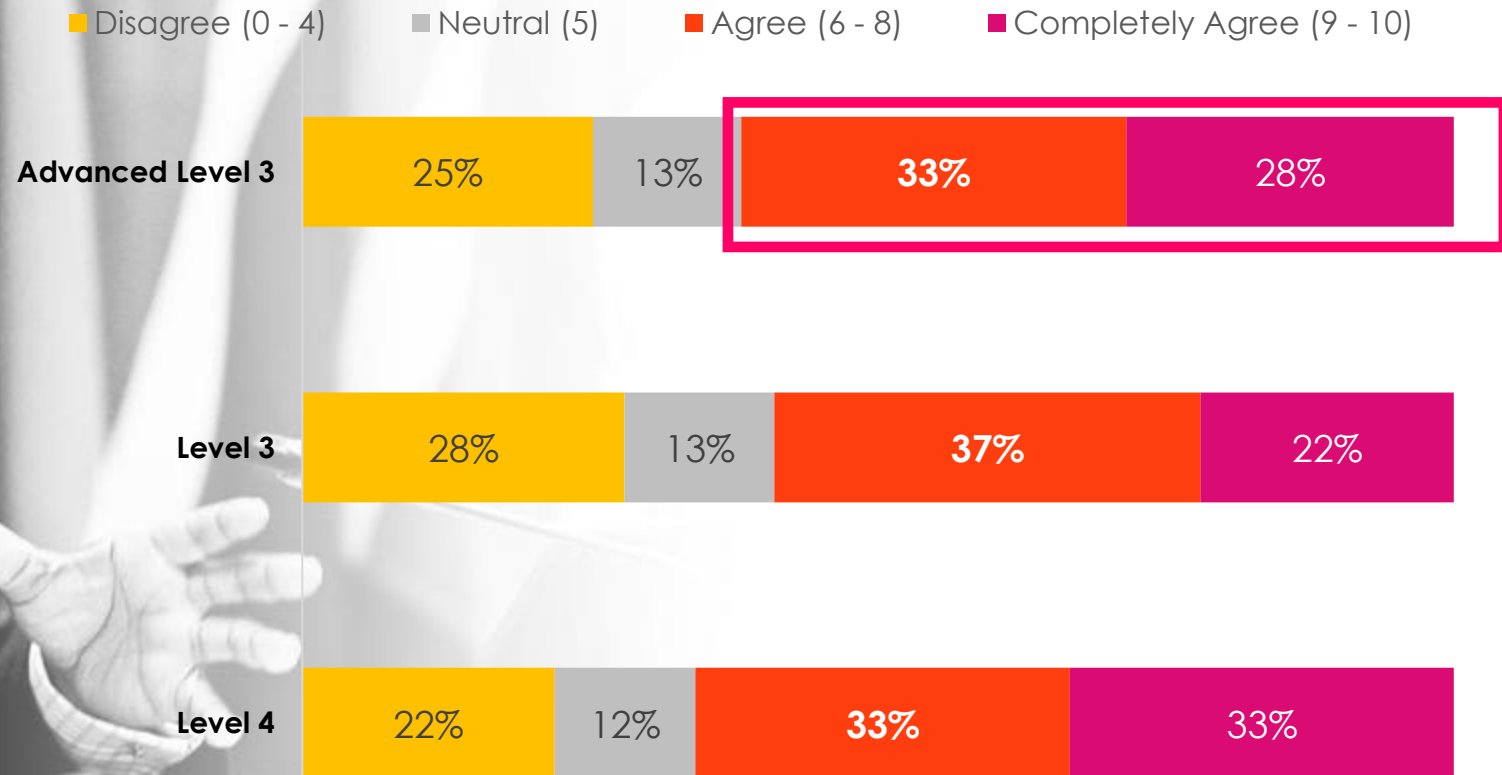
The youth show significantly lower levels of trust in mainstream media



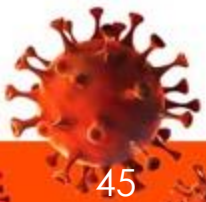
Awareness of Government loans are high (61% awareness), although more can be done to improve awareness on how to access relief.

COVID-19: Level 4 - Advance Level 3

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



Single mention
Level 4 n=972 | Level 3 n=580 | Advanced Level 3 n=601

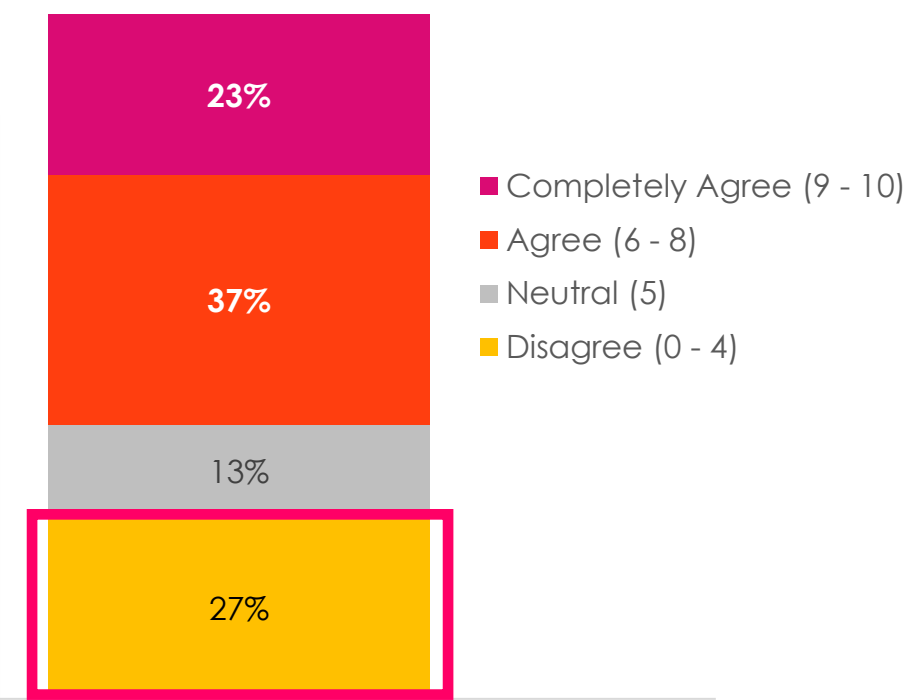


Nearly a third of citizens are unsure of how to access social relief interventions, a trend that has been noted for a few weeks.

COVID-19: Week 7, 8, 11, 12, 13



I know how to access social relief of distress interventions by Government



I know how to access social relief of distress interventions by Government

Week 7 n=606 | Week 8 n=605 | Week 11 n=400 | Week 12 n=600 | Week 13 n=601

Single mention



Awareness of the Solidarity Fund is high (61%). Significantly fewer 15-34 year olds are aware of the Funds as opposed to older groups.

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

SOLIDARITY
FUND
AND THE
COVID-19

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

Advanced Level 3

27%

13%

36%

25%

Level 3

30%

11%

40%

22%

Level 4

23%

13%

36%

28%

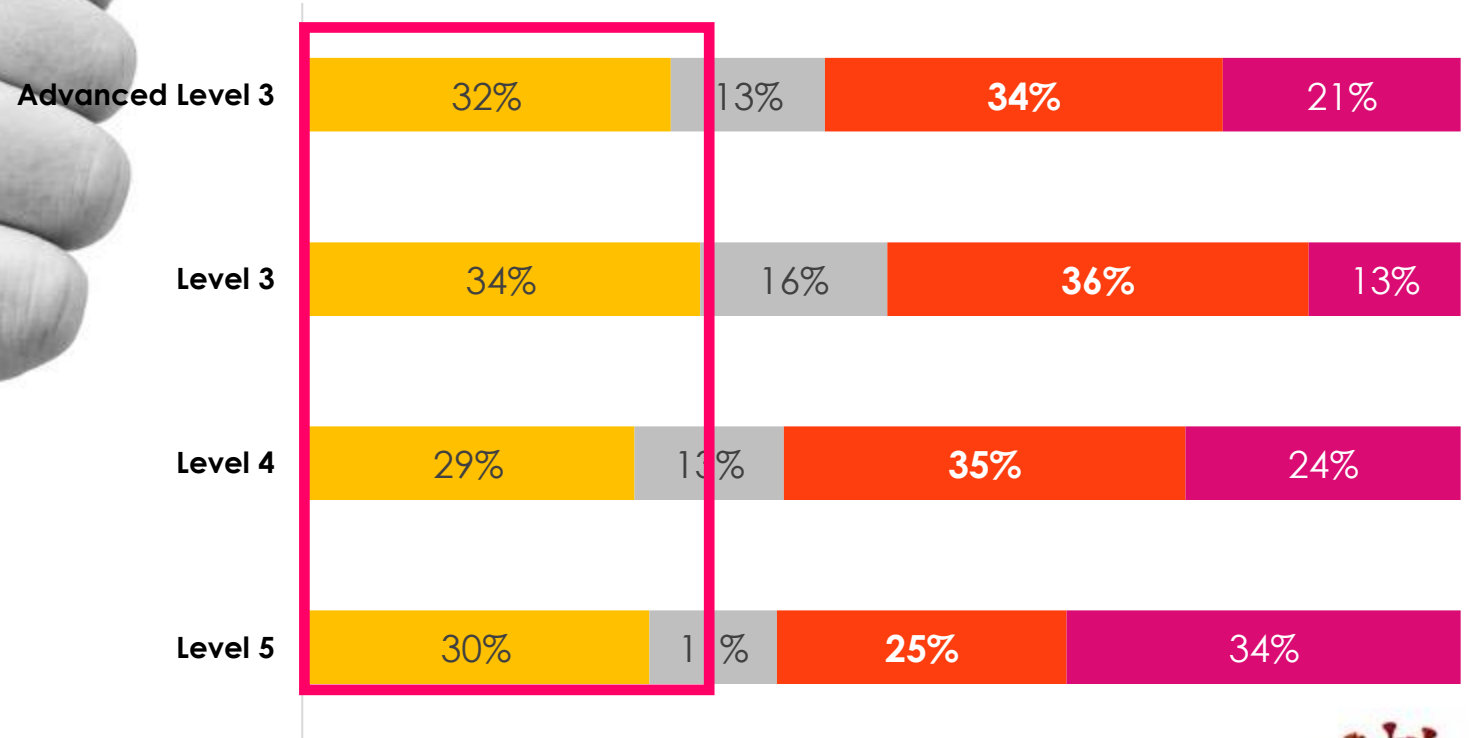
Single mention
Level 4 n=959 | Level 3 n=571 | Advanced Level 3 n=601

A third of respondents don't believe that the Government is doing enough to support small businesses during the lockdown and the various regulatory levels.

COVID-19: Level 5- Advanced Level 3

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

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



The youth and White respondents are significantly less likely to agree with level of support given by government

Level 5 n=367 | Level 4 n=1127 | Level 3 n=576 | Advanced Level 3 n=601

Single mention



The need for government intervention to reduce poverty has remained high throughout the lockdown, with more action required.

COVID-19: Level 4 - Advanced Level 3

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



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

Advanced Level 3

32%

14%

36%

18%

Level 3

33%

15%

37%

14%

Level 4

29%

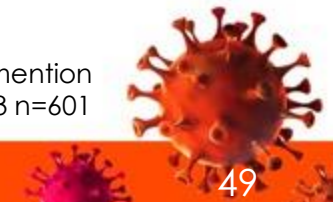
13%

36%

22%

Single mention

Level 4 n=1153 | Level 3 n=580 | Advanced Level 3 n=601



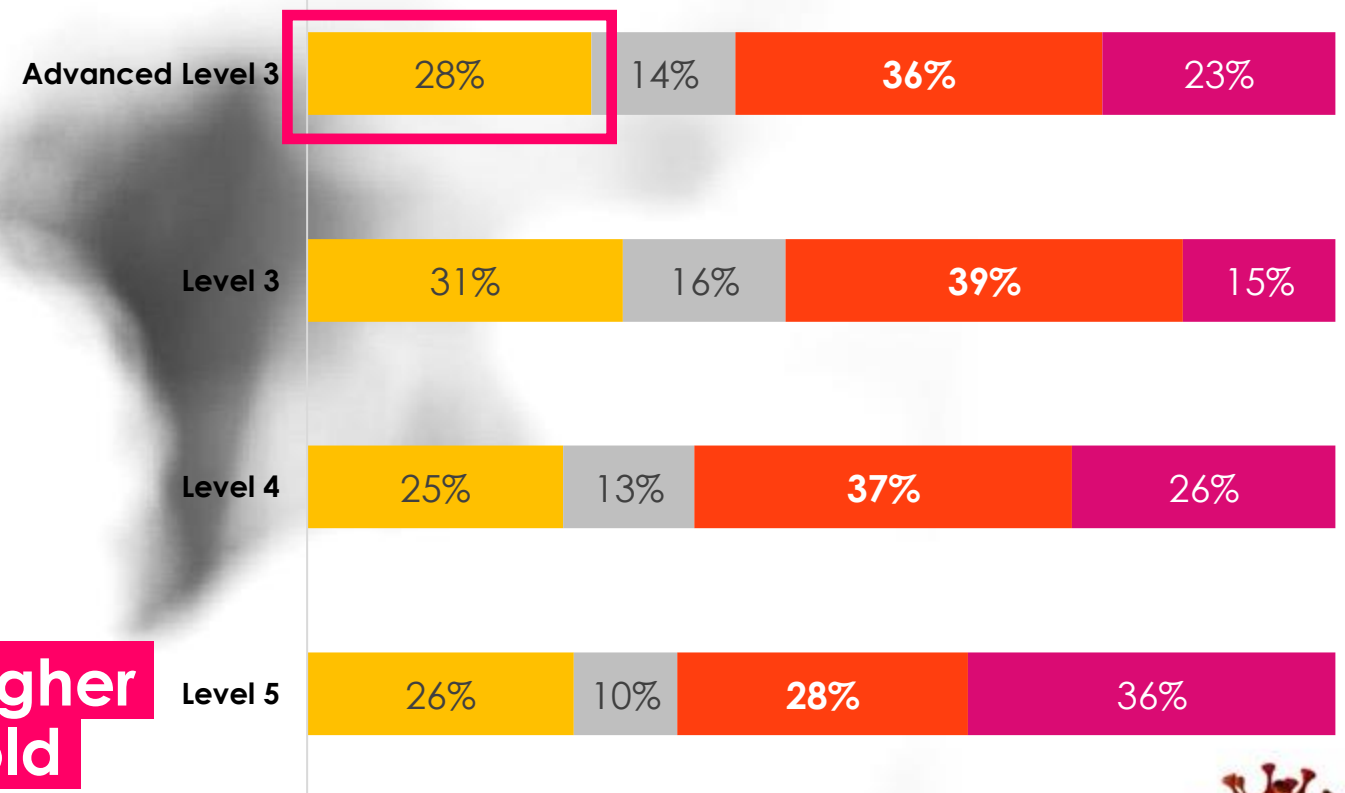
Slightly more citizens believe that the Government is supporting the people during the lockdown than in Level 3, and this sentiment is significantly higher amongst those in Mpumalanga.

COVID-19: Level 5 – Advanced Level 3



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

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



Negative sentiments are higher amongst the 15 – 34 year old respondents

Single mention
Level 5 n=378 | Level 4 n=1160 | Level 3 n=578 | Advanced Level 3 n=601



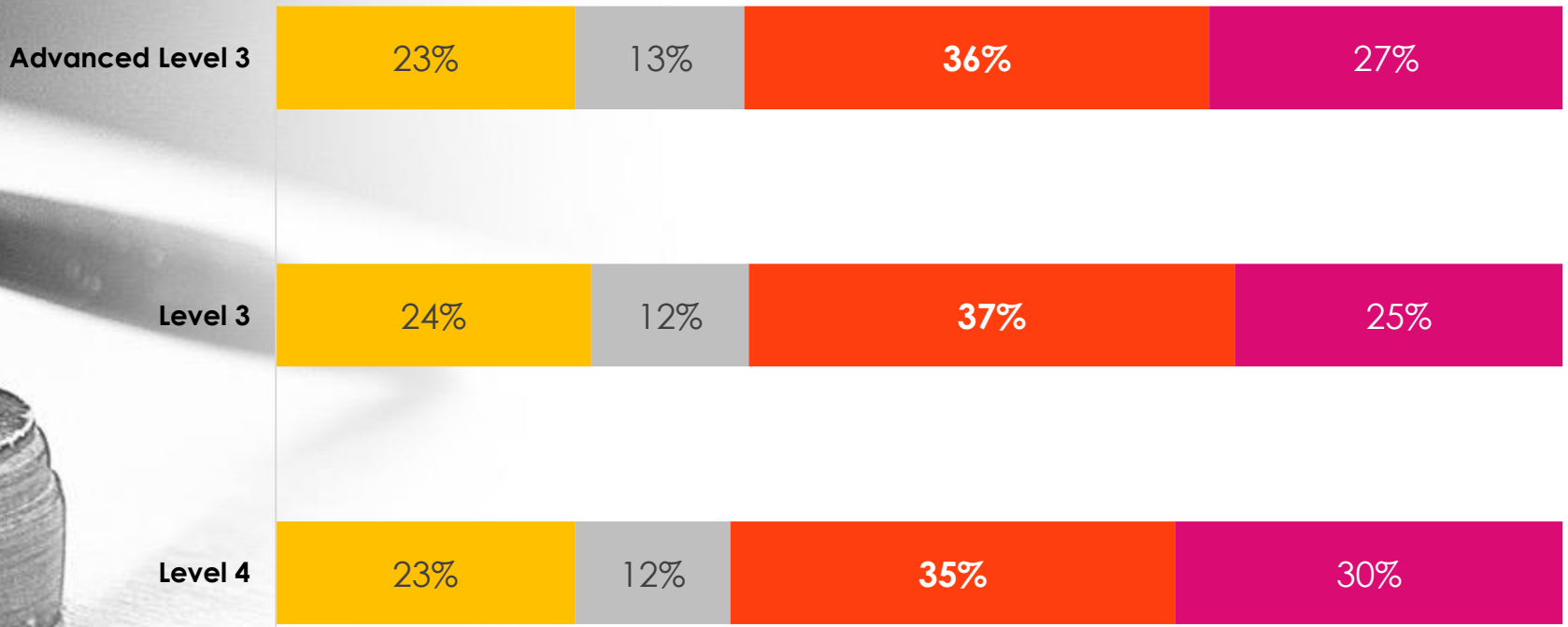
More than half of South Africans believe it is not right for the public and businesses to take the Government to court.

COVID-19: Level 4 - Advance Level 3

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



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



Single mention
Level 4 n=1524 | Level 3 n=1346 | Advanced Level 3 n=601

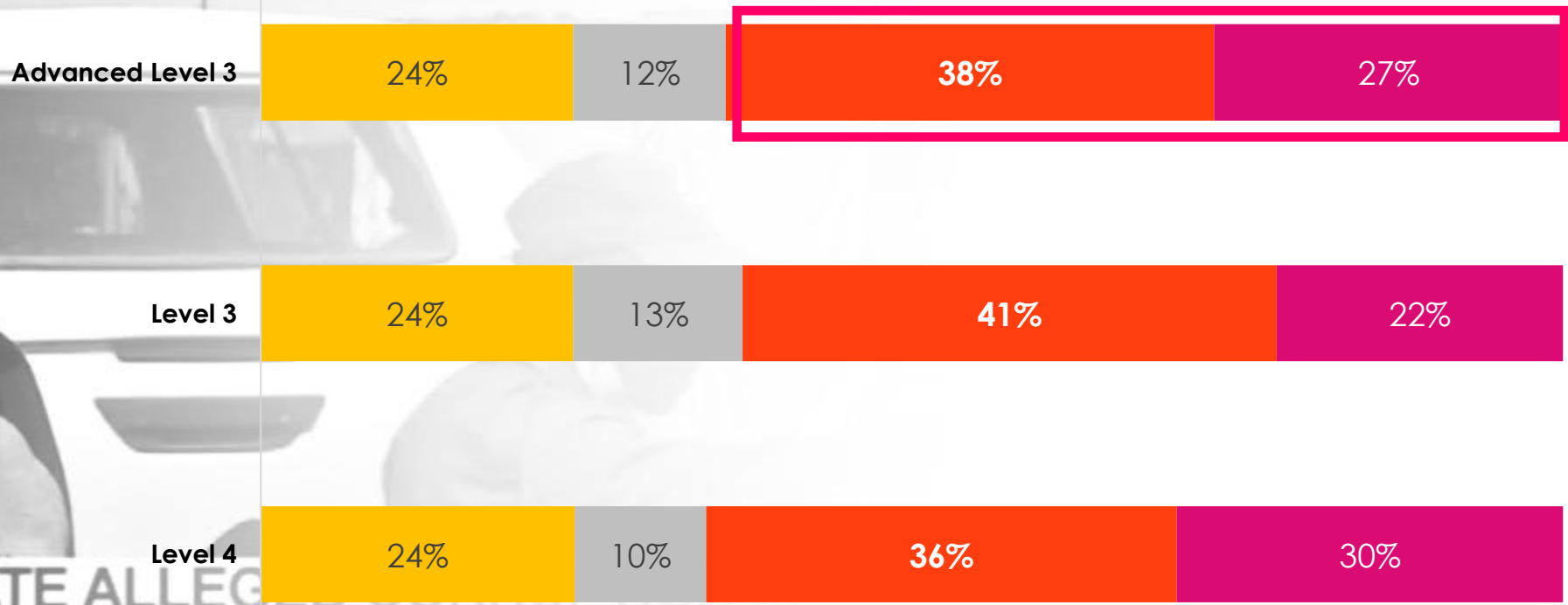


A staggering 65% of respondents are aware of COVID-19 corruption, and awareness is significantly higher amongst middle income groups

COVID-19: Level 4 - Advance Level 3

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

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



COVID-19 LOCKDOWN
HAWKS INVESTIGATE ALLEGED CORRUPTION
THE DISTRIBUTION OF FOOD PARCELS



Impact on the community

A third of respondents continue to receive poor or no basic sanitary services during the lockdown.

COVID-19: Level 5 – Advanced Level 3

Your community received basic sanitary government services during the lockdown, such as rubbish removal

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

Advanced Level 3



Level 3



Level 4



Level 5



Single mention
Level 5 n=376 | Level 4 n=1146 | Level 3 n=576 | Advanced Level 3 n=601



The majority of citizens believe that their community is complying with the guidelines, although one in four are not acting as responsible change agents.

COVID-19: Level 5 – Advanced Level 3

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

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

Advanced Level 3



Level 3



Level 4



Level 5



Single mention
 Level 5 n=340 | Level 4 n=1162 | Level 3 n=585 | Advanced Level 3 n=601



South Africans believe that there is a great sense of community and care for others during the lockdown.

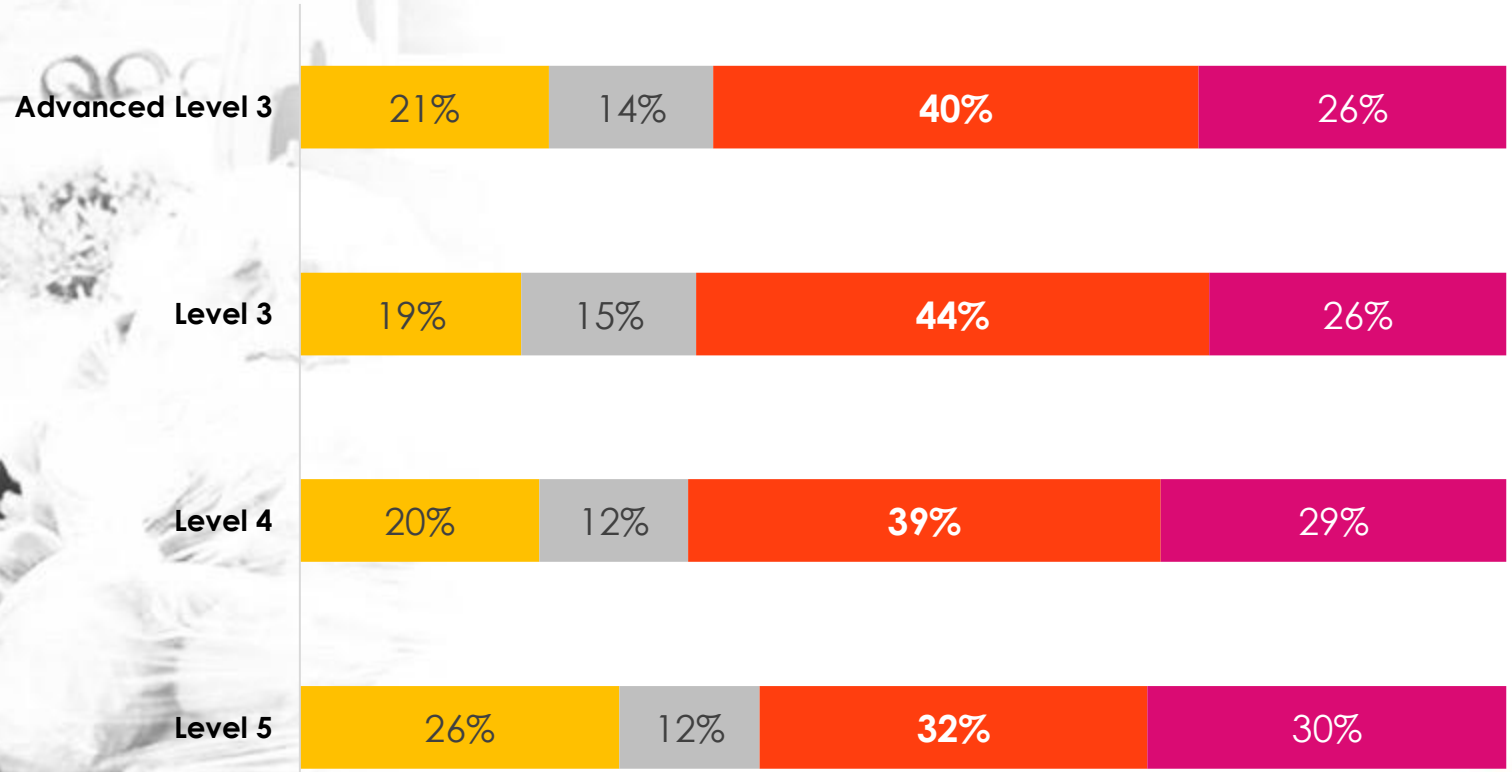
COVID-19: Level 5 – Advanced Level 3



Perceived levels of Ubuntu are significantly lower in White communities

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

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



Single mention
Level 5 n=336 | Level 4 n=1144 | Level 3 n=572 | Advanced Level 3 n=601



South Africans believe that there is a great sense of community and care for others during the lockdown.

COVID-19: Level 5 – Advanced Level 3



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

Ubuntu is lower amongst upper (R475K p/a +) and middle income (R133k-R476k p/a) groups as compared to lower income groups (R0-133k p/a)

Single mention

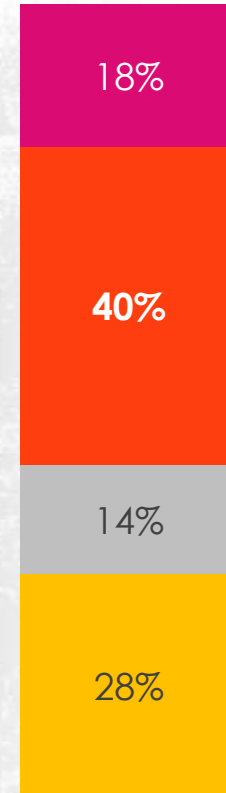
Level 5 n=336 | Level 4 n=1144 | Level 3 n=572 | Advanced Level 3 n=601



A sense of Ubuntu is prevalent in communities, however, more so in terms of social sacrifice than resource sharing.

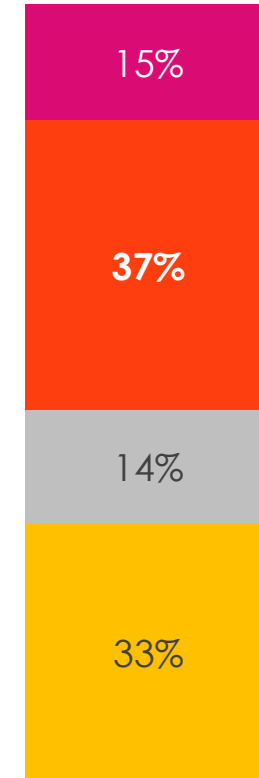
COVID-19: Advanced Level 3

One in two agree their community are willing to give up socializing to keep each other safe



People in my community are willing to give up on things like socialising to keep others safe

Older generations are more likely to feel supported by their community than those younger than 35 years.



People in my community share resources like food and water so that others don't go hungry

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

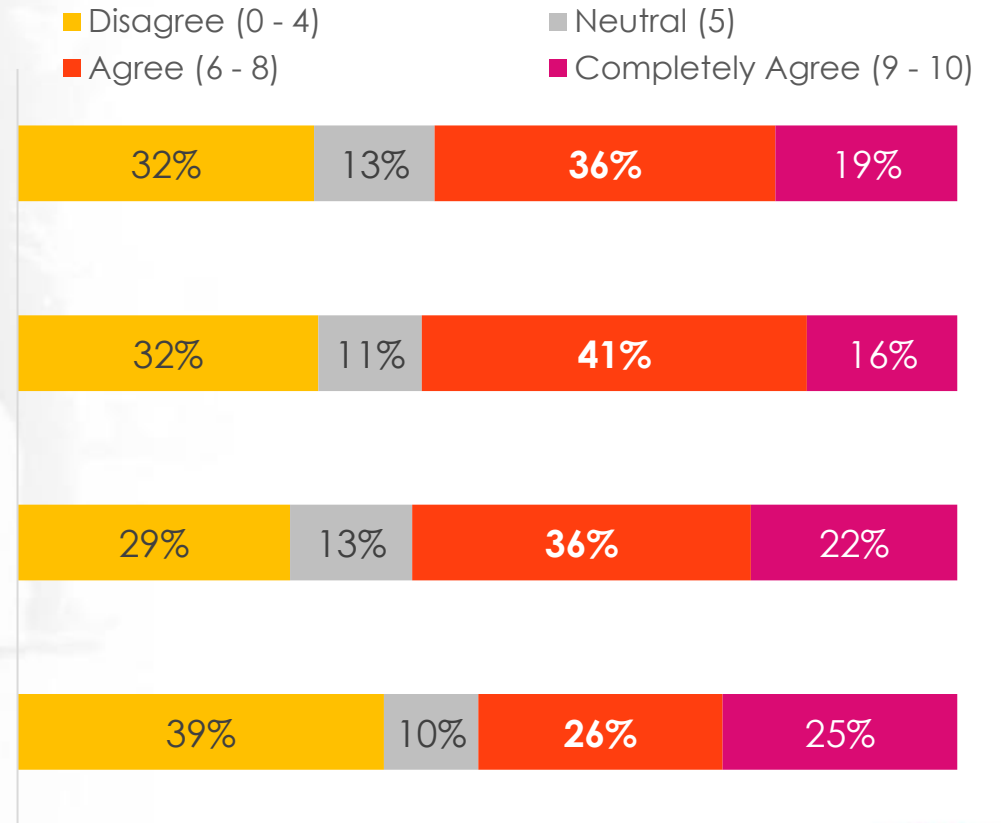
Single mention
Advanced Level 3 n=601

A third of citizens continue to disagree, that they can access any community support, should they need it.

COVID-19: Level 5 – Advanced Level 3

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

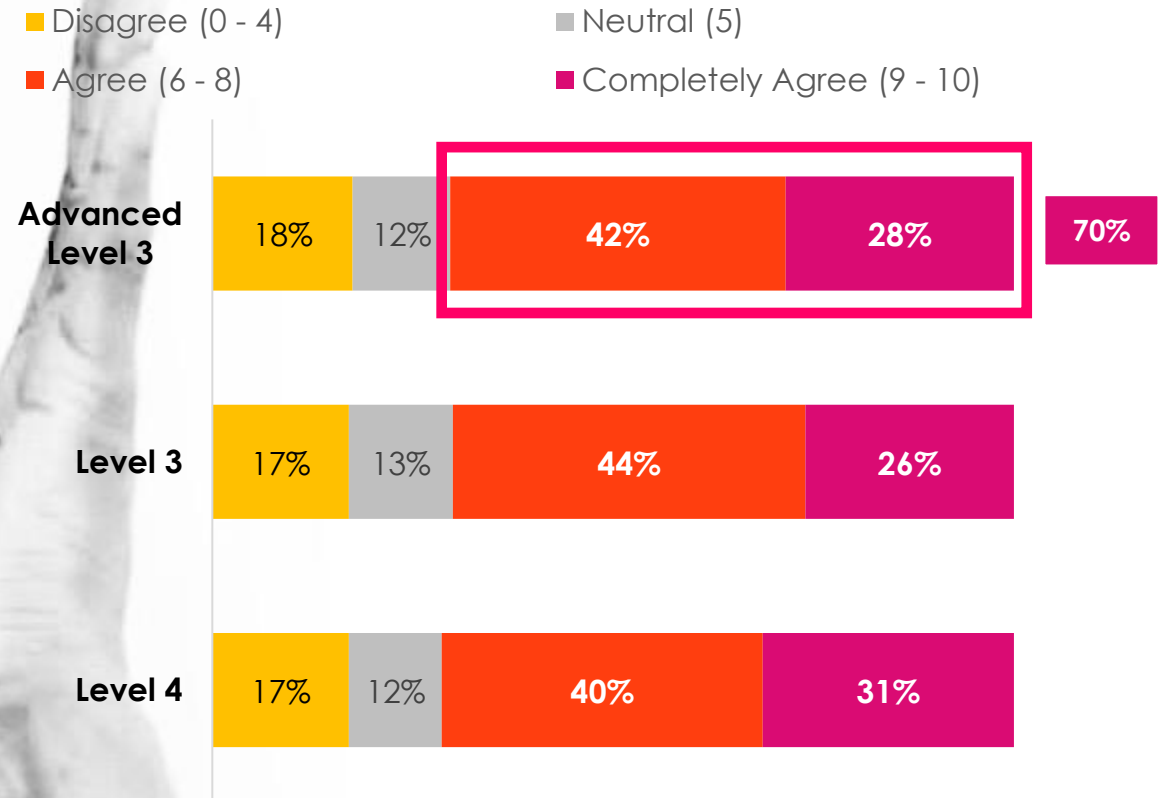
Lower income groups have significantly higher levels of community support.



Single mention
Level 5 n=330 | Level 4 n=1147 | Level 3 n=574 | Advanced Level 3 n=601

Levels of frustration around the lockdown remain high in communities (70%).

COVID-19: Level 4 – Advanced Level 3



Crime and gender-based violence

Many citizens don't trust the Police or SANDF to keep them safe during the lockdown, a persistent trend since the start of the lockdown. Women and 15 – 34 year old's have significantly lower levels of trust.

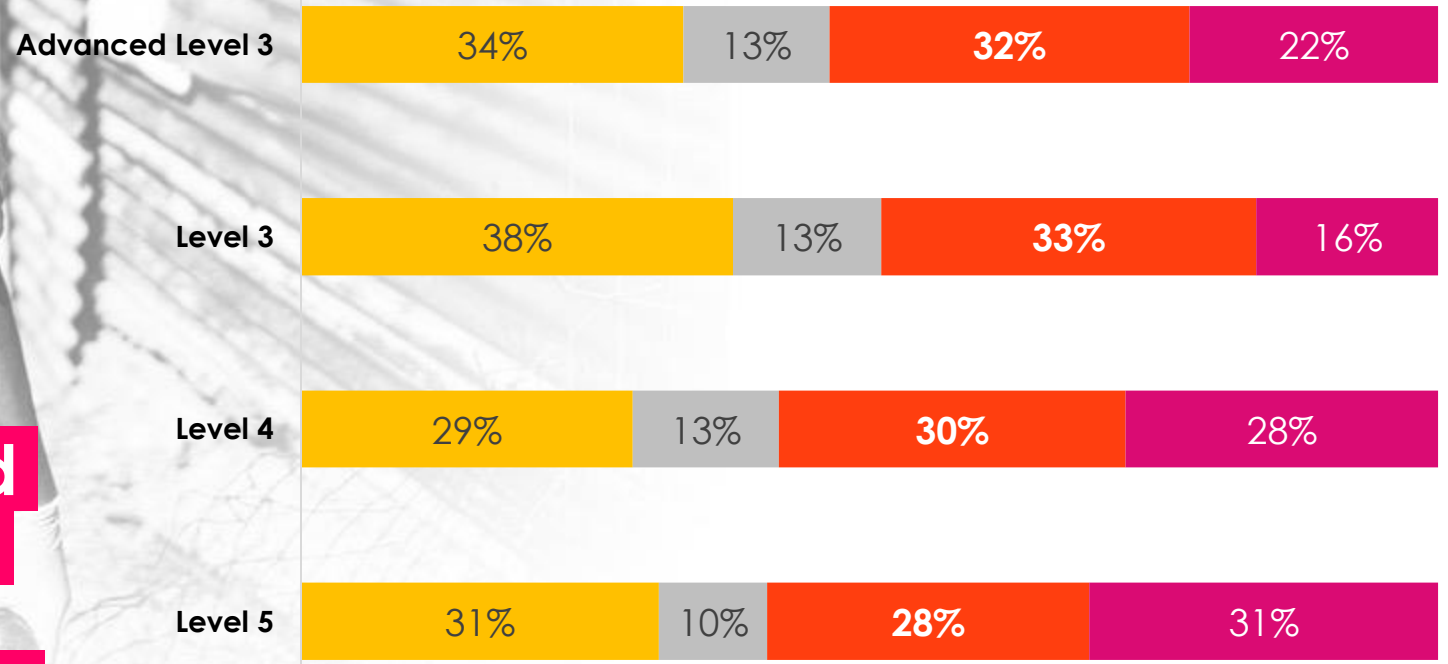
COVID-19: Level 5 – Advanced Level 3



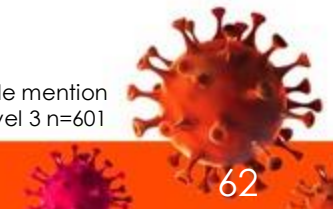
Those in Limpopo and lower income groups have significantly higher levels of trust in SAPS and SANDF

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

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



Single mention
Level 5 n= 378 | Level 4 n=1549 | Level 3 n=1365 | Advanced Level 3 n=601



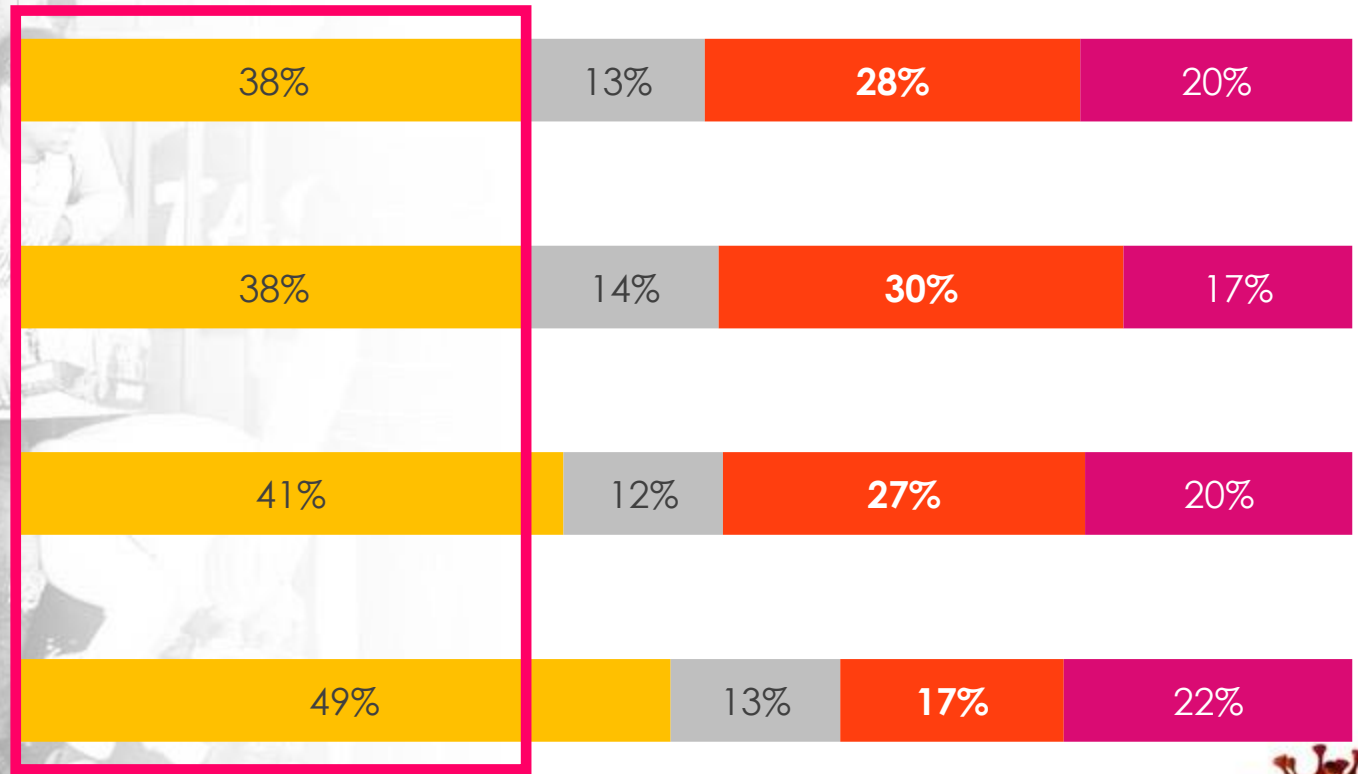
Citizens fear that crime will increase due to the lockdown. Women and those older than 35 have higher levels of fear that crime may increase.

COVID-19: Level 5 – Advanced Level 3



Crime will increase due to the lockdown

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



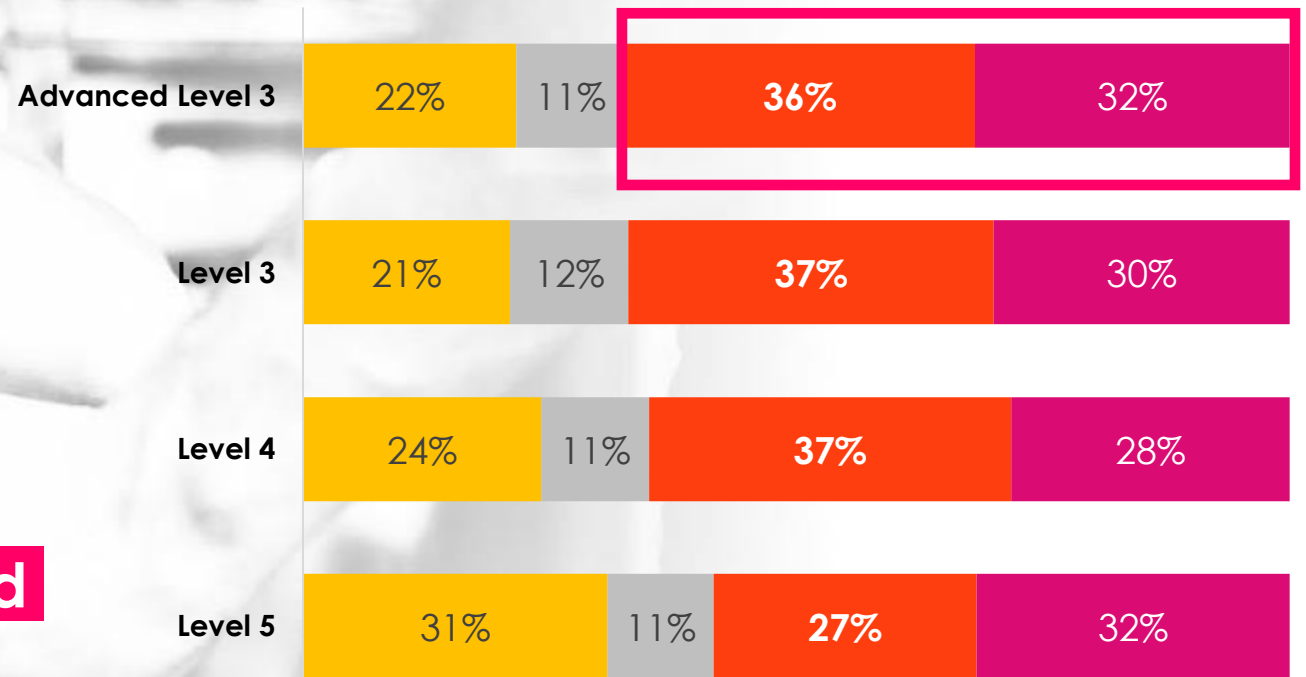
Significantly more people in Gauteng and Limpopo believe that DV and GBV will increase during the lockdown.

COVID-19: Level 5 – Advanced Level 3



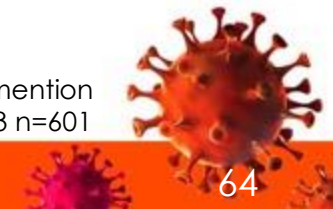
Domestic violence and gender-based violence will increase due to the lockdown

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



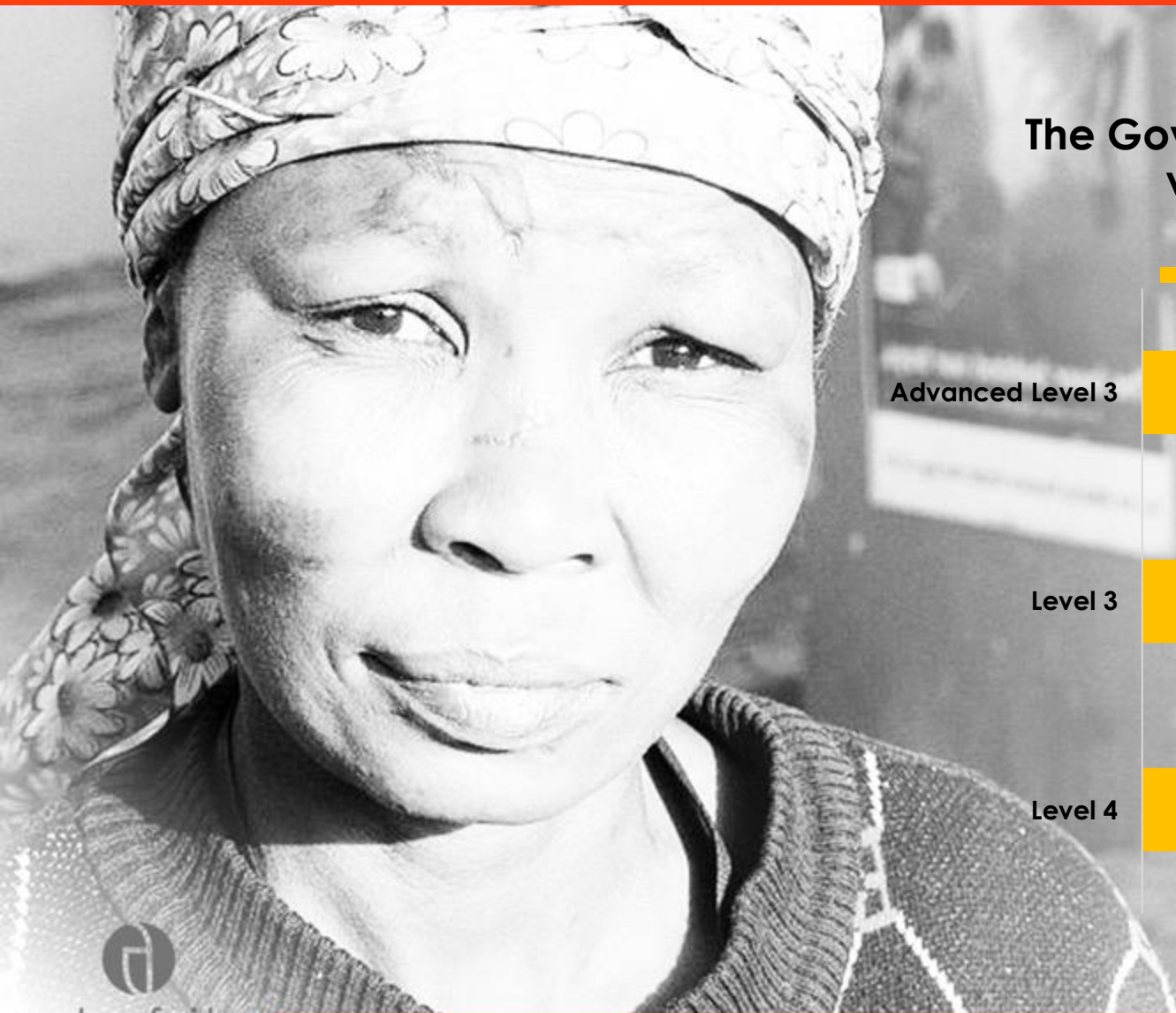
Public perception of increased DV and GBV is significantly higher amongst middle and upper income groups

Single mention
Level 5 n= 353 | Level 4 n=1460 | Level 3 n=1336 | Advanced Level 3 n=601



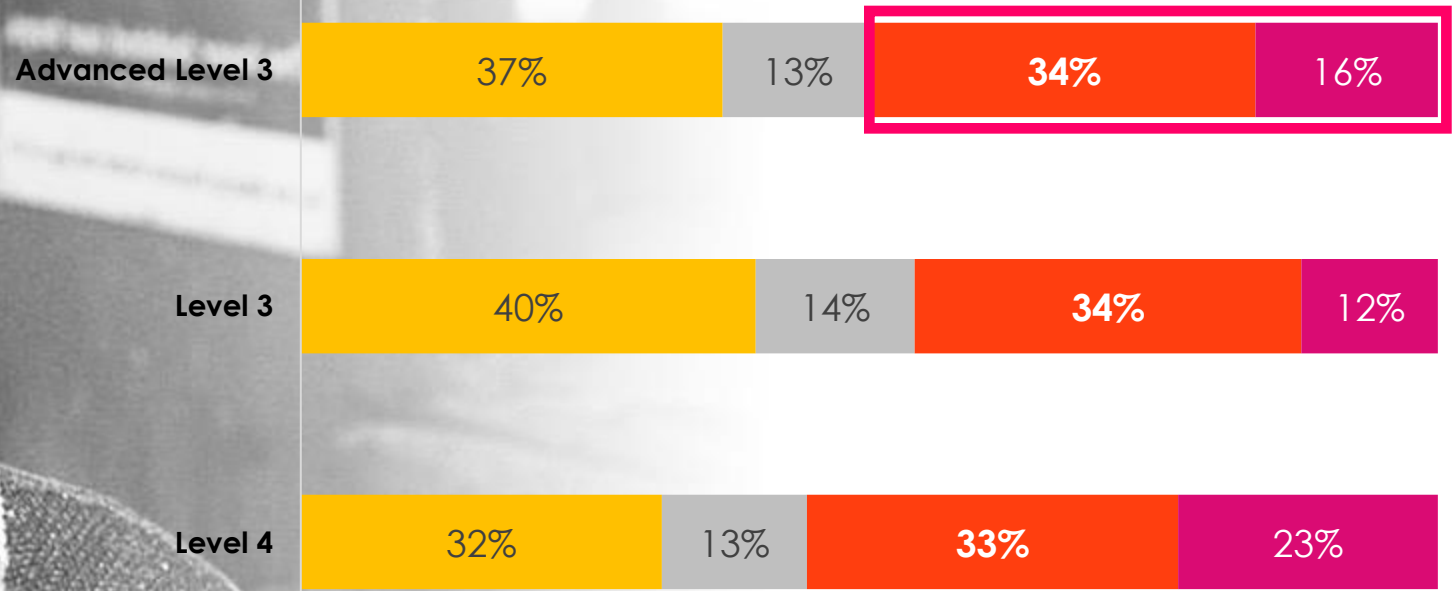
Only 50% of respondents feel that the Government is supporting victims of GBV during the lockdown.

COVID-19: Level 4 – Advanced Level 3



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

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

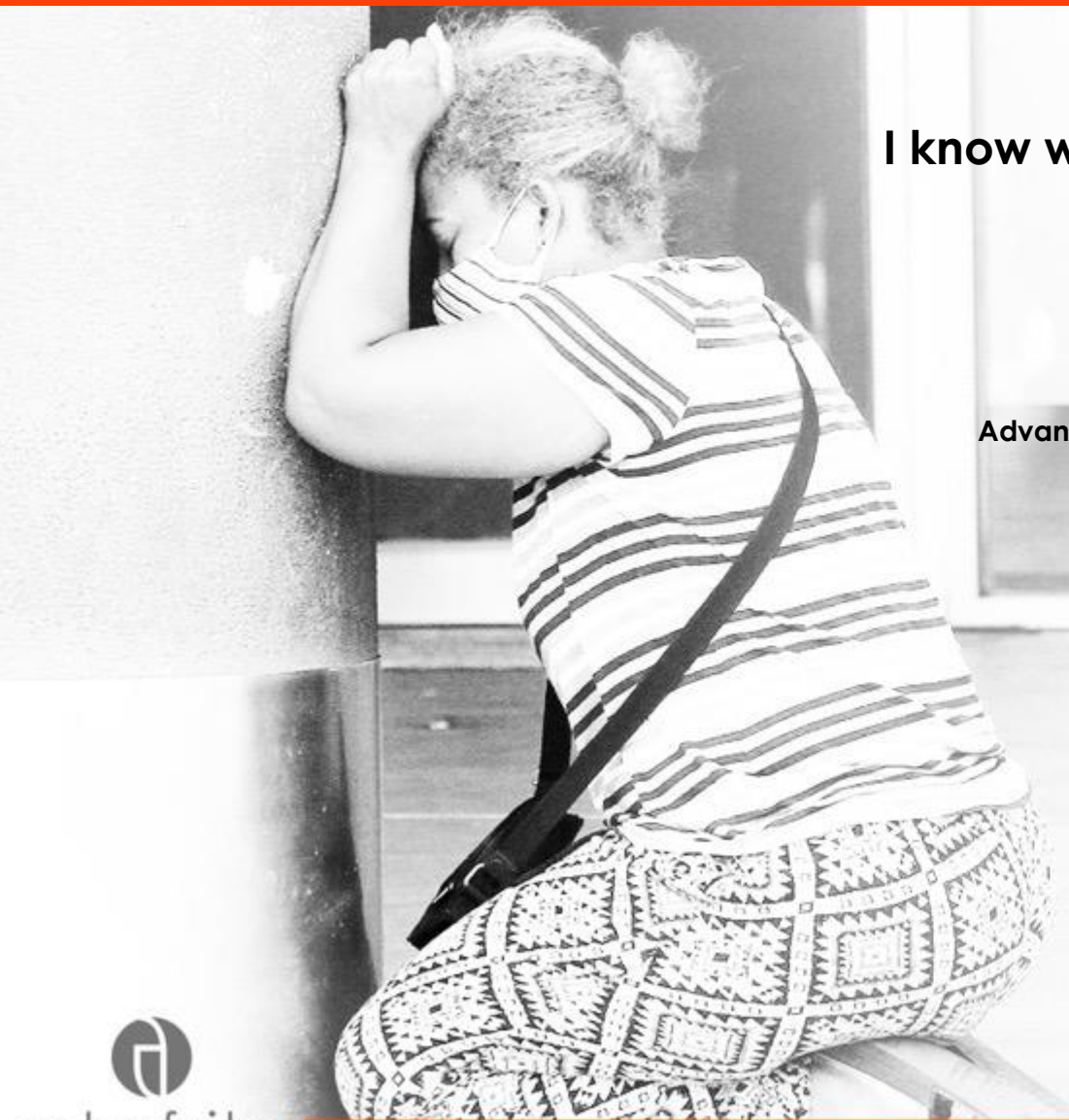


Single mention
Level 4 n=932 | Level 3 n=1323 | Advanced Level 3 n=601

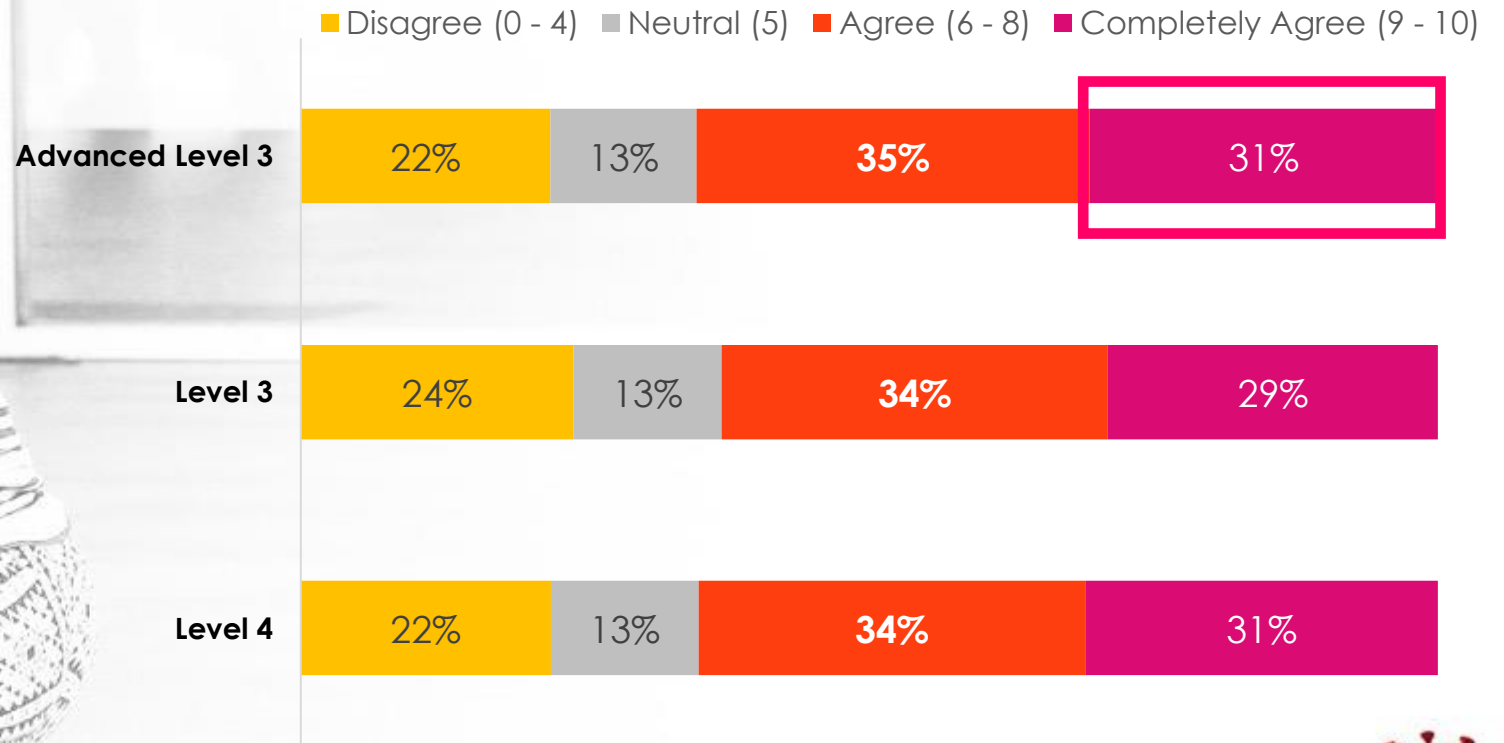


Only 31% of South Africans are completely sure of what to do if they or someone they know is affected by gender-based violence. Awareness is higher amongst middle income than lower income groups.

COVID-19: Level 4 – Advanced Level 3



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



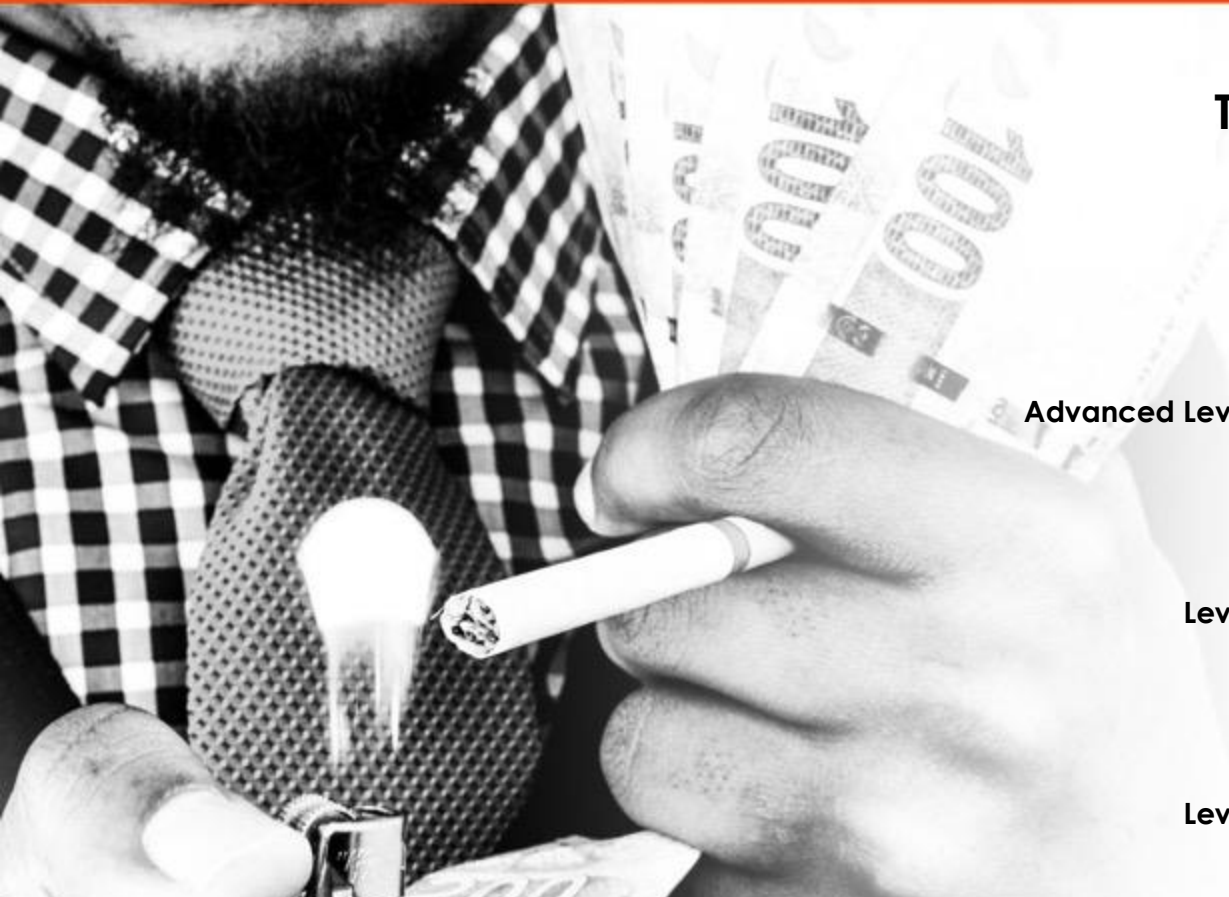
Single mention
Level 4 n=963 | Level 3 n=1346 | Advanced Level 3 n=601



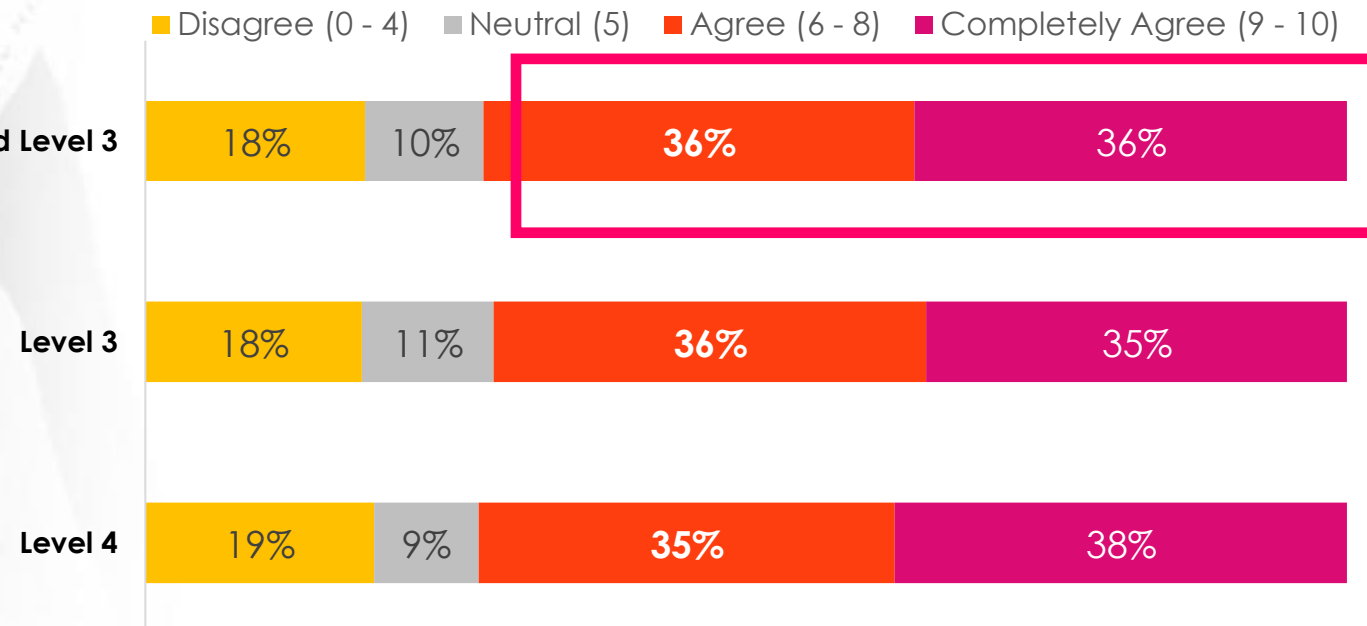
Tobacco and alcohol

The ban on alcohol and tobacco products during the lockdown have left many to feel that they illegal trade has increased in their communities.

COVID-19: Level 4 – Advanced Level 3



The ban on selling alcohol and tobacco product has increased illegal trading in my community



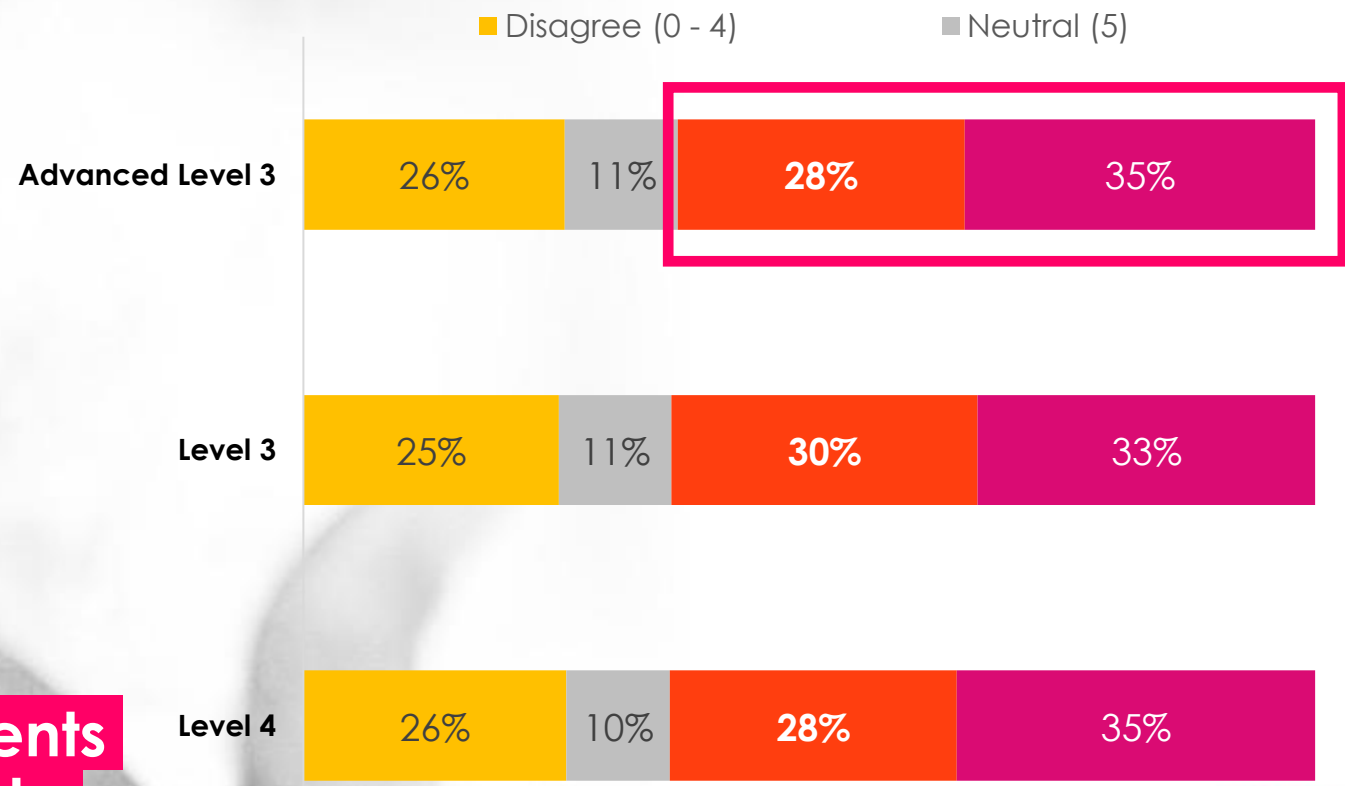
Illicit cigarettes on the market seem to be of poor quality, yet many smokers continue to purchase these illegal brands from others.



63% of citizens support the bans on tobacco and alcohol

COVID-19: Level 4 – Advanced Level 3

The ban on alcohol and tobacco are important



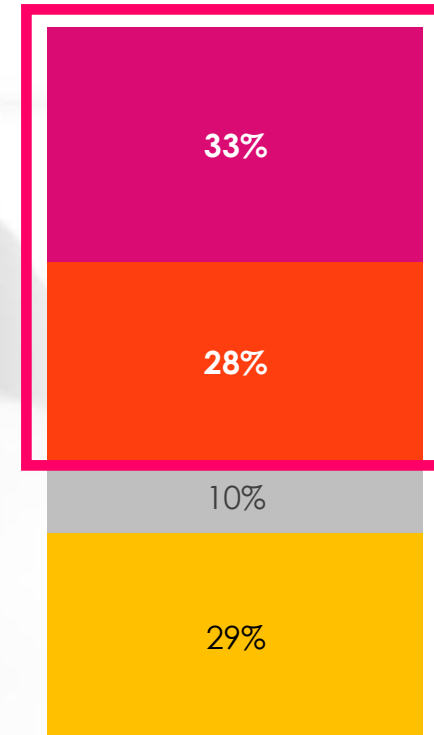
Women and Black respondents are significantly more likely to agree that the ban is important.



61% of respondents believe that the ban on the sale of tobacco is important.

COVID-19: Level 3 - Advanced Level 3

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



The ban on the sale of tobacco is important

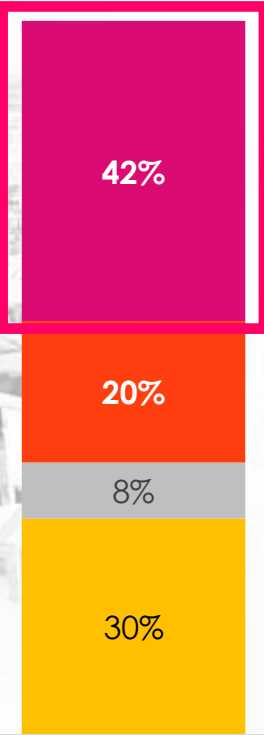
Single mention
Level 3 n=959 | Advanced Level 3 n=601



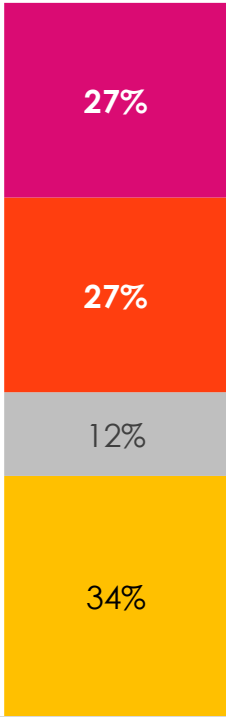
Citizens are more understanding about the restrictions on buying tobacco products, compared to not being allowed to go to the hairdresser or having a limited selection of clothing to purchase.

COVID-19: Level 4 – Advanced Level 3

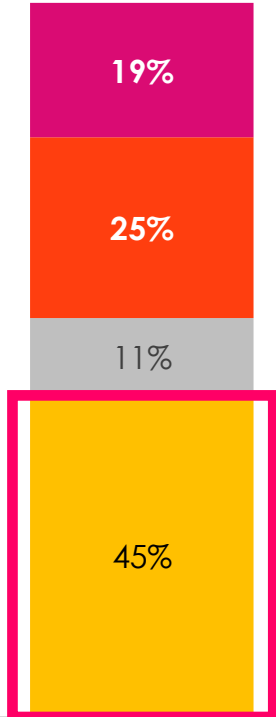
Disagree (0 - 4) Neutral (5) Agree (6 - 8) Completely Agree (9 - 10)



Not being allowed to buy tobacco products make sense



Not being allowed to go to the hairdresser makes sense



The limitation on the type of clothing items on sale makes sense

Single mention
Level 4 n=400 | Level 3 n=960 | Advanced Level 3 n=601



COVID-19 Behaviours & Perceptions

17% of respondents believe that when they contract COVID-19 it is the Governments responsibility to aid them to get well.

COVID-19: Level 5 - Advanced Level 3

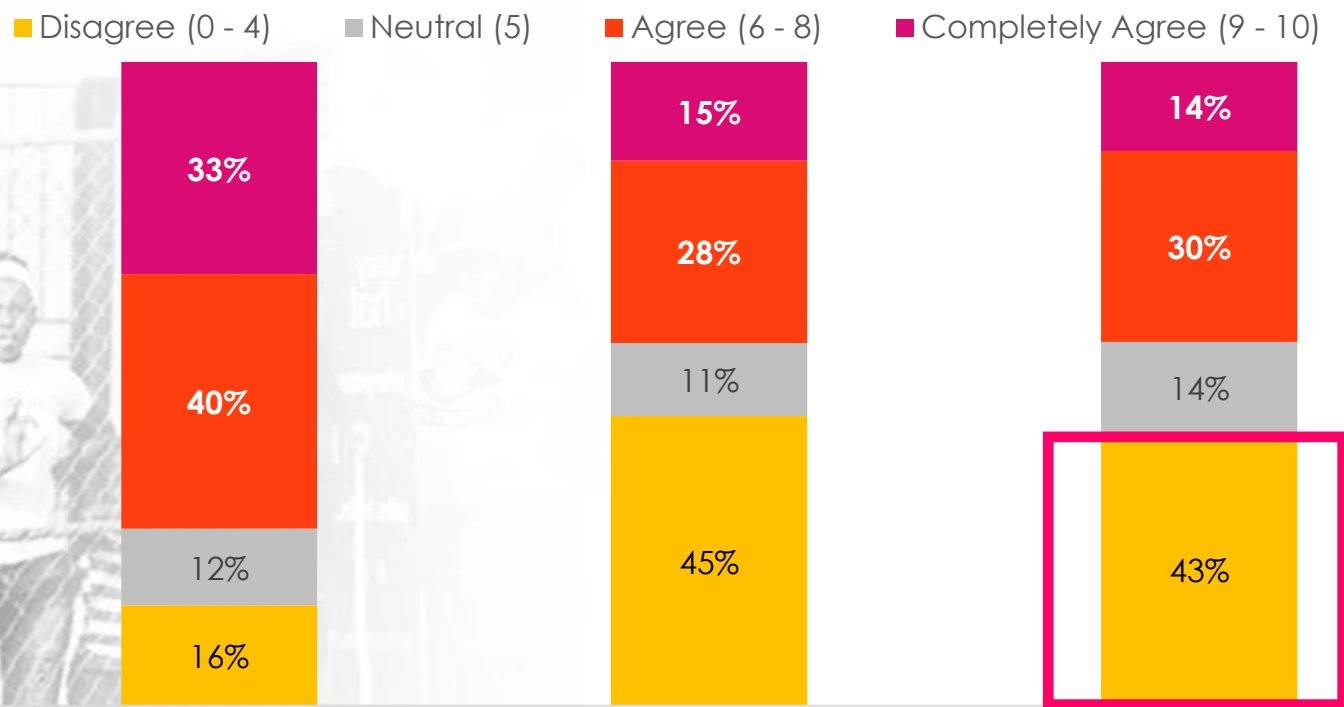
Lower income groups are more likely to believe that the Government should take care of them when they contract COVID-19 than middle or upper income groups



Nearly 50% of people believe that the lockdown rules are too strict, and many are breaking rules which put others at risk.

COVID-19: Level 4 & Advanced Level 3

Significantly more people in Gauteng don't believe that the lockdown rules are too strict



Many people are breaking lockdown rules and putting us at risk

The national lock-down should end immediately, without lockdown levels for gradual reopening.

The lockdown rules are too strict

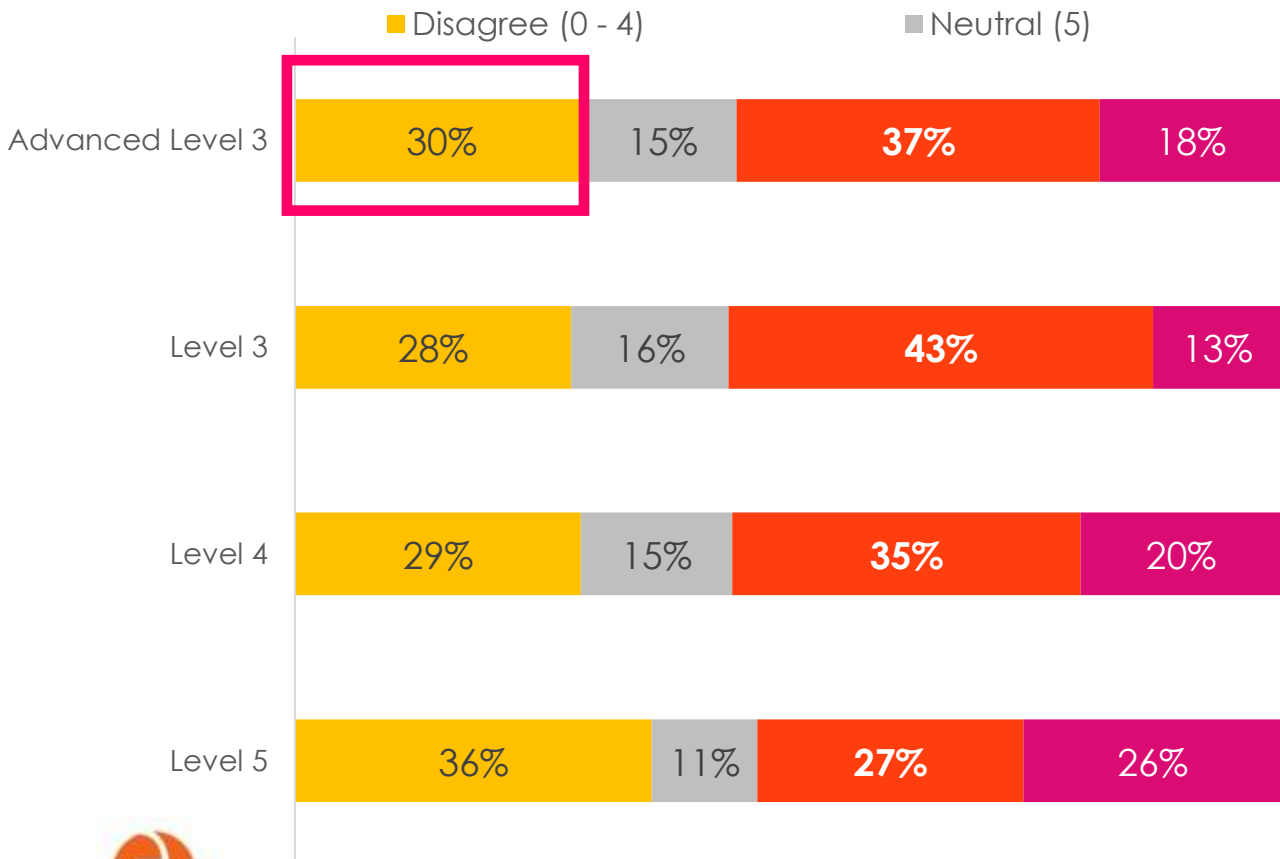
Single mention
Level 4 n=1158 | Level 3 n=587 | Advanced Level 3 n=601



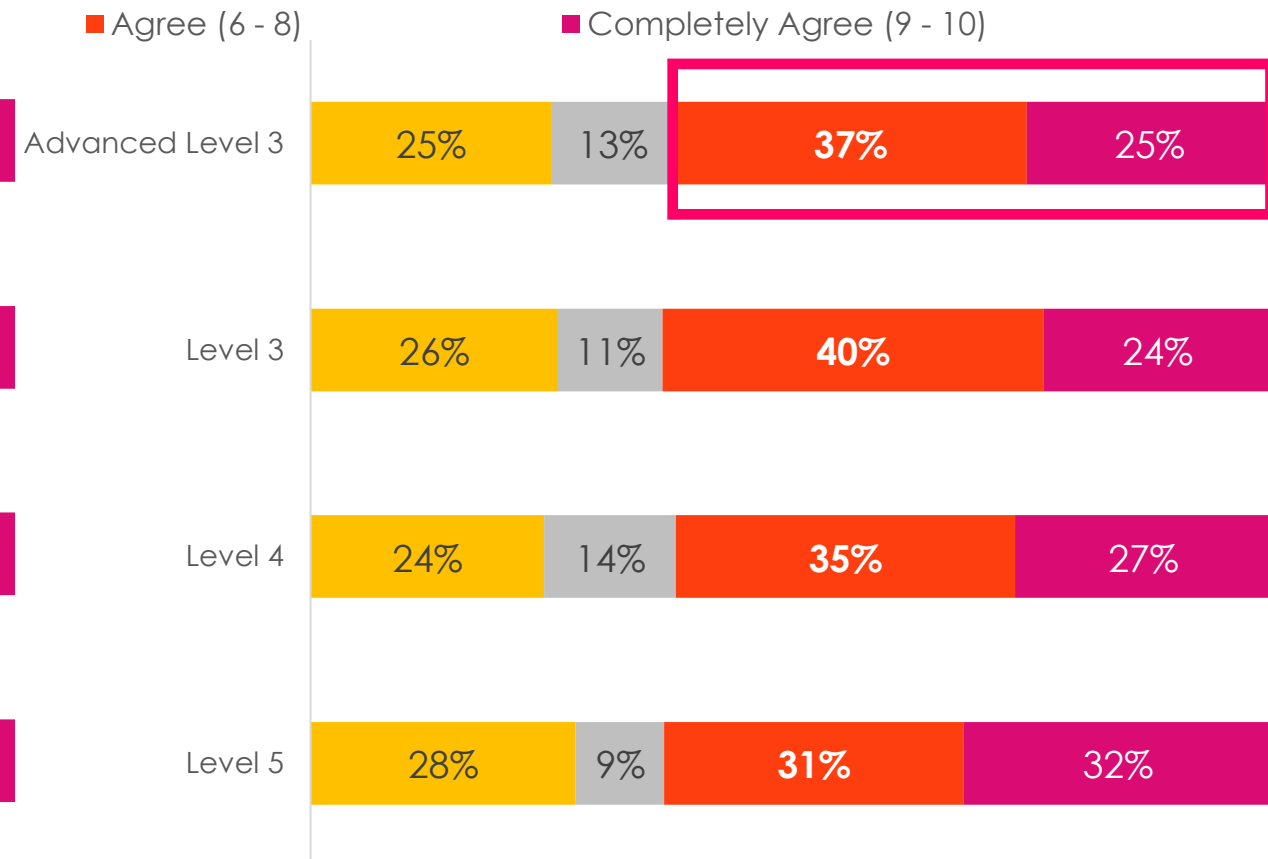
Fewer people are committed to social isolation than in level 4, and middle income groups are more likely to be committed than lower income groups.

COVID-19: Level 5 – Advanced Level 3

People are committed to social isolation



People are staying at home to keep others safe

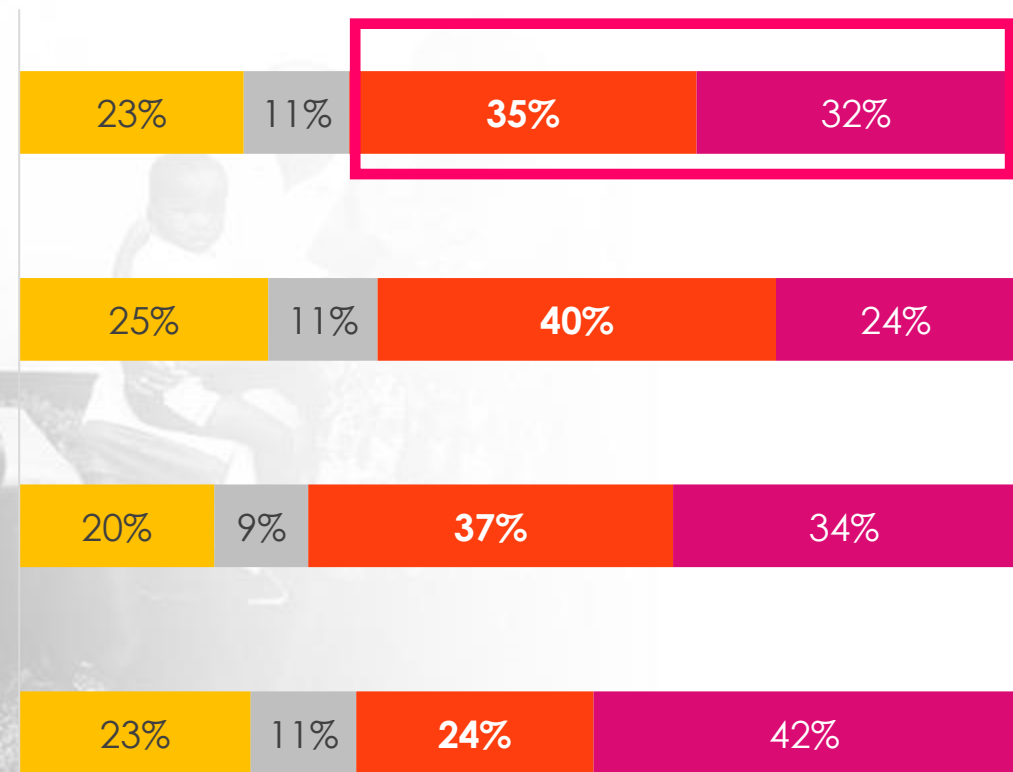


Social support obligations are slowly reducing through advanced level 3.

COVID-19: Level 5 – Advanced level 3

I am responsible for more people than my own direct family

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



Upper income groups are significantly less likely to mention that they are responsible for extended family than mid and lower income groups

Single mention
Level 5 n=340 | Level 4 n=1155 | Level 3 n=583 | Advanced Level 3 n=601

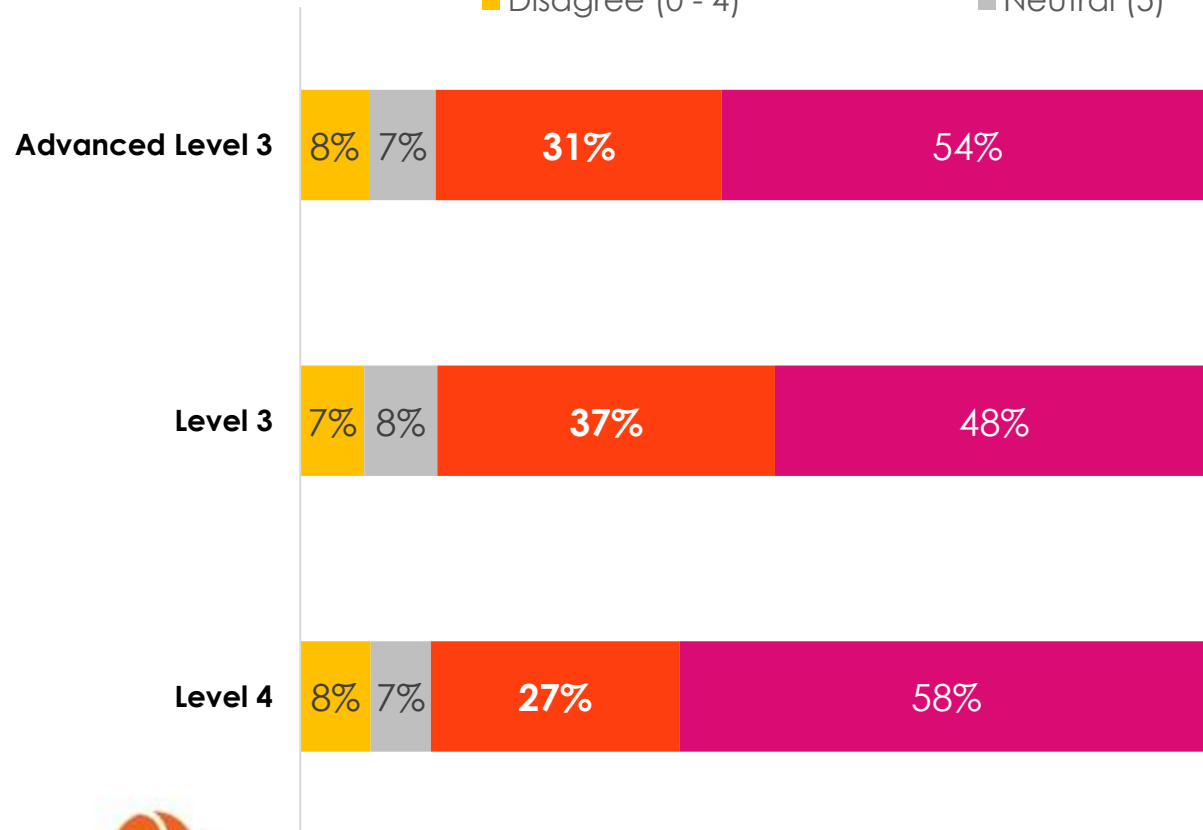


Most citizens believe that they are playing their part in curbing the spread of the virus.

COVID-19: Level 4 – Advanced Level 3

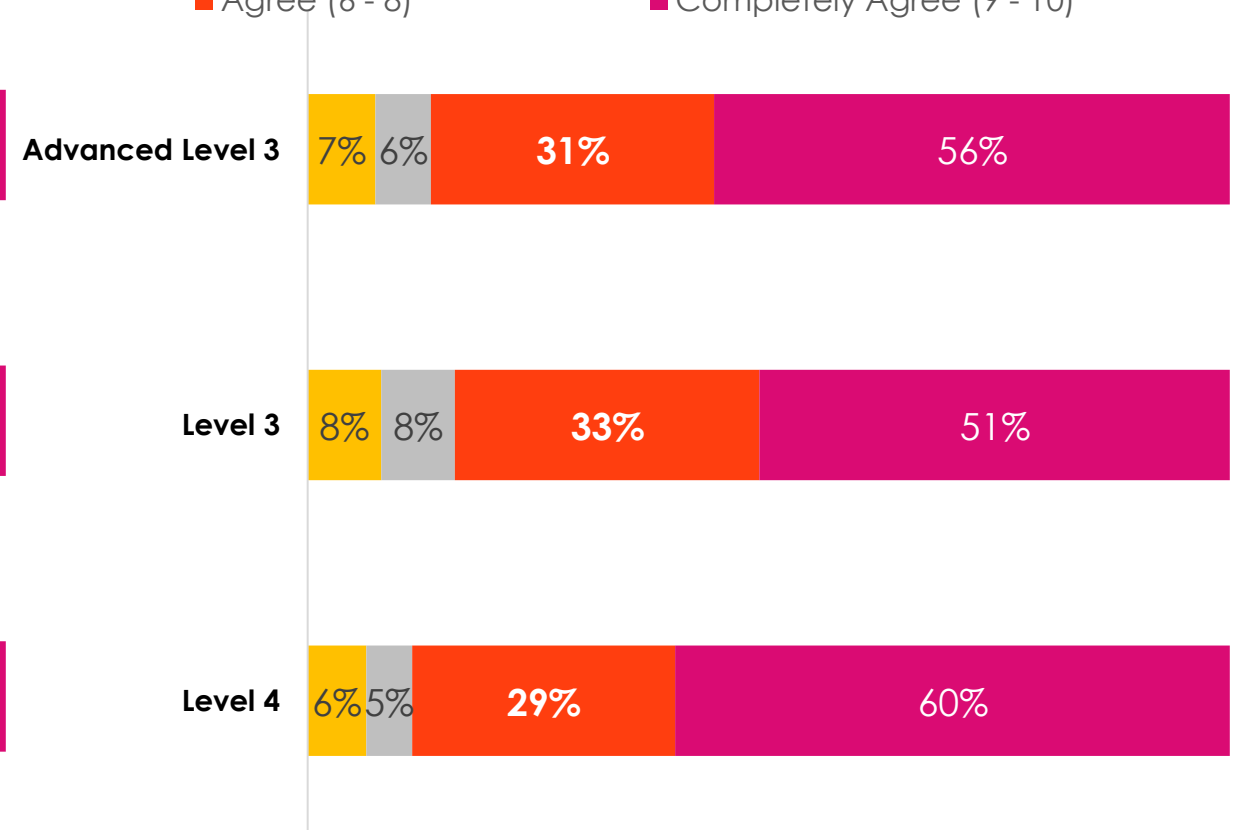
I have reduced social interaction to prevent infection

Disagree (0 - 4) Neutral (5)



I have listened to the government's call and try to stay home

Agree (6 - 8) Completely Agree (9 - 10)

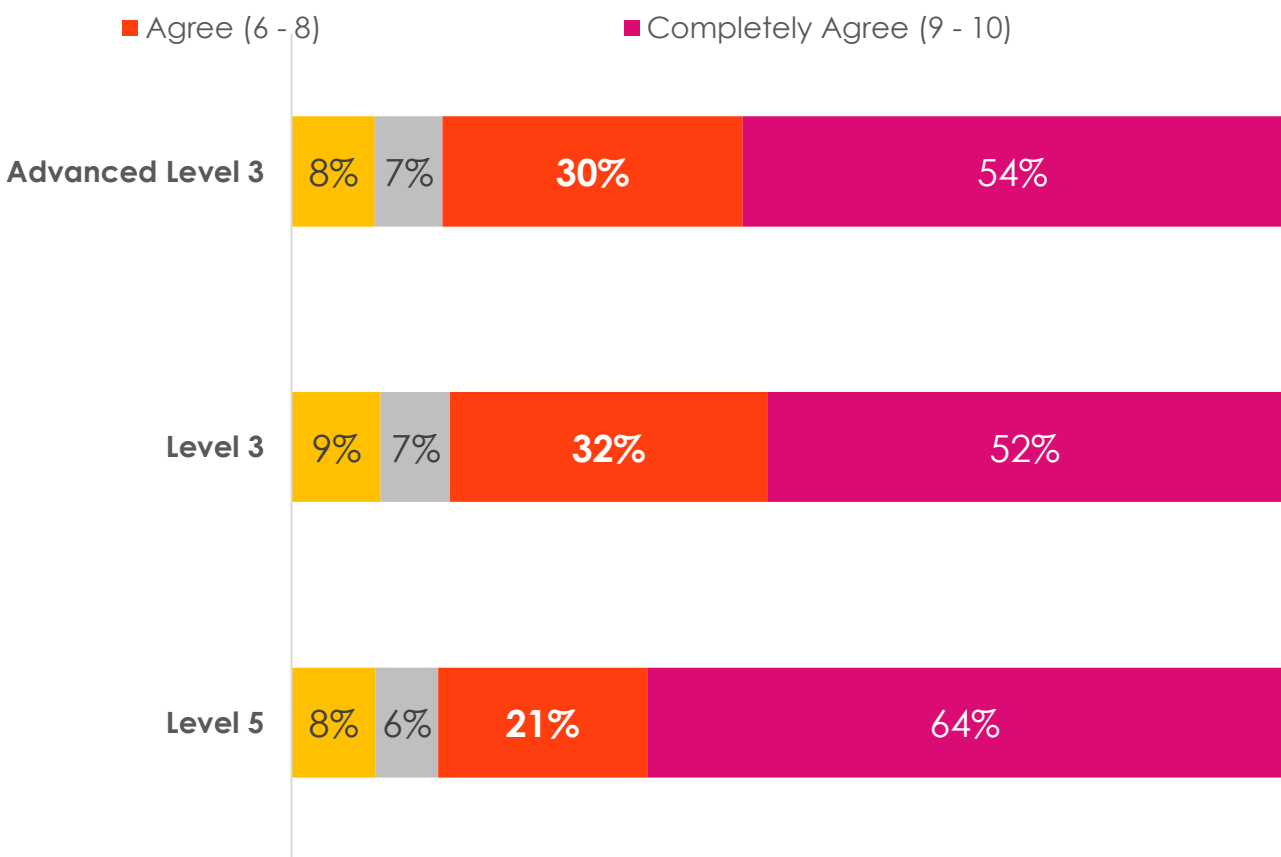
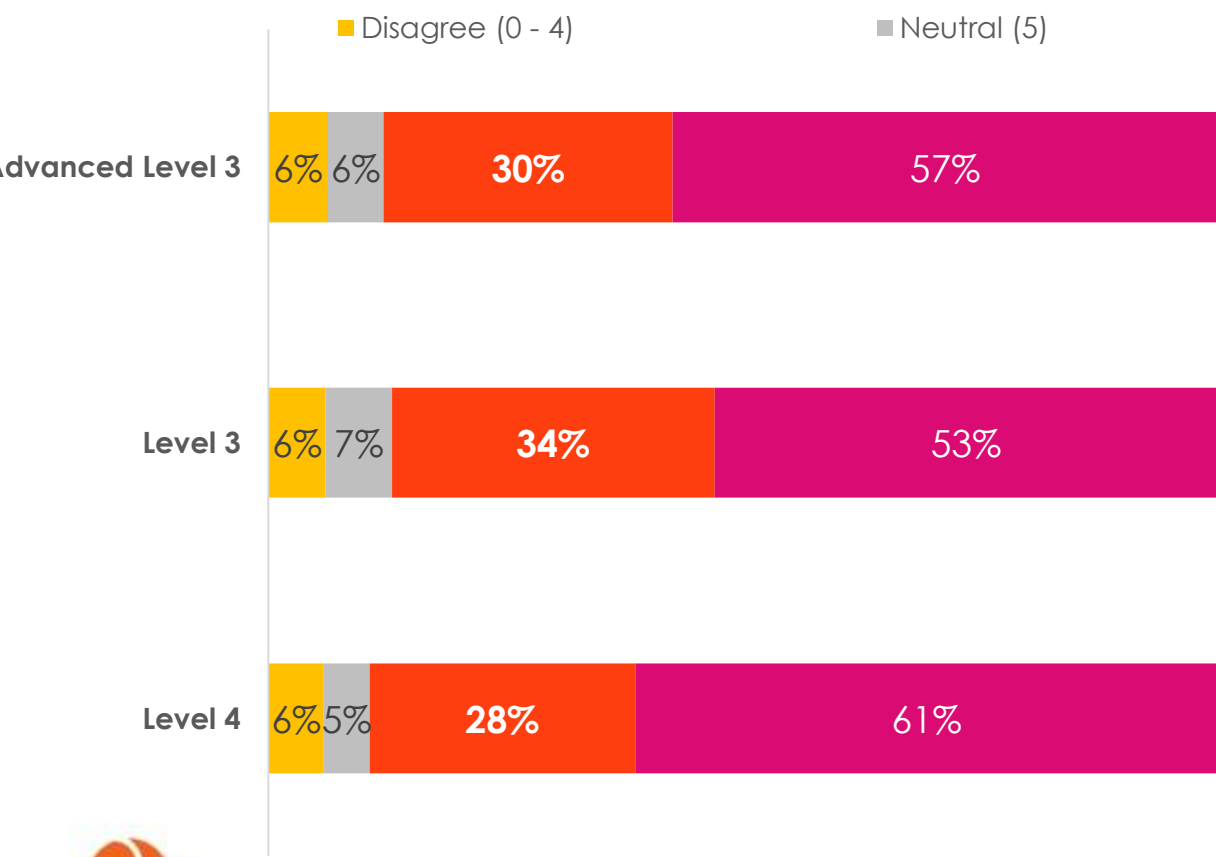


Handwashing behaviors have increased indicating greater awareness of how the virus spreads to prevent it from spreading. Self-reported handwashing is significantly higher in the Free State.

COVID-19: Level 5/4 - Advanced Level 3

I understand that I must play my part in beating this virus

I wash my hands more frequently than in the past



Single mention
Level 4 n=1561 | Level 3 n=959

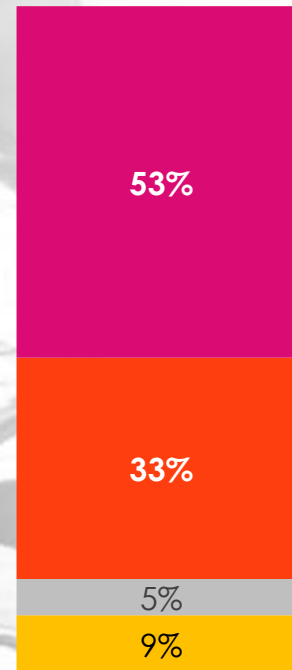
Single mention
Level 5 n=379 | Level 3 n=959 | Advanced Level 3 n=601

Citizens are committed to sanitizing their hands.

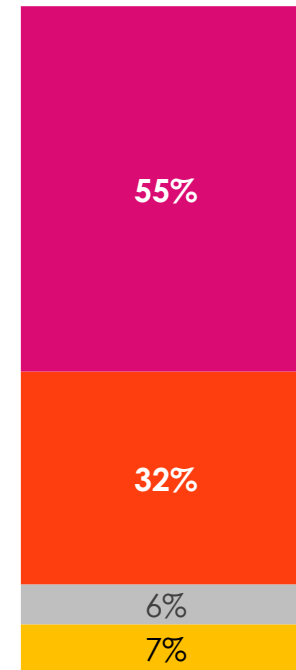
COVID-19: Level 3 and Advanced Level 3 cumulative

I will continue to sanitise my hands when going to outside of my house at the store

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



Level 3



Advanced Level 3

Single mention
Level 3 n=959 | Advanced Level 3 n=569

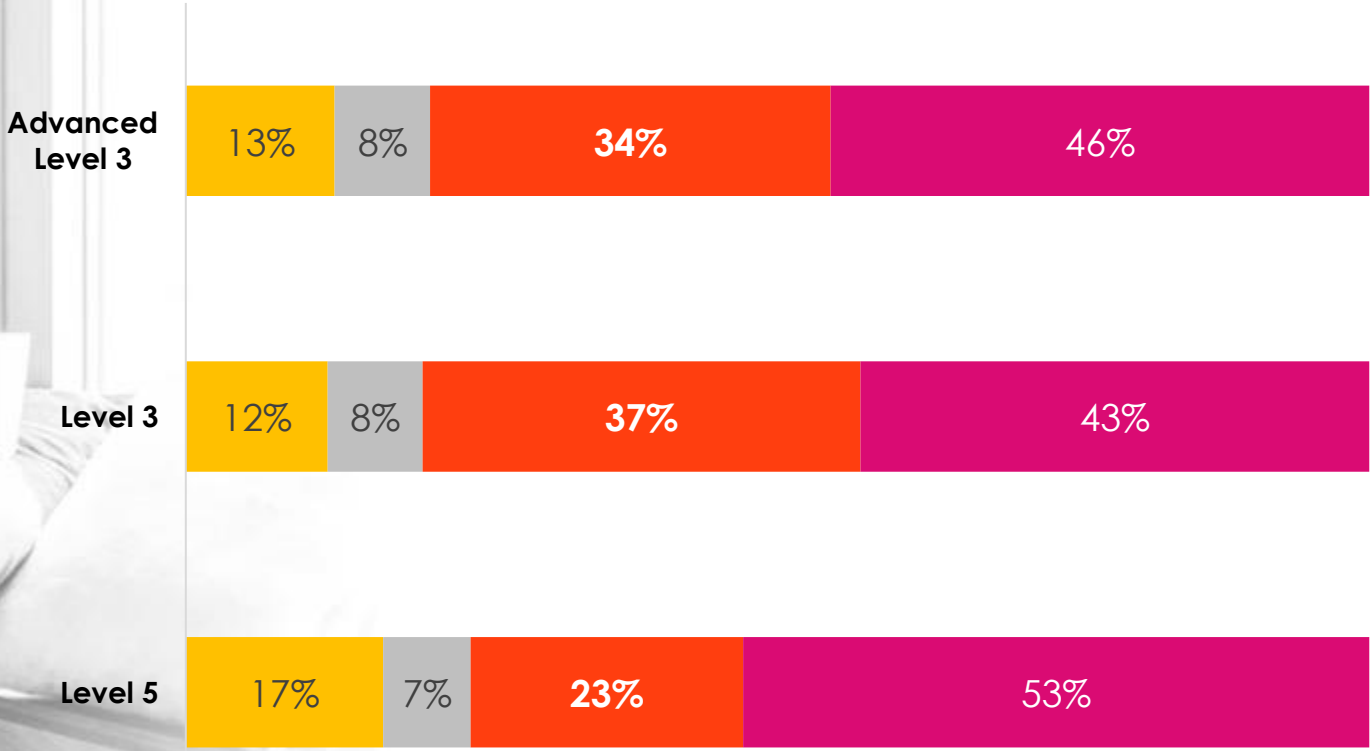
Most respondents noted that they can self-isolate.

COVID-19: Level 5 & Advanced Level 3



I am able to self-isolate

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



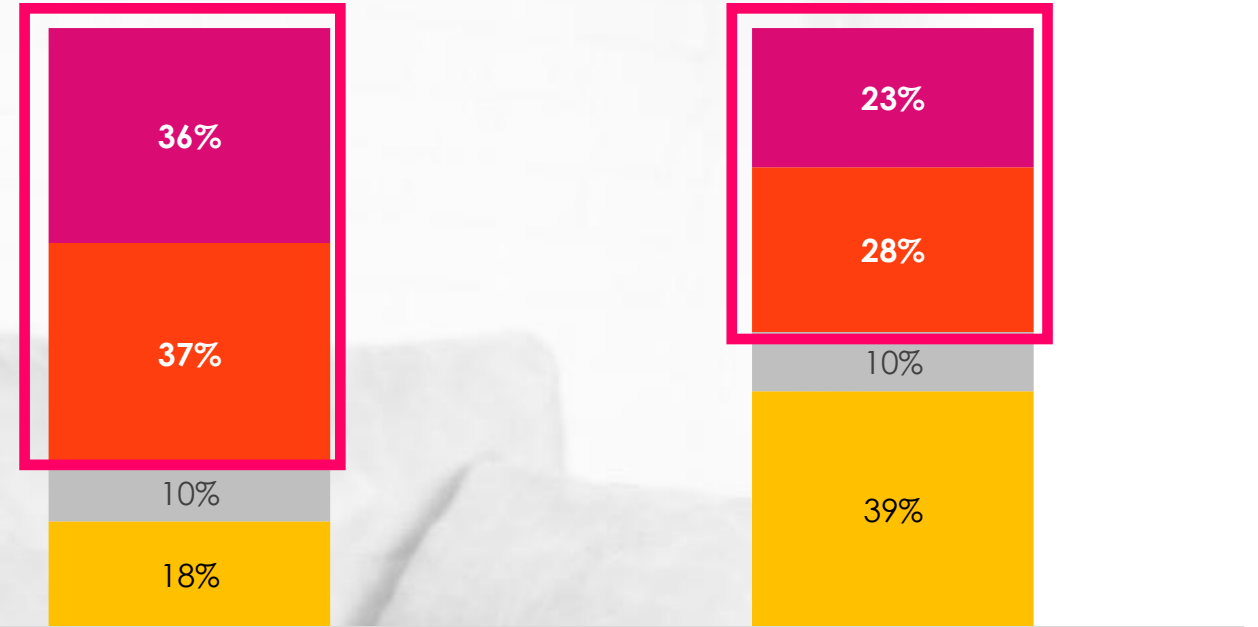
Single mention
Level 5 n=376 | Level 3 n=964 | Advanced Level 3 n=601



Nearly 50% of citizens are concerned that they are at higher risk of infection due to underlying conditions.

COVID-19: Level 5 & Advanced Level 3

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



I have sufficient support to keep my family healthy

I am worried that I might be at higher risk due to an underlying condition

Upper and middle income groups are more concerned that they are at higher risk due to underlying conditions than lower income groups



Mask wearing behaviour during COVID-19

Mask-wearing has increased over lockdown. This is especially due to citizens wanting to protect themselves and others from contracting the virus.

COVID-19: Level 5 & Advanced Level 3

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

Advanced Level 3



Level 3

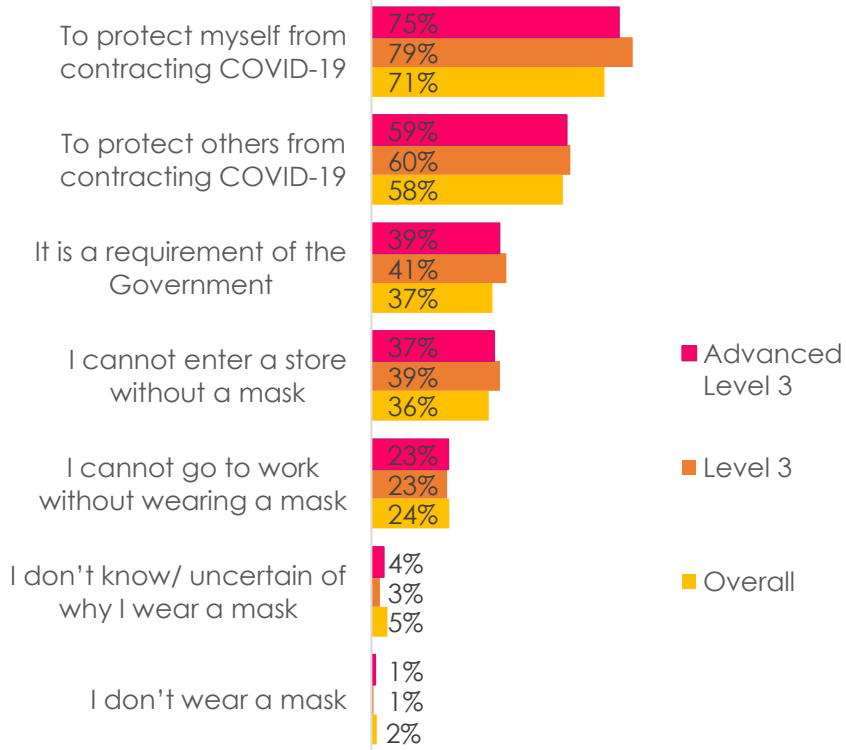


Level 5



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

Why do you wear a mask?



Single mention
 Level 5 n=376 | Level 3 n=964 | Advanced Level 3 n=601



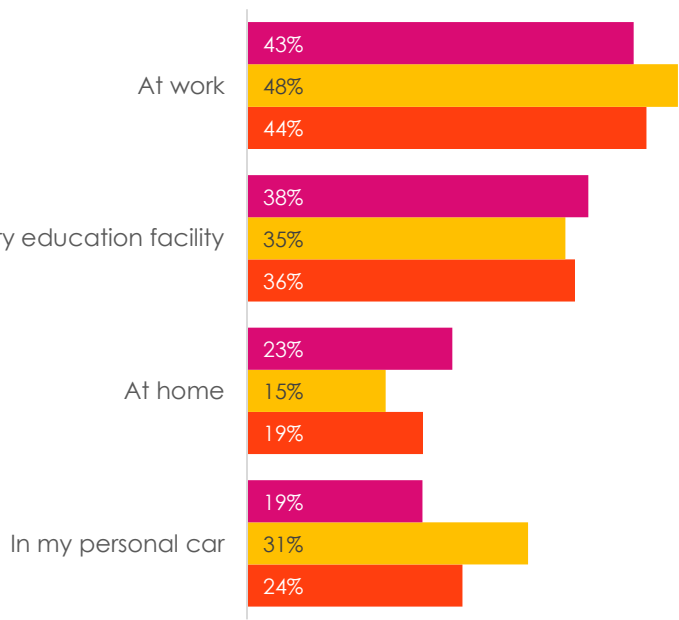
Citizens are more prone to wear their masks in public spaces compared to familiar places such as work and family/ friend gatherings. This is especially true for those living in townships or informal settlements.

COVID-19: Advanced Level 3

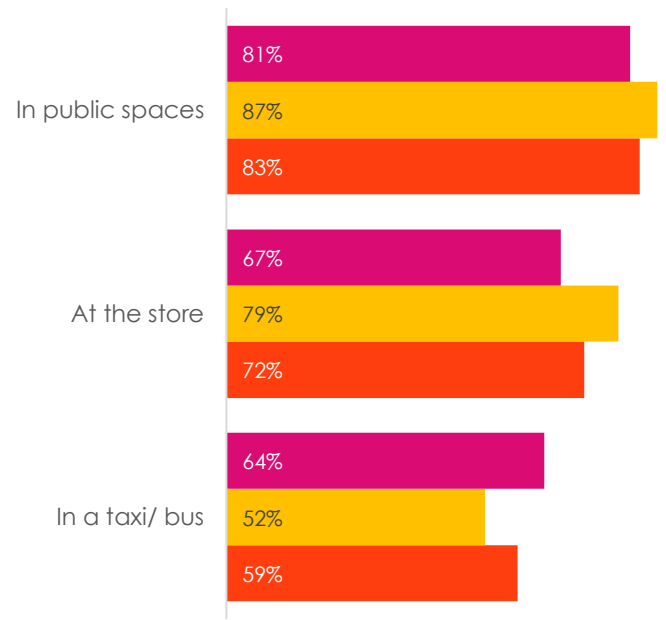
Where do you wear a mask?

■ Township/Informal settlement ■ Suburb/ Metro area ■ Overall

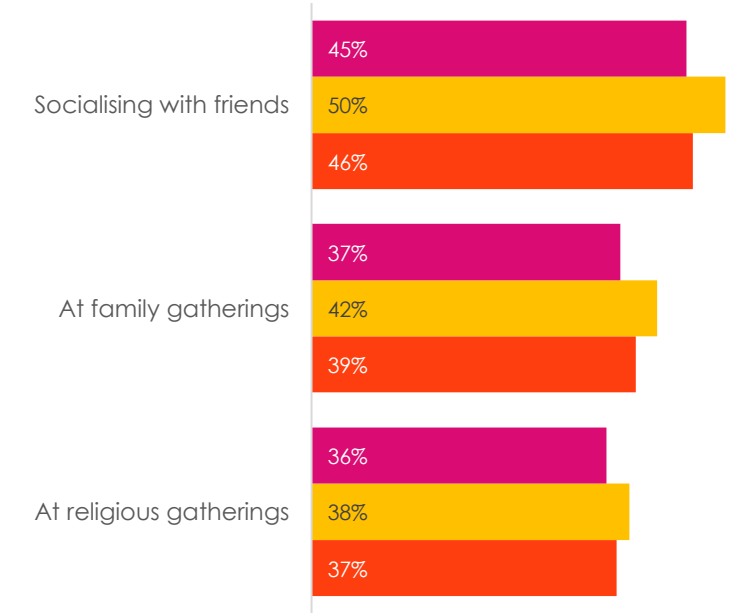
Familiar environments



Public spaces



Public gatherings

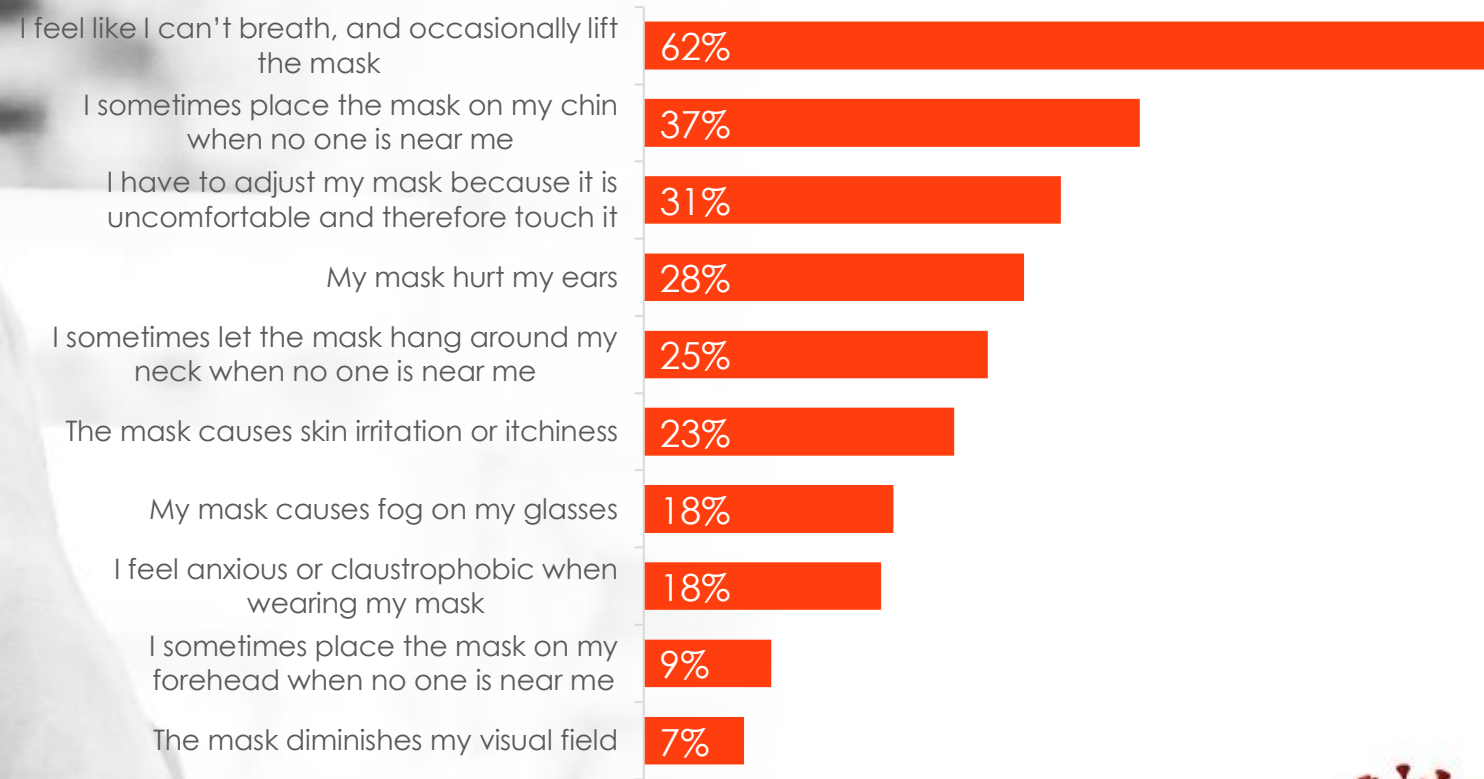


Factors inhibiting the use of face masks mostly include the feeling that one cannot breath and poorly fitting masks that increase a sense of uncomfortableness.

COVID-19: Advanced Level 3



Experience when wearing a mask



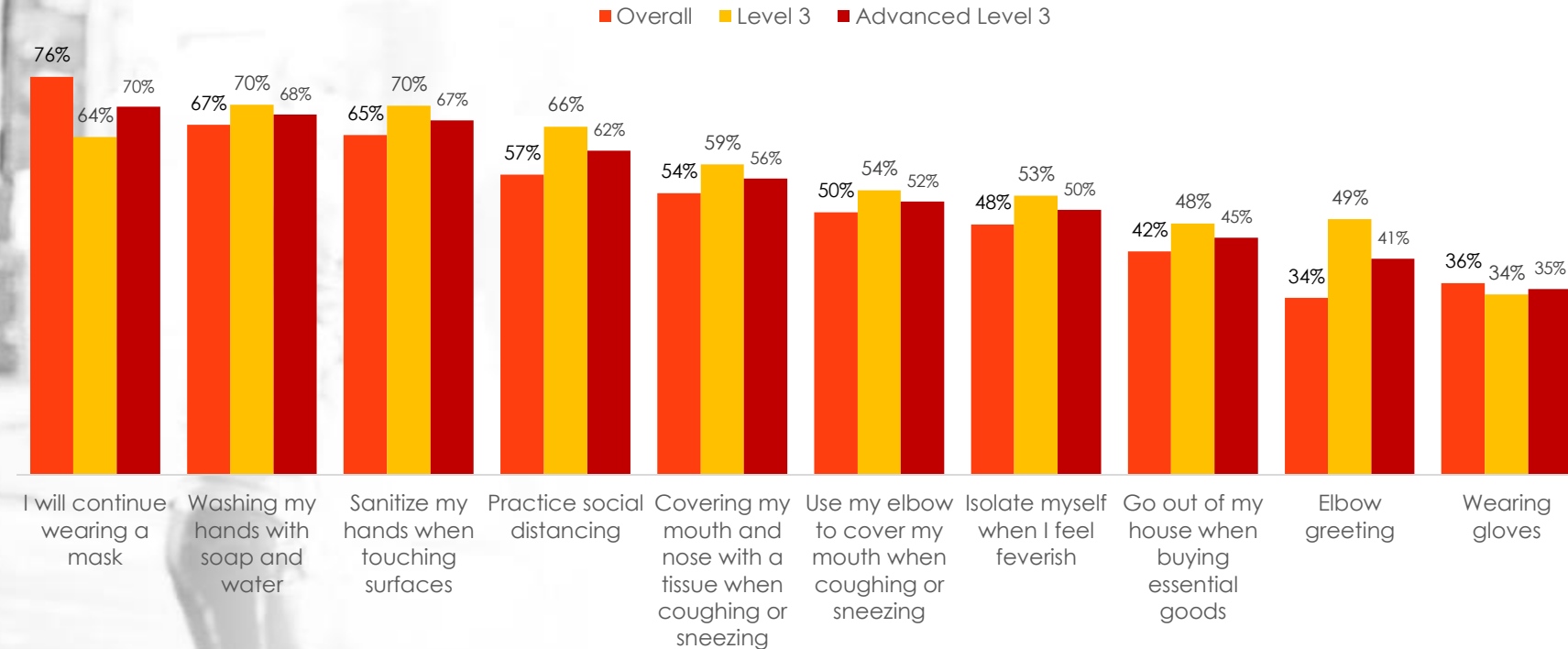
Single mention
Advanced Level 3 n=601



The 2 primary sanitation behaviours are seen to be mask-wearing and hand sanitation.

COVID-19: Level 3 – Advanced Level 3

Which of the following would you continue doing, even if no one is watching or enforcing the guidelines?



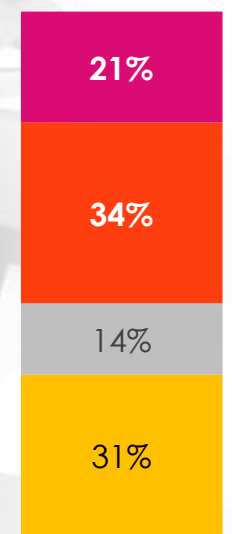
Teaching/ learning

Concerns about school reopening increased during advanced level 3 (8% increase).

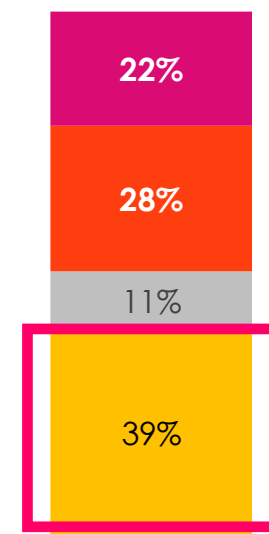
COVID-19: Level 4 & Advanced Level 3



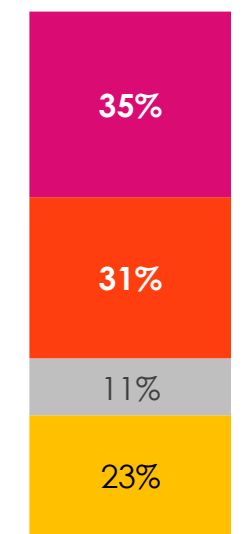
■ Disagree (0 - 4)
 ■ Neutral (5)
 ■ Agree (6 - 8)
 ■ Completely Agree (9 - 10)



The gradual rephasing of certain school grades is the best way to help curb the spread of the virus



I am comfortable with Government opening schools when it is safe to do so



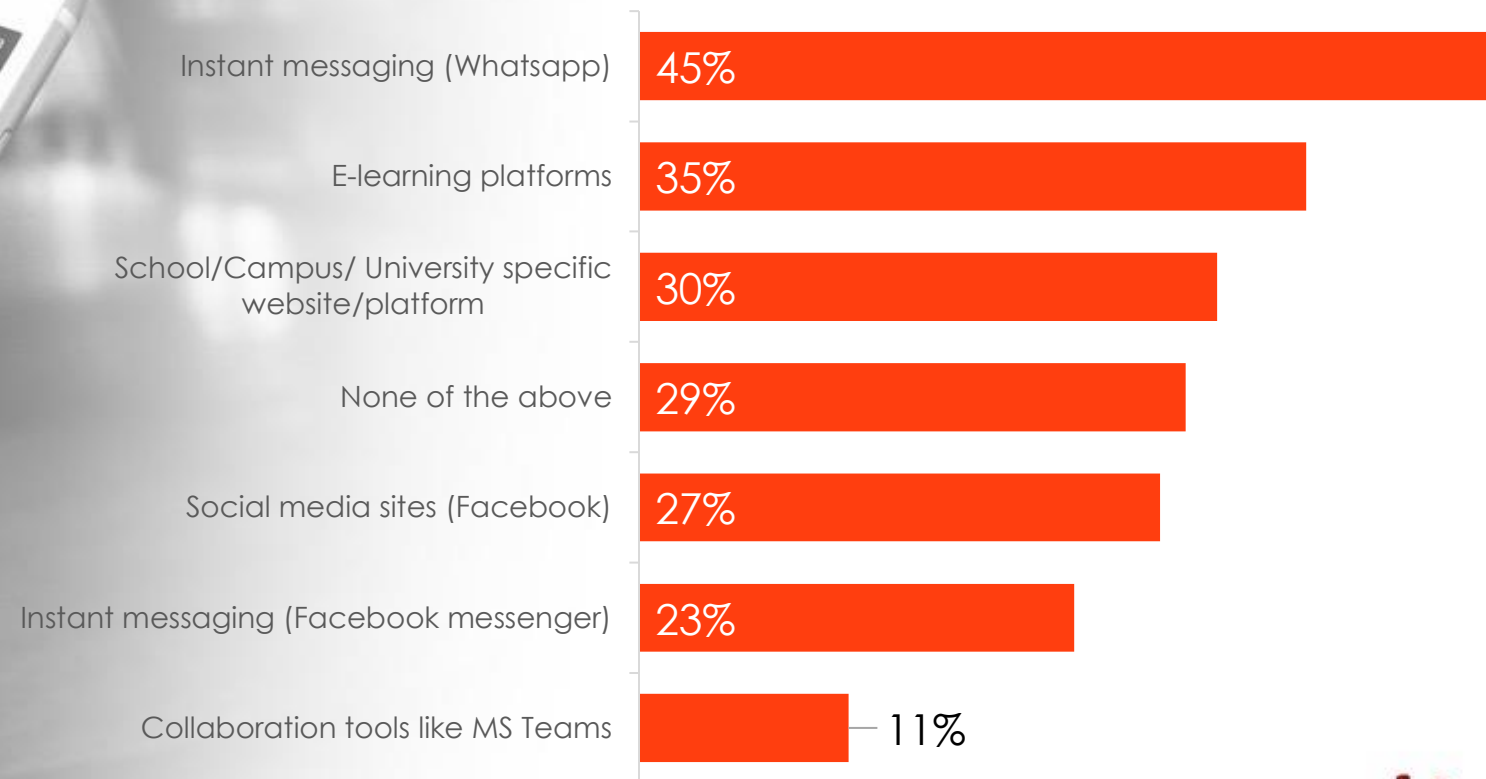
I think we/ the children will lose too much time in 2020 due to the pandemic and the school year must be repeated in 2021



Nearly 50% of respondents use WhatsApp for educational purposes. Collaboration tools like MS Teams are only used by one in ten people.

COVID-19: Advanced Level 3

Do you or someone in your household use any of the following for teaching or learning?



Single mention
Advanced Level 3 n=601



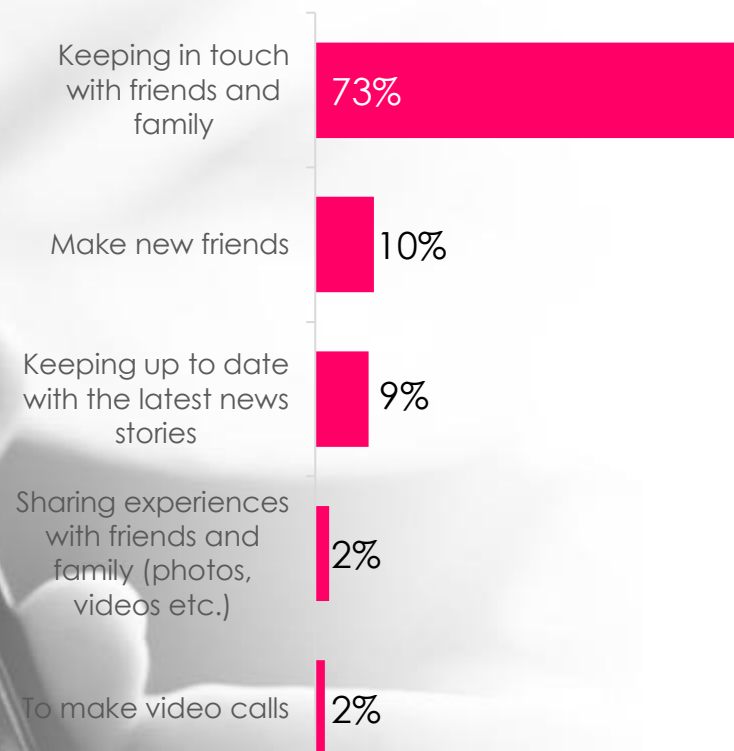
Social media behaviour

Most people use social media and instant messaging to stay in touch with friends and family.

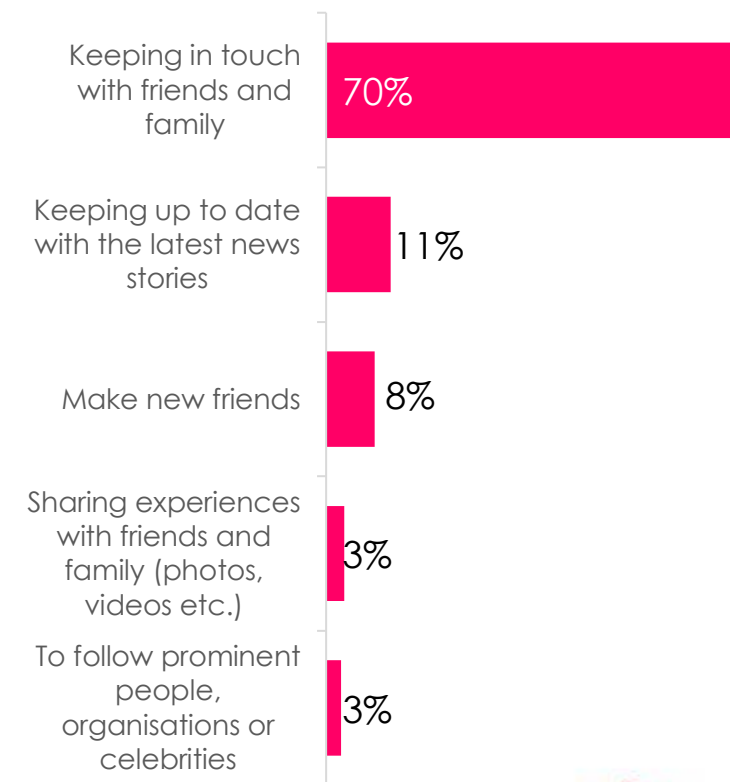
COVID-19: Advanced Level 3

81% use social media, and **84%** use instant messaging

What do you use social media sites for?



What do you use instant messaging for?

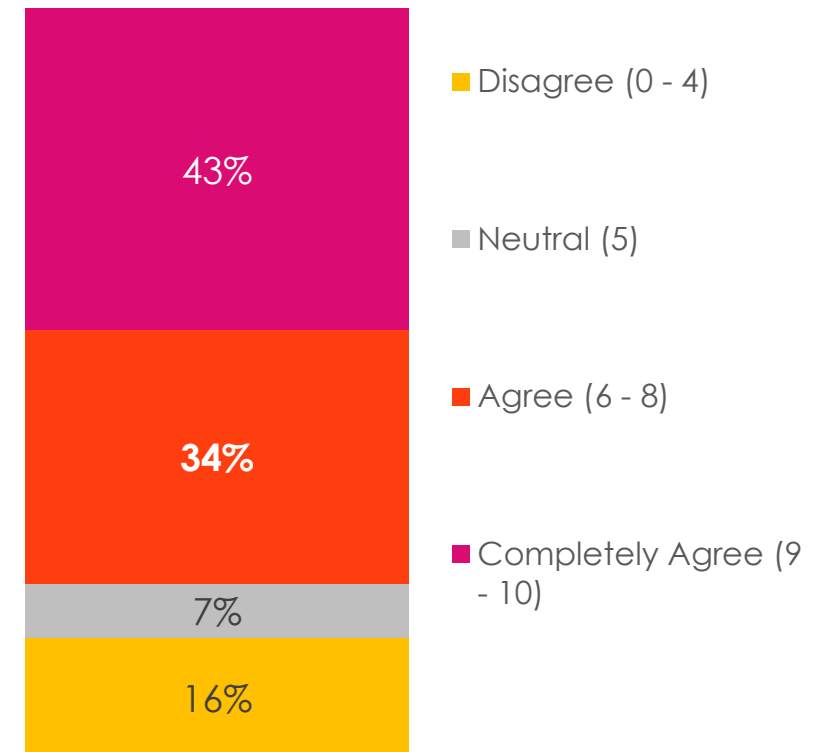


Single mention
Advanced Level 3 n=601



Social media and instant messaging are important for most citizens to ensure social connectedness during a time of social distancing.

COVID-19: Advanced Level 3



To what extent does social media and instant messaging ensure social connectedness

Single mention
Advanced Level 3 n=601

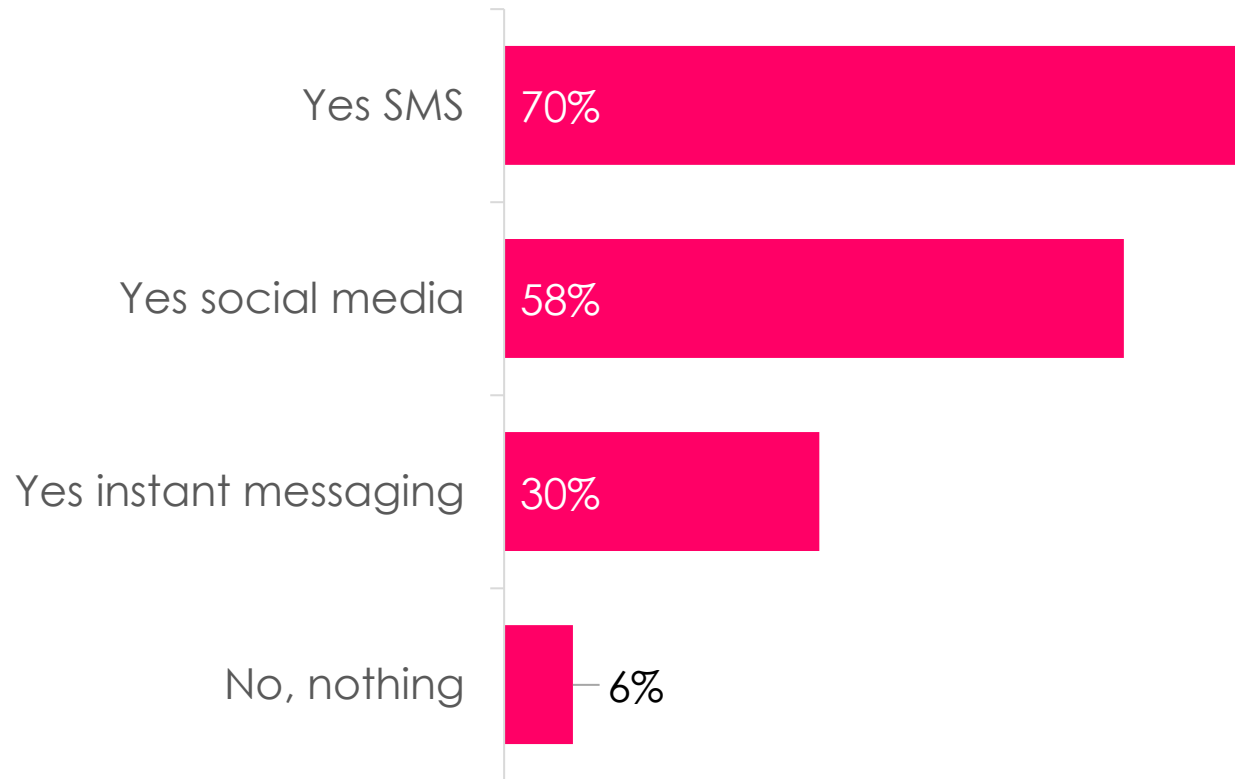


Government communication

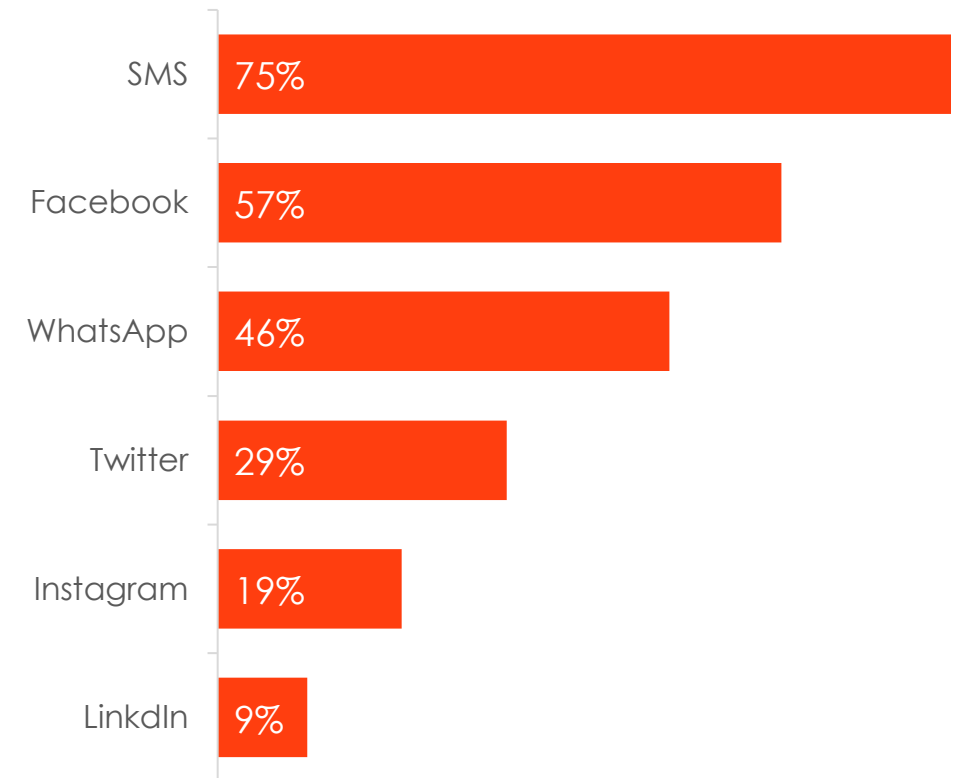
The majority of respondents have received an SMS from Government on COVID-19 related messaging.

COVID-19: Advanced Level 3

Have you seen, read or heard of any COVID-19 related communication from Government on social media platforms, instant messaging sites or received an SMS?



Where did you hear, read or see COVID-19 related communication from Government?



Single mention
Advanced Level 3 n=601

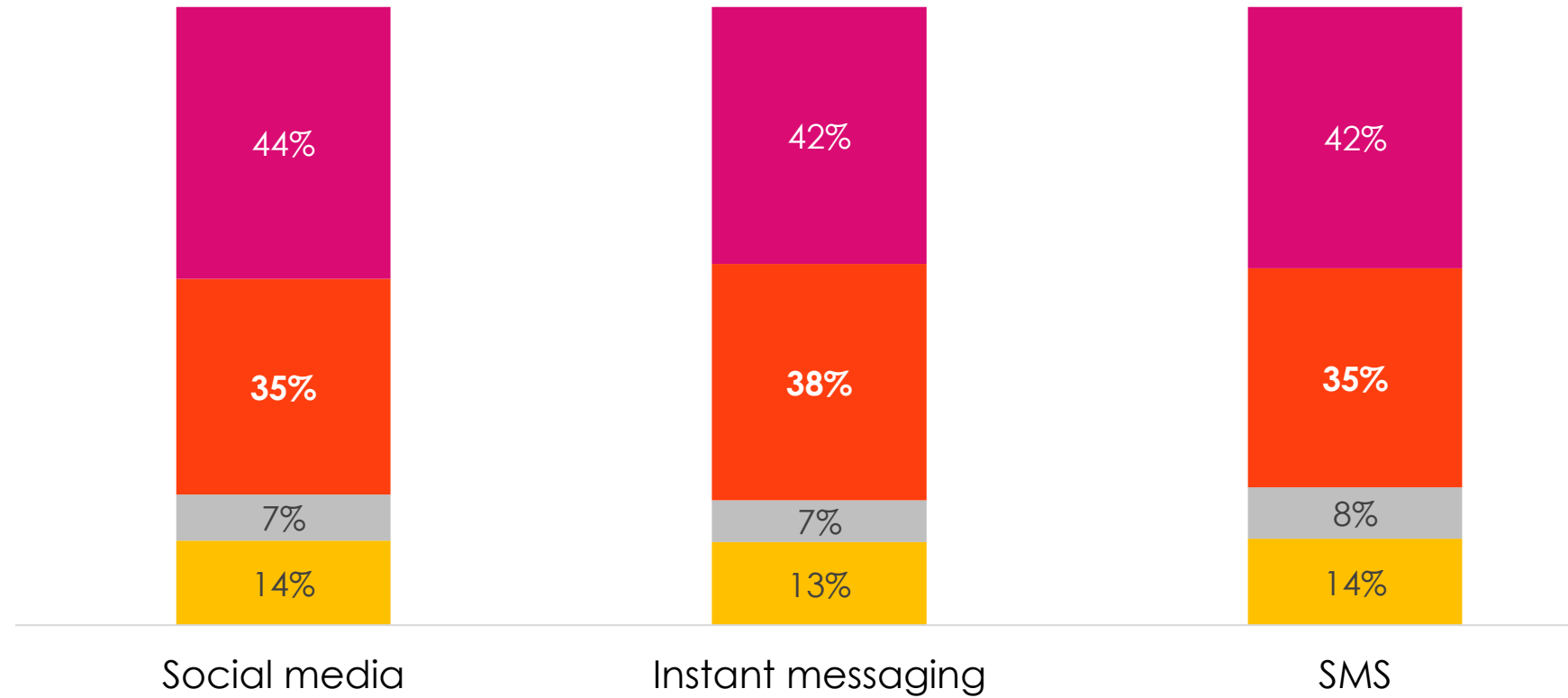
Satisfaction with Government communication are high.

COVID-19: Advanced Level 3

Upper and middle income groups are significantly less satisfied with the Government's COVID-19 communication than lower income groups.

How satisfied are you with this communication?

■ Dissatisfied (0 - 4) ■ Neutral (5) ■ Satisfied (6 - 8) ■ Completely Satisfied (9 - 10)

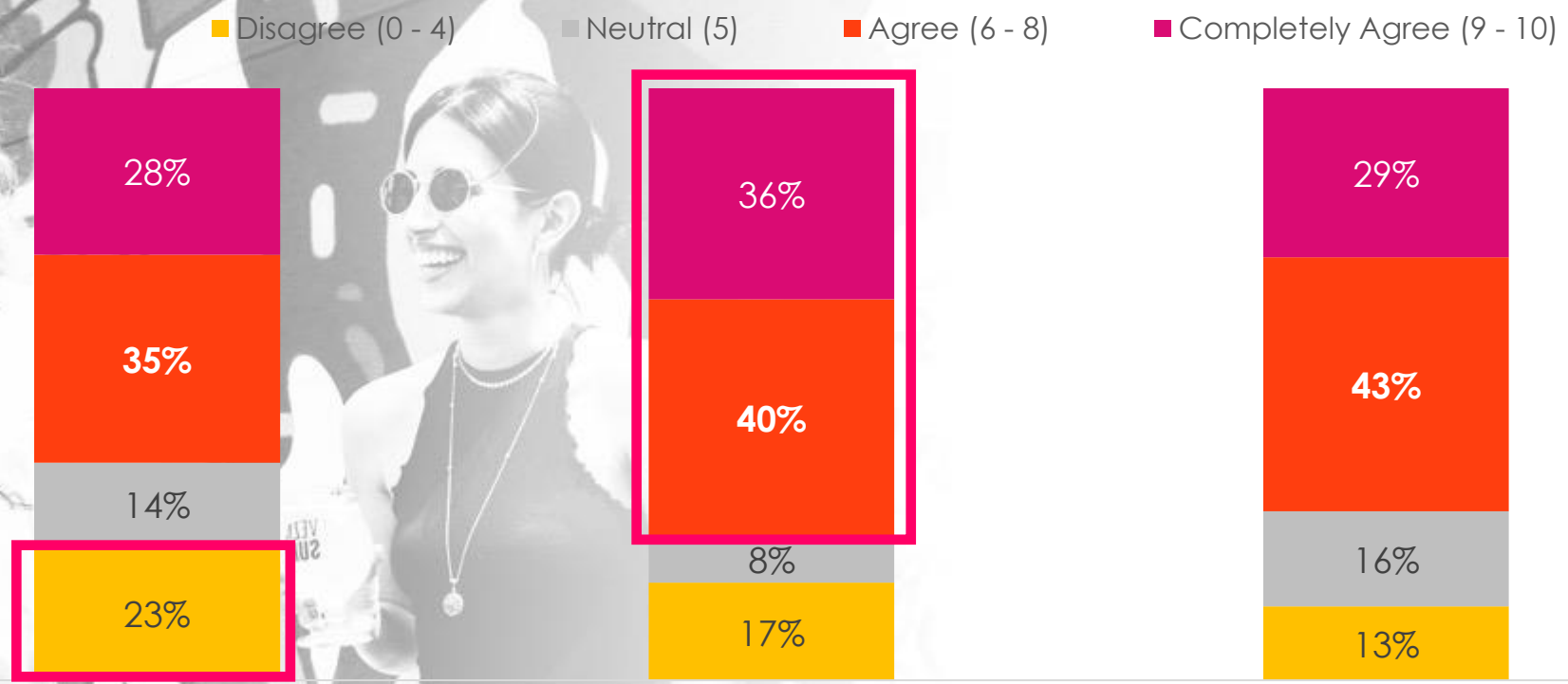


Single mention
Advanced Level 3 n=601

Higher income groups are significantly less likely to change their behaviour based on Governments' COVID-19 messaging as compared to lower income groups.

COVID-19: Advanced Level 3

How likely are you to change your behaviour based on the Government's COVID-19 messaging?



Suburb/ Metro area Township/Informal settlement Small holding farm

Single mention
Advanced Level 3 n=601



Life Events/ New Future Life Plan

Because of the lockdown, half of respondents have adjusted their living and working conditions so that they can spend more time with family.

COVID-19: Advanced Level 3

Experience events during lock-down

Adjust working and living conditions in order to spend more time with family

51%

Re-examine time spent with family

49%

Adjust work structure and work methods

37%

Take on entrepreneurial endeavours or a second job to supplement monthly income

33%

Re-examine work performance

29%

Purchase medical aid/ insurance/ hospital plan for the first time

13%

Purchase life insurance for the first time

11%

Single mention
Advanced Level 3 n=601



Many citizens look forward to socialising after the lockdown. Travel plans are also under way, and many aim to be more healthy.

COVID-19: Advanced Level 3

Activities planned post lockdown

Socializing

Spend more time with family

48%

Spend more time with friends

37%

Health related activities

Exercise more frequently

48%

Engage in outdoor activities

41%

Lose weight

24%

Learning & development

Learn/ enhance self

35%

Continue studies

35%

Travel and Shopping

Travel

41%

Shopping

38%

Buy new technological products

19%

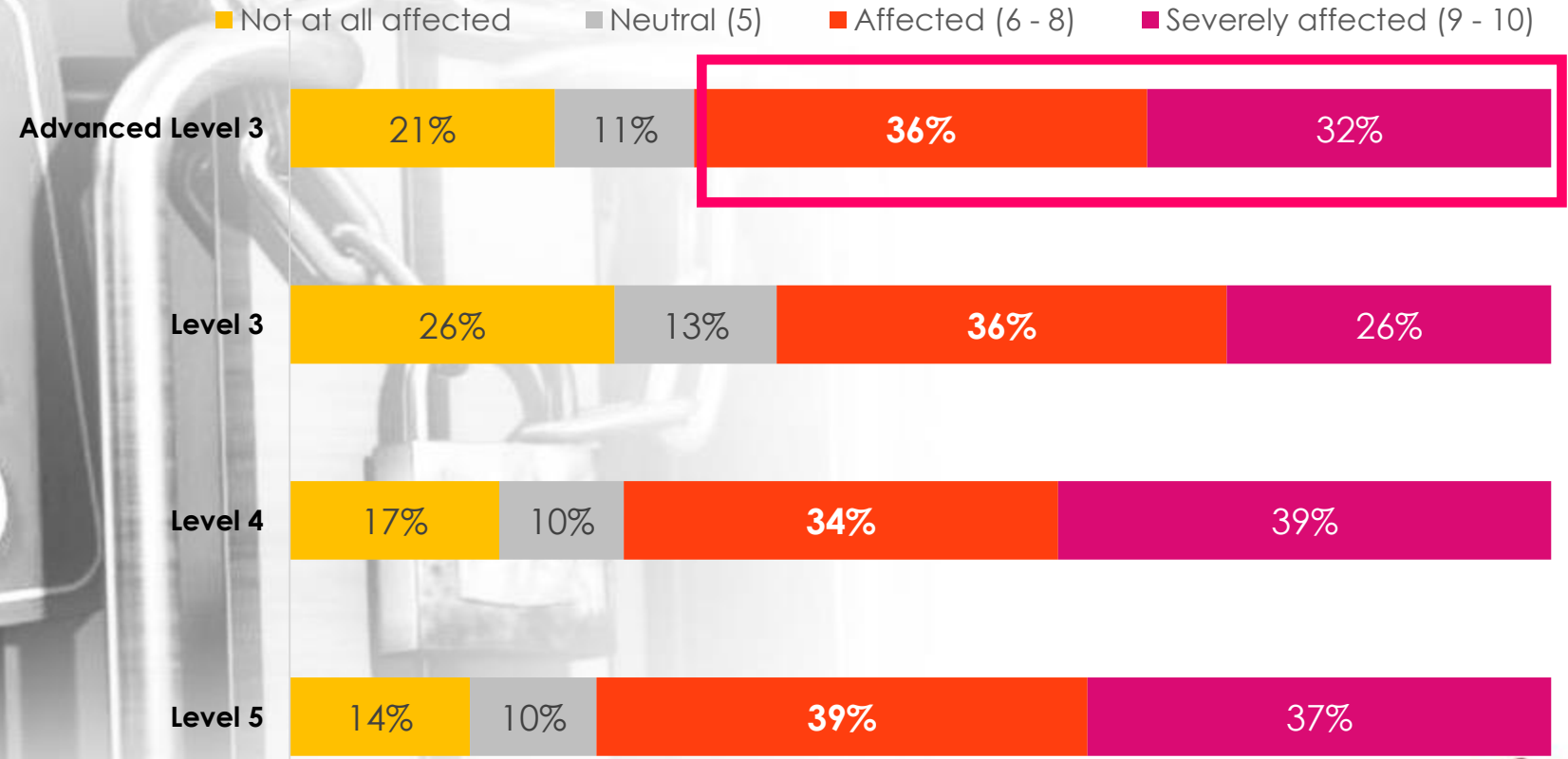
Single mention
Advanced Level 3 n=601

Business response

Two in three citizens in advanced level 3 mention that their employers are affected by the lockdown.

COVID-19: Level 5 – Advanced Level 3

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



Respondents generally agree that businesses are managing the risks of the pandemic and want to keep their customers safe, however, one in three feel they are more concerned with profits than the health of their workers.

COVID-19: Level 5, 3 and Advanced Level 3 cumulative

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



Single mention
Level 5 n=346 | Level 3 n=388 | Advanced Level 3 n=601

Business of the week –

companies that impressed customers with their response to the pandemic

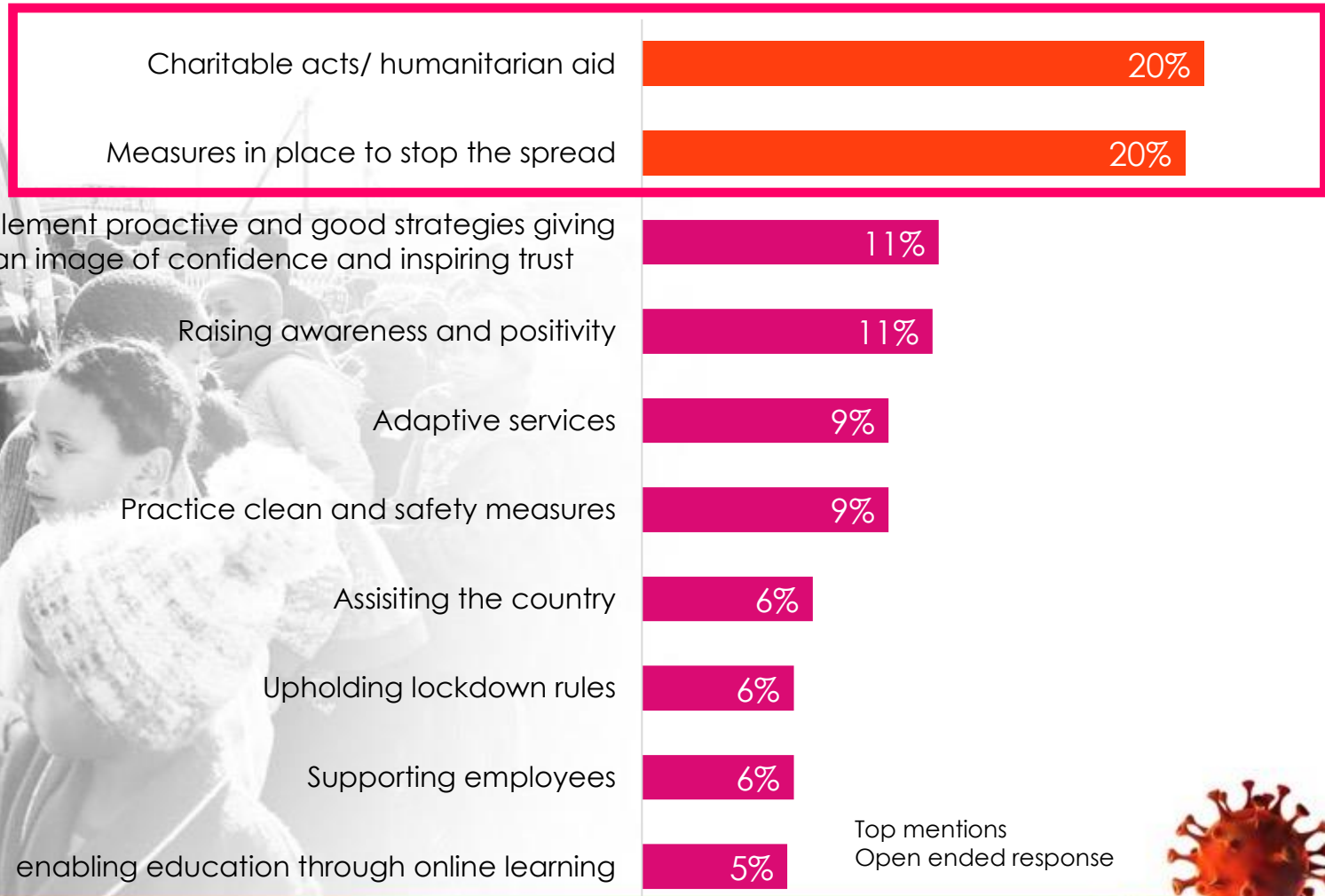
	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13
TOP 3	Government Motsepe Foundation Pick n Pay	Government Motsepe Foundation Shoprite	Government Shoprite Motsepe Foundation	Government Shoprite Motsepe Foundation	Government Shoprite Pick n Pay	Government Pick n Pay Old Mutual	Government departments Shoprite Pick n Pay	Government departments Shoprite Pick n Pay	Government departments Shoprite Pick n Pay	Government departments Pick n Pay Shoprite	Government departments Shoprite Pick n Pay	Government departments Shoprite Pick n Pay	Government Departments Shoprite Pick n Pay
Food retail in top10	Shoprite Pick n Pay SPAR Woolworths	Shoprite Pick n Pay SPAR Woolworths	Shoprite Pick n Pay Checkers SPAR	Shoprite Pick n Pay Checkers SPAR	Shoprite Pick n Pay Checkers SPAR	Pick n Pay Spar Shoprite	Shoprite Pick n Pay Checkers Spar Woolworths	Shoprite Pick n Pay Checkers/ Checkers Hyper Spar	Shoprite Pick n Pay Spar	Pick n Pay Shoprite Spar Checkers	Shoprite Pick n Pay Spar	Shoprite Pick n Pay Spar Woolworths	Shoprite Pick n Pay Spar Woolworths
Telco in Top10	Vodacom Telkom	Vodacom	Vodacom	Vodacom	Telkom Vodacom	Vodacom	Vodacom	Vodacom					MTN Vodacom
Banks/ Financial in Top10	SBSA	SBSA ABSA	FNB	SBSA	SBSA	Old Mutual Standard Bank FNB		FNB Old Mutual	Old Mutual FNB ABSA	FNB Old Mutual	ABSA FNB	FNB Standard Bank	
Pharma in Top10	Clicks	Clicks	-	Clicks	Dischem	-							Clicks
Other	-	-	-	DSTv	DSTv	World Health Organisation	SASSA SABC	Government departments President Government Ministers Motsepe Foundation	DSTv Gift of the Givers President	WHO Gift of the Givers Motsepe Foundation	SAPS President DSTV/ Multichoice	Government Ministers SASSA Retailers/ manufacturers	WHO
Product	-	-	Coca Cola	Coca Cola	-	Coca Cola	Coca Cola				Coca Cola		

Business of the week-

Respondents are focused on the measures companies put in place to stop the spread, as well as charitable acts

COVID-19: Week 13

Main reasons across brands (Top 10 reasons)





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