



askafrika
market research intelligence

The Ask Afrika COVID-19 Tracker

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

Week 14 results, Level 3 - advanced
(1 – 7 July 2020)

Independent Research for Decisionmakers

This research is conducted pro Bono, with the objective of giving equal Voice to Citizens during decision-making at government, business and NGO forums- whilst not being sponsored by any of them.

- The sample is proportionally distributed according to the South African demographic profile.
- The research provides a platform for South Africans to voice their experiences during this time.

We aim to provide insights to move people from fear to agency.

The COVID-19 omnibus provides reliable facts at your fingertips for smarter decision making.



COVID-19 topics that have been surveyed

Core weekly topics

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

Rotation Topics week 13

- Stages of Grief
- UIF
- Government's Response to the Outbreak
- Impact on Healthcare
- Mask wearing behaviour during COVID-19
- Community Influencers
- Transport
- Moving from Fear to Agency

Tracking the significant social change effected by this pandemic

PATHWAYS

- CATI & online
- 400 interviews weekly since 1 April
- 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
20 minute questionnaire
Administered in English

Sampling

n=6701 interviews were conducted from the 1st of April to July.
The quota structure aligns with the proportions of the general population
Independently conducted research

Research methodology



Computer Aided Telephonic Interviews (CATI)

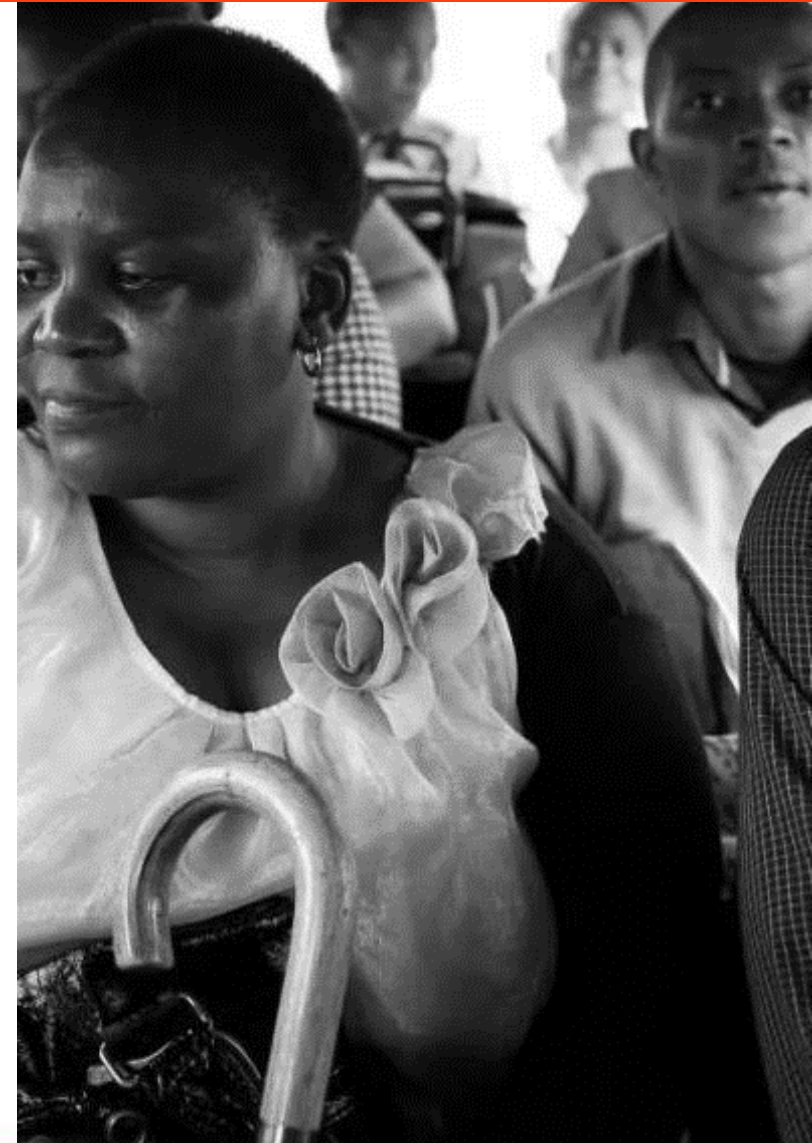
n=2601



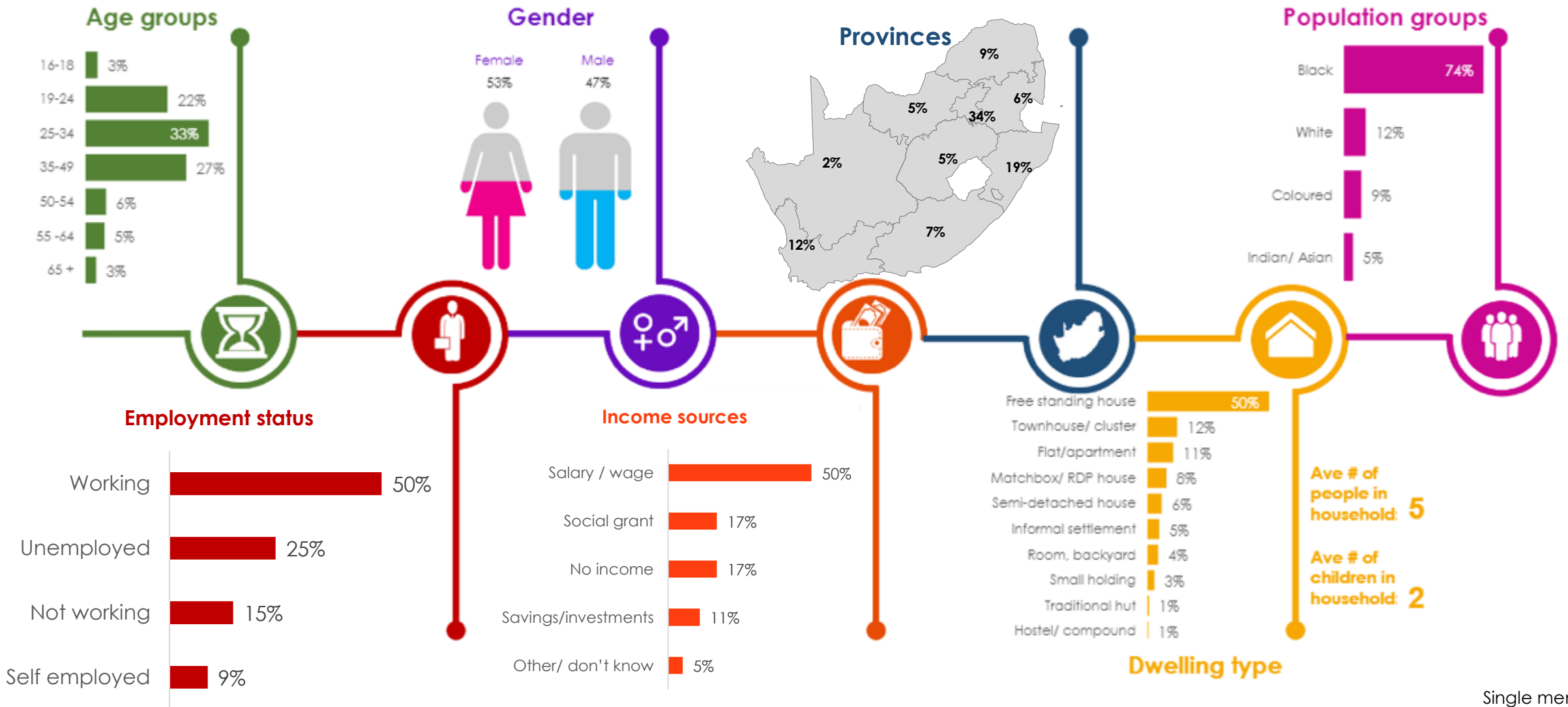
Online interviews

n=4100

Total interviews conducted to date, n=6701



The Respondent Profile- the sample reflects Stats SA parameters



Single mention
n=6701

Executive summary

Executive Summary: Emotional distress

The emotional impact of the virus is taking its toll on many, who continue to experience a sense of hopelessness.

As South Africa moves close to 300 000 positive cases and 4 000 death mark, the fear of contracting the virus continues to increase and is at its highest (25% fear level). The impact of the lockdown on socio-emotional and economic factors has been immense. Distress levels remain high, especially in North-West, Mpumalanga and the Eastern Cape provinces. Those in Limpopo bear the brunt of emotional distress, while food security remains problematic in North-West and the Eastern Cape, a new hotspot.

Levels of depression and fear remain high, while more people are becoming discouraged by the lockdown. Contrary to the negative emotional states, KZN and North-West also have high levels of mental fortitude, as 29% and 37% respectively feel that they are managing during this time.

At the start of Level 3 advanced, 20% of people still denied that the virus could affect them. With the dramatic increase in positive cases, more people have moved past this phase, and feel that the lockdown will not end. Increasingly people are moving through the stages of grief, and 22% are accepting the new normal and preparing for the future. Although many people are taking on more personal responsibility and moved beyond fear to agency, others still experience hopelessness, have given up personal responsibility and handed it over to healthcare experts, and remain uncertain about what the future holds.



Executive Summary: Financial distress and Food Security

The debt cycle will impact on the future financial wellness of communities

Financially the impact of the lockdown has left many living beyond their means. Loans have become an essential survival plan, which may lead to further indebtedness should the situation not improve. A third of people have no means of financial assistance. Awareness of Government Relief of Distress is also low.

Although one in five people contacted the UIF for assistance, only 11% received TERS/UIF funding. Most people are more careful with their money than in the past, and half of the respondent mentioned that they will have to borrow money to cope with the lockdown. To date, 49% of people in Level 3 advanced have borrowed from friends, family or employers, and one in five borrowed from a Mashonisa. A staggering 59% of people have heard, read or seen COVID-19 corruption taking place.

Food security remains low as 28% of respondents mentioned that adults in their household lost weight because of a lack of food

At the start of the lockdown, 26% of adults went to bed hungry due to a lack of food. In level 3 advanced, the pictures remains similar, 27%. Although fewer people are concerned about the amount of food in their homes, a staggering 55% of people remain worried about their next meal. Additionally 18% of people mentioned that adults in their home went an entire day without food, as compared to 19% in level 5 of the lockdown. Most people who reported receiving a food parcel only received it once. These parcels typically contain maize, rice and cooking oil. A well-nourished body and strong immune system require more than these items to fight off viruses.



Executive Summary: COVID-behaviours and mask-wearing

“I can’t breathe” -what many experience when wearing a mask

The main reason for wearing a mask is for personal protection, second only to protect others from contracting the virus. People are committed to wearing a mask when leaving the house. This sentiment is highest amongst those in the North West and Western Cape. Although still high, commitment to mask and glove wearing is lowest in Gauteng (85%), a COVID-19 hotspot, and Mpumalanga (83%).

Masks are claimed to be worn mostly in public spaces, when entering stores, and only 58% wear masks in a taxi or bus. Perceived risk levels are low for social gatherings, as only 41% wear masks when socializing with friends, 34% wear masks when they are with family, and 32% when they attend religious gatherings. The main barrier to wearing a mask is the feeling that one cannot breathe. Nearly 40% also mentioned that they place their mask on their chins when no one is near them. Masks seem to introduce additional face touching behaviour because they cause skin irritations, hurt ears, and lead to itching. Only 47% of people will continue using an elbow greeting when no one is watching. Hand washing, sanitizing and mask wearing are the top three activities people will continue doing even when no one is watching or enforcing guidelines.



Executive Summary: COVID-behaviours and mask-wearing

Health experts carry the most social influence and people will adjust their behaviour based on their recommendations

64% of respondents noted that they would change their behaviour, if a health expert gave advice or asked them to adapt their behaviour in terms of COVID-19 practices. The WHO and Government are also trusted and influential sources of human behaviour change. Celebrity influencers are the least trusted and 61% of people will not adjust their behaviour when advice is given by these influencers. Traditional healers and leaders also carry lower weight in this respect.

Social distancing remains a requirement, yet 19% of people claim to have visited a family member to socialize and another 32% visited them for an emergency.

Most people agree that they must play their part in beating the virus and note that they have reduced social interaction to prevent the spread. 51% of respondents completely agree that they have listened to the government's call to try and stay home. In contrast, 29% of respondents further note that people are not staying home to keep others safe. Many people fear that they are at heightened risk of contracting the virus because others are breaking lockdown guidelines (74%).



Executive Summary: Government performance and trust in leadership

Trust in President Ramaphosa is high at 76% and two in three people trust him to lead the country during the pandemic. A further 64% believe that he is taking the lead in managing the pandemic.

Trust in the President remains higher than trust in his ministers. The President is seen as authentic, serving the interests of the people, and being transparent in his dealings. The public want to receive frequent communication from the President, at least once a week.

Amongst the measured ministers, Min. Mkhize holds the highest level of trust (67%). Trust in Min. Mkhize is highest in the North West, Mpumalanga and Free State. Trust in Min. Motshekga remains the lowest, and 39% of respondents do not trust her, she also has low levels of perceived authenticity and transparency. Trust levels for Min. Motshekga are lowest in the Western Cape and Limpopo Province.

The Government is seen to be taking appropriate steps to prevent the spread of the virus

The majority of respondents believe that Government is doing well to inform and educate the public on the virus, they also believe that efforts to educate the public on the spread of the virus need to increase. Nearly 40% of people also believe that more should be done to support the poor. Pre-COVID-19, 40% of South Africans felt that it's the Government's responsibility to take care of the poor, and 50% noted that the Government was doing enough to support the poor. Governmental citizen support is highly praised, yet 33% feel that more can be done during the lockdown.



Executive Summary: Transport

Although many people use taxis to commute during the lockdown, few feel safe when doing so.

51% of taxi commuters don't feel safe when travelling by taxi. They mainly wear masks when they travel to keep themselves safe, and 70% of people sanitise their hands when they leave the taxi.

Although e-hailing and ride hailing services are perceived to be safer than taking a taxi, more people wear masks and sanitize their hands after using this form of transport.

People perceive their own vehicles to be very safe (90%), yet 78% sanitise their hands before entering their cars, and 74% wear a mask during their commute.

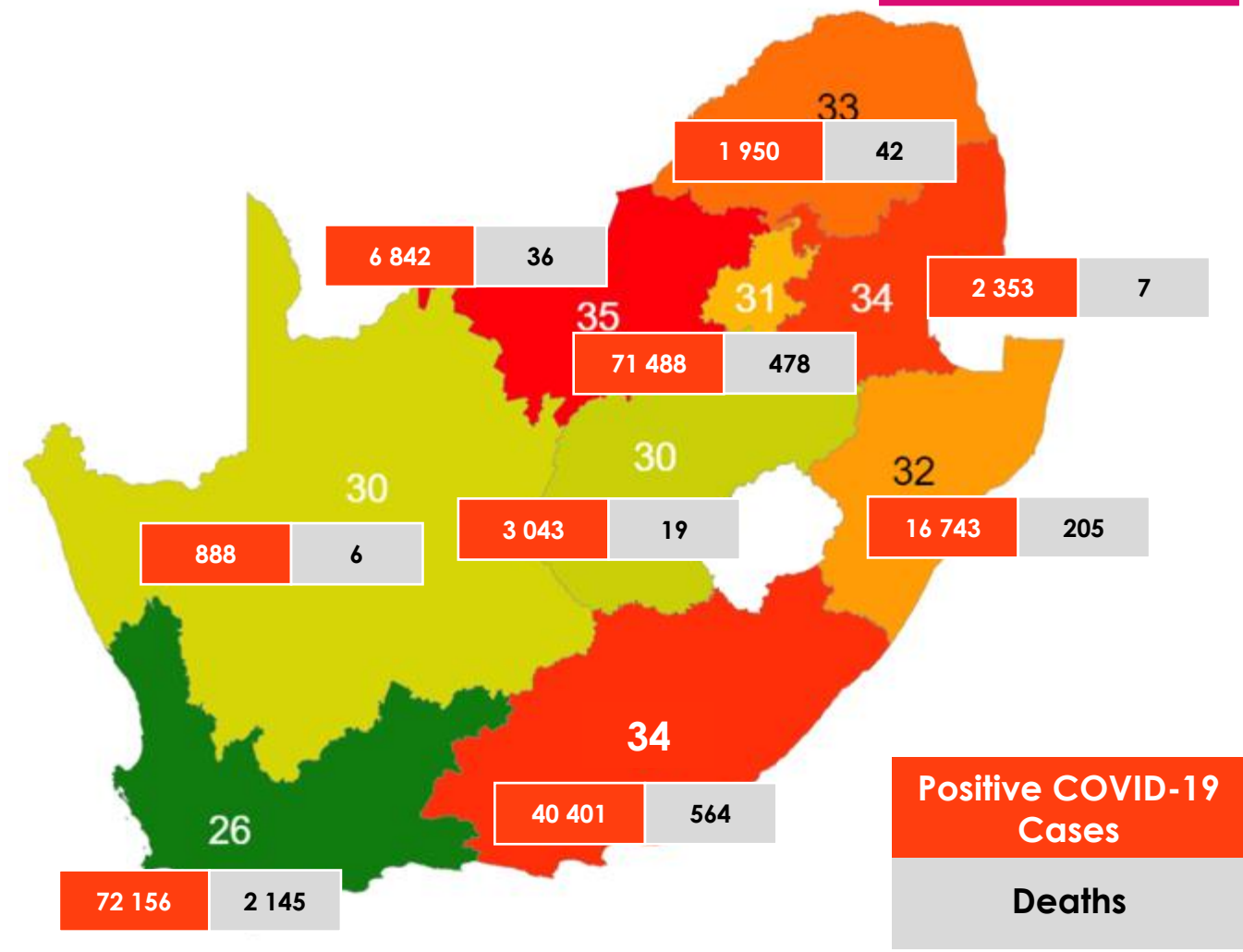


Distress

Ask Afrika Covid-19 Distress Index:

Overall distress has slightly declined with 1 index point to a total of 31 index points. Although declining, distress remains the highest in the North West (35), Eastern Cape (34) and Mpumalanga (34). The distress is not directly linked to number of COVID cases per province.

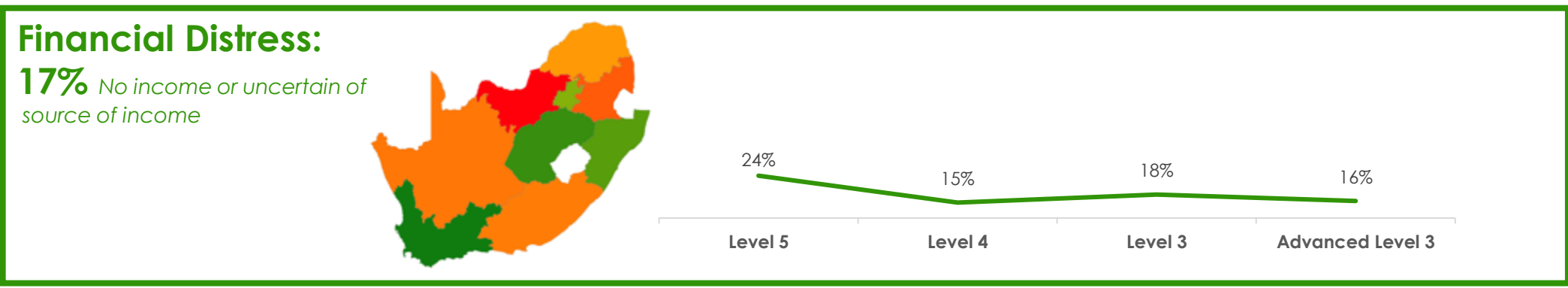
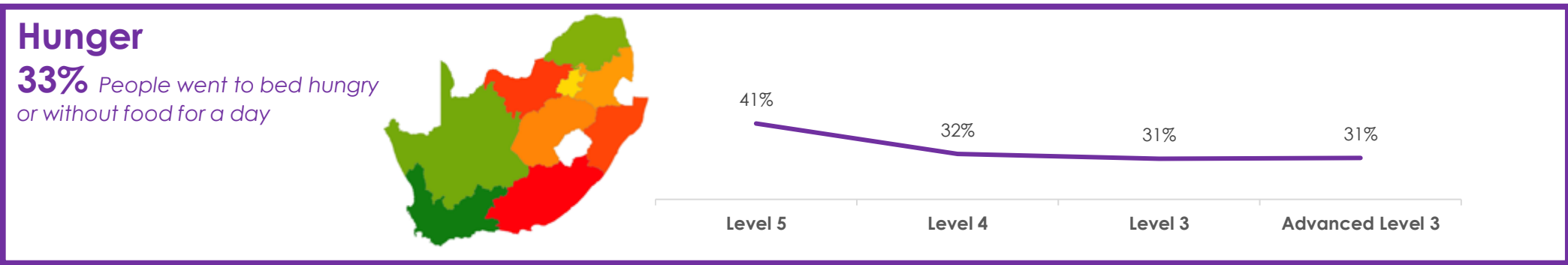
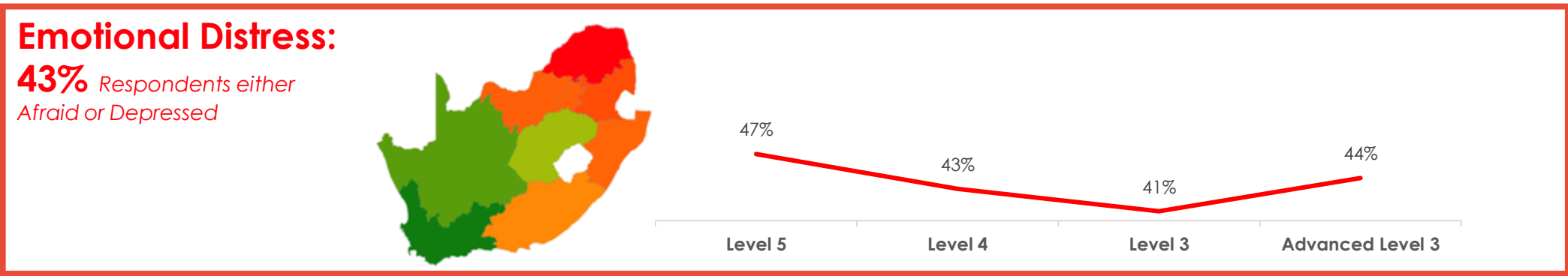
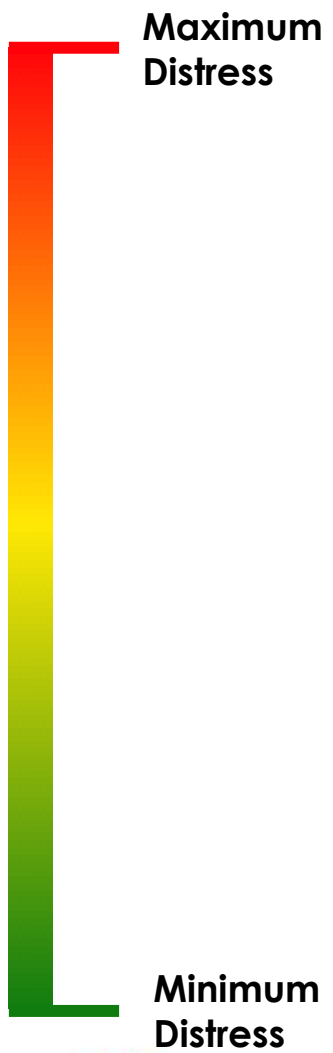
COVID-19: Week 4 – 14



Positive COVID-19 Cases

Deaths

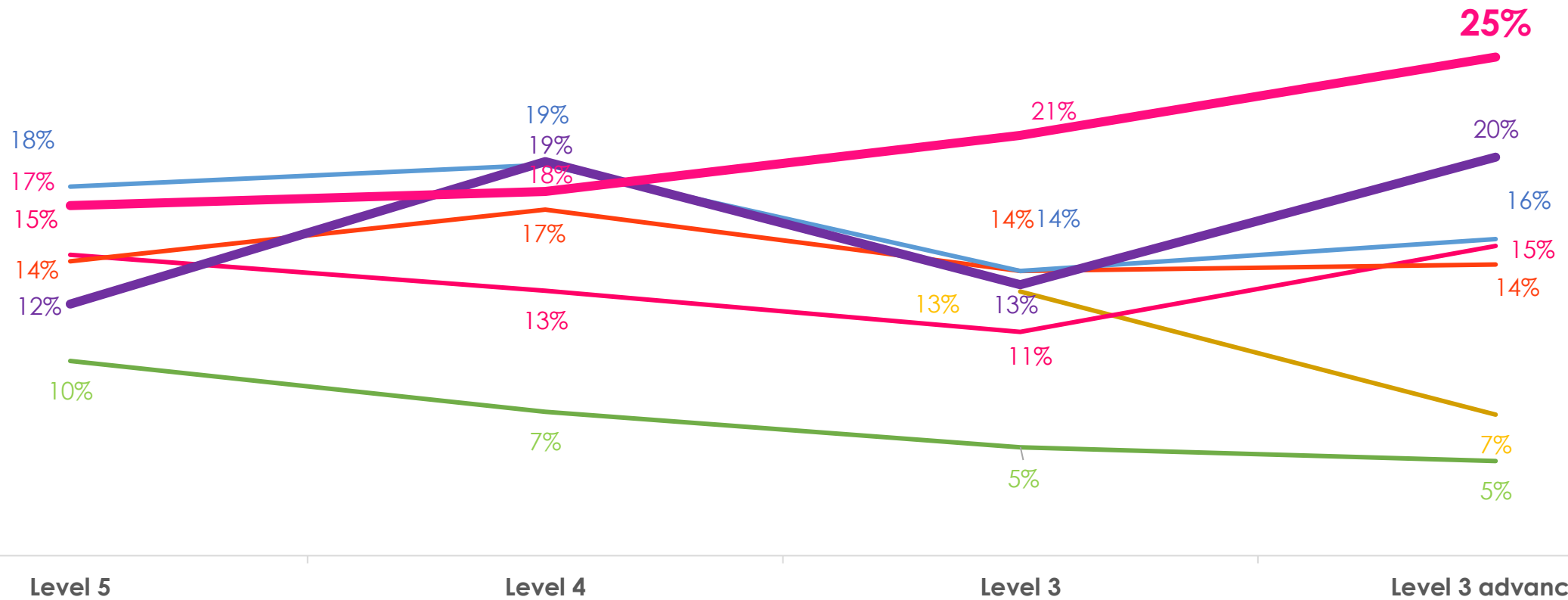
Source for positive cases and recoveries: Sacoronavirus.co.za – 7 July



As positive COVID-19 cases increase in South Africa, so does the fear of contracting the virus, an 8% increase since the start of the lockdown, when fears around food shortages and loss of income were more predominant.

COVID-19: Level 5 – 3 advanced

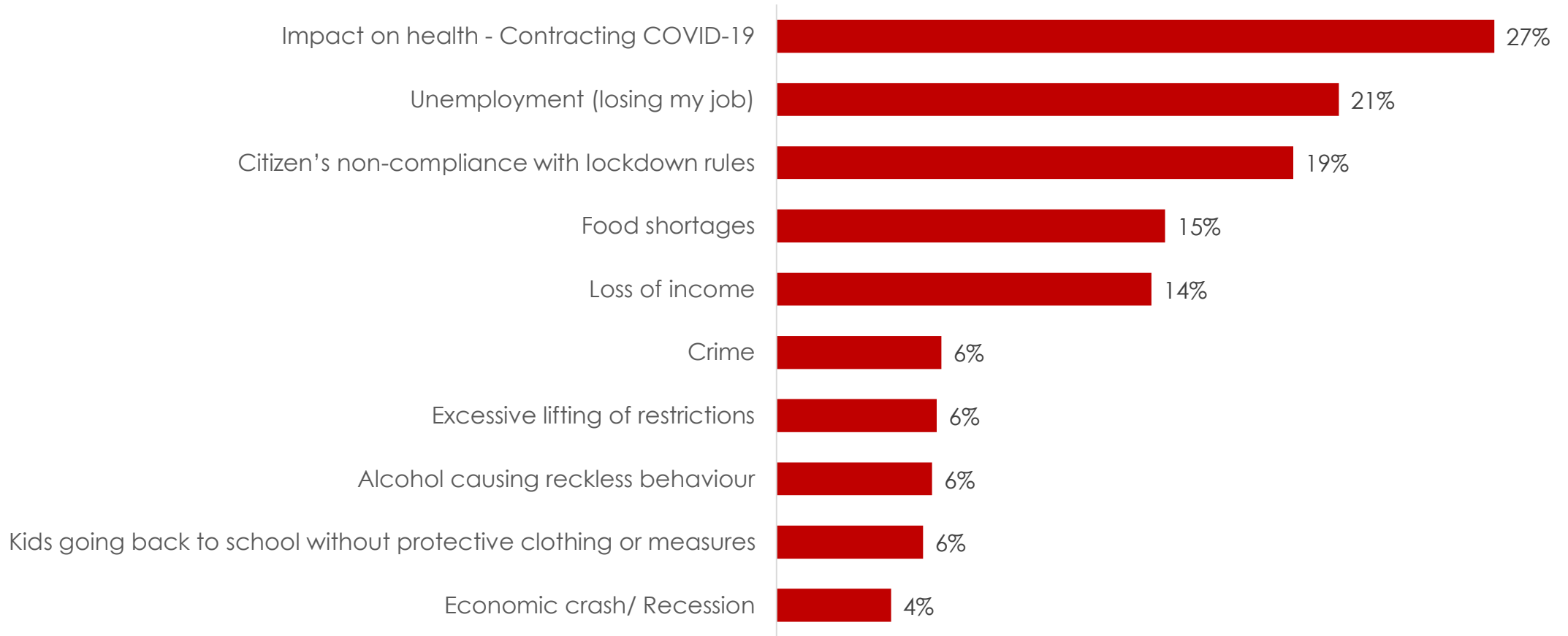
- Economic recession
- Food shortages
- Contracting COVID-19
- Alcohol causing reckless behaviour
- Loss of income
- Non-compliance with lockdown guidelines
- Unemployment



The Fear of contracting Covid19 has peaked this week- after 14 weeks of lockdown.

COVID-19: Week 14

Top 10 biggest fears in Week 14

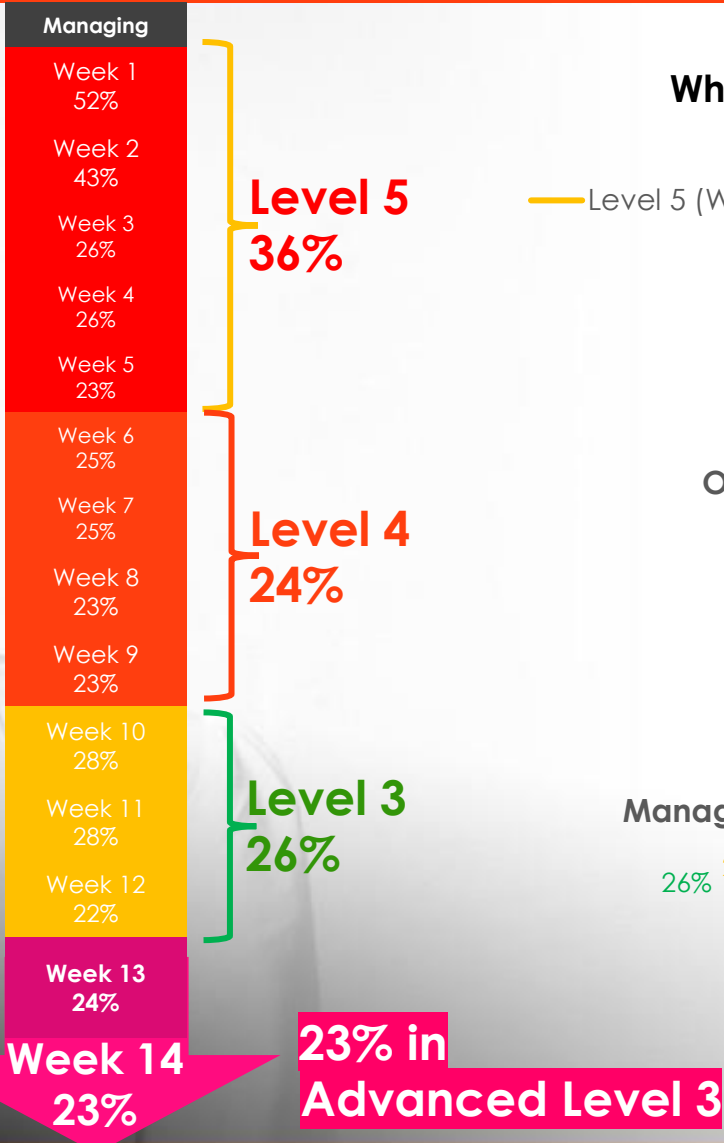


Showing top 10 responses for the current week | Open ended responses

Emotional wellbeing

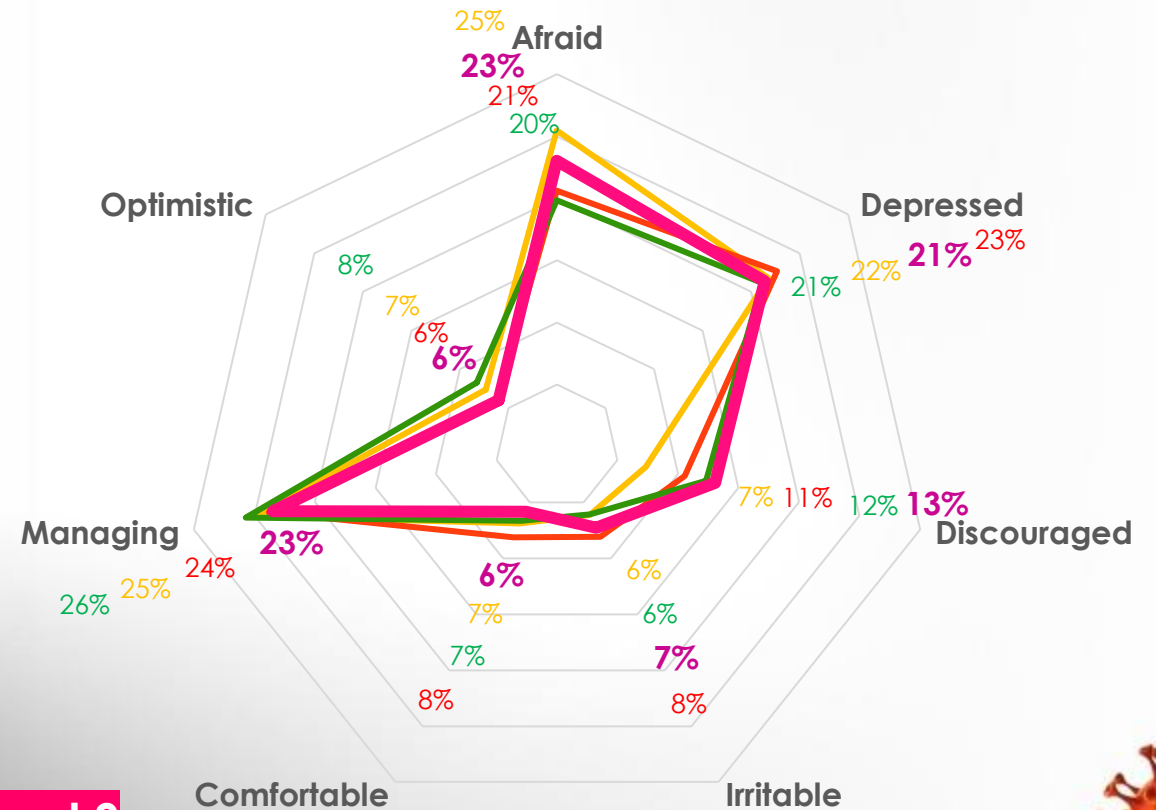
Anxiety and fear remain high amongst South Africans and only 23% are managing even in advanced level 3. Levels of discouragement have also increased during the levels of lockdown.

COVID-19: Week 3 – 14



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



The gains made in mental wellbeing during Level 3 are again eroding in virtually all provinces, except NW- to low levels seen in Level 4.

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%	26%	23%
Eastern Cape	33%	25%	17%	15%
Free State	33%	24%	33%	23%
Gauteng	34%	25%	28%	23%
KwaZulu-Natal	35%	24%	26%	29%
Limpopo Province	38%	19%	24%	15%
Mpumalanga	28%	15%	22%	23%
North West	34%	20%	16%	37%
Northern Cape	29%	20%	35%	26%
Western Cape	34%	28%	29%	21%

Most citizens (35%) are in a state of sadness with Lockdown- only 22% have accepted the new normal

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>
Start of lockdown	L3-advanced 20% Level 3 17%	17% Level 3 16%	26% Level 3 30%	23% Level 3 22%	15% Level 3 16%
Today	10% Level 3 10%	12% Level 3 12%	21% Level 3 26%	35% Level 3 34%	22% Level 3 18%

Moving from fear to agency

Many people have moved past fear for the virus, and have become change agents, taking on personal responsibility. Yet others remain fearful and experience a sense of hopelessness.

COVID-19: Advanced Level 3

Moving from Fear to Agency

Agency

53%

People in my community make sense of the new reality and have come to terms with it

56%

People in my community make decisions about their own health decisions

45%

People in my community are autonomous. They plan and act on their own decisions

40%

People in my community are certain about the future and have adapted to the situation

Fear

47%

The lockdown and its regulations have taken the power of health decision making away from the people

44%

The responsibility of personal health is moved to government and the professional elite

55%

Personal decision making has been taken over by government (including the freedom of choice to smoke or drink)

60%

People in my community are uncertain about the future

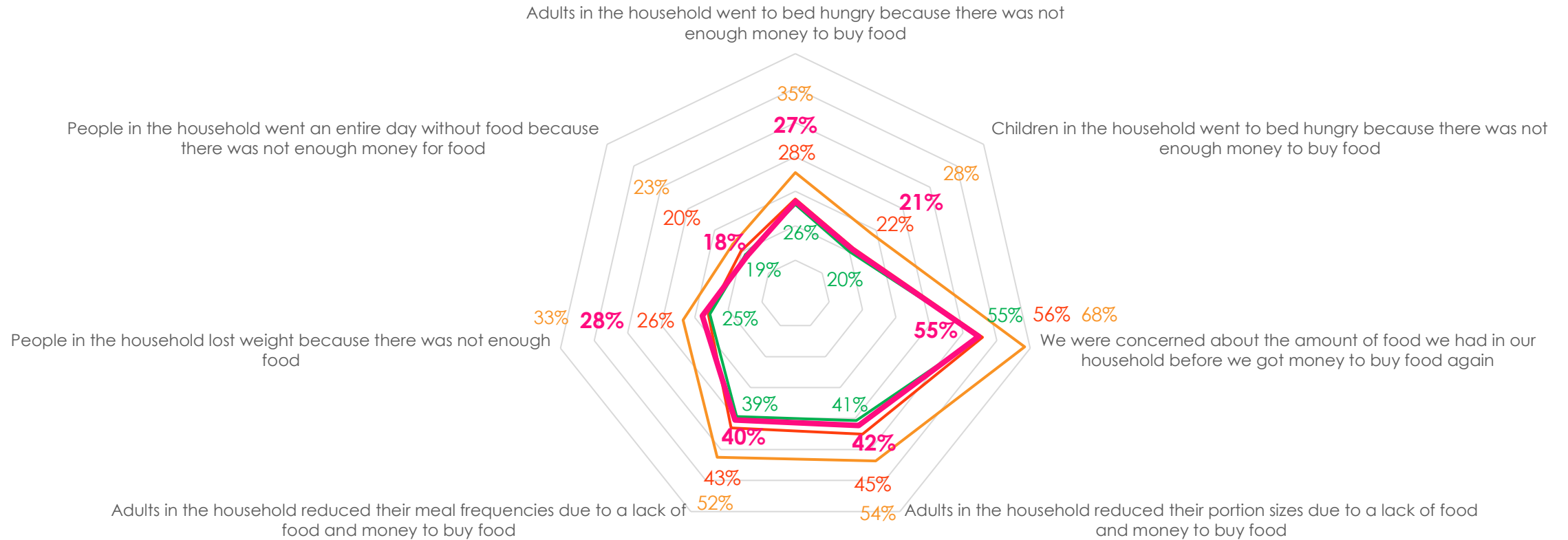


Food Security

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.

COVID-19: Week 7- 14

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



Only 13% of respondents who experience food insecurity received a food parcel, leaving many distressed people without resources to maintain their basic wellbeing.

COVID-19: Week 8 - 14

9%

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

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

13% Of those in Distress due to Hunger received food parcels

Compared to 16% in Level 3 | 18% in in Level 4



The majority of the few respondents who received a food parcel only received it once. These parcels mostly 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.

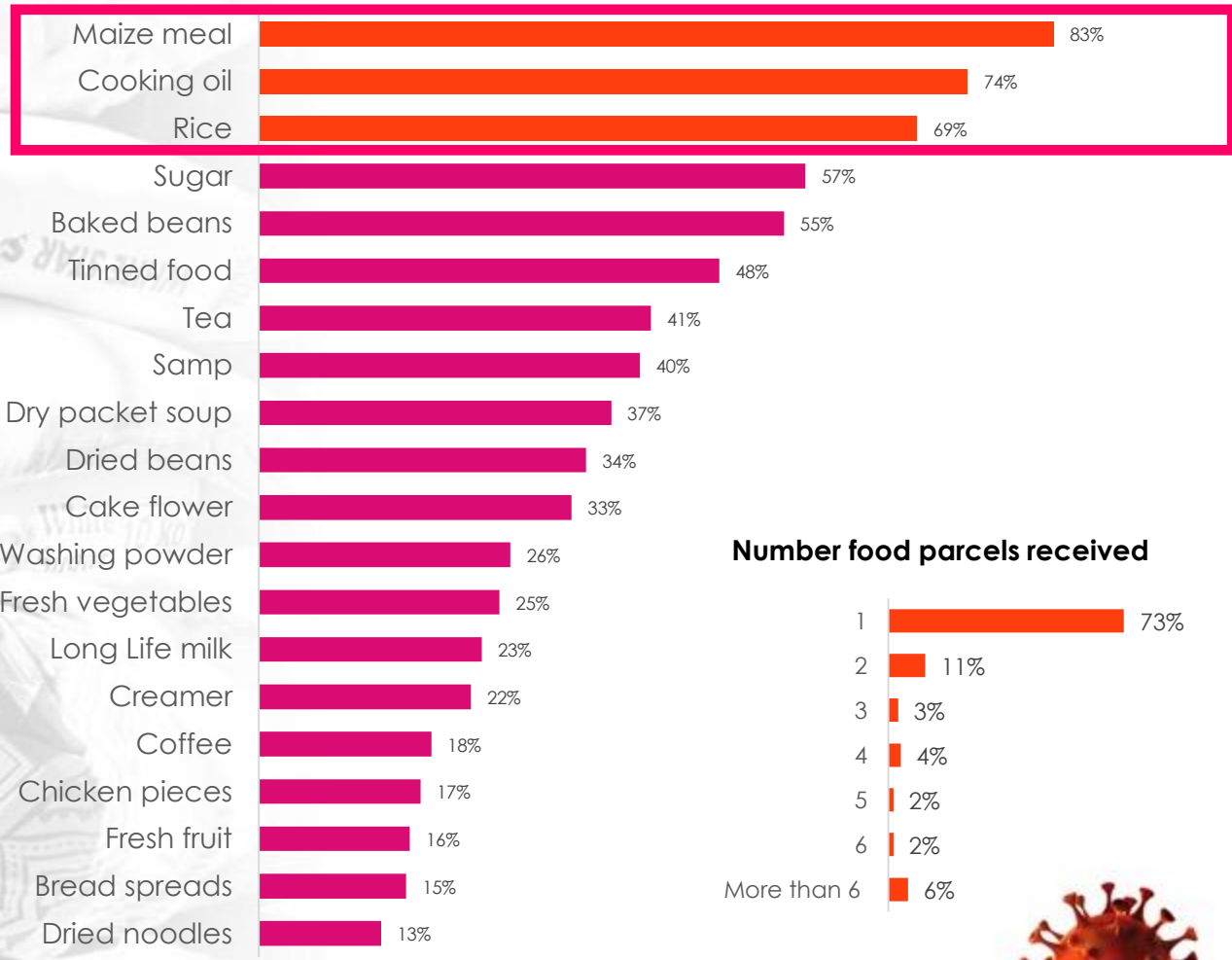
COVID-19: Week 9 – 14 cumulative



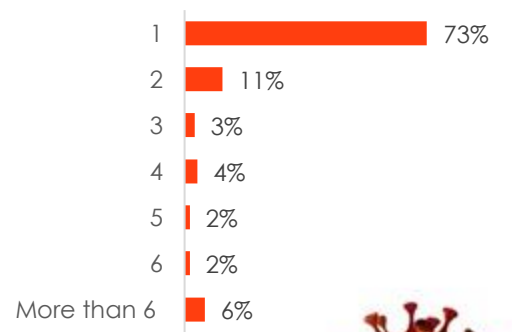
54%
Indicated that the food parcels were sufficient for their household

67%
Expect to receive another parcel in future

What was in your food parcel?



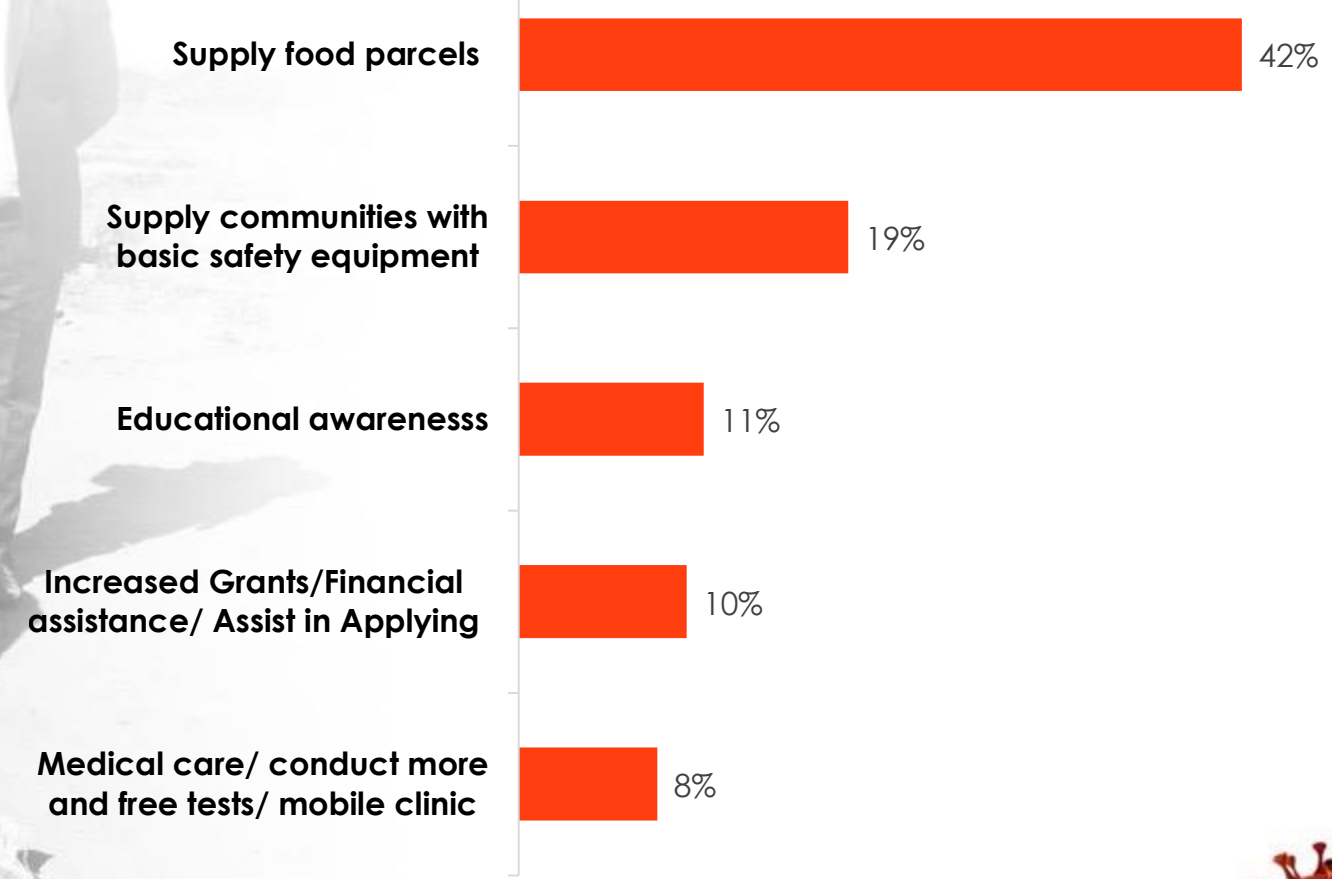
Number food parcels received



Food parcels remain the most important source of aid that Government can provide to vulnerable communities. Education awareness is also important to prevent the spread of the virus.



Government initiatives to assist vulnerable communities



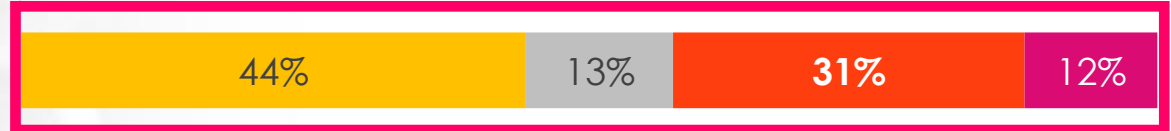
Dissatisfaction with the distribution of food parcels are increasing in Level 3 advanced. This dissatisfaction is significantly higher amongst women and the youth.

COVID-19: Level 5- Advanced Level 3

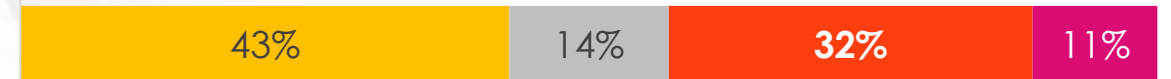
The government has been distributing food parcels to the most vulnerable in my community

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

Advanced Level 3



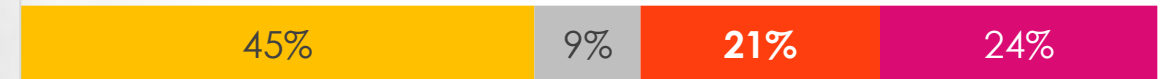
Level 3



Level 4



Level 5



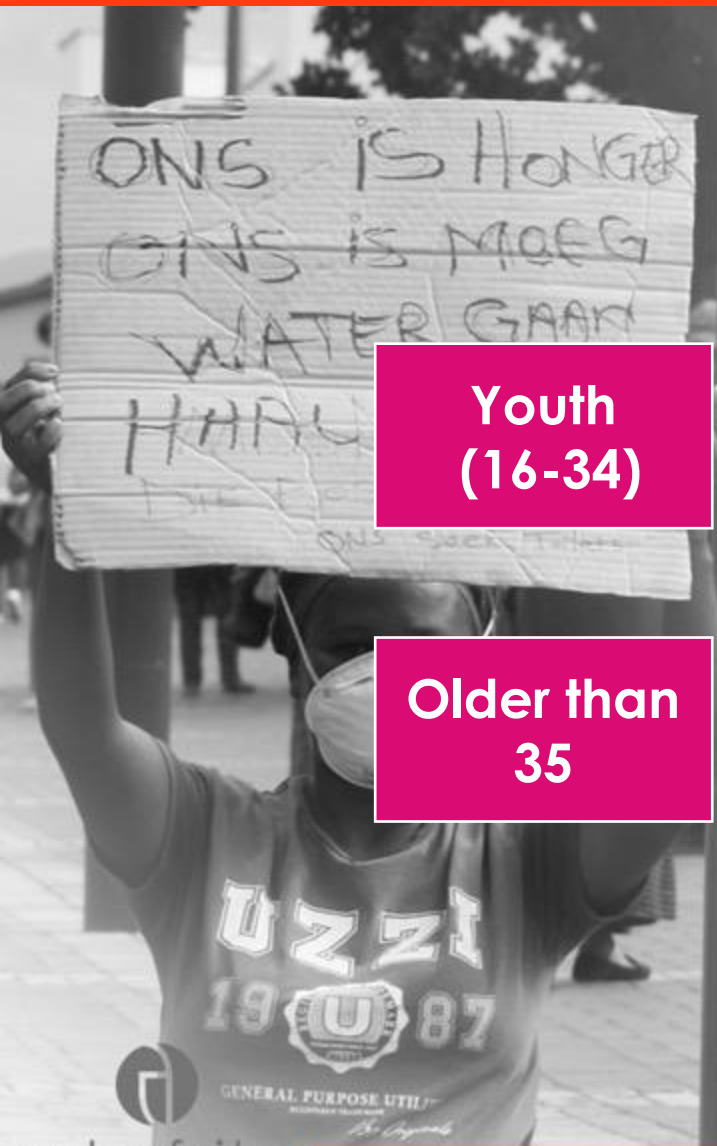
Single mention

Level 5 n= 365 | Level 4 n=1517 | Level 3 n=1344 | Advanced Level 3 n=1120



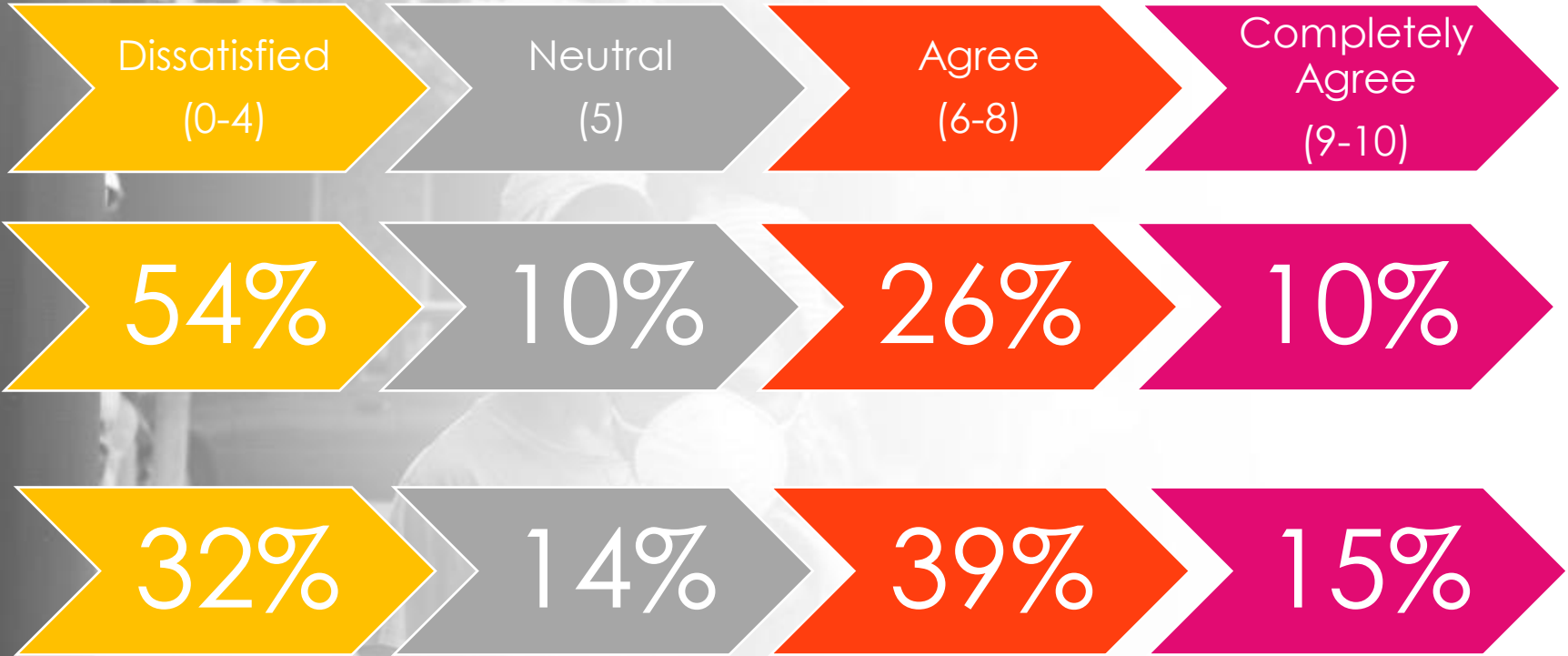
Those older than 35 are more satisfied with the Governments' delivery of food parcels than the youth.

COVID-19: Level 5- Advanced Level 3



**Youth
(16-34)**

**Older than
35**



Single mention
Level 5 n= 365 | Level 4 n=1517 | Level 3 n=1344 | Advanced Level 3 n=1120





Wheelbarrows have become an essential transport method to deliver food to recipients who are unable to collect from the distribution points and have created employment opportunities for impoverished areas.

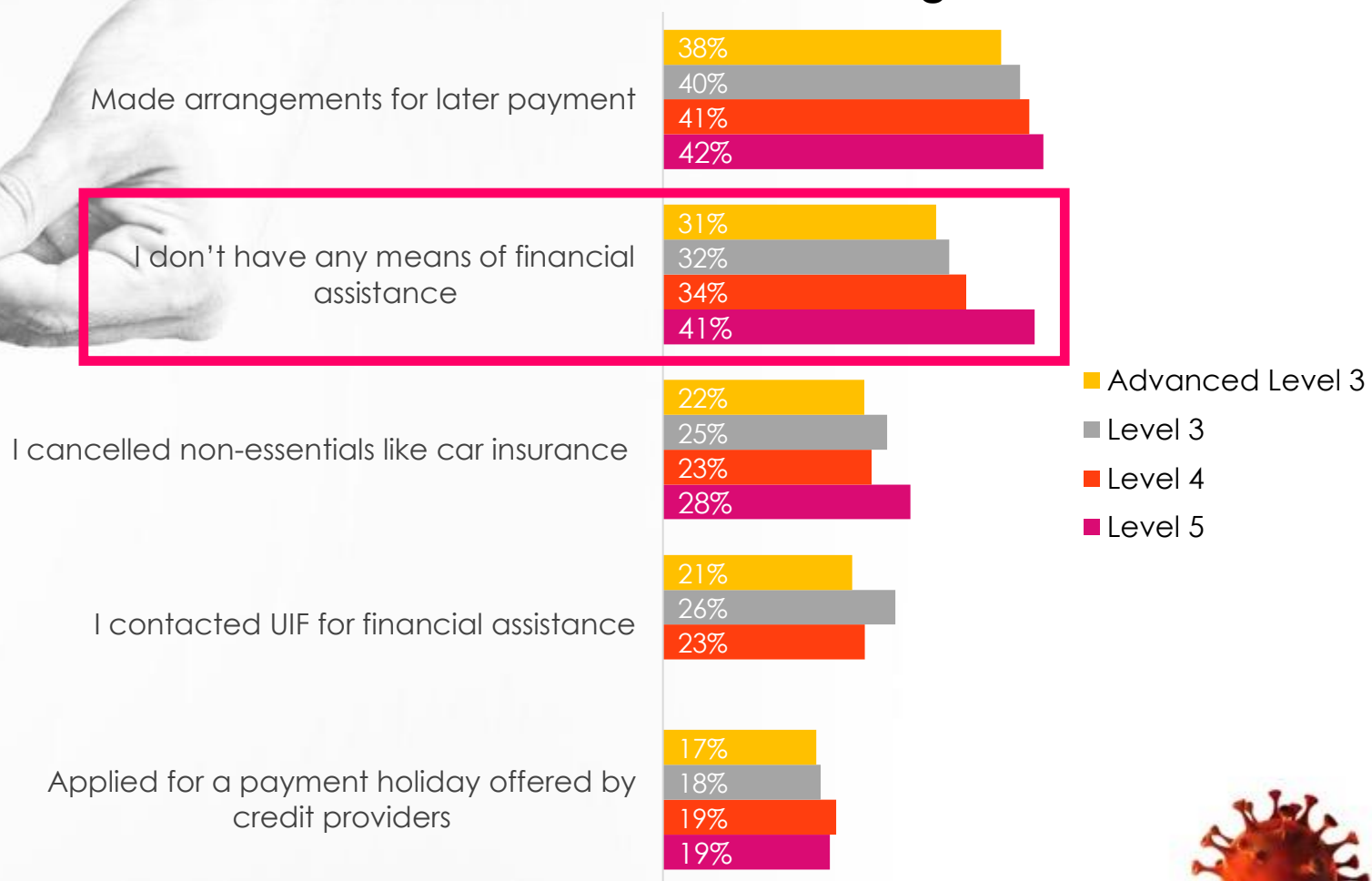
Source: <https://www.dailymaverick.co.za/article/2020-05-29-wheelbarrow-agents-ferry-food-to-the-needy/#gsc.tab=0>



Financial wellbeing

31% of respondents have no means of financial assistance and experience financial distress due to the lockdown.

Citizens are cutting costs



Multiple mention
n=5477



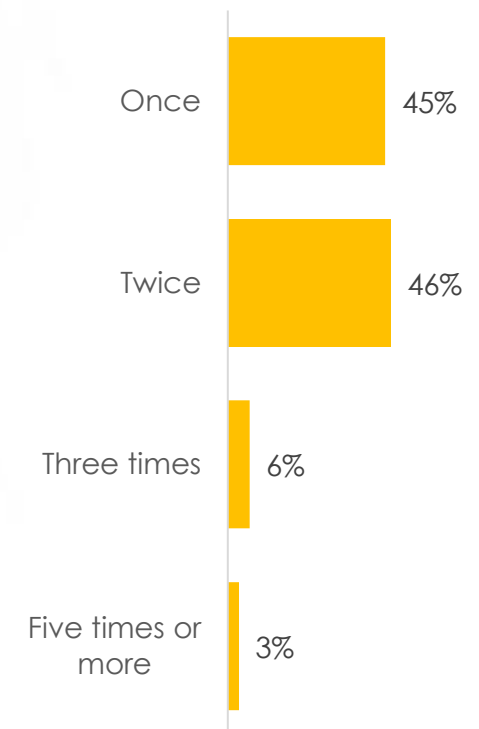
11% of respondents have received UIF.

COVID-19: Week 4 – 14

I contacted UIF for financial assistance



Number of times UIF was received



Single mention
n=4255

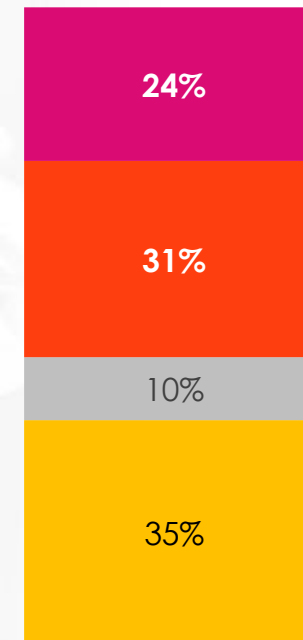


Although citizens generally believe that they are careful with their money, half of respondents indicated that they would have to borrow money to cope with the lockdown.

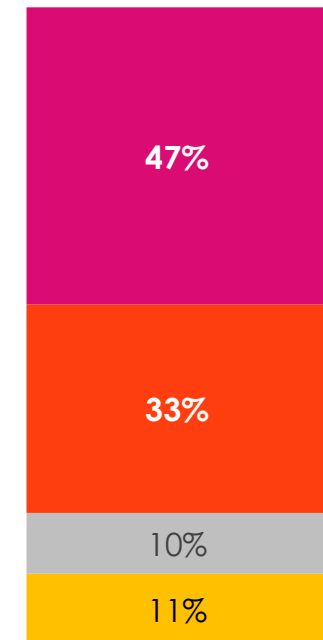
COVID-19: Level 5, Level 3 & Advanced Level 3



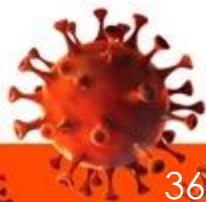
■ Disagree (0 - 4) ■ Neutral (5) ■ Agree (6 - 8) ■ Completely Agree (9 - 10)



I will have to borrow money to cope with the lockdown



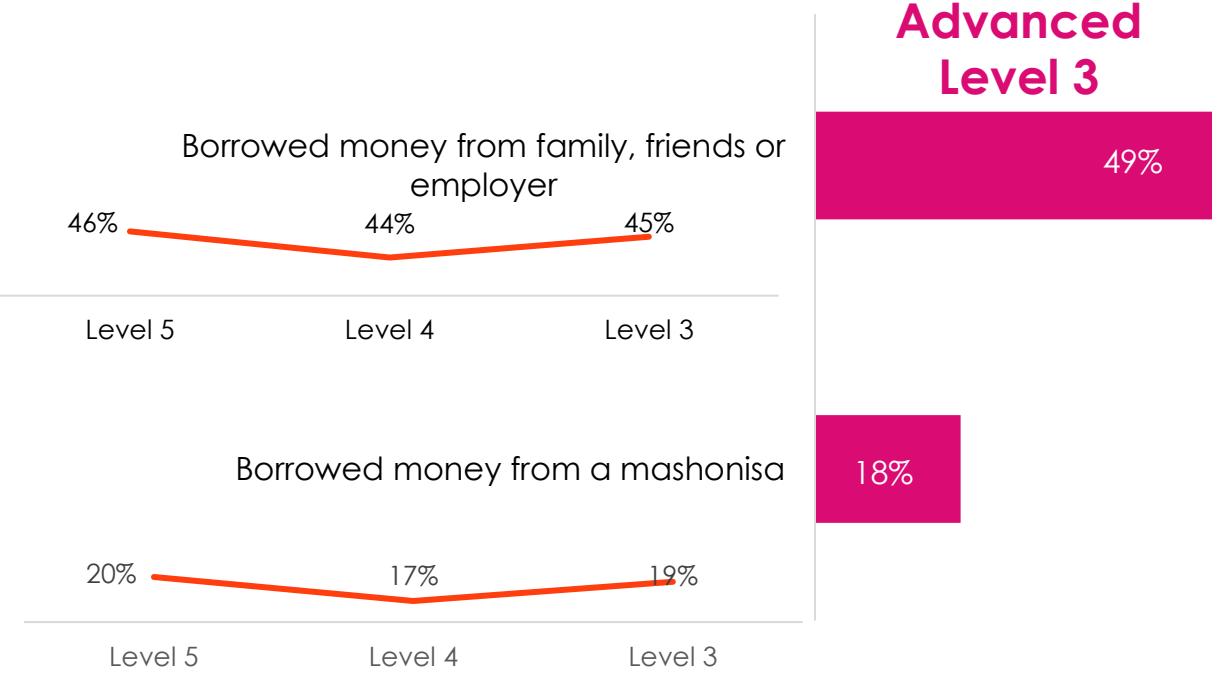
I am more careful with my money



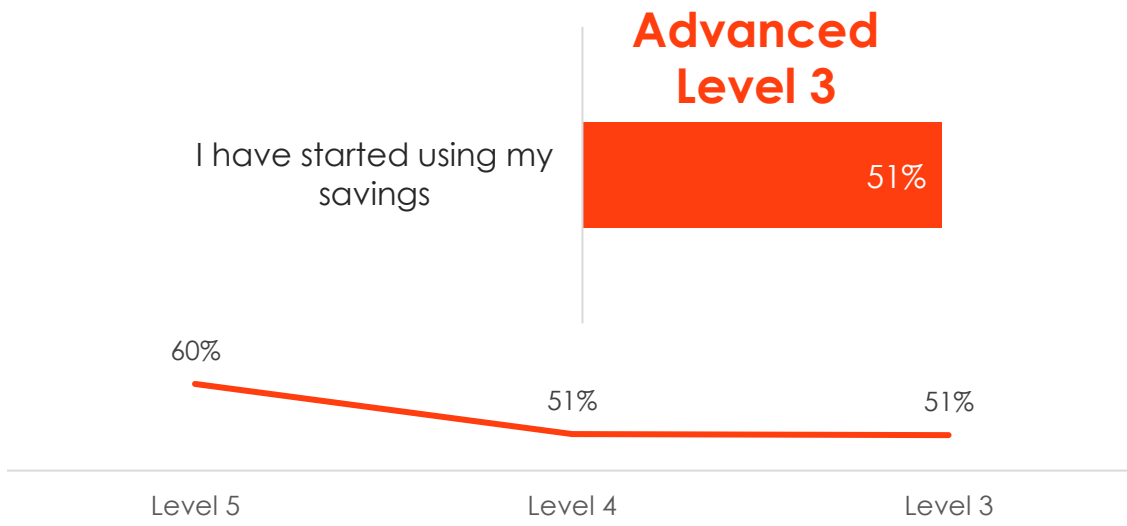
74% of food insecure citizens took a loan from friends, family or mashonisa

COVID-19: Week 4 – 14

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



Half of citizens have started using their savings





**Pre-Covid-19
37% of people in
metro and urban
areas believed that
the cost of living
was rising faster
than the rate of
inflation**

Source: TGISA n=25 067, weighted to N=26 980 000 South Africans



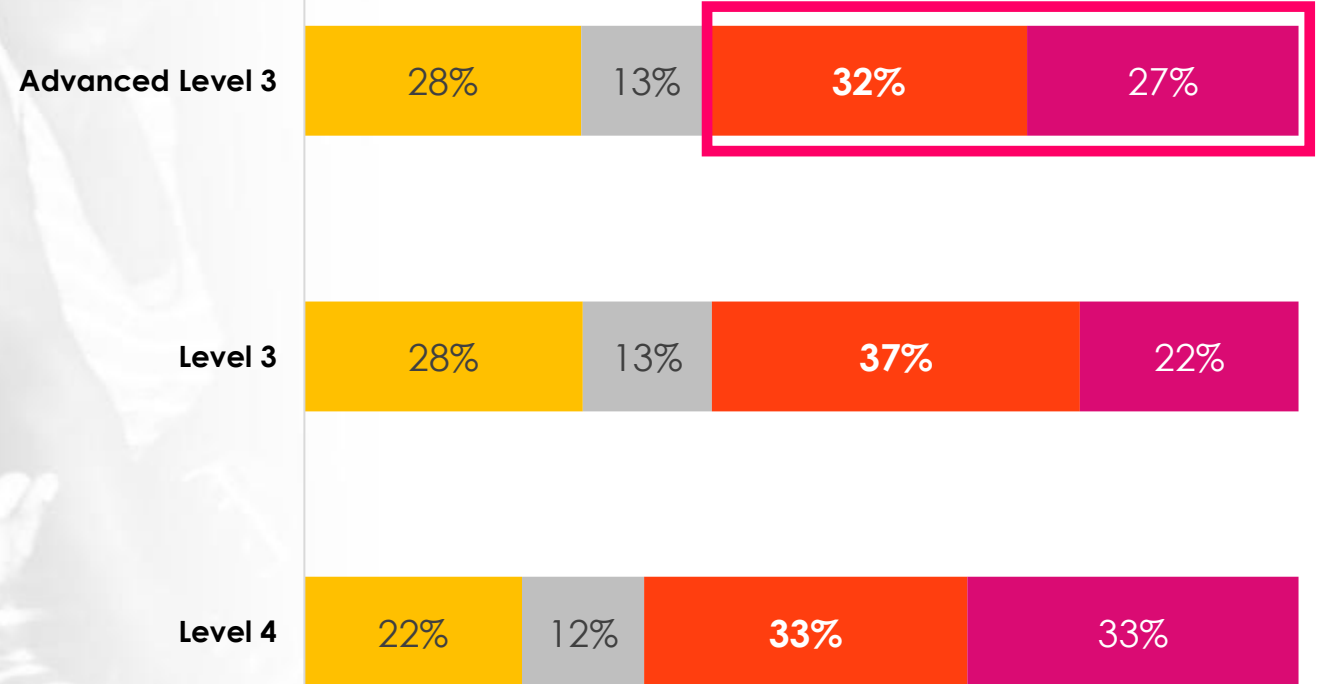
Awareness of funding/ aid and corruption

As Level-3 advanced progresses, awareness of the R500bn Government loans is dwindling.

COVID-19: Level 4 - Advance Level 3

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

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



Single mention
Level 4 n=972 | Level 3 n=580 | Advanced Level 3 n=1135



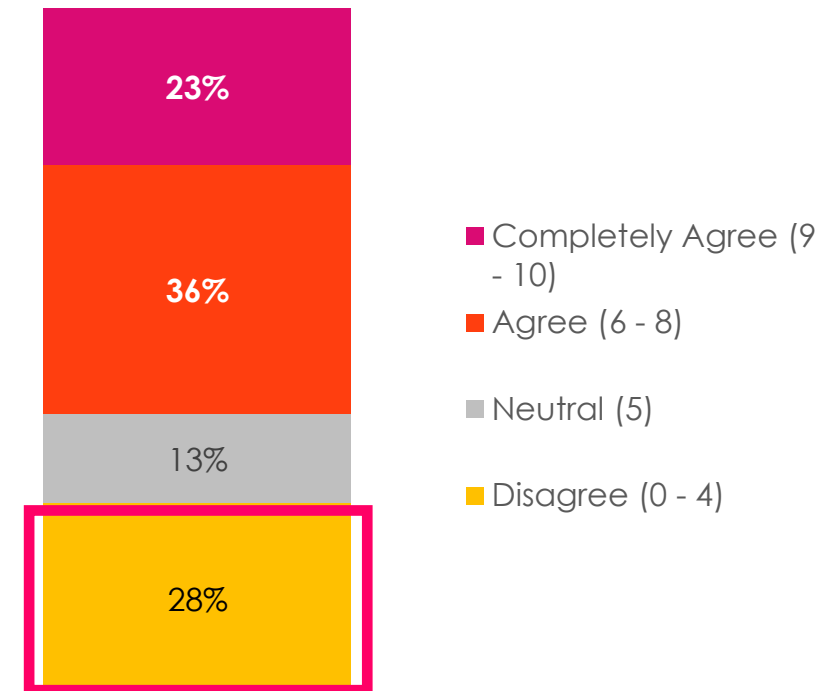
Nearly a third of people remain unsure of how to access social relief interventions, an area that may require more attention to improve the wellbeing of South Africans.

COVID-19: Level 4 - Advance Level 3



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

Housewives/Students / Retirees (33%) and Self-employed persons (32%) have the lowest levels of awareness on how to access social relief of distress interventions.



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

Level 4 n=1138 | Level 3 n=946 | Advanced Level 3 n=1127

Single mention



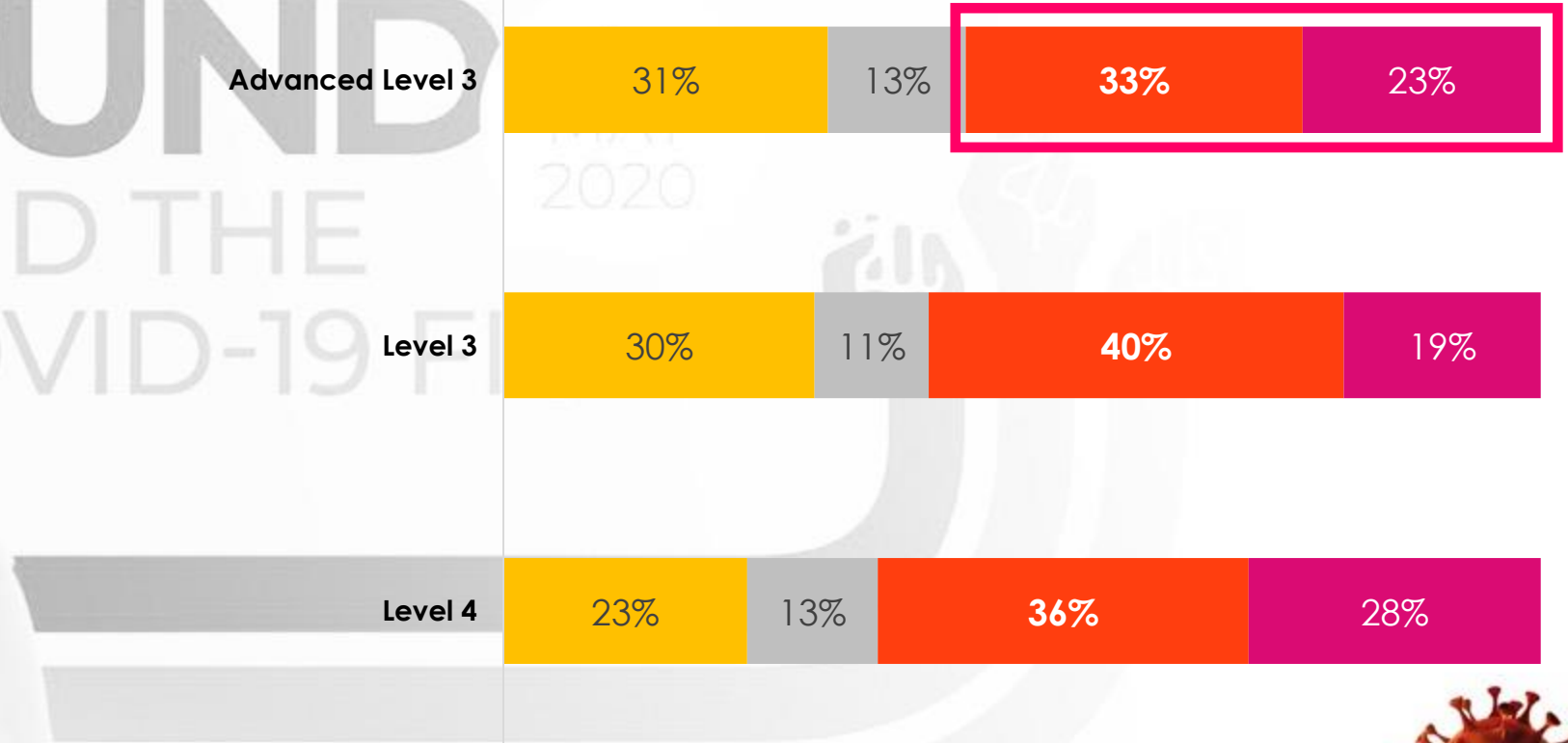
Awareness of the Solidarity Fund has decreased slightly from the previous week (5% decline). Those older than 35 have higher levels of awareness of the fund than the youth.

COVID-19: Level 4 - Advance Level 3

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



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

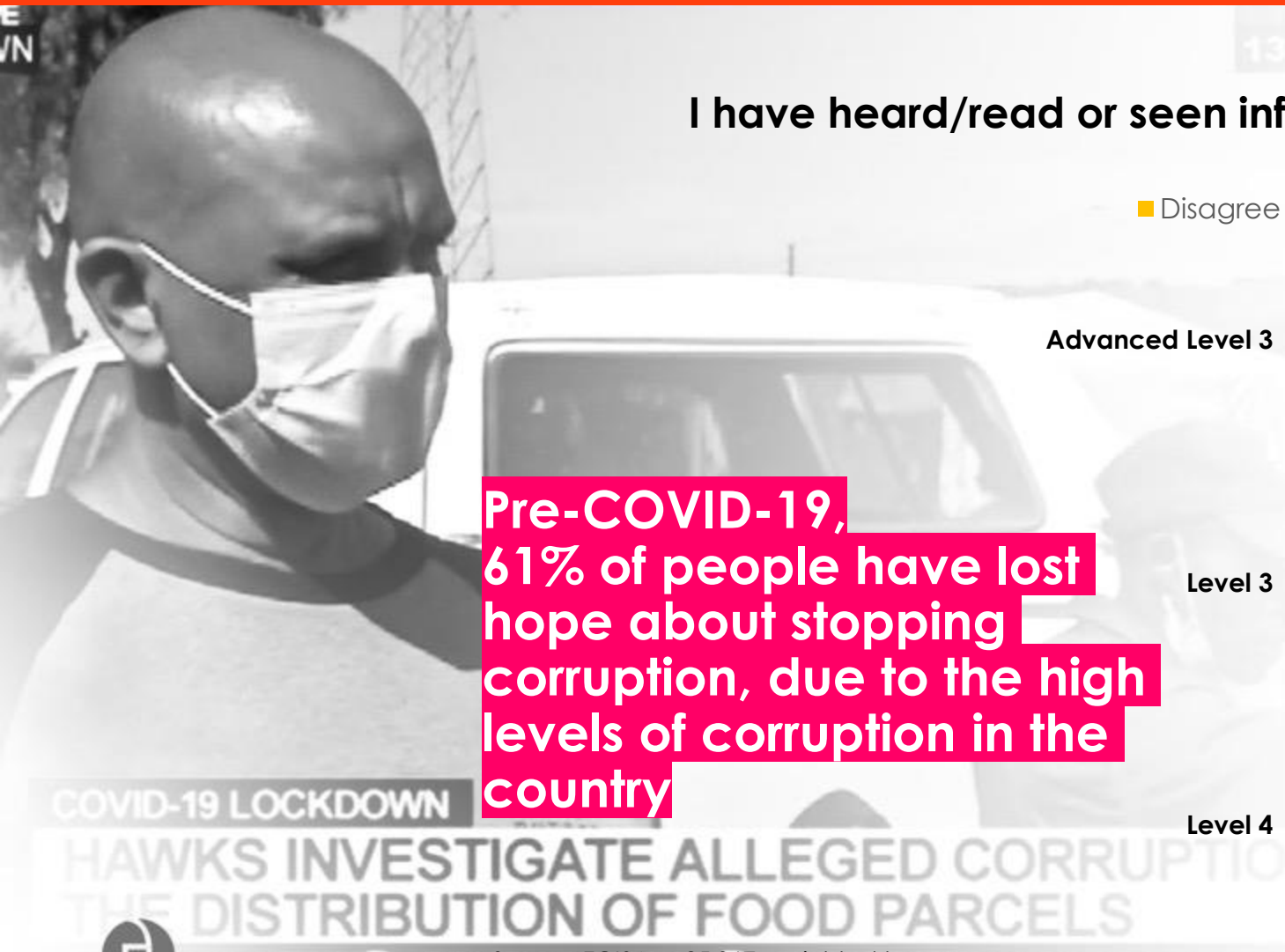


Single mention
 Level 4 n=959 | Level 3 n=571 | Advanced Level 3 n=1138



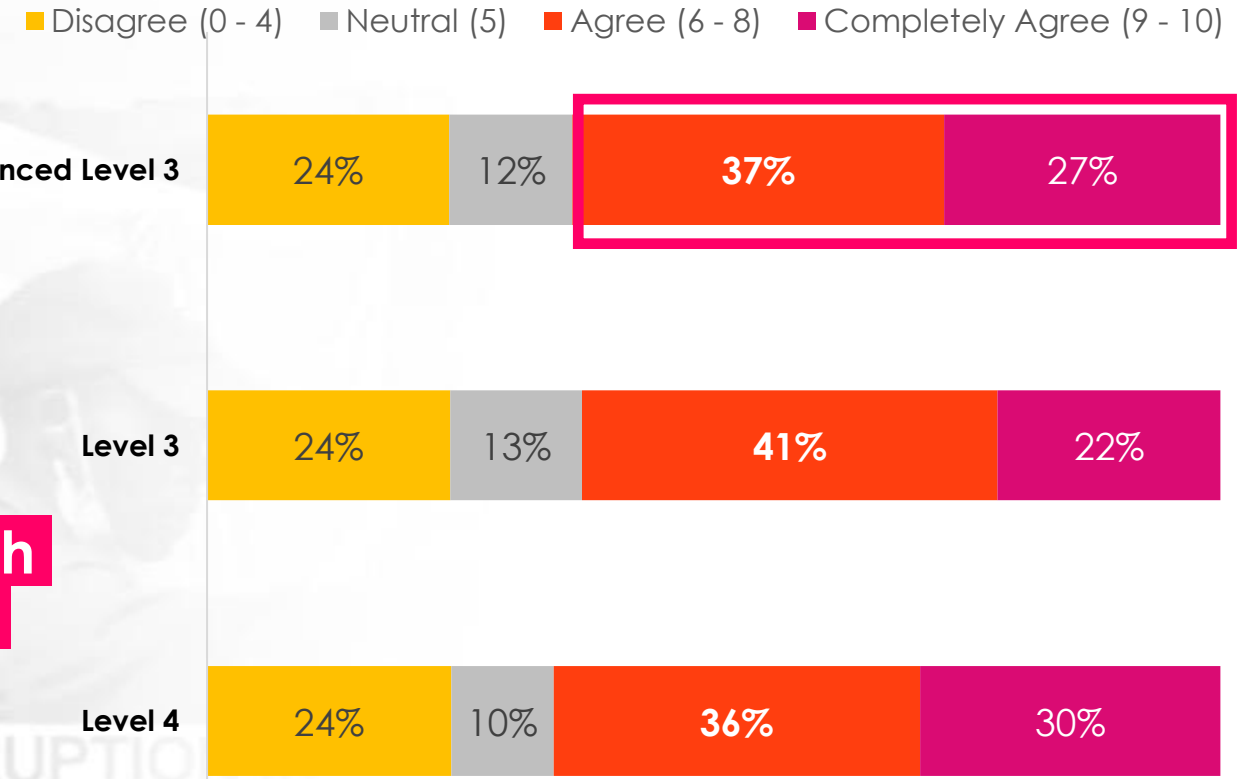
Awareness of COVID-19 corruption remains high amongst respondents, significantly so amongst those younger than 34.

COVID-19: Level 4 - Advance Level 3



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

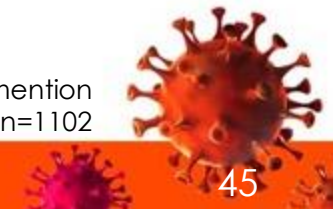
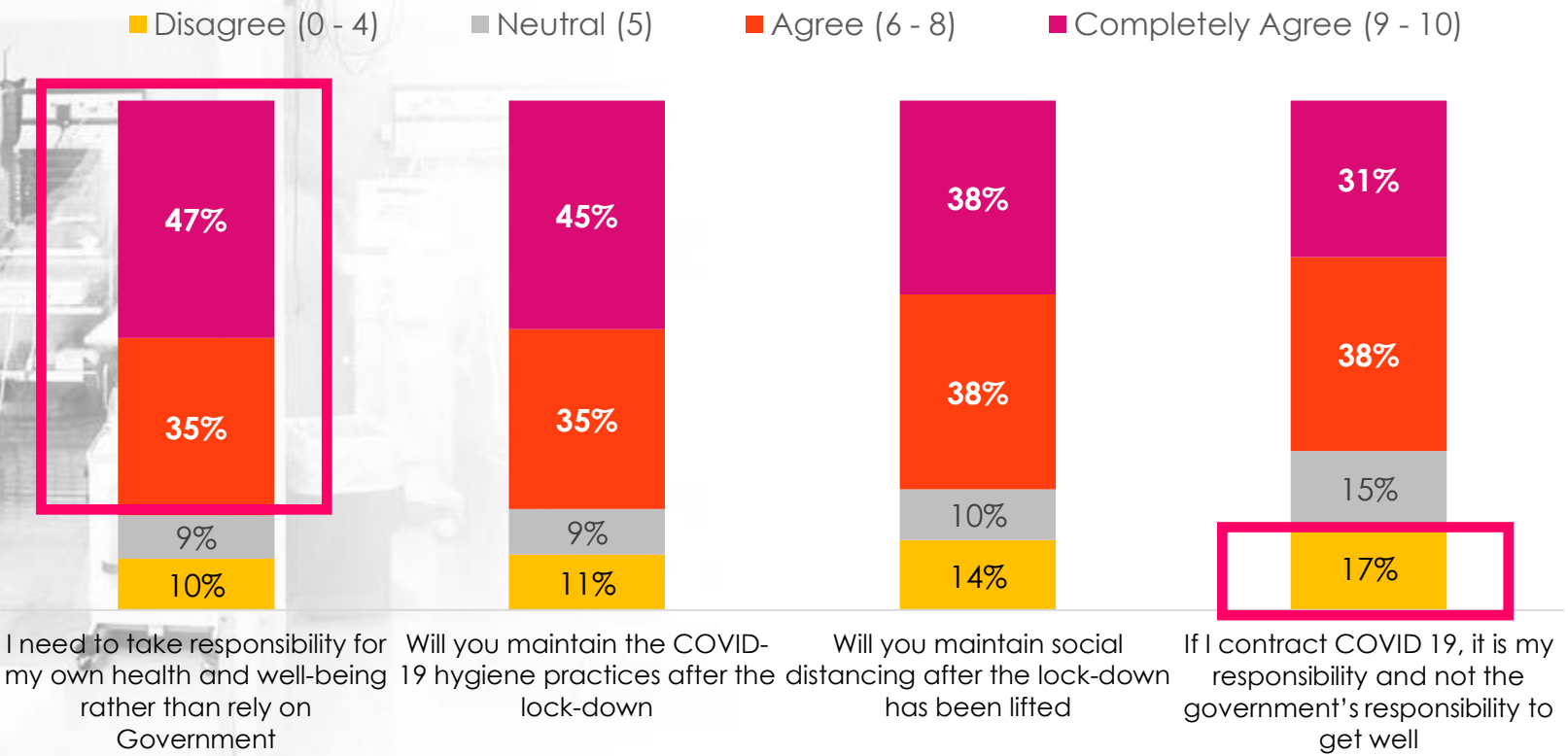
Pre-COVID-19, 61% of people have lost hope about stopping corruption, due to the high levels of corruption in the country



COVID-19 Behaviours & Perceptions

Four in five respondents believe their health and well-being are their own responsibility, while only 17% of respondents believe that when they contract COVID-19 it is the Governments responsibility to aid them to get well.

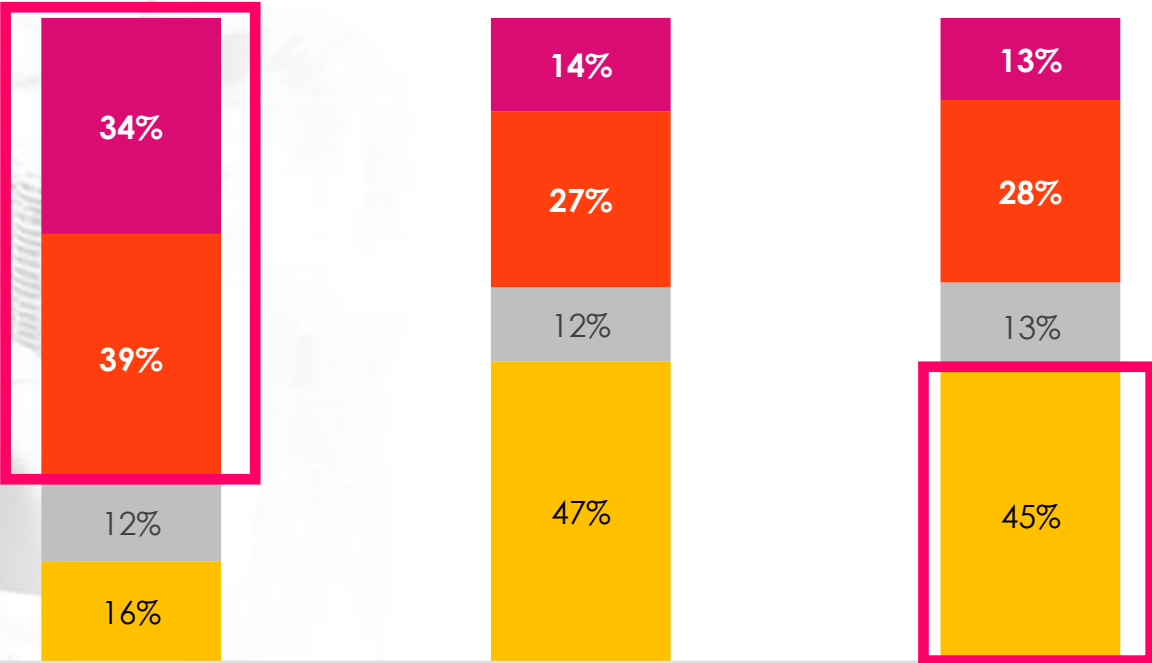
COVID-19: Level 5 - Advanced Level 3



Nearly 50% of people believe that the lockdown rules are not too strict, but many are breaking rules which put others at risk.

COVID-19: Level 4 & Advanced Level 3

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



Significantly more males believe that the lockdown rules are too strict

Many people are breaking lock-down 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=1202

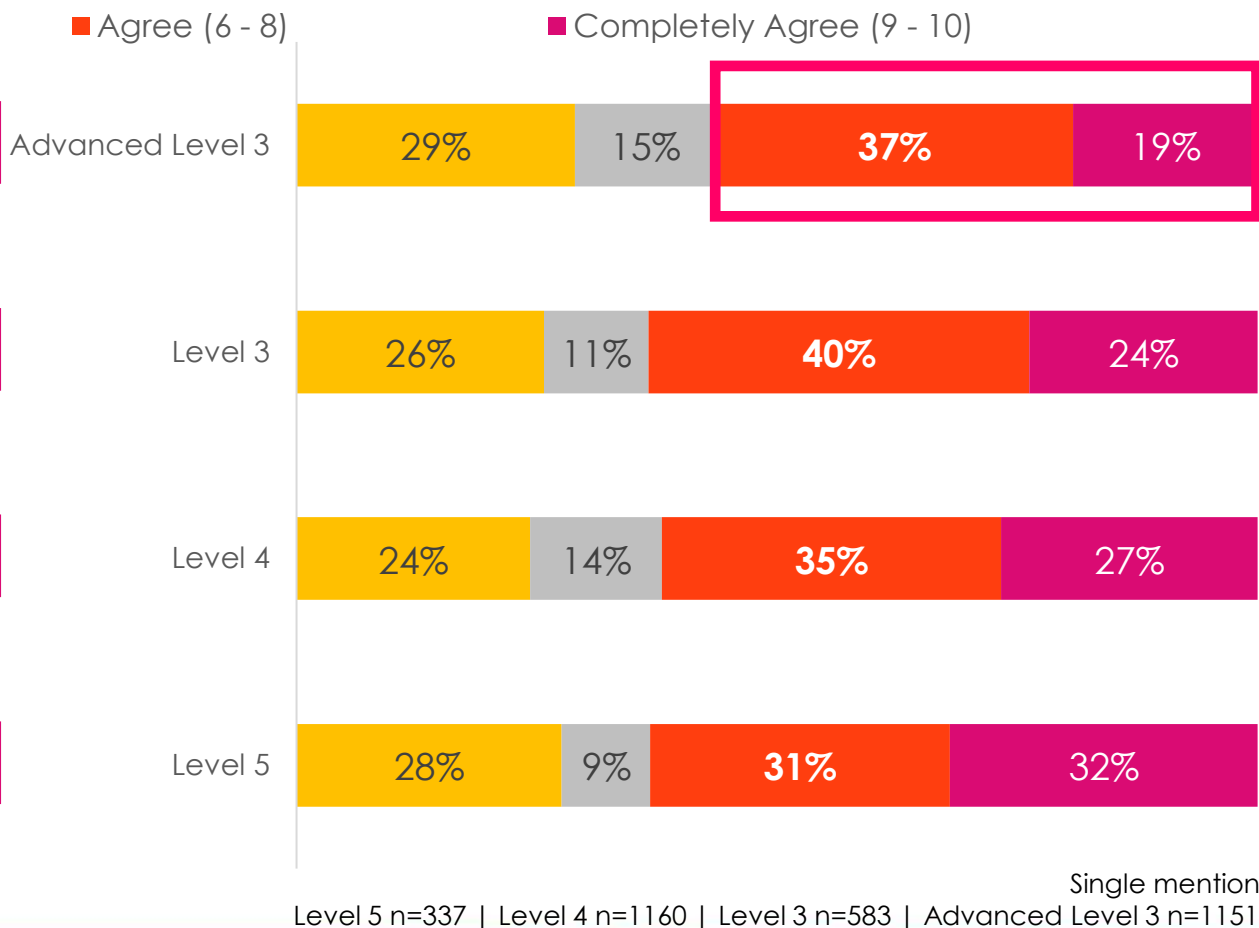
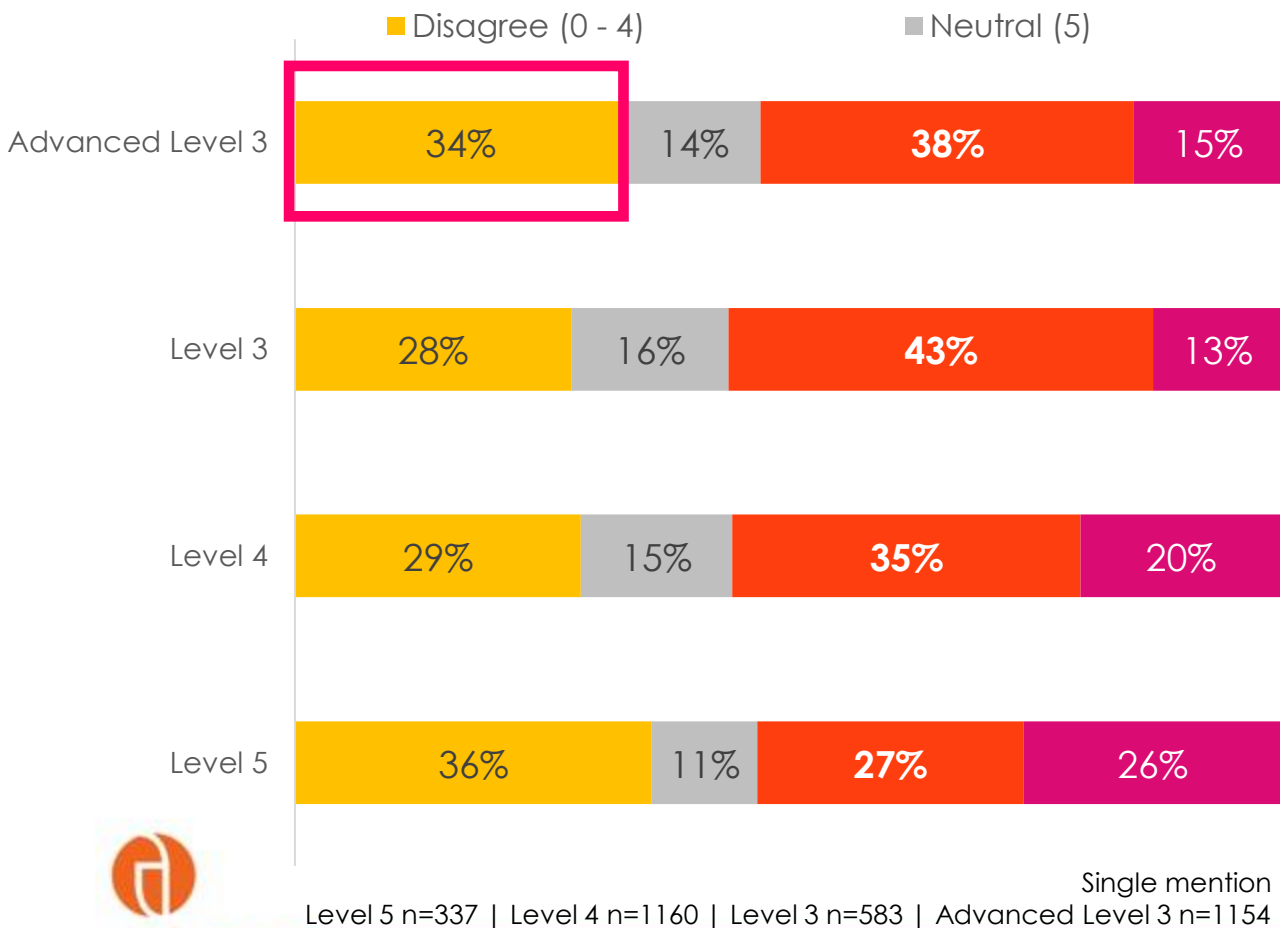


Fewer people are committed to social isolation than in level 3 and 4, which is mainly believed by females and the youth. Compared to those who are managing, those who are irritable are also more likely to believe people are not committed to social isolation.

COVID-19: Level 5 – Advanced Level 3

People are committed to social isolation

People are staying at home to keep others safe



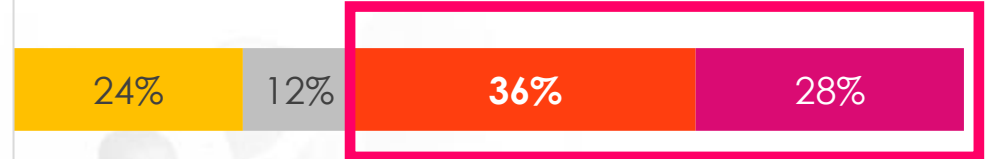
Social support obligations are slowly reducing through advanced level 3.

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)

Advanced Level 3



Level 3



Level 4



Level 5



Older generations (35 years+) are significantly more likely to mention that they are responsible for extended family than the youth

Single mention
Level 5 n=340 | Level 4 n=1155 | Level 3 n=583 | Advanced Level 3 n=1148

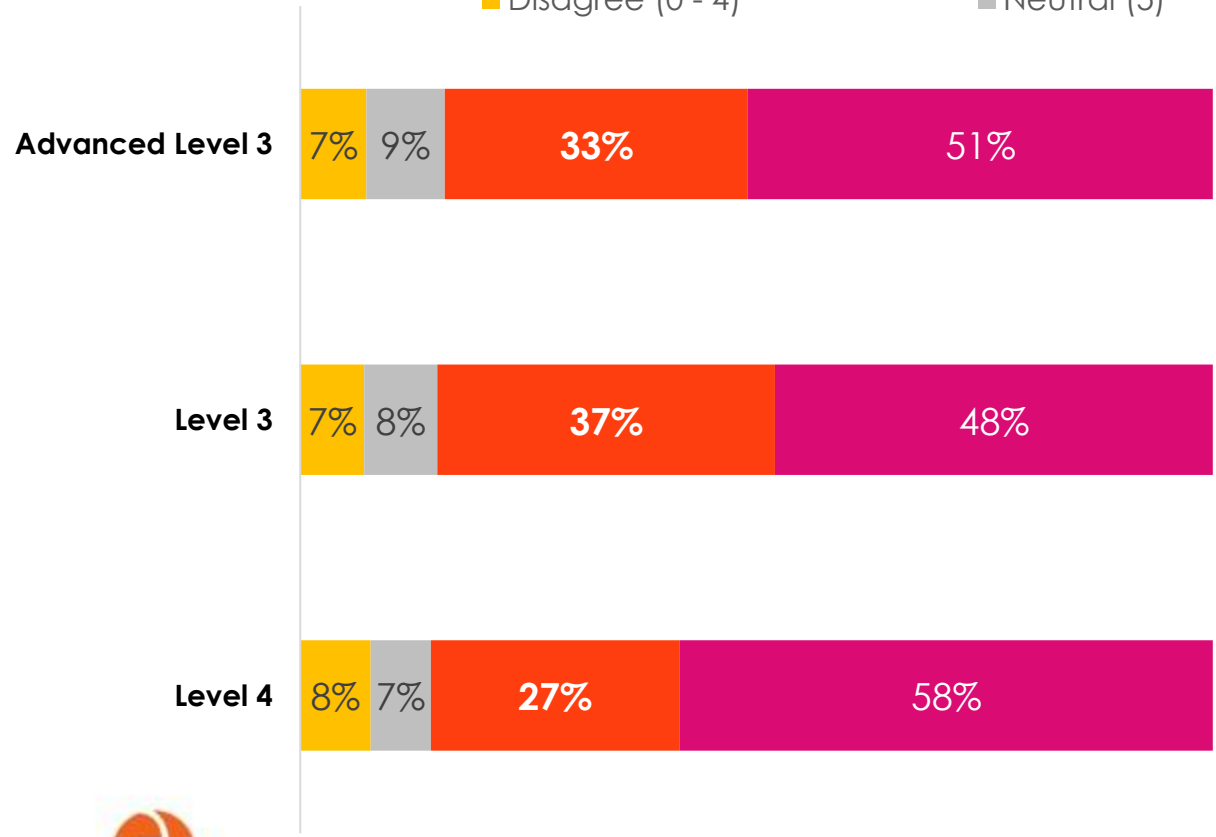


Most people believe that they are playing their part in curbing the spread of the virus.

COVID-19: Level 4 – Advanced Level 3

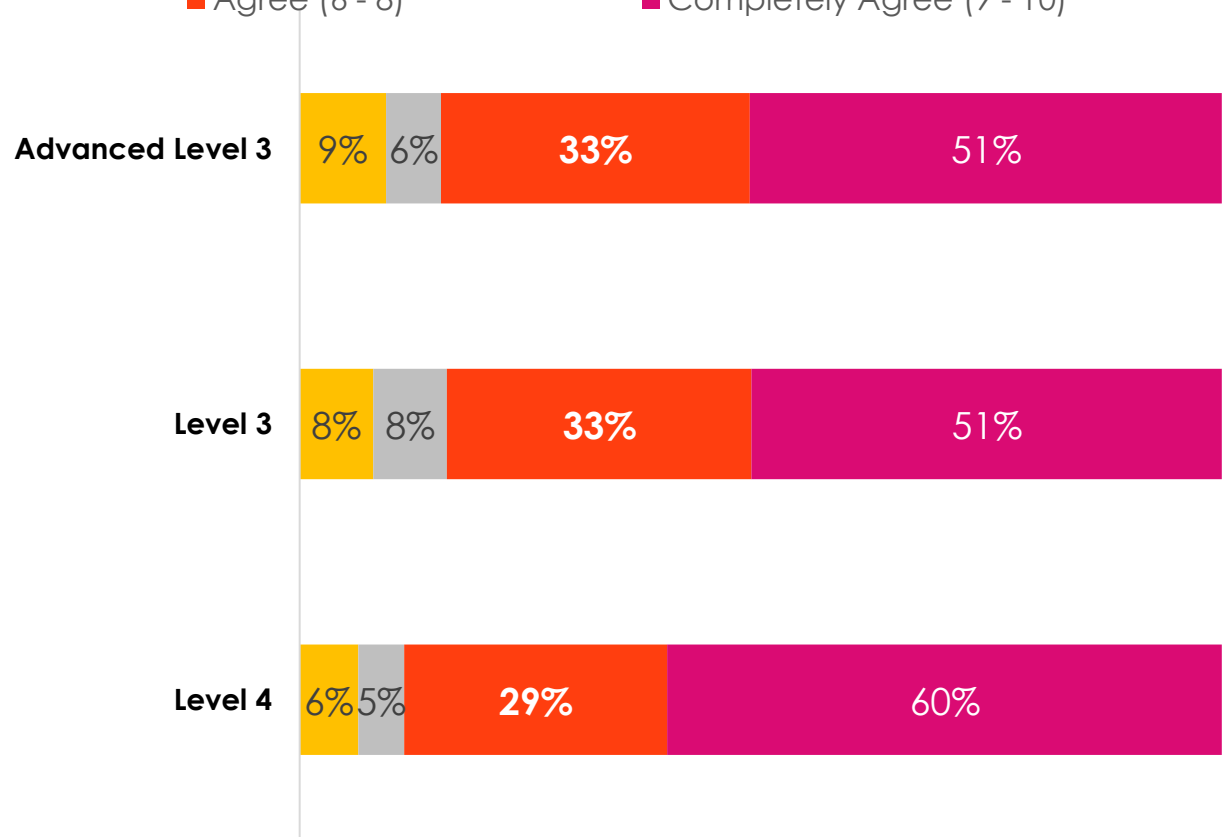
I have reduced social interaction to prevent infection

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)



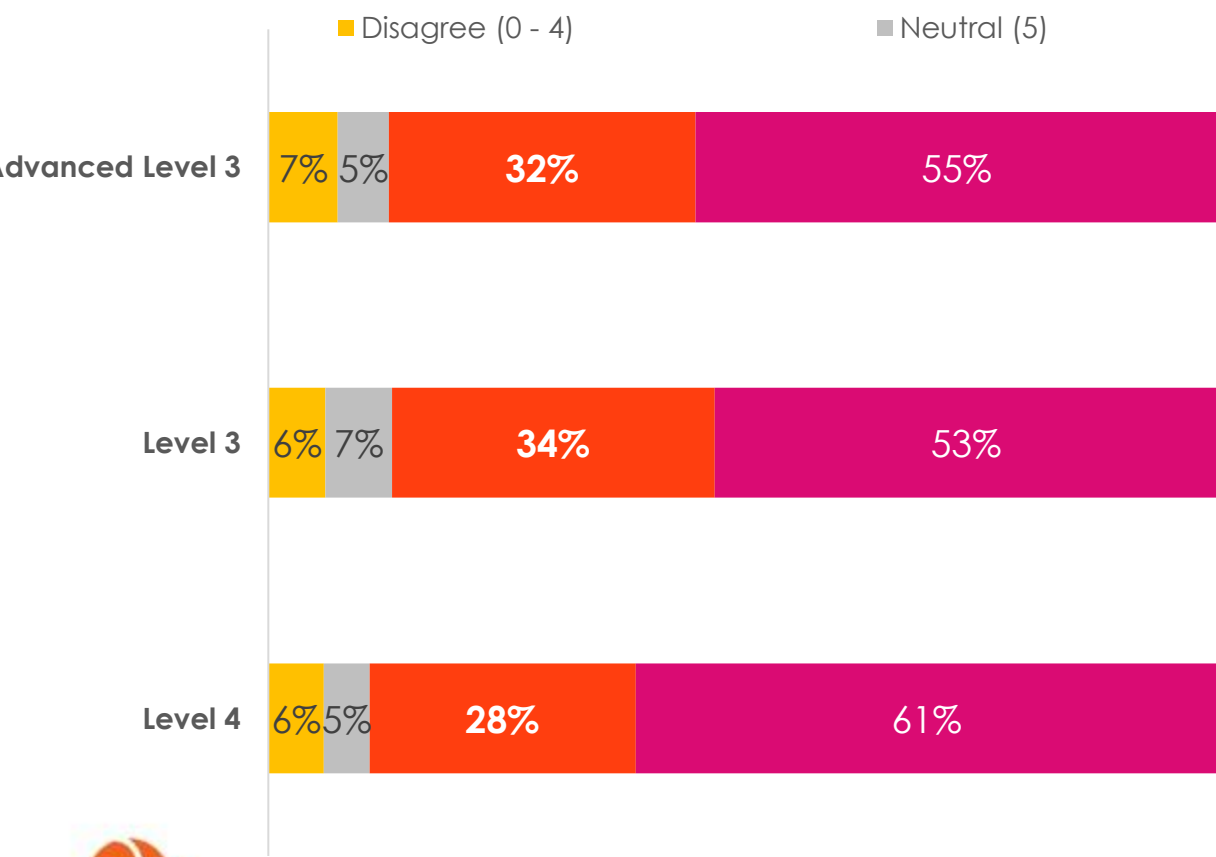
Single mention
Level 4 n=1570 | Level 3 n=962 | Advanced Level 3 n=1150

Single mention
Level 4 n=1570 | Level 3 n=962 | Advanced Level 3 n=1153

Handwashing behaviors have increased- indicating greater awareness of how the virus spreads

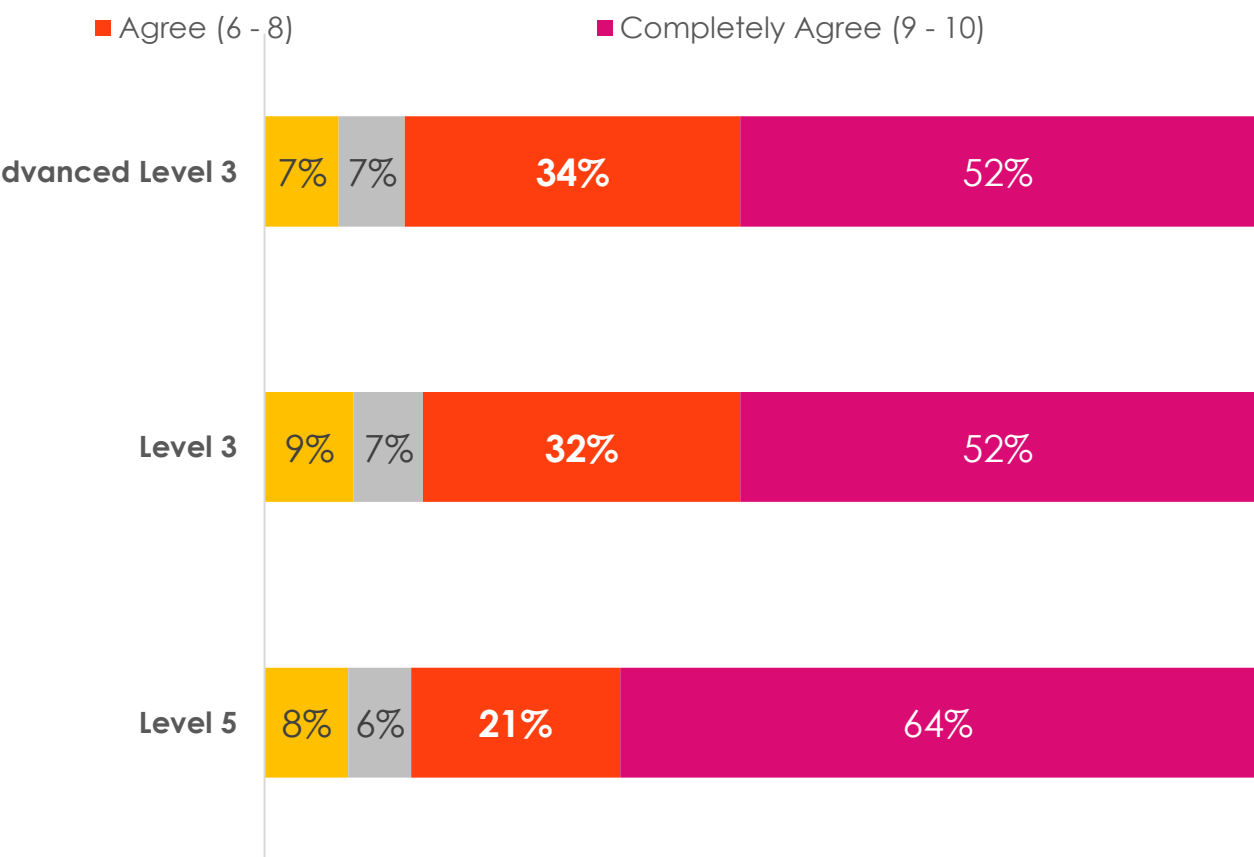
COVID-19: Level 5/4 - Advanced Level 3

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



Single mention
Level 4 n=1561 | Level 3 n=1151

I wash my hands more frequently than in the past



Single mention
Level 5 n=379 | Level 3 n=959 | Advanced Level 3 n=1150

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=1148



Most respondents noted that they can self-isolate, which is more prevalent now than in level 5.

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)

Advanced Level 3



Level 3



Level 5



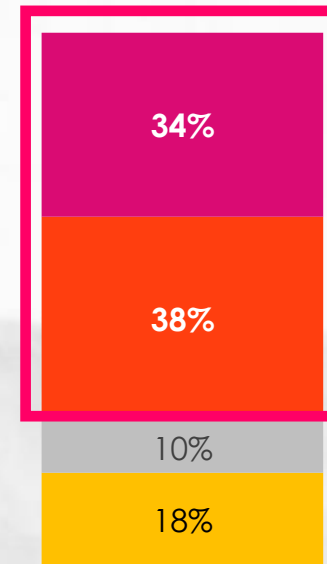
Single mention
Level 5 n=376 | Level 3 n=964 | Advanced Level 3 n=1153



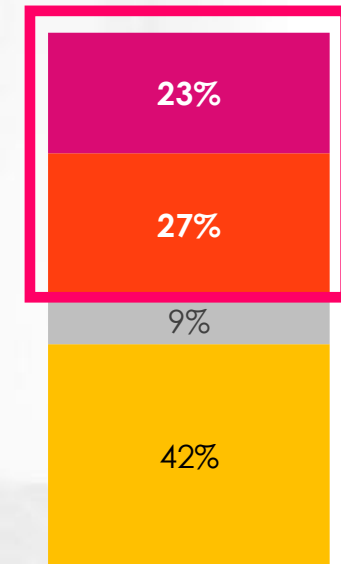
50% of people are concerned that they are at higher risk of infection due to underlying conditions.

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

Males and the older generations (35 years+) are more concerned that they are at higher risk due to underlying conditions than Females and the youth.

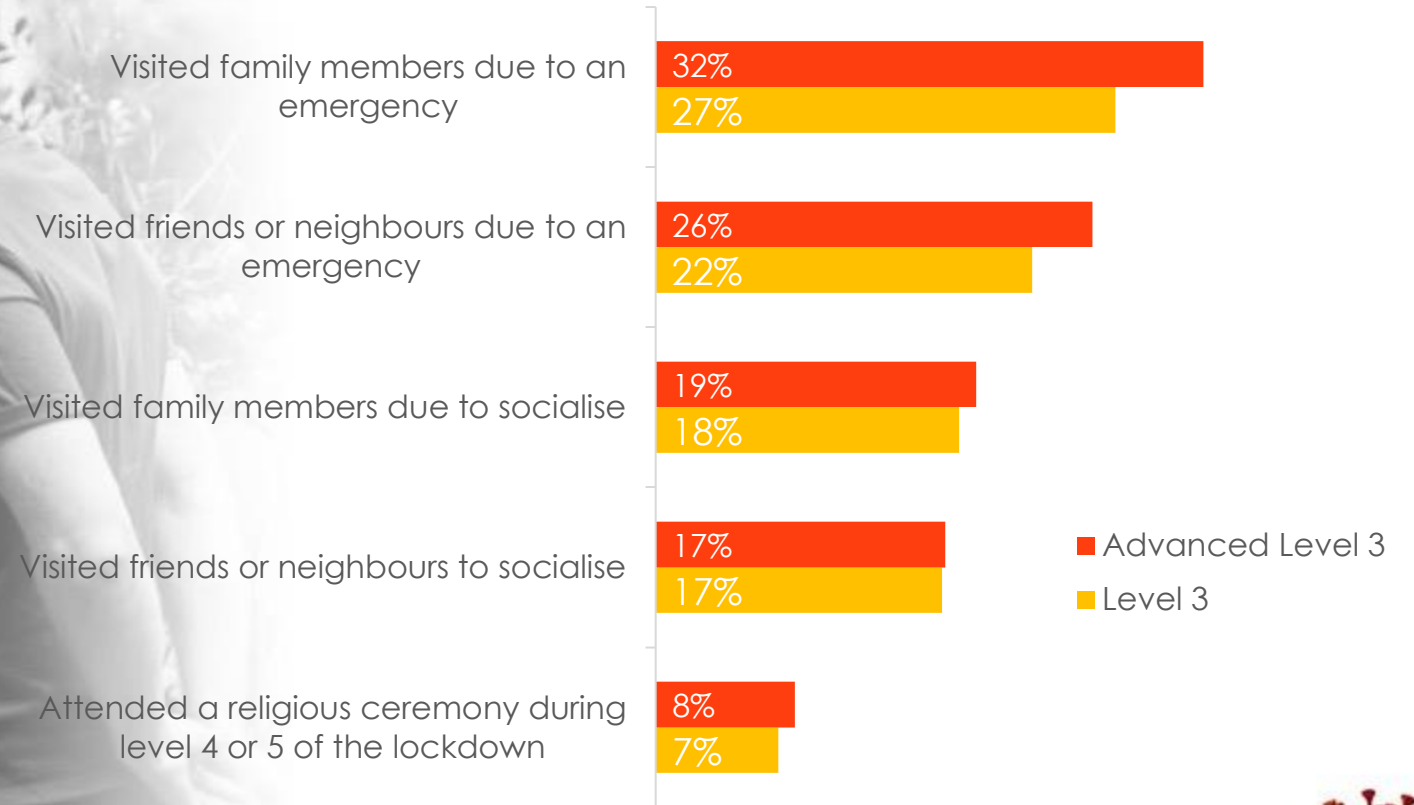


As lockdown regulations are relaxed, positive cases are on the rise, so too is social engagement.

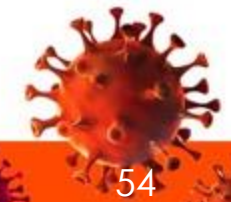
COVID-19: Level 3 – Advanced level 3



Which of the following have you engaged in during the lockdown?



Multi mention
Level 3 n=1001 | Advanced level 3 n=601



The pandemic is becoming personal- Prof Karim & Minister Mkhize

COVID-19: Week 14

Which of the following have you experienced?

Someone I know has contracted COVID-19

20%

Someone I know has passed away due to COVID-19

12%

I have been in contact with someone who has tested positive

5%

Single mention
Week 14 n=601

54% are aware that the South African Ox1 Cov-19 Vaccine VIDA-Trial aims to find a vaccine that will prevent infection by SARS-CoV-2, the virus that causes Covid-19.

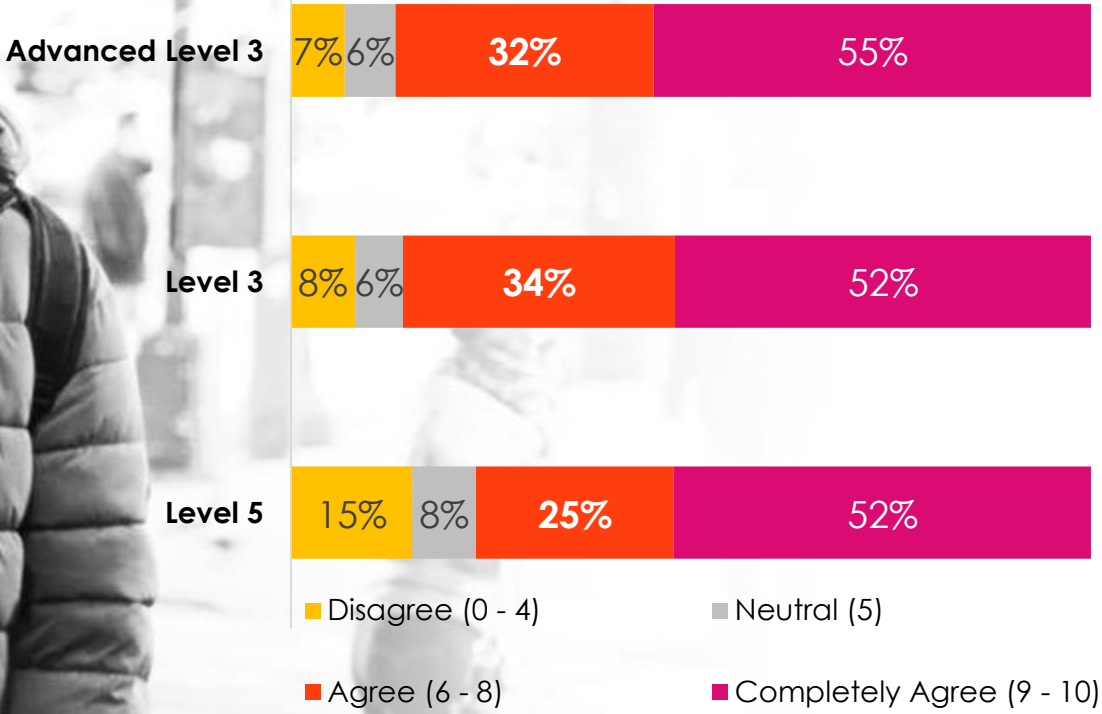


Mask wearing behaviour during COVID-19

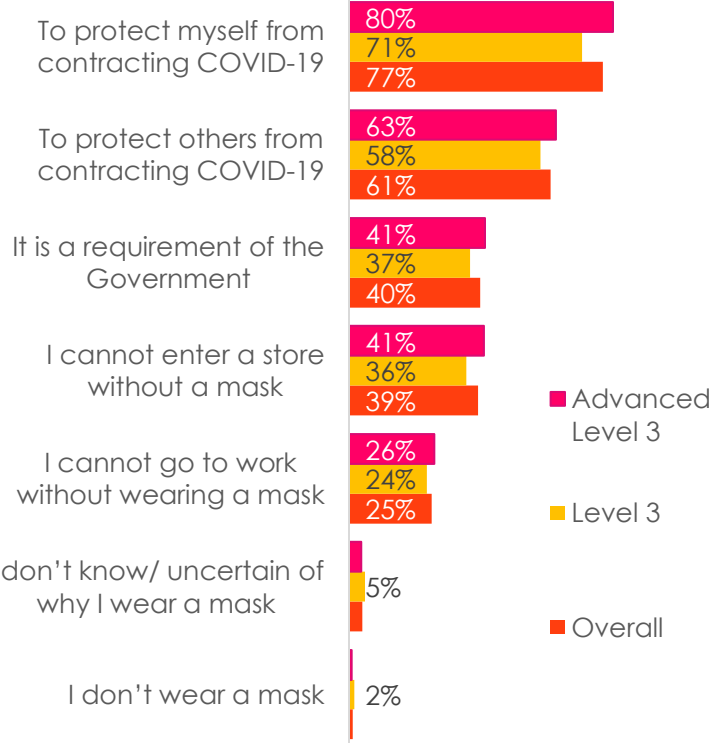
Mask-wearing has increased over lockdown. This is especially due to people wanting to protect themselves and others from contracting the virus.

COVID-19: Level 5 & Advanced Level 3

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



Why do you wear a mask?



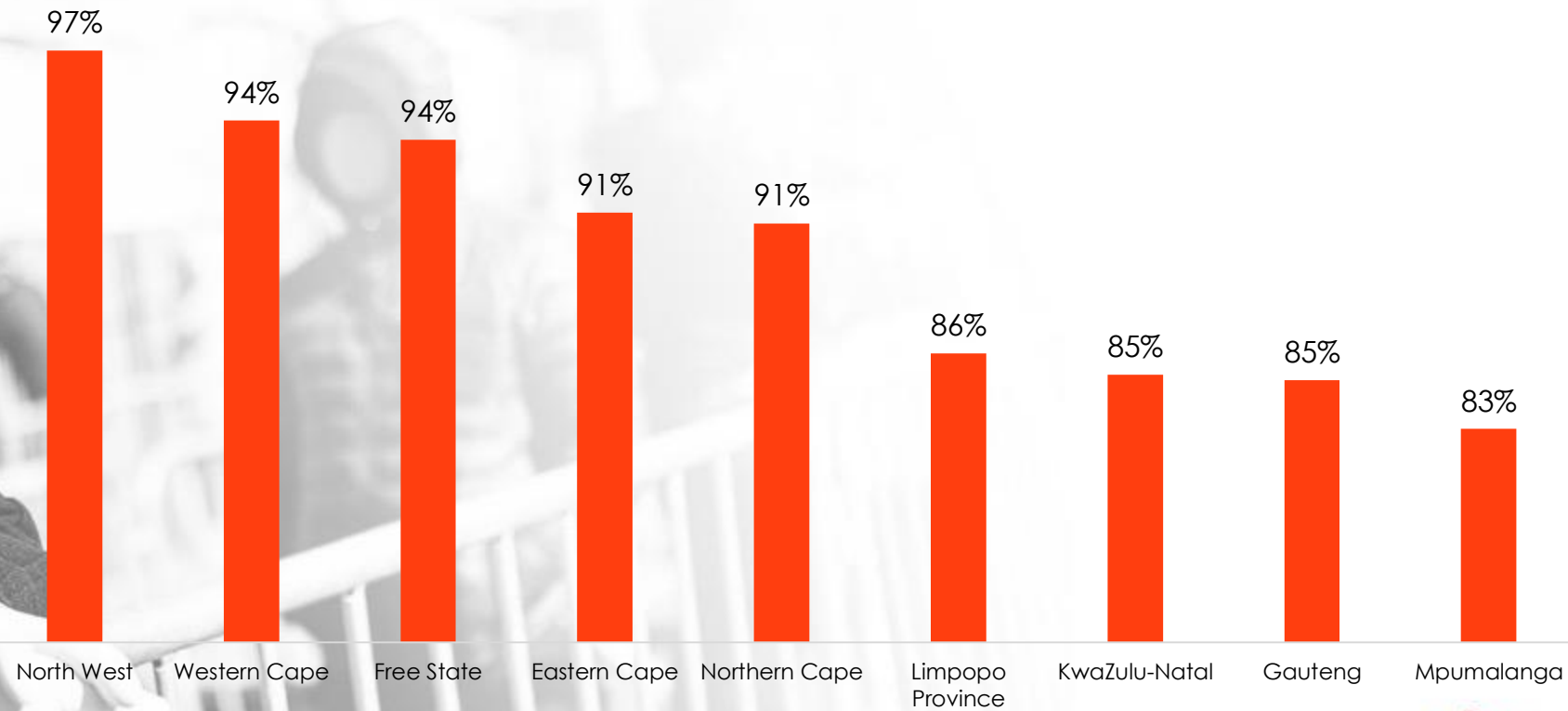
Single mention
Level 5 n=376 | Level 3 n=964 | Advanced Level 3 n=1149



Self-reported mask-wearing is highest in the North West, Western Cape and Free State.

COVID-19: Advanced Level

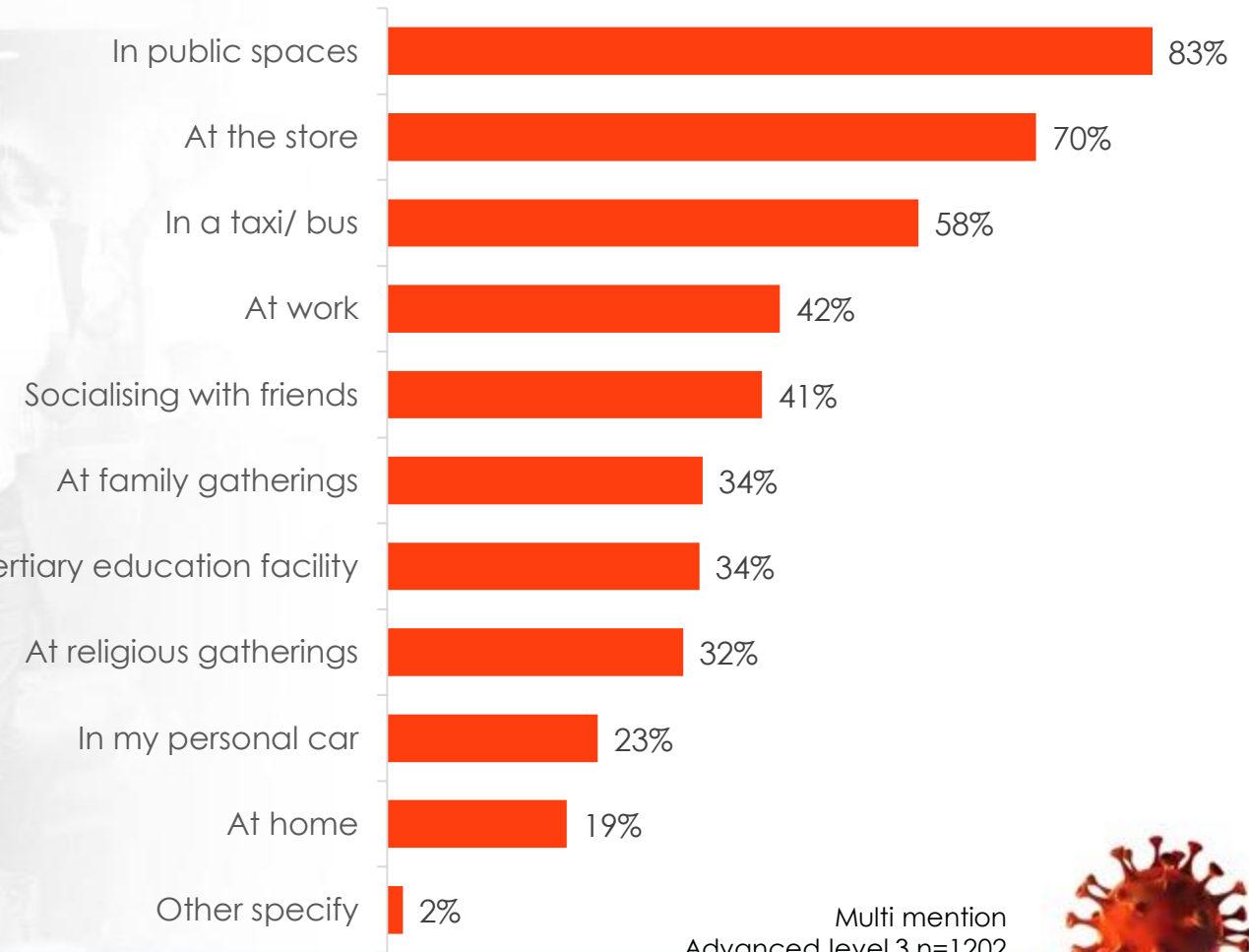
I will wear a mask and gloves when I leave my house in the near future



Most people claim to wear a mask in public spaces, yet only 32% claim to wear a mask at religious gatherings.

COVID-19: Advanced level 3

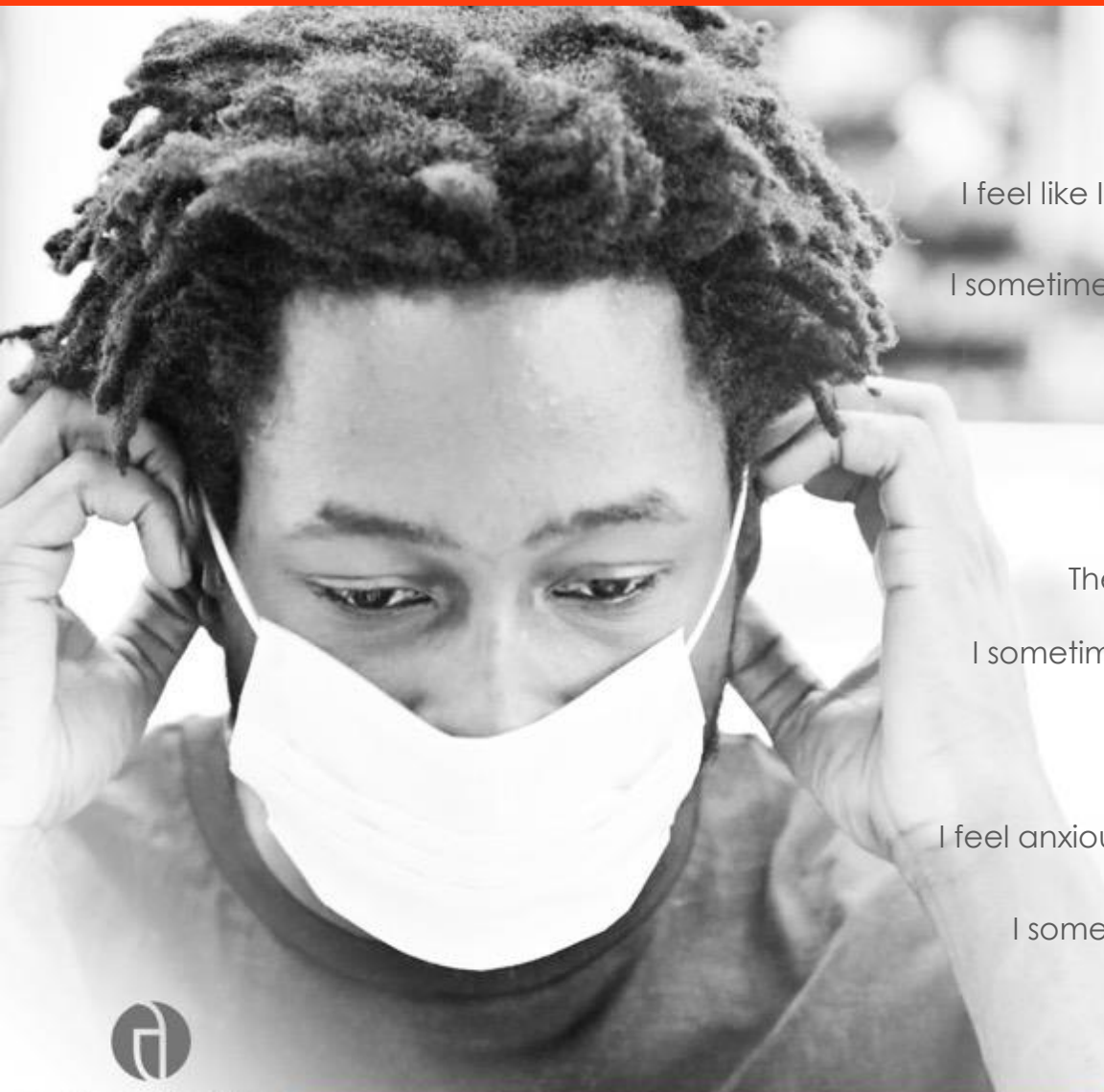
Where do you wear to you mask ?



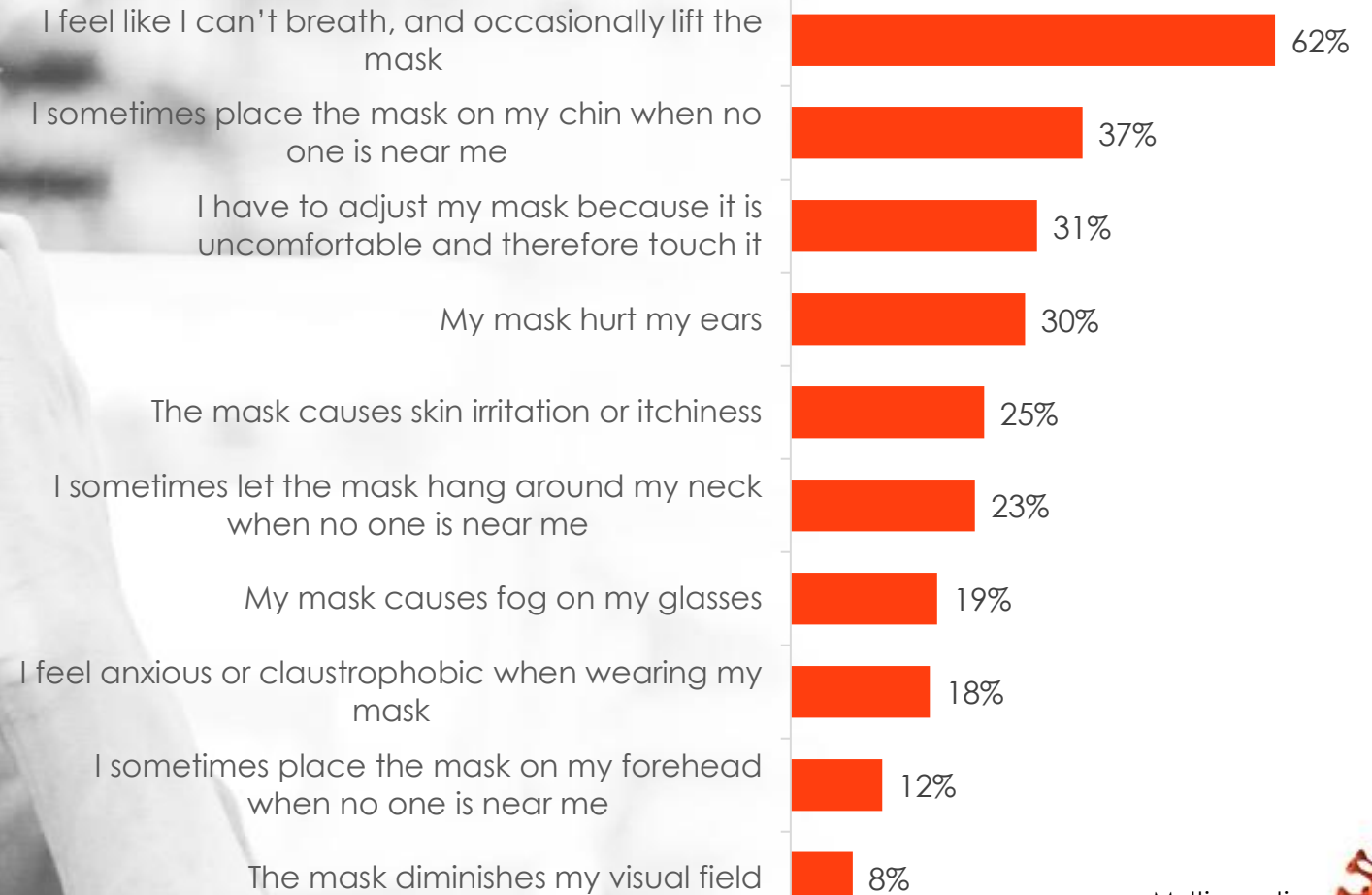
Multi mention
Advanced level 3 n=1202

Many people claim that they struggle to breathe when they wear a mask, and sometime adjust their mask as it is uncomfortable.

COVID-19: Advanced level 3



When wearing your mask in public do you experience any of the following?



Multi mention
Advanced level 3 n=1041

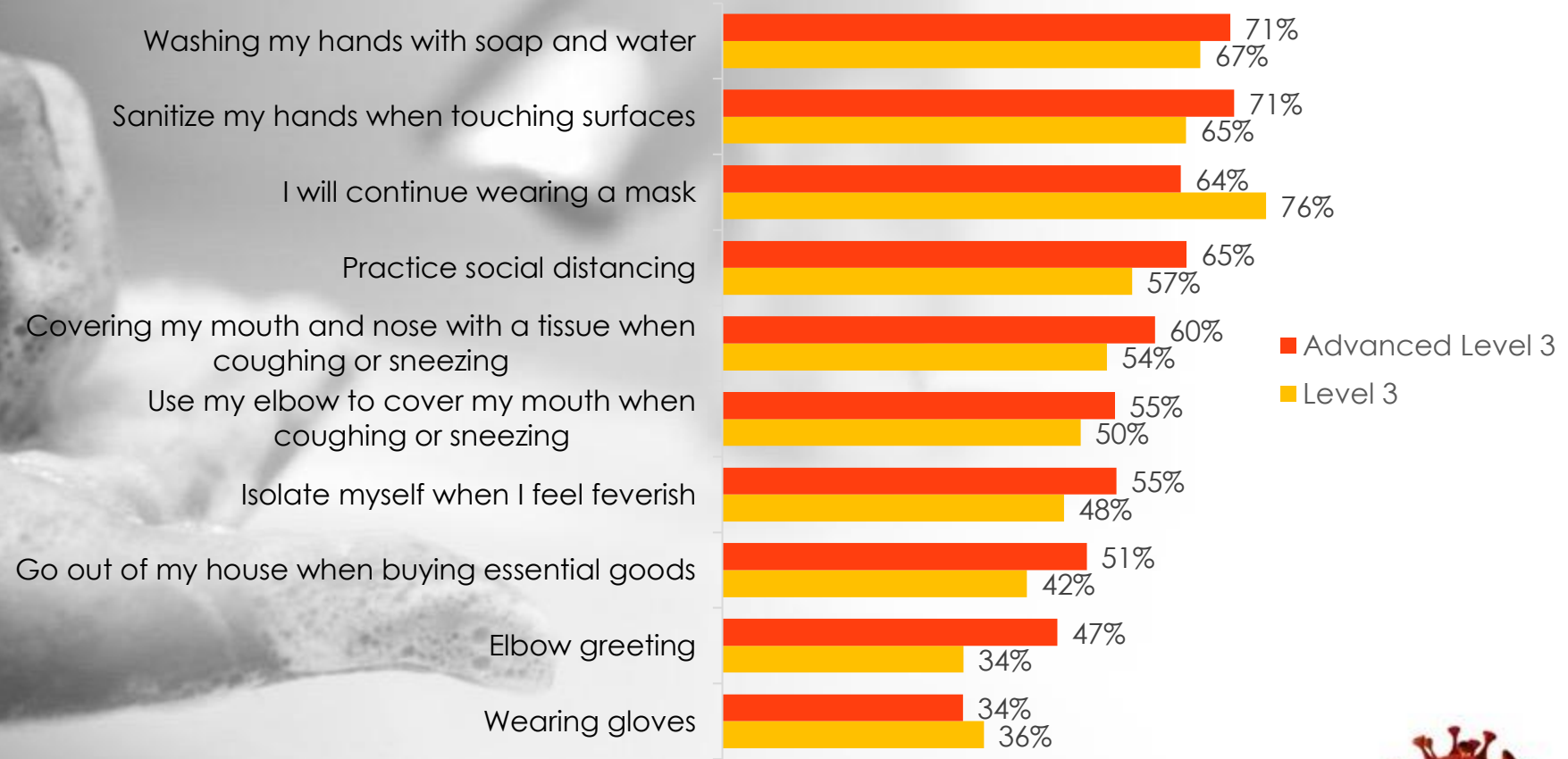


COVID-19 influencers and behavioural change

Most people state that they will wear a mask in public even when nobody is watching. Habitual hand washing and sanitizing practices have also increased in Level 3 advanced.

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 ?



Multi mention
Level 3 n=601 | Advanced level 3 n=1202

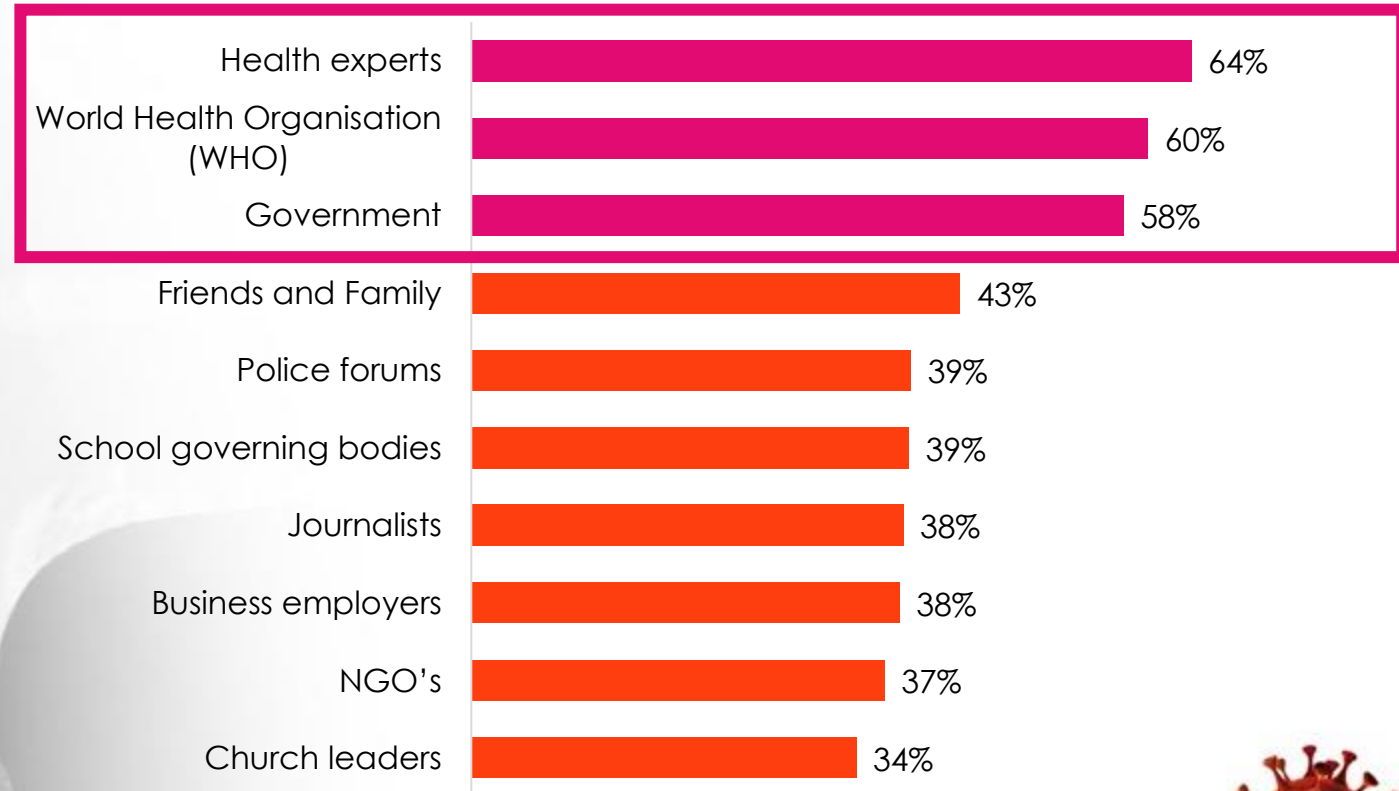


Health experts, the WHO and the Government carry the most weight with regards to COVID-19 behaviour change.

COVID-19: Week 14

Please tell us to what extent you would change your behaviour if any of the following groups or people advise you to do so in terms of Covid-19 practices.

Likely to change (Top 10) (6 – 10)



Single mention
Week 14 n=601

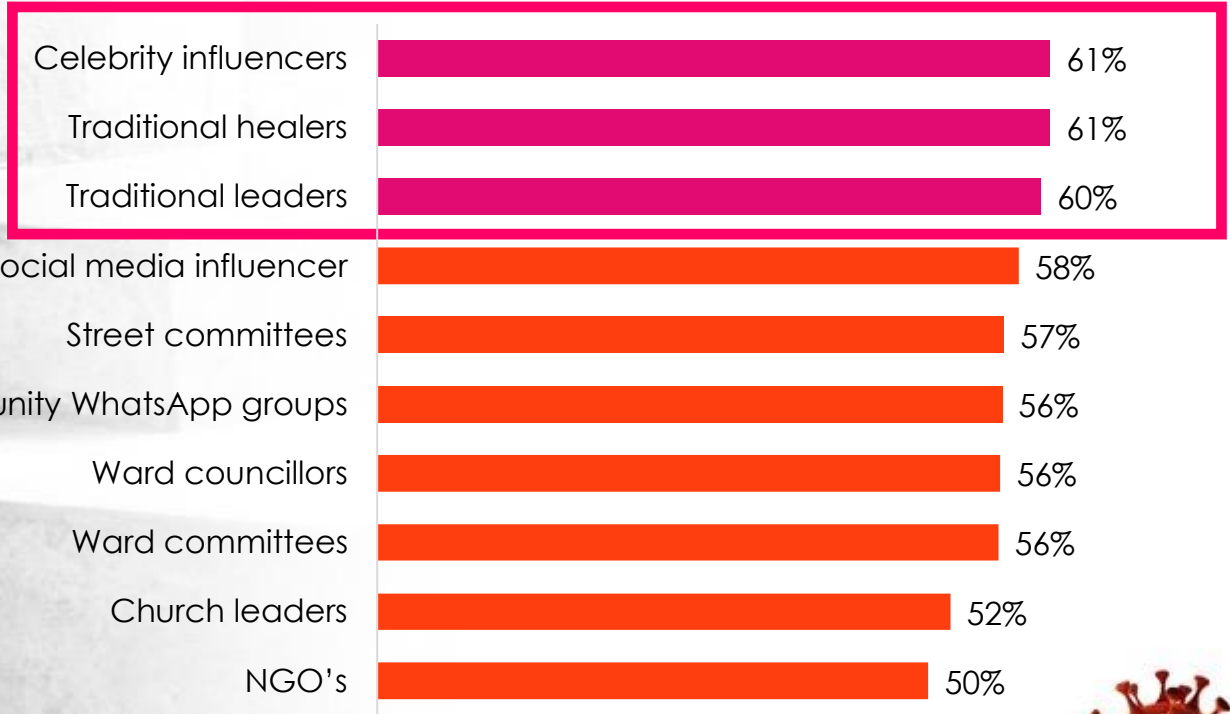
Celebrity influencers, traditional healers and leaders are the least likely to influence COVID-19 behavioural change.

COVID-19: Week 14



Please tell us to what extent you would change your behaviour if any of the following groups or people advise you to do so in terms of Covid-19 practices.

Least likely to change (Top 10) (0 – 4)



Single mention
Week 14 n=601



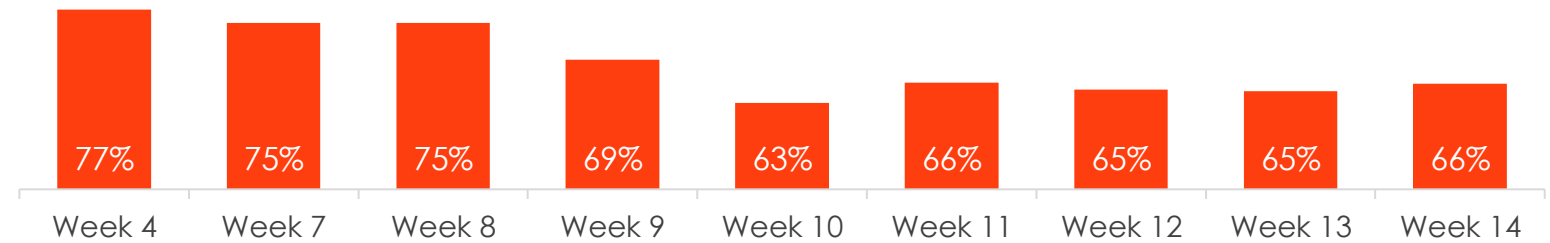
Trust in political leadership

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

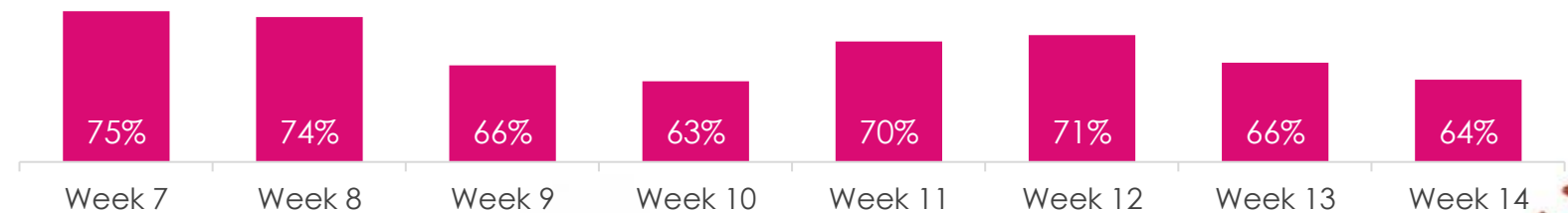
COVID-19: Week 4, 7 to 14

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 and depressed.

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



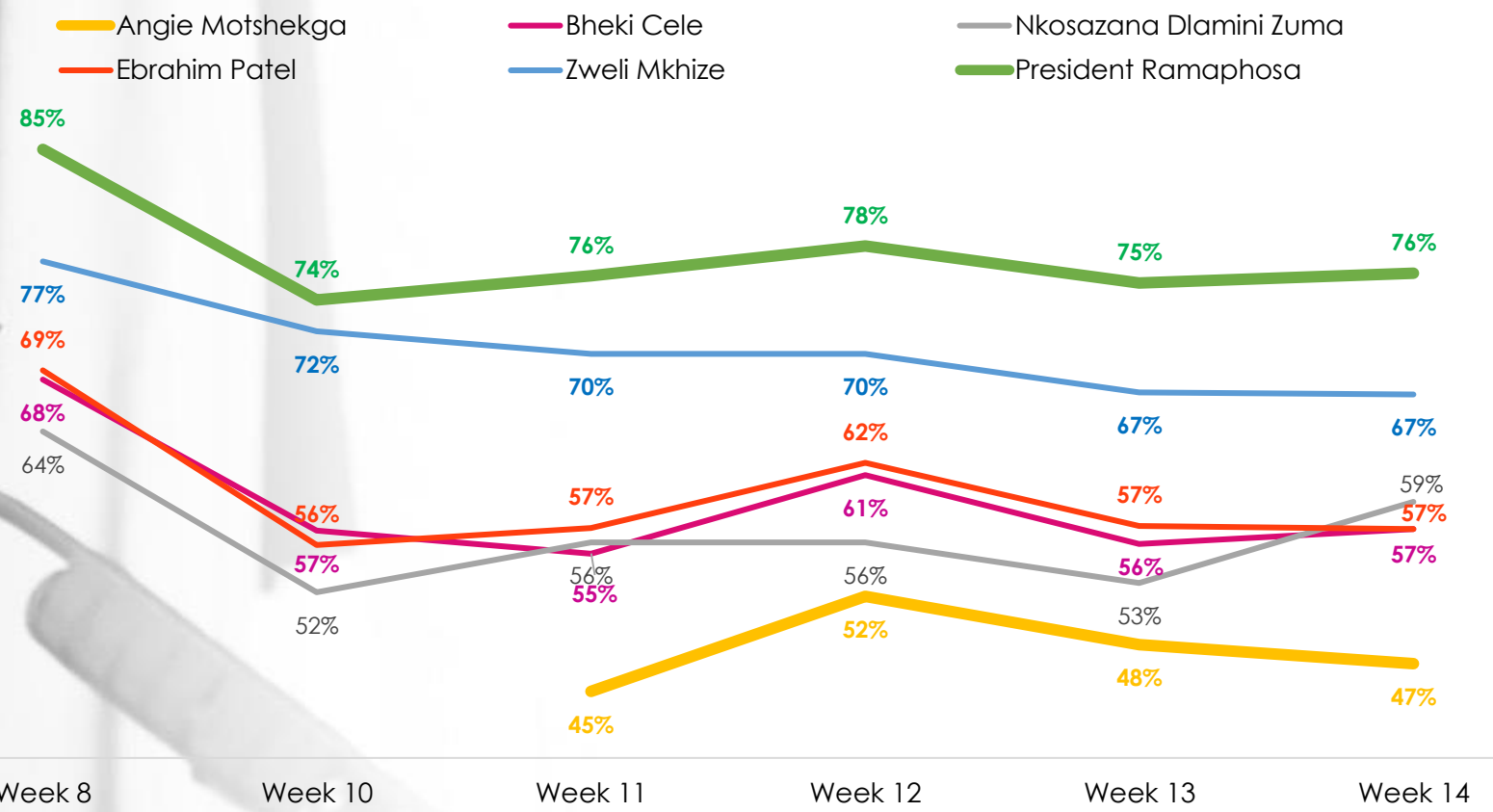
The President **is taking lead in managing the pandemic** in the country



% - Any Agree

Pres Ramaphosa's and Min Zweli Mkhize still have the highest trust ratings compared to the other measured ministers. Min Dlamini Zuma has shown a 6% increase in trust levels from the previous week, which has just surpassed the trust levels of Min Cele and Patel.

COVID-19: Week 8, 10 - 14



Min Motshekga (Education) has consistently shown the lowest ratings of all, close to Minister Cele and Patel.

Single mention
n=2881

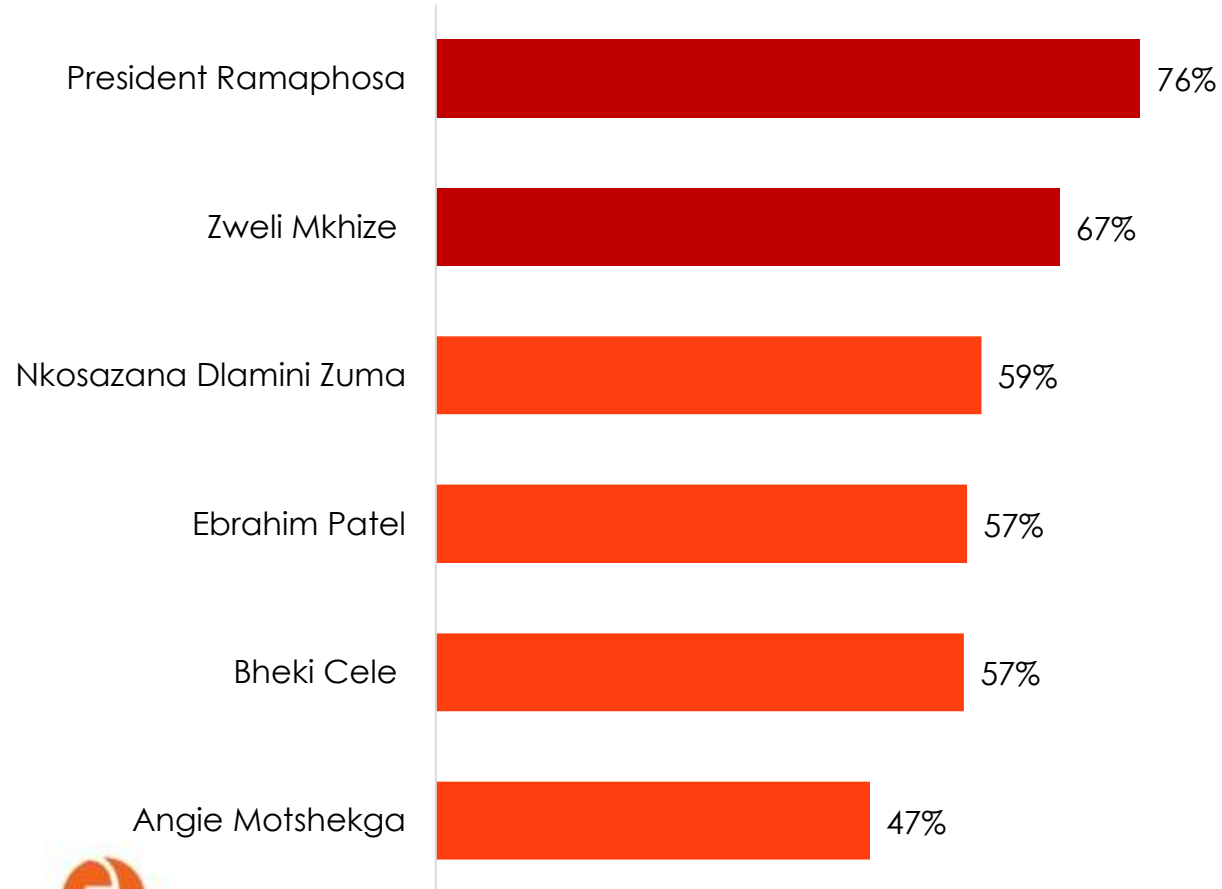


Although showing slight improvement from last week, distrust is highest for Min. Motshekga and Cele.

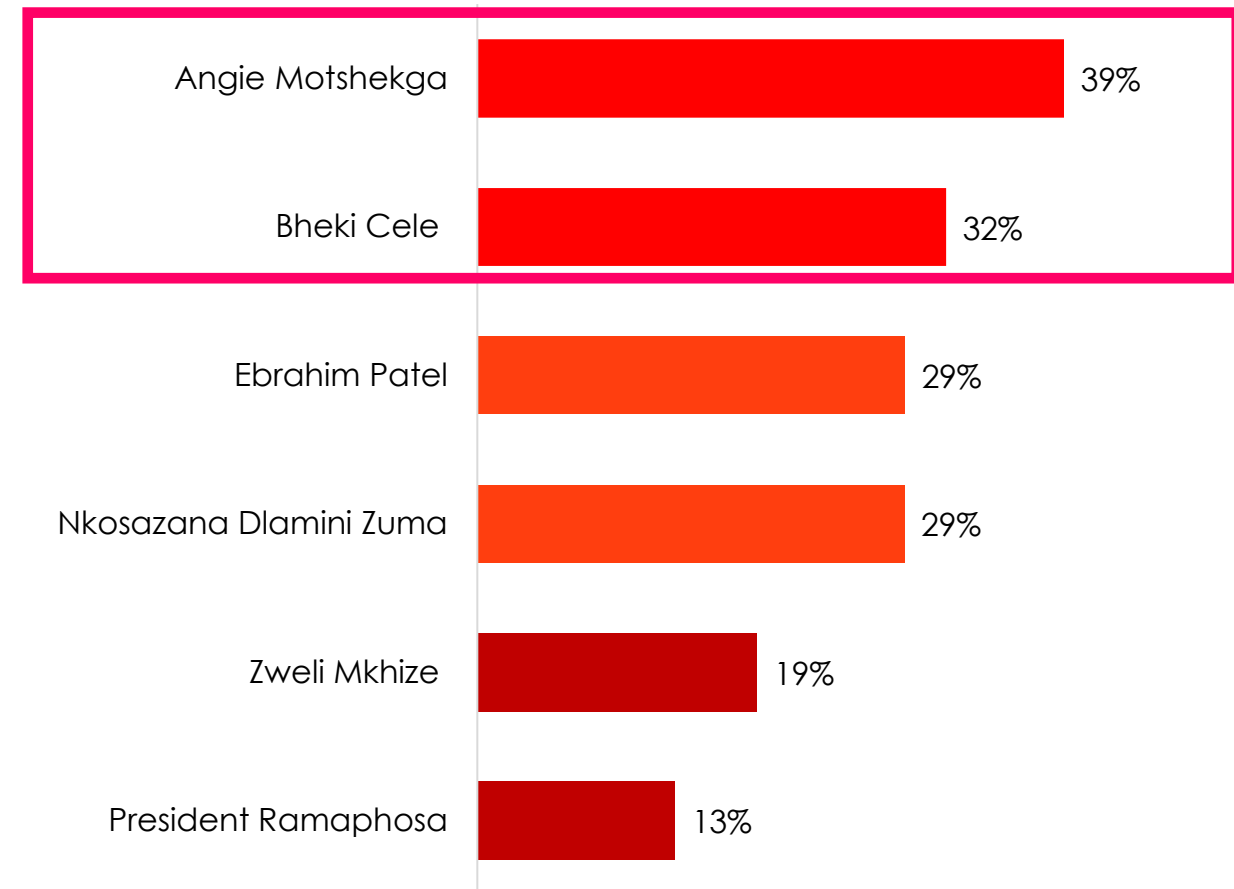
COVID-19: Week 14

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)



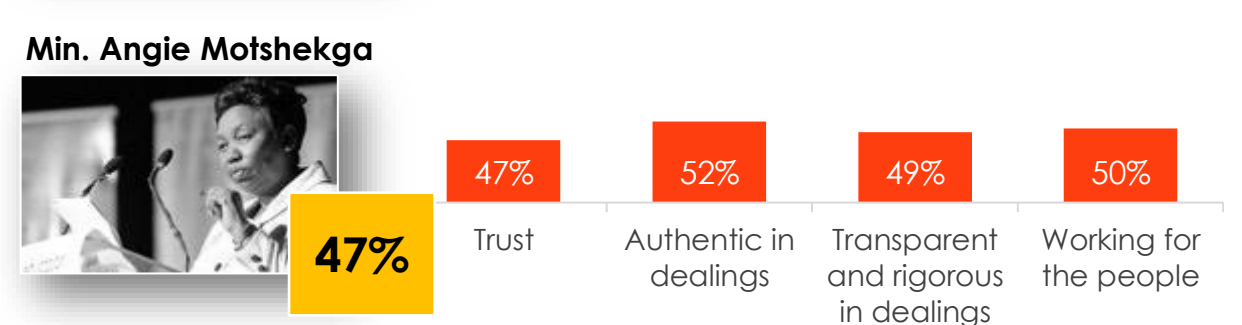
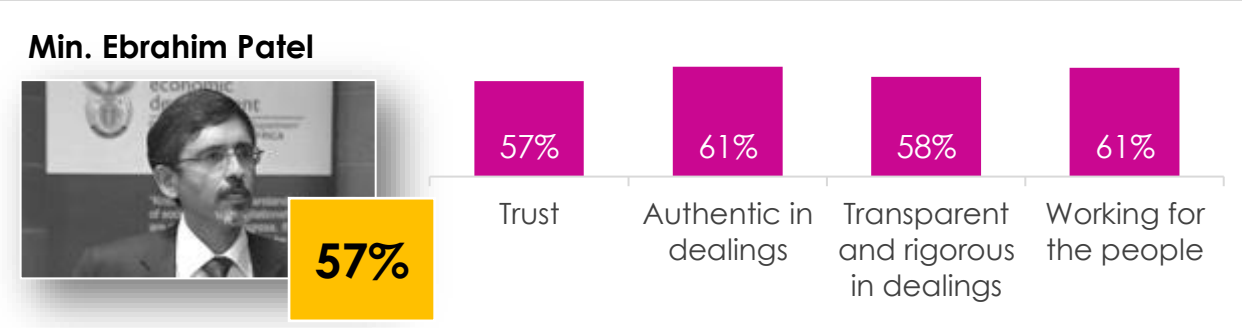
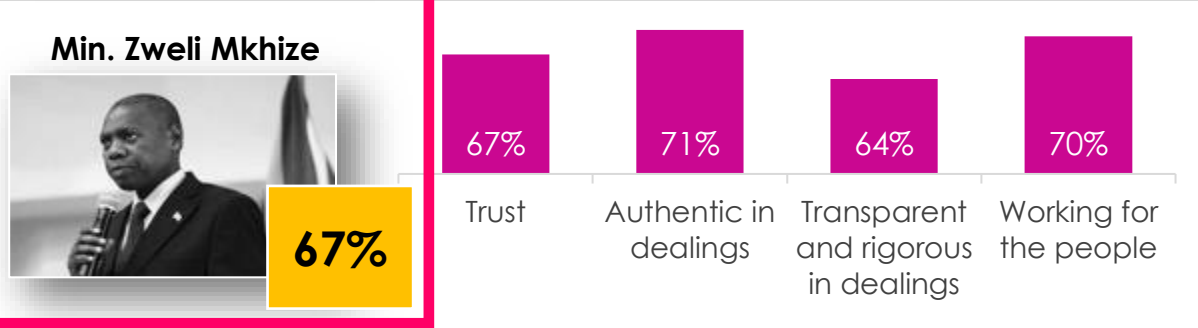
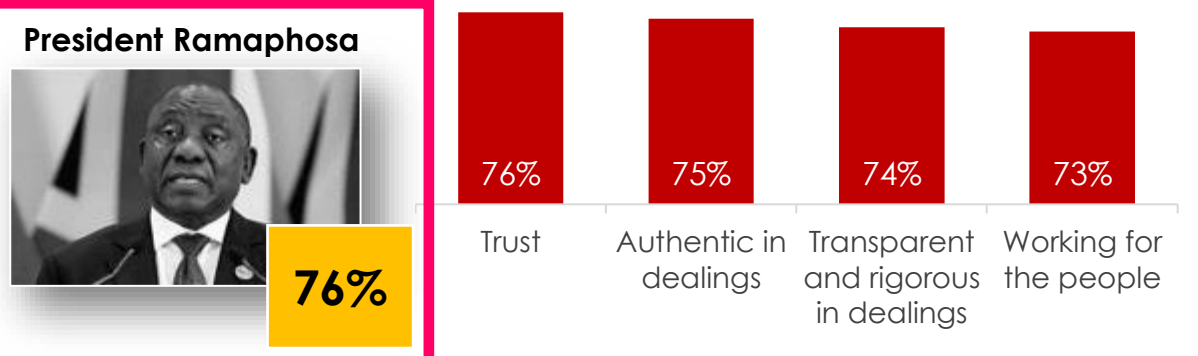
Completely Distrust



Single mention
Week 14 n=601

Lack of transparency and a agenda in conflict to “working for the people” drives distrust of Ministers. The Pres still has very high ratings.

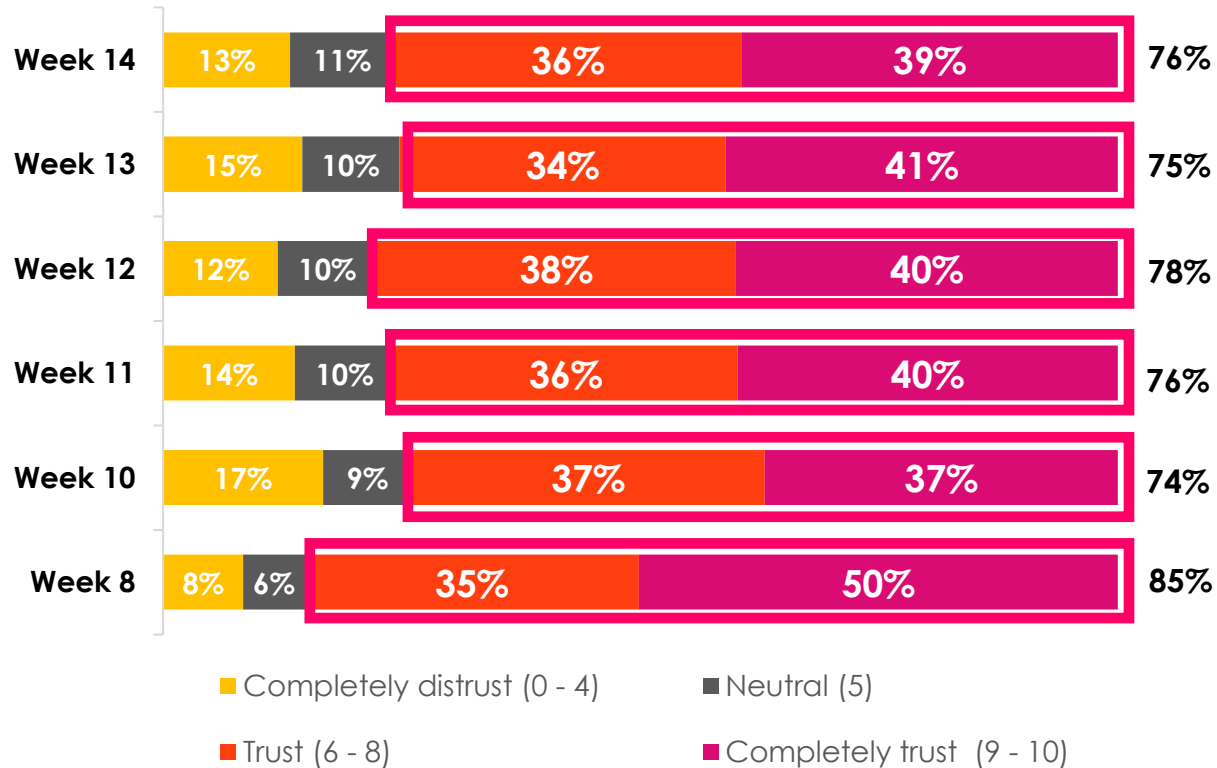
COVID-19: Week 14



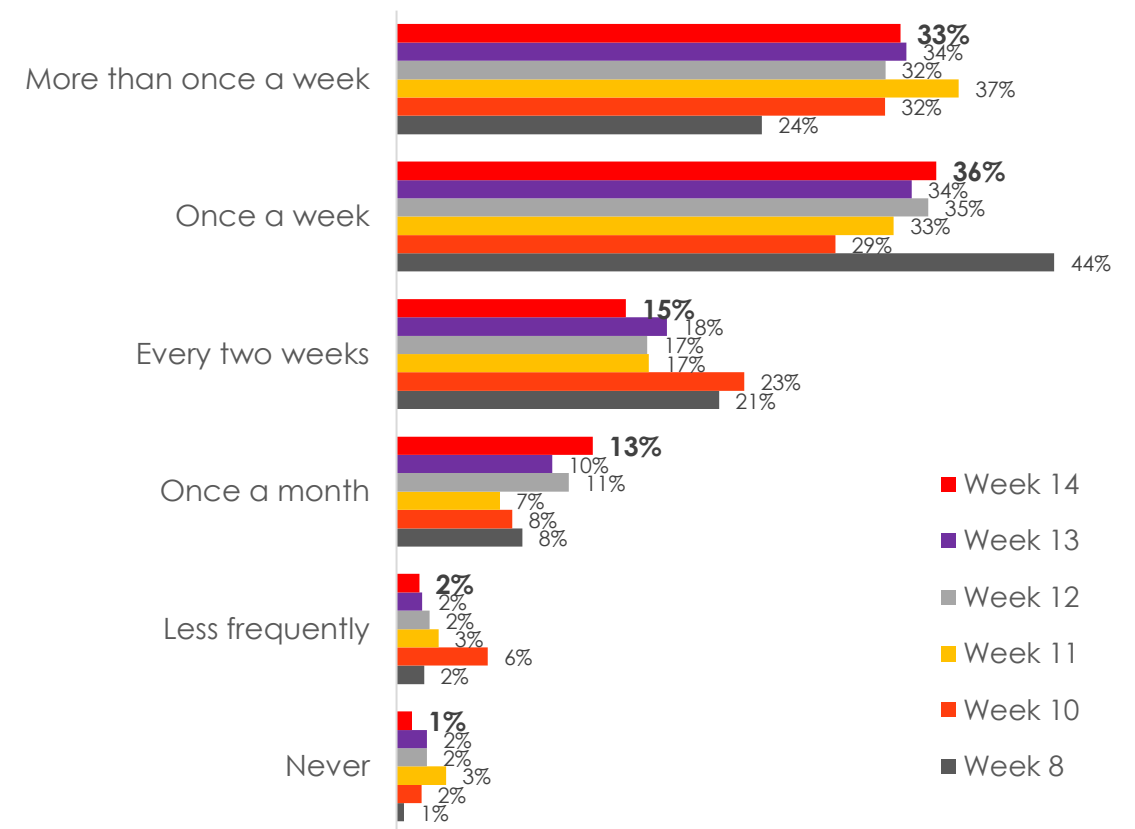
High levels of trust in the President persist, and the people want regular communication from him, at least once a week or more.

COVID-19: Week 8, 10 - 14

President Ramaphosa Trust levels



Communication frequency from President Ramaphosa



Single mention

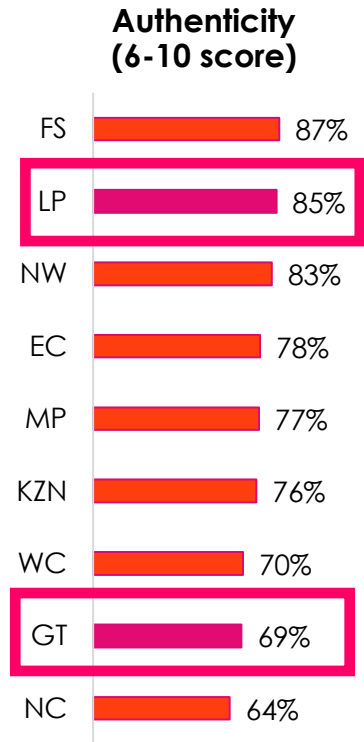
Week 8 n=586 | Week 10 n=173 | Week 11 n=384 | Week 12 n=590 | Week 13 n=601 | Week 14 n=601

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


President Ramaphosa has continuously shown high trust levels amongst South Africans, which is driven by his authentic and logical leadership.

COVID-19: Week 14

Pres Ramaphosa is seen as significantly more transparent and authentic in Limpopo than Gauteng



Authenticity
75%
76% in Week 13



President Ramaphosa is regarded as authentic in his dealings with the public. The public therefore feels the president knows himself and does not shy away from showing his true self to the public, which aids in connecting with citizens.

Empathy
73%
76% in Week 13

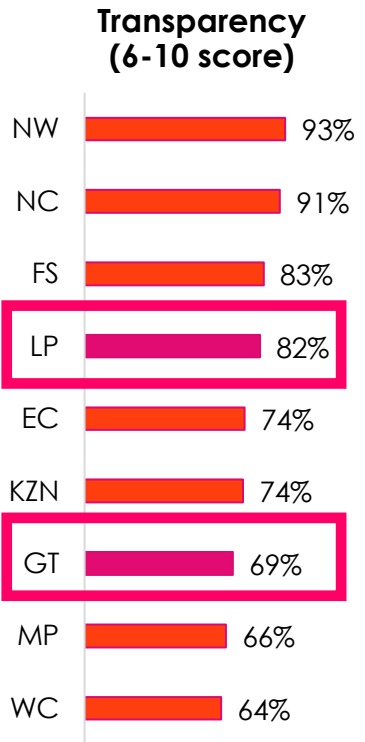


President Ramaphosa is regarded as a true public servant who is committed to the people and works for them. With Covid-19 seen as the great stabilizer, it is possible for the president to understand the feelings of South Africans, as he is facing the same reality.

Logical
74%
73% in Week 13



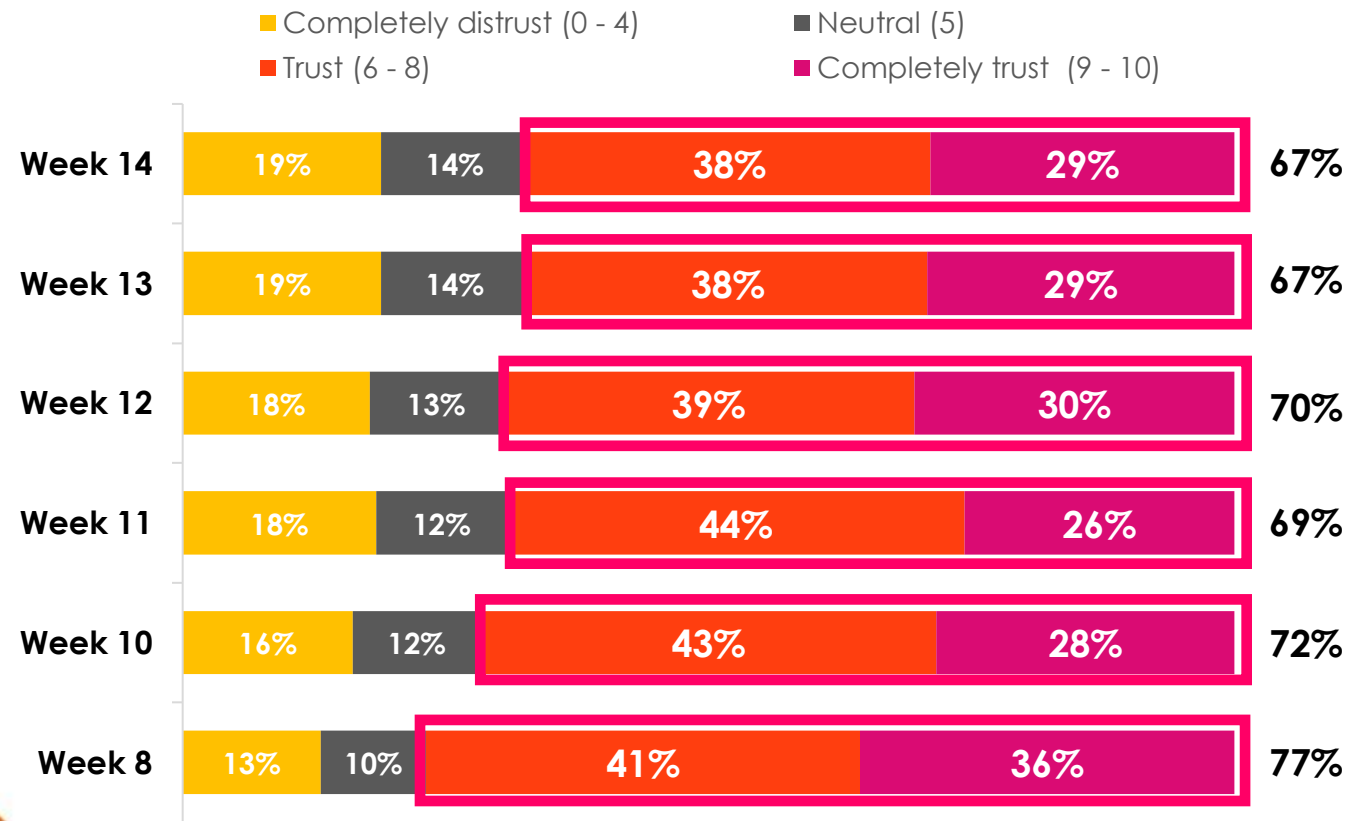
Citizens see President Ramaphosa as being transparent and rigorous in his dealings with the public. This might be driven by the way in which the president looks at the facts and is open in taking advice from experts to guide the country through the pandemic.



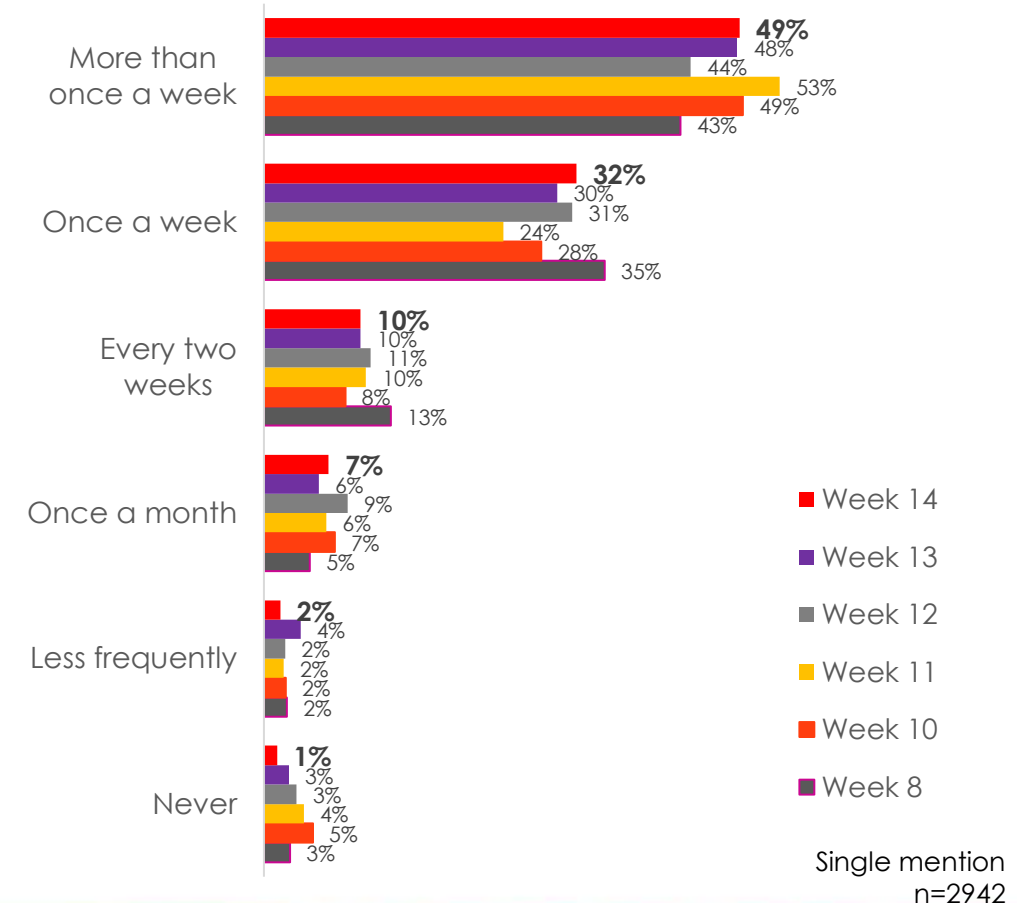
As positive COVID-19 cases increase in the country, people want to receive more frequent communication from the Minister, at least once a week. Trust levels have remained relatively consistent from the previous week, with two in three respondents trusting Min. Mkhize.

COVID-19: Week 8, 10 - 14

Min. Zweli Mkhize Trust levels




Communication frequency from Min. Zweli Mkhize




Although it has declined in the past five weeks, Min. Mkhize continues to show high levels of trust.

COVID-19: Week 14

Authenticity
71%
66% in Week 13



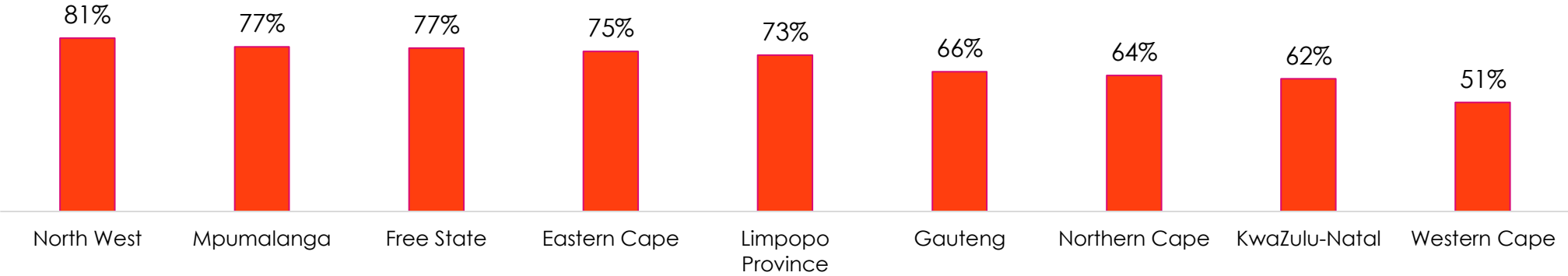
Empathy
70%
69% in Week 13



Logical
64%
64% in Week 13



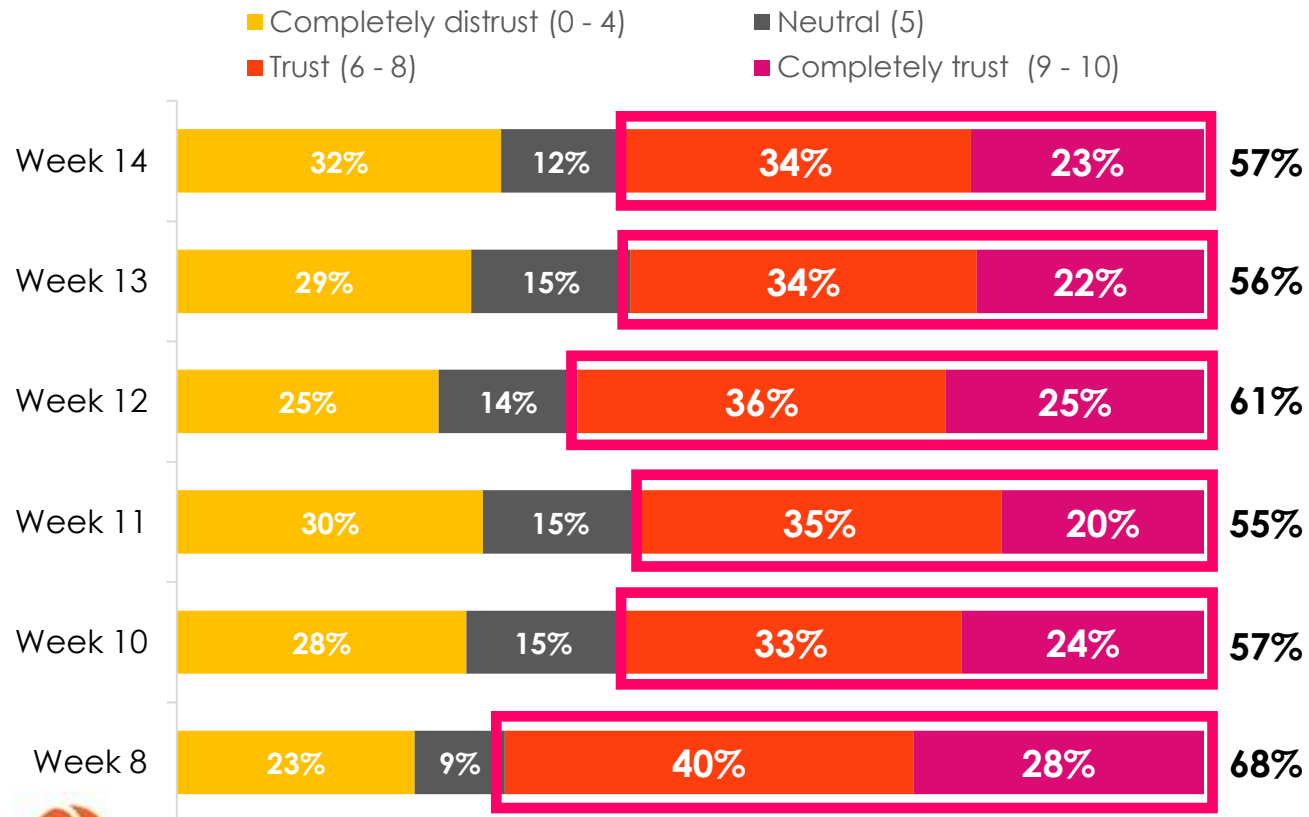
Overall Trust levels across Provinces (6-10 score)



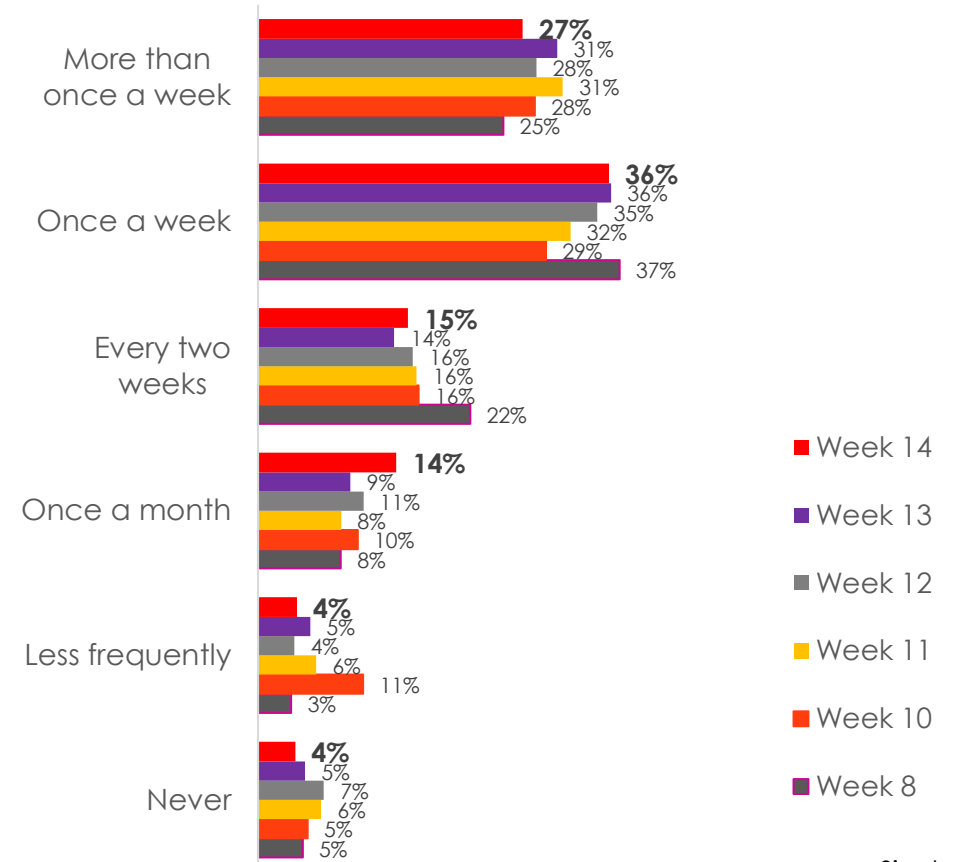
Trust levels for the Minister of Police is relatively low. Two in three respondents however want to receive frequent communication from him, at least once a week.

COVID-19: Week 8, 10 - 14

Min. Bheki Cele Trust levels



Communication frequency from Min. Bheki Cele

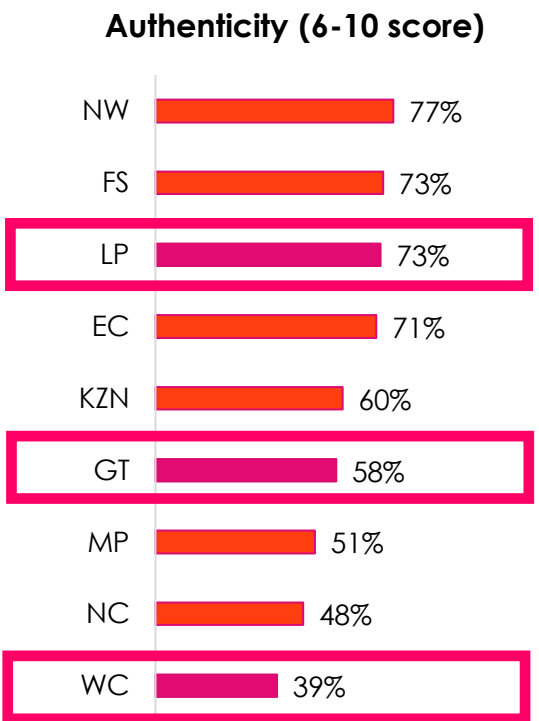


Single mention
n=2916

Minister Cele has relatively low trust levels, which is mainly driven by citizens perceiving him as not being transparent and authentic in his dealing with them.

COVID-19: Week 14

Residents of Limpopo are significantly more inclined to feel that Minister Cele is authentic in his dealing with them, compared to those living in Gauteng and the Western Cap




Authenticity
60%
60% in Week 13




Minister Cele's perceived authenticity is similar to Ministers Patel and Dlamini Zuma, however Minister Mkhize is still seen as the most authentic from the measured ministers.

Empathy
63%
60% in Week 13



Citizens seem to regard Minister Cele as more committed to the people than Minister Dlamini Zumu, Minister Patel and Minister Motshekga.

Logical
59%
57% in Week 13




Citizens do not generally see Minister Cele as being transparent and rigorous in his dealings with the public, which is detracting from the level of trust they have in him. North West does however feel the strongest that Min Cele is transparent.

Trust = 57%
56% in Week 13

Although showing improvement in trust levels, Min. Nkosazana Dlamini Zuma is still seen as not being transparent nor a true public servant who is working for the people.

COVID-19: Week 14


Authenticity
60%
57% in Week 13



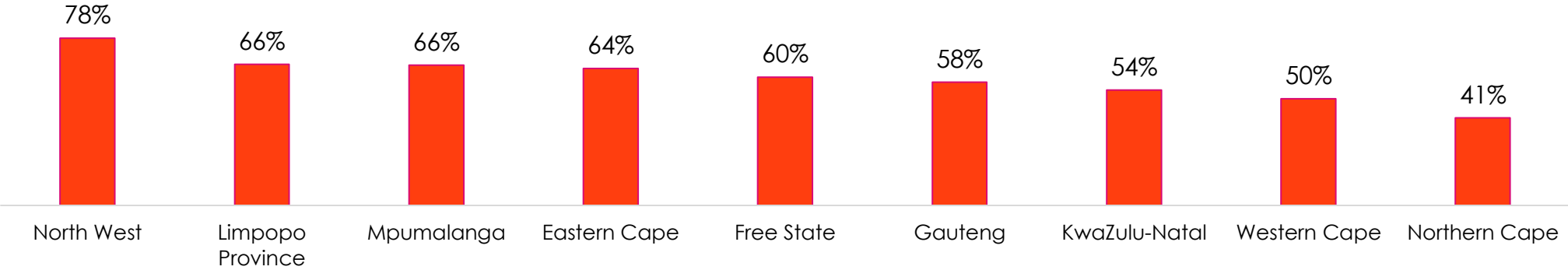
Empathy
57%
58% in Week 13



Logical
58%
56% in Week 13



Overall Trust levels across Provinces (6-10 score)



After declining the previous week, Min. Patel's trust ratings stayed consistent this week. Citizens do however perceive him as relatively authentic with his interests lying with South Africans during the crisis, which is especially prominent in under residents of North West.

COVID-19: Week 14

Authenticity
61%
61% in Week 13



Empathy
61%
60% in Week 13



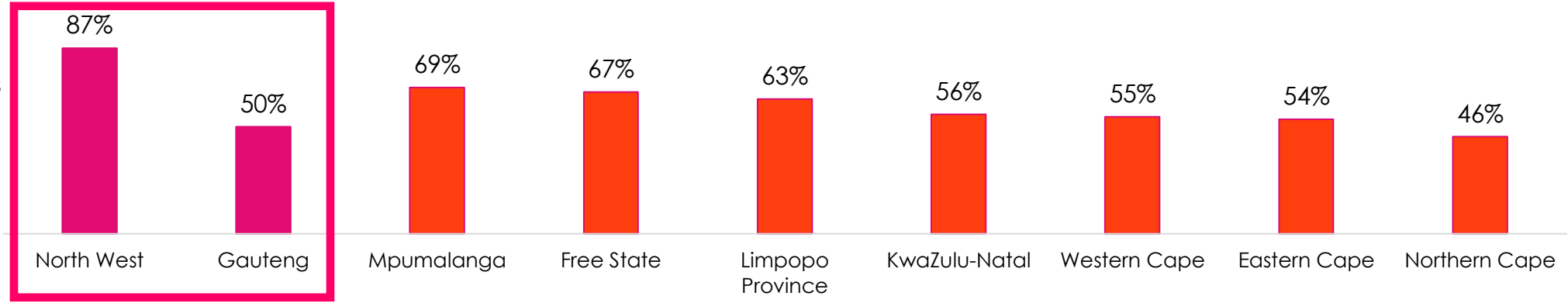
Logical
58%
56% in Week 13



Trust = 57%
57% in Week 13

Trust levels for Minister Patel are highest in North West and lowest in Gauteng and the Northern, Eastern and Western Cape. Residents of North West are significantly more likely to trust Minister Patel, compared to those living in Gauteng.

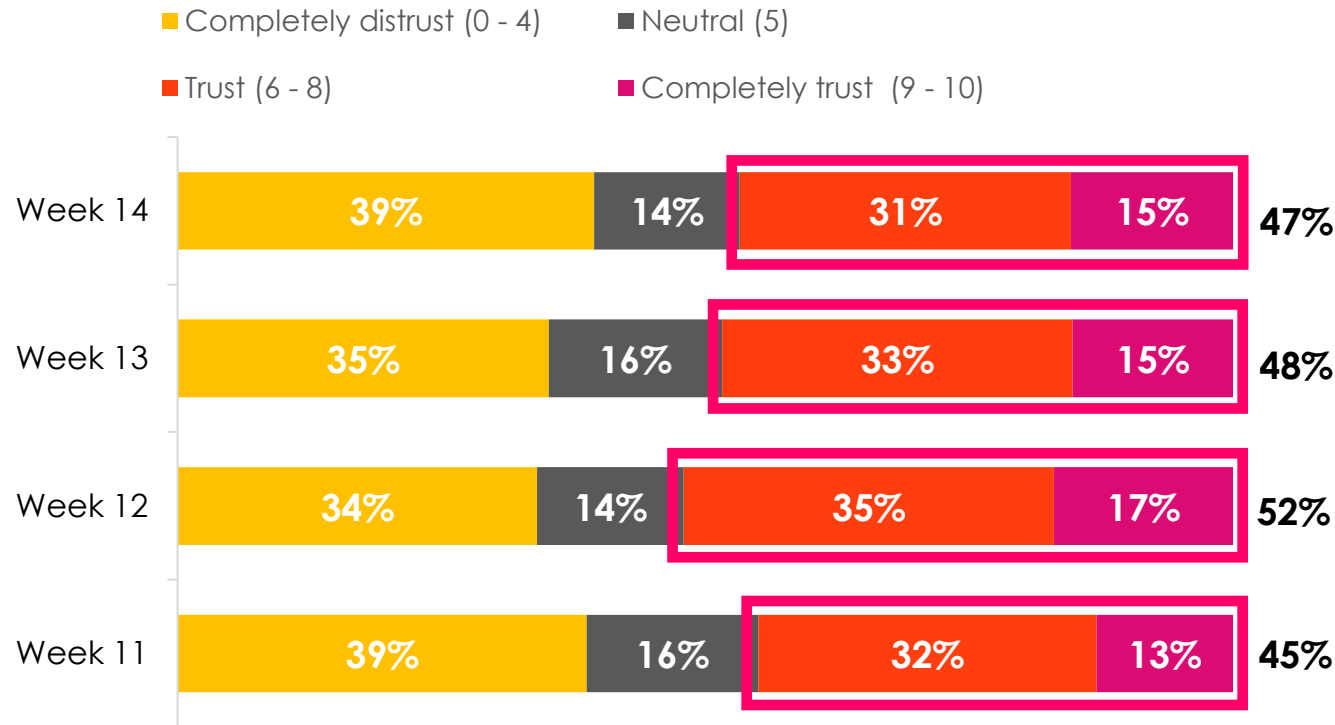
Overall Trust levels across Provinces (6-10 score)



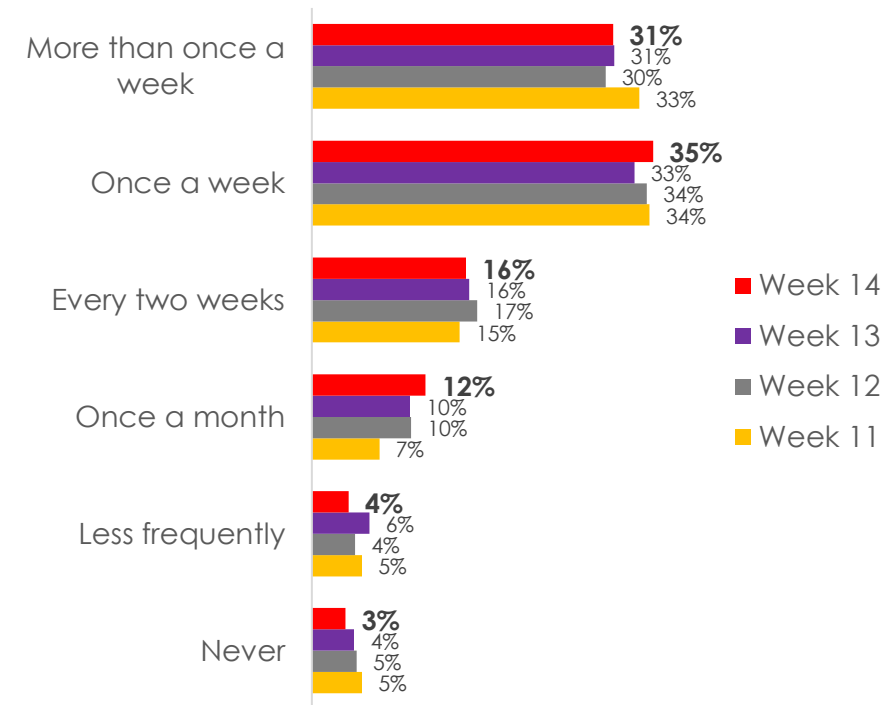
Although only one in two people seem to trust Min. Motshekga, a large proportion of people would like to receive COVID-19 related communication from her once a week or more frequently.

COVID-19: Week 11 - 14

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, which is driven by her lack of transparency and authenticity. Only one in two perceive her to be empathetic and working for the people.

COVID-19: Week 14

Authenticity
52%
53% in Week 13



Empathy
50%
55% in Week 13



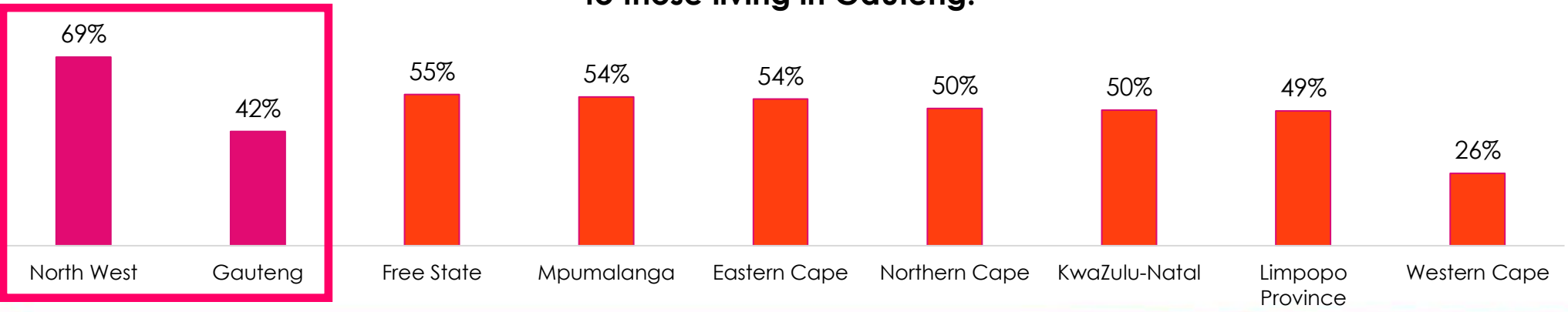
Logical
49%
55% in Week 13



Trust = 47%
48% in Week 13

Residents of North West are significantly more likely to trust Minister Motshekga, compared to those living in Gauteng.

Overall Trust levels across Provinces (6-10 score)

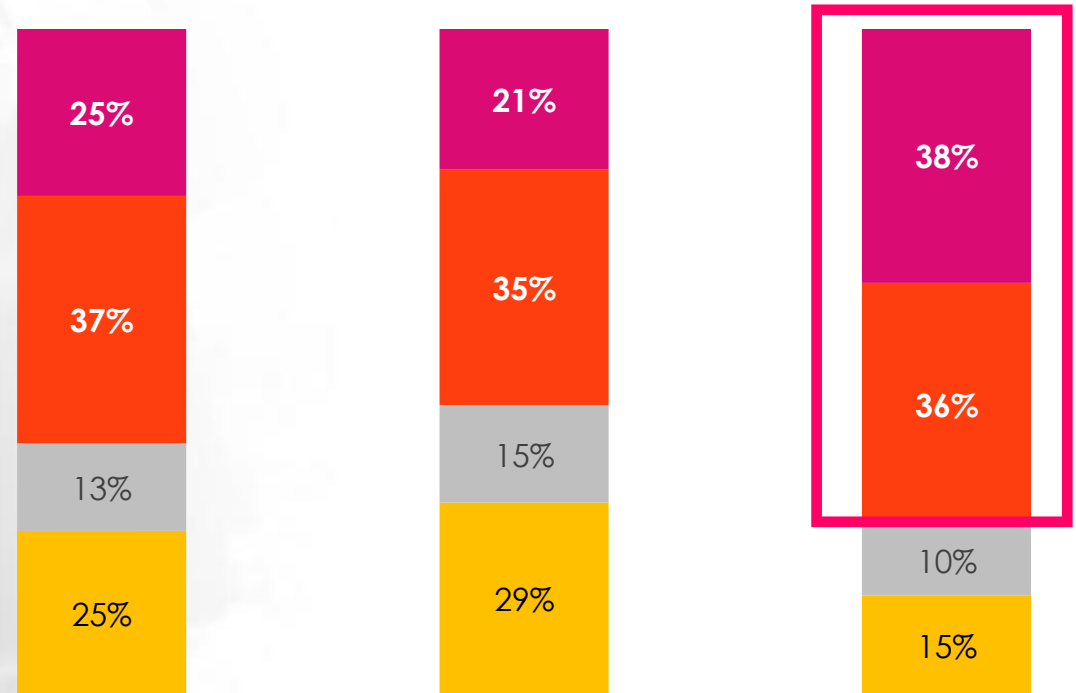


Government

Most respondents believe the Government should increase efforts to educate South Africans on the spread of the virus.

COVID-19: Level 5- Advanced Level 3

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



Women (47% completely agree) and the youth (42% completely agree) are significantly more likely to believe that efforts to increase education regarding the spread should be increased

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

Level 5 n=378 | Level 4 n=1160 | Level 3 n=586 | Advanced Level 3 n=1202

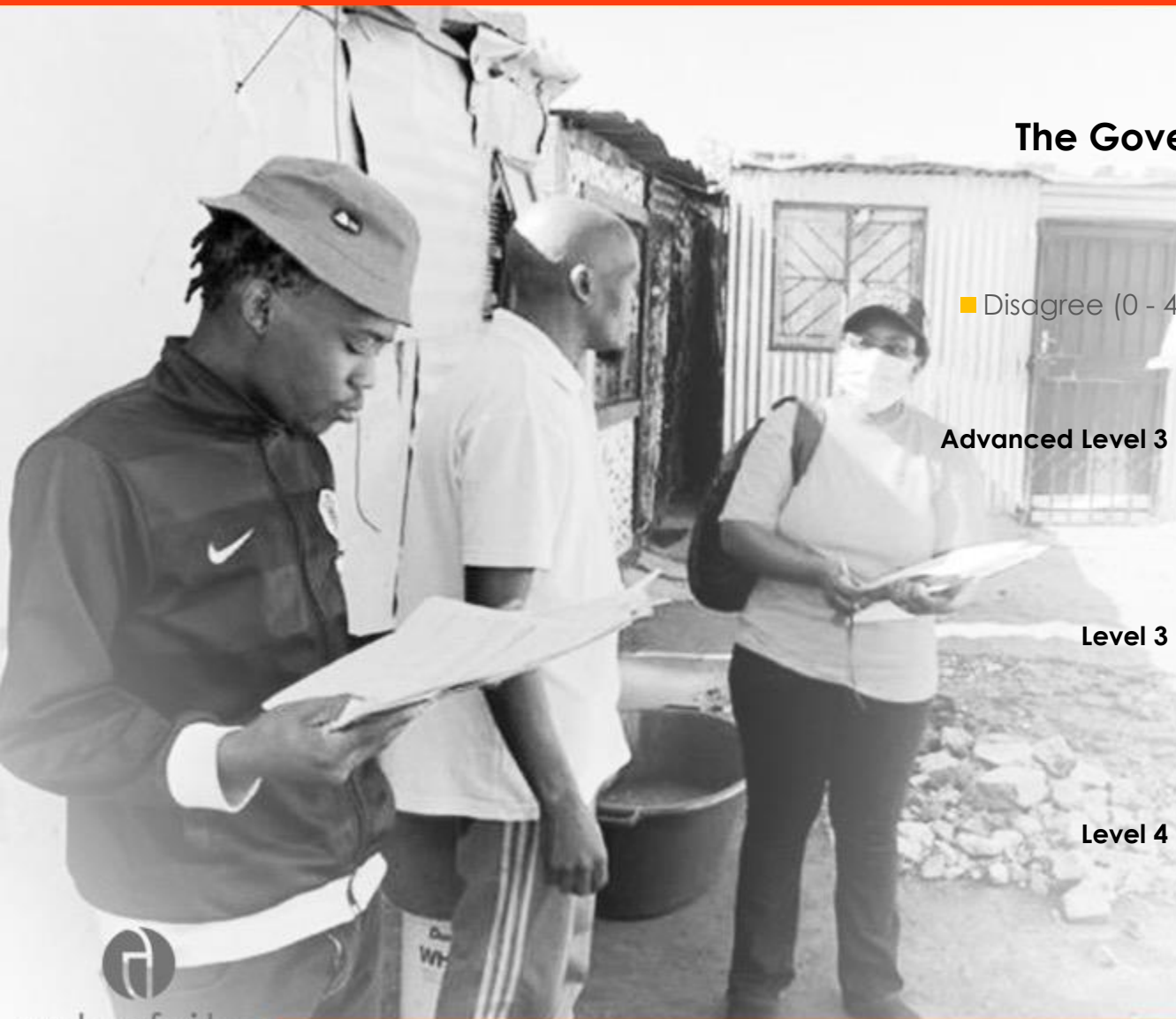
Single mention



Slightly less people believe that the Government is doing a good job in informing and educating South Africans about the spread of the virus, compared to level 3 and 4.

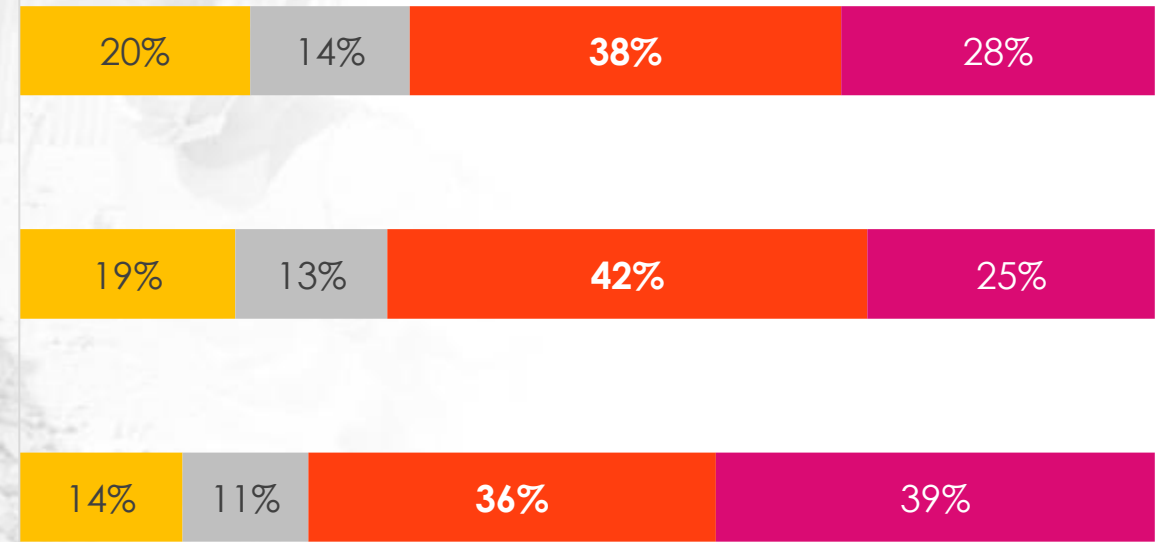
COVID-19: Level 4 - Advanced Level 3

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

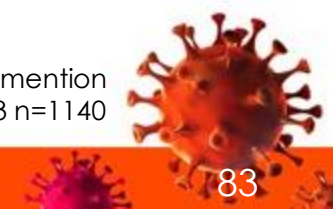


■ Disagree (0 - 4)
 ■ Neutral (5)
 ■ Agree (6 - 8)
 ■ Completely Agree (9 - 10)

Advanced Level 3
Level 3
Level 4



Single mention
 Level 4 n=1156 | Level 3 n=589 | Advanced Level 3 n=1140

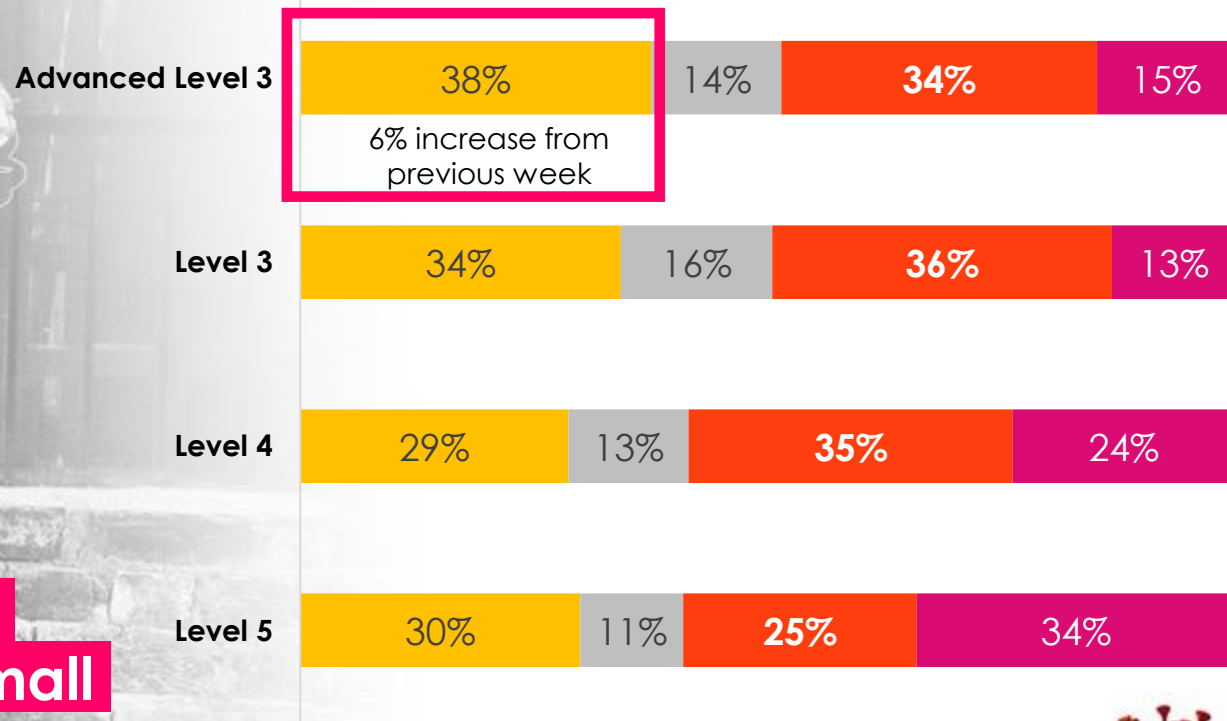


As we progress through Level-3 advanced, fewer people believe that the Government is doing enough to support businesses during the lockdown.

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)



Women and the youth are significantly less satisfied with the Governments efforts to support small businesses.

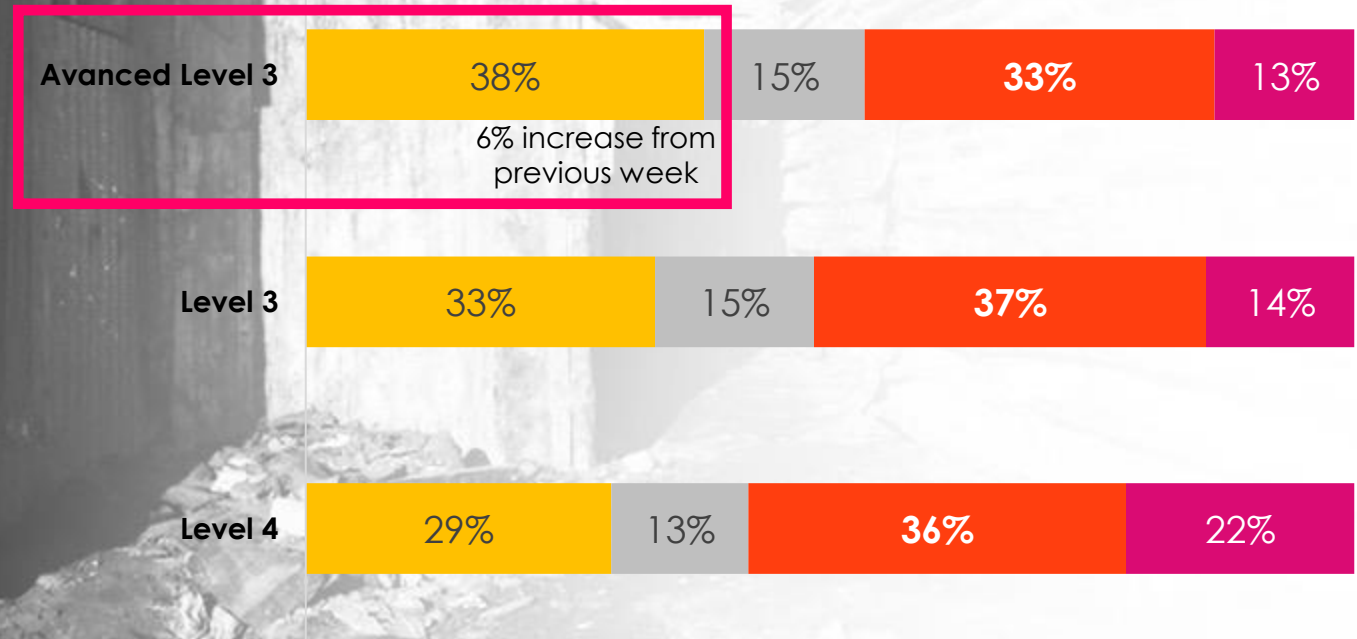


The need for government intervention to reduce poverty is increasing throughout Level-3 advanced, and more is needed to improve the quality of life of people.

COVID-19: Level 4 - Advanced Level 3

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

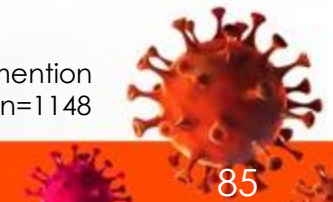
Disagree (0 - 4) Neutral (5) Agree (6 - 8) Completely Agree (9 - 10)



Pre-COVID-19, 40% of South Africans believed that the Government should take care of the very poor and 50% believed that the Government is doing enough to alleviate poverty

Source: TGISA n=25 067, weighted to N=26 980 000 South Africans

Single mention
Level 4 n=1153 | Level 3 n=580 | Advanced Level 3 n=1148

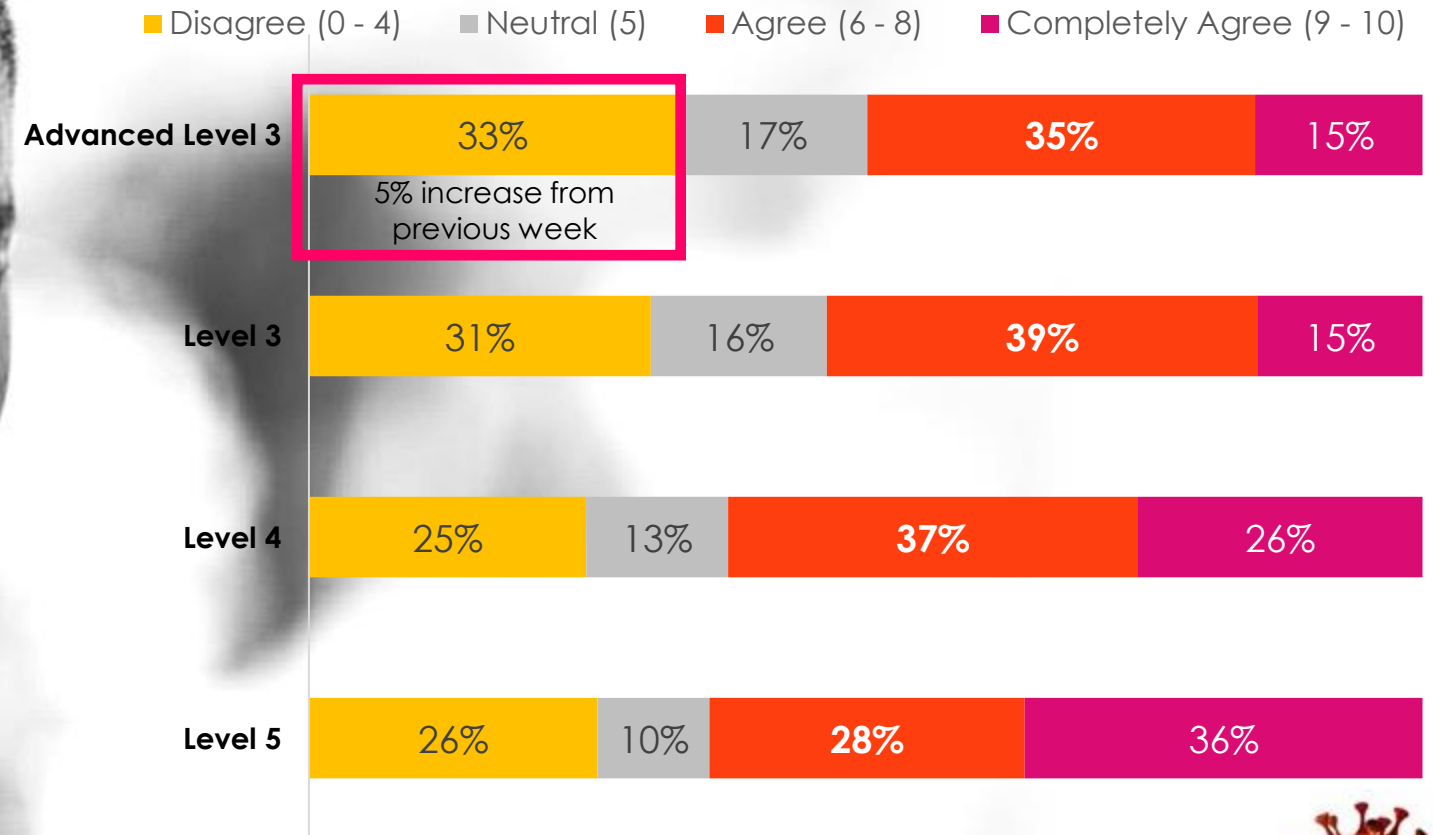


Significantly more women and youth feel that the citizenry does not receive sufficient support from the Government during the lockdown.

COVID-19: Level 5 – Advanced Level 3

Pre-COVID-19, 60% of South Africans in metro and urban areas agreed that the Government is responsive to the needs of its citizens

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



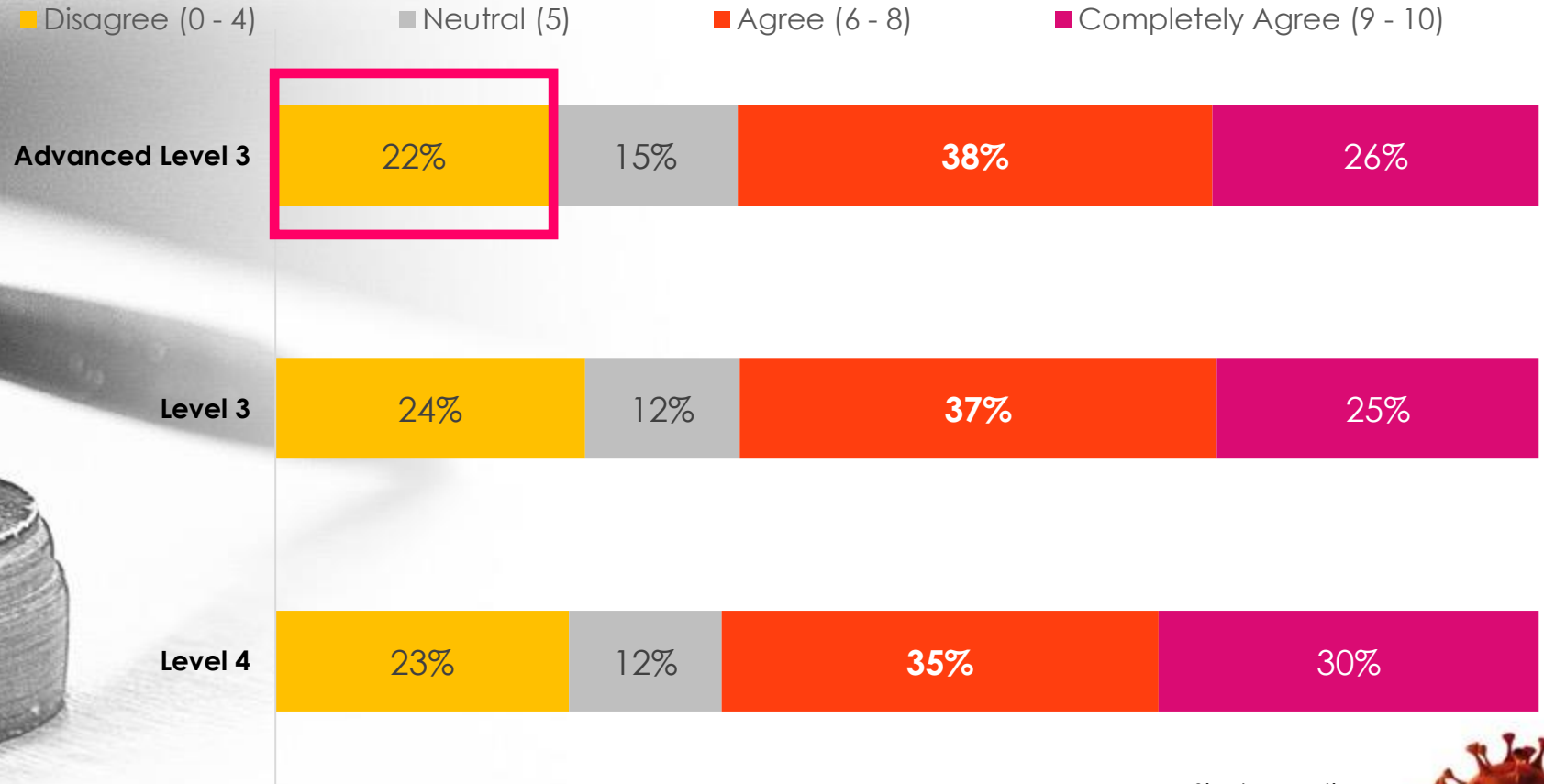
Source: TGISA n=25 067, weighted to N=26 980 000 South Africans



One in five people believe that the public and business could take the Government to court on lockdown regulations.

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



Single mention
Level 4 n=1524 | Level 3 n=1346 | Advanced Level 3 n=1134

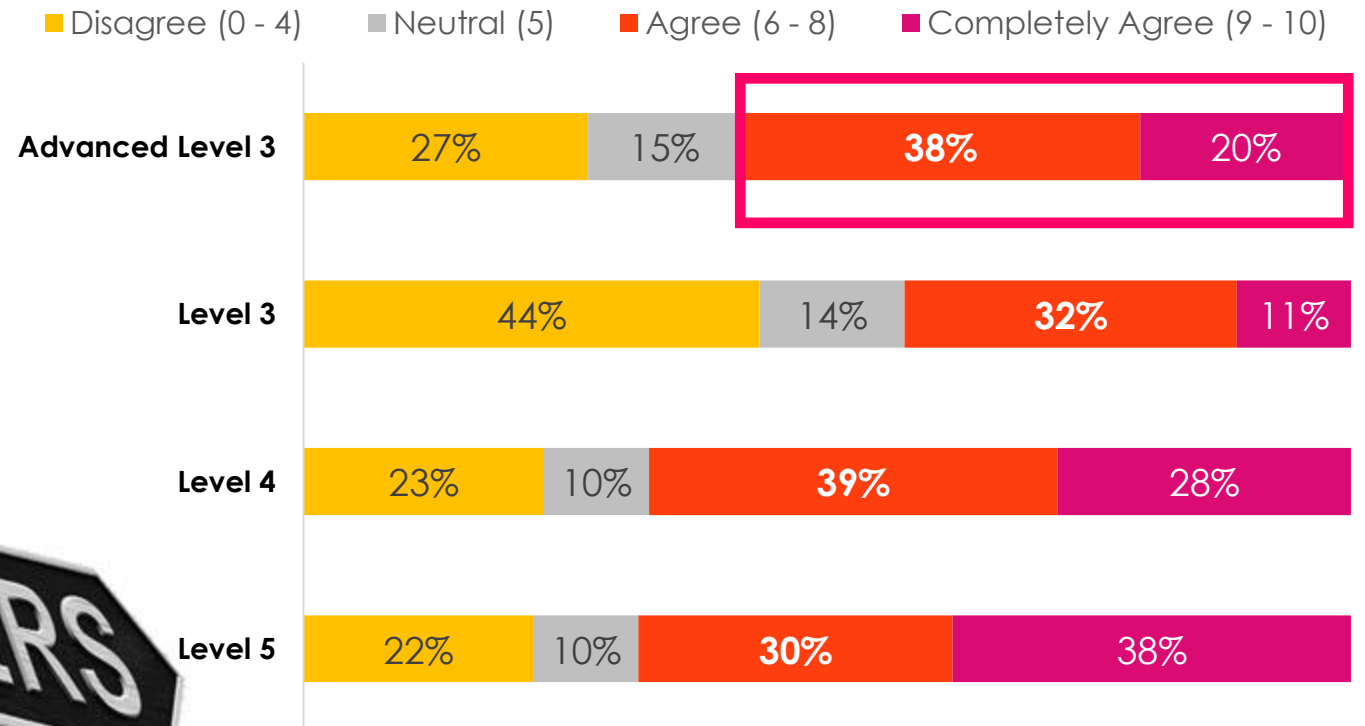


Trust in the main-stream media is declining in advanced level-3 from 64% in the preceding week to 58% in the current week.

COVID-19: Level 5- Advanced Level 3



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



Those older than 35 are more trusting of the mainstream media

Single mention
 Level 5 n=382 | Level 4 n=1151 | Level 3 n=579 | Advanced Level 3 n=1140



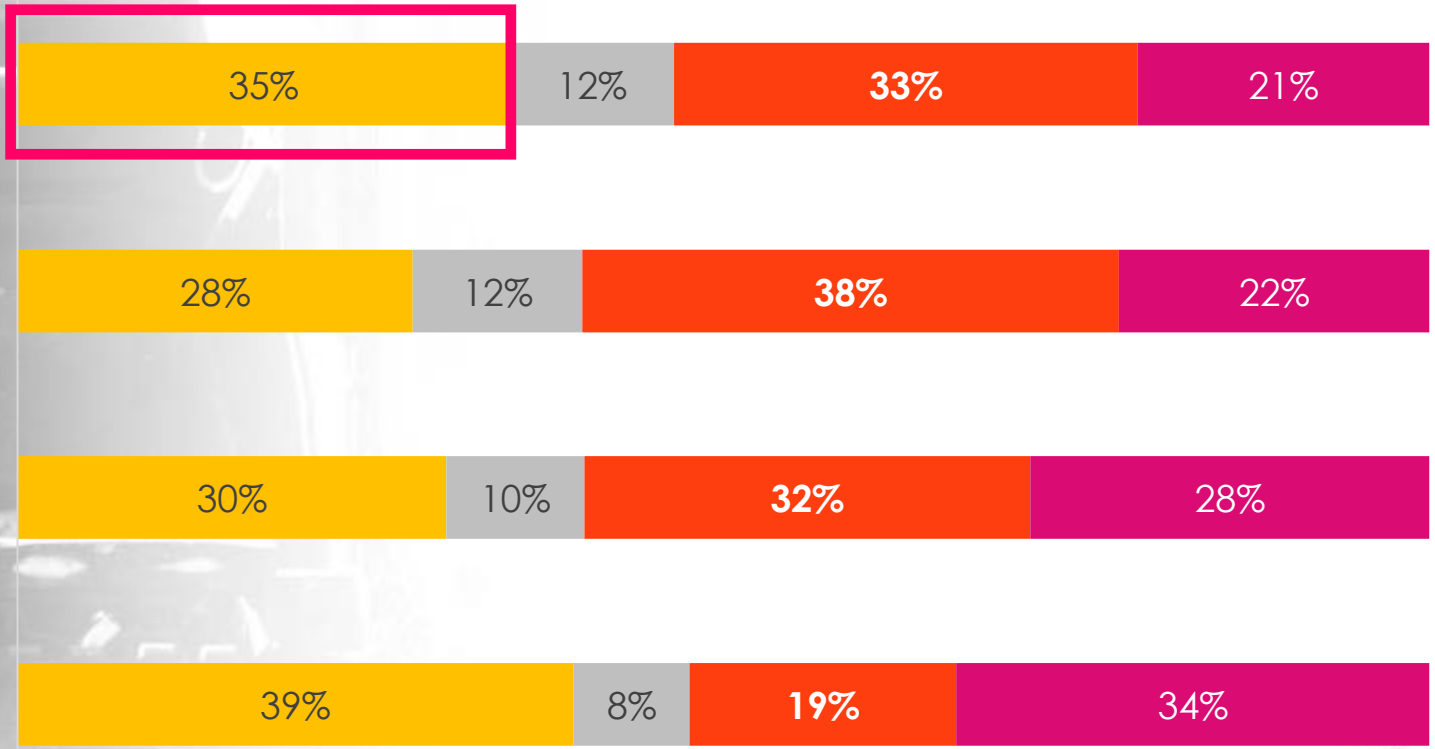
Impact on the community

Service delivery including refuse removal and other sanitary services remain non-existent or poor for a third of respondents.

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)



Single mention
Level 5 n=376 | Level 4 n=1146 | Level 3 n=576 | Advanced Level 3 n=1131



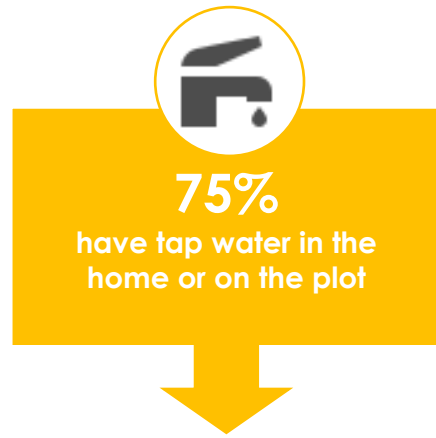
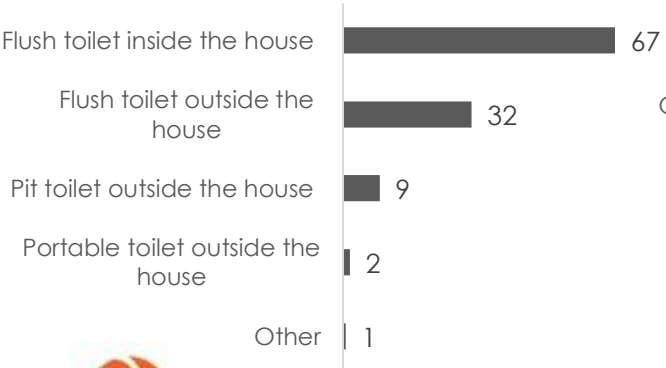
Pre-COVID-19 only 30% of people believed that the level of service delivery would improve in 2020- and it seems that many are still not receiving services. More people have TV's and DSTV than basic amenities in their homes.

TGI 2019C data
Representing the views of urban and metro dwellers (communities with more than 8 000 people)

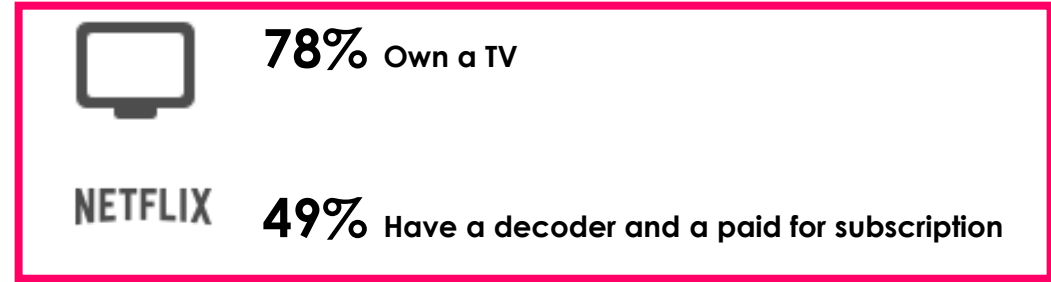
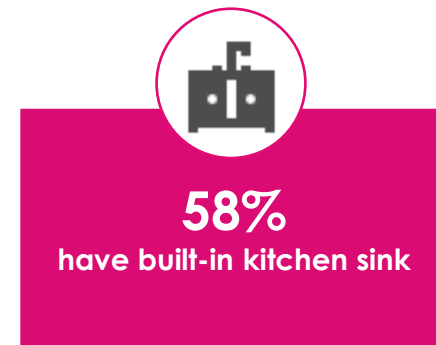
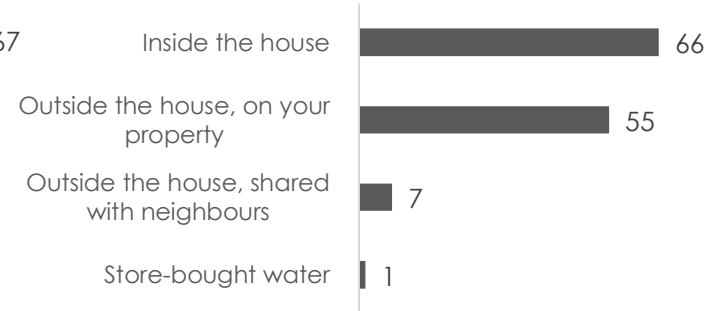
Home Amenities



Type of toilet



Water source



More respondents are noting that community members are not responding responsibly to the outbreak of the virus (27%).

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

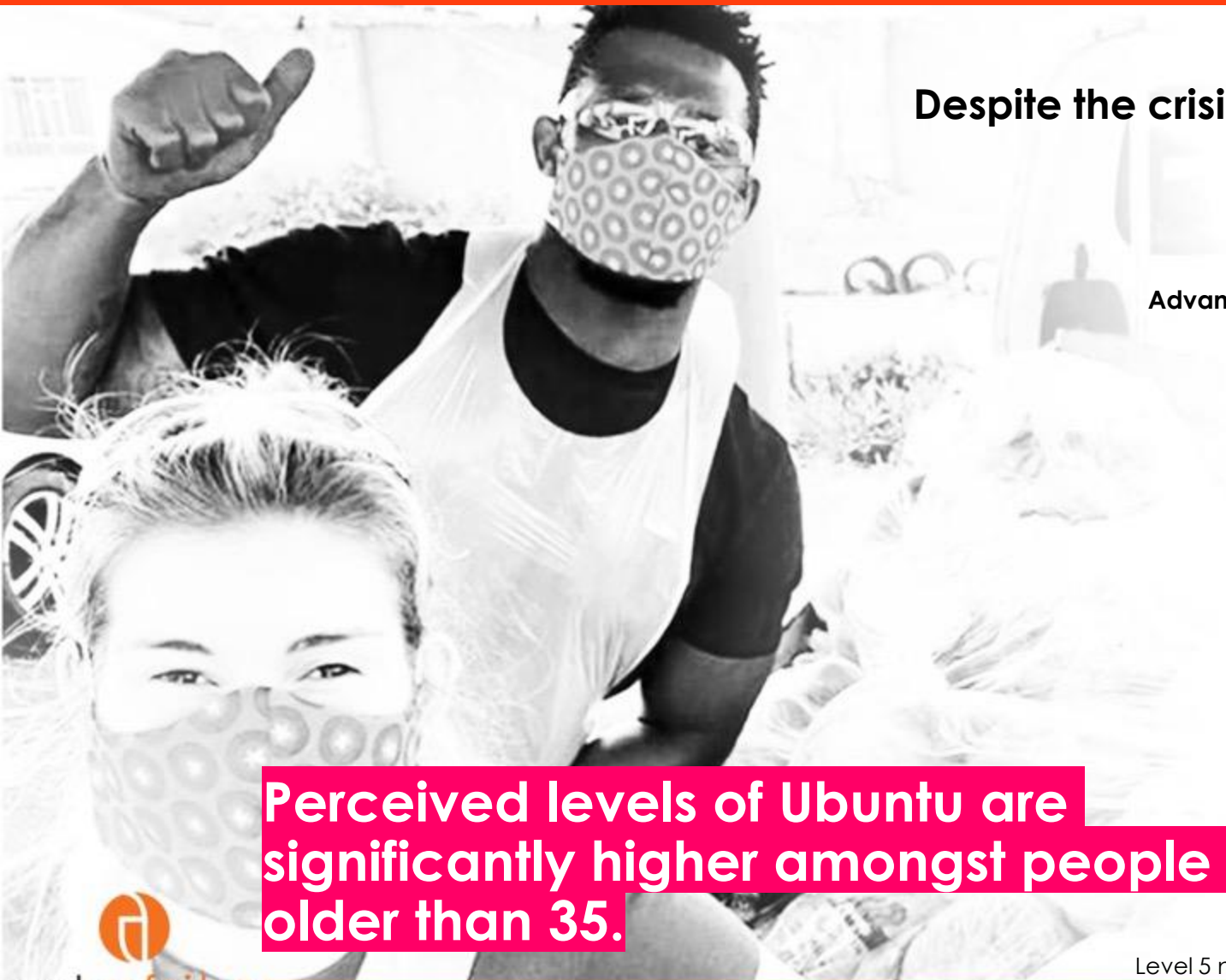


Single mention

Level 5 n=340 | Level 4 n=1162 | Level 3 n=585 | Advanced Level 3 n=1160

The sense of Ubuntu remains strong amongst South Africans even in the face of adversity.

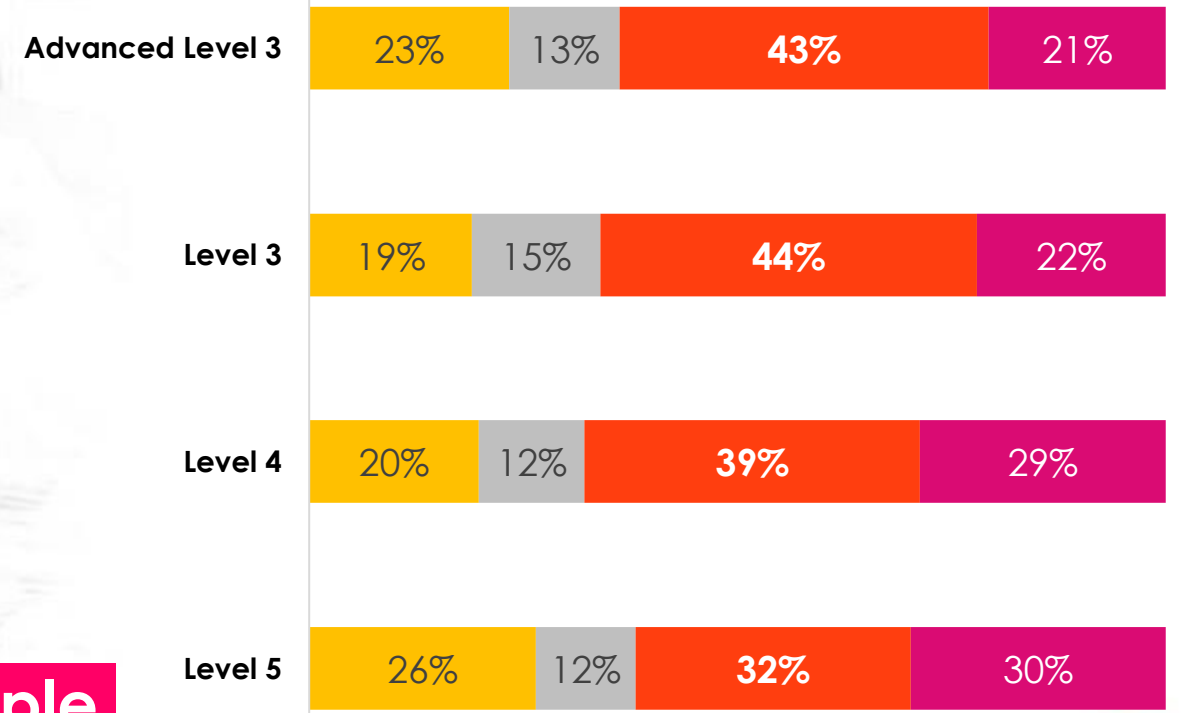
COVID-19: Level 5 – Advanced Level 3



Perceived levels of Ubuntu are significantly higher amongst people older than 35.

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

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

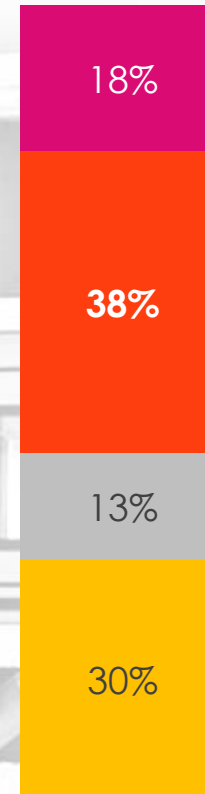


Single mention
Level 5 n=336 | Level 4 n=1144 | Level 3 n=572 | Advanced Level 3 n=1134

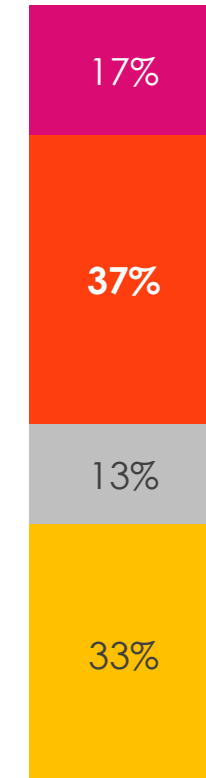


A third of people believe that their community won't give up on socializing neither will they share resources with vulnerable people in their community.

COVID-19: Advanced Level 3



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



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=1202

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

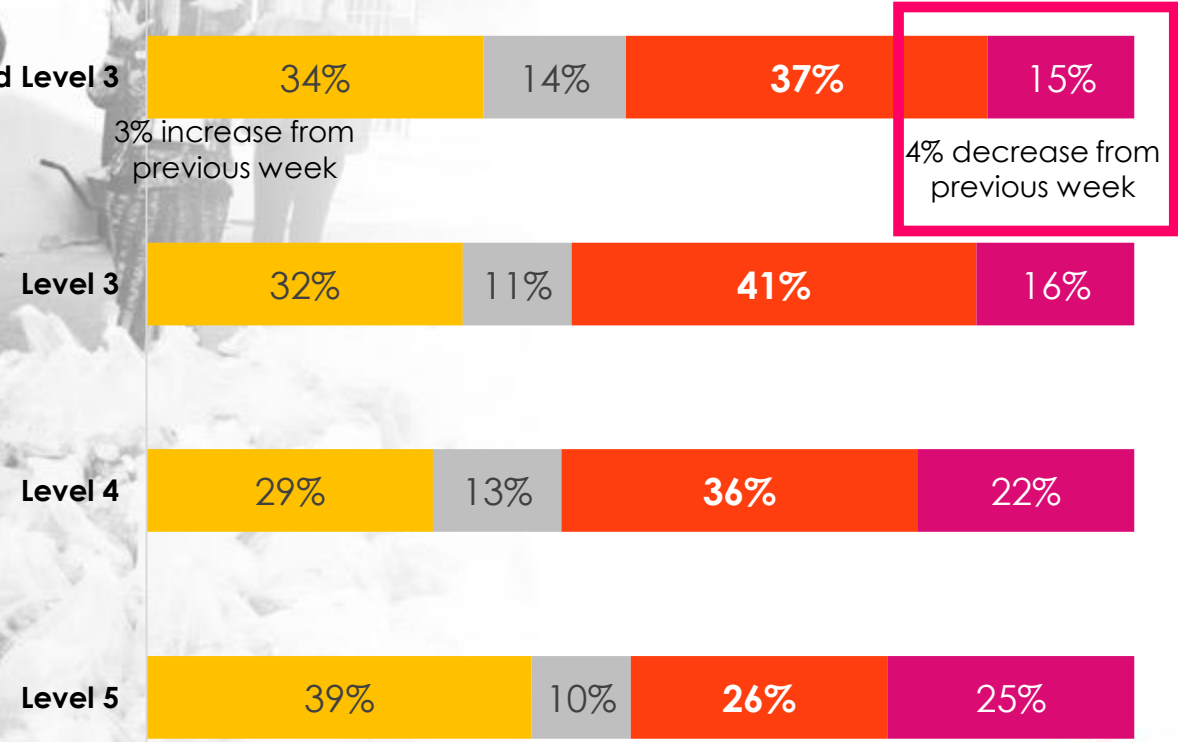
COVID-19: Level 5 – Advanced Level 3

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

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



Women and the youth are significantly less likely to agree that they have community support than men.



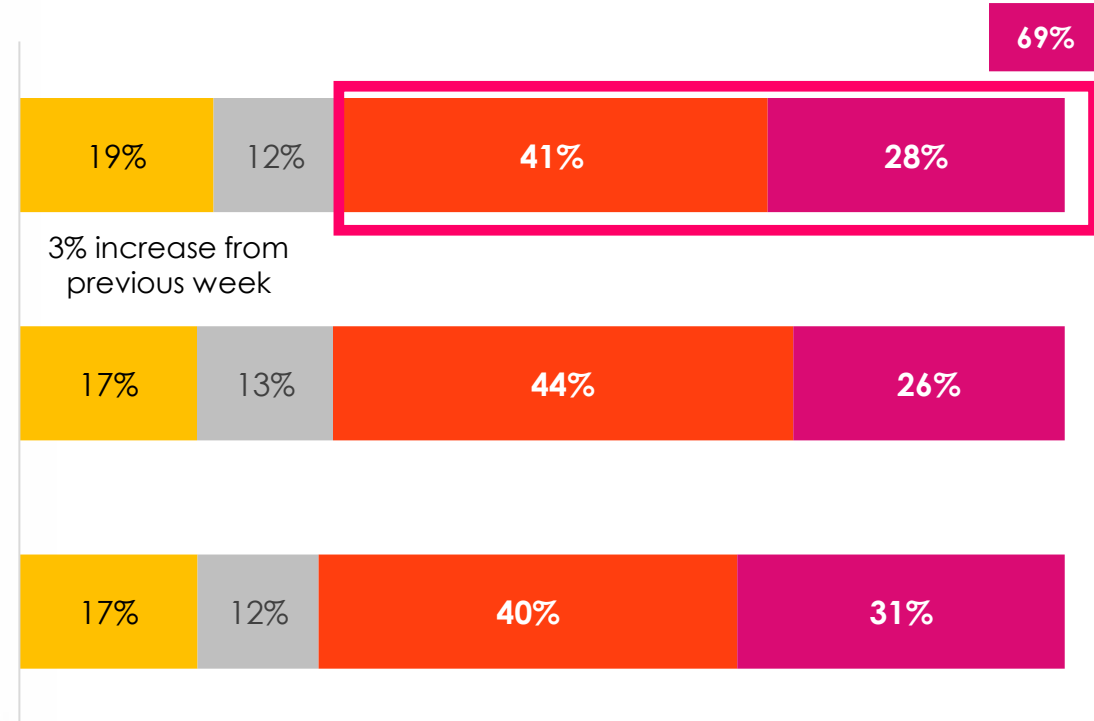
High frustration levels persist in communities and is high, at 71% in Gauteng.

COVID-19: Level 4 – Advanced Level 3



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

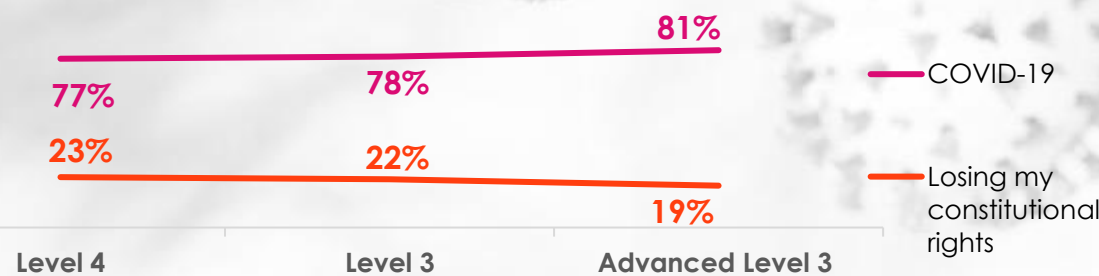
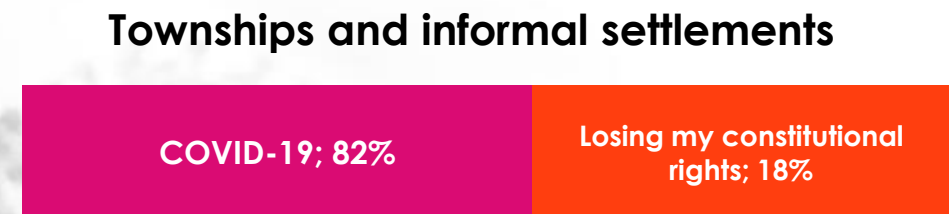
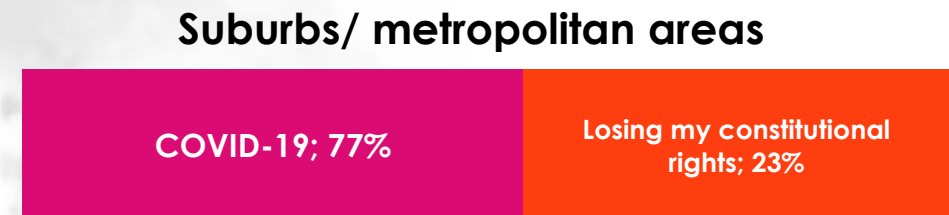
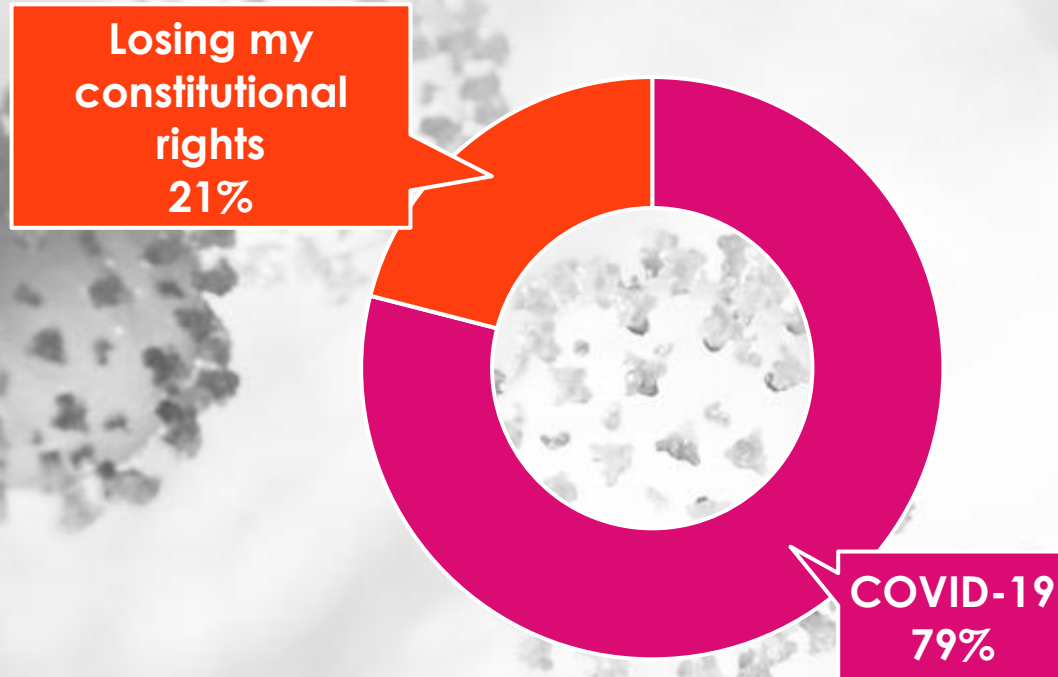
Advanced Level 3



People are far more concerned about contracting COVID-19 than losing their constitutional rights. This fear has consistently increased from level 4 and is slightly more prevalent 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**?



Single mention
Level 4 n=412 | Level 3 n=1001 | Advanced Level 3 n=1202



Crime and gender-based violence

Trust in the Police and SANDF is declining in Lockdown Level 3 advanced- and is the lowest since the start of the lockdown.

COVID-19: Level 5 – Advanced Level 3



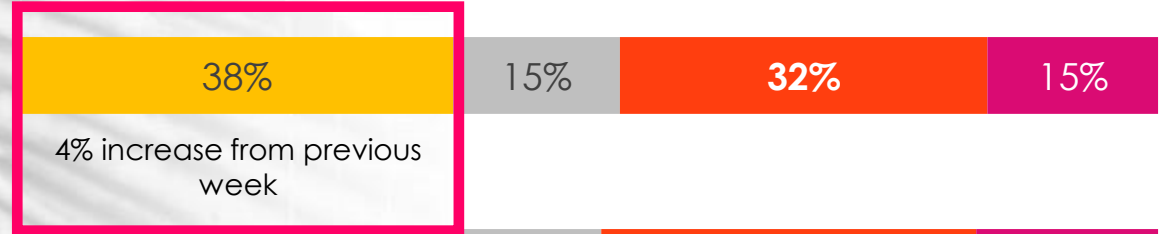
Women are significantly less likely to trust the police and SANDF

Pre-COVID-19, 36% of people believed that the Government performed poorly in bringing the police and communities closer to each other.

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)

Advanced Level 3



Level 3



Level 4



Level 5



Source: TGISA n=25 067, weighted to N=26 980 000 South Africans

Single mention
Level 5 n= 378 | Level 4 n=1549 | Level 3 n=1365 | Advanced Level 3 n=1145



More than half of people believe crime will increase due to the lockdown, a sentiment that has been growing in Level 3 advanced and is especially high amongst women and those younger than 35.

COVID-19: Level 5 – Advanced Level 3



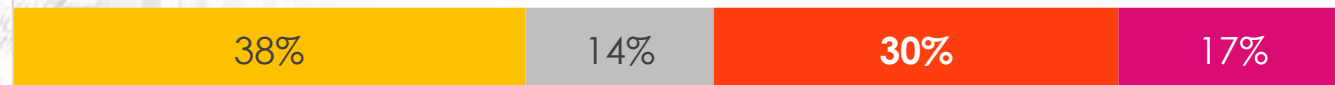
Crime will increase due to the lockdown

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

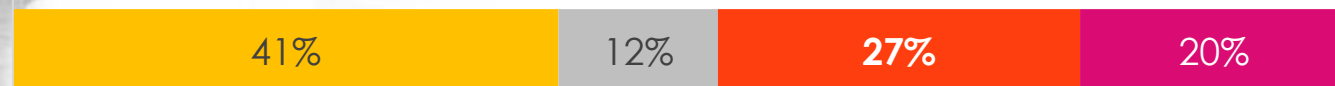
Advanced Level 3



Level 3



Level 4

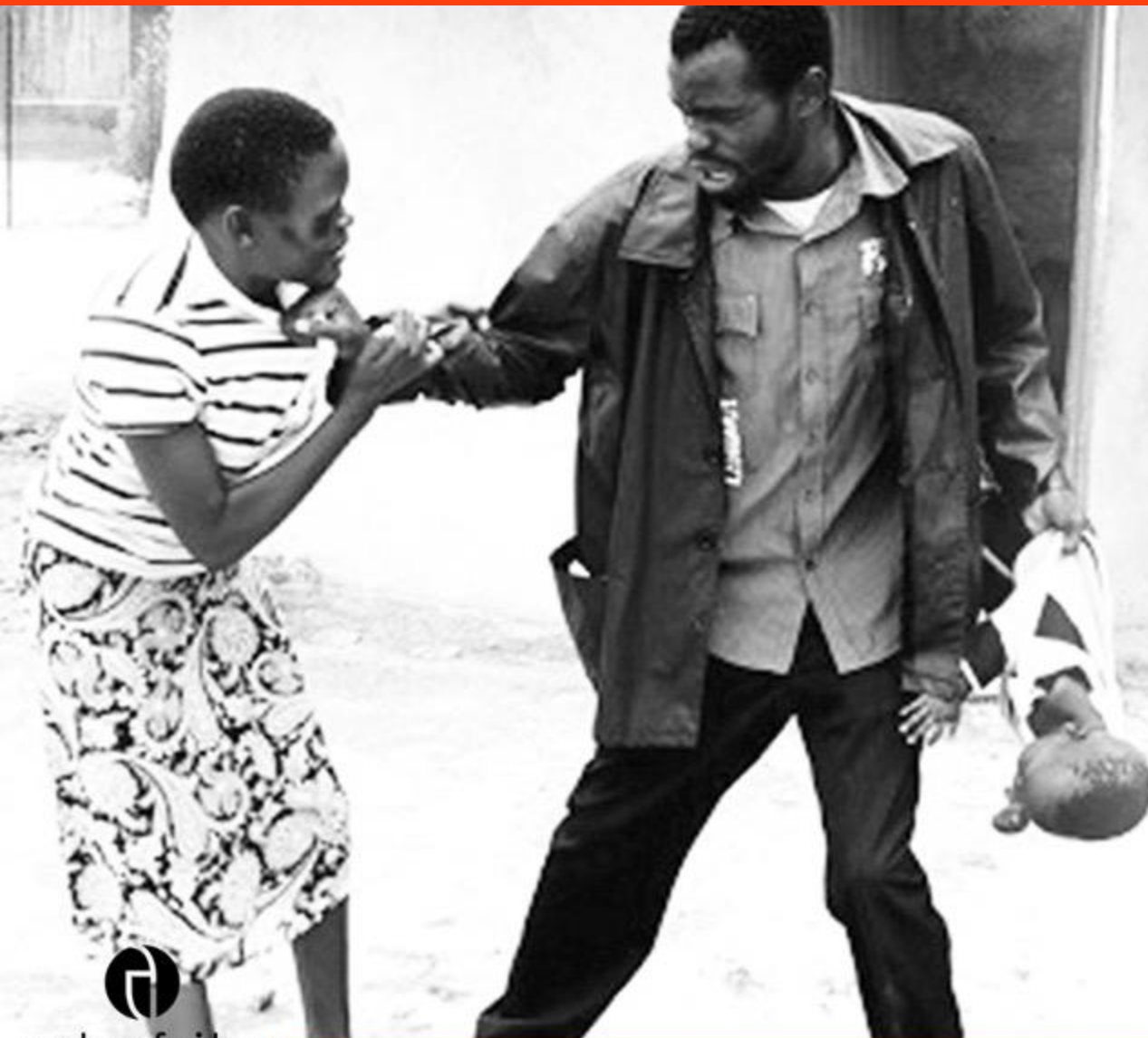


Level 5

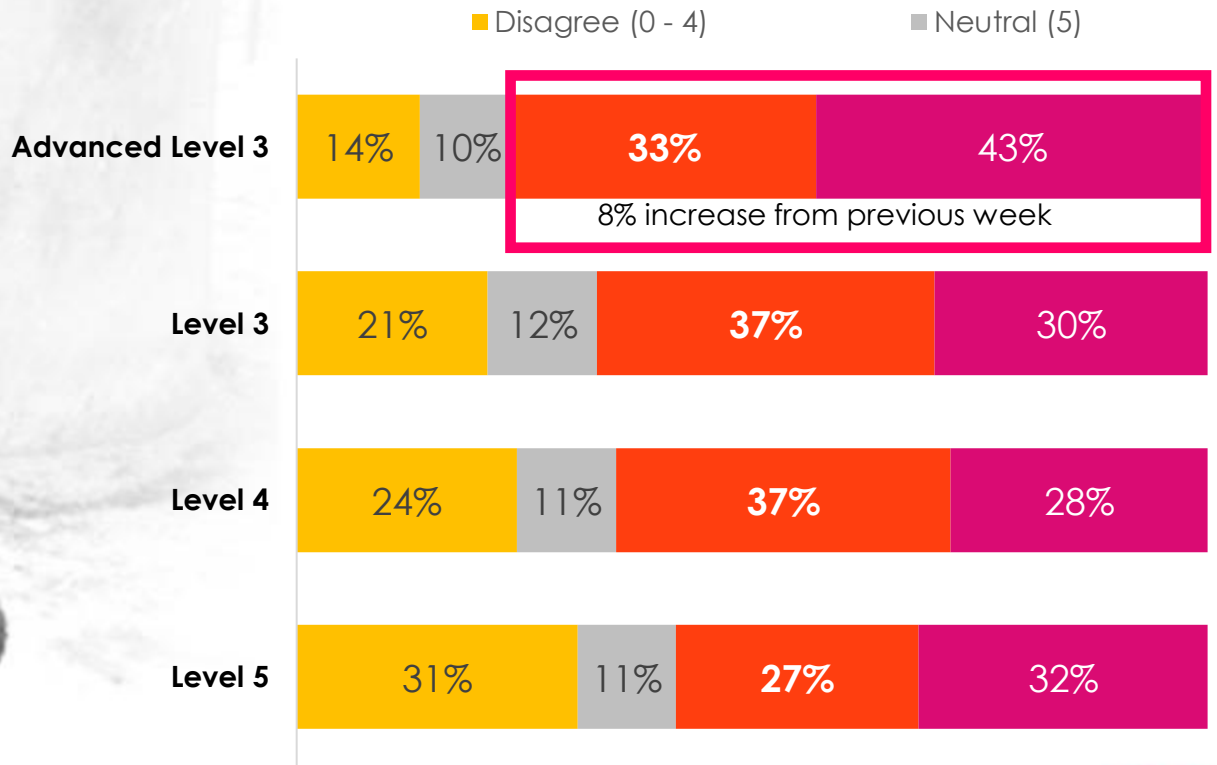


Significantly more women are concerned about the increase in gender-based and domestic violence during the lockdown.

COVID-19: Level 5 – Advanced Level 3



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

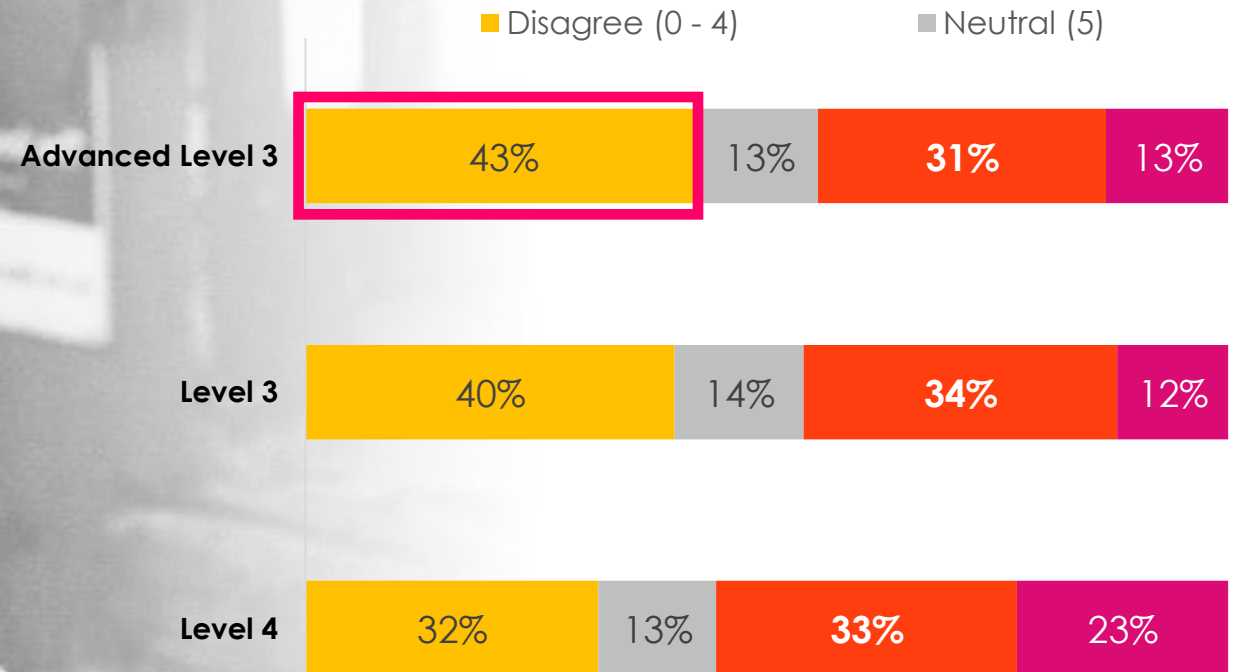


The belief that Government is not providing enough support for victims of GBV is on the increase and is significantly higher amongst women.

COVID-19: Level 4 – Advanced Level 3

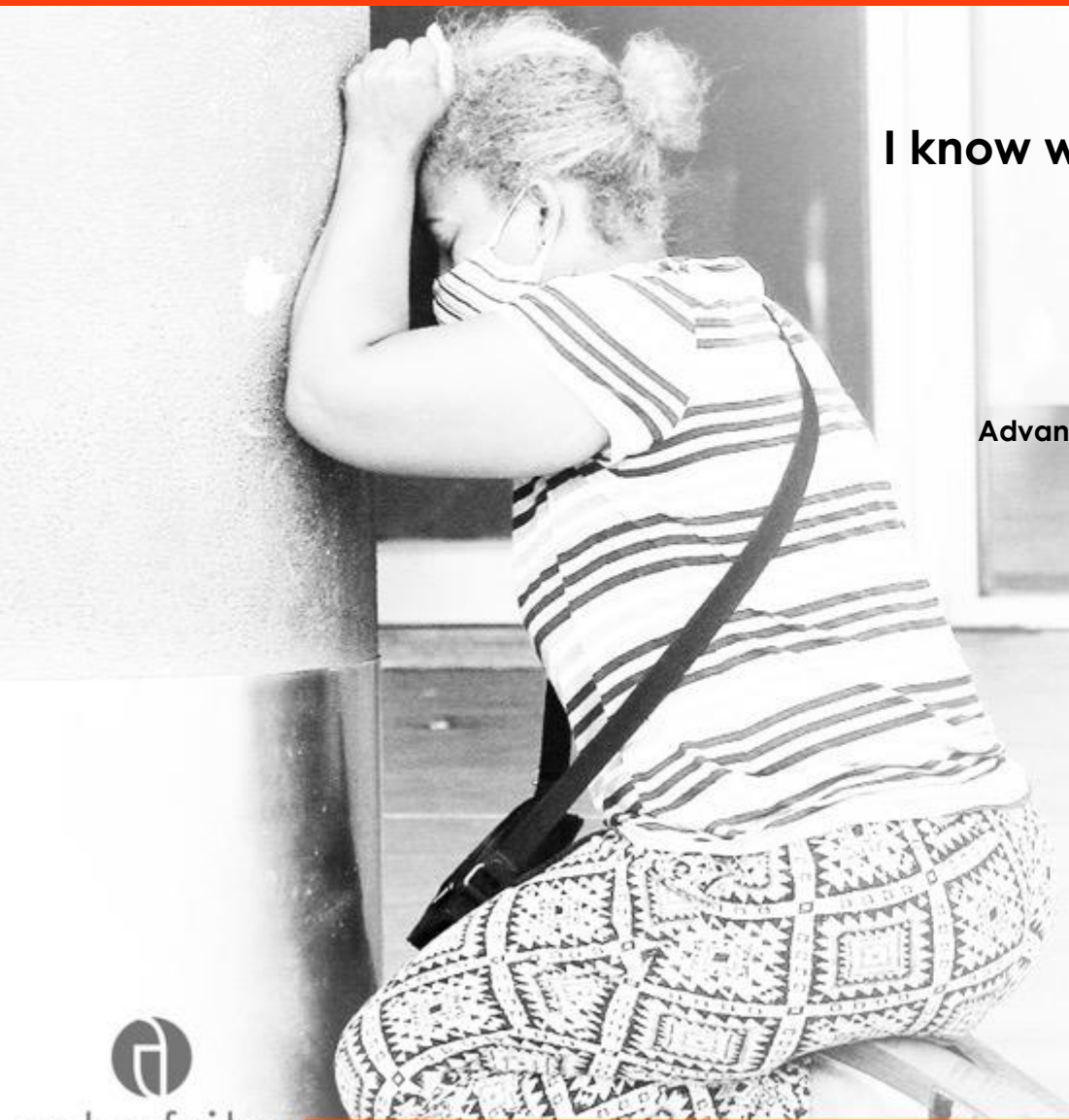


The Government is giving enough support to gender-based violence victims during the lock-down period

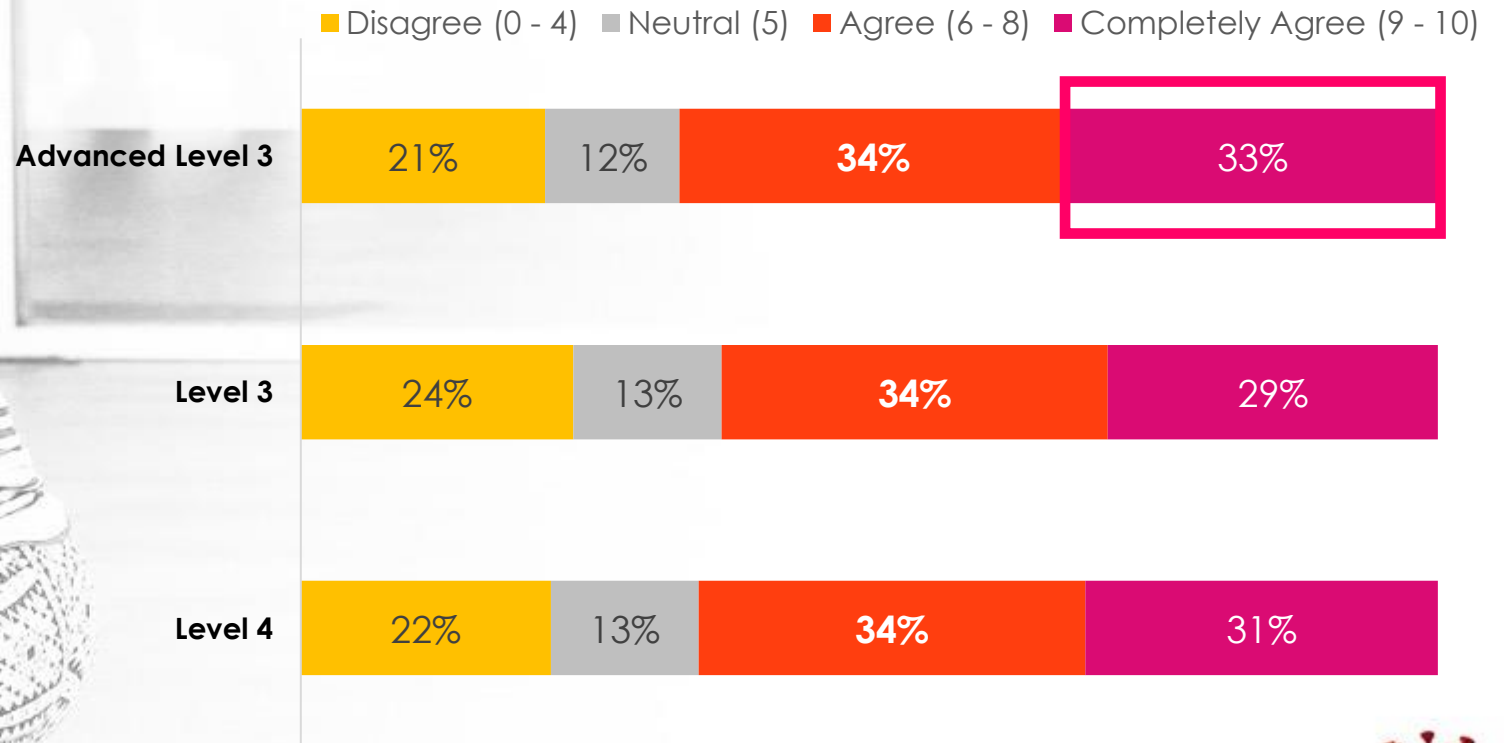


One in five people are not sure of the steps to follow when they or another person are affected by GBV or DV, and educational interventions are required.

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

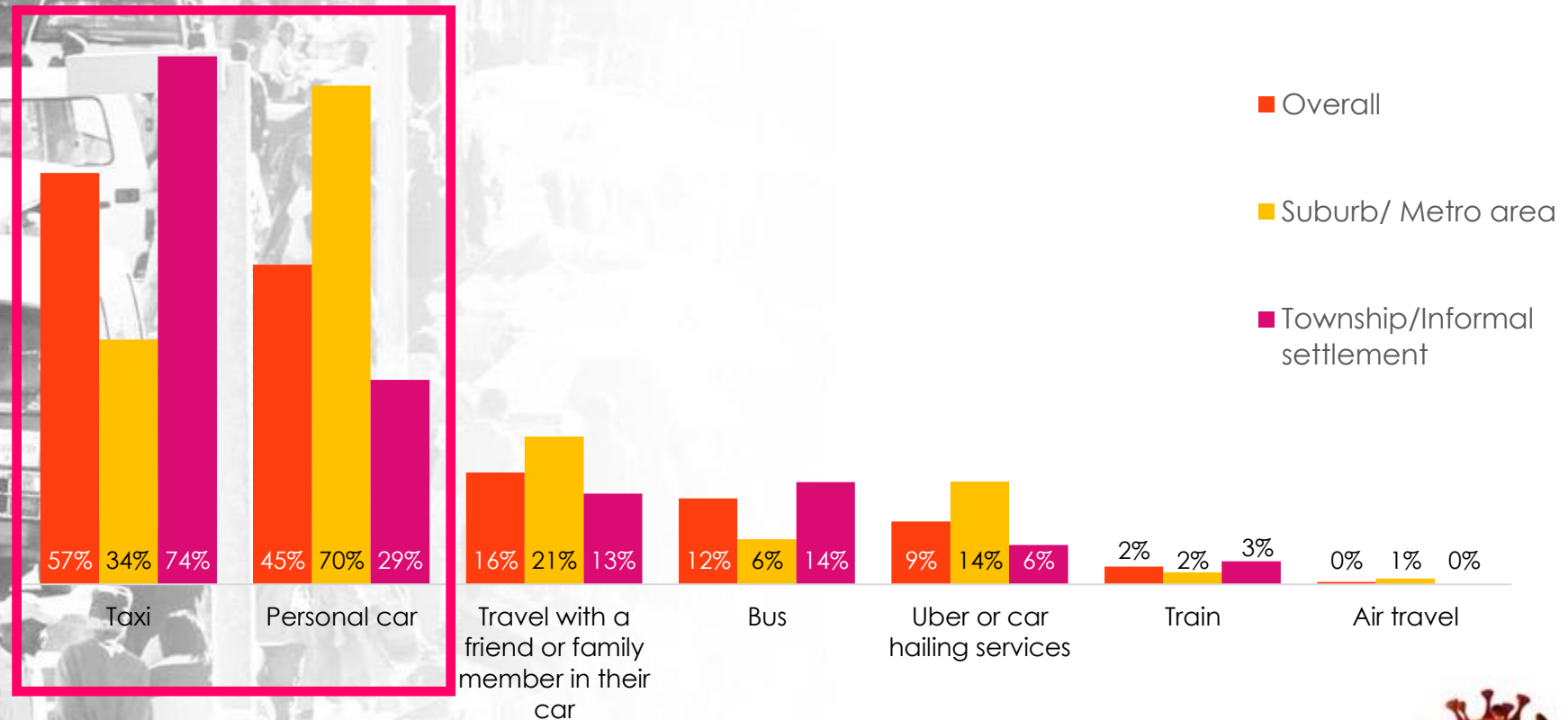


Transport

More than 50% of people have travelled by taxi during the lockdown. Taxi transport is highest in townships (74%), with only 14% of people in these areas using busses to commute.

COVID-19: Advanced Level 3

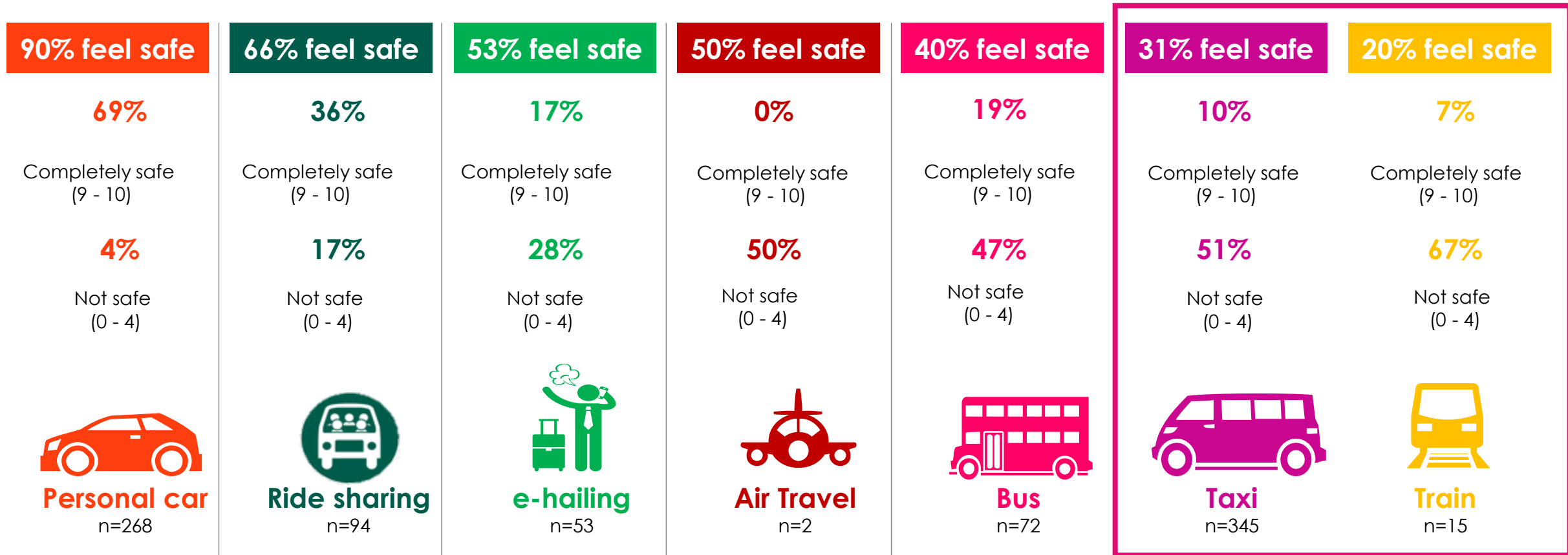
Which of the following transport options have you used during the lockdown?



With most people traveling by taxi in township areas, only 31% feel safe using this mode of transport.

COVID-19: Advanced Level 3

To what extent do you feel safe using these transport options?

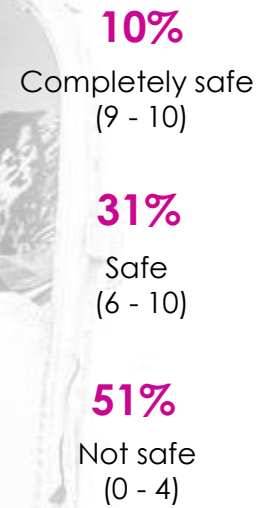


Most people using a taxi say that they stay safe by wearing a mask, or sanitizing their hands before and after leaving the taxi. Social distancing seems to be more difficult for taxi commuters.

COVID-19: Advanced Level 3

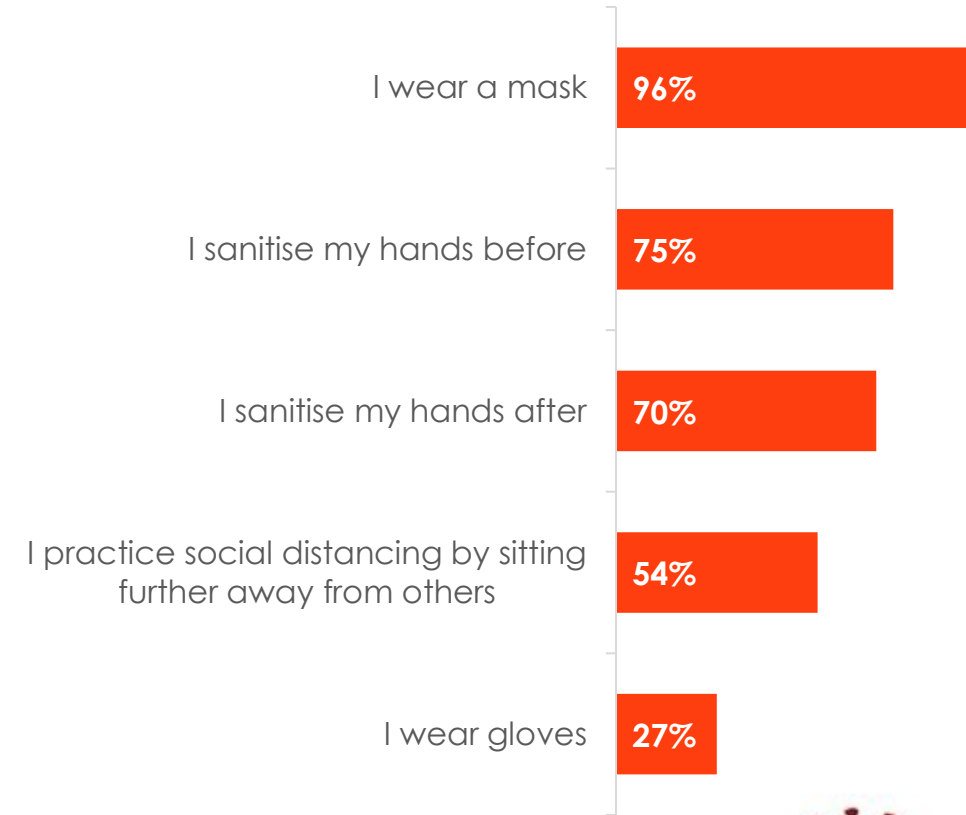


To what extent do you feel safe using a Taxi?



Taxi
n=345

What measures do you use to stay safe?

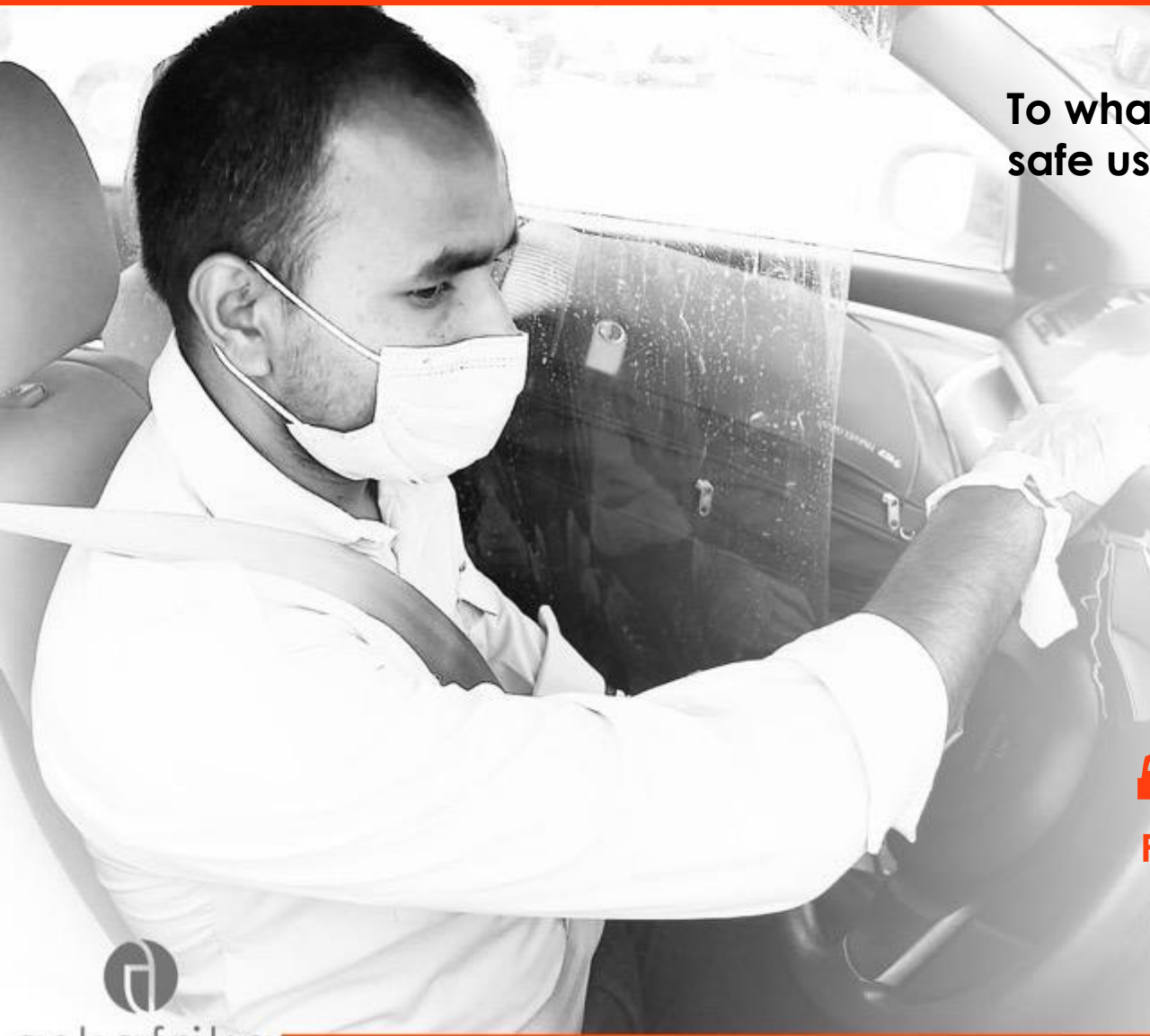


Single mention
Advanced Level 3 n=601



When travelling by personal car, most people stay safe by sanitizing their hands before entering their vehicles. A further 74% of people wear masks in their vehicles.

COVID-19: Advanced Level 3

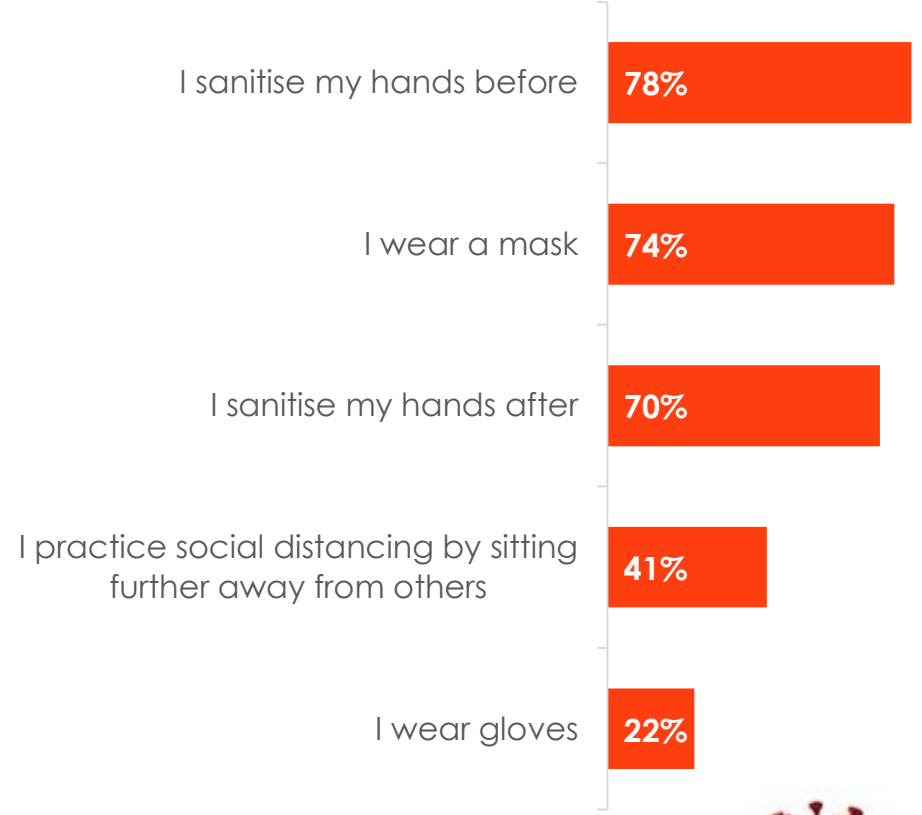


To what extent do you feel safe using a Personal Car?



Personal car
n=268

What measures do you use to stay safe?



Single mention
Advanced Level 3 n=601



Mask wearing and sanitizing behaviours are high amongst those who use ride sharing services.

COVID-19: Advanced Level 3

To what extent do you feel safe using these transport options?

36%

Completely safe
(9 - 10)

66%

Safe
(6 - 10)

17%

Not safe
(0 - 4)



Ride sharing

n=94

What measures do you use to stay safe?



Single mention
Advanced Level 3 n=601

40% of people using bus services feel safe when doing so and protect themselves by wearing a mask.

COVID-19: Advanced Level 3



To what extent do you feel safe using a Bus?

19%
Completely safe
(9 - 10)

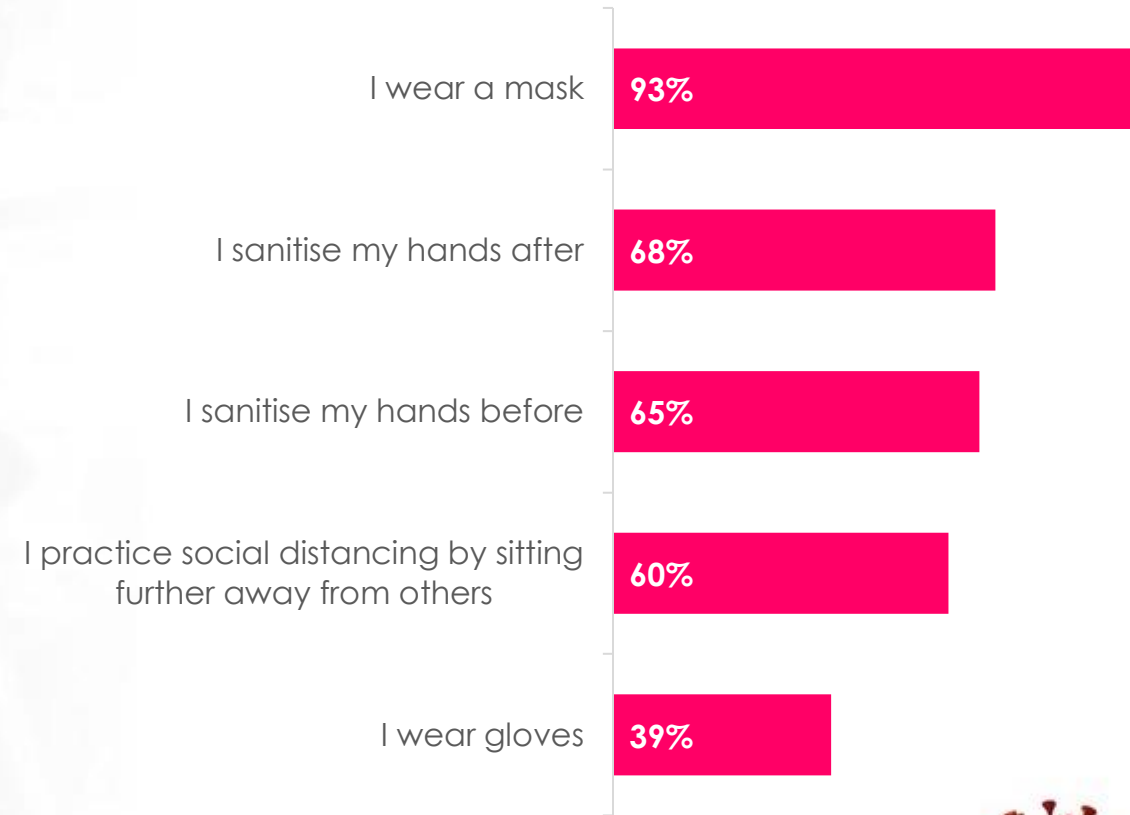
40%
Safe
(6 - 10)

47%
Not safe
(0 - 4)



Bus
n=72

What measures do you use to stay safe?

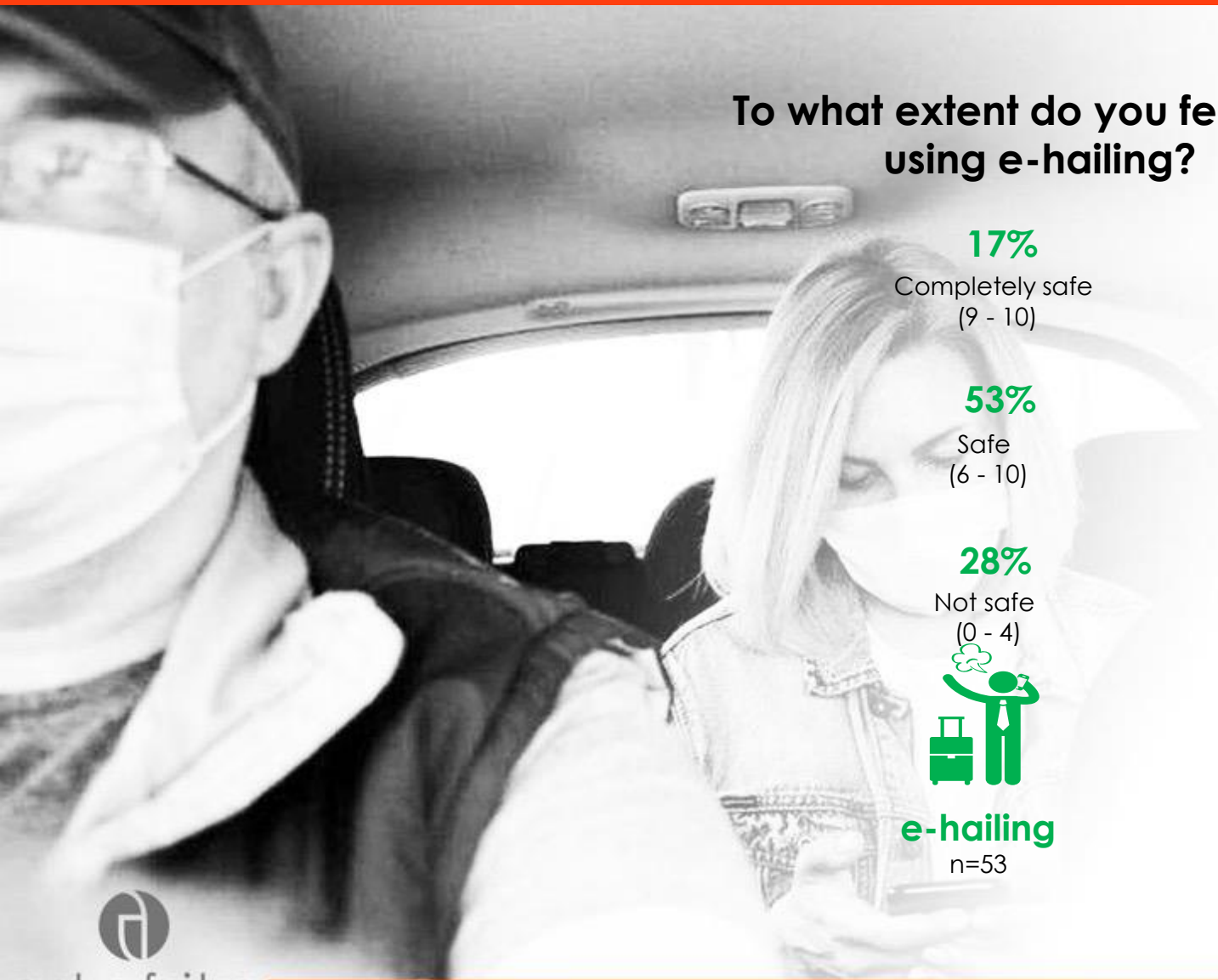


Single mention
Advanced Level 3 n=601



Nearly a third of people using e-hailing services don't feel safe when doing so, and use masks and sanitizer to prevent the spread of the virus.

COVID-19: Advanced Level 3



To what extent do you feel safe using e-hailing?

17%
Completely safe
(9 - 10)

53%
Safe
(6 - 10)

28%
Not safe
(0 - 4)



e-hailing
n=53

What measures do you use to stay safe?



Single mention
Advanced Level 3 n=53



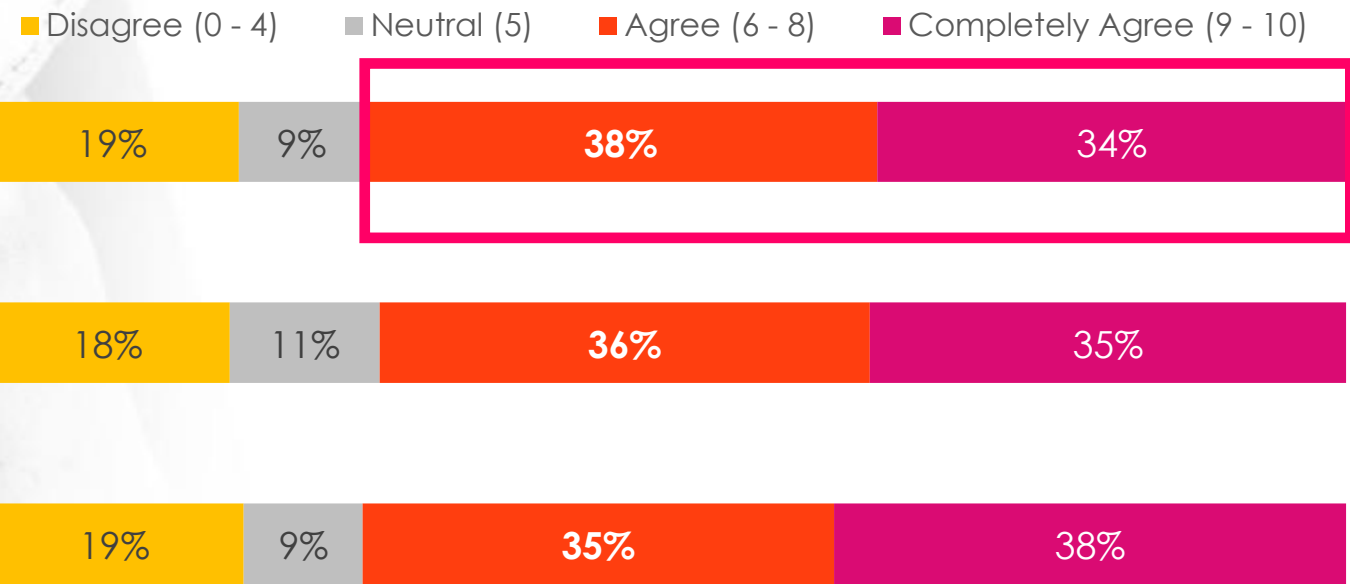
Tobacco and alcohol

The ban on alcohol and tobacco products during the lockdown have left many feeling that 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



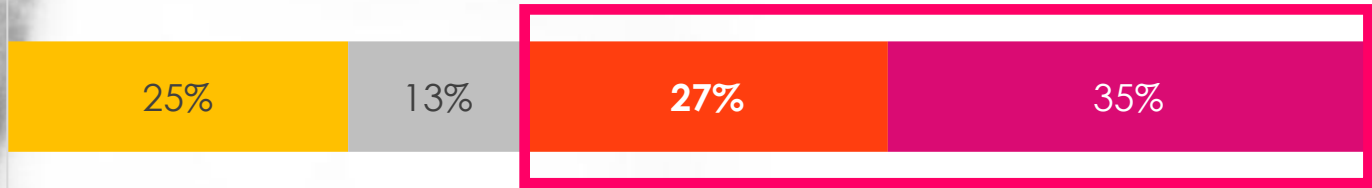
35% of respondents strongly support the bans on tobacco and alcohol

COVID-19: Level 4 – Advanced Level 3

The ban on alcohol and tobacco are important

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

Advanced Level 3



Level 3



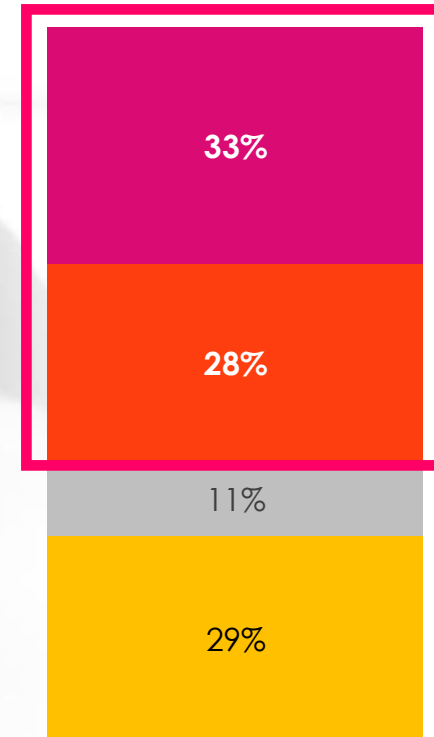
Level 4



33% of respondents believe that the ban on the sale of tobacco is very 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=1135



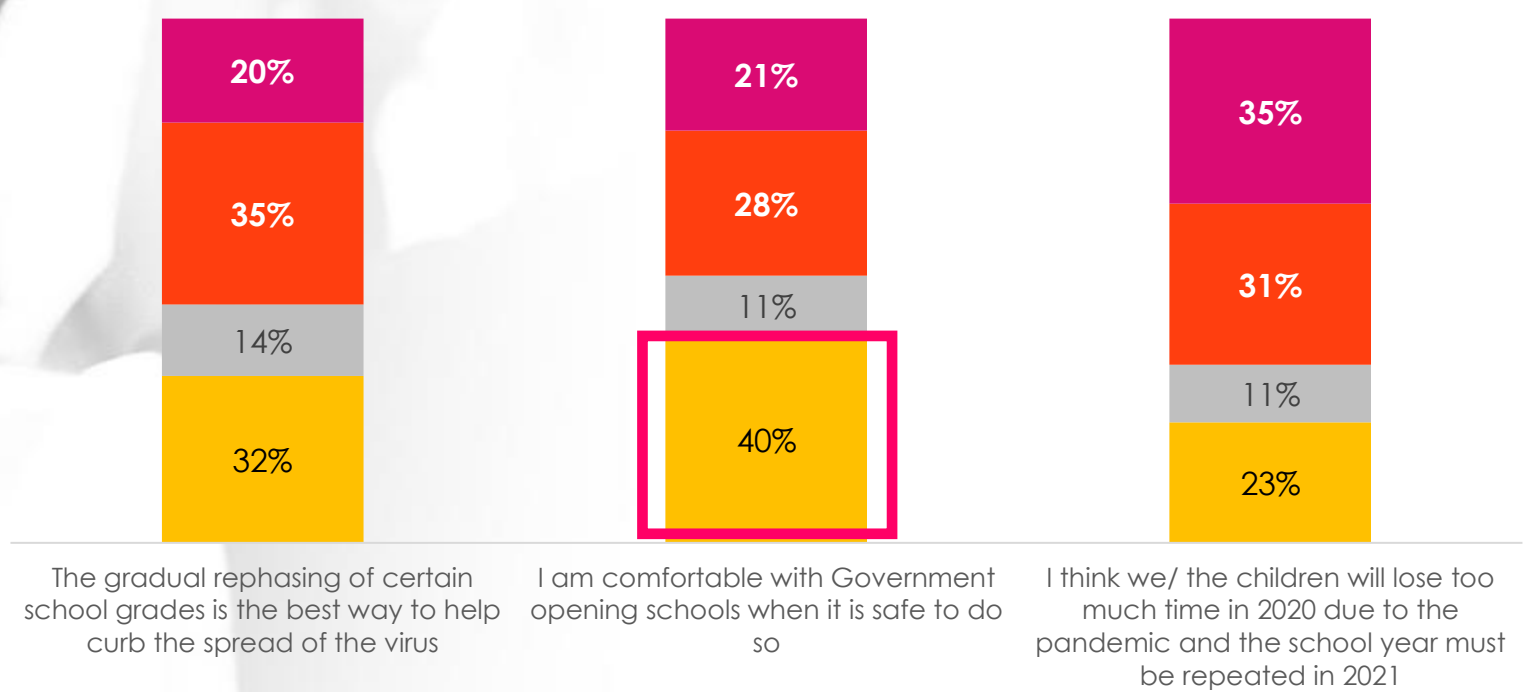
Teaching/ learning

Concerns about school reopening further increased during advanced level 3 (9% increase).

COVID-19: Level 4 & Advanced Level 3



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



Business response

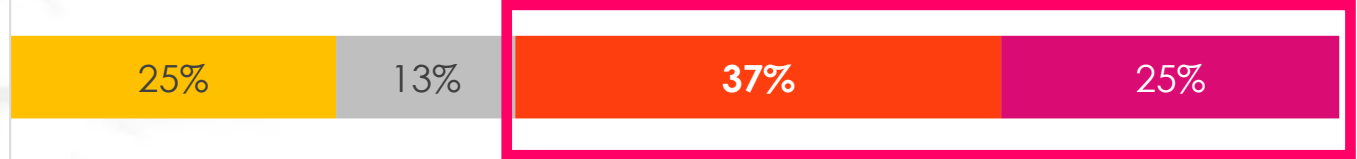
Most businesses have been affected by COVID-19, as reported by most respondents.

COVID-19: Level 5 – Advanced Level 3

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

■ Not at all affected ■ Neutral (5) ■ Affected (6 - 8) ■ Severely affected (9 - 10)

Advanced Level 3



Level 3



Level 4



Level 5



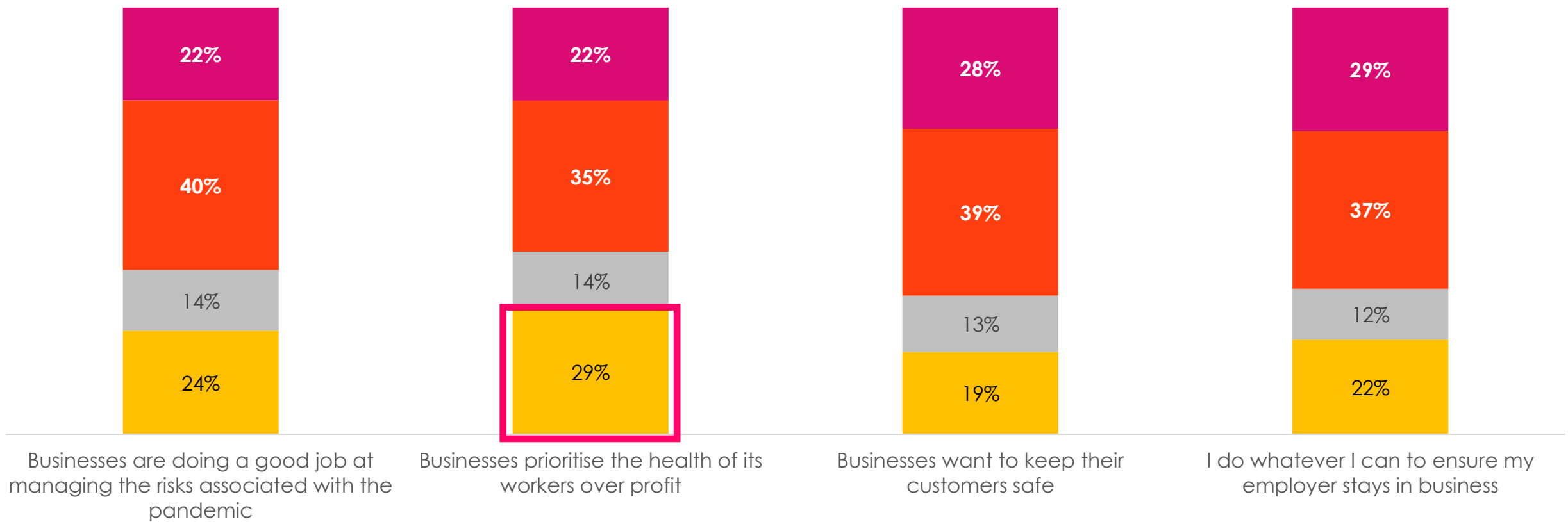
Single mention
Level 5 n=329 | Level 4 n=729 | Level 3 n=545 | Advanced Level 3 n=1202



Respondents generally agree that businesses are managing the risks of the pandemic and want to keep their customers safe, however, almost one in three feel businesses 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)



Business of the week –

companies that impressed customers with their response to the pandemic

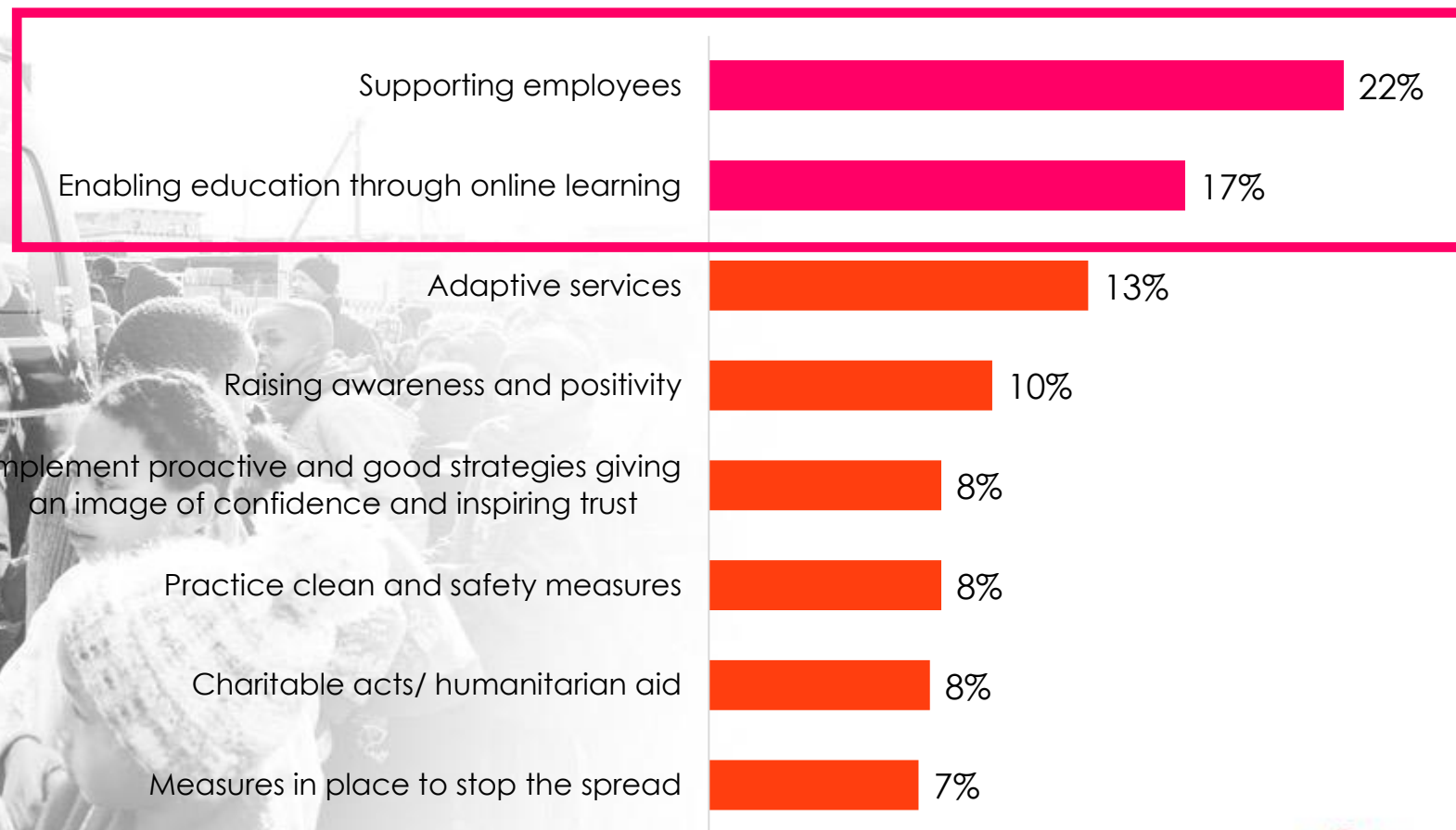
	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14
TOP 3	Government Motsepe Foundation Pick n Pay	Government Motsepe Foundation Shoprite	Government Shoprite Motsepe Foundation	Government Shoprite Motsepe Foundation	Government Shoprite Pick n Pay	Government 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	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	Shoprite Pick n Pay Checkers/ Hyper
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	Healthcare Hospitals SASSA President WHO WITS
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. Many also mentioned the implementation of online learning.

COVID-19: Week 13

Main reasons across brands (Top reasons)



Top mentions
Open ended response





askafrika
market research intelligence

Contact us



Andrea Rademeyer (Gevers),
andrea@askafrika.co.za
082 564 5203



Mariëtte Croukamp,
mariette@askafrika.co.za
082 853 8919