



askafrika
decisioneering through facts

The Ask Afrika COVID-19 Tracker - Unpacking the significant social change brought on by the COVID-19 pandemic

Methods and Madness

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Prepared for the GCRO Seminar Series

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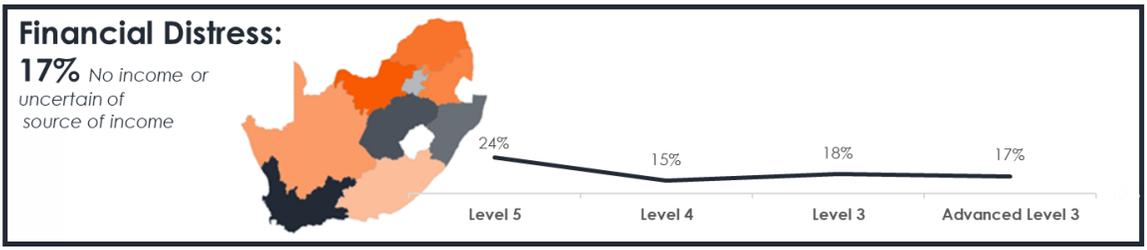
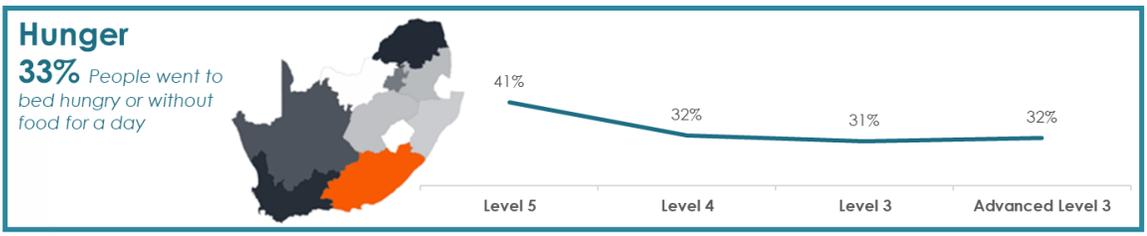
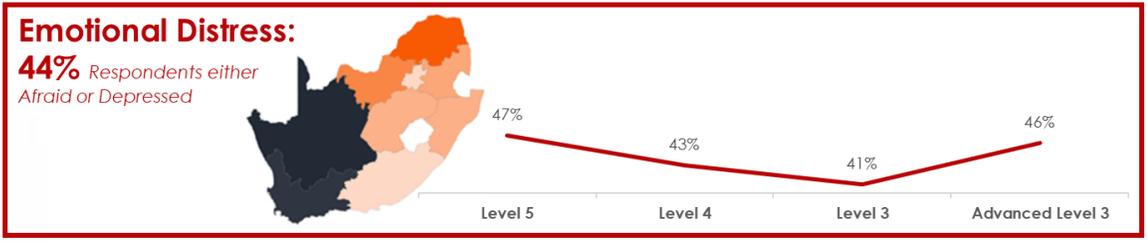
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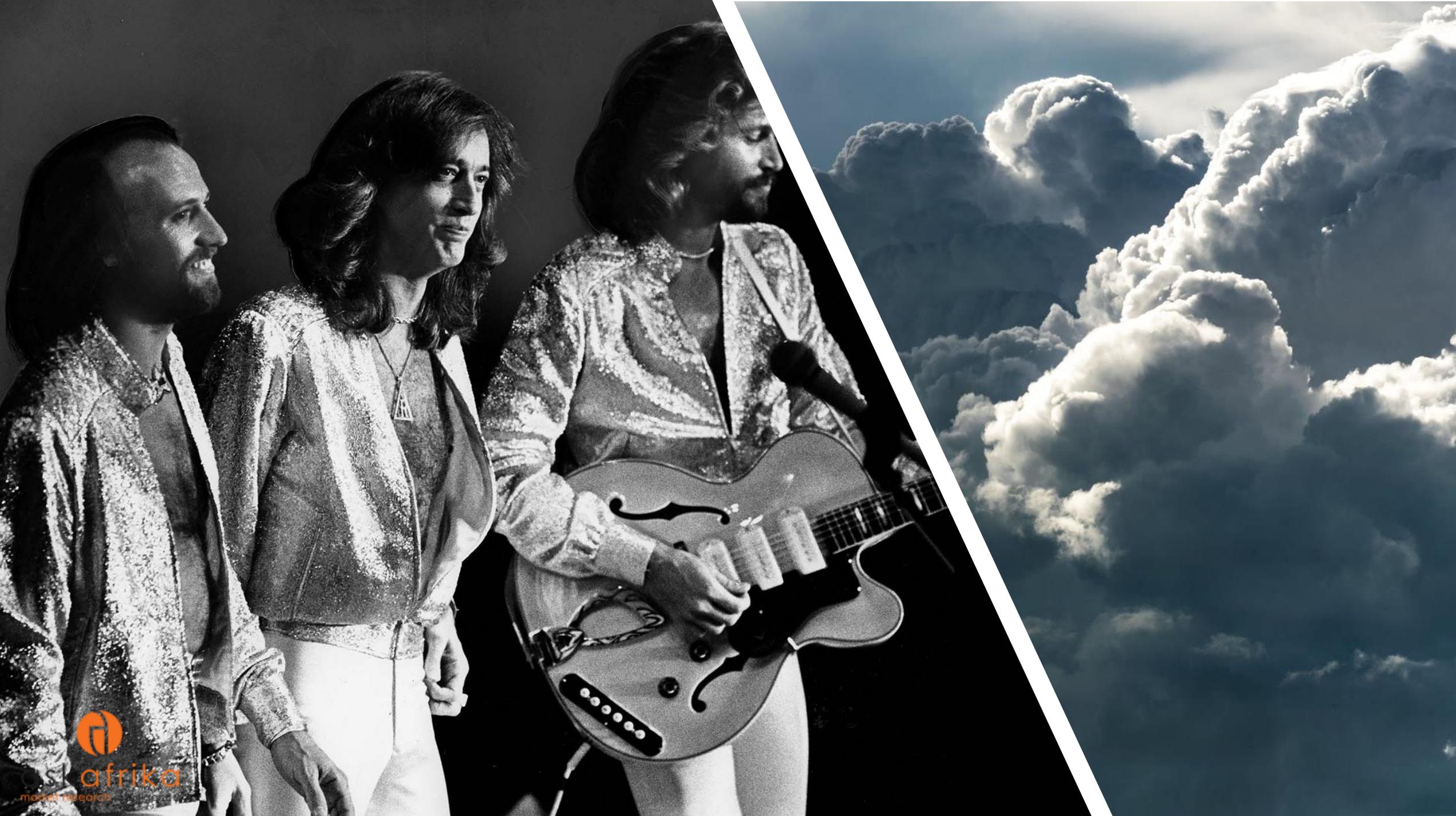
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afrika

market research



Independent
Research for
Decisionmakers

The Ask Afrika COVID-19 tracker 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 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.



Mixed methods approaches to unlock various demographic groups

QUANTITATIVE PATHWAYS

- CATI & online
- n=400 – 600 interviews weekly
- Core fractals measured

QUALITATIVE 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=8926 interviews were conducted from the 1st of April to date.

The quota structure aligns with the proportions of the general population

Independently conducted research

Research methodology



Computer Aided Telephonic
Interviews (CATI)

n=3492



Online interviews

n=5434

Total interviews conducted to date: n = 8 926 Week 18 n=602



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
- Stages of Grief

Rotation Topics week 18

- Financial impact, loans and grants
- Business impact
- Corruption
- Communities' Response to the Outbreak
- Impact on Healthcare
- Mandatory four-week school closure

Challenges experienced during the study

- *Setting up the remote call center*
- *Interview length – respondents need that human connection*
- *Tracking change during the lockdown*
- *Controversial findings*

Innovations/ Opportunities

- *Using Target Group Index (TGI) for a pre-Covid19 view*
- *Agile workflow*
- *Mixed methods for reporting*
- *Online diaries*
- *Self-funding – widely used including in MAC, Treasury, and other forums*
- *Online Covid-19 portal*



Access information from, our Covid-19 portal: <https://c19.askafrikaportal.com/>

COVID-19 Portal

- Home
- Research Overview
- Reports
- Media Hub
- Contact Us

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COVID-19 Portal

The ask afrika COVID-19 portal brings you weekly insight into the significant socio-economic impact that the Coronavirus has on South Africans.

[Overview](#)

Key Insights

Lockdown Impact

- 64% of respondents have heard, read or seen information on C-19 corruption.
- Awareness of corruption in the healthcare system is high, 43%.
- 70% of respondents experience high levels of frustration in their communities.

Recent Webinar

Employees and consumers are citizens too!

[Presentation](#) [Access Recording](#)

Quick Stats

Biggest Fears

Lockdown Level	Economic Recession	Food Shortages	Contracting C-19	Loss of Income	Unemployment	Non-Compliance	Alcohol Abuse Issues
5	10	15	15	18	15	15	10
4	8	18	18	18	18	15	10
3	5	15	20	15	15	15	10
3+	5	15	25	15	20	15	10

Legend: Economic Recession, Food Shortages, Contracting C-19, Loss of Income, Unemployment, Non-Compliance, Alcohol Abuse Issues

Thank You



For more contact us at:

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“You know you are truly alive when you’re living among lions.” — Isak Dinesen, Out of Africa.