



Description	Amount Allocated	Amount Spent
Ask Afrika Research Omnibus	R 600 000	R 600 000

I. CITIZENS IN SOLIDARITY CAMPAIGN MANDATE

The Solidarity Fund was created to respond to the COVID-19 crisis in South Africa. It is a platform for the general public, civil society and the public and private sector to contribute to the consolidated effort to fund various initiatives.

The Citizens in Solidarity Campaign, which is part of the overall communication campaign of the Fund, aims to lower the spread of COVID-19 through strengthening the Funds objectives of prevention, detection and care.. Our message is to invite all South Africans to become Citizens in Solidarity. The CIS campaign moves beyond the facts around COVID-19 to offering agency to every South African to play their part in preventing the further spread of the virus. The message is that a few simple

change in our own behaviours, saves lives. “Wash your hands to protect your neighbours, wear a mask to protect your friends, keep a safe distance to protect your family and just be kind.”

As we anticipated a growing sense of fear, anxiety, mistrust and grief spreading through our communities as COVID-19 cases burgeoned towards the peak. The mandate of the CIS campaign is about scaffolding networks across key sectors of society to change these simple personal behaviours that could significantly spread the rate of infection. We seek to reduce the spread of the virus through changes in personal behaviours across a wide variety of sectors.

II. CITIZENS IN SOLIDARITY CAMPAIGN PHASE 1

During the first phase of the campaign the Fund has engaged with and established partnerships and programmes with the following sectors:

- **Business** – through partnering with the Return to Work Campaign, B4 SA and PPGI
- **Traditional Leaders** – through the National House of Traditional Leaders
- **Faith Leaders** - through the South African Council of Churches, and other interfaith leaders
- **Civil Society** – through networks in the Eastern Cape hotspot
- **Education** – through a programme supporting School Management Teams and School Governing Bodies
- **Youth** – through the 6 million in 6 week campaign.
- **Research** – Weekly research results based on 400-500 surveys collected by Ask Afrika

Ask Afrika runs large research studies with social research content. These studies typically focus on understanding the behavior of people, their attitudes and perceptions, mood-states, travel patterns, media consumption and understanding of socio-political concepts like State Capture or COVID-19.

The aim of these studies is to enable the public sector or investors to understand how society understands and behaves around a topic. It taps into fears, needs and behaviours, that will guide stakeholders with the most relevant and current information to improve their strategies.

The Solidarity Fund procured the services of Ask Afrika to provide critical COVID-19 insights that is being utilised across all the strategic pillars of the fund.



PRINCIPLES THAT GUIDED THE FUND'S BEHAVIOUR CHANGE EFFORTS



Speed

Build networks across key sectors before the peak in order reduce the peak and flatten the curve. All ideas needed to be quickly executed.



Targeted Hotspots

Phase 1 has a strategy beyond the broad sectors of targeting hotspot areas for additional support. To date these have included the Eastern Cape, Gauteng and KwaZulu/Natal.



Resource efficiency

Phase 1 has a strategy beyond the broad sectors of targeting hotspot areas for additional support. To date these have included the Eastern Cape, Gauteng and KwaZulu/Natal.



Inclusion

The Fund aimed to reach vulnerable households through a wide variety of partners across civil society, private sector, and government. The Fund collaborated with four large food non-profit, seven provincial implementing agents, two logistics companies and more than 400 community-based organisations and faith-based organisations (details on the next page).



Safety

The Fund ensures that its partners adhered to social distancing and safety measures while engaging with citizens on the ground.



Building a large network

Build a large network of Citizens in Solidarity through harnessing the support of large sectors of society such as business, faith leaders, the youth, education and civil society. Scaffold a campaign with key behaviour changes messages and activities



PROGRESS & IMPACT

a) Objectives:

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.

b) Programme Description

Through the Solidarity Fund signing on for use of the Omnibus tool, the Ask Afrika team provided a weekly pack of information that delivered:

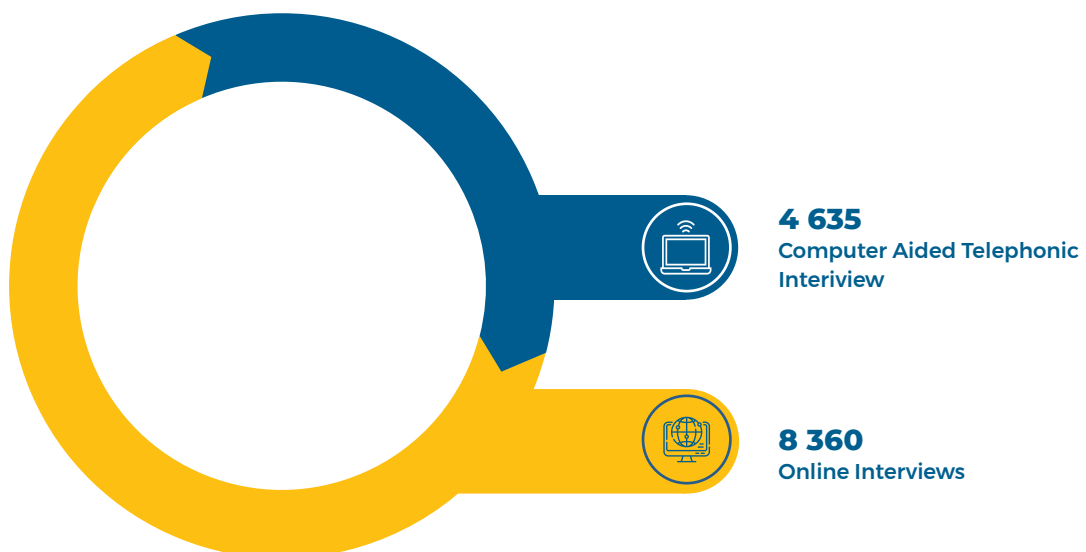
- Answers to 5 to 7 questions on the sample of at least 400 interviews (which reflect the SA population statistics);
- Access to all demographics and all other Covid19 questions, excluding ringfenced client questions (this is approx. 15 to 20-minute interview); and
- Access to the weekly topline COVID tracker

This was delivered over a 3-month period which ended in October 2020.

c) Programme Delivery

A total of 12 995 interviews were completed in the 27-week period starting 1 April 2020 by utilising 2 interview methods which included online interviews together with Computer Aided Telephonic Interviews (CATI).

The interview was designed as a quantitative research questionnaire administered in English (20-minute interviews).

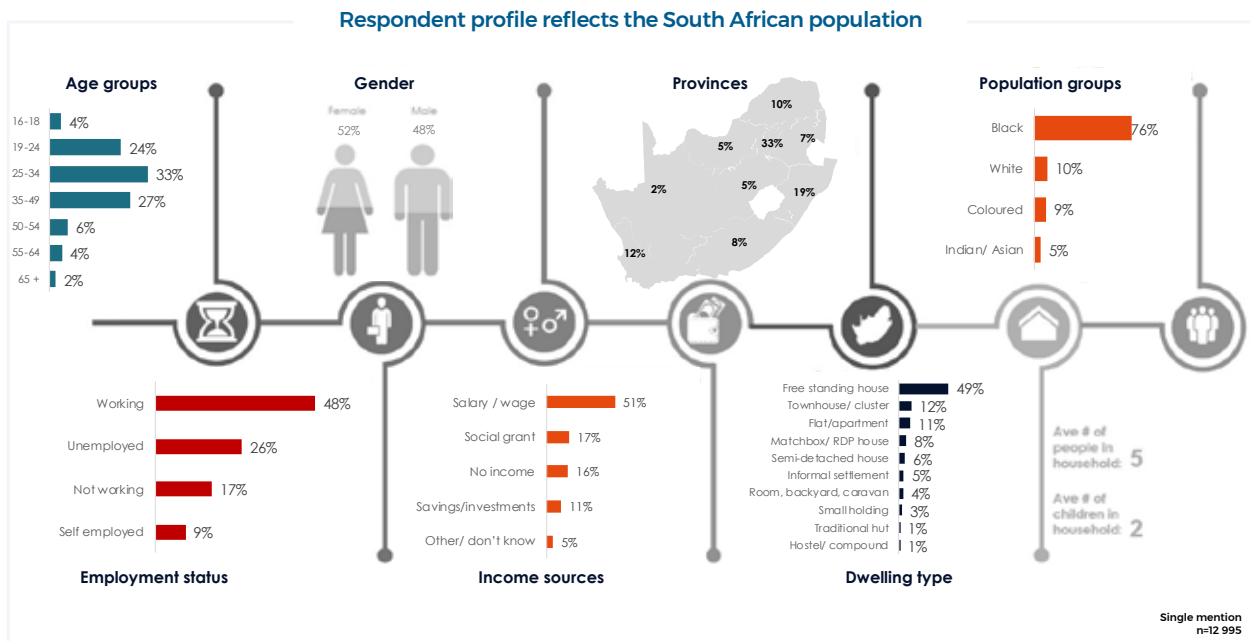


TRACKING OF DELIVERABLES AND TARGETS

Target Description	Status
Delivery of a weekly Omnibus research report	Completed: 12 research reports have been delivered according to the contractual agreements
Conduct at least 400 interview per week	Completed: 12 994 in a 27-week period. interviews completed in total. This translated to 481 interview per week
Provision of access to other research questions excluding those formulated by the Solidarity Fund	The weekly reports completed by Ask Afrika prior to the omnibus being launched was shared with the Solidarity Fund (Week 1 to Week 14)

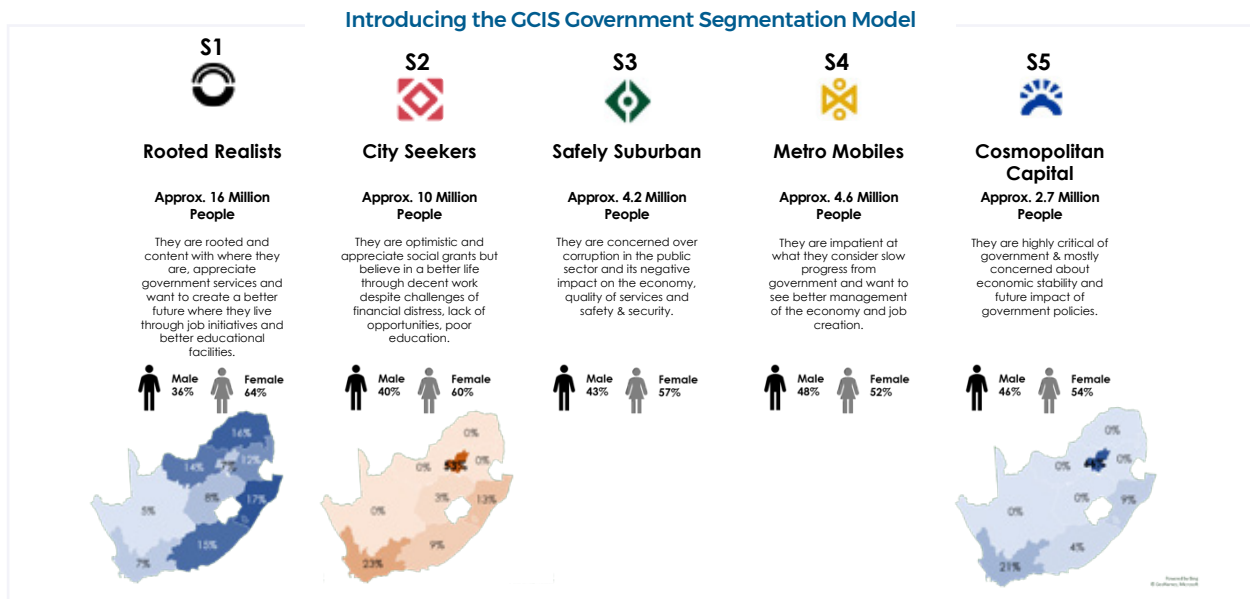
1. Respondent Demographics

Responded demographics based on the 12 995 interviews completed consisted of the following:



2. GCIS Government segmentation model

Responded demographics based on the 12 995 interviews completed consisted of the following:



3. Research tracking through the levels of lockdown

Although Ask Afrika collected research data since the inception of the lockdown. The research omnibus contracted by the Solidarity Fund commenced in the 'Level 3 advanced' period and data was collected throughout the lockdown up until the current level.

Below is a summary of the various lockdown levels summarising the main conditions and regulations that existed at the time of each level. This should be considered when studying the research findings contained in the report.

Level 5	Level 4	Level 3	Level 3 advanced	Changes during advanced L3	Level 2	Level 1
26 March – 30 April	1 May – 31 May	1 June – 21 June	22 June – 13 July	13 July – 18 August	18 August – 20 Sept	21 September (onwards)
36 days	31 days	21 days	21 days	35 days	33 days	ongoing
High virus spread. And / or low health system readiness	Moderate to high virus spread, with moderate readiness	Moderate virus spread, with moderate readiness	Moderate virus spread, with moderate readiness (gradual level reduction)	Increased infection rate	Peak infection rate reached, decline in daily count	Low virus spread and high health system readiness

Level 5	Level 4	Level 3	Level 3 advanced	Changes during advanced L3	Level 2	Level 1
<p>contain the spread of the virus to save lives. Only essential services permitted to work. Only allowed to leave place of residence for buying essential goods or medical emergency. No inter-provincial movement</p>	<p>Some activity beyond essential services allowed to resume, subject to extreme precautions required to limit community transmission and outbreaks. Restrictive movement with curfew hours (6am - 7pm). Exercise within 5km of residence allowed between 6am - 9am) No inter-provincial movement</p>	<p>Take-away restaurants, clothing retail, e-commerce, books & education product sale, etc. allowed. Liquor sales permitted within restricted hours. No tobacco sales. Free movement without curfew. No inter-provincial movement, except for exceptional circumstances</p>	<p>Restaurants, fast food outlets, coffee shops, casinos, lodges, B&B, timeshare facilities, resorts and quest houses open. Conference and meeting venues allowed. Liquor sales permitted within restricted hours. No tobacco sales. Free movement without curfew. Inter-provincial movement for work and school, as well as other exceptional circumstances</p>	<p>Ban on liquor and tobacco sales. Restrictive movement with curfew hours (5am - 8pm). School closures</p>	<p>Inter-provincial travel opened although international borders remain closed. Accommodation permitted, in line with protocols. Gyms and fitness centres to open. Restrictive movement with curfew hours (10pm- 4am). Restaurants, bars and taverns allowed to operate until 22:00. Tobacco and alcohol restrictions lifted. Liquor sales restricted Monday-Thursday between 00:00 and 17:00.</p>	<p>Curfew 00:00-04:00 Alcohol sales open Mon-Fri 9am-5pm Gatherings restricted to 50% capacity (less than 250 indoors and 500 outdoors) 50% operational capacity in gyms, theatres, hotels Land borders closed to various countries No initiations No night vigils, nightclubs, spectators at sporting events, no international sport events</p>
<p>Ask Afrika Covid-19 tracker Week 1 – Week 5</p>	<p>Ask Afrika Covid-19 tracker Week 6 – Week 9</p>	<p>Ask Afrika Covid-19 tracker Week 10 – Week 12</p>	<p>Ask Afrika Covid-19 tracker Week 13 – Week 15</p>	<p>Ask Afrika Covid-19 tracker Week 16 -20</p>	<p>Ask Afrika Covid-19 tracker Week 21 to 25</p>	<p>Ask Afrika Covid-19 tracker Week 26 onwards</p>

4. Omnibus Questions

The omnibus research focused on 14 questions that were designed by the Solidarity Fund to measure behaviours relating to personal agency, sanitation, travelling, shopping, enforcing behaviours in other and citizen declaring their own infection status.

The below table provides the details of each questions that were designed and built into the Ask Afrika research questionnaire.

Category	Questions
Personal Agency	<ol style="list-style-type: none"> 1. Please tell us how much you agree with the following: <ul style="list-style-type: none"> • COVID-19 will not affect me • COVID-19 is not as bad as they say it is, people are overexaggerating • There is nothing I can do about COVID-19 • I can keep myself and my family safe from COVID-19 2. When thinking of the following people or institutions, which one do you believe will keep you the safest from contracting COVID-19?
Sanitation behaviours – Willingness & Ability	<ol style="list-style-type: none"> 3. How frequently do you wear your mask when you are in public spaces? 4. Thinking of the last week, how frequently did you wash or sanitise your hands at home? <ul style="list-style-type: none"> • And when you left the home? 5. How difficult are the following activities for you: <ul style="list-style-type: none"> • Regularly washing my hands with soap and water • Wearing a clean mask in public each time I go out • Avoiding crowds • Keeping arm’s length distance from others • Not touch my face
Travelling	<ol style="list-style-type: none"> 6. Which of the following best describes how you feel when you go to work? 7. Do you make use of public transport? 8. Which of the following best describes how you feel when using public transport?
Shopping	<ol style="list-style-type: none"> 9. Which of the following best describes how you feel when you go shopping? 10. Where do you feel you are most likely to get infected? 11. Where do you feel you are most safe from getting infected with COVID-19?
Enforcing sanitation Behaviour in Others	<ol style="list-style-type: none"> 12. When you see someone without a mask in public, which of the following have you done?
Declaring Own Infection	<ol style="list-style-type: none"> 13. If you test positive for COVID-19, will you... 14. If someone in your family tests positive for COVID-19, will you...

5. Insights

The weekly research report yielded insights into the behaviours of citizens based on the data collected from the 14 questions answered by respondents across South Africa. Based on the outputs, the following key insights were identified within the 12-week omnibus period.

The insights are grouped into 3 main themes namely Personable Responsibility, Adherence to preventative measures and Perceived Safety.

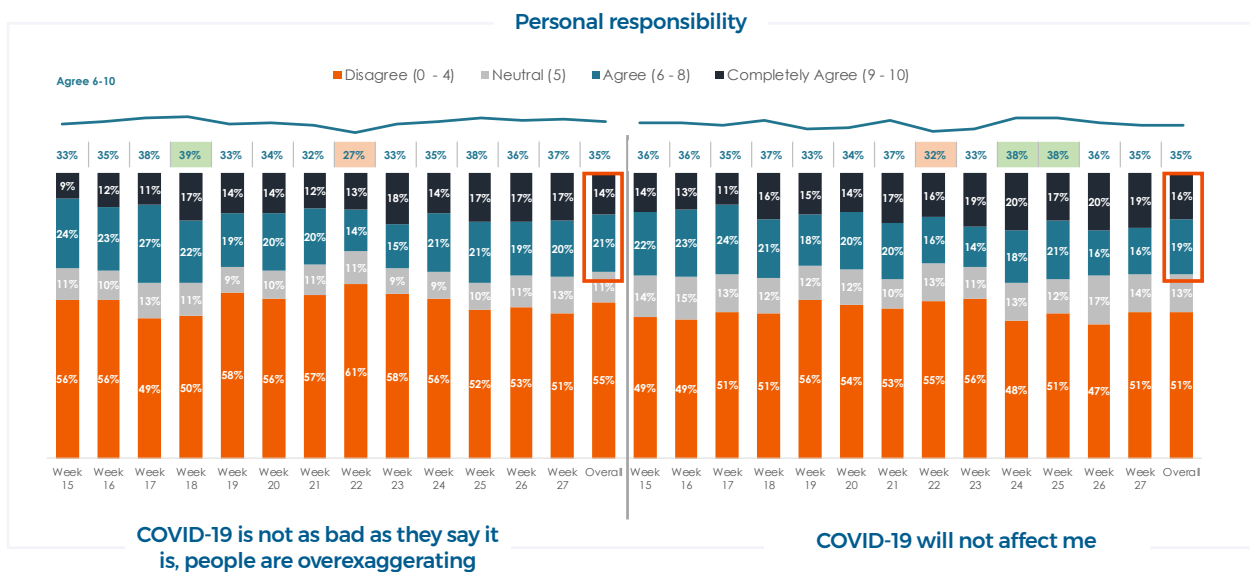
a) Personal Responsibility

Statements tested in this section:

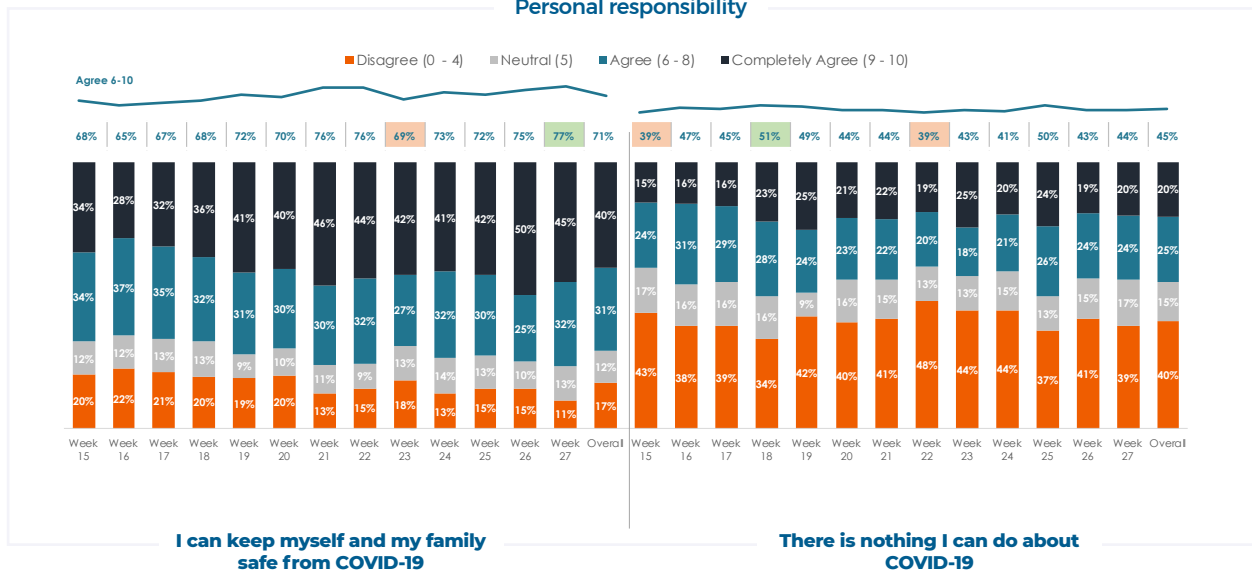
- COVID-19 is not as bad as they say it is, people are overexaggerating
- COVID-19 will not affect me
- I can keep myself and my family safe from COVID-19
- There is nothing I can do about COVID-19

Omnibus Questions developed specifically for the Solidarity Fund

- One in two people understand the severity of the virus and don't believe that the virus has been overexaggerated. 37% of respondents however feel that its overexaggerated. Additionally one in three people believe that they won't be affected by the virus.
- During LL1, slightly more people believe that the virus has been overexaggerated (36%) as compared to LL2. The concern of Super Spreaders remain high, as one in three people during LL1 believe that they won't be affected.
- As of 16 October, 2,019 new cases were identified. During this time period, fewer people also believe that they cannot be affected by the virus, especially amongst Rooted Realists and Safely Suburban's.
- Mid and upper income groups have shown an increase in personal responsibility as more people believe that they can be impacted by the virus. Nearly 40% of those in the lower income group still believe that the virus has been overexaggerated.
- The levels of personal agency remain high, as 77% of respondents believe that they can protect themselves from the virus.
- With fewer restrictions in LL1, more people believe that they can keep themselves and loved ones safe as compared to LL2. During LL1, one in four people still believe that they cannot do anything about the virus.
- Rooted Realists and City Seekers are the most likely to believe that they can't do anything about Covid-19.
- Lower income groups have the highest belief that they can't do anything about the virus. Across income groups, more people believe that they can protect themselves and loved ones from the virus.



Personal responsibility



b) Difficulty adhering to the preventative measures

Questions asked and/or statements tested in this section:

- Difficulty in adhering to preventative measures
 - » Not touch my face
 - » Avoiding crowds
 - » Wearing a clean mask in public each time I go out
 - » Regularly washing my hands with soap and water
 - » Keeping arm's length distance from others
- What, if anything, have you started doing since you heard, saw or read about the Coronavirus or Covid-19?

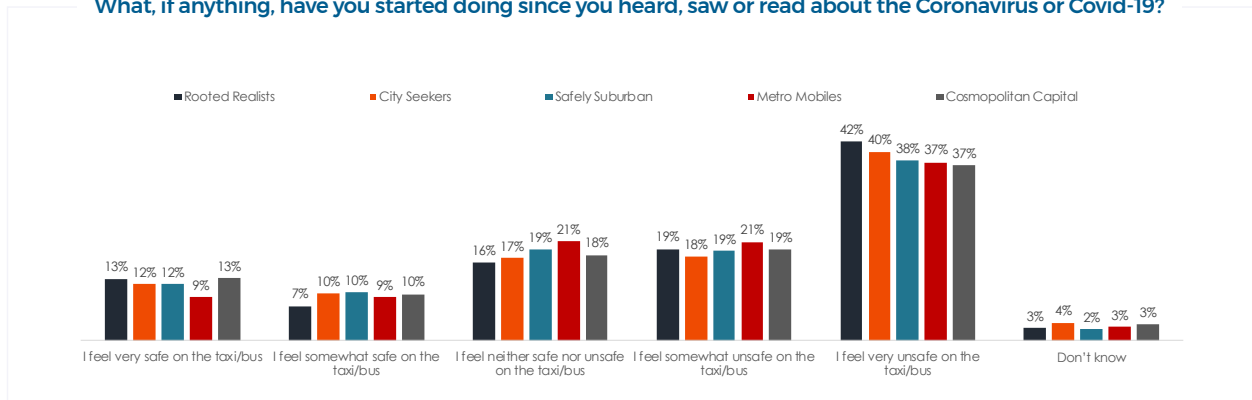
Summary of Insights

- Overall, most people continue to find it hard not to touch their faces, and to avoid crowds to combat the spread of the virus, a trend that has persisted across the lockdown.
- During LL1 and 2, one in two people had no difficulty in wearing a clean mask and to wash their hands with soap and water. As we progress through LL1, more people are however finding it hard to avoid crowds.
- The perceived difficulty in adhering to hand washing and mask wearing during LL1 has declined amongst Rooted Realists, while showing an increase amongst those from other segments.
- Social distancing is increasingly difficult for many, especially City Seekers who have shown an increase in difficulty during LL1.
- Rooted Realists show the lowest adherence to Covid-19 preventative measures when compared to the other segments, although nearly 80% claim to regularly wash their hands.
- Gauteng and the Western Cape show the highest adoption of preventative measures, whereas Mpumalanga and the Northern Cape show slower rates of preventative measure adoption.

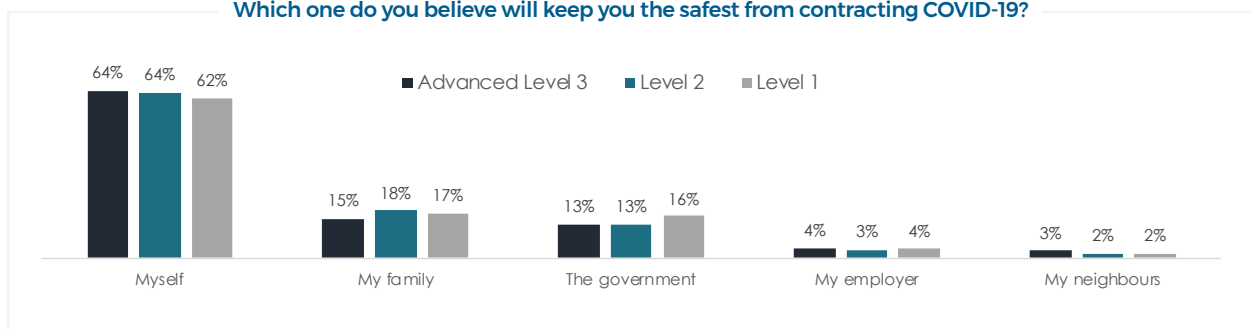
Summary of Insights

- Perceived levels of safety have declined during week 27, as more than 2,000 new cases were registered on a single day.
- Rooted Realists show the highest levels of fear around their personal safety when using public transport.
- Personal responsibility remains high, as two in three respondents believe that they can keep themselves safe from contracting the virus.
- Perceived safety at work declined as we progress through LL1, as only 41% feel somewhat or very safe at work.
- Full time employees feel safest at work, as compared to self-employed and part-time workers.
- The feeling of being safe from Covid-19 has declined as we progress throughout LL1 to 33%.
- Home remains the safest space for most people during LL1. Although public transport and shopping are seen as the highest risk factors, slightly more people feel that they are at risk when attending funerals.
- Home remains the safest space for most people during LL1.
- More people are open to approaching those without a mask during LL1, as compared to previous levels.
- Avoidance behaviour is highest amongst Cosmopolitan Capitals.
- South Africans remain compliant with mask wearing behaviour, as the majority claim to wear a mask each time they leave home and to regularly wash their hands.
- During LL1, two in three people will still inform family and friends of their Covid-19 status, although slightly more will keep it to themselves as compared to LL2.
- Although awareness around the Solidarity Fund decreased throughout the lock-down levels, one in two people are still aware of the Solidarity Fund.

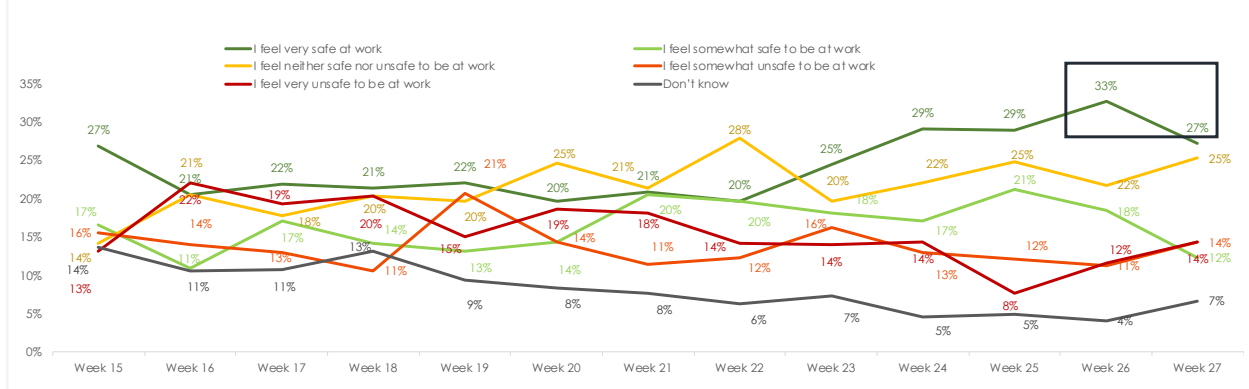
What, if anything, have you started doing since you heard, saw or read about the Coronavirus or Covid-19?



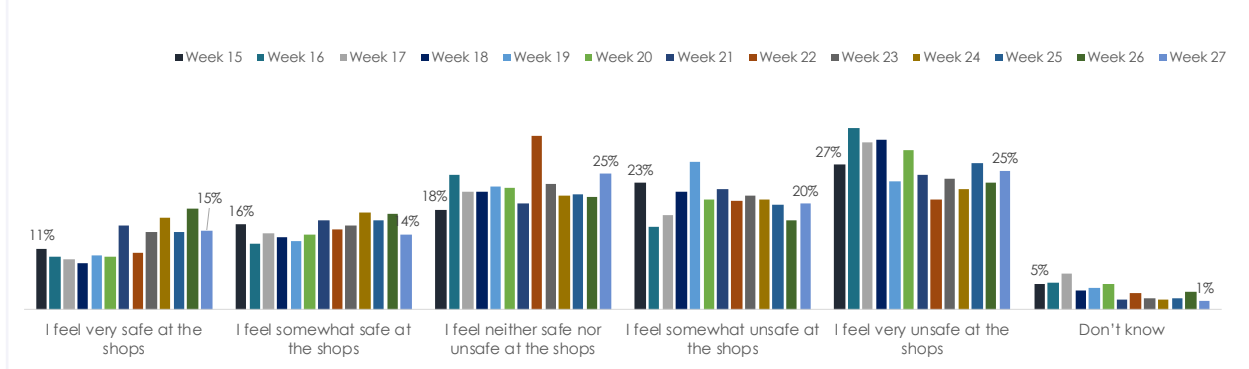
Which one do you believe will keep you the safest from contracting COVID-19?



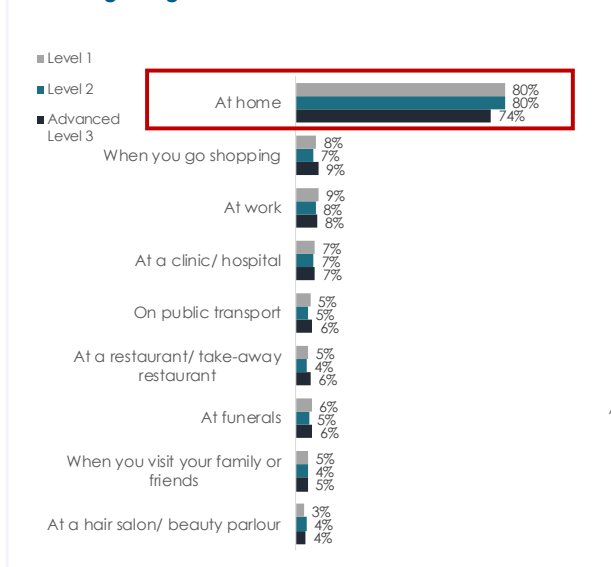
Which of the following best describes how you feel when you go to work?



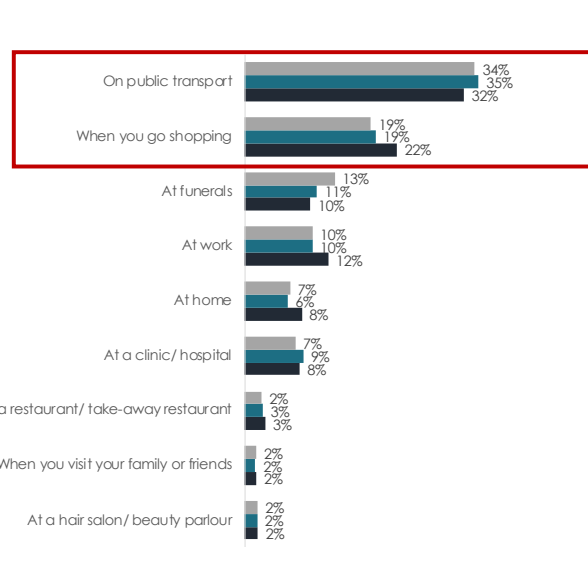
Which of the following best describes how you feel when you go shopping?



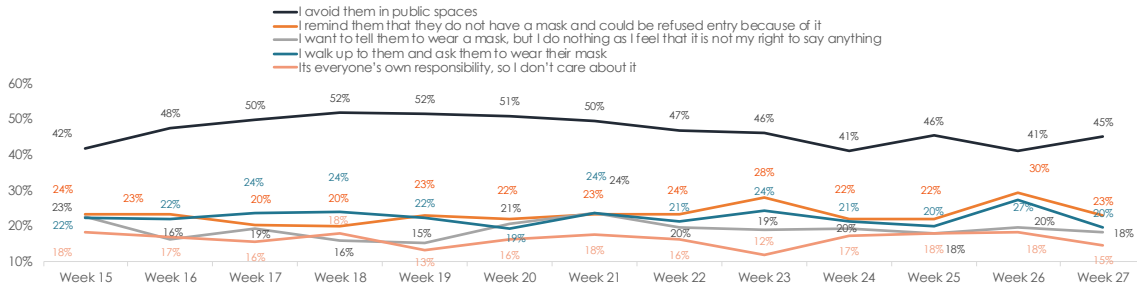
Where do you feel you are most safe from getting infected with the COVID-19 virus?



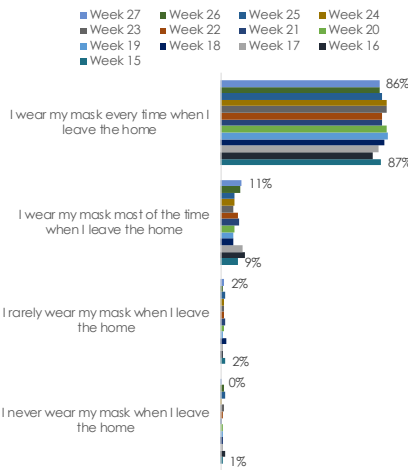
Where do you feel you are most likely to get infected with the virus?



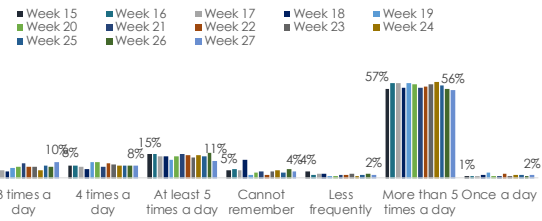
When you see someone without a mask in public, which of the following have you done?



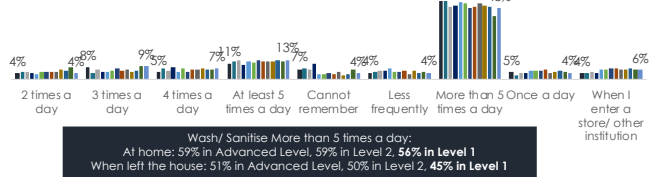
How frequently do you wear your mask when you are in public spaces?



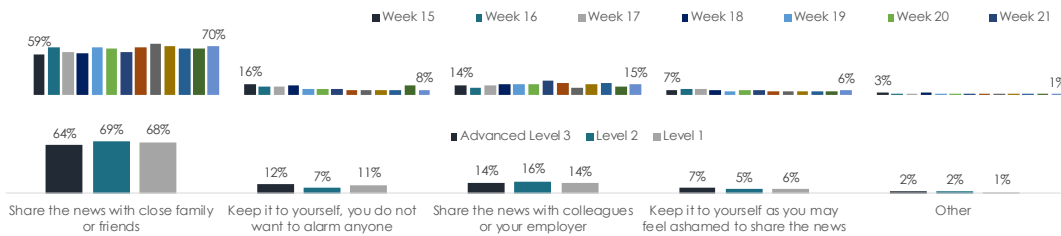
How frequently did you wash or sanitise your hands at home?



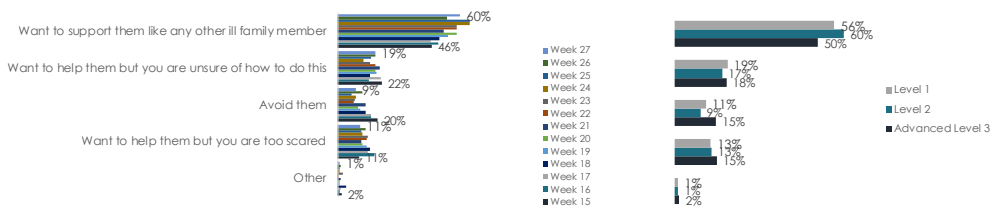
How frequently did you wash or sanitise your hands when you left the house?



If you test positive for COVID-19, will you...



If someone in your family tests positive for COVID-19, will you...





CHALLENGES & LEARNINGS



Challenges

- Ensuring that the omnibus questions were designed in such a way to stay relevant during the changing levels of the lockdown
- Developing an effective strategy to deal with the significant SASSA queue risks



Learnings

- SASSA queues was identified as a major hotspot as these situations caused major groupings of people who are generally in the higher risk profile of people getting severely affected by the virus.
- At a specific point in the lockdown (August research results) the fear of unemployment surpassed the fear of contracting COVID-19
- There is a difference between the willingness and the ability to sanitise. The requirement for self-isolation gets the lowest behavioural practice, with women faring better than men
- Towards the end of August, financial distress was very high, with 61% of respondents reporting a loss of income
- From the research we have seen, that the fear, the food insecurity, the emotional trauma is actually spiking at the moment. We need a constant feed of insights to ensure that the future communication campaigns are well informed as to what citizens are going through and were the major vulnerabilities are.