



Kasi COVID-19 Webinar

Prepare. Plan. Act.
How COVID-19 Pulse Helps Brands
Stay Relevant During The Crisis

April 2020



Who we are

We don't just provide data – we empower decision makers

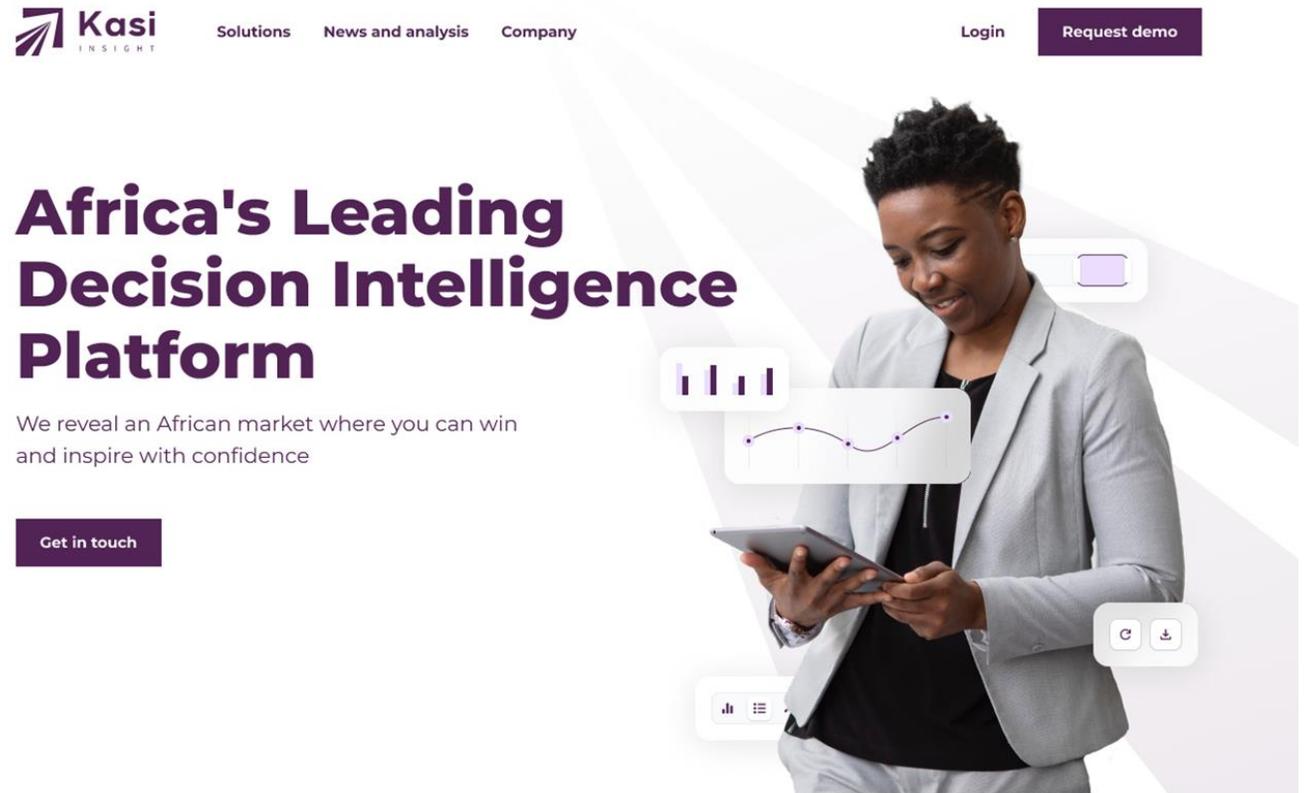


We are Africa's leading Decision Intelligence company; our story is a testament to African innovation and resilience. Born, funded, led, and supported by Africans, we are here to empower you with insights to win with confidence

Our approach combines proprietary high-frequency primary data with applied artificial intelligence, providing you with unparalleled insights into what Africans think, do, and what lies ahead.

With access to 609 million people across the continent, our proprietary platform facilitates **over 12,000** monthly interviews in **20+ of Africa's largest economies**. Additionally, we undertake custom projects in almost every corner of Africa, giving you a comprehensive view of this diverse landscape.

LEARN MORE



Speakers

Listening to Africans – Powering Market Creating Opportunities



Yannick Lefang
Founder & CEO, Kasi Insight



Patience Muyambo
Research Director, Kasi Insight

Kasi COVID-19 PULSE - Tracking the impact of COVID-19 on Africans - attitudes and behaviours



To assist in understanding impact on African consumers and brands Kasi launched COVID-19 Pulse in Feb 2020

We have been tracking consumer behaviour and sentiment as Africans navigate the worst disruption of the 21st century

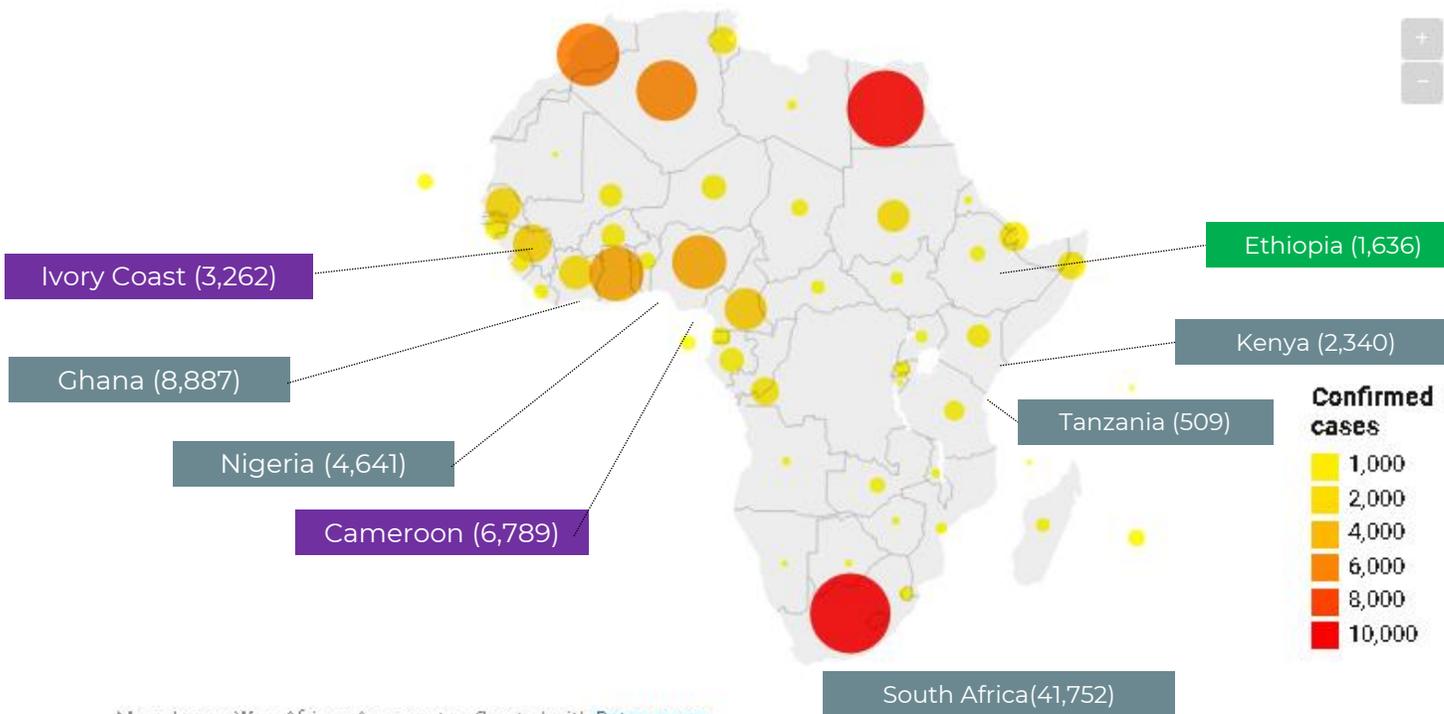
Kasi COVID-19 Survey conducts **3,700+ monthly interviews across eight countries**, namely; South Africa, Nigeria, Ghana, Tanzania, Kenya, Ivory Coast, Ethiopia, and Cameroon.

Findings from the survey are published in a free monthly report and the **related data** will be available on Kasi consumer portal.

The screenshot shows the Kasi INSIGHT website's landing page for the COVID-19 Pulse survey. The page features a purple and white color scheme. At the top, there is a navigation bar with the Kasi logo, menu items for Solutions, News and analysis, About us, and Contact us, and buttons for Login and Request Demo. Below the navigation bar, there are sub-navigation links for Economic intelligence, Brand intelligence, Retail intelligence, and Consumer intelligence. The main content area has a large heading 'COVID-19 PULSE' and a sub-heading 'Learn how KASI is helping companies adjust to the fast changing needs of consumers in Africa with our COVID-19 Pulse'. To the right, there is a call to action 'GET ACCESS TO COVID-19 PULSE IN AFRICA' followed by a registration form with fields for First Name, Last Name, Organization, Job Title, and Work Email, and a green SUBMIT button. Below the form, there is a list of bullet points describing the survey's benefits and a 'Country Coverage' section listing Cameroon, Ghana, Kenya, Nigeria, Ivory Coast, South Africa, and Tanzania. The footer contains four columns: 'ANY QUESTIONS?' with contact information, 'KASI INSIGHT' with links to About, Careers, Get in touch, and Press, 'INFORMATION' with links to Help & Support, Privacy Policy & Cookies, and Terms of Use, and 'FOLLOW US' with social media icons for LinkedIn, Facebook, Twitter, YouTube, and Instagram.

Visit www.kasiinsight.com/covid19 to download the report

Despite early containment efforts the virus has spread across the entire continent. Almost all countries have increasing volume of cases of local transmission. South Africa, Egypt & Algeria lead in number of cases



Map: James Wan, African Arguments - Created with [Datawrapper](#)

COVID-19 Africa numbers

- 54 countries in Africa affected
- 168,464 cumulative cases in Africa
- 4,700 reported deaths
- 73,317 reported recoveries
- South Africa most affected with 40,792 cases

118,842 cumulative cases in WHO Africa Region

Last updated 05/06/20 at 06:00AM (GMT +1)

Diverse testing capabilities across countries – impact on volume of confirmed cases

African consumer confidence at an all-time low

In line with the global indices, consumer confidence in Africa is now falling fast, the larger size of the informal economy, weak health infrastructure in Africa means the COVID-19 impact can be catastrophic for Africans

After a little bump in January, consumer confidence now in free fall



Consumer sentiment in Kenya

Consumer confidence is an effective predictor of economic activity especially during and after a crisis. Kenya's Consumer Confidence took an unprecedented downturn during the 2017 election crisis, it took the economy two quarters to recover, and a further two years to reach a high.

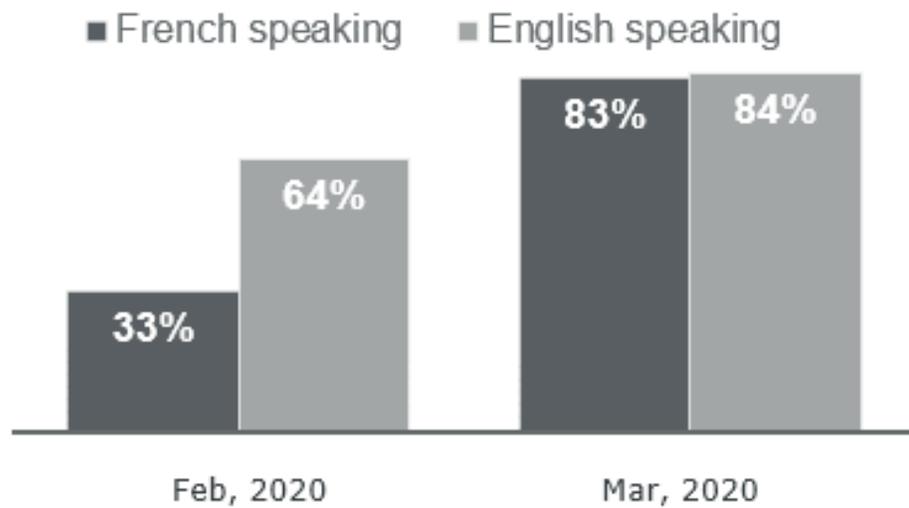


Source: Kasi Data & Analytics, "Consumer Confidence Index - Kenya", ICS data from 2016 to 2020

Get access to Kasi's Consumer Sentiment dataset and uncover insights and opportunities for your business:
www.kasiinsight.com/book-demo

Africans have serious concerns about COVID-19

Coronavirus cases in Africa have risen from under 200 to almost 10,000 over the course of March, leaving the majority of Africans with serious concerns about the spread of the disease

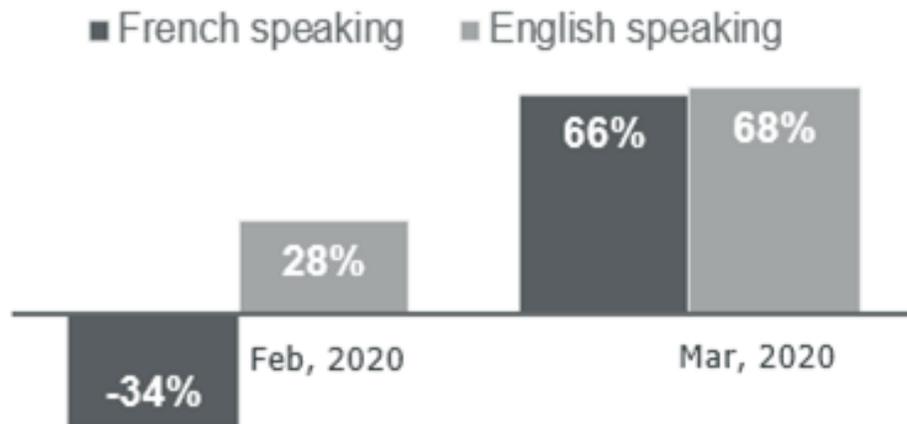


Q: How concerned are you with the coronavirus?



COVID-19 fear index

Respondents from the English-speaking nations have maintained similar levels of concern month-on-month. Significant increase in COVID-19 fear amongst Francophone countries as the number of cases rose over the past month, however they appear to be less affected than their counterparts

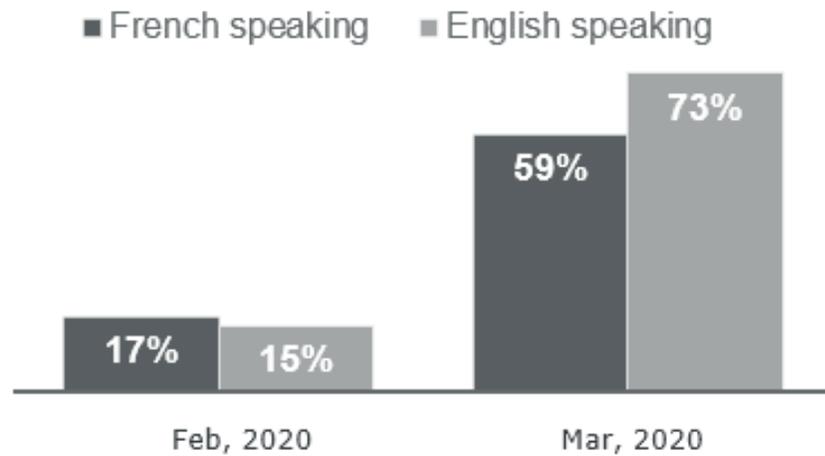


(% who are concerned – % who are not concerned)

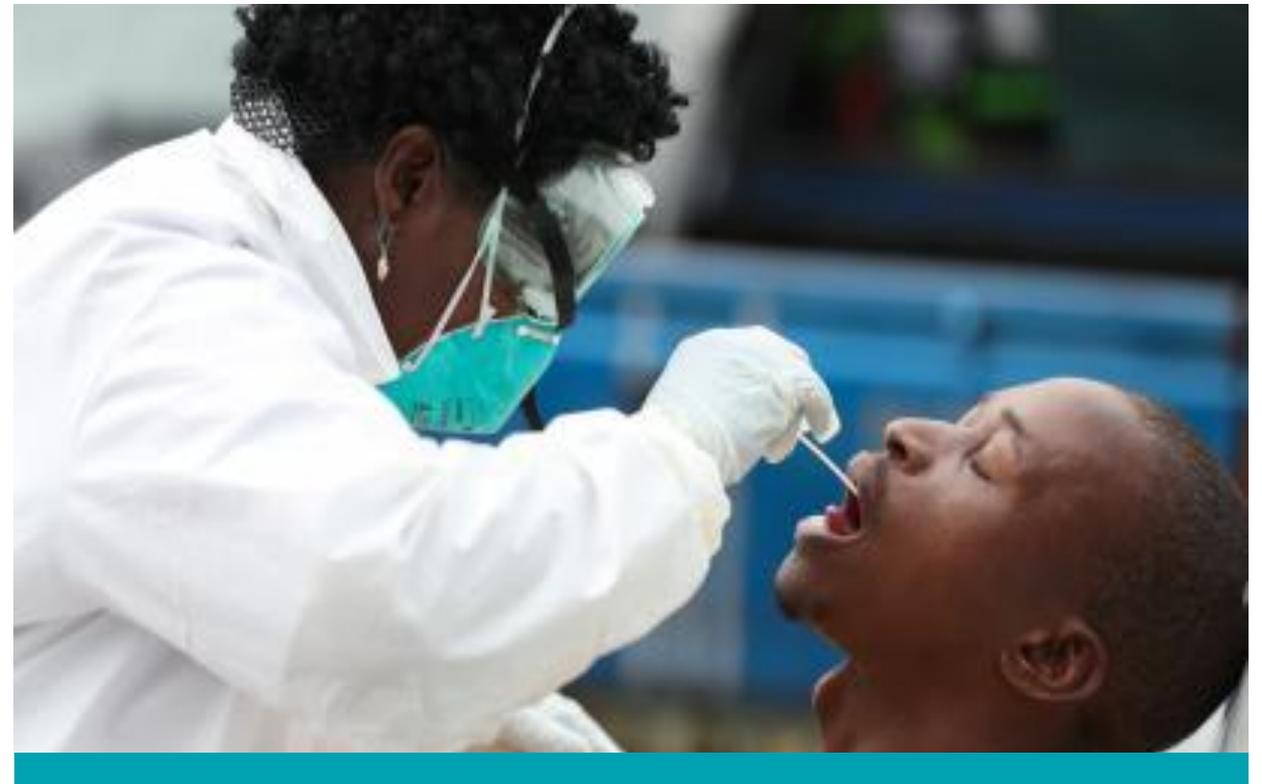


Africans don't expect to be personally affected by COVID-19 even as crisis deepens

Though the virus is rapidly spreading across the continent, Africa constitutes just under 1% of total cases globally. Only 15% of respondents know someone/know of someone who tested positive for COVID-19. As number of cases increase, this sentiment will probably shift

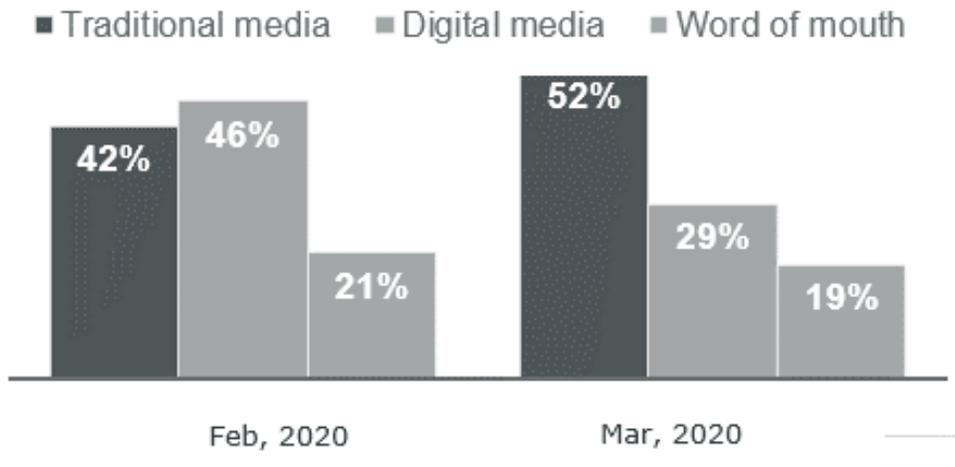


Q: Do you or someone you know expect to be affected by the coronavirus?



Sources of information about the coronavirus

As the reality of COVID-19 hits Africans they are relying more on traditional media and word-of-mouth rather than digital media to keep informed about the coronavirus



Q: How are you staying informed with the most current information about the coronavirus?

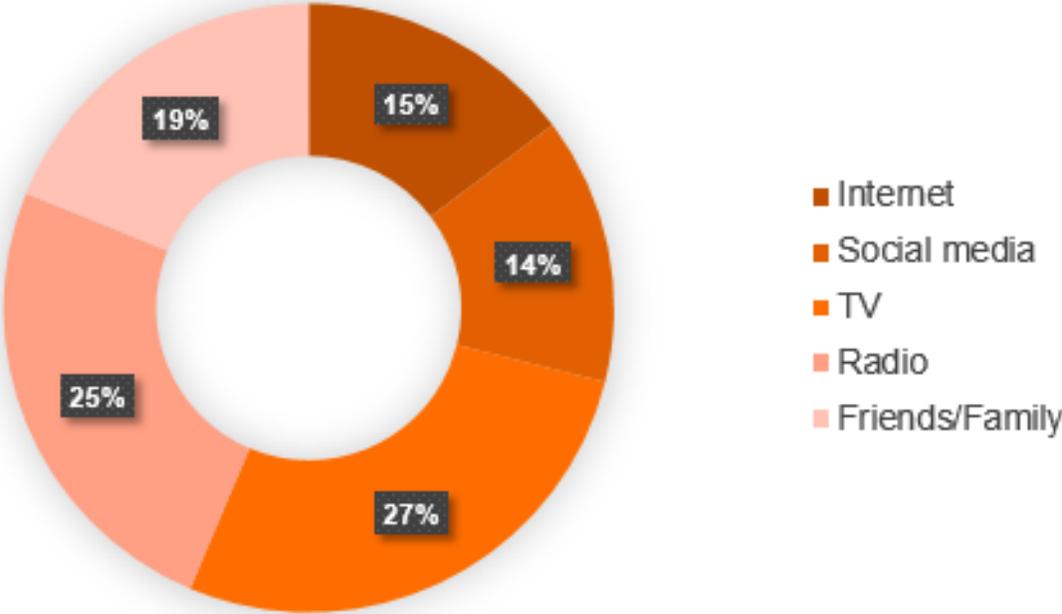
- **Digital media** includes Social media & Internet
- **Traditional media** includes TV & Radio
- Word of mouth includes Friends & Family

A lot of the govts were holding press conferences and disseminating information through national media addresses during this time, contributing to the reliance on TV and Radio



Media trust and misinformation

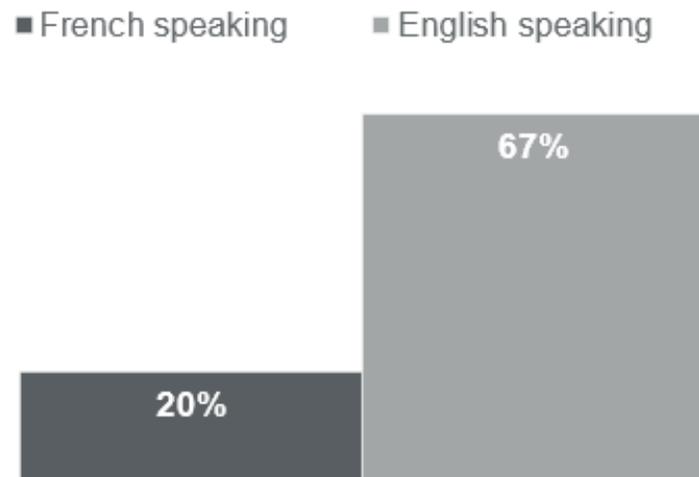
TV & Radio considered to be the most reliable information channels. Though internet searches and social media are used extensively they have often been sources of misinformation



Q: Which channels do you consider to be the most reliable when it comes to informing you about coronavirus?

Majority of English-speaking respondents believe their lives have been impacted by COVID-19

Most of the English-speaking respondents reside in countries where stringent measures were taken to curb the spread of COVID-19, some have lockdowns which are enforced by the military



Q: Have you changed your lifestyle and daily routine in any way specifically because of the coronavirus? (Yes Responses)

Coronavirus Outbreak

Cameroon City Makes Wearing Mask Mandatory in Fight Against Coronavirus

By VOA News
April 07, 2020 01:18 AM

Markets

Nigeria Fines Popular Actress for Throwing Party During Lockdown

Economics

Ghana Urged to Consider Tax Breaks to Ease Blow From Virus

Politics

South African Political Divisions Extend to Virus Response

Coronavirus: Ivory Coast protesters target testing centre

Some of the recent news headlines: Bloomberg, VOA, BBC

Our clients

Many companies & organizations have adopted Kasi's research approach to understand the markets in Africa



Foreign, Commonwealth
& Development Office



Pernod Ricard



Associations & Accolades

Building Trust Through Prominent Research Affiliations and Alliances



**Business for Africa
and the World**
SHARM EL-SHEIKH, EGYPT, 8 - 9 December 2018

Contact Us

Address

Riara Corporate Suites – 3rd Floor
Nairobi, Kenya

Email

info@kasiinsight.com

Telephone

(+254) 786 511161

Win with Confidence

Find us on social media:



[Kasiinsight.com](https://kasiinsight.com)



[kasiinsight](https://www.linkedin.com/company/kasiinsight)



[kasiinsight](https://twitter.com/kasiinsight)



[kasiinsight](https://www.instagram.com/kasiinsight)



[KASlinsightinc](https://www.facebook.com/KASlinsightinc)