

Study on “African public opinion on the Covid-19 crisis”

Results

The Deloitte OpinionWay 35°North study on “*African public opinion on the Covid-19 crisis*” highlights, first and foremost, deep anxiety about the economic and social consequences, in addition to fears linked to the spread of the virus and its health repercussions.

The survey was conducted between 2 and 14 May in eight countries (Algeria, Côte d'Ivoire, Democratic Republic of Congo, Egypt, Ethiopia, Morocco, Nigeria, South Africa), polling the opinions of 4,017 people – an average of 500 per country – representing the population aged 18 and over.

Predominance of anxiety about the economic and social consequences of the Covid-19 crisis

While the level of anxiety about being infected by the Coronavirus is 81% (64% are very worried and 17% somewhat worried), 60% of respondents believe that the economic situation in their country will deteriorate and 12% that it will not change, despite the fact that the continent has been on a path of sustained economic growth and confidence in the future for the past 20 years or so.



Perception of future developments of the situation

Q. In the coming months, would you say that each of the following elements will improve, degrade or not change ?



Base: 4017

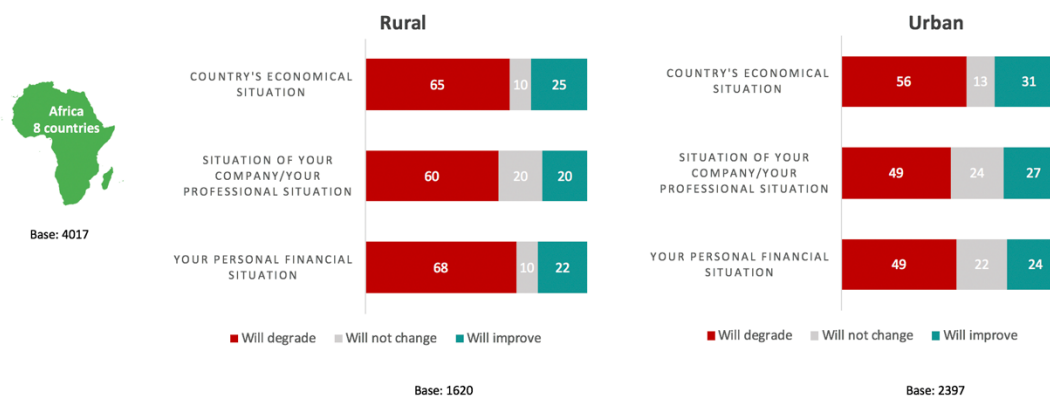


Beyond deterioration in their country's macroeconomic situation, 53% also anticipate deterioration in that of their companies or careers. In addition, 54% of respondents fear a decline in their personal financial situation.



Perception of future developments of the situation

Q. In the coming months, would you say that each of the following elements will improve, degrade or not change ?



Individuals with the lowest incomes are more inclined to think that their professional financial situation will deteriorate (59% versus 49% for those with the highest incomes), as are those living in rural areas (60% versus 49% in urban areas).

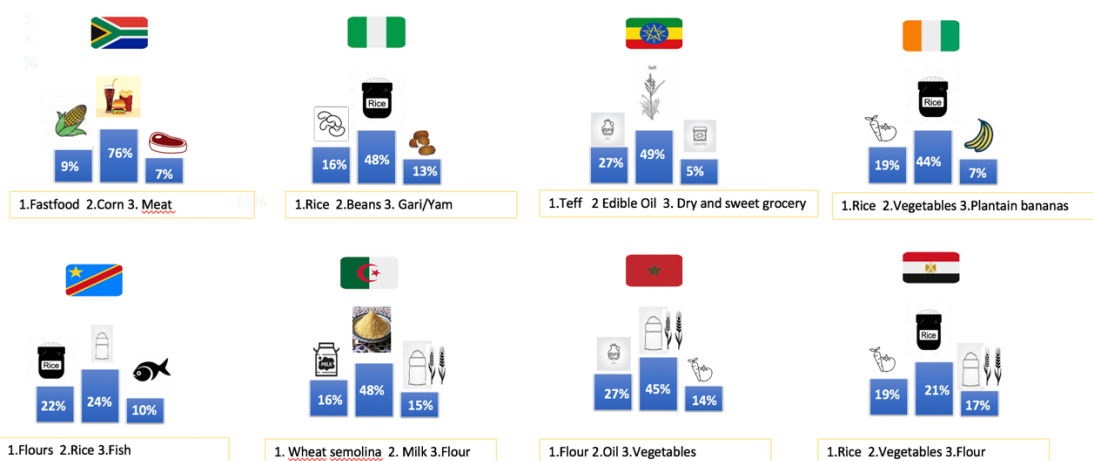
Concerns more specific to the African continent

This crisis is generating specific concerns in Africa, related to fears of food shortages in sub-Saharan Africa and increasing poverty. For example, 82% of respondents in South Africa consider this risk to be “high” (of which 56% “very high”), as do 78% in Nigeria (68% very significant). These fears mainly concern basic necessities such as rice (23%), flour (17%), vegetables (13%), and oil (11%).



The danger of food shortages

Q. Which foods do you think you may miss in the coming weeks?



This pessimism is reflected in fears of increased poverty in Africa in 2020, expressed by more than 8 out of 10 people (84%) in all the countries surveyed.

In reading these results, we can see that the people interviewed expressed significant concerns about the situation, as seen in other regions of the world. Nevertheless, there is more concern about the individual (work situation, personal finances) and social (increased poverty, risk of food shortages) consequences of the crisis than about the macroeconomic consequences or the overall health risk.

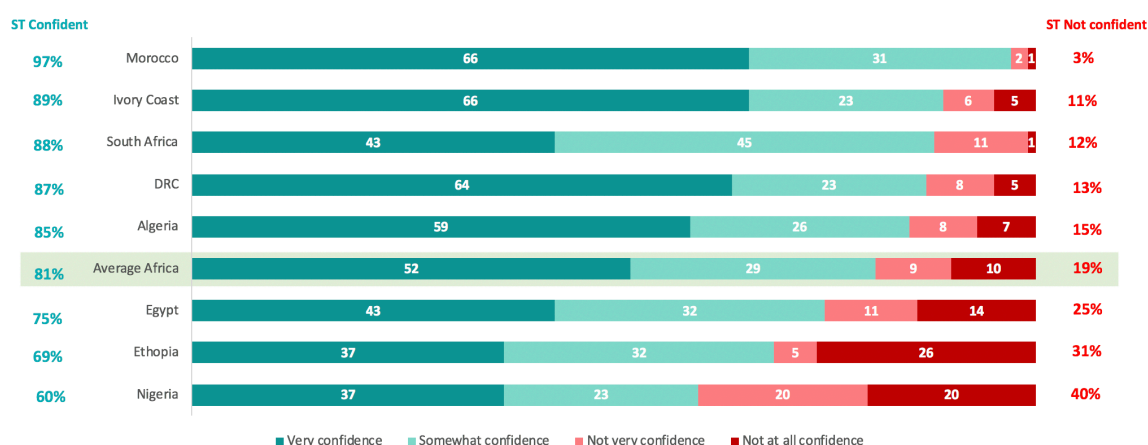
Governments enjoying a high level of trust

The Deloitte OpinionWay 35°North study also confirms a high level of support for prevention measures (82% for lockdown, 81% for curfew) and trust in governments (81%) “to contain the effects of the epidemic”.



Confidence in the government to limit the impact of the epidemic

Q. Do you trust or not trust the government to limit the effects of the coronavirus epidemic in your country?



By way of comparison, the French government only enjoys the trust of 39% of respondents in a similar survey conducted by OpinionWay.

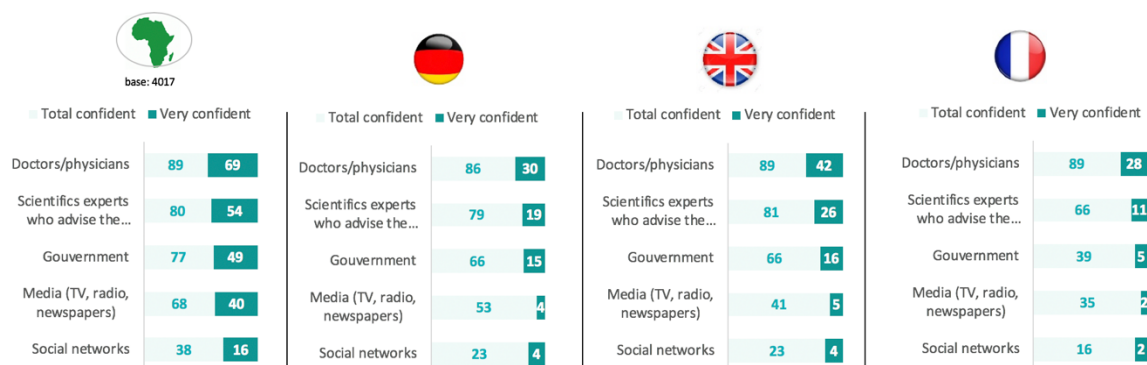
Doctors the leading source of reliable information on the health situation

All the parties selected as a reliable source of information have majority average trust rates, with the exception of social networks. Physicians by far dominate the ranking with an average trust rate of 89%.



Level of trust in the various sources of information about the current health situation

Q. Personally, are you confident or not in the following sources of information about the current health situation?



This is comparable to the levels observed in France (89%), the United Kingdom and Germany (86%) on the same question. It should be noted that the item “complete trust” (69% on average) is systematically in the majority and peaks at 80% in Algeria (95% total trust) and 73% in South Africa (95%).

The propensity to view social media as a reliable source of information (38% on average) varies greatly from one country to another. While in South Africa (58%) and Nigeria (56%) this trust is in the majority, mistrust prevails in all other countries and particularly in Algeria (73%, of which 44% are “Not at all trustworthy”) against 18% trust. This result is similar to that of Germany (74%) and the United Kingdom (72%), while mistrust of social media is even higher in France (81%).

Study Fact Sheet

Methodology

- Countries: Algeria, Côte d'Ivoire, Democratic Republic of Congo, Egypt, Ethiopia, Morocco, Nigeria, South Africa
- Sample size: 4017 people, 500 on average per country, representative of the population aged 18 and over
- Target: Adults aged 18 and over representative of the socio-demographic distribution of the population by country. The quota method ensures the sample is representative: age, gender, region of residence, urban/rural, monthly household income levels
- The interviews were conducted by telephone using the CATI (Computer Assisted Telephone Interview) system between 2 and 14 May 2020

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About OpinionWay

Created in March 2000, pioneering the digitalisation of studies, OpinionWay is a major player in innovation in marketing and opinion research. Its vocation is to make the world intelligible to act today and imagine tomorrow. The company is involved in many areas such as market understanding, brand issues, product and service development, etc.; to BtoB or BtoC targets for high profile clients in France and abroad.

About 35°Nord

35°Nord is a consulting and strategic communication agency focused on the African continent and specialising in steering its clients towards opinion leaders, spheres of influence and circles of power in Europe and Africa. The agency has expertise in the entire value chain: strategic consulting, advocacy, media planning, press conferences and tours, content production (op-eds, press releases and press kits, etc.), digital communication, financial communication, public affairs and lobbying.

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