

# CORONAVIRUS: OPINION AND REACTION

**South Africa**

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6 April, 2020

**GAME CHANGERS**



# INTRODUCTION

The coronavirus (Covid-19) has impacted lives of many across the world. The pandemic spread to South Africa, with the **first confirmed case** announced on **5 March 2020** by Minister of Health Zweli Mkhize. On **15 March 2020**, President Cyril Ramaphosa declared a **national state of disaster** with a partial travel ban, travel advisories, discouraging public transport, the closing of schools, and prohibiting gatherings of more than 100 people. On 23 March 2020, the president issued a **national lockdown** lasting **21 days from 26 March 2020 to 16 April 2020**.

In light of the above, Ipsos launched an online survey to monitor evolving public perceptions and behaviours in response to the coronavirus outbreak.

This report presents Wave 1 results of the **online research survey** conducted by Ipsos to monitor public opinions as from the **23rd of March to the 27th March 2020** across online South Africans. Ipsos forms part of a Global network and global results were compared where possible.

**Coronavirus-19 online conversations and content in South Africa** is included in this report using the Synthesio Social Listening Platform

1,655 Cases

1,549 Active Cases

95 Recovered Cases

11 Deaths

# KEY TAKE OUTS

A high level of **South Africans perceive Covid-19 as a threat to themselves**.

While **opinion is divided** on the **longer term implications of trust in the government** as a result of Covid-19, South Africans place their **highest confidence in the World Health Organisation (WHO)**, in contrast to most other countries surveyed which prioritise their national health organisations.

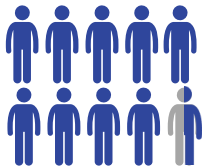
There is **little hope that the outbreak will soon be contained**, and South Africans are less optimistic than most other countries surveyed that a vaccine will soon be developed.

In the interim, they are **strongly supportive of initiatives to contain the spread of the virus** in the country, less so to help other countries.

South African's **trust that the media has not exaggerated the extent of the outbreak** and that the **government has been open and transparent about the extent of the coronavirus outbreak**. Traditional media channels (radio, TV and newspapers) are most trusted, whilst there is **little confidence in social media networks**. South Africans place their **highest confidence in the information from media professionals**.

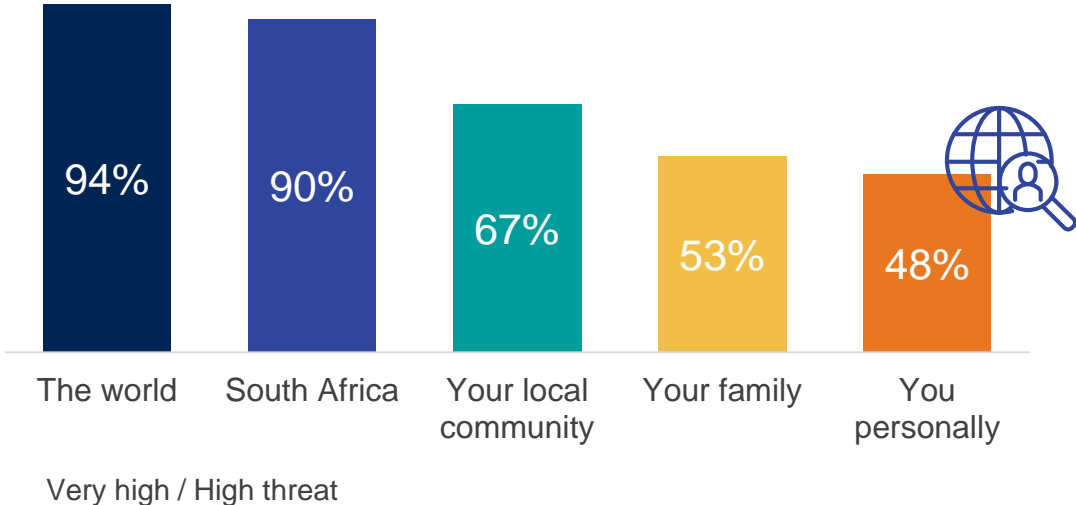
Of the countries surveyed by Ipsos, **South African perceptions** are **most** aligned to those of **Brazil and India**.

THREAT LEVELS DECLINE THE CLOSER THE PERSONAL SPHERE (THE CASE WITH ALL COUNTRIES SURVEYED). A HIGH LEVEL OF SOUTH AFRICANS PERCEIVE IT AS A THREAT TO THEMSELVES – COMPARABLE TO BRAZIL AND INDIA

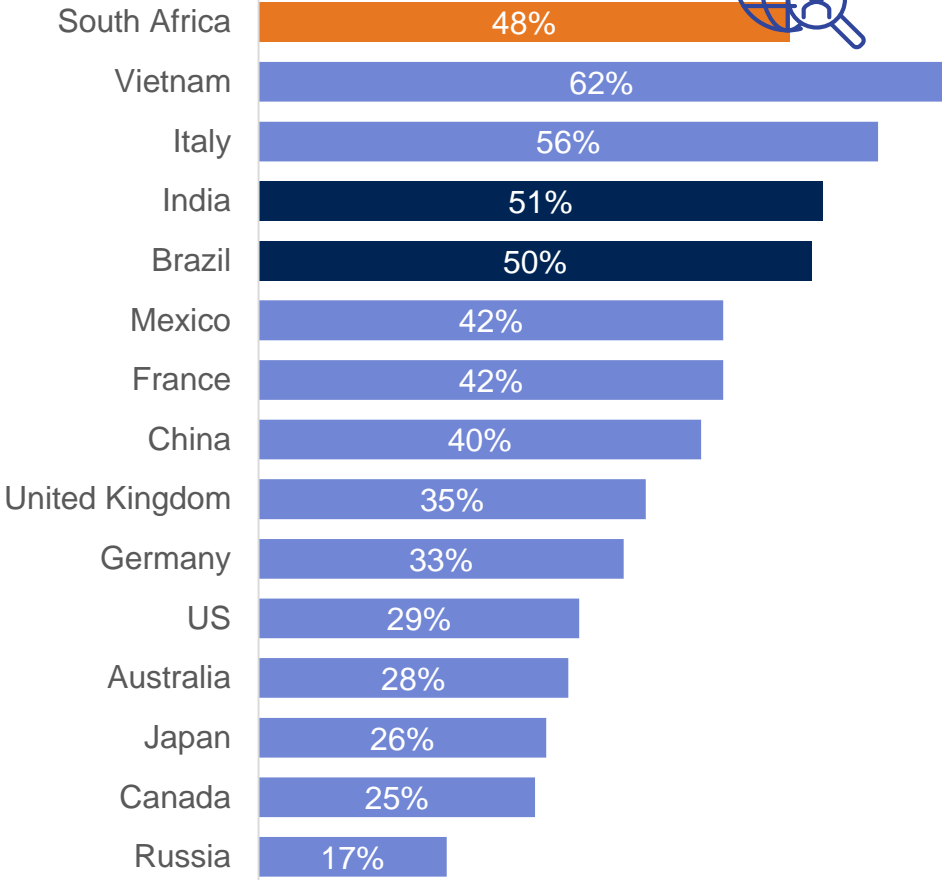


**97%** of online South Africans are aware of the **Coronavirus outbreak**

**What level of threat do you think the coronavirus poses to each of the following?**



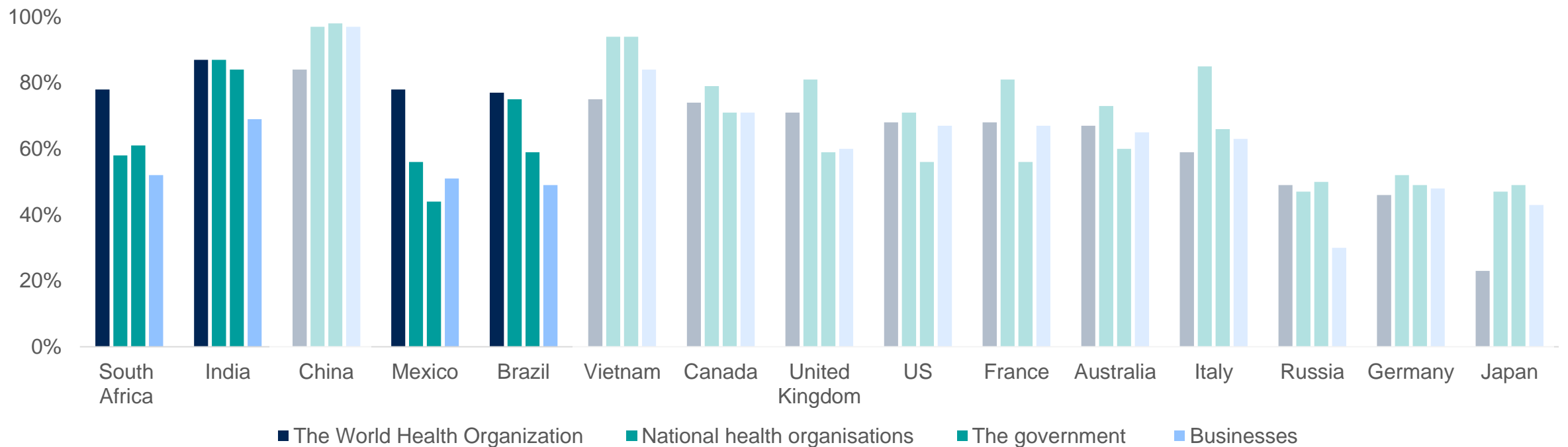
**You Personally**



# SOUTH AFRICANS PLACE THEIR HIGHEST CONFIDENCE IN WHO (ALIGNED TO INDIA, BRAZIL AND MEXICO), WHILST MOST OTHER COUNTRIES PRIORITISE THEIR NATIONAL HEALTH ORGANISATIONS



## How confident are you that the following are prepared and can effectively deal with the Coronavirus?

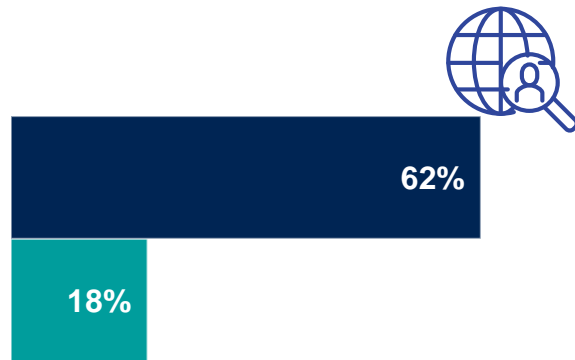


Very confident / somewhat confident

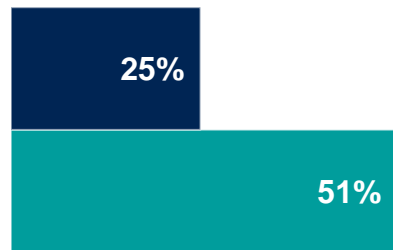
# THERE IS LITTLE HOPE THAT THE OUTBREAK WILL SOON BE CONTAINED, AND SOUTH AFRICANS ARE LESS OPTIMISTIC THAN MOST OTHER COUNTRIES SURVEYED THAT A VACCINE WILL SOON BE DEVELOPED



I am confident pharmaceutical companies will soon develop a vaccine or treatment for the coronavirus

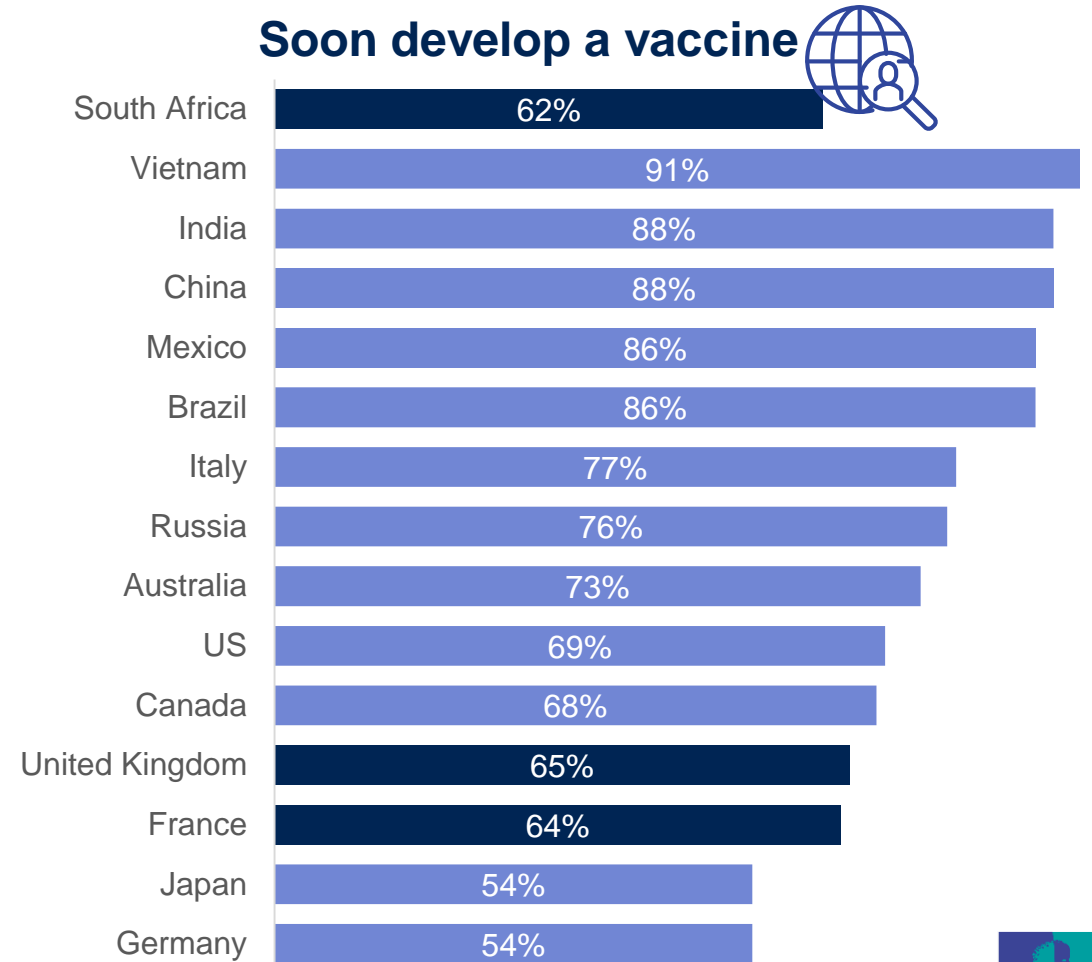


The coronavirus outbreak has been contained and will soon be over



■ Completely-Somewhat Agree ■ Completely-Somewhat Disagree

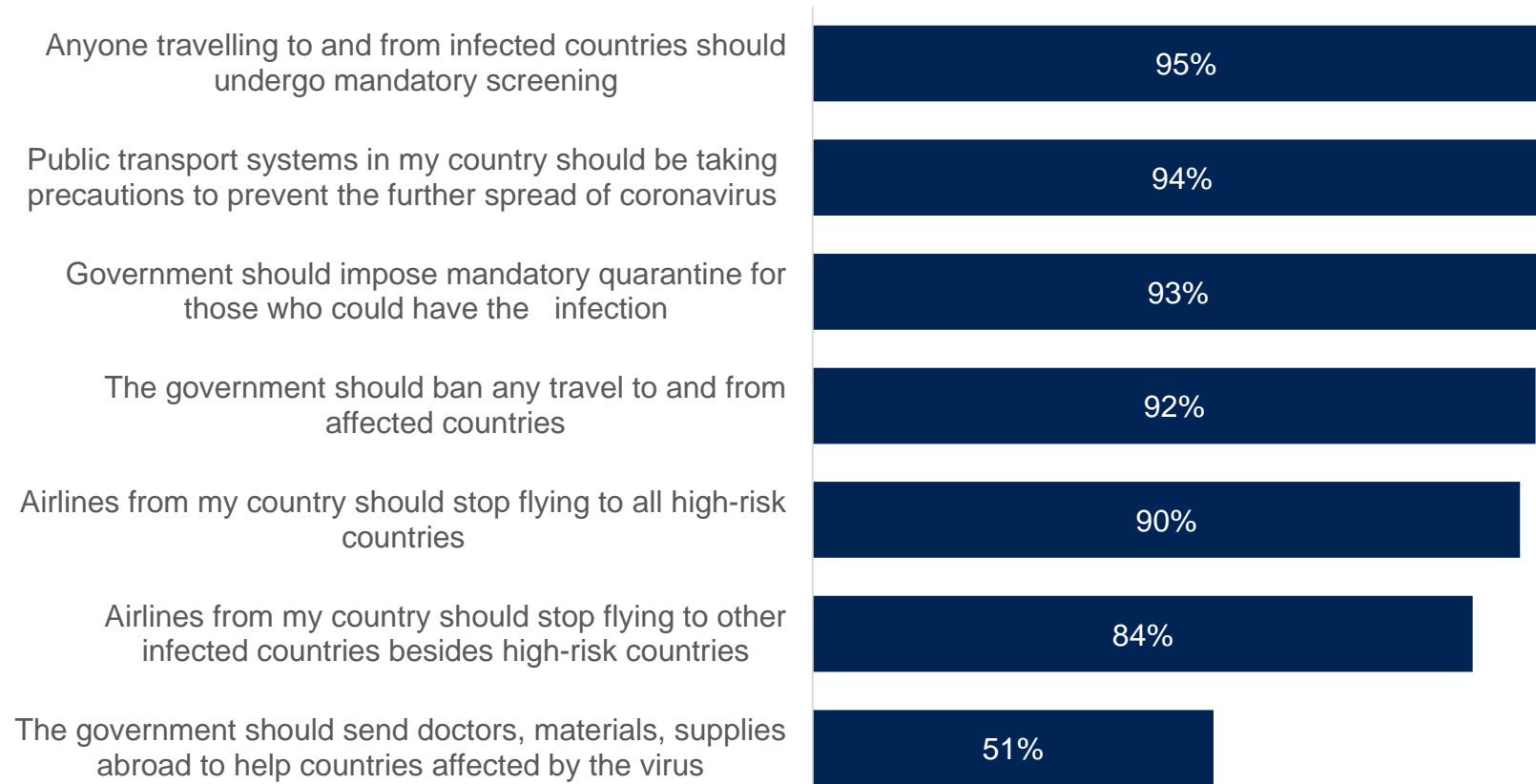
## Soon develop a vaccine



# SOUTH AFRICANS ARE STRONGLY SUPPORTIVE OF INITIATIVES TO CONTAIN THE SPREAD OF THE VIRUS IN THE COUNTRY, LESS SO TO HELP OTHER COUNTRIES



**To what extent, if at all, would you support or oppose each of the following measures?**



# SOUTH AFRICAN'S TRUST IN MEDIA (ALIGNED TO BRAZIL) AND GOVERNMENT INFORMATION PERTAINING TO THE CORONAVIRUS



The media has exaggerated the extent of the coronavirus outbreak.



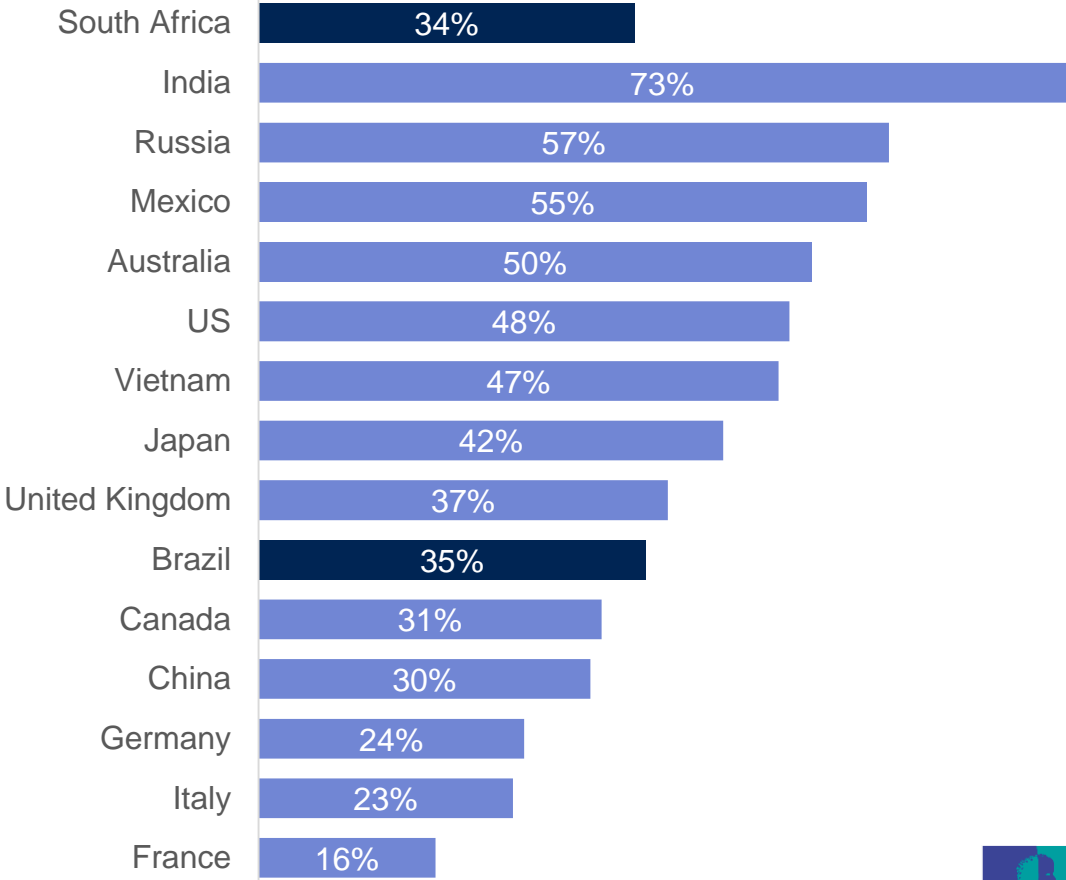
The government of South Africa has been open and transparent about the extent of the coronavirus outbreak



■ Completely-Somewhat Agree   ■ Completely-Somewhat Disagree



## Media exaggerated extent of outbreak



See methodology notes for full description of the data collection specifications

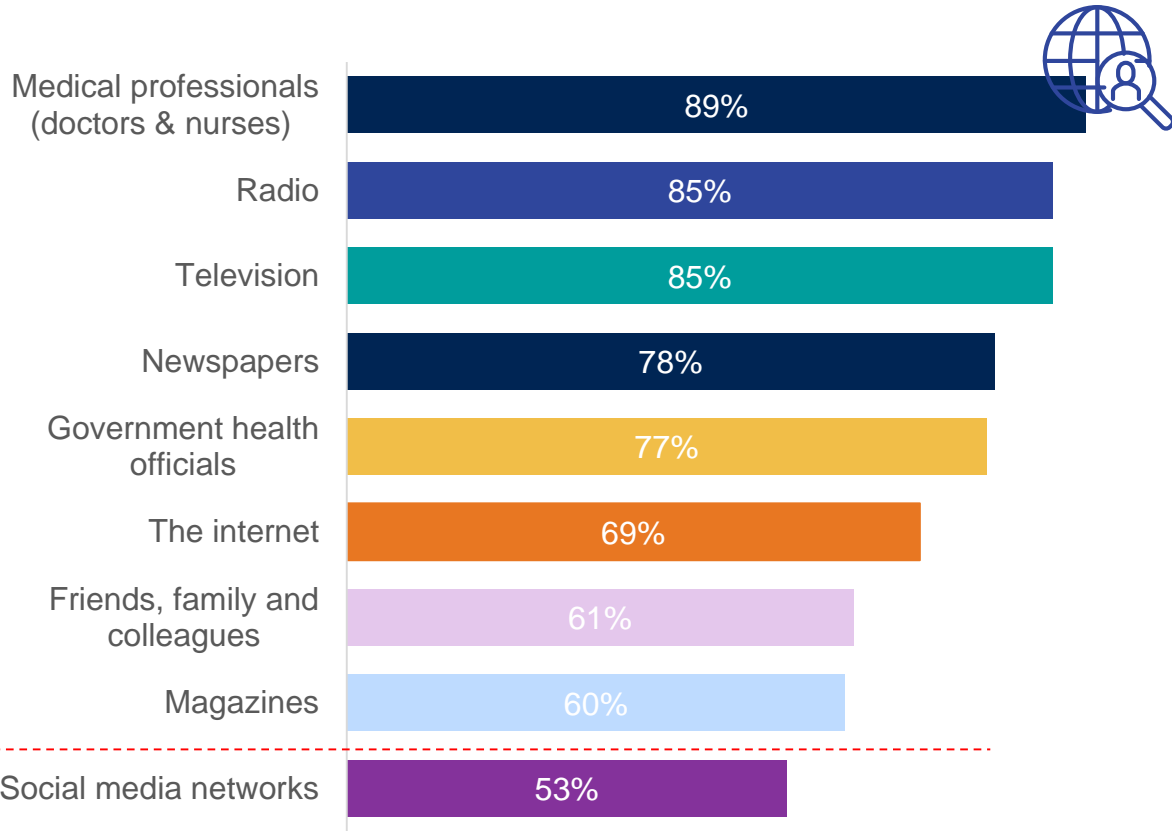




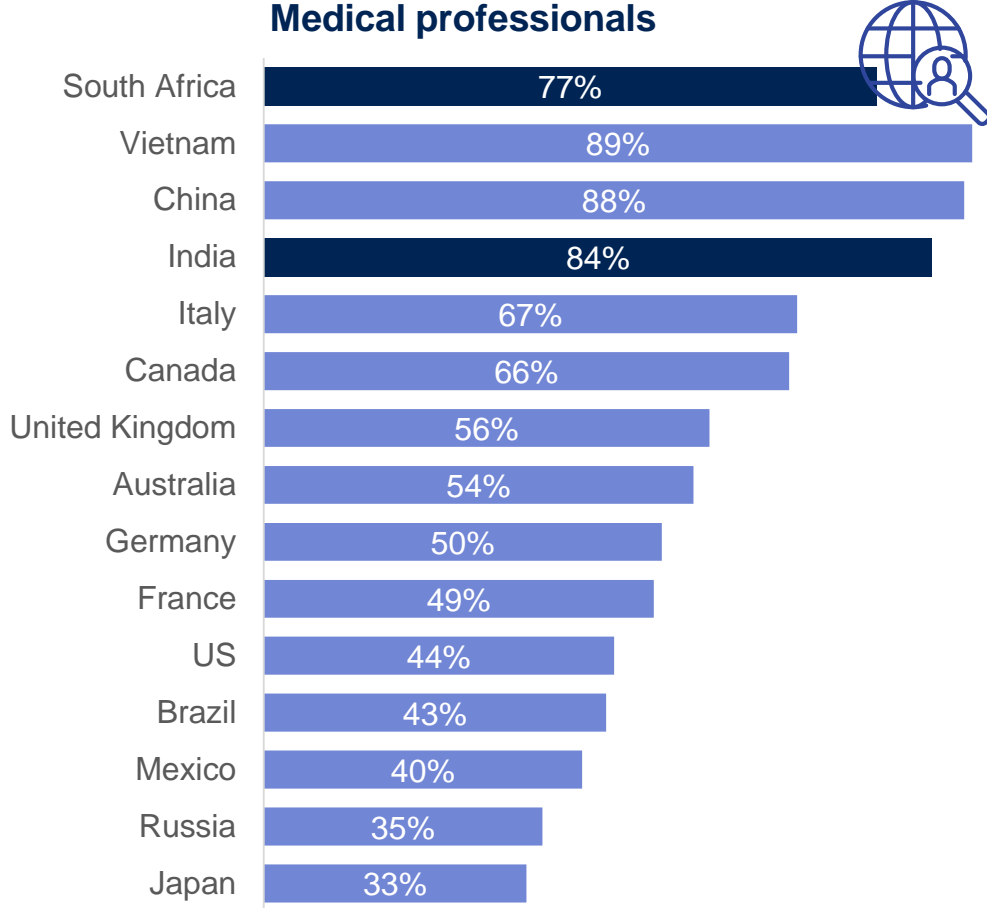
# TRADITIONAL MEDIA CHANNELS ARE MOST TRUSTED, WHILST THERE IS LITTLE CONFIDENCE IN SOCIAL MEDIA NETWORKS

South Africans place high confidence in the information from medical professionals, aligned with the opinion expressed in India

 **How much confidence, if any, do you have in the accuracy of these sources of information on the coronavirus?**



**Medical professionals**



# COVID-19 ON SOCIAL MEDIA

Ipsos South Africa

6 April, 2020

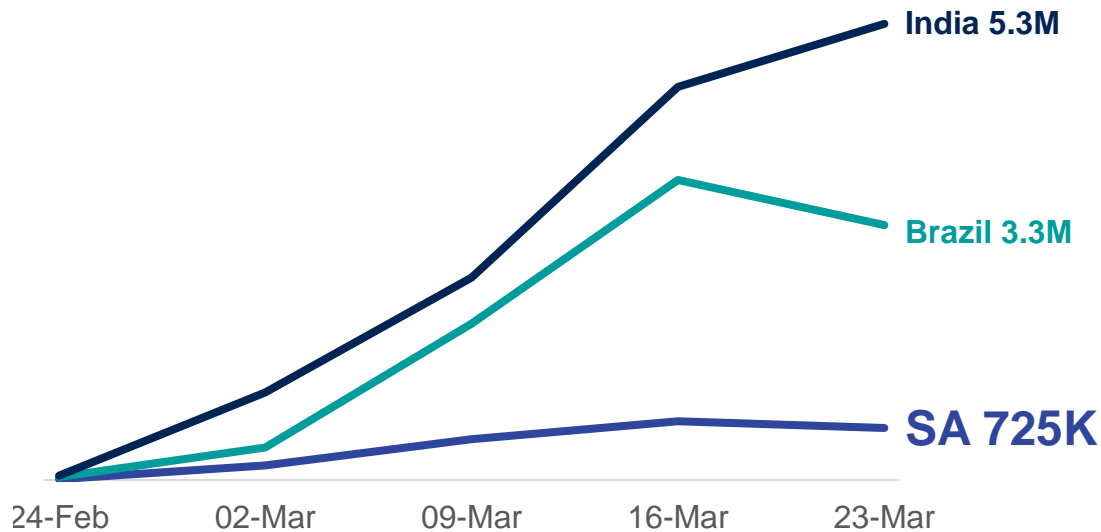
GAME CHANGERS



# PEAK IN SA CONVERSATION WHEN PRESIDENT CYRIL RAMAPHOSA DECLARES A NATIONAL STATE OF DISASTER ON 15 MARCH

Covid-19 is a dominant focus, with authorities and economics taking a distant second.

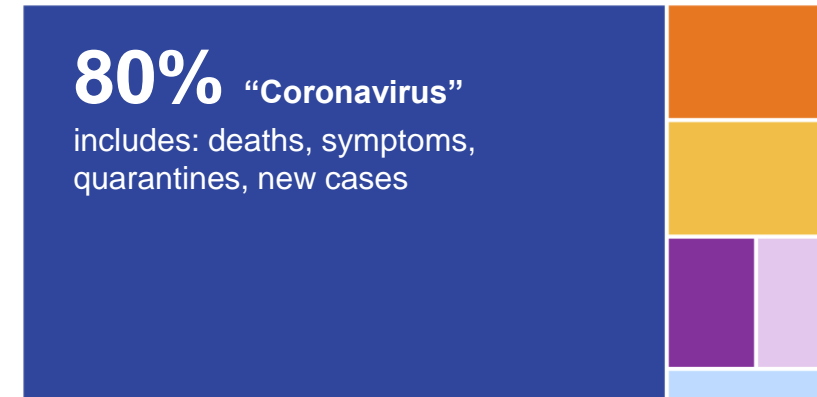
## NUMBER OF MENTIONS IN MARCH



Brazil approves state of emergency on 20th March  
Prime Minister Narendra Modi announced India's lockdown on the 24 March



## TOPICS DRIVING VOLUME



- Coronavirus
- Authorities
- Economic
- Actions
- People
- Travel

*"Economic" includes: general economic impact, stock prices, trading*  
*"Authorities" includes: healthcare services, local government, WHO, Chinese government*

# INTERACTIONS DRIVEN BY GOVERNMENTS RESPONSE TO THE PANDEMIC, AS NEWS 24 EMERGES AS SA TOP INFLUENCER



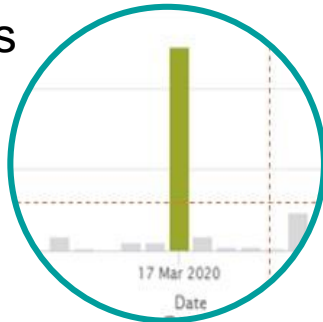
Ramaphosa announces the impact on the economy is going to be quite devastating

Department of Health announces new measures to reduce the spread of Covid-19

Lockdown commences

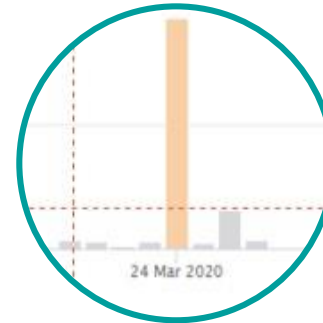
Total Interactions  
17/03 – 18/03

**125.2K**



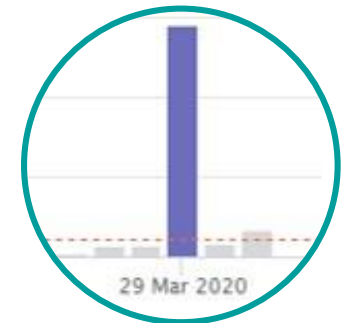
Total Interactions  
24/03 – 25/03

**186.3K**



Total Interactions  
29/03 – 30/03

**147.1K**



**General Economic Impact:  
Uncommon increase in interactions (2354% increase from previous day)**

**Healthcare Services:  
Unusual spike in interactions (3051% increase from previous day)**

**Quarantines: Outstanding increase (1773%) in interactions at end of March**

**Top 3  
INFLUENCERS  
by impressions**



News24  
4,069,789,321 impressions



eNCA  
1,098,468,430 impressions

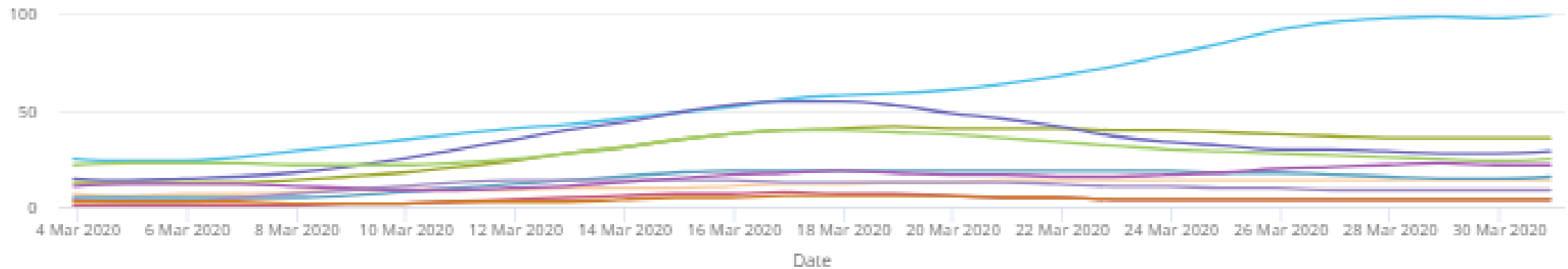


SABC News Online  
983,116,538 impressions



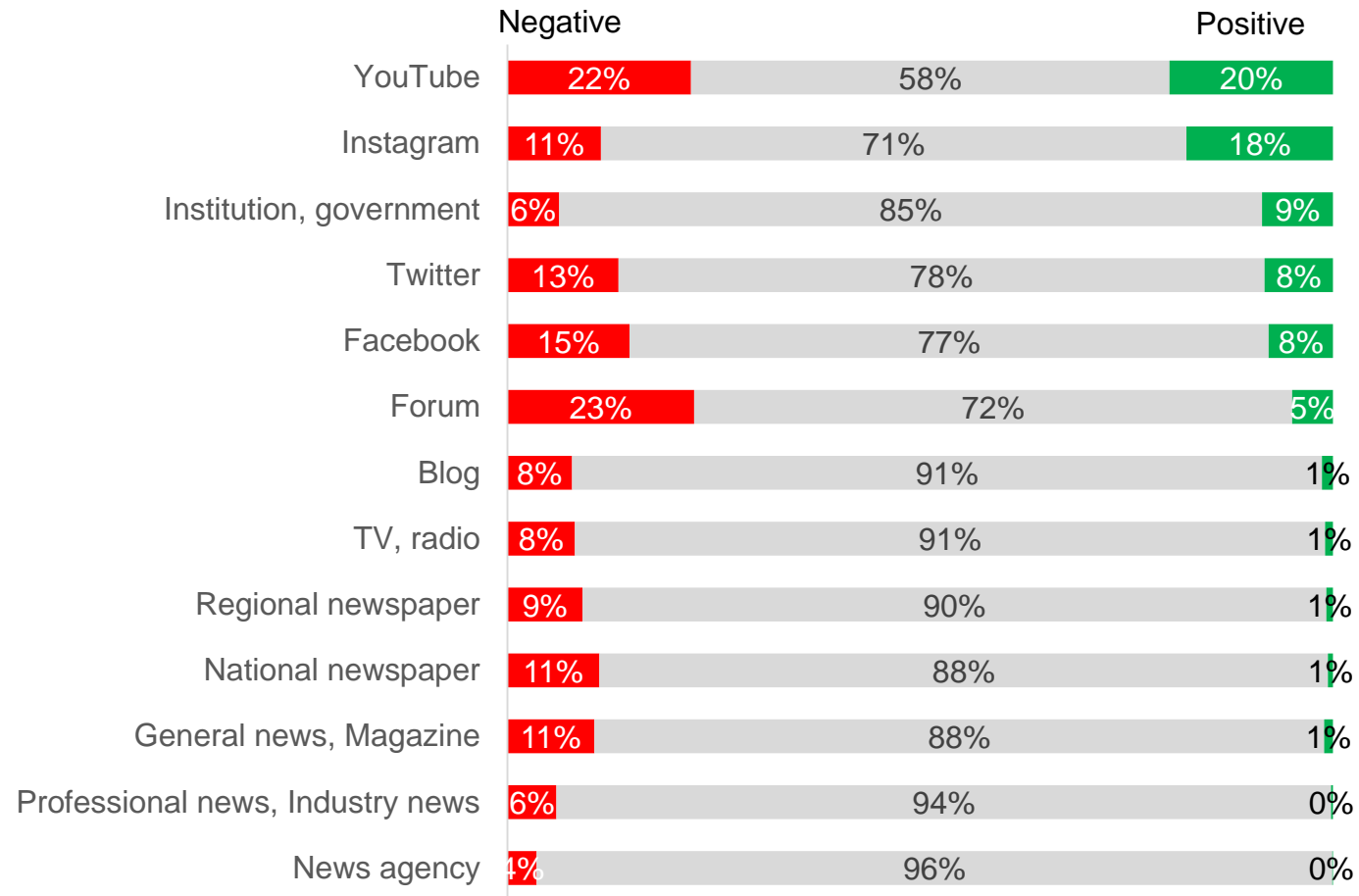


# DEATH RATES DOMINATE ONLINE INTEREST, WHILE THE TOPICS OF QUARANTINE, ECONOMIC IMPACT AND SYMPTOMS DECLINE




- Deaths
- Local Government
- Quarantines
- Wearing a Mask
- General Economic Impact
- New Cases
- SARS
- Healthcare Services
- Public Transport
- Symptoms

# YOU TUBE HAS THE MOST POLARISED SENTIMENT WHILST INSTAGRAM TENDS TO BE MORE POSITIVE. SOUTH AFRICANS SEEM TO BE KEEPING POSITIVE IN THEIR EMOJIS...



## TOP EMOJIS

 + 13 000

 + 10 000

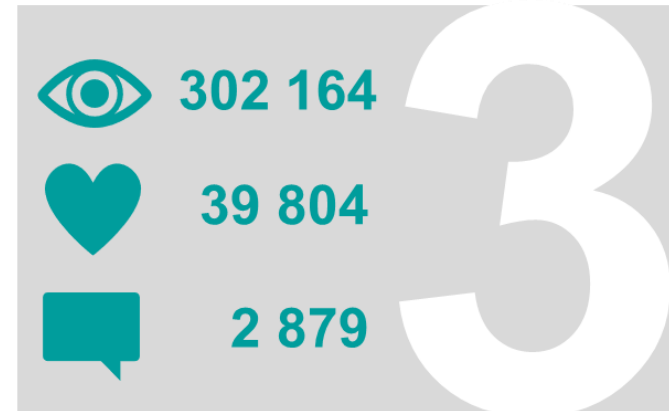
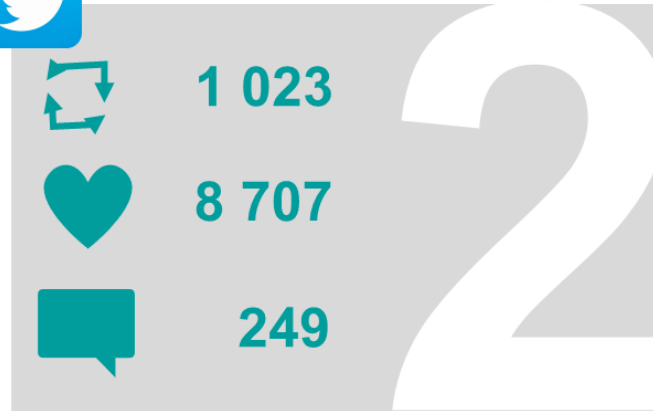
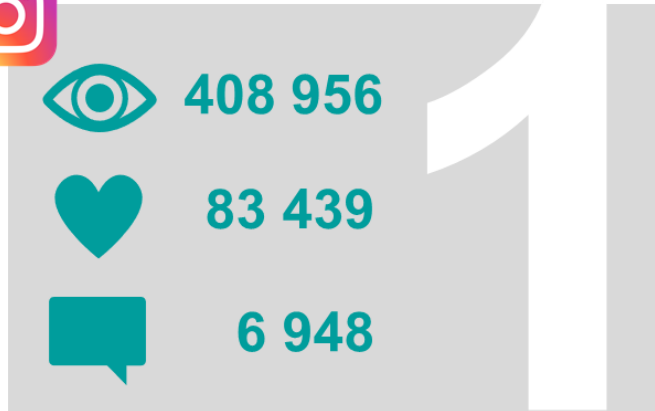
 + 6 000

 + 5 000

 + 4 000



# ...WITH THE MOST SHARED / LIKED POSTS ABOUT COVID POKE FUN AT LOCKDOWN / MASKS / ENFORCEMENT



Tunde Ednut @tundeednut  
2.1M subscribers  
03/21/2020 11:11 AM  
He killed it 🤔🤔🤔🤔🤔 CORONA VIRUS - lorrdsky



S Y M Z @KingKong\_SYMZ  
12K followers  
03/21/2020 7:32 AM  
I made my own mask 🧢 #CoronavirusInSouthAfrica #Covid\_19



Tunde Ednut @tundeednut  
2.1M subscribers  
03/31/2020 9:07 PM  
STAY INDOORS. But wait Oo! Can soldiers also have Corona Virus cause they don't have gloves and mask. What if this guy that they just touched has Corona.....



*Viral is defined by a high amount of likes, comments & views, also by a large amount of potential reach (relating to the number of followers from original post)*



# TECHNICAL NOTE

These are the findings of the Ipsos Coronavirus public perceptions and behavioral responses survey (2020). The South African poll comprised of 1,008 interviews conducted via the Ipsos online panel between the 25<sup>th</sup> and the 30<sup>th</sup> of March 2020.

The results were weighted and projected to South Africans who have access to the internet—either at home and/or on their mobile phones. Individuals who only have internet access at work or at a public facility have been excluded. The South African sample is more urban, more educated and/or more affluent than the general population and should be viewed as reflecting the views of the more “connected” segment of the population. The data is weighted so that the sample composition best reflects the demographic profile of the adult population according to the most recent census data.

The survey is conducted in 32 countries around the world with Approximately 1000 individuals in each country aged 16-74. 18 of the 32 countries surveyed online generate nationally representative samples in their countries (Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hong Kong

SAR China, Hungary, Italy, Japan, Netherlands, Poland, Singapore, South Korea, Spain, Sweden and United States).

Brazil, Chile, Colombia, China, India, Malaysia, Mexico, Peru, Philippines, Romania, Russia, Saudi Arabia, South Africa, and Turkey produce a national sample that is more urban & educated, and with higher incomes than their fellow citizens.

We refer to these respondents as “Upper Deck Consumer Citizens”. They are not nationally representative of their country.

Where results do not sum to 100 or the ‘difference’ appears to be +/-1 more/less than the actual, this may be due to computer rounding, multiple responses or the exclusion of don't knows or not stated responses.

Sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. The precision of Ipsos online surveys is measured using a Bayesian Credibility Interval. Here, the poll has a credibility interval of +/-3.5 percentage points considering that the sample is 1,000+. The credibility interval is +/- 4.8

points for countries where the sample is 500+. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website ([www.ipsos.com](http://www.ipsos.com)).

**This study did not have any external sponsors or partners. It was initiated and run by Ipsos with the intention to share our understanding about the world we live in and how citizens around the globe think and feel about their world.**



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For over 40 years, our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

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# GAME CHANGERS

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At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder.  
Ultimately, success comes down to a simple truth :  
**You act better when you are sure.**

**THANK  
YOU**

**GAME CHANGERS**

