

# Responding to COVID-19 in African Countries:

Executive Summary of Polling Results: Zambia

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August 2020



# INTRODUCTION

The COVID-19 pandemic continues to impact societies across health, financial and day to day life.

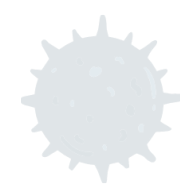
This document provides the findings from public opinion polls in Zambia to understand the public's knowledge, risk perception, attitudes, access to information, reactions, behaviors and practices related to COVID-19.

This Executive Summary is supplemented by an Appendix with the results should readers require additional detail.

# METHODOLOGY

The public opinion poll in Zambia was conducted from 4 August to 14 August 2020. The polling was conducted by telephone.

Samples were drawn to be nationally representative of each Member State; weighting was applied by gender and region to align the final data with the population. The unweighted national sample size in Zambia is 1,290 interviews.



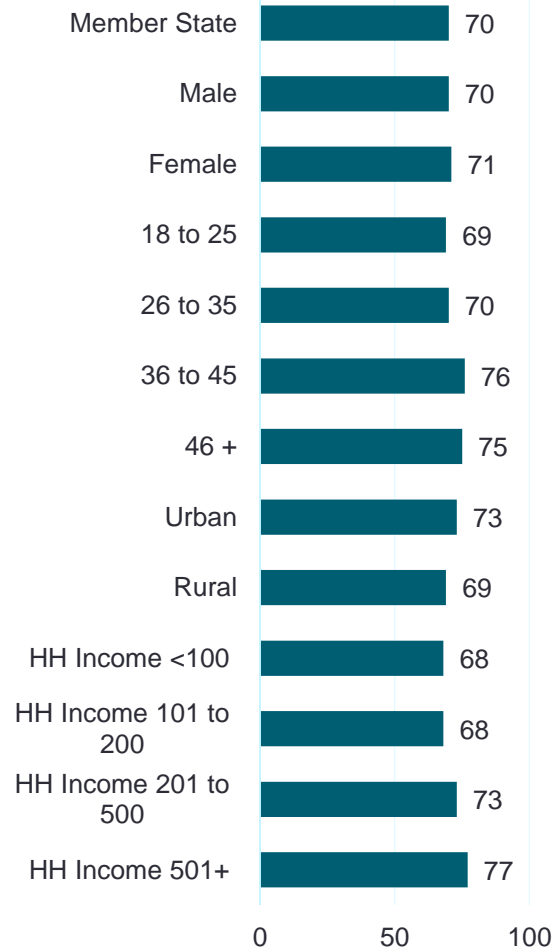
## Key Findings

- **PHSM support & adherence:** Both support for and adherence to preventive guidelines in Zambia is mixed, with lower levels of support and self-reported adherence to measures like avoiding places of worship and staying home. Support for personal preventive behaviors is high.
- **Risk perceptions & information:** Around one in three Zambian respondents believe they have a high personal risk of contracting COVID-19, although a majority agree that the epidemic poses a large risk to the country. Misinformation is common, with around two thirds of respondents believing that livestock can spread the virus.
- **Essential health services:** A high proportion of Zambian respondents who needed medical care have had difficulty accessing health care visits (42%) or medicines (52%) during the COVID-19 crisis, and those with longstanding illnesses are particularly affected. A significant number of missed visits were for care for children under five or malaria, which could have significant longer-term health impacts.
- **Economic burden & food security:** More than four in five Zambian respondents report they faced one or more barriers to food access in the previous week, and a similar share report that their income has fallen since last year.

# Information, Perception & Misinformation

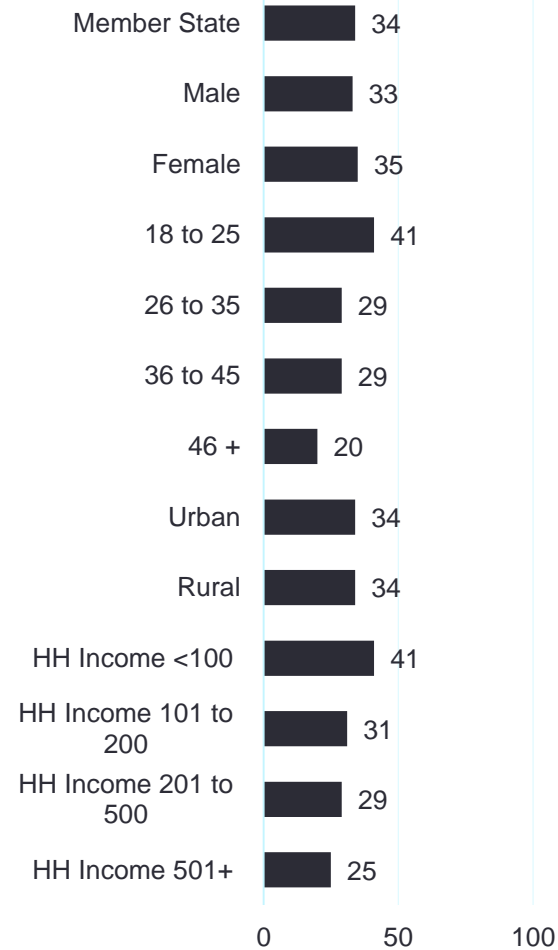
## Preventive Measures

- % True for ALL three statements:**
- Washing hands helps prevent getting COVID-19
  - Infected people may not show symptoms for 5 to 14 days
  - Wearing a face mask when around other people prevents the spread of COVID-19



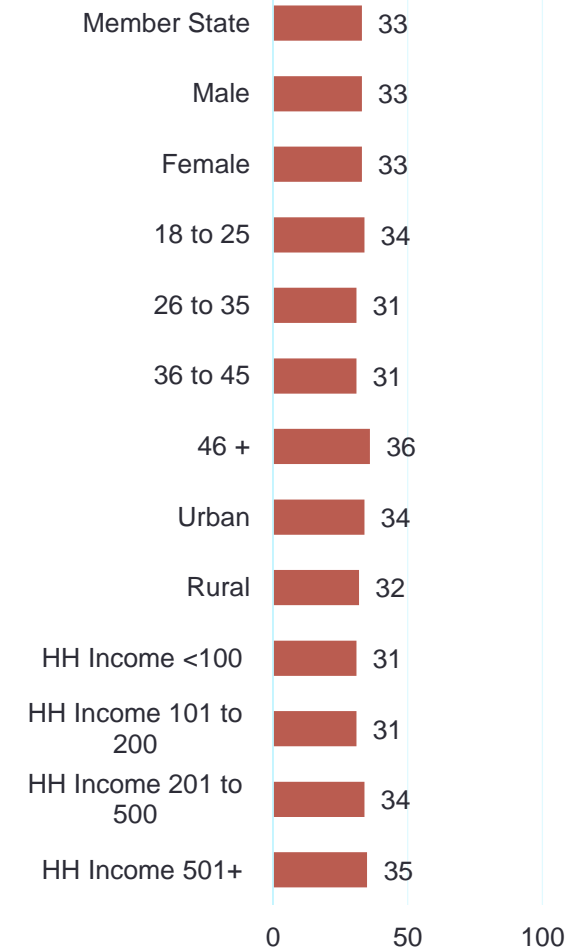
## Reaction to Recovered Patients

- % True (one statement):**
- People who have recovered from COVID-19 should be avoided to prevent spreading it.

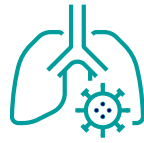


## Misinformation

- % True for BOTH statements:**
- Foreigners are discrediting African medicines which could cure COVID-19
  - Foreigners are trying to test vaccines on us



# Risk Perceptions



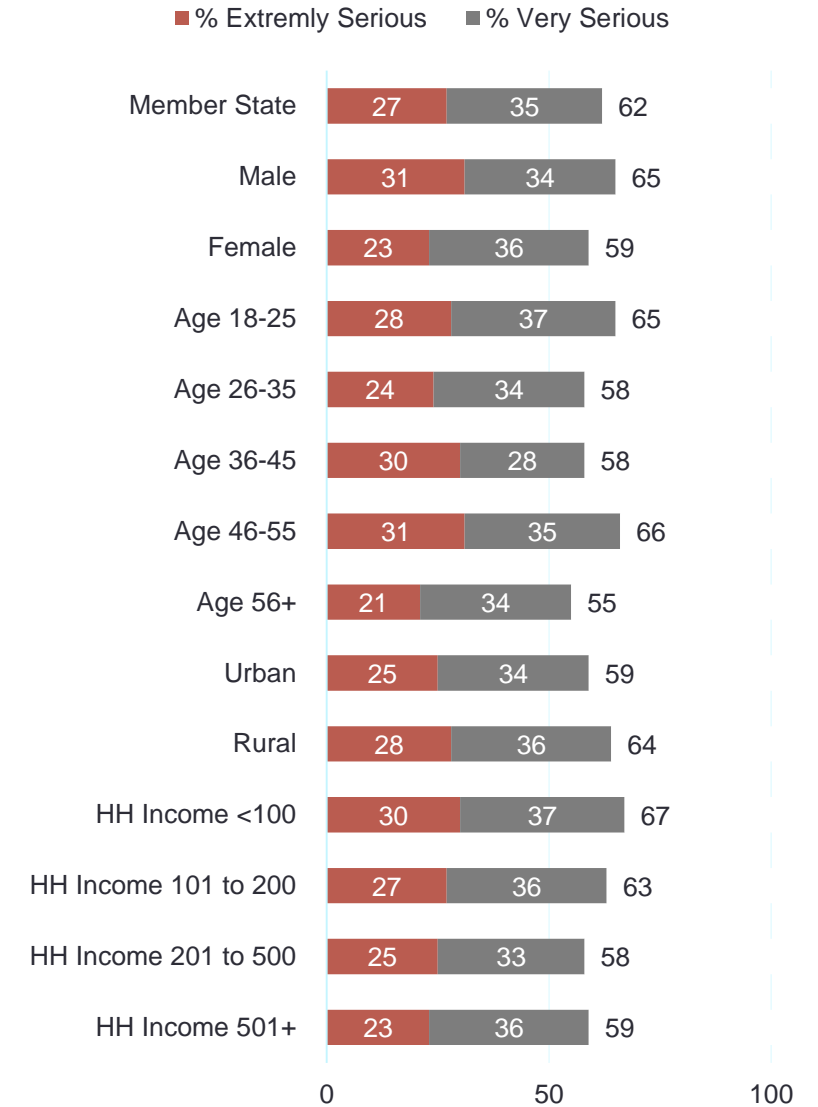
## Perceived risk of catching COVID-19:



Q8. Please indicate what you think your level of risk of catching coronavirus or COVID-19 is: Very high, High, Medium, Low, Very Low, Don't know



## Perceived severity of COVID-19 on health:



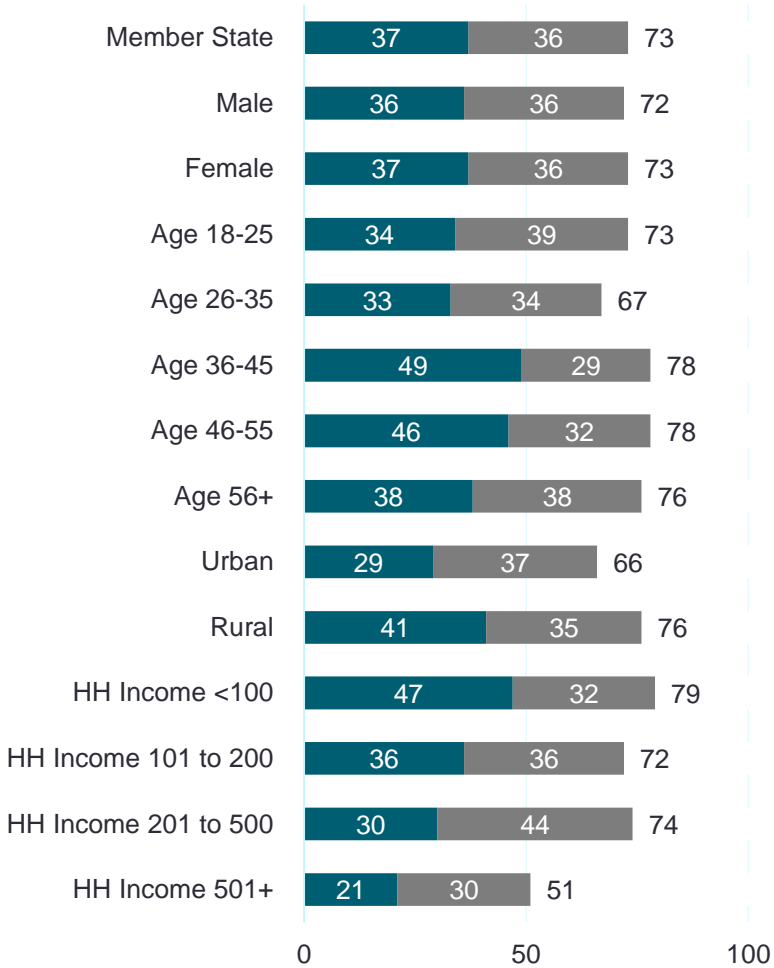
Q9. If you were infected by coronavirus or COVID-19, how seriously do you think it would affect your health? Not at all seriously, Somewhat seriously, Very seriously, Extremely seriously, Don't know / no response

# Satisfaction and Trust with the COVID-19 Response



## Satisfaction with Government response to COVID-19:

■ % Very Satisfied ■ % Somewhat Satisfied

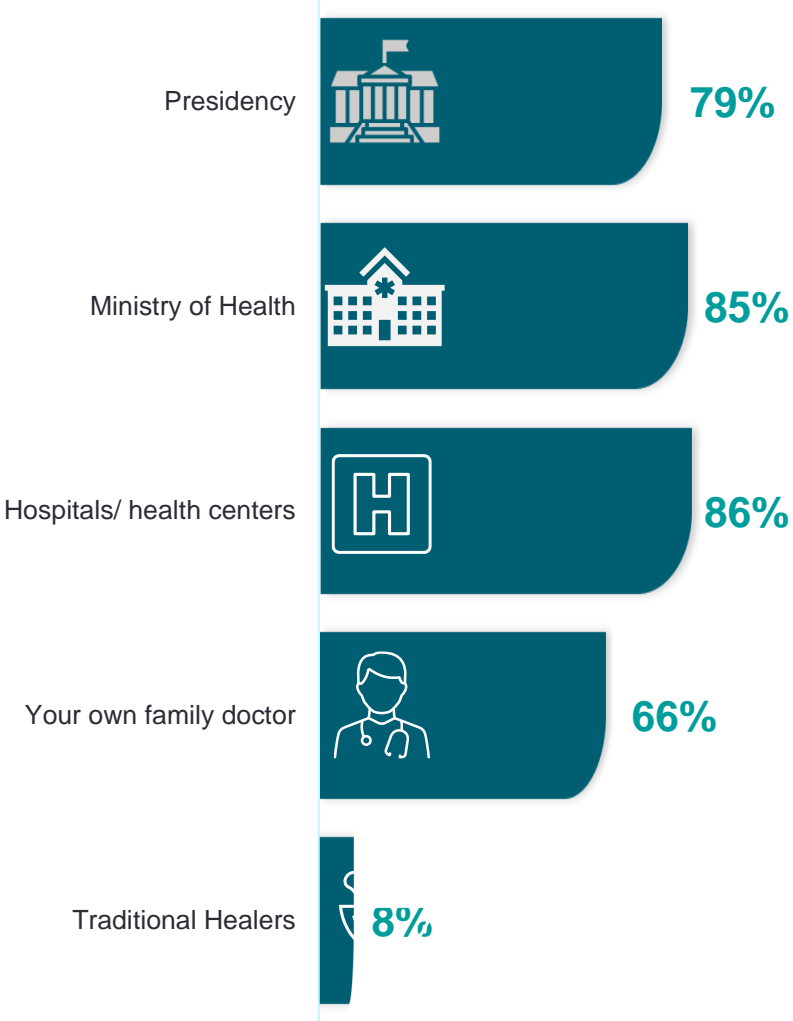


Q11. How satisfied are you with your (Zambia) government's response to coronavirus or COVID-19? Very satisfied, Somewhat satisfied, Somewhat dissatisfied, Very dissatisfied, Don't know / not sure



## Trust in handling of COVID-19

% Trust a great deal + fair amount



Q12. To what extent, if at all, do you trust each of the following individuals and organizations' handling of the coronavirus in Zambia? A great deal, A fair amount, Not very much, Not at all, Don't know, Not heard of organisation, Not applicable.

# SUMMARY OF Public Health and Social Measures (PHSMs)

## Public Health and Social Measures (PHSMs)

	Adherence: level to which these activities describe “you personally”				Support: perception of necessity		
	<i>Completely applies</i>	<i>Mostly applies</i>	<i>Sometimes applies</i>	<i>Does not apply to me</i>	<i>Absolutely necessary</i>	<i>Somewhat necessary</i>	<i>Not really necessary</i>
Wear a face mask in public when near others	65	24	9	2	91	7	1
Wash more often than they used to	49	34	16	34	89	9	2
Avoid handshakes and physical greetings	52	24	19	4	85	11	4
PERSONAL PHSMS: SUMMARY	55	27	15	13	88	9	2
Stop joining public gatherings and places of entertainment	50	21	18	10	71	20	9
Stop going to the church/mosque	25	19	36	20	36	34	29
PUBLIC GATHERING PHSMS: SUMMARY	38	20	27	15	54	27	19
Reduce the number of times going to the market or grocery store	30	27	34	8	55	33	12
Staying home instead of going to work, school or other regular activities	21	23	32	24	37	37	26
MOBILITY PHSMS: SUMMARY	26	25	33	16	46	35	19

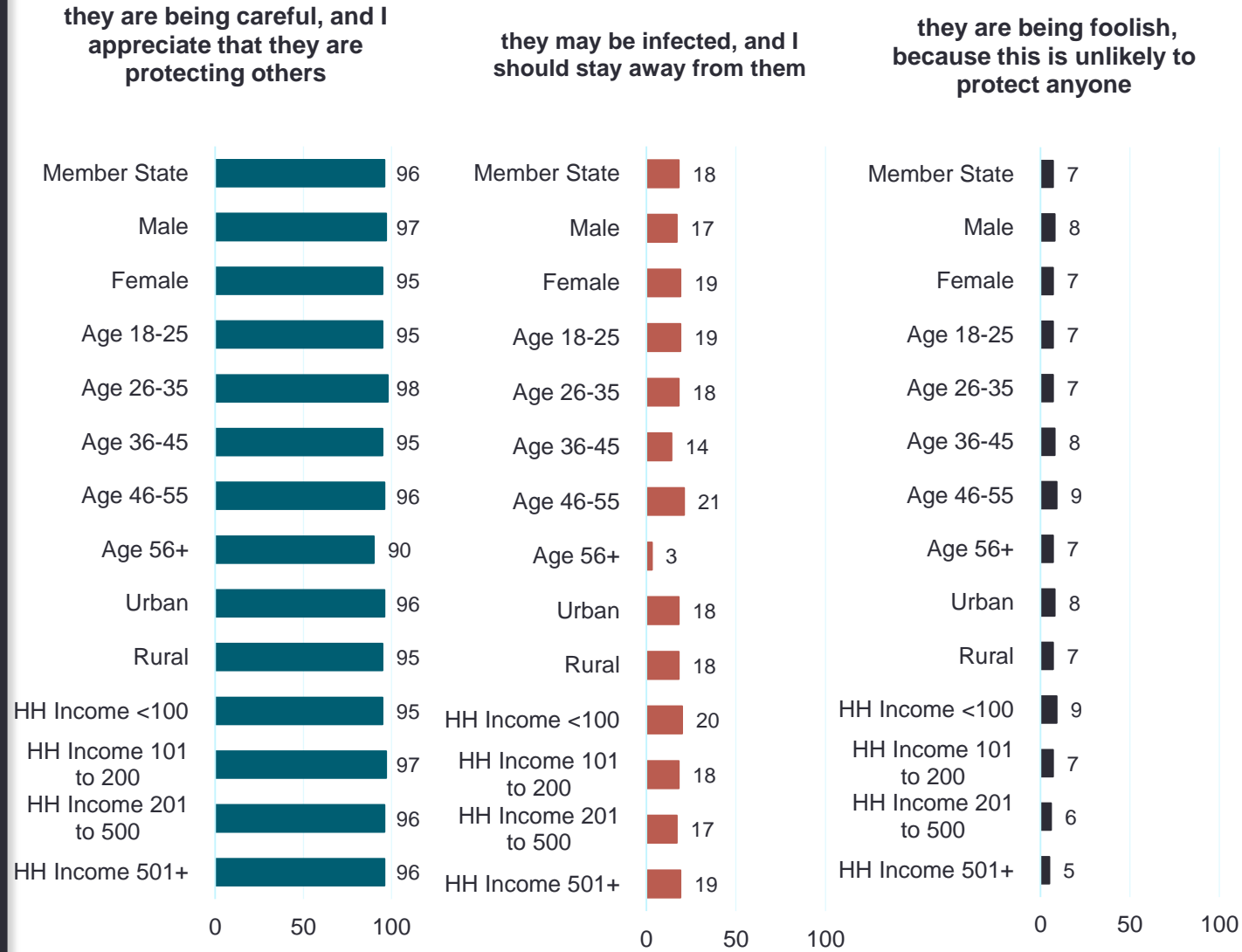
### Please see Appendix for detail by country

Q13. Over the past seven days, to what extent do each of the following describe you personally?

Q14. Thinking of the last four weeks, was asking people to do each of the following absolutely necessary, somewhat necessary, or not really necessary to limiting the spread of COVID-19 in Zambia?

# Face masks: Perceptions, Use and Attitudes

## When other people wear face masks near me, I think...



99% have a face mask ready to wear

**Adherence:**  
**Wear a Face Mask in Public Around Others:**  
**Completely applies: 65%**  
**Mostly applies: 24%**

Q4. Do you have a face mask of any kind that is ready for you to wear?  
 Q13g. Over the past seven days, to what extent do each of the following describe you personally?: G) Wearing a face mask in public when near others

Q3. I would now like to ask your opinion about face masks, which some people are wearing at the moment. To what extent do you agree or disagree with the following statements? Showing % agree (Strongly + Somewhat agree)



# Impact on Health Care Services



## Missed, Delayed or Skipped Health Care Services:

% Yes: (among those requiring services)	44%
People with longstanding illness	49%
Women	44%
Low Income (HH Income <100)	38%
High Income (HH Income 501+)	35%
Urban	45%
Rural	43%

Base = require services (52%)



## Difficulty accessing medications:

% Much More Difficult (among those requiring medications)	29%
People with longstanding illness	34%
Women	31%
Low Income (HH Income <100)	33%
High Income (HH Income 501+)	17%
Urban	27%
Rural	30%

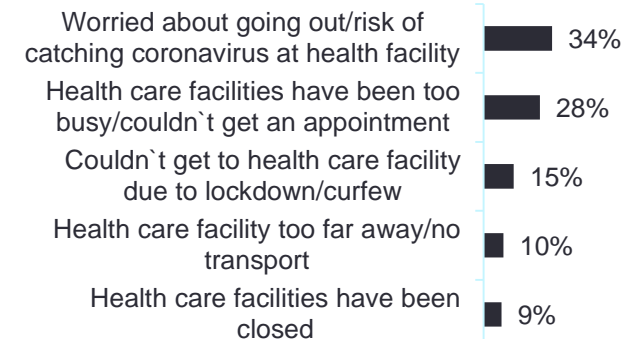
Base = require medication (92%)

Q21. Have you or any other person in your household delayed, skipped or been unable to complete health care visits since the COVID-19 crisis?

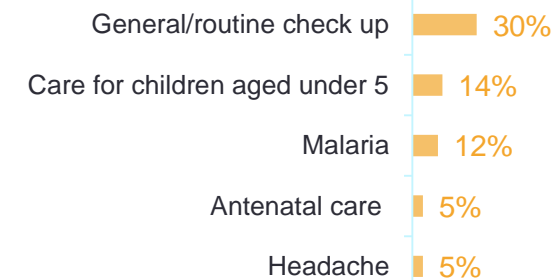
Q24. Has the COVID-19 crisis made it more difficult to obtain medications you need for you or your household or has it had no impact? If you do not need medications, please say so.



## Reason for Missed, Delayed or Skipped Services:



## Types of services missed, delayed or skipped:



Q22. Why have you or another person in your household delayed, skipped or been unable to complete health care visits since the COVID-19 crisis?

Q23. And do you mind if I ask what those delayed, missed or not completed health care visits were for?

# Economic and Food Relief Measures



## Barriers and Difficulties Purchasing Food

	Total	Male	Female	Urban	Rural	HH income < 100USD	HH income 500+
EXPERIENCED 'ANY' BARRIER ONE DAY OR MORE:	83	81	85	83	84	85	76
<i>Experienced 1 day or more:</i>							
...had difficulties in going to food markets due to restrictions imposed	29	31	29	28	32	34	19
...had difficulties in buying food due to most food markets being closed?	32	32	31	31	34	35	25
...been unable to buy the amount of food you usually buy because of shortages in the markets	43	44	43	38	45	43	35
...been unable to buy the amount of food you usually buy because the price was too high?	70	68	70	69	70	72	63
...been unable to buy the amount of food you usually buy because your income has dropped?	61	60	61	61	61	68	45

Q17. In the past 7 days, how many days have you or someone in your household experienced any of the following?



<b>Impact on Income:</b> % Reporting Income is Smaller than last year	<b>79%</b>
Women	<b>78%</b>
Men	<b>79%</b>
Low Income (HH Income <100)	<b>82%</b>
High Income (HH Income 501+)	<b>77%</b>
Urban	<b>80%</b>
Rural	<b>78%</b>

Q18. How does the amount of money you made in the past 7 days compare to the amount you made this time last year? Is it... Bigger, Smaller, Stayed the Same, Don't make any, Don't know.



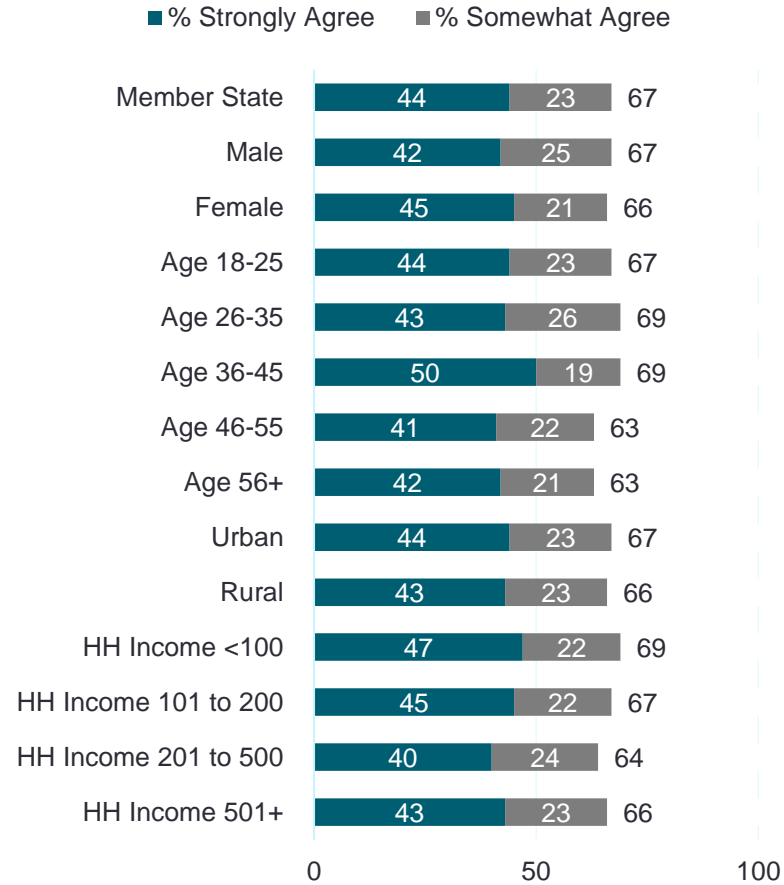
<b>Impact on Unpaid work:</b> % Reporting More Hours on Unpaid Work	<b>36%</b>
Women	<b>37%</b>
Men	<b>35%</b>
Low Income (HH Income <100)	<b>35%</b>
High Income (HH Income 501+)	<b>42%</b>
Urban	<b>32%</b>
Rural	<b>38%</b>

Q19. Since the crisis began, have you had a change in your hours spent on unpaid work, such as childcare, care of the elderly and housework? More hours, less hours, no change in hours, don't know.

# Concerns about resuming normal activities



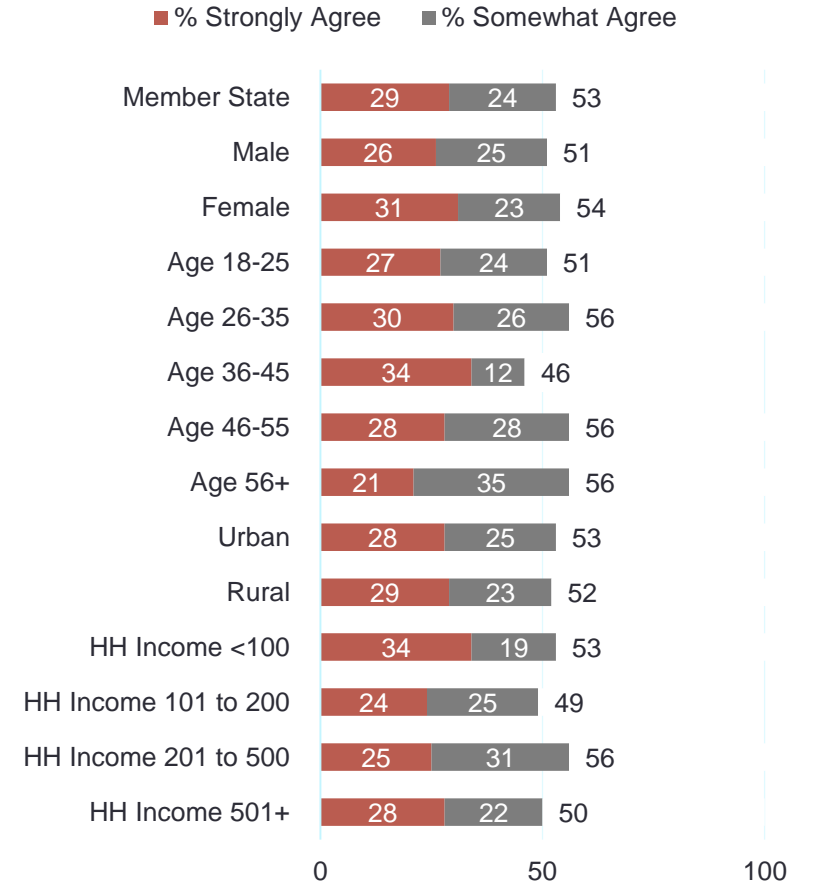
Thinking about resuming normal activities after the lockdown makes me feel very anxious



Q15. To what extent to you agree or disagree with the following statements?



I would feel comfortable taking public transportation such as local buses or trains if it was not too busy

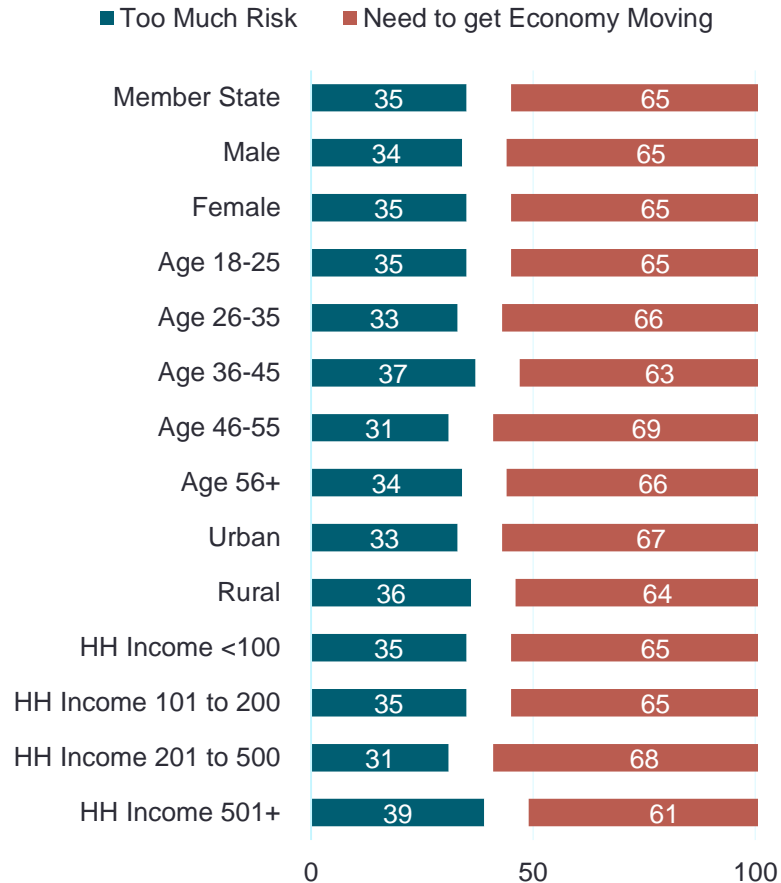


Q15. To what extent to you agree or disagree with the following statements?

# Expectations about COVID-19



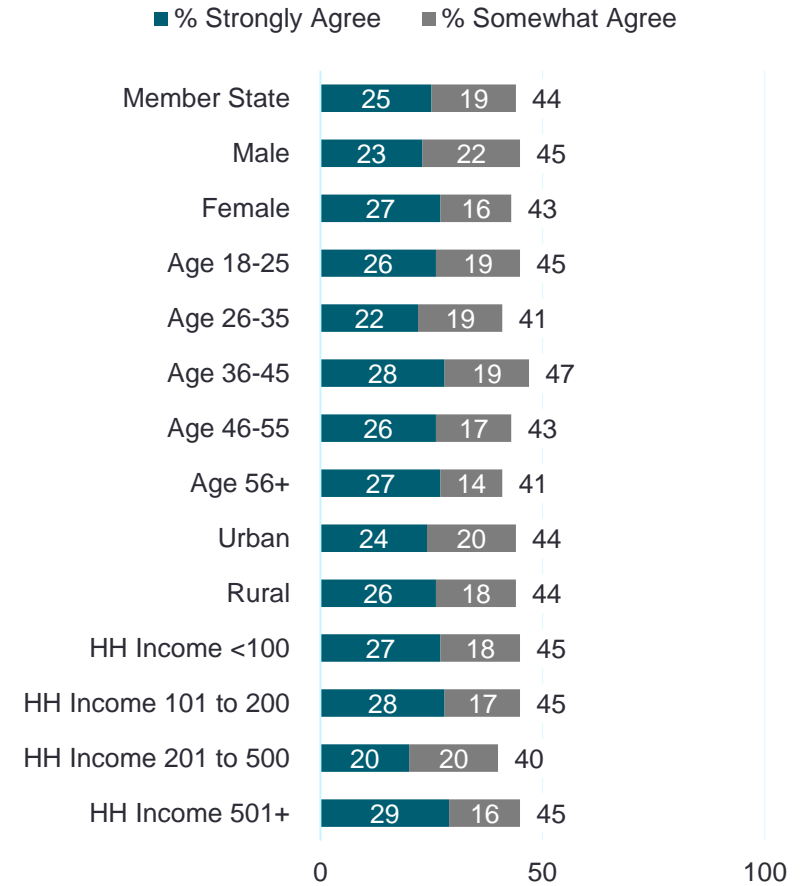
**Loosening Restrictions: “too risky to loosen restrictions” versus “there is a low risk and need to get economy moving”**



Q16. Some people say that loosening restrictions now puts too many people at risk of contracting COVID-19 and we need to wait at least a few more weeks. Other people say that the health risk is minimal if people follow social distancing rules and we need to get the economy moving again. Which is closer to your point of view?



**It will be at least six months before COVID-19 is contained**



Q15. To what extent to you agree or disagree with the following statements?

# For more information, contact:

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Partnership for Evidence-Based  
Response to COVID-19

# Additional Methodology Details

- The public opinion polling was conducted using a telephone interviewing methodology.
- The questionnaire was developed by Resolve to Save Lives, Ipsos and members of the PERC consortium.
- The polling program was approved by local review boards and all respondents gave explicit permission to participate in the polling.
- Note that where referenced, income categories should be interpreted as indicative as sample sizes vary and income reporting can be subject to bias.
- The weighted sample sizes for the demographic breaks in this report are as follows:

	Total	Male	Female	18-25	26-35	36-45	46-55	56+	Urban	Rural	Under 100	101 - 200	201 - 500	501+
Base: All	1200	592	608	596	346	134	97	27	475	725	405	254	349	119

- The percentages reported in this document may be different from percentages reported in other PERC products and communication of this data. Differences may be reconciled by investigating the denominator used, as indicated in each instance of use.



Partnership for Evidence-Based  
Response to COVID-19

# PERSONAL Public health and social measure (PHSM)

## Washing my hands many times per day

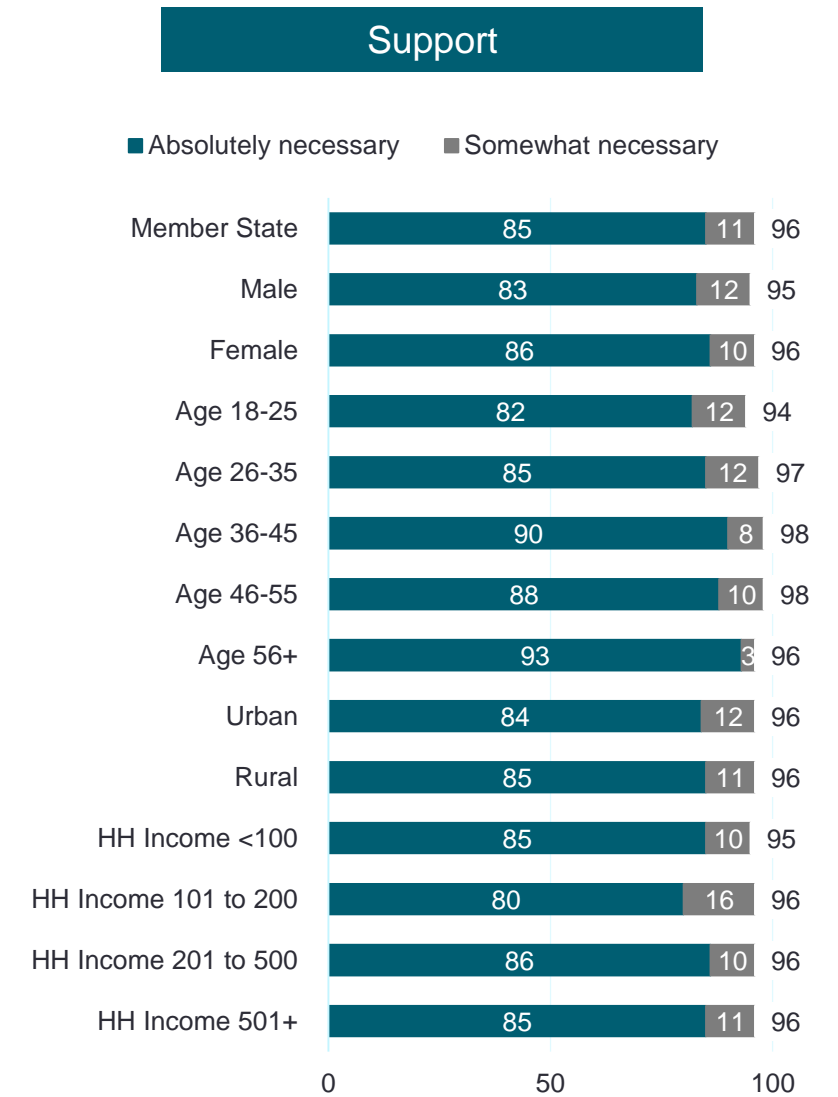
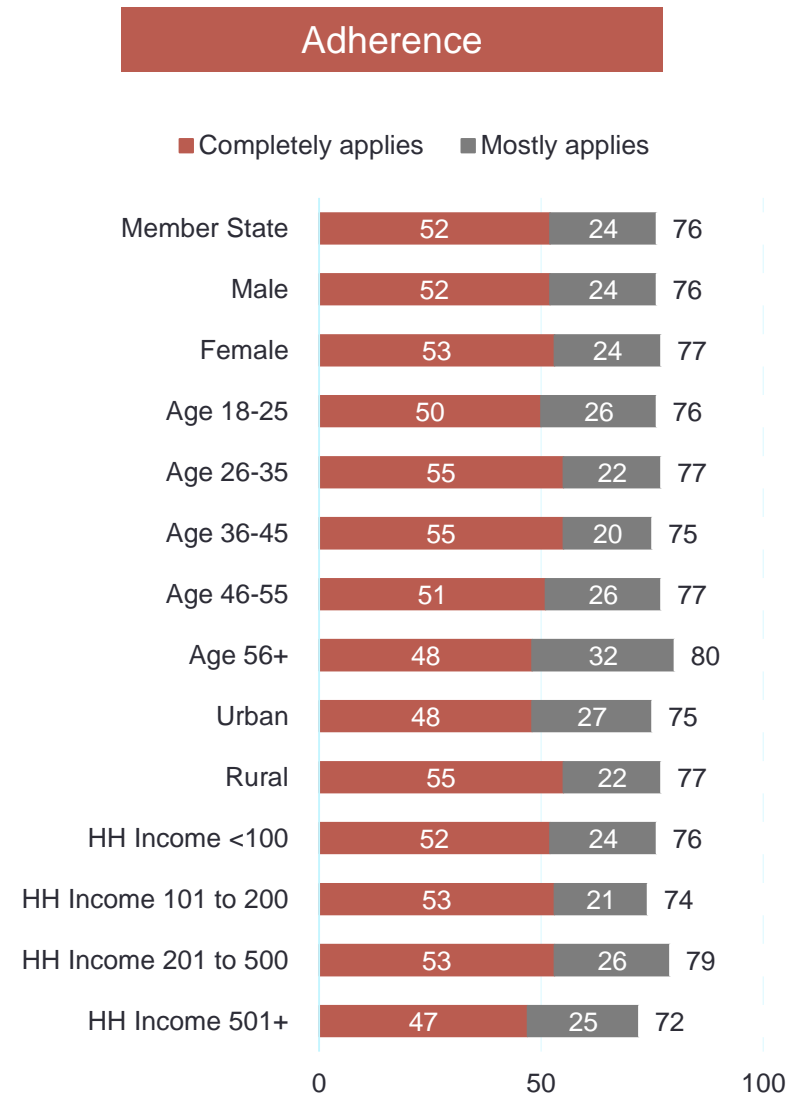


Q13. Over the past seven days, to what extent do each of the following describe you personally?: Washing my hands with soap or using hand sanitizer many times per day

Q14. Thinking of the last four weeks, was asking people to do each of the following absolutely necessary, somewhat necessary, or not really necessary to limiting the spread of COVID-19 in Zambia?: ...wash their hands with soap or use hand sanitizer more often than they used to

# PERSONAL Public health and social measure (PHSM)

## Avoiding handshakes and physical greetings



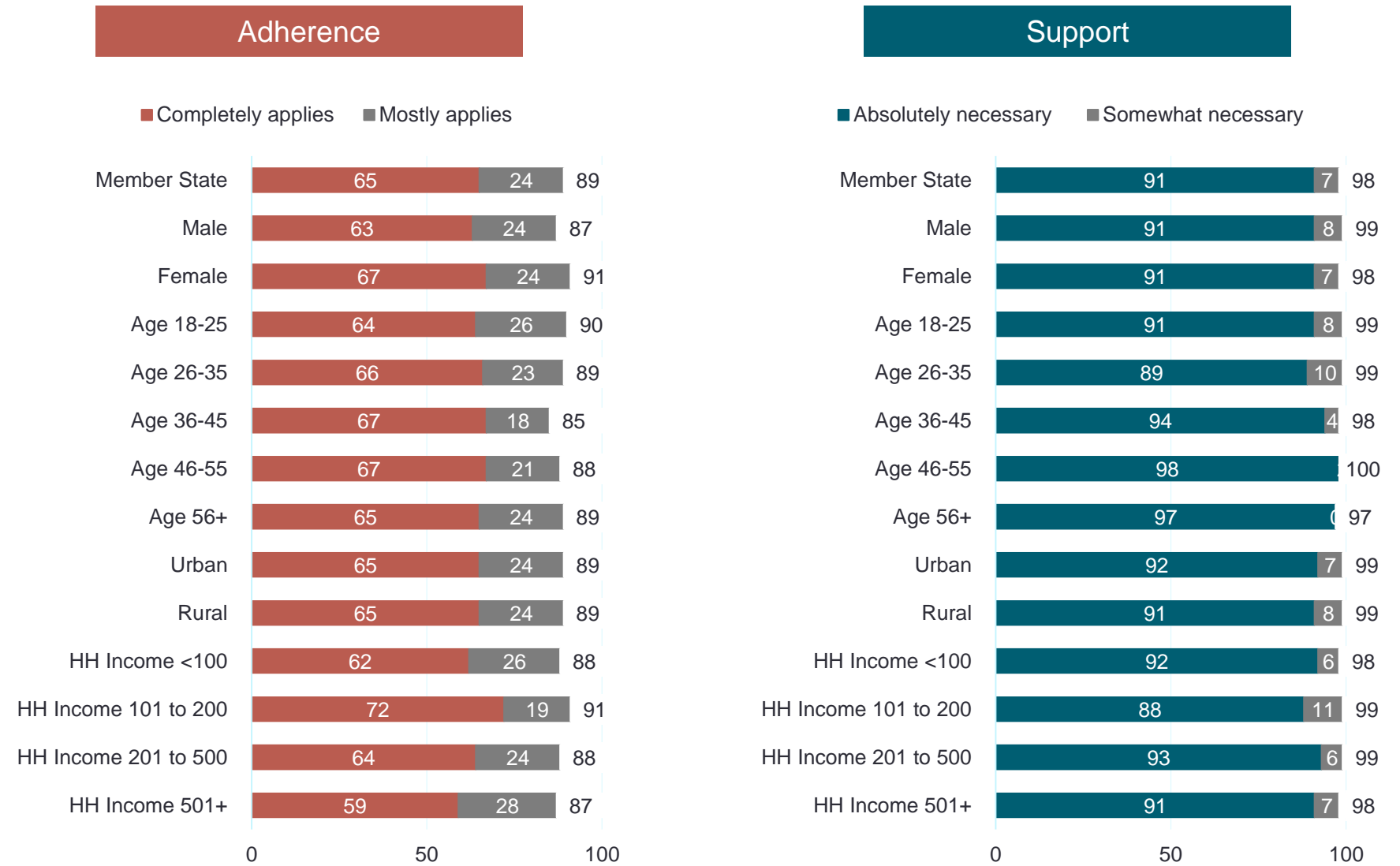
Q13. Over the past seven days, to what extent do each of the following describe you personally?: Avoiding handshakes and physical greetings

Q14. Thinking of the last four weeks, was asking people to do each of the following absolutely necessary, somewhat necessary, or not really necessary to limiting the spread of COVID-19 in Zambia?: Avoiding handshakes and physical greetings



# PERSONAL Public health and social measure (PHSM)

## Wearing a face mask in public when near others

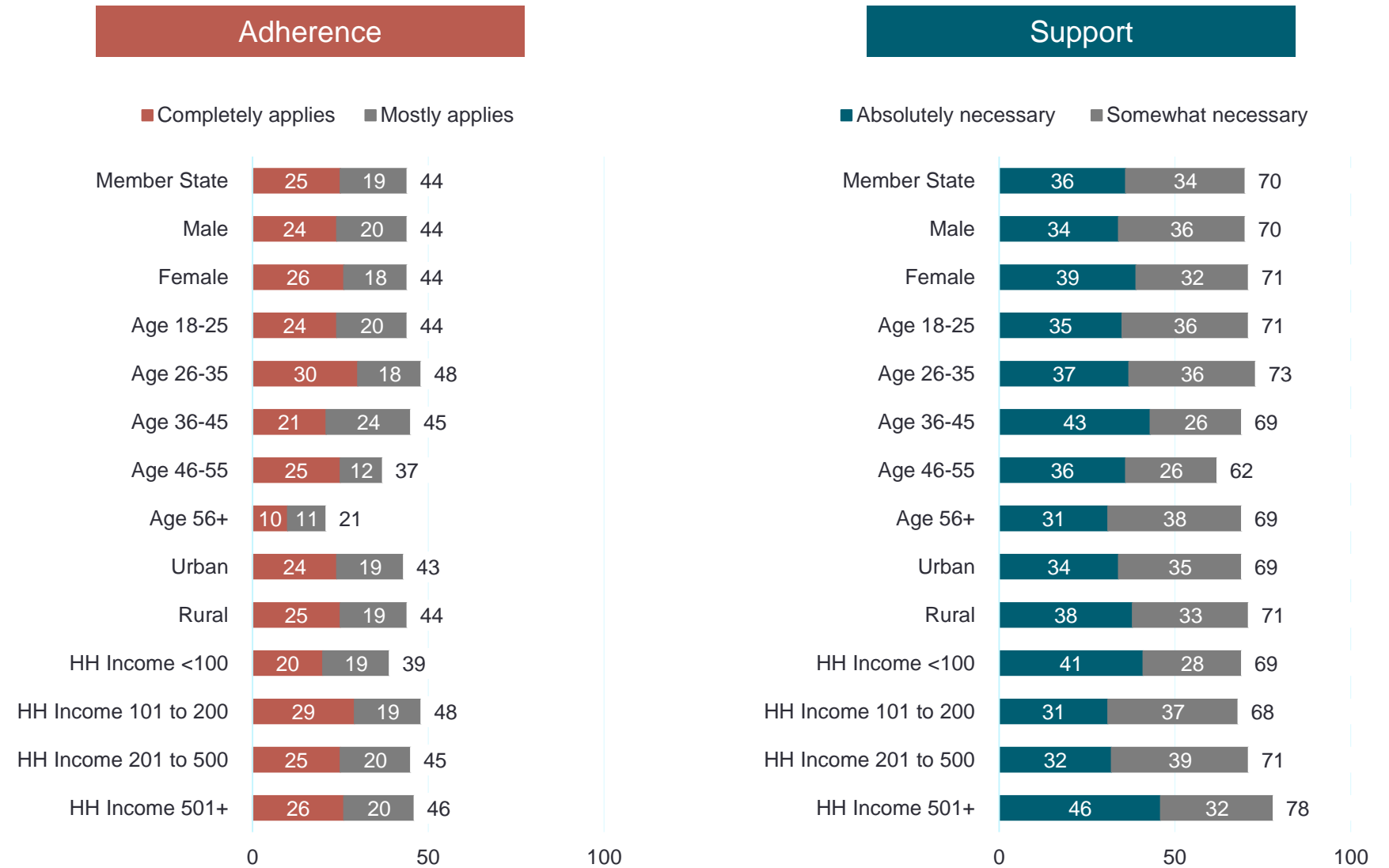


Q13. Over the past seven days, to what extent do each of the following describe you personally?: Wearing a face mask in public when near others

Q14. Thinking of the last four weeks, was asking people to do each of the following absolutely necessary, somewhat necessary, or not really necessary to limiting the spread of COVID-19 in Zambia?: Wearing a face mask in public

# PUBLIC GATHERING Public health and social measure (PHSM)

## Avoiding the church/mosque



Q13. Over the past seven days, to what extent do each of the following describe you personally?: Avoiding the church/mosque

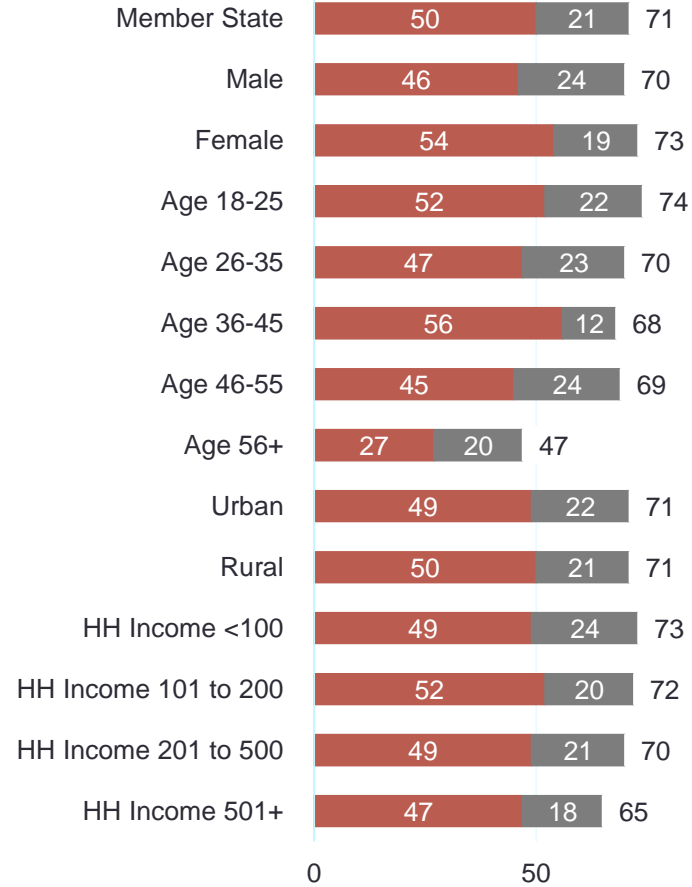
Q14. Thinking of the last four weeks, was asking people to do each of the following absolutely necessary, somewhat necessary, or not really necessary to limiting the spread of COVID-19 in Zambia?: Avoiding the church/mosque

# PUBLIC GATHERING Public health and social measure (PHSM)

## Avoiding public gatherings and places of entertainment

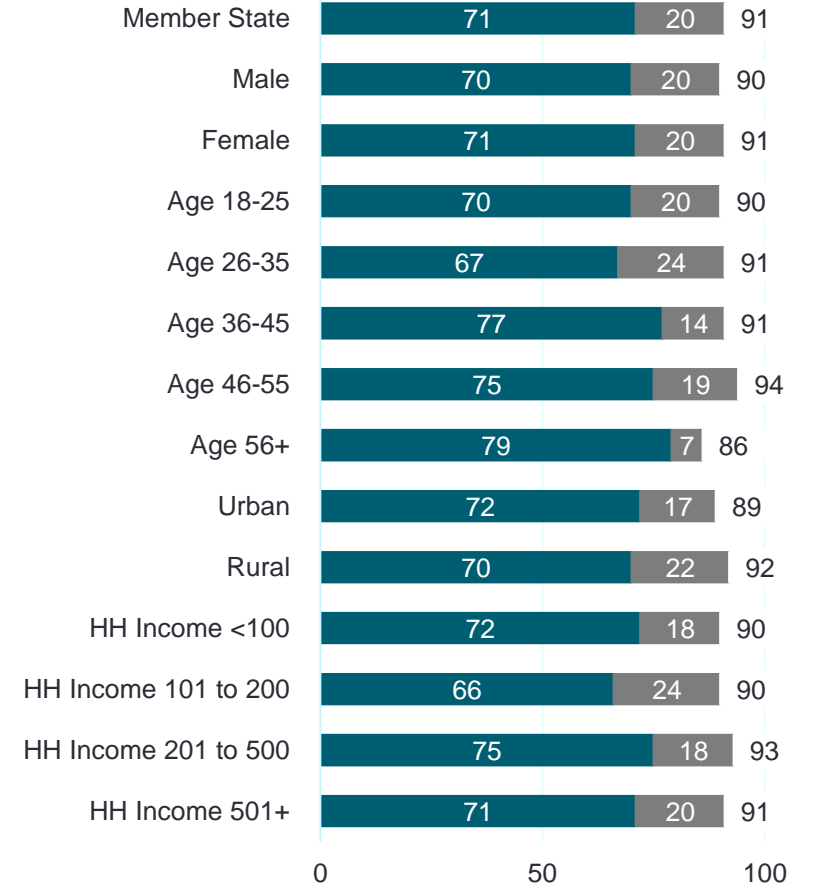
### Adherence

■ Completely applies ■ Mostly applies



### Support

■ Absolutely necessary ■ Somewhat necessary



Q13. Over the past seven days, to what extent do each of the following describe you personally?: Avoiding public gatherings and places of entertainment

Q14. Thinking of the last four weeks, was asking people to do each of the following absolutely necessary, somewhat necessary, or not really necessary to limiting the spread of COVID-19 in Zambia?: Avoiding public gatherings and places of entertainment

# MOBILITY Public health and social measure (PHSM)

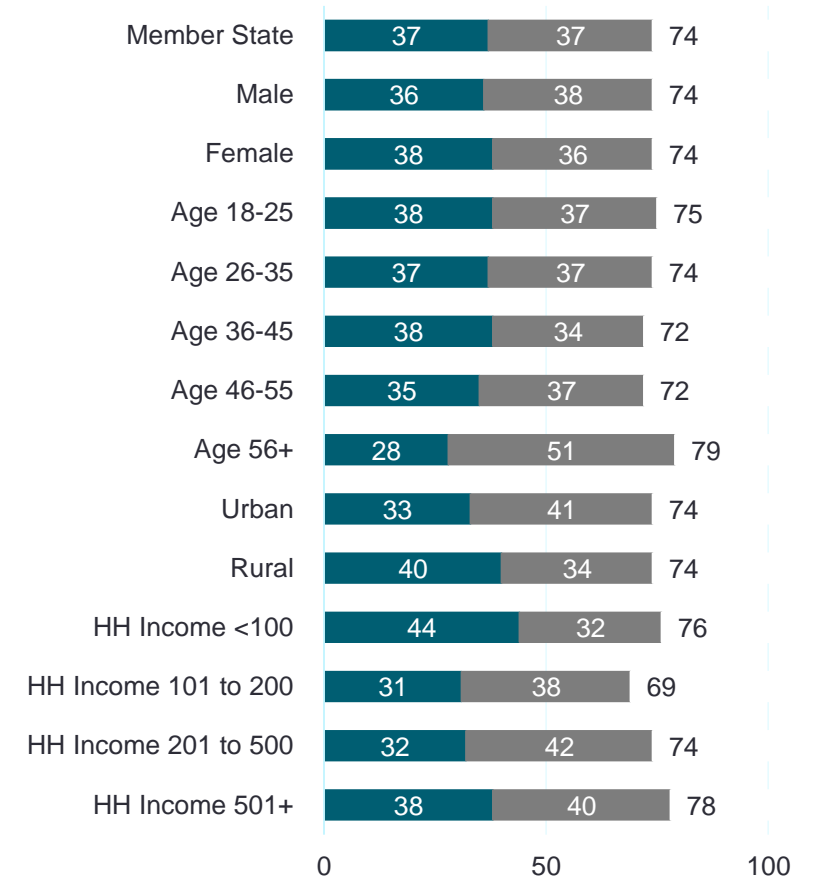
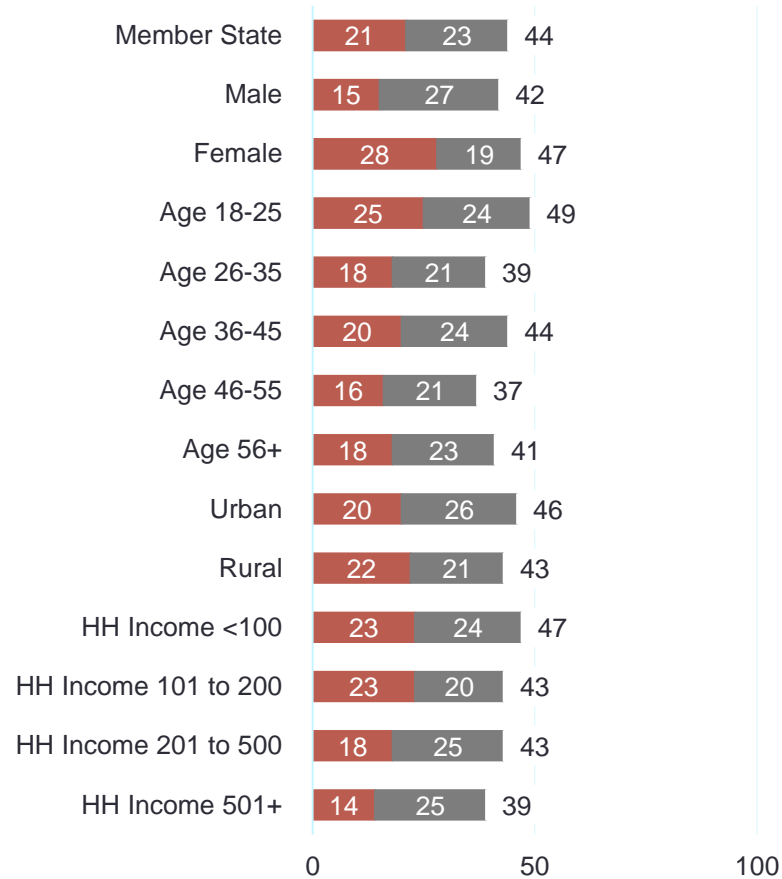
## Staying home instead of going to work, school or other regular activities

### Adherence

### Support

■ Completely applies ■ Mostly applies

■ Absolutely necessary ■ Somewhat necessary



Q13. Over the past seven days, to what extent do each of the following describe you personally?: Staying home instead of going to work, school or other regular activities

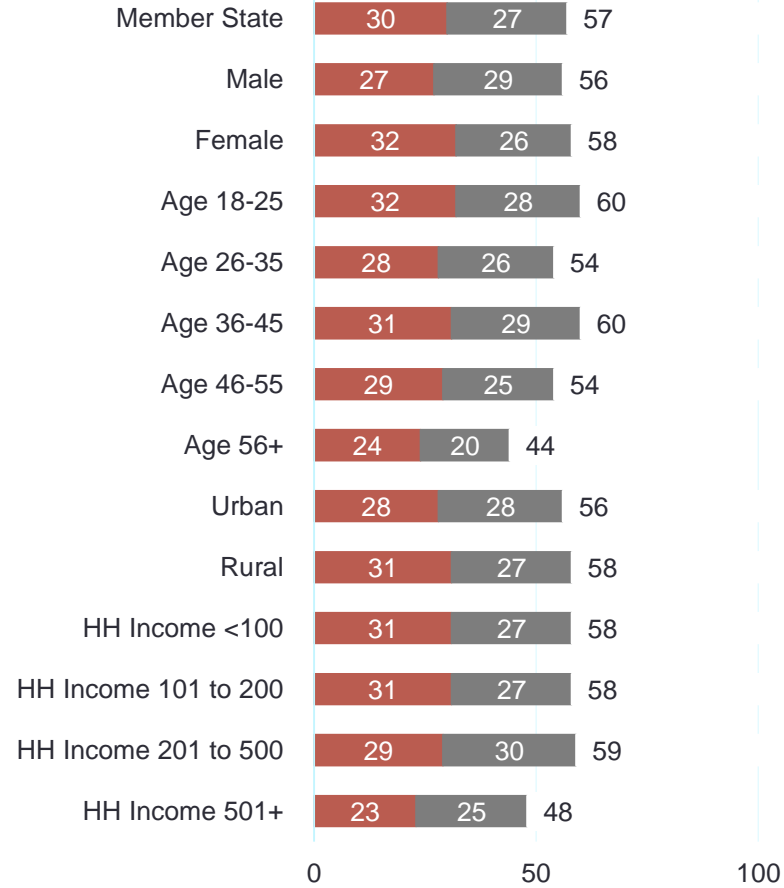
Q14. Thinking of the last four weeks, was asking people to do each of the following absolutely necessary, somewhat necessary, or not really necessary to limiting the spread of COVID-19 in Zambia?: Staying home instead of going to work, school or other regular activities

# MOBILITY Public health and social measure (PHSM)

## Reducing the number of times I go to the market or grocery store

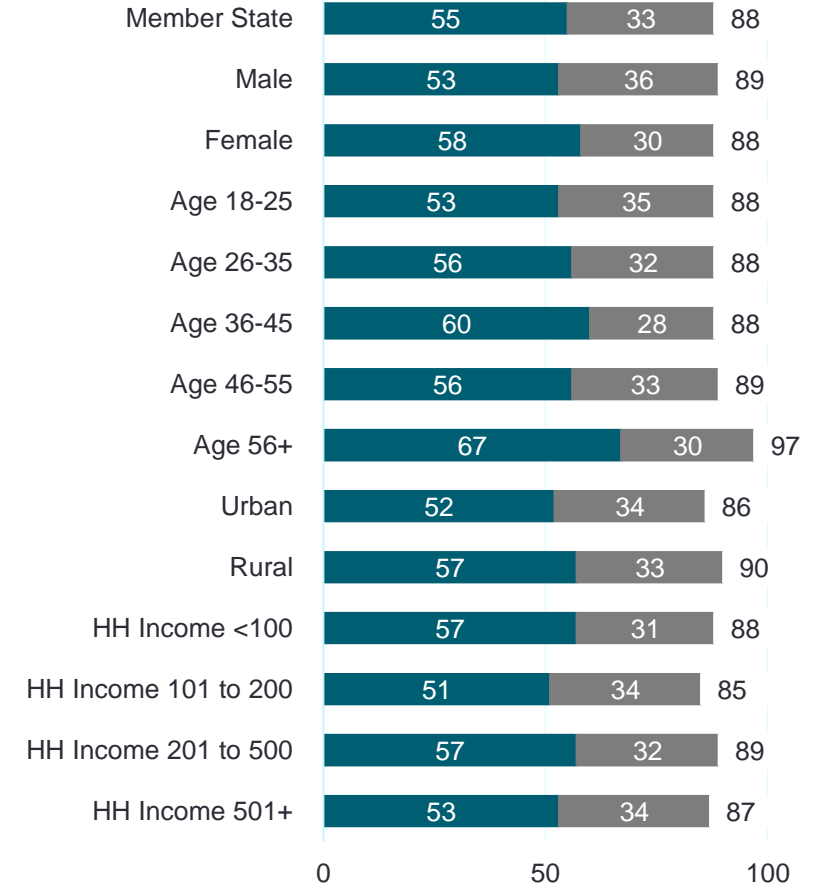
### Adherence

■ Completely applies ■ Mostly applies



### Support

■ Absolutely necessary ■ Somewhat necessary



Q13. Over the past seven days, to what extent do each of the following describe you personally?: Reducing the number of times I go to the market or grocery store

Q14. Thinking of the last four weeks, was asking people to do each of the following absolutely necessary, somewhat necessary, or not really necessary to limiting the spread of COVID-19 in Zambia?: Reducing the number of times I go to the market or grocery store