

SHOPPER INSIGHTS

POST LOCKDOWN

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Research Context

COVID-19 and the lockdown (in its various levels) have had – and continue to have – a massive impact on South African society. Our objective with this study was to attempt to quantify and understand the general perceptions towards marketing.

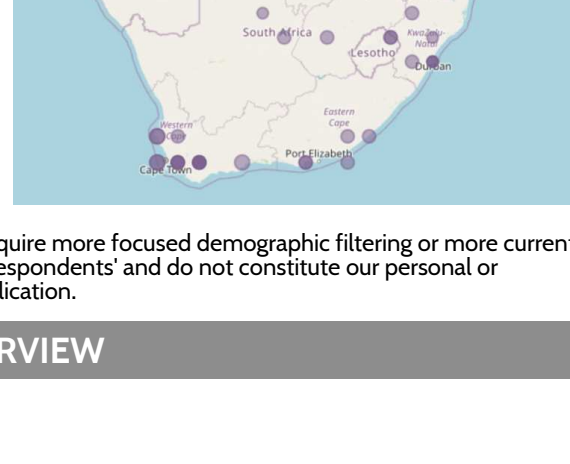
916

Respondents

We recruited respondents for our online survey via our online panel and social media platforms. This achieved a good representation of key demographics across adult (16+) South Africa, bearing in mind that being an online survey, participation was via self-selection and universe was limited to those active online.

Fieldwork:

Survey ran 2 June till 23 June 2020

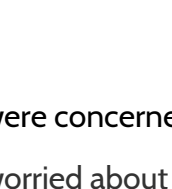
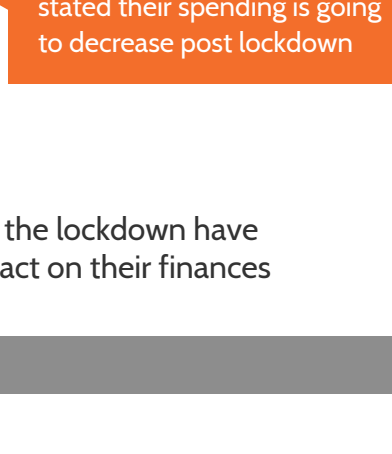
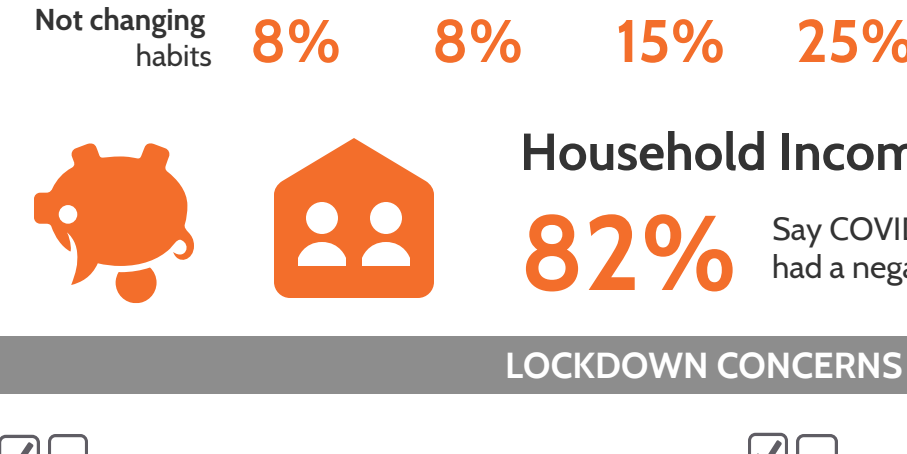


Please Note: Continued research is critical to achieving a current understanding. If you require more focused demographic filtering or more current data, please contact us to discuss further. The views in this study represent those of our respondents' and do not constitute our personal or company views. Please contact us if you are going to publish this data in any form of publication.

LOCKDOWN IMPACT OVERVIEW

Spending Patterns

As expected, most people anticipate "spending less in general" under the current circumstances, and this is across age categories. Interestingly, it is the highest income bracket (>R30k) that has the highest % of people who say they are going to be cutting back on spending.



Household Income

82%

Say COVID-19 and the lockdown have had a negative impact on their finances

LOCKDOWN CONCERNS



Respondents were asked to select multiple factors that concerned them during this time



Respondents were asked to select the most concerning factor from original selection



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