



2020 Year End Survey

Festive Season Plans and Covid-19 Issues

23rd December 2020

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2020 Double Crisis – COVID-19 and Loss of Livelihoods

- ❑ 70% of Kenyans feel that their current economic situation is worse than it was in December 2019. As a result, Kenyans are facing a double crisis – the coronavirus pandemic and loss of livelihoods.



Festive Season: Tough times ahead for retail, transport and associated sectors

- ❑ A majority (62%) of Kenyans say that they will spend less during the 2020 festive season than they spent during the same period in 2019. Only 16% of Kenyans intend to travel out the county they reside. Therefore, it will be a challenging year for the retail and transport sector (that usually benefits from the Christmas shopping spree). Kenyan consumers are pandemic-weary in terms of spending their money.



Covid-19: Significant Vaccine Hesitancy Levels In Kenya

- ❑ 11% do not intend to go for the COVID-19 vaccine. Full COVID-19 vaccine acceptability level stands at 41% of Kenyans as these will take the vaccine without any objection. There is a considerable number (47%) who would adopt a wait and see approach to monitor its side-effects before going for the jab.
- ❑ These results show that one of the key obstacles in reaching the goal of population immunity is vaccine hesitancy, i.e. a delay in accepting a vaccine when available (47%) or rejecting it altogether (11%).



Covid-19: Vaccine Acceptability by Country of Origin

- ❑ Several COVID-19 vaccines have been released in various countries. As of now, Kenyans differ as to their willingness to have these vaccines, with any from the UK and US attracting considerably more acceptance/confidence than from any of Chinese origin that might be made available.



Main Priority Activities Post-COVID-19

- ❑ The overwhelming majority of Kenyans (71%) are mostly looking forward to resuming regular employment and/or their usual business/ entrepreneurial activities.



Socio-Economic Impacts

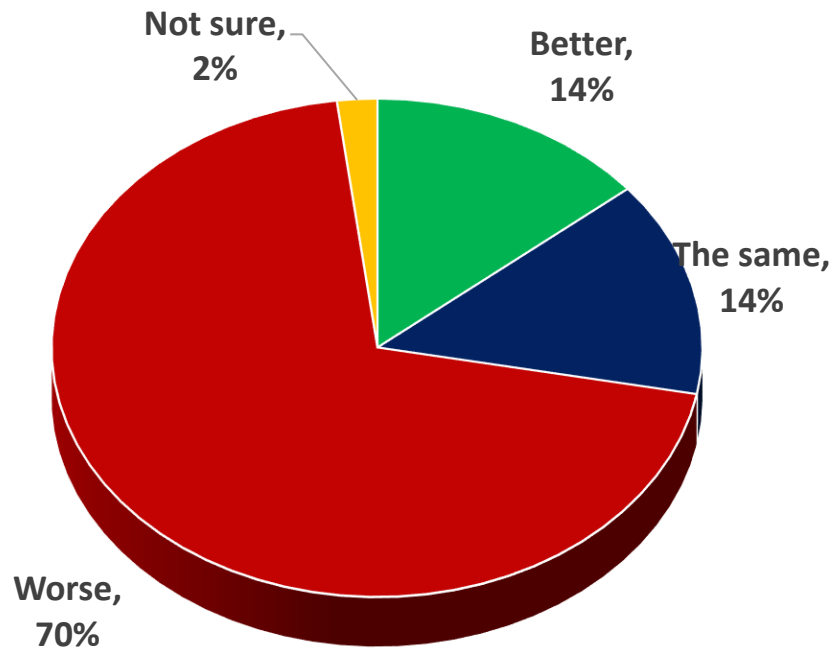
- Current personal/family economic status vs. one year ago
- Future expectations of personal/family economic conditions (i.e., 2020 vs. 2021)

Current Economic Situation vs. Hoped For Future Situation



- ❑ **Current Economic Situation:** 70% of Kenyans feel that their current economic situation is worse than it was in December 2019.
- ❑ **Future/hoped for Economic Situation:** 50% of Kenyans are hopeful that their personal/family economic situation will be better next year whilst 25% feel that it will be worse, with 9% expecting it to remain the same and the rest (16%) not sure about this.

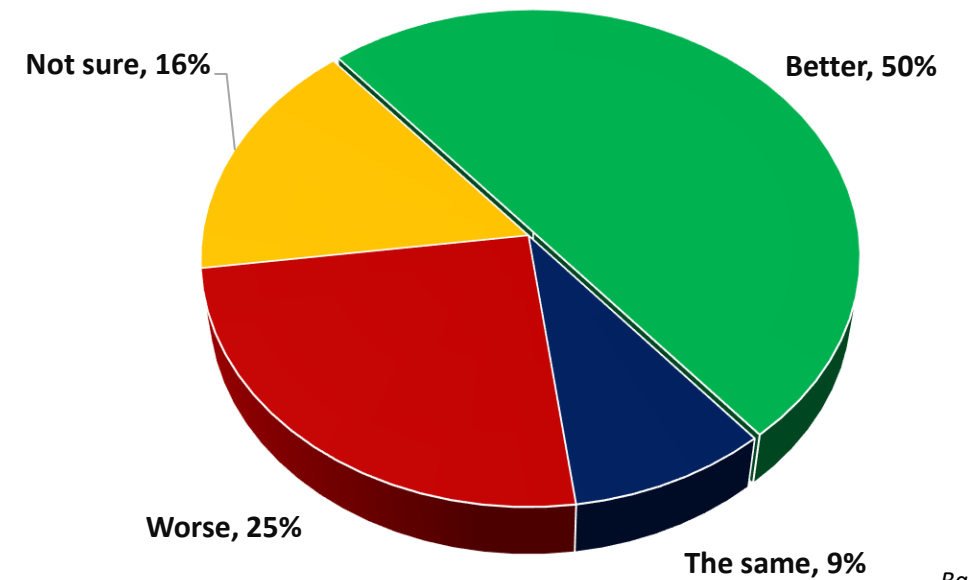
Current personal/family economic conditions vis a vis December 2019



Base = 1,550

Q. "Compared to one year ago (i.e., December 2018), would you say your personal/family's economic position is...?"

Hoped for personal/family economic conditions in 2021 vis a vis 2020



Base = 1,550

Q. "Compared to this year, do you expect next year to be better, worse or about the same for your personal/family's economic position?"

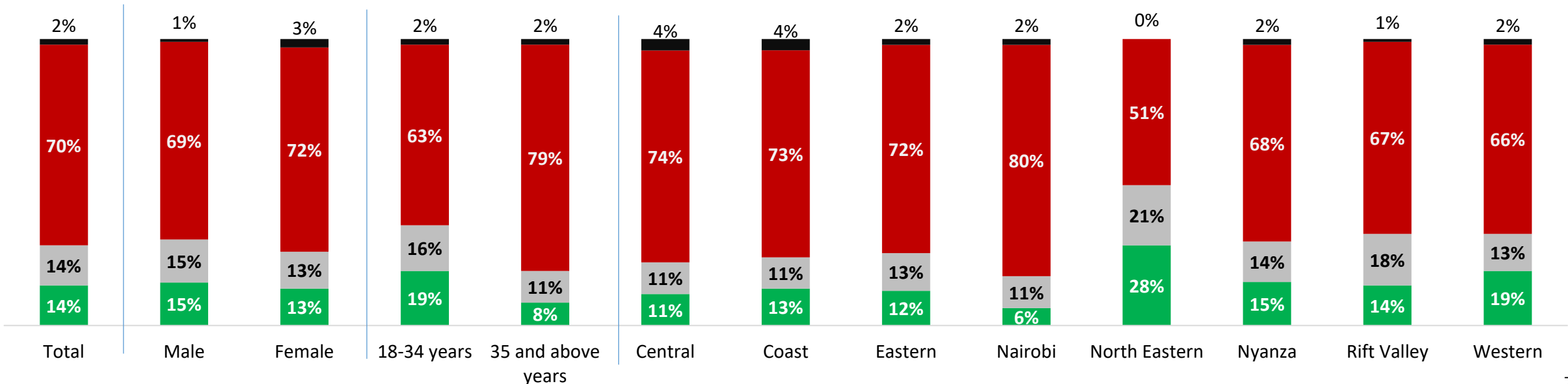
Current Personal/Family Economic Situation vs. One Year Ago



- ❑ There are no significant gender contrasts in terms of the comparison of respondents' current economic situation vis a vis that of a year ago.
- ❑ Compared to the youth, more of the older generation (aged 35+ years) feel that their personal/family economic situation is worse off now compared to one year ago.
- ❑ The highest negative sentiment regarding respondents' economic situation during 2020 is expressed by those living in Nairobi. This county has had the highest number of COVID-19 and has suffered the brunt of virus prevention-restrictions longest.

Current personal/family economic position compared to one year ago

■ Better ■ The same ■ Worse ■ Not sure



Q. "Compared to one year ago, would you say your personal/family's economic position is...?"

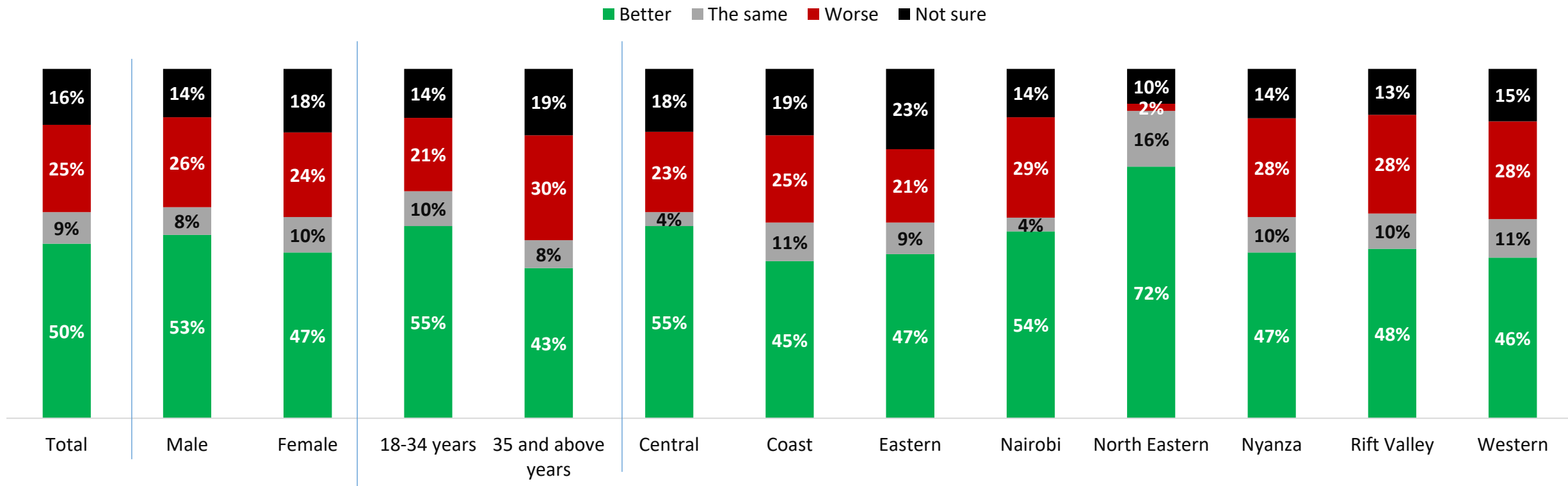
Base = total sample

Future Expectations of Personal/Family Economic Situation



- ❑ Male respondents are more optimistic than women about their personal/family economic conditions for 2021.
- ❑ The youth are more optimistic about the future than older people.
- ❑ Residents of North Eastern are the most optimistic about next year, followed by those in Central and Nairobi.

Expectations/Hope personal/family economic conditions in 2021 (vis-a-vis 2020)



Q. "Compared to this year, do you expect next year to be better, worse or about the same for your personal/family's economic position?"

Base = 1,550



The number of cases of Covid-19 in Kenya has continued to rise rapidly from the first cases reported in March 2020. The Government of Kenya put in place and recommended various measures to curb the spread of the virus, including limiting movement; closure of public spaces with high human traffic; dusk-to-dawn curfews; requiring mask-wearing in public; and ensuring hygiene and social distancing.



However, some of these restrictive measures continue to have negative economic impacts on businesses and workers. The country has witnessed job cuts across various sectors, and incomes of companies and available working hours for staff have fallen significantly.



As a result of this, Kenya is facing a double crisis – the coronavirus pandemic and loss of livelihoods. As a result, Kenyans do not have enough money to buy food, and other basics due to reduced earnings. These are some of the reasons why Kenyans feel that their personal financial situation was worse in 2020.



Festive Season Spending and Activities

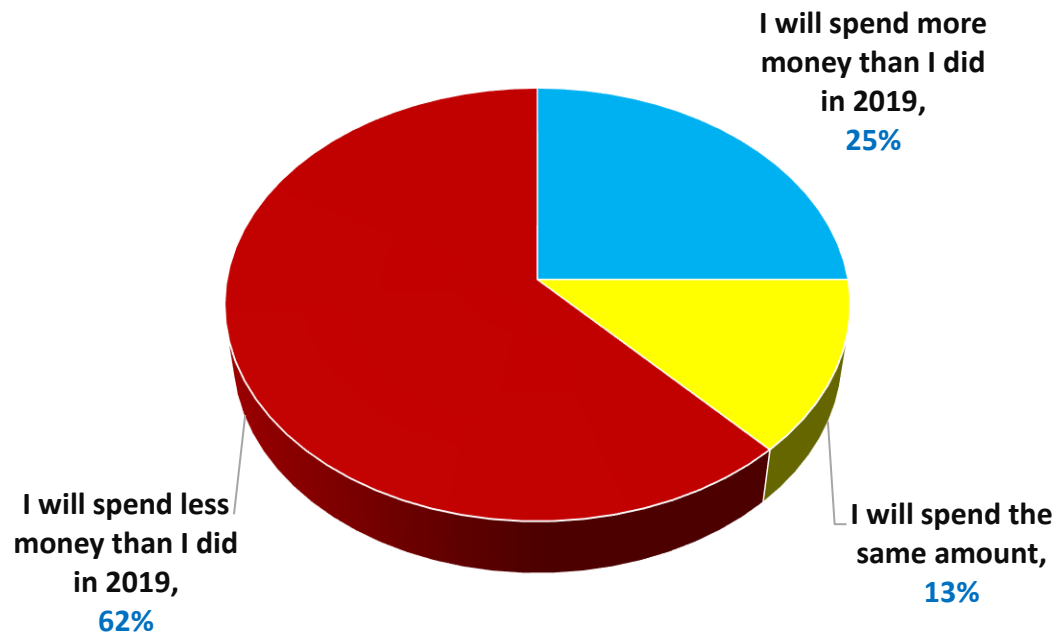
- Expected Festive Season Spending
- Persons with Whom Christmas is Expected to be Celebrated
- Planned Travel During the Festive Seasons of 2019 vs. 2020

Expected Festive Season Spending



- A majority (62%) of Kenyans say that they will spend less during the 2020 festive season than they spent during this period in 2019.

Expected 2020 Festive Season Spending Compared to 2019



Base = 1,550

Q. "Comparing December 2019 and December 2020, how do you think your spending will be during the festive season?"

Photo by [Tamanna Rume](#) on [Unsplash](#)

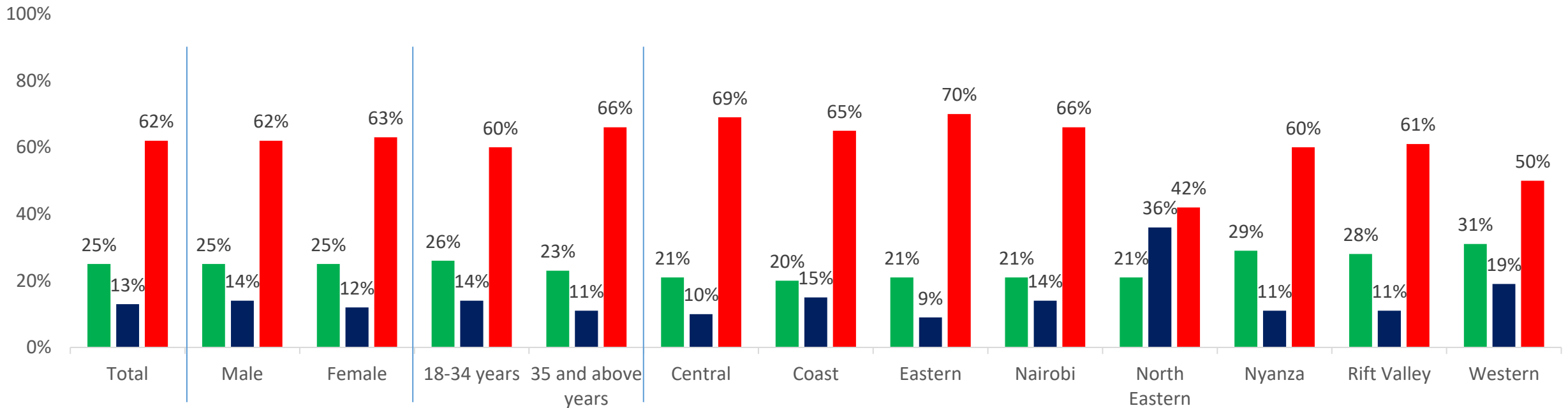
Expected Festive Season Spending



- ❑ There is no significant difference in the planned spending during this festive season compared to the same period last year.
- ❑ The older generation are more pessimistic about their spending this December compared to the younger generation.
- ❑ In terms of region, the most pessimistic spending is from Eastern.

Expected Festive Season Spending (2020 vs. 2019)

■ I will spend more money than I did in 2019 ■ I will spend the same amount ■ I will spend less money than I did in 2019



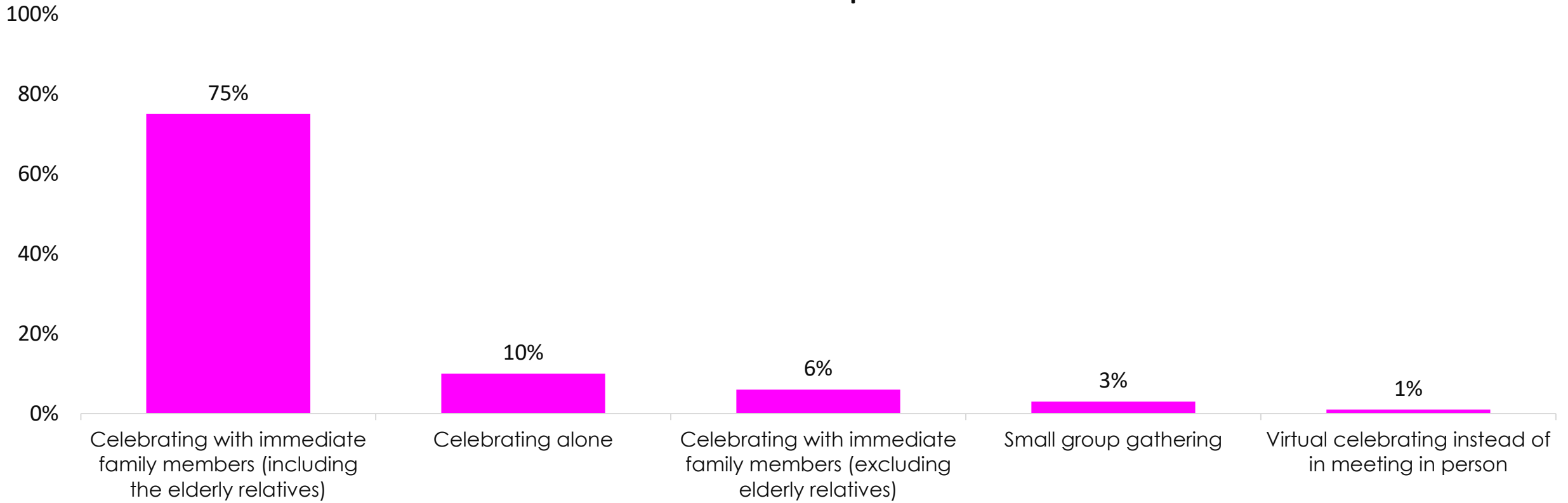
Base = 1,550

Expected Persons with Whom Christmas Celebrations Will Occur



- Majority of Kenyans (75%) intend to celebrate Christmas with family. Most of these planned gatherings will include elderly relatives in spite of the cautionary remarks made by Ministry of Health Officials.

Persons with Whom Christmas is Expected to be Celebrated



Q. "Who will you expect to celebrate Christmas with?"

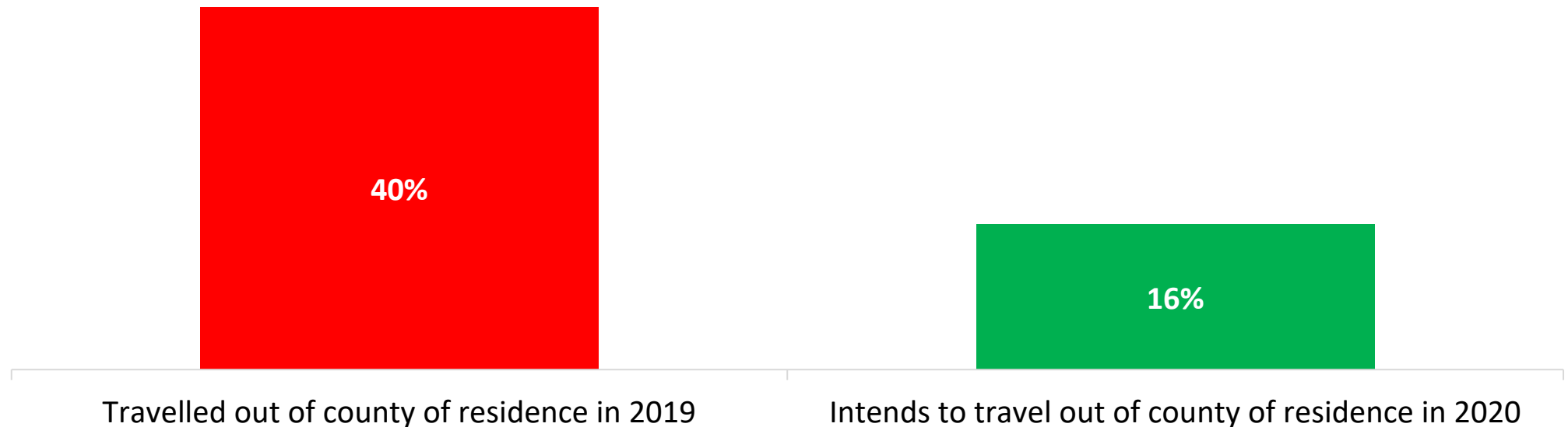
Base = 1,550

Planned Travel During the Festive Seasons of 2019 vs. 2020



- ❑ During the festive season last year, 40% of Kenyans travelled out of the county they reside.
- ❑ In this years festive season, only 16% of Kenyans intend to travel out the county they reside.

% Who Travel During the Festive Season: 2019 vs. 2020



Q. "Did you travel out of the county you live during the festive season in December in 2019? "

Q. "Are you planning to travel out of the county you live in during the festive season in December 2020? "

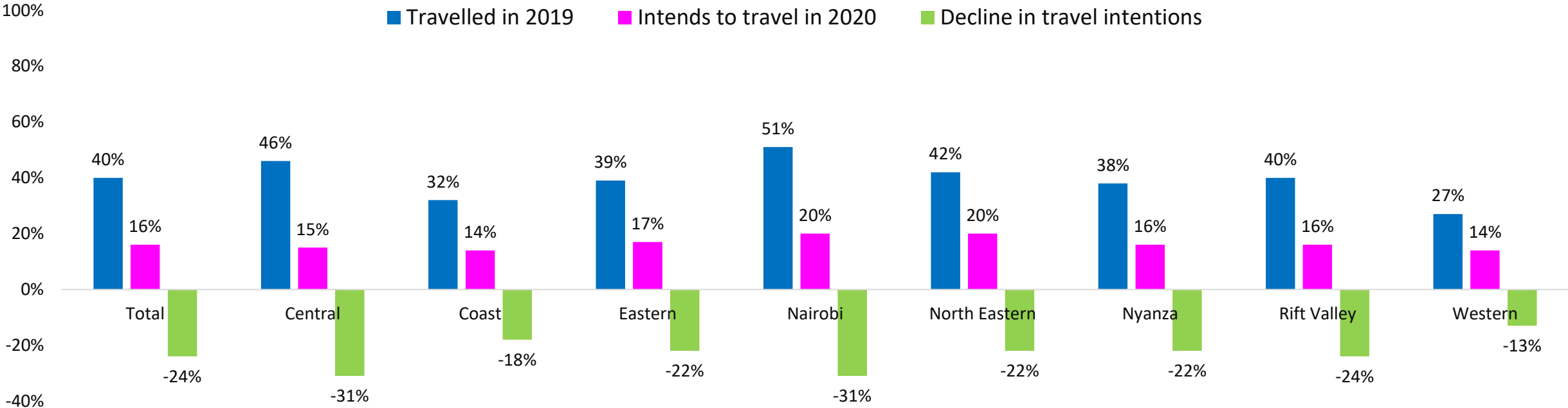
Base = 1,550

Travel During the 2019 vs. 2020 Festive Seasons



- Looking at the total sample those who intend to travel in 2020 are 24% less than those who travelled in 2019.
- The highest proportion making plans to travel out of their county is residence are mainly from Nairobi County.

**Travel During the Festive Season (2020 vs. 2019)
by Total And Regions**



Q. "Did you travel out of the county you live during the festive season in December in 2019?"
 Q. "Are you planning to travel out of the county you live in during the festive season in December 2020?"

Insight: Festive Season Spending and Activities



Kenyan consumers normally increase their spending during the festive season on travel, food and gifts. However, it has been a tough year as the consumers report that their social economic status is decidedly worse than it was in 2019.



The findings of this survey show that 2020 has been a difficult year as 69% will spend less than they did in 2019. This means that the retail and transport sectors (that usually benefits from the Christmas shopping spree) are also suffering. In brief, Kenyans as consumers are pandemic-weary and are less well-off than they were last year, and less inclined to spend what little money they may have.



In particular, Covid-19 has disrupted the way shoppers plan to celebrate the festive season. One in four people surveyed said they usually travel for the holidays, but will celebrate (to whatever extent they can) at their county of residence instead this year.



Covid-19 Concerns

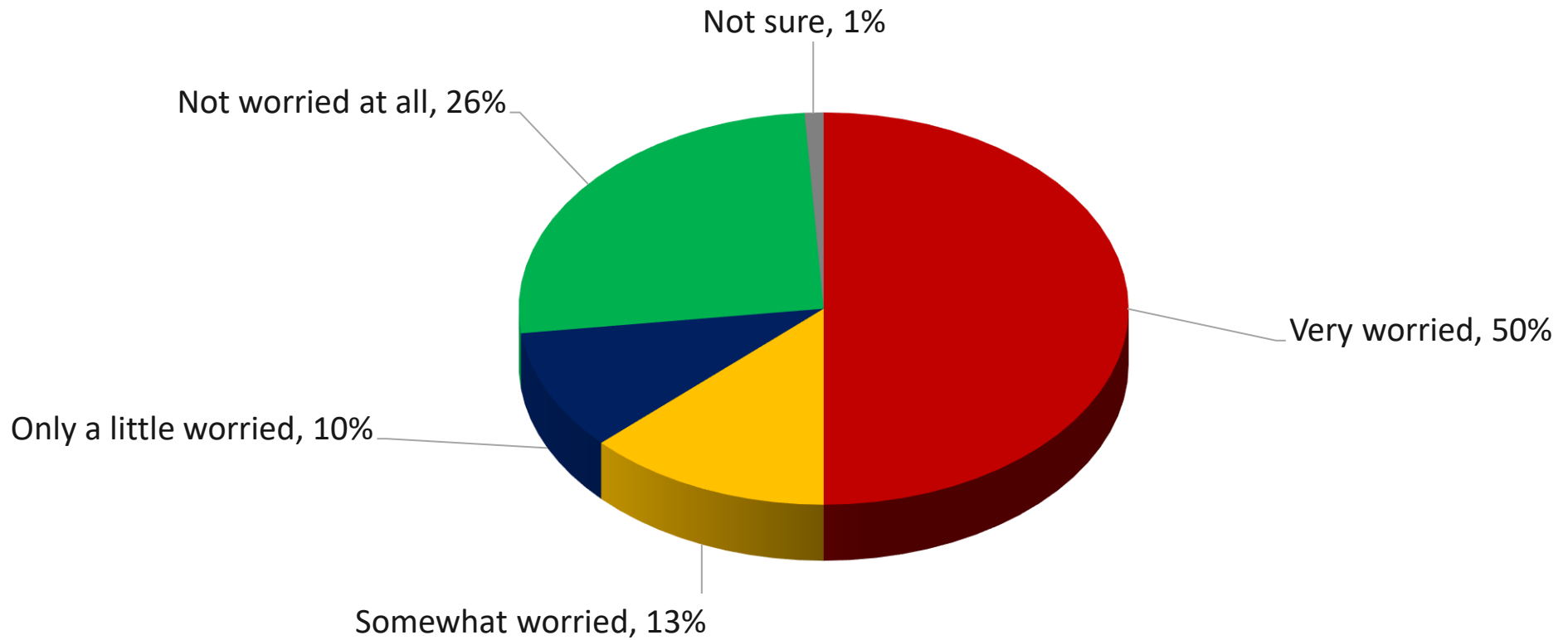
- Level of concern about contracting Covid-19
- Personal Knowledge of Anyone Who Has Become Infected or Who Has Died from the Virus

Level of Concern About Contracting Covid-19



- ❑ 63% of the total sample are either “somewhat” or “very worried” about contracting COVID-19.

Level of Worry About Getting Infected by Covid-19

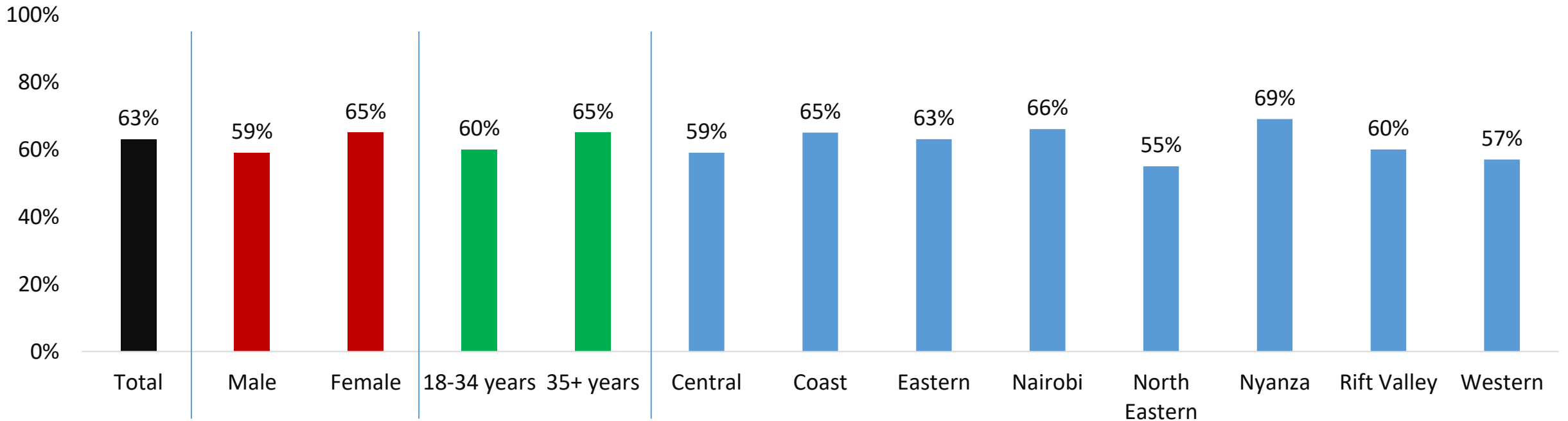


Level of Concern About Contracting Covid-19



- 63% of Kenyans are concerned about contracting COVID-19, with more women having such a concern than men.
- The older Kenyans are somewhat more concerned about contracting the virus.
- In regional terms, residents of Nyanza and Nairobi express the highest levels of concern about this.

% “Very Worried” or “Somewhat Worried” About Contracting Covid-19 by Total, Gender, Age and Region



Q. “How worried are you about getting infected by the Covid-19 virus? Would you say that you are...?”

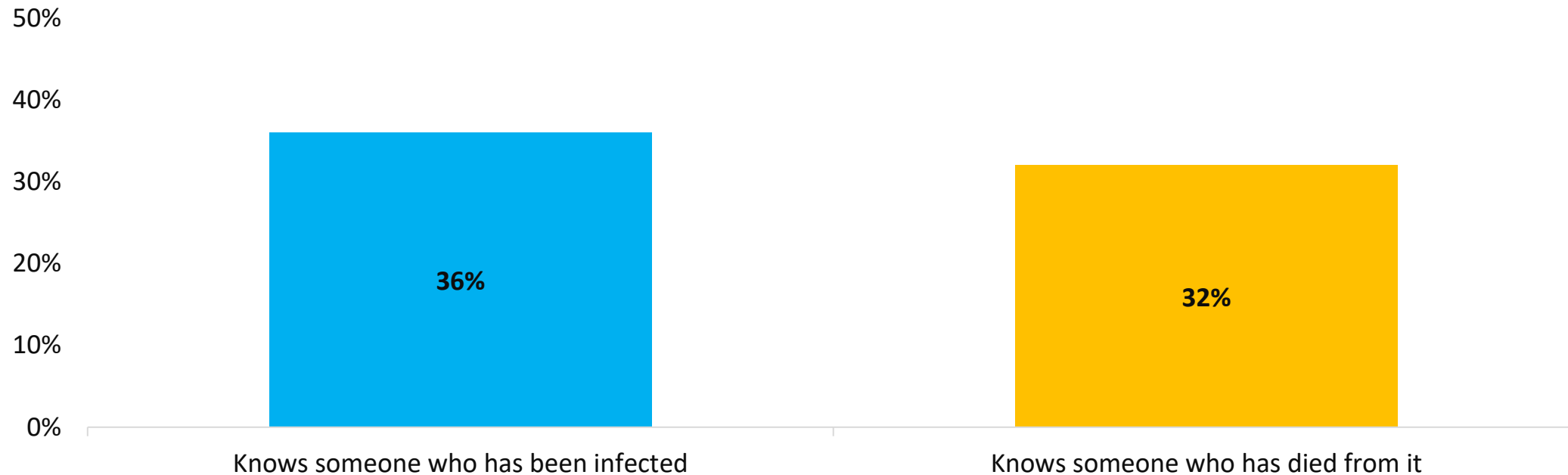
Base = 1,550

Personal Knowledge of Anyone Who Has Become Infected or Who Has Died from the Virus



- More than one third of respondents (36%) say they know at least one person who has been infected by the Covid-19 virus, and nearly as many (32%) say they know someone who has died from it.

% Who Personally Know Someone Who Has Been Infected With/Died From Covid-19



Q. "Do you personally know anyone who has become infected?"

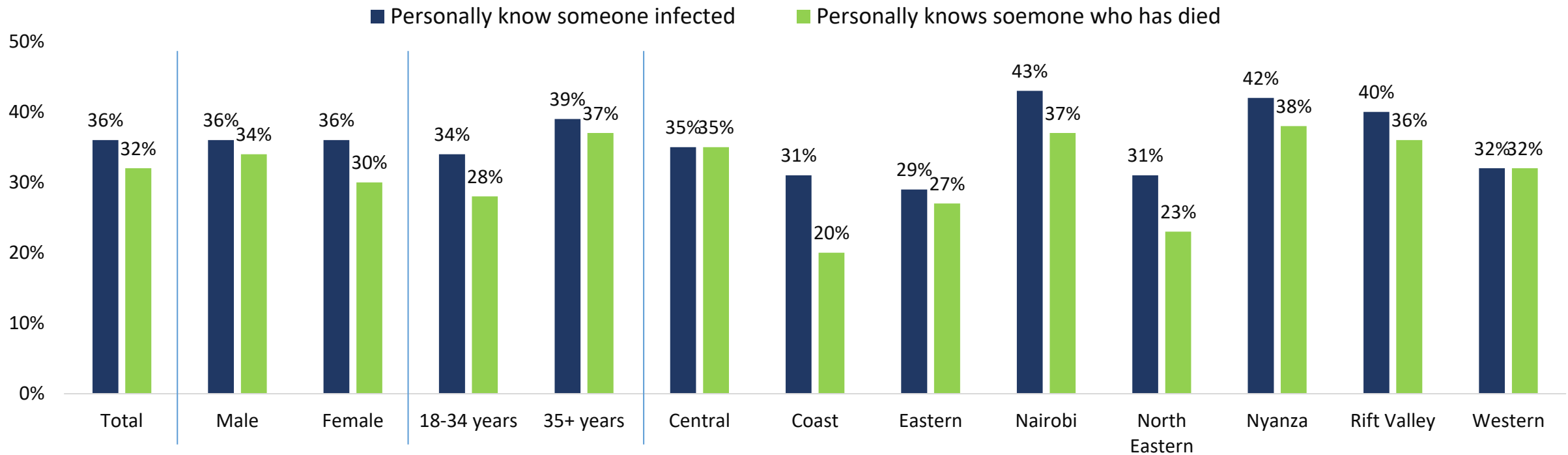
Q. "And do you personally know anyone who has died from it?"

Know Someone Who Has Been Infected (by Key Demographics)



- ❑ The older folk, those residing in Nairobi, Nyanza and Rift-Valley regions are more likely to know someone who has been infected or died from Covid-19

**% Who Personally Know Someone Who Has Been Infected With/Died From Covid-19
by Total, Gender, Age and Region**



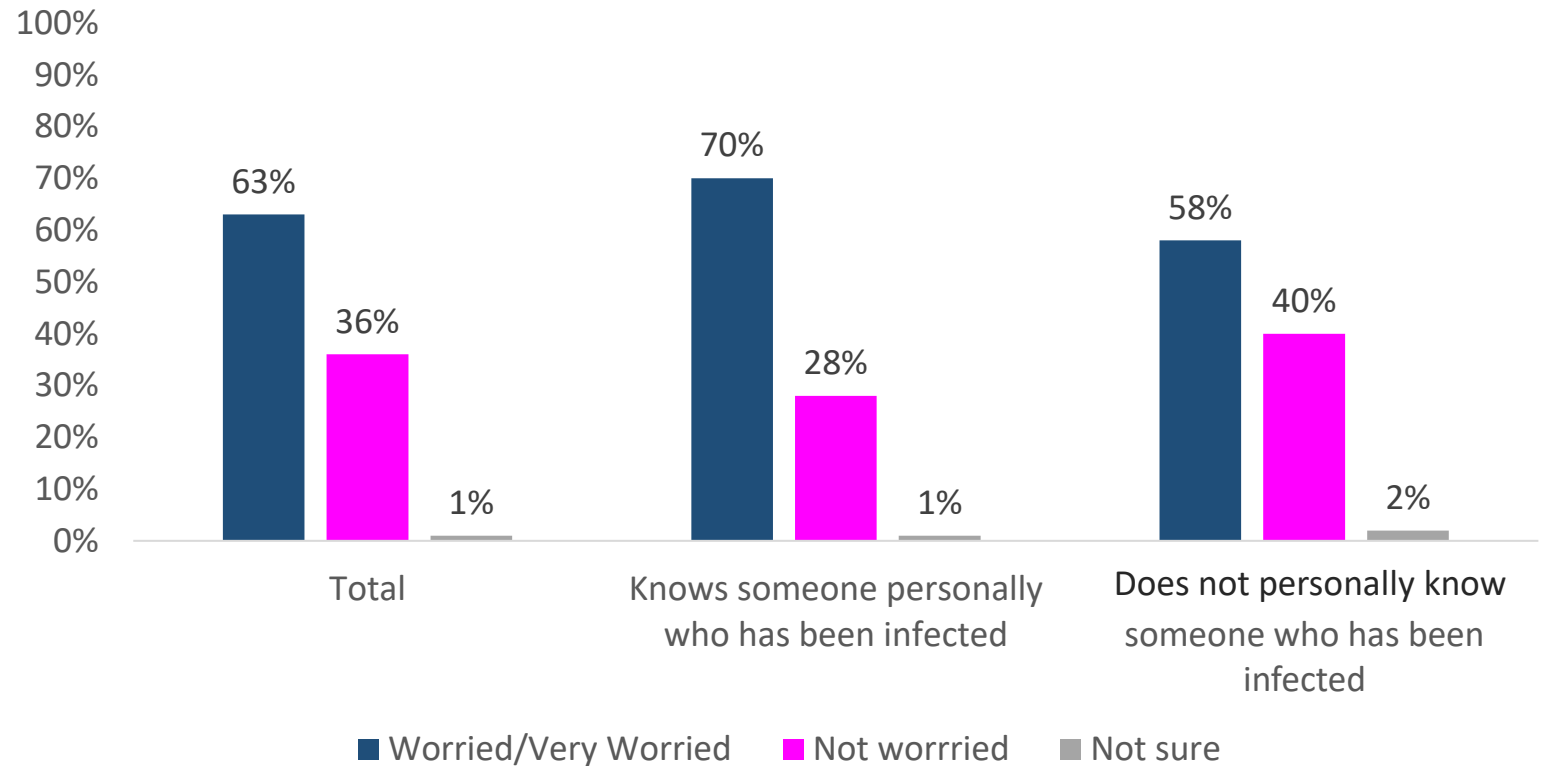
Q. "Do you personally know anyone who has become infected?"
Q. "And do you personally know anyone who has died from it?"

Level of Concern About Contracting Covid-19



- Respondents who personally know someone who has been infected are more likely to be concerned about contracting the disease.

% “Very Worried” or “Somewhat Worried” About Contracting Covid-19

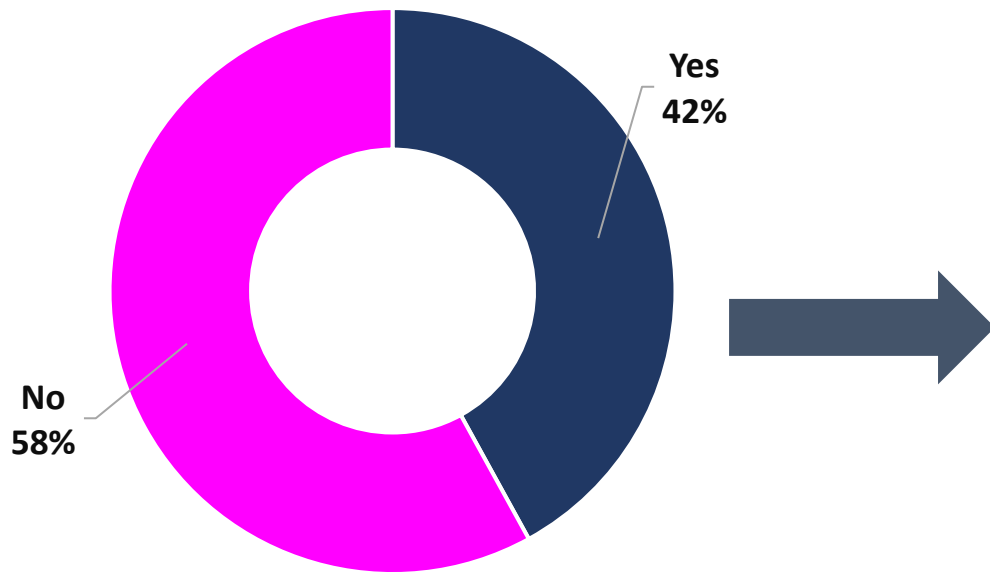


Supplements Taken to Minimize Risk of COVID-19 Infection



- ❑ Less than half of Kenyans are consuming something to boost their immunity from contracting COVID-19.
- ❑ A mixture of hot water and lemon (popularity known as “Dawa”) is the most consumed drink to boost immunity.

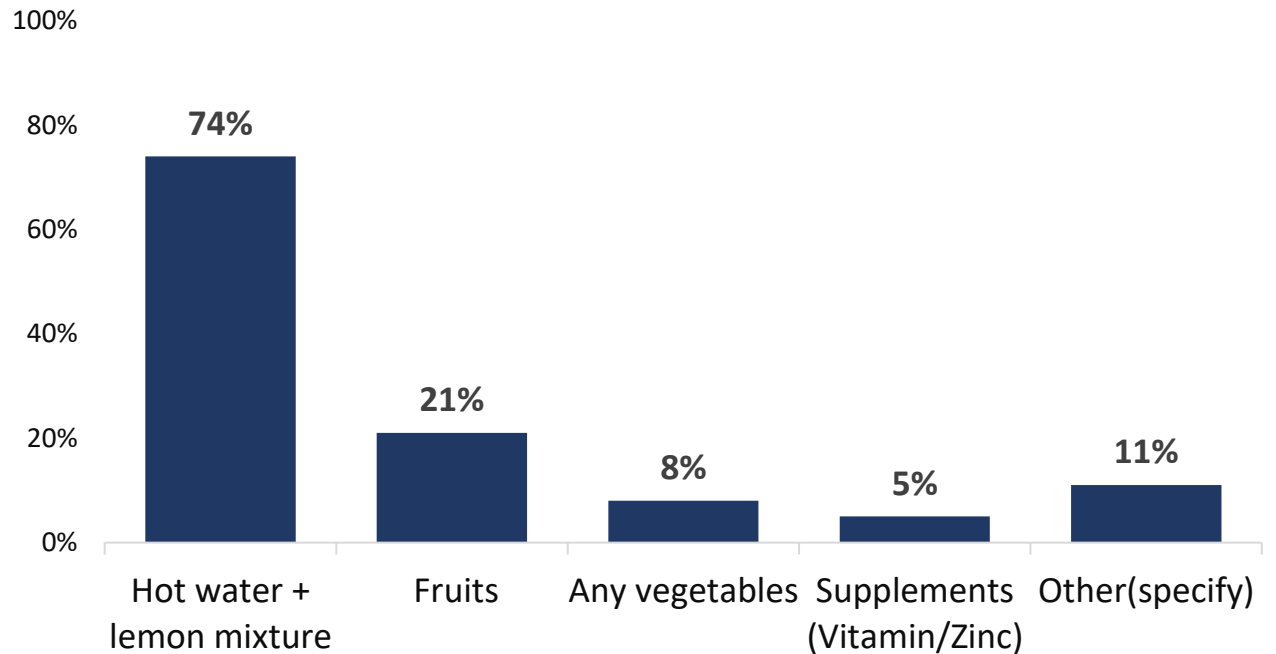
% Consuming Anything to Minimize the Likelihood of Being Infected by Covid-19?



Base = 1,550

Q. “Aside from medications, are you eating or drinking anything to minimize the chances of getting infected by COVID-19?”

Nature of Items/Substances Consumed to Minimize the Likelihood of Infection by Covid-19



Q. “Which one/s?”

Base = 652



As COVID-19 cases increase in Kenya, six out of 10 Kenyans say they are concerned they will contract COVID-19. The concern varies by age with the older folk more concerned. In addition, concern is higher amongst those who personally know someone who has been infected.



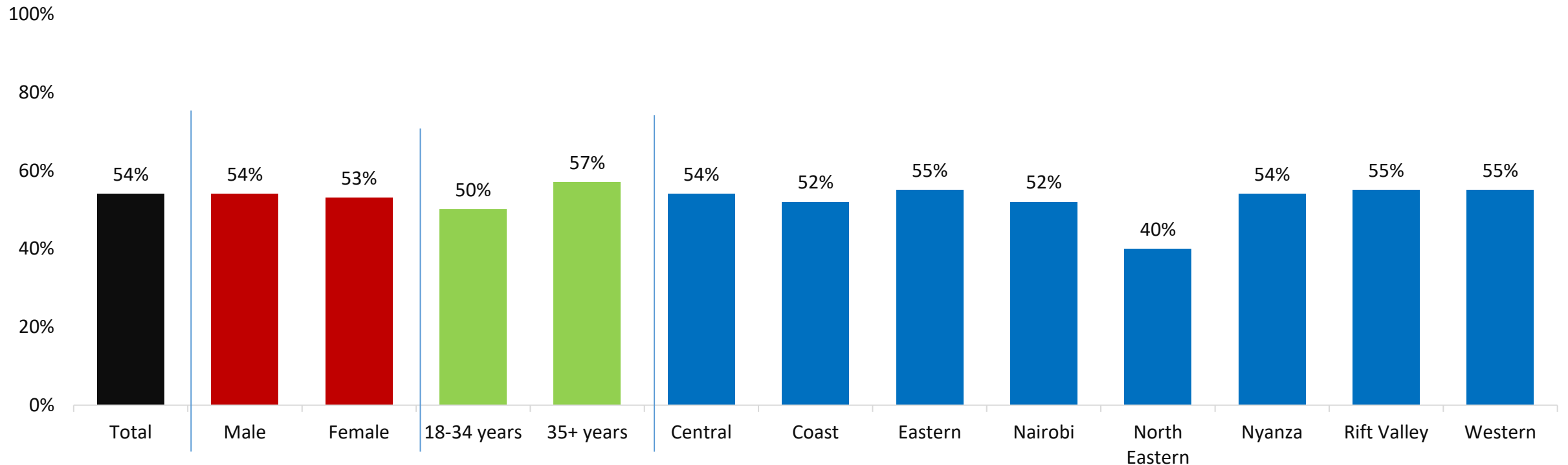
COVID-19 Vaccine Acceptability

Perceived Safety & Efficacy of Covid-19 Vaccine



- Slightly above half (54%) of Kenyans are very confident that the manufactured vaccines will be safe and effective against Covid-19. The lowest confidence is recorded in North Eastern Region at 40%.

% of Kenyans “Very Confident” that Manufactured Vaccines Will be Safe and Effective by Total, Gender, Age and Region



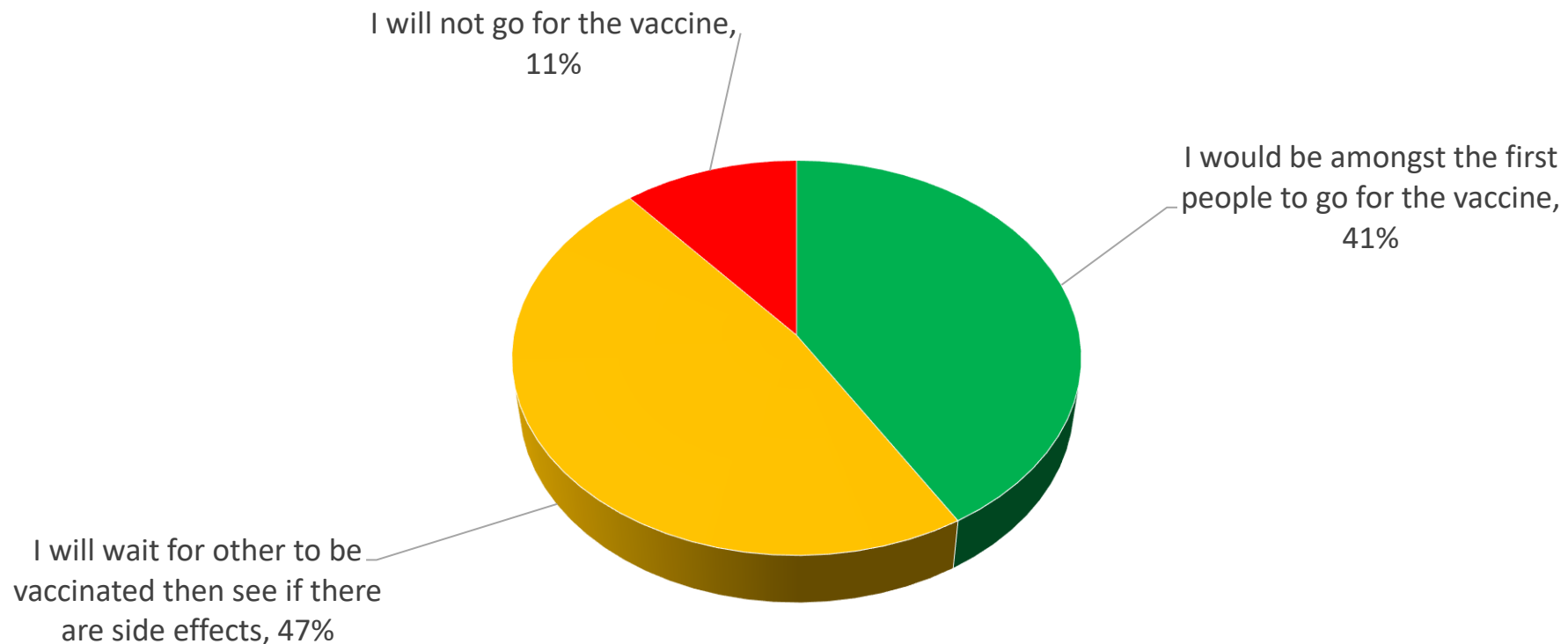
Base = 1,550

Q. “There has been a lot of efforts globally to develop the COVID-19. How confident are you that the manufacturers working on this will develop a safe and effective vaccine?”

Stated Future Response to the Option of Having a Covid-19 Vaccination When Available

- ❑ Only 11% of Kenyans indicate that they would not go for the COVID-19 vaccine even if offered for free.
- ❑ Another 47% are keen to be vaccinated but would be cautious and would assess its side effects.
- ❑ Those totally rejecting it and those intending to adopt a wait and see attitude is an indication of vaccine hesitancy.

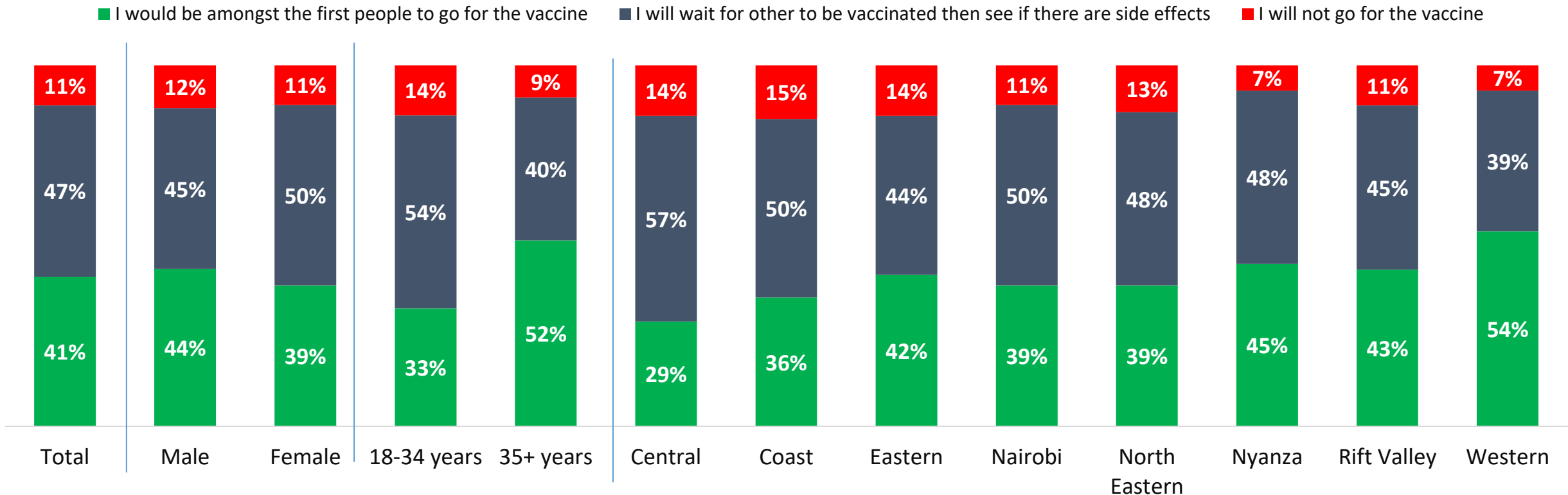
Stated Response to Option of Having a Covid-19 Vaccine When It Becomes Available



Stated Future Response to the Option of Having a Covid-19 Vaccination When Available: by Total, Gender, Age and Region

☐ The most hesitant and will adopt a wait and see attitude are the youth and those from Central region.

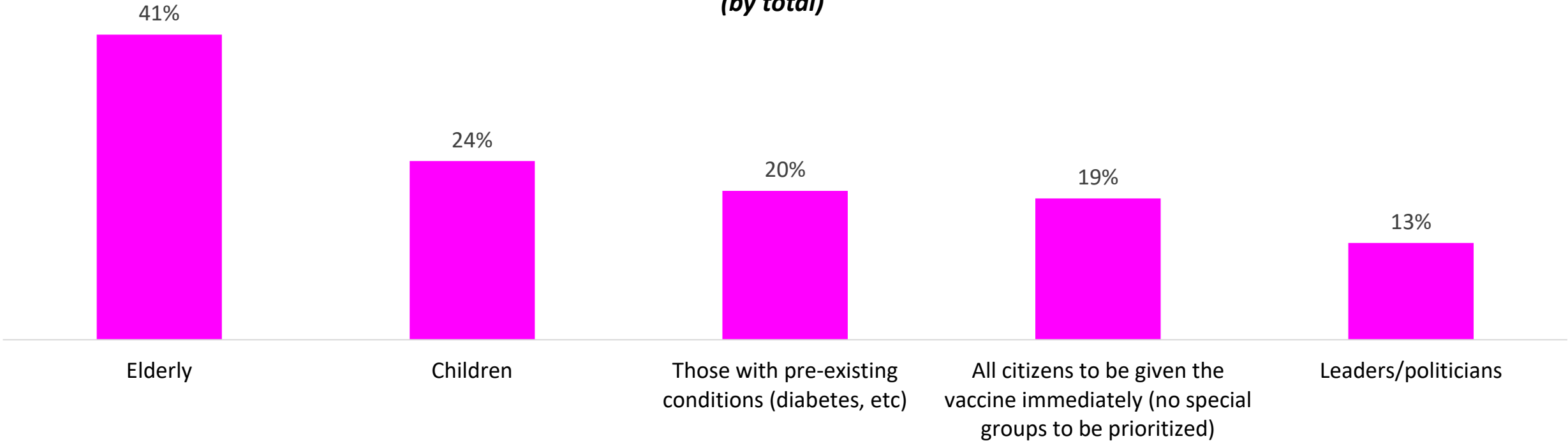
**Stated Response to Option of Having a Covid-19 Vaccine When It Becomes Available
By Total, Gender, Age and Region**



Preferred Priority Groups for COVID-19 Vaccine

☐ The elderly are considered to be the priority target group for the vaccine.

Priority groups for Covid-19 Vaccine When It Becomes Available (by total)

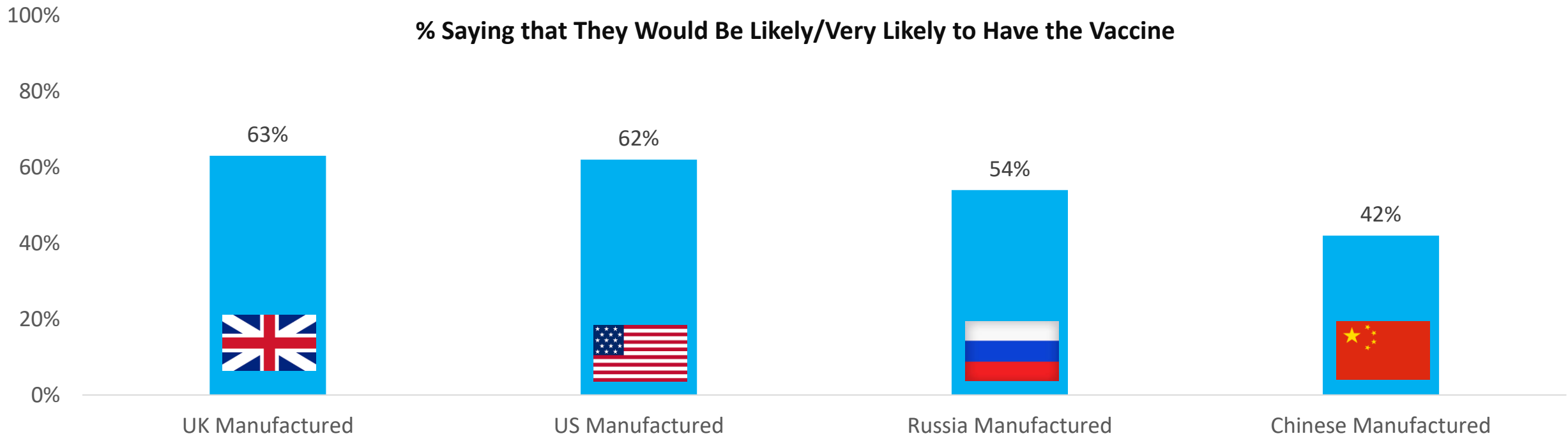


Q. "Which category of Kenyans should be given priority for the vaccine once it arrives in Kenya?" SINGLE RESPONSE, DO NOT PROMPT

Base = 1,550

Willingness to Have a COVID-19 Vaccine: Country Source Perceptions

- Several coronavirus disease 2019 (COVID-19) vaccines have been released in various countries. As of now, Kenyans differ as to their willingness to have these vaccines, with any from the UK attracting considerably more acceptance/confidence from any of Chinese origin that might be made available.



Base = 1,550

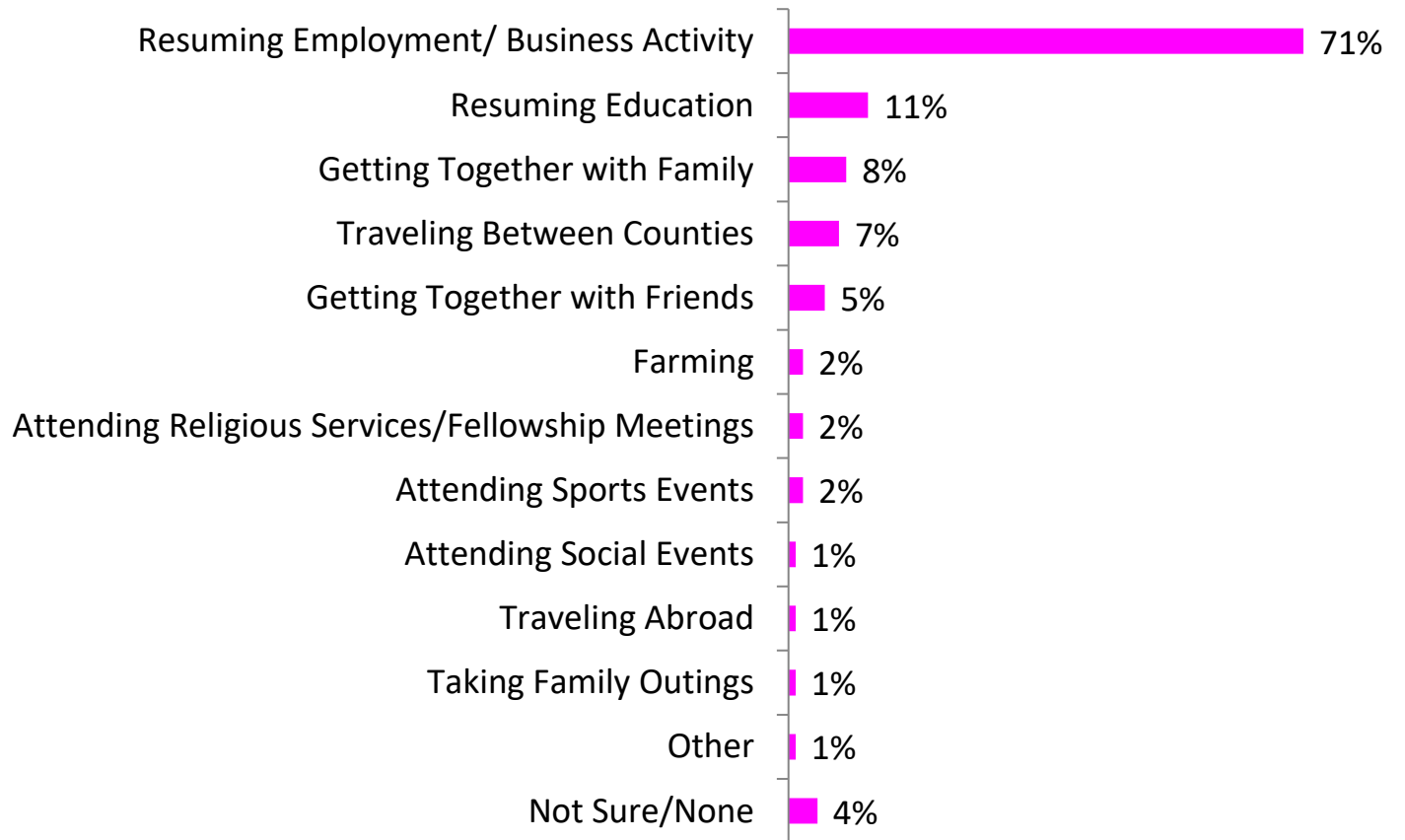
Q. "If the vaccines from various countries were made available to you FOR FREE, how likely are you to go for the vaccine from each of the following countries?" OPTIONS READ OUT

Main Priority Post-COVID-19 Activities



- ❑ The overwhelming majority of Kenyans (71%) are most looking forward to resuming regular employment and/or their usual business/ entrepreneurial activities.
- ❑ Returning to school (for those 18 and older whose education was disrupted) and being able to engage in various social activities also received considerable mentions.
- ❑ Very few (4%) say there is really nothing/nothing particular they are looking forward to doing that they have not been able to do during the long months of the pandemic.

Activities Kenyans are Most Eager to Resume After the COVID-19 Pandemic





The COVID-19 vaccine complete acceptability level is high at 41%. However, a considerable proportion of Kenyans (47%) would adopt a wait-and-see approach to monitor the side-effects.



This shows that one of the key obstacles in reaching the goal of population immunity is vaccine hesitancy, i.e., a delay in accepting a vaccine when one becomes available, or refusing it altogether.



These findings indicate the need to build trust by engaging through trustworthy public communication in terms of content and sources to foster a positive attitude towards any such vaccines. At the same time, the experience of populations in other countries will also be influential, given that this subject is certain to receive considerable media coverage.



Methodology and Demographics

Methodology Overview

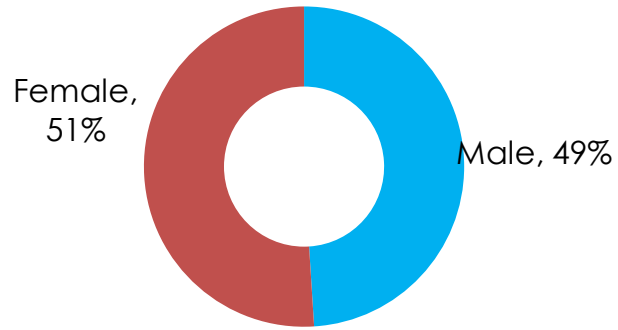


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|-----------------|---|
| Fieldwork Dates | 8 th to 19 th December 2020 |
| Geographical | National, All regions |
| Data collection | Telephonic Interviews |
| Sample | 1,550 respondents |
| Margin of error | +/- 2% |

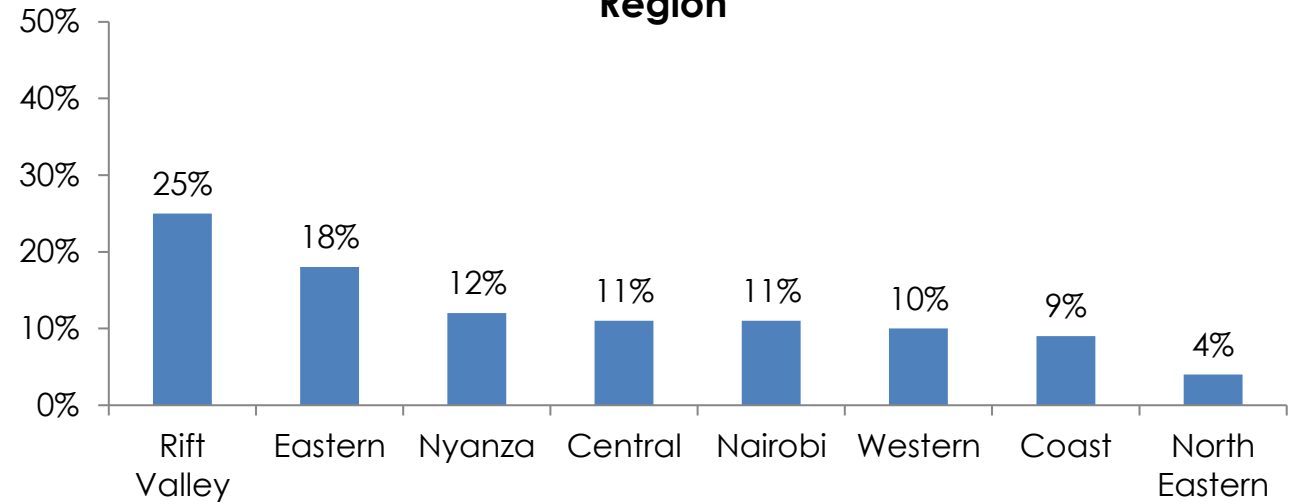
Demographics: Region, Gender, Age & Education Level



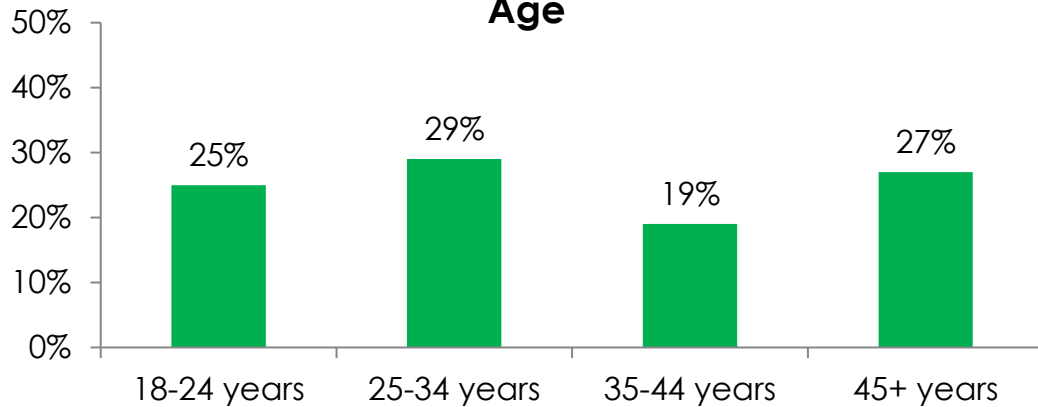
Gender



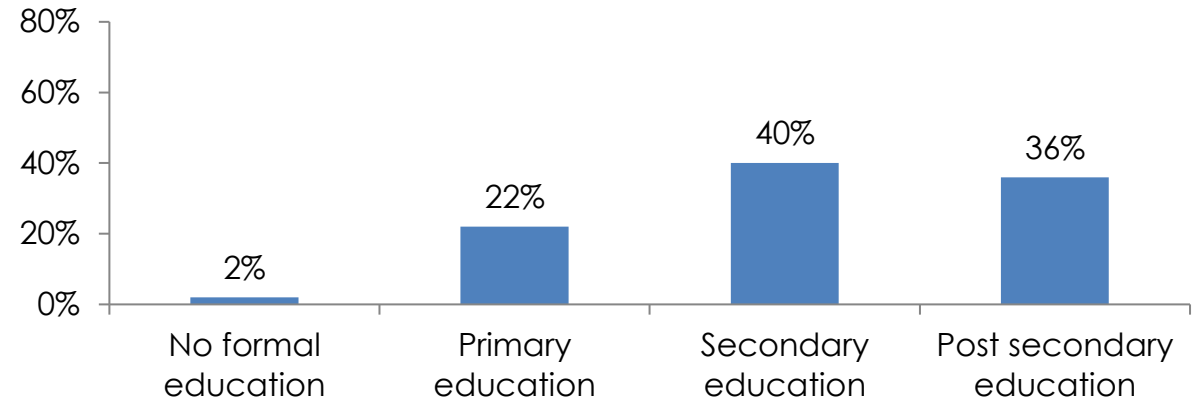
Region



Age



Education Level



Base=1,550



For Inquiries and Suggestions Contact:

Dr Tom Wolf
Research Analyst
tpwolf1944@gmail.com

Maggie Ileri
CEO
Maggie.ileri@tifaresearch.com

www.tifaresearch.com