



Learning to live with Corona?

Kenyan citizens' knowledge, attitudes and practices

1. Introduction

The Coronavirus pandemic has brought unprecedented challenges to scientists and policy makers as they try to guide us safely through, minimising the loss of life while also protecting people's livelihoods. In Kenya, as in many other places, an initial peak in case numbers in April-July 2020 receded, then rose again in a second spike later in the year – reaching over 1,000 new diagnosed cases per day in November. It is clear that the virus could be with us for a long time to come.

Learning to live with Covid-19 is the next part of the challenge presented by the virus. Vaccines have been shown to offer protection, but rolling these out across the globe will take time – years rather than months. In the meantime, lockdown restrictions cannot continue forever without causing losses to lives and livelihoods. Allowing schools and businesses to re-open will be essential, but it remains just as important to do this without

allowing Coronavirus infections to spiral out of control.

Citizens' perspective on the situation is an important part of the picture. How citizens' feel about the necessity of particular restrictions can have a considerable impact on how well they play out in practice. Similarly, how well they understand the virus can influence the steps they take to prevent transmission. And how they are coping economically is important: there is only so much strain households can bear.

This report presents data on citizens' knowledge, attitudes and practices on matters relating to the Covid-19 pandemic at the end of 2020, nine months into the outbreak in Kenya. How has citizens' understanding of the virus – and of preventing transmission – changed since the early days of the pandemic? How has behaviour changed? In what ways

are people's livelihoods affected by the outbreak and restrictions introduced to curb its spread? And what channels are the most effective at reaching citizens with public information campaigns about the virus and the national response?

Findings are presented under four broad headings, namely (i) awareness and behaviour, (ii) livelihoods, (iii) the national response, and (iv) sources of information.

Data for the brief come from a special panel of Twaweza's Sauti za Wananchi mobile-phone panel survey. This was created through random sampling from a database of contacts from previous surveys to establish a new representative panel of the country's population. Statistical weightings have been applied to the panel, to ensure it is fully representative at national level, for rural and urban areas, as well as for Nairobi and Mombasa. For this brief, data were collected from 3,000 respondents in the third round of the special Sauti za Wananchi panel, conducted between 18 November and 3 December, 2020. This data is analysed alongside data from the first survey round of the panel, conducted between 29 May and 30 June 2020.

Key findings include:

On citizens' awareness and behaviour

- Awareness of Coronavirus in Kenya is now almost universal
- 1 out of 4 households include someone who has been tested for the Coronavirus
- Most citizens are aware of confirmed cases and deaths from the Coronavirus within their county
- Most confirmed Covid-19 cases are diagnosed after visiting a hospital when experiencing symptoms
- Most citizens are confident that they would get the help they need if they fall sick with the Coronavirus
- Citizens list public places and social gatherings as the places where someone is more likely to be exposed to the Coronavirus
- Some myths and misconceptions about the Coronavirus have grown in strength
- Self-reported mask-wearing has increased since June 2020
- Citizens are now more likely to self-quarantine at home and less likely to call the Corona hotline

On household livelihoods:

- The biggest effects of Covid-19 restrictions on households have been the negative economic effects
- Almost all citizens expect the continued spread of Covid-19 to make their family worse off financially
- Compared to June 2020, households now have less food stored and available at home, but they have more money available
- Most households say the food currently available at home could not last more than a week

- Half of households report that their daily food intake has worsened over the previous month

On the national response:

- More citizens say the government has handled the Coronavirus outbreak well than badly
- Most citizens are not confident that the government has spent Covid-19 funds appropriately
- Citizens highlight the management of funds, the lack of supplies in health facilities and the weak enforcement of preventive measures as areas where the government has performed poorly
- To cope with a second wave, citizens suggest stricter enforcement of rules and better supplies to health facilities
- Most citizens agree that people have resumed business as usual despite the threat of the Coronavirus
- Half of citizens say the measures put in place by government to help citizens recover economically are sufficient
- Citizens say education, health and the informal sector are the most badly affected by the economic effects of Covid-19
- Citizens suggest the government should provide grants and loans to businesses and work to create job opportunities
- Citizens think the main reason for increased local transmission of Covid-19 is that people have returned to work
- Citizens are concerned about both the negative economic impact and the health risks of a possible second wave
- Most citizens say re-opening schools puts children at risk, half support the re-opening of schools
- Half of citizens fear visiting health facilities for fear of contracting Coronavirus
- Citizens do not think guidelines for re-opening of churches and social gatherings are being followed properly

On citizens' sources of information:

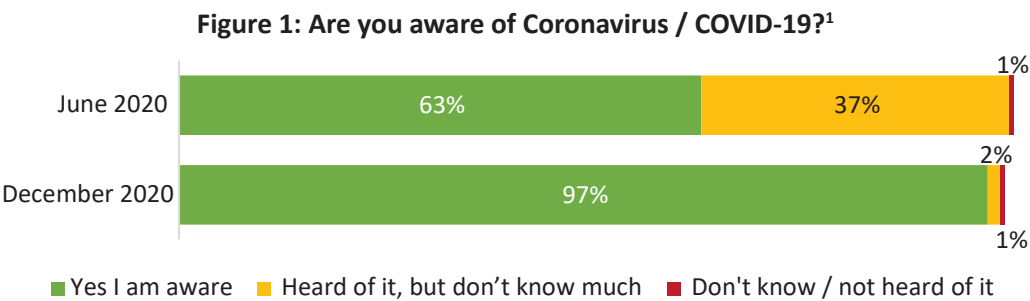
- 9 out of 10 citizens have seen or heard Coronavirus-related messages in the past month
- Radio and TV are the most common ways citizens have seen or heard Coronavirus-related messages
- TV is seen as the most useful and trustworthy source, followed by radio
- Most citizens say the Ministry of Health daily briefings remain relevant

2. Kenyan citizens’ knowledge, attitudes and practices on the Coronavirus outbreak

2.1 Awareness and behaviour

Insight 1: Awareness of Coronavirus in Kenya is now almost universal

Awareness of the Coronavirus in Kenya is now almost universal, with almost all citizens (97%) now saying that they are confidently aware of the virus, up from six out of ten (63%) in June 2020. At that point, a significant proportion (37%) said they had heard of the virus but did not know much about it – this number has now fallen dramatically as people’s understanding of the virus has risen.

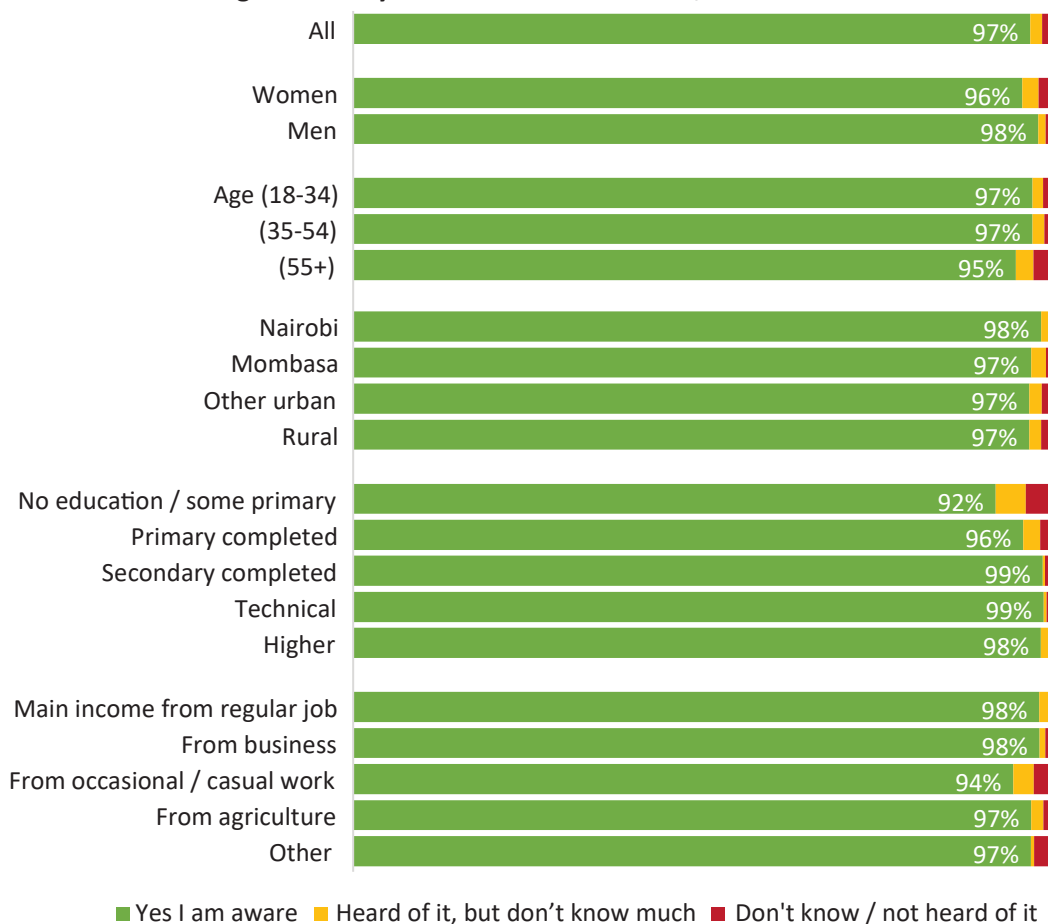


Source: *Sauti za Wananchi* mobile phone survey, special panel r3 (18 Nov – 3 Dec, 2020); and r1 (29 May – 30 June, 2020);
Base: all respondents (n=3,000)

Awareness of the Coronavirus is consistently high across most demographic groups – women and men, all age groups, urban/rural settings and those with different sources of income. The only exception is those with lower levels of education, where awareness of the virus is a little lower, though even among this group, nine out of ten (92%) are confidently aware of the virus.

1 Percentages in charts may not add up to 100% due to rounding.

Figure 2: Are you aware of Coronavirus / COVID-19?



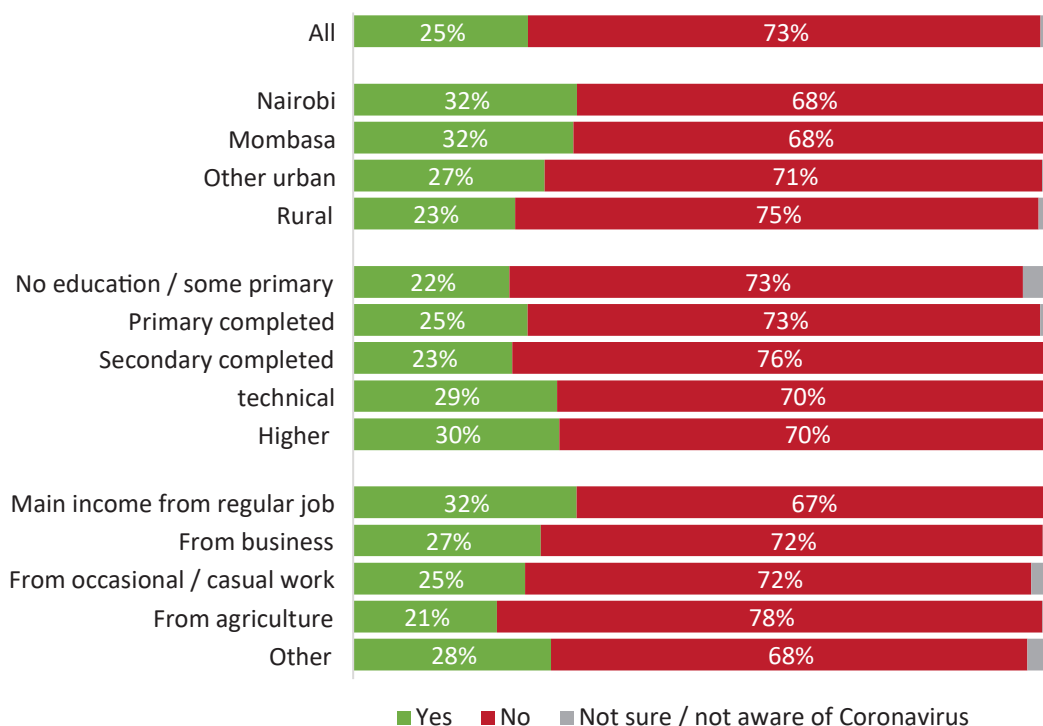
Source: *Sauti za Wananchi* mobile phone survey, special panel r3 (18 Nov – 3 Dec, 2020);

Base: all respondents (n=3,000)

Insight 2: 1 out of 4 households include someone who has been tested for Coronavirus

One out of four of all households (25%) report that one or more household members has undergone a test for Covid-19. This rises a little in Nairobi (32%) and Mombasa (32%), and is a little lower in rural areas (23%).

Figure 3: Have you or any household member been tested for Coronavirus?

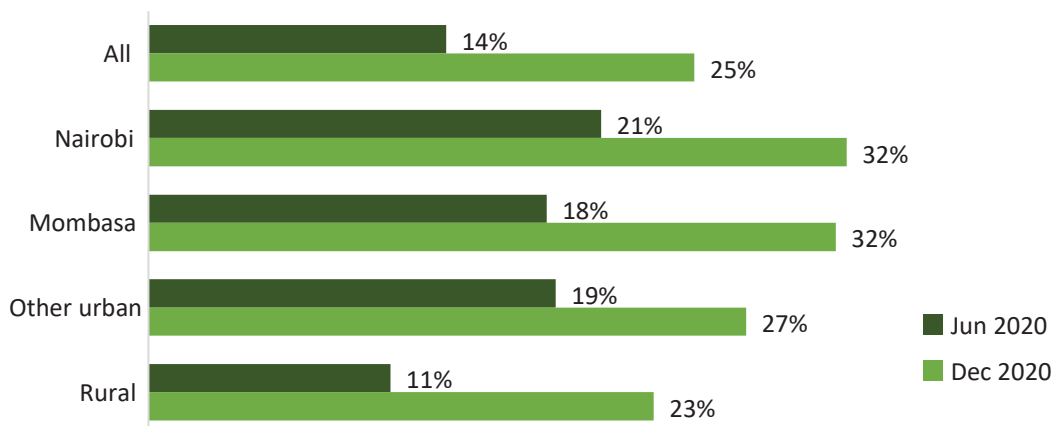


Source: *Sauti za Wananchi* mobile phone survey, special panel r3 (18 Nov – 3 Dec, 2020);

Base: all respondents (n=3,000)

The number of households where someone has had a Coronavirus test has almost doubled between June and December 2020 (14-25%).

Figure 4: Percent of households where someone has been tested for Coronavirus:



Source: *Sauti za Wananchi* mobile phone survey, special panel r3 (18 Nov – 3 Dec, 2020); and r1 (29 May – 30 June, 2020);

Base: all respondents (n=3,000)

Insight 3: Most citizens are aware of confirmed cases and deaths from Coronavirus within their county

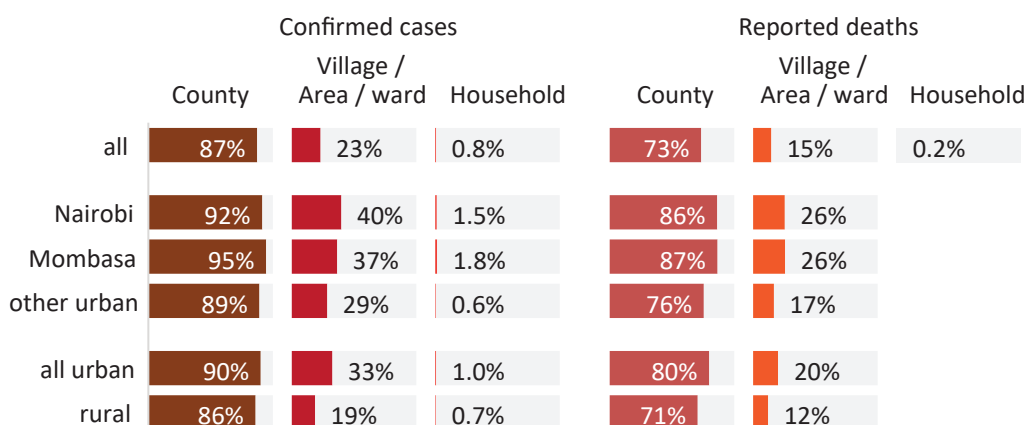
Nine out of ten citizens (87%) are aware of confirmed cases of Covid-19 in their county, and a clear majority (73%) are also aware of reported deaths from the virus in their county. In fact, by August 2020, all counties of the country had recorded at least one confirmed Coronavirus case².

Awareness of cases and deaths within a specific village, area of ward is lower, though four out of ten residents of Nairobi (40%) and Mombasa (37%) are aware of confirmed cases in their communities.

A small number of households (0.8%) report experiencing confirmed cases within their household – again higher in Nairobi and Mombasa than elsewhere.

2 <https://nairobineews.nation.co.ke/news/covid-19-cases-now-recorded-in-all-47-counties>

Figure 5: Are there confirmed cases / reported deaths of Covid-19 in your ...?



Source: *Sauti za Wananchi* mobile phone survey, special panel r3 (18 Nov – 3 Dec, 2020);
Base: all respondents (n=3,000)

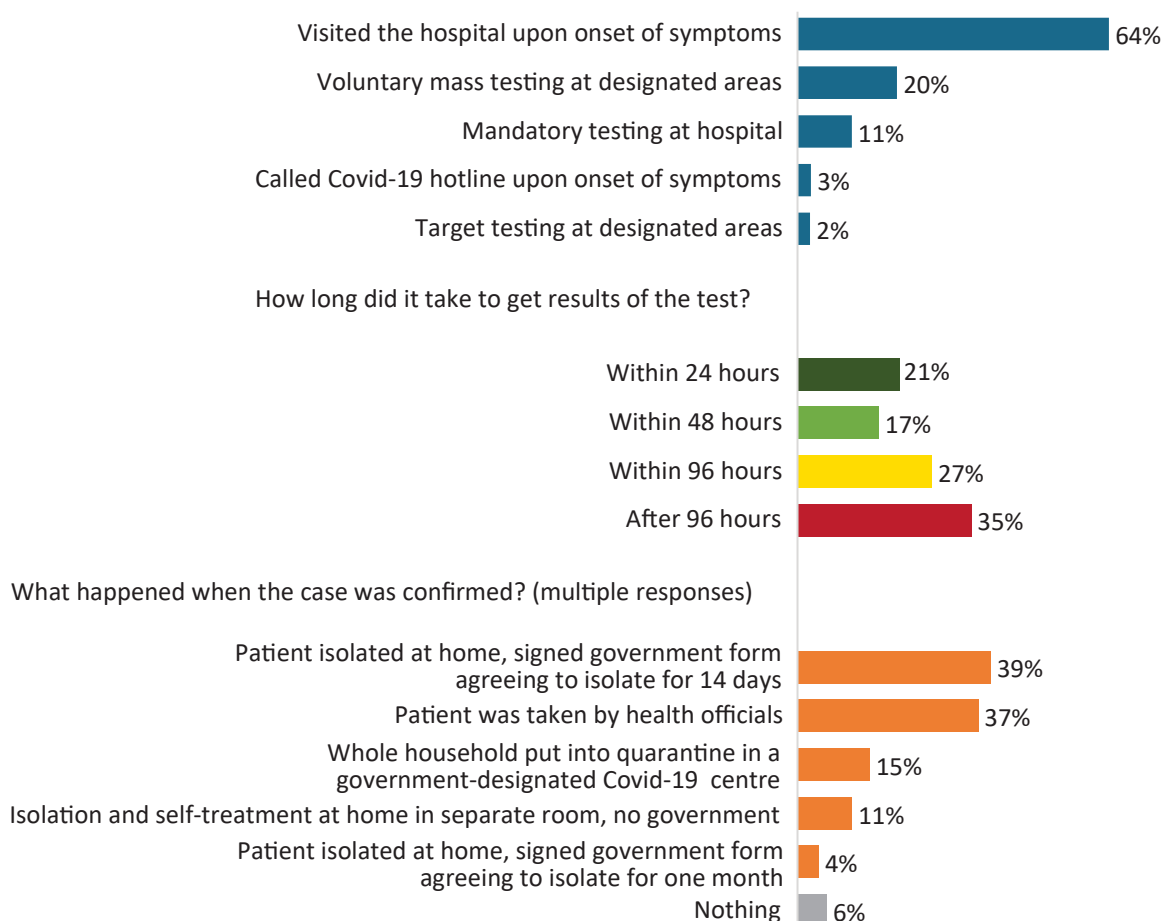
Insight 4: Most confirmed Covid-19 cases are diagnosed after visiting a hospital when experiencing symptoms

Among the relatively small number of households reporting a confirmed Covid-19 case within their household (28 households), the majority (64%) report that the case was diagnosed by a hospital. Two out of ten cases (20%) were diagnosed by voluntary mass testing at designated facilities, and one out of ten (11%) by mandatory testing at hospital.

More than half (62%) of the positive test results came back more than two days after the test was conducted, including one out of three tests (35%) where the results were not available within four days of the test.

Among confirmed cases, four out of ten (39%) report having isolated at home for 14 days and signing a government form agreeing to do so, and a further one out of ten (11%) report isolating at home without signing a government form. A similar number (37%) report that the patient was taken away by health officials. Others report the whole household entering quarantine at an official government facility (15%).

Figure 6: Households' experience of Covid-19 cases in their household:
How was the Covid -19 case in your household confirmed?



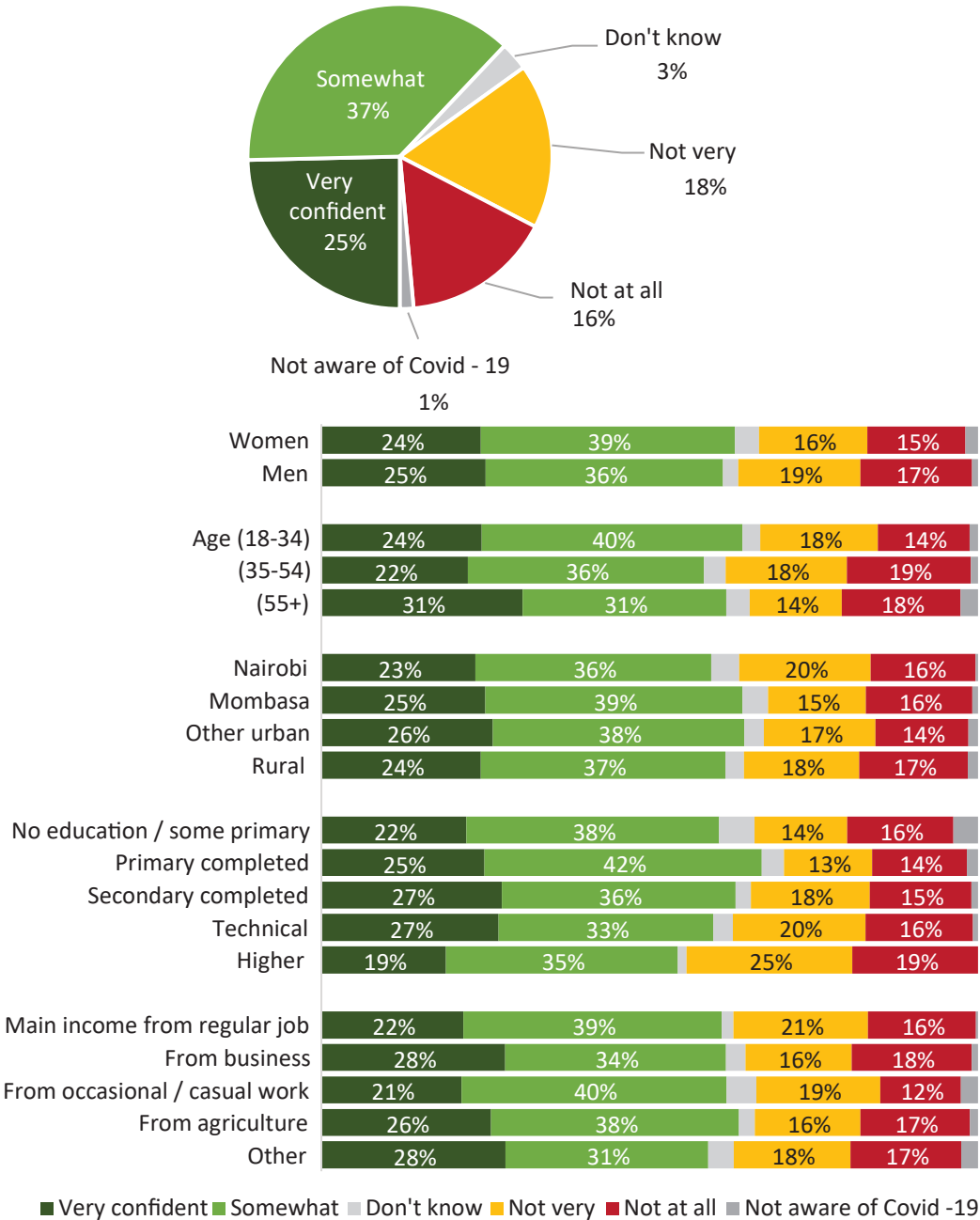
Source: *Sauti za Wananchi* mobile phone survey, special panel r3 (18 Nov – 3 Dec, 2020);
Base: all respondents (n=3,000)

Insight 5: Most citizens are confident that they would get the help they need if they fell sick with the Coronavirus

A majority of citizens (62%) are confident that they would be able to get the help they need immediately if they fell sick with the Coronavirus, including a quarter (25%) who are very confident of this. One out of three (34%) are not confident of this.

Confidence levels are broadly consistent across demographic groups, though a little lower among those with higher levels of education.

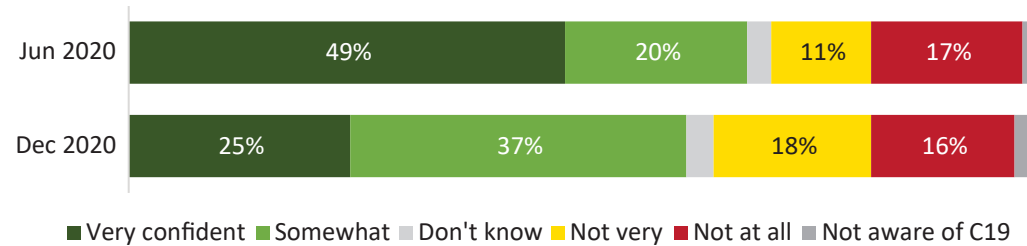
Figure 7: If you were to get sick with the Coronavirus, how confident are you that you would be able to immediately get the help you need to deal with the illness?



Source: *Sauti za Wananchi* mobile phone survey, special panel r3 (18 Nov – 3 Dec, 2020);
Base: all respondents (n=3,000)

Confidence in the availability of help when needed has fallen a little since earlier in 2020. In June, seven out of ten (69%) were confident that they would be able to get help if needed, whereas in December the figure had fallen to six out of ten (62%). However, the number of citizens who feel very confident in the availability of help when needed has halved in this time (from 49% to 25%).

Figure 8: If you were to get sick with the Coronavirus, how confident are you that you would be able to immediately get the help you need to deal with the illness?



Source: *Sauti za Wananchi* mobile phone survey, special panel r3 (18 Nov – 3 Dec, 2020); and r1 (29 May – 30 June, 2020);
Base: all respondents (n=3,000)

Insight 6: Citizens list public places and social gatherings as places where someone is more likely to be exposed to Coronavirus

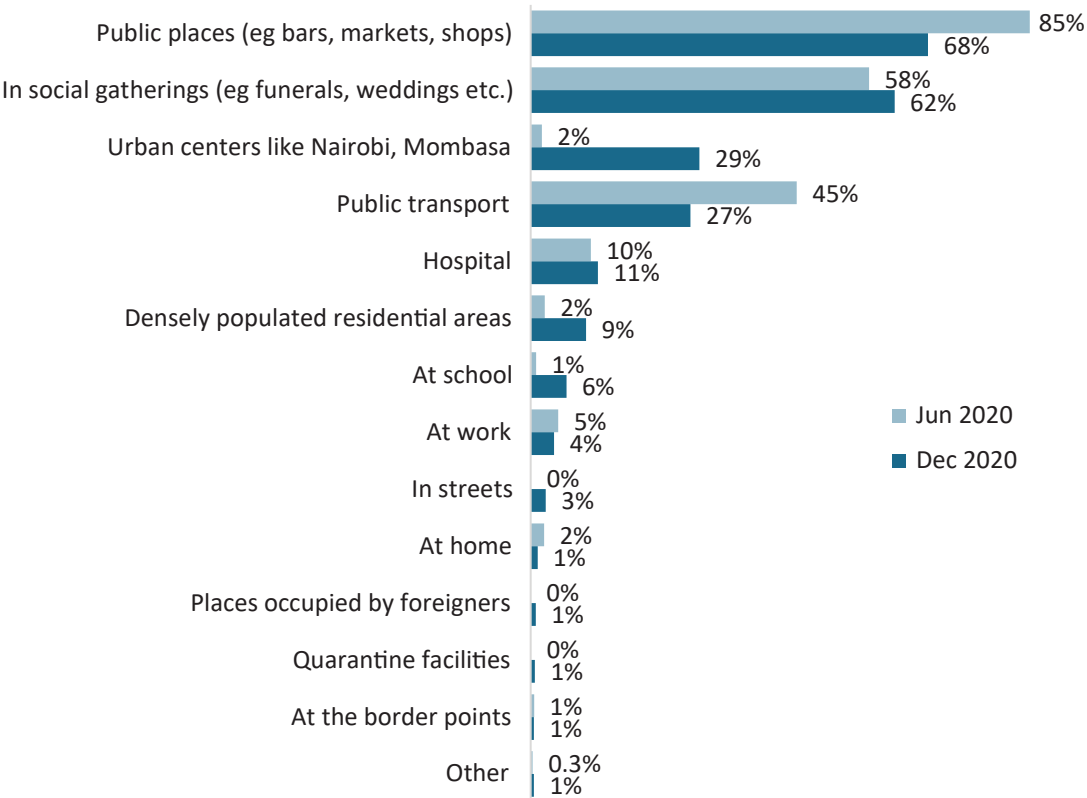
Seven out of ten citizens (68%) cite public places such as bars and shops as places where the risk of contracting Covid-19 is higher, down a little (from 85%) in June.

Six out of ten (62%) cite social gatherings as a place of risk, unchanged since June.

Citizens are now much more likely to point to urban centres in general as places of higher risk, up from very few (2%) in June 2020 to three out of ten (29%) in December. Similarly, citizens are now more likely to cite densely populated residential areas.

Citizens are now less likely to point to public transport as a place of higher risk. Close to half (45%) cited public transport in June, compared to a quarter (27%) in December.

Figure 9: Where do you think someone is more likely to be exposed to Coronavirus?
(multiple responses permitted)



Source: *Sauti za Wananchi* mobile phone survey, special panel r3 (18 Nov – 3 Dec, 2020); and r1 (29 May – 30 June, 2020);

Base: all respondents (n=3,000)

Insight 7: Some myths and misconceptions about Coronavirus have grown in strength

Several myths and misconceptions about the Coronavirus have become more widespread during 2020. For example, in June, citizens were fairly evenly divided on whether or not the virus was created in a lab (36% believed this, 31% did not), whereas by December this small difference had grown considerably (39% now believe this, 26% do not). The global scientific consensus is that this view is incorrect³.

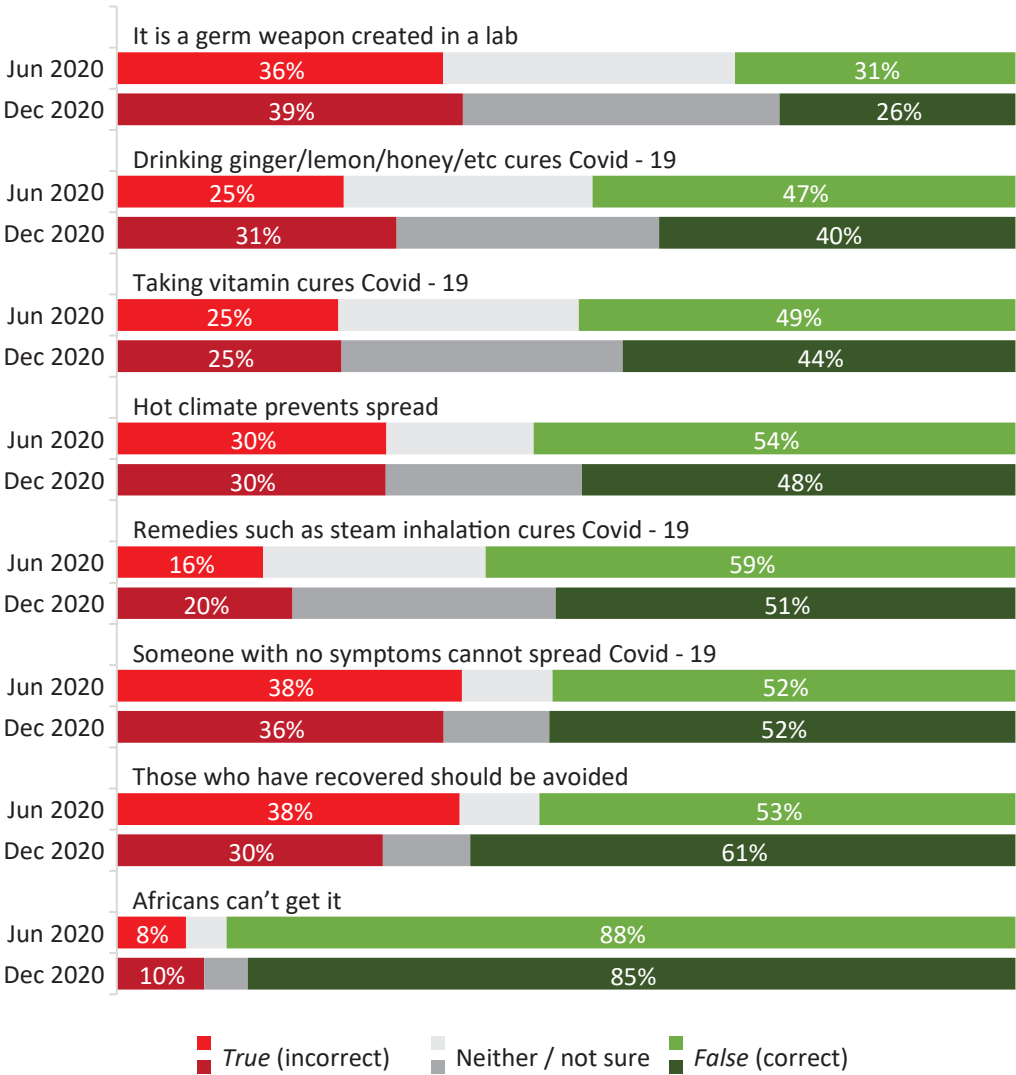
Similarly, between June and December, the number of citizens who (incorrectly) believe that alternative remedies such as drinking ginger, honey and lemon or steam inhalation are an

3 See <https://www.reuters.com/article/uk-health-coronavirus-who-virus/coronavirus-very-likely-of-animal-origin-no-sign-of-lab-manipulation-who-idUKKCN22319Z> and <https://theconversation.com/heres-how-scientists-know-the-coronavirus-came-from-bats-and-wasnt-made-in-a-lab-141850>

effective cure for Coronavirus. In fact, no such remedies have been shown to be effective in any scientific study⁴.

On the other hand, the number of citizens who (incorrectly) think it is important to avoid contact with those who have recovered from Coronavirus infection has fallen.

Figure 10: Please tell me if you think each statement is true or false:



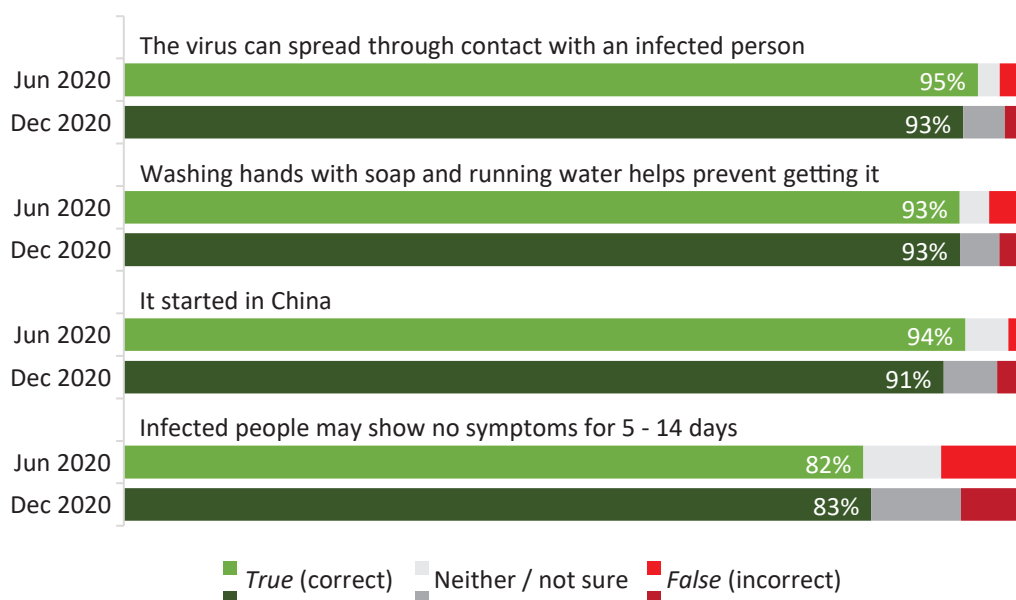
Source: *Sauti za Wananchi* mobile phone survey, special panel r3 (18 Nov – 3 Dec, 2020); and r1 (29 May – 30 June, 2020);

Base: all respondents (n=3,000)

4 See <https://www.who.int/emergencies/diseases/novel-coronavirus-2019/advice-for-public/myth-busters> and <https://www.nationalacademies.org/based-on-science/covid-ginger>

When it comes to true statements about the Coronavirus, citizens are more likely to give the correct answer. Nine out of ten citizens (or more) know that the virus can spread through contact with an infected person (93%), that washing hands with soap and running water helps prevent transmission (93%) and that it started in China (91%). Further, eight out of ten (83%) know that infected people may show no symptoms. In all these cases, this knowledge was already widespread by June 2020 and has remained high since.

Figure 11: Please tell me if you think each statement is true or false:



Source: *Sauti za Wananchi* mobile phone survey, special panel r3 (18 Nov – 3 Dec, 2020); and r1 (29 May – 30 June, 2020);

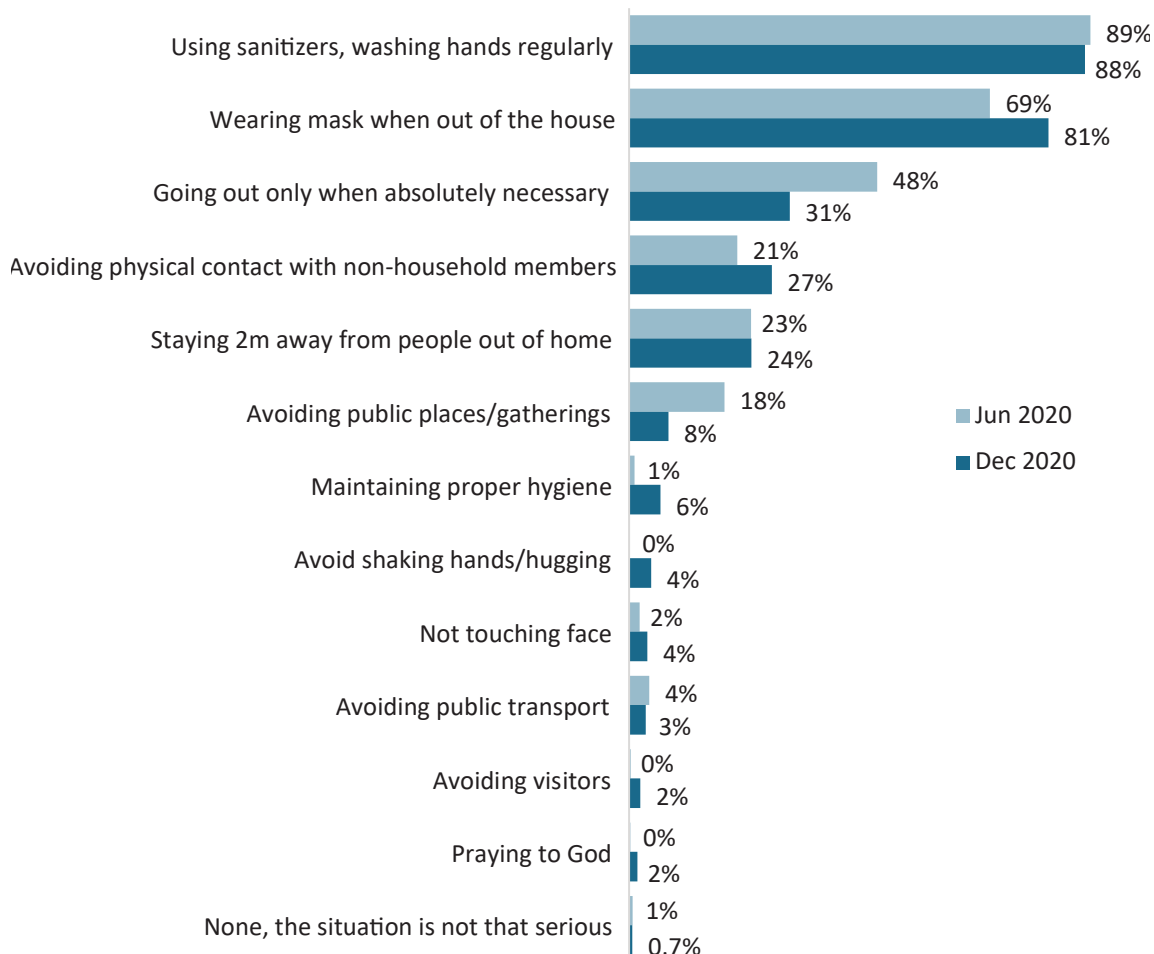
Base: all respondents (n=3,000)

Insight 8: Self-reported mask-wearing has increased since June 2020

Eight out of ten citizens (81%) report that they and/or household members are wearing masks when out of the house, up from seven out of ten (69%) in June 2020. At the same time, fewer citizens now report staying at home as much as possible (31%, down from 48%).

Handwashing with soap and/or use of sanitisers remained high in both June and December (88-89%).

Figure 12: What measures have you / your household taken to prevent Coronavirus infection in the last 2 weeks?
(multiple responses permitted)



Source: Sauti za Wananchi mobile phone survey, special panel r3 (18 Nov – 3 Dec, 2020); and r1 (29 May – 30 June, 2020);

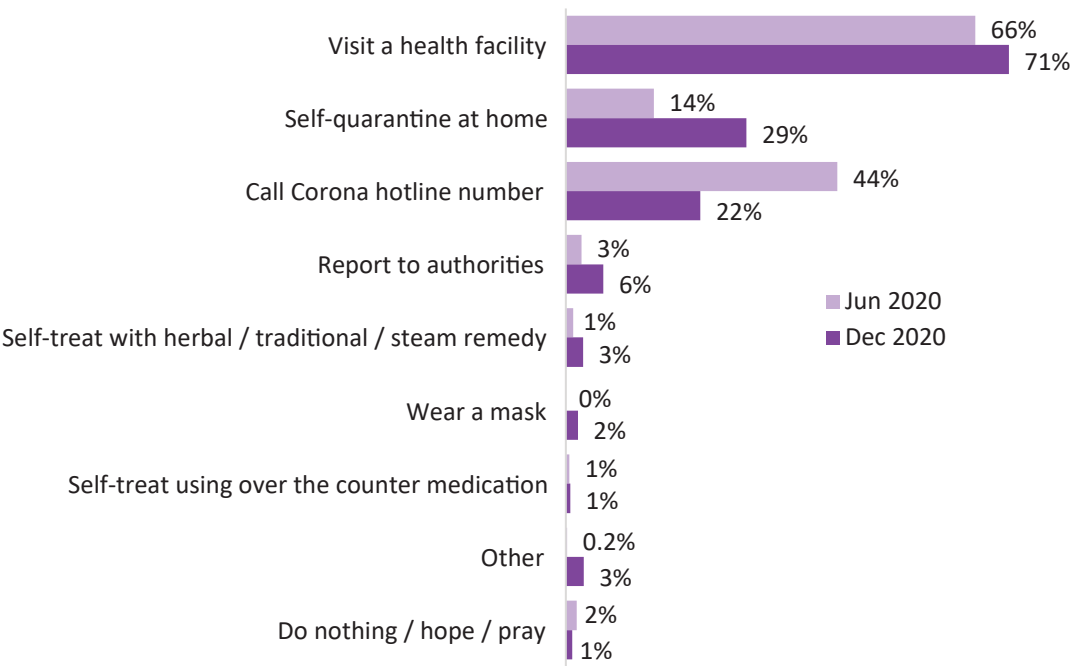
Base: all respondents (n=3,000)

Insight 9: Citizens are now more likely to self-quarantine at home and less likely to call the Corona hotline

Citizens' main response to showing Coronavirus-like symptoms would be to visit a health facility, with seven out of ten (66-71%) choosing this response. This was the case in both June and December 2020.

However, other likely responses have changed over this period. In particular, citizens are now more likely to simply quarantine at home (29%, up from 14% in June), and less likely to call the Corona hotline (22%, down from 44%).

Figure 13: What would you do if you / household member showed Covid-19 symptoms?
(multiple responses permitted)



Source: *Sauti za Wananchi* mobile phone survey, special panel r3 (18 Nov – 3 Dec, 2020); and r1 (29 May – 30 June, 2020);
Base: all respondents (n=3,000)

2.2 Livelihoods

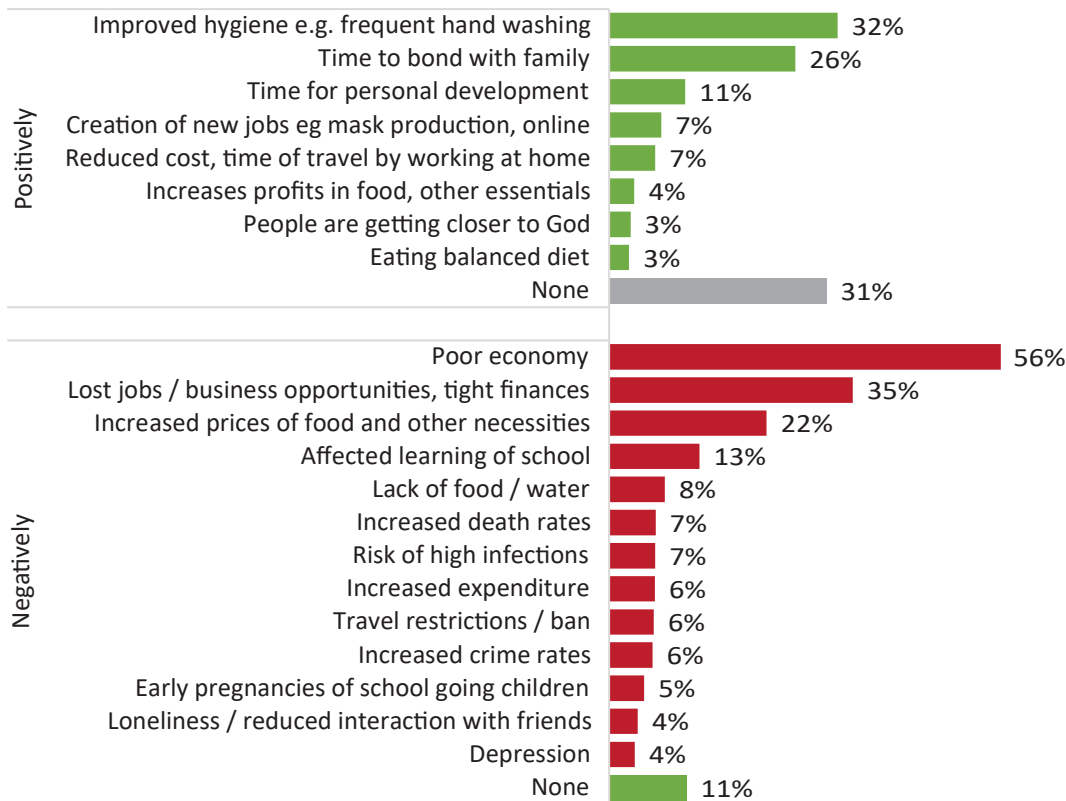
Insight 10: Covid-19 restrictions have caused negative economic effects for households

Citizens report the biggest effects on their households from Covid-19 restrictions are negative economic effects. Over half (56%) report that the poor economy has affected them, a third (35%) report lost jobs or business opportunities, and two out of ten (22%) report increased prices of food and other necessities.

On the other hand, many households also report positive aspects of Covid-19 restrictions, including three out of ten (32%) who report improved hygiene, and almost as many (26%) who

report increased time to bond with family. One out of ten (11%) points to increased time for personal development.

Figure 14: How has your household been affected by the Covid-19 restrictions?⁵
(multiple responses permitted)



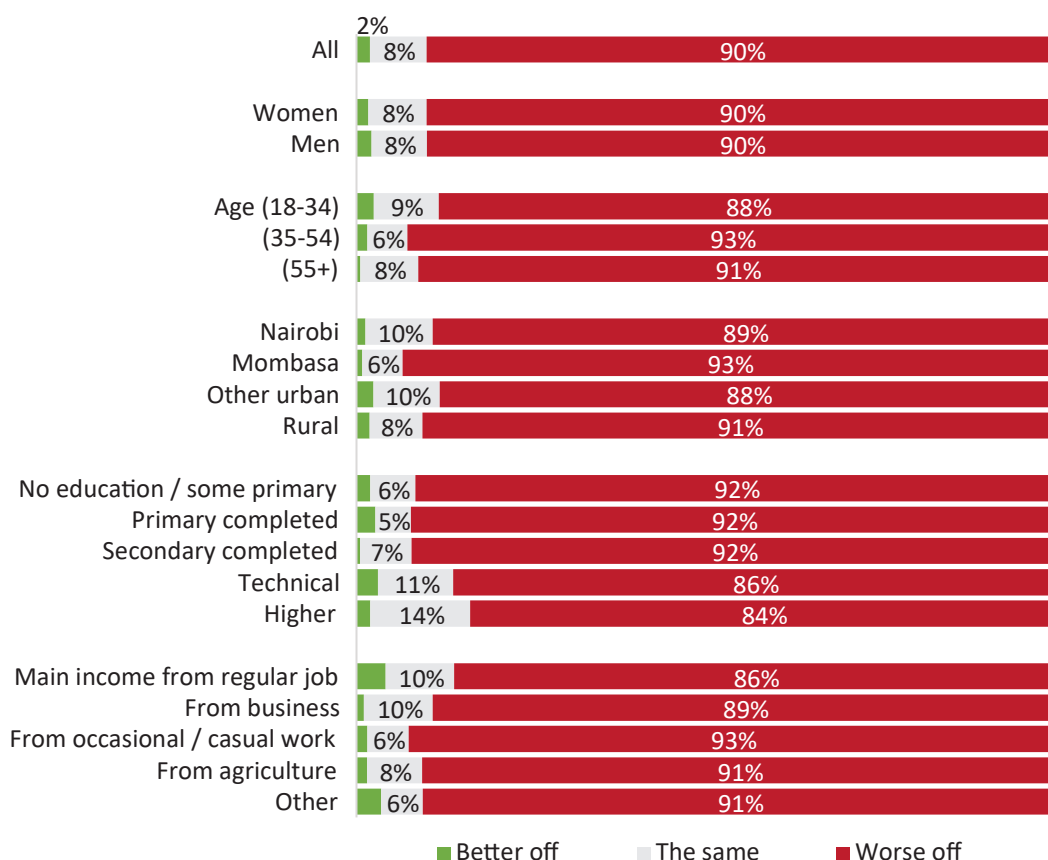
Source: *Sauti za Wananchi* mobile phone survey, special panel r3 (18 Nov – 3 Dec, 2020);
Base: all respondents (n=3,000)

Insight 11: Almost all citizens expect the continued spread of Covid-19 to make their family worse off financially

Almost all citizens (90%) expect that if Covid-19 continues to spread, their family will be financially worse off as a result. Most of the rest (8%) expect no change, while a small number (2%) expect to be better off. Expectations of financial difficulties are a little lower among those with technical or higher education, and those whose main source of income is from a regular job with a salary.

5 Due to a mismatch between the question and responses, we have amended slightly the question presented here. The question as asked was “how has your household been affected by the easing of Covid-19 restrictions?” However, the responses relate to the effects of the restrictions rather than their easing.

Figure 15: If Covid-19 continues to spread, how will your family do financially?



Source: *Sauti za Wananchi* mobile phone survey, special panel r3 (18 Nov – 3 Dec, 2020);

Base: all respondents (n=3,000)

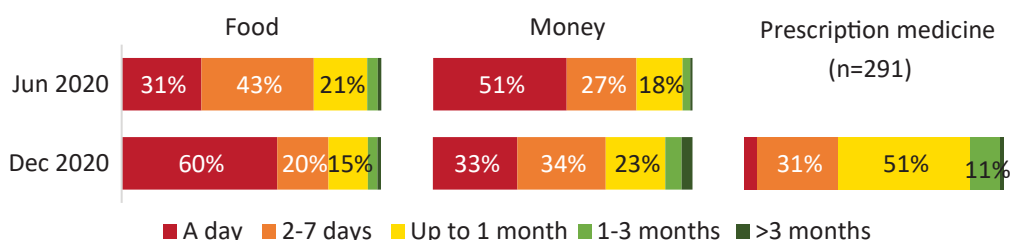
Insight 12: Households now have less food but more money

Six out of ten households (60%) currently say they could not go more than a single day without needing to get more food⁶, double the number who said the same in June 2020 (31%). In contrast, fewer households say they would run out of money in a day or less now (33%) than said this in June (51%).

Among households that require prescription medicine, one out of twenty (5%) are running very low on stocks, and a further three out of ten (31%) have no more than a week's worth of supplies available at home.

⁶ Household food stores are affected by other matters beyond economics and Covid-19, most particularly seasonal patterns in agricultural production.

Figure 16: Should the country be forced into a total lockdown, how many days would pass before you need to get more of the following?



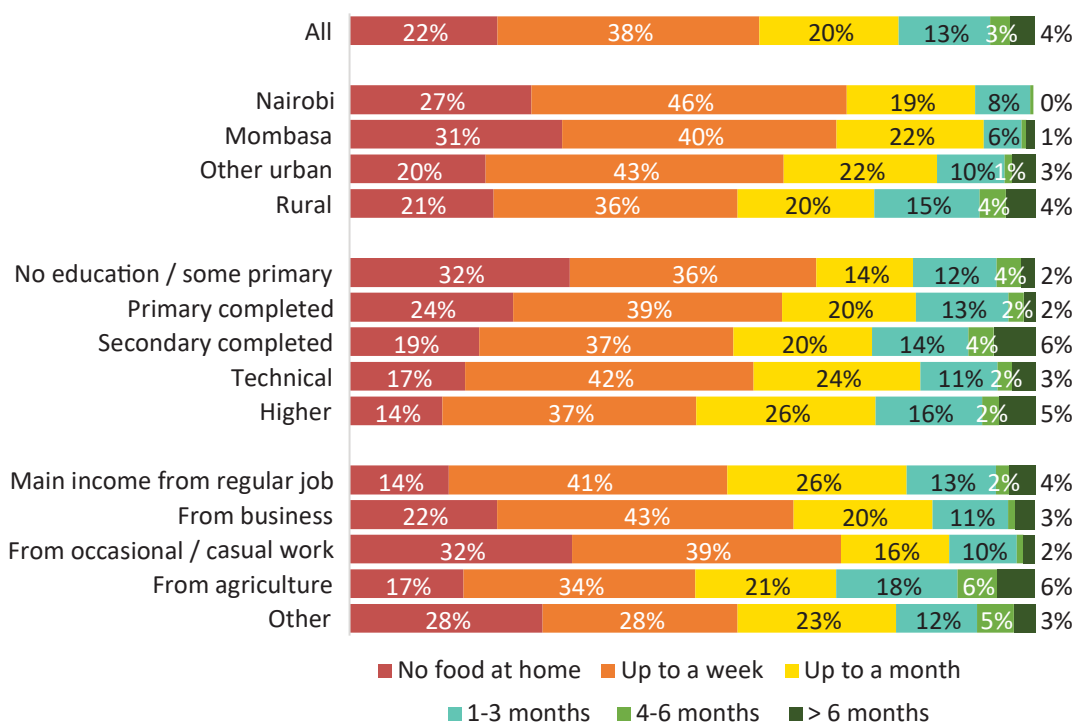
Source: *Sauti za Wananchi* mobile phone survey, special panel r3 (18 Nov – 3 Dec, 2020); and r1 (29 May – 30 June, 2020);

Base: all respondents (n=3,000)

Insight 13: Most households say the food currently available at home would not last more than a week

Most households (60%) say the food / produce currently available at the home could not last more than a week, including two out of ten (22%) who say they have no food stored. Low food stores are more common in Nairobi and Mombasa, among those with lower levels of education and those who depend on occasional or casual work for their income.

Figure 17: How long could the food/produce currently available at your household last?

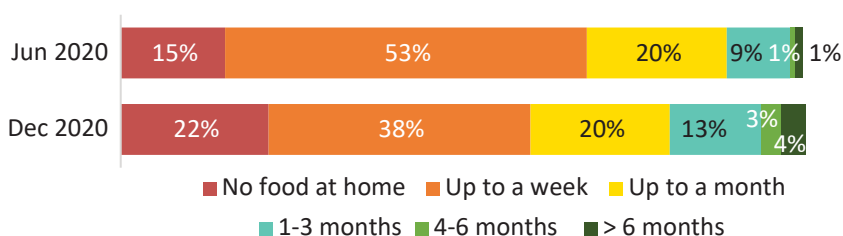


Source: *Sauti za Wananchi* mobile phone survey, special panel r3 (18 Nov – 3 Dec, 2020);

Base: all respondents (n=3,000)

Compared to June 2020⁷, households are now more likely to report that they have no food stored, but less likely to report that what they have would last no more than a week.

Figure 18: How long could the food/produce currently available at your household last?



Source: *Sauti za Wananchi* mobile phone survey, special panel r3 (18 Nov – 3 Dec, 2020); and r1 (29 May – 30 June, 2020);

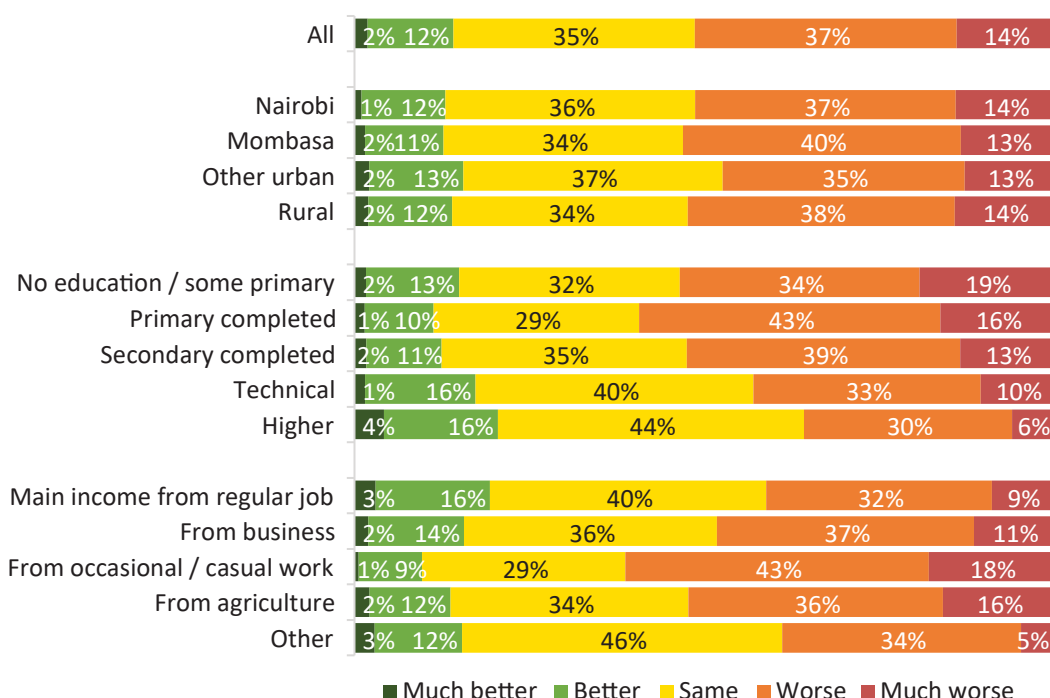
Base: all respondents (n=3,000)

⁷ Household food stores are affected by other matters beyond economics and Covid-19, most particularly seasonal patterns in agricultural production.

Insight 14: Half of households report that their daily food intake has worsened over the previous month

Half of households (51%) report that their daily food intake has gotten worse over the previous month, compared to a small number (14%) who say it has gotten better. Those with lower levels of education and those that depend on income from casual / occasional work are more likely to report that their food intake has worsened over the month.

Figure 19: What do you think of your household's daily food intake in the last month?

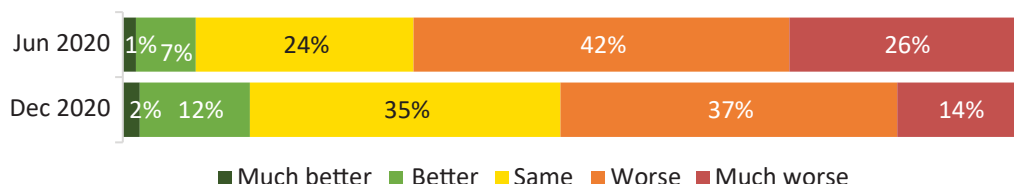


Source: *Sauti za Wananchi* mobile phone survey, special panel r3 (18 Nov – 3 Dec, 2020);

Base: all respondents (n=3,000)

The number of households reporting an improving food intake situation in December is a little higher than that was the case in June.

Figure 20: What do you think of your household's daily food intake in the last month?



Source: *Sauti za Wananchi* mobile phone survey, special panel r3 (18 Nov – 3 Dec, 2020); and r1 (29 May – 30 June, 2020);

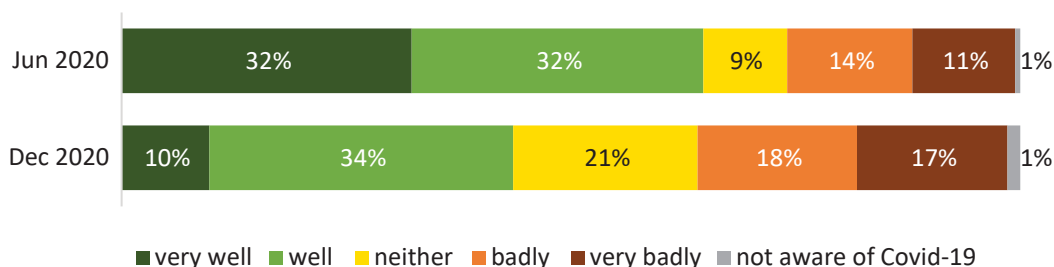
Base: all respondents (n=3,000)

2.3 National response

Insight 15: More citizens say the government has handled the Coronavirus outbreak well than badly

More citizens say the national government has handled the Coronavirus outbreak well (44%) than badly (34%). However, citizens were more positive about the government response in June than later in 2020.

Figure 21: How well has the national government handled the Coronavirus outbreak?



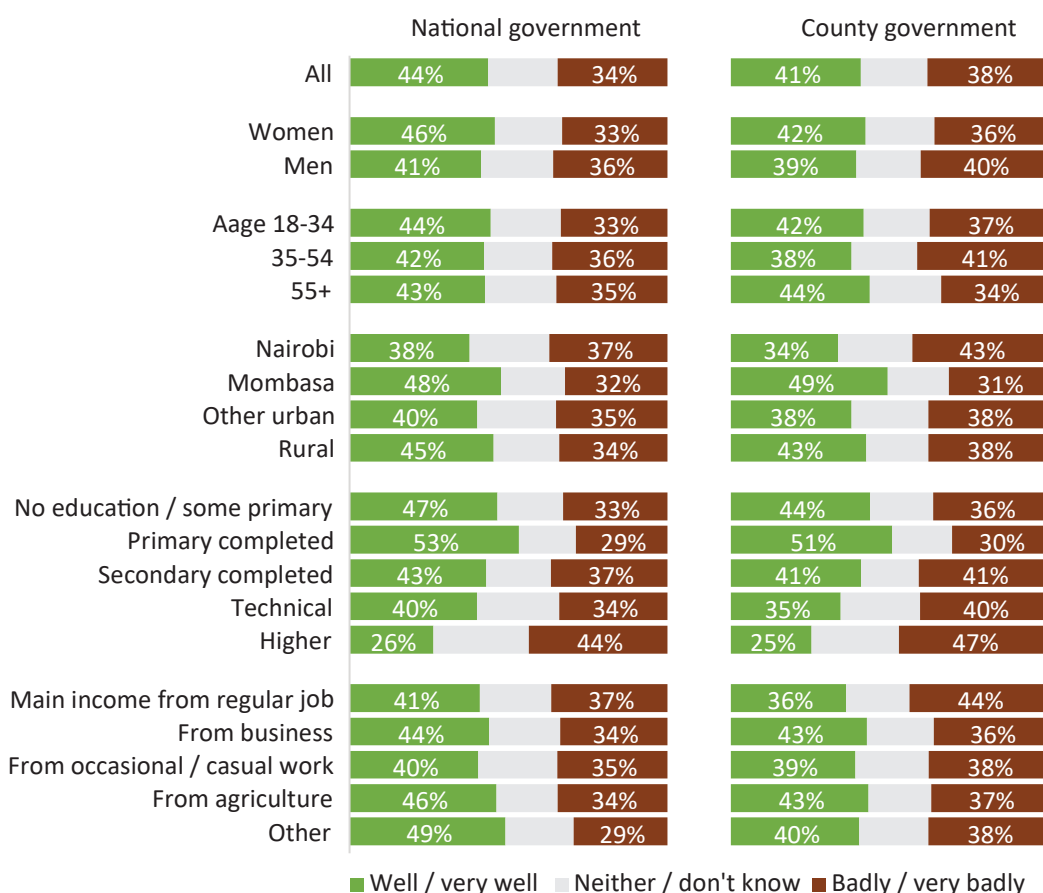
Source: *Sauti za Wananchi* mobile phone survey, special panel r3 (18 Nov – 3 Dec, 2020); and r1 (29 May – 30 June, 2020);

Base: all respondents (n=3,000)

Residents of Mombasa and those with lower levels of education are a little more positive than others about the government's handling of the situation, while those with higher levels of education are less positive.

Citizens are more evenly divided on how well their county government has handled the outbreak: four out of ten (41%) say their county government has done well, slightly more than say it has done badly (38%). Again, residents of Mombasa and those with lower levels of education are more likely than others to have a positive view of their county government's response, and those with higher levels of education are less positive.

Figure 22: How well has the national government / your county government handled the Coronavirus outbreak?



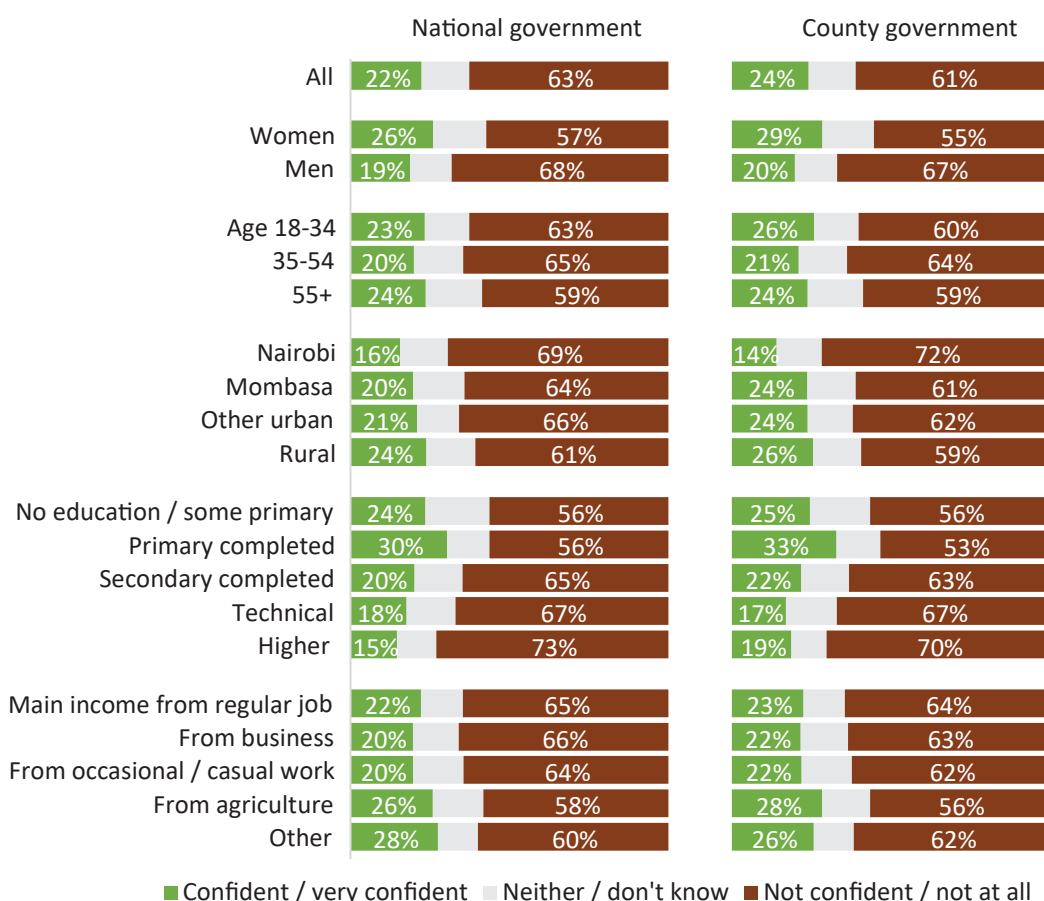
Source: *Sauti za Wananchi* mobile phone survey, special panel r3 (18 Nov – 3 Dec, 2020);
Base: all respondents (n=3,000)

Insight 16: Most citizens are not confident that the government has spent Covid-19 funds appropriately

Two out of ten citizens (22%) say they are confident that the national government has spent Covid-19 funds appropriately, compared to six out of ten citizens (63%) who say they are not confident. Men, residents of Nairobi and those with higher levels of education are even less confident than others.

Similarly, a clear majority (61%) lack confidence in their county government's use of Covid-19 funds, compared to 24% who have confidence. Again, men, residents of Nairobi and those with higher levels of education are most likely to have doubts about their county government's handling of funds.

Figure 23: How confident are you that national government / your county government spent Covid-19 funds appropriately?



Source: *Sauti za Wananchi* mobile phone survey, special panel r3 (18 Nov – 3 Dec, 2020);

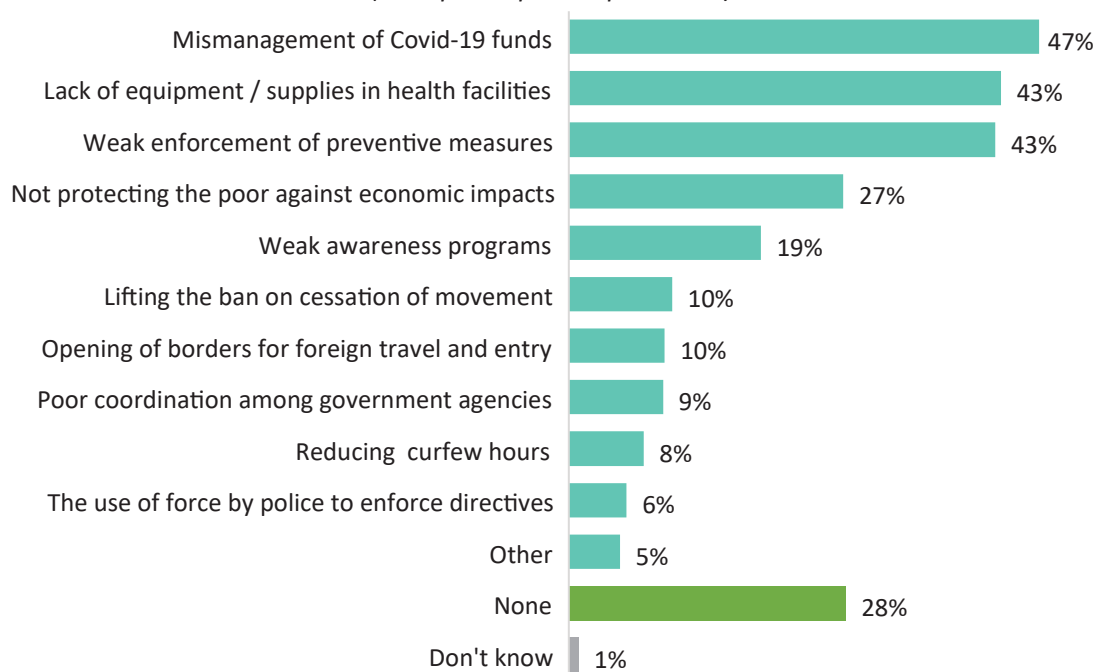
Base: all respondents (n=3,000)

Insight 17: Citizens highlight funds, supplies and enforcement as areas where the government has performed poorly

Citizens highlight management of funds (47%), lack of equipment and supplies in health facilities (43%) and weak enforcement of preventive measures (43%) as areas where the government has performed poorly in response to Covid-19. This is followed by a failure to protect the poor against economic impacts, cited by one out of four citizens (27%), and weak awareness programs (19%).

Three out of ten citizens (28%) say the government has performed well in every way.

Figure 24: In what ways has government NOT performed well in response to Covid-19?
(multiple responses permitted)



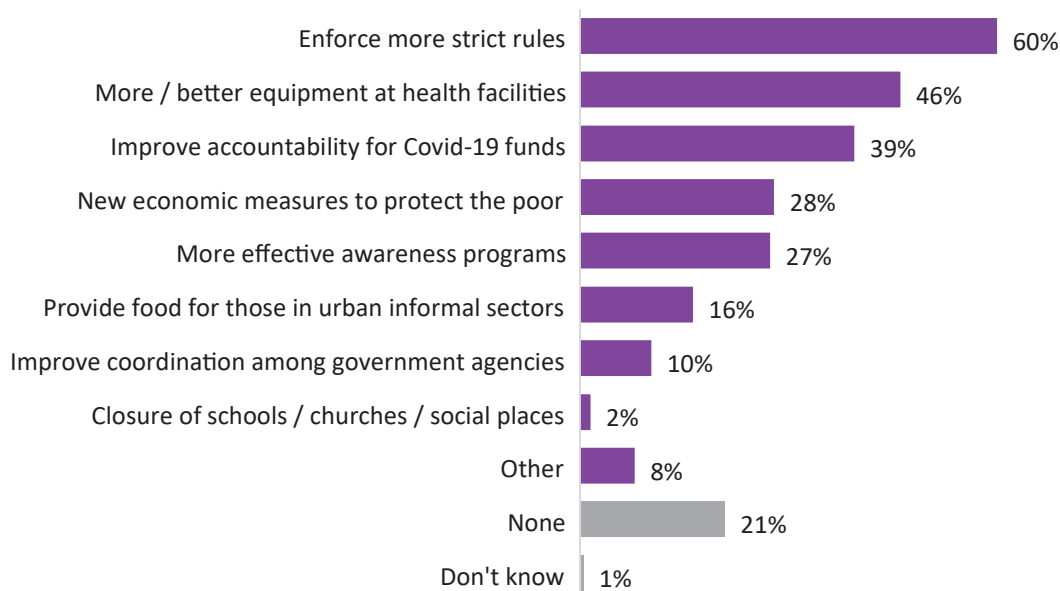
Source: *Sauti za Wananchi* mobile phone survey, special panel r3 (18 Nov – 3 Dec, 2020);
Base: all respondents (n=3,000)

Insight 18: To cope with a second wave, citizens suggest stricter enforcement of rules and better supplies to health facilities

Citizens have a variety of suggestions for how the government should handle future waves of Covid-19 in Kenya. Their top suggestion is to enforce rules more strictly, cited by six out of ten citizens (60%). This is followed by ensuring better provision of equipment and supplies at health facilities (46%), better accountability for Covid-19 funds (39%), new economic measures to protect the poor (28%) and more effective awareness programs (27%).

Two out of ten citizens (21%) have no suggestions.

Figure 25: How would you suggest the government handle a second wave of Covid-19?
(multiple responses permitted)



Source: *Sauti za Wananchi* mobile phone survey, special panel r3 (18 Nov – 3 Dec, 2020);
Base: all respondents (n=3,000)

Insight 19: Most citizens agree that people have resumed business as usual despite the threat of Coronavirus

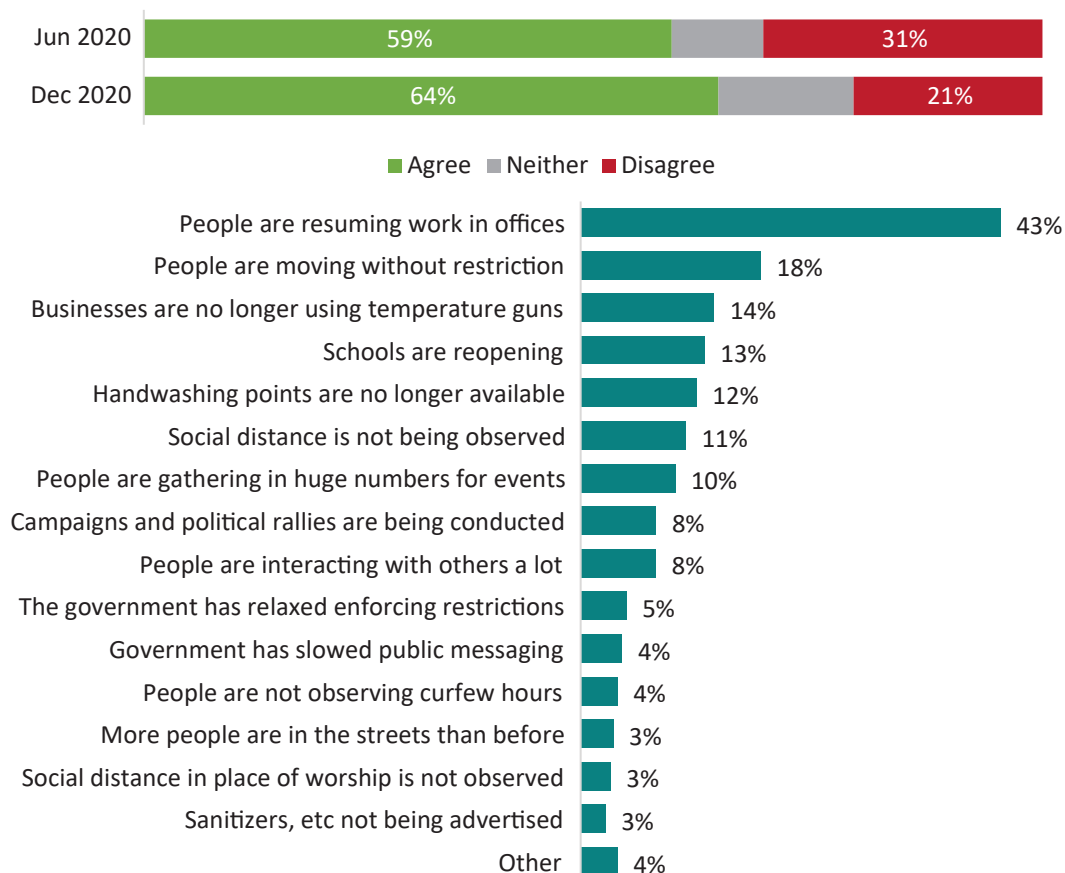
More citizens agree (64%) than disagree (21%) that many people have resumed business as usual despite the threat of Coronavirus.

Agreement with this view has risen slightly since June, while the number who disagree has fallen from three out of ten (31%) to two out of ten (21%).

The main reason given for this view is a perception that people have returned to their offices to work, cited by four out of ten citizens (43%).

This is followed by the views that people are moving around with no restrictions (18%), businesses have stopped using temperature guns (14%), schools are reopening (13%), handwashing points are no longer so widely available (12%), social distance is not being observed (11%) and people are gathering in large numbers for events (10%).

Figure 26: Do you agree with the view that citizens have resumed business as usual despite the threat of Coronavirus? If so, why?
(multiple responses possible)



Source: *Sauti za Wananchi* mobile phone survey, special panel r3 (18 Nov – 3 Dec, 2020);
r1 (29 May – 30 June, 2020);
Base: all respondents (n=3,000)

Insight 20: Half of citizens say the measures put in place by government to help citizens recover economically are sufficient

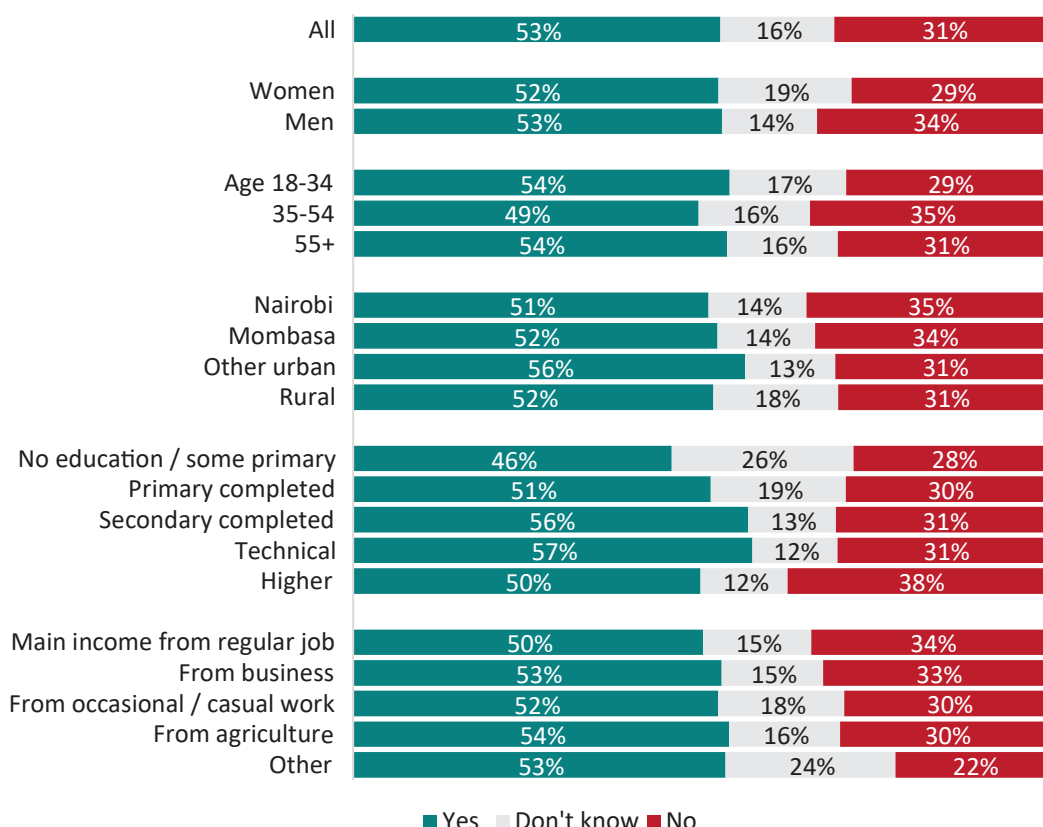
Half of citizens (53%) say the measures put in place by the government to help citizens recover from the economic effects of Covid-19 are sufficient, while three out of ten (31%) say the measures are not sufficient.

Those with lower levels of education are more likely to say that they don't know.

Those with higher education, residents of Nairobi and Mombasa and those who depend primarily

on income from a regular job or from a business are most likely to say the government's economic measures are insufficient.

Figure 27: Are the measures put in place by government sufficient to help citizens recover from the economic effects of Covid-19?



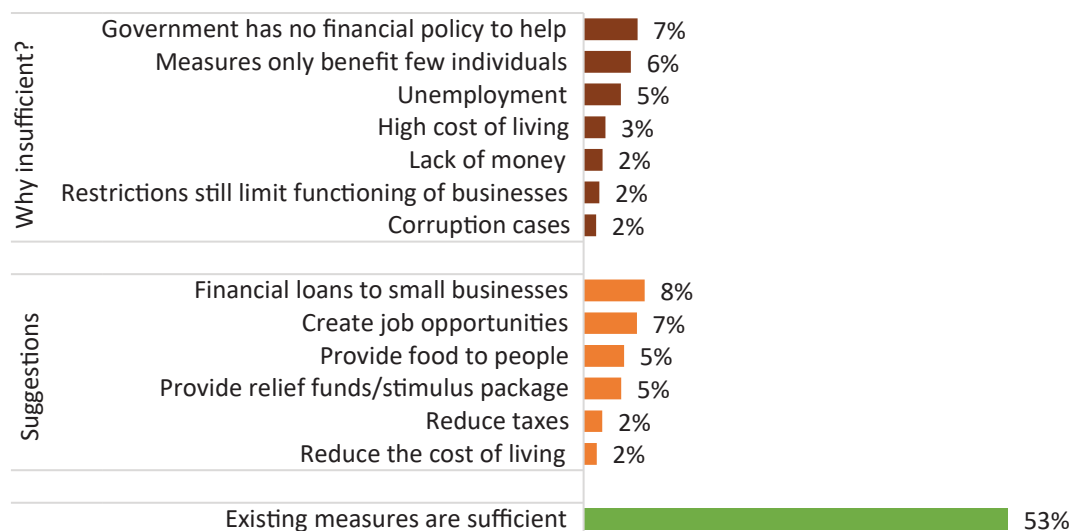
Source: *Sauti za Wananchi* mobile phone survey, special panel r3 (18 Nov – 3 Dec, 2020);

Base: all respondents (n=3,000)

The main reasons given for saying the government's economic support is insufficient are that the government has no financial policy to help (7%), that measures only support a few individuals (6%) or that unemployment is high (5%).

Citizens' main suggestions are provision of loans to small businesses (8%), job creation (7%) and provision of food aid (5%) and/or relief packages (5%).

**Figure 28: Why do you say the government's economic measures are insufficient?
What do you suggest the government should do to help the economy recover?**
(multiple responses permitted)



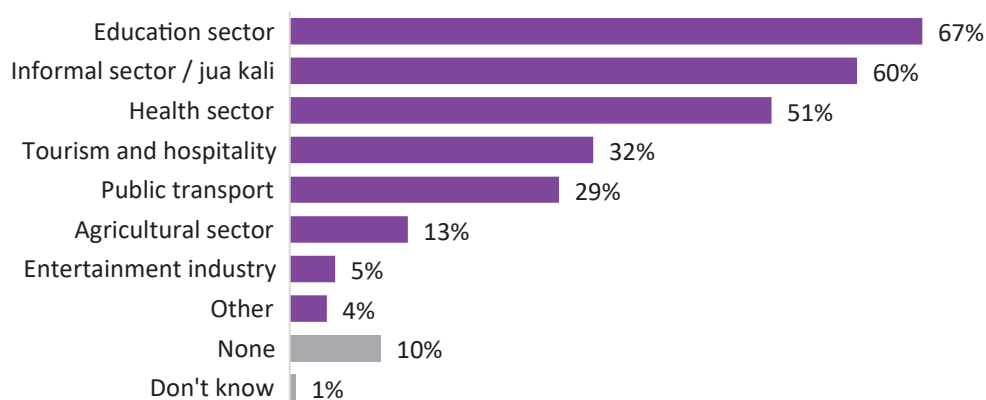
Source: *Sauti za Wananchi* mobile phone survey, special panel r3 (18 Nov – 3 Dec, 2020);
Base: all respondents (n=3,000)

Insight 21: Citizens say education, health and the informal sector are the most badly affected by the economic effects of Covid-19

Two out of three citizens (67%) point to the education sector as one of the sectors most badly affected by the economic effects of Covid-19, more than any other sector. This is followed by the informal sector / jua kali (60%) and the health sector (51%).

Significant numbers also highlight the effects on tourism and hospitality (32%) and public transport (29%).

Figure 29: Which sectors have been affected most by the economic effects of Covid-19?
(multiple responses permitted)



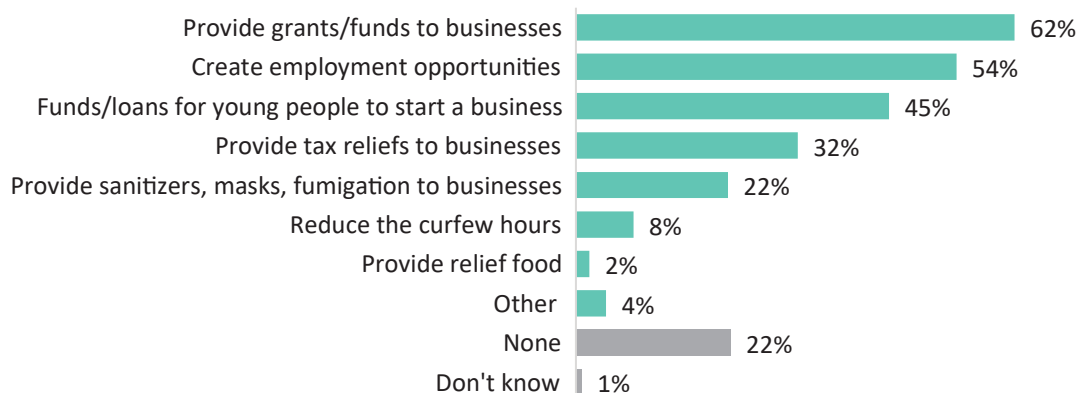
Source: Sauti za Wananchi mobile phone survey, special panel r3 (18 Nov – 3 Dec, 2020);
Base: all respondents (n=3,000)

Insight 22: Citizens suggest the government should provide grants and loans to businesses and work to create job opportunities

Six out of ten citizens (62%) say the government should provide grants and funds to businesses in order to help citizens recover economically, more than any other suggestion. This is followed by employment creation (54%) and funds or loans for young people to start businesses.

Tax relief (32%) and assistance with making businesses Covid-secure (22%) are also widely cited.

Figure 30: What should government do to help citizens recover economically?
(multiple responses permitted)



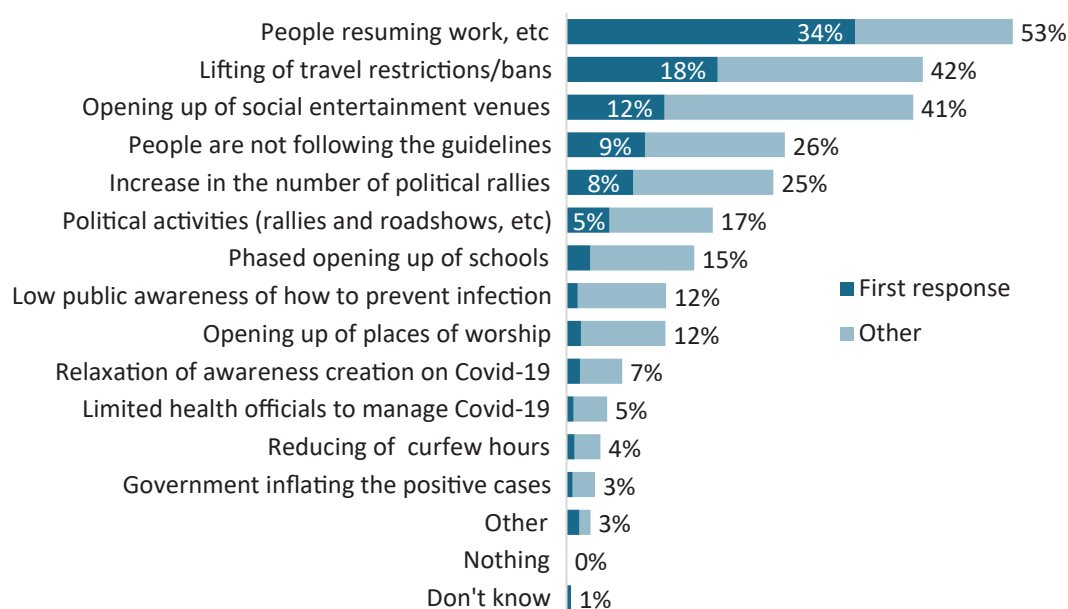
Source: Sauti za Wananchi mobile phone survey, special panel r3 (18 Nov – 3 Dec, 2020);
Base: all respondents (n=3,000)

Insight 23: Citizens think the main reason for increased local transmission of Covid-19 is that people have returned to work

Half of citizens (53%) think people returning to work is among the reasons why local transmission of Covid-19 increased (as it did during October and November), more than any other reason. This includes one out of three (34%) who said this was the main reason for the increase.

Other reasons suggested include the relaxation of travel bans (42%), the re-opening of entertainment venues (41%), people not following guidelines (26%), increased political rallies (25%), the reopening of schools (15%) or places of worship (12%) and low public awareness of how to prevent transmission (12%).

Figure 31: In your view, what has caused increased local transmission of Covid-19?
(multiple responses permitted)

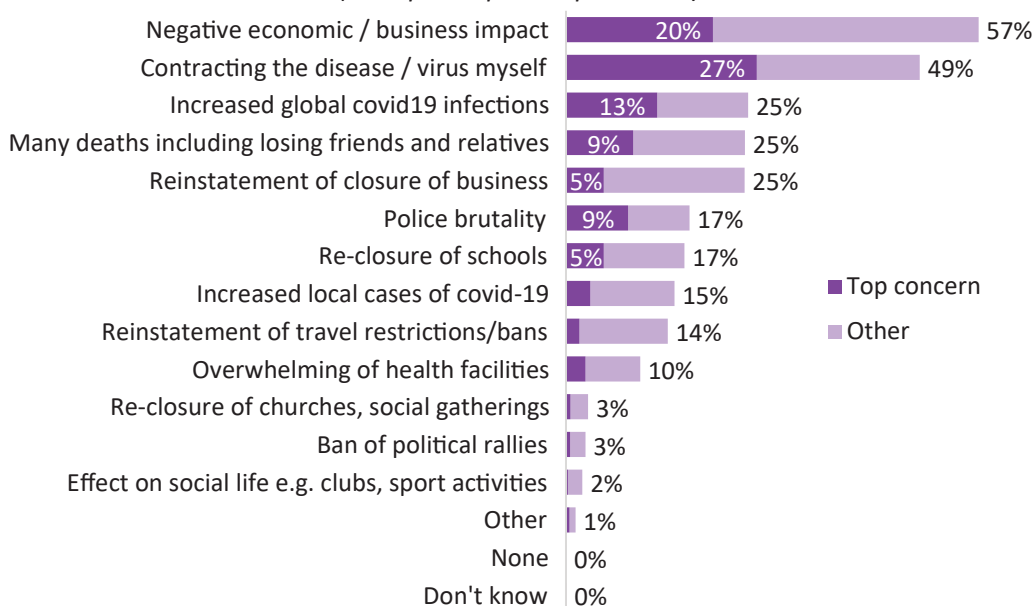


Source: Sauti za Wananchi mobile phone survey, special panel r3 (18 Nov – 3 Dec, 2020);
Base: all respondents (n=3,000)

Insight 24: Citizens are concerned about both the negative economic impact and the health risks of a possible second wave

Citizens have two main concerns about the consequences of a possible second wave of Coronavirus. Six out of ten (57%) cite the potential negative economic and business impact, and five out of ten (49%) worry about contracting the virus themselves. Other widespread concerns include increased global infections (25%), the possibility of many fatalities (25%), and the re-closure of businesses (25%).

Figure 32: What concerns you most about a possible second wave of Coronavirus?
(multiple responses permitted)

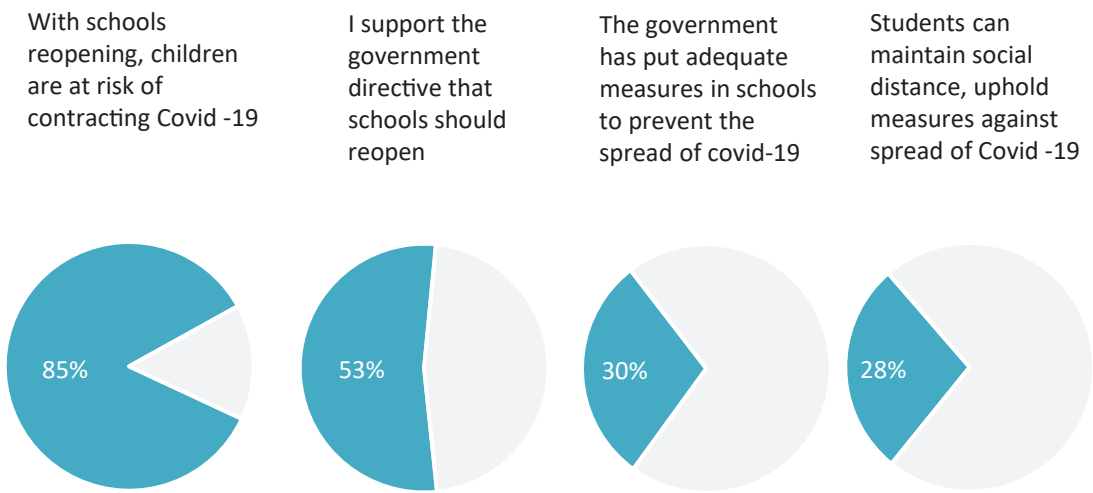


Source: *Sauti za Wananchi* mobile phone survey, special panel r3 (18 Nov – 3 Dec, 2020);
Base: all respondents (n=3,000)

Insight 25: Most citizens say re-opening schools puts children at risk, half support the re-opening of schools

A clear majority of citizens (85%) say that re-opening schools puts children at risk of contracting Covid-19, while half (53%) support the government directive that schools should re-open. A minority (30%) think the government has put adequate measures in place in schools to prevent the spread of Covid-19, and a similar number (28%) think it is possible for school students to maintain social distance and other preventive measures.

Figure 33: With declining Covid-19 cases, government decided to reopen schools in phases.
Percent who agree with the following:



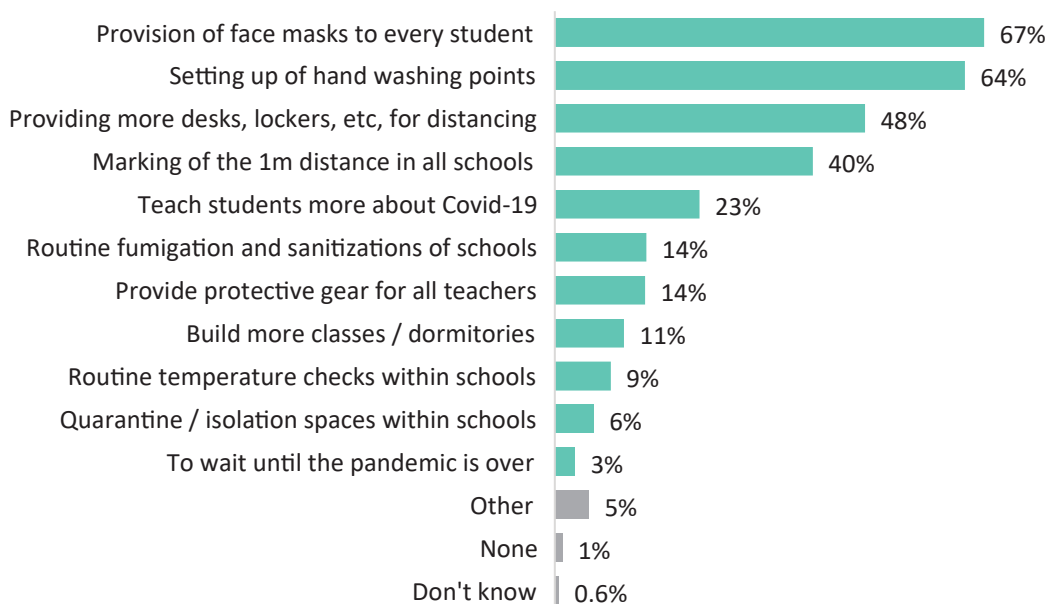
Source: *Sauti za Wananchi* mobile phone survey, special panel r3 (18 Nov – 3 Dec, 2020);
Base: all respondents (n=3,000)

Two out of three citizens (67%) say schools should not re-open until all students are provided with face masks, more than any other measure, though almost as many citizens (64%) point to the establishment of handwashing points.

Other measures that citizens think are needed for school to safely re-open include providing more desks, lockers, etc. to enable distancing (48%), marking of 1m distance in schools (40%), and teaching students more about Covid-19 (23%).

A small number (3%) say schools should not re-open until the pandemic is over.

Figure 34: What measures do you think were necessary before reopening schools?
(multiple responses permitted)

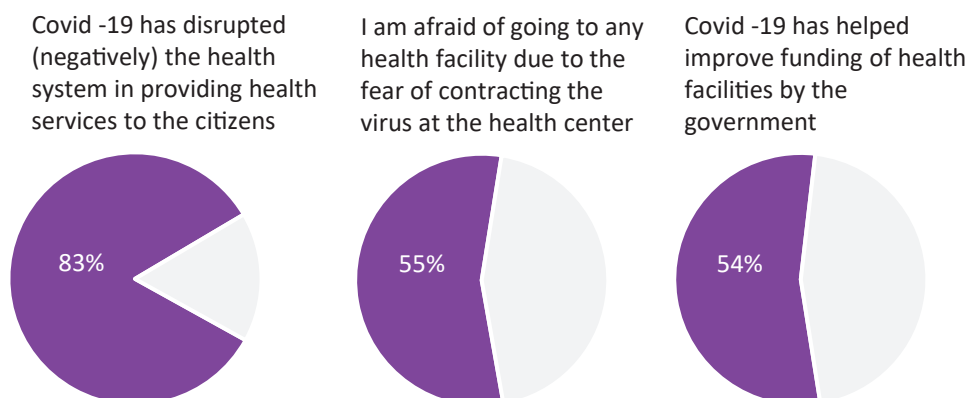


Source: *Sauti za Wananchi* mobile phone survey, special panel r3 (18 Nov – 3 Dec, 2020);
Base: all respondents (n=3,000)

Insight 26: Half of citizens fear visiting health facilities for fear of contracting Coronavirus

Half of citizens (55%) are afraid to visit a health facility, for fear that they could contract the virus while doing so. A clear majority (83%) say the outbreak has disrupted provision of health services, while half (53%) say it has led to increased funding for services.

Figure 35: The health sector has been highly affected by Covid-19.
Percent who agree with the following:



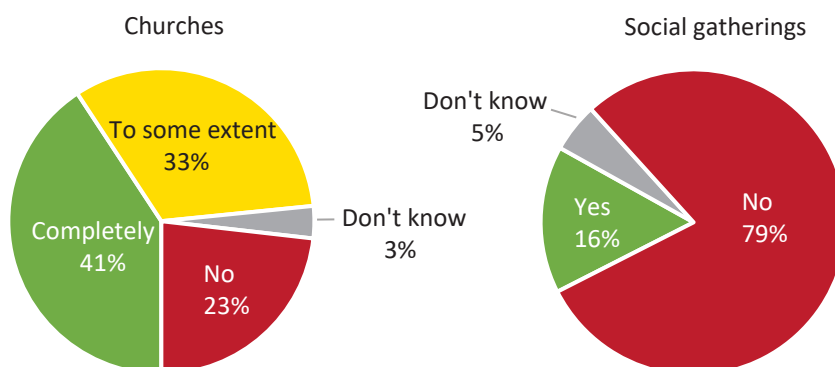
Source: *Sauti za Wananchi* mobile phone survey, special panel r3 (18 Nov – 3 Dec, 2020);
Base: all respondents (n=3,000)

Insight 27: Citizens do not think guidelines for re-opening of churches and social gatherings are being followed properly

Four out of ten citizens (41%) say government directives on re-opening of churches are being followed properly, meaning that more than half are sceptical. Three out of ten (33%) say directives are being followed to some extent, while two out of ten (23%) say they are not being followed.

Eight out of ten (79%) say government directives on social gatherings are not being adhered to properly.

Figure 36: The government gave directives on reopening of churches and social gatherings.
Do you think these guidelines are being adhered to?



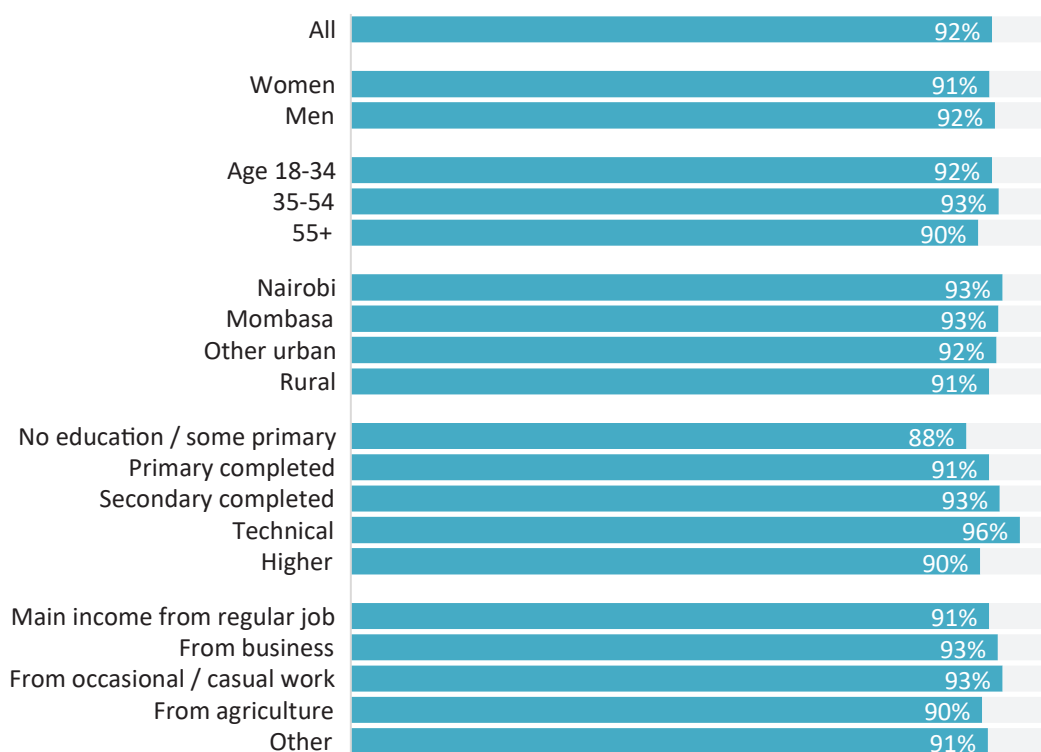
Source: *Sauti za Wananchi* mobile phone survey, special panel r3 (18 Nov – 3 Dec, 2020);
Base: all respondents (n=3,000)

2.4 Sources of information

Insight 28: 9 out of 10 citizens have seen or heard Coronavirus-related messages in the past month

Almost all citizens (92%) have seen or heard Coronavirus-related messages in the last month. This is broadly consistent across all social groups.

Figure 37: Percent who have heard/seen messages on Coronavirus in the last month:



Source: *Sauti za Wananchi* mobile phone survey, special panel r3 (18 Nov – 3 Dec, 2020);

Base: all respondents (n=3,000)

This figure has risen since June, when eight out of ten (82%) reported having seen or heard such messages in the previous month.

Figure 38: Percent who have heard/seen messages on Coronavirus in the last month:



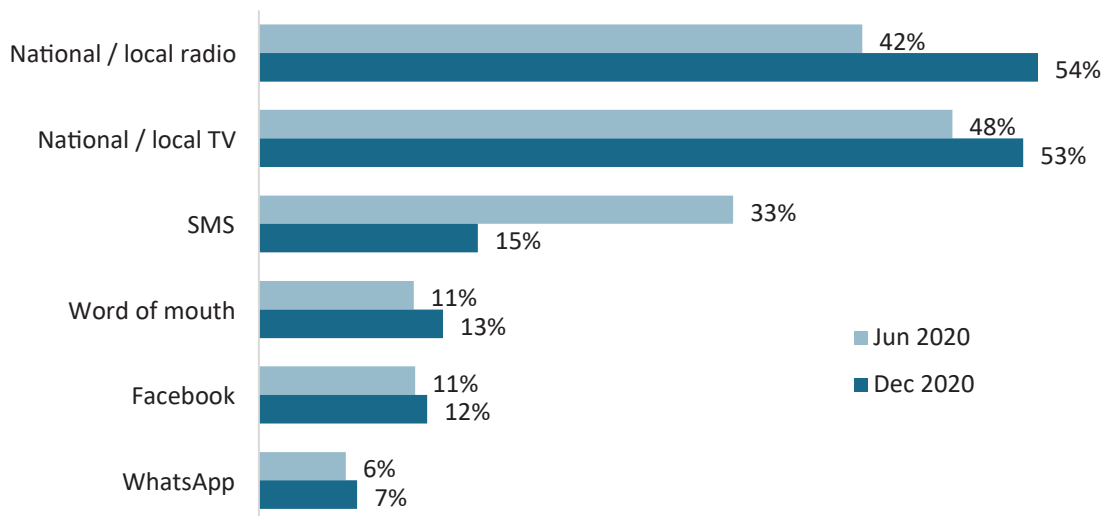
Source: *Sauti za Wananchi* mobile phone survey, special panel r3 (18 Nov – 3 Dec, 2020); and r1 (29 May – 30 June, 2020);

Base: all respondents (n=3,000)

Insight 29: Radio and TV are the most common ways citizens have seen or heard Coronavirus-related messages

The two most common channels through which citizens have seen or heard Coronavirus-related messages in the previous month are national/local radio (54%) and national/local TV (53%). In both cases, these figures have risen compared to June 2020, though the rise is bigger for radio. Fewer citizens now report seeing messages on Coronavirus via SMS that did so in June (15% in December, 33% in June).

Figure 39: Where did you hear or see the messages about Coronavirus?



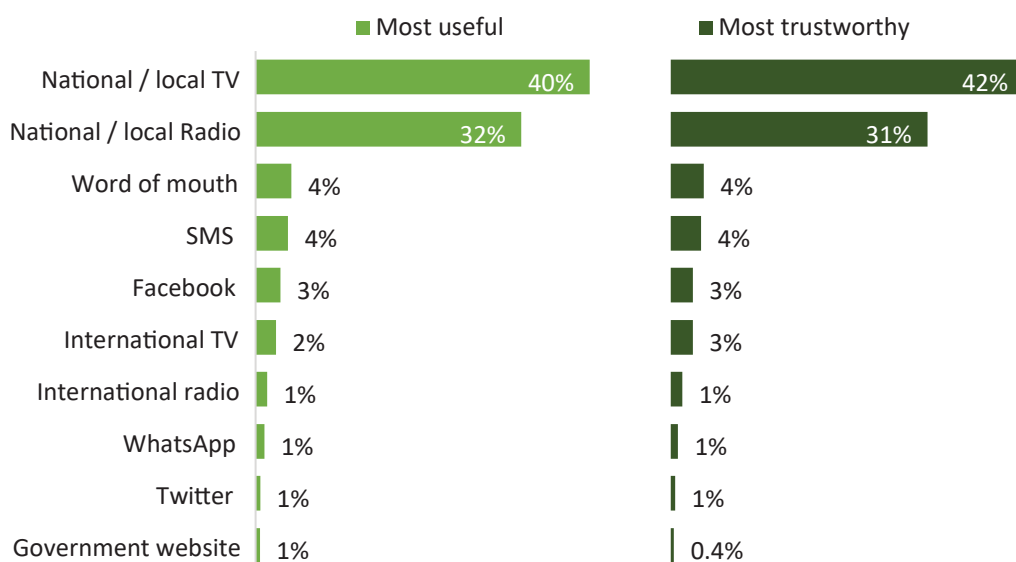
Source: *Sauti za Wananchi* mobile phone survey, special panel r3 (18 Nov – 3 Dec, 2020); and r1 (29 May – 30 June, 2020);

Base: all respondents (n=3,000)

Insight 30: TV is seen as the most useful and trustworthy source, followed by radio

National / local TV is rated by citizens as both the most useful and the most trustworthy source of information on Coronavirus. In both cases, this is followed by national / local radio. Other sources lag a long way behind.

Figure 40: Which was the most useful? And the most trustworthy?



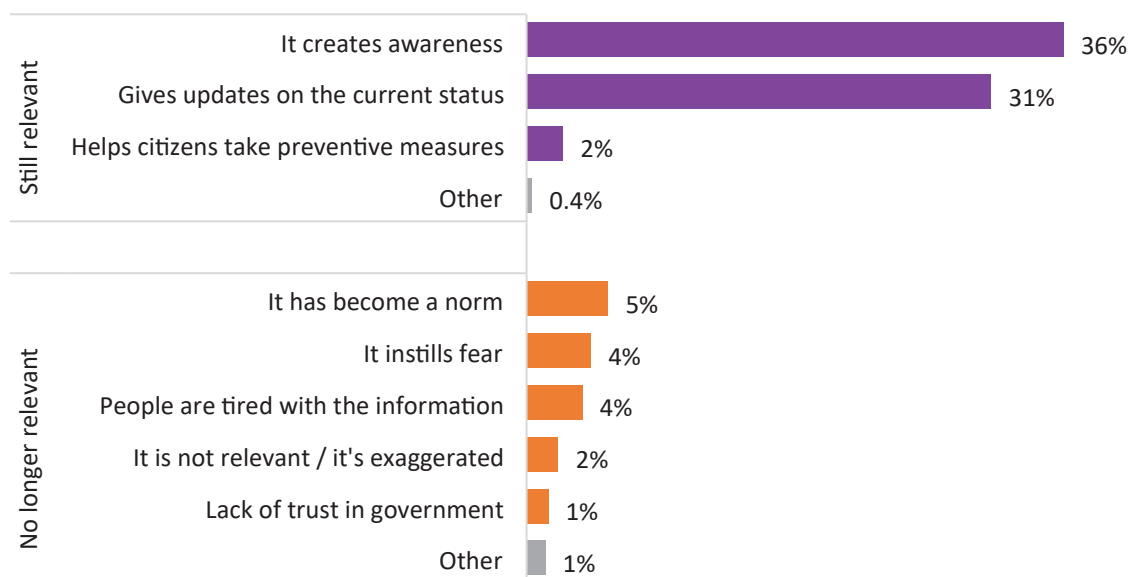
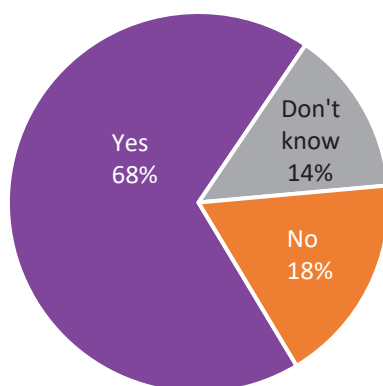
Source: *Sauti za Wananchi* mobile phone survey, special panel r3 (18 Nov – 3 Dec, 2020);

Base: all respondents (n=3,000)

Insight 31: Most citizens say the Ministry of Health daily briefings remain relevant

Seven out of ten citizens (68%) say the Ministry of Health's daily briefings on Covid-19 remain relevant, compared to two out of ten (18%) who disagree. The main reasons given for saying the briefings are useful are that they create awareness (36%) and give updates on the current status of the outbreak (31%).

Figure 41: Do you think that the Ministry of Health’s daily briefings on the status of Coronavirus/Covid-19 are still relevant? Why do you say so?



Source: *Sauti za Wananchi* mobile phone survey, special panel r3 (18 Nov – 3 Dec, 2020);
Base: all respondents (n=3,000)

3. Conclusions

In terms of knowledge and behaviour – the first of the four themes of this report – there is both good news and bad. The positive is that almost all citizens are now confidently aware of the Coronavirus, and most are aware also of confirmed cases and deaths in their county. The fact that a quarter of households now report having had a household member take a Covid-19 test at

some point may well play a part in this – the virus is no longer concentrated almost exclusively in a few areas, and it cannot be easily dismissed as a hoax. It is also a good sign that most citizens are confident that they would be able to get the assistance they need if they fall sick with the virus (though this has declined), and that self-reported mask wearing has increased.

The less positive finding is that belief in some myths and misconceptions about the virus has become more widespread compared to June 2020. More people now believe that the virus was created in a lab than in June, and more believe in alternative cures including steam inhalation, lemon and ginger, and vitamin supplements, that the World Health Organisation warns are scientifically unproven.

On livelihoods – the second theme – it is harder to find positive news. Households are struggling to make ends meet at this time. They have lower levels of food stocks available at home than in June (though this may also be affected by agricultural seasons). Half of the households report that their food consumption continues to get worse (compared to 14% who report improvements). Citizens also point to the negative economic impact as the biggest effect of lockdown on their households.

On the national response, the story is mixed. More citizens are happy than are unhappy with the government's response to the outbreak. However, there is widespread concern about how funds for the response have been spent. This ranks at the top of the list of citizens' concerns about the government's handling of the situation, followed closely by poor provision of protective equipment to health workers and perceived weak enforcement of preventive measures. Perhaps surprisingly, the government's financial support for the poor ranks as a lower concern (though still significant): most citizens say the economic measures put in place to support households through difficult times are sufficient.

On the specific challenge of re-opening schools, half support the government's actions directing schools to re-open. Nevertheless, a large majority are concerned that re-opening schools puts children at risk of contracting Covid-19, and only a minority think the measures put in place by government to prevent the spread of the virus in schools are sufficient.

Finally, on information sources, there are two clear conclusions. First, to reach citizens, TV and radio are the key channels to use – these are citizens' main sources, and those that citizens rate as most useful and trustworthy. And second, citizens feel that the Ministry of Health's daily briefings are still needed.

Overall, this report finds citizens generally well informed about the state of the outbreak in Kenya, but with increasing levels of concern about the national response: can schools, churches and other places where people gather be re-opened without losing control of the virus, and can households cope if restrictions on economic activity need to be strengthened, extended or reintroduced? There are no easy answers for policy makers through this difficult time.