

Summary Market #1 (Gosa)

- Main consumer concerns are the likelihood of contracting the Coronavirus at the market (45%), inconvenience of protective measures (23%) and unavailability of specific food items wanted by consumers (15%)
- Many vendors have experienced decrease in sales (63%) and customers (45%) while 23% of customers observed decrease in food availability (mostly eggs) due to COVID-19.
- Only a few consumers are considering replacing the market they shop from (15%)
- A reduction in consumer shopping frequency is reported among vendors and consumers (38%). Vendors also observed a decrease in purchase of fresh produce (35%),
- 28% of consumers trust both friends or family and the media (newspaper, television, or radio) for information on food safety.
- Most vendors (43%) rely on the media for food safety information while 28% trust friends or family for such information.
- More than half of vendors (53%) say the government was proactive regarding food safety pre-COVID 19 while 43% of consumers believe the government is doing a good job in ensuring safety of food.

Summary Market #2 (Utako)

- Main consumer concerns are likelihood of contracting the Coronavirus at the market (33%), inconvenience of protective measures (20%) and unavailability of specific food items wanted by consumers (15%)
- Many vendors have experienced decrease in sales (68%) and customers (58%) while 13% of customers observed decrease in food availability (mostly fresh fruits and meat) due to COVID-19.
- Only a few consumers are considering replacing the market they shop from (20%)
- Decreased purchase of packaged goods (63%) and shopping frequency is reported by vendors. Consumers also avoid shopping during peak hours (25%)
- 25% of consumers trust the media for information on food safety while 28% prefer friends or family.
- 30% of vendors trust friends or family for food safety information, while 23% rely on the media.
- 45% of vendors say the government was proactive regarding food safety pre COVID 19 while some consumers (38%) generally believe the government is doing a good job in ensuring safety of food.

Survey Methodology:

The KFMW/EatSafe market survey was designed to provide information on vendor and consumer's attitude and behavior in the informal markets within the context of COVID-19 pandemic in two food markets in Nigeria. The two survey sites are Utako and Gosa markets located in the Federal Capital Territory, Abuja. 80 consumers and vendors (40 each) are being surveyed every two weeks in each market with preliminary findings/reports provided bi-weekly as well. The consumers and vendors were randomly selected in each market. The survey questionnaire was scripted in Excel and uploaded into Kobo App. The Kobo collect App was downloaded into the interviewer's tablets and the script linked with the mobile App using the script name. Upon data collection, the information was downloaded in CSV format for analysis using descriptive frequencies. The surveys are conducted in complete adherence to global guidelines on COVID-19 prevention and control to avoid Coronavirus exposure by all stakeholders involved.

Global Alliance for Improved Nutrition. 2020. COVID Summary Bulletin. Kenya Issue 1. October 2020. A USAID EatSafe Project Bulletin.

This bulletin is made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents are the responsibility of GAIN and do not necessarily reflect the views of USAID or the United States Government.



USAID
FROM THE AMERICAN PEOPLE



Pierce Mill
entertainment & education
www.pierce-mill.com