

Summary Market #1 (Gosa)

- The top three concerns that consumers expressed are contracting the Coronavirus at the market (89%), unavailability of desired food (39%) and inconvenience of protective measures (17%)
- In the last two weeks, 69% of vendors have experienced a decrease in sales and 66% reported a decrease in customers.
- Most consumer respondents reported seeing an increase in the availability of meat, fish, poultry, eggs, fresh vegetables, and fresh fruits.
- Half of the consumers believe that the government is doing a good job in ensuring food bought in the market is safe.
- Compared to the first round, more consumers respondents reported a reduction in shopping frequency among (50% vs 56%). Vendors also reported a slight reduction in changes as regards shopping frequency (46% vs 47%)
- 45% of consumers name the news media, tv and radio as most trusted source of information on food safety. 18% of them name friends and family and 18% internet and social media. Also, 15% name medical professionals.
- 38% of vendors name the news media, tv and radio as the most trusted source of information on food safety. 25% name friends and family and 25% name medical professionals.

Summary Market #2 (Utako)

- The most prominent concerns expressed by consumers are the fear of contracting the Coronavirus at the market (67%), unavailability of food that they want (39%) and about the inconvenience of using protective measures (28%)
- In the last two weeks preceding the survey (87%) vendors have experienced decrease in sales and customers (74%)
- Most consumer respondents reported seeing an increase in the availability of fish, meat, poultry, eggs, dairy and fruits.
- 48% consumers generally believe the government is doing a good job in ensuring food bought is safe.
- 56% of consumers have reduced frequency of shopping.
- Vendors have reported decrease in purchase of fresh produce (51%)
- 28% of consumers indicated the media was their most trusted source for food safety information. They also (20% respectively) trust their friends/family and medical professionals.
- 33% of vendors trust the media for information on food safety
- 48% of consumers generally believe the government is doing a good job in ensuring food bought is safe.

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.

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