

Summary Market #1 – Machakos Retail Market, Machakos County

- 100% of vendors interviewed reported that one of the measures they have taken to reduce the risk of COVID-19 is wearing mask always
- More than 90 percent of the consumers interviewed reported fresh fruits (97%) and fresh vegetables (93%) are the main foods whose availability has changed
- The major impact of COVID-19 cited by vendors include decrease in customers (100%) and decrease in sales (92.9%).
- Consumers reported frequent hand washing (97.6%), mask wearing (97.6%) and staying at least 6 feet away (97.6%) as the main ways to avoid contracting COVID-19 .
- 30% of vendors reported that provision of regular COVID19 communication will reduce spread but only 5% of consumers think that this will be an effective prevention intervention.
- The consumers interviewed reported that fresh fruits (97%) and fresh vegetables (93%) are the main foods whose availability has changed in the market.

Summary Market #2 - Madaraka Market, Kiambu, Kenya

- During the assessment period, forty-eight (48) vendors comprising 28 females and 20 males were interviewed during this market survey. Equally, 48 consumers consisting of 27 females and 21 males participated in the interview. The main commodities traded by vendors interviewed were fruits (60.4%), vegetables (39.6%), fish (2.1), legumes (2.1%), gains/cereals (2.1%) and packaged food (2.1%).
- More than 90 percent of consumers (91.1%) and vendors (91.7%) interviewed reported that set up of hand washing/sanitizer stations is most effective intervention in the market
- Majority (97.9%) of the vendors interviewed indicated that COVID-19 has had notable impact on their business, particularly reduction in number of customers and decrease in sales (70.8%).
- Overall, all vendors (100%) reported that the volume of food they sell has decreased under COVID19. Similarly, 60.4% of the consumers interviewed reported have observed changes in food availability in the market mostly affecting fresh fruits (82.8%) and fresh vegetables(41.4%).

Survey Methodology

Frequency of Data Collection

The data from the two informal markets in Kiambu and Machakos Counties is collected on bi-weekly basis mainly aimed at assessing consumer and vendor attitudes and behavior in regard to COVID19 global pandemic. The study involves a stratified sampling procedure from which 80 consumers and 80 vendors (Retailer) respondents are selected from the targeted markets. There is a 15 member surveyor team (8 in Madaraka market, Kiambu County and 7 in Marikiti retail market, Machakos County). The data collection exercise is done through KOBO collection platform and validated by field supervisor before submission into the server.

Sampling of participants

The vendors and consumers are randomly selected from the two markets which are divided into blocks as per commodity category to ensure all sectors of the market are adequately represented. Also, the survey team ensures that respondents confirm that they haven't been asked similar questions from any other survey team to avoid duplication.

Data Processing (Cleaning & Analysis)

Data is downloaded from the server upon completion of the data collection day. It is cleaned and analyzed using Stata 15. A dofile is created and shared with project team. Each biweekly data is analyzed separately, and selected findings are disaggregated by gender and age group as overall as well as results for each market.

Report writing and findings dissemination

The market specific reports are developed based on disaggregated data on selected findings and presented in short infographics. The findings are corroborated from other survey approaches including observations to preserve systematic learnings within each market. The finds are also disseminated through a monthly COVID response unit which is comprised of market association leaders, county government authorities as well as project staff.

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