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EatSafe: Evidence and Action Towards Safe, Nutritious Food

COVID-19 Impacts on Traditional Food Market Bulletin Summaries

October 2020 – November 2021

Developed by EatSafe, the summaries contained in this document provide insights into the behaviors and daily decisions made by vendors and consumers in two traditional food markets in Abuja (Gosa and Utako markets). Issues are as follows:

For more details on EatSafe program activities, visit **gainhealth.org/EatSafe** or contact **EatSafe@gainhealth.org.**

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Bulletin Issue 1: October 14, 2020

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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.

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.

Citation : Global Alliance for Improved Nutrition. 2020. COVID Summary Bulletin. Kenya Issue 2. November 2020. A USAID EatSafe Project Bulletin.

Summary Market #1 (Gosa)

- The top three concerns that consumers expressed are contracting the Coronavirus at the market (71%), inconvenience of protective measures (33%) and unavailability of desired food (24%)
- In the last two weeks, vendors have experienced a decrease in sales (79%) and customers (65%)
- Most consumer respondents reported seeing an increase in the availability of all identified foods especially fish, fresh vegetables, fresh fruits, and dairy
- Only one of every ten consumer respondents is thinking of going to a different market
- More than half of consumer respondents (55%) believe that the government is doing a good job in ensuring food bought in the market is safe
- 63% of consumer respondents reported buying different kinds of food. Also, more than half of all consumer respondents (56%) have reduced their frequency of shopping. Majority of vendors (71%) experienced a decrease in frequency of shopping by consumers
- 30% of consumers named the media (Newspaper, TV and Radio) as most trusted source of information on food safety. 28% of consumers also named medical professionals, while 23% named friends and family and 13% the agency for food and safety.

Summary Market #2 (Utako)

- The most prominent concerns expressed by consumers is the fear of contracting the Coronavirus at the market (65%), inconvenience of using protective measures (45%) and unavailability of food that they want (35%)
- In the last two weeks, (68%) of vendors have experienced decrease in sales and customers (71%)
- Most consumer respondents reported seeing an increase in the availability of all identified food commodities especially meat, fresh vegetables, and fish
- Only 3% consumers are thinking of going to a different market
- 55% consumers generally believe the government is doing a good job in ensuring food bought is safe.
- 64% of consumers have reduced frequency of shopping.
- Vendors have reported decrease in purchase of fresh produce (51%)
- Consumer respondents indicated the agency for food and safety and the media (newspapers, television, and radio) (28% respectively) was their most trusted source for food safety information.
- 33% of vendors trust the media and 25% also trust medical professionals for information on food safety.

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.

Citation: Global Alliance for Improved Nutrition. 2020. COVID Bulletin Summary. Nigeria Issue 13 December 2020. A USAID EatSafe Project Bulletin.

Summary Market #1 (Gosa Market, Abuja FCT)

- In line with the national guidelines for COVID-19 prevention, consumers understanding of protective measures are as follows: mask usage (93%), frequent handwashing (85%), social distancing (60%) while the protective measures taken by vendors include mask usage (95%), frequent handwashing (78%) and social distancing (60%).
- Contracting COVID-19 at the market (57%) and not finding the food they want (50%) are the top consumer concerns.
- Compared to the last round, consumers report an increase in food availability for some commodities including fresh vegetables (33%), fresh fruit (22%) and meat (30%).
- Vendors reported difficulty transporting products (38%) and difficulty accessing products to sell (31%).
- Compared to two weeks ago, more consumers respondents are thinking of changing market (13% vs 3%).
- More consumer respondents believe that the government is doing a good job in ensuring food bought in the market is safe (63% vs 55% in last round).
- The media (Newspaper, TV and Radio) remains the most trusted source of information on food safety for both consumer (50%) and vendor (55%) respondents.

Summary Market #2 (Utako Market, Abuja FCT)

- In line with the national guidelines for COVID-19 prevention, consumers understanding of protective measures are as follows: frequent handwashing (87%), mask usage (85%) and social distancing (64%) while the protective measures taken by vendors include frequent handwashing (92%), mask usage (87%) and social distancing (67%).
- Contracting COVID-19 at the market (82%) and not finding the food they want (43%) are the top concerns reported by consumer respondents.
- Consumers observed decreased food availability mostly fresh vegetables (45%), fish (32%), meat (32%) and fresh fruits (29%). They noticed an increase in eggs (19%) and dairy (19%).
- In response to COVID-19, the majority of consumer respondents noted that they now avoid peak shopping hours (60%) while 52% of consumers said they have reduced the level of frequency at which they shop in the market and 48% said they are buying different kinds of food.
- Compared to two weeks ago, more consumers are thinking of changing market (10% vs 3%).
- Most vendors reported decreased customers (78%).

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.

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Suggested citation: Global Alliance for Improved Nutrition. 2020. COVID Bulletin. Nigeria Issue #4. 21st December 2020. A USAID EatSafe Project Bulletin.

Summary Market #1 (Gosa Market, Abuja FCT)

- In line with the national guidelines for COVID-19 prevention, consumer's understanding of protective measures are as follows: mask usage (95%), frequent handwashing (79%), social distancing (45%) while the protective measures taken by vendors include mask usage (83%), social distancing (28%), and wearing gloves (20%).
- Contracting COVID-19 at the market (80%) and the inconvenience of protective measures (40%) are the top consumer concerns.
- While consumers report an increase in food availability for some commodities such as fresh vegetables (30% vs 33% in last round) and fresh fruits (25% vs 22% in last round), the availability of meat is reported to be same as in last round (30%)
- There has been a significant increase in reports of decreased customers (72% vs 69%) and decrease in sales (67% vs 56%) by vendors, compared to the last round.
- Compared to two weeks ago, the proportion of consumers who are thinking of changing market has remained unchanged (13%).
- Fewer consumer respondents believe that the government is doing a good job in ensuring food bought in the market is safe (45% vs 63% in last round).

Summary Market #2 (Utako Market, Abuja FCT)

- In line with the national guidelines for COVID-19 prevention, consumer's understanding of protective measures are as follows: mask usage (100%), frequent handwashing (82%), social distancing (54%) while the protective measures taken by vendors include mask usage (53%), increased cleaning of surfaces (38%) and social distancing (35%).
- Contracting COVID-19 in the market has remained a top concern for consumers in this round. Although fewer consumers are concerned compared to the last round (67% vs 82%). Also, unlike the preceding round consumers report not trusting the markets to take appropriate precautions (30%)
- More consumers observed increase in the availability of some food communities compared to the last round mostly meat (28% compared to 19% in the last round), poultry (25% vs 165), fresh vegetables (23% vs 19%) and fresh fruits (23% vs 16%).
- Compared to two weeks ago, more consumers are thinking of changing market (25% vs 13%).
- Most vendors reported decreased customers (62% vs 79% in the last round) and decrease in sales (57% vs 63% in the previous round).
- Fewer consumer respondents believe that the government is doing a good job in ensuring food bought in the market is safe (60% vs 78% in last round).
- The media (newspaper, TV and radio) remains the most trusted source of information on food safety for both consumer (35%) and vendor (43%) respondents.

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.

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Suggested citation: Global Alliance for Improved Nutrition. 2021. COVID Bulletin. Nigeria Issue #5. 22nd January 2021. A USAID EatSafe Project Bulletin.

Bulletin Issue 6: February 8, 2021

NIGERIA

Summary - Market #1 (Gosa Market, Abuja FCT)

- In line with ongoing national guidelines for COVID-19 prevention, the percent of consumers who understand how to protect themselves remains high for wearing masks (95%), frequent handwashing (68%) and relatively low for social distancing (38%). However, overall, less vendors are using protective measures (70% vs. 83%). Top measures used by vendors include masks (96%, increased from 83%), and social distancing (21%, down from 28%).
- Consumers remain concerned with shopping at the market (40% vs 38% in previous round). Of those who are concerned, contracting COVID-19 (81%) and the inconvenience of using COVID-19 protective measures (31%) are still the top concerns.
- Overall, fewer consumers are reporting modified shopping behaviors (35% vs. 38% in previous round), however there is an increase in shopping less often (64% vs. 38%) and demand for cleanliness (50% vs. 25%).
- Vendors continue reporting decreased sales (70%) and decreased customers (55%) as top impacts, but less issues were reported on accessing goods, equipment, and services (3% respectively).
- More consumers saw an increase in availability for fresh vegetables (33% vs. 30%) and fresh fruits (33% vs. 25%). More consumers noticed decreased availability of poultry compared to previous round (10% vs. 3%).
- Among measures implemented by markets, consumers keep mentioning mandatory mask use for both consumers (54%) and vendors (23%) and handwashing/sanitizer stations (31%) as the most useful measures.

Summary - Market #2 (Utako Market, Abuja FCT)

- In line with ongoing national guidelines for COVID-19 prevention, the percent of consumers who understand how to protect themselves remains high for wearing masks (98%), frequent handwashing (90%) and social distancing (70%). However, overall, less vendors are using protective measures (83% vs. 93%). Top measures used by vendors include masks (97%, increased from 53%), distancing (30%, down from 35%), gloves (12%, down from 22%) and increased cleaning of surfaces (15%, down from 38%).
- Overall, more consumers are concerned with shopping here (65% vs. 53% in previous round). Top concerns are Contracting COVID-19 (69%), unavailability of preferred food (31%) and inconvenience of protective measures (31%).
- Generally, fewer consumers are reporting modified shopping behaviors (48% vs. 58% in previous round), specifically some are shopping less often (37% vs. 38%)., but others report an increase in avoiding shopping at peak hours (42% vs. 33%)
- Vendors continue reporting decreased customers (64%) and decreased sales (61%) as top impacts, but less reports of closed retail outlets (3%).
- More consumers saw an increase in availability for fresh vegetables (33% vs. 30%) and fish (32% vs. 18%). Unlike Gosa market, a decrease in availability of dairy was reported for Utako market (20% vs 0%).
- Among measures implemented by the market, consumers mentioned handwashing/sanitizer stations (81%) and mandatory mask use for both vendors (25%) and consumers (33%) as most useful.

Methodology: The KFMW/EatSafe market survey was designed to provide timely information on vendor and consumer's attitudes and behavior in informal markets in response to the COVID-19 pandemic in COUNTRY. The survey is carried out in Gosa and Utako traditional food markets in Abuja- Nigeria. 80 consumers and vendors (40 each) are surveyed every two weeks in each market. Consumers and vendors were randomly selected in each market. Surveys are conducted in complete adherence to global guidelines on COVID-19 prevention and control.

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Suggested citation: Global Alliance for Improved Nutrition. 2021. COVID Bulletin. Nigeria Issue #6. 8th February 2021. A USAID EatSafe Project Bulletin.

Bulletin Issue 7: February 26, 2021

NIGERIA

Summary - Market #1 (Gosa Market, Abuja FCT)

Consumer Insights:

- In line with the national guidelines for COVID-19 prevention, the percent of consumers who understand how to protect themselves remains high for wearing masks (95%) and frequent handwashing (83%). While it is still relatively low for social distancing (48%), it has moved up by 10 points.
- Overall, more consumers are reporting modified shopping behaviors (53% vs. 35% in preceding round). There is a decrease in reports of shopping less often (52% vs. 64%) and avoiding peak hours (33% vs. 43%).
- More consumers remain concerned with shopping at the market (53% vs 40% in previous round). Of those who are concerned, contracting COVID-19 (76%) and the unavailability of preferred food (24%) are the top concerns.
- More consumers saw an increase in the availability of meat (32% vs. 19%) and fish (32% vs. 24%). More consumers noticed decreased availability of fresh vegetables compared to previous rounds (24% vs. 19%).

Vendor Insights:

- More vendors are also using protective measures (88% vs. 70%). Top measures used by vendors include masks (94%, decreased from 96%), and cleaning of public surfaces (40%, up from 21%) and wearing gloves (37% increased from 21% in last round)
- Although vendors continue reporting decreased sales (58%) as a top impact, it is lower than previous rounds (70%). Difficulty in transporting products is also reported as a major impact (56% vs 27%) but less issues were reported on limited financial reserves (6% vs 12%).
- More vendors (80%) say that the government was proactive on food safety before COVID-19 compared to 58% in the last round.
- The media (newspaper, television, and radio) is trusted by most vendors (33% vs 35%). Compared to the last round, more vendors consider medical professionals a trusted source of food safety information (28% vs 23%).

Summary - Market #2 (Utako Market, Abuja FCT)

Consumer Insights:

- In line with the national guidelines for COVID-19 prevention, the percent of consumers who understand how to protect themselves remains high for wearing masks (95%) and frequent handwashing (85%). It is however low for social distancing (55%) when compared to previous rounds.
- Overall, fewer consumers are concerned with shopping (40% vs. 65% in previous round). Top concerns are contracting COVID-19 (81%) and inconvenience of protective measures (25%).
- Generally, fewer consumers are reporting modified shopping behaviors (38% vs. 48% in previous round). More are avoiding peak shopping hours (80% vs 42%), buying different kind of foods (47% vs 16%) and shopping less often (47% vs. 37%).
- More consumers saw an increase in the availability for egg (40% vs. 12%) and meat (36% vs. 24%). Fewer consumers reported a decrease in availability of dairy (16% vs 20% compared to the preceding round).

Vendor Insights:

- More vendors are using protective measures (98% vs. 83%). Top measures used by vendors include masks (100%, increased from 97%), distancing (44%, up from 30%), gloves (36%, up from 12%) and increased cleaning of surfaces (26%, up from 15%).
- Vendors continue to report decreased customers (53%) and decreased sales (56%) as top impacts, but less reports difficulty in accessing goods, equipment, and services (8%).
- Compared to 38% in the last round, more vendors (58%) say that the government was proactive on food safety before COVID-19.
- Among vendors, the media has the highest proportion (48%) of responses for trusted source of information. This is up from 30% in the preceding round.

Methodology: The KFMW/EatSafe market survey was designed to provide timely information on vendor and consumer's attitudes and behavior in informal markets in response to the COVID-19 pandemic in COUNTRY. The survey is carried out in Gosa and Utako traditional food markets in Abuja- Nigeria. 80 consumers and vendors (40 each) are surveyed every two weeks in each market. Consumers and vendors were randomly selected in each market. Surveys are conducted in complete adherence to global guidelines on COVID-19 prevention and control.

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Suggested citation: Global Alliance for Improved Nutrition. 2021. COVID Bulletin. Nigeria Issue #7. 26th February 2021. A USAID EatSafe Project Bulletin.

Bulletin Issue 8: March 19, 2021

NIGERIA

Summary - Market #1 (Gosa Market, Abuja FCT)

Consumer Insights:

- In line with ongoing national guidelines for COVID-19 prevention, the percent of consumers who understand how to protect themselves remains high for wearing masks (93%) and frequent handwashing (93%). Though it is still relatively low for social distancing (55%), it has however moved up by 7 points.
- Consumers continue to remain concerned with shopping at the market (60% vs 53% in previous round). Of those who are concerned, contracting COVID-19 (63%) and the inconvenience of protective measures (58%) are the top concerns.
- Overall, fewer consumers reported modified shopping behaviour (43% vs. 53% in preceding rounds). However, there is an increase in the numbers of consumers avoiding markets during peak hours (47% vs 33%) and demand for cleanliness (47% vs 24%)
- More consumers observed an increase in the availability of meat (53% vs. 32%) and fresh vegetables (47% vs. 24%) compared to the previous round when fewer consumers noticed decreased availability of fresh fruits (11% vs. 16%).

Vendor Insights:

- Fewer vendors are using protective measures (78% vs. 88%). Top measures used by vendors include masks (97%, increased from 94%), reminding customers to maintain social distance (34%, up from 23%) cleaning of public surfaces (26%, down from 40%) and wearing gloves (16% decreased from 37% in last round)
- Decreased sales (63%) is still a top impact for vendors and has increased from the previous round (58%). Decrease in the number of customers is another major impact (54% up from 42%) Limited finances continue to be less of an issue for vendors.
- Less vendors (70%) noted that the government was proactive on food safety issues before COVID-19 compared to 80% in the last round.
- The media (newspaper, television, and radio) is trusted by most vendors (40% vs 33%). Compared to the last round, fewer vendors consider medical professionals a trusted source of food safety information (23% vs 28%).

Summary - Market #2 (Utako Market, Abuja FCT)

Consumer Insights:

- In line with ongoing national guidelines for COVID-19 prevention, the percent of consumers who understand how to protect themselves remains high for wearing masks (95%), social distancing (78%) and frequent handwashing (75%). It is however low for frequent handwashing when compared to previous rounds.
- Overall, more consumers are concerned with shopping here (45% vs. 40% in previous round). Top concerns are contracting COVID-19 (61%) and preferred food commodity not being available (39%).
- Generally, the same proportion of consumers from the previous round are reporting modified shopping behaviors (38%). Some are shopping less often (80% vs. 47%), avoiding peak shopping hours (67% vs 80%), buying different kind of foods (47% vs 16%) and use of mobile money (27% vs 7%)
- More consumers observed an increase in the availability of meat (40% vs 36% in last round), fish (40% vs 24%), egg (40% vs 24%) and fresh vegetables (40% vs 32%).

Vendor Insights

- All vendors are still using protective measures (100%). Top measures used by vendors include masks (98%, decreased from 100%), reminding customers to maintain social distancing (43%,down from 44%), increased cleaning of surfaces (3%, up from 26%).
- Vendors report decrease in products (56% vs 33%) and difficulty transporting products (53% vs 53%) as top impacts. There are less reports of decreased sales than the previous round (56% vs 47%)
- More vendors (73%) confirmed that the government was proactive on food safety issues before COVID-19 compared to 58% in the last round.
- The media (newspaper, television, and radio) is trusted by most vendors (45% vs 48%). Compared to the last round, more vendors consider medical professionals a trusted source of food safety information (25% vs 13%).

Methodology: The KFMW/EatSafe market survey was designed to provide timely information on vendor and consumer's attitudes and behavior in informal markets in response to the COVID-19 pandemic in COUNTRY. The survey is carried out in Gosa and Utako traditional food markets in Abuja- Nigeria. 80 consumers and vendors (40 each) are surveyed every two weeks in each market. Consumers and vendors were randomly selected in each market. Surveys are conducted in complete adherence to global guidelines on COVID-19 prevention and control.

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Bulletin Issue 9: April 14, 2021

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Summary - Market #1 (Gosa Market, Abuja FCT)

Consumer Insights:

- In line with the national guidelines for COVID-19 prevention, the percent of consumers who understand how to protect themselves remains high for wearing masks (90%) and frequent handwashing (78%). Social distancing (68%) has also moved up by 13 points from the last round.
- Consumers remain concerned with shopping at the market (43%), although lower than in previous round (82%). Of those who are concerned, contracting COVID-19 (82%) and the inconvenience of protective measures (24%) are the top concerns.
- Overall, fewer consumers report modified shopping behaviors (43% vs. 53% in preceding round). However, there is an increase in the report of those avoiding peak hours (47% vs 33%) and demand for cleanliness (47% vs 24%)
- More consumers saw an increase in the availability of fresh fruits (47% vs. 37%) and meat (47% vs. 24%). Compared to previous round, most consumers (20% vs 5%) reported a decline in the availability of fish.

Vendor Insights:

- More vendors are using protective measures (90% vs. 78%). Top measures used by vendors include masks (94%, decreased from 97%), reminding customers to maintain social distance (44%, up from 34%) and cleaning of public surfaces (39%, up from 26%)
- Decrease in sales (66%) is still a top impact for vendors and has increased from the previous round (63%). Decrease in number of customers is another major impact (63% up from 54%). Challenges with product safety and quality is less of a concern (3%).
- Fewer vendors (73%) say that the government was proactive on food safety before COVID-19 compared to 70% in the last round.
- The media (newspaper, television, and radio) is trusted by most vendors as a source of food safety information (48% vs 40% in previous round). Compared to the last round, the proportion of vendors who consider medical professionals a trusted source of food safety information has remain unchanged (23% vs 23%).

Summary - Market #2 (Utako Market, Abuja FCT)

Consumer Insights:

- In line with the national guidelines for COVID-19 prevention, the percent of consumers who understand how to protect themselves remains high for wearing masks (98%), frequent handwashing (83%). Social distancing (60%) is down by 18 points. when compared to the previous round.
- Overall, more consumers are concerned with shopping here (55% vs. 45% in previous round). Top concerns are contracting COVID-19 (61%) and inconvenience of protective measures (50%).
- Generally, more consumers from previous round are reporting modified shopping behaviors (48% vs 38%). Some avoid peak shopping hours (68% vs 67%), make more demands for cleanliness (53% vs. 20%), shop less often (47% vs. 80%) and purchase more food in plastic packaging (21% vs. 7% in previous round)
- About the same proportion of consumers from previous round saw an increase in availability of meat (41% vs 40% in last round), Fewer consumers observed for fish (36% vs 40%) and egg (36% vs 40%). 36% reported reduced availability of fresh fruits.

Vendor Insights

- Vendors are still using protective measures (95%). Top measures used by vendors include masks (97% vs 98% previously), reminding customers to maintain social distancing (42%, down from 43%), increased cleaning of surfaces (45%, up from 3%).
- Vendors reports decrease in sales (55% vs 47%) and customers (48% vs 6%) as top impacts. There are less reports of disruption in transportation of goods (3% vs 18% in last round)
- More vendors (98%) confirmed that the government was proactive on food safety before COVID-19 compared to 90% in the last round.
- The media (newspaper, television, and radio) is trusted by most vendors (50% vs 45%). Compared to the last round, the same proportion of vendors consider medical professionals a trusted source of food safety information (25% vs 25%).

Methodology: The KFMW/EatSafe market survey was designed to provide timely information on vendor and consumer's attitudes and behavior in informal markets in response to the COVID-19 pandemic in Nigeria. The survey is carried out in Gosa and Utako traditional food markets in Abuja- Nigeria. 80 consumers and vendors (40 each) are surveyed every two weeks in each market. Consumers and vendors were randomly selected in each market. Surveys are conducted in complete adherence to global guidelines on COVID-19 prevention and control.

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Bulletin Issue 10: May 21, 2021

NIGERIA

Summary - Market #1 (Gosa Market, Abuja FCT)

Consumer Insights:

- In line with the national guidelines for COVID-19 prevention, the percentage of consumers who understand how to protect themselves remains high for wearing masks (95% in round 11 and 97% in round 10) and frequent handwashing (78% in round 11 and 84% in round 10). Social distancing (50%) has decreased by 18 points, from round 10.
- Consumers remain concerned with shopping at the market (45%) in round 11, this proportion is marginally comparable to round 10 (43%). Of those who are concerned in round 11, contracting COVID-19 (61%) and the unavailability of food sought (56%) are the top concerns.
- Overall, more consumers report modified shopping behaviors (40% in round 11 vs. 25% in round 10). There is an increase in the number of consumers' who demand for cleanliness (69% in round 11 vs 40% in round 10) and reduction in frequency of shopping (50% in round 11 vs 20% in round 10)
- More consumers report a change in food availability in round 11 compared to round 10 (70% in round 11 vs 43% in round 10). Consumers reported increased availability of fresh vegetables in both rounds (39% in round 11 and 41% in round 10).

Vendor Insights:

- Fewer vendors are using protective measures (83% in round 11 vs. 95% in round 10). Top measures used by vendors include masks (94% in round 11, decreased from 97% in round 10), reminding customers to maintain social distance (45% in round 11, up from 35% in round 10) and cleaning of public surfaces (42% in round 11, up from 39% in round 10)
- More than half of vendors reported that their businesses have been impacted by COVID-19 (83% in round 11 and 60% in round 10). Decrease in sales (85%) is still a top impact for vendors in round 11 and has increased from round 10 (67%). Decrease in the number of customers is another major impact (58% down from 79%). Challenges with finances and liquidity is less of a concern (4%).
- Fewer vendors (73%) in round 11 say that the government was proactive on food safety before COVID-19 compared to 83% in round 10.
- Friends and family are trusted by most vendors as a source of food safety information (28% in round 11 vs 13% in round 10).

Summary - Market #2 (Utako Market, Abuja FCT)

Consumer Insights:

- In line with the national guidelines for COVID-19 prevention, the percent of consumers who understand how to protect themselves remains high for wearing masks (97% in round 11 vs 90% in round 10), frequent handwashing (82% in round 11 vs 87% in round 10). Social distancing (56%) in round 11 is down from round 10 by 12 points.
- Overall, more consumers are concerned shopping here (45% vs. 53% in round 10). Their major concerns include the likelihood of contracting COVID-19 (78%) and unavailability of the required food items (50%).
- Generally, the percentage of consumers reporting modified shopping behaviors has not changed from round 10 (38% vs 38% in round 10). Some make more demands for cleanliness (80% vs. 33%), demand for flexible shopping hours (47% vs 7%) and avoid peak shopping hours (40% vs 60%),
- Slightly more consumers reported increased availability of fresh fruits (29% in round 11 vs 24% in round 10). 29% of consumers reported reduced availability of fresh vegetables compared to 18% who stated it in round 10.

Vendor Insights

- Majority of vendors are still using protective measures (90% in round 11 vs). Top measures used by vendors include masks (100% in round 11 vs 97% in round 10), reminding customers to maintain social distancing (44% in round 11, up from 29%), increased cleaning of surfaces (25% in round 11, down from 26%).
- More than half of vendors reported that their businesses have been impacted by COVID-19 (90% in round 11 and 68% in round 10). Vendors report decrease in sales (65% in round 11 vs 74% in round 10) and customers (61% in round 11 vs 81% in round 10) as top impacts. There are less reports of difficulty accessing financing (8% in round 11 vs 33% in round 10)
- More vendors (98%) in round 11 say that the government was proactive on food safety before COVID-19 compared to 95% in round 10.
- The media (Newspaper, television, and radio) is trusted by the highest percentage of vendors (48% in round 11 vs 40% in round 10).

Methodology: The KFMW/EatSafe market survey was designed to provide timely information on vendor and consumer's attitudes and behavior in informal markets in response to the COVID-19 pandemic in Nigeria. The survey is carried out in Gosa and Utako traditional food markets in Abuja-Nigeria. 80 consumers and vendors (40 each) are surveyed every two weeks in each market. Consumers and vendors were randomly selected in each market. Surveys are conducted in complete adherence to global guidelines on COVID-19 prevention and control.

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Bulletin Issue 11: July 2, 2021

NIGERIA

Summary - Market #1 (Gosa Market, Abuja FCT)

Consumer Insights:

- In line with the national guidelines for COVID-19 prevention, the percentage of consumers who understands how to protect themselves remains high for wearing masks (98% in round 13 vs 95% round 12), and frequent handwashing (88% in round 13 and 87% in round 12). Social distancing (60% in round 13) has decreased by 2 points, from round 10. Both markets continue to mandate the wearing of face masks (by both vendors and consumers) and practice of cleanliness behaviors.
- Consumers remain concerned with shopping at the market (40%) in round 13, this proportion is marginally comparable to round 12 (43%). Of those who are concerned, contracting COVID-19 (56% in round 13 vs 53% in round 12) remain the top concerns.
- Overall, more consumers report modified shopping behaviors (40% in round 13 vs. 35% in round 12). There is an increase in the number of those who have reduced their frequency of shopping (69% in round 13 vs 50% in round 12) and those buying different kinds of food (44% in round 13 vs 36% in round 12)
- Consumer reports of changes in food availability has remained unchanged for both rounds. (40% in round 13 vs 40% in round 12). Although, consumers reported increased availability of fresh vegetables in both rounds, more reports were made in round 13. (44% in round 13 and 38% in round 12)

Vendor Insights:

- More vendors are using protective measures (85% in round 13 vs. 83% in round 12). Top measures used by vendors include masks (100% in round 13, increased from 97% in round 10), cleaning of public surfaces (38% in round 11, down from 45% in round 10) and reminding customers to maintain social distance (29% in round 13, down from 33% in round 12)
- More than half of vendors reported that their businesses have been impacted by COVID-19 (80% in round 13 and 70% in round 12). Decrease in sales (66%) is still a top impact for vendors in round 13 and has increased from round 12 (57%). Decrease in the number of customers is another major impact (59% in round 13 down from 64% in round 12). Challenges with finances and liquidity remains less of a concern in both rounds (6% in round 13 and 7% in round 12).
- More vendors (63%) in round 13 say that the government was proactive on food safety before COVID-19 compared to 60% in round 12.
- Newspaper, television, and radio are trusted by most vendors as a source of food safety information (38% in round 13 vs 43% in round 12).
- Consumers mirror the media usage of the vendors; they rely on mass media for food safety information although this practice dropped 20 29% in round 13 from 33% in round 12.

Summary - Market #2 (Utako Market, Abuja FCT)

Consumer Insights:

- In line with the national guidelines for COVID-19 prevention, the percent of consumers who understands how to protect themselves remains high for wearing masks (93% in round 13 vs 93% in round 12), frequent handwashing (60% in round 13 vs 65% in round 12). Social distancing (70%) in round 13 is down from round 12 by 5 points.
- Overall, more consumers are concerned shopping here (45% in round 13 vs. 40% in round 12). Their major concerns include the likelihood of contracting COVID-19 (63% in round 13 vs 78% in round 12)
- Generally, there has been a slight change in the percentage of consumers reporting modified shopping behaviors from round 12 (38% in round 13 vs 33% in round 12). Some make more demands for cleanliness (62% in round 13 vs. 47% in round 12), reduced frequency of shopping (46% in round 13 vs. 53 % in round 12), and buying different kinds of foods (46% in round 13 vs 27% in round 12),
- More consumers reported increased availability of fresh vegetables in both rounds, more reports were made in round 13. (44% in round 13 and 38% in round 12)

Vendor Insights

- Majority of vendors are still using protective measures (80% in round 13 vs 88% in round 12). Top measures used by vendors include masks (97% in round 13 vs 100% in round 12) increased cleaning of surfaces (53% in round 13, down from 40% in round 12) and reminding customers to maintain social distancing (31% in round 13, up from 29% in round 12.
- More than half of vendors reported that their businesses have been impacted by COVID-19 (58% in round 13 and 68% in round 12). Vendors report decrease in sales (70% in round 13 vs 67% in round 12) and customers (57% in round 13 vs 56% in round 12) as top impacts. There are less reports of difficulty accessing financing (15% in round 13 vs 15% in round 12)
- Fewer vendors (68%) in round 12 say that the government was proactive on food safety before COVID-19 compared to 70% in round 12.
- The media (newspaper, television, and radio) is trusted by the highest percentage of vendors (50% in round 13 vs 38% in round 12).

Methodology: The KFMW/EatSafe market survey was designed to provide timely information on vendor and consumer's attitudes and behavior in informal markets in response to the COVID-19 pandemic in Nigeria. The survey is carried out in Gosa and Utako traditional food markets in Abuja-Nigeria. 80 consumers and vendors (40 each) are surveyed every two weeks in each market. Consumers and vendors were randomly selected in each market. Surveys are conducted in complete adherence to global guidelines on COVID-19 prevention and control.

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Bulletin Issue 12: August 2021

NIGERIA

Summary - Market #1 (Gosa Market, Abuja FCT)

Consumer Insights:

- In line with the national guidelines for COVID-19 prevention, the percentage of consumers who understand how to protect themselves remains high for wearing masks (98% in round 13, 73% in round 14 vs against 74% in round 15). Although reports of frequent handwashing declined from 88% in R13 to 20% in R14, it increased significantly; by 59 points, between R14 and R15 (20% in round 14 and 79% in round 15). Likewise for social distancing, 60% in round 13, 20% in round 14 and an increase of 6 points in round 15 (26%).
- More than half of consumers had no concerns shopping in the market in all 3 rounds: R13 (60%), R14 (73%) and (69%) in R15. The top concern in R13 was contracting COVID-19, R14 was not trusting the market to take the necessary protective measures (64%) while others not following the protective measures was the top concern in R15 (57%)
- Overall, compared to R14, fewer consumers in R15 reported that they are unlikely to stop shopping temporarily or permanently at the market due to COVID-19, (80% in R14 vs 68% in R15). Only one in ten consumers considered shopping at a different market in round 13.
- The most significant reports in food availability were observed in packaged foods (0% shortage in R14 vs 33% shortage in R15), leafy vegetables (25% shortage in R14 vs 0% shortage in R15), other leafy vegetables (25% shortage in R14 vs 0% shortage in R15) and meat, poultry, and fish (25% shortage in R14 vs 0% shortage in R15)

Vendor Insights:

- Top measures used by vendors include masks (100% in round 13, 63% in round 14 and 60% in round 15), frequent handwashing (53% in round 14 vs 33% in round 15) and use of hand sanitizers (38% in Round 14 vs 25% in R15). There was no mention of frequent handwashing and use of hand sanitizer by vendors in round 13.
- Not less than half of the vendors reported that their businesses have been impacted by COVID-19 (80% in round 13, 68% in round 14 and 50% in round 15). Fewer customers (59% in R13, 63% in R14 and 75% in R15) and decrease in sales (66% in R13, 44% in R14 and 45% in R15) are the top impact for vendors.
- Medical professionals are trusted by more vendors as a source of food safety information. Those who feature on Newspaper, television, and radio were mentioned by more vendors in R13 (38%) compared to R14 (24%) and R15 (21%) while the local doctors or nurses were mentioned by more in R15 (13% in R13, 14% in R14 vs34% in R15)

Summary - Market #2 (Utako Market, Abuja FCT)

Consumer Insights:

- In line with the national guidelines for COVID-19 prevention, the percentage of consumers who understand how to protect themselves remains high for wearing masks (93% in round 13, 90% in round 14 and 83% round 15). Reports of frequent handwashing was high in round 13 (93%) but dropped by 68 points in round 14. It increased by 13 points between R14 and R15 (25% in round 14 and 38% in round 15). More consumers reported social distancing in round 13 (70%), compared to 23% in round 14 and 23% in round 15.
- More consumers had no concerns while shopping in the market in R13 (60%) and R15 (63%) compared to R14 (50%). The top concern in round 13 was contracting COVID-19 (63%) while others not following the protective measures was the foremost concern in in R14 and R15 (65% in R14 VS 60% in R15)
- Overall, compared to R14, slightly more consumers in R15 report that they are unlikely to stop shopping temporarily or permanently at the market due to COVID-19, (70% in R14 vs 72% in R15). Only 5% of consumers considered shopping at a different market in round 13.
- The most significant reports in food availability were observed in other leafy vegetables (50% shortage in R14 vs 0% shortage in R15), fresh fruits (0% shortage in R14 vs 25% shortage in R15) and meat, poultry, and fish (25% shortage in R14 vs 0% shortage in R15)

Vendor Insights:

- Top measures used by vendors include masks (93% in round 13, 70% in round 14 vs 35% in round 15), frequent handwashing (85% in round 13, 57% in round 14 and 40% in round 15) and use of hand sanitizers (60% in round 13, 48% in Round 14 and 43% in R15).
- 58% of vendors in round 13, 48% in round 14 and 60% in round 15 reported that their businesses have been impacted by COVID-19). Fewer customers (58% in R13, 63% in R14 and 42% in R15) and decrease in food volume sold (57% in R14 vs 50% in R15) are the top impact for vendors 57% in R13, also reported difficulty in transporting goods as atop concern.
- Generally, medical professionals are reported to be trusted by more vendors as a source of food safety information. The medical professionals who feature on Newspaper, television, and radio were mentioned by more vendors in R13 (50%) compared to 24% in R14 vs 21% in R15, while the local doctors or nurses were mentioned by more in R15 (14% in R14 vs 34% in R15)

Methodology: The KFMW/EatSafe market survey was designed to provide timely information on vendor and consumer's attitudes and behavior in informal markets in response to the COVID-19 pandemic in Nigeria. The survey is carried out in Gosa and Utako traditional food markets in Abuja-Nigeria. 80 consumers and vendors (40 each) are surveyed every two weeks in each market. Consumers and vendors were randomly selected in each market. Surveys are conducted in complete adherence to global guidelines on COVID-19 prevention and control.

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Bulletin Issue 13: September 2021

NIGERIA

Summary - Market #1 (Gosa Market, Abuja FCT)

Consumer Insights:

- In line with the national guidelines for COVID-19 prevention, the percentage of consumers who understand how to protect themselves remains high for wearing masks (75% in round 15, 80% in round 16 and 75% in round 17). Frequent handwashing (23% in round 15, 20% in round 16 and 38% in round 17). For social distancing, 33% in round 15, 23% in round 16 and 28% in round 17.
- Less than half of consumers had no concerns shopping in the market in all 3 rounds: R15 (35%), R16 (38%) and (38%) in R17. The top concern in R16 was others not following the protective measures (68%) while in R17 , it was the unavailability of preferred food (40%).
- Overall, fewer consumers in R17 reported that they are unlikely to stop shopping temporarily or permanently at the market due to COVID-19, (68% in R15, 75% in R16 vs 65% in R17).
- The most significant reports in food availability were observed in fresh fruits (58% shortage in R16 vs 0% shortage in R17)

Vendor Insights:

- Top measures used by vendors include masks (60% in round 15, 58% in round 16, 68% in round 17), frequent handwashing (33% in round 15, 38% in round 16, 38% in round 17) and increased cleaning of surfaces (18% in round 15, 20% in round 16, 38% in round 17)
- Not less than half of the vendors reported that their businesses have been impacted by COVID-19 (50% in round 15, 68% in round 16 and 63% in round 17). Fewer customers (75% in R15, 35% in R16, and 56% in R17) and decrease in food volume sold (45% in R15, 40% in R16 and 52% in R17) are the top impact for vendors.
- More vendors (30%) in round 16 mentioned other vendors as trusted source of food safety information, compared to round 15 and round 17 where medical professionals who feature in newspaper, television, and radio were mentioned by most (35% in r15 and 24 % in r17).

Summary - Market #2 (Utako Market, Abuja FCT)

Consumer Insights:

- In line with the national guidelines for COVID-19 prevention, the percentage of consumers who understand how to protect themselves remains high for wearing masks in R16 and R17 (35% in round 15, 88% in round 16 and 80% in round 17). Frequent handwashing (40% in round 15, 38% in round 16 and 50% in round 17).
- More than 50% of consumers had no concerns while shopping in the market in R15 (63%) and R16 (63%) compared to R17 (53%). The top concern was others not following the protective measures (60% in R15, 65% in R16 and 60% in R17)
- Overall, fewer consumers in R17 reported that they are unlikely to stop shopping temporarily or permanently at the market due to COVID-19, (73% in R15, 80% in R16 vs 60% in R17).
- The most significant reports in food availability were observed in root, tubers, and plantain (33% shortage in R16 vs 0% shortage in R17)

Vendor Insights:

- Top measures used by vendors include masks (35% in round 15, 86% in round 16 vs 80% in round 17), frequent handwashing (40% in round 15, 38% in round 16 and 50% in round 17), use of hand sanitizers (43% in round 15, 33% in Round 16 and 35% in R17) and increased cleaning of surfaces (13% in round 15, 8% in Round 16 and 38% in R17).
- 60% of vendors in round 15, 48% in round 16 and 45% in round 17 reported that their businesses have been impacted by COVID-19). Difficulty transporting goods (38% in R15, 58% in R16 and 33% in R15) and decrease in customers (42% in R15, 58% in R16 and 56% in R17) are the top impact for vendors
- Generally, medical professionals and national government agencies are reported to be trusted by more vendors as a source of food safety information. The medical professionals and those who feature on Newspaper, television, and radio were mentioned by more vendors in R14 (24%) compared to 24% in R16 vs 22% in R17, while the local doctors or nurses were mentioned by fewer in R15 (8%) compared to 27% in R16 vs 22% in R17)

Methodology: The KFMW/EatSafe market survey was designed to provide timely information on vendor and consumer's attitudes and behavior in informal markets in response to the COVID-19 pandemic in Nigeria. The survey is carried out in Gosa and Utako traditional food markets in Abuja- Nigeria. 80 consumers and vendors (40 each) are surveyed every two weeks in each market. Consumers and vendors were randomly selected in each market. Surveys are conducted in complete adherence to global guidelines on COVID-19 prevention and control.

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Summary - Market #1 (Gosa Market, Abuja FCT)

Consumer Insights:

- In line with the national guidelines for COVID-19 prevention, the percentage of consumers who understand how to protect themselves remains high for wearing masks (75% in round 17, 65% in round 18 and 65% in round 19), frequent handwashing (38% in round 17, 23% in round 18 and 28% in round 19) and for social distancing (28% in round 17, 15% in round 18 and 10% in round 19).
- More consumers had no concerns shopping in the market in the last two rounds: R17 (38%), R18 (58%) and (60%) in R19. Contracting COVID-19 remains the top concern among most consumers (59% in R18 and 44% in R19).
- Overall, more consumers reported that they are unlikely to stop shopping temporarily or permanently at the market due to COVID-19, (65% in R17, 70% in R18 vs 85% in R19).
- The most significant reports in food availability were observed in grains (0% shortage in R18 vs 33% shortage in R19) and meat, poultry, and fish (0% shortage in R18 vs 33% shortage in R19).

Vendor Insights:

- Top measures used by vendors include masks (68% in round 17, 60% in round 18, 45% in round 19), frequent handwashing (38% in round 1, 30% in round 18, 38% in round 19) and increased cleaning of surfaces (38% in round 17, 25% in round 18, 30% in round 19)
- Not less than half of the vendors reported that their businesses have been impacted by COVID-19 (63% in round 17, 53% in round 18 and 48% in round 19). Fewer customers (56% in R17, 71% in R18, and 53% in R19) and decrease in food volume sold (52% in R17, 62% in R18 and 58% in R19) are the top impact for vendors.
- Generally, more vendors stated that medical professionals such as the local doctor or nurse are the most trusted source of food safety information (24% in R17, 21% in R18 and 26% in R19)

Summary - Market #2 (Utako Market, Abuja FCT)

Consumer Insights:

- In line with the national guidelines for COVID-19 prevention, the percentage of consumers who understand how to protect themselves remains high for wearing masks in R16 and R17 (85% in round 17, 85% in round 18 and 75% in round 19) including frequent handwashing (45% in round 17, 53% in round 18 and 18% in round 19).
- More than 50% of consumers had no concerns while shopping in the market in R17 (53%) and R18 (60%) compared to R18 (65%). The top concern expressed was the possibility of contracting COVID-19 (32% in R17, 63% in R18 vs 50% in R19) and unavailability of preferred food (21% in R17, 19% in R18 vs 64% in R19)
- Overall, the proportion of consumers who reported that they are unlikely to stop shopping temporarily or permanently at the market due to COVID-19 has remained unchanged from R18, (60% in R17, 78% in R18 vs 78% in R19).
- The most significant reports in food availability were observed in package foods (50% shortage in R18 vs 0% shortage in R19)

Vendor Insights:

- Top measures used by vendors include masks (80% in round 17, 83% in round 18 vs 65% in round 19), frequent handwashing (50% in round 17, 48% in round 18 and 35% in round 19), use of hand sanitizers (35% in round 17, 48% in Round 18 and 40% in R19) and increased cleaning of surfaces (38% in round 17, 40% in Round 18 and 32% in R19).
- 45% of vendors in round 17, 53% in round 18 and 48% in round 19 reported that their businesses have been impacted by COVID-19. Decrease in the number of customers (56% in R17, 57% in R18 and 58% in R19) is the top impact for vendors.
- More consumers in R18 considered their local doctors/nurses (30.0% in R18 vs 14.2% in R19) as a trusted source of information on food safety compared to 33% in R17. Among vendors, more respondents mentioned friends, family (30.0% in R18 vs 14.2% in R19 compared to 22% in R17) and medical professionals, newspapers, radio, and television (62.5% in R18 vs 13.5% in R19) as trusted source of information on food safety compared to 22% in R16

Methodology: The KFMW/EatSafe market survey was designed to provide timely information on vendor and consumer's attitudes and behavior in informal markets in response to the COVID-19 pandemic in Nigeria. The survey is carried out in Gosa and Utako traditional food markets in Abuja-Nigeria. 80 consumers and vendors (40 each) are surveyed every two weeks in each market. Consumers and vendors were randomly selected in each market. Surveys are conducted in complete adherence to global guidelines on COVID-19 prevention and control.

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