



KeyRESEARCH

PRESENTATION



**CONSUMER IN TIME
OF A PANDEMIC**

- RESULTS ANALISYS



METHODOLOGY

TECHNICAL DATA



Methodology:
Quantitative
Approach

Universe of Study:
Individuals of both
genders, aged 15 or
over, residing in the
province of Luanda



Sample:
462 interviews

Margin of Error:
5 p.p. (Confidence
interval: 95%)



TECHNICAL DATA



Collection Period:
August to October
2020.



Collection Technique:
Telephone Interviews (CATI);
structured questionnaire with
closed questions.

* Random number generation



Duration:
10 minutes
per interview

Municipalities	Number of interviews
Belas	73
Cacuaco	66
Cazenga	67
Luanda	153
Viana	103



CHARACTERIZATION

CHARACTERIZATION



Genere



50%
Male



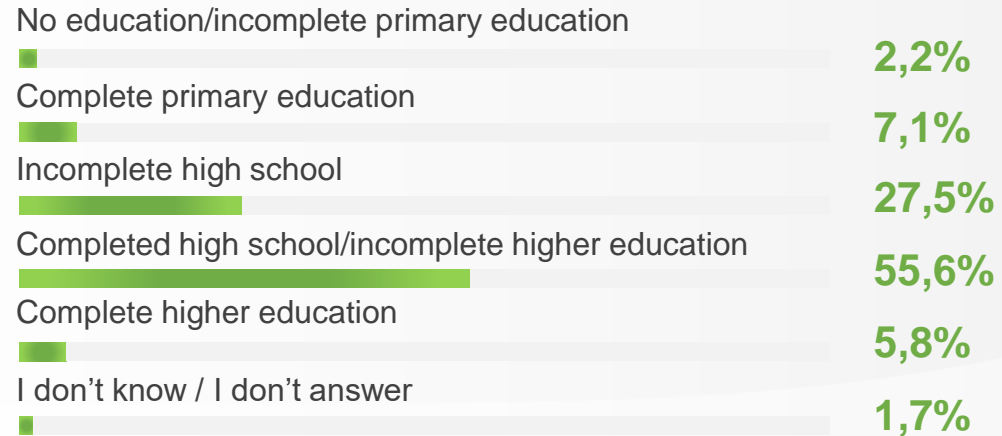
50%
Female



Age Group



CHARACTERIZATION

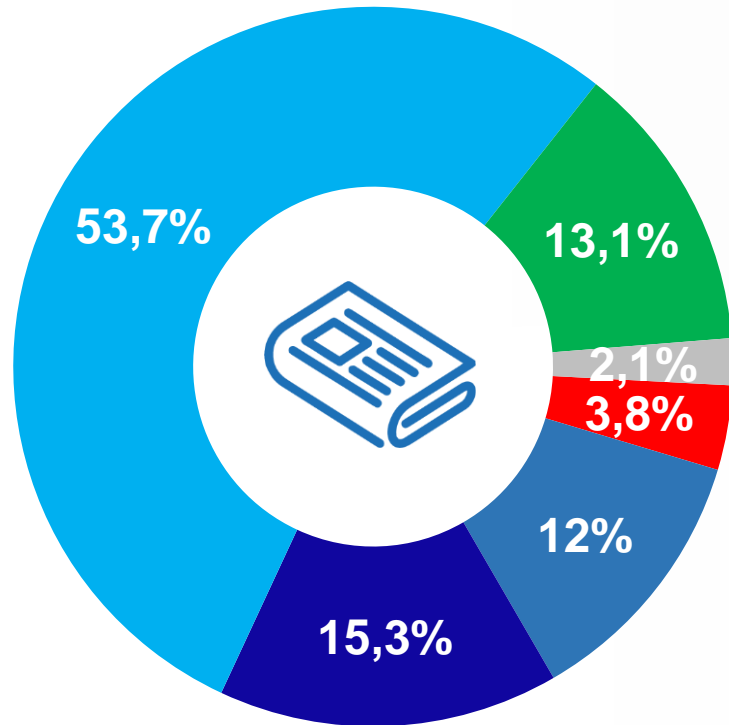




PERCEPTION ABOUT THE COVID-19

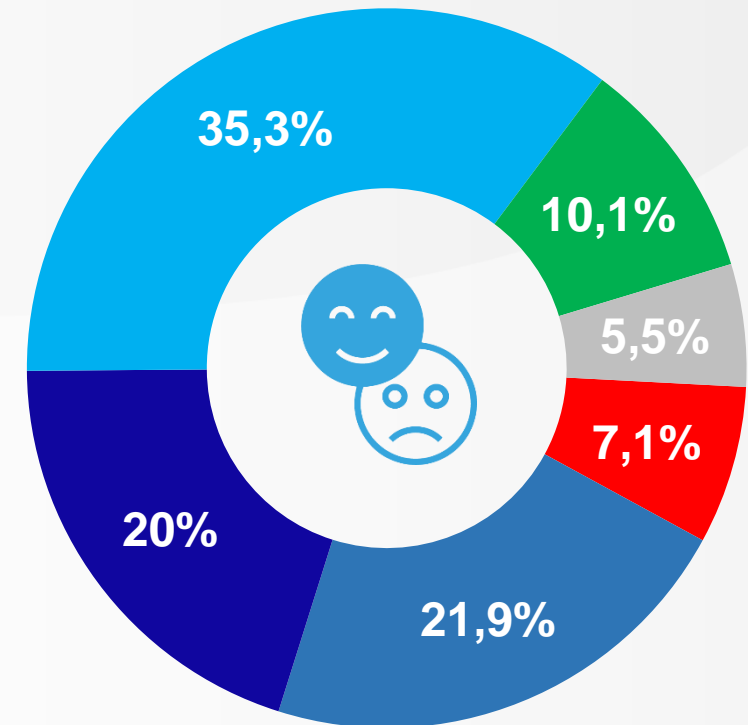
LEVEL OF INFORMATION AND OPTIMISM

Level of Information



- Very misinformed
- Misinformed
- Neither well nor ill informed
- Well informed
- Very well informed
- I don't know/I don't answer

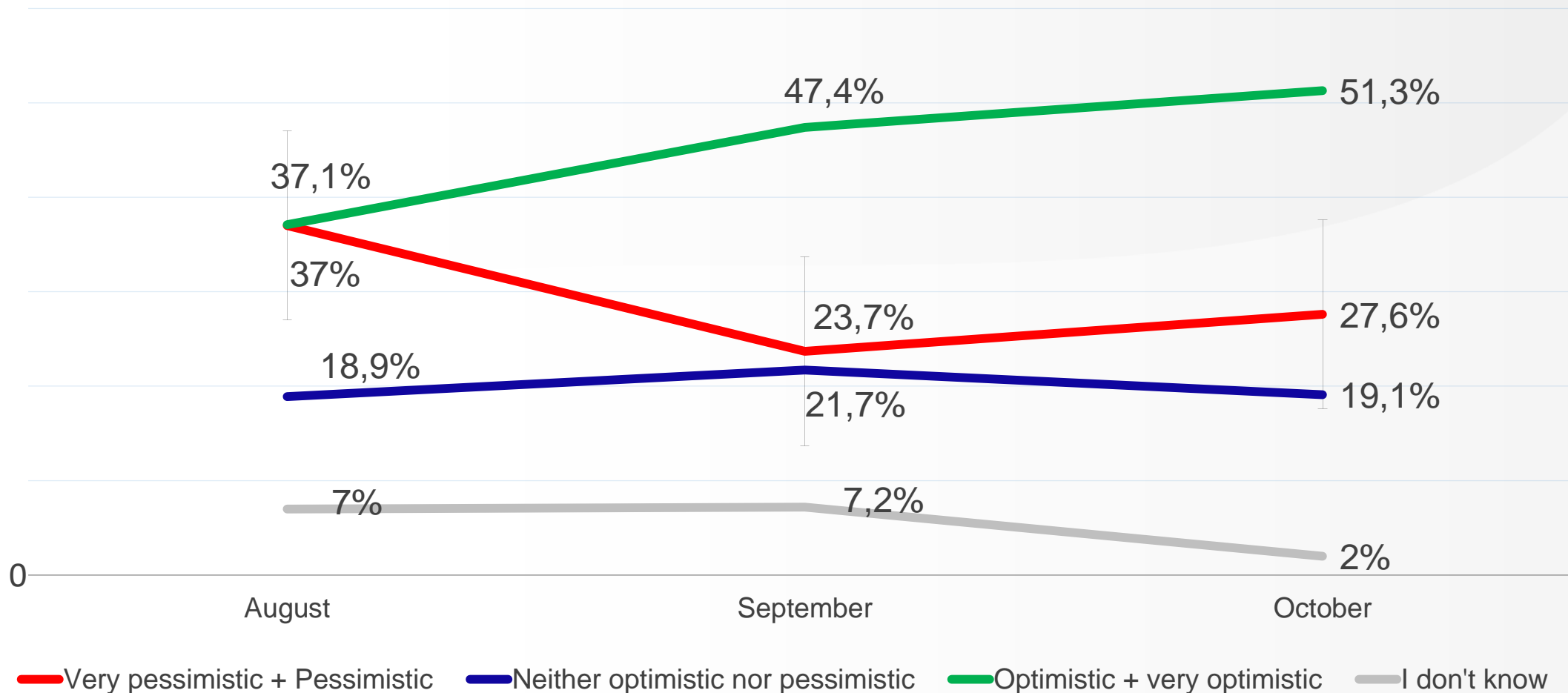
Optimism



- Very pessimistic
- Pessimistic
- Neither optimistic nor pessimistic
- Optimistic
- Very optimistic
- I don't know / I don't answer

OPTIMISM HAS INCREASED OVER THE PAST MONTHS...

Optimism over the months



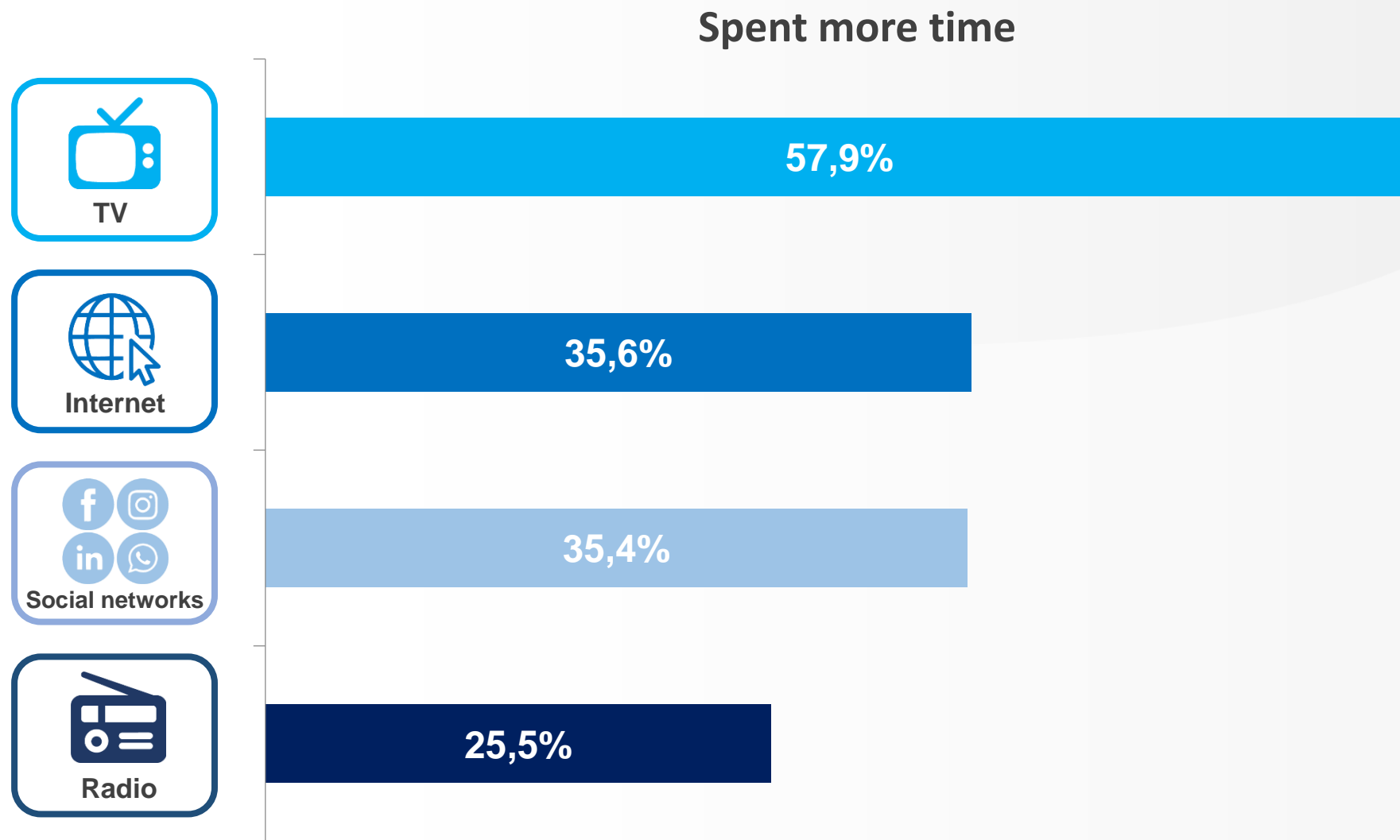
Base: 100%

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MEDIA HABITS

TV WITH MORE AUDIENCE, AND RADIO WITH LESS



Base: 100%

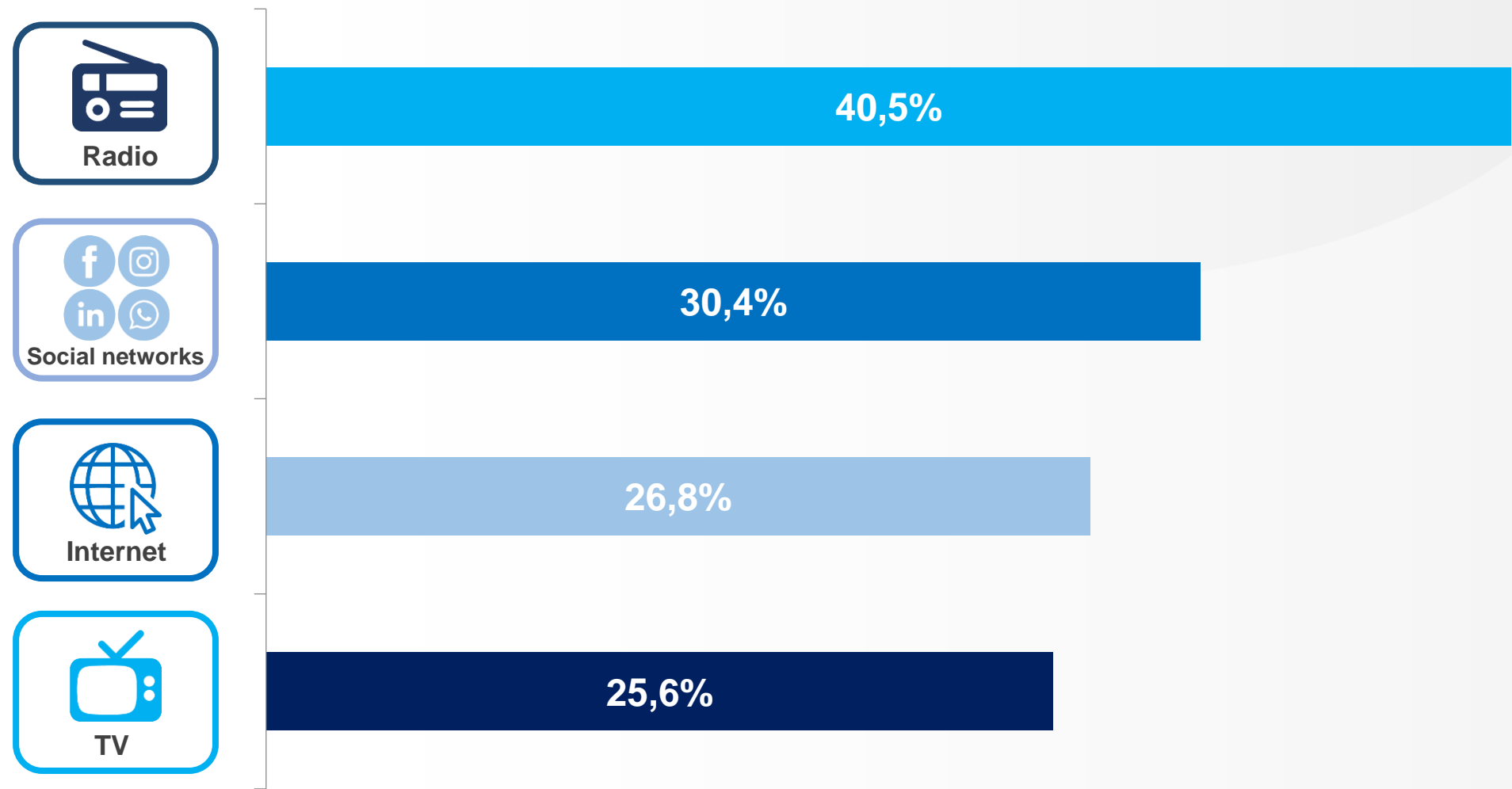
PROFILE OF WHO STARTED WATCHING MORE TV



Base: 100%

TV WITH MORE AUDIENCE, AND RADIO WITH LESS

It took less time

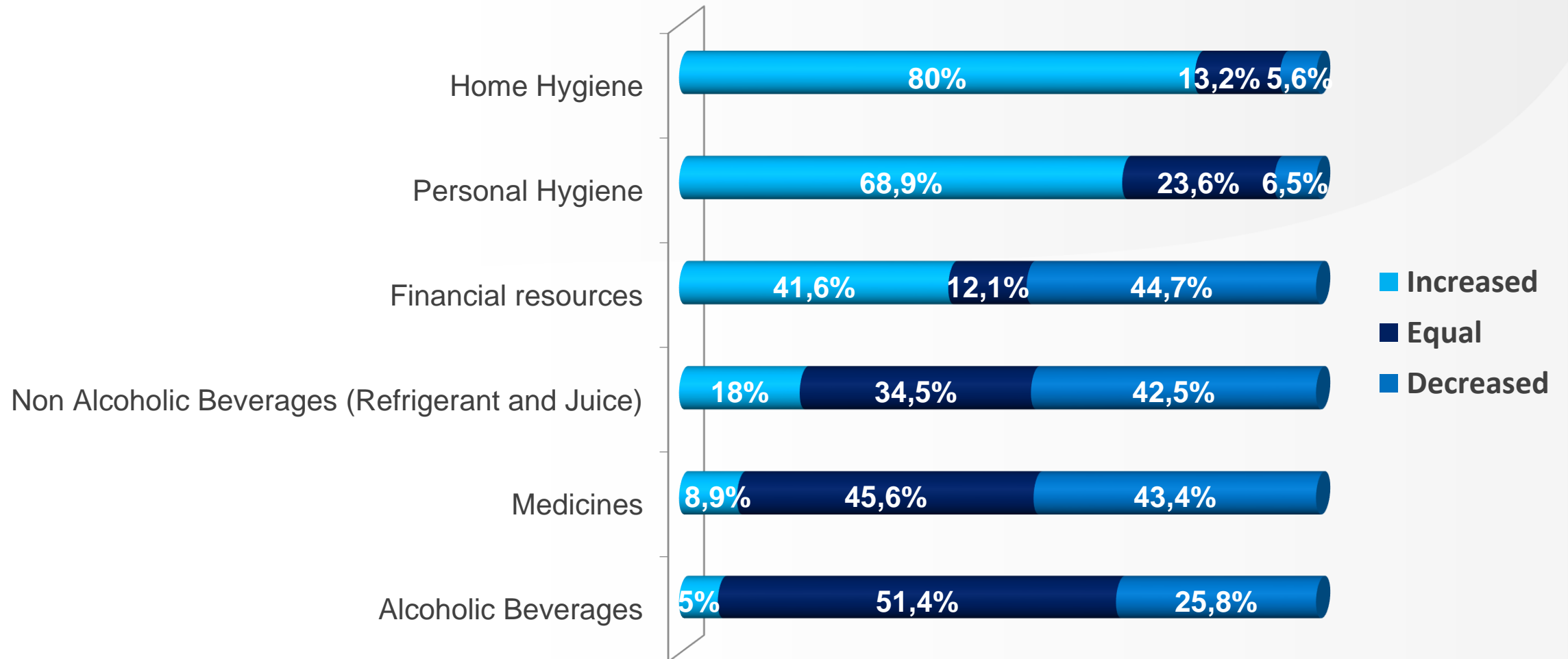


A photograph of a man and a woman shopping in a grocery store. The man is on the left, wearing a plaid shirt, and the woman is on the right, wearing a white sweater. They are both looking towards the right. In the background, there are shelves stocked with various products. A hand is visible on the right side, pointing towards a product on a shelf. The entire image has a blue overlay.

CONSUMPTION



INCREASE IN HOME HYGIENE DROP IN JUICE AND REFRIGERANT



Base: 100%

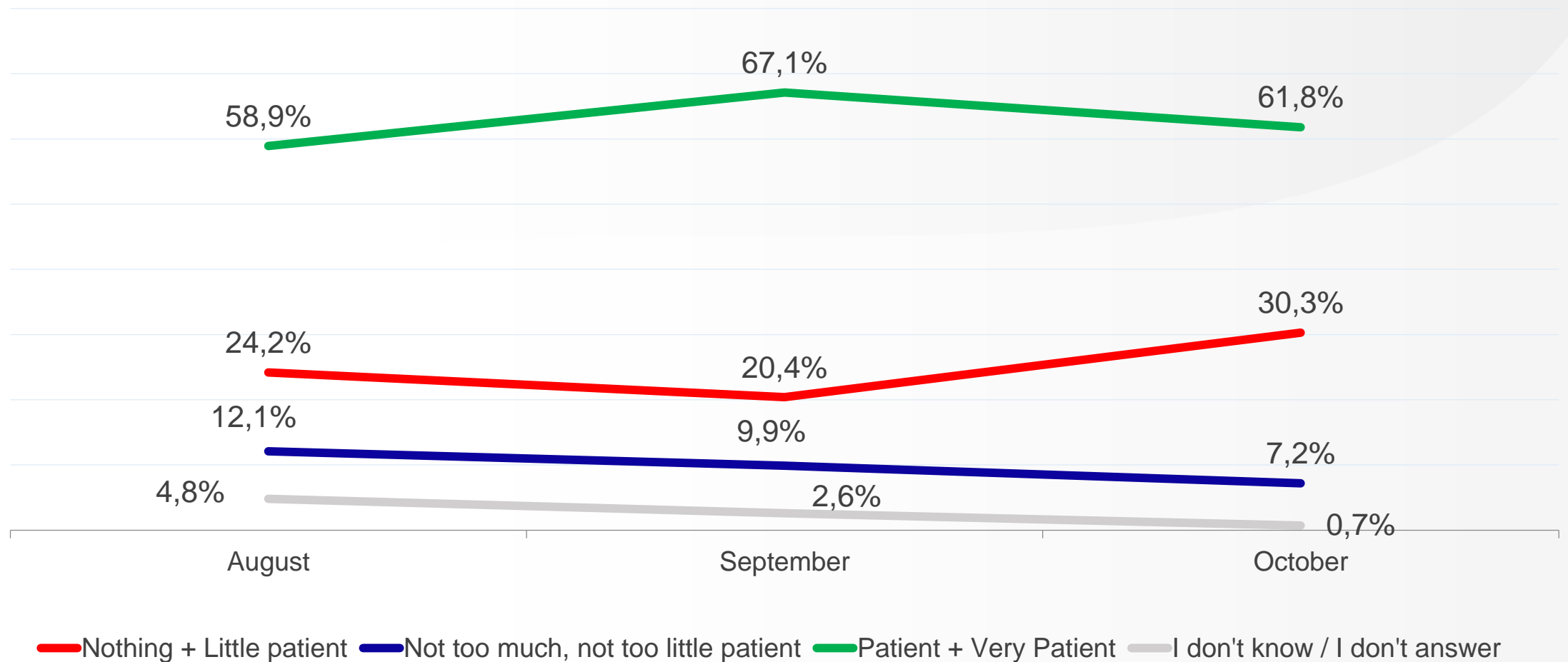
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 HUMOR

LACK OF PATIENCE IS INCREASED

Patience

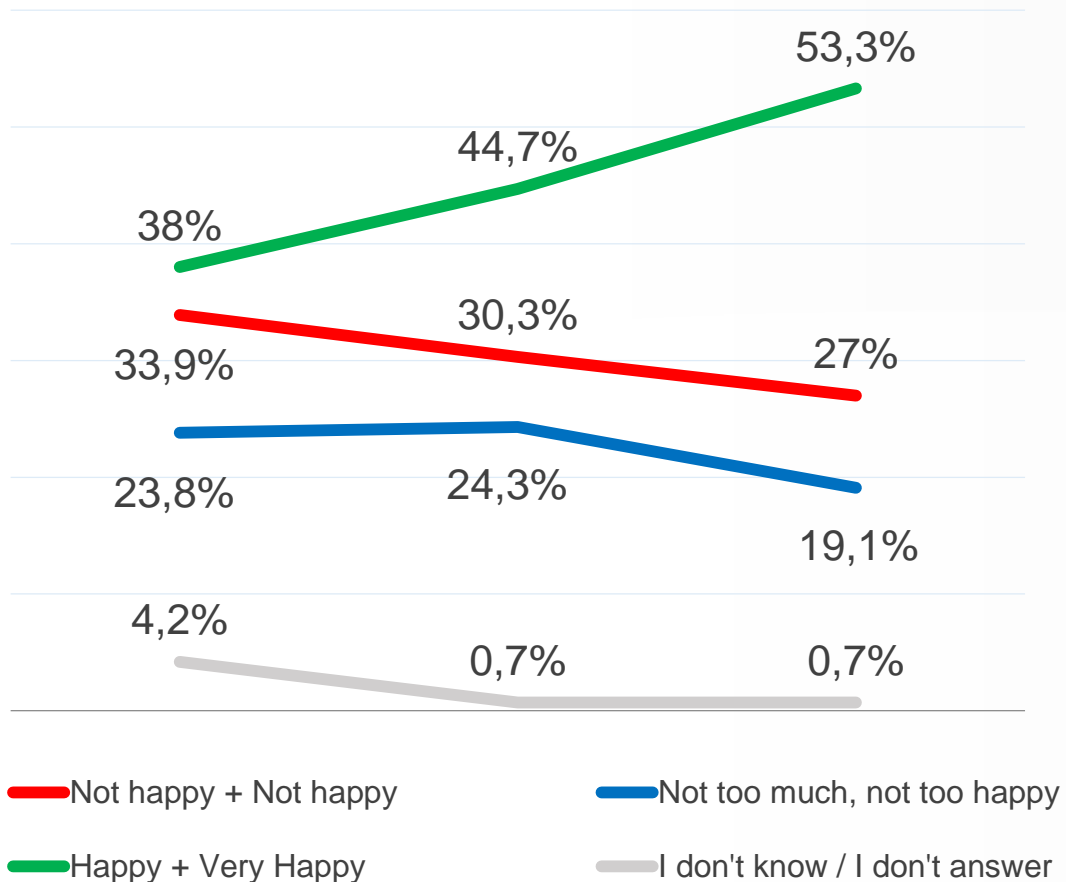


— Nothing + Little patient — Not too much, not too little patient — Patient + Very Patient — I don't know / I don't answer

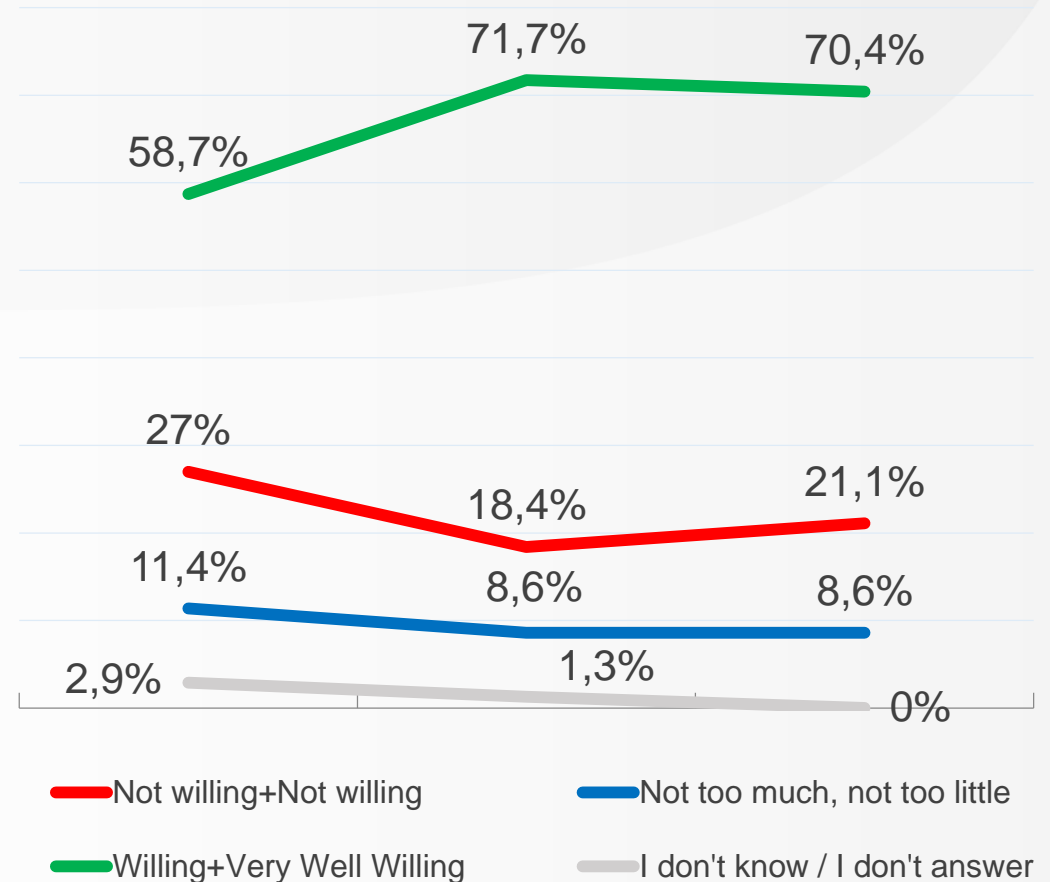


BUT WILLINGNESS AND HAPPINESS ALSO!

Happiness



Disposition





RESEARCH IS DISCOVERY!

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