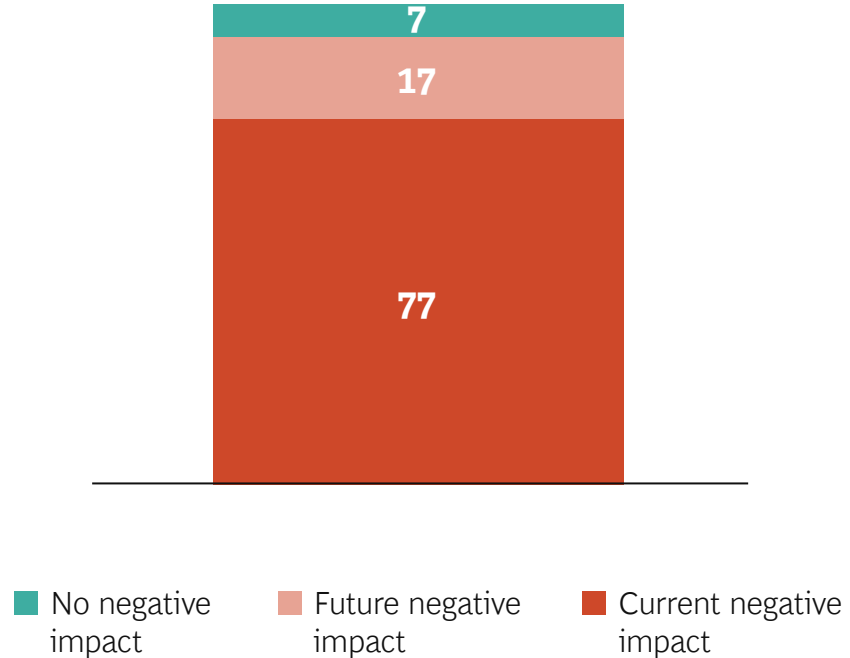
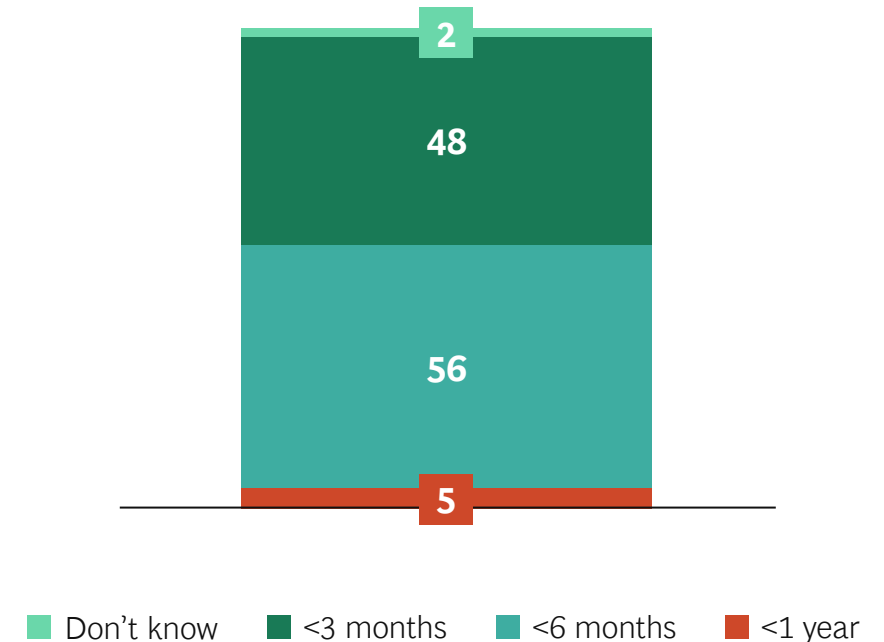


Did You Know: 95% of Consumers in South Africa Expect to Recover Within Six Months

Experiencing a severe immediate impact on household income (%)



Expect a fast financial rebound once the virus is contained (%)



Source: BCG COVID-19 Consumer Sentiment Survey. April 17–22, 2020 (N = 569; LSM 5–10).

Note: Questions were “Which of the following statements is true for you, when it comes to your household income?”; “Which of the following statements best characterizes your feelings on your personal financial situation?”; and “How long do you think you will need for your household financial situation to get better if the current virus spread would be contained today and life returns to normal?”

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