

April
2023

LOADSHEDDING

HOW CONSUMERS CONTINUE TO COUNT THE COST



A TrendER/InfoQuest Report



info
quest

Fusing Collaborative Insights

TrendER

South Africans continue to count the personal cost of loadshedding – and it is significant.

In April 2022, **TrendER/infoQuest**, a leading online research provider in South Africa, monitored various effects that loadshedding had had on South African consumers.

Exactly a year later, in **April 2023**, this survey was repeated and some major changes have occurred.

Three hundred respondents, aged 18 years and older, were interviewed across all provinces in South Africa and the findings are worth noting.

Consequences of loadshedding

Up from
57%
a year ago

Three in four South Africans have had at least one home appliance damaged or destroyed as a result of loadshedding

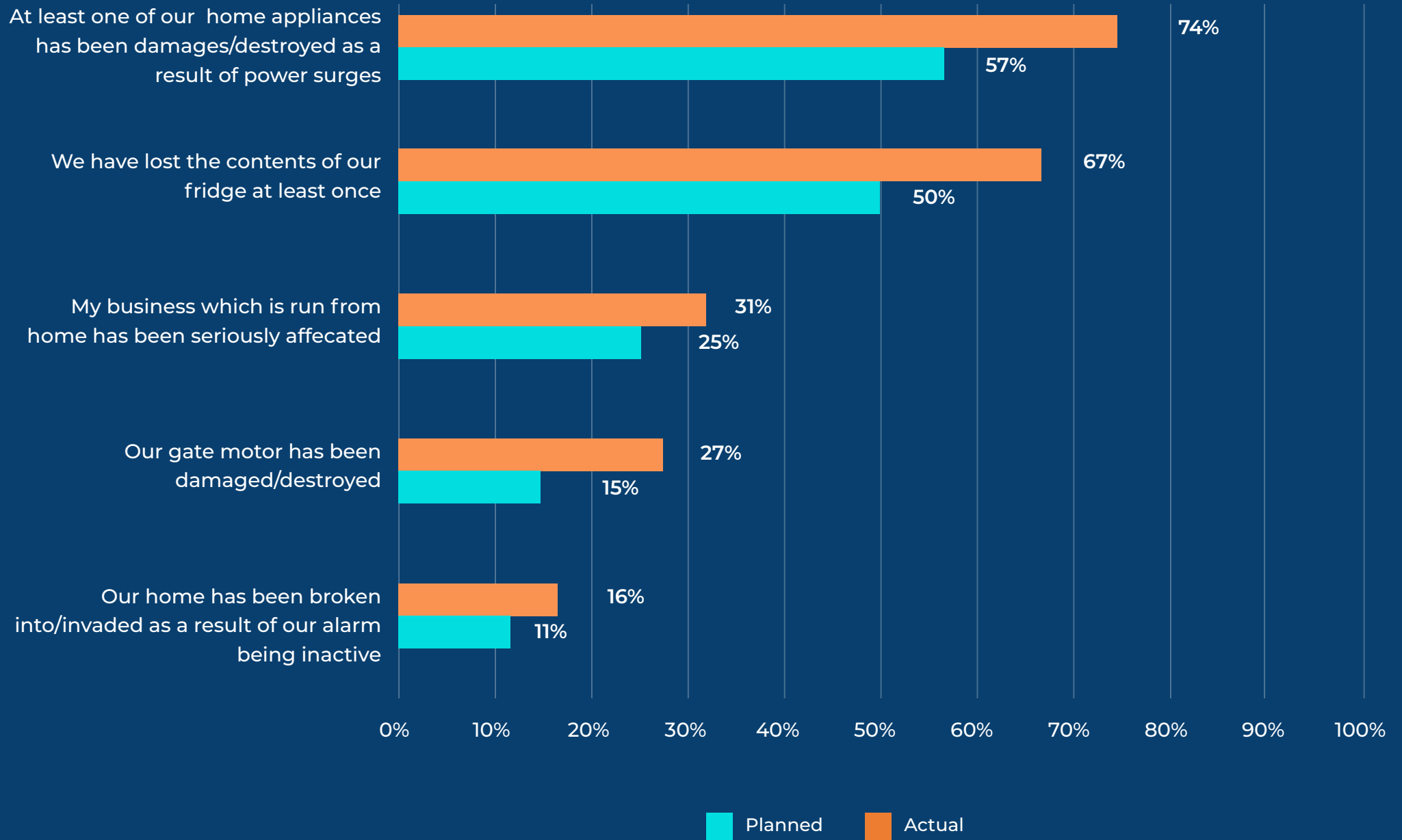
Since
April

The loss of fridge contents and damage/destruction to gate motors has also increased

Up from
11%
a year ago

One in three respondents also claimed that their home operated businesses have been seriously affected. As a result of security alarms being inactive during loadshedding, **16%** have had a burglary/home invasion.





Types of alternative power sources

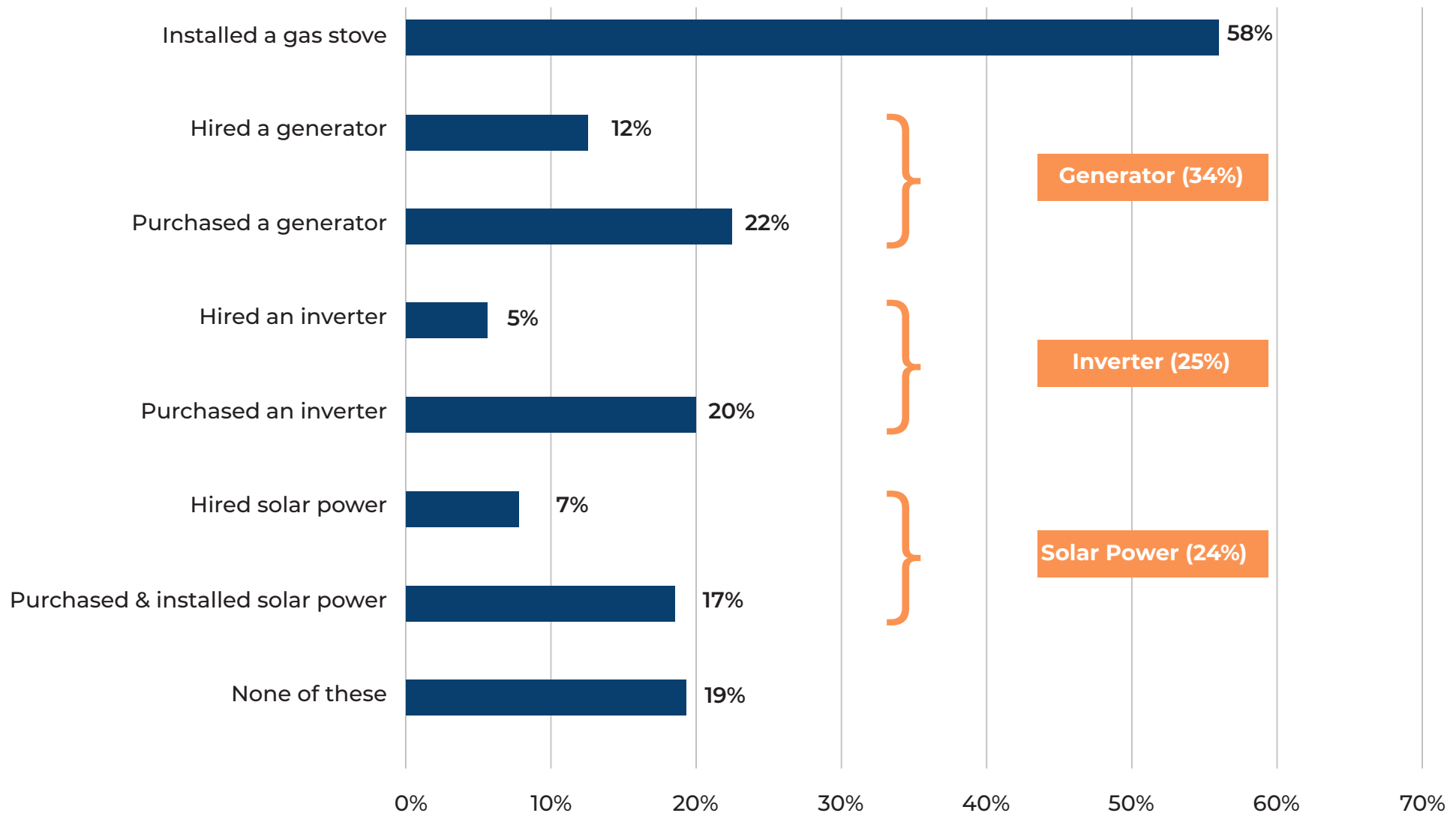
In addition to having to repair or replace household items, consumers are also having to finance ways to keep the power on in their homes.

Purchasing or hiring of generators is the most common form of supplementary power, with inverters and solar power at similar levels.

About **60% of South Africans** have installed a gas stove.

Overall, about **80% of respondents** have made alternate arrangements of some sort to cope with loadshedding.





Changes in consumer behaviour

When it comes to grocery shopping and preparing meals, substantial behaviour changes have occurred.

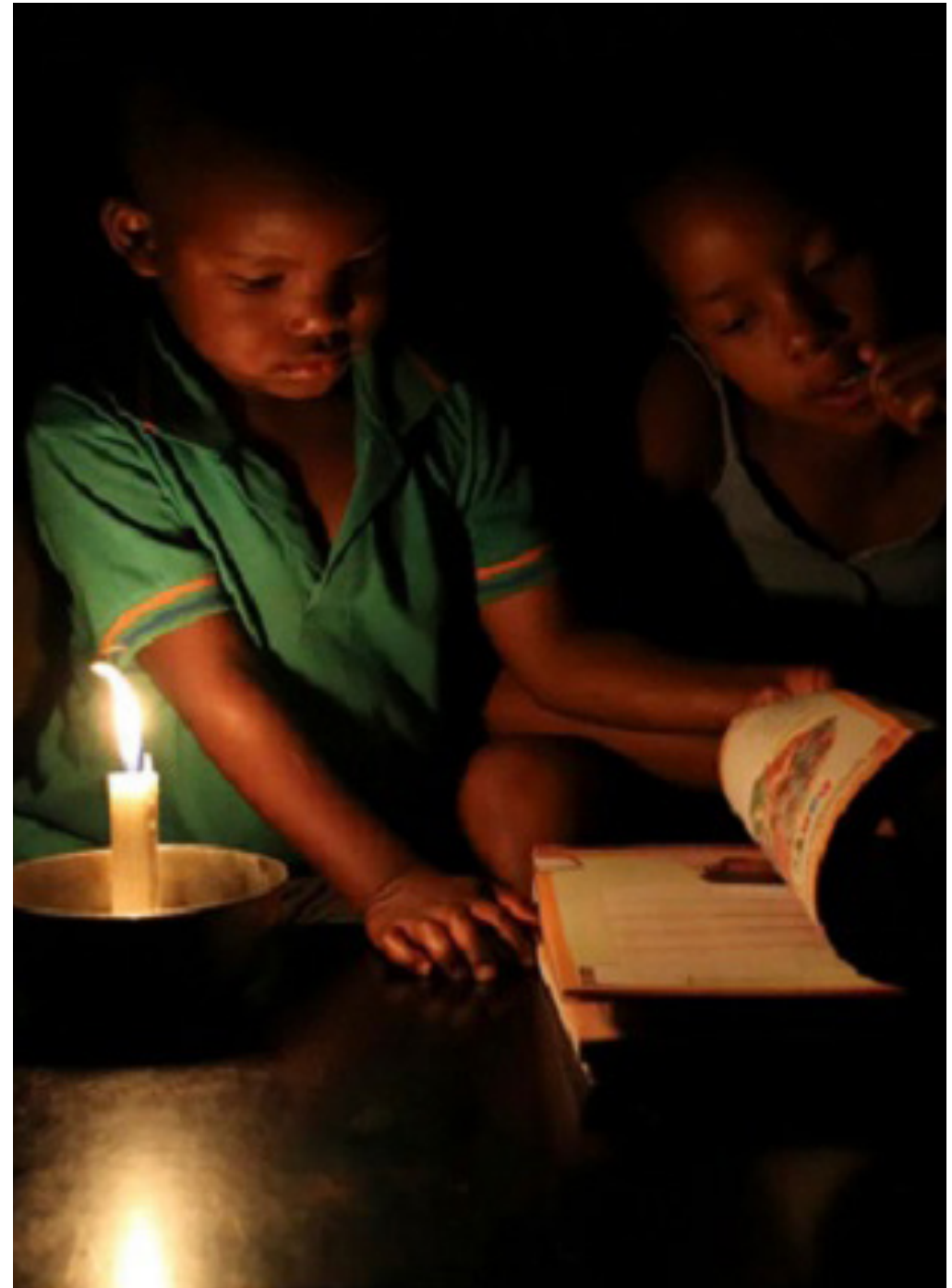
About three in four consumers are buying fewer groceries more often to reduce the risk of wastage of food, while two in three claim that the types of meals they prepare has changed dramatically.

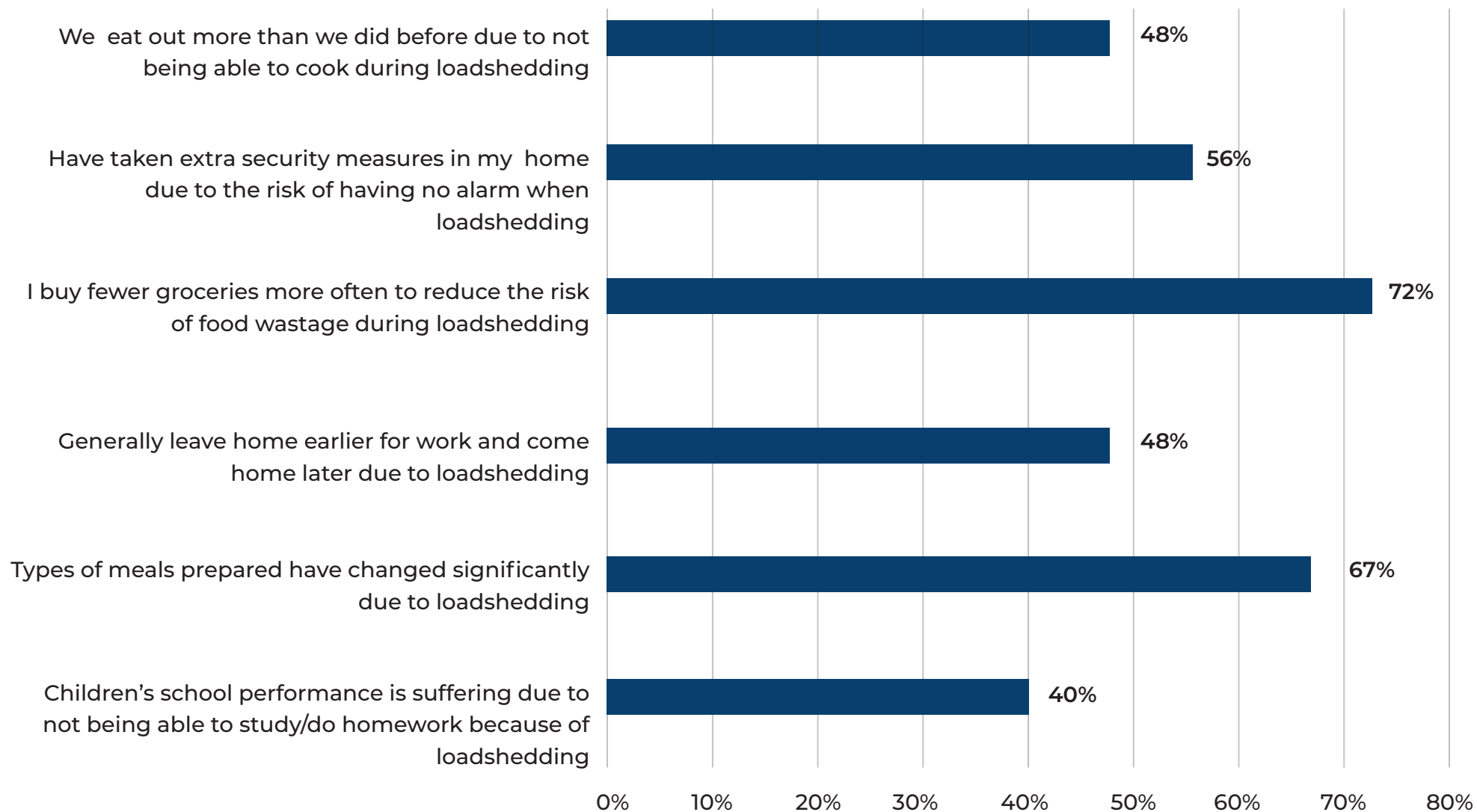
About one in two eat out more often due to loadshedding.

Work-life balance has also been affected with **48%** saying that they now leave home earlier to get to work and return home later.

Loadshedding has also had an effect on the school performance of children, with **40%** of parents claiming that their children's performance has deteriorated due to them not being able to study or do homework because they have no power.

Security is also an issue during loadshedding and **56%** of respondents have taken extra security measures in their homes to ensure that they are safe at these times.

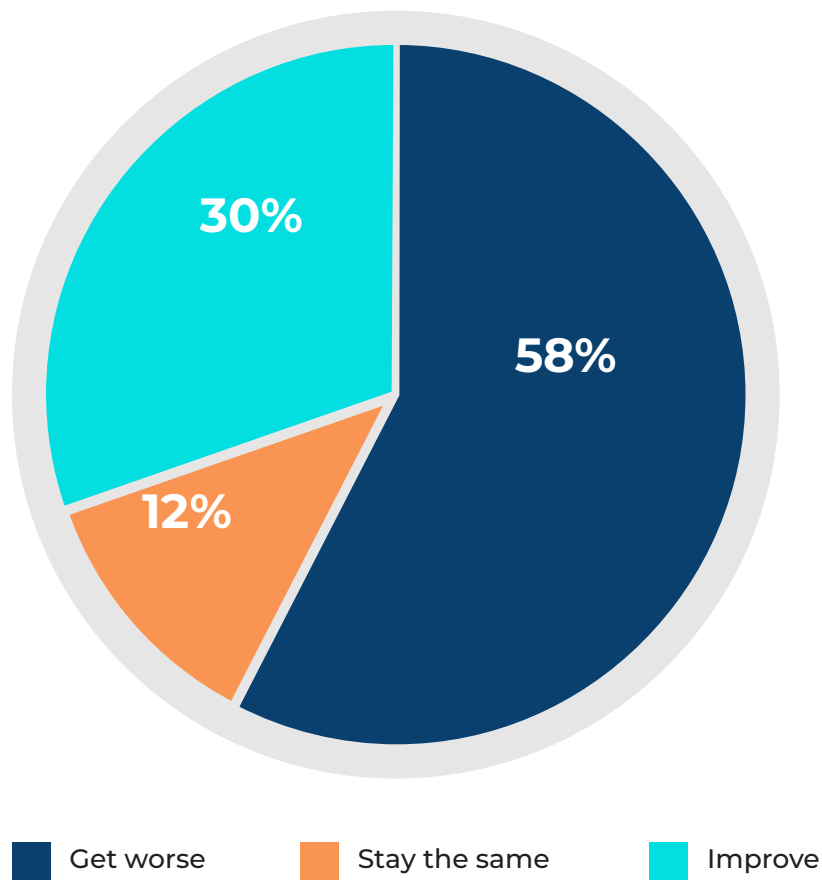




Changes in consumer behaviour

Consumers' expectations for the future of loadshedding are pessimistic, with **58%** believing that it will get worse over the next year.

Females tend to be more pessimistic than males, while older South Africans are also more negative than those in the younger age categories.



On a positive note, **52%** of respondents said that they tend to spend more time together as a family and communicate more when there is loadshedding 'Compared with a year ago, South Africans are having to dip even deeper into their pockets to alleviate some of the consequences and challenges of loadshedding.

This puts strain on the consumer in an already tough economic climate.

Marketers also need to take note of the changes in consumer behaviour and shopping habits that are becoming more evident.

All of these factors contribute to the "*new normal*" of the South African consumer in an environment that appears to be here to stay for the foreseeable future,' **confirms Mogorosi Mashilo, MD of TrendER/infoQuest.**

DISCLAIMER

This publication contains general information only.
The views and opinions in this publication should not be viewed as professional advice with respect to your business.

Before making any decision or taking action that may affect your finances or your business, you should consult a qualified professional adviser.

TrendER Insights shall not be responsible for any loss whatsoever sustained by any person who relies on this publication.

The use herein of trademarks that may be owned by others is not an assertion of ownership of such trademarks by TrendER Insights nor intended to imply an association between TrendER Insights and the lawful owners of such trademarks.

OUR — SERVICES

We are a full service advertising agency:

Consumer research

- **Insights**
- **Trends**
- **Strategy**
- **Creative development**

Contacts:

Mogorosi Mashilo: Director
mogorosi@trender.co.za

MORE TREND REPORTS

www.trender.co.za



Infoquest is a subsidiary of TrendER, infoQuest was established in 2006 and is a leading South African online research company, also operating in Africa. They have the longest running consumer panel in SA, with approximately 40 000 panellists .

TrendER

TrendER Insights is an African consumer insights research agency that offer business intelligence by following trends and surveying consumers to gain a deeper understanding behind our consumer motivations, beliefs, needs and behaviours.