

# ATTITUDE TOWARDS COVID-19 VACCINE

in South Africa, Nigeria, Kenya • February 2021

60%  
Negative

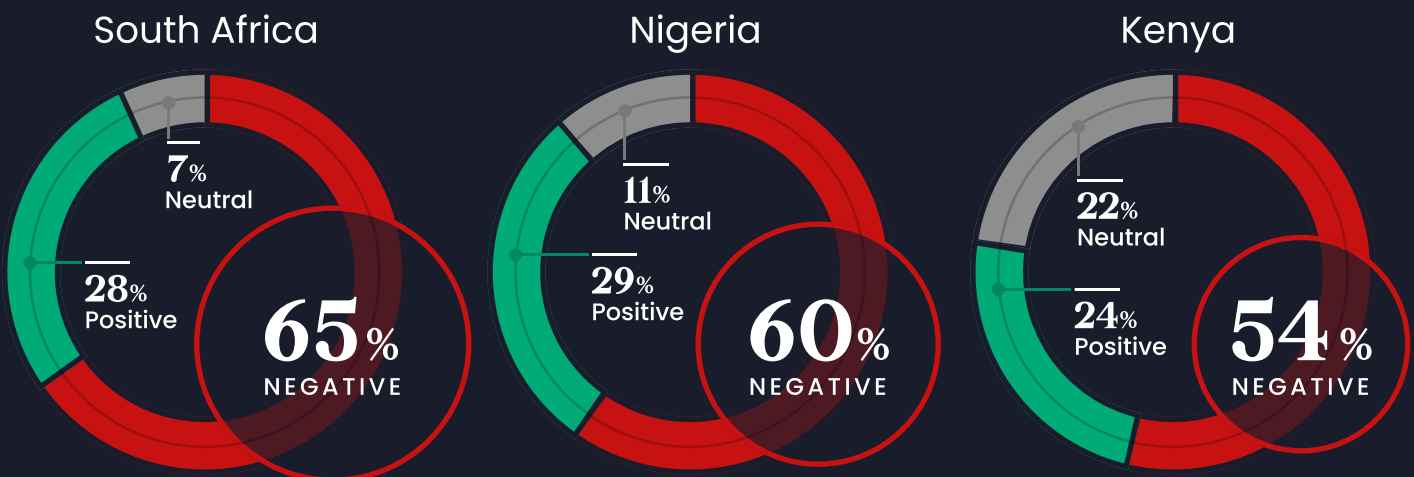


Across the African continent, public sentiment towards the rollout of a COVID-19 vaccine is mostly negative, largely driven by slow procurement processes and unequal access. Vaccine hesitancy is also a driver of negative sentiment in South Africa and Kenya, suggesting public attitudes will be difficult to change there. In Nigeria, however, public hesitancy is exceedingly positive, implying overall sentiment could quickly shift to positive once distribution challenges are resolved.

**METHODOLOGY** VoxCroit Analytics collected a snapshot of tweets from January to February 2021 in South Africa, Kenya, and Nigeria, based on location data. All tweets with the keyword "vaccine" or "vaccination" were included. A random representative sample was produced from the raw data for each country, which was then coded for theme and sentiment.

## OVERALL SENTIMENT (across themes)

◆ Negative ◆ Positive ◆ Neutral



## SENTIMENT BY THEME

◆ Negative ◆ Positive ◆ Neutral

