

PRESS RELEASE

Coping strategies adopted during corona lockdown

With the country under the lockdown due to the Corona virus threat, while people nod their heads towards the precautionary steps being taken, they have reasons to worry about the current scenario and apprehension about what lies ahead.

New Delhi: With the spread of COVID-19 several countries including India have imposed lockdown. The intention behind the lockdown is to flatten the curve which essentially means spreading the coronavirus cases over a longer time frame thus allowing the healthcare machinery more time to handle the burden. India has been under lockdown for the past two weeks and with the caseload doubling in every four days as per recent estimates, there may be a reason to extend the lockdown. A recent online study¹ captures people's perception about the lockdown and their coping mechanisms.

"This study has been designed to give insights into people's perception on the current situation and understand what their state of mind is. The findings from the study may help the implementing agencies like central and state governments in data-driven decision making and design the communication strategies for the days ahead." - CEO, Mr. Paresh Kumar, DevInsights

Over two-third people are relieved that the lockdown in place will stop the virus spread

While most of the respondents were aware of the virus outbreak across the world, 28% of them admitted that they didn't think that it would spread to India and hence were indifferent. All this changed by the time the lockdown was announced. By this time, people's reaction had turned to one of relief with 2/3rd of respondents reporting this. Most of these people expressing relief on the announcement were retired and elderly, as the disproportionate impact of the corona virus on the older age groups was well documented by this time.

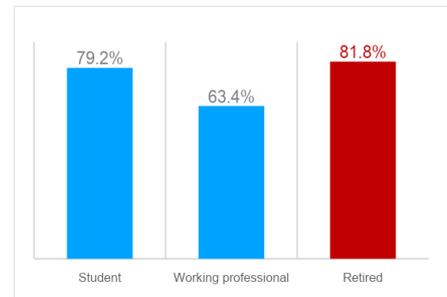


Figure 1: Happy/relieved (This will stop the virus spread) by occupation

¹ Respondents include 63% males and 36% females, spread across all age categories with 30% coming from 18-25 year olds, 49% from 26-40 years and 21% over the age of 40. Three-fourths of the respondents are working professionals and 28% had school-going children

Among parents with children as well, a sense of relief was reported at the time of lockdown announcement. However, different reactions were reported by parents with three or more children. They were more worried about their jobs and the ability to support their large family.



Figure 2: Happy/relieved (This will stop the virus spread) by no of kids

Two out of every three people were worried after the lockdown of adverse impact on their work/business or because of insufficient supplies at home

With the sudden announcement of lockdown a lot of working professionals and businesses had to cope with broken supply chains, uncertain production and uncertain wages; leaving them worried about their ability to maintain a steady income. With the looming uncertainties and the very real possibility of extension of the lockdown this demographic is faced with a tough road ahead.

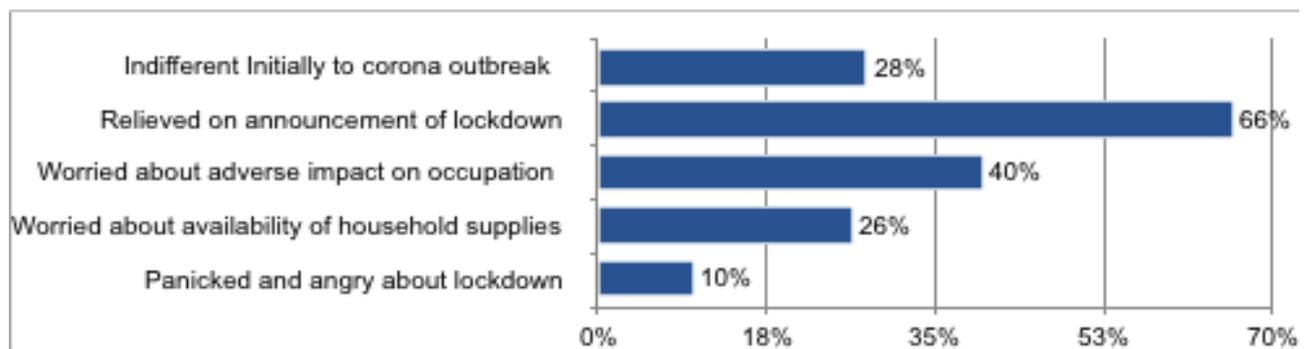


Figure 3: Initial Reactions of people after the announcement of lockdown

Almost two out of every five people from the younger age group (18-25 years) were worried for their job/business. The next big concern was related to availability of household supplies for weathering through the lockdown period and a fourth of the respondents reported that.

More than 10% of the respondents were either “panicked” or “angry” on hearing about the lockdown.

While most of the respondents felt that the lockdown was necessary, one in ten respondents reported feeling panicked or angry after the announcement.

Most such responses came from the younger age groups (18-25 years) and from students who had to cope with delayed exams.

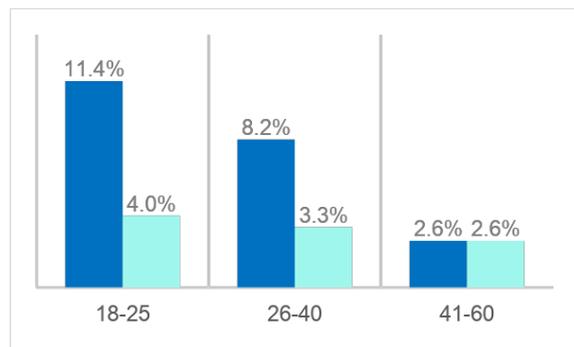


Figure 3: Panicked/Angry by age

What matters to the people during this time?

While some people are facing daunting challenges in the time of lockdown, for some others this period has given time to slow down, contemplate or learn new things. The variety of experiences (good and bad) have been analysed in the study using common text analysis techniques. For example, a majority of respondents reported getting more free time for self and more time with family as a result of the lockdown. Several noticed reduced pollution levels, better air quality and reduced noise. People also responded that they have more time to pursue hobbies. Spurred by a need for cleanliness a lot of people are disinfecting or cleaning their households regularly. Adoption of healthy practices like cooking more meals at home, exercising and meditation has risen.



Figure 4: Word Cloud of positive outcomes

About the survey

We wanted to understand people's reaction to the lockdown including their coping mechanisms. This may help us give insights on how to tackle the public health challenge we are faced with. A short online survey that was launched on the 2nd April 2020 and administered through social media platforms like WhatsApp, FB, LinkedIn primarily to respondents in urban centres. The survey was self-administered and the respondents were not incentivized. Responses were recorded from 27 states and were represented by different socio-economic strata. The survey included close-ended questions related to awareness, initial reaction and coping measures adopted and additionally, open-ended responses on good and bad outcomes of COVID spread was asked to understand people's key concerns. Preliminary analysis based on about 700 responses, being presented as a part of this report give early insights from the self-administered tool which can be accessed on:

https://docs.google.com/forms/d/e/1FAIpQLSdE5iArazfu5G573Q9DFP6jwiT4tuWwVyZK59W8CWZmYBY1iw/viewform?usp=sf_link

DevInsights™
Accentuating insights for social development

Awareness and coping strategies of people during COVID-19

While we are all locked in our homes during this global pandemic, we as researchers are keen to understand your perception and coping mechanism.

* Required

Q1. You identify as? (आप का लिंग क्या है ?) *

Female (महिला)

Male (पुरुष)

Others (अन्य)

Q2. What is your age? (आप की उम्र क्या है ?) *

18-25

26-40

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About DevInsights: DevInsights is a private limited company, established in 2015, by a group of development professionals having diverse set of skills ranging from Research, Evaluations, Analytics, Communication, Documentation and Training in the social development sector. DevInsights provides high quality technical services in Monitoring and Evaluation domain, with the in-house expertise to effectively utilize approaches to get a comprehensive sense of the impacts caused by interventions using suitable study designs. With its footprints across over 21 states of India and in 5 countries globally, DevInsights has a rich experience of catering to national and international donor agencies.

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