



# Ukraine & Russia Conflict

Tracking Pan African Opinion About The War

March 2022





- 5** Executive Summary
- 6** Awareness & reasons of the Russia invasion
- 10** Global response to the Russia invasion
- 15** Impact on the global economy
- 16** Impact on the Russia Africa relations
- 26** African leadership response to the crisis
- 32** African support and assistance
- 37** Appendix & methodology

## Who we are

We don't just provide data – we empower decision makers

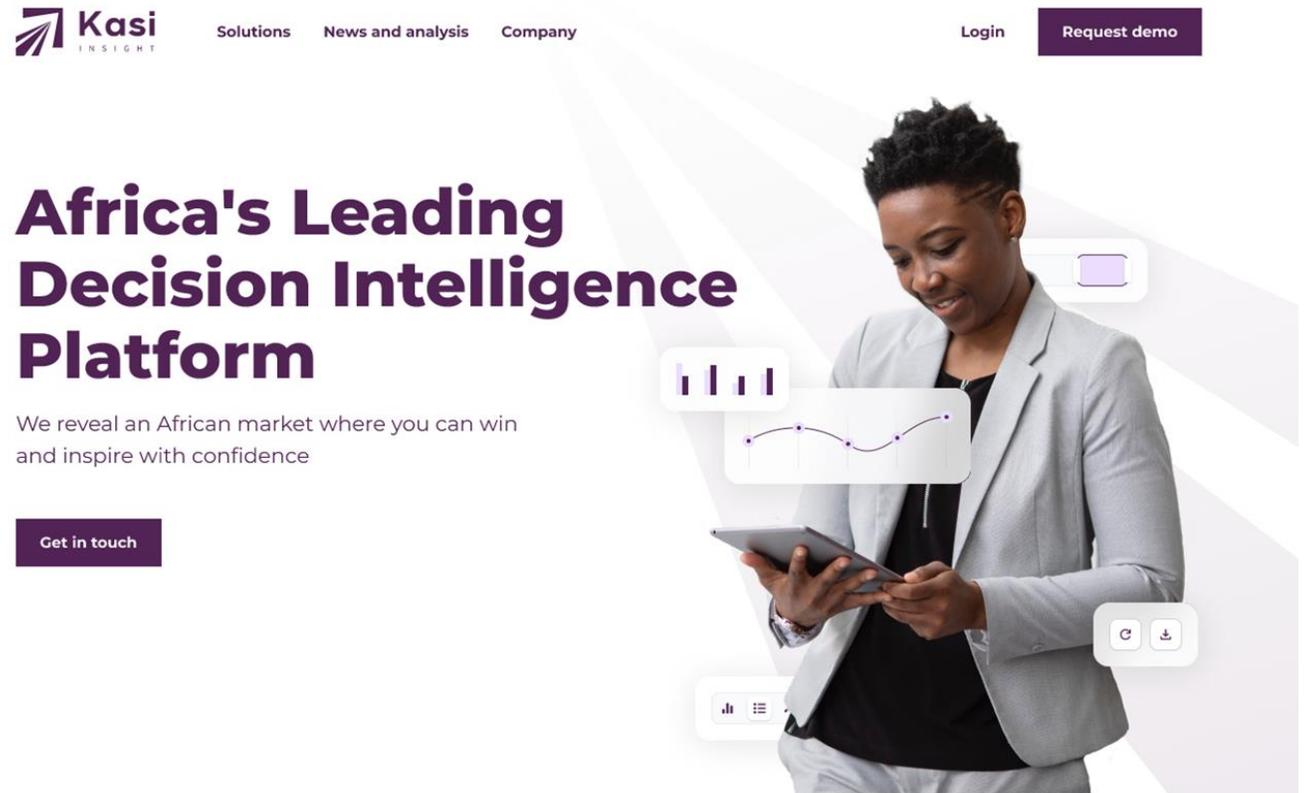


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Our approach combines proprietary high-frequency primary data with applied artificial intelligence, providing you with unparalleled insights into what Africans think, do, and what lies ahead.

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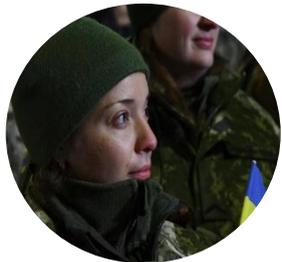
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## Awareness and reasons of the Ukraine invasion

The majority of Africans feel they are knowledgeable about the Russia/Ukraine conflict. In fact, a quarter of respondents believe they are knowledgeable to very knowledgeable about the conflict. While most Africans think they are informed about the Ukraine conflict, Egyptians are more cautious in making this case. Moreover, 4 in 5 Africans understand the reasons behind the invasion of Ukraine. An overwhelming number of respondents in South Africa and Egypt believe they know the reasons compared to the respondents in other countries.



## Getting information on the conflict

Surprisingly, Africans are now relying on a variety of sources of information to shape their views on the conflict. Social media is now the dominant source of information across countries, it's interesting that respondents in South Africa and Egypt are relying on traditional/local media more while respondents in Nigeria, Kenya and Ivory Coast rely on foreign media including 3 in 10 in Ivory Coast turning to Russian media.



## The impact and global response to the conflict

Most Africans are concerned about the impact of the conflict including the threat of the world war 3. They believe the sanctions are warranted and the West should do more to stop the conflict. When it comes to voting on the sanctions, they generally vote for but not at all cost. Support for the vote is weaker in South Africa and Egypt and stronger in Kenya or Nigeria. Despite the conflict, Africans are seeing Russia as an ally especially Egyptians and South Africans even though their level of trust in Russia is not high. They are aware of the military collaboration between Russia and their governments but also the existence of Wagner private security group.

## African response to the crisis

Respondents have noted the unfair treatment of Africans at the borders, but most Africans are satisfied with the response by their leaders to evacuate their citizens from Ukraine. Despite this, 3 in 5 respondents have stated that they are willing to help Ukrainians in some way, financially but also by raising awareness and even praying for Ukraine. Asked which country they are inclined to support; Africans have a balanced view. Support for Ukraine is high in Kenya & Nigeria. Respondents in Ivory Coast are split between Ukraine and Russia.

# AWARENESS & REASONS FOR THE UKRAINE INVASION

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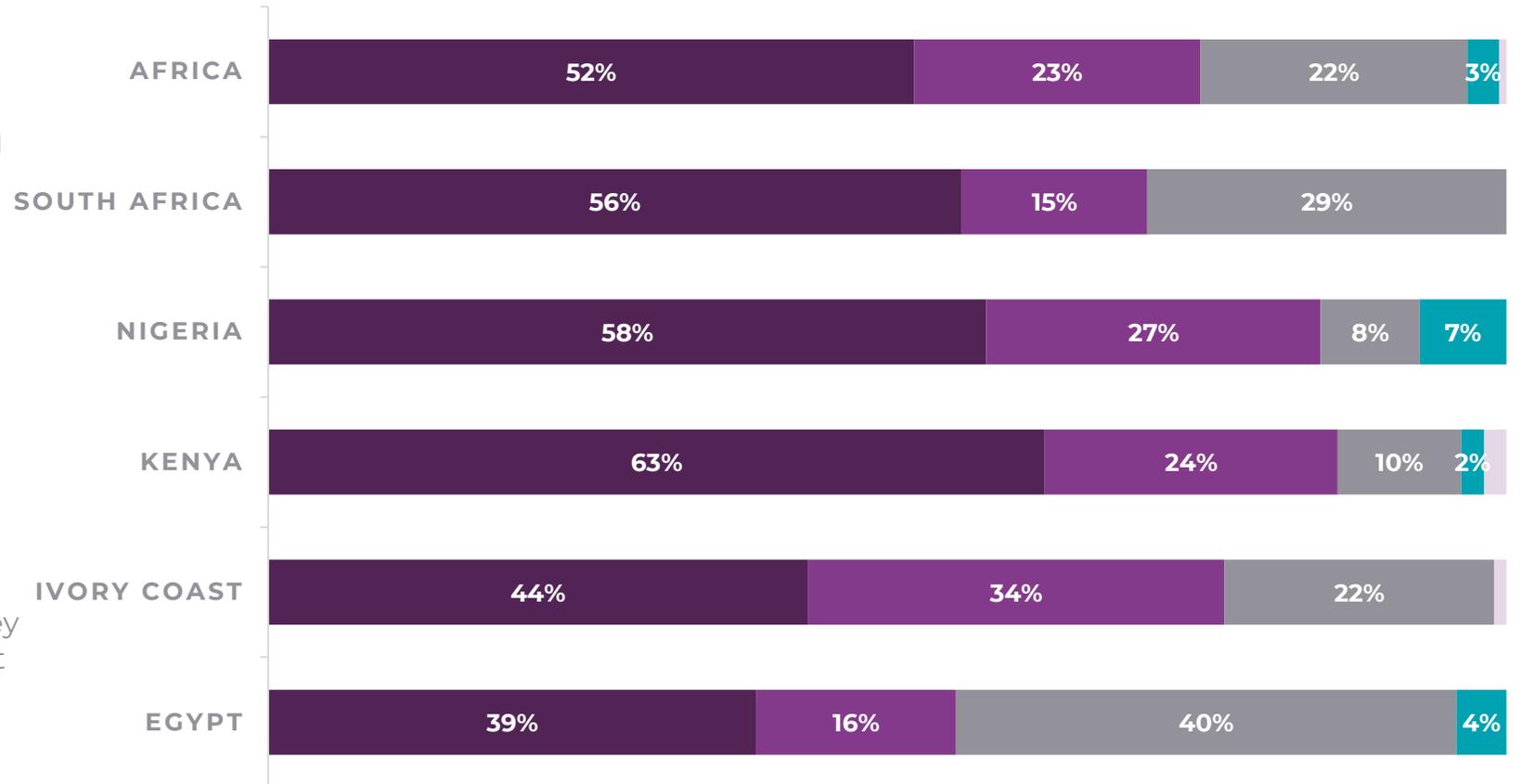
# Knowledge of the Russia-Ukraine conflict

## Majority of Africans feel they are knowledgeable about the Russia/Ukraine conflict

■ Knowledgeable ■ Extremely knowledgeable ■ Undecided ■ Not knowledgeable ■ Not at all knowledgeable

While most Africans think they are informed about the Ukraine conflict, Egyptians are more cautious in making this case

- 2 in 3 respondents are knowledgeable to very knowledgeable about the Russia-Ukraine conflict
- Over 80% of respondents in Kenya and Nigeria are knowledgeable or very knowledgeable about the invasion
- Only 4% of respondents say that they are not (at all) knowledgeable about the crisis



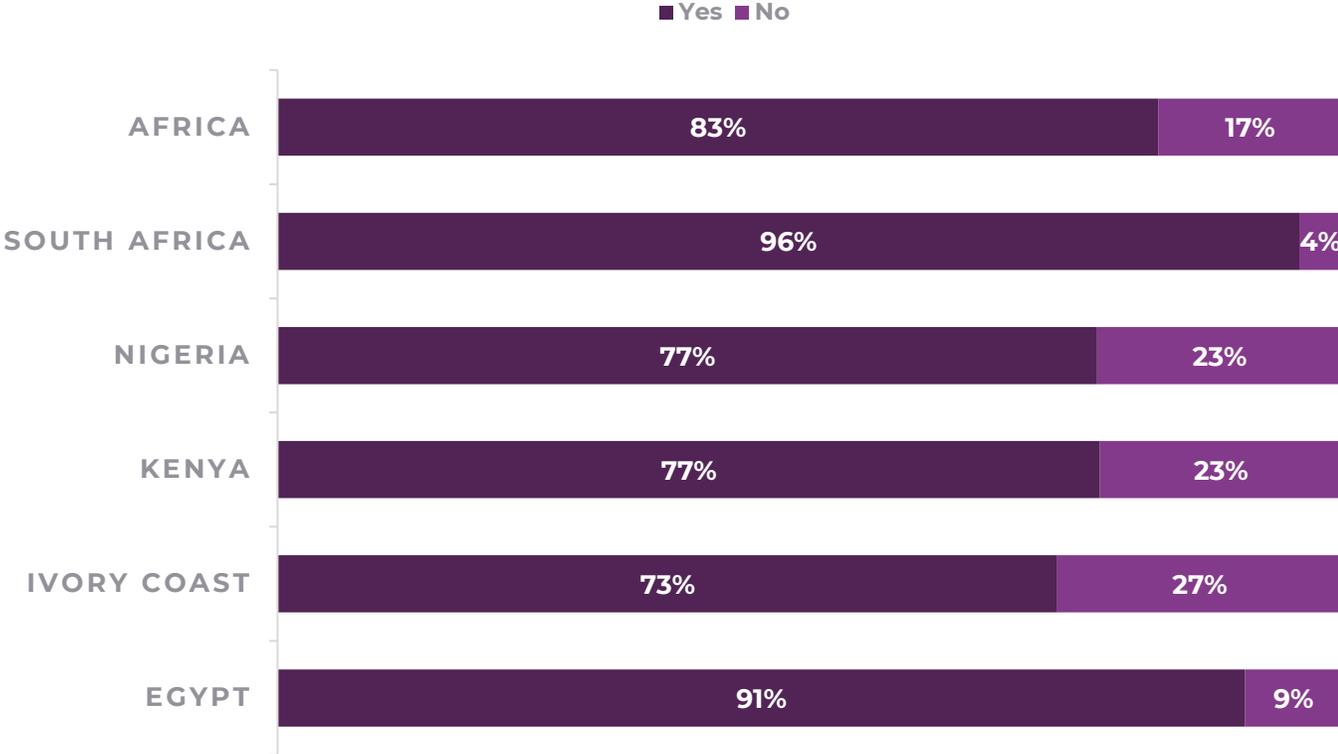
# Knowledge of the Russian Invasion of Ukraine

## Overwhelming majority of Africans understand why Russia is invading Ukraine



**4 in 5** respondents understand why Russia is invading Ukraine

- 96% of South African respondents and 91% of Egyptian respondents understand why Russia is invading Ukraine
- At least 2 in 10 Ivorians, Kenyans and Nigerian respondents do not understand the reasons for the invasion.



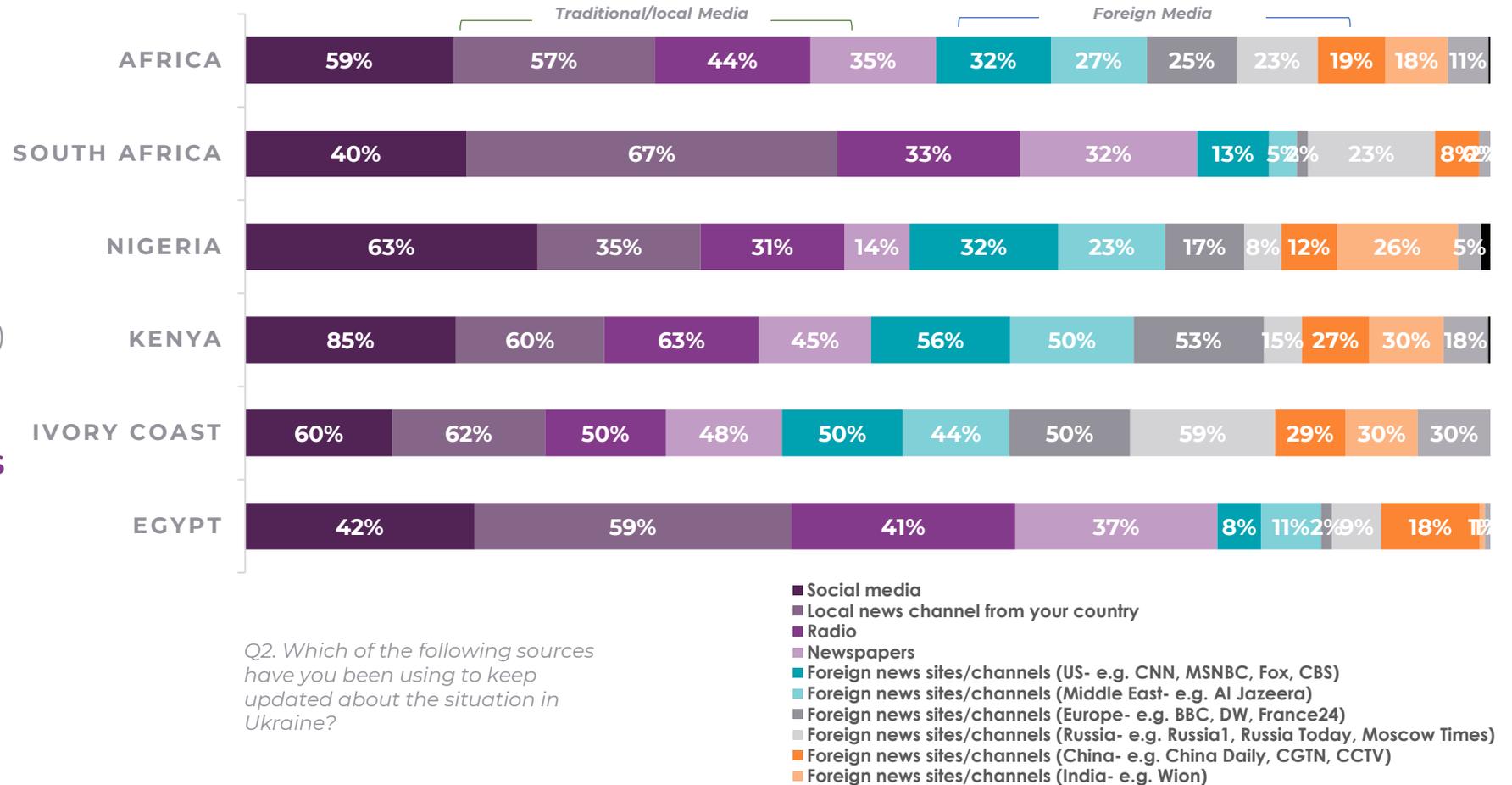
Survey conducted from Mar 6 to 9 among urban dwellers sample of 510 respondents in 5 countries, with an unweighted margin of error of +/- 4 percentage points. Figures may not add to 100% due to rounding.

# Sources being used to stay informed

Africans are relying on local and foreign media sources to stay informed about the crisis



- 59% of respondents use social media as a source of information for this conflict
- **Foreign news channels from Russia** feature mostly in Ivory Coast (59%) and South Africa (23%)
- 56% of Kenyan respondents, and 50% of Ivorians are using **foreign news sites/channels from the US** (e.g., CNN).



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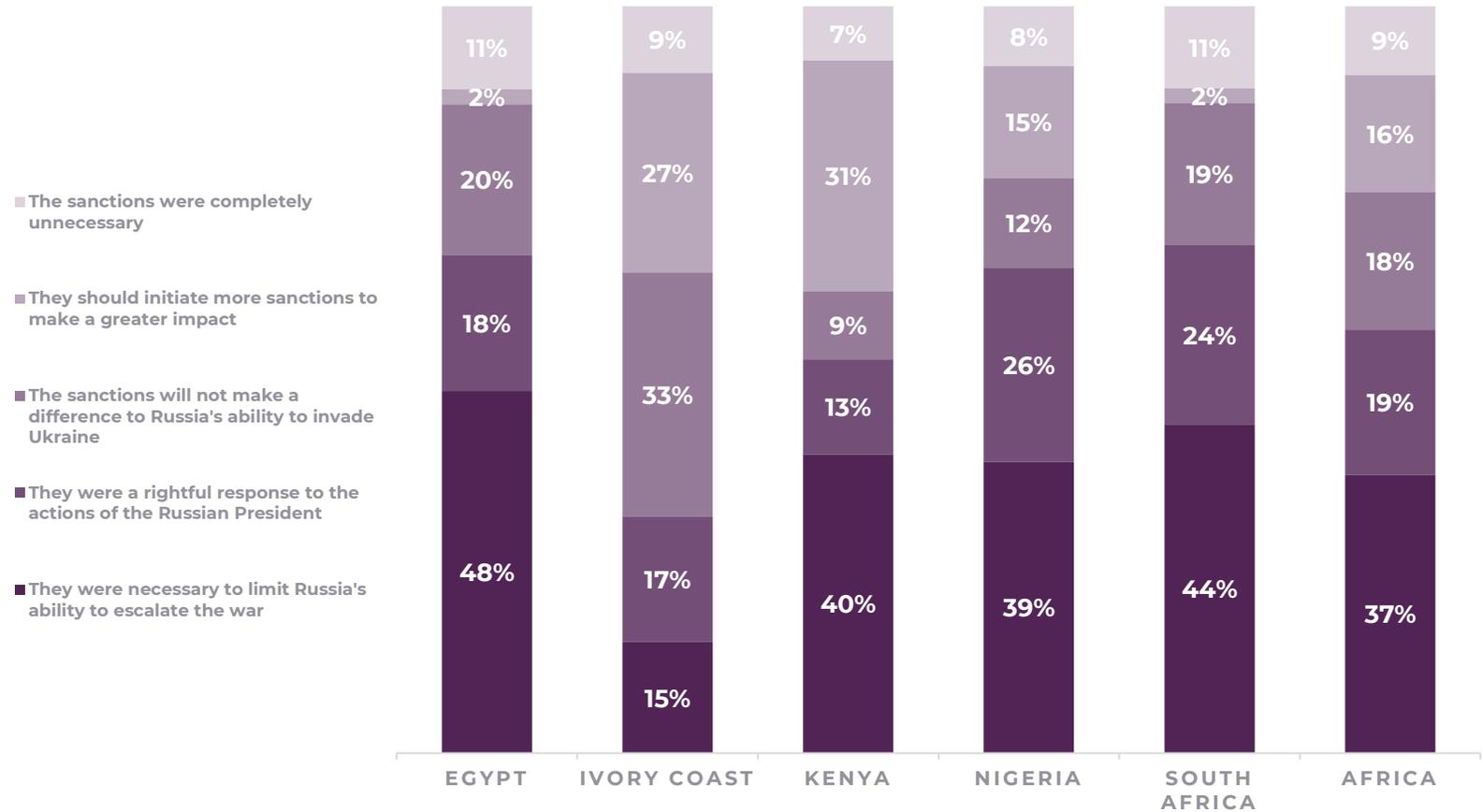
# GLOBAL RESPONSE TO THE RUSSIA INVASION

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# Opinions on the sanctions placed on Russia

Africans believe sanctions against Russia are necessary and rightful to stop the war

- 56% of Africans believe that the sanctions by Western countries against Russia were necessary to limit Russia in war and were a rightful response to the actions by the Russian President.
- 42% of Ivorians believe that the sanctions were completely unnecessary and would not make any difference on Russia's capability to invade Ukraine.



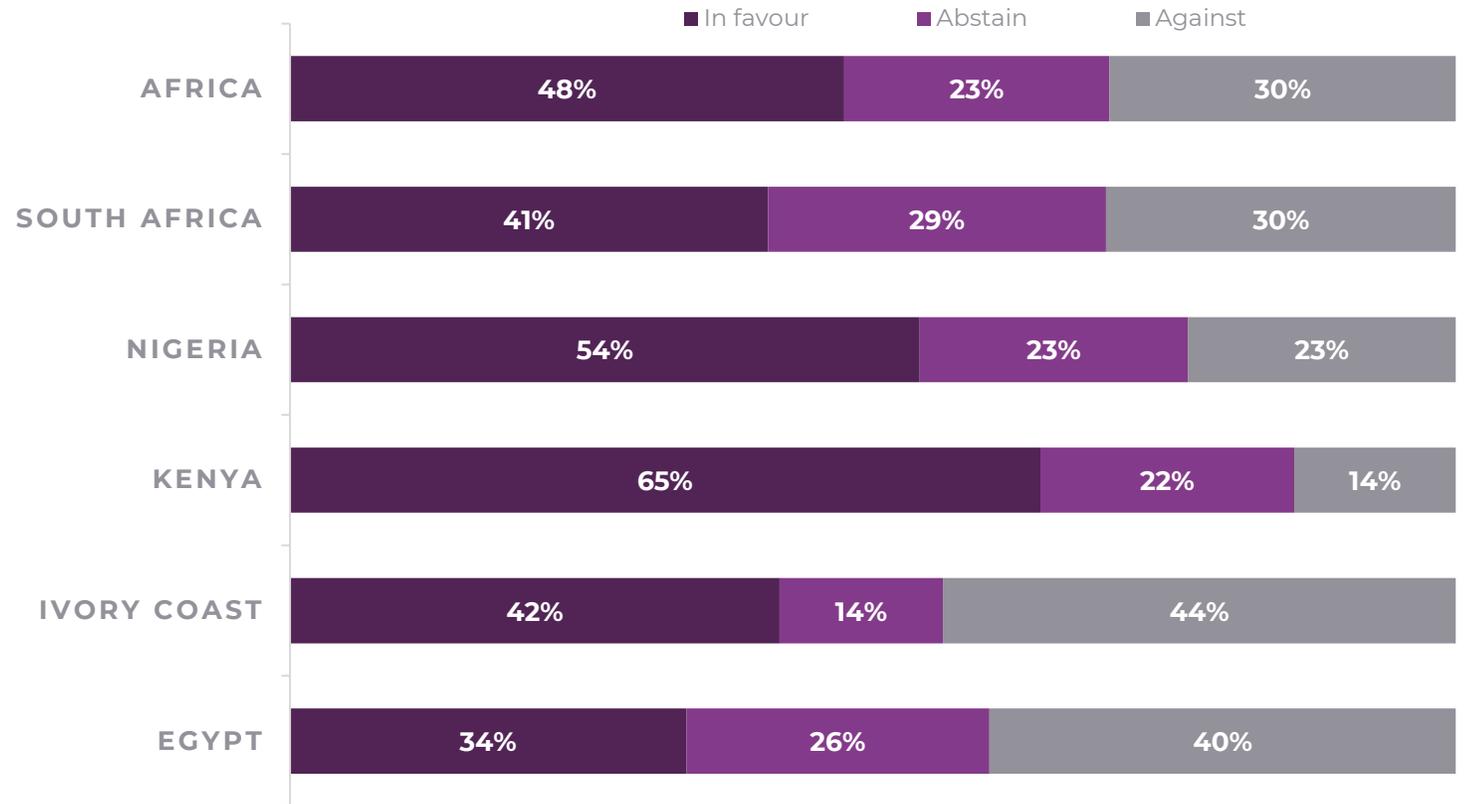
Q9: Which of the following statements do you most agree with regarding the sanctions on Russia by various countries and organizations?

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# Vote on the United Nations resolution on the Ukraine conflict

## A split vote for and against the UN's resolutions on the Ukraine conflict

- Majority of Africans are in favor of the UN's resolution, but Ivorians and Egyptians abstain or disagree.
- 48% of respondents are in favor of the United Nations (UN) resolution against the Ukraine invasion.
- The resolution has the most support coming from Kenya (65%) and Nigeria (54%).
- 44% of Ivorians and 40% of Egyptians would vote against the UN resolution.

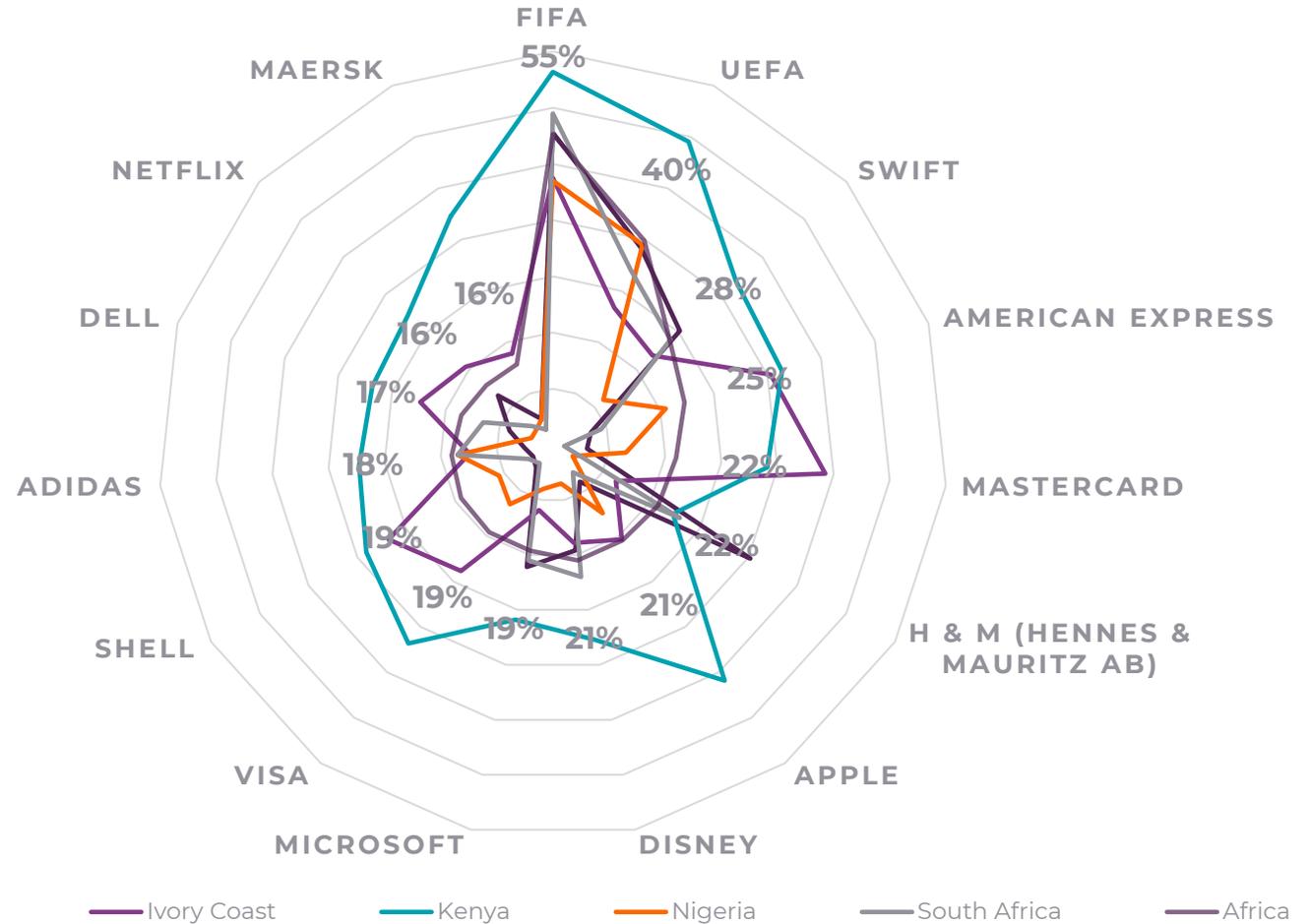


Q13: How would you vote on the United Nations (UN) resolution against the Ukraine invasion?

# Actions by multinational organizations and companies

## The actions of global brands and companies are being noticed by Africans

- Football unions (95%) and Financial services (75%) are most recognized as having cut ties with Russia. These include FIFA, UEFA, SWIFT, American Express and Mastercard.
- Tech and streaming companies have also been noted by Africans for their actions against Russia.



Q7: Which multinational organizations or companies do you know that have taken actions against Russia or Russian citizens?

# IMPACT ON THE GLOBAL ECONOMY

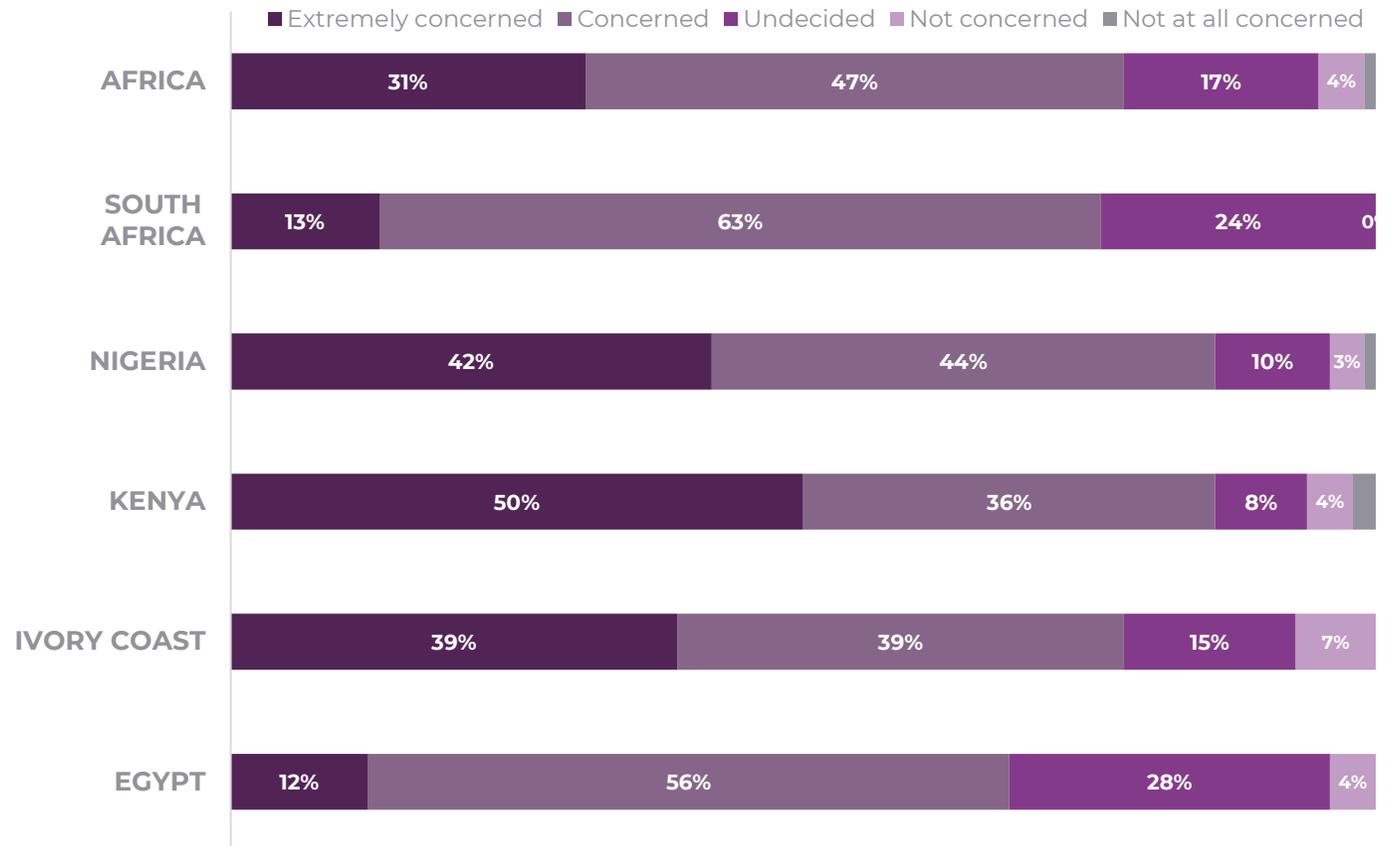
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# Concerns rising from the conflict

## Africans are concerned about the ongoing conflict, its effects and uncertain resolution



- Egyptians and South Africans are the least concerned while Nigerians and Kenyans are the most concerned.
- 78% of Africans are concerned about the conflict in Ukraine.
- This concern is highest in Kenya and Nigeria, both at 86%.
- Egyptians (24%) and South Africans (28%) remain undecided on the issue.



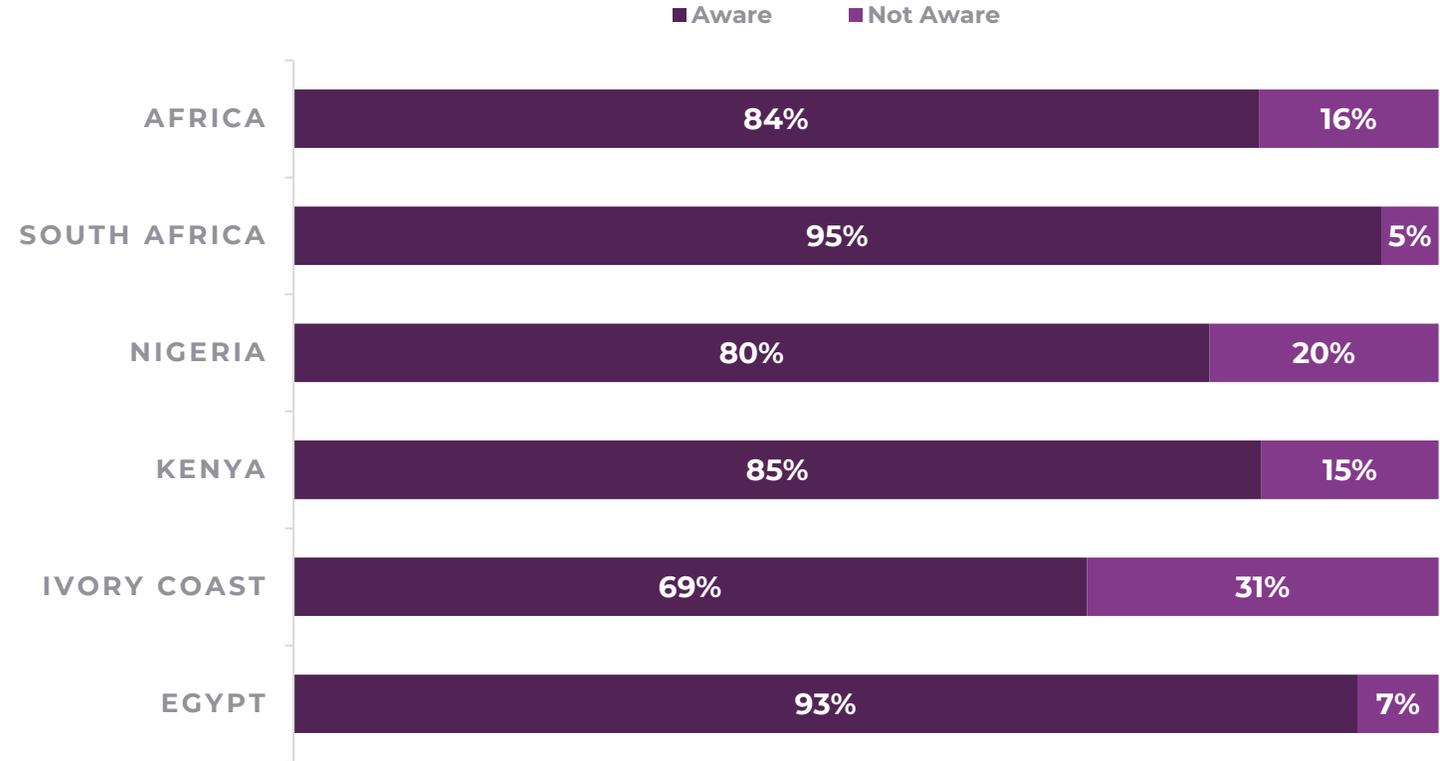
Q3: How concerned are you about the current Russia-Ukraine conflict?

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# Awareness of impact of the sanctions on the global economy

## Africans are aware of the consequences of the sanctions on the global economy

- 84% of Africans are aware of the global economic repercussions of Western sanctions against Russia.
- This awareness is most pronounced in Egypt (93%) and South Africa (95%) with the least awareness in Ivory Coast at 69%.

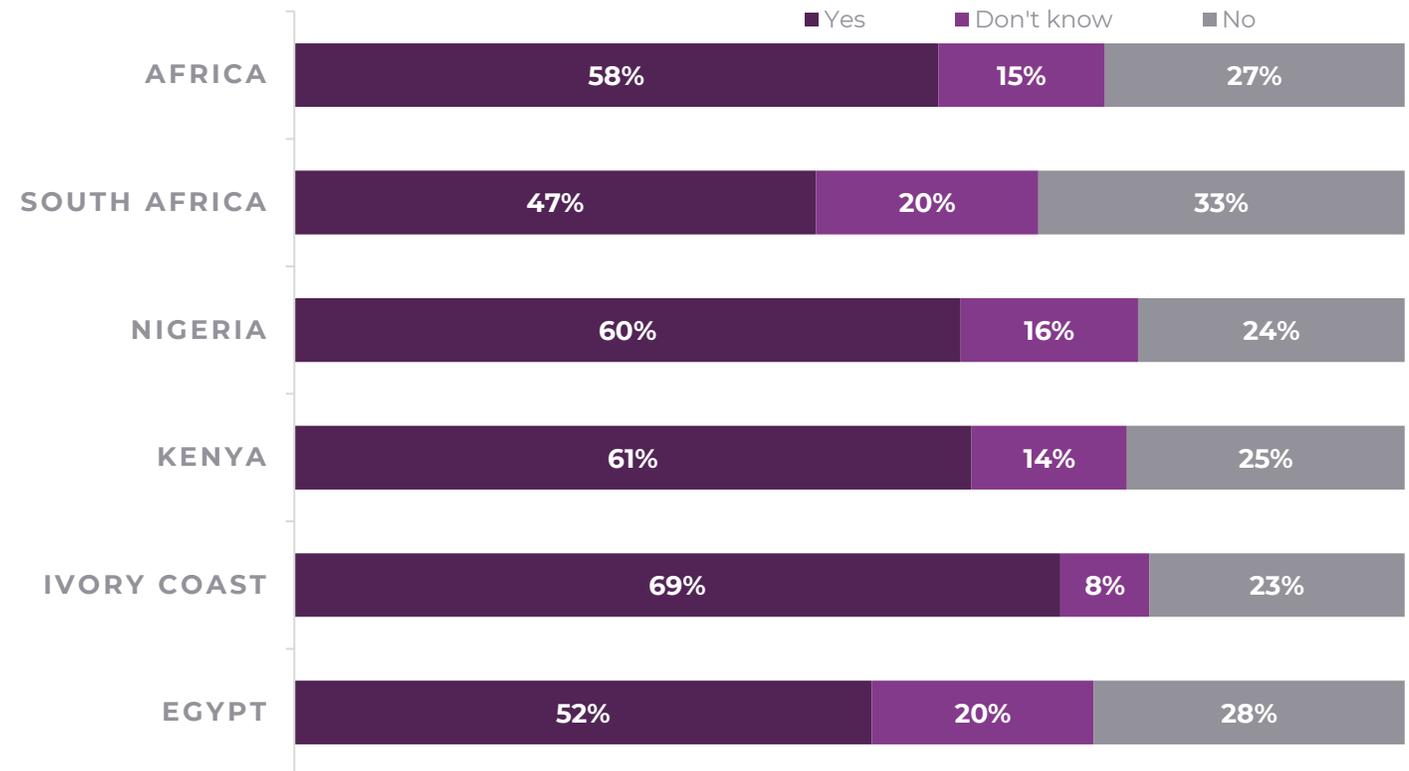


Q10: Are you aware of how the global economy is affected by the sanctions?

# Concerns rising from the conflict

## The potential of a World War is a major concern for many Africans

- Fear of a world war 3 highest in Ivory Coast and lowest in South Africa
- 58% of Africans have concerns about the Russia-Ukraine conflict evolving into a world war.
- This concern is mostly felt in Ivory Coast (69%), Kenya (61%) and Nigeria (60%).
- 20% of both Egyptians and South Africans remain undecided on the issue.



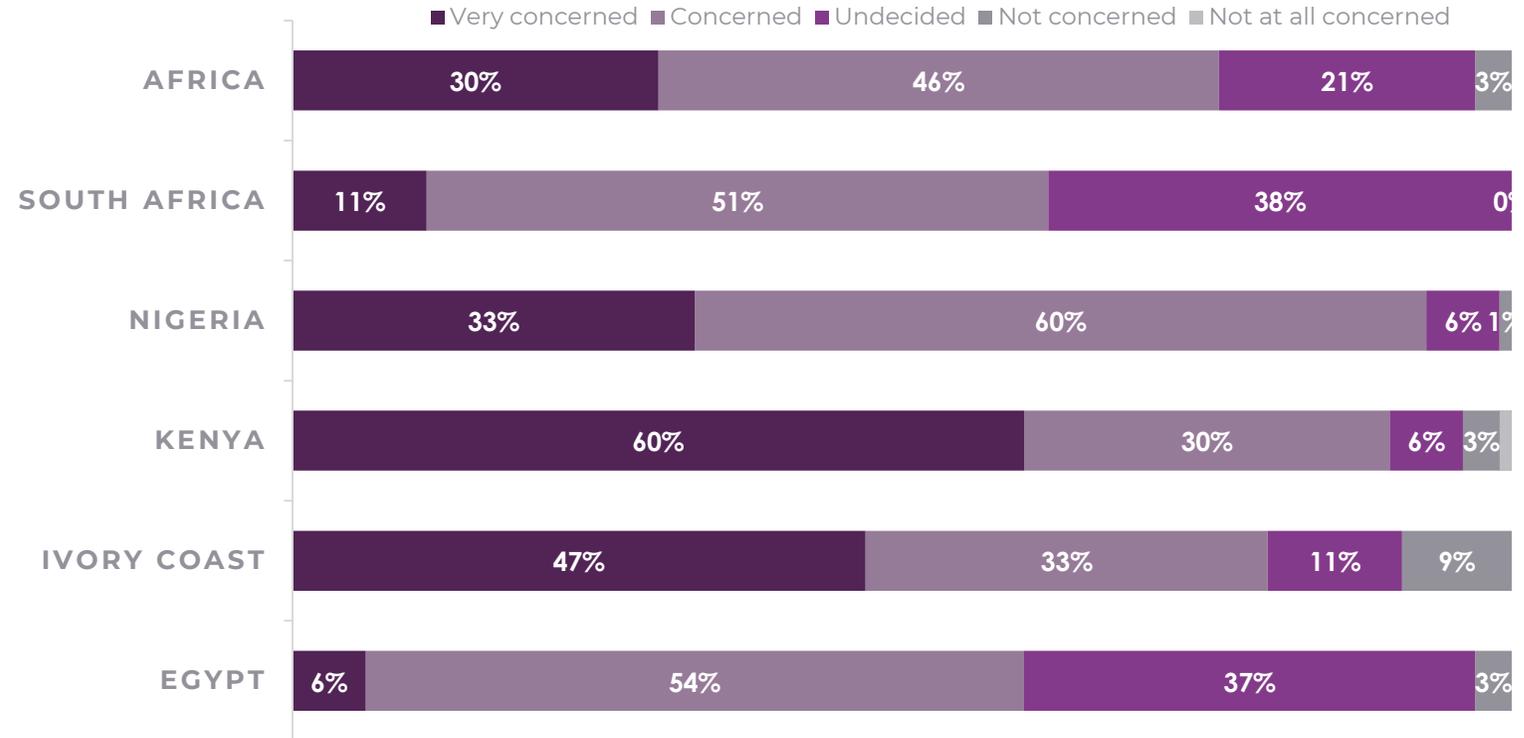
Q6: Do you believe that the current Russia-Ukraine conflict could develop into a world war?

# Concern on the global economy after sanctions

Africans support the sanctions placed on Russia by various countries and organizations, but worry about the repercussions



- Nigerians and Kenyans are the most concerned about the impact of the sanctions on the global economy
- 76% of Africans are concerned about the global economy following the sanctions.
- This concern is most pronounced in Nigeria (93%) and Kenya (90%).
- A large percentage of South Africans (37%) and Egyptians (38%) are undecided on the matter.



Q11: How concerned are you for the global economy following the sanctions?

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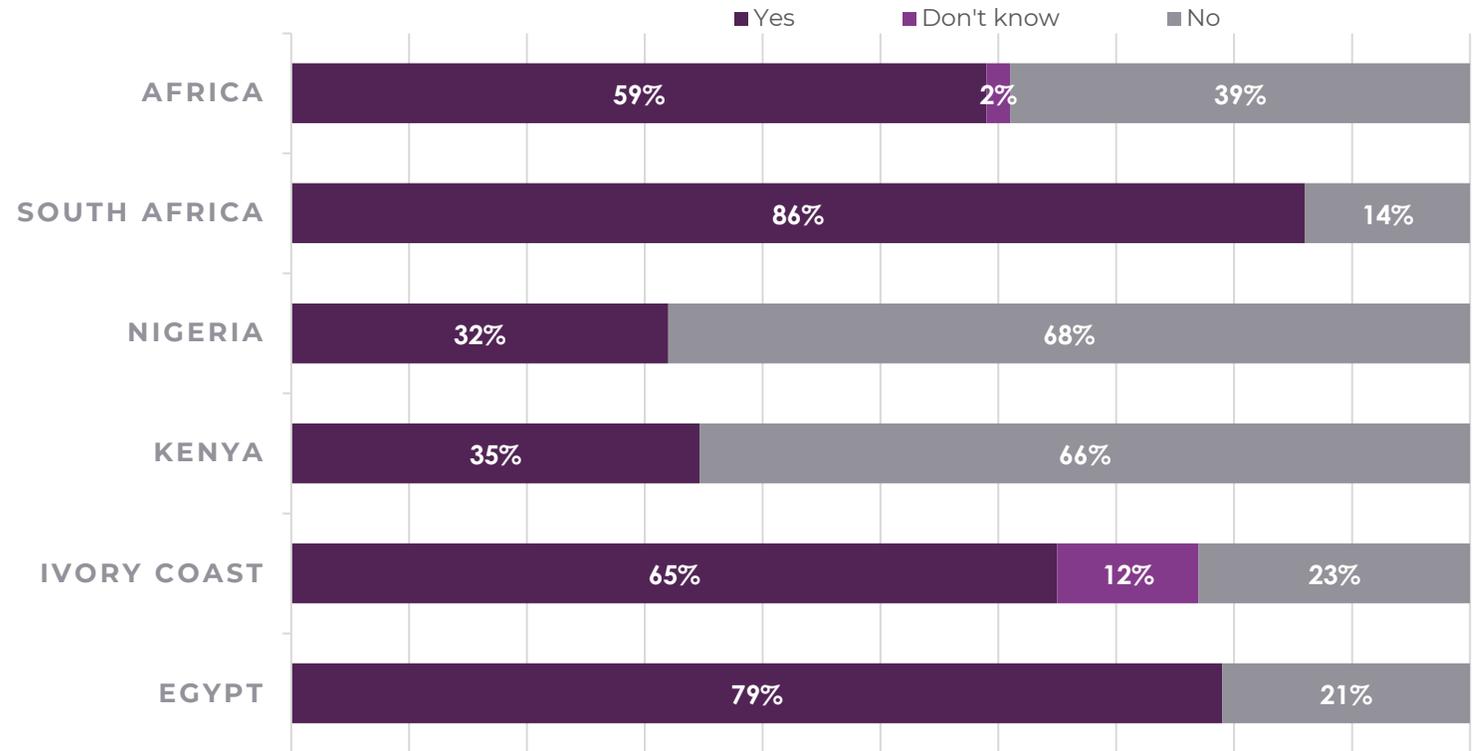
# IMPACT ON RUSSIA-AFRICA RELATIONS

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# African and Russian alliance

## 3 in 5 African countries surveyed consider Russia an ally of their country

- 59% of Africans perceive Russia as an ally while 39% do not.
- Russia is mostly considered an ally by South Africa (86%) and Egypt (79%), which can be tracked to major projects by Russia in these countries.
- Kenyans (66%) and Nigerians (68%) do not consider Russia an ally.

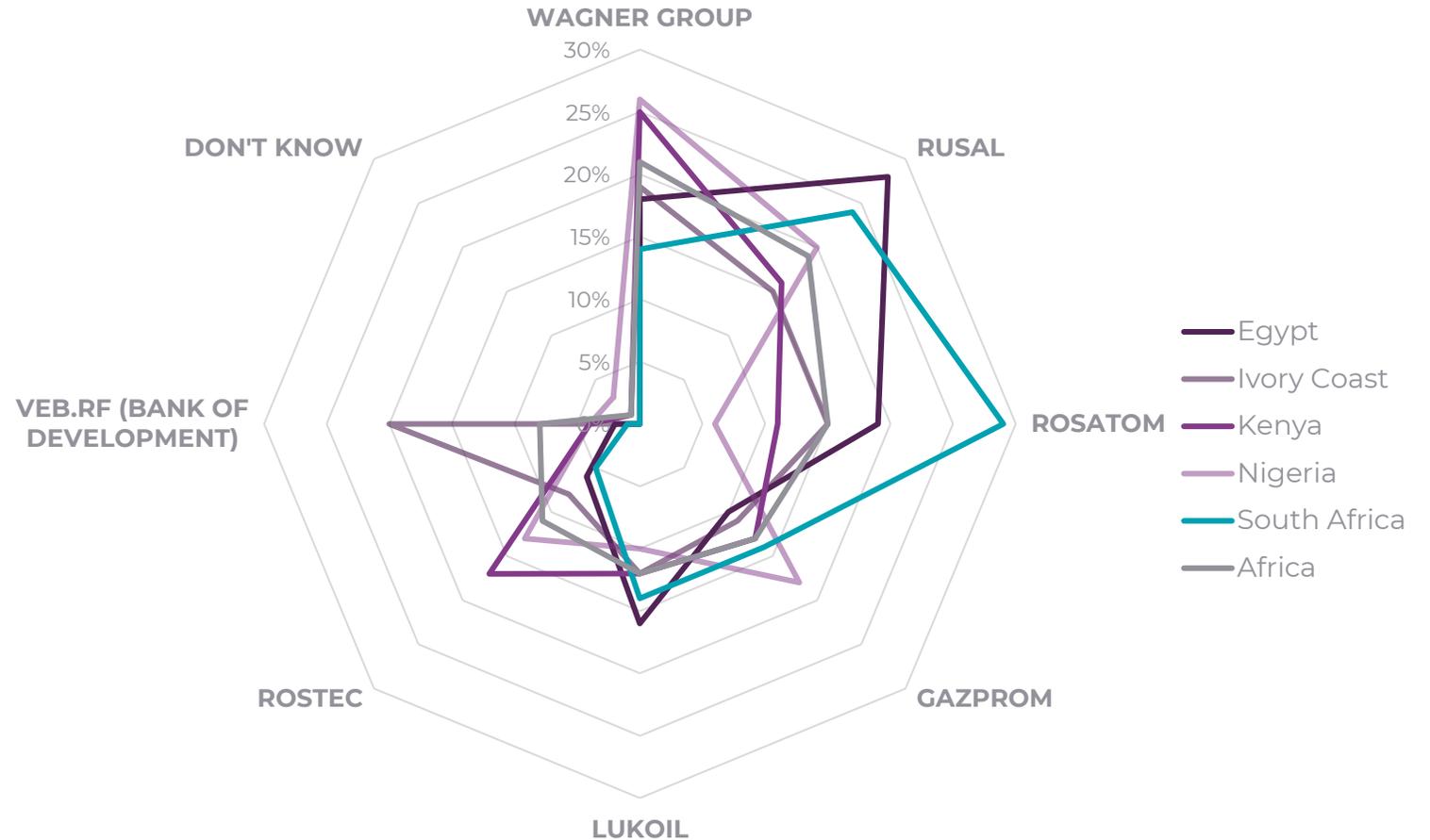


Q17: Do you perceive Russia as an ally of your country?

# Russian presence in Africa

## The Wagner Group emerges as most recognized in Africa

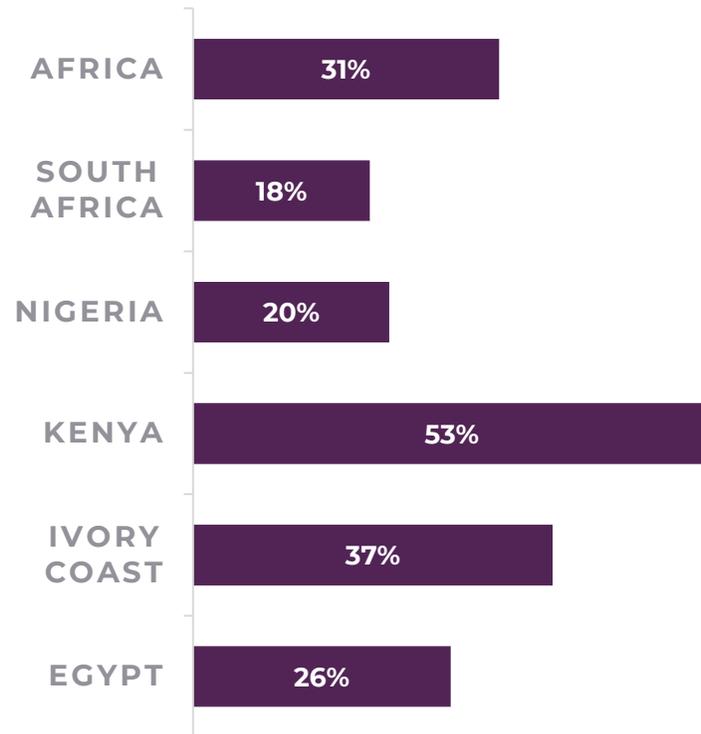
- The Wagner Group is the most renowned presence of Russia in Africa at 21%.
- Rosatom (29%) and Rusal (28%) are however the favorites in Egypt and South Africa.
- The Bank of Development VEB.RF is the most renowned in Ivory Coast at 20%.



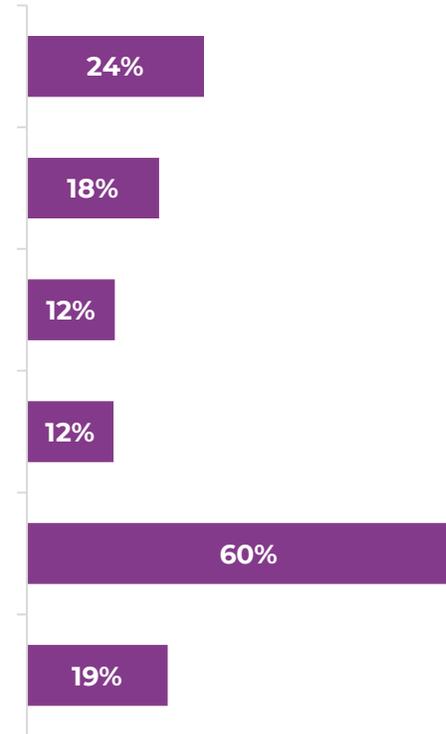
# Africans' perceptions of Russia

## Africa will feel the impact of the war in Ukraine

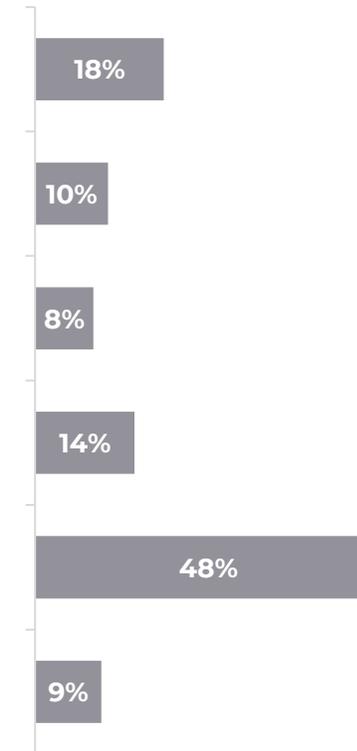
% of respondents agreeing that **Africa will feel the impact of the war in Ukraine**



% of respondents viewing that **African countries should engage in military cooperation with Russia**



% of respondents viewing that **Russia can be a trusted partner for African countries**

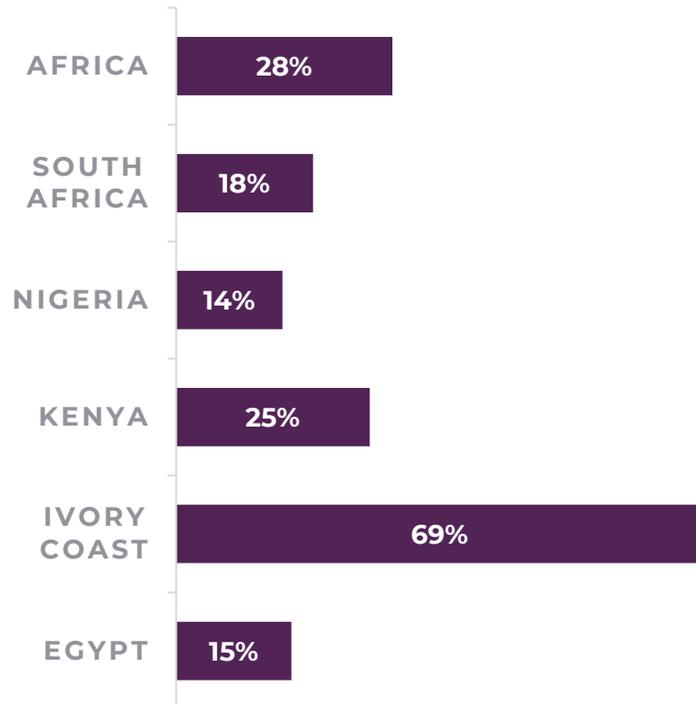


Q18: Which of these statements best apply to your perception of Russia?

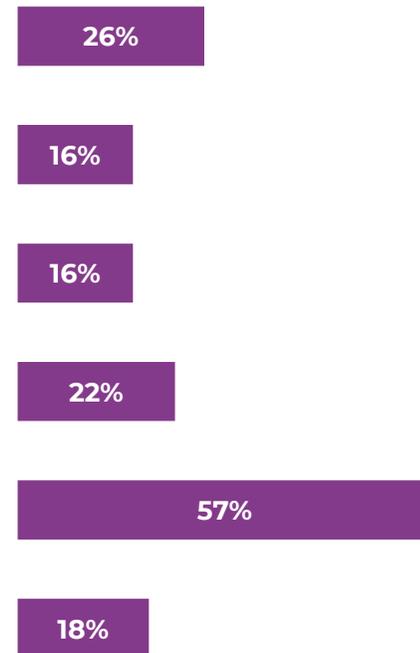
# Africans' perceptions of Russia

## Africans view the war as an attempt of Russia to protect its border from NATO

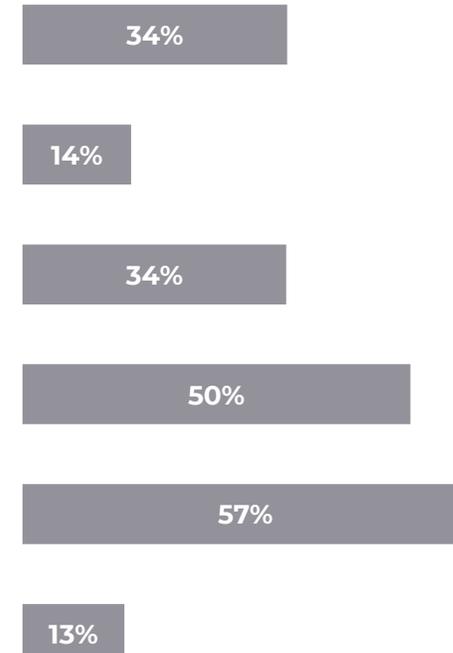
% of respondents viewing that **a weak Russia is good for France/UK and US in Africa**



% of respondents viewing that **Russia and China can provide the necessary balance to the western powers (US, Europe)**



% of respondents viewing that **the war is about Russia protecting its border from NATO**

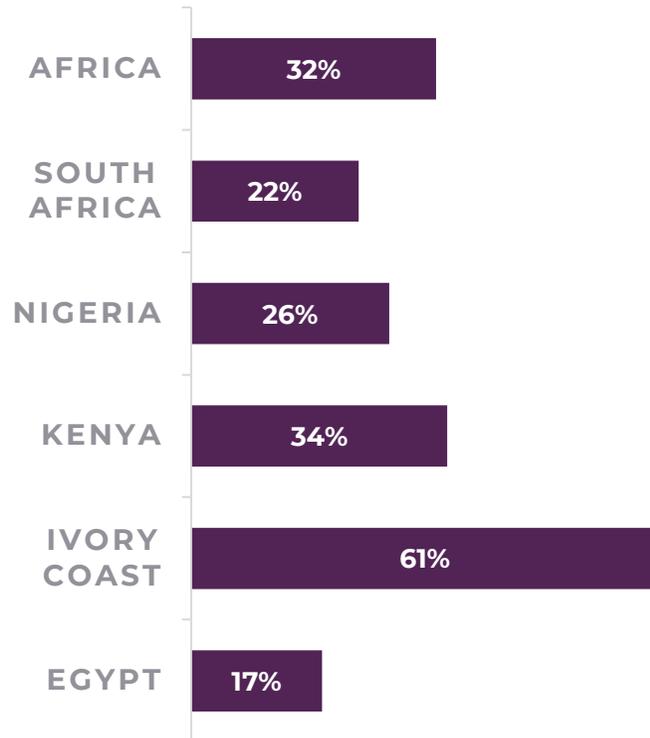


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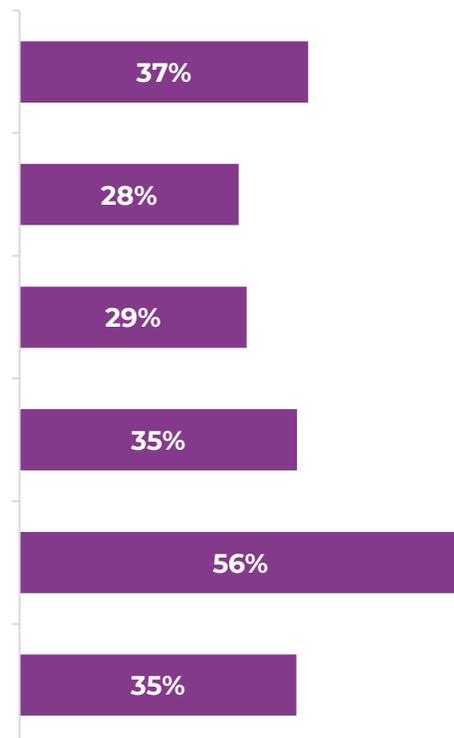
# Africans' perceptions of Russia

## Africans are aware of the military collaboration between Russia and their countries

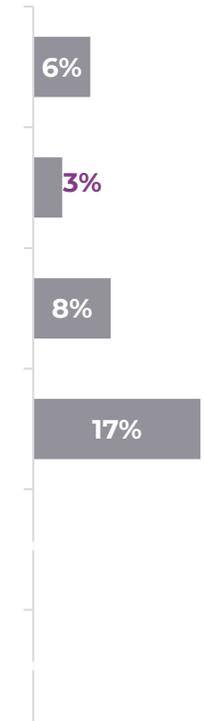
% of respondents aware that **The Russian private security Wagner is providing military training/assistance to African countries**



% of respondents viewing that **The Russian government has provided military training/assistance to African countries**



% of respondents unsure **What to think about Russia**



Q18: Which of these statements best apply to your perception of Russia?

# AFRICA LEADERSHIP RESPONSE TO THE CRISIS

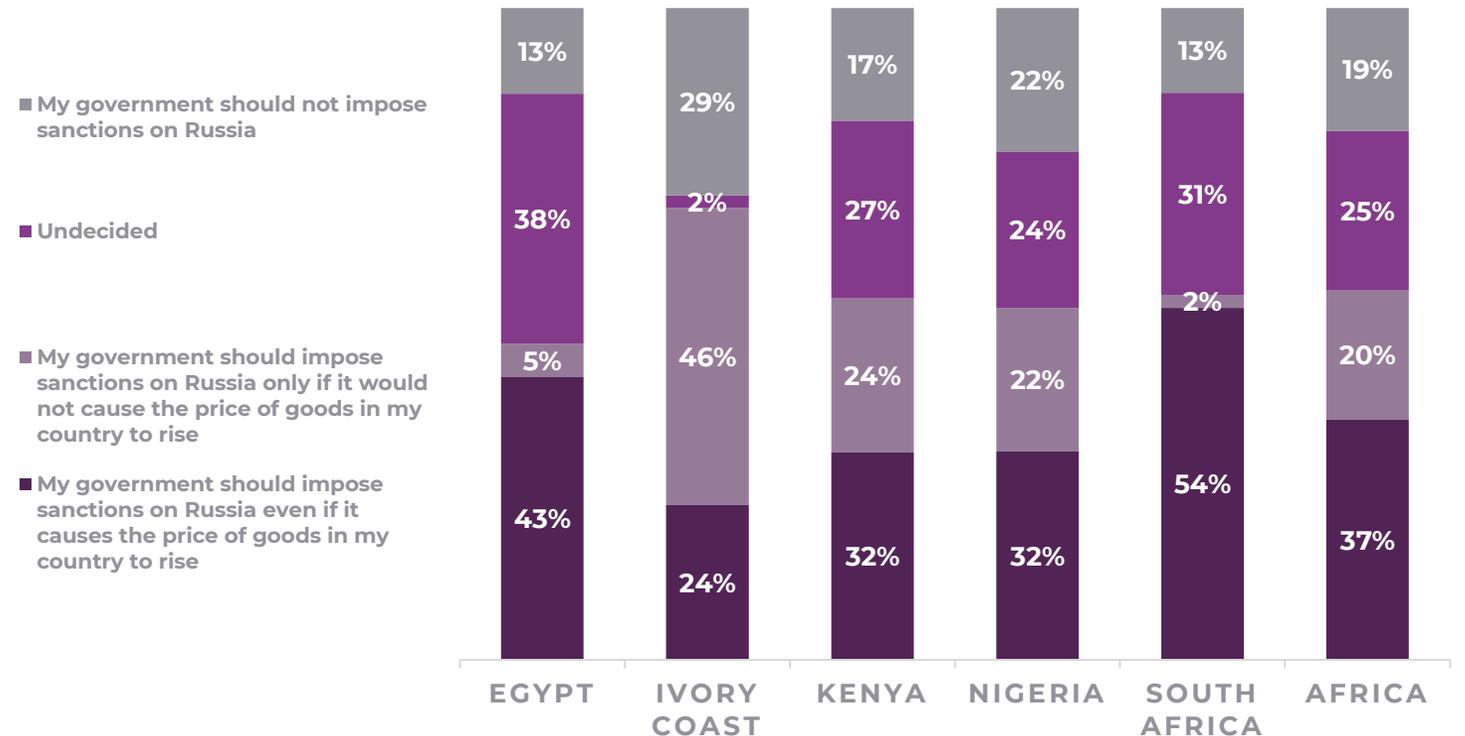
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# Sanctions by African leaders still on the table

## Africans sign off on sanctions imposed on Russia but not at all cost

- 57% of the Africans are ok with their governments imposing sanctions on Russia, majority of them (37%) not caring whether this raises the price of goods.
- South Africa (54%) and Egypt (43%) lead in the call for sanctions even if it raises the price of goods.
- Ivorians (69%) who lead in the call for overall sanctions though 46% would rather sanctions do not affect their livelihood.

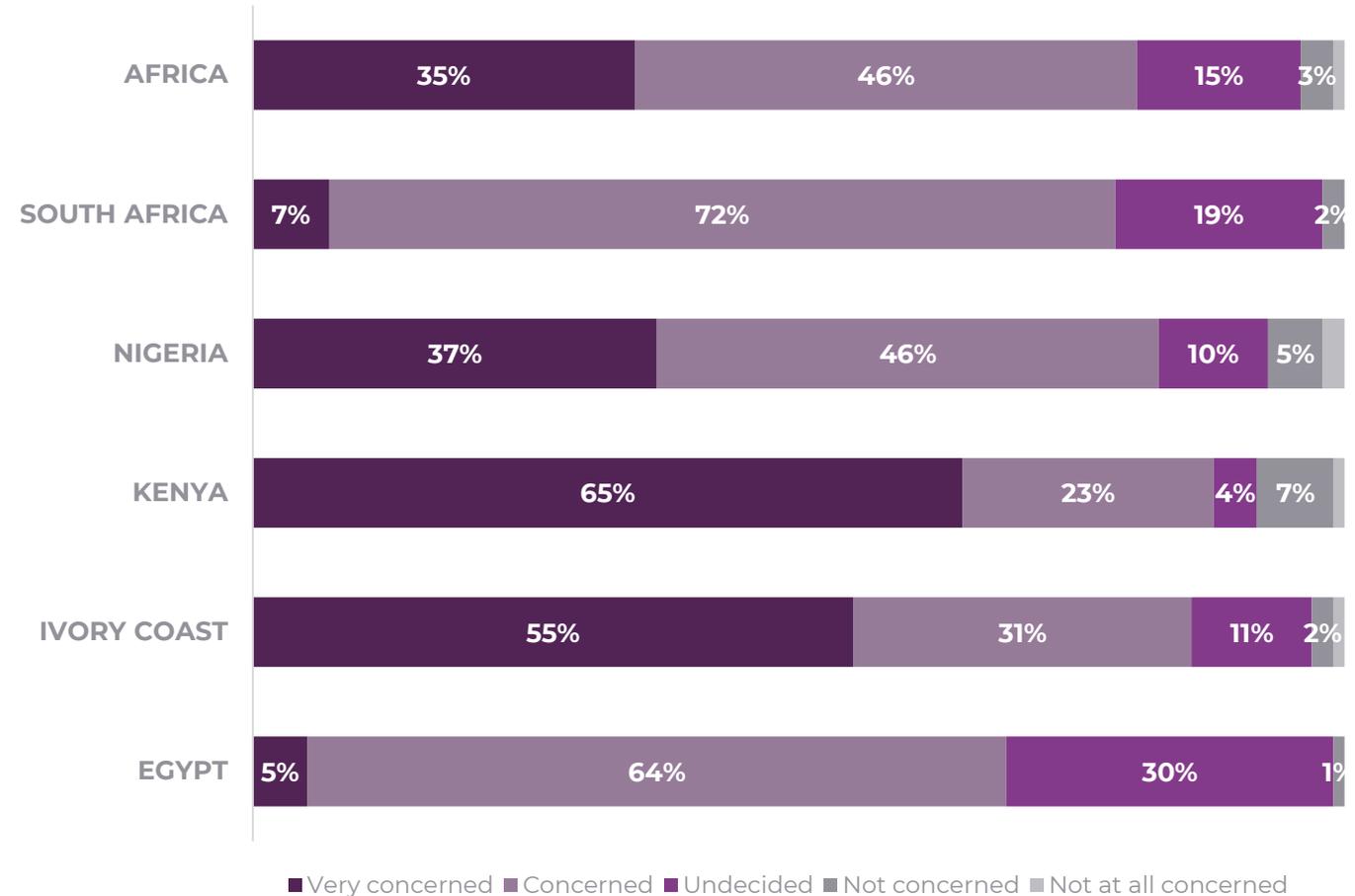


Q15: Which of the following statements do you resonate with the most?

# Concerns of economic risks of the conflict in Africa

## Africans are aware of the rising prices of food and goods, and are concerned

- 81% of Africans are concerned about the rising prices of goods that could follow this war.
- The concern is mostly felt in Ivory Coast (86%), Kenya (88%) and Nigeria (83%).
- A high percentage of Egyptians (30%) and South Africans (19%) remain undecided on the matter.



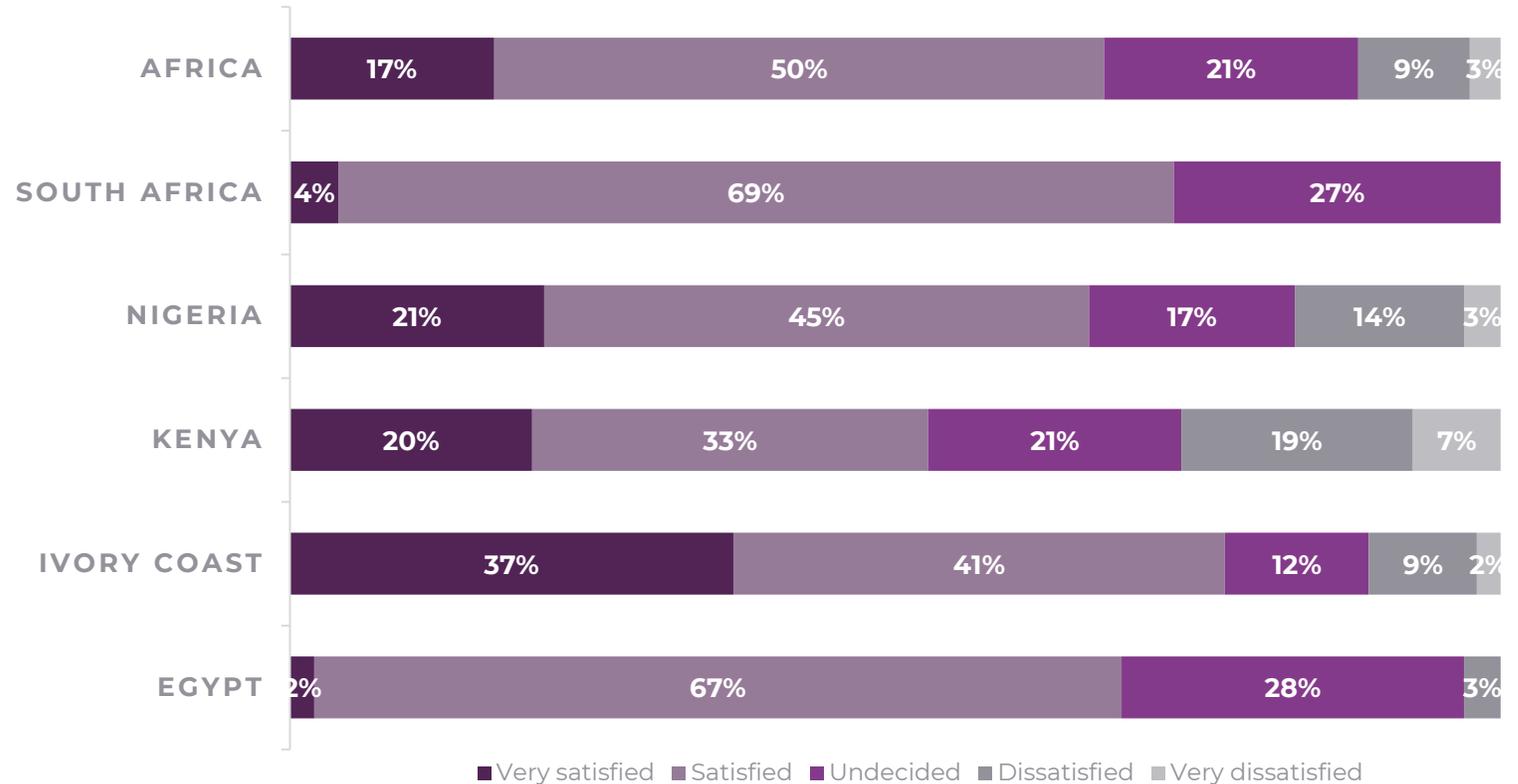
Q12: How concerned are you about the rising food, goods, and energy prices that could follow this war?

# African leaders' response to the invasion

## Most Africans are satisfied with the response by their leaders to evacuate their citizens from Ukraine



- 67% of Africans are satisfied to very satisfied with their leader's response in evacuating their citizens from the war in Ukraine.
- Egyptian (69%) and South African (73%) respondents are the most satisfied with their leadership.
- Kenyans (26%) and Nigerians (17%) are the least satisfied with their leaders handling of their citizens during the crisis.

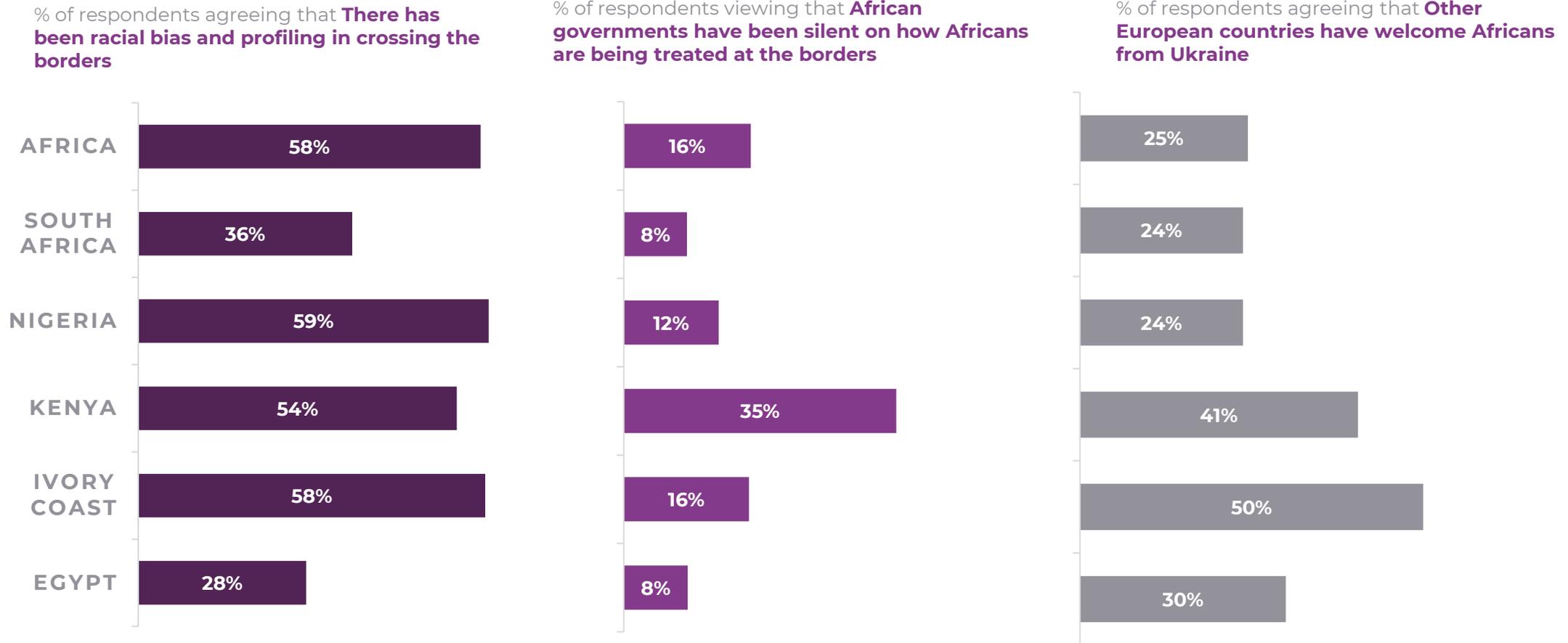


Q14: Were you satisfied with the response by African leaders in evacuating their citizens from war torn Ukraine?

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# African leaders' response to the invasion

## Respondents have noted the unfair treatment of Africans at the borders

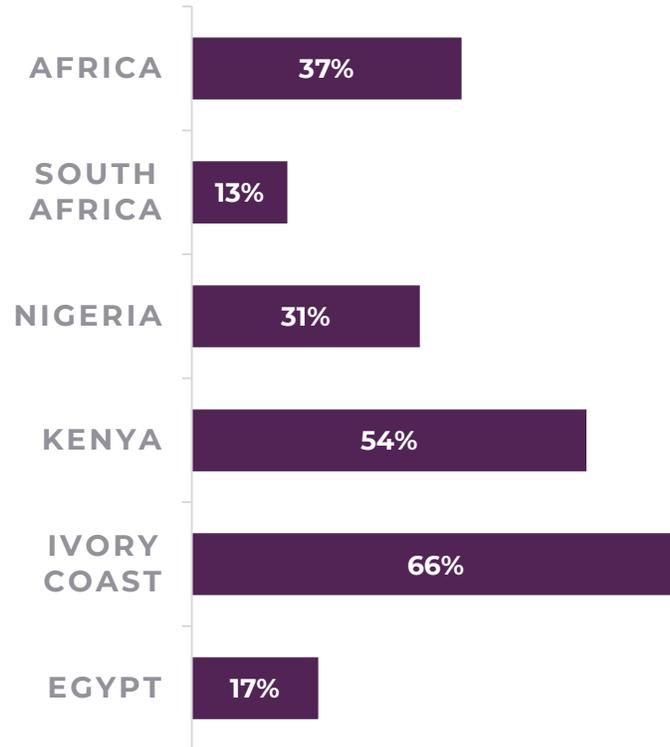


Q18: Which of these statements best apply to your perception of Russia?

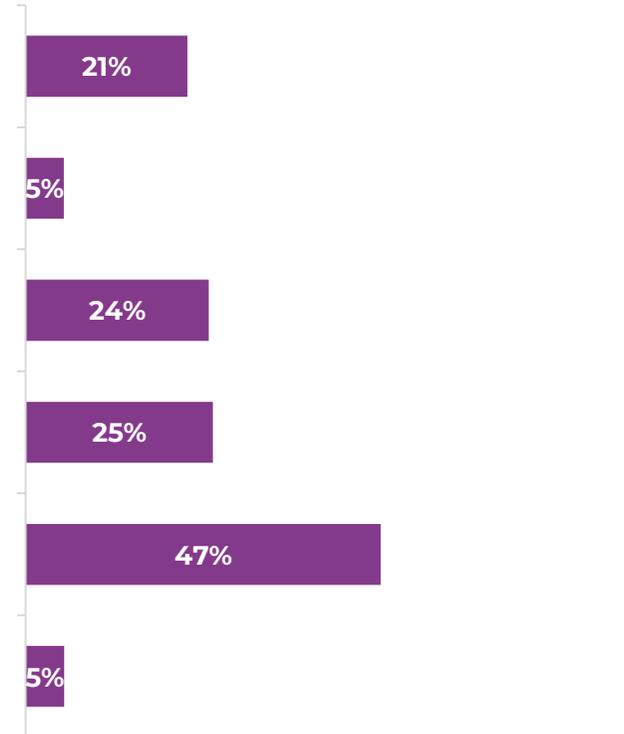
# African leaders' response to the invasion

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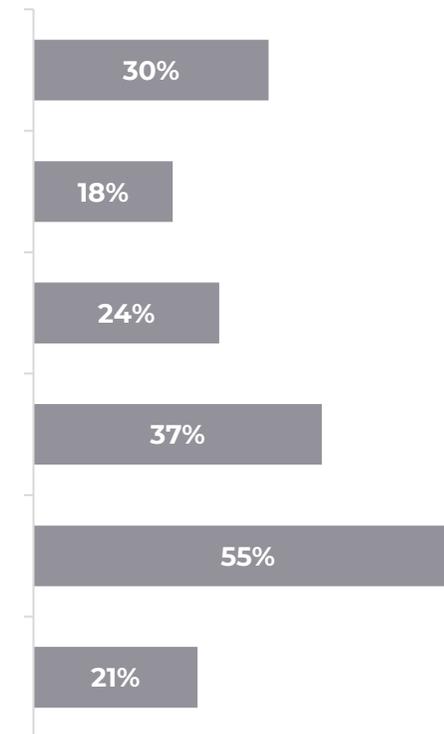
% of respondents agreeing that **The safety of Africans is not currently guaranteed in Ukraine**



% of respondents viewing that **Africans have been physically assaulted while attempting to cross the borders**



% of respondents agreeing that **Africans have been denied entry/stuck at the Ukraine border**



Q18: Which of these statements best apply to your perception of Russia?

# AFRICAN SUPPORT & ASSISTANCE

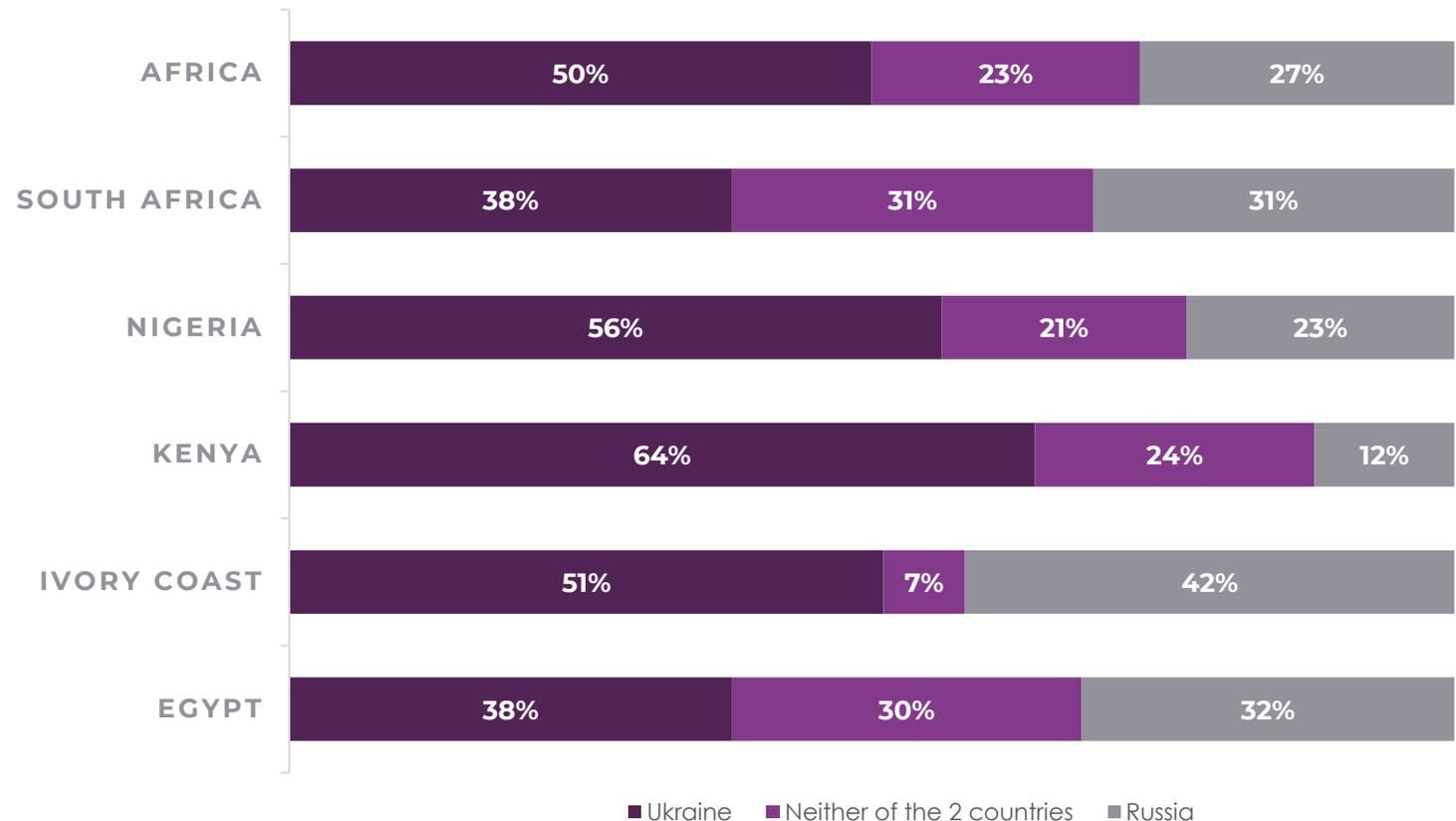
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# Russia vs Ukraine support

## Some African countries show strong support for Ukraine, while other African countries are on the fence

- 50% of Africans are inclined to support Ukraine with most support coming from Kenya (64%) and Nigeria (56%).
- Russia has the most support in Ivory Coast at 42%.
- South Africa (31%) and Egypt (30%) remain undecided on supporting either of the countries.



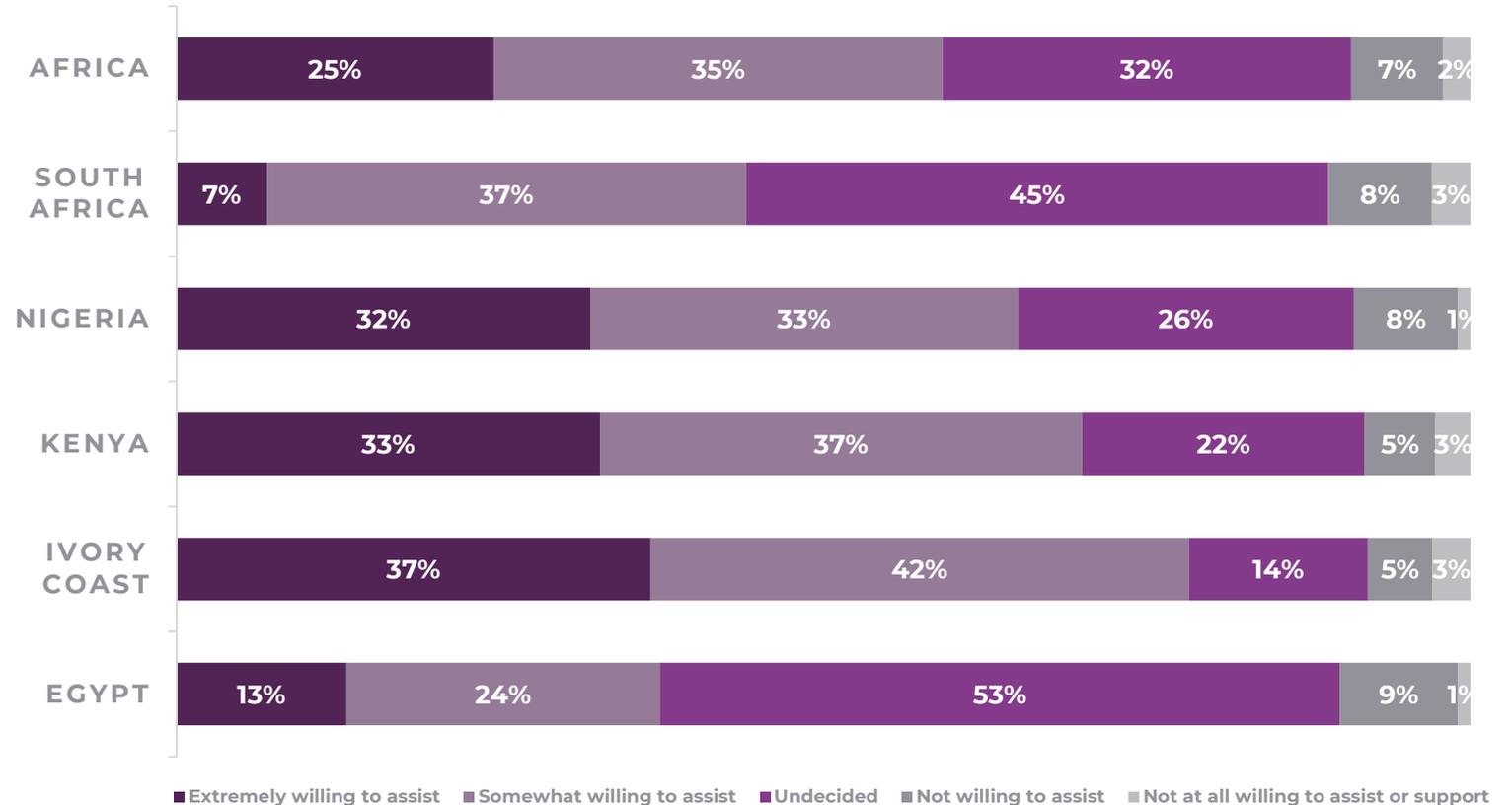
Q5: Given the current Russian-Ukrainian conflict, which country do you feel inclined to support?

# Africans' willingness to assist Ukrainians

3 in 5 respondents have stated that they are willing to help Ukrainians in some way



- 60% of Africans are willing to show support and assist Ukrainians
- Over 30% are undecided on whether to assist or not.
- Egypt (53%) and South Africa (45%) show hesitancy to assist or support Ukrainians
- Ivorians (79%) are most willing to assist Ukrainians with Kenya (70%) and Nigeria (65%).
- Only 10% or less in all countries are not willing to assist.



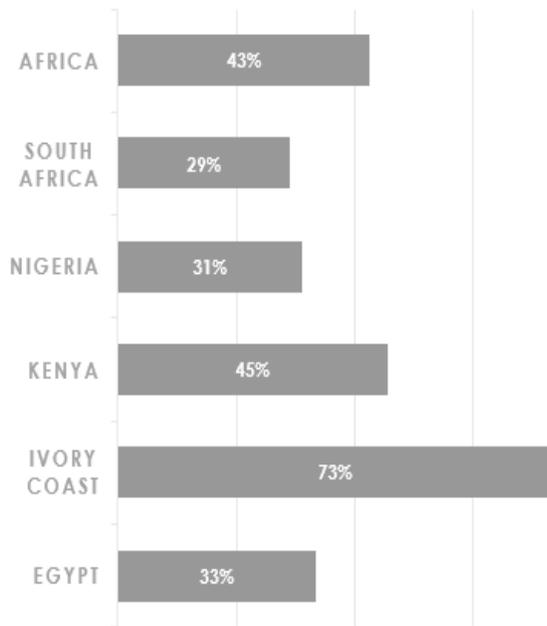
Q20: Now that the Russia's military operation in Ukraine is intensifying how willing are you to assist or show support for the people of Ukraine?

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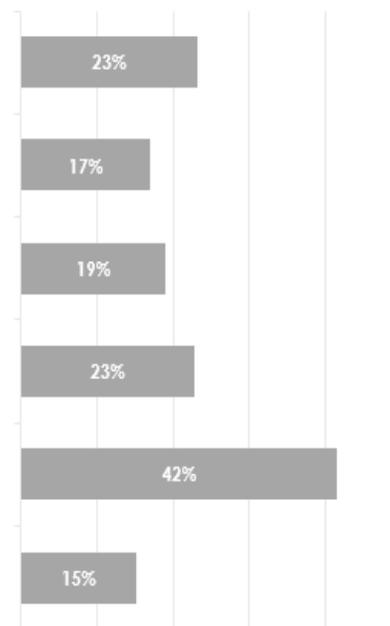
# Africans' willingness to assist Ukrainians

## Africans are willing to make financial donations to help Ukrainians

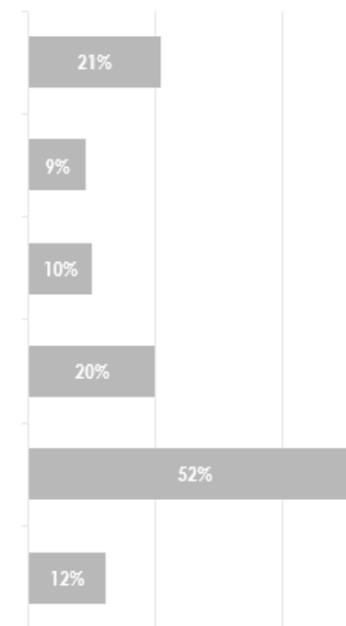
% of respondents agreeing to **Make financial donations to international organizations**



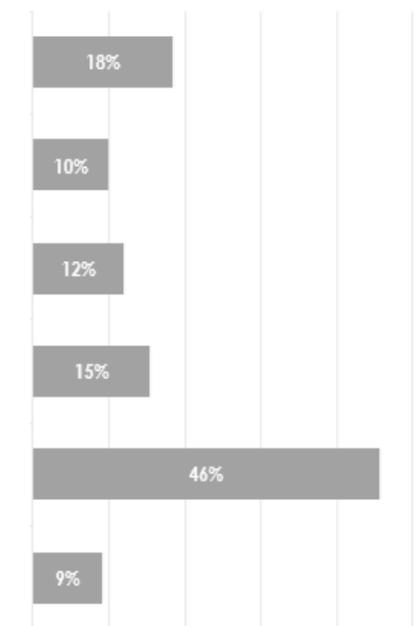
% of respondents willing to **Make financial donations to Ukrainian non-profit organizations**



% of respondents agreeing to **Make financial donations through your country's embassy**



% of respondents agreeing to **Make financial donations through local non-profit organizations**

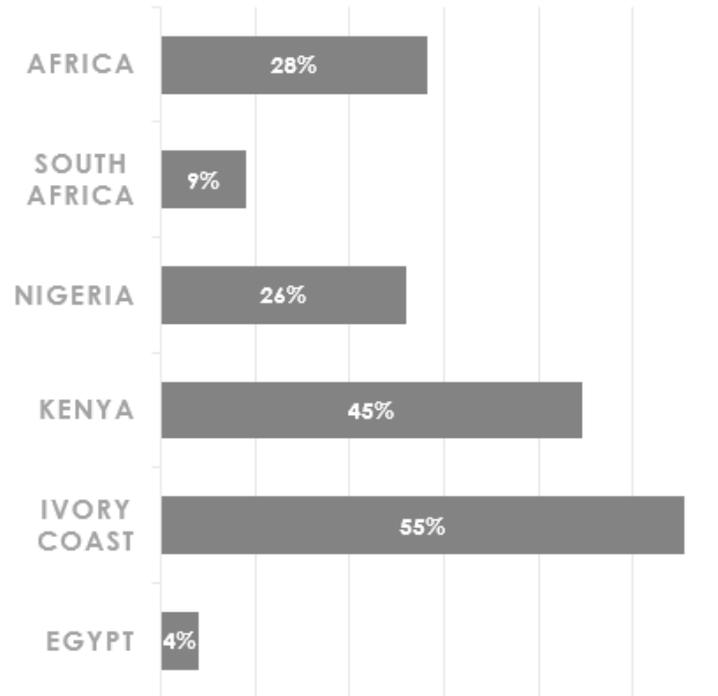


Q21. How do you plan to assist the people of Ukraine during the current Russian invasion?

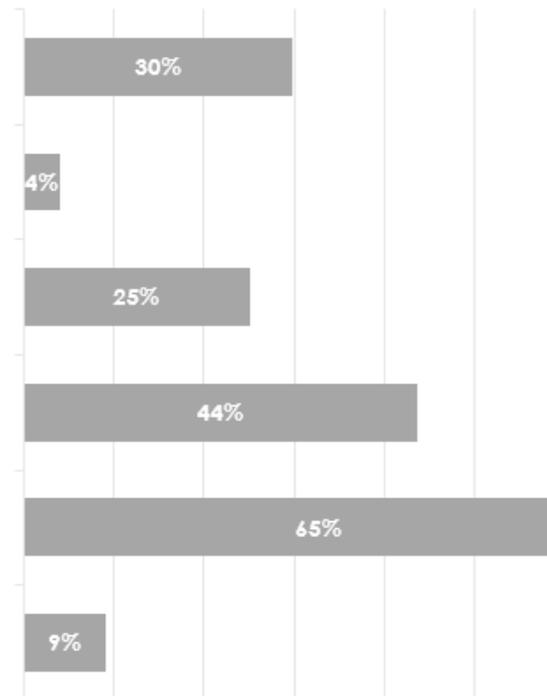
# African leaders' response to the invasion

## Africans will also stay informed and raise awareness of the situation

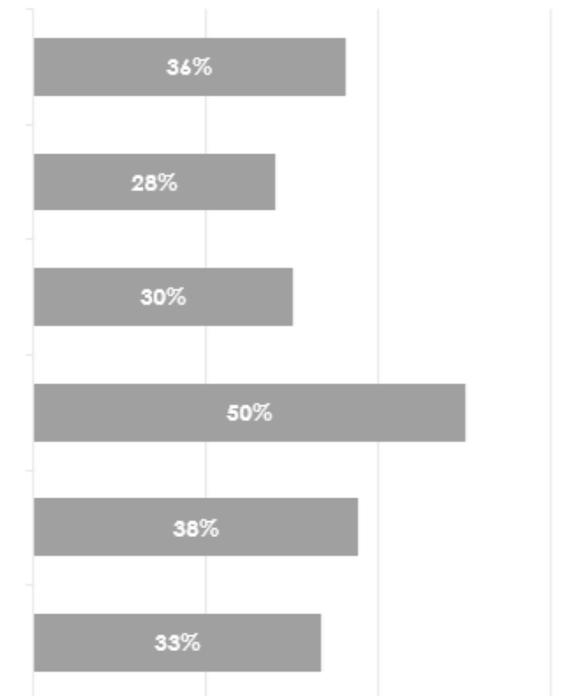
% of respondents agreeing to **Raise awareness about the situation in Ukraine through your social media**



% of respondents agreeing to **Join a peaceful protest against Russia's invasion of Ukraine**



% of respondents agreeing to **Stay informed about developments in the Russia-Ukraine conflict**



Q21. How do you plan to assist the people of Ukraine during the current Russian invasion?



### Target Population

Target Population for our monthly survey is the adult population of the major urban cities of each of the 20 x participating countries. In most of the countries we survey, this population is representative of the economically active population, and the key decision makers of household purchases. Residents of rural settlements are excluded from our surveys



### Sample

An average sample size of 500 x respondents per country is surveyed monthly. The population size of the cities we sample are typically over 500,000, thus the minimum recommended sample for this population is 377.

For our sample size (n=500) we typically attain a Confidence level of 95%, and our survey estimates have a margin of error of approximately 4%.



### Data Collection

Data collection is conducted from March 6 to March 9. Responses to our proprietary monthly surveys are voluntary.

Each interview takes on average 15-20 minutes to complete. Interviews are offered in English and French. No quotas are imposed on the survey, providing city residents of all demographics a fair chance to be included in the survey



### Methodology

Our data collection method is CASI (Computer-Assisted Self interviewing) conducted at respective interview sites. Our process includes multiple quality controls including trained interviewers available at the interview sites to assist respondents when they have queries. Back checking and Authentication: all completed surveys are edit checked & 20% of questionnaires are back-checked. Data capturing verification: validation & verification includes predefined survey rules, matching processes.

## Our clients

Many companies & organizations have adopted Kasi's research approach to understand the markets in Africa



Foreign, Commonwealth  
& Development Office



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