

<i>DRAID:</i> <i>{Office Use}</i>	<i>Questionnaire No:</i> <i>{Office Use}</i>

Informal Traders Survey

Hello, my name is _____. I am from Development Research Africa (DRA), an independent research company, conducting research on behalf of the Human Science Research Council (HSRC). We are conducting a study on the relationship between the formal and informal economies, and would very much appreciate your help by agreeing to participate in a brief interview. I would just like to ask you a few questions about your business and your occupation as a trader. And I assure you that your responses will be treated as strictly confidential.

Would you be willing to participate in this interview? Yes / No

A1: *If Yes, proceed with interview*
If No, close the interview.

A2: Respondent Name			
A3: Location Code	1 = Warwick 2 = Pinetown 3 = KwaMashu 4 = Isipingo		
A4: GPS Reading			
A5: Name Of Interviewer			
A6: Date of interview (DD-MM-YYYY)	A7: Time interview started (HH:MM)	A8: Time interview ended (HH:MM)	A9: Length of interview (total minutes)

FOR SUPERVISOR / OFFICE USE ONLY:

A10: Name of supervisor			A11: Date checked <i>[dd/mm/yy]</i>	
A12: Selected for callback	1=Yes 2=No		A13: Call back record number	
A14: Name of quality controller			A15: Date checked <i>[dd/mm/yy]</i>	
A16: Name of 1st capturer			A17: Date captured <i>[dd/mm/yy]</i>	
A18: Name of 2nd capturer			A19: Date captured <i>[dd/mm/yy]</i>	

A20. Circle Category

Tomatoes	1
Onions	2
Apples	3
Cardboard	4
Bread (white, un-sliced)	5

1. OVERVIEW

1.1	<p>What goods to you sell?</p> <p>ASK RESPONDENT</p> <p>LIST ALL GOODS SOLD</p>		
1.2	<p>Quality of product</p> <p>OBSERVE ONLY</p>	<p>1 = Low Quality 2 = Good Quality 3 = High Quality</p>	
1.3	<p>Packaging of Goods – Quantity</p> <p>OBSERVE ONLY</p>		
1.4	<p>Do you sell these goods all the time or do you change the goods.</p>	<p>1 = All the time 2 = Change from time to time</p> <p>Other (Specify) _____</p>	
1.5	<p>What factors affect any changes that you make to the goods that you sell. Eg. Seasonal factors, irregular supply.</p>	<p>1 = Seasonal 2 = Irregular supply</p> <p>Other (Specify) _____</p>	
1.6	<p>Location of business in relation to consumers</p> <p><i>(Field worker to describe by entering relevant codes or any additional description)</i></p> <p>READ OUT OPTIONS</p> <p>MULTI- MENTION ALLOWED</p>	<p>1 = Close to taxi rank 2 = Close to bus rank 3 = On a main transport route 4 = Near school 5 = Near homes 6 = Many pedestrians pass the business 7 = Main shopping centre</p> <p>Other (Specify) _____</p>	
1.7	<p>How far would a consumer have to walk to buy similar products in the formal sector (Shops, formal, established)</p>	<p>Write in Metres _____ m</p>	
1.8	<p>How far would a consumer have to walk to buy similar products in the informal sector (trader/ street trader)</p>	<p>Write in Metres _____ m</p>	
1.9	<p>Type of Premises</p> <p><i>(Field worker to describe by entering relevant ONE code or any additional description)</i></p> <p>OBSERVE</p>	<p>1 = Open market 2 = Stall on the side of road 3 = In a formal building next to or with other business 4 = An informal building next to or near other business 5 = In a formal building NOT next to or with other business 6 = An informal building NOT next to or near other business 7 = In a formal home 8 = In an informal home</p> <p>Other (Specify) _____</p>	
1.10	<p>Where do you live? (region / suburb)</p> <p>RECORD ALL MENTION</p>		
1.11	<p>Do you have a steady income, or does your income fluctuate on a daily basis?</p>	<p>1 = Steady 2 = Fluctuate</p> <p>Other (Specify) _____</p>	

2. BUSINESS CLASSIFICATION

2.1	Would you classify your business as formal or informal? If classified as formal end interview	1 = Informal 2 = Formal 3 = not sure	
2.2	Do you maintain a bank account for the business that is separate from your private/family account?	1 = Yes 2 = No separate bank account 3 = Hold no bank account at all	
2.3	List all of institutions that you are registered with RECORD ALL MENTION		
2.4	How would you classify your business? READ OUT OPTIONS	1 = Fruit seller 2 = Clothing 3 = Meat seller 4 = Muti seller 5 = Beer seller Other (Specify) _____	

3. BACKGROUND OF YOUR BUSINESS

3.1	When did you start this business?	<i>Write in Year:</i> _____	
3.2	Why do you choose to do this job? RECORD ALL MENTION		
3.3	Why did you start trading in these specific goods? RECORD ALL MENTION		
3.4	Did you consider selling any other types of goods?	1 = Yes 2 = No	
3.5	Who owns this business	1 = Myself 2 = Family 3 = Partnership Other (Specify) _____	
3.6	How did you get the capital (money) to start the business? MULTI- MENTION ALLOWED	0 = Did not need any capital 1 = Used own capital 2 = Used household capital 3 = Borrowed from friends/ relatives 4 = Personal loan from a private lender 5 = Personal loan from a bank 6 = Loan from a microfinance institution Other (Specify) _____	
3.7	What did you do before you started up this business RECORD ALL MENTION		

4. EMPLOYMENT IN THE BUSINESS

4.1	How many paid employees do you have in your business? NOT INCLUDING OWNERS	<i>Write in Number: _____ If "None" SKIP TO Q4.5</i>	
4.2	How many employees are permanent?	<i>Write in Number: _____</i>	
4.3	Have you increased or decreased the number of permanent workers?	1 = Yes 2 = No	
4.4	Have you increased or decreased the number of permanent employees in the last 6 months?	1 = Yes 2 = No	
4.5	How many employees are temporary or seasonal?	<i>Write in Number: _____ If "None" SKIP TO Q5</i>	
4.6	Have you increased or decreased the number of temporary or seasonal workers	1 = Yes 2 = No	
4.7	Have you increased or decreased the number of temporary or seasonal workers in the last 6 months?	1 = Yes 2 = No	
4.8	Do you pay a salary (same / fixed amount) or is it piece-rate (commission / percentage rate)	1 = Salary 2 = Commission	
4.9	How do you decide how much to pay your employees?	1 = We look at wages for similar work in other informal business 2 = We look at wages for similar work in formal businesses Other (Specify) _____	
4.10	When wages in the formal retail sector increase, I... READ OUT OPTIONS	1 = Increase the wages of my employees 2 = Did not increase the wages of my employees	

5. PURCHASES

5.1	How do you acquire the goods that you are selling?	1 = Make them or grow them myself 2 = Buy them from a formal business 3 = Buy them from an informal business Other (Specify) _____	
5.2	Do you always purchase these goods from the same supplier?	1 = Yes 2 = No SKIP TO Q5.4	
5.3	Why do you always purchase from the same supplier? DO NOT READ OUT	1 = Is the only supplier of the goods 2 = Grants credit 3 = I know s/he has the cheapest price 4 = Its convenient and close to my business 5 = The quality is good 6 = She/he will take back any goods I have not sold 7 = I have a long relationship with the supplier Other (Specify) _____	
5.4	When you're choosing among different suppliers please rank how important the following factors are to you: 1 = Very important, 2=important, 3 = Not important. <i>(Fieldworker to show and read out list in table below; fill in first column in table below)</i>		
5.4.1	Price of goods		
5.4.2	Credit (account system)		
5.4.3	Reliability of supply		
5.4.4	Quality of goods		
5.4.5	Returning of items to seller		
5.4.6	Size of the package (quantity)		
5.4.7	Supplier transporting the goods to you		
5.4.8	Supplier is close to your business		
5.4.9	Other reason. Specify		

6. SALES SITE

6.1	Why do you choose to sell at this site?	1 = only site I could get 2 = allocated by the council Other (Specify) _____	
6.2	Do you only sell at this site whenever you trade?	1 = Yes 2 = No	
6.3	How often do you trade at this site?	1 = Daily (Mon – Sat) 2 = Weekdays (Mon – Fri) 3 = Weekends (Sat – Sun) Other (Specify) _____	
6.4	Do you choose to sell at this site because it's:	1 = Close to other informal traders that sell similar products 2 = Close to other informal traders who sell very different products 3 = Far from other informal traders that sell similar products 4 = None of the above	
6.5	Do you choose to sell at this site because its:	1 = Close to other formal traders that sell similar products 2 = Close to other formal traders who sell very different products 3 = Far from other formal traders that sell similar products 4 = None of the above	
6.6	If you sell at different sites do you sell different goods at different sites?	1 = Yes 2 = No SKIP TO Q7	
6.7	Why do you do this? RECORD ALL MENTION		

7. GOODS SOLD

7.1	<p>Why do you sell the types of goods that you do?</p> <p>READ OUT OPTIONS</p>	<p>1 = It's what the customers want 2 = It's what other informal traders sell 3 = It's what the formal traders around here sell</p>	
7.2	<p>What factors affect what types of goods you sell?</p> <p>READ OUT OPTIONS</p>	<p>1 = Seasons 2 = Prices 3 = Consumer demand 4 = Others are selling the same goods so I know consumers want these goods 5 = Formal firms can out-compete me in other goods 6 = I can sell these goods in small quantities 7 = It's the only thing I have thought about selling</p>	

8. SELLING PRICES

	<p>When you decide on the price of the goods that you sell please rank how important the following factors are to you. 1 = Very important, 2=important, 3 = Not important. (Fieldworker to show and read out list in table below; fill in first column in table below)</p>	
8.1	The price of the good in the formal retail stores	
8.2	The price that other informal traders charge	

9. RELATIONSHIP BETWEEN PURCHASES AND SALES

Which of the follow statements are TRUE or FALSE: READ OUT		1 = True 2 = False
9.1	I buy in bulk and sell in smaller quantities	
9.2	When the price of my purchases go up, I increase the prices that I charge by the same amount	
9.3	When the price of my purchases goes up, I increase the prices that I charge but by a smaller amount	
9.4	When the price of my purchases goes up, I am unable to increase my selling price	
9.5	When the price of my purchases falls, I decrease the price of my sales	
9.6	When the price of my purchases falls, I do not decrease my selling price	
9.7	Compared to last month, the price of my purchases has gone up	
9.8	Compared to last month, my selling price has gone up	
9.9	I always sell to the same customers	
9.10	I charge all my customers the same price	
9.11	Compared to last year, there are many more informal traders selling the goods that I sell	
9.12	Compared to last year the price of my purchases has gone up	
9.13	Compared to last year, my selling price has gone up	
9.14	Compared to last year, my profits have gone up	

10. THE BUSINESS ENVIRONMENT

	Please state whether the following statements about your business environment are TRUE or FALSE	1 = True 2 = False
10.1	I always charge the same price for the goods that I sell	
10.2	All my customers pay the same price for the goods that I sell	
10.3	There are too many new formal retailers and that is driving down our selling prices	
10.4	All the informal traders charge the same price for the goods that I sell	
10.5	Sometimes, new informal traders start selling the goods that I sell and then I lose customers	
10.6	When new informal traders begin to sell the goods that I sell, I have to decrease my selling price to keep my customers	
10.7	Sometimes, informal traders decrease their prices and I am then forced also to decrease my prices	
10.8	I know the prices at the formal retailers and I charge below their price	
10.9	I know the prices at the formal retailers and I charge above their price	
10.10	I know the prices at the formal retailers and I charge the same price	
10.11	The formal retailers sell goods of better quality than informal traders	
10.12	I sell better quality goods than other informal traders	
10.13	My customers buy from me because my prices are lower than other informal traders	
10.14	My customers buy from me because my prices are lower than formal retailers	
10.15	My customers buy from me because I am conveniently situated	
10.16	My customers buy from me because I sell in smaller quantities than formal retailers	

RESPONDENT'S CONTACT NUMBER

(Assure respondent that this is for call-back purposes only – their responses are strictly confidential)

CLOSE INTERVIEW

11.1	No of competing sellers in immediate area	Write in number
11.2	No of non-competing sellers	Write in number
INTERVIEW NOTES OF ENVIRONMENT AND SURROUNDING AREA:		

