Customer_Survey_v2 _2017

Date: _____

Enumerator name & Staff ID: _____/__/__/__/__/

Market: _____

Start time: |__|__|: |__|__|

Hello, my name is _____. I am a researcher for Innovations for Poverty Action, a non-profit organization dedicated to finding innovative solutions to development issues in various countries. I am visiting you today because we are a conducting a study about women's entrepreneurship development and economic empowerment. We have visited your market before and talked to Women Entrepreneurs who own businesses. Today we are also interested in speaking with customers who buy goods and services this market. You have been randomly selected to participate.

i) Will you allow me about 2 minutes of your time to ask you a few questions about your shopping in this market?

1=Yes- proceed with interview **2= No- Thank the respondent and leave**

The aim would be to do this with 15-20 customers per market.

Q1: **Respondent's Name: _____/_____/_____/** **1(Family name) 2(Christian/other name) (3 Middle Name)**	
Q1: Q17: What is your telephone number? Q2: Write -555 if she doesn't have a telephone number	|__|__||__|__||__|__||__|__||__|__|
Q3: How many days in a week do you normally shop in this market? [Enumerator: Enter a number between 1 and 7]	|____|
Q4: Do you usually buy from the same businesses, or shop around each visit to see who has the best prices that day?	0= This is my first time shopping in the market 1= Usually shop at the same businesses 2 = Usually shop around to see who has the best prices that day 3= Other (specify)_____
Q5: Did you also buy fruit and vegetables, haircuts, or tailoring services from another market in the past week?	1=Yes 2= No
Q6: How many other markets did you buy these services from in the past one week?	|____|
Q7: If so, which other markets? [Enumerator: Enter market IDs mentioned by the customer]	|_____| |_____|
Q8: On a day when you shop in this market, on average how many different businesses do you buy from?	|____|
Q9: What share of your weekly food expenditure	|____|

Comments:

_____

_____

_____

Date: _____

would you spend at this market [Enter percentage e.g. 10%] (count only food you buy, not food you grow yourself)	
County	|_____|
Sub-county	|_____|
Market	|_____|
Market ID	|__|__||__|__|

End time: |__|__||__|__|

Comments:
_____
_____
_____