



Innovation Pilot for Microentrepreneurs in Colombia

Customers Survey

November, 2017

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1. PRELIMINARY QUESTIONS

Enumerator: Please answer the following questions before starting the survey

1001	Enumerator: What is the ID of the business where the client was surveyed?	
1002	Enumerator: Please select your name from the list	
1003	Enumerator: What is the block where the survey is taking place?	
1004	Enumerator: Please record the geolocation of the place where the survey is taking place	

INFORMED CONSENT

"Good morning, my name is _____. I work for Innovations for Poverty Action (IPA), a non-governmental research organization dedicated to find and promote innovative solutions for social problems in various countries. Right now, we are conducting a research study aiming to understand how consumers make their purchase decisions for certain products and would like to invite you to participate in a brief questionnaire about the market of fruits and vegetables in this neighborhood. In the past, we have visited this area and talked with vendors and business owners. Today, we are also interested in speaking with customers who purchase goods and services in the neighborhood as well.

The survey should take less than 5 minutes of your time and you will be able to participate in the raffle of airtime incentives. Remember that your participation is completely voluntary, this is, you decide to participate or not and can end the survey at any moment without any type of consequences. You can also refuse to answer any question and all the information you give to us will be confidential, this is, nothing will be published under your name in any circumstance.

If you have any additional question, concern or comment about this survey please contact Cristhian Pulido, Research Associate at IPA who will kindly answer any of your doubts. The contact telephone number is 694 8122. Additionally, if you have any questions about your rights as a research participant, please contact IPA Institutional Review Board (IRB) to the e-mail humansubjects@poverty-action.org. Do you have any questions about the information I just read to you?"

1005	Enumerator: Does the person give consent to participate in the survey?	1 Yes 0 No	→ Go to 3011
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2. SHOPPING DECISIONS

2001	On average, how many days in a week do you usually shop fruits and vegetables in this neighborhood?	1 1 2 2 3 3 4 4 5 5 6 6 7 7 -666 Other: _____ -999 Don't know -888 Refuse to answer
2002	Do you usually purchase fruits and vegetables from the same business(es), or do you visit different shops around to see who has the best prices that day?	1 Usually shop at the same business(es) 2 Usually shop around to see who has the best prices that day 3 This is the first time I'm shopping in this neighborhood -999 Don't know -888 Refuse to answer
2003	On average, how many different businesses do you purchase fruits and vegetables from (in this neighborhood)?	
2004	During the past week, did you purchase fruits and vegetables in another neighborhood?	1 Yes 0 No -999 Don't know -888 Refuse to answer

2004-1	How many neighborhoods did you purchase fruits and vegetables from the past week (besides this one)?	
2004-1-1	What is/are the name of the N neighborhood(s) you visited to purchase fruits and vegetables the past week (besides this one)?	<div style="text-align: right;">Name</div> <div> Neighborhood 1 _____ Neighborhood 2 _____ Neighborhood 3 _____ Neighborhood 4 _____ Neighborhood 5 _____ </div>
2005	When purchasing fruits and vegetables you prefer...	1 The best price 2 The best quality 3 The best customer service 4 The closest shop (distance) 5 To receive credit so I can pay later -666 Other: _____ -999 Don't know -888 Refuse to answer
2006	On average, how many days in a week do you usually shop products different than fruits and vegetables in this neighborhood?	1 1 2 2 3 3 4 4 5 5 6 6 7 7 -666 Other: _____ -999 Don't know -888 Refuse to answer
2007	Do you usually purchase products different than fruits and vegetables from the same business(es), or do you visit different shops around to see who has the best prices that day?	1 Usually shop at the same business(es) 2 Usually shop around to see who has the best prices that day 3 This is the first time I'm shopping in this neighborhood -999 Don't know -888 Refuse to answer
2008	On average, how many different businesses do you purchase products different than fruits and vegetables from (in this neighborhood)?	
2009	During the past week, did you purchase products different than fruits and vegetables in another neighborhood?	1 Yes 0 No → Go to 2010 -999 Don't know → Go to 2010 -888 Refuse to answer → Go to 2010
2009-1	How many neighborhoods did you purchase products different than fruits and vegetables from the past week (besides this one)?	
2009-1-1	What is/are the name of the N neighborhood(s) you visited to purchase products different than fruits and vegetables the past week (besides this one)?	<div style="text-align: right;">Name</div> <div> Neighborhood 1 _____ Neighborhood 2 _____ Neighborhood 3 _____ Neighborhood 4 _____ Neighborhood 5 _____ </div>
2010	When purchasing products different than fruits and vegetables you prefer...	1 The best price 2 The best quality 3 The best customer service 4 The closest shop (distance) 5 To receive credit so I can pay later -666 Other: _____ -999 Don't know -888 Refuse to answer
2011	Approximately, what share of your weekly food expenditure occurs in this neighborhood?	_____ %

3. CUSTOMER INFORMATION		
3001	Enumerator: What is the respondent's sex?	1 Female 0 Male
3002	Do you live in this neighborhood?	1 Yes 0 No → Go to 3003 -999 Don't know → Go to 3003 -888 Refuse to answer → Go to 3003
3002-1	How long have you been living in this neighborhood for?	

3003	How many people live in your household (including you)?	
3004	Approximately, how much was your household's income the past month?	\$ _____ → Go to 3005 if answer is different than -999 or -888
3004-1	Within these ranges, how much was your household's income the past month?	1 0-1.000.000 2 1.000.001-2.000.000 3 2.000.001-3.000.000 4 3.000.001-4.000.000 5 4.000.001-5.000.000 6 5.000.001-6.000.000 7 6.000.001-7.000.000 8 More than 7.000.000 -999 Don't know -888 Refuse to answer
3005	Are you beneficiary of SISBEN?	1 Yes 0 No -999 Don't know -888 Refuse to answer
3006	What is the highest education level you have achieved and certified?	1 None 2 Preschool 3 Basic primary (1-5) 4 High school (6-10) 5 High school graduate 6 Technical degree 7 Technological degree 8 Undergraduate 9 Graduate -999 Don't know -888 Refuse to answer
3006-1	During primary, what was the highest grade you achieved and certified?	1 1st grade → Go to 3007 2 2nd grade → Go to 3007 3 3rd grade → Go to 3007 4 4th grade → Go to 3007 5 5th grade → Go to 3007
3006-1	During high school, what was the highest grade you achieved and certified?	6 6th grade 7 7th grade 8 8th grade 9 9th grade 10 10th grade
3007	Currently, you are:	1 Employed 2 Entrepreneur (self-employed) 3 Unemployed and looking for work 4 Unemployed and not looking for work 5 Homemaker 6 Student 7 Retired -666 Other: _____ -999 Don't know -888 Refuse to answer
3008	What is your name?	
3009	What is your age?	
3010	What is your phone number?	
3011	Enumerator: Please add some final comments about the survey	
3012	Enumerator: What is the survey status?	1 Complete 2 Incomplete 3 Refuses to participate