

Nigeria Market Assessment-Traders Questionnaire

Question	Answer
[n1] Market assessment : LCBC, January 2016 – Trader Questionnaire, Nigeria <i>if this is not the correct form, exit without saving changes</i>	
[n1.1] To be completed by Enumerator	
[0.1] Enumerator name	
Specify other.	
[0.1b] Agency	1 AAH 2 FEWSSNET 3 NEMA 4 NRC 5 SEMA 6 WFP other Other
Specify other.	
[0.2] Date	
[0.3] Name of country:	Cameroon Cameroon Chad Chad Niger Niger Nigeria Nigeria
[0.4] Name of Region:	815 Adamaoua 816 Centre 817 Est 818 Extrême-Nord 819 Littoral 820 Nord 821 Nord-Ouest 822 Ouest 823 Sud 824 Sud-Ouest 12914 Barl El Gazal 12904 Batha Ouest 12907 Bet 12910 Chari-Baguirmi 873 Guéra 12911 Hadjer-Lamis 12915 Kanem

Question	Answer
	875 Lac
	876 Logone Occidental
	12918 Logone Oriental
	12925 Mandoul
	12920 Mayo-Kebbi Est
	12922 Mayo-Kebbi Ouest
	12923 Moyen-Chari
	12926 Ouaddaï
	881 Salamat
	12930 Tandjilé
	12912 Ville de N'Djamena
	870 Wadi Fira
	2202 Agadez
	2203 Diffa
	2204 Dosso
	2205 Maradi
	2206 Niamey
	2207 Tahoua
	2208 Tillabéry
	2209 Zinder
	65698 Abia
	2211 Adamawa
	2212 Akwa Ibom
	2213 Anambra
	65699 Bauchi
	65700 Bayelsa
	2215 Benue
	2216 Borno
	2217 Cross River
	2218 Delta
	65701 Ebonyi
	2219 Edo
	65702 Ekiti
	65703 Enugu
	2221 Federal Capital Territory
	65704 Gombe
	2222 Imo
	2223 Jigawa

Question	Answer
	2224 Kaduna 2225 Kano 2226 Katsina 2227 Kebbi 2228 Kogi 2229 Kwara 2230 Lagos 65705 Nassarawa 2231 Niger 2232 Ogun 65706 Ondo 2234 Osun 2235 Oyo 65707 Plateau 65708 Rivers 65709 Sokoto 2239 Taraba 2240 Yobe 65710 Zamfara
[0.5] Name of town or village:	
[0.6] Name of market:	1 MONDAY MARKET 2 BULLUNKUTTU MARKET 3 BUDUM MARKET 4 CUSTOM MARKET 5 BAGA ROAD MARKET 6 TASHAN BAMA MARKET 7 KASUWAM SHANU 8 YAN DOYA 9 ABBA GAMARAM MARKET 10 BOLORI STORE 11 TASHAN KANO 12 TASHAN JOURNEY 13 TASHAN BAMA 14 LEGACY GARAGE 15 MONAGARAGE MARKET 16 BAGA ROAD MOTOR PARK 17 POST OFFICE MOTOR PARK 18 OTHER

Question	Answer
[0.6nigeriaother] Other, specify:	
[consent] Please read the following request consent: My name is I'm part of a team from, we are conducting a market assessment. I wish to ask you questions on the markets. Our conversation will last about thirty minutes. Do you have any questions? Can we start now?	1 no 2 yes
[n1.2] Section 1: General Trader Characteristics	
[telny] May we have your phone number to follow up with the survey?	1 no 2 yes
[tel1] Enter the phone number:	
[tel2] Enter the phone number (enter again for confirmation):	
[1.1m] When did you start your business?	1 Less than 1 year 2 Between 1 and 3 years 3 More than 3 years
[1.2] Trader gender:	1 Male 2 Female
[1.3] What is your age?	
[1.4] Level of education :	1 No education 2 primary 3 secondary 4 university 5 Other
[1.4other] Other, specify:	
[1.5] What is the main currency used in your business?	1 XAF 2 XOF 3 Naira 4 USD 5 Other
[1.5other] Other, specify:	
[1.6] What type of business activities do you undergo? <i>select multiple responses</i>	1 Retail 2 Wholesale 3 Collection 4 Other 97 not applicable 98 refuse 99 don't know
[1.6other] Other, specify:	

Question	Answer
[1.7] Do you employ people in your business	1 No 2 Yes 97 not applicable 98 refuse 99 don't know
[1.7tot] If yes, how many total?	
[1.7m] If yes, how many men?	
[1.7f] If yes, how many women?	
[1.8] How many clients did you have during the last 7 days?	
[1.8mf] Were most of your clients male or female?	1 mostly men 2 mostly women 3 about equal 97 not applicable 98 refuse 99 don't know
[1.9] Where do you store your goods?	1 No stocks 2 In my store in the market 3 In my store out of the market 4 In a public store 5 In a shop belonging to another trader 6 In the open air 7 At home (shop is living place) 8 Other: 97 not applicable 98 refuse 99 don't know
[1.9other] Other, specify:	
[1.10.1] What is the storage capacity: enter quantity	
[1.10.2] What is the storage capacity: enter units	1 Core 2 bag 100Kg 3 50 kg bag 4 Kg 5 500 g 6 250 g 7 liter 8 cup 9 Head 10 Unit

Question	Answer
	11 Other 12 Tons 97 not applicable 98 refuse 99 don't know
[1.10.2other] Other, specify:	
[1.11] What products do you sell in your shop? <i>select multiple responses</i>	1 Millet 2 Sorghum 3 Maïze 4 Imported rice 5 Local rice 6 Groundnuts 7 Beans 8 Livestock 9 Vegetables 10 Tubers 11 Roots 12 Processed foods 13 Fish 14 Meat 15 Fruits 16 Meals 17 Other 97 not applicable 98 refuse 99 don't know
[1.11other] Other, specify:	
[note2] Section 2: Constraints and response capacity	
[2.1] What element had the biggest impact on your business since the start of your activity?	1 Lack of own capital 2 Lack of credit / credit overpriced 3 Poor or variable quality of the product (supply) 4 Insufficient or irregular amount of product (offer) 5 Lack of transport services 6 Poor road infrastructure 7 Insecurity 8 Lack of storage structure 9 Margins too low (too low selling price too high purchase price)

Question	Answer
	<ul style="list-style-type: none"> 10 Customer purchasing power failed (lower purchased quantities) 11 Trade restrictions (export ban) 12 No refund payment of customer debts 13 The competition is too strong 14 Local authorities hamper business expansion 15 High taxes or charges 16 Food assistance competition 17 Change rate 19 Exodus or households transhumance 20 Lack of land 21 Other (specify) 97 not applicable 98 refuse 99 don't know
[2.1other] Other, specify:	
[2.2capacity] Suppose the demand would double for the given product. Would you have the capacity to meet this demand, and how long?	<ul style="list-style-type: none"> 1 No 2 Yes, in a week or less 3 Yes, in less than two weeks 4 Yes, in less than a month 5 Yes, but after more than a month 97 not applicable 98 refuse 99 don't know
[2.3.1] During what time of year do you usually experience stockouts? [circle one of the figures] If No, go to 3.1	<ul style="list-style-type: none"> 1 Rainy season 2 Dry season 3 Harvest 4 There was no stock-outs last year 97 not applicable 98 refuse 99 don't know
[2.3.2] Have you developed unusual strategies (out of stocks) to cope with the price increase and / or supply problems?	<ul style="list-style-type: none"> 1 No 2 Yes 97 not applicable 98 refuse 99 don't know
[2.3.3] If yes, what strategies have you employed?	<ul style="list-style-type: none"> 1 Use of other production areas 2 Imports remedies

Question	Answer
	3 Decrease in trade margins 4 Clearance 5 Storage 6 Change providers 7 Other 97 not applicable 98 refuse 99 don't know
[2.3.3other] Other, specify:	
[note3] Section 3: Storage, Credit and financing	
[3.1] What is your main source of funding?	1 Self-financed 2 Family, friends 3 Bank 4 Supplier 5 Client 6 Microcredit/NGO 7 Associates 8 Other 97 not applicable 98 refuse 99 don't know
[3.1other] Other, specify:	
[3.2] Do you have a bank account?	1 No 2 Yes 97 not applicable 98 refuse 99 don't know
[3.3] If yes, name the bank?	1 UNITY BANK 2 UBA 3 ZENITH BANK 4 FIRST BANK 5 ENTERPRISE BANK 6 SKYE BANK 7 KEYSTONE BANK 8 ECOBANK 9 STERLING BANK 10 UNION BANK 11 WEMA BANK

Question	Answer
	12 GUARANTY TRUST BANK 13 ACCESS BANK 14 MAINSTREET 15 DIAMOND BANK 16 FCMB PLC 17 EQUATORIAL TRUST BANK 18 STANBIC IBTC BANK 19 STANDARD CHARTERED BANK 20 FIDELITY BANK 21 NIGERIA INTERNATIONAL BANK 22 JAIZ BANK 23 ERITAGE BANK other Other
Specify other.	
[3.4] What is the distance between you and your bank in km?	
[3.5] Do you purchase stocks on credit?	1 No 2 Yes 97 not applicable 98 refuse 99 don't know
[3.6] What is the interest rate (in %)	
[3.7] What are the repayment terms?	1 After sales 2 Within a week 3 In 2 weeks 4 In one month 5 No time 6 Other 97 not applicable 98 refuse 99 don't know
[3.7other] Other, specify:	
[3.8a] Did you sell products on credit in January 2015?	1 No 2 Yes 97 not applicable 98 refuse 99 don't know
[3.8acredit] If yes, what percentage of your total sales in January 2015 were made on credit?	

Question	Answer
[3.8acash] what percentage of your total sales in January 2015 were made on cash?	
[3.8b] Did you sell products on credit in January 2016?	1 No 2 Yes 97 not applicable 98 refuse 99 don't know
[3.8bcredit] If yes, what percentage of your total sales in January 2016 were made on credit?	
[3.8bcash] What percentage of your total sales in January 2016 were made on cash?	
[3.8.1b] Did you sell products on credit prior to 2013?	1 No 2 Yes 97 not applicable 98 refuse 99 don't know
[3.8.1bcredit] If yes, what percentage of your total sales were made on credit prior 2013?	
[3.8.1bcash] What percentage of your total sales were made on cash prior 2013?	
[3.9] Who decides whether you will take out credit to finance trade activities most of the time?	1 Self 2 Partner/Spouse 3 Self and partner/spouse jointly 4 Other household member 5 Self and other household member 6 Partner/Spouse and other household member(s) 7 Someone (or group of people) outside the household 8 Other 97 not applicable 98 refuse 99 don't know
[3.9other] Other, specify:	
[3.10] Who decides how much of your generated income will be spent on food for your household most of the time?	1 Self 2 Partner/Spouse 3 Self and partner/spouse jointly 4 Other household member 5 Self and other household member

Question	Answer
	6 Partner/Spouse and other household member(s) 7 Someone (or group of people) outside the household 8 Other 97 not applicable 98 refuse 99 don't know
[3.10other] Other, specify:	
[n5] Following questions are for wholesalers only	
[3.11a] Did you happen to store products from the previous campaign for reselling them later? Campaign 2014/15	1 No 2 Yes 97 not applicable 98 refuse 99 don't know
[3.11a1] If yes, what amount did you store in tons?	
[3.11a2] If yes, what is the average duration of storage in months?	
[3.11b] Did you happen to store products from the previous campaign for reselling them later? Campaign 2015/16	1 No 2 Yes 97 not applicable 98 refuse 99 don't know
[3.11b1] If yes, what amount did you store in tons?	
[3.11b2] If yes, what is the average duration of storage in months?	
[n4] Section 4: Volumes and Supply	
[n4.1] [The investigator should now determine the product that will be selected for the rest of the interview]. First the national main product has to be selected. Second the main imported product has to be selected. This module is filled twice, once for each product.	
[4.1] Select the main national (local) product:	1 Millet 2 Sorghum 3 Maize 4 Imported rice 5 Local rice 6 Groundnuts 7 Beans

Question	Answer
	8 Livestock 9 Vegetables 10 Tubers 11 Roots 12 Processed foods 13 Fish 14 Meat 15 Fruits 16 Meals 17 Other 97 not applicable 98 refuse 99 don't know
[4.1other] Other, specify:	
[4.2] Do you have more or fewer clients for this product compared to the start of your activity?	1 More 2 Fewer 3 Same 97 not applicable 98 refuse 99 don't know
[4.3.1] What is the estimated volume of sales per week for the product: enter amount	
[4.3.2] What is the estimated volume of sales per week for the product: enter unit	1 Core 2 bag 100Kg 3 50 kg bag 4 Kg 5 500 g 6 250 g 7 liter 8 cup 9 Head 10 Unit 11 Other 12 Tons 97 not applicable 98 refuse 99 don't know
[4.3.2other] Other, specify:	

Question	Answer
<p>[4.4] Your product sales during the past week have increased, decreased or remained stable compared to the start of you activity?</p>	<ul style="list-style-type: none"> 1 Increase of over 50% 2 Increase 10-49% 3 Increase 0-9% 4 No change 5 Down more than 50% 6 10-49% decrease 7 Drop 0-9% 97 not applicable 98 refuse 99 don't know
<p>[4.4pos] If your volume is increasing, what is the main factor?</p>	<ul style="list-style-type: none"> 1 better harvest 2 More than other areas or overseas demand 3 More offers from other districts or from abroad 4 More consumer demand in the district 5 Margins up 6 More capital / credit available to trade 7 Opening of road blocks 8 Arrival of transhumance 9 Departure of transhumance 10 Storage is easier 11 Transportation is easier 12 Other (specify) 97 not applicable 98 refuse 99 don't know
<p>[4.4posother] Other, specify:</p>	
<p>[4.4neg] If your volume is decreasing, what is the main factor?</p>	<ul style="list-style-type: none"> 1 Poor harvest 2 Less than other areas or overseas demand 3 Less supply from other districts or from abroad 4 Less consumer demand in the district 5 Declining margins 6 Less capital / credit available to trade 7 Road blocks 8 Commercial or customs restrictions 9 Insecurity 10 Arrival of transhumance 11 Departure of transhumance 12 Storage is harder

Question	Answer
	14 The transportation is more difficult 15 Transportation is easier 16 Other (specify) 97 not applicable 98 refuse 99 don't know
[4.4nother] Other, specify:	
[4.5] Have you changed supply source for the product compared to the start of your activity?	1 No 2 Yes 97 not applicable 98 refuse 99 don't know
[4.6] If yes in 4.5, what was the change in your procurement method?	1 Looking for a supplier in a more remote locality 2 Looking for a supplier to a nearest town 3 Switching suppliers in the same locality 4 Other 97 not applicable 98 refuse 99 don't know
[4.6other] Other, specify:	
[4.7] If yes in 4.5, what was the main reason for change	1 Better harvest 2 Poor harvest 3 More than other areas or overseas demand 4 Less than other areas or overseas demand 5 More supply from other districts or from abroad 6 Less supply from other districts or from abroad 7 More consumer demand in the district 8 Less consumer demand in the district 9 Margins up 10 Declining margins 11 Less capital / credit available to trade 12 More capital / credit available to trade 13 More Risk 14 Less risk 15 Commercial or customs restrictions 16 Infrastructure Evolution (new road) 17 Insecurity 18 Arrival of transhumance

Question	Answer
	19 Departure transhumants 20 Storage is harder 21 Storage is easier 22 The transportation is more difficult 23 Transportation is easier 24 Other (specify) 97 not applicable 98 refuse 99 don't know
[4.7other] Other, specify:	
[4.8] Who decides whether you will sell this product most of the time?	1 Self 2 Partner/Spouse 3 Self and partner/spouse jointly 4 Other household member 5 Self and other household member 6 Partner/Spouse and other household member(s) 7 Someone (or group of people) outside the household 8 Other 97 not applicable 98 refuse 99 don't know
[4.8other] Other, specify:	
[4.9] Who decides at what price you will sell this product most of the time?	1 Self 2 Partner/Spouse 3 Self and partner/spouse jointly 4 Other household member 5 Self and other household member 6 Partner/Spouse and other household member(s) 7 Someone (or group of people) outside the household 8 Other 97 not applicable 98 refuse 99 don't know
[4.9other] Other, specify:	
[4.11] Who decides from whom/where you will purchase this product most of the time?	1 Self 2 Partner/Spouse

Question	Answer
	3 Self and partner/spouse jointly 4 Other household member 5 Self and other household member 6 Partner/Spouse and other household member(s) 7 Someone (or group of people) outside the household 8 Other 97 not applicable 98 refuse 99 don't know
[4.11other] Other, specify:	
[4.12] In the future (6 months – 1 year) how do you think the situation for this product will evolve?	1 Demand to increase 2 Demand to decrease 3 Supply to increase 4 Supply to decrease 5 Other 97 not applicable 98 refuse 99 don't know
[4.12other] Other, specify:	
[5.1] Select the main imported product:	1 Millet 2 Sorghum 3 Maïze 4 Imported rice 5 Local rice 6 Groundnuts 7 Beans 8 Livestock 9 Vegetables 10 Tubers 11 Roots 12 Processed foods 13 Fish 14 Meat 15 Fruits 16 Meals 17 Other 97 not applicable

Question	Answer
	98 refuse 99 don't know
[5.1other] Other, specify:	
[5.2] Do you have more or fewer clients for this product compared to the start of your activity?	1 More 2 Fewer 3 Same 97 not applicable 98 refuse 99 don't know
[5.3.1] What is the estimated volume of sales per week for the product: enter amount	
[5.3.2] What is the estimated volume of sales per week for the product: enter unit	1 Core 2 bag 100Kg 3 50 kg bag 4 Kg 5 500 g 6 250 g 7 liter 8 cup 9 Head 10 Unit 11 Other 12 Tons 97 not applicable 98 refuse 99 don't know
[5.3.2other] Other, specify:	
[5.4] Your product sales during the past week have increased, decreased or remained stable compared to the start of you activity?	1 Increase of over 50% 2 Increase 10-49% 3 Increase 0-9% 4 No change 5 Down more than 50% 6 10-49% decrease 7 Drop 0-9% 97 not applicable 98 refuse 99 don't know
[5.4pos] If your volume is increasing, what is the main factor?	1 better harvest

Question	Answer
	2 More than other areas or overseas demand 3 More offers from other districts or from abroad 4 More consumer demand in the district 5 Margins up 6 More capital / credit available to trade 7 Opening of road blocks 8 Arrival of transhumance 9 Departure of transhumance 10 Storage is easier 11 Transportation is easier 12 Other (specify) 97 not applicable 98 refuse 99 don't know
[5.4posother] Other, specify:	
[5.4neg] If your volume is decreasing, what is the main factor?	1 Poor harvest 2 Less than other areas or overseas demand 3 Less supply from other districts or from abroad 4 Less consumer demand in the district 5 Declining margins 6 Less capital / credit available to trade 7 Road blocks 8 Commercial or customs restrictions 9 Insecurity 10 Arrival of transhumance 11 Departure of transhumance 12 Storage is harder 14 The transportation is more difficult 15 Transportation is easier 16 Other (specify) 97 not applicable 98 refuse 99 don't know
[5.4negother] Other, specify:	
[5.5] Have you changed supply source for the product compared to the start of your activity?	1 No 2 Yes 97 not applicable 98 refuse

Question	Answer
	99 don't know
[5.6] If yes in 4.5, what was the change in your procurement method?	1 Looking for a supplier in a more remote locality 2 Looking for a supplier to a nearest town 3 Switching suppliers in the same locality 4 Other 97 not applicable 98 refuse 99 don't know
[5.6other] Other, specify:	
[5.7] If yes in 4.5, what was the main reason for change	1 Better harvest 2 Poor harvest 3 More than other areas or overseas demand 4 Less than other areas or overseas demand 5 More supply from other districts or from abroad 6 Less supply from other districts or from abroad 7 More consumer demand in the district 8 Less consumer demand in the district 9 Margins up 10 Declining margins 11 Less capital / credit available to trade 12 More capital / credit available to trade 13 More Risk 14 Less risk 15 Commercial or customs restrictions 16 Infrastructure Evolution (new road) 17 Insecurity 18 Arrival of transhumance 19 Departure transhumants 20 Storage is harder 21 Storage is easier 22 The transportation is more difficult 23 Transportation is easier 24 Other (specify) 97 not applicable 98 refuse 99 don't know
[5.7other] Other, specify:	

Question	Answer
<p>[5.8] Who decides whether you will sell this product most of the time?</p>	<p>1 Self 2 Partner/Spouse 3 Self and partner/spouse jointly 4 Other household member 5 Self and other household member 6 Partner/Spouse and other household member(s) 7 Someone (or group of people) outside the household 8 Other 97 not applicable 98 refuse 99 don't know</p>
<p>[5.8other] Other, specify:</p>	
<p>[5.9] Who decides at what price you will sell this product most of the time?</p>	<p>1 Self 2 Partner/Spouse 3 Self and partner/spouse jointly 4 Other household member 5 Self and other household member 6 Partner/Spouse and other household member(s) 7 Someone (or group of people) outside the household 8 Other 97 not applicable 98 refuse 99 don't know</p>
<p>[5.9other] Other, specify:</p>	
<p>[5.11] Who decides from whom/where you will purchase this product most of the time?</p>	<p>1 Self 2 Partner/Spouse 3 Self and partner/spouse jointly 4 Other household member 5 Self and other household member 6 Partner/Spouse and other household member(s) 7 Someone (or group of people) outside the household 8 Other 97 not applicable 98 refuse 99 don't know</p>

Question	Answer
[5.11other] Other, specify:	
[5.12] In the future (6 months – 1 year) how do you think the situation for this product will evolve?	1 Demand to increase 2 Demand to decrease 3 Supply to increase 4 Supply to decrease 5 Other 97 not applicable 98 refuse 99 don't know
[5.12other] Other, specify:	
[6.1] What will be the biggest challenge/obstacle for your business in the future?	
[6.2] Do you feel comfortable speaking up in public to help decide on marketplace issues	1 No, not at all comfortable 2 Yes, but with a great deal of difficulty 3 Yes, but with a little difficulty 4 Yes, fairly comfortable 5 Yes, very comfortable 97 not applicable 98 refuse 99 don't know
[ncom] Please enter any comments pertaining to the survey and questions: <i>Please do not use the return key or provide answers longer than 255 characters</i>	
[com1] Please enter any comments #1:	
[com2] Please enter any comments #2:	
[com3] Please enter any comments #3:	
[com4] Please enter any comments #4:	
[com5] Please enter any comments #5:	
[final] You have reached the end of the survey. Please ensure the survey is complete and accurate and select the "mark as finalized option" is checked.	