Codes throughout: Not applicable…-77; Don't know…-88; Refusal… -99

A. **BASIC INFORMATION – TO BE FILLED DIRECTLY BY ENUMERATOR**

		VARNAME	
	CITY		
	DISTRICT		
	WARD		
	Enumerator's name **(pick from list)**	A01a	
	Supervisor's name **(pick from list)**	A01b	
	Date of survey: Year_____; Month_____; Day_____	A02	
	Is this retail outlet within a municipal market?	A03a	
	1. Yes 2. No **(if "No", skip to A04a2)**		
	Name of municipal market **(pick from list)**	A03b	
	Type of retail outlet **(market) (skip to A04b)**	A04a1	
	3. Assisted service shop (duka) 4. Independent stall		
	Type of retail outlet **(non-market)**	A04a2	
	1. Supermarket; 2. Mini supermarket; 3. Assisted service shop (duka)		
	Name of large supermarket **(pick from list)**		
	Other **(specify)**		
	Store code **(pick from list)**	A04b	
	Store replacement code **(if not necessary, automatically set to 3000, if no replacement, set to 3001 or 3002)**	A04br	
	Reason that the original shop could not be interviewed **(asked if store is replaced)**	A04c1	
	1. Retail outlet no longer exists; 2. There is nobody suitable to interview after 3 callbacks; 3. Refusal to be interviewed; 4. Retail outlet cannot be found		
	Is there a new owner (since the listing) operating the originally sampled shop? (asked if the original shop was found and not closed)	A04c2a	
	1. Yes; 2. No **(skip to A04c2b);** 3. Don't know **(this option only given if they had to pick a replacement) (skip to A04c2b);**		
	Did the old owner **(of the originally sampled shop)** open a new shop?	A04c3a	
	1. Yes, inside the same Mtaa; 2. Yes, but inside a different Mtaa; 3. No, they didn't open a new shop; 4. Don't know		
	Which Mtaa did the old owner (of the originally sampled shop) move to? **(asked A04C3a = 1)**	A04c4a	
	Is there a new owner **(since the listing)** operating the replacement shop? **(asked if A04br not equal to 3000, 3001, or 3002)**	A04c2b	
	1. Yes; 2. No (skip to A05)		
	Did the old owner **(of the replacement shop)** open a new shop?	A04c3b	
	1. Yes, inside the same Mtaa; 2. Yes, but inside a different Mtaa; 3. No, they didn't open a new shop; 4. Don't know		
	Which Mtaa did the old owner **(of the replacement shop)** move to? **(ask if A04c3b = 2)**	A04c4b	
	GPS coordinates:	A05	
	East: (Latitude) a. Degrees:_____; b. Minutes:_____; c. Seconds:_____	A05a	
	North: (Longitude) a. Degrees:_____; b. Minutes:_____; c. Seconds:_____	A05b	

	Special type of location	A07	
	1. New format retail cluster; 2. Gas station; 3. Shopping mall; 4. None of the above		

A2 BASIC INFORMATION – TO BE ASKED OF THE RESPONDENT

	Is the respondent the owner of this business, the manager, or a knowledgeable family member? (1=owner, 2=manager, 3=knowledgeable family member) (**ENUMERATOR:You MUST interview one of these three, no one else)**	**A08a**	
	Name of respondent	**A08b**	
	Gender of respondent (1=male, 2=female)	**A08c**	
	Age of the respondent	**A08d**	
	Phone number of respondent	**A08e**	
	What is the highest level of education of the respondent?	**A08E2**	
	1. Did not complete primary school; 2. Completed primary school; 3. Attended but did not complete ORDINARY level secondary education; 4. Completed ORDINARY level secondary education; 5. Attended but did not complete ADVANCED level secondary education; 6. Completed ADVANCED level secondary education; 7. Attended post-secondary school after O-level (technical college or university) but did not complete; 8. Attended post-secondary school after A-level (technical college or university) but did not complete; 9. Has a diploma or university degree after O-level education; 10. Has a diploma or university degree after A-level education		
	Has the respondent received a post-secondary training certificate?	**A08E3**	
	1. Yes; 2. No		
	Who is (mainly) operating the retail outlet 1=Owner(s); 2=Immediate family member of the owner; 3=Hired employee; 4=Other, specify:_____	**A09**	
	ASK A11(a-d2) ONLY IF RESPONDENT IS NOT THE OWNER: (A09a not equal to 1)		
	Name of main owner	**A10a**	
	Gender of main owner (1=male, 2=female)	**A10b**	
	Age of main owner (in years)	**A10c**	
	Phone number of main owner	**A10d**	
	What is the highest level of education of the owner?	**A10d2**	
	1. Did not complete primary school; 2. Completed primary school; 3. Attended but did not complete ORDINARY level secondary education; 4. Completed ORDINARY level secondary education; 5. Attended but did not complete ADVANCED level secondary education; 6. Completed ADVANCED level secondary education; 7. Attended post-secondary school after O-level (technical college or university) but did not complete; 8. Attended post-secondary school after A-level (technical college or university) but did not complete; 9. Has a diploma or university degree after O-level education; 10. Has a diploma or university degree after A-level education		
	Has the owner received a post-secondary training certificate?	**A10D3**	
	1. Yes; 2. No; 3. Don't know		
	How many other owners are there?	**A10e**	

	How many years has the main owner been active in this type of food retail activity?	**A10f**	
	How many years has the main owner been running this particular retail shop (years)?	**A10g**	
	Does the main owner of this outlet own any other outlets of this type (not part of the same chain)?	**A10h**	
	1. Yes; 2. No		
	Other than this business, does the owner of the shop provide maize flour, lishe, or other (non-wheat) milling services?	**A10i**	
	1. Yes; 2. No		
	ASK A15(a-e) ONLY OF SUPERMARKETS		
	Is the outlet part of a chain?	**A11a**	
	1. Yes; 2. No **(if "no" skip to section B)**		
	How many other outlets of this chain in this city?	**A11b**	
	How many other outlets of this chain 5 years ago? **(Ask only if open 5 years ago)**	**A11c**	
	How many other outlets of this chain 10 years ago? **(Ask only if open 10 years ago)**	**A11d**	
	Does this chain have a centralized distribution center?	**A11e**	

B. FORMAT/RETAIL PRACTICES

		VARNAME	
	Is there an eating area attached to your outlet?	**B01**	
	1. Yes; 2. No		
	Is there parking space here at your outlet for customers?	**B02a**	
	1. Yes; 2. No (if "no", skip to B03A)		
	Where is the entrance to this building?	**B02b**	
	1. On parking lot (restrict option if B02a equals "no"); 2. On street; 3. Several entrances; 4. Other (specify)		
	Are there annex services such as banks, ATMs or other stores linked with/within this store (not mobile banking)?	**B03a**	
	1. Yes; 2. No		
	Are there mobile phone banking services (kama vile, MPESA, TIGO PESA, AIRTEL MONEY) provided by this business?	**B03b**	
	1. Yes; 2. No		
	Type of weighing scale	**B04**	
	1. Manual; 2. Electronic; 3. None		
	Is the shop air conditioned?	**B05**	
	1. Yes; 2. No		
	Does the shop have refrigeration?	**B06**	
	1. Yes; 2. No		
	How many cash registers? (if the store type is duka or stall, skip to B07e after answering this question)	**B07a**	
	How many cash registers around when the store started?	**B07b**	
	How many cash registers (in this or its previous location) 5 years ago? **(only ask if they were open 5 years ago)**	**B07c**	
	How many cash registers (in this or its previous location) 10 years ago? **(only ask if they were open 10 years ago)**	**B07d**	
	Is this outlet self-service?	**B07e**	

	1. Yes; 2. No **(if the store type is duka or stall, skip to B08a after answering this question)**		
	Was this outlet self-service when it started?	**B07f**	
	1. Yes; 2. No		
	Was this outlet self-service 5 years ago? **(only ask if they were open 5 years ago)**	**B07g**	
	1. Yes; 2. No		
	Was this outlet self-service 10 years ago? **(only ask if they were open 10 years ago)**	**B07h**	
	1. Yes; 2. No		
	(only answer for mini or large supermarkets, if they know) What is the size of this outlet in square meters (not including storage)?	**B08a**	
	IF Duka or Stall, or if THE RESPONDENT DOES NOT KNOW AREA: Enumerator will measure dimensions of the outlet		
	What is the length of this shop? Length (meters):	**B08b**	
	What is the width of this shop? Width (meters):	**B08c**	
	Has the size of this shop changed since opening?	**B09a**	
	1. Yes; 2. No **(if "No", skip to B10a)**		
	What was the size (in square meters) of the shop when it opened? **(if store type is duka or stall, skip to B10a)**	**B09b**	
	What was the size (in square meters) of the shop 5 years ago? **(only ask if they were open 5 years ago)**	**B09c**	
	What was the size (in square meters) of the shop 10 years ago? **(only ask if they were open 10 years ago)**	**B09d**	
	Does the outlet have a storage area? (1=yes, 2=no) **(if "No", skip to B12a)**	**B10a**	
	(only answer for mini or large supermarkets, if they know) What is the size of the storage area in (square meters)?	**B10b**	
	If Duka or Stall, or if IF THE RESPONDENT DOES NOT KNOW AREA: Enumerator will measure dimensions of the storage area:		
	What is the length of this storage area? Length (meters):	**B10c**	
	What is the width of this storage area? Width (meters):	**B10d**	
	What percentage of customers did you provide credit to within the last month? **(if they can't give percent, enter 101)**	**B12a**	
	Specify range: 1. Zero; 2. Very few; 2. About a quarter; 3. About half; 4. About 3 quarters; 5. Most; 6. All	**B12b**	
	What percentage of suppliers did you receive credit from within the last 3 months?	**B13**	
	Do you own the shop or rent it?	**B16a**	
	1. Own; 2. Rent;		
	[If they want to give a minimum and a maximum, enter: 101] In Your opinion, if somebody would like to rent a similar shop in this neighbourhood, what would the monthly rent be? **(if they just give you their rent, then record that instead)**	**B16b**	
	Give min rent	**B16c**	
	Give max rent	**B16d**	
	Is the shop open 24 hours per day?	**B21**	
	1. Yes; 2. No		
	Is this shop also a wholesaler (selling some goods to other retailers)?	**B22**	
	1. Yes; 2. No		
	In your opinion, what percent of your customers own a car? **(if they can't give percent, enter: 101)**	**B23a**	
	What % of REGULAR CUSTOMERS own a car?	**B23b**	
	Does this outlet (or chain) own any means of transport for transporting goods?	**B24a**	
	1. Yes; 2. No **(if "No", skip to B25a)**		

	How many cars or trucks? **(if 0, then skip to B24c)**	**B24b**	
	What is the average vehicle capacity (in tons)?	**B24d**	
	How many motorbikes?	**B24c**	
	How many Bicycles?	**B24e**	
	How many carts?	**B24f**	
	Sources of capital to open the retail outlet (select all that apply)	**B25**	
	1. Bank loan; 2. Informal family loan; 3. Informal non-family loan; 4. Personal savings; 5. Investment from person or firm; 6. Inherited the outlet; 7. Inherited cash; 8. Saccos (savings and credit organzations); 9. Other (specify)		

C. PRODUCT INVENTORY

Product Category	Type of flour **(only ask if C01 equals 3)**	Dona or Sembe?	White rice or brown rice	Packaging type	Method of sale	Company code/name	Product code/name	Manufacturing country	Manufacturing/processing city	Paddy growing region **(for local loose rice)**	Phone number(s) of company (add multiple) **(if Manufacturing Country is not Tanzania, skip to C10)**	Email(s) of company (and multiple)
1. Maize flour 2. Lishe flour 3. Other flour 4. Rice		1. Highly refined flour 2. Whole	1. White rice 2. Brown rice	(see list)	1. Sold in package from brand owner (sealed) 2. Scooped from original package (sold loose) 3. scooped from a different bag 4. Scooped from original bag, re-sealed new package					1. Mbeya 2. Morogoro 3. Shinyanga 4. Pwani 6. Arusha (Magugu) 7. Other (specify)		
C01	**C02a**	**C02b**	**C02c**	**C03a**	**C04**	**C05a-b**	**C06a-b**	**C07a**	**C07b**	**C07c**	**C08a-b**	**C09a-b**

Bar code	Nutrition information on the package?	Is there a health claim on the package	Are ingredients listed?	Ingredients (multiple select)	Other ingredient 1	Other ingredient 2	Other ingredient 3	Other ingredient 4	Other ingredient 5	Volume/Weight of package (either sealed package or package from which the product is sold loose)		**(if C06 equals 2 or 3, skip to C16)** Price per unit (if sold in package)	**(if C06 equals 1 or 4, skip to next product)** Price per kg (if sold in loose or scooped)
1. Yes, embedded in package 2. Yes, but added to the package as a sticker 3. No	1. Yes 2. No	1. No claim 2. Vague claim (e.g. "it's highly nutritious") (specify)_____ 3. Specific claim ("improved sight") (specify)_____	1. Yes 2. No **(if "No" <u>or</u> if C01 does not equal 6), skip to C14a**							#	Unit 1. Grams 2. Kgs 3. Liters 4. Other (specify)____		
C10	**C11**	**C12**	**C13**	**C13a**	**C13O1**	**C1302**	**C1303**	**C1304**	**C1305**	**C14a**	**C14b**	**C15**	**C16**

D. PRODUCT SALES AND PROCURMENT

a. Purchase and sales of products in stock (including if it is sold loose to customers)

(a number of variables are listed for the enumerator in order to match the product to section C)	What state was the product when you bought it? (if the answer is 3, 4, or 5, you will only answer questions DA03a, DA04a, DA06, DA08, DA09, DA10, DA12, DA13, DA14, DA32, DA33)	**(only answer if DA01a equals 4 or 5)** Please provide the contact information of the mill owner that you rented from or were provided milling services		Did you charge the supplier anything (e.g. a one-time slotting fee) to sell this product?	If yes, how much did you charge ?	How many retail units (or sacks if sold loose) did you sell in the last 3 months?	How many of the kgs purchased were not sold to customers due to spoilage in the last 3 months?	**(only ask for rice or maize flour sold loose)** For every 100 kg of product purchased, how many kg's do you lose due to cheating by the supplier? **[Enumerator can also ask in terms of percentage]**	How variable are sales of this product from week-to-week?	How many times did you purchase this product in the last 3 months	When was your most recent purchase (or own milling) of this product?		Was this the first time that you purchased (or own milled) this product?
	1. Processed and packaged 2. Processed but not packaged 3. Bought unprocessed, then processed themselves (using own mill) 4. Bought unprocessed, then processed themselves (using rented mill) 5. Bought unprocessed, then processed themselves (paying for milling services)	Name	Phone numbers (s) **(skip to DA03)**	1. Yes 2. No **(if "no", skip to DA03a**)	TNZ Shillings				1. Very low variability 2. Low variability 3. Average variability 4. High variability 5. Very high variability		Day	Month	1. Yes 2. No **(if "no" skip to DA10)**
C04	**DA01a**	**DA01b**	**DA01c**	**DA02a**	**DA02b**	**DA03**	**DA04a**	**DA04b**	**DA06**	**DA07**	**DA08**	**DA08**	**DA08b**

Now let's think about the purchase (or own milling) prior to that purchase (or own milling): on what date did you make that previous purchase (or own milling)? **[This must be BEFORE the most current purchase]**		How many retail units (or bags if sold loose) did you purchase (or own mill) - (in that previous purchase (or own milling) or current purchase (or own milling) if first time selling the product)?	What did you pay (for that previous purchase or current purchase if first time selling the product)?	Is this payment for the total purchase, or per unit (or bag) (for that previous purchase or current purchase if first time selling the product)?	How variable is the supplier price of this product from month-to-month (outside of any fixed contract)? **(if DA08b = "yes" then skip to DA14 after answering)**	Are you still holding product from that previous purchase (or own milling)? **[This must be AFTER the date of the previous purchase]**	When did you sell your last unit of this product from that previous purchase (or own milling)? **(if DA12 = "no" then skip to DA15a after answering)**		How many retail units (or kgs if sold loose) of this product from that previous purchase (or own milling) do you still have in stock (or from current purchase (or own milling) if first time selling product)?	What type of business is the firm from whom you made that previous purchase (or current purchase if first time selling the product)?	Please provide the contact information of this supplier	
Day	Month		TNZ Shillings	1. total value 2. unit value	1. Very low variability 2. Low variability 3. Average variability 4. High variability 5. Very high variability	1. Yes **(if "Yes", skip to DA14)** 2. No	Day	Month		1. Trader 2. Mill / processor **(if 2, skip to DA18a)** 3. Wholesale shop 4. Foreign exporter 5. Other (specify)_____	Name	Phone number(s)
DA09	**DA09**	**DA10**	**DA11a**	**DA11b**	**DA11c**	**DA12**	**DA13**	**DA13**	**DA14**	**DA15a**	**DA15b**	**DA15c**

What means of transportation were used to transport this product to this outlet (for that previous purchase (or own milling) or current purchase (or own milling) if first time selling the product)?	Who transported this product (for that previous purchase (or own milling) or current purchase (or own milling) if first time selling the product)?	Do you own or did you hire the means of transport (for that previous purchase (or own milling) or current purchase (or own milling) if first time selling the product)?	**(only ask if DA18c equals "2. Hire")** If you hired, what did you pay for hiring (for that previous purchase (or own milling) or current purchase (or own milling) if first time selling the product)?	How much additional did you pay for transport cost (for that previous purchase (or own milling) or current purchase (or own milling) if first time selling the product) - excluding any supplier fee or hiring fee - from place of purchase to retail shop, for the following:				**(if DA18b = 1 then skip to DA19g)** Did the supplier charge for delivery (for that previous purchase (or own milling) or current purchase (or own milling) if first time selling the product)?	**(if DA19e = "no" then skip to DA21)** How much did the supplier charge for delivery (for that previous purchase (or own milling) or current purchase (or own milling) if first time selling the product)?	Approximately what percentage of the total delivery cost was for that particular item (for that previous purchase (or own milling) or current purchase (or own milling) if first time selling the product)?
1. Car or truck 2. Motorbike 3. Bicycle 4. Bajaj 5. Cart 6. Carried by human 7. Not applicable	1. Retailer 2. Supplier **(if 2, skip to DA19e)** 3. Both	1. Own 2. Hire 3. Not applicable (i.e. was carried by human)	TNZ	loading	unloading	fuel	Other costs (e.g.'s: outsource fee, toll fees)	1. Yes 2. No	TNZ	
DA18a	**DA18b**	**DA18c**	**DA18d**	**DA19a**	**DA19b**	**DA19c**	**DA19d**	**DA19e**	**DA19f**	**DA19g**

(if DA08b = "yes", then skip to DA22) Describe the relationship with the firm for that product	How did do you finance with the firm for that product (for that previous purchase or current purchase if first time selling the product)	Please describe your level of satisfaction with this firm for that product	**(If DA08b = "yes" then skip to DA32)** How often do you purchase that product from that particular firm?	Is there another firm that supplies this product?	If most of the time, what other general types of firms do you purchase this product from? (**Can select multiple if necessary**)	What is the type of firm that you primarily purchase this product from?	Please provide the contact information of this firm	
1. Not a regular relationship 2. Regular purchase, but no verbal or written agreement on such things as quantity, quality, price, delivery schedule, and/or financing 3. Verbal agreement on such things as quantity, quality, price, delivery schedule, and/or financing 4. Formal written agreement on such things as quantity, quality, price, delivery schedule, and/or financing	1. Pay/loan to supplier in advance 2. Paid upon receiving the product 3. Purchase partially/fully on credit 4. Rent/lease space to supplier 5. Other (specify)_____	1. Very satisfied 2. Above average 3. Average 4. Below average 5. Not satisfied	1. Always (**if 1, skip to DA32**) 2. Most of the time **(if 2, skip to DA25)** 3. Only some of the time (**if 3, skip to DA26a**) 4. The previous purchase was the first time	1. Yes **(if "yes" skip to DA26a)** 2. No **(if "no", skip to DA32)**	1. Trader (no milling capacity) 2. Mill / processor 3. Wholesale shop 4. Imported (by this store) 5. Other (specify)_____ **(if DA24a = 2 then skip to DA32 after answering this question)**	1. Trader (no milling capacity) 2. Mill / processor 3. Wholesale shop 4. Imported (by this store) 5. Other (specify)_____ 6. From anyone (don't have a primary supplier) **(if 6, skip to DA32)**	Name	Phone number(s)
DA21	**DA22**	**DA23**	**DA24a**	**DA24b**	**DA25**	**DA26a**	**DA26b**	**DA26c**

Describe the relationship with your primary supplying firm, for this product	How do you usually finance purchases with this primary supplying firm, for this product	Please describe your level of satisfaction with the primary supplying firm, for this product	Do you plan to continue carrying this product?	If you were to stop carrying this product, how available are similar products on the market?
1. Not a regular relationship 2. Regular purchase, but no verbal or written agreement 3. Verbal agreement on such things as quantity, quality, price, delivery schedule, and/or financing 4. Formal written agreement on such things as quantity, quality, price, delivery schedule, and/or financing	1. Pay/loan to supplier in advance 2. Pay cash on delivery 3. Purchase partially/fully on credit 4. Rent/lease space to supplier 5. Other (specify)_____	1. Very satisfied 2. Above average 3. Average 4. Below average 5. Not satisfied **Note to enumerator: (probe)**	1. Yes 2. Maybe 3. No	1. Easily available 2. Available but would take some time to find 3. Available but difficult to find 4. Very limited availability 5. Not available
DA29	**DA30**	**DA31**	**DA32**	**DA33**

	Are there any maize flour, lishe flour, other flour (not wheat) or rice products that you have sold over the past month but that are not currently on the shelf?		
	1. Yes; 2. No **(if "No", skip to section E)**		

DB and DC: Purchase and sales of products commonly carried but not currently in stock (including if it is sold loose to customers)

Product Category	Type of flour **(only ask if C01 equals 3)**	Dona or Sembe?	White rice or brown rice	Method of sale	Packaging type	Company code/name	Product code/name	Manufacturing country	Manufacturing/ processing city	Paddy growing region **(for local loose rice)**	Volume/Weight of sealed package	
1. Maize flour 2. Lishe flour 3. Other flour 4. Rice		1. Highly refined flour 2. Whole	1. White rice 2. Brown rice	1. Sold in package from brand owner (sealed) 2. Scooped from original package (sold loose) 3. scooped from a different bag 4. Scooped from original bag, re-sealed new package	(see list)					1. Mbeya 2. Morogoro 3. Shinyanga 4. Pwani 6. Arusha (Magugu) 7. Other (specify)	#	Unit 1. Grams 2. Kgs 3. Liters 4. Other (specify)____
DB01	**DB02a**	**DB02b**	**DB02c**	**DB03**	**DB04a**	**DB05a-b**	**DB06a-b**	**DB07a**	**DB07b**	**DB07c**	**DB14a**	**DB14b**

What state was the product when you bought it? (if the answer is 3, 4, or 5, you will only answer questions DC03a, DC04a, DC06, DA09, DA10, DA13, DA32, DA33)	**(only answer if DA01a equals 4 or 5)** Please provide the contact information of the mill owner that you rented from or were provided milling services		Did you charge the supplier anything (e.g. a one-time slotting fee) to sell this product?	If yes, how much did you charge?	How many retail unit (or sacks if sold loose) did you sell in the last 3 months?	How many of the units purchased were not sold to customers due to spoilage in the last 3 months?	For every 100 kg of the product purchased, how many kg's do you lose due to cheating by the supplier? **(only ask for rice or maize flour sold loose)**	How variable are sales of this product from week to week?	How many times did you purchase this product in the last 3 months?	When was your most recent purchase (or own milling) of this product?	
1. processed and packaged **(if 1, skip to D02a)** 2. processed but not packaged **(if 2, skip to D02a)** 3. bought unprocessed, then processed themselves (using own mill) **(if 3, skip to D03)** 4. Bought unprocessed, then processed themselves (using rented mill) 5. Bought unprocessed, then processed themselves (paying for milling services)	Name	Phone numbers (s) **(skip to DC03)**	1. Yes 2. No **(if "No", skip to DC03**)	TNZ Shillings				1. Very low variability 2. Low variability 3. Average variability 4. High variability 5. Very high variability		Day	Month
DC01a	**DC01b**	**DC01b**	**DC02a**	**DC02b**	**DC03**	**DC04a**	**DC04b**	**DC06**	**DC07**	**DC09**	**DC09**

How many retail units (or bags if sold loose) did you purchase (or own mill)?	What did you pay?	Is this payment for the total purchase, or per unit (or bag)?	How variable is the market purchase price of this product from week-to-week (outside of any fixed contract)?	When did you sell your last unit of this product from that purchase (or own milling)? **[Must be after date of most recent purchase]**		What type of business is the firm from whom you made that most recent purchase?	Please provide the contact information of this supplier		What means of transportation were used to transport this product to this outlet?
	TNZ Shillings	1. total value 2. unit value	1. Very low variability 2. Low variability 3. Average variability 4. High variability 5. Very high variability	Month	Year **(if the product is rice, skip to the next product)**	1. Trader 2. Mill / processor 3. Stockist / wholesale shop 4. Foreign exporter 5. Other (specify)_____	Name	Phone Number(s)	1. Car or truck 2. Motorbike 3. Bicycle 4. Bajaj 5. Cart 6. Carried by human 7. Not applicable
DC10	**DC11a**	**DC11b**	**DC11c**	**DC13**	**DC13**	**DC15a**	**DC15b**	**DC15c**	**DC18a**

Who transported this product?	Do you own or did you hire the means of transport?	**(only ask if DC18c equals "2. Rent")** If you hired, what did you pay for the hiring	How much additional did you pay for <u>transport cost</u> - excluding any supplier or hiring fee - from place of purchase to retail shop, for the following				**(if DC18b = 1, skip to DC19g)** Did the supplier charge for delivery	**(if DC19E = 2, skip to DC21)** How much did the supplier charge for delivery	Approximately what percentage of the total delivery cost was for that particular item?	Describe the relationship with the firm that last supplied this product	How did do you <u>finance</u> with this firm?
1. Retailer 2. Supplier **(if 2, skip to DC19e)** 3. Both	1. Own 2. Hire 3. Not applicable (i.e. was carried by human)	TNZ	Loading	Unloading	Fuel	Other costs (e.g.'s: outsource fee, toll fees)	1. Yes 2. No	TNZ	%	1. Not a regular relationship 2. Regular purchase, but no verbal or written agreement on such things as quantity, quality, price, delivery schedule, and/or financing 3. Verbal agreement on such things as quantity, quality, price, delivery schedule, and/or financing 4. Formal written agreement on such things as quantity, quality, price, delivery schedule, and/or financing	1. Pay/loan to supplier in advance 2. Pay cash on delivery 3. Purchase partially/fully on credit 5. Rent/lease space to supplier 6. Other (specify)
DC18b	**DC18c**	**DC18d**	**DC19a**	**DC19b**	**DC19c**	**DC19d**	**DC19e**	**DC19f**	**DC19g**	**DC21**	**DC22**

Please describe your level of satisfaction with this firm for that product	How often do you purchase that product from that particular firm?	**(only ask if DA24a equals 4)** is there another firm that supplies this product?	If most of the time, what other general types of suppliers do you purchase this product from? (**can select multiple if necessary**)	What is the type of firm that you primarily purchase this product from?	Please provide the contact information of the supplier		Describe the relationship with your primary supplying firm, for this product	How do you usually finance purchases with this primary supplying firm, for this product?	Please describe your level of satisfaction with the primary supplying firm, for this product	Do you plan to continue carrying this product?	If you were to stop carrying this product, how available are similar products on the market?
1. Very satisfied 2. Above average 3. Average 4. Below average 5. Not satisfied	1. Always **(if 1, skip to DC32**) 2. Most of the time **(if 2, skip to DC25)** 3. Only some of the time **(if 3, skip to DC26A**) 4. First time	1. Yes **(if "yes" skip to DA26a)** 2. No **(if "no", skip to DA32)**	1. Trader (no milling capacity) 2. Mill / processor 3. Wholesale shop 4. Imported (by this store) 5. Other (specify)_____ **(if DC24a = 2 then skip to DC32 after answering this question)**	1. Trader (no milling capacity) 2. Mill / processor 3. Wholesale shop 4. Imported (by this store) 5. Other (specify)_____ 6. From anyone (don't have a primary supplier) **(if 6, skip to DC32)**	Name	Phone number(s)	1. Not a regular relationship 2. Regular purchase, but no verbal or written agreement on such things as quantity, quality, price, delivery schedule, and/or financing 3. Verbal agreement on such things as quantity, quality, price, delivery schedule, and/or financing 4. Formal written agreement on such things as quantity, quality, price, delivery schedule, and/or financing	1. Pay/loan to supplier in advance 2. Pay cash on delivery 3. Purchase partially/fully on credit 4. Rent/lease space to supplier 5. Other (specify)__	1. Very satisfied 2. Above average 3. Average 4. Below average 5. Not satisfied	1. Yes 2. Maybe 3. No	1. Easily available 2. Available but would take some time to find 3. Available but difficult to find 4. Very limited availability 5. Not available
DC23	**DC24a**	**DA24b**	**DC25**	**DC26a**	**DC26b**	**DC26c**	**DC29**	**DC30**	**DC31**	**DC32**	**DC33**

E1. DISCONTINUED MAIZE FLOUR BRANDS

Dona or Sembe?	Method of sale	Packaging type	Company code/name	Product code/name	Manufacturing country	Manufacturing /processing city	Volume/Weight of sealed package	
							#	Unit
1. Highly refined flour 2. Whole	1. Sold in package from brand owner (sealed) 2. Scooped from original package (sold loose) 3. scooped from a different bag 4. Scooped from original bag, re-sealed new package	(see list)						1. Grams 2. Kgs 3. Liters 4. Other (specify)___ _
E102b	**E103**	**E104a**	**E105a-b**	**E106a-b**	**E107a**	**E107b**	**E114a**	**E114b**

When did you start selling this brand?	When did you stop selling this brand?	How many retail units (or bags if sold loose) did you sell every 3 months…			What is the main reason that you discontinued sale of this brand?	If possible, please provide the contact information of this supplier	
		Right after you started selling the product	Right before you finished selling the product	3 years ago (if necessary)	1. Inconsistent quality 2. Inconsistent availability 3. Poor supplier service 4. Better brand available 5. Limited space 6. Cheated on quantity 7. Poor customer sales 8. Other (specify)	Name	Phone Number (s)
E115a	**E115b**	**E116a**	**E116b**	**E116c**	**E117**	**E118a**	**E118b**

E2. DISCONTINUED LISHE FLOUR BRANDS

Method of sale	Packaging type	Company code/name	Product code/name	Manufacturing country	Manufacturing /processing city	Volume/Weight of sealed package	
1. Sold in package from brand owner (sealed) 2. Scooped from original package (sold loose) 3. scooped from a different bag 4. Scooped from original bag, re-sealed new package	(see list)					#	Unit 1. Grams 2. Kgs 3. Liters 4. Other (specify)___ _
E203	**E204a**	**E205a-b**	**E106a-b**	**E207a**	**E207b**	**E21 4a**	**E214b**

When did you start selling this brand?	When did you stop selling this brand?	How many retail units (or bags if sold loose) did you sell every 3 months…			What is the main reason that you discontinued sale of this brand?	If possible, please provide the contact information of this supplier	
		Right after you started selling the product	Right before you finished selling the product	3 years ago (if necessary)	1. Inconsistent quality 2. Inconsistent availability 3. Poor supplier service 4. Better brand available 5. Limited space 6. Cheated on quantity 7. Poor customer sales 8. Other (specify)	Name	Phone Number (s)
E215a	**E215b**	**E216a**	**E216b**	**E216c**	**E217**	**E218a**	**E218b**

E3. DISCONTINUED OTHER FLOUR BRANDS

Flour type	Method of sale	Packaging type	Company code/name	Product code/name	Manufacturing country	Manufacturing /processing city	Volume/Weight of sealed package	
							#	Unit
(see list)	1. Sold in package from brand owner (sealed) 2. Scooped from original package (sold loose) 3. scooped from a different bag 4. Scooped from original bag, re-sealed new package	(see list)						1. Grams 2. Kgs 3. Liters 4. Other (specify)___ _
E302a	**E303**	**E304a**	**E305a-b**	**E306a-b**	**E307a**	**E307b**	**E314a**	**E314b**

When did you start selling this brand?	When did you stop selling this brand?	How many retail units (or bags if sold loose) did you sell every 3 months…			What is the main reason that you discontinued sale of this brand?	If possible, please provide the contact information of this supplier	
		Right after you started selling the product	Right before you finished selling the product	3 years ago (if necessary)	1. Inconsistent quality 2. Inconsistent availability 3. Poor supplier service 4. Better brand available 5. Limited space 6. Cheated on quantity 7. Poor customer sales 8. Other (specify)	Name	Phone Number (s)
E315a	**E315b**	**E316a**	**E316b**	**E316c**	**E317**	**E318a**	**E318b**

E4. DISCONTINUED RICE PRODUCTS

Rice Type	Method of sale	Packaging type	Company code/name	Product code/name	Manufacturing country	Manufacturing /processing city	Volume/Weight of sealed package	
							#	Unit
1. White rice 2. Brown rice	1. Sold in package from brand owner (sealed) 2. Scooped from original package (sold loose) 3. scooped from a different bag 4. Scooped from original bag, re-sealed new package	(see list)						1. Grams 2. Kgs 3. Liters 4. Other (specify)___ _
E402c	**E403**	**E404a**	**E405a-b**	**E406a-b**	**E407a**	**E407b**	**E414a**	**E414b**

When did you start selling this brand?	When did you stop selling this brand?	How many retail units (or bags if sold loose) did you sell every 3 months…			What is the main reason that you discontinued sale of this brand?	If possible, please provide the contact information of this supplier	
		Right after you started selling the product	Right before you finished selling the product	3 years ago (if necessary)	1. Inconsistent quality 2. Inconsistent availability 3. Poor supplier service 4. Better brand available 5. Limited space 6. Cheated on quantity 7. Poor customer sales 8. Other (specify)	Name	Phone Number (s)
E415a	**E415b**	**E416a**	**E416b**	**E416c**	**E417**	**E418a**	**E418b**

E4. POSSIBLE NEW BRANDS

Product Category	Type of flour **(only ask if C01 equals 3)**	Dona or Sembe?	White rice or brown rice	Company code/name	Product code/name	Manufacturing country	Manufacturing/ processing city	Paddy growing region **(for local loose rice)**	Volume/Weight of sealed package	
1. Maize flour 2. Lishe flour 3. Other flour 4. Rice		1. Highly refined flour 2. Whole	1. White rice 2. Brown rice					1. Mbeya 2. Morogoro 3. Shinyanga 4. Pwani 6. Arusha (Magugu) 7. Other (specify)	#	Unit 1. Grams 2. Kgs 3. Liters 4. Other (specify)____
E501	**E502a**	**E502b**	**E502c**	**E505a-b**	**E506a-b**	**E507a**	**E507b**	**E507c**	**E514a**	**E514b**

G. TRANSACTION CHARACTERISTICS AND DYNAMICS IN RETAILING MAIZE FLOUR AND LISHE PRODUCTS

	Question/Responses	VARNAME	
	Does this store sell maize flour? 1. Yes **(if "yes", skip to G01e)**; 2. No	**G01a**	
	Did this outlet ever sell maize flour? 1. Yes; 2. No **(if "no", skip to G24a)**	**G01b**	
	How many years ago did it stop selling maize flour?	**G01c**	
	Why did you stop selling maize flour?	**G01d**	
	1. Small margin; 2. Lost suppliers; 3. Low demand; 4. Too perishable; 5. No space; 6. Other (specify)		
	How many years ago did this store start selling maize flour?	**G01e**	

	Now or when they stopped selling	VAR NAME	3 years ago or If they started less than 3 years ago, when they started	VAR NAME	Only ask If they started more than 3 years ago: when they started	VAR NAME
SALES – Maize Flour						
Maize Flour						
What % of maize flour sold is imported from outside Tanzania?		G02a		G02b		G02c
What is the average monthly quantity sold of maize flour (in kgs)		G03a		G03b		G03c
What is the share of maize flour in your total retail sales (%)		G04a		G04b		G04c
What is the share of maize flour in your total food sales (%)		G05a		G05b		G05c
What % of maize flour sold is dona flour?		G06a		G06b		G06c
What % of maize flour is sold loose?		G07a		G07b		G07c
What % of customers purchase maize flour partially or fully on credit?		G08a		G08b		G08c
From what % of customers do you receive advance payments for maize?		G09a		G09b		G09c
(skip if answer to G07a is 0%) What is the most common purchase amount of maize flour per transaction if sold loose (in kgs)?		G10a		G10b		G10c
What is the most common purchase amount of maize flour per transaction if sold packaged (in kgs)?		G11a		G11b		G11c
In your estimation, what % of maize flour is sold to…						
A. Individual consumers		G12a		G12b		G12c
B. Restaurants		G13a		G13b		G13c
C. Institutions (schools, churches, mosques, jails, army, hospital, etc)		G14a		G14b		G14c
D. Other retailers		G15a		G15b		G15c
	100%		100%		100%	

	Now or when they stopped selling	VAR NAME	3 years ago or If they started less than 3 years ago, <u>when they started</u>	VAR NAME	Only ask If they started more than 3 years ago: <u>when they started</u>	VAR NAME
PROCUREMENT – Maize flour						
From what % of your suppliers do you pay for **maize flour** products on credit?		G16a		G16b		G16c
What % of suppliers of maize products do you provide advanced payment to?		G17a		G17b		G17c
From what percent (%) of suppliers of maize flour products do have a written contract		G17d		G17e		G17f
What % of maize flour (in quantity) is purchased within the city		G18a		G18b		G18c
What % of maize flour (in quantity) is milled within the city		G19a		G19b		G19c
What % of maize flour (in quantity) is…						
A. Procured directly from a mill or processing company		G20a		G20b		G20c
B. Procured from a wholesale shop/stockist		G21a		G21b		G21c
C. Procured from a trader		G22a		G22b		G22c
D. Milled by the owner of the retail shop?		G23a		G23b		G23c
	100%		100%		100%	

	Question/Responses	VARNAME	
	Does this store sell **<u>lishe flour?</u>** 1. Yes **(skip to G24e)**; 2. No	**G24a**	
	Did this outlet ever sell lishe or other (not maize or wheat) flour? 1. Yes; 2. No **(skip to section H)**	**G24b**	
	How many years ago did it stop selling lishe flour?	**G24c**	
	Why did you stop selling lishe flour?	**G24d**	
	1. Small margin; 2. Lost supplier; 3. Low demand; 4. Too perishable; 5. No space; 6. Other (specify)		
	How many years ago did this store start selling lishe flour?	**G24e**	

	Now or when they stopped selling	VAR NAME	3 years ago or If they started less than 3 years ago, when they started	VAR NAME	Only ask If they started more than 3 years ago: when they started	VAR NAME
SALES – Lishe Flour						
What % of lishe flour sold is imported from outside Tanzania		G25a		G25b		G25c
What is the average monthly quantity sold of lishe flour (in kgs)		G26a		G26b		G26c
What is the share of lishe flour in your total retail sales (%)		G27a		G27b		G27c
What is the share of lishe flour in your total food sales (%)		G28a		G28b		G28c
What % of customers purchase lishe flour partially or fully on credit?		G29a		G29b		G29c
From what % of customers do you receive advance payments for lishe flour		G30a		G30b		G30c
What is the most common purchase amount of lishe flour per transaction (in kgs)?		G31a		G31b		G31c
In your estimation what % of lishe flour is sold to…						
A. Individual consumers		G32a		G32b		G32c
B. Restaurants		G33a		G33b		G33c
C. Institutions (schools, churches, mosques, jails, army, hospital, etc)		G34a		G34b		G34c
D. Other retailers		G35a		G35b		G35c
Total (100%=total quantity)	100%		100%		100%	

	Now or when they stopped selling	**VAR NAME**	**3 years ago or If they started less than 3 years ago, <u>when they started</u>**	**VAR NAME**	**Only ask If they started more than 3 years ago: <u>when they started</u>**	**VAR NAME**
PROCUREMENT – Lishe Flour						
From what % of your suppliers do you pay for lishe flour products on credit?		G36a		G36b		G36c
What % of suppliers of lishe products do you provide advanced payment to?		G37a		G37b		G37c
From what % of suppliers of lishe flour products do have a written contract		G37d		G37e		G37f
What % of lishe flour (in quantity) is procured within the city		G38a		G38b		G38c
What % of lishe flour (in quantity) is produced within the city		G39a		G39b		G39c
What % of lishe flour (in quantity) is…						
A. Procured directly from a mill or processing company		G40a		G40b		G40c
B. procured directly from a wholesale shop/stockist		G41a		G41b		G41c
C. Procured from a trader		G42a		G42b		G42c
D. milled by the owner of the retail shop?		G43a		G43b		G43c
	100%		100%		100%	

	Question/Responses	VARNAME	
	Does this store sell **milled rice?** 1. Yes **(skip to G44e)**; 2. No	**G44a**	
	Did this outlet ever sell milled rice? 1. Yes; 2. No **(skip to section H)**	**G44b**	
	How many years ago did it stop selling milled rice?	**G44c**	
	Why did you stop selling milled rice?	**G44d**	
	2. Small margin; 2. Lost supplier; 3. Low demand; 4. Too perishable; 5. No space; 6. Other (specify)		
	How many years ago did this store start selling milled rice?	**G44e**	

	Now or when they stopped selling	**VAR NAME**	**3 years ago or If they started less than 3 years ago, when they started**	**VAR NAME**	**Only ask If they started more than 3 years ago: when they started**	**VAR NAME**
SALES – Milled Rice						
What is the average monthly quantity sold of milled rice (in kgs)		G45a		G45b		G45c
What % of milled rice is sold loose		G46a		G46b		G46c
(skip if answer to G46 is 0%) What % of milled rice **sold loose** is imported from outside Tanzania		G47a		G47b		G47c
(skip if answer to G46 is 100%) What % of milled rice **sold pre-packaged** is imported from outside of Tanzania		G48a		G48b		G48c
What is the share of milled rice in your total retail sales (%)		G49a		G49b		G49c
What is the share of milled rice in your total food sales (%)		G50a		G50b		G50c
(skip if answer to G46 is 0%) What % of customers purchase milled rice **sold loose** partially or fully on credit?		G51a		G51b		G51c
(skip if answer to G46 is 100%) What % of customers purchase milled rice **sold pre-packaged** partially or fully on credit?		G52a		G52b		G52c
(skip if answer to G46 is 0%) What is the most common purchase amount of milled rice per transaction (in kgs) **if sold loose**?		G53a		G53b		G53c

(skip if answer to G46 is 100%) What is the most common purchase amount of milled rice per transaction **if sold pre-packaged**?		G54a		G54b		G54c
In your estimation what % of milled rice is sold to…						
E. Individual consumers		G55a		G55b		G55c
F. Restaurants		G56a		G56b		G56c
G. Institutions (schools, churches, mosques, jails, army, hospital, etc)		G57a		G57b		G57c
H. Other retailers		G58a		G58b		G58c
Total (100%=total quantity)	100%		100%		100%	

	Now or when they stopped selling	**VAR NAME**	**3 years ago or If they started less than 3 years ago, <u>when they started</u>**	**VAR NAME**	**Only ask If they started more than 3 years ago: <u>when they started</u>**	**VAR NAME**
PROCUREMENT – Milled rice						
(skip if answer to G46 is 0%) From what % of suppliers of milled rice **sold loose** do you pay for partially or fully on credit?		G59a		G59b		G59c
(skip if answer to G46 is 100%) From what % of suppliers of milled rice **sold pre-packaged** do you pay for partially or fully on credit?		G60a		G60b		G60c
(skip if answer to G46 is 0%) From what % of suppliers of milled rice **sold loose** do you provide advanced payment to?		G61a		G61b		G61c
(skip if answer to G46 is 100%) From what % of suppliers of milled rice **sold pre-packaged** do you provide **advanced payment** to?		G62a		G62b		G62c
(skip if answer to G46 is 100%) From what % of suppliers of milled rice **sold loose** do have		G62d		G62e		G62f

a **written contract**						
(skip if answer to G46 is 0%) From what % of suppliers of milled rice **sold pre-packaged** do have a **written contract**		G62g		G62h		G62i
(skip if answer to G46 is 0%) What % of milled rice **sold loose** is **procured** from a supplier with a base of operations within the city?		G63a		G63b		G63c
(skip if answer to G46 is 100%) What % of milled rice **pre-packaged** is **procured** from a supplier with a base of operations within the city?		G64a		G64b		G64c
(skip if answer to G46 is 100%) What % of milled rice **pre-packaged** is **processed/packaged** by a company with a base of operations within the city?		G65a		G65b		G65c
(skip these if answer to G46 is 0%) What % of milled rice **sold loose** is…						
Procured directly from a mill or processing company		G66a		G66b		G66c
procured from a wholesale shop/stockist		G67a		G67b		G67c
Procured from a trader		G68a		G68b		G68c
Milled by the owner of the retail shop?		G69a		G69b		G69c
	100%		100%		100%	
(skip these if answer to G46 is 100%) What % of milled rice **sold pre-packaged** is…						
Procured directly from a mill or processing company		G70a		G70b		G70c
Procured from a wholesale shop/stockist		G71a		G71b		G71c
Procured from a trader		G72a		G72b		G72c
Milled by the owner of the retail shop?		G73a		G73b		G73c
	100%		100%		100%	
What % of milled rice sold loose comes/came from						
Mbeya region		G74a		G74b		G74b
Morogoro region		G75a		G75b		G75b
Shinyanga region		G76a		G76b		G76b

Coastal region		G77a		G77b		G77b
Arusha region		G78a		G78b		G78b
Other regions in Tanzania		G79a		G79b		G79b
Imported from outside Tanzania		G80a		G80b		G80b
	100%		100%		100%	

H. EMPLOYMENT

	Questions/Responses	**VARNAME**	
	How many family members are employed with a salary in this retail outlet? **(if zero, skip to H02a)**	H01a	
	Full-time males	H01b	
	Full-time females	H01c	
	Part-time males	H01d	
	Part-time females	H01e	
	How many non-family people employed with a salary in this outlet? **(if zero, skip to H03a)**	H02a	
	Full-time males	H02b	
	Full-time females	H02c	
	Part-time males	H02d	
	Part-time females	H02e	
	How many family or non-family members work in this retail outlet without receiving a salary **(if zero, skip to H04a)**	H03a	
	Full-time males	H03b	
	Full-time females	H03c	
	Part-time males	H03d	
	Part-time females	H03e	
	For paid part time workers (family or non-family), how often do they work on average? **(if zero, skip to H05a)**		
	Hours/week	H04b	
	Weeks/month	H04c	
	Months/year	H04d	
	What is the average monthly wage + benefits for full time paid workers?	H05a	
	What is the average monthly wage + benefits for part time paid workers?	H05b	
	How many paid workers have COMPLETED SECONDARY SCHOOL? **(if zero, skip to H07a)**	H06a	
	Full-time males	H06b	
	Full-time females	H06c	
	Part-time males	H06d	
	Part-time females	H06e	
	How many paid workers have ATTENDED POST-SECONDARY SCHOOL (technical college, university, other)? **(if zero, skip to H08a)**	H07a	
	Full-time males	H07b	
	Full-time females	H07c	
	Part-time males	H07d	

	Part-time females	H07e	
	How many paid workers have received SHORT-TERM TRAINING while working for you?	H08a	
	Full-time males	H08b	
	Full-time females	H08c	
	Part-time males	H08d	
	Part-time females	H08e	

K. PERCEPTIONS ON MAIZE FLOUR AND LISHE FLOUR (To what degree does the respondent agree with this statement?)

	1=Strongly disagree; 2=Disagree; 3=It depends/not sure; 4=Agree; 5=Strongly agree	**VARNAME**	
	"Competition between retailers of **maize flour** has decreased since I started my business"	**K01**	
	"I have more choice now in **maize flour** suppliers compared to when I started my business"	**K02**	
	"The shorter shelf life of **dona flour** (relative to Sembe flour) is a problem for that business"	**K03**	
	"Competition between retailers of **lishe flour** has decreased since I started my business"	**K04**	
	"I have more choice now in **lishe flour** suppliers compared to when I started my business"	**K05**	
	"The shorter shelf life of **lishe flour** is a problem for that business"	**K06**	

L. WRAP UP QUESTIONS (enumerators can fill in without asking the respondent)

	Was there a secondary respondent?	**L1**	
	What is the relation of the secondary respondent to the main business owner?	**L2**	