

Report

Plateau Central Market Research

25 May 2014

Submitted to the,



Timothy T Schwartz

Anthony DeMattee,

Harold Maass,

and

Pharrel Emile

LIST OF CONTRIBUTORS

Team Leader and Principal Investigator

Timothy T Schwartz

Consultant and Principal Author of Report

Harold Maass

Statistical Analyst

Anthony DeMattee

Survey Field Director

Emile Pharrel

Port-au-Prince Market Research Team

Stephanie Pierre

Nahomie Jeannis

Accounting and Logistics

Stephanie Pierre

Field Survey Supervisors

Egain Ambeau

Renaud Previllon

Syvestre Prophet

Field Surveyors

Markenson Emile

Othelo Bisnet

Jeudy Lidnor

Evens Paul Bernard

Kerline Vaval

Christine Jean Simon

Leonne Milfluer

Andre Donald

Ernst Vertus

Gregory Mondely

Gregory Jean Baptiste

Lanel Pierre

Chadson Pierre

Rony Desire

Sabine Vilfort

Jimmy Plaisir

Table of Contents

| | |
|---|-----------|
| 1.0 Introduction | 1 |
| 1.1 Overview of the Plateau Central..... | 1 |
| 1.2 History..... | 1 |
| 1.3 NGOs and Associations..... | 2 |
| 2.0 Research methods | 2 |
| 3.0 Description of Data | 4 |
| 3.1 Open Interviews..... | 4 |
| 3.2 Freelists..... | 5 |
| 3.3 Merchant Inventory Data..... | 7 |
| 3.4 Consumer Survey Data..... | 8 |
| 4.0 Merchant Wholesale Costs & Retail Prices | 9 |
| 4.1 Supplier Location..... | 9 |
| 4.2 Inventory Purchase..... | 10 |
| 4.3 Sales Size..... | 10 |
| 4.4 Profit Summary..... | 10 |
| 4.5 Domestic vs. International Prices..... | 10 |
| 5.0 Consumer Purchases | 11 |
| 5.1 Product Purchase Summaries..... | 11 |
| 5.2 Potential Purchase Summaries..... | 12 |
| 6.0 Estimated Market Size | 12 |
| 7.0 Conclusion | 14 |
| 7.1 Product Sales Recommendations..... | 16 |
| <i>Quantitative Screening</i> | 16 |
| <i>Qualitative Screening</i> | 17 |
| APPENDIX | 19 |
| i. Merchant Inventory Summary..... | 19 |
| ii. Product Purchase Summaries..... | 22 |
| <i>Aspirin/Pain Reliever</i> | 22 |
| <i>Bath Soap</i> | 23 |
| <i>Battery for Radio</i> | 24 |
| <i>Bed</i> | 25 |
| <i>Bicycle</i> | 26 |
| <i>Bleach</i> | 27 |
| <i>Blender</i> | 28 |
| <i>Chickenfeed</i> | 29 |
| <i>Cloth/Fabric</i> | 30 |
| <i>Clothes</i> | 31 |

| | |
|--------------------------------|----|
| <i>Cold Medicine</i> | 32 |
| <i>Computer</i> | 33 |
| <i>Construction Nail</i> | 34 |
| <i>Cooking Pot</i> | 35 |
| <i>Cough Medicine</i> | 36 |
| <i>Deodorant</i> | 37 |
| <i>Dish</i> | 38 |
| <i>Drinking Glass</i> | 39 |
| <i>Drinking Water</i> | 40 |
| <i>DVD Player</i> | 41 |
| <i>Electric Fan</i> | 42 |
| <i>Electrical Cord</i> | 43 |
| <i>Extension Cord</i> | 44 |
| <i>Fertilizer</i> | 45 |
| <i>Flashlight</i> | 46 |
| <i>Garden Hoe</i> | 47 |
| <i>Gas Stove</i> | 48 |
| <i>Generator</i> | 49 |
| <i>Hair Relaxer</i> | 50 |
| <i>Indigo</i> | 51 |
| <i>Insecticide</i> | 52 |
| <i>Jewelry</i> | 53 |
| <i>Knife</i> | 54 |
| <i>Laundry Soap</i> | 55 |
| <i>Machete</i> | 56 |
| <i>Matches</i> | 57 |
| <i>Motor Oil</i> | 58 |
| <i>Notebook</i> | 59 |
| <i>Paint</i> | 60 |
| <i>Pen</i> | 61 |
| <i>Pencil</i> | 62 |
| <i>Pepper</i> | 63 |
| <i>Perfume/Cologne</i> | 64 |
| <i>Pickaxe</i> | 65 |
| <i>Pipe</i> | 66 |
| <i>Plate Cover</i> | 67 |
| <i>Powdered Milk</i> | 68 |
| <i>Radio</i> | 69 |
| <i>Refrigerator</i> | 70 |
| <i>Sandals</i> | 71 |
| <i>Shampoo</i> | 72 |
| <i>Shoes</i> | 73 |
| <i>Soap</i> | 74 |
| <i>Solar Lamp</i> | 75 |

| | |
|---|-----|
| <i>Suitcase</i> | 76 |
| <i>Tape Measure</i> | 77 |
| <i>Telephone</i> | 78 |
| <i>Toothpaste</i> | 79 |
| <i>Underwear</i> | 80 |
| <i>Wash Basin</i> | 81 |
| <i>Washing Machine</i> | 82 |
| <i>Water Filter</i> | 83 |
| <i>Water Pump</i> | 84 |
| <i>Water Purifying Tablets</i> | 85 |
| <i>Whole Grain</i> | 86 |
| iii. Potential Purchase Summaries | 87 |
| <i>Bed</i> | 87 |
| <i>Bicycle</i> | 88 |
| <i>Blender</i> | 89 |
| <i>Computer</i> | 90 |
| <i>Cooking Pot</i> | 91 |
| <i>Drinking Water</i> | 92 |
| <i>DVD Player</i> | 93 |
| <i>Electric Fan</i> | 94 |
| <i>Electrical Cord</i> | 95 |
| <i>Fertilizer</i> | 96 |
| <i>Garden Hoe</i> | 97 |
| <i>Gas Stove</i> | 98 |
| <i>Generator</i> | 99 |
| <i>Indigo</i> | 100 |
| <i>Insecticide</i> | 101 |
| <i>Jewelry</i> | 102 |
| <i>Knife</i> | 103 |
| <i>Machete</i> | 104 |
| <i>Motor Oil</i> | 105 |
| <i>Notebook</i> | 106 |
| <i>Pen</i> | 107 |
| <i>Pencil</i> | 108 |
| <i>Pickaxe</i> | 109 |
| <i>Pipe</i> | 110 |
| <i>Powdered Milk</i> | 111 |
| <i>Radio</i> | 112 |
| <i>Refrigerator</i> | 113 |
| <i>Solar Lamp</i> | 114 |
| <i>Suitcase</i> | 115 |
| <i>Tape Measure</i> | 116 |
| <i>Telephone</i> | 117 |
| <i>Washing Machine</i> | 118 |

| | |
|--------------------------------------|-----|
| <i>Water Filter</i> | 119 |
| <i>Water Pump</i> | 120 |
| <i>Water Purifying Tablets</i> | 121 |
| <i>Whole Grain</i> | 122 |
| iii. Potential Partners..... | 123 |
| iv. Highly Recommend Products | 124 |

1.0 Introduction

The market research presented in this report is drawn from several phases of investigation in Haiti's Plateau Central (hereafter referred to as the Plateau) commissioned by the Clinton Foundation (hereon referred to as CF) and facilitated by TechnoServ Haiti, a Non-Governmental Organization (NGO) dedicated to "business solutions to poverty."

The research was designed to assess the availability and pricing of a wide range of consumer products, including personal and household goods, non-perishable food, as well as tools and construction materials. The researchers also examined sourcing, profit and turnover rates, as well as what products were unavailable but desired by local consumers, in order to assess and size untapped markets in the target region.

1.1 Overview of the Plateau Central

The Plateau Central (2012 pop: 712,138; Urban: 19%; area 150 miles²) is one Haiti's ten Departments. It has 10 towns, the largest of which are Hinche (pop ~34,000) and Mirabalais (pop ~17,000). The Plateau is distinct from the rest of Haiti geographically, historically, culturally, economically and in terms of infrastructure. Located in the interior of the island, the Plateau has an average elevation of 1,000 feet above sea level. It is completely surrounded by a wall of mountain ranges that protects the region from hurricanes. It has a moderate mean temperature of ~72°F, and relatively high rainfall. Electricity from Haiti's only hydroelectric dam (Peligre) is widely available and cost free for most inhabitants. Four recently paved roads, the best in the country, transect the Plateau and connect all the major towns in the region as well as the region to Port-au-Prince and the Dominican Republic. Over 100 miles of porous border with the Dominican Republic permits brisk and largely untaxed trade as well as an intense flow of labor migrants into and out of the DR. A plentitude of motorcycle taxis and cell phone service further facilitate the flow of goods, information and people into and out of the most remote rural areas of the Plateau. Access to low cost and high quality healthcare supported by Partners in Health adds to the quality of life in the area. All the preceding makes the Plateau Central special in terms of potential for development and access to trade.

1.2 History

Much of Plateau Central was seized from the neighboring Dominican Republic in 1801 during the Haitian Revolution. By the early 1900s the Plateau was part of a transnational cultural linguistic area that extended some 50 miles into the current Dominican Republic. On both sides of the border region Creole was the dominant language, names of many towns and geographical features were Creole, the Haitian Gourde was the dominant currency, and trade was oriented toward Port-au-Prince. In 1937 the mixed transnationalism border culture came to an abrupt end when the Dominican Dictator Ralph Leonidas Trujillo ordered the massacre of 12,500 to 30,000 ethnic Haitians living on the Dominican side of the border and drove the entire remaining population of 150,000 + ethnic Haitians into Haiti. The border was closed. Troops from both countries patrolled and severely restricted immigration and trade. But in 1986 the situation changed again. With the fall of the second Duvalier regime Haitian troops were withdrawn from the border. In view of the high demand for cheap labor to work in what was by that point in time rapidly developing Dominican industrial and tourist sectors, the Dominican military only weakly regulated Haitian immigration. A process of re-Haitianization of the Dominican side of the border began again. Today the Haitian side of the border is entirely ethnically Haitian. The Dominican side is heavily Haitian in many

rural areas, such as the South. In all areas Haitian work in a type of serf relationship for Dominican landowners, taking care of homesteads, crops, and livestock. Haitians make up the bulk of the labor force in highly productive Dominican agro-industrial endeavors. Labor migration of Haitians into the Dominican Republic to work both in the agro-industry and more distance tourist and business sector represents a major influence and source of revenue for people on the Plateau. Dominican influence in agriculture on the Haitian side can be seen in financing of highland agro-industrial vegetable and potato cultivation. There is heavy trade of Dominican agricultural products and produce, industrial food items, legal rum and illegal arms, parrots, cocaine and marijuana. There is a highly disruptive industry of organized livestock thievery, something made possible by the remoteness of the region, different legal entities on either side of the border, and complicity of corrupt Dominican authorities.

1.3 NGOs and Associations

World Vision has a strong presence in the region, including massive USAID food security and school feeding programs as well as assistance in agricultural livestock and reforestation. Zanmi Agricol works with farmers as well. Mercy Corps too developed a strong presence after the 2010 earthquake. The area region is also characterized by a strong tradition of farmers associations, including the 60,000 member MPP (Mon Papay Peasant Movement) active in politics, development, health, agriculture and education (see Annex for list of Associations).

2.0 Research methods

The initial research, completed in November 2013, used focus groups, rapid inventory assessments, and a survey of market vendors in the town of Mirebalais to begin exploring the potential for a project that would foster income generation by enlisting established market women to sell productive items suited to rural Haiti.

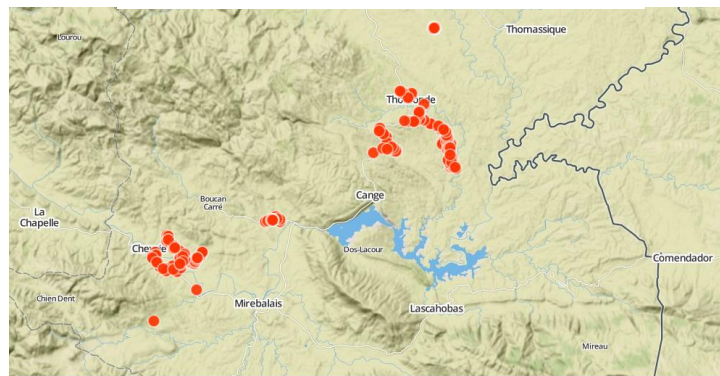
The current report details the findings of the next two phases of the research. In the first, the team included a consultant and three surveyors who conducted five days of intensive qualitative and quantitative research focused mainly on the Plateau's main towns, Hinche and Mirebalais. The research, conducted from March 31 through April 4, 2014, included,

- the gathering of freelists from 281 people selected randomly in the target area. Respondents listed where they purchased local products, and what products they would like to buy but could not find on the market.
- a survey of product costs, sale prices, and turnover time for 13 common household, personal, and hardware items to assess profit margins.
- open interviews were conducted in Haitian Kreyol with 18 wholesale and retail merchants in stores and depots in Mirebalais, Hinche, and (in Spanish and Kreyol) in Elias Pina, a border town in the Dominican Republic. Interviews were also conducted with 35 market and street vendors in Hinche, Mirebalais, Thomassique, Lascahobas, and Elias Pina, including some who had entered the Dominican Republic to purchase stock for resale in Haiti.

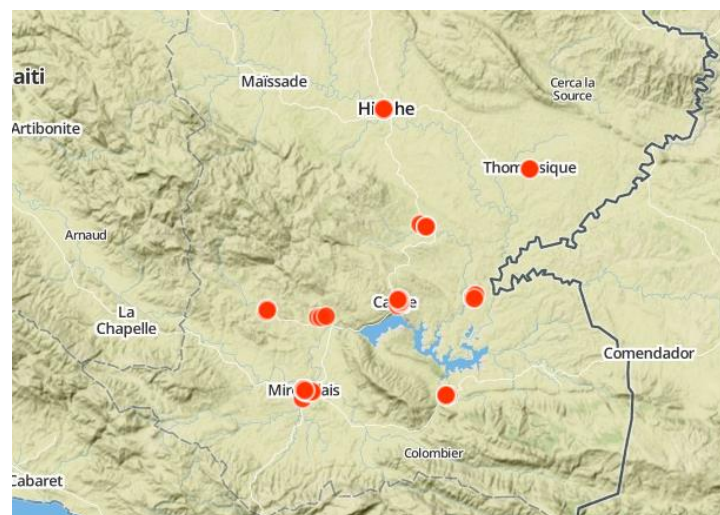
The final phase of the research was conducted April 23 through April 29. A team of 20 surveyors traveling on motorcycles carried out two survey projects in the Plateau, under the supervision of a coordinator, office manager, and data analyst working remotely.

- The first survey during this stage of the research was conducted by a team of five enumerators who collected wholesale costs, retail prices, and time of stock on the market in interviews with 169 retailers from seven communes in the Central Plateau. The survey instrument covered 15 commonly purchased household, personal, hardware, and non-perishable food items.
- The second survey in the final week of the investigation was conducted by the full team of 20 surveyors, who interviewed 1,091 consumers in 10 communes in the Plateau. The surveyors were directed to 100 randomly selected GPS points within a radius of approximately 10 miles of the client's warehouse facilities in Tierra Muscady and Boucan Carre. The respondents were asked about past and potential purchase behaviors with respect to 66 products, 36 of which were identified in the freelist interviews conducted in early April as products that were of interest to consumers, but unavailable on the local market. Respondents were also asked to list a trusted market woman in their commune, habitation, and locality, in order to identify proven entrepreneurs who could be consulted or enlisted to participate in a project aiming to enhance business opportunities in the Plateau

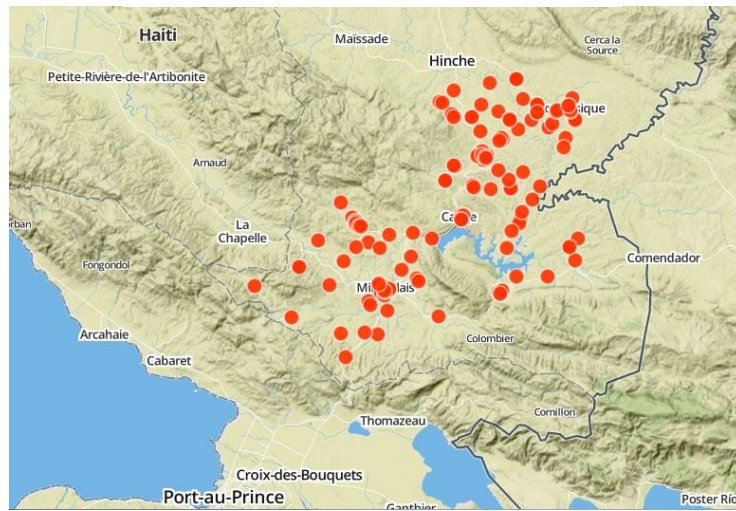
Map 1: Freelist Product Survey (n = 281)



Map 2: Price and Product Turnover Rate Survey (n = 166)



Map 3: Consumer Survey (n = 1,091)



3.0 Description of Data

3.1 Open Interviews

In-depth interviews with wholesalers and retailers in Mirebalais, Hinche, and across the Dominican border in Elias Pina indicated that merchants of both types struggle with low profit margins, low turnover rates, or both at the same time. The principal insights provided by store and depot owners as well as market women included the following:

- Vendors are extremely risk averse due to their precarious financial situation.
- Consumers and merchants are open to new products but reluctant to take the risk of purchasing an unknown product. Both express strong preference for the cheapest among brands already accepted on the market.
- Low-volume market women and store owners nevertheless express a desire to find more lucrative products to sell.
- Local wholesalers and retailers complain of narrow profit margins for most high-volume goods, with popular luxury items such as beauty supplies a conspicuous exception.
- The extraordinarily limited buying power of the Haitian peasant, a key customer to urban wholesalers, is the market's main limiting factor.
- Some goods that respondents reported as unavailable, such as cement and sheet metal, offer merchants profit margins of 6% or below before factoring in transport and handling expenses, making them undesirable inventory in planting season and other periods of low demand.
- Major, infrequent purchases were more common in cities, while minor, frequent purchases of personal items, such as toothpaste, were more common in rural and small-town markets.
- High Haitian customs fees—something that has recently come about in association with tension between the two countries-- restrict retailer interest in buying from Dominican wholesalers.

The survey of costs, sale prices, and time of goods on display conducted in early April and described in Table 1 did not represent a random sample of vendors in Mirebalais and Hinche. The uniformity of the cost of goods and sale prices indicated, however, that prices and margins varied little for a given product in the Plateau’s main towns (margins were calculated before currency conversion and rounding).

Table 1: Cost, Sale Price, and Days on Display for Common Goods

| | Cost of Goods | Median Item Sale Price | Estimated Profit Margin | Median turnover rate in days | Number of Vendors (N) |
|-------------------------------------|----------------------|-------------------------------|--------------------------------|-------------------------------------|------------------------------|
| Treated Drinking Water (bag) | \$0.02 | \$0.05 | 117% | N/A | 20 |
| 100 Boxes of Matches | \$1.80 | \$2.55 | 41% | 2 | 20 |
| Lemovate Skin Cream | \$1.55 | \$2.15 | 38% | 15 | 18 |
| Bath Soap (bar) | \$0.18 | \$0.23 | 24% | 15 | 16 |
| Diaper (generic 20-pack) | \$4.20 | \$5.08 | 21% | 50 | 10 |
| New Shirt (button front) | \$6.70 | \$7.49 | 12% | 55 | 18 |
| Laundry Soap (can) | \$1.46 | \$1.61 | 12% | 2 | 20 |
| D battery | \$0.34 | \$0.47 | 11% | 2 | 20 |
| Mega Rice (can) | \$3.05 | \$3.27 | 7% | 1 | 20 |
| Sheet Metal (per sheet) | \$4.28 | \$4.54 | 6% | 16 | 6 |
| Plastic Wash Basin | \$3.29 | \$3.45 | 4% | 25 | 6 |
| Cement (42.5 kg sack) | \$6.83 | \$7.00 | 3% | 19 | 13 |

3.2 Freelists

Two teams of two surveyors each gathered lists from 281 people randomly selected in the target area. Table 2 shows how respondents listed places where they purchased local products; staples such as rice, flour, and sugar; and toothpaste, a frequent, minor necessity. Markets, especially rural ones, were overwhelmingly preferred over stores.

Table 2: Principal place of Purchase

| Location | Local goods | Rice, flour, sugar | Toothpaste |
|----------------------------|--------------------|---------------------------|-------------------|
| Rural Markets | 351 | 171 | 267 |
| Small-Town Market | 261 | 255 | 234 |
| City Market | 183 | 309 | 150 |
| Rural Store | 18 | 18 | 105 |
| Small-Town Store | 1 | 27 | 75 |
| City Store | 191 | 57 | 21 |
| Port-au-Prince Mkt. | 80 | 15 | 0 |
| Total | 852 | 852 | 852 |

The freelists also provided insights into what goods consumers have little or no access to in local markets. The respondents reported readily finding staples such as rice, cooking oil, beans, sugar, and flour. Table 3 shows the variety of products consumers listed as being available mostly in cities, or desired but not available at all (note that overlap has to do with individual respondent’s perceptions and experiences).

| Table 3: Availability of Products | | | |
|--|--------------|--------------------------------|--------------|
| Available Mostly In Cities | | Unavailable but Desired | |
| Product | Freq. | Product | Freq. |
| Sheet metal | 75 | Cement | 97 |
| Cement | 64 | Sheet Metal | 86 |
| Meat | 63 | Clothing | 43 |
| Nails | 39 | Rebar | 43 |
| Gas | 37 | Medicine | 41 |
| Flour | 37 | Drinking Water | 35 |
| Beans | 31 | Nails | 33 |
| Rebar | 29 | Gas | 26 |
| Sugar | 29 | Shoes | 22 |
| Drinking Water | 29 | Fabric | 13 |
| Salt | 28 | Sandal | 10 |
| Medicine | 25 | Moto | 10 |
| Clothing | 25 | Flour | 9 |
| Fabric | 23 | Sugar | 8 |
| Vegetables | 23 | Electronics | 7 |
| Ice | 19 | Ice | 7 |
| Rice | 17 | Rice | 7 |
| Spices | 17 | Paint | 7 |
| Spaghetti | 15 | Perfume | 7 |
| Cooking Oil | 15 | Beans | 6 |
| Shoes | 14 | Cooking Oil | 5 |
| Juice | 13 | Telephone | 5 |
| Soap | 12 | Glassware | 5 |
| Milk | 12 | Vegetables | 5 |
| Beauty Supplies | 11 | Books | 5 |
| Soft Drinks | 9 | Beauty Supplies | 5 |
| Banana | 8 | Raw Rum | 4 |
| Sandal | 7 | Soap | 4 |
| Bouillon Cubes | 6 | Juice | 4 |
| Perfume | 5 | Refrigerator | 4 |
| Herring | 5 | Salt | 4 |
| Ground Corn | 4 | Milk | 4 |
| Hoe | 4 | Plywood | 3 |
| Underwear | 4 | Drinking Water | 3 |
| Coffee | 4 | Radio | 3 |
| Toothpaste | 4 | Wheat | 3 |
| Laundry Detergent | 4 | Spaghetti | 3 |
| Fish | 3 | Candy | 3 |
| Cookpot | 3 | Meat | 3 |
| Tomato | 3 | Freezer | 2 |
| Electronics | 2 | Whole Grain | 2 |
| Candy | 2 | Suitcase | 2 |
| Cabbage | 2 | Bicycle | 2 |
| Malta | 2 | Cigarettes | 2 |
| Butter | 2 | Coffee | 2 |
| Glassware | 2 | Television | 2 |
| Wheat | 2 | Carrots | 2 |
| Onions | 2 | Cookpot | 2 |

3.3 Merchant Inventory Data

The dataset used to understand the wholesale costs and retail prices of merchants was collected from 169 retailers from seven communes in the Central Plateau. As shown in Table 4, women represented over two-thirds of respondents (68%). The majority of respondents, 53%, were between the ages of thirty and forty-four years old with fewer numbers of respondents in the upper- and lower- age ranges.

| | Female | | Male | | Total | |
|------------------|------------|------------|-----------|------------|------------|-------------|
| | Freq. | Percent | Freq. | Percent | Freq. | Percent |
| Age 15-17 | 1 | 1% | 0 | 0% | 1 | 1% |
| Age 18-24 | 4 | 2% | 3 | 2% | 7 | 4% |
| Age 25-29 | 22 | 13% | 10 | 6% | 32 | 19% |
| Age 30-34 | 14 | 8% | 11 | 7% | 25 | 15% |
| Age 35-39 | 25 | 15% | 9 | 5% | 34 | 20% |
| Age 40-44 | 18 | 11% | 12 | 7% | 30 | 18% |
| Age 45-49 | 11 | 7% | 7 | 4% | 18 | 11% |
| Age 50-55 | 14 | 8% | 2 | 1% | 16 | 9% |
| Age 56-60 | 4 | 2% | 0 | 0% | 4 | 2% |
| Age 61+ | 2 | 1% | 0 | 0% | 2 | 1% |
| Total | 115 | 68% | 54 | 32% | 169 | 100% |

Table 5 shows the distribution of responses by Haitian commune. The largest communes, Hinche and Mirebalais, combine for the majority of responses at 27% and 31%, respectively. The remaining communes each have over ten responses, with the exception of Savanette, which has only three.

| | Freq. | Percent |
|---------------------|------------|-------------|
| Boucan-Carre | 14 | 8% |
| Hinche | 45 | 27% |
| Lascahobas | 28 | 17% |
| Mirebalais | 53 | 31% |
| Savanette | 3 | 2% |
| Thomassique | 11 | 7% |
| Thomonde | 15 | 9% |
| Total | 169 | 100% |

More than three-quarters of responses were provided by store owners (53%) and market owners (24%). As shown in Table 6, depots represent another 19%, and least represented in the sample were street vendors at only 4% (most vendors who do not have their own building or store sell in the market).

Table 6: Merchant Responses by Outlet Type

| | Freq. | Percent |
|---------------|------------|-------------|
| Depot | 32 | 19% |
| Market | 41 | 24% |
| Store | 90 | 53% |
| Street | 6 | 4% |
| Total | 169 | 100% |

3.4 Consumer Survey Data

The dataset used to understand the purchase behaviors and likely purchase behaviors of consumers was collected from 1,091 individuals from ten communes in the Central Plateau. As shown in Table 7, women and men are nearly equally represented in the sample at 52% and 48%, respectively. Slightly less than half of respondents, 49%, were between the ages of twenty-five and fifty-five years old. None of the ten age categories had more than 15% representation in dataset.

Table 7: Consumer Responses by Age & Gender

| | Female | | Male | | Total | |
|------------------|------------|------------|------------|------------|-------------|-------------|
| | Freq. | Percent | Freq. | Percent | Freq. | Percent |
| Age 15-17 | 19 | 2% | 12 | 1% | 31 | 3% |
| Age 18-24 | 77 | 7% | 70 | 6% | 147 | 13% |
| Age 25-29 | 83 | 8% | 68 | 6% | 151 | 14% |
| Age 30-34 | 88 | 8% | 53 | 5% | 141 | 13% |
| Age 35-39 | 78 | 7% | 91 | 8% | 169 | 15% |
| Age 40-44 | 57 | 5% | 60 | 5% | 117 | 11% |
| Age 45-49 | 52 | 5% | 51 | 5% | 103 | 9% |
| Age 50-55 | 62 | 6% | 54 | 5% | 116 | 11% |
| Age 56-60 | 30 | 3% | 27 | 2% | 57 | 5% |
| Age 61+ | 25 | 2% | 34 | 3% | 59 | 5% |
| Total | 571 | 52% | 520 | 48% | 1091 | 100% |

Table 8 shows the distribution of responses from ten Haitian communes. The largest communes, Hinche and Mirebalais, combine for less than a one-third of responses at 11% and 18%, respectively. The remaining seventy-one percent of responses unevenly draws from the other eight communes.

| | Freq. | Percent |
|---------------------|--------------|----------------|
| Belladère | 32 | 3% |
| Boucan-carre | 168 | 15% |
| Hinche | 116 | 11% |
| Las Cahobas | 94 | 9% |
| Maïssade | 1 | 0% |
| Mirebalais | 191 | 18% |
| Saut-d Eau | 80 | 7% |
| Savanette | 1 | 0% |
| Thomassique | 184 | 17% |
| Thomonde | 224 | 21% |
| Total | 1091 | 100% |

Finally, more than ninety percent of responses came from consumers who reside in either the countryside (63%) or a town (32%). Table 9, shows the distribution of living environments among the 1,091 consumers.

| | Freq. | Percent |
|--------------------|--------------|----------------|
| City | 56 | 5% |
| Countryside | 684 | 63% |
| Town | 350 | 32% |
| Other | 1 | 0% |
| Total | 1091 | 100% |

4.0 Merchant Wholesale Costs & Retail Prices

In Section I of the Appendix is a table titled, “Merchant Inventory Summary” that displays information of wholesale purchases and retail sales of fifteen products. For each product the table displays the survey results for the 169 merchants interviewed. The table’s information includes the following: location the merchant buys his/her inventory; wholesale unit-size, wholesale cost, and inventory turnover; retail unit-size, quantity and price; and profit estimations on each product.

4.1 Supplier Location

Merchants were asked where they purchased the inventory sold in their stores. Merchants were able to choose from six locations—i.e. Countryside, Town, Hinche/Mirebalais, Port-au-Price, Dominican Republic, or Other. The principal conclusion is that most items in this basket of goods are purchased from Port-au-

Prince; rarely is inventory purchased from countryside, Dominican Republic, and/or the Other-category. Appendix Section I, table Merchant Inventory Summary has the information for supplier locations.

4.2 Inventory Purchase

This section of the Merchant Inventory Summary table explains the unit-size in which products were purchase, the cost for purchasing each unit, and estimates the inventory turnover for the merchant. The first two values vary by product and are self-explanatory.

Inventory turnover, which is approximated using Median Days on Display, is the median number of days merchants have been trying to sell the product on display. This proxy was chosen because reliable inventory data from merchants was not available. The methodology consisted of a two-part calculation: each merchant was asked when he/she put the product on display, and then a calculation was made working backward from the interview date. Appendix Section I, table Merchant Inventory Summary has the information for inventory purchases.

4.3 Sales Size

This section of the table shows the differences between wholesale inventory purchases and retail unit sales. The first line, "Sale Item Unit Size", shows the popular form in which merchants sell the item and how that differs from the wholesale unit purchase; the second line explains how many of the sale-item-unit-size are contained in each wholesale unit. For example, merchants may buy pens wholesale in box of forty-eight but sell the pens individually to customers. Finally, the median per unit sales price is calculated for each product. Appendix Section I, table Merchant Inventory Summary has the information for unit size of sales items.

4.4 Profit Summary

The final section of the Merchant Inventory Summary table is a per-sale calculation of profits. The Cost per Sale Item is calculated using the wholesale unit price and dividing that cost by the quantity of retail items in each wholesale unit. The Profit per Sale Item is calculated by subtracting from the Median Sale Item Price the Cost per Sale Item. Finally, the Estimated Profit Margin, which is represented as a percentage, is calculated by dividing Profit per Sale Item by Median Sale Item Price. Appendix Section I, table Merchant Inventory Summary has the information for profitability.

4.5 Domestic vs. International Prices

Table 10 compares the per-wholesale-item-cost realized by merchants in Haiti. It compares wholesale cost per sale item and median sale item price reported by 169 merchants surveyed to costs found elsewhere, specifically identical items in Port-au-Prince and similar items sourced from China.

Table 10: PAP and International Prices

| | Rural Wholesale Sale Price | Median Retail Sale Item Price | Unit price PAP depot | Like item price, China |
|-------------------------------|----------------------------|-------------------------------|----------------------|------------------------|
| Matches | \$0.03 | \$0.05 | \$0.03 | \$0.01 |
| Pen | \$0.05 | \$0.12 | \$0.08 | \$0.03 |
| Drinking water (baggy) | \$0.02 | \$0.05 | \$0.02 | N/A |
| Laundry soap (can) | \$1.52 | \$1.77 | \$1.40 | \$0.69 |
| Body lotion/lightening cream | \$1.45 | \$1.74 | \$1.59 | \$0.75 |
| Bath soap | \$0.19 | \$0.23 | \$0.19 | \$0.10 |
| Diaper | \$0.07 | \$0.35 | \$0.28 | \$0.06 |
| Wash basin | \$2.71 | \$3.49 | \$3.22 | \$1.00 |
| D battery | \$0.34 | \$0.47 | \$0.33 | \$0.05 |
| Nails (1 lb.) | \$0.62 | \$1.16 | \$0.64 | \$0.32 |
| Rice (can, app. 7.9 lbs) | \$3.26 | \$3.49 | \$3.08 | \$1.25 |
| Cement (42.5 kg sack) | \$6.98 | \$7.56 | \$7.81 | \$2.53 |
| Paint (gallon) | \$4.53 | \$5.23 | \$4.55 | \$3.60 |
| Cook Pot | \$11.63 | \$29.07 | \$11.36 | N/A |
| Pain/cold medicine (DoloStop) | \$0.07 | \$0.12 | \$0.07 | \$0.01 |

5.0 Consumer Purchases

The 1,091 responses from consumers yield two series of tables, which can be found the Appendix of this paper. The first series explains the actual purchase behavior of sixty-six products included in the survey, and the second explains the likely purchase behavior of a thirty-six products of interest. Both tables are explained below.

5.1 Product Purchase Summaries

For each of the sixty-six products there is a group of four tables that capture consumers' purchase behavior. This series of one-page summaries can be found in Section II of the Appendix.

- The first table categorizes actual purchase by unit-size. The table describes the proportion of actual purchases made is each unit-size, the average quantity of units purchased, and the average retail price per unit.
- The second table categorizes actual purchases by the last time the product was purchased. Seven choices were available to respondents ranging from "This Week" to "Longer than a Year". The answer set also included a response for "Never".
- The third table explains what proportion of "Never" responses is attributable to the product's inability to be found ("Unavailable") vis-à-vis the product's undesirability in the eyes of the respondent ("Unwanted").
- Finally, the fourth table is a pairwise comparison of where the respondent lives ("Buyer Location") and where he/she went to purchase the product ("Seller Location"). This table contains information for only those respondents who reported purchasing the product.

5.2 Potential Purchase Summaries

Thirty-six products were identified for additional analysis. These tables are similar to the aforementioned purchase summaries but instead differ in that they explain *likely* purchase behavior vis-à-vis actual *purchase* behavior. This series of one-page summaries can be found in Section III of the Appendix.

- The first table categorizes likely purchase by unit-size. The table describes the proportion of likely purchases that would be made in each unit-size, the average quantity of units possibly purchased, and the average retail price respondents think vendors should use.
- The second table compares the number of respondents who reported the product as “Unavailable” against the number of respondents who would purchase the product if they had the financial means. There is an important difference between the two and the latter identifies an unmet demand for a product that might be unavailable. For example, a large number of respondents might report a product as unavailable but that does not indicate unmet demand; instead, *unmet demand is quantified in the percentage of respondents who report the product as unavailable AND as who would purchase if they had the financial means. If willingness is low then unmet demand is low; if willingness is high then unmet demand is high.*
- The third table expands on each respondent’s willingness to buy by asking whether he/she has the financial means to buy. If a respondent does not currently have the financial means to purchase then he/she is asked the follow-up question, “When will you have the means?” Respondents are given nine choices ranging from “This Month” to “More than a Year”. The answer set also included responses for “Unknown” and “Never.”
- Finally, the fourth table categorizes likely purchases by how frequently consumers would purchase the product. Six choices were available to respondents ranging from “Once per Week” to “One-Time Purchase”.

6.0 Estimated Market Size

Table 11 is the region’s market size estimated for each of the thirty-six products identified for further analysis. The estimated total market population for the region is 303,428, which is constant across all products so as to parallel the survey methodology. The enumerators employed a random survey methodology (i.e. no discrimination based on age or gender was made by enumerators) and all respondents were asked to answer questions for all products. Therefore, some segments of the population—pubescent males for example—were asked their purchase habits for products they might not normally purchase—jewelry for example. There are two takeaways from this approach: firstly, if data is collected for certain products among a certain targeted segment—jewelry among jewelry-buyers for example—then the findings would likely show a higher rate of purchase among a specific, though smaller, market population; secondly, if responses are collected randomly from the entire population—jewelry among all-buyers for example—then the rate of purchase would be lower because the larger mass-market population includes consumers who have no interest in the product. Data was collected randomly for the entire population and analyzed across a wide variety of goods; therefore, the total market population of 303, 428 is used in Table 11.

The rate of current purchases (column three) for each product reported in the dataset of 1,091 was applied to the estimated total market population. This calculation estimates the market population currently buying the product (column four). Next, the rate of unmet-demand (column seven) was estimated by multiplying the rate at which each product was unavailable (column five) with the rate

respondents are willing to purchase (column six). This rate of unmet demand was then applied to the total market population to estimate a population of unmet demand (column eight). Finally, market population currently buying the product (column four) and unmet demand (column eight) are added together to estimate total market demand (column nine). It merits repeating that 'total demand' does not consider the capacity to purchase, but rather willingness to purchase if or when the respondent has the money.

Table 11: Estimated Market Size

| | Market | Current | | Rate | Potential Demand | | Unmet | Total |
|------------------------|--------|---------|------|------|------------------|-------|-------|--------------|
| | | Rate in | Est. | | Rate | Unmet | | |
| Bed | 303.4 | 89% | 270 | 3% | 100% | 3% | 9 | 279.2 |
| Suitcase | 303.4 | 89% | 270 | 3% | 75% | 2% | 7 | 276.9 |
| Pen | 303.4 | 90% | 273 | 1% | 100% | 1% | 3 | 276.1 |
| Telephone | 303.4 | 83% | 252 | 6% | 100% | 6% | 18 | 270.1 |
| Notebook | 303.4 | 85% | 258 | 3% | 100% | 3% | 9 | 267.0 |
| Knife | 303.4 | 87% | 264 | 1% | 50% | 1% | 2 | 265.5 |
| Pencil | 303.4 | 87% | 264 | 0% | - | - | - | 264.0 |
| Indigo | 303.4 | 80% | 243 | 2% | 100% | 2% | 6 | 248.8 |
| Radio | 303.4 | 78% | 237 | 4% | 86% | 3% | 10 | 247.1 |
| Machete | 303.4 | 80% | 243 | 1% | 100% | 1% | 3 | 245.8 |
| Cooking Pot | 303.4 | 77% | 234 | 1% | 100% | 1% | 3 | 236.7 |
| Water Purifying | 303.4 | 61% | 185 | 10% | 100% | 10% | 30 | 215.4 |
| Garden Hoe | 303.4 | 66% | 200 | 2% | 33% | 1% | 2 | 202.3 |
| Drinking Water | 303.4 | 53% | 161 | 12% | 100% | 12% | 36 | 197.2 |
| Solar Lamp | 303.4 | 44% | 134 | 22% | 92% | 20% | 61 | 194.9 |
| Powdered Milk | 303.4 | 49% | 149 | 10% | 100% | 10% | 30 | 179.0 |
| Jewelry | 303.4 | 43% | 130 | 18% | 79% | 14% | 43 | 173.6 |
| DVD Player | 303.4 | 27% | 82 | 35% | 82% | 29% | 87 | 169.0 |
| Insecticide | 303.4 | 33% | 100 | 25% | 90% | 23% | 68 | 168.4 |
| Pickaxe | 303.4 | 51% | 155 | 4% | 100% | 4% | 12 | 166.9 |
| Refrigerator | 303.4 | 14% | 42 | 49% | 77% | 38% | 114 | 157.0 |
| Water Filter | 303.4 | 19% | 58 | 35% | 93% | 33% | 99 | 156.4 |
| Bicycle | 303.4 | 26% | 79 | 28% | 87% | 24% | 74 | 152.8 |
| Whole Grain | 303.4 | 15% | 46 | 39% | 89% | 35% | 105 | 150.8 |
| Water Pump | 303.4 | 4% | 12 | 49% | 85% | 42% | 126 | 138.5 |
| Blender | 303.4 | 23% | 70 | 29% | 73% | 21% | 64 | 134.0 |
| Fertilizer | 303.4 | 11% | 33 | 39% | 85% | 33% | 101 | 134.0 |
| Generator | 303.4 | 6% | 18 | 46% | 81% | 37% | 113 | 131.3 |
| Electrical Cord | 303.4 | 27% | 82 | 21% | 76% | 16% | 48 | 130.4 |
| Electric Fan | 303.4 | 19% | 58 | 32% | 73% | 23% | 71 | 128.5 |
| Computer | 303.4 | 4% | 12 | 50% | 73% | 37% | 111 | 122.9 |
| Gas Stove | 303.4 | 5% | 15 | 42% | 75% | 32% | 96 | 110.8 |
| Washing Machine | 303.4 | 2% | 6 | 44% | 75% | 33% | 100 | 106.2 |
| Motor Oil | 303.4 | 21% | 64 | 18% | 71% | 13% | 39 | 102.5 |
| Pipe | 303.4 | 17% | 52 | 23% | 64% | 15% | 45 | 96.2 |
| Tape Measure | 303.4 | 12% | 36 | 17% | 62% | 11% | 32 | 68.4 |

*Values for populations reported in thousands (1,000s) of people

(1) Percentage of respondents reporting having purchased the item

(2) Percentage of respondents reporting the reason then "Never Purchased" was because the product was "Unavailable" (as

(3) Percentage of respondents willing to purchase if they had the financial means

(4) Estimated unmet demand (%) calculated thusly: (Rate of Unavailability) x (Willingness to Purchase)

(5) Estimated population of unmet demand

7.0 Conclusion

Several factors contribute to the potential to launch a project offering opportunities to local small entrepreneurs in the Plateau. The region is well situated for productive commercial ventures, with the department's major towns being connected to each other as well as Port-au-Prince and the Dominican Republic by good roads. Merchants small and large in the region are accustomed to slim profit margins on many goods that sell relatively quickly, with wider margins on inexpensive items and, frequently, those with slower turnover (Table 1, Merchant Inventory Summary). The largest share of the profits in the chain (by far) go to those in a position to buy in mass quantities (Table 10), so working to directly link the Plateau's entrepreneurs with international markets has the potential to dramatically increase their income.

The following recommendations outline possible next steps:

- Explore the possibility of partnering directly with some of the small-business people identified as trusted vendors by respondents in the consumer survey. People spread across the target region were mentioned numerous times: Blen in Mirebalais; Miguelien in Boucan Carre; Madame Renoit Plesir in Thomonde, Molaine in Thomassique; and Bonel in Hinche. Some of these might not be as helpful as hoped – Bonel in Hinche is mentioned 15 times (second only to Mme. Renoit), but Kay Bonel (listed four times) is not the name of a relatively small-time female entrepreneur. It is one of the largest – in not *the* largest – depots in Hinche. Below in Tables 12.1 thru 12.3 are the results of a free-listing exercise to identify the most trusted market women at the commune-, habitasyon-, and locality-levels. The names in each table are the most frequently reported names from the 1,091 consumers surveyed.
- A pilot project should examine a wide range of possible ventures. The “will you buy” surveys as well as the freelistings to identify items largely missing from the market have provided a list of products worth exploring. Tools, such as pickaxes and hoes, are not available in many places outside larger towns, but they're useful and well-suited for the needs of rural Haitians, so the unmet or undermet demand for these items is worth exploring.
- Items identified as missing but wanted should be explored, because they represent an identified need that is being underserved. Focus then on distinct groups: 1) innovative items such as water filters, water purifying tablets, and solar lamps. As with any new product, however, selling the public on solar lamps when their cost is hundreds of gourdes higher than a standard flashlight will not be easy. As one Hinche market vendor put it, “This little flashlight is 100 gourdes. They prefer to buy that.”
- Personal items such as bath soap and high quality body lotions are cited by merchants as popular goods and they offer higher potential profit margins than goods such as rice and laundry detergent, which many market women sell but do not stand to earn much money on.
- As mentioned in the November 2013 report, it is important to offer commissions over salary, as such a structure more closely follows the experience of market vendors who, as evidenced by their stature in the community and commercial success, are driven and skilled at spotting and exploiting economic opportunity.

Table 12.1: Trusted Market Women (Commune)

| Name | Commune |
|--------------------|----------------|
| Bonel | Hinche |
| Madan renoir | Thomonde |
| Blen | Thomonde |
| Madame renoir | Thomonde |
| Makenn | Thomonde |
| Mm Leoniard | Thomonde |
| Migelson | Boucan-Carre |
| Klotide | Thomonde |
| Fidel isidor | Thomassique |
| Mersilia | Boucan-Carre |
| Miguelson boisio | Boucan-Carre |
| Madan ivon | Lascahobas |
| Lucien jn francois | Thomassique |
| Imene | Thomonde |
| Manno | Mirebalais |

Table 12.2: Trusted Market Women (Habitasyon)

| Name | Habitasyon |
|----------------|--------------------|
| Clack | N/A* |
| Imene | Ville Thomonde |
| Fanfan | Ville Thomonde |
| Madan laguerre | Andeyo Mirebalais |
| Leonia | Ville Thomonde |
| Klotide pierre | N/A* |
| Fifi | N/A* |
| Makenn | Ville Thomonde |
| Jeannette | Andeyo Hinche |
| Lena | N/A* |
| Madame renoir | Ville Thomonde |
| Madan maselon | Ville Lascahobas |
| Madan Tores | Andeyo Thomassique |
| Elida metivier | Andeyo Thomonde |
| Mole | N/A* |

(N/A*) information unavailable, conflicting, or otherwise unreliable

| Name | Locality |
|-----------------|------------------|
| Madan jean yvon | Bo Mache |
| Fifi | N/A* |
| Tiblanc nerson | N/A* |
| Madan laguerre | Kou Grouj |
| Titite | Seka Kadet |
| Miguelson | Sanbo |
| Luckson | Bo lopital Kanj |
| Odette | Rue Capois |
| Renise | Jinpa |
| Jean | N/A* |
| Lifet | Mache Mirebalais |
| Malaine | Madam Si |
| Fanfan | Bo Mache |
| Madame Nonnor | Peligre |

(N/A*) information unavailable, conflicting, or otherwise unreliable

7.1 Product Sales Recommendations

A multi-stage screening process was used to finalize a list of thirty products that should be sold in the marketplace. These quantitative and qualitative screening processes are described below and the resulting product recommendations are shown in Table 13: Final Product Recommendations.

Quantitative Screening

A series of quantitative screens as applied to the survey data to determine which products would be most likely to succeed in the marketplace. To pass the Quantitative Screening process a product must meet three criteria:

1. No more than 40% of consumers surveyed reported that the product is “Unwanted.” Excluding products with percentages over this threshold ensures that products are either (i) purchased frequently in the marketplace, or (ii) there is a large unmet demand for the product. Twenty products are eliminated with this screen: Bicycle, Blender, Chickenfeed, Computer, Electric Fan, Electrical Cord, Extension Cord, Fertilizer, Gas Stove, Generator, Insecticide, Motor Oil, Pickaxe, Pipe, Powdered Milk, Tape Measure, Washing Machine, Water Filter, Water Pump, Whole Grain
2. At least 50% of consumers surveyed purchased the product in the past year. Excluding products with percentages below this threshold eliminates products that may not sell quickly thereby increasing inventory-holding costs. Fifteen products are eliminated with this screen: Aspirin/Pain Reliever, Bed, Cloth/Fabric, Cooking Pot, Drinking Glass, DVD Player, Flashlight, Garden Hoe, Hair Relaxer, Jewelry, Machete, Paint, Radio, Refrigerator, Solar Lamp
3. Finally, an assessment on consumers’ general ability and willingness to buy was made. A measure of “Strong”, “Moderate”, or “Weak” was assigned to each product based on its characteristics as a consumer-staple versus luxury-item, low versus high price-point, and whether the product is needed urgently, for example medication. Only products with “Strong” or “Moderate” rankings passed. Zero products are eliminated with this screen.

A visual summary of this quantitative screening process is shown below in Figure 1. It should be noted, however, that these screens are demand-centric and do not take into account the important decisions—e.g. inventory costs, profitability, access to suppliers—that must be considered by merchants interested in selling these products.

Figure 1: Quantitative Screening Process



Qualitative Screening

Finally, qualitative measures were applied to the final list of thirty products to provide a meaningful ordinal ranking of sales recommendations. This qualitative ranking was applied separate from the survey data to identify products merchants would be most likely agree are suitable for sale, and those consumers would be most likely to buy. These qualitative measures include:

- The product should not be among those for which competition is already extremely intense, judging by their wide availability in local markets. Shop owners and market vendors in Hinche and Mirebalais expressed a willingness to seek more lucrative products to sell, but also a strong aversion to competing in already saturated markets. The Venn diagram in Section iv in the appendix illustrates how this factor resulted in lowered rankings for seven of the 17 products that fared best in the quantitative screening. These products included matches, laundry soap, and school supplies (notebooks, pens, and pencils).
- Items receiving the highest buy recommendation should offer merchants attractive profit/turnover rates. For some products, such as bath soap, this information is reflected in the pricing surveys. Three of the products identified in the quantitative screening (shampoo, deodorant, and perfume/cologne) were confirmed based on this consideration, because merchants identified the general category of beauty/personal products as reliable sellers with better than average profit potential. Among products included in the pricing surveys, body lotion was included in this highly recommended category, although it was not on the final recommendation list because it was not one of the products in the consumer survey. Items in the personal care/beauty category are ideally suited for sale together, particularly in a basket of goods targeting women consumers.
- Finally, there should be a demonstrated demand for the product, and a willingness/ability of a significant number of consumers to pay. These can be expected to be determining factors in both sales potential and the willingness of merchants to participate, foregoing other income opportunities. Eleven products, including computers and refrigerators, were eliminated based on

this screen due to their relatively high cost and the extremely limited buying power of most consumers in the Plateau (these products also failed to pass the quantitative screening).

The quantitative and qualitative screening processes yielded a final list of 30 products recommended for sale, ranked (see Table 13) according to their likelihood of success in the marketplace.

Table 13: Final Product Recommendations

| Product | Surveys Collected | Avg. Retail Unit Price | Consumers Reporting Unwanted | Consumers Purchased Within 1yr | Able & Willing to Purchase | Ranking |
|--------------------------------|--------------------------|-------------------------------|-------------------------------------|---------------------------------------|---------------------------------------|----------------|
| Bath Soap | 135 | \$0.43* | 0% | 99% | Strong | 1 |
| Sandals | 156 | \$3.29 | 0% | 99% | Strong | 2 |
| Perfume/Cologne | 162 | \$6.19* | 2% | 92% | Strong | 3 |
| Soap | 154 | \$0.25* | 1% | 99% | Strong | 4 |
| Toothpaste | 157 | \$1.47 | 3% | 94% | Strong | 5 |
| Underwear | 158 | \$2.92 | 2% | 88% | Strong | 6 |
| Clothes | 167 | \$8.43 | 2% | 86% | Strong | 7 |
| Deodorant | 156 | \$1.74 | 5% | 92% | Strong | 8 |
| Bleach | 157 | \$0.19* | 11% | 88% | Strong | 9 |
| Shampoo | 167 | \$1.37* | 14% | 76% | Strong | 10 |
| Laundry Soap | 162 | \$0.32* | 3% | 97% | Strong | 11 |
| Suitcase | 156 | \$7.59 | 8% | 80% | Moderate | 12 |
| Indigo | 135 | \$0.39* | 18% | 76% | Strong | 13 |
| Knife | 154 | \$1.28 | 12% | 64% | Strong | 14 |
| Water Purifying Tablets | 157 | \$0.22* | 29% | 56% | Strong | 15 |
| Cold Medicine | 167 | \$0.67* | 31% | 63% | Strong | 16 |
| Pepper | 157 | \$0.08* | 24% | 75% | Strong | 17 |
| Shoes | 135 | \$14.09 | 5% | 56% | Strong | 18 |
| Plate Cover | 167 | \$2.03* | 22% | 57% | Moderate | 19 |
| Cough Medicine | 158 | \$0.40 | 33% | 57% | Strong | 20 |
| Dish | 156 | \$5.29 | 26% | 52% | Moderate | 21 |
| Matches | 162 | \$0.06* | 2% | 97% | Strong | 22 |
| Pen | 167 | \$0.14* | 10% | 85% | Strong | 23 |
| Pencil | 158 | \$0.08* | 13% | 78% | Strong | 24 |
| Notebook | 156 | 3.02* | 13% | 77% | Moderate | 25 |
| Drinking Water | 167 | \$0.25 | 35% | 52% | Strong | 26 |
| Battery for Radio | 135 | \$1.70 | 27% | 51% | Strong | 27 |
| Construction Nail | 158 | \$0.43* | 12% | 55% | Moderate | 28 |
| Wash Basin | 135 | \$8.68 | 18% | 58% | Moderate | 29 |
| Telephone | 157 | \$24.55 | 11% | 54% | Strong | 30 |

*product sold in multiple unit sizes. See Appendix Section II for further pricing details

APPENDIX

i. Merchant Inventory Summary

| Merchant Inventory Summary (1 of 5) | | | | | | |
|--|--------------|-------------|-------------|-------------|------------------|-------------|
| | Matches | | Pen | | Drinking Water | |
| Supplier Location | | | | | | |
| Countryside | 1 | 2% | 0 | 0% | 2 | 4% |
| Town | 21 | 32% | 8 | 24% | 29 | 64% |
| Hinche/Mirebalais | 23 | 35% | 9 | 26% | 7 | 16% |
| Port-au-Prince | 20 | 30% | 16 | 47% | 6 | 13% |
| Dominican Republic | 0 | 0% | 0 | 0% | 0 | 0% |
| Other | 1 | 2% | 1 | 3% | 1 | 2% |
| Total | 66 | 100% | 34 | 100% | 45 | 100% |
| Inventory Purchase | | | | | | |
| Wholesale Unit Size | Kilo | | Box of Pens | | Bag/Box | |
| Median Per-Unit Cost | \$2.56 | | \$2.33 | | \$1.05 | |
| Median Days on Display | 15.5 | | 81.0 | | 2.0 | |
| Sales Size | | | | | | |
| Sale Item Unit Size | Small Box | | Single Pen | | Single Baggy | |
| Sales Items / Wholesale Unit | 100.0 | | 48.0 | | 60.0 | |
| Median Sale Item Price | \$0.05 | | \$0.12 | | \$0.05 | |
| Profit Summary | | | | | | |
| Cost per Sale Item | \$0.03 | | \$0.05 | | \$0.02 | |
| Profit per Sale Item | \$0.02 | | \$0.07 | | \$0.03 | |
| Estimated Profit Margin | 82% | | 140% | | 167% | |
| Merchant Inventory Summary (continued 2 of 5) | | | | | | |
| | Laundry Soap | | Bath Soap | | Body Lotion | |
| Supplier Location | | | | | | |
| Countryside | 1 | 2% | 0 | 0% | 0 | 0% |
| Town | 22 | 41% | 12 | 22% | 6 | 15% |
| Hinche/Mirebalais | 15 | 28% | 14 | 25% | 8 | 20% |
| Port-au-Prince | 9 | 17% | 28 | 51% | 25 | 63% |
| Dominican Republic | 7 | 13% | 0 | 0% | 0 | 0% |
| Other | 0 | 0% | 1 | 2% | 1 | 3% |
| Total | 54 | 100% | 55 | 100% | 40 | 100% |
| Inventory Purchase | | | | | | |
| Wholesale Unit Size | Sack | | Case | | Case | |
| Median Per-Unit Cost | \$19.77 | | \$13.37 | | \$17.44 | |
| Median Days on Display | 13.5 | | 17 | | 30.5 | |
| Sales Size | | | | | | |
| Sale Item Unit Size | Marmite | | Single Bar | | Single Container | |
| Sales Items / Wholesale Unit | 13.0 | | 72.0 | | 12.0 | |
| Median Sale Item Price | \$1.77 | | \$0.23 | | \$1.74 | |
| Profit Summary | | | | | | |
| Cost per Sale Item | \$1.52 | | \$0.19 | | \$1.45 | |
| Profit per Sale Item | \$0.25 | | \$0.05 | | \$0.29 | |
| Estimated Profit Margin | 16% | | 25% | | 20% | |

| Merchant Inventory Summary (continued 3 of 5) | | | | | | |
|--|---------------|--------|-------------------|------|----------------|------|
| | Diaper | | Wash Basin | | Battery | |
| Supplier Location | | | | | | |
| Countryside | 0 | 0% | 0 | 0% | 1 | 4% |
| Town | 4 | 12% | 0 | 0% | 4 | 17% |
| Hinche/Mirebalais | 11 | 32% | 2 | 12% | 8 | 33% |
| Port-au-Prince | 17 | 50% | 13 | 76% | 9 | 38% |
| Dominican Republic | 1 | 3% | 1 | 6% | 0 | 0% |
| Other | 1 | 3% | 1 | 6% | 2 | 8% |
| Total | 34 | 100% | 17 | 100% | 24 | 100% |
| Inventory Purchase | | | | | | |
| Wholesale Unit Size | Case | | Dozen | | Box of 2 Dozen | |
| Median Unit Cost | \$11.63 | | \$32.56 | | \$8.14 | |
| Median Day Display | 21.5 | | 15.0 | | 35.0 | |
| Sales Size | | | | | | |
| Sale Item Unit Size | Sleeve | Diaper | Single Item | | Single Battery | |
| Sales Items / Unit | 8.0 | 160.0 | 12.0 | | 24.0 | |
| Median Sale Price | \$4.65 | \$0.35 | \$3.49 | | \$0.47 | |
| Profit Summary | | | | | | |
| Cost per Sale Item | \$1.45 | \$0.07 | \$2.71 | | \$0.34 | |
| Profit per Sale Item | \$3.20 | \$0.28 | \$0.78 | | \$0.13 | |
| Estimated Margin | 220% | 380% | 29% | | 37% | |
| Merchant Inventory Summary (continued 4 of 5) | | | | | | |
| | Nails | | Rice | | Cement | |
| Supplier Location | | | | | | |
| Countryside | 1 | 5% | 1 | 1% | 0 | 0% |
| Town | 3 | 14% | 22 | 33% | 1 | 7% |
| Hinche/Mirebalais | 3 | 14% | 19 | 28% | 5 | 33% |
| Port-au-Prince | 12 | 55% | 24 | 36% | 6 | 40% |
| Dominican Republic | 0 | 0% | 0 | 0% | 3 | 20% |
| Other | 3 | 14% | 1 | 1% | 0 | 0% |
| Total | 22 | 100% | 67 | 100% | 15 | 100% |
| Inventory Purchase | | | | | | |
| Wholesale Unit Size | 20Kg Box | | One-half Sack | | Single Sack | |
| Median Per-Unit Cost | \$27.33 | | \$22.79 | | \$6.98 | |
| Median Days on Display | 27.5 | | 7.0 | | 21.0 | |
| Sales Size | | | | | | |
| Sale Item Unit Size | 1lbs of Nails | | Marmite | | Single Sack | |
| Sales Items / Wholesale Unit | 44.0 | | 7.0 | | 1.0 | |
| Median Sale Item Price | \$1.16 | | \$3.49 | | \$7.56 | |
| Profit Summary | | | | | | |
| Cost per Sale Item | \$0.62 | | \$3.26 | | \$6.98 | |
| Profit per Sale Item | \$0.54 | | \$0.23 | | \$0.58 | |
| Estimated Profit Margin | 87% | | 7% | | 8% | |

| Merchant Inventory Summary (continued 5 of 5) | | | | | | |
|--|--------------|------|--------------------|------|----------------------|------|
| | Paint | | Cooking Pot | | Pain Reliever | |
| Supplier Location | | | | | | |
| Countryside | 0 | 0% | 0 | 0% | 0 | 0% |
| Town | 2 | 14% | 3 | 27% | 4 | 33% |
| Hinche/Mirebalais | 2 | 14% | 1 | 9% | 1 | 8% |
| Port-au-Prince | 9 | 64% | 7 | 64% | 6 | 50% |
| Dominican Republic | 0 | 0% | 0 | 0% | 0 | 0% |
| Other | 1 | 7% | 0 | 0% | 1 | 8% |
| Total | 14 | 100% | 11 | 100% | 12 | 100% |
| Inventory Purchase | | | | | | |
| Wholesale Unit Size | 1 Gallon | | Single Pot | | Box of 240 Pills | |
| Median Per-Unit Cost | \$4.53 | | \$11.63 | | \$17.44 | |
| Median Days on Display | 60.0 | | 39.0 | | 32.0 | |
| Sales Size | | | | | | |
| Sale Item Unit Size | 1 Gallon | | Single Pot | | Sheet of 10 Pills | |
| Sales Items / Wholesale Unit | 1.0 | | 1.0 | | 24.0 | |
| Median Sale Item Price | \$5.23 | | \$29.07 | | \$1.16 | |
| Profit Summary | | | | | | |
| Cost per Sale Item | \$4.53 | | \$11.63 | | \$0.73 | |
| Profit per Sale Item | \$0.70 | | \$17.44 | | \$0.44 | |
| Estimated Profit Margin | 15% | | 150% | | 60% | |

ii. Product Purchase Summaries

Aspirin/Pain Reliever

Table 1: Aspirin Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 53 | 59% | 2.9 | \$0.18 |
| Bottle | 37 | 41% | 1.5 | \$0.80 |

Table 2: Aspirin Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 5 | 3% |
| Last Week | 16 | 10% |
| This Month | 7 | 4% |
| Last Month | 32 | 21% |
| Within a Year | 11 | 7% |
| Longer than a Year | 19 | 12% |
| Never | 66 | 42% |
| Total | 156 | 100% |

Table 3: Aspirin Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 4 | 3% |
| Unwanted | 62 | 40% |

Table 4: Aspirin Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 32% | 0% | 0% | 0% | 32% |
| Town | 18% | 18% | 0% | 0% | 36% |
| City | 11% | 3% | 9% | 0% | 23% |
| Other | 3% | 6% | 0% | 0% | 9% |
| Total | 64% | 27% | 9% | 0% | |

Bath Soap

Table 1: Bath Soap Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 118 | 87% | 1.9 | \$0.43 |
| Set | 17 | 13% | 3.9 | \$0.67 |

Table 2: Bath Soap Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 84 | 62% |
| Last Week | 38 | 28% |
| This Month | 7 | 5% |
| Last Month | 5 | 4% |
| Within a Year | 0 | 0% |
| Longer than a Year | 1 | 1% |
| Never | 0 | 0% |
| Total | 135 | 100% |

Table 3: Bath Soap Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 0 | 0% |
| Unwanted | 0 | 0% |

Table 4: Bath Soap Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 33% | 2% | 0% | 0% | 36% |
| Town | 17% | 30% | 1% | 0% | 47% |
| City | 7% | 4% | 1% | 0% | 13% |
| Other | 4% | 0% | 0% | 0% | 4% |
| Total | 62% | 36% | 2% | 0% | |

Battery for Radio

Table 1: Battery Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 91 | 100% | 3.9 | \$1.70 |

Table 2: Battery Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 10 | 7% |
| Last Week | 17 | 13% |
| This Month | 12 | 9% |
| Last Month | 20 | 15% |
| Within a Year | 11 | 8% |
| Longer than a Year | 21 | 16% |
| Never | 44 | 33% |
| Total | 135 | 100% |

Table 3: Battery Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 8 | 6% |
| Unwanted | 36 | 27% |

Table 4: Battery Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 32% | 3% | 1% | 0% | 36% |
| Town | 19% | 24% | 1% | 0% | 44% |
| City | 12% | 2% | 1% | 0% | 15% |
| Other | 2% | 2% | 0% | 0% | 4% |
| Total | 65% | 31% | 3% | 0% | |

Bed

Table 1: Bed Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 149 | 100% | 19.2 | \$97.21 |

Table 2: Bed Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 1 | 1% |
| Last Week | 4 | 2% |
| This Month | 8 | 5% |
| Last Month | 12 | 7% |
| Within a Year | 15 | 9% |
| Longer than a Year | 109 | 65% |
| Never | 18 | 11% |
| Total | 167 | 100% |

Table 3: Bed Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 5 | 3% |
| Unwanted | 13 | 8% |

Table 4: Bed Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 9% | 0% | 0% | 0% | 9% |
| Town | 21% | 17% | 0% | 0% | 38% |
| City | 21% | 3% | 5% | 0% | 30% |
| Other | 14% | 8% | 1% | 0% | 23% |
| Total | 65% | 29% | 6% | 0% | |

Bicycle

Table 1: Bicycle Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 35 | 100% | 1.1 | \$50.52 |

Table 2: Bicycle Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 0 | 0% |
| Last Week | 0 | 0% |
| This Month | 1 | 1% |
| Last Month | 2 | 1% |
| Within a Year | 5 | 4% |
| Longer than a Year | 27 | 20% |
| Never | 100 | 74% |
| Total | 135 | 100% |

Table 3: Bicycle Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 38 | 28% |
| Unwanted | 62 | 46% |

Table 4: Bicycle Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 3% | 0% | 0% | 0% | 3% |
| Town | 14% | 17% | 0% | 0% | 31% |
| City | 31% | 9% | 3% | 0% | 43% |
| Other | 6% | 17% | 0% | 0% | 23% |
| Total | 54% | 43% | 3% | 0% | |

Bleach

Table 1: Bleach Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|----------------|-------|------------|-----------|------------|
| Baggy | 106 | 76% | 2.5 | \$0.19 |
| Cup | 29 | 21% | 13.2 | \$1.85 |
| Marmite | 5 | 4% | 1.0 | \$18.19 |

Table 2: Bleach Purchase Frequency

| | Freq. | Percentage |
|---------------------------|------------|-------------|
| This Week | 88 | 56% |
| Last Week | 36 | 23% |
| This Month | 7 | 4% |
| Last Month | 6 | 4% |
| Within a Year | 1 | 1% |
| Longer than a Year | 2 | 1% |
| Never | 17 | 11% |
| Total | 157 | 100% |

Table 3: Bleach Reasons Never Purchased

| | Freq. | Percentage |
|--------------------|-------|------------|
| Unavailable | 0 | 0% |
| Unwanted | 17 | 11% |

Table 4: Bleach Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 40% | 3% | 0% | 0% | 43% |
| Town | 19% | 22% | 1% | 0% | 43% |
| City | 6% | 2% | 1% | 0% | 10% |
| Other | 3% | 1% | 0% | 0% | 4% |
| Total | 69% | 29% | 3% | 0% | |

Blender

Table 1: Blender Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 36 | 100% | 1.0 | \$27.05 |

Table 2: Blender Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 1 | 1% |
| Last Week | 2 | 1% |
| This Month | 1 | 1% |
| Last Month | 9 | 6% |
| Within a Year | 7 | 5% |
| Longer than a Year | 16 | 10% |
| Never | 118 | 77% |
| Total | 154 | 100% |

Table 3: Blender Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 44 | 29% |
| Unwanted | 74 | 48% |

Table 4: Blender Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 3% | 3% | 0% | 0% | 6% |
| Town | 0% | 17% | 0% | 0% | 17% |
| City | 11% | 6% | 8% | 0% | 25% |
| Other | 19% | 28% | 6% | 0% | 53% |
| Total | 33% | 53% | 14% | 0% | |

Chickenfeed

Table 1: Chickenfeed Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|---------|-------|------------|-----------|------------|
| Cup | 20 | 29% | 1.8 | \$0.34 |
| Marmite | 48 | 70% | 2.4 | \$1.29 |
| Sack | 1 | 1% | 1.0 | \$18.60 |

Table 2: Chickenfeed Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 24 | 15% |
| Last Week | 18 | 11% |
| This Month | 9 | 6% |
| Last Month | 10 | 6% |
| Within a Year | 3 | 2% |
| Longer than a Year | 5 | 3% |
| Never | 93 | 57% |
| Total | 162 | 100% |

Table 3: Chickenfeed Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 6 | 4% |
| Unwanted | 87 | 54% |

Table 4: Chickenfeed Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 26% | 4% | 0% | 0% | 30% |
| Town | 19% | 26% | 0% | 0% | 45% |
| City | 9% | 1% | 4% | 0% | 14% |
| Other | 6% | 4% | 0% | 0% | 10% |
| Total | 59% | 36% | 4% | 0% | |

Cloth/Fabric

Table 1: Cloth/Fabric Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|------|-------|------------|-----------|------------|
| Yard | 112 | 99% | 2.9 | \$4.19 |
| Roll | 1 | 1% | 1.0 | \$18.60 |

Table 2: Cloth/Fabric Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 5 | 3% |
| Last Week | 7 | 5% |
| This Month | 6 | 4% |
| Last Month | 12 | 8% |
| Within a Year | 37 | 24% |
| Longer than a Year | 35 | 23% |
| Never | 52 | 34% |
| Total | 154 | 100% |

Table 3: Cloth/Fabric Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 3 | 2% |
| Unwanted | 49 | 32% |

Table 4: Cloth/Fabric Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 21% | 0% | 0% | 0% | 21% |
| Town | 27% | 24% | 0% | 0% | 51% |
| City | 19% | 5% | 0% | 0% | 24% |
| Other | 3% | 2% | 0% | 0% | 5% |
| Total | 70% | 30% | 0% | 0% | |

Clothes

Table 1: Clothes Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 161 | 100% | 3.3 | \$8.43 |

Table 2: Clothes Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 26 | 16% |
| Last Week | 26 | 16% |
| This Month | 24 | 14% |
| Last Month | 35 | 21% |
| Within a Year | 34 | 20% |
| Longer than a Year | 16 | 10% |
| Never | 6 | 4% |
| Total | 167 | 100% |

Table 3: Clothes Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 2 | 1% |
| Unwanted | 4 | 2% |

Table 4: Clothes Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 16% | 1% | 0% | 0% | 16% |
| Town | 27% | 26% | 1% | 0% | 53% |
| City | 16% | 3% | 5% | 0% | 24% |
| Other | 4% | 2% | 0% | 0% | 7% |
| Total | 62% | 32% | 6% | 0% | |

Cold Medicine

Table 1: Cold Medicine Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 62 | 55% | 4.5 | \$0.67 |
| Bottle | 51 | 45% | 2.3 | \$2.29 |

Table 2: Cold Medicine Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 17 | 10% |
| Last Week | 20 | 12% |
| This Month | 19 | 11% |
| Last Month | 37 | 22% |
| Within a Year | 12 | 7% |
| Longer than a Year | 8 | 5% |
| Never | 54 | 32% |
| Total | 167 | 100% |

Table 3: Cold Medicine Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 3 | 2% |
| Unwanted | 51 | 31% |

Table 4: Cold Medicine Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 22% | 0% | 0% | 0% | 22% |
| Town | 24% | 28% | 0% | 0% | 52% |
| City | 16% | 3% | 5% | 0% | 24% |
| Other | 2% | 0% | 0% | 0% | 2% |
| Total | 64% | 31% | 5% | 0% | |

Computer

Table 1: Computer Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 7 | 100% | 1.0 | \$248.84 |

Table 2: Computer Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 0 | 0% |
| Last Week | 0 | 0% |
| This Month | 1 | 1% |
| Last Month | 0 | 0% |
| Within a Year | 1 | 1% |
| Longer than a Year | 5 | 3% |
| Never | 155 | 96% |
| Total | 162 | 100% |

Table 3: Computer Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 81 | 50% |
| Unwanted | 74 | 46% |

Table 4: Computer Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 0% | 0% | 0% | 0% | 0% |
| Town | 0% | 14% | 0% | 0% | 14% |
| City | 0% | 14% | 14% | 0% | 29% |
| Other | 0% | 29% | 29% | 0% | 57% |
| Total | 0% | 57% | 43% | 0% | |

Construction Nail

Table 1: Construction Nail Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 3 | 2% | 35.3 | \$0.43 |
| Pound | 131 | 98% | 5.6 | \$1.34 |

Table 2: Construction Nail Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 11 | 7% |
| Last Week | 11 | 7% |
| This Month | 12 | 8% |
| Last Month | 26 | 16% |
| Within a Year | 27 | 17% |
| Longer than a Year | 47 | 30% |
| Never | 24 | 15% |
| Total | 158 | 100% |

Table 3: Construction Nail Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 5 | 3% |
| Unwanted | 19 | 12% |

Table 4: Construction Nail Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 11% | 0% | 0% | 1% | 12% |
| Town | 27% | 28% | 1% | 0% | 56% |
| City | 18% | 7% | 3% | 0% | 27% |
| Other | 3% | 0% | 1% | 0% | 4% |
| Total | 59% | 35% | 4% | 1% | |

Cooking Pot

Table 1: Cooking Pot Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 104 | 100% | 1.7 | \$9.50 |

Table 2: Cooking Pot Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 1 | 1% |
| Last Week | 2 | 1% |
| This Month | 3 | 2% |
| Last Month | 8 | 6% |
| Within a Year | 17 | 13% |
| Longer than a Year | 73 | 54% |
| Never | 31 | 23% |
| Total | 135 | 100% |

Table 3: Cooking Pot Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 2 | 1% |
| Unwanted | 29 | 21% |

Table 4: Cooking Pot Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 16% | 2% | 0% | 0% | 18% |
| Town | 17% | 16% | 1% | 0% | 35% |
| City | 17% | 6% | 1% | 0% | 24% |
| Other | 12% | 11% | 1% | 0% | 23% |
| Total | 63% | 35% | 3% | 0% | |

Cough Medicine

Table 1: Cough Medicine Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 68 | 67% | 3.9 | \$0.40 |
| Bottle | 34 | 33% | 2.4 | \$2.87 |

Table 2: Cough Medicine Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 16 | 10% |
| Last Week | 17 | 11% |
| This Month | 17 | 11% |
| Last Month | 33 | 21% |
| Within a Year | 6 | 4% |
| Longer than a Year | 13 | 8% |
| Never | 56 | 35% |
| Total | 158 | 100% |

Table 3: Cough Medicine Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 4 | 3% |
| Unwanted | 52 | 33% |

Table 4: Cough Medicine Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 17% | 1% | 0% | 0% | 17% |
| Town | 23% | 32% | 1% | 0% | 56% |
| City | 17% | 3% | 4% | 0% | 23% |
| Other | 2% | 0% | 0% | 0% | 2% |
| Total | 58% | 36% | 5% | 0% | |

Deodorant

Table 1: Deodorant Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 148 | 100% | 1.5 | \$1.74 |

Table 2: Deodorant Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 29 | 19% |
| Last Week | 42 | 27% |
| This Month | 24 | 15% |
| Last Month | 42 | 27% |
| Within a Year | 6 | 4% |
| Longer than a Year | 5 | 3% |
| Never | 8 | 5% |
| Total | 156 | 100% |

Table 3: Deodorant Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 0 | 0% |
| Unwanted | 8 | 5% |

Table 4: Deodorant Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 21% | 1% | 0% | 0% | 22% |
| Town | 25% | 25% | 1% | 0% | 51% |
| City | 10% | 2% | 4% | 0% | 16% |
| Other | 4% | 6% | 1% | 0% | 11% |
| Total | 60% | 34% | 6% | 0% | |

Dish

Table 1: Dish Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 112 | 100% | 4.9 | \$5.29 |

Table 2: Dish Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 7 | 4% |
| Last Week | 7 | 4% |
| This Month | 8 | 5% |
| Last Month | 30 | 19% |
| Within a Year | 29 | 19% |
| Longer than a Year | 31 | 20% |
| Never | 44 | 28% |
| Total | 156 | 100% |

Table 3: Dish Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 3 | 2% |
| Unwanted | 41 | 26% |

Table 4: Dish Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 17% | 0% | 0% | 0% | 17% |
| Town | 26% | 26% | 0% | 0% | 52% |
| City | 14% | 3% | 5% | 0% | 22% |
| Other | 7% | 2% | 0% | 0% | 9% |
| Total | 64% | 30% | 5% | 0% | |

Drinking Glass

Table 1: Drinking Glass Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 12 | 13% | 3.2 | \$1.29 |
| Pair | 43 | 45% | 3.1 | \$1.58 |
| Dozen | 40 | 42% | 3.0 | \$4.36 |

Table 2: Drinking Glass Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 4 | 3% |
| Last Week | 2 | 1% |
| This Month | 2 | 1% |
| Last Month | 20 | 13% |
| Within a Year | 16 | 10% |
| Longer than a Year | 51 | 32% |
| Never | 62 | 39% |
| Total | 157 | 100% |

Table 3: Drinking Glass Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 7 | 4% |
| Unwanted | 55 | 35% |

Table 4: Drinking Glass Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 17% | 0% | 0% | 0% | 17% |
| Town | 33% | 21% | 1% | 0% | 55% |
| City | 16% | 2% | 1% | 0% | 19% |
| Other | 7% | 2% | 0% | 0% | 9% |
| Total | 73% | 25% | 2% | 0% | |

Drinking Water

Table 1: Drinking Water Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-----------------|-------|------------|-----------|------------|
| 5 Gallon | 16 | 18% | 3.8 | \$0.25 |
| Bottle | 1 | 1% | 3.0 | \$0.47 |
| Baggy | 40 | 45% | 4.3 | \$0.51 |
| 1 Gallon | 31 | 35% | 2.2 | \$0.83 |

Table 2: Drinking Water Purchase Frequency

| | Freq. | Percentage |
|---------------------------|------------|-------------|
| This Week | 64 | 38% |
| Last Week | 12 | 7% |
| This Month | 4 | 2% |
| Last Month | 7 | 4% |
| Within a Year | 0 | 0% |
| Longer than a Year | 1 | 1% |
| Never | 79 | 47% |
| Total | 167 | 100% |

Table 3: Drinking Water Reasons Never Purchased

| | Freq. | Percentage |
|--------------------|-------|------------|
| Unavailable | 20 | 12% |
| Unwanted | 59 | 35% |

Table 4: Drinking Water Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 17% | 1% | 0% | 0% | 18% |
| Town | 17% | 38% | 2% | 0% | 57% |
| City | 9% | 7% | 8% | 0% | 24% |
| Other | 0% | 1% | 0% | 0% | 1% |
| Total | 43% | 47% | 10% | 0% | |

DVD Player

Table 1: DVD Player Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|---------------|-------|------------|-----------|------------|
| Bottle | 44 | 100% | 1.1 | \$62.25 |

Table 2: DVD Player Purchase Frequency

| | Freq. | Percentage |
|---------------------------|------------|-------------|
| This Week | 0 | 0% |
| Last Week | 0 | 0% |
| This Month | 1 | 1% |
| Last Month | 7 | 4% |
| Within a Year | 13 | 8% |
| Longer than a Year | 23 | 14% |
| Never | 118 | 73% |
| Total | 162 | 100% |

Table 3: DVD Player Reasons Never Purchased

| | Freq. | Percentage |
|--------------------|-------|------------|
| Unavailable | 56 | 35% |
| Unwanted | 62 | 38% |

Table 4: DVD Player Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 2% | 0% | 0% | 0% | 2% |
| Town | 2% | 18% | 0% | 0% | 20% |
| City | 14% | 23% | 11% | 0% | 48% |
| Other | 7% | 23% | 0% | 0% | 30% |
| Total | 25% | 64% | 11% | 0% | |

Electric Fan

Table 1: Electric Fan Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 30 | 100% | 1.1 | \$26.05 |

Table 2: Electric Fan Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 0 | 0% |
| Last Week | 0 | 0% |
| This Month | 4 | 3% |
| Last Month | 6 | 4% |
| Within a Year | 7 | 5% |
| Longer than a Year | 13 | 8% |
| Never | 124 | 81% |
| Total | 154 | 100% |

Table 3: Electric Fan Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 49 | 32% |
| Unwanted | 75 | 49% |

Table 4: Electric Fan Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 0% | 0% | 0% | 0% | 0% |
| Town | 0% | 17% | 3% | 0% | 20% |
| City | 13% | 3% | 13% | 0% | 30% |
| Other | 17% | 33% | 0% | 0% | 50% |
| Total | 30% | 53% | 17% | 0% | |

Electrical Cord

Table 1: Electrical Cord Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|------|-------|------------|-----------|------------|
| Foot | 26 | 62% | 19.6 | \$7.62 |
| Cord | 16 | 38% | 3.3 | \$29.25 |

Table 2: Electrical Cord Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 0 | 0% |
| Last Week | 5 | 3% |
| This Month | 4 | 3% |
| Last Month | 10 | 6% |
| Within a Year | 10 | 6% |
| Longer than a Year | 13 | 8% |
| Never | 116 | 73% |
| Total | 158 | 100% |

Table 3: Electrical Cord Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 33 | 21% |
| Unwanted | 83 | 53% |

Table 4: Electrical Cord Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 5% | 0% | 0% | 0% | 5% |
| Town | 9% | 33% | 0% | 0% | 42% |
| City | 16% | 14% | 2% | 0% | 33% |
| Other | 2% | 14% | 2% | 0% | 19% |
| Total | 33% | 60% | 5% | 0% | |

Extension Cord

Table 1: Extension Cord Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 49 | 100% | 3.0 | \$1.73 |

Table 2: Extension Cord Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 2 | 1% |
| Last Week | 4 | 3% |
| This Month | 5 | 3% |
| Last Month | 25 | 16% |
| Within a Year | 7 | 4% |
| Longer than a Year | 6 | 4% |
| Never | 110 | 69% |
| Total | 159 | 100% |

Table 3: Extension Cord Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 9 | 6% |
| Unwanted | 101 | 64% |

Table 4: Extension Cord Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 8% | 0% | 2% | 0% | 10% |
| Town | 27% | 27% | 0% | 0% | 53% |
| City | 12% | 2% | 2% | 0% | 16% |
| Other | 14% | 6% | 0% | 0% | 20% |
| Total | 61% | 35% | 4% | 0% | |

Fertilizer

Table 1: Fertilizer Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|---------|-------|------------|-----------|------------|
| Marmite | 11 | 73% | 2.6 | \$6.45 |
| Sack | 4 | 27% | 2.0 | \$28.49 |

Table 2: Fertilizer Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 0 | 0% |
| Last Week | 1 | 1% |
| This Month | 0 | 0% |
| Last Month | 4 | 3% |
| Within a Year | 2 | 1% |
| Longer than a Year | 8 | 6% |
| Never | 120 | 89% |
| Total | 135 | 100% |

Table 3: Fertilizer Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 53 | 39% |
| Unwanted | 67 | 50% |

Table 4: Fertilizer Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 7% | 0% | 0% | 0% | 7% |
| Town | 27% | 13% | 7% | 0% | 47% |
| City | 27% | 7% | 0% | 0% | 33% |
| Other | 7% | 7% | 0% | 0% | 13% |
| Total | 67% | 27% | 7% | 0% | |

Flashlight

Table 1: Flashlight Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 99 | 100% | 1.7 | \$3.12 |

Table 2: Flashlight Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 6 | 4% |
| Last Week | 3 | 2% |
| This Month | 7 | 4% |
| Last Month | 36 | 23% |
| Within a Year | 23 | 15% |
| Longer than a Year | 24 | 15% |
| Never | 58 | 37% |
| Total | 157 | 100% |

Table 3: Flashlight Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 6 | 4% |
| Unwanted | 52 | 33% |

Table 4: Flashlight Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 23% | 3% | 0% | 0% | 26% |
| Town | 25% | 16% | 0% | 0% | 41% |
| City | 11% | 4% | 3% | 0% | 18% |
| Other | 6% | 6% | 2% | 0% | 14% |
| Total | 66% | 29% | 5% | 0% | |

Garden Hoe

Table 1: Garden Hoe Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 102 | 100% | 1.2 | \$9.66 |

Table 2: Garden Hoe Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 5 | 3% |
| Last Week | 7 | 5% |
| This Month | 6 | 4% |
| Last Month | 12 | 8% |
| Within a Year | 37 | 24% |
| Longer than a Year | 35 | 23% |
| Never | 52 | 34% |
| Total | 154 | 100% |

Table 3: Garden Hoe Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 3 | 2% |
| Unwanted | 49 | 32% |

Table 4: Garden Hoe Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 21% | 0% | 0% | 0% | 21% |
| Town | 27% | 24% | 0% | 0% | 51% |
| City | 19% | 5% | 0% | 0% | 24% |
| Other | 3% | 2% | 0% | 0% | 5% |
| Total | 70% | 30% | 0% | 0% | |

Gas Stove

Table 1: Gas Stove Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 8 | 100% | 1.0 | \$58.75 |

Table 2: Gas Stove Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 0 | 0% |
| Last Week | 0 | 0% |
| This Month | 0 | 0% |
| Last Month | 0 | 0% |
| Within a Year | 1 | 1% |
| Longer than a Year | 7 | 4% |
| Never | 150 | 95% |
| Total | 158 | 100% |

Table 3: Gas Stove Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 67 | 42% |
| Unwanted | 83 | 53% |

Table 4: Gas Stove Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 0% | 0% | 0% | 0% | 0% |
| Town | 0% | 0% | 0% | 0% | 0% |
| City | 11% | 11% | 0% | 0% | 22% |
| Other | 33% | 33% | 0% | 0% | 67% |
| Total | 44% | 44% | 0% | 0% | |

Generator

Table 1: Generator Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 9 | 100% | 1.0 | \$305.56 |

Table 2: Generator Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 0 | 0% |
| Last Week | 0 | 0% |
| This Month | 0 | 0% |
| Last Month | 1 | 1% |
| Within a Year | 0 | 0% |
| Longer than a Year | 8 | 5% |
| Never | 147 | 94% |
| Total | 156 | 100% |

Table 3: Generator Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 72 | 46% |
| Unwanted | 75 | 48% |

Table 4: Generator Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 0% | 0% | 0% | 0% | 0% |
| Town | 0% | 33% | 0% | 0% | 33% |
| City | 0% | 0% | 0% | 0% | 0% |
| Other | 33% | 33% | 0% | 0% | 67% |
| Total | 33% | 67% | 0% | 0% | |

Hair Relaxer

Table 1: Hair Relaxer Purchase Quantity & Price (Women Only)

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 47 | 100% | 1.2 | \$6.21 |

Table 2: Hair Relaxer Purchase Frequency (Women Only)

| | Freq. | Percentage |
|--------------------|-----------|-------------|
| This Week | 2 | 3% |
| Last Week | 4 | 5% |
| This Month | 4 | 5% |
| Last Month | 11 | 14% |
| Within a Year | 10 | 13% |
| Longer than a Year | 16 | 20% |
| Never | 32 | 41% |
| Total | 79 | 100% |

Table 3: Hair Relaxer Reasons Never Purchased (Women Only)

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 4 | 5% |
| Unwanted | 28 | 35% |

Table 4: Hair Relaxer Location of Seller & Buyer (Women Only)

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 3% | 1% | 0% | 0% | 4% |
| Town | 5% | 9% | 0% | 0% | 14% |
| City | 11% | 2% | 3% | 0% | 16% |
| Other | 2% | 2% | 0% | 0% | 4% |
| Total | 21% | 14% | 3% | 0% | |

Indigo

Table 1: Indigo Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 97 | 90% | 1.8 | \$0.39 |
| Box | 11 | 10% | 1.5 | \$1.55 |

Table 2: Indigo Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 39 | 29% |
| Last Week | 47 | 35% |
| This Month | 10 | 7% |
| Last Month | 5 | 4% |
| Within a Year | 2 | 1% |
| Longer than a Year | 5 | 4% |
| Never | 27 | 20% |
| Total | 135 | 100% |

Table 3: Indigo Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 3 | 2% |
| Unwanted | 24 | 18% |

Table 4: Indigo Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 35% | 2% | 0% | 0% | 37% |
| Town | 19% | 32% | 1% | 0% | 53% |
| City | 4% | 4% | 2% | 0% | 9% |
| Other | 1% | 0% | 0% | 0% | 1% |
| Total | 59% | 38% | 3% | 0% | |

Insecticide

Table 1: Insecticide Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|--------------|-------|------------|-----------|------------|
| Set | 8 | 16% | 1.9 | \$2.33 |
| Baggy | 43 | 84% | 2.1 | \$3.71 |

Table 2: Insecticide Purchase Frequency

| | Freq. | Percentage |
|---------------------------|------------|-------------|
| This Week | 4 | 3% |
| Last Week | 4 | 3% |
| This Month | 4 | 3% |
| Last Month | 20 | 13% |
| Within a Year | 14 | 9% |
| Longer than a Year | 5 | 3% |
| Never | 105 | 67% |
| Total | 156 | 100% |

Table 3: Insecticide Reasons Never Purchased

| | Freq. | Percentage |
|--------------------|-------|------------|
| Unavailable | 39 | 25% |
| Unwanted | 66 | 42% |

Table 4: Insecticide Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 8% | 2% | 0% | 0% | 10% |
| Town | 29% | 22% | 2% | 0% | 53% |
| City | 12% | 8% | 4% | 0% | 24% |
| Other | 12% | 2% | 0% | 0% | 14% |
| Total | 61% | 33% | 6% | 0% | |

Jewelry

Table 1: Jewelry Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 70 | 100% | 6.2 | \$32.28 |

Table 2: Jewelry Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 3 | 2% |
| Last Week | 4 | 2% |
| This Month | 3 | 2% |
| Last Month | 25 | 15% |
| Within a Year | 13 | 8% |
| Longer than a Year | 22 | 14% |
| Never | 92 | 57% |
| Total | 162 | 100% |

Table 3: Jewelry Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 29 | 18% |
| Unwanted | 63 | 39% |

Table 4: Jewelry Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 9% | 1% | 0% | 0% | 10% |
| Town | 14% | 26% | 3% | 0% | 43% |
| City | 23% | 3% | 3% | 0% | 29% |
| Other | 13% | 6% | 0% | 0% | 19% |
| Total | 59% | 36% | 6% | 0% | |

Knife

Table 1: Knife Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 134 | 100% | 1.4 | \$1.28 |

Table 2: Knife Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 6 | 4% |
| Last Week | 15 | 10% |
| This Month | 13 | 8% |
| Last Month | 34 | 22% |
| Within a Year | 31 | 20% |
| Longer than a Year | 35 | 23% |
| Never | 20 | 13% |
| Total | 154 | 100% |

Table 3: Knife Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 2 | 1% |
| Unwanted | 18 | 12% |

Table 4: Knife Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 22% | 1% | 0% | 0% | 22% |
| Town | 22% | 21% | 0% | 0% | 43% |
| City | 17% | 4% | 7% | 0% | 29% |
| Other | 4% | 1% | 0% | 0% | 5% |
| Total | 65% | 28% | 7% | 0% | |

Laundry Soap

Table 1: Laundry Soap Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|---------------|-------|------------|-----------|------------|
| Cup | 107 | 68% | 1.6 | \$0.32 |
| Plastic Baggy | 18 | 11% | 1.7 | \$0.98 |
| Marmite | 23 | 15% | 1.3 | \$1.61 |
| Sack | 9 | 6% | 1.3 | \$14.07 |

Table 2: Laundry Soap Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 102 | 63% |
| Last Week | 44 | 27% |
| This Month | 6 | 4% |
| Last Month | 5 | 3% |
| Within a Year | 0 | 0% |
| Longer than a Year | 0 | 0% |
| Never | 5 | 3% |
| Total | 162 | 100% |

Table 3: Laundry Soap Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 0 | 0% |
| Unwanted | 5 | 3% |

Table 4: Laundry Soap Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 43% | 1% | 0% | 0% | 44% |
| Town | 11% | 28% | 1% | 0% | 40% |
| City | 6% | 2% | 6% | 0% | 13% |
| Other | 2% | 1% | 0% | 0% | 3% |
| Total | 62% | 32% | 6% | 0% | |

Machete

Table 1: Machete Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 127 | 100% | 3.2 | \$4.78 |

Table 2: Machete Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 5 | 3% |
| Last Week | 6 | 4% |
| This Month | 11 | 7% |
| Last Month | 18 | 11% |
| Within a Year | 29 | 18% |
| Longer than a Year | 58 | 37% |
| Never | 31 | 20% |
| Total | 158 | 100% |

Table 3: Machete Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 1 | 1% |
| Unwanted | 30 | 19% |

Table 4: Machete Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 16% | 1% | 0% | 1% | 18% |
| Town | 23% | 25% | 0% | 0% | 48% |
| City | 12% | 5% | 2% | 0% | 19% |
| Other | 10% | 4% | 0% | 0% | 14% |
| Total | 62% | 34% | 2% | 1% | |

Matches

Table 1: Matches Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|------------|-------|------------|-----------|------------|
| Single Box | 97 | 62% | 2.5 | \$0.06 |
| 10 Boxes | 58 | 37% | 3.3 | \$0.46 |
| 100 Boxes | 2 | 1% | 1.5 | \$2.44 |

Table 2: Matches Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 85 | 52% |
| Last Week | 52 | 32% |
| This Month | 8 | 5% |
| Last Month | 11 | 7% |
| Within a Year | 1 | 1% |
| Longer than a Year | 0 | 0% |
| Never | 5 | 3% |
| Total | 162 | 100% |

Table 3: Matches Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 1 | 1% |
| Unwanted | 4 | 2% |

Table 4: Matches Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 38% | 1% | 0% | 0% | 38% |
| Town | 15% | 28% | 1% | 0% | 44% |
| City | 7% | 3% | 4% | 0% | 14% |
| Other | 4% | 0% | 0% | 0% | 4% |
| Total | 63% | 31% | 6% | 0% | |

Motor Oil

Table 1: Motor Oil Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|----------|-------|------------|-----------|------------|
| Quart | 22 | 79% | 1.1 | \$3.07 |
| 1 Gallon | 6 | 21% | 1.5 | \$9.92 |

Table 2: Motor Oil Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 5 | 4% |
| Last Week | 3 | 2% |
| This Month | 3 | 2% |
| Last Month | 10 | 7% |
| Within a Year | 4 | 3% |
| Longer than a Year | 3 | 2% |
| Never | 107 | 79% |
| Total | 135 | 100% |

Table 3: Motor Oil Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 24 | 18% |
| Unwanted | 83 | 61% |

Table 4: Motor Oil Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 0% | 0% | 0% | 0% | 0% |
| Town | 14% | 39% | 0% | 0% | 54% |
| City | 18% | 7% | 4% | 0% | 29% |
| Other | 14% | 4% | 0% | 0% | 18% |
| Total | 46% | 50% | 4% | 0% | |

Notebook

Table 1: Notebook Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 106 | 80% | 5.5 | \$3.02 |
| Dozen | 26 | 20% | 5.7 | \$7.45 |

Table 2: Notebook Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 3 | 2% |
| Last Week | 3 | 2% |
| This Month | 6 | 4% |
| Last Month | 39 | 25% |
| Within a Year | 69 | 44% |
| Longer than a Year | 12 | 8% |
| Never | 24 | 15% |
| Total | 156 | 100% |

Table 3: Notebook Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 4 | 3% |
| Unwanted | 20 | 13% |

Table 4: Notebook Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 17% | 0% | 0% | 0% | 17% |
| Town | 27% | 23% | 0% | 0% | 50% |
| City | 15% | 3% | 5% | 0% | 23% |
| Other | 5% | 5% | 0% | 0% | 10% |
| Total | 64% | 31% | 5% | 0% | |

Paint

Table 1: Paint Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|----------|-------|------------|-----------|------------|
| 1 Gallon | 10 | 11% | 2.9 | \$5.81 |
| Marmite | 38 | 42% | 2.3 | \$6.38 |
| 5 Gallon | 43 | 47% | 1.9 | \$8.87 |

Table 2: Paint Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 2 | 1% |
| Last Week | 2 | 1% |
| This Month | 5 | 3% |
| Last Month | 14 | 9% |
| Within a Year | 33 | 21% |
| Longer than a Year | 35 | 23% |
| Never | 63 | 41% |
| Total | 154 | 100% |

Table 3: Paint Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 23 | 15% |
| Unwanted | 40 | 26% |

Table 4: Paint Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 7% | 0% | 0% | 0% | 7% |
| Town | 22% | 21% | 0% | 0% | 43% |
| City | 25% | 4% | 8% | 0% | 37% |
| Other | 11% | 2% | 0% | 0% | 13% |
| Total | 65% | 27% | 8% | 0% | |

Pen

Table 1: Pen Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 130 | 87% | 2.6 | \$0.14 |
| Box | 20 | 13% | 1.5 | \$1.80 |

Table 2: Pen Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 72 | 43% |
| Last Week | 40 | 24% |
| This Month | 13 | 8% |
| Last Month | 9 | 5% |
| Within a Year | 8 | 5% |
| Longer than a Year | 8 | 5% |
| Never | 17 | 10% |
| Total | 167 | 100% |

Table 3: Pen Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 1 | 1% |
| Unwanted | 16 | 10% |

Table 4: Pen Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 28% | 2% | 0% | 0% | 30% |
| Town | 23% | 29% | 0% | 0% | 52% |
| City | 9% | 2% | 5% | 0% | 16% |
| Other | 1% | 1% | 0% | 0% | 2% |
| Total | 61% | 33% | 5% | 0% | |

Pencil

Table 1: Pencil Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 121 | 88% | 2.8 | \$0.08 |
| Box | 17 | 12% | 3.6 | \$0.58 |

Table 2: Pencil Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 33 | 21% |
| Last Week | 36 | 23% |
| This Month | 19 | 12% |
| Last Month | 17 | 11% |
| Within a Year | 19 | 12% |
| Longer than a Year | 14 | 9% |
| Never | 20 | 13% |
| Total | 158 | 100% |

Table 3: Pencil Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 0 | 0% |
| Unwanted | 20 | 13% |

Table 4: Pencil Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 26% | 1% | 1% | 1% | 29% |
| Town | 26% | 29% | 1% | 0% | 56% |
| City | 6% | 2% | 3% | 0% | 11% |
| Other | 1% | 2% | 0% | 0% | 4% |
| Total | 59% | 35% | 4% | 1% | |

Pepper

Table 1: Pepper Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 17 | 14% | 3.5 | \$0.08 |
| Set | 98 | 82% | 3.5 | \$0.18 |
| Marmite | 4 | 3% | 1.5 | \$1.38 |

Table 2: Pepper Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 72 | 46% |
| Last Week | 27 | 17% |
| This Month | 7 | 4% |
| Last Month | 9 | 6% |
| Within a Year | 3 | 2% |
| Longer than a Year | 1 | 1% |
| Never | 38 | 24% |
| Total | 157 | 100% |

Table 3: Pepper Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 1 | 1% |
| Unwanted | 37 | 24% |

Table 4: Pepper Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 36% | 3% | 0% | 0% | 39% |
| Town | 24% | 29% | 0% | 0% | 53% |
| City | 4% | 0% | 1% | 0% | 5% |
| Other | 2% | 2% | 0% | 0% | 3% |
| Total | 66% | 33% | 1% | 0% | |

Perfume/Cologne

Table 1: Perfume/Cologne Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|---------------|-------|------------|-----------|------------|
| Bottle | 158 | 100% | 1.3 | \$6.19 |

Table 2: Perfume/Cologne Purchase Frequency

| | Freq. | Percentage |
|---------------------------|------------|-------------|
| This Week | 20 | 12% |
| Last Week | 22 | 14% |
| This Month | 34 | 21% |
| Last Month | 61 | 38% |
| Within a Year | 12 | 7% |
| Longer than a Year | 9 | 6% |
| Never | 4 | 2% |
| Total | 162 | 100% |

Table 3: Perfume/Cologne Reasons Never Purchased

| | Freq. | Percentage |
|--------------------|-------|------------|
| Unavailable | 1 | 1% |
| Unwanted | 3 | 2% |

Table 4: Perfume/Cologne Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 19% | 0% | 0% | 0% | 19% |
| Town | 16% | 23% | 2% | 0% | 41% |
| City | 16% | 6% | 3% | 0% | 25% |
| Other | 10% | 4% | 1% | 0% | 15% |
| Total | 61% | 32% | 6% | 0% | |

Pickaxe

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|--------------------|--------------|-------------------|------------------|-------------------|
| Single Item | 83 | 100% | 1.1 | \$6.77 |

| | Freq. | Percentage |
|---------------------------|--------------|-------------------|
| This Week | 1 | 1% |
| Last Week | 1 | 1% |
| This Month | 3 | 2% |
| Last Month | 7 | 4% |
| Within a Year | 24 | 15% |
| Longer than a Year | 47 | 29% |
| Never | 79 | 49% |
| Total | 162 | 100% |

| | Freq. | Percentage |
|--------------------|--------------|-------------------|
| Unavailable | 6 | 4% |
| Unwanted | 73 | 45% |

| Seller Location | Buyer Location | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 31% | 4% | 0% | 0% | 35% |
| Town | 14% | 14% | 0% | 0% | 29% |
| City | 22% | 5% | 2% | 0% | 29% |
| Other | 4% | 4% | 0% | 0% | 7% |
| Total | 71% | 27% | 2% | 0% | |

Pipe

Table 1: Pipe Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-----|-------|------------|-----------|------------|
| Bar | 27 | 100% | 4.3 | \$5.87 |

Table 2: Pipe Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 0 | 0% |
| Last Week | 4 | 3% |
| This Month | 0 | 0% |
| Last Month | 6 | 4% |
| Within a Year | 8 | 5% |
| Longer than a Year | 9 | 6% |
| Never | 131 | 83% |
| Total | 158 | 100% |

Table 3: Pipe Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 36 | 23% |
| Unwanted | 95 | 60% |

Table 4: Pipe Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 0% | 0% | 0% | 0% | 0% |
| Town | 7% | 43% | 0% | 4% | 54% |
| City | 21% | 11% | 0% | 0% | 32% |
| Other | 0% | 11% | 0% | 0% | 11% |
| Total | 29% | 64% | 0% | 4% | |

Plate Cover

Table 1: Plate Cover Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|--------------------|-------|------------|-----------|------------|
| Dozen | 6 | 5% | 4.0 | \$2.03 |
| Single Item | 123 | 95% | 2.4 | \$2.34 |

Table 2: Plate Cover Purchase Frequency

| | Freq. | Percentage |
|---------------------------|------------|-------------|
| This Week | 6 | 4% |
| Last Week | 6 | 4% |
| This Month | 10 | 6% |
| Last Month | 42 | 25% |
| Within a Year | 31 | 19% |
| Longer than a Year | 34 | 20% |
| Never | 38 | 23% |
| Total | 167 | 100% |

Table 3: Plate Cover Reasons Never Purchased

| | Freq. | Percentage |
|--------------------|-------|------------|
| Unavailable | 1 | 1% |
| Unwanted | 37 | 22% |

Table 4: Plate Cover Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 11% | 0% | 0% | 0% | 11% |
| Town | 34% | 26% | 1% | 0% | 60% |
| City | 9% | 2% | 5% | 0% | 17% |
| Other | 7% | 5% | 0% | 0% | 12% |
| Total | 61% | 33% | 6% | 0% | |

Powdered Milk

Table 1: Powdered Milk Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|---------|-------|------------|-----------|------------|
| Cup | 29 | 39% | 1.6 | \$1.86 |
| Marmite | 46 | 61% | 1.2 | \$11.84 |

Table 2: Powdered Milk Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 7 | 5% |
| Last Week | 5 | 3% |
| This Month | 7 | 5% |
| Last Month | 21 | 14% |
| Within a Year | 6 | 4% |
| Longer than a Year | 29 | 19% |
| Never | 79 | 51% |
| Total | 154 | 100% |

Table 3: Powdered Milk Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 16 | 10% |
| Unwanted | 63 | 41% |

Table 4: Powdered Milk Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 13% | 0% | 0% | 0% | 13% |
| Town | 27% | 15% | 1% | 0% | 43% |
| City | 23% | 8% | 3% | 0% | 33% |
| Other | 4% | 7% | 0% | 0% | 11% |
| Total | 67% | 29% | 4% | 0% | |

Radio

Table 1: Radio Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 123 | 100% | 1.0 | \$21.79 |

Table 2: Radio Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 3 | 2% |
| Last Week | 3 | 2% |
| This Month | 9 | 6% |
| Last Month | 21 | 13% |
| Within a Year | 25 | 16% |
| Longer than a Year | 62 | 39% |
| Never | 35 | 22% |
| Total | 158 | 100% |

Table 3: Radio Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 7 | 4% |
| Unwanted | 28 | 18% |

Table 4: Radio Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 12% | 0% | 0% | 0% | 12% |
| Town | 21% | 22% | 0% | 0% | 43% |
| City | 19% | 6% | 5% | 0% | 29% |
| Other | 9% | 6% | 1% | 0% | 15% |
| Total | 60% | 33% | 6% | 0% | |

Refrigerator

Table 1: Refrigerator Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 24 | 100% | 1.0 | \$303.63 |

Table 2: Refrigerator Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 0 | 0% |
| Last Week | 0 | 0% |
| This Month | 2 | 1% |
| Last Month | 3 | 2% |
| Within a Year | 7 | 4% |
| Longer than a Year | 12 | 7% |
| Never | 143 | 86% |
| Total | 167 | 100% |

Table 3: Refrigerator Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 81 | 49% |
| Unwanted | 62 | 37% |

Table 4: Refrigerator Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 0% | 0% | 0% | 0% | 0% |
| Town | 0% | 38% | 0% | 0% | 38% |
| City | 4% | 17% | 4% | 0% | 25% |
| Other | 13% | 21% | 4% | 0% | 38% |
| Total | 17% | 75% | 8% | 0% | |

Sandals

Table 1: Sandals Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|------|-------|------------|-----------|------------|
| Pair | 156 | 100% | 1.5 | \$3.29 |

Table 2: Sandals Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 19 | 12% |
| Last Week | 30 | 19% |
| This Month | 25 | 16% |
| Last Month | 70 | 45% |
| Within a Year | 11 | 7% |
| Longer than a Year | 1 | 1% |
| Never | 0 | 0% |
| Total | 156 | 100% |

Table 3: Sandals Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 0 | 0% |
| Unwanted | 0 | 0% |

Table 4: Sandals Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 19% | 1% | 0% | 0% | 20% |
| Town | 26% | 26% | 1% | 0% | 53% |
| City | 12% | 4% | 5% | 0% | 21% |
| Other | 4% | 1% | 0% | 0% | 6% |
| Total | 61% | 33% | 6% | 0% | |

Shampoo

Table 1: Shampoo Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-----------------|-------|------------|-----------|------------|
| Bottle | 120 | 89% | 1.9 | \$1.37 |
| 1 Gallon | 15 | 11% | 1.4 | \$5.00 |

Table 2: Shampoo Purchase Frequency

| | Freq. | Percentage |
|---------------------------|------------|-------------|
| This Week | 22 | 13% |
| Last Week | 39 | 23% |
| This Month | 10 | 6% |
| Last Month | 46 | 28% |
| Within a Year | 10 | 6% |
| Longer than a Year | 8 | 5% |
| Never | 32 | 19% |
| Total | 167 | 100% |

Table 3: Shampoo Reasons Never Purchased

| | Freq. | Percentage |
|--------------------|-------|------------|
| Unavailable | 9 | 5% |
| Unwanted | 23 | 14% |

Table 4: Shampoo Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 19% | 0% | 1% | 0% | 19% |
| Town | 23% | 24% | 1% | 0% | 48% |
| City | 11% | 4% | 3% | 0% | 18% |
| Other | 7% | 7% | 1% | 0% | 15% |
| Total | 60% | 35% | 5% | 0% | |

Shoes

Table 1: Shoes Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|------|-------|------------|-----------|------------|
| Pair | 127 | 100% | 9.3 | \$14.09 |

Table 2: Shoes Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 3 | 2% |
| Last Week | 6 | 4% |
| This Month | 10 | 7% |
| Last Month | 26 | 19% |
| Within a Year | 31 | 23% |
| Longer than a Year | 51 | 38% |
| Never | 8 | 6% |
| Total | 135 | 100% |

Table 3: Shoes Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 1 | 1% |
| Unwanted | 7 | 5% |

Table 4: Shoes Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 10% | 0% | 0% | 0% | 10% |
| Town | 18% | 24% | 0% | 0% | 43% |
| City | 22% | 8% | 2% | 0% | 32% |
| Other | 13% | 2% | 0% | 0% | 15% |
| Total | 63% | 35% | 2% | 0% | |

Soap

Table 1: Soap Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-----|-------|------------|-----------|------------|
| Bar | 127 | 83% | 3.5 | \$0.25 |
| Box | 26 | 17% | 11.3 | \$7.26 |

Table 2: Soap Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 90 | 58% |
| Last Week | 51 | 33% |
| This Month | 7 | 5% |
| Last Month | 2 | 1% |
| Within a Year | 3 | 2% |
| Longer than a Year | 0 | 0% |
| Never | 1 | 1% |
| Total | 154 | 100% |

Table 3: Soap Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 0 | 0% |
| Unwanted | 1 | 1% |

Table 4: Soap Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 32% | 1% | 0% | 0% | 33% |
| Town | 18% | 25% | 1% | 0% | 43% |
| City | 13% | 3% | 6% | 0% | 22% |
| Other | 1% | 1% | 0% | 0% | 2% |
| Total | 64% | 29% | 7% | 0% | |

Solar Lamp

Table 1: Solar Lamp Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 47 | 100% | 1.0 | \$4.56 |

Table 2: Solar Lamp Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 2 | 2% |
| Last Week | 5 | 5% |
| This Month | 6 | 6% |
| Last Month | 18 | 17% |
| Within a Year | 7 | 6% |
| Longer than a Year | 9 | 8% |
| Never | 61 | 56% |
| Total | 108 | 100% |

Table 3: Solar Lamp Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 24 | 22% |
| Unwanted | 37 | 34% |

Table 4: Solar Lamp Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 9% | 0% | 0% | 0% | 9% |
| Town | 9% | 11% | 0% | 0% | 19% |
| City | 12% | 0% | 6% | 0% | 18% |
| Other | 2% | 2% | 0% | 0% | 4% |
| Total | 31% | 13% | 6% | 0% | |

Suitcase

Table 1: Suitcase Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 139 | 100% | 1.8 | \$7.59 |

Table 2: Suitcase Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 1 | 1% |
| Last Week | 6 | 4% |
| This Month | 8 | 5% |
| Last Month | 50 | 32% |
| Within a Year | 60 | 38% |
| Longer than a Year | 14 | 9% |
| Never | 17 | 11% |
| Total | 156 | 100% |

Table 3: Suitcase Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 4 | 3% |
| Unwanted | 13 | 8% |

Table 4: Suitcase Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 14% | 0% | 0% | 0% | 14% |
| Town | 27% | 22% | 0% | 0% | 49% |
| City | 19% | 4% | 5% | 0% | 29% |
| Other | 4% | 5% | 0% | 0% | 9% |
| Total | 64% | 31% | 5% | 0% | |

Tape Measure

Table 1: Tape Measure Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 19 | 100% | 2.3 | \$4.32 |

Table 2: Tape Measure Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 1 | 1% |
| Last Week | 0 | 0% |
| This Month | 2 | 1% |
| Last Month | 5 | 3% |
| Within a Year | 3 | 2% |
| Longer than a Year | 8 | 5% |
| Never | 138 | 88% |
| Total | 157 | 100% |

Table 3: Tape Measure Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 26 | 17% |
| Unwanted | 112 | 71% |

Table 4: Tape Measure Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 0% | 0% | 0% | 0% | 0% |
| Town | 26% | 21% | 5% | 0% | 53% |
| City | 21% | 11% | 0% | 0% | 32% |
| Other | 5% | 5% | 5% | 0% | 16% |
| Total | 53% | 37% | 11% | 0% | |

Telephone

Table 1: Telephone Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 130 | 100% | 1.0 | \$24.55 |

Table 2: Telephone Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 1 | 1% |
| Last Week | 6 | 4% |
| This Month | 7 | 4% |
| Last Month | 36 | 23% |
| Within a Year | 35 | 22% |
| Longer than a Year | 45 | 29% |
| Never | 27 | 17% |
| Total | 157 | 100% |

Table 3: Telephone Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 9 | 6% |
| Unwanted | 18 | 11% |

Table 4: Telephone Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 7% | 0% | 0% | 0% | 7% |
| Town | 29% | 18% | 1% | 0% | 48% |
| City | 18% | 13% | 5% | 0% | 35% |
| Other | 5% | 5% | 0% | 0% | 9% |
| Total | 58% | 36% | 5% | 0% | |

Toothpaste

Table 1: Toothpaste Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 149 | 100% | 1.3 | \$1.47 |

Table 2: Toothpaste Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 28 | 18% |
| Last Week | 50 | 32% |
| This Month | 39 | 25% |
| Last Month | 30 | 19% |
| Within a Year | 1 | 1% |
| Longer than a Year | 1 | 1% |
| Never | 8 | 5% |
| Total | 157 | 100% |

Table 3: Toothpaste Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 3 | 2% |
| Unwanted | 5 | 3% |

Table 4: Toothpaste Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 26% | 2% | 0% | 0% | 28% |
| Town | 26% | 24% | 1% | 0% | 52% |
| City | 10% | 3% | 3% | 0% | 17% |
| Other | 3% | 1% | 0% | 0% | 3% |
| Total | 65% | 30% | 5% | 0% | |

Underwear

Table 1: Underwear Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 155 | 100% | 4.2 | \$2.92 |

Table 2: Underwear Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 25 | 16% |
| Last Week | 21 | 13% |
| This Month | 21 | 13% |
| Last Month | 53 | 34% |
| Within a Year | 19 | 12% |
| Longer than a Year | 16 | 10% |
| Never | 3 | 2% |
| Total | 158 | 100% |

Table 3: Underwear Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 0 | 0% |
| Unwanted | 3 | 2% |

Table 4: Underwear Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 13% | 1% | 0% | 1% | 15% |
| Town | 26% | 28% | 1% | 0% | 54% |
| City | 17% | 2% | 3% | 0% | 22% |
| Other | 3% | 4% | 1% | 0% | 8% |
| Total | 60% | 34% | 4% | 1% | |

Wash Basin

Table 1: Wash Basin Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 108 | 100% | 1.4 | \$8.68 |

Table 2: Wash Basin Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 3 | 2% |
| Last Week | 5 | 4% |
| This Month | 10 | 7% |
| Last Month | 26 | 19% |
| Within a Year | 34 | 25% |
| Longer than a Year | 30 | 22% |
| Never | 27 | 20% |
| Total | 135 | 100% |

Table 3: Wash Basin Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 3 | 2% |
| Unwanted | 24 | 18% |

Table 4: Wash Basin Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 20% | 1% | 0% | 0% | 21% |
| Town | 26% | 30% | 1% | 0% | 56% |
| City | 7% | 5% | 2% | 0% | 14% |
| Other | 7% | 1% | 0% | 0% | 8% |
| Total | 61% | 36% | 3% | 0% | |

Washing Machine

Table 1: Washing Machine Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 3 | 100% | 1.0 | \$240.31 |

Table 2: Washing Machine Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 0 | 0% |
| Last Week | 0 | 0% |
| This Month | 0 | 0% |
| Last Month | 0 | 0% |
| Within a Year | 1 | 1% |
| Longer than a Year | 2 | 1% |
| Never | 153 | 98% |
| Total | 156 | 100% |

Table 3: Washing Machine Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 69 | 44% |
| Unwanted | 84 | 54% |

Table 4: Washing Machine Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 0% | 0% | 0% | 0% | 0% |
| Town | 0% | 0% | 0% | 0% | 0% |
| City | 0% | 0% | 0% | 0% | 0% |
| Other | 0% | 100% | 0% | 0% | 100% |
| Total | 0% | 100% | 0% | 0% | |

Water Filter

Table 1: Water Filter Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Case | 9 | 30% | 1.6 | \$1.18 |
| Single Item | 21 | 70% | 12.7 | \$1.28 |

Table 2: Water Filter Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 3 | 2% |
| Last Week | 5 | 3% |
| This Month | 8 | 5% |
| Last Month | 5 | 3% |
| Within a Year | 5 | 3% |
| Longer than a Year | 4 | 2% |
| Never | 132 | 81% |
| Total | 162 | 100% |

Table 3: Water Filter Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 57 | 35% |
| Unwanted | 75 | 46% |

Table 4: Water Filter Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 23% | 0% | 0% | 0% | 23% |
| Town | 3% | 30% | 0% | 0% | 33% |
| City | 27% | 3% | 10% | 0% | 40% |
| Other | 0% | 3% | 0% | 0% | 3% |
| Total | 53% | 37% | 10% | 0% | |

Water Pump

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 6 | 100% | 1.0 | \$370.16 |

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 0 | 0% |
| Last Week | 0 | 0% |
| This Month | 0 | 0% |
| Last Month | 0 | 0% |
| Within a Year | 5 | 3% |
| Longer than a Year | 1 | 1% |
| Never | 161 | 96% |
| Total | 167 | 100% |

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 81 | 49% |
| Unwanted | 80 | 48% |

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 0% | 0% | 0% | 0% | 0% |
| Town | 17% | 33% | 0% | 0% | 50% |
| City | 17% | 0% | 0% | 0% | 17% |
| Other | 17% | 17% | 0% | 0% | 33% |
| Total | 50% | 50% | 0% | 0% | |

Water Purifying Tablets

Table 1: Water Purifying Tablets Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 34 | 35% | 5.3 | \$0.22 |
| Case | 40 | 42% | 5.1 | \$0.39 |
| Box | 22 | 23% | 3.9 | \$0.85 |

Table 2: Water Purifying Tablets Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 21 | 13% |
| Last Week | 25 | 16% |
| This Month | 7 | 4% |
| Last Month | 29 | 18% |
| Within a Year | 6 | 4% |
| Longer than a Year | 8 | 5% |
| Never | 61 | 39% |
| Total | 157 | 100% |

Table 3: Water Purifying Tablets Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 15 | 10% |
| Unwanted | 46 | 29% |

Table 4: Water Purifying Tablets Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 24% | 3% | 0% | 0% | 27% |
| Town | 27% | 20% | 1% | 0% | 48% |
| City | 15% | 2% | 4% | 0% | 21% |
| Other | 3% | 1% | 0% | 0% | 4% |
| Total | 69% | 26% | 5% | 0% | |

Whole Grain

Table 1: Whole Grain Purchase Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|---------|-------|------------|-----------|------------|
| Marmite | 12 | 50% | 2.1 | \$8.60 |
| Sack | 12 | 50% | 2.3 | \$15.60 |

Table 2: Whole Grain Purchase Frequency

| | Freq. | Percentage |
|--------------------|------------|-------------|
| This Week | 0 | 0% |
| Last Week | 0 | 0% |
| This Month | 3 | 2% |
| Last Month | 7 | 4% |
| Within a Year | 6 | 4% |
| Longer than a Year | 8 | 5% |
| Never | 133 | 85% |
| Total | 157 | 100% |

Table 3: Whole Grain Reasons Never Purchased

| | Freq. | Percentage |
|-------------|-------|------------|
| Unavailable | 61 | 39% |
| Unwanted | 72 | 46% |

Table 4: Whole Grain Location of Seller & Buyer

| <i>Seller Location</i> | <i>Buyer Location</i> | | | | Total |
|------------------------|-----------------------|-------------|-------------|--------------|--------------|
| | Countryside | Town | City | Other | |
| Countryside | 17% | 4% | 0% | 0% | 21% |
| Town | 25% | 17% | 0% | 0% | 42% |
| City | 17% | 13% | 0% | 0% | 29% |
| Other | 0% | 8% | 0% | 0% | 8% |
| Total | 58% | 42% | 0% | 0% | |

iii. Potential Purchase Summaries

Bed

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|--------------------|--------------|-------------------|------------------|-------------------|
| Single Item | 5 | 100% | 0.8 | \$25.58 |

| | Freq. | Percentage |
|---|--------------|-------------------|
| Consumers Reporting Product Unavailable | 5 | 100% |
| Those who would purchase if they had the means | 5 | 100% |

| | Freq. | Percentage |
|--------------------------------------|--------------|-------------------|
| Has the means | 0 | 0% |
| When they will have the means | | |
| This Month | 0 | 0% |
| Next Month | 0 | 0% |
| Within Three Months | 1 | 20% |
| Within Six Months | 0 | 0% |
| Within One Year | 0 | 0% |
| Within Two Years | 0 | 0% |
| More than Two Years | 0 | 0% |
| Unknown | 4 | 80% |
| Never | 0 | 0% |
| Total | 5 | 100% |

| | Freq. | Percentage |
|-----------------------------|--------------|-------------------|
| Once per Week | 0 | 0% |
| Twice per Month | 0 | 0% |
| Once per Month | 0 | 0% |
| Several Times a Year | 0 | 0% |
| Once per Year | 4 | 80% |
| One-Time Purchase | 1 | 20% |
| Total | 5 | 100% |

Bicycle

Table 1: Bicycle Likely Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 38 | 100% | 1.4 | \$32.89 |

Table 2: Bicycle Purchase if Available

| | Freq. | Percentage |
|--|-------|------------|
| Consumers Reporting Product Unavailable | 38 | 100% |
| Those who would purchase if they had the means | 33 | 87% |

Table 3: Bicycle Likelihood of Purchase

| | Freq. | Percentage |
|--------------------------------------|-----------|-------------|
| Has the means | 1 | 3% |
| When they will have the means | | |
| This Month | 0 | 0% |
| Next Month | 0 | 0% |
| Within Three Months | 0 | 0% |
| Within Six Months | 1 | 3% |
| Within One Year | 1 | 3% |
| Within Two Years | 0 | 0% |
| More than Two Years | 0 | 0% |
| Unknown | 30 | 91% |
| Never | 0 | 0% |
| Total | 33 | 100% |

Table 4: Bicycle Likely Purchase Frequency

| | Freq. | Percentage |
|----------------------|-----------|-------------|
| Once per Week | 1 | 3% |
| Twice per Month | 0 | 0% |
| Once per Month | 0 | 0% |
| Several Times a Year | 1 | 3% |
| Once per Year | 12 | 36% |
| One-Time Purchase | 19 | 58% |
| Total | 33 | 100% |

Blender

Table 1: Blender Likely Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 44 | 100% | 1.5 | \$7.90 |

Table 2: Blender Purchase if Available

| | Freq. | Percentage |
|--|-------|------------|
| Consumers Reporting Product Unavailable | 44 | 100% |
| Those who would purchase if they had the means | 32 | 73% |

Table 3: Blender Likelihood of Purchase

| | Freq. | Percentage |
|--------------------------------------|-----------|-------------|
| Has the means | 1 | 3% |
| When they will have the means | | |
| This Month | 1 | 3% |
| Next Month | 0 | 0% |
| Within Three Months | 1 | 3% |
| Within Six Months | 1 | 3% |
| Within One Year | 0 | 0% |
| Within Two Years | 0 | 0% |
| More than Two Years | 0 | 0% |
| Unknown | 28 | 88% |
| Never | 0 | 0% |
| Total | 32 | 100% |

Table 4: Blender Likely Purchase Frequency

| | Freq. | Percentage |
|----------------------|-----------|-------------|
| Once per Week | 0 | 0% |
| Twice per Month | 0 | 0% |
| Once per Month | 2 | 6% |
| Several Times a Year | 7 | 22% |
| Once per Year | 6 | 19% |
| One-Time Purchase | 17 | 53% |
| Total | 32 | 100% |

Computer

Table 1: Computer Likely Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 81 | 100% | 1.1 | \$151.58 |

Table 2: Computer Purchase if Available

| | Freq. | Percentage |
|--|-------|------------|
| Consumers Reporting Product Unavailable | 81 | 100% |
| Those who would purchase if they had the means | 59 | 73% |

Table 3: Computer Likelihood of Purchase

| | Freq. | Percentage |
|--------------------------------------|-----------|------------|
| Has the means | 1 | 2% |
| When they will have the means | | |
| This Month | 1 | 2% |
| Next Month | 2 | 3% |
| Within Three Months | 3 | 5% |
| Within Six Months | 1 | 2% |
| Within One Year | 2 | 3% |
| Within Two Years | 2 | 3% |
| More than Two Years | 2 | 3% |
| Unknown | 42 | 71% |
| Never | 2 | 3% |
| Total | 58 | 98% |

Table 4: Computer Likely Purchase Frequency

| | Freq. | Percentage |
|----------------------|-----------|-------------|
| Once per Week | 3 | 5% |
| Twice per Month | 2 | 3% |
| Once per Month | 0 | 0% |
| Several Times a Year | 8 | 14% |
| Once per Year | 15 | 25% |
| One-Time Purchase | 31 | 53% |
| Total | 59 | 100% |

Cooking Pot

Table 1: Cooking Pot Likely Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 2 | 100% | 4.0 | \$1.45 |

Table 2: Cooking Pot Purchase if Available

| | Freq. | Percentage |
|--|-------|------------|
| Consumers Reporting Product Unavailable | 2 | 100% |
| Those who would purchase if they had the means | 2 | 100% |

Table 3: Cooking Pot Likelihood of Purchase

| | Freq. | Percentage |
|--------------------------------------|----------|-------------|
| Has the means | 0 | 0% |
| When they will have the means | | |
| This Month | 0 | 0% |
| Next Month | 0 | 0% |
| Within Three Months | 0 | 0% |
| Within Six Months | 0 | 0% |
| Within One Year | 0 | 0% |
| Within Two Years | 0 | 0% |
| More than Two Years | 0 | 0% |
| Unknown | 2 | 100% |
| Never | 0 | 0% |
| Total | 2 | 100% |

Table 4: Cooking Pot Likely Purchase Frequency

| | Freq. | Percentage |
|----------------------|----------|-------------|
| Once per Week | 0 | 0% |
| Twice per Month | 0 | 0% |
| Once per Month | 0 | 0% |
| Several Times a Year | 0 | 0% |
| Once per Year | 1 | 50% |
| One-Time Purchase | 1 | 50% |
| Total | 2 | 100% |

Drinking Water

Table 1: Drinking Water Likely Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-----------------|-------|------------|-----------|------------|
| Baggy | 4 | 20% | 1.3 | \$0.03 |
| 5 Gallon | 2 | 10% | 13.5 | \$0.09 |
| 1 Gallon | 12 | 60% | 2.7 | \$0.16 |
| Bottle | 2 | 10% | 2.5 | \$0.76 |

Table 2: Drinking Water Purchase if Available

| | Freq. | Percentage |
|---|-------|------------|
| Consumers Reporting Product Unavailable | 20 | 100% |
| Those who would purchase if they had the means | 20 | 100% |

Table 3: Drinking Water Likelihood of Purchase

| | Freq. | Percentage |
|--------------------------------------|-----------|-------------|
| Has the means | 11 | 55% |
| When they will have the means | | |
| This Month | 1 | 5% |
| Next Month | 0 | 0% |
| Within Three Months | 1 | 5% |
| Within Six Months | 0 | 0% |
| Within One Year | 0 | 0% |
| Within Two Years | 0 | 0% |
| More than Two Years | 0 | 0% |
| Unknown | 7 | 35% |
| Never | 0 | 0% |
| Total | 20 | 100% |

Table 4: Drinking Water Likely Purchase Frequency

| | Freq. | Percentage |
|-----------------------------|-----------|-------------|
| Once per Week | 12 | 60% |
| Twice per Month | 4 | 20% |
| Once per Month | 0 | 0% |
| Several Times a Year | 2 | 10% |
| Once per Year | 0 | 0% |
| One-Time Purchase | 2 | 10% |
| Total | 20 | 100% |

DVD Player

Table 1: DVD Player Likely Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 56 | 100% | 1.1 | \$55.09 |

Table 2: DVD Player Purchase if Available

| | Freq. | Percentage |
|--|-------|------------|
| Consumers Reporting Product Unavailable | 56 | 100% |
| Those who would purchase if they had the means | 46 | 82% |

Table 3: DVD Player Likelihood of Purchase

| | Freq. | Percentage |
|--------------------------------------|-----------|------------|
| Has the means | 2 | 4% |
| When they will have the means | | |
| This Month | 0 | 0% |
| Next Month | 0 | 0% |
| Within Three Months | 2 | 4% |
| Within Six Months | 2 | 4% |
| Within One Year | 1 | 2% |
| Within Two Years | 0 | 0% |
| More than Two Years | 1 | 2% |
| Unknown | 36 | 78% |
| Never | 0 | 0% |
| Total | 44 | 96% |

Table 4: DVD Player Likely Purchase Frequency

| | Freq. | Percentage |
|----------------------|-----------|-------------|
| Once per Week | 1 | 2% |
| Twice per Month | 0 | 0% |
| Once per Month | 0 | 0% |
| Several Times a Year | 6 | 13% |
| Once per Year | 14 | 30% |
| One-Time Purchase | 25 | 54% |
| Total | 46 | 100% |

Electric Fan

Table 1: Electric Fan Likely Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 49 | 100% | 1.2 | \$14.79 |

Table 2: Electric Fan Purchase if Available

| | Freq. | Percentage |
|--|-------|------------|
| Consumers Reporting Product Unavailable | 49 | 100% |
| Those who would purchase if they had the means | 36 | 73% |

Table 3 Electric Fan Likelihood of Purchase

| | Freq. | Percentage |
|--------------------------------------|-----------|-------------|
| Has the means | 2 | 6% |
| When they will have the means | | |
| This Month | 2 | 6% |
| Next Month | 1 | 3% |
| Within Three Months | 0 | 0% |
| Within Six Months | 0 | 0% |
| Within One Year | 2 | 6% |
| Within Two Years | 0 | 0% |
| More than Two Years | 0 | 0% |
| Unknown | 29 | 81% |
| Never | 0 | 0% |
| Total | 36 | 100% |

Table 4: Electric Fan Likely Purchase Frequency

| | Freq. | Percentage |
|----------------------|-----------|-------------|
| Once per Week | 0 | 0% |
| Twice per Month | 0 | 0% |
| Once per Month | 1 | 3% |
| Several Times a Year | 3 | 8% |
| Once per Year | 7 | 19% |
| One-Time Purchase | 25 | 69% |
| Total | 36 | 100% |

Electrical Cord

Table 1: Electrical Cord Likely Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|------|-------|------------|-----------|------------|
| Foot | 16 | 48% | 12.1 | \$1.36 |
| Cord | 17 | 52% | 2.9 | \$7.59 |

Table 2: Electrical Cord Purchase if Available

| | Freq. | Percentage |
|--|-------|------------|
| Consumers Reporting Product Unavailable | 33 | 100% |
| Those who would purchase if they had the means | 25 | 76% |

Table 3 Electrical Cord Likelihood of Purchase

| | Freq. | Percentage |
|-------------------------------|-----------|-------------|
| Has the means | 0 | 0% |
| When they will have the means | | |
| This Month | 0 | 0% |
| Next Month | 1 | 4% |
| Within Three Months | 0 | 0% |
| Within Six Months | 1 | 4% |
| Within One Year | 0 | 0% |
| Within Two Years | 0 | 0% |
| More than Two Years | 0 | 0% |
| Unknown | 23 | 92% |
| Never | 0 | 0% |
| Total | 25 | 100% |

Table 4: Electrical Cord Likely Purchase Frequency

| | Freq. | Percentage |
|----------------------|-----------|-------------|
| Once per Week | 0 | 0% |
| Twice per Month | 1 | 4% |
| Once per Month | 1 | 4% |
| Several Times a Year | 6 | 24% |
| Once per Year | 1 | 4% |
| One-Time Purchase | 16 | 64% |
| Total | 25 | 100% |

Fertilizer

Table 1: Fertilizer Likely Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|---------|-------|------------|-----------|------------|
| Marmite | 24 | 45% | 10.6 | \$5.21 |
| Sack | 29 | 55% | 2.0 | \$11.11 |

Table 2: Fertilizer Purchase if Available

| | Freq. | Percentage |
|--|-------|------------|
| Consumers Reporting Product Unavailable | 53 | 100% |
| Those who would purchase if they had the means | 45 | 85% |

Table 3 Fertilizer Likelihood of Purchase

| | Freq. | Percentage |
|-------------------------------|-----------|------------|
| Has the means | 2 | 4% |
| When they will have the means | | |
| This Month | 0 | 0% |
| Next Month | 2 | 4% |
| Within Three Months | 2 | 4% |
| Within Six Months | 1 | 2% |
| Within One Year | 1 | 2% |
| Within Two Years | 0 | 0% |
| More than Two Years | 0 | 0% |
| Unknown | 36 | 80% |
| Never | 0 | 0% |
| Total | 44 | 98% |

Table 4: Fertilizer Likely Purchase Frequency

| | Freq. | Percentage |
|----------------------|-----------|-------------|
| Once per Week | 0 | 0% |
| Twice per Month | 5 | 11% |
| Once per Month | 1 | 2% |
| Several Times a Year | 21 | 47% |
| Once per Year | 10 | 22% |
| One-Time Purchase | 8 | 18% |
| Total | 45 | 100% |

Garden Hoe

Table 1: Garden Hoe Likely Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 3 | 100% | 1.0 | \$1.94 |

Table 2: Garden Hoe Purchase if Available

| | Freq. | Percentage |
|--|-------|------------|
| Consumers Reporting Product Unavailable | 3 | 100% |
| Those who would purchase if they had the means | 1 | 33% |

Table 3 Garden Hoe Likelihood of Purchase

| | Freq. | Percentage |
|--------------------------------------|----------|-------------|
| Has the means | 0 | 0% |
| When they will have the means | | |
| This Month | 0 | 0% |
| Next Month | 0 | 0% |
| Within Three Months | 0 | 0% |
| Within Six Months | 0 | 0% |
| Within One Year | 0 | 0% |
| Within Two Years | 0 | 0% |
| More than Two Years | 0 | 0% |
| Unknown | 1 | 100% |
| Never | 0 | 0% |
| Total | 1 | 100% |

Table 4: Garden Hoe Likely Purchase Frequency

| | Freq. | Percentage |
|----------------------|----------|-------------|
| Once per Week | 0 | 0% |
| Twice per Month | 0 | 0% |
| Once per Month | 0 | 0% |
| Several Times a Year | 0 | 0% |
| Once per Year | 0 | 0% |
| One-Time Purchase | 1 | 100% |
| Total | 1 | 100% |

Gas Stove

Table 1: Gas Stove Likely Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 67 | 100% | 1.0 | \$44.57 |

Table 2: Gas Stove Purchase if Available

| | Freq. | Percentage |
|--|-------|------------|
| Consumers Reporting Product Unavailable | 67 | 100% |
| Those who would purchase if they had the means | 50 | 75% |

Table 3 Gas Stove Likelihood of Purchase

| | Freq. | Percentage |
|--------------------------------------|-----------|-------------|
| Has the means | 1 | 2% |
| When they will have the means | | |
| This Month | 0 | 0% |
| Next Month | 1 | 2% |
| Within Three Months | 1 | 2% |
| Within Six Months | 0 | 0% |
| Within One Year | 2 | 4% |
| Within Two Years | 1 | 2% |
| More than Two Years | 1 | 2% |
| Unknown | 43 | 86% |
| Never | 0 | 0% |
| Total | 50 | 100% |

Table 4: Gas Stove Likely Purchase Frequency

| | Freq. | Percentage |
|----------------------|-----------|-------------|
| Once per Week | 0 | 0% |
| Twice per Month | 0 | 0% |
| Once per Month | 0 | 0% |
| Several Times a Year | 4 | 8% |
| Once per Year | 9 | 18% |
| One-Time Purchase | 37 | 74% |
| Total | 50 | 100% |

Generator

Table 1: Generator Likely Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 72 | 100% | 28.8 | \$114.26 |

Table 2: Generator Purchase if Available

| | Freq. | Percentage |
|--|-------|------------|
| Consumers Reporting Product Unavailable | 72 | 100% |
| Those who would purchase if they had the means | 58 | 81% |

Table 3 Generator Likelihood of Purchase

| | Freq. | Percentage |
|--------------------------------------|-----------|-------------|
| Has the means | 1 | 2% |
| When they will have the means | | |
| This Month | 0 | 0% |
| Next Month | 0 | 0% |
| Within Three Months | 0 | 0% |
| Within Six Months | 0 | 0% |
| Within One Year | 1 | 2% |
| Within Two Years | 0 | 0% |
| More than Two Years | 1 | 2% |
| Unknown | 51 | 88% |
| Never | 4 | 7% |
| Total | 58 | 100% |

Table 4: Generator Likely Purchase Frequency

| | Freq. | Percentage |
|----------------------|-----------|-------------|
| Once per Week | 0 | 0% |
| Twice per Month | 0 | 0% |
| Once per Month | 0 | 0% |
| Several Times a Year | 5 | 9% |
| Once per Year | 6 | 10% |
| One-Time Purchase | 47 | 81% |
| Total | 58 | 100% |

Indigo

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|--------------------|--------------|-------------------|------------------|-------------------|
| Single Item | 3 | 100% | 4.3 | \$1.67 |

| | Freq. | Percentage |
|---|--------------|-------------------|
| Consumers Reporting Product Unavailable | 3 | 100% |
| Those who would purchase if they had the means | 3 | 100% |

| | Freq. | Percentage |
|--------------------------------------|--------------|-------------------|
| Has the means | 1 | 33% |
| When they will have the means | | |
| This Month | 0 | 0% |
| Next Month | 0 | 0% |
| Within Three Months | 0 | 0% |
| Within Six Months | 0 | 0% |
| Within One Year | 0 | 0% |
| Within Two Years | 0 | 0% |
| More than Two Years | 0 | 0% |
| Unknown | 2 | 67% |
| Never | 0 | 0% |
| Total | 3 | 100% |

| | Freq. | Percentage |
|-----------------------------|--------------|-------------------|
| Once per Week | 0 | 0% |
| Twice per Month | 0 | 0% |
| Once per Month | 0 | 0% |
| Several Times a Year | 0 | 0% |
| Once per Year | 1 | 33% |
| One-Time Purchase | 2 | 67% |
| Total | 3 | 100% |

Insecticide

Table 1: Insecticide Likely Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|--------------|-------|------------|-----------|------------|
| Set | 8 | 21% | 1.3 | \$0.55 |
| Baggy | 31 | 79% | 1.8 | \$1.59 |

Table 2: Insecticide Purchase if Available

| | Freq. | Percentage |
|---|-------|------------|
| Consumers Reporting Product Unavailable | 39 | 100% |
| Those who would purchase if they had the means | 35 | 90% |

Table 3 Insecticide Likelihood of Purchase

| | Freq. | Percentage |
|--------------------------------------|-----------|------------|
| Has the means | 1 | 3% |
| When they will have the means | | |
| This Month | 0 | 0% |
| Next Month | 1 | 3% |
| Within Three Months | 1 | 3% |
| Within Six Months | 0 | 0% |
| Within One Year | 1 | 3% |
| Within Two Years | 2 | 6% |
| More than Two Years | 0 | 0% |
| Unknown | 28 | 80% |
| Never | 0 | 0% |
| Total | 34 | 97% |

Table 4: Insecticide Likely Purchase Frequency

| | Freq. | Percentage |
|-----------------------------|-----------|-------------|
| Once per Week | 5 | 14% |
| Twice per Month | 2 | 6% |
| Once per Month | 4 | 11% |
| Several Times a Year | 12 | 34% |
| Once per Year | 2 | 6% |
| One-Time Purchase | 10 | 29% |
| Total | 35 | 100% |

Jewelry

Table 1: Jewelry Likely Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 29 | 100% | 2.4 | \$34.98 |

Table 2: Jewelry Purchase if Available

| | Freq. | Percentage |
|--|-------|------------|
| Consumers Reporting Product Unavailable | 29 | 100% |
| Those who would purchase if they had the means | 23 | 79% |

Table 3 Jewelry Likelihood of Purchase

| | Freq. | Percentage |
|--------------------------------------|-----------|-------------|
| Has the means | 1 | 4% |
| When they will have the means | | |
| This Month | 0 | 0% |
| Next Month | 0 | 0% |
| Within Three Months | 1 | 4% |
| Within Six Months | 0 | 0% |
| Within One Year | 1 | 4% |
| Within Two Years | 0 | 0% |
| More than Two Years | 0 | 0% |
| Unknown | 18 | 78% |
| Never | 2 | 9% |
| Total | 23 | 100% |

Table 4: Jewelry Likely Purchase Frequency

| | Freq. | Percentage |
|----------------------|-----------|-------------|
| Once per Week | 3 | 13% |
| Twice per Month | 1 | 4% |
| Once per Month | 2 | 9% |
| Several Times a Year | 6 | 26% |
| Once per Year | 7 | 30% |
| One-Time Purchase | 4 | 17% |
| Total | 23 | 100% |

Knife

Table 1: Knife Likely Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 2 | 100% | 2.0 | \$2.62 |

Table 2: Knife Purchase if Available

| | Freq. | Percentage |
|--|-------|------------|
| Consumers Reporting Product Unavailable | 2 | 100% |
| Those who would purchase if they had the means | 1 | 50% |

Table 3 Knife Likelihood of Purchase

| | Freq. | Percentage |
|--------------------------------------|----------|-------------|
| Has the means | 0 | 0% |
| When they will have the means | | |
| This Month | 0 | 0% |
| Next Month | 0 | 0% |
| Within Three Months | 0 | 0% |
| Within Six Months | 0 | 0% |
| Within One Year | 0 | 0% |
| Within Two Years | 0 | 0% |
| More than Two Years | 0 | 0% |
| Unknown | 1 | 100% |
| Never | 0 | 0% |
| Total | 1 | 100% |

Table 4: Knife Likely Purchase Frequency

| | Freq. | Percentage |
|----------------------|----------|-------------|
| Once per Week | 0 | 0% |
| Twice per Month | 0 | 0% |
| Once per Month | 0 | 0% |
| Several Times a Year | 1 | 100% |
| Once per Year | 0 | 0% |
| One-Time Purchase | 0 | 0% |
| Total | 1 | 100% |

Machete

Table 1: Machete Likely Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 1 | 100% | 1.0 | \$3.49 |

Table 2: Machete Purchase if Available

| | Freq. | Percentage |
|--|-------|------------|
| Consumers Reporting Product Unavailable | 1 | 100% |
| Those who would purchase if they had the means | 1 | 100% |

Table 3 Machete Likelihood of Purchase

| | Freq. | Percentage |
|--------------------------------------|----------|-------------|
| Has the means | 1 | 100% |
| When they will have the means | | |
| This Month | 0 | 0% |
| Next Month | 0 | 0% |
| Within Three Months | 0 | 0% |
| Within Six Months | 0 | 0% |
| Within One Year | 0 | 0% |
| Within Two Years | 0 | 0% |
| More than Two Years | 0 | 0% |
| Unknown | 0 | 0% |
| Never | 0 | 0% |
| Total | 1 | 100% |

Table 4: Machete Likely Purchase Frequency

| | Freq. | Percentage |
|----------------------|----------|-------------|
| Once per Week | 0 | 0% |
| Twice per Month | 0 | 0% |
| Once per Month | 0 | 0% |
| Several Times a Year | 0 | 0% |
| Once per Year | 0 | 0% |
| One-Time Purchase | 1 | 100% |
| Total | 1 | 100% |

Motor Oil

Table 1: Motor Oil Likely Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|--------|-------|------------|-----------|------------|
| Quart | 18 | 75% | 1.3 | \$0.88 |
| Gallon | 4 | 17% | 3.5 | \$2.76 |
| Bucket | 2 | 8% | 1.0 | \$16.86 |

Table 2: Motor Oil Purchase if Available

| | Freq. | Percentage |
|--|-------|------------|
| Consumers Reporting Product Unavailable | 24 | 100% |
| Those who would purchase if they had the means | 17 | 71% |

Table 3 Motor Oil Likelihood of Purchase

| | Freq. | Percentage |
|-------------------------------|-----------|-------------|
| Has the means | 1 | 6% |
| When they will have the means | | |
| This Month | 0 | 0% |
| Next Month | 0 | 0% |
| Within Three Months | 0 | 0% |
| Within Six Months | 0 | 0% |
| Within One Year | 0 | 0% |
| Within Two Years | 0 | 0% |
| More than Two Years | 2 | 12% |
| Unknown | 14 | 82% |
| Never | 0 | 0% |
| Total | 17 | 100% |

Table 4: Motor Oil Likely Purchase Frequency

| | Freq. | Percentage |
|----------------------|-----------|-------------|
| Once per Week | 1 | 6% |
| Twice per Month | 3 | 18% |
| Once per Month | 2 | 12% |
| Several Times a Year | 2 | 12% |
| Once per Year | 0 | 0% |
| One-Time Purchase | 9 | 53% |
| Total | 17 | 100% |

Notebook

Table 1: Notebook Likely Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 1 | 25% | 3.0 | \$0.70 |
| Dozen | 3 | 75% | 201.0 | \$1.94 |

Table 2: Notebook Purchase if Available

| | Freq. | Percentage |
|--|-------|------------|
| Consumers Reporting Product Unavailable | 4 | 100% |
| Those who would purchase if they had the means | 4 | 100% |

Table 3 Notebook Likelihood of Purchase

| | Freq. | Percentage |
|-------------------------------|----------|-------------|
| Has the means | 0 | 0% |
| When they will have the means | | |
| This Month | 0 | 0% |
| Next Month | 0 | 0% |
| Within Three Months | 0 | 0% |
| Within Six Months | 0 | 0% |
| Within One Year | 0 | 0% |
| Within Two Years | 0 | 0% |
| More than Two Years | 0 | 0% |
| Unknown | 4 | 100% |
| Never | 0 | 0% |
| Total | 4 | 100% |

Table 4: Notebook Likely Purchase Frequency

| | Freq. | Percentage |
|----------------------|----------|-------------|
| Once per Week | 0 | 0% |
| Twice per Month | 0 | 0% |
| Once per Month | 0 | 0% |
| Several Times a Year | 0 | 0% |
| Once per Year | 3 | 75% |
| One-Time Purchase | 1 | 25% |
| Total | 4 | 100% |

Pen

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|--------------------|--------------|-------------------|------------------|-------------------|
| Single Item | 1 | 100% | 2.0 | \$0.12 |

| | Freq. | Percentage |
|---|--------------|-------------------|
| Consumers Reporting Product Unavailable | 1 | 100% |
| Those who would purchase if they had the means | 1 | 100% |

| | Freq. | Percentage |
|--------------------------------------|--------------|-------------------|
| Has the means | 0 | 0% |
| When they will have the means | | |
| This Month | 0 | 0% |
| Next Month | 0 | 0% |
| Within Three Months | 0 | 0% |
| Within Six Months | 0 | 0% |
| Within One Year | 0 | 0% |
| Within Two Years | 0 | 0% |
| More than Two Years | 0 | 0% |
| Unknown | 1 | 100% |
| Never | 0 | 0% |
| Total | 1 | 100% |

| | Freq. | Percentage |
|-----------------------------|--------------|-------------------|
| Once per Week | 0 | 0% |
| Twice per Month | 0 | 0% |
| Once per Month | 1 | 100% |
| Several Times a Year | 0 | 0% |
| Once per Year | 0 | 0% |
| One-Time Purchase | 0 | 0% |
| Total | 1 | 100% |

Pencil

Table 1: Pencil Likely Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 0 | - | 0.0 | \$- |
| Box | 0 | - | 0.0 | \$- |

Table 2: Pencil Purchase if Available

| | Freq. | Percentage |
|--|-------|------------|
| Consumers Reporting Product Unavailable | 0 | - |
| Those who would purchase if they had the means | 0 | - |

Table 3 Pencil Likelihood of Purchase

| | Freq. | Percentage |
|-------------------------------|----------|------------|
| Has the means | 0 | - |
| When they will have the means | | |
| This Month | 0 | - |
| Next Month | 0 | - |
| Within Three Months | 0 | - |
| Within Six Months | 0 | - |
| Within One Year | 0 | - |
| Within Two Years | 0 | - |
| More than Two Years | 0 | - |
| Unknown | 0 | - |
| Never | 0 | - |
| Total | 0 | - |

Table 4: Pencil Likely Purchase Frequency

| | Freq. | Percentage |
|----------------------|----------|------------|
| Once per Week | 0 | - |
| Twice per Month | 0 | - |
| Once per Month | 0 | - |
| Several Times a Year | 0 | - |
| Once per Year | 0 | - |
| One-Time Purchase | 0 | - |
| Total | 0 | - |

Table 1: Pickaxe Likely Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 6 | 100% | 1.0 | \$4.55 |

Table 2: Pickaxe Purchase if Available

| | Freq. | Percentage |
|--|-------|------------|
| Consumers Reporting Product Unavailable | 6 | 100% |
| Those who would purchase if they had the means | 6 | 100% |

Table 3 Pickaxe Likelihood of Purchase

| | Freq. | Percentage |
|--------------------------------------|----------|------------|
| Has the means | 0 | 0% |
| When they will have the means | | |
| This Month | 0 | 0% |
| Next Month | 0 | 0% |
| Within Three Months | 0 | 0% |
| Within Six Months | 0 | 0% |
| Within One Year | 0 | 0% |
| Within Two Years | 0 | 0% |
| More than Two Years | 0 | 0% |
| Unknown | 5 | 83% |
| Never | 0 | 0% |
| Total | 5 | 83% |

Table 4: Pickaxe Likely Purchase Frequency

| | Freq. | Percentage |
|----------------------|----------|-------------|
| Once per Week | 1 | 17% |
| Twice per Month | 0 | 0% |
| Once per Month | 1 | 17% |
| Several Times a Year | 0 | 0% |
| Once per Year | 1 | 17% |
| One-Time Purchase | 3 | 50% |
| Total | 6 | 100% |

Pipe

Table 1: Pipe Likely Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-----|-------|------------|-----------|------------|
| Bar | 36 | 100% | 3.4 | \$3.56 |

Table 2: Pipe Purchase if Available

| | Freq. | Percentage |
|--|-------|------------|
| Consumers Reporting Product Unavailable | 36 | 100% |
| Those who would purchase if they had the means | 23 | 64% |

Table 3 Pipe Likelihood of Purchase

| | Freq. | Percentage |
|--------------------------------------|-----------|-------------|
| Has the means | 0 | 0% |
| When they will have the means | | |
| This Month | 0 | 0% |
| Next Month | 2 | 9% |
| Within Three Months | 0 | 0% |
| Within Six Months | 0 | 0% |
| Within One Year | 1 | 4% |
| Within Two Years | 1 | 4% |
| More than Two Years | 0 | 0% |
| Unknown | 19 | 83% |
| Never | 0 | 0% |
| Total | 23 | 100% |

Table 4: Pipe Likely Purchase Frequency

| | Freq. | Percentage |
|----------------------|-----------|-------------|
| Once per Week | 1 | 4% |
| Twice per Month | 1 | 4% |
| Once per Month | 1 | 4% |
| Several Times a Year | 4 | 17% |
| Once per Year | 4 | 17% |
| One-Time Purchase | 12 | 52% |
| Total | 23 | 100% |

Powdered Milk

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|----------------|--------------|-------------------|------------------|-------------------|
| Cup | 8 | 50% | 1.6 | \$4.22 |
| Sack | 4 | 25% | 3.3 | \$10.17 |
| Marmite | 4 | 25% | 2.3 | \$14.87 |

| | Freq. | Percentage |
|---|--------------|-------------------|
| Consumers Reporting Product Unavailable | 16 | 100% |
| Those who would purchase if they had the means | 16 | 100% |

| | Freq. | Percentage |
|--------------------------------------|--------------|-------------------|
| Has the means | 1 | 6% |
| When they will have the means | | |
| This Month | 0 | 0% |
| Next Month | 1 | 6% |
| Within Three Months | 0 | 0% |
| Within Six Months | 0 | 0% |
| Within One Year | 0 | 0% |
| Within Two Years | 0 | 0% |
| More than Two Years | 0 | 0% |
| Unknown | 14 | 88% |
| Never | 0 | 0% |
| Total | 16 | 100% |

| | Freq. | Percentage |
|-----------------------------|--------------|-------------------|
| Once per Week | 3 | 19% |
| Twice per Month | 3 | 19% |
| Once per Month | 1 | 6% |
| Several Times a Year | 4 | 25% |
| Once per Year | 0 | 0% |
| One-Time Purchase | 5 | 31% |
| Total | 16 | 100% |

Radio

Table 1: Radio Likely Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 7 | 100% | 1.0 | \$23.92 |

Table 2: Radio Purchase if Available

| | Freq. | Percentage |
|--|-------|------------|
| Consumers Reporting Product Unavailable | 7 | 100% |
| Those who would purchase if they had the means | 6 | 86% |

Table 3 Radio Likelihood of Purchase

| | Freq. | Percentage |
|--------------------------------------|----------|-------------|
| Has the means | 1 | 17% |
| When they will have the means | | |
| This Month | 0 | 0% |
| Next Month | 0 | 0% |
| Within Three Months | 0 | 0% |
| Within Six Months | 0 | 0% |
| Within One Year | 1 | 17% |
| Within Two Years | 0 | 0% |
| More than Two Years | 0 | 0% |
| Unknown | 4 | 67% |
| Never | 0 | 0% |
| Total | 6 | 100% |

Table 4: Radio Likely Purchase Frequency

| | Freq. | Percentage |
|----------------------|----------|-------------|
| Once per Week | 0 | 0% |
| Twice per Month | 0 | 0% |
| Once per Month | 0 | 0% |
| Several Times a Year | 0 | 0% |
| Once per Year | 1 | 17% |
| One-Time Purchase | 5 | 83% |
| Total | 6 | 100% |

Refrigerator

Table 1: Refrigerator Likely Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 81 | 100% | 1.1 | \$119.45 |

Table 2: Refrigerator Purchase if Available

| | Freq. | Percentage |
|--|-------|------------|
| Consumers Reporting Product Unavailable | 81 | 100% |
| Those who would purchase if they had the means | 62 | 77% |

Table 3 Refrigerator Likelihood of Purchase

| | Freq. | Percentage |
|--------------------------------------|-----------|-------------|
| Has the means | 9 | 15% |
| When they will have the means | | |
| This Month | 0 | 0% |
| Next Month | 0 | 0% |
| Within Three Months | 1 | 2% |
| Within Six Months | 3 | 5% |
| Within One Year | 2 | 3% |
| Within Two Years | 0 | 0% |
| More than Two Years | 1 | 2% |
| Unknown | 42 | 68% |
| Never | 4 | 6% |
| Total | 62 | 100% |

Table 4: Refrigerator Likely Purchase Frequency

| | Freq. | Percentage |
|----------------------|-----------|-------------|
| Once per Week | 0 | 0% |
| Twice per Month | 0 | 0% |
| Once per Month | 0 | 0% |
| Several Times a Year | 2 | 3% |
| Once per Year | 4 | 6% |
| One-Time Purchase | 56 | 90% |
| Total | 62 | 100% |

Solar Lamp

Table 1: Solar Lamp Likely Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 24 | 100% | 1.6 | \$9.04 |

Table 2: Solar Lamp Purchase if Available

| | Freq. | Percentage |
|--|-------|------------|
| Consumers Reporting Product Unavailable | 24 | 100% |
| Those who would purchase if they had the means | 22 | 92% |

Table 3 Solar Lamp Likelihood of Purchase

| | Freq. | Percentage |
|--------------------------------------|-----------|-------------|
| Has the means | 2 | 9% |
| When they will have the means | | |
| This Month | 0 | 0% |
| Next Month | 0 | 0% |
| Within Three Months | 0 | 0% |
| Within Six Months | 0 | 0% |
| Within One Year | 0 | 0% |
| Within Two Years | 0 | 0% |
| More than Two Years | 0 | 0% |
| Unknown | 20 | 91% |
| Never | 0 | 0% |
| Total | 22 | 100% |

Table 4: Solar Lamp Likely Purchase Frequency

| | Freq. | Percentage |
|----------------------|-----------|-------------|
| Once per Week | 0 | 0% |
| Twice per Month | 1 | 5% |
| Once per Month | 1 | 5% |
| Several Times a Year | 3 | 14% |
| Once per Year | 6 | 27% |
| One-Time Purchase | 11 | 50% |
| Total | 22 | 100% |

Suitcase

Table 1: Suitcase Likely Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 4 | 100% | 1.3 | \$10.18 |

Table 2: Suitcase Purchase if Available

| | Freq. | Percentage |
|--|-------|------------|
| Consumers Reporting Product Unavailable | 4 | 100% |
| Those who would purchase if they had the means | 3 | 75% |

Table 3 Suitcase Likelihood of Purchase

| | Freq. | Percentage |
|--------------------------------------|----------|-------------|
| Has the means | 0 | 0% |
| When they will have the means | | |
| This Month | 0 | 0% |
| Next Month | 0 | 0% |
| Within Three Months | 0 | 0% |
| Within Six Months | 0 | 0% |
| Within One Year | 0 | 0% |
| Within Two Years | 0 | 0% |
| More than Two Years | 0 | 0% |
| Unknown | 3 | 100% |
| Never | 0 | 0% |
| Total | 3 | 100% |

Table 4: Suitcase Likely Purchase Frequency

| | Freq. | Percentage |
|----------------------|----------|-------------|
| Once per Week | 0 | 0% |
| Twice per Month | 0 | 0% |
| Once per Month | 0 | 0% |
| Several Times a Year | 2 | 67% |
| Once per Year | 1 | 33% |
| One-Time Purchase | 0 | 0% |
| Total | 3 | 100% |

Tape Measure

Table 1: Tape Measure Likely Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 26 | 100% | 1.5 | \$2.82 |

Table 2: Tape Measure Purchase if Available

| | Freq. | Percentage |
|--|-------|------------|
| Consumers Reporting Product Unavailable | 26 | 100% |
| Those who would purchase if they had the means | 16 | 62% |

Table 3 Tape Measure Likelihood of Purchase

| | Freq. | Percentage |
|-------------------------------|-----------|-------------|
| Has the means | 0 | 0% |
| When they will have the means | | |
| This Month | 0 | 0% |
| Next Month | 2 | 13% |
| Within Three Months | 1 | 6% |
| Within Six Months | 1 | 6% |
| Within One Year | 0 | 0% |
| Within Two Years | 0 | 0% |
| More than Two Years | 0 | 0% |
| Unknown | 12 | 75% |
| Never | 0 | 0% |
| Total | 16 | 100% |

Table 4: Tape Measure Likely Purchase Frequency

| | Freq. | Percentage |
|----------------------|-----------|-------------|
| Once per Week | 0 | 0% |
| Twice per Month | 0 | 0% |
| Once per Month | 0 | 0% |
| Several Times a Year | 3 | 19% |
| Once per Year | 3 | 19% |
| One-Time Purchase | 10 | 63% |
| Total | 16 | 100% |

Telephone

Table 1: Telephone Likely Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 9 | 100% | 1.0 | \$20.41 |

Table 2: Telephone Purchase if Available

| | Freq. | Percentage |
|--|-------|------------|
| Consumers Reporting Product Unavailable | 9 | 100% |
| Those who would purchase if they had the means | 9 | 100% |

Table 3 Telephone Likelihood of Purchase

| | Freq. | Percentage |
|--------------------------------------|----------|-------------|
| Has the means | 0 | 0% |
| When they will have the means | | |
| This Month | 0 | 0% |
| Next Month | 0 | 0% |
| Within Three Months | 1 | 11% |
| Within Six Months | 0 | 0% |
| Within One Year | 0 | 0% |
| Within Two Years | 0 | 0% |
| More than Two Years | 0 | 0% |
| Unknown | 8 | 89% |
| Never | 0 | 0% |
| Total | 9 | 100% |

Table 4: Telephone Likely Purchase Frequency

| | Freq. | Percentage |
|----------------------|----------|-------------|
| Once per Week | 0 | 0% |
| Twice per Month | 0 | 0% |
| Once per Month | 0 | 0% |
| Several Times a Year | 2 | 22% |
| Once per Year | 1 | 11% |
| One-Time Purchase | 6 | 67% |
| Total | 9 | 100% |

Washing Machine

Table 1: Washing Machine Likely Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 69 | 100% | 1.1 | \$93.87 |

Table 2: Washing Machine Purchase if Available

| | Freq. | Percentage |
|--|-------|------------|
| Consumers Reporting Product Unavailable | 69 | 100% |
| Those who would purchase if they had the means | 52 | 75% |

Table 3 Washing Machine Likelihood of Purchase

| | Freq. | Percentage |
|--------------------------------------|-----------|-------------|
| Has the means | 3 | 6% |
| When they will have the means | | |
| This Month | 0 | 0% |
| Next Month | 0 | 0% |
| Within Three Months | 0 | 0% |
| Within Six Months | 0 | 0% |
| Within One Year | 1 | 2% |
| Within Two Years | 0 | 0% |
| More than Two Years | 0 | 0% |
| Unknown | 46 | 88% |
| Never | 2 | 4% |
| Total | 52 | 100% |

Table 4: Washing Machine Likely Purchase Frequency

| | Freq. | Percentage |
|----------------------|-----------|-------------|
| Once per Week | 0 | 0% |
| Twice per Month | 0 | 0% |
| Once per Month | 1 | 2% |
| Several Times a Year | 3 | 6% |
| Once per Year | 12 | 23% |
| One-Time Purchase | 36 | 69% |
| Total | 52 | 100% |

Water Filter

Table 1: Water Filter Likely Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Case | 13 | 23% | 1.8 | \$3.67 |
| Single Item | 44 | 77% | 1.3 | \$4.80 |

Table 2: Water Filter Purchase if Available

| | Freq. | Percentage |
|--|-------|------------|
| Consumers Reporting Product Unavailable | 57 | 100% |
| Those who would purchase if they had the means | 53 | 93% |

Table 3 Water Filter Likelihood of Purchase

| | Freq. | Percentage |
|-------------------------------|-----------|-------------|
| Has the means | 5 | 9% |
| When they will have the means | | |
| This Month | 3 | 6% |
| Next Month | 4 | 8% |
| Within Three Months | 1 | 2% |
| Within Six Months | 0 | 0% |
| Within One Year | 3 | 6% |
| Within Two Years | 0 | 0% |
| More than Two Years | 0 | 0% |
| Unknown | 36 | 68% |
| Never | 1 | 2% |
| Total | 53 | 100% |

Table 4: Water Filter Likely Purchase Frequency

| | Freq. | Percentage |
|----------------------|-----------|-------------|
| Once per Week | 4 | 8% |
| Twice per Month | 4 | 8% |
| Once per Month | 5 | 9% |
| Several Times a Year | 12 | 23% |
| Once per Year | 10 | 19% |
| One-Time Purchase | 18 | 34% |
| Total | 53 | 100% |

Water Pump

Table 1: Water Pump Likely Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|-------------|-------|------------|-----------|------------|
| Single Item | 81 | 100% | 1.2 | \$69.25 |

Table 2: Water Pump Purchase if Available

| | Freq. | Percentage |
|--|-------|------------|
| Consumers Reporting Product Unavailable | 81 | 100% |
| Those who would purchase if they had the means | 69 | 85% |

Table 3 Water Pump Likelihood of Purchase

| | Freq. | Percentage |
|--------------------------------------|-----------|-------------|
| Has the means | 4 | 6% |
| When they will have the means | | |
| This Month | 0 | 0% |
| Next Month | 0 | 0% |
| Within Three Months | 3 | 4% |
| Within Six Months | 0 | 0% |
| Within One Year | 3 | 4% |
| Within Two Years | 0 | 0% |
| More than Two Years | 0 | 0% |
| Unknown | 57 | 83% |
| Never | 2 | 3% |
| Total | 69 | 100% |

Table 4: Water Pump Likely Purchase Frequency

| | Freq. | Percentage |
|----------------------|-----------|-------------|
| Once per Week | 0 | 0% |
| Twice per Month | 2 | 3% |
| Once per Month | 0 | 0% |
| Several Times a Year | 11 | 16% |
| Once per Year | 8 | 12% |
| One-Time Purchase | 48 | 70% |
| Total | 69 | 100% |

Water Purifying Tablets

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|--------------------|--------------|-------------------|------------------|-------------------|
| Box | 2 | 13% | 2.0 | \$0.17 |
| Single Item | 5 | 33% | 5.4 | \$0.52 |
| Case | 8 | 53% | 4.0 | \$0.61 |

| | Freq. | Percentage |
|---|--------------|-------------------|
| Consumers Reporting Product Unavailable | 15 | 100% |
| Those who would purchase if they had the means | 15 | 100% |

| | Freq. | Percentage |
|--------------------------------------|--------------|-------------------|
| Has the means | 2 | 13% |
| When they will have the means | | |
| This Month | 1 | 7% |
| Next Month | 3 | 20% |
| Within Three Months | 2 | 13% |
| Within Six Months | 1 | 7% |
| Within One Year | 2 | 13% |
| Within Two Years | 0 | 0% |
| More than Two Years | 0 | 0% |
| Unknown | 4 | 27% |
| Never | 0 | 0% |
| Total | 15 | 100% |

| | Freq. | Percentage |
|-----------------------------|--------------|-------------------|
| Once per Week | 1 | 7% |
| Twice per Month | 3 | 20% |
| Once per Month | 2 | 13% |
| Several Times a Year | 5 | 33% |
| Once per Year | 0 | 0% |
| One-Time Purchase | 4 | 27% |
| Total | 15 | 100% |

Whole Grain

Table 1: Whole Grain Likely Quantity & Price

| | Freq. | Percentage | Avg. Qty. | Avg. Price |
|---------|-------|------------|-----------|------------|
| Marmite | 29 | 48% | 2.7 | \$2.97 |
| Sack | 32 | 52% | 1.8 | \$10.07 |

Table 2: Whole Grain Purchase if Available

| | Freq. | Percentage |
|--|-------|------------|
| Consumers Reporting Product Unavailable | 61 | 100% |
| Those who would purchase if they had the means | 54 | 89% |

Table 3 Whole Grain Tablets Likelihood of Purchase

| | Freq. | Percentage |
|-------------------------------|-----------|------------|
| Has the means | 1 | 2% |
| When they will have the means | | |
| This Month | 0 | 0% |
| Next Month | 4 | 7% |
| Within Three Months | 3 | 6% |
| Within Six Months | 1 | 2% |
| Within One Year | 4 | 7% |
| Within Two Years | 2 | 4% |
| More than Two Years | 1 | 2% |
| Unknown | 35 | 65% |
| Never | 0 | 0% |
| Total | 51 | 94% |

Table 4: Whole Grain Likely Purchase Frequency

| | Freq. | Percentage |
|----------------------|-----------|-------------|
| Once per Week | 2 | 4% |
| Twice per Month | 4 | 7% |
| Once per Month | 5 | 9% |
| Several Times a Year | 21 | 39% |
| Once per Year | 9 | 17% |
| One-Time Purchase | 13 | 24% |
| Total | 54 | 100% |

iii. Potential Partners

Table 1: Trusted merchants by commune

| Market Vendor | Frequency Listed |
|----------------------|-------------------------|
| Renoit | 29 |
| Bonel | 15 |
| Blen | 9 |
| Miguelson | 9 |
| Fidel Isidor | 7 |
| Ivon | 7 |
| Leoniard | 6 |
| Imene | 6 |
| Lucien Jn Francois | 6 |
| Makenn | 6 |
| Amos | 6 |
| Gerald Charles | 5 |
| Klotide | 5 |
| Marie | 4 |
| Man Maksonne | 4 |
| Moliere | 4 |
| Levis | 4 |
| Manno | 4 |
| Elida Metivier | 4 |
| Wilsonn Balde | 4 |
| Maggy | 4 |
| Edrene | 4 |
| Iliomise | 4 |
| Kay Bonel | 4 |
| Jorel Anger | 3 |
| Bebe | 3 |
| Variete | 3 |
| Betie Saint Fleur | 3 |
| Jerimene | 3 |
| Leonia | 3 |
| Joseline | 3 |
| Borel | 3 |
| Tifam | 3 |
| Leronya | 3 |
| Djo | 3 |
| Denise | 3 |
| Jerman Juline | 3 |
| Gertha | 3 |

| | |
|----------------|---|
| Molaine | 3 |
| Magarette | 3 |
| Monique | 3 |
| Destin | 3 |
| Teolaine | 3 |
| Maitre Jorel | 3 |
| Tout Net | 3 |
| Dibison | 3 |
| Malenne | 3 |
| Klotide Pierre | 3 |

iv. Highly Recommend Products

