Report

Plateau Central Market Research

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Submitted to the,



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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
Quantitative Screening *16*
Qualitative Screening *17*
APPENDIX 19
i. Merchant Inventory Summary 19
ii. Product Purchase Summaries 22
Aspirin/Pain Reliever *22*
Bath Soap *23*
Battery for Radio *24*
Bed *25*
Bicycle *26*
Bleach *27*
Blender *28*
Chickenfeed *29*
Cloth/Fabric *30*
Clothes *31*

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

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

Water Filter *119*
Water Pump *120*
Water Purifying Tablets *121*
Whole Grain *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 miles^2) 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 completely surrounded by a wall of mountain ranges that protects the region from hurricanes. It has a moderate mean temperature of ~72^{o}F, and relatively high rainfall. Electricity from Haiti's only hydroelectric dam (Peligre) is widely available and cost free for most inhabitant. 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 Gourd 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.

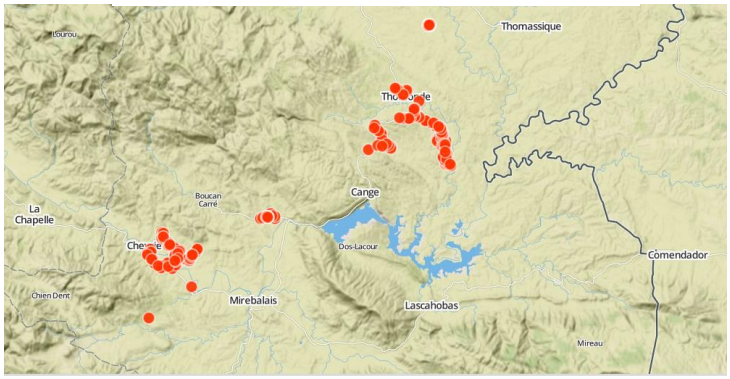
The current report details the findings of the next two phases of the research. In the first, the team included a consultant and three surveyors who conducted five days of intensive qualitative and quantitative research focused mainly on the Plateau's main towns, Hinche and Mirebalais. The research,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

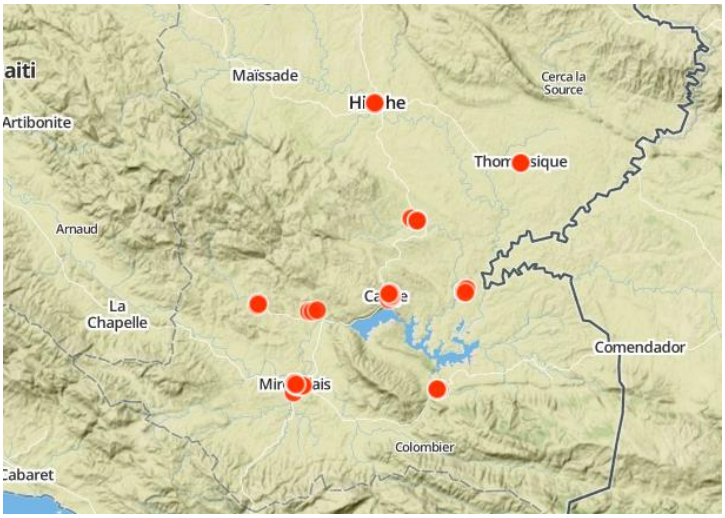
The final phase of the research was conducted April 23 through April 29. A team of 20 surveyors traveling on motorcycles carried out two survey projects in the Plateau, under the supervision of a coordinator, office manager, and data analyst working remotely.

- 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)

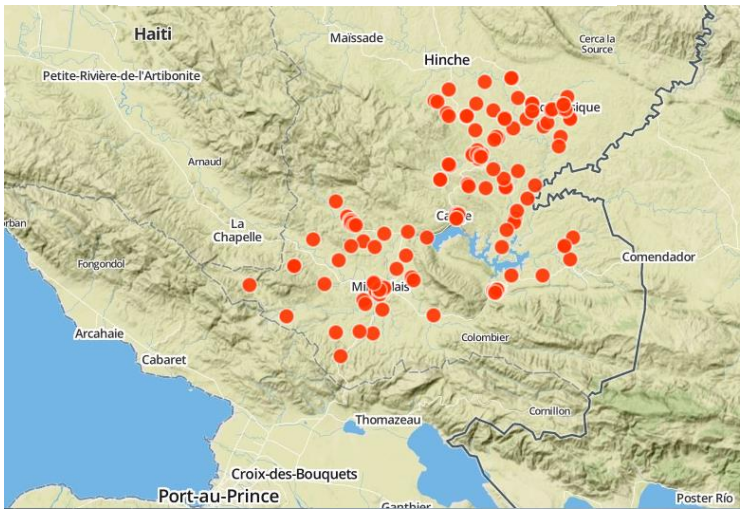


Map 2: Price and Product Turnover Rate Survey (n = 166)



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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.

Table 4: Merchant Responses by Age & Gender

	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.

Table 5: Merchant Responses by Commune

	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.

Table 8: Consumer Responses by Commune		
	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.

Table 9: Consumer Responses by Living Environment		
	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

		Current		Potential Demand				
	Market	Rate in	Est.	Rate	Rate	Unmet	Unmet	**Total**
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 commue-, 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 freelisting 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 Mirebalias
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	

Table 12.3: Trusted Market Women (Locality)	
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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)					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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

Table 1: Pickaxe Purchase Quantity & Price				
	Freq.	**Percentage**	**Avg. Qty.**	**Avg. Price**
Single Item	83	100%	1.1	$6.77

Table 2: Pickaxe Purchase Frequency		
	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%**

Table 3: Pickaxe Reasons Never Purchased		
	Freq.	**Percentage**
Unavailable	6	4%
Unwanted	73	45%

Table 4: Pickaxe Location of Seller & Buyer					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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

Table 1: Water Pump Purchase Quantity & Price				
	Freq.	Percentage	Avg. Qty.	Avg. Price
Single Item	6	100%	1.0	$370.16

Table 2: Water Pump Purchase Frequency		
	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%**

Table 3: Water Pump Reasons Never Purchased		
	Freq.	Percentage
Unavailable	81	49%
Unwanted	80	48%

Table 4: Water Pump Location of Seller & Buyer					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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					
	Buyer Location				
Seller Location	**Countryside**	**Town**	**City**	**Other**	**Total**
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

Table 1: Bed Likely Quantity & Price				
	Freq.	Percentage	Avg. Qty.	Avg. Price
Single Item	5	100%	0.8	$25.58

Table 2: Bed Purchase if Available		
	Freq.	Percentage
Consumers Reporting Product Unavailable	5	100%
Those who would purchase if they had the means	5	100%

Table 3: Bed 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	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%**

Table 4: Bed 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	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

Table 1: Indigo Likely Quantity & Price				
	Freq.	Percentage	Avg. Qty.	Avg. Price
Single Item	3	100%	4.3	$1.67

Table 2: Indigo Purchase if Available		
	Freq.	Percentage
Consumers Reporting Product Unavailable	3	100%
Those who would purchase if they had the means	3	100%

Table 3 Indigo Likelihood of Purchase		
	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%**

Table 4: Indigo 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	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

Table 1: Pen Likely Quantity & Price				
	Freq.	Percentage	Avg. Qty.	Avg. Price
Single Item	1	100%	2.0	$0.12

Table 2: Pen Purchase if Available		
	Freq.	Percentage
Consumers Reporting Product Unavailable	1	100%
Those who would purchase if they had the means	1	100%

Table 3 Pen 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: Pen Likely Purchase Frequency		
	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**	**-**

Pickaxe

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

Table 1: Powdered Milk Likely Quantity & Price				
	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

Table 2: Powdered Milk Purchase if Available		
	Freq.	Percentage
Consumers Reporting Product Unavailable	16	100%
Those who would purchase if they had the means	16	100%

Table 3 Powdered Milk Likelihood of Purchase		
	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%

Table 4: Powdered Milk Likely Purchase Frequency		
	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

Table 1: Water Purifying Tablets Likely Quantity & Price				
	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

Table 2: Water Purifying Tablets Purchase if Available		
	Freq.	Percentage
Consumers Reporting Product Unavailable	15	100%
Those who would purchase if they had the means	15	100%

Table 3 Water Purifying Tablets Likelihood of Purchase		
	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%**

Table 4: Water Purifying Tablets Likely Purchase Frequency		
	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

