

How to Plan a Street Trader Census



WIEGO Technical Briefs

The global research-policy-action network Women in Informal Employment: Globalizing and Organizing (WIEGO) Technical Briefs provide guides for both specialized and non-specialized audiences. These are designed to strengthen understanding and analysis of the situation of those working in the informal economy as well as of the policy environment and policy options.

This report was commissioned under the Inclusive Cities Project by WIEGO's Urban Policies Programme Director Caroline Skinner, who is based at the African Centre for Cities at the University of Cape Town.

About the Author:

Sally Roever is the Street Vending Sector Specialist for WIEGO's Urban Policies Programme. She holds a PhD in political science from the University of California at Berkeley (2005). Her areas of specialization include research design, qualitative and quantitative methodology, and urban and local governance. She has lived and travelled extensively in Latin America, including a year in Lima, Peru, where she studied street vending organizations and local governance as part of her doctorate. Prior to joining WIEGO as a staff member, Sally was a Lecturer at the Institute of Social Studies in The Hague and Visiting Researcher in Public Administration at Leiden University (The Netherlands). She is currently based in Washington, DC.

Publication date: February 2011
ISBN number: 978-92-95095-38-0

Published by Women in Informal Employment: Globalizing and Organizing (WIEGO)
A Charitable Company Limited by Guarantee – Company No. 6273538, Registered Charity
No. 1143510

WIEGO Secretariat

Harvard Kennedy School,
79 John F. Kennedy Street
Cambridge, MA 02138, USA
www.wiego.org

WIEGO Limited

521 Royal Exchange
Manchester, M2 7EN,
United Kingdom

Copyright © WIEGO.

This report can be replicated for educational and organizing purposes as long as the source is acknowledged.

Cover photograph by: Dennis Gilbert

Table of Contents

Introduction	1
Background	1
Overview	2
What is a Census, and Why Would a Census of Street Traders be Useful?	2
How Does a Census Work?	3
Phase 1: Preparatory Work.....	4
Phase 2: Enumeration	5
Phase 3: Data Processing	5
Phase 4: Dissemination of Results	6
Phase 5: Evaluation of Results	6
Phase 6: Analysis of Results	7
Planning a Census of Street Traders	7
Project Fundamentals	7
Establishing Authority	7
Identifying Stakeholders	8
Developing Strategic Goals	9
Defining the Organizational Structure	10
Mainstreaming Issues of Gender and Ethics	11
Census Budgeting	12
Budgeting by Census Phase	12
Cost-Saving Strategies.....	15
Technical Project Planning.....	16
Communication Strategy	17
Mapping.....	18
Enumeration Plan	19
Questionnaire Design.....	25
Data Processing Plan.....	29
Dissemination, Evaluation, and Analysis Plan	29
Staff Training and Pilot Tests	31
Conclusion: Making Street Traders Visible.....	31
References and Resources.....	32
Appendix	33
Sample Long and Short Form Questionnaires from 2010 Durban Street Trader Census	33

Introduction

Street traders represent one of the largest and most visible segments of the informal economy. Yet although they work in plain view on the streets and sidewalks of urban areas all over the world, the actual number of people who work as street traders is, for the most part, unknown. Government officials have a critical need for accurate data on street traders in order to formulate appropriate and effective policies. Likewise, street trading organizations require accurate information on their members to support their advocacy efforts.

This Technical Briefing Note presents guidelines for planning a census of street traders. A census is one of many ways to gather data on a given population. Planning and managing a census of any kind is extremely complex, as it requires both a technical understanding of prevailing census methodologies and a deep, localized socio-cultural understanding of the population of interest. Recognizing that local street trader censuses are routinely undertaken without sufficient technical expertise, this note offers an overview of the key features of a census and the fundamental issues that must be resolved in the planning stage.¹

The guidelines presented here offer a resource for city planners who wish to use a census to estimate the size and basic characteristics of the street vending population. They may also be useful to membership-based organizations of street vendors that intend to carry out their own census projects, or researchers who wish to conduct a census to determine how many traders there are in a given area of the city. Membership-based street vending organizations may also find the guidelines a useful reference to help them engage in city planning processes.

A census can be carried out at any scale – on a single street, in one or more natural market areas of a city, or even across an entire metropolitan area. However, for a census project to be successful, it must be planned carefully and supported with resources that match the project goals.

Background

Street traders are a very diverse set of urban informal workers. They work in many different types of public spaces – designated hawking zones, natural market areas, sidewalks, medians, and transport terminals, for example – at different times of the day, on different days of the week, and during different seasons of the year. Some traders move from one vending post to another over the course of the workday, and sometimes a single vending post can be the workplace of several different individual vendors. With so much variation in the time and place they work, it is exceedingly difficult to estimate the total number of traders in any given city.

For street vendors to become equal partners in inclusive urban planning processes, reliable information on their numbers and characteristics is critical. Many cities have conducted street trader censuses in order to produce such information. However, there is no accumulated knowledge across countries on the special challenges of gathering reliable data on street traders. This Technical Briefing Note is intended as a starting point for accumulating such expertise.

¹ The literature on standard approaches to census methodology was drawn from the UN-STATS Census Knowledge Base, a publicly accessible database of articles on census methodology available on the website of the United Nations Statistics Division (<http://unstats.un.org/unsd/censuskb/>). A total of 105 articles were reviewed as part of the preparation of this document.

Central to the approach presented here is an emphasis on the role of street traders and their organizations as stakeholders in census projects. Although cities routinely undertake street trader censuses, they do not routinely treat street vendors as participants in census planning or as potential end users of the census data. Yet experience with other kinds of censuses shows that high quality results are impossible without the support of those being enumerated. Building the capacity of street vending organizations to take part in census projects is therefore a key goal of this document.

Overview

What is a Census, and Why Would a Census of Street Traders be Useful?

A census² is the total process of collecting, compiling, evaluating, analyzing and disseminating data pertaining to all persons in a well-delimited geographic area at a specified time.³ A census has four basic features:

- **Individual enumeration:** Separate information is collected regarding each individual person;
- **Universality within a defined territory:** All persons within the well-delimited geographic area are enumerated;
- **Simultaneity:** Information is reported with respect to a single, short, well-defined moment in time; and
- **Periodicity:** Information is collected at regular intervals.

These four features make the census a unique type of data collection tool. Its fundamental purpose is to provide basic information on the size and characteristics of the target population. Because a census calls for *separate information* to be collected on *each and every person* within the target area *at the same point in time*, it has special logistical, financial, and technical requirements. When those requirements are met, a census can be an appropriate tool for “evidence-based decision making.”

“In order to plan for, and implement, economic and social development, administrative activity or scientific research, it is necessary to have reliable and detailed data on the size, distribution and composition of population.” (UN 2008: 7)

A census can be useful for producing an estimate of the number of street vendors at a single point in time, but it is not appropriate for other types of research goals. For example, when the goal is to gather information for administering permits or allocating market space where no such information already exists, an administrative register would be more appropriate than a census.

² The term “census” in the national context normally refers to a population and housing census. A “population and housing census” is a census whose purpose is to collect data on both individual members of the population and individual housing units. In this briefing note, the term “census” refers to a population census, because housing units are not relevant in the case of street traders. However, where street traders have fixed posts, a census analogous to a population and housing census is conceivable; in principle, data could be collected on individual vendors as well as individual vending posts.

³ See United Nations Department of Economic and Social Affairs – Statistics Division, *Principles and Recommendations for Population and Housing Censuses*, Revision 2 (2008): 7.

Census data are intended for statistical purposes related to estimating the size, distribution, and basic characteristics of the population. Census data can be made public so that anyone can use them; as a result, individuals' personal information is typically not included in census databases. When local officials or street vending leaders need to know individual street traders' full names, identification numbers, affiliation to organizations, and/or current legal status in order to distribute permits and licenses, a separate administrative register is required.

Because a census attempts to include *every* individual trader in a given area, it is not possible for census interviewers to ask many in-depth questions. However, some issues of concern to leaders of street vending organizations or city planners require in-depth information on traders beyond just their numbers. For example, leaders could use detailed information on traders' risks and vulnerabilities in order to develop effective advocacy strategies to make traders' livelihoods more secure. For this more detailed information, a sample survey or in-depth interviews would be more appropriate than a census. While censuses collect a small amount of information on a large number of people, surveys and in-depth interviews amass a larger amount of information on a smaller number of people.

Each of these data sources provides different but useful information for policies and programs related to street traders. A carefully planned census can provide reasonable estimates of the size, distribution, and basic characteristics of a street trading population; an administrative register forms the basis for allocating permits; and sample surveys and in-depth interviews provide more detailed data on traders that can be used to develop strategies for social protection and other needs.

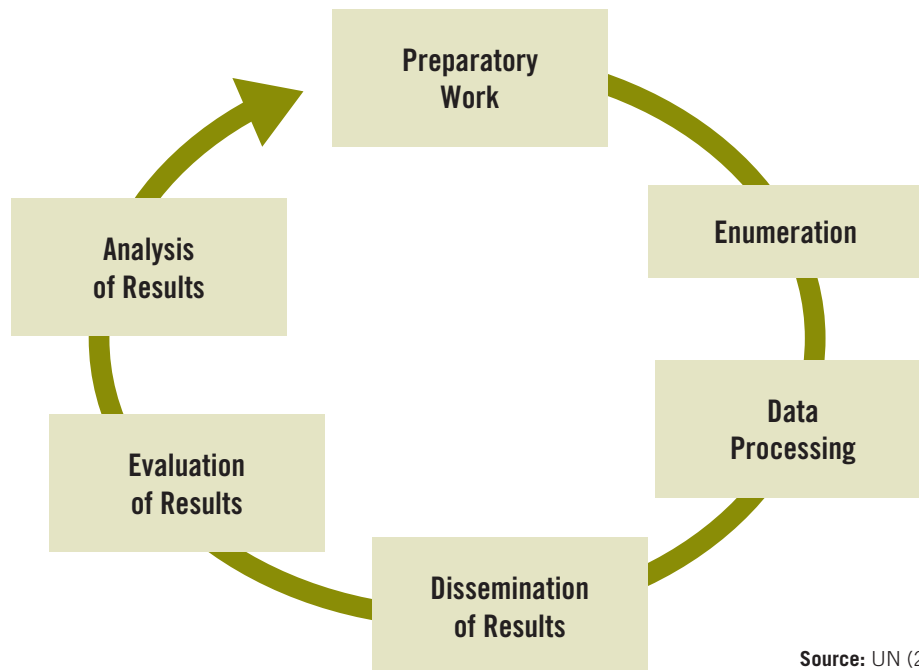
It should also be noted that official statistics produced by national statistical agencies provide estimates of the total number of street traders in some cities.⁴ The advantage of official statistics is that the government agencies that produce them typically have the largest accumulation of technical expertise and the most resources to undertake data gathering projects. However, for a variety of reasons, official estimates of the size of the street trading population at the level of individual cities are not available in many countries, and official data do not always provide the kinds of information about street traders that are needed for urban planning purposes.

How Does a Census Work?

A census can be divided into six phases (Figure 1). All phases of a census are important, but the preparatory work is the most critical. When adequate time and expertise is devoted to planning, the likelihood is greater that each phase will be properly resourced and organized, and the quality of each phase's output will be sufficiently high.

“Planning can be regarded as the core of the census cycle and the process that is most critical to the completion of a successful census.” (UN 2001: 3)

⁴ More information about official statistics on worker groups in the informal economy can be found at <http://www.wiego.org> in the Statistics Programme section.

FIGURE 1: Phases of a Census

Source: UN (2008), Chapter III

Because planning is so important, this Briefing Note emphasizes the first phase, Preparatory Work. The Preparatory Work phase takes a much longer time than the other phases – in fact, it can take more time than the other five phases *combined*. All six phases are described briefly below, and then the remainder of the Briefing Note discusses all the tasks that are part of the Preparatory Work phase.

Phase 1: Preparatory Work

This initial phase of a census project can be divided into three parts. The first part is to establish *project fundamentals* as a baseline for the entire project. The most basic questions to answer at the outset of the Preparatory Work phase are:

- Who will be involved in the census, and in what capacity?
- What are the goals of the census project?
- What information on street traders is desired?
- Who will have the authority to gather data on street traders, and how will that authority be established?
- Will street traders be obligated to participate in the census?
- Who will be given access to the data once the census is complete?
- How will planners ensure that participants' well-being is protected and ethical guidelines are followed?⁵

The second part of this initial phase is to identify funding sources and *define a budget and timetable* for the census project. As with any project, the budget will determine what can be

⁵ Some guidance on ethical issues, and particularly the issue of protecting the confidentiality of personal data, can be found in Bruengger (2004) and Seltzer (2005).

achieved and what goals must be set aside. Censuses are typically very expensive projects, but for a smaller-scale street trader census, it may be possible to marshal resources such as borrowed office space, computer use, and technical expertise without having to commit a large (or even any) portion of the budget. The timetable will also be a function of the resources available to carry out the project.

The third part of the Preparatory Work phase is the *technical planning*. The key areas for technical planning include communication activities (to coordinate among the various parties involved in the census); mapping the geographic area where the census will take place; developing an enumeration plan outlining the mechanics of how street traders will be counted; preparing and testing a census questionnaire; defining a plan to process the data (the responses that the traders give as the questionnaire is administered), to use the data (for example by tabulating results), and to disseminate the data and/or the results.

Phase 2: Enumeration

While the Preparatory Work phase is usually the longest in a census project, the enumeration phase is often the shortest. “Enumeration” refers to the process of counting (enumerating) street traders at one point in time. Sometimes that point in time refers to a single day, or a period of a few days or even a week. Enumeration entails only the actual field operations – that is, the process of census enumerators (interviewers) going out into the streets and interviewing every street trader. With a large number of traders to be interviewed, and a small amount of time in which to do those interviews, this phase is logistically very complicated and requires a large team to implement.

The enumeration phase may entail other activities in addition to canvassing, the process by which enumerators fan out into the streets and attempt to interview every trader. If the census planners want to include mobile vendors, for example, they may have to set up some alternative method to count them. For example, they could offer the possibility of traders filling out census forms themselves or submitting information by mobile phone or Internet to reduce the number of traders missed. Under any circumstances, the enumeration period presents unforeseen challenges that are particular to the type of census project and to the local conditions. Thus, a successful enumeration process will depend on well-laid plans in the previous phase.

Phase 3: Data Processing

Once interviews for the census have been conducted or traders have otherwise submitted their information, interviewers or field supervisors must deliver that information (usually the questionnaires themselves) to census staff responsible for data processing. “Data processing” means taking the data (street traders’ answers to census questions) from the data gathering “instrument” (usually a questionnaire) and putting it into some sort of database. This is called “data capture.” The database can then be used to analyze the information gathered.

Data processing also has a strong quality control component. That is, in this phase, someone will need to sort out the questionnaires (for example, according to interviewer or enumeration area), make sure all the questionnaires that were sent out have come back in, and make sure that all the questionnaires were completed. They will also need to make sure that all the answers are legible, and that any mistakes that were made on enumeration day are corrected.

The demands of interviewing traders on the streets while they work are such that the possibility for error is especially high. Traders and interviewers may be rushed, distracted or interrupted during an interview because of high noise levels, crowding, customer flows, or the curiosity of fellow traders. The social nature of street markets means that it is not uncommon for a group of traders to gather around the respondent during an interview to hear, and then validate or correct, the interviewee's responses. With a high scope for error, the data capture and editing processes are a critical part of ensuring the accuracy and integrity of the final product.

Phase 4: Dissemination of Results

Once the census database has been built, the results must be disseminated to the end users. End users may include local government officials, urban planners, street trading organizations, academic researchers, non-governmental organizations, and ordinary traders. Through user consultations in the preparatory phase, census managers will have a sense of what type of products these end users need. For example, they may wish to have short reports displaying tables of basic information about the number and distribution of traders in a given area. Alternatively, they may wish to have access to the census database itself so that they can perform their own analyses.

The final products to be disseminated will depend on both the needs of end users and the capacity of census staff. Related decisions include whether and how much to charge for use of the results; whether to release all of the results at once or to release results in stages; whether to release hard copies of reports or to disseminate results electronically; and whether to accommodate individual requests for specific results.

Because street traders must take time during their workday to provide the data for the census, a key consideration regarding dissemination is how to provide street traders with the census results. If the database itself is to be made public, some training on how to use the census database may be considered for leaders and members of street trading organizations. If only reports are to be released, it may be useful to hold public discussion forums to present the results and invite questions and feedback from traders. The feedback traders provide at such sessions could then be used to improve the quality of the next census.

Phase 5: Evaluation of Results

The complexities involved in planning a census, carrying out interviews on enumeration day, processing the data and disseminating the results call for ongoing evaluations. Evaluations can help determine whether the time and resources invested to carry out the census have been worthwhile. They can also help census managers identify problem areas and make quality improvements, either midstream (during the census process) or in subsequent censuses. Two basic measurements of the overall quality of the census are coverage (how close the census comes to covering 100% of the target population) and accuracy (how reliable the individual responses are).

Coverage is an especially challenging issue in street trader censuses. Because of the inherent mobility of the population, the scope for missing traders (undercounting) and counting the same trader twice (double-counting) is high. It may also be difficult to produce accurate maps, and it may be difficult to access all areas where street traders work. Census staff may become aware of

potential sources of coverage error while the enumeration is taking place, and they may consider some ways of assessing coverage problems after the enumeration is complete.

Accuracy is also a highly relevant issue in street trader censuses. Because they typically work informally and face periodic harassment from the authorities, street traders may be wary of providing accurate or complete responses to census enumerators. Errors can also arise because the way a question is asked is ambivalent or unclear.

One way to assess the accuracy of the census results is to compare them to other sources of information. For example, if there are national labour force surveys that identify street trading as an occupation and provide breakdowns of basic demographic data, the results of the street trader census can be compared to those surveys to check for significant discrepancies. All of these possibilities may be part of the evaluation phase.

Phase 6: Analysis of Results

Even after the results of the census are released, either as written reports or as a usable database, some plan might be made for the ongoing analysis of the data. A concrete plan for analyzing results can help ensure that the data are fully utilized and that user needs are met.

Because typically there is no particular institution responsible for conducting street trader censuses, the bulk of the analysis will likely be carried out by other parties, such as research-oriented NGOs, academic researchers or commercial research companies that may serve as partners in the project. Again, communication between census managers, street trading organizations, and local government officials is essential for ensuring that the results are analyzed in such a way that they serve the policy and advocacy needs for which they were intended. Earmarking part of the budget for analysis can help ensure that the analytical goals of the census are met.

These are the six phases of a census project. The remainder of this Briefing Note walks through the tasks involved in Phase 1, the preparatory work. In providing greater technical detail on census planning, it also highlights some of the unique challenges of conducting a census of street traders.

Planning a Census of Street Traders

Project Fundamentals

Before a street trader census project can begin, those interested in undertaking it must address some fundamental questions about the project itself. These questions revolve around the basic issues of who will be conducting the project, what they wish to achieve by doing it, and how they will go about it.

Establishing Authority

For a national population and housing census, the central government establishes the legal framework for fixing the responsibility and authority to carry out the census. As part of that

framework, it establishes guidelines for obtaining funding and determining the scope and timing for the census. It also places an obligation on the public to give truthful answers to the census questionnaire, and on the census takers to record those answers faithfully.

In the case of a census of street traders, a central government authority is usually not involved, so one of the first steps in the preparatory phase is to identify who will be involved in the census and in what capacity. Those involved may include local government authorities, academic researchers, private research firms, street vending organizations, and international experts, for example.

Then, once the key partners are identified, they should consider carefully how the authority to carry out the census will be established, and how cooperation on the part of street traders will be solicited. For example, if a federation of street trading organizations wishes to carry out its own census of traders in a particular area, it may seek the approval of its member organizations. Those organizations, in turn, may require a majority vote of their own members to approve the census project and grant authority for its completion. For local government authorities planning a census, a governing framework should be developed in direct consultation with street trading organizations. Without such consultations, the project may not generate accurate or useful results.

KEY QUESTIONS

- Who will have the authority to carry out the census, and how will that authority be established?
- How will street vendors' participation in the census project be coordinated?
- Who will have the authority to manage the funds to carry out the census, and how will oversight and accountability be established?

Identifying Stakeholders

The identification of stakeholders in a census project is a key component of the early preparatory phase. Those stakeholders may then be involved in different phases of the census cycle. For example, potential users of the census data should have input into the types of questions asked on the census questionnaire. In the case of a street trader census, street trading organizations have a significant stake in the content, quality, and outcome of the census, and should be centrally involved throughout the planning phase. Other stakeholders may include local government officials, academic researchers, urban planners, and advocacy organizations.

KEY QUESTIONS

- Who are the primary stakeholders in the census process?
- In what phases of the census project will each stakeholder be involved?
- How will communication links be maintained between census planners and stakeholders?
- How will street trading organizations in particular be involved as stakeholders?

Developing Strategic Goals

Setting clear goals for the census project will help provide a framework for managing the different phases of the census and for ensuring that the results of the project are in line with what is envisioned at the outset. Because censuses are complex and costly, adherence to the strategic goals is essential.

Examples of goals that planners of street trader censuses may set:

- Produce an accurate count of all street traders as defined by the project, without excluding any particular type of trader for reasons of convenience or bias;
- Collect basic information about the street trading population being enumerated, with the exact type and extent of information to be determined in part by the census budget and the priorities of the stakeholders involved;
- Maintain the confidentiality of data, and respect and protect the privacy and dignity of the traders being enumerated, taking into account their vulnerable status;
- Disseminate results in a timely fashion to street traders, other end users, relevant government authorities, and the general public; and
- Ensure the quality of the data and outputs, and contribute to quality improvement for future censuses so that changes in the size and composition of the street trading population can be accurately tracked over time.

KEY QUESTIONS

- What are reasonable and appropriate goals given the budget and time frame for the project?
- Where are the potential tradeoffs among goals, and how will those tradeoffs be resolved?
- How can census planners ensure that the goals of the project guide decision-making and census management throughout the process?

One important issue is central to establishing the strategic goals and is worth dwelling on: how street traders will be defined. For example, the goal of the census may be to count all street traders, regardless of formal or informal status. In that case, the definition of street trader should be general enough to incorporate both formal and informal traders.⁶ If the goal is to count only informal street traders, or only formal street traders, census planners must develop clear definitions and indicators of formal and informal status.

Census planners must also consider whether to include all kinds of traders, or only certain kinds of traders (see Box 1). For example, they should decide whether to include only traders who sell goods, or also traders who provide services (such as street car guards, shoe shiners or street entertainers). They must consider whether to include traders who work only in the streets, or also traders who operate from their own homes, from kiosks attached to their homes, on public transportation routes (such as bus lines or commuter trains), or in more formalized or state-sponsored markets, rather than in the streets per se. Additionally, they should consider whether to target only traders who work on

⁶ It may nevertheless be useful to incorporate some indicators of formal and informal status in the census questionnaire.

regular schedules, or to also incorporate traders whose work is temporary, part-time, or irregular, such as early morning market traders, weekend traders and seasonal traders.

BOX 1: Which Street Traders to Include in the Census?

Both formal and informal?

- Vendors with/without permits or licenses?
- Vendors who are registered /not registered?
- Vendors who have/do not have legal status?

In all kinds of spaces?

- Vendors in formal or public markets?
- Vendors inside/outside of regulated hawking zones?
- Vendors who work from home, from shipping containers, on buses or trains, in transport terminals, in parks, along highways, at bus stops, in kiosks?

With all kinds of schedules?

- Vendors who work every day? On weekends?
- All day? Only in the mornings? In the evenings?
- During holiday seasons?
- During sporting events?

This question of which street traders to include for enumeration may not be resolved on the first try. In part, it will be a function of the budget and time frame, which will be determined in later steps. Planners may set out to be inclusive and enumerate all traders, for example, and then discover that the costs involved are too high. Therefore, it is a question that will need to be revisited in various stages of the preparatory phase.

Defining the Organizational Structure

Planners of a street trader census will face a particular challenge in coming up with a management structure for the census project. With multiple stakeholders and no pre-existing organizational structure like a census agency, roles and responsibilities for the census must be defined carefully at the outset. Planners might consider designating a single census executive officer responsible for overall project oversight; deputy executive officers responsible for oversight of day-to-day operations; and project managers and teams for the different phases of the census project.⁷ An advisory board made up of technical experts (along with stakeholder representatives) can help planners access the type of technical advice that is indispensable for the success of the census project.

KEY QUESTIONS

- Who will be responsible for overseeing the project as a whole?
- How will day-to-day operations be managed and supervised?
- What lines of reporting and accountability will be established?
- How can technical expertise be incorporated into the organizational structure?

⁷ For further suggestions on common management structures for census projects, see UN (2001).

Mainstreaming Issues of Gender and Ethics

As part of the planning process outlined above, issues related to gender and ethics should be mainstreamed into decision-making and overall census operations. One starting point for gender mainstreaming is to ensure that women are adequately represented in the managerial structure and oversight mechanisms for the project. Hiring both female and male enumerators can help make gender-related bias in questionnaire responses less likely. In addition, ensuring the input of women street traders in the content of the questionnaire is vitally important. The inclusion of women in the management of the census project, and attention to gender issues at key decision points and in day-to-day operations, can bolster the quality and credibility of the census project.

The issue of ethics in a census centres primarily on ensuring the safety, integrity, and good will of those who provide the data – in this case, the street traders themselves. Without an explicit commitment to protecting the confidentiality of the answers they provide, street traders may view the census project with suspicion and be less inclined to provide accurate responses. Traders who work in areas where evictions have taken place may be especially wary of providing information about themselves to census enumerators. By showing a clear commitment to the ethical principles that guide official statistics,⁸ and in particular the principle of maintaining confidentiality and anonymity of data, census planners are more likely to earn the trust that is necessary for traders' full participation in the census project.

Planners of street trader censuses must also take care to publicize the project in a transparent way. In some past experiences, a census project has been interpreted as an administrative project for allocating market stalls or distributing permits. When this happens, persons who do not actually work as street traders come to the enumeration area on census day to be counted, with the hope of receiving a permit or market stall. A census may also be misconstrued as a project that involves the distribution of gifts or services. Census managers have an ethical obligation to present the purposes of the project clearly to avoid such misunderstandings.

A third ethical issue that is particularly relevant for street trader censuses is the need to avoid asking overly intrusive questions in the census questionnaire. Street trading populations are vulnerable in many ways, and census planners must remain conscious of those vulnerabilities as they determine what kind of information to ask traders to provide. For example, for traders who are migrants, refugees, or internally displaced persons, questions about nationality and citizenship can be intrusive and threatening. Those writing the questions for the questionnaire have an ethical obligation to balance their desire for information against the well-being and personal integrity of the respondents.

In general, leaving ethical issues unaddressed can threaten the credibility of the project and those who undertake it, and undermine the trust that data providers and data users place in the project planners (Seltzer 2005). Attention to standard ethical principles is required in every phase of the census project.

⁸ The International Statistical Institute's Declaration on Professional Ethics can be accessed at <http://isi.cbs.nl>.

Census Budgeting

Any large-scale census is a costly undertaking, and a census of street traders across an entire city or urban area could be particularly expensive because of the special requirements involved.

For example, because many street traders do not work at a fixed location, census enumerators would need to develop specialized strategies for finding the different kinds of mobile traders and ensuring that none are double-counted. Likewise, a large-scale street trader census could require multiple visits to the same location on a given day where the turnover from early-hour traders, to midday traders, to evening traders is high.

These types of challenges specific to street trader censuses carry with them significant cost implications. Controlling the cost of a census may be easier on a smaller scale, such as a central business district or a single ward or precinct. Regardless, the more care that is put into developing the budget during the preparatory stage, the easier it should be to control costs.

Budgeting by Census Phase

Census budgeting requires attention to each separate phase of the census cycle. The items to be included in the budget under each phase of a street trader census will largely depend on the scale of the census and the nature of the organization or entity carrying it out.

Table 1, below, provides a sample budget for a large-scale census covering an entire municipality or large urban area. A smaller-scale census covering a single municipal district or ward, or a census carried out by street trading organizations themselves, would likely have a different cost distribution. Other models are possible, and variations from the models provided below will necessarily arise on a case-by-case basis.

“Funds allocated and used in an effective manner on planning and preparation will result in savings and efficient enumeration and processing operations.” (UN 2001: 16)

In the case of a large-scale census, the most significant budget item is likely to be salaries. On average, personnel costs for national population and housing censuses worldwide represent close to 40 per cent of an overall census budget. Because a large-scale street trader census is likely to be undertaken by a local government authority and/or a private research firm, salaries commensurate with professional rank are necessary.

Temporary staff such as interviewers and field supervisors may be hired for field operations. These staff may be compensated on an hourly or daily basis, and are sometimes given per diems to cover meals and incidental expenses while in the field. Likewise, temporary staff may be hired for data processing; they also may be paid on an hourly or daily basis. Alternatively, data processors may be paid on a piece rate basis for each questionnaire form they convert into raw data. Regardless of how these calculations are made, manpower is likely to be the most significant cost of undertaking a large-scale street trader census.

TABLE 1: Sample Budget For a Census

Census Phase and Item	Includes	Estimated % of Budget*
Overhead & Ongoing Expenses		
Personnel: salaries, benefits, and per diem costs	Salaries for staff involved in conduct of census, including permanent staff, temporary field workers, and temporary data processing staff. Salaries may be calculated on an hourly, daily, or piece rate basis. Field workers may be given per diems for meals.	39%
Consultants & contractors	Costs of external consultants or contractors providing advice and/or services. This may include experts in mapping, sampling and enumeration, data processing, data analysis and report writing, and/or information technology/computer maintenance.	4%
Equipment & office consumables	Rental or purchase of computers; software; paper, pens, notepads, etc.	5%
Office overhead	Office rental costs, operating costs (electricity, cleaning, etc.), equipment expenses, storage costs, telephone and postal costs, furniture, and security.	5%
Stakeholder consultation	Cost of holding stakeholder consultation sessions and maintaining communications with stakeholders. Consultation sessions may be held in person and/or electronically.	2%
Preparatory Work		
Staff recruitment and training	Communications for recruiting staff, acquisition of space and materials for training, production of training aides such as instructional manuals.	7%
Mapping	Costs of obtaining, maintaining and updating map data; specialized computer hardware and software; and map printing for pilot tests and field operations.	5%
Printing questionnaire	All printing costs (including paper, printing, and copying) associated with the census questionnaire.	3%
Public relations	Costs associated with publicizing the census, e.g. printing and reproducing fliers, posters, or pamphlets and public events.	1%
Enumeration		
Enumerator equipment	Pencils/pens, clipboards, satchels, watches, and t-shirts or other forms of identification.	3%
Transportation	Bus, train, or taxi fares for enumerators and field supervisors for pilot exercises and census enumeration day.	4%
Data Processing		
Data processing equipment	Rental or purchase of computer hardware, e.g. scanners, and data processing software.	5%
Data processing overhead	Rental of temporary office space for receipt, storage, and processing of census questionnaires.	2%

Dissemination of Results		
Analysis, report writing, and dissemination	Costs of developing and producing census outputs, such as reports, briefing notes, and/or WEB presentations.	4%
Data dissemination	Costs associated with making raw census data publicly available, for example via WEB access or CD-ROM.	2%
Evaluation & Analysis of Results		
Evaluation report writing and presentation	Salary and costs associated with conduct of census evaluation and presentation of evaluation results.	1%
Ongoing analysis of results	Salary and costs associated with ongoing analysis of results.	1%
Other and Contingency		7%

Source: Constructed from UN (2001): 16-21; Stukel (2008): 11; UNFPA (2002); and UN (2008).

* These estimates are based in part on averages across global regions for national population and housing censuses. The actual cost breakdowns for street trader censuses will vary from one locality to the next and must be calculated with local conditions in mind.

It is important to note that some of the above expenses may not be necessary, depending on who is involved, where the census is taking place, and other case-specific considerations. For example, if a local government authority, research firm, or other stakeholder can dedicate some space to census materials and staff, renting office space would be unnecessary. Likewise, if existing equipment can suffice, there would be no need to purchase new equipment such as computers.

Many costs will also depend on who is assigned responsibility for the tasks in each phase. For example, if street vending organizations are responsible for the census or are centrally involved in its planning, they may be able to take care of publicity by word-of-mouth strategies at no charge. Street trading organizations may also provide manpower to assist with field operations. Individual street traders could be appointed to help interviewers track down traders who are not at their posts at the time of the census interviews, or direct mobile traders to a pre-designated location to be interviewed, for instance.

Census costs will also depend on how ambitious the goals of the census project are. A census of a single district or neighbourhood, for instance, would likely eliminate the need to pay transport costs for field workers, and the need for ongoing analysis of the census results may not be feasible or necessary.

Developing the budget with a high degree of precision requires well-defined goals and a thorough itemization of every potential cost involved. Census planners would be well advised to revise the budget repeatedly throughout the planning process as they consult with technical experts, develop more detailed project plans, and make key decisions along the way. They may also wish to consult the budget of other census projects, particularly those carried out locally, such as a municipal census, for guidance.

Cost-Saving Strategies

Generally speaking, the three most significant costs involved in undertaking a census are personnel, mapping, and data processing.⁹ While it is essential to ensure each area is fully funded, experience in national population and housing censuses shows that some cost-saving strategies can be effective without necessarily compromising the quality of the output.

In terms of personnel, cost savings may be possible with the incorporation of street trading organizations in the planning process, as noted above. First, leaders of street trading organizations may be willing to provide support in developing the maps necessary to undertake field operations; in fact, their familiarity with trading areas may be essential for defining sensible enumeration areas. If properly included as project partners, street traders also may help develop strategies for ensuring that mobile traders, seasonal traders, and part-time traders are included in the census. Street trading organizations could contribute to field operations by providing a communication channel between census managers and street markets, and by encouraging traders to participate in the project.

In some cases, census planners may consider using some street traders as census enumerators rather than employing outsiders to conduct interviews. However, this option should be given careful consideration because of the potential for interview subjects to give biased answers to interviewers they know personally. Assigning traders from one part of the city to interview traders in a different part of the city may be one way of avoiding response bias based on interpersonal relations. In standard censuses, teachers or advanced students are hired to conduct interviews and to oversee field operations, as they tend to have both the necessary skills and some flexibility in their work schedules.

Regardless of how the enumerators are recruited, they must be trained properly and the method of remuneration should be linked in some way to the quality of their work. If enumerators are thoroughly trained and rewarded for high quality work, the costs of correcting for errors and missteps will be reduced. Conversely, if enumerators are poorly trained, or if they perceive that they will be paid regardless of the quality of their work, the costs of the census project may increase because of problems that arise in the field.

Cost savings may be possible in other personnel areas as well. For example, it may be possible to acquire technical advice free of charge for certain aspects of the census from experts at local universities or research institutes. Officials from national statistical institutes or city planning offices may also be willing to provide advice or guidance to a census project.

The cost of developing reliable and accurate census maps is typically high because of the need to cover large geographic areas, some of which are remote and difficult to reach. In the case of a street trader census, the area to be covered may not be so large, and accessing that area is likely to be relatively straightforward. Still, planners may be able to save time and money invested in mapping by using existing maps (perhaps provided by a statistical agency or city government), or by using mapping and satellite imagery programs that can be used or downloaded free of charge, such as Google Maps and Google Earth. The use of existing maps or mapping technology, in combination with the expertise of street trading organizations' leaders, may ease the mapmaking phase of the project. Obtaining the input of a GIS expert and/or outsourcing the mapping

⁹ For further discussion of cost-saving strategies for national population and housing censuses, see UNFPA (2002).

component to a private firm with expertise in GIS and spatial mapping is another viable method for reducing costs and maintaining quality in the mapping phase.

In terms of data processing, the two predominant methods for converting census questionnaire forms into a raw data file are (a) manual keyboard entry and (b) optical scanners and optical recognition software. For option (a), the principal costs are for labour, computers, and database software; for option (b), the most significant costs are for the purchase of the scanners and optical recognition software, in addition to the computers and database software that are also required for manual keyboard entry.

The experience of many developing countries is that the use of scanners and related software helps reduce the number of errors that occur in the process of transferring the data from the questionnaire to the computer database (the “data capture” phase). The use of up-to-date scanning technology also makes the data processing phase go much more quickly, and reduces the costs of labour. The trade-off is that the cost of the scanners and software required can be quite high, and the technical expertise to use them may not be available or may also be expensive to acquire. Therefore, the relative cost of options (a) and (b) will depend on the local context.

Regardless of the data processing method chosen, a sure way to keep costs under control is to keep the census questionnaire as short as possible. Questions should be limited to very basic demographic and socioeconomic characteristics. Questions about more complex topics such as income, access to social protection, and family or household characteristics should be reserved for a sample survey or long form questionnaire administered to only a sample of respondents. While the temptation to include many questions on a census form is often significant, a long questionnaire will make the tasks of questionnaire design, enumeration, data processing, and data analysis more expensive and time consuming, and increase the scope for error.

Technical Project Planning

Once the project fundamentals and a draft budget are in place, technical planning can begin. Technical planning requires attention to the entire census cycle. Each of the six phases of the cycle (preparation, enumeration, data processing, data dissemination, data evaluation, data analysis) is further broken down into specific activities, with each activity then being broken down into individual tasks.

Regardless of how minor the task, it is helpful to identify everything that needs to be done to complete each activity in the census process. Once the tasks have been identified, planners can set milestones for achieving them. With these milestones, the draft budget and calendar can be revised so that they correspond to the planned activities and tasks.

Table 2 presents an example of tasks within a single activity, and activities within a single phase of the census. It should be noted that this table identifies activities only in the enumeration phase, one of the six phases of the census cycle. It also only breaks down tasks for one of those activities in the enumeration phase: Task 2, the mapping and design of enumeration areas. Technical planning for the entire project would therefore require six of these tables (one for each phase), with every activity broken down into tasks.

TABLE 2: Sample Activities in the Enumeration Phase, and Sample Tasks For Mapping and Design of Enumeration Areas

Activity	Tasks
1. Staff recruitment and training	
2. Mapping and design of enumeration areas	<p>2.1. Review existing maps from national statistical offices and/or local government planning offices.</p> <p>2.2. Review publicly available mapping and satellite imagery applications.</p> <p>2.3. Consult mapping/GIS experts from public sector, private sector or academia.</p> <p>2.4. Estimate the spatial distribution of traders in consultation with leaders of street trading organizations, local government authorities, NGOs, and/or local researchers with knowledge of the street trade sector.</p> <p>2.5. Establish principles and criteria for determining enumeration areas.</p> <p>2.6. Choose maps and design enumeration areas.</p> <p>2.7. Test enumeration area design and revise as needed.</p> <p>2.8. Print field maps of enumeration areas or portions thereof for enumerators and field managers.</p>
3. Design and printing of field materials	
4. Pilot test	
5. Field operations	
6. Quality assurance	
7. Evaluation	

Source: Adapted from UN (2001): 8-12.

The definition of activities, tasks, and milestones in each phase of the census provides the groundwork for the remaining areas of technical planning.

Communication Strategy

A communications strategy is necessary for census planners to provide information to those who will collect the data (the interviewers and field managers), those who will provide the data (the street traders themselves), and those who will use the data (which may include city planners, local government officials, academic researchers, and street traders). The strategy is also necessary for each of those audiences to provide input back to census planners. When the intention of conducting a street trader census becomes public, the potential exists for the

purpose of the census to be misunderstood, so a well-developed communications strategy is important. For example, if the census is misconstrued as a project to distribute permits or market stalls, census planners may encounter interference on enumeration day. Such problems are best avoided by clearly communicating the purpose and goals of the census project.

Publicity campaigns are one important component of a census communications strategy. A publicity campaign should be designed to educate traders about the purposes of the census, the kinds of questions that will be asked, and the eventual uses of the census data. Providing this information to traders, and providing a way for them to participate in the census project as stakeholders, should help reduce anxiety about the census that may exist. The publicity campaign may also aim to inform mobile and seasonal traders of the need to be counted. Once the enumeration strategy for those traders has been determined, that strategy can be diffused among the traders themselves so that the coverage of the census can be enhanced.

Stakeholder consultation sessions are a second element of the communications strategy. Planners should consider carefully when consultation sessions with each stakeholder – which may include street trading organizations, unaffiliated street traders, local government authorities, advocacy organizations, researchers, and others – would be appropriate. Each stakeholder may also require a different format for consultation. For some, public meetings may work well, while for others it may be more appropriate to hold small private meetings or offer ways for stakeholders to submit suggestions, either personally or electronically, to planners.

A common strategy in national population and housing censuses is to hold consultation sessions with potential users of the census data regarding the content of the questionnaire, for example. In the case of a street trader census, a user consultation session with street traders could help questionnaire writers determine the most important questions to ask, and the best way to word the questions so that accurate answers are returned. Planners may also wish to consult street traders on the best ways to ensure that mobile and seasonal traders get counted as part of the enumeration planning phase. User consultation sessions can also help determine what kinds of reports and other outputs should be produced once the interviews are complete and data processed.

KEY QUESTIONS

- Where must lines of communication be established (between which actors/stakeholders)?
- What communication format would be most appropriate for each audience or stakeholder? What are the advantages and disadvantages of using print, electronic, or word-of-mouth strategies with each audience?
- At what point(s) in the census cycle should each stakeholder be consulted?
- How can planners ensure that the publicity campaign reach everyone in its intended audience?

Mapping

The development of accurate, up-to-date maps of all areas to be covered in the census lays the foundation for census field operations. An effort to obtain existing maps that are available at low or no cost is a sensible first step. Digital street maps of urban areas where street traders are most likely to be found can be obtained through Google Maps for most parts of the world, for example. Local government offices, provincial or national mapping agencies and/or national statistical agencies may also be able to provide maps for a census project.

One advantage of the latter option is that additional data may accompany the maps. For example, a local planning office may be willing to provide not only a map, but also socioeconomic data (such as average household income levels) and spatial attribute data (such as urban, suburban, or rural classifications) on administrative planning units within the mapped area. This type of additional data can be very useful in the data analysis and dissemination phases.¹⁰ In the case of large-scale censuses with relatively large budgets, a firm with GIS expertise may be contracted to handle the technicalities of mapping and integrate different layers of data into a digital map file.

Once a baseline map has been obtained, planners may wish to mobilize a census mapping field staff to add data on the geographic distribution of street traders and other relevant information. The preparation of a set of guidelines for developing a tally of street stalls and mobile traders is necessary before mapping fieldwork begins, so that all members of the mapping field staff arrive at their estimates in a consistent manner. As part of the fieldwork, it may also be helpful to identify relevant facilities or landmarks, such as taxi ranks and transport hubs where mobile traders may be found. Geography students from a local university may be good candidates for conducting the field mapping. When all relevant geographic data have been obtained, planners can use the resulting maps to determine appropriate enumeration areas as part of the enumeration plan.

Enumeration Plan

The enumeration plan answers the basic question of how traders will be counted in the census. To answer this question, census planners must ask *how* information on traders will be collected (the enumeration method); *on whom* data will be collected (the population to be enumerated); *when* is the best time for that information to be collected (timing of enumeration); and *where* enumeration teams will collect information (the enumeration areas) (see Table 3, below).

Because of the high numbers and wide distribution of street traders across urban areas, the use of sampling procedures may be considered as part of the enumeration plan. The plan may also include the development of a preliminary list of traders and/or trading posts to be included in the census, and will require a set of specific procedures for enumerators and field managers to follow on enumeration day. Each of these elements of the enumeration plan is discussed below.

Determining the most appropriate **enumeration method** is the first component of an enumeration plan. The range of choices for a traditional census includes face-to-face interviews, phone interviews, self-administered questionnaires (by mail or drop-off delivery methods), Internet data collection procedures, or the use of existing administrative registers. However, the traditional method, and the most likely choice for a street trader census, is for enumerators to canvass the entire area and conduct face-to-face interviews. Limitations on access to appropriate technology are likely to make use of telephones, postal services, and Internet methods unfeasible, and accurate administrative registers of street traders rarely exist.

In a national population and housing census that uses the canvassing method, enumerators use lists of household addresses to help them find every individual living in the enumeration area. Since there is no list of addresses in the case of street traders, it may be necessary to develop an alternative strategy. Nonetheless, enumerating traders with fixed posts can be likened to enumerating households, since the same traders work at the same post every day. In this case, census planners

¹⁰ Commercial firms may also sell suitable maps of urban areas. In case no map of reasonable quality is available, it is possible to conduct a census with hand-drawn maps. The use of a GPS receiver can be helpful in making a hand-drawn map more accurate, but census planners may not be able to invest in the equipment and training to use it.

may wish to assign numbers or addresses to each fixed post in the street so that census enumerators can be sure to interview a trader at each post. As part of the planning process, census managers need to decide whether to interview every trader who works at a single post, or only one trader at each post who can then provide information about other traders who also work at that post.

Census planners also may wish to consider alternative enumeration methods in cases where access to technology does exist, or where any sub-populations of street traders would be especially hard to enumerate through face-to-face interviews. For vendors who do not work from fixed posts – including those who work from mobile posts, such as pushcarts, bicycles, or rickshaws, or who simply walk through the streets and sidewalks – canvassing may be inappropriate because it would be too difficult for interviewers to ensure that each trader is interviewed only one time and no trader is missed.

In these cases, planners may wish to target only a sample of very small enumeration areas where a single team of interviewers can count and interview all the mobile traders they see. With a proper mapping system, the total number of mobile and ambulatory traders can then be extrapolated from the number of traders in the sample of enumeration areas. Alternatively, census planners could consider enumerating mobile and ambulatory traders by meeting them at a single location for interviews, such as major transportation nodes that are already on traders' regular routes. Experts in census enumeration from national statistical agencies may offer useful advice for developing enumeration strategies tailored to the different kinds of street traders present.¹¹

The **definition of the population** to be enumerated is closely related to the enumeration method. As discussed earlier, a first step is to choose between an inclusive definition of street traders, and a more restricted one that excludes certain types of traders. An example of an inclusive definition would be “all traders who sell goods or services in public space.”

While including all traders may be ideal, it may be too difficult to accomplish for practical reasons. If it is not possible to enumerate all traders, census planners may wish to include only those who sell goods (excluding traders who sell services), or only those who vend from fixed posts (excluding mobile traders), only those who work every day (excluding seasonal and weekend traders), or only those who work in the streets (excluding those who trade from sidewalks, on transportation routes, or in off-street markets), for example.

The definition of the population to be enumerated must also specify the geographic boundaries of the census, and the type of enumeration to be implemented. There are two types of enumeration: *de facto* enumeration, and *de jure* enumeration. *De facto* enumeration means counting all persons physically present at the place and time of the census, and *de jure* enumeration means counting all persons who are usually present, but who are absent at the time of the census for some reason (for example, because they are travelling out of the country).

For a street trader census, *de jure* enumeration would require asking street traders who are present at the time of the census if there are other traders who are normally present, but who are absent at that moment. “Present” could be defined as persons who work at that same trading post during a different time of day,¹² for example. However, *de facto* enumeration procedures are

¹¹ Information on existing strategies for enumerating mobile populations can be found in the UN-STATS Census Knowledge Base. While none of these reports focus on street traders, the lessons learned from enumerating other kinds of mobile populations may be applied to the case of street traders.

¹² An example might be older children who help manage the post after school. However, it may not be appropriate to enumerate these traders if the enumeration plan involves returning to the same post later in the day to measure turnover.

likely to be more straightforward for enumerators, and questions about multiple persons using the same trading post can be included in the census questionnaire as an alternative.

The enumeration plan should also consider the **timing of the census** in relation to the rhythm of street trade in any given locality. If the census aims to enumerate seasonal traders, such as those who trade only during the holidays, then enumeration would be timed so that these traders will be counted. The same applies to traders who only work on one day of the week, or only during certain times of the day.

Census planners also will need to remain sensitive to traders' daily routines as they develop the enumeration plan. For example, they may need to revisit locations where there is turnover in the trading population during the day, or visit some locations at specific times where traders only work during certain hours. A stakeholder consultation session with different sub-populations of traders, such as seasonal traders, weekly traders, early-morning or late-night traders, and mobile traders, may help census planners identify the best times and places to carry out enumeration.

In considering the method, target population, and timing of the census, planners may face a necessary trade-off between the goals of universality and simultaneity. If the goal is to include seasonal and weekly traders in order to meet the criterion of universality, for instance, it may not be possible to conduct those interviews simultaneously. Conversely, if planners wish to conduct interviews more or less simultaneously (usually over a one- or two-day period), they might miss the seasonal, weekly, or part-time traders who are not working at the time of the census. Determining a compromise between these two goals is an inherent part of the planning process.

In all likelihood, a census of street traders will be entirely or largely based on canvassing the population for face-to-face interviews. In order to develop a plan to conduct those interviews, census planners must divide the geographic area of the census into **enumeration areas**, or EAs. Identifying EAs will help meet the goal that every trader in the population is enumerated, and no trader is counted twice. Counting every street trader exactly once is an extremely difficult goal to meet, but attaining it will be more realistic with a good set of maps and thoughtfully defined enumeration areas. The delineation of EAs will also help planners assess the size of the enumeration workforce required and assign responsibilities to teams of enumerators.

In traditional censuses, planners determine the size of each enumeration area according to the number of housing units within it, as well as natural or administrative boundaries. For a street trader census, the size of each enumeration area should be partly determined by the distribution of traders. Although census planners will not know in advance exactly how many traders are in each part of the city, they can estimate the relative density of traders by conducting a field walk-through and by consulting with street trading organization leaders and local authorities as part of the planning stage. Consideration of the special conditions of mobile and seasonal traders may also be helpful in designing enumeration areas.

Once planners have a rough idea of the density of traders, enumeration areas can be designed so that the workload for enumeration teams will be balanced. The boundaries of these areas must be easily recognizable to the enumeration teams, so clear physical markings such as street names, riverbanks or landmarks must coincide with them.

The boundaries of the enumeration areas should also be determined in part by the desired output of the census project. For example, if part of the goal of the census is to report an accurate count of

traders in a central business district, then the boundaries of the enumeration areas must coincide with the boundaries of the central business district.¹³ If the goal is to report on the characteristics of traders within municipal planning units or sub-units, then enumeration area boundaries must coincide with those planning units. If the goal is to report the number and characteristics of traders at different street markets, the EA boundaries must overlap with the boundaries of those markets. Careful consideration of the desired results is therefore an integral part of the design of enumeration areas.

TABLE 3: Elements of an Enumeration Plan

Element	Description
Enumeration Method	The method to be used for collecting data on individual street traders. Alternative methods to consider include face-to-face interviews, phone interviews, self-administered questionnaires (by mail or drop-off delivery methods), Internet, or use of existing administrative registers. For street trader censuses, face-to-face interviews are the most likely method. A mix of different methods may be used for enumerating special sub-populations.
Population to be Enumerated	Precise definition of the traders to be included in the census. May include all traders working in a specified geographic area, or may exclude certain types of traders, such as mobile traders, traders who work from their homes, formal market traders, seasonal or part-time traders, weekly traders, or service providers, for example.
Timing of Enumeration	Determination of the exact date(s) and time(s) when enumeration will take place. Timing the census requires consideration of the best season of the year, day(s) of the week, and time(s) of day to capture the population to be enumerated. Timing of enumeration should allow sufficient time for necessary preparatory work.
Definition of Enumeration Areas and Management Areas	Identification of appropriate boundaries for enumeration areas (EAs) and census management areas. Based on natural and artificial boundaries on maps, results of mapping fieldwork, and consideration of workload for enumeration teams and field managers. Management areas are aggregations of EAs assigned to field supervisors or census managers.
Use of Sampling	Identification of any sampling procedures that may be required in the enumeration phase. This may include sampling enumeration areas or individual traders or trading posts.
List of Population Elements to be Enumerated	Development of initial list of traders and/or trading posts to be enumerated on census day. If developing a list of population elements (traders and/or trading posts) is not possible, an estimate of the size of the population in each enumeration area via a field headcount can be substituted.
Data Collection Procedures	Definition of procedures to be followed in the collection of the data. For enumerators, this will include how to identify, approach, and interview traders in the census population; for field managers, it will include how to coordinate field teams and carry out quality control procedures. It should also include consideration of special procedures for hard-to-enumerate sub-populations (such as mobile and seasonal traders).

¹³ In this example, if the central business district has a very high density of street traders, it may be necessary to divide it into several enumeration areas. The results of the census in those EAs can then be aggregated in the data analysis phase to make reporting on the central business district as a whole possible.

The **use of sampling** in the enumeration phase is an additional consideration for census planners. In the case of large-scale censuses of street traders, if it is not possible or realistic to attempt a full enumeration of every trader, sampling may be incorporated into the enumeration plan. If in-depth information on street traders is desired in addition to the basic demographic data to be collected from the census questionnaire, census planners may wish to administer a more detailed questionnaire (“census long form”) to a sample of the street trading population. Sampling is often used in the data evaluation phase as well. Traditional censuses typically entail a post-enumeration survey administered to a sample of the census population as a way of double-checking results. Consultations with a sampling expert are necessary to determine the most appropriate ways to incorporate sampling into the overall project design.

Once the enumeration areas for the census have been defined, census planners may consider drawing up a **list of the population to be enumerated** on census day. This is more feasible in the case of small-scale censuses that cover a relatively limited, well-defined area. Just as a list of household addresses would help enumerators locate persons to be enumerated in a standard population and housing census, a list of traders or trading posts would help enumerators locate everyone to interview for a street trader census. For larger scale censuses, a list may not be possible. In its place, planners would develop estimates of the number of traders in each enumeration area in order to plan for printing an appropriate number of questionnaires and assigning an appropriate number of enumerators and field supervisors to enumeration areas.

The **data collection procedures** provide specific instructions for the enumerators to follow on census day. These procedures begin with how to approach the people being enumerated: what the enumerator should say, how they should say it, and whether to show the interview subject identification, credentials, or a letter of introduction explaining their role in the census.

Next, enumerators should know the exact procedures to follow for obtaining consent for the interview, conducting the interview, and handling problems that may arise. For example, if someone initially refuses to be interviewed, or if someone wishes to end the interview before all questions have been asked, enumerators must know exactly what procedures to follow. It is important that enumerators are consistent in implementing field operations, and explicit and detailed data collection procedures help achieve that consistency. Likewise, enumerators need to know how much latitude they have in resolving problems in the field, and what circumstances require them to contact a supervisor. Equally essential is a set of procedures for enumerators to follow in using maps of their enumeration areas, so as to ensure that everyone in the area is enumerated and nobody is enumerated twice.

With well-laid plans in the preparatory phase, enumeration may go smoothly and efficiently. Even so, field operations are almost certain to turn up questions and problems that were not anticipated in the preparatory phase.

There are four conditions that make enumerating street traders particularly challenging: multiplicity, seasonality, sociality, and vulnerability. These conditions are worth emphasizing. Each should be carefully considered as the enumeration plan is developed and tested. Potential solutions to each are presented below, but others may be considered as well.

- **Multiplicity:** Many fixed posts have multiple traders working at them on a normal day. For example, family members often take turns managing the same trading post at different times

of the day. Fathers may manage the post while mothers are getting children ready for school in the morning; mothers may manage the post during midday while the children are at school and fathers are off procuring merchandise; and children may manage the post after school while mothers are preparing dinner and fathers are working a second job. In other cases, multiple members of an extended family may circulate among multiple posts over the course of the day, or neighbouring vendors may cover a post while its owner is away for a few minutes.

In these cases, to ensure that interviewers count street traders in a consistent way, they need to know whether to conduct a *de facto* census or a *de jure* census, as described above. In addition, they should be given very explicit instructions about who to count as a trader at a post (for example, whether to count anyone over age 18 who regularly works as a trader at that post, or to exclude children, customers, or friends who happen to be there at the time of the interview).

- **Seasonality:** Many traders only work at certain times of the day, on certain days of the week, or during certain months of the year. As a census enumerator attempts to interview every trader in the enumeration area, she may observe some traders leaving their posts for the day before they are interviewed, and others arriving after interviews are complete. Other traders may not be present on census day because they only trade at that location one day per week, or because they do not trade at that location during the season of the census.

To address this problem, census planners and interviewers may wish to conduct repeat visits to the same locations to measure these seasonal fluctuations; include questions on the questionnaire asking traders about the most and least busy trading times; or conduct some in-depth interviews or focus groups to get a sense of seasonal variation.

- **Sociality:** Even if all traders who normally work at a street market are physically present on enumeration day, they may not remain at their post during the whole day. Street markets are social environments in which traders interact in myriad ways over the course of a typical day. Those who sell non-perishables may leave their posts to eat lunch at a stand selling street food; a trader running low on small change may leave his post to ask a fellow trader to change a large bill; and on slow selling days, traders may simply get together in the street to chat or play cards. Traders who are members of organizations may also leave their posts to attend meetings or plan events or projects.

Because of the inherently social nature of street markets, interviewers will need a strategy and some extra time for tracking down traders over the course of the day. It will be necessary to keep track of each trader who is absent at their post but who is part of the target population that needs to be interviewed, and planners must allow enumerators extra time to go back to posts when traders are available to be interviewed.

- **Vulnerability:** Some traders have certain vulnerabilities that may also complicate enumeration. For example, women traders are especially vulnerable to lost workdays because of the need to care for dependents who are ill, and their time at the market may be pressured because they are simultaneously caring for small children.

Interviewers may need to allow extra time for these interviews, or they may need to return at a time that is more convenient for the trader. Likewise, many traders' income security

is critically dependent on every sale they can make, and they may not be able to forgo a sale because a customer arrives while the census enumerator is conducting an interview. Again, interviewers need to be flexible and accommodating as they take into account the vulnerabilities of the trading population.

Questionnaire Design

One of the most difficult tasks in preparing for a census is to write the census questionnaire. While writing the questions may seem like a straightforward task initially, determining how to word the questions so as to elicit the desired information, how to order the questions so as to make the questionnaire flow logically, and how to design the form so that enumerators avoid mistakes requires careful attention to detail.

One logical first step is to obtain the questionnaire from the most recent national population census and/or sample surveys conducted by the national statistical institute. These questionnaires can be used as guides to the wording of questions, the order of questions, and the design of the form. Academic researchers and survey research professionals may also be consulted. An example of a short form and long form questionnaire for street traders from the 2010 Street Trader Census of Durban, South Africa, conducted by Reform Development Consulting (RDC), can be found in Appendix 1 at the end of this Briefing Note.

The following guidelines can help questionnaire authors adapt a national population census form to a questionnaire appropriate for a street trader census.

Determining questionnaire content involves what questions to ask, and how to ask them. A good way to think about what questions to ask is to consider what information will need to be reported once the census is complete, and what form that information will take. This will depend on who the end users of the data will be, and for what purpose they will be using it. For example, if street trading organizations plan to use the census data to develop a group savings scheme, the census may require questions about traders' current ability to save. In another example, if local government officials intend to use census data to develop formalization projects, the census may call for some questions on the informal status of traders (whether traders currently are registered with the social security agency, for instance).

The needs of the end users must be balanced carefully against the imperative to keep the census questionnaire as short as possible. Keeping the questionnaire short helps keep the cost of the census project under control, reduces the burden on the traders being enumerated, and typically increases the quality of the data by decreasing the scope for error. If a census project has multiple stakeholders and end users, some compromises will be necessary to keep the length of the questionnaire in check.

Regardless of the needs of the end users, there are some topics that are standard to most types of censuses. The most common include age, sex, educational attainment, and familial relationships (for example, marital status and number of dependents). Some censuses also ask respondents about citizenship, place of birth, racial or ethnic classification, language spoken at home, and disability. However, these topics are often sensitive and can make census respondents uncomfortable with the interview. Therefore, their inclusion should be considered carefully and weighed against the potential for respondents to refuse to answer or to give false information.

A street trader census is likely to require a few questions tailored toward the specific situation of the traders being enumerated. Whether the trader sells primarily goods or services, and what kind of goods or services they sell, are probably essential questions to ask or observations to make. In some cases, end users of the census data may want to know about traders and their trading posts. In this case, appropriate questions might include: how many years the trader has been working at the post; how the trader ensures that the post or space (whether it is a stall or just a spot on the sidewalk) is available for them; whether and how much they must pay to use the space; and what the busiest trading times of the day, week, and year are.

Other areas that may need to be covered in the census questionnaire are income and working conditions. Income is a notoriously difficult topic to ask about, both because people are often uncomfortable talking about it, and because people track their income in different ways. Consulting with street traders and survey research experts as the questionnaire is being prepared can help determine a way to ask questions about income so as to produce accurate and comparable responses.

Some key issues to consider include: whether to ask about household income or only income generated through trading; whether to ask about average daily or weekly or monthly income; whether to ask about fluctuations in income; and whether to include loans, gifts, and payments in kind as income. Consulting with traders about how to approach the income question may also help census planners develop ways to alleviate fears that information regarding traders' income will be transmitted to tax authorities. Strict adherence to standard ethical guidelines for censuses, most importantly keeping the data confidential and anonymous, is crucial in this regard.

In terms of working conditions, it may be useful to know how many hours per day and how many days per week a trader typically works, whether trading is their only means of generating income, and how many people are dependent on their income through trading. If one aim of the census is to address deficits in working conditions, then the census form may include questions about availability of or need for infrastructure such as plumbing, electricity, waste removal, security, and public toilets.

Some information required by the census can be obtained through the interviewer observations rather than through questions on the census form. For example, if both mobile and fixed post traders are being included in the census, enumerators will need a space to mark down fixed or mobile status. Census forms typically contain a single space dedicated to interviewer observations, either at the beginning or end of the form.

Detailed questions about complex topics such as income, risks and vulnerabilities might be reserved for a sample survey or in-depth interviews. Alternatively, census planners could design a "short form" questionnaire with only key questions, and a "long form" questionnaire with more detailed questions to administer to a sample of census respondents.

Once the topics to be included in the census have been determined, the next consideration is how to word the actual questions. As a general rule, questions must be kept as simple and straightforward as possible, using everyday language that would have the same meaning to everyone. They also need to be specific enough to elicit the exact type of response envisioned

by the census planners. For example, the question “where were you born?” could generate the name of a village, a province, a district, a city, a hospital, a country, or some other answer (such as “at home”). A more specific question, such as “in what province were you born?” followed by “in what country is that province located?” is better. Likewise, in response to the question “when did you start trading at this post?” one could respond “in 2002,” “after I lost my job,” “when I was a boy,” or “a long time ago.” To produce comparable answers, the question must be made more specific.

In addition to considering what questions to ask, questionnaire writers must also determine what kinds of responses to allow. For example, a question may be “open,” meaning that the enumerator will record whatever answer the respondent gives, or “closed,” meaning the enumerator must record a response from a menu of options (see Box 2). The preference in census questionnaires is for closed questions. Limiting the range of possible responses makes the data processing and data analysis phases much more efficient. To gather the type of in-depth or nuanced information that an open-ended question would produce, qualitative data collection strategies (such as interviews or focus groups) are more appropriate than censuses.

BOX 2: Open vs. Closed Questions

Open Question

How do you ensure that this trading space is always available for you to use?

Closed Question

How do you ensure that this trading space is always available for you to use?

- Informal agreements with other traders
- The space is allocated through my street trading organization
- The space is allocated through the authorities
- Make sure I am the first to arrive in the morning
- Pay someone to look after the space when I am not here
- I do not always trade from this space
- Other (specify) _____

Designing a census form that is easy for enumerators to follow and that allows minimal scope for error is another essential task. Forms should be designed so that each question and its corresponding response categories are easy to read, instructions are clear and simple to follow,

and the overall form is not confusing. It is also important to make sure that the text of the questionnaire is large enough for enumerators to read comfortably. The use of empty space between questions, responses, and instructions can also make the form easy for enumerators to follow.

Some questionnaire forms include introductory text at the top of the first page to explain the purpose and importance of the census project. If face-to-face interviews conducted by census enumerators are being used, the introductory text is read to each respondent before the interview begins. If the census method is a self-administered questionnaire to be completed by each respondent, the respondent reads the text before beginning. The introductory text often includes language that assures respondents that their answers will remain confidential and will be used for statistical purposes only.

Questionnaires designed for face-to-face interviews also include space at the top of the first page where enumerators record their own name or identification number, the date of the interview, the time of the interview (using a 24-hour clock), and, if relevant, the weather conditions at the time of the interview. Beneath the space for this information, a census form often includes the words “START HERE” in bold letters to indicate to the interviewer or respondent where the actual questions begin. A large arrow behind, beneath or next to these words helps call attention to the starting point.

Because census questions are usually closed, the form must include the menu of “response categories” for each question. The preferred way of indicating these response categories is to place checkboxes, one for each possible response, next to or under each question (see Box 2 above). Next to each checkbox, questionnaire forms usually contain a number, or “code,” for each response category. Response categories are numbered beginning from 1, so that data processors may just enter a number into the corresponding data field for each response. Pre-numbering the response categories makes the data processing stage more efficient and reduces the scope for errors in data entry.

As questionnaire authors consider the response categories they want to include for each question, they may decide that some questions call for multiple responses, rather than just one. For example, for the question “Do you sell primarily goods or services?” a respondent may indicate that s/he sells both in equal amounts. In this case, it may be more appropriate for the enumerator to mark both the checkbox for “goods” and the checkbox for “services.” For questions where multiple responses are allowed, the questionnaire must indicate this to the enumerator by placing the instruction “MULTIPLE RESPONSE” in bold type between the question and the response categories.

In this case and more generally, it is important to make sure that all instructions to the person filling out the census form are clear and well-placed so that they will not be missed. Highlighting instructions in bold type or using white space around them to make them stand out can help ensure that the person completing the form will not overlook them by accident. Once the form is complete, it is advisable to conduct a few pilot tests in which enumerators practice census interviews and data processors practice entering the data to identify any changes that might be needed on the questionnaire form.

Data Processing Plan

As the census form is being designed, it is also helpful to devise a plan for processing the data once it has been collected. Data processing plans are intimately related to form design because the form must allow for the data to be captured and processed as intended.

One component of the data processing component is a plan for *data capture* – that is, transferring the information contained on the census questionnaire into a digital file of some kind. If the plan is to use paper-and-pencil questionnaires, for example, planners will need to hire capable staff for entering the questionnaire responses into a computer database. Planners must decide where this data entry step will take place, acquire or ensure access to computers and suitable software, and have some technical expertise on hand to test the data processing procedures before census day and oversee it once enumeration begins.

Because there is a high scope for error in the data processing phase, planners should give extra attention to building in quality assurance steps, such as double-checking a sample of questionnaires to ensure the responses were entered into the database correctly. Planners may also wish to explore the possibilities for mobilizing digital technology; in some countries, census takers have been able to use mobile phone technology to enter data, and some countries have undertaken entirely digital censuses (see, for example, Statistics Canada 2007). Using digital technology makes it far less likely that data entry errors will distort the results of the census.

Beyond the data capture method, census planners will need a software program to enter the data into and to eventually analyze it. A statistical analysis program like SPSS may be appropriate, but a software program that is simple and widely available like Microsoft Excel can also suffice. Census planners may consult with academic researchers, national statistical agency staff, or other data analysis experts to determine which software package and computer equipment is most appropriate.

Before the data capture phase can begin, a system for collecting, delivering, sorting, and checking the census questionnaire forms needs to be in place. As a first step, enumerators will need to know what to do with the forms once interviews are complete. In the case of a large-scale census, completed forms may need to be collected in the field during the day to reduce the burden of enumerators carrying heavy stacks of forms. Regardless of where forms are collected, there should be a plan for sorting them into batches organized by enumerator or enumeration area and delivering them to the location where the data will be processed.

Finally, census planners should determine who will be responsible for doing any coding of the data that may be necessary (for example, translating open-ended questions into a set of response categories) and any editing of the data that may be necessary. Editing is necessary to identify and correct any data errors that result from respondents, enumerators, data processors, or coders. Some errors are inevitable, so making a plan for someone to edit the data is a necessary part of producing high quality census results.

Dissemination, Evaluation, and Analysis Plan

The final component of planning is to determine how the data will be disseminated, evaluated, and analyzed. One fundamental question to ask with regard to *dissemination* is whether the data will be made public. If the census project planners wish to make the data publicly available

so that anyone can analyze them, they will need a plan for constructing and disseminating a database (for example, by making a downloadable data file to post on a website). If the plan is to keep the raw data private, there needs to be a plan for analyzing the data and then producing reports to disseminate the results.

Even if the data are to be made public, census planners will likely wish to do some *analysis* of their own. In this case, it is helpful to have a clear idea of what kinds of results they wish to report, to whom, and in what format. For example, they may wish to produce their own printed publications presenting the main results, or they may wish to disseminate the results electronically, for example by allowing for tables and reports to be downloaded from a website. Making these plans before enumeration begins can help make the final stages of the census cycle more efficient and ensure that the data analysts and report writers will have everything they need.

Data analysis and report writing are also areas where census planners may wish to seek technical expertise. Such expertise may come from academic researchers at local universities, or from private sector firms that specialize in data analysis. Bringing in a data analysis expert in the preparatory stage of the census can help ensure that the plans will produce what is desired. Likewise, consulting the person who will eventually be responsible for writing any reports that are envisioned during the preparatory stage helps ensure that the necessary questions are asked, and that the responses come in a format that will facilitate report writing.

Finally, a plan for *evaluating* the data can help identify areas where the census process went wrong, provide users with a level of confidence when utilizing the data, and ensure that future censuses overcome past mistakes. In particular, an evaluation of the census attempts to identify errors of two types: errors in coverage (that is, not counting people who were supposed to be counted, or counting the same person twice); and errors in content (that is, the incorrect reporting or recording of the characteristics of persons being enumerated). Coverage errors can result from incomplete or inaccurate maps, the enumerators' failure to canvass everyone in the entire enumeration area, or respondents refusing to be counted, among other reasons. Content errors can result from poorly phrased questions or instructions, enumerator errors in reading questions or recording answers, deliberate misreporting, or data entry mistakes, for example.

“It is universally accepted that a population census is not perfect and that errors can and do occur at all stages of the census operation.” (UN 2008: 84)

Census planners will benefit from devising some system to keep track of errors and problems as they arise during the census process. To have some sense of coverage error, for example, field managers could ask enumerators at the end of enumeration day how easy or difficult it was to enumerate mobile traders. A debriefing session at the end of an enumeration day can offer a group setting for enumerators to discuss the difficulties they encountered in the field and identify areas for improvement. For content error, the results of the census can be presented to people knowledgeable about the sector to see if they are consistent with experts' impressions. The results could also be compared to other research projects on the sector to check for consistency. Regardless of the method, keeping track of all methods used in the census process and all sources of error as they arise can be enormously helpful for future efforts to generate accurate counts of street traders.

Staff Training and Pilot Tests

As the plans for the census develop and as census staff (such as enumerators and data processors) are recruited, it is also necessary to devise a staff training program and pilot tests in preparation for enumeration day. Depending on the scale of the census, it may be helpful to develop written manuals to distribute to census staff. Written materials that clearly spell out the procedures that enumerators and data processors are expected to follow can help ensure that the census is carried out consistently. Some written guidelines can also help train enumerators to solve problems in the field as they arise, and identify the types of problems that require advice or should be reported to a supervisor.

Allocating sufficient time for recruiting staff with appropriate skills for each aspect of the census, and for training all staff and conducting pilot tests of each phase, is essential for determining a realistic timetable for the census to take place. Training manuals from other census projects can be found online and downloaded for free: see, for example, the Municipal Census Training Manual from Alberta, Canada (Government of Alberta 2009).

Regardless of scale, a good training program will include many opportunities for staff to practice their roles. For example, enumerators can participate in practice interviews to familiarize themselves with the questionnaire and learn to handle problems that may arise during interviews (such as refusal to participate or to answer a question). Then, data processors can practice entering the data from the practice interviews, and analysts can practice utilizing it. These exercises are essential for making staff comfortable with their jobs and for identifying potential problem areas while there is still time to solve them.

Conclusion: Making Street Traders Visible

With sufficient time and effort invested in the preparatory phase, the remaining phases of the census may go smoothly and require little more than executing well laid plans. Nonetheless, unexpected events or obstacles inevitably arise as the data are collected, processed, analyzed, and disseminated. Conducting a census of any kind is a complicated logistical operation, and conducting a census of street traders is even more complex because of the mobility and vulnerability of the traders involved.

It is therefore essential that experiences with conducting street trader censuses are documented and disseminated. Many problems that can arise with attempts to enumerate street traders – such as missing mobile traders, omitting weekly or seasonal traders, encountering suspicion on the part of traders, and finding nonintrusive ways to interview traders while they are working – are common across different parts of the world. As solutions to some of these problems are developed on a case-by-case basis, sharing the knowledge and experience accumulated can help make future census projects more successful. In many countries, street traders remain invisible in national and local statistics. Well-planned and executed censuses of street traders, even on a small scale, may help make the contributions of these workers more visible.

References and Resources

Bruengger, Heinrich. 2004. "Statement from the UNECE Statistical Division." United Nations Department of Economic and Social Affairs – Statistics Division, UN Symposium on Population and Housing Censuses, 13-14 September, New York.

Government of Alberta. 2009. *Municipal Census Training Manual*. Alberta, Canada.
International Statistical Institute, Declaration on Professional Ethics: <http://isi.cbs.nl>.

Seltzer, William. 2005. "Official Statistics and Statistical Ethics: Selected Issues." International Statistical Institute, 55th Session.

Statistics Canada. 2007. "Census Technology: Recent Developments and Implications on Census Methodology." Economic Commission for Europe, Conference of European Statisticians, Astana, Kazakhstan, June 2007.

Stukel, Diane. 2008. "Projected Census Dates, Funding Requirements and Sources, and Technical Assistance Needs for the 2010 Round of Population and Housing Censuses." United Nations Statistics Division, Demographic and Social Statistics Branch.

United Nations Department of Economic and Social Affairs – Statistics Division. 2008. "Principles and Recommendations for Population and Housing Censuses." Statistical Papers, Series M No. 67/Revision 2. New York: United Nations.

United Nations Department of Economic and Social Affairs – Statistics Division. 2001. *Handbook on Census Management for Population and Housing Censuses*. New York: United Nations.

United Nations Population Fund (UNFPA). 2002. "Population and Housing Censuses: Strategies for Reducing Costs." *Population and Development Strategies Series*, No. 4.

UN-STATS Census Knowledge Base. <http://unstats.un.org/unsd/censuskb20/Knowledgebase.aspx>

Appendix

Sample Long and Short Form Questionnaires from 2010 Durban Street Trader Census

QNR #	
-------	--

Street Vendor Census – Phase III Long Questionnaire

1.1	E.A. #:	1.2	Section #:		
1.3	Field Manager:	1.4	Field Worker:		
1.5	Date: (dd/mm/yyyy)	1.6	Start time of interview: (24:00)		
1.7	Weather Conditions (multiple responses):				
	1= Sunny/Clear Skies	2= Overcast/Cloudy	3= Rainy	4= Windy	
	5= Other:				
2. OBSERVABLE INFORMATION (This is information visible to the interviewer. These questions do not need to be asked.)					
2.1	Gender:	1= Male	2= Female		
2.2	Fixed or Mobile post:	1=Fixed	2=Mobile		
2.3	Population Group:				
	1=African/Black	2= Coloured	3= Indian/ Asian	4= White	5= Other
2.4	Appearance of location of trade				
	1= Open		2= Covered		
2.5	Goods are sold from/displayed: (Multiple Responses allowed):				
	1= Directly on ground 2= In/on Cardboard Boxes 3= In/on Wooden/plastic crates 4= Cart 5= Car 6= Suitcase/Bag 7= Table 8= Racks/Shelves	9= Bicycle/Tricycle 10= Trailer 11= Supermarket Trolley 12= Tent 13= Fixed Kiosk 14= Caravan 15= Municipal Shelter 16=Person 17= None. Specify:			

INTRODUCTION

Good day. I am a field researcher with Reform Development Consulting (RDC), an independent research company, and we are conducting a census of street vendors in the eThekweni Municipality. The purpose of the project is to count the number of traders in the city and better understand their problems and needs. All information obtained is confidential. We do not work for the City Council.

Do you agree to participate in this study? Yes No

If not, could you please tell me why you do not wish to proceed with the interview?

3. DEMOGRAPHICS					
3.1	Name:	3.2	Age:		
3.3	Which language do you most often speak at home?				
	1= Afrikaans 2= English 3= IsiZulu/Zulu 4= Ndebele	5= Sepedi 6= Sotho 7= Setswana/Tswana 8= Siswati/Swazi	9= Venda 10= Tsonga 11=Xhosa 12= Other. Specify:		
3.4	In what town, city, village were you born?				
3.5	In what country is that located?				
3.6	In which suburb do you currently live?				

3.7	What is the highest level of education you have successfully completed?		
	1= No Schooling 2= Primary	3=Secondary 4=Tertiary Specify:	5=Certificates Specify:
3.8	Do you find that sometimes you have to bring any children with you to work?		
	1= Yes	2=No (Skip to Section 4)	3=Does Not Apply (Skip to Section 4)
3.9	If yes, what age(s) are they?		

4. TRADING INFORMATION			
4.1	What are the main good(s) or service(s) you sell? (Multiple Responses allowed)		
	1= Fresh Produce (fruits and vegetables) 2= Cooked Food-ready to eat (e.g. Mealies, bovine heads, plates of cooked food) 3= Confectionary (sweets and cakes) 4= Food-other 5= Livestock (e.g. Chickens)	6= Pinafores 7= Clothing (other) 8= Clothing Accessories (e.g. Leather goods) 9= Footwear 10= Toiletries and Cosmetics 11= Household Products 12= Hardware 13= Music/DVDs 14= Electronics	15= Services-Telephone 16= Services-Haircutting 17= Services-Shoe Repairs 18= Traditional Medicine 19=Medicine (pharmacy) 20= Waste Collection 21= Car Guards 22=Cigarettes 23= Other Specify:
4.2	Do you have access to running water?		
	1= Yes	2=No (Skip to 4.4)	
4.3	If yes, how many metres away is the water point from your stall?		
4.4	Do you have access to a toilet?		
	1= Yes	2=No (Skip to 4.6)	
4.5	If yes, how many metres away is the toilet from your stall?		
4.6	Do you have access to storage for your goods?		
	1= Yes	2=No (Skip to 4.8)	
4.7	If yes, how many metres away do you store your goods from your stall?		
4.8	On average, how many hours per day do you work?		
4.9	How do you ensure that this space is available?		
	1= Informal agreements with other traders 2= Permit to trade here – space is allocated by authorities 3= Arrive Early 4= Pay someone to look after site	5= Don't do anything 6= Do not always trade from this space 7= Other Specify: 8= N/A (mobile trader)	
4.10	Do you trade in any other locations?		
	1= Yes	2=No (Skip to Section 5)	3=Does Not Apply (Skip to Section 5)
4.12	If yes, do you sell the same service(s)/good(s) in each location/stall? Specify:		

5. EMPLOYMENT DYNAMICS		
5.1	In this business would you describe yourself as an:	
	1= Employee/ Assistant	2= Employer – with paid employees
5.2	3=Self-Employed – No paid employees	
5.3	How many other people work and assist this business? Specify the number.	
	Do you use any of the following services in the running of the business? (Multiple Responses Allowed)	
5.4	1= Carriers	5= Repair
	2= Porters	6= Lunch/Delivery Services
5.4	3= Storage Facilities	7= Other
	4= Security/Guards	Specify:
5.4	Would you say the main buyers of your good(s) or service(s) are: (Multiple Responses Allowed)	
	1= Businesses	4=General Public
5.4	2= Other Street Traders	5= Other
	3= Personal Family/Friends	Specify:

6. BUSINESS COSTS		
6.1	Do you pay to trade in this space?	
	1= No (Skip to 6.3)	4= Yes – to the owner of shop
6.2	2= Yes – to the municipality	5= Yes – Other
	3= Yes – to the police	Specify:
6.2	If yes, how much do you pay? (Choose one option and provide amount)	
	1= Per Day	4=Every 6 months
6.3	2= Per Week	5= Per Year
	3= Per Month	6= Once-off Payment
6.3	How much do you pay for services related to this space such as security, electricity, water, and/or sanitation services? (Choose one option and provide amount)	
	1= Per Day	3=Per Month
6.4	2= Per Week	4= Per Year
		5=None
6.4	How much do you spend on purchases for your business, such as stock? (Choose one option and provide amount)	
	1= Per Day	3=Per Month
6.5	2= Per Week	4= Per Year
		5=None
6.5	Where do you buy or obtain the stock for the service(s) and/or goods that you sell? (Multiples responses)	
	1= Bought from a large shop or enterprise	5= Obtained Free (e.g. Natural resources, salvaged)
6.6	2= Bought from a small shop	6= Self-produced by you or other family members
	3= Bought from an informal market or street trader	7= Other
6.6	4= Bought from farmers	Specify:
	How much would it cost you to replace all of your current stock? Specify amount in Rand.	
6.7	Are there other costs associated with the running of this business that we have not mentioned? Specify:	

7. PROFIT/INCOME		
READ OUT: The following questions deal with profit and turnover for your business. Turnover is the total amount customers spend at your business. Profit is the money you have left once all business costs are paid (refer to previous section 6)		
7.1	Do the earnings that you make as a trader come in the form of:	
	1= Wages (daily / weekly) 2= Profits	3=Salary (monthly) 4=Other. Specify:
7.2	If you are an employee, how much do you earn? - Refer to above.	Specify amount in Rand
7.3	In an average week, how much in Rand do you sell? (Turnover)	Specify amount in Rand
7.4	On average when sales are bad, how much in Rand do you sell per week? (Turnover)	Specify amount in Rand
7.5	On average when sales are good, how much in Rand do you sell per week? (Turnover)	Specify amount in Rand
7.6	In an average week, when all business costs are paid, how much money do you take home? (Profit)	Specify amount in Rand.
7.7	How many people are dependent on what you earn? Specify number.	

8. TRAINING AND SUPPORT		
8.1	Have you ever received support for your business from the government?	
	1= Yes	2=No (Skip to 8.3)
8.2	If yes, what do you receive? (Multiple responses allowed)	
	1= Shelter 2= Storage 3= Training	4=Microfinance Loans 5= Other Specify:
8.3	Do you have any form of interaction – good or bad – with the city council?	
	1= Yes	2=No (Skip to Section 9)
8.4	If yes, what is the nature of this interaction? (Multiple responses allowed)	
	1= Business Support 2= Business Advice 3= Police Monitoring	4=Police Harassment 5= Other Specify:
9. ORGANIZATION AFFILIATION		
9.1	Are you a member of a street trader organization or association?	
	1= Yes	2=No (Skip to 9.3)
9.2	If yes, what are the advantages/reasons for being a member?	
	Skip to 9.4	
9.3	If no, why not?	
9.4	StreetNet would like to organise a database of street traders in Durban. This will be used as a point of contact for news and awareness that it would wish to communicate to you. Would you be interested in being on that database?	
	1= Yes	2=No (Skip to 9.6)
9.5	If yes, would you please provide a Name and Contact Number?	
	A) Name:	B) Contact Number:
	C) Address:	
9.6	Do you have a trading permit issued by the eThekweni Municipality?	
	1= Yes	2= No
9.7	Do you have any further comments?	
	1= Yes	2=No
9.8	Please specify:	

QNR #

Street Vendor Census – Phase III Short Questionnaire

1.1	E.A. #:	1.2	Section #:
1.3	Field Manager:	1.4	Field Worker:
1.5	Date: (dd/mm/yyyy)	1.6	Start time of interview: (24:00)
1.7	Weather Conditions (multiple responses):		
	1= Sunny/Clear Skies	2= Overcast/Cloudy	3= Rainy
	4= Windy	5= Other:	
2. OBSERVABLE INFORMATION <i>(This is information visible to the interviewer. These questions do not need to be asked.)</i>			
2.1	Gender:	1= Male	2= Female
2.2	Fixed or Mobile post:	1=Fixed	2=Mobile
2.3	Population Group:		
	1=African/Black	2= Coloured	3= Indian/ Asian
	4= White	5= Other	
2.4	Appearance of location of trade		
	1= Open	2= Covered	
2.5	Goods are sold from/displayed: (Multiple Responses allowed):		
	1= Directly on ground	9= Bicycle/Tricycle	
	2= In/on Cardboard Boxes	10= Trailer	
	3= In/on Wooden/plastic crates	11= Supermarket Trolley	
	4= Cart	12= Tent	
	5= Car	13= Fixed Kiosk	
	6= Suitcase/Bag	14= Caravan	
	7= Table	15= Municipal Shelter	
	8= Racks/Shelves	16=Person	
		17= None. Specify:	

INTRODUCTION

Good day. I am a field researcher with Reform Development Consulting (RDC), an independent research company, and we are conducting a census of street vendors in the eThekweni Municipality. The purpose of the project is to count the number of traders in the city and better understand their problems and needs. All information obtained is confidential. We do not work for the City Council.

Do you agree to participate in this study? Yes No

If not, could you please tell me why you do not wish to proceed with the interview?

3. DEMOGRAPHICS			
3.1	Name:	3.2	Age:
3.3	Which language do you most often speak at home?		
	1= Afrikaans	5= Sepedi	9= Venda
	2= English	6= Sotho	10= Tsonga
	3= IsiZulu/Zulu	7= Setswana/Tswana	11=Xhosa
	4= Ndebele	8= Siswati/Swazi	12= Other. Specify:
3.4	In what town, city, village were you born?		
3.5	In what country is that located?		
3.6	In which suburb do you currently live?		

3.7	What is the highest level of education you have successfully completed?		
	1= No Schooling 2= Primary	3=Secondary 4=Tertiary Specify:	5=Certificates Specify:

4. TRADING INFORMATION			
4.1	What are the main good(s) or service(s) you sell? (Multiple Responses allowed)		
	1= Fresh Produce (fruits and vegetables) 2= Cooked Food-ready to eat (e.g. Mealies, bovine heads, plates of cooked food) 3= Confectionary (sweets and cakes) 4= Food-other 5= Livestock (e.g. Chickens)	6= Pinafores 7= Clothing (other) 8= Clothing Accessories (e.g. Leather goods 9= Footwear 10= Toiletries and Cosmetics 11= Household Products 12= Hardware 13= Music/DVDs 14= Electronics	15= Services-Telephone 16= Services-Haircutting 17= Services-Shoe Repairs 18= Traditional Medicine 19=Medicine (pharmacy) 20= Waste Collection 21= Car Guards 22=Cigarettes 23= Other Specify:

5. EMPLOYMENT DYNAMICS			
5.1	In this business would you describe yourself as an:		
	1= Employee/ Assistant	2= Employer – with paid employees	3=Self-Employed – with no paid employees
5.2	How many other people work and assist this business? Specify the number.		

6. BUSINESS COSTS			
6.1	Do you pay to trade in this space?		
	1= No (Skip to 6.3) 2= Yes – to the municipality 3= Yes – to the police	4= Yes – to the owner of shop 5= Yes – Other Specify:	
6.2	If yes, how much do you pay? (Choose one option and provide amount)		
	1= Per Day 2= Per Week 3= Per Month	4=Every 6 months 5= Per Year 6= Once-off Payment	
6.3	About how much do you spend on purchases related to this business, such as stock? (Choose one option and provide amount)		
	1= Per Day 2= Per Week	3=Per Month 4= Per Year 5=None	

7. PROFIT/INCOME			
7.1	In an average week, how much in Rand do you sell? (Turnover – the total amount customers spend at your business)		Specify amount in Rand
7.2	In an average week, how much in Rand do you sell? (Turnover)		Specify amount in Rand
7.3	In an average week, when all business costs are paid, how much money do you take home? (Profit)		Specify amount in Rand.

8. ORGANIZATION AFFILIATION			
8.1	StreetNet would like to organise a database of street traders in Durban. This will be used as a point of contact for news and awareness that it would wish to communicate to you. Would you be interested in being on that database?		
	1= Yes	2=No (Skip to 9.6)	
8.2	If yes, would you please provide a Name and Contact Number?		
	A) Name:	B) Contact Number:	
	C) Address:		
8.3	Do you have a trading permit issued by the eThekweni Municipality?		
	1= Yes	2= No	

About WIEGO: Women in Informal Employment: Globalizing and Organizing is a global research-policy-action network that seeks to improve the status of the working poor, especially women, in the informal economy. WIEGO builds alliances with, and draws its membership from, three constituencies: membership-based organisations of informal workers, researchers and statisticians working on the informal economy, and professionals from development agencies interested in the informal economy. WIEGO pursues its objectives by helping to build and strengthen networks of informal worker organisations; undertaking policy analysis, statistical research and data analysis on the informal economy; providing policy advice and convening policy dialogues on the informal economy; and documenting and disseminating good practice in support of the informal workforce. For more information see www.wiego.org.

About Inclusive Cities: Launched in 2008, the Inclusive Cities project aims to strengthen membership-based organisations (MBOs) of the working poor in the areas of organising, policy analysis and advocacy, in order to ensure that urban informal workers have the tools necessary to make themselves heard within urban planning processes. Inclusive Cities is a collaboration between MBOs of the working poor, international alliances of MBOs and those supporting the work of MBOs. The following partners are involved in the Inclusive Cities project: Asiye eTafuleni (South Africa), AVINA (Latin America), HomeNet South Asia, HomeNet South-East Asia, Kagad Kach Patra Kashtakari Panchayat (KKPKP, India), the Latin America Network of Waste Pickers, the Self-Employed Women's Association (SEWA, India), StreetNet International, and WIEGO. For more information see www.inclusive.cities.org.

