

## BASELINE SURVEY FORM FOR mSPARK PROGRAM\_AUGUST 2020

*Please introduce yourself, explain this confidential survey will take about 60 mins and thank them for their time.*

<b>PART A: DEMOGRAPHICS</b>			
<b>Qn.#</b>	<b>Questions</b>	<b>Code</b>	<b>Responses</b>
1.	Researcher Name:		
2.	Date of Survey (DD/MM/YYYY):		
3.			
4.	Business Type	(tick) Cohort=1 Cohort=2, Cohort=3	
5.	Business Category/Sector	(tick) 1=Dukas, 2=Groceries, 3=Chemists, 4=Eateries, 5=Salons, 6=Tailors	
6.	County	(Tick) 1=Turkana 2=Samburu 3=Busia 4=Kitui 5=Kilifi 6=Uasin Gishu 7=Lamu 8=Kisumu 9=Bomet 10=kajiado 11=Mombasa 12=Nakuru 13=Nairobi 14=Machakos 15=Kiambu 16=Kirinyaga 17=Nyeri	
7.	Sub- County:	<i>Logic to be put here to pick sub-counties based on the county selected above</i>	
8.	Location:		
9.	Sub Location:		
	<b>Questions</b>	<b>Code</b>	<b>Responses</b>
10.	Name of Business Owner	First Name	
		Middle Name	
		Last/Family/Surname	
11.	Participant Unique		
12.	Gender of business owner	1	Male
		2	Female
13.	Name of Respondent		
14.	Gender of Respondent	1	Male
		2	Female
15.	Date of Birth (DD/MM/YYYY)		
16.	Primary Contact		
17.	Alternative Contacts		
18.	National ID		
19.	Marital Status	1	Single
		2	Married
		3	Separated/Divorced
		4	Widow/Widower
		5	Choose not to answer
20.		Highest education level	1
	2		Incomplete Primary
	3		Completed Primary
	3		Incomplete Secondary
	4		Completed Secondary
	5		Vocational training
	6		College/University
	7		Choose not to answer
21.	Apart from these businesses, do you have any other business? Yes/ No		
	If yes, which type of business do you have (specify)?.....		

<b>PART B: BUSINESS STATUS</b>			
22	What is the name of this Business?		

## BASELINE SURVEY FORM FOR mSPARK PROGRAM\_AUGUST 2020

23.	Are you the owner of the business?	<b>1</b> Yes	
		<b>2</b> No	skip logic if NO
24.	If No, ask, What is your position in this business?	<b>1</b> Co-owned with Spouse	
		<b>2</b> Partner	
		<b>3</b> Employee	
		<b>4</b> Other Specify	
25.	How long has this particular business been in operation? (How old is your business)	<b>1</b> Less than 1 year	
		<b>2</b> 1-2years	
		<b>3</b> 3-5years	
		<b>4</b> 6-10 years	
		<b>5</b> More than 10 years	
26.	In the last 6 days <b>excluding prayer day (1 week)</b> , how many days did you open your business?		
27.	On average how many hours are in operation per day from the time you open to the time you close?		
28.	Are there any times during business operations you do not open your business?	<b>1</b> Yes	
		<b>2</b> No	
	If Yes, ask the respondent to give reasons why she/he does not open some of the time.		
29.	What is the average number of customers do you serve per day (customers coming to your business to buy)		
30.	How many customers do you deliver to? (this includes services and products)		
31.	What is the average number of customers did you serve per day- Pre-Covid		
32.	How many customers did you deliver services and products to-Pre Covid		

**Commented [1]:** @bgichokia@tns.org - Consider adding the highlighted  
**\_Assigned to Beth Gichokia\_**

<b>PART C: SALES &amp; INCOME</b>			
33.	Looking at the last 1 week, on average, what has been your daily sales in Kenya shillings? <b>(To the Enumerator: calculate with the owner the fairest average sales from their records. In the event the micro entrepreneur not able to provide records assist them in estimating the fairest daily average sales)</b>	<b>Inside your business Premises (KES)</b>	<b>Average sales generated outside your business Premise (KES) through deliveries</b>
34.	How did you deliver products and services outside your business premise?	<b>1</b> Home delivery	
		<b>2</b> Roadside sales	
		<b>3</b> Other specify	
35.	How much of volume of stock do you have currently (KES)		
36.	How would you rate the availability of basic services?	<b>1</b> Excellent	
		<b>2</b> Good	
		<b>3</b> Fair	
		<b>4</b> Poor	
		<b>5</b> Very Poor	

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## PART D: ASSETS

## BASELINE SURVEY FORM FOR mSPARK PROGRAM\_AUGUST 2020

37.	Which assets if any do you own? (Tick all that apply)	Item Description	# of Items	Approximate VALUE of asset KSH
<b>1</b>		Mobile phone: simple		
<b>2</b>		Mobile phone: internet enabled		
<b>3</b>		Land (acres)		
<b>4</b>		Building(s)/house		
<b>5</b>		Machinery, tools		
<b>6</b>		Livestock		
<b>7</b>		Bicycle		
<b>8</b>		Motorcycle		
<b>9</b>		Motor vehicle		
<b>10</b>		Furniture		
<b>11</b>		Other specify		
38.	Have you had to sell any of the assets you acquired during covid-19 crisis period?	<b>1</b>	Yes	
<b>2</b>		No		
39.	If Yes which one	Item Description	# of Items	Approximate VALUE of asset KSH
<b>1</b>		Mobile phone: simple		
<b>2</b>		Mobile phone: internet enabled		
<b>3</b>		Land (acres)		
<b>4</b>		Building(s)/house		
<b>5</b>		Machinery, tools		
<b>6</b>		Livestock		
<b>7</b>		Bicycle		
<b>8</b>		Motorcycle		
<b>9</b>		Motor vehicle		
<b>10</b>		Furniture		
<b>11</b>		Other specify		
40.	What was the reason for selling this asset(s)			

PART E: SAVINGS				
41.	How much savings do you personally have currently? KES			
42.	Where do you save?			
<b>1</b>	Bank			
<b>2</b>	Micro Finance Institution (MFI) / VSLA /VICOBRA /SACCO			
<b>3</b>	Mobile Money (MShwari, Airtel Money)			
<b>4</b>	Home			
<b>5</b>	Other Specify			
43.	Do you belong to any group that does business or savings? Yes=1/ No=2 multiple select			
<b>1</b>	Business group			
<b>2</b>	Savings group			
<b>3</b>	I don't belong to a business or savings group			
44.	If in business or saving groups, ask? How much savings do <b>you</b> personally have saved in the group?			
45.	How regularly do you personally save money?			
<b>1</b>	Daily			
<b>2</b>	Weekly			

## BASELINE SURVEY FORM FOR mSPARK PROGRAM\_AUGUST 2020

		<b>3</b>	Monthly
		<b>4</b>	I never save money
46.	How much money on average do you save per period? KES		
47.	What are your reasons for savings? <i>Select all that apply</i>	1	Start a new income generating activity
		2	Expand my existing business
		3	Emergencies e.g. Health
		4	Weddings/celebrations
		5	Schools fees
		6	Buy food for the family
		7	Build a house/House improvement
		8	Buy asset e.g. Computer, POS tech, Smartphone bicycle
		9	Replenish stock
		10	Other specify

### PART F: YOUR EMPLOYEES - Before COVID-19 & Currently

	<b>Questions</b>	<b>Code</b>			
			<b>Category</b>	<b>Before COVID-19</b>	
48.	How many people (excluding you) did you employ <b>before COVID-19</b> .	1	Full time	Male	Female
		2	Part time		
		3	none		
49.	How many people excluding you have you employed <b>currently</b>			<b>Currently</b>	
				Male	Female
		1	Full time		
50.	Did you have to dismiss or fired employees during COVID-19.	2	Part time		
		3	None		
		1	Yes		If Yes, go to .....
51.	IF Yes, why	2	No		

### PART G: PRODUCT AND SERVICES DIVERSIFICATION

52.	How are you ensuring your customers are accessing your products and services that they require during COVID-19 period? (Enumerators) Probe to assess how the micro-enterprises are responding to changing demand from customers during COVID-19 crisis period.	<b>1</b>	Home delivery for product and services	
		<b>2</b>	Online sales and Marketing	
		<b>3</b>	Selling of Medical equipment and PPEs	
		<b>4</b>	Tailoring and selling of face masks	
		<b>5</b>	Providing water, soap and sanitizers in their business	
		<b>6</b>	Putting up posters for customers to keep 1M distance at the business	
		<b>7</b>	Innovating marketing approaches i.e. making masks with the saloon name,	

## BASELINE SURVEY FORM FOR mSPARK PROGRAM\_AUGUST 2020

PART H: PRODUCT SOURCING			
53.	How do you source your product?	<b>Type of Sourcing</b> 1 2 3	
54.	Which technology platforms for payments are you using for your customers and to pay your suppliers/ or	<b>Technology Platforms</b> 1 Mpesa Till 2 Mpesa /Airtel Paybill 3 Mpesa/ Airtel Agent 4 Equitel 5 Sending Cash through Mpesa 6 Other specify	
		<b>Mode of Payment</b> 1 Cash 2 Credit 3 Both	
		<b>Distribution Platforms</b> 1 Copplier	
		2 Twiga foods	
		3	
		4	

PART I: TRAININGS (Best practices adoption)				
57.	What type of phone do you have	1. Smartphone 2. Feature Phone 3. Don't have		
58.	What do you normally use the device for?  (Probe for usage patterns of apps and frequency)	1. Calls 2. Text messaging 3. WhatsApp 4. Online transactions(Mpesa) 5. Facebook 6. YouTube 7. Other Specify	<b>usage patterns</b>	
		1. Calls 2. Text messaging 3. WhatsApp 4. Online transactions(Mpesa) 5. Facebook 6. YouTube 7. Other Specify	<b>frequency</b>	
59.	Does the device help you or distract you?	1. Yes 2. No		
60.	What can be done to improve it	_____		
61.	Have you received any form of training on how to operate your business in the past 12 months?	1. Yes 2. No		
62.	If Yes, what were the topics of the training conducted?	Topics	How was the training offered	How Frequent was the training
		1	TV	
		2	Radio	
		3	SMS	
		4	Whatsapp	

## BASELINE SURVEY FORM FOR mSPARK PROGRAM\_AUGUST 2020

		5		Youtube	
		6		Business apps	
		7		Facebook	
		8		Other specify	
63.	How often do you receive the training( per mode of training)				
64.	Have you received any training materials				
65.	Which best practice have you adopted? Note to enumerator- probe further to give best practices adopted. additionally, use observation to assess best adoption for practices not adopted. Ask why?	1	Use of WhatsApp		
		2	POS		
		3			
		4			

PART J: BUSINESS ASSESSMENT MEASUREMENT SURVEY (Best Practices Adoption)					
Currently, how do you see yourself					
S.N o.	Characteristics	Rating Scale			
		Absent	Basic	Advanced	
	I see Myself as someone who...				
1	The business has a budget? <b>Note for the enumerator:</b> if no Budget- is <b>Absent</b> , if Inconsistent budget and hardly sticks to use is <b>Basic</b> and Consistent budget use (e.g. can show budget samples) is <b>Advanced</b> .  No budget.				
2	Are you aware of different sources of finances for business? If Not aware of sources of business financing. <b>Absent</b> , somehow understands sources of business financing. <b>Basic</b> , Understands sources of business financing. (eg. can list several sources) <b>Advanced</b>				
3	The business has cash savings for future? <b>Does not save at all?</b> <b>Absent</b> , has savings but not consistent, <b>Basic</b> , Has consistent and regular savings e.g. weekly, monthly. <b>Advanced</b>				

## BASELINE SURVEY FORM FOR mSPARK PROGRAM\_AUGUST 2020

4	The business has an investment plan? <b>Business has no investment, Absent</b> , the business has an Investment plan but not documented (eg memorized) plan. <b>Basic</b> , Has a well-documented investment plan. <b>Advanced</b>				
5	The business has a set defined investment project? <b>The business has no defined investment project, Absent</b> . Investment project somehow in place but not clearly defined, <b>Basic</b> . Well defined an structured Investment project, <b>Advanced</b>				
6	Does the business have updated and consistent records? <b>The business has no records, Absent</b> . The business records are inconsistent and not updated. <b>Basic</b> . The records are updated and consistent, <b>Advanced</b>				
6	The business is aware of digital platforms. <b>The business has no digital platforms, Absent</b> . The business has a POS, <b>Basic</b> . Business has a POS, Cashless tractions i.e. lipa na mpesa, <b>Advanced</b>				
7	Are aware of online marketing and deliveries? <b>Does not conduct such, Absent</b> . The business conducts door2 door, roadside marketing, <b>Basic</b> . The business conduct door2door, roadside and usage of social media to market product and services, <b>Advanced</b>				
9	<b>Has re-identified relationship with supply chain</b>				
10	<b>Has the ability to identify new opportunities during crisis</b>				

PART K: CREDIT			
		Code	Responses
66.	Have you accessed any financial product in the last 1 Year (12 months)	1	Yes
		2	No, If no, go to Q73
		3	Loan more than 1 year old
67.	If yes, how much did you get as a loan? (KES)		
68.	Who was your financial provider	1.	4G Capital
		2.	Bank
		3.	Sacco
		4.	ROSCAS/VLSA
		5.	Mobile money
		6.	Other Specify
69.	What was the interest rate p.a?		
70.	What was the repayment period?(months)		
	What is the purpose of your loan(s)?	1.	Start a new income earning activity

**BASELINE SURVEY FORM FOR mSPARK PROGRAM\_AUGUST 2020**

71.	<p>2. Expand my existing income earning activity</p> <p>3. Emergencies</p> <p>4. Improve Business structure</p> <p>5. Weddings /celebrations</p> <p>6. Schools fees</p> <p>7. Bills</p> <p>8. House improvement</p> <p>9. Build a house</p> <p>10. Buy a capital asset e.g. livestock, bicycle</p> <p>11. Buy agricultural inputs</p> <p>11. Other Specify</p>	2.	Expand my existing income earning activity
		3.	Emergencies
		4.	Improve Business structure
		5.	Weddings /celebrations
		6.	Schools fees
		7.	Bills
		8.	House improvement
		9.	Build a house
		10.	Buy a capital asset e.g. livestock, bicycle
		11.	Buy agricultural inputs
		11.	Other Specify
72.	<p>Which of the following described your loan repayment status.</p>	1	Fully paid
		2	I am servicing loan comfortably
		3	I am Struggled to repay sometimes
		4	Hadn't paid in a long while
		5	I don't know
		6	I choose not to answer

**PART K: Linkages with the Supply Chain**

73.	<p>Have you engaged any manufacturers or distributors in your business?</p>	1	Yes		
		2	No		If No skip Q68
74.	<p>If Yes? How many manufacturers and distributors have you engaged in your business</p>	1	Manufactures Names	Distributors Names	
		2			
		3			
75.	If No to Q65 Why? Give reasons				
76.	<p>Is there a form of contractual agreement signed between you and the mentioned manufacturers and distributors?</p>	1	Yes		
		2	No		
77.	If Yes? How many (per category)				
<b>PART L: TECHNOLOGY IN USE</b>					
78.	<p>Do you have access to any form of technology in your business?</p>	1	Yes		
		2	No		
79.	<p>If Yes which technologies</p>	1	POS		
		2	Computer		
		3	Smartphone		
		4			
80.					

**BASELINE SURVEY FORM FOR mSPARK PROGRAM\_AUGUST 2020**

*Thanks for your time!*

**END OF SURVEY**