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Renewal of Small Town Economies: The Case of Alice, Eastern Cape Province, South Africa

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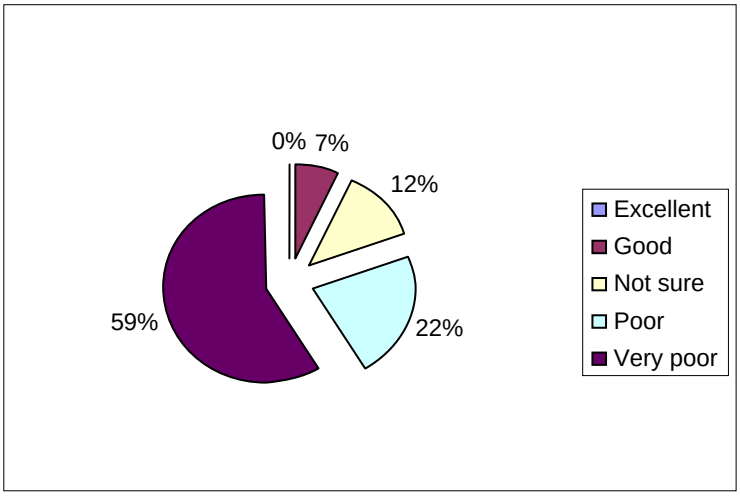
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ANNEXURE "C"

RURAL RESPONDENTS – DATA PRESENTATION

SECTION A – COMMUNITY PERCEPTION

1. **Visual impression of Alice**



2. Suggestion for improvement

Suggestions for Alice improvement	**No or respondents**
Dams for livestock farming	1
Renovation of buildings and new shops	7
Infrastructure (roads)	12
Improved transport services	1
Water and sanitation	2
Cleaning and greening of town centre	7
Job opportunities	1
Don't know	10

3. Rating Alice Sporting & Leisure Facilities

Excellent	Good	Not Sure	Poor	Very Poor
0	4	5	6	26

4. Recommended Recreational Facilities

Cricket grounds : 3
Chreche : 6
Playland : 1

Don’t Know : 6
Soccer ground : 5
Renovations : 12
Rugby : 1
Park : 2
Sport complex : 1
Stadium : 1
Community hall : 1
Sporting grounds : 2
Netball : 1

5. Employment opportunities in Alice

Excellent	Good	Not Sure	Poor	Very Poor
0	0	7	3	31

6. Opinion on Job Creation Strategy

Open businesses : 1
Government support for projects in rural areas : 18
Road constructions : 2
Don’t know : 11
Enhance farming projects : 5
Education : 1
Industries : 2
Replace older staff with young people : 1

7. Alice Municipal Service Delivery

Excellent	Good	Not Sure	Poor	Very Poor
1	4	5	5	26

8. Suggestions for Improving Service Delivery

Don’t know : 11
Construction of bridge in rural areas : 1
Participation of communities : 2
People’s budget : 2
Training of local councilors on service delivery : 1
More young people in employment of municipality : 2
Focus on quality work in construction projects : 1
Roads : 3
More houses : 4
Water : 6
Active councilors & employees : 6
Sanitation : 1
Dams : 1

SECTION B: CONSUMER SURVEY

1. Shopping in Alice Town

Yes	34
No	7

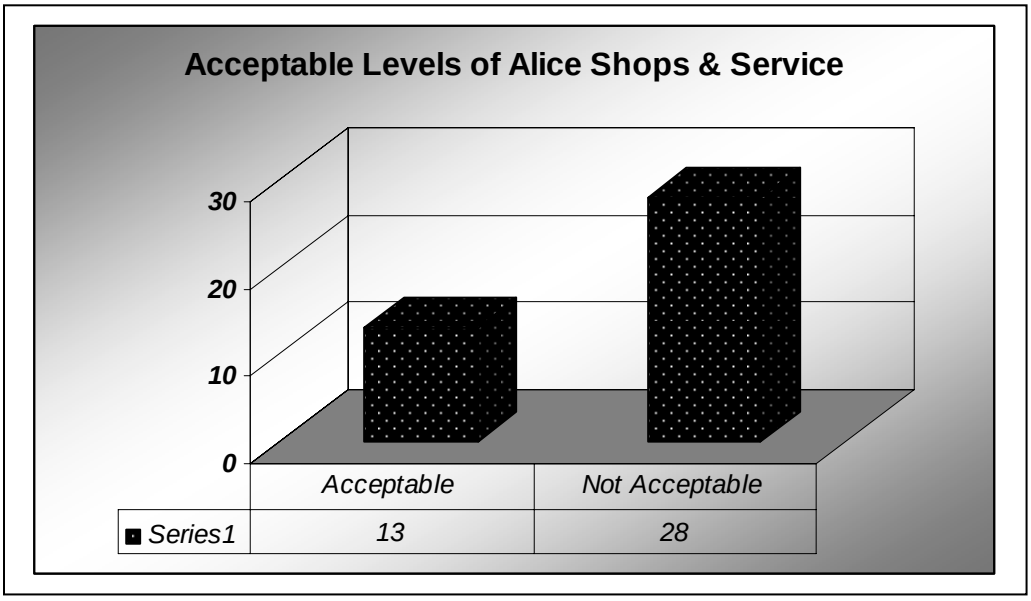
2. Basis for none shopping in Alice Town business

- Spaza Shops located in rural settlement
- Poor services, inflation of prices and poor communication

3. Other preferred areas of shopping

- King William's Town, followed by
- Fort Beaufort

4. Level of rural residents' satisfaction about Variety of Alice shops and services



5. Products purchased in Alice Town/ Purpose of shopping in Alice Town (1 = frequently identified product, 5= least identified)

Products	**Rate**
Appliances	5
Clothing	4
Grocery	1
Hardware	3
Meat	2

6. Products purchased by consumers outside of Alice Town

Products	Rate
Appliances	3
Clothing	1
Grocery	2
Hardware	5
Meat	4

7. Influencing factors informing consumer decisions to buy (1= most influencing factor, 5=least influencing factor)

7.1. Influencing factor in most shopping items

Factors	Rate
Quality	3
Price	1
Atmosphere	2
Transport	4
Range/Variety	4

7.2. Influencing factor for grocery

Factors	Rate
Quality	2
Price	1
Atmosphere	3
Transport	4
Range/Variety	4

7.3. Influencing factor for meat

Factors	Rate
Quality	3
Price	1
Atmosphere	2
Transport	4
Range/Variety	5

7.4. Influencing factor for Clothing

Factors	Rate
Quality	2
Price	1
Atmosphere	3
Transport	5
Range/Variety	4

7.5. Influencing factor for Hardware

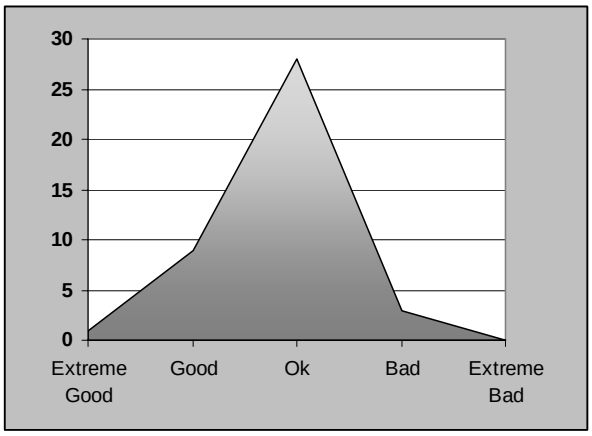
Factors	Rate
Quality	2
Price	1
Atmosphere	4
Transport	2
Range/Variety	3

7.6. Influencing factor for Appliance

Factors	Rate
Quality	2
Price	1
Atmosphere	5
Transport	4
Range/Variety	3

8. Rating staff in Alice shops

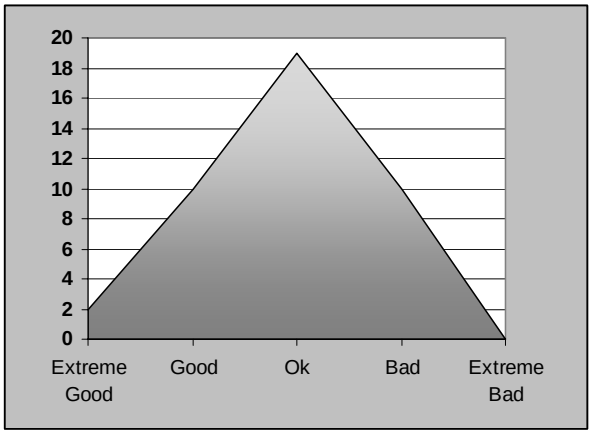
8.1. Helpfulness of staff



8.2. Measuring Product Knowledge



8.3. Friendliness of Staff



9. Expected changes from Alice shops by consumers

Expected changes	**Rate**
Competitive pricing	1
Better quality of goods	3
Cleanliness and renovations	2
Variety of products	4
Improved customer care	5

10. Are there any existing shops & services in Alice that you would use more if some things were changed?

Yes	33
No	6
No answer	1

11. Expected changes (by number of responses)

- Renovations and expand the space in shops : 6
- Clean the shops and small (hygiene factor) : 5
- Shops should sell fresh products : 2
- Store atmosphere because shops are dirty : 5
- Quality of goods and cleanliness : 10
- More variety of shops : 3
- Improved services : 3
- No changes : 4
- No response : 2

12. Missing shops in Alice as identified by consumers (by order of importance)

1. Clothing shops
2. Grocery shops
3. Chemist/Pharmacy

4. Furniture
5. Entertainment center

13. Comment about Alice businesses and services

- More variety of shops X111
- Availability of public transport to KWT and other towns X111
- Job creation by Government X 11
- No job creation by businesses X 11
- Shopping Complex X1
- Alice is dirty its renovation and beautification X111111111
- Need a health inspector to monitor shops X 1
- Lack of customer care by business owners (no donations or contribution to community development) X 11
- Public toilets, more houses, roads are needed X 111
- Municipality employees need skills development to provide good services X1
- Reduction of crime, drug use (youth) X 1
- Local shops must employ blacks not colored people only X 1
- Farming business is the key business X 1
- Need clinics in rural areas X 1
- No response X 11
- No comments X1111
- Shops should sell fresh food X 1

SECTION C: PERSONAL PROFILE OF RESPONDENTS

1. **Gender**

Female	31
Male	9

2. Education levels

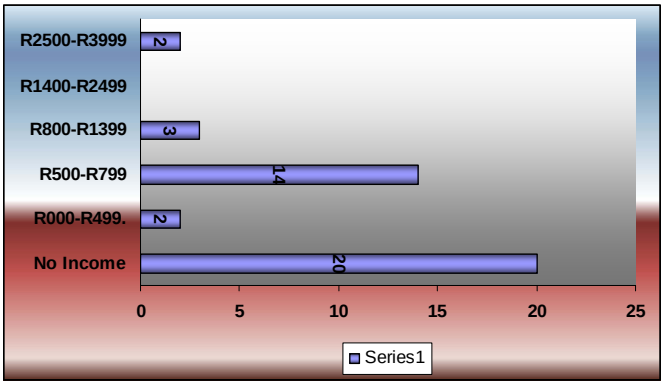
No Education	6
Some/All prim. Educ.	6
Some High Educ,	15
Matric	8
Post matric Educ.	5

3. Employment Status of Respondents

Work F/time	2
Work P/time	4
Housewife	8
Student	4

Retired	7
Unemployed	15
Self employed	0

4. Average gross personal monthly income of respondents



5. Age Group

-20 years	3
20-29 years	11
30-39 years	6
40-49 years	5
50-59 years	2
60+ years	13

6. Respondents duration of stay in Alice

Less than a year	
1-3 years	
4-6 years	
7-10 years	
10+ years	40

7. Pulling factors to stay in Alice

Nothing	1
Family history	24
University	4
Environment (less crime)	7
Physical appearance	3
Municipality services & delivery	
Business/employment	1

8. What do you like most about Alice?

- Family : 2
- University : 13
- Sport : 1
- Farming : 1
- Less crime/good environment : 13
- Nothing : 10

9. What do you like least about Alice?

- Alice is not developing : 5
- Untidy : 3
- Unemployment : 9
- Poor roads and infrastructure : 2
- Lack of Transport : 1
- Poor services of municipality : 1
- High crime : 1
- Clubs : 1
- No one cares for rural areas : 1
- Nothing : 15

10. If you were to leave Alice, where would you relocate to and why?

- Port Elizabeth - relatives, clean and jobs : 5
- Grahamstown- tidy : 1
- Pretoria- employment : 1
- Johannesburg- jobs & entertainment : 3
- Mossel Bay- beautiful, good life : 2
- Seymour- farming : 1
- Cape Town - jobs & recreational facilities : 7
- George- jobs opportunities and lot of shops : 2
- Aberdeen- very clean town : 1
- East London- more activities : 1
- Don’t know : 4
- No where- old age : 13