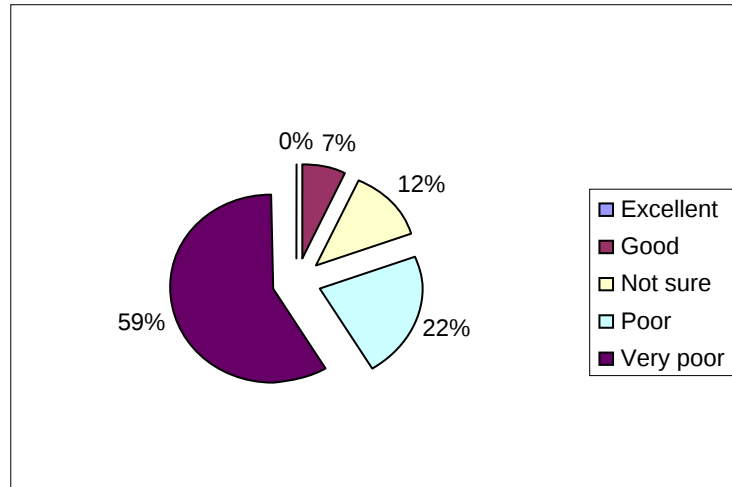


## RURAL RESPONDENTS – DATA PRESENTATION

## 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 &amp; 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  |

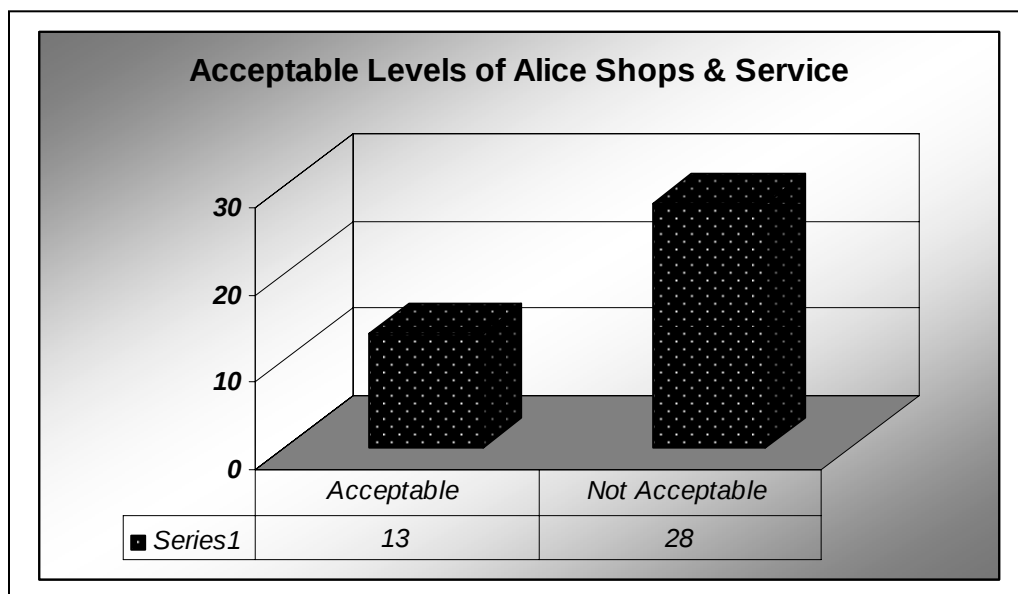
### 2. Basis for none shopping in Alice Town business

- 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

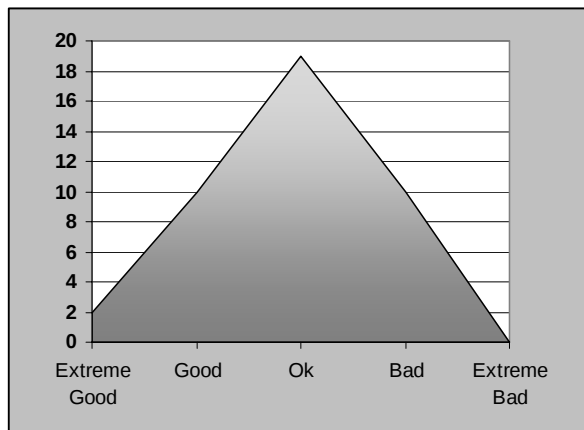
### 8.1. Helpfulness of staff



### 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

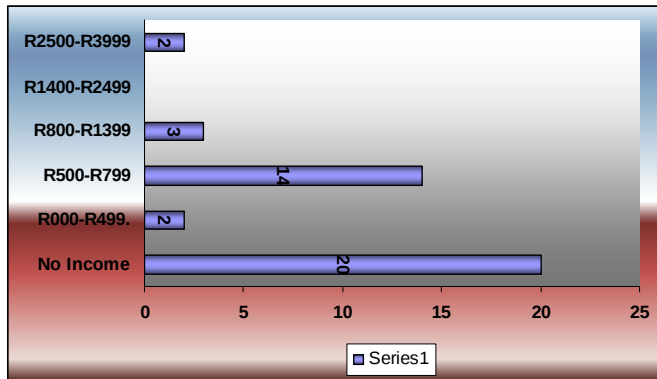
|                      |    |
|----------------------|----|
| No Education         | 6  |
| Some/All prim. Educ. | 6  |
| Some High Educ,      | 15 |
| Matric               | 8  |
| Post matric Educ.    | 5  |

### 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