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

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**2007-02-14T13:42:58Z**
http://hdl.handle.net/10539/1994

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**RENEWAL OF SMALL TOWN ECONOMIES: A CASE STUDY OF ALICE**

**A. COMMUNITY QUESTIONS**

By completing this section, we will have a better understanding of what Alice community sees as priorities and would like to see enhanced. Remember your name is not required, so feel free to tell us how you feel about your community. Please complete the survey by circling the appropriate number or by adding comments to suggestion sections.

1. What is your visual impression of Alice? *(please circle the appropriate response)*

| Excellent | Good | Not sure | Poor | Very Poor |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |

2. Suggestion (x1) for improvement:

……

……

3. How do you rate Alice's sporting and leisure facilities?

| Excellent | Good | Not sure | Poor | Very Poor |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |

4. What other recreation facility (x1) would you like to see?

……

……

5. How do you rate Alice's employment opportunities?

| Excellent | Good | Not sure | Poor | Very Poor |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |

6. Suggestion for improvement:

……

……

7. How do you rate Alice's municipal service delivery?

| Excellent | Good | Not sure | Poor | Very Poor |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |

8. Suggestion for improvement:

……

……

**B. CONSUMER QUESTIONS**

By completing this survey, we will be able to identify degree, extent and reasons for retail leakage in Alice. We will also gather consumer feedback on current business services particularly in relation to helpfulness, product range, friendliness and service caps.

1. Do you do your shopping in Alice? *('yes' means that you visit Alice businesses regularly and spend at least R50 a week)*

| | |
|---|---|
| Yes | |
| No | |

2. If 'No' where do you shop and why?

……

……

3. Where else do you shop?

……

4. Are you happy with the variety of shops and services in Alice?

| | |
|---|---|
| Yes | |
| No | |

5. What products do you shop for in Alice?

| | |
|---|---|
| A. Groceries | |
| B. Meat | |
| C. Clothing | |
| D. Hardware | |
| E. Appliances | |
| F. Other (please specify) | |

6. What products do you buy **outside** Alice?

| | |
|---|---|
| A. Groceries | |
| B. Meat | |
| C. Clothing | |
| D. Hardware | |
| E. Appliances | |
| F. Other (please specify) | |

7. For each of the following (6) items can you pick at least ONE reason that influence you when you buy *(tick on your left-hand side column):*

| 7.1 | **Most shopping items** | 7.2 | **Groceries** | 7.3 | **Meat** |
|---|---|---|---|---|---|
| | Price | | Price | | Price |
| | Range (variety) | | Range (variety) | | Range (variety) |
| | Quality | | Quality | | Quality |
| | Shopping hours | | Shopping hours | | Shopping hours |
| | Parking | | Parking | | Parking |
| | Transport | | Transport | | Transport |
| | Attitude of staff | | Attitude of staff | | Attitude of staff |
| | Speed of service | | Speed of service | | Speed of service |
| | Atmosphere | | Atmosphere | | Atmosphere |
| | Convenience | | Convenience | | Convenience |

| 7.4 | **Clothing** | 7.5 | **Hardware** | 7.6 | **Appliances** |
|---|---|---|---|---|---|
| | Price | | Price | | Price |
| | Range (variety) | | Range (variety) | | Range (variety) |
| | Quality | | Quality | | Quality |
| | Shopping hours | | Shopping hours | | Shopping hours |
| | Parking | | Parking | | Parking |
| | Transport | | Transport | | Transport |
| | Attitude of staff | | Attitude of staff | | Attitude of staff |
| | Speed of service | | Speed of service | | Speed of service |
| | Atmosphere | | Atmosphere | | Atmosphere |
| | Convenience | | Convenience | | Convenience |

8. From your own experience how would you rate staff in Alice shops in terms of the following:

| 7.1 | **Helpfulness** | 7.2 | **Product knowledge** | 7.3 | **Friendliness** |
|---|---|---|---|---|---|
| | Extreme good | | Extreme good | | Extreme good |
| | Good | | Good | | Good |
| | OK | | OK | | OK |
| | Bad | | Bad | | Bad |
| | Extreme bad | | Extreme bad | | Extreme bad |

9. What changes should Alice shops make to get more of your business? *(choose up to 3 changes from the list)*

| | |
|---|---|
| a. More competitive pricing | |

| | |
|---|---|
| b. Better quality goods | |
| c. More store atmosphere (cleanliness & renovations) | |
| d. More variety | |
| e. Improved customer service | |
| f. Other (please specify) | |

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

| | |
|---|---|
| Yes | |
| No | |

11. If 'Yes" what would you change & why?

……

……

12. Are there any businesses which you think are missing in Alice: if so, which ones?

……

……

13. Are there any final comments you would like to make about services or businesses in Alice?

……

……

**C. RESPONDENT'S PROFILE**

1. Gender:

| | |
|---|---|
| Female | |
| Male | |

2. What is your highest education level achieved?

| | |
|---|---|
| No formal education | |
| Some or all primary schooling | |
| Some high schooling | |
| Matric completed | |
| Post matric qualification | |

3. What is your current employment status?

| | | | |
|---|---|---|---|
| Working full-time | | Working part-time | |

| | |
|---|---|
| Housewife | |
| Student | |
| Retired | |
| Unemployed | |
| Self-employed | |

4. What is your average gross personal monthly income?

| | |
|---|---|
| Nothing | |
| Up to R499 per month | |
| R500 – R799 per month | |
| R800 – R1399 per month | |
| R1400 – R2499 per month | |
| R2500 – R3999 per month | |
| R4000 – R6999 per month | |
| R7000 – R7999 per month | |
| R8000 – R9999 per month | |
| Above R10 000 | |
| Refusal | |
| Don't know | |

5. What is your age-group?

| | |
|---|---|
| Under 20 years | |
| 20 – 29 years | |
| 30 – 39 years | |
| 40- 49 years | |
| 50 – 59 years | |
| 60+ years | |

6. How long have you been staying in Alice?

| | |
|---|---|
| Less than a year | |
| 1 – 3 years | |
| 4 – 6 years | |
| 7 – 10 years | |
| More than 10 years | |

7. What attracted you to Alice?

| | |
|---|---|
| Nothing | |
| Family history/ ‘my roots are here | |
| University (education) | |
| Environment (less crime etc) | |
| Physical appearance | |
| Municipal service & delivery | |
| Business/employment | |

8. What do you like most about Alice?

……

……

9. What do you like least about Alice?

……

……

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

……

……

**THANK YOU FOR YOUR COOPERATION**

**LOCAL BUSINESS SURVEY FORM**

This exercise provides Alice businesses opportunity to share their views about the local business environment – what helps, hinders, and stops them from doing better. It is also another way of identifying new business opportunities and actions that could strengthen business performance and networking. We eagerly await your opinions. We hope the answers will be of benefit & help local business growth. If you cannot fill in this form immediately, please return it to the Researcher.

1. Do you rent or own this property?

| | |
|---|---|
| Rent | |
| Own | |

2. What type of business do you operate?

| | |
|---|---|
| Restaurant or take away food | |
| Grocery store | |
| Fuel station | |
| Manufacturing firm | |
| Furniture | |
| Salon | |
| Liquor store | |
| Other (please specify) | |

3. Which of the following categories describes your business?

| | |
|---|---|
| a. Sole trader | |
| b. Close corporation | |
| c. Cooperative | |
| d. Partnership | |
| e. Company | |
| f. Other ( please specify) | |

4. Do any of the following categories apply to your business?

| | |
|---|---|
| a. Manufacturing | |
| b. Franchise | |
| c. Distribution agent | |
| d. Retailing | |
| e. Wholesaling | |

5. How long has your business been operating in Alice?

| | |
|---|---|
| a. less than 1 year | |
| b. 1 to 2 years | |
| c. 3 to 5 years | |

| | |
|---|---|
| d. 6 to 10 years | |
| e. Longer than 10 years | |

6. Do you employ any other people in your business?

| | |
|---|---|
| Yes, how many? | |
| No | |

7. What do you think are the main advantages of running a business in Alice? (please tick up to 3)

| | |
|---|---|
| a. customer loyalty | |
| b. quality & supply of local labour | |
| c. quality of life the area offers | |
| d. close to employee' homes & families | |
| e. reliable transport services | |
| f. other (please specify) | |

8. What do you think are the main disadvantages of operating a business in Alice? ( tick up to 3)

| | | | |
|---|---|---|---|
| a. time/distance from other markets | | g. shortage of skilled labour | |
| b. time/distance from suppliers | | h. narrow range of business services | |
| c. transport costs | | i. poor service of other local business | |
| d. communication costs | | j. slow growth of local market | |
| e. small size of local labour | | h. lack of suitable housing | |
| f. lack of local support | | i. other (please specify) | |

9. Which products or services purchased by your business from outside Alice do you think could be manufactured, produced or offered locally?

……

……

10. Are there any services or products which you have considered providing or manufacturing locally, but did not proceed with the idea?

| | |
|---|---|
| Yes | |
| No | |

11. If yes, what services or product & what were your reasons for not proceeding?

……

12. Are there any businesses or services which you think could be successfully located in Alice? (name them)

……

13. What particular action do you believe could be undertaken at the local level by government or business organizations to assist businesses developing in Alice?

……

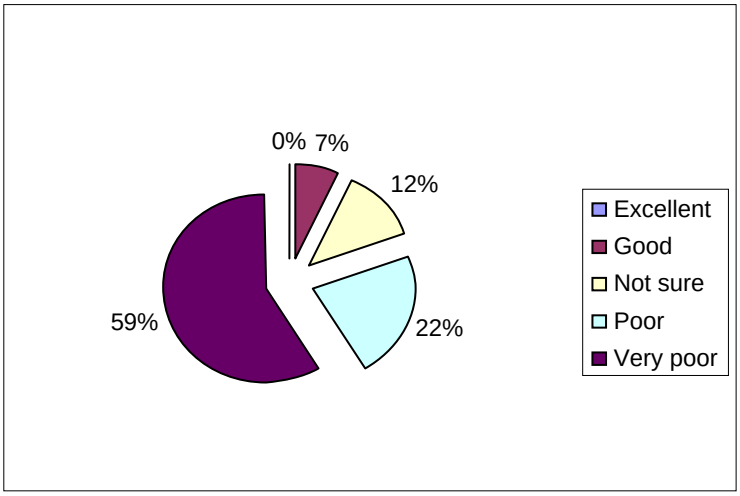
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**ANNEXURE "C"**

**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 |

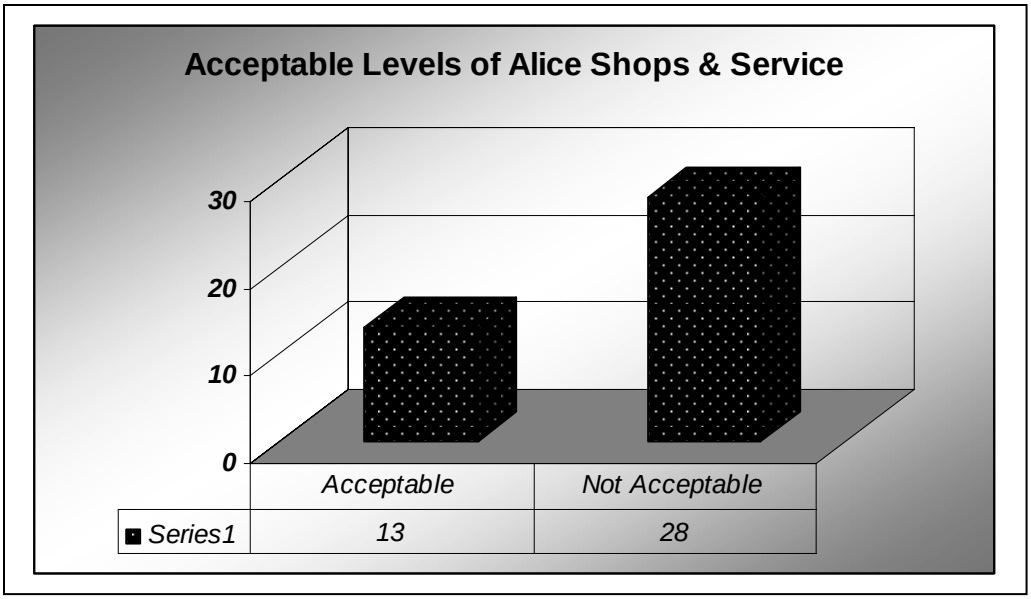
**2. Basis for none shopping in Alice Town business**

- 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

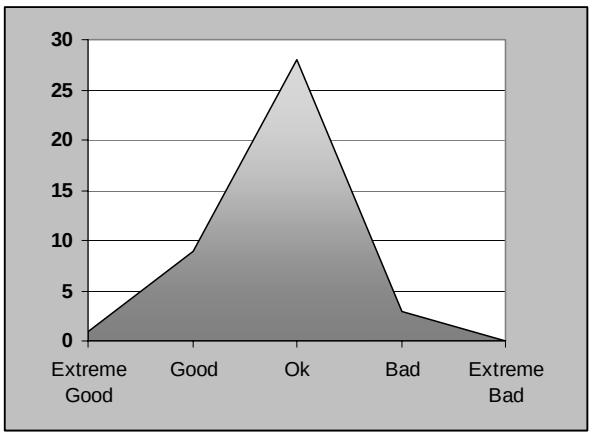
| **Factors** | **Rate** |
|---|---|
| Quality | 2 |
| Price | 1 |
| Atmosphere | 4 |
| Transport | 2 |
| Range/Variety | 3 |

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**

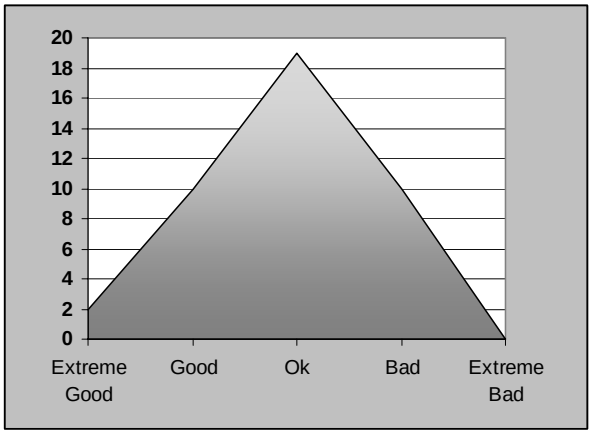
8.1. Helpfulness of staff




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 |

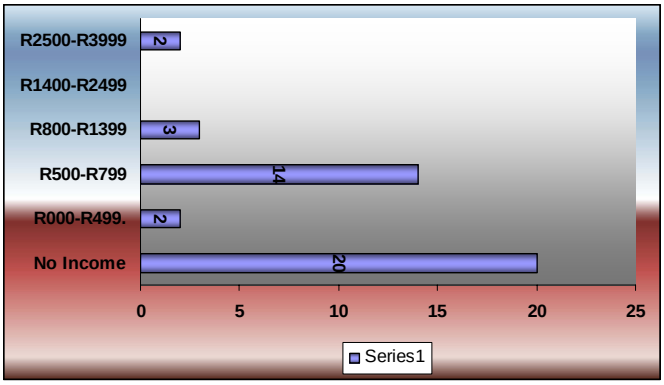
**2. Education levels**

| | |
|---|---|
| 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

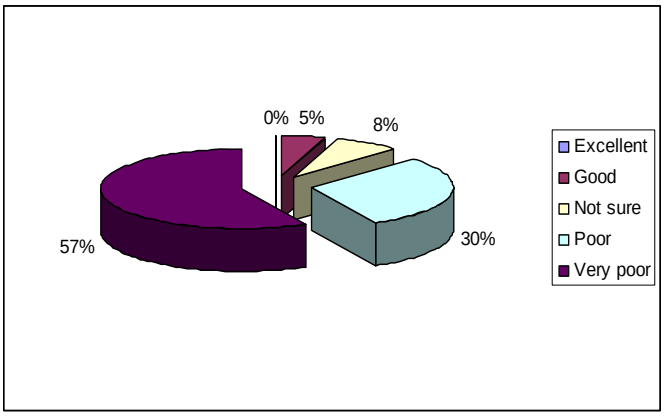
**10. If you were to leave Alice, where would you relocate to and why?**

- 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

## URBAN RESPONDENTS – DATA PRESENTATION

### SECTION A – COMMUNITY PERCEPTION

**1. Visual Impression of Alice Town**



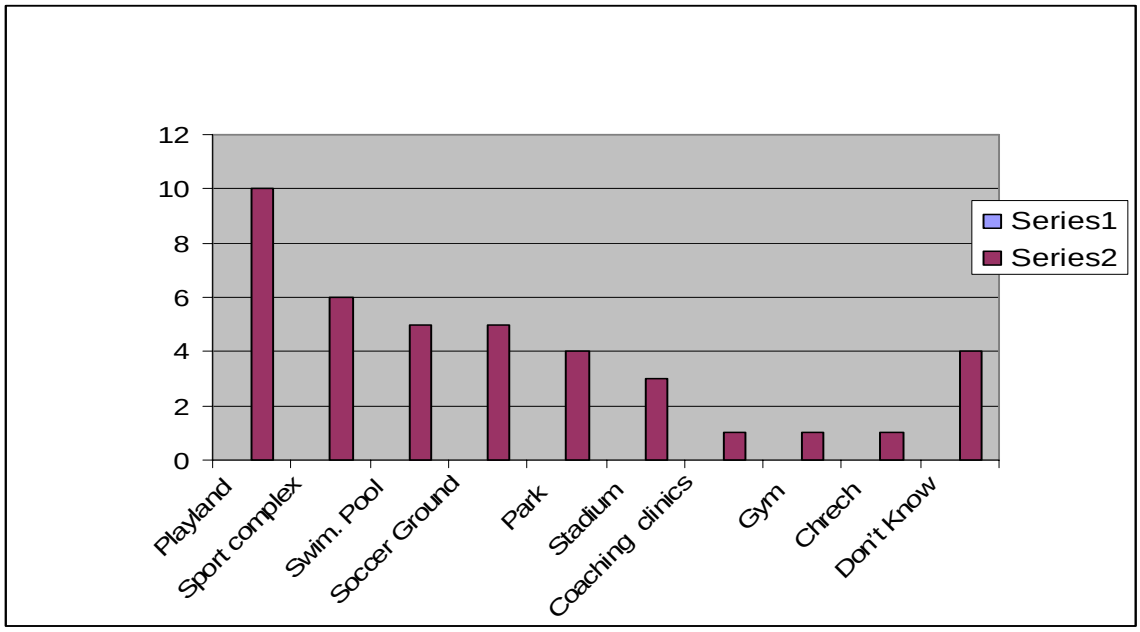

**2. Suggestion for improvement**

| **Suggestions for Alice improvement** | **No or respondents** |
|---|---|
| Town development | 6 |
| Renovation of buildings and new shops | 6 |
| Infrastructure | 8 |
| Improved transport services | 1 |
| Cleaning and greening of town centre | 7 |
| Job opportunities | 2 |
| Don't know | 5 |
| No response | 5 |

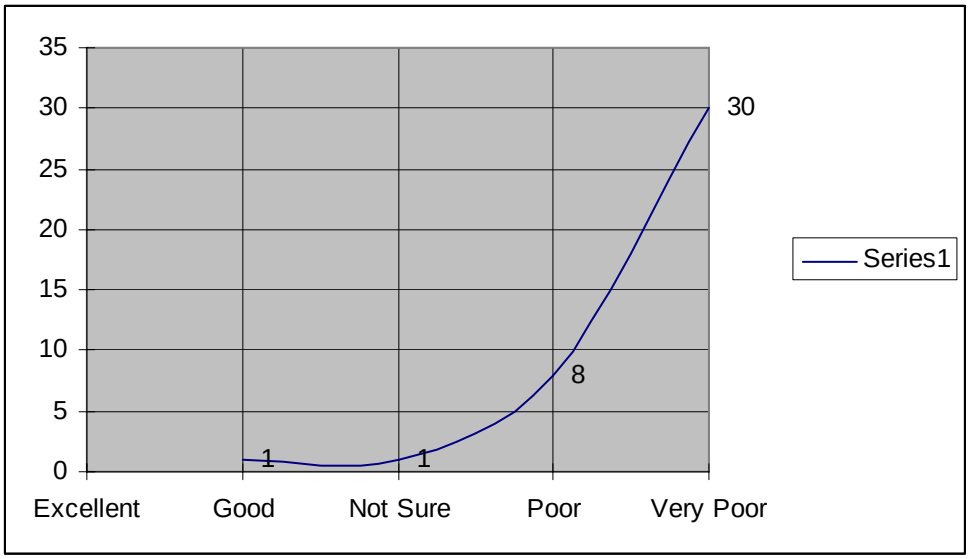
**3. Rating Alice Sporting & Leisure Facilities**

| Excellent | Good | Not Sure | Poor | Very Poor | No response |
|---|---|---|---|---|---|
| 0 | 2 | 2 | 8 | 25 | 3 |

**4. Recommended Recreational Facilities**




**5. Employment opportunities in Alice**




**6. Opinions on Job Creation Strategy**

| | |
|---|---|
| Open business opportunities | : 2 |
| Community projects | : 7 |
| Industries/manufacturing | : 6 |
| Training | : 16 |
| Not sure | : 9 |

**7. Alice Municipal Service Delivery**

| Excellent | Good | Not Sure | Poor | Very Poor |
|---|---|---|---|---|
| 0 | 2 | 1 | 7 | 30 |

**8. Suggestions for Improving Service Delivery**

Business sector should employ more people : 2
Review of municipality rates : 2
Don't know : 2
No suggestion : 4
Annual guiding work plans : 1
Cleaning system improvement : 1
Improve roads : 2
Active councilors & qualified staff : 24

**SECTION B: CONSUMER SURVEY**

**1. Shopping in Alice Town**

| | |
|---|---|
| Yes | 40 |
| No | 0 |

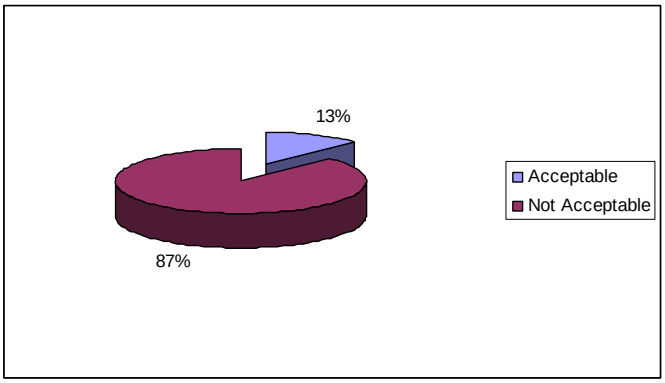
**2. Basis for none shopping in Alice Town business.**

- No answer X 40

**3. Other preferred areas of shopping (in order of preference)**

- Fort Beaufort
- King Williams Town
- East London

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




**5. Products purchased in Alice Town/ Purpose of shopping in Alice Town**

| **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 | 4 |
| Meat | 5 |

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

7.1. Influencing factor in most shopping items

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

7.2. Influencing factor for grocery

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

7.3. Influencing factor for meat

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

7.4. Influencing factor for Clothing

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

7.5. Influencing factor for Hardware

| **Factors** | **Rate** |
|---|---|
| Quality | 1 |

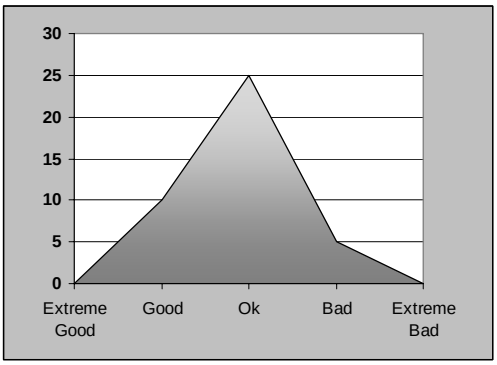
| | |
|---|---|
| Price | 2 |
| Atmosphere | 5 |
| Transport | 3 |
| Range/Variety | 4 |

7.6. Influencing factor for Appliance

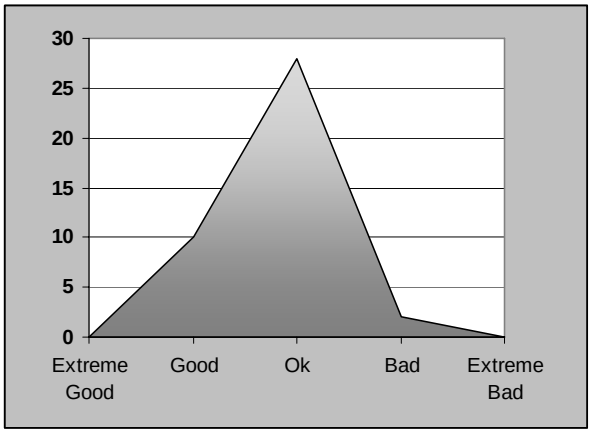
| **Factors** | **Rate** |
|---|---|
| Quality | 1 |
| Price | 2 |
| Atmosphere | 3 |
| Transport | 3 |
| Range/Variety | - |

**8. Rating staff in Alice shops**

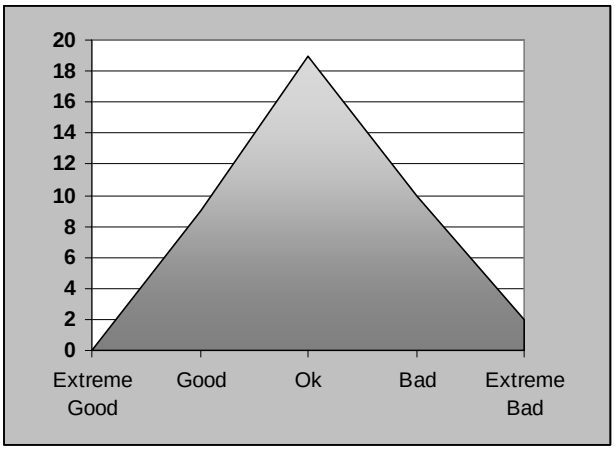
8.1. Rating Helpfulness of staff




8.2. Measuring Product Knowledge




8.3. Friendliness of Staff




**9. Expected changes from Alice shops by consumers**

| Expected changes | Rate |
|---|---|
| Competitive pricing | 3 |
| Better quality of goods | 1 |
| 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 | 37 |
| No | 3 |

**11. Expected changes (by number of responses)**

- Customer service : 3
- Renovations and expand the space in shops: 12
- Shops should sell fresh products : 1
- Store atmosphere because shops are dirty : 7
- Quality of goods and cleanliness : 8
- More variety of shops : 5
- No changes : 1
- No response : 3

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

1. Clothing
2. Chain (retail) stores
3. Chemist
4. Business advice offices
5. Internet Café
6. Entertain center/cinema
7. Cosmetics shops

**13. Comment about Alice businesses and services**

- More variety of shops X111111
- Cleaning of town X 1111

- More schools, crèche, spaza shop X 1
- Local Spaza shops and extend the closing time of Alice Town shops X 1
- Government should prevent business ownership of foreigners X 1
- Businesses are not developing X 111111
- Need health inspectors to monitor the shops X 11
- Availability of public transport to KWT and other towns X1
- Tar roads X 11
- Renovations X 1
- Security X 1
- Youth are vulnerable to crime activities and pregnancy due to high unemployment rate X 1
- Municipality must change staff and replace with youth X 1
- We want crèche, schools, churches, fenced grazing areas X 1
- Street lights X 1
- Municipality must clean the town X 1
- Lack of customer care by business owners (no donations or contribution to community development, no customer care services) X 1
- A good businessman must ensure great services and after care X 1
- No response X 1
- No comments X 11111111

**SECTION C: PERSONAL PROFILE OF RESPONDENTS**

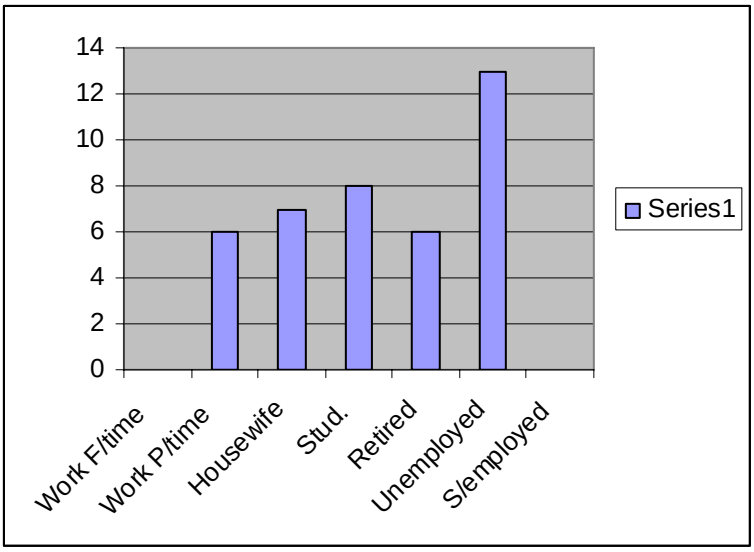
**1. Gender**

| **Gender** | **Percentage** |
|---|---|
| Female | 67 |
| Male | 33 |

**2. Education levels**

| | |
|---|---|
| No formal education | 2 |
| Some/All primary education | 2 |
| Some High Education | 13 |
| Matric | 14 |
| Post matric Education. | 9 |

**3. Employment Status of Respondents**




**4. Average gross personal monthly income of respondents**

| | |
|---|---|
| No Income | 24 |
| R000-R499. | 2 |
| R500-R799 | 3 |
| R800-R1399 | 1 |
| R1400-R2499 | 5 |
| R2500-R3999 | |
| R4000-R6999 | |
| R7000-R7999 | |
| R8000-R9999 | |
| R1000+ | |
| Refusal | 2 |
| Don't know | 1 |

**5. Age Group**

| | |
|---|---|
| -20 years | 3 |
| 20-29 years | 15 |
| 30-39 years | 8 |
| 40-49 years | 3 |
| 50-59 years | 3 |
| 60+ years | 8 |

**6. Respondents duration of stay in Alice**

| | |
|---|---|
| Less than a year | |
| 1-3 years | 2 |
| 4-6 years | 3 |
| 7-10 years | 6 |
| 10+ years | 29 |

**7. Pulling factors to stay in Alice**

| | |
|---|---|
| Nothing | 4 |
| Family history | 21 |
| University | 6 |
| Environment (less crime) | 3 |
| Physical appearance | 1 |
| Municipality services & delivery | |

| | |
|---|---|
| Business/employment | 5 |

**8. What do you like most about Alice?**

- University/ education : 10
- Clubs & Liquor stores : 1
- Its tranquility : 1
- Less crime and good environment : 16
- Nothing : 12

**9. What do you like least about Alice?**

- Alice is not developing like other towns : 5
- Untidy : 16
- Lack of recreational facilities : 1
- Alcohol businesses : 5
- Alcohol abuse by youth : 2
- High unemployment rate : 3
- Lack of Transport : 2
- Poor services of municipality : 2
- High crime : 2
- Underdevelopment of sport : 1
- Nothing : 2

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

- Port Elizabeth- clean, jobs : 2
- Durban- entertainment & job opportunities : 2
- Rustenburg- life is very fast : 1
- Johannesburg- jobs, entertainment : 9
- Pretoria- jobs, entertainment : 1
- Cape Town- job, beauty : 5
- Fort Beaufort- variety of shops : 2
- East London-jobs, beach : 4
- King Williams Town- clean, shopping : 3
- 'I like Alice' : 5
- No where (old age) : 6

## LOCAL BUSINESS – DATA PRESENTATION

### 1. Property ownership of Business

| Property occupation | Percentage |
|---|---|
| Rent | 89 |
| Own | 11 |

### 2. Type of Business

| | |
|---|---|
| Restaurant or take away food | 3 |
| Grocery store | 7 |
| Fuel station | 2 |
| Manufacturing firm | - |
| Furniture | 3 |
| Salon | 1 |
| Liquor store | 3 |
| Other (Hardware; clothing; fruit & veg.; farmers co-op; butchery; cosmetic) | 11 |

### 3. Description of business entity

| | |
|---|---|
| Sole trader | 7 |
| Close Corporation | 3 |
| Co-operative | 0 |
| Partnership | 6 |
| Company | 13 |
| Other /( Trust;) | 1 |

### 4. Form Registration and Category of Business Entity

| | |
|---|---|
| Manufacturing | 0 |
| Franchise | 2 |
| Distribution agent | 0 |
| Retailing | 26 |
| Wholesaling | 2 |

### 5. Period of Business Operation

| | |
|---|---|
| -1 year | 3 |
| 1 - 2 years | 5 |
| 3 – 5 years | 3 |
| 6 – 10 years | 8 |
| +10 years | 11 |

### 6. Employment and number of personnel

| | |
|---|---|
| Number of employees | 15/ 13/ 4/ 11/ 11 /9 /4 /7 /5 /14 /3 /8 /14 /8 /22 /4 /48 /12 /24 /**25** /7 /13 /9 /6 /2 /5 /3 /4 /5/-/- |

### 7. Advantages of operating business in Alice

| | |
|---|---|
| Customer Loyalty | 24 |
| Quality and supply of labour | 8 |
| Quality of life the area offers | 10 |
| Close to employee' home and Families | 6 |
| Reliable transport services | 1 |

| | |
|---|---|
| Other (good pricing; support of university. students & less crime; niche market-quality leather shoes; ) | 3 |

*Businesses identified more than one advantage*

**8. Disadvantages of operating business in Alice**

| | |
|---|---|
| Time/distance from other markets | 10 |
| Time/distance from suppliers | 11 |
| Transport costs | 1 |
| Communication costs | |
| Small size of local labour | 4 |
| Lack of local support | 3 |
| Shortage of skilled labour | 5 |
| Narrow range of business services | 4 |
| Poor service of other local business | 2 |
| Slow growth of local markets | 10 |
| Lack of suitable housing | 5 |
| Other (theft; too many other grocery shops; lack of industries; ) | 3 |

*Businesses identified more than one disadvantage*

**9. Products purchased outside Alice but could be produced or manufactured locally**

- Furniture X 1
- Blocks, timbers, poles, doors X 1
- Beverage & Cosmetics X 1
- Meat X 1
- Meat for butchery, fruit and vegetable X 1
- Cosmetics X 11
- Chicken farm or meat products X 11
- No idea X 1111111111
- Wholesale X 1
- No factories in Alice X1
- Clothing firms X 1
- Firms for Blanket, shoes, running shoes X 1
- Maize X 1
- Fresh vegetable produce X 11
- Shoes X 1
- Don't know X 11

**10. Are there any services or products which you have considered providing or manufacturing locally, but did not proceed with the idea?**

| | |
|---|---|
| Yes | 6 |
| No | 24 |

**11. List of services, products and reasons for non-delivery or proceeding**

- Manufacturing of lounge suites- inability to supply :1
- No response :13
- Trye, exhaust, shocks, repairs- lack of finance ; 1
- Clothing- lack of finance ; 2
- None : 5
- N/A : 6
- Chicken products and vegetable /fruit- finance : 2

**12. Perceived business and services that could be successful in Alice**

- KFC or Spur : 2
- Other clothing shops : 7

- Firms for producing shoes : 3
- Furniture Manufacturing : 4
- Entertainment : 4
- Butchery : 4
- Accommodation : 2
- Gymnasium : 2
- Vegetable market (fruit) : 3

**13. Action needed from Local Government or businesses association to assist in development of Alice businesses**

- Completion of RDP houses project in Alice : 2
- Organised Business Chamber : 3
- Renovation of building and streets : 7
- Improve infrastructure and properties : 2
- Training on business related issues : 2
- Information centre : 2
- Review business permits and rent : 3
- Government subsidy to small local business : 3
- Nothing : 2
- Don't know : 5