

### Summary Market #1 – Machakos Retail Market, Machakos County

- A total of 42 vendors participated in the survey of whom 40 of them were women. The vendors interviewed represented in various categories; vegetables (81%), fruits (37.5%), legumes (28.6%), Grains (23.8%) while eggs at 2.4%. Similarly, 43 consumers also participated, 54% being female.
- 97.6% of vendors reported reduced numbers of customers while 57.8 % of consumers reported reduced frequency of shopping.
- The major impacts of COVID 19 reported by vendors were decrease in customers (97%) and decrease in sales (90%).
- The major contributors of reduced sales were identified as difficulty in sourcing commodities (43.9%) and difficulty in accessing financing at 36.6%.
- There was a marked change in availability of fresh fruits and vegetables as reported by 86% and 75% of consumers respectively.
- The most useful market intervention to reduce COVID 19 spread is setting up hand washing and sanitizing stations as reported by 100% and 97% of vendors and consumers respectively.
- 83% of vendors indicated social distancing as key in minimizing COVID-19 infections while 90.5% of the consumers reported being concerned about contracting COVID-19.

### Summary Market #2 - Madaraka Market, Kiambu, Kenya

- A simple random sampling method was used to collect data from vendors (retailers) and consumers. The total sample sizes were 49 retailers and 48 consumers, with a 100% response rate. 85.7% of retailers and 73% of consumers interviewed were women. Majority (41%) of the consumers interviewed are 50 years and above, 30-50 years (35%) and 30 years and below accounted for 24.1%.
- Wearing a mask (100%) and frequent hand washing (98%) are the most popular safety precautions reported by vendors and consumers alike.
- 98% of the vendors reported immediate impact on their businesses while 85% of the consumers changed their shopping behaviour due to COVID 19 pandemic.
- 71% of consumers reported reduced frequency of shopping either buying a little more to last longer or engaging in pooled shopping by neighbors to avoid frequent trips to the market.
- 98% of the consumers observed hand washing/sanitizer stations as the major change in the market meant to protect people against contracting COVID-19 while 77.6% of the vendors indicated social distancing (6 feet or 2 meters) away from each other as a critical way to prevent infection.

## Survey Methodology

### Frequency of Data Collection

The data from the two informal markets in Kiambu and Machakos Counties is collected on bi-weekly basis mainly aimed at assessing consumer and vendor attitudes and behavior in regard to COVID19 global pandemic. The study involves a stratified sampling procedure from which 80 consumers and 80 vendors (Retailer) respondents are selected from the targeted markets. There is a 15 member surveyor team (8 in Madaraka market, Kiambu County and 7 in Marikiti retail market, Machakos County). The data collection exercise is done through KOBO collection platform and validated by field supervisor before submission into the server.

### Sampling of participants

The vendors and consumers are randomly selected from the two markets which are divided into blocks as per commodity category to ensure all sectors of the market are adequately represented. Also, the survey team ensures that respondents confirm that they haven't been asked similar questions from any other survey team to avoid duplication.

### Data Processing (Cleaning & Analysis)

Data is downloaded from the server upon completion of the data collection day. It is cleaned and analyzed using Stata 15. A dofile is created and shared with project team. Each biweekly data is analyzed separately, and selected findings are disaggregated by gender and age group as overall as well as results for each market.

### Report writing and findings dissemination

The market specific reports are developed based on disaggregated data on selected findings and presented in short infographics. The findings are corroborated from other survey approaches including observations to preserve systematic learnings within each market. The finds are also disseminated through a monthly COVID response unit which is comprised of market association leaders, county government authorities as well as project staff.

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