

CSO/FSRP ZAMBIA URBAN FOOD CONSUMPTION/EXPENDITURE SURVEY

SUMMARY OF ORGANIZATION, OBJECTIVES, AND KEY CONCEPTS

[Downloadable Survey Instrument](#)

[Downloadable Enumerator Training Manual](#) (with methods and sampling details)

July 17 version, 2007 [FSRP/MATEP](#), Lusaka, Zambia

This study is being conducted in four cities of Zambia: Lusaka, Kitwe, Kasama and Mansa. These four cities have been purposively selected to be representative of most consumers in the heavily populated urban areas of Zambia, and also of two urban centers in the northern area of the country where cassava is a key staple. Using a stratified random sample, approximately 2000 households will be sampled (see the enumerator training manual for more details on the sampling strategy.).

The primary objective of this survey is to develop a detailed understanding of the food and other consumption and expenditure behavior of households in key urban areas of Zambia. We wish to know, in a detailed way, *what* and *how much* households are consuming, how much of this consumption is purchased or comes from other sources, and *where* (in what type and location of retail outlet) they are making any purchases. The focus of these detailed questions is on food and a limited number of key non-food items. We further wish to understand how these consumption and expenditure patterns (*what*, *how much*, and *where*) vary seasonally, by the expenditure level of the households, and by households' location. We also wish to understand key linkages between urban and rural households, and to estimate the overall food security status of households

This information is important for two reasons. First, rapid urbanization in Zambia is placing heavy demands on urban marketing systems. Investment in these systems has been woefully inadequate, and understanding urban expenditure patterns is a first step in addressing these problems. Second, government policy is heavily focused on maize. But if consumption and expenditure patterns have changed over the course of more than a decade of economic reform, policy needs to reflect this. To obtain the required information to meet our objectives, the survey is organized into three sections; we now review the main objectives and key concepts of each section.

SECTION 1: HOUSEHOLD PROFILE

Main objective: To understand the demographic structure of the household, including its size, age- and sex composition and how this has been affected by any recent deaths, and the educational and livelihood status of each member.

Why we gather these data: To allow estimates of consumption and expenditure *per capita* or *per adult equivalent* (not just per household), and to examine how expenditure patterns vary with the household's educational, livelihood, and health status. These objectives are addressed in Tables 2.1 and 2.3.

Key Points:

1. Table 1.1 should list all individuals that the respondent considers a member of the household.
2. Table 1.3 should list any persons, previously considered members of the household, who passed away over the past 12 months.
3. A key objective of Table 1.3 is to identify what economic contribution any deceased individuals previously made to the hh

Additional objectives of this section are indicated below:

Objective	Questions/Table	Comments
Assess the household's food security status	Questions 1.4.1-1.4.7	Note that the enumerators will be asked to make their own assessment in 4.4.8
Assess the household's asset holdings	Questions 1.5.1-1.5.9	

SECTION 2: CONSUMPTION AND EXPENDITURE

Main objective: To answer the questions of *what*, *how much*, and *where*. This will be accomplished primarily from the data collected in Table 2.1, which focuses on consumption during the last 30 days and on the various sources of this consumption.

Key points:

1. We will focus on *values*, not physical quantities, due to the large number of non-standard units used in food preparation and purchases.
2. We will focus on food *consumed in the home* and food and non-food items *purchased for use in the home*
3. In the event respondents cannot recall or easily identify the value of consumption over the past 30 days, a worksheet will be used to build up the total value of purchases via recall of the number of times consumed and physical units. Such information will be recorded only to aid in the calculation of the total value consumed over the past 30 days.
4. We will determine the type and location of the retail outlet where most purchases of each item were realized.
5. The type of retail outlet refers to its physical and operational characteristics, e.g., a street vendor with no infrastructure, compared to a Ka table with just a simple platform or table for selling, or to a Kantemba that has some rudimentary structure enclosing the retail space; or a small or large independent supermarket (one store only) compared to large supermarket chains with multiple stores.
6. The geographical location of the retail outlet is identified through two related questions: 1) where is the outlet located according to a classification of general locations of the urban areas; and 2) how far in distance is the outlet from the respondent's home.

Additional objectives are shown in the table below:

Objective	Questions/Table	Comments
Understand how shopping patterns for fresh produce have changed over the past 10 years	Table 2.2	
Quantify the value of expenditure on food consumed outside the home	Table 2.3	
Capture additional expenditures not in Table 1.1.1, to estimate total expenditure for use as a proxy for hh income	Table 2.4	Recall period= past 6 months for infrequently purchased items, 30 days for all else
Understand maize consumption, expenditure, and processing behavior	Questions 2.5.1 to 2.5.16 and 2.6.1 to 2.6.7	Due to maize's high (but perhaps declining) importance, we wish to have more detail on this crop than is provided in Table 1.1.1

SECTION 3: PARTICIPATION IN URBAN AGRICULTURE

Main objective: To quantify any agricultural activities of the household: food obtained through own production within the city or on a field outside the city, and income obtained from livestock or livestock products.

Why we gather these data: Quantifying these sources of food allows us to more fully understand the food supply system for these cities, and also allows us (when combined with purchases) to check the consumption figures we collected in Table 1.1.1

Key Points:

1. Note that the recall period for growing field crops (variables F04 to F09 in Table 3.5) is the last full agricultural season (October 2006-July 2007). Because horticultural crops can be grown in very short cycles, the recall period for those crops is February – July 2007; a full year of horticultural production will be captured in the second round when we ask about production during August 2007-January 2008.
2. Tables 3.8 and 3.10 capture income from livestock and livestock products.

SECTION 4: HOUSEHOLD LINKS WITH RURAL AREAS, ASSETS & FOOD SECURITY STATUS

Main objective: To understand the size and nature of resource flows between our urban respondents and any extended family members they have in rural areas.

Why we gather these data: These types of resource flows may be quite substantial for some families during some years, and may change direction depending on the adequacy of the harvest in rural areas. Understanding these flows helps us complete the picture on urban consumption sources, and also allows us to gain some understanding of how urban households may assist their rural family members when harvests are poor.

Key Points:

1. Table 4.2.2 quantifies any farm produce the household received over the past six months from rural areas. This is limited to goods that the household DID NOT produce itself; it should ONLY include goods that other family members, not living with this household, produced and sent to the urban household.
2. Questions 4.3.1 through 4.3.8, and Table 4.3.8 relate to the types of assets the household owns, and clarify whether or not the household owns the house that it lives in.
3. Questions 4.4.1 – 4.4.7 are very important for assessing the household's level of food security. Though the household may be tired by this time in the interview, stress to them that their honest feedback on these issues is quite important to provide government with an accurate assessment of urban food security.
4. After going through the entire interview and ending with these food security questions, the enumerator is asked to make their own assessment of the household's food security status. This should be the enumerator's INDEPENDENT assessment, based on household responses and on what the enumerator has observed.