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Rapid Market Assessment

GATHERING INFORMATION
REPORT



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Rapid Market Assessment

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Acronyms

AP	Area Program
GAD	Gobierno Autónomo Descentralizado Municipal (Municipal Decentralized Autonomous Government)
IDP	Internally Displaced Person
IG	Instituto Geofísico (Geophysics Institute)
LEAP	Learning through Evaluation with Accountability and Planning
NGO	Non-Governmental Organization
WV	World Vision
WVE	World Vision Ecuador
WVUS	World Vision United States
INEC	Instituto Nacional de Estadísticas y Censos (National Institute of Statistics and Census)
RAM	Rapid Assessment of Markets
HEA	Humanitarian Emergency Care
INEN	Instituto Ecuatoriano de Normalización (Standardization Institute of Ecuador)
NGO	Non-Governmental Organization
INEC	Instituto Nacional de Estadísticas y Censos (National Institute of Statistics and Census)

Introduction

In recent years, Ecuador has experienced significant population growth, which is mainly due to the migration of citizens of other nationalities. According to figures from the Ecuadorian Foreign Ministry, Ecuador is the third country in the number of Venezuelan citizens in Latin America and the Caribbean (after Colombia and Peru). From 2015 until the end of 2018, around 262,000 Venezuelan people have settled in the country, which means 1.9% of the Ecuadorian population, of which 97,000 have managed to regularize their immigration status (they have a visa) according to the Ministry of Foreign Affairs and Human Mobility. In August 2018, there was a very high migratory flow, reaching more than 6,000 people per day.

This phenomenon allows markets to become a core scenario for the commercialization of basic products in a number of businesses, which are the income source for millions of people, and their main source of essential foods, hence their importance with regard to the livelihoods of people, since they make it possible for them to generate sufficient resources to cover their own needs and those of their home in order to continue living in a sustainable and dignified way.

The functioning of the systems and the market places can be significantly limited by a number of crises or disturbances, such as natural disasters or migratory conflicts, which affect the ability of people to access basic products that are essential for their lives.

Purpose

The Rapid Assessment of Markets (RAM) seeks to develop an overall and basic picture of the situation of the main markets in the wake of a crisis. The assessment helps to strengthen the analysis prior to the intervention because it provides data on the markets that, in turn, are essential for the adoption of informed decisions with regard to the most appropriate type of transfer mechanism in case of assistance (International Federation of Societies of the Red Cross and Red Crescent).

Methodology

The information of the Rapid Assessment of Markets (RAM) is transcendental for the implementation of projects aimed at responding to the migratory crisis of the Venezuelan population. The information collected provides a real picture of the market situation, the form of production, transport, purchase and sale of products, as well as the formal and informal institutions, rules and norms that govern these interactions and the infrastructures that facilitate them.

Information was collected in 7 cities which were selected because they have the highest Venezuelan population, and there are no other NGOs collecting similar information. The

population surveyed corresponds to the Venezuelan population, complemented with interviews conducted in markets and houses where the Venezuelan population lives.

Section I – Analysis of needs

Type of crisis:	Venezuelan migration
Date on which the crisis occurred:	From 2018 to date
Date of the rapid assessment of markets:	March - April 2019
Affected areas evaluated:	The geographic location of the study is distributed in 7 cities of Ecuador that were selected with the following criteria: a) cities with presence of Venezuelan population, b) cities where NGOs such as the WFP are not collecting similar information, c) cities that are planned to be supported by World Vision Ecuador, and d) cities prioritized by the donor. The cities selected are: Manta, Ibarra, Riobamba, Quito, Tulcán, Machala and Babahoyo.
Total population in the affected area:	<p>According to the Ecuadorian Institute of Statistics and Censuses (INEC), the projection of the Ecuadorian population until the year 2018 in the affected areas is:</p> <p>Manta - 259,052 people; Ibarra - 214,552 people; Riobamba - 258,597 people; Quito - 2,690,150 people; Tulcán - 100,057 people; Machala - 283,037 people; Babahoyo - 172,502 people;</p> <p>Total population: 3,977,947 people 1,046,828 households - based on a family size of 3.80.</p>
Affected population in the crisis zone:	<p>350,000 Venezuelan people living in the 7 cities studied.</p> <p>92,105 households - based on a family size of 3.80.</p>
Average size of a household or a family:	<p>The average size of Ecuadorian households is 3.9 people, according to the INEC.</p> <p>The average size of a Venezuelan household is 3.80, according to the data analyzed in the RAM evaluation carried out in April 2019.</p>

<p>Location of the affected population:</p>	<p>The RAM focused on the Venezuelan population that lives in rural and urban areas of Manta (Manabí province), Ibarra (Imbabura province), Riobamba (Chimborazo province), Quito (Pichincha province), Tulcán (Carchi province), Machala (El Oro province), and Babahoyo (Los Ríos province).</p>
<p>Markets assessed:</p>	<p>Main local markets located in the 7 cities of the study:</p> <ol style="list-style-type: none"> 1. Los Esteros, Manta; 2. Nuevo Tarqui, Manta; 3. Central of Manta; 4. Amazonas, Ibarra; 5. La Playa, Ibarra; 6. La Condamine, Riobamba; 7. Mayorista San Pedro, Riobamba; 8. Santa Rosa, Riobamba; 9. San Roque, Quito; 10. Iñaquito, Quito; 11. Municipal Chiriyacu, Quito; 12. La Ofelia, Quito; 13. Mayorista de Quito; 14. Santa Clara, Quito; 15. San Miguel, Quito; 16. Central de Machala; 17. 25 de Junio, Machala; 18. Buenos Aires, Machala; 19. Central de Babahoyo.
<p>Number of merchants (wholesalers and retailers)</p>	<p>7,366 wholesalers and retailers of the main local markets located in the 7 cities selected for the study, according to the data analyzed in the RAM evaluation carried out in April 2019:</p> <p>Manta - 3,733 merchants; Ibarra - 46 people; Riobamba - 268 people; Quito - 1,565 people; Tulcán - 283 people; Machala - 971 people; Babahoyo - 500 people.</p>

<p>Basic products that the population affected by the crisis demands <i>(Type, volume and duration requested by the affected population)</i></p>	<p>According to data analyzed in the RAM evaluation of April 2019, the key products consumed by the affected population and that are marketed in local markets are:</p> <ul style="list-style-type: none"> • Rice - 18,620 tons (t)/year Minimum price per pound USD 0.40; maximum price USD 0.50. • Wheat (Flour) - 10,500 t/year Minimum price per pound USD 0.50; maximum price USD 0.80. • Chicken - 11,200 t/year Minimum price per pound USD 1.20; maximum price USD 1.50. • Corn (grain and its derivatives) - 6,300 t/year Minimum price per pound USD 0.15; maximum price USD 0.20 • Oil (edible) - 5,355 t/year Minimum price per liter USD 1.50; maximum price USD 2.00 • Fish - 2,068 t/year Minimum price per pound USD 1.25; maximum price USD 1.50 • Beans - 1,400 t/year Minimum price per pound USD 1.50; maximum price USD 1.80 <p>For the calculation of the amount and frequency requested by the affected population, the total number of affected people (350,000) was considered to calculate the average consumption per capita according to data from the Ministry of Agriculture, and Livestock (MAG), and the Food and Agriculture Organization of the United Nations (FAO): rice (53.2 kg/year); wheat-flour (30Kg/year); chicken (32Kg/year); Corn in grain and its derivatives (18Kg/year); Edible oil (15.3 kg/year); fish (5.91Kg/year); beans (4Kg/year).</p>
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I. Study Design

In the first and second phases, tools were applied to define the affected population, markets and basic products in which the study would focus.

a. Type of study

A mixed quantitative and qualitative study was carried out; whose audience was the Venezuelan population, markets and housing for the Venezuelan population.

b. Quantitative Study

A quantitative cross-sectional study was conducted, whose audience was the Venezuelan population living in 7 cities selected for the study, for which the sampling survey technique was used, with the application of the instrument shared by WVUSA, which was reviewed, validated and contextualized by World Vision Ecuador prior to its application.

c. Qualitative study

For the qualitative component, the technique of conducting interviews in small, medium and large markets of the selected cities was applied to determine if the humanitarian crisis affected the operation of market systems and facilities, and the ability of people to access basic products essential for their lives and sustenance. The instrument was shared by WVUSA, and was revised, validated and contextualized by World Vision Ecuador prior to its application.

The combination of qualitative and quantitative information enables to explore in depth the phenomenon or phenomena studied, their meaning, and to enrich the interpretation of the data obtained, from which conclusions and recommendations will be established with regard to market behavior.

d. Information Collection

For the information gathering process, surveys and contextualized interviews were conducted, which were implemented through the KoBoCollect system¹. For the work in the field, 7 Tablets were used, and the team that participated in this study was made up of: a) 7 interviewers, b) 1 supervisor, c) DME coordinator, d) HEA Specialist and f) Cash-Transfer Specialist from World Vision Canada.

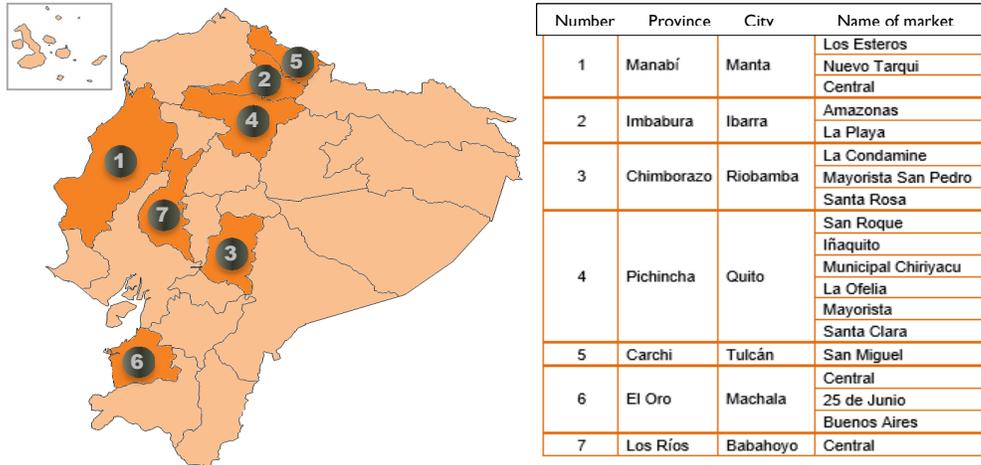
e. Processing

Information was processed through the electronic spreadsheet Microsoft Excel to generate totals, averages, frequencies and graphics with a participatory approach by the team that participated in the study.

¹KoBoCollect (Android) is an application that enables to collect interview data or other information both *on-line* as *offline* about a number of topics such as humanitarian emergencies and other environmental phenomena (natural catastrophes, humanitarian crises, etc.).

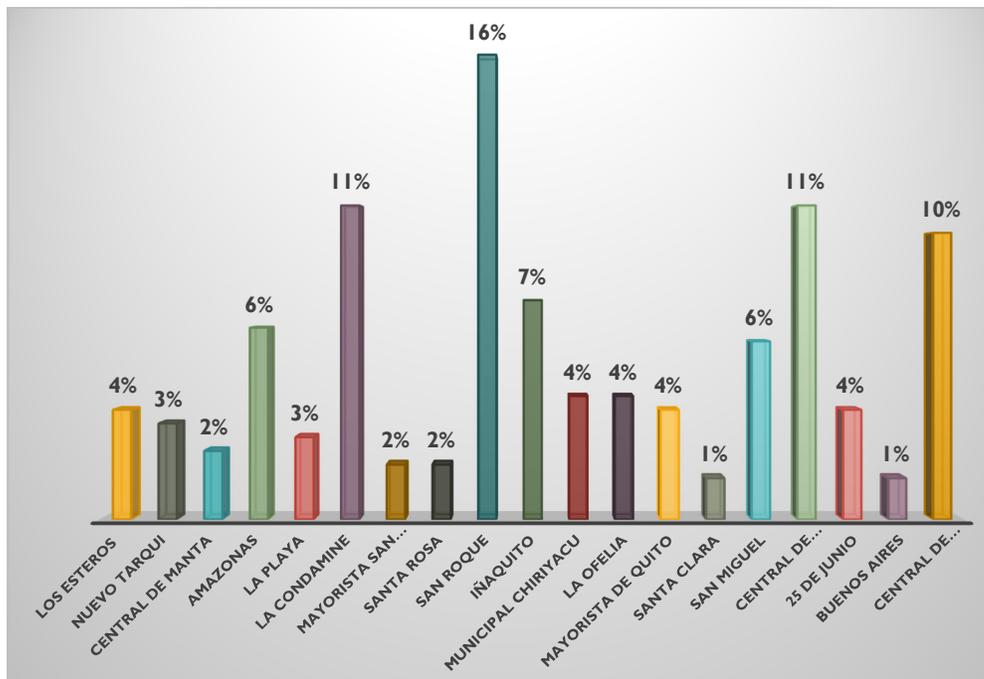
Section 2 - Market Mapping

Graph I. Geographic location of the main markets to which the affected population has access



Source: HEA - World Vision Ecuador, March 2019.

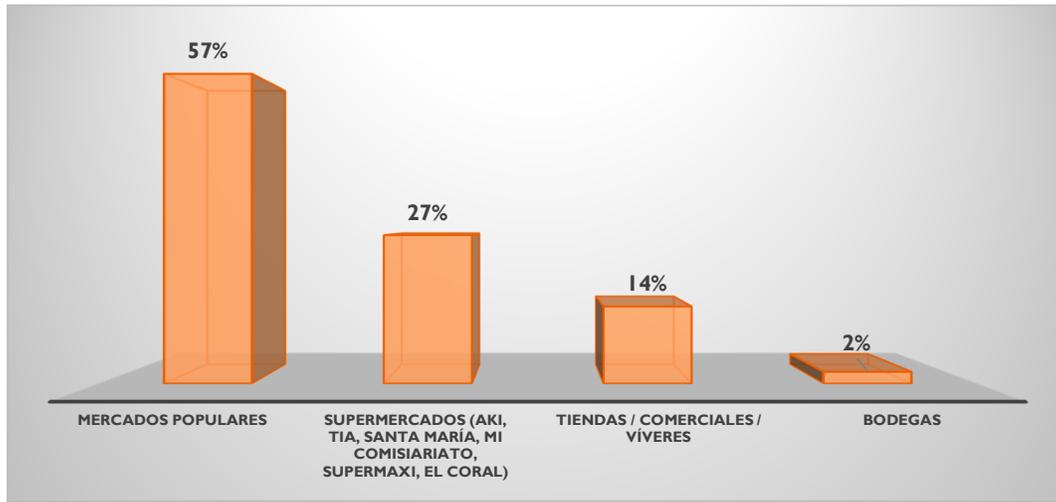
Prepared by: DME - World Vision Ecuador, April 2019.



Source: HEA - World Vision Ecuador, March 2019.

Prepared by: DME - World Vision Ecuador, April 2019.

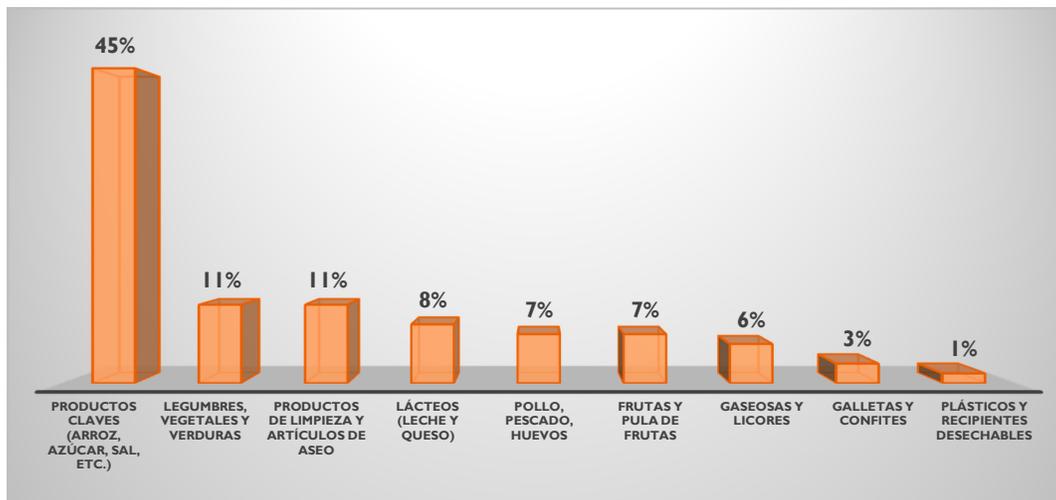
Graph 2. Types of market that the affected population uses the most



Source: HEA - World Vision Ecuador, March 2019.

Prepared by: DME - World Vision Ecuador, April 2019.

Graph 3. Main products that are commercialized in the markets

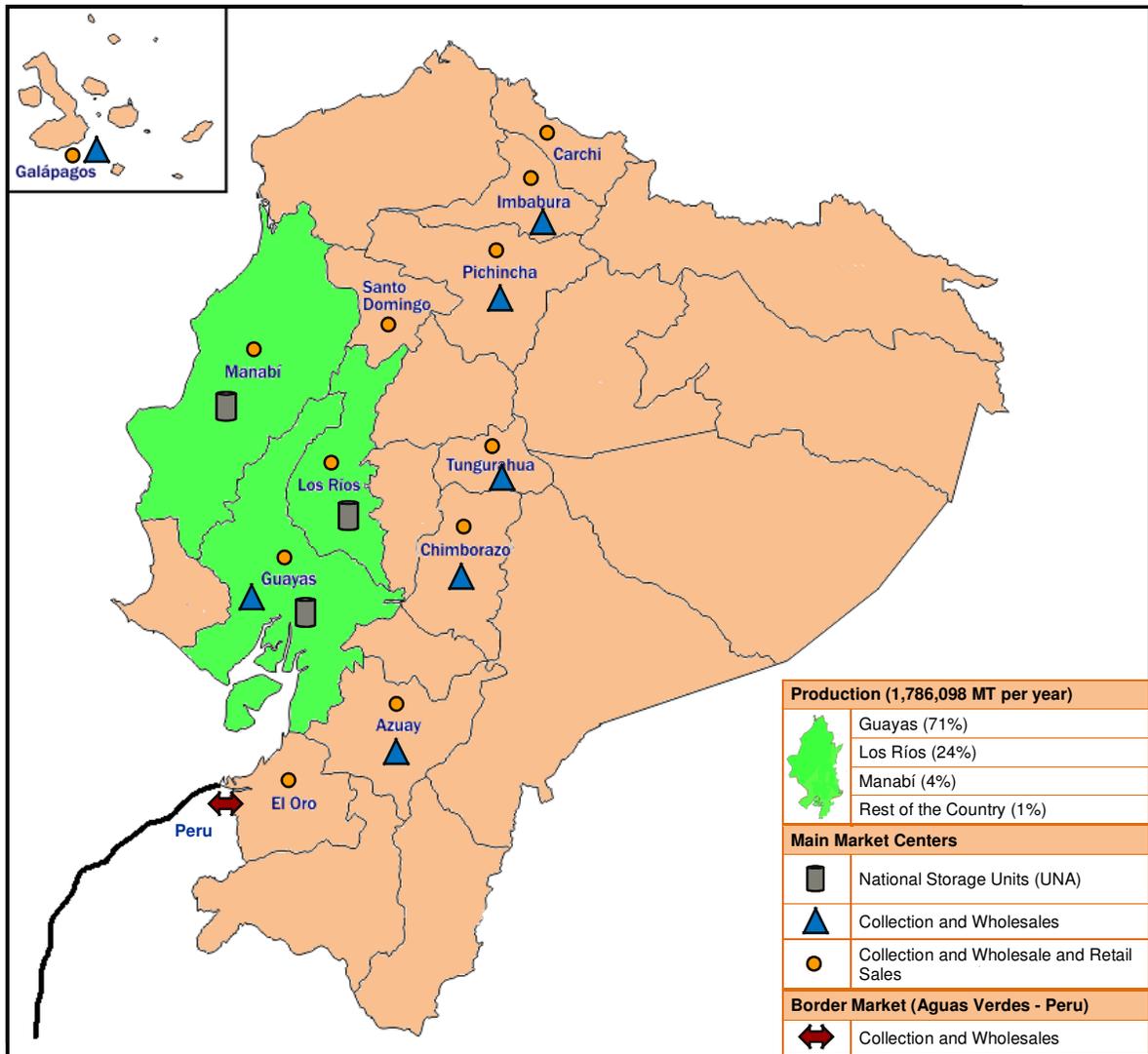


Source: HEA - World Vision Ecuador, March 2019.

Prepared by: DME - World Vision Ecuador, April 2019.

a) Production Maps and Flow charts of the market

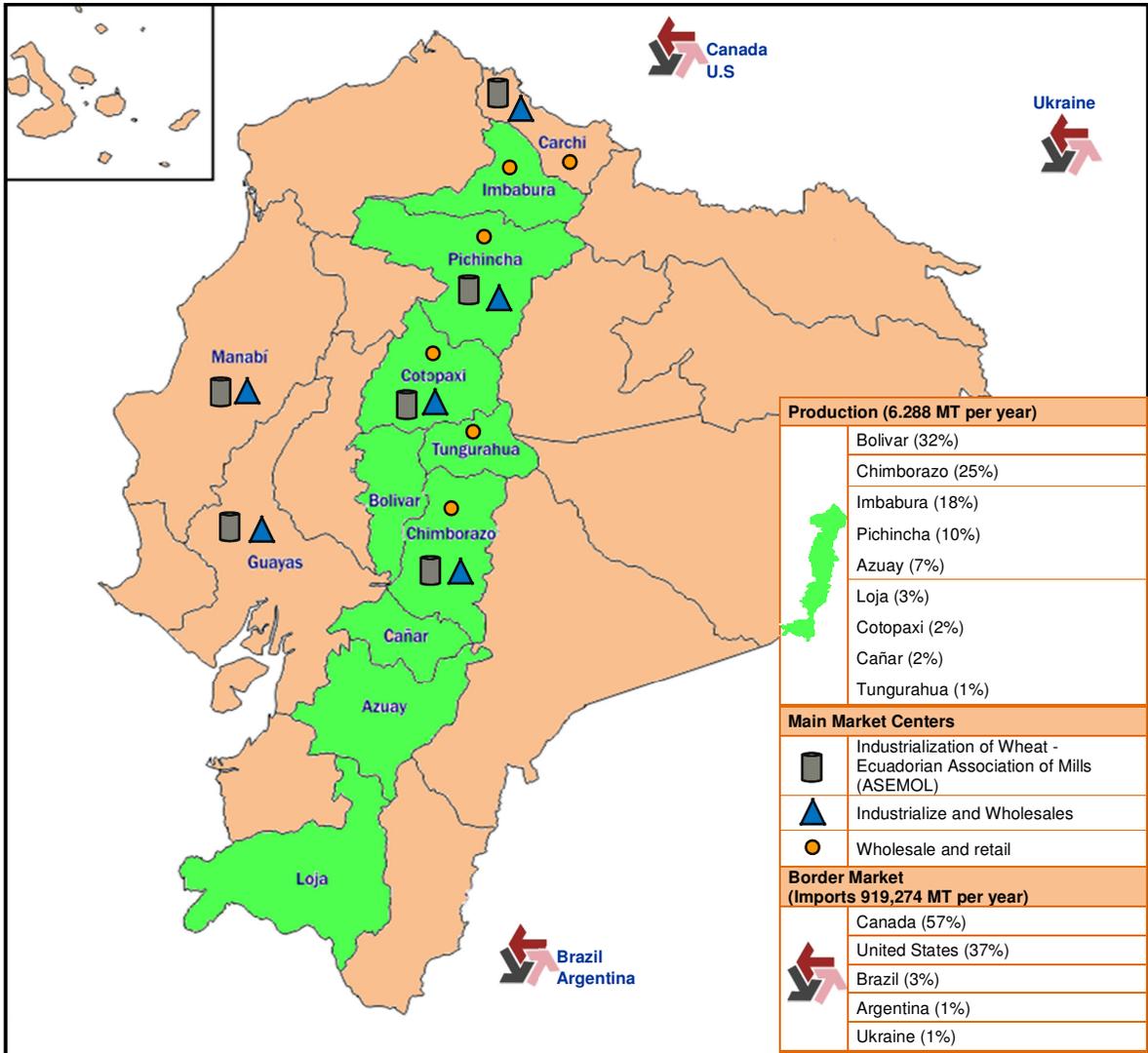
Graph 4. Production and Marketing of Rice in Ecuador



Source: HEA - World Vision Ecuador, March 2019.

Prepared by: DME - World Vision Ecuador, April 2019.

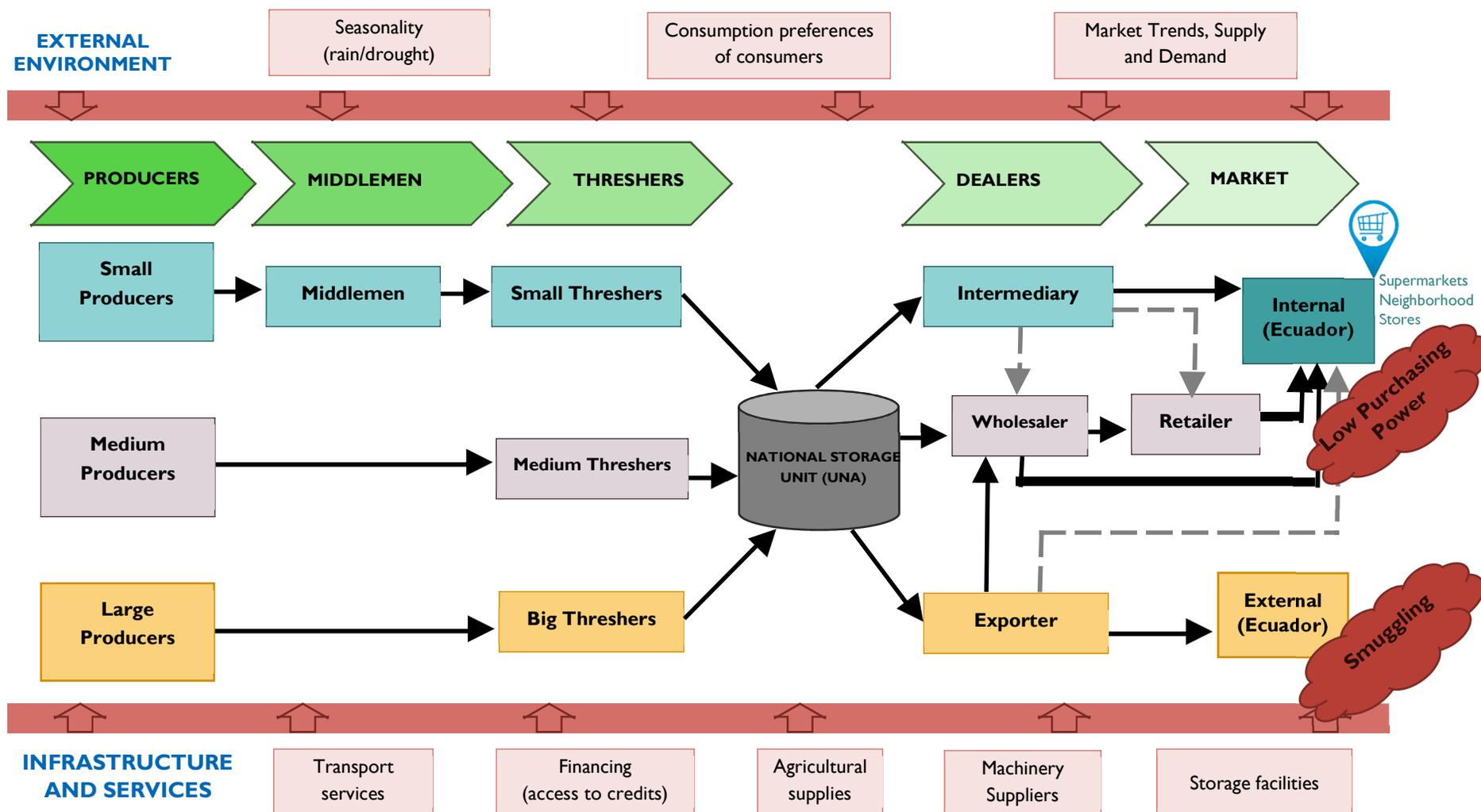
Graph 5. Production and Marketing of Wheat (Flour) in Ecuador



Source: HEA - World Vision Ecuador, March 2019.

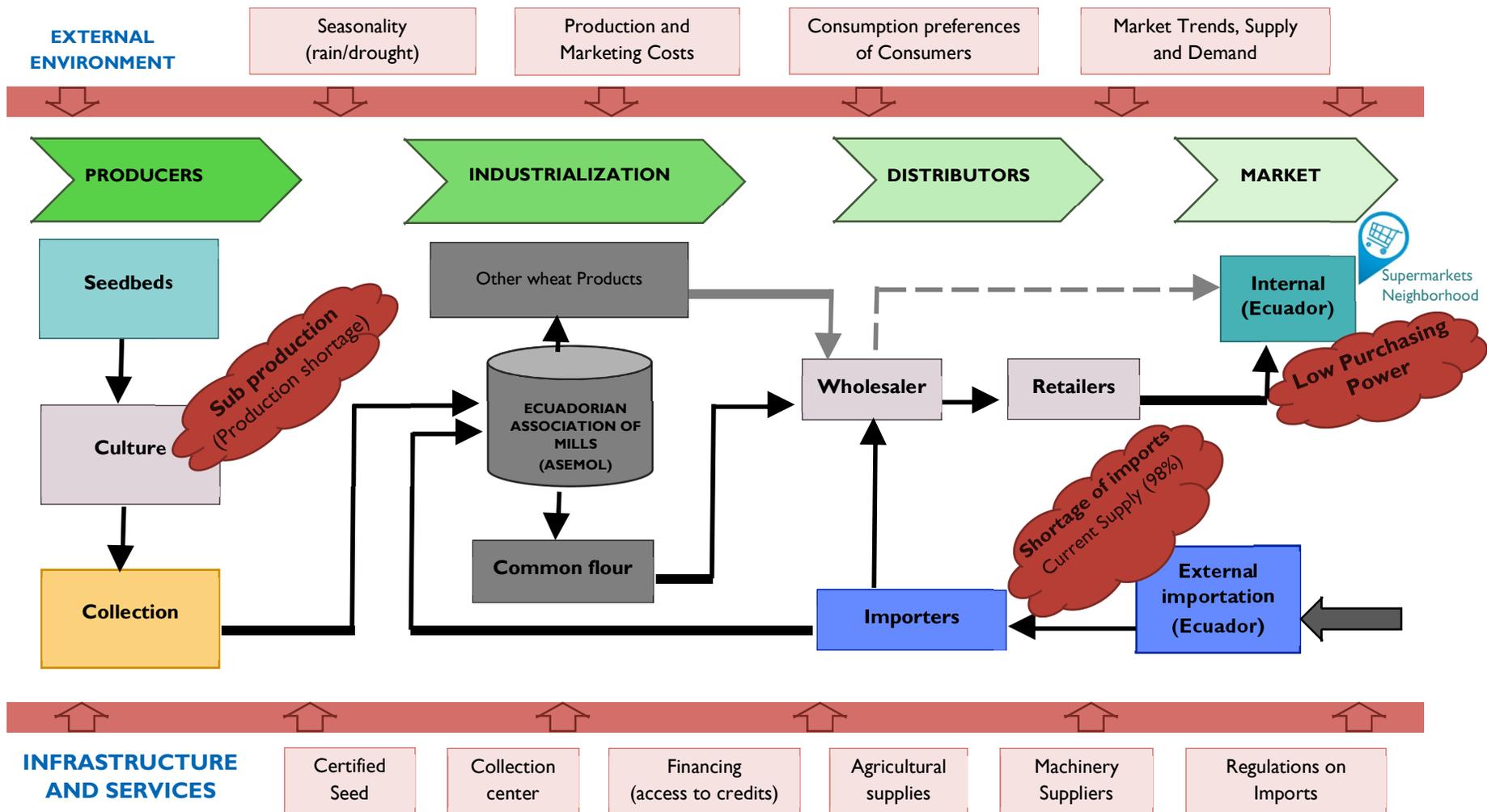
Prepared by: DME - World Vision Ecuador, April 2019.

Graph 6. Map of the local and external market of Rice in Ecuador



Source: HEA - World Vision Ecuador, March 2019.
 Prepared by: DME - World Vision Ecuador, April 2019.

Graph 7. Map of the local and external wheat (flour) market in Ecuador



Source: HEA - World Vision Ecuador, March 2019.
 Prepared by: DME - World Vision Ecuador, April 2019.

Section 3 - Analysis of the main results of the study

After reviewing the graphs of section 2 and the information collected using the tools of Rapid Assessment for Markets (RAM), the main findings and outcomes of the study are presented, which help us visualize the current situation of the main markets, making it possible for us to make decisions in the moment of designing and implementing interventions to support and strengthen these spaces.

I. Venezuelan population



Below are the main findings and conclusions of the survey made to 398 Venezuelan people residing in the 7 study cities. This information lets us know the demand and access of the affected population to the basic products that are commercialized in the main markets.

Table I. Surveys to the Venezuelan population

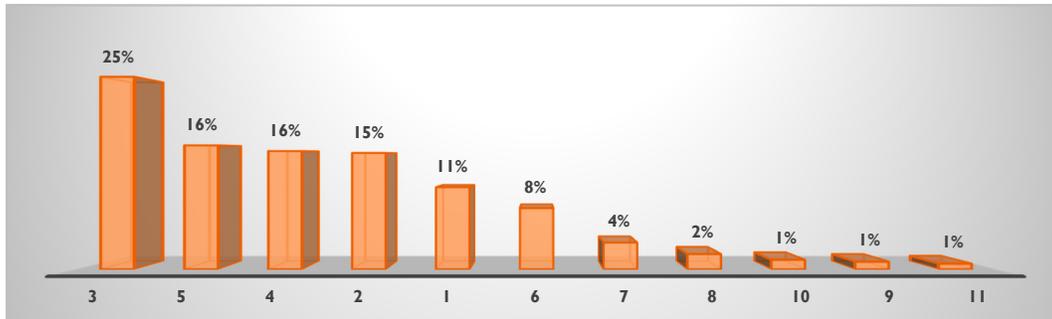
Number	Cities	Surveys
1	MANTA	45
2	IBARRA	42
3	RIOBAMBA	48
4	QUITO	143
5	TULCAN	38
6	MACHALA	46
7	BABAHOYO	36
		398

Source: HEA - World Vision Ecuador, March 2019.
Prepared by: DME - World Vision Ecuador, April 2019.

In the 7 study cities, interviews were conducted with 398 heads of households, with Quito being the city that concentrates the largest number of participants: 36%, followed by Riobamba and Machala with 12%, Manta and Ibarra with 11%, Tulcán with 10%, and Babahoyo with 9%. Likewise, 62% of respondents were male and 38% were female.

The average number of members of the Venezuelan families is 3.80, and family members are usually parents, children, cousins, grandparents, etc.

Graph 8. Total number of family members



Source: HEA - World Vision Ecuador, March 2019.

Prepared by: DME - World Vision Ecuador, April 2019.

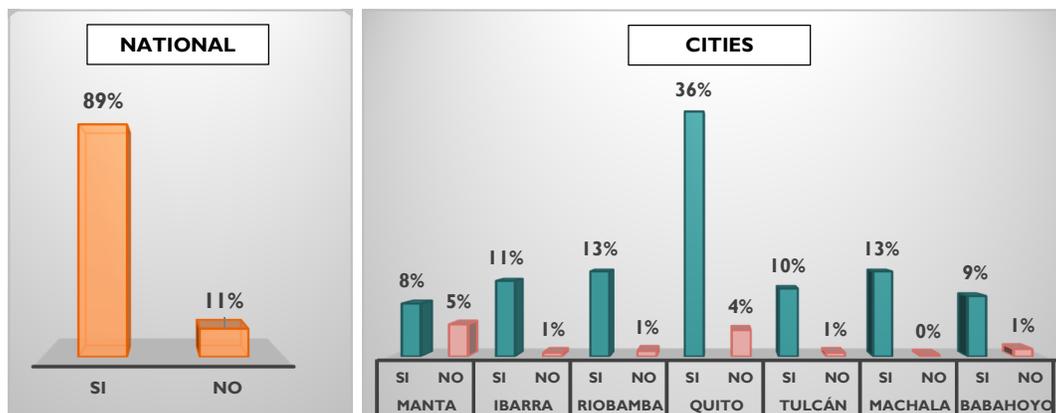
- **Access of the affected population to the main markets**

74% (295) of the Venezuelan population that was interviewed affirms that they go to local markets to obtain the food they consume at home. In the last three months 85% depends on credits to be able to buy their food.

In terms of distance, 60% of households are less than 2 km from a local market, hence the majority of them (80%) go daily and weekly to meet their daily food needs; In this sense, 59% (233) travel on foot and 39% (157) on public transport vehicles (bus or taxi). The average amount of money used by households for a round trip in public transport to and from the market goes from USD 0.25 to USD 1.00, depending on the distance. However, when prices rise too much in nearby markets, 63% of the population goes to other local markets, increasing by 100% the amount of money they use for the respective displacement (from \$ 2 to \$ 2.80).

For most of the population interviewed, markets are safe for women (89%), boys and girls (81%).

Graph 9. Access to markets is safe for women



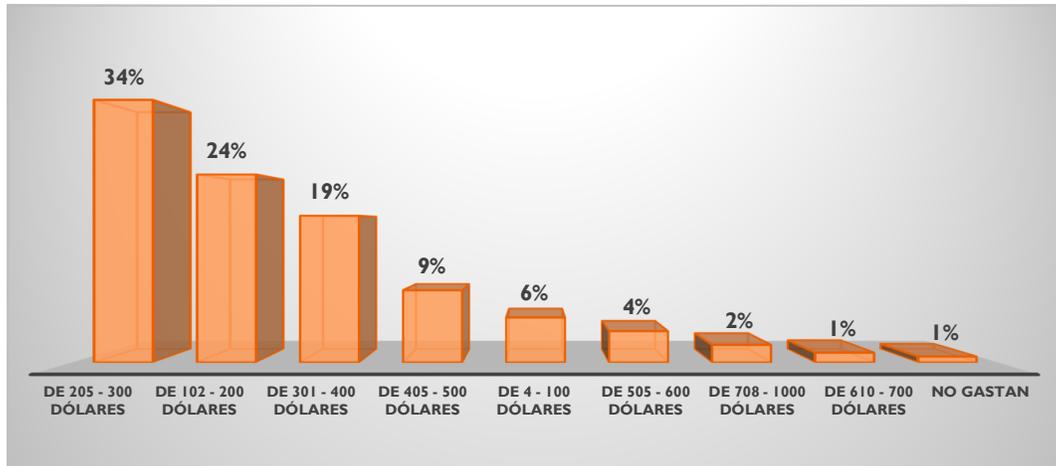
Source: HEA - World Vision Ecuador, March 2019.

Prepared by: DME - World Vision Ecuador, April 2019.

- **Purchasing power/demand of households**

On the other hand, 46% of those affected say that the current cost of daily manual labor ranges from 6 to 10 dollars, followed by 20% who mention that it ranges from 11 to 15 dollars, 15% from 1 to 5 dollars, 12 % from 18 to 20 dollars, and 5% who say that it is higher than 22 dollars; hence, the amount of money that most families spend is between USD 205.00 and USD 300.00.

Graph 10. Total amount spent per month by the affected population



Source: HEA - World Vision Ecuador, March 2019.

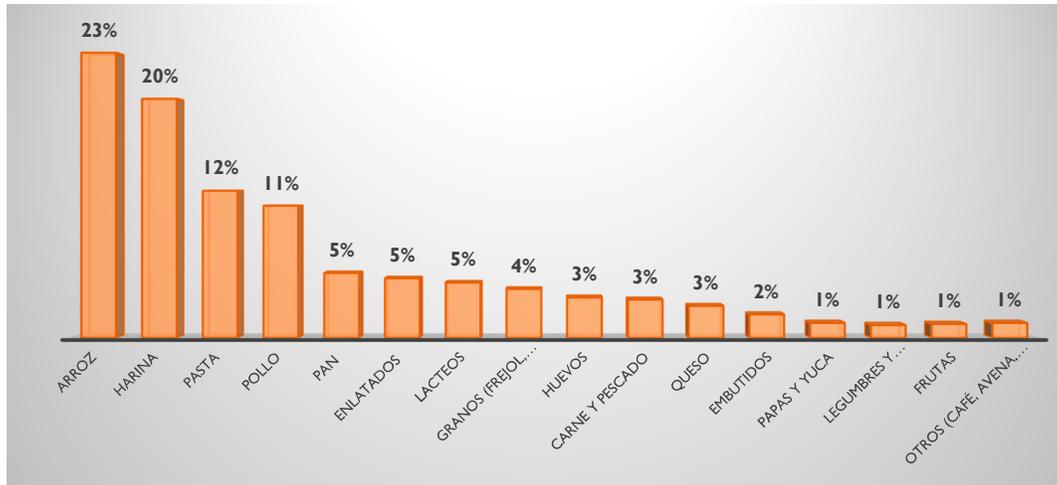
Prepared by: DME - World Vision Ecuador, April 2019.

With regard to these expenses, 23% say they spent approximately USD 120 on rent and basic services; 23%, i.e. 20 dollars in transportation; 20%, i.e. 50 dollars in food; 18%, i.e. 20 dollars in health, 6%, i.e. 20 dollars in clothing; 6%, i.e. 10 dollars in recreation; and 4%, i.e. 20 dollars in education.

Although 71% of the interviewees think that they do not have sufficient food available in their homes, and from the research it has been found that they try to eat properly, so that 62% of adults have 3 meals a day, as does the 78% of children. In order to avoid a shortage of food at home, 54% of household heads carry out informal jobs such as selling different products (candies, food, cigarettes, ornaments, water, energy drinks, artisanal air fresheners, telephone accessories, make-up) on buses and on the street, carrying suitcases in the inter-province bus station, cleaning the windshields of cars, and cleaning and doing housework in other people's homes; 19% of them are forced to ask for food or money on the street; 17% ask for help from relatives, friends and acquaintances; 5% reduce the portion and number of daily meals; 2% reduce their expenses and save; 1% request credits in stores; and 2% have no needs because they have formal work.

Among the foods that are consumed regularly by the Venezuelan population, the main ones are: rice, flour, pasta, chicken, bread, dairy products, meat, dry grains, and legumes, among others.

Graph 11. Food for regular consumption



Source: HEA - World Vision Ecuador, March 2019.

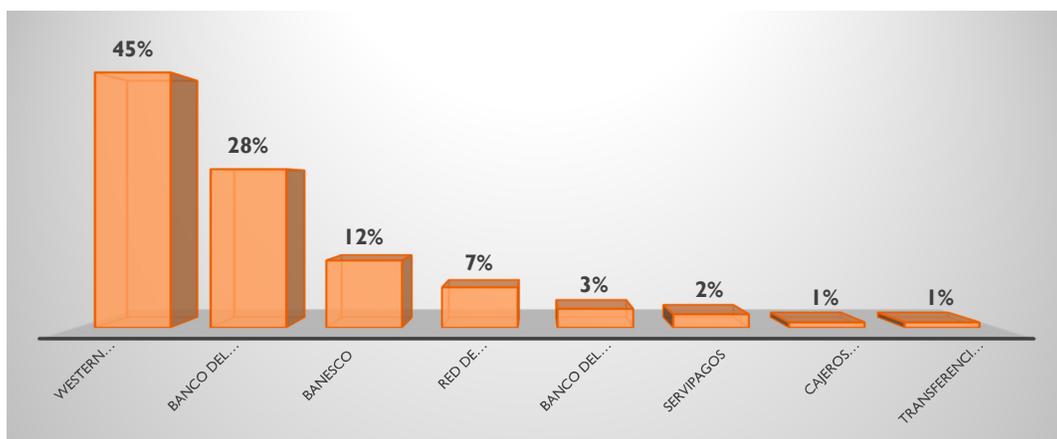
Prepared by: DME - World Vision Ecuador, April 2019.

- **Supply of food and non-food products required by the affected population**

For the population interviewed, it is very important to receive food aid from Non-Governmental Organizations, 45% of them recommend that food should be collected from a local merchant who works with the NGO, 37% consider that it is better to receive the money for able to buy food, and 15% prefer to receive food directly from the NGO. Most participants say that these modalities are safer (69%), because they give them the chance to decide what, when and where to buy food (18%), and do not make them lose their dignity at the time of receiving help (13%).

Most participants (62%) have used local money transfer services as a safe option to support their families and stock up on products that meet the basic needs of their homes.

Graph 12. Main money transfer agents used by the affected population



Source: HEA - World Vision Ecuador, March 2019.

Prepared by: DME - World Vision Ecuador, April 2019.

II. Interviews carried out in the Market



The findings and conclusions of the interviews conducted with 71 traders in the main markets of the 7 study cities are presented below.

Table 2. Interview to markets

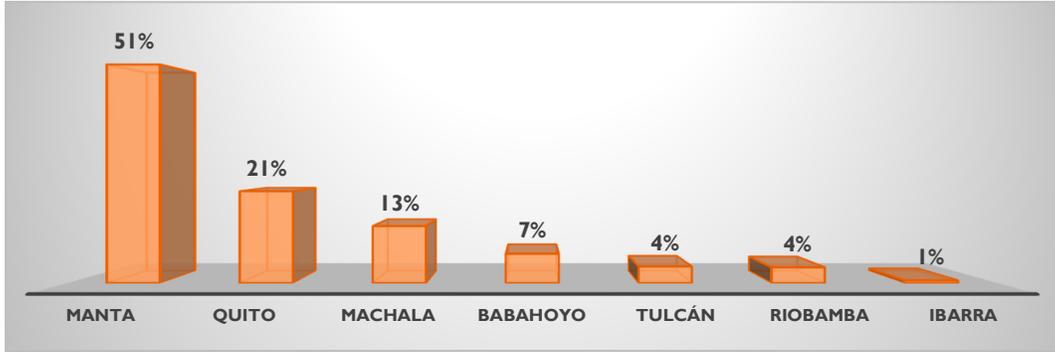
Number	Cities	Surveys
1	MANTA	10
2	IBARRA	4
3	RIOBAMBA	10
4	QUITO	18
5	TULCAN	8
6	MACHALA	11
7	BABAHOYO	10
		71

Source: HEA - World Vision Ecuador, March 2019.

Prepared by: DME - World Vision Ecuador, April 2019.

In the 7 study cities, it is estimated that there are 7,366 merchants in the main markets, with Manta being the city that concentrates 51% of them, followed by Quito with 21%, Machala with 13%, Babahoyo with 7%, Tulcán and Riobamba with 4%, and Ibarra with 1%.

Graph 13. Estimated number of wholesale and retail merchants in the main markets



Source: HEA - World Vision Ecuador, March 2019.

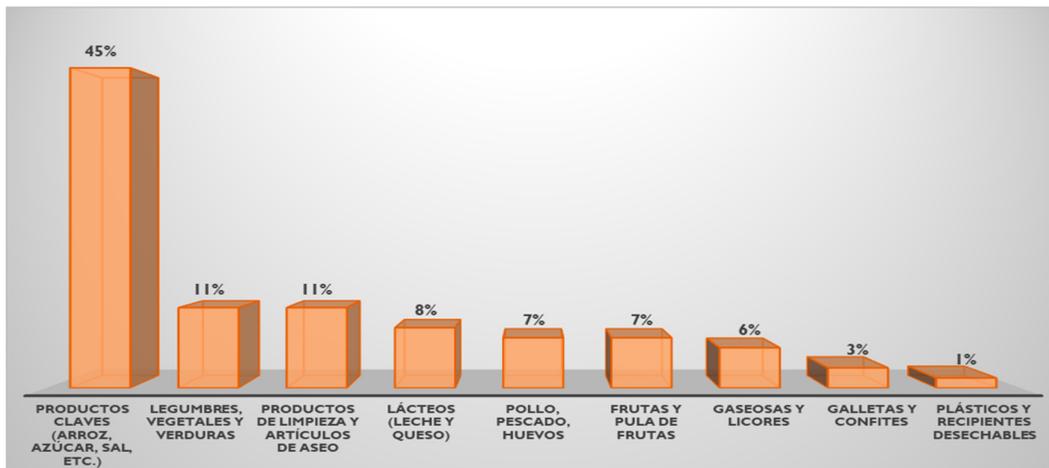
Prepared by: DME - World Vision Ecuador, April 2019.

The 71 merchants interviewed, sell their products in permanent structures (70%), kiosks (25%), leased premises (2%), street vendors (2%), and trucks (food trucks) (1%). For the majority of interviewees, their businesses become more commercial usually once a week and in many cases twice a week.

- **Products that are mainly sold in the markets**

It was identified that there are 9 products that are sold through the 71 traders interviewed, of which 45% correspond to key products such as rice, sugar, salt, flour, oil, noodles, lard, tuna, beans and other dry grains. The volume of sales of the aforementioned products varies according to the different times of the year.

Graph 14. Main products sold in markets



Source: HEA - World Vision Ecuador, March 2019.

Prepared by: DME - World Vision Ecuador, April 2019.

In order to supply their customers with products, most of the 52% merchants say that they are supplied when they have sold half of the volume they have established as stock for each of their products, 32% when the volume of basic products is below half, and 15% when the whole product is sold.

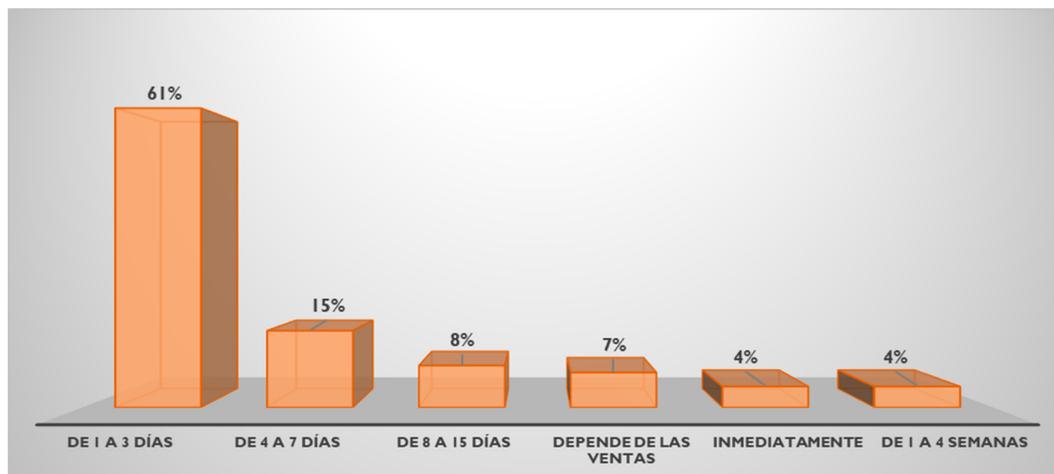
On the other hand, making a relationship between the current sales season with that of a year ago, 40% said that it has remained the same, 30% consider that it has increased and the other 30% that has decreased.

In this same sense, 42% of merchants say that the prices of key products (rice, corn, beans, etc.) vary according to the agricultural season, for example the price of rice vary between 0.30 to 0.40 cents., For the rest of products, prices remain the same independently of the seasons.

- **Provision of products**

The delay in the supply of products of the 71 merchants can be seen in the following graph:

Graph 15. Time it takes to stock up on products, according to the demand



Source: HEA - World Vision Ecuador, March 2019.

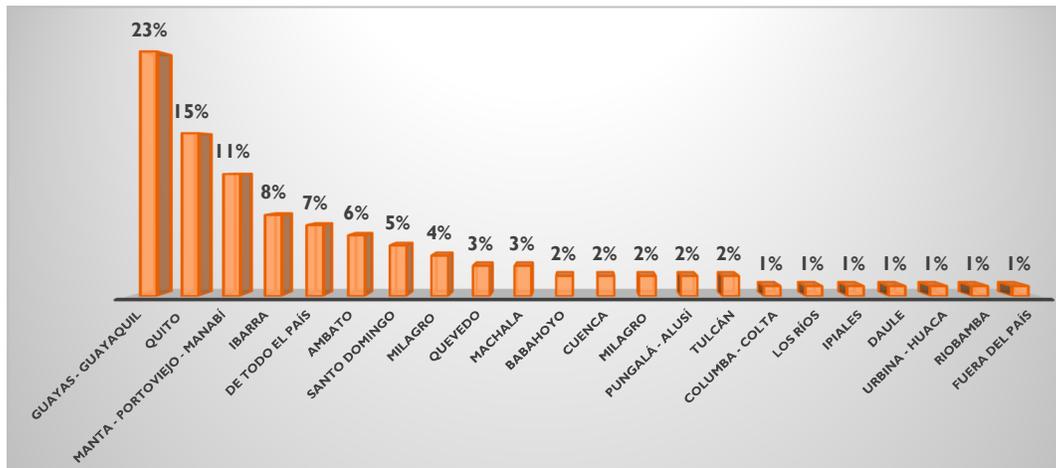
Prepared by: DME - World Vision Ecuador, April 2019.

Only a small percentage of merchants (21%) have had delays in the time established for the supply of products.

- **Main suppliers and customers**

The main suppliers of the 71 merchants are from Guayaquil (23%), Quito (15%), Manta and Portoviejo (12%) and the rest of them (50%) come from Ibarra, Ambato, Santo Domingo, Milagro, Quevedo, Machala, Babahoyo, Cuenca, Milagro, Pungalá, Alausi, Tulcán, Colta, Los Rios, Daule, Huaca, Riobamba, and outside the country.

Graph 16. Origin of the main suppliers and customers

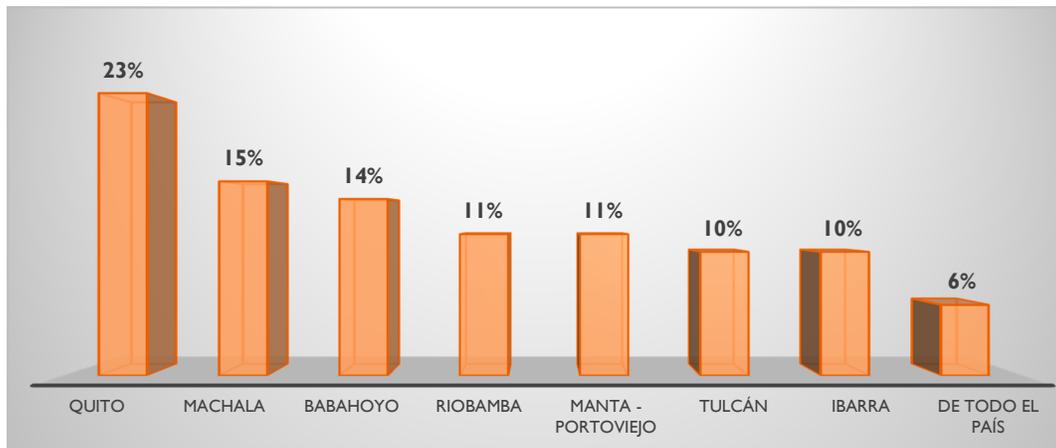


Source: HEA - World Vision Ecuador, March 2019.

Prepared by: DME - World Vision Ecuador, April 2019.

The main clients of the 71 merchants live in Quito, Machala, Babahoyo, Riobamba, Manta/Portoviejo, Tulcán, and other cities.

Graph 17. Origin of the clients that visit the main markets



Source: HEA - World Vision Ecuador, March 2019.

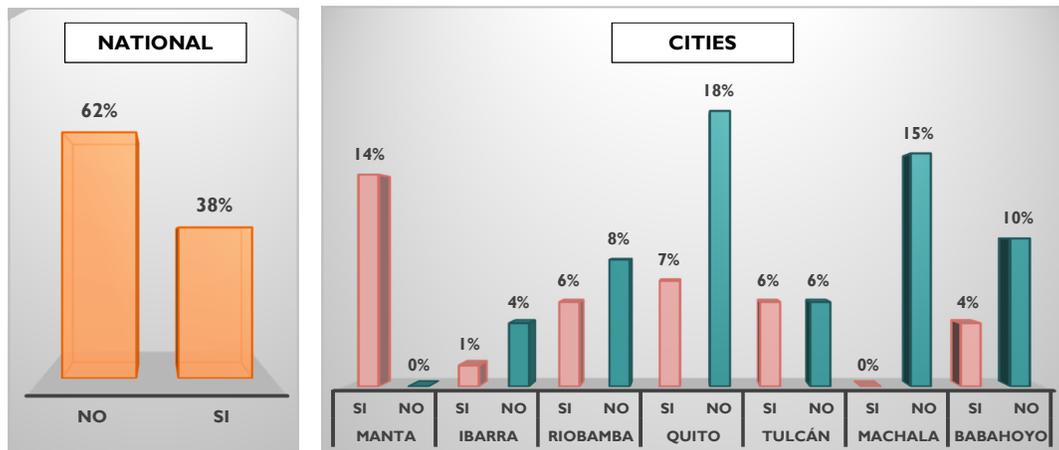
Prepared by: DME - World Vision Ecuador, April 2019.

- **Financing of companies**

63% of merchants finance their companies with their own resources (self-financing); 14% say that it is a family businesses; 8% are financed with the income obtained through the sales of products, only a small percentage, 7%, resort to financial entities; 4% to Associations and Corporations, and 3% are financed by suppliers.

Of the merchants who request credit from financial institutions, 62% request credit to buy the products they are going to sell. In this same sense, 56% of wholesalers and retailers sell their products to their customers on credit.

Graph 18. Merchants who request credit to buy their products

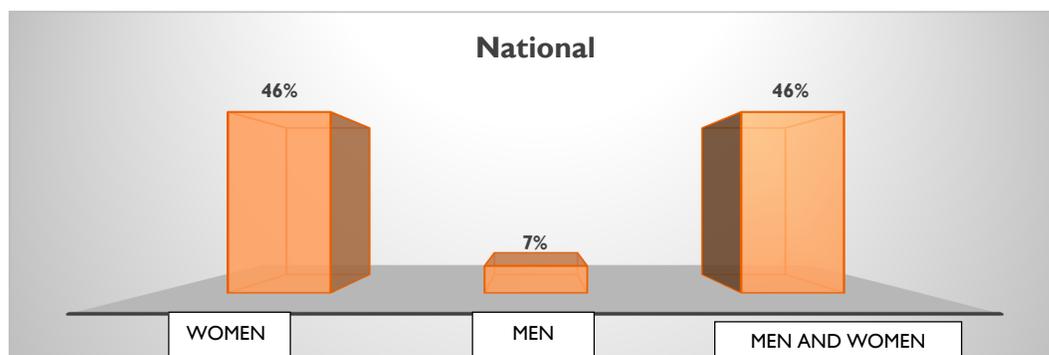


Source: HEA - World Vision Ecuador, March 2019.
 Prepared by: DME - World Vision Ecuador, April 2019.

- **Market access**

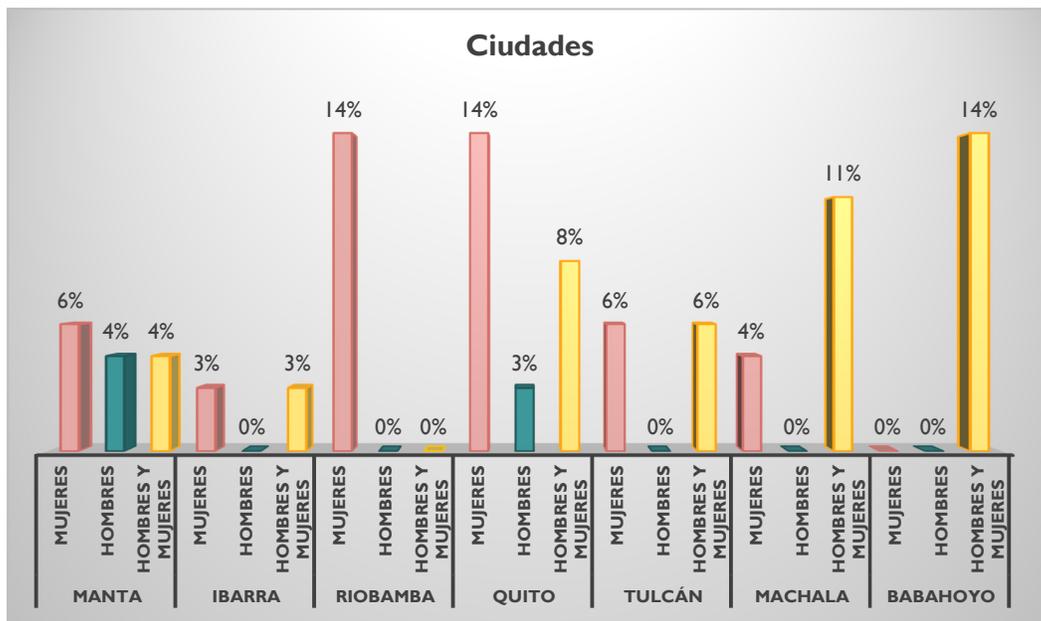
For most traders, markets are not safe places for women (83%) or for children (87%). 17% of them say it is not a safe place due to the multiple dangers they have to face such as robbery and harassment. However, 46% say that the largest number of people who buy in the market are women.

Graph 19. Gender of people who buy in the market



Source: HEA - World Vision Ecuador, March 2019.
 Prepared by: DME - World Vision Ecuador, April 2019.

Graph 20. Gender of people who buy in the market by cities



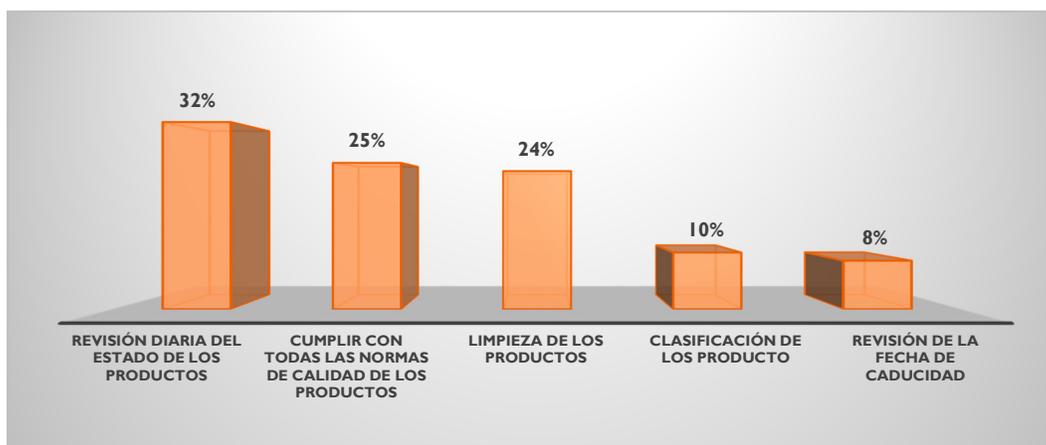
Source: HEA - World Vision Ecuador, March 2019.

Prepared by: DME - World Vision Ecuador, April 2019.

- **Quality and quantity of products demanded by merchants and households**

100% of merchants interviewed implement quality standards to ensure the cleanliness and classification of the products marketed, some of the main standards they implement are:

Graph 21. Quality Standards implemented by merchants



Source: HEA - World Vision Ecuador, March 2019.

Prepared by: DME - World Vision Ecuador, April 2019.

With regard to the daily review of products, it consists in carrying out an inventory, reviewing packaging, supply, expiration date, and the semaphore of nutrition of products when they enter and leave the company. Compliance with quality standards consists of complying with industrial safety standards, hygiene standards, INEN standards², agricultural norms of organic quality, sanitary registries in the process of production and transformation of the product (by authorities, administrator, and through laboratory analysis). The objective of cleaning products is to keep them fresh. The classification of products is usually carried out according to the supplier, type of product, and location on hangers. Similarly, 51% of them store their products in suitable warehouses (refrigerated, hangers, etc.), and 49% in an adequate way in the same place (in hangers, refrigerators, thermal containers, and industrial drawers).

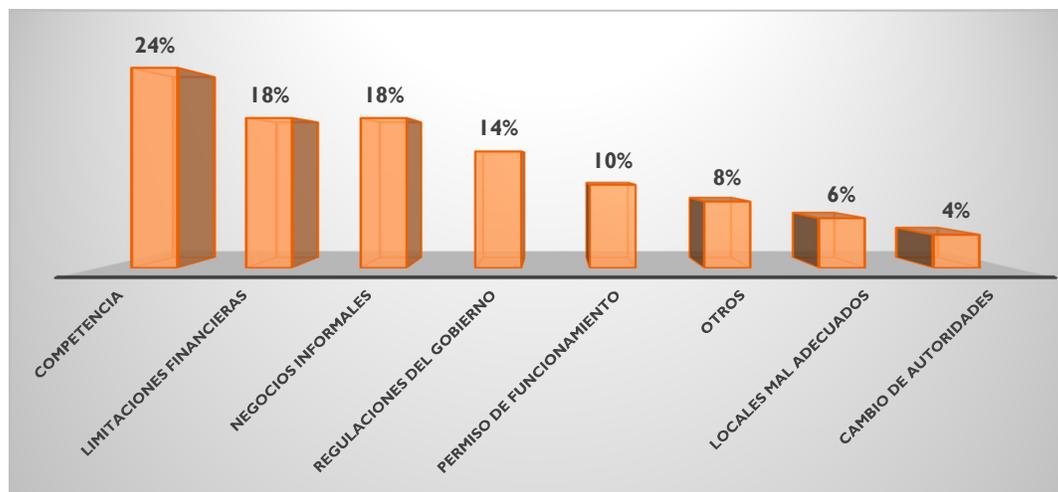
The majority of wholesalers and retailers (92%), say they have the capacity to respond quickly to the demand for food in case it increases, without affecting the price of the products. For 85% of merchants, the estimated time it takes for products to arrive is between 1 and 3 days. On the other hand, for 80% of merchants, the daily, biweekly and monthly review of products (status, expiration date, when they enter and leave, and nutrition semaphore), contributes to the adequate and timely supply of products.

Regarding the transportation of products to the market or premises where they are sold, 58% of merchants use the vehicles of suppliers, 25% rent vehicles, 11% use their own vehicles, and 6% use some other type of transportation, such as carts , containers and loaders.

- **Opportunities for market-based interventions to support the rehabilitation and/or strengthening of the market**

Wholesalers and retailers say that they have had to face several challenges to maintain the sales volume and keep their customers satisfied, among the main ones are:

Graph 22. Challenges faced by merchants



Source: HEA - World Vision Ecuador, March 2019.

Prepared by: DME - World Vision Ecuador, April 2019.

² INEN standards, Ecuadorian technical standards to meet local needs and facilitate national and international trade in Ecuador.

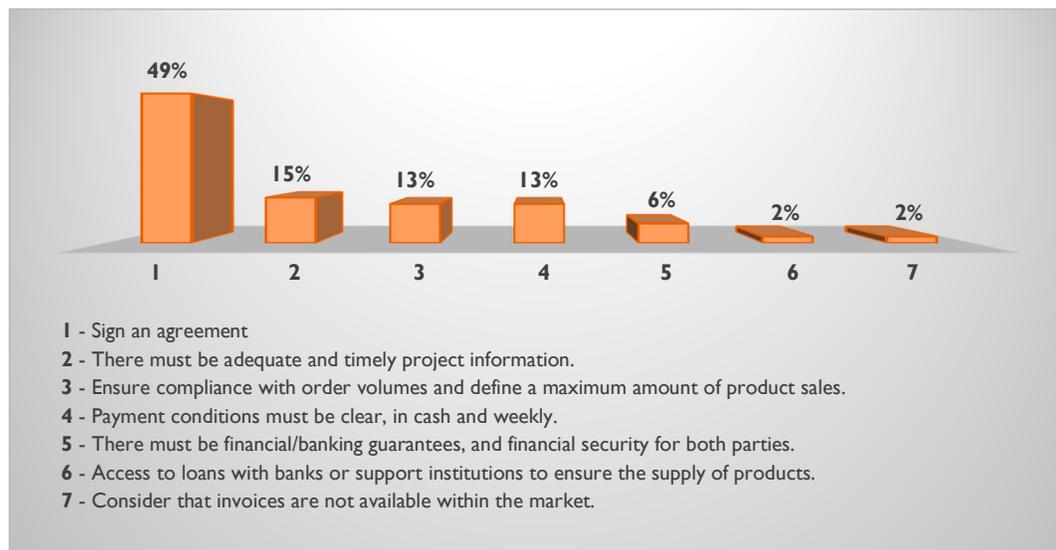
Other merchants say that the lack of solidarity among merchants, little movement of money, very high prices of products, and markets location are also challenges.

Considering the above, around 70% of wholesale and retail merchants are interested in implementing projects aimed at helping them face these challenges and strengthen their businesses.

In this regard, World Vision is considering the implementation of the "**Voucher of food assistance for vulnerable groups**" voucher, which consists in making a contract between WV and wholesale and retail merchants to provide food to the affected population, through vouchers (coupons). Once this exchange is made, merchants invoice the respective payment to WV, which would be done according to the terms agreed with the merchant.

In this context, and for the project to be successful, merchants believe that the following terms of association should be established:

Graph 23. Terms of association with WV in the execution of a project



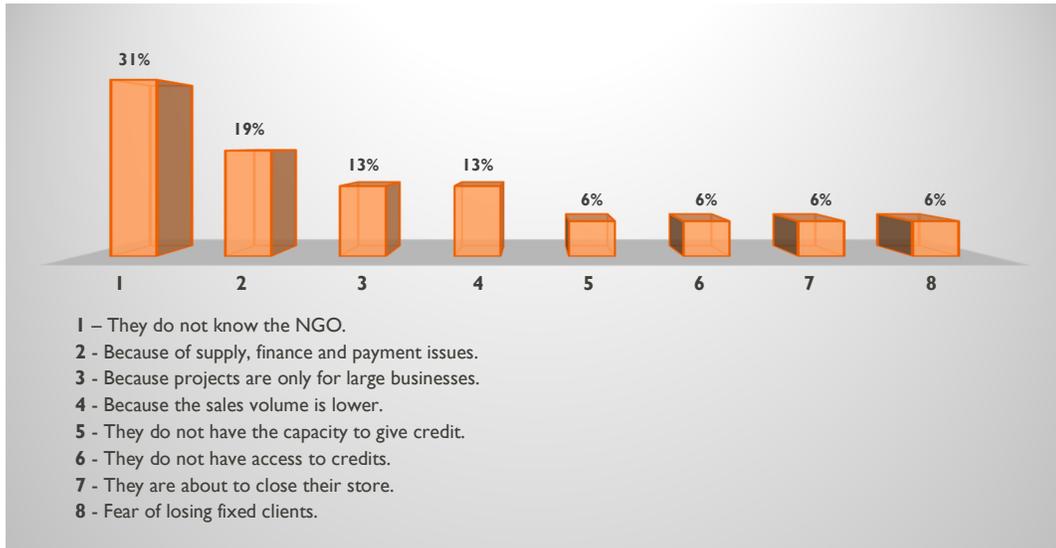
Source: HEA - World Vision Ecuador, March 2019.

Prepared by: DME - World Vision Ecuador, April 2019.

They point out that, at the moment of signing the agreement, payment conditions and an adequate control system must be defined, and that it is also necessary to respect the processes implemented in the business.

On the other hand, in the case of the 30% of wholesalers and retailers that are not interested in participating in this type of projects or to associate with an NGO, it is due to the following reasons:

Graph 24. Reasons why they would not participate with WV in the execution of a project



Source: HEA - World Vision Ecuador, March 2019.

Prepared by: DME - World Vision Ecuador, April 2019.

III. Rental housing interviews



The results of the interviews conducted with 74 people who rent homes to the affected population in the 7 cities selected for the study are presented below. This information will allow us to know the context around the houses rented by the Venezuelan population.

Table 3. Interviews with people who rent homes

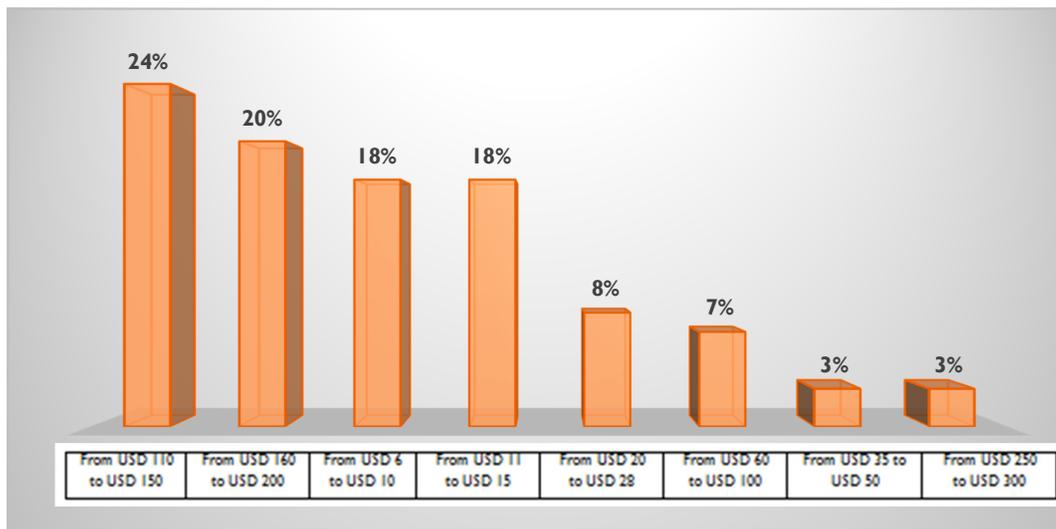
Number	Cities	Rental housing interview
1	MANTA	12
2	IBARRA	3
3	RIOBAMBA	10
4	QUITO	18
5	TULCAN	10
6	MACHALA	11
7	BABAHOYO	10
		74

Source: HEA - World Vision Ecuador, March 2019.
Prepared by: DME - World Vision Ecuador, April 2019.

Regarding the type of housing they rent, 42% of the interviewed people say that they rent rooms in hotels, hostels, and/or residences; 39% are in houses; and 18% departments. 75% of these places have an independent bathroom, and 25% have a shared bathroom.

The price that the affected population has to pay for the rent of a house, apartment or room, varies depending on many factors, such as type of housing, location, services, size, among the main ones.

Graph 25. Price of rent



Source: HEA - World Vision Ecuador, March 2019.
Prepared by: DME - World Vision Ecuador, April 2019.

Graph 26. Price of rent

	Price		Price		Price
HOUSE RENT	\$ 10.00	HOTEL/HOSTEL/RESIDENTIAL HOTEL	\$ 6.00	DEPARTMENT	\$ 100.00
	\$ 12.00		\$ 7.00		\$ 120.00
	\$ 50.00		\$ 8.00		\$ 135.00
	\$ 60.00		\$ 10.00		\$ 145.00
	\$ 100.00		\$ 11.00		\$ 150.00
	\$ 110.00		\$ 12.00		\$ 160.00
	\$ 120.00		\$ 15.00		\$ 200.00
	\$ 140.00		\$ 20.00	\$ 250.00	
	\$ 150.00		\$ 25.00		
	\$ 160.00		\$ 28.00		
	\$ 180.00		\$ 35.00		
	\$ 190.00		\$ 80.00		
	\$ 200.00				
	\$ 300.00				

Source: HEA - World Vision Ecuador, March 2019.

Prepared by: DME - World Vision Ecuador, April 2019.

Conclusions

- The following table summarizes the main markets that the majority of affected population has access to:

Table 4. Interviews with people who rent homes

Cities	Market	% of affected population that accesses
MANTA	LOS ESTEROS	4%
IBARRA	AMAZONAS	6%
RIOBAMBA	LA CONDAMINE	11%
QUITO	SAN ROQUE	16%
TULCAN	SAN MIGUEL	6%
MACHALA	CENTRAL DE MACHALA	11%
BABAHoyo	CENTRAL DE BABAHoyo	10%

Source: HEA - World Vision Ecuador, March 2019.

Prepared by: DME - World Vision Ecuador, April 2019.

- 100% (19) of local markets that were visited for the study, market key products such as rice, sugar, salt, flour, oil, noodles, lard, tuna fish, beans and other dry grains.
- The local markets where the majority of merchants are concentrated are: Manta with 51% (3,733), Quito with 21% (1,565), Machala with 13% (971), Babahoyo with 7% (500), Tulcán and Riobamba with 4% each (275) and Ibarra with 1% (46).

- The time it takes for merchants to stock up on products is 1 to 3 days, which allows them to meet the demand immediately, especially with regard to key products, without affecting their price.
- Considering the location of the main suppliers, it can be observed that national, regional and international products are commercialized in local markets.
- 100% (71) of wholesale and retail merchants perform daily cleaning activities, review of product status, inventory, packaging review and classification as quality standards.
- 79% of merchants say that their businesses are managed by the owner, 11% by an employee, and 10% by a family member.
- The study reveals that in Ecuador there are more male household heads than female household heads, with 62% versus 38%, respectively.
- 74% (293) of affected people go to the local markets to obtain the food they eat at home, 15% to the main supermarkets (TIA, AKI, Supermaxi, Santa María, El Coral, Mi Comisariato), and although in a lesser percentage, 11% still receive food aid from some Organizations (NGOs).
- 34% (134) of affected families spend an average of USD 200.00 to USD 300.00 per month, and their most important expenses are rent and food. Some of the items in which they spend less are health, education, clothing and recreation.
- It can be seen that the majority of the affected population (42%) rent rooms in a hotel/hostel/residential hotel, 39% rent houses, and 18% apartments. Rent prices in the case of a house vary from USD 10.00 for a room to USD 300 for a house; in the case of a hostel, hotel or residential hotel, prices vary between USD 6.00 and USD 80.00; and the price of renting an apartment ranges from USD 100.00 to USD 250.00. The variation of prices depends on the size of the city and, in big cities, to the sector.

Annexes

- **Annex 1.** Information gathering tools
- **Annex 2.** Databases - Venezuelan Population
- **Annex 3.** Database - Market
- **Annex 4.** Database - Income