ERI / Choose the next field question

195 distinct merchants in Yaba, Sabo and Tejuosho, Lagos; 1 return visit.

Field visits: 7 October 2026 - 27 October 2026. 195 initial observations.

Use this local baseline to focus a study on the changes that matter to market participants.

WHAT MERCHANTS TOLD US

How trading feels: 127 of 191 respondents described business as better than about three months earlier. 191 usable responses out of 195 initial observations. 4 answers were missing, unclear, inconsistent or not applicable. This is how merchants remember recent conditions. Return visits will help us compare what changes in the same businesses.

The cost of restocking: 143 of 179 respondents who restock reported spending more than about three months earlier. 179 usable responses out of 195 initial observations. 16 answers were missing, unclear, inconsistent or not applicable. Spending can rise because prices, quantities or the products purchased have changed. We have not separated those factors yet.

Orders beyond the stall: 110 of 195 respondents accept orders remotely, either regularly or occasionally. All 195 initial observations answered this question. Phone and messaging orders are included. The responses do not tell us how much revenue those orders generate.

BEFORE YOU ACT: Merchants' recollections offer a starting point. Following the same businesses will help distinguish lasting changes from differences in who was interviewed.

YOUR NEXT STEP: Work with ERI to define a question and revisit the same businesses with measures that can be compared over time.

These findings describe the businesses we visited, not every business in Lagos. Each figure uses the responses available for that question.

Tell us what you need to understand before your next decision.

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