ERI / Choose the next field question

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

Field visits: 7 October 2026 - 9 November 2026. 301 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: 166 of 296 respondents described business as better than about three months earlier. 296 usable responses out of 301 initial observations. 5 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: 203 of 271 respondents who restock reported spending more than about three months earlier. 271 usable responses out of 301 initial observations. 30 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: 186 of 300 respondents accept orders remotely, either regularly or occasionally. 300 usable responses out of 301 initial observations. 1 answers were missing, unclear, inconsistent or not applicable. 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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