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Data Article

Street vending and informal economy: Survey data from Cali, Colombia



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ABSTRACT

This data brief describes data collected in Cali, Colombia about the economic dynamic and socioeconomic conditions of street vendors in the city. The study was conducted between 2014 and 2016 in two populated sites in terms of formal and informal commerce in the city. We present the methodology followed in the study, location of street vending sites and type of data collected to approximate to the economic dimension of street vending. Data collected contains information about sociodemographic characteristics, life satisfaction, business operation and characteristics, income and expenses, official license for operation. This information is linked to the publication (Martinez et al., 2017) [1].

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Specifications Table

Subject area	Public Policy
More specific subject area	<i>Informal Economy</i>
Type of data	Text, dummy and metric variables
How data was acquired	Survey and observation
Data format	Raw
Experimental factors	None
Experimental features	None

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Data source location	Cali - Colombia
Data accessibility	Observatorio de Políticas Públicas – POLIS www.icesi.edu.co/polis/
Related research article	Martínez et al., 2017

Value of the data

- This data allows an approach to the economic dynamic of street vending and the conditions of those involved in this informal activity. Information provided in this study is relevant for policy formulation since the regulation of street vending is central to urban planning.
 - Data collected in this study can be compared with similar studies conducted about the socio-economic conditions of street vendors in developing countries. Questions about poverty, education, family composition and expectations are similar to different international studies.
 - The data also allows to assess the economic impact of street vending in cities. It is possible to establish links between formal and informal economies and the flow of money between sectors.
 - It is also possible to understand the links between workers in the informal sector and the government. Issues such as tax evasions, access to banking, and participation on welfare programs are tackled.
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1. Data

The data presented was collected by observational and direct surveys (face-to-face) to street vendors in Cali, Colombia in two street vending sites. First study was conducted during December 2014 in the city downtown. Second study was conducted in 2016 in Santa Helena Market. In both studies street vendors answered questions concerning socioeconomic status, family composition, income (including sales and profits), education, life satisfaction, and access to government welfare. The survey was randomly collected, anonymous, and voluntary.

2. Experimental design, materials and methods

According to the local government, there are nine sites in the city where street vendors conduct their economic activity (see Fig. 1 – marked in red). The study took place in two sites: Centro and Santa Helena, the most populated areas in the city in terms of street vendors and formal commerce. Street vending in downtown (centro) covers an important array of cheap merchandise from footwear to cell phone accessories. Santa Helena is a food market.

Two types of data were collected: observational and survey data (Figs 2 and 3 present the details). The former was collected using a standardized observational format which collected information on: types of stalls (fixed or mobile), type of products offered, number of people working at a stall, and an indicator of the physical condition of the stall (physical condition was defined as good, fair and poor and its classification was based on the condition of each stall as perceived by the observer). This information allowed to count total number of street vendors and proxy to the occupation in public space. Second type of data was survey information. Respondents answered questions concerning socioeconomic status, family composition, income (including sales and profits), education, life satisfaction and access to government welfare. This information is used to construct variables about business operation and profitability and socioeconomic conditions of street vendors Analysis using this information has been published (Martínez et al., 2017).

This study follows local and international rules for empirical research and is approved by the Institutional Review Board of Universidad Icesi. Likewise, respondents provide verbal consent before survey commencement. Information of this study ([Observatorio de Políticas Públicas - POLIS, 2016](#)),

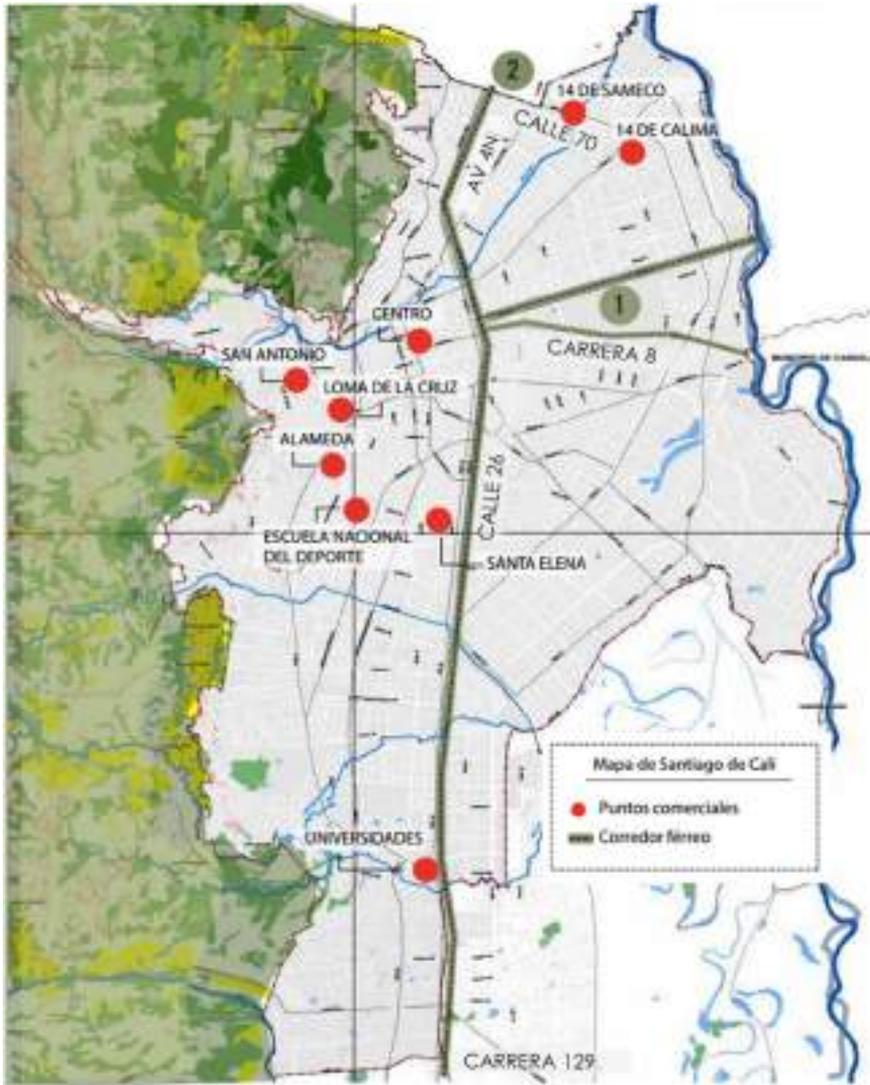


Fig. 1. Main locations of street vendors in Cali, Colombia.

OBSERVATION			
1. Ubication of the Street Vendor Address _____	2. Area occupy by the business (square meters) _____	3. Type of installation 1 <input type="checkbox"/> Fixed 2 <input type="checkbox"/> Movil 3 <input type="checkbox"/> Other Which? _____	4. Number of people attending _____
5. Type of sale 1 <input type="checkbox"/> Cellphone accessories 2 <input type="checkbox"/> Accessories Type _____ 3 <input type="checkbox"/> Footwear 4 <input type="checkbox"/> Miscellany 5 <input type="checkbox"/> Watches 6 <input type="checkbox"/> Street Food	7 <input type="checkbox"/> CDs 8 <input type="checkbox"/> Fruits 9 <input type="checkbox"/> Minutes for calling cellphone 10 <input type="checkbox"/> Bags / Wallets / Straps / Leather goods 11 <input type="checkbox"/> Sweets and/or cigarettes 12 <input type="checkbox"/> Tools/ Pitchers Type _____	13 <input type="checkbox"/> Newspaper /Magazines / Books 14 <input type="checkbox"/> Juices/Beverages 15 <input type="checkbox"/> Lottery 16 <input type="checkbox"/> Games/toys 17 <input type="checkbox"/> Glasses 18 <input type="checkbox"/> Porcelain	19 <input type="checkbox"/> Medicinal Herb 20 <input type="checkbox"/> Other Which _____
6. Ceiling Furniture (Umbrella or other) 1 <input type="checkbox"/> Yes 0 <input type="checkbox"/> No	7. Tablecloth 1 <input type="checkbox"/> Yes 0 <input type="checkbox"/> No	8. Type of furniture 1 <input type="checkbox"/> Cart 2 <input type="checkbox"/> Stand 3 <input type="checkbox"/> Floor 4 <input type="checkbox"/> Kiosk 5 <input type="checkbox"/> Table 6 <input type="checkbox"/> Showcase 7 <input type="checkbox"/> Car 8 <input type="checkbox"/> Base	9. State of furniture 1 <input type="checkbox"/> Good 2 <input type="checkbox"/> Regular 3 <input type="checkbox"/> Bad

Fig. 2. Standardized observational format. Street vendors in Cali, Colombia.

CHARACTERIZATION OF DOWNTOWN STREET VENDORS			
Date <input type="text"/> / <input type="text"/> / <input type="text"/>		Zone: <input type="text"/>	
Interviewer's name: <input type="text"/>			
SOCIODEMOGRAPHIC CHARACTERISTICS			
1. Municipality of Residence <input type="text"/>	2. Year of Birth <input type="text"/>	3. How many years have you been living in Cali? <input type="text"/>	4. Gender <input type="checkbox"/> Male <input type="checkbox"/> Female
		5. Do you have children? 1 <input type="checkbox"/> Yes → 5.1 How many? <input type="text"/> 0 <input type="checkbox"/> No (Pass to question 9)	
7. Does your children study? 1 <input type="checkbox"/> Yes 0 <input type="checkbox"/> No (Pass to question 9)		8. At least one of your children attend a private school? 1 <input type="checkbox"/> Yes 0 <input type="checkbox"/> No	
		9. Marital status 1 <input type="checkbox"/> Married 2 <input type="checkbox"/> Common-law marriage 3 <input type="checkbox"/> Divorced 4 <input type="checkbox"/> Single 5 <input type="checkbox"/> Widowed	
6. How old were you at the birth of your first child? <input type="text"/>			
11. What is the socioeconomic strata of your housing? 1 <input type="checkbox"/> 4 <input type="checkbox"/> 2 <input type="checkbox"/> 5 <input type="checkbox"/> 3 <input type="checkbox"/> 6 <input type="checkbox"/>		12. Which of the following best represents your racial or ethnic heritage? 1 <input type="checkbox"/> Indigenous 5 <input type="checkbox"/> Gypsy 2 <input type="checkbox"/> White 6 <input type="checkbox"/> Raizal 3 <input type="checkbox"/> Mestizo 7 <input type="checkbox"/> Palenquero 4 <input type="checkbox"/> Black 8 <input type="checkbox"/> None	
15. Have you been a victim of the armed conflict? 1 <input type="checkbox"/> Yes 0 <input type="checkbox"/> No		16. What type of health insurance you have: 1 <input type="checkbox"/> Contributory 3 <input type="checkbox"/> Does not know 2 <input type="checkbox"/> Subsidiated 4 <input type="checkbox"/> None	
		17. Which EPS are you affiliated? <input type="text"/>	
		18. Do you know how to read and write? 1 <input type="checkbox"/> Yes 0 <input type="checkbox"/> No	
19. What is the highest educational level you have attained ? 1 <input type="checkbox"/> None (pass to question 20) 2 <input type="checkbox"/> Preschool (pass to question 20) 3 <input type="checkbox"/> Incomplete primary 4 <input type="checkbox"/> Complete primary		20. Currently, do you study? 1 <input type="checkbox"/> Yes 0 <input type="checkbox"/> No	
		21. Including you, how many people live in your household? <input type="text"/> (Number of people with whom you share the food)	
22. Are you a head of the household? 1 <input type="checkbox"/> Yes 0 <input type="checkbox"/> No		23. How many people contribute with economic resources to your household? <input type="text"/>	
		24. How long have you been working as a street vendor? 1 <input type="checkbox"/> Less than 1 year 4 <input type="checkbox"/> More than 5 years 2 <input type="checkbox"/> Between 1 and 3 years 3 <input type="checkbox"/> Between 3 and 5 years 24.1 How many? <input type="text"/>	
25. How long have you been located in this site? 1 <input type="checkbox"/> Less than 1 year 3 <input type="checkbox"/> Between 3 and 5 years 2 <input type="checkbox"/> Between 1 and 3 years 4 <input type="checkbox"/> More than 5 years 25.1 How many? <input type="text"/>		26. Besides this place, do you work in other site? 1 <input type="checkbox"/> Yes 26.1 Where? <input type="text"/> 0 <input type="checkbox"/> No	
27. Do you work in downtown as a street vendors only during Christmas season? 1 <input type="checkbox"/> Yes 0 <input type="checkbox"/> No			
28. Can you carry out another working activity? 1 <input type="checkbox"/> Yes 28.1 Which? <input type="text"/> 0 <input type="checkbox"/> No		30. What days do you work? (Multiple selection) 1 <input type="checkbox"/> Monday 3 <input type="checkbox"/> Wednesday 2 <input type="checkbox"/> Tuesday 4 <input type="checkbox"/> Thursday 5 <input type="checkbox"/> Friday 6 <input type="checkbox"/> Saturday 7 <input type="checkbox"/> Sunday	
31.1 What is the main advantage of being a street vendor? (Unique answer) <input type="text"/> <input type="text"/> <input type="text"/>		29. Why are you a Street Vendor? (Multiple selection) 1 <input type="checkbox"/> Lack of other skills 6 <input type="checkbox"/> Secondary source income 2 <input type="checkbox"/> High unemployment levels 7 <input type="checkbox"/> To improve income 3 <input type="checkbox"/> Unable to find a job in the formal sector 8 <input type="checkbox"/> Familiar tradition 4 <input type="checkbox"/> Easy appropriation of public space 9 <input type="checkbox"/> Opportunities 5 <input type="checkbox"/> Independence 10 <input type="checkbox"/> Other, ¿Which one? <input type="text"/>	
31.2 What is the main disadvantage of being a Street Vendor? (Unique answer) <input type="text"/> <input type="text"/> <input type="text"/>		32. Why did you choose this location? (Multiple selection) 1 <input type="checkbox"/> Pedestrian traffic 7 <input type="checkbox"/> Higher sales 2 <input type="checkbox"/> Presence of Shopping Centers 8 <input type="checkbox"/> proximity of similar businesses 3 <input type="checkbox"/> Friends in the area 9 <input type="checkbox"/> Proximity of cellar to save products 4 <input type="checkbox"/> Shadow in the area 10 <input type="checkbox"/> Security 5 <input type="checkbox"/> Institutional presence 11 <input type="checkbox"/> None 6 <input type="checkbox"/> Ease of transportation 12 <input type="checkbox"/> Other, Which one? <input type="text"/>	
33. Do you belong to any association? 1 <input type="checkbox"/> Yes → 33.1 Which? <input type="text"/> 0 <input type="checkbox"/> No		34. Have you received a kind of gubernamental subsidy or 1 <input type="checkbox"/> Yes 0 <input type="checkbox"/> No (Pass to question p36)	
		35. Where does the subsidy come from? 1 Cash transfer 1 Yes 0 No 2 Elderly subsidy 3 Other, Which one? <input type="text"/>	

Fig. 3. Survey information. Street vendors in Cali, Colombia.

LIFE SATISFACTION									
36. On a scale of one to ten, rate how satisfied are you with your life. (IF YOU ANSWER 10 SKIP TO QUESTION 38)									
1	2	3	4	5	6	7	8	9	10
37. What's necessary to be completely satisfied with your life? (Spontaneous response - multiple, Maximum 3 OPTIONS, ENUMERATE THE ORDER RESPONSE:									
() 1	<input type="checkbox"/> Good health	() 6	<input type="checkbox"/> Family	() 11	<input type="checkbox"/> Free time	() 12	<input type="checkbox"/> A Car/own means of transport	() 13	<input type="checkbox"/> Security
() 2	<input type="checkbox"/> Money	() 7	<input type="checkbox"/> Better family relationships	() 12	<input type="checkbox"/> A Car/own means of transport	() 13	<input type="checkbox"/> Security	() 14	<input type="checkbox"/> Family health
() 3	<input type="checkbox"/> Own household	() 8	<input type="checkbox"/> Study	() 13	<input type="checkbox"/> Security	() 14	<input type="checkbox"/> Family health	() 15	<input type="checkbox"/> Other, Which one? _____
() 4	<input type="checkbox"/> A stable relationship	() 9	<input type="checkbox"/> Professional or personal success	() 14	<input type="checkbox"/> Family health	() 15	<input type="checkbox"/> Other, Which one? _____		
() 5	<input type="checkbox"/> A job	() 10	<input type="checkbox"/> a better physical aspect	() 15	<input type="checkbox"/> Other, Which one? _____				
38. What have you done during your life to ensure a safe retirement? (Multiple selection)									
1	<input type="checkbox"/> Expect children to support you	4	<input type="checkbox"/> Pay a fund of retirement						
2	<input type="checkbox"/> Save money to the future	5	<input type="checkbox"/> Expect having enough savings						
3	<input type="checkbox"/> Create his/her own business	6	<input type="checkbox"/> Nothing						
		7	<input type="checkbox"/> Other, Which one? _____						
GENERAL OPERATION OF THE BUSINESS									
39. Are you the owner of this stall? 1 <input type="checkbox"/> Yes Number of owners _____ 0 <input type="checkbox"/> No			42. How much do you invests in average in the purchase of goods or raw materials for business? Value _____			43. How often do you buy goods or raw materials for business?			
40. What is your working shedule (hours)? _____			1 <input type="checkbox"/> Daily 4 <input type="checkbox"/> Monthly 2 <input type="checkbox"/> Weekly 5 <input type="checkbox"/> Does not know 3 <input type="checkbox"/> Biweekly			1 <input type="checkbox"/> Daily 2 <input type="checkbox"/> Weekly 3 <input type="checkbox"/> Biweekly 4 <input type="checkbox"/> Monthly 5 <input type="checkbox"/> Other, ¿Which one? _____			
44. From who or 2here do you buy the goods or raw materials?			45. How do you pay for goods or raw materials?			46. How much do you sell on average daily?			
1 <input type="checkbox"/> Directly from the producer 5 <input type="checkbox"/> Other, Which one? _____ 2 <input type="checkbox"/> Wholesaler 6 <input type="checkbox"/> Does not know 3 <input type="checkbox"/> Retailer 4 <input type="checkbox"/> You produce it (Go to question 44)			1 <input type="checkbox"/> Cash 4 <input type="checkbox"/> Does not know 2 <input type="checkbox"/> Credit 5 <input type="checkbox"/> Other, Which one? _____ 3 <input type="checkbox"/> Cash and credit			Value _____			
47. Does your business provide you sufficient resources for your livelihood?		48. Would you say that your business has improved your income?		49. How much is your average profit?		50. In which value would you approximately sell your business?			
1 <input type="checkbox"/> Yes 2 <input type="checkbox"/> No 3 <input type="checkbox"/> Sometimes 4 <input type="checkbox"/> Does not know		1 <input type="checkbox"/> Yes 2 <input type="checkbox"/> No 3 <input type="checkbox"/> Does not know		Value _____ 1 <input type="checkbox"/> Daily 3 <input type="checkbox"/> Biweekly 2 <input type="checkbox"/> Weekly 4 <input type="checkbox"/> Monthly 5 <input type="checkbox"/> Does not know		Value _____ 1 <input type="checkbox"/> Would not sell it 0 <input type="checkbox"/> Does not know			
51. Where do you store your merchandise? _____			52. How much do you pay for merchandise storage?			1 <input type="checkbox"/> Daily 3 <input type="checkbox"/> Biweekly 2 <input type="checkbox"/> Weekly 4 <input type="checkbox"/> Monthly			
53. What is your employment expectation in the medium term? (Multiple answer)			54. If you are offered a formal and stable job, would you leave as long as ? (Unique answer)						
1 <input type="checkbox"/> Get a stable and formal job 2 <input type="checkbox"/> Keep the same activity but in a different workplace 3 <input type="checkbox"/> Change the activity and workplace 4 <input type="checkbox"/> Keep the same activity at the same workplace 5 <input type="checkbox"/> Move to other city 6 <input type="checkbox"/> Other, Which one? _____			1 <input type="checkbox"/> The salary is equal to the average of your current income 2 <input type="checkbox"/> The salary is above the average of your current income 3 <input type="checkbox"/> The salary is lower but compensated by social security 4 <input type="checkbox"/> The salary equals to minimum wage with better working conditions and social security 5 <input type="checkbox"/> Won't accept a formal job 6 <input type="checkbox"/> Other, Which one? _____						
55. What solutions/alternatives would you propose to minimize the potencial negative impact of a recovery public space policy over your business? (Unique answer)									
1 <input type="checkbox"/> Relocation 3 <input type="checkbox"/> Legal actions 5 <input type="checkbox"/> Other, Which one? _____ 2 <input type="checkbox"/> Get a new employment 4 <input type="checkbox"/> Receive a subsidy									

Fig. 3. (continued)

INCOME AND EXPENSES			
56. Given the current economic conditions of your home, how much do you consider would be a monthly household income: 1. Insufficient (It only covers basic needs of home) \$ _____ 56.1 Income frequency 2. Good (It covers basic needs of home and some spare) \$ _____ 1 <input type="checkbox"/> Daily 3 <input type="checkbox"/> Biweekly 3. Very good (It allows you to live comfortably and save) \$ _____ 2 <input type="checkbox"/> Weekly 4 <input type="checkbox"/> Monthly			
57. Would you say that in your home are better or worse economically than they were a year ago? 1 <input type="checkbox"/> Better 3 <input type="checkbox"/> Worse 2 <input type="checkbox"/> Equal 4 <input type="checkbox"/> Does not know/does not reply	58. Are you satisfied with your living standards? That is, with all the things you can buy and do? (Gallup World Poll) 1 <input type="checkbox"/> Yes 2 <input type="checkbox"/> No 3 <input type="checkbox"/> Does not know/does not reply	59. Comparing with your parents at the same age, have you improved or worsened your socioeconomic status? 1 <input type="checkbox"/> Improved 2 <input type="checkbox"/> Still the same 3 <input type="checkbox"/> Worsened 4 <input type="checkbox"/> Does not know/does not reply	
60. Currently, Do you have a savings account or some kind of financial service? 1 <input type="checkbox"/> Yes 2 <input type="checkbox"/> No 3 <input type="checkbox"/> Does not know/does not reply	61. In the last year have you made some kind of loans and/ or are paying one ? 1 <input type="checkbox"/> Yes 0 <input type="checkbox"/> No (Go to question p64)	62. Who and / or whom? (Multiple answer) 1 <input type="checkbox"/> A family member 2 <input type="checkbox"/> A friend 3 <input type="checkbox"/> Pay day loan 4 <input type="checkbox"/> A Bank 5 <input type="checkbox"/> Micro finance institution 6 <input type="checkbox"/> Other	63. What were the purposes of the loan (s) made in the last year? (Multiple answers) 1 <input type="checkbox"/> Pay debts 2 <input type="checkbox"/> Celebration 3 <input type="checkbox"/> Illness 4 <input type="checkbox"/> Invest in a business 5 <input type="checkbox"/> Other, Which one? _____
64. Your household expenses are approximately (including food, services, housing, education, health, etc): Value _____ 1 <input type="checkbox"/> Daily 3 <input type="checkbox"/> Biweekly 2 <input type="checkbox"/> Weekly 4 <input type="checkbox"/> Monthly	65. On average, how much is your monthly income? Value _____ 1 <input type="checkbox"/> Daily 3 <input type="checkbox"/> Biweekly 2 <input type="checkbox"/> Weekly 4 <input type="checkbox"/> Monthly	66. Do your income comes only from being a Street Vendor? 1 <input type="checkbox"/> Yes → 66.1 Where does it come from? 0 <input type="checkbox"/> No _____	
REGISTRY			
67. Have you been surveyed in the past? 1 <input type="checkbox"/> Yes → 67.1 Where? _____ 0 <input type="checkbox"/> No 67.2 Entity name _____		68. Do you have permission/ authorization to work in the street? 1 <input type="checkbox"/> Yes → 68.1 Who gave it to you? _____ 0 <input type="checkbox"/> No	
End the survey			

Fig. 3. (continued)

available at: www.icesi.edu.co/polis/. There is a policy brief displaying principal findings of this study, available in Spanish in the web page (Figs. 2 and 3).

Acknowledgements

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Transparency document. Supplementary material

Transparency data associated with this article can be found in the online version at <http://dx.doi.org/10.1016/j.dib.2017.06.047>.

Appendix A. Supporting information

Supplementary data associated with this article can be found in the online version at <http://dx.doi.org/10.1016/j.dib.2017.06.047>.

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