Brazstreetvendorsapp

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Calla Hummel, Do Poor Citizens Benefit from Mega-Events? São Paulo’s Street Vendors and the 2014 FIFA World Cup. *Latin American Politics and Society* vol. 60, no. 4 (Winter 2018)

**Methodological Appendix**

This appendix details the project’s data collection process and protocols and provides details about the survey data. A colleague and I pooled resources and efforts to collect data about street vendors during the World Cup, and then pursued separate analyses in our respective fields and research agendas. We designed the survey and interview questionnaire using questions from the Latin American Public Opinion Project (LAPOP)[[1]](#endnote-1) and a survey from Women in Informal Employment Globalizing and Organizing (WIEGO), as well as event-specific questions about profits and losses. Prior to administering the survey, we obtained feedback on the questionnaire from academics in the U.S. and Brazil, and we pretested it with street vendors in São Paulo.

**Interviews**

Interviews lasted 15 to 60 minutes and loosely followed the survey questionnaire. We interviewed 14 women and 20 men, eight of whom were younger than 30, 20 of whom were middle aged, and five that were over 60. One interviewee was Ecuadorian and one was Peruvian, and of the Brazilians, 15 were *mestiço*, 12 were white, and five were black. Most of the interviewees worked around large concentrations of vendors, while a quarter worked on side streets.

**Sampling and survey administration**

São Paulo has 31 municipal districts, most of which do not contain licensed street vendors. The city did not have an updated and centralized database; instead, each district manages its own roster. Only the downtown district had a publicly available and current list of its 479 registered street vendors. We contacted each of the other 30 municipal districts. The main eastern market district provided us with a list of its licensed street vendors and city officials in the main western market district confirmed that all licensed street vendors were clustered along one street where all stalls could be easily located. Two other districts have significant numbers of licensed vendors but would not provide us with any information. Hence, we decided to carry out a census of the licensed street vendors in the three districts for which we had location information.

To administer the survey, we divided each district included in the survey into areas that could be covered in a day, randomized the order in which we would visit these areas, and then randomized which researcher would take which streets within these areas (Torangeau and Smith 1996). Once in the designated area, each researcher approached vendors with the same script, and if the vendor consented to participate, proceeded to read out the survey questions and record answers on a tablet.

The survey administrator filled out basic demographic data such as gender, approximate age, and race, as well as merchandise on offer. We opted for this method because it shortened the number of questions for each respondent and because questions on some topics, such as gender or age, could lead to bias or negative reactions on the part of respondents. Perhaps the most controversial item is the attribution of respondents’ race by the survey administrator. For the purposes of our study, other people’s perceptions are as or more important than self-identification because others’ perceptions should significantly affect their decisions to buy from, license, extort from, or harass, the vendor. Additionally, race statistics in Brazil are extremely complex, subjective, and there is no best practice or established protocol (Davis 1997, Telles and Lim 1998, Sheriff 2001).

**Survey demographics**

Most vendors surveyed sold clothing or accessories, while a notable minority sold electronics and a handful sold food, periodicals, or other items. According to our survey, 50% were female and 50% were male, while 56% were middle aged, with 24% under 30 and 20% over 60. Forty percent were white or *mestiço,* while 18% were Afro-Brazilian and 2% were indigenous. Most had only a primary-level education; only 16% reported completing high school. As a group, the respondents were significantly less educated, older and more *mestiço* than the overall Brazilian population, matching the demographics that Pamplona (2013) documented.

**Survey versions and unforeseen issues**

Three versions of the questionnaire (extended, main, and short) were used in the administration of the survey. The main version is reproduced in English at the end of this document followed by the original questionnaire in Portuguese. Prior to starting the survey, we decided to administer the short version to vendors on the city’s busiest commercial street, 25 de Março, and its immediate surroundings. This decision was based on information gathered by my colleague during preliminary fieldwork regarding the intensity of trade in this area, which diminished the availability of respondents, as well as the sensitivity of some questions on associative membership. In retrospect, the relatively high response rate obtained in this area suggests a slightly longer version of the survey would have been desirable. The questions used in the short version are indicated in the questionnaire below. Four respondents refused to answer the income question but completed the rest of the survey; these four are dropped from the subsample for all analyses.

Two days after beginning the survey in mid-July, we had covered one third of the first district. The response rate was 15% and many vendors told us that they would not take the 20-30 minute survey because they felt it was too long. Consequently, we cut out questions that did not directly test the study’s hypotheses, but we did not change the order or wording of the remaining questions. Most of the questions eliminated were toward the end of the survey. The 13 responses recorded using the extended version are included in the dataset; the trends and results are robust to dropping the 13 responses. Readers can use the replication data and code to add or drop the 13 responses using the variable “main.”

**Survey Instrument**

Items used or recorded in the short version are marked with a (\*).

**Introductory script**

Hello, my name is \_\_\_\_ and I’m from REDACTED in the United States. A colleague and I are doing a survey of street vendors in Sao Paulo. The survey asks questions about your work and your experiences during the World Cup. It takes about 15-25 minutes. The survey is anonymous. We are independent researchers and we are not associated with any part of the government or any NGO. You can choose not to answer any question and you can stop the survey at any time. Would you like to take the survey? (If yes) Here is my card. Do you have any questions before we begin?

Q1 Did you work as a street vendor during the World Cup?

**- Yes (1)**

**- No (2)**

**- NR (3)**

Answer if “No” is selected for Q1:

Q2 Why did you not work as street vendor during the World Cup? (Do not read the options)

**- There was too much police surveillance (1)**

**- Took vacations (2)**

**- Other (3) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**- NR (4)**

Answer if “No” is selected for Q1:

Q3 How did you do to make ends meet during the World Cup?

**- Savings (1)**

**- Family help (2)**

**- Another job (3) / Which \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**- Other (4) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**- NR (5)**

Skip to Q18.

Q47 During the month of the World Cup, did you sell World Cup merchandise?

**- Yes (1)**

**- No (2)**

**- NR (3)**

Q7 During the month of the Cup, did you make:

* More money (1)
* Less money (2)
* Or the same as before the Cup? (3)
* NR (4)

Answer if “More money than” is selected for Q7:

Q8 By how much did your income increase during the World Cup?\*

**- 10% (1)**

**- A quarter (2)**

**- Half (3)**

**- More than half (4)**

**- NR (5)**

Answer if “Less money than” is selected for Q7:

Q11 By how much did your income decrease during the World Cup?\*

**- 10% (1)**

**- A quarter (2)**

**- Half (3)**

**- More than half (4)**

**- NR (5)**

Q18 During the World Cup, do you believe that police repression against street vendors:\*

**- Increased (1)**

**- Decreased (2)**

**- Or remained the same? (3)**

**- NR (4)**

Q19 Have the police ever confiscated your merchandise?

**- Yes (1)**

**- No (2)**

**- NR (3)**

Answer if “Yes” is selected for Q19:

Q48 When was the last time that happened?

Q23 Have you ever received a fine for working as a street vendor or paid a fee to recover merchandise?

**- Yes (1)**

**- No (2)**

**- NR (3)**

Answer if “Yes” is selected for Q23:

Q49 When was the last time that happened?

Q28 For how long have you worked as a street vendor?

Q29 Before being a street vendor, did you have another job?

**- Yes (1)**

**- No (2)**

**- NR (3)**

**Answer if “Yes” is selected for Q29:**

**What was your job?**

Answer if “Yes” is selected for Q29:

Q30 In this previous job, did you have a formal contract?

**- Yes (1)**

**- No (2)**

**- NR (3)**

Answer if “Yes” is selected for Q29:

Q31 In this previous job, were you part of a union?

**- Yes (1)**

**- No (2)**

**- NR (3)**

Q48 What is the highest level of education that you completed?

**- Did not complete elementary school (1)**

**- Elementary school (2)**

**- High school (4)**

**- University (5)**

**- NR (6)**

Q35 Do you think the government cares about improving the situation of street vendors?

**- Yes (1)**

**- No (2)**

**- NR (3)**

Q49 What are the two most important things that the city did for street vendors in the past year?

**1. \_\_\_\_\_\_\_\_ (1)**

**2. \_\_\_\_\_\_\_\_ (2)**

**3. NR, cannot think of anything (3)**

**4. Nothing (4)**

Q61 Can you tell me if you are affiliated with any of the following groups?

Yes (1) No (2) NR (3)

**Neighborhood association**

**Club or sports association**

**Church**

**NGO**

**Other**

Q43 Are you affiliated with any street vendor association or union?

**- Yes (1)**

**- No (2)**

**- NR (3)**

Answer if “Yes” is selected for Q43:

Q44 In what year did you enter this association / union?

Q37 Have you ever held a leadership position in any organization?

**- Yes (1)**

**- No (2)**

**- NR (3)**

Q41 In the last twelve months, did you participate in any demonstration or public protest?

**- Yes (1)**

**- No (2)**

**- NR (3)**

Q47 In the last twelve months, did you request help or send a request to any politician, official or city government?\*

**- Yes (1)**

**- No (2)**

**- NR (3)**

Q48 In the last twelve months did you participate in any meeting or public hearing with the city or with some politician?

**- Yes (1)**

**- No (2)**

**- NR (3)**

Q52 Finally, to get an idea of ​​the economic status of street vendors in general, could you tell me if you have/own any of the following items?

Yes (1) No (2) NR (3)

1. Cellphone
2. T.V.
3. More than one bathroom at home
4. Personal computer
5. Internet at home
6. Car
7. House

Q53 We have reached the end of the survey. Thank you for your participation. You can finish the survey now, or answer one last question. [If the subject agrees] If we were to write a letter to the city council about the problems that street vendors face, what demands or suggestions would you like us to put in the letter?

Q54 Enumerator\*

**- 1 (1)**

**- 2 (2)**

Q57 Gender\*

**- Woman (1)**

**- Man (2)**

**- Other (3)**

Q27 Age (NR: estimated 20, 40, 60)\*

**- Less Than 20 (1)**

**- Between 21 and 30 (2)**

**- Between 31 and 40 (3)**

**- Between 41 and 50 (4)**

**- Between 51 and 60 (5)**

**- Over 60 (6)**

**- NR (7) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Q58 Race/ethnicity\*

**- White (1)**

**- Afro-Brazilian (2)**

**- Mestico (3)**

**- Indigenous (4)**

**- Asian (5)**

**- Other (6) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Q59 Nationality\*

**- Brazilian (1)**

**- South American (not Brazilian) (2)**

**- African (not Brazilian) (3)**

**- Other (4) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Q65 Any visible physical disability?\*

**- Yes (1)**

**- No (2)**

Q60 Merchandise sold at the stall: \*

**- Fresh / homemade food (1)**

**- Packaged Food (2)**

**- Cigarettes / drinks (3)**

**- Electronic and accessories (4)**

**- Clothing (including bags) (5)**

**- Clothing accessories (including shoes, watches, jewelry, belts, wallets) (6)**

**- Tools (7)**

**- Toys / gadgets (8)**

**- Other (9) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**- Brazil / World Cup-branded items (10)**

*Original survey in Portuguese:*

Oi. Meu nome é  \_\_\_\_\_. Sou estudante da REDACTED nos Estados Unidos. Junto a um colega, estamos fazendo uma pesquisa sobre o que aconteceu com os ambulantes durante a Copa. Demora 5 minutos. A pesquisa é totalmente anónima. Não pedimos seu nome nem nemhuma informação sobre sua identidade. Somos pesquisadores independentes. Não trabalhamos para nenhuma ONG, orgão do governo, sindicato ou associação. Todas a perguntas são voluntárias. Você pode interromper a entrevista em qualquer momento. Tambem pode não responder qualquer pergunta que não quiser responder. Nosso objetivo e avaliar os problemas que os ambulantes tiveram durante a Copa. Aceitaria participar? Obrigado/a

Q1 O/a senhor/a trabalhou como ambulante durante a Copa?

* Sim (1)
* Não (2)
* NR (3)

Answer If O/a senhor/a trabalhou como ambulante durante a Copa? Não Is Selected

Q2 Por que não trabalhou como ambulante durante a Copa?  (Não leia as opções)

* Tinha muita fiscalização (1)
* Tomou ferias (2)
* Outro (3) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* NR (4)

Answer If O/a senhor/a trabalhou como ambulante durante a Copa? Não Is Selected

Q3 Como fez o/a senhor/a para pagar as contas durante a Copa?

* Poupança (1)
* Ajuda de familiares (2)
* Outro servico/Qual (3) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Outro (4) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* NR (5)

If Poupança Is Displayed, Then Skip To Durante a Copa, o/a senhor/a acredita...

Q47 Durante o mes da Copa, o/a senhor/a vendeu mercadoria da Copa?

* Sim (1)
* Nao (2)
* NR (3)

Q7 Durante o mês da Copa, o/a senhor/a ganhou:

* Mais dinheiro (1)
* Menos dinheiro (2)
* Ou igual que antes da Copa (3)
* NR (4)

Answer If Durante o mês da Copa, o/a senhor/a ganhou: Mais dinheiro Is Selected

Q8 Quanto aumentou sua renda durante a Copa? (If not understood: Quanto dinheiro a mais ganhou durante a Copa?)

* 10% (1)
* um quarto (2)
* a metade (3)
* mais da metade (4)
* NR (5)

Answer If Durante o mês da Copa, o/a senhor/a ganhou: Menos dinheiro Is Selected

Q11 Quanto diminuiu sua renda durante a Copa? (If not understood: Quanto dinheiro a menos ganhou durante a Copa?)

* 10% (1)
* um quarto (2)
* a metade (3)
* mais da metade (4)
* NR (5)

Q18 Durante a Copa, o/a senhor/a acredita que a repressão contra os ambulantes:

* Aumentou (1)
* Diminuiu (2)
* Ou ficou igual? (3)
* NR (4)

Q19 Alguma vez na sua vida, algum policial aprendeu sua mercadoria? (If asked for clarification: autoridade)

* Sim (1)
* Não (2)
* NR (3)

Q48 Quando foi a ultima vez que isso aconteceu?

Q23 O/a senhor/a ja recebeu alguma multa por trabalhar como ambulante ou pagou alguma taxa para recuperar mercadoria?

* Sim (1)
* Não (2)
* NR (3)

Q49 Quando foi a ultima vez que isso aconteceu?

Q28 Quantos anos faz que o/a senhor/a trabalha como ambulante?

Q29 Antes de ser ambulante, o/a senhor/a teve outro trabalho?

* Sim/Qual (1) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Nao (2)
* NR (3)

If Sim/Qual Is Not Selected, Then Skip To Qual foi o último ciclo de ensino que...

Q30 Nesse emprego anterior, o/a senhor/a tinha carteira assinada?

* Sim (1)
* Não (2)
* NR (3)

Q31 Nesse emprego anterior, o/a senhor/a era sindicalizado?

* Sim (1)
* Não (2)
* NR (3)

Q48 Qual foi o último ciclo de ensino que o/a senhor/a completou?

* Basico incompleto (1)
* Basico (2)
* Medio (4)
* Universitario (5)
* NR (6)

Q35 O/a senhor/a acredita que o governo se preocupa em melhorar a situação dos ambulantes?

* Sim (1)
* Não (2)
* NR (3)

Q49 Quais sao as duas coisas mais importantes que a prefeitura fez pelos ambulantes no ultimo ano?

1. (1)

2. (2)

Se mais de 5 segundos 5s, NR otherwise (3)

Nada "n" (4)

Q61 O/a senhor/a pode me dizer se esta afiliado com algum dos seguintes grupos?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Sim (1) | Não (2) | NR (3) |
| Associação de moradores (1) |  |  |  |
| Clube ou associação desportivo (2) |  |  |  |
| Igreja (3) |  |  |  |
| ONG (4) |  |  |  |
| Outro (5) |  |  |  |

Q43 O/a senhor/a esta afiliado à alguma associação ou sindicato de ambulantes?

* Sim (1)
* Não (2)
* NR (3)

Answer If O/a senhor/a esta afiliado à alguma associação ou sindicato de ambulantes? Sim Is Selected

Q44 Em que ano o/a senhor/a entrou nessa associação/sindicato?

Q37 O/a senhor/a já ocupou uma posição de liderança em alguma organização?

* Sim (1)
* Não (2)
* NR (3)

Q41 Nos últimos doze meses, o/a senhor/a participou de alguma manifestação ou protesto público?

* Sim (1)
* Não (2)
* NR (3)

Q47 Nos últimos doze meses, o/a senhor/a solicitou ajuda ou enviou um pedido a algum politico, funcionário ou orgão da Prefeitura?

* Sim (1)
* Não (2)
* NR (3)

Q48 Nos últimos doze meses o/a senhor/a participou de alguma reunião ou audiência pública com a prefeitura ou com algum politico?

* Sim (1)
* Não (2)
* NR (3)

Q52 Finalmente, para ter uma ideia da situação econômica dos ambulantes em geral, o/a senhor/a poderia me dizer se o/a senhor/a possui algum dos seguintes itens?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Sim (1) | Nao (2) | NR (3) |
| Celular (1) |  |  |  |
| Televisão (2) |  |  |  |
| Mais que um banheiro (3) |  |  |  |
| Computador (4) |  |  |  |
| Internet em casa (5) |  |  |  |
| Carro (6) |  |  |  |
| Casa propria (7) |  |  |  |

Q53 Chegamos ao final da pesquisa. Obrigado por sua participação. O/a senhor/a pode terminar a pesquisa agora, ou responder a uma última pergunta.  [If the subject agrees] Se a gente for escrever uma carta para a prefeitura sobre os problemas que os ambulantes enfrentam, quais sao as demandas ou sugestoes que o/a senhor/a gostaria de colocar?

Q54 Enumerator

* 1 (1)
* 2 (2)

Q57 Genero

* Mulher (1)
* Homem (2)

Q27 Que idade o/a senhor/a tem? (NR: estima 20, 40, 60)

* menos de 20 (1)
* entre 21 e 30 (2)
* entre 31 e 40 (3)
* entre 41 e 50 (4)
* entre 51 e 60 (5)
* mais de 60 (6)
* NR (7) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q58 Cor/etnia

* Branco (1)
* Afro-Brasileiro (2)
* Mestico (3)
* Indigena (4)
* Asiatico (5)
* Outro (6) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q59 Nacionalidade

* Brasileiro (1)
* Sudamericano nao brasileiro (2)
* Africano nao brasileiro (3)
* Outro (4) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q65 O ambulante tem uma deficiencia fisica visivel?

* Sim (1)
* Nao (2)

Q60 Mercadoria

* Fresh/homemade food (1)
* Packaged food (2)
* Cigarettes/drinks (3)
* Electronics/accessories (4)
* Clothing (including bags) (5)
* Clothing accessories (including shoes, watches, jewelry, belts, wallets) (6)
* Tools (7)
* Toys/gadgets (8)
* Other (9) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Brazil/World Cup-branded items (10)
1. LAPOP questionnaires can be found at <http://www.vanderbilt.edu/lapop/core-surveys.php>. The WIEGO questionnaire is available on request; please contact the organization directly through http://wiego.org. [↑](#endnote-ref-1)