

Innovation in the Western Cape Cultural and Creative Industries, 2020-2022



Interview Questions

INFORMAL BUSINESSES & HOUSEHOLDS

> Start Here

This document is 8-pages in length and consists of:

- **Cover, study and informed consent information** (2 pages)
- **Survey questionnaire:**
 1. *General information* (1.5 pages)
 2. *Innovation* (2.5 pages)
 3. *Participant details* (1 page)

About this project

Hi, I'm Gerard Patrick Ralphs from the University of Johannesburg. I am doing an economic research project in the Western Cape for my PhD. I am also an artist. I would like to invite your informal business or household to participate.



What my project is about

My research is about **innovation in the Western Cape cultural and creative industries**, including how and why innovation takes place or why it does not.

What is innovation?

Basically, innovation **is introducing something new or making something better** in your informal business or household (see also next page). For this research project, the innovation **must have been put into use/implemented** in your informal business or household **between start of 2020 and end of 2022**.

Why you were chosen

I have identified your informal business or household as forming part of the cultural and creative industries in the Western Cape.

What I will ask you to do

I must explain my study to you and then ask for your permission to participate. If you decide to participate, I will ask you to answer some questions – by yourself, or with me in an interview. If I interview you I will record the interview and take some notes. **I might also ask you if I can take some photographs of you/your business.**

Important information

This study has been approved by the UJ College of Business and Economics Research Ethics Committee (clearance code: 21SECO040). If you have any questions, you can ask them now or later (WhatsApp 072 148 2036).

Agreement to join*

We can stop at any time

You do not have to answer any question if you do not want to, even after agreeing to participate. You do not have to give any reason for not answering.

Your information

Only I will have access to your answers. You can request a copy. I will not use your name unless you say it is OK. The research will be stored at the University of Johannesburg.

Risks and benefits

I do not see any risk of injury/harm from your participation in this research. There is no money or other benefit for participating. Each study participant will receive a short report at the end of the project.

To provide your consent, please tick as applicable below

- ☐ Gerard Ralphs has explained the research project to me. **I agree to participate.**
- ☐ I agree for my voice to be recorded and photographs of me/my business to be taken and used in the research reports.

Name of Study Participant

Date

*A family member, friend or colleague can be asked to assist the study participant to review and complete this form with the participant.

- ☐ I confirm that the research has explained the research project to the participant and the participant has given their consent to participate freely.

Name of family member, friend or colleague

Date

What is innovation?

There are 3 important things about innovation to note:

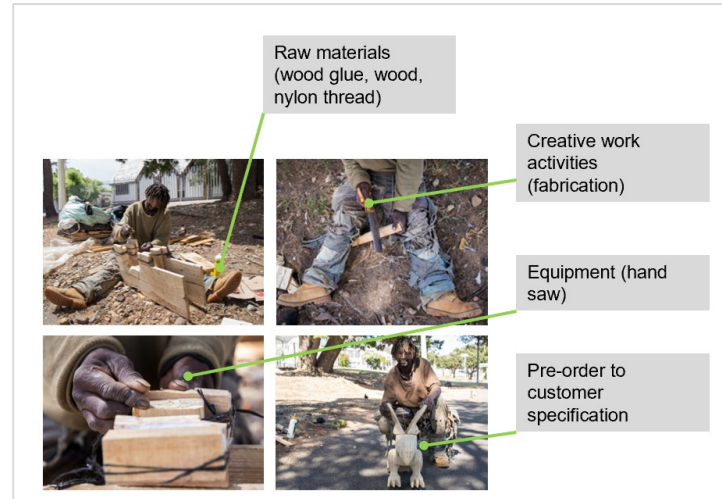
1. Basically, innovation is ***making something new*** or ***making something better***.
2. It can be a ***product (something you use/sell*** or a ***service you provide)*** or a ***process (how you make/sell/provide a product)*** that changes.
3. This new or better product or process ***must have been put into use/ implemented/made available to customers/users*** in your informal business or household for it to be an innovation.

An innovation is usually ***developed through some activities***, such as:

- ***buying*** new tools, technology, machinery and/or equipment, including Internet facilities and other connected devices
- ***looking for*** cheaper or better-quality sources of supply of tools or raw materials
- ***making changes*** to buildings, vehicles or other equipment/structures
- ***finding out*** if your customers/users were happy or willing to buy/use something new

Example 1: Informal business

Michael Helsie*, a Cape Town wood sculptor, manufactured and marketed animal sculptures to inner city buyers. He positioned his workspace and business at a busy highway offramp, near the central business district, attracting buyers coming into the city as well as residents.

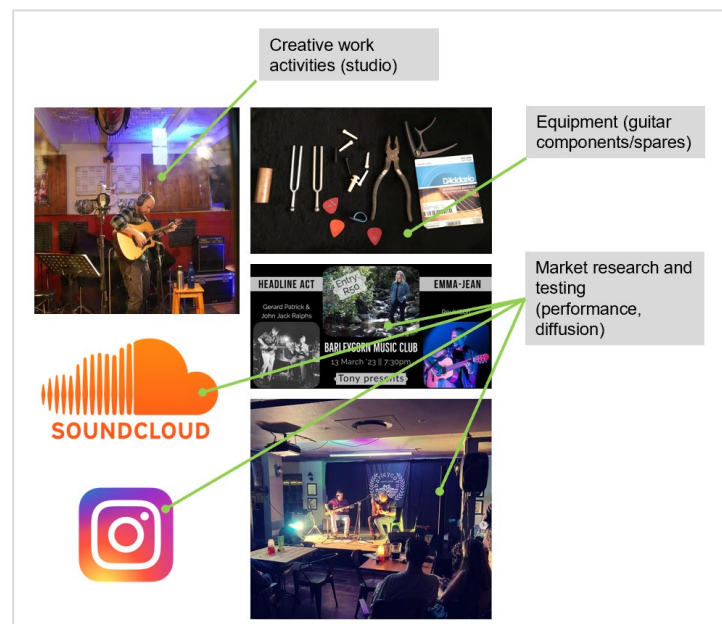


Source: Michael Helsie/Groundup*

*<https://www.groundup.org.za/article/michael-sculpture/>

Example 2: Household

Gerard Patrick*, a self-taught Cape Town singer-songwriter, wrote and performed some original songs to audiences at a local music club in 2022. He also worked with a local recording studio to produce sound engineered/mixed tracks for distribution at no cost via SoundCloud.



*Source: The Researcher

1. What you do

Name of household/informal business	
Location of household/informal business	
Name and surname of respondent	
Email (if available)	
Mobile (if available)	

For researcher's use only

Domain	
Sub-class (SIC7)	
Project ID	
GPS coordinates	
Date of interview	
Place of interview	
Interview start time	
Interview end time	

1.1 What job(s) do you do?

	Tick applicable
a. Own an informal business producing and selling goods or services (e.g. art, music, books, etc.)	
b. Own an informal business buying and selling goods or services (e.g. art, music, books, etc.)	
c. Own an informal business buying, modifying and selling goods or services (e.g. restoration)	

* **Informal businesses** are usually cash-based, not registered with Companies and Intellectual Properties Commission, and are not VAT registered. They may employ one or more people.



> **Stop here:** If you ticked **a-c**, please continue with question 1.2.

d. Freelancer or Self-employed working on contracts for a few businesses/organisations	
e. Full-time employed by a formal registered business/organisation	
f. Part-time employed by a formal registered business or organisation	
g. Full-time employed by an informal business or organisation	
h. Part-time employed by an informal business or organisation	



> **Stop here:** If you ticked **d-h**, please go to question 2.1. If you ticked nothing you do not need to continue further and may return the questionnaire.

1.2 Where do you operate your business from?

	Tick all that apply
a. At home – with its own space (e.g. a separate room(s) inside the main dwelling)	
b. At home – without its own space (e.g. a family room)	
c. In a structure attached to your dwelling(s)/on same plot (e.g. workshop)	
d. In a non-residential building (e.g. an office block, factory or studio space)	
e. From/near a taxi rank, bus or train station	
f. On a footpath, street or public open space	
g. Inside a market, mall, restaurant, tavern or night club	
h. Outside a market, mall, restaurant or night club	
i. No fixed location/mobile	
j. At customers' homes or offices	
k. Other (tick then add details below)	

1.3 Why did you start this business?

	Tick all that apply
a. Family tradition/inherited	
b. Unemployed/no other income sources	
c. Retrenched from job	
d. Not enough income from other sources	
e. I liked the activity	
f. The opportunity came up	
g. I had the skills for this business	
h. I had the equipment for this business	
i. To feed my family or send children to school	
j. I only needed a small amount of money to start the business	
k. Unhappiness with previous work	
l. Other (tick then add details below)	

1.4 How did you get funding to start?

	Tick all that apply
a. Own funds	
b. Bank loan	
c. Family or friends	
d. Other (tick then add details below)	

1.5 How long have you had this business?

Years		Months	
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1.6 Have you ever received any financial support from government?

Yes		No	
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1.7 How profitable do you find your business?

	Tick one only
Very profitable	
Quite profitable	
Not profitable	

1.8a Do you have any employees?

Yes		No	
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If **Yes**, how many employees do you have:

All year round		Part of the year	
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1.9 Can you provide a rough estimate of your business sales for January to December 2022?

Business sales in 2022 (Rands)	
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1.10 Who are your main customers?

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1.11 Do you produce a lot for people to collect and sell for you?

Yes		No	
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1.12 Do you have some of your products (goods or services) in shopping malls or street shops?

Yes		No	
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1.13a Do you get other benefits from your business in addition to the profit?

Yes		No	
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If **Yes**, what are these benefits?

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1.13b Does anyone else get other benefits from your business in addition to, for example, being an employee or a customer?

Yes		No	
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If **Yes**, what are these benefits?

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1.14 Do you use any of these technologies to run your business?

	Tick all that apply
A website for your business	
Facebook	
WhatsApp	
Instagram	
Twitter/X	
SnapScan/YoCo	
Other (tick then add details below)	

2. Innovation

2.1 **A product can be a good/thing or a service/something you do for your customers or for you own reasons at home.** In 2020 to 2022, did you ever create your own new products or change products and then supply these new products or changed products (e.g. to customers, your family, friends, etc)?

Yes		No	
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2.2 Did you do this for your employer, for your own business, for yourself/family/friends, or for another reason?

Employer		Own business	
For myself/my family/my friends		For an investor	
For my community		Another reason	

If **Another reason**, what was this?

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2.3 At the time you developed these products, could you buy similar products somewhere else?

Yes		No	
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2.4 What kind of products did you create?

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*If possible, please send some photos on WhatsApp to 0721482036

2.5 What was new or much better about these products?

2.6 You mentioned some of the products you have made or modified. Which is the most important one?

2.7 Within the past three years, 2020 to 2022, did you ever create your own new processes/way of doing things or change the processes/ways of doing things you had, and then use this new/changed process?

Yes		No	
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2.8 Did you do this for your employer, for your own business, for yourself, or for another reason?

Employer		Own business	
For myself/my family/my friends		For an investor	
For my community		Another reason	

If **Another reason**, what was this?

2.9 At the time you developed these processes, could you have bought similar processes somewhere else?

Yes		No	
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2.10 What kind of processes did you create?

I created new or better methods for:	Yes	No
a. Producing or making goods or providing services		
b. Transport/delivery/logistics		
c. Communicating or accessing/storing information		
d. Managing money/finance		
e. Working with other businesses/organisations/households		
f. Managing my informal business or household		
g. Selling or making my customers/users aware of my goods/services		

2.11 What was new or much better about one of these processes?

*If possible, please send some photos on WhatsApp to 0721482036

2.12 Why did you develop this innovation? I will give you a list of reasons.

	Please tick all that apply
a. I personally needed it	
b. I wanted to sell it/make money	
c. I wanted to learn/develop my skills	
d. I was helping other people	
e. I did it for fun of doing it	

2.13 Did you work with other people to develop this innovation?

Yes		No	
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2.14 How many others contributed to developing this innovation?

Number of people	
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2.15 What kind of knowledge experiences helped you to develop this innovation?

I used:	Yes	No
a. Traditional/family/ancestral knowledge		
b. Apprenticeship/on-the-job training		
c. My formal education (school, university, etc)		
d. Experience from previous work		
e. Learning while doing business every day (e.g. operating, customer feedback, etc.)		
f. Searching for knowledge from information supplied online, in libraries, newspapers, etc		
g. From work experience as an employee in a formal business		

2.16 About how much time did you spend developing this innovation?

	About how many in total
Hours?	
Days?	
Weeks?	
Months?	
Years?	

2.18 Did you spend any money on this innovation?

Yes		No	
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2.19 About how much?

Rands	
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2.20 Did you ever access finance/need money from somewhere **for your innovation?**

	Yes	No
a. Commercial banks		
b. Stokvels (community savings schemes)		
c. Loan sharks		
d. Friends or family for loans		
e. Venture capital organisations		
f. Microfinance banks		

2.21 Did you do any of these activities in 2020 to 2022 in developing your innovation:

	Yes	No
a. Buy new tools, technology, machinery and/or equipment		
b. Buy internet facilities and other connected devices		
c. Look for cheaper or better-quality sources of supply of tools or raw materials		
d. Make changes to buildings, vehicles or other equipment/structures		
e. Find out if your customers/users were happy or willing to buy/use something new		

2.22 During 2020 to 2022, how much did these impact your informal business or household **innovation activities?**

High: Stopped for **more than 2 years** | **Medium:** Stopped for **1-2 years** | **Low:** Stopped for **less than 1 year** | **Not important:** Nothing has stopped innovation activities

High (H), Medium (M), Low (L), Not important (NI)	H	M	L	NI
Political factors				
a. Changes in the government policies and/or leadership				
b. Protest action/crises inside the community				
Economic/financial factors				
c. High cost of buying technologies/equipment/tools				
d. Fierce competition				
e. Employees leave to go to work for others				
f. High cost of training of workers to learn new skills				
g. Unavailability of funding from family or friends				
h. Banks/finance institutions not willing to fund businesses with low turnover				
<i>Continued in next column</i>				

High (H), Medium (M), Low (L), Not important (NI)	H	M	L	NI
Social factors				
i. Poor interaction between businesses and knowledgeable people from NGOs, universities, incubators, etc.				
j. High levels of crime				
Technology factors				
k. Difficulty accessing Wi-Fi/data				
l. Lack of training new technologies/ways of doing business				
Environmental/spatial factors				
m. Difficulty accessing infrastructure (e.g. electricity, water, etc.)				
n. Distance of business to sources of raw materials/supplies				
o. Distance between where goods and services produced and where sold				

2.23 Where did you go to find the information that you used to develop your innovation and how important were these sources of information?

High (H), Medium (M), Low (L), Not important (NI)	H	M	L	NI
Internal sources				
a. Sources within your informal business/household				
Market/community sources				
b. Sources within competitor businesses (formal or informal)				
c. Suppliers of tools, equipment, raw materials, components or software				
d. Customers				
e. Indigenous/traditional knowledge practitioners				
f. Religious/church groups or community associations, societies, or clubs				
g. Trade fairs, conferences, exhibitions				
h. Professional and trade associations				
Institutional sources				
i. Public research organisations (e.g. HSRC, CSIR, etc.)				
j. Government departments or agencies				
k. Universities				
Training sources				
l. TVET colleges and other technical colleges				
m. Larger businesses through mentorship				
n. Organisations that provide other forms of mentorship				
Media sources				
o. Trade/technical publications				
p. Academic research journals				
q. Websites, social media, catalogues, brochures, magazines, etc				

2.24 Did you **work together/collaborate** to develop your innovation and where were your collaborators located?

A Located in City of Cape Town Metropolitan Municipality | **B** Located in Other District Municipalities in the Western Cape Province | **C** Located in any Other Province in South Africa | **D** Located in the rest of Africa | **E** Located in all Other Countries

Type of collaborator	A	B	C	D	E
a. Businesses	-	-		-	-
a.1 Suppliers of equipment, materials, components or software					
a.2 Businesses that are your clients or customers					
a.3 Businesses that are your competitors					
a.4 Other businesses					
a.5 Consultants (commercial laboratories or private research institutions)					
b. Universities or other higher education institutions					
c. Government or public research institutes					
d. Clients or customers from the public sector*					
e. NGOs/NPOs					
f. Informal businesses					
g. Households (e.g. customers)					

2.25 Did you use any of the following methods to protect this innovation?

	Yes	No
a. Keeping the know-how secret by refusing to share this with anyone		
b. Documenting know-how in diaries and other records		
c. Making the design of the product or process to difficult to copy		
d. Sharing only some information with employees/apprentices/customers/competitors		
e. Keeping employees/apprentices with great skills and knowledge by all means		

2.26 If any person or a business would offer you some kind of payment or exchange, would you be willing to share your innovation?

Yes		No	
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About you

3.1 Gender: How do you identify yourself?

Man		Woman		Non-binary		Prefer to self-describe	
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I self-describe as

3.2 What is your age?

Years

3.3 What is your formal educational level?

	Please tick
Little-to-no formal education	
Primary	
Intermediate (Grade 9)	
Secondary (School leaving certificate, matric)	
Tertiary (please specify below)	
Diploma	
Bachelor's degree	
Master's	
PhD	

3.4 About how much money did you typically **spend** in one month in 2022?

	Please tick
R839 or less	
Between R840 and R2223	
Between R2224 and R4651	
Between R4652 and R21507	
More than R21507	

We are the end of the questionnaire.

Thank you very much for your time to participate.

If you filled this out electronically, please save a version of this questionnaire on your desktop, before returning it to me by attaching it yourself to an email addressed to 220164261@student.uj.ac.za.

