|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Appendix Table 1 Socioeconomics Variables** |  |  |  |  |  |  |
|  | **Full Data Set** | **Kano** |  | **Abuja** |  | **Lagos** |  |
|   | Under 59,999 | 60,000-99,999 | Above 100,000 | Imported | Domestic | All | Under 59,999 | 60,000-99,999 | Above 100,000 | All | Under 59,999 | 60,000-99,999 | Above 100,000 | All | Under 59,999 | 60,000-99,999 | Above 100,000 | All |
| **Household Size** |  |  |   |   |   |   |  |  |   |   |  |  |   |   |  |  |   |   |
| Min | 2.00 | 2.00 | 2.00 | 2.00 | 2.00 | 2.00 | 3.00 | 4.00 | 4.00 | 3 | 2.00 | 2.00 | 3.00 | 2.00 | NA | 2.00 | 2.00 | 2 |
| Mean | 6.50a | 7.02a | 6.30a | 5.90a | 6.95b | 6.60\* | 6.00a | 8.21a | 7.88a | 7.93\*\* | 6.64a | 6.28a | 6.61a | 6.46\* | NA | 4.22a | 5.56b | 5.43\*\*\* |
| Max | 18.00 | 20.00 | 18.00 | 17.00 | 20.00 | 20.00 | 8.00 | 20.00 | 15.00 | 20 | 18.00 | 19.00 | 18.00 | 19.00 | NA | 6.00 | 12.00 | 12 |
| SD | 4.02 | 3.26 | 2.83 | 2.62 | 3.34 | 3.15 | 2.28 | 3.45 | 3.17 | 3.29 | 4.41 | 2.77 | 4.43 | 3.66 | NA | 1.20 | 1.56 | 1.57 |
| **Gender (Female)** |  |  |   |  |   |   |  |  |   |   |  |  |   |   |  |  |   |   |
| Min | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | NA | 0.00 | 0.00 | 0 |
| Mean | 0.68a | 0.78a | 0.83a | 0.86a | 0.76b | 0.80\* | 0.33a | 0.77a | 0.66a | 0.70\* | 0.77a | 0.77a | 0.74a | 0.76\* | NA | 0.89a | 0.94a | 0.93\*\* |
| Max | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | NA | 1.00 | 1.00 | 1 |
| SD | 0.48 | 0.42 | 0.37 | 0.35 | 0.43 | 0.40 | 0.52 | 0.42 | 0.48 | 0.46 | 0.43 | 0.43 | 0.45 | 0.43 | NA | 0.33 | 0.25 | 0.25 |
| **Rice Purchase (Bagged)** |  |  |   |  |   |   |  |  |   |   |  |  |   |   |  |  |   |   |
| Min | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0 | 0.00 | 0.00 | 0.00 | 0.00 | NA | 0.00 | 0.00 | 0 |
| Mean | 0.18a | 0.15a | 0.35b | 0.27a | 0.25a | 0.26\* | 0.33a | 0.13a | 0.28a | 0.20\* | 0.14a | 0.16a | 0.61b | 0.27\* | NA | 0.22a | 0.31a | 0.30\* |
| Max | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1 | 1.00 | 1.00 | 1.00 | 1.00 | NA | 1.00 | 1.00 | 1 |
| SD | 0.39 | 0.36 | 0.48 | 0.45 | 0.43 | 0.44 | 0.52 | 0.33 | 0.46 | 0.40 | 0.35 | 0.38 | 0.50 | 0.45 | NA | 0.44 | 0.46 | 0.46 |
| **Kg per Week** |  |  |   |  |   |   |  |  |   |   |  |  |   |   |  |  |   |   |
| Min | 0.60 | 0.80 | 0.80 | 1.20 | 0.60 | 0.60 | 1.80 | 2.40 | 1.80 | 1.80 | 0.60 | 1.00 | 1.20 | 0.60 | NA | 0.80 | 0.80 | 0.80 |
| Mean | 4.47a | 4.78a | 4.54a | 3.82a | 5.03b | 4.62\* | 4.90a | 6.08a | 6.04a | 5.98\*\* | 4.36a | 3.67a | 4.47a | 4.05\* | NA | 3.11a | 3.94a | 3.86\*\*\* |
| Max | 14.40 | 14.40 | 12.00 | 12.00 | 14.40 | 14.40 | 7.20 | 14.40 | 10.80 | 14.40 | 14.40 | 8.40 | 12.00 | 14.40 | NA | 7.20 | 8.00 | 8.00 |
| SD | 3.55 | 2.58 | 2.37 | 2.07 | 2.74 | 2.59 | 2.09 | 2.57 | 2.80 | 2.62 | 3.89 | 1.96 | 2.84 | 2.77 | NA | 1.95 | 1.69 | 1.73 |
| **Trust Authorities** |  |  |   |  |   |   |  |  |   |   |  |  |   |   |  |  |   |   |
| Min | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | NA | 0.00 | 0.00 | 0.00 |
| Mean | 0.46a | 0.29a | 0.08b | 0.33a | 0.13b | 0.20\* | 0.17a | 0.15a | 0.06a | 0.12\* | 0.55a | 0.49a | 0.35a | 0.47\*\* | NA | 0.11a | 0.00a | 0.01\*\*\* |
| Max | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | NA | 1.00 | 0.00 | 1.00 |
| SD | 0.51 | 0.46 | 0.26 | 0.47 | 0.34 | 0.40 | 0.41 | 0.36 | 0.25 | 0.32 | 0.51 | 0.51 | 0.49 | 0.50 | NA | 0.33 | 0.00 | 0.10 |
| **Education Level (Count)** |  |  |   |  |   |   |  |  |   |   |  |  |   |   |  |  |   |   |
| Elementary or Less | 11 | 35 | 3 | 4 | 45 | 49 | 3 | 27 | 3 | 33 | 8 | 6 | 0 | 14 | NA | 2 | 0 | 2 |
| High School | 14 | 50 | 52 | 35 | 81 | 116 | 3 | 21 | 18 | 42 | 11 | 24 | 6 | 41 | NA | 5 | 28 | 33 |
| University | 2 | 15 | 74 | 46 | 45 | 91 | 0 | 0 | 10 | 10 | 2 | 13 | 14 | 29 | NA | 2 | 50 | 52 |
| Post-Graduate | 1 | 0 | 4 | 3 | 2 | 5 | 0 | 0 | 1 | 1 | 1 | 0 | 3 | 4 | NA | 0 | 0 | 0 |
| **Average Monthly Income (Count)** |  |  |   |  |   |   |  |  |   |   |  |  |   |   |  |  |   |   |
| Less than 59,999 | 28 | - | - | 9 | 19 | 28 | 6 | - | - | 6 | 22 | - | - | 22 | 0 | - | - | 0 |
| 60,000-99,999 | - | 100 | - | 23 | 77 | 100 | - | 48 | - | 48 | - | 43 | - | 43 | - | 9 | - | 9 |
| More than 100,000 | - | - | 133 | 56 | 77 | 133 | - | - | 32 | 32 | - | - | 23 | 23 | - | - | 78 | 78 |
|   |  |  |   |  |   |   |  |  |   |   |  |  |   |   |  |  |   |   |
| Observations | 28 | 100 | 133 | 88 | 173 | 261.00 | 6 | 48 | 32 | 86.00 | 22 | 43 | 23 | 88.00 | 0 | 9 | 78 | 87.00 |

Variables with different letters (a,b,c) indicates statistical difference at the 5% within data subset. Variables with differing stars (\*, \*\*, \*\*\*) indicates statistical difference at the 5% across data subsets.

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| **Appendix Table 2 Survey Rankings** |
| **Full Data Set** |  |
|  |  What are the three main reasons you buy rice that way? | What are the three main reasons to choose the rice you buy? | What are the three main reasons for cleaning/ washing it? |
| Count | Trust the rice brand | Trust the seller | Care about rice quality | Care about rice safety | Care about price | Other | Trust rice brand | Trust the seller | Price | Rice color | Cleanliness | Kernel Size | Amount of broken rice | Amount of chalky/ opaque rice | Other | Remove foreign matter | Pre-soak the rice so it cooks faster | Remove colored or opaque rice | Customary but do not know why | Other |
| Rank 1 | 111 | 2 | 77 | 1 | 53 | 18 | 100 | 2 | 37 | 6 | 76 | 8 | 0 | 0 | 34 | 235 | 0 | 6 | 1 | 18 |
|  Rank 2 | 55 | 11 | 96 | 4 | 81 | 16 | 54 | 8 | 106 | 11 | 42 | 19 | 0 | 0 | 23 | 24 | 0 | 154 | 0 | 83 |
| Rank 3 | 57 | 12 | 61 | 6 | 115 | 13 | 56 | 12 | 97 | 5 | 37 | 15 | 0 | 1 | 40 | 0 | 3 | 44 | 123 | 92 |
| Total  | 223 | 25 | 234 | 11 | 249 | 47 | 210 | 22 | 240 | 22 | 155 | 42 | 0 | 1 | 97 | 259 | 3 | 204 | 124 | 193 |
| **Abuja** |
|  |  What are the three main reasons you buy rice that way? | What are the three main reasons to choose the rice you buy? | What are the three main reasons for cleaning/ washing it? |
|  | Trust the rice brand | Trust the seller | Care about rice quality | Care about rice safety | Care about price | Other | Trust rice brand | Trust the seller | Price | Rice color | Cleanliness | Kernel Size | Amount of broken rice | Amount of chalky/ opaque rice | Other | Remove foreign matter | Pre-soak the rice so it cooks faster | Remove colored or opaque rice | Customary but do not know why | Other |
| Rank 1 | 27 | 0 | 31 | 0 | 32 | 10 | 20 | 2 | 25 | 0 | 41 | 0 | 0 | 0 | 12 | 80 | 0 | 4 | 1 | 13 |
|  Rank 2 | 31 | 10 | 30 | 3 | 21 | 4 | 34 | 7 | 30 | 7 | 14 | 1 | 0 | 0 | 8 | 17 | 0 | 28 | 0 | 54 |
| Rank 3 | 23 | 10 | 22 | 5 | 36 | 5 | 26 | 12 | 29 | 5 | 20 | 0 | 0 | 0 | 7 | 0 | 0 | 19 | 61 | 18 |
| Total  | 81 | 20 | 83 | 8 | 89 | 19 | 80 | 21 | 84 | 12 | 75 | 1 | 0 | 0 | 27 | 97 | 0 | 51 | 62 | 85 |
| **Kano** |
|  |  What are the three main reasons you buy rice that way? | What are the three main reasons to choose the rice you buy? | What are the three main reasons for cleaning/ washing it? |
|  | Trust the rice brand | Trust the seller | Care about rice quality | Care about rice safety | Care about price | Other | Trust rice brand | Trust the seller | Price | Rice color | Cleanliness | Kernel Size | Amount of broken rice | Amount of chalky/ opaque rice | Other | Remove foreign matter | Pre-soak the rice so it cooks faster | Remove colored or opaque rice | Customary but do not know why | Other |
| Rank 1 | 53 | 0 | 16 | 1 | 17 | 6 | 42 | 0 | 7 | 0 | 19 | 2 | 0 | 0 | 23 | 89 | 0 | 2 | 0 | 1 |
|  Rank 2 | 14 | 1 | 37 | 1 | 32 | 7 | 15 | 0 | 44 | 2 | 17 | 3 | 0 | 0 | 12 | 3 | 0 | 75 | 0 | 13 |
| Rank 3 | 12 | 2 | 30 | 2 | 38 | 8 | 25 | 0 | 40 | 0 | 4 | 4 | 0 | 0 | 20 | 0 | 3 | 8 | 41 | 41 |
| Total  | 79 | 3 | 83 | 4 | 87 | 21 | 82 | 0 | 91 | 2 | 40 | 9 | 0 | 0 | 55 | 92 | 3 | 85 | 41 | 55 |
| **Lagos** |
|  |  What are the three main reasons you buy rice that way? | What are the three main reasons to choose the rice you buy? | What are the three main reasons for cleaning/ washing it? |
|  | Trust the rice brand | Trust the seller | Care about rice quality | Care about rice safety | Care about price | Other | Trust rice brand | Trust the seller | Price | Rice color | Cleanliness | Kernel Size | Amount of broken rice | Amount of chalky/ opaque rice | Other | Remove foreign matter | Pre-soak the rice so it cooks faster | Remove colored or opaque rice | Customary but do not know why | Other |
| Rank 1 | 40 | 2 | 36 | 0 | 8 | 3 | 43 | 0 | 9 | 6 | 20 | 6 | 0 | 0 | 6 | 84 | 0 | 0 | 0 | 5 |
|  Rank 2 | 13 | 0 | 36 | 1 | 36 | 5 | 11 | 1 | 39 | 2 | 17 | 15 | 0 | 0 | 5 | 5 | 0 | 62 | 0 | 23 |
| Rank 3 | 27 | 1 | 14 | 2 | 45 | 0 | 10 | 0 | 34 | 1 | 17 | 11 | 0 | 1 | 16 | 0 | 0 | 21 | 29 | 40 |
| Total  | 80 | 3 | 86 | 3 | 89 | 8 | 64 | 1 | 82 | 9 | 54 | 32 | 0 | 1 | 27 | 89 | 0 | 83 | 29 | 68 |