



# Social Impact Survey

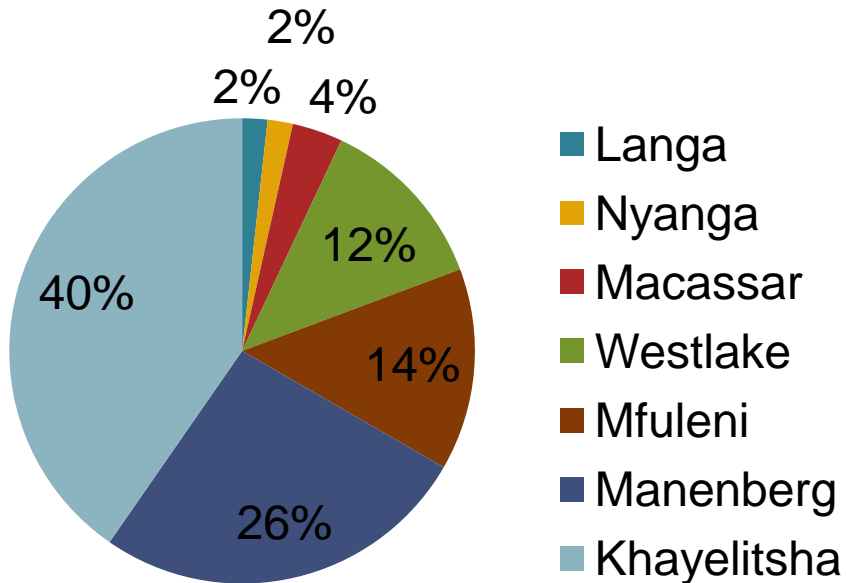
August 2010

# Some Demographics...

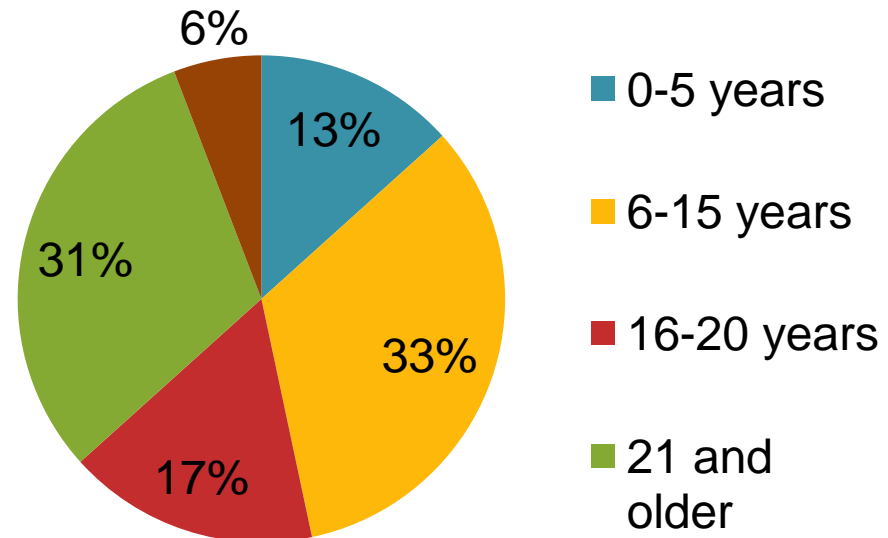
- The average age of the women in the co-ops is 38
- Most are between 31 and 40 years old
- Most women are married (32)
- On average 2 children – altogether they support 120 children
- The majority live in a house or bungalow (24) or shack (18)
- Two thirds have higher schooling – grade 10 and higher
- The vast majority are Xhosa and originally from the E.Cape (42)

# Their Households

## Location of residence

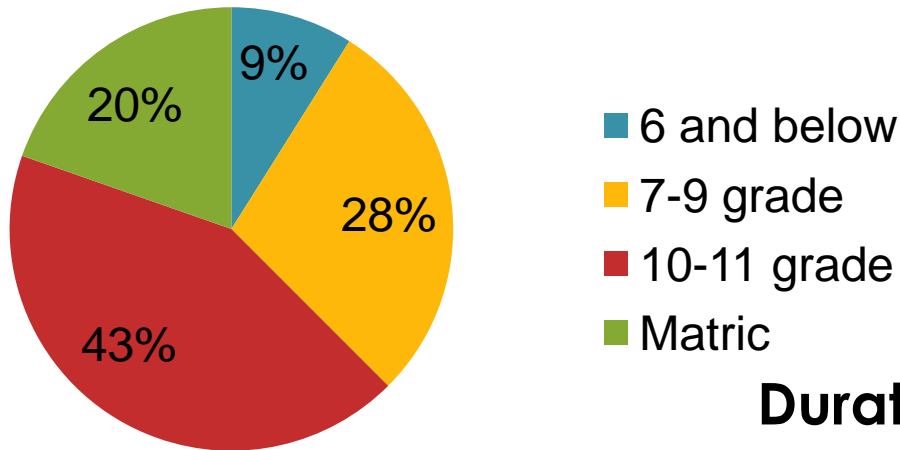


## Age groups of children

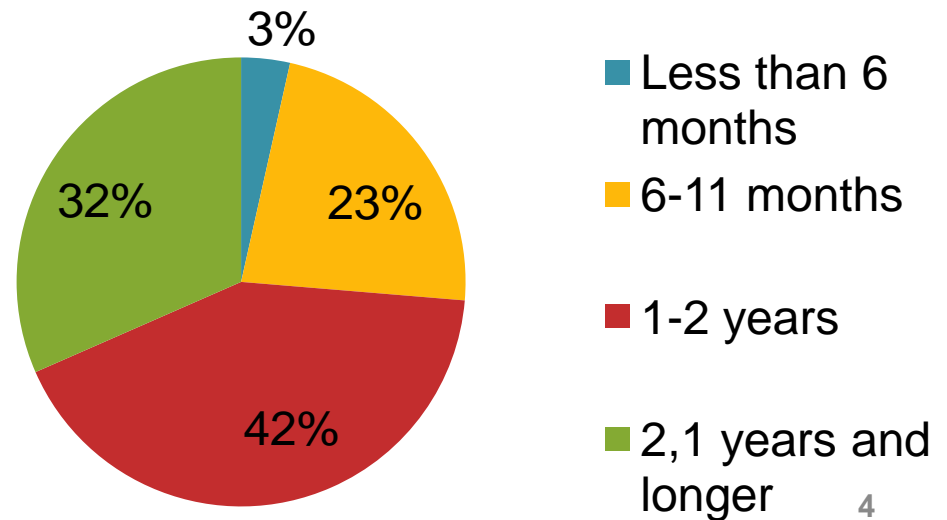


# Education

## Schooling/Final Grade



## Duration in Township Network



# Job Satisfaction

- All women stated how much they enjoyed working in a cooperative
- Key factors for their job satisfaction are:
  - the safe and secure work environment and convenient location
  - working with people in a group
  - self-management and owning their own business
  - the responsibilities
  - the work challenges
  - independence, flexibility and harmony

# Dramatic Change from Previous Work

- They worked in factories, as domestic workers or cleaners, had their own business or were unemployed
- Although their income at the co-op fluctuates, half said they did not want a regular fixed salary and considered it to be fair
- They preferred the flexibility of their work and the opportunity to learn
- Only one would consider part-time work
- They enjoy working, need the income and have enough time for their families
- Most of them would like to learn more business and computer skills or have time for hobbies, music or cultural activities

# Social Improvements

- Most of the women travel about 30 minutes to work
- Lives have generally improved and they can afford more now than before, although work has been slow; specifically:
  - purchases of appliances and other expensive products,
  - an overall increased buying power,
  - support to the family / main breadwinners
  - significant contributions to the household expenses,
  - paying for children's or grandchildren's education
  - **are able to save money**

# Social Improvements

- At least equally important were non-financial improvements:
  - acquisition of new skills,
  - more time for family and hobbies, travelling,
  - flexibility in working hours, a more relaxed life,
  - no work on weekends and a better structure in the day

# Personal Growth

- They feel proud, independent, excited and impressed by how much experience they have gained and how they are now being viewed as business women in the eyes of their children and the community.
- Very happy with work-life balance today, as it gives them flexibility and enough time for their families
- Personally grown through their work by acquiring new skills, meeting different people, feeling more responsible and confident

# Future Aspirations

- Three quarters would like to continue working for the cooperative in the future --- in a bigger space, growing the business or running it as their own business
- The same number would keenly be interested in starting up her own cooperative
- The majority would like to remain living in their current locations, but want to move from a shack into a house
- Some would like to return to the Eastern Cape region or move to more affluent suburbs of Cape Town or to Somerset West
- A car or a house are the two most desired purchases

# Conclusions

- A high degree of job satisfaction
- Friendly and relaxed atmosphere at work, the team spirit, self-management and the work environment are important
- Enjoy the flexibility and the status which comes with running your own business and are happy with work-life balance
- Interest in continued education and training, specifically in business and computer skills
- Most consider income fair, and are able to support their families, afford more and occasionally even save money
- Steady work flow is a major consideration as it is directly linked to their income
- The next step: to motivate members to actively seek out new clients and additional work so that they are becoming less dependent on the Township network