

Farm Relief Respondents Report

Total Participants

59

Distinct Groups

6

Gender

All

Clusters

Group 1

Group 2

Group 3

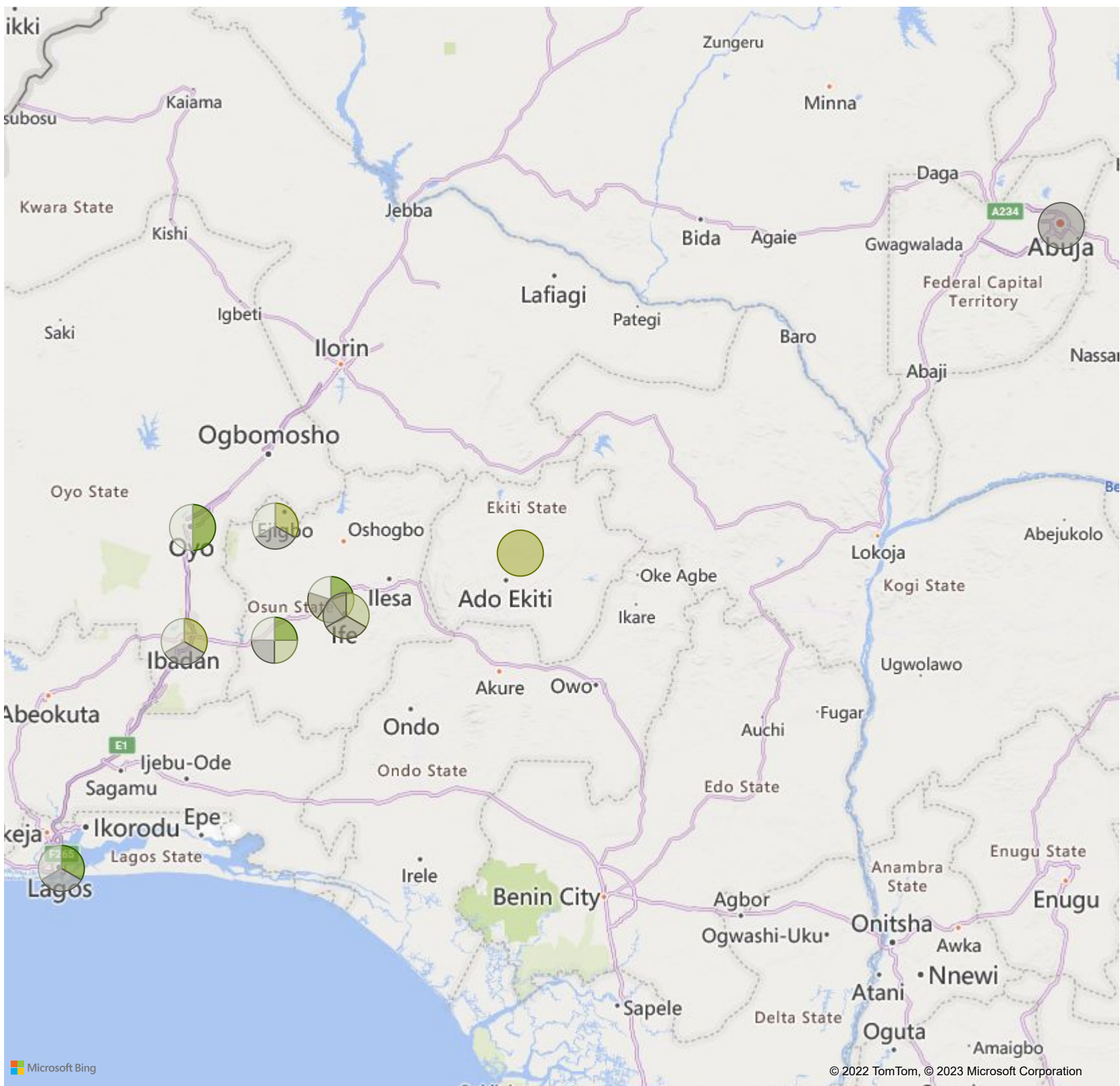
Group 4

Group 5

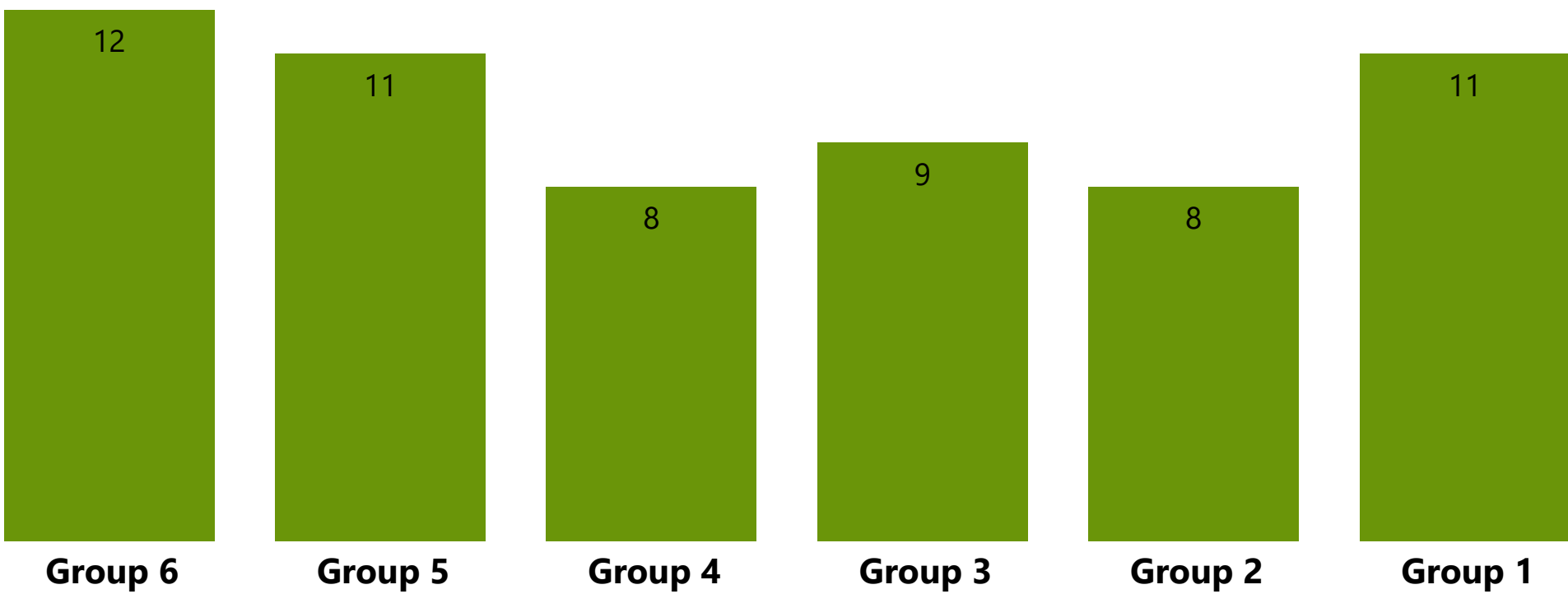
Group 6

Summary by Location

Users by State



Total Users by Cluster

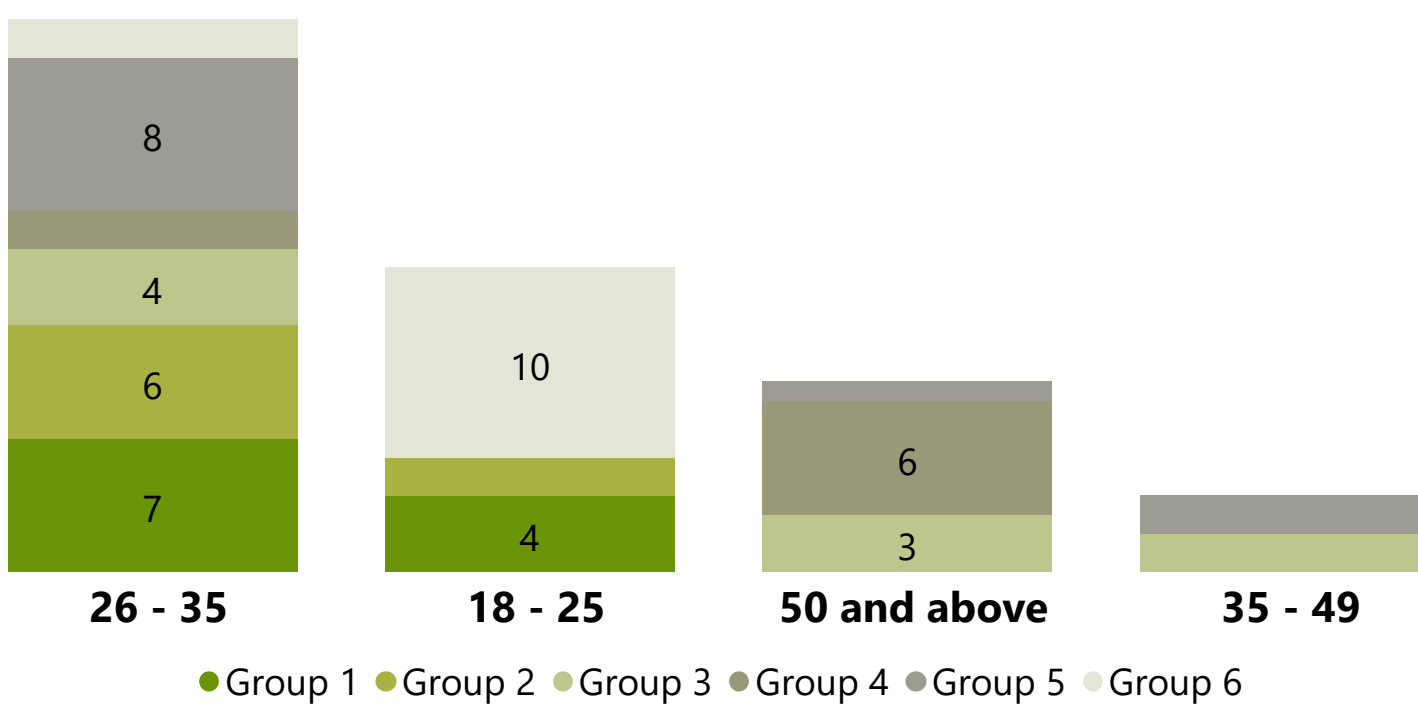


States Breakdown by Cluster

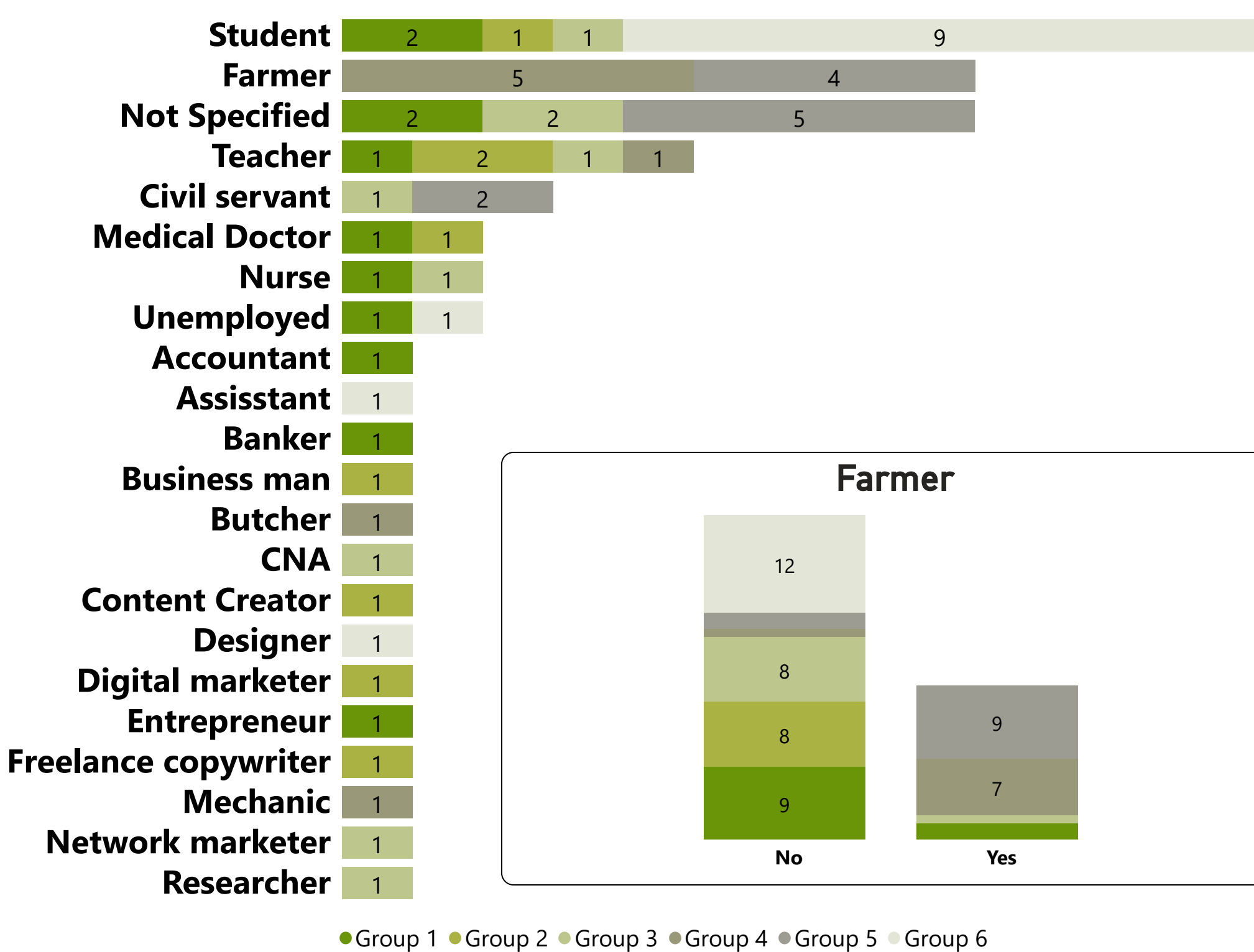
Location	Group 1	Group 2	Group 3	Group 4	Group 5	Group 6	Total
Oyo	1					3	4
Osun	2	5	6	7		2	22
Modakeke	1		2		1	2	6
Lagos	7				2	2	11
Ife			1	1	1		3
Ibadan		1			1	2	4
Ekiti		1					1
Ejigbo		1			3	1	5
Abuja					3		3
Total	11	8	9	8	11	12	59

Cluster Analysis

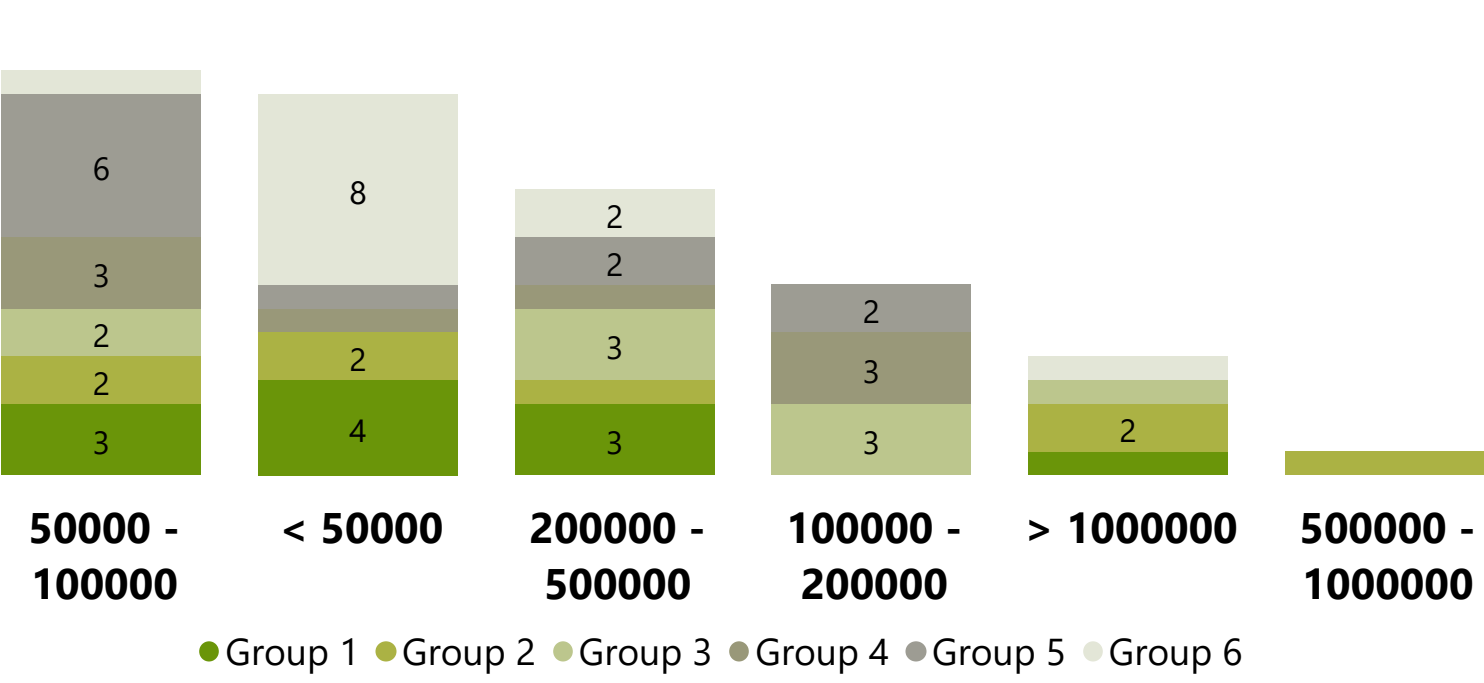
Age Group



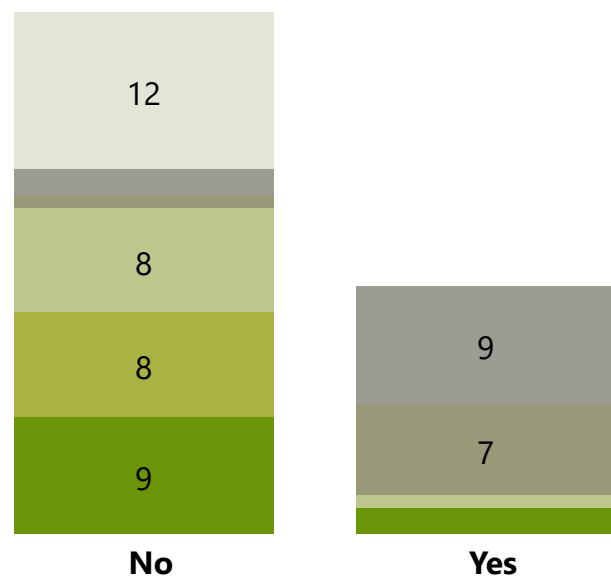
Occupation



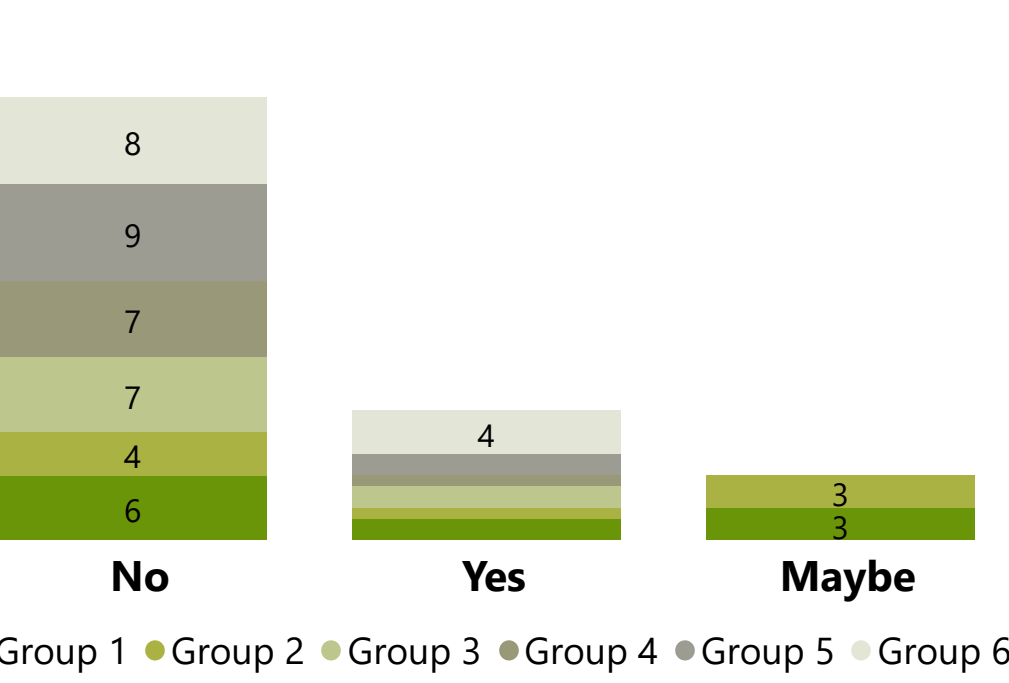
Monthly Household Income



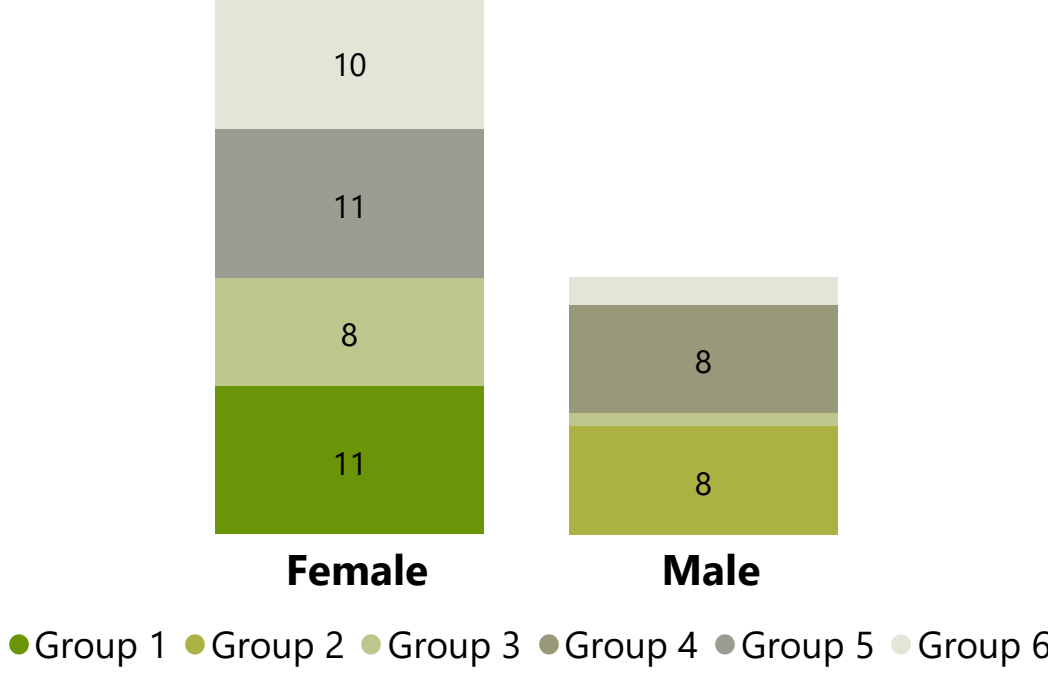
Farmer



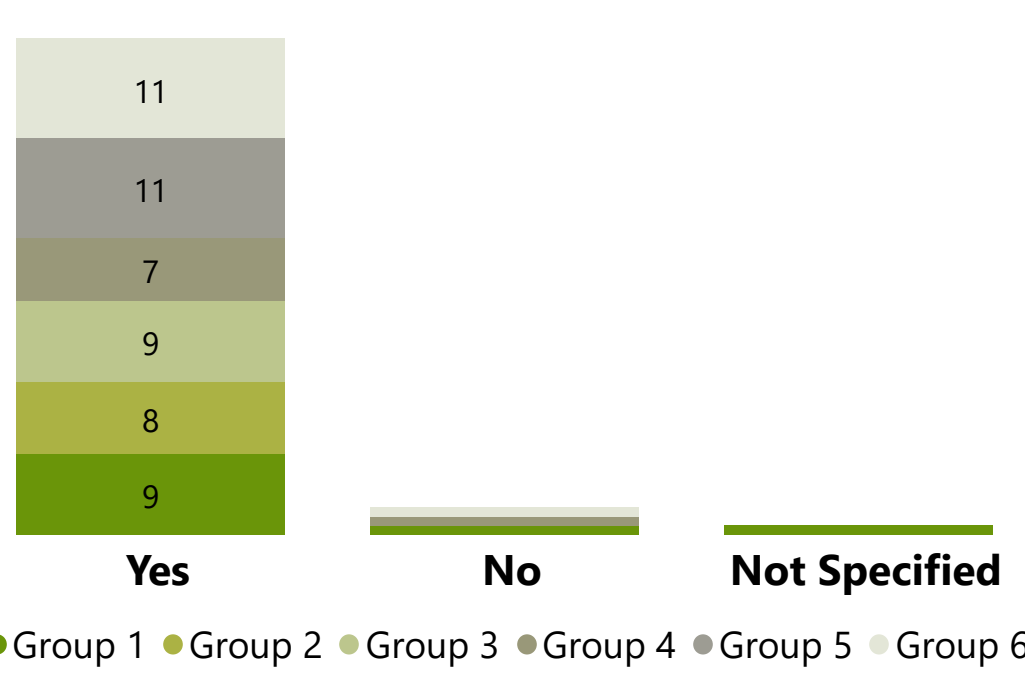
Platform Knowledge



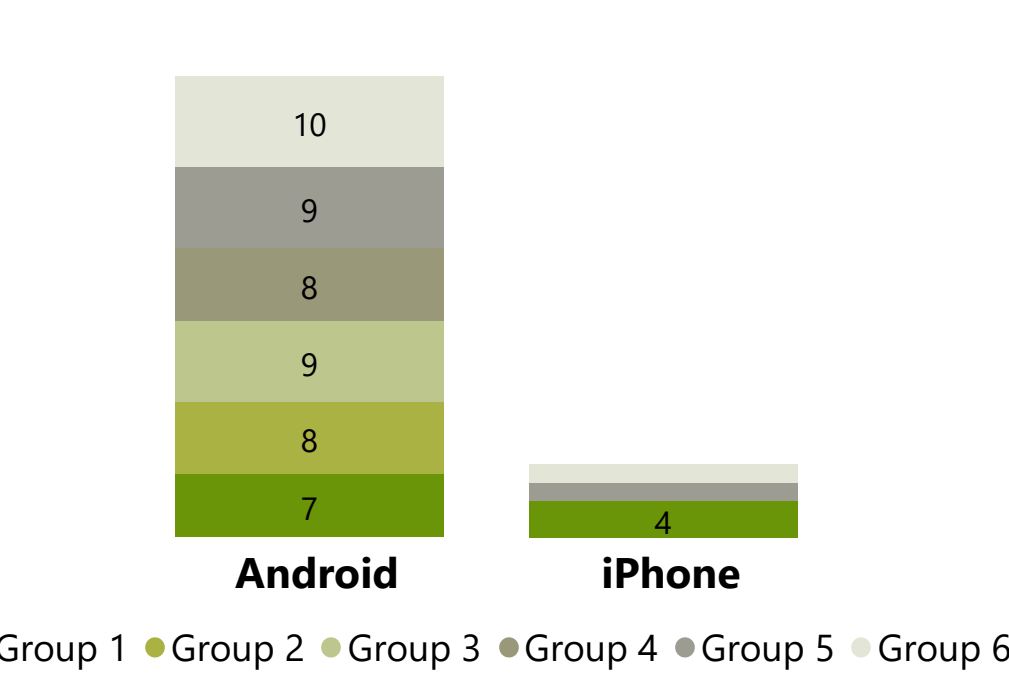
Gender



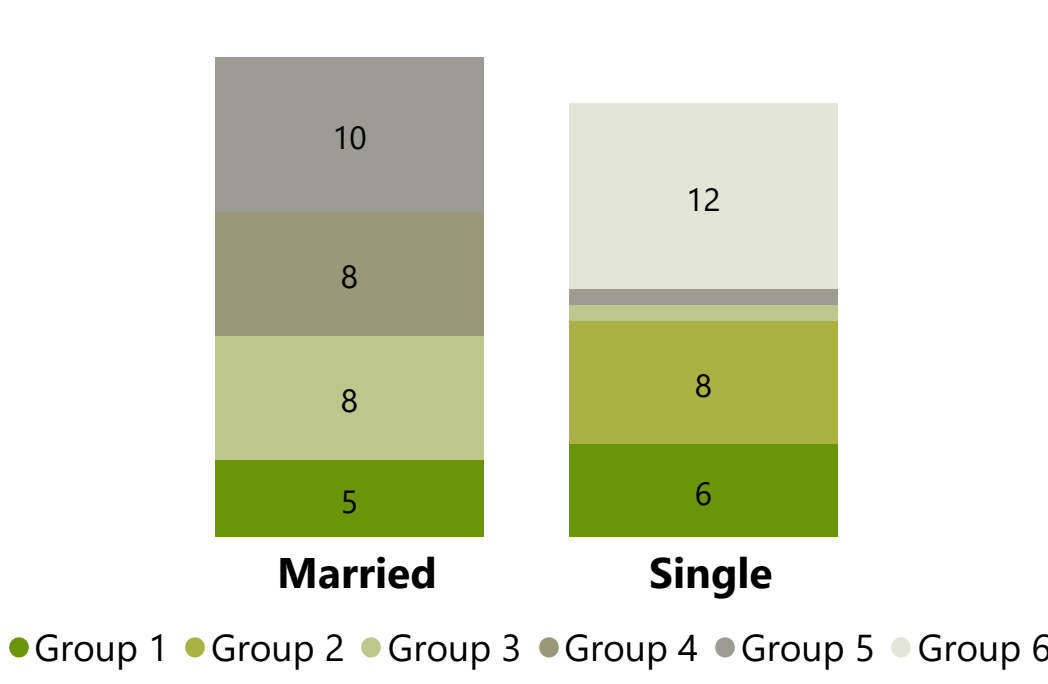
Online Platform



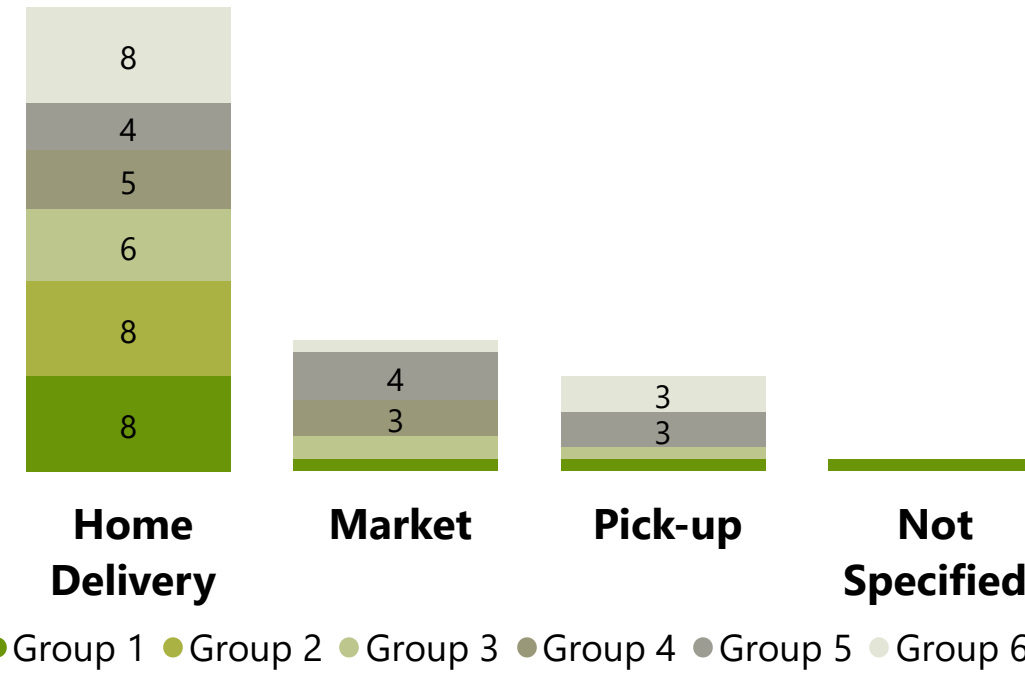
Device Type



Marital Status



Delivery Method



Who Are Our Users ?

Group 1

Respondents range in age from **26 to 35** and from **18 to 25**, with the majority being **students** and **not farmers**. They make between **50K and 100K** Naira monthly, as well as **less than 50K** Naira. Many would **welcome the existence of an internet forum** for farmers as they are unaware of any. The majority are **single, female, Android** and **iPhone** users who prefer produce delivery to **their homes**.

Group 2

Users age range is **26 to 35** and are **teachers** rather than farmers. With income of between **50K and 100K** as well as **50K Naira or less**. The majority **support having an online** farmers produce trade platform despite not knowing about alternative platforms. Users use **Android** devices and are primarily **single males** who favor **home delivery**.

Group 3

The majority of respondents, who were primarily between the ages of **26 and 35** and **50 and older**, did not specify their occupation but did not identify themselves as farmers. They make between **100K and 200K** Naira monthly. Most people would welcome having an online platform for farmers because they are unaware of any. Most were **android** smartphone users and are **married females**, likewise favor **home delivery** for farm produce.

Group 4

Farmers aged **50 and older** made up this cluster, whose monthly salary ranges between **50K and 100K** and between **100K and 200K** Naira. Most participants **would welcome having an online platform for farmers** as they are **largely unaware of any**. The majority were **android** device users that are **married men**. and favor **home delivery** and the **market**.

Group 5

The respondents in this group ranged in age from **26 to 35** and are **mostly farmers**, though some **did not define their occupations**. Their monthly household income ranges from **50K to 100K** Naira. Most people **want an alternate farm product vendor web platform** but have **little knowledge of them**. Most android smartphone users are **married females** and are in favor of **home delivery, market, and pick up** of produce delivery.

Group 6

The majority of the participants were **students** between the ages of **18 and 25**, and they were **not engaged in any farming** activity. They made **less than 50K** Naira per month. The majority are **unaware of any internet platforms for farmers**, although **some are** and would **benefit from one**. Most are **android** device users seem to be mostly **single females** and a **few males**. and favor **pickup and delivery at home**.