This data brief describes data collected in Cali, Colombia about the economic dynamic and socioeconomic conditions of street vendors in the city. The study was conducted between 2014 and 2016 in two populated sites in terms of formal and informal commerce in the city. We present the methodology followed in the study, location of street vending sites and type of data collected to approximate to the economic dimension of street vending. Data collected contains information about sociodemographic characteristics, life satisfaction, business operation and characteristics, income and expenses, official license for operation. This information is linked to the publication (Martinez et al., 2017) [1].

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1. Data

The data presented was collected by observational and direct surveys (face-to-face) to street vendors in Cali, Colombia in two street vending sites. First study was conducted during December 2014 in the city downtown. Second study was conducted in 2016 in Santa Helena Market. In both studies street vendors answered questions concerning socioeconomic status, family composition, income (including sales and profits), education, life satisfaction, and access to government welfare. The survey was randomly collected, anonymous, and voluntary.

2. Experimental design, materials and methods

According to the local government, there are nine sites in the city where street vendors conduct their economic activity (see Fig. 1 – marked in red). The study took place in two sites: Centro and Santa Helena, the most populated areas in the city in terms of street vendors and formal commerce. Street vending in downtown (centro) covers an important array of cheap merchandise from footwear to cell phone accessories. Santa Helena is a food market.

Two types of data were collected: observational and survey data (Figs 2 and 3 present the details). The former was collected using a standardized observational format which collected information on: types of stalls (fixed or mobile), type of products offered, number of people working at a stall, and an indicator of the physical condition of the stall (physical condition was defined as good, fair and poor and its classification was based on the condition of each stall as perceived by the observer). This information allowed to count total number of street vendors and proxy to the occupation in public space. Second type of data was survey information. Respondents answered questions concerning socioeconomic status, family composition, income (including sales and profits), education, life satisfaction and access to government welfare. This information is used to construct variables about business operation and profitability and socioeconomic conditions of street vendors. Analysis using this information has been published (Martinez et al., 2017).

This study follows local and international rules for empirical research and is approved by the Institutional Review Board of Universidad Icesi. Likewise, respondents provide verbal consent before survey commencement. Information of this study (Observatorio de Políticas Públicas - POLIS, 2016),
Fig. 1. Main locations of street vendors in Cali, Colombia.

Fig. 2. Standardized observational format. Street vendors in Cali, Colombia.
### SOCIODEMOGRAPHIC CHARACTERISTICS

| 1. Municipality of Residence | 2. Year of Birth | 3. How many years have you been living in Cali? | 4. Gender | 5. Do you have children? | 6. How old were you at the birth of your first child? |
|-----------------------------|------------------|-----------------------------------------------|-----------|--------------------------|--------------------------------------------------|
|                             |                  |                                               |           |                          |                                                  |

| 7. Does your children study? | 8. At least one of your children attend a private school? | 9. Marital status | 10. Your household is: |
|-----------------------------|---------------------------------------------------------------|------------------|-----------------------|
| Yes                         |                                                              | Married          | Own                   |
| No (Pass to question 9)     |                                                              | Divorced         | Other Which one?      |

| 11. What is the socioeconomic status of your housing? | 12. Which of the following best represents your racial or ethnic heritage? | 13. Do you have a disability? | 14. Which kind of disability do you have? |
|-----------------------------------------------------|--------------------------------------------------------------------------|-------------------------------|------------------------------------------|
|                                                     |                                                                          | Yes                           | Visually impaired                      |
|                                                     |                                                                          | No (Pass to question 13)      |                                         |

| 15. Have you been a victim of the armed conflict? | 16. What type of health insurance you have: |
|---------------------------------------------------|-------------------------------------------|
| No                                                | Contribution                             |

| 17. Which 911 are you affiliated? | 18. Do you know how to read and write? |
|----------------------------------|---------------------------------------|
| Yes                              | Yes                                   |
| No                               | No                                    |

| 19. What is the highest educational level you have attained? | 20. Currently, do you study? |
|-------------------------------------------------------------|------------------------------|
|                                                             | Yes                          |
|                                                             | No                           |

| 22. Are you a head of the household? | 23. How many people contribute with economic resources to your household? |
|--------------------------------------|-------------------------------------------------------------------------|
| Yes                                  |                                                                         |
| No                                   |                                                                         |

| 24. How long have you been working as a street vendor? | 25. How long have you been located in this site? |
|------------------------------------------------------|-----------------------------------------------|
| More than 5 years                                   | Less than 1 year                             |
| between 3 and 5 years                               | between 1 and 3 years                        |
| 24.1 How many?                                      | 25.1 How many?                               |

| 26. Besides this place, do you work in other site? | 27. Do you work in downtown as a street vendor only during Christmas season? |
|----------------------------------------------------|-----------------------------------------------------------------------------|
| Yes                                                | Yes                           |
| No                                                 | No                            |

| 28. Can you carry out another working activity? | 30. What days do you work? (Multiple selection) |
|-------------------------------------------------|-----------------------------------------------|
| Yes                                             | Monday                                      |
| No                                              | Saturday                                     |

| 31.1 What is the main advantage of being a street vendor? (unique answer) | 29. Why are you a Street Vendor? (Multiple selection) |
|-------------------------------------------------------------------------|-----------------------------------------------------|
|                                                                         | Jack of other skills                               |
|                                                                         | Secondary source income                            |
|                                                                         | Familiar tradition                                 |
|                                                                         | Opportunities                                       |

| 31.2 What is the main disadvantage of being a Street Vendor? (unique answer) | 32. Why did you choose this location? (Multiple selection) |
|---------------------------------------------------------------------------|-----------------------------------------------------------|
|                                                                          | Pedestrian traffic                                      |
|                                                                          | Presence of Shopping Centers                            |
|                                                                          | High unemployment levels                                |
|                                                                          | High probability of selling products                    |
|                                                                          | Security                                                |

| 33. Do you belong to any association? | 34. Have you received a kind of gubernamental subsidy or |
|--------------------------------------|--------------------------------------------------------|
| Yes                                  |                                                        |
| No                                   |                                                        |

| 35. Where does the subsidy come from? | 36. (Pass to question p36) |
|---------------------------------------|----------------------------|
| Yes (Dry)                             | No                         |
| No (Pass to question 13)              |                            |

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**Fig. 3.** Survey information. Street vendors in Cali, Colombia.
Fig. 3. (continued)
available at: www.icesi.edu.co/polis/. There is a policy brief displaying principal findings of this study, available in Spanish in the web page (Figs. 2 and 3).

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Transparency document. Supplementary material

Transparency data associated with this article can be found in the online version at http://dx.doi.org/10.1016/j.dib.2017.06.047.

Appendix A. Supporting information

Supplementary data associated with this article can be found in the online version at http://dx.doi.org/10.1016/j.dib.2017.06.047.

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[1] L. Martínez, J.R. Short, D. Estrada, The urban informal economy: street vendors in Cali, Colombia, Cities, 66, 2017 34-43.
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