Living Standards Measurement Study- Integrated Surveys on Agriculture (LSMS-ISA): NON STANDARD UNITS MARKETS SURVEY

Association of Ethiopian Microfinance Institutions

Manual for Interviewers and Supervisors

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1. Introduction

In developing countries like Ethiopia there are several nonstandard units (NSUs) which are used to quantify the amount of various items. These nonstandard units are mostly common in rural areas where they are used to measure the amount of land and commodities which are usually consumables. Studies that are aimed to analyze household welfare are mainly based on household survey data particularly on household expenditure data. Information on household expenditure is important to analyze living standard, cost of living, level of poverty and consumer behavior which allow to crate appropriate polices (Disney et al., 2001). Majority of surveys in developed countries use price information to measure the welfare of household which means income or expenditures are stated in monetary units. However, most surveys in Ethiopia (see e.g. the Ethiopian rural household surveys (ERHS) and Ethiopian socioeconomic survey (ESS)) use quantities to measure expenditure and these quantities are mainly reported in NSUs. Any analysis using these quantities requires the conversion of the NSUs in to standard units and such conversion is not straightforward. Previous experience shows that communities use variety of units and these are often not easily comparable across communities or easily expressed in to standard units. Also, in some cases local units with similar name found to differ in size.

Establishing accurate conversion units is thus vital to produce valid measures thereby ensuring the quality of studies based on the measures and, conclusions and inferences made from the findings of the studies. World Bank has announced to conduct a market survey to establish accurate measurement of NSUs for the various crops and food items which are available in the ESS data. EFTRI/AEMFI therefore takes interest in conducting this survey assuring the effectiveness of the work given its vast experience in undertaking large scale surveys.
This survey aims at collecting market data for non-standard measurement from nine regions (Tigray, Afar, Amhara, Oromiya, SNNP, Benishangule, Gambela, Harari and Somali) and one administrative city (Dire Dawa). The survey plans to visit approximately 30 zones and 60 market places throughout the country. In each place, items with non-standard measurement, including food production items-in open market places-and consumption food items-in household, are measured in kilogram.

2. The field workers role

2.1. Enumerators

The enumerators are expected to complete the main market place and household questionnaire and using laptops/tablets. The instructions and troubleshooting tips working with computer assisted personal interview (CAPI) are given in part 4 of this manual. The way you act will affect the accuracy of the information that you collect, as well as public perception of this exercise. Be willing to listen, be patient, polite, positive and friendly. **Introduce the survey in a way that encourages the respondent:** The introduction to the interview gives the respondent an idea of what the study is all about and why they should give up their time to participate. You will also have a letter to show that you are working for Association of Ethiopian Microfinance Institutions (AEMFI) and its collaborators.

In general, as an enumerator, you need to:

- be patient and tactful when interviewing household members in order to win their cooperation and trust;
- ensure interviewed households and or vendors of items to be measured complete confidentiality of all collected data: If the respondent hesitates about answering the questions, or asks what the information will be used for, repeat that the information will be kept completely confidential.
- follow the instructions established during enumerators' training;
- know the content of the survey manual;
- follow the instructions given by the team supervisor;

- identify the required food items from the recognized market place and household
- identify the kind of non-standard measurements used for the identified item
- measure each item at least two times in kilogram
- take a picture for all measured items
- record the GPS address of each market places

2.2. Supervisors

The supervisor will

- Contact with appropriate regional and woreda level government offices and identify local potential assistance persons in each market place that can facilitate the process of identifying the intended items and the corresponding non-standard measurements.
- keep communicating with the regional coordinators and the data manger
- Ensure that the logistics are done appropriately to facilitate the movement of the interviewers
- In collaboration with the core survey team, training of enumerators before the survey
- Ensure the questionnaire has been filled appropriately

3. [1]Understanding the Survey Questionnaire

The questionnaire is designed aiming to capture and measure with standard unit measurement for all production and consumption foods used in specific regions and markets.

3.1.Suggested Zones for Market Survey

Table 1 below provides the suggested list of zones in which you will conduct the market surveys. This list was selected based upon a comprehensive review of the NSUs observed for each crop and food item in the ESS data at the regional and then zonal level. Zones within each region were selected whose observed NSU lists had the greatest overlap with the full region-level list of NSUs. Several zones were also included to ensure full geographic coverage for the larger regions.
One or two markets are identified from each zone. Markets are selected from each zones based on the following criteria

- The zonal or special woreda center was selected

The next step was identifying market centers to visit with in each zone. One or two markets are identified from each zone. We have taken in to consideration market size, language, ethnicity and other criteria during market center selections. Mainly we have selected zonal or woreda centers as market centers assuming that these towns/ cities have bigger markets as well as the market is open the whole weeks. Table 1 also shows the markets to be visited in each zone.

[1] this section is almost entirely extracted, only with minor revisions, from the World Bank document prepared for this survey

Table 1. Zones and markets

List of Market Centers				
Region	**Zone**		**Market**	
	Code	**Name**	**Zone market**	**Second market with in the Zone or adjacent zone**
TIGRAY				
TIGRAY	5	WESTERN TIGRAY	Shire	
TIGRAY	2	CENTRAL TIGRAY-ZONE	Axum	
TIGRAY	3	EASTERN TIGRAY ZONE	Adigrat	
Tigray	6	MEKELLE	Mekelle	
TIGRAY	4	SOUTHERN TIGRAY-ZONE	Maychew	Alamata
AMHARA				
AMHARA	1	NORTH GONDAR-ZONE	Gondor Town	Debariq
AMHARA	2	SOUTH GONDAR-ZONE	Debre tobor	Bahirdar
AMHARA	3	NORTH WELLO-ZONE	Woldiya	Kobo or lasta
AMHARA	11	BAHIRDAR		
AMHARA	4	SOUTH WELLO-ZONE	Dessie	
AMHARA	5	NORTH SHEWA-ZONE	DebreBirhan	Shewarobit
AMHARA	10	OROMIYA Zone	Bati	
AMHARA	6	EAST GOJAM ZONE	Debremarkos	Dejen
OROMIYA				
OROMIYA	1	WEST WELLEGA-ZONE	Gimbi	Nejo
OROMIYA	4	JIMMA -ZONE	Jimma Town	Gelila (Limmu Woreda)
OROMIYA	11	BALE-ZONE	Robe	
OROMIYA	14	GUJI-ZONE		Hageremariam
OROMIYA	17	WEST ARSI-ZONE	Shashemene	Assasa
OROMIYA	18	KELEM WELLEGA ZONE	Dembidolo	Dale Wabera (Kake town)
OROMIYA	19	HORO GUDRU WELLEGA-ZONE	Shambu	Fincha
OROMIYA	6	MAO KOMO SPECIAL-WEREDA	Assebe Teferi	Bedessa
BENISHANGUL GUMUZ				
BENISHANGUL GUMUZ	3	ASOSA-ZONE	Assosa	
BENISHANGUL GUMUZ	6	MAO KOMO SPECIAL-WEREDA	Tongo town	
SNNP				
SNNP	1	GURAGHE ZONE	Welkite	
SNNP	2	HADIYA	Hossana	
SNNP	3	KEMBATA TIBARO-ZONE	Durame	
SNNP	21	HALABA WOREDA	Halaba	

SNNP	4	SIDAMA-ZONE	Hawassa	Aleta Wondo
SNNP	5	GEDEO-ZONES	Dilla	
SNNP	6	WOLAYITA	Sodo	
SNNP	9	KEFA-ZONE	Bonga	
SNNP	10	GAMO GOFA ZONE	Arbaminch	Chencha
SNNP	11	BENCH MAJO ZONE 11	Mizan	
SNNP	12	YEM SPECIAL-WEREDA	Fofa	
SNNP	17	DAWURO-ZONE	Tercha	
SNNP	18	BASKETO SPECIAL-WEREDA	Laska	
SNNP	20	SILTE 20	Worabe	
GAMBELA				
GAMBELLA	1	Agnewak ZONE 1	Gambella Town	
GAMBELLA	3	MEJENGER-ZONE	Meti	
DIREDAWA				
DIRE DAWA	1	DIRE DAWA-ALL ZONE	Diredawa	
SOMALI	2	Jijiga Zone	Jigjiga town	
HARAR	1	Harar town	HARAR	
AFAR	3	Zone 3	Awash 7 killo	

3.2.Administering the Market Survey

This survey involves three major activities

1. Identifying and measuring nonstandard units as well as completing the survey instrument.
2. Taking GPS coordinates of the market center
3. Taking pictures of the market center

3.3.Survey instrument administration

This subsection gives you important information on the instruments, how to administer the questionnaire, how to deal with the market survey respondents, etc.

Before you go to a selected household, you should ensure that you are ready to start the market survey data collection. That is make sure that you have all the necessary equipment such as, CAPI notebooks, GPS phone, Weighing scales, paper questionnaires and pen. Moreover, Make sure that you have the correct location (region, zone, woreda) and Market identification code of the selected market center. You will start completing module A (cover page of the instrument) and this section will be completed by the field worker. All Questions of Module A will be completed by the field worker without asking any respondent.

You may encounter some unusual cases during the data collection. If you encounter a different or unusual case in a particular section or sections for a market and are not sure what to do, write all of the details down on the computer/questionnaire or in your notebook. Obtain as much information as possible to enable you to complete the questionnaire efficiently when you leave the market. After you completed collecting data from the market, check this

manual for guidance. If the solution cannot be found in this manual, you should consult your Field Supervisor or AEMFI staffs.

Your Interactions with the Local administrators and Community: Most Market centers are in Zonal or woreda towns. As you will be working intensively for few days in the city/ town with community members in carrying out the survey, it is vital that you establish a good working relationship with local administrators as well as traders in the market center.

Your work is not to be secretive. Please explain what it is you are doing to all community members and local administrators who ask about your activities. You should be respectful, courteous, and patient with everyone in the locality/ market center. The quality of your work is to a large degree dependent on the level of cooperation you receive from the local administrators, members of the communities in which the market is located.

Getting support letter from regional and local administrators: Please also bear in your mind that this period is also an election period and most local administrators will ask you many questions about your work. Therefore, you must always have a clearance letter from the regional as well as local administrators. This must be done before you started to collect any data or reach to the market centers. Since the market centers are located in zonal or woreda town getting clearance will not take much time.

3.4.DESCRIPTION FOR MARKET SURVEY QUESTIONNAIRE

This subsection will provide you brief description of the market survey questionnaire. The sections in the Household questionnaire are organized as follows:

- MODULE A: MARKET IDENTIFICATION
- MODULE B: CROP AND CONSUMPTION UNIT MEASUREMENT
- MODULE C: OTHER CROP UNIT MEASUREMENT

General Notes: There are two groups of items in this questionnaire. One is for non-container units and the second group is containers nonstandard units. Non containers will be administered once and must not be repeated in every market whereas containers will be collected from each selected market. The non-containers that are not covered during the piloting exercise will be distributed among different groups of field workers. Hence, each team will collect the measurements and prices of the assigned items only from one market. Moreover, non-containers units will be collected only from one vendor. The weight and price of container nonstandard units will be collected from each market and from two vendors in each market. Please also note the following points during the data collection:

- If some of the non-containers are not available in the market please create the units yourself. For example if you cannot find three sizes of sweet potato *medeb*. That is if only one *medeb* is available in the market, please create the other two and make them big medium and small *medebs*. That is, the market *medeb* will be small medeb and twice of the market medeb will be medium and three times of the market medeb will be big medeb.
- Please collect the non-container data only from one market and one vendor
- For the containers data will be collected from each market and from two vendors.
- In the market you might fount a variety size of containers. For instance you might find 10 different sizes of madaberia. In such cases please use the container that is commonly used by the farmers or by the local community. You might purchase these containers and ask the vendor to give you item filled in with similar size of containers.

Module A: Market Identification: this section mainly aimed to collect information about the location of the market, staff detail and interview details. This section is mainly completed by the field worker without asking any respondent. Both are

identification and names of field staffs are coded in the CAPI and field workers are supposed to complete this section before they have started any market data collection.

Q0 Market Identification number: each market will have a unique identifier to be assigned by your field supervisors so please enter/record market id in the space provide

Q1-Q4. These questions are mainly focused on area identification of the market survey. Enter/record the name and the area code of the region/zone/woreda and market name of the selected market center. These codes are also preceded in the CAPI and select the correct code from the option lists

Q5-Q6 Staff details: In this part of the questionnaire, spaces are provided for the field enumerators and field supervisors involved in this field work activities. Names of all field staffs are preceded in the CAPI.

Q7-8 date and time of interview: there is a space provide for date and time of interview in the CAPI. However this section will be automatically filled in by the CAPI from the machine time and date. Hence please make sure that the date and time of your machine is properly working. Please also remember that this question is protected and don't try to change and modify these questions

Q9 - 10. GPS Coordinates: Record the GPS coordinates (latitude and longitude) of the selected market center. GOS coordinates will be taken form the center of the market not from corners of the market. Please also refer to the section that explains on how to use GPS devices.

Q11-12: weighing scale information: please record the type of scales used to measure items in the market. During the data collection you might use different personal and market weighing scales and information related to the instruments used will be recorded in the pace provided.

Module B: Crop/Item Unit Measurement

Q1-Q2 CROP CODE AND CROP NAME: Both crop code and crop name are pre filled in or prepopulated in the CAPI and there is no need to record codes and names for these questions

Q3 UNIT NAME: All local unit names for each crop type is also prefilled in or prepopulated in the CAPI and there is no need to record names for this question

Q4 Size? All the size options for the nonstandard units is also prefilled in the CAPI and there is no need to be completed by the field worker.

Q5 WAS ITEM MEASURED? Record if the crop local unit combination is measured. If the item is measured record Yes (1) if the Item is not recorded Record No (2)

Q6 Why was item not measured?: if the answer for Q5 is no record the reason why the item is not measured in the space provided and skip to the next item