

# RBD VAM Gender + Markets

## Technical Note on use of gender- and empowerment-integrated market assessment surveys

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### Acknowledgement

The gender- and women's empowerment-integrated market assessment questionnaires were initially produced by the WFP RBD VAM team for the 2016 Lake Chad Regional Market Assessment. Contributions were made by the Gender Specialist supporting the USAID-funded VAM Gender and Market Analysis initiative at RBD. Materials developed by Paige Enfinger (Masters student) for adapting survey questions developed by the Women's Empowerment in Agriculture Index (WEAI) were also integrated.

### Who is this for?

The revised questionnaires serve as good practice references for those country offices which intend to design gender- and empowerment-integrated market assessments, either for WFP or cooperating partners.

### Why do we need it?

The gender- and empowerment-integrated market questionnaires aim to capture information on the gender dimensions of food markets and empowerment in markets, particularly for women. This supports better targeting of WFP market-based activities and those of WFP partners, and contributes to the design and monitoring of more gender equitable interventions, including those directly aimed at promoting women's empowerment.

### How can we use it?

These questionnaires are well-designed tools for their context, but are not ready-to-use. COs are encouraged to

adapt these questionnaires to their specific information needs and national contexts. Moreover, when conducting a survey, it is important to have female enumerators as they may be more able to reach female respondents and obtain information from them on gender dynamics and women's empowerment. It is equally important that, when conducting market surveys, enumerators seek a balanced pool of respondents between men and women, where possible.

### What are the gender and empowerment components in the survey?

There are two major components of these questionnaires which make them good practices in terms of gender and market analysis. First, they allow for sex disaggregation at multiple levels (trader, wholesaler, customers, employees, transporters, etc.). Secondly, issues of empowerment are integrated into the questions. This allows analysts to go beyond the point of reporting on the number of female and male vendors or transporters in a market, to look at exactly how many of those female vendors exercise control over their supply chain, price selection, credit systems, etc. This integrates issues of decision-making control, control over assets, access, and other key factors for which data would otherwise not be available in the context of food markets. These are key elements, particularly when designing and targeting market-based interventions including local procurement, cash and vouchers, and school feeding.

## Key gender and empowerment assessment elements, by tool

<b>Markets questionnaire</b>	
<b>Questions</b>	<b>Why is this important?</b>
How many retailers (who sell to consumers) and wholesalers (selling to other traders) were active the busiest market day last week? (Estimates are requested for “Total, Male, Female” for each retailers and wholesalers)	This provides estimated info on sex disaggregation of retailers and wholesalers functioning in a market on the busiest days.
(*following question “Is it easy to open a new business in this market?”) If not, why? What is the challenge? (Responses requested “For men” and “For women”)	If there are gender-specific challenges, this question provides the opportunity to illuminate those.
(*following “Do traders meet any difficulty because of the exchange rate?”): If yes, why? What is the challenge? (Responses requested “For men” and “For women”)	Same as above.
“Market access is often hampered by...”, the optional response is altered from older versions to “Security incidents (burglary, assault...)”	Assault is specified as an example of a security concern to clarify that issues of sexual and/or gender-based violence which impact market access are acknowledged as security concerns and thus a respondent who experiences such challenges marks this as such in the questionnaire. When collecting and analyzing information on assault, enumerators and analysts should understand that such assault can occur in the public and private spheres (i.e. in the home by family members using physical violence to control market activities/market access).
(*Section 4 table on Availability and Prices) “Is this product predominantly sold by males (M) of females (F)?”	This provides information about potential gender patterns of product sales. It may also provide information on gendered patterns regarding which producers tend to be at which levels of the value chain.
<b>Traders questionnaire</b>	
<b>Questions</b>	<b>Why is this important?</b>
What is your age? (in years)	It is relevant to understand not only the sex-disaggregation of traders, but also what age groups are most dominant.
Level of education (1=no education, 2=primary, 3=secondary, 4=university, 5=other)	Same as above.
Do you employ people in your business? (Yes, No); If yes, how many? ( ___ men, ___ women)	Knowing how many people are employed expands our knowledge of who is functioning in the market beyond just the owner of a micro/small enterprise. By disaggregating by sex the analyst can then begin to analyze such factors as gender patterns in ownership vs. employment, actual number of women and men engaged in a marketplace, vs. number of female and male traders in a marketplace, etc.
“How many clients did you have during the last 7 days?”, sub-question: More men/ More women?	As in the market questionnaire, this provides info on sex disaggregation of the primary consumers, which reflects a number of factors, principally, women’s and men’s access to markets.

<p>Who decides whether you will take out credit to finance trade activities most of the time? (1=self; 2=partner/spouse; 3=other household member; 4=self and other household member (s); 5=partner/spouse and other household member(s); 6 someone (or group of people) outside the household; 7=other)</p>	<p>This is intended to gauge empowerment and decision-making capacity of the trader vis-à-vis their enterprise.</p>
<p>Who decides how much of your generated income will be spent on food for your household most of the time? (1=self; 2=partner/spouse; 3=other household member; 4=self and other household member (s); 5=partner/spouse and other household member(s); 6 someone (or group of people) outside the household; 7=other)</p>	<p>Same as above.</p>
<p>Who decides whether you will sell most of the time? (1=self; 2=partner/spouse; 3=other household member; 4=self and other household member (s); 5=partner/spouse and other household member(s); 6 someone (or group of people) outside the household; 7=other)</p>	<p>Same as above.</p>
<p>Who decides what price you will sell at most of the time? (1=self; 2=partner/spouse; 3=other household member; 4=self and other household member (s); 5=partner/spouse and other household member(s); 6 someone (or group of people) outside the household; 7=other)</p>	<p>Same as above.</p>
<p>Who decides whether you will give away most of the time? (1=self; 2=partner/spouse; 3=other household member; 4=self and other household member (s); 5=partner/spouse and other household member(s); 6 someone (or group of people) outside the household; 7=other)</p>	<p>Same as above.</p>
<p>Who decides from whom/where you will purchase most of the time? (1=self; 2=partner/spouse; 3=other household member; 4=self and other household member (s); 5=partner/spouse and other household member(s); 6 someone (or group of people) outside the household; 7=other)</p>	<p>Same as above.</p>
<p>What will be the biggest challenge/obstacle for your business in the future?</p>	<p>By disaggregating by sex and age, as well as other factors, this question allows for analysis of potential patterns of challenges for different groups.</p>
<p>Do you feel comfortable speaking up in public to help decide on marketplace issues? (1=no, not at all comfortable; 2=yes, but with a great deal of difficulty; 3=yes, but with a little difficulty; 4=yes, fairly comfortable; 5=yes, very comfortable)</p>	<p>This is intended to gauge empowerment and political participation of the trader vis-à-vis their participation in the marketplace.</p>

## Transport questionnaire

Questions	Why is this important?
“What are the main constraints to the smooth running of your business?” the optional response has been altered from previous versions to “Family or domestic tasks”	In previous versions, this option read “family tasks”. However, by including domestic tasks this is not limited to reproductive labour/child care, and rather extends to domestic production/processing/animal husbandry/etc.
What are the main challenges to female drivers? What are the main challenges to male drivers?	This question allows for analysis of potential patterns of challenges for women vs. for men.

**Please note** that the above questions and analysis do not cover aspects already included in standard WFP market assessment tools, including demographic characteristics of the respondent, access to capital and financial services, fees/taxes, ease of starting a business, etc. It is nonetheless important that such aspects are considered from a gender perspective and that analysis of collected data considers differences between female and male market actors.

### Additional Resources

[Women’s Empowerment in Agriculture Index \(WEAI\) - Resource Center](#) (USAID/IFPRI/Oxford Poverty and Human Development Center)

[VAM Thematic Guidelines—Gender](#) (WFP)

[Programme Guidance Manual: Gender and Food Security Analysis](#) (WFP)



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