The mVAM pilot in Madagascar was launched in March 2016 and was run up to September 2016. The pilot included a household survey using text messaging (SMS). Then, from March 2017, the mVAM traders’ survey was conducted through live voice calls, known as computer-assisted telephone interviews (CATI).

**Household survey (SMS):**
Participants were randomly selected from a mobile subscribers’ database. Respondents were asked questions on household demographics, coping behaviors, prices of staple foods, and manual labor wages. Respondents could also report their own perceptions about the food security situation in their communities. While there is a recognition that mobile phone surveys tend to be biased towards households who live in urban areas, during the pilot, a high proportion of responses came from the region where the capital city, Antananarivo, is located. Responses from the southern regions were low owing to limited mobile phone penetration rates and low literacy levels. Data collected from regions with inadequate number of completed surveys were not incorporated into the analysis and results. About 1,000 households were reached on a monthly basis from March to September 2016. As per standard survey procedures, respondents’ consent was obtained prior to the interviews. For security and safety measures, all respondents were identified with an anonymous ID, only adult respondents were eligible for taking the survey. Questions were asked in Malagasy.

**Traders’ survey (CATI):**
In March 2017, an external call centre was commissioned to start conducting bi-weekly trader telephone interviews. The surveys collect information on the prices of foods including rice, maize, cassava, beans and sweet potatoes as well as information on general food availability and market accessibility. Respondents could also report their own perceptions about the food security situation in the communities where they are operating. The surveys are being carried out with a sample of about 50 traders in eight districts: Amboasary Atsimo, Ambovombe, Ampanihy, Bekily, Beloha, Betioky, Fort Dauphin, and Tsihombe. These districts are in the southern regions of Androy, Anosy, and Atsimo Andrefana, which were most affected by the El Nino-induced drought. Participants were randomly selected from a list of 220 traders provided by local authorities, WFP field staff, and WFP cooperating partners.

As per standard survey procedures, respondents’ consent was obtained prior to the interviews. For security and safety measures, all respondents were identified with an anonymous ID. Questions were asked in different local Malagasy dialects. Of the interviewed traders, 23 percent were wholesalers, 33 percent were retailers in shop, and 44 percent were casual retailers in a marketplace. About 44 percent of the surveyed traders were female. Phone surveys contain inherent response biases; therefore, the bulletins report patterns and trends rather than precise estimates. Readers are also cautioned against extrapolating information from small sample sizes.

**Contacts:**
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mVAM Questionnaire

Household questionnaire (SMS)

1. Consent and eligibility
1) You have been selected to take a survey. Reply 1 to answer 14 questions and earn airtime credit! By responding to the survey, you can help your community. Reply STOP to Opt-Out, 1 to start.

2) In what year were you born?

2. Geographic and demographic information
3) What districts do you currently live in?
4) Is the head of your household a man or a woman?

3. Reduced Coping Strategies Index (rCSI)
5) In the past 7 days, how many days did your household rely on less preferred or less expensive food due to lack of food/money?
6) In the past 7 days, how many days did your household borrow food, or rely on help from a friend or relative due to lack of food/money?
7) In the past 7 days, how many days did your household reduce the number of meals eaten in a day due to lack of food/money? In the past 7 days, how many days did your household limit portion sizes at mealtime due to lack of food/money?
8) In the past 7 days, how many days did your household restrict consumption by adults so children could eat due to lack of food/money?

4. Price of main food staple (rice, cassava, maize)
9) Currently, how much does 1 cup of local rice cost in your community?
10) Currently, how much does 1 cup of import rice cost in your community?
11) Currently, how much does 1 small pile of cassava cost in your community?
12) Currently, how much does 1 cup of maize cost in your community?

5. Other
13) Currently, how much you are paid per day for manual labor in your community?
14) Tell us about the food situation in your community.

Trader questionnaire (CATI)

1. Consent
1) Would you be willing to participate?

2. Geographic and demographic info
2) Are you the employee or owner of the shop? (Employee/Owner)
3) How many years has your business been in operation?
4) Where are you currently operating?
   a) District
   b) Municipality
   c) Fokontany
5) Which type of trading activity you are mainly involved in? [Wholesale, Retail in shop, Retail in market place]

3. Food prices
6) Rice Imported: Currently, how much does 1 tincup or 1 kg of imported rice cost in your shop?
   6.1 Where is your main source of supply for imported rice?
      a) From within the district.
      b) From another district
      c) From another Region
      d) Elsewhere: specify

7) Domestic white rice: Currently, how much does 1 tincup or 1 kg of domestic white rice cost in your shop?
8) **Whole maize**: Currently, how much does 1 tincup or 1 kg of whole maize cost in your shop?
   8.1 Where is your main source of supply for whole maize?
   a) From within the district.
   b) From another district
   c) From another region
   d) Elsewhere: specify

9) **Crushed maize**: Currently, how much does 1 tincup or 1 kg of crushed maize cost in your shop?

10) **Dried beans**: Currently, how much does 1 tincup or 1 kg of dried beans cost in your shop?

11) **Dried cowpeas**: Currently, how much does 1 tincup or 1 kg of dried cowpeas cost in your shop?

12) **Dried cassava**: Currently, how much does 1 bunch of dried cassava in your shop?

13) **Sweet potato**: Currently, how much does 1 bunch of sweet potato in your shop?

14) **Cooking oil**: Currently, how much does 1 liter of vegetable oil in your shop?

4. **Others**

15) How long does it take the furthest person living away from your shop, to walk to your shop?

16) **MARKET ACCESSIBILITY**: Are there any challenges for customers in accessing the market/area?
   a. Yes: If yes, what is it? Single or multiple?
      i. Difficult road conditions
      ii. No public transport
      iii. Others:
   b. No:

17) **STOCK AVAILABILITY**: Are there any shortages of basic food commodities in your shop [such as maize, beans, rice, cooking oil, etc.]?
    1. Yes: if yes, what food?
    2. No
    17.1) If yes: what is the main reason for shortage of food commodities in the market?
      i. High prices
      ii. Unavailability of food commodities
      iii. Lack of transport
      iv. Poor weather
      v. Delay to ferry goods by supplier
      vi. Other, specify

18) **OPEN QUESTION**: Would you tell us about the food situation in your community?