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The U.S. Government's Global Hunger & Food Security Initiative

Phone Survey Experiences: Myanmar Agriculture Policy Support Activity

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PHONE SURVEYS

Imperfect but important...

- Survey data always imperfect, phone surveys more imperfections
- But also some real benefits: Lower costs, less time, and safer (!)
- Ultimately a useful tool



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MAPSA VALUE CHAIN PHONE SURVEYS

Upstream: Mechanization service providers; agricultural equipment retailers

Midstream: Rice millers; Agricultural commodity traders

Downstream: Food vendors

Interviewed twice a year



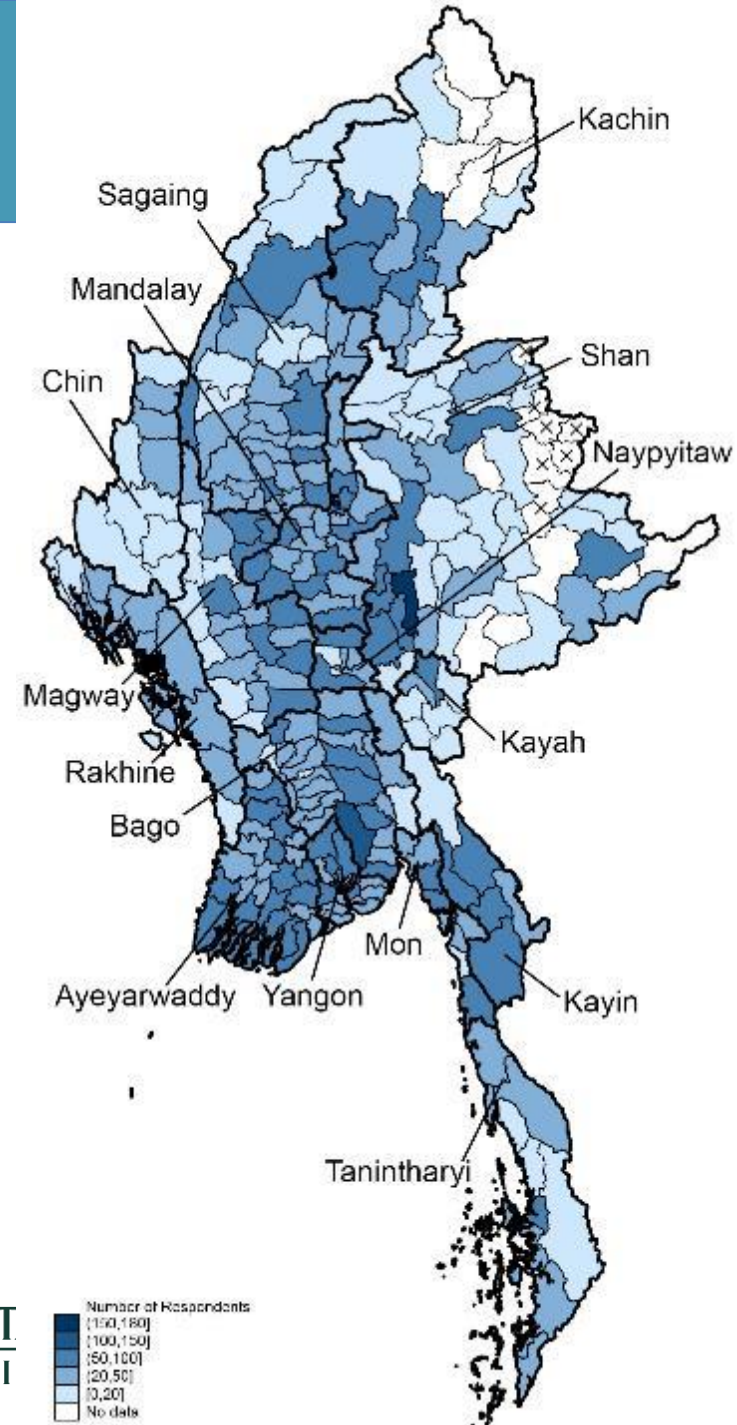


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MYANMAR HOUSEHOLD WELFARE SURVEY (MHWS)

- Interviews conducted with 12,100 respondents from nearly all townships of Myanmar (310/330)
- Representative at the national, urban/rural and state/region level
- Four rounds conducted in 2022 – three planned in 2023



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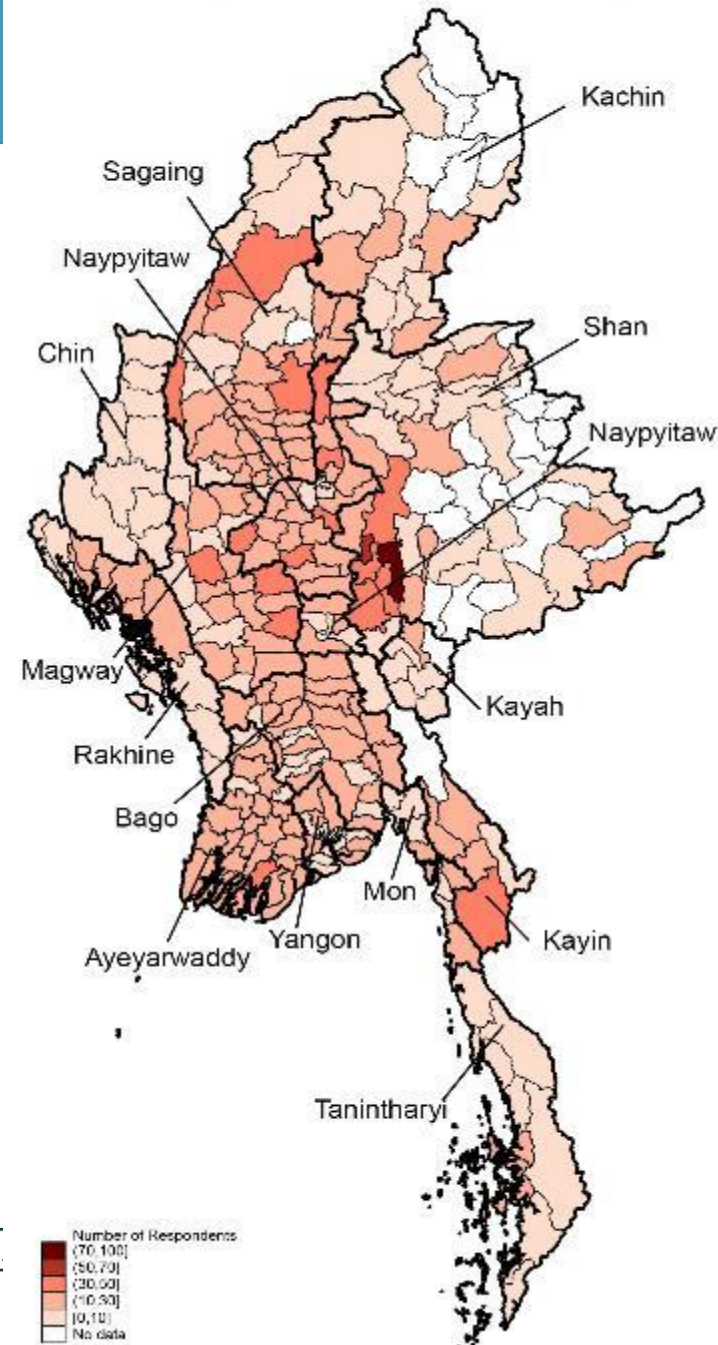
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MYANMAR AGRICULTURE PERFORMANCE SURVEY (MAPS)

- Interviews conducted with 4,000 farming households (sub-sample of MHWS) in 281 townships covering all states/regions.
- Representative at the national, urban/rural and state/region level
- Two rounds in 2022 – two rounds planned in 2023

Farm Survey
Number of respondents interviewed at township level



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SAMPLING ISSUES

1. Value chain surveys:

- Working with smaller samples (200 – 500)
- But based on contacts from previous surveys
- Hard to get at representativeness



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SAMPLING ISSUES

2. Household and farm surveys (targets set based on census and national surveys – follow DHS strategy at state/regional level)

State/ Region	Gender (female)	Location (rural)	Education level (low)	Livelihood (farming)
Ayeyarwady	50	86	54	47
Bago	50	78	52	46
Chin	50	79	50	66
Kachin	50	64	42	43
Kayah	50	75	47	60
Kayin	50	78	57	45
Magway	50	85	56	52
Mandalay	50	65	49	41
Mon	50	72	52	33
Nay Pyi Taw	50	68	43	30
Rakhine	50	83	58	46
Sagaing	50	83	54	63
Shan	50	76	60	73
Tanintharyi	50	76	50	40
Yangon	50	30	31	13

SAMPLING ISSUES

2. Household surveys – getting at representativeness

Issue: Miss everybody without a phone and have no listing...

a. Create basis household weight - Apply an expansion factor (state/region; urban/rural); adjust weight for over-sampling farm households; Adjust weight for education levels

b. Entropy-adjusted household weights - Additional constraints on 1/ agricultural land owned (in five categories), based on the distribution of 2017 MLCS data; 2/ housing type among urban households, based on the reported 2020 ICS information; 3/ household composition.



Phone surveillance, from scratch

Novel sample design features of the nationally representative Myanmar Household Welfare Survey (MHWS)





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ATTRITION

- Attrition about 20% to 30% - higher after the coup than before
- Rejection rates higher for busier respondents
- Rural households – farmers are difficult to reach; Occasional cellphone use; Persistence pays off
- Provide small incentive for respondents to reduce attrition
- No perfect solutions possible
- Important to understand limitations and be open about representativeness



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SOME LESSONS LEARNED

- Reaching respondents
 - Call early and often – many times at varied times of day
 - Persistence pays off – especially in rural samples
- Questionnaire
 - Be intentional in choosing questions (analysis plan)
 - Limit question (and response) length
 - Costly (effort & patience) to listen to long questions, lower engagement
 - Pretest!



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