

Kuajok Market, Gogrial West County: Cash Feasibility Assessment

May 2025 | South Sudan

Key Messages

- **Market functionality:** Kuajok market (Kuac North Payam) remained **operational despite economic hardships, insecurity, and poor infrastructure**. However, vendor numbers and **customer visits declined** due to financial instability, movement restrictions, and incidents of violence. While more than half of vendors were confident in **scaling up supply** if demand rises, they faced **financial and supply chain hindrances**.
- **Market access:** Households faced significant **barriers** to market access, including **insecurity, flooding, poor roads, and violence against women**. **Financial constraints** were severe; 67% could not afford market goods, and 44% lacked income for essentials. Despite this, 80% **visited the market weekly**, suggesting it was likely an important part of their survival strategies.
- **Access to financial services:** **Cash transfers** in SSP were widely preferred, with 75% of households favoring them due to their **flexibility** in meeting diverse needs. However, **concerns** included market disruptions, misallocation, and dependency on aid.
- **Cash assistance acceptance:** Only 28% of households had access to **formal financial services** in their area. **Community-based institutions**, such as women's associations and cooperatives, helped **bridge this gap** for the community, but vendors struggled with limited awareness and access to them.
- **Protection and financial risks:** Less than one-third of communities (18%) expressed concerns about potential risks with the implementation of cash transfer programming. The most commonly reported risks were **concerns about price increases or market instability, misuse of funds, and dependency on aid** as a result of cash assistance. Additionally, 24% of households **could not access physical cash**, and mobile money adoption was low due to poor network infrastructure and limited financial literacy.

Context & Rationale

The South Sudan Humanitarian Needs and Response Plan (HNRP) provides an overview of needs and severity across the country, classifying counties by priorities 1 through 5, to guide the humanitarian response. Market functionality is one factor in deciding where **cash-based interventions** are feasible. In the [2025 HNRP](#), Gogrial West was designated Priority 3. Data from the Joint Market Monitoring Initiative (JMMI) shows that the county faced poor market functionality throughout 2024.

With the growing focus on Multi-Purpose Cash Assistance (MPCA) in South Sudan, there is a clear need for a **deeper analysis** of the opportunity to **scale up cash interventions in flood-prone areas** like Gogrial West. This will help determine whether cash assistance is the most appropriate and efficient form of support in prioritized counties.

Building on this foundation, the assessment sought to generate a context-specific, evidence-based analysis to guide the Cash Working Group (CWG) and humanitarian actors in South Sudan regarding the implementation of cash transfer programming - particularly MPCA - as a critical humanitarian intervention.

Assessment Overview

The Cash Feasibility Assessment was planned in consultation with the South Sudan Cash Working Group and responds to the **need for up-to-date and in-depth assessments** to inform cash transfer programming. This factsheet provides insights to strengthen cash transfer preparedness in Kuac North Payam, Gogrial West, helping to ensure more efficient and effective planning for future interventions in this area. It is structured around three key dimensions that represent the essential preconditions needed to measure the overall feasibility of a cash-based interventions: **market functionality, community access to markets and financial services, and community assistance preferences**.

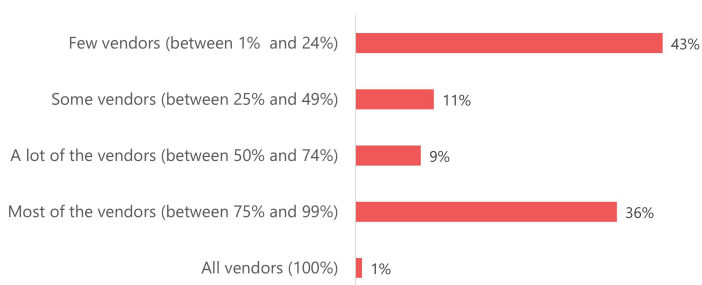
The study was conducted at the household, community, and market levels in Kuac North Payam, Gogrial West County, Warrap State. Vendors engaged in the assessment were operating in Kuajok town, within the same payam. **Data was collected between the 11th and 14th of February 2025**. Findings are indicative only, and are not generalizable across the whole county. For more information, please see the [terms of reference](#).

MARKET FUNCTIONALITY

Market capacity

Most traders (7 out of 10) agreed that the majority of the usual vendors operating in the market were open at the time of the assessment, with only a few having stopped their business. This finding differs from the results of the household interviews as over half of the households (57%) mentioned that the market had seen a recent drop in the number of vendors operating. Specifically, 36% reported that more than 75% of vendors had closed their businesses, 9% noted that between 50% and 74% were no longer operating, and 11% said that between 25% and 49% had shut down, see Figure 1. Possible reasons for the reported stall closures could be attributed to the 2024 floods¹ and the recent rise in violence against Sudanese vendors that affected markets across the country in January 2025.²

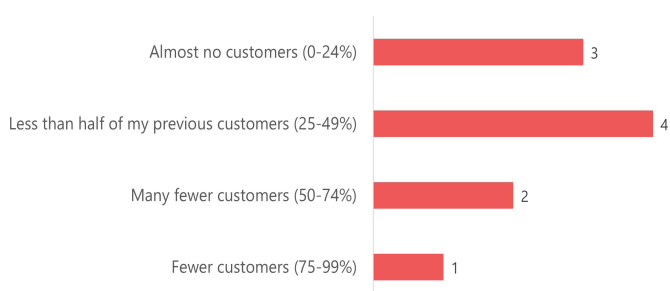
Figure 1: Proportion of market vendors closed (at the time of the assessment), as reported by % of households (n=110)



Despite a slight drop in the number of operating businesses in Kuajok market, most vendors remained optimistic. Many believed that all closed businesses would reopen soon (5 out of 10), while others expected only a few to resume operations as usual (4). The January 2025 incidents affecting markets nationwide also led all interviewed vendors to shut down temporarily. However, all said they had been able to reopen either soon after (7) or after some time (3).

Findings showed that not only were fewer vendors operating (at the time of the assessment) in the Kuajok marketplace, but the market had also experienced a drop in the number of customers who could physically visit the space regularly. The majority of vendors noted a sharp decline in customer visits, with four respondents saying that less than half of their previous customers were able to visit regularly, and three respondents reporting that hardly any customers were coming to their shops.

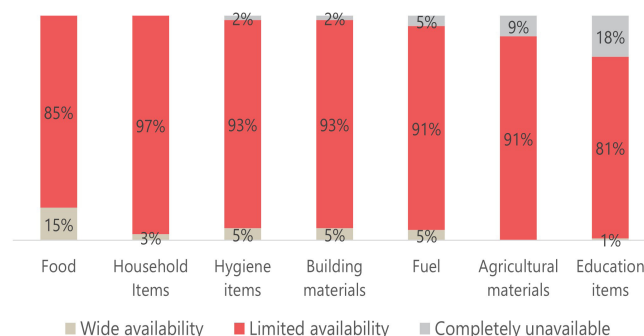
Figure 2: Percentage of pre-2024 flood customers unable to regularly visit shops, as reported by number of vendors (10)



This was in line with the findings from the community discussions, where both men and women agreed that the lack of income due to limited and low-paying income-generating activities was the main economic barrier preventing households from purchasing essential goods in the market. Adding to this was the high price of commodities in the market.

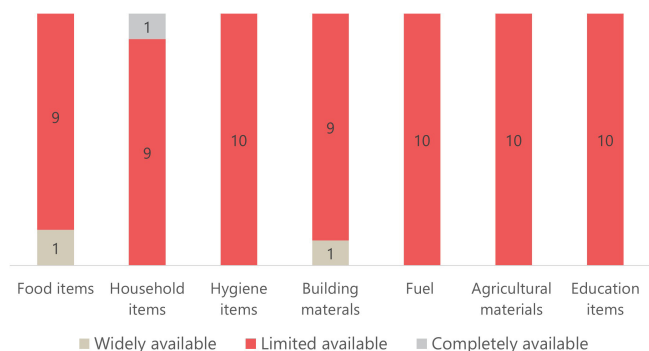
During the community discussions, women noted that the market had remained functional over the past years, offering a wide variety of items. However, both women and men agreed that market shortages and the unavailability of specific goods had always been a problem due to challenges like poor road conditions, flooding, and insecurity along supply routes. Both groups also reported that these shortages had worsened recently, with a noticeable drop in available commodities compared to previous years. This decline was primarily due to disruptions in supply routes for goods coming from Sudan, caused by the ongoing war, and from Wau, where low production had reduced the availability of goods. The women's group also highlighted the recent violence targeting Sudanese traders in January 2025 as a significant factor.

Figure 3: Item category availability in the marketplace as reported by % of customers at the time of the study (n=110)



As shown in Figure 3, the perception of market availability among interviewed households in Kuajok aligns with the findings from the group discussions. Most households reported that key commodities are available in the market, although in limited amounts. However, a small number reported education items (18%) and agricultural materials (9%) as entirely unavailable. Moreover, the same finding arises from the market vendor interviews, where the majority reported limited availability across all commodity categories, see Figure 4.

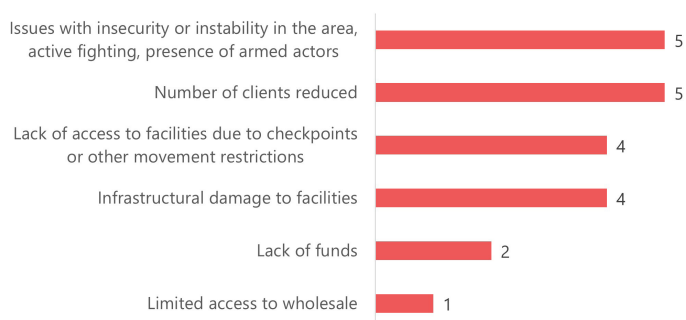
Figure 4: Item category availability in the marketplace as reported by number of vendors (n=10)



Challenges faced by traders in the market

When asked about the most significant challenges traders face in Kuajok market, vendors highlighted several key concerns. The most pressing issues were insecurity and instability in the area, driven by active fighting or the presence of armed actors (5 out of 10), and a decline in customer numbers (5). Additionally, vendors pointed to limited access to market facilities due to checkpoints and other movement restrictions (4) and infrastructural damage affecting their businesses (4).

Figure 5: Top challenges faced by market traders, as reported by number of vendors (n=10)



The assessment also found that most vendors (8 out of 10) had difficulties keeping their business operational. The challenges reported are diverse, with few vendors reporting the same. As seen in Figure 6, the most common challenge reported was inflation (3), followed by theft (2), high taxes by local authorities (2), and not having access to enough capital (2).

Figure 6: Number of vendors reporting difficulties in keeping business operational (n=10)



Supply chain

A majority of vendors in the Kuajok market source their supplies from Kampala, Uganda, by truck. Notably, more than half of the vendors (7 out of 10) reported commonly relying on more than one supplier to restock. The most common reasons for relying on more than a single supplier were to access better deals between suppliers (6), ensure the reliability of the supply and avoid stockouts (4), and minimise supply chain disruptions (4).

When asked about predicting the prices suppliers would charge them one month ahead for key commodities, most market vendors (9) were confident in their ability to predict the price trend correctly. Unsurprisingly, and consistent with trends seen across most markets in South Sudan during 2024, the majority of vendors (7) expected prices to keep rising. When the same question was posed during household interviews - this time regarding the prices that market traders would charge - the responses aligned with the predictions made by market vendors. Majority of respondents who reported they could accurately predict the prices for most frequently purchased items in the market (92%) estimated that prices across all commodity categories would increase in the following month.

During regular times, about half of the surveyed vendors (4) usually restock every 2 - 3 weeks, while two do so once a month and another four every two months or more (see Figure 7). Based on findings from vendor interviews, the majority of vendors (9) were able to replenish their stock before running out, thanks to a diverse network of suppliers. However, in some instances, one vendor may be sold out entirely before restocking, though this appears to be an exception rather than the norm.

Figure 7: Number of vendors reporting the frequency of supply re-stocking (n=10)

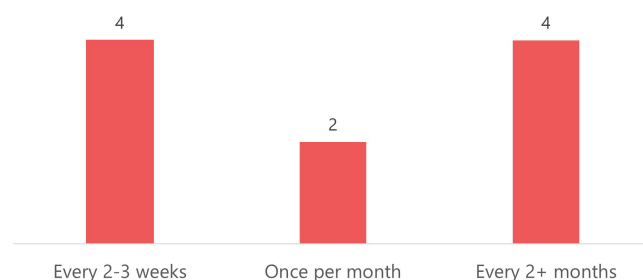
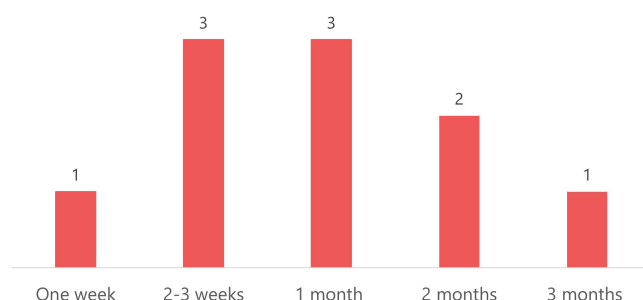
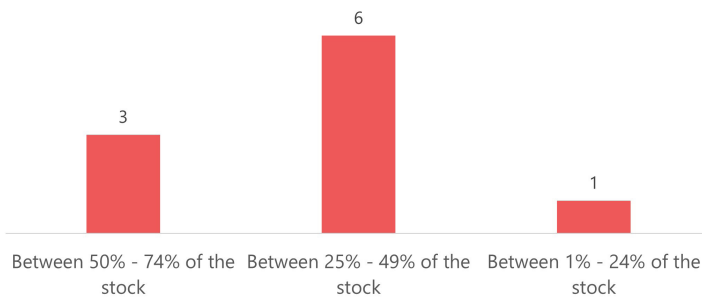


Figure 8: Duration of stock availability before selling out, as reported by number of vendors (n=10)



At the time of data collection, the amounts of available stock in store varied from vendor to vendor, with most (6 out of 10) having between 25% and 49% commodities available and three storing more than 50% of their stock (see Figure 9). While the amount of available stock differs considerably, according to the JMMI data from February 2025, vendors had access to storage facilities, with 100% reporting keeping their stock within a secure and locked facility within their own businesses.

Figure 9: Stock levels (at the time of the assessment) as a percentage of usual inventory, including storage, reported by number of vendors (n=10)



Vendor capacity and constraints in scaling sales

If customer demand were to rise, half of the surveyed vendors stated they could increase their sales capacity by 50% without difficulty, despite two of them reporting challenges in accessing cash. However, some vendors (4 out of 10) said they would struggle to source enough goods in time, with most estimating they would need up to four months to scale up their stock. (see Figure 10). This was largely due to the long supply chains involved, as many goods are sourced from distant markets such as Kampala, requiring extended transportation and restocking times.

Many vendors also reported significant limitations in increasing their inventory due to difficulties accessing physical cash. These constraints severely limit their ability to respond to a surge in demand.

Figure 10: Vendor capacity to meet a 50% increase in customer demand, reported by number of vendors (n=10)



COMMUNITY'S ACCESS TO MARKETS AND FINANCIAL SERVICES

Market Access

Overall, about half of the households interviewed (45%) reported facing restrictions to access the marketplace in the last 30 days. Among the subset who reported such restrictions, the most reported issue was market closures due to security concerns, affecting 62% of the respondents. Physical obstacles, such as flooding, poor roads, and long distances, further complicate travel. Seasonal challenges, like heavy rains and floods (22%), and impassable roads, often due to flooding (34%), created additional barriers, making it even harder for people to access the market. For 34% of households, the market was simply too far or inaccessible due to distance, making regular travel a challenge. The community discussions revealed that these barriers impact everyone in the community equally, regardless of social class or displacement status.

Figure 11: Top 10 challenges faced by the community travelling to, at, or while shopping in the market, reported by % of households facing challenges (n=50)*

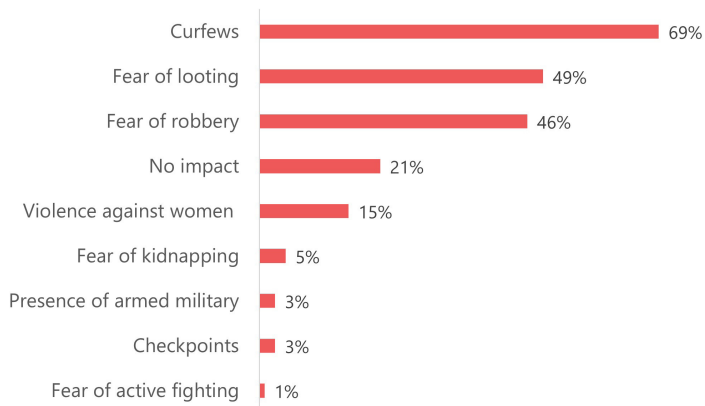


*Multiple choice: total answers may exceed 100%

In addition to reporting on the barriers to accessing the local market, community members were asked during focus group discussions to explain the methods most employed to cope with these barriers. The respondents explained that, although the community had little control over the challenges, leaving them with limited options, their main strategies were either waiting for floods and insecurity to subside or using alternative routes during the rainy season. This often means longer travel times, greater distances, or a complete halt in market visits.

When asked about the security issues that had affected the community's access to Kuajok market over the 30 days prior to data collection, about two-thirds of households surveyed (69%) reported being affected by curfews. Households also highlighted other significant concerns, including the risk of looting (49%) and the risk of theft or robbery while travelling to or at the market (46%). Another significant security challenge experienced by 15% of respondents was violence against women, including harassment or assault on the way to or at the market.

Figure 12: Security factors that impacted household market access over the last 30 days, reported by % of households (n=110)*

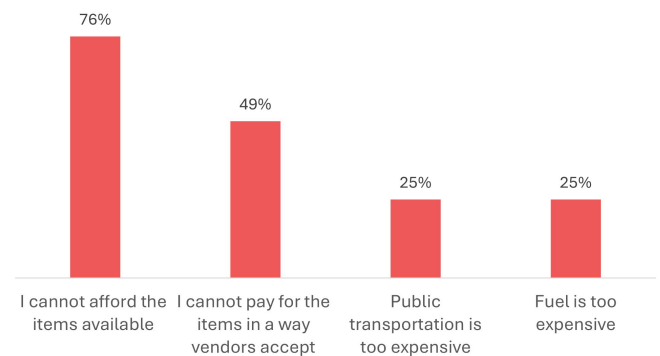


*Multiple choice: total answers may exceed 100%

Due to discrimination or exclusion, social access to the marketplace was not guaranteed to all community groups. According to household interviews, more than a quarter of respondents noted social barriers to accessing Kuajok market for specific groups. When reported by vendors (2), the groups that avoided the marketplace were the elderly, people with disabilities and people with medical conditions.

In addition to physical and social barriers to accessing the market, households were asked whether financial constraints also constitute a key barrier to using the Kuajok marketplace. Notably, majority of respondents (88%) reported experiencing some kind of financial barrier. The most commonly reported issue is the inability to afford available items, with 76% of respondents stating they simply cannot afford what's being sold. Additionally, 49% mentioned they cannot pay for items in a way vendors accept. Transportation costs also posed a significant hurdle, with 25% of respondents noting that public transportation is too expensive, while 25% cited the high cost of fuel as a barrier to accessing markets. These financial challenges highlighted the economic strain many households in Kuac North faced, which significantly hindered their ability to purchase essential goods and services even when the local market is functional.

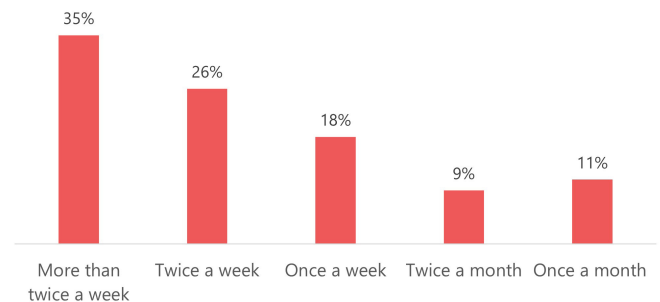
Figure 13: Financial barriers that impacted household market access over the last 30 days, reported by % of households experiencing financial challenges (n=97)*



*Multiple choice: total answers may exceed 100%

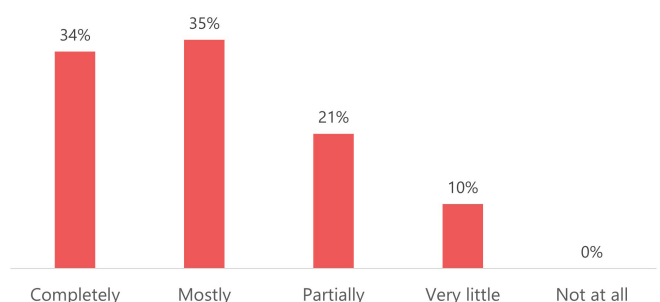
The average travel time to the market in Kuak North Payam was one to two hours, and walking was the most common mode of transport. Although households in Kuak North Payam faced numerous barriers to accessing the market and long-distance travel to reach it, they still interacted regularly with it, with 80% of households visiting it at least once a week.

Figure 14: Average frequency of household visits to the market for commodity purchases, reported by % of households (n=110)



This suggests that the market could, to a certain extent, meet the community's basic needs, as confirmed by household interviews, where a majority (69%) of respondents noted that Kuajok market is either completely (34%) or mostly (35%) able to supply the goods and services their households need.

Figure 15: Perceived market capacity to meet household needs, reported by % of households (n=110)

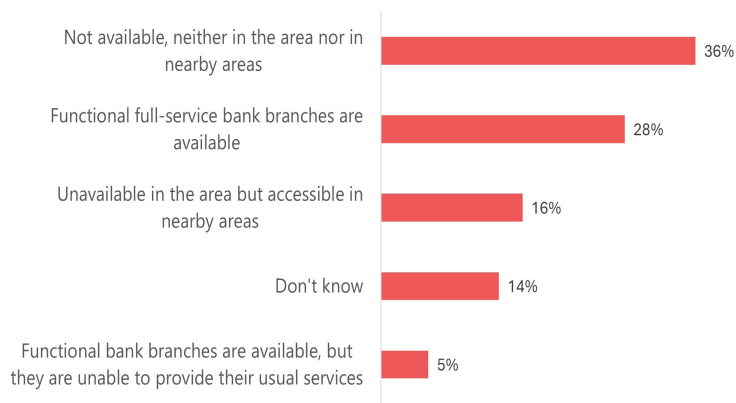


Access to financial service providers

Financial inclusion in South Sudan is low. According to the World Bank, the formal banking sector serves less than 10% of the population, with commercial banks operating at a very low density.³ The lack of banking infrastructure is particularly acute in rural areas, where most of the population resides. Unsurprisingly, the assessment found that households in Kuac North Payam were very familiar with handling cash but have significant challenges in accessing functional financial services, including bank branches, and ATMs. Less than a quarter of the households (28%) in Kuac North Payam reported regularly having access to at least one type of formal financial service provider (FSP) in their area.

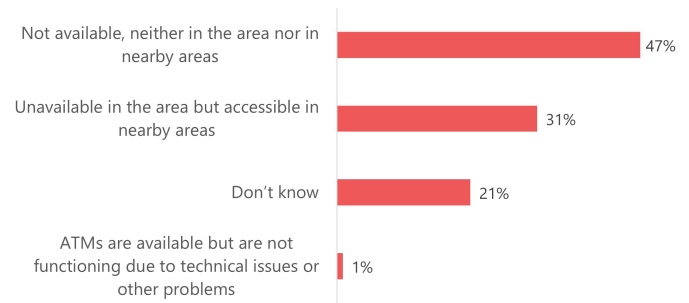
Access to functional bank branches was highly limited in the area, although it varies for households and market vendors. Although a notable portion of the households (36%) stated that bank branches are unavailable locally or in nearby areas, only slightly fewer respondents (28%) reported they can access full-service bank branches in their area. A few households (5%) noted that while branches exist, they are unable to provide their usual services. Additionally, 16% mentioned that while branches were unavailable locally, they could access them in nearby areas. For market vendors, the situation was more favourable. Majority of vendors (8 out of 10) mentioned that they could access functional full-service branches in their area.

Figure 16: Availability and functionality of full-service bank branches, reported by % of households (n=110)



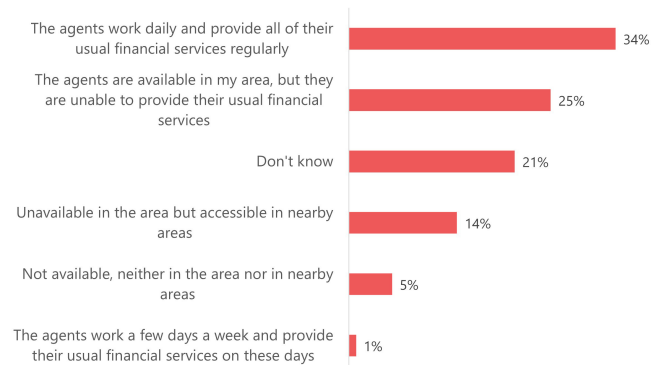
The availability of functional ATMs was even more restricted. At the time of the assessment, there was no functional ATM in Kuac North Payam, with the nearest accessible ATMs located in Wau town. However, households' perceptions of Wau's proximity varied significantly. While 47% of respondents reported that ATMs were unavailable locally or nearby, 31% indicated they could access ATMs in neighbouring locations. Findings from the interviews with market vendors pinpointed similar accessibility issues, with more than half (6) mentioning that ATMs are not available in the area or nearby.

Figure 17: Availability and functionality of ATMs, reported by % of households (n=110)



Financial service agents showed slightly better accessibility, though challenges remain for most households. Several respondents (35%) reported that outlets work at least a few days a week and provide their usual financial services. Similarly, all vendors (10) reported having access to functioning outlets daily. Moreover, an additional 14% of households mentioned they could access financial service agents in nearby areas. However, 5% stated that the agents were not available at all, and a notable 25% highlighted that although agents are available in the area, they were unable to provide their usual financial services.

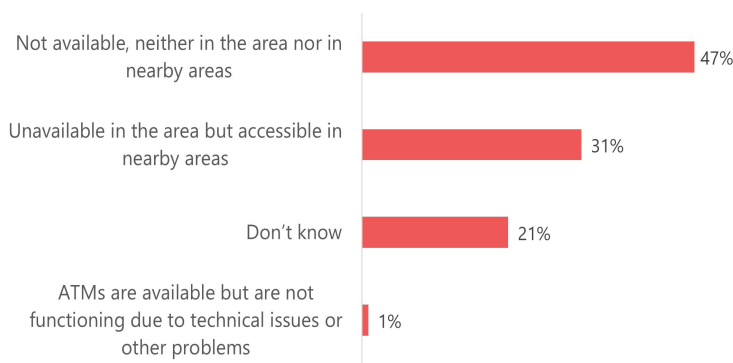
Figure 18: Availability and functionality of financial service agents, reported by % of households (n=110)



When it comes to community-based financial institutions, 54% of the households reported having access to such resources. A major contributor to this number is women's associations, which were accessible to 46% of respondents. Other alternative financial institutions functioning in Kuac North included cooperatives (15%), microfinance (14%) and elders' groups (12%).

This finding suggests that these alternative institutions played a critical role in filling the gap left by formal financial institutions to provide financial services to the community. However, despite this, market vendor interviews found that traders found it challenging to use these alternative financial services, either because they did not know of their existence (5) or simply due to lack of access (4).

Figure 19: Availability and accessibility of community-based financial institutions, reported by % of households (n=110)

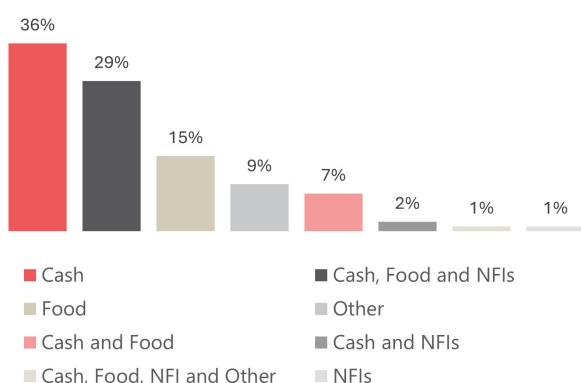


COMMUNITY ACCEPTANCE OF FINANCIAL ASSISTANCE

Assistance preferences

When asked about their preferred form of emergency assistance in the future, 75% (83 households) said they would choose cash. Of these, 36% (40 households) preferred cash alone, 29% (32 households) wanted a mix of cash, food, and NFIs, 7% (8 households) preferred cash together with food assistance, and 3% opted for cash with other combinations of aid. All households that chose cash assistance as the favoured type of aid after an emergency would opt for physical cash. The overall perception was that cash assistance provides flexibility to buy what the household needs most. Notably, 15% of respondents would opt for only receiving food assistance.

Figure 20: Household preferences for emergency assistance, reported by % of households (n=110)



This contrasts with the findings from community discussions, where food assistance was the preferred option. Food insecurity emerged as the most urgent concern, with many highlighting that children were falling ill due to a lack of food and that most people went through the day without eating, thus the preference for food assistance. While food was the top priority, participants also expressed willingness to accept cash, medicine, and non-food items such as shelter materials, mosquito nets, and education supplies.

The preference for food assistance in community discussions presents an interesting contrast, given that household surveys have shown a strong preference for cash. This could suggest that community respondents recognized that while cash offers flexibility, it may not always be the most reliable option in times of crisis, perhaps due to past negative experiences that have reduced the purchasing power of cash transfers. Additionally, men in the community noted that access to agricultural inputs and seeds would help reduce dependence on external aid.

If the community were to receive humanitarian financial assistance in the future, based on their needs at the time of this assessment, households envisaged spending the cash mainly on food (91%), education (75%), healthcare (69%), and shelter (58%). During the community discussions, similar priorities for financial assistance spending were reported, with a majority of respondents opting to spend the cash assistance predominantly on food. The women's group discussion also mentioned that they would use the cash to pay for medicine, school fees, and NFIs; while the men's group would opt to spend the money on agricultural inputs such as seeds. At least three out of these five categories represent goods that could only be purchased at the market.

Based on the assessment findings regarding commodity availability, Kuajok market appeared largely capable of meeting most households' priority spending needs. This suggests that if financial assistance were provided in the assessed locations, households would likely be able to meet their key needs through the local market, though market conditions should be closely monitored.

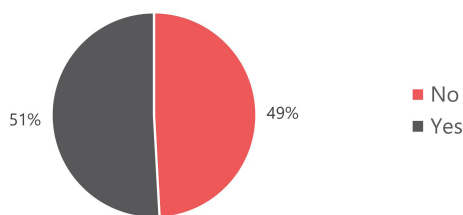
Previous experiences with CVA

Households, market vendors, and communities were also asked about their previous experiences with receiving cash and voucher assistance (CVA).

Only two of the ten vendors interviewed had previously worked with humanitarian financial aid implementing agencies. Although both vendors reported satisfaction with the process, one noted that community members expressed concern regarding corruption and fraud while targeting the distributions.

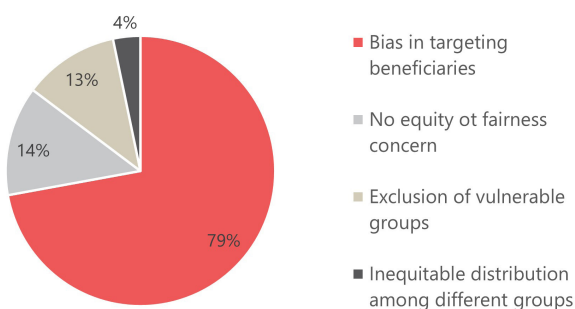
These findings were also supported by the household survey. About half of households (51%) had previously received some form of financial assistance, and only 3 reported dissatisfaction with the overall process. When asked to explain their dissatisfaction, respondents mentioned issues like an unfair distribution process (3), lack of transparency in the selection process (2), and delays in receiving funds (1).

Figure 21: Households' previous experience with cash and voucher assistance, reported by % of households (n=110)



However, despite widespread satisfaction with the overall experience, when households that had received previous CVA (51%) were asked to share their perceived community feelings about whether the financial assistance was distributed fairly and equally, a notable 79% mentioned that the process was biased in targeting beneficiaries during the distribution process. Another distribution concern reported to a lesser extent was the exclusion of vulnerable groups (13%).

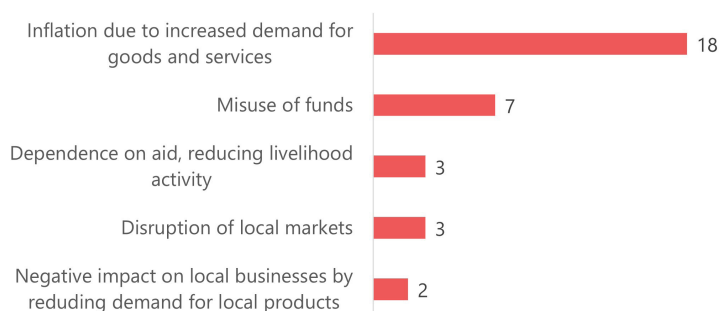
Figure 22: Perceptions of issues regarding the fair and equal distribution of financial assistance among households with prior experience with cash and voucher assistance (n=56)



Protection risks

Despite the apparent preference for financial assistance, some households in the assessed locations could still face potential risks associated with humanitarian financial assistance, with 18% (20) of the interviewed households expressing concerns. Out of those that reported risks, three concerns were frequently raised: the possibility that cash assistance could disrupt the local markets (18), that it could be spent on the wrong things (7), and that it could also lead to increased dependency on aid, potentially reducing local livelihood activities (3). Similarly, only two market vendors expressed concerns about this type of assistance, worrying that it could disrupt the local market.

Figure 23: Perceived risks of humanitarian financial aid in communities, reported by % of households (n=20)*



*Multiple choice: total answers may exceed 100%

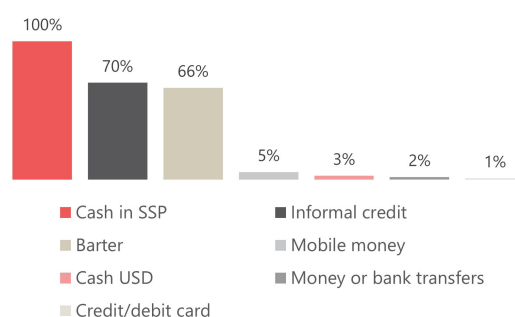
The participants in the group discussions reported that they did not perceive any significant risks associated with cash assistance. However, the women's group acknowledged that the targeting process may be a problem that is most likely to cause tensions and jealousy in household and community relations - either because assistance will be unfairly distributed or due to corruption during distribution. The participants generally viewed cash assistance as beneficial for all community groups, particularly women and vulnerable households, who could use it to meet essential needs, invest in businesses and agricultural inputs, and hire labour.

Another key concern raised during the group discussions was the potential impact of cash assistance on local markets. Most respondents believed that cash assistance was unlikely to lower market prices and, in fact, feared that traders might raise prices in response to increased demand. Despite these concerns, both groups agreed that markets would likely adjust and continue to meet demand, even with the injection of cash.

Financial risks

Due to the low penetration of formal financial services in the country, cash remained the primary means of payment. Nevertheless, while the community was accustomed to using cash, access to it presented a significant challenge in Kuac North. The assessment found that in the past 30 days, the most commonly used payment methods were cash in SSP (100%), informal credit (70%), and barter (66%), see Figure 24. During community discussions, both women's and men's groups emphasized that while cash was essential for meeting basic needs in the market, many households struggled to obtain it.

Figure 24: Payment modalities used by households in the last 30 days, reported by % of households (n=110)*



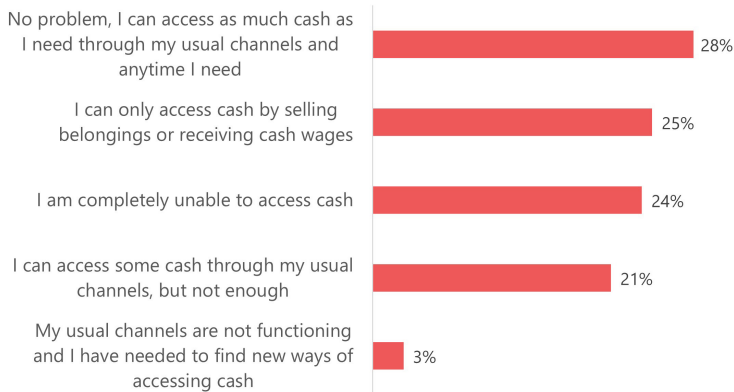
*Multiple choice: total answers may exceed 100%

To secure money for market purchases, households engaged in small-scale income-generating activities such as burning charcoal, brewing local alcohol, selling pots, grass, and firewood, or sending young family members to perform manual labour. Some also sold livestock when necessary. Nevertheless, local income-generating activities often failed to provide enough earnings to cover essential expenses, as reported by the community discussions.

As a result, when these options were shown to be insufficient, more severe coping mechanisms to obtain food were reported by the participants, including skipping meals, prioritizing children's nutrition, depending on livestock, gathering wild foods, or even hunting wild animals. The men's group also noted that traditional coping strategies, such as relying on support from relatives or friends, were no longer viable, as financial hardship had become widespread across the country.

Households interviewed also suggested that the community struggled to access cash, with about a quarter (24%) of respondents completely unable to access any money and another quarter (25%) only accessing cash by selling belongings or receiving cash wages. Additionally, another 21% highlighted that the funds accessible to their usual channels were insufficient to meet their household needs.

Figure 25: Households' access to physical cash, reported by % households (n=110)



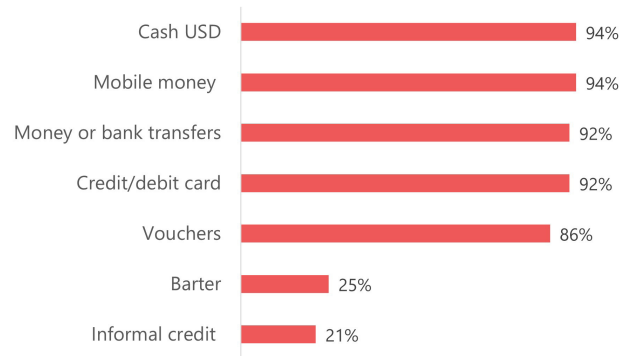
While mobile money has helped boost financial inclusion in many African countries, its expansion in South Sudan faces significant hurdles. Poor telecommunication infrastructure results in unreliable network coverage, particularly in rural areas.⁴ This limited access makes it difficult for mobile money to gain widespread adoption, as evidenced by the low mobile money account penetration in South Sudan, which was less than one percent in 2021.⁵ The findings of this study corroborate these challenges.

When asked about the types of payment methods they either could not or would not use, most households pointed to mobile money as the biggest challenge. A striking 94% of respondents reported difficulties in adopting this type of digital financial services. The reasons varied; most respondents said they did not have a mobile money account (41%), while others simply did not want to use or accept it (17%). Some said they could use mobile money but found few people willing to accept it (2%). Others cited poor mobile network coverage (5%) or a lack of electricity (5%) as major obstacles.

Similarly, majority (9 out of 10) of vendors surveyed also reported not having access to mobile money, either because they did not have a mobile money account (4), or simply because they did not want to use or accept it (5).

Given the challenges most households faced in accessing formal financial services, many were also either unwilling or unable to use other payment methods, including cash in USD (94%), credit or debit cards (92%), money or bank transfers (92%) and vouchers (86%).

Figure 26: Payment modalities that households are unable or unwilling to use, reported by % households (n=110)*



*Multiple choice: total answers may exceed 100%

CONCLUSION

The Cash Feasibility Assessment in Kuac North Payam, Gogrial West County, provides a critical evaluation of the market functionality, household access to financial services, and community acceptance of cash-based interventions.

Findings indicate that while the Kuajok marketplace remains functional, it faces significant challenges, including vendor attrition, limited availability of essential goods, and declining customer visits due to economic and security concerns. Households in the region rely heavily on the market for essential needs but encounter substantial financial and physical barriers that limit their purchasing power and access.

Despite these challenges, there is a strong preference for cash-based assistance, primarily due to its flexibility in meeting household needs. Community-based financial institutions play a vital role in supplementing the low penetration of formal banking services, but accessibility remains limited. While the risks associated with cash transfer programmes, such as market instability and potential misuse of funds, are acknowledged, the overall perception of cash assistance remains positive. The findings highlight the need for targeted interventions to enhance market stability, improve household financial access, and strengthen community preparedness for cash assistance programmes.

Methodology Overview

The Cash Feasibility Assessment employed a mixed-methods approach, combining quantitative data gathered via Household and Vendor surveys with qualitative data collection through Focus Group Discussions (FGDs). REACH developed three distinct data collection tools: one for the household survey, one for the vendor survey, and one for the focus group discussions (FGDs). All data was collected between the 11th and 14th of February 2025. Data collection was conducted in Kuac North Payam.

Household and Vendor surveys

For the household interviews, a structured survey was designed to collect data on market use, barriers to accessing markets, preferences for assistance, and concerns about cash risks. A non-representative random sampling method was used to select participants for these interviews. In total, 110 household interviews were conducted with individuals knowledgeable about market-related activities.

Similarly, a structured survey was conducted with vendors to gather information on commodity prices, item availability, stock levels, supply challenges, market

accessibility, and overall market resilience during the study period. A purposive sampling method was used for vendor selection. A total of 10 vendor interviews were conducted in Kuajok market, focusing primarily on retailers engaged in the direct sale of food and non-food items to consumers.

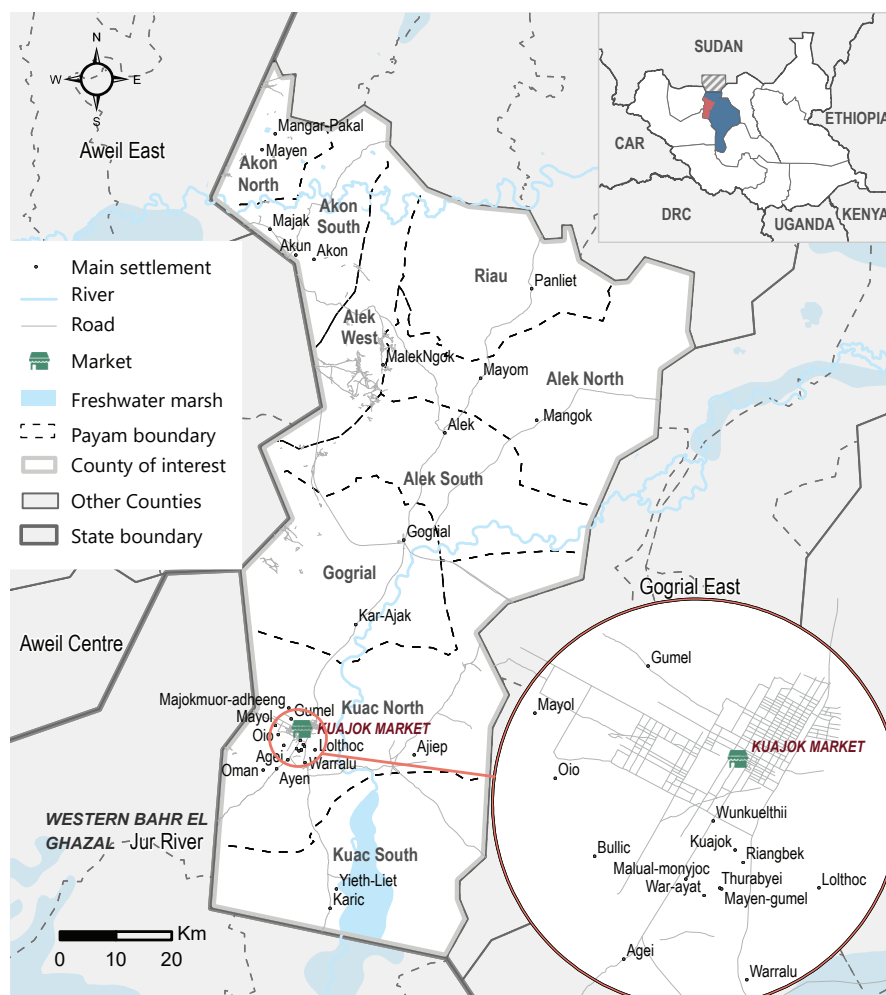
Enumerators used the KoboCollect app to conduct structured interviews with households and vendors.

Focus Group Discussions

For the FGDs, a semi-structured tool was developed to guide discussions around community access to markets and financial services, and community assistance preferences. A total of 2 FGDs were conducted (one with men and one with women). On average, each FGD had four participants. During these discussions, participants shared their views on topics such as:

- Access to markets;
- Familiarity and acceptance of cash-based modalities;
- Preferences for cash-based modalities and delivery mechanisms;
- The potential negative or positive impacts on household and community relations.

Assessment Coverage



Endnotes

¹ Mandil, N. (2024, October 21). A million people hit by flooding in South Sudan. BBC News.

² Mandil, N., & Booty, N. (2025, January 17). Curfew and deaths in South Sudan after revenge attacks on Sudanese. BBC News

³ World Bank. (2023, September 6). Strengthening South Sudan's financial sector project (PT79278). International Development Association

⁴ Ibid.

⁵ GSMA. (2023, January 20). [South Sudan: Mobile money's role in the road to recovery](#).

ABOUT REACH

REACH is a leading humanitarian initiative that collects primary data and produces in-depth analysis to help aid actors make evidence-based decisions in support of crisis-affected people. With this in mind, our flagship research programmes aim to inform the prioritisation of aid according to levels of need - both crisis-level planning and targeted rapid response - as well as decisions around appropriate modalities of aid.

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