

# Research Methodology Note

Syria Market Network Analysis

SYR1702a

Syria

July 2025

V1

**REACH** Informing  
more effective  
humanitarian action

## 1. Executive Summary

|  |   |   |                                     |
|--|---|---|-------------------------------------|
| <b>Country of intervention</b>   | Syria   |   |                                     |
| <b>Type of Emergency</b>   | <input type="checkbox"/>  | Natural disaster  | <input type="checkbox"/> Conflict   |
| <b>Type of Crisis</b>  | <input type="checkbox"/>  | Sudden onset  | <input type="checkbox"/> Slow onset |
| <b>Mandating Body/ Agency</b>  | Swiss Development Cooperation (SDC)   |   |                                     |
| <b>IMPACT Project Code</b>   | 16BIB   |   |                                     |
| <b>Overall Research Timeframe</b>  | 03/06/2025 to 24/08/2025, and then on a quarterly basis   |   |                                     |
| <b>Research Timeframe</b>  | 1. Pilot/ training: 13/07/2025  | 6. Preliminary presentation: N/A  |                                     |
| <i>Add planned deadlines (for first cycle if more than 1)</i>  | 2. Start collect data: 20/07/2025   | 7. Outputs sent for validation: 30/08/2025  |                                     |
|  | 3. Data collected: 31/07/2025   | 8. Outputs published: 7/09/2025   |                                     |
|  | 4. Data analysed: 14/08/2025  | 9. Final presentation: CWG monthly meeting  |                                     |
|  | 5. Data sent for validation: 14/08/2025   |   |                                     |
| <b>Number of assessments</b>   | <input type="checkbox"/>  | Single assessment (one cycle)   |                                     |
|  | <input checked="" type="checkbox"/>   | Multi assessment (more than one cycle) - 4 assessment cycles, on a quarterly basis, in line with REACH Humanitarian Situation Overview of Syria (HSOS) assessment frequency. Each HSOS cycle lasts 6 weeks approximately.   |                                     |
| <b>Humanitarian milestones</b><br><i>Specify what will the assessment inform and when</i><br><i>e.g. The shelter cluster will use this data to draft its Revised Flash Appeal;</i> | <b>Milestone</b>  | <b>Deadline (can be tentative)</b>  |                                     |
|  | <input type="checkbox"/>  | Donor plan/strategy   | --/ /----                           |
|  | <input type="checkbox"/>  | Inter-cluster plan/strategy   | --/ /----                           |
|  | <input type="checkbox"/>  | Cluster plan/strategy   | --/ /----                           |
|  | <input type="checkbox"/>  | NGO platform plan/strategy  | --/ /----                           |
| <input type="checkbox"/>   | Other (Specify):  | --/ /----   |                                     |
| <b>Audience Type &amp; Dissemination</b> <i>Specify who will the assessment inform and how you will disseminate to inform the audience</i>   | <b>Audience type</b>  | <b>Dissemination</b>  |                                     |
|  | <input type="checkbox"/> Strategic<br><input checked="" type="checkbox"/> Programmatic<br><input type="checkbox"/> Operational<br><input type="checkbox"/> [Other, Specify] | <input checked="" type="checkbox"/> General Product Mailing (e.g. mail to NGO consortium; HCT participants; Donors)<br><input type="checkbox"/> Cluster Mailing (Education, Shelter and WASH) and presentation of findings at next cluster meeting<br><input type="checkbox"/> Presentation of findings (e.g. at HCT meeting; Cluster meeting)<br><input type="checkbox"/> Website Dissemination (Relief Web & REACH Resource Centre) |                                     |

|   |  |   |
|---|--|---|
|   |  | <input type="checkbox"/> [Other, Specify] |
| <b>Stakeholder mapping</b><br><i>Has a detailed stakeholder mapping been conducted during research design to identify all actors that could <b>contribute</b> to and/or <b>benefit from</b> the research?</i> | X  | Yes <input type="checkbox"/> No           |
| <b>General Objective</b>  | To identify and map key market hubs and their catchment areas across Syria for selected essential goods by examining inter-community market reliance and access dynamics from the perspective of consumer behavior.  |   |
| <b>Specific Objective(s)</b>  | <ol style="list-style-type: none"> <li>Determine which markets communities rely on for access to selected essential items across Syria, disaggregated by item category (fresh food, bulk food, hygiene items, fuel, shelter items).</li> <li>Based on reported dependencies, identify key market hubs and delineate their catchment areas by mapping the surrounding communities that rely on each hub.</li> <li>In light of the identified market networks, assess the implications of market dependency in the event of access restrictions or disruptions, with a focus on identifying and mapping vulnerable networks and understanding the potential impact on dependent communities.</li> </ol>  |   |
| <b>Research Questions</b>   | <ol style="list-style-type: none"> <li>Which external markets are residents in different communities in Syria willing and able to travel to, in order to access selected essential items, and how does this vary by item category? <ol style="list-style-type: none"> <li>1.1 What are the most commonly accessed external markets by community residents for each category of essential items?</li> <li>1.2 Which essential item categories are most commonly sourced from external markets?</li> </ol> </li> <li>Which markets emerge as main points of reliance for surrounding communities for different item categories, and how does this network of reliance geographically expand? <ol style="list-style-type: none"> <li>2.1 Which communities are most frequently cited as main market hubs for each essential item category?</li> <li>2.2 How many surrounding communities rely on each identified hub, and what is the geographic distribution of these dependencies?</li> <li>2.3 Are certain hubs multi-functional, serving as primary access points for several item categories?</li> </ol> </li> </ol> |   |
| <b>Geographic Coverage</b>  | The geographical scope of this assessment will align with that of the REACH HSOS data collection scheduled for July 2025, and continue quarterly thereafter, covering the entire Syrian national territory (the governorate Quneitra is excluded as well as some parts of the Region RAATA (Ras-Al-Ain and Tell Abiad) due to security and access constraints).  |   |
| <b>Secondary data sources</b>   | <ul style="list-style-type: none"> <li><a href="#">REACH (July 2023), “Market Network Analysis – Northeast Syria – Greater Idlib”</a></li> <li><a href="#">REACH (July 2023), “Market Network Analysis – Northeast Syria – Aleppo”</a></li> </ul>  |   |

|   |                                    |  |                          |  |
|---|------------------------------------|--|--------------------------|--|
| <b>Population(s)</b><br><i>Select all that apply</i>  | <input type="checkbox"/>           | IDPs in camp   | <input type="checkbox"/> | IDPs in informal sites   |
|   | X                                  | IDPs in host communities   | <input type="checkbox"/> | IDPs [Other, Specify]  |
|   | <input type="checkbox"/>           | Refugees in camp   | <input type="checkbox"/> | Refugees in informal sites   |
|   | <input type="checkbox"/>           | Refugees in host communities   | <input type="checkbox"/> | Refugees [Other, Specify]  |
|   | X                                  | Host communities   | X                        | Returnees  |
| <b>Stratification</b><br><i>Select type(s) and enter number of strata</i>   | <input type="checkbox"/>           | Geographical #: _ _ _<br>Population size per strata is known? <input type="checkbox"/> Yes <input type="checkbox"/> No   | <input type="checkbox"/> | Group #: _ _ _<br>Population size per strata is known? <input type="checkbox"/> Yes <input type="checkbox"/> No  |
|   |                                    |  | <input type="checkbox"/> | [Other Specify] #: _ _<br>Population size per strata is known? <input type="checkbox"/> Yes <input type="checkbox"/> No  |
| <b>Data collection tool(s)</b>  | X                                  | Structured (Quantitative)  | <input type="checkbox"/> | Semi-structured (Qualitative)  |
|   |                                    | <b>Sampling method</b>   |                          | <b>Data collection method</b>  |
| <b>Structured data collection tool # 1</b><br><i>Select sampling and data collection method and specify target # interviews</i> | X                                  | Purposive<br><input type="checkbox"/> Probability / Simple random<br><input type="checkbox"/> Probability / Stratified simple random<br><input type="checkbox"/> Probability / Cluster sampling<br><input type="checkbox"/> Probability / Stratified cluster sampling<br><input type="checkbox"/> [Other, Specify] |                          | X Key informant interview (KI) (Target #):<br><b>1,126 KIIs across 770 communities, with the number of interviews per community varying based on the number of inhabitants (see sampling strategy for more details)</b><br><input type="checkbox"/> Group discussion (Target #): _ _ _ _ _<br><input type="checkbox"/> Household interview (Target #): _ _ _ _ _<br><input type="checkbox"/> Individual interview (Target #): _ _ _ _ _<br><input type="checkbox"/> Direct observations (Target #): _ _ _ _ _<br><input type="checkbox"/> [Other, Specify] (Target #): _ _ _ _ _ |
| <b>Disaggregation by gender and age</b><br><i>Are you planning to conduct sex/age disaggregated analysis?</i>                   |                                    | Gender   |                          | Age  |
|   | <input type="checkbox"/>           | Yes  |                          | <input type="checkbox"/> Yes   |
|   | X                                  | No   |                          | X <b>No</b>  |
| <b>Data management platform(s)</b>  | X                                  | IMPACT   |                          | <input type="checkbox"/> UNHCR   |
|   | <input type="checkbox"/>           | [Other, Specify]   |                          |  |
| <b>Expected output type(s)</b>  | X                                  | Situation overview #: 1  | <input type="checkbox"/> | Report #: _ _  |
|   | <input type="checkbox"/>           | Presentation (Preliminary findings) #: _ _   | <input type="checkbox"/> | Presentation (Final) #: _ _  |
|   | <input type="checkbox"/>           | Interactive dashboard #: _   | <input type="checkbox"/> | Webmap #: _ _  |
|   | <input type="checkbox"/>           | [Other, Specify] #: _ _  |                          |  |
| <b>Access</b>   | X                                  | Public (available on REACH resource center and other humanitarian platforms)   |                          |  |
|   | <input type="checkbox"/>           | Restricted (bilateral dissemination only upon agreed dissemination list, no publication on REACH or other platforms)   |                          |  |
| <b>Visibility</b> <i>Specify which logos should be on outputs</i>   | <b>REACH</b>                       |  |                          |  |
|   | <b>Donor: N/A</b>                  |  |                          |  |
|   | <b>Coordination Framework: N/A</b> |  |                          |  |
|   | <b>Partners: N/A</b>               |  |                          |  |

## 2. Rationale

### 2.1 Background

Since 2017, the Cash-Based Response Technical Working Group and REACH have produced monthly situation overviews on the price and availability of essential goods, including food, hygiene and non-food items, fuel, water, and communication services, through the Joint Market Monitoring Initiative (JMMI). These data also underpin the calculation of the Survival Minimum Expenditure Basket (SMEB), which informs transfer values for cash and voucher assistance provided to households in both northeastern and northwestern Syria.

Until March 2025, the JMMI was conducted separately in northeastern and northwestern Syria, led by REACH in coordination with the respective Cash Working Groups (NES CWG and NWS CWG) and implemented in partnership with local and international NGOs. In April 2025, as part of the transition to a unified humanitarian coordination structure, the first nationally integrated JMMI was launched, covering the entire Syrian territory.<sup>1</sup>

**While the JMMI provides critical data on the availability and pricing of essential goods at the community level, it does not capture the functional and spatial dynamics that define the wider market system, namely, how communities rely on one another for access to various commodity categories.** Because community selection for JMMI data collection has historically prioritized factors such as community population size and accessibility, the sampling strategy and resulting data offers limited visibility on the underlying market interdependencies that shape supply chains and access patterns.

This information gap limits the ability to develop a comprehensive understanding of market interdependencies across communities. In the absence of such insights, it is difficult to delineate market catchment areas, assess the robustness of supply networks, or model the potential impact of disruptions on dependent areas. Consequently, response planning may remain fragmented and reactive, reducing the effectiveness of preparedness efforts and constraining the design of context-appropriate, market-based assistance interventions.

### 2.2 Intended impact

This market network mapping exercise seeks to address this gap. By identifying the interdependencies between communities for various essential items, the assessment will help define key market hubs at the sub-district level and their respective catchment areas. This will enable a more accurate and dynamic understanding of consumer behaviour, specifically, how individuals move across communities to access different categories of goods. In turn, this will support risk analysis by highlighting vulnerable market linkages and identifying communities most at risk in the event of access restrictions, supply chain disruptions, or market shocks. When combined with JMMI price data, the analysis will contribute to a more nuanced geospatial understanding of Syria's market system, strengthening the evidence base for cash-based interventions and informing preparedness and response planning.

## 3. Methodology

### 3.1 Methodology overview

The present assessment is going to adopt a structured quantitative approach, with one Key informant interview (KII) conducted for each community covered, targeting knowledgeable persons that can provide the best possible inputs. Data collection will be synergic and will tag along REACH HSOS data collection planned for July 2025, and for three additional rounds on a quarterly basis thereafter, across the entire Syrian national territory. Thus, the sampling strategy will adopt the same as of HSOS, for a total of 1,126 KIIs across 770 communities, with the number of interviews per community varying based on the number of inhabitants. During the analysis stage, research questions 1 and 2 will be answered through elaboration of data from primary data collection, and triangulated with relevant contextual secondary sources.

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<sup>1</sup> [REACH, "Syria – Joint Market Monitoring Initiative \(JMMI\) – April 2025"](#)

### 3.2 Population of interest

- **Geographical area assessed**

The 2025 HSOS covers communities across all 13 governorates of Syria, excluding Quneitra governorate and specific areas within RAATA, based on operational considerations and coordination inputs.

All sub-district capital communities are mandatorily included in the sample to ensure administrative representativity.

- **Sampling strategy**

The sampling of communities follows a stratified purposive design informed by the most recent available population estimates, ensuring both representativity by population size and administrative relevance:

- ❖ **Community size stratification**

- Communities excluded: communities below a certain population size (150 inhabitants) are excluded from the coverage because they require the same if not more field capacity to reach them and conduct data collection. The situation of small/rural communities will still be taken into account but from a minimum population size (more than 150 inhabitants).
- Small communities: fewer than 10,000 inhabitants – 1 Key Informant
- Medium communities: 10,000 to <100,000 inhabitants – 3 Key Informants
- Large communities: 100,000 or more inhabitants – 5 Key Informants
- Special cases (Damascus and Jebel Saman): 9 Key Informants

Note: An odd number of Key Informants is selected per community to minimize the likelihood of tied responses and facilitate consensus-building. For further details, refer to Section 3.6.

- ❖ **Sampling quotas**

- 10% of communities in each subdistrict are sampled.
- Sub-district capitals are automatically included and not subject to random selection.
- The remaining communities are selected randomly within each sub-district to ensure geographic dispersion and proportional coverage.

- ❖ **Community selection also considers**

- Safe access: The access to all covered communities must be safe for enumerators and data collection should be approved by security and local authorities. In case a community – or several- are not accessible due to security related matters, a re-sampling will be conducted either before data collection or during data collection if changes in the context require it.

This sampling strategy enables robust, scalable, and representative data collection that prioritizes higher-populated areas while ensuring inclusion of smaller or underserved communities. When applying these criteria, the total coverage spans over 770 communities across the country for a total of 1,126 KI.

### 3.3 Primary Data Collection

Data collection is planned to take place in 770 communities across the entire Syrian national territory, tentatively between the 19th and 30th July 2025. It will be implemented in synergy with REACH's quarterly HSOS, aligning with its timeline, sampling strategy, and operational framework. The MNA questionnaire will be integrated as a dedicated module within the HSOS Kobo form, meaning that the same KI interviewed for HSOS will also be interviewed for the MNA. As such, both assessments will be conducted simultaneously with the same key informant during a single interview.

KIs will be selected through the adoption of the "area of knowledge" (AoK) methodology. Developed by REACH, the AoK is a data collection and/or analysis methodology for producing information on humanitarian conditions through quantitatively aggregated structured community KIIs. AoK entails interviewing KIs about communities which the KIs have declared they

have recent knowledge of, through a structured questionnaire. For AoK, **KIs** are understood simply as individuals who declare having **recent knowledge of a community** and are not necessarily experts on any subject matter (although they can be). Respondents will be purposefully selected through the professional networks of REACH enumerators and Senior Field Officers (SFOs), as well as via a snowball sampling approach. These may include local residents of the area of interest, community leaders, public officials and administrators, and service providers.

### 3.4 Data Processing & Analysis

#### Market hub identification

To identify key market hubs at the sub-district level, a layered and adaptive approach will be used that combines KI reporting frequency with contextual factors such as population size and reported reliance patterns. Selection will prioritize communities that are frequently reported as key markets (whether primary or secondary), are strategically positioned to serve surrounding areas, are situated in more populous locations, and are realistically accessible, particularly when they serve as cross-border or inter-subdistrict points of reliance.

Firstly, in each assessed sub-district, KIs will be asked to identify the primary and secondary external markets their community depends on for five item categories: fresh food, bulk food, fuel, hygiene items, and shelter items. Since data is aggregated and analyzed at the community level, and the number of KIs conducted per community varies depending on its population size, the following approach is used to determine community-level results:

- **Primary external market:** most frequently mentioned market (community mode)
- **Second external market:** most frequently mentioned market (community mode)

This community-level aggregation helps normalize the data before proceeding to sub-district level analysis, ensuring that each community contributes equally regardless of the number of Key Informant Interviews conducted. In cases where KIs conducted within the same community do not converge on a single primary or secondary external market for a given item category, the methodology retains all **equally reported responses as valid**. This allows for a more accurate reflection of fragmented or shared market reliance, particularly in communities with diverse population needs or access dynamics. By acknowledging multiple market hubs at the community level, the analysis captures a broader picture of inter-community dependencies. While this may slightly inflate the total number of primary or secondary market mentions at the sub-district level, it avoids imposing arbitrary tiebreakers and ensures the complexity of market behavior is not lost in aggregation.

To identify the main market hub in each sub-district, all communities mentioned as main market hubs will then be ranked according to how frequently they were cited. A relative approach will be used, taking into account the total number of responses per sub-district, factoring in both primary and second market mentions. Markets that are frequently mentioned by communities, regardless of whether they are identified as primary or secondary sources, are likely to hold significant importance in regional supply chains and consumer behavior. By counting all mentions, this method captures a more comprehensive picture of market reliance across the sub-district, highlighting hubs that are commonly accessed and trusted by various communities. This approach is particularly valuable in contexts where the distinction between primary and secondary markets is not always clear-cut or consistent across different communities, allowing for a more inclusive understanding of market dynamics.

Secondly, population data will be overlaid on the list of external market hubs, to help assess the likely scale and absorptive capacity of each candidate market hub. Larger population centers are more likely to host broader market infrastructure, serve wider catchment areas, and accommodate higher demand, making them stronger candidates for regional hubs. Furthermore, road connectivity will be factored into the analysis by overlaying road network data from OpenStreetMap (OSM). Market hubs situated at the intersection of major transport corridors are likely to hold greater strategic significance due to enhanced accessibility and flow of goods and services.

Thirdly, spatial considerations will be factored to explore proximity patterns and cross-subdistrict dependencies. This angle is particularly relevant in identifying market hubs that serve communities across administrative boundaries or lie in border

areas with neighboring countries, thereby revealing regional centers of economic activity that extend beyond local jurisdictions. Integrating these spatial considerations ensures the analysis reflects not only formal boundaries but also real patterns of market access and connectivity.

### 3.5 Limitations

**Single KI for small communities:** relying on one respondent per community for part small communities limits the diversity of perspectives captured and introduces risks of individual bias or incomplete knowledge. This may affect the accuracy and representativeness of reported market reliance patterns.

**KI market knowledge assumption:** the assessments purposeful sampling methodology of KIs lies on the assumption that KIs also have sufficient knowledge of market dynamics. While selected for their general knowledge of the community, they may not be market actors, which could affect the accuracy of market-related responses.

**Perception-based data:** the assessment depends on informants' perceptions rather than observed behavior or transaction records. Responses may reflect personal views, estimation errors, or social desirability bias, potentially distorting actual market interdependencies.

**Sampling and coverage constraints:** the sample follows the HSOS assessment, which prioritizes accessible and populous areas. This may lead to underrepresentation of remote or marginalized communities and miss key market hubs that serve less accessible populations.

## 4. Key ethical considerations and related risks

The proposed research design meets / does not meet the following criteria:

| <i>The proposed research design...</i>   | <i>Yes/ No</i> | <i>Details if no (including mitigation)</i> |
|--|----------------|---|
| ... Has been coordinated with relevant stakeholders to <b>avoid unnecessary duplication</b> of data collection efforts?  | YES            |   |
| ... <b>Respects respondents, their rights and dignity</b> ( <i>specifically by: seeking informed consent, designing length of survey/ discussion while being considerate of participants' time, ensuring accurate reporting of information provided</i> )? | YES            |   |
| ... Does not <b>expose data collectors to any risks as a direct result</b> of participation in data collection?  | YES            |   |
| ... Does not <b>expose respondents / their communities to any risks as a direct result</b> of participation in data collection?  | YES            |   |
| ... Does not involve <b>collecting information on specific topics which may be stressful and/ or re-traumatizing</b> for research participants (both respondents and data collectors)?   | YES            |   |
| ... Does not involve <b>data collection with minors</b> i.e. anyone less than 18 years old?  | YES            |   |

|  |     |  |
|--|-----|--|
| ... Does not involve <b>data collection with other vulnerable groups</b> e.g. persons with disabilities, victims/ survivors of protection incidents, etc.? | YES |  |
| ... Follows IMPACT SOPs for management of <b>personally identifiable information</b> ?   | YES |  |

## 5. Roles and responsibilities

| <b>Task Description</b>              | <b>Responsible</b>              | <b>Accountable</b> | <b>Consulted</b>  | <b>Informed</b>                                  |
|--------------------------------------|---------------------------------|--------------------|---|--|
| Research design                      | Senior Assessment Officer (SAO) | SAO                | GIS Manager<br>HQ Cash & Markets (C&M)<br>Assessment Spceialist             | C&M working groups                               |
| Supervising data collection          | SAO                             | SAO                | Operations manager  | Research Manager (RM)                            |
| Data processing (checking, cleaning) | Senior Data Officer (SDO)       | SAO                | RM  |  |
| Data analysis                        | SDO, SAO                        | SAO                | GIS Manager   |  |
| Output production                    | GIS Manager                     | SAO                | RM<br>HQ Cash & Markets (C&M)<br>Assessment Spceialist<br>HQ GIS specialist | C&M working groups                               |
| Dissemination                        | SAO                             | SAO                | RM  | C&M working groups                               |
| Monitoring & Evaluation              | SAO                             | SAO                | RM  | HQ Cash & Markets (C&M)<br>Assessment Spceialist |
| Lessons learned                      | SAO                             | SAO                | RM  | HQ Cash & Markets (C&M)<br>Assessment Spceialist |

**Responsible:** the person(s) who executes the task

**Accountable:** the person who validates the completion of the task and is accountable of the final output or milestone

**Consulted:** the person(s) who must be consulted when the task is implemented

**Informed:** the person(s) who need to be informed when the task is completed

## 6. Data Analysis Plan

| Research questions   | IN # | Data collection method | Indicator group / sector       | Indicator / Variable                      | Questionnaire Question  | Instructions   | Questionnaire Responses                               | Data collection level | Sampling  | Disaggregation variable(s) | (For probability sampling) Are disaggregation variables in line with stratification plan? Y/ N | Maps planned? |
|--|------|------------------------|--------------------------------|---|---|--|---|-----------------------|-----------|----------------------------|--|---------------|
| Which external markets do residents in different communities in Syria travel to, in order to access selected essential items, and how does this vary by item category? | A1.1 | KI Interview           | Community market functionality | Items available for purchase in community | Which of the following items are normally available for purchase in this community?   | Select all that apply  | Fuel; Fresh foods, Bulk food; NFIs; Shelter materials | Community             | Purposive | Community                  | N/A  | Yes           |
|  | A1.2 | KI Interview           | Reliance on other markets      | Use of other markets                      | Which of the following items do community residents often buy outside of this community?  | Select all that apply  | Fuel; Fresh foods, Bulk food; NFIs; Shelter materials | Community             | Purposive | Community                  | N/A  | Yes           |
|  | A1.3 | KI Interview           | Reliance on other markets      | Main external market                      | [Loop of A1.3 through A1.6 for all items selected in response to A1.2] What is the main external market residents use for [item]? | An external market is any market outside of the community's administrative boundaries. [Select from pre-coded list - governorate; district; sub-district; community] | Governorate, District, Sub-district, Community        | Community             | Purposive | Community                  | N/A  | Yes           |

|  |      |              |                           |                                       |   |   |   |           |           |           |     |     |
|--|------|--------------|---------------------------|---------------------------------------|---|---|---|-----------|-----------|-----------|-----|-----|
|  | A1.4 | KI Interview | Reliance on other markets | Reasons for using external market     | Why do residents prefer this external market for [item]?  | Select up to 3  | Path to and from the market is safer than to markets in own community<br>The market itself is safer than markets in own community<br>Greater variety of items than in markets in own community<br>Goods are better quality than in markets in own community<br>Goods are cheaper than in markets in own community<br>Goods are more reliably available than in markets in own community<br>Other, specify | Community | Purposive | Community | N/A | Yes |
|  | A1.5 | KI Interview | Reliance on other markets | Back-up market                        | If the primary external market closed, is there a back-up market in another community that residents would use? | A back-up market is a market that residents would choose if the primary external market were to become inaccessible (e.g., road closure, security incident, or lack of items). Select one | Yes / No / Don't know   | Community | Purposive | Community | N/A | Yes |
|  | A1.6 | KI Interview | Reliance on other markets | Location of secondary external market | [If response to A1.5 is yes] What is the secondary external market that residents use for [insert]?             | Select one  | Governorate, District, Sub-district, Community  | Community | Purposive | Community | N/A | Yes |

## 7. Data Management Plan

| Administrative Data   |   |  |   |
|---|---|--|---|
| Research Cycle name   | Syria Market Network Analysis – July 2025   |  |   |
| Project Code  | 16BIB   |  |   |
| Donor   | SDC   |  |   |
| Project partners  | N/A   |  |   |
| Research Contacts   | Anais.momoli@impact-initiatives.org   |  |   |
| Data Management Plan Version  | Date: 30/06/2025  | Version: 1   |   |
| Related Policies  | [List any relevant policies/procedures on data management, data sharing and data security that this project will be based on] |  |   |
| Documentation and Metadata  |   |  |   |
| What documentation and metadata will accompany the data?<br><i>Select all that apply</i>    | <input checked="" type="checkbox"/>   | Data analysis plan   | <input checked="" type="checkbox"/> Data Cleaning Log, including:<br><input type="checkbox"/> Deletion Log<br><input type="checkbox"/> Value Change Log |
|   | <input type="checkbox"/>  | Code book  | <input type="checkbox"/> Data Dictionary  |
|   | <input type="checkbox"/>  | Metadata based on HDX Standards  | <input type="checkbox"/> [Other, Specify]   |
| Ethics and Legal Compliance   |   |  |   |
| Which ethical and legal measures will be taken?   | <input checked="" type="checkbox"/>   | Consent of participants to participate   | <input type="checkbox"/> Consent of participants to share personal information with other agencies  |
|   | <input checked="" type="checkbox"/>   | No collection of personally identifiable data will take place                        | <input checked="" type="checkbox"/> Gender, child protection and other protection issues are taken into account   |
|   | <input checked="" type="checkbox"/>   | All participants reached age of majority   | <input type="checkbox"/> [Other, Specify]   |
| Who will own the copyright and Intellectual Property Rights for the data that is collected? | [Specify]   |  |   |
| Storage and Backup  |   |  |   |
| Where will data be stored and backed up during the research?                                | <input checked="" type="checkbox"/>   | IMPACT/REACH Kobo Server   | <input type="checkbox"/> Other Kobo Server: [specify]   |
|   | <input type="checkbox"/>  | IMPACT Global Physical / Cloud Server  | <input type="checkbox"/> Country/Internal Server  |
|   | <input type="checkbox"/>  | On devices held by REACH staff   | <input type="checkbox"/> Physical location [specify]  |
|   | <input type="checkbox"/>  | [Other, Specify]   |   |
| Which data access and security measures have been taken?                                    | <input checked="" type="checkbox"/>   | Password protection on devices/servers   | <input checked="" type="checkbox"/> RAW data access is limited to <i>Data Specialist</i> (evelyn.gakinya@impact-initiatives.org)                        |
|   | <input checked="" type="checkbox"/>   | Form and data encryption on data collection server                                   | <input type="checkbox"/> Partners signed an MoU if accessing raw data   |
|   | <input type="checkbox"/>  | [Other, Specify]   |   |
| Kobo Access Rights  |   |  |   |
| Account Name(s)   | Person(s)   | Type of Kobo access  |   |
| evelyn.gakinya@impact-initiatives.org   | Evelyn Gakinya , Data Specialist  | <input checked="" type="checkbox"/> View<br><input checked="" type="checkbox"/> Edit | <input type="checkbox"/> Submit Data<br><input checked="" type="checkbox"/> Download Data   |
| anais.momoli@impact-initiatives.org   | Anais Momoli, SAO   | <input checked="" type="checkbox"/> View<br><input checked="" type="checkbox"/> Edit | <input type="checkbox"/> Submit Data<br><input type="checkbox"/> Download Data  |

| enumeratorsaccount@impact-initiatives.org                      |                                       |   |                               |   |  |
|--|---------------------------------------|---|-------------------------------|---|--|
|  |                                       | REACH enumerators                             | <input type="checkbox"/> View | <input checked="" type="checkbox"/> Submit Data |  |
|  |                                       |   | <input type="checkbox"/> Edit | <input type="checkbox"/> Download Data          |  |
| Raw Data Access Rights   |                                       |   |                               |   |  |
| Raw Data Access  | Reason                                |   |                               | Person  |  |
| Accountable  | Accountable                           |   |                               | evelyn.gakinya@impact-initiatives.org           |  |
| Preservation   |                                       |   |                               |   |  |
| Where will data be stored for long-term preservation?          | <input checked="" type="checkbox"/>   | IMPACT / REACH Global Cloud / Physical Server |                               | <input type="checkbox"/>                        | OCHA HDX   |
|  | <input type="checkbox"/>              | REACH Country Server                          |                               | <input type="checkbox"/>                        | [Other, Specify]   |
| Data Sharing   |                                       |   |                               |   |  |
| Will the data be shared publically?                            | <input checked="" type="checkbox"/>   | Yes   |                               | <input type="checkbox"/>                        | No, only with mandating agency / body  |
| Will all data be shared?                                       | <input type="checkbox"/>              | Yes   |                               | <input checked="" type="checkbox"/>             | No, only anonymized/ cleaned/ consolidated data will be shared                               |
|  | <input type="checkbox"/>              | No, [Other, Specify]                          |                               |   |  |
| Where will you share the data?                                 | <input checked="" type="checkbox"/>   | REACH Resource Centre                         |                               | <input type="checkbox"/>                        | OCHA HDX   |
|  | <input type="checkbox"/>              | HumanitarianResponse                          |                               | <input type="checkbox"/>                        | [Other, Specify]   |
| Data protection risk assessment                                |                                       |   |                               |   |  |
| Have you completed the Indicators Risk Assessment table below? | <input type="checkbox"/>              | Yes   |                               | <input checked="" type="checkbox"/>             | No, no information that potentially allows identification of individuals is to be collected. |
| Risk indicator (including direct and indirect identifiers)     | Type of identification risk           | Disclosure implications                       | Benefits                      | Class   | Required mitigation  |
| N/A  | N/A                                   | N/A   | N/A                           | N/A   | N/A  |
| Responsibilities   |                                       |   |                               |   |  |
| Data collection  | anais.momoli@impact-initiatives.org   |   |                               |   |  |
| Data cleaning  | evelyn.gakinya@impact-initiatives.org |   |                               |   |  |
| Data analysis  | evelyn.gakinya@impact-initiatives.org |   |                               |   |  |
| Data sharing/uploading   | evelyn.gakinya@impact-initiatives.org |   |                               |   |  |

