**Questionnaire for consumers**

*This questionnaire is meant for face to face recruitment.*

Country:

Date:

Place:

Name of the interviewer:

Mountain area :

□ 1 Yes

□ 2 No

INFO: Presentation from yourself (who you are, where do you work)

Introduction text:

We would like to have more information about food habits for consumers leaving in this area. Would you accept to answer some questions? It will take approximately 8- 10 min.

This survey is part of a project that supports small mountain producers in developing countries and aims at establishing a label for their products to ease their high quality products in the market. It si managed by the Mountain Partnership, an alliance of the United Nations that brings together more than 250 members that are committed to sustainable mountain development and to improving the livelihoods of mountain peoples around the world.

1. **Have you ever heard of mountain products?**

□ 1 Yes

□ 2 No

1. **How could you define the values of a mountain product or service (product or service localized in mountain area)? In your opinion, what are the values that characterize such a product or service?**

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1. **Do you agree with the following values for a mountain product or Service:**

**Rank them on a 1-5 scale, where 1 is “I don’t agree at all” and 5 is “I fully agree”.**

|  |  |  |
| --- | --- | --- |
| **Values**  | ← I don’t agree I agree →  | Do not know/no answer |
| 1 | 2 | 3 | 4 | 5 | 99 |
| **A)** Purity |  |  |  |  |  |  |
| **B)** Quality |  |  |  |  |  |  |
| **C)** Traditional practices |  |  |  |  |  |  |
| **D)** Sustainability |  |  |  |  |  |  |
| **E)** Custodians of biocultural heritage  |  |  |  |  |  |  |
| **F)** Fair price |  |  |  |  |  |  |

1. **Do you know mountain products or services that correspond to this definition?**

□ 1 Yes

□ 2 No

1. **If yes, which one? Please choose from this list:**

*Cross off negative answers and circle the positive responses - when filling the excel file, select 1 if positive answer, 2 if negative.*

Food products:

- 1 dairy products

- 2  meat or meat products (sausage, ham…)

- 3  fruits (fresh or processed)

- 4  vegetables

- 5  cereals (raw or processed: bread, biscuits, pasta…)

- 6  herbs

- 7  mineral water

- 8 honey

- 9 wine and spirits

- 10  others

Non-food products:

- 11  handicraft

- 12  textile goods

- 13  others

Services:

- 14 tourist accommodation

- 15 sporting or outdoor activities

- 16 cultural activities

1. **Do you consume mountain products or services that correspond to this definition?**

□ 1 Yes

□ 2 No

1. **If yes, how often do you consume them?**
* 1 Sometimes
* 2 Often
* 3 Daily
* 99 Do not know/ no answer
1. **If yes, which one, mainly? Please choose from this list:**

*Cross off negative answers and circle the positive responses - when filling the excel file, select 1 if positive answer, 2 if negative.*

Food products:

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- 12  textile goods

- 13  others

Services:

- 14 tourist accommodation

- 15 sporting or outdoor activities

- 16 cultural activities

1. **How important are the following attributes when you buy mountain products or services?**

**Rank them on a 1-5 scale, where 1 is “not important” and 5 is “very important”.**

|  |  |  |
| --- | --- | --- |
| **Attributes** | ← Not important Very important →  | Do not know/no answer |
| 1 | 2 | 3 | 4 | 5 | 99 |
| **A) Price**  |  |  |  |  |  |  |
| **B) Fair trade / good level of price for producer** |  |  |  |  |  |  |
| **C) Support to small scale production**  |  |  |  |  |  |  |
| **D) Local origin / Short distance from producer to consumer** |  |  |  |  |  |  |
| **E) Well known brand** |  |  |  |  |  |  |
| **F) No additives** |  |  |  |  |  |  |
| **G) Environmental friendly production** |  |  |  |  |  |  |
| **H) Issued from traditional practices** |  |  |  |  |  |  |
| **I ) Better flavours**  |  |  |  |  |  |  |
| **J) Good for health** |  |  |  |  |  |  |
| **K) Animal welfare** |  |  |  |  |  |  |
| **L) Family farming** |  |  |  |  |  |  |
| **M) Local varieties and races** |  |  |  |  |  |  |
| **N) Support local employment and rural economy** |  |  |  |  |  |  |
| **O) Respectful of the regulation on hygiene** |  |  |  |  |  |  |

1. **Do you think it would be useful that a specific label exists to guarantee that the products are truly a mountain product or service?** (Tick relevant box)
* 1 Yes
* 2 No
* 99 Do not know/ no answer

1. **If a label exists, giving you some guarantees about the values and attributes, would you be willing to pay a little more for such labelled mountain product or service?** (Tick relevant box)
* 1 Yes
* 2 No
* 99 Do not know/ no answer
1. **Where do you live?**  (Tick relevant box)
* 1 Resident in this country
* 2 Foreigner/Tourist
1. **Do you live in a mountain area?** (Tick relevant box)

□ 1 Yes

□ 2 No

1. **If not, do you have specific connections with mountain areas?** (Tick relevant box)
* 1 Yes, I have family links (I was born in a mountain area, and/or I have some family there
* 2 Yes, I frequency go/travel in mountain areas for work
* 3 Nospecific family or work links
* 99 Do not know/ no answer
1. **How old are you? (**Tick relevant box)
* 1 18-25
* 2 26-35
* 5 56-65
* 6 >65
* 3 36-45
* 4 46-55
1. **Your gender:**
* 1 Female
* 2 Male
1. **How many years of education do you have, or what level of education did you complete?** (Do not read out alternatives; just tick the relevant box)
* 1 Primary school (0-10 years)
* 2 High school (11-13 years)
* 3 University/ college (more than 13 years)
* 4University/ Master degree (more than 18 years)
* 99 Do not know/ no answer
1. **What is your occupation?** (Do not read out alternatives; just tick the relevant box)
* 1 Unemployment
* 2 Student
* 3 Retired
* 4 Workman
* 5 Clerk
* 6 Intermediate profession, technician
* 7 Farmer
* 8 Craftsman, trader, head undertaken
* 9 Manager, higher intellectual profession
* 10 Voluntaryout of work (i.e. house wives etc.)
* 11 Others
* 99 Do not know/ no answer
1. **How many times have you visited a mountain area in your leisure time during the last year?** (Write down number)
* 1 Never
* 2 Once
* 3 2-5
* 4  >5

**Thank you very much for your time!**