Questionnaire Consumption Habits Study

Armenia – Markets for Meghri (M4M)

No	Interview	v Start	time	
Community Code	Interview	Finish	time	

1. In your family diet fresh fruit/vegetables are:

	Everyday consumption	Occasional consumption	Not consumed at all
1.1 Fruit	1	2	3 (finish here)
1.2 Vegetables	1	2	3

2. If you do not consume, please explain why.

2.1 Fruit

2.2 Vegetables _____

INSTRUCTION: if neither fruit, nor vegetables are consumed, go to Q 29.

3. What are the primary reasons for fruit consumption in your family? *INSTRUCTION: do not read the options, note up to 3 answers.*

	3.1 Fruit	3.2 Vegetables
It's useful	1	1
It's tasty	3	3
It's convenient for serving guests	5	5
For children	6	6
It's healthy	7	7
Other		
Other		

4. How do you mainly get fruit/vegetables?*INSTRUCTION: read the options.*

	4.1 Fruit	4.2 Vegetables
Purchase only	1	1
Mainly purchase	2	2
Both purchase and get from own garden or relatives' (friends')	3	3
gardens		
Mostly do not purchase, but get it from own garden or	4	4
relatives' (friends') gardens		
Never purchase (go to Q 8.1.)	5	5

5. Where do you mainly buy fruit/vegetables from /Q 5.1/, and what is the main reason for buying from aforementioned place /Q 5.2/ ()?

INSTRUCTION: do not read the options, note up to 2 answers. If there is no permanent place of purchase of F/V, do not ask the reasons.

Q 5.2	5.1.1 Supermarket	5.1.2 Nearest grocery store	5.1.3 Greengrocery	5.1.4 Retail store ß	5.1.5 A street sale (including a mobile outlets)	5.1.6 Wholesale market (e.g. Malatia, etc.)	5.1.7 No permanent place of purchase	other
It's convenient (close to the place of Residence or work)	1	1	1	1	1	1	1	1
Freshness	2	2	2	2	2	2	2	2
Price	3	3	3	3	3	3	3	3
Cleanness	4	4	4	4	4	4	4	4
Geographical origin of the fruit	5	5	5	5	5	5	5	5
presentation	6	6	6	6	6	6	6	6
Packaging	7	7	7	7	7	7	7	7
Labelling	8	8	8	8	8	8	8	8
Sorting/grading	9	9	9	9	9	9	9	9
Large variety	10	10	10	10	10	10	10	10
Possibility to hand pick the fruit	11	11	11	11	11	11	11	11
Matter of habit	12	12	12	12	12	12	12	12
Other								
Other								

6. Please name the three most preferred factors while buying fruit/vegetables.

(INSTRUCTION: do not read the options, mark 1 for the primary factor, and 3 for the least primary one).

	6.1 Fruit	6.2 Vegetables
Price		
Freshness		
Taste		
Appearance, colour		
Cleanness		
Origin		
Packaging		

Labelling	
Ecologically clean origin and safety	
Other	
Other	

7. At what frequency you buy fruit per season, and how much in average you buy each time?

	Every	Several	Once a	Several	Once a	More seldom	Do not	Average
	day	times a	week	times a	month	than once a	buy	amount
		week		month		month		(kg)
7.1 Spring	1	2	3	4	5	6	7	
7.2 Summer	1	2	3	4	5	6	7	
7.3 Autumn	1	2	3	4	5	6	7	
7.4 Winter (not	1	2	3	4	5	6	7	
including those								
purchased for New								
Year's seasons)								
7.5 For New Year's sea	asons							

8. At what frequency you buy vegetables per season, and how much in average you buy each time?

	Every	Several	Once a	Several	Once a	More seldom	Do not	Average
	day	times a	week	times a	month	than once a	buy	amount
		week		month		month		(kg)
8.1 Spring	1	2	3	4	5	6	7	
8.2 Summer	1	2	3	4	5	6	7	
8.3 Autumn	1	2	3	4	5	6	7	
8.4 Winter (not	1	2	3	4	5	6	7	
including those								
purchased for New								
Year's seasons)								
For New Year's seasons								

- **9.** Please note per season:
 - 9.1. how much in average do you spend on food per month?
 - 9.2. how much in average do you spend on fruit per month?
 - 9.3. how much in average do you spend on vegetables per month?

	Question 9.1 AMD	Question 9.2 AMD	Question 9.3 AMD
1. Spring			
2. Summer			
3. Autumn			
4. Winter			

10. Which are the most preferred fruits in your family /Q 10.1/, and how much in average do you consume per season each of them /kg/ (note up to 5 answers)

		Q. 10.2	2	
Q 10.1 Preferred fruits	1.Spring (kg)	2. Summer (kg)	3. Autumn (kg)	4. Winter (kg)
1. Apricot				
2. Peach				
3. Fig				
4. Quince				
5. Pear				
6. Apple				
7. Plum				
8. Cherry				
9. Sweet cherry				
10. Persimmon				
11. Grapes				
12. Pomegranate				
13. Bananas				
14. Orange				
15. Tangerine				
16. Kiwi				
17. Lemon				
Other				
Other				

(INSTRUCTION: do not read the options in Q10.1, note up to 5 answers for each one)

INSTRUCTION: If fig, persimmon, pomegranate, apple or kiwi is not included in the list of preferred fruits, go to Q 11.

11. How much in average do you consume of the following fruits per seas	on (kg)?
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Emile	Spring	Summer	Autumn	Winter	Do not
Fruits	(kg)	(kg)	(kg)	(kg)	consume ¹
11.1 Fig					99
11.2 Persimmon					99
11.3 Pomegranate					99
11.4 Apple					99

12. When buying the following, what region of origin would you prefer?

 $^{^{\}rm 1}$ If any of the above-mentioned fruits isn't consumed, do not ask about preferences of that fruit in Q13

	10.1 E	10.0 D	12.3	12.4	12.5
	12.1 Fig	12.2 Persimmon	Pomegranate	Walnut	Apple
Meghri	1	1	1	1	1
Ijevan	2	2	2	2	2
Eghegnadzor	3	3	3	3	3
Ashtarak	4	4	4	4	4
Noyemberyan	5	5	5	5	5
Eghvard	6	6	6	6	6
Karabakh	7	7	7	7	7
Georgia	8	8	8	8	8
Iran	9	9	9	9	9
Turkey	10	10	10	10	10
Armenia	11	11	11	11	11
Imported	12	12	12	12	12
It doesn't matter	13	13	13	13	13
I do not buy	14	14	14	14	14
Other					
Other					
Other					

(INSTRUCTION: do not read the names of the regions, note all the answers).

13. Which are the most preferred vegetables in your family?

INSTRUCTION: do not read the options, note up to 5 answers.

- 1. Tomato
- 2. Cucumber
- 3. Eggplant
- 4. Pumpkin
- 5. Pepper
- 6. Cabbage
- 7. Cauliflower
- 8. Garlic
- 9. Watermelon
- 10. Melon
- 11. Okra
- 12. Carrot
- 13. Green beans
- 14. Squash
- 15. Beet
- 16. Potato
- 17. Other_____ 18. Other _____
 - **14.** When purchasing fruit/vegetables, can you distinguish between home-produced and imported ones?

	Always	Sometimes	Never
14.1 Fruit	1	2	3
14.2 Vegetables	1	2	3

15. In your opinion, what are the advantages of home-produced fruit over imported ones? *INSTRUCTION: note the interviewee's independent answers /up to 3 answers/, without reading the options, in Column 15.1, and the interviewee's opinion on the rest options in Column 15.2, reading them out aloud.*

	15.2				
15.1		Yes	No	Don't know	
1. Taste	1. Taste	1	2	3	
2. Freshness	2. Freshness	1	2	3	
3. Appearance	3. Appearance	1	2	3	
4. Packaging	4. Packaging	1	2	3	
5. Labelling	5. Labelling	1	2	3	
6. Sorting and grading	6. Sorting and grading	1	2	3	
7. Price	7. Price	1	2	3	
8. Being ecologically clean and safe	8. Being ecologically clean and safe	1	2	3	
9. Other	9. Other				

- **16.** In your opinion what are the most essential disadvantages of home-produced fruit/vegetables compared to the imported ones?
- 1. Taste
- 2. Freshness
- 3. Appearance
- 4. Packaging
- 5. Labelling
- 6. Sorting and grading
- 7. Price
- 8. Being ecologically clean and safe
- 9. No disadvantages
- 10. Other_____
- 11. Other_____

17. In your opinion, which of home-produced fruit/vegetables are more like the imported ones in terms of presentation (i.e. type, packaging, labelling)?

17.1 Fruits	17.2 Vegetables		
1	1		
2	2		
3. There is no such a fruit	3. There are no such vegetables		
4. Don't know	4. Don't know		

^{18.} Would you like to buy organic fruit, i.e. ecologically clean fruit produced without pesticides, herbicides, with a relevant certificate etc.?

- 1. Yes
- 2. No *(Go to Q 21.3)*
- 3. Don't know *(Go to Q 21.3)*

19. How much more are you ready to pay for the following?

	Up to 10%	10-20%	20-30%	30% and more	0%	Don't know
19.1 Organic fruit	1	2	3	4	5	6
19.2 Sorted and graded	1	2	3	4	5	6
fruit						
19.3 Packaged fruit	1	2	3	4	5	6

- **20.** What new varieties of fruit, vegetables and berries, currently not present on the Armenian market, would you like to buy?
- 1._____
- 2._____

3. There is no such a fruit, vegetable, berry (Go to Q 24)

4. Don't know *(Go to Q 24*)

21. What way would you like those fruits, berries be sold in?

Appearance	21.1 New fruits	21.2 New vegetables	21.3 New berries
Sorted and graded	1	1	1
Packaged	2	2	2
Labelled	3	3	3
It doesn't matter	4	4	4
Other			

22. Do you consume walnut?

- 1. Yes
- 2. No *(Go to Q 28).*

23. When do you consume walnut, and how much in average?

	Average amount (kg)
Spring	
Summer	
Autumn	
Winter	

Processed fruit

24. Is the following	g consumed in your fa	mily diet?

	Yes	No
24.1 Preserve	1	2
24.2 Jam	1	2
Dried/candied	1	2
fruit		
Frozen fruit	1	2
Natural juice,	1	2
compote		

25. What preserves, jams, dried fruit, frozen fruit/veg, berries do you consume most (please, , scoring 5 for the most consumed and 1 for the least consumed)?

<u>INSTRUCTION</u>: Please mark only fruits and vegetables for preserves, jams, dried fruit and juice, and mark only fruits and berries for frozen products, name up to 5.

Types		25.2	25.3	25.4 Frozen fruit,	25.5 Natural
FRUITS	25.1.1	Jam	Dried/candied	berries,vegetables	juice,
FROITS		Jain	fruit		compote
1. Fig					
2. Walnut					
3. Apple					
4. Persimmon					
5. Cherry					
6. Apricot					
7. Peach					
8. Sweet cherry					
9. Plum					
10. Orange					
11. Pineapple					
12. Bananas					
13. Mango					
14. Multi					
Other /please specify/					
Other /please specify/					
VEGETABLES					

tomato			
eggplant			
pepper			
beans			
Other			
BERRIES			
15. Strawberry			
16. Raspberry			
17. Blackberry			
Other /note/			
Other /note/			

26. Which of processed vegetables do you prefer to consume? /note 5 answers/

- **27.** What would encourage your family to start consuming more locally produced fruit? *(INSTRUCTION: do not read aloud the options, note up to 3 answers)*

28. In your opinion, which of the following could be more efficient in terms of promotion of local fruit sales?

INSTRUCTION: read the options aloud, note up to 3 answers.

- 1. TV commercials
- 2. Radio commercials

- 3. Press ads
- 4. In-store promotion campaign
- 5. TV programs raisng awareness
- 6. Radio programs raising awareness
- 7. Press materials raising awareness
- 8. Leaflets on F&V usefulness
- 9. Social advertisement
- 10. Organizing educative events on F & V usefulness in schools
- 11. Other_____

29. How trustworthy do you find the following sources of information (1-the highest, 5-the lowest)?

	Reliability grade					
Producers	1	2	3	4	5	Don't
Relevant state authorities	1	2	3	4	5	know 6
Mass media	1	2	3	4	5	6
Sales outlets/ salespeople	1	2	3	4	5	6
Friends, relatives	1	2	3	4	5	6
Internet	1	2	3	4	5	6

30. What is the average monthly income of your family (including all wages, transfers, grants, benefits, etc)?

- 1. under 50000
- 2. 51000 100000
- 3. 101000 150000
- 4. 151000 200000
- 5. 201000 250000
- 6. 251000 300000
- 7. 301000 -350000
- 8. 351000 400000
- 9. 401000 450000
- $10. \ 451000 500000$
- 11. 501000 550000

_drams².

Do not know/refuse to answer.

- 12. Your age:
- 1. under 20
- 2. 21-24
- 3. 25-29

² Answers will be scaled

- 4. 30-34
- 5. 35-39
- 6. 40-44
- 7. 45-49
- 8. 50-54
- 9. 55 and older

13. Your sex:

1. Male

2. Female

- 14. Your education:
 - 1. primary school
 - 2. incomplete secondary
 - 3. secondary
 - 4. vocational
 - 5. incomplete higher
 - 6. higher
 - 7. PhD or higher

15. Your occupation:

- 1. state employee
- 2. private sector employee
- 3. student
- 4. self-employed, an entrepreneur
- 5. farmer
- 6. a housewife
- 7. unemployed
- 8. retired

16. How many members are there in your family?

_____, including ______ under 16.

Thank-you

Interviewer's full name _____ Date _____