## Questionnaire Consumption Habits Study

Armenia - Markets for Meghri (M4M)

No
Community Code $\qquad$
Interview Start time
Interview Finish time
$\qquad$

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 $\qquad$
$\qquad$

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') <br> gardens | 3 | 3 |
| Mostly do not purchase, but get it from own garden or <br> relatives' (friends') gardens | 4 | 4 |
| Never purchase (go to Q 8.1.) | 5 | 5 |

5. Where do you mainly buy fruit/vegetables from / $\mathrm{Q} 5.1 /$, 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 |  | 5.1.2 Nearest grocery store |  |  |  |  |  | [ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 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 <br> day | Several <br> times a <br> week | Once a <br> week | Several <br> times a <br> month | Once a <br> month | More seldom <br> than once a <br> month | Do not <br> buy | Average <br> amount <br> $(\mathrm{kg})$ |
| :--- | :---: | :--- | :---: | :---: | :---: | :---: | :---: | :---: |
| 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 <br> including those <br> purchased for New <br> Year's seasons) | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |

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

|  | Every <br> day | Several <br> times a <br> week | Once a <br> week | Several <br> times a <br> month | Once a <br> month | More seldom <br> than once a <br> month | Do not <br> buy | Average <br> amount <br> $(\mathrm{kg})$ |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 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 <br> including those <br> purchased for New <br> Year's seasons) | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |

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 <br> AMD | Question 9.2 <br> AMD | Question 9.3 <br> 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 $/ \mathrm{kg}$ / (note up to 5 answers)
(INSTRUCTION: do not read the options in Q10.1, note up to 5 answers for each one)

| Q 10.1 Preferred fruits | Q. 10.2 |  |  |  |
| :--- | :--- | :--- | :--- | :--- |
|  | 1.Spring (kg) | 2. Summer (kg) | 3. Autumn <br> $(\mathrm{kg})$ | 4. Winter <br> $(\mathrm{kg})$ |
| 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: 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 season $(\mathrm{kg})$ ?

| Fruits | Spring <br> $(\mathrm{kg})$ | Summer <br> $(\mathrm{kg})$ | Autumn <br> $(\mathrm{kg})$ | Winter <br> $(\mathrm{kg})$ | Do not <br> 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?

[^0](INSTRUCTION: do not read the names of the regions, note all the answers).

|  | 12.1 Fig | 12.2 Persimmon | 12.3 <br> Pomegranate | 12.4 <br> Walnut | 12.5 <br> 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__ |  |  |  |  |  |

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 $\qquad$
18. Other $\qquad$
19. 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.

| 15.1 | 15.2 |  |  |  |
| :--- | :--- | :---: | :---: | :---: |
|  |  | 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?
17. Taste
18. Freshness
19. Appearance
20. Packaging
21. Labelling
22. Sorting and grading
23. Price
24. Being ecologically clean and safe
25. No disadvantages
26. Other $\qquad$
27. Other $\qquad$
28. 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.?
19. Yes
20. No (Go to Q 21.3)
21. Don't know (Go to Q 21.3)
22. How much more are you ready to pay for the following?

|  | Up to 10\% | $\mathbf{1 0 - 2 0 \%}$ | $\mathbf{2 0 - 3 0 \%}$ | $\mathbf{3 0 \%}$ and more | $\mathbf{0 \%}$ | Don't know |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: |
| 19.1 Organic fruit | 1 | 2 | 3 | 4 | 5 | 6 |
| 19.2 Sorted and graded <br> fruit | 1 | 2 | 3 | 4 | 5 | 6 |
| 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?
21. 
22. $\qquad$
23. There is no such a fruit, vegetable, berry (Go to Q 24)
24. Don't know (Go to Q24)
25. What way would you like those fruits, berries be sold in?

| Appearance | 21.1 New fruits | 21.2 New <br> 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?
23. Yes
24. No (Go to Q 28).
25. When do you consume walnut, and how much in average?

|  | Average amount (kg) |
| :--- | :---: |
| Spring |  |
| Summer |  |
| Autumn |  |
| Winter |  |

## Processed fruit

24. Is the following consumed in your family diet?

|  | Yes | No |
| :--- | :---: | :---: |
| 24.1 Preserve | 1 | 2 |
| 24.2 Jam | 1 | 2 |
| Dried/candied <br> fruit | 1 | 2 |
| Frozen fruit | 1 | 2 |
| Natural juice, <br> compote | 2 |  |

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)?
INSTRUCTION: 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 | 25.1 .1 | 25.2 <br> Fam | 25.3 <br> Dried/candied <br> fruit | 25.4 Frozen fruit, <br> berries,vegetables | 25.5 Natural <br> juice, <br> 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. $\qquad$
28. $\qquad$
29. $\qquad$
30. $\qquad$
31. $\qquad$
32. What would encourage your family to start consuming more locally produced fruit? (INSTRUCTION: do not read aloud the options, note up to 3 answers)

| Fruit |
| :--- |
| 1. Improved quality of locally produced fruit |
| 2. Packaging |
| 3. Improved packaging |
| 4. Assurance of fruit safety - absence of <br> pesticides, herbicides |
| 5. Price reduction |
| 6. Cultivation of new varieties of fruit <br> (please, specify) |
|  |
| 7. Nothing, consumption volumes will not <br> change anyway |
| 8. Don't know |
| Other_ |

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.
29. TV commercials
30. Radio commercials
31. Press ads
32. In-store promotion campaign
33. TV programs raisng awareness
34. Radio programs raising awareness
35. Press materials raising awareness
36. Leaflets on F\&V usefulness
37. Social advertisement
38. Organizing educative events on F \& V usefulness in schools
39. Other $\qquad$
40. 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 <br> know |
| Relevant state <br> authorities | 1 | 2 | 3 | 4 | 5 | 6 |
| Mass media | 1 | 2 | 3 | 4 | 5 | 6 |
| Sales outlets/ <br> 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)?
31. under 50000
32. $51000-100000$
33. $101000-150000$
34. 151000-200000
35. 201000-250000
36. $251000-300000$
37. $301000-350000$
38. $351000-400000$
39. $401000-450000$
40. $451000-500000$
41. $501000-550000$
drams ${ }^{2}$.

Do not know/refuse to answer.
12. Your age:

1. under 20
2. 21-24
3. 25-29

[^1]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
3. Your education:
4. primary school
5. incomplete secondary
6. secondary
7. vocational
8. incomplete higher
9. higher
10. PhD or higher
11. Your occupation:
12. state employee
13. private sector employee
14. student
15. self-employed, an entrepreneur
16. farmer
17. a housewife
18. unemployed
19. retired
20. How many members are there in your family?
$\qquad$ including $\qquad$ under 16.

Thank-you

Interviewer's full name
Date $\qquad$


[^0]:    ${ }^{1}$ If any of the above-mentioned fruits isn't consumed, do not ask about preferences of that fruit in Q13

[^1]:    ${ }^{2}$ Answers will be scaled

