Tool P1.S2.d.T1.ii Consumer survey

|  |  |
| --- | --- |
| Locality:*Village (rural) or neighborhood (urban/peri urban), the smallest administrative unit or setting where the survey is being conducted*  |  |
| Municipality:*Municipal head or city to which the previous unit belongs*  |  |
| District/Province:*Larger administrative unit integrated by a number of municipalities*  |  |
| Region: *Administrative division that integrates a number of districts/provinces/governorates*  |  |
| Survey location: | o Market o Other (specify):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Interviewer: |  |
| Date: |  |

Introduction

*Hello, my name is (interviewer).*

*I am a (volunteer/staff) of the (Red Cross/Red Crescent).*

*We are conducting an assessment to determine micro-entrepreneurship opportunities for (target group(s) in (Locality/Municipality/District)*

*I would like to ask you a few questions. It will only take 5-10 minutes. Do you agree?*

*Thank you for your cooperation!*



|  |
| --- |
| Survey |
| General questions |
| 1.
 | Sex | * Man ¨ Woman
 |
|  | Age | * \_\_\_\_\_\_\_
 |
| Foodstuffs |
|  | Which grains and cereals do you buy more throughout the year? *Multiple choice* *Adapt to staple grain & cereals in the area*  | * Corn
* Mil
* Sorghum
* Rice
 | * Corn
* Cowpea
* Other (explain, list \_\_\_\_\_\_\_\_\_
 |
|  | Where do you normally buy them? | * Locality market
* Municipality market
* District market
* Other (explain, list \_\_\_\_\_\_\_\_\_
 |
|  | What types of fruits and vegetables do you buy more regularly throughout the year?*Multiple choice* *Adapt to fruits & vegetables consumed in the area* | * Onion
* Tomato
* Lettuce
* Cabbage
 | * Potato
* Fruits
* Condiments (chili, etc.)
* Other (explain, list \_\_\_\_\_\_\_\_\_\_\_\_\_
 |
|  | Where do you normally buy them? | * Locality market
* Municipality market
* District market
* Other (explain, list \_\_\_\_\_\_\_\_\_
 |
|  | What food products of animal origin (meat, milk, etc.) do you buy regularly throughout the year?*Multiple choice* *Adapt to food products of animal origin consumed in the area* | * Beef
* Mutton
* Goat meat
* Poultry meat
 | * Eggs
* Milk
* Other dairy products
* Other (explain, list \_\_\_\_\_\_\_\_\_\_\_\_
 |
|  | Where do you normally buy them? | * Locality market
* Municipality market
* District market
* Other (explain, list \_\_\_\_\_\_\_\_\_
 |
|  | What are the dry food products (pasta, tea, cookies…) or processed (flour, jam…) that you buy regularly throughout year?*Multiple choice* *Adapt to dry or processed food products consumed in the area* | * Pasta
* Oil
* Tea
* Spices (pepper, salt)
* Sugar
* Powdered milk
* Water
* Drinks (juice, cola)
* Bread
* Pastry product (cookies, cake, etc.)
* Other (explain, list \_\_\_\_\_\_\_\_\_
 |
|  | Where do you normally buy them? | * Locality market
* Municipality market
* District market
* Other (explain, list \_\_\_\_\_\_\_\_\_
 |
|  | What food products do you always buy outside your Locality?*Multiple choice**Adapt to food products consumed in the area* | * Corn
* Rice
* Other cereals
* Legumes
* Vegetables
* Fruits
* Mutton/beef
* Poultry meat
* Milk and dairy products
* Bread
* Oil
* Spices (chilly, pepper, salt)
 | * Eggs
* Sugar
* Tea
* Water
* Drinks (juice, cola)
* Pasta (macaroni, couscous, etc.)
* Pastry product (cake, etc.)
* No product, I find everything in my Locality
* Other (explain, list \_\_\_\_\_\_\_\_\_\_\_
* Other (explain, list \_\_\_\_\_\_\_\_\_\_\_
* Other (explain, list \_\_\_\_\_\_\_\_\_\_\_
 |
|  | Where do you buy them? *Single response* | * Locality market
* Municipality market
* District market
* Other (explain, list \_\_\_\_\_\_\_\_\_
 |
|  | Why?*Multiple choice* | * Better price
* Better quality
* The product is not available in the City
* Other (explain, list \_\_\_\_\_\_\_\_\_\_\_\_\_
 |
| Non-food products |
|  | What non-food products do you buy regularly throughout year?*Multiple choice**Adapt to non-food products consumed in the area* | * Soap and cleaning products
* Personal hygiene products (toothbrush, etc.)
* Fuel for cushioning (charcoal, etc.)
* Household utensils (pots, pans, cups, pots, etc.)
* Plastic containers
* Bed sheets
* Mats
* Clothing and footwear
* School supplies
* Cigarettes
 | * Matches
* Phone refill
* Veil
* Beauty products
* Perfume
* Jewelry
* Furniture
* No product, I find everything in my Locality
* Other (explain, list \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Other (explain, list \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Other (explain, list \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
 |
|  | What non-food products do you always buy outside your Locality?*Multiple choice* *Adapt to non-food products consumed in the area* | * Soap and cleaning products
* Personal hygiene products (toothbrush, etc.)
* Fuel for cushioning (charcoal, etc.)
* Household utensils (pots, pans, cups, pots, etc.)
* Plastic containers
* Bed sheets
* Mats
* Clothing and footwear
* School supplies
* Cigarettes
 | * Matches
* Phone refill
* Veil
* Beauty products
* Perfume
* Jewelry
* Furniture
* No product, I find everything in my Locality
* Other (explain, list \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Other (explain, list \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Other (explain, list \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
 |
|  | Where do you buy them? | * Municipality market
* District market
* In the Capital city
* Other (explain, list \_\_\_\_\_\_\_\_\_\_\_\_
 |
|  | Why ? *Multiple choice* | * Better price
* Better quality
* The product is not available in the City
* Other (explain, list \_\_\_\_\_\_\_\_\_\_\_\_\_
 |
| Livestock and agricultural inputs (for rural context) |
|  | What types of livestock do you buy?*Multi Response**Adapt to livestock common in the area* | * None, I do not buy this type of product
* Hens
* Goat
* Sheep
* Beef
* Camel
* Donkey/Horse
* Chick
* Other \_\_\_\_\_\_\_\_\_\_\_\_
 |
|  | What types of agricultural inputs do you buy?*Multi Response* | * None, I do not buy this type of product
* Seeds
* Agricultural tools
* Fertilizer
* Herbicides, pesticides
* Animal feed
* Veterinary care and product
* Plow
* Other \_\_\_\_\_\_\_\_\_\_\_\_
 |
|  | What type of livestock or agricultural input do you always buy outside your locality?*Multiple choice**Adapt to livestock common in the area* | * None, I do not buy this type of product
* Hens
* Goat
* Sheep
* Beef
* Donkey/Horse
* Camel
* Seeds
 | * Agricultural tools
* Fertilizer
* Herbicides, pesticides
* Animal feed
* Veterinary care and product
* Plow
* Other \_\_\_\_\_\_\_\_\_\_\_\_
* Other \_\_\_\_\_\_\_\_\_\_\_\_
* Other \_\_\_\_\_\_\_\_\_\_\_\_
 |
|  | Where do you buy them? | * Municipality market
* District market
* In the Capital city
* Other (explain, list \_\_\_\_\_\_\_\_\_\_\_\_
 |
|  | Why? *Multiple choice* | * Better price
* Better quality
* The product is not available in the City
* Other (explain, list \_\_\_\_\_\_\_\_\_\_\_\_\_
 |
| Services  |
|  | What types of service do you use the most throughout the year?*Multi Response**Adapt to usual services in the area* | * Restaurant
* Butcher's shop
* Mill/sheller
* Slaughterhouse
* Dressmaker
* Hairdressing and beauty
* Veterinary
* Electrician
 | * Mechanic
* Equipment rental (chairs, tarpaulins, etc.)
* Rental of sound equipment
* Plumber
* Carpenter
* Builder
* Other \_\_\_\_\_\_\_\_\_\_\_\_
 |
|  | What kind of services do you still hire/buy outside of your Locality?*Multiple choice**Adapt to usual services in the area* | * Restaurant
* Butcher's shop
* Mill/sheller
* Dressmaker
* Hairdressing and beauty
* Veterinary
* Electrician
* Mechanic
* Motorcycle repairman
* Appliance repairer
* Farm equipment repairer/manufacturer
 | * Phone repairer (and similar)
* Equipment rental (chairs, tarpaulins, etc.)
* Rental of sound equipment
* Plumber
* Welder
* Carpenter
* Builder
* Other \_\_\_\_\_\_\_\_\_\_\_\_
* Other \_\_\_\_\_\_\_\_\_\_\_\_
* Other \_\_\_\_\_\_\_\_\_\_\_\_
 |
|  | Where do you get them? | * Municipality market
* District market
 | * In the Capital city
* Other (explain, list \_\_\_\_\_\_\_\_\_\_\_\_
 |
|  | Why ? *Multiple choice* | * Better price
* Better quality
 | * The product is not available in the City
* Other (explain, list \_\_\_\_\_\_\_\_\_\_\_\_\_
 |
| Lack of offer for events and celebrations  |
|  | What types of products, for events and celebrations, do you not find (or very rarely) in your locality or in neighboring localities? *Name 3 products* | * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
 |
|  | What types of services, for events and celebrations, do you not find (or very rarely) in your Locality or in neighboring Localities? *Name 3 services* | * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
 |