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

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| 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!*



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| Survey | | | | | | | | | | | | | | | | | | | |
| General questions | | | | | | | | | | | | | | | | | | | |
|  | 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* | | | | | | | | | | | | | | | * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | |