

Research study « Urban consumer's preferences regarding Wild Mushrooms from Ethiopia»

Form number
Surname and name of the surveyor:
Date/...../.....
Start time of the survey

Supermarket location/identification:

.....

Language in which the survey is taken:

Amharic 1
English..... 2
Any other

Translator:

Yes 1 No 2

I. Information about the respondent, their home and resources

Full Name (Optional)

Q1. Gender:

Male 1 Female 2

Q2. Age: years

Q3. Head of the household

Yes 1 No 2

Q4. Marital status:

Married 1
Divorced 2
Widower/Widow..... 3
Single 4

Q5. Nationality:

Ethiopian1
Other (specify)

Q6. Highest educational level (select one level only):

Primary sch. 1
High sch. 2
University 3
Read & write 4
Illiterate 5
Other 6

Q7. Your average income/year (ETB)

≤5,000 1
5,001–12,000 2
10,001–15,000 3
15,001–20,000 4
≥20,001 5
None 6

II. Information about the forest and the mushrooms

Q8. Indicate the most important ecosystem services provided by the forest. (You can mark more than one option in X, indicate the preferred one in +)

	Services	X	+
1	Increases rainfall	☐	☐
2	Microclimate amelioration	☐	☐
3	Wildlife conservation	☐	☐
4	Tourism	☐	☐
5	Biodiversity conservation	☐	☐
6	Soil and water conservation	☐	☐
7	Soil fertility improvement	☐	☐
8	Aesthetic value improvement	☐	☐
9	Any other	☐	☐
10	No information/not sure	☐	☐

Q9. What is your perception about the state of the forest resources in Ethiopia?

Increasing (good state) 1
Decreasing 2
No change 3
No information/not sure 4

Q10. Do you know what a mushroom is?

Yes 1 No 2

If not go to Q15 (label choice)

If yes, do mushrooms have a value associated with the following uses? (You can mark more than one option in X, the preferred one in +)

	Value	X	+
1	Food	☐	☐
2	Medicine	☐	☐
3	Fiber	☐	☐
4	Market	☐	☐
5	Any other (specify.....)	☐	☐
6	No information/not sure	☐	☐

Q11. How often do you buy mushrooms?

Occasionally 1
Once a month 2
Every two weeks 3
Once a week 4
More than once a week 5
Never 6

If never, go to Q15 (label choice)

Q12. Which mushroom product do you purchase most often? Indicate quantity and price.

Fresh		Canned	
Quantity	 g	Can of	 g
Price	 ETB	Price	 ETB

Q13. At the supermarket, do you always find the mushroom product you want to buy?

Yes 1 No 2

Q14. Why do you buy mushrooms? (You can mark more than one option in X, the preferred one in +)

	X	+
Nutritional value	☐	☐
Taste good	☐	☐
Good for health	☐	☐
I am used to cooking with mushrooms	☐	☐
Other (indicate)	☐	☐

III. “Enguday-Wild Mushrooms from Ethiopia” choice experiment

We would like you to participate in a study of the preferences of consumers for some characteristics of “Enguday-Wild Mushrooms from Ethiopia”. We will now introduce it.

[Show the explanatory cards to explain to the consumers the different details of the product] Then, 6 cards are shown, 2 possible product options are offered on each, including the option of choosing none of them.

Q15. Please choose your preferred product. For each card, you have to choose one of the two options or neither of them.

Card	Option A	Option B	None
1	☐	☐	☐
2	☐	☐	☐
3	☐	☐	☐
4	☐	☐	☐
5	☐	☐	☐
6	☐	☐	☐

Go to Q16 if you did not choose option A or B on any of the cards, otherwise go to Q17

Q16. If you did not choose A or B on any of the cards, what was the main reason?

I prefer imported mushrooms 1
I prefer cultivated mushrooms 2
Wild mushrooms are poisonous 3
I don’t understand the product label 4
I prefer to buy other complementary products for food. 5
I don’t like mushrooms 6
I have never tasted mushrooms 7
Other (indicate)

Q17. When choosing your preferred product, did you consider all the elements of the label?

Yes 1 No 2

If not, indicate the ones you did not consider (fill in the following table)

	Yes	No
Proximity (maximum distance from Addis to the production area)	1	2
Mushrooms collected in a sustainably managed forest	1	2
Fairtrade (fair prices, equity, dignity and decent work...)	1	2
Type of organization producing the product	1	2
WTP ETB/200 g	1	2

Q18. How often would you buy “Enguday-Wild Mushrooms from Ethiopia”

Occasionally 1
Once a month 2
Every two weeks 3
Once a week 4
More than once a week 5
Never 6

Q19. Based on your perception, indicate the potential beneficial effects of buying the product. (You can mark more than one option in X, the preferred one in +)

		X	+
1	Improve household health	☐	☐
2	Conserve the forest	☐	☐
3	Enhance the value of mushroom resources	☐	☐
4	Contribute to fairtrade	☐	☐
5	Contribute to rural development	☐	☐

End time of the survey

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THANK YOU VERY MUCH for contributing to this study by indicating your preferences for this hypothetical scenario!