**Baseline study for Fisheries Development in Telangana State**

**Schedule for consumer response – (semi –urban/urban)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **District** |  | **Mandal** |  | **Town** |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Geo code** |  | **Latitude** |  | **Longitude** |  |

* **Field survey team**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Name** | **Signature** | **Place** | **Date\*** |
| * **Enumerator** |  |  |  |  |
| * **Team Leader** |  |  |  |  |
| * **Expert** |  |  |  |  |

**\*Enumerator to record the date of collection of the data and team leader / expert to indicate the date of checking / validation of the questionnaire**

**⯀ Respondent**

|  |  |
| --- | --- |
|  |  |
| * **Name** |  |
| * **Contact details** |  |
| * **Social status** | **General / OBC / SC / ST / Minority** |

**1.0 Socio-demographic characteristics**

|  |  |  |
| --- | --- | --- |
| 1.1 | Are you Head of household | ❑ Yes ❑ No |
|  |  |  |
|  |  |  |
|  |  |  |
| 1.2 | Gender | ❑ Female ❑ Pregnant woman ❑ Male |
|  |  |  |
| 1.3 | Age (in years ) |  |
| 1.4 | Marital status | Married/ un married |
| 1.5 | House hold details | Total number of households: |
| Older than 65 years: |
| Younger than 5 years: |
| 1.6 | No. of Working members |  |
| 1.7 | Education | * Illiterate |
| * Primary and secondary schooling |
| * Practical Education |
| * Bachelor’s degree |
| * Master’s degree |
| * Others: |
|  |  |  |
| 1.8 | Employment status | Unemployed / Employed/ Self-Employed (Mention: \_\_\_\_\_\_\_\_\_\_\_\_\_) |
| Retired/ Others: |
| 1.9 | Occupation | Agriculture /Business/ Trading/ Salaried/ Others |
| 1.10 | No. of working members |  |
| 1.11 | Household income per month | BPL / Rs. <50,000/ Rs. 50,000-1 lakh/ Rs. 1-5 lakh/ Rs. > 5 lakh |

* + 1. **Family Expenditure on food/ month**

**1.13 If Non-vegetarian**: preference a) meat b) fish c)both

**2.0 Consumer’s consumption pattern**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Fish species** | **Quantity**  **Consumed by family in kgs**  **(Per capita**  **Per time)** | **Frequency in eating**  **Daily (1); 2-3 times a week (2); once a week (3); once a month (4); once in several months (5)** | | | | | **Quantity (in Kg) in accordance to frequency** |
|  |  | 1 | 2 | 3 | 4 | 5 |  |
| * Catla |  |  |  |  |  |  |  |
| * Rohu |  |  |  |  |  |  |  |
| * Mrigal |  |  |  |  |  |  |  |
| * Common crap |  |  |  |  |  |  |  |
| * Grass crap |  |  |  |  |  |  |  |
| * Sliver carp |  |  |  |  |  |  |  |
| * Murrels |  |  |  |  |  |  |  |
| * Catfishes |  |  |  |  |  |  |  |
| * Pangasius |  |  |  |  |  |  |  |
| * Tilapia |  |  |  |  |  |  |  |
| * Others (specify) |  |  |  |  |  |  |  |
| **Total** |  |  |  |  |  |  |  |

**2.2 What are the fish variety wise preferences? List in the order of priority**

**2.3 What are the reasons for these priorities?**

* Easy availability in the local market
* Traditionally branded fish for consumption
* Special Taste
* Low cost/ kg
* available in fresh conditions
* Locally produced from the rural water bodies
* Any others ( specify)------

**2.5 What is the preference for the banned species of freshwater fishes?**

**2.6 Why the demand for these varieties is comparatively lesser than carp fishes**

**2.7 Can youquantify yourhousehold consumption per month Yes/ No**

If yes, please give trends in consumption (monthly)

|  |  |  |  |
| --- | --- | --- | --- |
| **Quantity** | **5 years ago** | **now** | **increase/decrease** |
| 1. 20 kgs |  |  |  |
| 1. 30 kgs |  |  |  |
| 1. 40 kgs |  |  |  |
| 1. >40 kgs |  |  |  |

**3.0 Consumer’s perceptions/ beliefs**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **Strongly agree** | **Strongly disagree** |
| * Fish is nutritious |  |  |
| * Fish is healthy |  |  |
| * Fish is tasty |  |  |
| * Fish is safe animal protein |  |  |
| * Fish available at lower price |  |  |
| * Reduces risk for coronary heart disease |  |  |
| * Reduces risks for certain cancers |  |  |
| * Prolonged life |  |  |

**3.1 Source fromwhere fish is bought:**

1. Local Market
2. Purchased from itinerant door to door vendors
3. From wholesale market
4. From supermarket
5. Whole sale market
6. Others(specify)

**3.2 Trends in consumption (quantity) in the last five years)**

1. Increased by 25%/ 50%/ doubled
2. Decreased by 25% / 50%
3. Neither increased nor reduced

**3.2.1 If increased, reasons for the same**

1. Improved income and better propensity to consume
2. Reduced price for fish
3. Preference of households
4. Growing children
5. Others (specify)

**3.2.2 If reduced, reasons for the same :** Household earnings reduced/ Increase in prices of fish/ Consumption habits changed towards Vegetarian food/ Others ( specify)

**3.3 Common barriers for consumption of fish**

High /unaffordable price/ smell/ bones/ bad taste/Unavailability of preferred fish variety/products/

Preparation difficulties/Conservation (means risk of depleting fish stock Preparation difficulties)/short shelf (storage) life)/ Difficulties in assessing the quality

|  |  |  |
| --- | --- | --- |
|  | **Scoring 1-5 scale** | |
| * Price of the products |  |  |
| * Smell |  |  |
| * Bones |  |  |
| * Bad taste |  |  |
| * Unavailability of preferred fish variety/products |  |  |
| * Preparation difficulties |  |  |
| * Preparation time |  |  |
| * Conservation (means risk of depleting fish stock Preparation difficulties) |  |  |
| * Freshness (means short shelf (storage) life) |  |  |
| * Difficulties in evaluating the quality |  |  |

**“No barrier” (1) “very big barrier” (5)**

**3.4 Do you get desired species of Fish species Yes/ No**

If no, do you buy your preferred fish from outside the town/ city

**3.5 Do you feel that the fish trade at all levels needs to be regulated to ensure fair price**

**Yes/No**

**3.6 What are your suggestions to improve the situations?**

**3.7 What are your expectations on the market players in support of selling quality fish at competitive prices?**

**3.8 What are your expectations on the Department of Fisheries and other supportive institutions in enhancing fish consumption, hygienic marketing, product development and marketing etc?**

**3.9** **What are your suggestions to overcome the above consumer barriers at local levels?**