	Master Questionnaire	RESPONDENT #: _____ RECRUITER: _____ INTERVIEWER: _____

Respondent's Full Name : _____

Address : _____

Postal code : _____ Country: _____ City/District: _____

Telephone Number : Mobile: _____ Home: _____

E-mail address : _____@_____

Interview Date (DD/MM/YY) : __ __ / __ __ / __ __ Interview length (in mins): _____

Interview Time (HH:MM) : Start__ __ : __ __ End__ __ : __ __

Record State and District	
Odisha	1
West Bengal	2

Record Urbanity	
Urban	1
Rural	2

Record City/District	
Odisha	
Bhubaneswar	1
Ganjam	2
Mayurbhanj	3
Kalahandi	4
Bargarh	5
West Bengal	
Kolkata	6
South Twenty Four Parganas	7
Bankura	8
Murshidabad	9
Jalpaiguri	10

Record Village/City Zone: _____

INTRODUCTION:

Good morning/afternoon/evening. I am _____ from [*name of market research* company]. We are currently conducting a market research study on some food products for household consumption. Can you spare me a few minutes of your time? I need to ask you a few questions to see if you or any member of your household is suitable to participate in our survey.

Yes, willing to participate	1	**CONTINUE**
No, not willing to participate	2	**THANK & CLOSE**

Have you or any members of your household participated within the last 6 months in any market research study such as focus group discussions and surveys? (SA)

Yes	1	**TERMINATE**
No	2	**CONTINUE**

ASK ALL/ SHOWCARD

Do you or any of your immediate family members or close friends work in any of the following industries? (MA)

Wholesaler/Distributor of food products, including fresh produce/wet goods and non-perishable products/dry goods	1	**URBAN: THANK AND CLOSE**
		RURAL: CONTINUE
Retailer of food products, including fresh produce and non-perishable products	2	**URBAN: THANK AND CLOSE**
		RURAL: CONTINUE
Mass Media (Newspapers, TV, Radio, Magazines, etc.)	3	**THANK AND CLOSE**
Market Research Agency	4	**THANK AND CLOSE**
Advertising Agency/Public Relations/Promotions Agency	5	**THANK AND CLOSE**
Manufacturer/Distributor/Retailer of any beverage product	6	**CONTINUE**
None of the above	7	**CONTINUE**

SCREENER

RANDOM RESPONDENT SELECTION:

Can I please know the names and ages of all permanent members of this household or those who sleep here at least 5 nights in a week, with age 18–64 years old who are involved in the decision-making in the purchase of food products or involved in cooking/meal preparation/meal planning for this household? Please indicate their sex and birthdays. Do not include maids/household help or boarders, if there are any.

	NAME	SEX	BIRTHDATE (DD/MM/YYYY)
1		M F	
2		M F	
3		M F	
4		M F	
5		M F	
6		M F	
7		M F	
8		M F	
9		M F	
10		M F	

Note to interviewer:

- If none is 18–64 years old, **TERMINATE** and **GO TO** the next household.
- If only one is 18–64 years old, ask to talk to that person.
- If more than one household member is in the age range of 18–64 years old who participates in food purchase decision-making, use **LAST BIRTHDAY**method by asking to talk to the person who most recently had his/her birthday. Ask to speak with the qualified household member.
- In the cities, if the respondent is unavailable or refused to be interviewed, the household will be replaced with another household with age ± 5, gender, and socio-economic class within the same PSU.
- Substitution will be done after completing the required number of interviews using the same sampling interval from last interview.
- In the rural areas, if the qualified respondent is not available or refused to be interviewed, sampling will continue at the next house.

INTRODUCTION to the qualified household member:

Good morning/afternoon/evening. I am _____ from [*name of market research* company]. We are currently conducting a market research study on some food products for household consumption. The interview will take approximately ____ minutes. Your privacy will be protected and all information that you provide will be kept confidential. Your participation is voluntary. If you agree to participate in this survey, we will proceed with the interview. Are you willing to participate in this survey?

Yes, willing to participate	1	**CONTINUE**
No, not willing to participate	2	**THANK & CLOSE**

ASK ALL

S01. Can you please tell me your age (SA)?	RECORD EXACT AGE: _____
18–19 years old	1
20 years old	2
21–24 years old	3
25–29 years old	4
30–34 years old	5
35–39 years old	6
40–44 years old	7
45–49 years old	8
50–54 years old	9
55–59 years old	10
60–64 years old	11

S02. Record gender

Male	1
Female	2

ASK ALL / SHOWCARD

S03. Thinking about the past 12 months, please tell me your level of involvement in decision-making in the purchase of food products in your household.Food products refer to fresh produce or wet goods (such as vegetables, fruits, tubers, meat, fish, etc.), non-perishable products (such as food items packaged in cans and bottles and the like) or dry goods, dairy products, rice and other cereals.For our discussion today, only think of food products. We are not including beverages in our discussion.

Which of the following statements BEST applies to you? (SA)

I am the main purchase decision-maker (PDM)	1
I am not the main purchase decision-maker but I often actively participate in helping decide what items or brands that should be bought for the household.	2
I only sometimes get involved in purchase decision-making for our household.	3
I never, or hardly ever, get involved in purchase decision-making.	4

ASK ALL/ SHOWCARD

S04. Thinking about the past 12 months, please tell me your level of involvement in cooking or preparing meal or planning the dishes in your household.

Which of the following statements BEST applies to you? (SA)

I do all majority of cooking/meal preparation/meal planning in our household.	1
I frequently help/take part in the cooking/meal preparation/meal planningin our household.	2
Someone else does the cooking/ meal preparation/meal planning in our household and I mainly supervisehim/ her on this.	3
I never, or hardly ever or take part in the cooking/meal preparation/meal planningin our household.	4

S05. Interviewer record (SA)

Main PDM or with active involvement in purchase decision-making (S03 code 1/2) AND with active involvement in cooking/meal preparation/meal planning(S04 code 1/2/3)	1	**CONTINUE**
Main PDM or with active involvement in purchase decision-making (S03 code 1/2) AND NOT actively involved in cooking/ meal preparation/meal planning(S04 code 4)	2	**CONTINUE**
NOT involved in purchase decision-making (S03 code 3/4) AND WITH active involvement in cooking/meal preparation/meal planning(S04 code 1/2/3)	3	**CONTINUE**
NOT involved in purchase decision-making (S03 code 3/4) AND NOT actively involved in cooking/meal preparation/meal planning(S04 code 4)	4	**TERMINATE**

FOR URBAN

ASK ALL/ SHOWCARD

S06. Please take a look at this card and tell me which best describes your total monthly household income from all sources. Please give me your best estimate from the levels I am going to (READ OUT). (SA)

PLEASE PROMPT IF NECESSARY: "By means of all sources, this includes salary, commission, profit from business and investment, bank interest any government allowances etc.

Rs. 1,000 and below	1	**CONTINUE**
Rs. 2,001 to Rs. 3,000	2	**CONTINUE**
Rs. 3,001 to Rs. 4,000	3	**CONTINUE**
Rs. 4,001 to Rs. 5,000	4	**CONTINUE**
Rs. 5,001 to Rs. 6,000	5	**CONTINUE**
Rs. 6,001 to Rs. 7,000	6	**CONTINUE**
Rs. 7,001 to Rs. 8,000	7	**CONTINUE**
Rs. 8,001 to Rs. 9,000	8	**CONTINUE**
Rs. 9,001 to Rs. 10,000	9	**CONTINUE**
Rs. 10,001 to Rs. 12,000	10	**CONTINUE**
Rs. 12,001 to Rs. 15,000	11	**CONTINUE**
Rs. 15,001 to Rs. 18,000	12	**CONTINUE**
Rs. 18,001 to Rs. 20,000	13	**CONTINUE**
Rs. 20,001 to Rs. 25,000	14	**CONTINUE**
Rs. 25,001 to Rs. 30,000	15	**CONTINUE**
Rs. 30,001 to Rs. 40,000	16	**CONTINUE**
Rs. 40,001 to Rs. 50,000	17	**CONTINUE**
Rs. 50,001 to Rs. 85,000	18	**CONTINUE**
More than Rs. 85,000	19	**TERMINATE**
Refused (DO NOT PROMPT)	96	**TERMINATE**
Don't know (DO NOT PROMPT)	99	**TERMINATE**

FOR RURAL

ASK ALL/ SHOWCARD

S06. Please take a look at this card and tell me which best describes your total monthly household income from all sources. Please give me your best estimate from the levels I am going to (READ OUT). (SA)

PLEASE PROMPT IF NECESSARY: "By means of all sources, this includes salary, commission, profit from business and investment, bank interest any government allowances etc.

Rs. 1,000 and below	1	**CONTINUE**
Rs. 2,001 to Rs. 3,000	2	**CONTINUE**
Rs. 3,001 to Rs. 4,000	3	**CONTINUE**
Rs. 4,001 to Rs. 5,000	4	**CONTINUE**
Rs. 5,001 to Rs. 6,000	5	**CONTINUE**
Rs. 6,001 to Rs. 7,000	6	**CONTINUE**
Rs. 7,001 to Rs. 9,000	7	**CONTINUE**
Rs. 9,001 to Rs. 10,000	8	**CONTINUE**
Rs. 10,001 to Rs. 15,000	9	**CONTINUE**
Rs. 15,001 to Rs. 20,000	10	**CONTINUE**
Rs. 20,001 to Rs. 25,000	11	**CONTINUE**
Rs. 25,001 to Rs. 30,000	12	**CONTINUE**
Rs. 30,001 to Rs. 50,000	13	**CONTINUE**
More than Rs. 50,000	14	**TERMINATE**
Refused (DO NOT PROMPT)	96	**TERMINATE**
Don't know (DO NOT PROMPT)	99	**TERMINATE**

S07. Interviewer record income class (SA)

Low income (Urban: code 1/2/3/4/5/6/7/8/9/10/11) (Rural: code 6/5/4/3/2/1)	1
Middle income (Urban: code 12/13/14/15/16/17/18) (Rural: code 7/8/9/10/11/12/13)	2

MAIN QUESTIONNAIRE

SECTION I: Food choice habits

Interviewer spiel:

Now, let's talk about eating occasions and dishes that you and others in your household consume. For the next questions, think about what would be most applicable to your household or what would best describe your household or what is typical for your household. There is no right or wrong answer. We are just interested in your opinion and experience.

Interviewer note: Use answer grid for S1Q1 to S1Q4.

ASK ALL/ SHOWCARD EATING OCCASIONS

S1Q1. I have here a list of eating occasions wherein most household members consume food. Think about the eating occasions that you and others in your household consume in a typical month in the past 12 months, which of these apply to your household? Think about the eating occasions both consumed at home and out of home. (MA)

ASK FOR EACH EATING OCCASION MENTIONED IN S1Q1

S1Q2. In a typical day, what is the usual time that you and others in your household eat (mention eating occasion)? (SA)

Interviewer note: Record time in 24-hour format (e.g. 08:00, 20:00)

ASK FOR EACH EATING OCCASION MENTIONED IN S1Q1/ SHOWCARD SCALE

S1Q3. For each eating occasion that you mentioned, please tell which of the following best describes how frequent you and others in your household consume in a typical month. (SA)

ASK FOR EACH EATING OCCASION MENTIONED IN S1Q1

S1Q4.For each eating occasion that you mentioned, please tell me which of these are usually consumed at home and which are usually consumed out of home. (SA)

Interviewer note: Use this answer grid for S1Q1 to S1Q4.						
		Breakfast	Morning snacks	Lunch	Afternoon snacks	Dinner
S1Q1	Eating occasions consumed in a typical month	1	2	3	4	5
S1Q2	Time (24-hour format)	_ _ : _ _	_ _ : _ _	_ _ : _ _	_ _ : _ _	_ _ : _ _
S1Q3	Frequency of consumption					
	Everyday	1	1	1	1	1
	4–6 times per week	2	2	2	2	2
	2–3 times per week	3	3	3	3	3
	Once a week	4	4	4	4	4
	2–3 times per month	5	5	5	5	5
	Once a month	6	6	6	6	6
	Less frequent than once a month (Specify number of times in a year_____)	7 (__ __)	7 (__ __)	7 (__ __)	7 (__ __)	7 (__ __)
S1Q4	Where consumed					
	Consume at home in a typical month	1	1	1	1	1
	Consume out-of-home in a typical month	2	2	2	2	2

Interviewer spiel:

Now, let's talk about the dishes that you and others in your household consume for each of the eating occasions that you mentioned previously. Please think about the dishes consumed/prepared at home and also the dishes eaten outside of home. There is no right or wrong answer. We are just interested in your opinion and experience.

Interviewer note: Use the answer grid for S1Q5–S1Q9

: Check logic between S1Q3 (frequency of consumption of each eating occasion) and S1Q5b/S1Q6b/S1Q10b/S1Q8b/S1Q9b(frequency of consumption of each dish pereach eating occasion)

If code 1 (Everyday) in S1Q3	accept all codes	in S1Q5b/S1Q6b/S1Q7b/S1Q8b/S1Q9b
If code 2 (4–6x/week) in S1Q3	accept code 2–7	
If code 3 (2–3x/week) in S1Q3	accept code 3–7	
If code 4 (Once a week) in S1Q3	accept code 4–7	
If code 5 (2–3x/mo) in S1Q3	accept code 5–7	
If code 6 (Once a month) in S1Q3	accept code 6–7	
If code 7 (Less frequent than once a month) in S1Q3	accept code 7	

ASK IF CODE 1 IN S1Q1 (MENTIONED **BREAKFAST** IN S1Q1)
SHOW LIST OF DISHES. ROTATE DISHES BY FOLLOWING THE TICK MARK

S1Q5a. I have here a list of dishes for **Breakfast**. Have a look at each these dishes and select the dishes that you and others in your household consume in a typical month. If a dish or dishes that you typically eat for **Breakfast** is not in the list, please tell me the dish/es and I will add it in the list. Please think about the dishes consumed/prepared at home and also the dishes eaten outside of home.*Please remember to also think about the dishes consumed by other household members whether consumed at home or eaten outside.*

Interviewer note: Show the list of dishes and read the first five dishes. Rotate the dishes by starting with the dish with the tick mark.

Yes, consumed	1
No, not consumed	2

ASK FOR EACH DISH MENTIONED FOR BREAKFAST

SHOWCARD SCALE

S1Q5b. Now, for each of the dishes that you and others in yourhousehold eat for **Breakfast**, please tell me how often it is consumed in a typical month. Is it every day, 4–6 times per week, 2–3 times per week, once a week, 2–3 times per month, once a month, less frequent than once a month?Please think about how often it is consumed at home and also when eaten outside of home. Please consider what would best describe the situation in your household.

Everyday	1
4–6 times per week	2
2–3 times per week	3
Once a week	4
2–3 times per month	5
Once a month	6
If less frequent than once a month, ask: How often in a year do you and others in yourhousehold eat this dish for **Breakfast**?	7(__ times in a year)

ASK IF CODE 2 IN S1Q1 (MENTIONED **MORNING SNACKS** IN S1Q1)
SHOW LIST OF DISHES. ROTATE DISHES BY FOLLOWING THE TICK MARK

S1Q6a. I have here a list of dishes for **Morning snacks**. Have a look at each these dishes and select the dishes that you and others in your household consume in a typical month. If a dish or dishes that you typically eat for **Morning snacks** is not in the list, please tell me the dish/es and I will add it in the list. Please think about the dishes consumed/prepared at home and also the dishes eaten outside of home.*Please remember to also think about the dishes consumed by other household members whether consumed at home or eaten outside.*

Interviewer note: Show the list of dishes and read the first five dishes. Rotate the dishes by starting with the dish with the tick mark.

Yes, consumed	1
No, not consumed	2

ASK FOR EACH DISH MENTIONED FOR **MORNING SNACKS**
SHOWCARD SCALE

S1Q6b. Now, for each of the dishes that you and others in yourhousehold eat for **Morning snacks**, please tell me how often it is consumed in a typical month. Is it every day, 4–6 times per week, 2–3 times per week, once a week, 2–3 times per month, once a month, less frequent than once a month?Please think about how often it is consumed at home and also when eaten outside of home. Please consider what would best describe the situation in your household.

Everyday	1
4–6 times per week	2
2–3 times per week	3
Once a week	4
2–3 times per month	5
Once a month	6
If less frequent than once a month, ask: How often in a year do you and others in yourhousehold eat this dish for Morning snacks?	7(__ times in a year)

ASK IF CODE 3 IN S1Q1 (MENTIONED **LUNCH** IN S1Q1)
SHOW LIST OF DISHES. ROTATE DISHES BY FOLLOWING THE TICK MARK

S1Q7a. I have here a list of dishes for **Lunch**. Have a look at each these dishes and select the dishes that you and others in your household consume in a typical month. If a dish or dishes that you typically eat for **Lunch** is not in the list, please tell me the dish/es and I will add it in the list. Please think about the dishes consumed/prepared at home and also the dishes eaten outside of home.*Please remember to also think about the dishes consumed by other household members whether consumed at home or eaten outside.*

Interviewer note: Show the list of dishes and read the first five dishes. Rotate the dishes by starting with the dish with the tick mark.

Yes, consumed	1
No, not consumed	2

ASK FOR EACH DISH MENTIONED FOR **LUNCH**
SHOWCARD SCALE

S1Q7b. Now, for each of the dishes that you and others in yourhousehold eat for **Lunch**, please tell me how often it is consumed in a typical month. Is it every day, 4–6 times per week, 2–3 times per week, once a week, 2–3 times per month, once a month, less frequent than once a month?Please think about how often it is consumed at home and also when eaten outside of home. Please consider what would best describe the situation in your household.

Everyday	1
4–6 times per week	2
2–3 times per week	3
Once a week	4
2–3 times per month	5
Once a month	6
If less frequent than once a month, ask: How often in a year do you and others in yourhousehold eat this dish for **Lunch**?	7(__ times in a year)

ASK IF CODE 4 IN S1Q1 (MENTIONED **AFTERNOON SNACKS**IN S1Q1)
SHOW LIST OF DISHES. ROTATE DISHES BY FOLLOWING THE TICK MARK

S1Q8a. I have here a list of dishes for **Afternoon snacks**. Have a look at each these dishes and select the dishes that you and others in yourhousehold consume in a typical month. If a dish or dishes that you typically eat for **Afternoon snacks**is not in the list, please tell me the dish/es and I will add it in the list. Please think about the dishes consumed/prepared at home and also the dishes eaten outside of home.*Please remember to also think about the dishes consumed by other household members whether consumed at home or eaten outside.*

Interviewer note: Show the list of dishes and read the first five dishes. Rotate the dishes by starting with the dish with the tick mark.

Yes, consumed	1
No, not consumed	2

ASK FOR EACH DISH MENTIONED FOR **AFTERNOON SNACKS**
SHOWCARD SCALE

S1Q8b. Now, for each of the dishes that you and others in yourhousehold eat for **Afternoon snacks**, please tell me how often it is consumed in a typical month. Is it every day, 4–6 times per week, 2–3 times per week, once a week, 2–3 times per month, once a month, less frequent than once a month?Please think about how often it is consumed at home and also when eaten outside of home. Please consider what would best describe the situation in your household.

Everyday	1
4–6 times per week	2
2–3 times per week	3
Once a week	4
2–3 times per month	5
Once a month	6
If less frequent than once a month, ask: How often in a year do you and others in yourhousehold eat this dish for **Afternoon snacks**?	7(__ times in a year)

ASK IF CODE 5 IN S1Q1 (MENTIONED **DINNER** IN S1Q1)
SHOW LIST OF DISHES. ROTATE DISHES BY FOLLOWING THE TICK MARK

S1Q9a. I have here a list of dishes for **Dinner**. Have a look at each these dishes and select the dishes that you and others in your household consume in a typical month. If a dish or dishes that you typically eat for **Dinner** is not in the list, please tell me the dish/es and I will add it in the list. Please think about the dishes consumed/prepared at home and also the dishes eaten outside of home.*Please remember to also think about the dishes consumed by other household members whether consumed at home or eaten outside.*

Interviewer note: Show the list of dishes and read the first five dishes. Rotate the dishes by starting with the dish with the tick mark.

Yes, consumed	1
No, not consumed	2

ASK FOR EACH DISH MENTIONED FOR **DINNER**
SHOWCARD SCALE

S1Q9b. Now, for each of the dishes that you and others in yourhousehold eat for **Dinner**, please tell me how often it is consumed in a typical month. Is it every day, 4–6 times per week, 2–3 times per week, once a week, 2–3 times per month, once a month, less frequent than once a month?Please think about how often it is consumed at home and also when eaten outside of home. Please consider what would best describe the situation in your household.

Everyday	1
4–6 times per week	2
2–3 times per week	3
Once a week	4
2–3 times per month	5
Once a month	6
If less frequent than once a month, ask: How often in a year do you and others in yourhousehold eat this dish for **Dinner**?	7(__ times in a year)

Interviewer spiel:

*Now, let's talk about eating habits during **Sundays**. There is no right or wrong answer. We are just interested in your opinion and experience.Please think about the dishes consumed/prepared at home and also the dishes eaten outside of home.*

ASK ALL

S1Q10. Some households consider Sundays differently from other days with regards to the eating habits of the household. Eating habits can refer to different dishes served during Sundays, or the ingredients used for certain dishes are different, or certain dishes are prepared differently during Sundays. These are some examples but there can be other situations that may be applicable to your household. But for some households,Sundays are the same as the other days. In this context, would you say that Sundays in your household different from other days? Think about any eating occasion and dishes both consumed/prepared at home and also those eating outside of home. (SA)

Yes,Sundays are different from the other days	1	CONTINUE
No, Sundays are the same as the other days	2	SKIP TO S1Q12 (Special Occasion)

ASK IF CODE 1 IN S1Q10

S1Q11. What is different on Sundays?

Interviewer allow spontaneous response. Then probe: cooking methods, ingredients, quality,dishes, quality

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

Interviewer spiel:

*Now let's talk about the dishes that you and others in yourhousehold consumeson**Special Occasions**. There is no right or wrong answer. We are just interested in your opinion and experience.* Please think about the dishes consumed/prepared at home and also the dishes eaten outside of home.

ASK ALL

S1Q12. Do you and others in your household consider special occasions as eating occasionseither at home or elsewhere?

Yes	1	CONTINUE
No	2	GO TO SECTION II

ASK IF YES (CODE 1 IN S1Q12)/ SHOWCARD SCALE

S1Q13. Think about the past 12 months, how many times in a year do you and others in yourhousehold eat during special occasions?

More often than once a month (Specify number of times in a month)	1(_ _ times per month)
Once a month	2
7–11 times/year	3
Every other month/6 times a year	4
3–5 times/year	5
Twice a year	6
Once a year	7

ASK IF CODE 1 IN S1Q12

SPONTANEOUS - DO NOT READ OUT.

S1Q14. Think about the past 12 months, please tell me the special occasions that you and others in your householdhad, in which food is either prepared food at home or eaten elsewhere. (MA)

Interviewer note: Check logic in S1Q13 and S1Q14.

Puja (e.g.Laxmi Puja, Durga Puja, Kali Puja)	1
Eid (e.g. Bakri Eid	2
Marriage ceremony	3
Upanayana/Thread ceremony	4
Birthday celebration	5
Mawlid/Prophet Mohammed's birth day	6
Dussehra/Dasara	7
Janmastami/Gokulashtami	8
Rajo/Raja Parba/Mithuna sankranti	9
Mahastami/Chatar jatra	10
Ramadan/Ramzan	11
Diwali	12
Others specify	...

ASK IF CODE 1 IN S1Q12/ SHOWCARD

S1Q15. Think about any of the special occasions you just mentioned. Did you and others in your household eat outside for special occasion? (SA)

Yes, we eat outside for special occasion	1
No, we do not eat outside for special occasion	2

Interviewer note: Use the answer grid for S1Q16

: Check logic between S1Q13 (frequency of consumption during special occasions) and S1Q16b (frequency of consumption of each dish consumed during special occasions)

If code 1 (More often than once a month) in S1Q13	accept all codes	in S1Q16b
If code 2 (Once a month) in S1Q13	accept code 2–7	
If code 3 (7–11x/yr) in S1Q13	accept code 3–7	
If code 4 (every other month/6x a year) in S1Q13	accept code 4–7	
If code 5 (3–5x/yr) in S1Q13	accept code 5–7	
If code 6 (twice a yr) in S1Q13	accept code 6–7	
If code 7 (once a year) in S1Q13	accept code 7	

ASK IF CODE 1 IN S1Q12 (CONSIDER **SPECIAL OCCASIONS** AS AN EATING OCCASION)
SHOW LIST OF DISHES. ROTATE DISHES BY FOLLOWING THE TICK MARK

S1Q16a. I have here a list of dishes for **Special occasions**. Have a look at each these dishes and select the dishes that you and others in yourhousehold consume in the past 12 months. If a dish or dishes that you typically eat for **Special occasions** is not in the list, please tell me the dish/es and I will add it in the list.

Interviewer note: Show the list of dishes and read the first five dishes. Rotate the dishes by starting with the dish with the tick mark.

Yes, consumed	1
No, not consumed	2

Interviewer note: Remind respondent to only think of the dish for special occasion. If, for example, a dish mentioned in S1Q16a is also consumed during regular eating occasion, remind to only think about that dish consumed during special occasion for this particular question.

ASK FOR EACH DISH MENTIONED FOR **SPECIAL OCCASIONS**
SHOWCARD SCALE

S1Q16b. Now, for each of the dishes that you and others in yourhousehold eat for **Special occasions**, please tell me how often it was consumed in the past 12 months. Is it (*interviewer read scale*)

More often than once a month (Specify number of times in a month)	1(__ times per month)
Once a month	2
7–11 times/year	3
Every other month/6 times a year	4
3–5 times/year	5
Twice a year	6
Once a year	7

Showcard and answer grid for Odisha. Rotate dishes

Breakfast		S1Q5a	S1Q5b
✓	Dish	Interviewer input code 1= Consumed 2= Not consumed	Frequency (interviewerinput code)
	BREAD-PARATHA/PAROTHA/PAROTTA		
	CHAKULI/CHAKLI		
	HALWA/HALVA-SOOJI/SUJI/RAVA/SEMOLINA/JOOJI		
	IDLI		
	SANTULA		
	UPMA-SOOJI/SUJI/RAVA/SEMOLINA/JOOJI		
	BARA/VADA		
	BREAD-ROTI/ROTTI/CHAPATI/CHAPATTI/CHAPPATI/CHAPATHI/CHAPPATHI		
	BREAD-LUCHI/LOOCHI/LUSI/PURI/POORI/BHATORA		
	CHAKTA-CHUDA/POHA/CHIDWA/FLATTENED/FLAKED RICE		
	CHAKTA-MOORI/MURI/MUDHI/MADHI/PUFFED RICE		
	CHATUA		
	CORN FLAKES		
	EGG-OMELET		
	GUGUNI-CHOLE/CHANA MASALA		
	RAGGI/RAGI/FIGNER MILLET PORRIDGE		
	RICE-PAKHALA/WATER RICE		
	SAMBAR/SAMBHAR		
	UPMA-CHUDA/POHA/CHIDWA/FLATTENED/FLAKED RICE		
	UPMA-DALIA/BROKEN WHEAT		
	*Others, specify:*_____		
	*Others, specify:*_____		
	*Others, specify:*_____		

Showcard and answer grid for Odisha. Rotate dishes

Morning Snacks		S1Q6a	S1Q6b
✓	Dish	Interviewer input code 1= Consumed 2= Not consumed	Frequency (interviewer input code)
	BREAD-BISCUITS		
	FRUITS		
	MOORI/MURI/MUDHI/MADHI/PUFFED		
	NUT-GROUND NUT (ROASTED)		
	*Others, specify:*_____		
	*Others, specify:*_____		
	*Others, specify:*_____		
	*Others, specify:*_____		
	*Others, specify:*_____		

Showcard and answer grid for Odisha. Rotate dishes

Lunch		S1Q7a	S1Q7b
✓	Dish	Interviewer input code 1= Consumed 2= Not consumed	Frequency (interviewer input code)
	CURRY-MACHER/MACHHER/MACHHA/FISH JHOL/JHOLA		
	DAL/DHAL/DAAL/DAIL		
	DALMA/DOLMA		
	RICE/BHAAT		
	BESARA RAI		
	BREAD-ROTI/ROTTI/CHAPATI/CHAPATTI/CHAPPATI/CHAPATHI/CHAPPATHI		
	CURRY – MIX		
	CURRY-BUTA ALOO/CHOLE		
	CURRY-EGG		
	CURRY-MANGSHEER/MANSHOR/MANGSHO/MUTTON JHOL		
	CURRY-MURGIR/CHICKEN JHOL		
	CURRY-PANEER		
	CURRY-PRAWN/MALAIKARI/MALAI		
	KHATA/KHATTA		
	KHICHURI/KHICHDI/KHICHRI/KISURI		
	PAPAD/PAPAR/PAMPAD/PAPADUM		
	RAITA/PACHADI/SOUR CURD		
	RICE-PAKHALA/WATER RICE		
	SAAG/SAGA/DRUMSTICK LEAVES		
	VEGETABLES/SABJI-MIXED		
	*Others, specify:*_____		
	*Others, specify:*_____		
	*Others, specify:*_____		

Showcard and answer grid for Odisha. Rotate dishes

Afternoon Snacks		S1Q8a	S1Q8b
✓	Dish	Interviewer input code 1= Consumed 2= Not consumed	Frequency (interviewer input code)
	RICE-PAKHALA/WATER RICE		
	BARA/VADA		
	BOILED CORN		
	BREAD-BISCUITS		
	CHAAT/CHAT		
	CHAKULI/CHAKLI		
	CURRY-MATAR/MOTOR/DRIED PEAS		
	DOSA/DHOSA MASALA		
	GUP CHUP/PANIPURI/PUCHKA		
	KHEER/KHEERI-SEMEI/SEVIYA/SEMIYA/VERMICELLI		
	MOORI/MURI/MUDHI/MADHI/PUFFED RICE		
	NOODLES-PROCESSED (MAGGI)		
	NOODLES-SEMEI/SEVIYA/SEMIYA/VERMICELLI		
	NOODLES-VEG CHOW MEIN/VEG HAKKA		
	PAKORA		
	PULAU/PULAO/POLAO/PALLAO/PULAV-CHUDA/POHA/CHIDWA/FLATTENED/FLAKED RICE		
	RICE-CHUDA/POHA/CHIDWA/FLATTENED/FLAKED RICE (FRIED/ROASTED)		
	SAMOSA/SAMSA/SOMSA/SOMOSA/SOMUCHA/SAMOOSA/SAMBUSA		
	UPMA-SOOJI/SUJI/RAVA/SEMOLINA/JOOJI		
	UTTAPAM/OOTHAPAM/UTHAPPA-CHAKULI		
	*Others, specify:*_____		
	*Others, specify:*_____		
	*Others, specify:*_____		

Showcard and answer grid for Odisha. Rotate dishes

Dinner		S1Q9a	S1Q9b
✓	Dish	Interviewer input code 1= Consumed 2= Not consumed	Frequency (interviewer input code)
	BREAD-GOLA/GHOLA /ROTI/ROTTI/CHAPATI/CHAPATTI/CHAPPATI/CHAPATHI/CHAPPATHI		
	BREAD-PARATHA/PAROTHA/PAROTTA		
	CHAKULI/CHAKLI		
	CURRY-MACHER/MACHHER/MACHHA/FISH JHOL/JHOLA		
	DALMA/DOLMA		
	RICE/BHAAT		
	CHUTNEY		
	CURRY-EGG		
	CURRY-MATAR/MOTOR/DRIED PEAS		
	CURRY-MURGIR/CHICKEN JHOL		
	CURRY-PANEER		
	CURRY-RAJMA/RAZMA/KIDNEY BEAN		
	DAL/DHAL/DAAL/DAIL		
	KHEER/KHEERI-SEMEI/SEVIYA/SEMIYA/VERMICELLI		
	MIX FRY		
	RAGGI/RAGI/FIGNER MILLET PORRIDGE		
	RICE-PAKHALA/WATER RICE		
	RICE-PITHA/PITA/PANCAKE		
	SANTULA		
	VEGETABLES/SABJI-MIXED (SANJULA)		
	*Others, specify:*_____		
	*Others, specify:*_____		
	*Others, specify:*_____		

Showcard and answer grid for Odisha. Rotate dishes

Special Occasion		S1Q16a	S1Q16b
✓	Dish	Interviewer input code 1= Consumed 2= Not consumed	Frequency (interviewer input code)
	BIRYANI/BIRIYANI-CHICKEN		
	BREAD-LUCHI/LOOCHI/LUSI/PURI/POORI/BHATORA		
	BREAD-PARATHA/PAROTHA/PAROTTA		
	CHENNA PAYAS		
	CHILI MUSHROOM		
	CHOLE BHATURE/ BHATURA CHANA/POOCRI CHOLA		
	CURRY-CRAB		
	CURRY-MANGSHEER/MANSHOR/MANGSHO/MUTTON JHOL		
	CURRY-MURGIR/CHICKEN JHOL		
	CURRY-MUSHROOM		
	CURRY-PALAK PANEER		
	CURRY-PANEER		
	CURRY-PRAWN/MALAIKARI/MALAI		
	CURRY-RAJMA/RAZMA/KIDNEY BEAN		
	KHEER/KHEERI-SOOJI/SUJI/RAVA/SEMOLINA/JOOJI		
	KHICHURI/KHICHDI/KHICHRI/KISURI		
	RASGOLA/RASGULLA/ROSOGOLLA/RASAGOLA/ROSHOGOLLA		
	RICE (FRIED)		
	SALAD		
	VEGETABLES/SABJI-MIXED		
	*Others, specify:*_____		
	*Others, specify:*_____		
	*Others, specify:*_____		

Showcard and answer grid for West Bengal. Rotate dishes

Breakfast		S1Q9a	S1Q9b
✓	Dish	Interviewer input code 1= Consumed 2= Not consumed	Frequency (interviewer input code)
	BREAD-CAKE		
	BREAD-GOLA/GHOLA ROTI/ROTTI/CHAPATI/CHAPATTI/CHAPPATI/CHAPATHI/CHAPPATHI		
	BREAD-PARATHA/PAROTHA/PAROTTA		
	RICE-PANTHA BHATH/POITABHAT/ PANTA BHAAT		
	BREAD-LUCHI/LOOCHI/LUSI/PURI/POORI/BHATORA		
	CORN FLAKES		
	EGG		
	FRUITS		
	GHUGNI/GHOOGNI		
	IDLI		
	JHILABI/JILABI/JALEBI		
	MOORI/MURI/MUDHI/MADHI/PUFFED RICE		
	CHATTU		
	NOODLE-THUKPA		
	NOODLES-PROCESSED (MAGGI)		
	NOODLES-VEG CHOW MEIN/VEG HAKKA		
	RICE/BHAAT		
	RICE-CHUDA/POHA/CHIDWA/FLATTENED/FLAKED RICE		
	SOOJI/SUJI/RAVA/SEMOLINA		
	TORKARI		
	*Others, specify:*_____		
	*Others, specify:*_____		
	*Others, specify:*_____		
	*Others, specify:*_____		

Showcard and answer grid for West Bengal. Rotate dishes

Morning Snacks		S1Q6a	S1Q6b
✓	Dish	Interviewer input code 1= Consumed 2= Not consumed	Frequency (interviewer input code)
	BREAD-BISCUITS		
	BREAD-CAKE		
	CHATOO GOLA		
	CHENNE/COTTAGE CHEESE		
	CHOCOS		
	CORN FLAKES		
	CURD		
	MOORI/MURI/MUDHI/MADHI/PUFFED RICE-MASALA		
	VEGETABLES/SABJI-SPROUTS		
	Others, specify:_____		
	Others, specify:_____		
	Others, specify:_____		
	Others, specify:_____		
	Others, specify:_____		

Showcard and answer grid for West Bengal. Rotate dishes

Lunch		S1Q7a	S1Q7b
✓	Dish	Interviewer input code 1= Consumed 2= Not consumed	Frequency (interviewer input code)
	ALOO POSTO		
	BREAD-ROTI/ROTTI/CHAPATI/CHAPATTI/CHAPPATI/CHAPATHI/CHAPPATHI		
	CURRY-BARI		
	CURRY-EGG		
	CURRY-GERI GUGLI/GERI GOOGLY(CLAM&SNAIL)		
	CURRY-MACHER/MACHHER/MACHHA/FISH JHOL/JHOLA		
	CURRY-MANGSHEER/MANSHOR/MANGSHO/MUTTON JHOL		
	CURRY-MURGIR/CHICKEN JHOL		
	CURRY-SOYA BEAN		
	DAL/DHAL/DAAL/DAIL		
	FISH HEAD VEG		
	KHICHURI/KHICHDI/KHICHRI/KISURI		
	MEAT-CHICKEN/MUTTON/BEEF FOR MUSLIMS (NON-CURRY)		
	MEAT-FISH (NON-CURRY)		
	PULSE/DHOKA (FRIED)		
	RICE/BHAAT		
	SAAG/SAGA/DRUMSTICK LEAVES		
	SUKUTI/JERKY/DRY MEAT		
	TORKARI		
	VEGETABLES/SABJI-MIXED		
	*Others, specify:*_____		
	*Others, specify:*_____		
	*Others, specify:*_____		
	*Others, specify:*_____		
	*Others, specify:*_____		

Showcard and answer grid for West Bengal. Rotate dishes

Afternoon Snacks		S1Q8a	S1Q8b
✓	Dish	Interviewer input code 1= Consumed 2= Not consumed	Frequency (interviewer input code)
	ALOO CHOP/POTATO CROQUETTE		
	EGG-ROLL		
	GHUGNI/GHOOGNI		
	NOODLES-PROCESSED (MAGGI)		
	NOODLES-VEG CHOW MEIN/VEG HAKKA		
	ALOO TIKIA/ ALOO TIKKI		
	BREAD-ALOO PARATHA/PAROTHA/PAROTTA		
	BREAD-FRENCH TOAST		
	BREAD-SANDWICH (NONVEG)		
	GUP CHUP/PANIPURI/PUCHKA		
	HALWA/HALVA-SOOJI/SUJI/RAVA/SEMOLINA/JOOJI		
	MACHER/MACHHER/MACHHA/FISH CHOP		
	MOMO-CHOLE/CHANA MASALA		
	MOORI/MURI/MUDHI/MADHI/PUFFED RICE		
	NUT-PEANUT (ROASTED)		
	PAPAD/PAPAR/PAMPAD/PAPADUM-RICE		
	PEYANJI/PAKORA/PAKODA-VEGETABLE		
	PULAU/PULAO/POLAO/PALLAO/PULAV-CHUDA/POHA/CHIDWA/FLATTENED/FLAKED RICE		
	SANDESH/HANDESH		
	UTTAPAM/OOTHAPAM/UTHAPPA		
	*Others, specify:*_____		
	*Others, specify:*_____		
	*Others, specify:*_____		
	*Others, specify:*_____		
	*Others, specify:*_____		

Showcard and answer grid for West Bengal. Rotate dishes

Dinner		S1Q9a	S1Q9b
✓	Dish	Interviewer input code 1= Consumed 2= Not consumed	Frequency (interviewer input code)
	BREAD-ROTI/ROTTI/CHAPATI/CHAPATTI/CHAPPATI/CHAPATHI/CHAPPATHI		
	CURRY-MACHER/MACHHER/MACHHA/FISH JHOL/JHOLA		
	BREAD-LUCHI/LOOCHI/LUSI/PURI/POORI/BHATORA		
	BREAD-PARATHA/PAROTHA/PAROTTA		
	CHUTNEY		
	CURRY-EGG/DIMER DALNA		
	CURRY-MANGSHEER/MANSHOR/MANGSHO/MUTTON JHOL		
	CURRY-MURGIR/CHICKEN JHOL		
	CURRY-PANEER		
	CURRY-VEGETABLE (SEASONAL)		
	DAL/DHAL/DAAL/DAIL		
	EGG FRY/ DIM BHAJA		
	KHICHURI/KHICHDI/KHICHRI/KISURI		
	PAYESH/PAYASA		
	PULAU/PULAO/POLAO/PALLAO/PULAV		
	RAITA/PACHADI/SOUR CURD		
	RASGOLA/RASGULLA/ROSOGOLLA/RASAGOLA/ROSHOGOLLA		
	RICE/BHAAT		
	RICE-PANTHA BHATH/POITABHAT/ PANTA BHAAT		
	TORKARI		
	*Others, specify:*_____		
	*Others, specify:*_____		
	*Others, specify:*_____		
	*Others, specify:*_____		
	*Others, specify:*_____		

Showcard and answer grid for West Bengal. Rotate dishes

Special Occasions		S1Q16a	S1Q16b
✓	Dish	Interviewer input code 1= Consumed 2= Not consumed	Frequency (interviewer input code)
	BREAD-LUCHI/LOOCHI/LUSI/PURI/POORI/BHATORA		
	ALOO CHOP/POTATO CROQUETTE		
	ALOO DUM		
	BIRYANI/BIRIYANI		
	BREAD-BISCUITS		
	BREAD-CAKE		
	BREAD-PARATHA/PAROTHA/PAROTTA		
	DAL/DHAL/DAAL/DAIL		
	HILSA BHAPPA/BHAPA ILISH		
	ICE CREAM		
	KASA/KASHA/KOSHA/KASSA		
	KOFTA-RACHROLA		
	MOORI/MURI/MUDHI/MADHI/PUFFED RICE		
	NOODLES-VEG CHOW MEIN/VEG HAKKA		
	PANEER-MATAR/MOTOR/DRIED PEAS		
	PAYESH/PAYASA		
	PULAU/PULAO/POLAO/PALLAO/PULAV		
	PULSE/DHOKA (FRIED)		
	RICE/BHAAT		
	TORKARI		
	*Others, specify:*_____		
	*Others, specify:*_____		
	*Others, specify:*_____		
	*Others, specify:*_____		
	*Others, specify:*_____		

SECTION II: Importance of food quality attributes and association towards specific dishes

Interviewer spiel:

For the next set of questions, think about the characteristics of dishes that you and others in yourhousehold eat on different eating occasions.

ASK ALL/ SHOWCARD SCALE

READ OUT ATTRIBUTES / ROTATE STATEMENTS

S2Q1a. Let's start by thinking about **Breakfast**. I am going to read statements that other people have said when describing the dishes that their family/household consume for **Breakfast**. For each statement, tell me how important each statement is when thinking about the dishes consumed by you and others in your household during **Breakfast**.

Use this scale from 1 to 5 where:

1 - Not at all important
2 - Of little importance
3 - Neutral
4 - Very important
5 - Extremely important

Please remember that there is no right or wrong answer. We are just interested in your opinion.

Let's start with …(MENTION ATTRIBUTE)

✓	STATEMENT	Not at all important	Of little importance	Neutral	Very important	Extremely important	No idea
	High nutrient content	1	2	3	4	5	99
	Good source of protein	1	2	3	4	5	99
	Good source of energy	1	2	3	4	5	99
	Easy to digest	1	2	3	4	5	99
	Less oil can be used in cooking the dish	1	2	3	4	5	99
	Provides feeling of fullness after eating	1	2	3	4	5	99
	The taste is preferred by children	1	2	3	4	5	99
	Has appetizing aroma when the dish is served	1	2	3	4	5	99
	The texture is suitable for to children	1	2	3	4	5	99
	Traditionally consumed for this eating occasion	1	2	3	4	5	99
	Meets the specific nutritional need of household member/s with health concerns	1	2	3	4	5	99

ASK ALL/ SHOWCARD SCALE

READ OUT ATTRIBUTES/ ROTATE STATEMENTS

S2Q1b. Now, I am going to read statements that other people have said when describing the dishes that their family/household consume for **Morning snacks**. For each statement, tell me how important each statement is when thinking about the dishes consumed by you and others in yourhousehold during **Morning snacks**. Use the same scale 1 to 5 where 1 means not all important and 5 means extremely important.

✓	STATEMENT	Not at all important	Of little importance	Neutral	Very important	Extremely important	No idea
	High nutrient content	1	2	3	4	5	99
	Good source of protein	1	2	3	4	5	99
	Good source of energy	1	2	3	4	5	99
	Easy to digest	1	2	3	4	5	99
	Less oil can be used in cooking the dish	1	2	3	4	5	99
	Provides feeling of fullness after eating	1	2	3	4	5	99
	The taste is preferred by children	1	2	3	4	5	99
	Has appetizing aroma when the dish is served	1	2	3	4	5	99
	The texture is suitable for to children	1	2	3	4	5	99
	Traditionally consumed for this eating occasion	1	2	3	4	5	99
	Meets the specific nutritional need of household member/s with health concerns	1	2	3	4	5	99

ASK ALL/ SHOWCARD SCALE

READ OUT ATTRIBUTES/ ROTATE STATEMENTS

S2Q1c. Now think about **Lunch**.I am going to read statements that other people have said when describing the dishes that their family/household consume for **Lunch.** For each statement, tell me how important each statement is when thinking about the dishes consumed by you and others in yourhousehold during **Lunch**.Use the same scale 1 to 5 where 1 means not all important and 5 means extremely important. Please remember that there is no right or wrong answer.We are just interested in your opinion.

✓	STATEMENT	Not at all important	Of little importance	Neutral	Very important	Extremely important	No idea
	High nutrient content	1	2	3	4	5	99
	Good source of protein	1	2	3	4	5	99
	Good source of energy	1	2	3	4	5	99
	Easy to digest	1	2	3	4	5	99
	Less oil can be used in cooking the dish	1	2	3	4	5	99
	Provides feeling of fullness after eating	1	2	3	4	5	99
	The taste is preferred by children	1	2	3	4	5	99
	Has appetizing aroma when the dish is served	1	2	3	4	5	99
	The texture is suitable for to children	1	2	3	4	5	99
	Traditionally consumed for this eating occasion	1	2	3	4	5	99
	Meets the specific nutritional need of household member/s with health concerns	1	2	3	4	5	99

ASK ALL/ SHOWCARD SCALE

READ OUT ATTRIBUTES/ ROTATE STATEMENTS

S2Q1d. Now think about **Afternoon snacks**.I am going to read statements that other people have said when describing the dishes that their family/household consume for **Afternoon snacks**. For each statement, tell me how important each statement is when thinking about the dishes consumed by you and others in yourhousehold during **Afternoon Snacks**. Use the same scale 1 to 5 where 1 means not all important and 5 means extremely important.

✓	STATEMENT	Not at all important	Of little importance	Neutral	Very important	Extremely important	No idea
	High nutrient content	1	2	3	4	5	99
	Good source of protein	1	2	3	4	5	99
	Good source of energy	1	2	3	4	5	99
	Easy to digest	1	2	3	4	5	99
	Less oil can be used in cooking the dish	1	2	3	4	5	99
	Provides feeling of fullness after eating	1	2	3	4	5	99
	The taste is preferred by children	1	2	3	4	5	99
	Has appetizing aroma when the dish is served	1	2	3	4	5	99
	The texture is suitable for to children	1	2	3	4	5	99
	Traditionally consumed for this eating occasion	1	2	3	4	5	99
	Meets the specific nutritional need of household member/s with health concerns	1	2	3	4	5	99

ASK ALL/ SHOWCARD SCALE

READ OUT ATTRIBUTES/ ROTATE STATEMENTS

S2Q1e. Think about **Dinner**.I am going to read statements that other people have said when describing the dishes that their family/household consume for **Dinner**. For each statement, tell me how important each statement is when thinking about the dishes consumed by you and others in yourhousehold during **Dinner**. Use the same scale 1 to 5 where 1 means not all important and 5 means extremely important. Please remember that there is no right or wrong answer.We are just interested in your opinion.

✓	STATEMENT	Not at all important	Of little importance	Neutral	Very important	Extremely important	No idea
	High nutrient content	1	2	3	4	5	99
	Good source of protein	1	2	3	4	5	99
	Good source of energy	1	2	3	4	5	99
	Easy to digest	1	2	3	4	5	99
	Less oil can be used in cooking the dish	1	2	3	4	5	99
	Provides feeling of fullness after eating	1	2	3	4	5	99
	The taste is preferred by children	1	2	3	4	5	99
	Has appetizing aroma when the dish is served	1	2	3	4	5	99
	The texture is suitable for to children	1	2	3	4	5	99
	Traditionally consumed for this eating occasion	1	2	3	4	5	99
	Meets the specific nutritional need of household member/s with health concerns	1	2	3	4	5	99

ASK ALL/ SHOWCARD SCALE
READ OUT ATTRIBUTES/ ROTATE STATEMENTS

S2Q1f. Think about **Special occasions**. I am going to read statements that other people have said when describing the dishes that their family/household consume for **Special occasions**. For each statement, tell me how important each statement is when thinking about the dishes consumed by you and others in yourhousehold during **Special occasions**. Use the same scale 1 to 5 where 1 means not all important and 5 means extremely important. Please remember that there is no right or wrong answer.We are just interested in your opinion.

✓	STATEMENT	Not at all important	Of little importance	Neutral	Very important	Extremely important	No idea
	High nutrient content	1	2	3	4	5	99
	Good source of protein	1	2	3	4	5	99
	Good source of energy	1	2	3	4	5	99
	Easy to digest	1	2	3	4	5	99
	Less oil can be used in cooking the dish	1	2	3	4	5	99
	Provides feeling of fullness after eating	1	2	3	4	5	99
	The taste is preferred by children	1	2	3	4	5	99
	Has appetizing aroma when the dish is served	1	2	3	4	5	99
	The texture is suitable for to children	1	2	3	4	5	99
	Traditionally consumed for this eating occasion	1	2	3	4	5	99
	Meets the specific nutritional need of household member/s with health concerns	1	2	3	4	5	99

S2Q2a–f for Odisha

ASK ALL/ SHOWCARD DISHES. ROTATE DISHES. DO NOT SHOW “NONE”

READ OUT ATTRIBUTES/ROTATE STATEMENTS

S2Q2a. I am going to read out some statements that people have used to describe certain dishes for **Breakfast**. Please tell me which dishes you most closely associate with for each statement. You can choose one dish only, two or more dishes, all dishes, or none of them. There are no right or wrong answers. We are just interested in your opinion.

✓	STATEMENT	Paratha	Chakuli	Halwa/ Halva	Idli	Santula	Rice	Noneof the dishes	No Idea
	High nutrient content	1	2	3	4	5	6	97	99
	Good source of protein	1	2	3	4	5	6	97	99
	Good source of energy	1	2	3	4	5	6	97	99
	Easy to digest	1	2	3	4	5	6	97	99
	Less oil can be used in cooking the dish	1	2	3	4	5	6	97	99
	Provides feeling of fullness after eating	1	2	3	4	5	6	97	99
	The taste is preferred by children	1	2	3	4	5	6	97	99
	Has appetizing aroma when the dish is served	1	2	3	4	5	6	97	99
	The texture is suitable for to children	1	2	3	4	5	6	97	99
	Traditionally consumed for this eating occasion	1	2	3	4	5	6	97	99
	Meets the specific nutritional need of household member/s with health concerns	1	2	3	4	5	6	97	99

ASK ALL/ SHOWCARD DISHES. ROTATE DISHES. DO NOT SHOW “NONE”

READ OUT ATTRIBUTES/ ROTATE STATEMENTS

S2Q2b. Now, I am going to read out some statements that people have used to describe certain dishes for **Morning snacks.** Please tell me which dishes you most closely associate with for each statement.

✓	STATEMENT	Biscuits	Fruits	Moori/ Puffed rice	Ground nut	Corn flakes	Rice	Noneof the dishes	No Idea
	High nutrient content	1	2	3	4	5	6	97	99
	Good source of protein	1	2	3	4	5	6	97	99
	Good source of energy	1	2	3	4	5	6	97	99
	Easy to digest	1	2	3	4	5	6	97	99
	Less oil can be used in cooking the dish	1	2	3	4	5	6	97	99
	Provides feeling of fullness after eating	1	2	3	4	5	6	97	99
	The taste is preferred by children	1	2	3	4	5	6	97	99
	Has appetizing aroma when the dish is served	1	2	3	4	5	6	97	99
	The texture is suitable for to children	1	2	3	4	5	6	97	99
	Traditionally consumed for this eating occasion	1	2	3	4	5	6	97	99
	Meets the specific nutritional need of household member/s with health concerns	1	2	3	4	5	6	97	99

ASK ALL/ SHOWCARD DISHES. ROTATE DISHES. DO NOT SHOW “NONE”
READ OUT ATTRIBUTES/ ROTATE STATEMENTS
S2Q2c. Think about **Lunch.**I am going to read out some statements that people have used to describe certain dishes for **Lunch.** Please tell me which dishes you most closely associate with for each statement.

✓	STATEMENT	Curry	Dal/Dhal/ Daal	Dalma/ Dolma	Chapati/ Roti	Vegetables	Rice	Noneof the dishes	No Idea
	High nutrient content	1	2	3	4	5	6	97	99
	Good source of protein	1	2	3	4	5	6	97	99
	Good source of energy	1	2	3	4	5	6	97	99
	Easy to digest	1	2	3	4	5	6	97	99
	Less oil can be used in cooking the dish	1	2	3	4	5	6	97	99
	Provides feeling of fullness after eating	1	2	3	4	5	6	97	99
	The taste is preferred by children	1	2	3	4	5	6	97	99
	Has appetizing aroma when the dish is served	1	2	3	4	5	6	97	99
	The texture is suitable for to children	1	2	3	4	5	6	97	99
	Traditionally consumed for this eating occasion	1	2	3	4	5	6	97	99
	Meets the specific nutritional need of household member/s with health concerns	1	2	3	4	5	6	97	99

ASK ALL/ SHOWCARD DISHES. ROTATE DISHES. DO NOT SHOW “NONE”
READ OUT ATTRIBUTES/ ROTATE STATEMENTS
S2Q2d. Think about **Afternoon snacks.** I am going to read out some statements that people have used to describe certain dishes for the **Afternoon snacks.** Please tell me which dishes you most closely associate with for each statement.

✓	STATEMENT	Biscuits	Noodles	Pulao/ Pulav	Samosa	Uttapam	Rice	Noneof the dishes	No Idea
	High nutrient content	1	2	3	4	5	6	97	99
	Good source of protein	1	2	3	4	5	6	97	99
	Good source of energy	1	2	3	4	5	6	97	99
	Easy to digest	1	2	3	4	5	6	97	99
	Less oil can be used in cooking the dish	1	2	3	4	5	6	97	99
	Provides feeling of fullness after eating	1	2	3	4	5	6	97	99
	The taste is preferred by children	1	2	3	4	5	6	97	99
	Has appetizing aroma when the dish is served	1	2	3	4	5	6	97	99
	The texture is suitable for to children	1	2	3	4	5	6	97	99
	Traditionally consumed for this eating occasion	1	2	3	4	5	6	97	99
	Meets the specific nutritional need of household member/s with health concerns	1	2	3	4	5	6	97	99

ASK ALL/ SHOWCARD DISHES. ROTATE DISHES. DO NOT SHOW “NONE”
READ OUT ATTRIBUTES/ ROTATE STATEMENTS
S2Q2e. Think about **Dinner.**I am going to read out some statements that people have used to describe certain dishes for **Dinner.** Please tell me which dishes you most closely associate with for each statement.

✓	STATEMENT	Chapatti/ Roti	Paratha/ Parotta	Curry	Dalma/ Dolma	Chakuli/ Chakli	Rice	Noneof the dishes	No Idea
	High nutrient content	1	2	3	4	5	6	97	99
	Good source of protein	1	2	3	4	5	6	97	99
	Good source of energy	1	2	3	4	5	6	97	99
	Easy to digest	1	2	3	4	5	6	97	99
	Less oil can be used in cooking the dish	1	2	3	4	5	6	97	99
	Provides feeling of fullness after eating	1	2	3	4	5	6	97	99
	The taste is preferred by children	1	2	3	4	5	6	97	99
	Has appetizing aroma when the dish is served	1	2	3	4	5	6	97	99
	The texture is suitable for to children	1	2	3	4	5	6	97	99
	Traditionally consumed for this eating occasion	1	2	3	4	5	6	97	99
	Meets the specific nutritional need of household member/s with health concerns	1	2	3	4	5	6	97	99

ASK ALL/ SHOWCARD DISHES. ROTATE DISHES. DO NOT SHOW “NONE”
READ OUT ATTRIBUTES/ ROTATE STATEMENTS
S2Q2f. Think about **Special occasions**. I am going to read out some statements that people have used to describe certain dishes for **Special occasions.** Please tell me which dishes you most closely associate with for each statement.

✓	STATEMENT	Biryani	Loochi/ Poori	Chole bhatore	Suji kheer	Rasagola	Rice	None of the dishes	No Idea
	High nutrient content	1	2	3	4	5	6	97	99
	Good source of protein	1	2	3	4	5	6	97	99
	Good source of energy	1	2	3	4	5	6	97	99
	Easy to digest	1	2	3	4	5	6	97	99
	Less oil can be used in cooking the dish	1	2	3	4	5	6	97	99
	Provides feeling of fullness after eating	1	2	3	4	5	6	97	99
	The taste is preferred by children	1	2	3	4	5	6	97	99
	Has appetizing aroma when the dish is served	1	2	3	4	5	6	97	99
	The texture is suitable for to children	1	2	3	4	5	6	97	99
	Traditionally consumed for this eating occasion	1	2	3	4	5	6	97	99
	Meets the specific nutritional need of household member/s with health concerns	1	2	3	4	5	6	97	99

S2Q2a–f for West Bengal

ASK ALL/ SHOWCARD DISHES. ROTATE DISHES. DO NOT SHOW “NONE”

READ OUT ATTRIBUTES/ROTATE STATEMENTS

S2Q2a. I am going to read out some statements that people have used to describe certain dishes for **Breakfast**. Please tell me which dishes you most closely associate with for each statement. You can choose one dish only, two or more dishes, all dishes, or none of them. There are no right or wrong answers. We are just interested in your opinion.

✓	STATEMENT	Paratha/ Parotta	Idli	Maggi	Chuda/ Poha	Torkari	Rice	None of the dishes	No idea
	High nutrient content	1	2	3	4	5	6	97	99
	Good source of protein	1	2	3	4	5	6	97	99
	Good source of energy	1	2	3	4	5	6	97	99
	Easy to digest	1	2	3	4	5	6	97	99
	Less oil can be used in cooking the dish	1	2	3	4	5	6	97	99
	Provides feeling of fullness after eating	1	2	3	4	5	6	97	99
	The taste is preferred by children	1	2	3	4	5	6	97	99
	Has appetizing aroma when the dish is served	1	2	3	4	5	6	97	99
	The texture is suitable for to children	1	2	3	4	5	6	97	99
	Traditionally consumed for this eating occasion	1	2	3	4	5	6	97	99
	Meets the specific nutritional need of household member/s with health concerns	1	2	3	4	5	6	97	99

ASK ALL/ SHOWCARD DISHES. ROTATE DISHES. DO NOT SHOW “NONE”

READ OUT ATTRIBUTES/ROTATE STATEMENTS

S2Q2b. Now, I am going to read out some statements that people have used to describe certain dishes for **Morning snacks.** Please tell me which dishes you most closely associate with for each statement.

✓	STATEMENT	Biscuits	Chatoo Gola	Chenne / Cottage cheese	Corn flakes	Masala moori	Rice	None of the dishes	No idea
	High nutrient content	1	2	3	4	5	6	97	99
	Good source of protein	1	2	3	4	5	6	97	99
	Good source of energy	1	2	3	4	5	6	97	99
	Easy to digest	1	2	3	4	5	6	97	99
	Less oil can be used in cooking the dish	1	2	3	4	5	6	97	99
	Provides feeling of fullness after eating	1	2	3	4	5	6	97	99
	The taste is preferred by children	1	2	3	4	5	6	97	99
	Has appetizing aroma when the dish is served	1	2	3	4	5	6	97	99
	The texture is suitable for to children	1	2	3	4	5	6	97	99
	Traditionally consumed for this eating occasion	1	2	3	4	5	6	97	99
	Meets the specific nutritional need of household member/s with health concerns	1	2	3	4	5	6	97	99

ASK ALL/ SHOWCARD DISHES. ROTATE DISHES. DO NOT SHOW “NONE”

READ OUT ATTRIBUTES/ROTATE STATEMENTS

S2Q2c. Think about **Lunch.** I am going to read out some statements that people have used to describe certain dishes for **Lunch.** Please tell me which dishes you most closely associate with for each statement.

✓	STATEMENT	Chapati/ Roti	Dal/Dhal/ Daal	Curry	Saag/ Drumstick leaves	Vegetables	Rice	None of the dishes	No idea
	High nutrient content	1	2	3	4	5	6	97	99
	Good source of protein	1	2	3	4	5	6	97	99
	Good source of energy	1	2	3	4	5	6	97	99
	Easy to digest	1	2	3	4	5	6	97	99
	Less oil can be used in cooking the dish	1	2	3	4	5	6	97	99
	Provides feeling of fullness after eating	1	2	3	4	5	6	97	99
	The taste is preferred by children	1	2	3	4	5	6	97	99
	Has appetizing aroma when the dish is served	1	2	3	4	5	6	97	99
	The texture is suitable for to children	1	2	3	4	5	6	97	99
	Traditionally consumed for this eating occasion	1	2	3	4	5	6	97	99
	Meets the specific nutritional need of household member/s with health concerns	1	2	3	4	5	6	97	99

ASK ALL/ SHOWCARD DISHES. ROTATE DISHES. DO NOT SHOW “NONE”
READ OUT ATTRIBUTES /ROTATE STATEMENTS
S2Q2d. Think about **Afternoon snacks.** I am going to read out some statements that people have used to describe certain dishes for the **Afternoon snacks.** Please tell me which dishes you most closely associate with for each statement.

✓	STATEMENT	Aloo chop/ Potato croquette	Egg roll	Ghugni/ Ghoogni	Vegetable chow mein	Uttapam	Rice	None of the dishes	No idea
	High nutrient content	1	2	3	4	5	6	97	99
	Good source of protein	1	2	3	4	5	6	97	99
	Good source of energy	1	2	3	4	5	6	97	99
	Easy to digest	1	2	3	4	5	6	97	99
	Less oil can be used in cooking the dish	1	2	3	4	5	6	97	99
	Provides feeling of fullness after eating	1	2	3	4	5	6	97	99
	The taste is preferred by children	1	2	3	4	5	6	97	99
	Has appetizing aroma when the dish is served	1	2	3	4	5	6	97	99
	The texture is suitable for to children	1	2	3	4	5	6	97	99
	Traditionally consumed for this eating occasion	1	2	3	4	5	6	97	99
	Meets the specific nutritional need of household member/s with health concerns	1	2	3	4	5	6	97	99

ASK ALL/ SHOWCARD DISHES. ROTATE DISHES. DO NOT SHOW “NONE”
READ OUT ATTRIBUTES/ROTATE STATEMENTS
S2Q2e. Think about **Dinner.** I am going to read out some statements that people have used to describe certain dishes for **Dinner.** Please tell me which dishes you most closely associate with for each statement.

✓	STATEMENT	Chapatti/ Roti	Curry	Dal/Dhal/ Daal	Khichuri/ Khichdi	Raita/ Sour curd	Rice	None of the dishes	No idea
	High nutrient content	1	2	3	4	5	6	97	99
	Good source of protein	1	2	3	4	5	6	97	99
	Good source of energy	1	2	3	4	5	6	97	99
	Easy to digest	1	2	3	4	5	6	97	99
	Less oil can be used in cooking the dish	1	2	3	4	5	6	97	99
	Provides feeling of fullness after eating	1	2	3	4	5	6	97	99
	The taste is preferred by children	1	2	3	4	5	6	97	99
	Has appetizing aroma when the dish is served	1	2	3	4	5	6	97	99
	The texture is suitable for to children	1	2	3	4	5	6	97	99
	Traditionally consumed for this eating occasion	1	2	3	4	5	6	97	99
	Meets the specific nutritional need of household member/s with health concerns	1	2	3	4	5	6	97	99

ASK ALL/ SHOWCARD DISHES. ROTATE DISHES. DO NOT SHOW "NONE"
READ OUT ATTRIBUTES/ROTATE STATEMENTS

S2Q2f. Think about **Special occasions**. I am going to read out some statements that people have used to describe certain dishes for **Special occasions.** Please tell me which dishes you most closely associate with for each statement.

✓	STATEMENT	Luchi/ Poori	Biryani	HilsaBhappa/ Bhapailish	Kofta	Payesh/ Payesa	Rice	None of the dishes	No idea
	High nutrient content	1	2	3	4	5	6	97	99
	Good source of protein	1	2	3	4	5	6	97	99
	Good source of energy	1	2	3	4	5	6	97	99
	Easy to digest	1	2	3	4	5	6	97	99
	Less oil can be used in cooking the dish	1	2	3	4	5	6	97	99
	Provides feeling of fullness after eating	1	2	3	4	5	6	97	99
	The taste is preferred by children	1	2	3	4	5	6	97	99
	Has appetizing aroma when the dish is served	1	2	3	4	5	6	97	99
	The texture is suitable for to children	1	2	3	4	5	6	97	99
	Traditionally consumed for this eating occasion	1	2	3	4	5	6	97	99
	Meets the specific nutritional need of household member/s with health concerns	1	2	3	4	5	6	97	99

SECTION III: Purchase habits and food access

Interviewer spiel:
Now, let us talk about food purchase in your household. There is no right or wrong answer. We are just interested in your opinion and experience.
Kindly note that we will talk about purchase of food products. "Food products"refer to fresh produce or wet goods (such as vegetables, fruits, tubers, meat, fish, etc.), non-perishable products (such as food items packaged in cans and bottles and the like) or dry goods, dairy products, rice and other cereals. For our discussion today, only think of food products. We are not including beverages in our discussion.

S3Q1. Are you and other members of your household vegetarian?

Yes	1	**Go to S3Q2b**
No	2	**Go to S3Q2a**

Interview note: Do not ask "meat/fish/poultry" for vegetarian (Code 1 in S3Q1)

SHOWCARD

S3Q2a-f. I am going to mention different food product. For each, please tell me where you usually purchase these food products for your household consumption? Let's start with…. (SA)

Store type	S3Q2a Meat/ fish/ poultry	S3Q2b Vegetable	S3Q2c Fruits	S3Q2d Rice	S3Q2e other cereals and pulses	S3Q2f Other food products
Weekly market	1	1	1	1	1	1
Local Grocery store	2	2	2	2	2	2
Super markets (e.g. Food world, nilgeries, etc.)	3	3	3	3	3	3
Hyper markets (e.g. Reliance, Big bazaar, Total, etc.)	4	4	4	4	4	4
Online store/shop	5	5	5	5	5	5
Others (please specify_____)	6	6	6	6	6	6

Others (please specify_____)	7	7	7	7	7	7
Others (please specify_____)	8	8	8	8	8	8
Does not buy	97	97	97	97	97	97
Don't know (Do not read out)	99	99	99	99	99	99

Interviewer note: Do not ask "meat/fish/poultry" for vegetarian (Code 1 in S3Q1).

SHOWCARD

S3Q3a-f. Think about the past 12 months, how often does your family/household usually buy these food products ? (SA)

	S3Q3a	S3Q3b	S3Q3c	S3Q3d	S3Q3e	S3Q3f
	Meat/ fish/ poultry	Vegetable	Fruits	Rice	other cereals and pulses	Other food products
Everyday	1	1	1	1	1	1
4–6 times per week	2	2	2	2	2	2
2–3 times per week	3	3	3	3	3	3
Once a week	4	4	4	4	4	4
2–3 times per month	5	5	5	5	5	5
Once a month	6	6	6	6	6	6
Every other month/six times a year	7	7	7	7	7	7
Less frequent than every other month	8	8	8	8	8	8
(Specify number of times in a year_____)	9 (___)	9 (___)	9 (___)	9 (___)	9 (___)	9 (___)

USE ANSWER GRID FOR S3Q4 TO S3Q6.

S3Q4. Interviewer record the store type mentioned in any of the food products in S3Q2a-f (MA)

ASK S3Q5 AND S3Q6 FOR THE STORE TYPE RECORDED IN S3Q4.

S3Q5. Approximately, how far is the store from your house?

S3Q6. How much is your transportation cost per shopping trip to [MENTION STORE TYPE]? Please give me your best estimate.

Use this answer grid for S3Q4 toS3Q5

Store type	S3Q4	S3Q5	S3Q6
	Store buy any product	Distance (in m/km)	Transportation cost (in INR)
Weekly market	1	_____ m / km	_____
Local Grocery store	2	_____ m / km	_____
Super markets (e.g. Food world, nilgeries, etc.)	3	_____ m / km	_____
Hyper markets (e.g. Reliance, Big bazaar, Total, etc.)	4	_____ m / km	_____
Online store/shop	5	_____ m / km	n/a
Others (please specify_____)	6	_____ m / km	_____
Others (please specify_____)	7	_____ m / km	_____
Others (please specify_____)	8	_____ m / km	_____

SECTION IV: Attitude towards food purchase and food access

Interviewer spiel:

We will now move to the next part of our interview.

ASK ALL/ SHOWCARD SCALE

READ OUT STATEMENTS

ROTATE STATEMENTS

S4Q1. There are several food characteristics and considerations that people think when buying food products for household consumption. *Food products which refer to fresh produce or wet goods (such as vegetables, fruits, tubers, meat, fish, etc), non-perishable products (such as food items packaged in cans and bottles and the like) or dry goods, dairy products, rice and other cereals.*

I am going to read some of these. For each statement that I am going to read out, please tell me how important this statement is when thinking about buying food products for you and others in yourhousehold. There is no right or wrong answer. We are just interested in your opinion.

Use this scale from 1 to 5: 1 - Not at all important
2 - Of little importance
3 – Neutral
4 - Very important
5 - Extremely important

The first statement is….

✓	STATEMENT	Not at all important	Of little importance	Neutral	Very important	Extremely important	Don't Know
	The food product looks clean.	1	2	3	4	5	99
	The food product comes from a reliable source or brand.	1	2	3	4	5	99
	The food product comes in packaged format. Packaged means it is sealed and the label or brand is indicated.	1	2	3	4	5	99
	The food product has an attractive packaging.	1	2	3	4	5	99
	The nutritional contents are indicated in the package.	1	2	3	4	5	99
	The food product is traditionally consumed because of its health benefits.	1	2	3	4	5	99
	The food product has high nutrient content.	1	2	3	4	5	99
	The food product is available in stores where I usually buy food.	1	2	3	4	5	99
	The food product is available throughout the year.	1	2	3	4	5	99
	The price may not be the lowest but I am willing to pay for good quality product.	1	2	3	4	5	99
	The food product is sold at a discounted price.	1	2	3	4	5	99
	The food product is prominently displayed in the store.	1	2	3	4	5	99
	The food product is recommended by friends/relatives based on their past experience.	1	2	3	4	5	99
	The food product is sold with other free items.	1	2	3	4	5	99

SECTION V: Relevance of nutrition interventions

ASK ALL/ SHOWCARD SCALE/ INDIVIDUAL SHOWCARD FOR EACH STATEMENT

READ OUT/ROTATE STATEMENTS

S5Q1. I will show you some activities that have been done in other places. For each activity, please tell me whether it is relevant to you, other members of your household, or others in your community. If the same activity will be conducted in your location, will it address your needs? Will it be beneficial to you, other household members, or others in your community?

Use this scale from 1 to 5 to describe your opinion:

1 - Very irrelevant
2 - Irrelevant
3 -Neutral
4 - Relevant
5 - Very relevant

✓		STATEMENT	Very irrelevant	Irrelevant	Neutral	Relevant	Very relevant	Don't Know
	1	Advertisements in TV, radio, newspaper, magazines will be targeted to children and teenagers to promote the habit of eating healthier snack food in the afternoon instead of eating junk food and fast food (e.g. Maggi, Yippee, pizza). Some of the healthy snack foods to be featured are steamed food, eggs and grains with nuts and oil seeds. The goal is to prevent future lifestyle diseases potentially caused by eating food with high fat and oil content.	1	2	3	4	5	99
	2	Households frequently use refined wheat flour and peeled vegetables in preparing dishes for the family. This practice results to inadequate intake of fiber. To promote healthier alternative, cooking demonstrations and cooking lessons will be conducted to introduce different ways of preparing high-fiber dishes such as substituting refined wheat flour with flour with husk and putting unpeeled vegetables.	1	2	3	4	5	99
	3	Nutritious food products with protein-rich seeds will be made available to children age 3–6 years old. This goal is to mitigate malnutrition among children. Research organizations and the government will develop these food products.	1	2	3	4	5	99
	4	Awareness campaigns will be implemented by the government and NGOs to promote high calorie and high protein food suitable to pre-school children and eating these in small portions but more frequently. The goal is to mitigate undernutrition among small children.	1	2	3	4	5	99
	5	Iron deficiency can be a nutritional concern by anybody, most particularly by pregnant women and adolescent girls. One way to mitigate iron deficiency is through substitution and inclusion of certain ingredients in dishes. An example is to use jaggery instead of sugar. Some examples of iron-rich ingredients are sprouted Bengal gram and green gram. To address this concern, information campaigns will be implemented by different sectors of society such as the government, schools, and NGOs. Recipes promoting iron-rich ingredients will be packaged with food items available in shops.	1	2	3	4	5	99
	6	Nutritional value of food is reduced in the process of preparing and cooking. Intake of fresh fruits and vegetables is one way to compensate for such losses. Different sectors of the society will conduct nutrition care and counselling sessions such as community facilitators and school professionals to guide members of the family in incorporating fresh fruits and vegetables in their diet.	1	2	3	4	5	99

SECTION VI: Socio-demographic profile, household composition, health status

Interviewer spiel: *We are now on the last part of the interview.…*

ASK ALL/ SHOWCARD

S6Q1. What is your marital status? (SA)

Single	1
Partnered / Married	2
Separated / Divorced	3
Widowed	4
Refused (DO NOT PROMPT)	96

ASK ALL/ SHOWCARD

S6Q2. Please tell me your religion

Hindu	1
Muslim	2
Christian	3
Sikh	4
Others	96

ASK ALL/ SHOWCARD

S6Q3. Do you belong to a Schedule Caste or Schedule Tribe? (SA)

Yes	1
No	2

ASK ALL/ SHOWCARD

S6Q4. What is the highest level of education you have attained? (SA)

No Formal Schooling	1
Primary School or below	2
Junior Secondary School / Middle School / Junior High School	3
Senior Secondary School / Senior High Schools	4
Technical / Vocational Training	5
University	6
Post Graduate or above	7
Refused	96

ASK ALL/ SHOWCARD

S6Q5. I am going to read out/show you list of working status, please tell me which of these best applies to you. (SA)

Working Full Time (30 hours above a week)	1
Working Part Time (> 15 hrs but < 30 hrs a week)	2
Working Less than 15 hrs a week	3
Student - Working part time	4
Retired	5
Unemployed - less than 6 months	6
Unemployed - more than 6 months	7
Student - Not working	8
Housewife	9
Refused	96

ASK IF CODE 1–4 IN S6Q5/ SHOWCARD

S6Q6. What is your current occupation? (SA)

Education	1
Government	2
Agriculture, forestry, fishing, plantation	3
Mining, quarrying	4
Electricity, gas and water	5
Banking, Finance	6
Real Estate, Insurance	7
Other Business Services	8
Manufacturing	9
Wholesale (other than food)	10
Retail (other than food)	11
Import / Export Trading	12
Restaurants, Hotels	13
Construction	14
Transport, Storage	15
Communication	16
Community, Social and Personal services	17
Professional Practice - Doctors, Lawyers, Dentists, Accountants	18
Refused	96

Please take a look at this card, and tell me which of these items do you have at home?

(it could be owned by you, your family or provided by the employer or it could be available in the house you live in; but it should be for the use of just you and your family)

EXPLAIN, IF NECESSARY:

We have a standard list of items that we use in all kinds of cities and villages. So don't worry if an item appears irrelevant for you or too ordinary-just go ahead and tell me which items you do have. We need this information just for survey purpose only.

Do you have a…(ITEM) in your home (which is in working condition)?

CIRCLE ITEMS OWNED/HAVE AT HOME. TICK THE ITEM IF OWNED. ADD THE NO. OF TICKS IN THE BOX.

Does your family own any agricultural land, by agricultural land I mean land that is currently under cultivation or plantation?

2x	**Items owned / have access at home**	**Circle**	**Tick**
Q1a.	Electricity Connection	01	
	Ceiling Fan	02	
	LPG Stove	03	
	Two Wheeler	04	
	Color TV	05	
	Refrigerator	06	
	Washing Machine	07	
	Personal Computer / Laptop	08	
	Car / Jeep / Van	09	
	Air conditioner	10	
Q1b.	Agricultural Land	11	
	Number of Standard Owned		

Could you tell me something about the person who makes the biggest contribution to the running of the household. To what level has he studied?

	Education of Chief Earner							
No of Durables (Transfer from Q1)	**Illiterate**	**Literate but no formal schooling/ School-Up to 4 years**	**School-5 to 9 years**	**SSC/ HSC**	**Some College (inclu Diploma) but not Grad**	**Graduate/ Post Graduate: General**	**Graduate/ Post Graduate: Professional**	
	1	**2**	**3**	**4**	**5**	**6**	**7**	
None	E3	E2	E2	E2	E2	E1	D2	
1	E2	E1	E1	E1	D2	D2	D2	
2	E1	E1	D2	D2	D1	D1	D1	
3	D2	D2	D1	D1	C2	C2	C2	
4	D1	C2	C2	C1	C1	B2	B2	
5	C2	C1	C1	B2	B1	B1	B1	
6	C1	B2	B2	B1	A3	A3	A3	
7	C1	B1	B1	A3	A3	A2	A2	
8	B1	A3	A3	A3	A2	A2	A2	
9+	B1	A3	A3	A2	A2	A1	A1	

India

S01. Please record social economic class (SA)?

Interviewer circle codes under SA and record total points in the box below.

	SA
A1	01
A2	02
A3	03
B1	04
B2	05
C1	06
C2	07
D1	08
D2	09
E1	10
E2	11
E3	12

ASK ALL

S6Q7. Do you have a cook or a household help who cooks/prepares food in your household? (SA)

Yes	1
No	2

ASK ALL

S6Q8. Please tell me the number of household members who currently live in your household (i.e. those who sleep here at least 5 nights in a week)who belong in the following category:

	Male	Female
S6Q8a. Infants (less than 1 year old)?	____ ____	____ ____
S6Q8b. Toddlers (1–3 years of age)?	____ ____	____ ____
S6Q8c. Pre-schoolers (4–5 years of age)?	____ ____	____ ____
S6Q8d. Young children (6–12 years old)?	____ ____	____ ____
S6Q8e. Teen-agers (13–19 years old)?	____ ____	____ ____
S6Q8f. Adults (20–59 years old)?	____ ____	____ ____
S6Q8g. Elders (60 years old and above)?	____ ____	____ ____
DO NOT ASK. INTERVIEWER RECORD S6Q9. Interviewer record total number of household members (S6Q8a to S6Q8g)	____ ____	
S6Q8h. Pregnant women in your household?	n/a	____ ____
S6Q8i.Breastfeeding or lactating women	n/a	____ ____
S6Q8j. Household member with specific dietary or nutritional need related to health condition?	____ ____	____ ____

ASK IF AT LEAST 1 IN S6Q8a-S6Q8i RECORDED S6Q10. Do you prepare separate food for…?(SA)			ASK IF CODE 1 IN S6Q10 S6Q11. What dish do you usually prepare for…?
	Yes	No	
S6Q10a. Infants (less than 1 year old)	1	2	
S6Q10b. Toddlers (1–3 years of age)	1	2	
S6Q10c. Pre-schoolers (4–5 years of age)	1	2	
S6Q10d. Young children (6–12 years old)	1	2	
S6Q10e. Teen-agers (13–19 years old)	1	2	
S6Q10f. Adults (20–59 years old)	1	2	
S6Q10g.Elders (60 years old and above)	1	2	
S6Q10h. Pregnant women in your household	1	2	
S6Q10i. Breastfeeding or lactating women	1	2	

ASK IF AT LEAST 1 IN S6Q8j/ Use the answer grid in S6Q12 to S6Q16

S6Q12. Please tell me who is/are this/these household member/s with specific dietary or nutritional needsrelated to health condition? (MA)

S6Q13. For each household member you mentioned, what is his/her nutritional concern?

S6Q14. For each household member you mentioned, what is his/her specific dietary or nutritional need?

S6Q15.For each household member you mentioned, do you prepare separate food for him/her based on nutritional need?

ASK IF CODE 1 IN S6Q15

S6Q16. What dish do you usually prepare for …to address his/her nutritional need?

Use this answer grid forS6Q12 to S6Q16

S6Q12. Household member	Code	S6Q13. Nutritional concern	S6Q14. Dietary or nutritional need	S6Q15. Prepare separate food for him/her 1=Yes/ 2=No	S6Q16. What dish do you prepare?
Self	1				
Mother	2				
Father	3				
Mother-in-law	4				
Father-in-law	5				
Sister	6				
Brother	7				
Sister-in-law	8				
Brother-in-law	9				
Cousin	10				
Child	11				
Niece	12				

Nephew	13				
Others, specify: _____					

ASK ALL/ SHOWCARD

S6Q17. Please tell me your <u>average monthly expenses</u> in the household. Please give your best estimate from the levels I am going to read out (READ OUT) (SA)

Interviewer note: Logic check with monthly household income(S06)and monthly food expenses. Average monthly expenses should be less than or equal to monthly income. Average monthly expenses should be more than monthly food expenses.

FOR URBAN

ASK ALL/ SHOWCARD

Rs. 1,000 and below	1
Rs. 2,001 to Rs. 3,000	2
Rs. 3,001 to Rs. 4,000	3
Rs. 4,001 to Rs. 5,000	4
Rs. 5,001 to Rs. 6,000	5
Rs. 6,001 to Rs. 7,000	6
Rs. 7,001 to Rs. 8,000	7
Rs. 8,001 to Rs. 9,000	8
Rs. 9,001 to Rs. 10,000	9
Rs. 10,001 to Rs. 12,000	10
Rs. 12,001 to Rs. 15,000	11
Rs. 15,001 to Rs. 18,000	12
Rs. 18,001 to Rs. 20,000	13
Rs. 20,001 to Rs. 25,000	14
Rs. 25,001 to Rs. 30,000	15
Rs. 30,001 to Rs. 40,000	16
Rs. 40,001 to Rs. 50,000	17
Rs. 50,001 to Rs. 85,000	18

FOR RURAL

ASK ALL/ SHOWCARD

Rs. 1,000 and below	1
Rs. 2,001 to Rs. 3,000	2
Rs. 3,001 to Rs. 4,000	3
Rs. 4,001 to Rs. 5,000	4
Rs. 5,001 to Rs. 6,000	5
Rs. 6,001 to Rs. 7,000	6
Rs. 7,001 to Rs. 9,000	7
Rs. 9,001 to Rs. 10,000	8
Rs. 10,001 to Rs. 15,000	9
Rs. 15,001 to Rs. 20,000	10
Rs. 20,001 to Rs. 25,000	11
Rs. 25,001 to Rs. 30,000	12
Rs. 30,001 to Rs. 50,000	13

ASK ALL/ SHOWCARD

S6Q18. Please tell me your <u>average monthly food expenses</u> in the household. Please give your best estimate from the products I am going to read out.

Interviewer note: Logic check with monthly household expenses. Average monthly food expenses should be less than average monthly expenses

Amount in INR

Rice	Rs. _____
Other cereal products (i.e. wheat, bread, barley, oats, corn, noodles)	Rs. _____
Pulses (most common varieties are dried peas, edible beans, lentils and chickpeas)	Rs. _____
Fruits, vegetables & root crops	Rs. _____
Eggs	Rs. _____
Milk & dairy (e.g.cheese, curd, butter, yogurt and other dairy products)	Rs. _____
Fish & other seafood products	Rs. _____
Meat (e.g. beef, mutton, poultry)	Rs. _____
Other food items	Rs. _____
TOTAL	Rs. _____

S6Q19. We are now done with the interview. Thank you so much for your participation. This survey was commissioned by the International Rice Research Institute (IRRI). This survey aims to understand the food choice habits of consumers like you and ultimately improve nutritional status of households in Eastern India. As I have mentioned earlier, all information that you provided will be kept confidential. The data that we collected are for research purposes only and results will be not traced to specific individuals or households.

Let me just ask if IRRI and/or [*name of market research* company] can contact you or others in your household in the future for other activities related to this project.

Yes	1
No	2

- END INTERVIEW AND THANK RESPONDENT -