PROJECT: HEIRLOOM

Job #: 15-0007

June 2015 v5

QUESTIONNAIRE

SEC		S8. Gender		S5. Age		S3. Working Status		Respondent Type		Sample Type	
AB	1	Male	1	20-25	1	Working	1	Original	1	Main Sample	1
C+	2	Female	2	26-35	2	Non-working	2	Substitute	2	Booster (P3M eater of Super Premium, Brown, Pigmented Rice in Q6)	2
C-	3			36-45	3						
				46-60	4						

Respondent's Name			
	FIRST	MIDDLE	LAST
Home Address			
Barangay		E-Mail:	
Landline Number		Mobile Number	
Interview Date:		Time Start:	Time End:
E-mail Address:			

Interviewer declaration: I declare that this interview has been carried out strictly in accordance with Consumer Republiq Inc.'s specifications and standard AND has been conducted with a person unknown to me.

Interviewer's Signature:			
Interviewer Name			
Observed by:		BC/SC by:	Date:
Edited by:		Date	Coder
Encoded by:		Date:	Date Coded

INTRODUCTION

LOOK FOR ANY ADULT HOUSEHOLD MEMBER

Magandang umaga/tanghali/gabi… Ako po si…. mula sa Consumer Republiq, isang independent na kumpanya ng market research. Kami ay may isinasagawang survey ngayon tungkol sa pagkain. Maaari ko po ba kayong makausap sandali?

Good morning / afternoon / evening. My name is _____, from Consumer Republiq Inc., a market research company. We are currently conducting a study about food. May I talk to you for a while?

Maaari ba namin kayong maabala sandali upang sagutin ang ilan naming mga katanungan? Makakasiguro po kayo na hindi kami nagbebenta ng kahit ano at ginagawa lamang namin ang survey na ito para sa research purposes lamang. Makakasiguro kayo na lahat ng impormasyon na ibibigay ninyo ay confidential at hindi ibibigay sa kahit kanino.

Could you spare a few minutes to answer our questions? Rest assured that we are not trying to sell you anything and that the information we are seeking will be used for research purposes only. The opinions you share will be treated with confidentiality and will not be shared with anyone.

SCREENER & PROFILE

SHOWCARD

AFFINITY

S1 ***Kayo po ba o sinumang miyembro ng inyong pamilya ay nagtatrabaho sa alinman sa mga sumusunod na industriya?***

Do you or any member of your household work in any of the following industries?

Market research agencies like us	1	**TERMINATE**
Rice distributors /dealers	2	**CONTINUE**
Rice millers	3	
Supermarkets/Groceries/Sari-sari Stores/Market Stalls selling rice	4	
Rice farmers	5	
NONE OF THE ABOVE	6	**GO TO S3a**

SHOWCARD

ASK AMONG THOSE WHO ANSWERED CODES 2-5 in S1

S2 ***Nabanggit mo na [kayo o miyembro ng inyong pamilya] ay nagtatrabaho sa [MENTION ANSWER in S1], alin sa mga sumusunod ang naglalarawan ng impluwensya nito sa inyong personal o ng inyong pamilya pagdating sa pagpili ng bigas na inyong kakainin?***

You mentioned that you or a household member works in/as a [MENTION ANSWER in S1], which of the following describes its influence in your personal or your family's choice of rice to eat?

Walang impluwensya, binibili ko ang bigas na gusto ko/namin (No influence, we buy the rice we prefer)	1	**CONTINUE**
Binibigyan nila kami ng libreng bigas (They provide us free rice)	2	**TERMINATE**
Sa kanila LANG kami bumibili ng bigas (We ONLY buy rice from them)	3	
Binibili namin ang klase ng bigas na nirerekomenda nila (We buy the rice that they recommend)	4	

SELECTION OF PROBABILITY RESPONDENT FOR THE MAIN SAMPLE

S3a ***Sino po ba sa mga permanenteng nakatira dito (natutulog dito ng hindi bababa sa 5 beses sa isang linggo) ang nagkakaedad mula 20 hanggang 60?***

Pakibanggit lang po sa akin ang kanilang mga pangalan, edad at kaarawan mula sa pinakamatanda hanggang sa pinakabata. Huwag po ninyong isali ang mga kasambahay, driver o OFW/seaman na myembro ng pamilya na wala pang 6 na buwan na nakakabalik sa bahay.

May I know the members of the household permanently living here (sleeps here at least 5 days in a week) with ages 20 to 60? Please tell me their names, age and birthdays starting from the oldest up to the youngest. Please exclude household helps, drivers or OFW/seaman who are members of household but have returned to your household for less than 6 months, if any.

Write down the household members aged 20-60 in the following table from the oldest to the youngest.

	Name	Age	Birthday
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

S3b ***Sinu-sino po sa kanila ang nakakaimpluensya o nagdedesisyon sa pagpili ng klase ng bigas na PERSONAL nilang kinakain SA BAHAY? Sinu-sino po ang may trabaho?***
Who among them has an influence in the choice or decides on the type of rice that they PERSONALLY eat IN THE HOUSE? Who among them are working?

	Name	Age	Birthday	Gender		Working Status		Occupation
				M	F	W	NW	
1				1	2	1	2	
2				1	2	1	2	
3				1	2	1	2	
4				1	2	1	2	
5				1	2	1	2	

LOOK FOR HOUSEHOLD MEMBER IN S3b WHO HAD THE MOST RECENT BIRTHDAY

Maaari ko po bang makausap si _____ (Name of PR)?

Can I please talk to _____ (Name of PR)?

IF PR is NOT AVAILABLE during the day, replace with the same profile (SEC, Gender, Age and Working Status) -- PLS CHECK IN S6 CODE OF OCCUPATION FOR SUBSTITUTION

Type of Respondent	
Original	1
Substitute	2

Name of Substitute _____
Age _____ **Birthday** _____
SEC _____ **Gender:** Male 1 Female 2
Working Status: FT….. 1 PT…… 2 NW…….. 3
Occupation: _____

ASK SUCCEEDING QUESTIONS ON PROBABILITY RESPONDENT

SHOWCARD

S4 ***Alin sa mga pangungusap na ito ang pinaka-naglalarawan sa iyong partisipasyon sa pagpili ng klase ng bigas na kakainin mo?***
Which of the following statements best describes your participation in the choice of the type of rice that you will eat?

Kadalasan, ako mismo ang nagdedesisyon at bumibili ng klase ng bigas na PERSONAL kong kakainin sa BAHAY Usually, I personally decide and buy the type of rice that I PERSONALLY eat AT HOME	1	**CONTINUE**
Kadalasan, ako mismo ang nagdedesisyon sa klase ng bigas na PERSONAL kong kinakain SA BAHAY at pinabibili ko lang ito sa iba gamit ang pera ko Usually, I personally decide the type of rice that I PERSONALLY eat AT HOME and just ask somebody to buy it using my money	2	
Sinasabi ko sa magulang ko /ibang myembro ng pamilya ang gusto kong klase ng bigas at binibili nila ito para sa akin gamit ang pera nila I tell my parents/other household members the type of rice that I like and they buy it for me using their own money	3	
Sinusubukan kong ipabili sa magulang ko/ibang myembro ng pamilya ang klase ng bigas na gusto ko pero tinatanggap ko kung ano man ang kanilang bilhin I try to influence my parents on what type of rice to buy BUT accept whatever they buy	4	**TERMINATE**
Ang mga magulang ko/ibang myembro ng pamilya ang pumipili ng klase ng bigas na kakainin ko My parents/other household members choose the type of rice that I will eat	5	

Confirm the following demographic questions from the Probability Respondent

S5 ***Maaari po bang malaman ang inyong edad noong inyong huling kaarawan? [SA]***
May I know your age as of your last birthday? [SA]

BELOW 20 YRS. OLD	0	**TERMINATE**
20-25 yo	1	**CONTINUE**
26-30 yo	2	
31-35 yo	3	
36-40 yo	4	
41-45 yo	5	
46-50 yo	6	
51-55 yo	7	
56-60 yo	8	
ABOVE 60 YRS. OLD	9	**TERMINATE**

ACTUAL AGE _____
BIRTHDAY _____

S6 ***Ano po ang kasalukuyan nyong trabaho?***
What is your current occupation? **ACTUAL OCCUPATION:** _____

Professional (board passer e.g. teacher, lawyer, doctor, nurse, CPA, engineer, architect, etc)	1
Self-employed (no employer; not registered)	2
Business owner (registered micro business, with less than 10 employees)	3
Business owner (registered small business, with 10-99 employees)	4
Business owner (registered medium business, with 100-199 employees)	5
Skilled-White Collar	6
Skilled-Blue Collar	7
Unskilled worker (construction worker, bagger, etc.)	8
Sales-related occupation	9
Military/Police/AFP/Navy	10
Small vendor	11
Driver (public/private transport)	12

S7 ***Ano ang inyong marital status?***
What is your marital status?

Single	1
Married/Living with partner	2
Separated/Widowed	3

S8 **RECOND GENDER**

Male	1
Female	2

MAIN QUESTIONNAIRE

Pag-usapan naman po natin ang tungkol sa klase ng bigas na PERSONAL mong kinakain sa loob ng bahay. Huwag niyong isali ang mga kinakain niyong klase ng kanin sa labas ng bahay.

Now, let's talk about the type of rice that you PERSONALLY eat at home. Please exclude those you consume out-of-home.

SECTION A. AWARENESS AND CONSUMPTION OF RICE TYPES

SPONTANEOUS AWARENESS

Q1 ***Maaari n'yo bang sabihin sa akin kung anu-anong klase ng bigas ang alam mo? Ano pa po? Mayroon pa po ba?***

Can you please tell me the types of rice that you are aware of? What else? Anything else?

SEE ANSWER GRID FOR Q1 ON THE NEXT PAGE

USE SHOWCARDS FOR Q2 - Q7

PROMPTED AWARENESS

Q2 ***Ngayon, kung titingin sa kard na ito, alin sa mga klase ng bigas na ito ang alam mo kahit hindi pa nyo ito nasusubukan? Ano pa po? Mayroon pa po ba? [MA]***

Now, looking at this card, which of these types of rice are you aware of? What else? Anything else? [MA]

SEE ANSWER GRID FOR Q2 ON THE NEXT PAGE

ASK AMONG THOSE WHO ARE AWARE OF SUPER PREMIUM (codes 5&6,22), BROWN RICE (codes 7&8,23) OR PIGMENTED RICE (codes 9&10,24) , REFER TO Q1 & Q2

SOURCE OF AWARENESS

Q3 ***Paano mo nalaman ang [MENTION RICE TYPES AWARE OF, REFER TO Q1/Q2]? Paano pa? Mayroon pa po ba? [MA]*** **SEE ANSWER GRID FOR Q3 BELOW**

How did you come to know of [MENTION RICE TYPES AWARE OF, REFER TO Q1/Q2] ? How else? Anything else? [MA]

ASK ALL

EVER USED

Q4 ***Alin naman sa mga klase ng bigas na ito ang PERSONAL mong nasubukang kainin kahit minsan sa bahay nyo? Alin pa po? Mayroon pa po ba? [MA]***

Which of these types of rice have you ever tried PERSONALLY eating even once at home? Which else? Anything else?

SEE ANSWER GRID FOR Q4 ON THE NEXT PAGE

PAST YEAR

Q5 ***Alin naman sa mga ito ang PERSONAL mong nasubukang kainin kahit minsan nitong nakaraang isang taon sa bahay nyo? Alin pa po? Mayroon pa po ba? [MA]***

Which of these types of rice have you PERSONALLY tried eating even once in the past year at home? Which else? Anything else? [MA]

SEE ANSWER GRID FOR Q5 ON THE NEXT PAGE

ANSWER GRID FOR Q3

	REFER TO Q1 / Q2		
	codes 5/6/22	codes 7/8/23	codes 9/10/24
	Super Premium	Brown Rice	Pigmented Rice
Word of mouth from Family/Relatives / ***Narinig sa pamilya/kamag-anak***	1	1	1
Word of mouth from Friends / ***Narining sa (mga) kaibigan***	2	2	2
Recommended by Doctors/Nutritionist/Dietician	3	3	3
Recommended by Fitness Instructor	4	4	4
Free samples/Gift from friends/relatives [1 SEP]	5	5	5
TV [1 SEP]	6	6	6
Radio [1 SEP]	7	7	7
Newspapers [1 SEP]	8	8	8
Magazines [1 SEP]	9	9	9
Billboards	10	10	10
Public transport wraps/stickers (buses, jeeps, tricycle) [1 SEP]	11	11	11

Saw rice type in the supermarket/market stalls/other stores	12	12	12
Instore materials / ***Mga advertisement sa loob ng pamilihan*** [SEP] ***(i.e. posters, price tags, streamers, stickers, brochures, pamphlets, etc.)*** [SEP]	13	13	13
Internet [SEP]	14	14	14
Blogs [SEP]	15	15	15
Social Networking site (Facebook, instagram, etc.)	16	16	16
Cooking shows on TV / Cooking demo [SEP]	17	17	17
Others, please specify: _____			
CAN'T RECALL [SEP]	99	99	99

PAST 3 MONTHS

Q6 ***Alin naman sa mga ito ang PERSONAL mong nasubukang kainin kahit minsan nitong nakaraang 3 buwan sa bahay nyo? Alin pa po? Mayroon pa po ba? [MA]***
Which of these types of rice have you PERSONALLY tried eating even once in the past 3 months at home?
Which else? Anything else? [MA]

PAST MONTH

Q7 ***Alin naman sa mga ito ang PERSONAL mong nasubukang kainin kahit minsan nitong nakaraang isang buwan sa bahay nyo? Alin pa po? Mayroon pa po ba? [MA]***
Which of these types of rice have you PERSONALLY tried eating even once in the past month at home?
Which else? Anything else? [MA]

RICE TYPE PERSONALLY EAT MOST OFTEN IN THE PAST 3 MONTHS

Q8 ***Ano namang klase ng bigas ang pinakamadalas mong kinakain nitong nakaraang 3 buwan? [SA]***
What type of rice did you eat most often in the past 3 months? [SA]

RICE TYPE HOUSEHOLD EAT REGULARLY

Q9 ***Ano namang klase ng bigas ang regular o karaniwang kinakain ng ibang myembro ng pamilya? [MA]***
What type of rice does the other household members eat regularly? [MA]

	Q1	Q1	Q2	Q4	Q5	Q6	Q7	Q8	Q9
	TOM	Others	Aided	Ever Used	Past Year	Past 3M	Past Month	Most Often	Regularly Eaten by Other HH members
	[SA]	[MA]	[MA]	[MA]	[MA]	[MA]	[MA]	[SA]	[MA]
NFA	1	1	1	1	1	1	1	1	1
Ordinary Rice (Ex: Angelica, Azucena, C4, Intan, IR64, Laon, Long Grain, Maharlika, Wagwag, etc.)	2	2	2	2	2	2	2	2	2
Premium Rice (Ex: California, Dinorado, Kukuyo, Milagrosa, Sinandomeng, etc)									
Organic	3	3	3	3	3	3	3	3	3
Non-organic	4	4	4	4	4	4	4	4	4
Unspecified	21	21	21	21	21	21	21	21	21

Super Premium Rice (Ex: Basmati, Japanese/ JapaneseSasanishki Japonica, Jasmine, Miponica, Doña Maria Rice, etc.)									
Organic	5	5	5	5	5	**5**	5	5	5
Non-organic	6	6	6	6	6	**6**	6	6	6
Unspecified	22	22	22	22	22	**22**	22	22	22
Brown Rice									
Organic	7	7	7	7	7	**7**	7	7	7
Non-organic	8	8	8	8	8	**8**	8	8	8
Unspecified	23	23	23	23	23	**23**	23	23	23
Pigmented Rice (Red, Black/Purple)									
Organic	9	9	9	9	9	**9**	9	9	9
Non-organic	10	10	10	10	10	**10**	10	10	10
Unspecified	24	24	24	24	24	**24**	24	24	24
Ifugao/Sagada/Cordillera Rice									
Organic	11	11	11	11	11	11	11	11	11
Non-organic	12	12	12	12	12	12	12	12	12
Unspecified	25	25	25	25	25	25	25	25	25
Malagkit/ Sticky Rice	15	15	15	15	15	15	15	15	15
NONE	x	99	x	x	x	x	x	x	x

SECTION B. PURCHASE BEHAVIOR

ASK ALL

SHOWCARD

SOURCE OF PURCHASE

Q10 ***Saan karaniwang binibili ang [MENTION RICE TYPE EAT MOST OFTEN, REFER TO Q8]? Saan pa po? Mayroon pa po ba? [MA]***

Where do you normally buy [MENTION RICE TYPE EAT MOST OFTEN, REFER TO Q8]? Where else? Where else? [MA]

ASK IF ATE SUPER PREMIUM (codes 5-6,22), BROWN RICE (codes 7-8,23), PIGMENTED (codes 9-10,24) AND ORGANIC RICE (codes 3,5,7,9,11) IN THE PAST YEAR, REFER TO Q5

SHOWCARD

Q11 ***Saan naman karaniwang binibili ang [SUPER PREMIUM / BROWN RICE / PIGMENTED RICE / ORGANIC RICE, REFER TO ANSWER IN Q5]? [MA]***

And where do you normally purchase [SUPER PREMIUM / BROWN RICE / PIGMENTED / ORGANIC RICE REFER TO ANSWER IN Q5]? [MA]

	Q10	Q11			
	RICE EAT MOST OFTEN	**SUPER PREMIUM (codes 5-6,22 in Q5)**	**BROWN RICE (codes 7-8,23 in Q5)**	**PIGMENTED (codes 9-10,24 in Q5)**	**ORGANIC (codes 3,5,7,9,11 in Q5)**
	[MA]	[MA]	[MA]	[MA]	[MA]
Sari Sari Store ***(nagtitinda ng bigas at iba pang paninda)***	1	1	1	1	1
Neighborhood Rice Stalls ***(bigas lang ang itinitinda)***	2	2	2	2	2
Market Stalls only selling rice ***(Stall sa palengke na bigas lang itinitinda)***	3	3	3	3	3
Market Stalls selling rice and other products ***(Stall sa palengke na nagtitinda ng bigas at iba pang paninda)***	4	4	4	4	4
Special Kiosks/**Specialty** Rice stores *(store selling special types of rice only)*	5	5	5	5	5
Supermarket/Hypermart	6	6	6	6	6
Groceries	7	7	7	7	7
Others, specify					

ASK ALL

USUAL PURCHASER

Q12 ***Sino ang karaniwang bumibili ng [MENTION RICE TYPE EAT MOST OFTEN, REFER TO Q8]? [MA]***

Who normally buys [MENTION RICE TYPE EAT MOST OFTEN, REFER TO Q8?] [MA]

ASK IF ATE SUPER PREMIUM (codes 5-6,22), BROWN RICE (codes 7-8,23), PIGMENTED (codes 9-10,24) AND ORGANIC RICE (codes 3,5,7,9,11) IN THE PAST YEAR, REFER TO Q5

Q13 ***Sino naman karaniwang bumibili ng [SUPER PREMIUM/BROWN RICE/PIGMENTED RICE/ ORGANIC RICE, REFER TO ANSWER IN Q5]? [MA]***

And who normally purchase [SUPER PREMIUM/BROWN RICE/PIGMENTED RICE/ORGANIC RICE, REFER TO ANSWER IN Q5]? [MA]

	Q12	Q13			
	RICE EAT MOST OFTEN	**SUPER PREMIUM (codes 5-6,22 in Q5)**	**BROWN RICE (codes 7-8,23 in Q5)**	**PIGMENTED (codes 9-10,24 in Q5)**	**ORGANIC (codes 3,5,7,9,11 in Q5)**
	[MA]	**[MA]**	**[MA]**	**[MA]**	**[MA]**
Respondent	1	1	1	1	1
Spouse / ***Asawa***	2	2	2	2	2
Mother / ***Mother-in-law***	3	3	3	3	3
Father / ***Father-in-law***	4	4	4	4	4
Sibling / ***Kapatid***	5	5	5	5	5
Children / ***Anak***	6	6	6	6	6
Household help/ ***Kasambahay***	7	7	7	7	7
Others, specify					

ASK ALL

FREQUENCY OF PURCHASE

Q14 ***Gaano kayo kadalas bumili / magpabili ng [MENTION RICE TYPE EAT MOST OFTEN, REFER TO Q8] sa karaniwan? [SA]***

How often do you buy/ask someone to buy [MENTION RICE TYPE EAT MOST OFTEN, REFER TO Q8]? on the average? [SA]

ASK IF ATE SUPER PREMIUM (codes 5-6,22), BROWN RICE (codes 7-8,23), PIGMENTED (codes 9-10,24) AND ORGANIC RICE (codes 3,5,7,9,11) IN THE PAST YEAR, REFER TO Q5

Q15 ***Gaano naman kayo kadalas bumili / magpabili ng [SUPER PREMIUM / BROWN RICE / PIGMENTED/ ORGANIC RICE, REFER TO ANSWER IN Q5]?***

How often do you buy/ask someone to buy [SUPER PREMIUM / BROWN RICE / PIGMENTED / ORGANIC RICE REFER TO ANSWER IN Q5]?

	Q14	Q15			
	RICE EAT MOST OFTEN	**SUPER PREMIUM (codes 5-6,22 in Q5)**	**BROWN RICE (codes 7-8,23 in Q5)**	**PIGMENTED (codes 9-10,24 in Q5)**	**ORGANIC (codes 3,5,7,9,11 in Q5)**
	[SA]	**[SA]**	**[SA]**	**[SA]**	**[SA]**
Once a week or more often/ ***Isang beses kada linggo o mas madalas (specify)***	_____	_____	_____	_____	_____
2-3 times a month / ***2-3 beses kada buwan***	2	2	2	2	2
Once a month / ***Isang beses kada buwan***	3	3	3	3	3
Less often than once a month / ***Mas madalang pa kaysa isang beses kada buwan (specify)***	_____	_____	_____	_____	_____
Bought only once / ***Isang beses pa lang bumili/ nagpabili***	99	99	99	99	99

ASK ALL

PURCHASE VOLUME PER PURCHASE OCCASION

Q16 ***Mga ilang kilong bigas ang karaniwan mong binibili/pinapabili kada bili mo ng [MENTION RICE TYPE EAT MOST OFTEN, REFER TO Q8] sa karaniwan?***

How many kilos do you normally buy / ask someone to buy everytime you buy [MENTION RICE EAT MOST OFTEN, REFER TO Q8]?

ASK IF ATE SUPER PREMIUM (codes 5-6,22), BROWN RICE (codes 7-8,23), PIGMENTED (codes 9-10,24) AND ORGANIC RICE (codes 3,5,7,9,11) IN THE PAST YEAR, REFER TO Q5

Q17 ***At mga ilang kilo namang [SUPER PREMIUM / BROWN RICE / PIGMENTED / ORGANIC RICE, REFER TO ANSWER IN Q5] ang binibili/pinapabili mo kada bili ng bigas?***
And how many kilos of [SUPER PREMIUM / BROWN RICE / PIGMENTED / ORGANIC RICE, REFER TO ANSWER IN Q5] do you buy/ask someone to buy everytime you buy rice?

	Q16	Q17			
	RICE EAT MOST OFTEN	**SUPER PREMIUM (codes 5-6,22 in Q5)**	**BROWN RICE (codes 7-8,23 in Q5)**	**PIGMENTED (codes 9-10,24 in Q5)**	**ORGANIC (codes 3,5,7,9,11 in Q5)**
Purchase volume in kilos					

ASK IF ATE SUPER PREMIUM (codes 5-6,22), BROWN RICE (codes 7-8,23), PIGMENTED (codes 9-10,24) IN THE PAST YEAR, REFER TO Q5

Q18 ***Magkano naman kada kilo ang [SUPER PREMIUM / BROWN RICE/PIGMENTED / ORGANIC RICE, REFER TO ANSWER IN Q5] na binibili/pinapabili mo?***

How much per kilo do you normally pay for [SUPER PREMIUM/BROWN RICE/PIGMENTED/ORGANIC RICE, REFER TO ANSWER IN Q5] that you buy/ask someone to buy?

	Price / kilo
Super Premium Rice (ex. Basmati, Jasmine, Japanese Rice)	
Organic	Php /kilo
Non-organic	Php /kilo
Unspecified	Php /kilo
Brown Rice	
Organic	Php /kilo
Non-organic	Php /kilo
Unspecified	Php /kilo
Pigmented Rice (Red, Black/Purple)	
Organic	Php /kilo
Non-organic	Php /kilo
Unspecified	Php /kilo

Q19 ***Sa kadalasan, ang binibili nyo bang bigas ay nakapakete o tinatakal/kinikilo?***

Usually, do you buy packaged or unpackaged/loose rice?

Packaged	1
Unpackaged **(de-takal)**	2

SECTION C. CONSUMPTION BEHAVIOR

ASK IF ATE SUPER PREMIUM (codes 5-6,22), BROWN RICE (codes 7-8,23), PIGMENTED (codes 9-10,24) AND ORGANIC RICE (codes 3,5,7,9,11) IN THE PAST YEAR, REFER TO Q5

Q20 ***Bakit ka kumain ng [SUPER PREMIUM/BROWN RICE/PIGMENTED/ORGANIC RICE REFER TO Q5] nitong nakaraang taon? Bakit pa? May iba pa bang dahilan?***

Why did you eat [SUPER PREMIUM/BROWN RICE/PIGMENTED/ORGANIC RICE REFER TO Q5] in the past year? Why else? Any other reason?

SUPER PREMIUM (codes 5-6,22 in Q5)	**BROWN RICE (codes 7-8,23 in Q5)**

PIGMENTED (codes 9-10,24 in Q5)	**ORGANIC (codes 3,5,7,9,11 in Q5)**

Q21 ***Anu-ano ang mga hindi mo nagustuhan sa [SUPER PREMIUM/BROWN RICE/ PIGMENTED/ ORGANIC RICE] na nasubukan mo nitong nakaraang taon? Ano pa po? Mayroon pa po ba?***
What did you not like about the [SUPER PREMIUM/BROWN RICE/PIGMENTED/ORGANIC RICE] that you tried in the past year? What else? Any other reason?

SUPER PREMIUM (codes 5-6,22 in Q5)	**BROWN RICE (codes 7-8,23 in Q5)**

PIGMENTED (codes 9-10,24 in Q5)	**ORGANIC (codes 3,5,7,9,11 in Q5)**

ASK Q22 - Q27 AMONG PAST 3 MONTH EATERS OF BROWN RICE (Q6=CODE 7/8/23), OTHERWISE SKIP TO Q28

SHOWCARD

WHEN FIRST TRIED

Q22 ***Kelan ka nagsimulang kumain ng BROWN RICE?***
When did you start eating BROWN RICE?

More than a year ago ***(Lampas nang isang taon)***	1
a year ago ***(Isang taon na ang nakalipas)***	2
6 months - less than a year ago ***(6 na buwan na ang nakalipas pero hindi pa lalampas sa isang taon)***	3
3 months to less than 6 months ago ***(3 na buwan na ang nakakalipas pero hindi pa lalampas sa 6 na buwan)***	4
a month to less than 3 months ago ***(1 na buwan na ang nakakalipas pero hindi pa lalampas sa 3 buwan)***	5
less than a month ago ***(hindi pa aabot sa isang buwan ang nakakalipas)***	6

INFLUENCERS

Q23 ***Sino ang nagrekomenda o ano ang nag-impluwensya sa iyo para subukan ang BROWN RICE? Sino o ano pa po? Mayroon pa po ba?***
Who introduced / What influenced you to try BROWN RICE? What else? Anything else?

Q24 ***Nabanggit mo kanina na nasubukan mong kumain ng BROWN RICE. Nung niluto/pinaluto mo ba ito ay sinunod mo ang cooking instructions?***
You mentioned earlier that you have tried eating BROWN RICE. When you cooked it / asked someone to cook it, did you follow the cooking instructions?

Yes, followed the cooking instructions in the label ***Oo, sinunod ang cooking instruction o paraan ng pagluluto na nakalagay sa label***	1
No, did not follow the cooking instructions in the label ***Hindi sinunod ang cooking instruction o paraan ng pagluluto na nakalagay sa label***	2
There were no cooking instructions ***Walang nakalagay na cooking instruction o paraan na pagluluto***	3

Q25 ***Kapag sinasaing mo ba ang BROWN RICE, ito ba ay walang halo o hinahaluan mo ng ibang klase ng bigas?***
When you cook BROWN RICE, do you cook it as is or you mix it with other rice types?

Cook on its own ***(Sinasaing ng walang halo)***	1
Mix it with other rice type ***(Sinasaing ito na may halong ibang klaseng bigas)***	2

Q26 ***May iba bang myembro ng pamilya na kumakain din ng BROWN RICE? Saang age range sila kasali?***
Are there other household members who also eat BROWN RICE? In which of the following age ranges do they fall?

12 years old and below	1	41-45 yo	7
13 - 19	2	46-50 yo	8
20-25 yo	3	51-55 yo	9
26-30 yo	4	56-60 yo	10
31-35 yo	5	ABOVE 60 YRS. OLD	11
36-40 yo	6	None/No other household member	99

NOTE TO INTERVIEWERS/EDITORS/DP: CHECK CONSISTENCY VS. Q9 (IF CODE 7/8/23)

Q27 ***Kumakain ka rin ba ng BROWN rice pag nasa labas ka nang bahay (office, school, restaurants, etc)?***
Do you also eat BROWN RICE when you go out of the house (e.g., at the office, in school, restaurants,etc)?

Yes / ***Oo***	1
No / ***Hindi***	2

ASK ALL

FREQUENCY OF EATING RICE TYPE

Q28 ***Gaano ka kadalas kumain ng kanin sa bahay kapag [MENTION RICE EAT MOST OFTEN, REFER TO Q8] ang kinakain? [SA]***
How often do you eat rice at home when eating [MENTION RICE EAT MOST OFTEN, REFER TO Q8]? [SA]

ASK IF ATE BROWN RICE IN THE PAST YEAR [Q5=codes 7/8/23]

Q29 ***Paano naman kung [BROWN RICE, REFER TO ANSWER IN Q5]? [SA]***

How about [BROWN RICE, REFER TO ANSWER IN Q5]? [SA]

	Q28	Q29
	RICE EAT MOST OFTEN (in Q8)	**BROWN RICE (in Q5)**
	[SA]	**[SA]**
More than 3 times a day	1	1
2-3 times a day	2	2
Once a day	3	3
2-3 times a week	4	4
Once a week	5	5
2-3 times a month	6	6
Once a month	7	7
Less often than once a month, specify		

SHOWCARD

OCCASIONS EAT RICE

Q30 ***Nitong nakalipas na isang taon, sa alin sa mga sitwasyon o okasyon na ito ka kumakain ng kanin sa bahay, kasama dito ang mga lutuin at desserts na ginagamitan ng bigas? Kung may iba pang sitwasyon o okasyon na wala sa listahan ay pakisabi lang sa akin. [MA]***

This past year, what are the situations and occasions when you eat rice at home, including rice-based dishes and desserts made from rice? What else? Anything else? If there are other situations or occasions not in the list, please tell me. [MA]

SEE ANSWER GRID FOR Q30 ON THE NEXT PAGE

ASK IF ATE BROWN RICE IN THE PAST YEAR [Q5=codes 7/8/23]

Q31 ***Sa anong sitwasyon o okasyon mo naman kinakain ang [BROWN RICE REFER TO Q5] nitong nakalipas na isang taon? Saan pa po? Mayroon pa po ba? Kung may iba pang sitwasyon o okasyon na wala sa listahan ay pakisabi lang sa akin. [MA]***

On what situations or occasions do you eat [BROWN RICE REFER TO Q5] this past year? What else? Anything else? If there are other situations or occasions not in the list, please tell me.[MA]

	Q30 RICE IN GENERAL [MA]	Q31 BROWN RICE [MA]
Meal Parts		
Breakfast	1	1
Morning Snacks	2	2
Lunch	3	3
Afternoon Snacks	4	4
Dinner	5	5
Midnight Snacks	6	6
Special Occasions		
Big Parties with other relatives and guests	7	7
Fiesta	8	8
Celebrations with Immediate Family (Birthday, Anniversary,etc)	9	9
Promotions/Milestones	10	10
Others, specify		

SHOWCARD

RICE/RICE-BASED FOOD CONSUMED IN THE PAST YEAR

Q32 ***Anu-anong klase ng pagkakaluto ng kanin ang kinain mo nitong nakaraang isang taon, ito man ay niluto mo/ng iba o binili. Pakisama pati ang mga lutuin at desserts na ginagamitan ng bigas. Kung may iba pang klase ng pagkakaluto ng kanin na wala sa listahan ay pakisabi lang sa akin. Umpisahan natin sa [MENTION OCCASION EAT RICE IN GENERAL IN Q30].***

In general, what types of rice preparation did you eat in the past year, regardless if you personally cooked it/cooked by others or bought? Please include all rice and rice/based dishes and desserts made from rice. If there are other types of rice preparation not in the list, please tell me.

Let's start with [MENTION OCCASION EAT RICE IN GENERAL IN Q30].

Note to Interviewer: Ask on all Occasions Eat rice/Rice-based dishes/desserts in Q30

	Q32. RICE IN GENERAL								
	(1) Breakfast	(2) AM Snacks	(3) Lunch	(4) PM Snacks	(5) Dinner	(6) Midnight Snacks	Special Occ 1:	Special Occ 2:	Special Occ 3:
	[MA]	[MA]	[MA]	[MA]	[MA]	[MA]	[MA]	[MA]	[MA]
Steamed Rice	**1**	**1**	**1**	**1**	**1**	**1**	**1**	**1**	**1**
Fried Rice/Sinangag									
Adobo Rice	2	2	2	2	2	2	2	2	2
Bagoong Rice	3	3	3	3	3	3	3	3	3
Garlic Rice	4	4	4	4	4	4	4	4	4
Seafood Rice	5	5	5	5	5	5	5	5	5
Yangchow Rice	6	6	6	6	6	6	6	6	6
Plain (Cooking Oil+Salt only)	7	7	7	7	7	7	7	7	7
Others, specify									
Paella	20	20	20	20	20	20	20	20	20
Arroz caldo/Lugaw/Goto	21	21	21	21	21	21	21	21	21
Maki	22	22	22	22	22	22	22	22	22
Sushi	23	23	23	23	23	23	23	23	23
Biko	24	24	24	24	24	24	24	24	24
Champorado	25	25	25	25	25	25	25	25	25
Kalamay	26	26	26	26	26	26	26	26	26
Palitaw	27	27	27	27	27	27	27	27	27
Others, specify									

ASK IF ATE BROWN RICE IN THE PAST YEAR [Q5=codes 7/8/23]

SHOWCARD

Q33 ***Anu-anong klase ng pagkakaluto ng BROWN RICE ang kinain mo nitong nakaraang isang taon, ito man ay niluto mo/ng iba o binili. Pakisama pati ang mga lutuin at desserts na ginagamitan ng BROWN RICE?***

Kung may iba pang klase ng pagkakaluto ng BROWN RICE na wala sa listahan ay pakisabi lang sa akin. Umpisahan natin sa [MENTION OCCASION EAT BROWN RICE IN Q31].

In general, what types of BROWN RICE preparation did you eat in the past year regardless if you personally cooked it/cooked by others or bought? Please include all rice and rice/based dishes and desserts made from BROWN RICE. If there are other types of BROWN preparation not in the list, please tell me. Let's start with [MENTION OCCASION EAT BROWN RICE IN Q31].

Note to Interviewer: Ask on all Occasions Eat rice/Rice-based dishes/desserts in Q31

	Q33. BROWN RICE CONSUMED IN PAST YEAR								
	(1) Breakfast	(2) AM Snacks	(3) Lunch	(4) PM Snacks	(5) Dinner	(6) Midnight Snacks	Special Occ 1:	Special Occ 2:	Special Occ 3:
	[MA]	[MA]	[MA]	[MA]	[MA]	[MA]	[MA]	[MA]	[MA]
Steamed Rice	**1**	**1**	**1**	**1**	**1**	**1**	**1**	**1**	**1**
Fried Rice/Sinangag									
Adobo Rice	2	2	2	2	2	2	2	2	2
Bagoong Rice	3	3	3	3	3	3	3	3	3
Garlic Rice	4	4	4	4	4	4	4	4	4
Seafood Rice	5	5	5	5	5	5	5	5	5
Yangchow Rice	6	6	6	6	6	6	6	6	6
Plain (Cooking Oil+Salt only)	7	7	7	7	7	7	7	7	7
Others, specify									
Paella	20	20	20	20	20	20	20	20	20
Arroz caldo/Lugaw/Goto	21	21	21	21	21	21	21	21	21
Maki	22	22	22	22	22	22	22	22	22
Sushi	23	23	23	23	23	23	23	23	23
Biko	24	24	24	24	24	24	24	24	24
Champorado	25	25	25	25	25	25	25	25	25
Kalamay	26	26	26	26	26	26	26	26	26
Palitaw	27	27	27	27	27	27	27	27	27
Others, specify									

DISHES PAIRED WITH STEAMED RICE

ASK Q34 AMONG THOSE WHO ATE STEAMED RICE -- CODE 1 IN Q32

Q34 ***Anu-anong ulam ang kadalasan mong kinakain kasama ang STEAMED RICE? Umpisahan natin sa [MENTION OCCASION EAT RICE IN GENERAL IN Q32].***

What viands/ dishes do you usually eat with STEAMED RICE? Let's start with [MENTION OCCASION EAT STEAMED RICE IN Q32].

Note to Interviewer: Ask on all Occasions Eat RICE IN GENERAL in Q32

ASK Q35 AMONG THOSE WHO ATE STEAMED BROWN RICE -- CODE 1 IN Q33

Q35 ***Anu-anong ulam ang kinain mo kasama ang STEAMED BROWN RICE? Umpisahan natin sa [MENTION OCCASION EAT BROWN RICE IN Q33].***

What viands/ dishes did you eat with STEAMED BROWN RICE? Let's start with [MENTION OCCASION EAT BROWN RICE IN Q33].

Note to Interviewer: Ask on all Occasions Eat BROWN RICE IN Q33

SEE ANSWER GRID FOR Q34 & Q35 ON THE NEXT PAGE

1 OF 2	DISHES PAIRED WITH STEAMED RICE	
	Q34. RICE IN GENERAL	Q35. BROWN RICE
Breakfast		
Morning Snacks		
Lunch		
Afternoon Snacks		
Dinner		

Midnight Snacks		

2 OF 2	DISHES PAIRED WITH STEAMED RICE	
	Q34. RICE IN GENERAL	Q35. BROWN RICE
Big Parties with other relatives and guests		
Fiesta		
Celebrations with Immediate Family (Birthday, Anniversary,etc)		
Promotions/Milestones		
Others		

Q36 ***Kapag hindi kayo kumakain ng kanin, ano ang kinakain nyo na pamalit sa kanin? Ano pa po? Mayroon pa po ba?***
When you do not eat rice, what do you eat as a substitute for rice? What else? Anything else?

Bread	1
Crackers/Biscuits	2
Instant Noodles	3
Pancit	4
Pasta (Spaghetti, Macaroni, etc)	5
Fruits	6
Vegetables	7
Others, specify	
Always eat rice	99

Q37 ***Alin sa mga kadahilanang babanggitin ko ang dahilan kung bakit nyo kinakain bilang pamalit sa kanin ang (MENTION ALL PRODUCTS ANSWERED IN Q36)? Alin pa po? Alin pa po? Kung wala sa mga binanggit ko ang dahilan ay maaring pakisabi lang sa akin. [MA]***
Which of the reasons that I will mention is the reason why you substitute rice with (MENTION ALL PRODUCTS ANSWERED IN Q36)? Which else? Which else?
If your reason is not among those I've mentioned, or if you have other reasons, please let me know.

READ OUT

To stay healthy ***(Para maging/manatiling malusog)***	1
To slim down / on a diet ***(Para pumayat/nagda-diet)***	2
Medical reasons/Manage ailments	3
For variety ***(Para maiba naman ang kinakain)***	4
Easy preparation ***(Madaling i-prepare)***	5
When we run out of rice supply ***(Kapag naubusan kami ng bigas)***	6
Others, specify	

SECTION D. IMPORTANCE AND IMAGERY

SHOWCARD (10-PT SCALE RATING); STRIPS (ATTRIBUTES/STATEMENTS)
ASK ALL
IMPORTANCE RATINGS

Q38 ***Meron akong ilang mga katangiang naiisip ng mga tao kapag bumibili ng bigas. Sa bawat katangian na aking babasahin, pakisabi sa akin kung gaano kaimportante ang katangiang ito. Bigyan po natin ng score na 10 kung "talagang napakaimportante" at 1 kung "talagang hindi importanteng" katangian. Paano ninyo gagraduhan ang importansya ng bawat katangiang ito. Simulan po natin sa… (MENTION ATTRIBUTE).***
There are several factors that people think of when buying rice. For each factor that I am going to read out, please tell me how important it is. Please assign a score of 10 to VERY IMPORTANT and a score of 1 to NOT IMPORTANT AT ALL. Let's start with… (MENTION ATTRIBUTE).

NOTE TO INTERVIEWER: SINGLE ANSWER PER ATTRIBUTE ONLY.

	1 OF 3	**NOT AT ALL IMPORTANT 1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**VERY IMPT 10**
1	Suits all types of viands (***Bagay sa lahat ng klase ng ulam)***	1	2	3	4	5	6	7	8	9	10
2	Can be used as an ingredient for rice-based dishes ***(Pwedeng gamiting sangkap sa ulam o anumang putaheng gawa sa bigas,i.e., paella, lugaw, at iba pa)***	1	2	3	4	5	6	7	8	9	10
3	Can be used for preparing delicacies, snacks/ desserts ***(Pwedeng gamitin sa mga kakanin, pang-meryenda o dessert)***	1	2	3	4	5	6	7	8	9	10
4	Filling ***(Mabigat sa tyan / Nakakabusog)***	1	2	3	4	5	6	7	8	9	10
5	High fiber content ***(Mataas ang fiber content)***	1	2	3	4	5	6	7	8	9	10
6	Suitable for those trying to lose weight/avoiding weight gain ***(Bagay sa mga nagpapapayat/ayaw tumaba)***	1	2	3	4	5	6	7	8	9	10
7	Good for people with diabetes ***(Maganda sa mga may diabetes)***	1	2	3	4	5	6	7	8	9	10
	2 OF 3	**NOT AT ALL IMPORTANT 1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**VERY IMPT 10**
8	High nutrient content ***(Mataas ang nutrient content)***	1	2	3	4	5	6	7	8	9	10
9	Has appetizing aroma -- cooked or uncooked ***(May nakakatakam na amoy -- luto man o bigas pa lang)***	1	2	3	4	5	6	7	8	9	10
10	Easy to cook or prepare ***(Madaling lutuin)***	1	2	3	4	5	6	7	8	9	10
11	Can be bought anywhere ***(Mabibili kahit saan)***	1	2	3	4	5	6	7	8	9	10
12	Good only for special occasions ***(Pang mga espesyal na okasyon lang)***	1	2	3	4	5	6	7	8	9	10
13	Can be eaten by children and adults ***(Pwede sa bata at matanda)***	1	2	3	4	5	6	7	8	9	10

14	Best quality rice ***(Pinakamagandang kalidad ng bigas)***	1	2	3	4	5	6	7	8	9	10
15	Has low percentage of broken grains ***(Konti lang ang nadudurog na bigas)***	1	2	3	4	5	6	7	8	9	10
16	Suits my taste ***(Naaayon sa aking panlasa)***	1	2	3	4	5	6	7	8	9	10
17	Cooked rice does not easily get spoiled ***(Hindi madaling mapanis ang kanin)***	1	2	3	4	5	6	7	8	9	10
18	Rice easily expands while cooking ***("Maalsa")***	1	2	3	4	5	6	7	8	9	10
19	Cooked rice is loose / not sticky ***("Buhaghag")***	1	2	3	4	5	6	7	8	9	10
20	Value for money ***(Sulit sa halaga)***	1	2	3	4	5	6	7	8	9	10
21	Promotes indigenous farming and cultural practices ***(Nagsusulong ng katutubong pamamaraan ng pagsasaka at kultura)***	1	2	3	4	5	6	7	8	9	10
22	*Conserves traditional rice varieties and biodiversity* ***(Pinangangalagaan ang mga tradisyunal na klase ng bigas at ang biodiversity)***	1	2	3	4	5	6	7	8	9	10
23	Preserves rice terraces landscape ***(Pinangangalagaan ang rice terraces)***	1	2	3	4	5	6	7	8	9	10
24	Cooked rice is soft ***(Malambot ang nalutong kanin)***	1	2	3	4	5	6	7	8	9	10
25	Has a high degree of whiteness ***(Mas maputi ang bigas)***	1	2	3	4	5	6	7	8	9	10
26	From a reliable source or brand ***(Ang pinanggalingan o brand ng bigas ay mapagkakatiwalaan)***	1	2	3	4	5	6	7	8	9	10

3 OF 3	**NOT AT ALL IMPORTANT 1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**VERY IMPT 10**

27	Good quality packaging ***(Mataas ang kalidad ng packaging/ lalagyan ng bigas)***	1	2	3	4	5	6	7	8	9	10
28	Has attractive packaging ***(Maganda ang packaging/ lalagyan ng bigas)***	1	2	3	4	5	6	7	8	9	10

29	Free from chemical pesticides and fertilizers ***(Hindi ginamitan ng kemikal na pesticides at abono)***	1	2	3	4	5	6	7	8	9	10
30	Improves livelihoods of marginalized farmers ***(Pinapabuti ang kabuhayan ng mga maliliit na magsasaka)***	1	2	3	4	5	6	7	8	9	10

ASK ALL
SHOW CARD
OVERALL ASSESSMENT

Q39 ***Sa kabuuan, kasama na ang positibo at negatibong aspeto, paano mo gagraduhan ang mga klase ng bigas na ito gamit ang scale na ito?***
(On the overall, including positive and negative characteristics, how would you rate the different types of rice using this scale?)

	NFA	**Ordinary Rice** (Ex: Angelica, Azucena, C4, Intan, IR64, Laon, Long Grain, Maharlika, Wagwag, etc.)	**Premium Rice** (Ex: California, Dinorado, Kukuyo, Milagrosa, Sinandomeng, etc)	**Super Premium Rice** (Ex: Basmati, JapaneseSasanishki Japonica/ Japanese, Jasmine, Miponica, Doña Maria Rice, etc.)	**Brown Rice**	**Pigmented Rice** (Ex. Red, Black/Purple Rice)
Very good ***(Talagang mahusay)***	5	5	5	5	5	5
Good ***(Mahusay)***	4	4	4	4	4	4
Can't say ***(Hindi masabi)***	3	3	3	3	3	3
Poor ***(Hindi mahusay)***	2	2	2	2	2	2
Very poor ***(Talagang hindi mahusay)***	1	1	1	1	1	1

SHOWCARD (TYPE OF RICE) ; STRIPS (ATTRIBUTES/STATEMENTS)

BRAND IMAGE ASSOCIATION

Q40 ***May babasahin ako sa inyong mga pangungusap. Pakisabi lamang sa akin kung aling klase ng bigas ang pinakamalapit na inilalarawan ng bawat pangungusap. Maaari kayong magsabi ng isang klase ng bigas lamang, 2 o mahigit pang mga klase, lahat ng klase o maaari rin namang wala sa alinmang klase. Wala ditong tama o maling sagot. Nais lang namin malaman ang inyong opinyon.***
I am going to read out some statements. Please tell me which types of rice you most closely associate with each statement. You can give one type only, two or more types, all types or none of them. There are no right or wrong answers. It is only your opinion we are after.

NOTE TO INTERVIEWER: MULTIPLE ANSWERS ALLOWED PER ATTRIBUTE/STATEMENT

		NFA	**Ordinary Rice** (Ex: Angelica, Azucena, C4, Intan, IR64, Laon, Long Grain, Maharlika, Wagwag, etc.)	**Premium Rice** (Ex: California, Dinorado, Kukuyo, Milagrosa, Sinandomeng, etc)	Japanese/ JapaneseSasanishki Japonica, Jasmine, Miponica, Doña Maria Rice, etc.)	**Brown Rice**	**Pigmented Rice** (Ex: Red, Black/Purple Rice)	**NONE**
1	Suits all types of viands (***Bagay sa lahat ng klase ng ulam)***	1	2	3	4	5	6	9
2	Can be used as an ingredient for rice-based dishes ***(Pwedeng gamiting sangkap sa ulam o anumang putaheng gawa sa bigas,i.e., paella, lugaw, at iba pa)***	1	2	3	4	5	6	9
3	Can be used for preparing delicacies, snacks/ desserts ***(Pwedeng gamitin sa mga kakanin, pang-meryenda o dessert)***	1	2	3	4	5	6	9
4	Filling ***(Mabigat sa tyan / Nakakabusog)***	1	2	3	4	5	6	9
5	High fiber content ***(Mataas ang fiber content)***	1	2	3	4	5	6	9
6	Suitable for those trying to lose weight/avoiding weight gain ***(Bagay sa mga nagpapapayat/ayaw tumaba)***	1	2	3	4	5	6	9
7	Good for people with diabetes ***(Maganda sa mga may diabetes)***	1	2	3	4	5	6	9
8	High nutrient content ***(Mataas ang nutrient content)***	1	2	3	4	5	6	9
9	Has appetizing aroma -- cooked or uncooked ***(May nakakatakam na amoy -- luto man o bigas pa lang)***	1	2	3	4	5	6	9
10	Easy to cook or prepare ***(Madaling lutuin)***	1	2	3	4	5	6	9
11	Can be bought anywhere ***(Mabibili kahit saan)***	1	2	3	4	5	6	9

12	Good only for special occasions ***(Pang mga espesyal na okasyon lang)***	1	2	3	4	5	6	9
13	Can be eaten by children and adults ***(Pwede sa bata at matanda)***	1	2	3	4	5	6	9
14	Best quality rice ***(Pinakamagandang kalidad ng bigas)***	1	2	3	4	5	6	9
15	Has low percentage of broken grains ***(Konti lang ang nadudurog na bigas)***	1	2	3	4	5	6	9
		NFA	**Ordinary Rice** (Ex: Angelica, Azucena, C4, Intan, IR64, Laon, Long Grain, Maharlika, Wagwag, etc.)	**Premium Rice** (Ex: California, Dinorado, Kukuyo, Milagrosa, Sinandomeng, etc)	Japanese/ JapaneseSasanishki Japonica, Jasmine, Miponica, Doña Maria Rice, etc.)	**Brown Rice**	**Pigmented Rice** (Ex: Red, Black/Purple Rice)	**NONE**
16	Suits my taste ***(Naaayon sa aking panlasa)***	1	2	3	4	5	6	9
17	Cooked rice does not easily get spoiled ***(Hindi madaling mapanis ang kanin)***	1	2	3	4	5	6	9
18	Rice easily expands while cooking ***("Maalsa")***	1	2	3	4	5	6	9
19	Cooked rice is loose / not sticky ***("Buhaghag")***	1	2	3	4	5	6	9
20	Value for money ***(Sulit sa halaga)***	1	2	3	4	5	6	9
21	Promotes indigenous farming and cultural practices ***(Nagsusulong ng katutubong pamamaraan ng pagsasaka at kultura)***	1	2	3	4	5	6	9
22	*Conserves traditional rice varieties and biodiversity* ***(Pinangangalagaan ang mga tradisyunal na klase ng bigas at ang biodiversity)***	1	2	3	4	5	6	9
23	Preserves rice terraces landscape ***(Pinangangalagaan ang rice terraces)***	1	2	3	4	5	6	9
24	Cooked rice is soft ***(Malambot ang nalutong kanin)***	1	2	3	4	5	6	9
25	Has a high degree of whiteness ***(Mas maputi ang bigas)***	1	2	3	4	5	6	9
26	From a reliable source or brand ***(Ang pinanggalingan o brand ng bigas ay mapagkakatiwalaan)***	1	2	3	4	5	6	9
27	Good quality packaging ***(Mataas ang kalidad ng packaging/ lalagyan ng bigas)***	1	2	3	4	5	6	9

28	Has attractive packaging ***(Maganda ang packaging/ lalagyan ng bigas)***	1	2	3	4	5	6	9
29	Free from chemical pesticides and fertilizers ***(Hindi ginamitan ng kemikal na pesticides at abono)***	1	2	3	4	5	6	9
30	Improves livelihoods of marginalized farmers ***(Pinapabuti ang kabuhayan ng mga maliliit na magsasaka)***	1	2	3	4	5	6	9

SECTION E. HEIRLOOM RICE AWARENESS AND CONCEPT

Q41 ***Narinig nyo na ba ang Heirloom Rice?***
Have you heard of Heirloom Rice?

Yes / ***Oo***	1	CONTINUE
No / ***Hindi***	2	GO TO C1

Q42 ***Nasubukan nyo na ho ba itong kainin?***
Have you tried eating it?

Yes / ***Oo***	1
No / ***Hindi***	2

SHOW CONCEPT BOARD TO THE RESPONDENT AND LEAVE IT THROUGHOUT THE CONCEPT EVALUATION

I have here a description of RICE which I will ask you to read. Will you be needing eye glasses to read it?
Mayroon po ako ritong description o paglalarawan ng BIGAS na ipapabasa ko sa inyo. Kailangan ba ninyo ng salamin/eye glasses para mabasa ito?
[REQUEST RESPONDENT TO WEAR READING GLASSES, IF NECESSARY]

[HAND CONCEPT BOARD TO RESPONDENT]
I will have a few questions about the concept after you have read it. Please take your time.
Mayroon po akong mga ilang katanungan tungkol sa konseptong ito pagkabasa ninyo. Huwag po kayong magmadali sa pagbasa.

[GIVE RESPONDENT ENOUGH TIME TO READ THE CONCEPT AGAIN SILENTLY.]

INITIAL REACTION TO THE PRODUCT

C1 ***Sa kabuuan, ano po ang inyong masasabi tungkol nabasa ninyong konsepto?***
On the overall, what can you say about the concept that you have just read?

WHETHER INITIAL REACTION IS POSITIVE OR NEGATIVE

C1a ***Para sa inyo, ito po ba ay positibo o negatibo?***
For you, is it positive or negative?

Positive reaction	1	ASK C2 FIRST, THEN C3
Negative reaction	2	ASK C3 FIRST, THEN C2

LIKES ABOUT THE PRODUCT

C2 ***Ano po, kung mayroon man ang inyong NAGUSTUHAN sa konsepto na kababasa n'yo lamang? Ano pa po? Mayroon pa ho ba? (PROBE FULLY)***
[I-probe kung hindi klaro ang sagot: "Bakit nyo nasabi na…. Bakit pa po?]
What, if any, did you like about the concept that you have just read? What else? Anything else?
[Probe unclear or ambiguous answers: "Why do you say that? What else?]

DISLIKES ABOUT THE PRODUCT

C3 ***Ano po, kung mayroon man ang HINDI NINYO NAGUSTUHAN sa konsepto na kababasa n'yo lamang? Ano pa po? Mayroon pa ho ba? (PROBE FULLY)***
[I-probe kung hindi klaro ang sagot: "Bakit nyo nasabi na…. Bakit pa po?]
What, if any, did you dislike about the concept that you have just read? What else? Anything else?
[Probe unclear or ambiguous answers: "Why do you say that? What else?]

SHOWCARD

OVERALL LIKING OF THE PRODUCT

C4 ***Ngayon, kung iisipin ang lahat-lahat ng bagay, kasama na ang mga positibo at negatibong aspeto, pakisabi sa akin kung alin sa mga pangungusap sa kard na ito ang pinaka-naglalarawan kung gaano ninyo KAGUSTO o HINDI KAGUSTO ang konseptong kababasa n'yo lamang. [SA]***
Taking everything into consideration, including all its positive and negative characteristics, please tell me which statement on this card best describes how much you like or dislike the concept that you have just read? [SA]

I like it very much ***(Talagang gusto ko ito)***	5
I like it ***(Gusto ko ito)***	4
I neither liked it nor disliked it ***(Hindi ko masasabi kung gusto ko ito o hindi)***	3
I dislike it ***(Hindi ko ito gusto)***	2
I dislike it very much ***(Talagang hindi ko ito gusto)***	1

SHOWCARD

UNIQUENESS

C5 ***Aling pangungusap sa card na ito ang naglalarawan kung gaano kabago at naiiba ang BIGAS na ito kumpara sa mga ibang klase ng bigas na mabibili sa tindahan base sa konseptong nabasa ninyo? [SA]***
Which statement on this card describes how new and different this RICE is from other types of rice in the market based on the concept you read? [SA]

Extremely new and different ***(Talagang bagung-bago at ibang-iba)***	5
Very new and different ***(Talagang bago at naiiba)***	4
Somewhat new and different ***(Medyo bago at naiiba)***	3
Slightly new and different ***(Medyo bago at naiiba ng kaunti)***	2
Not at all new and different ***(Talagang hindi bago at naiiba)***	1

SHOWCARD

RELEVANCE OF PRODUCT DESCRIBED IN THE CONCEPT

C6 ***Base po sa konseptong nabasa ninyo tungkol sa produktong ito, maaari po ba ninyong sabihin sa akin kung gaano nasasagot ng produktong ito ang pangangailangan ninyo? [SA]***
Keeping in mind what you read in the concept board for this product, could you tell me to what extent do you think this product is relevant to you/ answers your needs? [SA]

Extremely relevant ***(Talagang nasasagot nito ang aking pangangailangan)***	5
Quite relevant ***(Medyo nasasagot nito ang aking pangangailangan)***	4
Somewhat relevant ***(Maaaring nasasagot nito ang aking pangangailangan)***	3
Not so relevant ***(Hindi nito gaanong nasasagot ang aking pangangailangan)***	2
Not at all relevant ***(Talagang hindi nito nasasagot ang aking pangangailangan)***	1

SHOWCARD

BELIEVABILITY OF CONCEPT CLAIMS

C7 ***Alin sa mga sumusunod na pangungusap sa card na ito ang pinaka naglalarawan kung gaano ninyo pinaniniwalaan ang mga claims o mga sinasabi tungkol sa produkto sa konseptong binasa ninyo? [SA]***

Which statement on this card best describes the extent to which you believe the claims made in the concept about the product? [SA]

Completely believable ***(Talagang kapani-paniwala)***	5
Slightly believable ***(Medyo kapani-paniwala)***	4
Not sure whether believable or not ***(Hindi sigurado kung kapani-paniwala o hindi kapani-paniwala)***	3
Slightly unbelievable ***(Medyo hindi kapani-paniwala)***	2
Completely unbelievable ***(Talagang hindi kapani-paniwala)***	1

SHOWCARD

UNDERSTABILITY OF CONCEPT

C8 ***Gaano kadali o kahirap maintindihan ang konsepto na ito sa inyo? Ito po ba ay ...? [SA]***

How easy or difficult is it to understand the concept? Is it ...? [SA]

Very easy to understand ***(Talagang madaling maintindihan)***	5
Somewhat easy to understand ***(Medyo madaling maintindihan)***	4
Neither ***(Hindi masabi kung madali o mahirap maitindihan)***	3
Somewhat difficult to understand ***(Medyo mahirap maintindihan)***	2
Very difficult to understand ***(Talagang mahirap maintindihan)***	1

ASK IF [C8 = CODE 1/2/3]

PARTS WHICH ARE DIFFICULT TO UNDERSTAND

C9 ***Anong parte sa konsepto ang nahirapan kang intindihin? Ano pa po? Mayroon pa po ba?***
Which part in the concept did you not understand? Which else? Anything else?

Ask respondent to encircle the parts not understood in the concept.

SHOWCARD (5-point rating scale) ; STRIPS (ATTRIBUTES/STATEMENTS)

RATING ON SPECIFIC ATTRIBUTES

C10 ***Ang mga sumusunod ay ilang mga pangungusap na maaaring gamitin upang ilarawan ang Heirloom Rice. Sa bawat pangungusap, pakisabi lamang po sa akin kung gaano kayo sumasang-ayon o hindi sumasang-ayon na ito ay naglalarawan sa Heirloom Rice. Gamitin ho ninyo ang scale na ito kung saan ang 1 ay nangangahulugang "talagang 'di sumasang-ayon" at ang 5 naman ay "talagang sumasang-ayon" [SA per statement]***
Following are some statements that might be used to describe Heirloom Rice. For each statement, please tell me how much you agree or disagree that it describes Heirloom Rice. Please use this scale where 1 means "Strongly Disagree" while 5 means "Strongly Agree". [SA per statement]

1 OF 2

		Strongly agree / ***Talagang sumasang-ayon***	Somewhat agree / ***Medyo sumasang-ayon***	Can't say / ***Hindi masabi***	Somewhat disagree / ***Medyo hindi sumasang-ayon***	Strongly disagree / ***Talagang hindi sumasang-ayon***
1	Suits all types of viands (***Bagay sa lahat ng klase ng ulam)***	5	4	3	2	1
2	Can be used as an ingredient for rice-based dishes ***(Pwedeng gamiting sangkap sa ulam o anumang putaheng gawa sa bigas,i.e., paella, lugaw, at iba pa)***	5	4	3	2	1
3	Can be used for preparing delicacies, snacks/ desserts ***(Pwedeng gamitin sa mga kakanin, pang-meryenda o dessert)***	5	4	3	2	1
4	Filling ***(Mabigat sa tyan / Nakakabusog)***	5	4	3	2	1
5	High fiber content ***(Mataas ang fiber content)***	5	4	3	2	1
6	Suitable for those trying to lose weight/avoiding weight gain ***(Bagay sa mga nagpapapayat/ayaw tumaba)***	5	4	3	2	1
7	Good for people with diabetes ***(Maganda sa mga may diabetes)***	5	4	3	2	1
8	High nutrient content ***(Mataas ang nutrient content)***	5	4	3	2	1
9	Has appetizing aroma -- cooked or uncooked ***(May nakakatakam na amoy -- luto man o bigas pa lang)***	5	4	3	2	1
10	Easy to cook or prepare ***(Madaling lutuin)***	5	4	3	2	1
11	Can be bought anywhere ***(Mabibili kahit saan)***	5	4	3	2	1

12	Good only for special occasions ***(Pang mga espesyal na okasyon lang)***	5	4	3	2	1
13	Can be eaten by children and adults ***(Pwede sa bata at matanda)***	5	4	3	2	1
14	Best quality rice ***(Pinakamagandang kalidad ng bigas)***	5	4	3	2	1
15	Has low percentage of broken grains ***(Konti lang ang nadudurog na bigas)***	5	4	3	2	1
	2 OF 2	Strongly agree / ***Talagang sumasang-ayon***	Somewhat agree / ***Medyo sumasang-ayon***	Can't say / ***Hindi masabi***	Somewhat disagree / ***Medyo hindi sumasang-ayon***	Strongly disagree / ***Talagang hindi sumasang-ayon***
16	Suits my taste ***(Naaayon sa aking panlasa)***	5	4	3	2	1
17	Cooked rice does not easily get spoiled ***(Hindi madaling mapanis ang kanin)***	5	4	3	2	1
18	Rice easily expands while cooking ***("Maalsa")***	5	4	3	2	1
19	Cooked rice is loose / not sticky ***("Buhaghag")***	5	4	3	2	1
20	Value for money ***(Sulit sa halaga)***	5	4	3	2	1
21	Promotes indigenous farming and cultural practices ***(Nagsusulong ng katutubong pamamaraan ng pagsasaka at kultura)***	5	4	3	2	1
22	*Conserves traditional rice varieties and biodiversity* ***(Pinangangalagaan ang mga tradisyunal na klase ng bigas at ang biodiversity)***	5	4	3	2	1
23	Preserves rice terraces landscape ***(Pinangangalagaan ang rice terraces)***	5	4	3	2	1
24	Cooked rice is soft ***(Malambot ang nalutong kanin)***	5	4	3	2	1
25	Has a high degree of whiteness ***(Mas maputi ang bigas)***	5	4	3	2	1
26	From a reliable source or brand ***(Ang pinanggalingan o brand ng bigas ay mapagkakatiwalaan)***	5	4	3	2	1
27	Good quality packaging ***(Mataas ang kalidad ng packaging/ lalagyan ng bigas)***	5	4	3	2	1
28	Has attractive packaging ***(Maganda ang packaging/ lalagyan ng bigas)***	5	4	3	2	1
29	Free from chemical pesticides and fertilizers ***(Hindi ginamitan ng kemikal na pesticides at abono)***	5	4	3	2	1
30	Improves livelihoods of marginalized farmers ***(Pinapabuti ang kabuhayan ng mga maliliit na magsasaka)***	5	4	3	2	1

SHOWCARD

UNPRICED PURCHASE INTENT

C11 ***Gaano ka-malamang o di-malamang na bilhin ninyo ang BIGAS na inilarawan sa konsepto kung ito ay mabibili o available sa mga tindahan sa presyong katanggap-tanggap sa inyo? [SA]***
How likely or unlikely are you to buy the RICE described in the concept if it were available in the shops at a price acceptable to you? [SA]

I would definitely buy it ***(Talagang bibilhin ko ito)***	5
I would probably buy it ***(Malamang na bibilhin ko ito)***	4
I am not certain whether I would buy it or not ***(Hindi ako sigurado kung bibilhin ko ito o hindi)***	3
I would probably not buy it ***(Malamang na hindi ko ito bibilhin)***	2
I would definitely not buy it ***(Talagang hindi ko ito bibilhin)***	1

SHOWCARD

PRICED PURCHASE INTENT

C12 ***Gaano ka-malamang o di-malamang na bilhin ninyo ang BIGAS na inilarawan sa konsepto kung ito ay mabibili o available sa mga tindahan sa presyong (MENTION PRICE) kada kilo? Kung (MENTION PRICE) naman po?***
How likely or unlikely are you to buy the RICE described in the concept if it were available in the shops priced at [MENTION PRICE] per kilo? How about if priced [MENTION PRICE]?
Ask until all prices have been asked. ROTATE PRICES

	( ) Php80	( ) Php90	( ) Php100	( ) Php110	( ) Php120	( ) Php130
I would definitely buy it ***(Talagang bibilhin ko ito)***	5	5	5	5	5	5
I would probably buy it ***(Malamang na bibilhin ko ito)***	4	4	4	4	4	4
I am not certain whether I would buy it or not ***(Hindi ako sigurado kung bibilhin ko ito o hindi)***	3	3	3	3	3	3
I would probably not buy it ***(Malamang na hindi ko ito bibilhin)***	2	2	2	2	2	2
I would definitely not buy it ***(Talagang hindi ko ito bibilhin)***	1	1	1	1	1	1

ASK C13 IF RESPONDENT ANSWERED WILL DEFINITELY BUY (code 5) OR PROBABLY BUY (code 4) AT PHP130

C13 ***Ano ang pinakamataas na presyo kada kilo kung saan hindi na talaga kayo bibili ng bigas na inilarawan sa konsepto dahil hindi na ito abot kaya o hindi na ito sulit sa halaga.***
What is the maximum price at which you will definitely not buy the product described, because you can't afford it or you don't think it is worth the money?

Php_____

ASK C14 & C15 ON PRICES THAT RESPONDENT WILL DEFINITELY BUY (code 5) OR PROBABLY BUY (code 4) IN C12, OTHERWISE, SKIP TO A1

ANTICIPATED FREQUENCY OF PURCHASE

C14 ***Gaano kadalas, kung sakali man, sa palagay niyo kayo BIBILI ng produktong ito sa hinaharap sa presyong [MENTION PRICE]? [SA per price point coded 4/5 in C12]***
How often, if ever, do you think you would buy this product in the future if priced at [MENTION PRICE]? [SA per price point coded 4/5 in C12]

SHOWCARD	**Php80**	**Php90**	**Php100**	**Php110**	**Php120**	**Php130**
Once a week or more often/ ***Isang beses kada linggo o mas madalas (specify)***	___	___	___	___	___	___
2-3 times a month /***2-3 beses kada buwan***	2	2	2	2	2	2
Once a month/ ***Isang beses kada buwan***	3	3	3	3	3	3
Less often than once a month / ***Mas madalang pa kaysa isang beses kada buwan (specify)***	___	___	___	___	___	___
Never / ***Hindi kailanman (DO NOT PROMPT)***	99	99	99	99	99	99

C15 ***Mga ilang kilong bigas ang malamang na bilhin mo kada bibili/magpapabili ka ng BIGAS na ito sa presyong [MENTION PRICE]?***
Around how many kilos will you likely buy / ask someone to buy everytime you will buy this RICE priced at [MENTION PRICE]?

	Php80	**Php90**	**Php100**	**Php110**	**Php120**	**Php130**
# of kilos						

SECTION F. ATTITUDE AND LIFESTYLE

A1 ***Mayroon ako ritong mga pangungusap na naglalarawan ng mga paniniwala at nakaugalian na ng mga tao tungkol sa aspeto ng kalusugan, wellness, kalikasan at iba pang sitwasyon sa kanilang kapaligiran. Pakisabi sa akin kung gaano ka sumasang-ayon o hindi sumasang-ayon na ang bawat pangungusap ay naglalarawan sa iyong nararamdaman?***

I have here some statements describing people's beliefs and attitudes about certain aspects of their health, wellness, environment and other situations around them. Could you tell me, with the aid of this card, how much you Agree or Disagree that each statement describes how you feel? [5-point agreement scale]

SELF ACCOMPLISHED

		Strongly agree/ ***Talagang sumasang-ayon***	Somewhat agree/ ***Medyo sumasang-ayon***	Can't say ***(Hindi masabi)***	Somewhat disagree/ ***Medyo hindi sumasang-ayon***	Strongly disagree / ***Talagang hindi sumasang-ayon***
1	I will buy local food products even if these are more expensive if I know that this will help our farmers ***"Bibili ako ng mga pagkaing local kahit na mas mahal ito, kung alam kong makatutulong sa ating mga magsasaka"***	5	4	3	2	1
2	It is important to preserve our heritage and pass on beliefs and practices to younger generations ***"Mahalagang ma-preserve o mapangalagaan ang ating heritage o pamana ng ating mga ninuno at maipasa/maibahagi ang mga paniniwala at kagawian sa mga nakababatang henerasyon"***	5	4	3	2	1
3	I am willing to pay extra for organic food products as these are healthier and better for the body ***"Pumapayag akong magbayad ng karagdagan para sa organic na pagkain dahil ang mga ito ay mas mabuti sa kalusugan at sa pangangatawan"***	5	4	3	2	1
4	Farming is a dying livelihood, we should help revive this industry ***"Ang pagsasaka ay unti-unti nang nawawala bilang paraan ng pamumuhay, at kailangang matulungang buhayin muli ang industriyang ito"***	5	4	3	2	1
5	I select the food I eat because I am health-conscious ***"Pinipili ko ang mga pagkaing kinakain ko dahil ako ay health-conscious"***	5	4	3	2	1
6	I exercise regularly to stay fit ***"Regular akong nag-e-exercise para nasa mabuting kundisyon ang katawan ko"***	5	4	3	2	1
7	Usually, food items that are "healthy" do not taste good ***"Sa kadalasan, hindi masarap ang lasa ng mga pagkaing healthy"***	5	4	3	2	1
8	Rice is more fattening than bread and pasta ***"Mas nakakataba ang kanin kaysa sa tinapay at pasta/noodle "***	5	4	3	2	1
9	I will change my eating habits only if I still get the same satisfaction from alternative foods ***"Babaguhin ko ang aking eating habits kung nakukuha ko ang kaparehas na satisfaction mula sa alternatibong pagkain"***	5	4	3	2	1
10	The incidence of diet-related diseases such as diabetes and obesity is increasing among Filipinos because of unhealthy eating practices ***"Tumataas ang bilang ng mga Filipino na nagkakaroon ng mga sakit na ugnay sa kinakain, tulad ng diabetes at labis na pananaba, dahil sa unhealthy eating practices"***	5	4	3	2	1
11	Importation of farm produce has affected our agricultural sector and should be managed by the government ***"Ang pag-aangkat ng mga produktong agrikultura ay nakakaapekto sa ating local na pagsasaka at dapat itong i-manage ng gobyerno"***	5	4	3	2	1
12	Locally-grown food produce should be affordably-priced ***"Abot-kaya dapat ang presyo ng mga pagkaing napo-produce locally o natatanim dito sa Pilipinas"***	5	4	3	2	1

13	I know I should change my eating habits but I cannot give up the food I enjoy eating ***"Alam kong dapat kong baguhin ang aking eating habits kaya lang hindi ko kayang i-give-up ang mga pagkaing nag-e-enjoy akong kainin"***	5	4	3	2	1
14	Children should be taught about good eating habits at an early age ***"Habang maaga pa, dapat nang tinuturuan ang mga bata tungkol sa mabuting pagkain o good eating habits"***	5	4	3	2	1
15	I patronize organic food/products because I know it can help preserve our natural environment ***"Sinusuportahan ko ang mga organic na pagkain / produkto dahil alam kong makakatulong itong mapangalagaan ang ating kalikasan"***	5	4	3	2	1

SHOWCARD

AIDED SOURCE OF INFORMATION

A2 ***Saan ka nakakakuha ng impormasyon tungkol sa pagkain/kalusugan/wellness? Saan pa po? Saan pa po?***

Where do you get information on food/health/wellness? Where else? Where else?

Word of mouth from Family/Relatives / ***Narinig sa pamilya/kamag-anak***	1
Word of mouth from Friends / ***Narining sa (mga) kaibigan***	2
Recommended by Doctors/Nutritionist/Dietician	3
Recommended by Fitness Instructor	4
Free samples/Gift from friends/relatives	5
TV	6
Radio	7
Newspapers	8
Magazines	9
Billboards	10
Public transport wraps/stickers (buses, jeeps, tricycle)	11
Saw rice type in the supermarket/market stalls/other stores	12
Instore materials / ***Mga advertisement sa loob ng pamilihan (i.e. posters, price tags, streamers, stickers, brochures, pamphlets, etc.)***	13
Internet	14
Blogs	15
Social Networking site (Facebook)	16
Cooking shows on TV / Cooking demo	17
Others, please specify: _____	
CAN'T RECALL	99

A3 ***Kayo ba ay myembro o supporter ng isang cultural o environmental na grupo? [SA]***

Are you a member or supporter of any cultural or environmental group? [SA]

I am a member of a cultural /environmental group ***Ako ay miyembro ng cultural/environmental group***	1
I am not a member BUT I support a cultural/environmental group ***Hindi ako miyembro PERO sumusuporta ako sa isang cultural/environmental group***	2
I am not a member nor a supporter of a cultural / environmental group ***Hindi ako miyembro at hindi rin sumusuporta sa anumang cultural/environmental group***	3

END INTERVIEW AND THANK RESPONDENT