

Interviewer: _____ Location: _____ Date: ____/____/2011 No: ____

Bamboo products survey

For questions with multiple answer options, please select only one answer. For questions where you can tick more than one box, this is mentioned explicitly. Please have a look at the leaflet and the product catalogue before filling out this survey.

You can tick the boxes that resemble your answer most precise. The survey will be anonymous and used for research purposes only.

1. How frequently do you purchase bamboo products?

- ☐ Never
- ☐ Once a year or less
- ☐ Once every six months
- ☐ Once a month or more often

2. Are you familiar with bamboo products from Houaphanh province?

- ☐ Yes, I am familiar with Houaphanh bamboo products
- ☐ No, I am not familiar with Houaphanh bamboo products (*skip question 3*)

3. Did you ever purchase Houaphanh bamboo products? If yes, can you elaborate to what extent you are satisfied about these products?

- ☐ No
- ☐ Yes, _____

4. To what extent are the following factors of importance to you when purchasing bamboo products?

	Very important	Somewhat important	Somewhat unimportant	Very unimportant
Product type	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product finishing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product quality (durable)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product size	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bamboo specie used	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product display	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* Room to elaborate: _____