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EU REGIONAL TRUST FUND 'MADAD'

الصندوق الاستئماني الأوروبي 'مدد'



## Consumer Survey - LMA Nov 18

### Interview details

Which governorate?

☐ **Ninewa**

Which district?

☐ **Mosul**

Which sub-district?

☐ **Mosul District Center**

Which Neighbourhood?

☐ **Al Intisar**

☐ **Nabi Younis**

☐ **Al Qudus**

☐ **Al Karamah**

☐ **Mosul Al Jadida**

☐ **Al Amal**

☐ **Al Amal 2**

☐ **Tal Al Ruman**

☐ **Al Shuhada**

☐ **Al Shuhada 2**

☐ **Al Mamoun**

☐ **Rajim Hadid**

☐ **Al Rislal**

☐ **Al Nablus**

☐ **Al Dawasa**

☐ **Mosul Al Qadima**

☐ **Al Akidat**

☐ **Other**

If other, specify

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Date

yyyy-mm-dd

hh:mm

GPS

latitude (x.y °)

longitude (x.y °)

altitude (m)

accuracy (m)



Market name

Name of enumerator

Introductory Text: My name is----- and I work for People in Need organisation. We are currently carrying out a Market Labour Survey to assess market functionality in Mosul, and to identify opportunities to support market recovery. We would like to interview you as part of this process, to hear your insights on market functionality, challenges and opportunities. This is an entirely voluntary process. Participating in this survey will not result in financial remuneration or support from PIN, and is for information gathering purposes only. This survey is confidential, and we will not share your personal details or identity with third parties without your consent. I anticipate that the survey will take approximately 15 minutes to complete. Are you willing to participate in this survey?

☐ Yes

☐ No



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## Consumer Survey

### » Section A: Consumer Personal Info

#### Gender of Consumer

- ☐ Male
- ☐ Female

#### Which food commodities do you wish to purchase at least weekly or monthly?

- ☐ Dairy Products
- ☐ Meat Products
- ☐ Poultry
- ☐ Fish
- ☐ Vegetables
- ☐ Fruit
- ☐ Canned Goods
- ☐ Dried Goods (pasta, rice, flour, lentils, chickpeas, etc.)
- ☐ Baked Goods (Bread, cakes, pastries, etc.)
- ☐ Confectionary (sweets, etc.)
- ☐ Other

If other, please specify

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#### Are you able to buy all the main food commodities that you wish to purchase available in this market?

- ☐ Yes
- ☐ No



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If not, which food commodities that you wish to purchase frequently are not available in this market?

- ☐ Dairy Products
- ☐ Meat Products
- ☐ Poultry
- ☐ Fish
- ☐ Vegetables
- ☐ Fruit
- ☐ Canned Goods
- ☐ Dried Goods (pasta, rice, flour, lentils, chickpeas, etc.)
- ☐ Baked Goods (bread, cakes, pastries, etc.)
- ☐ Confectionary (sweets, etc.)
- ☐ Other

If other, please specify

---

Has this changed before / after the conflict?

- ☐ Yes
- ☐ No

If yes, please explain

---

What is the reason that you are not able to buy these food items?

- ☐ No availability in the market
- ☐ Available in the market, but prices are too high
- ☐ Available in the market, but the quality is poor
- ☐ Available in the market, but there are frequent shortages
- ☐ Other

If other, specify

---

Are you able to buy these food items elsewhere in the city?

- ☐ Yes
- ☐ No



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If yes, where are you able to buy them?

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Which main non-food items do you frequently wish to purchase?

- ☐ **Clothing**
- ☐ **Bedding**
- ☐ **Kitchen Items**
- ☐ **Toiletries**
- ☐ **Household Items**
- ☐ **Other**

If other, specify

---

Are you able to purchase these non food items in this market?

- ☐ **Yes**
- ☐ **No**

If not, which non-food items are you not able to buy in this market?

- ☐ Clothing
- ☐ Bedding
- ☐ Household Items
- ☐ Kitchen Items
- ☐ Toiletries
- ☐ Other

If other, please specify

---

Has this changed before / after the conflict?

- ☐ **Yes**
- ☐ **No**

If yes, please explain

---



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What is the reason that you are not able to buy these non food items?

- ☐ No availability in the market
- ☐ Available in the market, but prices are too high
- ☐ Available in the market, but the quality is poor
- ☐ Available in the market, but there are frequent shortages
- ☐ Other

If other, please specify

---

Are you able to buy these non food items elsewhere in the city?

- ☐ Yes
- ☐ No

If yes, please specify where

---

Which other materials and services do you frequently wish to purchase?

- ☐ **Construction Materials / Services**
- ☐ **Mechanics Materials / Services**
- ☐ **Carpentry Materials / Services**
- ☐ **Plumbing Materials / Services**
- ☐ **Electrics Materials / Services**
- ☐ **Telecommunication Materials / Services**
- ☐ **Tailoring Materials / Services**
- ☐ **Barbers Services**
- ☐ **Hairdressing Services**
- ☐ **Beauty Materials / Services**
- ☐ **Other**

If other, please specify

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Are you able to purchase these services in this market?

- ☐ Yes
- ☐ No



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If not, which other materials and services are you not able to purchase?

- ☐ Construction Materials / Services
- ☐ Mechanics Materials / Services
- ☐ Carpentry Materials / Services
- ☐ Plumbing Materials / Services
- ☐ Electrics Materials / Services
- ☐ Telecommunication Materials / Services
- ☐ Tailoring Materials / Services
- ☐ Barbers Services
- ☐ Hairdressing Services
- ☐ Beauty Materials / Services
- ☐ Other

If other, please specify

Has this changed before / after the conflict?

- ☐ Yes
- ☐ No

If yes, please explain

What is the reason that you are not able to buy these materials and services?

- ☐ No availability in the market
- ☐ Available in the market, but prices are too high
- ☐ Available in the market, but the quality is poor
- ☐ Available in the market, but there are frequent shortages
- ☐ Other

If other, please specify

Are you able to buy these materials and services elsewhere in the city?

- ☐ Yes
- ☐ No



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If yes, please specify where

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» » Section C: Consumer Info

» » » Group

1

What percentage of consumers in the market do you estimate to be from neighbourhoods in East Mosul city?

What percentage of consumers in the market do you estimate to be from neighbourhoods in West Mosul city?

What percentage of consumers in the market do you estimate to be from rural areas outside of Mosul city?

Have these percentages changed before / after the conflict?

☐ Yes

☐ No

If yes, please explain in further detail

---

What percentage of consumers in the market do you estimate to be women?

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Has this changed before/after the conflict?

☐ Yes

☐ No

If yes, please explain

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Do women face any specific obstacles or risks whilst travelling to / shopping in / returning from this market?

☐ Yes

☐ No

If yes, please explain

---

What steps could be taken to address these obstacles / risks?

---

Are there any groups in the community which face specific obstacles or risks whilst travelling to / shopping in / returning from this market?

☐ Yes

☐ No

If yes, please explain

---

What steps could be taken to address these obstacles / risks?

---

#### » » Consumer Preferences

Are there shops which seem to have MORE CUSTOMERS than others in the market?

☐ Yes

☐ No

If yes, what types of goods / services are they selling?

---

If yes, who are the vendors (male/female, ethnic/religious/community grouping, etc.)?

---

If yes, what is the approximate size of these businesses (cart, stall, shop front, larger shop)?

---



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Do you observe anything to explain why these stores are more popular than others (quality of goods, location, range of goods offered, prices, staff, etc.)

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Are there shops which seem to have LESS CUSTOMERS than others in the market?

☐ Yes

☐ No

If yes, what types of goods / services are they selling?

---

If yes, what is the approximate size of these businesses (cart, stall, shop front, larger shop)?

---

If yes, who are the vendors (male/female, ethnic/religious/community grouping, etc.)?

---

Do you observe anything to explain why these stores are less popular than others (quality of goods, location, range of goods offered, prices, staff, etc.)

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**Final comments**

Any additional comments and observations

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**Picture of the market**

[Click here to upload file. \(< 5MB\)](#)

**Picture of the market**

[Click here to upload file. \(< 5MB\)](#)

**Picture of the market**

[Click here to upload file. \(< 5MB\)](#)

Any other comments.

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DEVELOPMENT COOPERATION