



Survey Questionnaire

Assessing food choices in Dhaka: the role of selected motives, food security status, and pricing strategies

Sociodemographic variables:

Data collection area:

1. Gender: ☐ Male ☐ Female ☐ Other	2. Age:	3. Household size:
4. Education level: ☐ None ☐ Basic ☐ SSC ☐ HSC ☐ University degrees	5. Working status: ☐ Service ☐ Trading/Business ☐ Unemployed ☐ Retired ☐ Student ☐ Other	6. Household monthly income (BDT): ☐ < 31000 ☐ 31000-99,999 ☐ 100000-250000 ☐ >250000
		7. Monthly household food expenses (BDT) ☐ < 5000 ☐ 5000 – 10000 ☐ 10001 – 15000 ☐ 15001 – 20000 ☐ > 20000 ☐ Unknown

8. Purchasing behaviors:

8a. How often do you go grocery shopping?

☐ Everyday ☐ Bi-weekly ☐ Weekly ☐ Monthly ☐ Other

8b. Where do you typically buy your groceries?

☐ Local kancha bazar ☐ Grocery shops ☐ Street market ☐ Supermarkets
☐ Online ☐ Floating market ☐ Other

8c. Which type of brand do you prefer to buy in case of packaged food?

☐ No preference ☐ Regional/Local brand ☐ National brand ☐ Multinational brand
☐ Other

8d. Which item do you normally reduce from your list during price hikes?

☐ Cereals ☐ Fruits ☐ Vegetables ☐ Fish ☐ Meat ☐ Pulses ☐ Dairy ☐ Other ☐ No item

8e. Do you change your family food budget depending on price fluctuation?

☐ Yes ☐ No

8f. Does food price variability influence you in the volume of purchase?

☐ Yes ☐ No

8g. How frequently do you consider price in food purchase?

☐ Always ☐ Often ☐ Sometimes ☐ Rarely ☐ Never

8h. Which factor influences you the most in buying food?

☐ Price ☐ Taste ☐ Health ☐ Brand ☐ Quality ☐ Convenience ☐ Familiarity
☐ Other

9. Eating behaviors:

9a. To what extent do you reduce your meal frequency per day?

☐ Always ☐ Often ☐ Sometimes ☐ Rarely ☐ Never

9b. To what extent do you reduce your portion sizes?

☐ Always ☐ Often ☐ Sometimes ☐ Rarely ☐ Never

10. Food related behaviors and experiences in accessing the severity food insecurity:

During the last 12 months, was there a time when, because of lack of money or other resources...

10a. You were worried you would not have enough food to eat?

☐ Yes ☐ No

10b. You were unable to eat healthy and nutritious food?

☐ Yes ☐ No

10c. You ate only a few kinds of foods?

☐ Yes ☐ No

10d. You had to skip a meal?

☐ Yes ☐ No

10e. You ate less than you thought you should?

☐ Yes ☐ No

10f. Your household ran out of food?

☐ Yes ☐ No

10g. You were hungry but did not eat?

☐ Yes ☐ No

10h. You went without eating for a whole day?

☐ Yes ☐ No

11. Food Choice Questionnaire.

On a scale of 1 to 5 (1= very unimportant; 2= unimportant; 3= Neutral; 4= Important; 5= Very important)

It is important to me that the food I eat in a normal day:	Level of importance				
	1	2	3	4	5
Price					
is not to be expensive					
is to be cheap					
is to be good value for money					
Health					
contain a lot of vitamins and minerals					
keeps me healthy					
is high in protein					
is high in carbohydrate					
Sensory appeal					
tastes good					
looks nice					
smells nice					
Convenience					
Is easy to prepare					
can be bought from shops close to where I live or work					
Familiarity					
is what I usually eat					

12. Pricing Strategies

On a scale of 1 to 5 (1= strongly disagree; 2= disagree; 3= neutral; 4= agree; 5= strongly agree)

To what extent do you agree that the following pricing strategy...	...is attractive					...would make you consume more healthy food					... would make you consume less unhealthy food				
	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Healthy products on sale at cheap rate															
Offering healthy food options at a lower VAT* rate															
Tax rise on unhealthy food items															
Discounting price when purchasing certain number of healthy products															
Allocating government subsidy on healthy food items															
Subsidized prices through TCB* operated open market sale															
Buy one get one free healthy food item															

VAT*, Value Added Tax; TCB*, Trading Corporation of Bangladesh.