

Work package number	9	Start date or starting event:	19
Work package title	Consumer quantitative survey		
Activity type	RTD		
Objectives			
<p>The general objective is the analysis of the drivers and determinants of food consumption behaviour in the WBC. The aim of this WP is to measure the quantitative aspects that are identified in the four qualitative consumer studies, WP 5,6,7,8. In this part also capacity building aspects in research method related to food will be implemented through several activities (questionnaire preparation, fieldwork execution, report preparation).</p> <p>The main purpose of this work package is, eventually to quantify with the same methodology the different aspects of food behaviour, image and values that are given to food product by local consumers and that would have been identified in the previous case studies work packages.</p> <p>The objective is to obtain quantifiable data on several aspects:</p> <ul style="list-style-type: none"> • Understanding of consumer behaviour related to food (main habits, drivers and demands) – consumer purchasing, cooking and eating behaviour and habits, • Understanding of perceptions and attitudes concerning different aspects of food products – health dimensions, modern vs. traditional, attitudes toward special product categories (fruit, vegetables, meat and fish, fat, diary products, bread...), • Understanding the implication of consumer trends for products in focus of our interest, • Understanding how people live and plan their lives – life style of consumers, • Understanding of consumers segmentation (concerning attitudes, demographic profile, psychology, purchasing models). 			
Description of work			
<p>SMMRI will lead this quantitative study, RIHP and IPH will include health aspects in the preliminary work and work more in detail on the second part of the questionnaire. GEM, LEI and ENITAC will support SMMRI in framing the data collection process, with the appropriate scientific requirements and methods. UL-SLO, IPH MNE, RIHP and BIH will include, respectively, the traditional products, health claim products and fruit consumption aspects in the survey design. The contributions of partners in form of comments and critiques will be incorporated in the final report.</p> <p><i>Activity 9.1 Survey design</i></p> <p><i>Activity 9.2 Sample preparation</i></p> <p><i>Activity 9.3 Data collection and interpretation</i></p>			
Deliverables			
<p>D9.1 Report with frequencies and basic socio-demographic cross-tabulations with key findings and indication of statistical significance (SMMRI KAL©). Month 30.</p> <p>D9.2 Summary presentation of main results. Month 30.</p> <p>D9.3 Datasets in SPSS or ASCII format. Month 30.</p>			