



**MOUNTAIN
HER**

Deliverable achievement report

Deliverable 6.1.1

Description of completion

As from the proposal, two virtual platforms are established for the consumer tests:

- a first consumer panel for pre-tests of questionnaires: consumers from 6 countries answered a short involvement questionnaire where name, age, nation, educational level and e-mail address are given. The panel is mainly involving persons with medium to high educational level which is coherent with the target of high added value products coming from modern, sustainable practices and from activities with intrinsic social value;
- but we'll also make use of the well-established, representative panel of a survey provider. We have selected the survey provider, after asking for a few quotations (see dedicated report on the provider choice – Toluna eas selected).

We will therefore make use of two panels, one with explicit e-mails and one whose contacts are not disclosed (they are Toluna's property) but are representative of the population.

Also the signed contract with Toluna is available.

Justification of delay

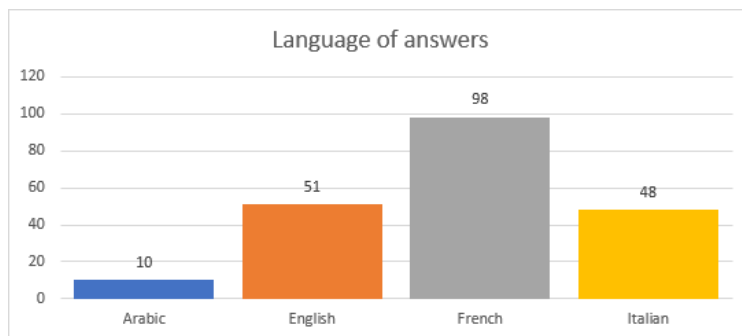
A slight delay was generated by the need to reach at least 200 participants in the pre-test consumer panel.

The first consumer panel: structure

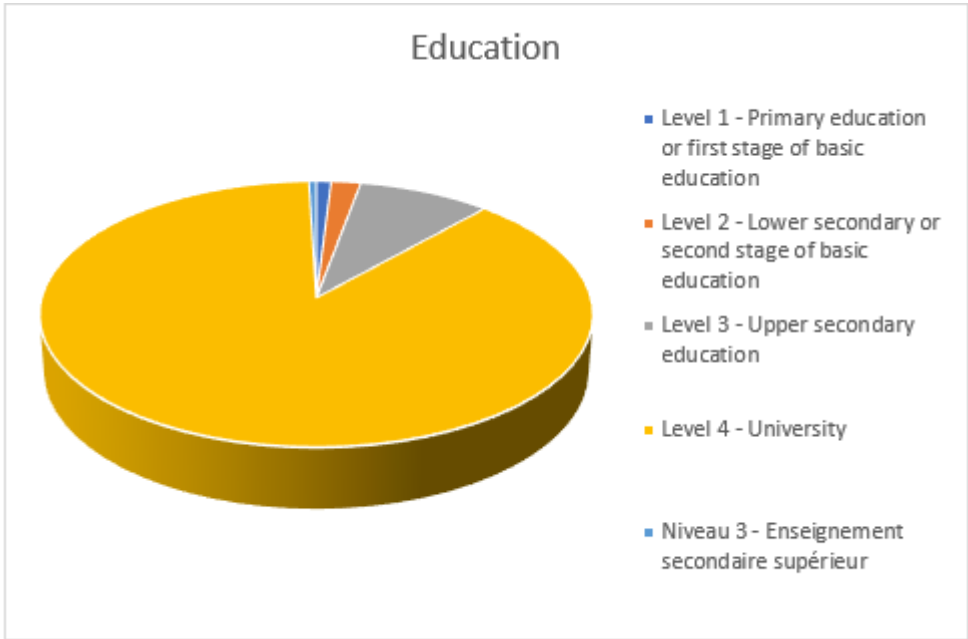
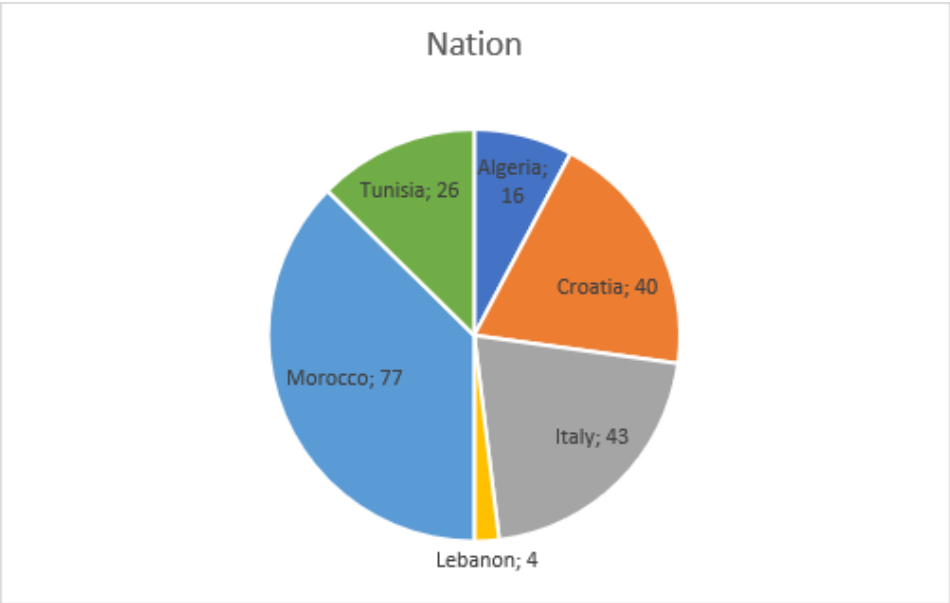
The panel involves 107 consumers, that are all responsible – totally or partially – of the family food shopping (which generates a representatively correct imbalance, in the panel, in favour of female respondents). There is, nevertheless, a good equilibrium between females and males.

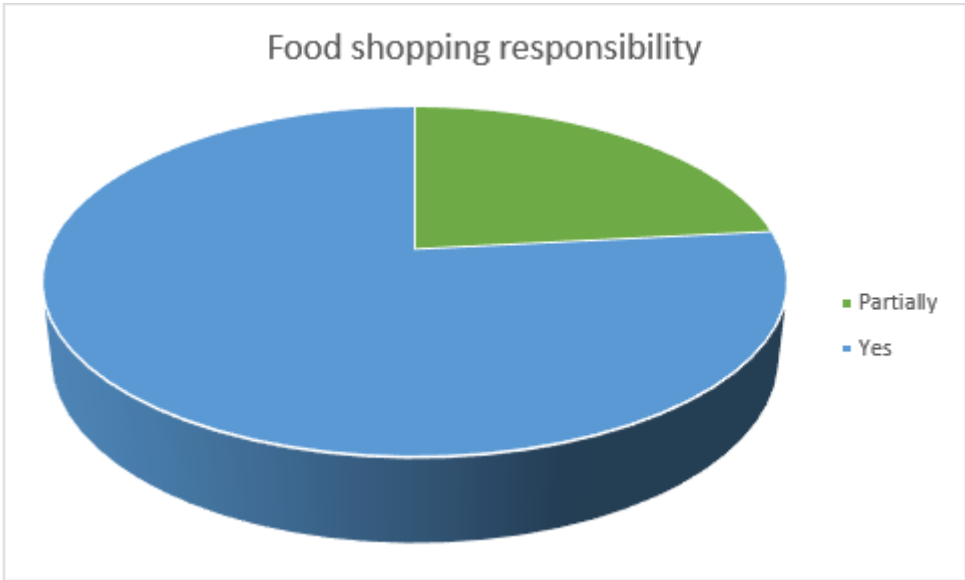
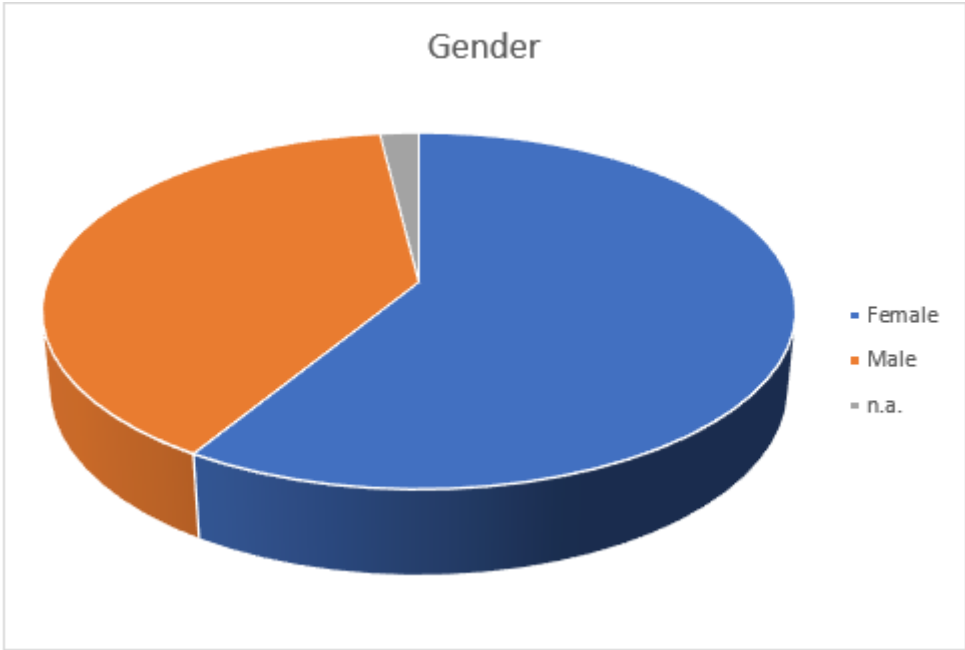
It is mostly made of persons with University degree, which is good because of the high-level positioning we want to achieve with MountainHER products: we must make sure that higher socio-economic level persons will appreciate our products, and at which conditions (concept) they are willing to choose them.

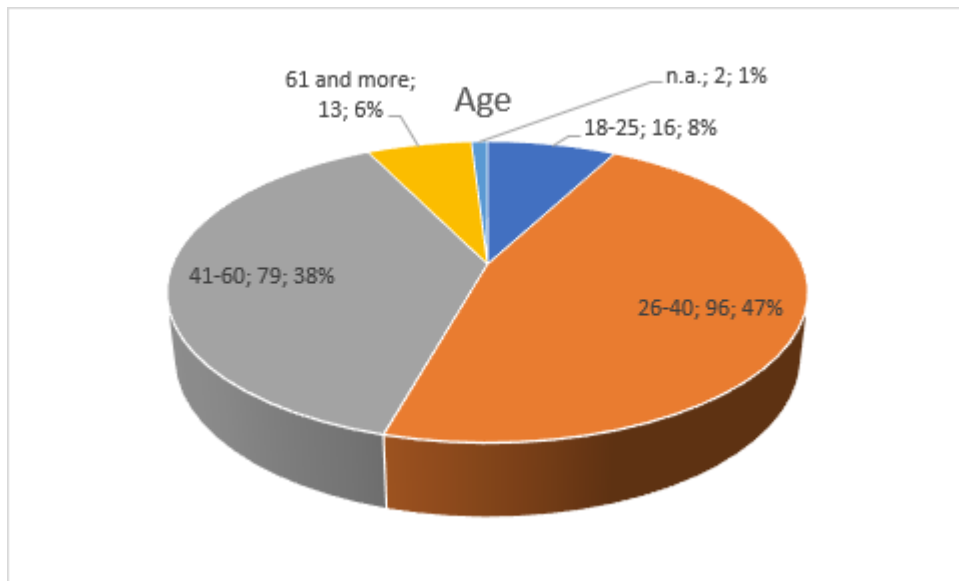
Respondents come from all the 6 countries of the project, and chose to answer in 4 different languages, which means that the questionnaires will be consequently translated. Panelists who answer in Italian are being involved with a first test questionnaire (<https://forms.gle/hoibRyjYAKmVFciQ6>), which is undergoing translation in English (for Croatian consumers: the final version will of course be translated into Croatian), French and Arabic.



Which option best describes your gender?	Age bracket	Are you responsible or co-responsible for home food procurement ?	n° of respondents	% repondents
Female	18-25	Partially	7	3.38%
		Yes	4	1.93%
	26-40	Partially	18	8.70%
		Yes	47	22.71%
	41-60	Partially	3	1.45%
		Yes	34	16.43%
61 and more	Yes	7	3.38%	
n.a.		Yes	2	0.97%
Female Totale			122	58.94%
Male	18-25	Partially	3	1.45%
		Yes	2	0.97%
	26-40	Partially	8	3.86%
		Yes	21	10.14%
	41-60	Partially	10	4.83%
		Yes	31	14.98%
61 and more	Yes	6	2.90%	
Male Totale			81	39.13%
n.a.	18-25	Yes	1	0.48%
	26-40	Yes	2	0.97%
	41-60	Yes	1	0.48%
n.a. Totale			4	1.93%
Totale complessivo			207	100.00%







Supporting documents

- Internal virtual platform (excel file)
- Procedure of selection of provider
- Contract with provider
- First test questionnaire in Italian



MOUNTAIN HER

Empowering women in mountain
farming communities



PRIMA
PARTNERSHIP FOR RESEARCH AND INNOVATION
IN THE MEDITERRANEAN AREA