

Research Questionnaire

Questionnaire number _____ Survey time _____

Survey location _____ Province _____ City _____ Township _____ Village _____

Surveyor Checker _____

Respondent PID _____

A. Basic information of the farm household

Personal code	Relationship with the head of household	Sex	Age	Education	Career	Technical Training
	Code 1	Male = 1; Female = 0	Year	Year	Professional farming = 1 Part-time farming = 2 Self-employed = 3 Professional workers = 4 Enterprise and public institution workers = 5 Other = 6	Yes = 1 No = 0
1						
2						
3						
4						
5						
6						
7						
8						

NOTES : Code 1: 1 head of household; 2 spouse; 3 son; 4 daughter; 5 father; 6 mother; 7 grandfather; 8 grandmother; 9 daughter-in-law; 10 son-in-law; 11 grandson; 12 granddaughter; 13 other

B The income and expenditure of farm households and infrastructure

Farm household income	Income	Farm household expenditure	Expenditure
Income from growing food crops		Growing food crop inputs	
Growing cash crops (fruits, etc.)		Growing cash crops (fruits, etc.)	
Farming income		Farming inputs	
Wage income from enterprises and institutions		Expenditure on food and alcohol	
Income from outworking		Clothing expenses	
Income from self-employment		Housing expenses (rent)	
Property income (land rent, rent, etc.)		Living goods and services	
Income from old-age pension, low-income insurance, senior citizen		Transportation and communication expenses	
Income from agricultural subsidies, etc.		Education, culture and entertainment expenses	
Income from personal favors		Human affairs expenses	
Children's allowance		Wedding and funeral expenses	
Others, please specify		Health care expenses	
		Insurance expenses	
		Other, please specify	
Total income		Total expenses	

C. Management information

- C01.** Your family has been operating kiwifruit for _____years. Your household cultivated an area of _____mu in 2014 and planted an area of kiwifruit of _____mu, and in 2017 cultivated an area of _____mu and planted an area of kiwifruit of _____mu.
- C02.** During the Spring Festival, the number of people in your family who visited each other in various ways_____; the number of relatives who often visited each other_____; the number of friends who often visited each other_____; the number of relatives who often visited each other_____; the number of relatives who often visited each other_____; the number of relatives who often visited each other_____.
- C03.** How often does your family communicate with agricultural technicians or experts?
1 = never; 2 = rarely; 3 = sometimes; 4 = often; 5 = frequently
- C04.** How often does your family communicate with kiwifruit farmers?
1 = never; 2 = rarely; 3 = sometimes; 4 = often; 5 = frequently
- C05.** How often does your household communicate with village officials?
1 = never; 2 = rarely; 3 = sometimes; 4 = often; 5 = frequently
- C06.** How often does your household communicate with new business organizations such as agricultural enterprises and cooperatives?
1 = never; 2 = rarely; 3 = sometimes; 4 = often; 5 = frequently
- C07.** Is your household willing to sell kiwifruit through e-commerce?_____ 1= Yes, 0 = No. Does your household already sell kiwifruit through e-commerce channels?_____1= Yes, 0 = No;
- C08.** Do you think the main reasons preventing you from participating in e-commerce sales are
1 = Internet access restrictions; 2 = inconvenient logistics; 3 = lack of leaders; 4 = lack of capital; 5 = uncompetitive products; 6 = lack of connections; 7 = other
- C09.** Has your family ever experienced online shopping?_____1 = Yes, 0 = No; Number of times your family participated in e-commerce training_____.
- C10.** Distance from your home to the nearest courier point _____km; distance from your home to the marketplace km; distance from your home to the township _____km; distance from your home to the county town _____km; distance from the largest kiwifruit plantation to your home _____km.
- C11.** How convenient do you think the logistics in your village are
1 = very inconvenient ; 2 = rather inconvenient ; 3 = average ; 4 = rather convenient ; 5 = very convenient;
- C12.** Do you think the local logistics costs are ?
1 = very low ; 2 = rather low ; 3 = average ; 4 = rather high ; 5 = very high.

Village Questionnaire

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Surveyor Checker _____

1. The total population of the village is _____, and there are _____ natural villages under its jurisdiction, with the number of households _____, including the number of kiwifruit planting households _____.
2. Area of the village square _____ kilometers, arable land area _____ mu, transfer area _____ mu, including kiwifruit planting area _____ mu.
3. The number of express points in the village _____, if there is no express point, the distance of the village from the nearest express point _____ km
4. the number of rural e-commerce service points in the village _____.
5. Is there any e-commerce support policy in the village? _____ 1 = Yes, 0 = No; Are there any subsidies for e-commerce? _____ 1=Yes, 0=No. If yes, the form of subsidy is _____ . Number of e-commerce training sessions _____, households have participated in e-commerce training _____.
6. _____% of cable TV coverage in the village, _____% of computer penetration in the village, _____% of Internet access in the village, _____ is the village network signal stable? _____ 1 = Yes, 0 = No
7. The number of households engaged in kiwifruit e-commerce in the village _____, the number of households with kiwifruit online stores _____, the number of micro-business households _____%.
8. The number of kiwifruit cooperatives in the village _____, the number of households voluntarily joining kiwifruit e-commerce cooperatives _____.
9. Number of training sessions on kiwifruit cultivation technology in the village _____.