

MOUNTAIN PRODUCTS INITIATIVE

Consumer survey: results

New Delhi, December 2015



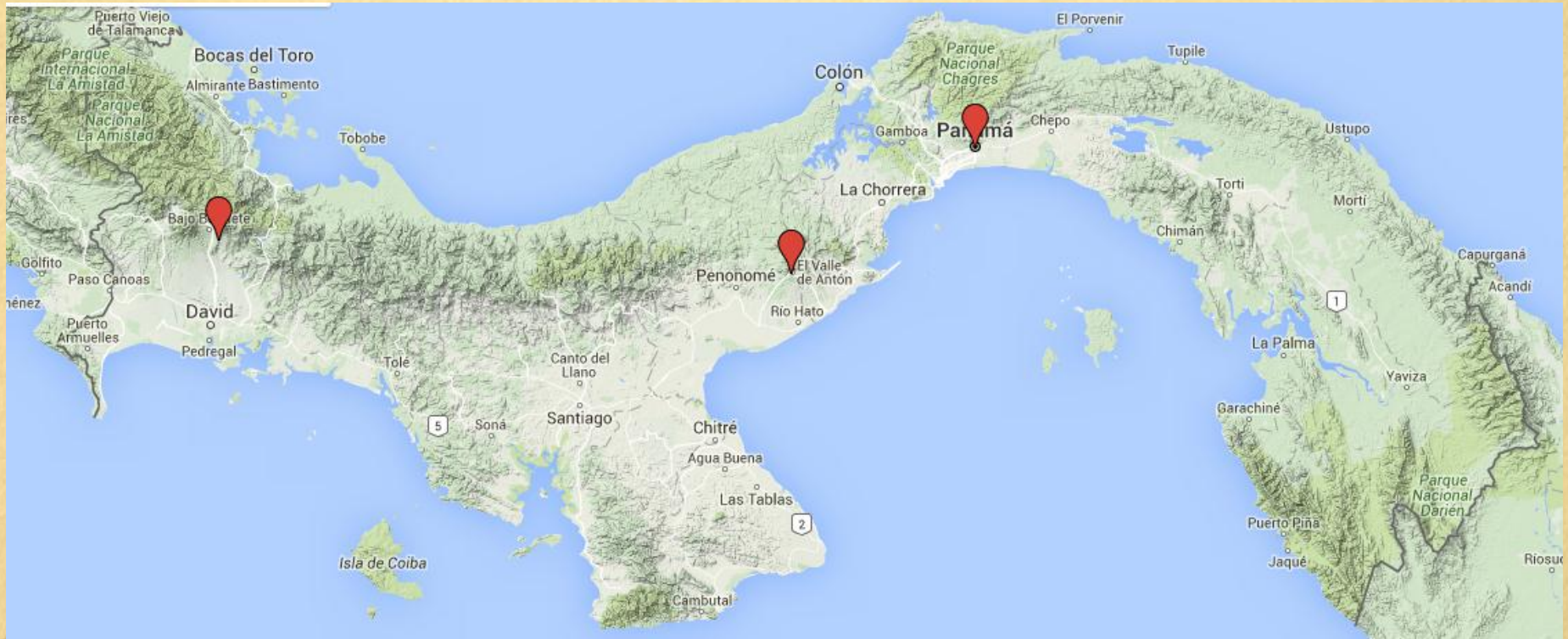
Mountain Partnership



Italian Development
Cooperation
Ministry of Foreign Affairs



PANAMA: sampling cities



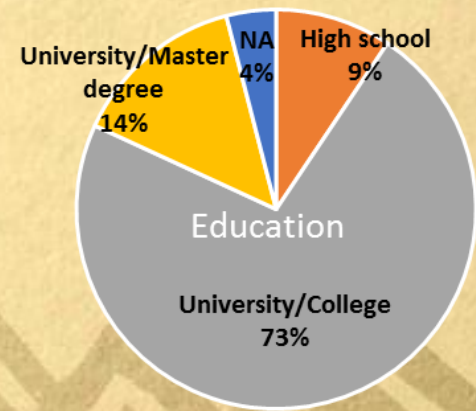
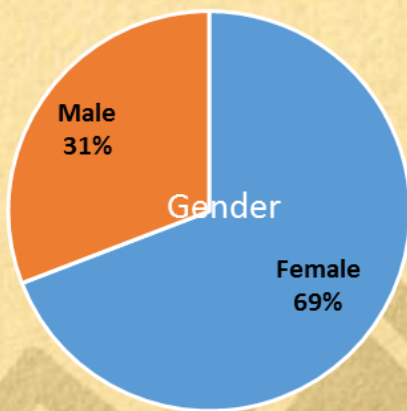
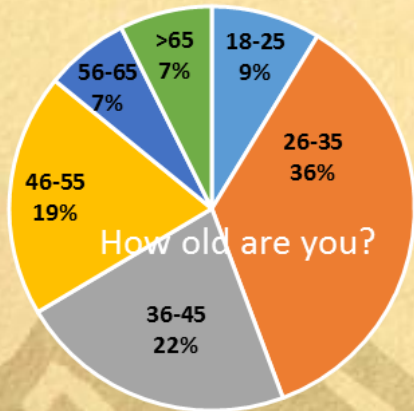
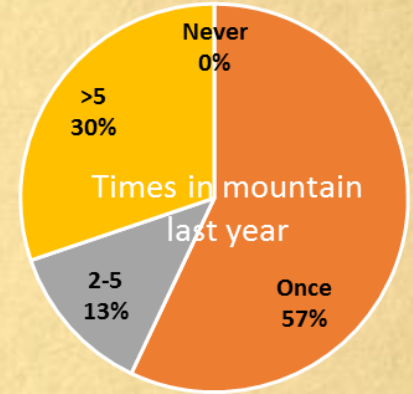
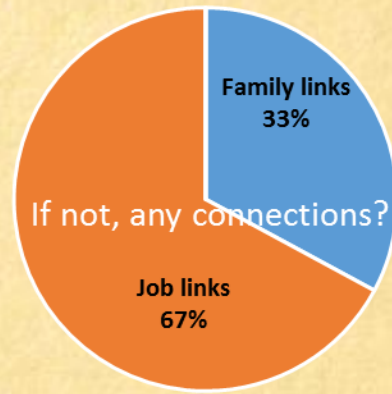
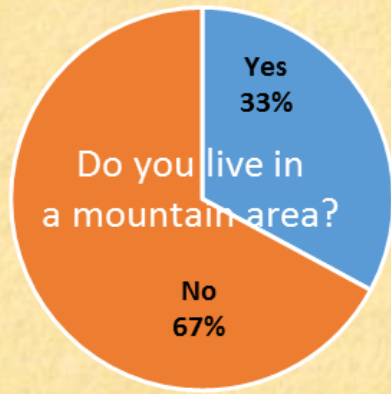
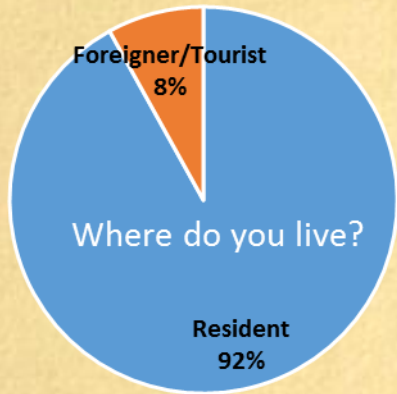
Sample size: 149 people

WB income group: upper middle income

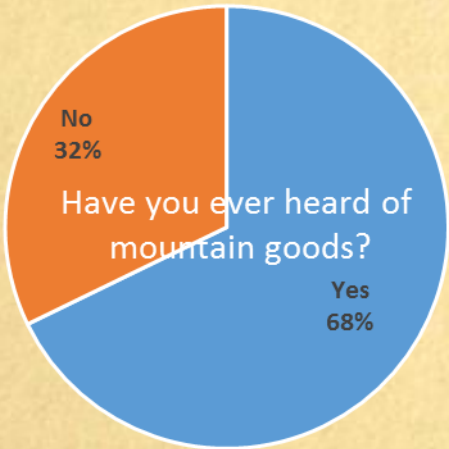
2015 population: 4 million

Area: 78 569 km²

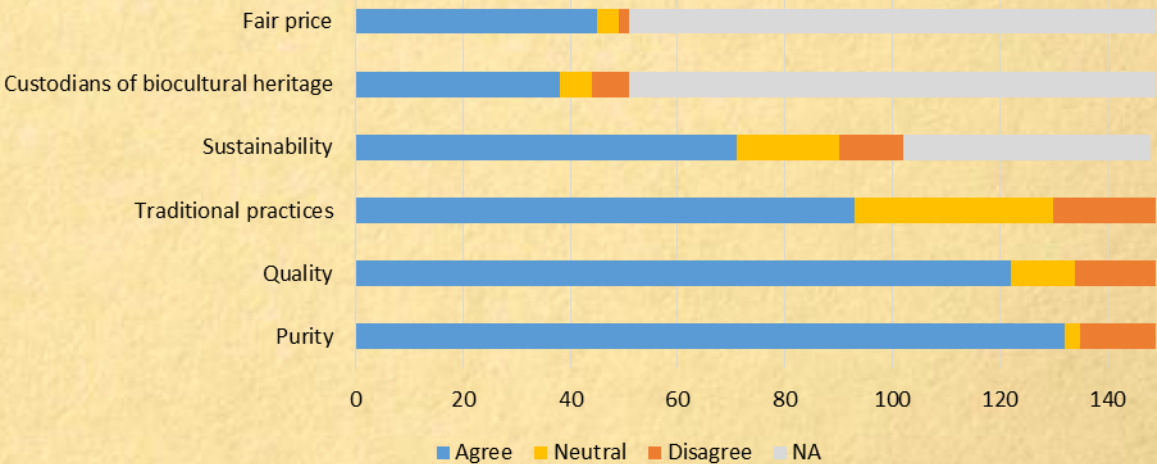
PANAMA: the sample



PANAMA: values for mountain goods



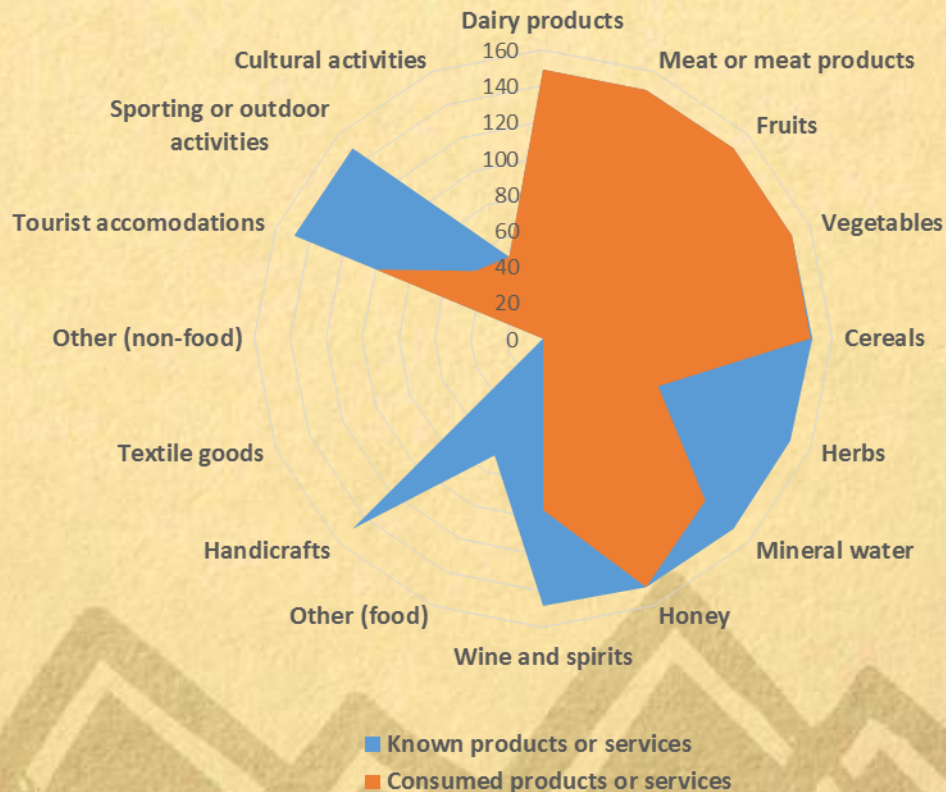
Do you agree with the following values for a mountain product or service?



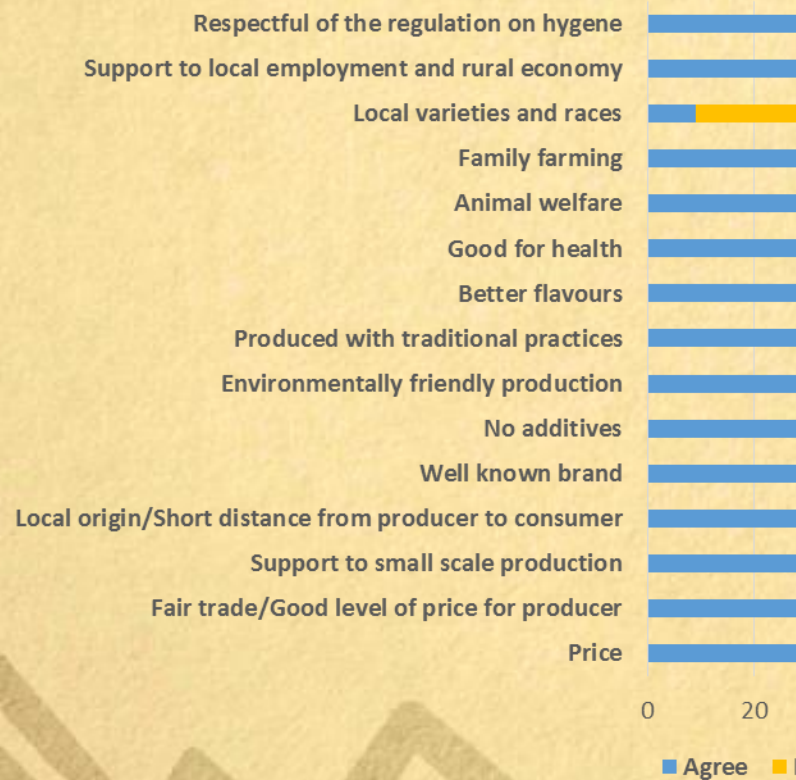
All interviewed people declared to know mountain goods with these features

PANAMA: known and consumed mountain goods

All interviewed people declared to consume mountain goods sometime



PANAMA: important attributes when purchasing mountain goods



PANAMA: mountain label

100%

All interviewed people declared that it would be useful that a specific label exists to guarantee that goods are truly a mountain products or services.

100%

If a label exists, they would **all** be willing to pay a little more for such labelled mountain product or service