BHUTAN NATIONAL TEXTILES PURCHASE AND CONSUMPTION

Survey Report
2022

NATIONAL TEXTILES PURCHASE AND CONSUMPTION

Survey Report
2022

NATIONAL TEXTILES PURCHASE & CONSUMPTION

Survey Report 2022

FOREWORD

The value, importance and significance of textiles to Bhutan's national and cultural identity are unparallel; nowhere else is textile so integral to the soul of a nation. Yet, the economics of textiles is seldom addressed to provide a comprehensive understanding of the mechanics and workings of the entire sector.

In recent times, attempts have been made to comprehend the supply side of the industry - Bhutan Weaver Survey was conducted in 2010 and again in 2022 - Bhutan Hand-Woven Textile Industry Survey. Yet, in order to provide a holistic understanding of the industry, the demand side also needs to be surveyed, findings analyzed and status understood.

Driven by this need, the Royal Textile Academy of Bhutan (RTA) commissioned a national survey to uncover how textiles are consumed, what are the quantities purchased, the implications of these purchases, consumers' opinions and forecasting future purchasing trends. As a result, the National Textiles Purchase and Consumption Survey Report is a humble but assured step in understanding the economics of the textile sector in Bhutan. This survey is the first of its kind to be conducted by RTA and in Bhutan.

The findings from the survey both inform and intrigue the reader. Although it is not surprising that hand-woven textiles in Bhutan echoes quality and design excellence, other more economically priced textiles (such as machine woven textiles and meche loom textiles) also have a place in the wardrobe of an average Bhutanese person. The analysis and recommendations arise are thought-provoking and insightful. For example, one of the recommendations is to alleviate hand-woven textiles into the realm of bespoke, aspirational products, driven by creativity and innovation. In many ways, this trajectory is already a reality where silk-on-silk kushuthara are already much desired and valued textiles, worn only on very special and meaningful occasions. Thus, the real value of this report is in articulating and arguing for what is already prevailing in the minds of policy makers, industry stakeholders and organizations involved in the development of the hand-woven textile sector, designers, weavers, etc.

I sincerely hope that this report will open up prospects for more robust, evidence-based policy discussions and development in order to further develop Bhutan's hand-woven textile sector, enriching the soul of this nation.

Tashi Delek!

Dasho Sonam Wangyel

TABLE OF CONTENTS

ABBREVIATIONS

BLSS : Bhutan Living Standard Survey

BTS : Bhutan Trade Statistics

CBI : Culturally Based Industries

CCI : Cultural and Creative Industries

CFCH : Centre for Folklife and Cultural Heritage

IMSL : Institute of Management Studies Limited

INR : Indian Rupees

MoEA : Ministry of Economic Affairs

MoF : Ministry of Finance

MoHCA : Ministry of Home and Cultural Affairs

NSB : National Statistical Bureau

NU : Ngultrum

PHCB : Population and Housing Census of Bhutan
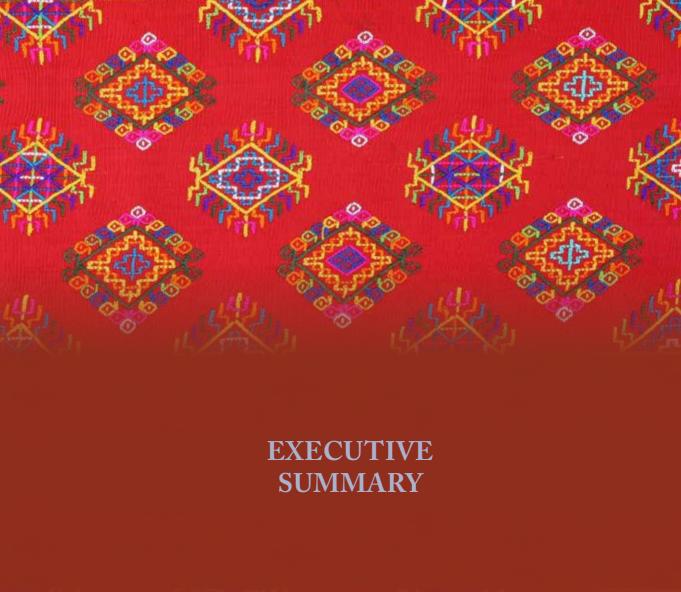
RGoB : Royal Government of Bhutan

RTA : Royal Textile Academy

SPSS : Statistical Package for the Social Science

TCB : Tourism Council of Bhutan

US$: United States Dollar

EXECUTIVE SUMMARY

One of Royal Textile Academy (RTA)'s aims is to sustain weaving practices and expressions in Bhutan. In order to achieve this goal, it is important to understand the purchase and consumption patterns of textiles in Bhutan. In partnership with Centre for Folklife and Cultural Heritage (CFCH) of Smithsonian Institution, the RTA conducted this nationwide National Textiles Purchase and Consumption Survey in 2021.

Objectives of the Survey

The objectives of the survey were to:

1) Investigate purchase and consumption patterns of textiles woven on Back-strap, *Meche* and Machine looms;
2) Understand consumers' opinion on the quality of textiles woven on Back-strap, *Meche* and Machine looms;
3) Examine consumers' view on the costs of textiles woven on Back-strap, *Meche* and Machine looms; and
4) Consider the future purchases of consumption of textiles woven on Back-strap, *Meche* and Machine looms.

Overview of Survey Methodology

The sample size for the National Textiles Purchase and Consumption Survey 2021, as provided by the RTA, was 4,000. Employing 'Representative sampling', the sample was distributed across 20 dzongkhags with the sample ratio reflecting on population density of each dzongkhags.

The approach taken for this survey included three phases in the following manner –

- **Pre-field Phase** – Carried out literature review, questionnaire development, enumerators training, and pilot testing questionnaire
- **Field Phase** – Actual conduct of the survey
- **Post-field Phase** – Data entry and cleaning, data analysis and report writing

For its accuracy and efficiency, the data collected was processed using SPSS software. The edited and processed data was further analysed using Microsoft excel.

Survey Participation

A total of 4,000 respondents – 2,745 Females and 1,255 Males – participated in the survey. Respondents by age groups were '25-35 years' (<45%), '36-45 years' (>25%), and '46-55 years' and '56 years and above' (>15% each).

Marital status groups included – 'Married with at least one child below 18 years' (>50%), 'Married with all children above 18 years' (>25%), 'Single' and 'Married without children' (<10% each), 'Divorced/ widowed' (<5%), and 'Prefer not to say' (<1%).

Respondents by educational background were 'No Formal Education' (<45), 'Primary' (>10%), 'Secondary' (<20%), 'Higher secondary (<15%), 'Vocational diploma' (<2%), 'University' and 'College' (>5% each) and 'Postgraduate degree' (<3%).

Respondents by occupation included 'Farmers' (>25%), 'Business' (>20%), 'Housewives/Husbands' (>15%), 'Civil Servant' and 'Private organisation' (<10% each), 'Unemployed', 'Corporate office', and 'Self-Employed' (<5% each), 'Students' (<1%), and 'Monks/nun' (<0.5%).

By employment status respondents were 'Unpaid family workers' and 'Self-Employed' (>35% each); 'Regularly paid employee' (>20%); 'Unemployed' and 'Casual paid workers' (<3% each); 'Others' (<1%); and 'Employers' (<0.5%).

Participation by region, over 45% (1,823) of the participants were from Western region, followed by Eastern region (>20%), and Central region and Thimphu dzongkhag dzongkhag (>15% each).

Summary of Key Findings
1. Proportionately more respondents purchased 'Less than 5' Gho/Kira pieces in the past 24 months across all three looms – 'Back-strap' (<60%), 'Machine' (>55%), and 'Meche loom' (>50%).
2. Gho/Kira woven on Back-strap loom stand out either as 'Excellent' or 'Above Average' quality, followed by those woven on Meche loom.
3. Machine woven Gho/Kira are considered either as 'Average' or 'Below Average' quality, followed by Gho/Kira woven on Meche loom.
4. Gho/Kira woven on Back-strap loom are considered by far 'Expensive' to 'Very Expensive', followed by those woven on Meche loom.
5. Bulk of machine woven Gho/Kira are considered of 'Reasonable' cost, or even 'Cheap' to 'Very Cheap', followed by those woven on Meche loom.
6. Machine woven Gho/Kira are about 85% 'Likely' or 'Very Likely' to be purchased in the future, followed by purchases for Gho/Kira woven on Back-strap (>70%) and Meche (<70%) looms.

Key Recommendations
Way forward for Bhutanese hand-woven textile industry
1. Develop the Bhutanese hand-woven textile industry as a bespoke industry producing aspirational products.
2. Develop Meche loom textiles in ways to offer what Back-strap loom textiles cannot offer, rather than copying Back-strap loom textiles.
3. Increase the value of hand-woven textiles, rather than suppressing demand for machine woven textiles.
4. Make hand-woven textiles attractive for customers with high disposable income.
5. Attract young adults through creation of textiles with highly visible designs, in line with conspicuous products.
6. Establish a process/mechanism of Quality and Authenticity Certifications.
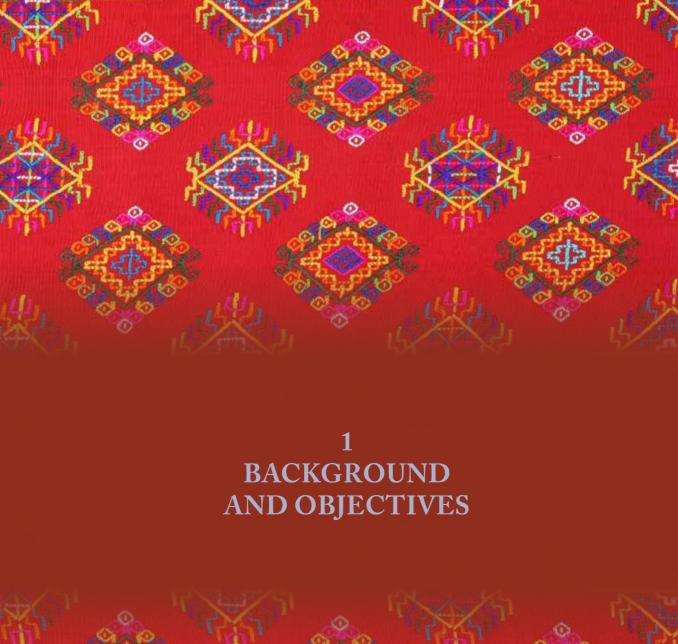
Questionnaire for Future Surveys
7. Sampling of future survey participants needs to be proportionate to the data from major surveys such as PHCB. Moreover, more appropriate means of sampling will have to be developed to reflect the population of Bhutan.

8. Thimphu dzongkhag City needs to be considered as a region on its own.
9. Disaggregated data be collected by rural-urban locations as well.
10. Data needs to be collected based on annual income of the respondents.
11. Data on occasion and frequency of wearing of Gho/Kira woven on the three looms needs to be collected.
12. Include a separate item of 'hand-woven textile products' in the visitor exit surveys by the TCB.
13. Include a separate item of 'hand-woven textile products' in the future Tourism Establishment Census of Bhutan by the TCB.

1
BACKGROUND
AND OBJECTIVES

1.1   Aim

One of Royal Textile Academy (RTA)'s aims is to sustain weaving practices and expressions in Bhutan. In order to achieve this goal, it is important to understand the purchase and consumption patterns of textiles in Bhutan as it expresses relevance and demand for hand-woven textiles in the country,   a means of sustainability. In partnership with Centre for Folklife and Cultural Heritage (CFCH) of Smithsonian Institution, this nationwide National Textiles Purchase and Consumption Survey was carried out in 2021.

1.2   Objectives

The general aim of this survey was to:

- *Obtain a profound understanding of how textiles are purchased and consumed which would serve as a guide to establish meaningful interventions to support the development of the textile industry in Bhutan.*

The specific objectives of the survey were to:

1) Investigate purchase and consumption patterns of textiles produced on/by Back-strap, Meche and Machine looms;
2) Understand consumers' opinion on the quality of textiles woven on/by Back-strap, Meche and Machine looms;
3) Examine consumers' view on the costs of textiles woven on/by Back-strap, Meche and Machine looms; and
4) Consider the future purchases of consumption of textiles produced on/by Back-strap, Meche and Machine looms.

1.3   Background: Literature Review

Textiles are at the very heart of the social fabric, culture and history of Bhutan, known for their sophistication, richness, and complex art form. Bean (1994: 13) noted that 'Bhutan's textiles, especially the intricate brocades and complex warp-striped patterns, are unmatched anywhere else in the world'. She further goes on to state that those products of diverse regional and ethnic specializations, put together, constitutes one of world's greatest textile traditions. Similarly, Myers and Pommaret (1994: 71) noted that –

> "In Bhutan, gifts of cloth are an expression of family and community networks to which an individual belongs, as well as of official popularity and favor; textile transactions also reflect larger relationships between and among families, communities, and the state. In the days when cloth was a major form of wealth, circulating throughout society like currency, woven cloth was used for payment of family and community taxes to the dzongs, for gifts to neighbouring states, and for state distributions to officials and monasteries. Cloth was a medium that linked villagers to church and state. The fabrics given as taxes, and as gifts, were those used in daily life."

Through various historical records, narratives, etc., Myers and Pommaret (1994) are convinced that, over the centuries, textiles had connected Bhutan to the world beyond its borders, not only through

shared traditions of weaving and dress but also through trade. Networks centered in nearby Assam and Tibet had radiated outward in all directions, far and wide, including from China in the east to as far as Afghanistan in the west. Authors note that Bhutanese had frequented market centres to the south, north, east, and west. (p.58) A sampling of Bhutanese export, for instance during Assamese trade fair in 1875, among others, textiles/fabric related goods included blankets (5,058 pieces), bundles of madder (10,813), "Bhutia bags" (506), and over four metric tons of lac. Similarly, Bhutan-Bengal trade at Pasakha (Buxa Duar) involved Bhutanese wild silk, woolen, and cotton textiles, and raw wool bound for export to England. Further, Bhutanese export to Tibet included   Bhutanese cloth and dyestuffs – madder, stick lac, red-and-gold plaid (*shabthrawo* – used in Tibet and Bhutan for inner garments worn by lamas and by women), and other cotton and wild silk cloths, as well as indigo and silk and cotton cloths from India. (p.64)

On the other hand, Myers and Pommaret (1994) note that imports to Bhutan, among others, textiles/ fabric related goods included – wool, coloured blankets and other woolen textiles, including plain and patterned woolen fabrics, pile carpets, most popular tie-dyed woolen fabric (*hothra jalo*) from Tibet, and through Tibet the Chinese patterned silks as well as white and coloured silk scarves (*khada*). They also imported wild silk and cotton cloths from Assam, white longcloth and silks from Bengal, as well as broadcloth and other textiles from Europe through India, etc. (p.61-63)

Looking at the present times, *Bhutan Trade Statistics* (BTS), an annual publication of the Ministry of Finance (MoF), Royal Government of Bhutan (RGoB), among numerous others, provide trade details for 'textile and textiles articles'. BTS for 2005, 2010 and 2015, and annually from 2016 – 2020, generally show that the value of import of 'textile and textile articles' has been increasing from Nu.172.3 million in 2005 to Nu.1.3 billion in 2020. However, export of the same 'textile and textile articles' has not kept pace with the growth in 'import'. The best 'textiles and textile articles' export year has been 2005 with the export value of Nu.787.13 million (nearly 100% by 'Man-made filaments'), and the worst ever has been in 2018 with a dismal export value of Nu.0.524 million. This situation seems to contradict with MoEA's (2011) claims over performance of weaving within culturally based industries (CBIs) as under:
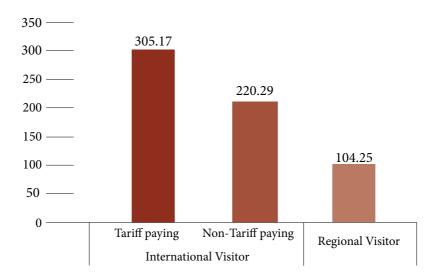
> *"… CBIs are net importers. However, the partial CBIs export almost their entire output (about 99%) and account for 98% of the total exports of all CBIs. Within this category, the weaving and handmade paper industries are the largest net exporters and consequently the biggest net foreign exchange earners among all CBIs." (pp.10)*

Perhaps much of the 'textiles and textile articles' produced in Bhutan are largely traded in the domestic market; part of the answer may be in the *Bhutan Living Standard Survey* (BLSS) reports.

In the *Bhutan Living Standard Survey* (NSB 2003, 2007, 2012 & 2017), 'clothing and footwear' is one of the items under 'Nonfood Consumption Expenditure' category. 'Clothing and footwear' as percentage of nonfood consumption expenditure in Bhutan has ranged between 9 – 15% from 2003 to 2017 (NSB 2003, 2007, 2012 & 2017). Of these, about 80 – 85% of the 'clothing and footwear' may be 'purchased' and another 10 – 20% of the 'clothing and footwear' consumed may be 'home-produced' (NSB BLSS

2003, 2007, 2012 & 2017). It may also be noted that anywhere from 0 to about 12% may also be 'gifted'. This concurs with findings from the *Bhutan Textile Industry Survey 2010* and *2021* which will be further elaborated below.

Figure A: Average out-of-pocket spending on 'Souvenirs and shopping' by international and regional visitors (in US$)

Further, the 2014 visitor exit survey by the Tourism Council of Bhutan (TCB) involving international and regional visitors found that the   visitors were attracted to Bhutan by its cultural and nature-based activities, adventure/sports and other attractions like textiles, community-based activities, wellness and spa, and retreat/meditation (p.29-30 & 43). The survey found that the average out-of-pocket spending by international 'tariff paying' and 'non-tariff paying' visitors on 'souvenirs and shopping' were respectively US$ 305.17 and US$ 220.29, non-tariff paying visitors (e.g., official, study and research, student exchange programme, conference, etc.; p.28) spending comparatively much lower. (p.30-31) The average out-of-pocket spending by the regional visitors (mostly Indians, followed by visitors from Bangladesh and Maldives; p.39) on 'souvenirs and handicrafts' were reportedly INR 6,254.76 (equivalent to US$ 104.25; 1 US$ = 60 INR/Nu in 2014) accounting for 24.4% of the total out-of-pocket spending. (p.45-46) (Refer Fig A below) However, it cannot be determined as to the share of 'hand-woven' textiles within the 'souvenirs and handicrafts' shopping.

Furthermore, TCB carried out *Tourism Establishment Census of Bhutan 2021,* as operational in 2019, covering themes such as accommodation; food, beverage and entertainment; transport, tour operators/ travel agencies and reservation agencies; health and wellness; and other tourism activities, within which is included 'handicrafts'. Of the total revenue of Nu.23,337.5m (or US$331.69m) generated from the tourism sector, Nu.251.18m (or US$3.57m) was reportedly generated by 'other tourism activities', of

which Nu.165.27m (or US$2.38) represented share of the 'handicrafts'. (p.58) (*Note: 1 US$ = 70.36 Nu in 2019/Av*) (Refer Fig B below) However, there is no way of knowing whether the definition of 'handicrafts' (p.13) included 'hand-woven' textiles, and even if it did, there is no way of determining the share of the 'hand-woven' textiles within 'handicrafts'.
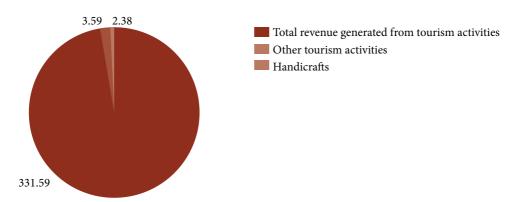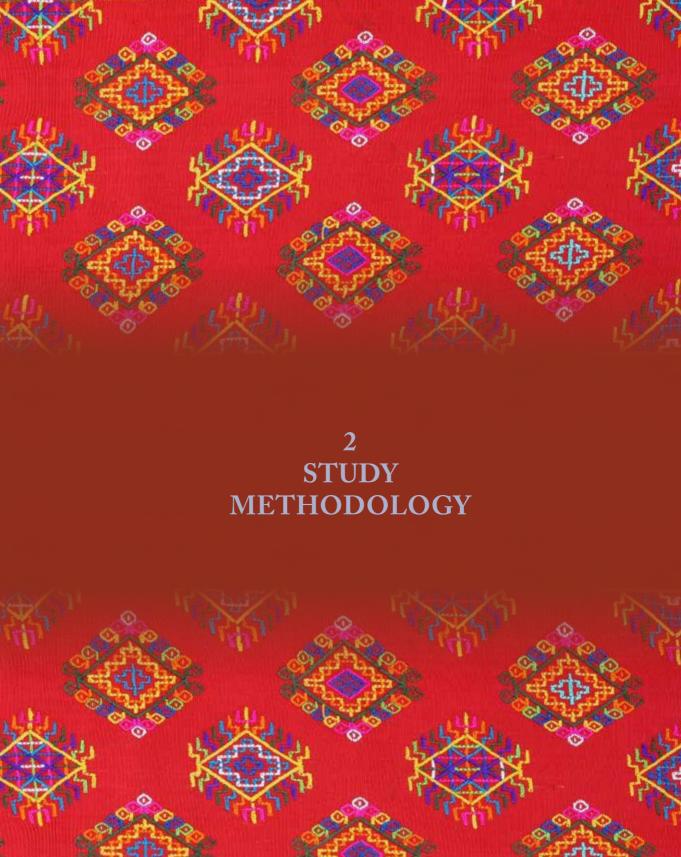
Figure B:Handicraft's revenue share vis-a-vis Total tourism sector revenue (in US$)

The *Bhutan Textile Industry Survey 2021* (RTA, 2022) shows that about 85% of weavers made products for self-consumption or given as gifts. While only less than 5% are made for either 'sell' or for 'exchange', about 15% are made based on orders, commission and/or as old age engagement. The 2010 survey (MoHCA & NSB, 2013) also had similar findings. The survey determined that the weavers produced anywhere between 10 – 30% for sale and stated that about 70% would have been for household's own consumption (p.16). However, upon closer analysis of the data in tables 7a and 7b (MoHCA & NSB, 2013), it reveals overall that while 60% are produced for household's own consumption, slightly over 20%, 8%, and 11% respectively are produced for sale, gifts, and 'others'. (Refer Appendices B 0.1 – B 0.3 for details)

The *2021 Youth Survey* (RTA, 2022) indicate that Bhutanese CCI products, both in terms of supply and demand, have a very good potential. The survey finding shows that there is a strong indication to develop, nurture and cultivate a strong creative and cultural industry, with strong local consumption, among the youth who participated in the survey. In fact, the survey found that the Bhutanese youths took pride in wearing the national dress, with strong preference for the *Gho* and *Kira* woven in Bhutan; except that they were generally seen as unaffordable. There was also a general consensus among youth that weaving traditions must be preserved.

Similarly, the *2021 Textile Survey* (RTA, 2022) pointed out that there existed a huge gap between consumption and production of textiles, which made Bhutan a net importer of textiles, and that there was opportunity for Bhutan to do well in textile industry under the right conditions. The *2010 Weaver Survey* (MoHCA & NSB, 2013) have similar sentiments to express.

2
STUDY
METHODOLOGY

2.1 Sampling

The sample size for the National Consumption Survey was set at 4,000 individuals. The sample was derived from total population of 450,746 individual ranging from 25 years above (Population and Housing Census of Bhutan, 2017). The total sample of 4,000 was derived from taking approximately 1% (0.89%) of the total population. The sample for this study was collected from four major regions namely Western Bhutan, Central Bhutan, Eastern Bhutan, and Thimphu dzongkhag Dzongkhag. Thimphu dzongkhag Dzongkhag was selected as a separate entity as it is one of the highly populated Dzongkhag of Bhutan (NSB).

Table 1: Region wise Sample collection

Region	Total Population	Sample collected	Percentage (%)
Western	167,520	1823	1.09%
Eastern	101,760	866	0.85%
Central	94,438	671	0.71%
Thimphu dzongkhag	87,028	640	0.74%
Total	450,746	4,000	

Table 1 presents the region wise sample that was collected for the study. From the table, approximately 1% of the total population from each region was collected. The respondent interviewed were above the age of 25 years old.

2.2 Data Collection Process

- Random sampling was used to reduce the degree of sampling error in the study. This sampling was used to provide an unbiased representation of the larger population. Through this straightforward method consumption survey was easily sampled.
- The enumerators were given a day-long training on the use of survey questionnaires, field procedure, and interview protocols. The enumerators were also briefed on getting consent from the respondents and maintaining their confidentiality. Upon completion of the training and before deployment of the enumerators to the field, a pre-testing of the survey tools and methods were carried out in Thimphu dzongkhag. The questionnaire was perfected on smart phones. However, wherever there were networks hitches, paper surveys were employed.
- In almost all cases, the data was collected through structured interview which was guided by a questionnaire displayed on the phone screens. However, paper surveys were also conducted in places where networks were poor and smart phone interviews could not be administered. The questionnaires were printed in bulk prior to the enumerators' departure. The enumerators had to fill in the questionnaire set by hand. Correspondingly, respondents' answers which were routed/gathered by enumerators were administered by the consultants. All intended numbers of completed interviews with specific groups and sub-groups were met.
- For the places where the enumerators were not able to visit and collect the data personally due to outbreak of COVID-19 pandemic in the country, telephonic interview was conducted to collect the data. Telephonic interviews were mainly conducted for the Southern region of Bhutan as these parts were under lockdown due to COVID-19 pandemic.

- IMSL with the support of the colleagues from the RTA Bhutan led the study. The enumerators in the three regions comprised of 6 in the east, 5 in the west and 4 in the central led by 3 regional supervisors. For Thimphu dzongkhag city the 5 enumerators were led by a team leader. The enumerators were selected based on their familiarity with the geographic locations and fluency in local dialects.
- A multi-layered structure of supervision was organized during the fieldwork. Three regional supervisors led the teams in the field in the three regions with one team leader leading the team in Thimphu dzongkhag. Each of them was responsible for monitoring the progress and ensuring the data quality before pushing data to a central server. Additionally, officials from IMSL carried out independent random on-site checks. The four supervisors reported directly to the central coordinator who checked the quality of the data on a real-time basis.
- The research team provided RTA with the raw data (SPSS) files with the codified entries of surveyed responses.
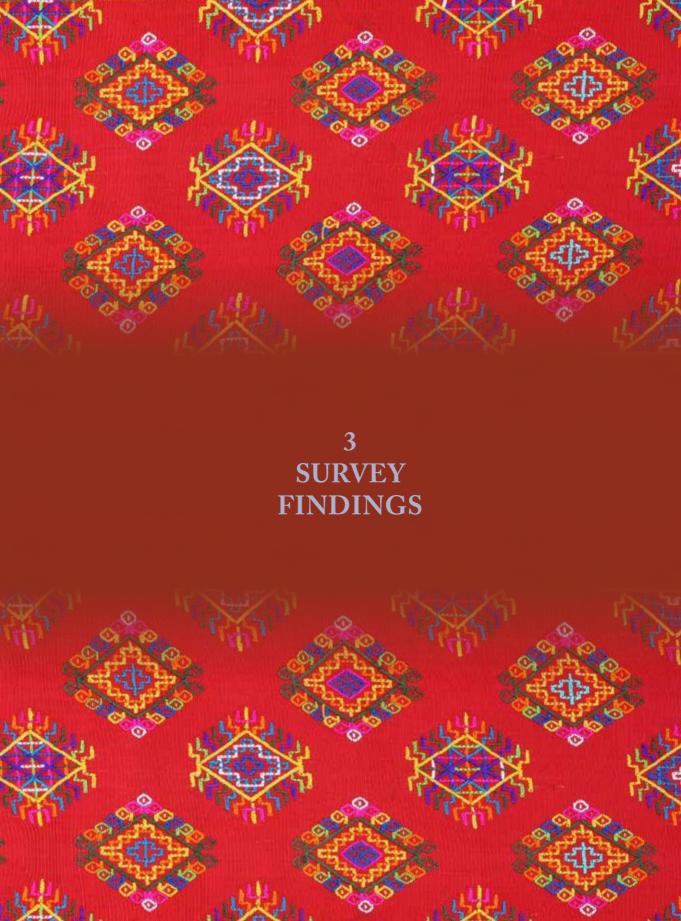
2.3 Analysis of the Survey Data

The data was processed using the SPSS software which is commonly used as the social statistical tool for its accuracy and efficiency. The edited and processed data was further analysed using Microsoft excel.

2.4 Work Approach

Phase	(Key Activity) What will we do?	Process (How will we do?)	Output
Pre-field phase	Literature review	Review of documents and reports to enhance the analysis of Tracer Study	Information compiled for use in the report
	Development and finalization of questionnaire	Consultative meetings with RTA	Questionnaires finalized
	Training of enumerators & piloting survey tool	• Familiarization with the survey tool	Enumerators trained and survey tools piloted.
Field Phase	Survey and gathering of data	• One-on-one survey tool administration • Data collection via google link	Survey completed and tools ready for data entry
Post-field phase	Training the data cleaners	Orientation of data punchers on the survey tool and the interface	Data punchers trained and ready for data entry
	Data entry and cleaning	• Data entry by individual punchers • Data analysts run through all the entries and cross check for inconsistencies such as typing errors, empty fields, etc. and correct it through coded verification	Data entry and cleaning completed and data ready for analysis
	Data analysis	Cross tabulations, generation of frequency tables and tables in percentage/mean	Data analysis completed

Phase	(Key Activity) What will we do?	Process (How will we do?)	Output
Post-field phase	Report Writing	Report written by the Lead Consultant	Draft report submitted to RTA
	Presentation of findings	PPT presentations to RTA	Presentation completed and comments recorded for document refinement
	Refinement of the report	The report refined/finalized based on agreed comments	Final report submitted

3
SURVEY
FINDINGS
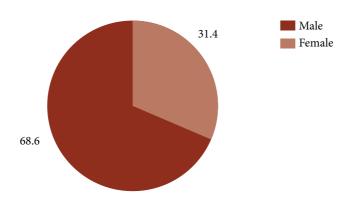
3.0   Survey Findings

The survey was participated by a total of 4,000 respondents, 2,745 female and 1,255 male respondents. The findings on the purchase, quality, cost, and future purchase of *Gho/Kira* woven on Back-strap, *Meche* and Machine looms are reported by gender, age, marital status, educational background, occupation, employment status, and by region.
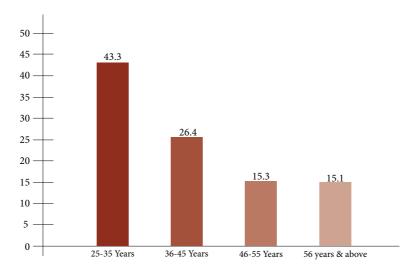
3.1   General Profile

Figure 1. Respondent by Gender (%) (N=400)

The survey covered a total of 4,000 participants of which about 70% (2,745) were females and over 30% (1,255) were males. (Fig 1) Refer Appendix B1.1 for details.

Figure 2: Respondent by age (%) (N=4,000)

Nearly 70% (2,785) of the participants were within the age range of 25-45 years, with the remaining (1,215) being from ages 46 years and above. (Fig 2) Refer Appendix B1.2 for details.
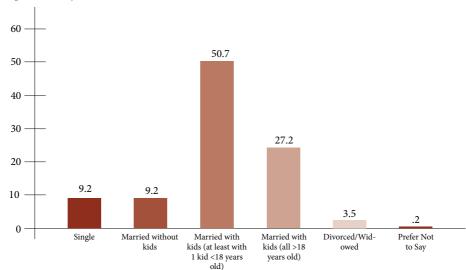
Figure 3: Respondents by marital status (%) (N=4,000)

By marital status, nearly 80% (3,115) of the respondents were either married with at least one child below 18 years of age or those married with all children above 18 years. (Fig 3) Refer Appendix B1.3 for details.
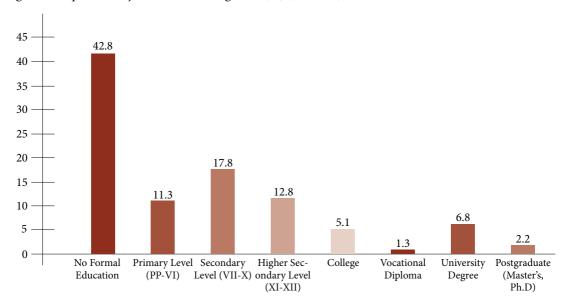
Figure 4: Respondents by educational background (%) (N=4,000)

In terms of educational background, there were almost equal numbers of respondents with no formal education (42.8% or 1,712) and those with primary, secondary, higher secondary, and vocational diploma level education (43.2% or 1,728). The remaining were from tertiary levels with over 14% (560) holding university degrees. (Fig 4) Refer Appendix B1.4 for details.
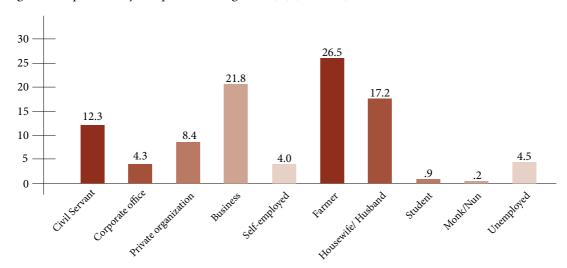
Figure 5: Respondents by occupational background (%) (N=4,000)

Nearly 80% (3,109) of the respondents were mainly from four occupational groups, i.e., farmers, business, housewife/husband, and civil servants. (Fig 5) Refer Appendix B1.5 for details.
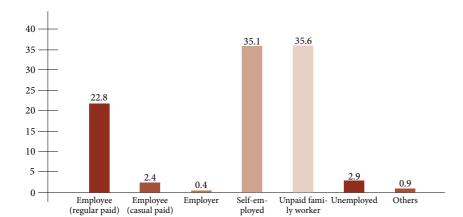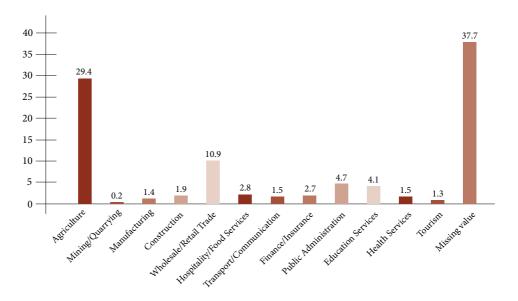
Figure 6: Respondents by employment status (%) (N=4,000)

By employment status, nearly 95% (3,737) of the participants were either unpaid family workers, or self-employed[1] or those regularly paid employees (Fig 6) Refer Appendix B1.6 for details.

[1] 'Self-employed' under Fig 5 is 4% as opposed to 35.1% under Fig 6. This huge difference may be explained by the number and categories of options offered under 'occupations' and 'employment status'. As such, the higher 'self-employed' percentage under Fig 6 may have been contributed by respondents from 'business', farmers', etc., besides the 'self-employed' from Fig 5.

Figure 7: Respondents by employment sector (%) (N=4,000)

While slightly over 40% (1,613) of the respondents came from two employment sectors, i.e., agriculture and wholesale/retail trade, respondents from 10 other employment sectors constituted only slightly over 22%. Further, about 40% of the participants did not respond to this item. As such, since the data is not as credible and useful, it will not be reported under the analysis section. (Fig 7) Refer Appendix B1.7 for details.

Figure 8(a): Respondents by region (%) N=4,000
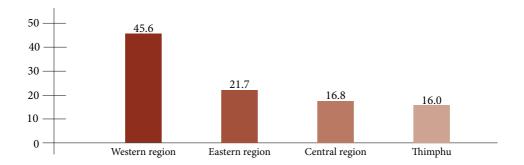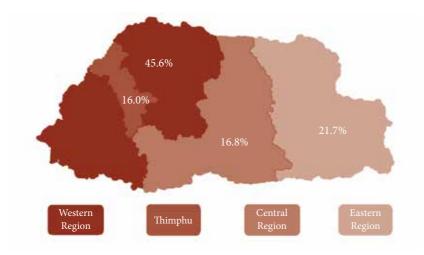
Figure 8(b): Respondents by 3 region and Thimphu (%)

In terms of the regional spread, most participants were from Western region (1,823), followed by Eastern region (866), Central region (671) and Thimphu dzongkhag dzongkhag (640). (Figures 8a&b) Refer to Appendix B1.8 for details.

3.2 Purchase of Gho/Kira woven on Three Looms in the Past 24 Months
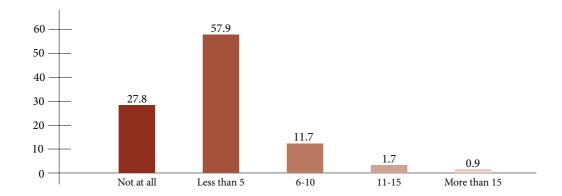
Q. In the past 24 months, what are the estimated quantities of each item that you have purchased? *Gho/ Kira* woven on a Back-strap loom / *Meche* loom / Machine [Mark only one (from) Less than 5/ 6-10/ 11-15/ More than 15/ Not at all]

3.2.1 Purchase of *Gho/Kira* woven on Back-strap Loom

Figure 9a: Picture of Gho and Kira woven on Back-strap loom
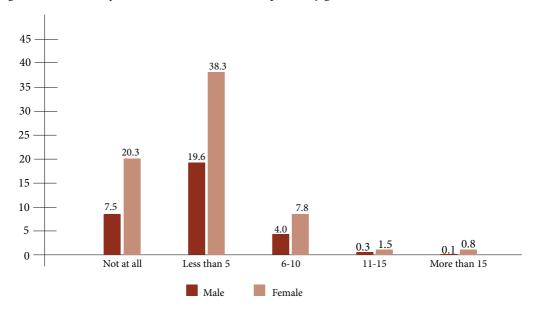
Figure 9b: Purchase of Gho/Kira woven on back-strap loom (%) (N=4,000)

Overall, nearly 70% (2,785) of the respondents have purchased either 'Less than 5' (2,317) or '6-10' (468) *Gho/Kira* pieces woven on a Back-strap loom in the past 24 months. (Fig 9b) Refer Appendix B2.1 for details.

Figure 10: Purchase of Gho/Kira woven on back-strap loom by gender (%) (N=4,000)

In the past 24 months, slightly over 45% of the female respondents have purchased either 'Less than 5' (2,317) or '6-10' (298) pieces of *Gho/Kira* woven on Back-strap loom. On the other hand, less than 25% of the male respondents have purchased either 'Less than 5' (1,533) or '6-10' (158) *Gho/Kira* pieces during the same period. (Fig 10) Refer Appendix B2.4 for details.

Figure 11: Purchase of Gho/Kira woven backstrap loom by age (%) (N=4,000)

By age group, a third (33.3%) of 25–35-year-old respondents have purchased either 'Less than 5' or '6-10' pieces of *Gho/Kira* woven on Back-strap loom in the past 24 months. This is followed by 36-45 years for both the categories of purchase during the same period. (Fig. 11) Refer Appendix B2.7 for details.
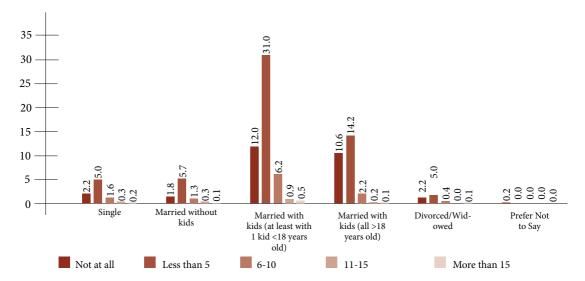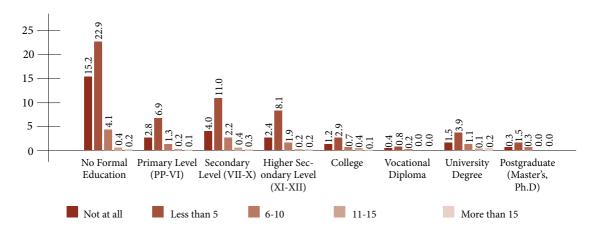
Figure 12: Purchase of Gho/Kira woven on back-strap loom by marital status (%) (N=4,000)
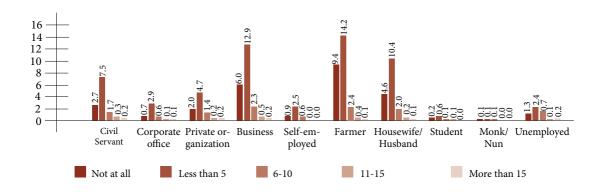
By marital status, over 35% of respondents who are married with at least one child under 18 years have purchased either 'Less than 5' or '6-10' pieces of *Gho/Kira* woven on Back-strap loom in the past 24 months. This is followed by over 15% of the respondents who are married with all children above 18 years on the same categories of purchase during the same period. (Fig 12) Refer Appendix B2.10 for details.

Figure 13: Purchase of Gho/Kira woven on back-strap loom by educational level (%)(N=4,000)

Purchase of 'Less than 5' and '6-10' pieces of *Gho/Kira* woven on Back-strap loom in the past 24 months are made highest by respondents with 'No Formal Education' (>25%). This is followed by 'Secondary Education' (<15%), 'Higher Secondary Education' (10%), and 'Primary Education' (<10%). (Fig 13) Refer Appendix B2.13 for details.

Figure 14: Purchase of Gho/Kira woven on back-strap loom by occupation (%) (N=4,000)

By occupational groups, purchase of 'Less than 5' and '6-10' pieces of *Gho/Kira* woven on Back-strap loom in the past 24 months are made highest by farmers (>15%). This is followed by 'Business' (>15%), 'Housewife/Husband' (>10%), and 'Civil Servant' (<10%). (Fig. 14) Refer Appendix B2.16 for details.

Figure 15: Purchase of Gho/Kira woven on back-strap loom by employment status (%) (N=4,000)

In terms of employment status, purchase of 'Less than 5' and '6-10' pieces of *Gho/Kira* woven on Back-strap loom in the past 24 months are made highest by respondents who are 'Self-Employed' (<25%). This is followed by 'Unpaid family worker' (<25%), and 'Regular paid employee' (<20%). (Fig. 15) Refer Appendix B2.19 for details.

Figure 16: Purchase of Gho/Kira woven on backstrap loom by region (%) (N=4,000)

Regionally, purchase of 'Less than 5' and '6-10' pieces of *Gho/Kira* woven on Back-strap loom in the past 24 months are made highest by respondents in 'Western Region' (<35%), followed by 'Central' and 'Eastern' regions (<15% each), and 'Thimphu dzongkhag' (<10%). (Fig. 16) Refer Appendix B2.22 for details.
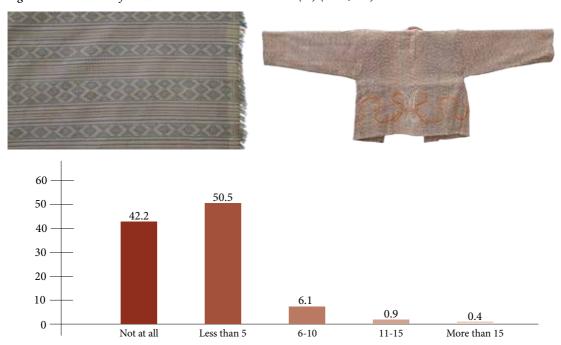
Summary:

Nearly 70% of the respondents have purchased either 'Less than 5' (<60%) or '6-10' (>10%) *Gho/Kira* pieces woven on a Back-strap loom in the past 24 months, of which over 45% were female and less than 25% were male respondents. Similarly, by age range, marital status, educational background, occupation, employment status, and regions, the purchase on the same categories were as below:

- *Age range*: 25–35-year-old (<35%), followed by 36-45 years (<20%);
- *Marital status*: 'Married with at least one child under 18 years' (>35%), followed by 'Married with all children above 18 years' (>15%);
- *Educational background*: 'No Formal Education' (>25%), followed by 'Secondary Education' (<15%), 'Higher Secondary Education' (10%), and 'Primary Education' (<10%);
- *Ocupational groups*: 'Farmers' (>15%), followed by 'Business' (>15%), 'Housewife/Husband' (>10%), and 'Civil Servant' (<10%);
- *Employment status*: 'Self-Employed' (<25%), followed by 'Unpaid family worker' (<25%), and 'Regular paid employee' (<20%); and
- *Regions*: 'Western Region' (<35%), followed by 'Central' and 'Eastern' regions (<15% each), and 'Thimphu dzongkhag' (<10%).
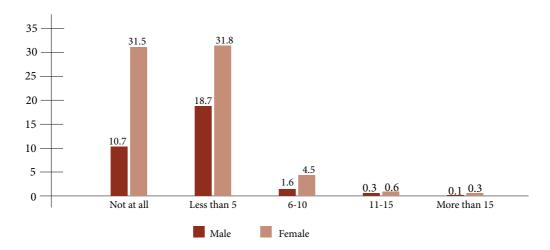
3.2.2 Purchase of Gho/Kira woven on Meche Loom

Figure 17: Purchase of Gho/Kira woven on Meche loom (%) (N=4,000)
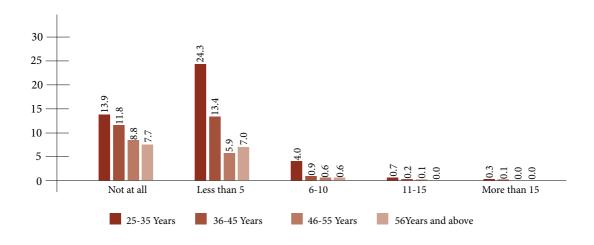
Slightly over 55% (2,262) of the respondents have purchased either 'Less than 5' (2,317) or '6-10' (468) *Gho/Kira* pieces woven on a *Meche* loom in the past 24 months. (Fig 17) Refer Appendix B2.2 for details.

Figure 18: Purchase of Gho/Kira woven on Meche loom by gender (%) (N=4,000)

In the past 24 months, over 35% of the female respondents have purchased either 'Less than 5' (1,258) or '6-10' (180) pieces of *Gho/Kira* woven on *Meche* loom. On the other hand, slightly over 20% of the male respondents have purchased either 'Less than 5' (749) or '6-10' (62) *Gho/Kira* pieces during the same period. (Fig 18) Refer Appendix B2.5 for details.

Figure 19: Purchase of Gho/Kira woven on Meche loom by age (%) (N=4,000)

By age group, about 30% of 25–35-year-old respondents have purchased either 'Less than 5' or '6-10' pieces of *Gho/Kira* woven on *Meche* loom in the past 24 months. This is followed by 36-45 years (<15%) for both the categories of purchase during the same period. (Fig. 19) Refer Appendix B2.8 for details.

Figure 20: Purchase of Gho/Kira woven on Meche loom by marital status (%) (N=4,000)

By marital status, over 30% of respondents who are married with at least one child under 18 years have purchased either 'Less than 5' or '6-10' pieces of *Gho/Kira* woven on *Meche* loom in the past 24 months. This is followed by over 10% of the respondents who are married with all children above 18 years on the same categories of purchase during the same period. (Fig 20) Refer Appendix B2.11 for details.
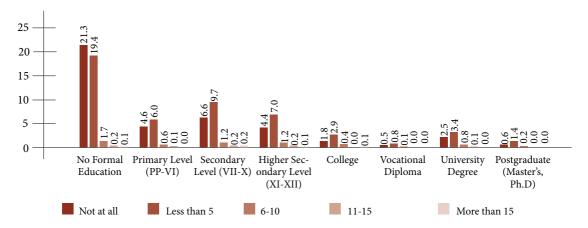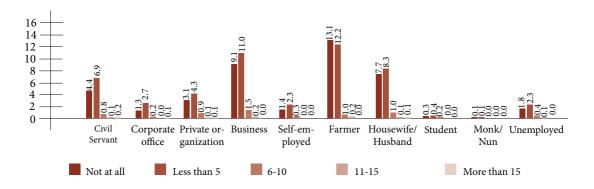
Figure 21: Purchase of Gho/Kira woven on Meche loom by educational level (%) (N=4,000)
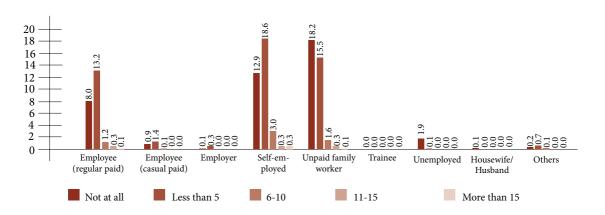
Purchase of 'Less than 5' and '6-10' pieces of *Gho/Kira* woven on *Meche* loom in the past 24 months are made highest by respondents with 'No Formal Education' (>20%). This is followed by 'Secondary Education' (<10%), 'Higher Secondary Education' (<10%), and 'Primary Education' (>5%). (Fig. 21) Refer Appendix B2.14 for details.

Figure 22: Purchase of Gho/Kira woven on Meche loom by occupation (%) (N=4,000)

By occupational groups, purchase of 'Less than 5' and '6-10' pieces of *Gho/Kira* woven on *Meche* loom in the past 24 months are made highest by farmers (<15%). This is followed by 'Business' (<15%), 'Housewife/Husband' (<10%), and 'Civil Servant' (<10%). (Fig. 22) Refer Appendix B2.17 for details.

Figure 23: Purchase of Gho/Kira woven on Meche loom by employment status (%) (N=4,000)

In terms of employment status, purchase of 'Less than 5' and '6-10' pieces of *Gho/Kira* woven on *Meche* loom in the past 24 months are made highest by respondents who are 'Self-Employed' (>20%). This is followed by 'Unpaid family worker' (>15%), and 'Regular paid employee' (<15%). (Fig. 23) Refer Appendix B2.20 for details.
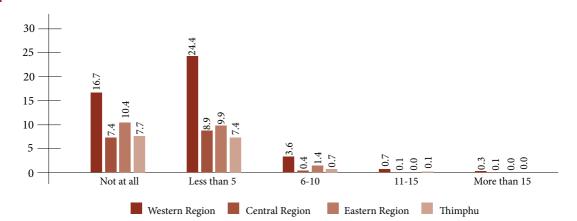
Figure 24: Purchase of Gho/Kira woven on Meche loom by region (%) (N=4,000)

Regionally, purchase of 'Less than 5' and '6-10' pieces of *Gho/Kira* woven on *Meche* loom in the past 24 months are made highest by respondents in 'Western Region' (<30%), followed by 'Eastern Region' (>10%), 'Central Region' (<10%), and 'Thimphu dzongkhag' (<10%). (Fig. 24) Refer Appendix B2.23 for derails.
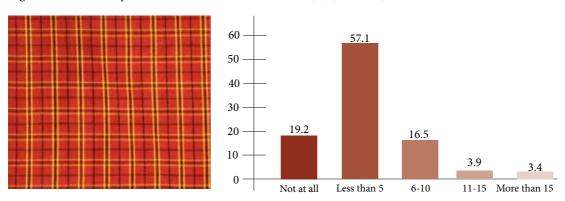
Summary:

Over 55% of the respondents have purchased either 'Less than 5' (>50%) or '6-10' (>5%) *Gho/Kira* pieces woven on *Meche* loom in the past 24 months, of which over 35% were female and slightly over 20% were male respondents. Similarly, by age range, marital status, educational background, occupation, employment status, and regions, the purchase on the same categories were as below:

- *Age range*: 25–35-year-old (<30%), followed by 36-45 years (<15%);
- *Marital status*: 'Married with at least one child under 18 years' (>30%), followed by 'Married with all children above 18 years' (>10%);
- *Educational background*: 'No Formal Education' (>20%), followed by 'Secondary Education' and 'Higher Secondary Education' (<10% each), and 'Primary Education' (>5%);
- *Ocupational groups*: 'Farmers' and 'Business' (<15% each), followed by 'Housewife/Husband' and 'Civil Servant' (<10% each);
- *Employment status*: 'Self-Employed' (>20%), followed by 'Unpaid family worker' (>15%), and 'Regular paid employee' (<15%); and
- *Regions*: 'Western Region' (<30%), followed by 'Eastern Region' (>10%), 'Central Region' and 'Thimphu dzongkhag' (<10% each).
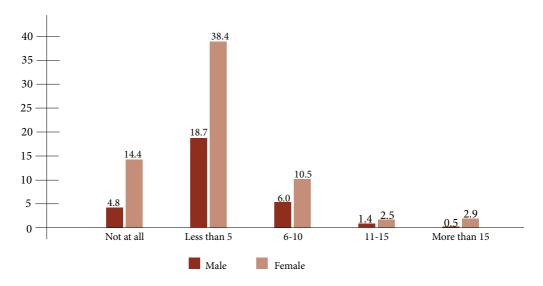
3.2.3 Purchase of Gho/Kira woven on Machine Loom

Figure 25: Purchase of Gho/Kira woven on machine loom (%) (N=4,000)

Nearly 75% (2,942) of the respondents have purchased either 'Less than 5' (2,284) or '6-10' (658) *Gho/Kira* pieces woven on machine loom in the past 24 months. (Fig 25) Refer Appendix B2.3 for details.

Figure 26: Purchase of machine woven Gho/Kira by gender (%) (N=4,000)

In the past 24 months, nearly 50% of the female respondents have purchased either 'Less than 5' (1,535) or '6-10' (419) pieces of *Gho/Kira* woven on machine loom. On the other hand, about 25% of the male respondents have purchased either 'Less than 5' (749) or '6-10' (239) *Gho/Kira* pieces during the same period. (Fig 26) Refer Appendix B2.6 for details.

Figure 27: Purchase of machine woven Gho/Kira by age (%) (N=4,000)

Chart values:
- Not at all: 25-35 Years 5.8, 36-45 Years 4.1, 46-55 Years 4.9, 56 Years and above 4.4
- Less than 5: 25-35 Years 24.4, 36-45 Years 17.1, 46-55 Years 7.7, 56 Years and above 8.0
- 6-10: 25-35 Years 8.3, 36-45 Years 3.2, 46-55 Years 2.4, 56 Years and above 2.5
- 11-15: 25-35 Years 2.2, 36-45 Years 1.2, 46-55 Years 0.3, 56 Years and above 0.3
- More than 15: 25-35 Years 2.5, 36-45 Years 0.8, 46-55 Years 0.1, 56 Years and above 0.1

Legend: ■ 25-35 Years ■ 36-45 Years ■ 46-55 Years ■ 56Years and above

By age range, about 35% of 25–35-year-old respondents have purchased either 'Less than 5' or '6-10' pieces of *Gho/Kira* woven on machine loom in the past 24 months. This is followed by 36-45 years (>20%) for both the categories of purchase during the same period. (Fig. 27) Refer Appendix B2.9 for details.
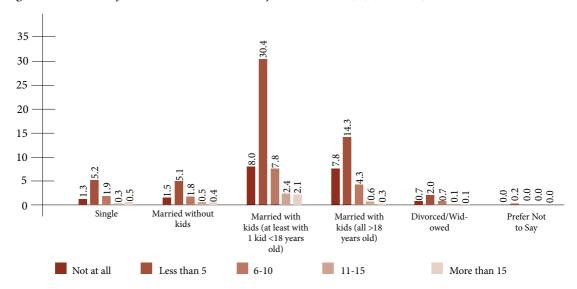
Figure 28: Purchase of machine woven Gho/Kira by marital status (%) (N=4,000)

Chart values:
- Single: Not at all 1.3, Less than 5 5.2, 6-10 1.9, 11-15 0.3, More than 15 0.5
- Married without kids: Not at all 1.5, Less than 5 5.1, 6-10 1.8, 11-15 0.5, More than 15 0.4
- Married with kids (at least with 1 kid <18 years old): Not at all 8.0, Less than 5 30.4, 6-10 7.8, 11-15 2.4, More than 15 2.1
- Married with kids (all >18 years old): Not at all 7.8, Less than 5 14.3, 6-10 4.3, 11-15 0.6, More than 15 0.3
- Divorced/Widowed: Not at all 0.7, Less than 5 2.0, 6-10 0.7, 11-15 0.1, More than 15 0.1
- Prefer Not to Say: Not at all 0.0, Less than 5 0.2, 6-10 0.0, 11-15 0.0, More than 15 0.0

Legend: ■ Not at all ■ Less than 5 ■ 6-10 ■ 11-15 ■ More than 15

By marital status, about 40% of respondents who are married with at least one child under 18 years have purchased either 'Less than 5' or '6-10' pieces of *Gho/Kira* woven on machine loom in the past 24 months. This is followed by about 20% of the respondents who are married with all children above 18 years on the same categories of purchase during the same period. (Fig 28) Refer Appendix B2.12 for details.
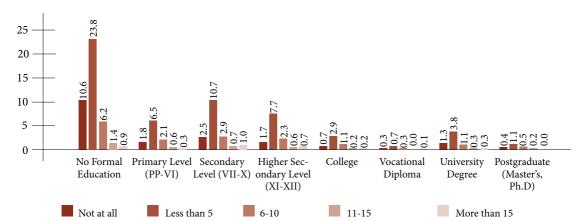
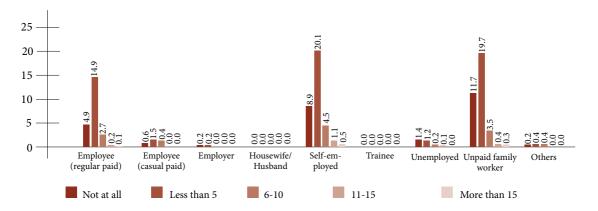*Figure 29: Purchase machine woven Gho/Kira by educational level (%) (N=4,000)*
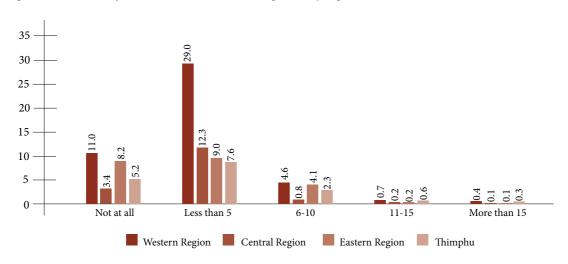

Purchase of 'Less than 5' and '6-10' pieces of *Gho/Kira* woven on machine loom in the past 24 months are made highest by respondents with 'No Formal Education' (30%). This is followed by 'Secondary Education' (<15%), 'Higher Secondary Education' (10%), and 'Primary Education' (<10%). (Fig. 29) Refer Appendix B2.15 for details.
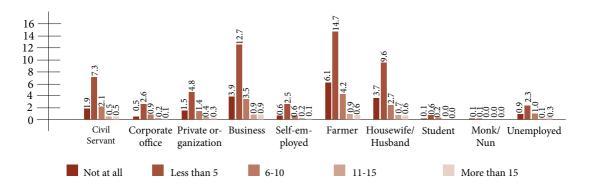
Figure 30: Purchase of machine woven Gho/Kira by occupation (%) (N=4,000)

By occupational groups, purchase of 'Less than 5' and '6-10' pieces of *Gho/Kira* woven on machine loom in the past 24 months are made highest by farmers (<20%). This is followed by 'Business' (>15%), 'Housewife/Husband' (>10%), and 'Civil Servant' (<10%). (Fig. 30) Refer Appendix B2.18 for details.

Figure 31: Purchase of machine woven Gho/Kira by employment status (%) (N=4,000)

In terms of employment status, purchase of 'Less than 5' and '6-10' pieces of *Gho/Kira* woven on machine loom in the past 24 months are made highest by respondents who are 'Self-Employed' (>25%). This is followed by 'Unpaid family worker' (25%), and 'Regular paid employee' (<20%). (Fig. 31) Refer Appendix B2.21 for details.
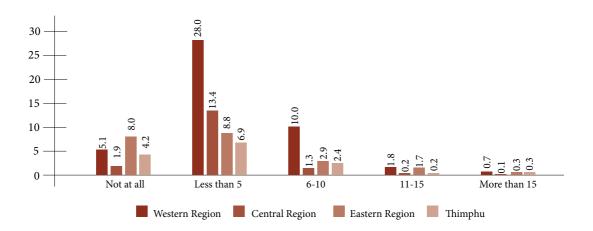
Figure 32: Purchase of Gho/Kira woven on machine loom by region (%) (N=4,000)

Regionally, purchase of 'Less than 5' and '6-10' pieces of *Gho/Kira* woven on machine loom in the past 24 months are made highest by respondents in 'Western Region' (<40%), followed by 'Central Region' (<15%), 'Eastern Region' (>10%), and 'Thimphu dzongkhag' (<10%). (Fig. 32) Refer Appendix B2.24 for details.

Summary:

Nearly 75% of the respondents have purchased either 'Less than 5' (>55%) or '6-10' (>15%) *Gho/Kira* pieces woven on machine loom in the past 24 months, of which over 50% were female and about 25% were male respondents. Similarly, by age range, marital status, educational background, occupation, employment status, and regions, the purchase on the same categories were as below:

- *Age range*: 25–35-year-old (<35%), followed by 36-45 years (>20%);
- *Marital status*: 'Married with at least one child under 18 years' (<40%), followed by 'Married with all children above 18 years' (<20%);
- *Educational background*: 'No Formal Education' (30%), followed by 'Secondary Education' (<15%), 'Higher Secondary Education' (10%), and 'Primary Education' (<10%);
- *Occupational groups*: 'Farmers' (<20%), followed by 'Business' (>15%), 'Housewife/Husband' (>10%), and 'Civil Servant' (<10%);
- *Employment status*: 'Self-Employed' (>25%), followed by 'Unpaid family worker' (25%), and 'Regular paid employee' (<20%); and
- *Regions*: 'Western Region' (<40%), followed by 'Central Region' (<15%), 'Eastern Region' (>10%), and 'Thimphu dzongkhag' (<10%).

3.3   Opinion on the Quality of Gho/Kira Woven on Three Looms

Q. Assuming all things remain the same (yarns, designs, size, etc.), in general, how do you rate the quality of the following items on the market these days? *Gho/Kira* woven on a Back-strap loom / *Meche* loom / Machine [Mark only one (from) – Very Poor/ Below Average/ Average/ Above Average/ Excellent]
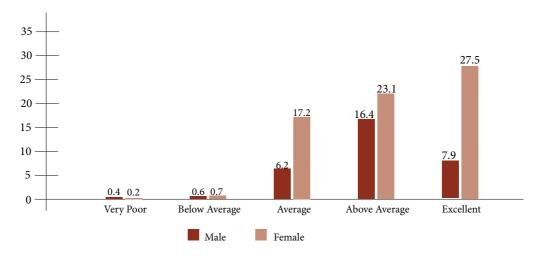
3.3.1   Quality of Gho/Kira Woven on Back-strap Loom

Figure 33: Opinion on quality of Kira/Gho woven on back-strap loom (%) (N=4,000)
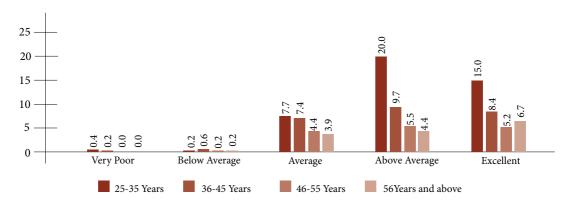
Nearly 75% (2,993) of the respondents have considered *Gho/Kira* woven on Back-strap loom to be either of 'Excellent' (1,412) or 'Above Average' (1,581) quality. (Fig 33) Refer Appendix B3.1 for details.

Figure 34: Opinion on quality of Gho/Kira woven on back-strap loom by gender (%) (N=4,000)

By gender, slightly over 50% (2,023) female and about 25% (970) male respondents consider the *Gho/Kira* woven on Back-strap loom to be either 'Excellent' or 'Above Average' quality. (Fig 34) Refer Appendix B3.4 for details.

Figure 35: Opinion on quality of Gho/Kira woven on back-strap loom by age (%) (N=4,000)

By age group, data shows that 35% (1,397) of the respondents in the age group of '25-35 years' have considered *Gho/Kira* woven on Back-strap loom available in the market as either 'Excellent' or 'Above Average' quality. This is followed by '36-45 years' (<20%), and '46-55 years' and '56 years and above' (>10% each). (Fig 35) Refer Appendix B3.7 for details.
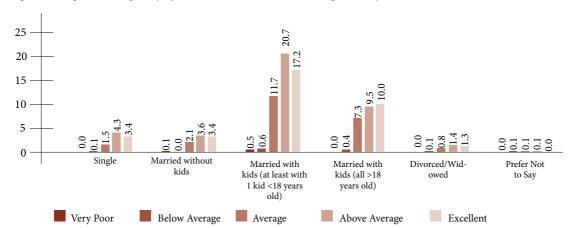
Figure 36: Opinion on quality of Gho/Kira woven on back-strap loom by marital status (%) (N=4,000)

By marital status, about 40% (1,516) of the respondents who are 'Married with children with at least 1 child below 18 years old' have considered *Gho/Kira* woven on Back-strap loom available in the market as either of 'Excellent' or of 'Above Average' quality. This is followed by 'Married with all children above 18 years' (19.5%). (Fig 36) Refer Appendix B3.10 for details.
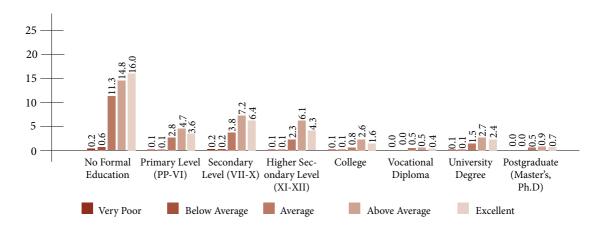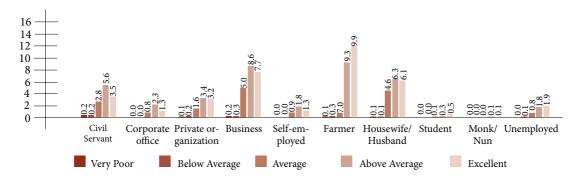
Figure 37: Opinion on quality of Gho/Kira woven on back-strap loom by educational level (%) (N=4,000)
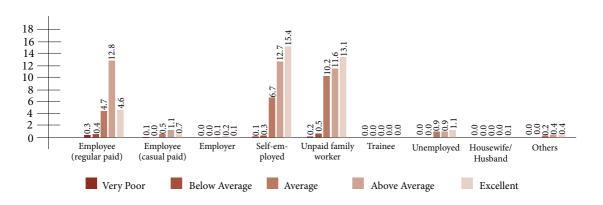
By educational background, data shows that 30% (1,233) of respondents with 'No Formal Education' have considered *Gho/Kira* woven on Back-strap loom available in the market as either of 'Excellent' or 'Above Average' quality. This is followed by 'Secondary Education' (<15%), 'Higher Secondary Education' (>10%), and 'Primary Education' (<10%). (Fig 37) Refer Appendix B3.13 for details.

Figure 38: Opinion on quality of Gho/Kira woven on back-strap loom by occupation (%) (N=4,000)

By occupation, about 20% (645) of 'Farmers' have considered *Gho/Kira* woven on Back-strap loom available in the market as either of 'Excellent' or 'Above Average' quality. This is followed by 'Business' (>15%), 'Housewife/Husband' (>10%), and 'Civil Servant' (<10%). (Fig 38) Refer Appendix B3.16 for details.

Figure 39: Opinion on quality of Gho/Kira woven on back-strap loom by employment status (%)(N=4,000)

In terms of employment status, about 30% (1,121) of respondents who are 'Self-Employed' have considered *Gho/Kira* woven on Back-strap loom available in the market as either of 'Excellent' or 'Above Average' quality. This is followed by 'Unpaid family worker' (<25%) and 'Regular paid employee' (<20%). (Fig 39) Refer Appendix B3.19 for details.
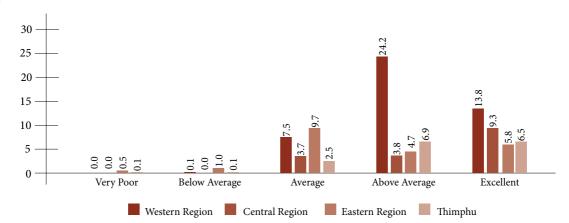
Figure 40: Opinion on quality of Gho/Kira woven on back-strap loom by region (%) (N=4,000)

Regionally, about 40% (1,519) of the respondents from 'Western Region' have considered *Gho/Kira* woven on Back-strap loom available in the market as either of 'Excellent' or 'Above Average' quality. This is followed by 'Thimphu dzongkhag' and 'Central Region' (<15% each), and 'Eastern Region' (>10%). (Fig 40) Refer Appendix B3.22 for details.
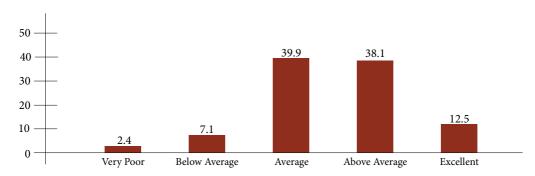
Summary:

Nearly 75% of the respondents have considered *Gho/Kira* woven on Back-strap loom to be either of 'Excellent' (>35%) or 'Above Average' (<40%) quality, of which over 50% are female and about 25% are male respondents. Similarly, by age range, marital status, educational background, occupation, employment status, and regions, the quality considerations on the same categories were as below:

- *Age range*: '25–35-year-old' (35%), followed by '36-45 years' (<20%) and '46-55 years' and '56 years and above' (>10% each);
- *Marital status*: 'Married with at least one child 'under 18 years' (<40%), followed by 'Married with all children above 18 years' (<20%);
- *Educational background*: 'No Formal Education' (30%), followed by 'Secondary Education' (<15%), 'Higher Secondary Education' (>10%), and 'Primary Education' (<10%);
- *Occupational groups*: farmers (<20%), followed by 'Business' (>15%), 'Housewife/Husband' (>10%), and 'Civil Servant' (<10%);
- *Employment status*: 'Self-Employed' (<30%), followed by 'Unpaid family worker' (<25%), and 'Regular paid employee' (<20%); and
- *Regions*: 'Western Region' (<40%), followed by 'Thimphu dzongkhag' and 'Central Region' (<15% each), and 'Eastern Region' (>10%).
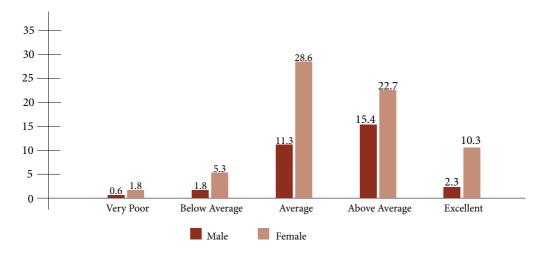
3.3.2   Quality of Gho/Kira Woven on Meche Loom

Figure 41: Opinion on quality of Kira/Gho woven on Meche loom (%) (N=4,000)
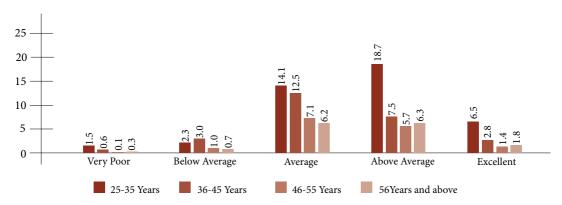
Slightly over 50% (2,026) of the respondents have considered *Gho/Kira* woven on *Meche* loom to be either 'Excellent' (501) or 'Above Average' (1,525) quality. (Fig 41) Refer Appendix B3.2 for details.

Figure 42: Opinion on quality of Gho/Kira woven on Meche loom by gender (%) (N=4,000)
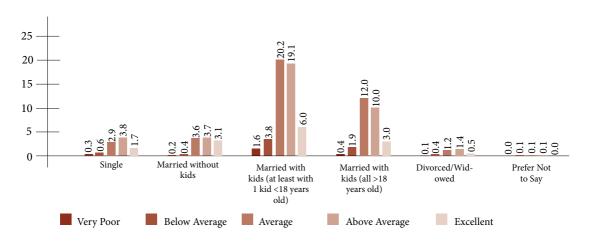
By gender, about 35% (1,319) female and about 20% (707) male respondents consider the *Gho/Kira* woven on *Meche* loom to be either 'Excellent' or of 'Above Average' quality. (Fig. 42) Refer Appendix B3.5 for details.

Figure 43: Opinion on quality of Gho/Kira woven on Meche loom by age (%) (N=4,000)

By age group, slightly over 25% (1,009) of respondents in the age group of '25-35 years' have considered *Gho/Kira* woven on *Meche* loom available in the market as either of 'Excellent' or 'Above Average' quality. This is followed by '36-45 years' (>10%), '56 years and above' (<10%), and '46-55 years' (>5%). (Fig. 43) Refer Appendix B3.8 for details.

Figure 44: Opinion on quality of Gho/Kira on Meche loom by marital status (%) (N=4,000)

By marital status, slightly over 25% (1,005) of respondents who are 'married with children with at least 1 child below 18 years' have considered *Gho/Kira* woven on *Meche* loom available in the market as either of 'Excellent' or 'Above Average' quality. This is followed by 'Married with all children above 18 years' (13%), 'Single' (5.5%), and 'Married without children' (5%). (Fig. 44) Refer Appendix B3.11 for details.
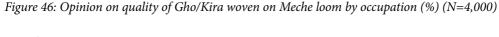
Figure 45: Opinion on quality of Gho/Kira woven on Meche loom by educational level (%) (N=4,000)

By educational background, slightly over 20% (837) of the respondents with 'No Formal Education' have considered *Gho/Kira* woven on *Meche* loom available in the market as either of 'Excellent' or 'Above Average' quality. This is followed by 'Secondary Education' (<10%), 'Higher Secondary Education' (<10%), and 'Primary Education' (>5%). (Fig 45) Refer Appendix B3.14 for details.

Figure 46: Opinion on quality of Gho/Kira woven on Meche loom by occupation (%) (N=4,000)
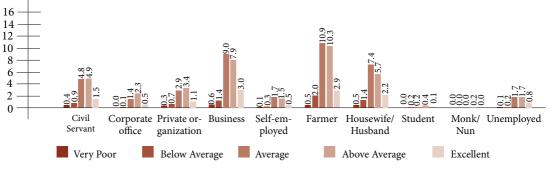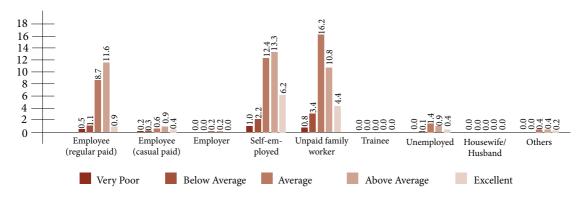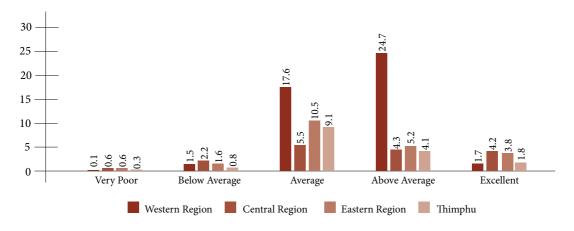
By occupation, about 15% (526) of 'Farmers' have considered *Gho/Kira* woven on *Meche* loom available in the market as either of 'Excellent' or 'Above Average' quality. This is followed by 'Business' (>10%), 'Housewife/Husband' (<10%), and 'Civil Servant' (>5%). (Fig 46) Refer Appendix B3.17 for details.

Figure 47: Opinion on quality of Gho/Kira woven on Meche loom by employment status (%) (N=4,000)

In terms of employment status, about 20% (782) of respondents who are 'Self-Employed' have considered *Gho/Kira* woven on *Meche* loom available in the market as either of 'Excellent' or 'Above Average' quality. This is followed by 'Unpaid family worker' (>15%) and 'Regular paid employee' (<15%). (Fig 47) Refer Appendix B3.20 for details.

Figure 48: Opinion on quality of Gho/Kira woven on Meche loom by region (%) (N=4,000)

Regionally, over 25% (1,057) of the respondents from 'Western Region' have considered *Gho/Kira* woven on *Meche* loom available in the market as either of 'Excellent' or 'Above Average' quality. This is followed by 'Eastern Region' (<10%), 'Central Region' (<10%), and 'Thimphu dzongkhag' (>5%). (Fig 48) Refer Appendix B3.23 for details.
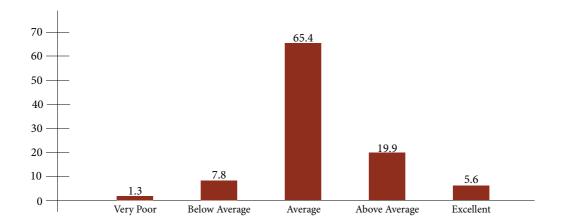
Summary:
Slightly over 50% of the respondents have considered *Gho/Kira* woven on *Meche* loom to be either of 'Excellent' (<15%) or 'Above Average' (<40) quality, of which about 35% are female and about 20% are male respondents. Similarly, by age range, marital status, educational background, occupation, employment status, and regions, the quality considerations on the same categories were as below:

- *Age range*: 25–35-year-old (>25%), followed by 36-45 years (>10%), '56 years and above' (<10%), and '46-55 years' (>5%);
- *Marital status*: 'Married with at least one child under 18 years' (>25%), followed by 'Married with all children above 18 years' (<15%), 'Single' and 'Married without children' (5% each);
- *Educational background*: 'No Formal Education' (>20%), followed by 'Secondary Education' and 'Higher Secondary Education' (<10% each), and 'Primary Education' (>5%);
- *Occupational groups*: 'Farmers' (<15%), followed by 'Business' (>10%), 'Housewife/Husband' (<10%), and 'Civil Servant' (>5%);
- *Employment status*: 'Self-Employed' (<20%), followed by 'Unpaid family worker' (>15%), and 'Regular paid employee' (<15%); and
- *Regions*: 'Western Region' (>25%), followed by 'Eastern Region' (<10%), 'Central Region' (<10%), and 'Thimphu dzongkhag' (>5%).
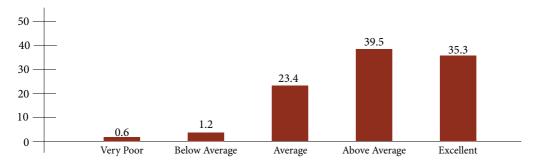
3.3.3 Quality of Gho/Kira Woven on Machine Loom

Figure 49: Opinion on quality of machine woven Kira/Gho (%) (N=4,000

Data shows that slightly over 25% (1,017) consider the quality to be either 'Excellent' (5.6% or 223) or 'Above Average' (19.9% or 794). While slightly over 65% (2,617) of the respondents have considered machine woven *Gho/Kira* available in the market as of average quality. (Fig 49) Refer Appendix B3.3 for details.

Figure 50: Opinion on quality of machine woven Gho/Kira by gender (%) (N=4,000)

By gender, slightly over 20% (833) female and slightly over 5% (184) male respondents consider the quality to be either 'Excellent' or 'Above Average'. While about 45% (1,729) female and over 20% (888) male respondents have considered machine woven *Gho/Kira* available in the market as of average quality. (Fig 50) Refer Appendix B3.6 for details.

Figure 51: Opinion on quality of machine woven Gho/Kira by age (%) (N=4,000)
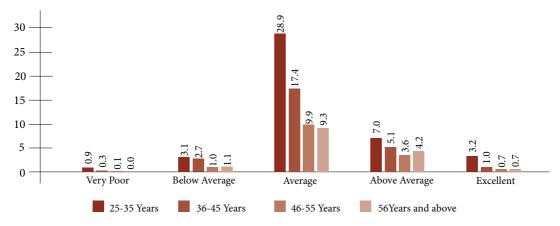
By age group, slightly over 10% (409) of respondents in the age group of '25-35 years' have considered machine woven *Gho/Kira* available in the market as either of 'Excellent' or 'Above Average' quality. This is followed by '36-45 years' (>5%), and '56 years and above' and '46-55 years' (<5% each). However, about 30% (1,157) of '25-35 years' have considered as of average quality, followed by '36-45 years' (<20%), and '46-55 years' and '56 years and above' (<10% each). (Fig. 51) Refer Appendix B3.9 for details.
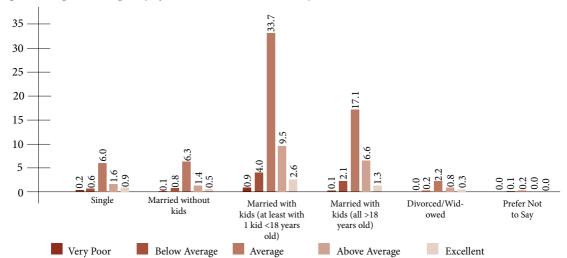
Figure 52: Opinion on quality of machine woven Gho/Kira by marital status (%) (N=4,000)

By marital status, over 10% (481) of the respondents who are 'Married with children with at least 1 child below 18 years' have considered machine woven *Gho/Kira* available in the market as either of 'Excellent' or 'Above Average' quality. This is followed by 'Married with all children above 18 years' (7.9%), and 'Single' (2.5%). On the other hand, about 35% (1,347) of 'Married with at least 1 child below 18 years' have considered as average quality, followed by 'Married with all children above 18 years' (>15%), and 'Married without children' and 'Single' (>5% each). (Fig. 52) Refer Appendix B3.12 for details.
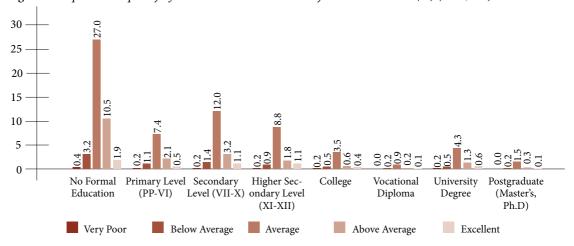
Figure 53: Opinion on quality of machine woven Gho/Kira by educational level (%) (N=4,000)

By educational background, over 10% (492) of respondents with 'No Formal Education' have considered machine woven *Gho/Kira* available in the market as either of 'Excellent' or 'Above Average' quality. This is followed by 'Secondary Education', 'Higher Secondary Education', and 'Primary Education' (<5% each). On the other hand, over 25% (1,079) of 'No Formal Education' have considered as of average quality, followed by 'Secondary Education' (>10%), 'Higher Secondary Education' (<10%), and 'Primary Education' (>5%). (Fig 53) Refer Appendix B3.15 for details.

Figure 54: Opinion on the quality of machine woven Gho/Kira by occupation (%) (N=4,000)
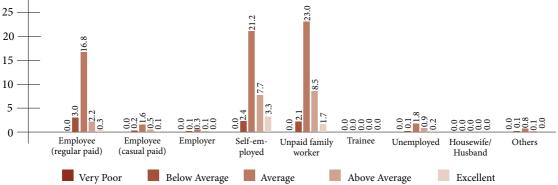
By occupation, over 5% (299) of 'Farmers' have considered machine woven *Gho/Kira* available in the market as either of 'Excellent' or 'Above Average' quality. This is followed by 'Business' (>5%) and 'Housewife/Husband' (<5%). On the other hand, over 15% (686) of 'Farmers' have considered as of average quality, followed by 'Business' (<15%), 'Housewife/Husband' (>10%), 'Civil Servant' (<10%), and 'Private organization' (<5%). (Fig 54) Refer Appendix B3.18 for details.

Figure 55: Opinion on quality of machine woven Gho/Kira by employment status (%) (N=4,000)

By employment status, over 10% (439) of respondents who are 'Self-Employed' have considered machine woven *Gho/Kira* woven on Back-strap loom available in the market as either of 'Excellent' or 'Above Average' quality. This is followed by 'Unpaid family worker' and 'Regular paid employee' (<5% each). On the other hand, about 25% (920) of 'Unpaid family worker' have considered as of average quality, followed by 'Self-employed' (>20%) and 'Regular paid employee' (>15%). (Fig 55) Refer Appendix B3.21 for details.
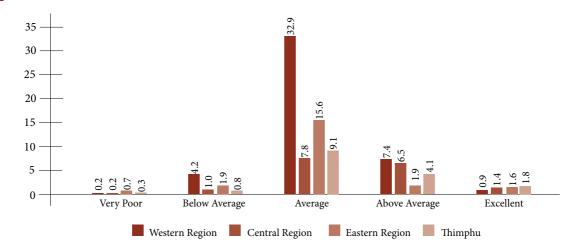
Figure 56: Opinion on quality of machine woven Gho/Kira by region (%) (N=4,000)

Regionally, less than 10% (332) of the respondents from 'Western Region' have considered machine woven *Gho/Kira* available in the market as either of 'Excellent' or 'Above Average' quality, followed by 'Central Region' (<10%), 'Thimphu dzongkhag' (>5%), and 'Eastern Region' (<5%). On the other hand, about 35% (1,317) from 'Western Region' have considered as of average quality, followed by 'Eastern Region' (>15%), 'Thimphu dzongkhag' and 'Central Region' (<10% each). (Fig 56) Refer Appendix B3.24 for details.

Summary:

While slightly over 25% (>20% female, >5% male) of the respondents have considered *Gho/Kira* woven on machine loom to be either of 'Excellent' (>5%) or 'Above Average' (<20%) quality, slightly over 65% (<45% female, >20% male) have considered same textile available in the market as of average quality. Similarly, by age range, marital status, educational background, occupation, employment status, and regions, the quality considerations on the same categories were as below:

- *Age range*: *Excellent or Above Average*: 25–35-year-old (>10%), followed by 36-45 years (>5%), '56 years and above' & '46-55 years' (<5% each);
  Average: '25-35 years' (<30%), followed by '36-45 years' (<20%), and '46-55 years' and '56 years and above' (<10% each);
- *Marital status*: *Excellent or Above Average*: 'Married with at least one child under 18 years' (>10%), followed by 'Married with all children above 18 years' (<10%), and 'Single' (<5%);
  Average: 'Married with at least 1 child below 18 years' (<35), followed by 'Married with all children above 18 years' (>15%), 'Married without children' and 'Single' (>5% each);
- *Educational background*: *Excellent or Above Average*: 'No Formal Education' (>10%), followed by 'Secondary Education', 'Higher Secondary Education', and 'Primary Education' (<5% each);
  Average: 'No Formal Education' (>25%), followed by 'Secondary Education' (>10%), 'Higher Secondary Education' (<10%), and 'Primary Education' (>5%);
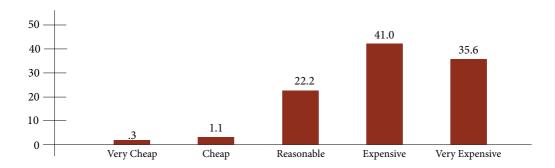
- *Occupational groups*: *Excellent or Above Average*: 'Farmers' (>5%), followed by 'Business' (>5%) and 'Housewife/Husband' (<5%);
  Average: 'Farmers' (>15%). followed by 'Business' (<15%), 'Housewife/ Husband' (>10%), 'Civil Servant' (<10%), and 'Private organization' (<5%);
- *Employment status*: *Excellent or Above Average*: 'Self-Employed' (>10%), followed by 'Unpaid family worker' and 'Regular paid employee' (<5% each);
  Average: 'Unpaid family worker' (<25%), followed by 'Self-employed' (>20%) and 'Regular paid employee' (>15%); and
- *Regions*: *Excellent or Above Average*: 'Western Region' (<10%), followed by 'Central Region' (<10%), 'Thimphu dzongkhag' (>5%), and 'Eastern Region' (<5%);
  Average: 'Western Region' (<35%), followed by 'Eastern Region' (>15%), 'Thimphu dzongkhag' and 'Central Region' (<10% each).

3.4 Opinion on the Cost of Gho/Kira Woven on Three Looms

Q. Assuming all things remain the same (yarns, design, size, etc.), in general, how do you rate the prices of the following items these days? *Gho/Kira* woven on a Back-strap loom / *Meche* loom / Machine [Mark only one (from) – Very Cheap/ Cheap/ Reasonable/ Expensive/ Very Expensive]
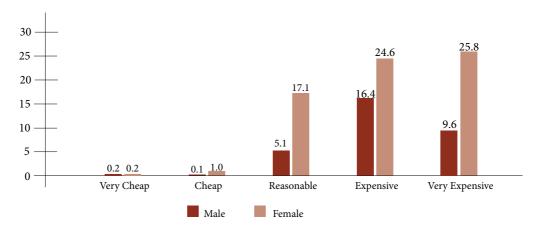
3.4.1 Cost of Gho/Kira Woven on Back-strap Loom

Figure 57: Opinion on cost of Kira/Gho woven on a back-strap loom (%) (N=4,000)
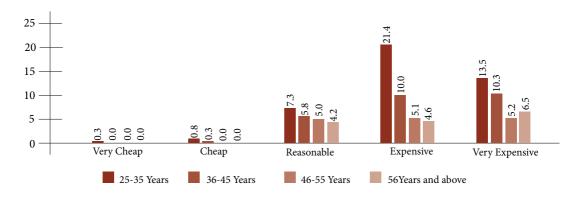
In terms of cost consideration, over 75% (3,057) of the respondents have considered *Gho/Kira* woven on Back-strap loom available in the market as either 'Very Expensive' or 'Expensive'. Over 20% (889) opined that the cost is 'Reasonable'. (Fig 57) Refer Appendix B4.1 for details.

Figure 58: Opinion on cost of Gho/Kira woven on back-strap loom by gender (%) (N=4,000)

In terms of cost by gender, slightly over 50% (2,017) female and over 25% (1,040) male respondents have considered *Gho/Kira* woven on Back-strap loom available in the market as either 'Very Expensive' or 'Expensive'. (Fig. 58) Refer Appendix B4.4 for details.

Figure 59: Opinion on cost of Gho/Kira woven on back-strap loom by age (%) (N=4,000)

Cost consideration by age, nearly 25% (1,393) of respondents within '25-35 years' age range have considered *Gho/Kira* woven on Back-strap loom available in the market as either 'Very Expensive' or 'Expensive'. This is followed by age ranges '36-45 years' (>20%), '46-55 years' and '56 years and above' (>10% each). (Fig. 59) Refer Appendix B4.7 for details.

Figure 60: Opinion on cost of Gho/Kira woven on back-strap loom by marital status (%) (N=4,000)

By marital status, nearly 40% (1,571) of respondents who are 'Married with at least one child below 18 years' have considered *Gho/Kira* woven on Back-strap loom available in the market as either 'Very Expensive' or 'Expensive'. This is followed by those respondents who are 'Married with all children above 18 years' (<20%). (Fig. 60) Refer Appendix B4.10 for details.
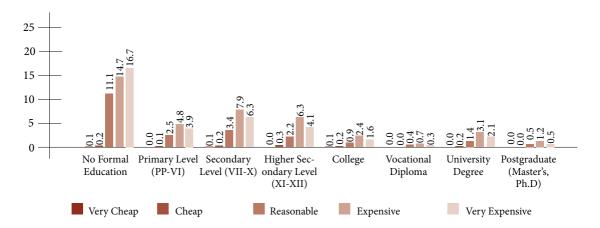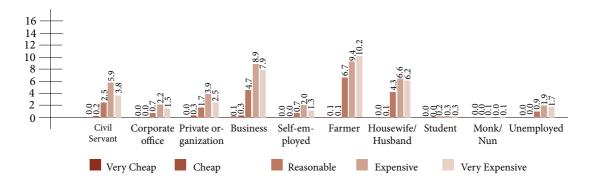
Figure 61: Opinion on cost of Gho/Kira woven on back-strap loom by educational level (%) (N=4,000)
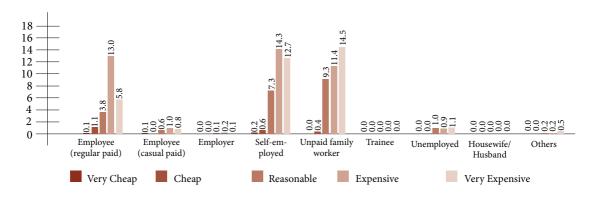
By educational background, over 30% (1,256) of respondents with 'No Formal Education' have considered *Gho/Kira* woven on Back-strap loom available in the market as either 'Very Expensive' or 'Expensive'. This is followed by respondents with 'Secondary Education' (<15%), 'Higher Secondary Education' (>10%), and 'Primary Education' (>10%). (Fig. 61) Refer Appendix B4.13 for details.

Figure 62: Opinion on cost of Gho/Kira woven on back-strap loom by occupation (%) (N=4,000)

Cost consideration by occupation, nearly 20% (672) of 'Farmers' have considered *Gho/Kira* woven on Back-strap loom available in the market as either 'Very Expensive' or 'Expensive'. This is followed by 'Business' (>15%), 'Housewife/Husband' (<15%), and 'Civil Servant' (<10%). (Fig. 62) Refer Appendix B4.16 for details.

Figure 63: Opinion on cost of Gho/Kira woven on back-strap loom by employment status (%) (N=4,000)

Considering cost by employment status, over 25% (1,080) who are 'Self-Employed' have considered *Gho/Kira* woven on Back-strap loom available in the market as either 'Very Expensive' or 'Expensive'. This is followed by 'Unpaid family worker' (>25%) and 'Regular paid employee' (<20%). (Fig. 63) Refer Appendix B4.19 for details.
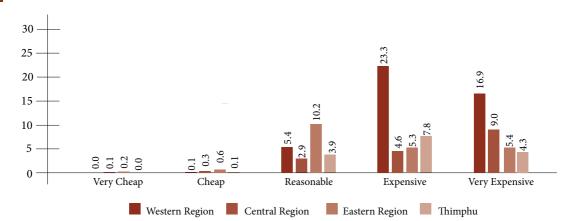
Figure 64: Opinion on cost of Gho/Kira woven on backstrap loom by region (%) (N=4,000)

Regionally, slightly over 40% (1,606) of respondents from 'Western Region' consider *Gho/Kira* woven on Back-strap loom available in the market as either 'Very Expensive' or 'Expensive'. This is followed by 'Central Region' (<15%), 'Thimphu dzongkhag' and 'Eastern Region' (>10% each). (Fig. 64) Refer Appendix B4.22 for details.
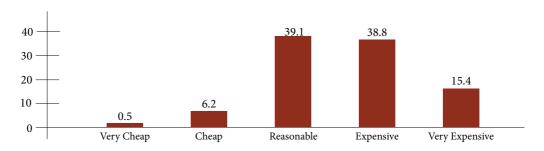
Summary:
Over 75% (>50% female, >25 male) of the respondents have considered *Gho/Kira* woven on Back-strap loom available in the market as either 'Very Expensive' or 'Expensive'; over 20% considered the cost as 'Reasonable'. Similarly, by age range, marital status, educational background, occupation, employment status, and regions, the cost considerations on the same categories are as below:

- *Age range*: 25–35-year-old (<25%), followed by 36-45 years (>20%) and '46-55 years' and '56 years and above' (>10% each);
- *Marital status*: 'Married with at least one child under 18 years' (<40%), followed by 'Married with all children above 18 years' (<20%);
- *Educational background*: 'No Formal Education' (>30%), followed by 'Secondary Education' (<15%), 'Higher Secondary Education' (>10%), and 'Primary Education' (<10%);
- *Occupational groups*: farmers (<20%), followed by 'Business' (>15%), 'Housewife/Husband' and 'Civil Servant' (<10% each);
- *Employment status*: 'Self-Employed' and 'Unpaid family worker' (>25% each), followed by 'Regular paid employee' (<20%); and
- *Regions*: 'Western Region' (>40%), followed by 'Central Region' (<15%), 'Thimphu dzongkhag' and 'Central Region' and 'Eastern Region' (>10% each).
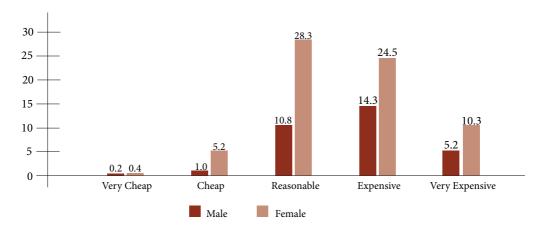
3.4.2 Cost of *Gho/Kira* Woven on *Meche* Loom

Figure 65: Opinion on cost of Kira/Gho woven in Meche loom (%) (N=4,000)
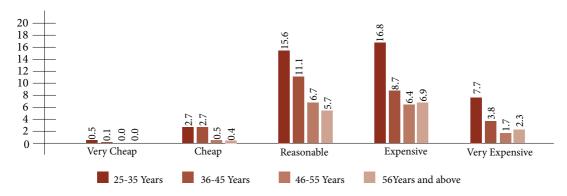
Data shows that nearly 55% (2,167) of the respondents have considered *Gho/Kira* woven on *Meche* loom available in the market as either 'Very Expensive' or 'Expensive'. About 40% (1,564) opined that the cost is 'Reasonable'. (Fig 65) Refer Appendix B4.2 for details.

Figure 66: Opinion on cost of Gho/Kira woven on Meche loom by gender (%) (N=4,000)
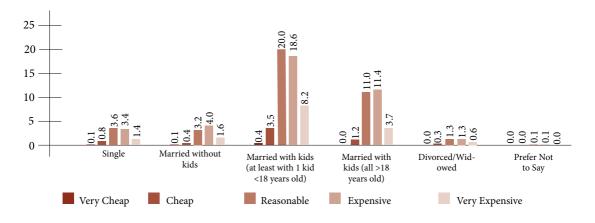
By gender, nearly 35% (1,391) female and about 20% (776) male respondents have considered *Gho/Kira* woven on *Meche* loom available in the market as either 'Very Expensive' or 'Expensive'. About 30% (1,131) female and over 10% (433) male find the cost 'Reasonable'. (Fig. 66) Refer Appendix B4.5 for details.

Figure 67: Opinion on cost of Gho/Kira woven on Meche loom by age (%) (N=4,000)

Cost by age, about 25% (979) of respondents within '25-35 years' age range have considered *Gho/Kira* woven on *Meche* loom available in the market as either 'Very Expensive' or 'Expensive'. This is followed by '36-45 years' (<15%), '56 years and above' and '46-55 years' (<10% each). Further, over 15% of '25-35 years', followed by '36-45 years' (>10%), '46-55 years' and '56 years and above' (>5% each) find the cost 'Reasonable' (Fig 67) Refer Appendix B4.8 for details.

Figure 68: Opinion on cost of Gho/Kira woven on Meche loom by marital status (%) (N=4,000)

By marital status, over 25% (1,071) of respondents who are 'Married with at least one child below 18 years' have considered *Gho/Kira* woven on *Meche* loom available in the market as either 'Very Expensive' or 'Expensive'. This is followed by those respondents who are 'Married with all children above 18 years' (<15%). Additionally, 20% of 'Married with at least one child below 18 years', followed by 'Married with all children above 18 years' (>10%) find the cost 'Reasonable'. (Fig. 68) Refer Appendix B4.11 for details.
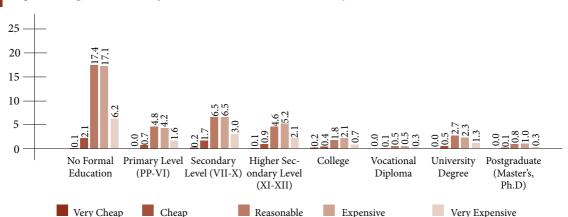
Figure 69: Opinion on cost of Gho/Kira woven on Meche loom by educational level (%) (N=4,000)

By educational background, about 25% (931) of respondents with 'No Formal Education' have considered *Gho/Kira* woven on *Meche* loom available in the market as either 'Very Expensive' or 'Expensive'. This is followed by respondents with 'Secondary Education' (<10%), 'Higher Secondary Education' and 'Primary Education' (>5% each). Further, over 15% with 'No Formal Education', followed by 'Secondary education' (>5%), 'Primary Education' and 'Higher Secondary Education' (<5% each) find the cost 'Reasonable'. (Fig 69) Refer Appendix B4.14 for details.
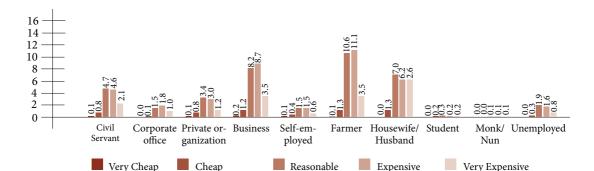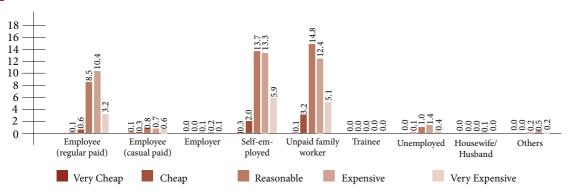
Figure 70: Opinion on cost of Gho/Kira woven on Meche loom by occupation (%) (N=4,000)
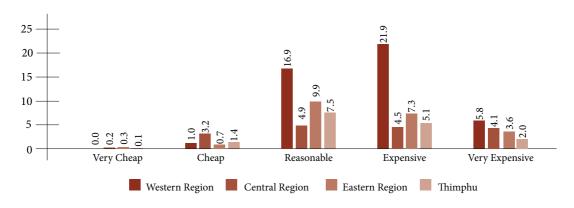
By occupation, about 15% (488) of 'Farmers' have considered *Gho/Kira* woven on *Meche* loom available in the market as either 'Very Expensive' or 'Expensive'. This is followed by 'Business' (>10%), 'Housewife/ Husband' (<10%), and 'Civil Servant' (>5%). In addition, over 10% of ' farmer', followed by 'Business' (<10%), 'Housewife/Husband' (>5%), and 'Civil Servant' (<5%) find the cost 'Reasonable'. (Fig. 70) Refer Appendix B4.17 for details.

Figure 71: Opinion on cost of Gho/Kira woven on Meche loom by employment status (%) (N=4,000)

By employment status, about 20% (766) who are 'Self-Employed' have considered *Gho/Kira* woven on *Meche* loom available in the market as either 'Very Expensive' or 'Expensive'. This is followed by 'Unpaid family worker' (<20%) and 'Regular paid employee' (<15%). Further, about 15% each of 'Unpaid family worker' and 'Self-employed', and about 10% 'Regular paid employee' find the cost 'Reasonable'. (Fig. 71) Refer Appendix B4.20 for details.

Figure 72: Opinion on cost of Gho/Kira woven on Meche loom by region (%) (N=4,000)

Regionally, about 30% (1,107) of respondents from 'Western Region' consider *Gho/Kira* woven on *Meche* loom available in the market as either 'Very Expensive' or 'Expensive'. This is followed by 'Eastern Region' (>10%), 'Central Region' (<10%), and 'Thimphu dzongkhag' (>5%). In addition, over 15% from 'Western Region', followed by 'Eastern Region' and 'Thimphu dzongkhag' (<10% each), and 'Central Region' (<5%) find the cost 'Reasonable'. (Fig. 72) Refer Appendix B4.23 for details.

Summary:

About 55% (<35% female, <20 male) of the respondents have considered *Gho/Kira* woven on *Meche* loom available in the market as either 'Very Expensive' or 'Expensive'; about 40% (<30% female, >10% male) considered the cost as 'Reasonable'.

Similarly, by age range, marital status, educational background, occupation, employment status, and regions, the cost considerations on the same categories are as below:

- **Age range**: *Very Expensive or Expensive*: 25–35-year-old (<25%), followed by 36-45 years (<15%), 56 years and above and 46-55 years (<10% each;
  Reasonable: '25-35 years' (>15%), followed by '36-45 years' (>10%), and ' 46-55' years' and '56 years and above' (>5% each);

- **Marital status**: *Very Expensive or Expensive*: 'Married with at least one child under 18 years' (>25%), followed by 'Married with all children above 18 years' (<15%);
  Reasonable: 'Married with at least 1 child below 18 years' (20%), followed by 'Married with all children above 18 years' (>10%);

- **Educational background**: *Very Expensive or Expensive*: 'No Formal Education' (<25%), followed by 'Secondary Education' (<10%), 'Higher Secondary Education' and 'Primary Education' (>5% each);
  Reasonable: 'No Formal Education' (>15%), followed by 'Secondary Education' (>5%), 'Primary Education' and 'Higher Secondary Education' (<5% each);

- **Occupational groups**: *Very Expensive or Expensive*: 'Farmers' (<15%), followed by 'Business' (>10%), 'Housewife/ Husband' (<10%), and 'Civil Servant' (>5%);
  Reasonable: 'farmer' (>10%). followed by 'business' (<10%), 'Housewife/ Husband' (>5%), and 'Civil Servant' (<5%);

- **Employment status**: *Very Expensive or Expensive*: 'Self-Employed' (<20%), followed by 'Unpaid family worker' (<20%) and 'Regular paid employee' (<15%);
  Reasonable: 'Unpaid family worker' and 'Self-Employed' (<15% each), followed by 'Regular paid employee' (<10%); and

- **Regions**: *Very Expensive or Expensive*: 'Western Region' (<30%), followed by 'Eastern Region' (>10%), 'Central Region' (<10%), and 'Thimphu dzongkhag' (>5%);
  Reasonable: 'Western Region' (>15%), followed by 'Eastern Region' and 'Thimphu dzongkhag' (<10% each), and 'Central Region' (<5%).

3.4.3 Cost of Gho/Kira Woven on Machine Loom

Figure 73: Opinion on cost of machine woven Kira/Gho (%) (N=4,000)
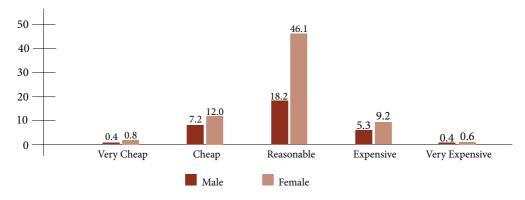
Overall, about 65% (2,570) of the respondents have considered the cost of machine woven *Gho/Kira* available in the market as 'Reasonable'. Additionally, over 20% find it either 'Cheap' or 'Very Cheap'. Slightly over 15% (618) of the respondents find it either 'Very Expensive' or 'Expensive'. (Fig. 73) Refer Appendix B4.3 for details.

Figure 74: Opinion on cost of machine woven Gho/Kira on by gender (%) (N=4,000)

Cost consideration by gender, over 45% (1,843) female and about 20% (727) male find the cost of machine woven *Gho/Kira* available in the market as 'Reasonable'. In addition, about 15% female and about 10% male find it either 'Cheap' or 'Very Cheap'. (Fig. 74) Refer Appendix B4.6 for details.
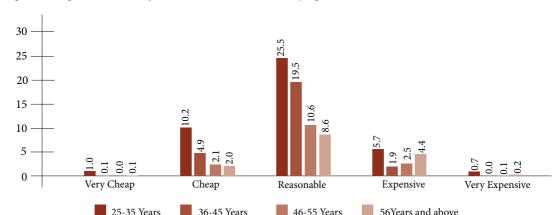
Figure 75: Opinion on cost of machine woven Gho/Kira by age (%) (N=4,000)

Cost consideration by age, over 25% of '25-35 years' find the cost 'Reasonable'. This is followed by '36-45 years' (<20%), '46-55 years' (>10%), and '56 years and above' (<10%). Further, over 10% of '25-35 years', followed by '36-45 years' (5%) find it either 'Cheap' or 'Very Cheap'. (Fig 75) Refer Appendix B4.9 for details.
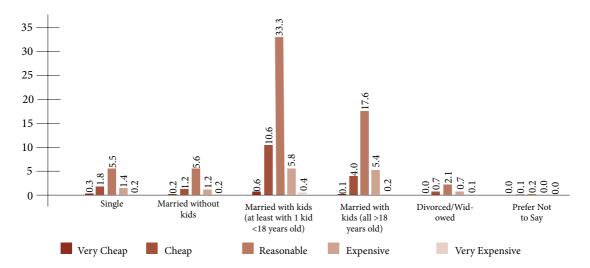
Figure 76: Opinion on cost of machine woven Gho/Kira by marital status (%) (N=4,000)

By marital status, about 35% (1,332) of 'Married with at least one child below 18 years' find the cost of machine woven *Gho/Kira* available in the market as 'Reasonable'. This is followed by 'Married with all children above 18 years' (<20%)'. Additionally, over 10% of 'Married with at least one child below 18 years' find it either 'Cheap' or 'Very Cheap'. (Fig. 76) Refer Appendix B4.12 for details.
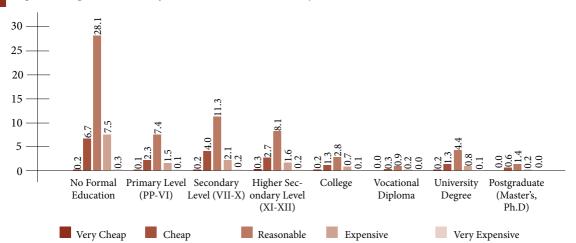
Figure 77: Opinion on cost of machine woven Gho/Kira by educational level (%) (N=4,000)

By educational background, about 30% with 'No Formal Education' find the cost of machine woven *Gho/Kira* available in the market as 'Reasonable'. This is followed by 'Secondary Education' (>10%), 'Higher Secondary Education' (<10%), and 'Primary Education' (>5%). Further, over 5% of respondents with no formal education find the cost either 'Cheap' or 'Very Cheap'. (Fig. 77) Refer Appendix B4.15 for details.
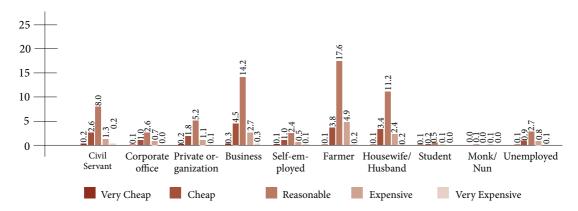
Figure 78: Opinion on cost of machine woven Gho/Kira by occupation (%) (N=4,000)

Cost consideration by occupation, about 20% of 'Farmers' find the cost of machine woven *Gho/Kira* available in the market as 'Reasonable'. This is followed by 'business' (<15%), 'Housewife/Husband' (>10%), and 'Civil Servant' (<10%). In addition, about 5% each of 'business', 'Farmers' , and 'Housewife/ Husband' find the cost either 'Cheap' or 'Very Cheap'. (Fig. 78) Refer Appendix B4.18 for details.
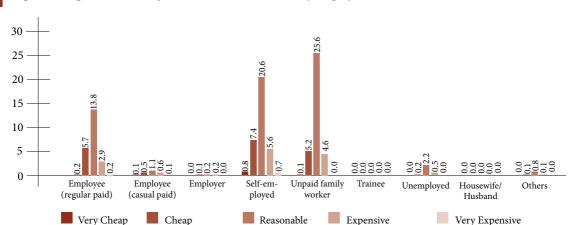
Figure 79: Opinion on cost of machine woven Gho/Kira by employment status (%) (N=4,000)

By employment status, slightly over 25% (1,209) of 'Unpaid family worker' find the cost of machine woven *Gho/Kira* available in the market as 'Reasonable'. This is followed by 'Self-employed' (>20%), and 'Regular paid employee' (<15%). Additionally, about 10% of 'Self-employed' and over 5% each of 'Regular paid employee' and 'Unpaid family worker' find the cost either 'Cheap' or 'Very Cheap'. (Fig. 79) Refer Appendix B4.21 for details.
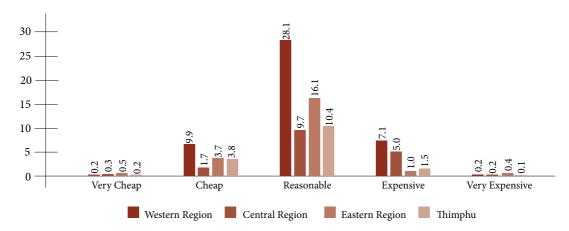
Figure 80: Opinion on cost of machine woven Gho/Kira by region (%) (N=4,000)

Regionally, about 30% (1,125) from 'Western Region' find the cost of machine woven *Gho/Kira* available in the market as 'Reasonable'. This is followed by 'Eastern Region' (>15%), 'Thimphu dzongkhag' (>10%), and 'Central Region' (<10%). Additionally, over 10% from 'Western Region', followed by about 5% each from 'Eastern Region' and 'Thimphu dzongkhag' find the cost either 'Cheap' or 'Very Cheap'. (Fig. 80) Refer Appendix B4.24 for details.

Summary:

About 55% (<35% female, <20 male) of the respondents have considered *Gho/Kira* woven on *Meche* loom available in the market as either 'Very Expensive' or 'Expensive'; about 40% (<30% female, >10% male) considered the cost as 'Reasonable'.

Similarly, by age range, marital status, educational background, occupation, employment status, and regions, the cost considerations on the same categories are as below:

- **Age range**: *Very Expensive or Expensive*: 25–35-year-old (<25%), followed by 36-45 years (<15%), '56 years and above' and   '46-55 years' (<10% each);
  Reasonable: '25-35 years' (>15%), followed by '36-45 years' (>10%), and '   46-55' years' & '56 years and above' (>5% each);
- **Marital status**: *Very Expensive or Expensive*: 'Married with at least one child under 18 years' (>25%), followed by 'Married with all children above 18 years' (<15%);
  Reasonable: 'Married with at least 1 child below 18 years' (20%), followed by 'Married with all children above 18 years' (>10%);
- **Educational background**: *Very Expensive or Expensive*: no 'formal education' (<25%), followed by 'Secondary Education' (<10%), 'Higher Secondary Education' and 'Primary Education' (>5% each);
  Reasonable: 'No Formal Education' (>15%), followed by 'Secondary Education' (>5%), 'Primary Education' and 'Higher Secondary Education' (<5% each);
- **Occupational groups**: *Very Expensive or Expensive*: 'Farmers' (<15%), followed by 'Business' (>10%), 'Housewife/ Husband' (<10%), and 'Civil Servant' (>5%);
  Reasonable: 'Farmers' (>10%)   followed by 'Business' (<10%), 'Housewife/ Husband' (>5%), and 'Civil Servant' (<5%);
- **Employment status**: *Very Expensive or Expensive*: 'Self-Employed' (<20%), followed by 'Unpaid family worker' (<20%) and 'Regular paid employee' (<15%);
  Reasonable: 'Unpaid family worker' and 'Self-Employed' (<15% each), followed by 'Regular paid employee' (<10%); and
- **Regions**: *Very Expensive or Expensive*: 'Western Region' (<30%), followed by 'Eastern Region' (>10%), 'Central Region' (<10%), and 'Thimphu dzongkhag' (>5%);
  Reasonable: 'Western Region' (>15%), followed by 'Eastern Region' and 'Thimphu dzongkhag' (<10% each), and 'Central Region' (<5%).

3.5 Future Purchase of *Gho/Kira* Woven on Three Looms

Q.   In the next 12 months, which item would you most likely purchased? *Gho/Kira* woven on a Back-strap loom / *Meche* loom / Machine [Mark only one (from) – Most Unlikely/ Likely/ Very Likely]
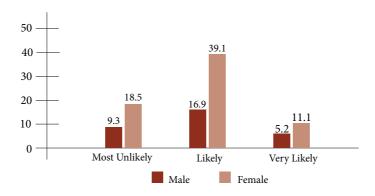
3.5.1 Future Purchase of Gho/Kira Woven on Back-strap Loom

Figure 81: Future purchase of Kira/Gho woven on back-strap loom (%) (N=4,000)
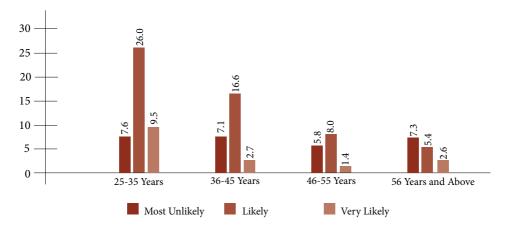
Regarding future purchase of *Gho/Kira*, over 70% (2,889) of the respondents are 'Likely' or 'Very Likely' to purchase *Gho/Kira* woven on Back-strap loom. (Fig 81) Refer Appendix B5.1 for details.

Figure 82: Future purchase of Gho/Kira woven on back-strap loom by gender (%) (N=4,000)
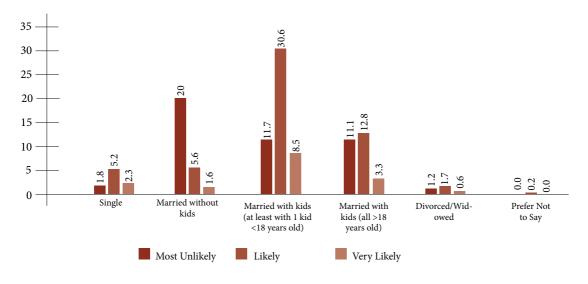
By gender, slightly over 50% (2,006) female and over 20% (883) male respondents are 'Likely' or 'Very Likely' to purchase *Gho/Kira* woven on Back-strap loom in the future. (Fig. 82) Refer Appendix B5.4 for details.

Figure 83: Future purchase of Gho/Kira woven on back-strap loom by age (%) (N=4,000)

By age groups, slightly over 35% (1,420) of respondents within '25-35 years' age range are 'Likely' or 'Very Likely' to purchase *Gho/Kira* woven on Back-strap loom in the future. This is followed by '36-46 years' (<20%), '46-55 years' and '56 years and above' (<10% each). (Fig. 83) Refer Appendix B5.7 for details.

Figure 84: Future purchase of Gho/Kira woven on back-strap loom by marital status (%) (N=4,000)

By marital status, about 40% (1,560) of the respondents who are 'married with at least with one child below 18 years' are 'Likely' or 'Very Likely' to purchase *Gho/Kira* woven on Back-strap loom in the future. This is followed by 'married with all children above years' (>15%), 'Single' (<10%), and 'Married without child' (>5%). (Fig. 84) Refer Appendix B5.10 for details.
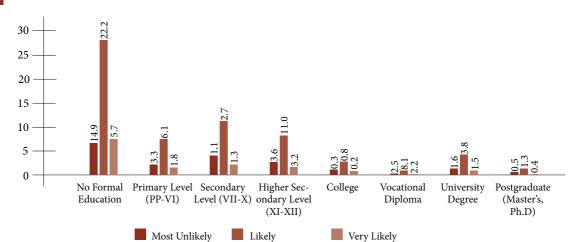
Figure 85: Future purchase of Gho/Kira woven on back-strap loom by educational level (%) (N=4,000)

Future purchase by educational background, about 30% (1,115) of the respondents who have 'No Formal Education' are 'Likely' or 'Very Likely' to purchase *Gho/Kira* woven on Back-strap loom in the future. This is followed by 'Higher secondary education' (<15%), 'Vocational Diploma' (>10%), 'Primary Education' (<10%), and 'University Degree' (>5%). (Fig. 85) Refer Appendix B5.13 for details.
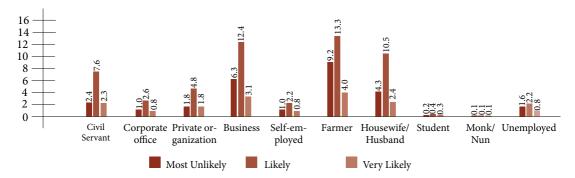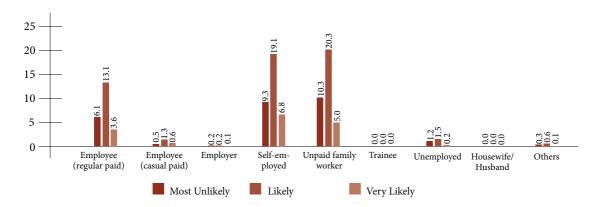
Figure 86: Future purchase of Gho/Kira woven on back-strap loom by occupation (%) (N=4,000)
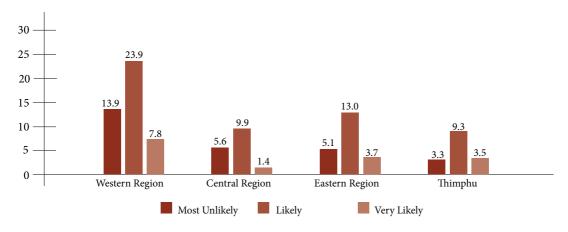
Future purchase by occupation, over 15% each of the respondents who are 'Farmers' (690) and 'Business' (620) are 'Likely' or 'Very Likely' to purchase *Gho/Kira* woven on Back-strap loom in the future. This is followed by 'Housewife/Husband' (<15%), 'Civil Servant' (<10%), and 'Private organization' (>5%). (Fig. 86) Refer Appendix B5.16 for details.

Figure 87: Future purchase of Gho/Kira woven on back-strap loom by employment status (%) (N=4,000)

Future purchase by employment status, over 25% each of the respondents who are 'Self-employed' (1,033) and 'Unpaid family workers' (1,010) are 'Likely' or 'Very Likely' to purchase *Gho/Kira* woven on Back-strap loom in the future. This is followed by 'Regular paid employee' (>15%). (Fig. 87) Refer Appendix B5.19 for details.

Figure 88: Future purchase of Gho/Kira woven on back-strap loom by region (%) (N=4,000)

Regionally, over 30% (1,267) of the respondents from 'Western Region' are 'Likely' or 'Very Likely' to purchase *Gho/Kira* woven on Back-strap loom in the future. This is followed by 'Eastern Region' (>15%), 'Thimphu dzongkhag' (<15%), and 'Central Region' (>10%). (Fig. 88) Refer Appendix B5.22 for details
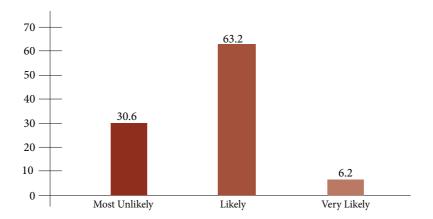
Summary:

Over 70% of the respondents are 'Likely' or 'Very Likely' to purchase *Gho/Kira* woven on Back-strap loom in the future, of which over 50% are female and over 20% are male respondents. Similarly, by age range, marital status, educational background, occupation, employment status, and regions, the future purchase considerations on the same categories are as below:

- *Age range*: '25–35-year-old' (>35%), followed by '36-46 years' (<20%), '46-55 years' and '56 years and above' (<10% each);
- *Marital status*: 'Married with at least one child under 18 years' (<40%), followed by 'Married with all children above years' (>15%), 'Single' (<10%), and 'Married without child' (>5%);
- *Educational background*: 'No Formal Education' (>30%), followed by 'Higher secondary education' (<15%), 'Vocational Diploma' (>10%), 'Primary Education' (<10%), and 'University Degree' (>5%);
- *Occupational groups*: 'Farmers' and 'Business' (>15% each), followed by 'Housewife/Husband' (<15%), 'Civil Servant' (<10%), and 'Private organization' (>5%);
- *Employment status*: 'Self-Employed' and 'Unpaid family worker' (>25% each), followed by 'Regular paid employee' (>15%); and
- *Regions*: 'Western Region' (>30%), followed by 'Eastern Region' (>15%), 'Thimphu dzongkhag' (<15%), and 'Central Region' (>10%).
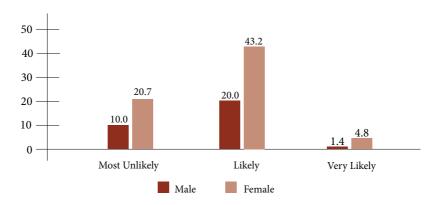
3.5.2 Future Purchase of *Gho/Kira* Woven on *Meche* Loom

Figure 89: Future purchase of Kira/Gho woven on Meche loom (%) (N=4,000)
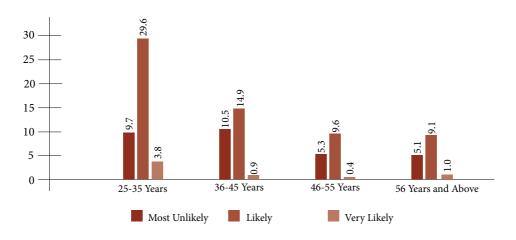
Data shows that nearly 70% (2,775) of the respondents are 'Likely' or 'Very Likely' to purchase *Gho/Kira* woven on *Meche* loom in the future. (Fig. 89) Refer Appendix B5.2 for details.

Figure 90: Future purchase of Gho/Kira on Meche loom by gender (%) (N=4,000)
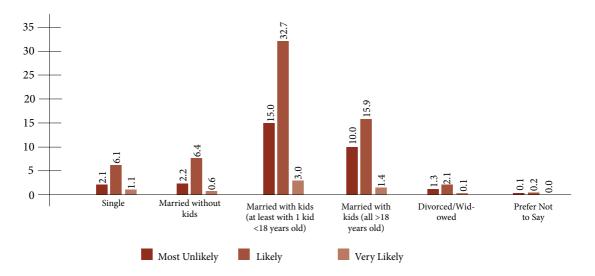
Future purchase by gender, about 50% (1,918) female and over 20% (857) male respondents are 'Likely' or 'Very Likely' to purchase *Gho/Kira* woven on *Meche* loom in the future. (Fig. 90) Refer Appendix B5.5 for details.

Figure 91: Future purchase of Gho/Kira woven on Meche loom by age (%) (N=4,000)
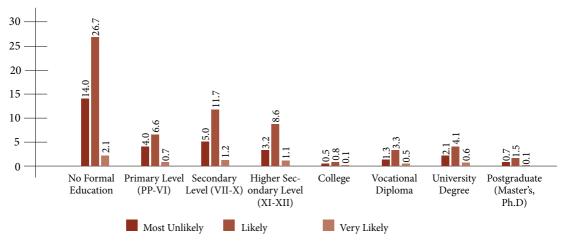
Future purchase by age, about 35% (1,337) of respondents within '25-35 years' age range are 'Likely' or 'Very Likely' to purchase *Gho/Kira* woven on *Meche* loom in the future. This is followed by '36-46 years' (>15%), '56 years and above' (>10%), and '46-55 years' (10%). (Fig. 91) Refer Appendix B5.8 for details.

Figure 92: Future purchase of Gho/Kira woven on Meche Loom by marital status (%) (N=4,000)
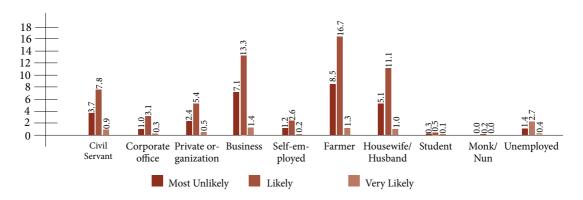
Future purchase by marital status, over 35% (1,307) of the respondents who are 'married with at least with one child below 18 years' are 'Likely' or 'Very Likely' to purchase *Gho/Kira* woven on *Meche* loom in the future. This is followed by 'Married with all children above years' (>15%), 'Married without child' and 'Single' (>5% each). (Fig. 92) Refer Appendix B5.11 for details.

Figure 93: Future purchase of Gho/Kira woven on Meche loom by educational level (%) (N=4,000)
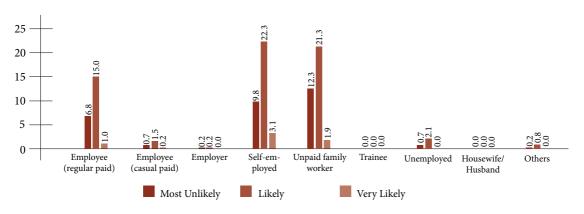
Future purchase by educational background, about 30% (1,151) of the respondents who have 'No Formal Education' are 'Likely' or 'Very Likely' to purchase *Gho/Kira* woven on *Meche* loom in the future. This is followed by 'Secondary Education' (<15%), 'Higher secondary education' (<10%), 'Primary Education' (>5%) (Fig. 93) Refer Appendix B5.14 for details.

Figure 94: Future purchase of Gho/Kira woven on Meche loom by occupation (%) (N=4,000)

Future purchase by occupation, about 20% (719) of the respondents who are 'Farmers' are 'Likely' or 'Very Likely' to purchase *Gho/Kira* woven on *Meche* loom in the future. This is followed by 'Business' (<15%), 'Housewife/Husband' (>10%), 'Civil Servant' (<10%), and 'Private organization' (>5%). (Fig. 94) Refer Appendix B5.17 for details.

Figure 95: Future purchase of Gho/Kira woven on Meche loom by employment status (%) (N=4,000)

Future purchase by employment status, over 25% (1,013) of the respondents who are 'Self-Employed' are 'Likely' or 'Very Likely' to purchase *Gho/Kira* woven on *Meche* loom in the future. This is followed by 'Unpaid family worker' (<25%), and 'Regular paid employee' (>15%). (Fig. 95) Refer Appendix B5.20 for details.
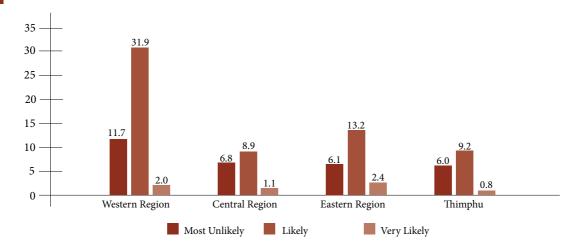
Figure 96: Future purchase of Gho/Kira woven on Meche loom by region (%) (N=4,000)

Regionally, about 35% (1,355) of the respondents from 'Western Region' are 'Likely' or 'Very Likely' to purchase *Gho/Kira* woven on *Meche* loom in the future. This is followed by 'Eastern Region' (>15%), 'Central Region' and 'Thimphu dzongkhag' (10% each). (Fig. 96) Refer Appendix B5.23 for details.
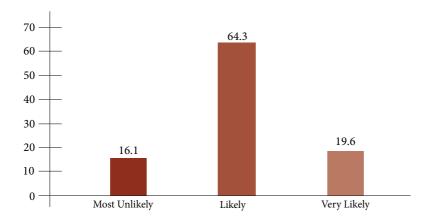
Summary:

About 70% of the respondents are 'Likely' or 'Very Likely' to purchase *Gho/Kira* woven on *Meche* loom in the future, of which about 50% are female and over 20% are male. Similarly, by age range, marital status, educational background, occupation, employment status, and regions, the future purchase considerations on the same categories are as below:

- *Age range*: '25–35-year-old' (<35%), followed by '36-46 years' (>15%), '56 years and above' (>10%), and '46-55 years' (10%);
- *Marital status*: 'Married with at least one child under 18 years' (>35%), followed by 'Married with all children above years' (>15%), 'Married without child' and 'Single' (>5% each);
- *Educational background*: 'No Formal Education' (<30%), followed by 'Secondary Education' (<15%), 'Higher Secondary Education' (<10%), 'Primary Education' (>5%);
- *Occupational groups*: 'Farmers' (<20%), followed by 'Business' (<15%), 'Housewife/Husband' (>10%), 'Civil Servant' (<10%), and 'Private organization' (>5%);
- *Employment status*: 'Self-Employed' (>25%), followed by 'Unpaid family worker' (<25%), and 'regular paid employee' (>15%); and
- *Regions*: 'Western Region' (<30%), followed by 'Eastern Region' (>15%), 'Central Region' and 'Thimphu dzongkhag' (10% each).

3.5.3 Future Purchase of Gho/Kira Woven on Machine Loom

Figure 97: Future purchase of machine woven Kira/Gho (%) (N=4,000)

Overall, data shows that nearly 85% (3,356) of the respondents are 'Likely' or 'Very Likely' to purchase machine woven *Gho/Kira* in the future. (Fig. 97) Refer Appendix B5.3 for details.

Figure 98: Future purchase of machine woven Gho/Kira by gender (%) (N=4,000)

Future purchase by gender, about 60% (2,343) female and over 25% (1,013) male respondents are 'Likely' or 'Very Likely' to purchase machine woven *Gho/Kira* in the future. (Fig. 98) Refer Appendix B5.6 for details.

Figure 99: Future purchase of machine woven Gho/Kira by age (%) (N=4,000)

Future purchase by age, over 35% (1,454) of respondents within '25-35 years' age range are 'Likely' or 'Very Likely' to purchase machine woven *Gho/Kira* in the future. This is followed by '36-45 years' (>20%), '46-55 years' and '56 years and above' (>10% each). (Fig. 99) Refer Appendix B5.9 for details.
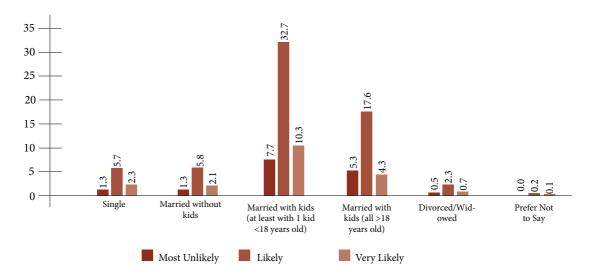
Figure 100: Future purchase of machine woven Gho/Kira by marital status (%) (N=4,000)

Future purchase by marital status, about 45% (1,719) of the respondents who are 'married with at least with one child below 18 years' are 'Likely' or 'Very Likely' to purchase machine woven *Gho/Kira* in the future. This is followed by 'Married with all children above 18 years' (>20%), 'Single' and 'married without child' (<10% each). (Fig. 100) Refer Appendix B5.12 for details.
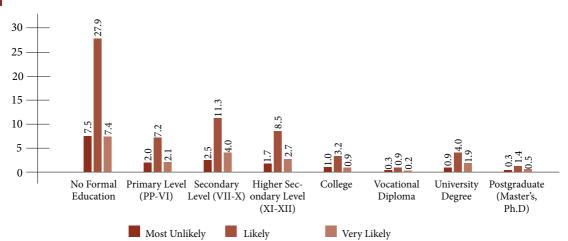
Figure 101: Future purchase of machine woven Gho/Kira by educational level (%) (N=4,000)

Future purchase by educational background, slightly over 35% (1,411) of the respondents who have 'No Formal Education' are 'Likely' or 'Very Likely' to purchase machine woven *Gho/Kira* in the future. This is followed by 'Secondary Education' (>15%), 'Higher Secondary Education' (>10%), 'Primary Education' (<10%), and 'University Degree' (>5%). (Fig. 101) Refer Appendix B5.15 for details.
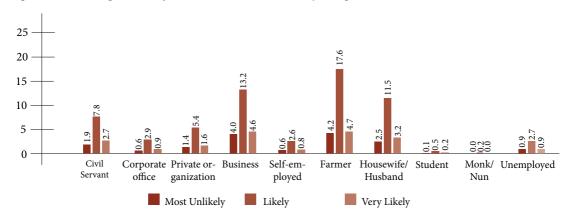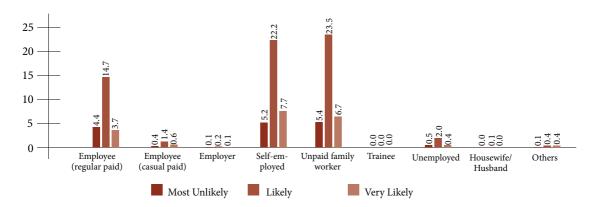
Figure 102: Future purchase of machine woven Gho/Kira by occupation (%) (N=4,000)
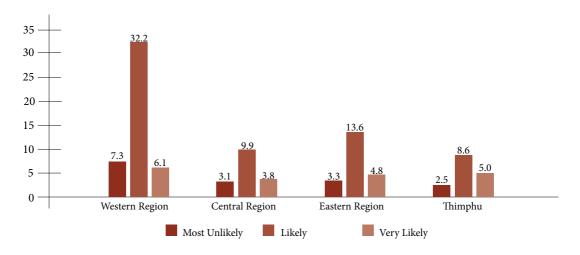
Future purchase by occupation, over 20% (892) of the respondents who are 'Farmers' are 'Likely' or 'Very Likely' to purchase machine woven *Gho/Kira* in the future. This is followed by 'Business' (<20%), 'Housewife/Husband' (<15%), 'Civil Servant' (>10%), and 'Private organization' (>5%). (Fig. 102) Refer Appendix B5.18 for details.

Figure103: Future purchase of machine woven Gho/Kira by employment status (%) (N=4,000)

Future purchase by employment status, over 30% (1,206) of the respondents who are 'Unpaid family workers' are 'Likely' or 'Very Likely' to purchase machine woven *Gho/Kira* in the future. This is followed by 'Self-employed' (<30%) and 'Regular paid employee' (<20%). (Fig. 103) Refer Appendix B5.21 for details.

Figure 104: Future purchase of machine woven Gho/Kira by region (%) (N=4,000)
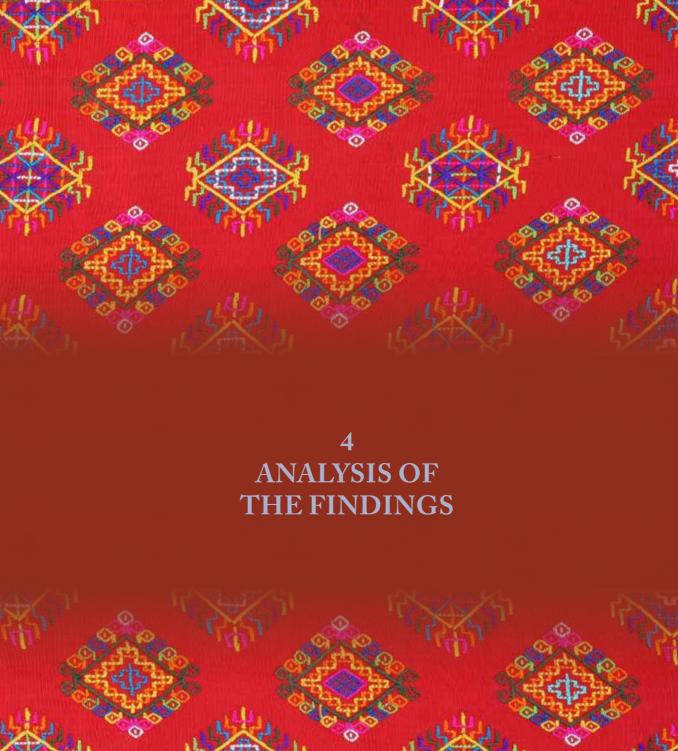
Regionally, about 40% (1,531) of the respondents from 'Western Region' are 'Likely' or 'Very Likely' to purchase machine woven *Gho/Kira* in the future. This is followed by 'Eastern Region' (<20%), 'Central Region' and 'Thimphu dzongkhag' (<15% each). (Fig. 104) Refer Appendix B5.24 for details.

Summary:

About 85% of the respondents are 'Likely' or 'Very Likely' to purchase *Gho/Kira* woven on machine loom in the future, of which about 60% are female and over 25% are male. Similarly, by age range, marital status, educational background, occupation, employment status, and regions, the future purchase considerations on the same categories are as below:

- *Age range*: '25–35-year-old' (>35%), followed by '36-45 years' (>20%), '46-55 years' and '56 years and above' (>10% each);
- *Marital status*: 'Married with at least one child under 18 years' (about 45%), followed by 'Married with all children above 18 years' (>20%), 'Single' and 'Married without child' (<10% each);
- *Educational background*: 'No Formal Education' (>35%), followed by 'Secondary Education' (>15%), 'Higher Secondary Education' (>10%), 'Primary Education' (<10%), and 'University Degree' (>5%);
- *Occupational groups*: 'Farmers' (>20%), followed by 'Business' (<20%), 'Housewife/Husband' (<15%), 'Civil Servant' (>10%), and 'Private organization' (>5%);
- *Employment status*: 'Unpaid family worker' (>30%), followed by 'Self-employed' (<30%) and 'Regular paid employee' (<20%); and
- *Regions*: 'Western Region' (<40%), followed by 'Eastern Region' (<20%), 'Central Region' and 'Thimphu dzongkhag' (<15% each).

4
ANALYSIS OF
THE FINDINGS

4.1   General Profile

Of the total 4,000 respondents, about 70% were female and over 30% were male. Similarly, age composition of the respondents was about 45% of '25-35 years', over 25% of '   36-45 years', over 15% each for '46-55 years' and '55 years and above'. Participation rate by gender is not consistent with the national proportion of female and male population, 25 years and beyond, in the country. According to Population and Housing Census of Bhutan (PHCB2017) out of 394,027 persons (25 years and above), 208,832 were males (53%) and 185,195 were females (47%). (NSB, 2018, Table 2.2, p.12) This male and female proportionality variance between the PHCB2017 and the current survey can be corrected factoring 1.7 and 0.7 upon data sets involving male and female.

Age wise composition of respondents is more consistent with the data from PHCB2017 (NSB, 2018, Table 2.2, p.12). According to PHCB2017, proportion of 25 years and above population for age ranges '25 – 34 years', '35 – 44 years', '45-54 years' and '55 years and beyond' were over 35% (144,460), about 25% (97,044), over 15% (64,850), and over 20% (87,673) respectively.

By marital status, over 85% of the respondents were married; less than 10% were single and less than 5% were either divorced or widowed. To a large extent this is similar to PHCB2017 (NSB, 2018, p.119, Table A2.13).

Over 10% of the respondents were with primary education background as opposed to PHCB2017 (NSB, 2018), which reported that nearly 40% of the population were with the primary education background (p.26). This huge apparent difference is due to the differential use of age cut-off for educational attainment reporting. Whereas, respondents for this survey are from 25 years and above, PHCB2017 is from 6 years and above. In essence, there may not be any discrepancy. Similarly, about 45% of respondents with no formal education as compared with about 35% of adult illiteracy (NSB, 2018, p.23) arises from the definition of adult literacy, which is from 15 years and above. As such, data may need to be treated as credible in spite of apparent discrepancies.

The employment status of respondents was highest for 'Unpaid family worker' and 'Self-Employed' at over 35%, followed by 'Regular paid employee' (<25%). Proportion of respondents for 'Regular paid employee' is more or less similar in proportion with PHCB2017 (35%) and BLSS2017 (>25%). Similarly, while proportion of 'Self-Employed' (termed 'own account holder' in PHCB2017 & BLSS2017) is similar with data from PHCB2017 (>40%), it is significantly higher in BLSS2017 (>60%). However, BLSS2012 and BLSS2007 indicated over 16% and 25% respectively on the same category. On the other hand, 'Unpaid family worker' (termed 'family business without pay' in BLSS2017, 2012 & 2007) are much lower in PHCB2017 (<10%) and BLSS2017 (>5%), but much higher in BLSS2012 (<45%) and BLSS2007 (<30%). Proportion of 'casual paid employee' have ranged from less than 3% to slightly over 10% in the surveys mentioned herein. Across cited surveys, 'employer' category has remained the most constant averaging at less than 0.5%. Similarly, 'Others' have remained from less than 0.5% (BLSS2007) to less than 5% (BLSS2012), averaging 1.5%. Except this survey, 'unemployed' category has not been used by other cited surveys. For details refer PHCB2017 (NSB, 2018, Table 5.5, p.52), BLSS2017 (NSB, 2017,

Table 5.2, p.51), BLSS2012 (NSB, 2012, Table 5.1, p.33), and BLSS2007 (NSB, 2007, Table 4.6, p.47). Participation by 'occupational background' were highest for 'Farmers' at over 25%, followed by 'Business' (>20%); 'Housewife/Husband' (>15%); 'Civil Servant' (>10%); 'Private organization' (<10%); 'unemployed', 'corporate office', and 'Self-Employed' (<5% each); 'student' (<1%), and 'monk/nun' (<0.5%). It may be pointed out that, except for this survey, 'occupational background' category has not been used by any of the other cited surveys in this discussion.

The survey has taken 8.8 percentage points higher proportion of participants from 'Western Region' i.e., 45.6%, as opposed to 36.8% from PHCB2017 (NSB, 2018). This has led to taking about 3 percentage points lesser from other three regions in the survey. Specifically, proportion of participants for this survey to proportions from PHCB2017 were: Central region – 16.8%: 20.8%; Eastern region – 21.7%: 23.1%; and Thimphu dzongkhag – 16%: 19.3%. (Refer PHCB2017, NSB, 2018, Table A2.9, pp.103-111 for details). Nonetheless, for parity and better representation of the data, the data so obtained in terms of regions for this survey can be factored by 0.8, 1.2, 1.1, and 1.2 (obtained dividing PHCB2017 data by data from this survey) respectively for 'Western', 'Central', 'Eastern', and 'Thimphu dzongkhag'.

4.2 Comparing Purchase of Gho/Kira Woven on Three Looms in the Past 24 Months
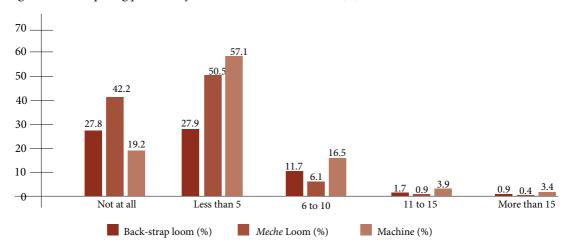
Figure 105: Comparing purchase of Gho/Kira woven on 3 looms (%)

Analysis shows that purchase of 'Less than 5' pieces of *Gho/Kira* woven on 'Back-strap loom' (<60%) and 'Machine' (>55%) are similar; followed by those woven on '*Meche* loom' (>50%). However, 6 pieces or more *Gho/Kira* are purchased that are clearly 'Machine' woven. (Fig 105; Appendix B2.25)

Trend is same across gender, age, marital status, educational background, occupation, employment status, and region (see Appendices B2.26 – B2.32). As sections 4.3 and 4.4 below indicate, the cost and quality are the contributing factors for the above trend.

Purchase of 11 or more and beyond 15 pieces of *Gho/Kira* woven across looms are made more by females; respondents of 25-35 years, followed by 36-45 years; those married with at least 1 child below 18 years, followed by married with all children above 18 years; those without formal education, followed by secondary and higher secondary education; farmers, followed by business, housewife/husband, civil servants, private; self-employed, followed by unpaid family workers, regular paid employees; and western region, followed by Thimphu dzongkhag, eastern, and central region. The pattern is similar for those respondents who purchased 'Less than 5' and '6 – 10' pieces, and those who did not purchase any. The trend is more or less directly proportional to the proportion of participants across profiles of the respondents.

In terms of 'married' and 'not married' (i.e., single/widow/divorced/others), purchases by 'married' are highest across all categories of purchases. However, factoring proportionality of participants in the survey and PCHB2017 data, 'not married' have tended to purchase slightly more in categories '6 and beyond'. Similarly, in terms of the participants with 'formal education' and with 'no formal education', purchase is higher by those with 'formal education' across all categories of purchase. Likewise, those 'employed' (employee/employer/self-employed) have purchased higher than those 'unemployed' (housewife/ husband/ unpaid family worker/trainee/unemployed/others) in all categories of purchase, even after factoring proportionality of participation. This may indicate that those with formal education, those employed, and those not married may have higher disposable income as compared to other groups.

As per BLSS2017 (NSB, 2017, Table 6.2, p.56-59), while Bhutan's mean monthly household consumption expenditure is Nu33,542, the mean monthly household consumption among the richest 20% is Nu.73,558. This is seven times the mean monthly household consumption among the bottom 20% (Nu.10,574). Similarly, the mean per capita expenditure of households in the richest per capita consumption quintile is Nu17,802, which is more than seven times that of households in the poorest per capita consumption quintile of Nu2,468; the mean monthly per capita household expenditure for the country being Nu7,939. Even between the fourth and the fifth consumption expenditure quintiles, the difference is about two times. Of the total expenditure, on average, food accounted for 34% of the household consumption expenditure. On average, of the total non-food consumption budget, over 15% is devoted to 'clothing and footwear'. From this, it may be surmised that the fifth household consumption expenditure quintile, i.e., the richest quintile, followed by the fourth quintile may have more disposable income to purchase higher number of textiles in any given period.

But what may customers with high disposable income want? It may be products that meet or exceed their expectations; products aligned with their values, wants, needs and desires; exceptional service; provide a feeling of uniqueness, etc. A further question to this may be – how to develop textiles that attract those with high disposable income. Some of the ideas to develop such textiles that attract those with disposable income may be through – selling products with additional benefits; leveraging on the uniqueness factor; good sales service, value-added sales and after-sales service; rewarding good clients; visual branding; conveying scarcity or urgency; consistency of quality; customer education; etc.

Further, findings indicate that respondents of ages 25-35 years, followed by 36-45 years, have highest purchases of *Gho/Kira* woven on all three types of looms across all categories of purchase. This indicates that generally young adults are the main buyers of textiles, making them conspicuous consumers. In addition, it is also a fact that generally young adults like to be more visible, be more social, and more engaged in social media, making them even more conspicuous of all consumers from other age group. As such, it may be construed that the bulk of the textile purchases made for those in ages   25-35 years , followed by   36-45 years   , are indicative of the textiles/clothes being conspicuous products. Afterall, it is a fact that clothes are part of bodily adornment; clothes are the most visible and mobile of all other products (as compared with housing, for example). If textiles or clothes are conspicuous products, then the question would be as to how to develop the Bhutanese textile further to make them even more visible. Perhaps, it could be developed further through creative and innovative designs.

Overall, the findings show that there is no mass consumption of textiles. For all textiles woven on all three types of looms, most people bought less than five pieces in the last two years. In some ways, this may be good. It means that fast fashion, which is the epitome of mass consumerism, has not taken root in Bhutan, at least not with textiles and traditional clothes. So, developing massive textile industry in Bhutan is not going to happen anytime soon. Furthermore, with a limited population, the domestic market is not large enough to demand such a massive textile industry development. But this does not mean that there should not be any development in the textile industry. What this means is, rather than expanding horizontally, the industry needs to be developed as a bespoke industry, sort of using the analogy of Swiss Watch Industry – low volume, high-value type of products, driven by research, creativity and innovation, underpinned by traditional practice and cultural legacies. High value, low volume driven by research, creativity and innovation in textile production would mean – good quality raw materials, good and innovative design, good quality finishing, high cost but good value for money – essentially as aspirational products.

4.3   Comparing Opinion on Quality of *Gho/Kira* Woven on Three Looms
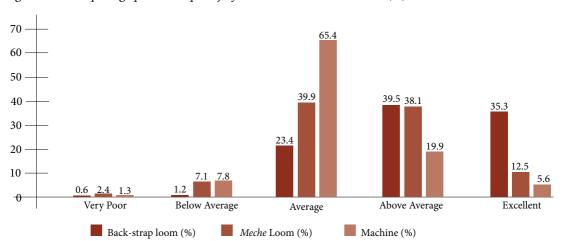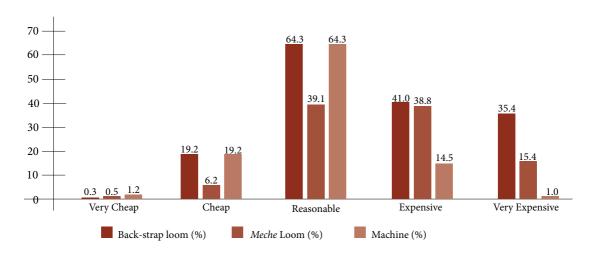
Figure 106: Comparing opinion on quality of Gho/Kira woven on 3 looms (%)

Analysis shows that *Gho/Kira* woven on Back-strap loom stand out as of excellent quality, followed by those woven on *Meche* loom, with similar quality rating on 'Above Average' for the *Gho/Kira* woven on the same looms. On the other hand, machine *Gho/Kira* are considered as of 'Average' quality, followed by *Gho/Kira* woven on *Meche* loom, with similar quality rating on 'Below Average' for *Gho/Kira* woven the same looms. (Fig 106; Appendix B3.25) The trend is more or less same across gender, age, marital status, educational background, occupation, employment status, and region (see Appendices B3.26 – B3.32). This indicates that, by and large, *Gho/Kira* woven on Back-strap looms are of superior quality, followed by those woven on *Meche* loom, with machine- woven being generally of average quality. Perhaps this could be due to the 'hand' element that is embedded within the quality of hand-woven textiles, i.e., textiles woven on Back-strap and *Meche* looms. The preference for a dense warp-faced textiles that is stiff can only be woven on Back-strap looms, and thus, this could be a benchmark to measure excellence in *Gho/Kira* textiles.

This analysis may be further corroborated with findings of two surveys. Through a self-declaration, the *2021 Textile Survey* (RTA, 2022; section 4.7) found that about 70% of the weavers believed that their textile products were comparable or even better than those in the market. Similarly, though not a direct correlation, through self-declaration, the *2010 Weaver Survey* (MoHCA & NSB, 2013; Tables 58a&b) found that while about 40% of the weavers rated themselves as either skilled or expert weavers, another about 55% rated themselves as average weavers.

4.4   Comparing Opinion on Cost of Gho/Kira Woven on Three Looms

Figure 107: Comparing opinion on cost of Gho/Kira woven on 3 looms (%)

Analysis overall shows *Gho/Kira* woven on Back-strap loom are considered expensive to very expensive, followed by those woven on *Meche* loom. Bulk of the machine woven *Gho/Kira* are considered of 'Reasonable' cost, followed by those woven on *Meche* loom. Some machine woven *Gho/Kira* are also
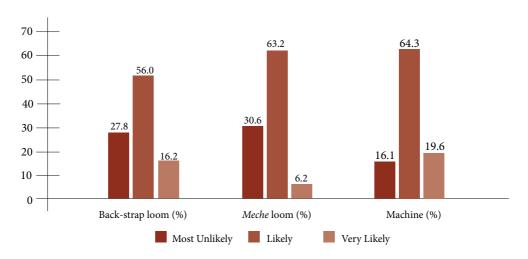
considered as 'Cheap' or 'Very Cheap', followed by those woven on *Meche* loom. (Fig 107; Appendix B4.25) The trend is more or less same across gender, age, marital status, educational background, occupation, employment status, and region (see Appendices B4.26 – B4.32).

Opinions on cost of *Gho/Kira* woven on Back-strap and *Meche* looms being 'Reasonable' and 'Expensive' are similar. Such opinions have been expressed mainly by females; respondents of 25-35 years, followed by 36-45 years; those married with at least 1 child below 18 years, followed by married with all children above 18 years; those without formal education, followed by secondary and higher secondary education; farmers, followed by business, housewife/husband, civil servants, private; self-employed, followed by unpaid family workers, regular paid employees; and western region, followed by eastern, Thimphu dzongkhag, and central region. The trend is more or less directly proportional to the proportion of participants across profiles of the respondents.

By and large, *Gho/Kira* woven on Back-strap loom are more expensive, followed by those woven on *Meche* loom, with machine woven being generally less expensive. This corroborates with the analysis above (section 4.3), wherein *Gho/Kira* woven on Back-strap loom are considered of more superior quality, followed by those woven on *Meche* loom, with machine woven being generally of average quality. This explains why less proportion of respondents purchased *Gho/Kira* woven on Back-strap loom, which was followed by those woven on *Meche* loom (see section 4.2 above). The *2021 Youth Survey* (RTA, 2022) found that just about 15% of the youths strongly agreed that the price charged for locally woven textiles were fair. (Section 4.4.1) Further, the *2021 Textile Survey* (RTA, 2022; section 4.5.8) found that one of the challenges of selling their textile products had to do with affordability of their products by their customers (25%).

4.5 Comparing Future Purchase of Gho/Kira Woven on Three Looms

Figure 108: Comparing future purchase of Gho/Kira woven 3 looms (%)

Overall, analysis for the future purchase of *Gho/Kira* woven on three looms, 'Likely' future purchases for Machine woven *Gho/Kira* and woven on *Meche* loom are about 65% each, with future purchase for those woven on Back-strap being about 10 percentage points lower than the other two looms. Further, those 'Very Likely' to purchase are highest for machine woven (<20%), followed by woven on 'Back-strap' (>15%), with woven on '*Meche* loom' being at over 5%. However, those who are 'Most Unlikely' to purchase are about 30% each for *Gho/Kira* woven on *Meche* and Back-strap looms, with machine woven trailing about 15 percentage points. (Fig 108; Appendix B5.25) The trend is more or less similar across gender, age, marital status, educational background, occupation, employment status, and region (see Appendices B5.26 – B5.32).

Intentions of 'Likely' and/or 'Very Likely' future purchase of *Gho/Kira* woven on Back-strap loom are expressed mainly by females; respondents of 25-35 years, followed by 36-45 years; those married with at least 1 child below 18 years, followed by married with all children above 18 years; those without formal education, followed by secondary and higher secondary education; farmers, followed by business, housewife/husband, civil servants, private; self-employed, followed by unpaid family workers, regular paid employees; and western region, followed by eastern, Thimphu dzongkhag, and central region. Except age, which is similar across age groups, expressions of 'most unlikely' are of similar pattern across profiles. The trend is more or less directly proportional to the proportion of participants across profiles of the respondents.

Similarly, intentions of 'Likely' future purchase of *Gho/Kira* woven on *Meche* and Machine looms are expressed mainly by females; respondents of 25-35 years, followed by 36-45 years; those married with at least 1 child below 18 years, followed by married with all children above 18 years; those without formal education, followed by secondary and higher secondary education; farmers, followed by business, housewife/husband, civil servants, private; self-employed, followed by unpaid family workers, regular paid employees; and western region, followed by eastern, Thimphu dzongkhag, and central region. The trend is more or less directly proportional to the proportion of participants across profiles of the respondents.

4.6 Further Thoughts on Textiles Woven on Back-strap, Meche and Machine looms, and Authenticity of Products

Machine Woven Textiles vs Hand-Woven Textiles (Meche and Back-strap Looms)
There is a place for machine woven textile because of its average quality at 65% rating and its reasonable cost at 64%. Further, in terms of the most likelihood of purchase, it ranks the highest amongst textiles woven on all three types of looms. It seems the textiles woven on machine loom is the go-to, the everyday wear, much like the jeans, track pants, etc. So, rather than suppressing the demand for machine woven textiles, the way forward would be to increase the value of hand-woven textiles in Bhutan, which incidentally, includes *Meche* loom textiles.

Meche Loom Textiles
In terms of likelihood of purchase, the likelihood of purchase of textiles from Back-strap and *Meche*

looms are more or less similar at about 70% each; machine woven textiles being at about 85%. Therefore, it is apparent that, much like the machine loom textiles, *Meche* loom textile is not going to go away too. Further, in terms of the above-average quality as well as the cost, the response between Back-strap loom textiles and *Meche* loom textiles do not differ too much. So, it means that there is not enough differentiation between those two textiles. Perhaps, this is where some efforts could be concentrated to further develop *Meche* loom textiles and to incorporate a place for this type of textiles. One possible trajectory of development is that *Meche* loom textiles should not 'copy' Back-strap loom textiles but rather develop what Back-strap loom textiles cannot offer. In this matter, this effort will provide more variety and diversity of textile choices for consumers.
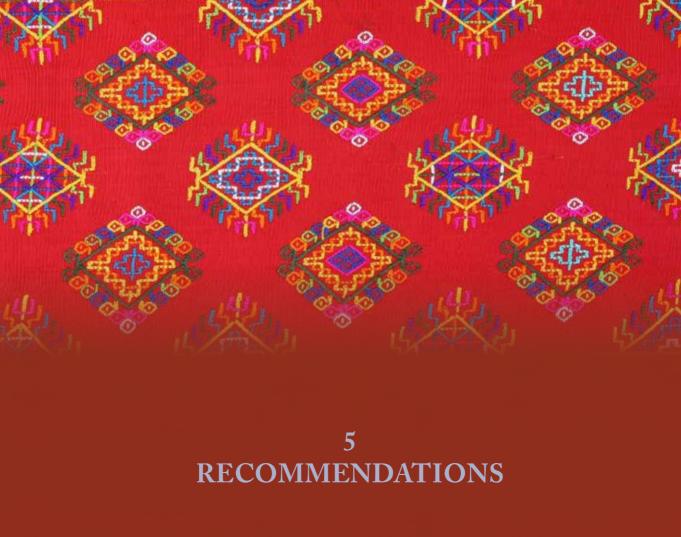
Back-strap Loom Textiles

A thought could be – Should textile weave on the Back-strap loom go for 'mass production' to compete with the other two textile types? This certainly may lead to lowering of the quality and value of the textiles woven on the Back-strap loom. This may not be the best way forward.

From the data, textiles woven on the Back-strap loom have the highest ranking in terms of quality excellence. Lowering the value will only threaten the dignity and integrity of the textile. Rather, the development of Back-strap loom textiles should do what the other two textile looms cannot do. Once again, it becomes important to draw on the analogy of the Swiss Watch Industry/products. The Swiss watches are well made, good quality, well designed, underpinned by traditions, high value, and of aspirational products. Back-strap loom textiles should also be the same; has the potential to be the same aspirational product.

Quality and Authenticity Certification

Perhaps, for textiles woven in Bhutan, a quality and authenticity certification could be established to establish the integrity of textiles woven and/or designed in Bhutan. It could be much like Harris Tweed Authority. The role of the Harris Tweed Authority is to promote and maintain the authenticity, standard and reputation of the world famous Harris Tweed cloth. (*https://www.harristweed.org/*) Harris Tweed Authority is a legal entity by Act of Parliament of the United Kingdom (Harris Tweed Act, 1993). Or it could even be like the Royal Peacock Logo: The certification trademark of Thai silk Standards (*https://rainogilvie.com/pages/the-royal-peacock-logos-the-certification-trademark-of-thai-silk-standards*) Such an establishment will give official recognition to textiles woven in Bhutan and recognise the diversity of textiles woven and/or designed here in Bhutan.

5
RECOMMENDATIONS

Way forward for Bhutanese hand-woven textile industry

5.1 **Develop the Bhutanese hand-woven textile industry as a bespoke industry producing aspirational products:** Rather than expanding horizontally, the Bhutanese hand-woven textile industry needs to be developed as a bespoke industry. The industry could follow the analogy of how Swiss Watch Industry developed – low volume, high-value type of products, driven by research, creativity and innovation. High value, low volume driven by research, creativity and innovation in textile production would mean – using good quality raw materials, investing in research to develop creative and innovative design, applying good quality finishing techniques, producing high price but good value for money products and branding the textiles as aspirational products. This could be especially for Back-strap loom textiles, and to certain extent for textiles woven on *Meche* loom.

5.2 **Develop *Meche* loom textiles in ways to offer what Back-strap loom textiles cannot offer:** From the survey findings, it showed that there was not much differentiation between textiles woven on Back-strap and *Meche* looms. One recommendation would be to put in some efforts to further develop *Meche* loom textiles and to incorporate a place for this type of textiles. This could include *Meche* loom textiles not 'copying' Back-strap loom textiles, but rather develop what Back-strap loom textiles cannot offer. In this matter, this effort will provide more variety and diversity of textile choices for consumers.

5.3 **Increasing the value of hand-woven textiles, rather than suppressing demand for machine woven textiles:** Textiles woven on machine loom as the go-to, the everyday wear, much like the jeans, track pants, etc. is there to stay. As such, rather than suppress the demand for machine woven textiles, the way forward would be to increase the value of hand-woven textiles in Bhutan, which incidentally would include *Meche* loom textiles as well as the textiles woven on Back-strap loom, through recommendations as above.

5.4 **Making hand-woven textiles attractive for customers with high disposable income customers:** In order to cater to the customers with high disposable income, the hand-woven textile industry needs to make products that meet or exceed their expectations; products aligned with customers' values, wants, needs and desires. Notably, it is also important to improve the ways which hand-woven textiles are sold. For example, providing exceptional service; enhancing a feeling of uniqueness and specialness when purchasing the textile, offering benefits such as value-added sales, after-sales service, rewarding good clients and offering customer education via quality sales service. In terms of branding, it must leverage on the uniqueness factor for visual branding, conveying scarcity or urgency and consistency of quality.

5.5 **Attracting young adults through creation of conspicuous design textile products:** Young adults like to be more visible and conspicuous. Incidentally, textiles or clothes are conspicuous products, enabling wearer to be more conspicuous. Therefore, the hand-woven textile industry needs to be more visible through creative and innovative designs.

5.6 **Establishment of Quality and Authenticity Certification:** Establish a quality and authenticity certification process/mechanism to establish the integrity of textiles woven and/or designed in Bhutan. It could be much like the Harris Tweed Authority (*https://www.harristweed.org/*) or even be like the Royal Peacock Logo: The certification trademark of Thai silk Standards (*https://rainogilvie.com/pages/the-royal-peacock-logos-the-certification-trademark-of-thai-silk-standards*) Such an establishment will give official recognition to textiles woven in Bhutan and recognise the diversity of textiles woven and/or designed here in Bhutan.
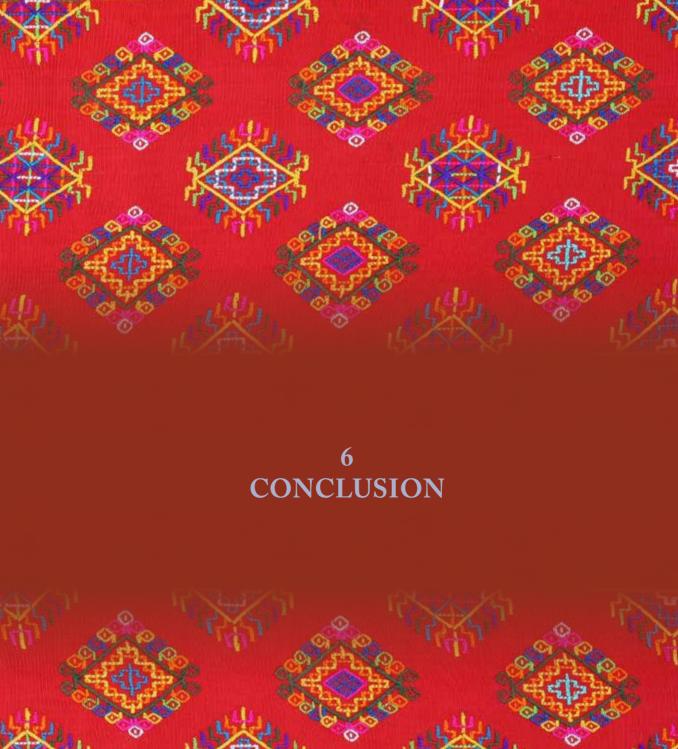
Questionnaire for future surveys

5.7 **Sampling of survey participants:** Participants for future textile consumption surveys by gender, age, educational attainment, marital status, occupational background (this has not been used by PHCB, BLSS, etc), employment status (this could be consistent with PHCB & BLSS), and region may be proportionately based on data from future PHCBs or the most current PHCB at the time of the survey so that the textile consumption pattern by such varied groups can be better understood. However, any data that needed to be collected in the survey which are not covered by the PHCB would have to be based on some other major survey reports, such as the BLSS, etc. Importantly, a credible sampling methodology needs to be developed to render the findings more reflective of the general population of Bhutan.

5.8 **Consideration of regions:** Along with three regions, i.e., Central, Eastern, and Western regions, because of the sheer population size, it must be Thimphu dzongkhag City rather than Thimphu dzongkhag as the Fourth region. Rest of Thimphu dzongkhag outside of Thimphu city needs to be part of the Western region.

5.9 **Rural-Urban disaggregated data:** It would be useful for the future textile consumption surveys to collect rural-urban disaggregated data so that consumption patterns can be better understood by rural and urban locations. Proportionality of the participants for the survey can be based on data from PHCB as mentioned under 5.7 above.

5.10 **Data Collection on Annual Income:** It would be useful to collect separate data on annual income of the respondents to determine their disposable income.

5.11 **Occasion and frequency of wearing *Gho/Kira*:** It would be important to ask where and on what occasions do the participants wear their *Gho/Kira* woven on Back-strap, *Meche* and Machine looms; as well as the frequency they would wear in a year.

5.12 **Inclusion of a separate item of 'hand-woven textile products' in the visitor exit surveys by the TCB:** The 2014 visitor exit survey by the TCB to examine the average out-of-pocket spending by international and regional visitors included 'souvenirs and handicrafts' as a survey item. It would be very useful for the hand-woven textile sector if TCB can include a separate item of 'hand-woven textile products' in such future surveys.

5.13   **Inclusion of a separate item of 'hand-woven textile products' in the future Tourism Establishment Census of Bhutan by the TCB:** The 2021 *Tourism Establishment Census of Bhutan* by the TCB included 'handicrafts' as part of the census. It would be very useful for the hand-woven textile sector if TCB can include a separate item of 'hand-woven textile products' in their future tourism establishment surveys.

6
CONCLUSION
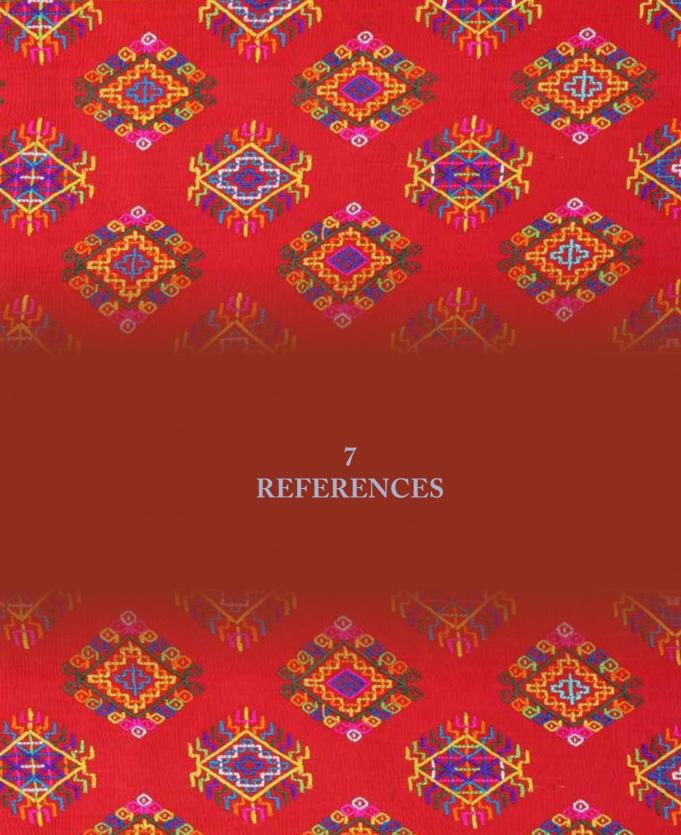
It may be concluded that, by and large, *Gho/Kira* woven on Back-strap loom are of superior quality, followed by those woven on *Meche* loom, with machine woven being generally of average quality. Presence of this superior quality of the textile products woven on Back-strap loom could be capitalized as aspirational products. Quality products woven on *Meche* loom can also be thought of in similar lines, but for more casual and regular use. However, *Gho/Kira* woven on Back-strap and *Meche* looms can also have some inferior quality products, indicating issues of quality standardization. In fact, products woven on Back-strap and *Meche* looms can come in a whole range of qualities, requiring standardization. Therefore, there may be an urgent need to look into addressing this important and critical issue of standardization.

However, *Gho/Kira* woven on Back-strap loom, by and large, are also expensive. It is no surprise that it is expensive as many such products are of superior quality. This makes many such products woven on Back-strap loom more exclusive and aspirational in nature. So are those woven on *Meche* loom, even though not at aspirational level. This would mean that those average quality and reasonably priced machine woven *Gho/Kira* could co-exist in the market with products from the other two looms, but for different purposes, with different pricing commensurate to quality. This may need working through standardization and branding, and through intellectual property rights and trademarks.

It is no wonder that the 'Likely' future purchases for machine woven *Gho/Kira* and woven on *Meche* loom are about 10 percentage points higher than those woven on Back-strap loom. Further, those 'Very Likely' to purchase machine woven are about 5 and 10 percentage points respectively higher than for those woven on 'Back-strap' and *Meche* looms. This further indicates exclusivity and aspirational nature of a great deal of textile products from Back-strap loom, followed by those from *Meche* loom. Nonetheless, there will be need to add value to the existing qualities and standards, through designs, dyes, fabrics, specialization, etc. keeping in mind the price sensitivity of the products.

This may demand viewing hand-woven textile sector as a bespoke, formal, organized hand-woven textile industry taking care of all aspects and range of needs of the industry.

7
REFERENCES

Bean, Susan S (Editors, 1994). Introduction: Bhutan, Its Textiles, and the World. In From the Land of the Thunder Dragon – Textile Arts of Bhutan. Copyright of Peabody Essex Museum. ISBN 0 906026 31 8. Published by Serindia Publications, 10 Parkfields, London SW15 6NH, UK and Timeless Books. (pp.13-20)

MoEA (2011). The Economic Contribution of Core Copyright Industries in Bhutan. Intellectual Property Division, Ministry of Economic Affairs, Royal Government of Bhutan, Thimphu. [Access from https://tind.wipo.int/record/28204?ln=en on 31-10-2021]

MoF (2005). Bhutan Trade Statistics 2005. Department of Revenue and Customs, Ministry of Finance, Royal Government of Bhutan, Thimphu. [Accessed from https://www.mof.gov.bt/wp-content/uploads/2014/08/bts2005.pdf on 4-11-2021].

MoF (2010). Bhutan Trade Statistics 2010. Department of Revenue and Customs, Ministry of Finance, Royal Government of Bhutan, Thimphu. [Accessed from https://www.mof.gov.bt/wp-content/uploads/2014/08/bts2010.pdf on 4-11-2021].

MoF (2015). Bhutan Trade Statistics 2015. Department of Revenue and Customs, Ministry of Finance, Royal Government of Bhutan, Thimphu. [Accessed from https://www.mof.gov.bt/wp-content/uploads/2014/08/BTS_2015.pdf on 2-11-2021]

MoF (2016). Bhutan Trade Statistics 2016. Department of Revenue and Customs, Ministry of Finance, Royal Government of Bhutan, Thimphu. [Accessed from https://www.mof.gov.bt/wp-content/uploads/2017/03/BTS2016.pdf on 2-11-2021]

MoF (2017). Bhutan Trade Statistics 2017. Department of Revenue and Customs, Ministry of Finance, Royal Government of Bhutan, Thimphu. [Accessed from https://www.mof.gov.bt/wp-content/uploads/2018/04/Final-BTS-Publication-2017.pdf 2-11-2-21]

MoF (2018). Bhutan Trade Statistics 2018. Department of Revenue and Customs, Ministry of Finance, Royal Government of Bhutan, Thimphu. [Accessed from https://www.mof.gov.bt/wp-content/uploads/2019/05/BhutanTradeStatistics2018.pdf on 2-11-2-21]

MoF (2019). Bhutan Trade Statistics 2019. Department of Revenue and Customs, Ministry of Finance, Royal Government of Bhutan, Thimphu. [Accessed from https://www.mof.gov.bt/wp-content/uploads/2020/03/BhutanTradeStatistics2019260320201.pdf on 2-11-2-21]

MoF (2020). Bhutan Trade Statistics 2020. Department of Revenue and Customs, Ministry of Finance, Royal Government of Bhutan, Thimphu. [Accessed from https://www.mof.gov.bt/wp-content/uploads/2021/05/BhutanTradeStatistic2020_Publication.pdf on 2-11-2-21]
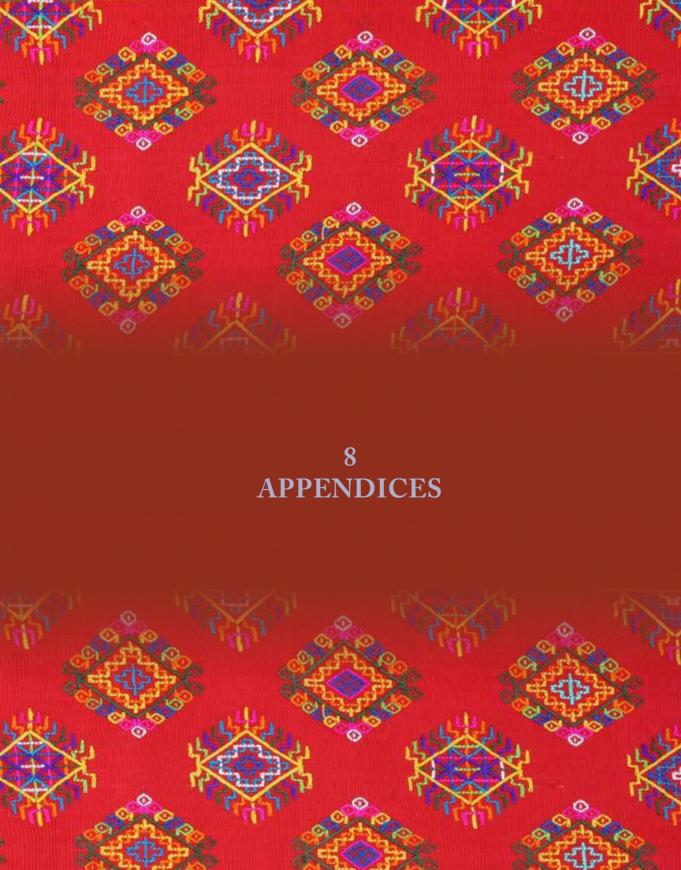
MoHCA and NSB. (2013). *Bhutanese Weaver Survey 2010 – the Report. National Statistics Bureau (NSB) and Department of Culture (DoC), Ministry of Home and Cultural Affairs (MoHCA), Royal Government of Bhutan, Thimphu, 2013.*

Myers, Diana K and Pommaret, Francoise (1994). *Bhutan and Its Neighbours. In From the Land of the Thunder Dragon – Textile Arts of Bhutan. Copyright of Peabody Essex Museum. ISBN 0 906026 31 8. Published by Serindia Publications, 10 Parkfields, London SW15 6NH, UK and Timeless Books. (pp.47-69)*

Myers, Diana K and Pommaret, Francoise (1994). *The Fabric of Life in Bhutan. In From the Land of the Thunder Dragon – Textile Arts of Bhutan. Copyright of Peabody Essex Museum. ISBN 0 906026 31 8. Published by Serindia Publications, 10 Parkfields, London SW15 6NH, UK and Timeless Books. (pp.71-80)*

Myers, Diana K and Bean, Susan S (Editors, 1994). *From the Land of the Thunder Dragon – Textile Arts of Bhutan. Copyright of Peabody Essex Museum. ISBN 0 906026 31 8. Published by Serindia Publications, 10 Parkfields, London SW15 6NH, UK and Timeless Books.*

NSB (2003). *Bhutan Living Standards Survey 2003 Report. National Statistics Bureau, Royal Government of Bhutan, Thimphu. [Accessed from https://www.nsb.gov.bt/publications/bhutan-living-standard-survey-report/ on 31-10-2021]*

NSB (2007). *Bhutan Living Standards Survey 2007 Report. National Statistics Bureau, Royal Government of Bhutan, Thimphu. [Accessed from https://www.nsb.gov.bt/publications/bhutan-living-standard-survey-report/ on 31-10-2021]*

NSB (2012). *Bhutan Living Standards Survey 2012 Report. National Statistics Bureau, Royal Government of Bhutan, Thimphu. [Accessed from https://www.nsb.gov.bt/publications/bhutan-living-standard-survey-report/ on 31-10-2021]*

NSB (2017). *Bhutan Living Standards Survey 2017 Report. National Statistics Bureau, Royal Government of Bhutan, Thimphu. [Accessed from https://www.nsb.gov.bt/publications/bhutan-living-standard-survey-report/ on 31-10-2021]*

NSB (2018). *Population and Housing Census of Bhutan 2017. National Statistics Bureau of Bhutan, Royal Government of Bhutan, Thimphu. [Accessed from https://www.nsb.gov.bt/publications/census-report/ on 11-11-2021]*

TCB (2014). *Bhutan Tourism Monitor – Annual Report 2014. Tourism Council of Bhutan, Royal Government of Bhutan, Thimphu.*

TCB (2021). *Tourism Establishment Census of Bhutan 2021. Planning and Research, Tourism Council of Bhutan, Royal Government of Bhutan, Thimphu. March – April 2021 as operational in 2019.*

RTA (2022). *Bhutan Textile Industry Survey 2021 – the Report 2022. Royal Textile Academy, Thimphu, 2022.*

RTA (2022). *Youth Attitudinal Survey on Weaving, Bhutanese Weaving Culture and Designing 2021 – the Report 2022. Royal Textile Academy, Thimphu, 2022.*

United Kingdom (1993). *Harris Tweed Act 1993. The Parliament of the United Kingdom. [Accessed from https://www.harristweed.org/ on 22/6/2022]*

8
APPENDICES

PART I- General profile

1.   Interviewer's Name *

_____

2.   Contact Number *

_____

3.   Date of Interview *

_____

Example: January 7, 2019

4.   Place of Interview *

_____

5.   Respondent's contact number *

_____

6.   Age *

_____

7.   Gender *
Mark only one oval.

◯ *Male*

◯ *Female*

8.   Marital Status *
Mark only one oval.

◯ *Single*

◯ *Married without kids*

○ *Married with kids (at least with 1 kid below 18 years old)*

○ *Married with kids (all above 18 years old)*

○ *Divorced/Widowed*

○ *Prefer Not to Say*

*9.   Educational Status ***
Mark only one oval.

○ *No Formal Education*

○ *Primary Level (PP-VI)*

○ *Secondary Level (VII-X)*

○ *Higher Secondary Level (XI-XII)*

○ *College*

○ *Vocationally Diploma*

○ *University Degree BA*

○ *Post Graduate (MA, PhD)*

*10.   Occupation (Please state, if applicable) ***
Mark only one oval.

○ *Civil Servant*

○ *Corporate office*

○ *Private organization*

○ *Business*

○ *Self employed*

○ *Farmers*

◯ *Housewife/ House Husband*

◯ *Student*

◯ *Monk/Nuns*

◯ *Unemployed*

11.   Employment Status
Mark only one oval.

◯ *Employee (regular paid)*

◯ *Employee (casual paid)*

◯ *Employer*

◯ *Self employed*

◯ *Unpaid family worker*

◯ *Other:*

12.   Employment Sector
Mark only one oval.

◯ *Agriculture*

◯ *Mining/Quarrying*

◯ *Manufacturing*

◯ *Construction*

◯ *Wholesale/Retail Trade*

◯ *Hospitality/Food Services*

◯ *Transport/Communication*

○ *Finance/Insurance*

○ *Public Administration*

○ *Education Services*

○ *Health Services*

○ *Tourism*

13.   *Dzongkhag **
Mark only one oval.

○ *Bumthang*

○ *Chhukha*

○ *Dagana*

○ *Gasa*

○ *Haa*

○ *Lhuentse*

○ *Monggar*

○ *Paro*

○ *Pema Gatshel*

○ *Punakha*

○ *Samdrup Jongkhar*

○ *Samtse*

○ *Sarpang*

○ *Thimphu*

○ *Trashigang*

○ *Trashi Yangtse*

○ *Trongsa*

○ *Tsirang*

○ *Wangdue phodrang*

○ *Zhemgang*

PART II- Purchase of Garments

In the past 24 months, can you tell me what are the estimated quantities of each item that you have purchased?

14.   *Hand-woven Kira/Gho woven on a back-strap loom* *
Mark only one oval.

○ *Less than 5*

○ *6-10*

○ *11-15*

○ *More than 15*

○ *Not at all*

15.   *Hand-woven Kira/Gho woven in Meche loom* *
Mark only one oval.

○ *Less than 5*

○ *6-10*

○ *11-15*

○ *More than 15*

○ *Not at all*

16.   3. Machine woven Kira/Gho *
Mark only one oval.

◯ *Less than 5*

◯ *6-10*

◯ *11-15*

◯ *More than 15*

◯ *Not at all*

PART III-Opinion

1.   Assuming all things remain the same (yarns, design, size, etc.), in general, how do you rate the quality of the following items on the market these days?

17.   Hand-woven Kira/Gho woven on back-strap loom *
Mark only one oval.

◯ *Very Poor*

◯ *Below Average*

◯ *Average*

◯ *Above Average*

◯ *Excellent*

18.   Hand-woven Kira/Gho woven in Meche loom *
Mark only one oval.

◯ *Very Poor*

◯ *Below Average*

◯ *Average*

◯ *Above Average*

◯ *Excellent*

19.   *Machine woven Kira/Gho* *
Mark only one oval.

◯ *Very Poor*

◯ *Below Average*

◯ *Average*

◯ *Above Average*

◯ *Excellent*

2.   *Assuming all things remain the same (yarns, design, size, etc.), in general, how do you rate the prices of the following items these days?*

20.   *Hand-woven Kira/Gho woven on a back-strap loom* *
Mark only one oval.

◯ *Very Cheap*

◯ *Cheap*

◯ *Reasonable*

◯ *Expensive*

◯ *Very Expensive*

21.   *Hand-woven Kira/Gho woven in Meche loom* *
Mark only one oval.

◯ *Very Cheap*

◯ *Cheap*

◯ *Reasonable*

◯ *Expensive*

◯ *Very Expensive*

*22.   Machine woven Kira/Gho ***
Mark only one oval.

◯ *Very Cheap*

◯ *Cheap*

◯ *Reasonable*

◯ *Expensive*

◯ *Very Expensive*
PART IV- Future Purchases

In the next 12 months, which item would you most likely purchase?

*23.   Hand-woven Kira/Gho woven on a back-strap loom ***
Mark only one oval.

◯ *Most Unlikely*

◯ *Likely*

◯ *Very Likely*

*24.   Hand-woven Kira/Gho woven in Meche loom ***
Mark only one oval.

◯ *Most Unlikely*

◯ *Likely*

◯ *Very Likely*
*25.   Machine woven Kira/Gho ***
Mark only one oval.

◯ *Most Unlikely*

◯ *Likely*

◯ *Very Likely*

PART IV- Supplementary Survey on RTA

a.   *Have you heard about RTA? If no, please skip the rest of the questions on this section and submit your response*
Mark only one oval.

◯ *Yes*

◯ *No*

b.   *If yes, how do you normally get information on RTA and its ongoing activities/events?*
Check all that apply.

☐ *Social Media*

☐ *Website*

☐ *Kuensel*

☐ *BBS TV*

☐ *BBS-Radio*

☐ *Radio-Kuzoo FM*

☐ *Radio-Radio Valley*

☐ *Friends and Family*

☐ *Other:* _____

c.   *Have you heard about the National Design and Art Competition (NDAC)? Please tick (✓)*
Mark only one oval.

◯ *Yes*

◯ *No*

d.   *Did you participate in National Design and Art Competition (NDAC)? Why? Please tick (✓) all that apply.*
If Yes
Mark only one oval.

○ *Prize money is attractive*

○ *Certificate is valuable*

○ *High prestige*

○ *Process is simple*

○ *Other:* _____

If No,

Mark only one oval.

○ *Not interested*

○ *Prize money was not attractive*

○ *Low prestige*

○ *Process is complicated*

○ *Logistic problems*

○ *Competition piece was not ready*

○ *Other:* _____

e.   What can the RTA do to facilitate you continued weaving profession? Please tick (✓) all that apply. Check all that apply.

☐ *Providing periodic trainings*

☐ *Marketing of products*

☐ *Yarn banking*

☐ *Technological interventions*

☐ *Other:* _____

APPENDIX B: CHARTS, GRAPHS, TABLES

Appendix B1: Tables from 2010 Bhutanese Weaver Survey Plus

B1.1:Number of weavers by purpose of weaving and region, 2010 (Table 7a, MoHCA & NSB, 2013)

Region	Make products for				Total	Corrected Total*
	Sell	Self-Use	Gifts	Others		
Thimphu City	5,900	12,000	1,100	6,200	15,600	25,200
Western	2,200	5,900	1,000	700	6,500	9,800
Central	1,500	4,800	400	800	5,200	7,500
Eastern	7,700	28,800	4,500	2,300	32,200	43,300
Total	17,200	51,500	6,900	10,000	59.500	85,800
Corrected Total*	17,300		7,000			

*Corrected as it should have been by authors of this report

B1.2:Percentage of weavers by purpose of weaving and region, 2010 (Table 7b, MoHCA & NSB, 2013) – Presented as it is in the report

Region	Make products for				Total
	Sell	Self-Use	Gifts	Others	
Thimphu City	38	77	7	40	100
Western	34	91	15	11	100
Central	29	92	8	15	100
Eastern	24	89	14	7	100
Total	29	87	12	17	100

B1.3: Percentage of weavers by purpose of weaving and region, 2010 – Corrected version presented as it should have been by authors of this report based on B0.1 & B0.2 above.

Region	Make products for				Total
	Sell	Self-Use	Gifts	Others	
Thimphu City	6.9	14.0	1.3	7.2	29.4
Western	2.6	6.9	1.2	0.8	11.5
Central	1.7	5.6	0.5	0.9	8.7
Eastern	9.0	33.5	5.2	2.7	50.4
Total	20.2	60.0	8.2	11.6	100.0

Note: Percentages for table B1.3 have been arrived at by dividing individual frequencies under B1.1 above by overall total, i.e., 85,800, multiplied by 100.

Appendix B2: General Profile

B2.1: Respondents by gender

Gender	Percent	Frequency
Male	31.4	1,255
Female	68.6	2,745
Total	100.0	4,000

B2.2: Respondents by age range

Age	Percent	Frequency
25-35 Years	43.3	1,731
36-45 Years	26.4	1.054
46-55 Years	15.3	611
56 Years and Above	15.1	604
Total	**100.0**	**4,000**

B2.3: Respondents by marital status

Marital Status	Valid Percent	Frequency
Prefer Not to Say	0.2	9
Divorced/Widowed	3.5	140
Married without kids	9.2	367
Single	9.2	369
Married with kids (all above 18 years old)	27.2	1,089
Married with kids (at least with 1 kid below 18 years old)	50.7	2,026
Total	**100.0**	**4,000**

B2.4: Respondents by educational background

Education Level	Percent	Frequency
Vocational Diploma	1.3	53
Post Graduate (MA, PhD.)	2.2	86
College	5.1	203
University Degree BA	6.8	271
Primary Level (PP-VI)	11.3	450
Higher Secondary Level (XI-XII)	12.8	513
Secondary Level (VII-X)	17.8	712
No Formal Education	42.8	1,712
Total	**100.0**	**4,000**

B2.5: Respondents by occupational background

Occupational Background	Valid Percent	Frequency
Monk/Nuns	0.2	8
Student	0.9	35
Self-employed	4.0	160
Corporate office	4.3	173
Unemployed	4.5	181
Private organization	8.4	334
Civil Servant	12.3	492
Housewife/ House Husband	17.2	686
Business	21.8	873
Farmers	26.5	1,058
Total	**100.0**	**4,000**

B2.6: Respondents by employment status

Employment Status	Percent	Frequency
Employer	0.4	16
Others	0.9	37
Employee (casual paid)	2.4	95
Unemployed	2.9	115
Employee (regular paid)	22.8	911
Self employed	35.1	1,404
Unpaid family worker	35.6	1,422
Total	**100.0**	**4,000**

B2.7: Respondents by employment sector

Employment Sector	Percent	Frequency
Mining/Quarrying	0.2	8
Tourism	1.3	52
Manufacturing	1.4	56
Health Services	1.5	58
Transport/Communication	1.5	58
Construction	1.9	75
Finance/Insurance	2.7	108
Hospitality/Food Services	2.8	110
Education Services	4.1	164
Public Administration	4.7	189
Wholesale/Retail Trade	10.9	437
Agriculture	29.4	1,176
Non Respondent	37.7	1,509
Total	**100.0**	**4,000**

B2.8: Respondents by regions

Regions	Percent	Frequency
Western region	45.6	1,823
Eastern region	21.7	866
Central Region	16.8	671
Thimphu	16.0	640
Total	**100.0**	**4,000**

Appendix B3: Purchase of Gho/Kira woven on three looms

B3.1: Purchase of hand-woven Gho/Kira on back-strap loom

Quantity Purchased	Percent	Frequency
More than 15	0.9	36
11-15	1.7	68
6-10	11.7	468
Not at all	27.8	1,111
Less than 5	57.9	2,317
Total	**100.0**	**4,000**

B3.2: Purchase of hand-woven Gho/Kira woven on Meche loom

Quantity Purchased	Percent	Frequency
More than 15	0.4	17
11-15	0.9	35
6-10	6.1	242
Not at all	42.2	1,686
Less than 5	50.5	2,020
Total	**100.0**	**4,000**

B3.3: Purchase of machine woven Gho/Kira

Quantity Purchased	Percent	Frequency
More than 15	3.4	136
11-15	3.9	155
6-10	16.5	658
Not at all	19.2	767
Less than 5	57.1	2,284
Total	**100.0**	**4,000**

B3.4: Purchase of Gho/Kira woven on back-strap loom by gender

Gender	Frequency /Percent	11 – 15	6 – 10	< 5	> 15	Not at all	Total
Male	Frequency	10	158	784	5	298	1,255
	Percent	0.3	4.0	19.6	0.1	7.5	31.4
Female	Frequency	58	310	1.533	31	813	2,745
	Percent	1.5	7.8	38.3	0.8	20.3	68.6
Total		68	468	2.317	36	1,111	4,000

B3.5: Purchase of Gho/Kira woven Meche loom by gender

Gender	Frequency /Percent	11-15	6-10	< 5	> 15	Not at all	Total
Male	Frequency	12	62	749	4	428	1,255
	Percent	0.3	1.6	18.7	0.1	10.7	31.4
Female	Frequency	23	180	1,271	13	1,258	2,745
	Percent	0.6	4.5	31.8	0.3	31.5	68.6
Total		35	242	2,020	17	1,686	4,000

B3.6: Purchase of machine woven Gho/Kira by gender

Gender	Frequency /Percent	11-15	6-10	< 5	> 15	Not at all	Total
Male	Frequency	55	239	749	21	191	1,255
	Percent	1.4	6.0	18.7	0.5	4.8	31.4
Female	Frequency	100	419	1,535	115	576	2,745
	Percent	2.5	10.5	38.4	2.9	14.4	68.6
Total		155	658	2,284	136	767	4,000

B3.7: Purchase of Gho/Kira woven on back-strap loom by age

Age Range	Frequency /Percent	11-15	6-10	< 5	> 15	Not at all	Total
25-35 Years	Frequency	51	256	1,074	30	320	1,731
	Percent	1.3	6.4	26.9	0.8	8.0	43.3
36-45 Years	Frequency	12	119	614	3	306	1,054
	Percent	0.3	3.0	15.4	0.1	7.7	26.4
46-55 Years	Frequency	3	44	323	1	240	611
	Percent	0.1	1.1	8.1	0.0	6.0	15.3
56 Years and Above	Frequency	2	49	306	2	245	604
	Percent	0.1	1.2	7.7	0.1	6.1	15.1
Total	Frequency	68	468	2,317	36	1,111	4,000
	Percent	1.7	11.7	57.9	0.9	27.8	100.0

B3.8: Purchase of Gho/Kira woven on Meche loom by age

Age Range	Frequency /Percent	11-15	6-10	< 5	> 15	Not at all	Total
25-35 Years	Frequency	26	160	971	12	556	1,725
	Percent	0.7	4.0	24.3	0.3	13.9	43.1
36-45 Years	Frequency	7	37	536	4	470	1,054
	Percent	0.2	0.9	13.4	0.1	11.8	26.4
46-55 Years	Frequency	2	22	235	0	352	611
	Percent	0.1	0.6	5.9	0.0	8.8	15.3
56 Years and Above	Frequency	0	23	278	1	308	610
	Percent	0.0	0.6	7.0	0.0	7.7	15.3
Total	Frequency	35	242	2,020	17	1,686	4,000
	Percent	0.9	6.1	50.5	0.4	42.2	100.0

B3.9: Purchase of machine woven Gho/Kira by age

Age Range	Frequency /Percent	11-15	6-10	< 5	> 15	Not at all	Total
25-35 Years	Frequency	86	333	975	99	232	1,725
	Percent	2.2	8.3	24.4	2.5	5.8	43.1
36-45 Years	Frequency	47	129	682	31	165	1,054
	Percent	1.2	3.2	17.1	0.8	4.1	26.4
46-55 Years	Frequency	12	96	306	2	195	611
	Percent	0.3	2.4	7.7	0.1	4.9	15.3
56 Years and Above	Frequency	10	100	321	4	175	610
	Percent	0.3	2.5	8.0	0.1	4.4	15.3
Total	Frequency	155	658	2,284	136	767	4,000
	Percent	3.9	16.5	57.1	3.4	19.2	100.0

B3.10: Purchase of Gho/Kira woven on back-strap loom by marital status

Marital Status	Frequency / Percent	Not at all	< 5	6-10	11-15	> 15	Total
Divorced/Widowed	Frequency	44	77	16	1	2	140
	Percent	1.1	1.9	0.4	0.0	0.1	3.5
Married with kids (all >18 years old)	Frequency	424	568	89	6	2	1,089
	Percent	10.6	14.2	2.2	0.2	0.1	27.2
Married with kids (at least with 1 kid <18 years old)	Frequency	480	1,240	249	36	21	2,026
	Percent	12.0	31.0	6.2	0.9	0.5	50.7
Married without kids	Frequency	73	227	51	12	4	367
	Percent	1.8	5.7	1.3	0.3	0.1	9.2
Prefer Not to Say	Frequency	1	7	1	0	0	9
	Percent	0.0	0.2	0.0	0.0	0.0	0.2
Single	Frequency	89	198	62	13	7	369
	Percent	2.2	5.0	1.6	0.3	0.2	9.2
Total	Frequency	1,111	2,317	468	68	36	4,000
	Percent	27.8	57.9	11.7	1.7	0.9	100.0

B3.11: Purchase of Gho/Kira woven on Meche loom by marital status

Marital Status	Frequency / Percent	Not at all	< 5	6-10	11-15	> 15	Total
Divorced/Widowed	Frequency	69	57	13	1	0	140
	Percent	1.7	1.4	0.3	0.0	0.0	3.5
Married with kids (all >18 years old)	Frequency	593	463	28	4	1	1,089
	Percent	14.8	11.6	0.7	0.1	0.0	27.2
Married with kids (at least with 1 kid <18 years old)	Frequency	774	1,088	130	24	10	2,026
	Percent	19.4	27.2	3.3	0.6	0.3	50.7
Married without kids	Frequency	124	210	29	2	2	367
	Percent	3.1	5.3	0.7	0.1	0.1	9.2
Prefer Not to Say	Frequency	3	6	0	0	0	9
	Percent	0.1	0.2	0.0	0.0	0.0	0.2
Single	Frequency	123	196	42	4	4	369
	Percent	3.1	4.9	1.1	0.1	0.1	9.2
Total	Frequency	1,686	2,020	242	35	17	4,000
	Percent	42.2	50.5	6.1	0.9	0.4	100.0

B3.12: Purchase of machine woven Gho/Kira by marital status

Marital Status	Frequency / Percent	Not at all	< 5	6-10	11-15	> 15	Total
Divorced/Widowed	Frequency	26	78	26	5	5	14
	Percent	0.7	2.0	0.7	0.1	0.1	3.5
Married with kids (all >18 years old)	Frequency	311	573	172	23	10	1,089
	Percent	7.8	14.3	4.3	0.6	0.3	27.2
Married with kids (at least with 1 kid <18 years old)	Frequency	318	1,215	313	95	85	2,026
	Percent	8.0	30.4	7.8	2.4	2.1	50.7
Married without kids	Frequency	58	202	71	20	16	367
	Percent	1.5	5.1	1.8	0.5	0.4	9.2
Prefer Not to Say	Frequency	1	7	0	1	0	9
	Percent	0.0	0.2	0.0	0.0	0.0	0.2
Single	Frequency	53	209	76	11	20	369
	Percent	1.3	5.2	1.9	0.3	0.5	9.0
Total	Frequency	767	2,284	658	155	136	4,000
	Percent	19.2	57.1	16.5	3.9	3.4	100.0

B3.13: Purchase of Gho/Kira woven on back-strap loom by educational level

Educational Level		Not at all	< 5	6-10	11-15	> 15	Total
No Formal Education	Frequency	608	917	164	17	6	**1,712**
	Percent	15.2	22.9	4.1	0.4	0.2	**42.8**
Primary Level (PP-VI)	Frequency	112	276	52	8	2	**450**
	Percent	2.8	6.9	1.3	0.2	0.1	**11.3**
Secondary Level (VII-X)	Frequency	160	439	89	14	10	**712**
	Percent	4.0	11.0	2.2	0.4	0.3	**17.8**
Higher Secondary Level (XI-XII)	Frequency	97	325	75	9	7	**513**
	Percent	2.4	8.1	1.9	0.2	0.2	**12.8**
Vocational Diploma	Frequency	14	32	6	1	0	**53**
	Percent	0.4	0.8	0.2	0.0	0.0	**1.3**
University Degree	Frequency	60	155	43	5	8	**271**
	Percent	1.5	3.9	1.1	0.1	0.2	**6.8**
College	Frequency	47	114	26	14	2	**203**
	Percent	1.2	2.9	0.7	0.4	0.1	**5.1**
Postgraduate (Master's, Ph.D)	Frequency	13	59	13	0	1	**86**
	Percent	0.3	1.5	0.3	0.0	0.0	**2.2**
Total	**Frequency**	**1,111**	**2,317**	**468**	**68**	**36**	**4,000**
	Percent	**27.8**	**57.9**	**11.7**	**1.7**	**0.9**	**100.0**

B3.14: Purchase of Gho/Kira woven on Meche loom by educational level

Educational Level	Frequency /Percent	Not at all	< 5	6-10	11-15	> 15	Total
No Formal Education	Frequency	853	777	69	9	4	**1,712**
	Percent	21.3	19.4	1.7	0.2	0.1	**42.8**
Primary Level (PP-VI)	Frequency	183	239	25	3	0	**450**
	Percent	4.6	6.0	0.6	0.1	0.0	**11.3**
Secondary Level (VII-X)	Frequency	263	387	47	9	6	**712**
	Percent	6.6	9.7	1.2	0.2	0.2	**17.8**
Higher Secondary Level (XI-XII)	Frequency	174	281	47	8	3	**513**
	Percent	4.4	7.0	1.2	0.2	0.1	**12.8**
College	Frequency	71	115	14	1	2	**203**
	Percent	1.8	2.9	0.4	0.0	0.1	**5.1**
University Degree	Frequency	101	135	30	4	1	**271**
	Percent	2.5	3.4	0.8	0.1	0.0	**6.8**
Postgraduate (Master's, Ph.D)	Frequency	22	55	7	1	1	**86**
	Percent	0.6	1.4	0.2	0.0	0.0	**2.2**
Vocational Diploma	Frequency	19	31	3	0	0	**53**
	Percent	0.5	0.8	0.1	0.0	0.0	**1.3**
Total	**Frequency**	**1,686**	**2,020**	**242**	**35**	**17**	**4,000**
	Percent	**42**	**51**	**6**	**1**	**0**	**100.0**

B3.15: Purchase of machine woven Gho/Kira by educational level

Educational Level	Frequency / Percent	Not at all	< 5	6-10	11-15	> 15	Total
No Formal Education	Frequency	424	950	248	54	36	1712
	Percent	10.6	23.8	6.2	1.4	0.9	42.8
Primary Level (PP-VI)	Frequency	71	260	84	22	13	450
	Percent	1.8	6.5	2.1	0.6	0.3	11.3
Secondary Level (VII-X)	Frequency	101	429	115	29	38	712
	Percent	2.5	10.7	2.9	0.7	1.0	17.8
Higher Secondary Level (XI-XII)	Frequency	68	306	91	22	26	513
	Percent	1.7	7.7	2.3	0.6	0.7	12.8
Vocational Diploma	Frequency	10	29	12	0	2	53
	Percent	0.3	0.7	0.3	0.0	0.1	1.3
College	Frequency	27	115	45	8	8	203
	Percent	0.7	2.9	1.1	0.2	0.2	5.1
University Degree	Frequency	52	151	43	13	12	271
	Percent	1.3	3.8	1.1	0.3	0.3	6.8
Postgraduate (Master's, Ph.D)	Frequency	14	44	20	7	1	86
	Percent	0.4	1.1	0.5	0.2	0.0	2.2
Total	Frequency	767	2,284	658	155	136	4,000
	Percent	19.2	57.1	16.5	3.9	3.4	100.0

B3.16: Purchase of Gho/Kira woven on back-strap loom by occupation

Occupation	Frequency /Percent	Not at all	< 5	6-10	11-15	> 15	Total
Business	Frequency	238	517	93	19	6	873
	Percent	6.0	12.9	2.3	0.5	0.2	21.8
Civil Servant	Frequency	108	299	68	11	6	492
	Percent	2.7	7.5	1.7	0.3	0.2	12.3
Corporate office	Frequency	29	114	24	3	3	173
	Percent	0.7	2.9	0.6	0.1	0.1	4.3
Farmer	Frequency	377	566	96	14	5	1,058
	Percent	9.4	14.2	2.4	0.4	0.1	26.5
Housewife/ House Husband	Frequency	185	414	78	6	3	686
	Percent	4.6	10.4	2.0	0.2	0.1	17.2
Monk/Nun	Frequency	3	3	2	0	0	8
	Percent	0.1	0.1	0.1	0.0	0.0	0.2
Private organization	Frequency	78	188	55	7	6	334
	Percent	2.0	4.7	1.4	0.2	0.2	8.4
Self-employed	Frequency	37	98	23	1	1	160
	Percent	0.9	2.5	0.6	0.0	0.0	4.0
Student	Frequency	6	24	3	2	0	35
	Percent	0.2	0.6	0.1	0.1	0.0	0.9
Unemployed	Frequency	50	94	26	5	6	181
	Percent	1.3	2.4	0.7	0.1	0.2	4.5
Total	Frequency	1,111	2,317	468	68	36	4,000
	Percent	27.8	57.9	11.7	1.7	0.9	100.0

B3.17: Purchase of Gho/Kira woven on Meche loom by occupation

Occupation	Frequency / Percent	Not at all	< 5	6-10	11-15	> 15	Total
Business	Frequency	363	440	61	8	1	873
	Percent	9.1	11.0	1.5	0.2	0.0	21.8
Civil Servant	Frequency	177	276	30	3	6	492
	Percent	4.4	6.9	0.8	0.1	0.2	12.3
Corporate office	Frequency	53	109	8	1	2	173
	Percent	1.3	2.7	0.2	0.0	0.1	4.3
Farmer	Frequency	523	488	38	8	1	1,058
	Percent	13.1	12.2	1.0	0.2	0.0	26.5
Housewife/ House Husband	Frequency	308	331	38	5	4	686
	Percent	7.7	8.3	1.0	0.1	0.1	17.2
Monk/Nun	Frequency	3	4	0	1	0	8
	Percent	0.1	0.1	0.0	0.0	0.0	0.2
Private organization	Frequency	122	170	35	4	3	334
	Percent	3.1	4.3	0.9	0.1	0.1	8.4
Self-employed	Frequency	54	93	12	1	0	160
	Percent	1.4	2.3	0.3	0.0	0.0	4.0
Student	Frequency	12	17	6	0	0	35
	Percent	0.3	0.4	0.2	0.0	0.0	0.9
Unemployed	Frequency	71	92	14	4	0	181
	Percent	1.8	2.3	0.4	0.1	0.0	4.5
Total	Frequency	1,686	2,020	242	35	17	4,000
	Percent	42.2	50.5	6.1	0.9	0.4	100.0

B3.18: Purchase of machine woven Gho/Kira by occupation

Occupation	Frequency / Percent	Not at all	< 5	6-10	11-15	> 15	Total
Business	Frequency	156	509	138	34	36	873
	Percent	3.9	12.7	3.5	0.9	0.9	21.8
Civil Servant	Frequency	74	292	85	20	21	492
	Percent	1.9	7.3	2.1	0.5	0.5	12.3
Corporate office	Frequency	20	102	37	9	5	173
	Percent	0.5	2.6	0.9	0.2	0.1	4.3
Farmer	Frequency	244	588	166	36	24	1,058
	Percent	6.1	14.7	4.2	0.9	0.6	26.5
Housewife/ House Husband	Frequency	148	382	106	27	23	686
	Percent	3.7	9.6	2.7	0.7	0.6	17.2
Monk/Nun	Frequency	3	4	1	0	0	8
	Percent	0.1	0.1	0.0	0.0	0.0	0.2
Private organization	Frequency	61	193	55	15	10	334
	Percent	1.5	4.8	1.4	0.4	0.3	8.4
Self-employed	Frequency	23	100	23	9	5	160
	Percent	0.6	2.5	0.6	0.2	0.1	4.0
Student	Frequency	2	24	9	0	0	35.0
	Percent	0.1	0.6	0.2	0.0	0.0	1.0
Unemployed	Frequency	36	90	38	5	12	181.0
	Percent	0.9	2.3	1.0	0.1	0.3	5.0
Total	Frequency	767	2,284	658	155	136	4,000
	Percent	19.2	57.1	16.5	3.9	3.4	100.0

B3.19: Purchase of Gho/Kira woven on back-strap loom by employment status

Employment Status	Frequency / Percent	Not at all	< 5	6-10	11-15	> 15	Total
Employee (casual paid)	Frequency	22	59	14	0	0	95
	Percent	0.6	1.5	0.4	0.0	0.0	2.4
Employee (regular paid)	Frequency	194	596	109	8	4	911
	Percent	4.9	14.9	2.7	0.2	0.1	22.8
Employer	Frequency	6	8	1	1	0	16
	Percent	0.2	0.2	0.0	0.0	0.0	0.4
Housewife/ House Husband	Frequency	2	0	0	0	0	2
	Percent	0.0	0.0	0.0	0.0	0.0	0.0
Self-employed	Frequency	355	805	181	42	21	1,404
	Percent	8.9	20.1	4.5	1.1	0.5	35.1
Trainee	Frequency	1	0	0	0	0	1
	Percent	0.0	0.0	0.0	0.0	0.0	0.0
Unemployed	Frequency	56	46	9	2	1	114
	Percent	1.4	1.2	0.2	0.1	0.0	2.9
Unpaid family worker	Frequency	468	789	139	15	10	1,421
	Percent	11.7	19.7	3.5	0.4	0.3	35.5
Others	Frequency	7	14	15	0	0	36
	Percent	0.2	0.4	0.4	0.0	0.0	0.9
Total	Frequency	1,111	2,317	468	68	36	4,000
	Percent	27.7	57.9	11.7	1.7	0.9	100.0

B3.20: Purchase of Gho/Kira woven on Meche loom by employment status

Employment Status	Frequency / Percent	Not at all	< 5	6-10	11-15	> 15	Total
Employee (casual paid)	Frequency	34	57	4	0	0	95
	Percent	0.9	1.4	0.1	0.0	0.0	2.4
Employee (regular paid)	Frequency	318	529	49	12	3	911
	Percent	8.0	13.2	1.2	0.3	0.1	22.8
Employer	Frequency	5	10	1	0	0	16
	Percent	0.1	0.3	0.0	0.0	0.0	0.4
Housewife/ House Husband	Frequency	2	0	0	0	0	2
	Percent	0.1	0.0	0.0	0.0	0.0	0.1
Self-employed	Frequency	517	742	121	12	12	1,404
	Percent	12.9	18.6	3.0	0.3	0.3	35.1
Trainee	Frequency	1	0	0	0	0	1
	Percent	0.0	0.0	0.0	0.0	0.0	0.0
Unemployed	Frequency	75	38	0	1	0	114
	Percent	1.9	1.0	0.0	0.0	0.0	2.9
Unpaid family worker	Frequency	726	618	65	10	2	1,421
	Percent	18.2	15.5	1.6	0.3	0.1	35.5
Others	Frequency	8	26	2	0	0	36
	Percent	0.2	0.7	0.1	0.0	0.0	1.0
Total	Frequency	1,686	2,020	242	35	17	4,000
	Percent	42.2	50.5	6.1	0.9	0.4	100.0

B3.21: Purchase of machine woven Gho/Kira by employment status

Employment Status	Frequency / Percent	Not at all	< 5	6-10	11-15	> 15	Total
Employee (casual paid)	Frequency	11	67	14	3	1	96
	Percent	0.3	1.7	0.4	0.1	0.0	2.4
Employee (regular paid)	Frequency	139	530	188	45	9	911
	Percent	3.5	13.3	4.7	1.1	0.2	22.8
Employer	Frequency	4	8	3	1	0	16
	Percent	0.1	0.2	0.1	0.0	0.0	0.4
Housewife/ House Husband	Frequency	1	1	0	0	0	2
	Percent	0.0	0.0	0.0	0.0	0.0	0.1
Self-employed	Frequency	252	800	246	45	61	1,404
	Percent	6.3	20.0	6.2	1.1	1.5	35.1
Trainee	Frequency	1	0	0	0	0	1
	Percent	0.0	0.0	0.0	0.0	0.0	0.0
Unemployed	Frequency	44	48	16	4	2	114
	Percent	1.1	1.2	0.4	0.1	0.1	2.9
Unpaid family worker	Frequency	310	817	185	57	52	1,421
	Percent	7.8	20.4	4.6	1.4	1.3	35.5
Others	Frequency	5	14	6	0	11	36
	Percent	0.1	0.4	0.2	0.0	0.3	0.9
Total	Frequency	767	2,284	658	155	136	4,000
	Percent	19.2	57.1	16.5	3.9	3.4	100.0

B3.22: Purchase of Gho/Kira woven on back-strap loom by regions

Region	Frequency / Percent	Not at all	< 5	6-10	11-15	> 15	Total
Central Region	Frequency	137	493	32	6	3	671
	Percent	3.4	12.3	0.8	0.2	0.1	16.8
Western Region	Frequency	438	1,159	182	29	15	1,823
	Percent	11.0	29.0	4.6	0.7	0.4	45.6
Eastern Region	Frequency	329	360	163	9	5	866
	Percent	8.2	9.0	4.1	0.2	0.1	21.7
Thimphu City	Frequency	207	305	91	24	13	640
	Percent	5.2	7.6	2.3	0.6	0.3	16.0
Total	Frequency	1,111	2,317	468	68	36	4,000
	Percent	27.8	57.9	11.7	1.7	0.9	100.0

B3.23: Purchase of Gho/Kira woven on Meche loom by region

Regions	Frequency /Percent	Not at all	< 5	6-10	11-15	> 15	Total
Central Region	Frequency	294	355	16	3	3	671
	Percent	7.4	8.9	0.4	0.1	0.1	16.8
Western Region	Frequency	667	974	143	26	13	1,823
	Percent	16.7	24.4	3.6	0.7	0.3	45.6
Eastern Region	Frequency	417	394	54	1	0	866
	Percent	10.4	9.9	1.4	0.0	0.0	21.7
Thimphu City	Frequency	308	297	29	5	1	640
	Percent	7.7	7.4	0.7	0.1	0.0	16.0
Total	Frequency	1,686	2,020	242	35	17	4,000
	Percent	42.2	50.5	6.1	0.9	0.4	100.0

B3.24: Purchase of machine woven Gho/Kira by region

Regions	Frequency /Percent	Not at all	< 5	6-10	11-15	> 15	Total
Central Region	Frequency	74	536	50	8	3	671
	Percent	1.9	13.4	1.3	0.2	0.1	16.8
Western Region	Frequency	204	1,119	400	72	28	1,823
	Percent	5.1	28.0	10.0	1.8	0.7	45.6
Eastern Region	Frequency	321	352	114	66	13	866
	Percent	8.0	8.8	2.9	1.7	0.3	21.7
Thimphu City	Frequency	168	277	94	9	92	640
	Percent	4.2	6.9	2.4	0.2	2.3	16.0
Total	Frequency	767	2,284	658	155	136	4,000
	Percent	19.2	57.1	16.5	3.9	3.4	100.0

B3.25: Comparing purchase of Gho/Kira woven on 3 looms

Quantity Purchased	Back-strap loom (%)	*Meche* loom (%)	Machine (%)
More than 15	0.9	0.4	3.4
11-15	1.7	0.9	3.9
6-10	11.7	6.1	16.5
Not at all	27.8	42.2	19.2
Less than 5	57.9	50.5	57.1
Total	100.0	100.0	100.0

B3.26: Comparing purchase of Gho/Kira woven on 3 looms by gender

Loom	Gender (%)	Not at all	< 5	6-10	11-15	> 15	Total
Back-strap	**Female**	20.3	38.3	7.8	1.5	0.8	68.6
	Male	7.5	19.6	4.0	0.3	0.1	31.4
Meche	**Female**	31.5	31.8	4.5	0.6	0.3	68.6
	Male	10.7	18.7	1.6	0.3	0.1	31.4
Machine	**Female**	14.4	38.4	10.5	2.5	2.9	68.6
	Male	4.8	18.7	6.0	1.4	0.5	31.4

B3.27: Comparing purchase of Gho/Kira woven on 3 looms by age

Loom	Age Range (%)	Not at all	Less than 5	6 to 10	11 to 15	More than 15	Total
Back-strap	**25-35 yrs.**	8.0	26.9	6.4	1.3	0.8	43.3
	36-45 yrs.	7.7	15.4	3.0	0.3	0.1	26.4
	46-55 yrs.	6.0	8.1	1.1	0.1	0.0	15.3
	55 yrs. & >	6.1	7.7	1.2	0.1	0.1	15.1
Meche	**25-35 yrs.**	13.9	24.3	4.0	0.7	0.3	43.1
	36-45 yrs.	11.8	13.4	0.9	0.2	0.1	26.4
	46-55 yrs.	8.8	5.9	0.6	0.1	0.0	15.3
	55 yrs. & >	7.7	7.0	0.6	0.0	0.0	15.3
Machine	**25-35 yrs.**	5.8	24.4	8.3	2.2	2.5	43.1
	36-45 yrs.	4.1	17.1	3.2	1.2	0.8	26.4
	46-55 yrs.	4.9	7.7	2.4	0.3	0.1	15.3
	55 yrs. & >	4.4	8.0	2.5	0.3	0.1	15.3

B3.28: Comparing purchase of Gho/Kira woven on 3 looms by marital status

Loom	Marital Status (%)	Not at all	Less than 5	6 to 10	11 to 15	More than 15	Total
Back-strap	**Divorced/ Widowed**	1.1	1.9	0.4	0.0	0.1	**3.5**
	Married (all children >18 yrs)	10.6	14.2	2.2	0.2	0.1	**27.2**
	Married (at least 1 child <18 yrs)	12.0	31.0	6.2	0.9	0.5	**50.7**
	Married (No children)	1.8	5.7	1.3	0.3	0.1	**9.2**
	Prefer Not to Say	0.0	0.2	0.0	0.0	0.0	**0.2**
	Single	2.2	5.0	1.6	0.3	0.2	**9.2**
Meche	**Divorced/ Widowed**	1.7	1.4	0.3	0.0	0.0	**3.5**
	Married (all children >18 yrs)	14.8	11.6	0.7	0.1	0.0	**27.2**
	Married (at least 1 child <18 yrs)	19.4	27.2	3.3	0.6	0.3	**50.7**
	Married (No children)	3.1	5.3	0.7	0.1	0.1	**9.2**
	Prefer Not to Say	0.1	0.2	0.0	0.0	0.0	**0.2**
	Single	3.1	4.9	1.1	0.1	0.1	**9.2**
Machine	**Divorced/ Widowed**	0.7	2.0	0.7	0.1	0.1	**3.5**
	Married (all children >18 yrs)	7.8	14.3	4.3	0.6	0.3	**27.2**
	Married (at least 1 child <18 yrs)	8.0	30.4	7.8	2.4	2.1	**50.7**
	Married (No children)	1.5	5.1	1.8	0.5	0.4	**9.2**
	Prefer Not to Say	0.0	0.2	0.0	0.0	0.0	**0.2**
	Single	1.3	5.2	1.9	0.3	0.5	**9.0**

B3.29:   Comparing purchase of Gho/Kira woven on 3 looms by educational background

Loom	Educational Background (%)	Not at all	Less than 5	6 to 10	11 to 15	More than 15	Total
Back-strap	No Formal Education	15.2	22.9	4.1	0.4	0.2	**42.8**
	Primary Education	2.8	6.9	1.3	0.2	0.1	**11.3**
	Secondary Education	4.0	11.0	2.2	0.4	0.3	**17.8**
	H. Secondary Education	2.4	8.1	1.9	0.2	0.2	**12.8**
	College	1.2	2.9	0.7	0.4	0.1	**5.1**
	University Degree	1.5	3.9	1.1	0.1	0.2	**6.8**
	Postgraduate	0.3	1.5	0.3	0.0	0.0	**2.2**
	Vocational Diploma	0.4	0.8	0.2	0.0	0.0	**1.3**
Meche	No Formal Education	21.3	19.4	1.7	0.2	0.1	**42.8**
	Primary Education	4.6	6.0	0.6	0.1	0.0	**11.3**
	Secondary Education	6.6	9.7	1.2	0.2	0.2	**17.8**
	H. Secondary Education	4.4	7.0	1.2	0.2	0.1	**12.8**
	College	1.8	2.9	0.4	0.0	0.1	**5.1**
	University Degree	2.5	3.4	0.8	0.1	0.0	**6.8**
	Postgraduate	0.6	1.4	0.2	0.0	0.0	**2.2**
	Vocational Diploma	0.5	0.8	0.1	0.0	0.0	**1.3**
Machine	No Formal Education	10.6	23.8	6.2	1.4	0.9	42.8
	Primary Education	1.8	6.5	2.1	0.6	0.3	11.3
	Secondary Education	2.5	10.7	2.9	0.7	1.0	17.8
	H. Secondary Education	1.7	7.7	2.3	0.6	0.7	12.8
	College	0.7	2.9	1.1	0.2	0.2	5.1
	University Degree	1.3	3.8	1.1	0.3	0.3	6.8
	Postgraduate	0.4	1.1	0.5	0.2	0.0	2.2
	Vocational Diploma	0.3	0.7	0.3	0.0	0.1	1.3

B3.30: Comparing purchase of Gho/Kira woven on 3 looms by occupation

Loom	Occupation (%)	Not at all	Less than 5	6 to 10	11 to 15	More than 15	Total
Back-strap	Business	6.0	12.9	2.3	0.5	0.2	**21.8**
	Civil Servant	2.7	7.5	1.7	0.3	0.2	**12.3**
	Corporate office	0.7	2.9	0.6	0.1	0.1	**4.3**
	Farmer	9.4	14.2	2.4	0.4	0.1	**26.5**
	Housewife/ Husband	4.6	10.4	2.0	0.2	0.1	**17.2**
	Monk/Nun	0.1	0.1	0.1	0.0	0.0	**0.2**
	Private organization	2.0	4.7	1.4	0.2	0.2	**8.4**
	Self-employed	0.9	2.5	0.6	0.0	0.0	**4.0**
	Student	0.2	0.6	0.1	0.1	0.0	**0.9**
	Unemployed	1.3	2.4	0.7	0.1	0.2	**4.5**
Meche	Business	9.1	11.0	1.5	0.2	0.0	**21.8**
	Civil Servant	4.4	6.9	0.8	0.1	0.2	**12.3**
	Corporate office	1.3	2.7	0.2	0.0	0.1	**4.3**
	Farmer	13.1	12.2	1.0	0.2	0.0	**26.5**
	Housewife/ Husband	7.7	8.3	1.0	0.1	0.1	**17.2**
	Monk/Nun	0.1	0.1	0.0	0.0	0.0	**0.2**
	Private organization	3.1	4.3	0.9	0.1	0.1	**8.4**
	Self-employed	1.4	2.3	0.3	0.0	0.0	**4.0**
	Student	0.3	0.4	0.2	0.0	0.0	**0.9**
	Unemployed	1.8	2.3	0.4	0.1	0.0	**4.5**
Machine	Business	3.9	12.7	3.5	0.9	0.9	**21.8**
	Civil Servant	1.9	7.3	2.1	0.5	0.5	**12.3**
	Corporate office	0.5	2.6	0.9	0.2	0.1	**4.3**
	Farmer	6.1	14.7	4.2	0.9	0.6	**26.5**
	Housewife/ Husband	3.7	9.6	2.7	0.7	0.6	**17.2**
	Monk/Nun	0.1	0.1	0.0	0.0	0.0	**0.2**
	Private organization	1.5	4.8	1.4	0.4	0.3	**8.4**
	Self-employed	0.6	2.5	0.6	0.2	0.1	**4.0**
	Student	0.1	0.6	0.2	0.0	0.0	**1.0**
	Unemployed	0.9	2.3	1.0	0.1	0.3	**5.0**

B3.31: Comparing purchase of Gho/Kira woven on 3 looms by employment status

Loom	Employment Status (%)	Not at all	Less than 5	6 to 10	11 to 15	More than 15	Total
Back-strap	Employee (casual paid)	0.6	1.5	0.4	0.0	0.0	**2.4**
	Employee (regular paid)	4.9	14.9	2.7	0.2	0.1	**22.8**
	Employer	0.2	0.2	0.0	0.0	0.0	**0.4**
	Housewife/ Husband	0.0	0.0	0.0	0.0	0.0	**0.0**
	Self-employed	8.9	20.1	4.5	1.1	0.5	**35.1**
	Trainee	0.0	0.0	0.0	0.0	0.0	**0.0**
	Unemployed	1.4	1.2	0.2	0.1	0.0	**2.9**
	Unpaid family worker	11.7	19.7	3.5	0.4	0.3	**35.5**
	Others	0.2	0.4	0.4	0.0	0.0	**0.9**
Meche	Employee (casual paid)	0.9	1.4	0.1	0.0	0.0	**2.4**
	Employee (regular paid)	8.0	13.2	1.2	0.3	0.1	**22.8**
	Employer	0.1	0.3	0.0	0.0	0.0	**0.4**
	Housewife/ Husband	0.1	0.0	0.0	0.0	0.0	**0.1**
	Self-employed	12.9	18.6	3.0	0.3	0.3	**35.1**
	Trainee	0.0	0.0	0.0	0.0	0.0	**0.0**
	Unemployed	1.9	1.0	0.0	0.0	0.0	**2.9**
	Unpaid family worker	18.2	15.5	1.6	0.3	0.1	**35.5**
	Others	0.2	0.7	0.1	0.0	0.0	**1.0**
Machine	Employee (casual paid)	0.3	1.7	0.4	0.1	0.0	**2.4**
	Employee (regular paid)	3.5	13.3	4.7	1.1	0.2	**22.8**
	Employer	0.1	0.2	0.1	0.0	0.0	**0.4**
	Housewife/ Husband	0.0	0.0	0.0	0.0	0.0	**0.1**
	Self-employed	6.3	20.0	6.2	1.1	1.5	**35.1**
	Trainee	0.0	0.0	0.0	0.0	0.0	**0.0**
	Unemployed	1.1	1.2	0.4	0.1	0.1	**2.9**
	Unpaid family worker	7.8	20.4	4.6	1.4	1.3	**35.5**
	Others	0.1	0.4	0.2	0.0	0.3	**0.9**

B3.32: Comparing purchase of Gho/Kira woven on 3 looms by region

Loom	Region (%)	Not at all	Less than 5	6 to 10	11 to 15	More than 15	Total
Back-strap	Central	3.4	12.3	0.8	0.2	0.1	**16.8**
	Eastern	8.2	9.0	4.1	0.2	0.1	**21.7**
	Western	11.0	29.0	4.6	0.7	0.4	**45.6**
	Thimphu	5.2	7.6	2.3	0.6	0.3	**16.0**
Meche	Central	7.4	8.9	0.4	0.1	0.1	**16.8**
	Eastern	10.4	9.9	1.4	0.0	0.0	**21.7**
	Western	16.7	24.4	3.6	0.7	0.3	**45.6**
	Thimphu	7.7	7.4	0.7	0.1	0.0	**16.0**
Machine	Central	1.9	13.4	1.3	0.2	0.1	**16.8**
	Eastern	8.0	8.8	2.9	1.7	0.3	**21.7**
	Western	5.1	28.0	10.0	1.8	0.7	**45.6**
	Thimphu	4.2	6.9	2.4	0.2	2.3	**16.0**

Appendix B4: Opinion on quality of Gho/Kira woven on various looms

B4.1: Opinion on quality of Kira/Gho woven on back-strap loom

Quality	Percent	Frequency
Very Poor	0.6	23
Below Average	1.2	48
Average	23.4	936
Excellent	35.3	1,412
Above Average	39.5	1,581
Total	**100.0**	**4,000**

B4.2: Opinion on quality of Kira/Gho woven in Meche loom

Quality	Percent	Frequency
Very Poor	2.4	96
Below Average	7.1	282
Excellent	12.5	501
Above Average	38.1	1,525
Average	39.9	1,596
Total	**100.0**	**4,000**

B4.3: Opinion on quality of machine woven Kira/Gho

Quality	Percent	Frequency
Very Poor	1.3	53
Excellent	5.6	223
Below Average	7.8	313
Above Average	19.9	794
Average	65.4	2,617
Total	**100.0**	**4,000**

B4.4: Opinion on quality of Gho/Kira woven on back-strap loom by gender

Gender	Frequency / Percent	Very Poor	Below Average	Average	Above Average	Excellent	Total
Male	**Frequency**	14	22	249	656	314	**1,255**
	Percent	0.4	0.6	6.2	16.4	7.9	**31.4**
Female	**Frequency**	9	26	687	925	1,098	**2,745**
	Percent	0.2	0.7	17.2	23.1	27.5	**68.6**
Total	**Frequency**	**23**	**48**	**936**	**1,581**	**1,412**	**4,000**
	Percent	**0.6**	**1.2**	**23.4**	**39.5**	**35.3**	**100.0**

B4.5: Opinion on quality of Gho/Kira woven on Meche loom by gender

Gender	Frequency/ Percent	Very Poor	Below Average	Average	Above Average	Excellent	Total
Male	**Frequency**	25	71	452	617	90	**1,255**
	Percent	0.6	1.8	11.3	15.4	2.3	**31.4**
Female	**Frequency**	71	211	1,144	908	411	**2,745**
	Percent	1.8	5.3	28.6	22.7	10.3	**68.6**
Total	**Frequency**	**96**	**282**	**1,596**	**1,525**	**501**	**4,000**
	Percent	**2.4**	**7.1**	**39.9**	**38.1**	**12.5**	**100.0**

B4.6: Opinion on quality of machine woven Gho/Kira by gender

Gender	Frequency/ Percent	Very Poor	Below Average	Average	Above Average	Excellent	Total
Male	**Frequency**	25	158	888	158	26	**1,255**
	Percent	0.6	4.0	22.2	4.0	0.7	**31.4**
Female	**Frequency**	28	155	1,729	636	197	**2,745**
	Percent	0.7	3.9	43.2	15.9	4.9	**68.6**
Total	**Frequency**	**53**	**313**	**2,617**	**794**	**223**	**4,000**
	Percent	**1.3**	**7.8**	**65.4**	**19.9**	**5.6**	**100.0**

B4.7: Opinion on quality of Gho/Kira woven on back-strap loom by age

Age Range	Frequency / Percent	Very Poor	Below Average	Average	Above Average	Excellent	Total
25-35 Years	Frequency	14	6	308	798	599	1,725
	Percent	0.4	0.2	7.7	20.0	15.0	43.1
36-45 Years	Frequency	9	25	297	388	335	1,054
	Percent	0.2	0.6	7.4	9.7	8.4	26.4
46-55 Years	Frequency	0	9	174	219	209	611
	Percent	0.0	0.2	4.4	5.5	5.2	15.3
56 Years and Above	Frequency	0	8	157	176	269	610
	Percent	0.0	0.2	3.9	4.4	6.7	15.3
Total	Frequency	23	48	936	1,581	1,412	4,000
	Percent	0.6	1.2	23.4	39.5	35.3	100.0

B4.8: Opinion on quality of Gho/Kira woven on Meche loom by age

Age Range	Frequency/ Percent	Very Poor	Below Average	Average	Above Average	Excellent	Total
25-35 Years	Frequency	58	93	565	748	261	1,725
	Percent	1.5	2.3	14.1	18.7	6.5	43.1
36-45 Years	Frequency	24	119	501	299	111	1,054
	Percent	0.6	3.0	12.5	7.5	2.8	26.4
46-55 Years	Frequency	3	41	282	228	57	611
	Percent	0.1	1.0	7.1	5.7	1.4	15.3
56 Years and Above	Frequency	11	29	248	250	72	610
	Percent	0.3	0.7	6.2	6.3	1.8	15.3
Total	Frequency	96	282	1,596	1,525	501	4,000
	Percent	2.4	7.1	39.9	38.1	12.5	100.0

B4.9: Opinion on quality of machine woven Gho/Kira by age

Age Range	Frequency/ Percent	Very Poor	Below Average	Average	Above Average	Excellent	Total
25-35 Years	Frequency	36	123	1,157	281	128	1,725
	Percent	0.9	3.1	28.9	7.0	3.2	43.1
36-45 Years	Frequency	12	106	694	202	40	1,054
	Percent	0.3	2.7	17.4	5.1	1.0	26.4
46-55 Years	Frequency	4	39	395	145	28	611
	Percent	0.1	1.0	9.9	3.6	0.7	15.3
56 Years and Above	Frequency	1	45	371	166	27	610
	Percent	0.0	1.1	9.3	4.2	0.7	15.3
Total	Frequency	53	313	2,617	794	223	4,000
	Percent	1.3	7.8	65.4	19.9	5.6	100.0

B4.10: Opinion on quality of Gho/Kira woven on back-strap loom by marital status

Marital Status	Frequency/ Percent	Very Poor	Below Average	Average	Above Average	Excellent	Total
Divorced/Widowed	Frequency	0	3	30	56	51	**140**
	Percent	0.0	0.1	0.8	1.4	1.3	**3.5**
Married with kids (all >18 years old)	Frequency	0	17	293	378	401	**1,089**
	Percent	0.0	0.4	7.3	9.5	10.0	**27.2**
Married with kids (at least with 1 kid <18 years old)	Frequency	19	22	469	829	687	**2,026**
	Percent	0.5	0.6	11.7	20.7	17.2	**50.7**
Married without kids	Frequency	3	1	82	145	136	**367**
	Percent	0.1	0.0	2.1	3.6	3.4	**9.2**
Prefer Not to Say	Frequency	0	2	3	3	1	**9**
	Percent	0.0	0.1	0.1	0.1	0.0	**0.2**
Single	Frequency	1	3	59	170	136	**369**
	Percent	0.0	0.1	1.5	4.3	3.4	**9.2**
Total	**Frequency**	**23**	**48**	**936**	**1,581**	**1,412**	**4,000**
	Percent	**0.6**	**1.2**	**23.4**	**39.5**	**35.3**	**100.0**

B4.11: Opinion on quality of Gho/Kira woven on Meche loom by marital status

Marital Status	Frequency/ Percent	Very Poor	Below Average	Average	Above Average	Excellent	Total
Divorced/Widowed	Frequency	3	17	46	54	20	**140**
	Percent	0.1	0.4	1.2	1.4	0.5	**3.5**
Married with kids (all >18 years old)	Frequency	14	75	480	400	120	**1,089**
	Percent	0.4	1.9	12.0	10.0	3.0	**27.2**
Married with kids (at least with 1 kid <18 years old)	Frequency	62	151	808	765	240	**2,026**
	Percent	1.6	3.8	20.2	19.1	6.0	**50.7**
Married without kids	Frequency	7	15	144	149	52	**367**
	Percent	0.2	0.4	3.6	3.7	1.3	**9.2**
Prefer Not to Say	Frequency	0	2	2	5	0	**9**
	Percent	0.0	0.1	0.1	0.1	0.0	**0.2**
Single	Frequency	10	22	116	152	69	**369**
	Percent	0.3	0.6	2.9	3.8	1.7	**9.2**
Total	**Frequency**	**96**	**282**	**1,596**	**1,525**	**501**	**4,000**
	Percent	**2.4**	**7.1**	**39.9**	**38.1**	**12.5**	**100.0**

B4.12: Opinion on quality of machine woven Gho/Kira by marital status

Marital Status	Frequency / Percent	Very Poor	Below Average	Average	Above Average	Excellent	Total
Divorced/Widowed	Frequency	1	9	89	31	10	140
	Percent	0.0	0.2	2.2	0.8	0.3	3.5
Married with kids (all >18 years old)	Frequency	3	85	683	265	53	1,089
	Percent	0.1	2.1	17.1	6.6	1.3	27.2
Married with kids (at least with 1 kid <18 years old)	Frequency	37	161	1,347	378	103	2,026
	Percent	0.9	4.0	33.7	9.5	2.6	50.7
Married without kids	Frequency	5	32	253	57	20	367
	Percent	0.1	0.8	6.3	1.4	0.5	9.2
Prefer Not to Say	Frequency	0	3	6	0	0	9
	Percent	0.0	0.1	0.2	0.0	0.0	0.2
Single	Frequency	7	23	239	63	37	369
	Percent	0.2	0.6	6.0	1.6	0.9	9.2
Total	Frequency	53	313	2,617	794	223	4,000
	Percent	1.3	7.8	65.4	19.9	5.6	100.0

B4.13:   Opinion on quality of Gho/Kira woven on back-strap loom by educational level

Educational Level	Frequency/ Percent	Very Poor	Below Average	Average	Above Average	Excellent	Total
No Formal Education	Frequency	6	23	450	592	641	1,712
	Percent	0.2	0.6	11.3	14.8	16.0	42.8
Primary Level (PP-VI)	Frequency	2	4	111	189	144	450
	Percent	0.1	0.1	2.8	4.7	3.6	11.3
Secondary Level (VII-X)	Frequency	6	8	153	289	256	712
	Percent	0.2	0.2	3.8	7.2	6.4	17.8
Higher Secondary Level (XI-XII)	Frequency	2	5	92	244	170	513
	Percent	0.1	0.1	2.3	6.1	4.3	12.8
Vocational Diploma	Frequency	0	0	18	21	14	53
	Percent	0.0	0.0	0.5	0.5	0.4	1.3
College	Frequency	3	2	32	102	64	203
	Percent	0.1	0.1	0.8	2.6	1.6	5.1
University Degree	Frequency	4	5	59	108	95	271
	Percent	0.1	0.1	1.5	2.7	2.4	6.8
Postgraduate (Master's, Ph.D)	Frequency	0	1	21	36	28	86
	Percent	0.0	0.0	0.5	0.9	0.7	2.2
Total	Frequency	23	48	936	1,581	1,412	4,000
	Percent	0.6	1.2	23.4	39.5	35.3	100.0

B4.14: Opinion on quality of Gho/Kira woven on Meche loom by educational level

Educational	Frequency/ Percent	Very Poor	Below Average	Average	Above Average	Excellent	Total
No Formal Education	Frequency	34	124	717	634	203	**1,712**
	Percent	0.9	3.1	17.9	15.9	5.1	**42.8**
Primary Level (PP-VI)	Frequency	8	39	186	175	42	**450**
	Percent	0.2	1.0	4.7	4.4	1.1	**11.3**
Secondary Level (VII-X)	Frequency	27	44	283	255	103	**712**
	Percent	0.7	1.1	7.1	6.4	2.6	**17.8**
Higher Secondary Level (XI-XII)	Frequency	12	26	177	224	74	**513**
	Percent	0.3	0.7	4.4	5.6	1.9	**12.8**
Vocational Diploma	Frequency	0	3	26	18	6	**53**
	Percent	0.0	0.1	0.7	0.5	0.2	**1.3**
College	Frequency	5	22	68	83	25	**203**
	Percent	0.1	0.6	1.7	2.1	0.6	**5.1**
University Degree	Frequency	9	21	102	100	39	**271**
	Percent	0.2	0.5	2.6	2.5	1.0	**6.8**
Postgraduate (Master's, Ph.D)	Frequency	1	3	37	36	9	**86**
	Percent	0.0	0.1	0.9	0.9	0.2	**2.2**
Total	**Frequency**	**96**	**282**	**1,596**	**1,525**	**501**	**4,000**
	Percent	**2**	**7**	**40**	**38**	**13**	**100**

B4.15: Opinion on quality of machine woven Gho/Kira by educational level

Educational Level	Frequency/ Percent	Very Poor	Below Average	Average	Above Average	Excellent	Total
No Formal Education	Frequency	15	126	1,079	418	74	1,712
	Percent	0.4	3.2	27.0	10.5	1.9	42.8
Primary Level (PP-VI)	Frequency	6	43	297	83	21	450
	Percent	0.2	1.1	7.4	2.1	0.5	11.3
Secondary Level (VII-X)	Frequency	6	55	481	127	43	712
	Percent	0.2	1.4	12.0	3.2	1.1	17.8
Higher Secondary Level (XI-XII)	Frequency	9	36	352	73	43	513
	Percent	0.2	0.9	8.8	1.8	1.1	12.8
Vocational Diploma	Frequency	0	7	37	7	2	53
	Percent	0.0	0.2	0.9	0.2	0.1	1.3
College	Frequency	9	19	138	23	14	203
	Percent	0.2	0.5	3.5	0.6	0.4	5.1
University Degree	Frequency	7	18	172	50	24	271
	Percent	0.2	0.5	4.3	1.3	0.6	6.8
Postgraduate (Master's, PhD)	Frequency	1	9	61	13	2	86
	Percent	0.0	0.2	1.5	0.3	0.1	2.2
Total	Frequency	53	313	2,617	794	223	4,000
	Percent	1.3	7.8	65.4	19.9	5.6	100.0

B4.16: Opinion on quality of Gho/Kira woven on back-strap loom by occupation

Occupation	Frequency/ Percent	Very Poor	Below Average	Average	Above Average	Excellent	Total
Business	Frequency	7	13	199	345	309	**873**
	Percent	0.2	0.3	5.0	8.6	7.7	**21.8**
Civil Servant	Frequency	8	9	110	224	141	**492**
	Percent	0.2	0.2	2.8	5.6	3.5	**12.3**
Corporate office	Frequency	0	0	30	92	51	**173**
	Percent	0.0	0.0	0.8	2.3	1.3	**4.3**
Farmer	Frequency	3	11	278	370	396	**1,058**
	Percent	0.1	0.3	7.0	9.3	9.9	**26.5**
Housewife/ House Husband	Frequency	2	5	184	251	244	**686**
	Percent	0.1	0.1	4.6	6.3	6.1	**17.2**
Monk/Nun	Frequency	0	1	0	5	2	**8**
	Percent	0.0	0.0	0.0	0.1	0.1	**0.2**
Private organization	Frequency	3	6	62	136	127	**334**
	Percent	0.1	0.2	1.6	3.4	3.2	**8.4**
Self-employed	Frequency	0	1	36	73	50	**160**
	Percent	0.0	0.0	0.9	1.8	1.3	**4.0**
Student	Frequency	0	0	4	13	18	**35**
	Percent	0.0	0.0	0.1	0.3	0.5	**0.9**
Unemployed	Frequency	0	2	33	72	74	**181**
	Percent	0.0	0.1	0.8	1.8	1.9	**4.5**
Total	**Frequency**	**23**	**48**	**936**	**1,581**	**1,412**	**4,000**
	Percent	**0.6**	**1.2**	**23.4**	**39.5**	**35.3**	**100.0**

B4.17: Opinion on quality of Gho/Kira woven on Meche loom by occupation

Occupation	Frequency/ Percent	Very Poor	Below Average	Average	Above Average	Excellent	Total
Business	Frequency	22	57	358	317	119	873
	Percent	0.6	1.4	9.0	7.9	3.0	21.8
Civil Servant	Frequency	15	34	191	194	58	492
	Percent	0.4	0.9	4.8	4.9	1.5	12.3
Corporate office	Frequency	1	5	54	92	21	173
	Percent	0.0	0.1	1.4	2.3	0.5	4.3
Farmer	Frequency	19	79	434	411	115	1,058
	Percent	0.5	2.0	10.9	10.3	2.9	26.5
Housewife/ House Husband	Frequency	20	55	295	229	87	686
	Percent	0.5	1.4	7.4	5.7	2.2	17.2
Monk/Nun	Frequency	0	1	1	6	0	8
	Percent	0.0	0.0	0.0	0.2	0.0	0.2
Private organization	Frequency	10	27	117	136	44	334
	Percent	0.3	0.7	2.9	3.4	1.1	8.4
Self-employed	Frequency	4	11	68	58	19	160
	Percent	0.1	0.3	1.7	1.5	0.5	4.0
Student	Frequency	1	6	9	14	5	35
	Percent	0.0	0.2	0.2	0.4	0.1	0.9
Unemployed	Frequency	4	7	69	68	33	181
	Percent	0.1	0.2	1.7	1.7	0.8	4.5
Total	Frequency	96	282	1,596	1,525	501	4,000
	Percent	2.4	7.1	39.9	38.1	12.5	100.0

B4.18: Opinion on quality of machine woven Gho/Kira by occupation

Occupation	Frequency/ Percent	Very Poor	Below Average	Average	Above Average	Excellent	Total
Business	**Frequency**	13	85	549	174	52	**873**
	Percent	0.3	2.1	13.7	4.4	1.3	**21.8**
Civil Servant	**Frequency**	14	44	344	54	36	**492**
	Percent	0.4	1.1	8.6	1.4	0.9	**12.3**
Corporate office	**Frequency**	4	19	113	29	8	**173**
	Percent	0.1	0.5	2.8	0.7	0.2	**4.3**
Farmer	**Frequency**	7	66	686	251	48	**1,058**
	Percent	0.2	1.7	17.2	6.3	1.2	**26.5**
Housewife/ House Husband	**Frequency**	6	41	450	150	39	**686**
	Percent	0.2	1.0	11.3	3.8	1.0	**17.2**
Monk/Nun	**Frequency**	1	1	5	1	0	**8**
	Percent	0.0	0.0	0.1	0.0	0.0	**0.2**
Private organiza- tion	**Frequency**	4	26	225	55	24	**334**
	Percent	0.1	0.7	5.6	1.4	0.6	**8.4**
Self-employed	**Frequency**	2	13	107	35	3	**160**
	Percent	0.1	0.3	2.7	0.9	0.1	**4.0**
Student	**Frequency**	1	4	20	7	3	**35**
	Percent	0.0	0.1	0.5	0.2	0.1	**0.9**
Unemployed	**Frequency**	1	14	118	38	10	**181**
	Percent	0.0	0.4	3.0	1.0	0.3	**4.5**
Total	**Frequency**	**53**	**313**	**2,617**	**794**	**223**	**4,000**
	Percent	**1.3**	**7.8**	**65.4**	**19.9**	**5.6**	**100.0**

B4.19:   Opinion on quality of Gho/Kira woven on back-strap loom by employment status

Employment Status	Frequency/ Percent	Very Poor	Above Average	Average	Below Average	Excellent	Total
Employee (casual paid)	Frequency	3	44	21	0	27	95
	Percent	0.1	1.1	0.5	0.0	0.7	2.4
Employee (regular paid)	Frequency	11	511	189	15	185	911
	Percent	0.3	12.8	4.7	0.4	4.6	22.8
Employer	Frequency	0	7	5	0	4	16
	Percent	0.0	0.2	0.1	0.0	0.1	0.4
Housewife/ House Husband	Frequency	0	0	0	0	2	2
	Percent	0.0	0.0	0.0	0.0	0.1	0.1
Self-employed	Frequency	2	507	269	12	614	1,404
	Percent	0.1	12.7	6.7	0.3	15.4	35.1
Trainee	Frequency	0	0	1	0	0	1
	Percent	0.0	0.0	0.0	0.0	0.0	0.0
Unemployed	Frequency	0	36	34	1	43	114
	Percent	0.0	0.9	0.9	0.0	1.1	2.9
Unpaid family worker	Frequency	7	462	409	20	523	1,421
	Percent	0.2	11.6	10.2	0.5	13.1	35.5
Others	Frequency	0	14	8	0	14	36
	Percent	0.0	0.4	0.2	0.0	0.4	0.9
Total	Frequency	23	1,581	936	48	1,412	4,000
	Percent	0.6	39.5	23.4	1.2	35.3	100.0

B4.20: Opinion on quality of Gho/Kira woven on Meche loom by employment status

Employment Status	Frequency/ Percent	Very Poor	Above Average	Average	Below Average	Excellent	Total
Employee (casual paid)	Frequency	6	36	25	11	17	95
	Percent	0.2	0.9	0.6	0.3	0.4	2.4
Employee (regular paid)	Frequency	18	463	349	44	37	911
	Percent	0.5	11.6	8.7	1.1	0.9	22.8
Employer	Frequency	0	9	7	0	0	16
	Percent	0.0	0.2	0.2	0.0	0.0	0.4
Housewife/ House Husband	Frequency	0	0	1	0	1	2
	Percent	0.0	0.0	0.0	0.0	0.0	0.1
Self-employed	Frequency	38	533	496	88	249	1,404
	Percent	1.0	13.3	12.4	2.2	6.2	35.1
Trainee	Frequency	0	0	1	0	0	1
	Percent	0.0	0.0	0.0	0.0	0.0	0.0
Unemployed	Frequency	1	37	56	4	16	114
	Percent	0.0	0.9	1.4	0.1	0.4	2.9
Unpaid family worker	Frequency	33	433	646	134	175	1,421
	Percent	0.8	10.8	16.2	3.4	4.4	35.5
Others	Frequency	0	14	15	1	6	36
	Percent	0.0	0.4	0.4	0.0	0.2	0.9
Total	Frequency	96	1,525	1,596	282	501	4,000
	Percent	2.4	38.1	39.9	7.1	12.5	100.0

B4.21: Opinion on quality of machine woven Gho/Kira by employment status

Employment Status	Frequency/ Percent	Very Poor	Above Average	Average	Below Average	Excellent	Total
Employee (casual paid)	Frequency	4	20	62	6	3	95
	Percent	0.1	0.5	1.6	0.2	0.1	2.4
Employee (regular paid)	Frequency	20	89	670	119	13	911
	Percent	0.5	2.2	16.8	3.0	0.3	22.8
Employer	Frequency	0	2	11	3	0	16
	Percent	0.0	0.1	0.3	0.1	0.0	0.4
Housewife/ House Husband	Frequency	0	1	1	0	0	2
	Percent	0.0	0.0	0.0	0.0	0.0	0.1
Self-employed	Frequency	20	308	849	96	131	1,404
	Percent	0.5	7.7	21.2	2.4	3.3	35.1
Trainee	Frequency	0	0	1	0	0	1
	Percent	0.0	0.0	0.0	0.0	0.0	0.0
Unemployed	Frequency	0	34	72	2	6	114
	Percent	0.0	0.9	1.8	0.1	0.2	2.9
Unpaid family worker	Frequency	9	338	920	85	69	1,421
	Percent	0.2	8.5	23.0	2.1	1.7	35.5
Others	Frequency	0	2	31	2	1	36
	Percent	0.0	0.1	0.8	0.1	0.0	0.9
Total	Frequency	53	794	2,617	313	223	4,000
	Percent	1.3	19.9	65.4	7.8	5.6	100.0

B4.22: Opinion on quality of Gho/Kira woven on back-strap loom by region

Region	Frequency/ Percent	Very Poor	Below Average	Average	Above Average	Excellent	Total
Central Region	Frequency	0	1	147	152	371	671
	Percent	0.0	0.0	3.7	3.8	9.3	16.8
Western Region	Frequency	0	4	300	967	552	1,823
	Percent	0.0	0.1	7.5	24.2	13.8	45.6
Eastern Region	Frequency	21	39	389	186	231	866
	Percent	0.5	1.0	9.7	4.7	5.8	21.7
Thimphu City	Frequency	2	4	100	276	258	640
	Percent	0.1	0.1	2.5	6.9	6.5	16.0
Total	Frequency	23	48	936	1,581	1,412	4,000
	Percent	0.6	1.2	23.4	39.5	35.3	100.0

B4.23: Opinion on quality of Gho/Kira woven on Meche loom by region

Region	Frequency/Percent	Very Poor	Below Average	Average	Above Average	Excellent	Total
Central Region	Frequency	25	88	221	171	166	671
	Percent	0.6	2.2	5.5	4.3	4.2	16.8
Western Region	Frequency	3	58	705	988	69	1,823
	Percent	0.1	1.5	17.6	24.7	1.7	45.6
Eastern Region	Frequency	23	64	420	207	152	866
	Percent	0.6	1.6	10.5	5.2	3.8	21.7
Thimphu City	Frequency	11	33	362	164	70	640
	Percent	0.3	0.8	9.1	4.1	1.8	16.0
Total	Frequency	62	243	1,708	1,530	457	4,000
	Percent	1.6	6.1	42.7	38.3	11.4	100.0

B4.24:   Opinion on quality of machine woven Gho/Kira by region

Region	Frequency/Percent	Very Poor	Below Average	Average	Above Average	Excellent	Total
Central Region	Frequency	6	40	313	258	54	671
	Percent	0.2	1.0	7.8	6.5	1.4	16.8
Western Region	Frequency	8	166	1,317	296	36	1,823
	Percent	0.2	4.2	32.9	7.4	0.9	45.6
Eastern Region	Frequency	28	74	625	76	63	866
	Percent	0.7	1.9	15.6	1.9	1.6	21.7
Thimphu City	Frequency	11	33	362	164	70	640
	Percent	0.3	0.8	9.1	4.1	1.8	16.0
Total	Frequency	53	313	2,617	794	223	4,000
	Percent	1.3	7.8	65.4	19.9	5.6	100.0

B4.25: Comparing quality of Gho/Kira woven on 3 looms

Quantity Purchased	Back-strap loom (%)	*Meche* loom (%)	Machine (%)
Excellent	35.3	12.5	5.6
Above Average	39.5	38.1	19.9
Average	23.4	39.9	65.4
Below Average	1.2	7.1	7.8
Very Poor	0.6	2.4	1.3
Total	100.0	100.0	100.0

B4.26: Comparing quaoity of Gho/Kira woven on 3 looms by gender

Loom	Gender (%)	Very Poor	Below Average	Average	Above Average	Excellent	Total
Back-strap	**Female**	0.2	0.7	17.2	23.1	27.5	**68.6**
	Male	0.4	0.6	6.2	16.4	7.9	**31.4**
Meche	**Female**	1.8	5.3	28.6	22.7	10.3	**68.6**
	Male	0.6	1.8	11.3	15.4	2.3	**31.4**
Machine	**Female**	0.7	3.9	43.2	15.9	4.9	**68.6**
	Male	0.6	4.0	22.2	4.0	0.7	**31.4**

B4.27: Comparing quality of Gho/Kira woven on 3 looms by age

Loom	Age Range (%)	Very Poor	Below Average	Average	Above Average	Excellent	Total
Back-strap	**25-35 yrs.**	0.4	0.2	7.7	20.0	15.0	**43.1**
	36-45 yrs.	0.2	0.6	7.4	9.7	8.4	**26.4**
	46-55 yrs.	0.0	0.2	4.4	5.5	5.2	**15.3**
	55 yrs. & >	0.0	0.2	3.9	4.4	6.7	**15.3**
Meche	**25-35 yrs.**	1.5	2.3	14.1	18.7	6.5	**43.1**
	36-45 yrs.	0.6	3.0	12.5	7.5	2.8	**26.4**
	46-55 yrs.	0.1	1.0	7.1	5.7	1.4	**15.3**
	55 yrs. & >	0.3	0.7	6.2	6.3	1.8	**15.3**
Machine	**25-35 yrs.**	0.9	3.1	28.9	7.0	3.2	**43.1**
	36-45 yrs.	0.3	2.7	17.4	5.1	1.0	**26.4**
	46-55 yrs.	0.1	1.0	9.9	3.6	0.7	**15.3**
	55 yrs. & >	0.0	1.1	9.3	4.2	0.7	**15.3**

B4.28: Comparing quality of Gho/Kira woven on 3 looms by marital status

Loom	Marital Status (%)	Very Poor	Below Average	Average	Above Average	Excel-lent	Total
Back-strap	**Divorced/ Widowed**	0.0	0.1	0.8	1.4	1.3	**3.5**
	Married (all children >18 yrs)	0.0	0.4	7.3	9.5	10.0	**27.2**
	Married (at least 1 child <18 yrs)	0.5	0.6	11.7	20.7	17.2	**50.7**
	Married (No children)	0.1	0.0	2.1	3.6	3.4	**9.2**
	Prefer Not to Say	0.0	0.1	0.1	0.1	0.0	**0.2**
	Single	0.0	0.1	1.5	4.3	3.4	**9.2**
Meche	**Divorced/ Widowed**	0.1	0.4	1.2	1.4	0.5	**3.5**
	Married (all children >18 yrs)	0.4	1.9	12.0	10.0	3.0	**27.2**
	Married (at least 1 child <18 yrs)	1.6	3.8	20.2	19.1	6.0	**50.7**
	Married (No children)	0.2	0.4	3.6	3.7	1.3	**9.2**
	Prefer Not to Say	0.0	0.1	0.1	0.1	0.0	**0.2**
	Single	0.3	0.6	2.9	3.8	1.7	**9.2**
Machine	**Divorced/ Widowed**	0.0	0.2	2.2	0.8	0.3	**3.5**
	Married (all children >18 yrs)	0.1	2.1	17.1	6.6	1.3	**27.2**
	Married (at least 1 child <18 yrs)	0.9	4.0	33.7	9.5	2.6	**50.7**
	Married (No children)	0.1	0.8	6.3	1.4	0.5	**9.2**
	Prefer Not to Say	0.0	0.1	0.2	0.0	0.0	**0.2**
	Single	0.2	0.6	6.0	1.6	0.9	**9.2**

B4.29:   Comparing quality of Gho/Kira woven on 3 looms by educational background

Loom	Educational Background (%)	Very Poor	Below Average	Average	Above Average	Excellent	Total
Back-strap	No Formal Education	0.2	0.6	11.3	14.8	16.0	**42.8**
	Primary Education	0.1	0.1	2.8	4.7	3.6	**11.3**
	Secondary Education	0.2	0.2	3.8	7.2	6.4	**17.8**
	H. Secondary Education	0.1	0.1	2.3	6.1	4.3	**12.8**
	College	0.1	0.1	0.8	2.6	1.6	**5.1**
	University Degree	0.1	0.1	1.5	2.7	2.4	**6.8**
	Postgraduate	0.0	0.0	0.5	0.9	0.7	**2.2**
	Vocational Diploma	0.0	0.0	0.5	0.5	0.4	**1.3**
Meche	No Formal Education	0.9	3.1	17.9	15.9	5.1	**42.8**
	Primary Education	0.2	1.0	4.7	4.4	1.1	**11.3**
	Secondary Education	0.7	1.1	7.1	6.4	2.6	**17.8**
	H. Secondary Education	0.3	0.7	4.4	5.6	1.9	**12.8**
	College	0.1	0.6	1.7	2.1	0.6	**5.1**
	University Degree	0.2	0.5	2.6	2.5	1.0	**6.8**
	Postgraduate	0.0	0.1	0.9	0.9	0.2	**2.2**
	Vocational Diploma	0.0	0.1	0.7	0.5	0.2	**1.3**
Machine	No Formal Education	0.4	3.2	27.0	10.5	1.9	**42.8**
	Primary Education	0.2	1.1	7.4	2.1	0.5	**11.3**
	Secondary Education	0.2	1.4	12.0	3.2	1.1	**17.8**
	H. Secondary Education	0.2	0.9	8.8	1.8	1.1	**12.8**
	College	0.2	0.5	3.5	0.6	0.4	**5.1**
	University Degree	0.2	0.5	4.3	1.3	0.6	**6.8**
	Postgraduate	0.0	0.2	1.5	0.3	0.1	**2.2**
	Vocational Diploma	0.0	0.2	0.9	0.2	0.1	**1.3**

B4.30: Comparing quality of Gho/Kira woven on 3 looms by occupation

Loom	Occupation (%)	Very Poor	Below Average	Average	Above Average	Excellent	Total
Back-strap	Business	0.2	0.3	5.0	8.6	7.7	**21.8**
	Civil Servant	0.2	0.2	2.8	5.6	3.5	**12.3**
	Corporate office	0.0	0.0	0.8	2.3	1.3	**4.3**
	Farmer	0.1	0.3	7.0	9.3	9.9	**26.5**
	Housewife/ Husband	0.1	0.1	4.6	6.3	6.1	**17.2**
	Monk/Nun	0.0	0.0	0.0	0.1	0.1	**0.2**
	Private organization	0.1	0.2	1.6	3.4	3.2	**8.4**
	Self-employed	0.0	0.0	0.9	1.8	1.3	**4.0**
	Student	0.0	0.0	0.1	0.3	0.5	**0.9**
	Unemployed	0.0	0.1	0.8	1.8	1.9	**4.5**
Meche	Business	0.6	1.4	9.0	7.9	3.0	**21.8**
	Civil Servant	0.4	0.9	4.8	4.9	1.5	**12.3**
	Corporate office	0.0	0.1	1.4	2.3	0.5	**4.3**
	Farmer	0.5	2.0	10.9	10.3	2.9	**26.5**
	Housewife/ Husband	0.5	1.4	7.4	5.7	2.2	**17.2**
	Monk/Nun	0.0	0.0	0.0	0.2	0.0	**0.2**
	Private organization	0.3	0.7	2.9	3.4	1.1	**8.4**
	Self-employed	0.1	0.3	1.7	1.5	0.5	**4.0**
	Student	0.0	0.2	0.2	0.4	0.1	**0.9**
	Unemployed	0.1	0.2	1.7	1.7	0.8	**4.5**
Machine	Business	0.3	2.1	13.7	4.4	1.3	**21.8**
	Civil Servant	0.4	1.1	8.6	1.4	0.9	**12.3**
	Corporate office	0.1	0.5	2.8	0.7	0.2	**4.3**
	Farmer	0.2	1.7	17.2	6.3	1.2	**26.5**
	Housewife/ Husband	0.2	1.0	11.3	3.8	1.0	**17.2**
	Monk/Nun	0.0	0.0	0.1	0.0	0.0	**0.2**
	Private organization	0.1	0.7	5.6	1.4	0.6	**8.4**
	Self-employed	0.1	0.3	2.7	0.9	0.1	**4.0**
	Student	0.0	0.1	0.5	0.2	0.1	**0.9**
	Unemployed	0.0	0.4	3.0	1.0	0.3	**4.5**

B4.31: Comparing quality of Gho/Kira woven on 3 looms by employment status

Loom	Employment Status (%)	Very Poor	Below Average	Average	Above Average	Excellent	Total
Back-strap	Employee (casual paid)	0.1	1.1	0.5	0.0	0.7	**2.4**
	Employee (regular paid)	0.3	12.8	4.7	0.4	4.6	**22.8**
	Employer	0.0	0.2	0.1	0.0	0.1	**0.4**
	Housewife/ Husband	0.0	0.0	0.0	0.0	0.1	**0.1**
	Self-employed	0.1	12.7	6.7	0.3	15.4	**35.1**
	Trainee	0.0	0.0	0.0	0.0	0.0	**0.0**
	Unemployed	0.0	0.9	0.9	0.0	1.1	**2.9**
	Unpaid family worker	0.2	11.6	10.2	0.5	13.1	**35.5**
	Others	0.0	0.4	0.2	0.0	0.4	**0.9**
Meche	Employee (casual paid)	0.2	0.9	0.6	0.3	0.4	**2.4**
	Employee (regular paid)	0.5	11.6	8.7	1.1	0.9	**22.8**
	Employer	0.0	0.2	0.2	0.0	0.0	**0.4**
	Housewife/ Husband	0.0	0.0	0.0	0.0	0.0	**0.1**
	Self-employed	1.0	13.3	12.4	2.2	6.2	**35.1**
	Trainee	0.0	0.0	0.0	0.0	0.0	**0.0**
	Unemployed	0.0	0.9	1.4	0.1	0.4	**2.9**
	Unpaid family worker	0.8	10.8	16.2	3.4	4.4	**35.5**
	Others	0.0	0.4	0.4	0.0	0.2	**0.9**
Machine	Employee (casual paid)	0.1	0.5	1.6	0.2	0.1	**2.4**
	Employee (regular paid)	0.5	2.2	16.8	3.0	0.3	**22.8**
	Employer	0.0	0.1	0.3	0.1	0.0	**0.4**
	Housewife/ Husband	0.0	0.0	0.0	0.0	0.0	**0.1**
	Self-employed	0.5	7.7	21.2	2.4	3.3	**35.1**
	Trainee	0.0	0.0	0.0	0.0	0.0	**0.0**
	Unemployed	0.0	0.9	1.8	0.1	0.2	**2.9**
	Unpaid family worker	0.2	8.5	23.0	2.1	1.7	**35.5**
	Others	0.0	0.1	0.8	0.1	0.0	**0.9**

B4.32: Comparing quaity of Gho/Kira woven on 3 looms by region

Loom	Region (%)	Very Poor	Below Average	Average	Above Average	Excellent	Total
Back-strap	**Central**	0.0	0.0	3.7	3.8	9.3	**16.8**
	Eastern	0.5	1.0	9.7	4.7	5.8	**21.7**
	Western	0.0	0.1	7.5	24.2	13.8	**45.6**
	Thimphu	0.1	0.1	2.5	6.9	6.5	**16.0**
Meche	**Central**	0.6	2.2	5.5	4.3	4.2	**16.8**
	Eastern	0.6	1.6	10.5	5.2	3.8	**21.7**
	Western	0.1	1.5	17.6	24.7	1.7	**45.6**
	Thimphu	0.3	0.8	9.1	4.1	1.8	**16.0**
Machine	**Central**	0.2	1.0	7.8	6.5	1.4	**16.8**
	Eastern	0.7	1.9	15.6	1.9	1.6	**21.7**
	Western	0.2	4.2	32.9	7.4	0.9	**45.6**
	Thimphu	0.3	0.8	9.1	4.1	1.8	**16.0**

Appendix B5: Opinion on the cost of Gho/Kira woven on three looms

B5.1: Opinion on the cost of Gho/Kira woven on back-strap loom

Cost	Valid Percent	Frequency
Very Cheap	0.3	12
Cheap	1.1	42
Reasonable	22.2	889
Very Expensive	35.4	1,417
Expensive	41.0	1,640
Total	**100.0**	**4,000**

B5.2: Opinion on the cost of Gho/Kira woven on Meche loom

Cost	Valid Percent	Frequency
Very Cheap	0.5	21
Cheap	6.2	248
Very Expensive	15.4	616
Expensive	38.8	1,551
Reasonable	39.1	1,564
Total	**100.0**	**4,000**

B5.3: Opinion on the cost of machine woven Gho/Kira

Cost	Valid Percent	Frequency
Very Expensive	1.0	39
Very Cheap	1.2	46
Expensive	14.5	579
Cheap	19.2	766
Reasonable	64.3	2,570
Total	100.0	4,000

B5.4: Opinion on the cost of Gho/Kira woven on back-strap loom by gender

Gender	Frequency/ Percent	Very Cheap	Cheap	Reasonable	Expensive	Very Expensive	Total
Male	Frequency	6	4	205	656	384	1,255
	Percent	0.2	0.1	5.1	16.4	9.6	31.4
Female	Frequency	6	38	684	984	1,033	2,745
	Percent	0.2	1.0	17.1	24.6	25.8	68.6
Total	Frequency	12	42	889	1,640	1,417	4,000
	Percent	0.3	1.1	22.2	41.0	35.4	100.0

B5.5: Opinion on the cost of Gho/Kira woven on Meche loom by gender

Gender	Frequency/ Percent	Very Cheap	Cheap	Reasonable	Expensive	Very Expensive	Total
Male	Frequency	7	39	433	570	206	1,255
	Percent	0.2	1.0	10.8	14.3	5.2	31.4
Female	Frequency	14	209	1,131	981	410	2,745
	Percent	0.4	5.2	28.3	24.5	10.3	68.6
Total	Frequency	21	248	1,564	1,551	616	4,000
	Percent	0.5	6.2	39.1	38.8	15.4	100.0

B5.6: Opinion on the cost of machine woven Gho/Kira by gender

Gender	Frequency / Percent	Very Cheap	Cheap	Reasonable	Expensive	Very Expensive	Total
Male	Frequency	15	286	727	212	15	1,255
	Percent	0.4	7.2	18.2	5.3	0.4	31.4
Female	Frequency	31	480	1843	367	24	2,745
	Percent	0.8	12.0	46.1	9.2	0.6	68.6
Total	Frequency	46	766	2,570	579	39	4,000
	Percent	1.2	19.2	64.3	14.5	1.0	100.0

B5.7: Opinion on the cost of Gho/Kira woven on back-strap loom by age

Age Range	Frequency/ Percent	Very Cheap	Cheap	Reasonable	Expensive	Very Ex- pensive	Total
25-35 Years	Frequency	11	30	291	854	539	1,725
	Percent	0.3	0.8	7.3	21.4	13.5	43.1
36-45 Years	Frequency	0	11	232	401	410	1,054
	Percent	0.0	0.3	5.8	10.0	10.3	26.4
46-55 Years	Frequency	0	1	199	203	208	611
	Percent	0.0	0.0	5.0	5.1	5.2	15.3
56 Years and Above	Frequency	1	0	167	182	260	610
	Percent	0.0	0.0	4.2	4.6	6.5	15.3
Total	Frequency	12	42	889	1,640	1,417	4,000
	Percent	0.3	1.1	22.2	41.0	35.4	100.0

B5.8: Opinion on the cost of Gho/Kira woven on Meche loom by age

Age Range	Frequency / Percent	Very Cheap	Cheap	Reasonable	Expensive	Very Expen- sive	Total
25-35 Years	Frequency	18	106	622	670	309	1,725
	Percent	0.5	2.7	15.6	16.8	7.7	43.1
36-45 Years	Frequency	2	107	445	349	151	1,054
	Percent	0.1	2.7	11.1	8.7	3.8	26.4
46-55 Years	Frequency	0	20	268	257	66	611
	Percent	0.0	0.5	6.7	6.4	1.7	15.3
56 Years and Above	Frequency	1	15	229	275	90	610
	Percent	0.0	0.4	5.7	6.9	2.3	15.3
Total	Frequency	21	248	1,564	1,551	616	4,000
	Percent	0.5	6.2	39.1	38.8	15.4	100.0

B5.9: Opinion on the cost of machine woven Gho/Kira by age

Age Range	Frequency / Percent	Very Cheap	Cheap	Reasonable	Expensive	Very Expensive	Total
25-35 Years	Frequency	41	407	1,021	227	29	1,725
	Percent	1.0	10.2	25.5	5.7	0.7	43.1
36-45 Years	Frequency	2	195	781	75	1	1,054
	Percent	0.1	4.9	19.5	1.9	0.0	26.4
46-55 Years	Frequency	1	83	423	101	3	611
	Percent	0.0	2.1	10.6	2.5	0.1	15.3
56 Years and Above	Frequency	2	81	345	176	6	610
	Percent	0.1	2.0	8.6	4.4	0.2	15.3
Total	Frequency	46	766	2,570	579	39	4,000
	Percent	1.2	19.2	64.3	14.5	1.0	100.0

B5.10: Opinion on the cost of Gho/Kira woven on back-strap loom by marital status

Marital Status	Frequency/Percent	Very Cheap	Cheap	Reasonable	Expensive	Very Expensive	Total
Divorced/ Widowed	Frequency	1	1	26	53	59	140
	Percent	0.0	0.0	0.7	1.3	1.5	3.5
Married with kids (all >18 years old)	Frequency	0	1	304	374	410	1,089
	Percent	0.0	0.0	7.6	9.4	10.3	27.2
Married with kids (at least with 1 kid <18 years old)	Frequency	7	29	419	860	711	2,026
	Percent	0.2	0.7	10.5	21.5	17.8	50.7
Married without kids	Frequency	2	2	67	173	123	367
	Percent	0.1	0.1	1.7	4.3	3.1	9.2
Prefer Not to Say	Frequency	0	0	5	2	2	9
	Percent	0.0	0.0	0.1	0.1	0.1	0.2
Single	Frequency	2	9	68	178	112	369
	Percent	0.1	0.2	1.7	4.5	2.8	9.2
Total	Frequency	12	42	889	1,640	1,417	4,000
	Percent	0.3	1.1	22.2	41.0	35.4	100.0

B5.11: Opinion on the cost of Gho/Kira woven on Meche loom by marital status

Marital Status	Frequency/ Percent	Very Cheap	Cheap	Reasonable	Expensive	Very Expensive	Total
Divorced/ Widowed	Frequency	1	13	50	52	24	140
	Percent	0.0	0.3	1.3	1.3	0.6	3.5
Married with kids (all >18 years old)	Frequency	0	47	441	455	146	1,089
	Percent	0.0	1.2	11.0	11.4	3.7	27.2
Married with kids (at least with 1 kid <18 years old)	Frequency	14	141	800	745	326	2,026
	Percent	0.4	3.5	20.0	18.6	8.2	50.7
Married without kids	Frequency	2	16	126	160	63	367
	Percent	0.1	0.4	3.2	4.0	1.6	9.2
Prefer Not to Say	Frequency	0	1	5	3	0	9
	Percent	0.0	0.0	0.1	0.1	0.0	0.2
Single	Frequency	4	30	142	136	57	369
	Percent	0.1	0.8	3.6	3.4	1.4	9.2
Total	Frequency	21	248	1,564	1,551	616	4,000
	Percent	0.5	6.2	39.1	38.8	15.4	100.0

B5.12: Opinion on the cost of machine woven Gho/Kira by marital status

Marital Status	Frequency/ Percent	Very Cheap	Cheap	Reasonable	Expensive	Very Expensive	Total
Divorced/ Widowed	Frequency	1	26	83	28	2	140
	Percent	0.0	0.7	2.1	0.7	0.1	3.5
Married with kids (all >18 years old)	Frequency	3	159	703	215	9	1,089
	Percent	0.1	4.0	17.6	5.4	0.2	27.2
Married with kids (at least with 1 kid <18 years old)	Frequency	25	422	1,332	233	14	2,026
	Percent	0.6	10.6	33.3	5.8	0.4	50.7
Married without kids	Frequency	6	83	225	47	6	367
	Percent	0.2	2.1	5.6	1.2	0.2	9.2
Prefer Not to Say	Frequency	0	3	6	0	0	9
	Percent	0.0	0.1	0.2	0.0	0.0	0.2
Single	Frequency	11	73	221	56	8	369
	Percent	0.3	1.8	5.5	1.4	0.2	9.2
Total	Frequency	46	766	2,570	579	39	4,000
	Percent	1.2	19.2	64.3	14.5	1.0	100.0

B5.13:   *Opinion on the cost of Gho/Kira woven on back-strap loom by educational level*

Educational Level	Frequency/ Percent	Very Cheap	Cheap	Reasonable	Expensive	Very Expensive	Total
No Formal Education	Frequency	4	9	443	589	667	1,712
	Percent	0.1	0.2	11.1	14.7	16.7	42.8
Primary Level (PP-VI)	Frequency	1	2	101	190	156	450
	Percent	0.0	0.1	2.5	4.8	3.9	11.3
Secondary Level (VII-X)	Frequency	3	7	135	317	250	712
	Percent	0.1	0.2	3.4	7.9	6.3	17.8
Higher Secondary Level (XI-XII)	Frequency	1	11	88	251	162	513
	Percent	0.0	0.3	2.2	6.3	4.1	12.8
Vocational Diploma	Frequency	0	0	14	26	13	53
	Percent	0.0	0.0	0.4	0.7	0.3	1.3
College	Frequency	3	6	34	96	64	203
	Percent	0.1	0.2	0.9	2.4	1.6	5.1
University Degree	Frequency	0	6	55	125	85	271
	Percent	0.0	0.2	1.4	3.1	2.1	6.8
Postgraduate (Master's, Ph.D)	Frequency	0	1	19	46	20	86
	Percent	0.0	0.0	0.5	1.2	0.5	2.2
Total	Frequency	12	42	889	1,640	1,417	4,000
	Percent	0	1	22	41	35	100

B5.14: *Opinion on the cost of Gho/Kira woven on Meche loom by educational level*

Educational Level	Frequency/ Percent	Very Cheap	Cheap	Reasonable	Expensive	Very Expensive	Total
No Formal Education	Frequency	4	82	695	685	246	1,712
	Percent	0.1	2.1	17.4	17.1	6.2	42.8
Primary Level (PP-VI)	Frequency	1	26	191	167	65	450
	Percent	0.0	0.7	4.8	4.2	1.6	11.3
Secondary Level (VII-X)	Frequency	6	67	260	259	120	712
	Percent	0.2	1.7	6.5	6.5	3.0	17.8
Higher Secondary Level (XI-XII)	Frequency	3	34	185	207	84	513
	Percent	0.1	0.9	4.6	5.2	2.1	12.8
Vocational Diploma	Frequency	0	2	21	19	11	53
	Percent	0.0	0.1	0.5	0.5	0.3	1.3
College	Frequency	6	14	72	84	27	203
	Percent	0.2	0.4	1.8	2.1	0.7	5.1
University Degree	Frequency	0	19	108	91	53	271
	Percent	0.0	0.5	2.7	2.3	1.3	6.8
Postgraduate (Master's, Ph.D)	Frequency	1	4	32	39	10	86
	Percent	0.0	0.1	0.8	1.0	0.3	2.2
Total	Frequency	21	248	1,564	1,551	616	4,000
	Percent	1	6	39	39	15	100

B5.15: Opinion on the cost of machine woven Gho/Kira by educational level

Educational Level	Frequency / Percent	Very Cheap	Cheap	Reasonable	Expensive	Very Expensive	Total
No Formal Education	Frequency	9	269	1,122	300	12	1,712
	Percent	0.2	6.7	28.1	7.5	0.3	42.8
Primary Level (PP-VI)	Frequency	3	92	295	58	2	450
	Percent	0.1	2.3	7.4	1.5	0.1	11.3
Secondary Level (VII-X)	Frequency	7	160	453	83	9	712
	Percent	0.2	4.0	11.3	2.1	0.2	17.8
Higher Secondary Level (XI-XII)	Frequency	11	107	322	64	9	513
	Percent	0.3	2.7	8.1	1.6	0.2	12.8
Vocational Diploma	Frequency	0	11	35	7	0	53
	Percent	0.0	0.3	0.9	0.2	0.0	1.3
College	Frequency	8	51	113	29	2	203
	Percent	0.2	1.3	2.8	0.7	0.1	5.1
University Degree	Frequency	7	51	176	32	5	271
	Percent	0.2	1.3	4.4	0.8	0.1	6.8
Postgraduate (Master's, Ph.D)	Frequency	1	25	54	6	0	86
	Percent	0.0	0.6	1.4	0.2	0.0	2.2
Total	Frequency	46	766	2,507	579	39	4,000
	Percent	1.2	19.2	64.3	14.5	1.0	100.0

B5.16: Opinion on the cost of Gho/Kira woven on back-strap loom by occupation

Occupation	Frequency/ Percent	Very Cheap	Cheap	Reasonable	Expensive	Very Expensive	Total
Business	Frequency	5	10	186	357	315	873
	Percent	0.1	0.3	4.7	8.9	7.9	21.8
Civil Servant	Frequency	1	8	99	234	150	492
	Percent	0.0	0.2	2.5	5.9	3.8	12.3
Corporate office	Frequency	0	1	28	86	58	173
	Percent	0.0	0.0	0.7	2.2	1.5	4.3
Farmer	Frequency	3	5	268	374	408	1,058
	Percent	0.1	0.1	6.7	9.4	10.2	26.5
Housewife/ House Husband	Frequency	1	5	170	262	248	686
	Percent	0.0	0.1	4.3	6.6	6.2	17.2
Monk/Nun	Frequency	0	0	2	1	5	8
	Percent	0.0	0.0	0.1	0.0	0.1	0.2
Private organization	Frequency	1	10	66	157	100	334
	Percent	0.0	0.3	1.7	3.9	2.5	8.4
Self-employed	Frequency	0	1	27	81	51	160
	Percent	0.0	0.0	0.7	2.0	1.3	4.0
Student	Frequency	1	1	7	13	13	35
	Percent	0.0	0.0	0.2	0.3	0.3	0.9
Unemployed	Frequency	0	1	36	75	69	181
	Percent	0.0	0.0	0.9	1.9	1.7	5.0
Total	Frequency	12	42	889	1,640	1,417	4,000
	Percent	0.0	1.0	22.0	41.0	35.0	100.0

B5.17: Opinion on the cost of Gho/Kira woven on Meche loom by occupation

Occupation	Frequency/ Percent	Very Cheap	Cheap	Reasonable	Expensive	Very Expensive	Total
Business	Frequency	9	48	328	349	139	873
	Percent	0.2	1.2	8.2	8.7	3.5	21.8
Civil Servant	Frequency	3	32	189	185	83	492
	Percent	0.1	0.8	4.7	4.6	2.1	12.3
Corporate office	Frequency	0	5	58	71	39	173
	Percent	0.0	0.1	1.5	1.8	1.0	4.3
Farmer	Frequency	3	50	424	443	138	1,058
	Percent	0.1	1.3	10.6	11.1	3.5	26.5
Housewife/ House Husband	Frequency	1	53	279	248	105	686
	Percent	0.0	1.3	7.0	6.2	2.6	17.2
Monk/Nun	Frequency	0	0	2	4	2	8
	Percent	0.0	0.0	0.1	0.1	0.1	0.2
Private organization	Frequency	2	30	136	118	48	334
	Percent	0.1	0.8	3.4	3.0	1.2	8.4
Self-employed	Frequency	2	14	61	61	22	160
	Percent	0.1	0.4	1.5	1.5	0.6	4.0
Student	Frequency	1	6	13	8	7	35
	Percent	0.0	0.2	0.3	0.2	0.2	1.0
Unemployed	Frequency	0	10	74	64	33	181
	Percent	0.0	0.3	1.9	1.6	0.8	5.0
Total	Frequency	21	248	1,564	1,551	616	4,000
	Percent	1.0	6.0	39.0	39.0	15.0	100.0

B5.18: Opinion on the cost of machine woven Gho/Kira by occupation

Occupation	Frequency/ Percent	Very Cheap	Cheap	Reasonable	Expensive	Very Ex- pensive	Total
Business	Frequency	10	181	566	106	10	873
	Percent	0.3	4.5	14.2	2.7	0.3	21.8
Civil Servant	Frequency	7	104	321	53	7	492
	Percent	0.2	2.6	8.0	1.3	0.2	12.3
Corporate office	Frequency	5	38	103	26	1	173
	Percent	0.1	1.0	2.6	0.7	0.0	4.3
Farmer	Frequency	4	151	703	194	6	1,058
	Percent	0.1	3.8	17.6	4.9	0.2	26.5
Housewife/ House Husband	Frequency	3	134	449	94	6	686
	Percent	0.1	3.4	11.2	2.4	0.2	17.2
Monk/Nun	Frequency	0	2	1	5	0	8
	Percent	0.0	0.1	0.0	0.1	0.0	0.2
Private organization	Frequency	9	73	206	43	3	334
	Percent	0.2	1.8	5.2	1.1	0.1	8.4
Self-employed	Frequency	3	40	94	21	2	160
	Percent	0.1	1.0	2.4	0.5	0.1	4.0
Student	Frequency	2	7	21	5	0	35
	Percent	0.1	0.2	0.5	0.1	0.0	1
Unemployed	Frequency	3	36	106	32	4	181
	Percent	0.1	0.9	2.7	0.8	0.1	5
Total	Frequency	46	766	2,570	579	39	4,000
	Percent	1.2	19.2	64.3	14.5	1.0	100.0

B5.19:   Opinion on the cost of Gho/Kira woven on back-strap loom by employment status

Employment Status	Frequency/ Percent	Very Cheap	Cheap	Reasonable	Expensive	Very Expensive	Total
Employee (casual paid)	Frequency	2	1	24	38	30	95
	Percent	0.1	0.0	0.6	1.0	0.8	2.4
Employee (regular paid)	Frequency	3	3	152	520	233	911
	Percent	0.1	0.1	3.8	13.0	5.8	22.8
Employer	Frequency	0	0	2	9	5	16
	Percent	0.0	0.0	0.1	0.2	0.1	0.4
Housewife/ House Husband	Frequency	0	0	0	1	1	2
	Percent	0.0	0.0	0.0	0.0	0.0	0.1
Self-employed	Frequency	7	24	293	573	507	1,404
	Percent	0.2	0.6	7.3	14.3	12.7	35.1
Trainee	Frequency	0	0	0	0	1	1
	Percent	0.0	0.0	0.0	0.0	0.0	0.0
Unemployed	Frequency	0	0	38	34	42	114
	Percent	0.0	0.0	1.0	0.9	1.1	2.9
Unpaid family worker	Frequency	0	14	373	456	578	1,421
	Percent	0.0	0.4	9.3	11.4	14.5	35.5
Others	Frequency	0	0	7	9	20	36
	Percent	0.0	0.0	0.2	0.2	0.5	0.9
Total	Frequency	12	42	889	1,640	1,417	4,000
	Percent	0.3	1.1	22.2	41.0	35.4	100.0

B5.20:   Opinion on the cost of Gho/Kira woven on Meche loom by employment status

Employment Status	Frequency/ Percent	Very Cheap	Cheap	Reasonable	Expensive	Very Ex-pensive	Total
Employee (casual paid)	Frequency	3	10	30	28	24	95
	Percent	0.1	0.3	0.8	0.7	0.6	2.4
Employee (regular paid)	Frequency	3	25	341	414	128	911
	Percent	0.1	0.6	8.5	10.4	3.2	22.8
Employer	Frequency	0	1	4	8	3	16
	Percent	0.0	0.0	0.1	0.2	0.1	0.4
Housewife/ House Husband	Frequency	0	0	0	2	0	2
	Percent	0.0	0.0	0.0	0.1	0.0	0.1
Self-employed	Frequency	12	80	546	530	236	1,404
	Percent	0.3	2.0	13.7	13.3	5.9	35.1
Trainee	Frequency	0	0	0	1	0	1
	Percent	0.0	0.0	0.0	0.0	0.0	0.0
Unemployed	Frequency	0	4	41	54	15	114
	Percent	0.0	0.1	1.0	1.4	0.4	2.9
Unpaid family worker	Frequency	3	128	593	495	202	1,421
	Percent	0.1	3.2	14.8	12.4	5.1	35.5
Others	Frequency	0	0	9	19	8	36
	Percent	0.0	0.0	0.2	0.5	0.2	0.9
Total	Frequency	21	248	1,564	1,551	616	4,000
	Percent	0.5	6.2	39.1	38.8	15.4	100.0

B5.21: Opinion on the cost of machine woven Gho/Kira by employment status

Employment Status	Frequency/ Percent	Very Cheap	Cheap	Reasonable	Expensive	Very Expensive	Total
Employee (casual paid)	Frequency	5	19	44	25	2	95
	Percent	0.1	0.5	1.1	0.6	0.1	2.4
Employee (regular paid)	Frequency	9	229	551	115	7	911
	Percent	0.2	5.7	13.8	2.9	0.2	22.8
Employer	Frequency	0	2	8	6	0	16
	Percent	0.0	0.1	0.2	0.2	0.0	0.4
Housewife/ House Husband	Frequency	0	1	1	0	0	2
	Percent	0.0	0.0	0.0	0.0	0.0	0.1
Self-employed	Frequency	30	296	824	225	29	1,404
	Percent	0.8	7.4	20.6	5.6	0.7	35.1
Trainee	Frequency	0	0	0	1	0	1
	Percent	0.0	0.0	0.0	0.0	0.0	0.0
Unemployed	Frequency	0	7	88	19	0	114
	Percent	0.0	0.2	2.2	0.5	0.0	2.9
Unpaid family worker	Frequency	2	209	1,024	185	1	1,421
	Percent	0.1	5.2	25.6	4.6	0.0	35.5
Others	Frequency	0	3	30	3	0	36
	Percent	0.0	0.1	0.8	0.1	0.0	0.9
Total	Frequency	46	766	2,570	579	39	4,000
	Percent	1.2	19.2	64.3	14.5	1.0	100.0

B5.22: Opinion on the cost of Gho/Kira woven on back-strap loom by region

Region	Frequency/ Percent	Very Cheap	Cheap	Reasonable	Expensive	Very Expensive	Total
Central Region	Frequency	3	11	114	185	358	671
	Percent	0.1	0.3	2.9	4.6	9.0	16.8
Western Region	Frequency	0	3	214	932	674	1,823
	Percent	0.0	0.1	5.4	23.3	16.9	45.6
Eastern Region	Frequency	8	25	406	212	215	866
	Percent	0.2	0.6	10.2	5.3	5.4	21.7
Thimphu City	Frequency	1	3	155	311	170	640
	Percent	0.0	0.1	3.9	7.8	4.3	16.0
Total	Frequency	12	42	889	1,640	1417	4,000
	Percent	0.3	1.1	22.2	41.0	35.4	100.0

B5.23: Opinion on the cost of Gho/Kira woven on Meche loom by region

Region	Frequency/ Percent	Very Cheap	Cheap	Reasonable	Expensive	Very Ex- pensive	Total
Central Region	Frequency	7	126	195	179	164	671
	Percent	0.2	3.2	4.9	4.5	4.1	16.8
Western Region	Frequency	0	41	675	877	230	1,823
	Percent	0.0	1.0	16.9	21.9	5.8	45.6
Eastern Region	Frequency	11	27	395	290	143	866
	Percent	0.3	0.7	9.9	7.3	3.6	21.7
Thimphu City	Frequency	3	54	299	205	79	640
	Percent	0.1	1.4	7.5	5.1	2.0	16.0
Total	Frequency	21	248	1,564	1,551	616	4,000
	Percent	0.5	6.2	39.1	38.8	15.4	100.0

B5.24: Opinion on the cost of machine woven Gho/Kira by region

Region	Frequency/ Percent	Very Cheap	Cheap	Reasonable	Expensive	Very Ex- pensive	Total
Central Region	Frequency	10	68	386	198	9	671
	Percent	0.3	1.7	9.7	5.0	0.2	16.8
Western Region	Frequency	9	397	1,125	283	9	1,823
	Percent	0.2	9.9	28.1	7.1	0.2	45.6
Eastern Region	Frequency	20	148	642	40	16	866
	Percent	0.5	3.7	16.1	1.0	0.4	21.7
Thimphu City	Frequency	7	153	417	58	5	640
	Percent	0.2	3.8	10.4	1.5	0.1	16.0
Total	Frequency	46	766	2,570	579	39	4,000
	Percent	1.2	19.2	64.3	14.5	1.0	100.0

B5.25: Comparing opinion on cost of Gho/Kira woven on 3 looms

Quantity Purchased	Back-strap loom (%)	*Meche* loom (%)	Machine (%)
Very Cheap	0.3	0.5	1.2
Cheap	1.1	6.2	19.2
Reasonable	22.2	39.1	64.3
Expensive	41.0	38.8	14.5
Very Expensive	35.4	15.4	1.0
Total	100.0	100.0	100.0

B5.26: Comparing opinion on cost of Gho/Kira woven on 3 looms by gender

Loom	Gender (%)	Very Cheap	Cheap	Reasonable	Expensive	Very Expensive	Total
Back-strap	**Female**	0.2	1.0	17.1	24.6	25.8	**68.6**
	Male	0.2	0.1	5.1	16.4	9.6	**31.4**
Meche	**Female**	0.4	5.2	28.3	24.5	10.3	**68.6**
	Male	0.2	1.0	10.8	14.3	5.2	**31.4**
Machine	**Female**	0.8	12.0	46.1	9.2	0.6	**68.6**
	Male	0.4	7.2	18.2	5.3	0.4	**31.4**

B5.27: Comparing opinion on cost of Gho/Kira woven on 3 looms by age

Loom	Age Range (%)	Very Cheap	Cheap	Reasonable	Expensive	Very Expensive	Total
Back-strap	**25-35 yrs.**	0.3	0.8	7.3	21.4	13.5	**43.1**
	36-45 yrs.	0.0	0.3	5.8	10.0	10.3	**26.4**
	46-55 yrs.	0.0	0.0	5.0	5.1	5.2	**15.3**
	55 yrs. & >	0.0	0.0	4.2	4.6	6.5	**15.3**
Meche	**25-35 yrs.**	0.5	2.7	15.6	16.8	7.7	**43.1**
	36-45 yrs.	0.1	2.7	11.1	8.7	3.8	**26.4**
	46-55 yrs.	0.0	0.5	6.7	6.4	1.7	**15.3**
	55 yrs. & >	0.0	0.4	5.7	6.9	2.3	**15.3**
Machine	**25-35 yrs.**	1.0	10.2	25.5	5.7	0.7	43.1
	36-45 yrs.	0.1	4.9	19.5	1.9	0.0	26.4
	46-55 yrs.	0.0	2.1	10.6	2.5	0.1	15.3
	55 yrs. & >	0.1	2.0	8.6	4.4	0.2	15.3

B5.28: Comparing opinion on cost of Gho/Kira woven on 3 looms by marital status

Loom	Marital Status (%)	Very Cheap	Cheap	Reasonable	Expensive	Very Expensive	Total
Back-strap	**Divorced/ Widowed**	0.0	0.0	0.7	1.3	1.5	**3.5**
	Married (all children >18 yrs)	0.0	0.0	7.6	9.4	10.3	**27.2**
	Married (at least 1 child <18 yrs)	0.2	0.7	10.5	21.5	17.8	**50.7**
	Married (No children)	0.1	0.1	1.7	4.3	3.1	**9.2**
	Prefer Not to Say	0.0	0.0	0.1	0.1	0.1	**0.2**
	Single	0.1	0.2	1.7	4.5	2.8	**9.2**
Meche	**Divorced/ Widowed**	0.0	0.3	1.3	1.3	0.6	**3.5**
	Married (all children >18 yrs)	0.0	1.2	11.0	11.4	3.7	**27.2**
	Married (at least 1 child <18 yrs)	0.4	3.5	20.0	18.6	8.2	**50.7**
	Married (No children)	0.1	0.4	3.2	4.0	1.6	**9.2**
	Prefer Not to Say	0.0	0.0	0.1	0.1	0.0	**0.2**
	Single	0.1	0.8	3.6	3.4	1.4	**9.2**
Machine	**Divorced/ Widowed**	0.0	0.7	2.1	0.7	0.1	**3.5**
	Married (all children >18 yrs)	0.1	4.0	17.6	5.4	0.2	**27.2**
	Married (at least 1 child <18 yrs)	0.6	10.6	33.3	5.8	0.4	**50.7**
	Married (No children)	0.2	2.1	5.6	1.2	0.2	**9.2**
	Prefer Not to Say	0.0	0.1	0.2	0.0	0.0	**0.2**
	Single	0.3	1.8	5.5	1.4	0.2	**9.2**

B5.29:   Comparing opinion on cost of Gho/Kira woven on 3 looms by educational background

Loom	Educational Background (%)	Very Cheap	Cheap	Reasonable	Expensive	Very Expensive	Total
Back-strap	No Formal Education	0.1	0.2	11.1	14.7	16.7	**42.8**
	Primary Education	0.0	0.1	2.5	4.8	3.9	**11.3**
	Secondary Education	0.1	0.2	3.4	7.9	6.3	**17.8**
	H. Secondary Education	0.0	0.3	2.2	6.3	4.1	**12.8**
	College	0.1	0.2	0.9	2.4	1.6	**5.1**
	University Degree	0.0	0.2	1.4	3.1	2.1	**6.8**
	Postgraduate	0.0	0.0	0.5	1.2	0.5	**2.2**
	Vocational Diploma	0.0	0.0	0.4	0.7	0.3	**1.3**
Meche	No Formal Education	0.1	2.1	17.4	17.1	6.2	**42.8**
	Primary Education	0.0	0.7	4.8	4.2	1.6	**11.3**
	Secondary Education	0.2	1.7	6.5	6.5	3.0	**17.8**
	H. Secondary Education	0.1	0.9	4.6	5.2	2.1	**12.8**
	College	0.2	0.4	1.8	2.1	0.7	**5.1**
	University Degree	0.0	0.5	2.7	2.3	1.3	**6.8**
	Postgraduate	0.0	0.1	0.8	1.0	0.3	**2.2**
	Vocational Diploma	0.0	0.1	0.5	0.5	0.3	**1.3**
Machine	No Formal Education	0.2	6.7	28.1	7.5	0.3	**42.8**
	Primary Education	0.1	2.3	7.4	1.5	0.1	**11.3**
	Secondary Education	0.2	4.0	11.3	2.1	0.2	**17.8**
	H. Secondary Education	0.3	2.7	8.1	1.6	0.2	**12.8**
	College	0.2	1.3	2.8	0.7	0.1	**5.1**
	University Degree	0.2	1.3	4.4	0.8	0.1	**6.8**
	Postgraduate	0.0	0.6	1.4	0.2	0.0	**2.2**
	Vocational Diploma	0.0	0.3	0.9	0.2	0.0	**1.3**

B5.30: Comparing opinion on cost of Gho/Kira woven on 3 looms by occupation

Loom	Occupation (%)	Very Cheap	Cheap	Reasonable	Expensive	Very Expensive	Total
Back-strap	Business	0.1	0.3	4.7	8.9	7.9	**21.8**
	Civil Servant	0.0	0.2	2.5	5.9	3.8	**12.3**
	Corporate office	0.0	0.0	0.7	2.2	1.5	**4.3**
	Farmer	0.1	0.1	6.7	9.4	10.2	**26.5**
	Housewife/ Husband	0.0	0.1	4.3	6.6	6.2	**17.2**
	Monk/Nun	0.0	0.0	0.1	0.0	0.1	**0.2**
	Private organization	0.0	0.3	1.7	3.9	2.5	**8.4**
	Self-employed	0.0	0.0	0.7	2.0	1.3	**4.0**
	Student	0.0	0.0	0.2	0.3	0.3	**0.9**
	Unemployed	0.0	0.0	0.9	1.9	1.7	**5.0**
Meche	Business	0.2	1.2	8.2	8.7	3.5	**21.8**
	Civil Servant	0.1	0.8	4.7	4.6	2.1	**12.3**
	Corporate office	0.0	0.1	1.5	1.8	1.0	**4.3**
	Farmer	0.1	1.3	10.6	11.1	3.5	**26.5**
	Housewife/ Husband	0.0	1.3	7.0	6.2	2.6	**17.2**
	Monk/Nun	0.0	0.0	0.1	0.1	0.1	**0.2**
	Private organization	0.1	0.8	3.4	3.0	1.2	**8.4**
	Self-employed	0.1	0.4	1.5	1.5	0.6	**4.0**
	Student	0.0	0.2	0.3	0.2	0.2	**1.0**
	Unemployed	0.0	0.3	1.9	1.6	0.8	**5.0**
Machine	Business	0.3	4.5	14.2	2.7	0.3	**21.8**
	Civil Servant	0.2	2.6	8.0	1.3	0.2	**12.3**
	Corporate office	0.1	1.0	2.6	0.7	0.0	**4.3**
	Farmer	0.1	3.8	17.6	4.9	0.2	**26.5**
	Housewife/ Husband	0.1	3.4	11.2	2.4	0.2	**17.2**
	Monk/Nun	0.0	0.1	0.0	0.1	0.0	**0.2**
	Private organization	0.2	1.8	5.2	1.1	0.1	**8.4**
	Self-employed	0.1	1.0	2.4	0.5	0.1	**4.0**
	Student	0.1	0.2	0.5	0.1	0.0	**1**
	Unemployed	0.1	0.9	2.7	0.8	0.1	**5**

B5.31:   Comparing opinion on cost of Gho/Kira woven on 3 looms by employment status

Loom	Employment Status (%)	Very Cheap	Cheap	Reasonable	Expensive	Very Expensive	Total
Back-strap	Employee (casual paid)	0.1	0.0	0.6	1.0	0.8	**2.4**
	Employee (regular paid)	0.1	0.1	3.8	13.0	5.8	**22.8**
	Employer	0.0	0.0	0.1	0.2	0.1	**0.4**
	Housewife/ Husband	0.0	0.0	0.0	0.0	0.0	**0.1**
	Self-employed	0.2	0.6	7.3	14.3	12.7	**35.1**
	Trainee	0.0	0.0	0.0	0.0	0.0	**0.0**
	Unemployed	0.0	0.0	1.0	0.9	1.1	**2.9**
	Unpaid family worker	0.0	0.4	9.3	11.4	14.5	**35.5**
	Others	0.0	0.0	0.2	0.2	0.5	**0.9**
Meche	Employee (casual paid)	0.1	0.3	0.8	0.7	0.6	**2.4**
	Employee (regular paid)	0.1	0.6	8.5	10.4	3.2	**22.8**
	Employer	0.0	0.0	0.1	0.2	0.1	**0.4**
	Housewife/ Husband	0.0	0.0	0.0	0.1	0.0	**0.1**
	Self-employed	0.3	2.0	13.7	13.3	5.9	**35.1**
	Trainee	0.0	0.0	0.0	0.0	0.0	**0.0**
	Unemployed	0.0	0.1	1.0	1.4	0.4	**2.9**
	Unpaid family worker	0.1	3.2	14.8	12.4	5.1	**35.5**
	Others	0.0	0.0	0.2	0.5	0.2	**0.9**
Machine	Employee (casual paid)	0.1	0.5	1.1	0.6	0.1	**2.4**
	Employee (regular paid)	0.2	5.7	13.8	2.9	0.2	**22.8**
	Employer	0.0	0.1	0.2	0.2	0.0	**0.4**
	Housewife/ Husband	0.0	0.0	0.0	0.0	0.0	**0.1**
	Self-employed	0.8	7.4	20.6	5.6	0.7	**35.1**
	Trainee	0.0	0.0	0.0	0.0	0.0	**0.0**
	Unemployed	0.0	0.2	2.2	0.5	0.0	**2.9**
	Unpaid family worker	0.1	5.2	25.6	4.6	0.0	**35.5**
	Others	0.0	0.1	0.8	0.1	0.0	**0.9**

B5.32: Comparing opinion on cost of Gho/Kira woven on 3 looms by region

Loom	Region (%)	Very Cheap	Cheap	Reasonable	Expensive	Very Expensive	Total
Back-strap	**Central**	0.1	0.3	2.9	4.6	9.0	**16.8**
	Eastern	0.2	0.6	10.2	5.3	5.4	**21.7**
	Western	0.0	0.1	5.4	23.3	16.9	**45.6**
	Thimphu	0.0	0.1	3.9	7.8	4.3	**16.0**
Meche	**Central**	0.2	3.2	4.9	4.5	4.1	**16.8**
	Eastern	0.3	0.7	9.9	7.3	3.6	**21.7**
	Western	0.0	1.0	16.9	21.9	5.8	**45.6**
	Thimphu	0.1	1.4	7.5	5.1	2.0	**16.0**
Machine	**Central**	0.3	1.7	9.7	5.0	0.2	**16.8**
	Eastern	0.5	3.7	16.1	1.0	0.4	**21.7**
	Western	0.2	9.9	28.1	7.1	0.2	**45.6**
	Thimphu	0.2	3.8	10.4	1.5	0.1	**16.0**

Appendix B6: Future purchase of Gho/Kira woven on three looms

B6.1:   Future purchase of Kira/Gho woven on a back-strap loom

Future Purchase	Percent	Frequency
Very Likely	16.2	649
Most Unlikely	27.8	1,111
Likely	56.0	2,240
Total	**100.0**	**4,000**

B6.2: Future purchase Kira/Gho woven on Meche loom

Future Purchase	Percent	Frequency
Very Likely	6.2	247
Most Unlikely	30.6	1,225
Likely	63.2	2,528
Total	**100.0**	**4,000**

B6.3: Future purchase of machine woven Kira/Gho

Future Purchase	Percent	Frequency
Most Unlikely	16.1	644
Very Likely	19.6	784
Likely	64.3	2,572
Total	**100.0**	**4,000**

B6.4: Future purchase of Gho/Kira woven on back-strap loom by gender

Gender	Frequency/Percent	Most Unlikely	Likely	Very Likely	Total
Male	Frequency	372	676	207	1,255
	Percent	9.3	16.9	5.2	31.4
Female	Frequency	739	1,564	442	2,745
	Percent	18.5	39.1	11.1	68.6
Total	Frequency	1,111	2,240	649	4,000
	Percent	27.8	56.0	16.2	100.0

B6.5: Future purchase of Gho/Kira woven on Meche loom by gender

Gender	Frequency /Percent	Most Unlikely	Likely	Very Likely	Total
Male	Frequency	398	800	57	1,255
	Percent	10.0	20.0	1.4	31.4
Female	Frequency	827	1,728	190	2,745
	Percent	20.7	43.2	4.8	68.6
Total	Frequency	1,225	2,528	247	4,000
	Percent	30.6	63.2	6.2	100.0

B6.6: Future purchase of machine woven Gho/Kira by gender

Gender	Frequency /Percent	Most Unlikely	Likely	Very Likely	Total
Male	Frequency	242	793	220	1,255
	Percent	6.1	19.8	5.5	31.4
Female	Frequency	402	1,779	564	2,745
	Percent	10.1	44.5	14.1	68.6
Total	Frequency	644	2,572	784	4,000
	Percent	16.1	64.3	19.6	100.0

B6.7: Future purchase of Gho/Kira woven on back-strap loom by age

Age Range	Frequency/Percent	Most Unlikely	Likely	Very Likely	Total
25-35 Years	Frequency	305	1,041	379	1,725
	Percent	7.6	26.0	9.5	43.1
36-45 Years	Frequency	282	664	108	1,054
	Percent	7.1	16.6	2.7	26.4
46-55 Years	Frequency	233	321	57	611
	Percent	5.8	8.0	1.4	15.3
56 Years and Above	Frequency	291	214	105	610
	Percent	7.3	5.4	2.6	15.3
Total	Frequency	1,111	2,240	649	4,000
	Percent	27.8	56.0	16.2	100.0

B6.8: Future purchase of Gho/Kira woven on Meche loom by age

Age Range	Frequency /Percent	Most Unlikely	Likely	Very Likely	Total
25-35 Years	Frequency	388	1,185	152	**1.725**
	Percent	9.7	29.6	3.8	**43.1**
36-45 Years	Frequency	420	597	37	**1,054**
	Percent	10.5	14.9	0.9	**26.4**
46-55 Years	Frequency	212	382	17	**611**
	Percent	5.3	9.6	0.4	**15.3**
56 Years and Above	Frequency	205	364	41	**610**
	Percent	5.1	9.1	1.0	**15.3**
Total	Frequency	**1.225**	**25,28**	**247**	**4,000**
	Percent	**30.6**	**63.2**	**6.2**	**100.0**

B6.9: Future purchase of machine woven Gho/Kira by age

Age Range	Frequency /Percent	Most Unlikely	Likely	Very Likely	Total
25-35 Years	Frequency	227	1,085	413	**1,725**
	Percent	5.7	27.1	10.3	**43.1**
36-45 Years	Frequency	167	695	192	**1,054**
	Percent	4.2	17.4	4.8	**26.4**
46-55 Years	Frequency	131	405	75	**611**
	Percent	3.3	10.1	1.9	**15.3**
56 Years and Above	Frequency	119	387	104	**610**
	Percent	3.0	9.7	2.6	**15.3**
Total	Frequency	**644**	**2,572**	**784**	**4,000**
	Percent	**16.1**	**64.3**	**19.6**	**100.0**

B6.10: Future purchase of Gho/Kira woven on back-strap loom by marital status

Marital Status	Frequency /Percent	Most Unlikely	Likely	Very Likely	Total
Divorced/ Widowed	Frequency	49	68	23	**140**
	Percent	1.2	1.7	0.6	**3.5**
Married with kids (all >18 years old)	Frequency	445	512	132	**1,089**
	Percent	11.1	12.8	3.3	**27.2**
Married with kids (at least with 1 kid <18 years old)	Frequency	466	1,222	338	**2,026**
	Percent	11.7	30.6	8.5	**50.7**
Married without kids	Frequency	81	222	64	**367**
	Percent	2.0	5.6	1.6	**9.2**
Prefer Not to Say	Frequency	0	8	1	**9**
	Percent	0.0	0.2	0.0	**0.2**
Single	Frequency	70	208	91	**369**
	Percent	1.8	5.2	2.3	**9.2**
Total	Frequency	**1,111**	**2,240**	**649**	**4,000**
	Percent	**27.8**	**56.0**	**16.2**	**100.0**

B6.11: Future purchase of Gho/Kira woven on Meche loom by marital status

Marital Status	Frequency/Percent	Most Unlikely	Likely	Very Likely	Total
Divorced/ Widowed	Frequency	52	83	5	140
	Percent	1.3	2.1	0.1	3.5
Married with kids (all >18 years old)	Frequency	399	634	56	1,089
	Percent	10.0	15.9	1.4	27.2
Married with kids (at least with 1 kid <18 years old)	Frequency	598	1,307	121	2,026
	Percent	15.0	32.7	3.0	50.7
Married without kids	Frequency	89	255	23	367
	Percent	2.2	6.4	0.6	9.2
Prefer Not to Say	Frequency	2	7	0	9
	Percent	0.1	0.2	0.0	0.2
Single	Frequency	85	242	42	369
	Percent	2.1	6.1	1.1	9.2
Total	Frequency	1,225	2,528	247	4,000
	Percent	30.6	63.2	6.2	100.0

B6.12: Future purchase of machine woven Gho/Kira by marital status

Marital Status	Frequency /Percent	Most Unlikely	Likely	Very Likely	Total
Divorced/ Widowed	Frequency	19	93	28	140
	Percent	0.5	2.3	0.7	3.5
Married with kids (all >18 years old)	Frequency	213	705	171	1,089
	Percent	5.3	17.6	4.3	27.2
Married with kids (at least with 1 kid <18 years old)	Frequency	307	1,309	410	2,026
	Percent	7.7	32.7	10.3	50.7
Married without kids	Frequency	52	232	83	367
	Percent	1.3	5.8	2.1	9.2
Prefer Not to Say	Frequency	0	7	2	9
	Percent	0.0	0.2	0.1	0.2
Single	Frequency	53	226	90	369
	Percent	1.3	5.7	2.3	9.2
Total	Frequency	644	2,572	784	4,000
	Percent	16.1	64.3	19.6	100.0

B6.13: Future purchase of Gho/Kira woven on back-strap loom by educational level

Educational Level	Frequency /Percent	Most Unlikely	Likely	Very Likely	Total
No Formal Education	Frequency	597	889	226	1,712
	Percent	14.9	22.2	5.7	42.8
Primary Level (PP-VI)	Frequency	132	245	73	450
	Percent	3.3	6.1	1.8	11.3
College	Frequency	43	109	51	203
	Percent	1.1	2.7	1.3	5.1
Secondary Level (VII-X)	Frequency	144	440	128	712
	Percent	3.6	11.0	3.2	17.8
Higher Secondary Level (XI-XII)	Frequency	101	323	89	513
	Percent	2.5	8.1	2.2	12.8
Vocational Diploma	Frequency	13	32	8	53
	Percent	0.3	0.8	0.2	1.3
University Degree	Frequency	62	151	58	271
	Percent	1.6	3.8	1.5	6.8
Postgraduate (Master's, Ph.D)	Frequency	19	51	16	86
	Percent	0.5	1.3	0.4	2.2
Total	Frequency	1,111	2,240	649	4,000
	Percent	27.8	56.0	16.2	100.0

B6.14: Future purchase of Gho/Kira woven on Meche loom by educational level

Educational Level	Frequency /Percent	Most Unlikely	Likely	Very Likely	Total
No Formal Education	Frequency	561	1,067	84	1,712
	Percent	14.0	26.7	2.1	42.8
Primary Level (PP-VI)	Frequency	159	265	26	450
	Percent	4.0	6.6	0.7	11.3
College	Frequency	198	468	46	712
	Percent	5.0	11.7	1.2	17.8
Secondary Level (VII-X)	Frequency	126	345	42	513
	Percent	3.2	8.6	1.1	12.8
Higher Secondary Level (XI-XII)	Frequency	52	130	21	203
	Percent	1.3	3.3	0.5	5.1
Vocational Diploma	Frequency	21	30	2	53
	Percent	0.5	0.8	0.1	1.3
University Degree	Frequency	82	165	24	271
	Percent	2.1	4.1	0.6	6.8
Postgraduate (Master's, Ph.D)	Frequency	26	58	2	86
	Percent	0.7	1.5	0.1	2.2
Total	Frequency	1,225	2,528	247	4,000
	Percent	30.6	63.2	6.2	100.0

B6.15: Future purchase of machine woven Gho/Kira by educational level

Educational Level	Frequency /Percent	Most Unlikely	Likely	Very Likely	Total
No Formal Education	Frequency	301	1,115	296	1,712
	Percent	7.5	27.9	7.4	42.8
Primary Level (PP-VI)	Frequency	80	286	84	450
	Percent	2.0	7.2	2.1	11.3
College	Frequency	101	453	158	712
	Percent	2.5	11.3	4.0	17.8
Secondary Level (VII-X)	Frequency	66	340	107	513
	Percent	1.7	8.5	2.7	12.8
Higher Secondary Level (XI-XII)	Frequency	10	34	9	53
	Percent	0.3	0.9	0.2	1.3
Vocational Diploma	Frequency	39	128	36	203
	Percent	1.0	3.2	0.9	5.1
University Degree	Frequency	36	161	74	271
	Percent	0.9	4.0	1.9	6.8
Postgraduate (Master's, Ph.D)	Frequency	11	55	20	86
	Percent	0.3	1.4	0.5	2.2
Total	Frequency	644	2,572	784	4,000
	Percent	16.1	64.3	19.6	100.0

B6.16: Future purchase of Gho/Kira woven on back-strap loom by occupation

Occupation	Frequency /Percent	Most Unlikely	Likely	Very Likely	Total
Business	Frequency	253	497	123	**873**
	Percent	6.3	12.4	3.1	**21.8**
Civil Servant	Frequency	96	305	91	**492**
	Percent	2.4	7.6	2.3	**12.3**
Corporate office	Frequency	38	105	30	**173**
	Percent	1.0	2.6	0.8	**4.3**
Farmer	Frequency	368	531	159	**1,058**
	Percent	9.2	13.3	4.0	**26.5**
Housewife/ House Husband	Frequency	171	418	97	**686**
	Percent	4.3	10.5	2.4	**17.2**
Monk/Nun	Frequency	2	4	2	**8**
	Percent	0.1	0.1	0.1	**0.2**
Private organization	Frequency	72	191	71	**334**
	Percent	1.8	4.8	1.8	**8.4**
Self-employed	Frequency	41	86	33	**160**
	Percent	1.0	2.2	0.8	**4.0**
Student	Frequency	7	15	13	**35**
	Percent	0.2	0.4	0.3	**0.9**
Unemployed	Frequency	63	88	30	**181**
	Percent	1.6	2.2	0.8	**4.5**
Total	**Frequency**	**1,111**	**2,240**	**649**	**4,000**
	Percent	**27.8**	**56.0**	**16.2**	**100.0**

B6.17: Future purchase of Gho/Kira woven on Meche loom by occupation

Occupation	Frequency /Percent	Most Unlikely	Likely	Very Likely	Total
Business	Frequency	284	532	57	873
	Percent	7.1	13.3	1.4	21.8
Civil Servant	Frequency	146	310	36	492
	Percent	3.7	7.8	0.9	12.3
Corporate office	Frequency	39	122	12	173
	Percent	1.0	3.1	0.3	4.3
Farmer	Frequency	339	669	50	1,058
	Percent	8.5	16.7	1.3	26.5
Housewife/ House Husband	Frequency	203	442	41	686
	Percent	5.1	11.1	1.0	17.2
Monk/Nun	Frequency	0	7	1	8
	Percent	0.0	0.2	0.0	0.2
Private organization	Frequency	97	216	21	334
	Percent	2.4	5.4	0.5	8.4
Self-employed	Frequency	49	102	9	160
	Percent	1.2	2.6	0.2	4.0
Student	Frequency	12	19	4	35.0
	Percent	0.3	0.5	0.1	0.9
Unemployed	Frequency	56	109	16	181
	Percent	1.4	2.7	0.4	4.5
Total	Frequency	1,225	2,528	247	4,000
	Percent	30.6	63.2	6.2	100.0

B6.18: Future purchase of machine woven Gho/Kira by occupation

Occupation	Frequency /Percent	Most Unlikely	Likely	Very Likely	Total
Business	Frequency	159	529	185	873
	Percent	4.0	13.2	4.6	21.8
Civil Servant	Frequency	76	310	106	492
	Percent	1.9	7.8	2.7	12.3
Corporate office	Frequency	22	114	37	173
	Percent	0.6	2.9	0.9	4.3
Farmer	Frequency	166	703	189	1,058
	Percent	4.2	17.6	4.7	26.5
Housewife/ House Husband	Frequency	101	458	127	686
	Percent	2.5	11.5	3.2	17.2
Monk/Nun	Frequency	1	6	1	8
	Percent	0.0	0.2	0.0	0.2
Private organization	Frequency	55	217	62	334
	Percent	1.4	5.4	1.6	8.4
Self-employed	Frequency	22	105	33	160
	Percent	0.6	2.6	0.8	4.0
Student	Frequency	5	21	9	35.0
	Percent	0.1	0.5	0.2	0.9
Unemployed	Frequency	37	109	35	181
	Percent	0.9	2.7	0.9	4.5
Total	Frequency	644	2,572	784	4,000
	Percent	16.1	64.3	19.6	100.0

B6.19: Future purchase of Gho/Kira woven on back-strap loom by employment status

Employment Status	Frequency /Percent	Most Unlikely	Likely	Very Likely	Total
Employee (casual paid)	Frequency	19	53	23	95
	Percent	0.5	1.3	0.6	2.4
Employee (regular paid)	Frequency	243	523	145	911
	Percent	6.1	13.1	3.6	22.8
Employer	Frequency	8	6	2	16
	Percent	0.2	0.2	0.1	0.4
Housewife/ House Husband	Frequency	1	1	0	2
	Percent	0.0	0.0	0.0	0.1
Self-employed	Frequency	371	762	271	1,404
	Percent	9.3	19.1	6.8	35.1
Trainee	Frequency	1	0	0	1
	Percent	0.0	0.0	0.0	0.0
Unemployed	Frequency	46	60	8	114
	Percent	1.2	1.5	0.2	2.9
Unpaid family worker	Frequency	411	812	198	1,421
	Percent	10.3	20.3	5.0	35.5
Others	Frequency	11	23	2	36
	Percent	0.3	0.6	0.1	0.9
Total	Frequency	1,111	2,240	649	4,000
	Percent	27.8	56.0	16.2	100.0

B6.20: Future purchase of Gho/Kira woven on Meche loom by employment status

Employment Status	Frequency /Percent	Most Unlikely	Likely	Very Likely	Total
Employee (casual paid)	Frequency	28	61	6	95
	Percent	0.7	1.5	0.2	2.4
Employee (regular paid)	Frequency	271	601	39	911
	Percent	6.8	15.0	1.0	22.8
Employer	Frequency	6	9	1	16
	Percent	0.2	0.2	0.0	0.4
Housewife/ House Husband	Frequency	1	1	0	2
	Percent	0.0	0.0	0.0	0.1
Self-employed	Frequency	391	890	123	1,404
	Percent	9.8	22.3	3.1	35.1
Trainee	Frequency	1	0	0	1
	Percent	0.0	0.0	0.0	0.0
Unemployed	Frequency	29	84	1	114
	Percent	0.7	2.1	0.0	2.9
Unpaid family worker	Frequency	492	852	77	1,421
	Percent	12.3	21.3	1.9	35.5
Others	Frequency	6	30	0	36
	Percent	0.2	0.8	0.0	0.9
Total	Frequency	1,225	25,28	247	4,000
	Percent	30.6	63.2	6.2	100

B6.21: Future purchase of machine woven Gho/Kira by employment status

Employment Status	Frequency /Percent	Most Unlikely	Likely	Very Likely	Total
Employee (casual paid)	Frequency	16	54	25	95
	Percent	0.4	1.4	0.6	2.4
Employee (regular paid)	Frequency	176	587	148	911
	Percent	4.4	14.7	3.7	22.8
Employer	Frequency	4	9	3	16
	Percent	0.1	0.2	0.1	0.4
Housewife/ House Husband	Frequency	0	2	0	2
	Percent	0.0	0.1	0.0	0.1
Self-employed	Frequency	209	886	309	1,404
	Percent	5.2	22.2	7.7	35.1
Trainee	Frequency	1	0	0	1
	Percent	0.0	0.0	0.0	0.0
Unemployed	Frequency	18	79	17	114
	Percent	0.5	2.0	0.4	2.9
Unpaid family worker	Frequency	215	938	268	1,421
	Percent	5.4	23.5	6.7	35.5
Others	Frequency	5	17	14	36
	Percent	0.1	0.4	0.4	0.9
Total	Frequency	644	2,572	784	4,000
	Percent	16.1	64.3	19.6	100.0

B6.22: Future purchase of Gho/Kira woven on back-strap loom by region

Region	Frequency /Percent	Most Unlikely	Likely	Very Likely	Total
Central Region	Frequency	222	395	54	671
	Percent	5.6	9.9	1.4	16.8
Western Region	Frequency	556	957	310	1,823
	Percent	13.9	23.9	7.8	45.6
Eastern Region	Frequency	202	518	146	866
	Percent	5.1	13.0	3.7	21.7
Thimphu City	Frequency	131	370	139	640
	Percent	3.3	9.3	3.5	16.0
Total	Frequency	1,111	2,240	649	4,000
	Percent	27.8	56.0	16.2	100.0

B6.23: Future purchase of Gho/Kira woven on Meche loom by region

Region	Frequency /Percent	Most Unlikely	Likely	Very Likely	Total
Central Region	Frequency	272	357	42	671
	Percent	6.8	8.9	1.1	16.8
Western Region	Frequency	468	1,275	80	1,823
	Percent	11.7	31.9	2.0	45.6
Eastern Region	Frequency	244	527	95	866
	Percent	6.1	13.2	2.4	21.7
Thimphu City	Frequency	241	369	30	640
	Percent	6.0	9.2	0.8	16.0
Total	Frequency	1,225	2,528	247	4,000
	Percent	30.6	63.2	6.2	100.0

B6.24: Future purchase of machine woven Gho/Kira by region

Regions	Frequency /Percent	Most Unlikely	Likely	Very Likely	Total
Central Region	Frequency	123	396	152	671
	Percent	3.1	9.9	3.8	16.8
Western Region	Frequency	292	1,288	243	1,823
	Percent	7.3	32.2	6.1	45.6
Eastern Region	Frequency	130	545	191	866
	Percent	3.3	13.6	4.8	21.7
Thimphu City	Frequency	99	343	198	640
	Percent	2.5	8.6	5.0	16.0
Total	Frequency	644	2,572	784	4,000
	Percent	16.1	64.3	19.6	100.0

B6.25: Comparing future purchase of Gho/Kira woven on 3 looms

Quantity Purchased	Back-strap loom (%)	*Meche* loom (%)	Machine (%)
Very Likely	16.2	6.2	19.6
Most Unlikely	27.8	30.6	16.1
Likely	56.0	63.2	64.3
Total	100.0	100.0	100.0

B6.26: Comparing future purchase of Gho/Kira woven on 3 looms by gender

Loom	Gender (%)	Most Unlikely	Likely	Very Likely	Total
Back-strap	**Female**	18.5	39.1	11.1	**68.6**
	Male	9.3	16.9	5.2	**31.4**
Meche	**Female**	20.7	43.2	4.8	**68.6**
	Male	10.0	20.0	1.4	**31.4**
Machine	**Female**	10.1	44.5	14.1	**68.6**
	Male	6.1	19.8	5.5	**31.4**

B6.27: Comparing future purchase of Gho/Kira woven on 3 looms by age

Loom	Age Range (%)	Most Unlikely	Likely	Very Likely	Total
Back-strap	**25-35 yrs.**	7.6	26.0	9.5	**43.1**
	36-45 yrs.	7.1	16.6	2.7	**26.4**
	46-55 yrs.	5.8	8.0	1.4	**15.3**
	55 yrs. & >	7.3	5.4	2.6	**15.3**
Meche	**25-35 yrs.**	9.7	29.6	3.8	**43.1**
	36-45 yrs.	10.5	14.9	0.9	**26.4**
	46-55 yrs.	5.3	9.6	0.4	**15.3**
	55 yrs. & >	5.1	9.1	1.0	**15.3**
Machine	**25-35 yrs.**	5.7	27.1	10.3	**43.1**
	36-45 yrs.	4.2	17.4	4.8	**26.4**
	46-55 yrs.	3.3	10.1	1.9	**15.3**
	55 yrs. & >	3.0	9.7	2.6	**15.3**

B6.28: Comparing future purchase of Gho/Kira woven on 3 looms by marital status

Loom	Marital Status (%)	Most Unlikely	Likely	Very Likely	Total
Back-strap	**Divorced/ Widowed**	1.2	1.7	0.6	**3.5**
	Married (all children >18 yrs)	11.1	12.8	3.3	**27.2**
	Married (at least 1 child <18 yrs)	11.7	30.6	8.5	**50.7**
	Married (No children)	2.0	5.6	1.6	**9.2**
	Prefer Not to Say	0.0	0.2	0.0	**0.2**
	Single	1.8	5.2	2.3	**9.2**
Meche	**Divorced/ Widowed**	1.3	2.1	0.1	**3.5**
	Married (all children >18 yrs)	10.0	15.9	1.4	**27.2**
	Married (at least 1 child <18 yrs)	15.0	32.7	3.0	**50.7**
	Married (No children)	2.2	6.4	0.6	**9.2**
	Prefer Not to Say	0.1	0.2	0.0	**0.2**
	Single	2.1	6.1	1.1	**9.2**
Machine	**Divorced/ Widowed**	0.5	2.3	0.7	**3.5**
	Married (all children >18 yrs)	5.3	17.6	4.3	**27.2**
	Married (at least 1 child <18 yrs)	7.7	32.7	10.3	**50.7**
	Married (No children)	1.3	5.8	2.1	**9.2**
	Prefer Not to Say	0.0	0.2	0.1	**0.2**
	Single	1.3	5.7	2.3	**9.2**

B6.29: Comparing future purchase of Gho/Kira woven on 3 looms by educational background

Loom	Educational Background (%)	Most Unlikely	Likely	Very Likely	Total
Back-strap	**No Formal Education**	14.9	22.2	5.7	**42.8**
	Primary Education	3.3	6.1	1.8	**11.3**
	Secondary Education	3.6	11.0	3.2	**17.8**
	H. Secondary Education	2.5	8.1	2.2	**12.8**
	College	1.1	2.7	1.3	**5.1**
	University Degree	1.6	3.8	1.5	**6.8**
	Postgraduate	0.5	1.3	0.4	**2.2**
	Vocational Diploma	0.3	0.8	0.2	**1.3**
Meche	**No Formal Education**	14.0	26.7	2.1	**42.8**
	Primary Education	4.0	6.6	0.7	**11.3**
	Secondary Education	3.2	8.6	1.1	**12.8**
	H. Secondary Education	1.3	3.3	0.5	**5.1**
	College	5.0	11.7	1.2	**17.8**
	University Degree	2.1	4.1	0.6	**6.8**
	Postgraduate	0.7	1.5	0.1	**2.2**
	Vocational Diploma	0.5	0.8	0.1	**1.3**
Machine	**No Formal Education**	7.5	27.9	7.4	**42.8**
	Primary Education	2.0	7.2	2.1	**11.3**
	Secondary Education	1.7	8.5	2.7	**12.8**
	H. Secondary Education	0.3	0.9	0.2	**1.3**
	College	2.5	11.3	4.0	**17.8**
	University Degree	0.9	4.0	1.9	**6.8**
	Postgraduate	0.3	1.4	0.5	**2.2**
	Vocational Diploma	1.0	3.2	0.9	**5.1**

B6.30: Comparing future purchase of Gho/Kira woven on 3 looms by occupation

Loom	Occupation (%)	Most Unlikely	Likely	Very Likely	Total
Back-strap	**Business**	6.3	12.4	3.1	**21.8**
	Civil Servant	2.4	7.6	2.3	**12.3**
	Corporate office	1.0	2.6	0.8	**4.3**
	Farmer	9.2	13.3	4.0	**26.5**
	Housewife/ Husband	4.3	10.5	2.4	**17.2**
	Monk/Nun	0.1	0.1	0.1	**0.2**
	Private organization	1.8	4.8	1.8	**8.4**
	Self-employed	1.0	2.2	0.8	**4.0**
	Student	0.2	0.4	0.3	**0.9**
	Unemployed	1.6	2.2	0.8	**4.5**
Meche	**Business**	7.1	13.3	1.4	**21.8**
	Civil Servant	3.7	7.8	0.9	**12.3**
	Corporate office	1.0	3.1	0.3	**4.3**
	Farmer	8.5	16.7	1.3	**26.5**
	Housewife/ Husband	5.1	11.1	1.0	**17.2**
	Monk/Nun	0.0	0.2	0.0	**0.2**
	Private organization	2.4	5.4	0.5	**8.4**
	Self-employed	1.2	2.6	0.2	**4.0**
	Student	0.3	0.5	0.1	**0.9**
	Unemployed	1.4	2.7	0.4	**4.5**
Machine	**Business**	4.0	13.2	4.6	**21.8**
	Civil Servant	1.9	7.8	2.7	**12.3**
	Corporate office	0.6	2.9	0.9	**4.3**
	Farmer	4.2	17.6	4.7	**26.5**
	Housewife/ Husband	2.5	11.5	3.2	**17.2**
	Monk/Nun	0.0	0.2	0.0	**0.2**
	Private organization	1.4	5.4	1.6	**8.4**
	Self-employed	0.6	2.6	0.8	**4.0**
	Student	0.1	0.5	0.2	**0.9**
	Unemployed	0.9	2.7	0.9	**4.5**

B6.31: Comparing future purchase of Gho/Kira woven on 3 looms by employment status

Loom	Employment Status (%)	Most Unlikely	Likely	Very Likely	Total
	Employee (casual paid)	0.5	1.3	0.6	2.4
	Employee (regular paid)	6.1	13.1	3.6	22.8
	Employer	0.2	0.2	0.1	0.4
	Housewife/ Husband	0.0	0.0	0.0	0.1
Back-strap	Self-employed	9.3	19.1	6.8	35.1
	Trainee	0.0	0.0	0.0	0.0
	Unemployed	1.2	1.5	0.2	2.9
	Unpaid family worker	10.3	20.3	5.0	35.5
	Others	0.3	0.6	0.1	0.9
	Employee (casual paid)	0.7	1.5	0.2	2.4
	Employee (regular paid)	6.8	15.0	1.0	22.8
	Employer	0.2	0.2	0.0	0.4
	Housewife/ Husband	0.0	0.0	0.0	0.1
Meche	Self-employed	9.8	22.3	3.1	35.1
	Trainee	0.0	0.0	0.0	0.0
	Unemployed	0.7	2.1	0.0	2.9
	Unpaid family worker	12.3	21.3	1.9	35.5
	Others	0.2	0.8	0.0	0.9
	Employee (casual paid)	0.4	1.4	0.6	2.4
	Employee (regular paid)	4.4	14.7	3.7	22.8
	Employer	0.1	0.2	0.1	0.4
	Housewife/ Husband	0.0	0.1	0.0	0.1
Machine	Self-employed	5.2	22.2	7.7	35.1
	Trainee	0.0	0.0	0.0	0.0
	Unemployed	0.5	2.0	0.4	2.9
	Unpaid family worker	5.4	23.5	6.7	35.5
	Others	0.1	0.4	0.4	0.9

B6.32: Comparing future purchase of Gho/Kira woven on 3 looms by region

Loom	Region (%)	Most Unlikely	Likely	Very Likely	Total
Back-strap	Central	5.6	9.9	1.4	**16.8**
	Eastern	5.1	13.0	3.7	**21.7**
	Western	13.9	23.9	7.8	**45.6**
	Thimphu	3.3	9.3	3.5	**16.0**
Meche	Central	6.8	8.9	1.1	**16.8**
	Eastern	6.1	13.2	2.4	**21.7**
	Western	11.7	31.9	2.0	**45.6**
	Thimphu	6.0	9.2	0.8	**16.0**
Machine	Central	3.1	9.9	3.8	**16.8**
	Eastern	3.3	13.6	4.8	**21.7**
	Western	7.3	32.2	6.1	**45.6**
	Thimphu	2.5	8.6	5.0	**16.0**