

Workplan for WP8 Attitudes, expectations and behaviours toward traditional food

VetAgro Sup Clermont

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WP8	AGRIDEA	SEDEV	SMMRI	GEM	LEI	ENITA-C	BEL	ZAG	RIHP	UL-SLO	UNEVI	PARMA	ECOZEPT	BiH	IPH MNE	
Activities				MG	MG	WP8 & MG					WP8 Assistants		MG			
8.1 Focus Group (with WP4)																
Focus group guide preparation				X	X	X				X	X	X	X			15-janv-09
Validation Focus groupe guide	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	Meeting February 2010
Carry out focus groups			X				X	X	X	X				X	X	February-March 2010
Protocol for comparative analysis				X		X				X	X	X				30 March 2010
Focus group results analysis						X	X	X	X	X	X	X		X	X	Meeting June 2010
8.2 Conjoint Analysis																
First proposition structure of conjoint analysis (how the focus group results will be used, recruitment...) (with WP4)				X	X	X				X	X	X	X			Meeting February 2010
Structure of conjoint analysis sample of population and survey protocol			X	X		XX				X	X	X				October 2010
Conjoint Analysis design and questionnaire preparation			X	X		XX				X	X	X				October 2010
Validation of protocol, design and questionnaires Conjoint Analysis	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	Meeting October 2010
Carry out Conjoint Analysis			X				X	X	X	X				X	X	October-December 2010
8.3 Analysis with a special focus on clusters																
Statistical analysis of results of conjoint analysis.			X			XX										31-January 2011
Interpretation of results of conjoint analysis.			X			X	X	X	X	X	X	X		X	X	28 February 2011
D8.1 Deliverable																
Report on consumers' attitudes, expectations and behaviours towards traditional food						XX	X	X	X	X	X	X		X	X	31-mars-11



Work done

- Focus group task : acheived
- Conjoint analysis :
 - ⇒ Training done during the meeting in Split (February 2010)
 - ⇒ Report on propositions about conjoint analysis design written and sent (July 2010)
 - ⇒ First draft questionnaire (July 2010)
 - ⇒ Some comments (3 partners) received in September 2010



Work to done

- Validation of methodology, design and questionnaire **during the meeting** in Belgrade
- Proposition of the new conjoint analysis design : **mi-November 2010**
- Translation of cards and questionnaire into local language : **end of November**
- Training of interviewers by Ipsos : **end of November**
- Carry out Conjoint analysis : **December 2010**
- Receipt of data base: **beginning of January 2011**
- Statistical analysis : **January-February 2011**
- Deliverable D8.1. : **March 2011**

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