

# Workplan for WP8

## Attitudes, expectations and behaviours toward traditional food



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**FOCUS**  
FOOD CONSUMER SCIENCE IN THE BALKANS



## Work done

- Focus group task : achieved
- Conjoint analysis :
  - ⇒ Training done (meeting in Split, February 2010)
  - ⇒ Choice of conjoint analysis design made (meeting in Belgrade, October 2010)
  - ⇒ Implementation protocol, finalized questionnaire & conjoint material sent (November 2010)
  - ⇒ Survey stage completed (Dec. 2010 – January 2011)
  - ⇒ Files merging, database cleaning, first analysis of data done (January 2011)

## Work to do

- Segmentation of consumers : **During February**
- Clusters characterisation (according to answers to the additional questionnaire): **End of February/Beginning of March**

*We may need your help for interpretation during this stage*

- First draft DL 8.1 **by end March**
- Final DL8.1 **by end April 2011**

