



# WP8 Conjoint analysis CROATIA

Belgrade, Serbia, 3<sup>rd</sup> February 2011



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# Description of the survey

- 200 respondents (100 urban, 100 rural)
- 10 interviewers (2 groups)
- Cards classification adjusted for 2 rural regions
- questionnaire pre-tested and translated into Croatian
- Implementation started in urban, than in rural regions



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# Description of the chosen places

## - Rural

villages in Zagorje and  
Dubrovnik region

## - Urban

Zagreb

- **Time:** Dec 15<sup>th</sup> – 31<sup>st</sup> 2010



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# Recruitment

- 10 students recruited
- 8 from Zagreb region; 2 from Dubrovnik
- Training for recruiters was organized at Faculty of Business and Economics in Zagreb
- participants were visited in their homes by interviewers
- Almost all of the participants agreed to participate in the survey
- No problems faced and no rejection rate



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# Sample

- Rural:

100 participants from the villages of Zagorje (62) and around Dubrovnik (38)

- Urban

100 participants from the town of Zagreb (95) i Varazdin (5)



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# Overall impression

- The survey was well organized and successful
- Participants were easily recruited
- Almost all questions were answered except *Household net Income in the last month (D9)*  
*Barriers to consumption (Q8)*
- data were filled in 2 days



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