



WP8 Conjoint analysis Macedonia

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Focus – Balkans MT8

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Description of the survey

- 200 respondents
- 100 urban
- 100 rural
- Cards classification
- Additional questionnaire
- Data entrance into Excel base



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Description of the chosen places

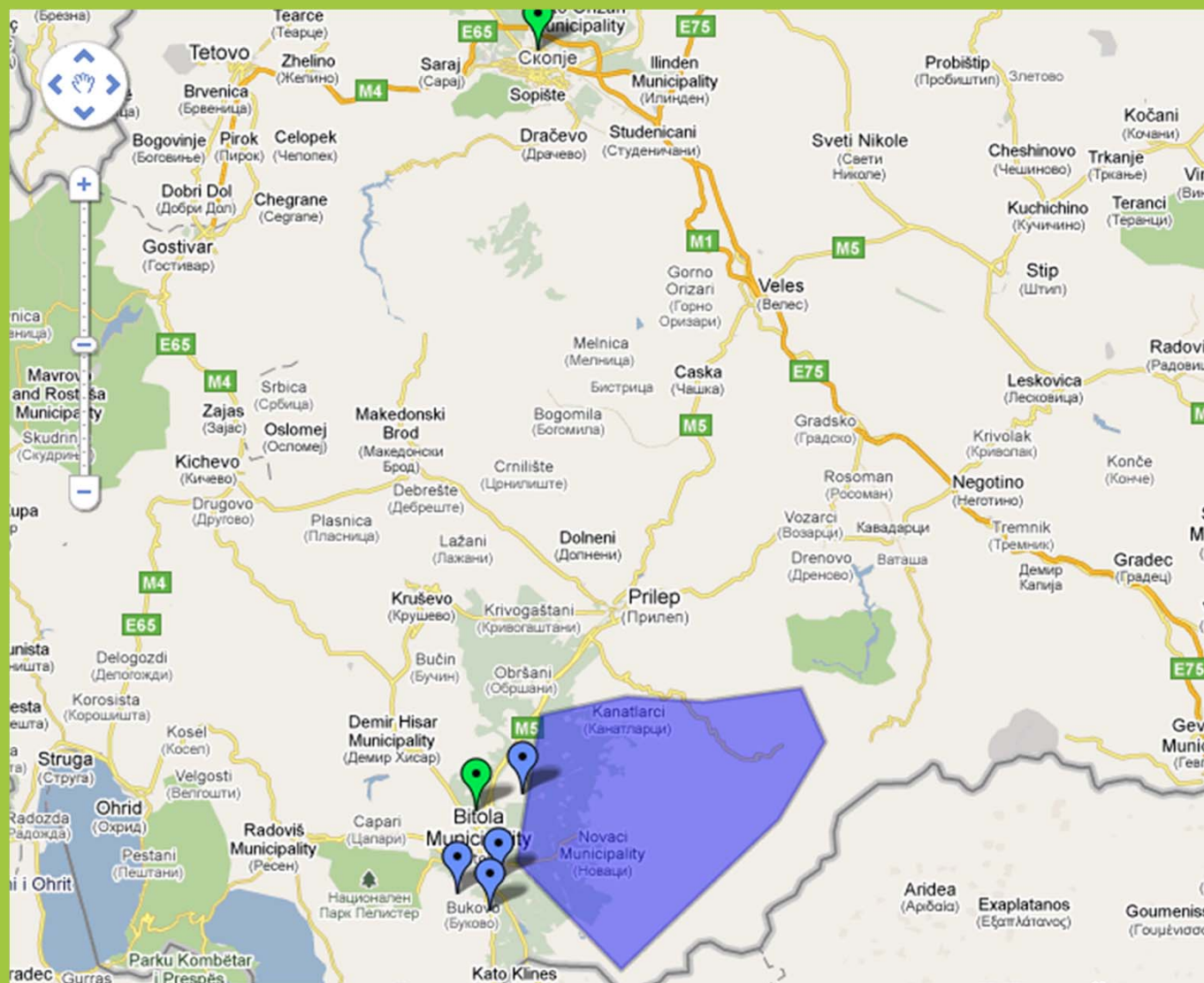
- Rural

4 villages near the region of Mariovo (famous for cheese production)

- Urban

Cities of Bitola and Skopje

- **Time:** Dec 10th – 31st 2010



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Recruitment

- Participants were contacted via the persons living in that region (students)
- 4 teams established
- After the acceptance to participate, participants were visited in their homes by the team of interviewers
- Vast majority of the participants, after the explanation that the interview will last short and it will be anonymous, agreed to participate in the survey
- No major problems faced and very low rejection rate



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Sample

- Rural:

100 participants from the villages of Bukovo (25), Bistrica (25), Kravari (25) and Mogila (25)

- Urban

100 participants from the town of Bitola (60) and the capital city of Skopje (40)*

*We were informed by the interviewers that the participants interviewed in Skopje were predominantly people who live in Skopje, temporary (students) or permanently (work there) but their origin is from Bitola, where the urban interviews were conducted.



Overall impression

- Well prepared and easy-to-use material for explanation and for the field work by WP leader
- Phone briefing by IPSOS done and made clear any possible confusion
- We trained and explained the process to the team of interviewers
- Participants were easily recruited. In it, huge role had the fact that the interviewers were local people and prepared the field for the survey
- Data base user-friendly and not any problems for the data to be filled in



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