

WP8: Review of the results for Montenegro

CONJOINT ANALYSIS



Belgrade, 3rd February, 2011

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Description of the two places chosen

PODGORICA (urban)	KOLASIN (rural)
Capital of Montenegro	Located in the northern part of Montenegro
A census in 2003 put the city's population at <u>136,473</u>	Population size - <u>2,989</u> (2003 census).
Podgorica Municipality covers 10.4% of Montenegro's territory and 27.3% of its population.	Kolašin is the centre of Kolašin Municipality (population 9,949) and unofficial centre of Morača region, named after Morača River.
- administrative centre of Montenegro and its economic, cultural and educational focus.	- one of the centers of Montenegro's mountain tourism - because of Kolašin's altitude (954 m), it is considered an air spa
	

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Description of the implementation

Town	PODGORICA & KOLAŠIN
Survey period	20.12.2010- 05.01.2011
Number of interviewers	6, trained at the IPH MNE
Regrutation	- Outside the shop, in the malls - Visiting at people's home
Reward for participants	Voucher of 5 euros for shopping



Presentation of the sample

Town	PODGORICA	KOLAŠIN
No. of participants	100	100
Gender	M 50% : F 50%	M 45% : F 55 %
Age (average)	33.5	41.2

Household net income in the last month

Town	PODGORICA	KOLAŠIN
No income	1	-
Below 250€	7	8
From 251 to 500€	44	51
From 501 to 1000€	37	24
Above 1001€	10	4
Refusal	1	12



Difficulties

- Delay in conducting survey, due to organizing reward for participants
- Problems with concentrating on and ranging cards, mainly among older participants (concentrating and ranging of cards took a lot of time for some participants).
- Part of the interview related to product with geographical origin associated some participants to some other labels, such as commercial labeling which implies additional explanations



Impressions

- ❖ Well prepared material
- ❖ Generally, participants were willing and motivated to take part in the survey, especially in Kolašin.
- ❖ No rejection rate
- ❖ initial part of the interview (ranging cards) was especially interesting for participants
- ❖ There were NOT significant problems in implementing the survey and filling in the excel data base.

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Thank you for your
attention



Kolašin - ski resort Bjelasica

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