



GfK SKOPJE FIELDWORK REPORT

**FOR CONDUCTION OF PUBLIC OPINION POLL
REMITTANCES
FOR
AMERICAN COLLEGE SKOPJE**

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ABOUT GfK SKOPJE

GfK Skopje, formerly known as STRATUM Research, operates as a local market research and polling agency since 2000. It was one of the first agencies in Macedonia that provided market research, information and analysis to the consumer products and services industries and conducted series of socio-economic researches. In 2007 it became a member of GfK Group, which is currently the No. 4 market research organization worldwide. Thus, GfK Skopje is in a unique position and is able to combine its comprehensive knowledge of local market and situation in the country with sophisticated and proven research techniques and tools.

GfK Skopje constantly pursues further development of its own research tools and initiates new approaches to research. Imagination, creativity and interdisciplinary thinking are the qualities of 17 full-time employees, experienced experts in psychology, sociology, economics, statistics and other fields, organized in operational teams. Also, the company has a network of around 250 well trained and experienced interviewers. This base guarantees that the research can be adapted to new and increasingly complex situations and specific Client requirements.

GfK Skopje has extensive experience in conducting different types of researches, both qualitative and quantitative, including socio-economic ones. The company has conducted series of socio-economic researches, mainly for foreign donor organizations but also for domestic ones.

THE GfK GROUP

The GfK Group is a leading global player among market research companies. In addition to 15 German subsidiaries, the company has over 120 subsidiaries and affiliates located in over 50 countries.

A highly qualified workforce of over 10,000 across all five continents stands for a unique and comprehensive spectrum of research tools. With a wealth of experience in the provision of top quality “branded products” in the fields of data collection and analysis, the company supplies day-to-day information services to a wide range of clients. Clients from diverse industries and social sphere rely on the use of the services, locally, nationally and internationally.

As a company with a long tradition, GfK is committed to continuing the successful efforts of past decades. Innovation and progress will continue to be the hallmarks of our work, and ensure that clients receive results which guarantee them successful marketing decisions.

No other market research company in Germany can look back on a success story such as that of GfK, founded in 1934. GfK has been setting standards on the market for decades; it established its reputation through the development of innovative technologies, thereby decisively influencing the shape of an entire sector of research - right up to the present day. There can be no doubt that this influential Nuremberg-based company leads the field in the areas of Consumer Tracking, HealthCare, Non-Food Tracking, Media and Ad Hoc Research. In market research, GfK has repeatedly been able to demonstrate its excellence through innovative studies and research programs. It is by no means by chance that GfK is today one of the leaders on the international market. The company has grown through its experience and success that based on knowledge.

FIELDWORK DESCRIPTION

The questionnaire was developed on behalf of representatives of American College and adapted by employees of GfK Skopje. Main modifications were regarding information for members of household. The questionnaire was translated into Macedonian and Albanian languages, because the way of choosing respondents (explained later) enables certain number of households interviewed to be of Albanian nationality.

GfK appointed separate team to work only on this project. The team consisted of Research Consultant, Project Manager, Fieldwork manager and accountant. Apart from the fully engaged team, GfK used its own network of part time interviewers, data production specialists and fieldwork coordinators.

Recruitment of interviewers started in the end of August and beginning of September 2012. GfK Skopje used its network of interviewers (around 300 throughout Macedonia) in order to prepare a list with interviewers from different parts of the country. In total, 68 interviewers from different regions in Macedonia were chosen for the project. The interviewers were grouped in 3 groups for attending the training. The first two groups were responsible for conduction of main sample (representative sample), while the third group was responsible for booster sample (only respondents that receive remittances).

The first training took place in GfK Skopje office on 10 of September. This training was considered as a pilot session where the training methodology and questionnaire were checked. No unclear questions or wording were detected. The training sessions consisted of explanation of each question and explanation of sampling procedure. Also, other issues of importance (attitude of the respondents) for conducting a successful survey were discussed. The training was conducted by the Project manager of GfK Skopje, specially appointed for this project. Also three coordinators participated in the training.

The remaining trainings were conducted on 11 and 12 of October in the premises of GfK Skopje. There were no candidates that withdrew from the training. The survey took place from beginning of October to mid November 2012. The interviewers had enough time for conduction of fieldwork and administering the sampling procedure.

At the same time, the interviewers got familiarized with the objective of this assignment. The training was also used to explain all the nuances of each question and potential points of misunderstanding so that they can be avoided during the interviews.

In their introductions to the respondents, the interviewers specifically included the following:

1. Introduction/identification of herself/himself as interviewer
2. Request to speak to the eligible respondent to be interviewed
3. Description of the survey's objective and how long it will take
4. Request permission to conduct the interview
5. Ask the respondents if they have any questions.

The approach used in conducting the survey was according to objectives of the study. The sample was divided in two subsamples: main sample and booster sample. Main sample consisted of 800 interviews and refers to national representative, while booster sample consisted of 200 interviews and these respondents were receivers of remittances. This division enables analysis on sufficient number of respondents which receive remittances. On the other hand, main sample will be used for exploration of rate of remittances and therefore representative sample was used.

The quality control was managed by the three field coordinators (each supervising the work of approximately one third of the interviewers). The interviewers conducted a smaller number of interviews in the first round and advised with the coordinators. The coordinators travelled throughout Macedonia and supervised the conduction of interview. Also, coordinators were responsible for return of certain number of questionnaires to GfK office.

After the return of questionnaires to GfK office a team of trained data entry specialists entered the data into template, especially designed for this project. This team was supervised and checked on a daily basis from data production supervisor. Also, double entry of 10 % of all questionnaires was conducted without knowledge of data entry team. This procedure checked the quality of data entry and the analysis showed that there were no mistakes.



Telephone check was conducted on 10 % randomly chosen interviews. The results of the check showed that there were no false interviews. At a minimum, quality control measures will include verification of the following:

- Fact that the interview took place.
- Proper application of the sampling plan in selecting respondents.
- The approximate duration of the interview.
- The proper administration of the various sections of the questionnaire.
- Interviewer's general adherence to professional standards.

Each questionnaire had a unique survey number that was written on each page of the questionnaire.

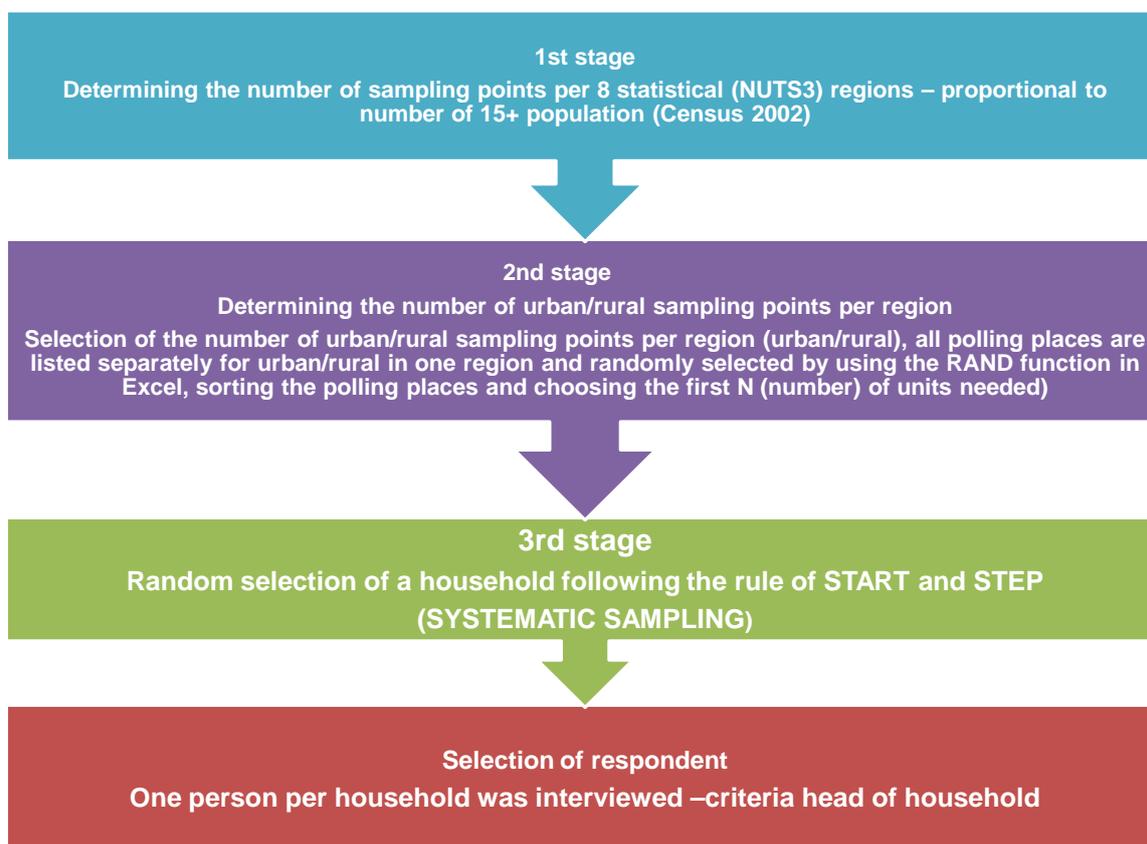
SAMPLING METHODOLOGY

The sample was divided in two samples: main sample and booster. The booster sample consisted of 200 interviews divided equally in each statistical region (8 regions according to State Statistical Office; 25 per region). The sampling methodology for main sample is described below.

The main reason for designing a sample for a quantitative research is to make general conclusions/statements about a larger, heterogeneous groups/population (in the case of this project, all households in Macedonia) by reaching only a smaller portion of it. The whole universe is often too large or unlimited so that is impossible to reach all of them. This is especially the case with public opinion polls. Sampling makes possible this kind of study because in sampling only a small portion of a bigger universe is involved in a study and can easily be reached -- the study is then more cost effective and efficient. Above all, sampling makes the research data more accurate since it is collected for a shorter period of time, thus reducing influences of external factors on the results.

For the purposes of this project, GfK Skopje designed a national representative sample by using a multi-staged, random (probability) sample design where a number of sampling points were drawn with the probability proportional to population size (for a total coverage of the country) and to population density. Target population was head of household (in urban and rural areas).

A multi-staged random sample is constructed by taking a series of simple random samples in stages. The following is a graphic description of the stages that GfK Skopje proposes to use in order to determine a survey sample of citizens that will be representative of Macedonia.



After geographical random selection of blocks, the selection of households was done randomly following the rule of START and STEP.

The selection of respondent in households (one respondent only per household) was done according to criteria head of household. The interviewers visited the selected households up to three times. The overall response rate was 69, 8%.