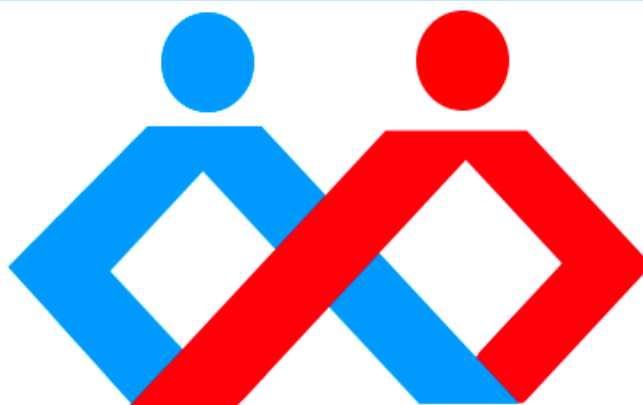




MARKET RESEARCH & POLLS – EURASIA

PROPOSAL

**SURVEY FOR THE ASSESSMENT OF THE
CHOCOLATE COVERED DATES AND TRADITIONAL ARABIC
SWEETS PERSPECTIVES MANUFACTURED IN THE UAE FOR THE
MEDIUM TERM PERIOD IN ESTONIA**

DEVELOPED BY:

***MARKET RESEARCH & POLLS – EURASIA
(MRP-EURASIA)***

DATA: JANUARY 16, 2017



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NAME AND CONTACT INFORMATION OF THE PERSON RESPONSIBLE FOR THE PROPOSAL

Alexandru Trotiuc,
CEO of MRP-EURASIA

CONTACTS HEADQUARTERS OFFICE

101 Columna str., Chisinau, The Republic of Moldova, MD-2012

phone: +373 69 942499

info@mrp-eurasia.com

<http://www.mrp-eurasia.com>

Market Research Company in Estonia

	Contacts:
	 Lahe 35, Tallinn, Estonia
	 Estonia_RFQ@mrp-eurasia.com
	 columna101
	Mr. Ivo Karilaid, Country Director of MRP office in Estonia ivo_karilaid@mrp-eurasia.com
	Ms. Alla Vallades Local Senior Supervisor for Market research services in Estonia





MARKET RESEARCH & POLLS – EURASIA

- MARKET RESEARCH



Our F2F



Our Call Center



Our Focus Groups



Our Data processing

- OPINION POLLS

- SURVEY SAMPLING



Our Retail & Store Audit



Our Regional Omnibuses



Our Tracking Studies



Our Central Location Tests

About Us

"Market Research & Polls – EURASIA" (MRP-EURASIA) is an independent and professional research holding, providing a full spectrum of marketing research, media and socio-economic research services. We share the strength of our fieldwork execution with research partners who have the same approach towards quality.

Founded back in 1997, nobody has deeper insight, better knowledge of CIS (NIS) market and deeper understanding of consumers in the former Soviet Union than MRP-EURASIA. http://mrp-eurasia.com/about_us



Market Research Company in Estonia



Contacts:

Lahe 35, Tallinn, Estonia
 Estonia_RFQ@mrp-eurasia.com
 column101



Mr. Ivo Karilaid, Country Director of MRP office in Estonia
ivo_karilaid@mrp-eurasia.com



Ms. Alla Vallades, Local Senior Supervisor for Market research services in Estonia



WHO WE ARE

MRP-EURASIA IS A **MOLDOVA** HEADQUARTERED CONSUMER SURVEYS AND MARKET RESEARCH PROVIDER OPERATES IN EASTERN, CENTRAL, SOUTHERN EUROPE, CENTRAL ASIA, FORMER SOVIET UNION REGIONS (33 COUNTRIES [HTTP://MRP-EURASIA.COM/COUNTRIES](http://MRP-EURASIA.COM/COUNTRIES)).

- SPECIALIZATION OF **MRP-EURASIA** IS THE MULTICOUNTY SOCIAL AND POLITICAL RESEARCH (SEE DETAILS ON [SOCIOLOGICAL RESEARCH](#))
- IN THIS AREA, WE OFFER THE FOLLOWING STUDIES
 - LIFE STYLE STUDIES
 - INDEXES OF THE RULE OF LAW, IMPLEMENTATION OF HUMAN RIGHTS AND DEMOCRACY VALUES
 - ASSESSMENT OF THE SOCIO-POLITICAL SITUATION AND POPULATION BEHAVIOR AND ATTITUDES
 - STUDYING OF POLITICAL DOMINANTS AND ACTORS
 - ELECTORAL STUDIES
 - INDEXES OF THE CIVIL ACTIVITY, IDENTITY AND LEGAL LITERACY
 - INDEXES OF THE LIVING STANDARDS AND ECONOMIC DEVELOPMENT OF THE POPULATION
 - INDEXES OF EDUCATION AND HEALTH PROTECTION OF THE POPULATION
 - INDEXES OF THE HAPPINESS, SECURITY AND THE MUTUAL CONFIDENCE LEVEL
 - INDEXES OF THE CORRUPTION LEVEL AND QUALITY OF GOVERNANCE
 - INDEXES OF MORAL EDUCATION, LEVEL OF CULTURAL DEVELOPMENT, THE CULTURAL AND RELIGIOUS FRAGMENTATIONS

DURING ALMOST 20 YEARS OF ACTIVITY IN **MOLDOVA**, AND ALL CENTRAL EUROPE, EASTERN EUROPE, CENTRAL ASIA, FORMER SOVIET UNION COUNTRIES. **MRP-EURASIA** HAVE CONDUCTED HUNDREDS OF STUDIES IN MANY SECTORS OF THE MARKET (INCLUSIVE INDEXES OF THE RULE OF LAW, IMPLEMENTATION OF HUMAN RIGHTS AND DEMOCRACY VALUES), FOR DIFFERENT PURPOSES AND USING VARIOUS TOOLS. SEE DETAILS ON [HTTP://MRP-EURASIA.COM/OUR_EXPERIENCE](http://MRP-EURASIA.COM/OUR_EXPERIENCE)

- THE COMPANY HAS EMERGED AS A LEADER IN PROVIDING MARKET RESEARCH SERVICES AND IS PRESENTLY SUPPORTING SEVERAL GLOBAL CUSTOMERS AND INTERNATIONAL CONSULTING FIRMS TO OBTAIN A COMPLETE AND OBJECTIVE VIEW OF THE SITUATION AND TRENDS OF CONSUMER BEHAVIOR
- YOU CAN SEE **MRP-EURASIA** EXPERIENCE IN MULTI-MARKETS PROJECTS IN MANY REGIONS AND INDUSTRIES, INCLUSIVE IN ESTONIA (SEE [HTTP://MRP-EURASIA.COM/MARKET_RESEARCH_ESTONIA](http://MRP-EURASIA.COM/MARKET_RESEARCH_ESTONIA) AND DIFFERENT MOST IMPORTANT MARKET RESEARCH PROJECTS IN ESTONIA CONDUCTED BY **MRP-EURASIA** [HTTP://MRP-EURASIA.COM/FILES/B2B_PROJECTS/MEMBERS_OF_PARLIAMENT_STUDY.PDF](http://MRP-EURASIA.COM/FILES/B2B_PROJECTS/MEMBERS_OF_PARLIAMENT_STUDY.PDF) , [HTTP://MRP-EURASIA.COM/FILES/B2B_PROJECTS/STUDY_OF_POLITICAL_AND_ECONOMIC_ELITE_INTUNE.PDF](http://MRP-EURASIA.COM/FILES/B2B_PROJECTS/STUDY_OF_POLITICAL_AND_ECONOMIC_ELITE_INTUNE.PDF) PLUS http://mrp-eurasia.com/files/b2b_projects/Satellite_TV_study.pdf AND MANY OTHERS)

Market Research Company in Estonia



Contacts:

Lahe 35, Tallinn, Estonia
 Estonia_RFQ@mrp-eurasia.com
 column101



Mr. Ivo Karilaid - Country Director of MRP office in Estonia
ivo_karilaid@mrp-eurasia.com



Ms. Alla Vallades - Local Senior Supervisor for Market research services in Estonia



LOCAL BRANCH OF MRP-EURASIA IN ESTONIA

MRP-EURASIA-ESTONIA - IS THE OFFICIAL LOCAL REPRESENTATIVE OF MRP-EURASIA AND WORKS AS A FIELD AFFILIATES MRP-EURASIA UNDER ITS TRADEMARK IN ESTONIA ON PROPRIETARY STANDARDS AND TECHNOLOGIES, AND PROVIDES A FULL RANGE OF SOCIOLOGICAL AND MARKET RESEARCH SERVICES IN REGION.

MRP-EURASIA-ESTONIA – MARKET RESEARCH TERRITORIAL UNIT PROVIDES A FULL CYCLE OF MARKET RESEARCH SERVICES IN ESTONIA. OUR MARKET RESEARCH STAFF IN ESTONIA PERFORM ALL KINDS OF MARKET RESEARCH, ANALYSIS AND MARKET RESEARCH INTELLIGENCE ON ABOVEMENTIONED MARKET, BEGINNING THE DEVELOPMENT PLAN OF MARKET RESEARCH TO DATA ANALYSIS AND PRESENTATION OF MARKET INVESTIGATION ANALYSIS.

MARKET RESEARCH RESOURCE IN ESTONIA

1. THE DISTRIBUTION OF OUR MARKET RESEARCH FIELD STAFF ESTONIA AMONG MOST POPULOUS ESTONIA CITIES:

LIST OF 10 CITIES (DISTRIBUTED ACROSS ALL GEOGRAPHICAL, ADMINISTRATIVE AND STATISTICAL REGIONS OF THE COUNTRY), INCLUDING THE C CAPITAL TALLINN (431021), WITH THE LARGEST POPULATIONS, ACCORDING TO THE 2012 CENSUS.

RANK	CITY NAME	REGION	POPULATION (N SIZE)	FIELD INTERVIEWERS, RESPECTIVELY
1	TALLINN	HARJU	431021	31
2	TARTU	TARTU	97117	15
3	NARVA	IDA-VIRU	58663	8
4	PÄRNU	PÄRNU	41528	7
5	KOHTLA-JÄRVE	IDA-VIRU	37201	7
6	VILJANDI	VILJANDI	17292	4
7	MAARDU	HARJU	18492	4
8	RAKVERE	LÄÄNE-VIRU	15264	3
9	SILLAMÄE	IDA-VIRU	14252	3
10	KURESSAARE	SAARE	13166	2
TOTAL			743996	84

IN EACH ABOVEMENTIONED REGION WE HAVE 2-30 OUR LOCAL AGENTS. IN TALLINN - 31 IN TARTU – 15, IN NARVA - 8 FIELD INTERVIEWERS. PLUS, IN EACH REGION WE POSSESS REGIONAL SUPERVISOR (1 SUPERVISOR FOR 5-6 INTERVIEWERS).

Market Research Company in Estonia



Contacts:

Lahe 35, Tallinn, Estonia
 Estonia RFQ@mrp-eurasia.com
 column101



Mr. Ivo Karilaid, Country Director of MRP office in Estonia
 ivo.karilaid@mrp-eurasia.com



Ms. Alla Vallades
 Local Senior Supervisor for Market research services in Estonia



2. THE MARKET RESEARCH INTERVIEWER FORCE IN ESTONIA:

25% OF OUR INTERVIEWERS - STUDENTS OF ECONOMICS FROM THE 3RD YEAR AND HIGHER STUDENTS AND YOUNG SPECIALISTS USED BY US IN STANDARD OR SIMPLE PROJECTS ARE IN THE PERSONNEL RESERVE OF MRP-EURASIA. 50% OF OUR INTERVIEWERS - EXPERIENCED MARKET RESEARCH PROFESSIONALS IN ESTONIA WITH ONE OR TWO HIGHER EDUCATION, AND AGE 30-45 YEARS, WITH EXPERIENCE OF AT LEAST 5 OF OUR MARKET RESEARCH PROJECTS DURING THE PAST 2 YEARS, TAKING PART IN POLLS AND OTHER SURVEYS IN ESTONIA ON A REGULAR BASIS? AS A PERMANENT STAFF. 60% OF OUR INTERVIEWERS - WOMEN.

ALL OF OUR INTERVIEWERS AND SUPERVISORS REGULARLY UNDERGO TRAINING ON THE BASICS OF COMMUNICATION AND BRIEFINGS ON EACH PROJECT. IN ADDITION WE CARRY OUT WITH THEM THE IMPLEMENTATION OF DISTANCE EDUCATION AND TEST TASKS AND CHECKING THE LEVEL OF READINESS TO CURRENT MARKET RESEARCH PROJECTS IN COUNTRY.

THE INTERVIEWERS RECRUITED FOR A SURVEY ARE TRAINED IN REGIONAL MARKET RESEARCH OFFICE IN ESTONIA (OR BY WEBINARS) WITH THE HELP OF THE MANUALS USED BY SELF-INSTRUCTIONAL WORKBOOK FOR TELEPHONE AND PERSONAL INTERVIEW TRAINING. FOR EACH SURVEY A FULL SET OF MANUALS IS PROVIDED FOR INTERVIEWERS AND REGIONAL SUPERVISORS FOLLOWED BY AN ON-LINE BRIEFING.

MARKET RESEARCH REPRESENTATIVE ESTONIA HAS A TEAM OF FULL-TIME QUALITATIVE RESEARCHERS, MODERATORS AND MARKET RESEARCH ANALYSTS, WHO WORK WITH DIFFERENT TARGETS USING A WIDE RANGE OF PROFESSIONAL TECHNIQUES. THE PROJECTS COULD BE CONDUCTED IN ALL REGIONS OF ESTONIA.

MEANWHILE, THE HEAD OFFICE OF MRP-EURASIA (AND ALSO REGIONAL DIRECTOR OF THIS SUB-REGION) PROVIDES A COMPLETE AND EFFECTIVE CONTROL OVER THE QUALITY OF MARKET RESEARCH PROJECTS IN ESTONIA AND, IF NECESSARY, OFFERS MANAGERIAL AND ANALYTICAL ASSISTANCE TO THE LOCAL OFFICE.

3. LEVEL AND PROFESSIONALISM DEGREE OF MARKET RESEARCH STAFF COUNTRY:

- ALL BASE - 84 FOR ESTONIA MARKET (45% OF THIS QUANTITY IS IN STAFF RESERVE);
- ACTIVE IN TALLINN - 31;
- MIDDLE AGE - 32;
- QUANTITY OF NEW INTERVIEWERS ON THE AVERAGE IN A MONTH - 3 PER MONTH;
- QUANTITY OF "ELITE" INTERVIEWERS (DIFFICULT DEEP AND EXPERT INTERVIEWS) - 8;
- RECRUITERS - 8 WITH OPERATIONAL MARKET RESEARCH EXPERIENCE IN ESTONIA - 5 YEARS;
- OPERATORS ON DATA ENTRY (PROCESSING DATA) - 6;
- SUPERVISORS - 16 (OPERATIONAL EXPERIENCE - 5 YEARS MINIMUM);
- CONTROLLERS - 6 (OPERATIONAL EXPERIENCE - 6 YEARS).

Market Research Company in Estonia

	Contacts:	 Mr. Ivo Karilaid - Country Director of MRP office in Estonia ivo_karilaid@mrp-eurasia.com
	 Lahe 35, Tallinn, Estonia	
	 Estonia_RFQ@mrp-eurasia.com	
	 columna101	


Ms. Alla Vallades
Local Senior Supervisor for Market
research services in Estonia



4. ESTONIA MARKET RESEARCH EXPERTS IN AREAS:

- THE SENIOR MANAGER ON QUANTITATIVE RESEARCHES - 1;
- THE SENIOR MANAGER ON QUALITATIVE RESEARCHES - 1;
- THE SENIOR MANAGER ON WORK ON DIFFERENT B2B PROJECTS - 5;
- THE SENIOR MANAGER ON WORK WITH OPERATORS AND INTERVIEWERS - 1;
- THE ADVISER-ANALYST – 1;

5. FACILITIES AND EQUIPMENT AS AN IMPORTANT MARKET RESEARCH OPPORTUNITIES IN ESTONIA:

- PROPER SPACE FOR FGDs (EQUIPPED WITH AUDIO-AND VIDEO-RECORDING SYSTEMS);
- COMPUTERS FOR DATA ENTRY AND DATA PROCESSING AND FOR WEBINARS;
- NECESSARY COMPUTER PROGRAMS FOR PROCESSING DATA RECEIVED FROM FIELD STUDIES;
- SCANNING AND COPYING MACHINES FOR REPRODUCTION OF MATERIALS;
- VOICE RECORDERS FOR CONDUCTING IN-DEPTH INTERVIEWS.

IN THE TEAM OF MARKETING SPECIALISTS MRP-EURASIA-ESTONIA AND ALONG ALL LOCAL OFFICES MRP-EURASIA OPERATE ONLY ECONOMICALLY ACTIVE PEOPLE. IN OUR COMPANY, IS STRICTLY PROHIBITED FORCED LABOR, AND THERE ARE NO RESTRICTIONS OR PENALTIES WHEN CHANGES PLACE OF WORK STAFF. OUR COMPANY DOES NOT USE ANY RACIAL, NATIONAL, REGIONAL AND OTHER NON-SPECIALIZED CRITERIA IN THE SELECTION OF STAFF THAT ENSURES EQUAL ACCESS TO ANY SPECIALIST TO WORK IN THE COMPANY.

Market Research Company in Estonia

	Contacts:  Lahe 35, Tallinn, Estonia  Estonia_RFQ@mrp-eurasia.com  columna101	 Mr. Ivo Karilaid , Country Director of MRP office in Estonia ivo_karilaid@mrp-eurasia.com  Ms. Alla Vallades , Local Senior Supervisor for Market research services in Estonia
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THE RESEARCH PROJECT PLAN

Our project *proposal Plan* assumes:

Stage 1 – Set-Up and Pre-fieldwork activities.

- Final Sample plan designing.
- Translation questionnaire.
- Data map and preliminary questionnaire designing for piloting
- Development of guidelines, manuals and training curriculum for the field staff.

Stage 2 – Training stage

- Supervisors and interviewers are to be trained on the questionnaire, the execution of field procedures, and the interviewing script and vocabulary. Interviewers must be able to properly convey the meaning of each question. (See Attachment 1 “Preparation of local field executors”)

Stage 3 – Piloting stage

- Pilot survey is to be carried out in each dedicated settlement (random selection) to test the suitability of the questions and other operational aspects of the survey.
- The pilot survey shall consist of 50 completed households (HH) F2F (face-to-face PAPI interviews) with HH head adults (1) 1500 (18 + aged) LOI = to 25 min (IR = 80 %); with HH unmarried adults (2) around 1000 (aged 18 - 27 years) LOI = to 20 min (IR = 80 %) and with around 1000 children (5-17 y.o. aged) LOI = to 15 min (IR = TBD %): all of them are living in selected households.
- Pilot results, including the raw data, shall be submitted and approved by the Customer prior to the launch of the final fieldwork.

After piloting adaptation of the questionnaires will be held according to the corrected indicators. The final questionnaires should be discussed during the final instructions of supervisors and interviewers.

Stage 4 – Basic Mass polls

Fieldwork shall be conducted in 4 country's dedicated economic zones in 1500 households.

- Field work: F2F (face-to-face PAPI interviews) with HH head adults (1) 1500 (18 + aged) LOI = to 25 min (IR = 80 %); with HH unmarried adults (2) with around 1000 (aged 18 - 27 years) LOI = to 20 min (IR = 80 %) and with around 1000 children (5-17 y.o. aged) LOI = to 15 min (IR = TBD %): all of them are living in selected households across the 4 traditional economic zones (8 cities/settlements): in Northern Estonia (Tallinn, Kohtla-Järve, Maardu), in Central Estonia (Tartu), Eastern Estonia (Narva) and in Western Estonia settlements (Pärnu, Haapsalu, Kuressaare) in selected households.
- multistage clustering and stratification + clustering proportionate to the population sample distribution with the random selection of PSU's, SSU's and households.
- random route procedures
- three attempts shall be made to contact the Survey Unit (household) and the respondent identified for the survey before selecting an alternate Survey unit

Stage 3 – Analytics

- Data entry in SPSS and Excel
- Primary data processing: cleaning of database
- Secondary data processing: Cross-tabs (crossover frequency analysis of responses on key demographic and other features)
- Methodological report with an analysis of trends and forecast for the long term, conclusions on the application of marketing techniques in the promotion of brands and products.

Market Research Company in Estonia

	Contacts:
	 Lahe 35, Tallinn, Estonia
	 Estonia_RFQ@mrp-eurasia.com
	 column101
	Mr. Ivo Karilaid, Country Director of MRP office in Estonia ivo_karilaid@mrp-eurasia.com
	
Ms. Alla Vallades Local Senior Supervisor for Market research services in Estonia	



The Project strategy.

Our project *proposal Strategy* assumes:

Stage 1 – Toolkits preparing and adapting

1. Translation and back translation of the original questionnaire into Estonian and Russian.
2. The development of e-form data map for the registration of responses and primary processing.
3. Selection of PSU's for the first- and second-level strata's and drafting the primary routes (beginning with SSUs) for supervisors.
4. Distribution of preliminary tools among supervisors and interviewers.
5. Preparation of preliminary instructions and manuals for field staff.
6. Carrying out pilot surveys for the optimization tools.

MRP-EURASIA will be responsible for all translations. The questionnaires will be prepared in Estonian and Russian. The final version shall be independently "back translated" to English to assure that they are fully compatible. During implementation, Estonian (and Russian) versions will be used, unless the respondent specifically requests a version in the English language.

Duration of each interview in mass poll: LOI = 20-25 minutes for adults and to 15 minutes for children.

All questions in questionnaires will be "digitally" (except for 1-2 questions "open-ended") for bigger convenience of the subsequent statistical processing - no need for transcoding transient operation, requiring additional resources and time. The questionnaires will include questions with advanced codes that will save time and avoid errors.

Besides, on the basis of Questionnaires the special Data entry form (Data map SPSS) will be developed for the subsequent data transferring from the "paper" (or personal tablet) into the e-tab, processing and convenient data interpretation (and integration to the entire final database).

For simplification of the paper forms using, the "Shortened" Coding "paper" (or electronical) forms will be developed for the answers registration. Coding forms will not contain the text of questions but only filling fields of the appropriate response codes.

One field of Coding form will correspond to one question from the questionnaire. The interviewer will read the questions to the respondent from the questionnaire by filling in answers to Coding form.

This PAPI organization form will accelerate the implementation of poll in 2-2,5 times and, consequently, of 2-3 times to speed up the transfer of answers from the paper to the electronical spreadsheet. This approach will allow significantly (about 10 times) reducing costs of the questionnaire replication and will cut (12-15 times) the "weight" of all filled questionnaires, which considerably reduce transportation costs and post deliveries.

Before the poll starts, Coding forms will be replicated in printing house and distributed among regional supervisors in the proportions required (with a stock + 10%) according to the plan of selection for regions, settlements and strations.

Market Research Company in Estonia

	Contacts:	 Mr. Ivo Karilaid - Country Director of MRP office in Estonia ivo_karilaid@mrp-eurasia.com
	 Lahe 35, Tallinn, Estonia	
	 Estonia_RFQ@mrp-eurasia.com	
	 columna101	
		 Ms. Alla Vallades Local Senior Supervisor for Market research services in Estonia



Piloting stage

Immediately following the training and before the full survey is launched, we will pilot the survey with and at least one for each language used in the questionnaires. The actual number of pilot tests will be 50 (50 households in the capital, Tallinn).

Pilot testing of survey instruments and data collection methodologies is an essential component of high data quality. Subtle issues surrounding survey instruments are often only uncovered during piloting. Piloting allows field staff to collect actual data, interact with respondents, and test field control methodologies without the pressures of the actual field period. The pilot survey will focus on data collection logistics, quality control and supervision mechanism, questionnaire management, qualification of the interviewers and the data entry protocols.

The pilot will accomplish several objectives. First, it will test the quality of translation. Second, it will permit the research team to assess whether the questions are appropriate for the local environment. Third, it will allow interviewers to test what they learned in their training and discuss any problematic encounters with supervisors. Finally, pilot, that consists of a full test of fieldwork protocols, will record the duration of the interviews. Absent major defects in the pilot interviews we intend to include pilot data in the final dataset.

The pilot tests will be carried out by a team of the interviewers in the capital of Estonia. Interviewers will be instructed on the format and objectives of the pilot during training and provided with a list of questions and observations on which they will be expected report upon completion of the pilot. Regional supervisors will be responsible for collecting observations of the field teams and reporting to MRP-EURASIA head office. MRP-EURASIA head office will summarize and submit to the Customer Task manager all suggestions for modifications to the questionnaire and instructions to interviewers that result from the piloting. As experienced questionnaire and survey methodologists, we recognize the sensitivities involved in making any changes to the format or ordering of the questionnaire, particularly given the study's goal of conducting long term longitudinal analysis. The main data collection will be launched only after approval by the Customer of any proposed changes.

Market Research Company in Estonia

	Contacts:  Lahe 35, Tallinn, Estonia  Estonia_RFQ@mrp-eurasia.com  column101	 Mr. Ivo Karilaid , Country Director of MRP office in Estonia ivo_karilaid@mrp-eurasia.com  Ms. Alla Vallades Local Senior Supervisor for Market research services in Estonia
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Stage 2 – The local personnel preparing

The key to the successful execution of a survey is the quality, commitment and training of the field staff, including both interviewers and supervisors. Field interviewers must be trained to deliver the questions exactly as they were designed and must fully understand the meaning and context of the questions. To reach this goal, we will develop a roster of experienced field interviewers and supervisors in order to ensure the highest level of quality. All field interviewers and supervisor candidates will be selected according to their experience, interpersonal skills, understanding of the concepts used in the survey, ability to accurately record information on questionnaires, capacity to gain the cooperation of banking executives, professionalism and neutrality. For the field supervisor candidates, in addition to their leadership skills, thoroughness of administrative tasks and objectivity will also be evaluated. Supervisors will be responsible for ensuring that respondents are correctly identified, allowing that certain interviewers comply all requirements of confidentiality and verify the completeness and internal consistency of the questionnaires.

MRP-EURASIA will be responsible for training of interviewers and supervisors, which will include a detailed overview of the object, questions of the questionnaire, questioning methodology, analysis of unusual and difficult situations which may occur. The proposal should outline the length, scope and stages of such training.

Considering the 3 categories of respondents, several methods of communication and recruitment, we will specially prepare different types of field staff (interviewers and supervisors). We will develop 3 educational and training blocks for the preparation of each category of interviewers and supervisors.

The interviewer and supervisor trainings are essential to collect high quality data. Training programs will be tailored to the draft questionnaire. Training will require to field interviewers to perform repeated exercises, role plays, to ensure complete understanding of materials, to figure out ways in which a subject's reply can be interpreted, learn to clarify ambiguities, and be fully able to apply what they have learned in the field.

Training will include an explanation of the study's objectives so that each member of the field team must understand its purpose and undertake to ensure high quality data. Field interviewers will learn how to gain cooperation, administer the questionnaires, and accurately record the details of contacts with respondents and other informants.

Market Research Company in Estonia

	Contacts: 📍 Lahe 35, Tallinn, Estonia 📧 Estonia_RFQ@mrp-eurasia.com 📱 columna101	 Mr. Ivo Karilaid , Country Director of MRP office in Estonia ivo_karilaid@mrp-eurasia.com  Ms. Alla Vallades , Local Senior Supervisor for Market research services in Estonia
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Field staff and supervisors will carry out the following tasks:

Senior Interviewers

- ☐ Assist with gaining cooperation and arranging appointments
- ☐ Conduct face-to-face interviews with difficult-reachable respondents;
- ☐ Accurately record respondents' answers;
- ☐ Code the Questionnaires accordingly;
- ☐ Ensure completeness and accuracy of answers;
- ☐ Perform accuracy checks on the Questionnaires;
- ☐ Ensure security and confidentiality of the completed Questionnaires;
- ☐ Deliver completed questionnaires to junior interviewers for web-based data entry facility;

Junior Interviewers

- ☐ Assist with gaining cooperation and arranging appointments
- ☐ Conduct face-to-face interviews with easily-reachable respondents;
- ☐ Accurately record respondents' answers;
- ☐ Code the Questionnaires accordingly;
- ☐ Ensure completeness and accuracy of answers;
- ☐ Perform accuracy checks on the Questionnaires;
- ☐ Ensure security and confidentiality of the completed Questionnaires;
- ☐ Enter all data from questionnaires into the web-based data entry facility;
- ☐ Collect non-interview quantitative data;

PSU's Supervisors

- Supervise all activities of their assigned interviewers and monitor their activities during the data collection process;
- Assess the quality of the work of the interviewers and the quality of the data from the completed questionnaires;
- Identify and rectify inconsistencies and ensure that skip patterns have been followed;
- Explain clearly to each interviewer his/her duties and responsibilities and correct as necessary;
- Assist interviewers in securing banks' participation if necessary;
- Provide logistical support and material to interviewers; and
- Provide feedback to interviewers on quality assurance and methodology requirements.
- Respond to other needs related to the field work as assigned from time to time; and
- Safeguard the confidentiality and privacy of the collected information.
- Oversee the field work and maintain all study protocols. The survey coordinator will undertake the following tasks, as specified in the TOR:
 - Oversee all activities of the supervisors, interviewers, data editors, data entry and delivery staff;
 - Manage the sample assignments for each team of supervisors and enumerators;
 - Assist fieldwork teams to ensure maximum participation and minimize non-response;
 - Coordinate the quality control steps of the data collection process, and
 - Ensure that the data entry, cleaning and delivery steps are carried out efficiently and in an environment that minimizes human error.

Market Research Company in Estonia

	Contacts: Lahe 35, Tallinn, Estonia Estonia_RFQ@mrp-eurasia.com columna101  Mr. Ivo Karilaid, Country Director of MRP office in Estonia ivo_karilaid@mrp-eurasia.com  Ms. Alla Vallades, Local Senior Supervisor for Market research services in Estonia
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Trainings of the local field staff

Interviewer and supervisor training are essential ingredients to gathering high quality data. Training agendas will be tailored to the draft questionnaire. Training will require field interviewers to perform repeated exercises, playing the roles of respondent and field interviewer, to ensure that they fully understand the materials, understand the ways in which a subject's reply can be interpreted, learn how to clarify ambiguities, and are fully able to apply what they have learned in the field.

Training will include an explanation of the study's objectives so that each member of the field team understands its purpose and commits to ensuring high quality data. Field interviewers will learn how to gain cooperation, administer the questionnaires, and accurately record details of contacts with the respondents and other informants.

Developing training modules that test and hone the skills interviewers will need in the field is a key component of MRP's training plan. MRP staff will develop the primary training materials and work with subcontractors to adapt those materials or develop additional materials as may be necessary for the country context.

Because of the great number of countries involved in the study, training will be done by on-line remote learning conducted by MRP-EURASIA from the central office in Moldova.

MRP has the necessary hardware and software programs, IT specialists and experience to organize and conduct remote learning training exercises with the field staff. The on-line learning program is anticipated to be a 2 day session based on materials made available electronically. There will be 5 sessions conducted over the course of the training period in which field staff in several countries will participate. See **Attachment 4 "Preparation of local field executors" below.**

Market Research Company in Estonia	
	Contacts: 📍 Lahe 35, Tallinn, Estonia ✉️ Estonia_RFQ@mrp-eurasia.com 📞 columna101  Mr. Ivo Karilaid, Country Director of MRP office in Estonia ivo_karilaid@mrp-eurasia.com  Ms. Alla Vallades, Local Senior Supervisor for Market research services in Estonia



Stage 3 – Base stage

The project requires MRP-EURASIA to conduct a stratified study (mass poll) using face-to-face PAPI methodology. The study's aim is to obtain the most accurate information possible about key issues relating to the consumption structure of chocolate covered dates and sweets in Estonia.

Organization of the polling

Each interviewer will conduct survey in 8 households daily in each primary point (SSU). Poll (Survey) unit – 1 household. One interviewer cannot conduct interviews more than 8 households per day (1 SSU). One interviewer cannot conduct more than 30 interviews (including with children) for all polls. *Each household will be interrogated only once (!)*

Target Population/Coverage

The target population for this study is: (1) the civilian non-institutionalized adults as head of household or the most knowledgeable person of the household (in the working age: Men aged 18 + years, women aged 18 + years); (2) adult unmarried boys and unmarried girls (in the working age: Men aged 18 - 27 years, women aged 18 - 27 years), which are grooming each other, spending most of the time together, every day visiting youth cafes and entertaining and shopping centers, where often purchase a variety of sweets and chocolate products; and (3) children (aged 5-17 years) - all of these categories are living together in selected households in different urban settlements placed in 4 traditional economic zones: Northern Estonia (Tallinn, Kohtla-Järve, Maardu), Central Estonia (Tartu), Eastern Estonia (Narva) and Western Estonia settlements (Pärnu, Haapsalu, Kuressaare).

According to our idea, we will poll the three age groups (1. adult "heads of households"; 2. adults "unmarried persons"; 3. "children" - a child is defined as being 12 and under and 4. "young persons" as aged 13 to 17. For these all categories must apply various technical and ethical approaches.

Details about adults (1):

Persons aged 18+ years, as head of household or the most knowledgeable person of the household. We proceed from the conviction that the traditional Estonian family has a patriarchal structure (with varying degrees of involvement of the wife and husband in making budgetary decisions, since usually both spouses "fill" the budget a family / household), where, as a rule, the head of the family is sponsoring any purchase food (including sweets) to feed all the family / household, or dessert for family members. Also, He is usually organizers of trips to the "children's" cafe or buys sweets, "on the street". However, the major factors in the decision-making in the household for the purchase of sweets and chocolate covered dates are traditionally underage children (80% effect). Hence, in this study we will be very interested in the preferences, expectations, and concerns of children in each selected household.

Details about adults (2)

Unmarried persons (in the working age: Men aged 18 - 27 years, women aged 18 - 27 years), which are grooming each other, spending most of the time together, every day visiting youth cafes and entertaining and shopping centers, where often purchase a variety of sweets and chocolate products. As a rule, guys taking care of girls in Estonia, do their best to pleasantly surprise and to please his girlfriend, treating a variety of sweets, inviting to cafes, to entertainment centers, where a favorable environment for the purchase of sweets and chocolate products. In these types of situations guy take as a kind of sponsor of the "good mood" of his girlfriend. At the same time, most of the budget "boyfriends" is quite small, but is most closely (almost 100%) is associated with a

Market Research Company in Estonia	
	Contacts: Lahe 35, Tallinn, Estonia Estonia RFQ@mrp-eurasia.com columna101  Mr. Ivo Karilaid, Country Director of MRP office in Estonia ivo_karilaid@mrp-eurasia.com  Ms. Alla Vallades, Local Senior Supervisor for Market research services in Estonia 

small impulse purchase products FMCG (among which the proportion of sweets and chocolate products can reach 90-100%).

In addition, this category of the population is the most free of "fears" to experiment and find a new "taste". Besides, in this category is most peculiar and well developed interpersonal "friendly" communications, "schooling behavior among their own kind" and the behavior succession, ease of conviction, the desire to imitate the behavior of selected models, the desire to stand out and assert themselves, using all accessible ways. As a rule they are students or junior staff.

At the same time, this category differs from the "children" in the selected household that independently manages own budget. In contrast, the children enjoy the budgets of their parents in this household.

Details about children:

All children aged 5-17 years with allocation of children who meet the following criteria:

1. They have their own preferences in the selection of sweets
2. Ready to try anything new sweets
3. Strive to find anything new sweets
4. They are tired of the most popular and traditional sweets.

The fact that the 5-year-old child's age - the minimum allowed for interviewing purposes, at satisfaction all other requirements of the national legislation and ESOMAR in surveys of children and young people. Thus, in accordance with requirements https://www.esomar.org/uploads/public/knowledge-and-standards/codes-and-guidelines/ICCESOMAR-International-Code_English.pdf in ICC/ESOMAR "International Code on Market, Opinion and Social Research and Data Analytics" we will apply the provisions of Article 2 "Children, young people and other vulnerable individuals".

Market Research Company in Estonia

	Contacts:  Lahe 35, Tallinn, Estonia  Estonia_RFQ@mrp-eurasia.com  column101	 Mr. Ivo Karilaid , Country Director of MRP office in Estonia ivo_karilaid@mrp-eurasia.com  Ms. Alla Vallades , Local Senior Supervisor for Market research services in Estonia
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Sampling plan

Our project *proposal Sampling Plan* assumes:

Sampling plan (summary)

For our research in dedicated economic zones we have excluded "rural" population, that is, we have eliminated the villages and rural-type settlements, since, by definition, our survey requires big settlements with very well-developed commercial retail logistics, hypermarkets and supermarkets net, entertainment centers, youth café, and a large proportion of students..

Urban: The localities (settlements) included in "Urban area" are the main cities of 4 traditional economic zones: in Northern Estonia (Tallinn, Kohtla-Järve, Maardu), in Central Estonia (Tartu), Eastern Estonia (Narva) and in Western Estonia (Pärnu, Haapsalu, Kuressaare)

In the modern practice of considerable surveys at the sample planning most often are used as the principle of stratification and clustering principle the both. By the consistent application of each of these principles is achieved the representativeness increasing of the sample.

Therefore in our survey, we decided to apply the multistage sampling design, comprising the following successive 3 stages:

- 1. Primary Clustering.** Under the terms of our project, in the first stage, we have identified 4 clusters (4 economic zones) where we have chosen the largest and most important cities (Tallinn, Kohtla-Järve, Narva, Maardu, Tartu, Pärnu, Haapsalu and Kuressaare). For this project economic zones - the same type groups (clusters), that are contained inside the heterogeneous observation units. Here, using the principle of clustering on the first stage of sample design, we are guided by the following principles: a) All units of the general population (in this case 1500 of households) should be distributed between clusters in the natural proportions; b) each cell must belong to the general population only to any one particular cluster; c) clusters as far as possible should be homogenous in a number of indicators, i.e. similar to each other (at least by the principle of administrative-territorial division and distribution of the gamma demographic and other economic and socio-cultural features of the population; d) clusters [similar to the general population] should have a heterogeneous structure for the same parameters (features).
- 2. Stratification.** At this stage the entire territory where is carried out the poll (every selected at the first stage the primary cluster), is divided into 3 different in the demographic sense strata's (in our case, based on the settlement sizes, (1st level: 10 000 - 49 000 residents, 2nd level: 50 000 - 99 000 residents, 3rd level: 100 000 – above residents). The total volume of the sample in each cluster is distributed between the layers (strata's) proportional to their population. Thus, we have obtained 1-2 strata's in each economic zone (Cluster). Total, the entire sample contains 5 strata (layers): 2 in Northern Zone, 1 in Central Zone, 1 in Eastern Zone, 1 – in Western Zone.

Rank	Name	Population
1	Tallinn	443,894
5	Kohtla-Järve	35,928
8	Maardu	15,128
2	Tartu	93,687
3	Narva	58,375
4	Pärnu	41,170
10	Kuressaare	13,449
14	Haapsalu	10,146

* in yellow is highlighted Northern Zone, in green is highlighted Central Zone, in pink color is highlighted Eastern Zone, Western Zone is highlighted in blue.

3. Secondary Clustering.

Selecting of PSU's, SSU's and households. See below Steps 1-3 in the "Sampling plan (summary)" and "Appendix 1 «Randomized Selection of Households»"

Sampling Frame

All of the population data used to develop the sample design comes from the Regions (4 districts) assigned in the project task and Territorial statistics in Statistical Office of Estonia <http://www.stat.ee/population> (as of January 1, 2016).

Market Research Company in Estonia



Contacts:

Lahe 35, Tallinn, Estonia
 Estonia_RFQ@mrp-eurasia.com
 column101



Mr. Ivo Karilaid, Country Director of MRP office in Estonia
ivo_karilaid@mrp-eurasia.com



Ms. Alla Vallades, Local Senior Supervisor for Market research services in Estonia



The successive steps of building a multi-stage sample in our project.

Step 1. According to the population leaving in each area we established the percentage of population leaving in each dedicated district.

Step 2. Considering the percentage of population (aged 18+ at the 1-st January 2016), leaving permanently in each dedicated district (cluster), the total project sample size of 1500 households, and limit of 8 reached household per each one SSU (Starting Sampling Units):

a). The selection of 1-PSU's (the primary survey units) *on the Strata's* of the 1-st level in dedicated clusters will mean the selection of all "N1" (1st level: 10 000 - 49 000 residents) with equal probability of accidental falling into the sample. **As a result, any suitable settlement in each cluster has an approximately 20% probability of getting caught in our sample.**

b). The selection of 2-PSU's (the primary survey units) *on the Strata's* of the 2-nd level will mean the randomized selection According to the computer algorithm "random numbers search" of "N2" (2nd level: 50 000 - 99 000 residents). **As a result, any suitable settlement in each cluster has an equal 50% probability of getting caught in our sample.**

c) The selection of 3-PSU's (the primary survey units) *on the Strata's* of the 3-d level will mean that **any suitable settlement in each cluster of 3rd strata level (100 000 – above residents) has 100% probability of getting caught in our sample.**

Step 3. The selection of SSU's. Considering the rule, that the number of interviews in each locality will be determined by the population size (Its "weight" among other selected settlements in the dedicated cluster-district). The only restriction is that no more than 8 interviews will be conducted in each cell (one starting sampling unit -SSU). The sample will be built using the selection with the probability proportionate to population size.

A). The randomized distribution of the 1-st SSU's in each selected settlement (PSU). Each PSU's supervisor notes on the map the selected settlement a conditional "administrative center", fixing its GPS-coordinates. Further, the supervisor gets on the map a circle of 50 m radius and the center of the circle in the "administrative center" (with an accuracy of + - 5 m). Further, the supervisor finds the point of intersection of this circle with the ray stretched from the circle center to the north. This point of intersection will be in the first starting SSU1. Within a radius of 20 meters from this point the supervisor finds the nearest intersection (if there is no intersections, then the next house). This house will be the first starting point for the route selection of households. In all settlements, Starting Sampling Units (SSUs) will be selected as the starting points of a random route selection of households. Further, each PSU's supervisor and interviewers will strictly adhere to the household sampling instructions described in **Appendix 1 «Randomized Selection of Households»**. After reaching an appropriate household, interviewers will adhere strictly to the instructions of selection of suitable respondents (**see. Appendix 2 «Method of respondent selection»**). **As a result, any geographical point (as any SSU) in this settlement has an equal probability of getting caught in our sample.**

B). The randomized distribution of the every next SSU's in each selected PSU.

At the moment when, according to the instructions in Appendix 1 «Randomized Selection of Households», in the first SSU1 will be interviewed all applicable Households (no more than 8), the supervisor again is mapping a circle with a 300 m radius and the center of the circle in the last surveyed house (fixing its GPS-coordinates with an accuracy + - 5 m). Further, the PSU supervisor finds the intersection point of this circle with the ray stretched from the circle center to the selected any part of the world among the "North", "South", "West" and "East" (these directions have assigned numbers as "1", "2", "3", "4", that will be "mixed" in the computer random numbers

Market Research Company in Estonia

	Contacts:
	Lahe 35, Tallinn, Estonia
	Estonia RFQ@mrp-eurasia.com
	columna101
	Mr. Ivo Karilaid, Country Director of MRP office in Estonia ivo_karilaid@mrp-eurasia.com
	Ms. Alla Vallades Local Senior Supervisor for Market research services in Estonia



table). Supervisor moves this ray in a clockwise direction starting from the aforementioned intersection. The first street intersection (when no intersections, then house), met on this way, will be the second (or next «N») starting point for the route selection of households in this SSU "N". Further instructions are repeated again **as is noted in Appendix 1 «Randomized Selection of Households»**. The entire process of the new SSU's "N" selection in this settlement would be limited by the scheduled amount of SSU's "N" for this locality (in the process of the toolkit preparing after the selection of all PSU's), calculated according to the percentage of population (aged 18+ at the 1-st January 2016) leaving permanently in each selected PSU in relation to other selected (settlements) PSU's population sizes in this district (cluster), taking into account the total project sample size of 630 households, and limit of 8 interviews per each SSU. **Required number of SSUs = total number of interviews/number of interviews per sampling point. As a result, any geographical point (as any SSU) in this settlement has an equal probability of getting caught in our sample.**

TABLE 1. Number and distribution of PSUs, SSUs and questionnaires by districts (cluster), and strata's.

Regions	TERRITORIAL UNITIES NAMES	General Population (Rural)	The weight of the Clusters population in %	Sample Size	No. of Settlements Strata 1	No. of Settlements Strata 2	No. of Settlements Strata 3	No. of PSU's	No. of SSU
	Total	711777	100	1500	4	2	2	22	188
Northern Zone	Tallinn	443894	62,36	935	0	0	1	11	117
Northern Zone	Kohtla-Järve	35928	5,05	76	1	0	0	1	9
Northern Zone	Maardu	15128	2,13	32	1	0	0	1	4
Central Zone	Tartu	93687	13,16	197	0	1	0	3	25
Eastern Zone	Narva	58375	8,20	123	0	1	0	2	15
Western Zone	Pärnu	41170	5,78	87	0	0	1	2	11
Western Zone	Kuressaare	13449	1,89	28	1	0	0	1	4
Western Zone	Haapsalu	10146	1,43	21	1	0	0	1	3

* in yellow is highlighted Northern Zone, in green is highlighted Central Zone, in pink color is highlighted Eastern Zone, Western Zone is highlighted in blue.

Market Research Company in Estonia



Contacts:

Lahe 35, Tallinn, Estonia
Estonia_RFQ@mrp-eurasia.com
[columna101](https://www.mrp-eurasia.com)



Mr. Ivo Karilaid, Country Director
of MRP office in Estonia
ivo_karilaid@mrp-eurasia.com



Ms. Alla Vallades
Local Senior Supervisor for Market
research services in Estonia



The interviewers and supervisors objectives in survey.

Every 4 Interviewers will be attached to **one PSU-supervisor** who will be supplied with the plan of selection for its PSU's. Four interviewers + 1 supervisor (who in parallel carries out functions of the driver on the 5-seater car) – are the local mobile team (primary territorial unit). Primary Territorial Units are intended for work with 100-120 households.

Thus, 1 supervisor also bears responsibility for 4 interviewers. In order that the interviewer well performed the work, adequate control. The supervisor is responsible for quality control of his interviewer work, for serviceability of the auto-car (for moving from one PSU to other PSU) and also for a sufficient number of papers (copies of questionnaires), for the correct performing of random route procedure at SSU's. 8 interviewers and 2 supervisors will be countrywide involved.

The supervisor, also, bears responsibility for visual checking of all filled questionnaires to be convinced that, they do not contain errors. The supervisor will be present during polls at the households where he estimates work of his subordinated interviewers. After the completed transferred to the supervisor, he will have to return to interviewers those questionnaires that filled not up to the end or contain any errors. In most cases, interviewers will have to return to the just surveyed households to make amendments.

After the questionnaire is filled, the interviewer has to check the filled questionnaire independently before transferring it to his supervisor. When this interviewer notices that any information is absent, does not meet or raises doubts, he should ask anew questions to the respondent to make necessary amendments.

Relations with the central management

The chief coordinator (country director) of field works at local office (in Bishkek) will bear responsibility for quality of work and increase of professional skills both supervisors, and interviewers by means of regular contacts with field work coordinator and supervisors. Country director will carry out inspection and monitoring under the survey progress and to solve problems and questions that may arise during the poll. Therefore the Supervisor will regularly report to the field work coordinator about all arising problems and acute questions.

Every week, the field work coordinator will carry out random inspections at randomly selected PSU's (not less than 10% of total). Generally checks will be focused on the following aspects:

- 1) Activity of interviewers.
- 2) Visit of some interrogated households to ask several incidentally chosen questions from the questionnaire. It becomes to estimate quality of the data collected by interviewers.
- 3) To resolve issues of technical and professional character which arise during the fieldwork.
- 4) In case of need, the field work coordinator will meet all supervisors. Dates and time of holding these meetings will be defined, as required, but at least once per a week. During these meetings team of supervisor (will be able to discuss the progress made during the poll, to provide any comments, and also to report about any remarks and explanations received from personnel).

Market Research Company in Estonia

	Contacts:
	 Lahe 35, Tallinn, Estonia
	 Estonia_RFQ@mrp-eurasia.com
	 column101
	
Mr. Ivo Karilaid, Country Director of MRP office in Estonia ivo_karilaid@mrp-eurasia.com	
	
Ms. Alla Vallades, Local Senior Supervisor for Market research services in Estonia	



Standard procedures of the most often arising technical difficulties and questions on places

During field works there can be several usual problems:

- 1) The necessary respondent is absent during poll.
- 2) Members of a household refuse to answer or give only simple, superficial and negligent answers to questions.

1. Respondents are absent

If during poll, the necessary respondent is absent, the interviewer has to try to agree about time that he / she could return to a household when the necessary respondent is at home. The interviewer should not collect information at other member of a household or at neighbors for this absent respondent. It is obviously important that the chosen member of a household was responsible directly for him to obtain the most exact information.

2. Refusal from the respondent

Interviewers can face some cases of full refusal in participation:

- 1) The respondent refuses to answer a certain part of the questionnaire.
- 2) The respondent in general refuses to answer questions.

To avoid refusal the interviewer has to be able to tell as appropriate about inspection, to accurately state the purposes and problems of this inspection before beginning to ask certain questions to this household.

The main probable causes of refusal are given below:

1) The respondent considers that information on the income and on sources the income his / her households will be used as a basis for taxation or regulation of the income. To avoid this problem, during poll the interviewer will tactfully pay attention of the respondent (and members of his family) to the next moments:

- a) To explain that statistical information and data obtained by means of poll are not disclosed and information of the respondent are not transferred to the third parties with a binding to personal. The data obtained in households first of all will be depersonalized and anonymized. The separate data obtained from each household will not be used separately, and also will not be transferred to other departments or other organizations.
- b) These data will be used for an assessment of the existing condition of judicial system in Estonia. Analyses of these data will allow Customer to have the accurate basis for development of programs and projects to improve and raise a standard of living of people in Estonia.

2) Often, respondents do not want to waste the time, answering questions of inspection. Not to take a lot of time and not to visit a household several times, the interviewer will develop good plans of polls in which a certain schedule for each household will be established. If it is required, they can communicate and work with a household in any time, convenient for the respondent (including midday, evening and Sunday). If the interviewer tried to explain and convince members of a household, but all of them refuse and afraid, further he has to try to convince the respondent to participate, trying to find out the reasons for which respondents do not want to participate in poll. The respondent (and a household) it has to be replaced only after all methods of their belief in participation in poll are undertaken.

Market Research Company in Estonia

	Contacts:  Lahe 35, Tallinn, Estonia  Estonia_RFQ@mrp-eurasia.com  column101	 Mr. Ivo Karilaid , Country Director of MRP office in Estonia ivo_karilaid@mrp-eurasia.com  Ms. Alla Vallades , Local Senior Supervisor for Market research services in Estonia
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Quality Control Technology

Our project *proposal Control Technology* assumes:

1. The main features.

- MRP-EURASIA will be fully responsible for the quality of the interviewers' work. To avoid questionnaires or parts of them are filled by interviewers themselves without the involvement of any respondent, the MRP controllers will perform satisfactory back-checks to prevent such cases.
- Each filled questionnaire will be checked by the MRP processing employers for logical errors, and to make sure that the questionnaire has been properly filled. If the questionnaire is not properly filled, it should be so filled or, if this is impossible, replaced by another properly filled questionnaire.
- The strength of the MRP-EURASIA interviewer consists mostly of women (60%) aged 25-35 years old with higher education (100%). Among them of 85% - with a higher economic, juridical, marketing and management education, the rest have a technical (physics or mathematics) or philology (psychological), education. All them taking part in polls and other surveys on a regular basis. The interviewers recruited for a survey are trained in regional offices of MRP-EURASIA with the help of the manuals used by Self-Instructional Workbook for Personal Interview Training. For each survey a full set of manuals is provided for interviewers and regional supervisors.

2. Control procedures

- MRP-EURASIA has a team of full-time qualitative researchers, moderators and analysts, who work with different targets using a wide range of professional techniques. The projects could be conducted in most of the regions of the ex-Soviet Union (FSU) and EE. The company's network of regional offices provides a good quality of recruitment and managerial assistance. At least of 35% of randomly selected questionnaires filled by each interviewer will be checked: 15% of questionnaires will be checked by Supervisors, while the 10% will be checked via post-interview face-to-face call-backs from side of the head-office controllers. In addition, Supervisors will check of 35% of all interviews on the field during the fieldwork to ensure reliability:
- Supervisors will logically control all interviews completed on the field, and revisit the respondent to ask for confirmation of specific issues if any error or discrepancy occurs
- At the end of the day, all the interviews will be logically controlled by the supervisors
- If an error or discrepancy occurs in the interviews of a specific interviewer, rest of his/her interviews will be re-checked.
- Supervisors will report to project manager all types of error, canceled interviews, re-conducted interviews, performance of interviewers etc.
- Following the completion of the fieldwork, 50% of all interviews of each interviewer will be logically controlled and all of the interviews made by an interviewer will be re-checked if an error is found in his/her interviews.
- Interviewers will carry at all time a field log in which they record relevant information on what happens in the field in detail. The interviewer logs must supply enough information for an independent observer to locate the selected household and to identify the respondent interviewed.
- Working day of interviewers will last until 8 households are reached and interviewed. Interviewers will be obliged to submit filled out questionnaires to the supervisor in every day.
- Separate details of quality control mechanisms:
- Work of interviewers will be controlled on two main positions:
 - 1) correctness of realization of the last step of selection;
 - 2) correctness of carrying out interview.

Market Research Company in Estonia



Contacts:

Lahe 35, Tallinn, Estonia
 Estonia RFQ@mrp-eurasia.com
 column101



Mr. Ivo Karilaid, Country Director of MRP office in Estonia
ivo_karilaid@mrp-eurasia.com



Ms. Alla Vallades, Local Senior Supervisor for Market research services in Estonia



Control of quality of work of the interviewer will be performed in several stages:

1 Monitoring and assistance to the interviewer during poll

- The supervisor needs to visit households with each of interviewers. Results of researches of this research will be brought in the special Form "Sheet of the Account". Special assistance will be rendered to interviewers for whom, according to the supervisor, the greatest control is necessary (will be followed more often in operating time). The supervisor will immediately report on the chief coordinator of field works at head office concerning any problems which arise in work with the interviewer or when filling questionnaires.
- During visit to each of SSU the supervisor will accompany each interviewer from the local mobile team (4 people), at least, in one of households within one day for an assessment of his / her methods of carrying out poll. The main objective of these estimates is assistance to the interviewer in the best performance of work. The supervisor will do comments/remarks to the interviewer which will help him / her to improve/correct methods of carrying out poll.
- Being present at poll at a household, the supervisor should be presented to family members and to explain the reason of his visit and for what data are collected. Supervisor will not participate in poll or to do remarks to the interviewer during poll, it will allow the interviewer to finish poll in a household. In case of any difficulties in the current interview, the interviewer will be able to ask explanations for the supervisor only on the end of poll.

2. Visual control at a stage of acceptance of questionnaires

- Accepting questionnaires at the interviewer, the supervisor will check them for completeness of filling. Any question in the questionnaire will not be passed. The completed quoted forms in which one social and demographic question is passed at least will not be accepted. In case of detection of admissions of the questionnaire are improved if it is possible by means of specification of answers at the respondent. It is important to check the questionnaire from the point of view of logical communications and transitions. It is possible to carry the analysis of time spent by the interviewer for carrying out poll to indirect methods of visual control. Here, also it is possible to be guided by average values on group.
- The interviewer clearly imagines that the questionnaire is filled in personally with him a ball pen with blue, violet or black paste, accurately. All working corrections become uniformly: mistakenly recorded code is crossed out cross-wise. All corrections made to the questionnaire by the supervisor will be executed in other color, for example, by green.
- The supervisor will carry out visual control, as a rule, in the presence of the interviewer therefore he will be able immediately to state the first impression of a controlled array of questionnaires

3 Computer control

- The modern MRP-EURASIA software allows estimating the survey massively from general poll point and work of the certain interviewer from the point of view of a deviation of the received results from an average. Computer control can give the supervisor information that this or that interviewer has more standard of answers "I find it difficult to answer", "I do not know", refusals of interview or replacements. These data have to become a subject of discussion with the specific interviewer and group in general, and the supervisor can introduce amendments in the program of training or focus attention on these problems in time. Computer control can give the greatest value from the point of view of check of difficult logical communications which are not possible for monitoring "approximately" usually.

4 Special control poll.

- In the conditions of short terms of implementation of the project, our original scheme - continuous tracking of "noise" in the organization of work with interviewers is submitted expedient.
- Not less than 10% of the completed questionnaires will be subjected to field control from the supervisor. The best method of field control of work of interviewers is repeated visit of the respondent by the special interviewer controller (and the supervisor). It checks whether the respondent was correctly selected, whether methodical methods of carrying out interview were broken, whether there was no influence on answers by the "third" persons, obtains information on what impression at the respondent remained about work of the interviewer. The control questionnaire usually joins several substantial questions of the questionnaire of research.

Market Research Company in Estonia

	Contacts:
	 Lahe 35, Tallinn, Estonia
	 Estonia_RFQ@mrp-eurasia.com
	 column101
	
Mr. Ivo Karilaid, Country Director of MRP office in Estonia ivo_karilaid@mrp-eurasia.com	
	
Ms. Alla Vallades, Local Senior Supervisor for Market research services in Estonia	



BUDGET

Our project *proposal Budget* assumes:

Expenditure items	Costs in EUR
Pre-fieldwork activities: Final Sample plan designing. Translation questionnaire. Data map and preliminary questionnaire designing for piloting	450
Train the interviewers	325
Conducting pilot study (testing questionnaire).	500
Questionnaire revision and designing questionnaire into final draft	50
Basic Fieldwork: The formation of 2 mobile teams (1 + 4 Supervisor interviewers), transport costs, travel expenses, interviewing of respondents, Incentives, quality control of interviewers, initial registration of responses	22550
Data entry (putting data into data base Excel and SPSS)	500
Primary Data processing and cleaning	100
Development and delivery of the technical report and filed database	1200
Management cost	2200
TOTAL	27875-00

* The budget includes all costs for the project implementation, including all taxes and bank charges.

TIMING

Staffing Schedule¹

N°	Name of Staff	Staff input (No of weeks) ²								Total staff-month input		
		1.	2.	3.	4.	5.	6.	7.	8.	Home	Field ³	Total
Local (Estonian office)												
1	Local director											11
2	Local fieldwork coordinator											11
3	PSU's supervisors											8
4	Data entry operators											5
5	Interviewers											7
Subtotal										21	21	42
Central (Head office)												
1	General Director											8
4	Moderator of training											3
6	CFO in the project											3
7	Analyst - statistic											4
Subtotal										18	0	18
Total										39	21	60

1 For Professional Staff the input should be indicated individually;

2 Weeks are counted from the start of the assignment. For each staff indicate separately staff input for home and field work.

3 Field work means work carried out at a place other than the Contractor's home office.

Market Research Company in Estonia



Contacts:

Lahe 35, Tallinn, Estonia
 Estonia RFQ@mrp-eurasia.com
 column101



Mr. Ivo Karilaid, Country Director of MRP office in Estonia
 ivo.karilaid@mrp-eurasia.com



Ms. Alla Vallades, Local Senior Supervisor for Market research services in Estonia



Work Schedule

Our project *proposal Work schedule* assumes:

N°	Activity ¹	Weeks ²							
		1	2	3	4	5	6	7	8
1.	Set up								
2.	Pre-fieldwork activities: Final Sample plan designing. Translation questionnaire. Data map and preliminary questionnaire designing for piloting								
3.	Train the interviewers								
4.	Conducting pilot study (testing questionnaire).								
5.	Questionnaire revision and designing questionnaire into final draft								
6.	Basic Fieldwork: The formation of 2 mobile teams (1 + 4 Supervisor interviewers), transport costs, travel expenses, interviewing of respondents, Incentives, quality control of interviewers, initial registration of responses								
7.	10% Data completion								
8.	50% Data completion								
9.	Final data completion								
10.	Data entry (putting data into Excel and SPSS)								
11.	Primary Data processing and cleaning								
12.	Development and delivery of the technical report and filed database								

1 Indicated all main activities of the assignment, including delivery of reports.

2 Duration of activities shall be indicated in the form of a bar chart.

DELIVERABLES

The deliverables shall consist of the following:

- A detailed sampling plan submitted prior to the start of pretest fieldwork (piloting).
- The raw data delivered in SPSS (.sav) format.
- Frequency tables (counts and percentages) for each question provided in Excel including cross-tabulations by gender, income, and city.
- The completed "Methodological Report Form" (about 10 pages A4).

Data Analysis:

The technical personal of MRP-EURASIA (in local offices) will cover adapting data map and putting data into the Excel and SPSS data map (designed by MRP-EURASIA).

MRP-EURASIA's SPSS programmer specialist (statistician) will clean, weight and process the data.

Data Cleaning encompasses three sub-processes:

- ✓ Data checking and error detection;
- ✓ Data validation;
- ✓ Error correction.

Market Research Company in Estonia



Contacts:

Lahe 35, Tallinn, Estonia
 Estonia RFQ@mrp-eurasia.com
 column101



Mr. Ivo Karilaid, Country Director of MRP office in Estonia
 ivo_karilaid@mrp-eurasia.com



Ms. Alla Vallades, Local Senior Supervisor for Market research services in Estonia



“Randomized Selection of Households”

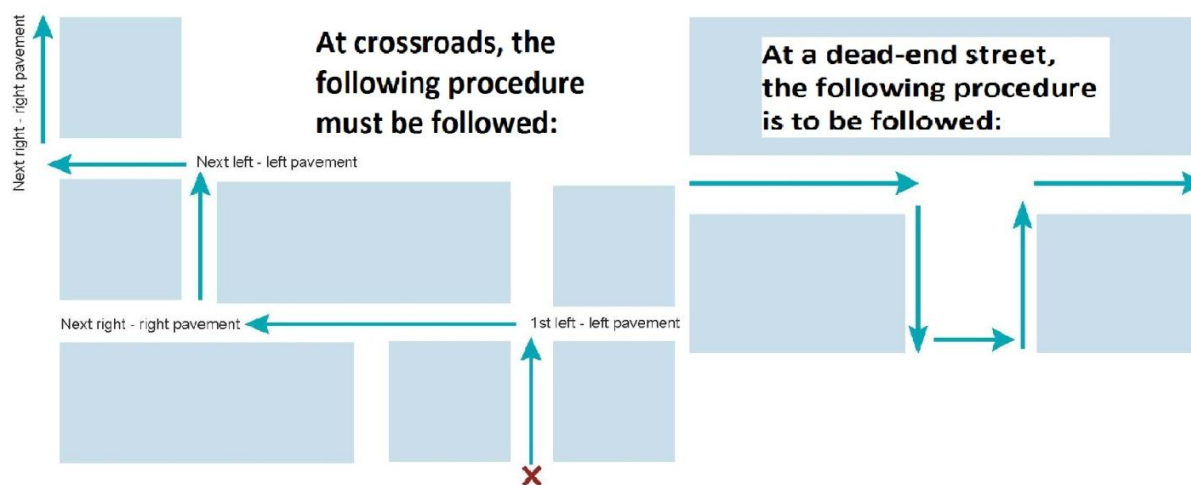
In all settlements, Starting Sampling Units (SSUs) will be selected as the starting points (First stage of the field work) on the basis of geo-administrative urban divisions. The Second stage in sampling consisted of selecting households within each SSU. The aim will be to make sure that each household will be selected with an equal probability within all households in this SSU in this set.

Two sampling procedures will be used. In according to random walk fieldwork procedure the fieldwork coordinator will select the first address to be sampled and the interviewer will be given clear instructions on how to select remaining addresses within this SSU. For all settlements in this project the sample will not be pre-selected to ensure that the probability of any household's will be always equivalent to the probability generated by random selection. In order to select a household randomly, they will be asked to use the same instructions as it is provided below.

Interviewers must follow strict instructions for identifying potential respondent-households:

Office buildings, uninhabited/abandoned housing units, schools, hospitals, public buildings, factories, workshops, supermarkets and shops are excluded from the count. Facing the street, interviewer goes to the left. He/She rings the doorbell of every fifth housing unit (i.e. houses or apartments). When turning at the end of the street, interviewer does not stop counting housing units.

The standard interview method called for each selected household to be visited at least three times before being replaced. See this tab:	1.	2.	3.	4.	5.	6.	7.	8.	9.	10.
	Start									
	1st contact			2nd contact			3rd contact			4th contact



If there is no other street (e.g. a park) at the end of the street, then the interviewer returns to the corner of the street where he/she changed direction and turns left if he/she previously turned right or vice versa.

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Contacts:

Lahe 35, Tallinn, Estonia
 Estonia RFQ@mrp-eurasia.com
 column101

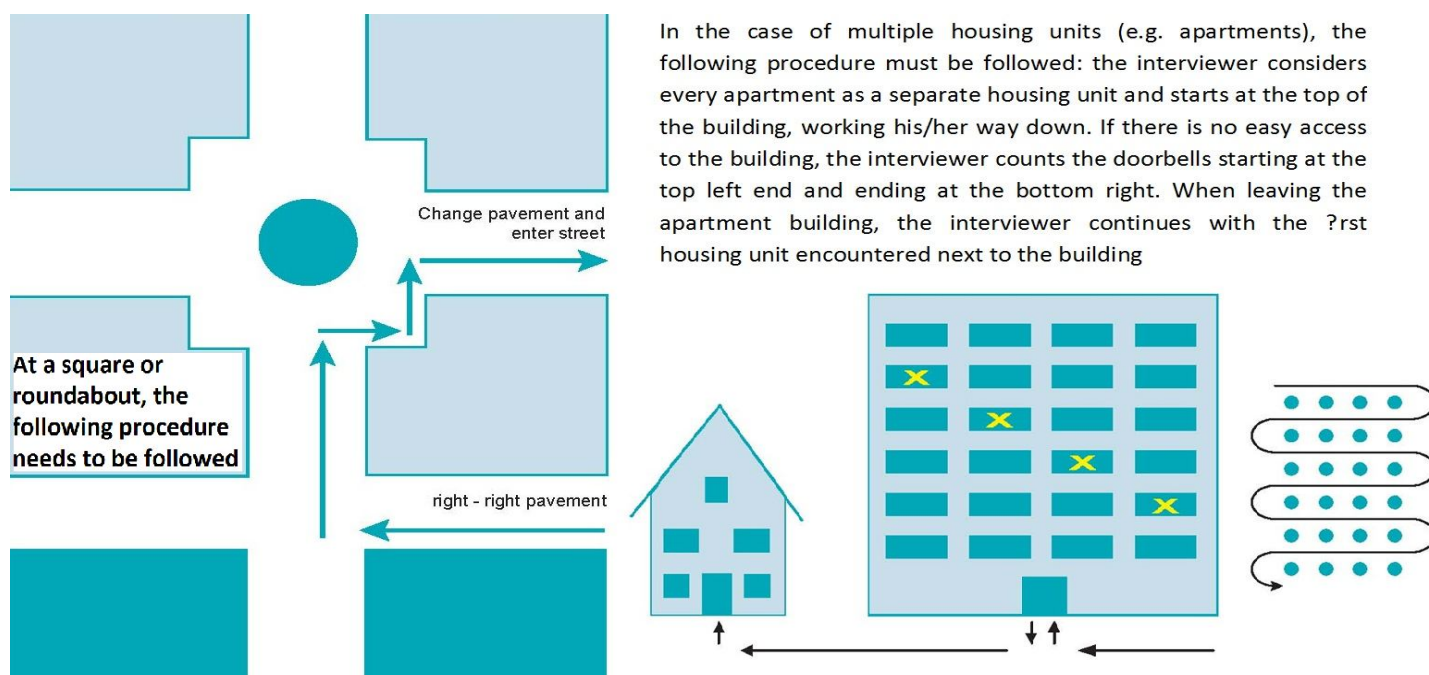


Mr. Ivo Karilaid, Country Director of MRP office in Estonia
ivo_karilaid@mrp-eurasia.com



Ms. Alla Vallades, Local Senior Supervisor for Market research services in Estonia





As a result any household in the selected SSU has an equal probability of getting caught in our sample.

Market Research Company in Estonia



Contacts:

Lahe 35, Tallinn, Estonia
 Estonia_RFQ@mrp-eurasia.com
 column101



Mr. Ivo Karilaid, Country Director of MRP office in Estonia
ivo_karilaid@mrp-eurasia.com



Ms. Alla Vallades, Local Senior Supervisor for Market research services in Estonia



“Method of respondent selection”.

Respondents will be selected with the help first contact person (regardless of age), who opened the door, based on the following requirements: persons aged 18+ years, as head of household or the most knowledgeable person of this household. Under no circumstances can the selected respondent be substituted with another person who is meeting to abovementioned features. At every address, up to three calls-attempts will be made to get an interview with the chosen respondent. There will only be one adult 1 interview in each selected household (with head of this household or the most knowledgeable person in this household), as many as possible number of adults 2 (Unmarried persons) in this household and as many as possible of children (aged 5-17 years old) in this household.

Thus, when a pair of interviewers (junior and senior) reach a particular household, meets all the necessary selection criteria, they are seeking a first contact with the head of household or the most knowledgeable person in this household (persons aged 18+ years).

Senior interviewer achieves an interview with him «adult 1" according to a structured questionnaire on the model in Attachment 5 "Preliminary structure of the questionnaires for the different categories of respondents." (See below).

At the same time, a senior interviewer asks for help first contact person in the household to organize additional interview with «adults 2» (aged 18- 27 years), as many as possible number and «children» (aged 5-17 years old)), as many as possible number in this household as well.

An interview with «adult's 2" performs junior interviewer in parallel with the work of a senior interviewer (to save time). Then, after the interview with "1 adult," a senior interviewer starts interviewing "children" in this household (with the authorization and presence of the parent or guardian and assisting of junior interviewer).

On this action operations with this particular household (Survey Unit) in selected SSU are completed and interviewers transferred to the next household in selected SSU according to the rules in Appendix 1 «Randomized Selection of Households» (see above). In this case, each pair of interviewers after completing each household prepares a special report to their PSU supervisor on the following schedule:

NOTE RESULT OF EACH OF VISITS, LEADING ROUND THE CIRCLE THE CORRESPONDING CODE.

Codes of results of visits:

1. The address does not exist.
2. Anybody there is no house.
3. The respondent not in a condition of a message conversation (it is sick, it is not sober etc.).
5. There is no respondent the house.
6. On holiday, in business trip etc.
7. The respondent has no time for conversation, fixed other time.
8. Refusal of the respondent.
9. The questionnaire is completed.

The respondent will be selected out of all members of the selected household, not only from those present during the visit.

Market Research Company in Estonia



Contacts:

Lahe 35, Tallinn, Estonia

Estonia RFQ@mrp-eurasia.com

columna101

Mr. Ivo Karilaid - Country Director of MRP office in Estonia
ivo_karilaid@mrp-eurasia.com

Ms. Alla Vallades - Local Senior Supervisor for Market research services in Estonia



"Preliminary Model of the Control Questionnaire".

CONTROL QUESTIONNAIRE

1. Tell, please, if you were interrogated in _____ month of this year?

yes 1

no 2

IF THE RESPONDENT WAS NOT INTERROGATED (THE SECOND VERSION OF THE ANSWER) - CONTROL IS FINISHED.

2. Call the place where there took place poll:

at your place 1 on your workplace 2 in other place (where exactly?)

3

3. Our employee who came to you with the questionnaire was familiar to you before, or not?

yes, was sign 1

he is a little familiar 2

he is not familiar 3

4. What impression it made on you? very good 1 good 2 average 3 bad

4 very bad 5

5. He read your questions aloud, or you read questions? _____

all questions were read by the interviewer 1

all questions read I 2

I read questions itself because the interviewer left me

the questionnaire for independent filling and left 3

6. How many minutes, approximately, poll lasted? _____ min.

7. Whether there were any of members of your family during poll? yes 1

no 2

I do not remember 3

8. During poll our employee showed you cards with versions of answers? yes 1

no 2

Whether 9 the question of birthdays of members of your family Was set to you? yes 1

no 2

a) Whether questions of that were set to you in the course of interview... (SPECIFIC QUESTIONS FROM the QUESTIONNAIRE)

yes 1

no 2

And now, several questions of you.

b) How many full years to you were executed?

_____ years.

c) What education at you?

d) How many adult family members live together with you?

We thank for participation in research!

e) NOTE the SEX of the RESPONDENT man's 1 female 2

Market Research Company in Estonia



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Estonia RFQ@mrp-eurasia.com

columna101



Mr. Ivo Karilaid - Country Director of MRP office in Estonia
ivo.karilaid@mrp-eurasia.com



Ms. Alla Vallades - Local Senior Supervisor for Market research services in Estonia



Attachment 4

“Preparation of local field executors for the project”.**Program of training of Supervisors on mass poll on webinars.**

Description of the target groups: (11 persons)

Curriculum:

1. Learn the proper distribution of tasks within the crew of regional interviewers and to explain them the purpose and possible problems of job interviewers. Provide every interviewer enough material, to be able to replace quickly and correctly SSU, a household, the respondent (lack of access or absence of the respondent on the place).
2. Full understanding of the supervisor's role and responsibility
 - a. Coordination and control of all interviewers' activities in a cluster, while collecting data of interrogated households.
 - b. Monitoring, checking and assessment of quality of the work of interviewers, particularly the quality of the data recorded in the completed questionnaires.
 - c. The reporting on management concerning all activities of interviewers.
3. Ability to make reports and quickly send to fieldwork coordinators at the end of work in the surveyed PSU at once.
4. Capacity, if necessary, to organize command meetings with interviewers on the discussion of the progress made during the poll, arisen problems, to provide feedback by results of monitoring achieved, and also for current remarks and explanations received from the head office in Chisinau.

The main topics of the training will be:*General Background:*

- Imparting an understanding and appreciation for the project, history and goals, to interviewers and supervisors
- Providing an overview of the methods, ethics research of market and opinion polling
- Introduction to study design and methodology
- Introduction to the Sample
- Training for special communications skills required to interviewers;
- The importance of respecting instructions, skip patterns and completing interviews;
- Confirming and correcting completed interviews;
- Making contact and gaining cooperation;
- Controlling the interviews;
- Detailed review of each survey module;
- Establishing and maintaining confidentiality;
- Role playing and interview techniques;
- Interview exercises and demonstrations;
- Question and answer sessions;

Market Research Company in Estonia

	Contacts:  Lahe 35, Tallinn, Estonia  Estonia_RFQ@mrp-eurasia.com  +372 666 1011
	Mr. Ivo Karilaid, Country Director of MRP office in Estonia ivo_karilaid@mrp-eurasia.com
	Ms. Alla Vallades, Local Senior Supervisor for Market research services in Estonia



Survey Logistics:

- Field supervision;
- Roles of supervisors, senior and junior interviewers;
- Monitoring progress, performance, and problems;
- Data quality and quality control;
- First editing of the received data, electronic registration;
- Detailed review of non-interview quantitative data collection;
- Coding sample units and verifying data;
- The MRP-EURASIA letter of introduction (in case of experts interviews);
- Working with local MRP office;
- Survey logistics and management;
- Testing and review;
- The pilot test.

Moderators will be responsible for certifying attendance and completion of the training course. Interviewer and supervisor testing will be included in the program. Field staff will be required to successfully perform exercises, to demonstrate that they clearly understand the modules in the questionnaire, that delivering the questions in the right version and that properly recording responses on the survey forms. Participants will be asked to respond to specific questions regarding the survey objectives, logistics and interviewing techniques. In addition, online program will be structured so that the participant's answers to the text-entry practice are captured and a summary report of the responses can be printed at the end of the program for the training moderator, supervisor and HR resource and regional manager of the project to use as key learning points in future. There is also an option for the participant's supervisor and the training facilitators to have a copy of the participant's responses automatically mailed to him. Besides being "take away" reference point for the participant, this format is designed to discourage "passive participants".

Occupation duration: 12 hours (2 school days).

Responsible: Alexandra Trotiuc.

Performed by: Moderators: Nicolae Moscalu, Serghei Neicovcen

Required technical resources in the head office and local office in Estonia: Computer, operational system Windows 7-10, web-streaming soft, electronic projector, web-cams, microphone, audio speakers or headphones.

Required technical resources in local regional offices: operational system Windows 7-10, computer, operational system Windows 7-10, web-streaming soft, electronic projector, web-cams, microphone, audio speakers or headphones.

Translation of methodical materials: Estonian, Russian and English

Terms of implementation: 2 days (12 hours)

Methods: in webinars

Materials: electronically and paper material.

Market Research Company in Estonia

	Contacts: 📍 Lahe 35, Tallinn, Estonia ✉ Estonia_RFQ@mrp-eurasia.com 📞 +3726600101
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Mr. Ivo Karilaid - Country Director of MRP office in Estonia
ivo_karilaid@mrp-eurasia.com

Ms. Alla Vallades
 Local Senior Supervisor for Market research services in Estonia

MRP-EURASIA

For interviewers in mass poll

Before preparing the communication part of the project, a qualifying certification will be carried out. By results of this certification, it will be decided a sufficient number of the field personnel to be involved or an additional recruitment (specific staff for this project).

A set of criteria and requirements that an interviewer must satisfy both for passing the certification and the subsequent training course of the project, is given below:

1. At least a Higher Legal Education (with or without experience in the specialty) with over the last 5 years in Moldova and more than 20% of respondents must be graduated in higher educational institutions. Therefore, there will be no problem in recruiting or any assumptions about the number of interviewers - young specialists (25-30 years) with higher legal education.
2. Reliability and sense of responsibility: understanding of the purpose and personal tasks within the assignment.
3. Morality, obligation, punctuality.
4. Intelligence and ability to be trained ("to grab on the fly"): open mind, self-organization and ability to adapt to the changes "sensitively and quickly".
5. Ability to write down accurately and quickly: in order to plan respecting the observance of standards and rules, with self-improvement, diligence and persistence.
6. Capacity to communicate: "to understand the interlocutor" and "to find a common language" with the respondent.
7. Ability to build trust: ability to overcome suspicions and "fears" of the respondent and to inspire "tranquility and self-confidence".
8. Competence to accurately express the thoughts and speeches: correct and clear communication of Romanian and Russian literacy, using legal semantics and idioms.
9. Accurate appearance.
10. The expressed interest in polls.

Training of interviewers is conditional and will be divided into two parts: general and special. The first part of the educational and training program covers the theory of communications and all common opportunities and options. Subsequently the interviewer will be instructed (to be trained) in relation to the project and to the target groups identified.

Training program of interviewers for mass poll.

Interviewer training is essential to gather high quality data. Training programs will be tailored to the draft questionnaire. Training will require field interviewers to perform repeated exercises, role playing games, to ensure that they fully understand the materials, understand the ways in which a subject's reply can be interpreted, learn how to clarify ambiguities and are able to apply what they have learned in the field.

Training will include an explanation of the study's objectives so that each member of the field team understands its purpose and commits to ensuring high quality data. Field interviewers will learn how to gain cooperation, administer the questionnaires, and accurately record details of contacts with the respondents and other informants.

The development training modules that test and hone the skills interviewers is a key component of MRP-EURASIA training plan. MRP-EURASIA staff will develop the primary training materials and work with local experts to adapt those materials or develop additional materials as may be necessary for the country context.

Market Research Company in Estonia



Contacts:

Lahe 35, Tallinn, Estonia

Estonia RFQ@mrp-eurasia.com

columna101

Mr. Ivo Karilaid, Country Director of MRP office in Estonia
ivo.karilaid@mrp-eurasia.com

Ms. Alla Vallades, Local Senior Supervisor for Market research services in Estonia



Because of the great number of respondents involved in the study, training schedule will be conducted in head-office MRP-EURASIA (Central economical region of Moldova) and in Estonian regional center of MRP-EURASIA.

MRP-EURASIA has the necessary training specialists and experience to organize and conduct learning training web-exercises with the field staff Estonia, where will be conducting the interviews. The learning program is anticipated to be a 2 day session based on materials made available electronically. There will be 1 session conducted over the course of the training period in which field staff assigned for the 4 dedicated districts of Estonia will participate online.

Interviewers will have training e-manuals (lectures and suggestions) receive illustrations and presentations in PowerPoint after the learning termination. They will receive images, files or texts (training materials) from the Moderators.

Description of the target group: (44 persons)

1. Opening speech and greeting.

- Opening speech, distribution of training materials.
- A brief history about the purposes of occupations.

2. Information on sociological service.

- Distribution of functions of regular and non-staff employees.
- Code of ethics of the company. **Polls with children – all important things and corresponding to the requirements of national legislation and ESOMAR.**

3. The interviewer's work and qualities necessary for it.

- Appearance, capacity to communicate, goodwill, honesty and confidentiality.

4. The main investigation phases and the place of the interviewer.

- Definition of the subject and purpose of the training.
- Choice of the program and planning of the training.
- Selection of people who should be identified according to the project.
- Drawing up and preliminary quality control of questionnaires.
- Process of poll and role of the interviewer.
- Interview coding and processing of search results.
- Analysis of results and preparation of the report on research.

5. Main types of polls.

- The study of public opinion.
- Sociological researches.
- Market researches.

6. Main types of the asked questions.

- Questions of behavior, relation, belonging to vulnerable groups.

7. Selection.

- Essence of selective research.
- Types of selective procedures and principles of creation.

Market Research Company in Estonia	
	Contacts:
	 Lahe 35, Tallinn, Estonia
	 Estonia_RFQ@mrp-eurasia.com
	 column101
	Mr. Ivo Karilaid, Country Director of MRP office in Estonia ivo_karilaid@mrp-eurasia.com
	Ms. Alla Vallades, Local Senior Supervisor for Market research services in Estonia



- Realization of the last step of selection: identify a household and a respondent.

- Selection of Experts for poll.

8. *Poll process. Interviewing and questioning.*

- Characteristics of poll: residence and phone.

9. *Establishment of the first contact of the interviewer and respondent.*

- How to be presented.

- What to answer to the respondent on his questions.

10. *Fixing answers of respondents in the questionnaires.*

- Tools of research.

- Rules on the type of record answers regarding close or open or tabular questions.

- Work with cards and other materials.

- Editing records and self-checking.

11. *Behavior of the interviewer during poll.*

- The answers inducing respondents to delivery of reliable information.

12. *Unattainability of respondents and problem of refusals.*

13. *Control of quality of field material.*

- Types of control organized: telephone, repeating control survey, post control.

14. *Interaction of the interviewer with the supervisor.*

- Instructing, intermediate and final methodical reports and work delivery.

Occupation duration: 12 hours (2 school days).

Responsible: Alexandra Trotiuc.

Performed by: Moderators: Nicolae Moscalu, Seghei Neicovcen, Alina Secieru - Assistant trainer

Required technical resources in the head office and local office in Estonia: Computer, operational system Windows 7-10, web-streaming soft, electronic projector, web-cams, microphone, audio speakers or headphones.

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Translation of methodical materials: Estonian, Russian and English

Terms of implementation: 2 days (12 hours)

Methods: in webinars

Materials: electronically and paper material.

Market Research Company in Estonia	
	Contacts: Lahe 35, Tallinn, Estonia Estonia RFQ@mrp-eurasia.com columna101
	Mr. Ivo Karilaid, Country Director of MRP office in Estonia ivo.karilaid@mrp-eurasia.com
	Ms. Alla Vallades, Local Senior Supervisor for Market research services in Estonia



Attachment 5

“Preliminary structure of the questionnaires for the different categories of respondents”.

Our questionnaires should help us to understand the following factors:

1. Loyalty of consumers (on the basis of above three categories of respondents in our study). What could persuade consumers to abandon the familiar products and brands?
2. Management the attention of the consumer in choosing new products. What are the principles for the identification of "bad-good", "high-low", "interesting-boring", "useful-harmful", "an unworthy or prestigious," "my style- not my style," etc.?
3. Management the mood and psychological state of the consumer (on the basis of all the above categories of respondents in our study) in different situations purchasing products.

We should fully define and describe all possible situations of formation a purchasing decision. We should identify the factors that motivate consumers on the risk of the experiment with a new brand with a new taste and a consistency of the product.

We have to understand what channels and means of the product distribution and what marketing channels are the most favorable and predictably in the creating or changing of the consumer's mood to the desired direction. Thus, based on this survey, we will understand the sales market structure in Estonia.

We should predict the possible capacity and market flexibility based on the expectations and the opportunities of the consumers.

Thus, for implementing the above goals, to be resolved the following number of challenges:

Objectives of the survey:

1. Fix the recognition of the company and brand products on the studied market.
2. Identify consumer preferences and decision-making factors.
3. Identifying major competitors.
4. Determination of the main sources of information about the product.
5. Preparation of the complex events plan to increase recognition and loyalty to the company and brand
6. Get a detailed basis for the formation of investment in the promotion of products and brands
7. Assess sales volumes and the market capacity for the medium term

Based on the general model of questionnaire (see below), we can design a special categorical questionnaires for the following types of respondents:

- For **adults (1)**:
Persons, as head of household or the most knowledgeable person of the household
- For **adults (2)**
Unmarried persons living in this household
- For **children** living in this household

Market Research Company in Estonia	
	Contacts: Lahe 35, Tallinn, Estonia Estonia RFQ@mrp-eurasia.com columna101  Mr. Ivo Karilaid - Country Director of MRP office in Estonia ivo_karilaid@mrp-eurasia.com  Ms. Alla Vallades - Local Senior Supervisor for Market research services in Estonia 

For adults (1 and 2) Key questions (draft questionnaire for the survey face-to-face):

1. Who in the family make a decision to buy products?
2. Has the family children (5-17 years of age)?
3. Has the family/household unmarried young people? (18-27 years of age)
4. Could you help conduct interviews with the children in your household?
5. Could you help in arranging interviews with unmarried young people in your household?

Q1. Sex (male or female):

Q2. Place of residence (the interviewer notes his own):

Recognition of brands (by name / brand). This is not the name of the manufacturer

Q3 What is the brand of sweets first comes to mind?

Q4 What other brands of sweets do you know?

Q5 What other brands of sweets you know (from the list)?

Q6 What brand of sweets have you tasted before - over 6 months ago 1 year ago? (Options will be developed separately).

Q7 What brand (s) of sweets you are buying on a regular basis for the last 6 months? (Options will be developed separately).

Q8. Why did you buy this particular brand of sweets and no other? (Options will be developed separately).

1. I like the taste.
2. I like the color.
3. I trust the producers.
4. I trust the producing country.
5. Healthy.

Q9. Sweets that you are buying regularly? (Options to be developed separately).

The sensitivity to price

- The product is selected by _____. Price does not play value.
- The product is selected by _____. Price studied and taken into consideration.
- When choosing a product focuses on price.

Q10. What kind of candy you buy regularly? (options will be developed separately).

Q11. The weight of the package you regularly buy sweets?

1. 50 grams. / Less.
2. 100 grams.
3. 150 grams.
4. 200 grams.
5. More than 200 gr.

Q12. Conventionally, when you buy sweets,

You know in advance what brand to buy

You choose the brand sweets right before the shelves in the store

Q13. What do you do when in the store does not find a brand of sweets you purchase regularly?

1. postpone the purchase to the next shopping
2. I'm going seek this brand in other retail outlets

Market Research Company in Estonia

	Contacts:
	 Lahe 35, Tallinn, Estonia
	 Estonia_RFQ@mrp-eurasia.com
	 column101
	Mr. Ivo Karilaid - Country Director of MRP office in Estonia ivo_karilaid@mrp-eurasia.com
	Ms. Alla Vallades Local Senior Supervisor for Market research services in Estonia



3. Buy a different brand of sweets, similar to the one that is missing.
4. Buy another any brand

The importance of a purchasing place for a purchasing decision

Q14. In what outlets you often buy sweets?

1. Supermarket.
2. The trade network.
3. A large gastronomie-supermarket.
4. Food Store.
5. Market / wholesale market.
6. The pavilion / trading tent.
7. Cafe
8. A street tray

The study of frequency of purchases, of the principle of consumption:

Q15. How often do you buy a brand of sweets that you purchase on a regular basis?

1. Approximately 1 time per week / more often.
2. Approximately 2-3 times per month.
3. Around 1 time per month.
4. About 1 in time in 2-3 months.
5. About 1 in every six months.
6. Less than 1 time in half year / ever.

The study of preferences by country of manufacture:

Q16. Sweets of which country do you consider best possible on quality? (A list of countries to be developed in detail)

1. Finland
2. United States
3. Sweden
4. Russia
5. Ukraine
6. Belarus
7. Germany
8. Britain
9. Arab
10. Other

The study of preferences:

Q17. When you buy sweets, what characteristics to you are of primary importance?

1. Brand sweets

Market Research Company in Estonia	
	Contacts: Lahe 35, Tallinn, Estonia Estonia_RFQ@mrp-eurasia.com columna101  Mr. Ivo Karilaid, Country Director of MRP office in Estonia ivo_karilaid@mrp-eurasia.com  Ms. Alla Vallades, Local Senior Supervisor for Market research services in Estonia



2. The design of the package.
3. Packing / Baggers.
4. The country of origin.
5. Place of growing sweets.
6. Taste of sweets.
7. Price.
8. Health Benefits.
9. Advertising.
10. Advice of friends and relatives.
11. Seller Advices.
12. Advices buyers in the store.

Q18. What proportion of the family budget (question to the household head) are you willing to allocate per week on sweets?

Q19. How much (a question to the household head) are you willing to allocate per week on sweets?

Q20. What proportion of the family budget (question to unmarried adult) are you willing to devote a week on sweets?

Other potential sets of questions:

1. The sensitivity to price (demand elasticity):

- The product is selected by _____. The price does not play a crucial.
- The product is selected by _____. Price studied and taken into consideration.
- When choosing a product focuses on price.

2. The principle of purchasing

- I buy fast and of pulse (on the run)
- I buy fast and of pulse (on the run), because clearly I know what I want
- carefully select and seeking the most suitable option at this moment
- pre-plan purchasing of sweets and do not depart from my plans in the store

3. Attitude towards new products

- I buy one and the same familiar product
- I like to experiment and buy new products

4. Factors that could convince you to abandon a familiar and habitual purchase.

Why are you ready to abandon the purchasing:

- a. not suitable at quality.
- b. do not like the color and shape or design,
- c. convinced that too many synthetics
- d. no extra money,
- f. more.

5. Sources of information about the product

- a) Sources of information on updates in the product market
 - TV
 - radio

Market Research Company in Estonia

	Contacts:
	 Lahe 35, Tallinn, Estonia
	 Estonia_RFQ@mrp-eurasia.com
	 column101
	
Mr. Ivo Karilaid, Country Director of MRP office in Estonia ivo_karilaid@mrp-eurasia.com	
	
Ms. Alla Vallades, Local Senior Supervisor for Market research services in Estonia	



- printable advertisement
 - advertising at points of sale
 - in stores when I see a new unfamiliar product on sale
- b) Do you pay attention to advertising of the product?
- c) Advertising which brands do you remember and can call? What is remembered?

A special set of questions relating to chocolate products.

1. How often do you purchase chocolates?

- Everyday
- Two or three times per week
- Once a week
- Even rarer

2 Do you consider chocolate as:

- Foods of everyday feeding
- You buy for a special occasion and holidays

3. Factors affecting your choice of chocolate:

- The quality of chocolate
- Taste qualities
- The benefits for your health
- Availability
- Price

4. What kind of chocolate do you prefer?

- Bitter (dark)
- Lactic
- White
- Porous
- Aromatized

5. Do you prefer chocolate?

- With additions
- Without additions

6. When with additions, then what

7. What kind of chocolate are you purchase most often:

- Tiled
- Batons
- Chocolate candies
- By weight
- The liquid (hot chocolate)

8. When there is a situation of choice between two equal in price and quality chocolates. In this situation you prefer:

- product imported (European producers)

Market Research Company in Estonia	
	Contacts: Lahe 35, Tallinn, Estonia Estonia_RFQ@mrp-eurasia.com columna101  Mr. Ivo Karilaid, Country Director of MRP office in Estonia ivo_karilaid@mrp-eurasia.com  Ms. Alla Vallades, Local Senior Supervisor for Market research services in Estonia 

- product imported (Russian or Ukrainian producers)
- product imported (Turkish producers)
- product imported (Arab producers)
- a product of domestic production

9 Where do you usually buy chocolate:

- In the firm (specialized) stores
- In shops (some types of retailers: options)
- in kiosks
- in the supermarket or hypermarket

10. Do you think that at the moment the price of chocolate:

- unreasonably high
- quite acceptable
- quite low

11. When the price of your favorite chocolate will rise, you:

- You will continue to buy it
- Replace it with a cheaper product
- You will not buy at all

12. When unfamiliar chocolate (the quality is not below of the habitual product, but the cost – is lower) will appear in the store, you will::

- Continue to buy the familiar chocolate
- Replace it with a cheaper product
- You will not buy at all

13 When unfamiliar chocolate (the quality is much higher than the habitual product, but the price is the same) will appear on the market, you will:

- Continue to buy the familiar chocolate
- Replace it with a more expensive product
- You will not buy at all

14. Do you consider the product chocolate and derivatives of it as a good gift for you and your family?

15. Specify the criteria that guide you when purchasing chocolate

- Taste, aroma
- Color
- Consistency
- Type of filling
- The composition, caloric
- Price
- Prominence
- Packaging
- Other (specify)

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16. What toppings do you prefer?

Hazelnut
 Raisins
 Almond
 Peanut
 Fruit (whole fruit)
 Fruit (crushed fruit)
 Fruit (jam)
 With liquor
 Cream
 With milk soufflé
 Without filling
 Other (specify)

17 Your favorite brand of chocolate?

Ritter Sport
 Milka
 Toblerone
 Alpen Gold
 Kinder
 Nestle
 KitKat
 Nesquik
 Milky Way
 Mars
 Nuts
 Snickers
 Dove
 Twix
 Bounty
 Korona
 Ferrero Rocher

18. What is the optimal price for a chocolate bar, weighing 100 grams?

to 0.25 EUR
 0,25-0,50 EUR
 0,50-1.00 EUR
 1,00-1,5 EUR
 1,50-2.00 EUR
 2.00-2,50 EUR
 2,50-3.00 EUR

Demographic status

D20. Age:
 D21. Family status:
 D22. Education:
 D23. Your income:

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	 Lahe 35, Tallinn, Estonia		
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For children Key questions (draft questionnaire for the survey face-to-face):

Q1. How old are you?

Q2. Are you sitting at home, you go to the kindergarten, attend school? Did you visit "mugs" of interest?

Q3. Whether you are helping elder in your family?

Q4. Is your group is large (in kindergarten, school, team)?

Q5. What are your favorite foods? (Mark all that you want)

1 Cereal (any cereals, including oatmeal, buckwheat, rice, etc.)

2 soups (any)

3 Dairy products (fermented baked milk, kefir, yogurt, etc.)

4 Cottage / curds, cheese dishes

5 Fresh fruit

6 Fresh vegetables and Vegetable salads

7 Bread

8 Meat dishes

9 Fish dishes

THE DRINKS

18 Milk

19 Cocoa, hot chocolate

20 juice / juice

21 Compote / jelly

22 Sweet sparkling water (Pepsi cola, etc.)

23 Mineral water

10 Eggs and egg dishes

11 Sausage / sausage

12 Chips

13 Crackers bags

14 Cheeseburgers / sandwiches

15 Lollipops

16 Chocolate, sweets

17 Brownies / pastries / cookies / cakes / paste / pakhlava / lokum et al. (options would be developed further)

Q6. What are your top three friends (A, B, C)?

Q7,8,9. For each friend (girlfriend): He (she) has the age of ____

Q10,11,12. For each friend (girlfriend): repeats the question of Q2.

Q13,14,15. For each friend (girlfriend): repeats the question of the Q5.

Q16. What kind of chocolate do you prefer?

- Bitter (dark)
- Lactic
- White
- Porous
- Aromatized

Q17. Are You visiting the children's cafe?

Q18. Do you like to choose the sweets in stores?

Q19. Who in the family usually buys to you sweets?

Q20. What types of sweets do you prefer? (Options will be developed separately)

Q21. Would you like more purchases of sweets?

Q22. What do you think that prevents your _____ to buy more (and more frequently) sweets for you? (Options will be developed separately)

Q23, Q24, Q25 in each of these questions are repeated questions from Q16, Q17, Q18, Q20, Q21 for friends A, B, C.

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ADDITIONAL PROPOSAL SPECIFICATIONS:

1. Our company does not expect any interference to the poll from any government authorities or entities, since all the surveys will be carried in civilized European countries in accordance with applicable local law and EU standards of European Union and ESOMAR. Our company has conducted many surveys in these countries in the past without any problems and successfully. According to European legislation, government agencies have no right to interfere in the polls, if not fixed violations of human rights (protection of personal information, there is no propagation of violence, perversions unhealthy lifestyles, no psychological pressure upon respondents, and the like).
2. Our company has extensive successful experience and knowledge to motivate respondents to sincerity and openness. We select communicable interviewers and prepare them to overcome psychological resistance, grow the confidence and relaxation among respondents. Our interviewers achieve understanding from the potential respondent, that the respondent was selected randomly without prior preparation and study of contact lists provided by third parties. We inspire to the respondent that our company is absolutely independent commercially and not engaged by government agencies, political parties and local leaders. Our respondents are ordinary people who are not different from respondents in this country. The respondents' answers will certainly impersonal before being go for processing and analysis. We convince the respondent that we are very interested in his opinion anonymously and guarantee objectivity.
3. Among the usual risks, probable illness of a particular supervisor or an interviewer (who get their daily norm) because polls will be held in the winter in the cold season. In this case, we always have a reserve of local experts and reserve 30% of the time to perform the norm number of interviews. For the rest, we do not see other possible risks for the project in these countries.

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