

Mareco Index Bosnia

“MIB offers unique ad hoc and continuous market, media and public opinion services, omnibus,

TV and radio audience measurement, ad monitoring, press clipping, desk research, mystery shopper, focus group and CATI”



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About Us

Make Smart Decision
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MARECO INDEX BOSNIA

as

RESEARCH SUPPLIER

Mareco Index Bosnia (MiB) is leading full service public opinion, media and market research company in Bosnia and Herzegovina, and conducts comprehensive ad hoc market, consumer, media and public opinion research on a national basis.

International recognition

-GALLUP INTERNATIONAL (status full voting)
Only one company in country it can achieved. For more information please contact
gallup.international@btinternet.com.

- **WAPOR** (World Association of Public Opinion)
- **ESOMAR** (European Society for Opinion and Marketing Research)
- **AMA** (American Marketing Association)

Member of the Taylor Nelson Sofres Group - one of the largest public opinion, media, market research company in the world.

As member of Gallup International MIB will be certified ISO 9001:2000 by the end of 2004.

Through its participation in regional networks MiB is able to arrange and coordinate media, market and opinion research in Serbia & Montenegro (Kosovo), Macedonia, Bulgaria, Romania, Ukraine, Albania, Hungary, Poland, Slovakia, Czech Republic.

Full service

MiB has its own in-house data processing facilities, guaranteeing clients timely, accurate and confidential data handling. MiB adheres to ESOMAR standards of conduct in its dealings with clients and survey participants.

Covering all phases of research from ...

- * Questionnaire design
 - * Fieldwork
 - * Data entry and programming
- to**

- * Reporting

In addition

- * Consulting
- * Licensed specialized softwares for TV Audience Measurement, Radio Measurement, TV AD Monitoring
- * In-house software programming on special request

MiB offers unique ad hoc and continuous surveys

- * Omnibus
- * B&H Media Market Monitor- MIB annual publication
- * TV Audience measurement (TVM)
- * TV Ad monitoring
- * Radio measurement
- * CATI (Computer Assisted Telephone Interviewing)
- * Press Ad Spend (PAD)
- * Press Clipping (PCP)
- * Desk research
- * Mystery shopper

and all types of Ad hoc Surveys on Client request

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Surveys

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MIB offers ad hoc market, media and public opinion research on a national basis. MIB also conducts desk research in market measurement, media tracking and other topics on a client-specific basis.

*** Omnibus in Bosnia and Herzegovina, 2003**

Quantitative research using the method of "face-to-face" interviews. Sample is national representative and sampling plan is made according to the latest official estimations of population in Bosnia and Herzegovina. The MIB-BUS questionnaire closes the first of the MIB-BUS month (February, April, May,

June, September, November). Fieldwork begins on or about the 15th in month and ends within ten days. Results are available no later than two weeks after the end of field.

*** B&H Media Market Monitor, Annual Publication, 2003**

Mareco Index Bosnia is providing information about Bosnia and Herzegovina, its public opinion, market and media since 1996 and will continue to do that in the future. This is the sixth volume of B&H Media Market Monitor, adjusted to the Clients interests. Each buyer is getting: CD-Rom with tables and preview in hard copy. Price of publication is 1250 KM. For BiH companies 10% of tax is included.

*** TV Audience Measurement, 2003**

Mareco Index Bosnia is continuing with TV Audience Measurement in Bosnia and Herzegovina. TVM survey will be conducted in eight waves: February, March,

April, May, September, October, November, December. Total sample size is 800 respondents distributed across B&H representatively in eleven (11) of its major conurbations, defined as Top TV Markets (Sarajevo, Zenica, Tuzla, Mostar, Bihac, Gorazde, Travnik, Banja Luka, Doboij, Bijeljina, Brcko). Target group are people between 12-69 and will be divided in five age groups: 12-17; 18-24; 25-35; 36-49; 50+.



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Omnibus in Bosnia and Herzegovina, 2003

I. Methodology specification

Research type: Quantitative research using the method of "face-to-face" interviews.

Sample: MIB-BUS meeting the following sample method. The sample is drawn using a multi-stage, stratified random sampling method.

Stage 1: Random selection of sampling points proportional to the distribution of population.

Stage 2: Random selection of starting points within each sampling point.

Stage 3: Selection of households using the "random route" technique.

Stage 4: Selection of individual respondents (1 per household) using a random selection key (next birthday). There are two call backs before a selected respondent is replaced (from another randomly selected household in the same sampling point).

The sample is distributed in sampling points allocated to the designated urban and rural areas. 10% of sampling points will be drawn to serve as substitutes. Ten interviews is conducted at each sampling point. A minimum 10% of the interviews is subject to backchecks by field supervisors and 5% by MIB staff.

Sample will be national representative and sampling plan will be made according to the latest official estimations of population in Bosnia and Herzegovina.

MIB-BUS reaches 2.500 households bimonthly (one 18+ interview per household) and is representative of the country by region (Federation B&H N=1650; Republika Srpska N=850), urban/rural residence and respondent gender, age and ethnicity. A total of 250 sampling points are selected at random from a national place name directory, proportional to population. Any boosting is available. Overall the survey has an error margin due to sampling of +/- two percentage points. Sampling error margins are larger for sub-groups of the population.

MIB-BUS provides the following demographics: gender, actual age, education, marital status, work status, respondent occupation, head of household occupation, household size, number of children in three age categories, household monthly income, vote intention, ethnicity, and residence (urban/rural, canton, entity).



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Quality Control

MIB implementing quality control measures to ensure a high level of interviewer performance. Quality control should take place in all cities/places selected for the project. Min. 15% of the total number of interviews is verified. Supervisors are doing two types of control (direct and address) and telephone control is performing directly by MIB controlling both supervisors and interviewers. All controlled respondents must be selected randomly (used Random Number Generator).

There are three methods of quality control applied:

1. Direct supervision (supervisors present during the interviewing)
2. By address (going on respondent's address after interviewing - by supervisor)
3. By phone (by supervisor and MIB)

Quality control measures including verification of the:

- fact that the interview took place
- proper application of the sampling plan in selecting the respondent
- the approximate duration of the interview
- the proper administration of the various sections of the questionnaire
- interviewer's general adherence to professional standards

Questionnaire: Client will provide final version of the questionnaire. MIB can also design questions on specific client request.

Products

Basic package: ASCII/SPSS data file with data map, written method report which will present the answers on any open-ended questions, field dates, methods for selecting households, information on refusals, problems that were encountered and the outlook for future surveys of this type, blank copy of the final question-

naire in the local language; frequency tables.

Advanced package: Basic package + tables according to the client written request. Price for advanced package will be negotiate separately with Client.

Schedule

The MIB-BUS questionnaire closes the first of the MIB-BUS month (February, April, May, June, September, November). Fieldwork begins on or about the 15th in month and ends within ten days. Results are available no later than two weeks after the end of field.



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Omnibus in Bosnia and Herzegovina, 2003

	Price for target > 50% of the sample (n=1251 - 2500, aged 18+)	Price for target < 50% of the sample (Up to n=1250, aged 18+)	Discount for placing 2-5 questions	Discount for 6 and more questions
Price per full open-ended question	1000 Euro	600 Euro	10%	13%
Price per multiple question (battery and/or scales, answer cards)	900 Euro	500 Euro	9%	11%
Price per pre-coded closed question	700 Euro	400 Euro	7%	9%
Price per simple closed question ("yes"/"no" answer, up to 5 codes)	500 Euro	300 Euro	5%	7%

The Terms of Payment are as follows

Two equal instalments: The First due on contract signing and the second due on client acceptance of the Omnibus products.

Other

Payments will be made by wire transfer. MIB will provide invoice with following information: bank account number; name of account; address, and telephone number of the bank or bank branch where account is held. If not by wire transfer, then payments can be made in a mutually agreeable manner. All materials developed under this conditions become the property of client on final payment. MIB may not use or disclose these data in any manner without the prior written consent from an authorized representative of client. MIB agrees to retain the completed questionnaires for period of not less than one year.

MIB follows the ESOMAR code of Conduct in its survey research activities and is committed to maintaining the full confidentiality of participants in the survey and its clients. MIB will conduct sampling, interviewing and validation to ensure that no information identifying specific individuals is retained in the completed data set.

- * Placing questions in 2 waves, additional discount 5%
- * Placing questions in 3 waves, additional discount 10%
- * Placing questions in 4-5 waves, additional discount 15%

Price for Boosted Sample:

- * up to 100 respondents, 10 Euro per respondent
- * 101 to 200 respondents, 9 Euro per respondent
- * 201 to 300 respondents, 8 Euro per respondent
- * more than 301 respondents, 7 Euro per respondent

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Sample Design and Sampling Procedures

Methodology: Face-to-Face

National bimonthly national opinion are based on a multi-stage, random sample of 2,500 adults, aged 18 years plus.

Survey is representative of the population of Bosnia-Herzegovina by entity (Republika Srpska and Federation B&H), region, ethnicity, gender, age group and urban or rural residence. Rural areas are defined as those localities with fewer than 2,000 inhabitants.

Topics:

- Demographics
- PC
- Mobile
- Appliances in Households
- Car
- Consumer habits
- Living standard
- Commercials
- Radio
- TV
- Press

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TV Audience Measurement, 2003

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Method:

The Daily Diary Panel Method of data registration is utilized. This methodology that is the immediate predecessor of people meters, consists in recruiting respondents from TV households who accept to register personally on a continuous basis (in this case during two full calendar weeks) in a standard Daily Diary form provided to them, by 15-minute time slots, the TV channels they have watched at home. Prime

time, starting from 19:00 to 22:00 will be measured in 5-minutes time slots.

Important:

Number of clients not influencing on price. All results are the EXCLUSIVE property of Mareco Index Bosnia. Results can not be sold or donated to the third party. Data on CD Rom can't be released.

MIB follows the ESOMAR code of Conduct in its survey research activities and is committed to maintaining the full confidentiality of participants in the survey and its clients. MIB will conduct sampling, interviewing and validation to ensure that no information identifying specific individuals is retained in the completed data set.

Price list

* 1 individual wave

BH companies: 4.000 KM including 10% of tax.

Includes: Graphical preview of results for that wave (Excel reports for that wave).



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Surveys

TV Audience Measurement, 2003

Buyers of individual wave can buy software licence with data base for that wave:

BH companies: 1.500 KM including 10% of tax.
Software licence per user is 400 KM.

*** Half of package (5-7 waves)**

BH companies: 3.500 KM per wave including 10% of tax.

Includes: Graphical preview of results (Excel reports).

Buyers of Half of package are getting software licence with data bases for FREE.

*** Full package (8 waves)**

BH companies: 24.000 KM including 10% of tax.

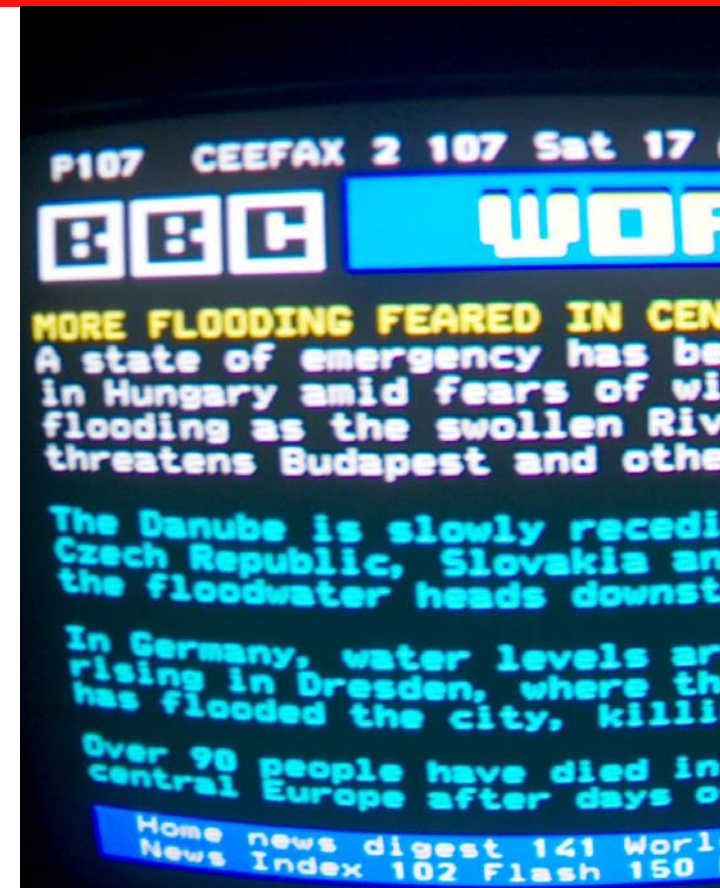
Includes: Graphical preview of results for all waves (Excel reports).

Buyers of FULL PACKAGE are getting annual software licence with data bases for FREE.

*** Other options**

One TV Market: 420 KM - Graphical preview of results for that wave. Excel reports with TV stations relevant to that TV market.

One Region (B&H, FBiH or RS): 600 KM - Graphical preview of results for that wave. Excel reports with all TV stations. Graphical preview of Results: 300 KM. Buyers of packages from "other options" can't buy software with data base.



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Clients

Market and Consumer Research

- * Badel 1862, Croatia
- * DHL, Bosnia and Herzegovina
- * Economic Institute Ljubljana, Slovenia
- * Deposit Insurance Agency Federation, Bosnia and Herzegovina
- * Franck, Croatia
- * Gallup A/S, Denmark
- * GFK, Bulgaria
- * GFK, Croatia
- * Gral Iteo, Slovenia
- * Henda, Croatia
- * Henkel, Austria
- * InterBrew, Belgium
- * IsoPublic, Swiss
- * Mori Ltd. UK
- * Nestle, Swiss
- * Philips Lighting, Turkey
- * Podravka, Bosnia and Herzegovina
- * Procter & Gamble, Balkan
- * Raiffeisen Pro Invest, Austria
- * Shoham Ltd., Israel
- * Siar International, Turkey
- * Smith Kline Beecham, Slovenia
- * Unilever, Balkan...

Public Opinion and Social Research

- * SFOR-Stabilization Force, Bosnia and Herzegovina
- * D3 Systems, Virginia, USA
- * Bethany Social Services, USA
- * Helsinki Committee for human rights, Bosnia and Herzegovina
- * IOM International Organization for Migration, Bosnia and Herzegovina
- * Mori, UK
- * National Board of Psychological Defence, Sweden
- * OHR, Sarajevo
- * OSCE, Mission to Bosnia and Herzegovina
- * The Opinion Research Business, UK
- * University of Michigan, USA
- * USAID
- * USIA, Washington DC
- * VisionPoint, UK
- * ZOI SARAJEVO 2010...

Media Research

- * Fabrika, Sarajevo
- * McCann Erickson, Bosnia and Herzegovina
- * S.V. - RSA, Bosnia and Herzegovina
- * MITA, Bosnia and Herzegovina
- * Ovation Advertising, Bosnia and Herzegovina
- * Futura Media, Bosnia and Herzegovina
- * Digitel, Bosnia and Herzegovina/Croatia
- * EuroPlakat, Bosnia and Herzegovina
- * TNS Sport, UK
- * SFOR - Stabilization Force, B&H
- * IREX PRO MEDIA, Bosnia and Herzegovina
- * INTERMEDIA, USA
- * INTERNEWS, USA
- * PBS, Sarajevo
- * FTV, Sarajevo
- * OBN, Sarajevo
- * MREŽA Plus, Sarajevo
- * NTV HAYAT, Sarajevo
- * TV X, Sarajevo
- * ATV, Banja Luka
- * NRTV, Banja Luka
- * TV BN, Bijeljina
- * TV TK, Tuzla
- * RTV USK, Bihac...

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Contact Us

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The logo consists of the letters 'M', 'M', and 'B' in a bold, sans-serif font. The 'M' and 'B' are red, while the second 'M' is black. The letters have a slight 3D effect with a white highlight on the top and a dark shadow on the bottom.