

1. What does “qualitative pilot” mean - how should it proceed, who should conduct it, what should we ensure on our part in this regard?”

A: The primary goal of the pilot is to verify the language and terminology used in the survey and to identify any unclear or challenging questions.

The preferred form of the pilot is an individual interview, during which the respondent will complete the survey in the presence of a researcher. These interviews are to be conducted online and in the national language of each country involved in the study.

We allow for the possibility of conducting the pilot with the participation of the contracting authority’s research team members in each country covered by the study.

The company responsible for carrying out the survey will be tasked with:

- recruiting participants for the pilot,
- providing tools to facilitate the pilot’s implementation, including the involvement of respondents and members of the research team,
- adjusting the survey based on the pilot’s findings.

2. Is it acceptable to use partner panels of respondents to meet sample size and structure requirements in individual countries?

We assume the possibility of using partner panels/resources as long as they are members of the consortium or part of the same capital group. However, please note that subcontracting any part of the service is not allowed in this procedure.

3. Is providing the respondent's household income a requirement for participating in the study? Is it allowed to replace the respondent’s direct response with another value, e.g., the country’s median income? Will the household income question have an open numeric field format or an income bracket list?

Providing the amount of household income is essential for participating in the study.

If the respondent does not provide an answer in an open numeric field format, the respondent may indicate the corresponding income bracket. The brackets will be defined based on the decile distribution of household incomes in the respective country's population. Substituting the respondent's direct answer with another value, such as the country’s median income, is not allowed.

4.Regarding the recruitment of respondents based on the following eligibility criteria: age of 18 years or older, consideration of quotas (gender, age, education, macro-region, and urban/rural residence) in line with the population distribution of these characteristics in the studied countries (Bulgaria, Romania, Croatia, and Poland). Should the sample structure account for all listed parameters? Can we recommend our approach?

The sample structure must account for all required eligibility criteria.

Submitted offers may include explanations or a recommended approach regarding fulfilling the sample criteria.

5. Will the experiment design be provided by the client, or should it be prepared by the company executing the project?

The questionnaire design, including the experiment, will be prepared by the Contracting Authority.

6. What is the planned duration of the survey?

The planned time for completing the questionnaire is 15 minutes.

7. Does the client recommend specific platforms for contacting respondents for the qualitative pilot study?

Commonly used communication platforms can be used, provided that their use by the Tender meets the GDPR requirements.