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PRESS RELEASE

## Flood in Bosnia and Herzegovina, Serbia and Croatia: Data collection update 20. 5. 2014

**text ►** The first news regarding possible data-collection activities: National-representative surveys are stopped in all three countries till the end of May. At VALICON, we are constantly monitoring the mood of respondents when the surveys can be run again. We are also preparing an alternative methodology and sampling plan for those that urgently need fieldwork. There will be a weekly update available on [VALICON](http://www.valicon.net)'s web site.

Bosnia and Herzegovina (B&H), Serbia, and a part of Croatia are facing catastrophic floods and landslides that are following. A huge territory is under water; with thousands of people evacuated. At the moment people are preparing for new wave of floods from rising rivers. People that are not directly affected by floods and landslides are helping others in building sandbag flood defence and by other humanitarian activities. Telecommunications infrastructure was also severely hit in those areas.

Generally speaking there are two elements affecting data-collection process: **physical inability** (personal involvement in flood-resolving activities and telecommunications infrastructure conditions) and the **mood of respondents**.



Real-time update can be found here:

<http://balkans.aljazeera.net/vijesti/interaktivno-poplave-i-klizista-u-regiji>.

## Data-collection in those countries

Due to natural disaster in all three countries: Croatia, B&H and Serbia, all data-collection project are stopped **till the end of May**. There are regions where normal field-work can be done, but because of the mood of respondents, we advise our clients to wait till situation is “back to normal”.

According to mode of research.

- **Qualitative research** i.e. focus-groups will be the first that will be possible at the beginning of June:
  - in Serbia all “typical” locations Belgrade, Novi Sad (representative for Vojvodina) and Niš (representative for Southern Serbia);
  - in B&H in Sarajevo and Mostar (representative for Herzegovina)
  - in Croatia all locations, except Osijek (representative for Slavonija).
- **Web surveys (CAWI)** will be the first that will start functioning because they can be answered when the respondent finds it suitable. First test will be run at the end of the next week.
- Due to situation with telecommunications infrastructure, for the use of **CATI and CAPI**, alternative **sampling plan** will be applied with the combination of **mixed-mode CAPI and CAWI**.

In order to provide our clients with best service possible and to minimise potential influences of these situation to our clients’ daily business, at Valicon we are preparing an alternative methodology / sampling plan for those that urgently need data-collection.

If you need additional information please contact Valicon’s Head of data collection in Bosnia and Herzegovina, Dženis Midžić ([dzenis.midzic@valicon.net](mailto:dzenis.midzic@valicon.net)) or your local Valicon representative.

## Situation in Bosnia and Herzegovina

- There is an estimation (though situation is changing fast) that about a half of B&H territory and a **half of population** is facing either floods or consequences of the floods: cut off from electricity, communications, roads ... Majority of roads from Sarajevo to other parts of the country are closed. The only part of country that is still unaffected is Herzegovina (Mostar).
- FB&H cantons in total collapse: Tuzla Canton, Zenica-Doboj Canton and Posavina Canton, inhabited by 45% of FB&H population.
- Partly affected FB&H cantons: Central-Bosnia (Travnik with surrounding areas), Una-Sana (Ključ and Sanski Most with their surrounding areas), Bosnian-Podrinje (Goražde with surrounding areas), and Canton Sarajevo (Ilidža and Vogošća with surrounding areas).
- Not affected FB&H cantons: Herzegovina-Neretva, West Herzegovina and Canton 10.
- RS regions in total collapse: Bijeljina and Doboj area, inhabited by 30% of RS population.
- Additional 36% of RS population inhabit partly affected RS regions: Banjaluka, Prijedor, Bosanska Kostajnica, Novi Grad, Prnjavor, Teslić, Bosanski Šamac and some other smaller municipalities.
- Not affected RS regions: Foča and Trebinje.
- Brčko District is also in total collapse caused by floods.

### Situation in Serbia

- It is estimated that over 60% of Serbian population is affected by this situation in general, some in need of help, with others providing it.
- Western and Central Serbia are in total collapse due to floods and landslides, with at least 70% of population either directly affected or helping others.
- Vojvodina: Srem county is entirely devastated by floods. Northern and Eastern parts of Vojvodina (Backa and Banat) are not directly affected, yet they are heavily involved in helping family and friends in other regions.
- In city of Belgrade there is more mental pressure and stress due to expected news of Sava river rising with Danube following. It is also a major refugee center for affected with many people helping them.
- Eastern and Southern Serbia are in general less or non-affected by floods with few cases of land slides.
- The »normal« life in Serbia is paused.

### Situation in Croatia

- Brodsko-posavska and Vukovarsko-srijemska counties are under flood, with Osječko-baranjska and Požeško-slavonska counties also partly affected.
- A lot of people are evacuated from those areas and the new wave of flood is expected from rising rivers.

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### Valicon

Valicon is one of the leading marketing consulting and research companies, mostly active in the region of South-Eastern Europe and the only independent research company covering whole SEE region.

For almost 20 years Valicon is your reliable partner for data collection in SEE. The first in the region to build a commercial phone studio using a CATI system, the first in the region conducted commercial web surveying and the first in Europe started a Daily CATI Omnibus. Valicon is operating the biggest and most active on-line access panel in SEE.

The company specialises in small markets and offers customised solutions, advanced methodologies, and in-depth insights into the client industries. The company's core business is marketing consulting based on market research. The knowledge and skills of Valicon's employees extend to fields such as brand management, management consulting, innovation, media, trend prediction, online strategies and data mining. Valicon offers services across the entire former Yugoslavia and, through its chosen partner, also in other parts of the South-Eastern Europe.



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