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*This portfolio only includes social research projects. Commercial projects and highly confidential projects were not included.

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Name of the project	Client	Year	Short project description
Public Opinion Survey, winter wave 2018-2019	Gallup (for IRI, sponsored by USAID)	2019	Assessing public opinion about recent events, political and social issues
Machine-building sector profile	ICT	2019	Production of machinery and related products is believed to have a development potential in Moldova, because of the existing and emerging companies in this sector. The study identifies potential of this sector to export to EU and to integrate into the global value chains. The project builds the Machine Building Sector Profile and identifies the main challenges faced by the companies in the machine-building sector, including the ones preventing/impeding linkages to foreign investors in the country.
The level of satisfaction of natural persons and legal entities with the services and activity of the State Tax Service	State Tax Service	2019	The aim of the project was to determine the level of satisfaction of natural persons and legal entities with the services and activity of the State Tax Service.
Entrepreneurs' satisfaction with government policy	SKDS	2019	To determine entrepreneurs' satisfaction with government policy / informal entrepreneurship in Moldova.
Assessment of the Media Market in the Northern Region of Moldova	Internews	2019	To assess the perception of the "Spros i Predlojenie" (Demand and Offer) newspaper among the readers, to assess the opinion of the mass-media experts and experts in the sphere of advertising about this newspaper.
Public opinion poll on the judiciary system in Moldova	Open Justice Project (USAID)	2019	The study's purpose was to research the perception of efficiency and transparency of the judicial system in Republic of Moldova among the general population. The study's objectives included: • researching the perception of the judiciary system; • researching the perception of the judiciary system reform; • establishing the use of technology in the courts; • appreciating the public access to the information about the courts and the judge performance.
Evaluation of training programs for teachers, management and trainers regarding the implementation of professional competence standards in general education in 2016 and 2017	WBG	2019	The purpose of the study was to evaluate the training programs for the teachers and for the management staff in primary and secondary education, regarding the implementation of the standards of professional competence and the elaboration of the recommendations for their improvement.
Moldova Country Opinion Survey	WBG	2019	The goal of the project was to collect opinions of WBG work in Moldova from its clients, partners, and stakeholders for informing the development of the WBG strategies. The WBG provided a list of the organizations it works with. Magenta Consulting added a number of non-partner organizations for a tertiary opinion. All the people on the list received the letter signed by the WBG and the links to online questionnaires.
Migration and remittance study in the rural areas of Moldova	National Commission for the Financial Market	2019	he primary purpose of the study was to analyze key corridors and migration trends, financial behavior and household preferences in relation to remittances.
KAP Survey on the Rights of Ethnic Minorities	Terre des Hommes	2019	The purpose of this study was to evaluate the knowledge, attitudes and practices of children, parents and specialists in the targeted communities on social cohesion, diversity and tolerance towards ethnic minorities, compared to the data obtained in the 2018 Baseline study.
Public opinion poll on the judiciary system in Moldova	Open Justice Project (USAID)	2018	The study's purpose was to research the perception of efficiency and transparency of the judicial system in Republic of Moldova among the general population. The study's objectives included: • researching the perception of the judiciary system; •

			researching the perception of the judiciary system reform; • establishing the use of technology in the courts; • appreciating the public access to the information about the courts and the judge performance.
Survey to evaluate and monitor the degree to which public authorities carry out their regulatory functions and are “friendly” as they interact with the businesses	Jacobs Cordova & Associates (CEP II, IBRD, WBG)	2018	Primary goal of the study: Evaluating the performance of public authorities in the process of regulating entrepreneurial activity.
Baseline survey and annual survey of ODIMM and MIEPO clients to assess outreach and effectiveness of their programs	CEP II, PIU (WBG)	2018	The primary goal of the study was to evaluate Outreach and Effectiveness indicators of ODIMM and MIEPO.
NATIONAL OPINION SURVEY ON AWARENESS OF, ATTITUDES TO AND INFORMATION NEEDS RELATING TO IMPLEMENTATION OF AND PARTICIPATION IN THE ASSOCIATION AGREEMENT (AA) AND DEEP AND COMPREHENSIVE FREE TRADE AREA (DCFTA)	Project Group International	2018	The goal of the study was to assess the perception of DCFTA by the business community, determine the challenges and barriers the business community faces during implementation of DCFTA, and collect opinions about required assistance during implementation of DCFTA and the best communication techniques to be applied for dissemination of information about DCFTA.
National Survey on the Level of perception of the principle of equality and non-discrimination	Council of Europe	2018	The study aimed at assessing attitudes and perceptions of the population regarding various groups of people and vulnerable and marginalized groups from Republic of Moldova. There were two main objectives: 1) Measuring social distance manifested by the respondents towards vulnerable groups representatives, measured by Social Distance Index, 2) Emphasizing and confirming of the existent stereotypes regarding vulnerable and marginalized persons.
Study on TV, Radio, Internet and Printed Press audience	Independent Journalism Centre (CJI)	2018	The goal of the research was to measure the audience of mass-media on the national level for TV, radio, printed press and online informational resources. The study assessed the share of media sources, frequency of usage of particular media channels and demographical profile of the media users.
Study on the Citizen Perception of the Initiative of Lower Dniester National Park creation	EcoContact	2018	Project goal: to determine the level of awareness, the attitudes and practices towards creation of the LDNP (Lower Nistru National Park). Specific objectives: a) To collect credible data that will be base for the Communication Strategy on LDRS and to serve as baseline for Monitoring and Evaluation framework; b) To serve as the first measure, based on which different benchmarks will be drawn for improving the perception regarding the benefits and opportunities in the area; c) To draw information that will assist the Consortium to develop appropriate and timely messaging and advocacy campaigns.
PROVIDING QUANTITATIVE AND QUALITATIVE INFORMATION TO SERVE AS BASELINE FOR THE 2018-2022 COUNTRY PROGRAMME INDICATORS UNICEF	UNICEF	2018	The purpose of the study: to provide disaggregated data and establish baselines for the following indicators to serve as baseline for the 2018-2022 Country Programme: • proportion of prosecutors, police, judges and lawyers believing in successful social reintegration of children offenders and children victims and witnesses of crimes; • proportion of members of the general public believing in successful social reintegration of children offenders and children victims and witnesses of crimes.
MOLDOVA TOURIST SURVEY REPORT	Chemonics	2018	Overall, the purpose of this study is to evaluate the perception of Moldova as a tourist destination, identify components for a

			SWOT based on tourists' perception, and evaluate the Net Promoter Score (NPS).
Public Opinion Survey, winter-spring wave 2018	Gallup (for IRI, sponsored by USAID)	2018	Assessing public opinion about recent events, political and social issues
Public Opinion Survey, spring-summer, 2018	Gallup (for IRI, sponsored by USAID)	2018	Assessing public opinion about recent events, political and social issues
Public Opinion Survey, autumn wave 2018	Gallup (for IRI, sponsored by USAID)	2018	Assessing public opinion about recent events, political and social issues
Gender stereotypes assessment	National Women's Studies and Information Center "Partnership for Development"(CPD)	2018	Gender stereotypes assessment in a national survey.
Market research for Moldovan fruit and vegetable sector	HVAA (Chemonics, USAID)	2018	HVAA sought to gain greater understanding of the domestic market for fresh (perishable) products in each of its supported value chains (open-field vegetables, table grapes, apples and stone fruits, honey, and berries). This included: <ul style="list-style-type: none"> • Where consumers prefer to purchase these products (supermarkets, open markets, or other). • Which products consumers purchase most often. • Considerations that drive consumer purchasing decisions (cost, food safety, quality and quantities on offer). • How socio-economic characteristics affect consumer purchasing patterns.
KAP Survey on the Rights of Ethnic Minorities	Terre des Hommes	2018	The primary goal of the study was to assess the knowledge, attitudes and practices of children, parents and specialists in the targeted communities on social cohesion, diversity and tolerance towards ethnic minorities.
STUDY ON THE CITIZENS' PERCEPTION OF THE PROMO-LEX ASSOCIATION ACTIVITY DURING 2017	Promo-Lex	2018	The objectives of the study were to investigate: <ul style="list-style-type: none"> • the citizens' perception of Promo-LEX Association's activity in the context of the electoral system change in the Republic of Moldova; • the voters' perception of the way the electoral campaign was organized and held for the local referendum on the dismissal of the Chisinau municipality mayor; • the citizens' perception of the subject of political parties financing in the Republic of Moldova and of the activity of monitoring the parties' finances organized by Promo-LEX Association in 2017; • the citizens' perception of level II local public administration's activity and the monitoring of its activity by the Promo-LEX Association in 2017; • the citizens' perception of how the parliamentary control function is carried out by the supreme legislative body and the monitoring of its activity by Promo-LEX in 2017; • the citizens' perception of the level of respect for human rights in the Republic of Moldova; • the citizens' perception of the Promo-LEX activity of promoting and implementing international human rights standards in the Republic of Moldova; • other relevant topics on the necessary reforms in the field of democracy and human rights as well as on the social-political life of the Republic of Moldova as a whole.
Security Survey	US Embassy în Chişinău	2018	The study is conducted to assess the attitudes towards the country's bilateral and multilateral security relationships
Perception of DCFTA by the business community	EU PROJECT VISIBILITY AND COMMUNICATION FOR AA/DCFTA	2018	The scope of the research was to evaluate DCFTA perception among businesspeople, to assess the challenges and barriers of the businesspeople in DCFTA implementation and collect opinions about necessary assistance for DCFTA implementation as well as the best communicational techniques for promotion of the information on the DCFTA.

National survey on perception of media	Internews	2018	In order to obtain a general overview of media consumers' perceptions, based on their area of residence, age, and education level, among other potential factors, the survey examined: <ul style="list-style-type: none"> • Data on how well-informed media consumers are about current events; • Potential levels of misinformation; • The percentage of people who claim to be able to determine when the media is manipulating the audience and when it is presenting facts; • Which are the most popular media outlets and preferred information sources (TV/ radio/ Internet/ newspapers, etc.) in each respondent's ranked order; • Which target groups are most vulnerable to fake or misleading information; • Which media outlets are more credible: local or international.
UIPAC. Annual survey of ODIMM and MIEPO clients to assess outreach and effectiveness of their programs	WBG	2018	Survey to evaluate and monitor the degree to which public authorities carry out their regulatory functions and are "friendly" as they interact with the businesses
Consultations and diagnostic assessment of the private sector skills demand & The extent of private sector engagement in creating demand-led skills ecosystem in Moldova	WBG	2017	The research instruments were designed by Magenta Consulting, all of the data collection was carried out by Magenta Consulting. The report has been written by Magenta Consulting as well.
Workforce Skills Needs Assessment in the Targeted Value Chains	Chemonics	2017	The goal of the Workforce Skills and Needs Assessment is to identify the skills required by the private sector, specific industry groups, and state institutions affiliated with targeted value chains (apples, table grapes, stone fruits, greenhouse/open field vegetables, honey, berries) and propose interventions for addressing the core workforce competencies needed for the targeted value chains to meet their full economic potential.
Public Opinion Survey	Gallup (for IRI, sponsored by USAID)	2017	Assessing public opinion about recent events, political and social issues
Public Opinion Survey	Gallup (for IRI, sponsored by USAID)	2017	Assessing public opinion about recent events, political and social issues
Barometrul Opiniei Publice Republica Moldova - Aprilie 2017	IPP	2017	Assessing public opinion about recent events, political and social issues
Satisfaction of entrepreneurs in relation to government policy / informal entrepreneurship in Moldova	SKDS	2017	Determining Entrepreneurs' Satisfaction with Government Policy / Informal Entrepreneurship in Moldova
Perception of the National Bureau of Statistics and of the 2014 census	Action Global Communications	2017	The main purpose of the study was to assess the perception of target groups (Business, NGOs, general population) on the 2014 census and National Bureau of Statistics.
Evaluating the negative perception of potential students and parents about vocational studies.	BDR Associates Strategic Communication	2017	340/5000 The main purpose of the study is to test the perception of target groups towards vocational studies. The outcome of the research will be used by the beneficiary in conducting an awareness campaign by communicating VET results (Vocational Education Training) and changing attitudes towards IPT (Technical Vocational Education).
Evaluation of the National Bank of Moldova Image	PWC	2017	Assessing the image of the National Bank through qualitative research

UIPAC. Annual survey of ODIMM and MIEPO clients to assess outreach and effectiveness of their programs	WBG	2017	The main objective was to carry out the annual surveys of SMEs and exporters to measure ODIMM and MIEPO outreach, and ODIMM and MIEPO clients to measure their effectiveness.
Value chain selection and gender analysis	WBG	2016	The overarching goal of the project conducted by IFC was to improve women entrepreneurs market access and competitiveness through examining and addressing the constraints to participation of women in one priority value chain. Magenta Consulting was hired to undertake value chain selection and the analysis of the selected value chain. The value chain selection meant to select a value chain that had a potential to contribute to increased women empowerment and gender equality. Value chain analysis goal was to make women visible in a value chain.
Skills Gap Assessment	Chemonics	2016	1. Desk research 2. Light industry - 9 in-depth interviews and 35 questionnaires 3. Winemaking - 6 in-depth interviews and 30 questionnaires 4. Tourism - 10 in-depth interviews and 20 questionnaires 5. ICT online surveys - 175 companies, 211 students, 77 young professionals 6. Data analysis and report writing
Performance assessment of the public authorities in their sphere of competence	Jacobs Cordova and Associated	2016	A survey with 690 companies was conducted. The data was analyzed and the report was delivered.
Assessment of the level of satisfaction of the court visitors	Ministry of Justice	2016	Magenta Consulting collected the data and prepared the report.
UIPAC. WBG. Baseline assessment survey	WBG	2016	Developing research instruments, data collection (351 interviews with enterprises according to National Bureau of Statistics quotas, 39 interviews with economic agents who benefited from MIEPO services, 106 interviews with economic agents who benefited from ODIMM services), data analysis, indicator calculation.
Moldova Country Opinion Survey	WBG	2016	Overall, 528 letters have been sent, 362 people were contacted personally, and finally, 250 questionnaires have been collected. Great majority of respondents filled in the web questionnaire. There were 3 respondents that preferred to fill in a paper questionnaire. These questionnaires were scanned and sent to the WBG.
SURVEY REGARDING STATISTICAL DATA AND INFORMATION USERS LEVEL OF SATISFACTION WITH THE EXISTING SOURCES OF INFORMATION	SCBM (UNDP)	2016	The project implied two parts: conducting the research and designing training programs for each of the target segments. The goal of the survey consisted in highlighting the state of affairs and evaluation of the existing capabilities of the data users, as well as the identification of gaps in knowledge and work capabilities with statistical information of the statistical information and data users.
Research for the evaluation of the level of awareness and satisfaction of the consumers about Agency for Consumer Protection and its activity	Agency for Consumer Protection	2016	Assessment of the trust and awareness of the consumers regarding the Agency for Consumer Protection
Researching the socio-economical development of UTAG	IDIS Viitorul	2016	Assessment of the potential of the UTAG localities in socio-economical perspective.
Design and conduct a public opinion survey on the Central Electoral	UNDP	2016	The main goal of the study was to track the changes in public opinion about the Central Electoral Commission and to evaluate the public perception of the quality of the electoral process.

Commission of the Republic of Moldova			
Qualitative data collection on Schooling and Jobs Decisions in Moldova	WBG	2015	All of the data collection was carried out by Magenta Consulting. The questionnaires were piloted, as well as the focus group moderation guides by Magenta Consulting as well.
LGSP. Evaluation of the level of satisfaction of the population regarding public services. Baseline Municipal Performance Index	Chemonics	2015	<ul style="list-style-type: none"> • 14000 face-to-face interviews with population annually, • 35 statistical form collection (forms completed by the mayor's office) • Reporting with recommendations
Republic of Moldova population's attitudes and awareness level of justice	ROLISP (USAID, Checchi)	2015	Face to face survey a sample of 1100 citizens and report writing.
Assessment of the perception of target audiences of Equality Council and Ombudsman Bureau	Action Global Communications	2015	The focus group was moderated and the data was analysed by Magenta Consulting.
Moldova Country Brand Communication Strategy	MIEPO	2015	Description of actual services provided by your staff within the assignment: The strategy was based on the findings of several research conducted with Moldovans and foreigners, in-depth interview with country opinion leaders and stakeholders.
Analysis of the trends, causes, risks, vulnerabilities and opportunities relevant for women who are labour migrants	UNWOMEN	2015	The research included: 1) Identification of the migration trends, causes, risks, vulnerabilities, capacities in terms of the migrant gender; 2) Identification of the remittances statistics, available mechanisms for remittance transfer; 3) Identification of the existent mechanisms (legislation and programs) that protect migrant rights; 4) Identification of the migration history for labour migration of Moldovan women; 5) Understanding the motives and intentions of the migrant women for labour.
JILD/ Endline survey on citizens' satisfaction with local public services in 30 target communities	UNDP	2015	Measuring progress and impact, as well as recommending activities for new JILD phase within the JILD Local Governance and Development Component. The objectives of the survey and its analysis were as follows: 1) Assess public perception through a public opinion survey regarding: the degree of citizens' satisfaction with the quality of public services accessed by citizens, including those improved/ extended/ created with JILD support 2) To provide comparative analysis of data and emphasize trends to enable measuring project progress, as well as evaluate the generated outputs, outcomes and impact.
LGSP. Evaluation of the level of satisfaction of the population regarding public services. Final Municipal Performance Index	Chemonics	2015	To measure the performance of the Local Government Support Project and in particular the Local Public Administration performance.
Assessment of Knowledge and Perceptions about CEC (KAP Research)	CEC	2014	Qualitative assessment: 4 focus groups, 2 of which conducted in the urban locality and 2 – in the rural locality. Focus group participants: 2 FG with men and 2 FG with women, 2 FG with people aged 25-35 and 2 FG with people aged 36-50. Quantitative assessment: Survey, 1200 respondents, face-to-face interviews. Population of interest: population having the right to vote, men and women older than 18, multistage probabilistic sample, nationally representative survey, conducted in both rural and urban localities.
Assessment of the level of satisfaction of the court visitors	DAJ (Departament de Administrare Judecatoreasca)	2014	<ul style="list-style-type: none"> • 600 interviews, face-to-face survey, 17 judicial institutions.

KAP assessment. Strengthening the Capacity of Law Enforcement, Inter-Agency coordination and Civil Society Organizations to Address Discrimination and Ill Treatment of Children within the Justice System in the Republic of Moldova	Terre des Hommes	2014	480 questionnaires completed by the policemen under supervision of Magenta Consulting interviewing team. Database design and report writing.
Five communication strategies for NGOs activating in the area of justice, ROLISP partners	ROLISP (USAID, Checchi)	2014	5 communicational strategies designed based on the information collected during 5 workshops with the beneficiaries.
Designing communicational strategy for Ministry of Economy	IFC (WBG)	2014	Developing a communicational strategy based on in-depth interviews with representatives of the target audiences.
IFAD. Final Impact Assessment Survey	USAID	2014	The main objective of this assignment was to assess the impact of project interventions on beneficiaries. The assessment compared socio-economic situation of beneficiaries and non-beneficiaries at project start and completion.
Marketing Framework for national wine brand for Moldova	CEED II (USAID, Chemonics)	2014	A desk research was conducted and secondary data of statistical and other nature was collected. Then it was organised into analytic chapters. The chapters regarding marketing mix and vision were developed based on the secondary data.
VOTERS' PROFILES FOR THE LEADING PARTIES	The Institute of Public Administration of Canada (IPAC)	2014	A qualitative marketing technique was applied for data collection. 6 focus groups were organized with the representatives of the key segments, which helped to reveal particular qualitative aspects. Discussion were conducted with demographically diverse citizens who have right to vote and have different political views. When selecting participants were also taken into account respondents: age, gender, area of residence and domain of activity. • Communist voters (PCRM) • Liberal Democrat voters (PLDM) • Democrat voters (PD) • Liberal voters (PL) • Socialist voters (PSRM) and Renato Usatyi • Undecided voters
JISB. Assessment of the effectiveness of Joint Information and Services Bureaus in the districts of the security zone of the Republic of Moldova	UNWOMEN	2014	Undertake an assessment of effectiveness of Joint Information and Service Bureaus in the districts of the security zone of the Republic of Moldova, to define the extent to which the new approach to service delivery is yielding expected results and to what extent it serves as a platform to increase chances for women to benefit from and engage in income generation and economic activity as well as other opportunities for the benefit of women in rural setting from the mentioned districts.
BRITE. Progress of the implementation of business environment reforms	Chemonics	2014	Conducting a quantitative study of perceptions, attitudes, practices and outcomes of reforms in BRITE's focus areas, namely administering and paying taxes, facilitating the movement of goods across borders, other regulatory reforms, and the use of strategic communications in the public and private sector on issues related to the business environment.
KAP. Public Opinion Survey on the Central Electoral Commission of Moldova	UNDP	2014	In 2013 the UNDP Programme supported the CEC with preparation of draft communication strategy for the CEC and draft communication strategy for the next Parliamentary elections expected for late autumn 2014. Once adopted, implementation of these strategies will enable CEC to plan and conduct communication activities in strategic fashion with adequate budget towards increasing transparency and enhance public trust. The next step implied conducting a public opinion survey on attitudes of Moldovan citizens towards electoral processes and electoral administration.

Opinions, attitudes and perceptions of the social actors regarding organization and the process of objective, transparent, and trustworthy examining in the session of baccalaureate exams 2013	Soros Fund	2013	<ul style="list-style-type: none"> • 38 in-depth interviews • 12 focus groups
Out-of-School Children in Moldova	UNICEF	2013	<ul style="list-style-type: none"> • 5 FG • Over 120 in-depth interviews • Policy development
BRITE. Quantitative and qualitative research for the Business Regulatory, Investment and Trade Environment Program	Chemonics	2013	<ul style="list-style-type: none"> • Collection of primary data: 1100 Incidence Survey + 500 Booster Survey on General Public; • Collection of primary data: 400 interviews with Private Sector representatives; • 20 in-depth interviews with citizens, 10 interviews with companies; • 7 interviews - Delphi Study involving Customs area stakeholders.
Functional Analysis of Ministry of Internal Affairs' Management Procedures 2nd phase	GIZ	2013	<ul style="list-style-type: none"> • 6 FG with regular citizens • Processing of the questionnaires • Analysis of the survey data
Evaluation and analysis of citizen, mass-media and NGO participation in activity and decision making of Local Public Administration	Contact	2013	Paper and pencil personal interview (PAPI) on a sample of 600 adults older than 18 years old. 30 in-depth interviews with representatives of NGOs 10 in-depth interviews with mass-media 40 in-depth interviews with Local Public Administration representatives
Attitudes and perception of the Justice system by the population of Republic of Moldova. Communication strategy development	USAID	2013	<ul style="list-style-type: none"> • 3 FG with citizens • 6 in-depth interviews with experts • 5 in-depth interviews with citizens • 1100 interviews – face to face survey.
Evaluation of the web-site new.csm.md	USAID	2013	<ul style="list-style-type: none"> • 1 group discussion with mass-media, NGOs and Superior Council of Magistrates representatives.
Assessment of the level of satisfaction of the court visitors	DAJ (Departament de Administrare Judecatoreasca)	2013	<ul style="list-style-type: none"> • 600 interviews, face-to-face survey, 17 judicial institutions.
Survey on the lost, potential and existent investors. Policy suggestions	IFC (WBG)	2013	In order to provide the policy recommendations and evaluate the investor opinions regarding the investment climate in Moldova 94 interviews with existent, lost and potential investors was carried out, as well as 20 in-depth interviews with the experts in domain of investments.
Perception of the population regarding presence of dangerous chemical substances in food, household appliances, toys, household chemical goods	Contact	2013	Piloting and adaptation of the questionnaire designed by the beneficiary. Data was collected on a sample of 294 people by the beneficiary. Analysis of the data.
Testing the logo, slogan and campaign's ads	BDR	2013	<ul style="list-style-type: none"> • 2 Focus groups in Chisinau • 2 Focus groups in rural area • 2 Focus groups in urban area 4FG were organized with children (7-11 years old and 12-16 years old), 1 FG with parents (20-35 years old), 1 FG with parents and tutors 35 years and older.
Knowledge, Attitudes and Practices of the people who take care of children 0-4 years old regarding household accidents	PAS Centre for Health Policies and Services	2013	<ul style="list-style-type: none"> • Face-to-face survey on a sample of 1234 respondents. • Data analysis
Barometer of Public Opinion	IPP	2013	Magenta Consulting team adopted and translated questionnaire. Later the questionnaire was also piloted and the necessary changes were implemented. A team of 70 interviewers collected

			the questionnaires throughout the country and a team of 3 consultants prepared all the extractions necessary for data presentation.
Perception of the population regarding presence of dangerous chemical substances in food, household appliances, toys, household chemical goods	EcoContact	2013	Magenta Consulting conducted analysis of the data collected by ECO Contact based on a questionnaire adapted by Magenta Consulting regarding perception of the presence of dangerous chemical substances in the objects one meets in day-to-day life.
LGSP. Evaluation of the level of satisfaction of the population regarding public services. Municipal Performance Index	Chemonics	2013	To measure the performance of the Local Government Support Project and in particular the Local Public Administration performance.
Assessing the efficiency of the Joint Information and Services Bureaus	UNWOMEN	2012	Magenta Consulting assessed the effectiveness of the Joint Information and Service Bureaus (JISB), by defining the extent to which the new approach to service delivery is yielding expected results and to what extent it serves as a platform to increase chances for women to benefit from and engage in economic activity in rural settings in Moldova.
Monitoring the Educational Reform	WBG	2012	<ul style="list-style-type: none"> • 9 focus groups with citizens directly affected by the reform (parents/ grandparents/ guardians/ students), • 3 mini case studies of vulnerable student households, as well as • 9 in-depth interviews with local stakeholders (teachers, principals, local education authorities); • A survey with 240 school principals and rayon authorities. • Reporting with recommendations
Identification of primary and secondary causes of social exclusion of vulnerable people, in particular based on the gender criterion	UNWOMEN	2012	<ul style="list-style-type: none"> • 6 Focus Groups with vulnerable people belonging to different categories of vulnerability, • 33 in-depth interviews with vulnerable people belonging to different categories of vulnerability • 1100 face to face interviews • Reporting with recommendations
National Annual Survey on Public Perception, Uptake of and Support to the E-Government Transformation in Moldova (year 2012)	WBG	2012	<ul style="list-style-type: none"> • 3000 interviews with citizens • Processing of the questionnaires • Analysis of the survey data
Functional Analysis of Ministry of Internal Affairs' Management Procedures 1st phase	GIZ	2012	<ul style="list-style-type: none"> • Processing of the questionnaires • Analysis of the survey data
Entrepreneurs' satisfaction with government policy	SKDS	2012	<ul style="list-style-type: none"> • 500 interviews (directors, owners and managers of enterprises)
Testing of the image for textile industry. "Moldovan brands" promotional campaign	CEED II (USAID, Chemonics)	2012	<ul style="list-style-type: none"> • 1 G • Reporting with recommendations
Visitor survey 2nd phase	Chemonics	2012	<ul style="list-style-type: none"> • Survey with 200 foreign tourists leaving via the Chisinau International Airport • Survey with 220 foreign tourists leaving via the frontier border crossing points • Reporting with recommendations
Visitor survey among foreign tourists	Chemonics	2012	<ul style="list-style-type: none"> • Survey with 200 foreign tourists leaving via the Chisinau International Airport • Reporting with recommendations
Fruit and Vegetables Market Analysis for Republic of	Agroinform	2012	Description of actual services provided by your staff within the assignment: <ul style="list-style-type: none"> • Collection of secondary data (statistical) • 45 in-depth interviews with distributors

Moldova, Ukraine and Romania			
Competitiveness study of the honey/ honey products/sector	WBG	2012	<ul style="list-style-type: none"> • Desk research – collecting secondary data • 12 in-depth interviews with experts • 8 FG with companies from Moldova • 1 FG with the largest domestic buyers • 6 in-depth interviews with experts.
Needs Assessment for HVA Market Information Services	ACED DAI (USAID)	2012	A survey was performed with 500 participants in the agriculture and agribusiness field.
Quality education in rural areas of Republic of Moldova. National census (2 waves)	WBG	2011	<ul style="list-style-type: none"> • Distribution of approximately 1400 electronic forms • Assistance in completion of these forms • Collection and verification of the forms • Preparing the technical report on the obtained data • Assistance in completion of the electronic platform for the 2nd wave of the project • Reporting with recommendations
Monitoring education reforms focusing on student enrolments – 2nd Phase	UNICEF	2011	Collecting data from approximately 260 primary, lower secondary and upper secondary schools in the 8 southern rayons – the consultant have visited 183 schools and collected detailed data about the number of pupils, their names, data about their families, social status, lists of teachers and administrative staff etc. This data was collected on paper and further it was introduced in a special database for analysis. Collected data, was deeply analyzed and compared to official statistics.
Monitoring education reforms focusing on student enrolments	WBG	2011	Collecting data from approximately 260 primary, lower secondary and upper secondary schools in the 8 southern rayons – the consultant have visited 183 schools and collected detailed data about the number of pupils, their names, data about their families, social status, lists of teachers and administrative staff etc. This data was collected on paper and further it was introduced in a special database for analysis. Collected data, was deeply analyzed and compared to official statistics.
Assessment of Customs Services and Border Protection	Gallup (for IRI, sponsored by USAID)	2011	In this project Magenta Consulting was commissioned to conduct 4 Focus group discussions with men and women who contacted customs lately – 2 discussions were organised in Balti and 2 – in Chisinau.
Assessment of furniture buyers	CEED II (USAID, Chemonics)	2011	<ul style="list-style-type: none"> • 2 preliminary FG • Survey on 900 respondents – furniture buyers • 5 post-survey focus groups • Reporting with recommendations
Market Research of the fresh and dried fruit markets in Germany, Romania and Russia	ACED DAI (USAID)	2011	A telephone survey was performed on a sample of 50 importers and distributors in 3 countries and a statistical analysis of market size.
Financial needs of micro and small agro enterprises	BF Consulting	2011	A sample of 600 enterprises is proposed by the beneficiary, thus assuring a $\pm 3.8\%$ error margin at a 95% confidence interval. The sample comprises micro and small enterprises: 75% rural and 25% urban, excluding Chisinau and Balti.
Nationwide poll in Moldova in cooperation with Baltic Surveys/Gallup Organization, Winter 2010-2011	Gallup (for IRI, sponsored by USAID)	2011	Carry out survey in order to inform the local political parties on the public opinion on social issues.
Commercial Trademark of the Year 2010 Contest. Research	Chamber of Commerce and Industry	2011	The scope of the research was to assess the level of awareness of the general population about the trademarks participating in the contest.
Assist Q-Lab to become an IT excellence centre	Chemonics	2011	Conduct an ICT training and certification needs analysis for Moldovan market

Structure, evolution and impact of business elites in Republic of Moldova	IPP	2011	The scope of the survey was to provide data for an academia research carried out by IPP together with a Swiss University. The research aimed to assess the career paths of top-performers who became top-managers.
Rapid Qualitative Assessment to inform the World Development Report on Gender	WBG	2010	During this project 16 Focus Groups and 8 in-depth interviews were performed in order to research the gender issues. Four regions were involved in this research, carefully selected according to the requests of the beneficiary. All components of the study were performed by Magenta – research design, sampling, questionnaire development, data collection, qualitative data interpretation, report writing and presentation. As a result, 4 community reports and 1 national report were developed. This report was used for the global report developed by World Bank.
Citizen Report Cards. Citizen satisfaction with public service delivery	WBG	2010	During this project a survey was performed on a sample of 3000 respondents in about 125 localities. The Survey was performed nationwide. As a result of this project a ranking of all public services was developed. Moreover, specific characteristics of provided services by these authorities were researched as perceived by citizens. During this research all components of the study were performed by Magenta – research design, sampling, questionnaire development, data collection, data scanning, SPSS database development, tabulation, report writing and presentation.
STUDY OF THE PREFERENCES OF TV VIEWERS IN SOROCA, UNGHENI AND COMRAT	IREX	2010	The overall purpose of this research was to understand how to best position the AICI network and to present concepts to the target regional viewers of the network.
Commercial Trademark of the Year 2009 Contest. Research	Chamber of Commerce and Industry	2010	The aim of the research was to collect data on public opinion about the trademarks that entered the contest for the judges to take decision about selecting the winners.
Nationwide poll in Moldova in cooperation with Baltic Surveys/Gallup Organization. Winter 2010	Gallup (for IRI, sponsored by USAID)	2010	Carry out survey in order to inform the local political parties on the public opinion on social issues.
Nationwide poll in Moldova in cooperation with Baltic Surveys/Gallup Organization, Spring 2010	Gallup (for IRI, sponsored by USAID)	2010	Carry out survey in order to inform the local political parties on the public opinion on social issues.
Nationwide poll in Moldova in cooperation with Baltic Surveys/Gallup Organization, Summer 2010	Gallup (for IRI, sponsored by USAID)	2010	Carry out survey in order to inform the local political parties on the public opinion on social issues.
Moldova E-Governance research	UNDP	2009	During this project 6 Surveys were performed, with different target segments – Population, Business, Public Authorities etc. All components of the study were performed by Magenta – research design, sampling, questionnaire development, data collection, qualitative data interpretation, report writing and presentation. As a result, the figures from this research were used as reliable statistical data for state authorities in evaluation of the country IT development.
Inventory of greenhouse sector in Moldova	CNFA	2009	A face-to-face survey was performed on a sample of 350 agro entities of different size.
Socio Political Barometer	Gallup (for IRI, sponsored by USAID)	2009	During this project, every quarter, a survey is performed on a sample of about 1200 respondents. The survey is done with population of the country.

Commercial Trademark of the Year Research	Chamber of Commerce and Industry	2009	Assessment of the key indicators necessary for the trademarks to be evaluated in the contest Trademark of the Year. Approximately 70 trademarks participated in the research.
Data processing for a survey carried out by NGO Business Consulting Centre	NGO Centre of Business Consulting	2009	Assist the NGO in processing the data from the survey carried out by the NGO.
Market intelligence study of the Local Market for Canned Vegetables and Fruits	CNFA	2009	The scope of the research was to analyse the current situation and the potential of the market of the canned fruits and vegetables.
Nationwide poll in Moldova in cooperation with Baltic Surveys/ Gallup Organization	Gallup (for IRI, sponsored by USAID)	2009	Nationwide poll in Moldova in cooperation with Baltic Surveys/ Gallup Organization. The poll is regularly organised to equally inform all the parties on the public opinion.
Quality of education assessment	IPP	2008	Description of actual services provided by your staff within the assignment: 1st survey with 600 respondents, 15 FG (6-District/Municipal Education Department; 6-Representatives of Central/Local Authorities; 3-Representatives of NGO-s), 13 in-depth interviews (3 people from the institution under the Ministry of Education and Youth, 3 people from the institution under the Ministry of Health Care, 3 people from the institutions under the Ministry of Social Protection, Child and Family, 2 people from the Parliamentary Committee for Culture, Research, Education, Youth, Sports and Mass-Media, 2 people from the Parliamentary Committee for Social Protection, Health Care and Family; 2nd survey with 400 respondents, 12 FG (4-Employers Representatives; 4-Representatives of the Trade Union/Professionals Associations; 4-Representatives of the National Employment Agency); 13 in-depth interviews (3 people from the Ministry of Economy and Commerce; 2 people from the Parliamentary Committee for Economic Policy, Budget and Finance; 2 people from the Parliamentary Committee for Committee for Public Administration, Environment and Territorial Development; 3 representatives of NGO's in the employment field.
Assessment of the Demand of fresh table grapes	CNFA	2008	In order to accomplish this research, detailed statistical analysis of commerce and production data was performed. Additionally, in-depth interviews with key producers on the local market were accomplished.
Extension of Vita Baby product line	CNFA	2008	Research of baby food market in RM.
Verifying the process of data collection for Public Opinion Barometer Survey carried out by CBS-Axa	Soros Fund	2008	The aim of the project was to verify the fieldwork for Public Opinion Barometer Survey carried out by CBS-Axa.
Assessment of the migration phenomenon among those Moldovan citizens who travel to Russian Federation for work	La Strada	2007	In order to carry out the study, 20 interviews with the victims of human trafficking were analysed, 40 interviews with the successful migrants were conducted, 300 interviews with the citizens were conducted.
Assessment of the awareness of the population regarding the phenomenon of human trafficking. Assessment of the impact of educational campaign.	La Strada	2007	In order to carry out the study, 2 waves of surveys were conducted – both comprising 400 interviews, in urban and rural area.
New leasing products/programs development	CNFA	2007	In order to accomplish the purpose of the study and certain requirements of the contractor, a mix of both quantitative and qualitative approach is proposed. The sample clearly divides

			respondents in two categories – manufacturing companies (up to 200) on one side, and equipment suppliers (up to 90) on other side. Additionally, about 30 in-depth interviews were performed.
Research on Agrostoc Cooperative members: evaluation of internal capabilities	Agrostoc	2007	The information collected will describe the current cooperative capacities, as well as the local market requirements towards the products under focus (cereals, fruit and vegetables). It will make it possible to determine types and quantities of fruits and vegetables that the cooperative is able to provide at the demanded quality level as well as those members that can be further involved in export programs
Research of the domestic market of women's garments and current positioning of Vistline Trademark	Chemonics	2007	To determine the frequency of purchase of fashion women wear by the local consumer. Average spending for fashionable women wear, level of awareness and perception of the VISTLINE trademark by consumers, as well as their opinion on the quality price ratio for Vistline.
Private sector demand of ICT skills in Moldova	UNDP	2007	Identify surpluses, deficits, and equilibrium states for each ICT skill
Research of Moldovan Wine Market	Chemonics	2007	To gain insight into Moldovan wine consumer and the Moldovan wine market. Desk research, market segmentation, structure of wine distribution system, consumer preferences and brand loyalty, trade preferences