



confident
decisions

NEWSLETTER

Fall 2013

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Mercury Research News

What do Clients Need?

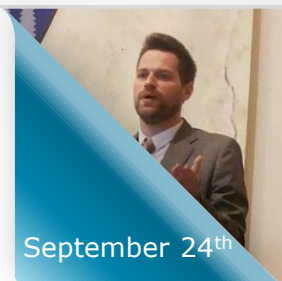


August 14th

Surveys to cover the physiological and safety needs of the organisation, or maybe disaster-check and quick & dirty surveys?

Check out [article](#)

Meet the Small Retailers @ Bacau



September 24th

Know your weaknesses and turn them into strengths, and the results will be better services and loyal customers.

Check out [Progresiv Interactiv](#)

The future is bright for private labels



October 10th

Today's private label goods are shaking up the consumer marketplace. One in four Romanians chose their store for grocery shopping based on its private labels offer.

Check out [article](#)

res!com 2013 now available



October 20th

Unmatchable trend data on telecom services usage at individual and household data for the past 8 years. Do not miss out on the latest info on telecom market!

Check out details on [res!com](#)

Fresh Products Insights @ TRT Progresiv



October 23rd

Big retailers think big. And their fresh food supply is also big business. Valuable insights on fresh products at Trade Round Table 2013.

Check out [Trade Round Table](#)

New Age Marketing



December 12th

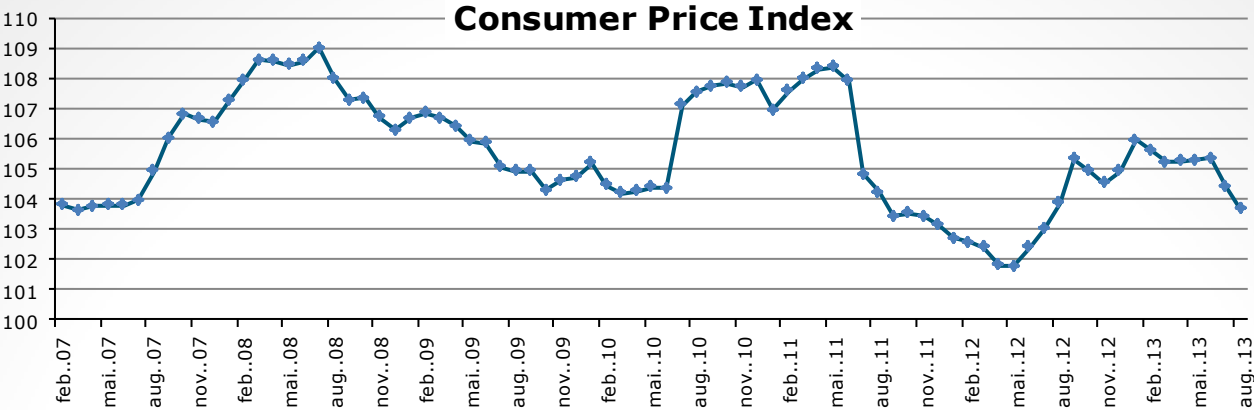
What are the marketing ingredients of a healthy brand? Do brands communicate clearly and relevantly to their consumers? Join us for more insights at the New Age Marketing event.

Check out [New Age Marketing](#)

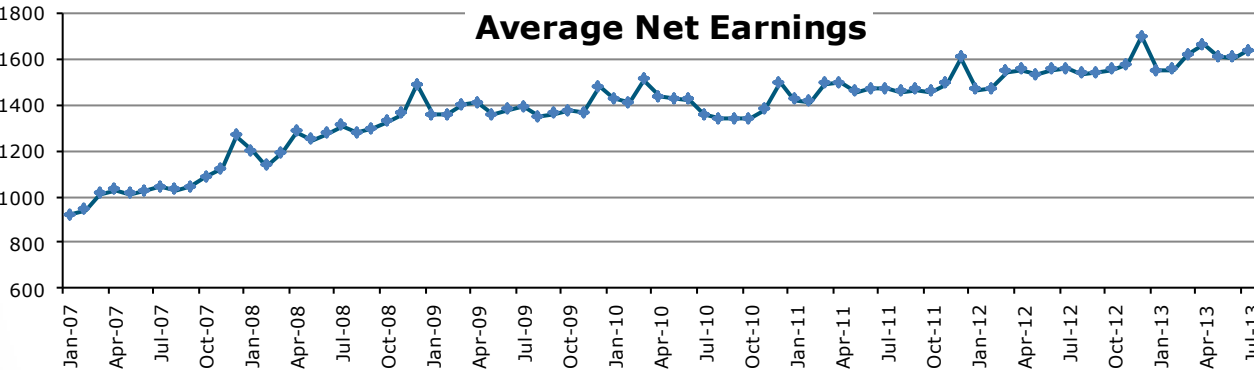


Romanian Economic Environment

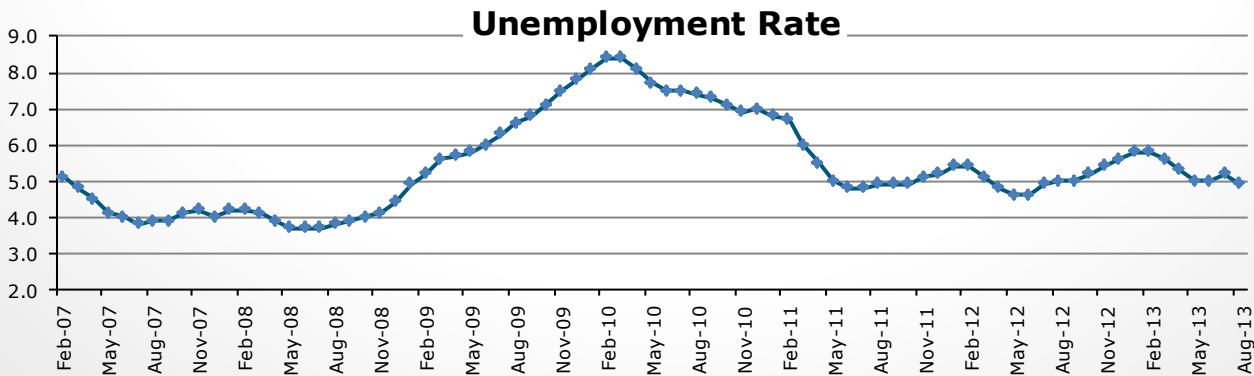
Source: INS



The inflation rate in Romania registered 3.7 percent in August of 2013, the lowest since the beginning of the year, but still above April and May 2012 when it reached its lowest point in the last years.



Over the first half of the year, the average net earnings have slowly increased, and in July registered a growth of 1.8% as compared to the previous month.



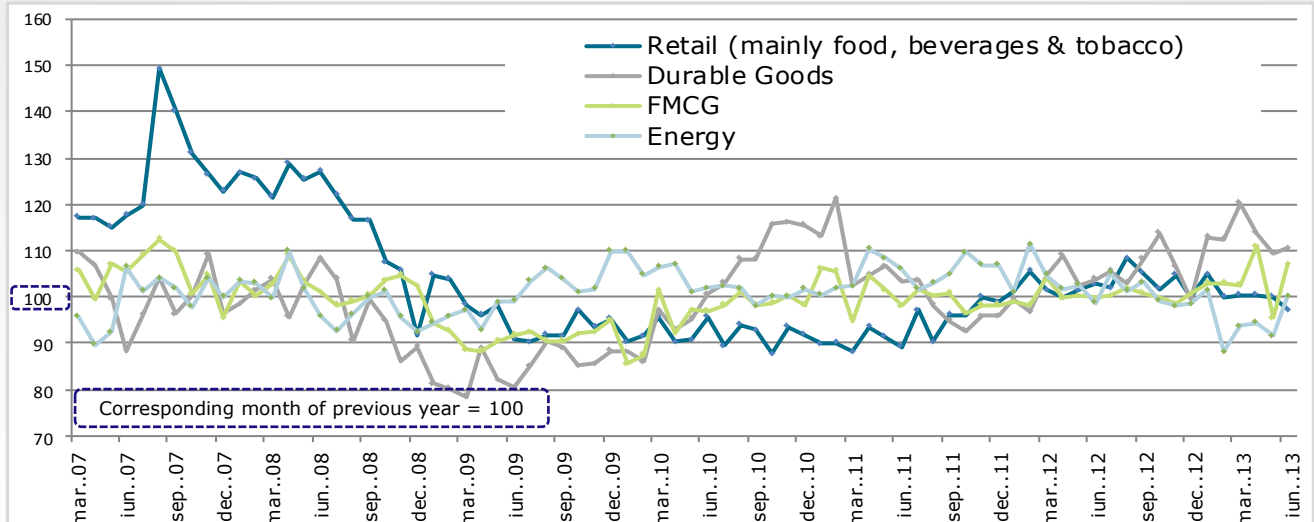
Unemployment rate remains constant over the last months, showing a slight decrease in August as compared to July 2013.



Romanian Economic Environment

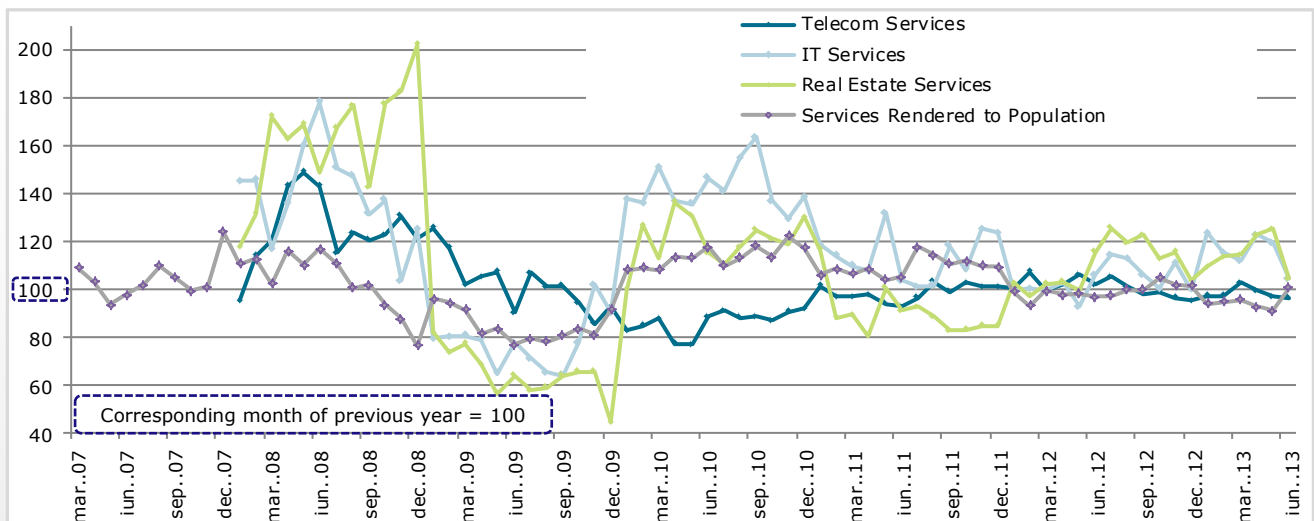
Retail and Industry Indices

Source: INS



While for Retail the trend is obvious, as it has been recording a declining trend for more than one year, for FMCG, Durable Goods and Energy the evolution is not very clear, with ups and downs since the beginning of 2013.

Services Indices Turnover



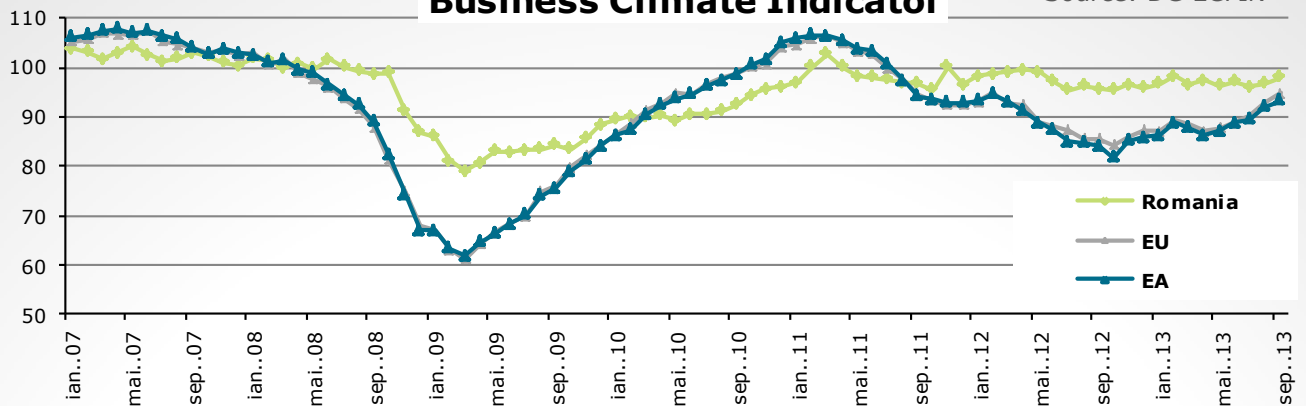
Telecom remains constant for more than two years, while Services rendered to population struggle to break through. The trend for IT remains uncertain, while Real Estate Services after a growing evolution in the first months of the year seem to pass a decreasing phase.



Economic Prospects

Business Climate Indicator

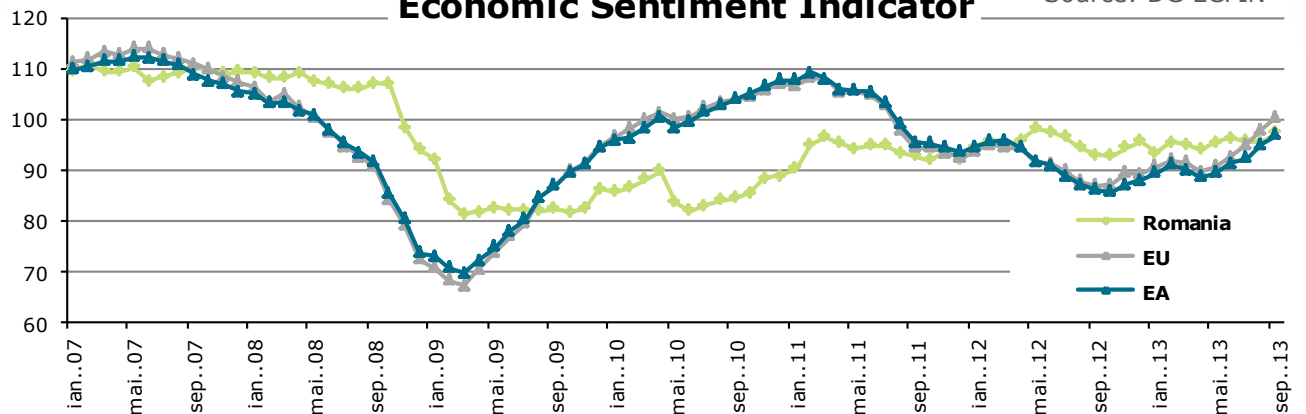
Source: DG ECFIN



Although in Europe the Business Climate Indicator has showed an ascending trend over the past months, in Romania only in September can we see a slight increase.

Economic Sentiment Indicator

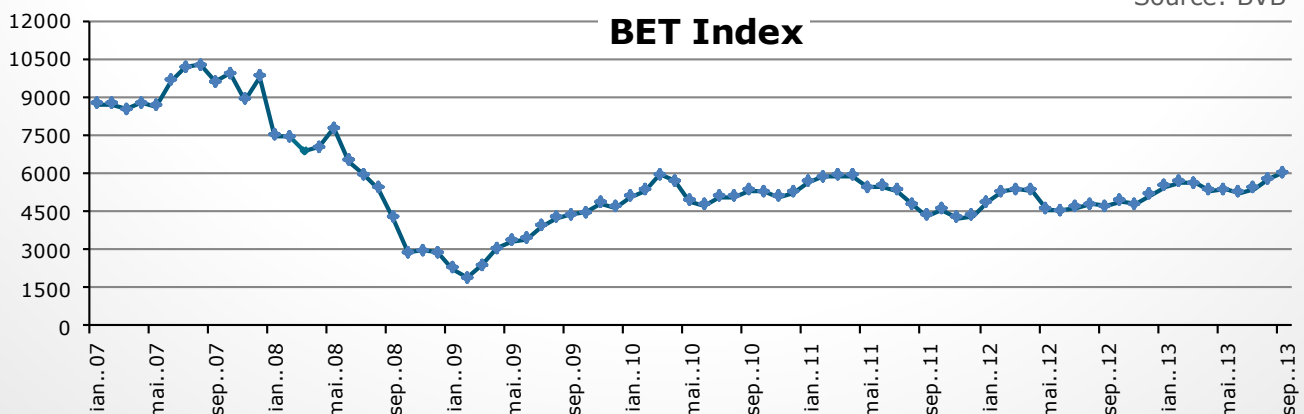
Source: DG ECFIN



The Economic Sentiment Indicator shows similar development as for the Business Climate Indicator, showing in September the first signs of optimism.

BET Index

Source: BVB



BET index finally cut through the 6000 band which has not been reached for more than five years.



Info

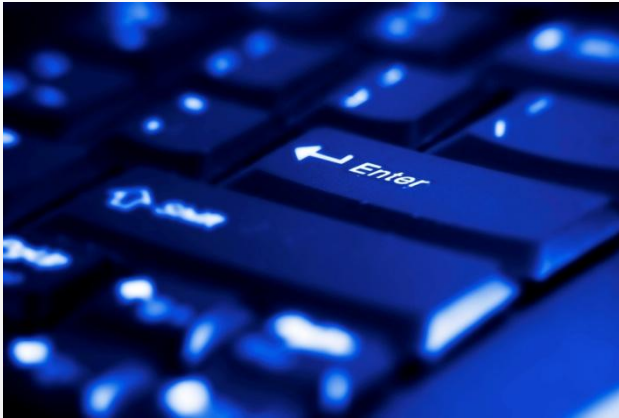


Featured Methodology

Quality at its best

through modern technology

F2F Surveys



Face-to-face surveys via CAPI make the most of modern technology: **quality, reliability, accuracy**

Quality

- >Reduced interviewer and respondent errors
- >Eliminating routing errors
- >Logic and consistency checks implemented in scripting

...even more

- >Time and cost efficient - no printing, no postage, no punching
- >Complex questionnaires made simple – best for conjoint surveys
- >Flexible questionnaire design, allowing multimedia usage

All to help you make confident decisions

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