



Mercury Research Newsletter

Spring 2013

Market intelligence
which supports
decision making

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Mercury Research News



Wanted: Marketing & PR

Most Loved Employers, 2nd Edition

The glam of marketing and PR worked their magic on Romanian students, ranking at the top of their career preferences.

Check out [article](#)



New challenges on the labour market

MoneyTV with Ioan Simu

As the shortage of qualified labour becomes more obvious, companies recognise the importance of employer branding as a means to attract the best employees.

Check out [Money TV programme](#)



The jackpot is: 40,000!

eXPRIM Online Panel

We've got to 40,000 active panelists in March 2013, and the number is getting bigger every day!

Check out [article](#)



Small Retailers Survey

Consumer Satisfaction Survey

What keeps the customers of small retailers happy and returning? Find out from the second edition of Small Retailers Survey.

Check out [article](#)



Easter is coming, fasting has already begun

Fasting Survey

No meat, no eggs, no dairy, but also no alcohol during fasting time. So, sins are forgiven, and the body cleansed.

Check out [presentation](#)

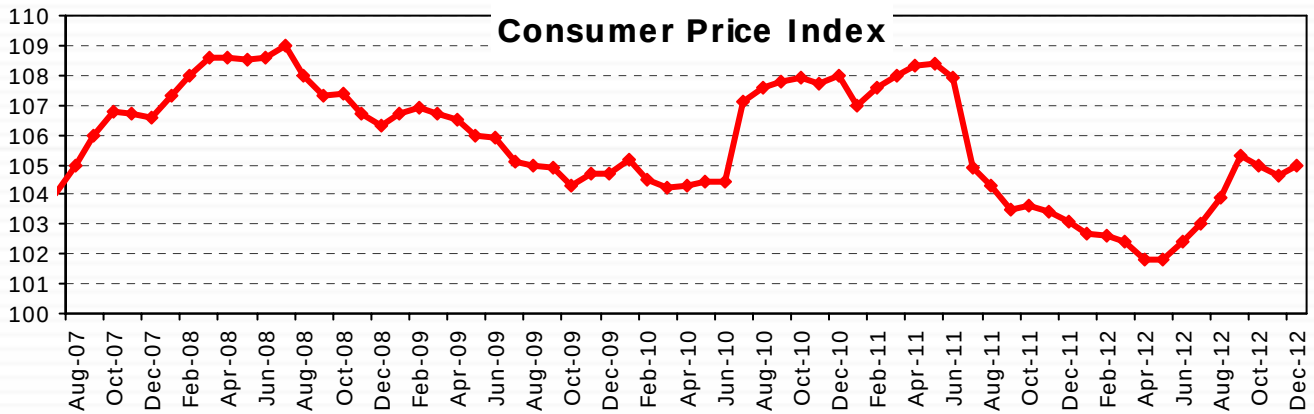


Are we innovative enough?

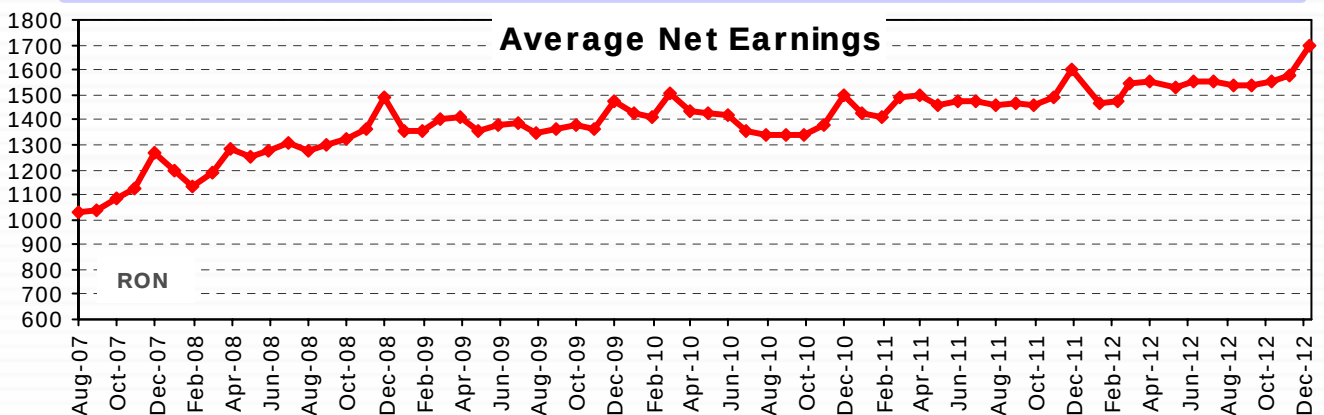
Global Market Research, the international association of independent market research institutes represented by Mercury Research in Romania, held its second Asian Marketing Seminar in Singapore.

Check out [Innovation in Marketing Research](#)

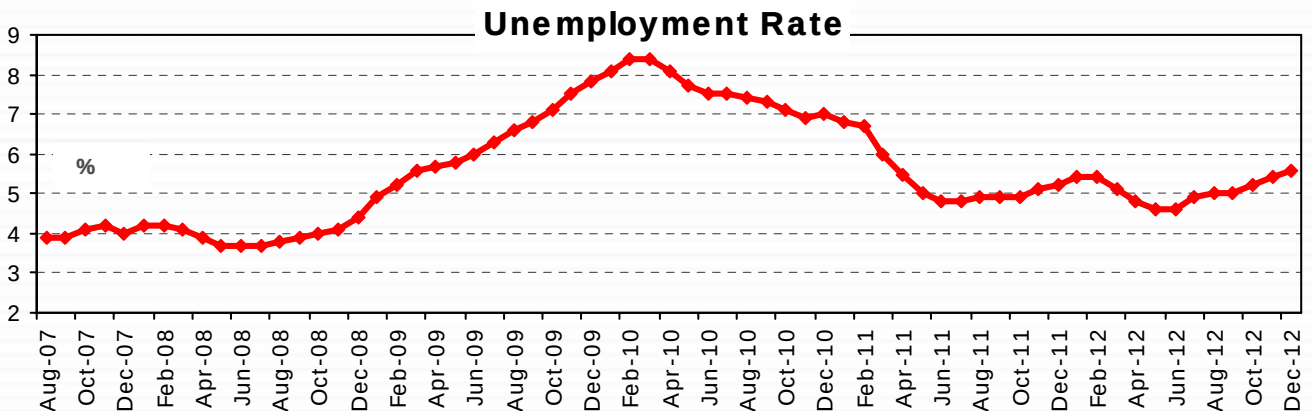
Romanian Economic Environment



In the last quarter of 2012, the annual inflation rate reached 4.95%, a bit lower than in Q3 (5.33%), but still exceeding the +/- 1 pp which was the accepted limit over the annual target of 3%.



In December 2012, the average net earning was of RON 1,697, with 122 lei (7.7%) higher than in November, this increase reflecting the bonuses usually offered at the end of the year.

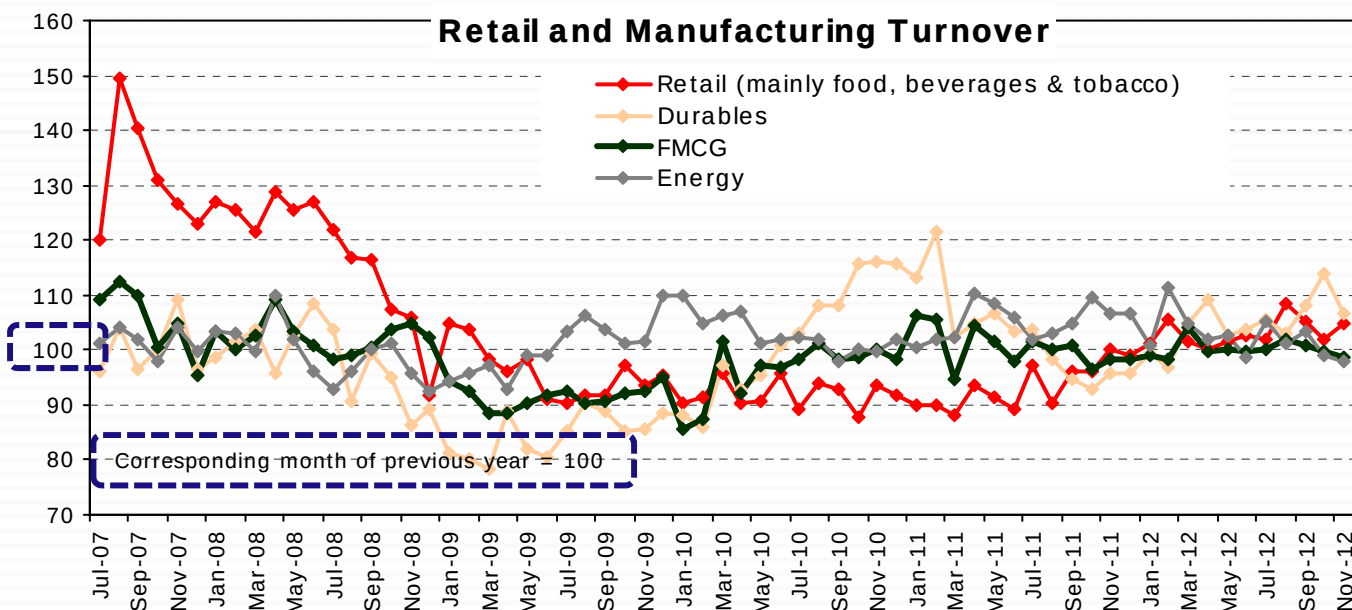


The rising trend of the unemployment rate starting in the middle of 2012 continued, reaching 5.6% in the last month of 2012.

Source: INS

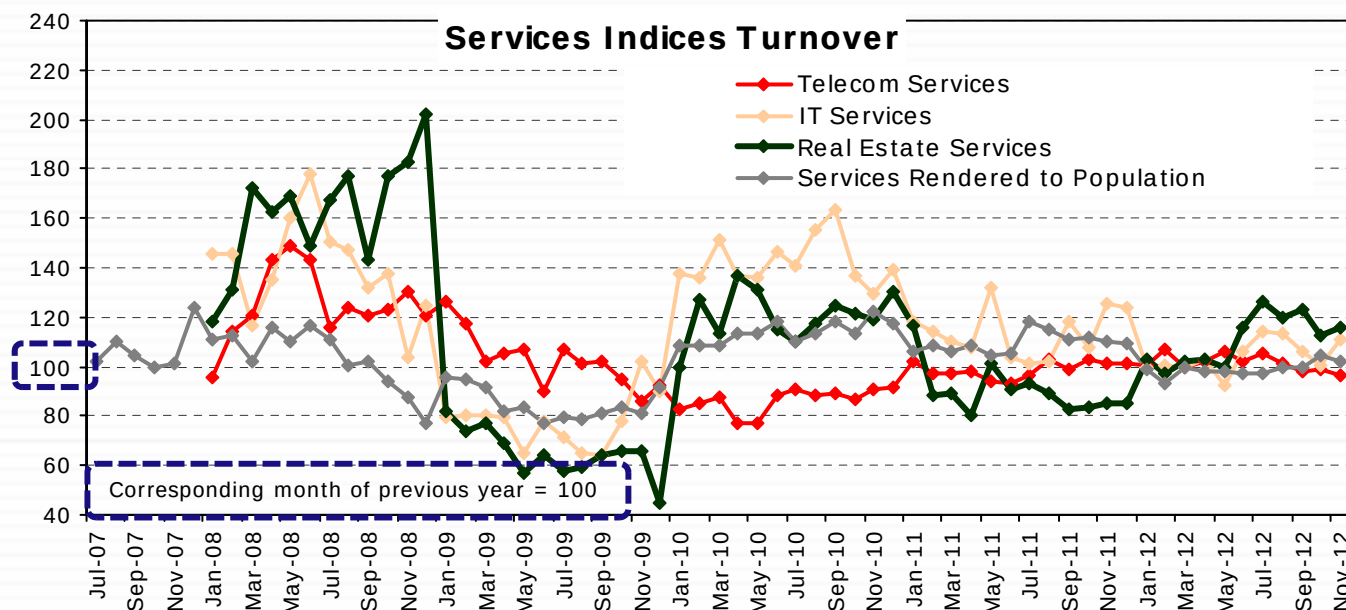
Romanian Economic Environment

Retail and Manufacturing Turnover



With the exception of the Retail sector, which is slightly picking up towards the year end, all other sectors are registering decreasing trends, with FMCG and Energy Sectors indexes declining below the 100 line.

Services Indices Turnover

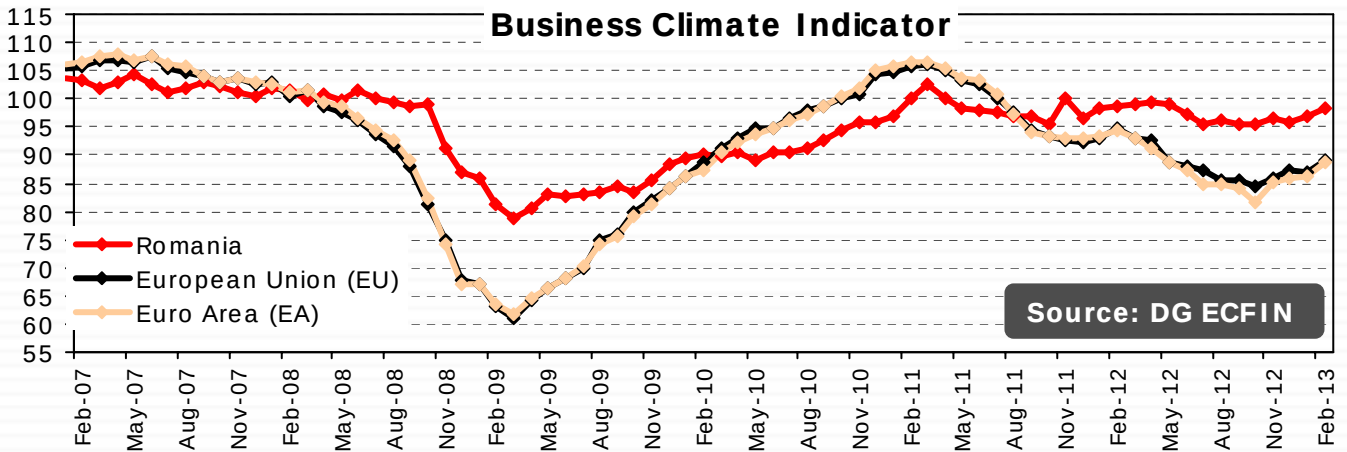


In 2012, Telecom Services and Services Rendered to Population kept a relatively stable evolution throughout the entire year. Real Estate Services and IT Services, which saw a slight recovery in Q2 2012 followed by a decrease in Q3, are now picking up again towards the year's end.

Source: INS

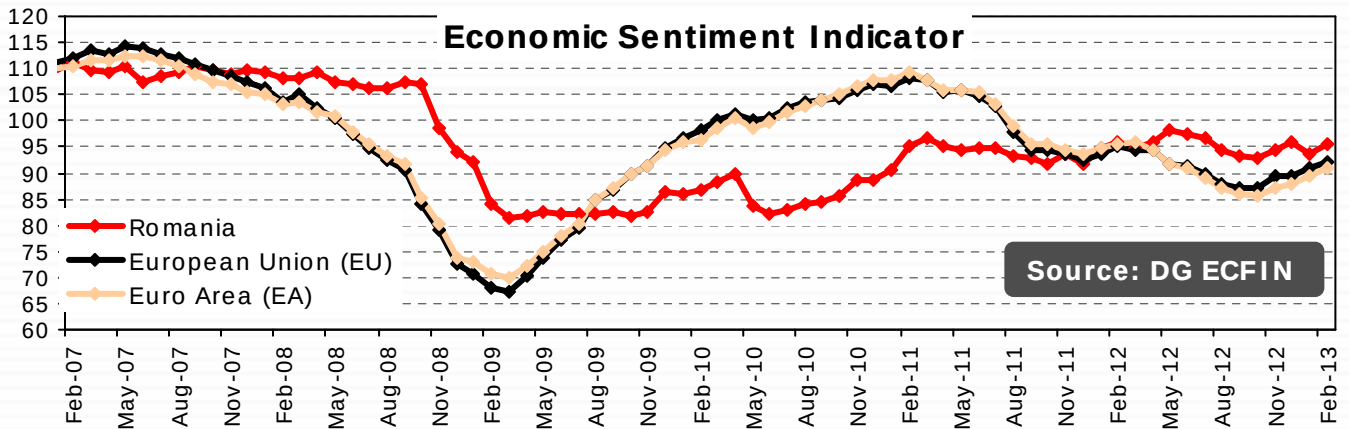
Economy Prospects

Business Climate Indicator



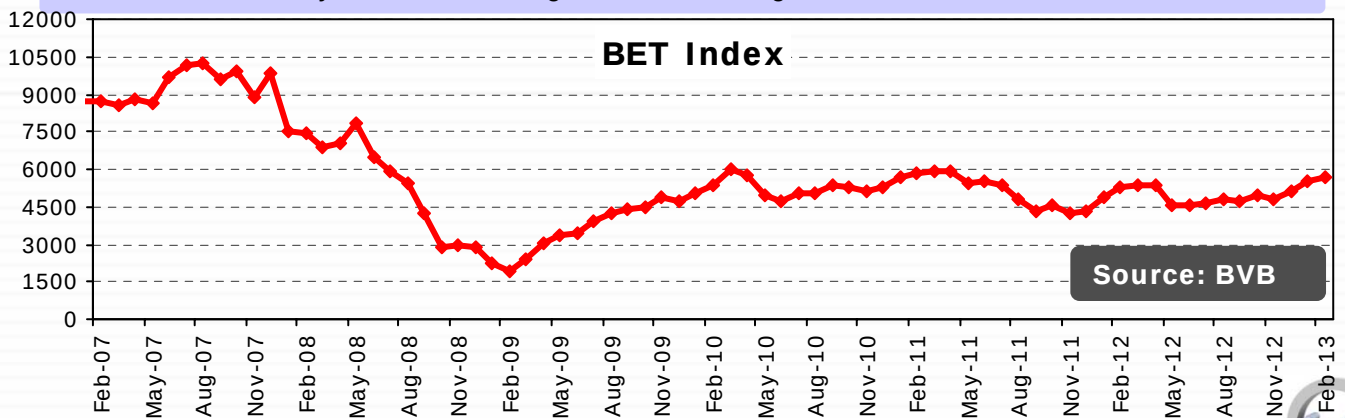
The last quarter of 2012 as well as the beginning of 2013 showed a more optimistic view of the business landscape, with a more obvious increasing trend in February 2013.

Economic Sentiment Indicator



The Economic Sentiment Indicator seems unclear in Romania, with ups and downs from mid 2012, but lately on an ascending trend, mirroring the EU and Euro Area evolution.

BET Index



The end of 2012 and the beginning of 2013 have seen a revigoration of the stock market, after a flat evolution in Q2 and Q3 of 2012.



Double click
to open

Featured Methodology

eXPRIM

eXPRIM research community at 40,000 members

The largest online panel in Romania!

40,000 community members in March 2013 and
continuously growing

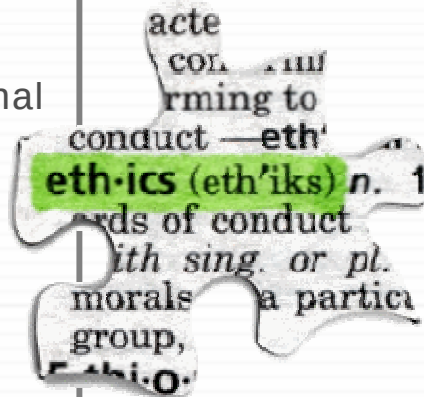
More than 70,000 interviews conducted on own panel
up to now

Highest quality panel: strict validation procedures

Why eXPRIM?

- cost and time efficient
- good response rates versus traditional data collection methodologies
- increasingly relevant as Internet penetration grows
- appropriate to research difficult to reach targets and low incidence targets

Used for research
purposes only



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