



Mercury Research Newsletter

January 2013

Market intelligence
which supports
decision making

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HAPPY
2013

Mercury Research News



Improved self on social media?

Intel UltraYou Survey

Following the need to impress other people, Romanians post photos in which they look better & infos that make them look smarter.

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Christmas Fasting Habits

Syndicated Survey

Why fasting? Only one in a hundred youngsters fast for sins forgiveness, as compared to the average of 15%.

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Go green and save the planet

Unilever SCE Survey

Romanians are willing to purchase sustainable products for a healthier lifestyle.

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Let's have a drink!

Consumer Survey

Snobbish or just elegant? What might prompt women to drink champagne even on ordinary occasions?

Check out full [article](#)

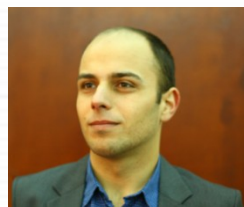


Best Research Tools

Conjoint Analysis

Forecasting means magic? How about simulating hypothetical scenarios based on hard facts?

Check out [article](#)



OnlineVu

Online Research Methodology

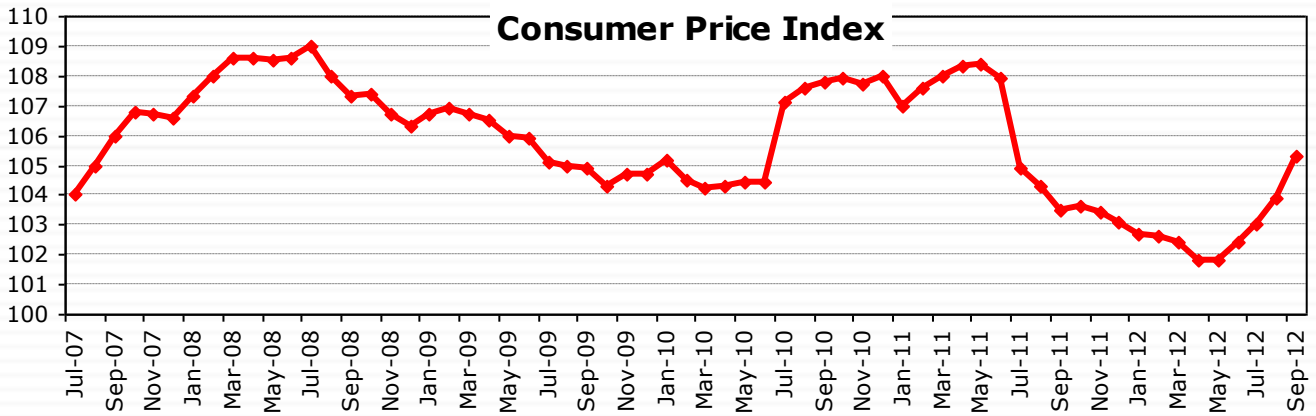
Now you can follow the discussions from the comfort of your office.

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Ask for a quote: victor_rotariu@mercury.ro

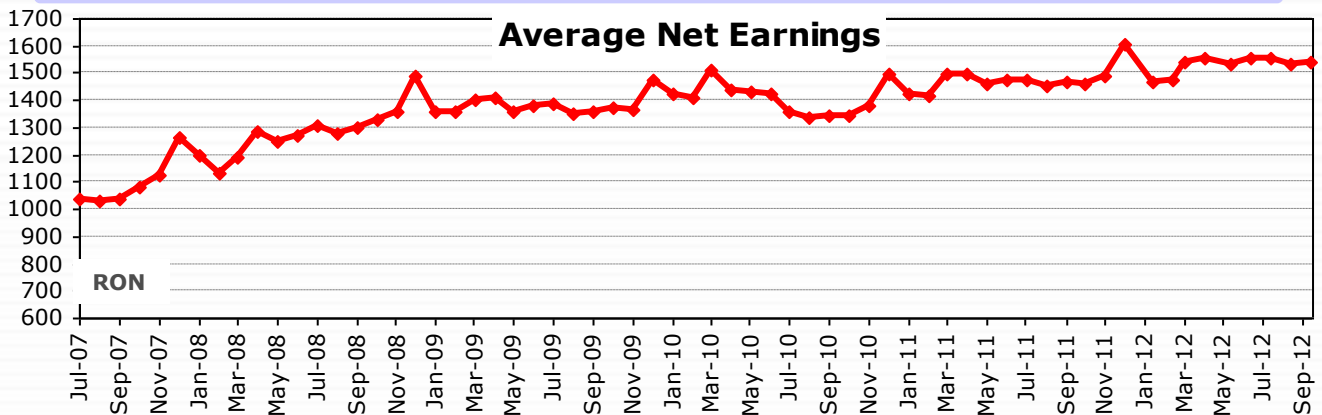
Romanian Economic Environment

Consumer Price Index



During Q3 of 2012, the annual inflation rate increased to an unexpected point (5.33 at the end of Q3), exceeding the ± 1 percentage point which was the accepted limit over the annual target of 3%.

Average Net Earnings



In Q3 the average net earnings show a relatively stable trend as compared to Q2, with decreases as well as growths registering over different economic sectors. In September, the main causes of net earnings decreases were due to under production and cash flow.

Unemployment Rate

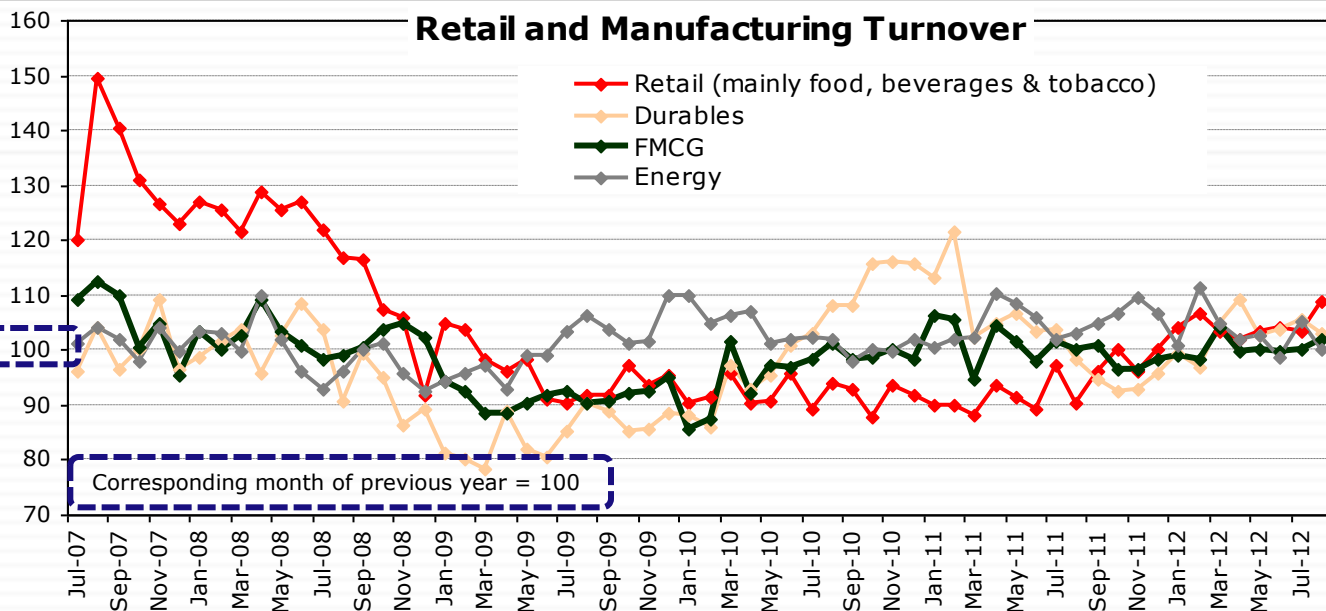


Q3 shows a slow increasing trend of the unemployment rate, still slightly below the beginning of the year.

Source: INS

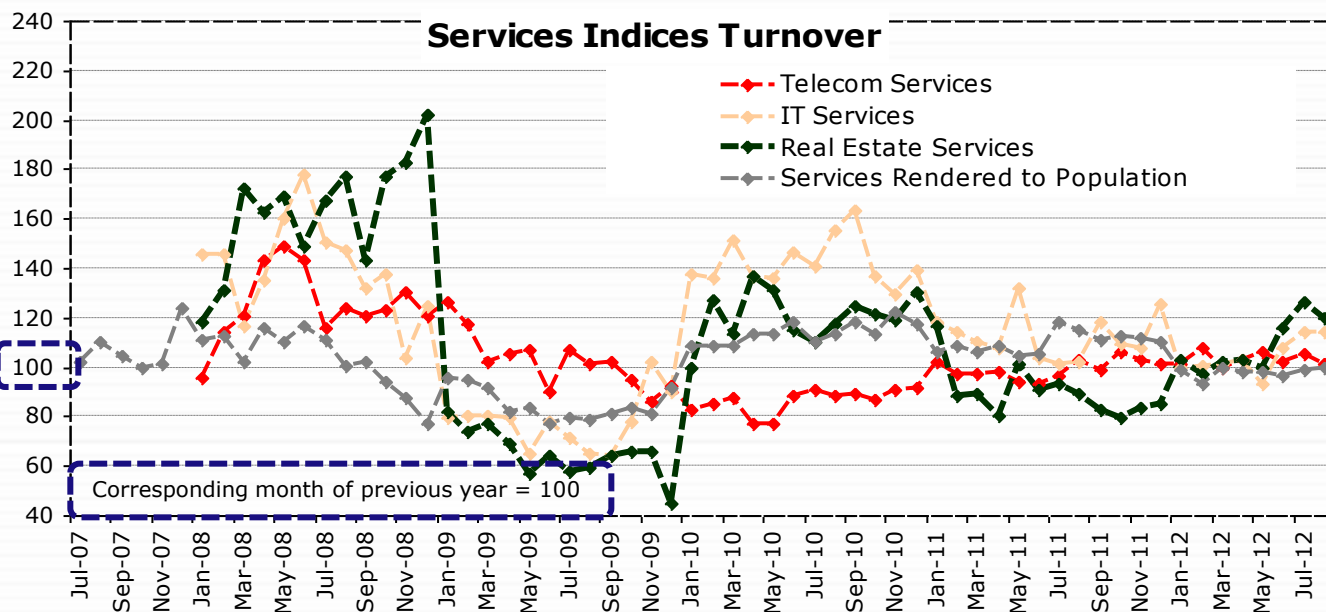
Romanian Economic Environment

Retail and Manufacturing Turnover



Retail Sector continues its growing trend which became more obvious since the beginning of the year. Durable Goods Sector remains on its modest recovery trend, with no major changes until the beginning of Q3, and FMCG showed a shy increasing tendency at the beginning of Q3.

Services Indices Turnover

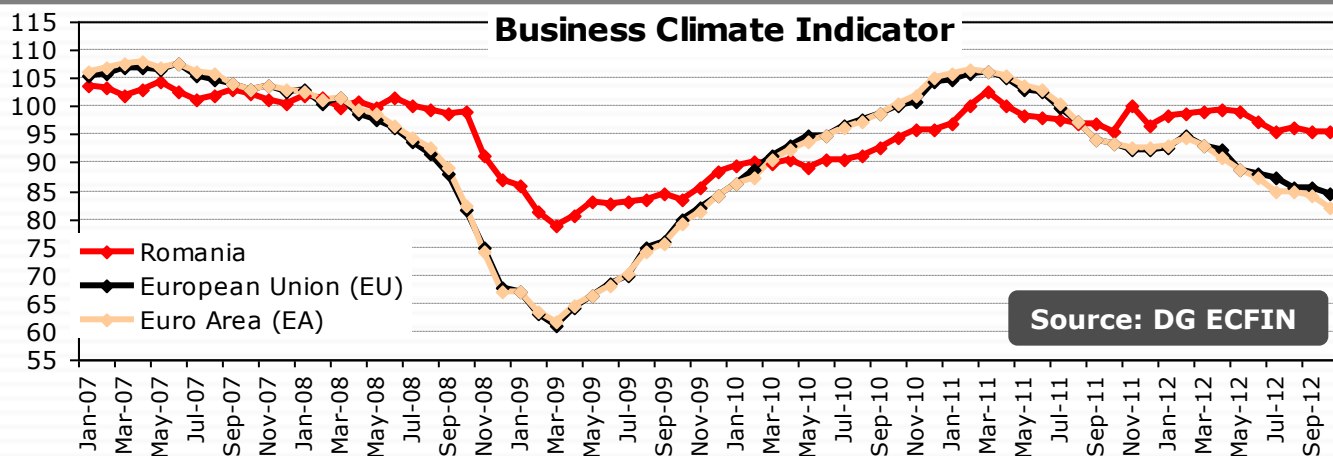


April – August 2012 showed a stable trend for Telecom Services, also IT&C Services which recorded negative results in May 2012 is on a growing trend at the beginning of Q3. For Real Estate, the summer of 2012 showed a significant improvement, maybe the most consistent since January 2011. Services Rendered to Population remain in Q3 below the level recorded last year.

Source: INS

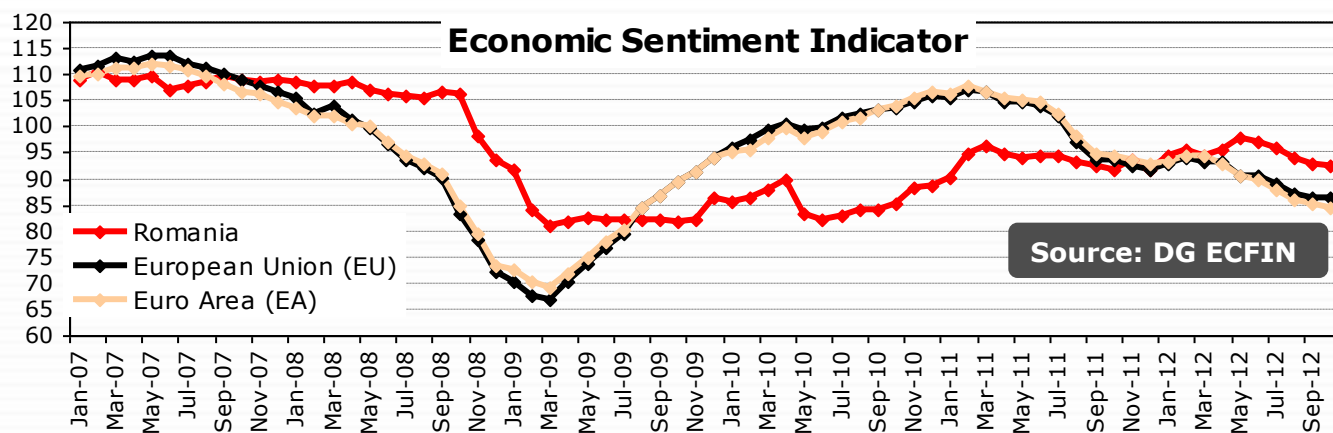
Economy Prospects

Business Climate Indicator



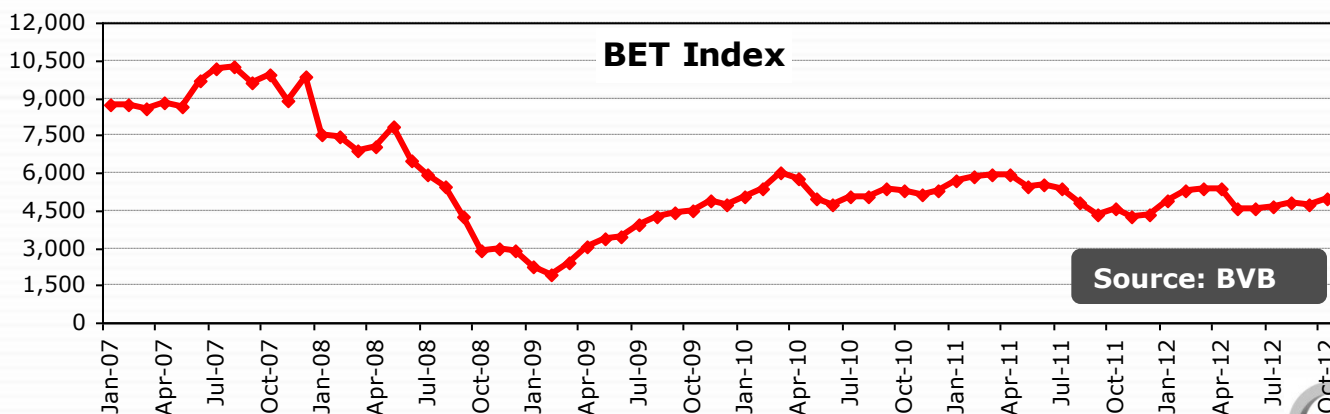
The decreasing trend of Business climate which became very clear in EU and EA from the beginning of 2012 continues. The forecast for Romania is that 2013 may mirror the decreasing trend that is now more obvious in Europe.

Economic Sentiment Indicator



The Economic Sentiment Indicator shows a slow decreasing trend, both in EU and Romania.

BET Index



The BET index follows the uncertainties seen in Europe, though the last months recorded a moderate growth.



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Featured Study

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