



## Emerging Consumer Values in Romania

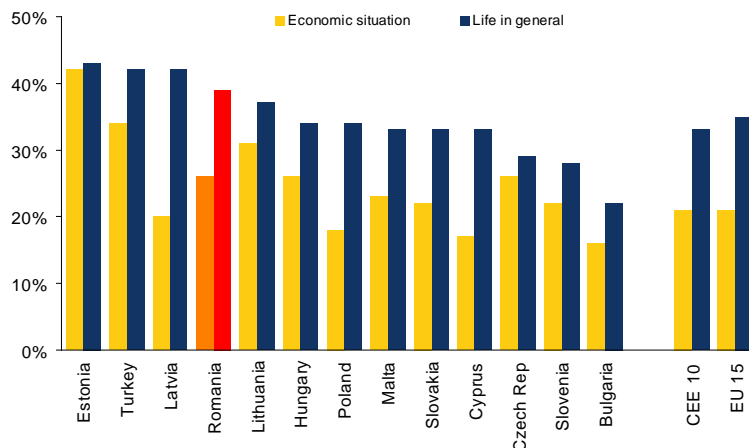
### A multi-client study from the Future Foundation

On 01 January 2007, Romania joined the European Union. It has thus become part of the European family. But, like all families, there are similarities, and there are differences.

This multi-client study of the Emerging Consumer Values in Romania provides a succinct overview of –

1. Rising affluence in Europe
2. Consumer satisfaction and demand for happiness
3. Concerns of Romanian consumers
4. Liberalism vs. traditional values
5. Social capital and trust

In 18 highly-packed pages, this report sets Romania in the context of its new siblings. In terms of economic growth, satisfaction with life, personal expectations, worries, fear, personal 'drivers', religion, personal values – including the polarisation of the young, political attitudes and, finally, degree of trust.



*Expectations for the next 12 months*

Richly illustrated with graphs and diagrams, this report makes invaluable reading for anybody thinking of investing, expanding or consolidating their position in the rapidly-growing economy of Romania. Also for those involved in Romanian institutions, whether it be the policy makers in national government, the financial institutions, property developers, major retail chains, advertising or media.

In particular, the valuable insight and forecasts for young Romanian consumers and their place in society is crucial to understanding the next phases of societal development.

The multi-client study is available for immediate delivery as a PDF file.

## About the Future Foundation, Experian and Geo Strategies

Our companies are part of the Experian family and address the need for consolidated insight on consumer trends in over 25 countries world-wide.

### Future Foundation

Most businesses and other organisations know they need to be customer focused, but how much do you really know about your customers, about the people who use your services and buy your products?

How much do you truly understand about their increasingly complex lives - the stresses and strains, the hopes and fears, the underlying needs? Do you fully comprehend the many different forces - social, economic, technological, cultural and political - that shape society, markets and the lives of individuals themselves?

At the Future Foundation, our mission is to understand what is really going on in the world, to provide order within the complexity, to present a clear sense of understanding and direction.

### Experian

Experian's Business Strategies Division is a global leader in consumer profiling and market segmentation, economic forecasting and public policy research. The Division supports policy makers and investors to make both strategic and tactical decisions in 30 countries world-wide.

With an international team of 300 researchers, analysts and consultants, the Division models the current position and future prospects of local, national and global economies in terms of employment, consumer spending, investment, output, property, and asset markets. In addition, the team routinely inputs to public policy makers on how to improve economic performance, and to companies in relation to the economies in which they operate - or wish to operate.

### Geo Strategies

Geo Strategies was founded in 1993 and has become the leading supplier of geographic and geo-marketing intelligence for Central and Eastern Europe. Their core expertise is built around geo-spatial data products, analytical and modelling tools, consumer segmentation, bespoke data services, consultancy, training, and project management. This expertise has been developed according to internationally recognised best practices and methodologies, to which significant innovation / value is being added to make it relevant and actionable in the local context. Geo Strategies is the owner of Experian's franchise for Romania and have recently launched Mosaic Romania, the common currency for understanding the types, behaviour and location of consumers in the region.

### Consumer Insight and Consultancy

*We can help you understand your customers, from knowing where they live and how to communicate with them, to understanding what motivates them to buy and what they will buy next. We can also provide a clear understanding of the many different forces that shape society, markets, and the lives of individuals.*

*Through bespoke consultancy projects, subscription services, our consumer "think-tank" provides insights into the demographic, socio-economic, behavioural and attitudinal characteristics of your audience. These services are used by organisations around the world for new product developments, to support communications and marketing activity and to develop or future proof key strategic decisions.*

The Experian logo features the word "experian" in a blue, lowercase, sans-serif font. A red diagonal line is positioned above the letter "i". A registered trademark symbol (®) is located to the upper right of the word.

**Geo Strategies**

future foundation

An Experian company

