

Romanians' Personal Values and Lifestyles

A Roper Reports Analysis

Report Presentation

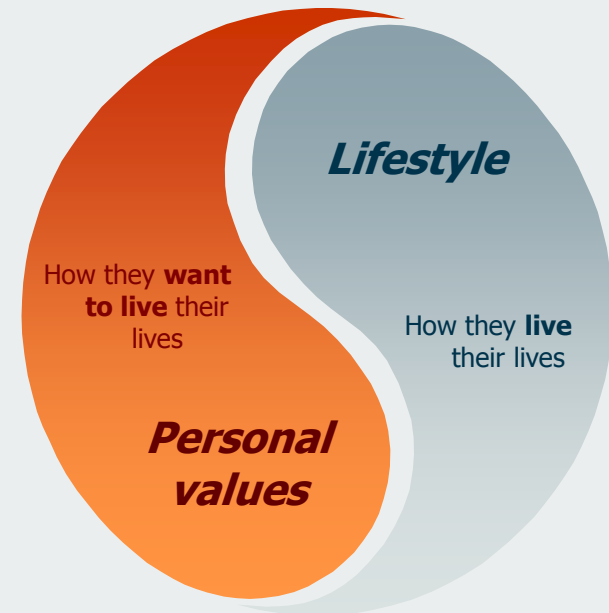


Report Content (1)

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1. What is Roper Reports Worldwide
2. Romanians at a Glance – key findings
3. Personal Values of Romanians
 - 3.1 What they are and why they are important
 - 3.2 Romanian values in the global context
 - Ranking of 54 personal values of Romanians and comparison with the ranking for the Global consumers

A battery of 54 discrete personal values that can be found in every culture around the world. The model has been developed with extensive R&D, and validated by a number of the world's leading global marketers.



Personal values are defined as:

- Concepts or beliefs
- Pertaining to desirable end states or behaviors
- Transcending specific situations
- Guiding selection or evaluation of behavior and events
- Ordered by relative importance

Report Content (2)

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Achievers



Traditionals



Survivors



Nurturers



Hedonists



Social-Rationals

Self-Directeds

3.3 Value types

Relationships between individual values and how Value Types are defined

Map showing how the 54 personal values relate to each other. If brands want to address values, they need to address a values system. That is why it is important to know what values relate to each other.

Description of each Value Type

Value system, characteristics and consumer behaviour of Achievers, Traditional, Survivors, Nurturers, Hedonists, Social-Rationals and Self-Directeds

Seven global dimensions – the Value Types or Value Segments – were identified using factor analysis. Their reliability was tested to secure that they were unique and that the items within each of them were highly correlated

Demographic profile

Report Content (3)

3.4 Changes to the Romanian Values

What changed between 2008 and 2010

4. Lifestyle of Romanians in the global context

Their job (hours per week spent on job and commuting between home and job and attitude to job – agreement with “I really enjoy my job and often do more than is asked of me”)

Their family life (hours per week spent with spouse and with children/grandchildren)

Social life and entertainment (frequency of in-home and out of home entertainment activities, channels used for entertainment, number and type of social networks to which they are connected)



Roper Reports Worldwide Methodology

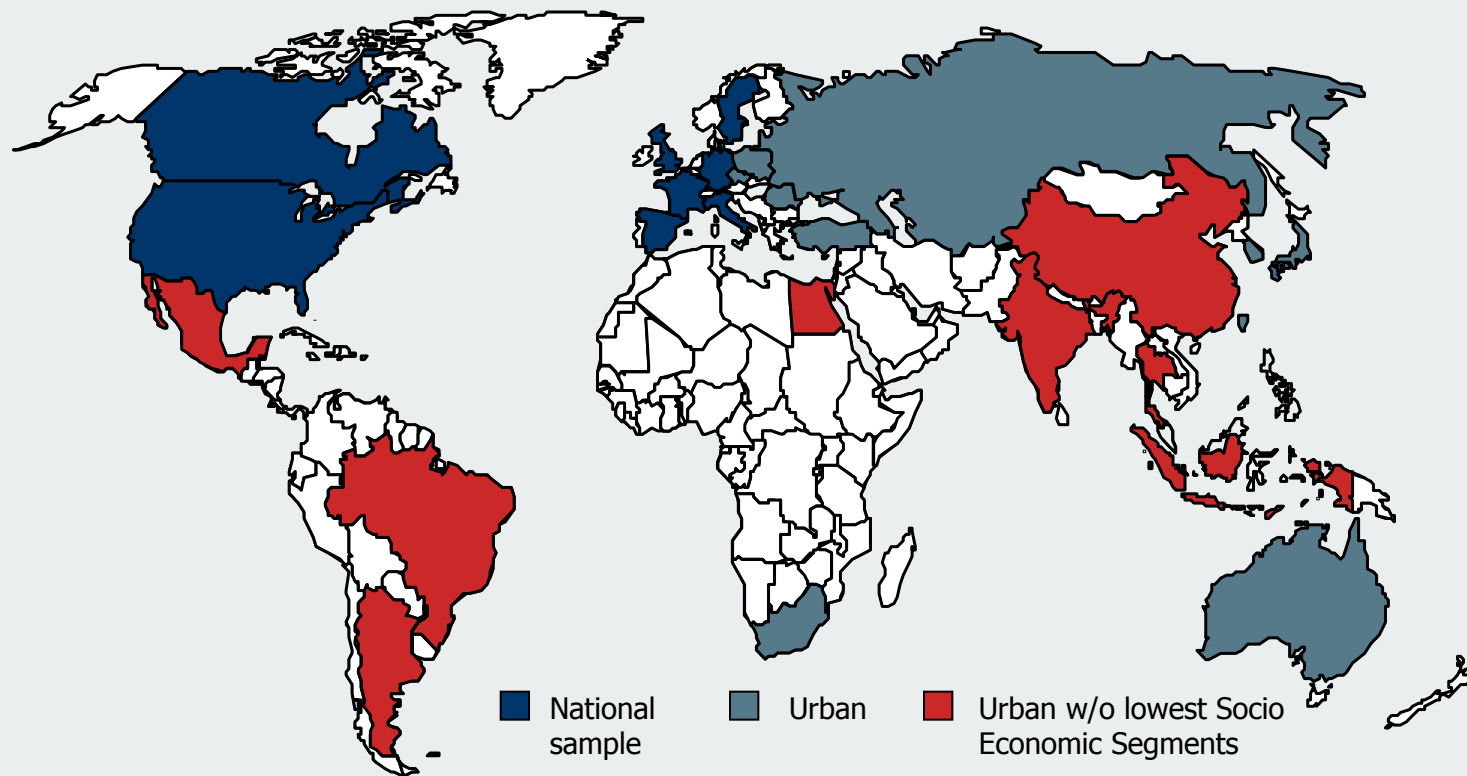
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Providing insight into the lives and values of the world since 1997...

- 37,150 interviews with 18+ year old consumers in 26 countries
- Sample sizes: between 1000 and 2000 per country
- Sample size in Romania: 983 respondents
- Coverage:
 - **Nationally representative** in North America and Western Europe
 - **Urban representative** in Developed Asia, Central Europe, South Africa, and Turkey
 - Representative of **urban population excluding lowest socioeconomic neighbourhoods** in Latin America, Developing Asia, and Egypt
- Coverage in Romania: representative or **urban** population
- **Data collection:** February 2010

Roper Reports Worldwide Coverage

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Western Europe

France
Germany
Italy
Spain
Sweden
UK

Central Europe

Czech Republic
Poland
Romania

North America

USA
Canada

Latin America

Mexico
Brazil
Argentina

Asia/ Pacific

Australia
Japan
Taiwan
Korea
China
India
Indonesia
Thailand

Russia

Other countries

Egypt
South Africa
Turkey

Deliverables and Price

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We will deliver a PowerPoint report, of around 90 pages, written in English.

4,500 euro (VAT not included)

We would be pleased to provide you with more details about this study. Your contact:

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