

# Target Report - Connected Generation

## A Roper Reports Analysis

Report Presentation

May 2010



## A Broad View of the Lives of Romanian Youth

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Many products grew to be successful due to the way they addressed not only category specific needs, but needs that are **beyond categories**.

Needs really start with the way that people **live** and the way they **want to live**. Having insight into your target's life can help you generate new product ideas and relevant communication for your brand.

That is why we propose a report, containing quantitative data, to create a meaningful portrait of Romanian Youth, compared to all Romanian consumers.

Techno society

Mobile lifestyles

Individuality/ creativity

Downloading music

Focus on style/ design

Status



# Report Content (1)

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## 1. Key Findings and Marketing Tips

## 2. Romanians' and Romanian Youths' Value System and Concerns

Most important personal values and differences between the values of youth vs. those of all Romanians

*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.*

### Relationships between individual values

*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.*

### 2.1. Teens' concerns

*Focused only on 15-19 year olds.*

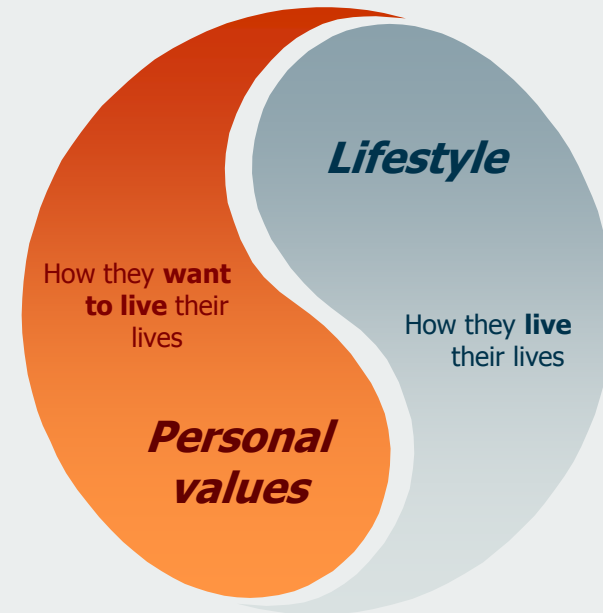
Self-description (appearance, individuality, social status)

Most important sources of stress

Perception of parent pressure

Perception of peer pressure

Integration and fear of disapproval



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)



**Young people spend an average of 20 hours a week on the Internet, for non-work related reasons**

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### 3. Social life, communication and influence

#### Social groups

*Who do teenagers and young people connect with, as compared to the rest of Urban Romania? How many types of social groups do they belong to? Family/ neighbours/ school mates that are also friends/ people known through hobbies/ Internet communities/ civic communities*

#### Social life on the Internet

*Incidence of communication activities: e-mailing, instant messaging, participations in on-line social networks*

#### Mobile phone communication

*Mobile phone usage for talking, texting, instant messaging, picture/ video messaging, e-mailing, on-line social networks*

*Comparison between 2010 and 2008*

#### Time spent going out to socialize with friends

#### Out-of-home social activities

*Frequency of going out to cinema, concerts, sporting events, museums, pubs/ bars/ discos etc., park or beach*

*Comparison between 2010 and 2008*

#### In-home socializing

*Frequency of entertaining guests*

Most important groups that influence teens regarding their choices in music, movies, TV programs, Internet sites to visit, entertainment, clothing, spending, future career  
(only for teens, 15-19 year old)

## Report Content (3)

### 4. Attitudes to and Usage of Technology

Tech products usage

Tech products and status

*Desire to have products that are at least as up-to-date as those that friends use, perception of mobile phones as items that can be used to impress others, the importance of prestige and style/ design when choosing tech products*

Tech products and fun

*Buying tech products for utility vs. buying them for indulgence*

Internet activities

*Comparison between 2010 and 2008*

Mobile phone activities

### 5. Communication Channels

Information, shopping and entertainment channels

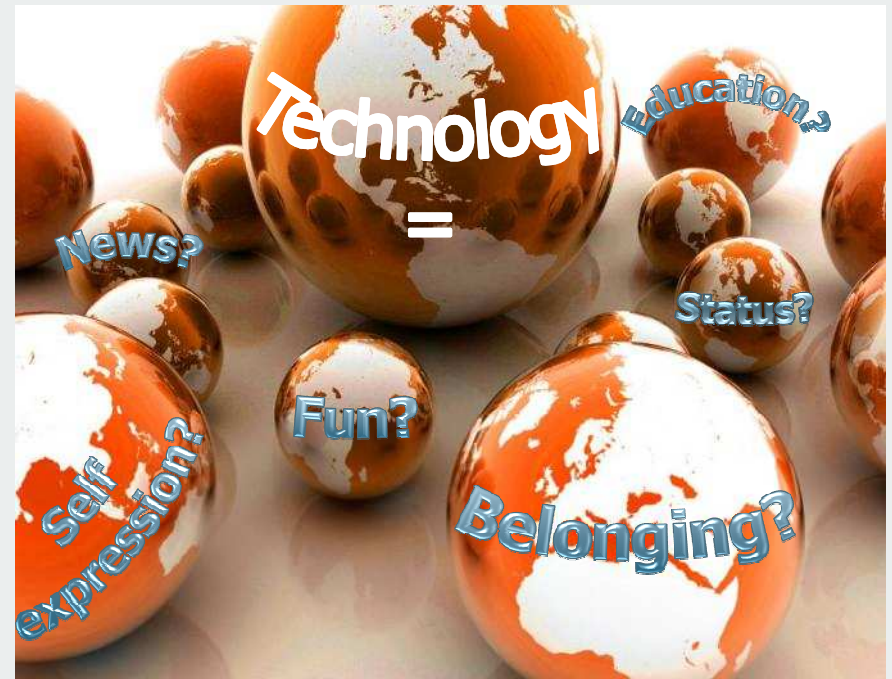
*Channels used for each of these 3 activities, from word of mouth to old and new media. Contact with media channels (TV, radio, press, Internet – news pages, educational pages, video streaming or clips, radio, e-mailing and messaging, on-line communities*

Most important personal interests

*Electronics/ computers/ technology, Internet, movies, reading, music, traveling, appearance/ fashion/ beauty, religion, art and culture, food and cooking, health/ fitness/ exercise, politics*

Categories for which information is actively sought C

*cars, savings and investment, home decoration, food/ cooking, appearance/ fashion/ beauty, out-of-home entertainment, electronics/ computers/ technology, health and fitness. Comparison between 2010 and 2008*



# Methodology of Roper Reports Worldwide 2010

Talking to 30,000+ Consumers Every Year

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Ages 15+

An annual global study of 1,000 to 1,500 in-home, face-to-face, 1-hour interviews per country

26 countries

11 waves since 1997 with over 300,000 respondents in database

**RRW Romania sample: 1000 respondents from urban areas  
2 waves, in 2008 and 2010**

**... for global, regional, local, and target knowledge**



# Definitions in the report

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## Urban Romania



Romanian urban  
population, aged 15+

Sample size: 1.000

## Romanian Youth



Romanian youth, aged  
15-24

Sample size: 198

## Romanian Teens



Romanian youth, aged  
15-19

Sample size: 85

## Deliverables and Price

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Information on these issues in a PowerPoint report, written in English.

***2,600 EUR (VAT not included)***

Discount for second or third report: **10%**

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

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