



confident
decisions

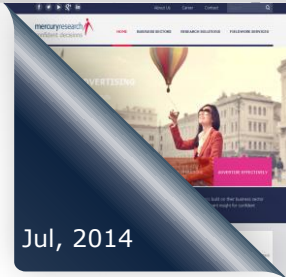
NEWSLETTER

Summer 2014

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Mercury Research News

New Website



Check out our new website for confident decisions on how to know the market, optimise products, improve operations and advertise effectively.

Visit www.mercury.ro

Stray Dogs



Most Romanians disagree with euthanasia of stray dogs, but very few are willing to adopt one.

Check out [article](#)

FGDB Survey



Why worry? In the event of a bank failure, Romanians are aware they will get their money back.

Check out [article](#)

The Global Tourism Monitor



Time to validate your summer holiday: where does your destination rank in the Global Tourism Monitor?

Check out [The Global Tourism Monitor](#)

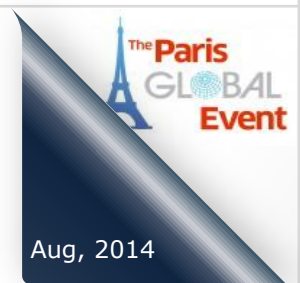
StaffChoice



Passion is not just a word when it comes to great performance at work. Teachers are the most loyal employees, even if the worst paid.

Check out [article](#)

Innovation in Marketing Research



Join us in Paris to discuss about mobile research, understand how to best manage the consumer voice and deep dive into the Delight model.

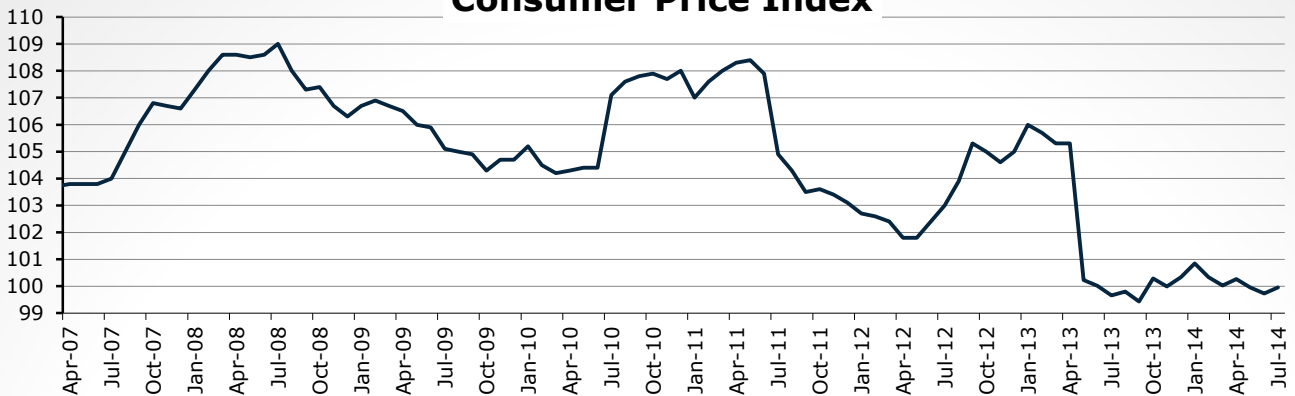
[Innovation in Marketing Research](#)



Romanian Economic Environment

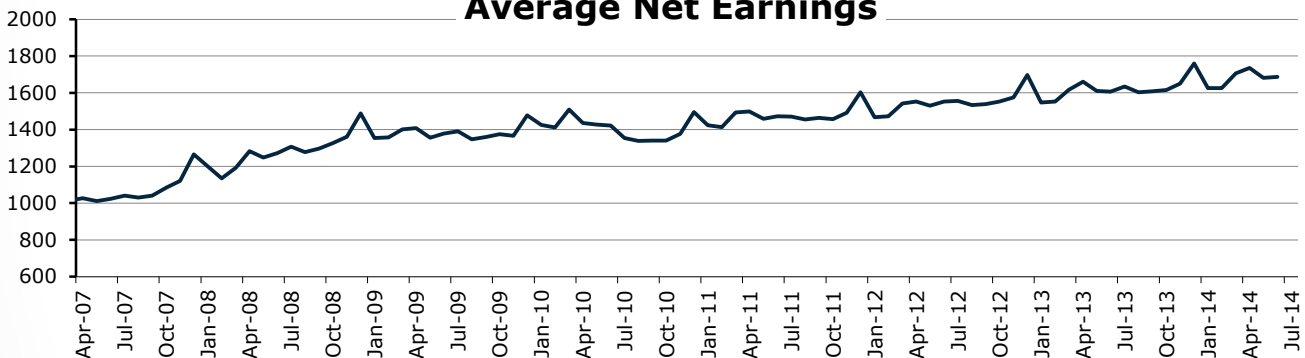
Consumer Price Index

Source: INS



Consumer Price Index continues its decreasing trend started at the beginning of the year, with deflation in the summer months (June and July).

Average Net Earnings



In 2014, Romanian average net salary continues its ascending trend, with seasonal peaks due to holidays bonuses. In Q2 the increase in average net salary becomes more obvious.

Unemployment Rate



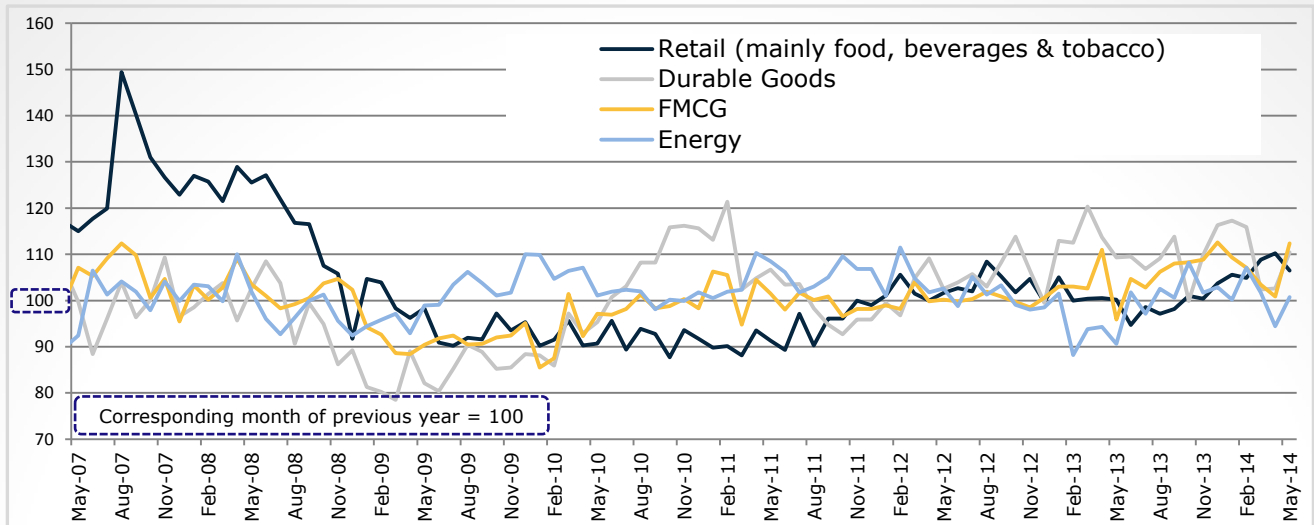
Unemployment rate shows a similar trend to that of last year's second quarter, when spring showed a descending evolution as well. In May 2014 unemployment rate was of 4.9 per cent.



Romanian Economic Environment

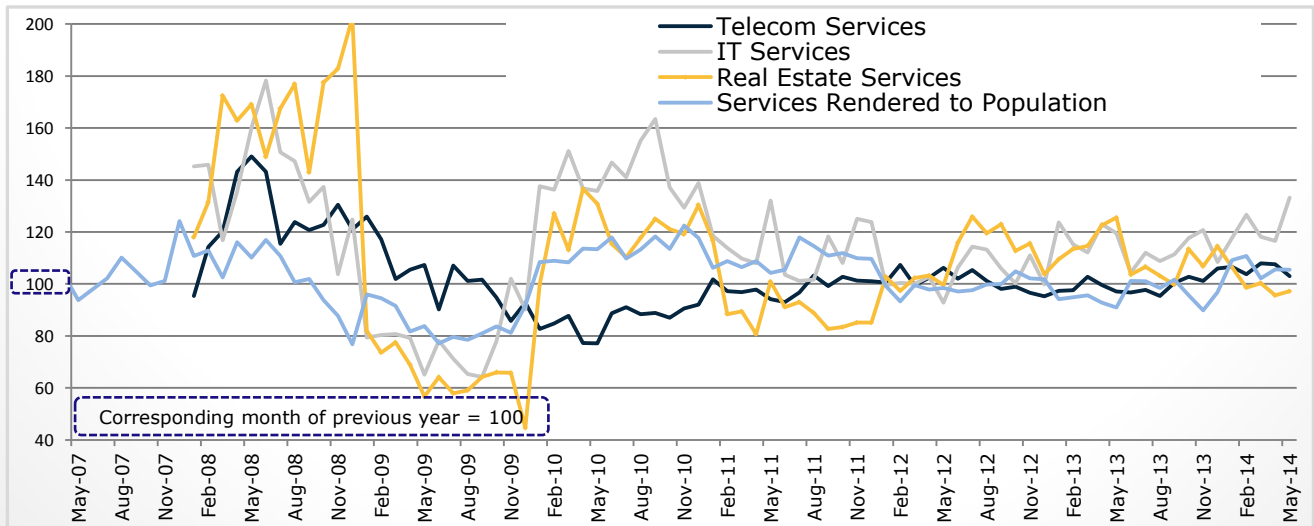
Retail and Industry Indices

Source: INS



Despite a fluctuating trend, Retail and Durable Goods seem to have a promising first half of the year. FMCG had the highest increase in May as compared to the past months, while Energy sector recorded a significant decrease in April.

Services Indices Turnover



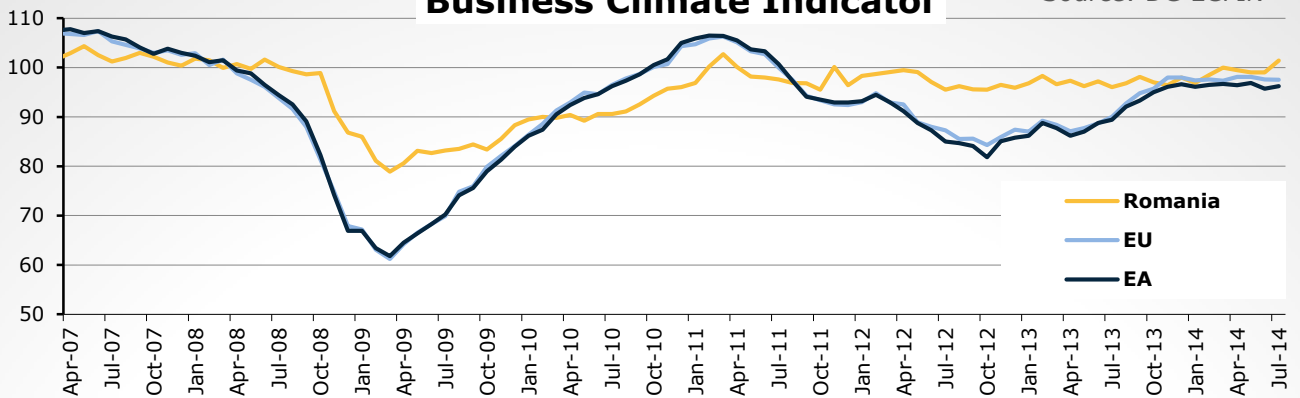
Compared to last year, Telecom has started well in 2014 and continues on this optimistic trend. May has brought for IT&C the highest increase seen over the past two years. Real Estate Services show a decline, especially compared to the same period of the last year.



Economic Prospects

Business Climate Indicator

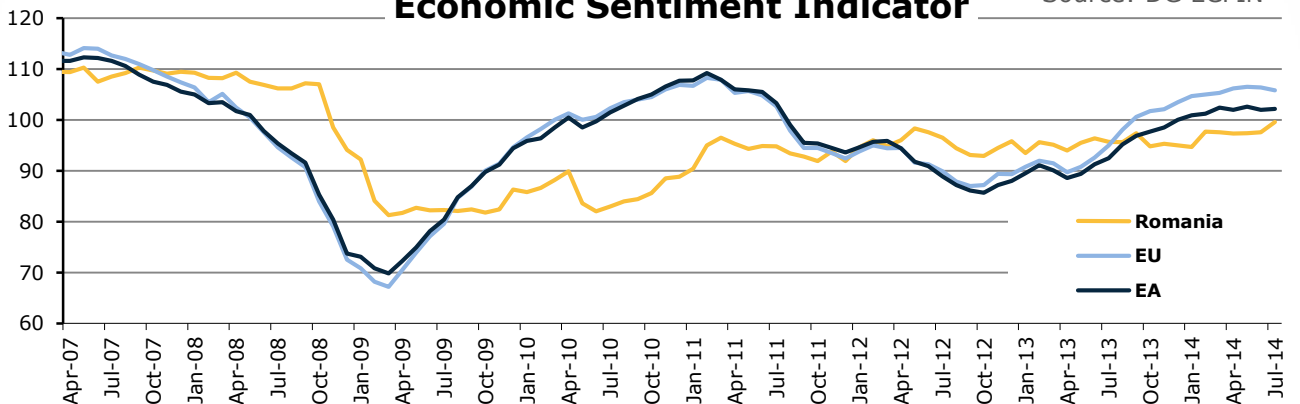
Source: DG ECFIN



Business Climate Indicator shows a relatively constant trend and similar values around Europe. In July, BCI registered a slight increase in Romania.

Economic Sentiment Indicator

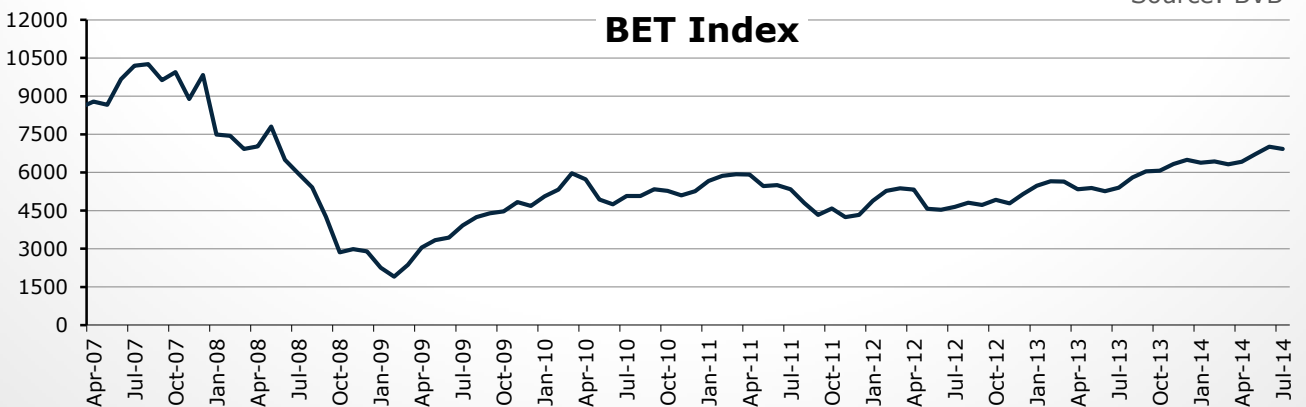
Source: DG ECFIN



Economic Sentiment Indicator for Romania nears the values of EU and EA, recording a positive trend over the last months.

BET Index

Source: BVB



Despite a slightly fluctuating trend, the BET index continues its upward trend, exceeding the 7,000 threshold in June 2014.



Info



Featured Survey

The Global Tourism Monitor 2014

First ever global study to rank the tourist experience in different countries across the world



84 countries across the world rated as tourist destinations
More than 23,000 interviews

Here is a taster of some of the findings:

- > **Costa Rica** is the most highly regarded country as a tourist destination among its recent international visitors
- > Across the Middle East and Africa it is the **UAE** that visitors are most likely to recommend
- > 'Recommendations from others' is the single most important influence when consumers consider where to visit

Contact us to receive the top line report including the global ranking of countries

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