Digital ®Evolution Tracking Study

Content, Methodology & Commercial Offer

EXACT

right sights on insights

Our Target

All Romania Population: **~ 19,5 mil**

Men and women, 18-65, all education: **~ 13 mil**

Men and women, 18-65, all education, daily internet users: **~ 10,5 mil**

Our target

CONTENT

CONTENT

- Financial Activities & Perceptions
  - E-commerce
  - Alternative Financial Services
  - Payment methods
  - Online Banking
- 5G Perceptions
- Trading
- Online Reviews
- Urban Mobility
- Holidays

III. ANNEX
- Socio-demographic Profile

Objectives in detail

- The daily incidence of the devices from which the internet is accessed (smartphone, Smart TV, laptop, computer, console)

- Average time spent on the internet (average) on smartphones vs other devices (conglomerated)

- Incidence of using WIFI vs. mobile data

- The incidence and frequency of over 30 activities carried out online, including: using online baking, paying bills, online shopping, reading blogs, listening to music, watching vlogs, movies, tv on demand, stock and crypto trading

- Incidence and average time spent on online applications and sites (28 applications, including: Facebook, Instagram, YouTube, Twitter, Tik Tok, WhatsApp, Zoom, Netflix, Reddit, Waze, LinkedIn etc.) - we also covered a wide range of known applications other than social media

- What products did they buy online in the last month (from food, electronics and appliances to medical consultations, subscriptions to sites that provide video content)

- Online behavior on social media, specific activities carried out on social media in relation to friends, brands, influencers - and what platforms did they use for this interaction, what type of content they followed

Objectives in detail

- The applications they are using to trade on the stock market

- A module about alternative financial services (Revolut, Monese, Orange Money etc.) which includes the following indicators: awareness, usage (ever and last month), consideration, NPS, reach (what alternative services applications are downloaded on their smartphones)

- Payment methods used in the last 3 months and in the last month, with an emphasis on NFC, that we have broken down into four categories based on the device they used and its characteristics: smartphone with IOS, smartphone with Android, smartwatch, Fitbit

- Frequency and incidence of using NFC + from which banks

- An urban mobility module in which we survey which urban mobility applications they are using, we have covered: electric scooters, taxis (Uber, Bolt), cars (Spark, Pony, eGO etc.), bicycles

- A module on I.o.t and perceptions about a world in which androids are part of human life

Methodology

Who?
- Women and men, 18-65 years
- Daily Internet users, medium and high education

How?
- Online interviews (CAWI - Computer Assisted Web Interviews)

How many?
- More than 1000 respondents per wave

Where?
- Relevant national sample (urban and rural)

When?
- Semi-annual waves: Nov'17; Jun'18; Nov'18; May'19; Nov'19; Apr'20, July'20; Sept'20; Dec '20; May '21; Nov '21
- Last wave: 10th Wave, May 2021 - data collection period

How long?
- 21 minutes - average length of the questionnaire

Your Contact
Julien Zidaru
Tel.: 0744 626268
E-mail: julien.zidaru@exactbusiness.com

Thank you!

EXACT
right sights on insights