

# ***Understanding Romanian Millennials: A Guide to Understand and Engage Millennials***



*In this 10 chapters / 130 slides Millennials report, **you will understand:***

- 1. What is important to Millennials (**life attitudes and values**)*
- 2. How they relate to their **childhood***
- 3. Attitudes and perceptions about **their jobs***
- 4. **Discrimination** in the view of Millennials*
- 5. About **spending and saving***
- 6. How they relate to **politics***
- 7. About ecology and the **environment***
- 8. Millennials' overall perception of **food categories***
- 9. Millennials about “dating”, “**online dating**”*
- 10. How they spend **holidays** and how they make **new year resolutions***

**! Attention: The report presents the results of a qualitative analysis, representative of millennials in Bucharest. The data is an indicator of this generation in general but can not be extrapolated to the total population in Romania.**

# Methodology

## Research Online Community with Bucharest Millennials

**200** active millennials from Bucharest

Highly engaged since **August 2016 until August 2017:**  
**More than 20** research studies already completed  
**10000** comments proactively generated

Syndicated Community owned by KissFM; allowing purchase of ad hoc studies for multiple brands



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**Engaging, long term mobile research** using dedicated tools (polls, open debates, diaries, multimedia sharing, etc.) for millennials to better express themselves.

Worldwide, research online communities are **now mainstream business tool** according to [Greenbook Industry Trends report for 2016](#) (61% of the total firms involved in research are currently using this tool).

*The cost of the full report is 1980 euro + VAT*



*Thank you!*



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