

Ethnocultural Diversity Resource Center

Barometer of Ethnic Relations

November 2001

Metro Media Transilvania

ABOUT THE BAROMETER OF ETHNIC RELATIONS

The Barometer of Ethnic Relations is one of the programs implemented by the Ethnocultural Diversity Resource Center (EDRC), which is a member organization of the Soros Open Network.

The Barometer of Ethnic Relations (BER) was conceived as a descriptive and evaluative instrument of the dynamics of interethnic relations in Romania. This initiative was launched in 2000, and it consists of a series of annual sociological surveys carried out in Romania. The surveys look into some periodical topics, with emphasis on the following:

- monitoring and evaluation of the general interethnic climate in Romania;
- the evolutionary characterization of self-perceptions and perceptions of others within the most numerous ethnic community;
- the dynamics of propagation and maintenance of stereotypes against different ethnic groups;
- the relevant socio-economic factors within the dynamics of interethnic relations;
- public impact on different aspects of politics and legislation regarding the minorities in Romania;
- estimate of the impact that different events have upon interethnic relations.

The annual surveys are carried out by different institutes that have experience in the field of social and public opinion surveys. The annual tender is organized by EDRC. The selection of the winner institute is done by a panel of specialists.

The basic instruments of the survey were developed by the Ethnocultural Diversity Resource Center, Cluj, within a pilot project funded by the Open Society Foundation of Romania in 1999.

The results of the research and the database can be accessed on the web site of the Ethnocultural Diversity Resource Center (EDRC): **www.edrc.ro**.

The jury of the Barometer of Ethnic Relations: Gabriel Bădescu, Mircea Kivu, Sebastian Lăzăroiu, Dumitru Sandu, Renate Weber.

RESEARCH METHODOLOGY

The volume of extracted samples:

- representative sample for the adult population of Romania (E1): 801
- representative sample for the adult population of the regions of Transylvania, Banat, Crişana-Maramureş (E2): 200
- representative sample for the adult population of Hungarian ethnicity in Transylvania (E3): 601
- representative sample for the adult population of Roma ethnicity in Romania (E4): 602

Type of samples: stratified, probabilistic, bi-tri-stage sample

Stratification criteria: 18 cultural areas grouped in historical regions, residence (urban-rural), size of urban localities (different depending on the size of the sample, see the Technical Annex), degree of development for the rural localities (for E1 and E2), percentage of Hungarian population in the localities (under 25%, 25-75%, over 75%, only for E3).

Sampling: probabilistic selection of the localities (E1: 117, E2: 40, E3: 82, E4: 66), of the polling sections for E1, E2, E3 (134, 60, 115) on the electoral lists (E1, E2), on electoral lists in addition to the randomly path through self-identification or after names (E3), through the method of the randomly path for the Roma concentrated population and the hetero-identification method of three neighbors for dispersed Roma people (E4).

Representativeness: maximal errors: E1: 3.5%, E2: 7%, E4: 4%, E5: 4%.

Validation: E1 was validated based on the INSE data and the 1992 Census.

The values that are presented here are the direct result of field work (no weighting was applied).

Interviews were carried out at the subjects' domicile.

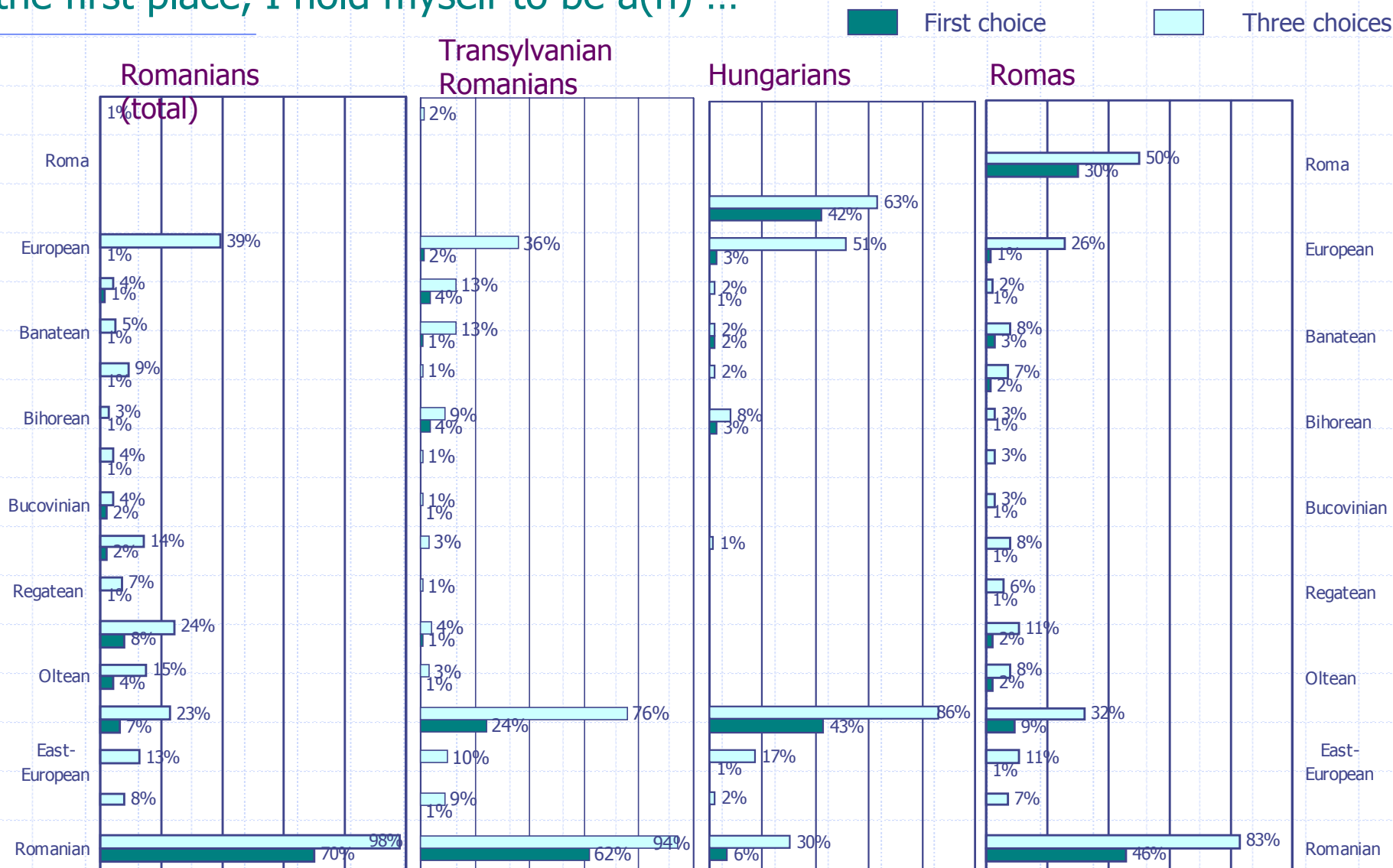
The present booklet the data are presented selectively.

The representativeness of sample E4 for the Roma population in Romania has to be considered with some reserve, due to the use of some imprecise estimates for stratification and selection, in the absence of some exact figures for the Roma population in Romania.

For E2 and E3, it was possible to build larger samples through the concatenation of extracted samples with the corresponding sub-samples from E1 (for the following category of regions: Transylvania, Banat, Crişana-Maramureş, and for the Hungarians).

Period of data collection: 16 - 30 October.

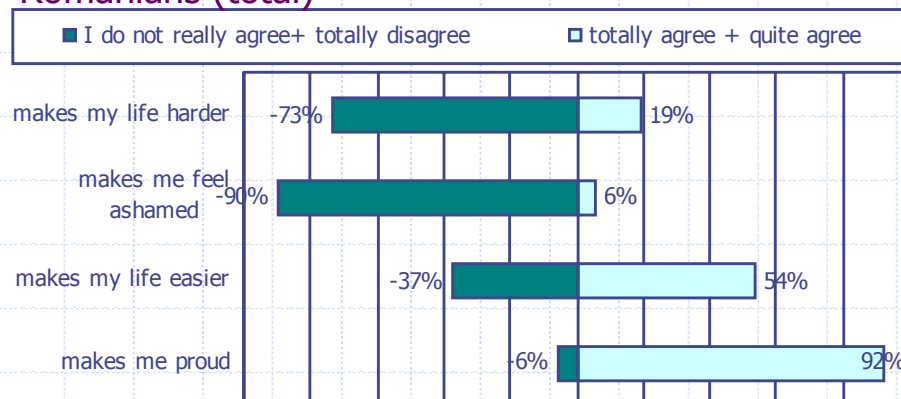
Of the following expressions, which ones describe your identity best? In the first place, I hold myself to be a(n) ...



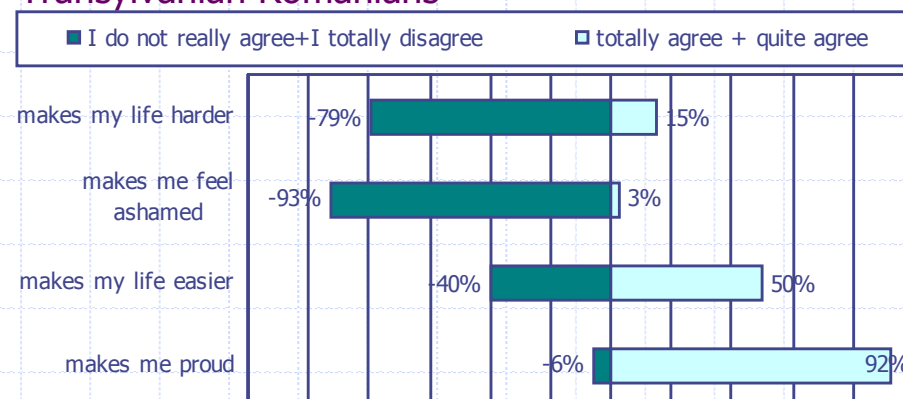
To what extent do you agree with the following statements: The fact that I was born in Romania ...

the difference to 100% is represented by non-response

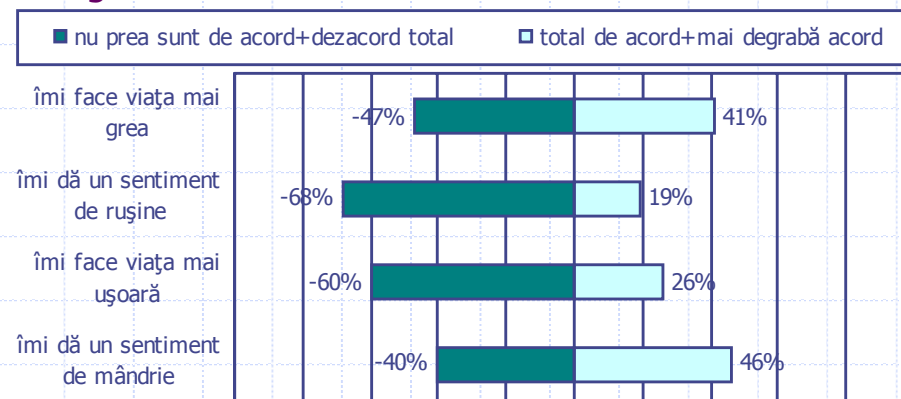
Romanians (total)



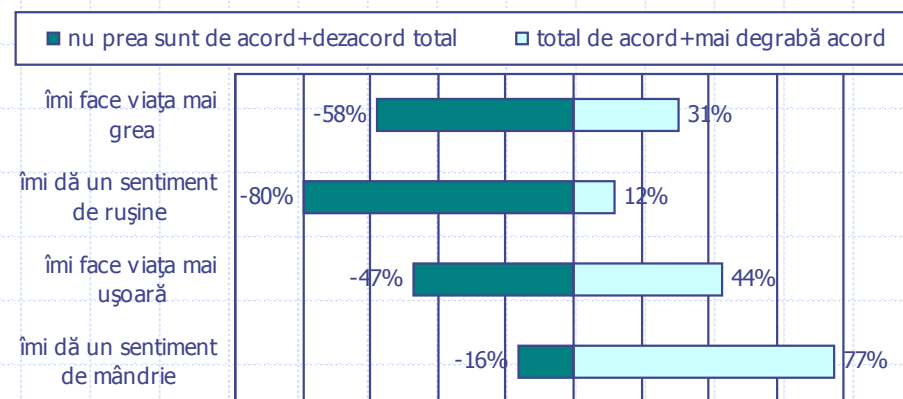
Transylvanian Romanians



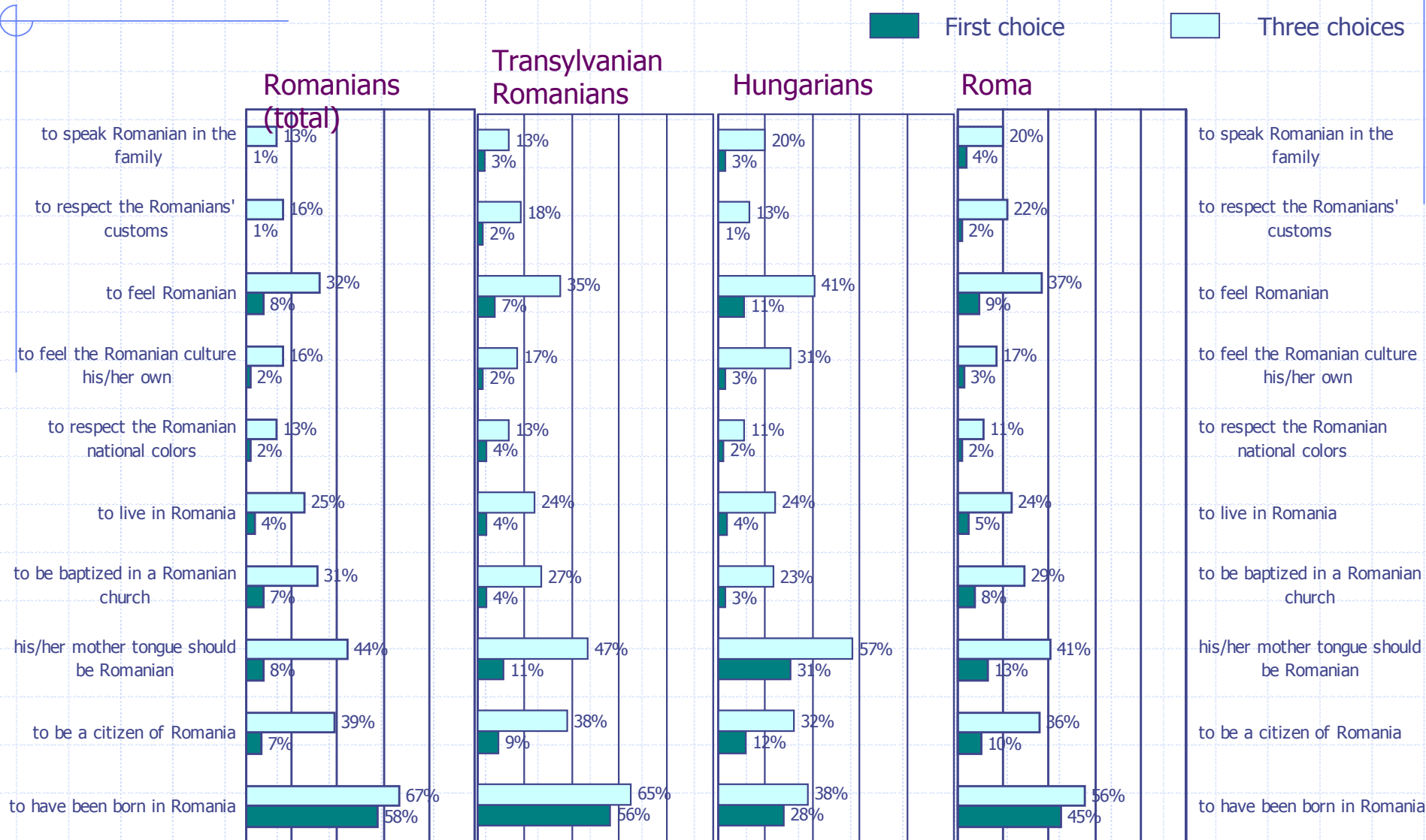
Hungarians



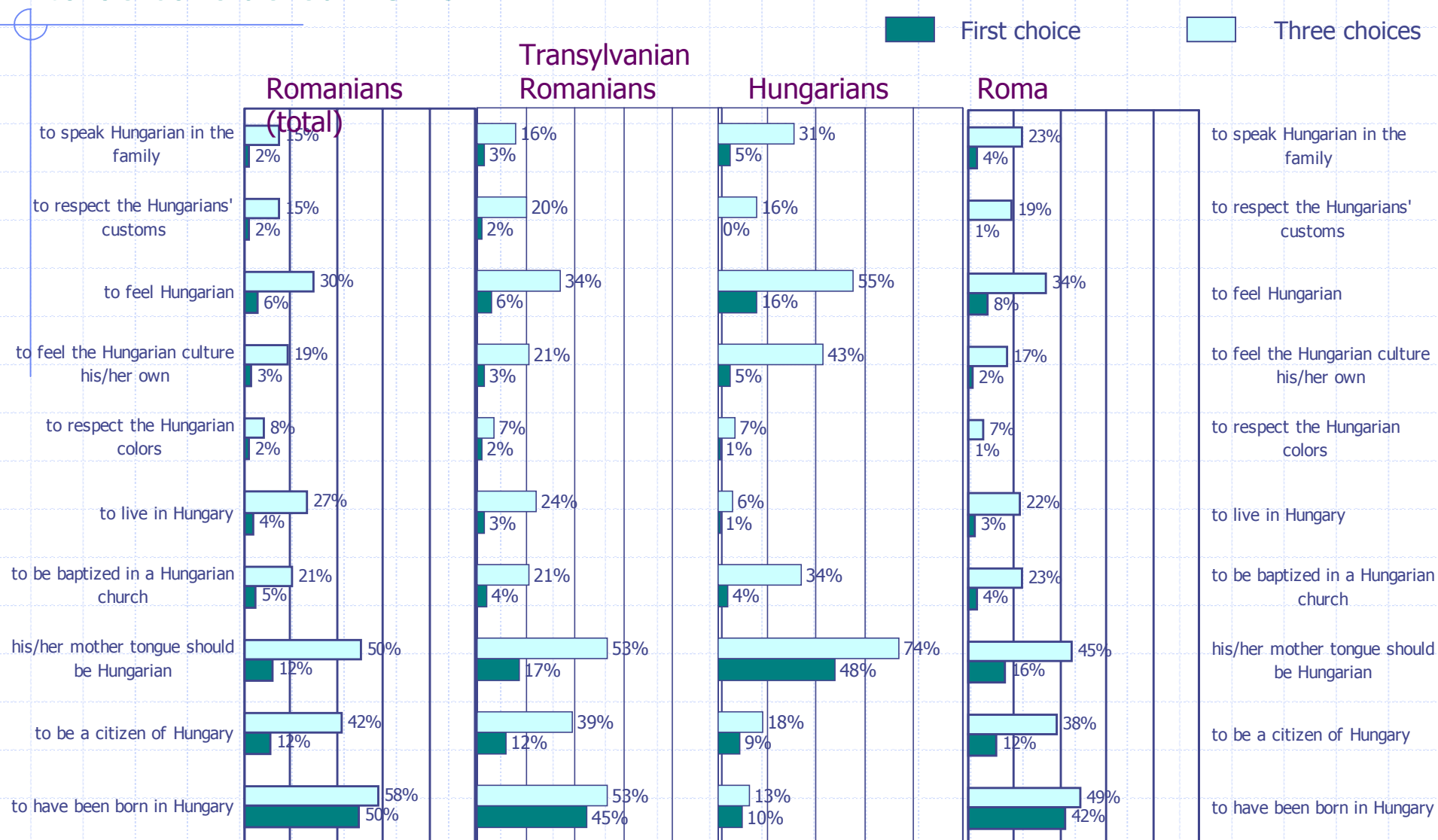
Roma



In your opinion, what are the three most important things for someone to be considered ROMANIAN?

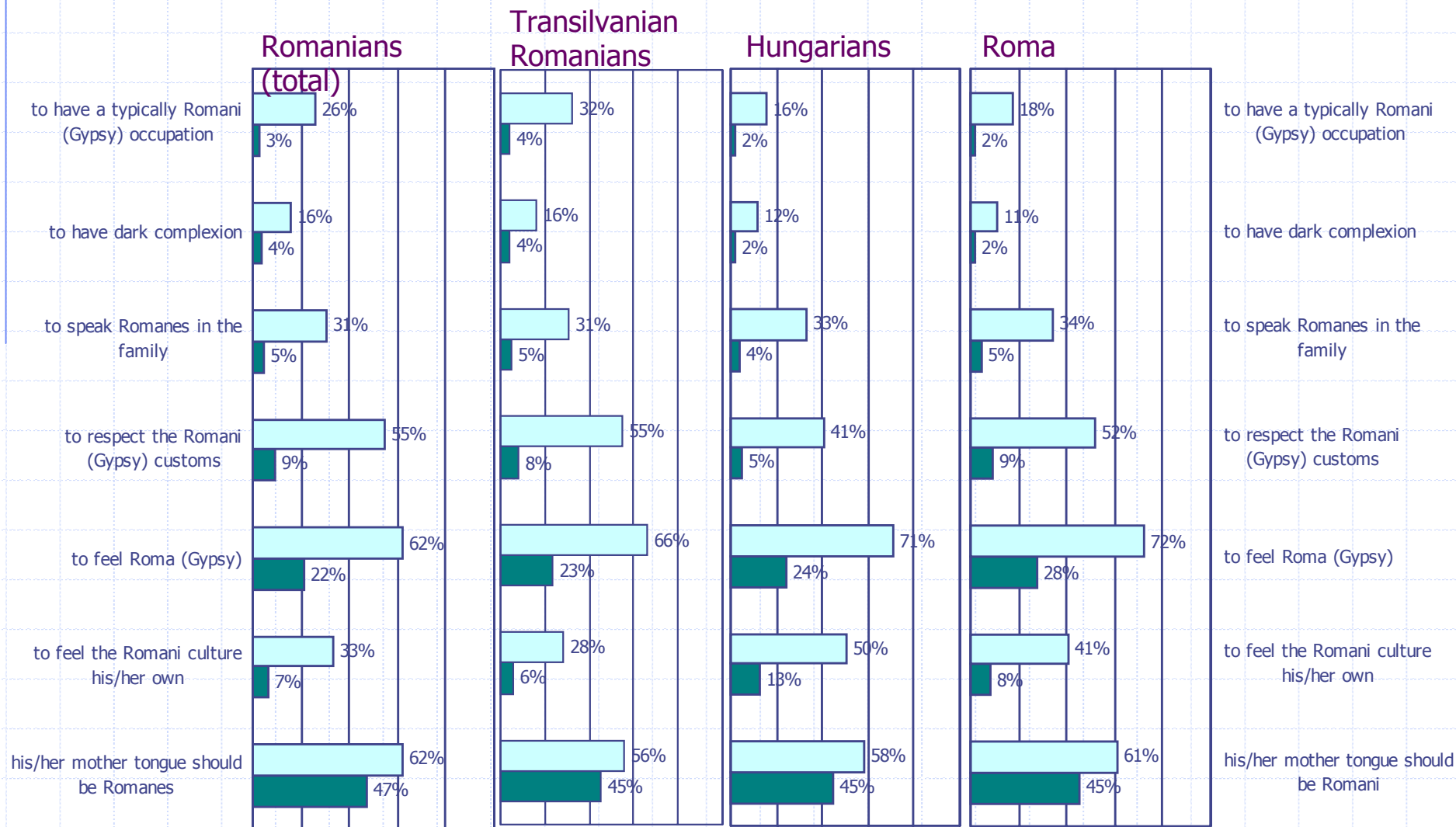


In your opinion, what are the three most important things for someone to be considered HUNGARIAN?

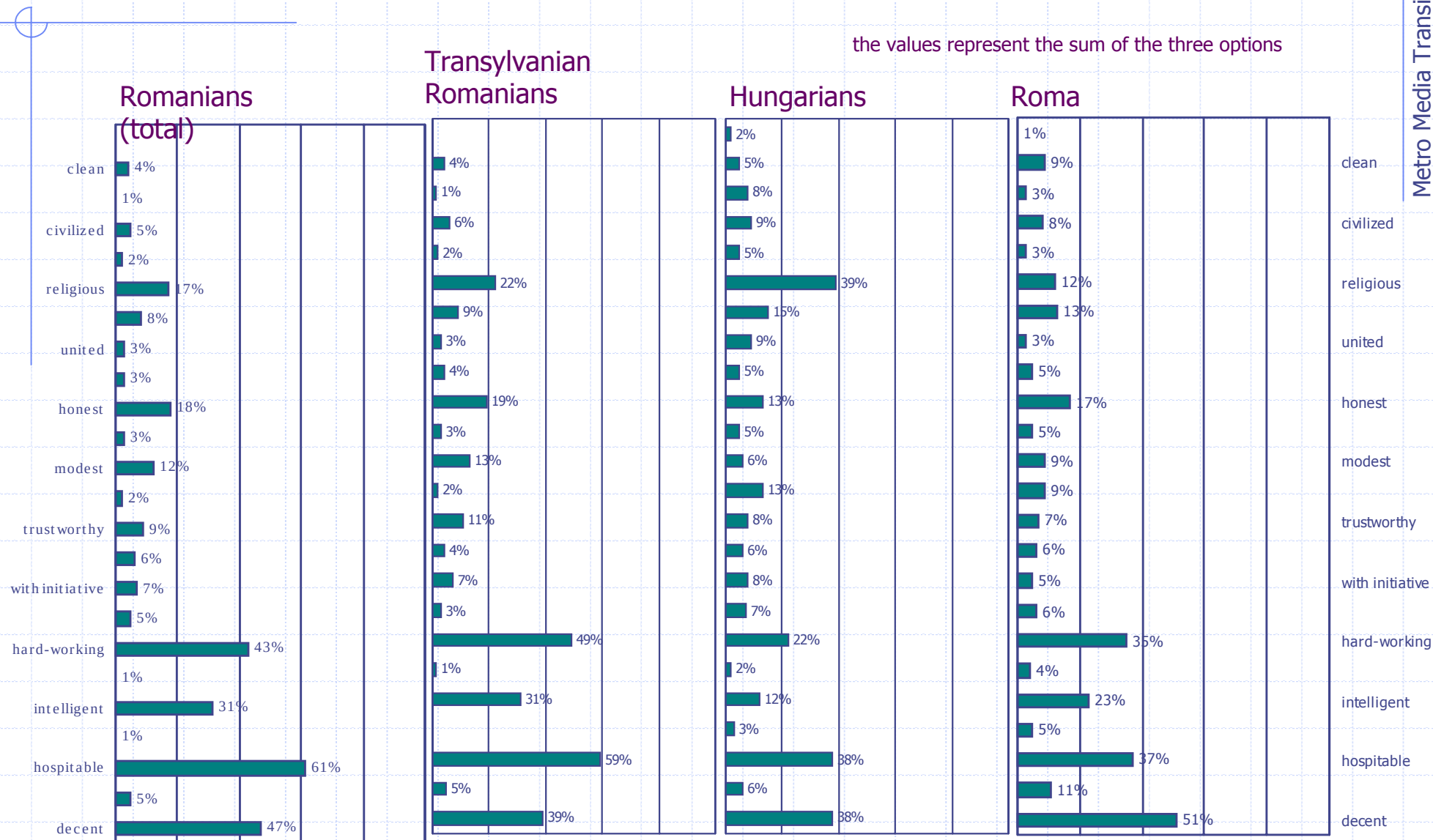


In your opinion, what are the three most important things for someone to be considered ROMA (GYPSY)?

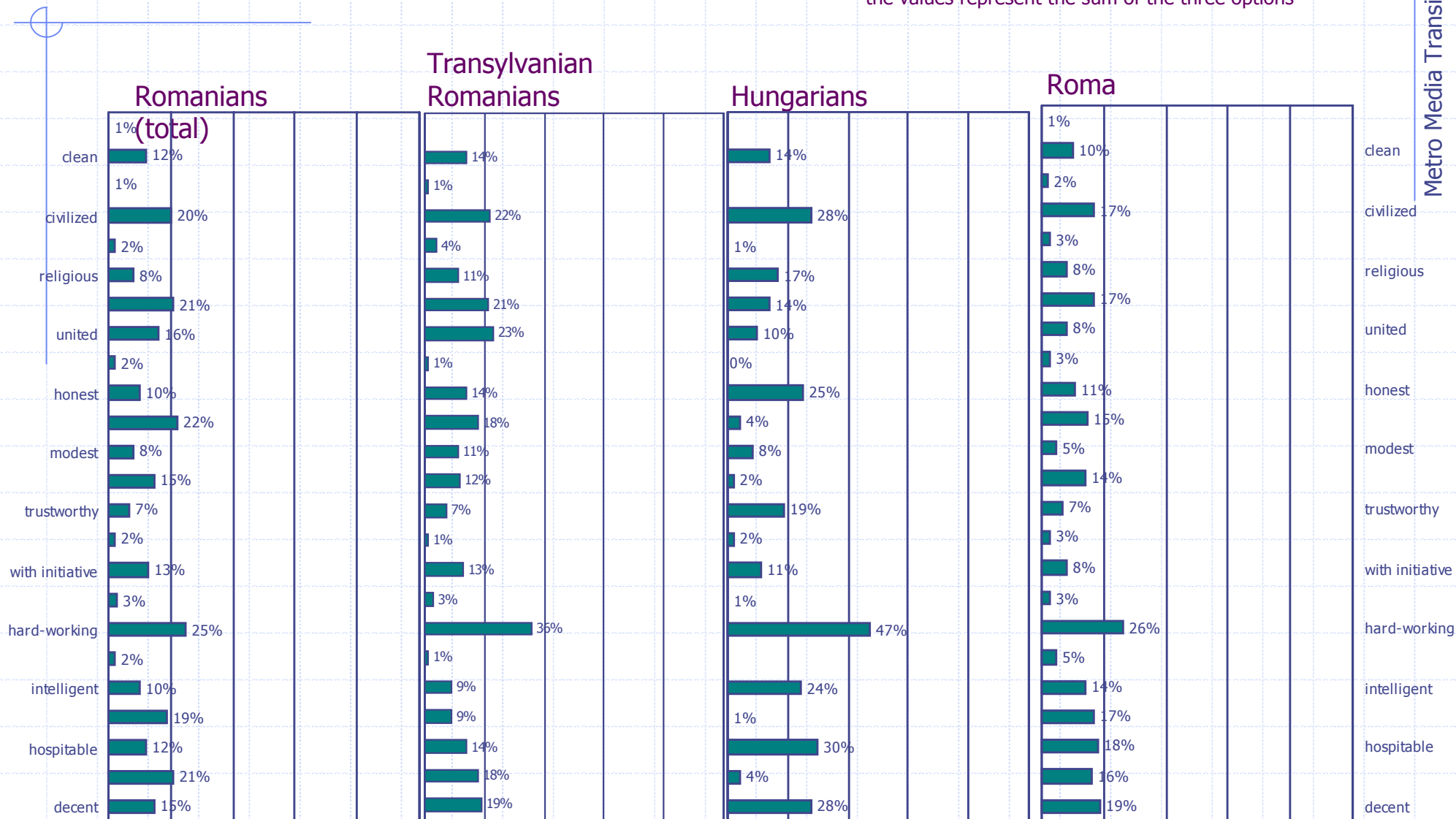
First choice Three choices



The list below contains some features. Please, choose three of them that best describe the ROMANIANS.

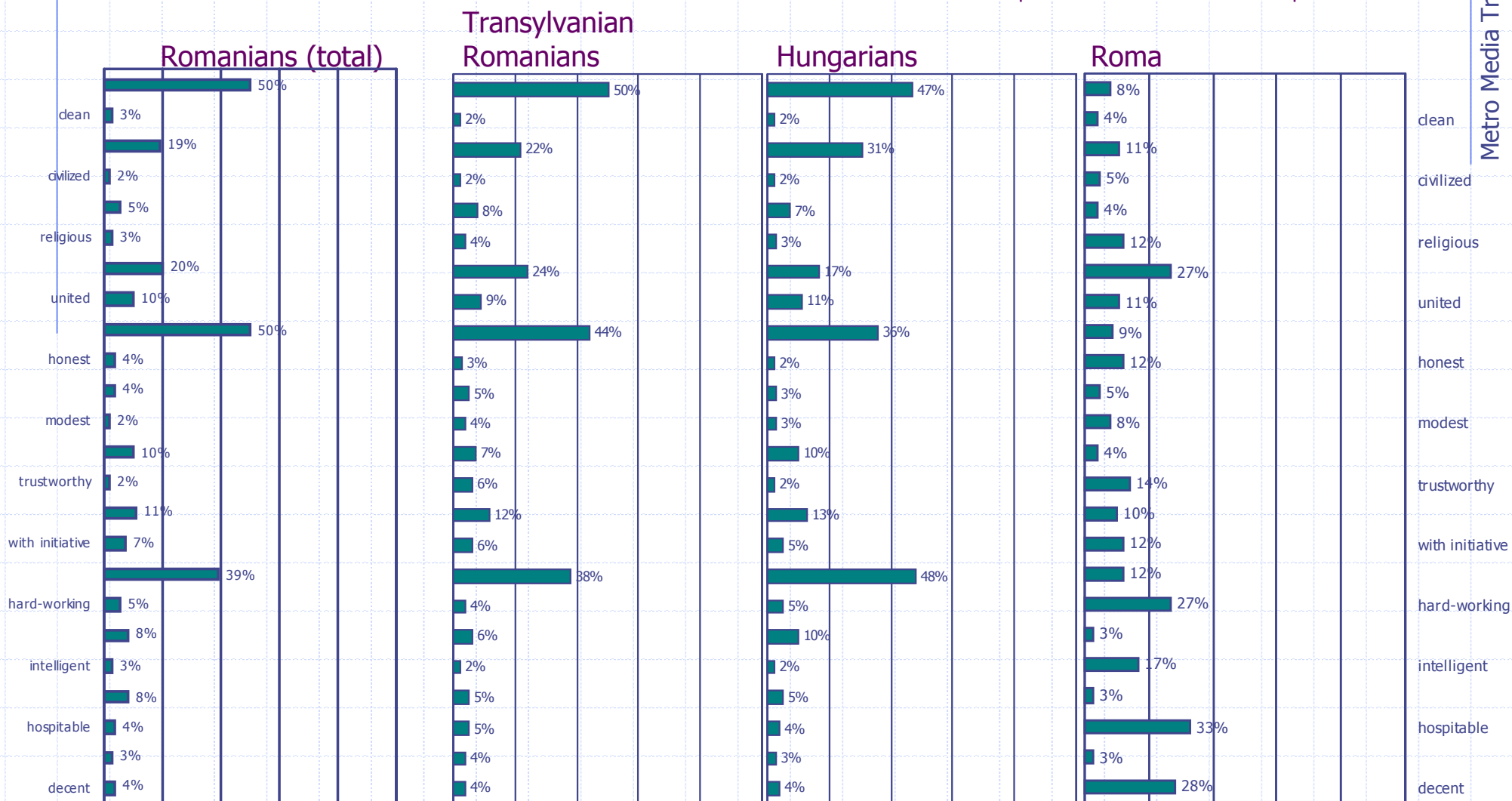


The list below contains some features. Please, choose three of them that best describe the HUNGARIANS IN ROMANIA. the values represent the sum of the three options



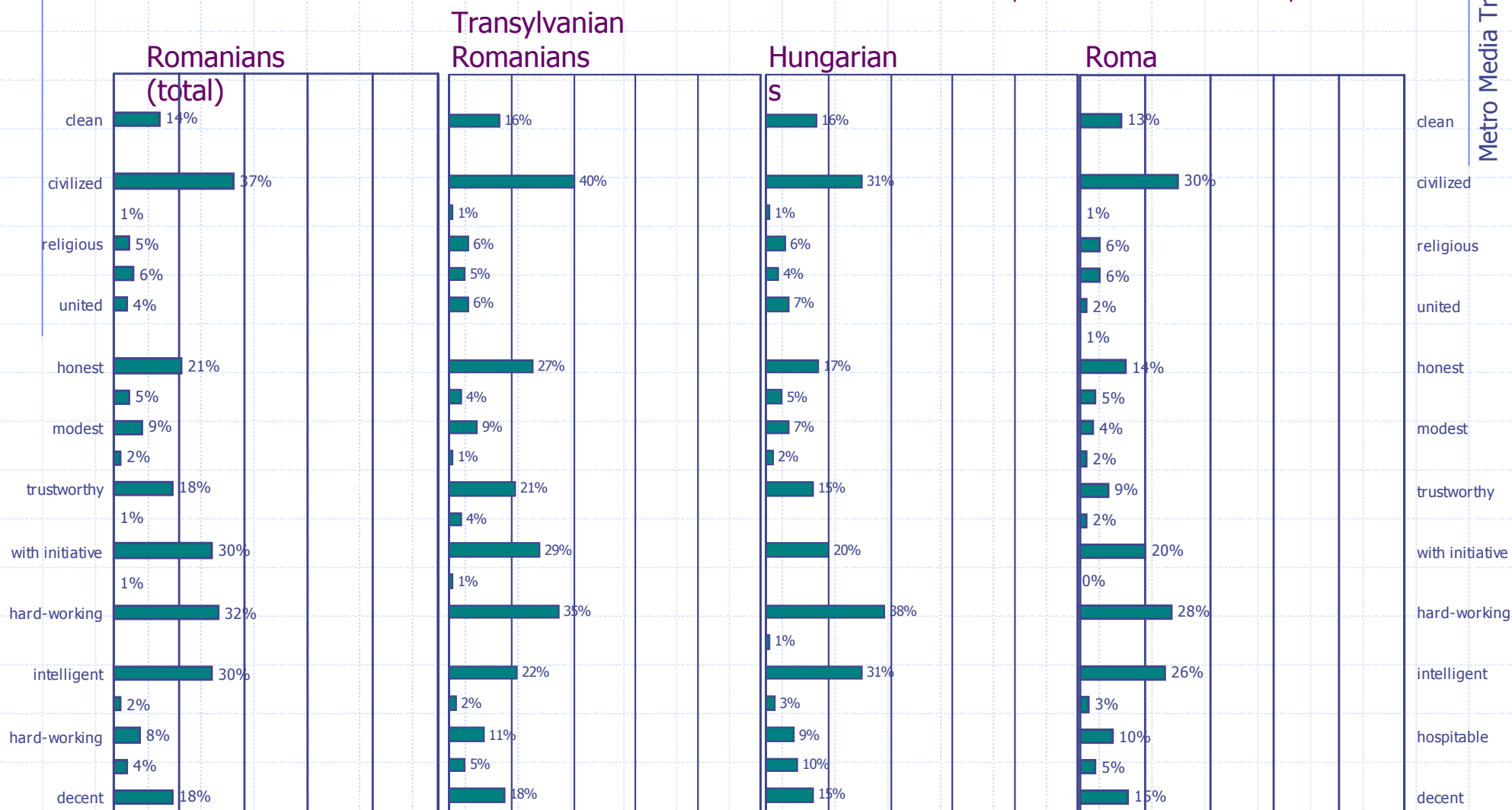
The list below contains some features. Please, choose three of them that best describe the ROMA / GYPSIES IN ROMANIA.

the values represent the sum of the three options



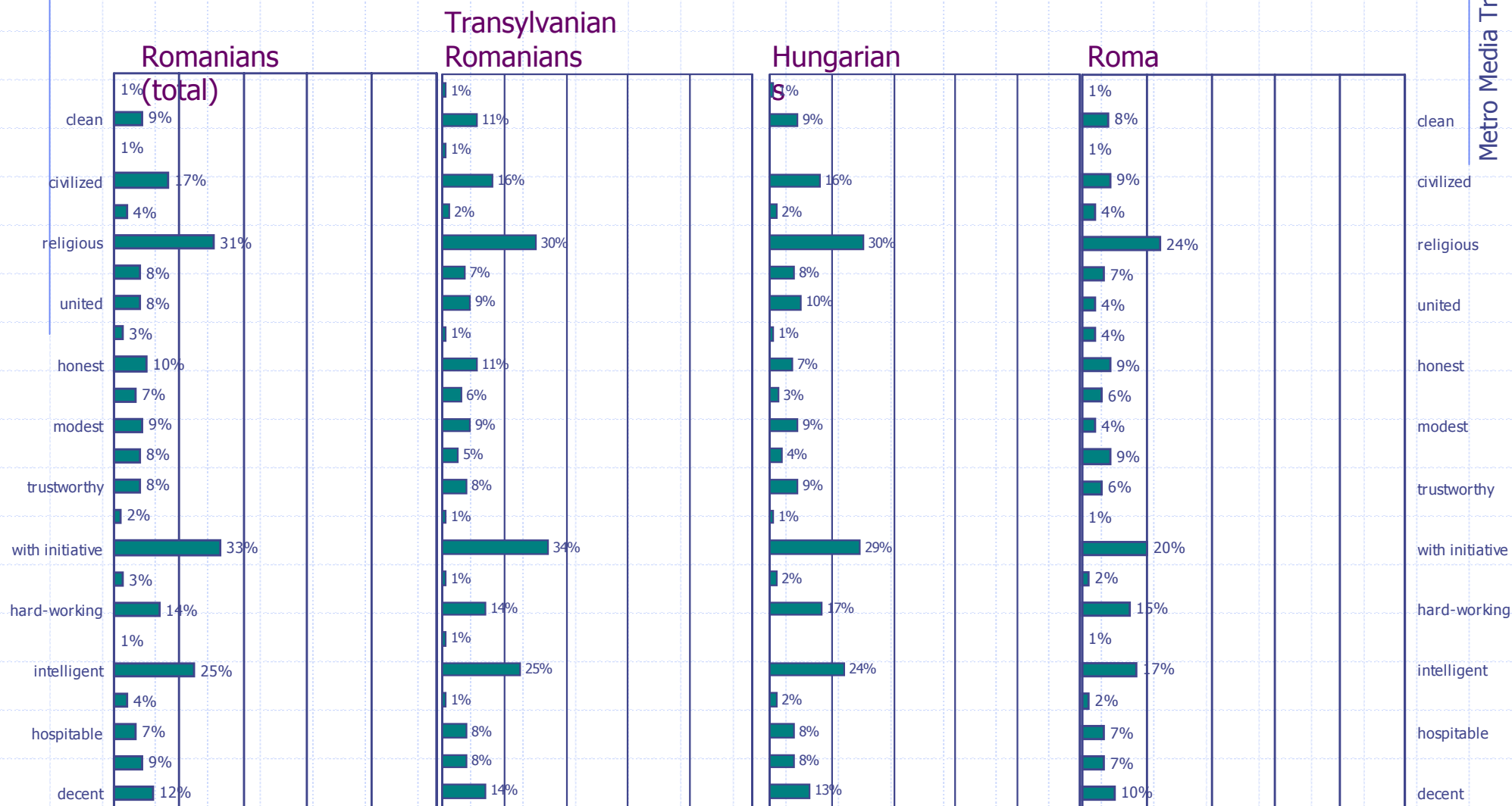
The list below contains some features. Please, choose three of them that best describe the GERMANS IN ROMANIA.

the values represent the sum of the three options



The list below contains some features. Please, choose three of them that best describe the JEWS IN ROMANIA.

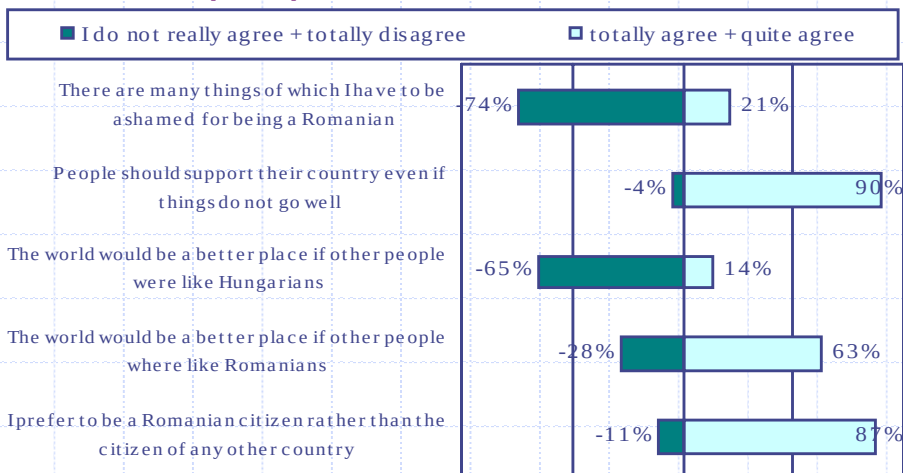
the values represent the sum of the three options



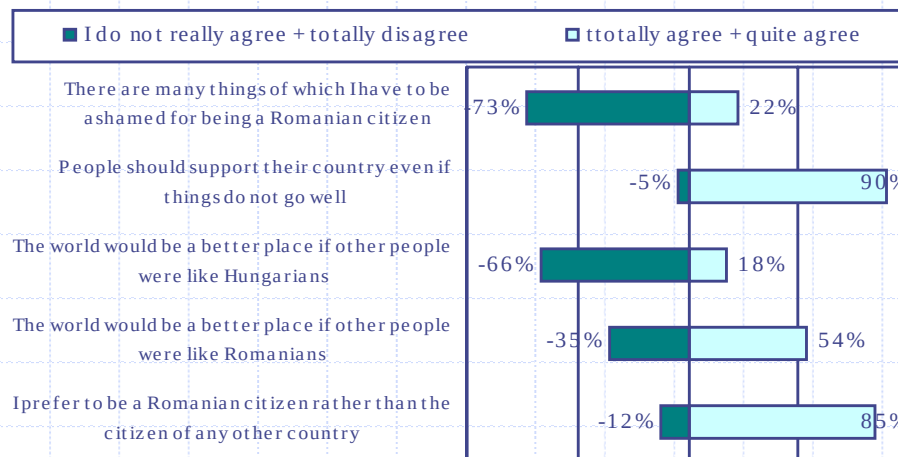
To what extent do you agree with the following statements?

the difference to 100% is represented by non-responses

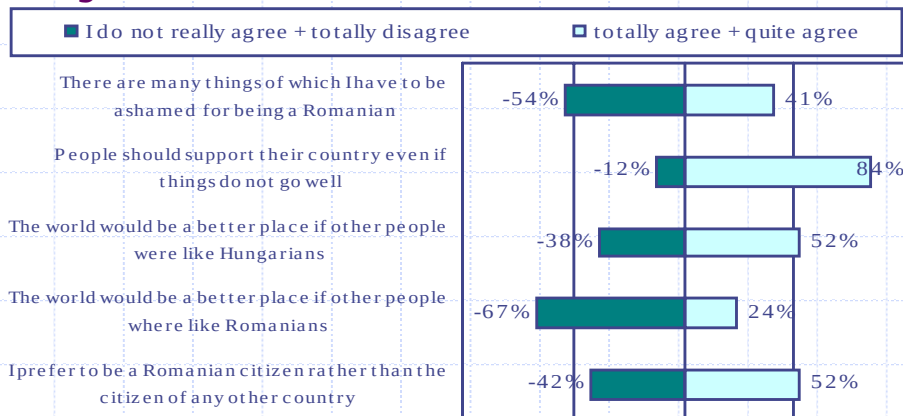
Romanians (total)



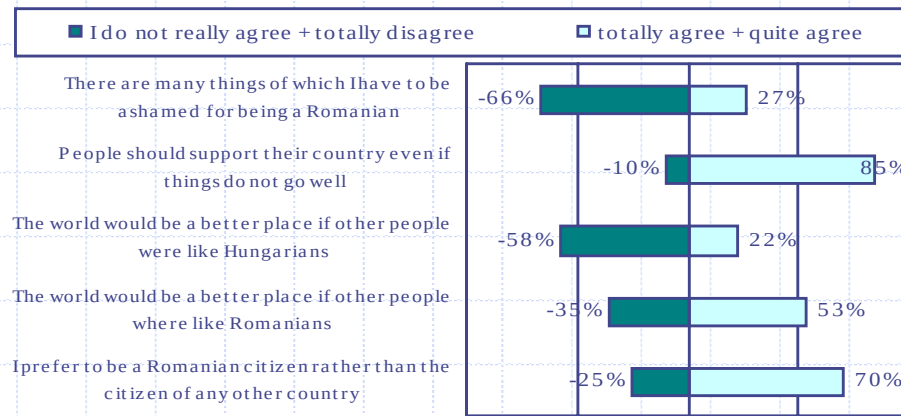
Transylvanian Romanians



Hungarians



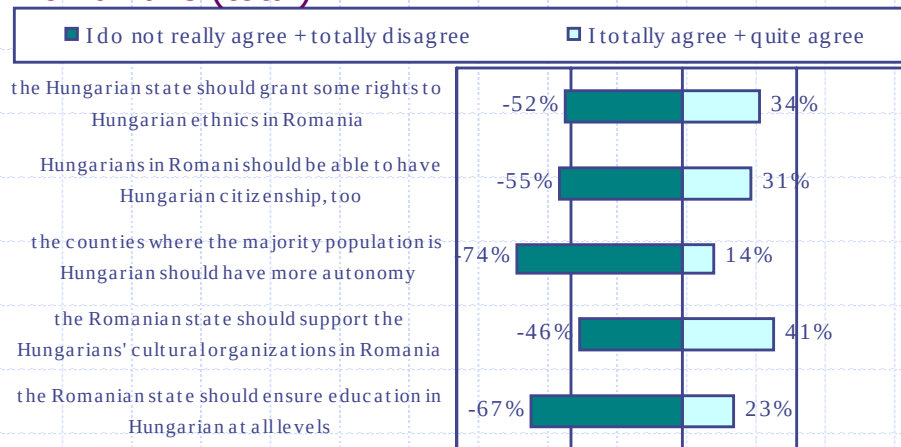
Roma



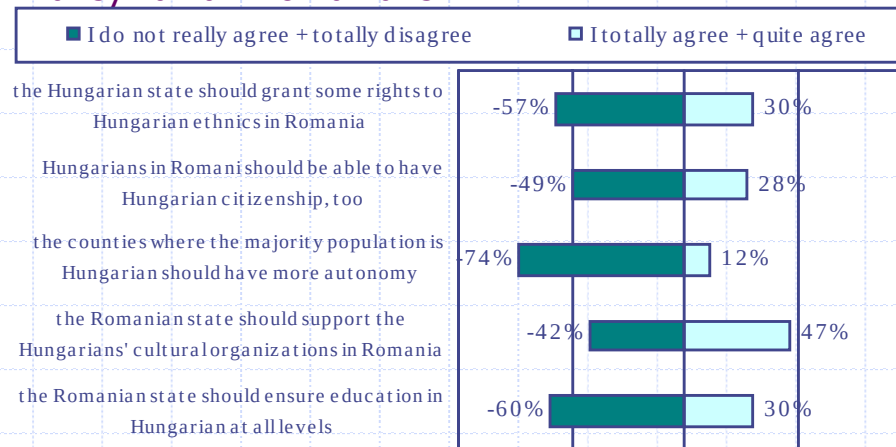
To what extent do you agree that ...?

the difference to 100% is represented by non-responses

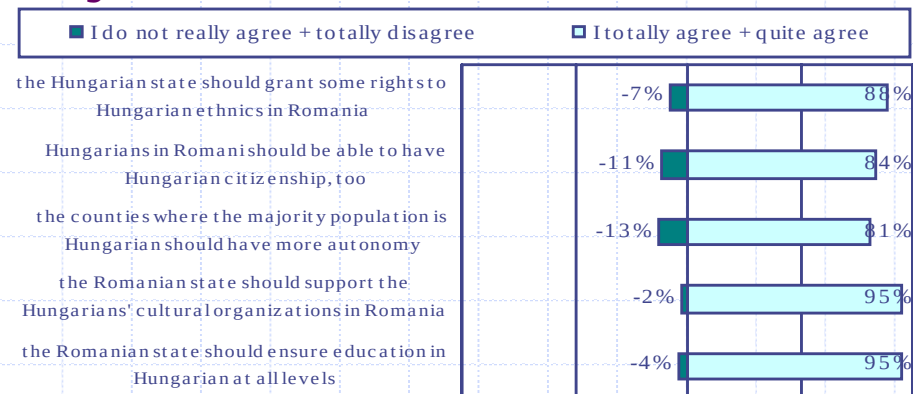
Romanians (total)



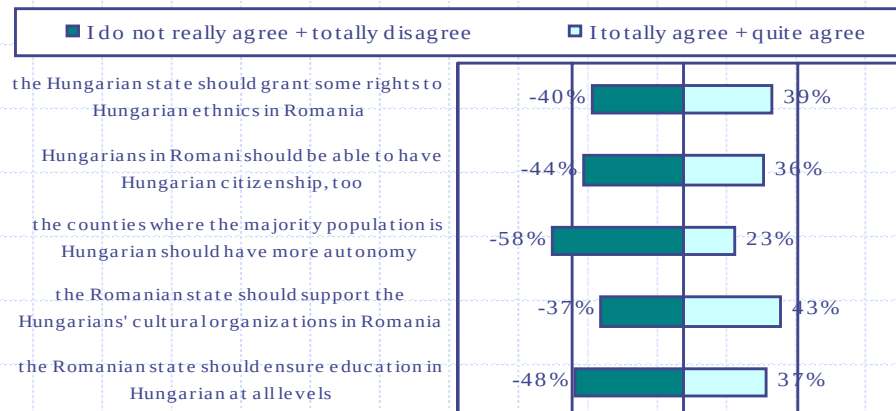
Transylvanian Romanians



Hungarians

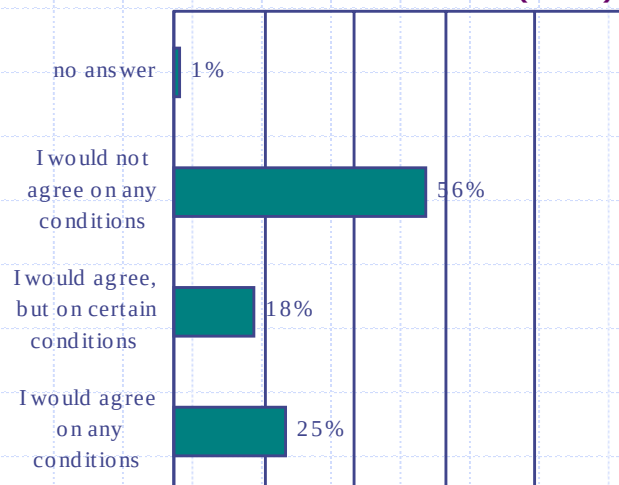


Roma

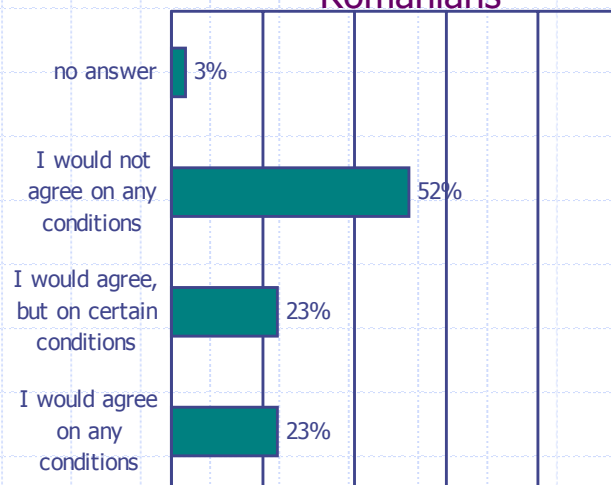


On what conditions would you agree to setting up a university in Romania where the language of instruction is Hungarian?

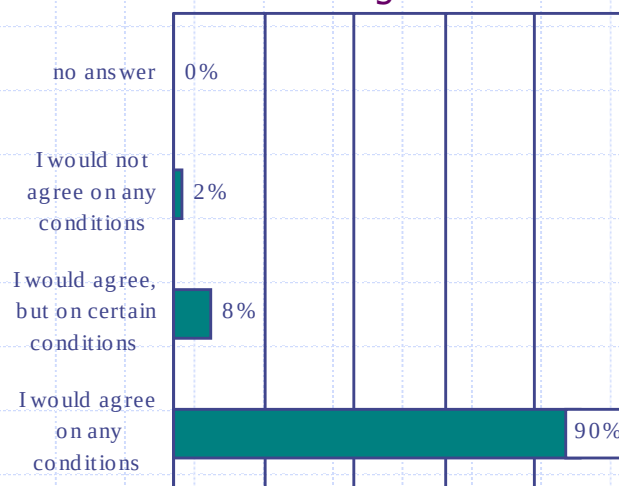
Romanians (total)



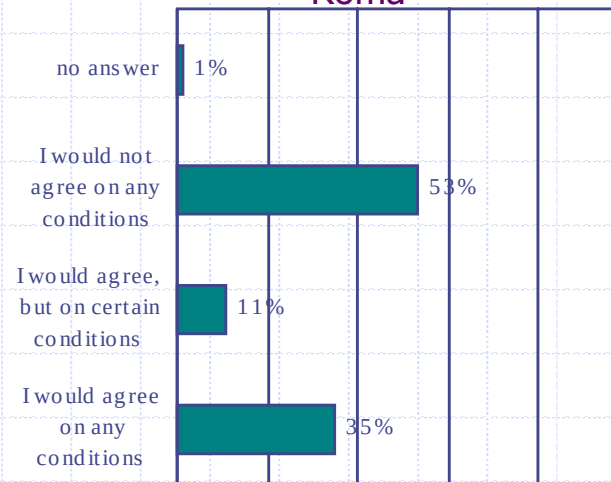
Transylvanian Romanians



Hungarians

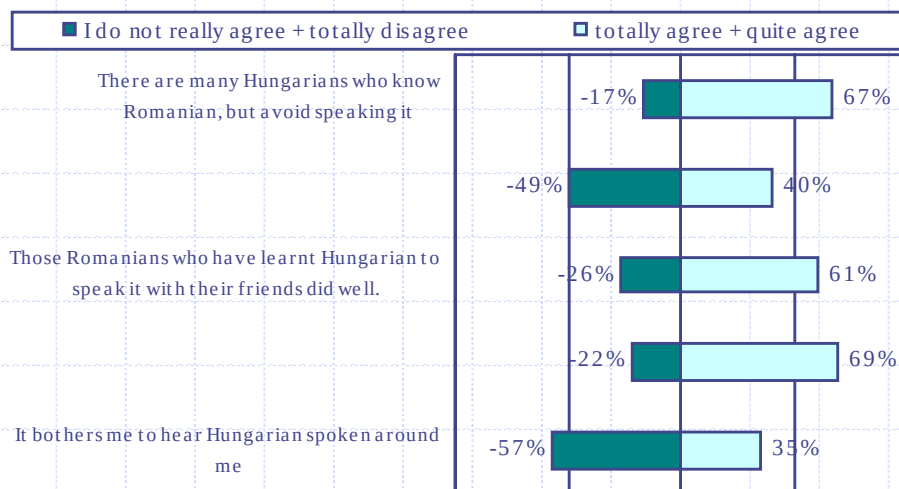


Roma

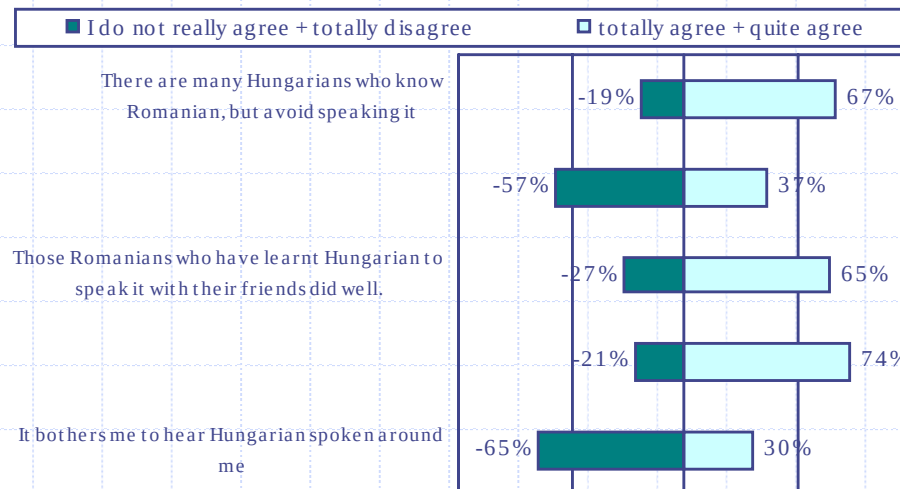


To what extent do you agree with the following statements?

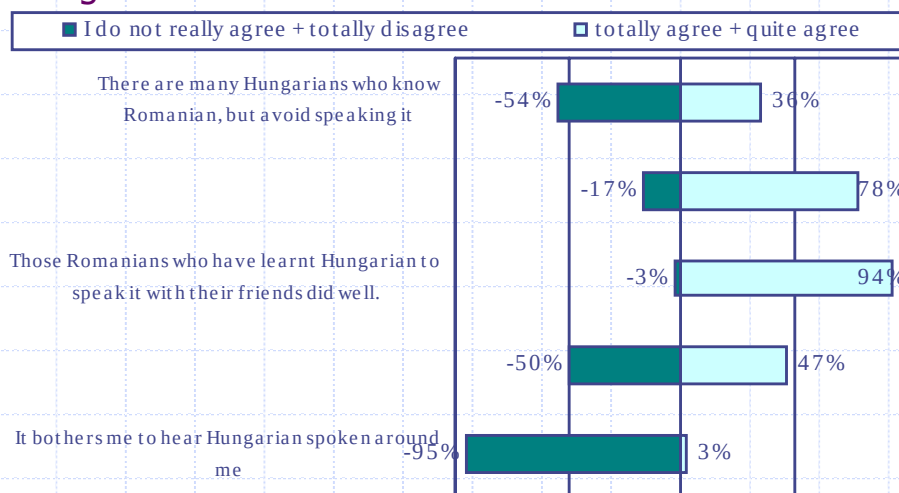
Romanians (total)



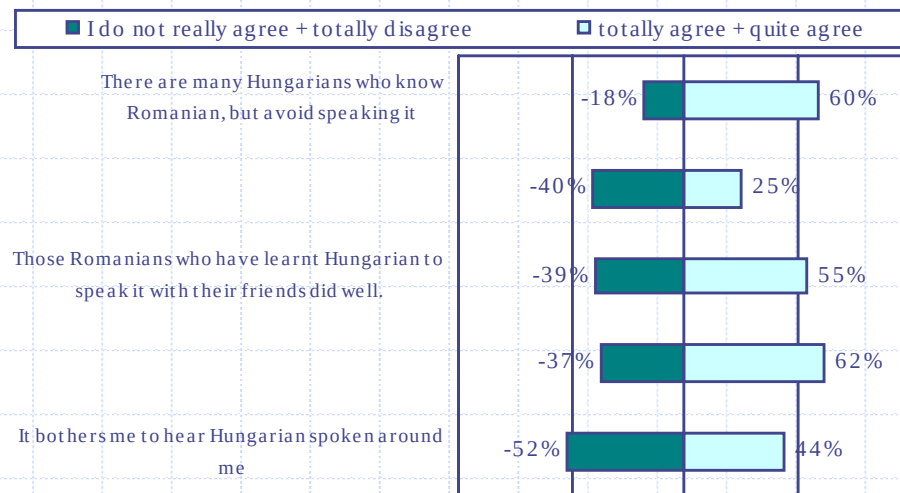
Transylvanian Romanians



Hungarian

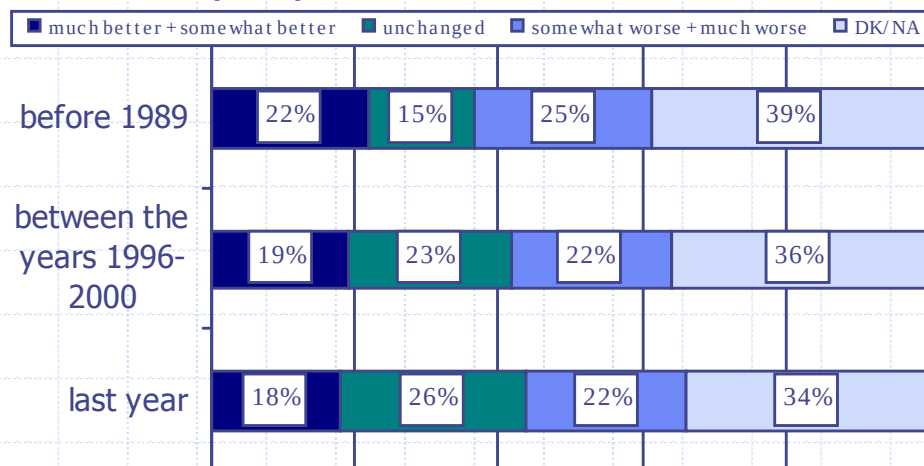


Roma

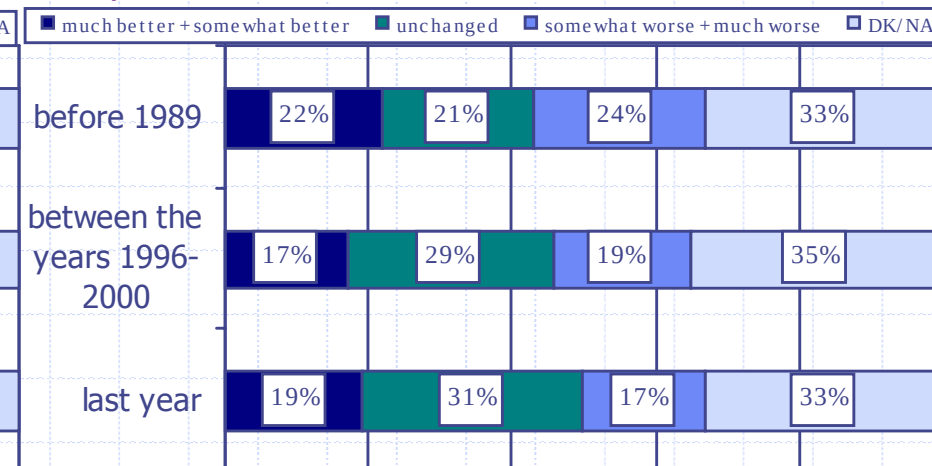


In your opinion, at present, are the relations between Romanians and Hungarians better or worse than ...?

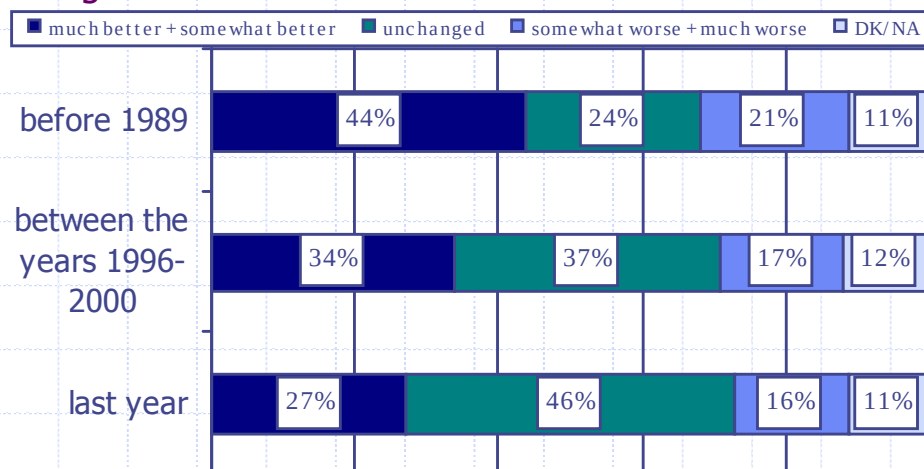
Romanians (total)



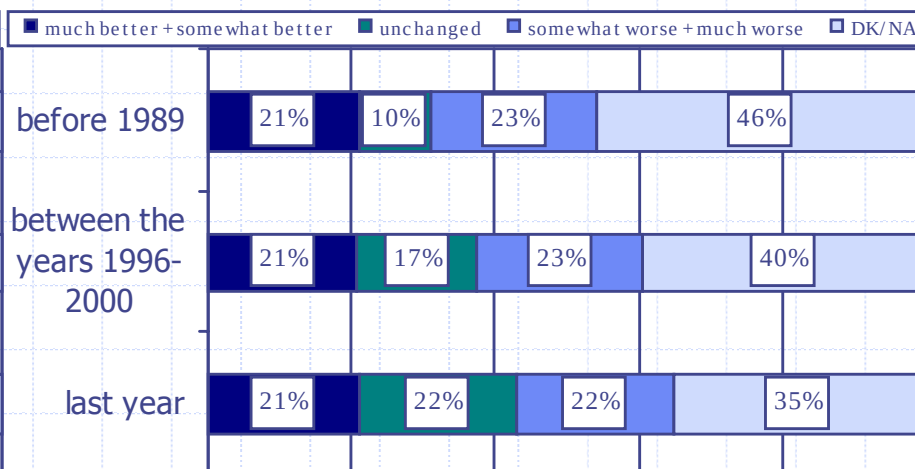
Transylvanian Romanians



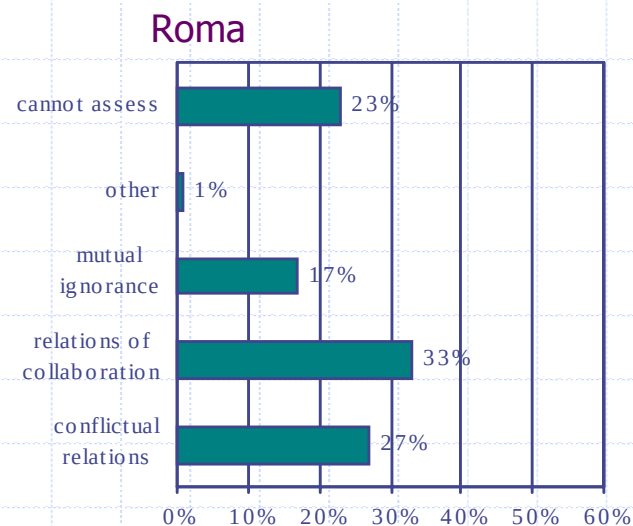
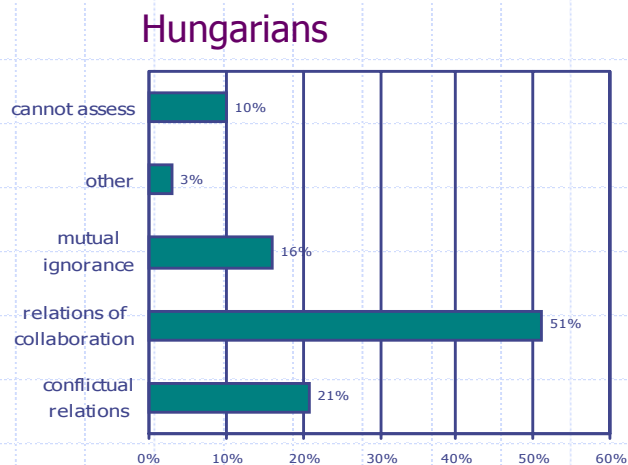
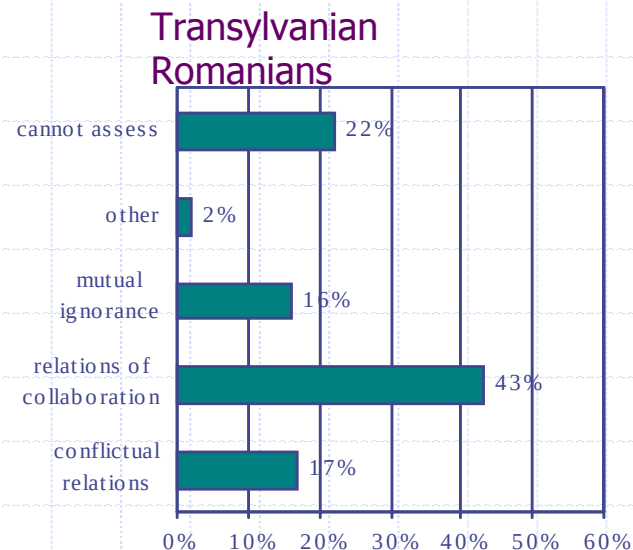
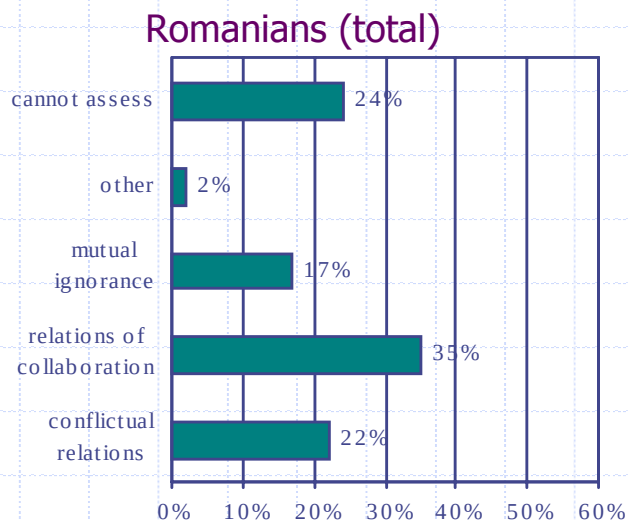
Hungarians



Roma

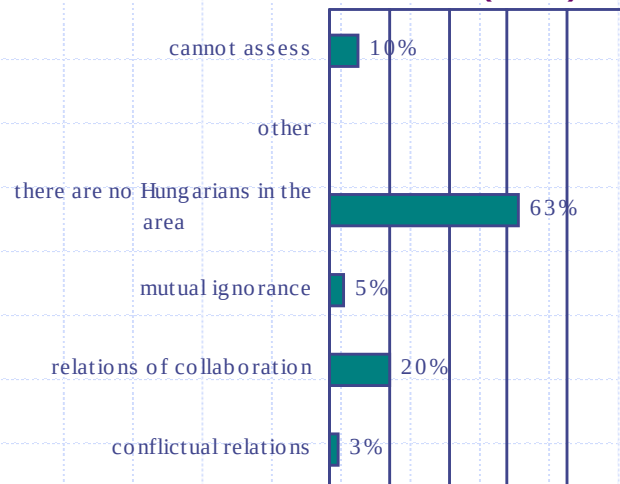


Of the following expressions describing the relations between Romanians and the Hungarians in Romania, which one do you find illustrates reality most accurately?

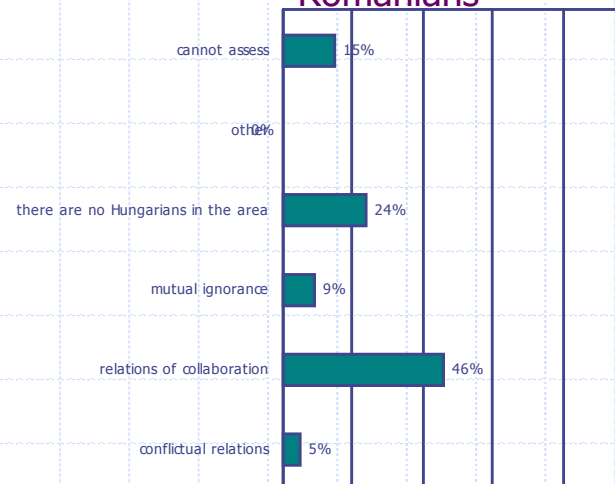


In the region where you live, how can you describe the relations between Romanians and Hungarians?

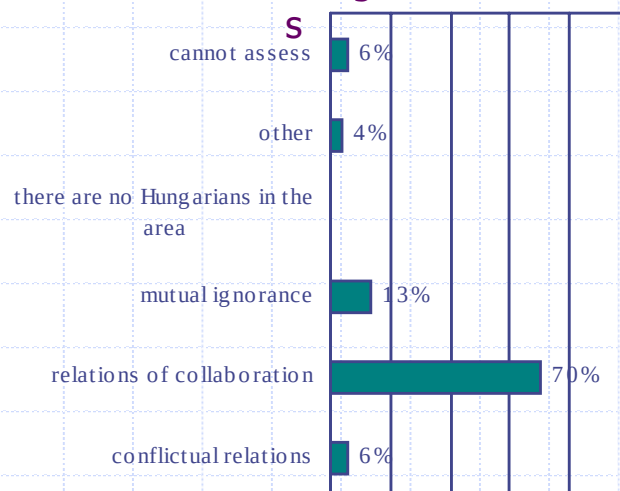
Romanians (total)



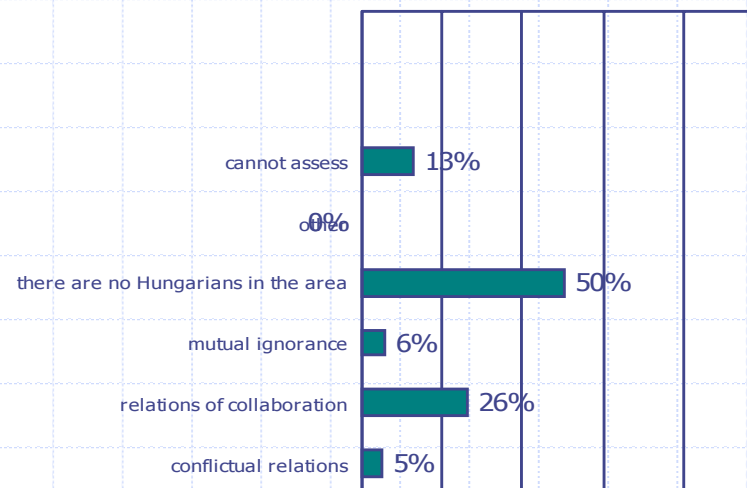
Transylvanian Romanians



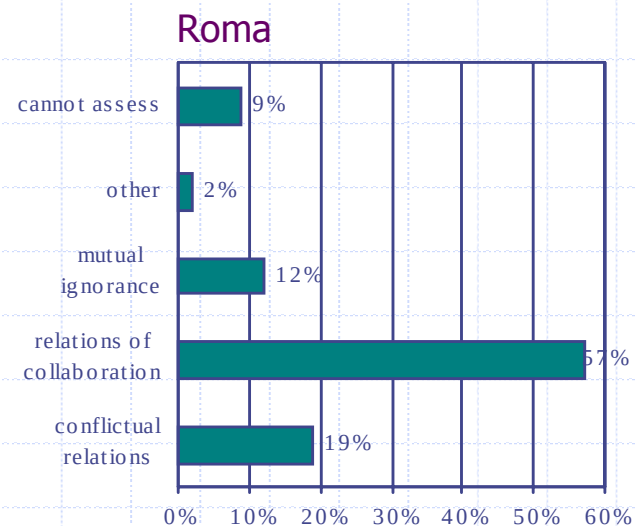
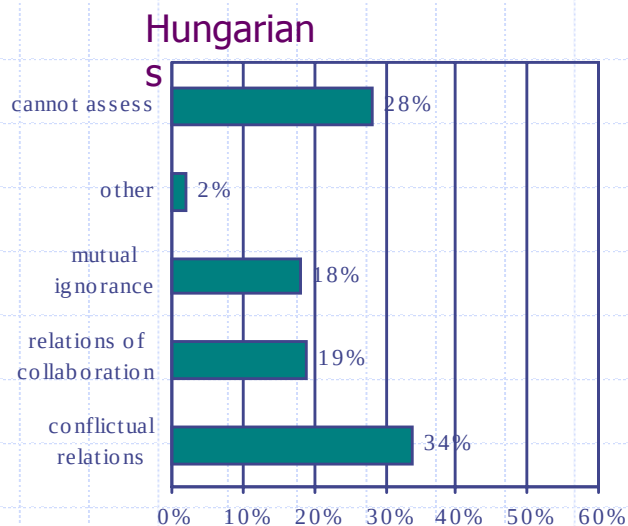
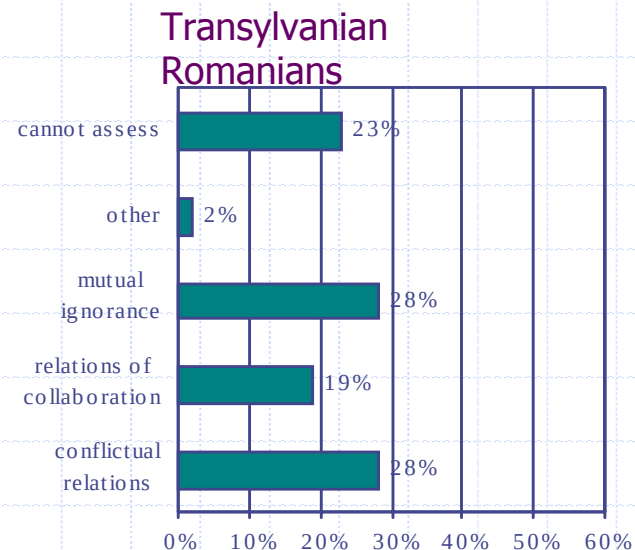
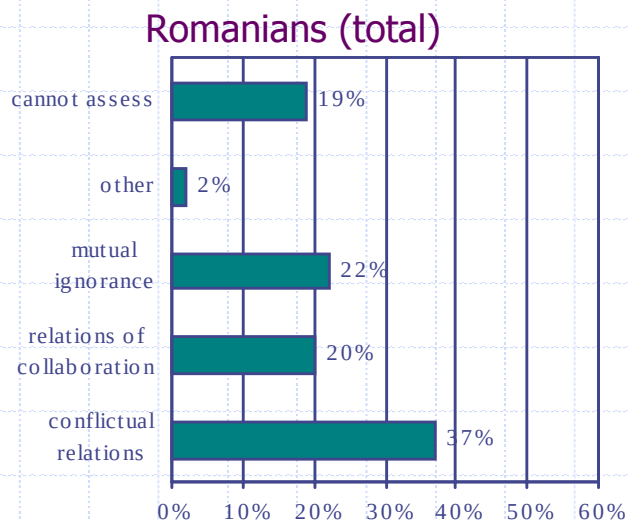
Hungarian



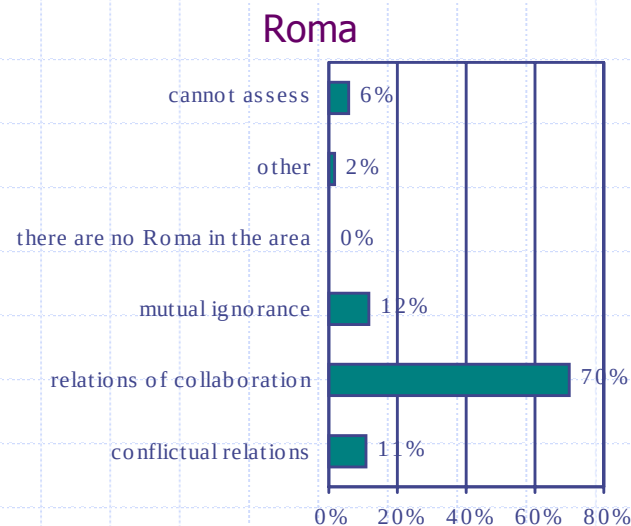
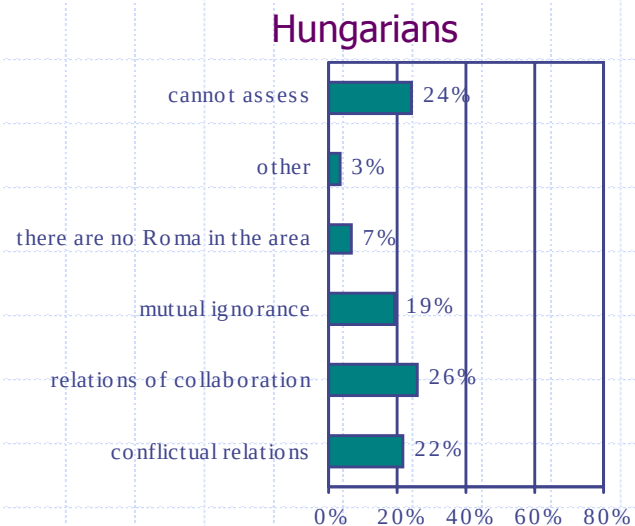
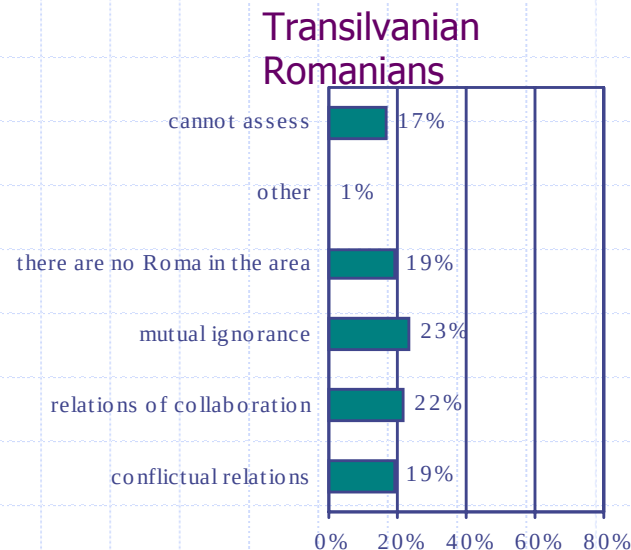
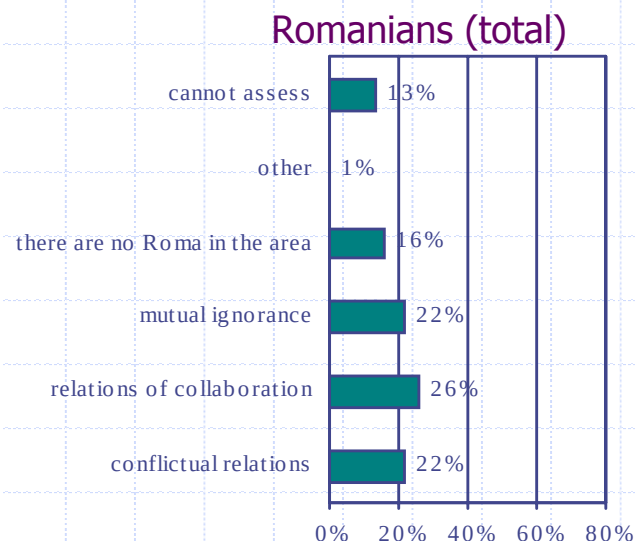
Roma



Of the following expressions describing the relations between Romanians and the Roma (Gypsies) in Romania, which one do you find illustrates reality most accurately?

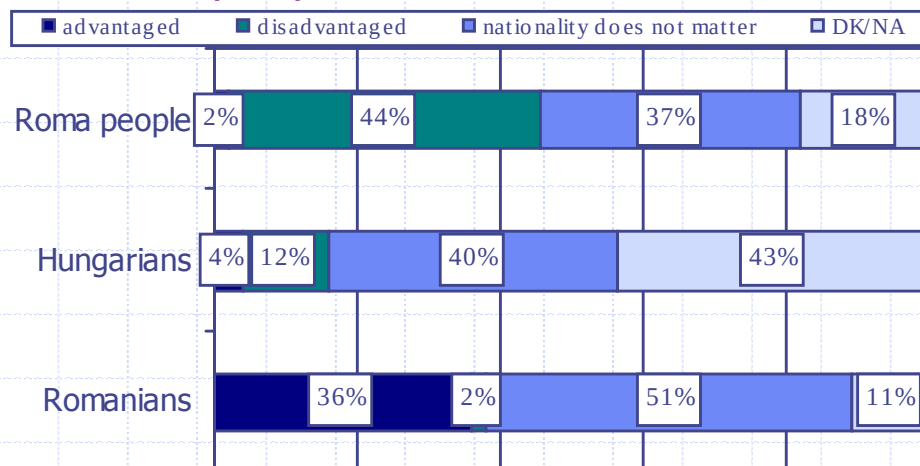


In the region where you live, how can you describe the relations between Romanians and Roma people (Gypsies)?

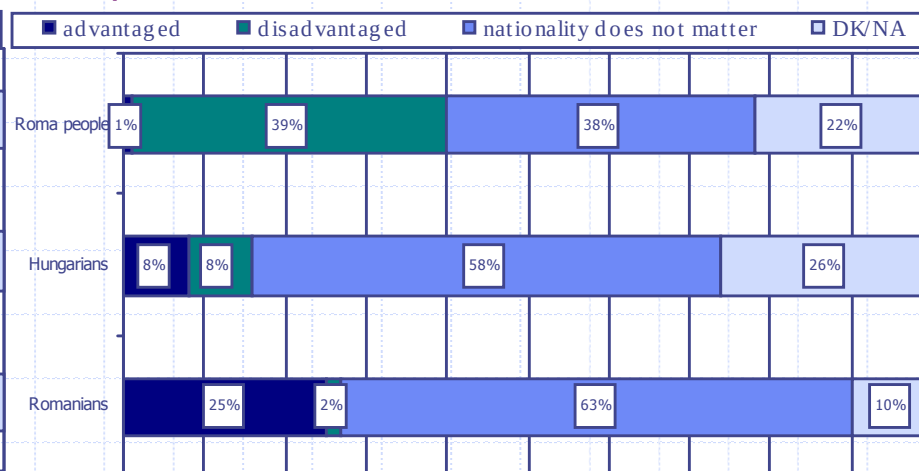


Where you live, do you think nationality matters when applying for a job? What do you think the situation is in the case of...?

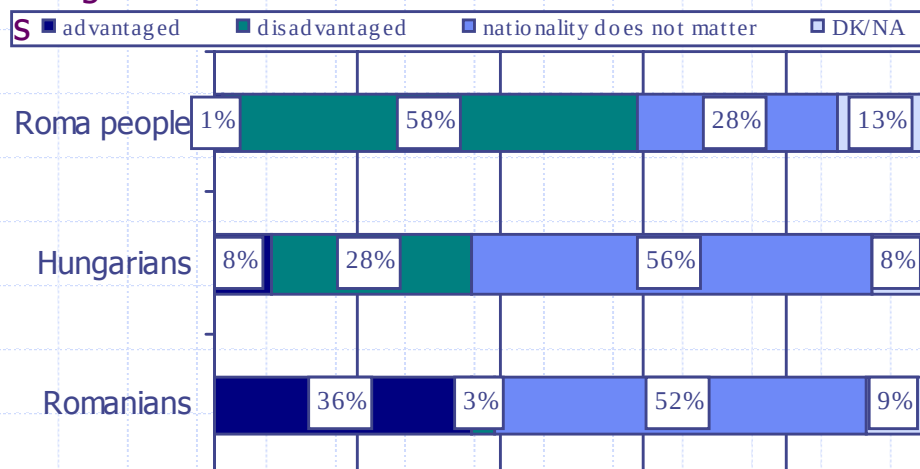
Romanians (total)



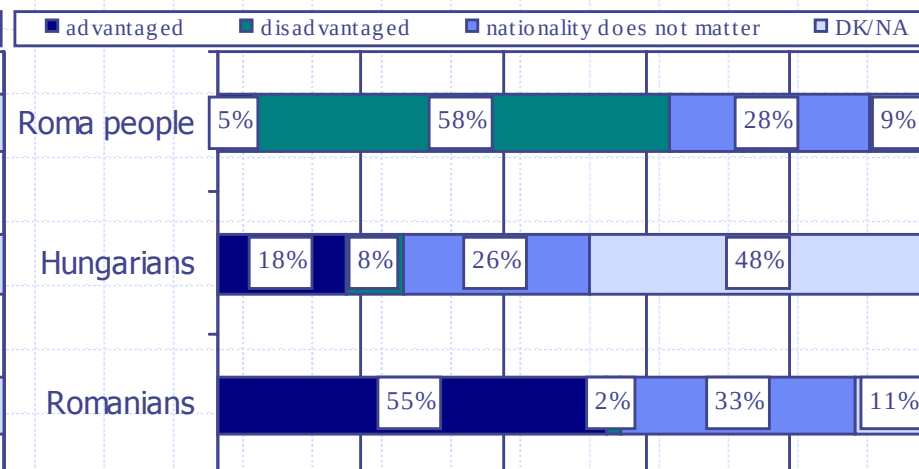
Transylvanian Romanians



Hungarian

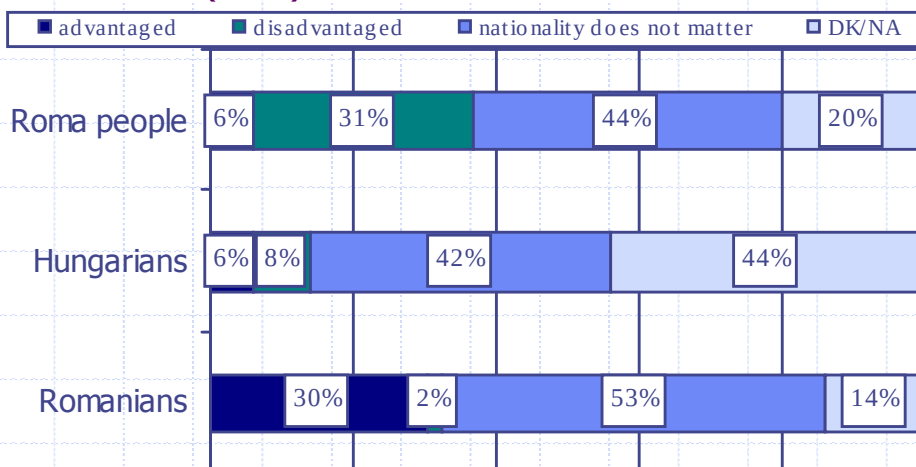


Roma

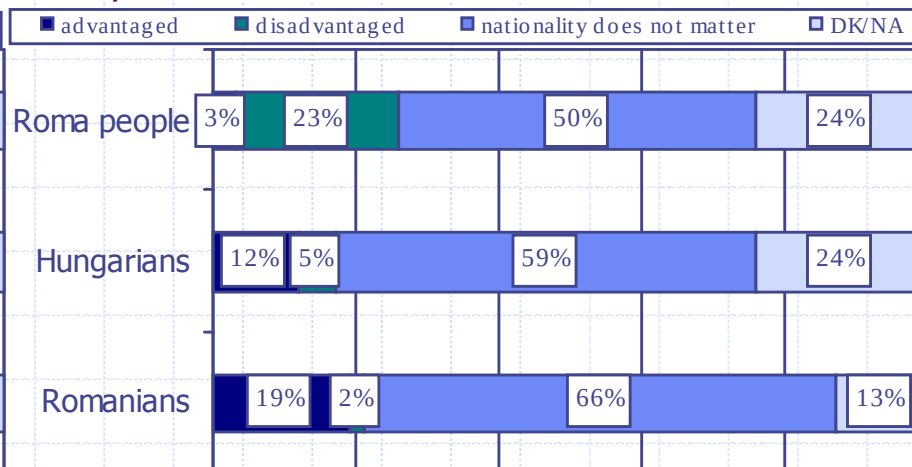


Where you live, do you think nationality matters for success in business? What do you think the situation is in the case of...?

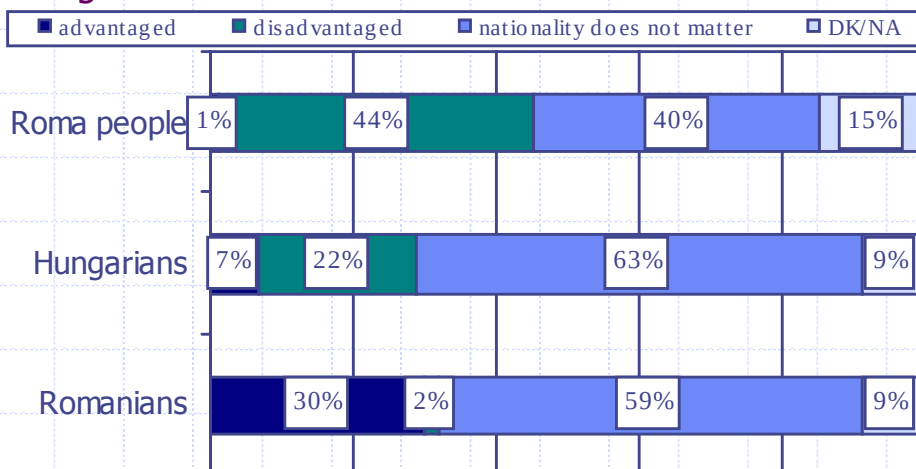
Romanians (total)



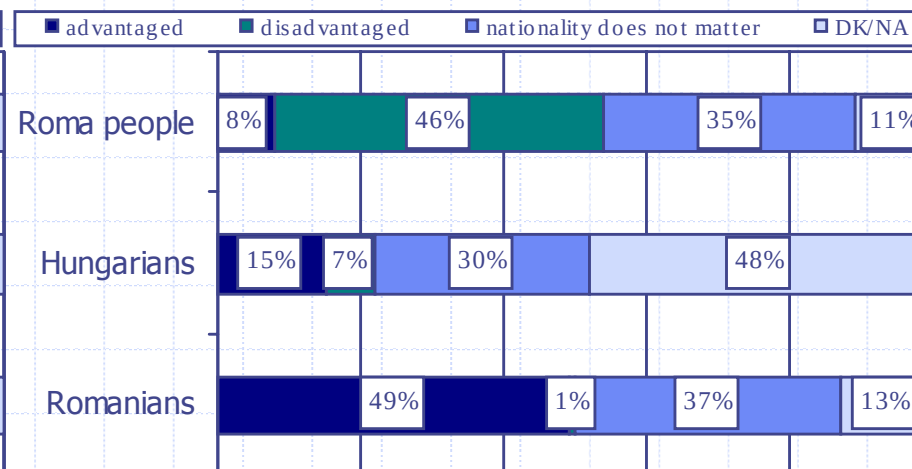
Transylvanian Romanians



Hungarians



Roma



Of the following groups in Romania (Romanians, Hungarians, Roma people, Germans, Jews), generally speaking, which one ...? (first choice)

ROMANIANS (total)	Romanians	Hungarians	Roma	Germans	Jews	DK/NA
is richer	35%	3%	20%	22%	15%	5%
has more political influence	74%	7%	1%	7%	5%	7%
has more respect	65%	4%	1%	22%	3%	6%

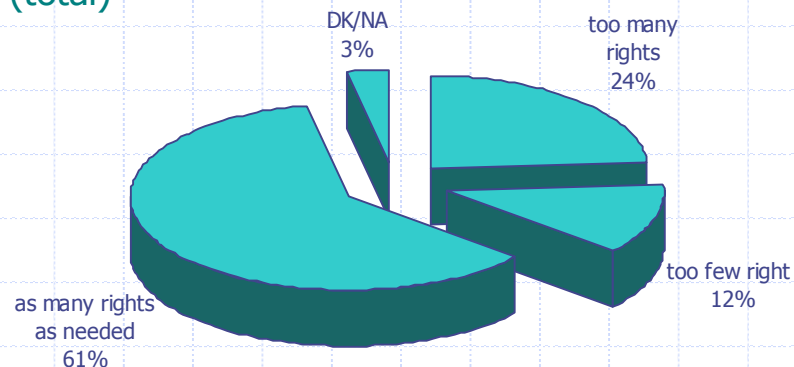
TRANSYLVANIAN ROMANIANS	Romanians	Hungarians	Roma	Germans	Jews	DK/NA
is richer	34%	4%	15%	26%	17%	5%
has more political influence	72%	10%	0%	6%	6%	6%
has more respect	66%	3%	0%	25%	2%	4%

HUNGARIANS	Romanians	Hungarians	Roma	Germans	Jews	DK/NA
is richer	48%	6%	11%	16%	10%	11%
has more political influence	87%	2%	0%	2%	1%	7%
has more respect	65%	14%	0%	10%	1%	10%

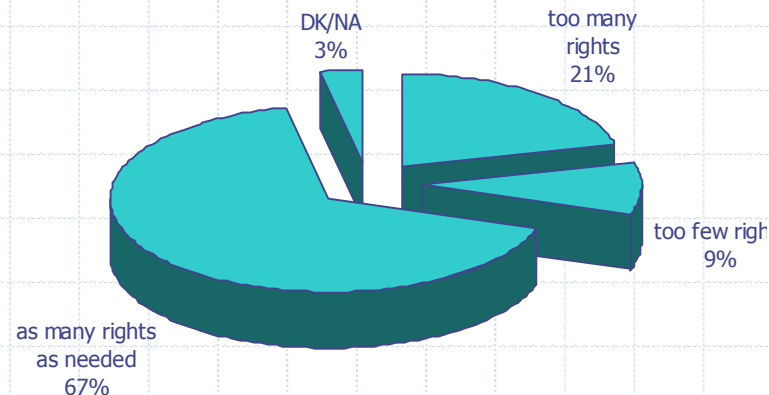
ROMA	Romanians	Hungarians	Roma	Germans	Jews	DK/NA
is richer	48%	6%	8%	28%	7%	4%
has more political influence	77%	6%	2%	8%	2%	6%
has more respect	65%	6%	3%	19%	2%	5%

How would you describe the Romanian laws regarding minority rights? The minorities have ...?

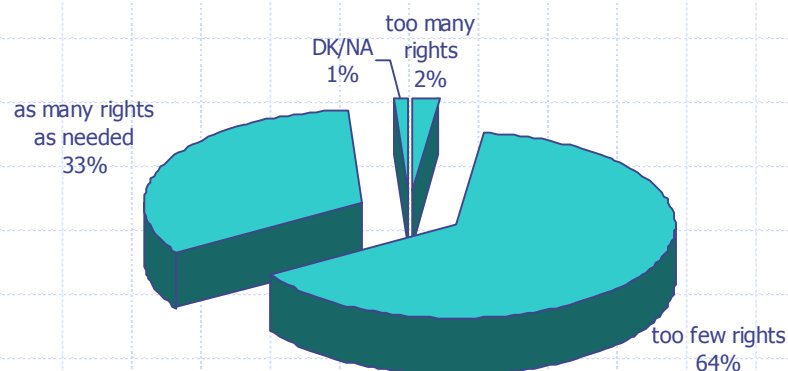
Romanians
(total)



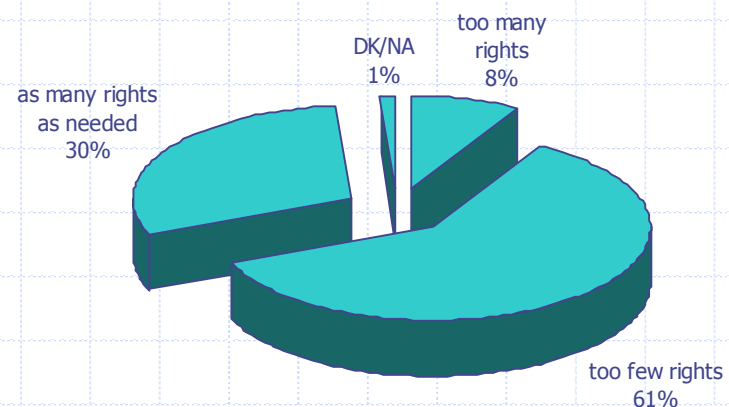
Transylvanian Romanians



Hungarians



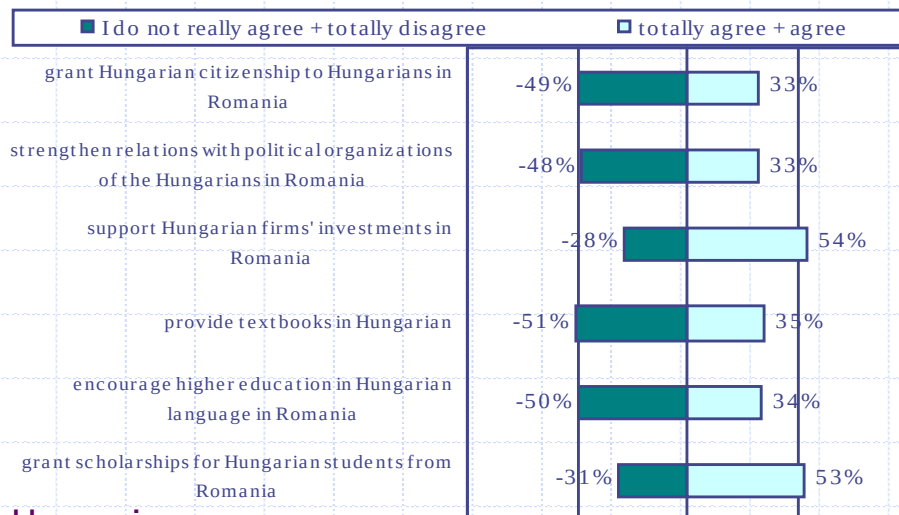
Roma



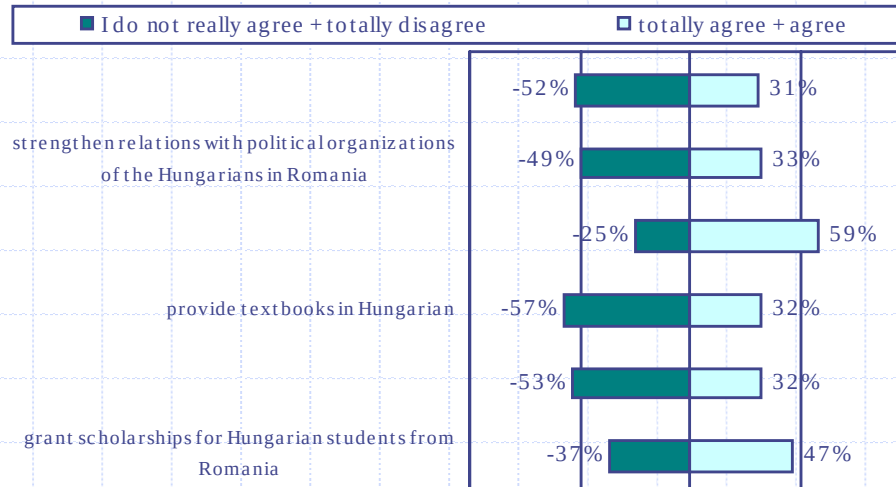
Do you think the Hungarian state should ...?

the difference to 100% is represented by non-responses

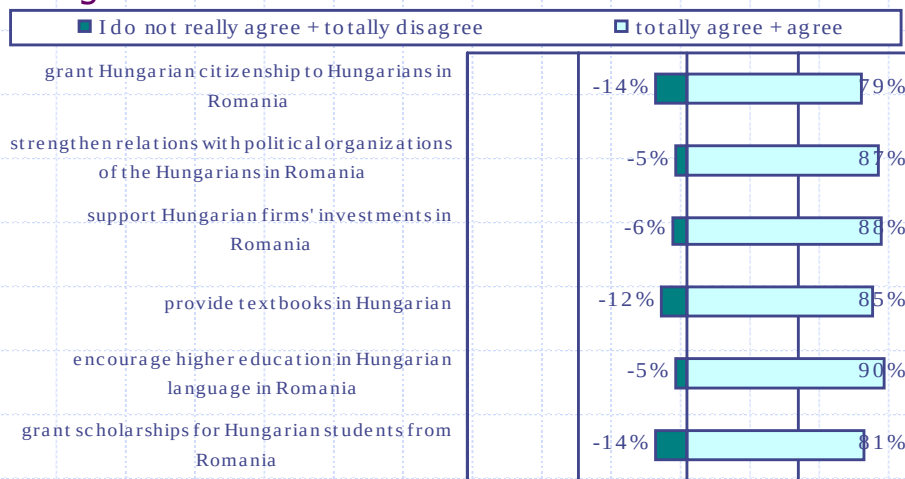
Romanians (total)



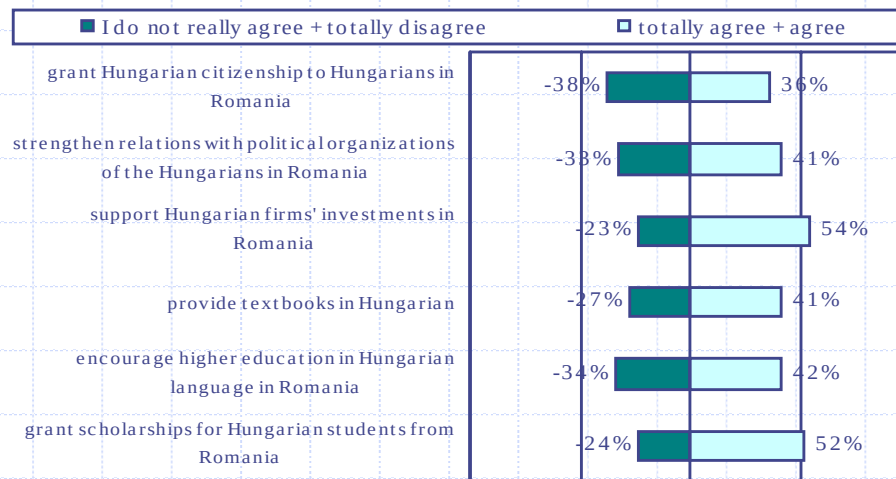
Transylvanian Romanians



Hungarians

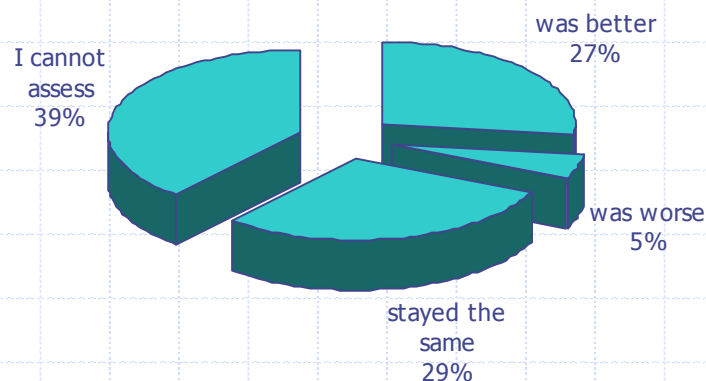


Roma

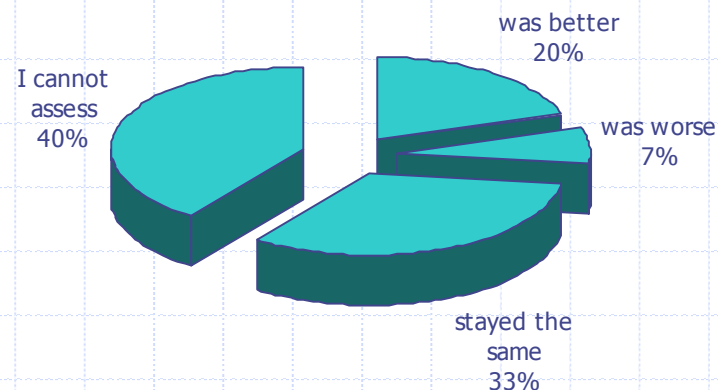


Do you think when DAHR was part of the government, the situation of Hungarians in Romania ...?

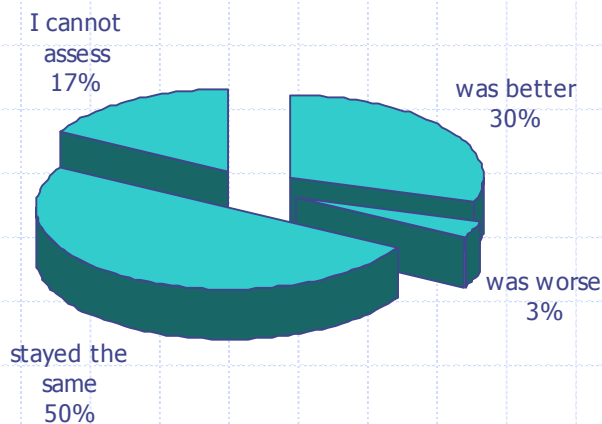
Romanians
(total)



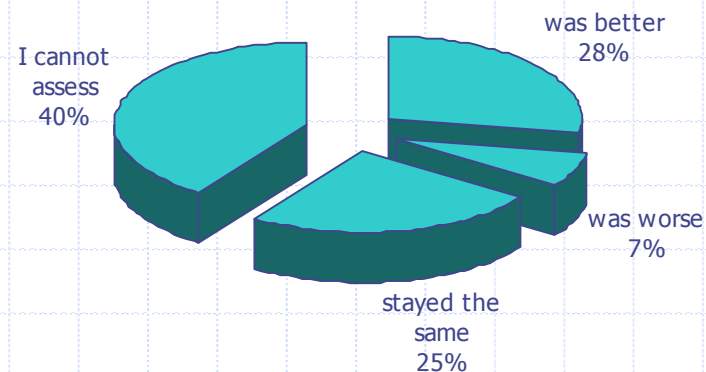
Transylvanian Romanians



Hungarians



Roma

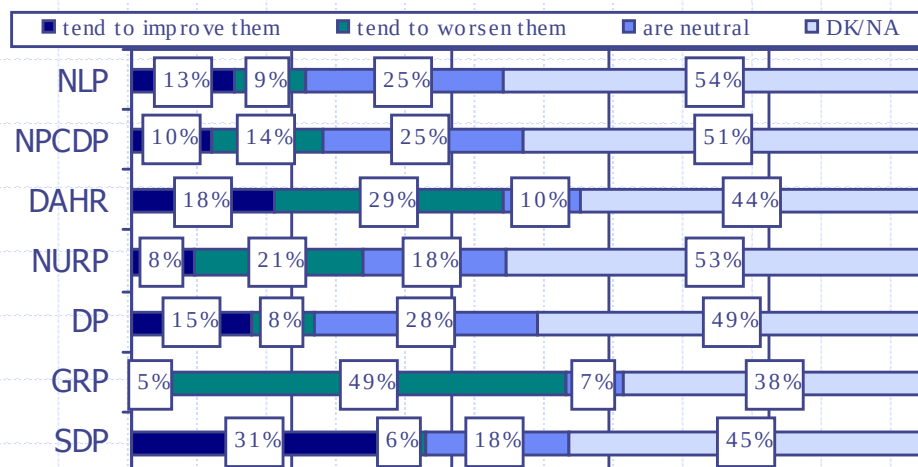


Which of the following statements about DAHR would you sooner agree with?

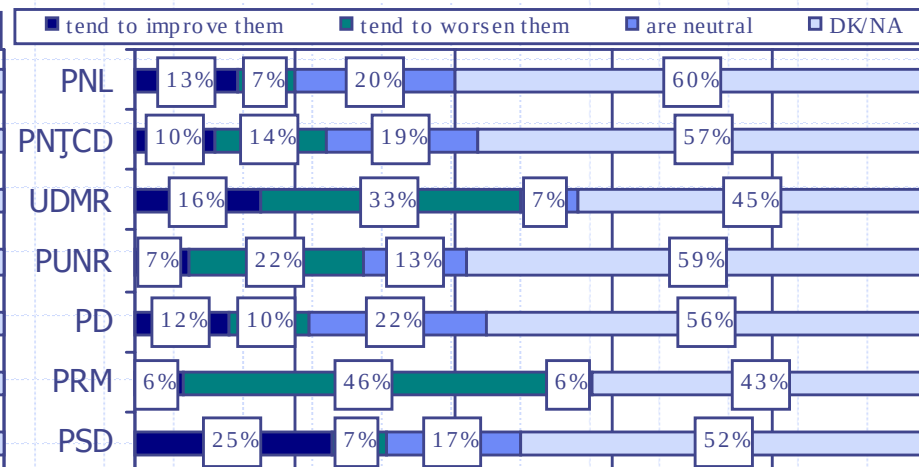
Statement	Population	Romanians	Transylvanian Romanians	Hungarians	Roma
No matter who has won the elections, it is recommended that DAHR be included in the government.		14	12	46	14
As any other party in Romania, DAHR can be part of the government coalition.		24	28	44	30
DAHR can be accepted in the Parliament, but it cannot be accepted in the government.		23	22	4	19
DAHR should only be accepted as a cultural organization of the Hungarians in Romania, without representation in the Parliament		23	25	2	18
DAHR, as an organization, should be prohibited.		9	7	0	9
DK/NA		7	5	4	11

How do you think the following political formations influence the relations among ethnic groups?

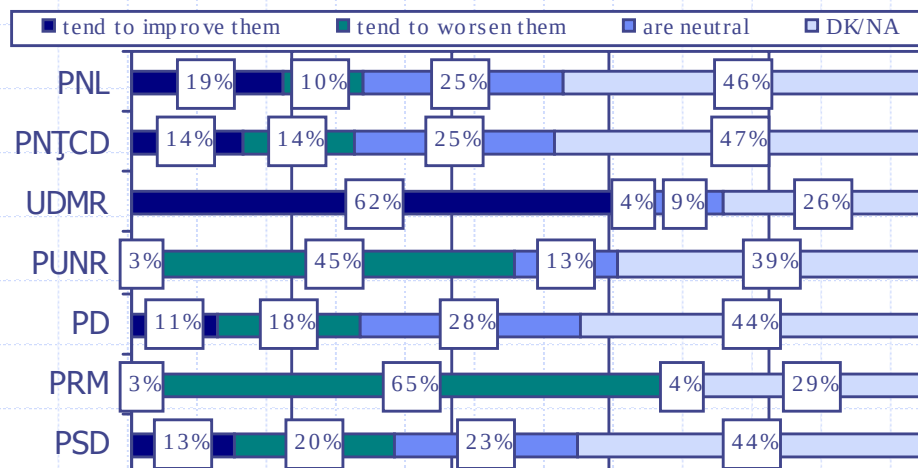
Romanians (total)



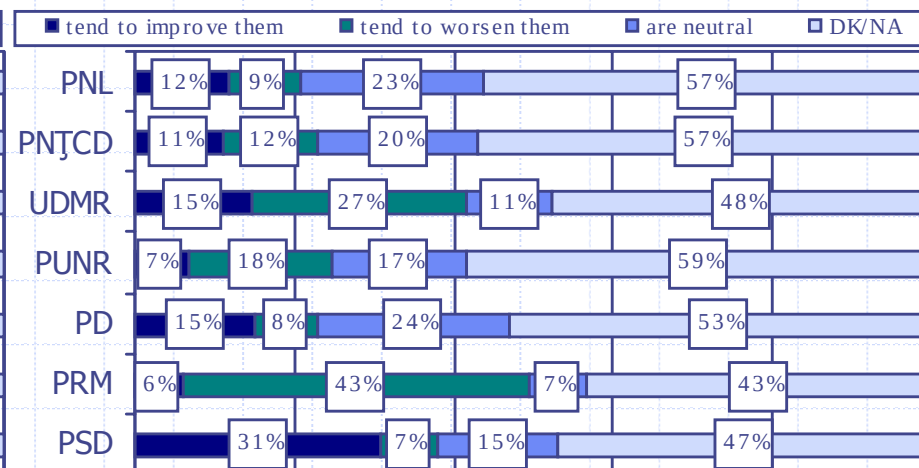
Transylvanian Romanians



Hungarians

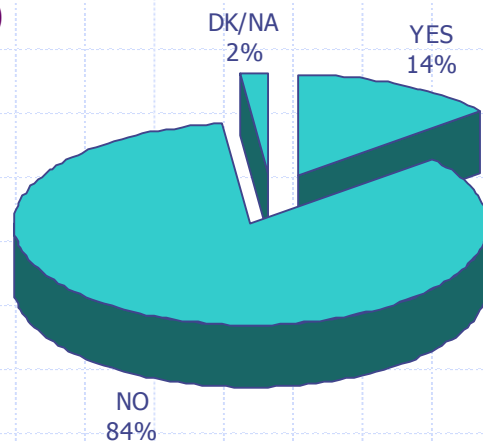


Roma

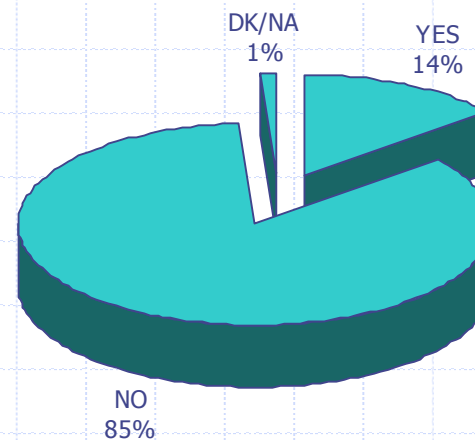


Do you think that in the near future an armed conflict is possible with the neighboring states?

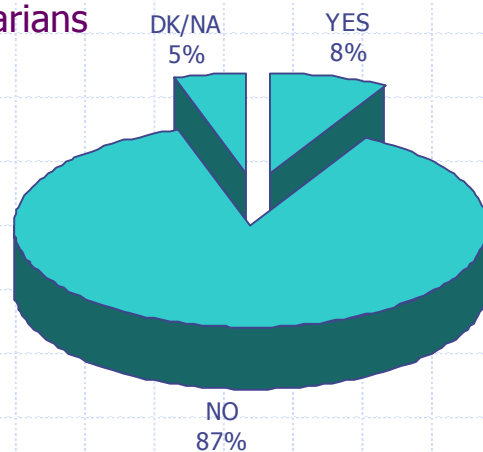
Romanians
(total)



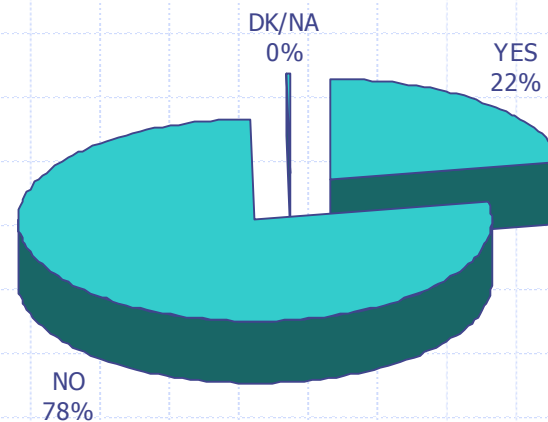
Transylvanian Romanians



Hungarians



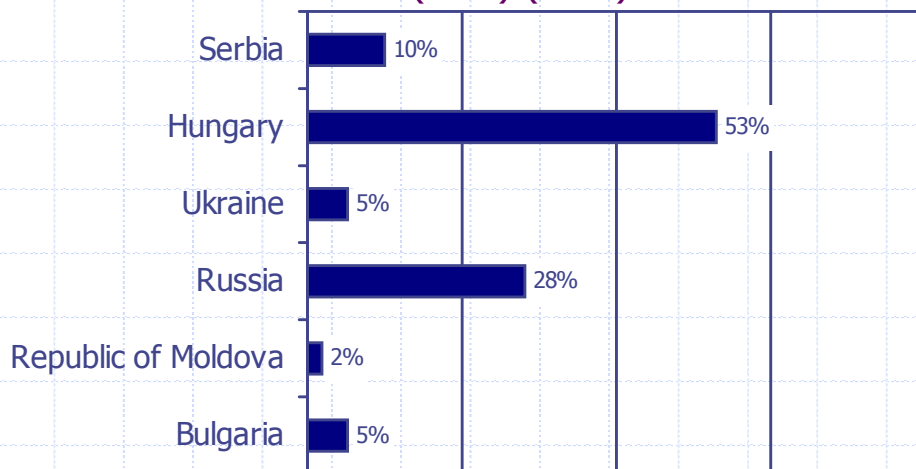
Roma



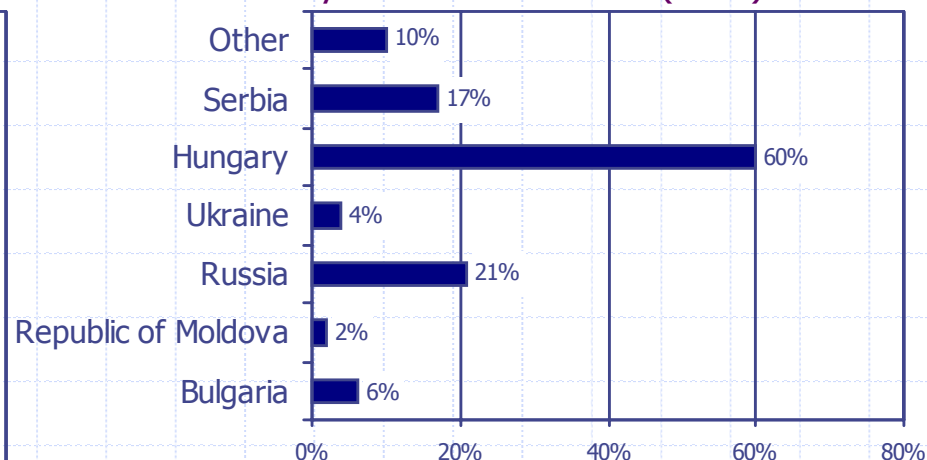
If so, then which of the following states do you find most likely?

% calculated by relating to validated cases: those who believe a conflict is possible.
(Percentage of valid cases is shown between parantheses)

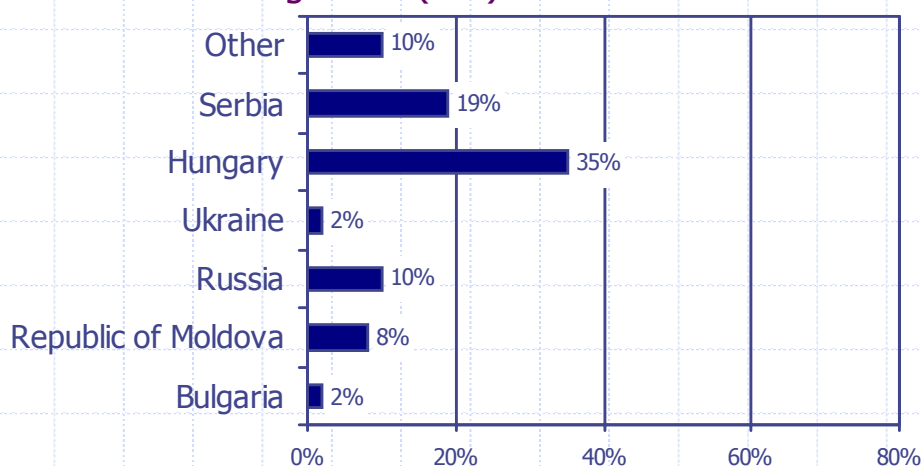
Romanians (total) (14%)



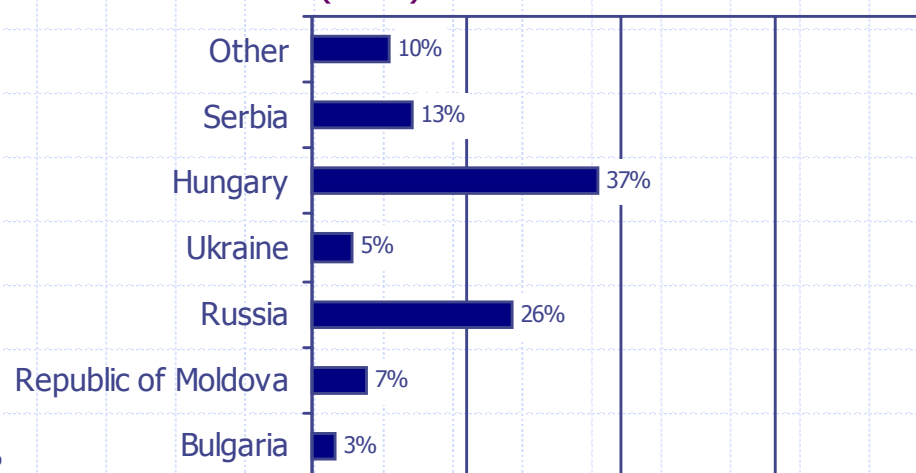
Transylvanian Romanians (14%)



Hungarians (8%)

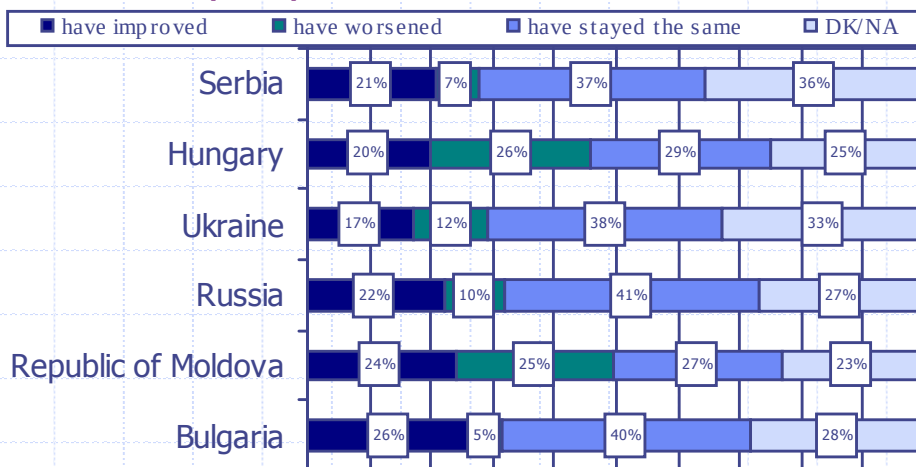


Roma (22%)

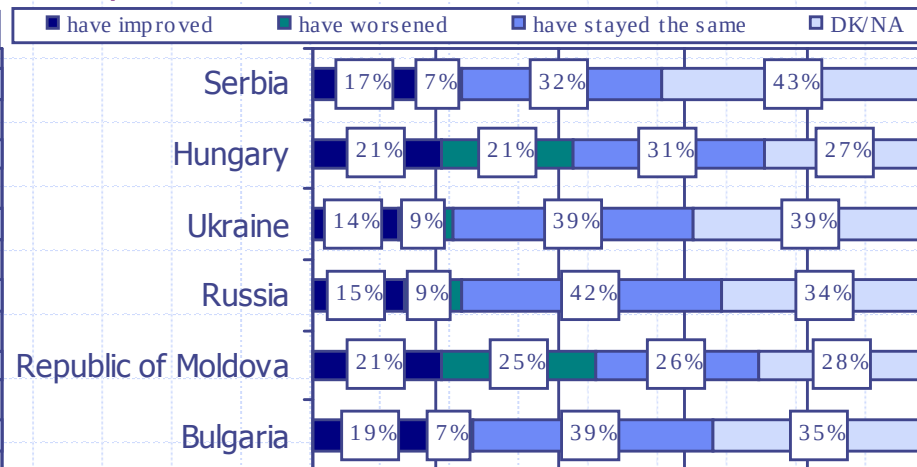


How do you assess the relations between Romania and the following states have developed in the last three years?

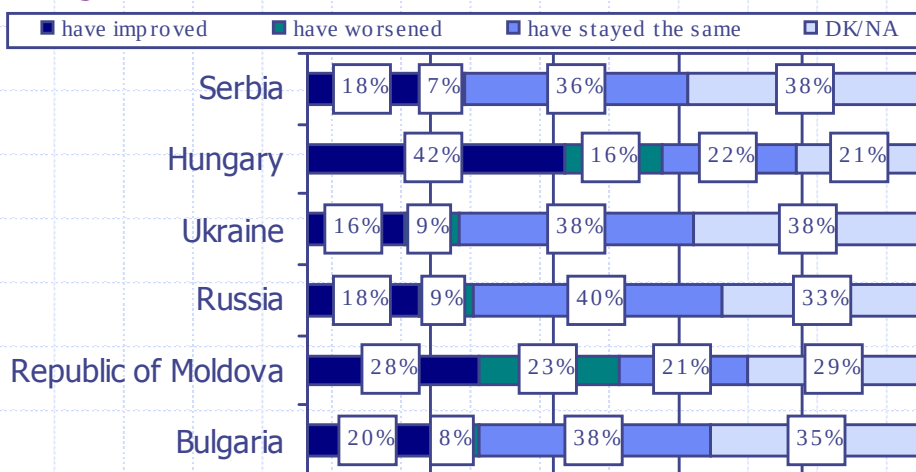
Romanians (total)



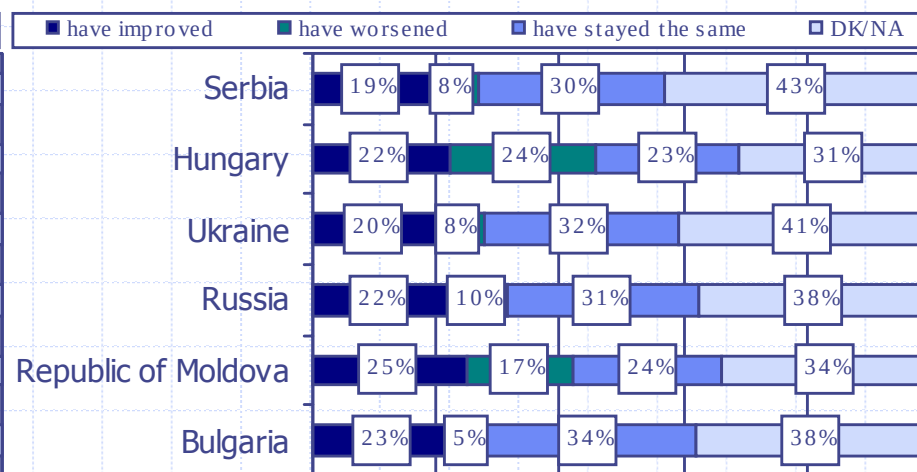
Transylvanian Romanians



Hungarians

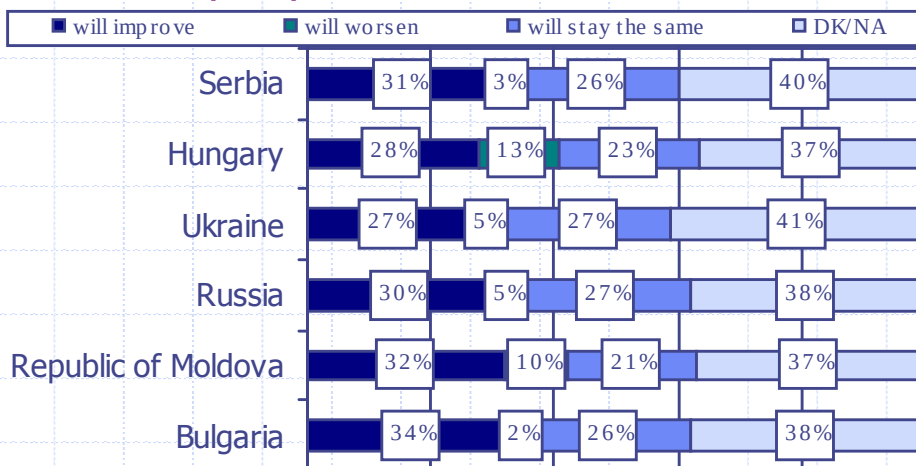


Roma

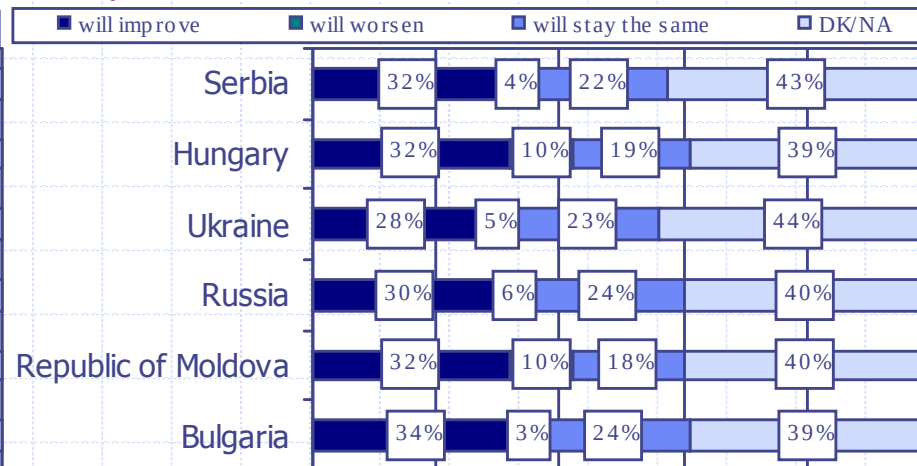


How do you predict the relations will develop in the next three years?

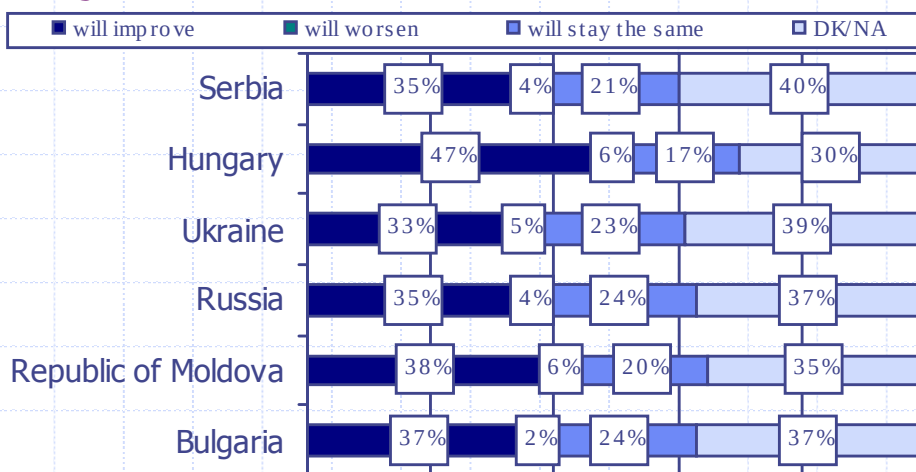
Romanians (total)



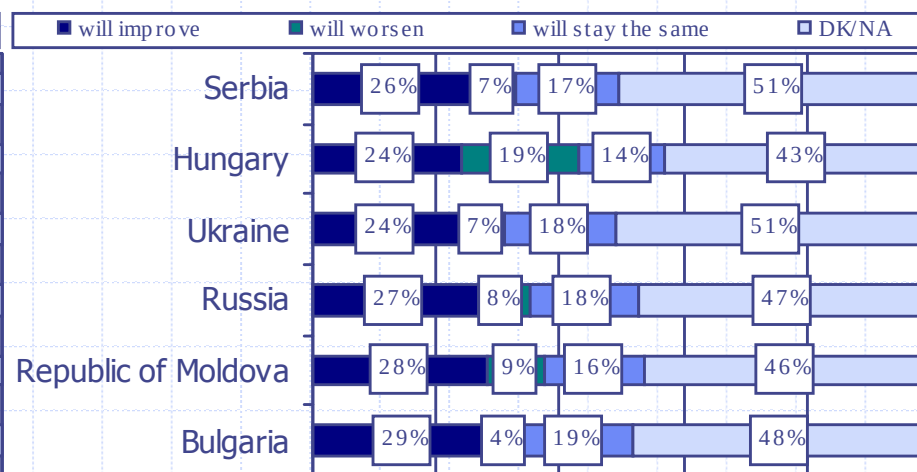
Transylvanian Romanians



Hungarians

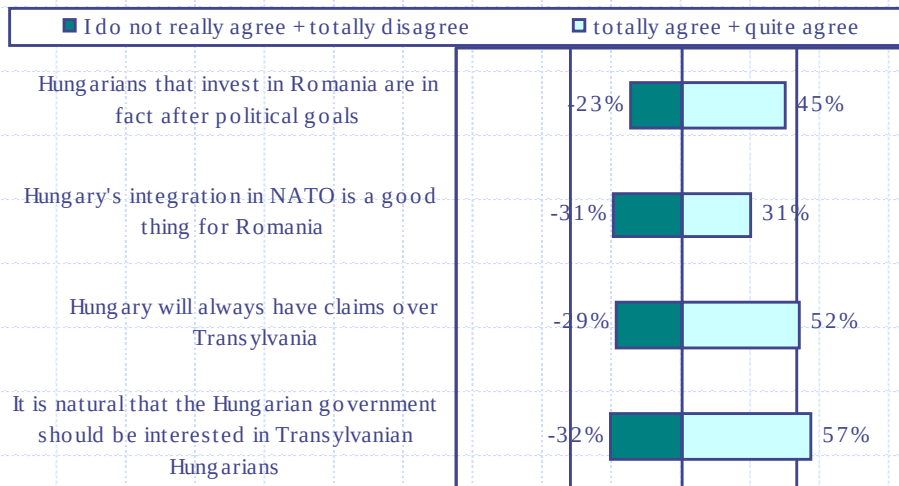


Roma

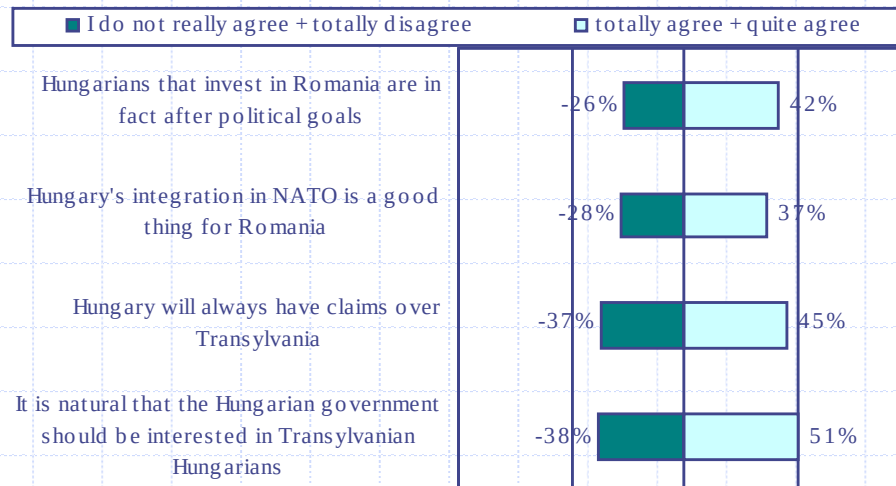


As concerns the neighboring countries, opinions are divided in our country. To what extent do you share the following statements about Hungary?

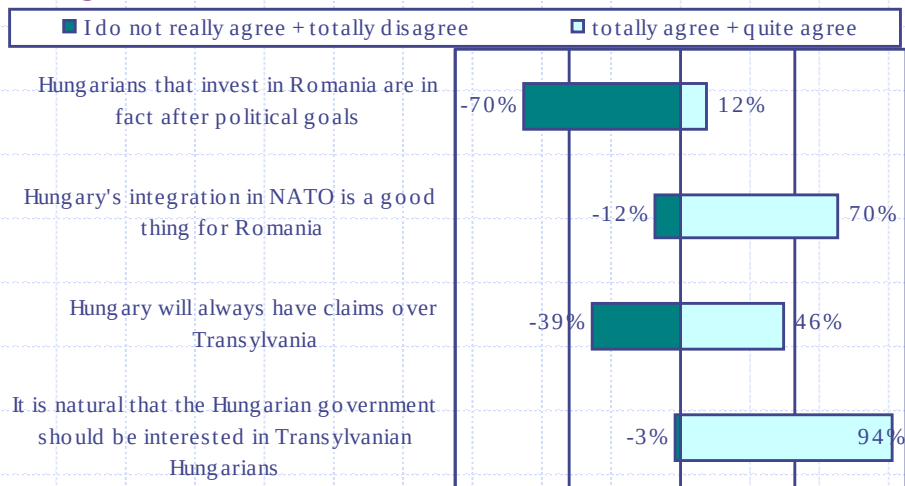
Romanians (total)



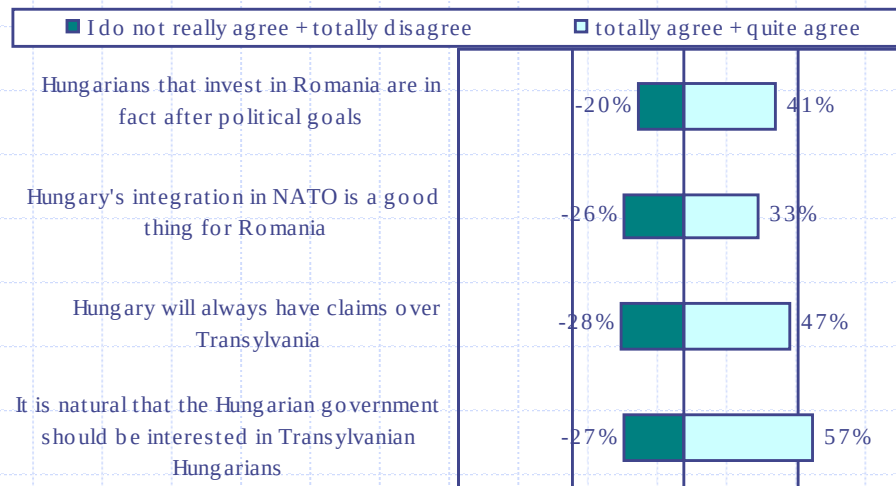
Transylvanian Romanians



Hungarians

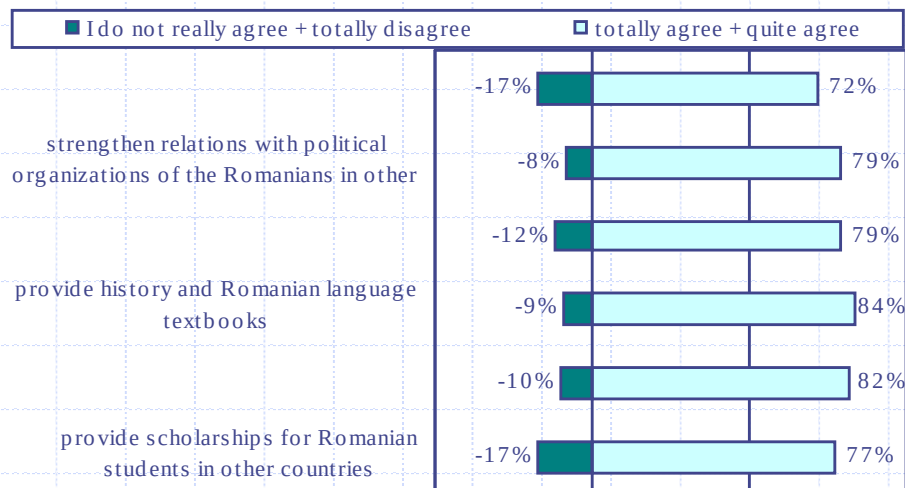


Roma

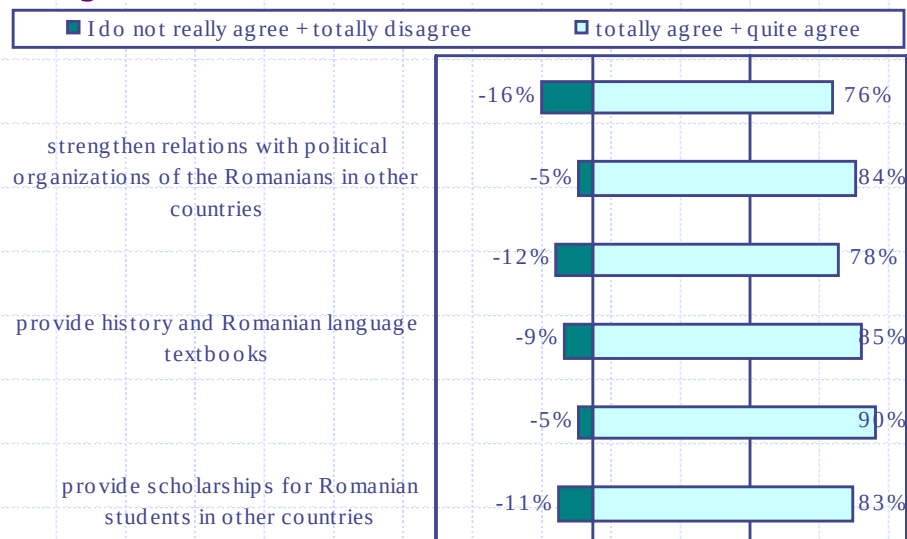


As you know, there are important Romanian communities in the neighboring countries. Do you think the Romanian state should ...?

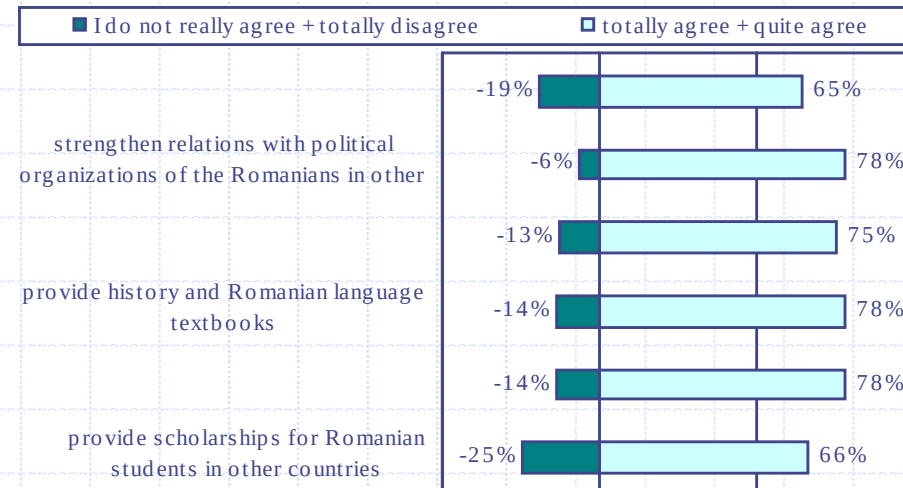
Romanians (total)



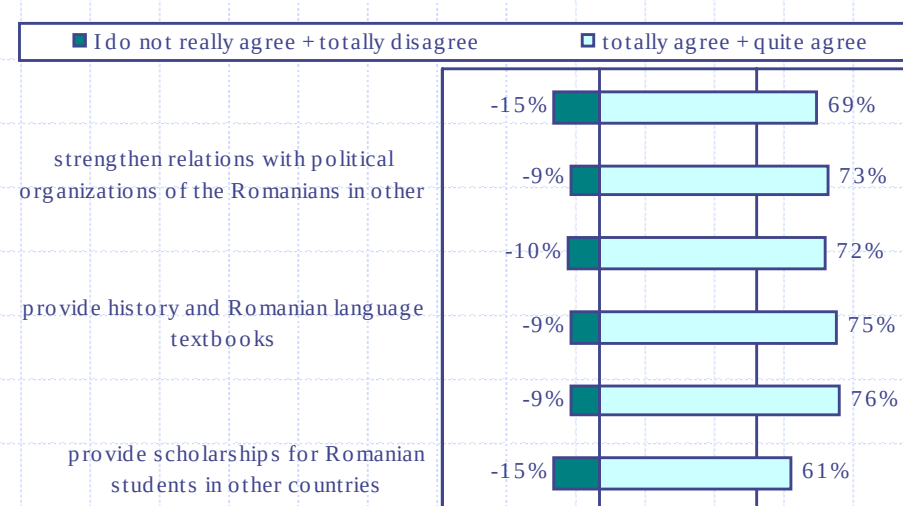
Hungarians



Transylvanian Romanians



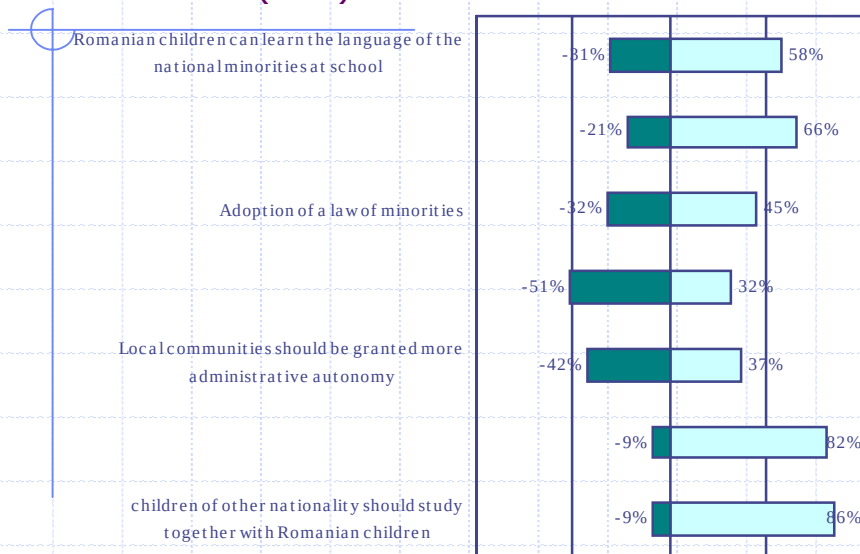
Roma



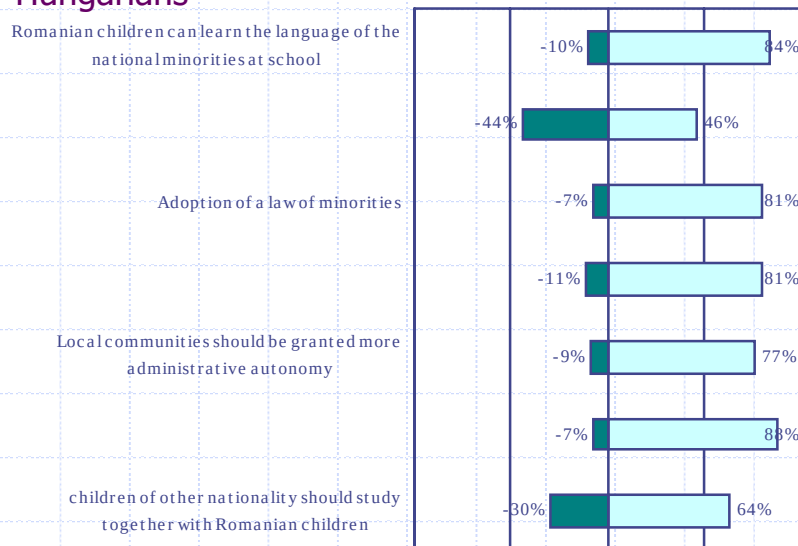
To what extent do you agree that the following things would lead to the improvement of interethnic relations ...?

diferența până la 100% este reprezentată de non-răspunsuri

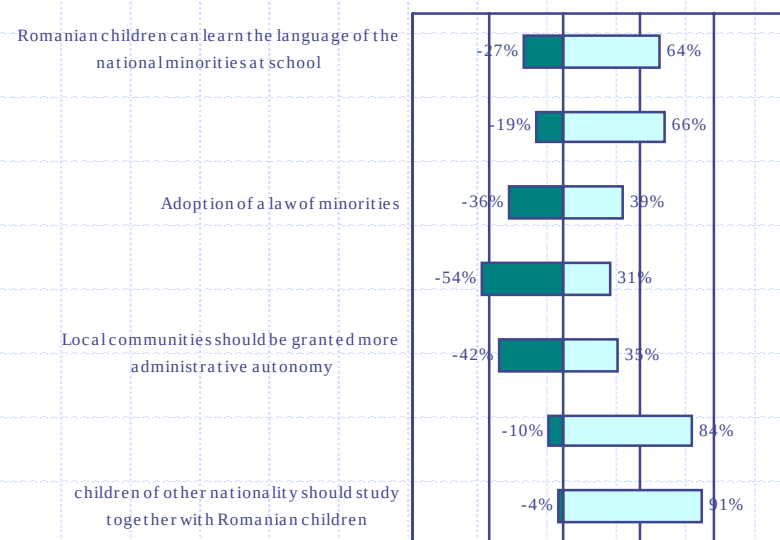
Romanians (total)



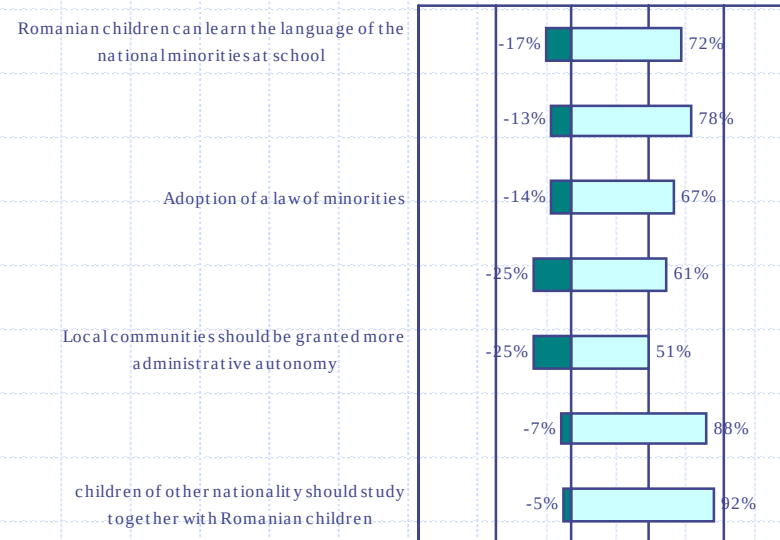
Hungarians



Transylvanian Romanians

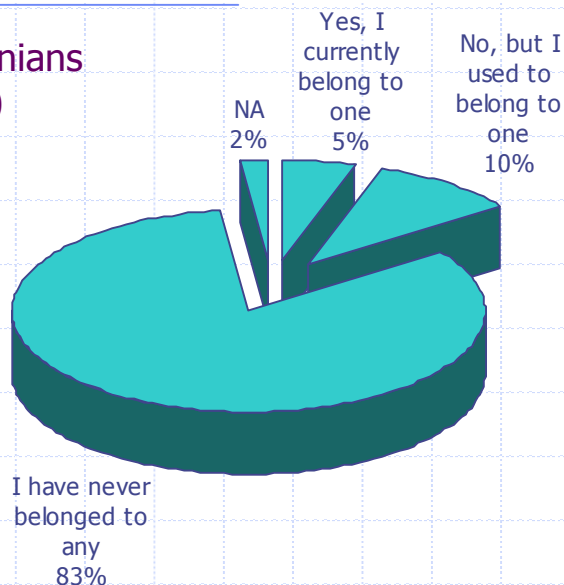


Roma

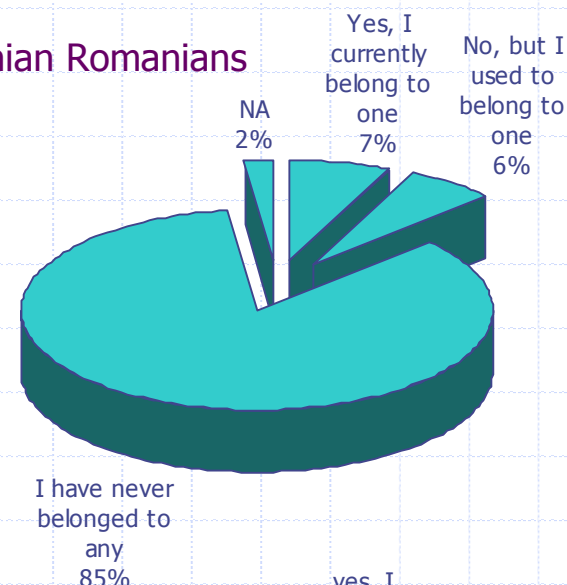


Please, state whether you have ever belonged to an association (other than that of the inhabitants of an apartment building) or organization of any kind.

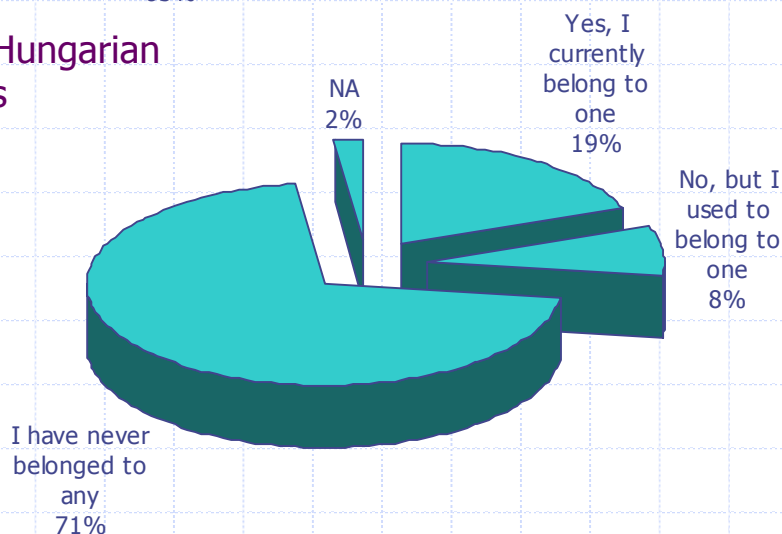
Romanians
(total)



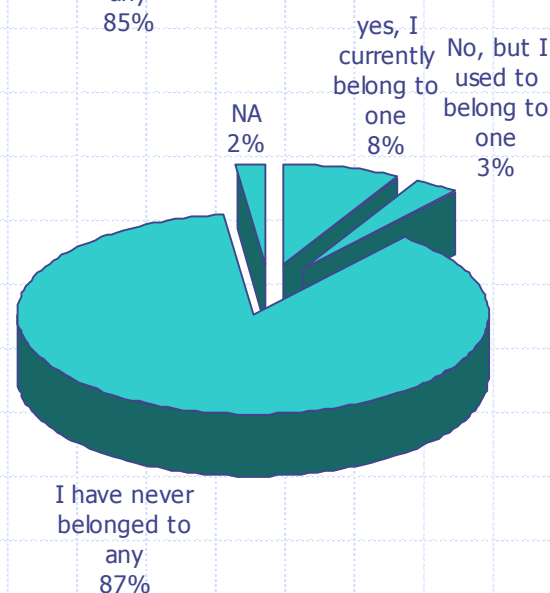
Transylvanian Romanians



Hungarians



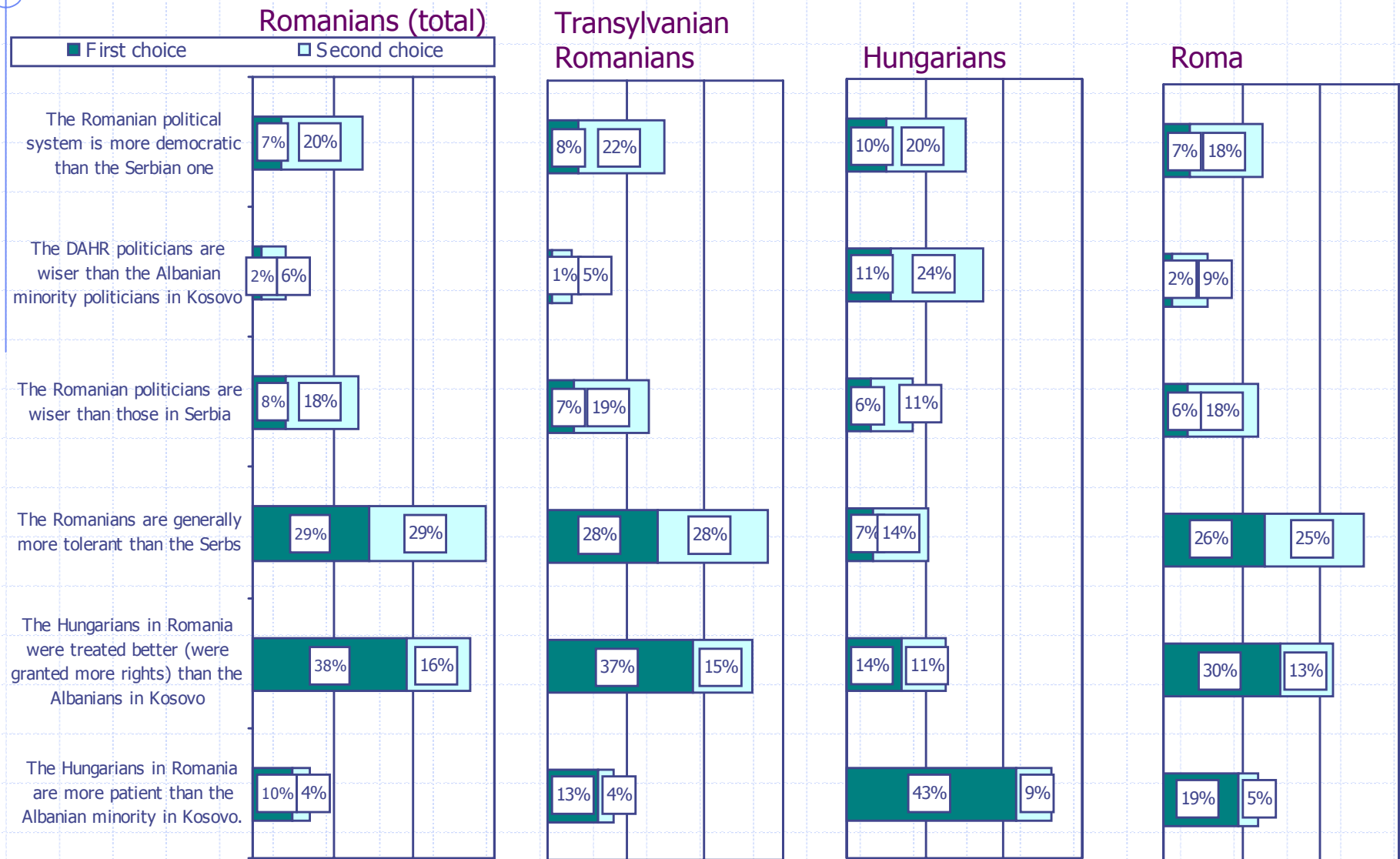
Roma



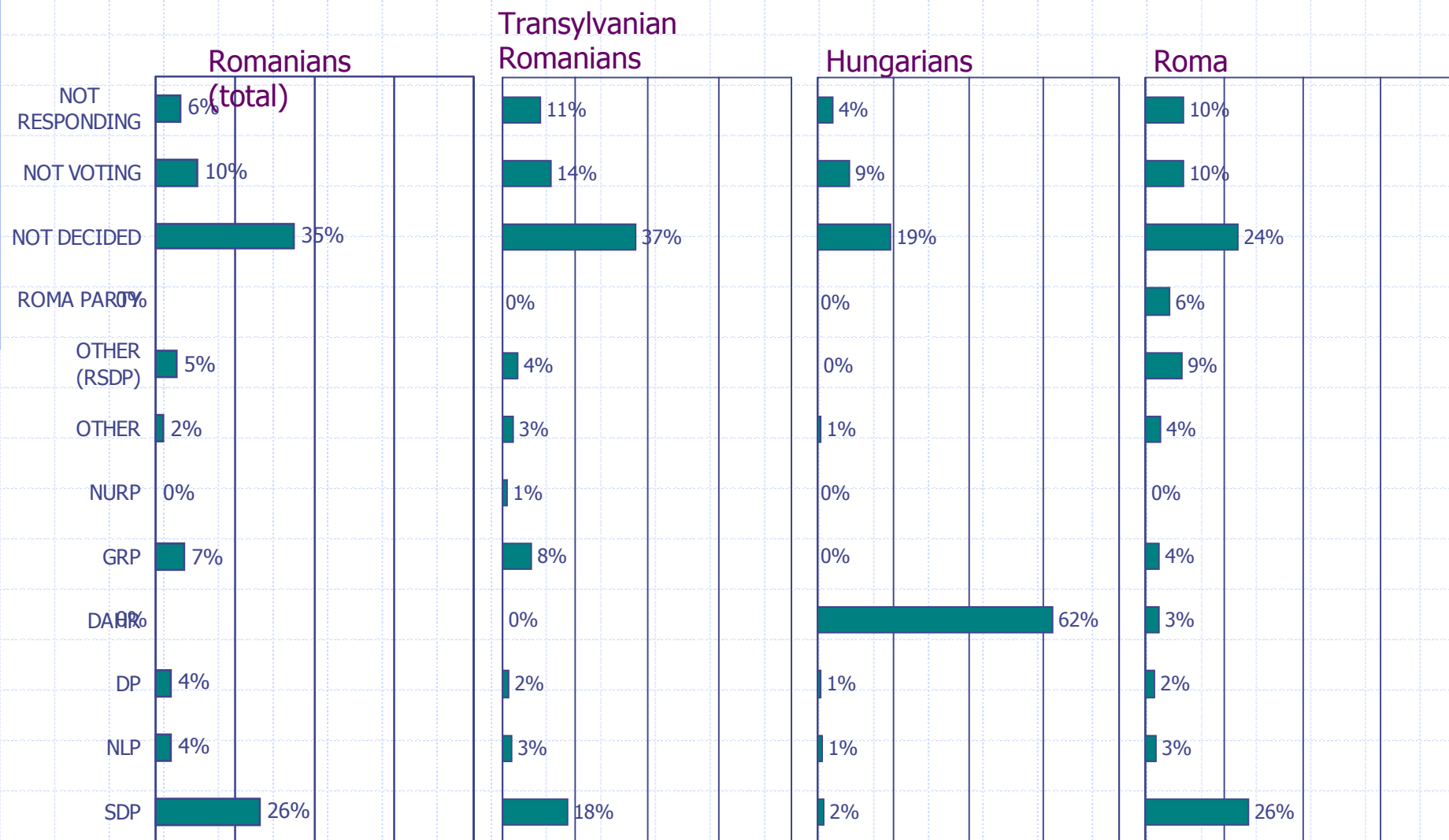
Please, say whether you agree or disagree with the following statements



Although there have been problems between the majority and the minorities in Romania, a conflict, such as that in Kosovo between the minority (Albanians) and the majority (Serbs), has been avoided. In your opinion, which were the reasons why in our country there has been no such violent conflict as the one in Kosovo. Choose two reasons from the following list:

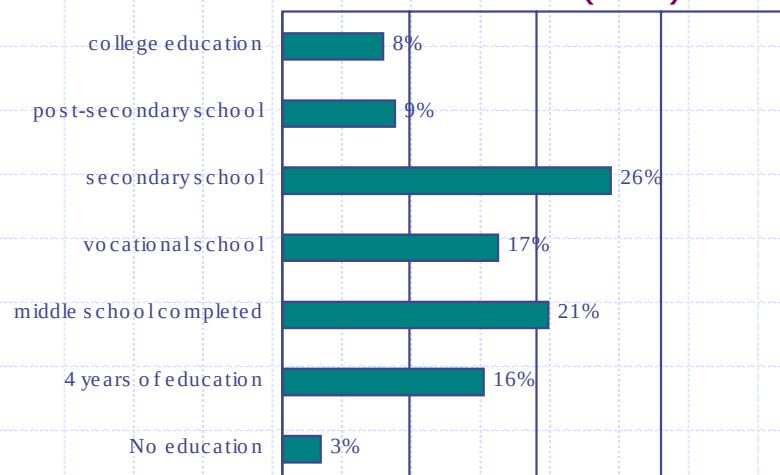


If there were parliamentary elections next Sunday, which party / political formation would you vote for?

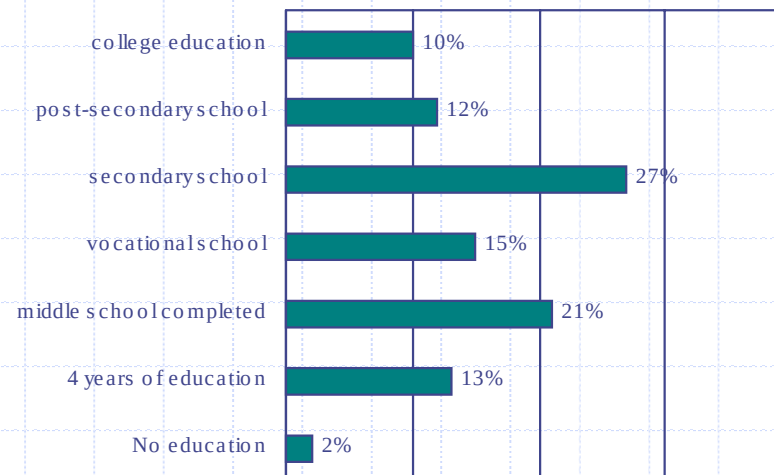


What is the last form of education that you have completed?

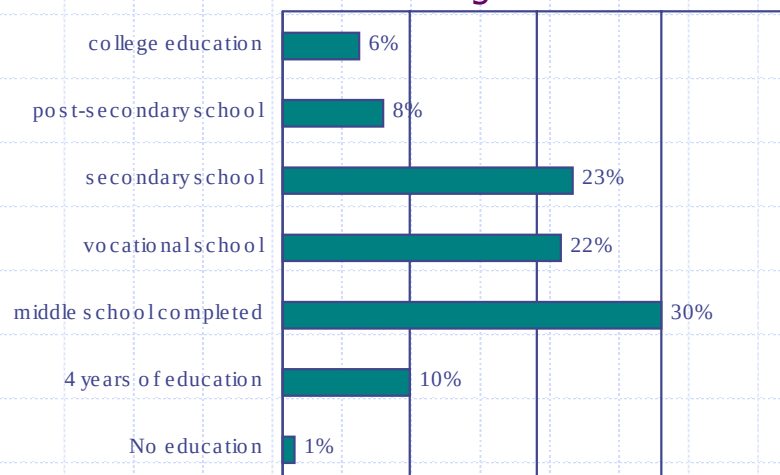
Romanians (total)



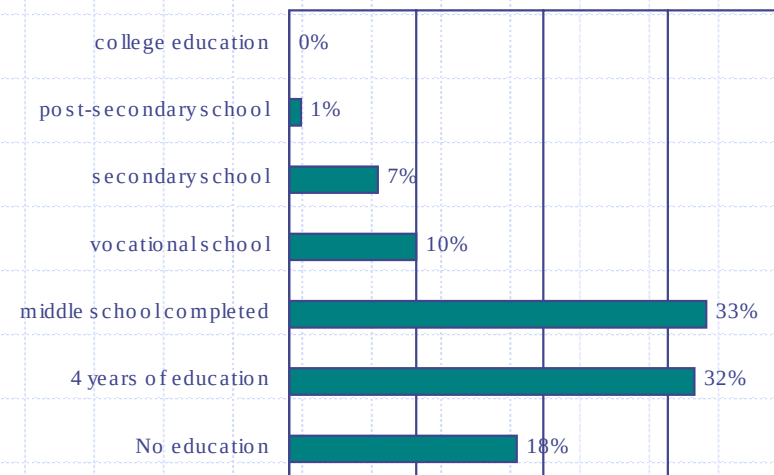
Transylvanian Romanians



Hungarians

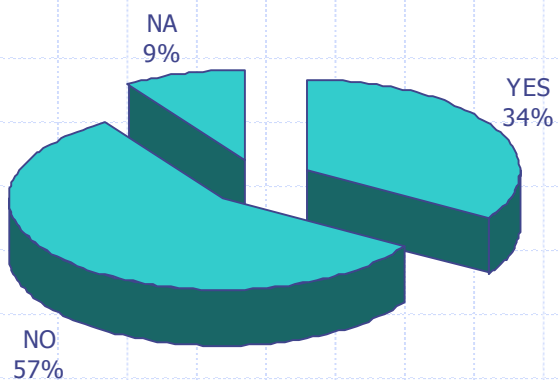


Roma

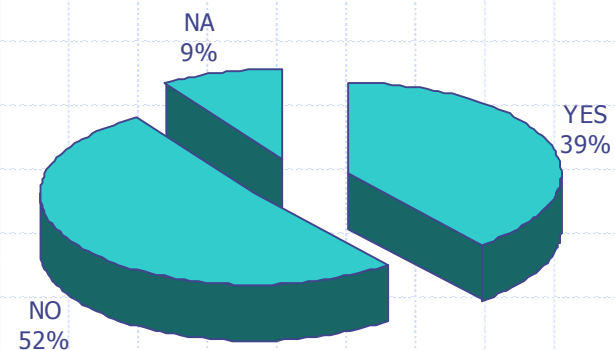


Are you employed at present?

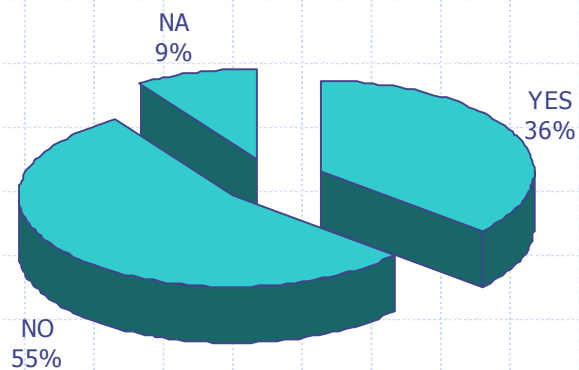
Romanians
(total)



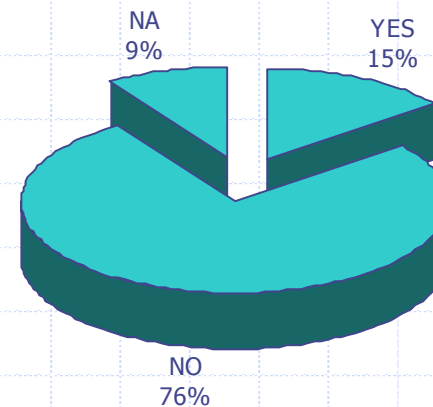
Transylvanian Romanians



Hungarians



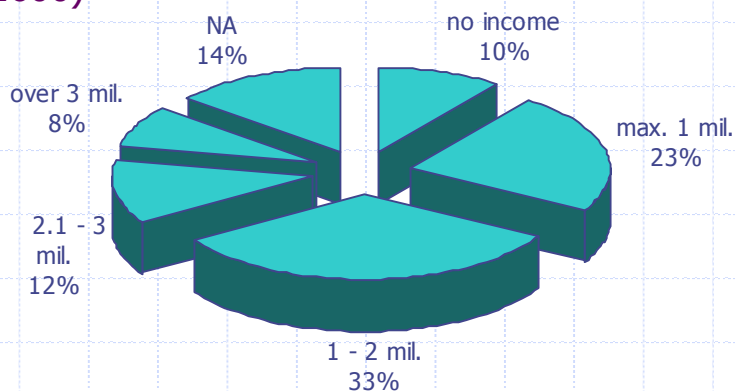
Roma



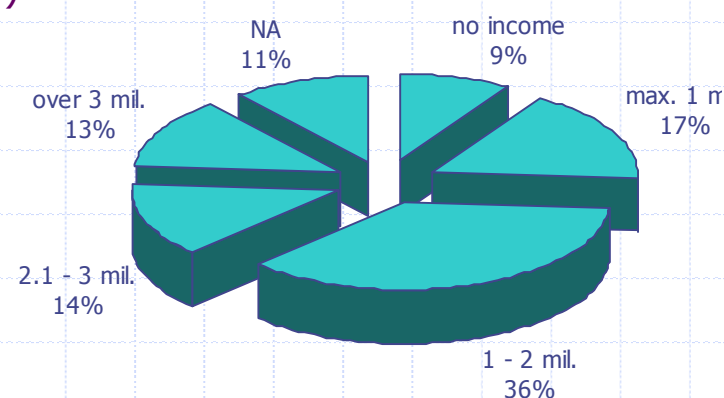
What is your basic monthly income (regardless of the source) ?

(within brackets, average income in thousand RON)

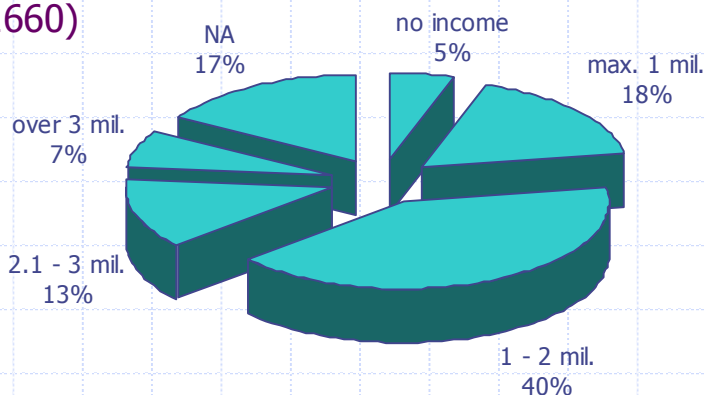
Romanians (total)
(1600)



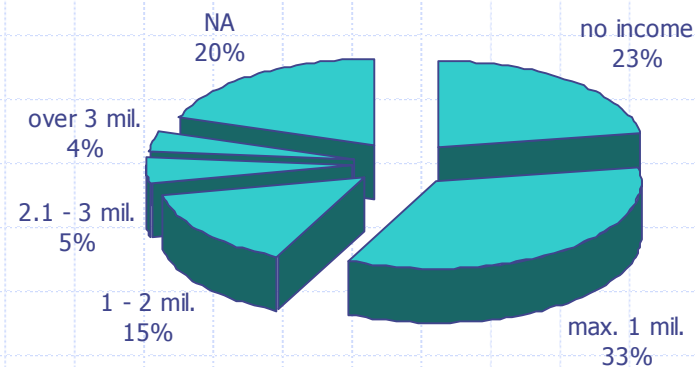
Transylvanian Romanians
(1800)



Hungarians
(1660)

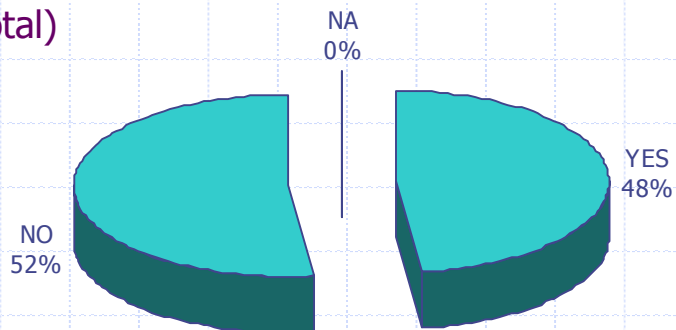


Roma (900)

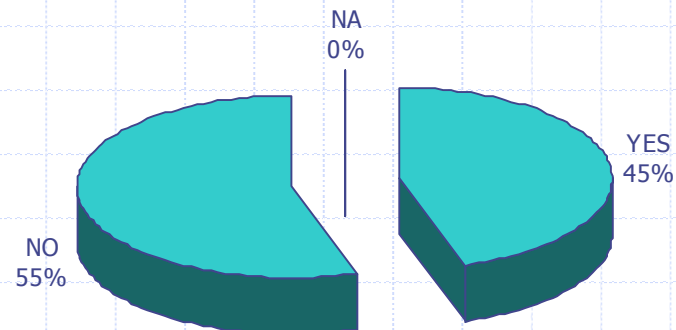


Do you (or anyone else in your household) own land?

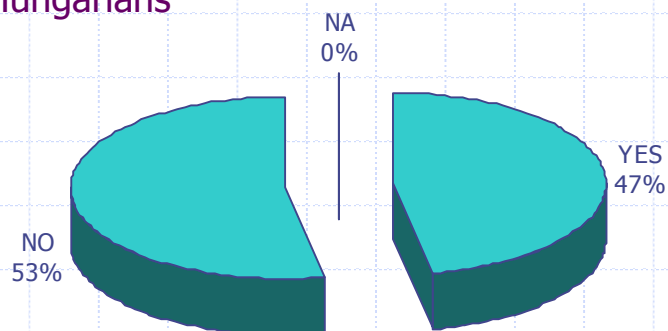
Romanians
(total)



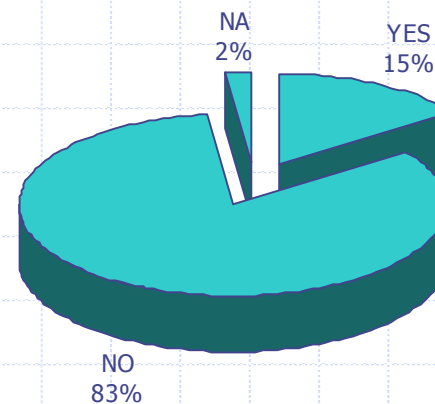
Transylvanian Romanians



Hungarians



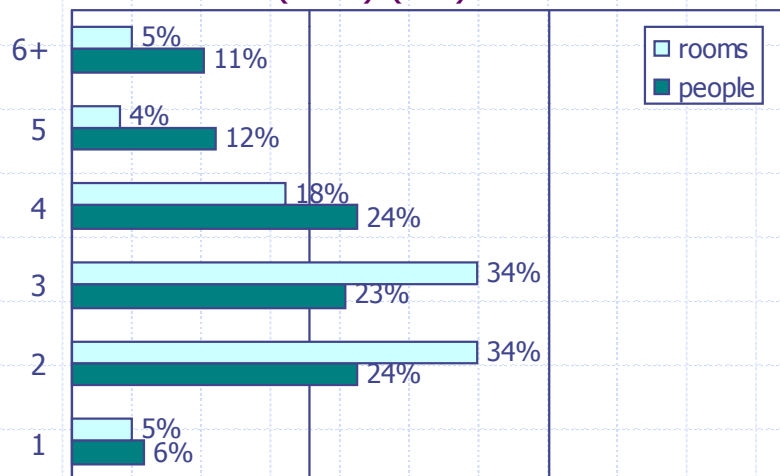
Roma



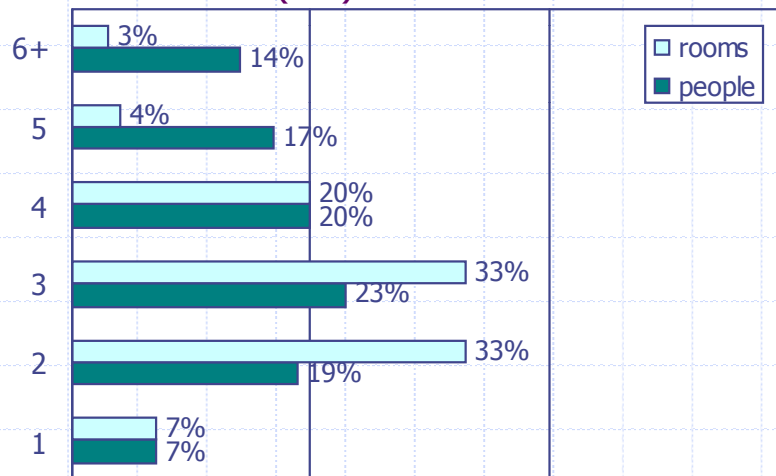
How many people live in your household? How many rooms do you have besides the annexes/outbuildings?

(within brackets, the average number of people / room)

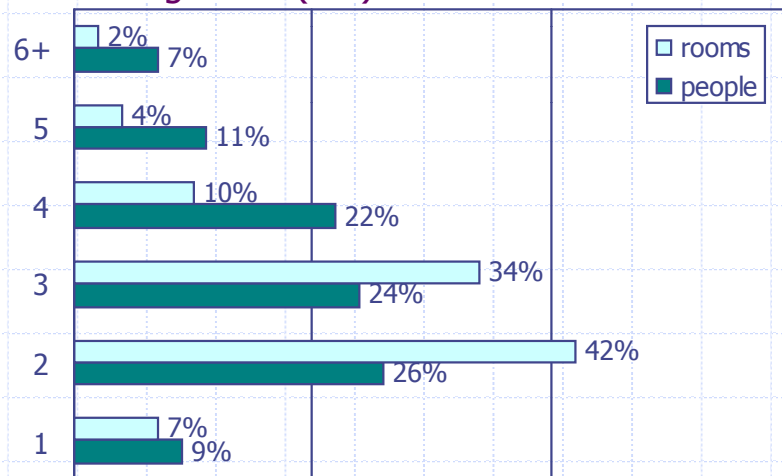
Romanians (total) (1.3)



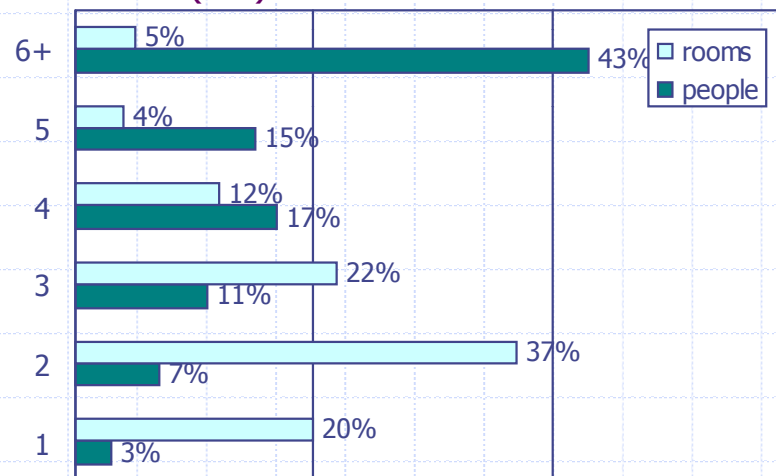
Transylvanian Romanians (1.4)



Hungarians (1.3)

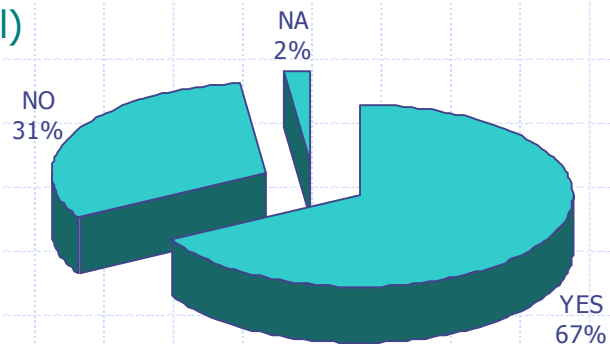


Roma (2.7)

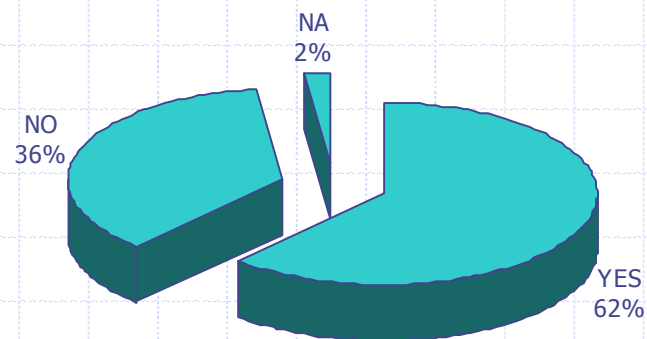


In the last 12 months, have you ever been short of money for food?

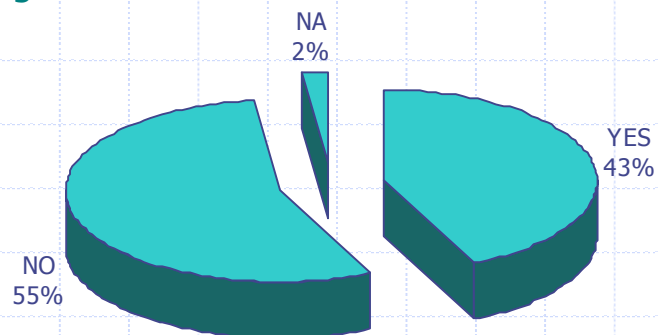
Romanians
(total)



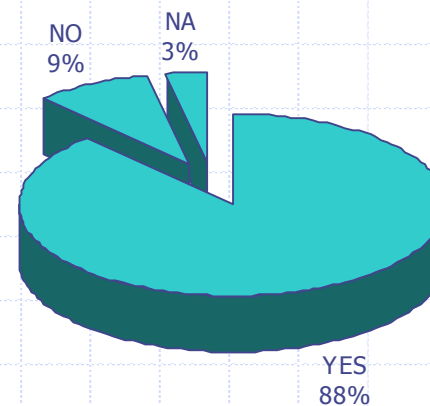
Transylvanian Romanians



Hungarians



Roma



Technical annex

Quality indicators of the sample	Data about population	National sample	Roma sample	Hungarian sample
Sample volume		801	601	602
Number of localities where data were collected		117	66	82
Percentage of women*	51.7	56	47	51.5
percentage of women in rural*	50.8	53.5	45	54.2
Average age women*	46.2	48.2	38.3	49
Average age men*	43.8	48.4	38.4	47.9
% college graduates**	5-9.5	7.7	0.2	6.8
% post-secondary school graduates**	2-4.8	8.9	1	8.5
% secondary school graduates**	21-24.6	23.8	7.3	22.9
% rural secondary school graduates**	9-13.9	13.6	6.3	13.7
% households with automobile***	19.2	25.8	11.1	36.4
% households with automobile in urban***	27.4	36	11.1	39.6
% households with automobile in rural***	11.8	14.2	11.2	32.5

The comparisons for the Roma and the Hungarian samples will be done both with the data from the population pertaining to the adult population in Romania, and with the representative sample at national level. As there are no data available for the indicators observed in the survey either for the Hungarian, or for the Roma population in Romania, the comparisons only serve to orientate.

* National Statistics Commission (CNS), Statistical Annuary, July 1, 1999.

** The first figure represents the minimal estimate based on the results of the 1992 Census, and the second is a maximal estimate based on the Survey of Labor in Households (AMIGO), 4th quarter, 2000, National Statistics Commission (CNS). In the maximal estimate the basis that was considered was the employed population.

*** Aspects of the population's life quality in the period July 1999 - June 2000, CNS 2000.

The Barometer of Ethnic Relations has included four different samples:

- representative sample for the adult population in Romania (E1)
- representative sample for the adult population in the regions of Transylvania, Banat, Crişana-Maramureş (E2)
- representative sample for the adult Hungarian population in Transylvania (E3)
- representative sample for the adult Roma population in Romania (E4)

All the samples are built probabilistically, in bi- and tri-stages, with stratification in the first stage.

E1: the stratification scheme results from the intersection of the cultural area and the type of locality (developed, half-developed and poorly developed rural localities; towns under 30,000 inhabitants, between 30 - 100,000 inhabitants, between 100 - 200,000 inhabitants, over 200,000). Based on the support from specialist literature, the following groups of counties are considered to be cultural areas: MM SM, AR BH, TM CS, OT DJ MH, GJ VL, AG DB PH, BZ BR, GR TR CL, B IF, TL CT, AB HD, BV SB, CJ MS, CV HG, BN SJ, BC NT VR SV, GL IS.

E2: The stratification scheme results from the intersection of cultural areas in the historical regions Transylvania, Crişana-Maramureş and Banat, with the type of locality (developed, half-developed and poorly developed rural localities; towns under 30,000 inhabitants, between 30 - 100,000 inhabitants, between 100,000 - 200,000 thousand inhabitants, over 200,000).

E3: The stratification scheme results from the intersection of cultural areas in the historical regions Transylvania, Crişana-Maramureş and Banat, with the type of locality (rural localities, towns under 100,000 inhabitants, over 100,000 inhabitants) and the percentage of Hungarians in the locality after the 1992 Census (localities with under 25% Hungarian population, between 25-75% Hungarians, over 75% Hungarians).

E4: The stratification scheme results from the intersection of cultural areas with the type of locality (rural localities, towns under 100,000 inhabitants, over 100,000 inhabitants). The percentage from each cell for the Roma population was established based on the 1992 Census.

ABOUT EDRC

Mission

The mission of the Ethnocultural Diversity Resource Center is to contribute to the construction of democracy in Romania by improving the country's interethnic climate and promoting principles of ethnocultural peace and justice based on institutional solutions accepted both by the majority and minorities.

Goals, objectives

- ⌘ gradual development of a favorable climate of interethnic relations in Romania,
- ⌘ increase the visibility of minorities in the public sphere by memorable events in interethnic dialogue,
- ⌘ encourage and assist minorities in expressing claims in a more balanced discourse based on precise data and information, and develop pragmatic political programs aimed at institutional solutions to accommodate ethnocultural differences used with success in different parts of the world,
- ⌘ increase public access to involvement in partnerships through funding activities, after the OFAJ model (Office Franco Allemand pour la Jeunesse), which had a decisive contribution to the improvement of Franco-German relations after WWII,
- ⌘ translate the developed policies in stable institutional solutions, in the long term.

ABOUT EDRC - Activity plan for 2001

Grant-giving programs

- ☞ grants for developing partnerships among non-governmental organizations of the majority and minorities;
- ☞ program aimed at developing multiethnic communities, sponsored by the King Baudouin Foundation, Belgium, the Charles Stewart Mott Foundation, USA, and the Open Society Foundation Romania, implemented in cooperation with the Romanian Association for Community Development, the PRO EUROPA League and the GAMA Foundation;
- ☞ educational programs:
 - support for partnerships among schools of the minorities and of the majority;
 - special Romanian language and literature textbook for schools where instruction is done in a minority language.

Operational programs

- ☞ Barometer of Ethnic Relations: annual surveys of interethnic relations in Romania;
- ☞ Minorities in Government: comparative study of the impact of minority participation in government in Macedonia, Romania and Slovakia upon public policies;
- ☞ Active documentation:
 - reports on the national and religious minorities in Romania, developed in partnership with the Center for Documentation on Minorities in South-Eastern Europe, Greece;
 - Roma projects in Romania, 1990-2000 – database of the Roma projects, developed with the financial support of the delegation of the European Commission;
- ☞ Institutionalization of interethnic dialogue;
- ☞ Publications program:
 - the series “Ethnocultural Diversity in Romania”: *Interethnic Relations in Post-Communist Romania* (the white book of the conference organized by USAID); *Ethnocultural Minorities. Documentary Evidence* (volumes of documents pertaining to the policies of the Romanian state towards minorities);
 - PROVINCIA, bi-monthly magazine of civic, inter- and trans-ethnic culture;
- ☞ Documentation Center and EDRC Library.

Scholarships

- ☞ Student Internship program;
- ☞ Scholarships for programs implemented by the Central European University.

Training programs

- ☞ training for Romanian language and literature teachers;
- ☞ Prevention and mediation of conflicts in communities, training modules for police officers that work in multicultural environments;
- ☞ Networking and training for the beneficiaries of the *Multiethnic Community Development in South-Eastern Europe* program.

ABOUT EDRC - Miscellaneous

Donors

Open Society Foundation – Romania
 King Baudouin Foundation – Belgium
 Charles Stewart Mott Foundation – USA
 Delegation of the European Commission in Romania
 Open Society Institute (LGI) – Budapest
 Central European University – Budapest

Partners

Ministry of Education and Research – Romania
 Ministry of Home Affairs, General Police Inspectorate, Institute for Research and Prevention of Criminality - Romania
 MEDE European Consultancy – Holland
 Center for Documentation on Minorities in South-Eastern Europe - Greece
 Romanian Association for Community Development - Bucharest, Romania
 PRO EUROPA League – Tg. Mureș, Romania
 Center for Research of Interethnic Relations in Romania – Cluj, Romania
 Resource Center for Roma Communities – Cluj, Romania
 Center Education 2000+ - Bucharest, Romania
 GAMA Foundation – Tg. Mureș, Romania

The Ethnocultural Diversity Resource Center is a member organization of the Soros Open Network (SON), Consortium of Minority Resources (COMIR) and Donor's Forum, Romania.

Address

3400 Cluj-Napoca
 21 Tebei st.
 Romania
 Tel: +40 64 420490; Fax: +40 64 420470
 E-mail: info@edrc.osf.ro
www.edrc.ro

ABOUT MMT

Metro Media Transilvania is an independent institute based in Cluj-Napoca, specialized in social communication. The institute has an interdisciplinary team of sociologists, psychologists, IT specialists, some of them members of the teaching staff and researchers of "Babeş-Bolyai" University, Cluj Napoca. Metro Media Transilvania works with a professional network of interview operators covering the entire territory of Romania and the Republic of Moldavia, and uses the latest technology and statistical packages in data analysis and storage.

Departments

- ❖ Technical Administrative Department
- ❖ Economic Department
- ❖ Human Resources Department
- ❖ Research Department
- ❖ Statistics and Data Analysis Department
- ❖ Public Relations Department



Metro Media Transilvania has 911 employees, 16 of whom full-time and 895 part-time, 25 of whom are employed as computer operators and 870 as interview operators. The scientific team working in the Research Department is highly qualified, with at least 10 years' experience in the field of theory and social methodology, and a number of training stages attended in the country and abroad. Some of these researchers are members of the teaching staff of the Department of Sociology, BBU, Cluj Napoca.



Metro Media Transilvania

Telephone: (+40)-64-431174

Fax: (+40)-64-431773

E-mail: mmt@mmt.ro

Web: www.mmt.ro

Mail address: str. Piteşti nr.12/1, Cluj-Napoca, 3400, Ro

MMT RESEARCH FIELD

Social Studies and Public Opinion Surveys

- ☐ Social surveys and public opinion polls
- ☐ Data bases, documentations and thorough researches in all social-life fields
- ☐ Demography and social mobility
- ☐ Urbanism
- ☐ Life quality
- ☐ Social policies

Political Communication, Public Relations and Mass Media

- ☐ Audience studies
- ☐ Audience measurement and audience behavior evaluation
- ☐ Collective attitudes' management
- ☐ Marketing of political communication
- ☐ Management of political communication campaigns
- ☐ Organizational communication studies (internal communication assessment, the personnel's assessment, trade-mark creation strategies)

Marketing and Advertising

- ☐ Advertising campaigns' design
- ☐ Advertising consulting
- ☐ Market research
- ☐ Media planning

Research Methods

- ☐ Sociological research
- ☐ Face-to-face interview
 - ☐ Focus-groups
 - ☐ Monographies



Telephone: (+40)-64-431174
 Fax: (+40)-64-431773
 E-mail: mmt@mmt.ro
 Web: www.mmt.ro
 Mail address: str. Pitești nr.12/1, Cluj-Napoca, 3400, Ro