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Contemporary Romanian Easter Easter Traditions & Habits			
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	6 Mar		
Unveiling the main symbols of Easter			
	00000		
Anse Holy Enter Trans, Dory	4% 2% 2% 2% 1% Land Feative The The The Laster		
	(coronacu) (pasca)		
There are a few free days, is which I can travel, goon city break	I don't do anylthing special. Theat the days in the usual way		
6%	It's an opportunity to spend more time together with mg family, whether we staglat bome, gather at out		
43% A time for family 46%			
Har interaction which is an expected with the second secon			
•••••••••••••••••••••••••••••••••••••••	Compared to the data from 2006 the		
Romanians are divided into two camps when it comes to presenting their perception of this important holiday. For 46% of Romanians, it means time spect	Compared to the data from 2016, the number of Romanians associating Easter with religion has decreased from 82% to 43%. In 2024, Romanians are more focused on family, while spirituality is not redected.		
For 48% of Romanians, it means time spent with family and lowed ones, while for 43% of Romanium, it means the splitbal aspect for which they prepare step by step.	regiscred. Only 11% are those who don't make a big fuss and enjoy a few days off to travel or simply follow their daily coutine.		
. M. Anthelia above			
Activities that Romanians engage in during the Easter holidays	Romanians value the major holidays on the calendar and prepare thoroughly – they do general cleaning, but also prepare spiritually through fasting or confession. 40% of Dromanians are also minified of the		
We live in a fast-paced world and don't always have time for our loved ones, but on holidays, Romanians focus on family, whether they meet or buy gifts for them.	40% of Romanians are also mindful of the less fortunate, as holidays have this power over people. They availant the feeling of being better, so they declare that on Easter they donate cothes, money, or seen with mean		
I do general cleaning	69% 47%		
I practice the religious activities specific to the period (eg fasting)	42%		
Ibuygits for my Ibuygits for my Ibuygits for my	37%		
I help the most needs, donating clothes or older things that i no longer need			
Indip the most needy by donating money	i		
Another activity 1%			
I don't do anything in 4%			
K Easter 2024: Family	For Easter 2024, the tradition of spending time together with family is maintained, but		
time and relaxation	For Easter 2024, the tractition of spending time together with family is maintained, but Romanians are directing their attention towards relaxation activities—nature walks, nearby trips, and weltching video content (TV, streaming platformi).		
	To spand my time In the kitchen		
To walk in nature 46% To watch TV 22% To visit special places in the city or nearby 2%	To participate in coldoor 9% sports activities 9% To stay on social 9% networks 70 take a tour of the restaurants 7%		
in the city or nearby To watch movies/series on streaming platforms To write greetings to close geopte 1956	restaurants To travel abroad To go to the gym 2%		
To read a book .	Another activity 2%		
28% of Romanians In Romanian society, there is a tradition of weating new clothes for Easter, and this			
28% of Romanians buy gifts for their loved ones on Easter holidays. What types of gifts do they tend to choose?	category of products is the primary choice when it comes to gifts for loved ones, followed by cosmetics and books. When it comes to the nature of stores where Romanians choose to shop, it		
Where do they buy from?	varies depending on the chosen gift. For clothing, cosentics, and books, there is a tendency to choose physical stores to a greater extent, while gifts in the tech area, vacation tickets or events, and		
Courses tend to be purchased online because all the specifications of the products can be found on the internet.			
68% 62%			
New Clathes 62% 67% 20%			
67% 0% Counter 36%			
61% 71% Roda 21%			
71% 69% Electronic of household applances			
76% 29% Tudens to wearts			
10% 64% 64% IT squipment and mobile			
100 100 100 100 100 100 100 100 100 100			
A top to the country 85 23%			
Gift inspiration: Offline			
	67% 40%		
	30%		
	32% 32%		
	375 175 1575		











DEEP DIVE ON SEGMENTS AT REQUEST DEMOGRAPHICAL:		
Gender	Age	Marital status
Children	Education	Income
Segments can be formed based on the perceptions of Romanians and/or their behavior		