

Shortcut - Macedonia

Review: Conference "Youth Online", May 13, 2010:

13 May, 2010 - GfK Skopje organized a conference "Youth online" where representatives of GfK Skopje presented the latest developments in the field of marketing research among young people at both global and national level. More than 50 clients at the conference were provided with information about the latest global trends in the lifestyles of Generation Y and how they differ from Generation X.

The results from the latest online research carried out by GfK Skopje among Generation Y respondents, i.e. people in the country aged 15 to 29 years old, were presented at the conference, together with the online research opportunities offered by GfK in Macedonia.

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