



Upper middle class Russians name travel as their top goal for a year, using travel agencies to organize a trip

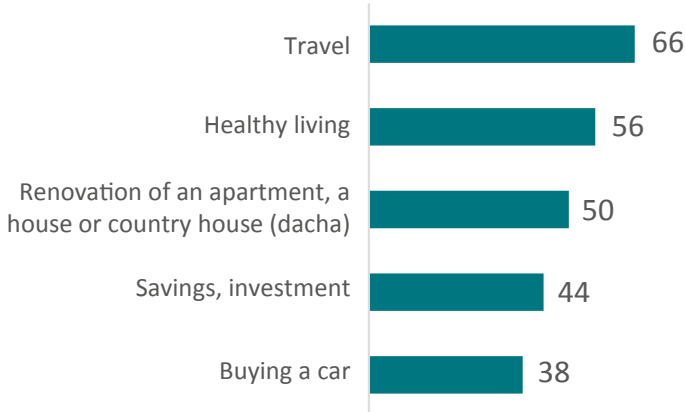
June 2017. Ipsos Comcon publishes the results of the [Premier'2017](#) survey, which studies upper middle class consumers in Russia. The study analyzes in detail brands, goods and services of the upper price range, available to the well-off segments of the population. The sample of the online-survey covers residents of Russian cities with a population of 500 thousand people and more, with a high personal income or income for a family member, related to the top 10% of the population in material condition.

Travel is a priority goal for the coming year for an upper middle class audience, followed by a healthy lifestyle, renovation of an apartment, a house or a country house (dacha), savings or investments, and buying a car.

The opportunity to travel is one of the attributes of well-being, therefore, despite the economic crisis, travel remains in the first place among the goals for wealthy Russians for the coming year. Priority of travel is brighter seen in cities with a million+ population, where this goal was named by

Travel is a priority of upper middle class Russians for the coming year

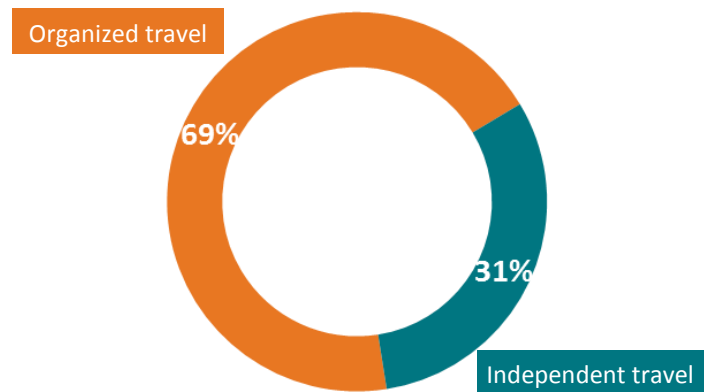
Top 5 goals for a year



Source: Ipsos Comcon, the Premier Survey, 2017
 Sample: Russian cities with 500 000+ people, aged 18-65, belonging to upper 10% of population on financial situation

Most of outbound travellers used travel agencies services

Organized or independent travel



Source: Ipsos Comcon, the Premier Survey, 2017
 Sample: Russian cities with 500 000+ people, aged 18-65, belonging to upper 10% of population on financial situation. Travelled outbound within past 12 months.

Premier: Upper Middle Class Survey

67% of respondents, while in cities with a population of 500 thousand inhabitants up to a million, only 60% of respondents want to travel in the next 12 months.

Over the past 12 months, 75% of respondents traveled outside Russia and the CIS. Most of them (69%) used travel agencies service to organize a trip; 31% of respondents organized their trips independently.

The top three countries of choice for organized travelers are Thailand, Turkey and Spain.

Independent travelers, primarily, visit European countries - Germany, Spain. Finland in the 3rd

place is explained by the high popularity of this destination among the residents of St. Petersburg — 42% of upper middle class St. Petersburgers visited this country in the last year.

For the whole sample the average last trip cost was 101 987 rubles per person. Muscovites spent a bit more — 105 849 rubles per person. The average cost per traveler for residents of St. Petersburg was lower than for the whole sample, and amount to 84 042 rubles, which again is explained by the simpler and less expensive possibility of traveling to neighboring Finland. ■

Top-5 destinations for upper middle class travellers

Organized travellers	Independent travellers
Thailand	Germany
Turkey	Spain
Spain	Finland
Italy	Italy
Germany	Other European countries

Source: Ipsos Comcon, the Premier Survey, 2017
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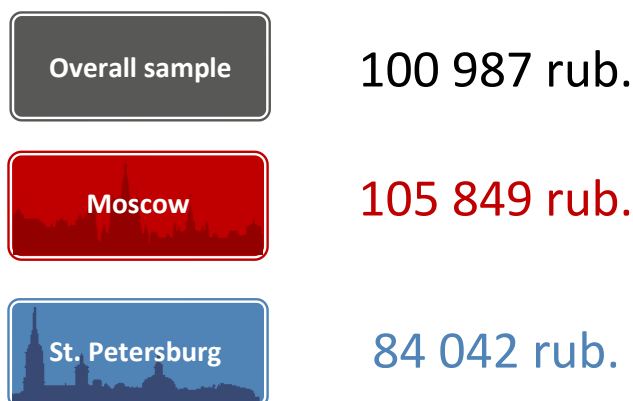
About the survey

Premier is an in-depth syndicated online survey of upper middle class consumers in Russia.

Premier contains ready data on lifestyle, consumption and behavior of upper middle class Russians. It provides an in-depth analysis of premium markets and brands.

The sample consists of 2800 people from cities with a population of 500+ thousand people, with a high personal income or income per family member, related to the top 10% of the population in terms of financial situation (segmentation SEL-socio-economic level is used). Data collection Premier'2017 was held from 1 to 30 April 2017.

Average spending per person during last trip



Source: Ipsos Comcon, the Premier Survey, 2017
Sample: Russian cities with 500 000+ people, aged 18-65, belonging to upper 10% of population on financial situation. Travelled outbound within past 12 months.

About the company

Ipsos Comcon is a part of the international Ipsos Group, which is one of the three global leaders on the volume of market research conducted and has offices in 88 countries around the world.

Ipsos Comcon in Russia provides a full range of marketing services in the field of ad testing, innovation and brand research, in developing a strategy for developing customer relationships.

In Russia, Ipsos Comcon has a large portfolio of ready studies that describe lifestyle, consumption, purchase and media preferences of Russians.