BABY INDEX:
RESEARCH OF MOMS WITH BABIES

Regular single-source study of consumer behavior, lifestyle and media preferences of moms with babies under 4 yrs.

RESEARCH IN RUSSIA

GAME CHANGERS

Ipsos

CLIENT CONTEXT

The survey allows describing the portrait of the target groups, reveal the patterns of goods and services consumption, to study competitive environment and to optimize the communication channels with the target audience.

METHODOLOGY

Frequency: Twice a year: spring (March- April) and autumn (September- October)

Geography: Russian cities with a population 100,000+

Universe: 3270 thousand moms in Russia

Sample: 8000 moms annually in Russia

Data collection method: CAWI (online questionnaires self-filling).

SOLUTIONS:

- Information about moms:
- Socio-demographics
- Lifestyle
- Media preferences
- Leisure
- Lifestyle segmentation
- Psychographic segmentation V2
- Baby goods consumption

SEGMENTS:

- Baby food
- Food for pregnant and breastfeeding women
- Products and pregnant and breastfeeding women
- Baby care products
- Baby hygiene products, nappies
- Additional accessories for feeding
- Children's transport and developing products
- Toys
- Children clothes and footwear
- More than 25 sections, more than 130 goods categories, more than 400 brands.

Market segmentation based on the following parameters:

- Share of the goods consumers
- Frequency of the consumption
- Volume of the consumed products
- Expenditures on the goods purchase
- Place of purchase
- Preferences of tastes and types
- Brands preferences (knowledge, use ever, use last month, loyalty, intention to buy in the future)
- Brand image
- Decisive factors in goods selection (price, brand prestige, package attractiveness, country of production etc)
- Role of the information sources in goods selection (doctors recommendation, sales assistant recommendation, advertising in the press, Radion, TV, articles in the magazines, newspapers, friends, relatives etc.)