

PREMIER: UPPER MIDDLE CLASS SURVEY

Allows analyzing brands, goods and services of higher price segment, oriented to high income consumers.

RESEARCH IN RUSSIA

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GAME CHANGERS



METHODOLOGY

Frequency: annually

Geography: Russian cities 1 mln+

Universe: Approximately 1 million people, 18-65 years old

Sample: 2400 respondents, that allows us to study in details the audience of the premium brands.

Target group: Top 10% of the population in terms of financial status

High personal income or income of the household member:

Moscow: over 70 thousand rubles per month

St Petersburg: 60 thousand rubles per month

Other cities: 50 thousand rubles per month

Evaluation of the socio-economic status and respondents selection is based on SEL methodology. The overall number of criteria in SEL segmentation is 19. For example, the education level, possession of the certain amount of durable goods (such as car, computer (laptop), dish washing machine etc. Each of the 19 criteria has certain weight. Based on SEL profile the respondents are divided in 4 social statuses: High, Above Average, Below Average and Low. People with the High social status get to the Premier research.

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

SOLUTIONS

Information about super consumers:

- Socio-Demographics
- Lifestyle
- Media preferences
- 200 psychographic statements
- Psychographic scaling
- Leisure time and eating out
- Consumption patterns and preferences

Consumers' behavior and super consumers preferences at the following markets:

- Real estate
- Premium brands clothes (+ fur and leather clothes)
- Luxury brands clothes
- Premium segment watch
- Jewelry
- Alcohol
- Tobacco
- Mobile phones
- Computers, laptops, tablets
- Cars
- Trips abroad, air travel (tourism)
- Beauty salons, fitness clubs
- Premium brands perfumes and cosmetic products
- Leisure time, entertainment
- Supermarket chains
- Bank service
- Insurance
- Payment terminals
- E-wallets
- Dishwasher