

# RUSINDEX: NATIONAL SURVEY

Unique in Russia wide scale survey of goods and services consumption and media audience.

## RESEARCH IN RUSSIA

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GAME CHANGERS



### METHODOLOGY

**Frequency:** Four waves per year

**Geography:** Russia's cities with 100,000 + population

**Universe:** 56,8 million people/ 27,4 million households. Aged 16-75

**Sample:** 20,000 respondents per year (10,000 households per year)

Stratified, random, representative sample

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

### SOLUTIONS

**Information about consumers:**

- Socio- demographics
- Lifestyle
- Media preferences (over 60 media channels)
- Psychographic scaling
- Main psychographic characteristics
- Lifestyle segmentations
- Consumption patterns and preferences
- Leisure time

### DOWNLOAD THE DETAILED LISTS OF CATEGORIES:

- Consumer data
- Consumption of goods
- Consumption of services
- Household appliances and electronics
- Retail chains

### MARKETS COVERED

**Food products:**

- Soft drinks
- Alcoholic drinks
- Tea and coffee
- Dairy products
- Frozen foods
- Confectionery
- Fast-cooking foods
- Snacks
- Meat, meat and fish products
- Vegetables and fruits
- Tobacco

**Manufactured goods:**

- Clothing and footwear
- Computers and communications
- Household goods/ home care
- Cosmetics and perfumery
- Audio, video, household appliances
- Sports equipment
- Construction materials
- Furniture
- Medicines and medical services
- Cars and car accessories

**Services:**

- Banking services, insurance
- Super- / hypermarkets, malls, retail chains
- Cinemas
- Restaurants, cafés, bars
- Fitness centers and gyms

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