



Upper middle class Russians name as their top goals for a year travel, healthy lifestyle and renovation of an apartment, a house or country house (dacha)

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.

Changes in the economic situation for the worse during 12 months before the survey were noted by 58% of

respondents. For 15% the economic situation for the year has become better. Further improvements in the next year are expected by 30% of respondents; 38% expect the situation to deteriorate; 32% predict that the economic situation will not change.

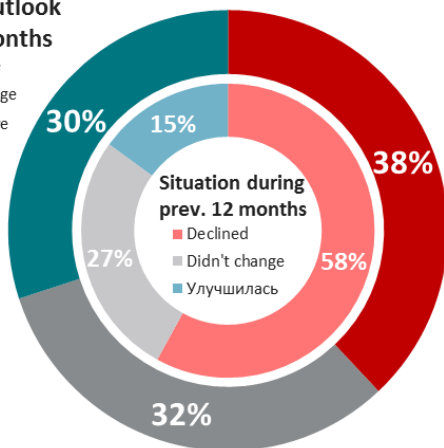
Top five goals of life for the coming year for a upper middle class audience are travel, a healthy lifestyle, renovation of an apartment, a house or a country house (dacha), savings or investments, and buying a car.

The possibility to travel is one of the attributes of well

One-third of respondents expect improvements, a little more predict the situation to become worse

Future outlook for 12 months

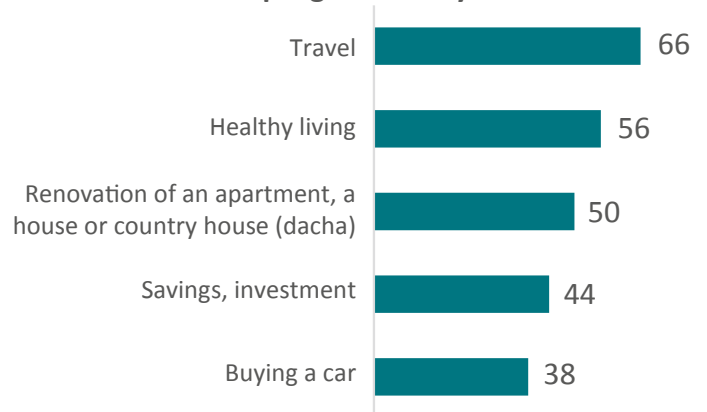
- Will decline
- Won't change
- Will improve



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

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

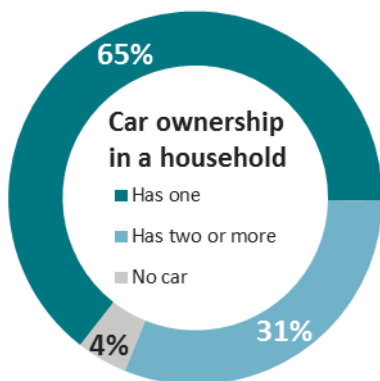
-being, therefore, despite the economic crisis, travel remains in the first place among the goals for wealthy Russians for the coming year. Priority of travel is brighter seen in cities with a million+ population, where this goal was named by 67% of respondents, while in cities with a population of 500 thousand inhabitants up to a million, only 60% of respondents want to travel in the next 12 months. Despite this, travel is ahead of other goals, named by respondents from the cities of the second stratum. The share of those who named healthy living as the goal, does not differ in stratum and makes 56%.

The apartment is owned by 83% of the respondents; 5% rented accommodation; 10% of respondents own a house or a town house.

The car is in the vast majority of wealthy families. 65% of families reported having one car, 31% of families own two or more cars. 32% of car owners purchased the car 3-4 years ago; 20% of respondents - 5-6 years ago and more.

Clothing of luxury brands was bought by 59% of respondents. At the same time, 70% bought clothing in a store or boutique in Russia, 45% of respondents bought clothes in a Russian online store; 44% - in a store or boutique abroad. One in five bought clothes of luxury brands in a foreign online store. ■

Every third upper middle class family owns a two or more cars



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

Almost half of those who bought luxury clothes did this through a Russian online store



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

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.

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.