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But one shouldn't ignore the 149 million people who work, shop, educate their children and entertain themselves throughout this continental state. This first edition of Ipsos Flair Russia is all about people, their wishes, their expectations and their daily lives. It is a market where there are great opportunities and challenges; Our report sheds light on the dynamics of Russia and what motivates its people. 1. Russia needs to accelerate its development In 2017, Russia's GDP increased by 1.5% (compared with the global rate of 3.7%). Inflation was at a record low of 4%. GDP growth for 2018 is expected to be in the range of 1.5-2%. Real incomes return to a growth rate of 2.3% in 2018. The development of cities and regions (outside Moscow and St. Petersburg) will require the development of transport infrastructure both within and between regional centers. 2. Russia wants to live longer and healthier alcohol consumption per capita and the frequency of this consumption, is decreasing. The availability of new leisure and social activities is an alternative to alcohol. Both the aging of the population and the progress towards full-fledged active life are reflected in our research, and Russia has given more importance to a healthy lifestyle. Among all life goals, wellness ranked first. 3. Russia cares about its free time in addition to theatres and concerts Large shopping malls have now become an important component of entertainment and are actively developing under the influence of the 2014 economic crisis. The flow of buyers fell, and after them the number of tenants began to decrease. But a sacred place is never empty, as the Russian proverb says, and in these large spaces it began to fill with forms of entertainment such as cinemas, playgrounds, art exhibitions and VR games. 4. The concept of suitor beauty for Beauty in Russia is extremely important. Beauty and the care of the appearance of the person in general are seen as one of the most important features of a Russian woman. It is the responsibility of any girl to maintain an attractive appearance, our research found. 5. Russia likes to support the importance of traditional values and take on the role assigned to them without pushing Russian mothers of motherhood. Family values are fundamental; most mothers (81%) believe that families should have children. The most important thing for mothers is the health of the child and the well-being of the family. 6. A country of passionate engineers in Russia determines the great (and real) interest of many Russian consumers in the specificity of education and thinking, especially the middle and older generation; when it comes to the technical side of things, for example, car and car electronics; they try to understand and improve devices. 7. Pension banking in Russia is one of the fastest growing and changing sectors of the economy where there are banks for every stage of retirement life from birth: over the life of a generation we have witnessed a completely renewed banking system, new products, new services, and a revolutionary rethink of the principles of banks too. 8. Russia international brands are actively conquering russian business in foreign markets, with many brands like Natura Siberica, becoming extremely popular and very popular beyond Russian borders. In 2017, exports of food products from Russia increased by 21%. By examining the interaction of brands and consumers, it is important to pay attention to the positive changes in the development of mass brands born in Russia and currently emerging in foreign markets. 9. Russia is struggling to get its own digital landscape on a par with google, expanding its local search engine Yandex continuous improvement and service ecosystem (maps, videos, music, news, taxis, food distribution, car sharing, etc.). And social media outlets Vkontakte and Odnoklassniki (which means classmates in Russian) are more popular than any global social media platform, like Facebook, Instagram or Twitter, both in terms of audience size, and the amount of time resourced. Russia is one of the few countries where, on average, an active Internet user is registered on four social networks, but each uses them slightly differently. 10. Russia is a star country there are many celebrities in Russia, but the working value with brands is not always clear. Many celebrities charge a lot to work as part of a brand's promotion, but that doesn't always translate the real value to the brand. Advertisers need to understand the real impact of celebrity on consumers. A smart brand will always find the right celebrity to partner with. Two divisions of our company are integrated into the new office. September 27, 2016 We are happy to announce that two divisions of our company are integrated into the new office designed with the characteristics of the international research company in mind. New office for our customers: The most up-to-date equipment is 7 meeting rooms and a specially equipped kitchen for 6 room cooking tests for focus groups Scaled meeting room for conferences, workshops and adLab projects Our new address: 3, bld. 2, Verhnya Krasnoselskaya St. 107140, Moscow, Russia Business center Krasnoselsky Ipsos Comcon Email addresses are now being transferred to domain @ipsos.com. Before sending the email, please be sure to write to a new email address and, if necessary, specify a new mail from your administrator. Our landline phones remain the same: +7 495 981 5646 (priority line) and +7 495 502 9898 (extra line) Please use our new address to send correspondence. Ipsos Comcon looking for a managers in quantitative research. Key responsibilities: Digital research also international and local project management Key account management: customer meetings, recommendations development Data analysis and report writing: ability to provide added value, market understanding, category potential, competitive environment SPSS is well known as an advantage Knowledge, skills and experience are required: 3+ years at Quant Market Research by the agency, experience on the company side is also the ability to lead several projects at the same time Working under pressure Team work skills flexibility in negotiations is extremely necessary, excellent communication skills (written and verbal) Timing, result delivery ability to train and coach young things to learn new solutions willing to develop, develop and develop professional skills throughout the Fluent English Epidemic, we report that coronavirus claims the title of world survey world's biggest concern in what concerns our 27-country. Since we began following the public concerns of the virus against 17 other issues in April 2020, it has maintained its top position every month. The same applies to the September results: 45% of people worldwide say COVID-19 is one of the biggest challenges facing their country today. When we look at the 6-month data, we can see some trends that are due to the unstable reality of today. The onset of Coronavirus - first added to the survey in April - caused a deviation between the historical top 5 issues of our survey. It dominated the leaderboard for the first few months but as the COVID-19 concern began to fall to (relatively) more moderate levels, some problems began to move towards pre-COVID levels (such as poverty and social inequality), even if it was too early to see what the new normal settlement might look like. The unemployment concern is now higher than we have seen in the last 12 months, with unemployment concerns among an average of 10 countries in 27 countries. Meanwhile, concerns about crime and violence are growing, which could point to a new trend. Top 10 countries currently most concerned about unemployment: South Africa (63%) Spain (61%) Italy (59%) India (53%) South Korea (51%) Chile (50%) Malaysia (50%) Australia (49%) Mexico (48%) Peru (43%) Coronavirus concern in 14 years of 27 countries, COVID-19 is the top concern - the same number last month. The 14 incidents currently include Israel, South Korea and Turkey, with poverty and social inequality rising to the top in Belgium and Germany, while Brazil's main concern is divided between Coronavirus and Healthcare. Countries in the Asia-Pacific region seem most concerned about Coronavirus. Top 10 in September: South Korea (72%) Australia (63%) Japan (60%) Malaysia (58%) Spain (58%) Great Britain (56%) India Peru (55%) Saudi Arabia (54%) USA (54%) What do we think of the future? Across 27 countries, more than six in ten (62%) say things in their countries are on the wrong track. The countries where the vast majority are concerned about where things are going are South Africa (86%), Belgium (78%), Chile (76%), Spain (74%) and France (73%). Since last month we have seen the biggest increases in this measure of wrong parts in the UK (+8), Italy (+6), Argentina (+5) and Spain (also +5). The survey was conducted in 27 countries worldwide with the Ipsos Online Panel system. 27 countries including Argentina, Australia, Belgium, Brazil, Canada, Chile, France, United Kingdom, Germany, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States. Between August 21, 2020 and September 4, 2020, there were 20,085 interviews between adults between the ages of 18 and 74 in the United States, South Africa, Turkey, Israel and Canada, and adults between the ages of 16 and 74 in all other countries. The data is weighted to match the population profile. AllIpsos UpdateFlair Collection The World's Economic Pulse Our new brand growth story, the future of money, fractures in French society and a special feature in the US elections are included in the latest monthly summary of our Ipsos research and thinking around the world. The monthly summary of research and analysis from Ipsos worldwide includes the latest news on coronavirus, attitudes towards abortion, cultural response bias and a focus on life in Russia, the US elections and public perceptions in Ireland. This month's edition of Ipsos Update features the latest research and thinking from Ipsos around the world, with topics such as Coronavirus, perceptions of death, creative advertising and global trends. This month's edition of Ipsos Update features ipsos' latest research and thoughts on gender, shopper behaviour, entertainment and young people in India. This month's edition of Ipsos Update features ipsos' latest research and thinking on creativity and innovation from around the world, Gen Z at NATO, MENA and in-depth reports from Australia, Brazil, Russia and the UK. This month's edition of Ipsos Update features ipsos around the world's latest research and thoughts on the future of mobility, world affairs, survey sampling and global infrastructure. This month's issue of Ipsos Update features the latest ipsos research and thinking on mental health, Black Friday and retail trends, brand building and climate change. In this month's issue of Ipsos Update, the latest ipsos research and thinking features on trust, customer experience, populism and nativism, and the new edition of Flair South Korea. Monthly research and thoughts from Ipsos around the world. This Ipsos Update version, Ipsos research and gender equality, what worries the world, video research, etc. thinking features