



Russians through Crisis

2nd wave results available on March 13, 2009

Nielsen Russia presents the results of the 2nd WAVE of 'Russians through Crisis' study based on the findings of online consumer survey aimed at analyzing consumer confidence and purchasing behaviour in the current economic situation in Russia.

Content:

- **Consumer Confidence Index** in Russia and its dynamics through 2005 –2008 – beginning 2009
- **Consumer behaviour in FMCG categories** – in dynamics compared to November/December 2008 and including information on changes in volume of purchase, switching between brands and channels, etc.
- **Purchase of non-FMCG goods**
- **Savings**
- **Other consumer insights**

FMCG Categories:

Coffee
Face Cream
Milk
Beer
Drinking/Mineral Water
Drinking Yoghurt
Fresh Meat
Cigarettes
Detergents
Cakes
Tea
Shampoo
Chocolate (bars/tablets)
Elite Alcohol (whiskey, cognac, vermouth, etc/)
Salted snacks/Chips/ Croutons

Russians through Crisis, WAVE 3

The 3rd wave of 'Russians Through Crisis' study containing update on Consumer Confidence Index and purchasing behavior is planned to be conducted in **April, 2009** and the results to be delivered in **mid May, 2009**.

If you would like to include your category into the 3rd wave of the study, please, send your request to Marina Erskova or Olga Belova at info.russia@nielsen.com

WAVE 3 report will include the analysis of Retail Measurement Services data and latest trends in Grocery Retail in Russia.

We shall inform you about the costs of WAVE 3 report additionally.

The online survey was conducted in the period **February 16-20, 2009** among more than **500** respondents, the main purchasers of grocery products and other FMCG categories for the household.

The cities covered: Moscow, Saint-Petersburg, Yekaterinburg, Novosibirsk, Rostov-on-Don, Nizhniy Novgorod, Samara

The cost: **€ 1 700** net of VAT