

NEW GENERATION: SURVEY OF BABIES AND TEENAGERS

Regular study of consumer behavior, lifestyle and media preferences of children and teenagers as well as consumer behavior of their mothers.

RESEARCH IN RUSSIA

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GAME CHANGERS



CLIENT CONTEXT

The New Generation is the study of children that has been regularly conducted since 1999, 2 times a year (in spring and in autumn) for a large sample that significantly raises the reliability and stability of the data obtained.

Starting from 2012 the New Generation research represents all million+ cities of Russia

METHODOLOGY

Frequency: twice a year: spring (March- April) and autumn (September-October)

Geography: Million+ cities of Russia

Universe: 3.2 million children and 3.5 million moms

Sample: 3200 children aged 4-15, and 3200 moms in every wave

Data collection method: CAWI

The questionnaire is given to the respondents for 3-4 days for self-filling.

Interview with children is conducted with parents presence.

There are 3 types of questionnaires:

- questionnaire for moms with children aged 4-6 (the question about favorite characters is answered by the child)
- questionnaire for moms with children aged 7-15
- questionnaire for children aged 7-15

Moms answer the questions about purchases, preferred brands and factors of children goods/ products selection.

Children answer the questions about favorite characters, idols/ icons/ role models, life style and media preferences.

SOLUTIONS

Information about children of 4-15 y.o.:

- Socio demographics of children and family (parents answer)
- Media preferences
- More than 90 psychographic statements
- Lifestyle, time budget, leisure
- Children goods consumption

The survey covers goods and products of children assortment:

- Confectionery
- Dairy products, ice- cream
- Soft drinks
- Snacks
- Mobile phones, computers, other digital
- Compact console
- Licensed products (with cartoon/movie characters)
- Toys
- Clothes
- Children cosmetic products
- Goods for education, stationary,
- Sports