

ONLIFE:

DEEPER RESEARCH OF INTERNET-BEHAVIOR

Syndicate project for deep investigation of online behavior of the Russian people.

RESEARCH IN RUSSIA

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GAME CHANGERS



CLIENT CONTEXT

The goal of this study is to get a comprehensive idea about activity of Russian people in the internet, what devices they use to access the network, what and how they buy in the Internet, as well as what services they use online.

METHODOLOGY

Frequency: 2 waves per year (spring and autumn)

Geography: more than 140 Russian cities with 100 000+ population

Universe: 34,4 million people

Sample: 5000 respondents per year, 2500 respondents per wave.

Stratified, random, representative sample

Target audience: internet-users, aged 16+ (weekly internet audience, using 3 and more types of online services)

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

SOLUTIONS:

Information about active internet-users:

- Socio-demographics
- Lifestyle
- Internet access devices
- Internet behavior
- Online shopping
- Banks and banking products
- Electronic payment systems and payment terminals
- Online Insurance services

SEGMENTS:

- Internet connection frequency by device
- Smartphones and tablets characteristics
- Internet services usage frequency
- Internet information subjects
- Sites usage
- Social networks
- Geolocation and photo exchange services
- Blogs and microblogs
- Instant messengers
- Online video
- Paid Internet content
- Online news and mass media
- Online shopping
- Non-internet shoppers behavior
- Purchases frequency
- Delivery and payment methods mobile devices for searching and purchasing goods usage
- Purchases in foreign e-shops
- Online shops (awareness, visiting, purchasing)
- Purchases by product category
- Coupon websites, prices comparison services, bonus systems
- Bank products usage
- Banks awareness and usage, main banks
- Banking operations types and channels
- Online banking
- Mobile banking
- Electronic payments systems and terminals awareness and usage
- Types of services paid by electronic money
- Reasons for electronic payments usage/ usage barriers