

POPULAR PEOPLE & LICENSES INDEX

Survey of licensed products among an adult audience 16+

RESEARCH IN RUSSIA

© 2020. Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.

GAME CHANGERS



Popular People & Licenses Index (PPL Index) is a new syndicated study of popular people and licensed characters among an audience of 16+ in Russia. The main sources of characters are games and series.

CLIENT CONTEXT

The Popular People & Licenses Index study evaluates:

- Purchasing licensed products by category
- Goods with which heroes bought for 6 months
- The cost of purchasing products with licensed characters
- Barriers to licensed products

METHODOLOGY

- Frequency: 2 times a year (spring and autumn)
- Geography: More than 140 cities of Russia with a population of 100 thousand +
- Sample: 1800 people per wave
- Target audience: men and women 16-45
- Data collection method: CAWI Method (Self-Completing Online Questionnaire)

GAME CHANGERS

