



**SURVEY OF PROSPEROUS
CONSUMERS' TRUST**

PR **NobletMedia CIS**
&Communications Guide

(Manual for Public Relations and Communication)

Why to investigate prosperous consumers?

Prosperous consumers:

- Are the most active consumers who make important decisions on big purchases/investments
- Are usually well-educated and informed, occupy managerial positions in companies and organizations
- Represent a reference group and are "opinion leaders" for the rest of the population as the most active, informed and respected group of society.

THEY DETERMINE ECONOMIC LIFE OF THE COUNTRY

Defining prosperous consumers

People are inclined not to tell the truth about their incomes, therefore we use the scale of subjective evaluation of prosperity to define the living standards (1340 face-to-face interviews were conducted with adult citizens of Batumi, Kutaisi and Tbilisi in October 2013)

What can you say about the financial situation in your family?

PROSPEROUS CONSUMERS

The share of prosperous consumers in overall structure of the population of Batumi, Kutaisi, Tbilisi amounted to 27% in October 2013

Enough for food, clothing, footwear , expensive purchases. For such purchases as cars, apartments need to save or to borrow



Enough for food, clothing, footwear and other purchases. To buy expensive things (TV, fridge) need to save or borrow



Enough for food, necessary clothing and shoes. For purchases such as a good suit, a mobile phone, a vacuum cleaner need to save or borrow



Enough for food. To purchase clothes or footwear need to save or borrow



We have to save on food

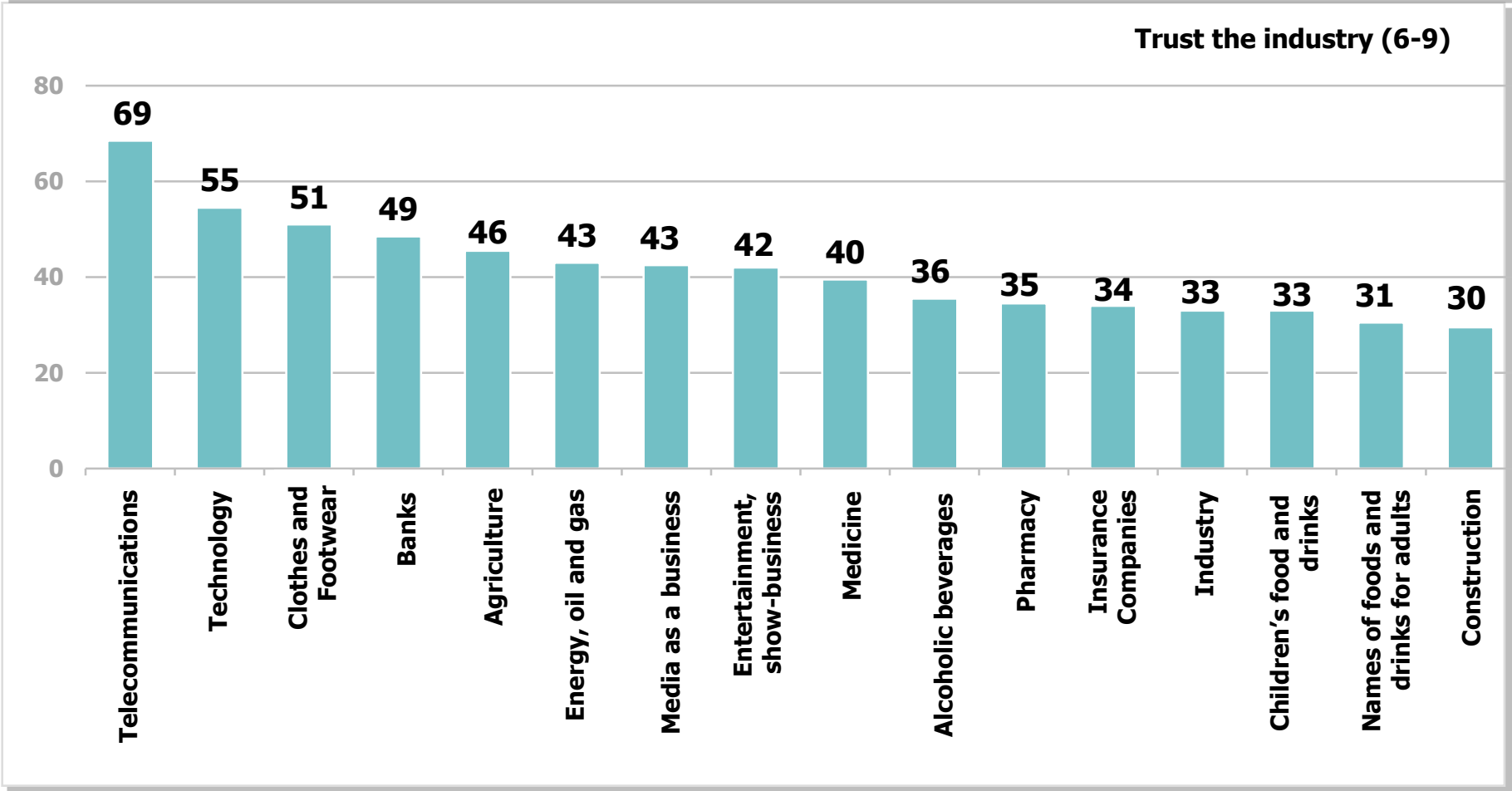


The idea of the survey belongs to “Edelman Trust Barometer.” The survey methodology is the following:

Method:	Face to face interviews at respondent’s home
Sample size:	200 interviews with prosperous consumers aged 24-55 who are main or significant breadwinners. Maximum sample error is 6.9%
Geography of the survey:	Batumi, Kutaisi, Tbilisi
Fieldwork conducted by:	BCG Research
Time of survey:	17 – 24 October, 2013
Project manager:	Inna Volosevych, Senior Researcher of GfK Ukraine E-mail: inna.volosevych@gfk.com

Companies operating in the field of telecommunications hold the first position with a significant advantage in the level of trust

Q1. How much do you trust businesses in each of the listed industries to do what they think is correct? [9-point scale, where 1 means - don't trust at all and 9 means - fully trust]



Positive attitude towards employees is the most important factor of social responsibility of businesses

Q4. Please estimate the importance of the following factors of corporate reputation? [9-point scale, where 1 means - don't trust at all and 9 means - fully trust] Share of 6-9 answers is shown below

6

The company treats its employees well **94**

The company takes care of the territory where it is located **93**

The company modifies its products or changes manufacturing process to reduce the negative impact on the environment **91**

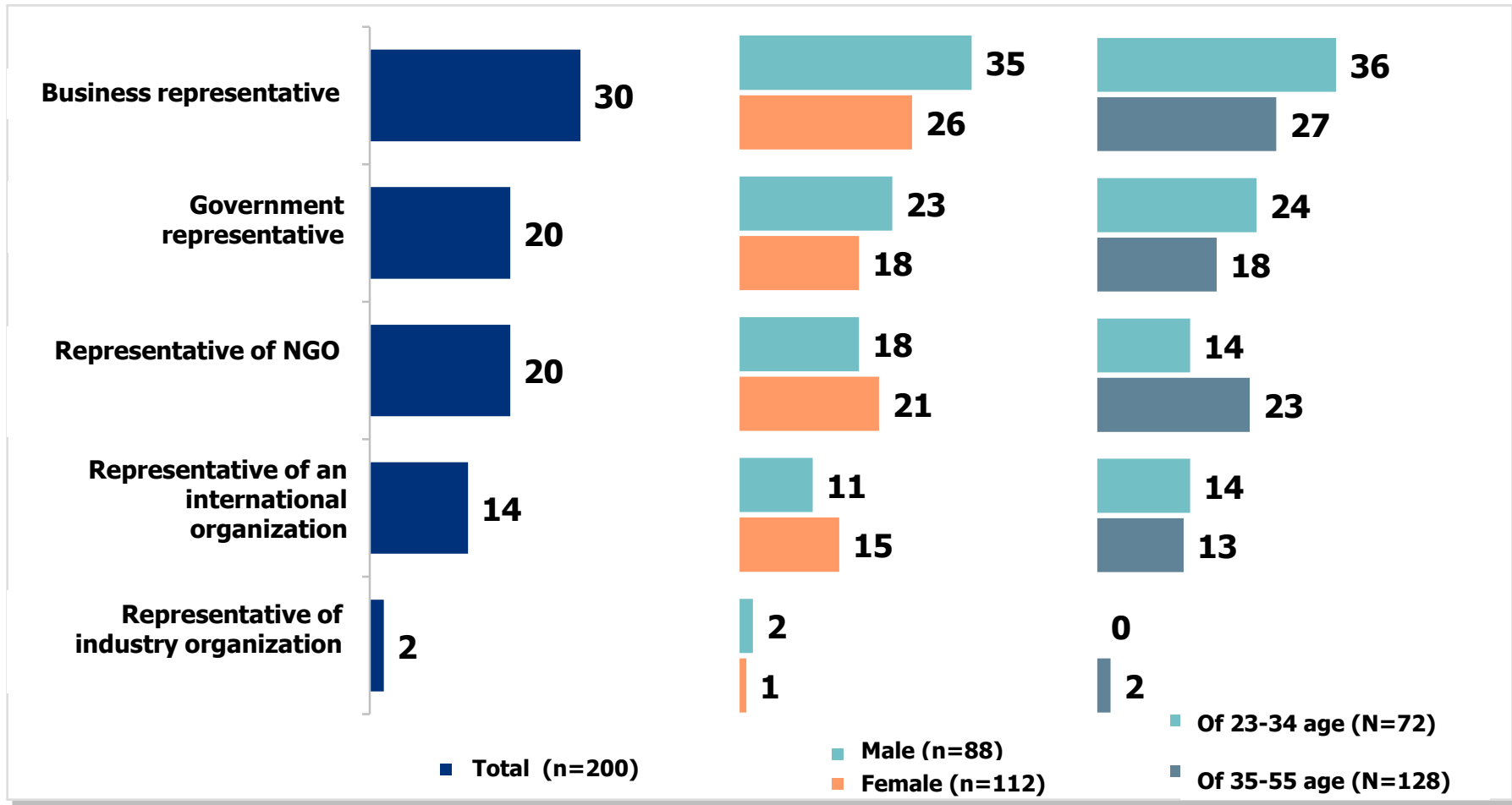
The company fairly runs its business, keeps to the standards of fair play **91**

The company is engaged in charity **90**

The company finances social and other important projects **86**

In case of conflict between business and government relative majority of prosperous Georgians are inclined to trust business representatives

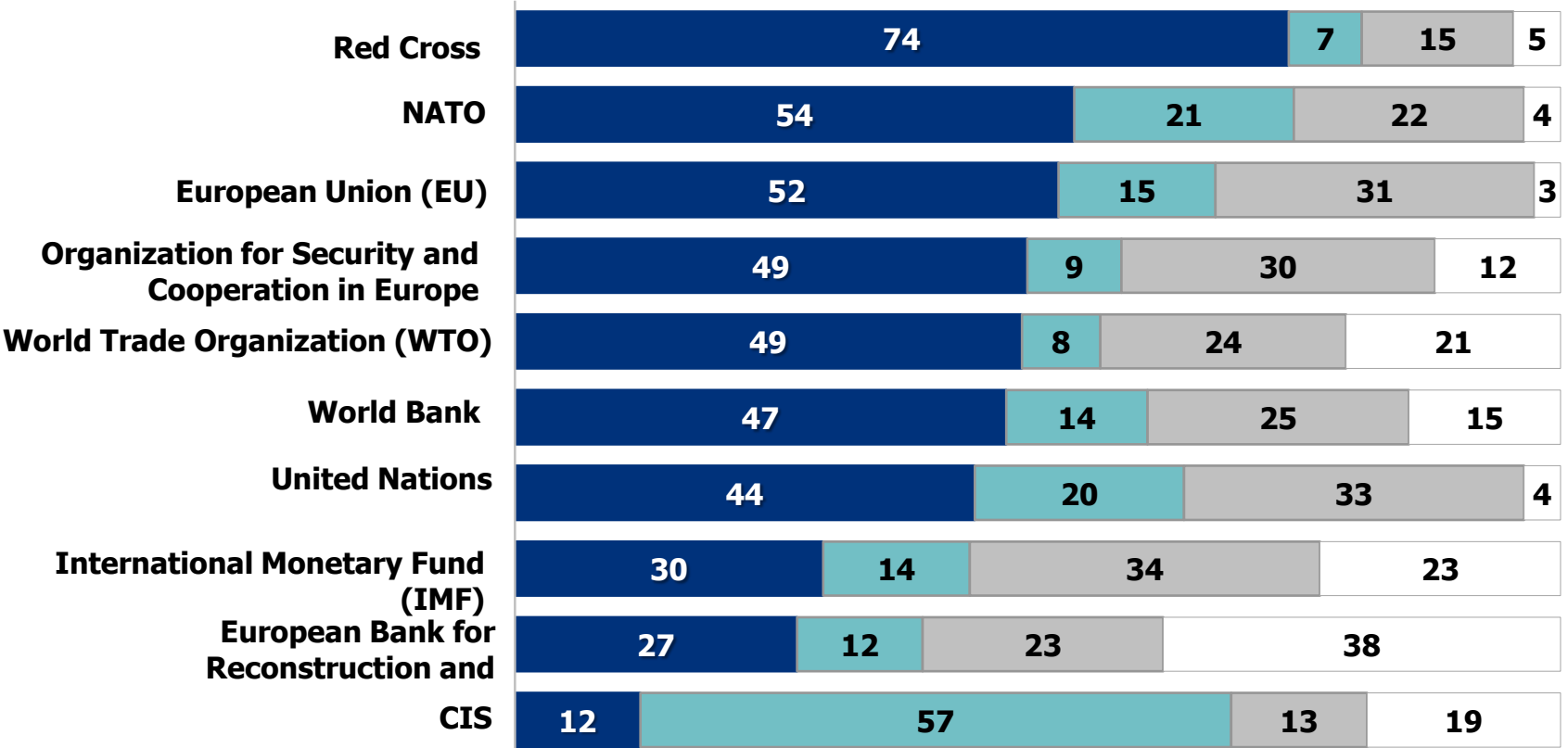
Q3. Who do you trust more in case of conflict between governmental organizations and business



Among international organizations prosperous Georgians have highest trust to Red Cross and the lowest to CIS

Q2. And now I will give you a list of international organizations and please tell me whether you trust their opinion

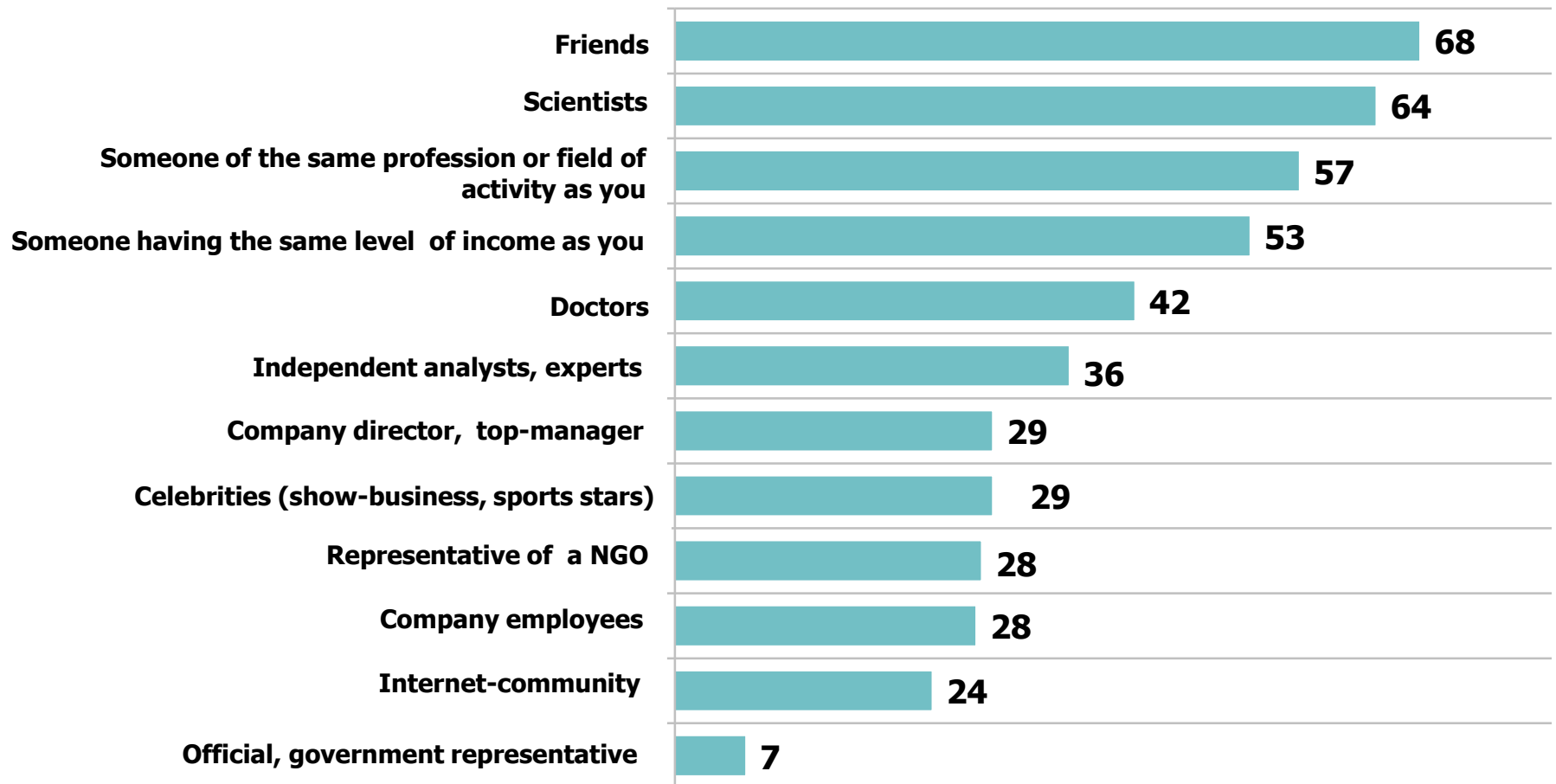
International Organizations



■ Trust ■ Do not trust ■ Have neutral attitude □ Difficult to answer

The most trusted sources of information about a company are: friends, scientists, professional community and people sharing the same social status.

Q7. How would you assess the level of trustworthiness of the information about a company received from each of the people listed below (options "absolutely trustworthy" and "very trustworthy").



Conclusions: whose authority to rely on for effective communication

Positive balance/ high level of trust:

Negative balance/ low level of trust:

Business, field of activity:

Technologies, telecommunications, manufacturers of clothes and footwear, banks

Construction companies, insurance companies, producers of food and alcoholic beverages pharmaceutical and industrial companies

International Organizations

Red Cross, NATO, EU, OSCE, WTO, WB, UN

CIS

People

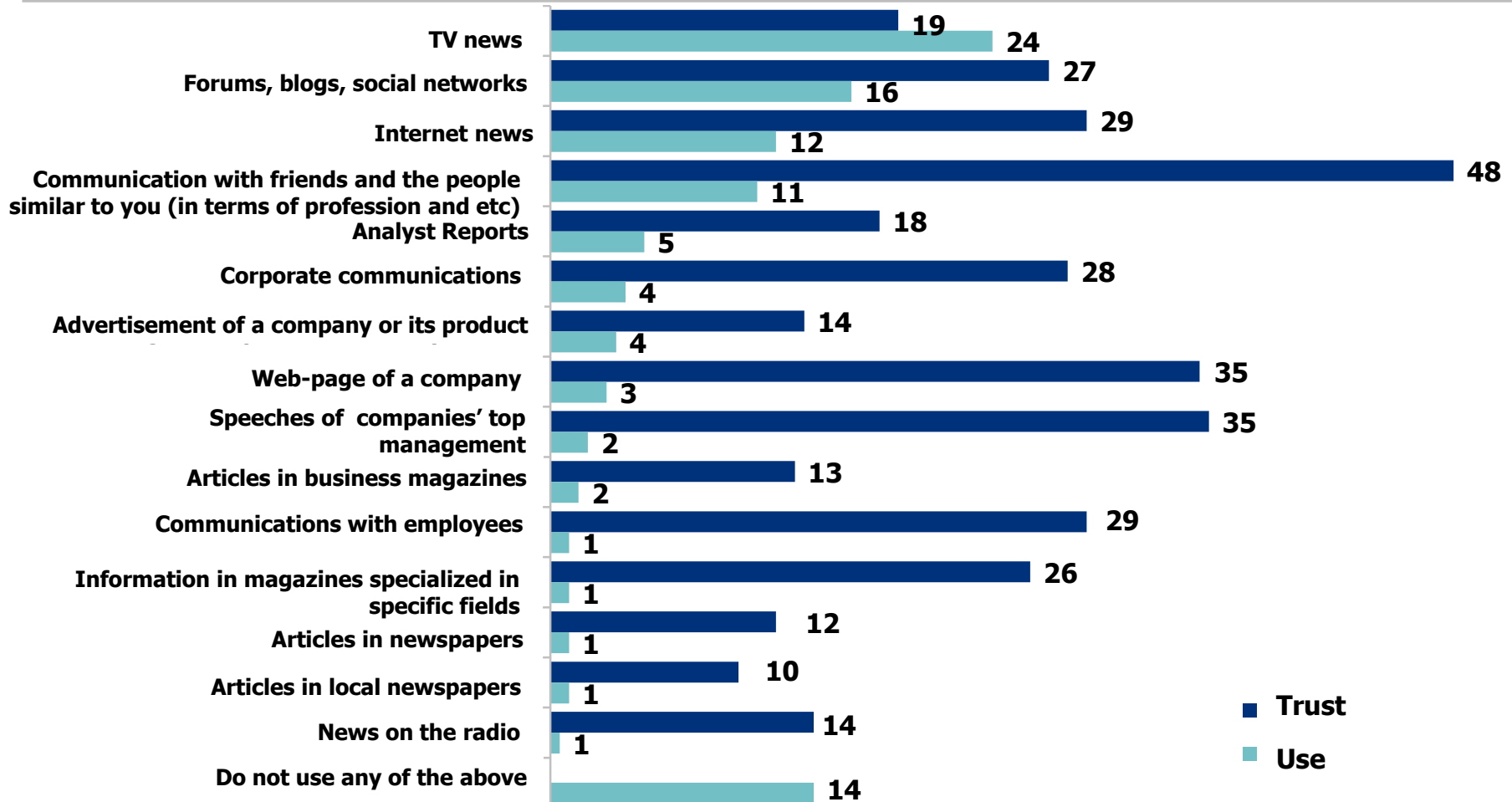
Scientist, professionals, reference group

Officials, representatives of NGO, celebrities, company employees

Reference group is the most trustworthy source of information about company.
TV news is the most popular source of information.

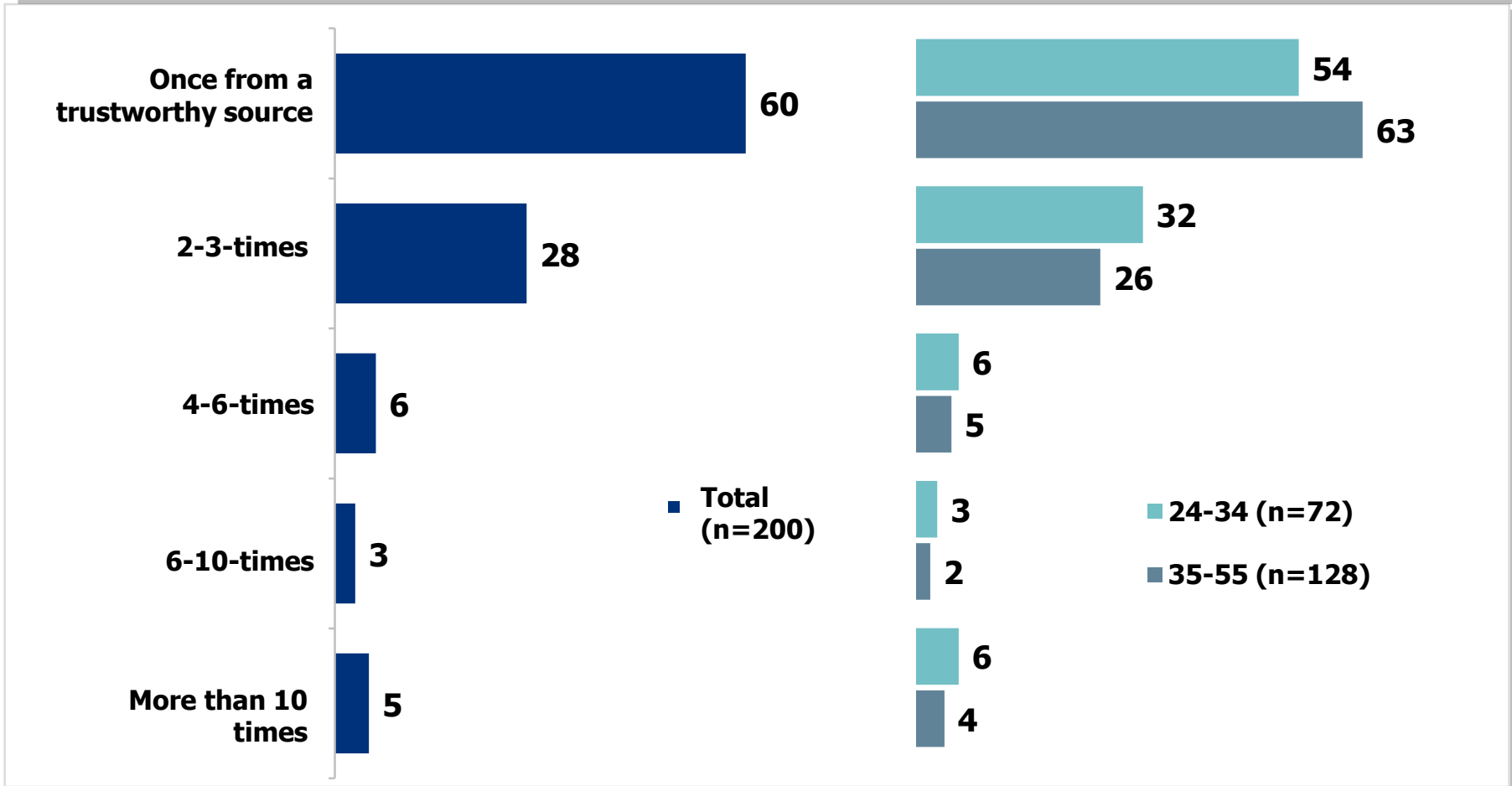
Q5. Please assess the trustworthiness of the sources given below about companies and their product. [options "absolutely trustworthy," and "very trustworthy"]

Q6. What is the source you use most often for obtaining information about companies and their products (only one answer)



For more than half of the interviewees hearing the information once from one trustworthy source is enough to consider it reliable.

Q8. Regarding what you see or hear about a company (whether positive or negative information) how many times do you need to hear particular information about a particular company in order to consider it trustworthy?



Top issues prosperous Georgians are ready to discuss on the internet: territorial conflicts, upbringing and education of children, issues of health and beauty/personal care

Q9. What are the issues that you are ready to discuss with the internet-community or on social networks. I will read a list and please choose the three most important issues for you.

