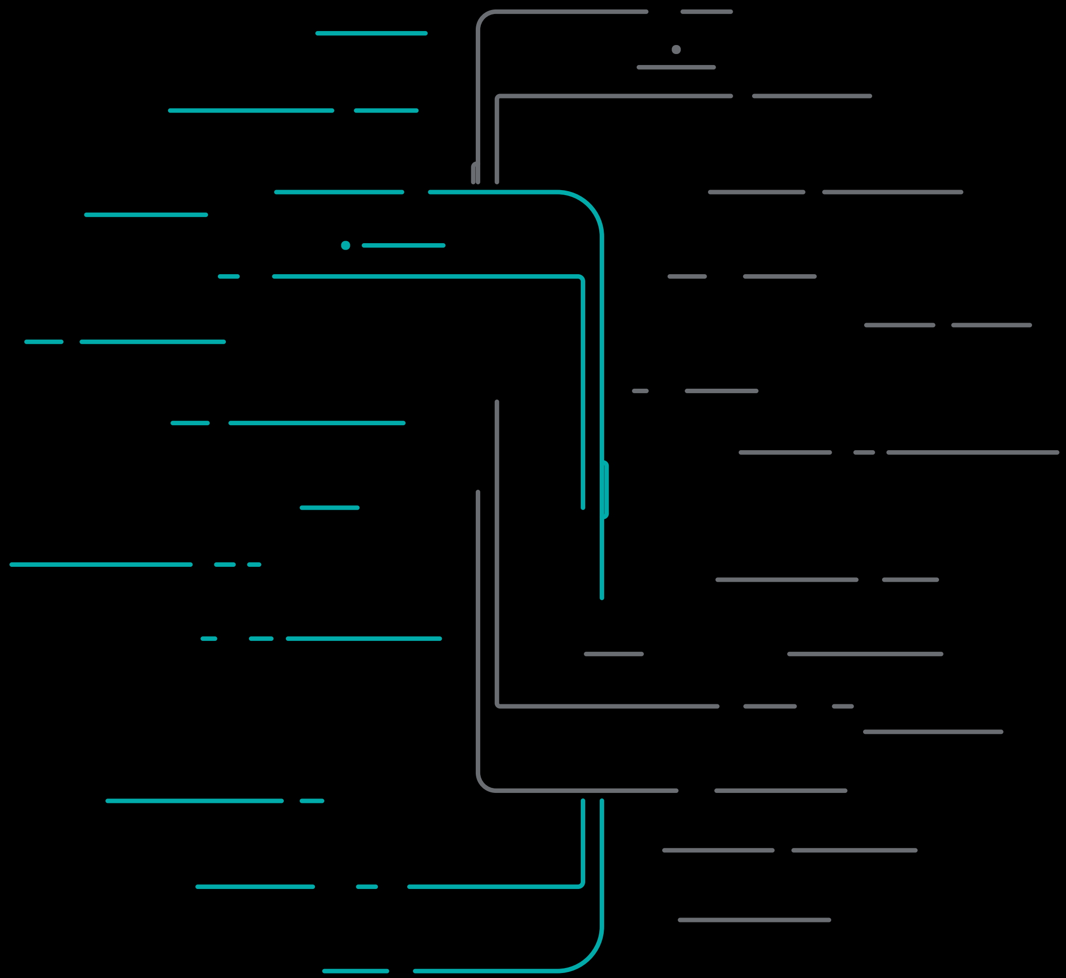
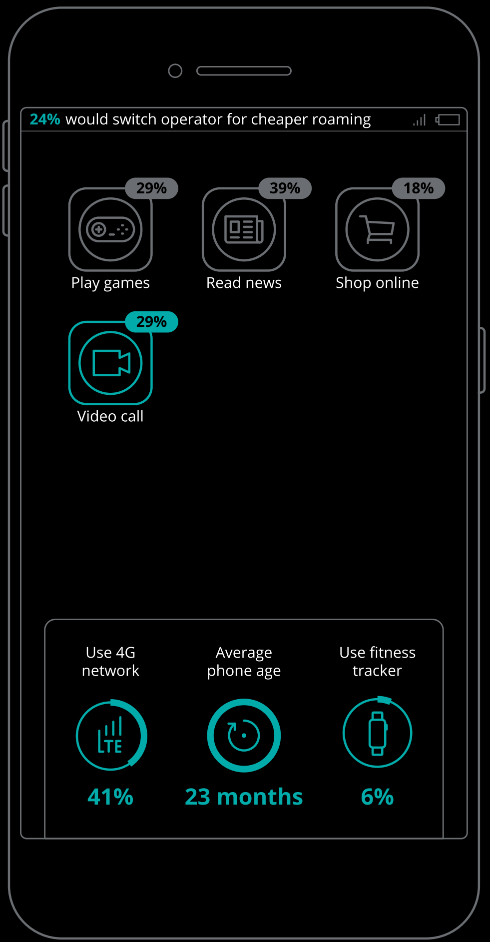
Deloitte.



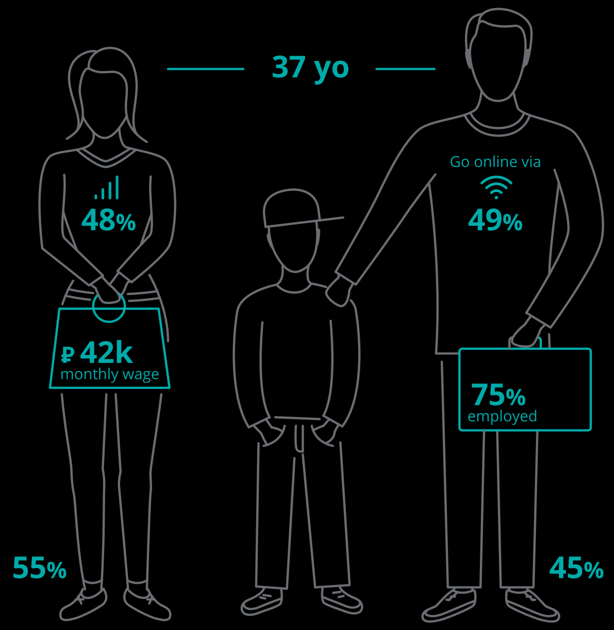
# Russian Mobile Consumer Survey 2016

December 2016

## A

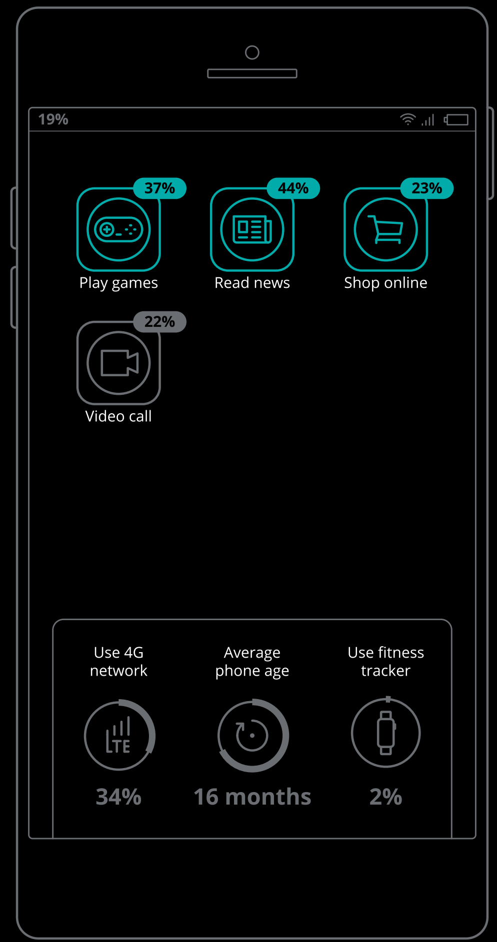



**37%** penetration of B-brands places Russia among Top-5 countries in our survey*. So we've focused on areas where A- and B-brand consumer preferences differ. However, we've discovered that they are very similar in many ways




Loyal to operator
**40%**

## B




Bought online | From an operator
**22% | 4%**

Bought in-store | From an operator
**75% | 22%**

Use at least once a week

Voice calls
**78%**

Text messages
**80%**

Messengers
**57%**

Social networks
**67%**

Bought online | From an operator
**29% | 8%**

Bought in-store | From an operator
**69% | 30%**

Source: 31-country online survey of mobile phone users around the world. Fieldwork took place between June to August 2016, with over 45,000 responses included in the final study. Data cited in this report are based on a nationally representative sample of 2,000 Russian urban consumers aged 18–60. The questions for this survey were written by Deloitte member firms. The multinational online research program was managed by Ipsos MORI
* Hereinafter primary handsets are considered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