

Demographic Analysis of Armenia: 2013

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Abstracts

The main purpose of the research made in 2013 was to understand behavioral peculiarities of the population of Armenia and define needs of different groups of population over 18 in financial products. The research is mainly based on the population sample survey (1409 respondents in 7 cities). Similar research was conducted in 2012 which allows making comparison and defining changes in population preferences and expectations. The indicators covered by the research can be divided to 4 main groups:

Demographical bases (age, family size, lifecycle, occupation, etc)

Geographical bases (regions)

Behavior bases (product knowledge, usage, attitudes, responses)

Psychographic bases (lifestyle, values, personality).

The research report includes the following:

Analyze demographic, regional, behavioral and psychographic bases and peculiarities of population of Armenia

Development of segments of population based on per capita income groups of households

Development of clusters of population based on around 50 indicators describing demographic, regional, behavioral and psychographic peculiarities.

Description and analyze of peculiarities of each Segment/Cluster.

Comparison of changes in Segments and Clusters with 2012.

Definition of needs of population Segments and Clusters for financial products.

Reasons to buy:

Understand demographic, regional, behavioral and psychographic bases and peculiarities of population of Armenia

Understand income group structure of households in 7 cities, get insights into segments of population based on income groups

Define strategies based on clustering results of population based on around 50 indicators describing demographic, regional, behavioral and psychographic peculiarities.

Define population needs for financial products in next 2 years.

Define best communication channels for marketing campaigns. - Understand recent behavioral and preference changes and trends of Armenian population.

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