



# LUXURY

in crisis

(report sample)

Media Patrons:



Research executed by:





# Research Background Information





## Research Background Information

- Ordering Party: **Golf Properties.pl**
- Agency: IQS and QUANT Group
- Media Patrons:
  - Money.pl
  - Gazeta Wyborcza
  - TVN CNBC Business
- Aims: to capture a variety of opinions of wealthy Poles in the following areas:
  - Attitudes towards luxury and luxury products
  - Attitudes towards money
  - Real Estate – purchasing plans
  - Attitudes towards the crisis
  - Perception of the TVN CNBC Business Channels





## Research Background Information

- Sample:
  - Purposive sampling: 534 persons, Poland
  - Sample selection made upon 3 criteria:
    - Occupation – company owners (company with minimum 10 employees), company presidents, directors, senior managers, liberal professions
    - Income - minimum 7000 PLN net per person in one-person household, 6000 net PLN per person in two-person household, circa 5000 PLN per person in larger multi-person households
    - Self-perception of ones material situation – in order to take part in the poll one must have answered affirmatively to the following statement: „My material situation allows me to satisfy my needs as well as save/invest money"





## Research Background Information

- Methodology: the research was conducted with the use of the CAWI method (computer-aided web interviewing).
- Research period: 14-19/05/2009





## Utilisation of Research Results

- Research results are accepted for publication in media only when the source is fully cited as follows:

„Research „Luxury in Crisis” commissioned by Golf Properties.pl and executed by IQS and QUANT Group”.



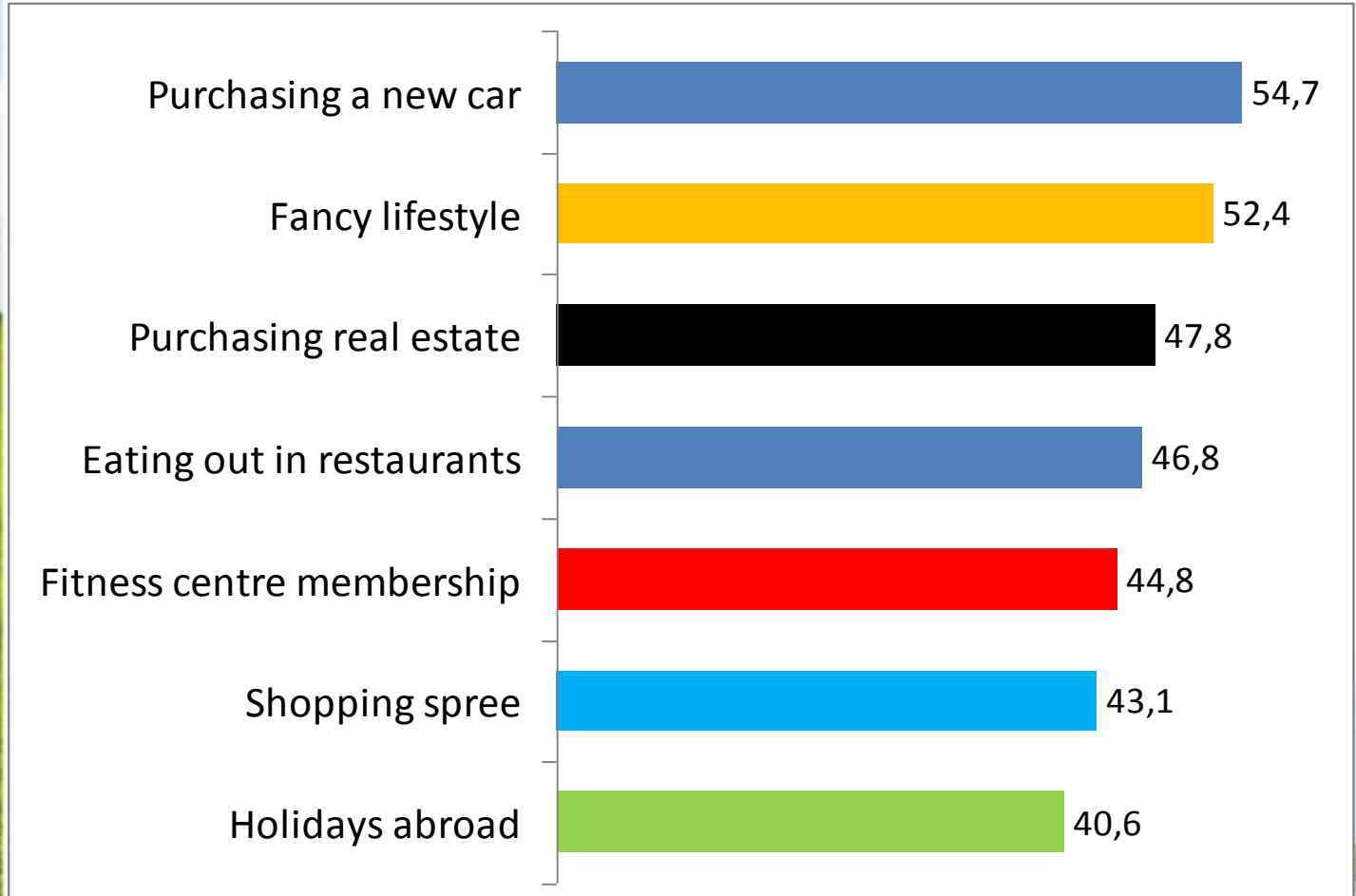


examples of the results...





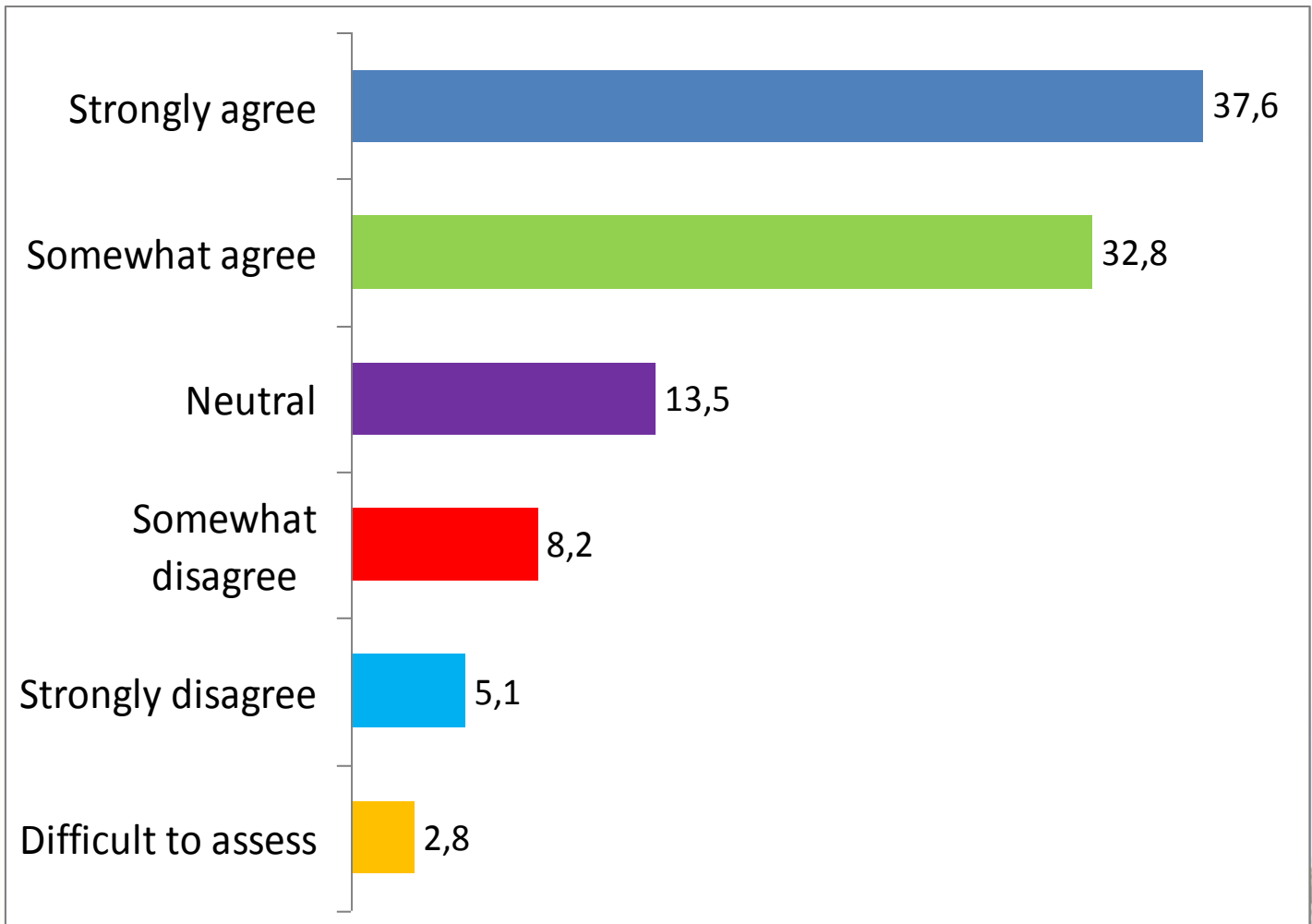
In order to cut costs during the crisis, the sample has no problem to refrain from:



Percentage Data, N=534



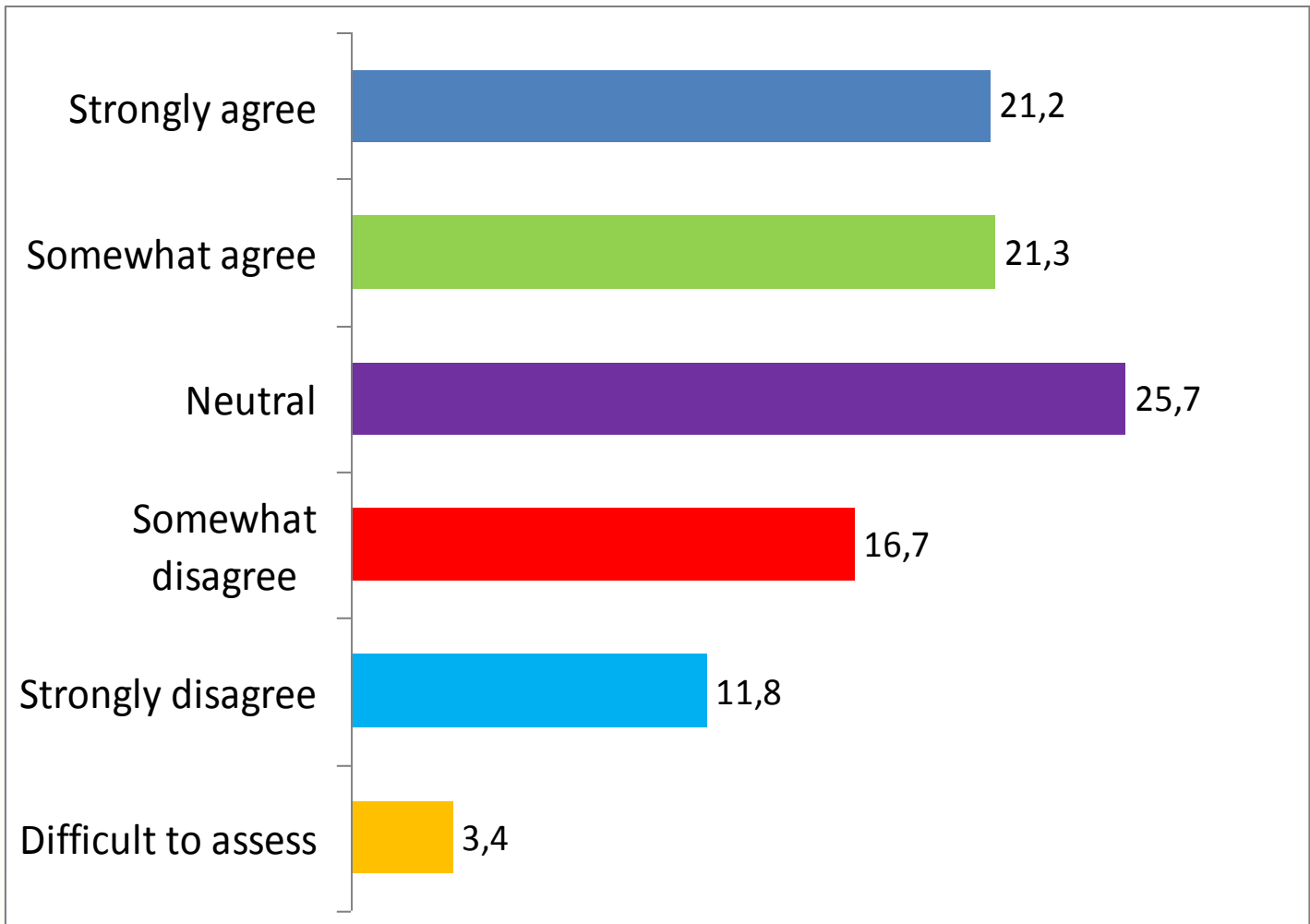
## Money gives freedom:



Percentage Data, N=534



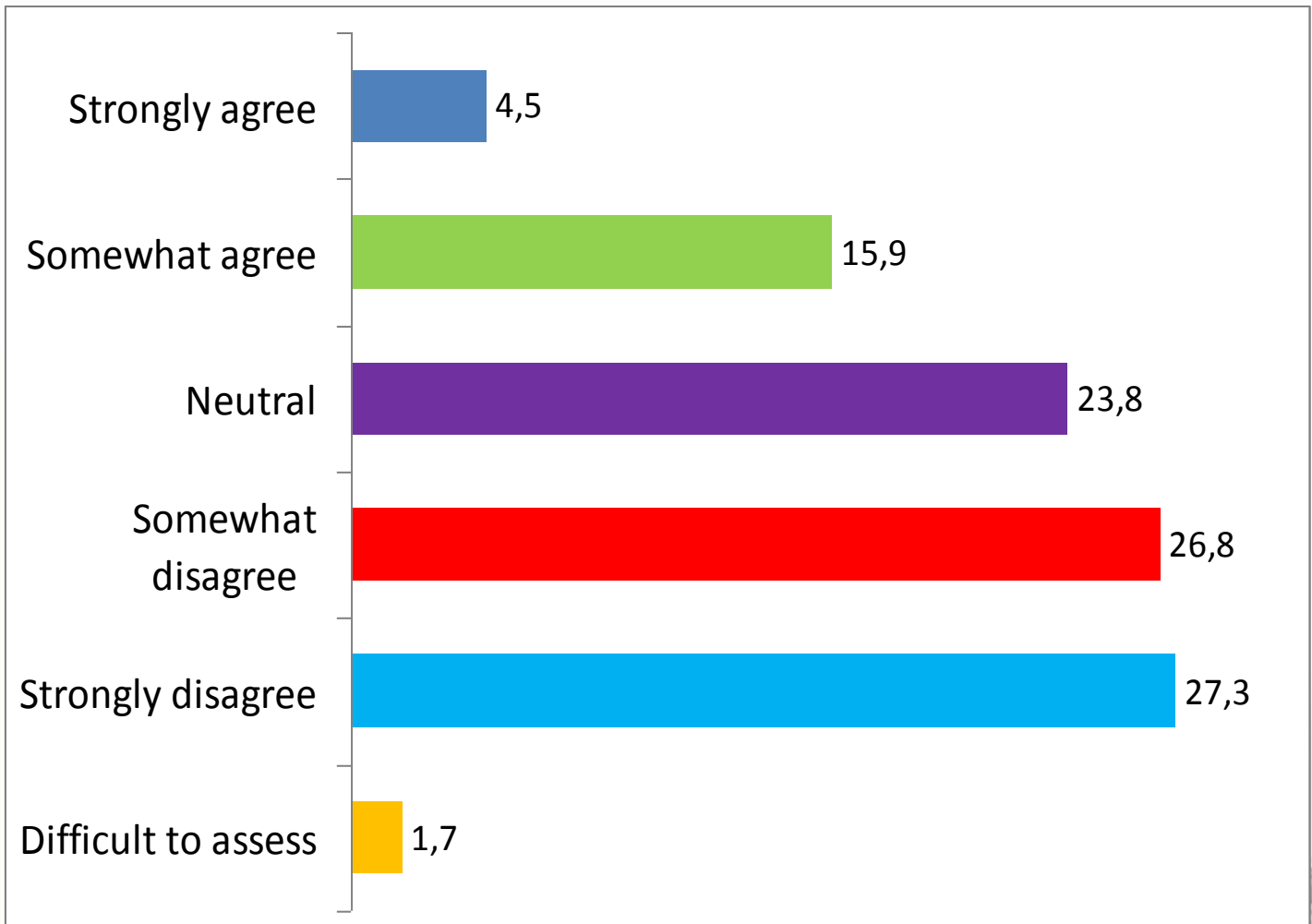
## Money is responsible for most of the evil in this world:



Percentage Data, N=534



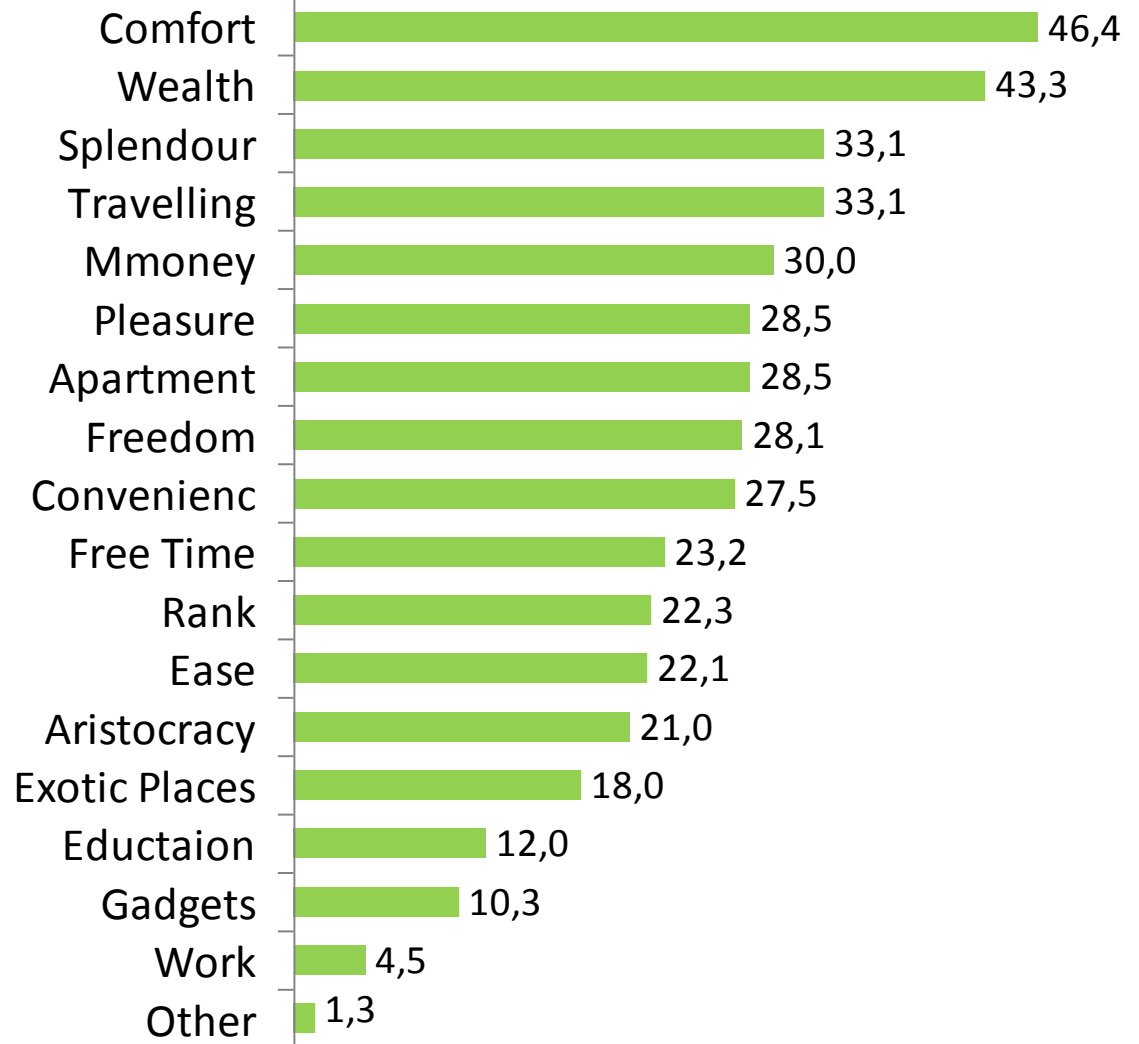
## Money is the main engine that drives my actions:



Percentage Data, N=534



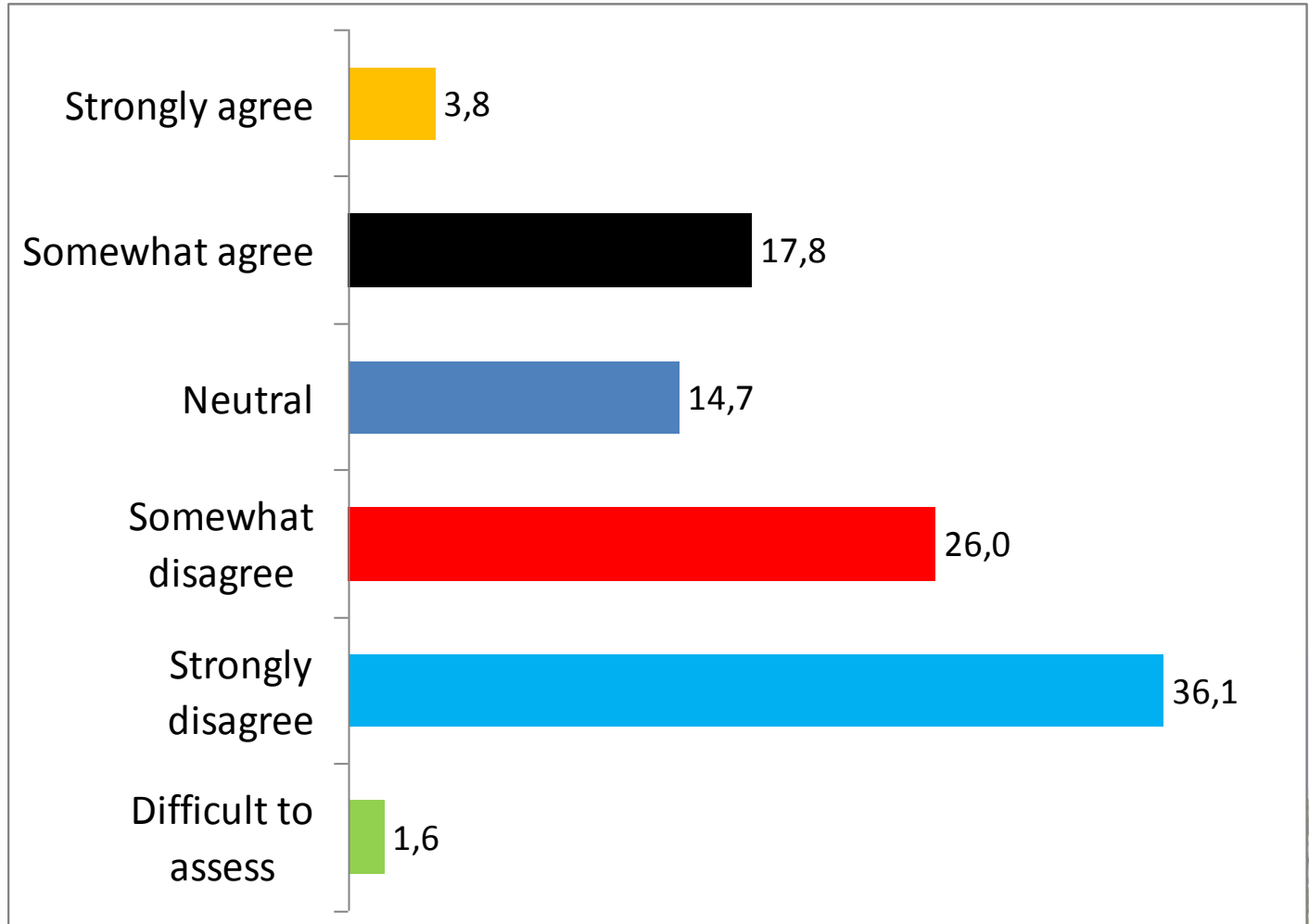
## What does the sample understand by luxury?



Percentage Data, N=534



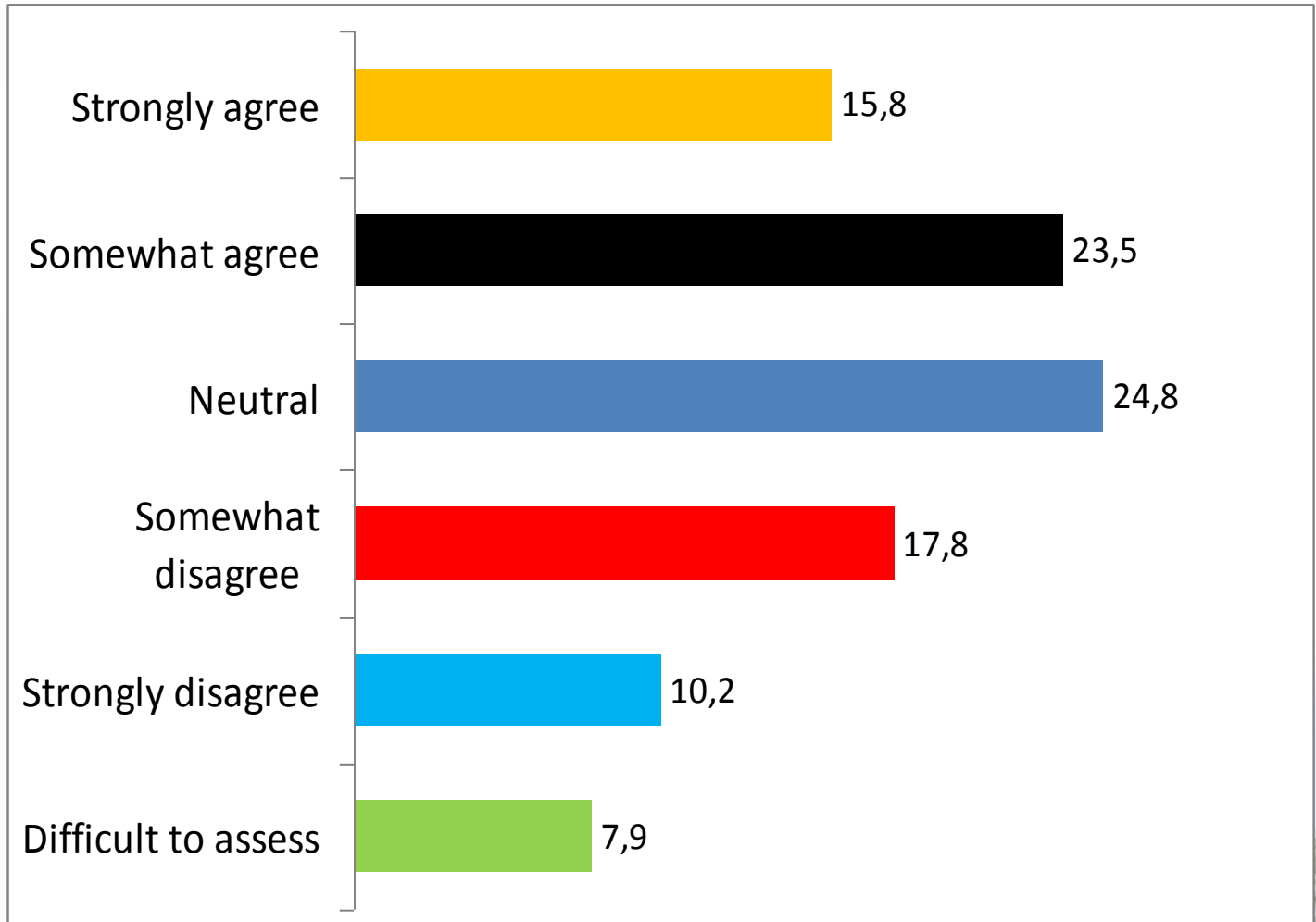
I buy luxury products to differentiate myself from others and assert my belonging to certain circles:



Percentage Data, N=443



## During the crisis I considerably cut down on purchasing of luxury products:



Percentage Data, N=443



## Brands – synonyms of luxury (positions 30-21)

	Brand	%
30	Ermenegildo Zegna	1,5
29	Audi	1,7
28	Pierre Cardin	1,9
27	Louis Vuitton	2,1
26	Kruk	2,4
25	Volvo	2,6
24	Bugatti	2,8
23	Prada	3,2
22	Omega	3,2
21	Lamborghini	3,4





The only Polish brand on the list Top 30  
- position 26



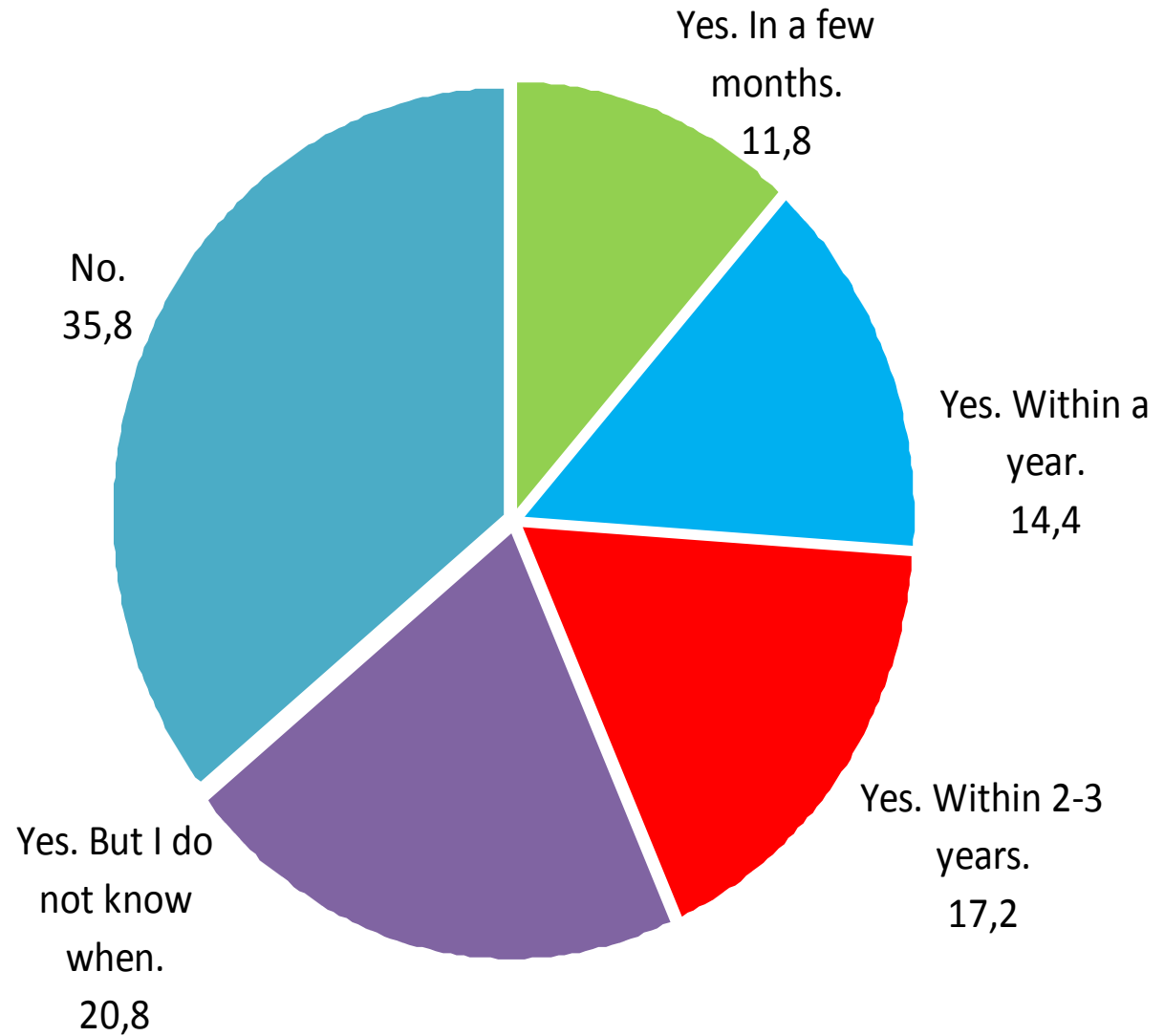
W. KRUK

2,4 %





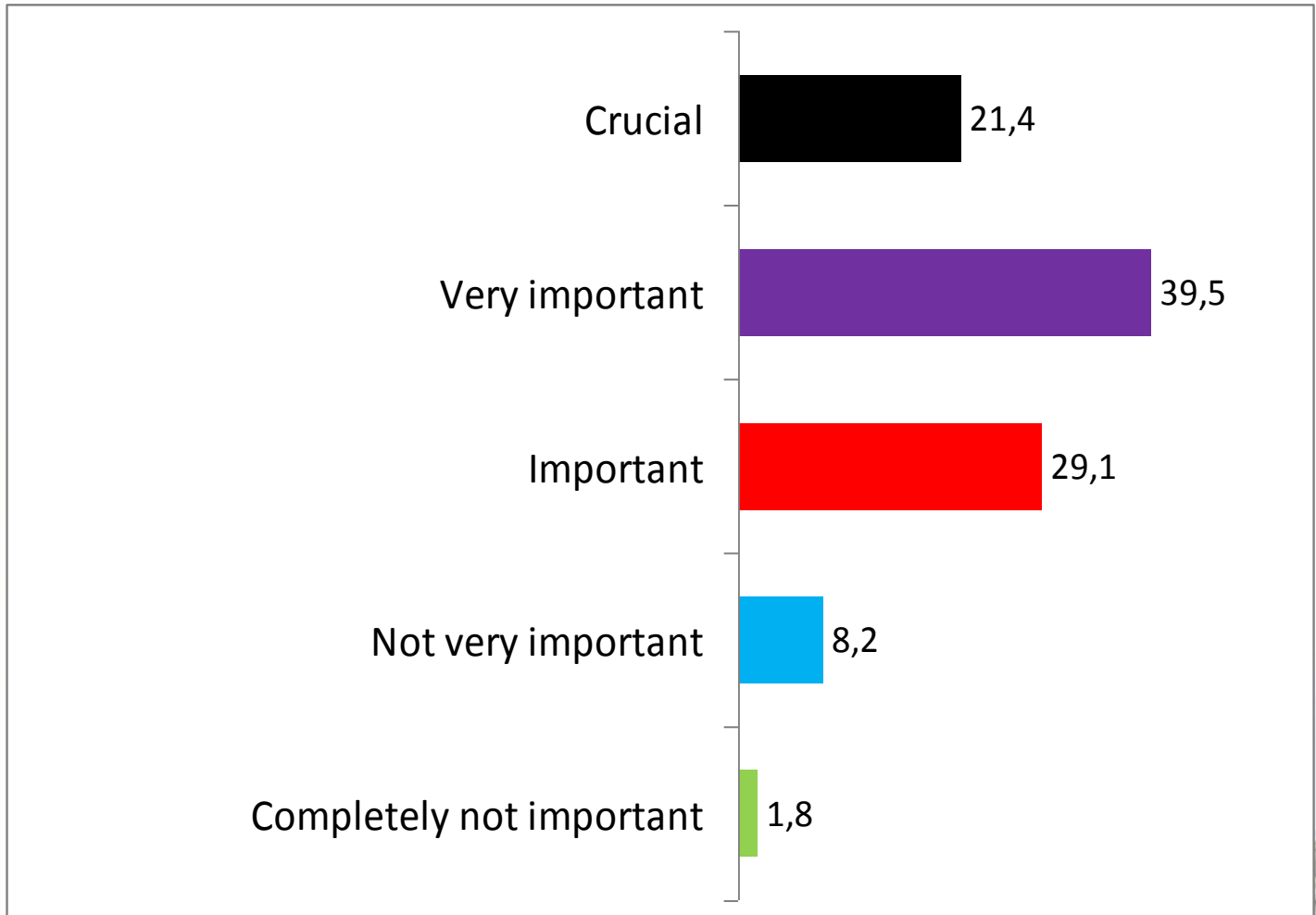
## Are you planning to purchase a real estate?



Percentage Data, N=534



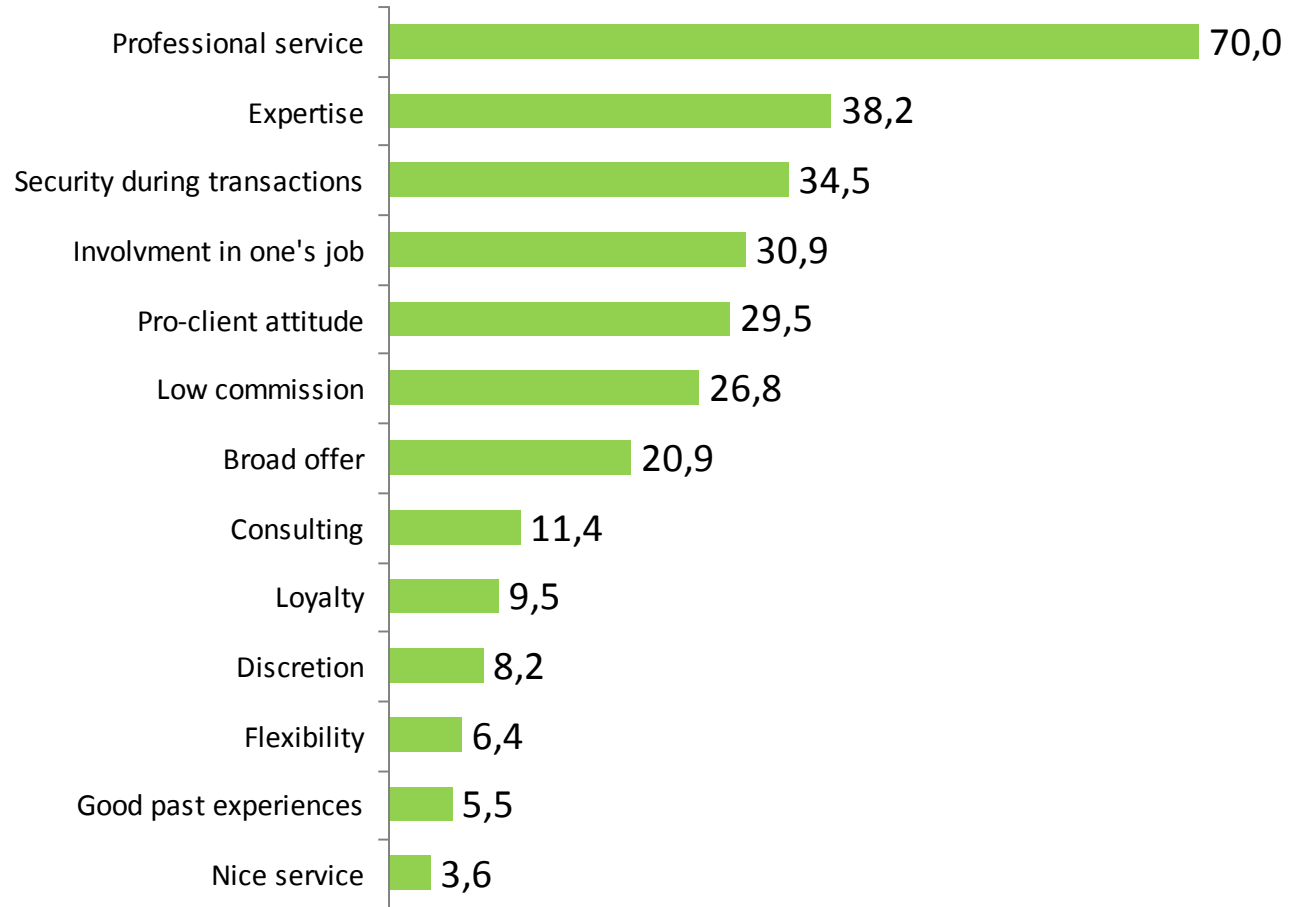
... the opinion of the real estate market/ Internet?



Percentage data, N=220



## Key expectations towards an agency:



Percentage data, N=220 (Does not totalize in 100%)



The mentioned examples are just a part of information presented in our report concerning wealthy Poles.

Please do not hesitate to contact us.

