

## Demographics

### Gender

Female

Male

### Age

18 to 24

25 to 34

35 to 44

45 to 54

More than 55

### Age and Gender

Male 25-44

### Parenting

Planning to have children

Expecting a child

Has Children

Has Children 0-4 Years

Has Children 5-11 Years

Has Children 12-16 Years

Has Children 16+ Years

## Intent

### Automotive

Car Intender

Used Car Intender

New Car Intender

### Real Estate

Intention to buy or rent

Intention to buy Property in Moscow and Suburb

Intention to buy new flat

Intention to rent: Flat in a city

Intention to buy: Suburb property

Intention to rent: Commercial property

Intention to buy: Land

Intention to rent: Flat outside a city

Intention to buy: Commercial property

Intention to rent: Land

Intention to buy: Foreign property

## Interest

### Automotive

European Brand Preferers (by brand or make)

Japanese Brand Preferers by brand or make)

Korean Brand Preferers (by brand or make)

American Brand Preferers (by brand or make)

... and a 1000 more segments