

THE FOLLOWING IS A REPRESENTATION OF TOPICS COVERED IN THE CHINA QUARTERLY...

DEMOGRAPHICS

Gender
Age
Marital status
Education
Occupation
Income
Persons in household
Persons in household under 18
Household status

ECONOMY

Consumer Confidence
Consumer Savings
Employment Environment
Stock Market
Impact of Gas Prices

LIFE CHANGES

More Practical
Less Practical
Needs Over Wants
More Money for Decorating
Budget Conscious
Spending More Time with Family

PURCHASE INTENTIONS (NEXT 90 DAYS)

Electronics
Children's Clothing
Women's Dress Clothing
Women's Casual Clothing
Men's Dress Clothing
Men's Casual Clothing
Shoes
Health and Beauty Aids
Going Out to Eat
Sporting Goods
Groceries
Toys
CDs/DVDs/Videos/Books
Home Improvement/Hardware Supplies
Home Furniture
Decorative Home Furnishings
Candy
Beer/Wine/Alcohol
Linens/Bedding/Draperies
Lawn & Garden Supplies
Internet
Catalog
TV-Home

RETAIL CATEGORIES—STORES SHOPPED & MONTHLY SPEND

Groceries (also includes reasons for shopped a particular store)
Health and Beauty Aids
Apparel
Electronics
Prescription Drugs
Health Products
Beauty Products

BIG DOLLAR PURCHASE INTENTIONS

Computer
Furniture
Home Appliances
House
Jewelry/Watch
Major Home Improvement or Repair
Stereo Equipment
TV
Digital Camera
Vacation Travel
Mobile Device

AUTOMOBILE OWNERSHIP

Brand planning to buy
Reasons

PREFERRED BRAND (CLOTHING, FURNITURE, JEWELRY, MUSIC, HEALTH & BEAUTY PRODUCTS, ELECTRONICS, SOFT DRINKS)

Chinese Brand
US Brand
European Brand
Japanese Brand
Korean Brand

FAST FOOD RESTAURANTS

Frequency of visits
Average spent
Restaurant visited most often

WIRELESS SHARE & FORECAST

Cell Phone
Desired features
Average bill
Purchase plans – cell phone

MEDIA USAGE

22 types (including new media)

SIMULTANEOUS MEDIA USAGE

MEDIA INFLUENCES ON PURCHASES

Electronics
Apparel/Clothing
Groceries
Home Improvement
Automobiles
Medicines
Eating Out
Telecom/Wireless
Financial Services

INTERNET USAGE

Website used most often for fun/entertainment
Website used most often to access or download video/music content
Search engine used most often
Search frequency
Types of products searched
Device(s) downloaded to

FAVORITE WAYS OF SPENDING LEISURE TIME

ONLINE SEARCH TRIGGERS

ONLINE PURCHASES

Frequency of online product purchases
Website used most often for buying products
Frequency of online research prior to purchasing
Types of products researched online
Influence of 'sponsored links / results' on products purchased online

RETAIL MOTIVATORS

Importance of Sales
Fashion Forward
Familiar Labels

FREQUENCY OF ONLINE PRODUCT SEARCH

Automobile/Trucks
Clothing/Shoes
Financial
Maps/Directions
Medical
Movies
Online Entertainment
Product Information/Comparative Shopping (Non-Auto)
Real Estate
Restaurants
Sports
Travel

LIFE EVENTS

Yourself or Child Starting College
Having a Baby
Getting Married
Separating/Getting a Divorce
Retiring

HEALTH RELATED CONDITIONS

Allergies, Arthritis, Depression
Diabetes, Headaches/Migraines
Heartburn/Indigestion, High Blood Pressure, High Cholesterol
Insomnia/Difficulty Sleeping
Acid Reflux, Overweight, Anxiety, Asthma, Chronic Bronchitis, Enlarged Prostate, IBS/Crohn's, Osteoporosis

ACTIONS TO IMPROVE HEALTH

Watching the Consumption of:
Fat (Cholesterol)
Salt
Calories
Carbohydrates
Exercising Regularly
Buying More Organic

CREDIT CARD OWNERSHIP AND PURCHASES

Credit Card
Uses of Credit Card

DEBIT CARD OWNERSHIP AND PURCHASES

Debit Card
Uses of Debit Card

CABLE TV

Percentage of time spent watching