

NEWS RELEASE



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Shanghai Consumers Expect Bigger Chinese New Year Bonuses, Tablet Computer and Smartphone Sales to Soar

SHANGHAI, Jan. 31, 2011 | Over 90% of Shanghai residents expect a Chinese New Year bonus this year, with over one third expecting it to be larger than last year, as found by *2011 DDMA Shanghai Consumer Sentiment Survey*. By far the most popular planned bonus check spends are mobile phones and personal computers.

"Compared with 2009, Shanghai consumers have shifted their worries from concerns over current economic prospects and a corresponding reluctance to spend on major purchases to confidence in their current financial situation in 2011," said Phil C. Davis, Director at DDMA Market Research and Focus Group China.

A third of consumers think it is a good time to buy a car – up from 20% in 2009. Two thirds of consumers think it is a good time to buy home appliances – up from just 27% in 2009.

Whereas only one in seven consumers think that it is now a good time to buy an apartment, two thirds plan to use at least some of their annual bonus to save to buy an apartment in the future. Affordability of housing remains an extreme concern for over half of consumers.

The full survey can be downloaded at: www.ddm-asia.com

About the Survey

Face-to-face and online interview were held with 404 Shanghai residents between January 4 and 14, 2011. Ages ranged from 25 to 45 years old. The 2009 survey covered 496 respondents. Data is compared to the same survey carried out in January 2009 with a sample of over 500 respondents. To download the full survey, please visit: www.ddm-asia.com.

About DDMA

Data Driven Marketing Asia (DDMA) provides market research and business consultancy services across the globe.

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