

BESPOKE SURVEYS

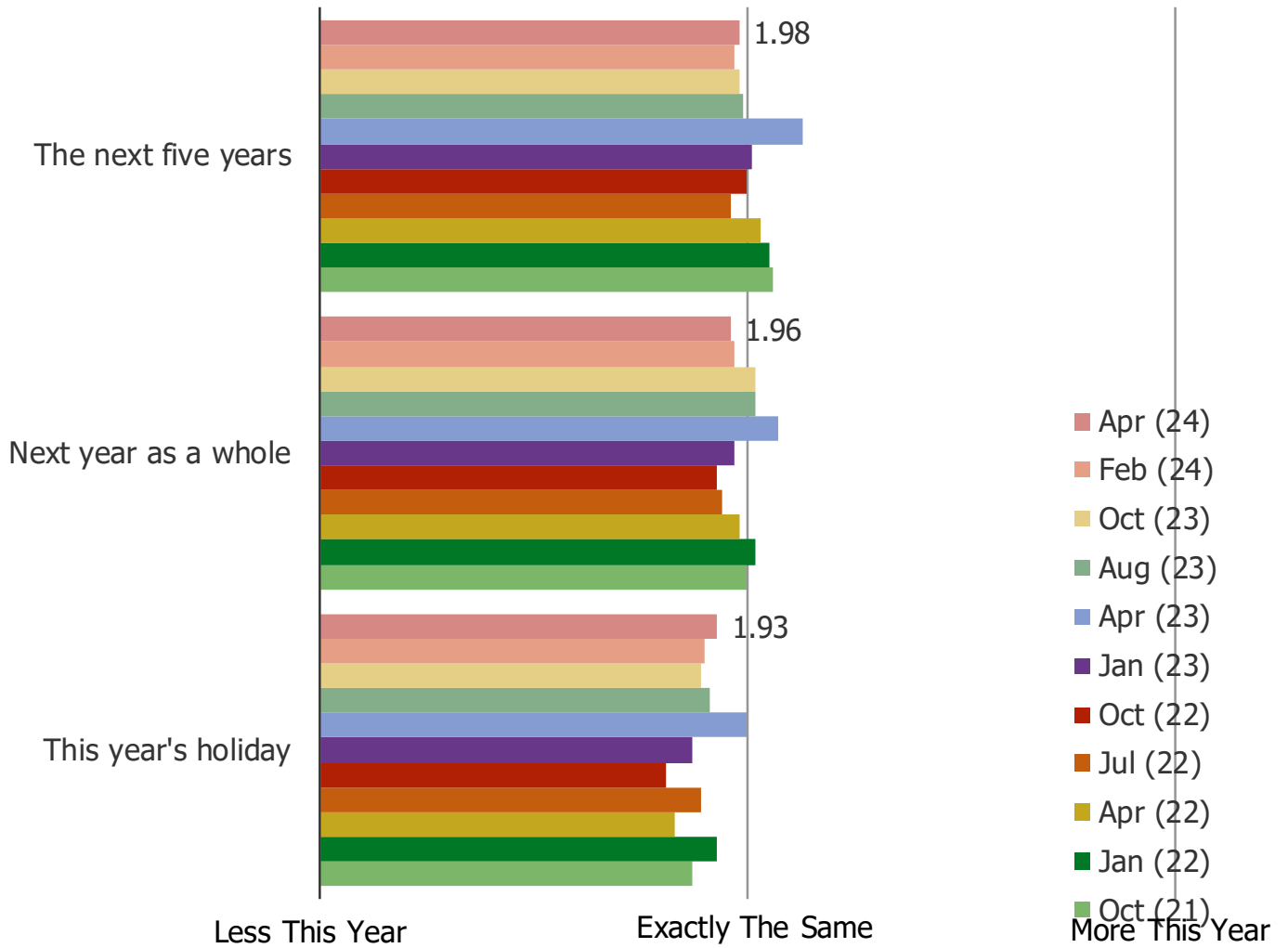
## China Luxury Goods, Vol 11

1,000+ Consumers Per Wave (Skews Urban / Tier 1 & 2)

# CHINA LUXURY

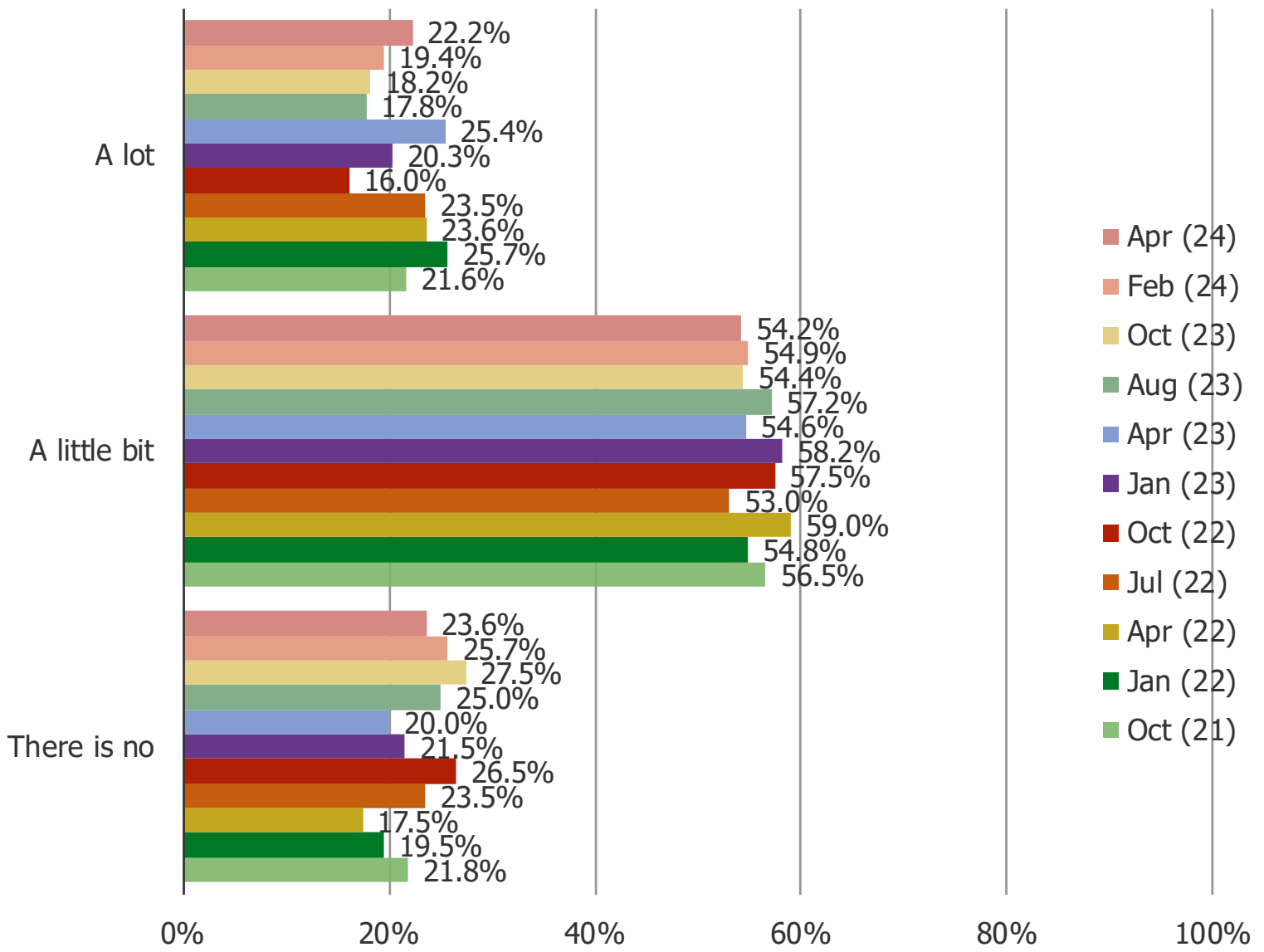
COMPARED WITH THE AMOUNT YOU USUALLY SPEND ON LUXURY GOODS DURING THE FOLLOWING PERIODS, DO YOU WANT TO SPEND MORE, LESS, OR THE SAME?

Posed to all respondents.



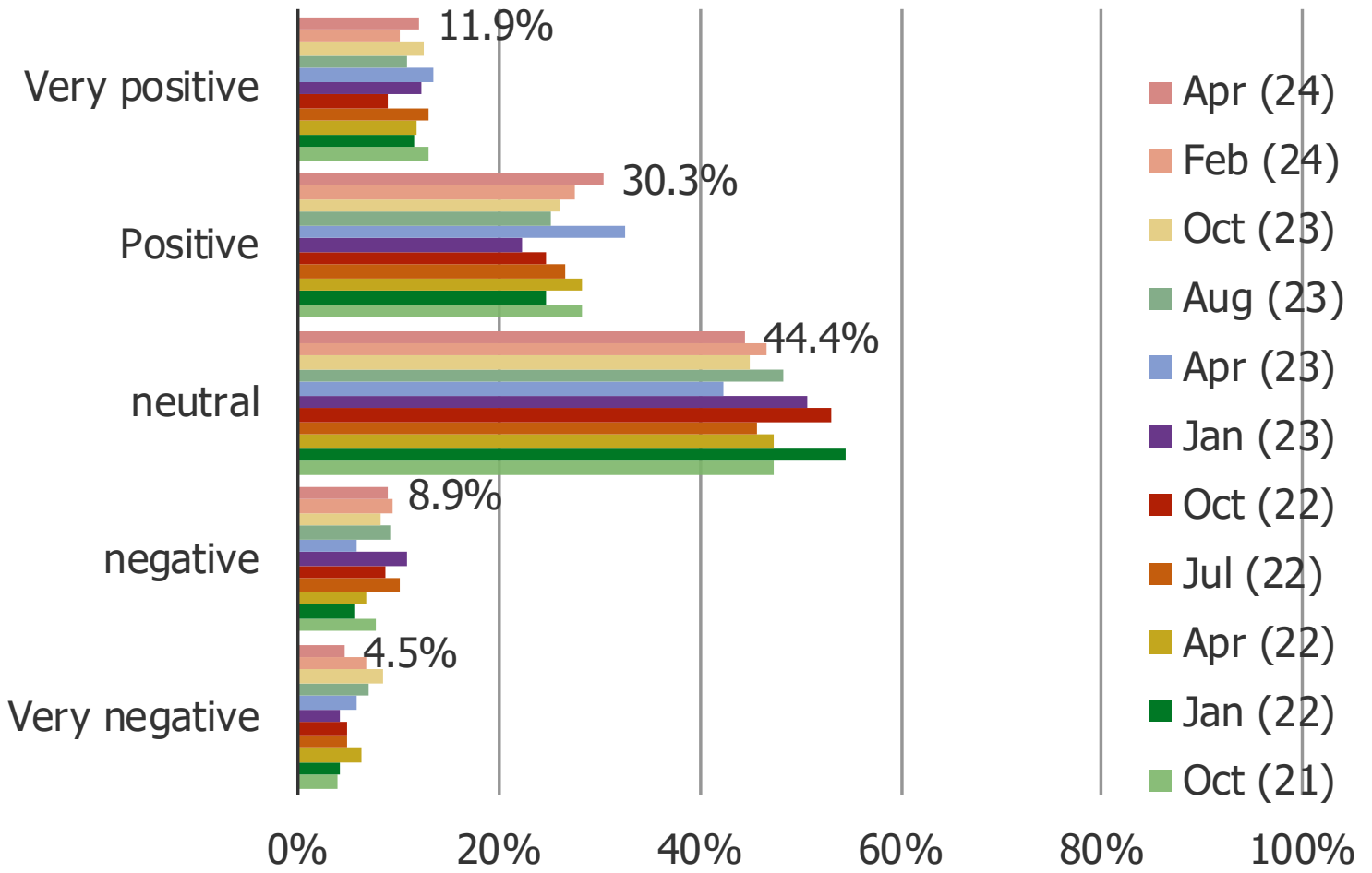
DO YOU OWN LUXURY GOODS?

Posed to all respondents.



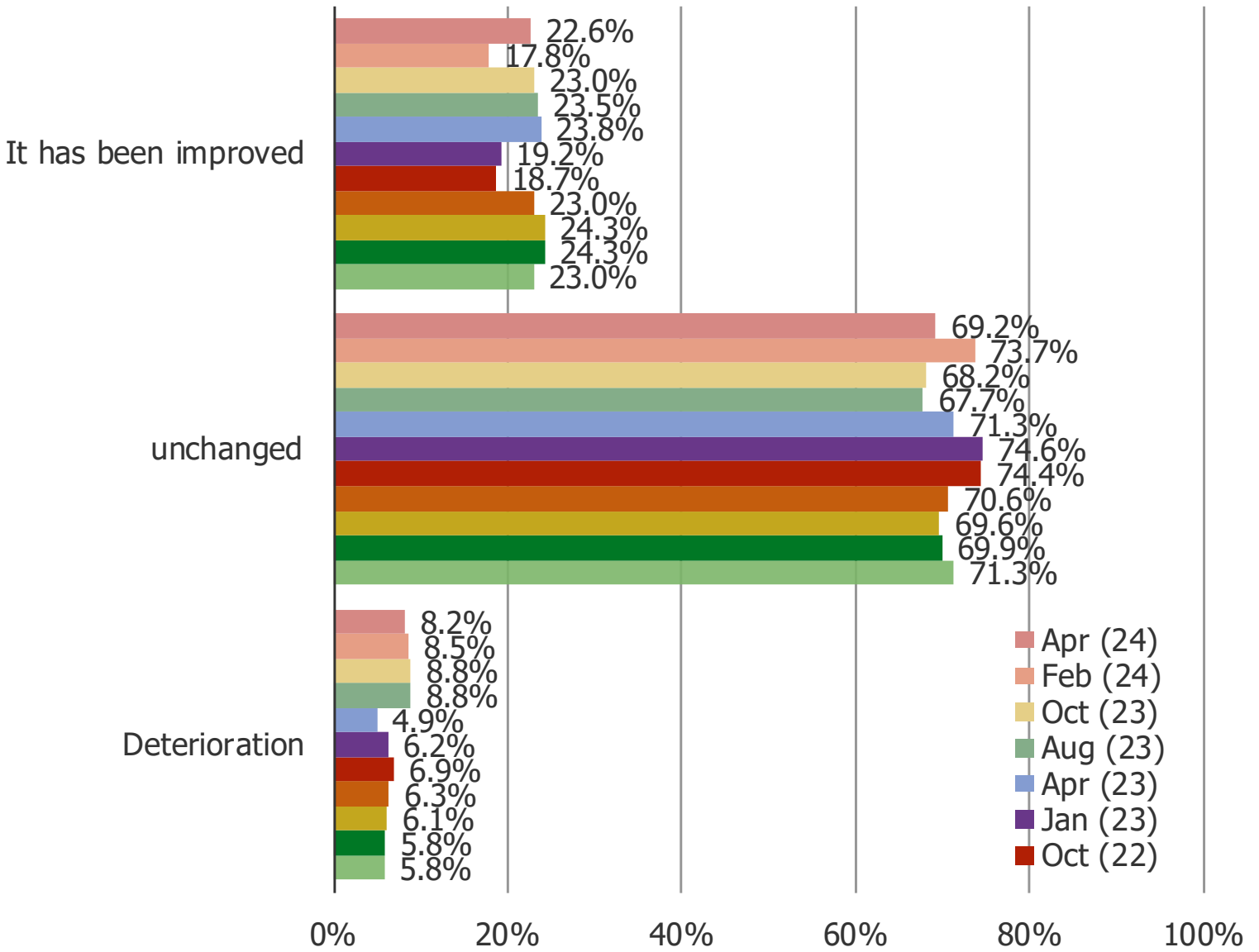
WHAT IS YOUR OPINION ON LUXURY GOODS?

Posed to all respondents.



HAS YOUR OPINION ON LUXURY GOODS CHANGED RECENTLY?

Posed to all respondents.



WHY HAS YOUR VIEW OF LUXURY GOODS **DETERIORATED**

Posed to all respondents whose views of luxury goods has worsened.

Future economic uncertainty

Getting more and more useless

Luxury goods are pure waste

More and more changes

No budget and favor cost-effective

No money

No need to buy luxury goods

No need

The concept of personal consumption has changed and is becoming more and more pragmatic

The economy is not very good

The pursuit of excesses, the promotion of vanity, the waste of resources, the inequality of society, the emphasis on consumption and material possession, affect people's values.

The quality is too bad

The trap of capitalism

Too expensive

Unnecessary overconsumption

Unnecessary things, just be able to meet daily needs

Useless

WHY HAS YOUR VIEW OF LUXURY GOODS IMPROVED

Posed to all respondents whose views of luxury goods has improved.

A symbol of identity

Enrich people's lives

Good-looking and valuable

I like it very much

It is a good investment

Luxury goods are becoming more and more practical now

Luxury goods are getting more and more valuable

Luxury goods are more cost-effective.

Luxury goods are more innovative in the times

Luxury goods are no longer the playthings of the rich, and ordinary people can also afford to consume them.

Luxury goods are of better quality and better design

Luxury goods make you more tasteful and confident.

Luxury goods promote consumption and increase people's quality of life

Luxury goods represent a symbol of identity

Luxury is the spiritual satisfaction of people

Luxury is premium

Made from environmentally friendly and sustainable materials

Make my life colorful

Pay more attention to environmental protection

People can accept it is to improve

Personal reasons

Price

Product appearance

Products are more in line with fashion trends



WHICH OF THE FOLLOWING BEST DESCRIBES THE CITY YOU LIVE IN?

Posed to all respondents.

