

BESPOKE SURVEYS

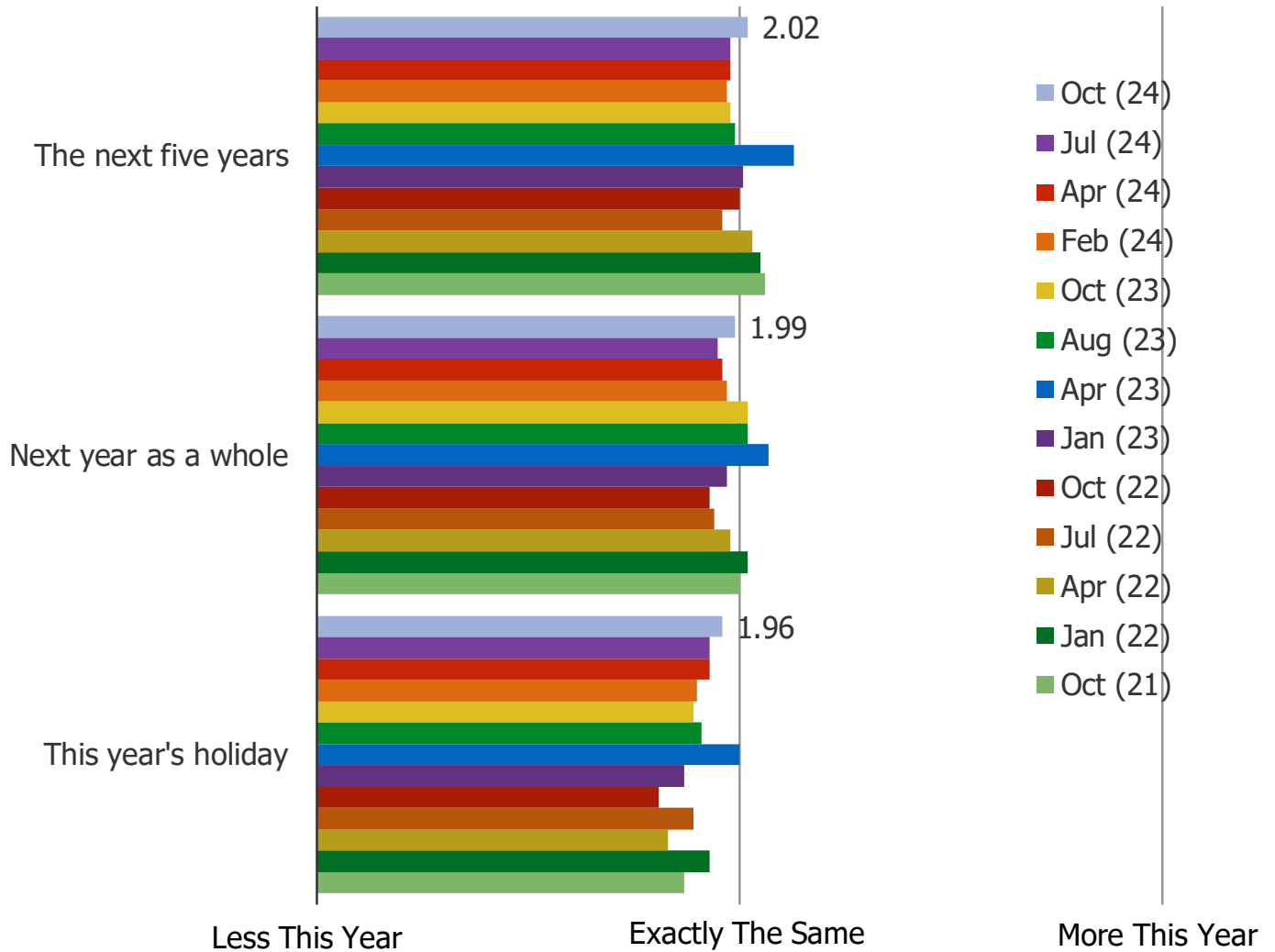
## China Luxury Goods, Vol 13

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

# CHINA LUXURY

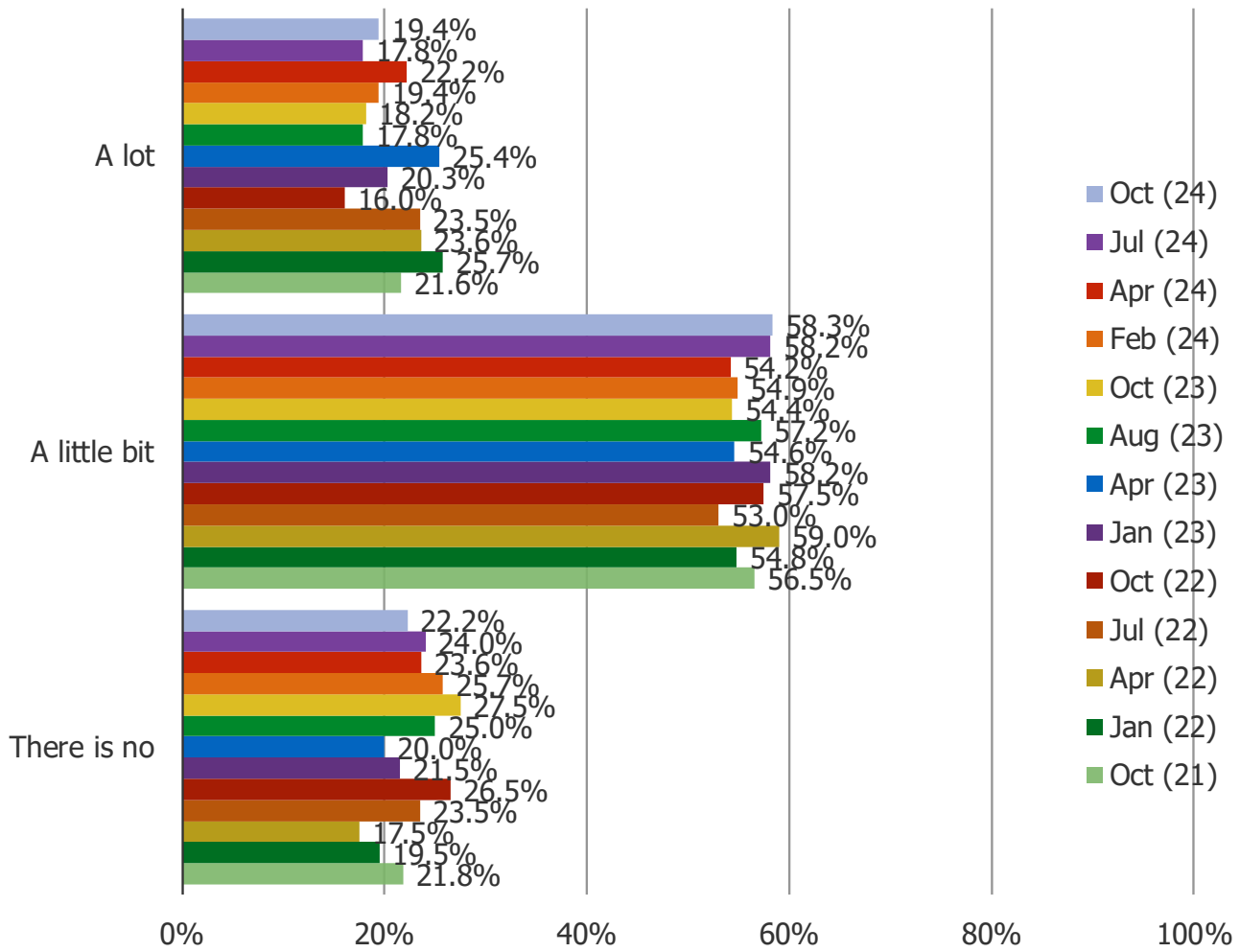
COMPARED WITH THE AMOUNT YOU USUALLY SPEND ON LUXURY GOODS DURING THE FOLLOWING PERIODS, DO YOU WANT TO SPEND MORE, LESS, OR THE SAME?

Posed to all respondents.



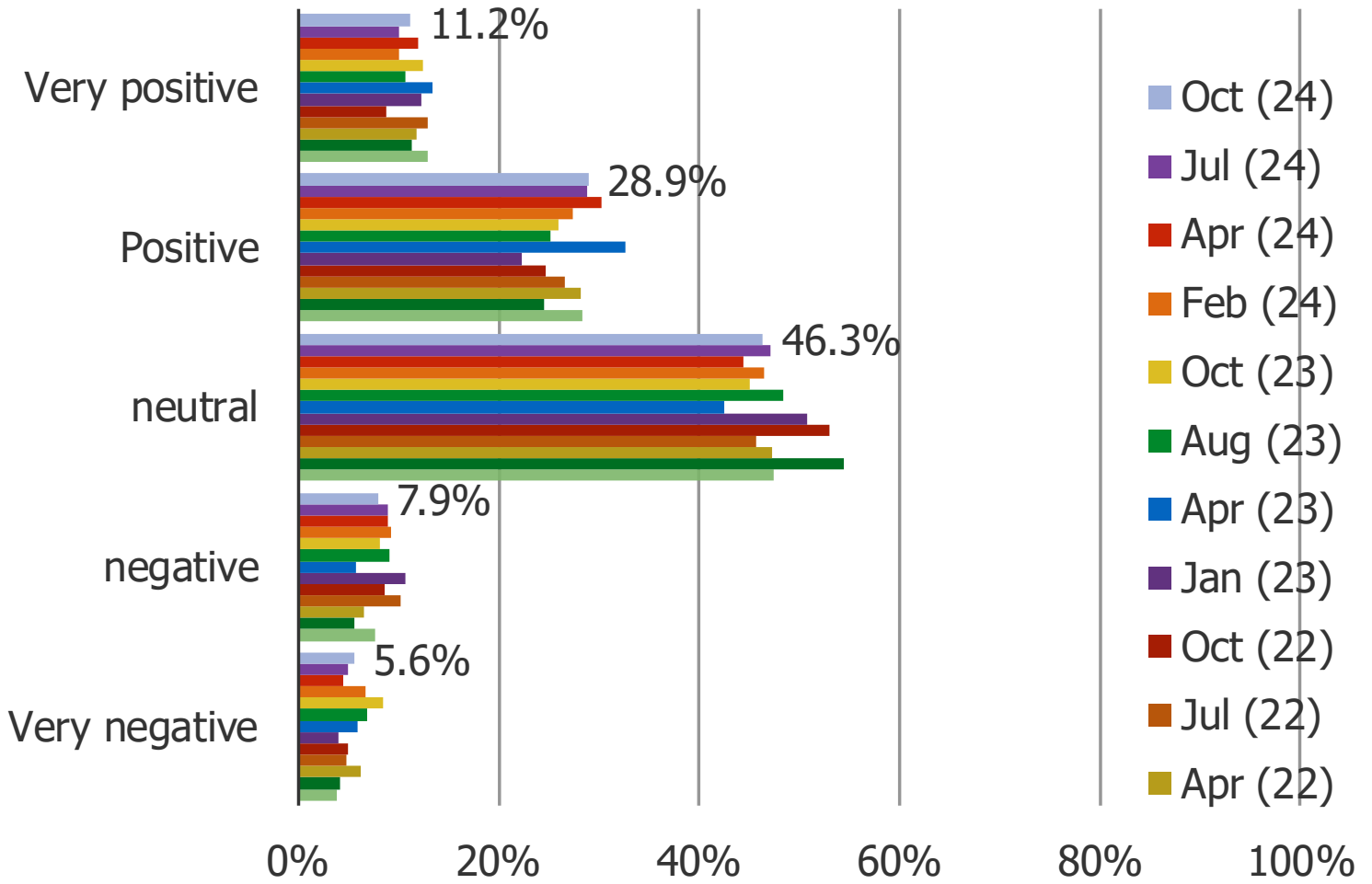
DO YOU OWN LUXURY GOODS?

Posed to all respondents.



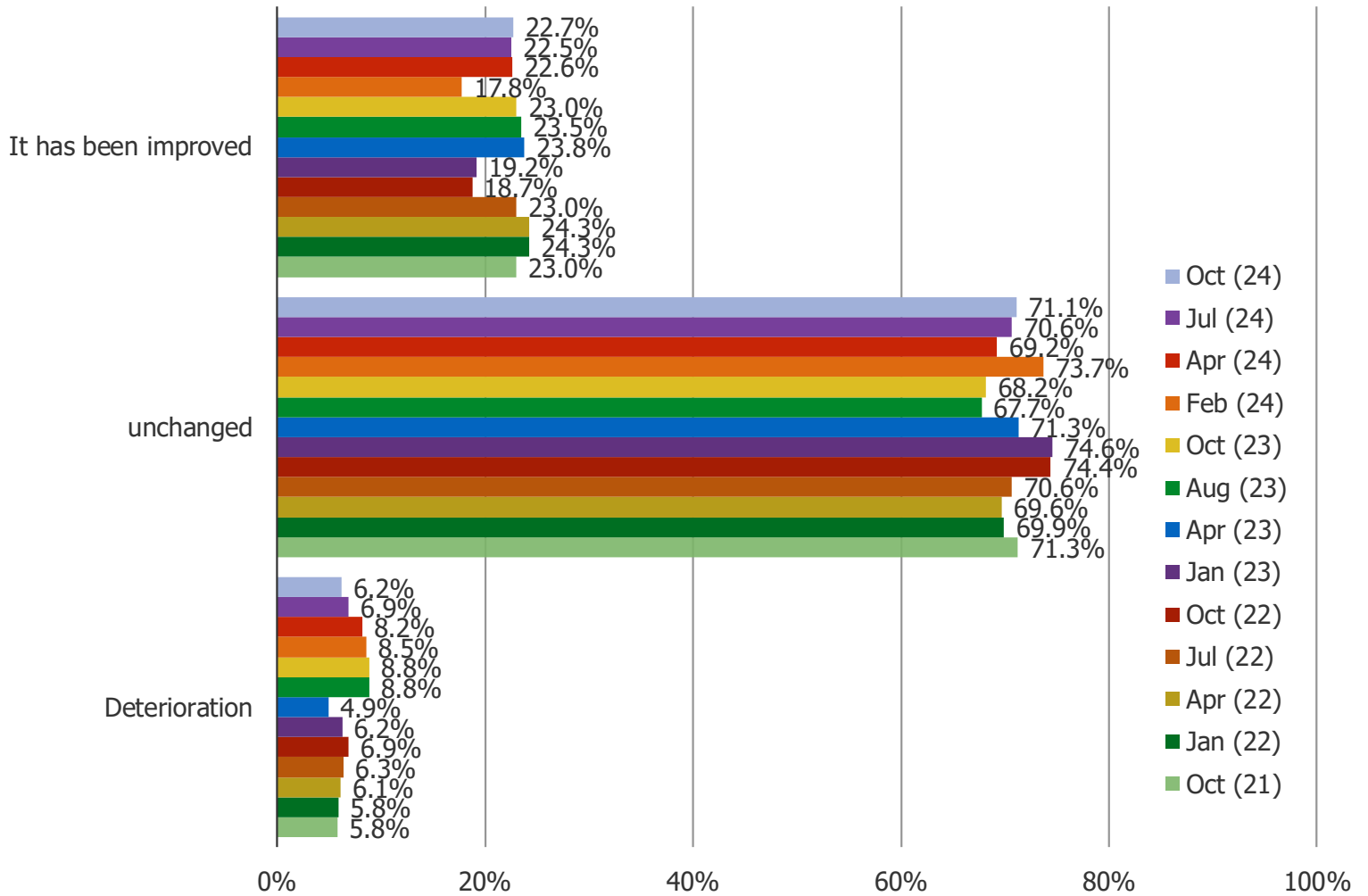
WHAT IS YOUR OPINION ON LUXURY GOODS?

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.



WHY HAS YOUR VIEW OF LUXURY GOODS IMPROVED

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





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

Posed to all respondents.

