

# TNS 2008 China Affluent Market Survey Introduction



The background of the slide features a close-up, slightly blurred view of several traditional Chinese lanterns. The lanterns are primarily red with gold-colored calligraphy and tassels. The lighting is warm, creating a festive atmosphere.

# The Chinese affluent market is surging!

**But, on the other hand, you as a marketing manager in financial service industry may always be obsessed with those seen-everywhere questions ...**

**Who** are they?

**How many** are they?

**Where** are they?



**Even more questions in your mind...**

How do they use and see your financial products and services and your competitors'?

How do they invest and manage their assets?

How do they live their life?

What do they really need from you?

How can you reach them?

.....?.....?



**The 1<sup>st</sup> study in China to answer all your above questions regarding the affluent!**



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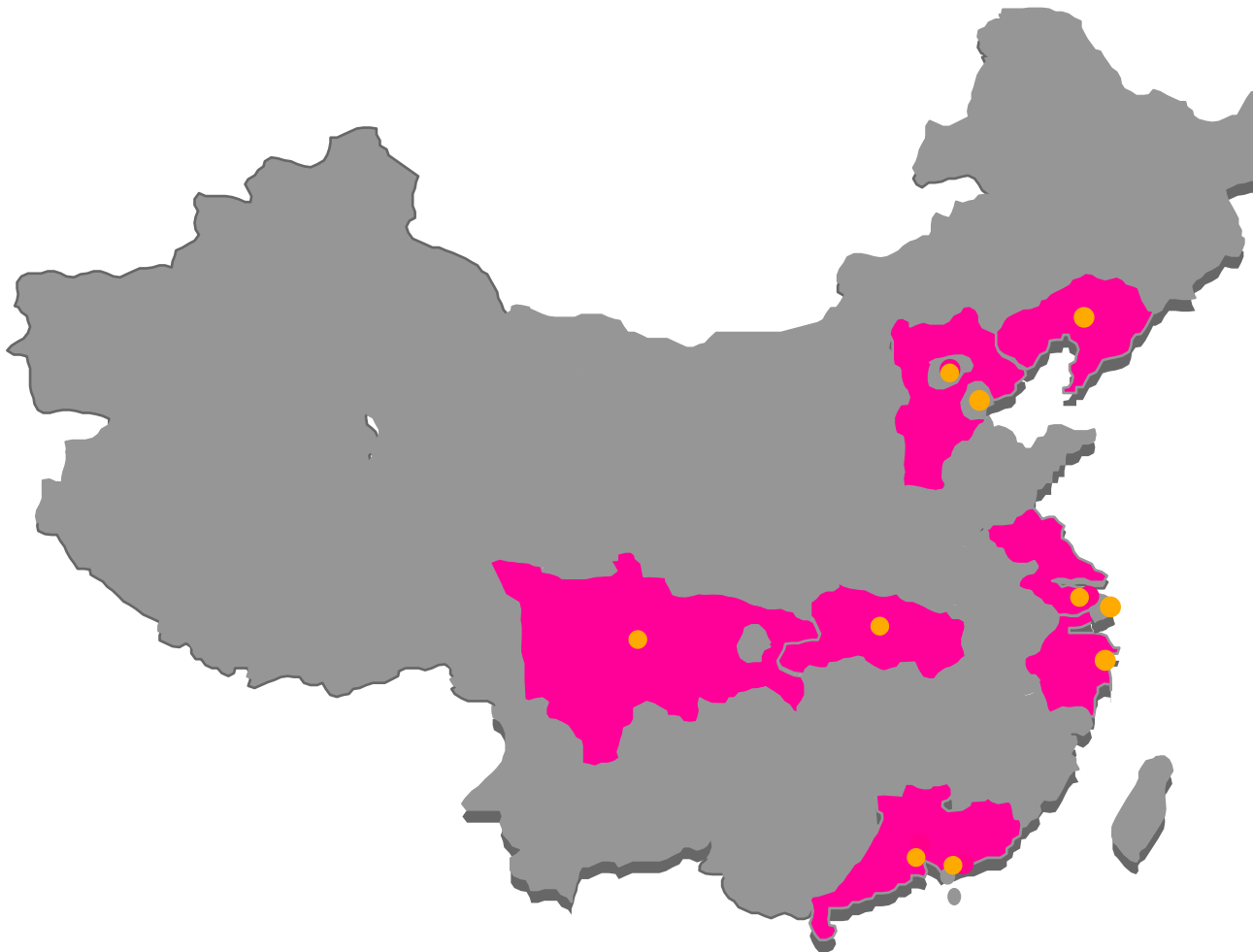
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**Appendix:**

**Research Design  
Subscription  
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# City Coverage



● Tier 1 City (4 cities)

1. Shanghai
2. Beijing
3. Guangzhou
4. Shenzhen

● Tier 2 City (6 cities)

5. Wuhan
6. Shenyang
7. Chengdu
8. Tianjin
9. Ningbo
10. Nanjing

# Sample Size and Data Collection

**8,000** + **1,000**

- Random Digit CATI
  - 800 per city x 10 cities
- General population of 30-55 years
  - Size of affluent market
- General banking relationship and perceptions
- Central location test (CLT)
  - 100 per city x 10 cities
  - 30-55 years old with household financial assets above 500,000RMB (excluding stocks)
- Detailed behavior and attitudes of financial services, products, and investment
- Life style

*\* CATI stands for computer aided telephone interview.*

# Information Coverage

## Part One: Incidence of Affluent Households

- Incidence of affluent households

## Part Two: Banking Relationship

- Awareness of major banks in China
- Awareness of bank advertisements
- Banks currently use/ main bank
- Proportion of assets in main bank
- Main bank before 12 months
- New bank in P12M
- Bank services used in P12M
- Brand image of major banks
- Awareness of wealth management service
- E-banking usage and satisfaction
- Awareness of bank wealth management services
- Wealth management services ever used and satisfaction

## Part Three: Credit Card

- Ownership of credit cards
- Most often used credit card
- Class/type of most often used credit card
- Reasons behind the most often used credit card
- Credit card functions/ services ever used
- Credit card services worth extra fees

## Part Four: Investment

- Attitude of investment
- Investment behaviour
- Investment style in P12M
- Current/past/future investment
- Perception towards various financial products
- Purchase channel of insurance
- Awareness of major fund management brands
- Penetration of major funds
- Proportion in saving vs. investment

## Part Five: Life Scan

- Ownership of house/ property
- Ownership of car
- Travel/ tour destination
- Hobbies/ frequency
- VIP service enrolled
- Credibility of general financial information sources
- Financial information media channels

## Part Six: Demographics

- Age
- Gender
- Occupation
- Income
- Education
- Martial status
- Age of children
- Size of household

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