

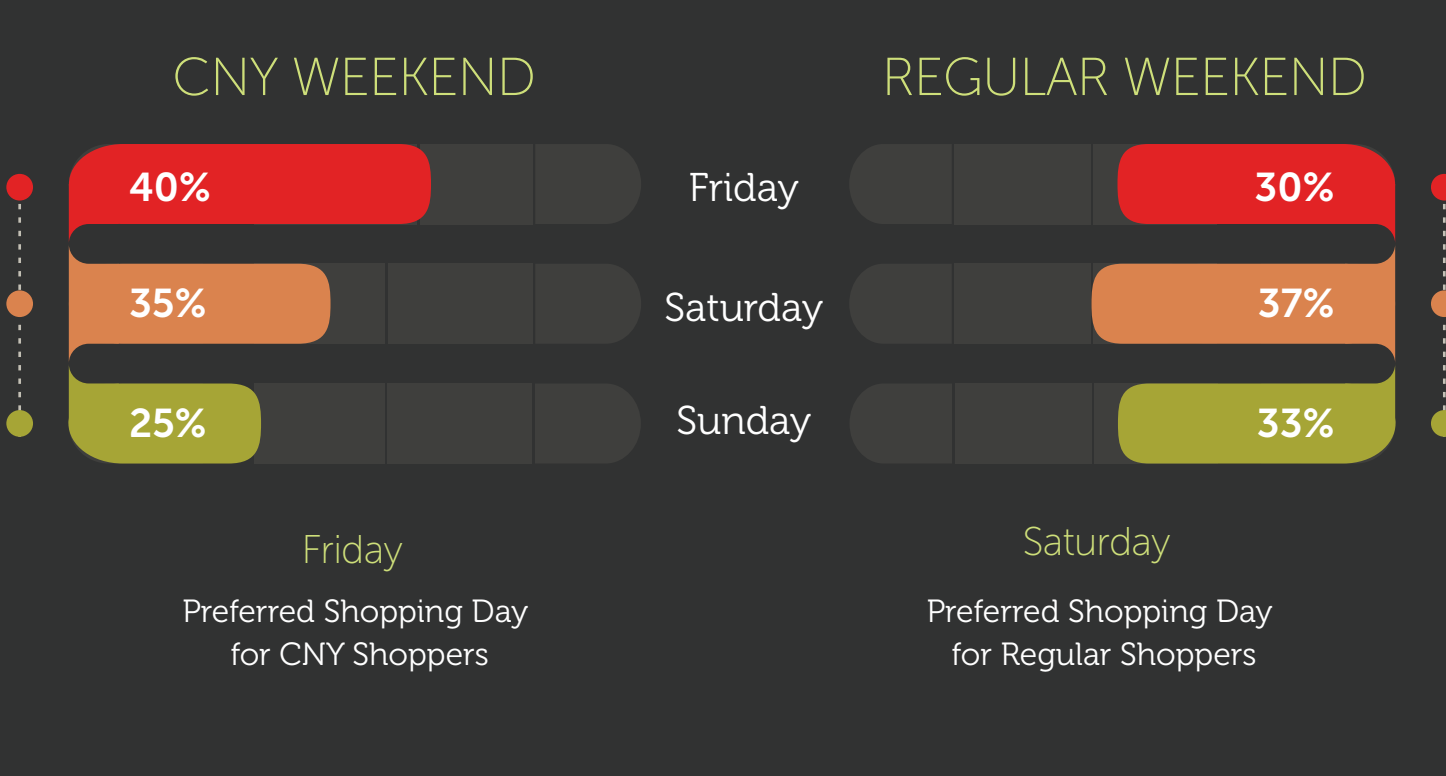
Chinese New Year Shopping Trends for 2014

- Research Location**
Singapore
- Research Areas**
Orchard Road, Marina Bay Sands & Chinatown
- Research Dates**
Jan 31, Feb 1 & Feb 2

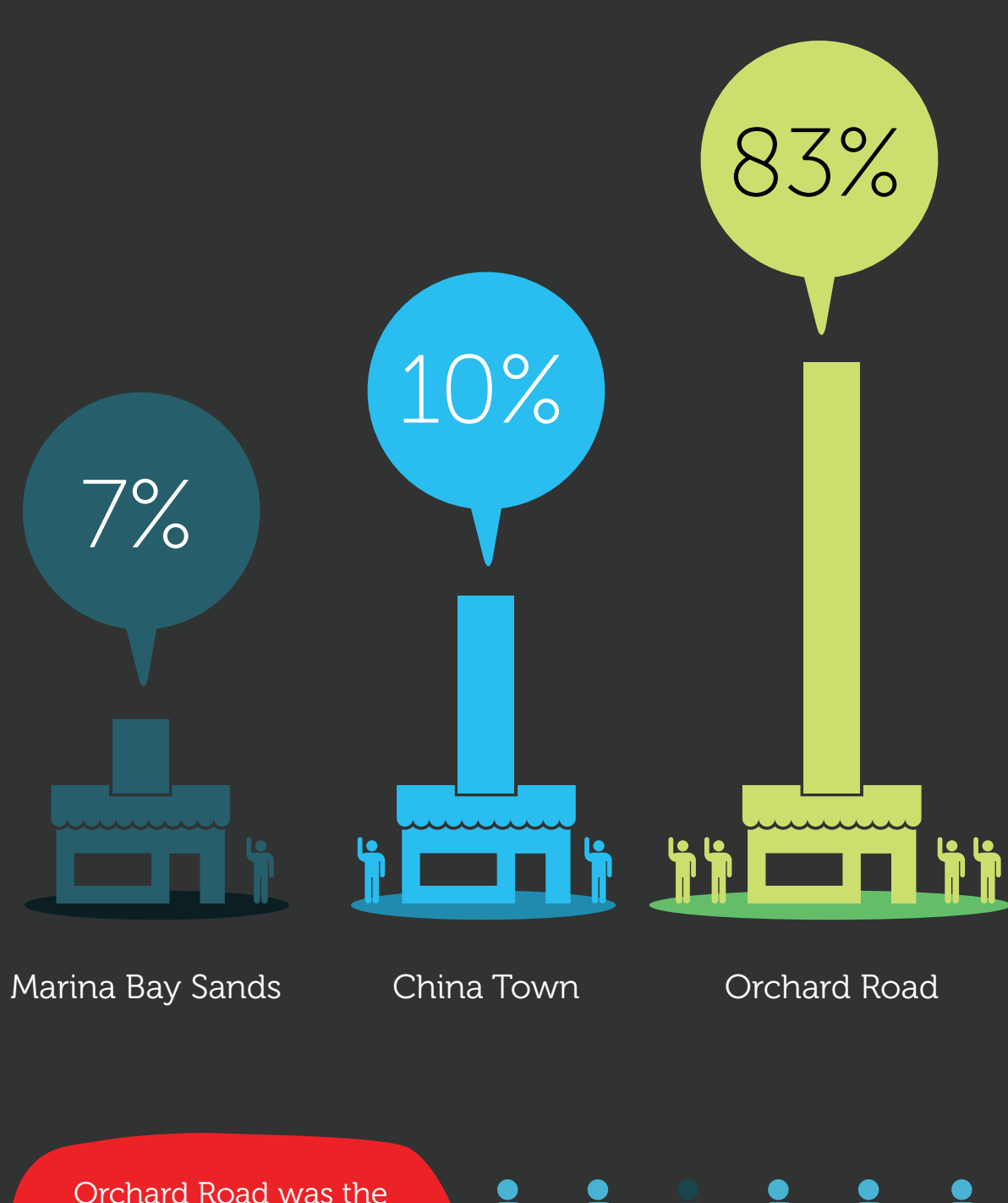
CNY Weekend versus Regular Weekend shopping trends



Weekend Shopping Trend



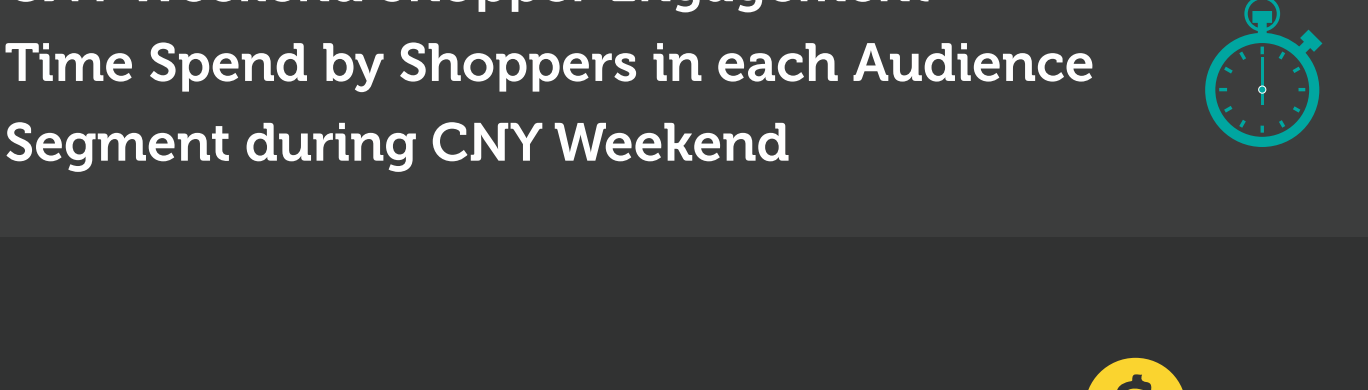
CNY Weekend Preferred Shopping Location



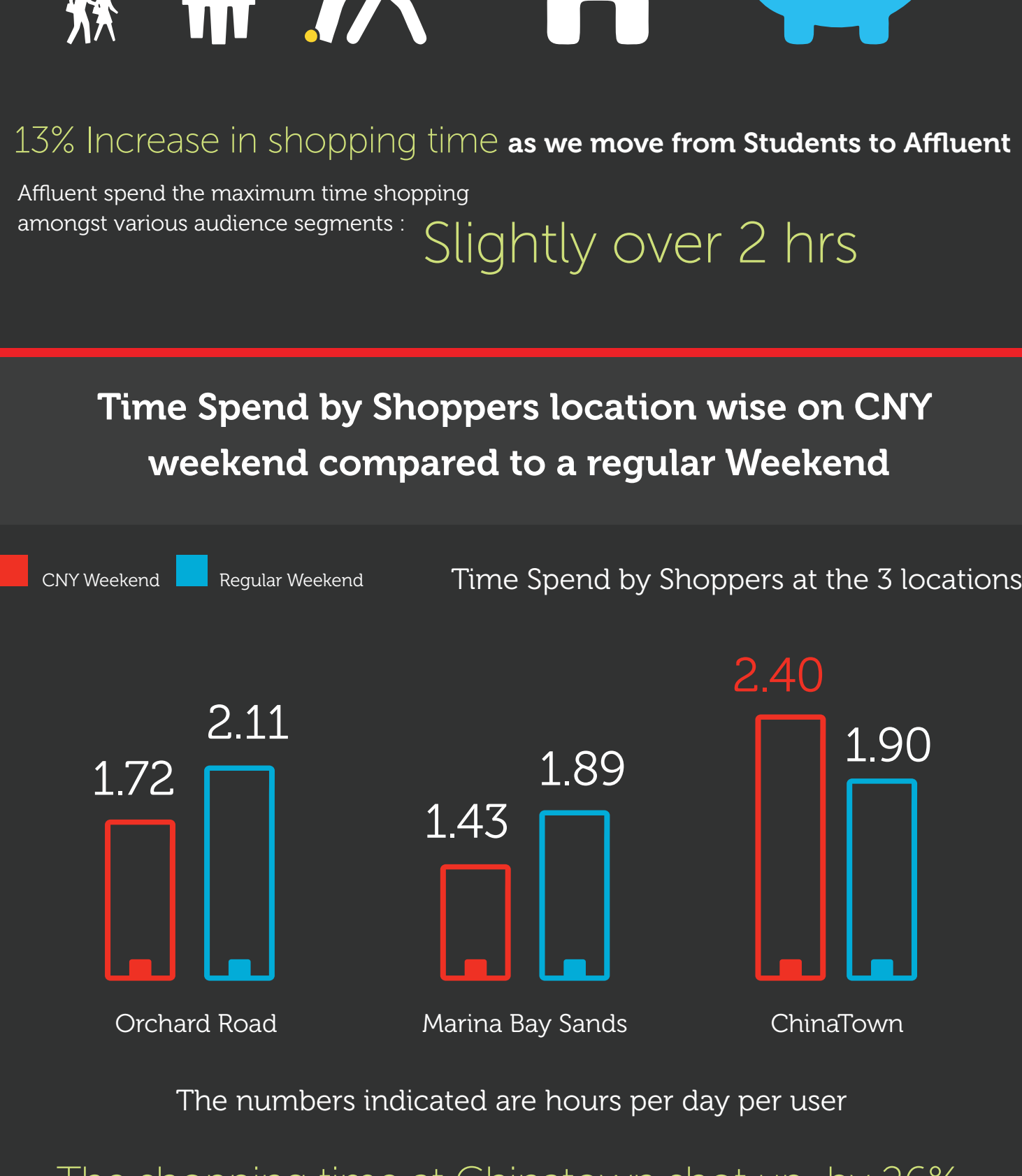
CNY Weekend Shopper Profile Audience Segment



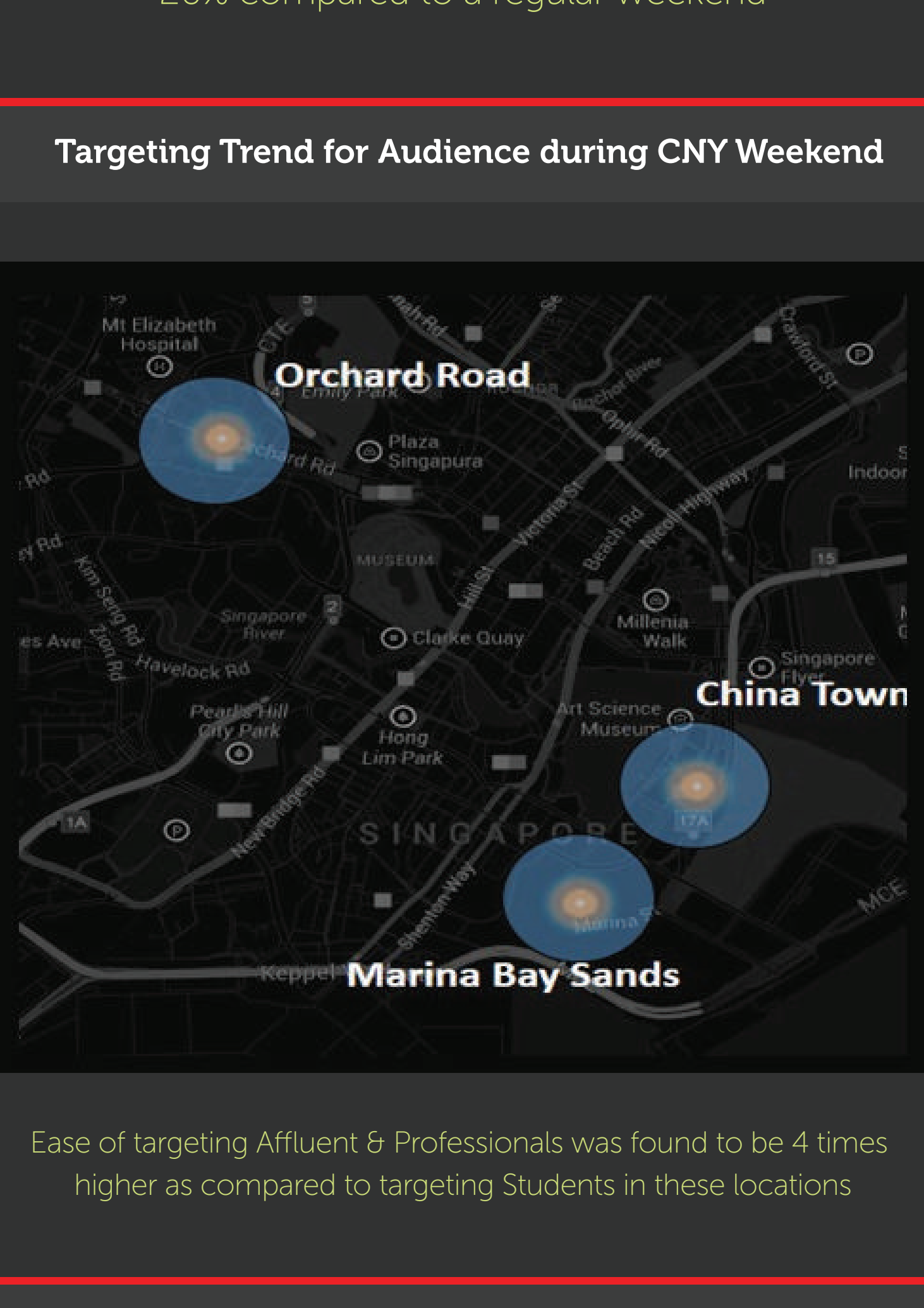
CNY Weekend Shopper Engagement



Time Spend by Shoppers location wise on CNY weekend compared to a regular Weekend



Targeting Trend for Audience during CNY Weekend



Audience Insights for the CNY Weekend

- Affluent**
Affluent spend maximum time shopping compared to other segments during the CNY weekend
- Travellers**
Preferred Shopping location for Travellers was China Town
- Students**
Students turned out in maximum numbers during the CNY compared to all segments, with least preferred shopping location being Marina Bay Sands
- Professionals**
Professionals could be targeted more easily at these locations compared to other segments
- Homemakers**
Homemakers were the second highest engaged segment with Chinatown as the most preferred shopping destination