

Survey on Spring Festival Consumption 2016

By | Ipsos

As the first consumer “Golden Week” in 2016, the Chinese New Year of the Monkey is just round the corner. How do consumers plan their spending during the Spring Festival? Where do they want to have their family reunion dinner? How will they spend this holiday season? Through Ipsos’ recent survey among 800 consumers from first and second tier cities on Spring Festival consumption, you will get what you want to know.

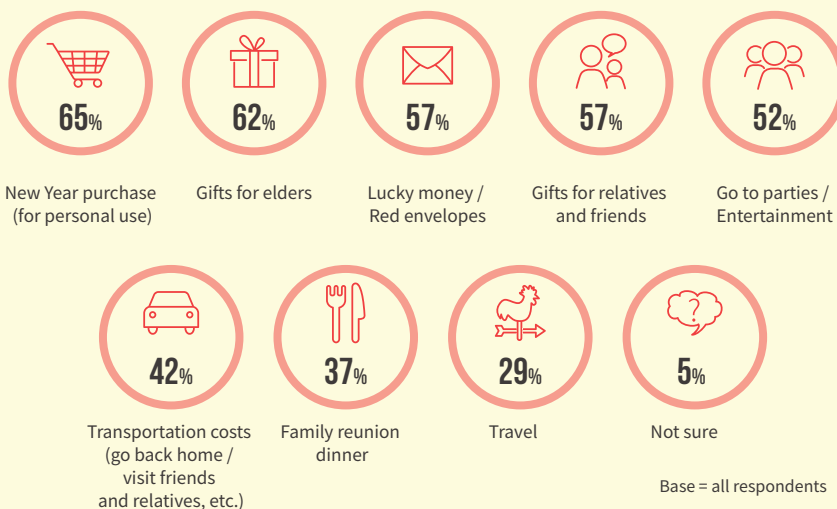


Spring Festival consumption expenditure

According to this survey, New Year purchase (65%) constitutes the most important part of the Spring Festival consumption, followed by buying gifts for elders (62%), preparing lucky money / red envelopes (57%), buying gifts for friends and relatives (57%) and party / entertainment (52%).

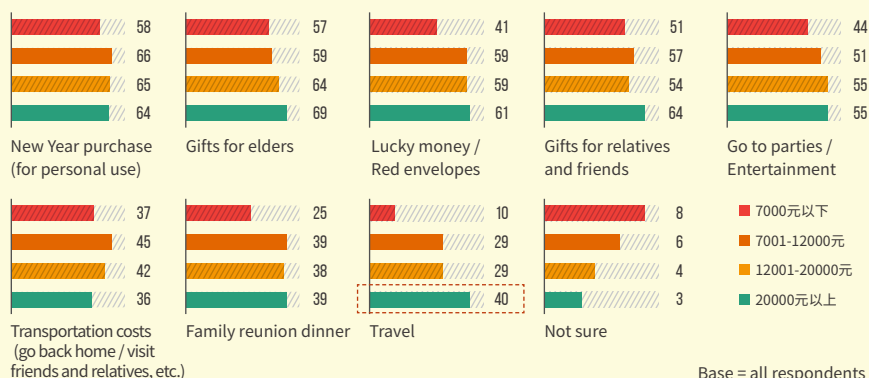
The Spring Festival consumption varies slightly with family income and age of the respondent. 40% of those with family income above 20,000 yuan said travel would be the main consumption during the Spring Festival 2016, significantly higher than other respondents. For respondents aged 18-30, party / entertainment made up a proportion (59%) much higher than respondents of higher ages.

Where will your budget go on the Spring Festival of 2016

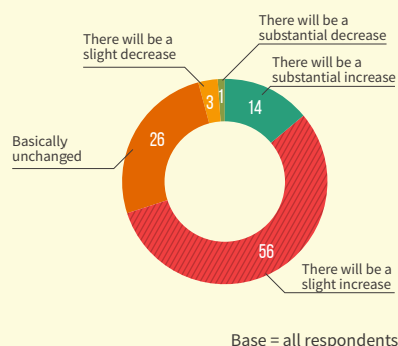


Consumers generally treat Spring Festival consumption with usual mind. In the survey, 68% of the respondents said they would “not try to save money, but spend it as they like.” 27% would like to save money for “the rising prices.” 5% would buy things to their hearts’ content, as “there is only one Spring Festival a year.” In the meantime, 70% of the respondents said their spending during this Spring Festival was expected to exceed that in the previous year.

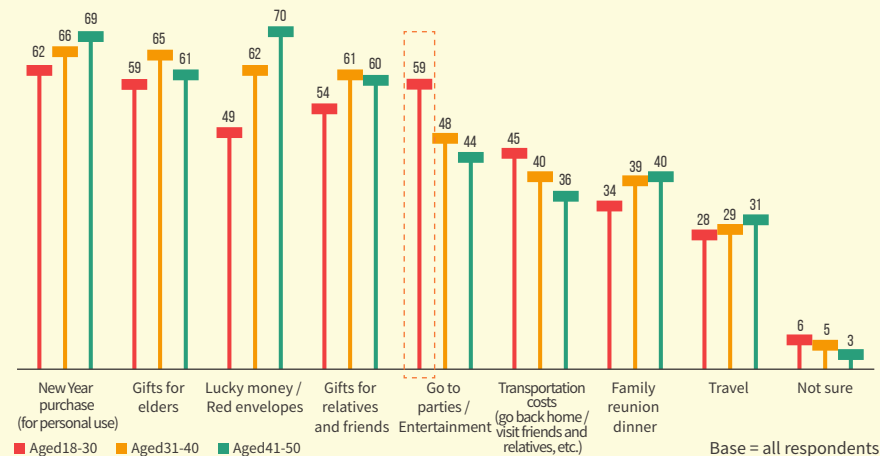
Where will your budget go on the Spring Festival of 2016 (by family income)



Compared with 2015, Spring Festival spending changes in 2016



Where will your budget go on the Spring Festival of 2016 (by age)

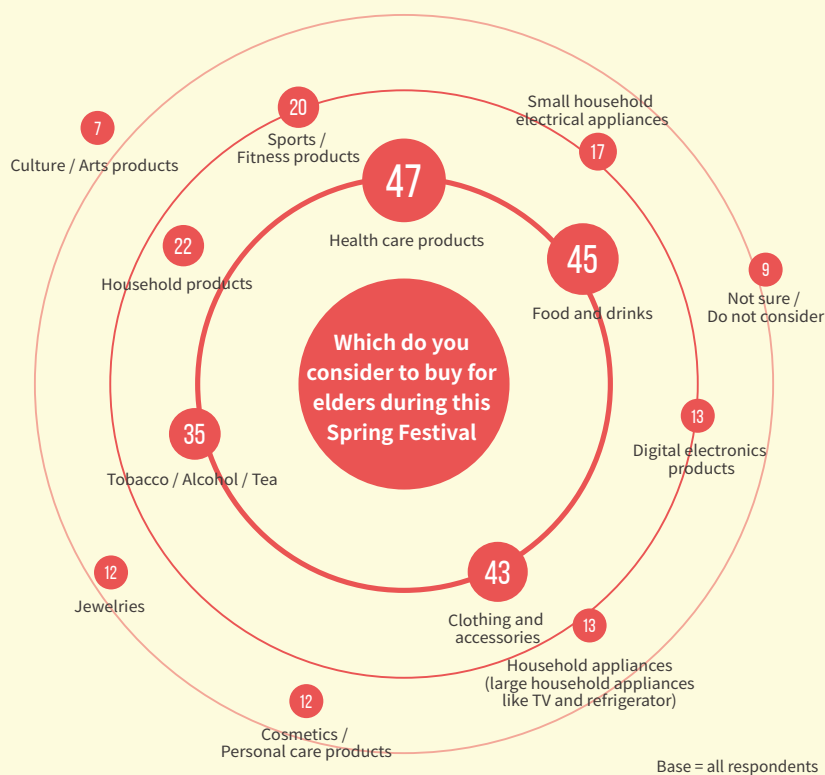


New Year purchase / Gifts

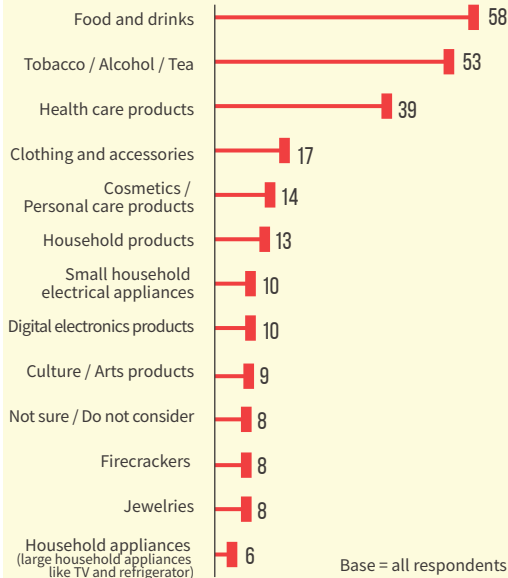
As an indispensable part of the Spring Festival, which gifts are among the most considered in the New Year consumption? Health care products (47%), food / drinks (45%), clothing and accessories (43%) are most considered to buy for elders. Food / drinks (58%) are most chosen for gifts for relatives and friends, followed by tobacco / alcohol / tea (53%). Besides, health care products (39%) are also an important category.

As for New Year purchase (for personal use), food / beverage (67%) is still considered the most important category, followed by clothing / accessories (50%) and tobacco / alcohol / tea (49%).

The survey also found that 90% of the consumers would choose shopping online during the Spring Festival, and nearly one third (29%) of the respondents said they would buy most or all they needed for the New Year online.



Which do you consider to buy for relatives and friends during this Spring Festival



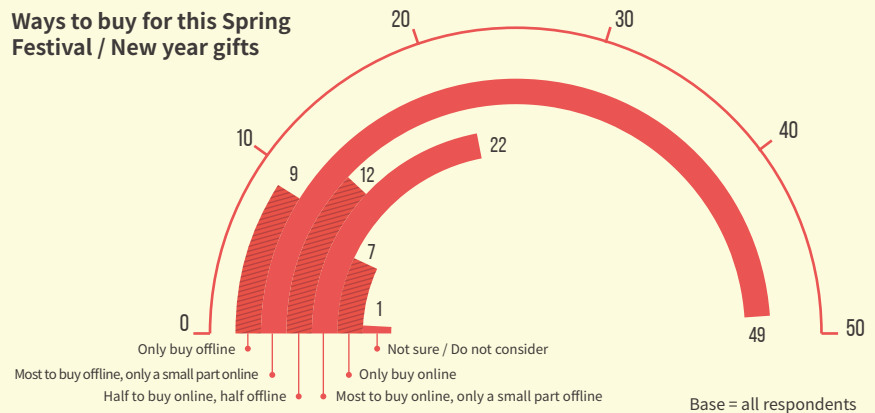
Which do you consider to buy for this Spring Festival (for personal use)



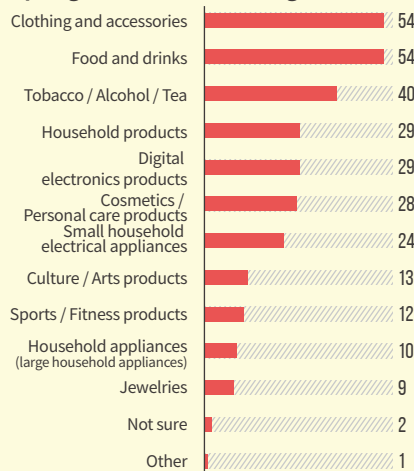
Mobile shopping for New Year / gifts has become a mainstream. The survey found that 75% of the respondents that considered shopping online would / might buy via mobile APP or mobile site.

Food / beverage (54%) and clothing / accessories (54%) are still considered the most important categories in online shopping. In food / beverage to be purchased online, candies / chocolates (62%) are the main choices, followed by biscuits / cakes (50%), dried goods (48%) and dried fruit / candied fruit (44%).

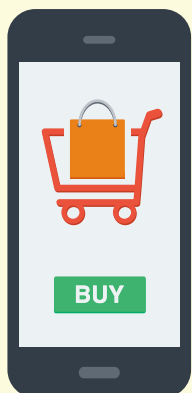
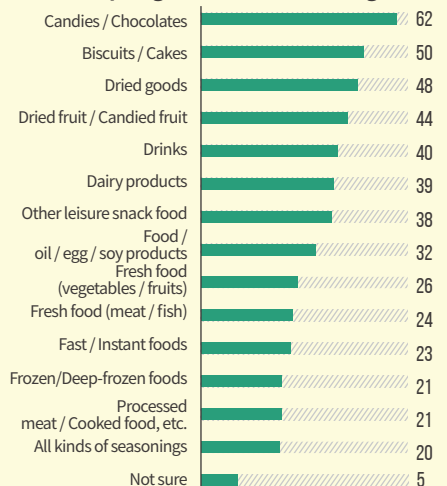
Ways to buy for this Spring Festival / New Year gifts



Which do you consider to buy for this Spring Festival / New Year gifts



Which food/beverage will you buy online for this Spring Festival / New Year gifts



Family reunion dinner

Family reunion dinner is the highlight of the Spring Festival. Which are the popular forms of family reunion dinner for the Spring Festival? Besides the traditional ones, i.e., cooking and having family reunion dinner at home (76%), or going to the hotel / restaurant to have family reunion dinner (10%), some consumers would like to try new types. As was shown in the survey, 8% of the respondents preferred to invite chef home to cook family reunion dinner, and another 6% gave primary consideration to ordering takeout.

Booking family reunion dinner via mobile phone becomes main way of dinner reservations. Of respondents considering having family reunion dinner at hotel / restaurant or ordering takeout, 54% said they would / might consider to order dinner via mobile APP or mobile site.

Which form of family reunion dinner do you probably have on this New Year's eve



76%

Have dinner cooked by myself/
family at home



8%

Order takeout



6%

Rent chef to cook at home

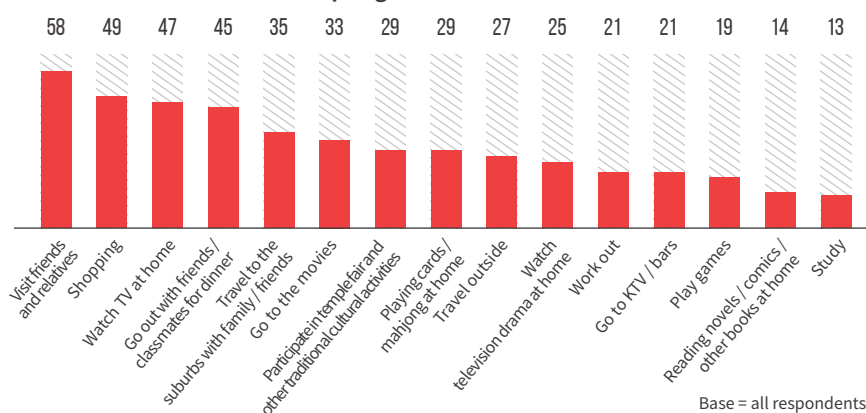


10%

Have dinner at hotel /
restaurant

Base = all respondents

Activities considered for this Spring Festival



Recreational activities during the Spring Festival

According to the survey, visiting friends and relatives (58%), shopping (49%), watching TV at home (47%) and going out with friends / classmates for dinner (45%) are major activities during the Spring Festival.

It is worth mentioning that 27% of consumers plan to travel during the Spring Festival. Of respondents with family monthly income above 20,000 yuan, nearly forty percent (38%) have the Spring Festival travel plans, significantly higher than those with lower family income.

Among respondents planning to travel during the Spring Festival, 36% consider inter-provincial tour, 15% consider outbound travel, and 9% consider travel to Hong Kong, Macao and Taiwan.

