

# consumer panel profile (1)

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### Uncategorized Variables

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3	Age age
4	Sex gender
5	Income household income (rmb)

Age age

	Total
Sample Size	810
15-19 Count Column %	75 9%
20-24 Count Column %	99 12%
25-29 Count Column %	115 14%
30-34 Count Column %	126 16%
35-39 Count Column %	114 14%
40-44 Count Column %	112 14%
45-49 Count Column %	86 11%
50-54 Count Column %	83 10%

Sex gender

	Total
Sample Size	810
Male Count Column %	320 40%
Female Count Column %	490 60%

Income household income (rmb)

	Total
Sample Size	810
4,200-4,499 Count Column %	71 9%
4,500-4,999 Count Column %	57 7%
5,000-5,499 Count Column %	94 12%
5,500-5,999 Count Column %	72 9%
6,000-7,999 Count Column %	171 21%
8,000-9,999 Count Column %	162 20%
10,000-11,999 Count Column %	75 9%
12,000--14,999 Count Column %	54 7%
above 15,000 Count Column %	54 7%