

2011 Shanghai Consumer Sentiment Report Available

Jan. 31 – DDMA, a market research firm based in Shanghai and Singapore, has just released its updated Consumer Sentiment in Shanghai report, which is compiled by data gleaned from 4 interviews given by Shanghai residents. The purpose of the update is to gauge the impact of changes in economic conditions on consumer's prospective spending in 2011. This study updates benchmark survey conducted by DDMA in early 2009.

According to DDMA Director Phillip Davis, "The new 2011 DDMA Consumer Sentiment Report puts into context the challenges of increasing consumer confidence in an environment of increased costs. Consumers clearly are feeling better about their financial situation today as well as their prospects for the future, and it is showing up in their increased willingness to spend. Their concerns are shifting toward longer-term financial security and quality of life issues. Capitalizing on current demand growth while addressing these concerns in the context of increased cost pressures for everyone presents a major opportunity and challenge for today's business managers in China."

Identifying desired objects to spend money on, as well as identifying items Shanghai residents wish to save up for, the report offers a quick snapshot of Shanghai sentiment as it stands on the cusp of Chinese New Year's Eve and how annual year bonuses are largely expected to be used. DDMA has also kindly made the report available as a complimentary download. Readers may access it on the DDMA website [here](#).

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