

恭贺新禧，吉祥如意！

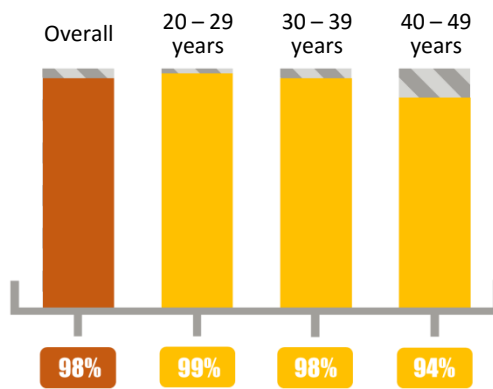
元日
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王安石

总把新年桃换旧符
千门万户曛曛日
春风送暖入屠苏
爆竹声中一岁除

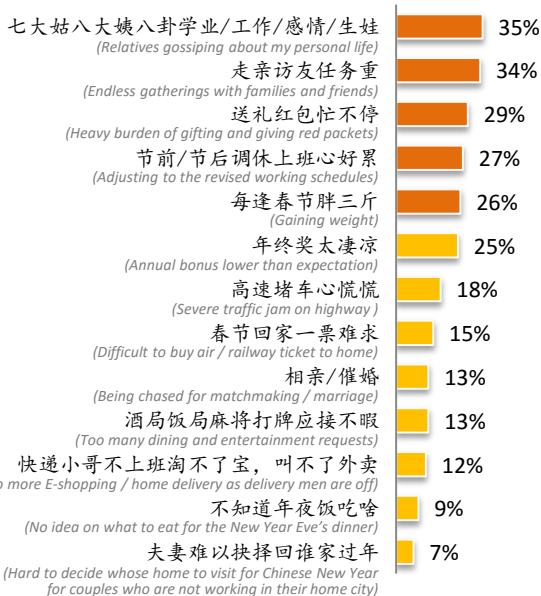
- Another Spring Festival is approaching. This is the season when Chinese people gather together, celebrate family reunion, wrapping up what has passed and preparing for a brand new year. It is also the 'biggest' occasion for Chinese during a calendar year, as Spring Festival signifies 'joy' and 'hope'.
- We at WisdomAsia would like to take this opportunity wishing everyone **good health and prosperity** for the New Year!

- In our most recent wave of WisdomBUS, instead of capturing how Chinese consumers celebrate the upcoming Spring Festival, we took a slight different approach by asking what our consumers worry about during this 'happy moment'.
- It seems nearly everyone will feel restless about at least one thing for Spring Festival, especially for those who are younger. For those above 40, though there are still things to worry about, they have shown stronger resilience with their growing wisdom.

% of those who have at least one anxiety for the upcoming Spring Festival (n=1000)



Chinese consumers' top 3 anxieties for Spring Festival (n=978)



- So what troubles them most? Seems the top 3 anxieties are closely associated with the main activity for Spring Festival – **gatherings**. 'Gossiping about personal life' (35%), 'endless gatherings' (34%), 'giving red packets' (29%) were crowned as the top 3 Spring Festival anxieties by Chinese consumers.
- If we look across age groups again, 'gossiping' troubles the youngest consumers the most. While for the older age groups, with their extended family and widened network, 'endless gatherings' and 'giving red packets' are viewed as heavier burdens.
- Apart from the above mentioned anxieties, 'gaining weight' (26%) is also a headache for many consumers – especially for young females with higher earnings, as they tend to place great emphasis on their appearance.

WisdomTalk

