Sample Attribute

Market inside-Quality Co., Ltd

Catalogue

High-quality Sample
Base Service

PART 01 Family status

PART 02 Car

PART 03 Maternal and Infant

PART 04 Make up

Family status

1. Working Status - 2. Owned Products - 3. House Property

Working Status — Industries

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Industries	Agriculture/Fishery/ Forestry/Animal Husbandry	Electricity/Water Conservancy/ Extractive Industry/Smelting	Energy Sources/Mining/ Petroleum/Chemistry/Geology	Scientific Research/ Education/Training	Government Agency/ Institutions
Proportion	1.63%	0.79%	1.09%	6.24%	7.15%
Industries	Legislation/Justice/ Accountancy/Audit	Print Media/Publishing/ Movie and Video/Art	IT/hardware and software services/ E-commerce/Internet Operation	Communication/telecommunication operation/ network device/value-added services	
Proportion	3.33%	2.40%	9.07%	2.04%	
Industries	light industry/printing industry/ packing industry	machinery/equipment/ heavy-industry/aerospace/aviation	Automobile & Components	electronic technology/semiconductor/integrated circuit/ instrument and apparatus/industrial automation	
Proportion	0.90%	1.22%	2.91%	1.34%	
Industries	construction and engineering	commerce/trade/ import and export	Bank/Finance/Security/ Insurance/Investment	Real Estate/estate management/ commercial center	Transport/Storage/ Logistics
Proportion	5.26%	2.93%	6.88%	7.17%	4.61%
Industries	Consultancy/Research	intermediary service/advertising media/ public relation/Market Promotion/convention and exhibition	healthcare	pharmacy/bioengineering/ medical equipment/instrument	
Proportion	0.58%	2.91%	3.97%	1.28%	
Industries	fast-moving consumer goods(food,beverage,makeup,garment/ textile,leather)	household/interior design/decoration/office supplies/ furniture/household appliances/crafts /toy			
Proportion	8.43%	4.64%			
Industries	entertainment/leisure/sports/tourism/hotel/ beauty culture/health care/catering	non-profit institution	military/police/fire protection/ armed police	freelance	others
Proportion	5.66%	0.36%	1.37%	3.45%	0.39%

Working Status – Current Position/Departments/Units/The size of domestic company

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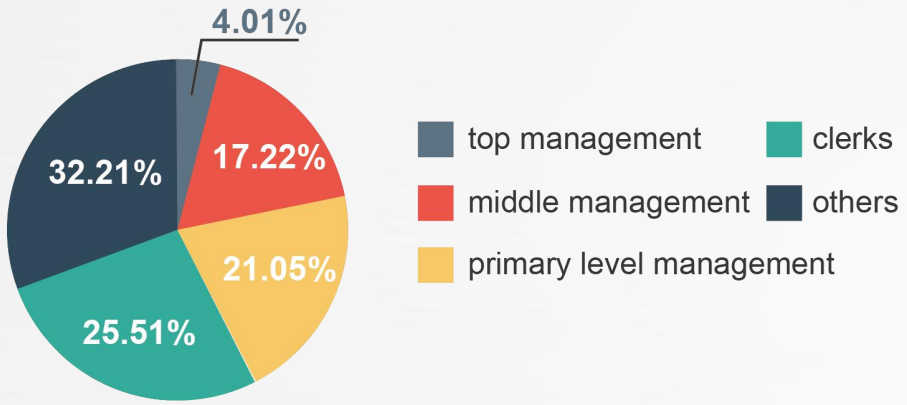
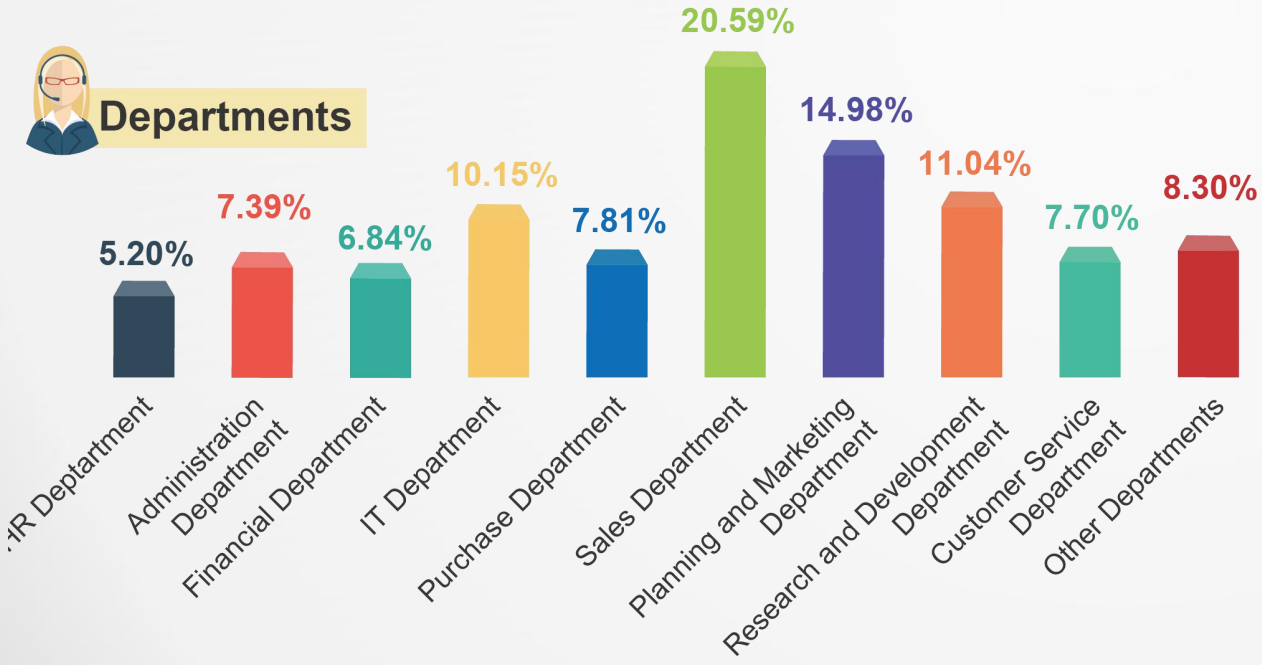
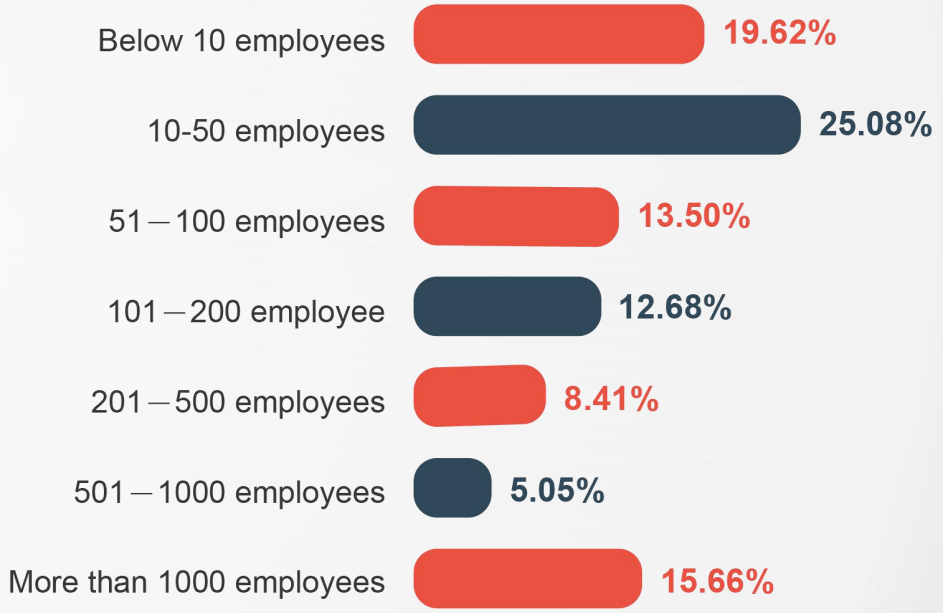
Current Position



Departments



Units/The size of domestic company



Owned Products

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Owned Products	motorcycle	car	digital camera	DSLR	refrigerator
Proportion	18.22%	27.38%	21.02%	10.32%	93.48%

Owned Products	side by side refrigerator	oven	microwave oven	air-condition	TV
Proportion	12.30%	12.57%	22.89%	92.21%	95.47%

Owned Products	home theatre	laptop	roller washing machine	dumbphone	Smart phone
Proportion	5.21%	72.56%	63.97%	24.77%	75.23%

Owned Products	printer	dish-washing machine	vacuum cleaner	air freshener	Upscale bags worth 6000-15000RMB
Proportion	16.10%	4.37%	10.23%	7.63%	6.55%

Owned Products	Upscale bags worth 15000RMB+	Upscale makeups worth 1000RMB+	Upscale watches worth 8000RMB+
Proportion	2.87%	8.26%	6.64%

Owned Products	Upscale clothes worth 5000RMB+
Proportion	4.59%

House Property — Current Residential real estate/Expected Time to Buy a New House

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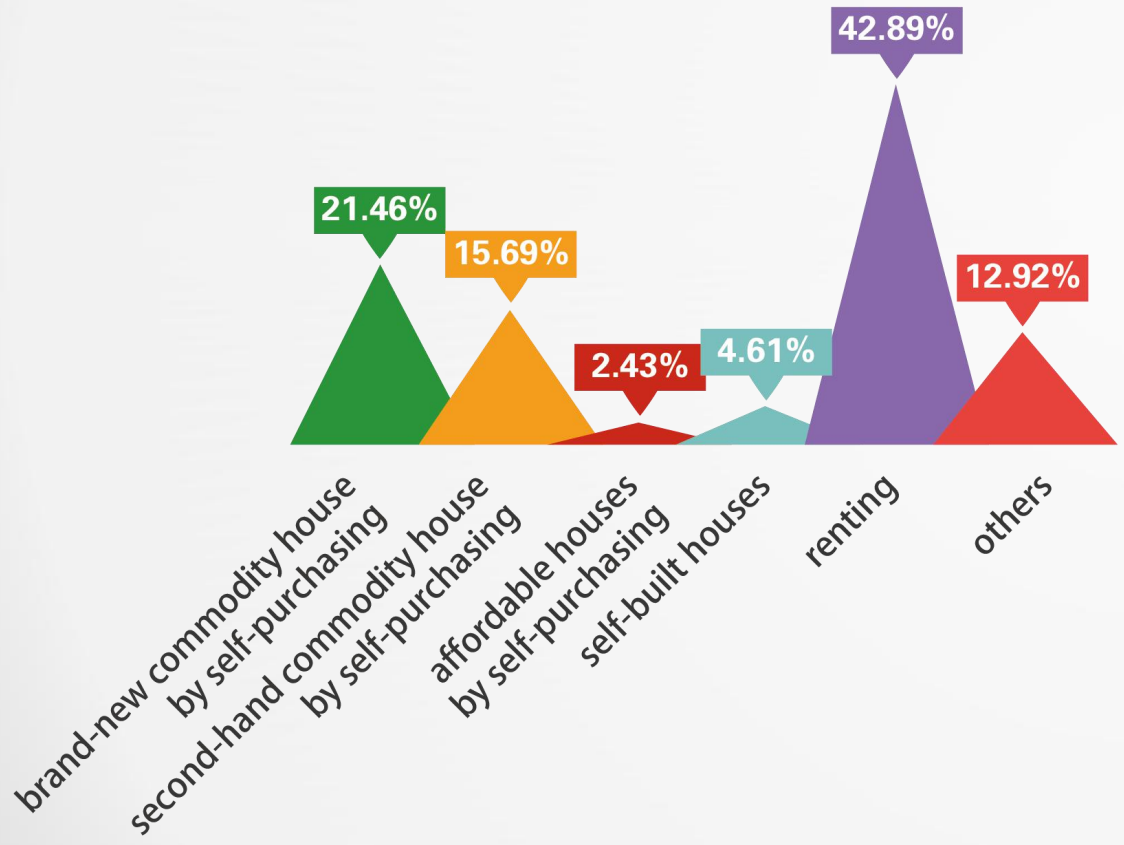
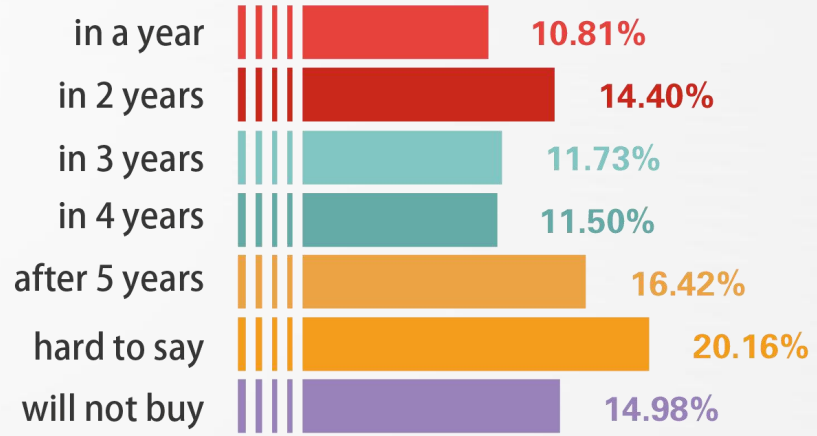
Current Residential real estate



Expected Time to Buy a New House



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Car

1.Owned Car No. - 2.Recently Purchase - 3.The Price of Purchasing Cars Recently(only cars without purchase tax) - 4.The Car Brands - 5.The Car Types - 6.Intention to Buy Cars - 7.The Car Brands Most Interested to Buy

Car – Owned Car No./Recently Purchase/The Price of Purchasing Cars Recently

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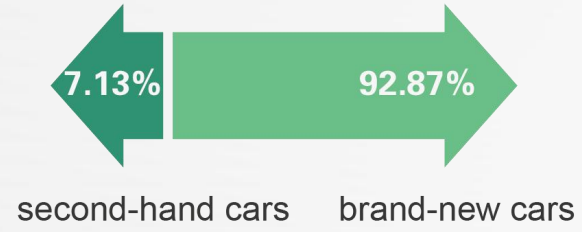
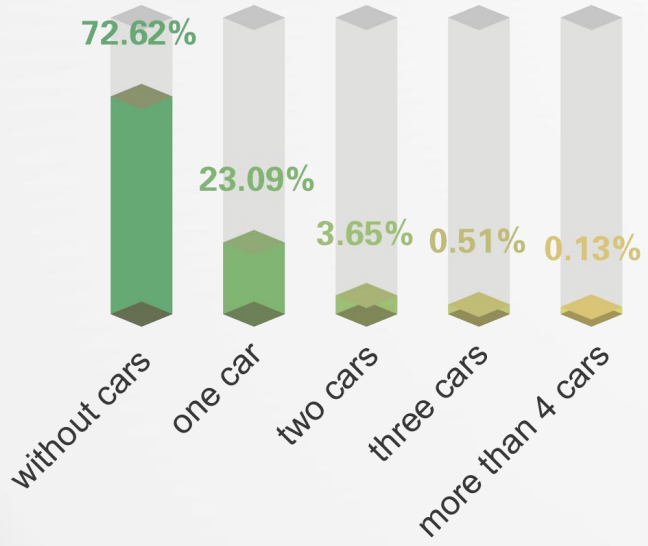
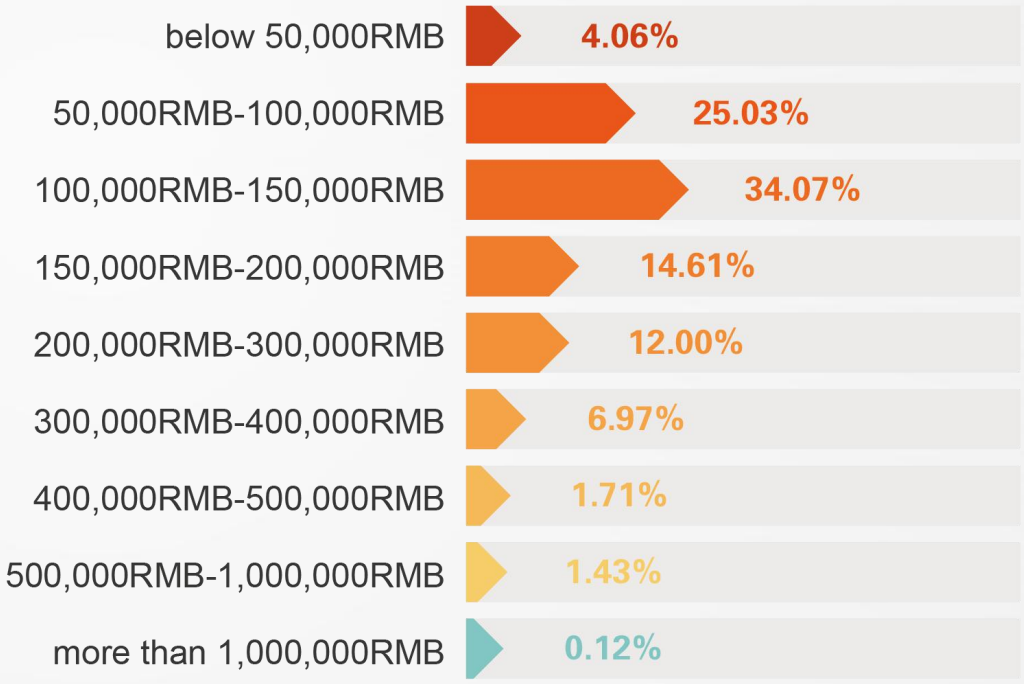
Recently Purchase



Owned Car No.



The Price of Purchasing Cars Recently (only cars without purchase tax)



Car — The Car Brands

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Products	Audi	BMW	Benz	Honda	BYD	Buick	Volkswagen
Proportion	5.12%	4.41%	2.51%	6.72%	5.52%	4.12%	23.45%
Products	Toyota	Ford	Geely	Cadillac	Mazda	Chery	Kia
Proportion	6.92%	3.21%	3.41%	1.74%	2.41%	5.22%	1.20%
Products	Nissan	Roewe	Skoda	Hyundai	Chevrolet	GWM	Peugeot
Proportion	4.61%	1.71%	1.41%	4.82%	2.62%	4.13%	1.25%
Products	Volvo	Others					
Proportion	0.98%	2.51%					

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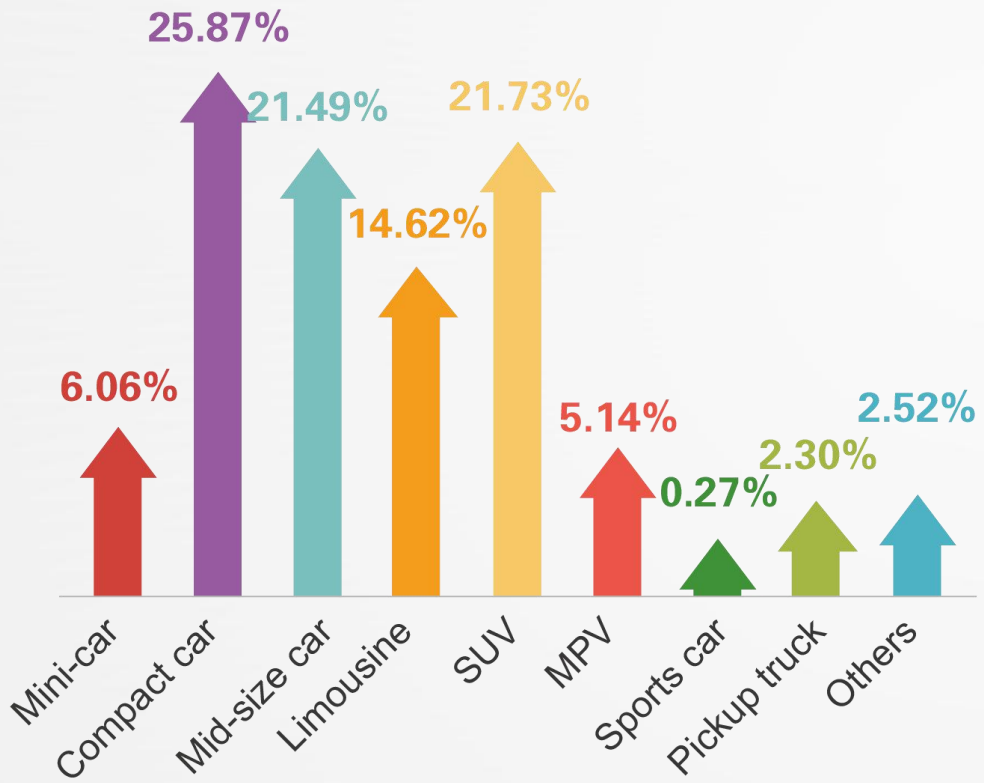
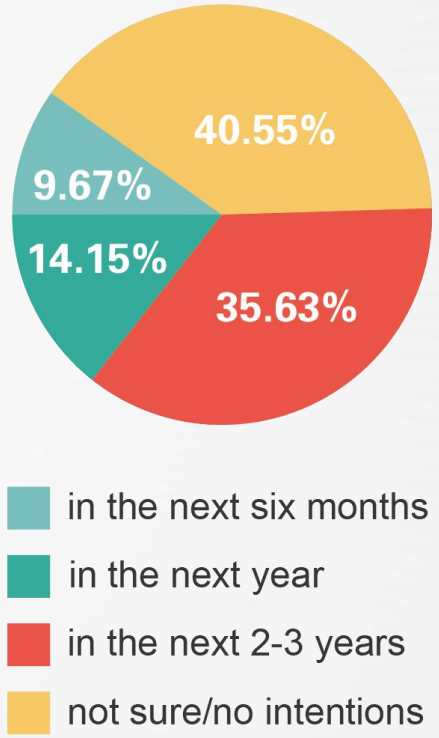
The Car Types



Intention to Buy Cars



Car — The Car Brands Most Interested to Buy

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Products	Audi	BMW	Benz	Honda	BYD	Buick	Volkswagen
Proportion	4.19%	4.49%	2.93%	6.88%	5.85%	4.12%	16.81%
Products	Toyota	Ford	Geely	Cadillac	Mazda	Chery	Kia
Proportion	6.59%	3.38%	3.44%	2.64%	2.57%	3.70%	1.15%
Products	Nissan	Roewe	Skoda	Hyundai	Chevrolet	GWM	Peugeot
Proportion	6.34%	1.79%	2.70%	7.09%	2.39%	6.44%	1.37%
Products	Volvo	Others					
Proportion	1.80%	1.34%					

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Maternal and Infant

1.Children - 2.Children's Age - 3.Main Channels to Get the Information of Maternal and Infant Products (2 options at most) - 4.Main Channels to Purchase Maternal and Infant Products (2 options at most) - 5. Infant Milk Brands - 6.Diapers' Brands

Maternal and Infant — Children/Children's Age

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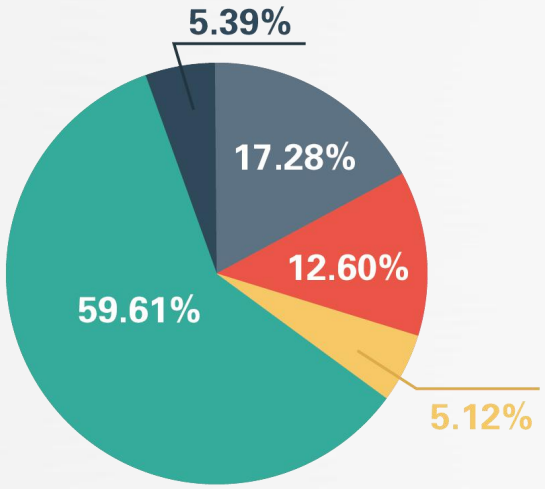
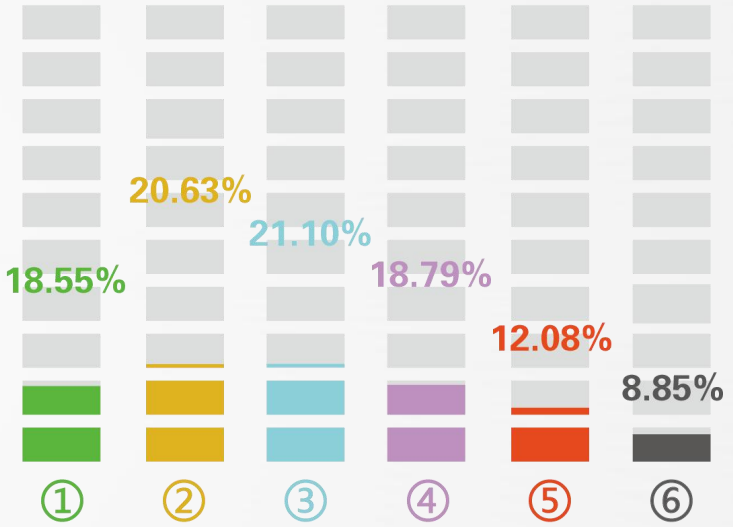
Children



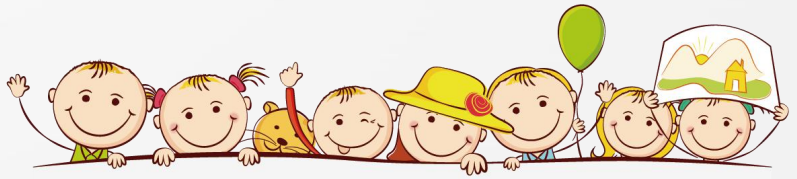
- without kids, no intention for kids recently
- without kids, intented to have kids in 1-2 years
- pregnant
- having kids less 18 yo
- having kids 18 yo+

Children's Age

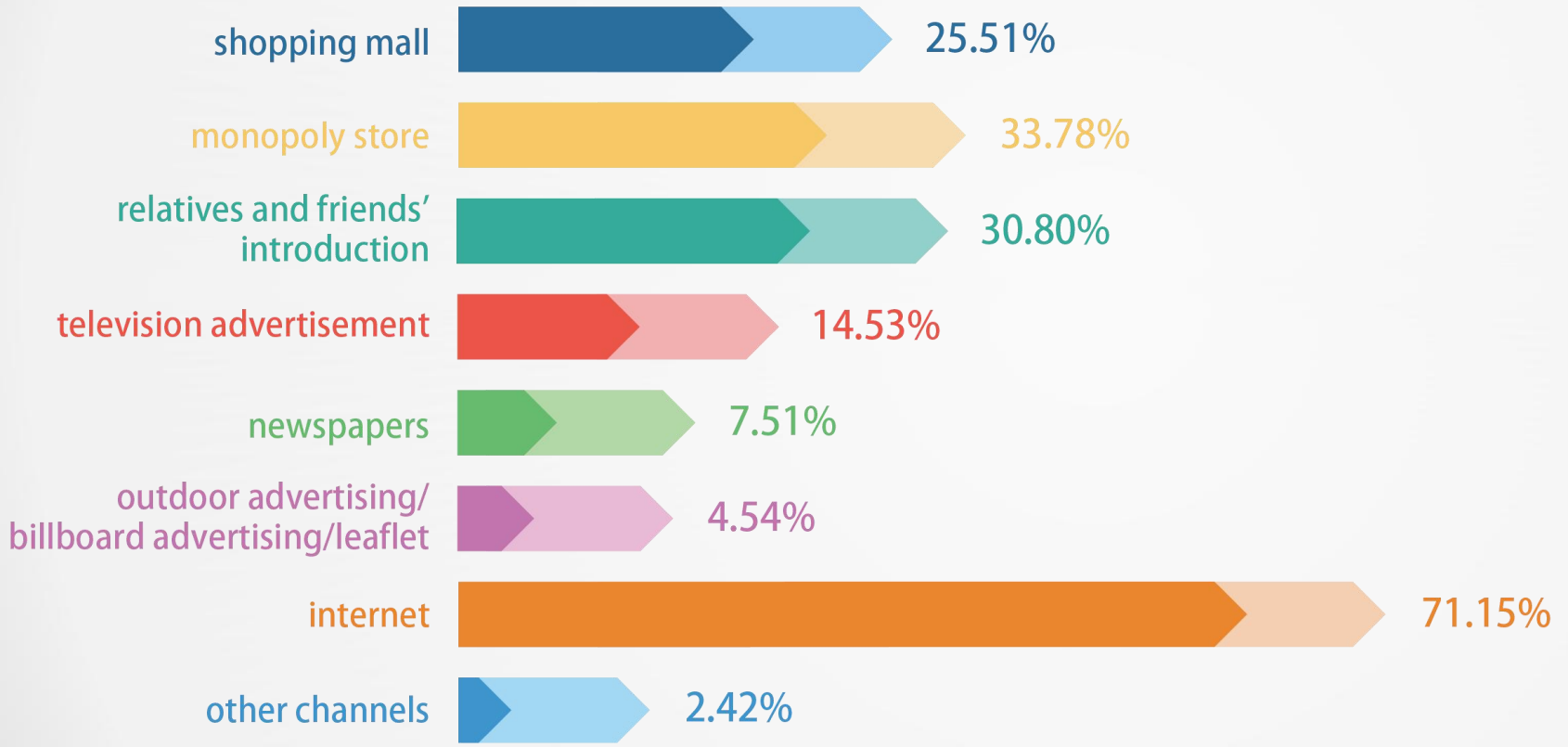


① below 1 yo ③ 3-5 yo ⑤ 8-12 yo

② 1-2 yo ④ 6-7 yo ⑥ 13-17 yo



Maternal and Infant — Main Channels to Get the Information of Maternal and Infant Products (2 options at most)



Maternal and Infant — Main Channels to Purchase Maternal and Infant Products (2 options at most)

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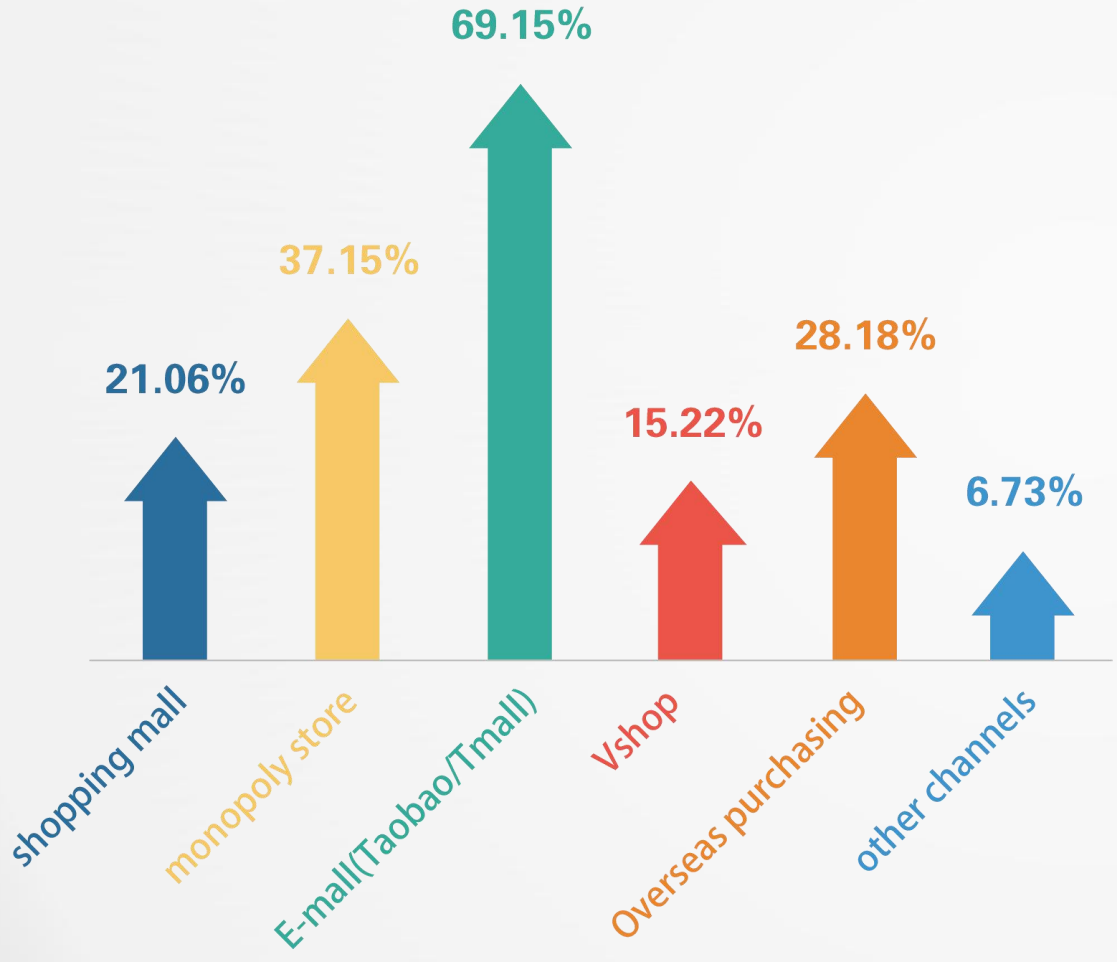

Maternal and Infant — Infant Milk Brands

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Products	贝因美	Dumex	飞鹤 FIRMUS	Wyeth 惠氏	FRISOCARE	Mead Johnson Nutritionals	Nutricia Nutrilon
	Beingmate	Dumex	ADY	Wyeth	Friso Care	Mead Johnson	Nutrilon
Proportion	4.17%	5.07%	3.55%	9.10%	4.97%	5.78%	7.19%
Products	雀巢 Nestlé	三元	完达山	Abbott Nutrition	雅士利 YASHILI	伊利	
	Nestle	SANYUAN	Wandashan	Abbott	Yashily	Erie	Others
Proportion	7.18%	2.71%	2.05%	4.57%	3.43%	5.31%	34.92%

Maternal and Infant — Diapers' Brands

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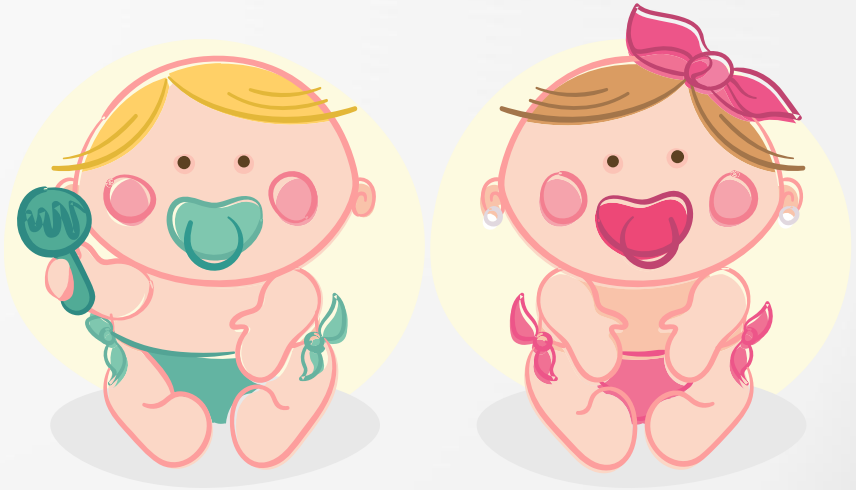
Products	ANRTLE	Pampers	GOO.N	Daddy baby	Fitti	Huggies	Kao
Proportion	4.91%	12.36%	7.19%	3.19%	4.28%	14.61%	18.15%

Products	Mamypoko	Chiaus	Unicharm	Others
Proportion	9.04%	5.21%	4.17%	16.89%



Make up

1. Which of the following products have you ever used in the past six month? – 2. Which channel do you often choose (Three alternatives at the most)? -3. Which brands have you known or heard of? – 4. Which products of the following brands have you ever bought and used in the past six month?

Make Up – Which of the following products have you ever used in the past six month?

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Skin Care

Products	Facial cleanser	Skin toner	Serum	Face cream
Proportion	97.26%	87.45%	26.19%	65.28%
Products	Eye cream	Facial mark	Eye mask	Exfoliators
Proportion	41.31%	95.88%	35.16%	27.10%
Products	Sunscreen cream	Make-up base		
Proportion	89.98%	67.15%		

Cosmetics

Products	Make-up:removers	Foundations: BB/CC cream/liquid foundation
Proportion	74.26%	47.34%
Products	Eye make-up: eyebrow pencil/eyeliner/ Mascara	Buccal make-up: blusher
Proportion	62.89%	24.51%
Products	Labial make-up: lipstick, nail polish	
Proportion	85.26%	

Make Up – Which channel do you often choose (Three alternatives at the most)?

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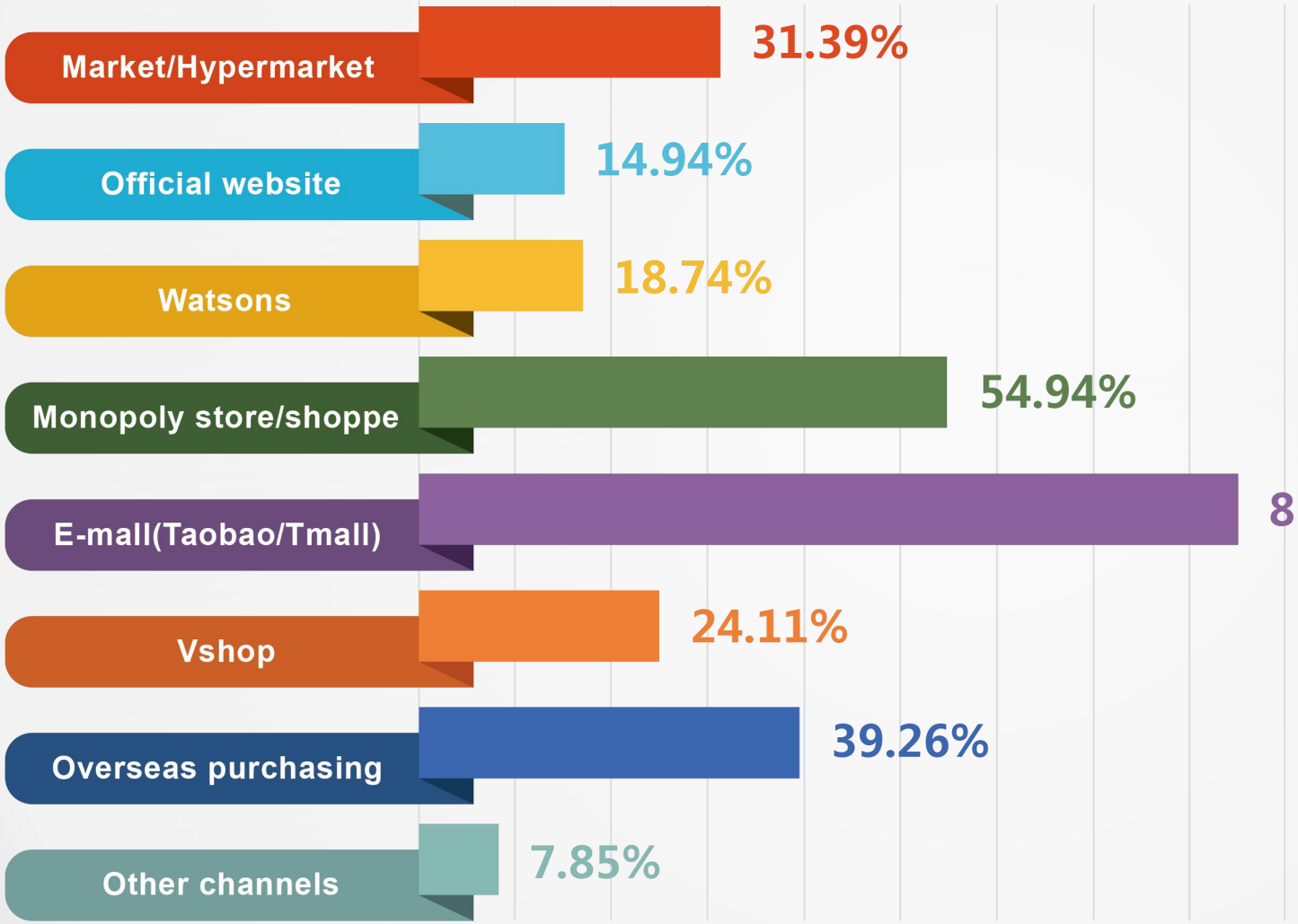

Make Up — Which brands have you known or heard of?

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Products	BOSS	SK-II	Zotos Accent	Pechoin	Herborist	Biotherm	Danz
Proportion	42.60%	49.72%	43.75%	75.59%	71.81%	57.74%	68.42%
Products	Dior	Kans	Hanhoo	Carslan	lancome	Laneige	Maybelline
Proportion	87.92%	63.68%	56.39%	68.48%	88.03%	40.39%	80.10%
Products	Loreal	Clinique	Wetcode	Cetaphil	Inoherb	Sulwhasoo	Estee Lauder
Proportion	89.88%	71.97%	61.83%	26.82%	73.50%	39.88%	89.01%
Products	Avene	Olay	Innisfree	Shiseido	Chando		
Proportion	64.08%	93.75%	56.78%	62.58%	57.77%		

Make Up – Which products of the following brands have you ever bought and used in the past six month?

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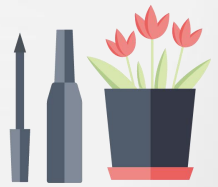
Products	BOSS	SK-II	Zotos Accent	Pechoin	Herborist	Biotherm	Danz
Proportion	12.56%	14.24%	13.19%	21.23%	17.15%	15.77%	17.79%
Products	Dior	Kans	Hanhoo	Carslan	lancome	Laneige	Maybelline
Proportion	10.90%	18.43%	15.49%	17.84%	11.48%	12.08%	17.28%
Products	Loreal	Clinique	Wetcode	Cetaphil	Inoherb	Sulwhasoo	Estee Lauder
Proportion	19.47%	16.40%	17.60%	2.26%	18.78%	7.13%	19.20%
Products	Avene	Olay	Innisfree	Shiseido	Chando	Others	
Proportion	11.74%	19.30%	12.92%	17.29%	15.85%	32.95%	

Thanks

More about MDQ, please contact :

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