



Top 5 Major Purchase Plans

18-34 Year Olds vs. 35-54 Year Olds

- Mobile Device and Vacation Travel nearly tie for the top of the list of big ticket purchase plans among Chinese consumers 18-34, with computers coming in a close third.
- Vacation travel, however, is the clear winner among 35-54 year olds indicating that an upcoming trip is a priority for them.



18-34

1 Mobile Device
33.7%

2 Vacation Travel
33.6%

3 Computer
32.3%

4 Jewelry/Watch
22.4%

5 Home Appliances
21.6%



35-54

1 Vacation Travel
43.6%

2 Mobile Device
30.8%

3 Computer
27.3%

4 Home Appliances
21.1%

5 TV
18.5%

Question: Do you plan to make any of the following major purchases within the next 6 months?

Source: ProsperChina™ Q2-2015 Quarterly Survey

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