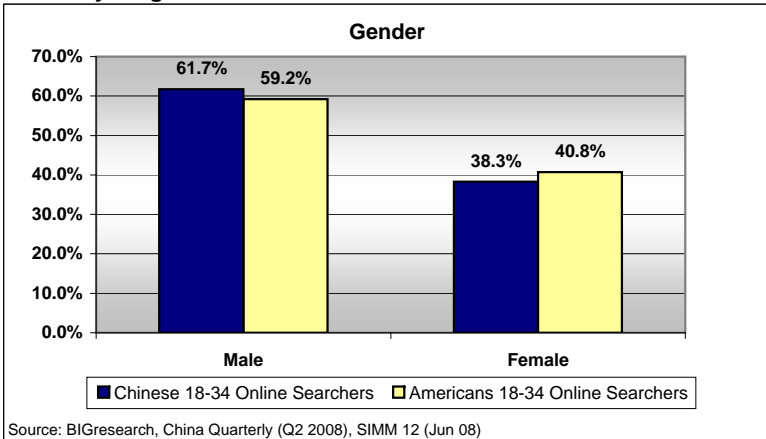


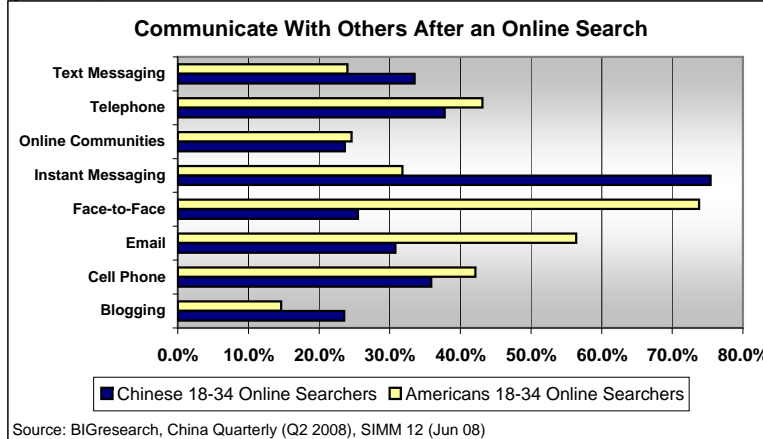


Source: BIGresearch, China Quarterly (Q2 2008), SIMM 12 (Jun 08)
Chinese 18-34 Online Searchers v. Americans 18-34 Online Searchers
 (Those who regularly research products online before purchasing in a store)

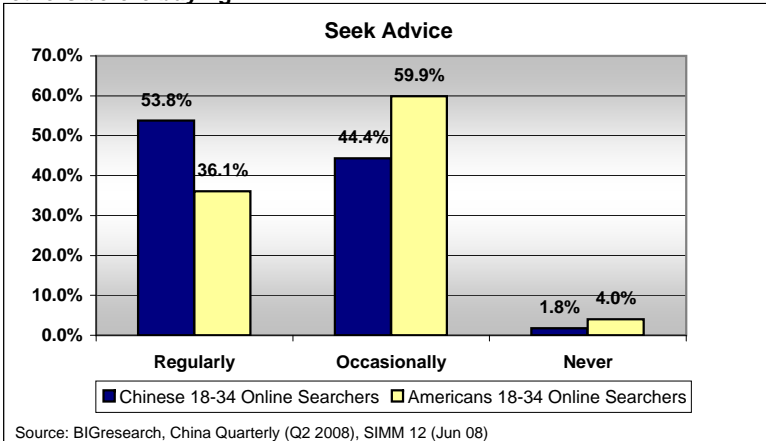
What is your gender?



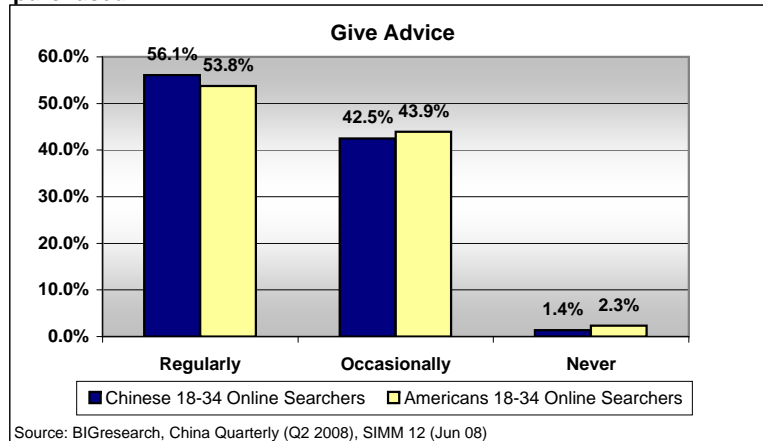
After searching, how do you communicate with others about a service, product, or brand?



When you purchase products or services, do you seek advice from others before buying?



Do you give advice to others about products or services you have purchased?



Source: BIGresearch

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