



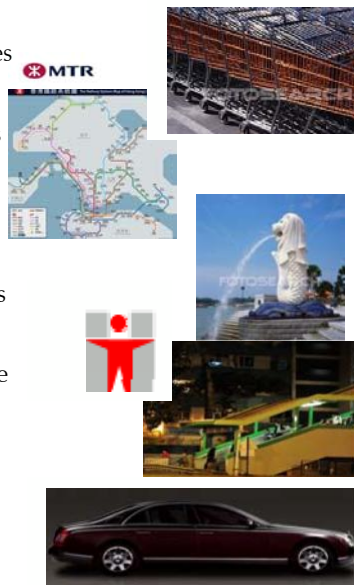
No mistake about it – economies all over the world are experiencing challenging times, and perhaps the situation could persist for some time to come.

No matter where you were during the past few months for the holiday season - at home in Hong Kong or abroad, you might have felt the impact. Unemployment rates soar in most economies globally, consumers everywhere are more conservative in spending, and businesses worldwide across all industries are suffering.

At MVA Hong Kong, we realize that our clients are affected – research and survey budgets may be curtailed but the need for timely market feedback from consumers and the ensuing tactical marketing plans to reach out to them still exist. To this end, we at MVA are working closely with our clients and in the process adapting our products and services to provide more intensive and timely tactical support to our clients in the face of the changing and evolving market landscape.

Highlights of some of our major efforts in Quarters I-II, 2009:

- MVA Market Pulse™: Impact of the recession on household grocery shopping behaviors; changing attitudes and behaviors in investment and gaming
- Research on events preferences and packaging potentials for a major tourist attraction in Hong Kong
- Simulation model study for a major Singapore tourist attraction
- Formative evaluations of advertising and communications for the Department of Health
- Market potential assessment for luxury automobiles in the PRD region
- Domestic and cross-boundary rail transport riders’ travel characteristics study
- Survey on attitudes towards footbridge illuminations



- Profiling research on travelers for a major airport in the PRD region
- Social research on characterizing the pattern and assessing the size of the problem, of unintentional injuries in Hong Kong community
- Survey on public awareness of food safety in Hong Kong
- Residential and business (various industries) energy consumption survey, and demand forecast modeling
- Public housing residents' opinion surveys
- Survey on performance of public housing contractors' services



Market Pulse™

Keeping the pulses of the ever-changing marketplace and society
Bridging the knowledge gap - Seeing the reality

Sacrificing convenience for better bargains

Respondents from a recent MVA Market Pulse™ survey have expressed concerns over the deteriorating economic situations. Almost 20% of those who regularly shop at convenience stores have explicitly declared that they have already started reducing their patronage frequency and/or spending at two leading local convenience stores - either 7-11 or Circle K. Besides, another 20% of them are planning to do so as the global recession is showing no signs of receding. Patronage of supermarkets for daily grocery, particularly the bargain 'no-frill' brands, is expected to increase.

Source: Market Pulse 2008	7-11	Circle K
Reduced frequency	17.6%	18.3%
Reduced spending	18.2%	17.2%
Planning to reduce frequency	18.2%	19.4%
Planning to reduce spending	20.1%	18.2%

The survey also reveals that patronage of supermarkets has some level of affinity with particular demographic and social groups. Of the top 2 supermarket chains, one is seen to be more popular among the lower household income group in public housing whereas the other appears to attract more mid-high household income group from private and subsidized housing.

Next issue of Market Pulse™ –

Impact of the financial tsunami on investment attitudes and gaming behaviors

QuickBus™ 2009

MVA's omnibus services continue to accept booking NOW! No matter you are looking for a year-round commitment (12 months), or a quarterly or bi-monthly dip-stick study, or even ad hoc surveys, our 2009 schedule allows you flexibility on the one hand, and timely results on the other. Check out our 2009 Annual Schedule on web at <http://bmsr.mva.com.hk>

For details of the Market Pulse™ findings and our other services, please contact any of our Research Director:

MVA Hong Kong Limited – Business, Market and Social Research
Web: <http://bmsr.mva.com.hk>

Mr. Wayne YEH at (852) 2864-6390