

## Wonder how to get inside the heads of Chinese B2B buyers? Now you can! Introducing... the Charney Research *China B2B Omnibus Survey*.



Have you ever wished for a simple way to learn or track the views of Chinese companies regarding your firm and its products and services? Have you been stunned by the costs of custom studies in China?

While there are consumer surveys of China (of widely varying reliability), there has been no broad-ranging omnibus survey of Chinese business – until now.

### What we offer

Now there's a solution: the Charney Research *China B2B Omnibus Survey*, produced quarterly beginning in Q3 2015. You'll get national coverage, free business demographics, quarter-to-quarter tracking opportunities – and a great price!

Our *China B2B Omni* will cover 2,000 firms from Shanghai to Xinjiang, including every one of mainland China's 22 provinces, 5 autonomous regions, and 4 province-level cities. Companies are also drawn from every sector (manufacturing, retail, services, transportation, real estate and construction, farming, and mining) and 29 sub-sectors between them. (See full list on reverse.)

The sampling for the online survey will mirror that of Charney's studies for the *China Beige Book*<sup>™</sup>, now in its fourth year. They are the gold standard for business surveys in the Middle Kingdom, regularly cited by the *Wall Street Journal*, *New York Times*, *Reuters*, *Bloomberg News*, *Quartz*, and other top business news media. Rana Foroohar, *Time*'s economics editor, calls it "[an important resource for China watchers](#)." *The New Yorker* calls it "[an insider's guide to the Chinese economy](#)." For an example of the insights it provides, see [this piece we did on the explosive growth of e-commerce in China](#) for the *Huffington Post*.



### Timeline and costs

The survey will field in the second month of every quarter (August, November, February, and May), with results early the following month. Deadline for commitments will be the 25<sup>th</sup> of the first month of the quarter (eg July 25, etc).

Cost will be \$1,000 per question without analysis, and \$1,500 per question with analysis, minimum 5 questions.

### Who we are

Charney Research is a New York survey research firm specializing in research in emerging and global markets. We've been around 18 years and worked in 46 countries all over the map, in Asia, the Middle East, Europe, and Latin America (along with the US). They have ranged from the first poll ever taken in Afghanistan to a 15-nation study of the fish farming industry in developing and developed markets. Our clients have included Alcoa, Samsung, Skype, Draft FCB, Diageo, Monsanto, and other leading firms. Since we are the emerging market experts, our clients know they can count on us for research worldwide, more accurate results, and fewer headaches.

For more info, contact **Jeff Klonoski, Marketing Director**: [jeffrey@charneyresearch.com](mailto:jeffrey@charneyresearch.com).

---

*"Charney can field solid market research anywhere in the world, including notoriously difficult to research countries like China" – Randy Ringer, President, Verse Group.*

---

**Free business demographic data:** region, city tier, sector, subsector, region, firm size, ownership (state, local private, foreign), use of loan and bond markets, listed on stock exchange, investment trend, online sales (retailers only).

**Deliverables:** frequencies, cross tabs (20 banner points) and data set. Additional banners available for a fee.

### Industry coverage

<b>Manufacturing</b>	Automotive, Textile, IT & Consumer, Food processing, Chemical Production & Processing, Machinery & Capital, Metals
<b>Retail</b>	Automotive, Furniture & Appliance, Food, Apparel, Luxury goods
<b>Services</b>	Private healthcare, Business services, Telecommunication/IT firm, Chain restaurant, Media
<b>Transportation</b>	Shipping trucking & freight forwarding, Travel agency
<b>Real Estate &amp; Construction</b>	Real estate and construction, Real estate – Residential, Construction – Residential, Construction – Commercial, Construction – Transportation
<b>Agriculture</b>	Farming
<b>Finance</b>	Finance, Shadow finance, Credit
<b>Mining</b>	Coal, Iron Ore, Ferroalloy, Nonferrous metals

### Regions

<p><b>Region 1: Shanghai</b> <i>Shanghai, Jiangsu, Zhejiang</i></p> 	<p><b>Region 2: Guangdong</b> <i>Guangdong, Fujian</i></p> 	<p><b>Region 3: Beijing</b> <i>Beijing, Tianjin, Shandong, Hebei</i></p> 	<p><b>Region 4: Northeast</b> <i>Heilongjiang, Jilin, Liaoning</i></p> 
<p><b>Region 5: Central</b> <i>Hubei, Henan, Chongqing, Sichuan, Anhui, Jiangxi</i></p> 	<p><b>Region 6: North</b> <i>Shaanxi, Shanxi, Inner Mongolia, Ningxia</i></p> 	<p><b>Region 7: Southwest</b> <i>Guizhou, Guangxi, Yunnan, Hainan, Hunan</i></p> 	<p><b>Region 8: West</b> <i>Xinjiang, Tibet, Gansu, Qinghai</i></p> 