

SECTION E: ASSESSMENT ON KEY DEMOGRAPHIC DATA

The following are the key demographic analysis from the data gathered for the research.

Respondent Profile

Description	Percentage and Remarks
Age	87.7% of the age group are in the range of 24 to 44 years old.
Gender	33% male and 67% female
Ethnic Group	51% Malays 42% Chinese 7% Indians and Others
Education	65% of respondent with a Degree and above.
Working Status	93% with full time employment. 3.4% full time education.
Industry/Employer	40% from Finance & Banking
Background	23% from Manufacturing background.
Job Title / Position	16% Manager Grade/Managerial Position 52% are Executives/Officers 18% hold clerical position

Comments on Respondent Profile

Generally, this is deemed to be a good profile for shoppers. The age group indicates that this group represents an active segment of shoppers. About 67% of the sample is female shoppers. This percentage also augurs well for this survey, it is to be noted that monthly purchase of provisions and child care needs are mostly taken care by mothers

The percentage under ethnic group more or less resembles the racial composition, although the Malay respondents, if, it was higher with a corresponding reduction in the Chinese respondents would make this survey more in line with the overall racial composition.

A massive 93% of the respondents are working adults who are again considered active shoppers with good spending power.

However, the concentration of the respondents are from banking, Finance and Manufacturing, which may not be a good indicator for the general shoppers profile.