

目录 CONTENTS

全国	NATIONAL	
人口与经济状况	POPULATION AND ECONOMIC DATA	1-3
广告花费	ADVERTISING EXPENDITURE	4-6
消费者行为研究	CONSUMPTION BEHAVIOR RESEARCH	7-11
北京	BEIJING	
人口与经济状况	POPULATION AND ECONOMIC DATA	12-12
广告花费	ADVERTISING EXPENDITURE	13-15
消费者行为研究	CONSUMPTION BEHAVIOR RESEARCH	16-18
上海	SHANGHAI	
人口与经济状况	POPULATION AND ECONOMIC DATA	19-19
广告花费	ADVERTISING EXPENDITURE	20-22
消费者行为研究	CONSUMPTION BEHAVIOR RESEARCH	23-25
广州	GUANGZHOU	
人口与经济状况	POPULATION AND ECONOMIC DATA	26-26
广告花费	ADVERTISING EXPENDITURE	27-29
消费者行为研究	CONSUMPTION BEHAVIOR RESEARCH	30-32
成都	CHENGDU	
人口与经济状况	POPULATION AND ECONOMIC DATA	33-33
广告花费	ADVERTISING EXPENDITURE	34-35
消费者行为研究	CONSUMPTION BEHAVIOR RESEARCH	36-38
沈阳	SHENYANG	
人口与经济状况	POPULATION AND ECONOMIC DATA	39-39
广告花费	ADVERTISING EXPENDITURE	40-41
消费者行为研究	CONSUMPTION BEHAVIOR RESEARCH	42-44
大连	DALIAN	
人口与经济状况	POPULATION AND ECONOMIC DATA	45-45
广告花费	ADVERTISING EXPENDITURE	46-47
消费者行为研究	CONSUMPTION BEHAVIOR RESEARCH	48-50
西安	XI'AN	
人口与经济状况	POPULATION AND ECONOMIC DATA	51-51
广告花费	ADVERTISING EXPENDITURE	52-54
消费者行为研究	CONSUMPTION BEHAVIOR RESEARCH	55-57
天津	TIANJIN	
人口与经济状况	POPULATION AND ECONOMIC DATA	58-58
广告花费	ADVERTISING EXPENDITURE	59-60
消费者行为研究	CONSUMPTION BEHAVIOR RESEARCH	61-63