
(urban focus groups, 13.8.13)

Statement of Purpose and Confidentiality:

Economic Change and Social Issues in China

Dear Sir/Madam:

In order to better understand China's social and economic development and changes, and to provide policy-makers and society with better information, we are currently carrying out a programme on "Economic Change and Social Issues." This is an academic research programme planned and led by the Horizon Research Consultancy Group, aimed at understanding by means of focus group discussions people's attitudes towards issues of life quality and related social issues in order to provide policy-makers and academic researchers with scientific data.

The "Economic Change and Social Issues" programme will hold in 12 Focus groups in different cities across the country, and all discussion participants have been selected by scientific procedures. This research is of a completely voluntary nature, and we will only start the discussion after we have obtained your agreement.

The discussion will involve 8 participants, and will take approximately 90-120 minutes. During the discussion, in order to better record the participants' views and suggestions, we will, with your agreement, record the discussion in audio format. The content of the discussion will be transcribed, but the real names and identities of the participants will be omitted, and instead transcribed using pseudonyms.

During the discussion, some questions may be asked in a form with which you are unfamiliar; we hope you will be patient; if you are uncomfortable about answering a particular question, you can skip it.

We guarantee absolutely that Horizon strictly adheres to the related laws of the People's Republic of China and industry standard. Any information you provide for our research will be treated as strictly confidential.

We hope for your help and cooperation, as your views and opinions are extremely important to this research. Thank you very much for your support and cooperation!

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