

Audience: 1,000+ Consumers in China (sample skews urban, ie mostly Tier 1 and Tier 2 Cities)

KEY TAKEAWAYS:

WEIBO NOTES

- Weibo continues to be very popular with consumers, though the percentage who say they use it is unchanged q/q. Younger respondents are considerably more likely to be users compared to those who are 35+.
- Frequency of visits is also very strong, with 65.1% saying they visited the day they took our survey.
- An increasing percentage of Weibo users also use Wechat and Tencent QQ. A declining percentage also use Toudou.

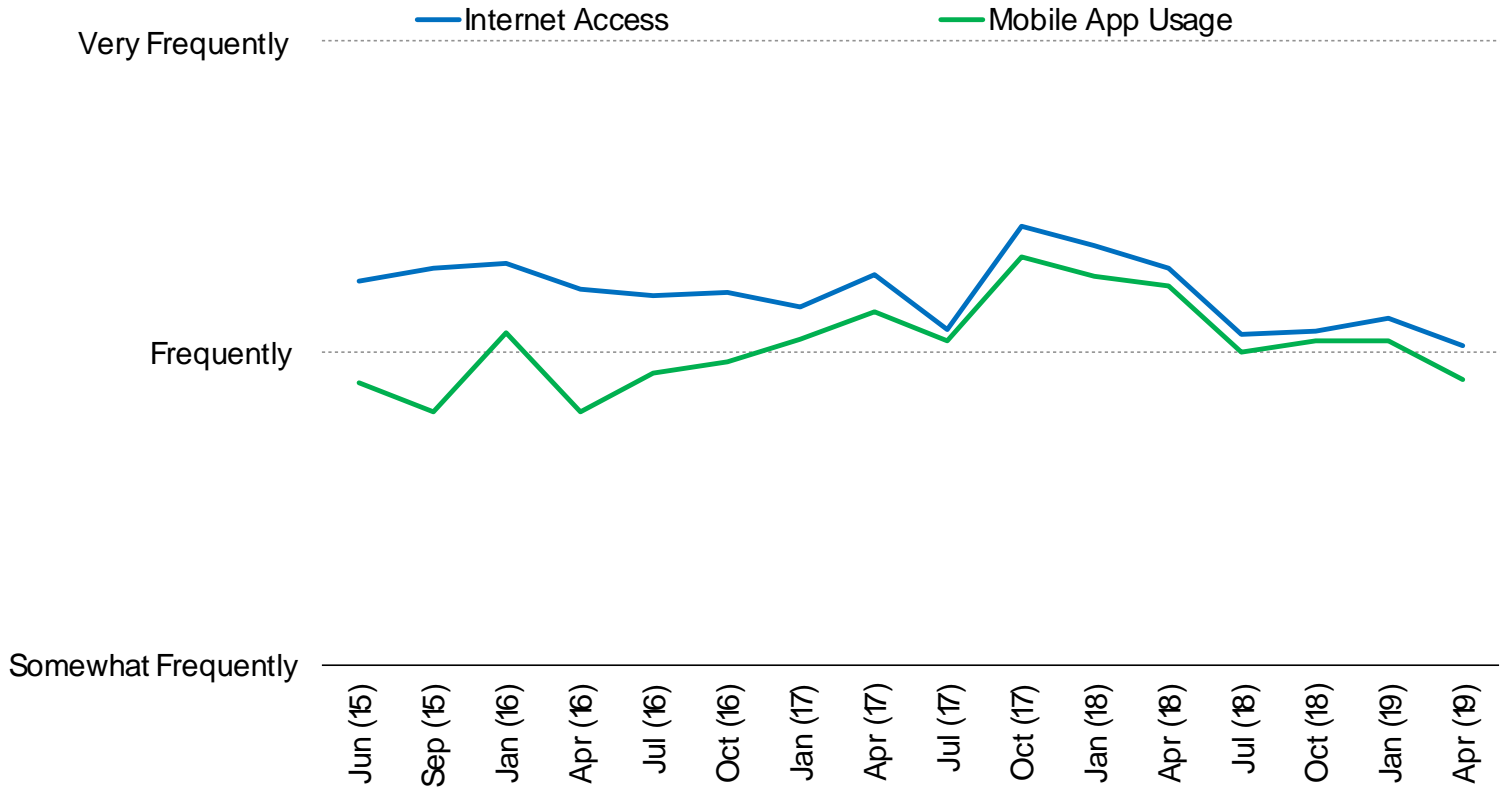
China: Weibo Survey

TRACKER DATA

China: Weibo Survey

HOW OFTEN DO YOU ACCESS THE INTERNET / USE MOBILE DEVICES?

Posed to all respondents.



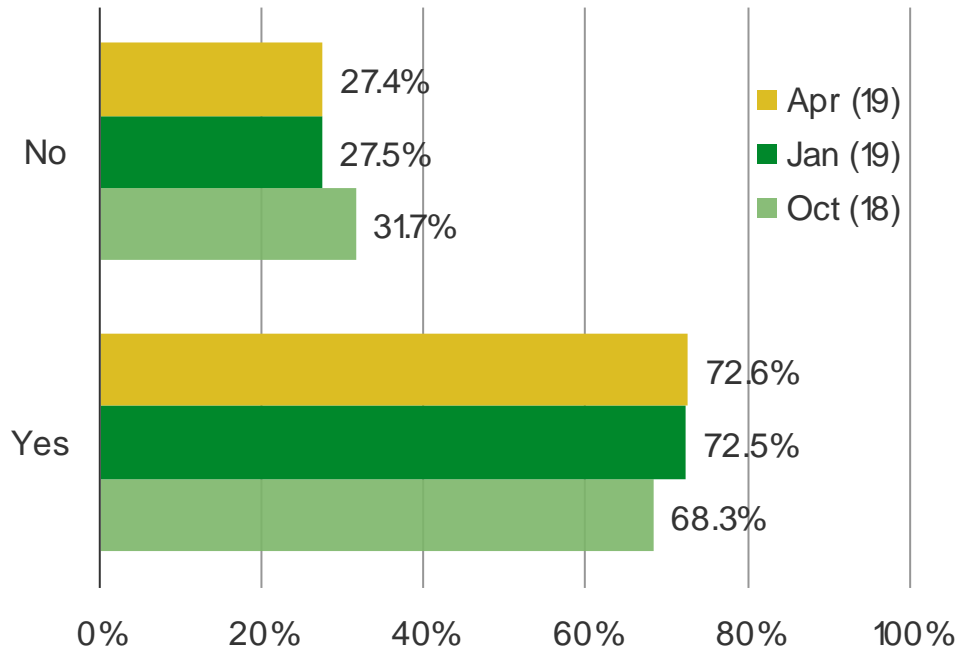
China: Weibo Survey

DEEP-DIVE ON WEIBO

China: Weibo Survey

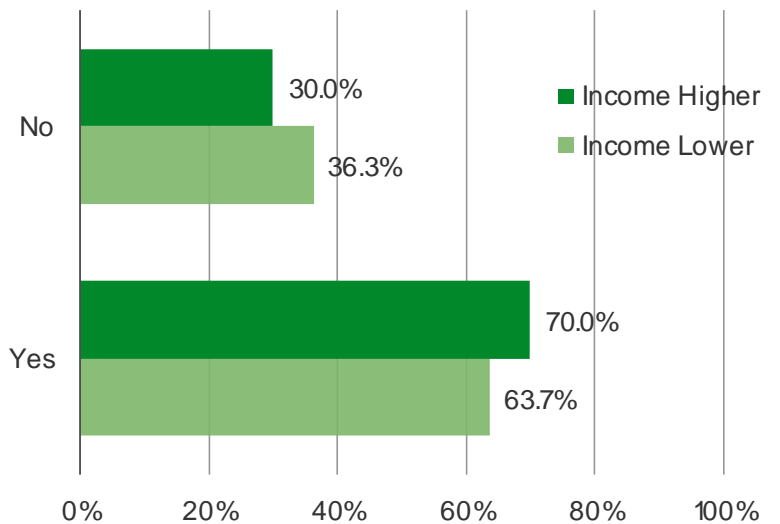
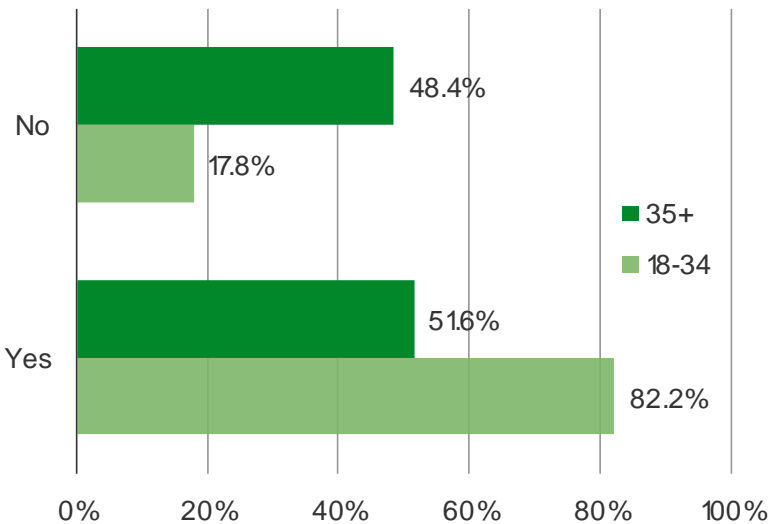
DO YOU USE WEIBO?

Posed to all respondents.



CROSS-TAB: AGE CROSS-TAB: INCOME

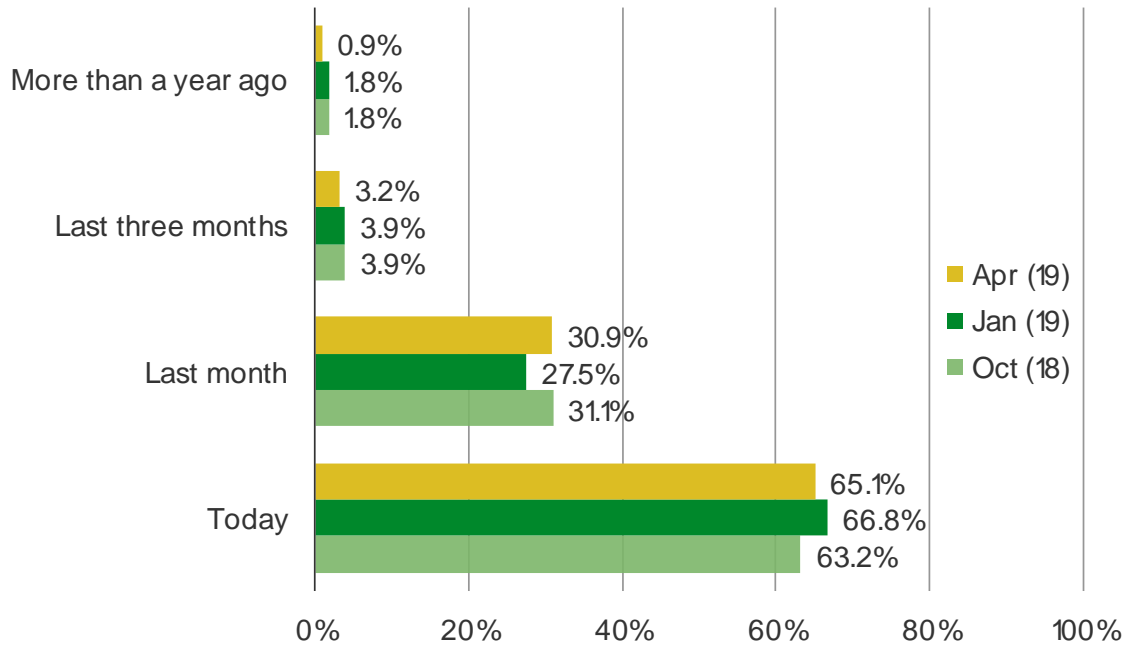
From Apr (19)



China: Weibo Survey

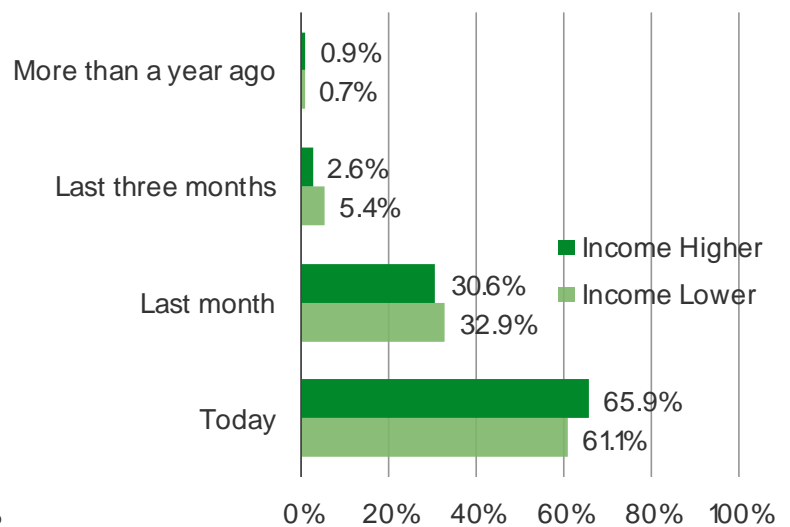
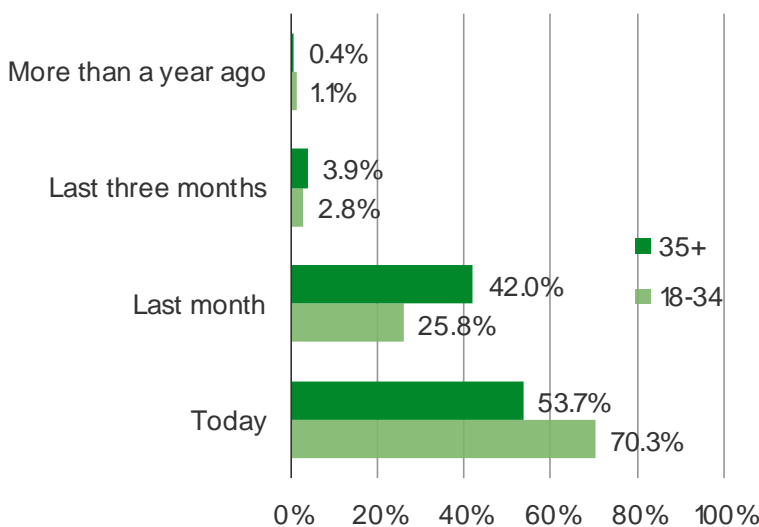
WHEN WAS THE LAST TIME YOU USED WEIBO?

Posed to respondents who use Weibo.



CROSS-TAB: AGE CROSS-TAB: INCOME

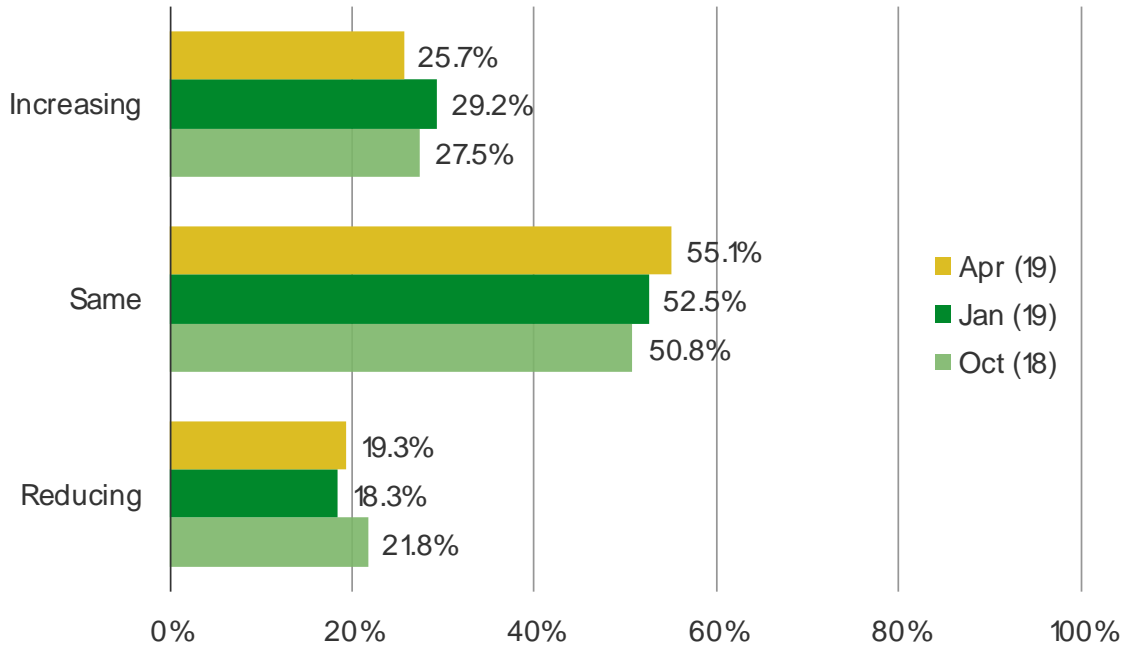
From Apr (19)



China: Weibo Survey

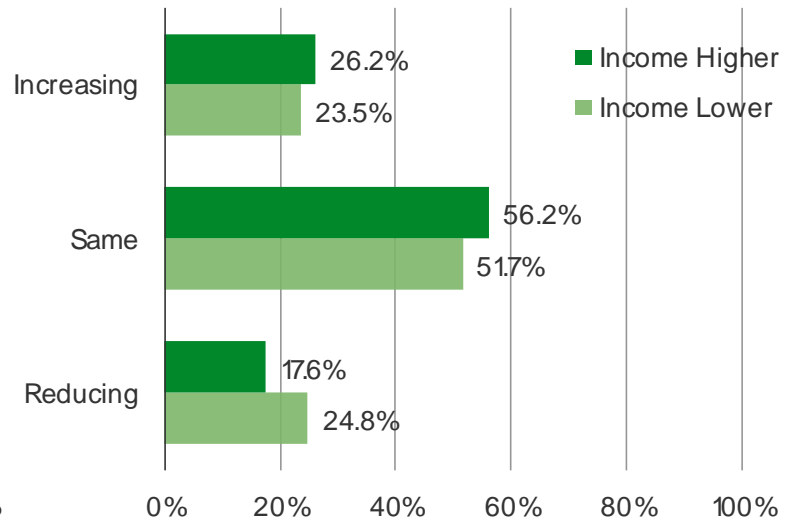
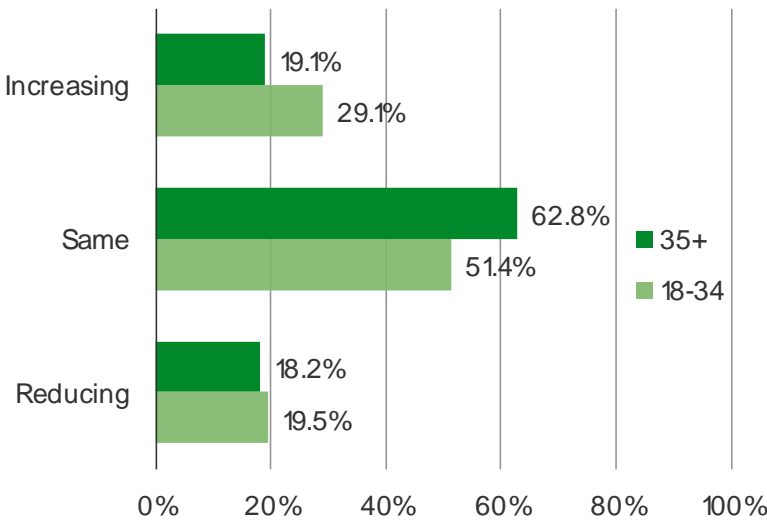
HAVE YOU CHANGED HOW OFTEN YOU USED WEIBO RECENTLY?

Posed to respondents who use Weibo.



CROSS-TAB: AGE CROSS-TAB: INCOME

From Apr (19)



China: Weibo Survey

OTHER THAN WEIBO, WHAT SOCIAL MEDIA SITES OR APPS DO YOU USE?

Posed to respondents who use Weibo.

