



CHECK BREAKDOWN: CHINA AFTER SCHOOL EDUCATION CLASSES

TREND CHECKS

PARTICIPATION

Over 50% of respondents report having enrolled either themselves or their children in after-school tutoring classes online in the past 12 months.

PLATFORM USAGE

A plurality of those who have enrolled have used TFD Live Class, followed by ZYB Live Class and EDU Online. 15.8% have used Gaotu and only 7.0% have used GSX.

PLATFORM DISCOVERY

GSX users were most likely to have found out about it either from WeChat or from the school their children attend. Gaotu users were most likely to find out about it from other social media or from WeChat (relatively less likely than GSX to have been recommended by the school their child attends).

STUDENTS PER CLASS

According to reports from those who have taken each of the service's classes, GSX and Gaotu had the most students in attendance.

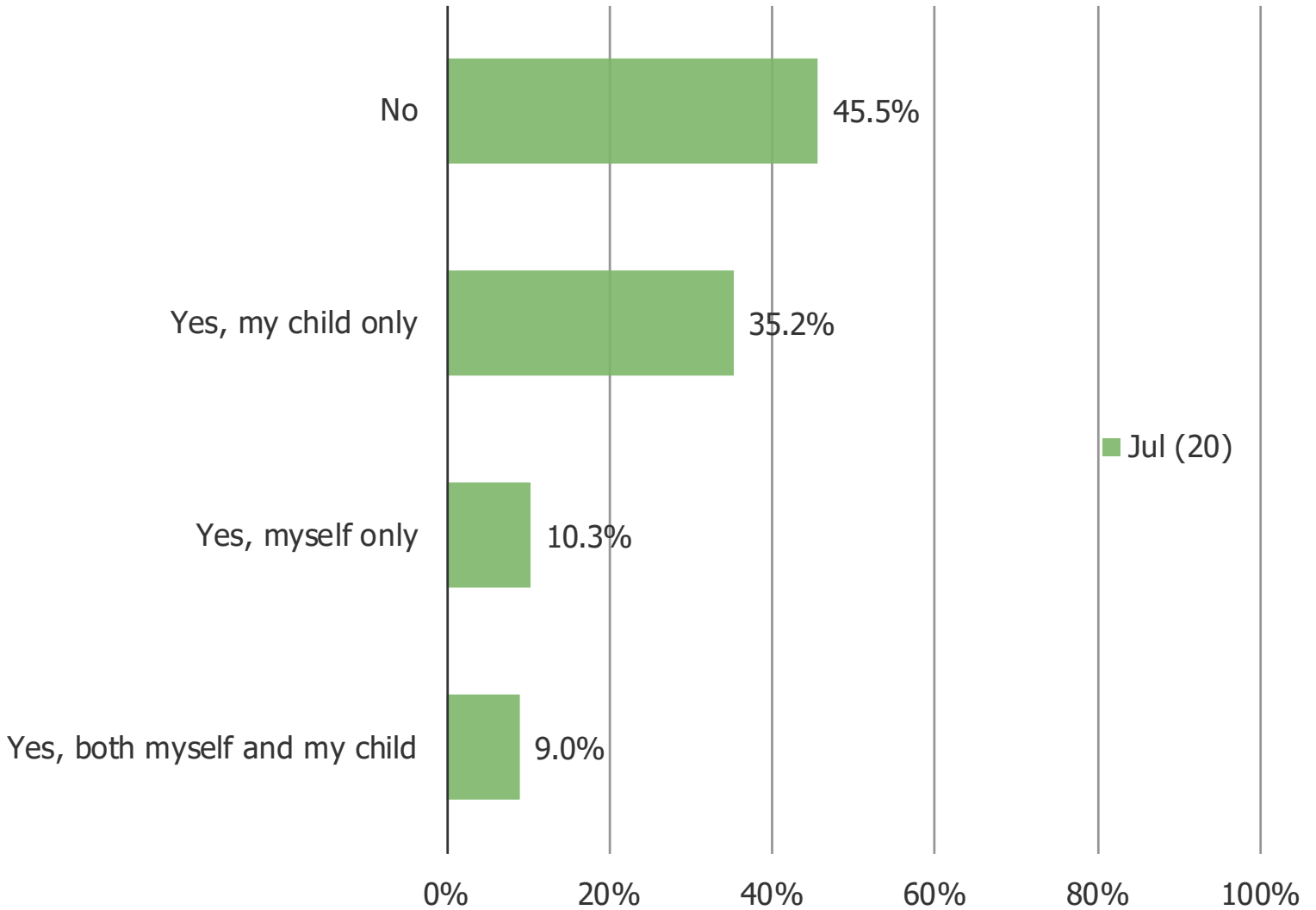
PLATFORM SENTIMENT / FEEDBACK

Respondent likelihood of repeating another online course with each provider is constructive/positive, especially for Gaotu and GSX. Respondents offer very positive feedback on their satisfaction with how much they learned, especially users of Gaotu and GSX.

China eCommerce

OVER THE LAST 12 MONTHS, HAVE YOU OR YOUR CHILD ENROLLED IN AFTER-SCHOOL TUTORING CLASS ONLINE?

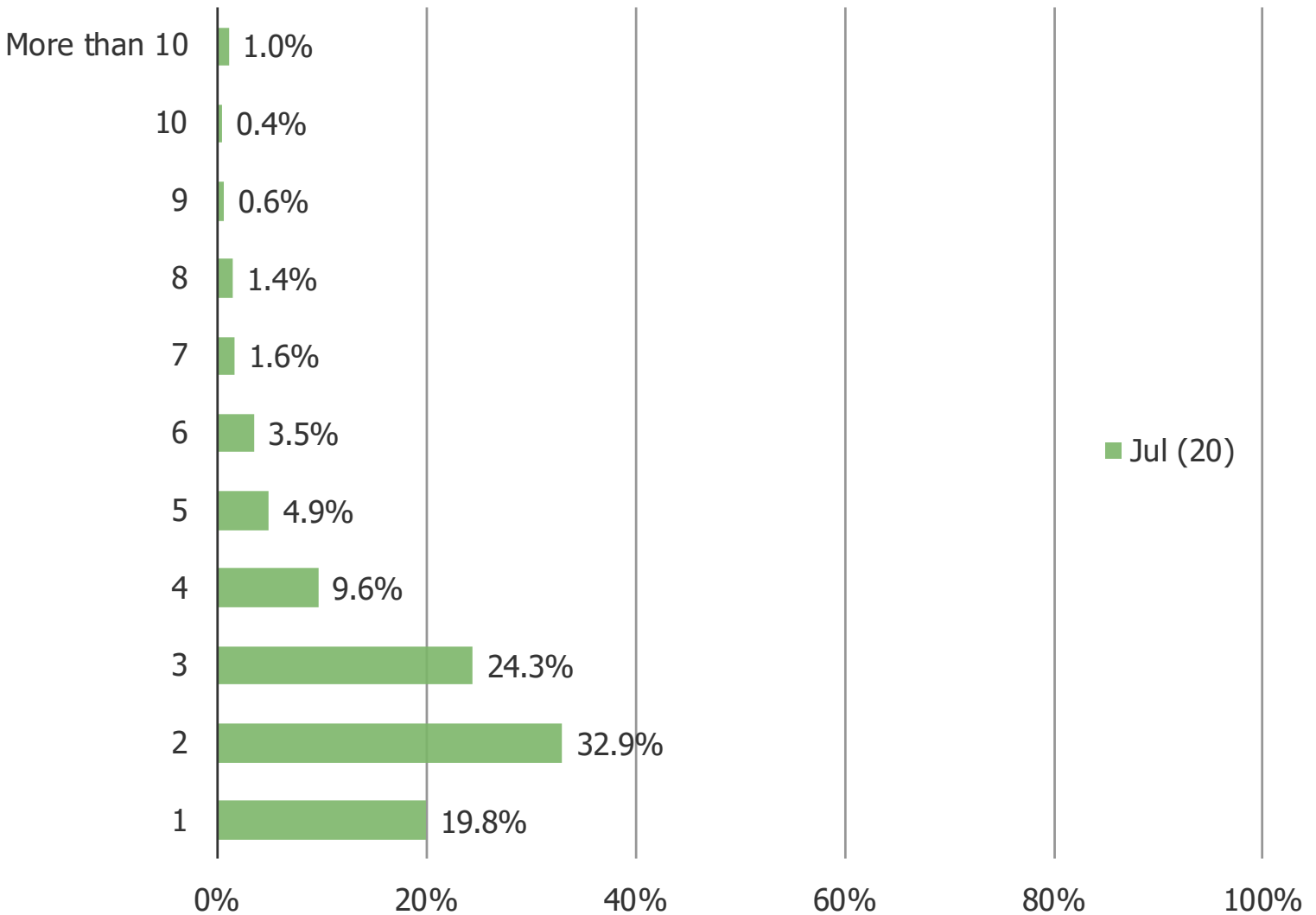
Posed to all respondents.



China eCommerce

OVER THE LAST 12 MONTHS, HOW MANY CLASSES HAVE YOU AND/OR YOUR CHILD ENROLLED IN ONLINE?

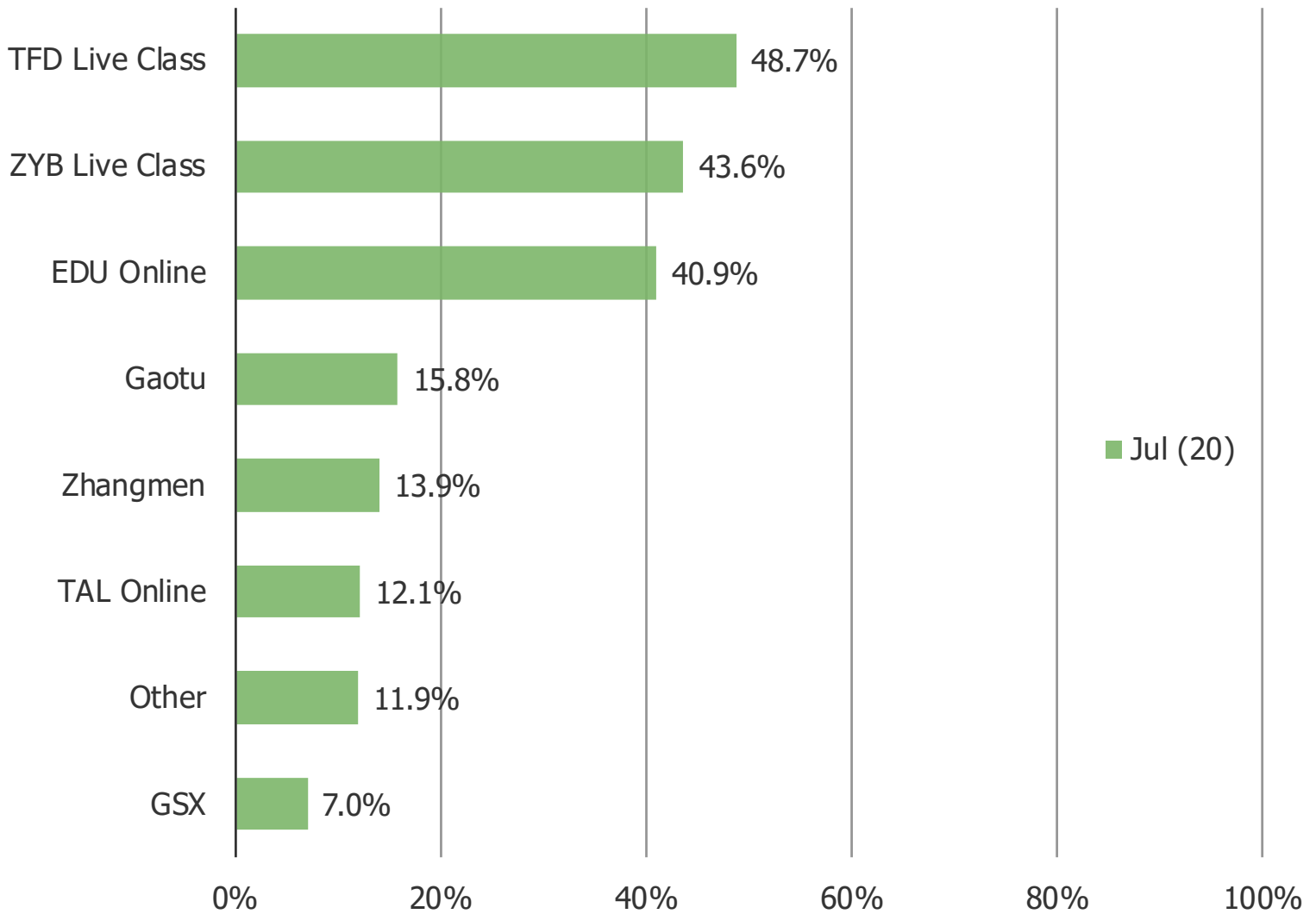
Posed to respondents who have enrolled themselves or their children in after-school tutoring classes online.



China eCommerce

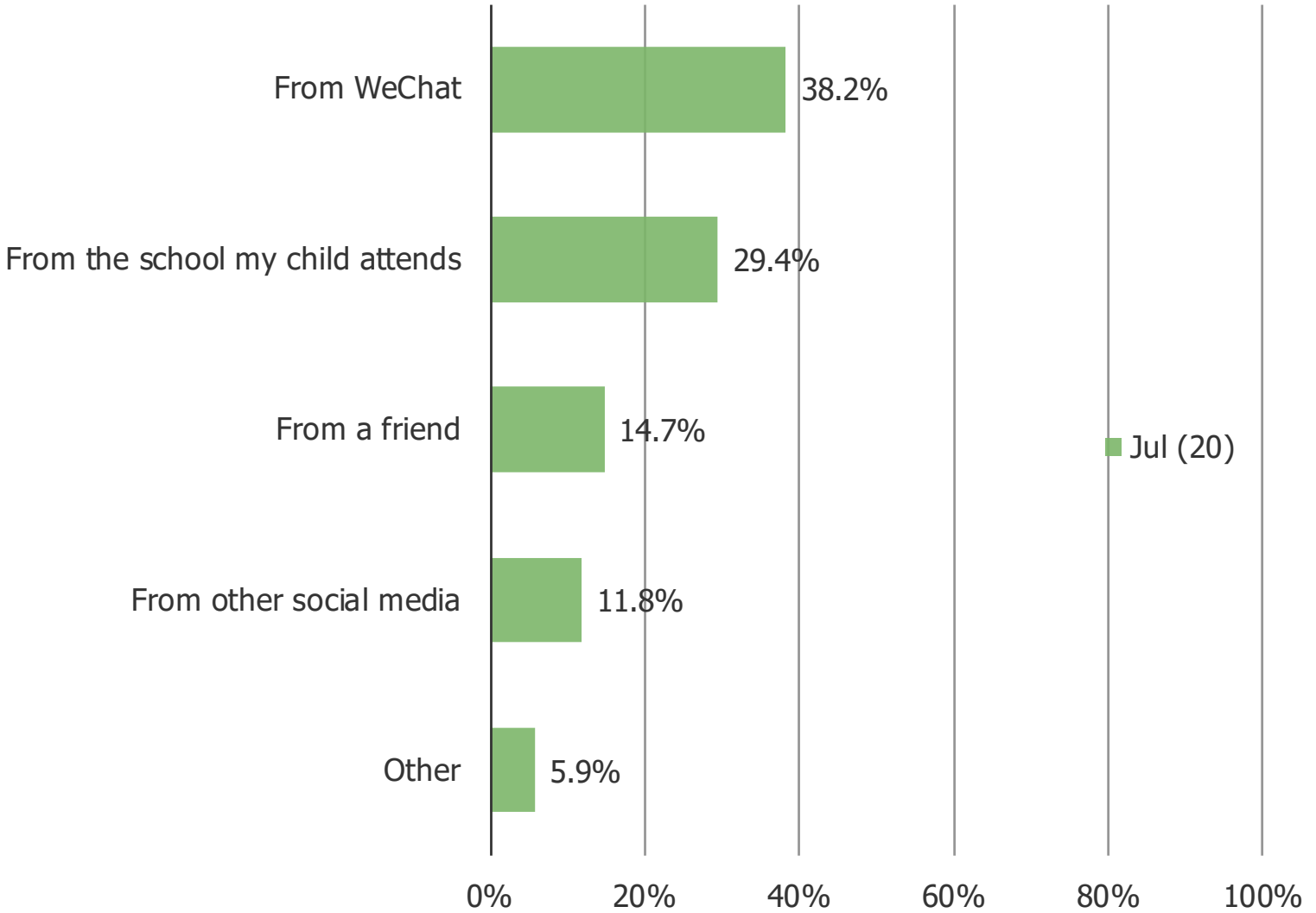
WHAT COMPANY DID YOU AND/OR YOUR CHILD TAKE THE CLASSES WITH ONLINE? SELECT ALL THAT APPLY

Posed to respondents who have enrolled themselves or their children in after-school tutoring classes online.



HOW DID YOU FIND OUT ABOUT GSX?

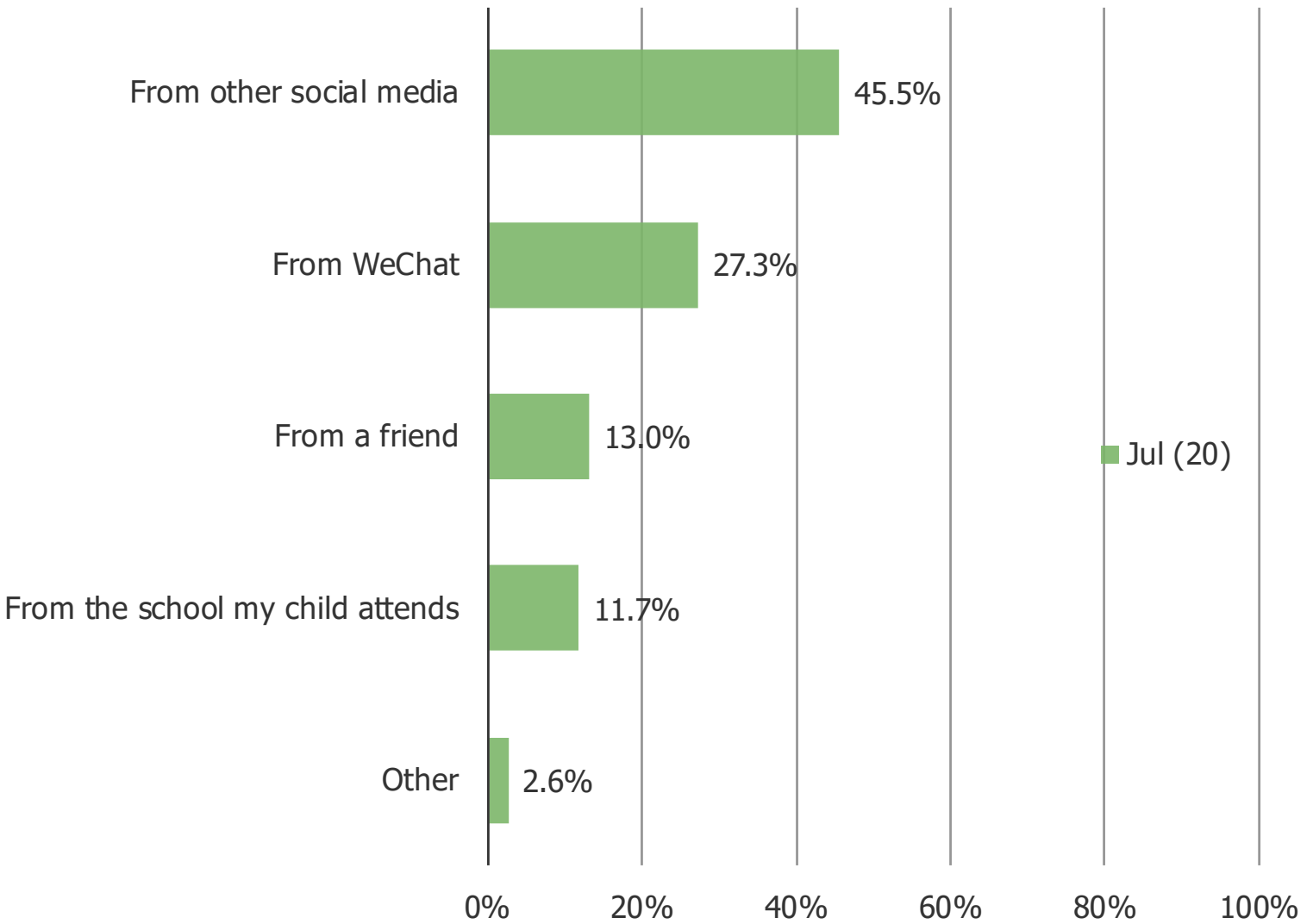
Posed to respondents who have enrolled themselves or their children in GSX.



N= 34

HOW DID YOU FIND OUT ABOUT GAOTU?

Posed to respondents who have enrolled themselves or their children in Gaotu.

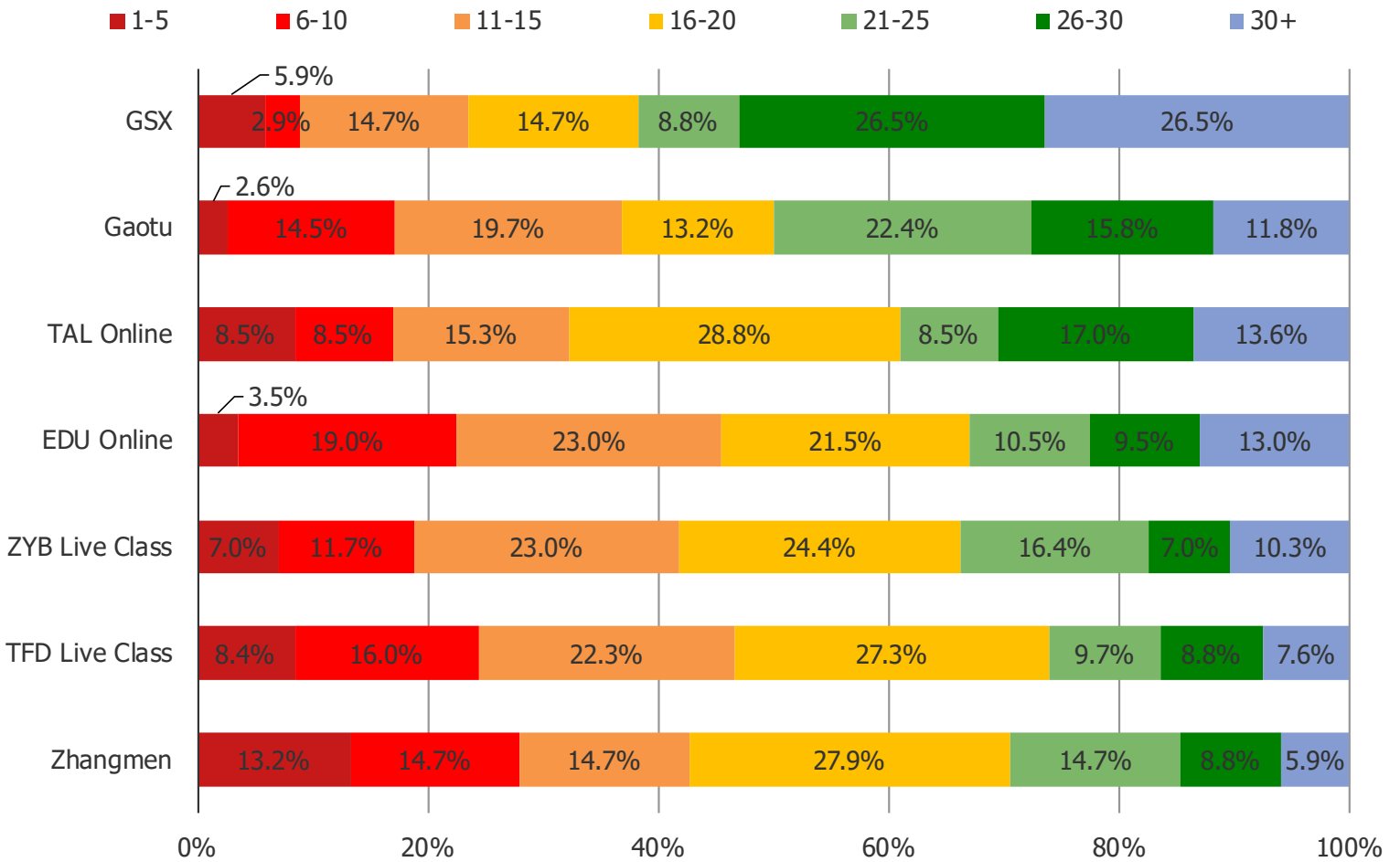


N= 77

China eCommerce

ON AVERAGE HOW MANY STUDENTS WERE IN THE CLASSES ONLINE?

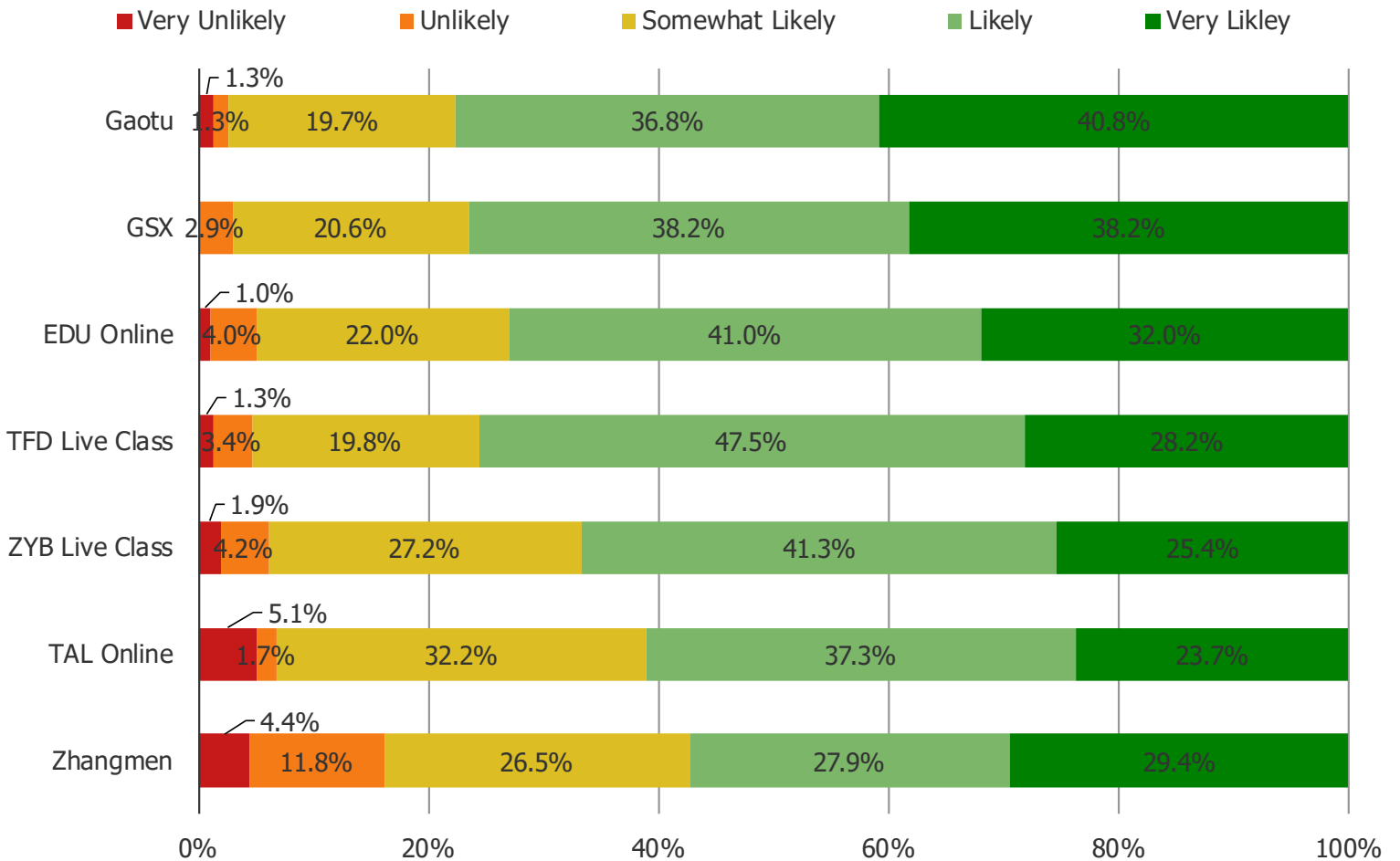
Posed to respondents who have enrolled themselves or their children in each of the following after school tutoring classes online.



China eCommerce

HOW LIKELY ARE YOU AND/OR YOUR CHILD TO TAKE ANOTHER ONLINE CLASS WITH THIS PROVIDER?

Posed to respondents who have enrolled themselves or their children in each of the following after school tutoring classes online.



China eCommerce

DO YOU BELIEVE YOUR AND/OR YOUR CHILD'S KNOWLEDGE ON THE SUBJECT IMPROVED BECAUSE OF THE RECENT AFTER-SCHOOL TUTORING?

Posed to respondents who have enrolled themselves or their children in each of the following after school tutoring classes online.

