

Main Panel Demographics

N = 76,000 approx

Last Updated - March 2018



China

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
Males	1.5	32.2	25.9	6.8	1.7	68.2
Females	0.8	16.0	11.6	2.8	0.7	31.8
Total	2.3	48.2	37.5	9.5	2.4	100.0

Lives in...	% of Total
o Guangdong	14.3
o Shanghai	8.5
o Jiangsu	8.3
o Shandong	8.1
o Beijing	7.6
o None of the above	53.2

Current Occupation...	% of Total
o Company Employee	40.9
o Student	21.5
o Public Employee	8.8
o Company Executive	5.2
o Self Employee	4.9
o Housewife/Househusband	3.1
o Unemployed	2.9
o Retired	1.1
o Other	11.6

Total Household Income	% of Total
o Less than 30,000 RMB per year	20.1
o Between 30,000 and 100,000 RMB per year	34.2
o Between 100,000 and 500,000 RMB per year	29.6
o Over 500,000 RMB per year	16.1

Family Status...	%
o Never been married	52.9
o Married / deFacto	45.2
o Separated / Widowed	1.9