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NEW NETPOP RESEARCH REPORT REVEALS DEEP INSIGHTS INTO BEHAVIOR OF CHINESE ONLINE CONSUMERS

Chinese consumers have dramatically surpassed Americans in adopting Web 2.0 behavior, relying heavily on social media for guidance in purchase decisions

SAN FRANCISCO, Nov. 5 – A new report featured on Netpop.com, a consumer market-data Web site, reveals insights about Chinese consumer behavior that have broad implications for American companies intent on selling consumer goods in China. Among the key findings in the report, titled “Netpop | Nations: China and the U.S. in a Web 2.0 World”:

- User-generated content (includes consumer reviews/rating sites, forum/discussion boards, Blogs, etc.) influences 58 percent of all purchase decisions in China, compared to 19 percent in the U.S.
- 47 percent of Chinese broadband users post comments to a blog, chat room, listserv or forum, compared to just 28 percent of American broadband users
- Search engines are the most influential source for making purchase decisions in both countries: 46 percent of Chinese broadband users use a search engine to make purchase decisions vs. 25 percent of American Broadband users

“As companies increasingly target a worldwide audience through Internet technologies, it is critical for marketers and product developers to understand the unique perspectives that countries exhibit in the adoption and use of these technologies,” said Josh Crandall, managing director of Media-Screen LLC, the creator of Netpop. “Today’s data suggests that Chinese consumers frequently turn to one another, in addition to corporate media sources, when making purchase decisions.”

The Netpop China study also reveals insights into the adoption and use of Internet technologies. These include:

- The average broadband user in China is 32 years of age, 10 years younger than in the U.S., where users are over twice as likely to be age 45 and older
- 75 percent of Chinese online consumers access the Internet from work, compared to only 41 percent of Americans

The Netpop China study is the first of several studies, to be conducted over the next five years, comparing online consumer behavior in the U.S. and other countries. Reports comparing the findings of the U.S. and China are now available:

Netpop | Nations: China and U.S. in a Web 2.0 World

Netpop | Nations: Demographic Comparison of China and U.S. Broadband Users

Netpop | Nations: Comparison of China and U.S. Broadband Usage

Thousands of graphs for China and the U.S. are also available through a monthly subscription to Netpop.com. Subscriptions range from \$24.95 for access to 25 graphs per month to \$149.95 for access to 150 graphs and a 15% discount on reports. A one-time setup fee for access to China data is required (\$499.95) Visit <http://www.netpop.com> to learn more.

About Netpop

Netpop changes the way professionals access consumer information by providing on-demand, affordable research that will guide important business decisions, today and into the future. The ongoing study highlights the diversity within the broadband population, with a special focus on their attitudes and behaviors around advertising, shopping, community, entertainment and mobile devices. Netpop helps companies better understand their customers, constructing an industry-wide framework to drive successful product and marketing initiatives in the digital and physical marketplaces.

Netpop Research customers are able to purchase only the data they need, bypassing the administrative red tape involved in purchasing traditional market research from other analyst firms. Customers can choose from thousands of data sets - including graphs, tables and reports. Netpop.com provides a complete picture of consumer attitudes and emerging trends shaping the modern, broadband-enabled consumer market for professionals who influence marketing and product management decisions.

Netpop.com is sponsored by Media-Screen LLC, a strategic market research and consulting firm based in San Francisco. Since 1997, Media-Screen has offered research products and services focused on the online consumer, establishing its unique domain expertise and creating industry-accepted metrics for understanding the modern consumer market.

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