

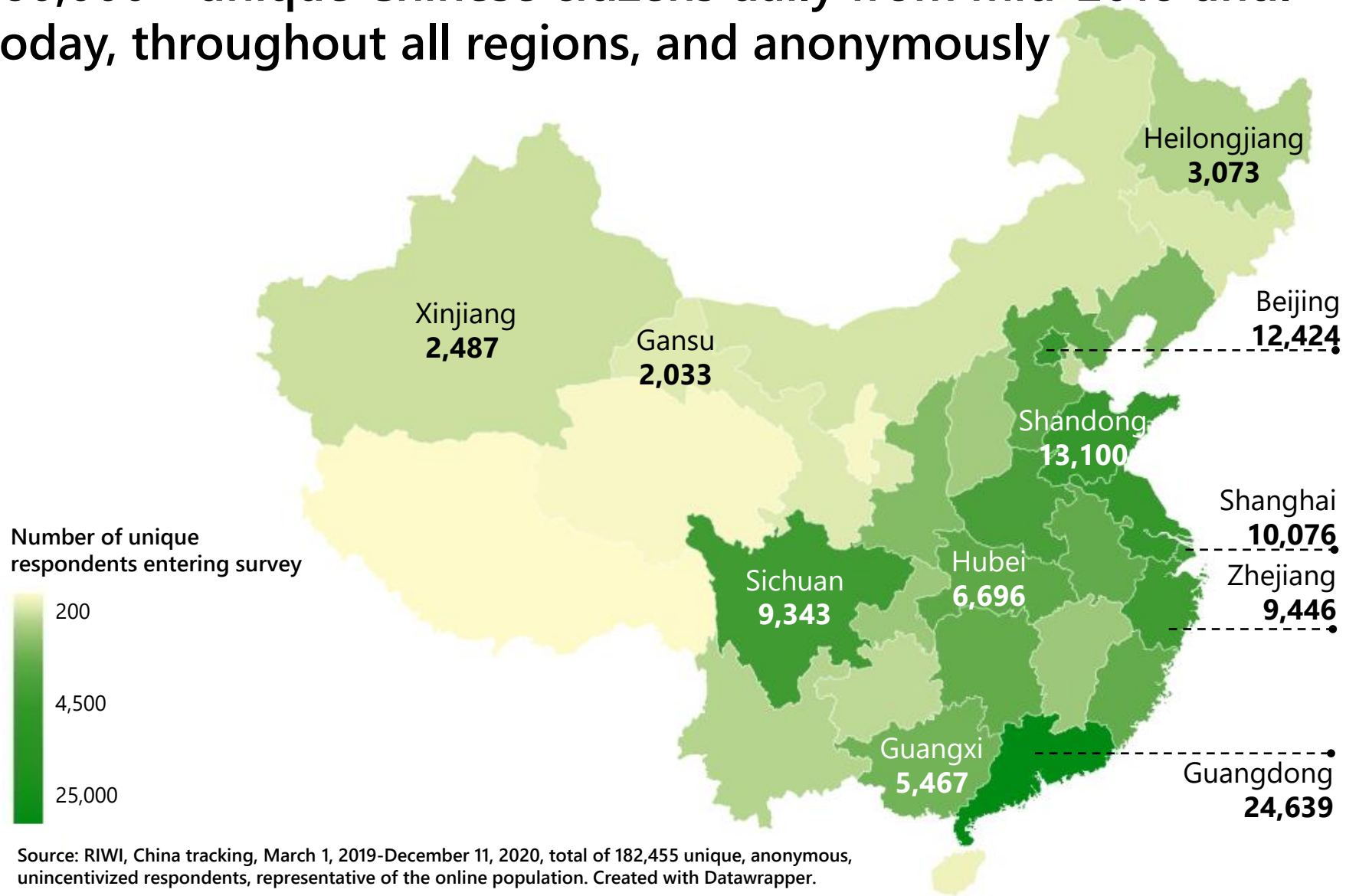
**Are China's consumers increasingly  
turning inward - or back to pre-  
COVID global appetites?**



JANUARY 2021

- China's economy has essentially recovered
- As a result of COVID, the country is on track to become the world's largest economy even earlier than expected
- How do China's tourists, consumers, students feel about US/ global products and services?
- Where will Chinese consumers turn during the next phases of the crisis?
- Does the new US administration face a more inward-looking China?

# 180,000+ unique Chinese citizens daily from mid-2018 until today, throughout all regions, and anonymously



Source: RIWI, China tracking, March 1, 2019-December 11, 2020, total of 182,455 unique, anonymous, unincentivized respondents, representative of the online population. Created with Datawrapper.

# Views came from a continuous randomly exposed cohort, not bots or incentivized/habitual survey takers

*When was the last time you answered survey questions?*

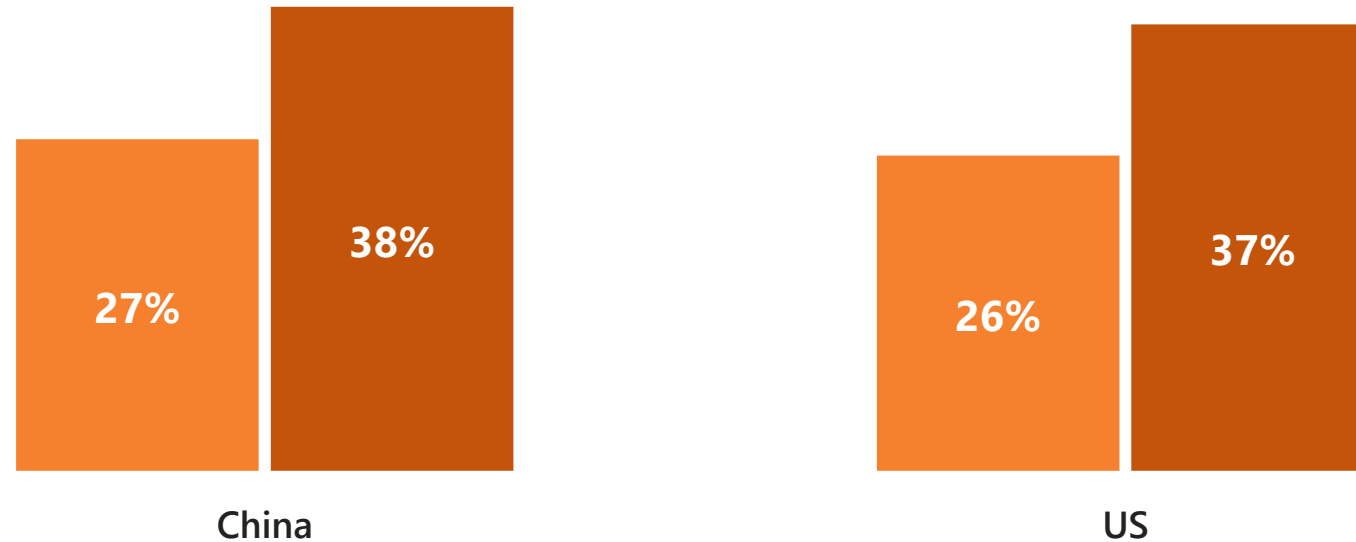
Within the past month | Over a month ago | Never



Source: RIWI, China tracking, March 1-October 10, 2019, 45,607 unique, anonymous, unincentivized respondents, representative of the online population.

# Sharp deterioration in China-US relations according to citizens

What do you think of US relations with China? Share who think relations are negative  
Summer 2019 (trade war) vs Fall 2020 (COVID-19)

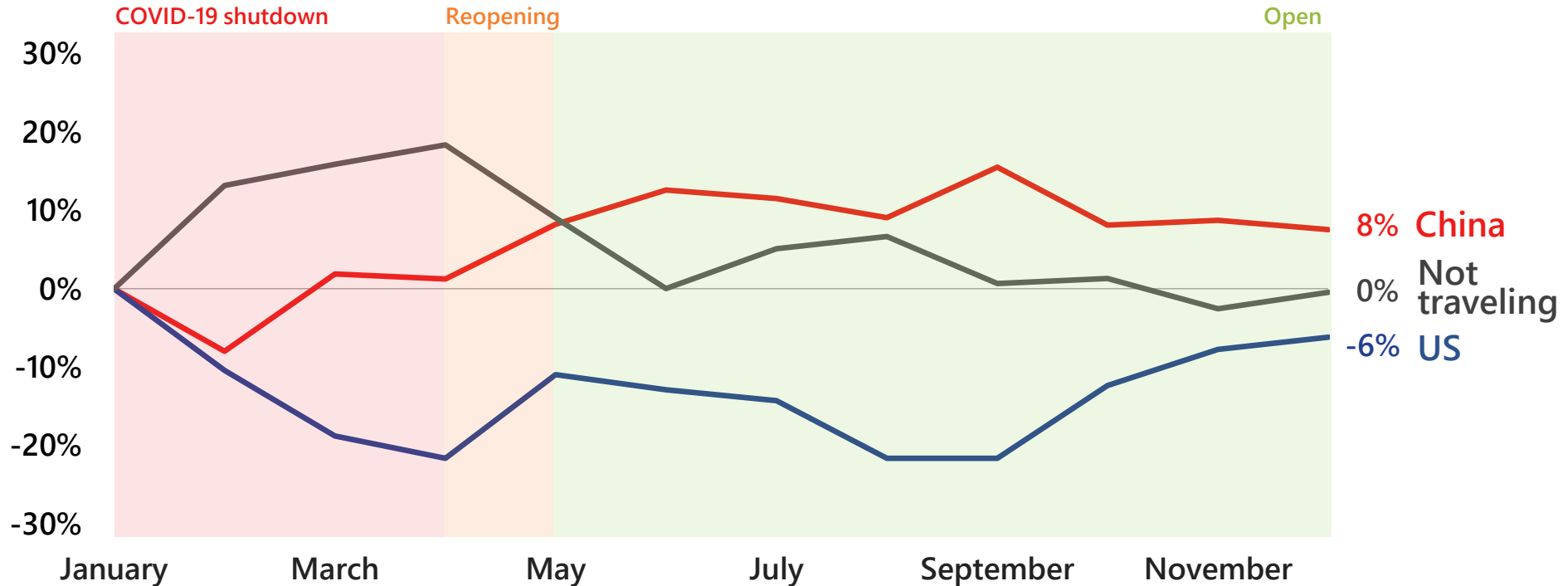


Source: RIWI, China & US tracking, August 9-30, 2019 (6,321 respondents) & October 3-December 31, 2020 (17,086 respondents). Respondents are unique, anonymous, unincentivized, and representative of the online population. Other answer options are *positive* and *neutral*. The large increases in *negative* come at the expense of *neutral*, which dropped in both countries, while *positive* increased slightly among Chinese respondents and decreased among American respondents.

# Chinese now plan to travel mostly in China - but US back on list

*Where do you plan to travel next for vacation?*

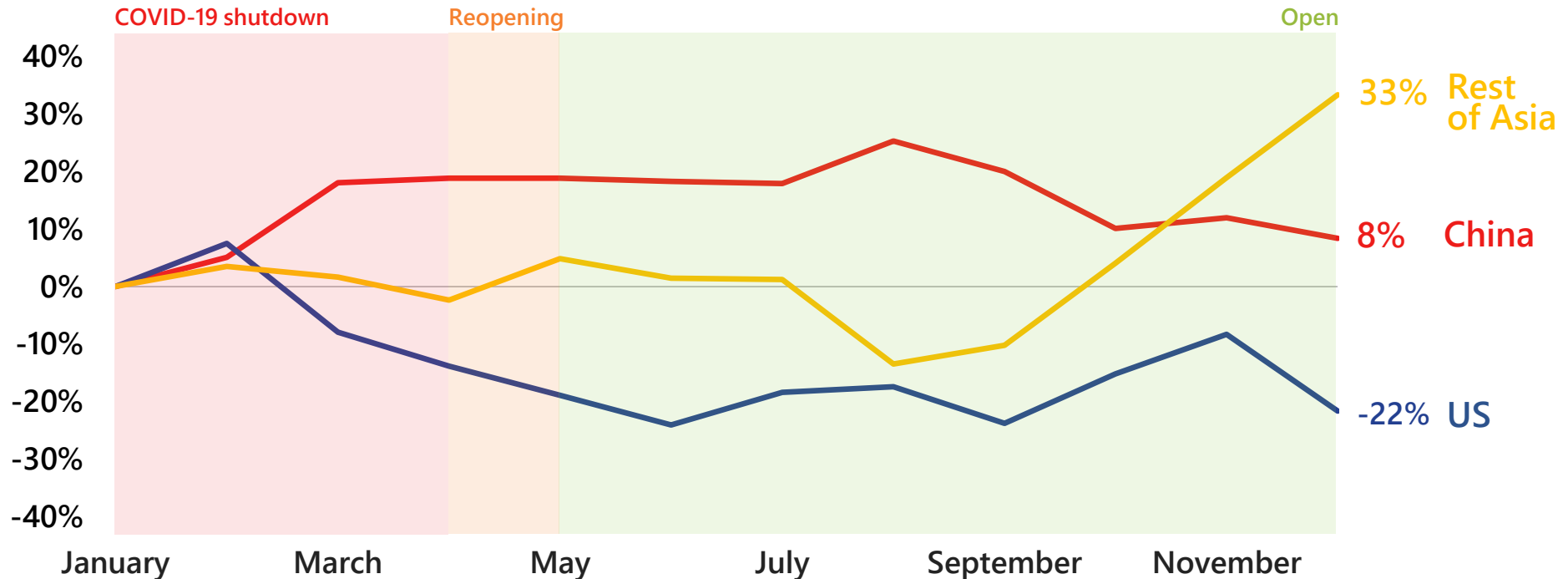
*% change from share at the start of COVID-19 pandemic (January 2020)*



Source: RIWI, China tracking, monthly average, January 1-December 31, 2020, 68,506 unique, anonymous, unincentivized respondents, representative of the online population. Other answer options include *Canada, Europe, rest of Asia, and other*.

# Best place to educate: US falling out of favor to Asia

Where should young people go for post-secondary studies for the best career prospects?  
% change from share at the start of COVID-19 pandemic (January 2020)

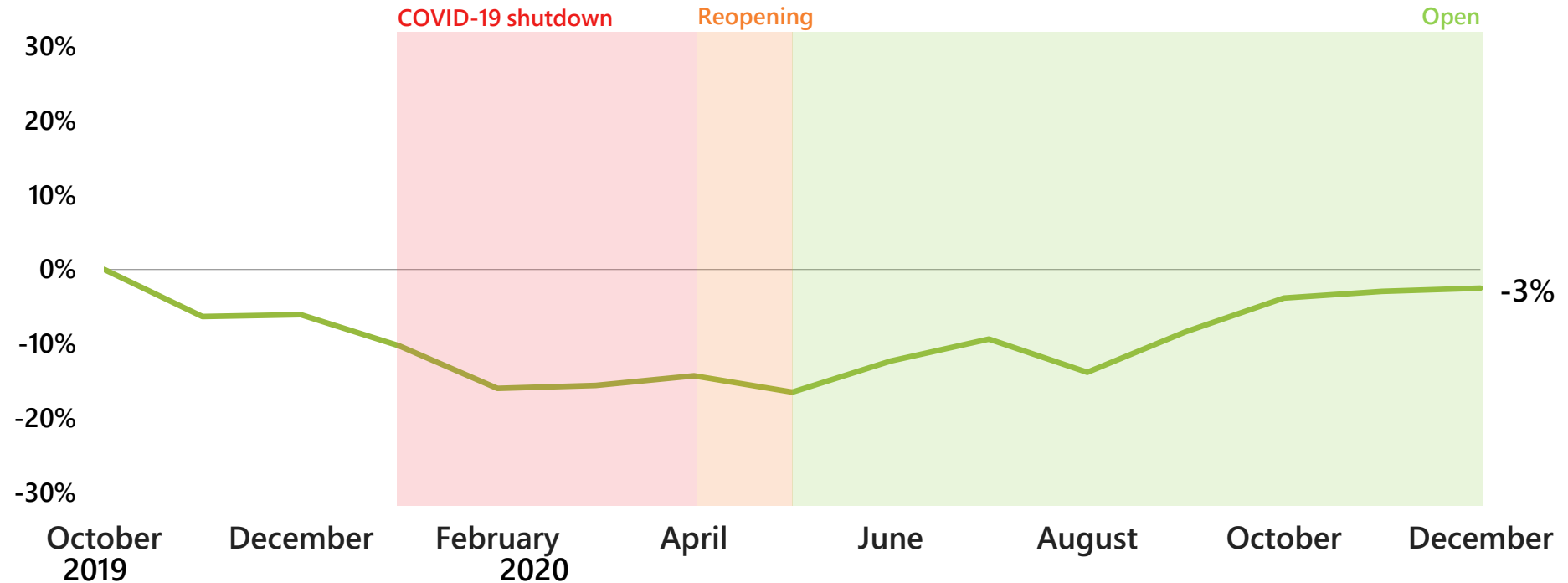


Source: RIWI, China tracking, monthly average, January 1-December 31, 2020, 34,434 unique, anonymous, unincentivized respondents, representative of the online population. Those who don't have an opinion on best study location are excluded from share calculation above. Other answer options include *Europe, Canada* and *other*.

# Investors returning to pre-crisis intentions to increase investments abroad

## Share of Chinese planning to increase the amount of money they invest in property outside of China this year

% change from October 2019 level

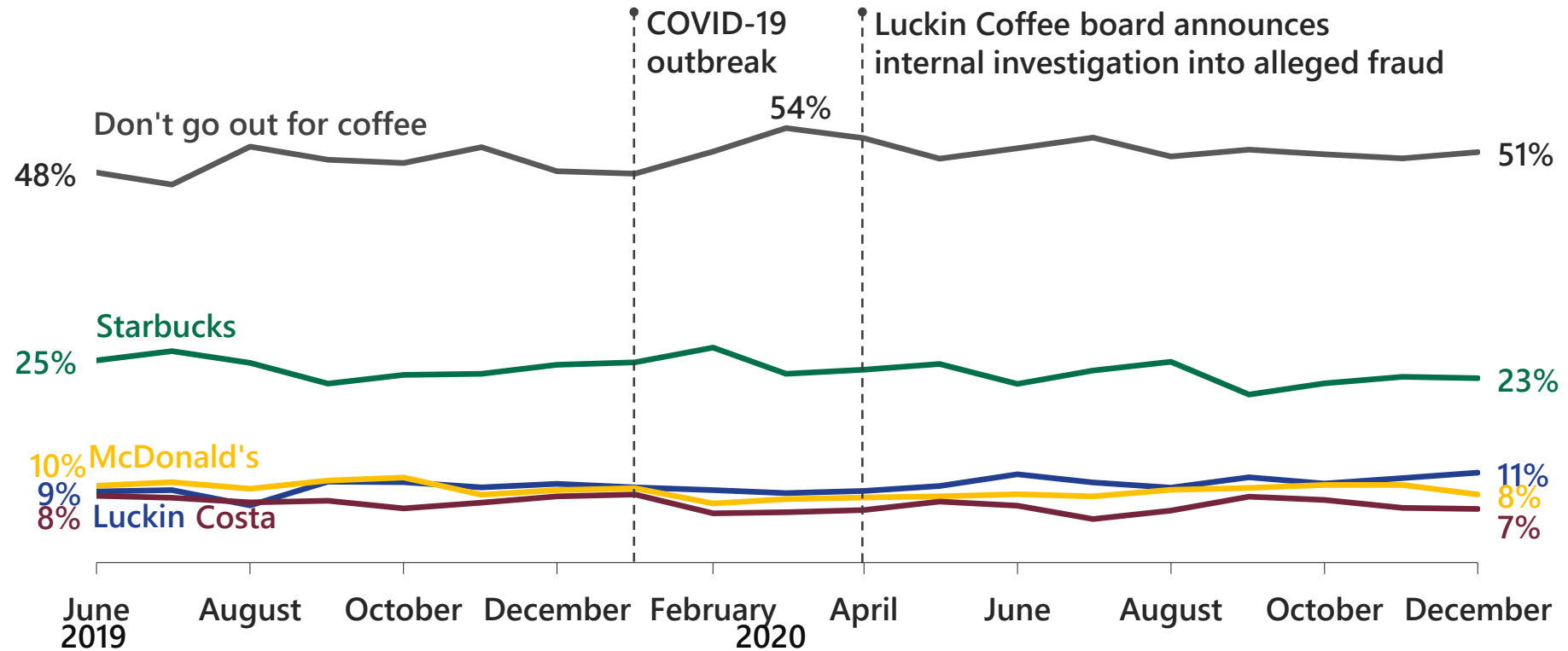


Source: RIWI, China tracking, monthly average, October 1, 2019-December 31, 2020, 80,687 unique, anonymous, unincentivized respondents, representative of the online population. Other answer options include *no change* and *plan to decrease investment*. Over this time period *plan to decrease* increased and *no change* remained stable.



# Starbucks #1 but fewer Chinese going out for coffee

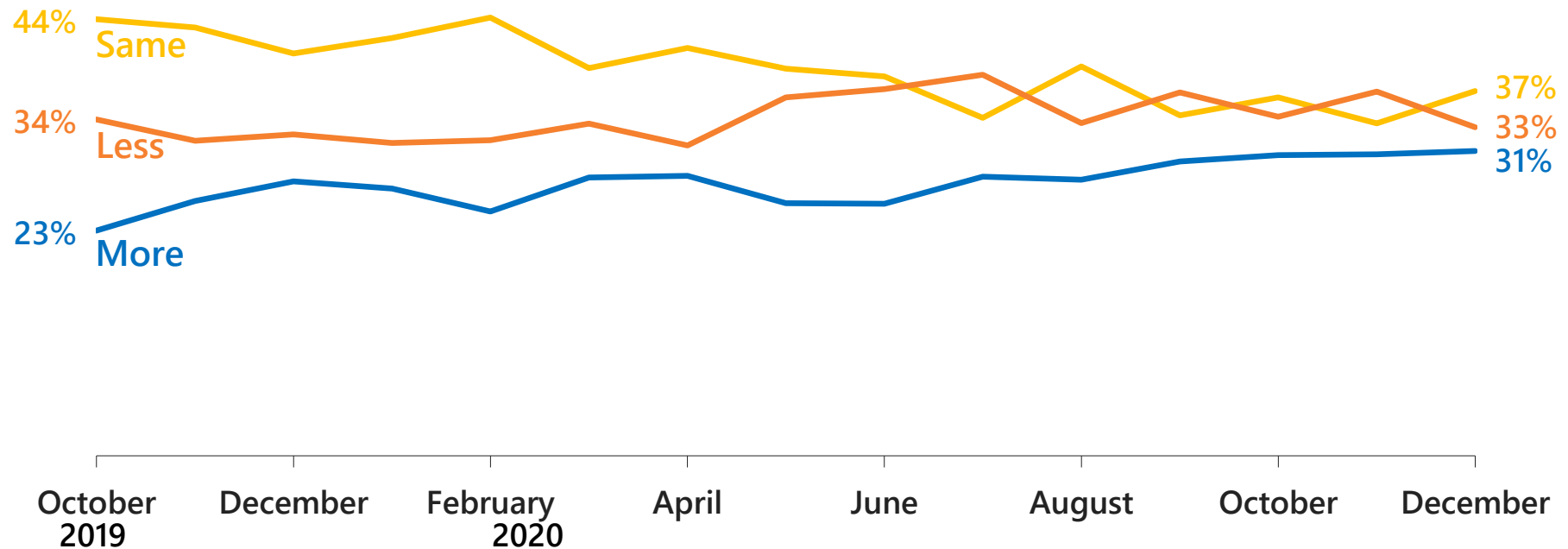
Where do you usually go for coffee?



Source: RIWI, China tracking, monthly average, June 1, 2019-December 31, 2020, 31,034 unique, anonymous, and unincentivized respondents, representative of the online population.

# Chinese NBA fans gearing up for the new season

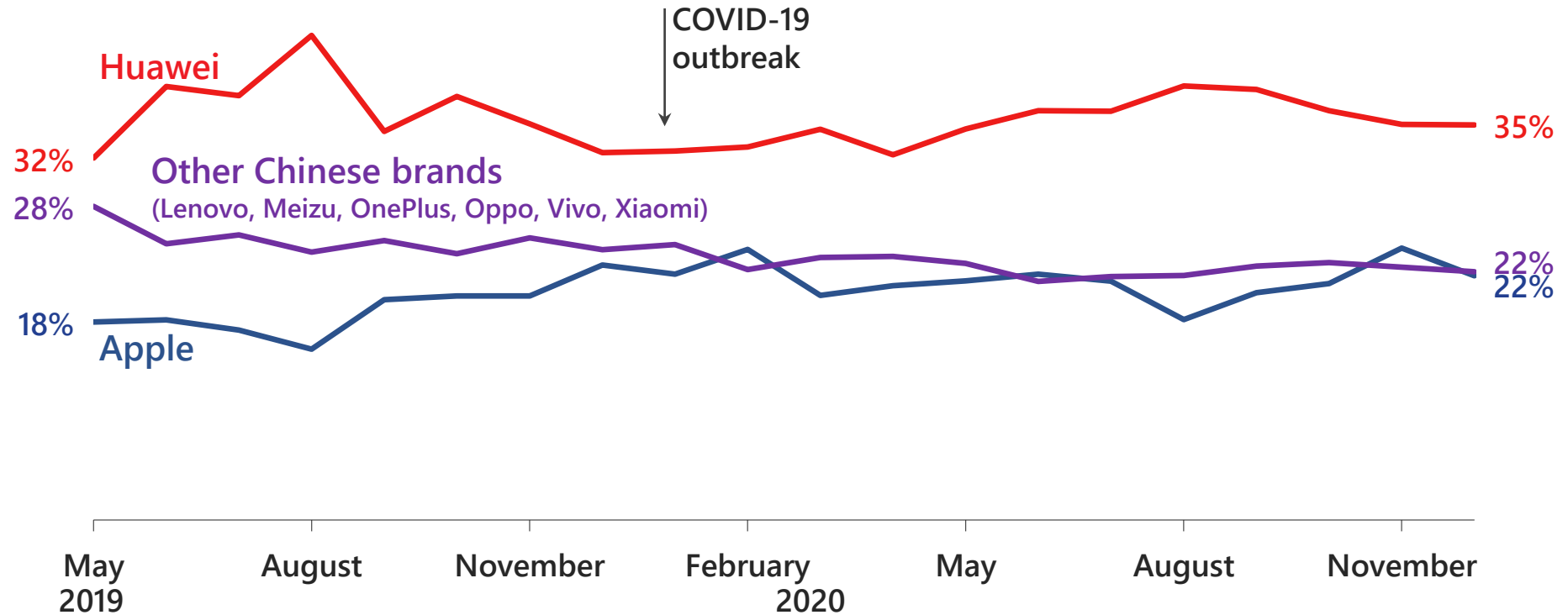
*Compared to last season, how much do you plan to follow the NBA this season?*



Source: RIWI, China tracking, monthly average, October 9, 2019-December 31, 2020, 46,569 unique, anonymous, unincentivized respondents. Above share calculation excludes answer option *I don't follow the NBA*, which has remained stable through the period at nearly 60%.

# Chinese iPhone purchase intentions relatively solid

*Which smartphone brand will non-iPhone users get next?*



Source: RIWI, China tracking, monthly average, May 1, 2019-December 31, 2020, 41,222 non-iPhone smartphone users (device and model are autodetected). Respondents are unique, anonymous, and unincentivized. *Other Chinese brands* includes Lenovo, Meizu, OnePlus, Oppo, Vivo, and Xiaomi.

- China-US “relations” deteriorated, but Chinese consumers still love US goods, mixed picture for services
- Continue to track these and other metrics in China daily
- Also tracking overall Chinese recovery, including migrant and sectoral impacts and inflation
- Monitoring for divergences with official and other data sources



For comments or suggestions to add to our  
China tracking, please contact:

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