



Top 5 News Websites

Male vs. Female

- qq.com tops the list for favorite news websites among women in China, likely due to the various content categories which satisfy their taste.
- Men are more likely to read news on sina.com.cn. This may be because sina.com.cn tends to have more information on business, politics or military affairs.



1 **qq.com**
33.4%

2 **sina.com.cn**
31.8%

3 **163.com**
10.3%

4 **sohu.com**
6.4%

5 **ifeng.com**
6.2%



1 **sina.com.cn**
36.0%

2 **qq.com**
24.9%

3 **ifeng.com**
12.3%

4 **163.com**
10.7%

5 **sohu.com**
5.1%

Question: What website do you go to most often for news?

Source: ProsperChina™ Q2-2015 Quarterly Survey

For more Chinese consumer insights, please visit: <http://prosperchinaic.com/>