



Internet Users spend on average 13 Hours/week Online *(excluding e-mail)*

Online surpasses TV in time spent in China and France

Average number of hours consumers spend on activities per week

All numbers are average number of hours engaged in each activity per week

Using the Internet	15.4	13.2	11.7	12.2	14.4	12.1	13.1
Watching television	6.7	14.0	12.0	13.1	15.5	10.8	14.1
Listening to the radio	2.7	6.5	3.7	7.7	8.4	5.8	6.9
Reading e-mail	3.3	4.6	3.2	3.6	4.2	3.1	4.1
Listening to music through a device other than the radio or the Internet	4.5	5.1	3.7	6.0	5.9	3.5	5.6
Using your mobile phone	6.3	5.8	3.2	4.5	3.8	2.3	4.0
Playing video games (offline)	4.0	3.6	3.0	3.8	4.3	3.8	4.5
Seeking/giving advice to friends, family and colleagues	2.7	2.8	2.2	6.0	2.2	1.8	2.8
Reading newspapers	3.3	2.9	2.4	2.9	2.9	1.9	2.7
Reading magazines	3.4	2.2	2.0	2.6	2.1	1.9	2.2
Reading mail or information you received through the post	3.0	2.0	2.6	1.9	1.8	1.5	1.6
Total average hours spent per week	55.3	62.7	49.7	64.3	65.5	48.3	61.6

Average



Chinese Internet users spend the largest amount of time using their mobile phones.