

AUDIENCE DATA

CSM is providing audience data in 3 different levels: city, provincial and national level.

- In each city, we survey a **panel representative of the population living in urban districts** (*at least 50% of the population of the district is not agricultural*). In small and / or specific cities, the areas covered may include some rural counties.
- In each province, we survey a **panel representative of the population living in both urban and rural areas**.

In order to get a clear image of this population, the list of cities and provinces is enclosed below with the total population of the city/provinces, their spread over rural and urban areas as well as the universe CSM's panels represent.

Alongside the **National panel**, and the **Hunan provincial panel**, CSM is operating **19 cities with peplemeters**: Beijing, Shanghai, Guangzhou, Chengdu, Shenzhen, Hangzhou Changsha, Chongqing, Suzhou, Xian, Hengyang, Shaoguan, Changde, Zhuhai, Zhongshan, Chaozhou, Zhanjiang, Wuxi and Jiangmen.

For the other cities, all data is collected via diaries, where people fill in by quarter-hour their viewing throughout the week.

NORTH CHINA

	Population (000)	CSM universe (000)	Coverage
Beijing	11,541	7,718	Urban
Tianjin	9,322	4,693	Urban
Baodi	652	619	Rural
HEBEI			
Shijiazhuang	9,105	2,012	Urban
Baoding	10,770	901	Urban
SHANXI			
Taiyuan	3,274	2,177	Urban
Datong	2,959	891	Urban
Yongji	431	413	Rural
INNER MONGOLIA			
Hohhot	2,139	1,033	Urban

NORTHEAST CHINA

	Population (000)	CSM universe (000)	Coverage
LIAONING			
Shenyang	6,891	3,660	Urban
Dalian	5,602	2,168	Urban
Fushun	2,255	1,366	
Jinzhou	3,075	816	Urban
JILIN			
Changchun	7,182	2,579	Urban
HEILONGJIANG			
Harbin	9,543	3,064	Urban
Qiqihaer	5,411	1,220	Urban

MID CHINA

	Population (000)	CSM universe (000)	Coverage
HENAN			
Zhengzhou	6,611	2,119	Urban
Luoyang	6,388	1,087	Urban
Nanyang	10,544	1,563	Urban
HUBEI			
Wuhan	7,812	3,980	Urban
Shiyan	3,406	459	Urban
Xiangfan	5,785	1,084	Urban
Yichang	3,969	651	Urban
HUNAN			
Changsha	6,018	1,790	Urban
Changde	6,001	1,316	Urban
Hengyang	7,083	851	Urban

EAST CHINA

	Population (000)	CSM universe (000)	Coverage
Shanghai	13,418	9,298	Urban
ANHUI			
Hefei	4,566	1,397	Urban
Bengbu	3,449	545	Urban
FUJIAN			
Fuzhou	6,049	1,515	Urban
Putian	3,018	1,882	Urban
Quanzhou	6,626	418	Urban
Xiamen	1,417	550	Urban
JIANGSU			
Nanjing	5,722	3,159	Urban
Changshu	1,038	995	Rural
Changzhou	3,462	1,137	Urban
Nantong	7,776	796	Urban
Suzhou	5,910	1,242	Urban
Taizhou	5,034	410	Urban
Wujiang	772	738	Rural
Wuxi	4,425	1,319	Urban
Xuzhou	9,087	1,114	Urban
Yancheng	7,965	620	Urban
Yangzhou	4,536	558	Urban
Yixing	1,062	1,018	Rural
Zhenjiang	2,672	624	Urban
JIANGXI			
Nanchang	4,508	1,263	Urban