

Understanding China's Demographics

China is a very large country both geographically and in terms of population and it is important that those doing business in China have an understanding of how the population is organized geographically, as well as having an understanding of the key drivers of population change.

This report is written as an 'introduction' to those issues. It starts by detailing the geo-demographic structure of the country (Municipalities, Provinces, Prefectures and counties/cities). In this description it identifies the Provincial Capitals, the relative size of the provinces and these capitals, and the relative attractiveness of individual provinces taking into account their size and affluence. It also examines the importance of the different city types (Tier I, II etc). It then looks at Urban and rural definition, the relative nature of the two 'populations' and the likely future trend in urbanization of the population. Next it examines the trend in births and how the gender balance differs between cities, towns and rural populations. Finally it examines the overall distribution of households by income and how that might change – again by city, town and rural classifications.

Format

PowerPoint or PDF, 67 pages

What it is useful for

This report provides a comprehensive introduction to the key fundamentals of the demographic structure of China, as well as providing insights as to the future changes that will take place. It will be very useful to those who are just starting to do business in China.

Answers many key questions about China's population

What is the difference between a Prefecture and a County?

What are Tier II (or B) Cities. Where are they located? How important are they relative to Tier I cities?

Is the rural – urban drift going to continue at the same pace as the last decade. If not what will the rate be and what does this mean for urban population growth?

What are the most important areas in China in terms of affluent households?

Analysis covered in this report:

- Defining the geo-demographic structure of China
- Provinces and Municipalities defined and profiled
- Prefectures – how many and relative importance
- The city, town and urban population split.
 - Definition of different city types
 - Importance of city types
 - Cities over 1 million population
- Urban and rural definition and migration
 - Migration drivers
 - Migration forecasts
- Births –
 - the impact of the one child policy

- Trends by city, town and rural populations
- Gender bias by location
- Overall affluence of households
 - Reliability of income estimates
 - How many high income households are there

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