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国际房产搜索引擎

Where Chinese find international property

JUWAI "OVERSEAS KNOWLEDGE OF CHINESE BUYERS" SURVEY

How much do real estate
professionals around the world know
about Chinese property buyers?

September 2016

Survey Answer Highlights

JUWAI "OVERSEAS KNOWLEDGE OF CHINESE BUYERS" SURVEY

How much do international real estate professionals and agents really know about China and Chinese buyers? Juwai.com surveyed 1,402 international real estate professionals from 63 nations to find out.

- Many international agents already working with Chinese buyers do have some basic knowledge of the country. They can identify the Chinese flag (84% did so correctly) and the president's face (75% did so), and they know that the US is the most popular country for Chinese buyers (67% were correct) .
- However, there is still room for improvement. Nearly 10% of respondents believe that the current leader of China is Kim Jong-un (who is actually the current dictator of N. Korea) or Mao Zedong (the founder of the People's Republic of China, who died in 1976).
- At a country specific level, 54% of US respondents don't know how much Chinese spent on US real estate, while 73% of Australian respondents don't know the amount spent in Australian real estate.
- Furthermore, international agents are generally unsure about facts in China that affect the international real estate purchases of mainland Chinese. For example, they don't know the average apartment cost in Beijing (78% got it wrong), nor that only 5% of Chinese have a passport (82% got it wrong).
- The outlook is good though, more than half of international agents (55%) know that WeChat is the main mode of communication for Chinese. That still means 45% of agents don't know enough about the Chinese buyers they work with to use those buyers' favourite method of communicating.
- The overall correct response rate was only 48%. International agents still have plenty to learn about Chinese buyers.

International agents' basic knowledge about China

WHICH IS THE CHINESE FLAG?



Correct

84%

The flag of the People's Republic of China was officially adopted on 1 October 1949. The red symbolises the communist revolution, and is also the traditional colour of the Chinese people. The large gold star represents communism, while the four smaller stars represent the social classes of the people.

China*



84%

Vietnam



12%

Macedonia



2%

North Korea



1%

International agents basic knowledge about China

WHO IS THE CURRENT LEADER OF THE PEOPLE'S REPUBLIC OF CHINA?



Correct
75%

China's current leader is Xi Jinping (born 15 June 1953). Since 12 November 2012, he has been serving as the General Secretary of the Communist Party of China, the President of the People's Republic of China, and the Chairman of China's Central Military Commission.

■ Xi Jinping* 75%



■ Hu Jintao 17%



■ Kim Jong-un 5%



■ Mao Zedong 4%



What agents know about Chinese society

WHAT DO YOU THINK THE AVERAGE APARTMENT COST IN BEIJING IS?



Wrong
78%

In average, a Chinese citizen will need to spend approximately RMB 5 million (USD 750,000) for a home in Beijing. China's firsthand residential price index has continued to grow, rising 5% q-o-q and 17.1% y-o-y by the end of May 2016.

■ USD 900,000 (~RMB 6,000,000)	28%
■ USD 450,000 (~RMB 3,000,000)	26%
■ USD 600,000 (~RMB 4,000,000)	24%
■ USD 750,000 (~RMB 5,000,000)*	23%

What agents know about Chinese society

WHAT % OF CHINESE CITIZENS HAVE A PASSPORT?



Wrong

82%

Home to 1.4 billion people, China is the world's most populous country, yet only about 5% of its population today holds a passport. As for those who do hold passports, they represent a middle-class population that is almost as large as the entire population of the US.

■ 25% of population	32%
■ 10% of population	28%
■ 50% of population	22%
■ 5% of population*	18%

What agents know about Chinese society

WHAT IS THE MOST POPULAR MODE OF COMMUNICATION FOR CHINESE?



Correct

55%

WeChat is undoubtedly the most popular form of communication with Chinese. With 762 million monthly users to date, the WeChat mobile app is so widely-used that even 80% of China's high-net-worth individuals (HNWIs) are active WeChat users.

■ WeChat*	55%
■ QQ	19%
■ Email	15%
■ Whatsapp	11%

What agents know about Chinese international buyers

WHAT IS THE MOST POPULAR COUNTRY FOR CHINESE INTERNATIONAL PROPERTY BUYERS?



Correct

67%

The United States (US) continues to reign as the favourite destination of Chinese property investors. According to the National Association of Realtors®, Chinese buyers have surpassed Canadians to become the largest group of international property investors in the US.

■ United States*	67%
■ Australia	16%
■ United Kingdom	13%
■ Others	4%

What agents know about Chinese international buyers

HOW MUCH DO YOU THINK CHINESE BUYERS SPENT ON US REAL ESTATE IN 2015?



Wrong
59%
of ALL respondents

Wrong
54%
of respondents from USA

During 2015, within the 12 months ending March 2016, Chinese buyers spent \$28.6 billion on 29,195 properties in the US.

What's more, the median price for Chinese buyers was \$542,084 – a figure more than double of the US median.

■ USD 28.6 billion*	41%
■ USD 22.3 billion	31%
■ USD 19.2 billion	18%
■ USD 13.4 billion	10%

What agents know about Chinese international buyers

HOW MUCH DO YOU THINK CHINESE BUYERS SPENT ON AUSTRALIA REAL ESTATE IN 2015?



Wrong
77%
of ALL respondents

Wrong
73%
of respondents from Australia

China buyers spent AUD 24.3 billion on Australian property in 2015, accounting for over a quarter of Australia's inbound foreign investment in all sectors. This makes Chinese buyers the biggest group of foreign property investors in Australia as well.

■ AUD 13.4 billion	31%
■ AUD 18.8 billion	27%
■ AUD 24.3 billion*	23%
■ AUD 28.1 billion	19%

5 most-knowlegeable countries about Chinese buyers

Country	% Correct Answers	% of total respondents
Cyprus	61.64%	1%
Malaysia	60.94%	1%
Turkey	60.00%	1%
France	53.13%	1%
Singapore	51.14%	3%

If you exclude those from China and Kong Kong, real estate professionals from Cyprus know the most about China. Those from Malaysia and Singapore, which have a strong Chinese community, also have good key knowledge of China. Over in the West, France and Turkey know China the best.

5 least-knowledgeable countries about Chinese buyers

Country	% Correct Answers	% of total respondents
UAE	42.05%	1%
Greece	41.07%	1%
Thailand	39.77%	2%
Portugal	37.50%	2%
Brazil	35.71%	1%

Brazilian real estate professionals know the least about Chinese international property buyers. However, other countries have room for improvement as well – especially considering that some of these countries are quite popular with Chinese buyers.

Portugal and Thailand, for example, saw a huge increase in demand, so agents from those countries could do much better in terms of sales if they spent some more time learning more about China. With a better understanding of Chinese buyers, agents could also boost sales for the rising demand in the UAE.

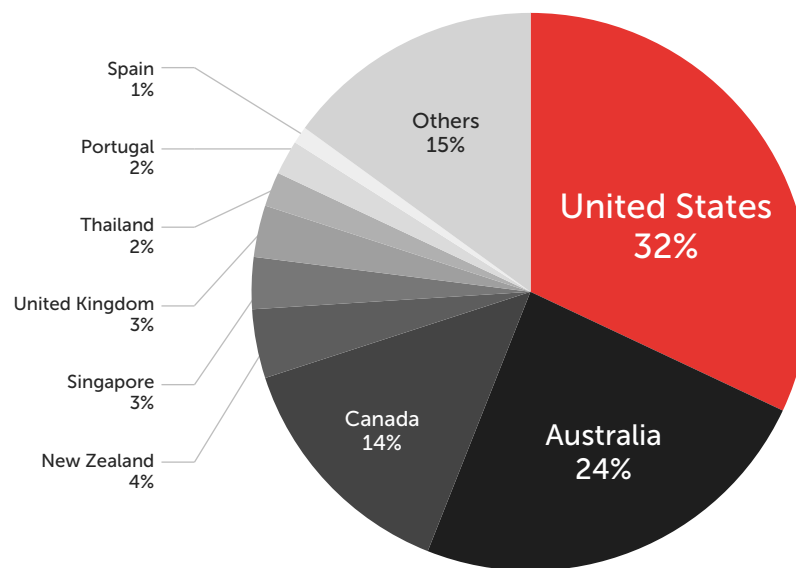
Juwai.com Survey Methodology

This Juwai "Overseas Knowledge of Chinese Buyers" survey was conducted with 1,402 international respondents – including agents and developer representatives – from 63 countries to understand how much people abroad know about China and Chinese international real estate buyers.

The data does not reflect any official opinion of Juwai Limited nor its employees.

The survey was conducted from 7 July 2016 to 21 September 2016.

PROFILE OF SURVEY RESPONDENTS



Exact Questions in Survey

HOW MUCH DO YOU KNOW ABOUT CHINESE BUYERS?

- Which of these is the Chinese flag?
- Who is the current leader of the People's Republic of China?
- Which country is the most popular for international Chinese property buyers?
- How much on average does an apartment cost in Beijing?
- How many Chinese citizens have a passport?
- How many did Chinese buyers spend in US real estate in 2015?
- How much did Chinese buyers spend in Australian real estate in 2015?
- What do Chinese use the most for communication?