

People

Summary :

- As of the end of 2015, the proportion of 80s in the first-tier cities was much higher than that of 90s and 95s who tended to stay in the second-tier or third-tier cities.
- Generally, 80s earned higher income because of their longer working years. 80s were more willing to spend at their own disposal, and preferred foreign brands. They had the strongest consumption capability, especially in mother-to-child and auto products .
- 80s were still faced with the pressure of purchasing houses. In addition to salary, 80s' income from other channels, such as financial investment, part-time jobs, business investment and rent fees, have also increased gradually.

Summary :

- 90s preferred to follow domestic stars, as well as attend their concerts.
- In 2016, nearly 60% of the 90s can balance between income and expenditure. 90s' consumption capability has began to rise. Their consumption attitude was more rational, and the main factors influencing their purchasing were their demand and lower price. Meanwhile, they are willing to try new brands.
- Mobile devices have the highest penetration among 90s. This generation who used smartphone to make purchases reached, surprisingly, 94.1% in 2016.

Summary :

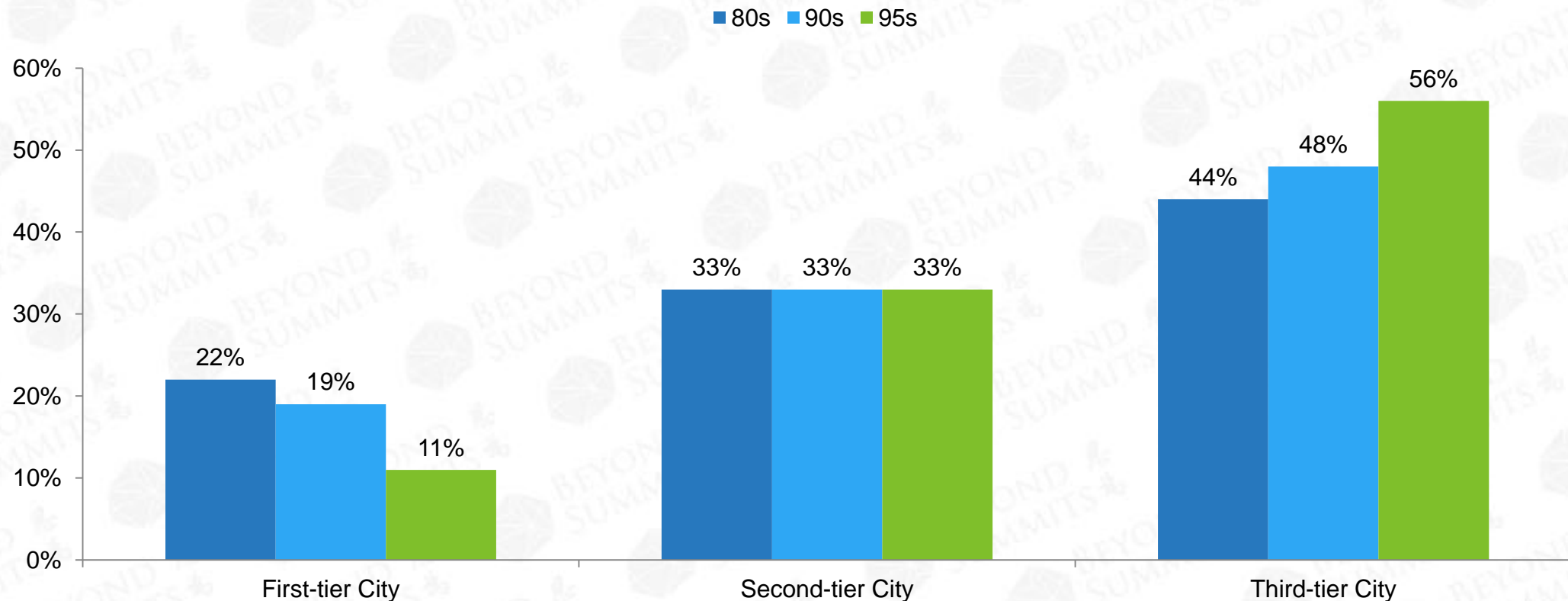
- Study was still the primary task for 95s, followed by earning money. Music and video were 95s' favorite hobbies.
- QQ's Qzone was the main way to obtain information for 95s. Their most common online behaviors include “Likes”, “shares” and “ comments”. 95s preferred to share daily moments and life photos on social media.
- 95s paid more attention to the functions about study, social and entertainment when they were using mobile phones. They regard mobile phone as the main way to communicate with others. However, only 38.8% of 95s have used mobile phone for shopping in 2015.

Summary :

- 00s seemed more indoorsy and egotistical, and study was still their current focus.
- The time that 00s were exposed to smartphone gets earlier and earlier. Entertainment, social communication and study were the main purposes for them to use smartphones. In 2015, 00s spent an average of more than 2 hours daily on smartphone. 00s consumed more time on games, followed by shopping and social activities.
- In 2015, 81% of 00s had online shopping experience. 77% of 00s would follow some specific brands, but their brand loyalty was not high.

As of the end of 2015, the proportion of 80s in the first-tier cities was much higher than that of other generations, while 90s and 95s would rather stay in the second-tier or third-tier cities.

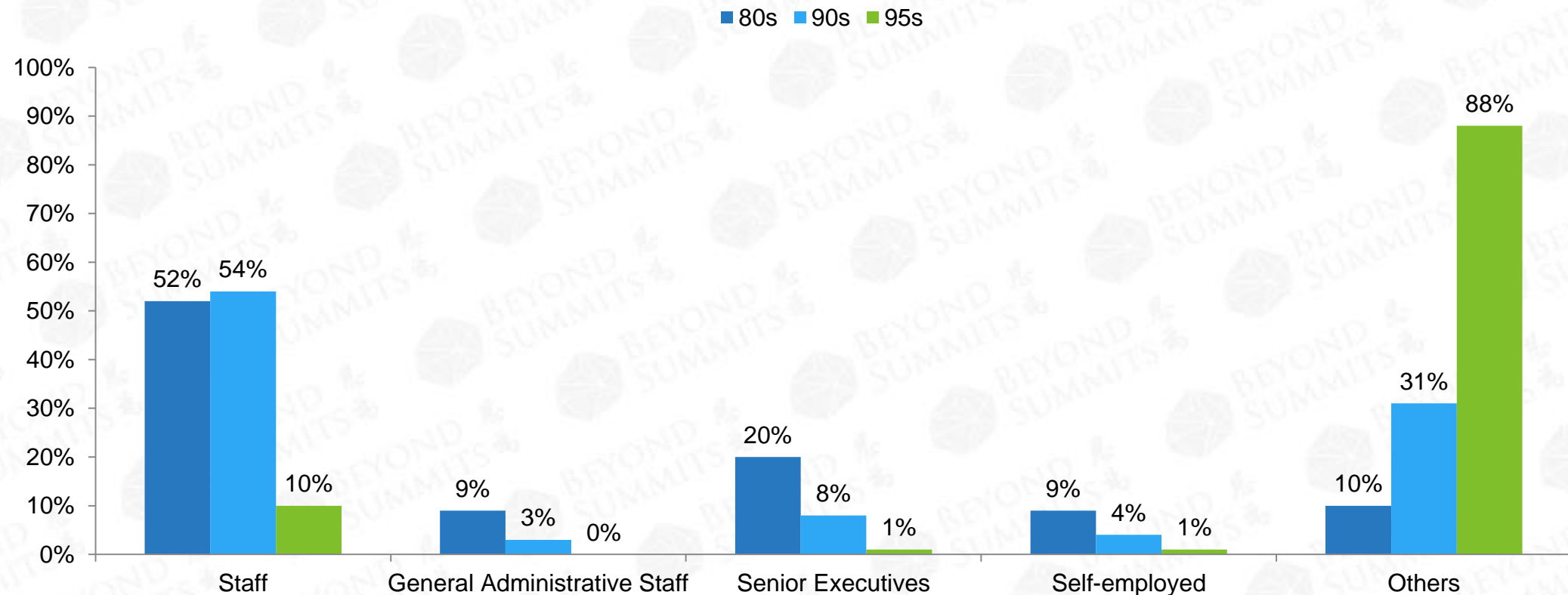
Geographical Distribution by Age (2015)



Source : PeopleView

Because of the age and working experience, more senior executives were 80s , and most 90s were still students.

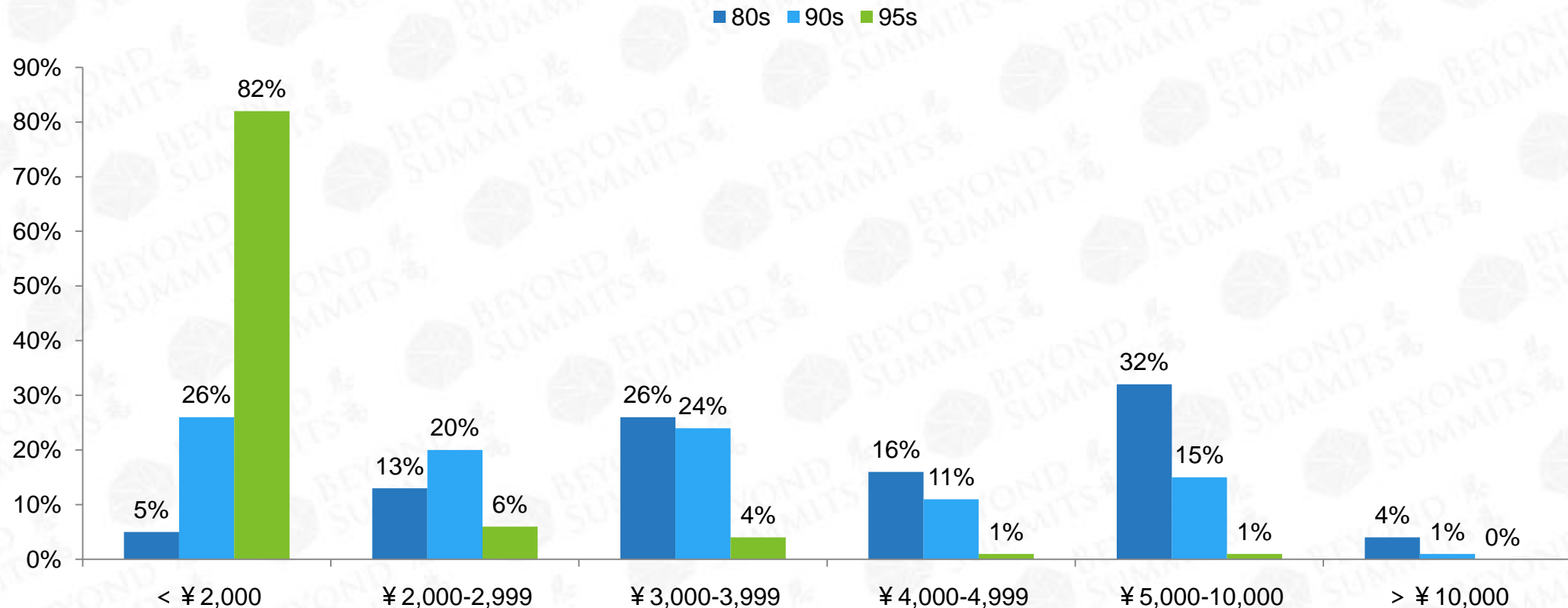
Occupation Distributed by Age (2015)



Source : PeopleView

Generally, 80s had relatively high income, and 36% of 80s' had a monthly income of over CNY5,000.

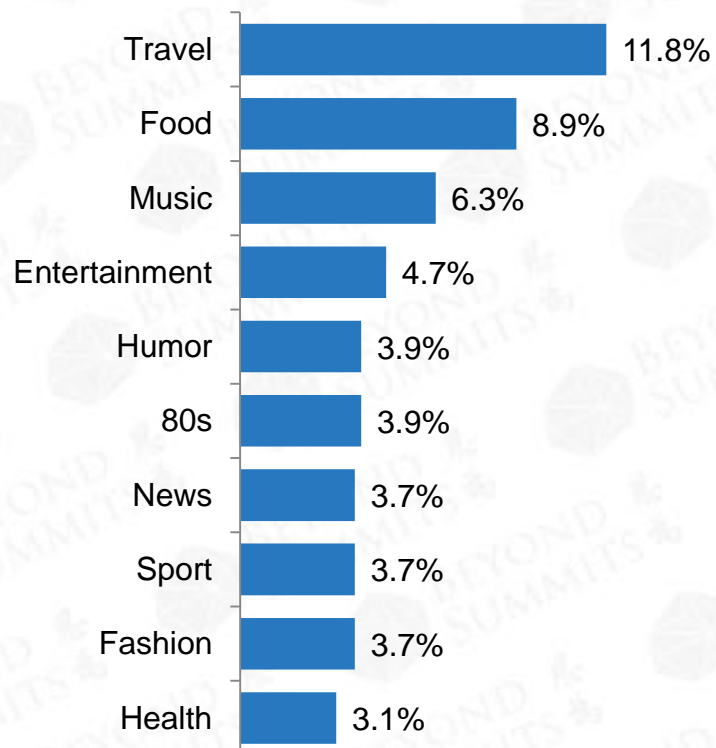
Monthly Income of 80s, 90s and 95s (2015)



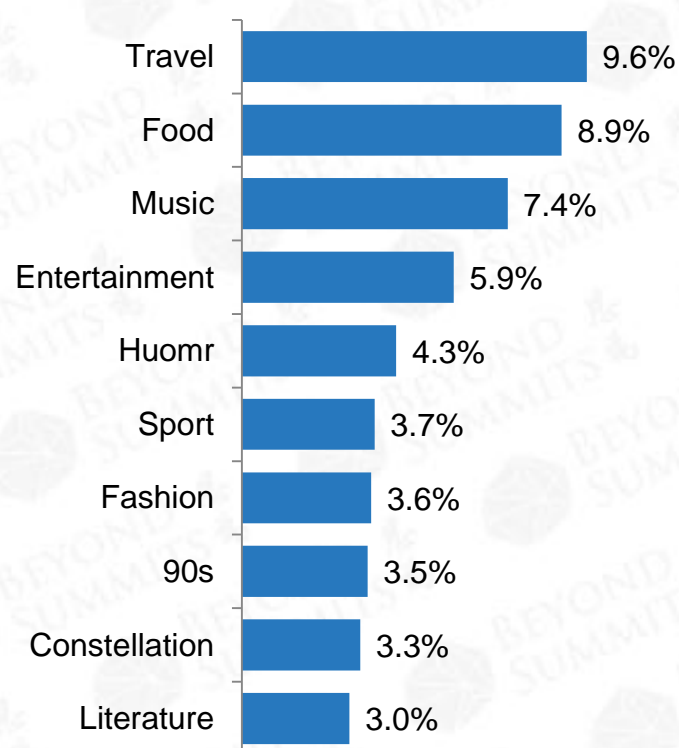
Source : PeopleView

Travel, food, music and entertainment were the common hobbies among all age groups.

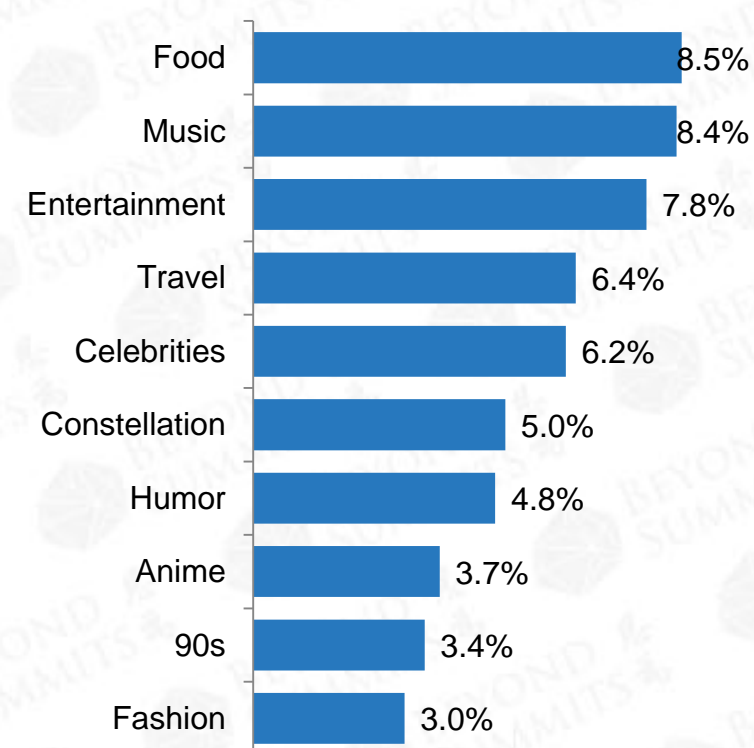
Top 10 80s' Hobbies (2015)



Top 10 90s' Hobbies (2015)

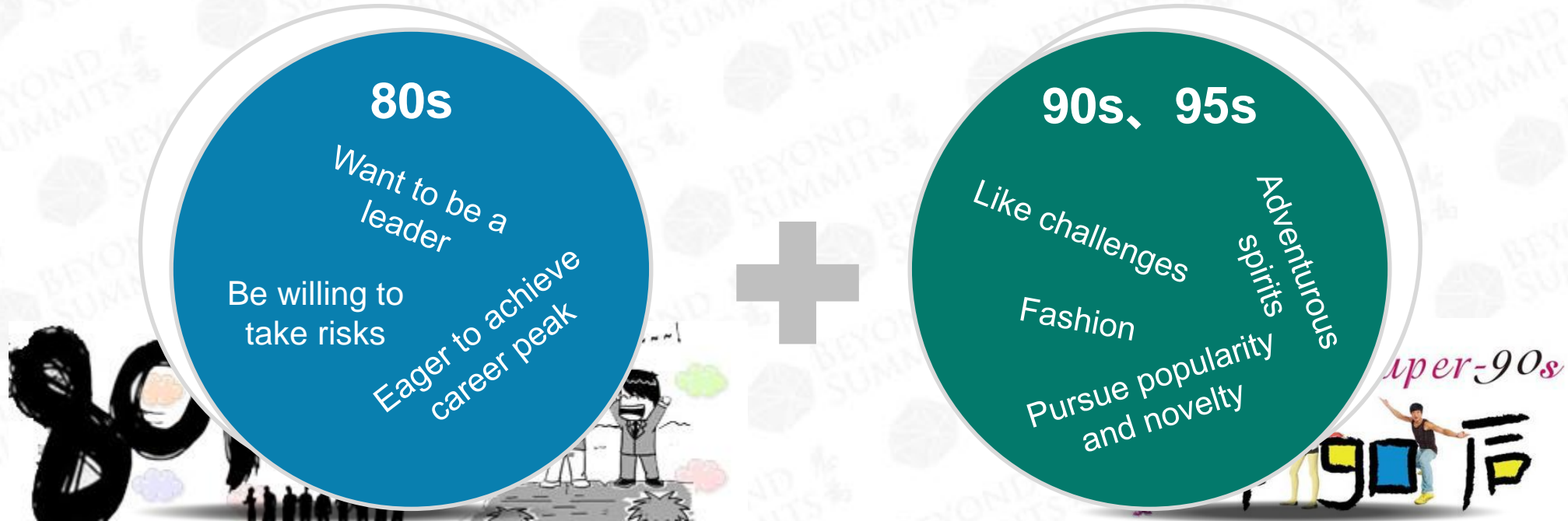


Top 10 00s' Hobbies (2015)



Source : PeopleView

80s, 90s and 95s held different values. 80s cared more about career success; 90s and 95s wanted to show their personality.



80s, 90s and 95s held different consumption concepts. 80s were more willing to spend for their own purpose; 90s were more focused on cost-effective products, while 95s paid more attention to awesome consuming experience.

80s: Buying expensive perfume or cosmetics

90s: Reading the packaging description, emphasizing high-quality goods, choosing the cheapest products

95s: Requiring the atmosphere and decoration of shopping malls

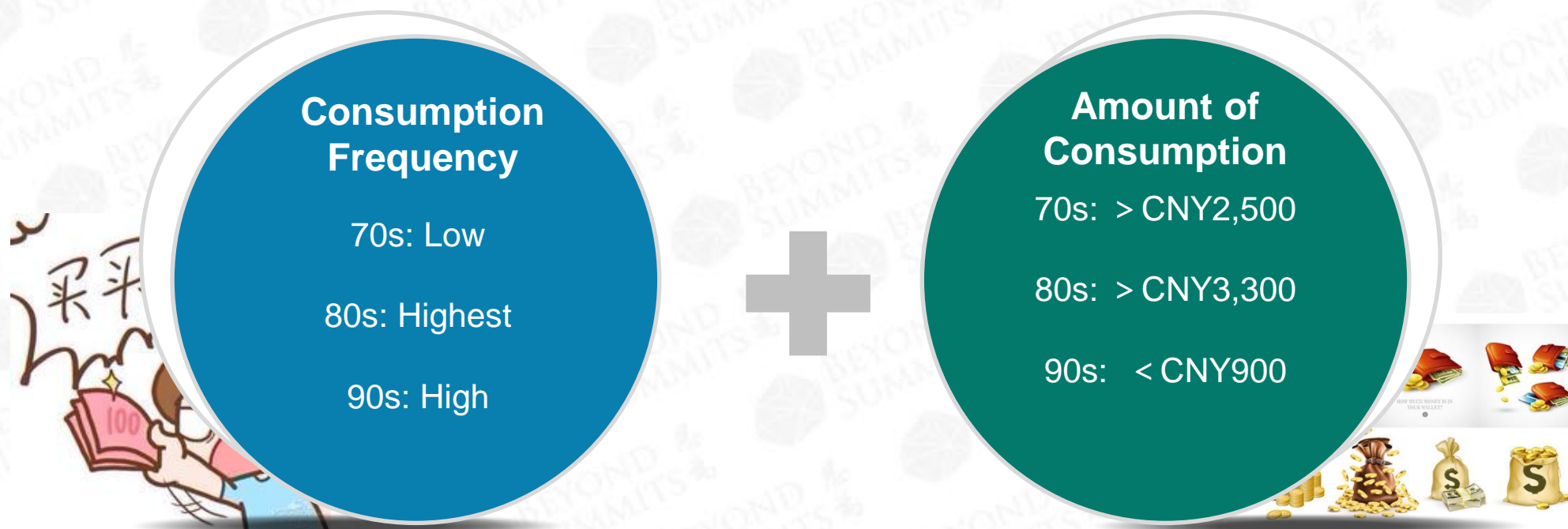
80s preferred foreign brands; 90s will try new brands; 95s had more trust in the domestic brands.

80s: Pure imported products were better than products from joint venture

90s: Brands can improve social status, and they liked to try new brands

95s: Paying no attention to the foreign brands, and choosing domestic brands

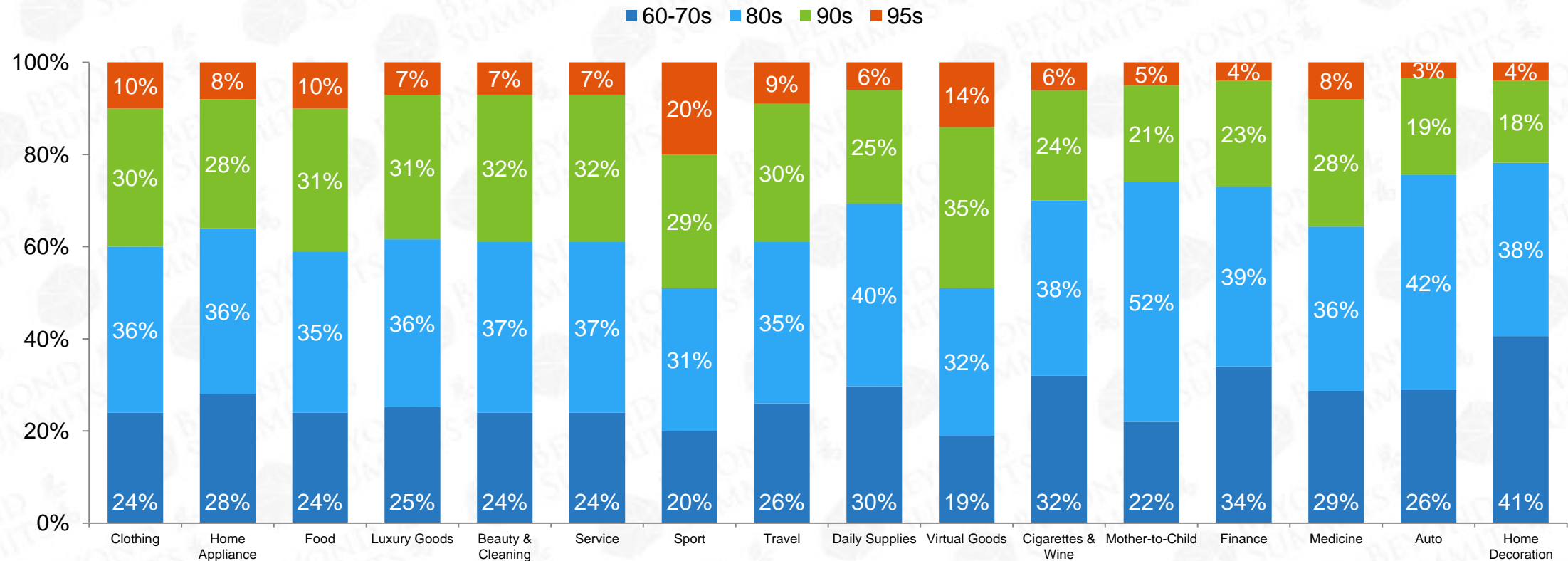
80s had the strongest consumption capability. Most 90s didn't have strong consumption capability due to their poor economic status.



Source : PeopleView

80s' online expenditure was the highest among all generations, especially in mother-to-child and auto products.

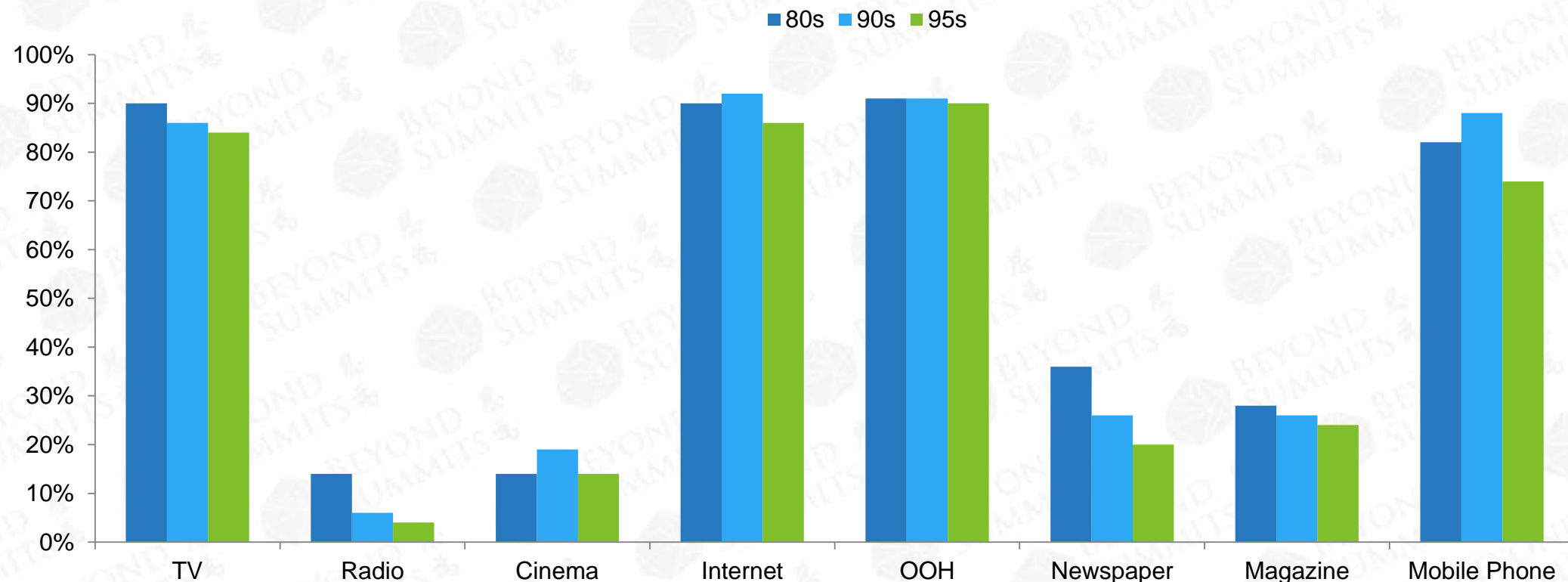
Online Shopping Items Distributed by Age (2015)



Source : PeopleView

Many generations were highly exposed to Internet, OOH, TV and mobile phone. Moreover, mobile phone had the widest coverage in 90s.

Media Exposure to Different Generations (2015)

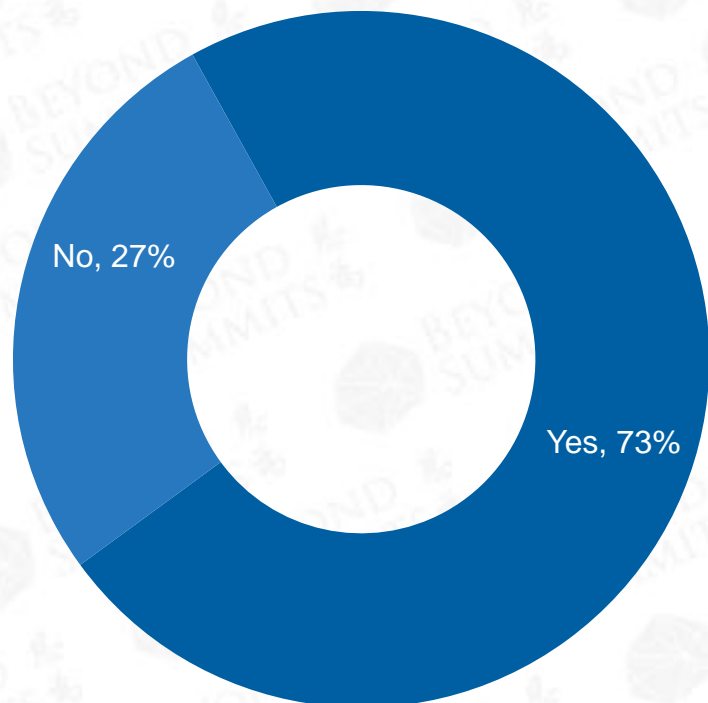


Source : PeopleView

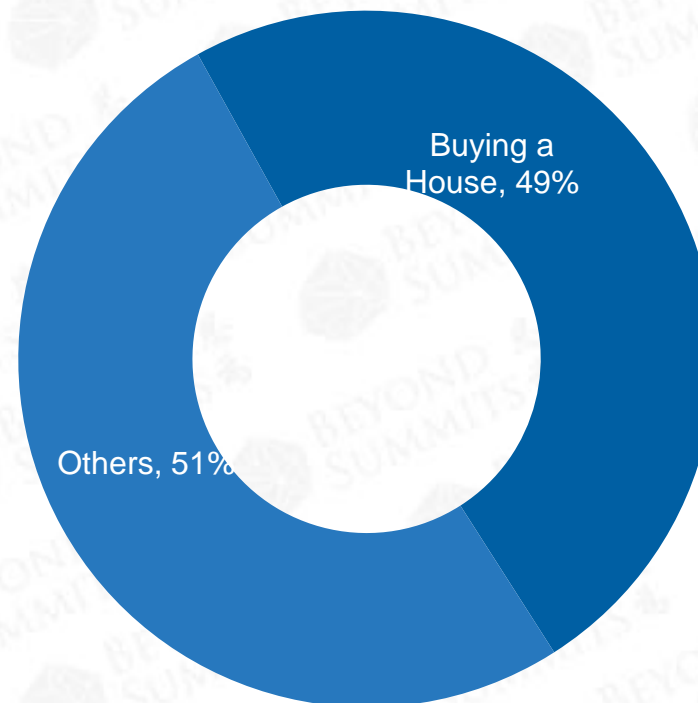
80s

Even for the 80s who gradually become rich, house purchasing was still a major pressure. Besides, 73% of them had experiences of working overtime.

80s Who Had Experiences of Working Overtime



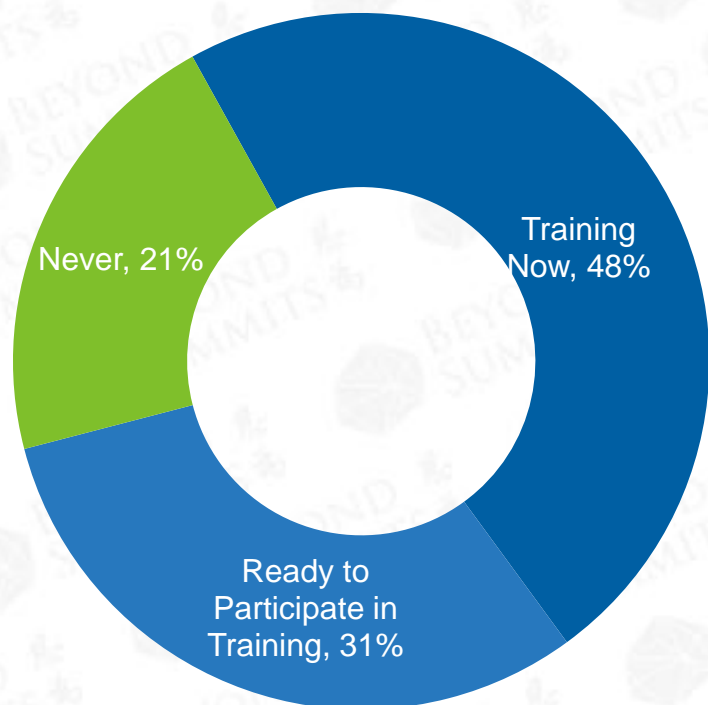
80s' Pressure



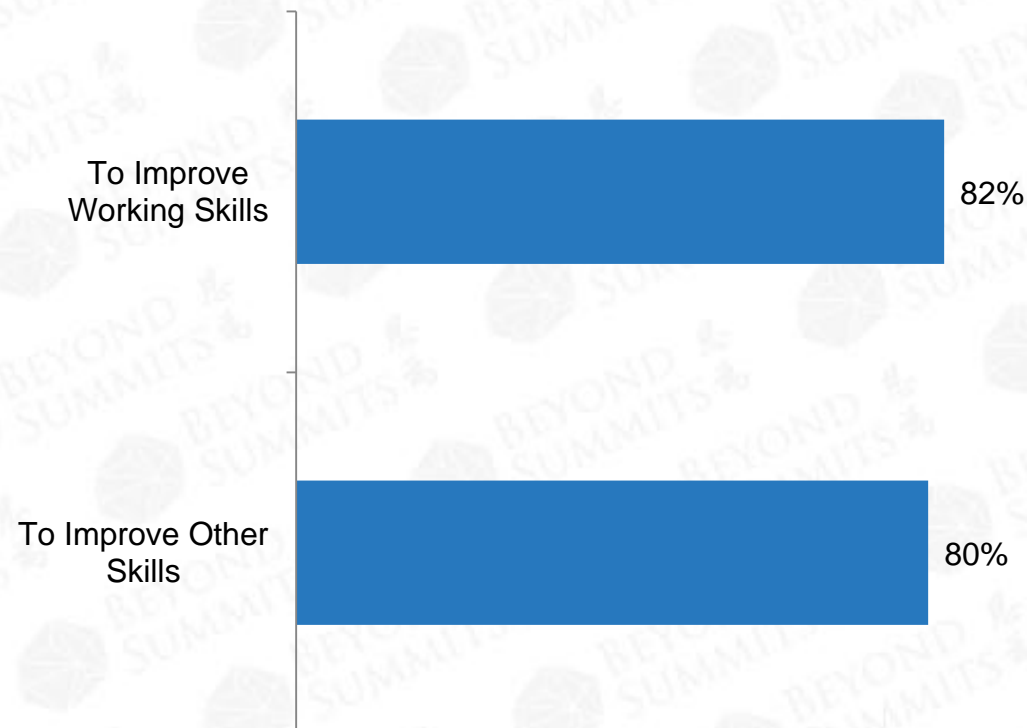
Source : Report of Gradually Rich Chinese (2016)
Gradually Rich Chinese : 23-35 years old, personal annual income was above CNY50,000

Nearly 80% of the 80s were participating or were ready to participate in some kind of training. Their main purpose to join the training was to improve working skills.

80s' Amateur Training



The Reasons to Participate in Amateur Training

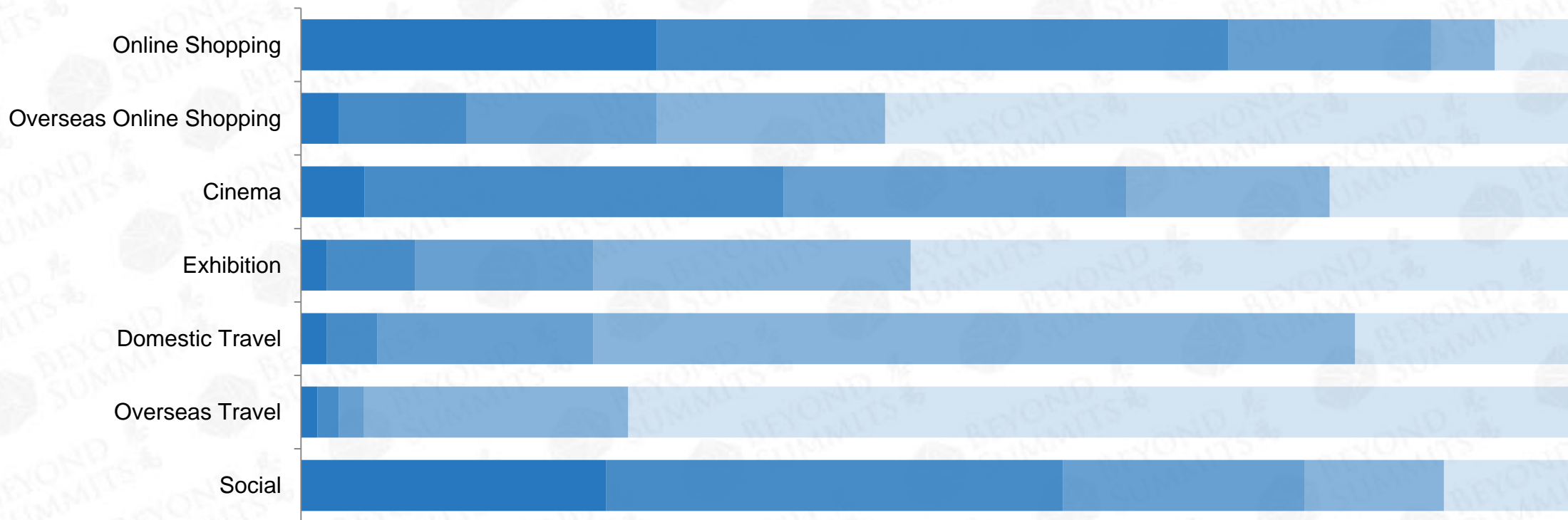


Source : Report of Gradually Rich Chinese (2016)
Gradually Rich Chinese : 23-35 years old, personal annual income was above CNY50,000

80s who became rich gradually spent more time on online shopping and social. The consumption frequency of travel and overseas online shopping were lower.

80s' Consumption Frequency

■ 1-2 Times per Week ■ 1-2 Times per Month ■ 1-2 Times per Quarter ■ 1-2 Times per Year ■ Never

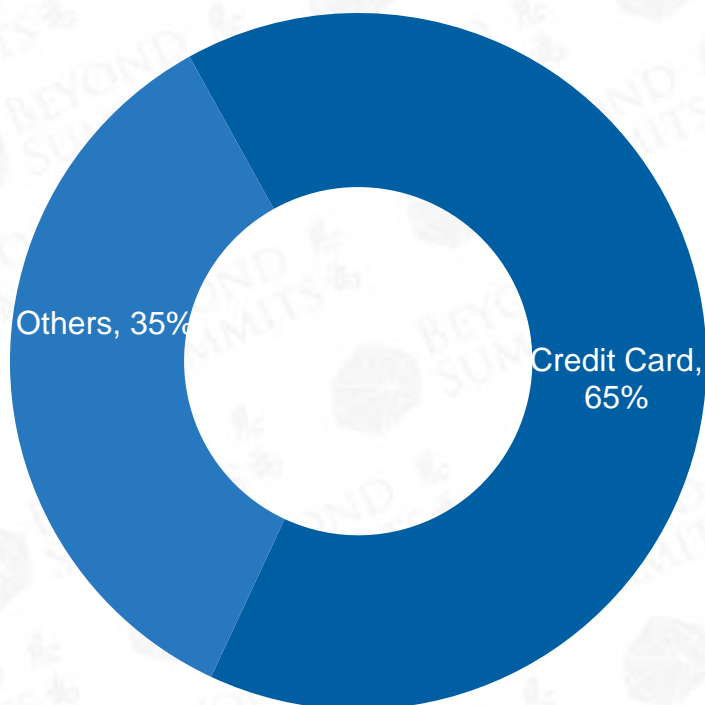


Source : Report of Gradually Rich Chinese (2016)

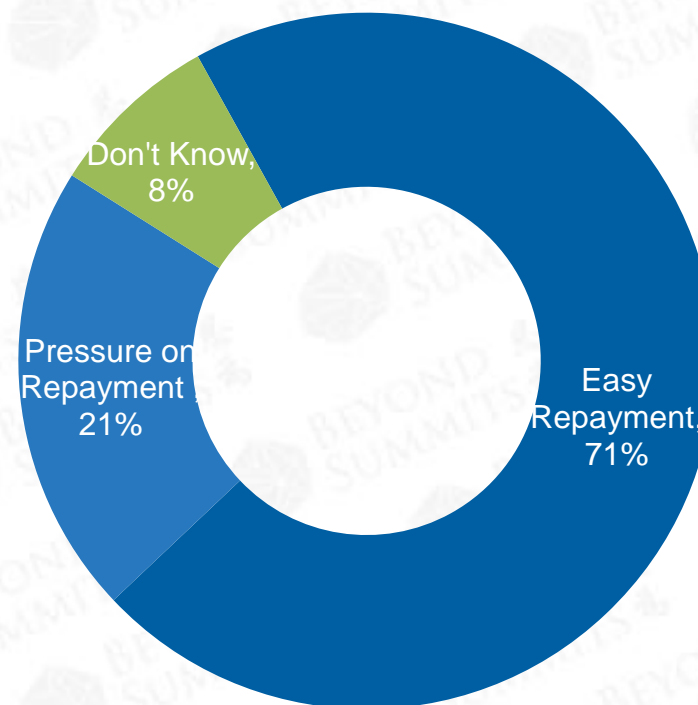
Gradually Rich Chinese : 23-35 years old, personal annual income was above CNY50,000

More than half of 80s(gradually being rich) would pay by credit card, and most of them can repay very easily.

80s' Payment Method



80s' Consumption Habits

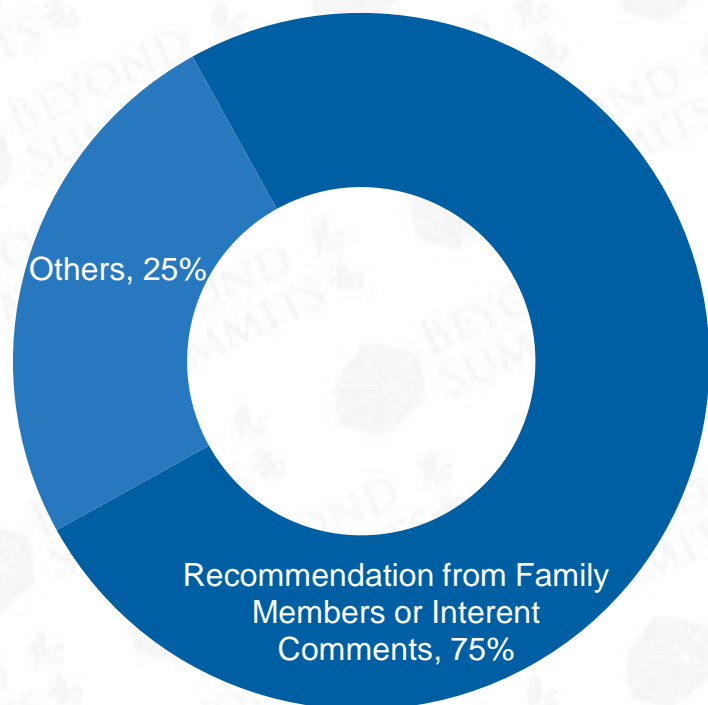


Source : Report of Gradually Rich Chinese (2016)

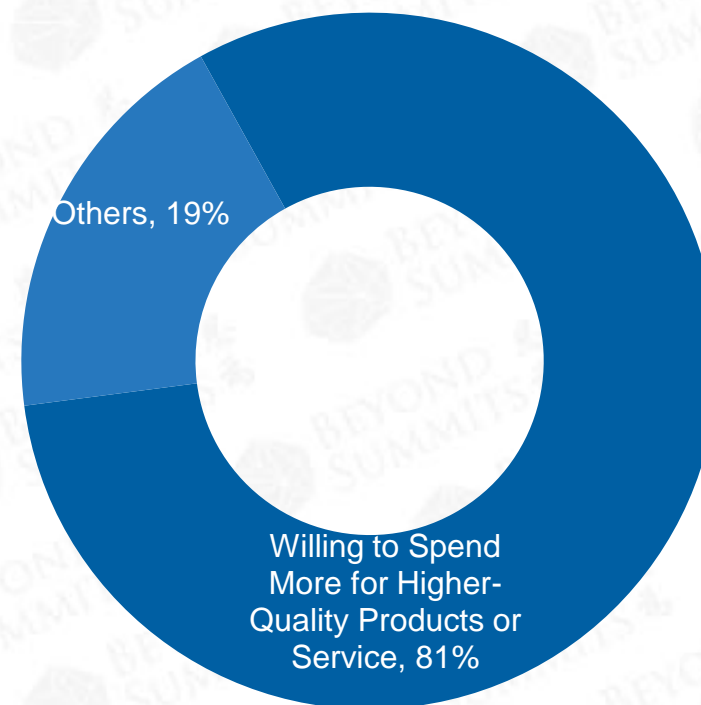
Gradually Rich Chinese : 23-35 years old, personal annual income was above CNY50,000

80s'(Gradually being rich) consumption were increasingly influenced by word-of-mouth recommendations. 75% of them would listen to the recommendation from family members and internet users. Moreover, most of them were willing to spend more on higher-quality products or services.

80s' Consumption Decision



80s' Pursuit for Quality

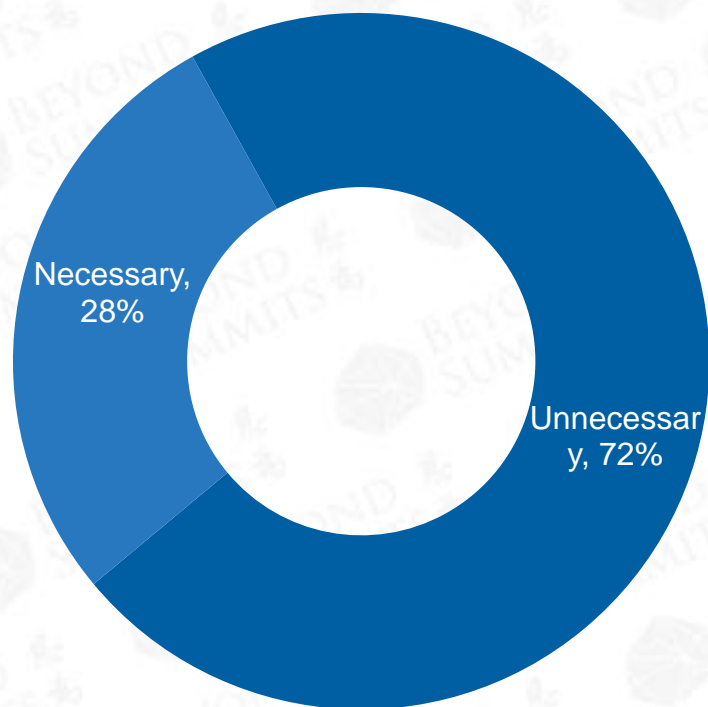


Source : Report of Gradually Rich Chinese (2016)

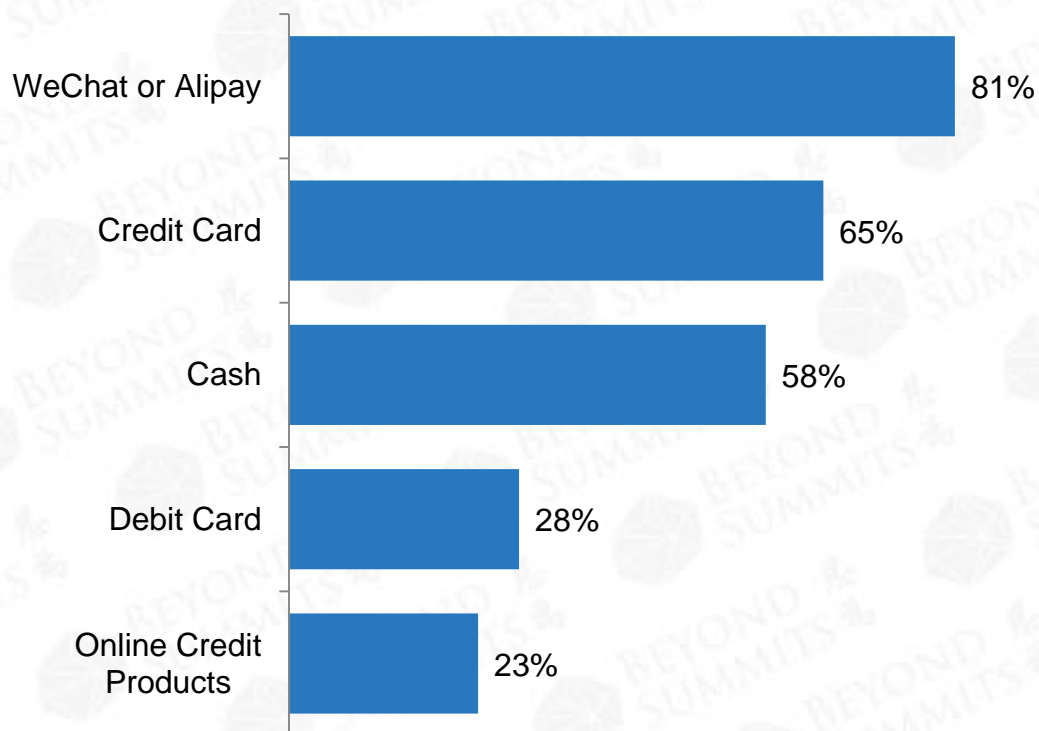
Gradually Rich Chinese : 23-35 years old, personal annual income was above CNY50,000

WeChat and Alipay have become the main payment method for 80s. 72% of them held an opinion that cash was unnecessary.

80s' Attitude on Cash Payment



80s' Payment Method

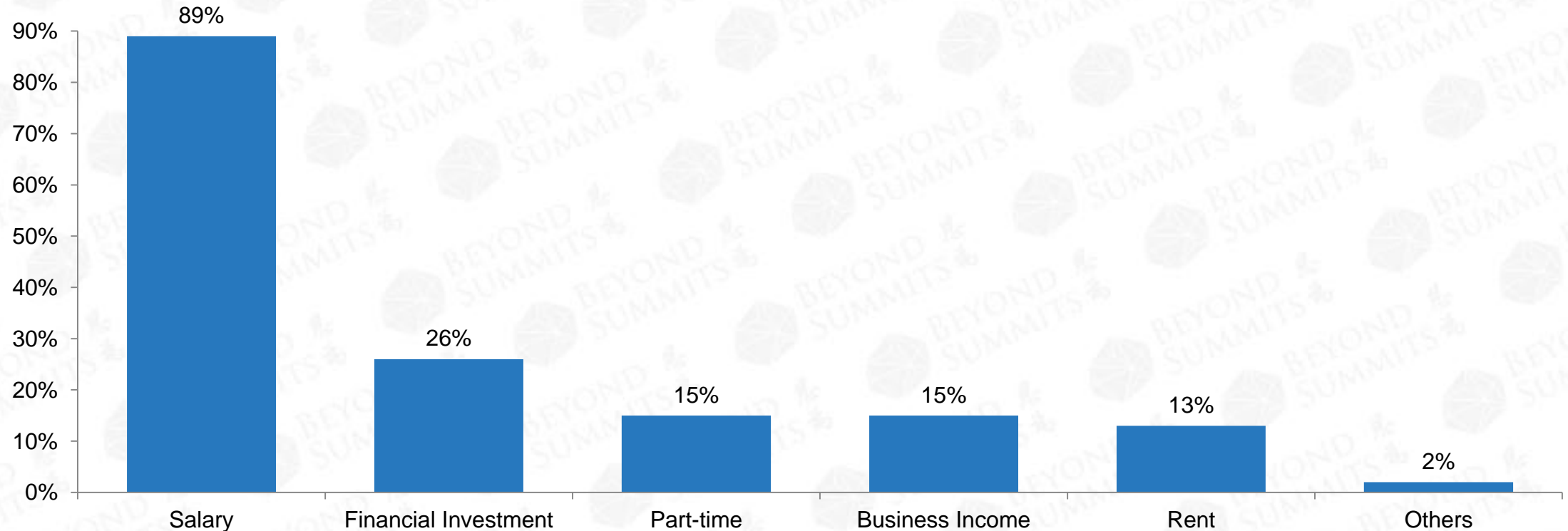


Source : Report of Gradually Rich Chinese (2016)

Gradually Rich Chinese : 23-35 years old, personal annual income was above CNY50,000

In addition to salary, 80s' income also came from financial investment, part-time jobs, business investment, and rent fees. 34% of them have two or more sources of income.

80s' Main Sources of Income

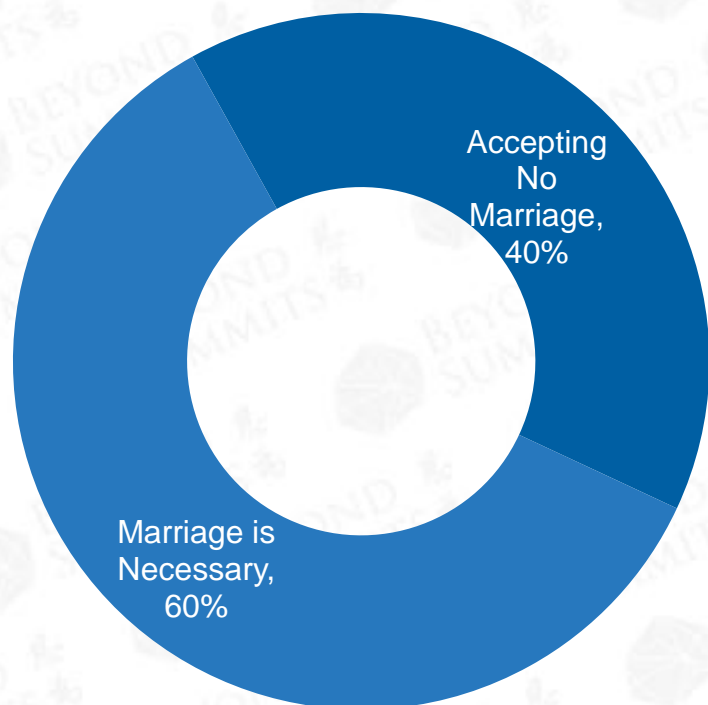


Source : Report of Gradually Rich Chinese (2016)

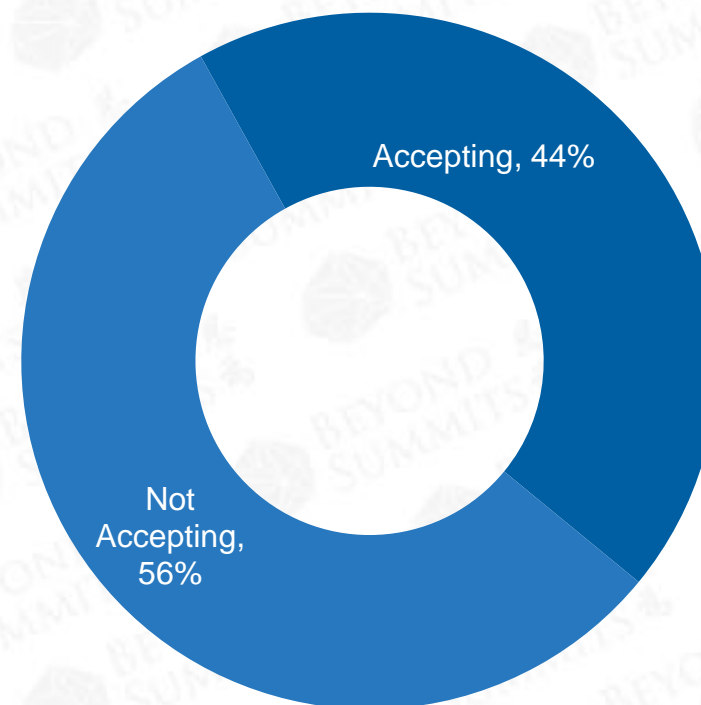
Gradually Rich Chinese : 23-35 years old, personal annual income was above CNY50,000

Most 80s considered marriage as an necessary part of their life, with only 40% of them accepting no marriage. Moreover, 44% of them accepted naked marriage.

80s' Attitude on Marriage



80s' Attitude on Naked Marriage



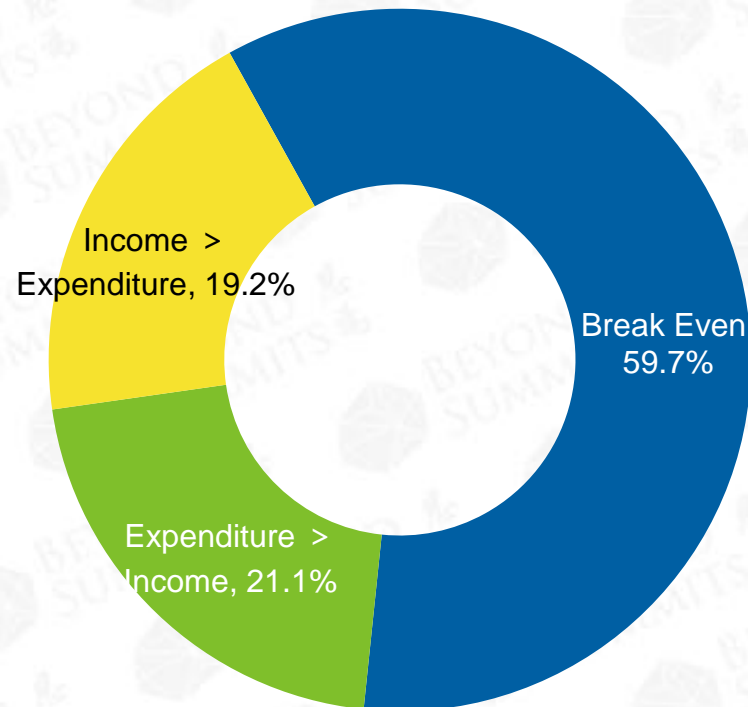
Source : Report of Gradually Rich Chinese (2016)

Gradually Rich Chinese : 23-35 years old, personal annual income was above CNY50,000

90s

90s' consumption capability has began to rise. Nearly 60% of the 90s can balance between income and expenditure, and 19.2% of the 90s' had higher income than expenditure.

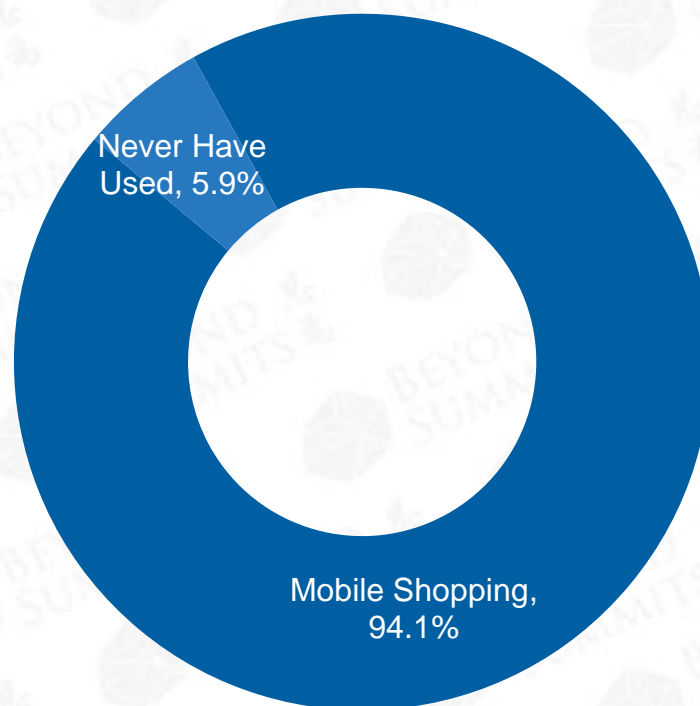
90s' Income and Expenditure



Source : DCCI Internet Data Center (2016)

As of 2016, as high as 94.1% of 90s would shop via mobile phone.

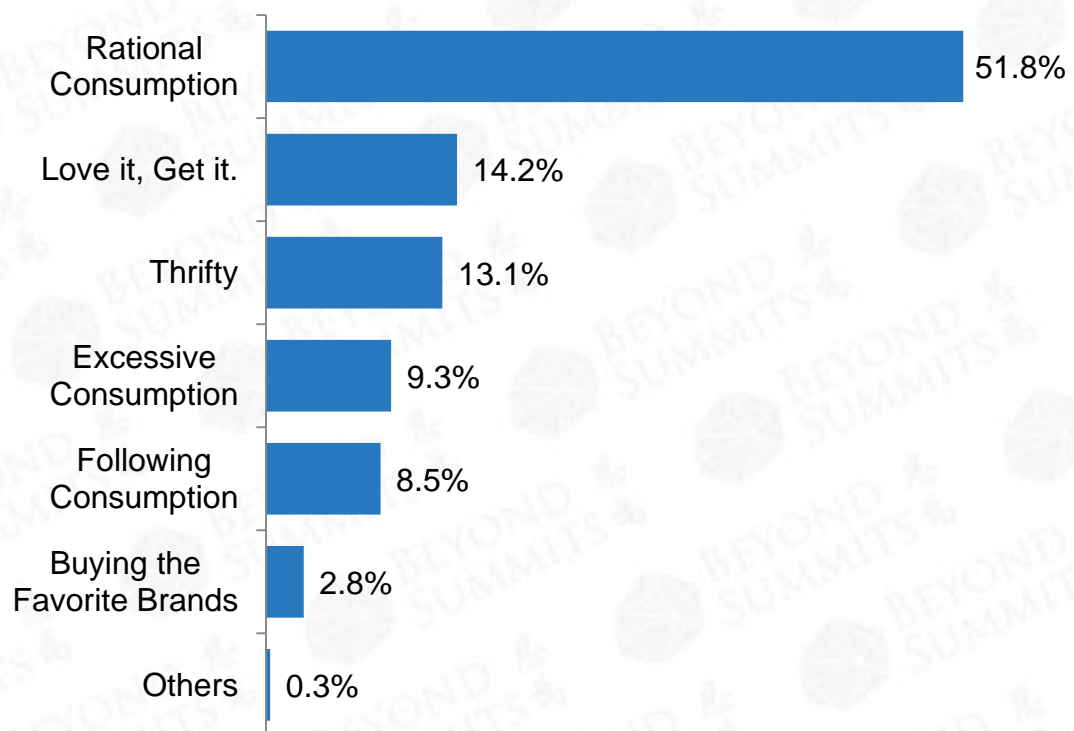
The Proportion of Mobile Shopping in 90s



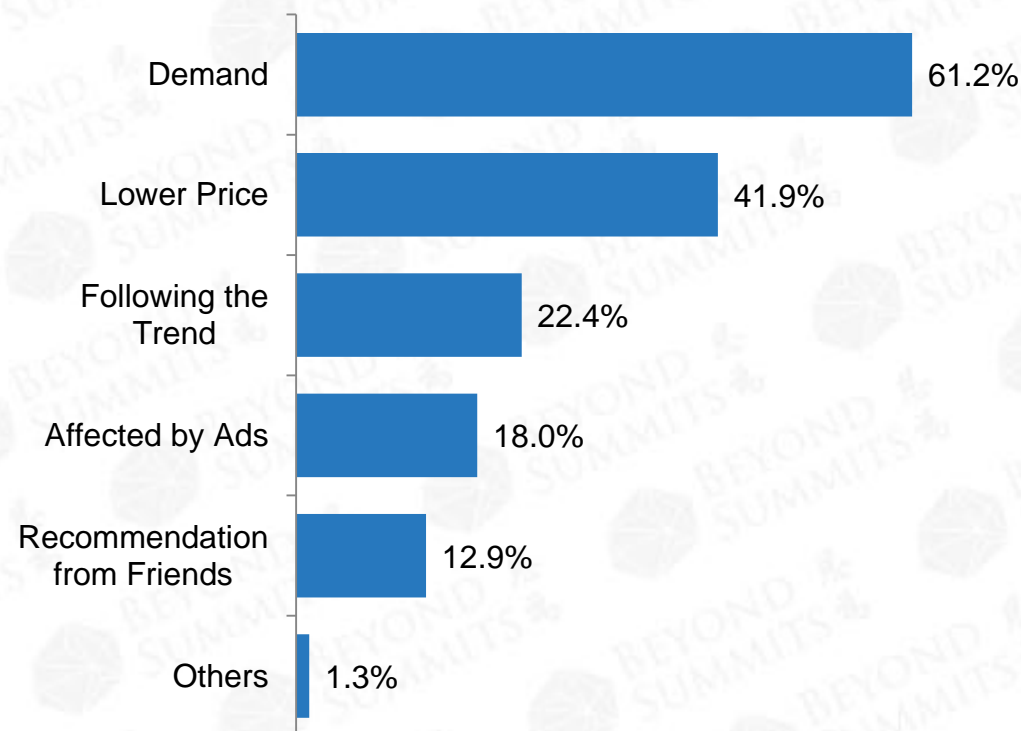
Source : DCCI Internet Data Center (2016)

Most 90s' consumption attitude was more rational, and the main factors influencing their purchasing were their demand and lower price.

90s' Consumption Attitude



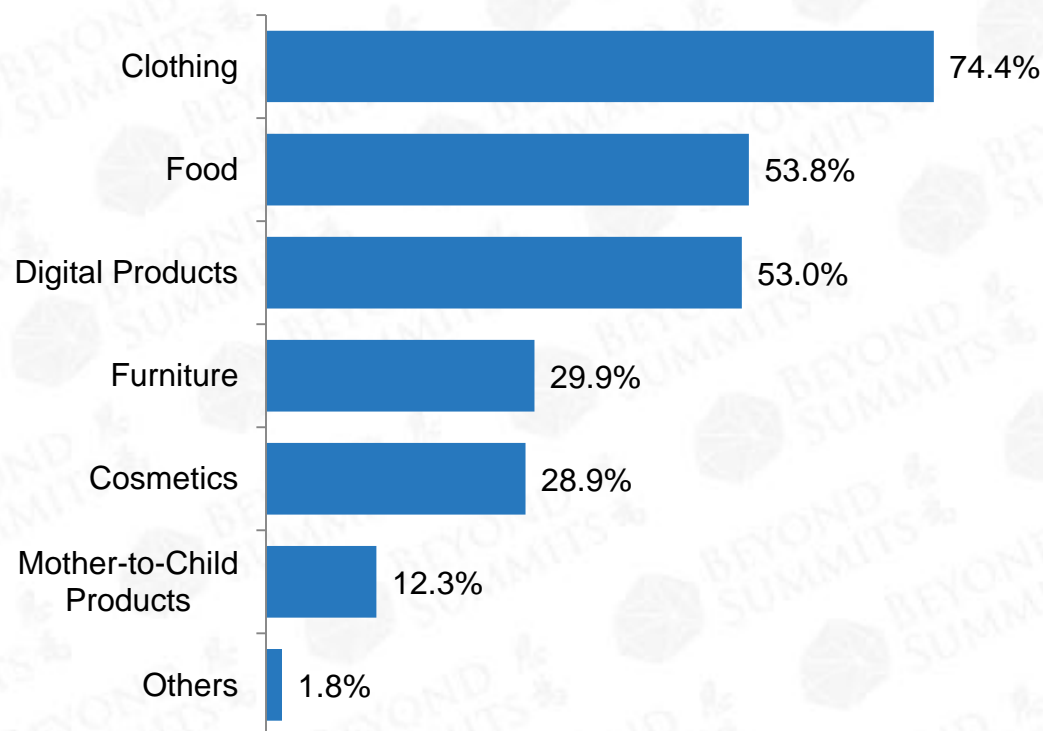
90s' Purchasing Factors



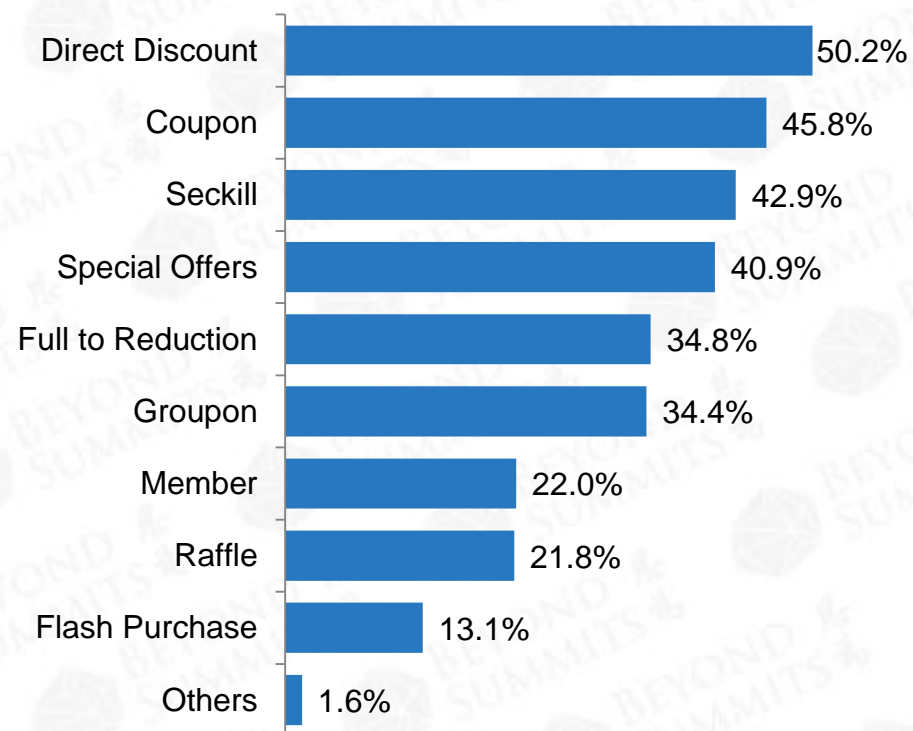
Source : DCCI Internet Data Center (2016)

Clothing, food and digital products were the most popular commodities for 90s to buy online. They preferred discount, coupons and last minute deal.

Commodity 90s Like to Buy Online



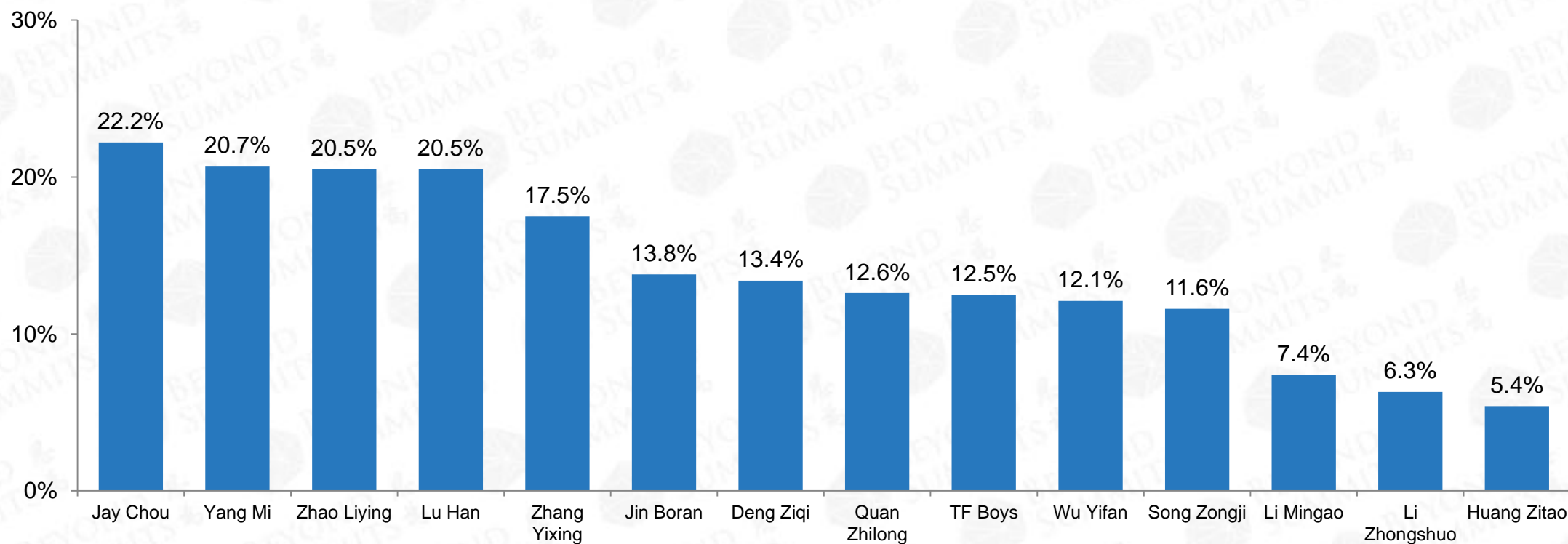
90s' Favorite Discount Forms



Source : DCCI Internet Data Center (2016)

90s preferred to follow domestic stars, including Jay Chou, Yang Mi, and Zhao Liying.

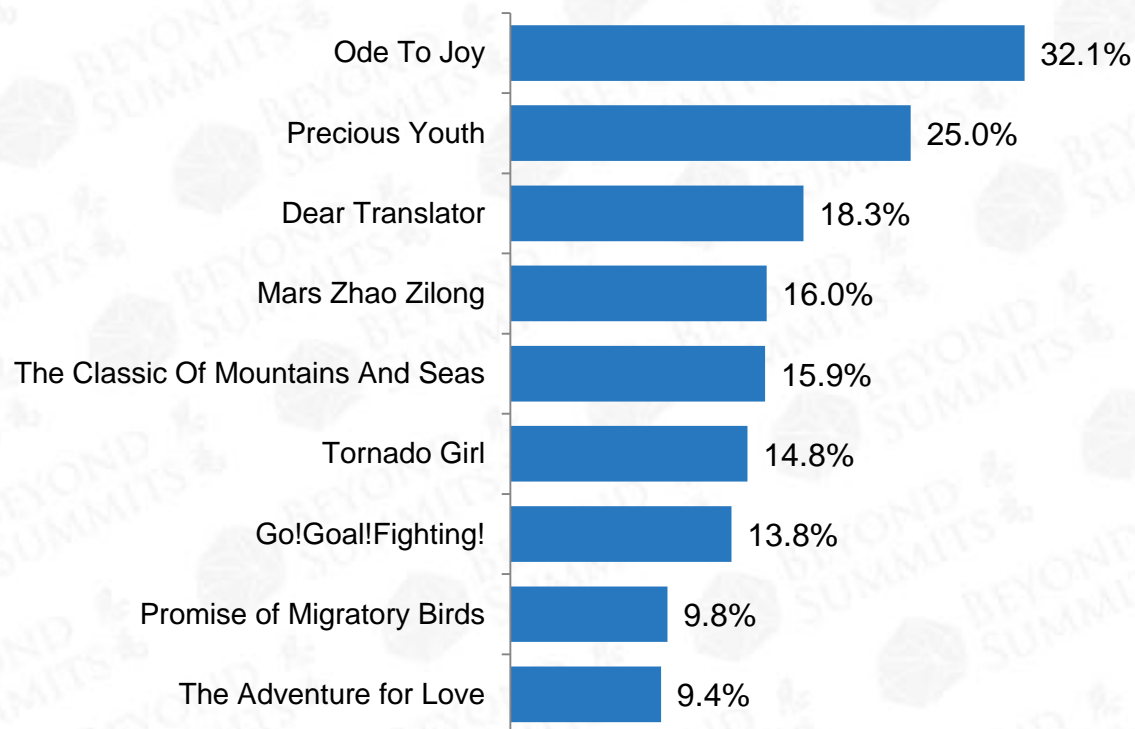
90s' Favorite Stars



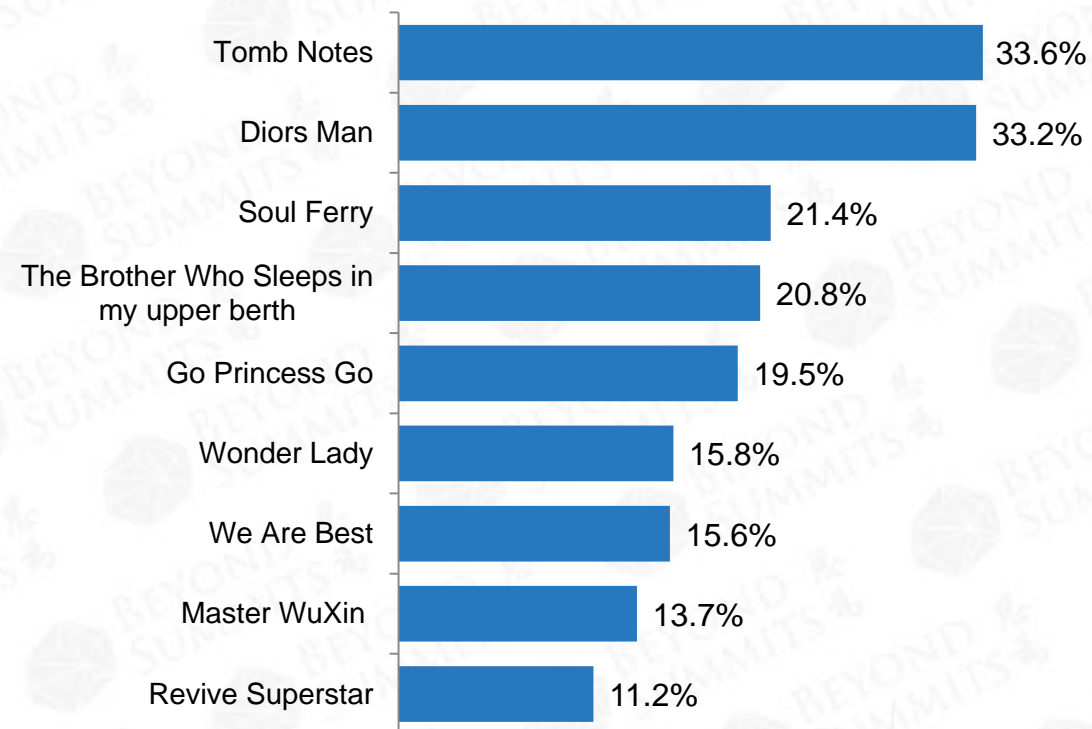
Source : DCCI Internet Data Center (2016)

Compared with TV series, 90s preferred the internet series more.

90s' Favorite Domestic TV Series



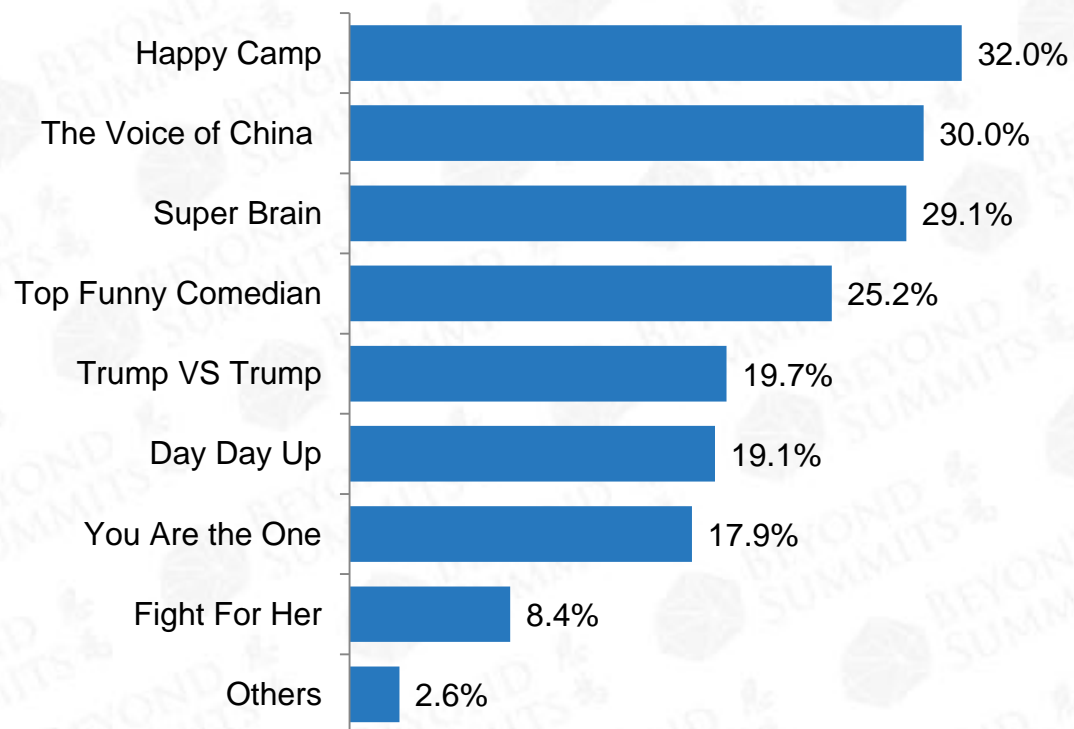
90s' Favorite Network Series



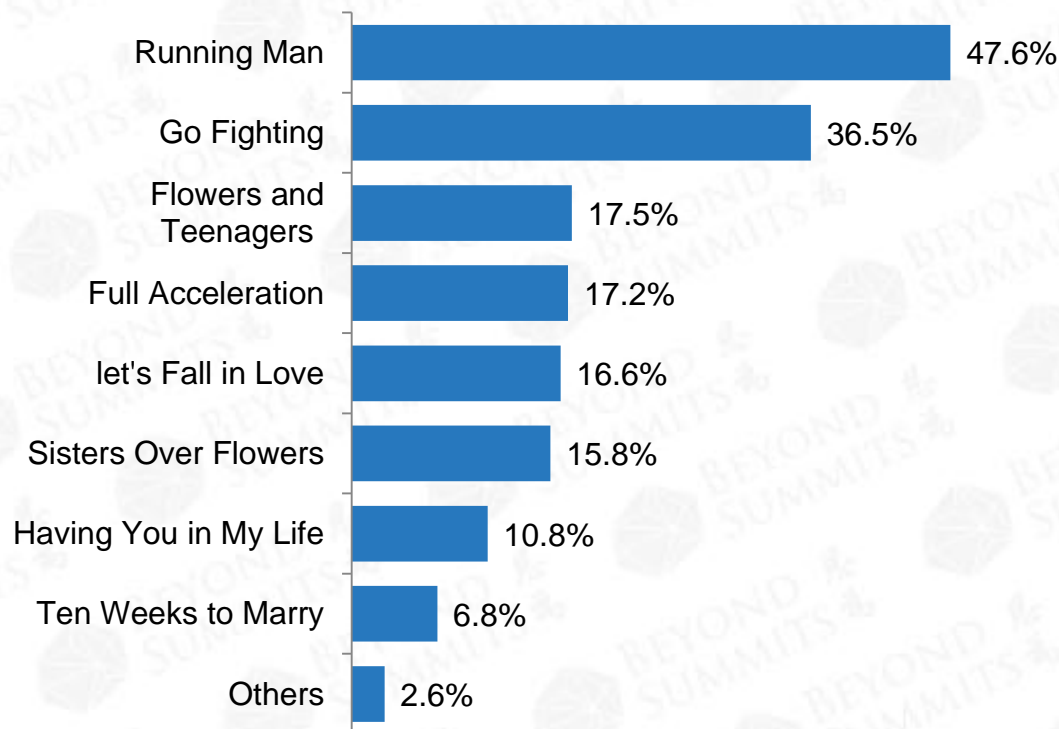
Source : DCCI Internet Data Center (2016)

90s' favorite variety show was Happy Camp, while Running Man was the most popular reality show among 90s.

90s' Favorite Variety Show



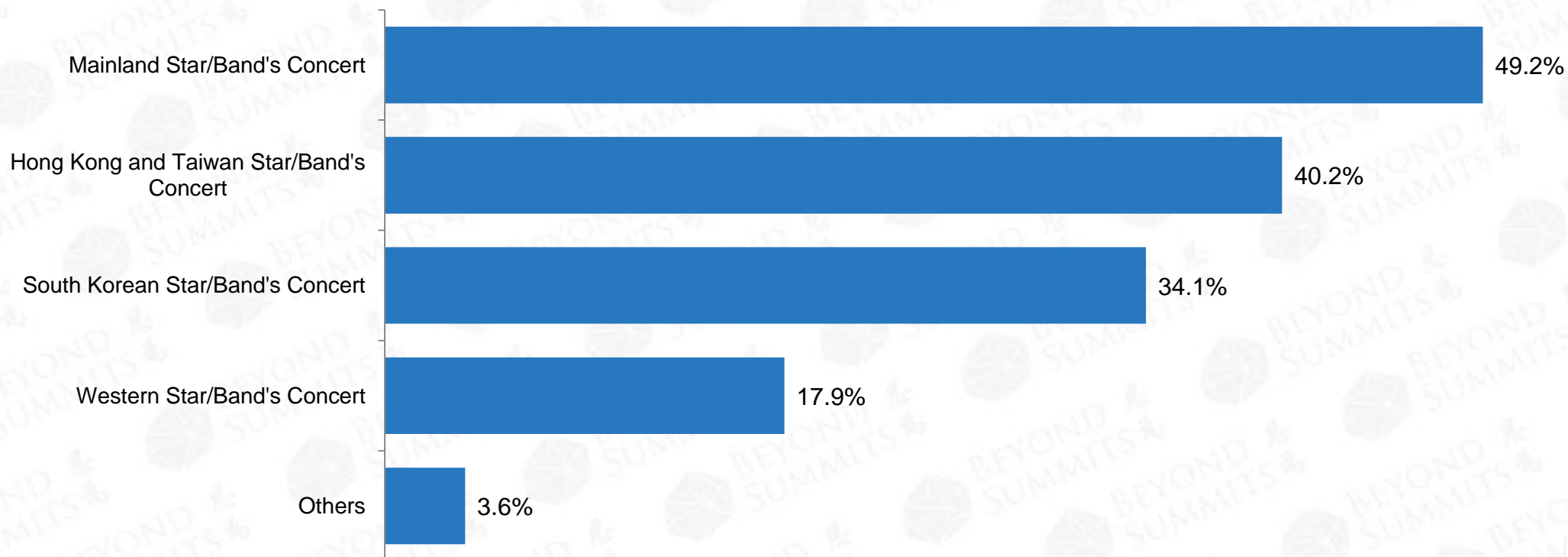
90s' Favorite Reality Show



Source : DCCI Internet Data Center (2016)

90s preferred to follow domestic stars, as well as to attend their concerts.

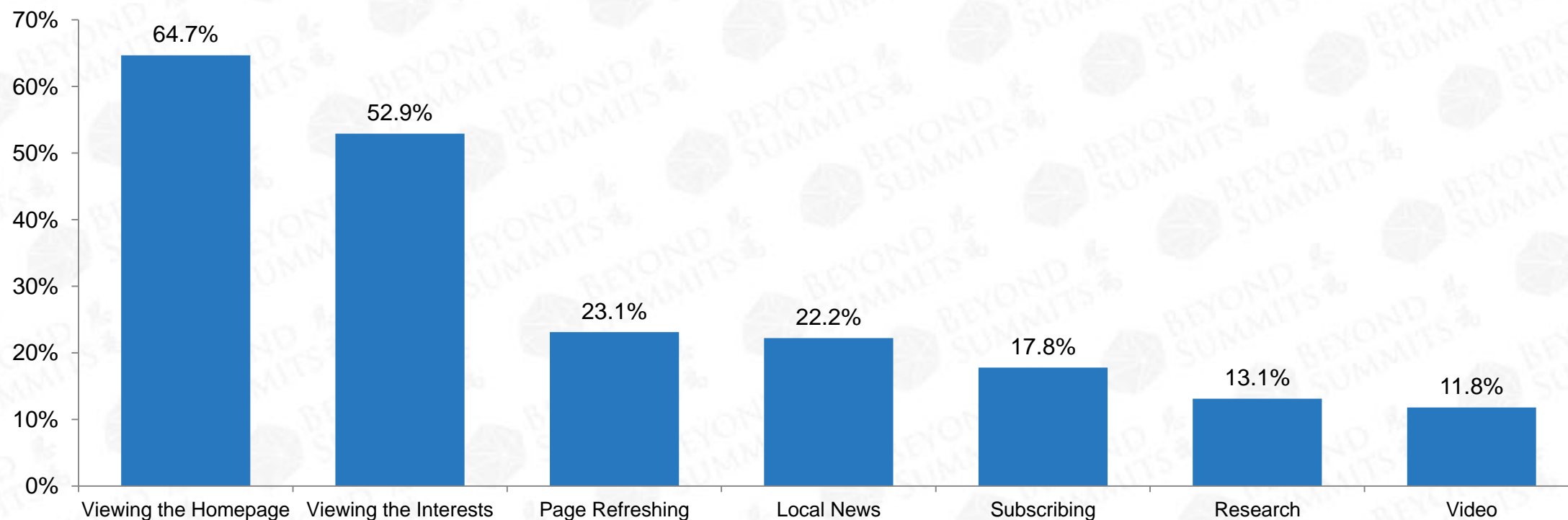
90s' Favorite Types of Concert



Source : DCCI Internet Data Center (2016)

90s searching for news will first view the news homepage and then enter into a channel that suits their interests.

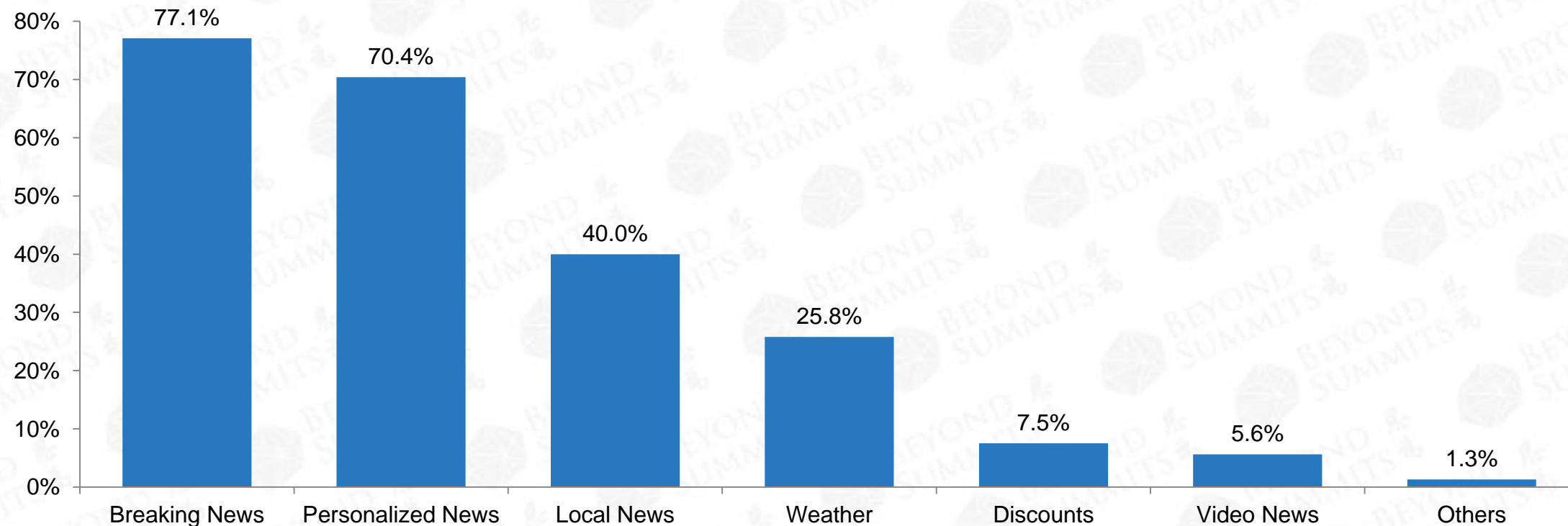
How 90s Watch News



Source : QQ Report (2016)

Breaking news and personalized news were the most accepted news for 90s.

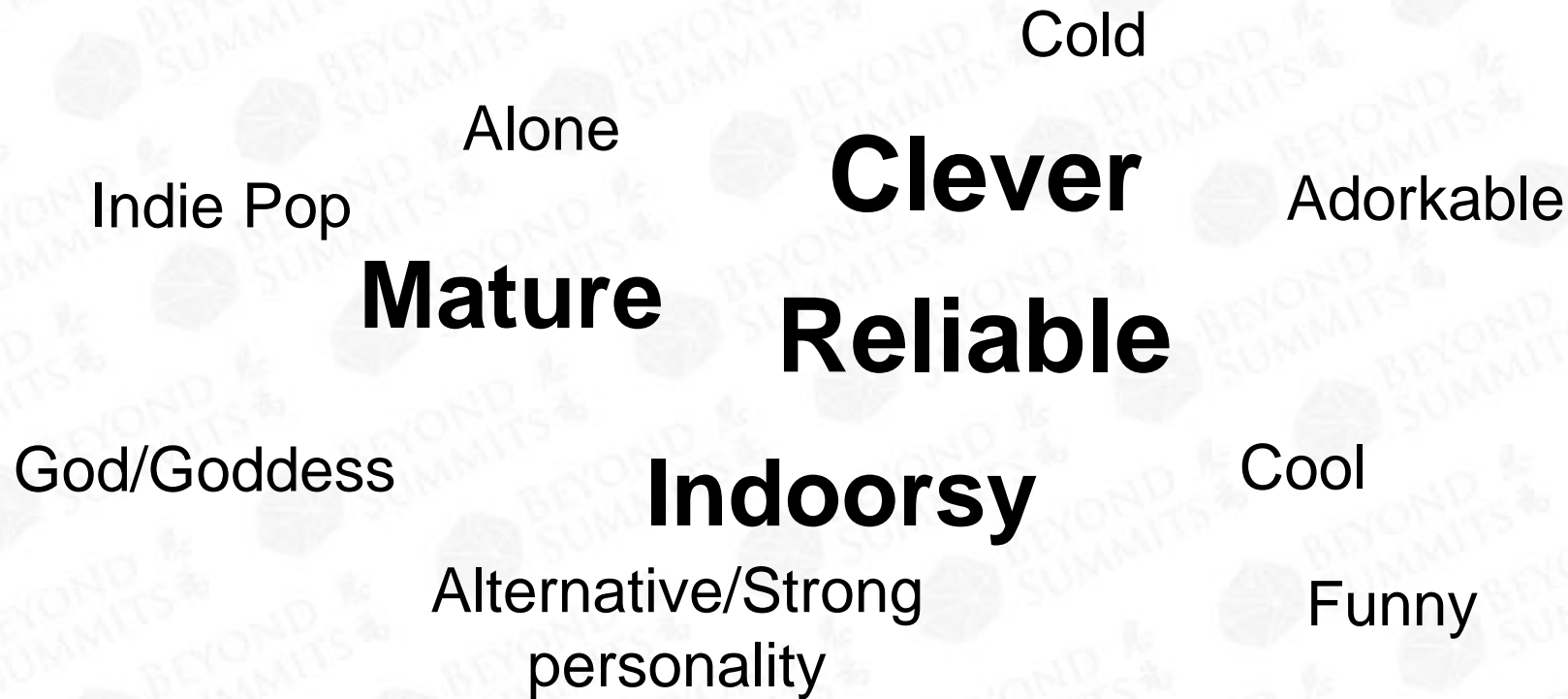
Types of News Accepted by 90s



Source : QQ Report (2016)

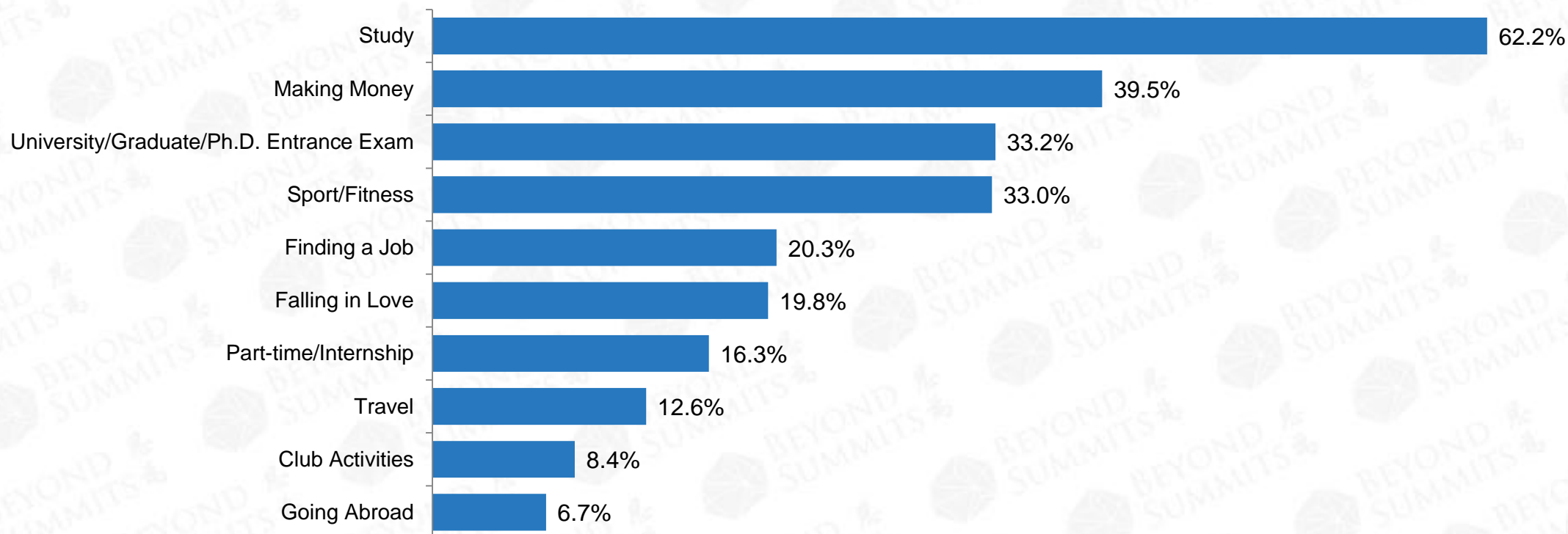
95s

95s' labels were diversified, and they pursued “I am who I am”.



Study was still the key task for 95s, followed by making money. In addition, travel was also listed in the top 10 important things.

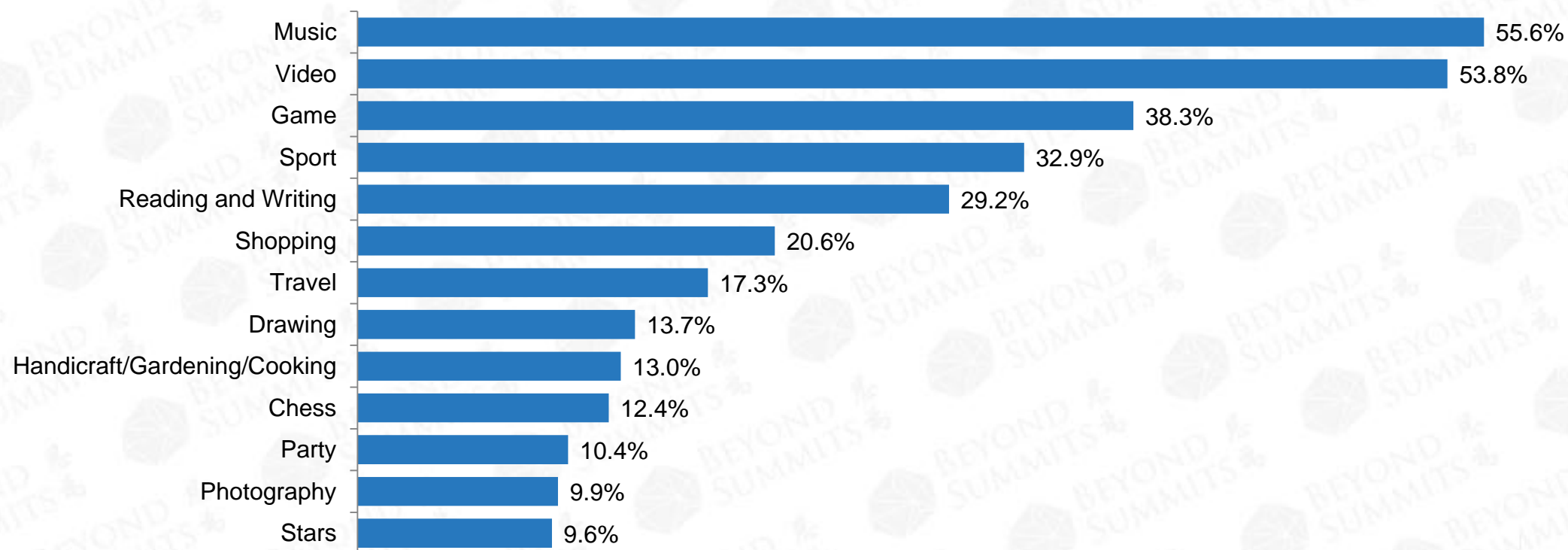
Top 10 Important Things for 95s



Source : Baidu (2015)

Music and video were the common hobbies among 95s.

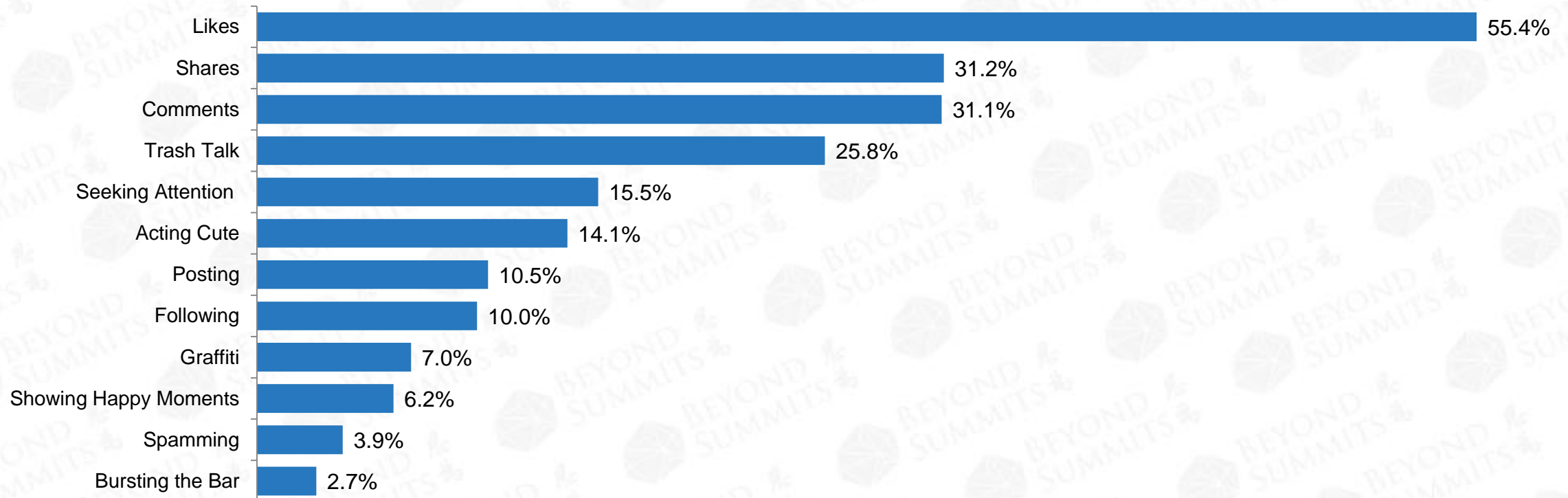
95s' Hobbies



Source : Baidu (2015)

“Likes”, “shares” and “comments” were the most popular online behaviors among 95s.

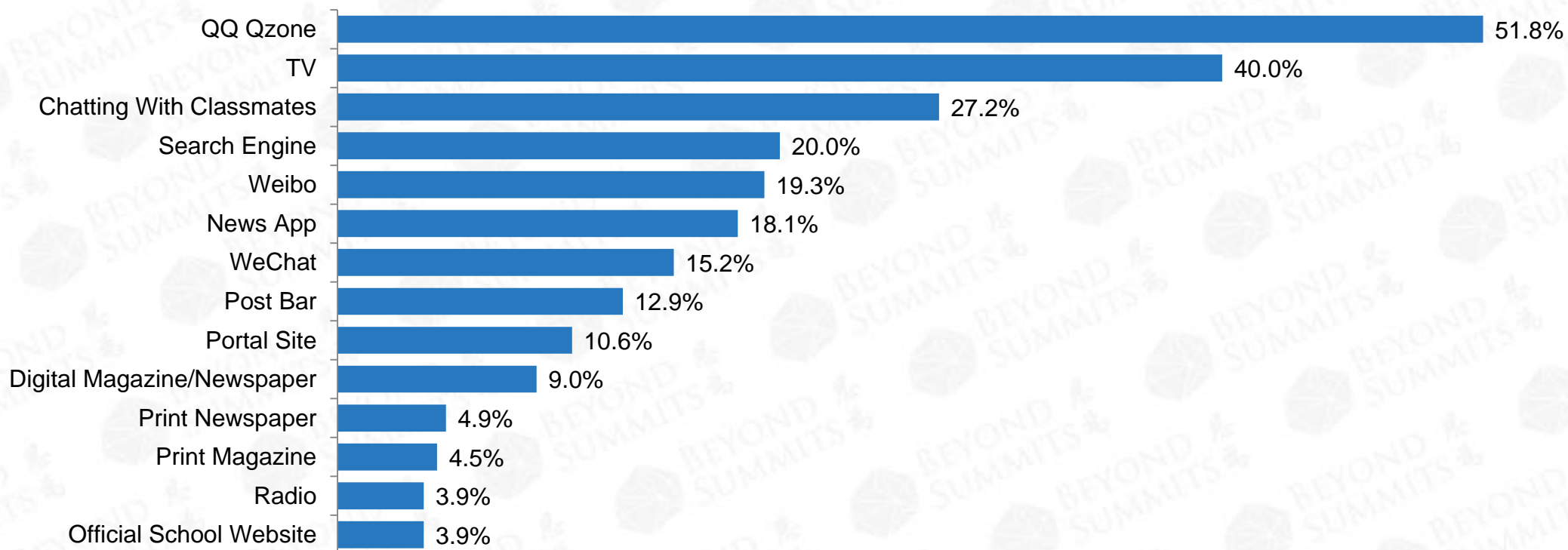
95s' Online Behaviors



Source : Baidu (2015)

QQ Qzone was 95s' main way to obtain information.

Ways to Obtain Information for 95s



Source : Baidu (2015)

95s paid more attention to study, social networking, and entertainment when they use mobile phones.



Entertainment (Anime Culture)



Study is the most important task



Social networking is essential



Taking selfies



Less attention to news

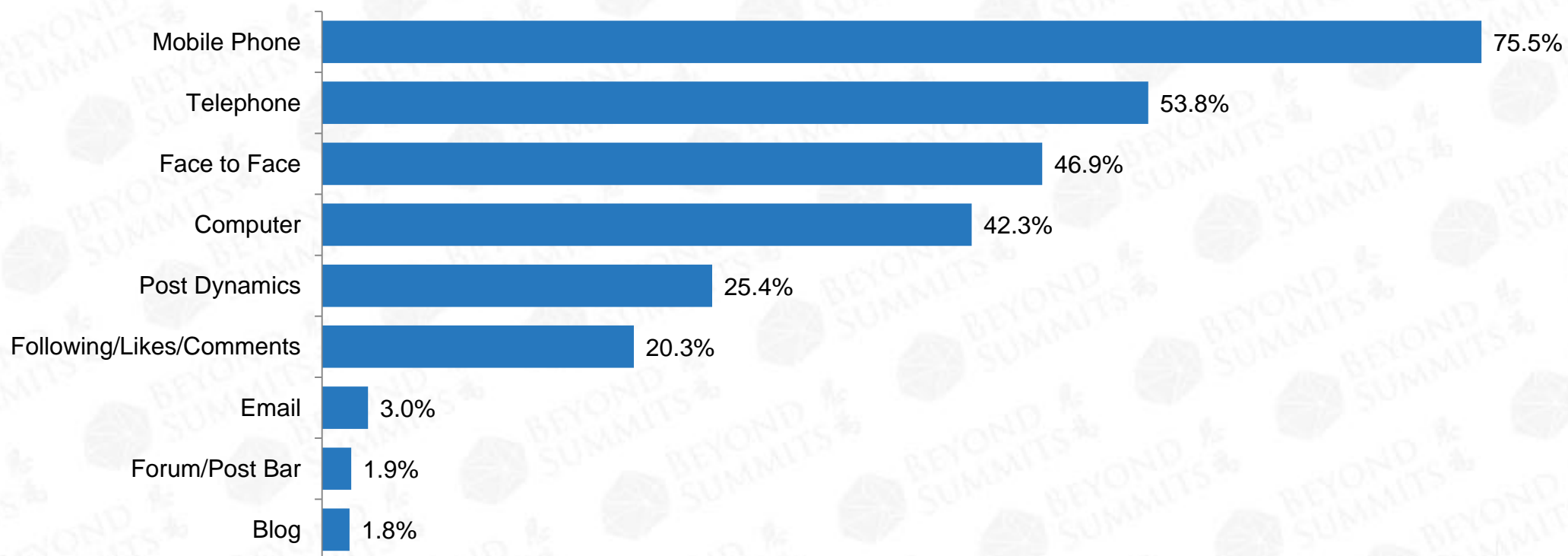


Barely use Life Service APP

Source : Report of Mobile Usage in 95s (2015)

Mobile phone was the main way to communicate with others for 95s.

95s' Ways to Communicate with Others

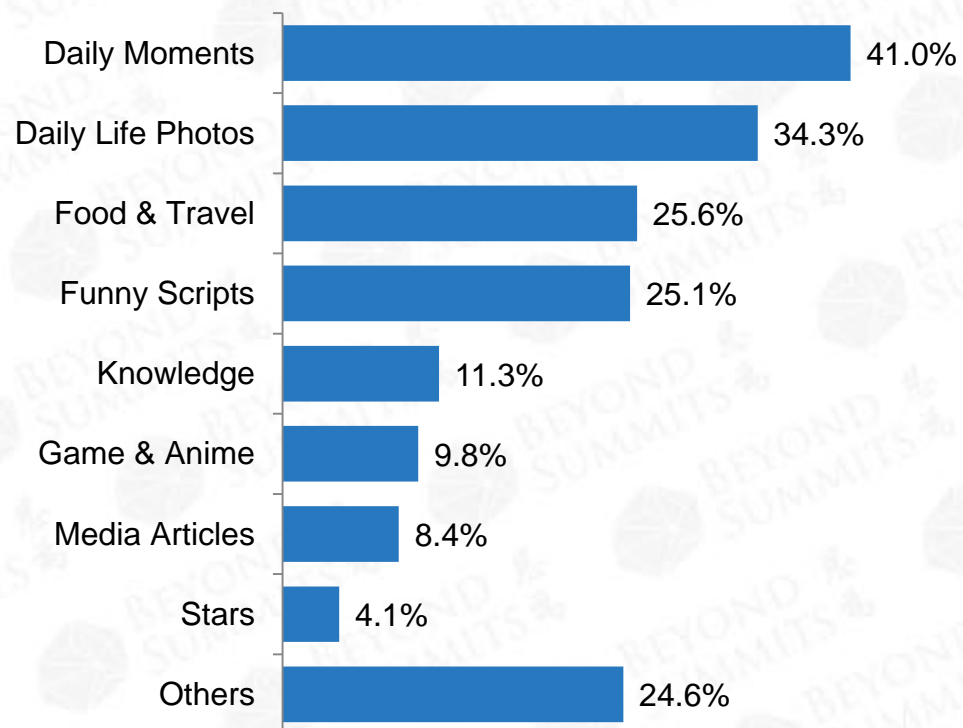


Source : Baidu (2015)

95s preferred to share daily moments and photos on social media.



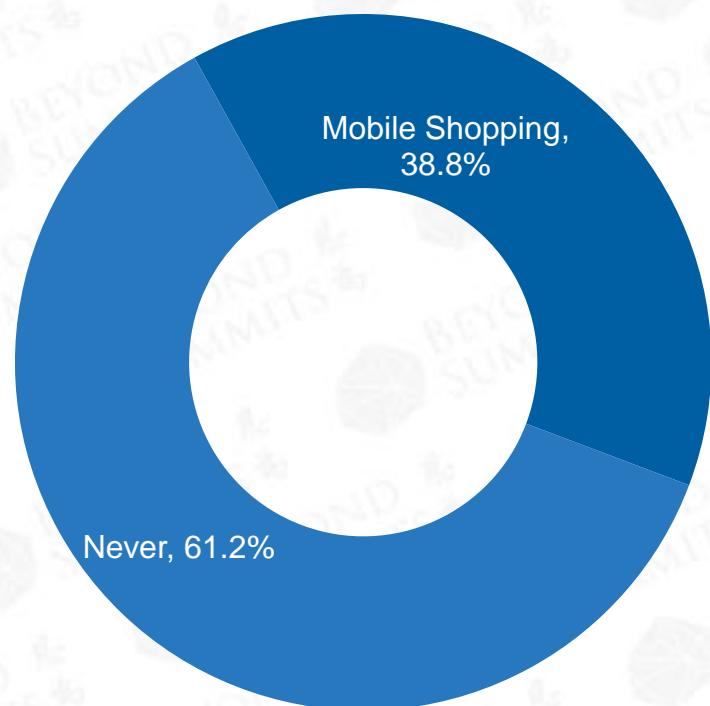
What 95s Preferred to Share on Social Media



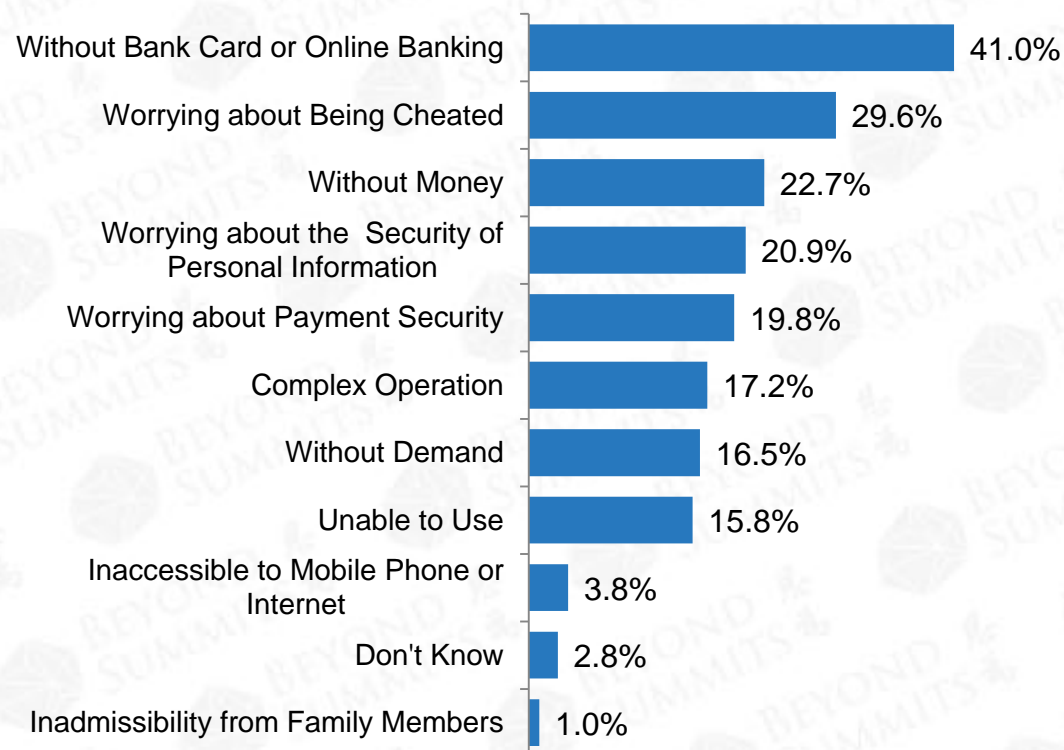
Source : Baidu (2015)

Only 38.8% of 95s have used mobile phones for shopping. This was mainly because they didn't have bank cards or online banking accounts. However, for those 95s who have entered the university or college, they became more active in mobile shopping.

Proportion of Mobile Shopping in 95s



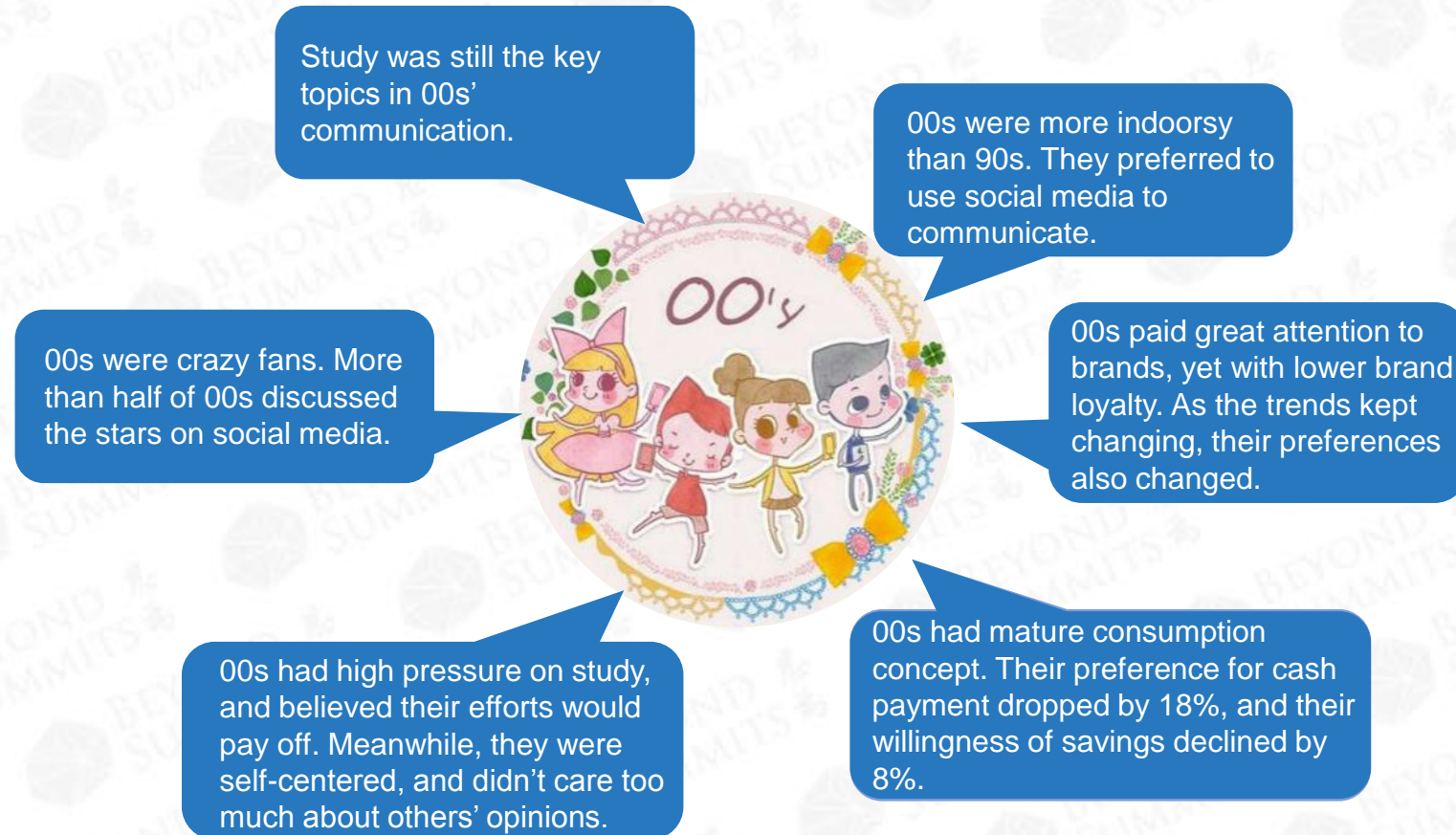
Why 95s Don't Choose Mobile Shopping



Source : Report of Mobile Usage in 95s (2015)

00s

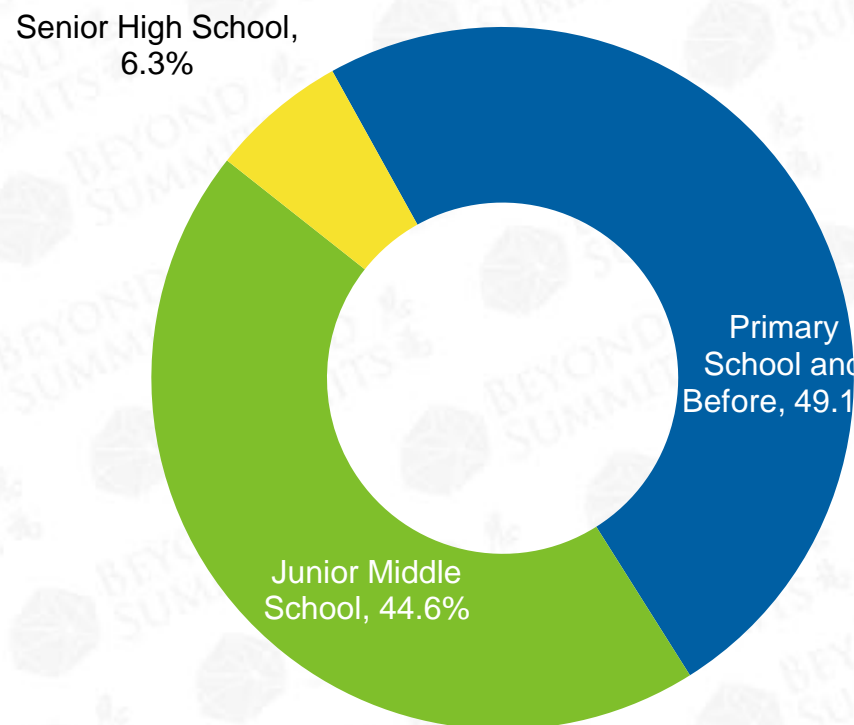
00s were more indoorsy and egotistical, and school study was still their key task now.



Source : Ogilvy (2015)

The time that younger generation were exposed to smartphone gets earlier and earlier. Nearly half of 00s have started to use smartphones in primary school.

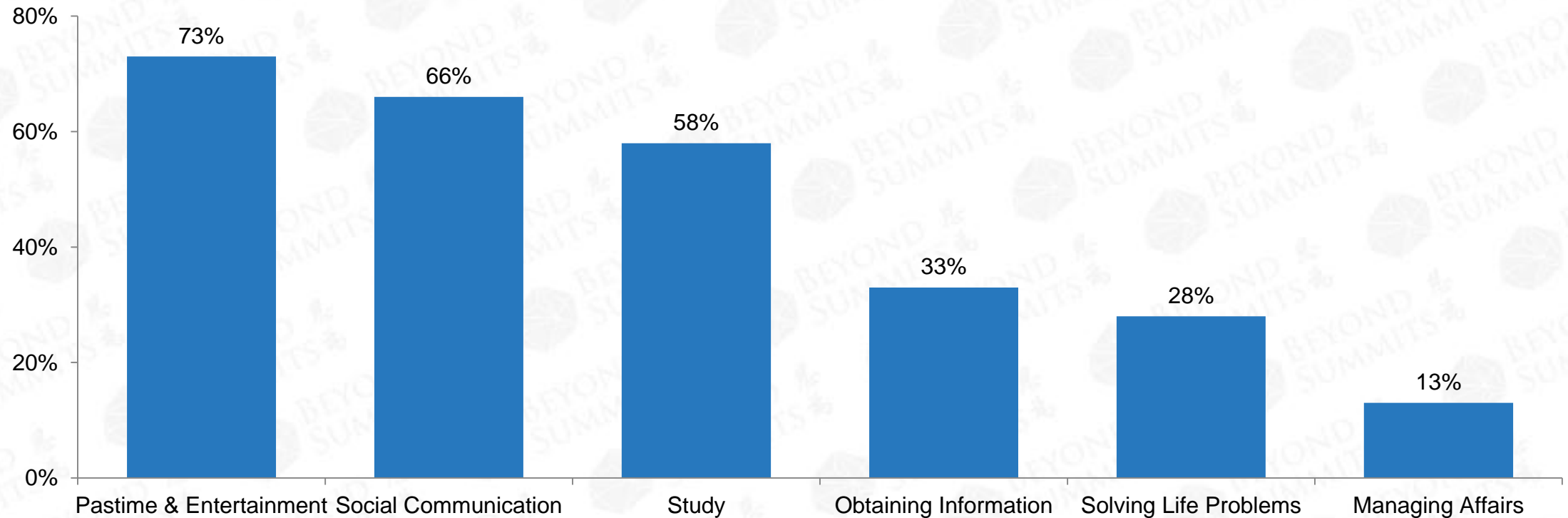
The First Time 00s were Exposed to Smartphone



Source : DCCI Internet Data Center (2015)

00s mainly used smartphones for entertainment, social networking and study .

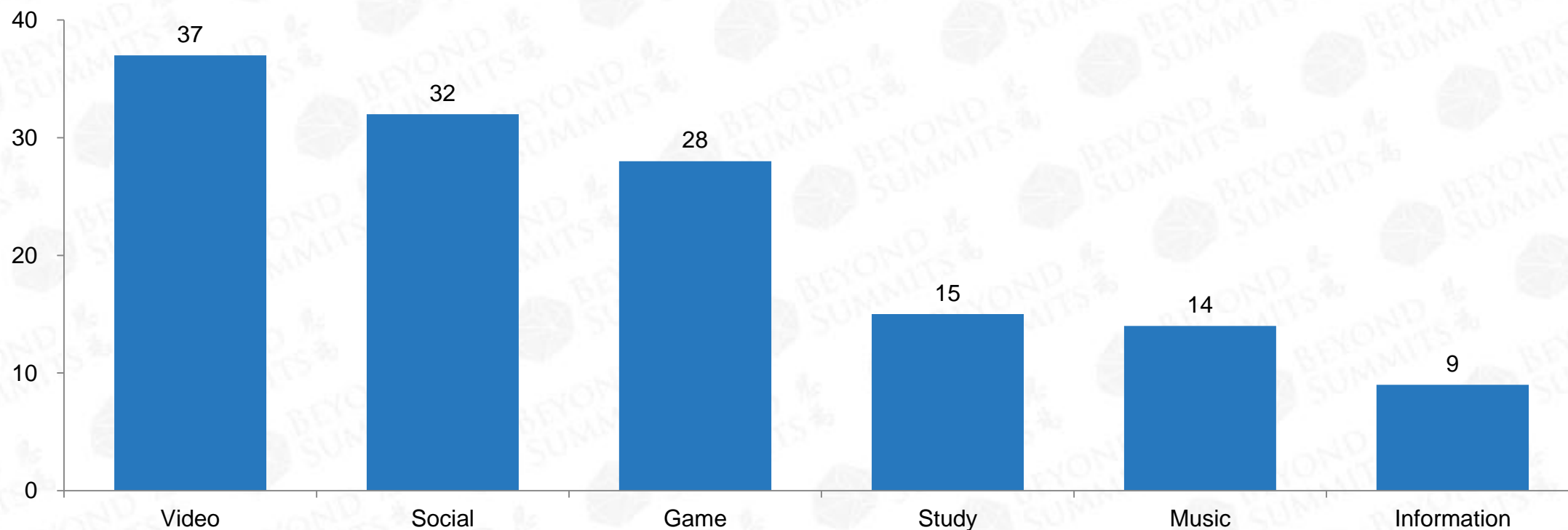
Purposes to Use Smartphones for 00s



Source : QQ Report

00s spent an average of more than 2 hours daily; they spent most time on videos, social networking and games.

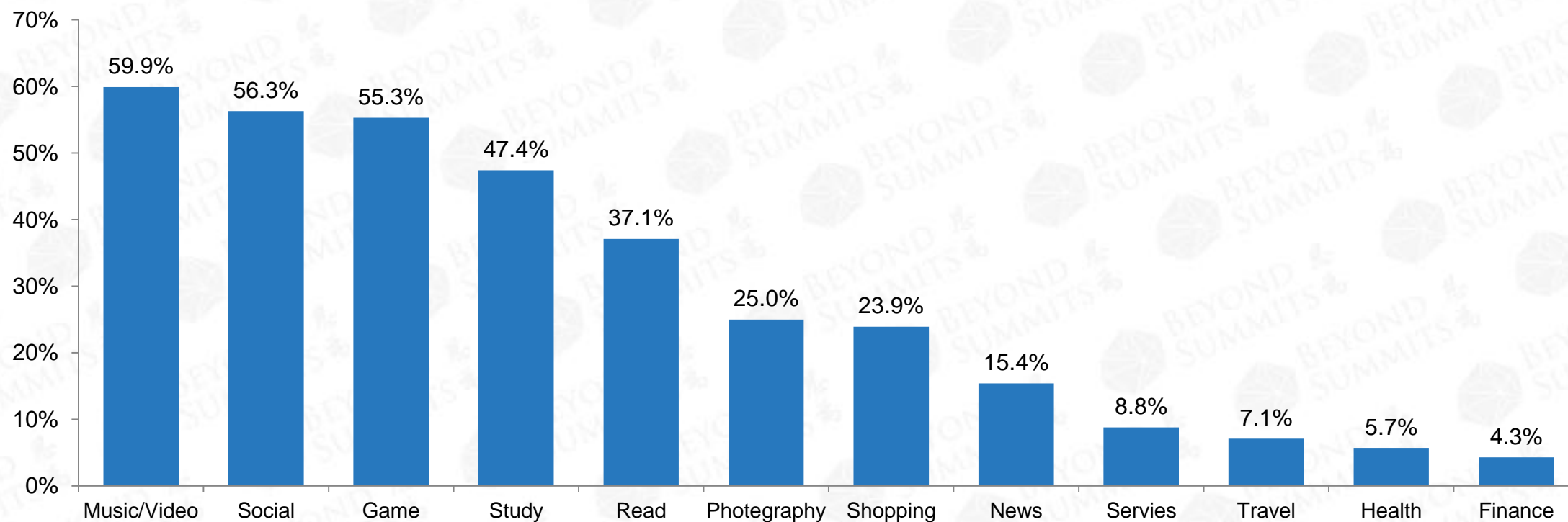
Time Spend on Smartphone Per Day (Minutes)



Source : AFanTi (2015)

The App about music, video, social and game were the most popular apps among 00s.

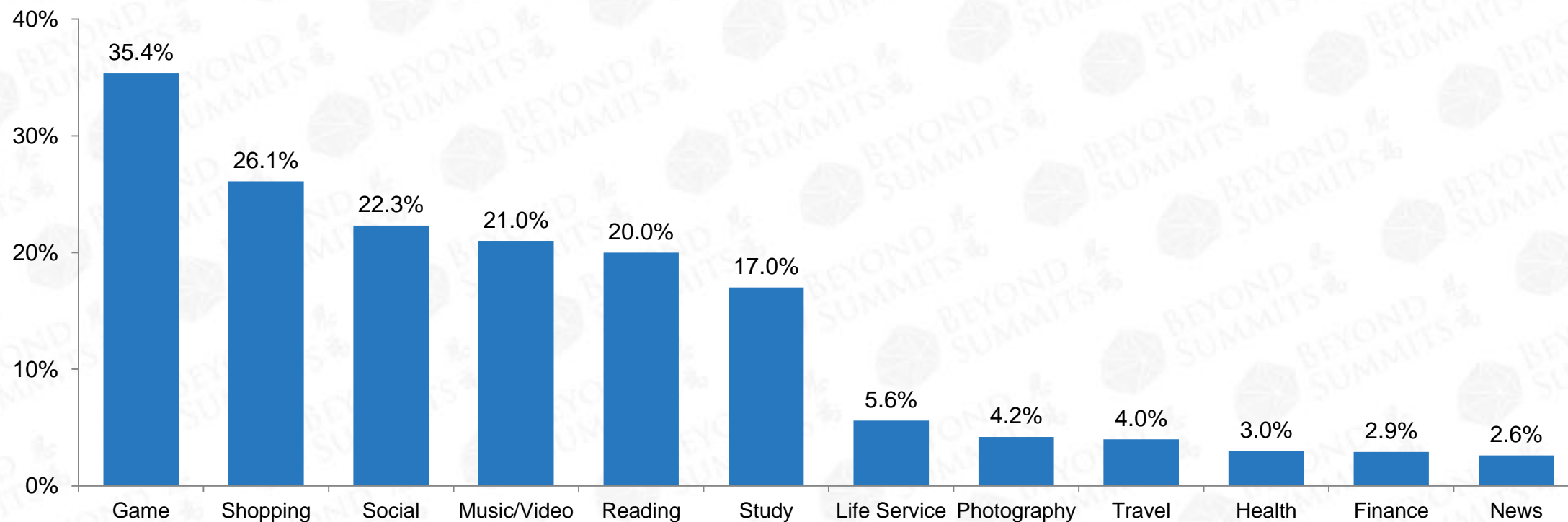
Frequently Used Apps among 00s



Source : QQ (2016)

00s consumed most time on game App, followed by shopping and social.

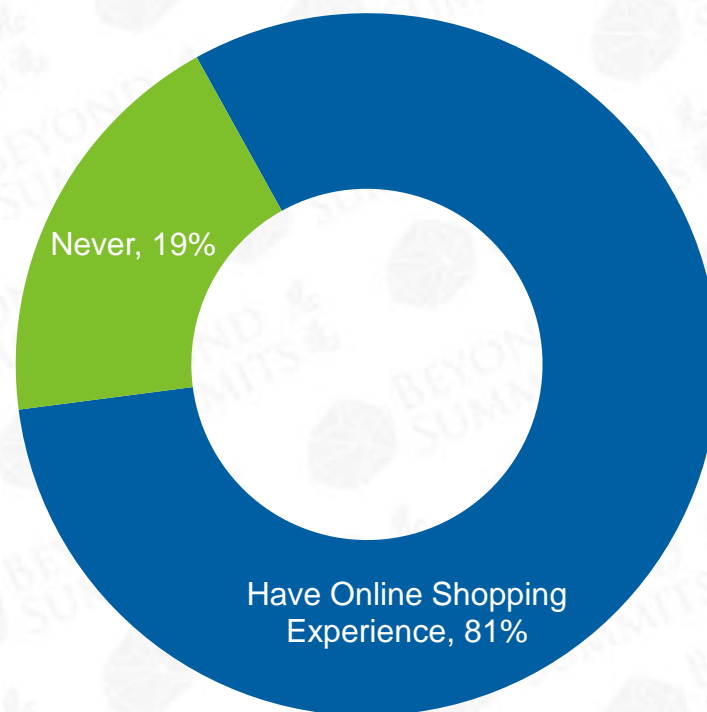
App Type Favored by 00s



Source : QQ Report

81% of 00s had online shopping experience.

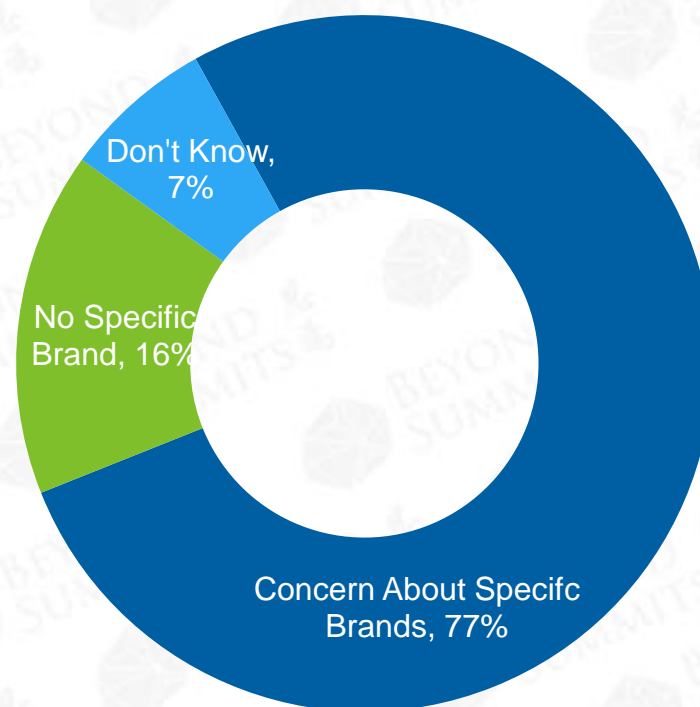
Proportion of Online Shopping in 00s



Source : Ogilvy (2015)

77% of 00s would look to some specific brands, but their brand loyalty was not high.

00s' Brand Awareness



Source : Ogilvy (2015)



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