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 stayed 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)**

- **First-tier City**
  - 80s: 22%
  - 90s: 19%
  - 95s: 11%

- **Second-tier City**
  - 80s: 33%
  - 90s: 33%
  - 95s: 33%

- **Third-tier City**
  - 80s: 44%
  - 90s: 48%
  - 95s: 56%

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

Occurrence 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)

Travel 11.8%
Food 8.9%
Music 6.3%
Entertainment 4.7%
Humor 3.9%
80s 3.9%
News 3.7%
Sport 3.7%
Fashion 3.7%
Health 3.1%

Source: PeopleView

Top 10 90s’ Hobbies (2015)

Travel 9.6%
Food 8.9%
Music 7.4%
Entertainment 5.9%
Humor 4.3%
Sport 3.7%
Fashion 3.6%
90s 3.5%
Constellation 3.3%
Literature 3.0%

Top 10 00s’ Hobbies (2015)

Food 8.5%
Music 8.4%
Entertainment 7.8%
Travel 6.4%
Celebrities 6.2%
Constellation 5.0%
Humor 4.8%
Anime 3.7%
90s 3.4%
Fashion 3.0%
80s, 90s and 95s held different values. 80s cared more about career success; 90s and 95s wanted to show their personality.

Source: PeopleView
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

Source: PeopleView
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

Source: PeopleView
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)

<table>
<thead>
<tr>
<th>Category</th>
<th>60-70s</th>
<th>80s</th>
<th>90s</th>
<th>95s</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clothing</td>
<td>24%</td>
<td>10%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Home Appliance</td>
<td>28%</td>
<td>28%</td>
<td>32%</td>
<td>29%</td>
</tr>
<tr>
<td>Food</td>
<td>30%</td>
<td>31%</td>
<td>32%</td>
<td>30%</td>
</tr>
<tr>
<td>Luxury Goods</td>
<td>35%</td>
<td>36%</td>
<td>32%</td>
<td>25%</td>
</tr>
<tr>
<td>Beauty &amp; Cleaning</td>
<td>36%</td>
<td>37%</td>
<td>37%</td>
<td>31%</td>
</tr>
<tr>
<td>Service</td>
<td>35%</td>
<td>32%</td>
<td>35%</td>
<td>32%</td>
</tr>
<tr>
<td>Sport</td>
<td>20%</td>
<td>29%</td>
<td>6%</td>
<td>14%</td>
</tr>
<tr>
<td>Travel</td>
<td>26%</td>
<td>30%</td>
<td>14%</td>
<td>24%</td>
</tr>
<tr>
<td>Daily Supplies</td>
<td>24%</td>
<td>21%</td>
<td>25%</td>
<td>24%</td>
</tr>
<tr>
<td>Virtual Goods</td>
<td>38%</td>
<td>40%</td>
<td>35%</td>
<td>35%</td>
</tr>
<tr>
<td>Cigarettes &amp; Wine</td>
<td>22%</td>
<td>21%</td>
<td>19%</td>
<td>38%</td>
</tr>
<tr>
<td>Mother-to-Child</td>
<td>26%</td>
<td>23%</td>
<td>35%</td>
<td>52%</td>
</tr>
<tr>
<td>Finance</td>
<td>34%</td>
<td>39%</td>
<td>38%</td>
<td>39%</td>
</tr>
<tr>
<td>Medicine</td>
<td>34%</td>
<td>39%</td>
<td>38%</td>
<td>39%</td>
</tr>
<tr>
<td>Auto</td>
<td>26%</td>
<td>28%</td>
<td>39%</td>
<td>36%</td>
</tr>
<tr>
<td>Home Decoration</td>
<td>41%</td>
<td>42%</td>
<td>41%</td>
<td>38%</td>
</tr>
</tbody>
</table>

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

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

- Yes, 73%
- No, 27%

80s’ Pressure

- Buying a House, 49%
- Others, 51%

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**

- Training Now, 48%
- Ready to Participate in Training, 31%
- Never, 21%

**The Reasons to Participate in Amateur Training**

- To Improve Working Skills: 82%
- To Improve Other Skills: 80%

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

- **Online Shopping**
  - 1-2 Times per Week: 30%
  - 1-2 Times per Month: 40%
  - 1-2 Times per Quarter: 20%
  - 1-2 Times per Year: 10%
  - Never: 10%

- **Overseas Online Shopping**
  - 1-2 Times per Week: 20%
  - 1-2 Times per Month: 30%
  - 1-2 Times per Quarter: 30%
  - 1-2 Times per Year: 20%
  - Never: 10%

- **Cinema**
  - 1-2 Times per Week: 30%
  - 1-2 Times per Month: 40%
  - 1-2 Times per Quarter: 20%
  - 1-2 Times per Year: 10%
  - Never: 10%

- **Exhibition**
  - 1-2 Times per Week: 20%
  - 1-2 Times per Month: 30%
  - 1-2 Times per Quarter: 30%
  - 1-2 Times per Year: 20%
  - Never: 10%

- **Domestic Travel**
  - 1-2 Times per Week: 20%
  - 1-2 Times per Month: 30%
  - 1-2 Times per Quarter: 30%
  - 1-2 Times per Year: 20%
  - Never: 10%

- **Overseas Travel**
  - 1-2 Times per Week: 10%
  - 1-2 Times per Month: 20%
  - 1-2 Times per Quarter: 30%
  - 1-2 Times per Year: 30%
  - Never: 10%

- **Social**
  - 1-2 Times per Week: 30%
  - 1-2 Times per Month: 40%
  - 1-2 Times per Quarter: 20%
  - 1-2 Times per Year: 10%
  - Never: 10%

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

- Credit Card, 65%
- Others, 35%

80s’ Consumption Habits

- Easy Repayment, 71%
- Pressure on Repayment, 21%
- Don’t Know, 8%

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**

- Recommendation from Family Members or Internet Comments, 75%
- Others, 25%

**80s’ Pursuit for Quality**

- Willing to Spend More for Higher-Quality Products or Service, 81%
- Others, 19%

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

- Unnecessary, 72%
- Necessary, 28%

80s’ Payment Method

- WeChat or Alipay: 81%
- Credit Card: 65%
- Cash: 58%
- Debit Card: 28%
- Online Credit Products: 23%

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

- Salary: 89%
- Financial Investment: 26%
- Part-time: 15%
- Business Income: 15%
- Rent: 13%
- Others: 2%

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**
- **Marriage is Necessary, 60%**
- **Accepting No Marriage, 40%**

**80s’ Attitude on Naked Marriage**
- **Accepting, 44%**
- **Not Accepting, 56%**

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.

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

- Mobile Shopping, 94.1%
- Never Have Used, 5.9%

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

- Rational Consumption: 51.8%
- Love it, Get it: 14.2%
- Thrifty: 13.1%
- Excessive Consumption: 9.3%
- Following Consumption: 8.5%
- Buying the Favorite Brands: 2.8%
- Others: 0.3%

### 90s' Purchasing Factors

- Demand: 61.2%
- Lower Price: 41.9%
- Following the Trend: 22.4%
- Affected by Ads: 18.0%
- Recommendation from Friends: 12.9%
- Others: 1.3%

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**

<table>
<thead>
<tr>
<th>Commodity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clothing</td>
<td>74.4%</td>
</tr>
<tr>
<td>Food</td>
<td>53.8%</td>
</tr>
<tr>
<td>Digital Products</td>
<td>53.0%</td>
</tr>
<tr>
<td>Furniture</td>
<td>29.9%</td>
</tr>
<tr>
<td>Cosmetics</td>
<td>28.9%</td>
</tr>
<tr>
<td>Mother-to-Child Products</td>
<td>12.3%</td>
</tr>
<tr>
<td>Others</td>
<td>1.8%</td>
</tr>
</tbody>
</table>

**90s’ Favorite Discount Forms**

<table>
<thead>
<tr>
<th>Discount Form</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Discount</td>
<td>50.2%</td>
</tr>
<tr>
<td>Coupon</td>
<td>45.8%</td>
</tr>
<tr>
<td>Seckill</td>
<td>42.9%</td>
</tr>
<tr>
<td>Special Offers</td>
<td>40.9%</td>
</tr>
<tr>
<td>Full to Reduction</td>
<td>34.8%</td>
</tr>
<tr>
<td>Groupon</td>
<td>34.4%</td>
</tr>
<tr>
<td>Member</td>
<td>22.0%</td>
</tr>
<tr>
<td>Raffle</td>
<td>21.8%</td>
</tr>
<tr>
<td>Flash Purchase</td>
<td>13.1%</td>
</tr>
<tr>
<td>Others</td>
<td>1.6%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Series</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ode To Joy</td>
<td>32.1%</td>
</tr>
<tr>
<td>Precious Youth</td>
<td>25.0%</td>
</tr>
<tr>
<td>Dear Translator</td>
<td>18.3%</td>
</tr>
<tr>
<td>Mars Zhao Zilong</td>
<td>16.0%</td>
</tr>
<tr>
<td>The Classic Of Mountains And Seas</td>
<td>15.9%</td>
</tr>
<tr>
<td>Tornado Girl</td>
<td>14.8%</td>
</tr>
<tr>
<td>Go!Goal!Fighting!</td>
<td>13.8%</td>
</tr>
<tr>
<td>Promise of Migratory Birds</td>
<td>9.8%</td>
</tr>
<tr>
<td>The Adventure for Love</td>
<td>9.4%</td>
</tr>
</tbody>
</table>

### 90s' Favorite Network Series

<table>
<thead>
<tr>
<th>Series</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tomb Notes</td>
<td>33.6%</td>
</tr>
<tr>
<td>Diors Man</td>
<td>33.2%</td>
</tr>
<tr>
<td>Soul Ferry</td>
<td>21.4%</td>
</tr>
<tr>
<td>The Brother Who Sleeps in my upper berth</td>
<td>20.8%</td>
</tr>
<tr>
<td>Go Princess Go</td>
<td>19.5%</td>
</tr>
<tr>
<td>Wonder Lady</td>
<td>15.8%</td>
</tr>
<tr>
<td>We Are Best</td>
<td>15.6%</td>
</tr>
<tr>
<td>Master WuXin</td>
<td>13.7%</td>
</tr>
<tr>
<td>Revive Superstar</td>
<td>11.2%</td>
</tr>
</tbody>
</table>

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**

- Happy Camp: 32.0%
- The Voice of China: 30.0%
- Super Brain: 29.1%
- Top Funny Comedian: 25.2%
- Trump VS Trump: 19.7%
- Day Day Up: 19.1%
- You Are the One: 17.9%
- Fight For Her: 8.4%
- Others: 2.6%

**90s' Favorite Reality Show**

- Running Man: 47.6%
- Go Fighting: 36.5%
- Flowers and Teenagers: 17.5%
- Full Acceleration: 17.2%
- let's Fall in Love: 16.6%
- Sisters Over Flowers: 15.8%
- Having You in My Life: 10.8%
- Ten Weeks to Marry: 6.8%
- Others: 2.6%

Source: DCCI Internet Data Center (2016)
90s preferred to follow domestic stars, as well as to attend their concerts.

90s’ Favorite Types of Concert

- Mainland Star/Band’s Concert: 49.2%
- Hong Kong and Taiwan Star/Band’s Concert: 40.2%
- South Korean Star/Band’s Concert: 34.1%
- Western Star/Band’s Concert: 17.9%
- Others: 3.6%

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.

Source: QQ Report (2016)
95s
95s' labels were diversified, and they pursued “I am who I am”.

Source: Ogilvy (2015)
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

- Study: 62.2%
- Making Money: 39.5%
- University/Graduate/Ph.D. Entrance Exam: 33.2%
- Sport/Fitness: 33.0%
- Finding a Job: 20.3%
- Falling in Love: 19.8%
- Part-time/Internship: 16.3%
- Travel: 12.6%
- Club Activities: 8.4%
- Going Abroad: 6.7%

Source: Baidu (2015)
Music and video were the common hobbies among 95s.

95s’ Hobbies

- Music: 55.6%
- Video: 53.8%
- Game: 38.3%
- Sport: 32.9%
- Reading and Writing: 29.2%
- Shopping: 20.6%
- Travel: 17.3%
- Drawing: 13.7%
- Handicraft/Gardening/Cooking: 13.0%
- Chess: 12.4%
- Party: 10.4%
- Photography: 9.9%
- Stars: 9.6%

Source: Baidu (2015)
“Likes”, “shares” and “comments” were the most popular online behaviors among 95s.

95s’ Online Behaviors

<table>
<thead>
<tr>
<th>Behavior</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Likes</td>
<td>55.4%</td>
</tr>
<tr>
<td>Shares</td>
<td>31.2%</td>
</tr>
<tr>
<td>Comments</td>
<td>31.1%</td>
</tr>
<tr>
<td>Trash Talk</td>
<td>25.8%</td>
</tr>
<tr>
<td>Seeking Attention</td>
<td>15.5%</td>
</tr>
<tr>
<td>Acting Cute</td>
<td>14.1%</td>
</tr>
<tr>
<td>Posting</td>
<td>10.5%</td>
</tr>
<tr>
<td>Following</td>
<td>10.0%</td>
</tr>
<tr>
<td>Graffiti</td>
<td>7.0%</td>
</tr>
<tr>
<td>Showing Happy Moments</td>
<td>6.2%</td>
</tr>
<tr>
<td>Spamming</td>
<td>3.9%</td>
</tr>
<tr>
<td>Bursting the Bar</td>
<td>2.7%</td>
</tr>
</tbody>
</table>

Source: Baidu (2015)
QQ Qzone was 95s' main way to obtain information.

Ways to Obtain Information for 95s

- QQ Qzone: 51.8%
- TV: 40.0%
- Chatting With Classmates: 27.2%
- Search Engine: 20.0%
- Weibo: 19.3%
- News App: 18.1%
- WeChat: 15.2%
- Post Bar: 12.9%
- Portal Site: 10.6%
- Digital Magazine/Newspaper: 9.0%
- Print Newspaper: 4.9%
- Print Magazine: 4.5%
- Radio: 3.9%
- Official School Website: 3.9%

Source: Baidu (2015)
95s paid more attention to study, social networking, and entertainment when they use mobile phones.

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

### 95s’ Ways to Communicate with Others

- **Mobile Phone**: 75.5%
- **Telephone**: 53.8%
- **Face to Face**: 46.9%
- **Computer**: 42.3%
- **Post Dynamics**: 25.4%
- **Following/Likes/Comments**: 20.3%
- **Email**: 3.0%
- **Forum/Post Bar**: 1.9%
- **Blog**: 1.8%

Source: Baidu (2015)
95s preferred to share daily moments and photos on social media.

What 95s Preferred to Share on Social Media

- Daily Moments: 41.0%
- Daily Life Photos: 34.3%
- Food & Travel: 25.6%
- Funny Scripts: 25.1%
- Knowledge: 11.3%
- Game & Anime: 9.8%
- Media Articles: 8.4%
- Stars: 4.1%
- Others: 24.6%

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**

- Mobile Shopping, 38.8%
- Never, 61.2%

**Why 95s Don’t Choose Mobile Shopping**

- Without Bank Card or Online Banking: 41.0%
- Worrying about Being Cheated: 29.6%
- Without Money: 22.7%
- Worrying about the Security of Personal Information: 20.9%
- Worrying about Payment Security: 19.8%
- Complex Operation: 17.2%
- Without Demand: 16.5%
- Unable to Use: 15.8%
- Inaccessible to Mobile Phone or Internet: 3.8%
- Don’t Know: 2.8%
- Inadmissibility from Family Members: 1.0%

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

- Study was still the key topics in 00s’ communication.
- 00s were more indoorsy than 90s. They preferred to use social media to communicate.
- 00s were crazy fans. More than half of 00s discussed the stars on social media.
- 00s paid great attention to brands, yet with lower brand loyalty. As the trends kept changing, their preferences also changed.
- 00s had high pressure on study, and believed their efforts would pay off. Meanwhile, they were self-centered, and didn’t care too much about others’ opinions.
- 00s had mature consumption concept. Their preference for cash payment dropped by 18%, and their willingness of savings declined by 8%.

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

- Primary School and Before, 49.1%
- Junior Middle School, 44.6%
- Senior High School, 6.3%

Source: DCCI Internet Data Center (2015)
00s mainly used smartphones for entertainment, social networking and study.

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

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.

Source: QQ Report
81% of 00s had online shopping experience.

Proportion of Online Shopping in 00s

- Have Online Shopping Experience, 81%
- Never, 19%

Source: Ogilvy (2015)
77% of 00s would look to some specific brands, but their brand loyalty was not high.

Source: Ogilvy (2015)
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