People

Summary :

- By the end of 2015, first-tier cities had a higher proportion of post-80s, while post-90s and post-95s gathered more in second- and third-tier cities.

- According to the data, from 2012 to 2016, Shanghai's personal annual income of post-80s showed a relatively steady and relatively rapid growth, with the income distribution reflecting a healthier olive type. The median annual income of the three surveys was 50,000 yuan, 65,000 yuan and 78,000 yuan respectively.

- Because of the length of service and other reasons, post-80s earn higher income. They are more willing to spend for themselves, and are fond of import brands. In addition, the post-80s' spending power is the strongest, with the highest demand for products being mother-and-baby products and auto products.

Summary :

- In 2016, nearly 60% of the post-90s have reached a break-even point, and their spending power has increased. The consumption attitudes of post-90s are generally more rational, and the main reasons for them to shopping are their own needs and the low prices.

- The high popularity of the Internet has allowed more and more post-90s to access fashion and popular information through social networks. Only 9% of people still obtain information through print media such as newspapers and magazines.

- The mobile terminal has the widest coverage in the post-90s, and the proportion of post-90s shopping on mobile phones reached 94.1% in 2016 among the total. The characteristics of application preferences for post-90s are clear, with entertainment needs much higher than other needs, and watching videos as the main entertainment method.

- Post-90s preferred to these clean and fresh tourist destinations such as Sanya, Dali and Lijiang.

Summary :

- QQ's Qzone was the main way to obtain information for post-95s. Their most common online behaviors include "likes", "shares" and " comments". Post-95s preferred to share the record of personal life, music and viewpoint on the social network.

- Post-95s is a generation loving to pay. 85% of post-95s have paid for their hobbies, and game was the biggest expense, followed by music and reading.

- For the use of mobile phones, learning, social and entertainment functions are the most concerned functions by post-95s, and mobile phones are also the main way of communicating with others for them.

- The more socially shareable short video distribution platform is favored by the post-95s, because short videos are naturally compatible with fragmented information streams in social networks.

Summary:

- Post-00s are mostly Otaku, and are more egotistical. They pursue the stars but are not blind. Academics remains the focus of their attention.

- The time that post-00s are exposed to smartphone gets earlier and earlier. Entertainment, social networking and learning are the main purposes of using mobile phones for them.00. Besides, they spend the most on the game app, followed by shopping and chatting.

- Post-00s have becoming aborigines of the mobile Internet era, and APPs have became an effective learning tool for them. Nearly 30% post-00s have installed learning APPs.

- Mobile social tools have been fully integrated into the life of post-00s, and the proportion of using social APPs among post-00s has reached 99%. Among these social APPs, the proportion of QQ reached 99%, which is higher than that of WeChat, with a proportion of 95%.

According to the statistics of Umeng+ in May 2017, post-80s and post-90s netizens accounted for 81.5% among all netizens aged 7-47. Although the scale of post-00s was smaller, their age of access to the Internet has been significantly yonger than their predecessors, which is one of the characteristics of the Internet's youthful trend.

Age Distribution of China's Netizens
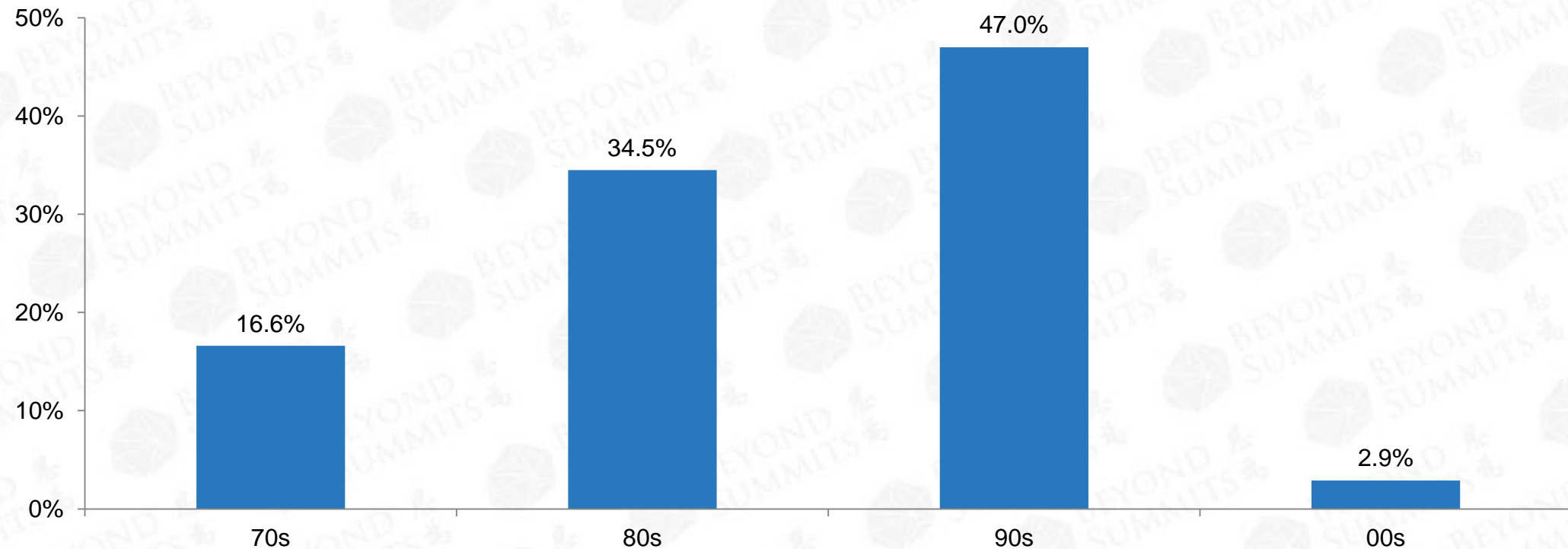
Source：Umeng+，Research Report on China's Internet Users of 70s, 80s, 90s and 00s，2017.5

In addition to the post-70s, the percentage of netizens in all age groups is basically slightly higher than that of women.

	Post-70s	Post-80s	Post-90s	Post-00s	Total
	7.8%	17.1%	23.3%	1.4%	49.6%
	7.8%	17.4%	23.7%	1.5%	50.4%

Source：Umeng+，Research Report on China's Internet Users of 70s, 80s, 90s and 00s，2017.5

By the end of 2015, first-tier cities had a higher proportion of post-80s, while post-90s and post-95s gathered more in second- and third-tier cities.
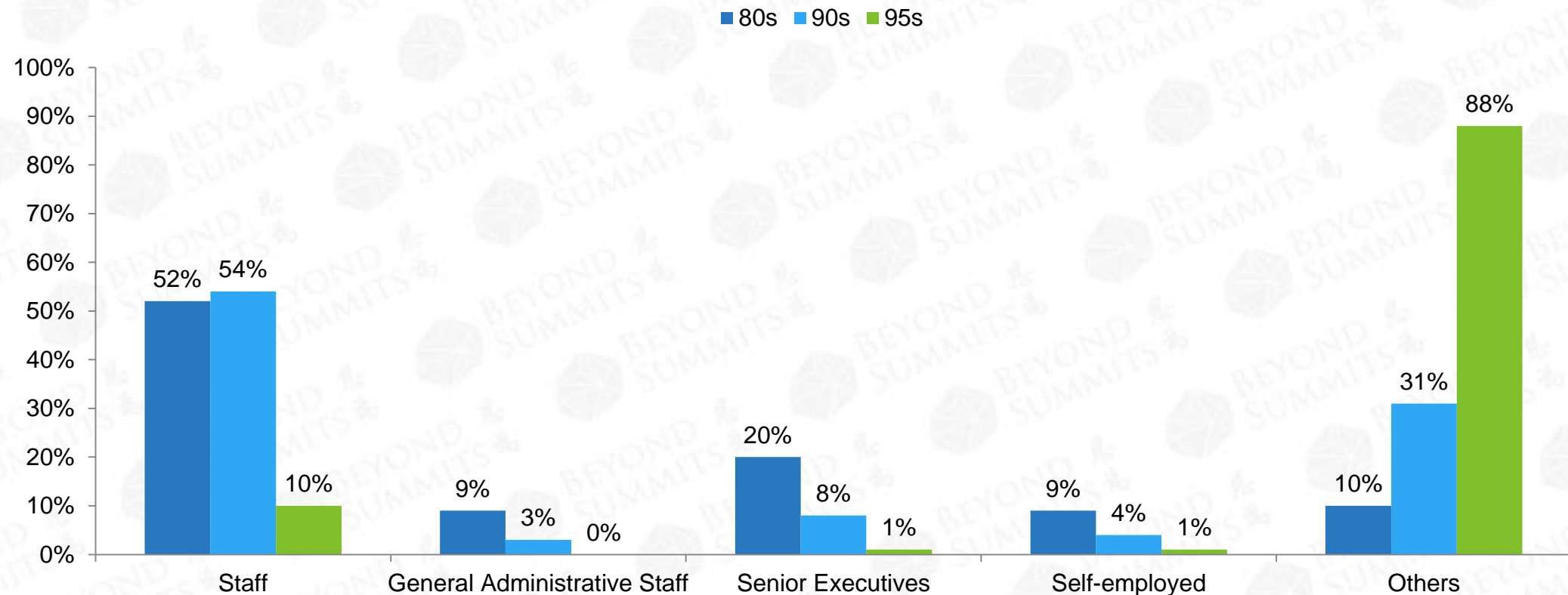
Geographical Distribution by Age (2015)

■ 80s ■ 90s ■ 95s
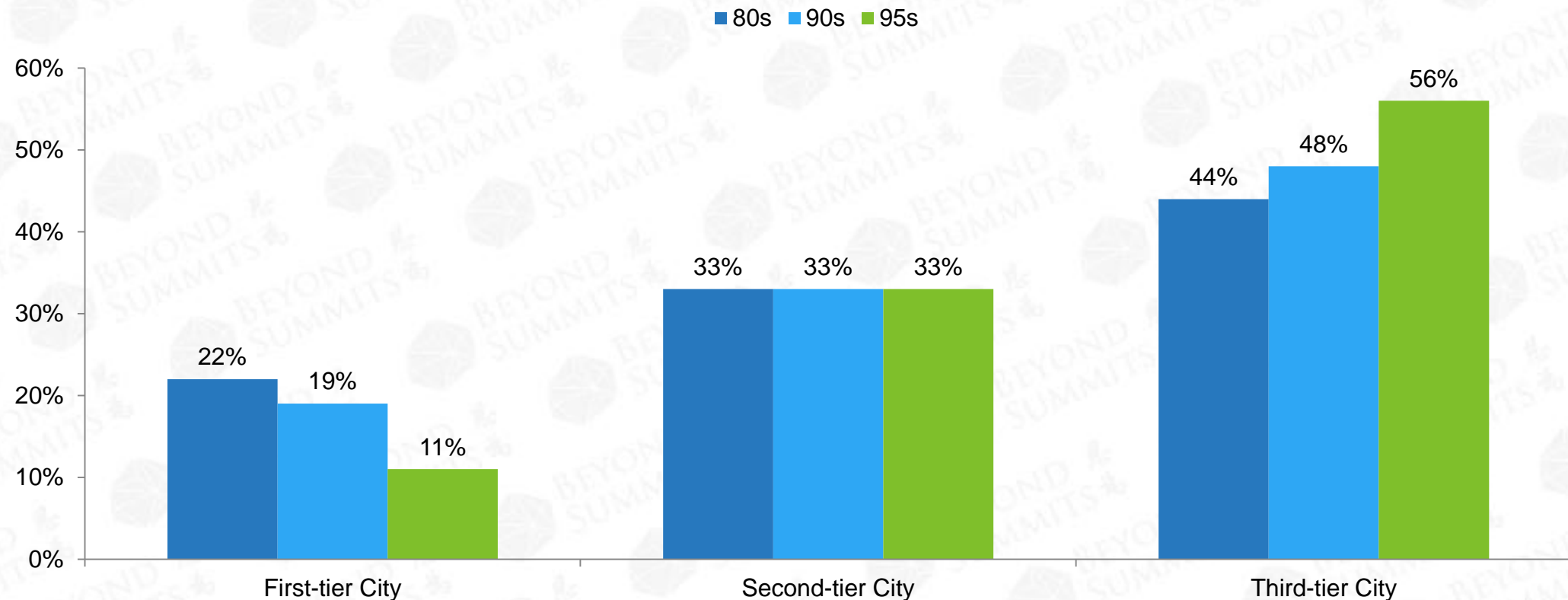
Source：PeopleView

Because of the age and working experience, most senior executives were post-80s, while most post-90s were still students.
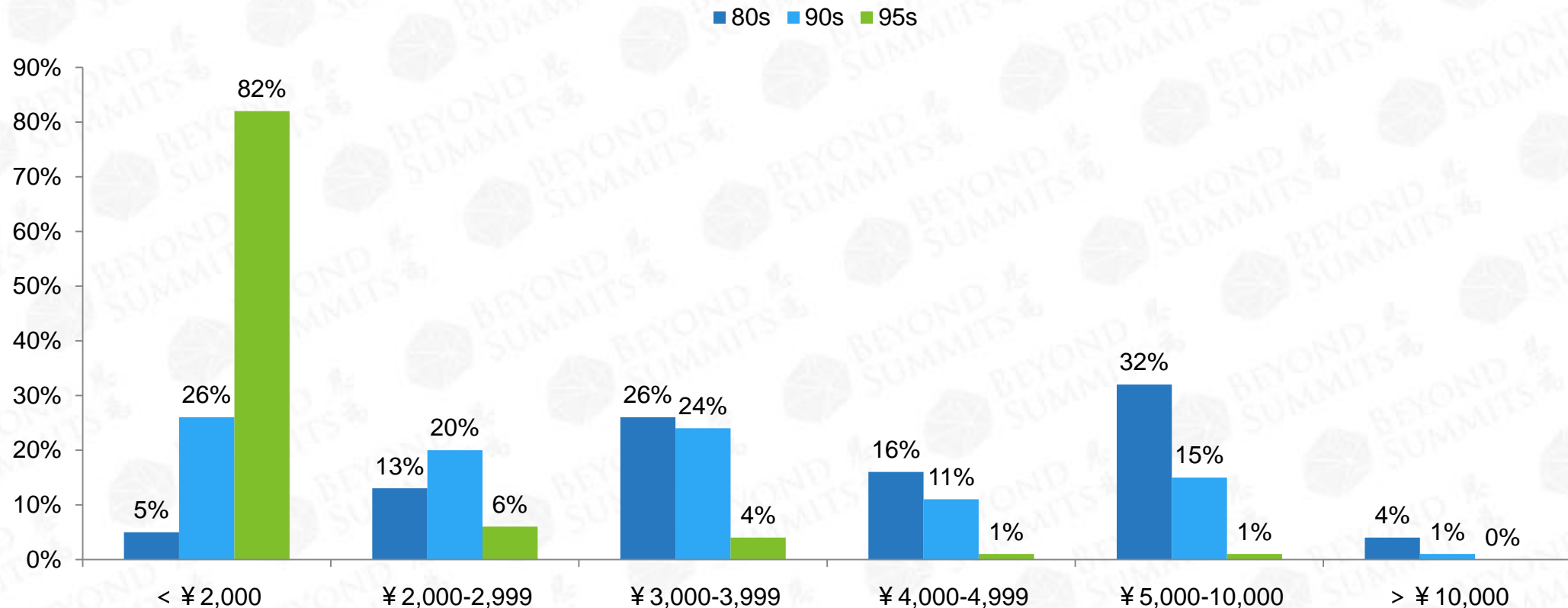
Occupation Distributed by Age (2015)

■ 80s ■ 90s ■ 95s

Source : PeopleView

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

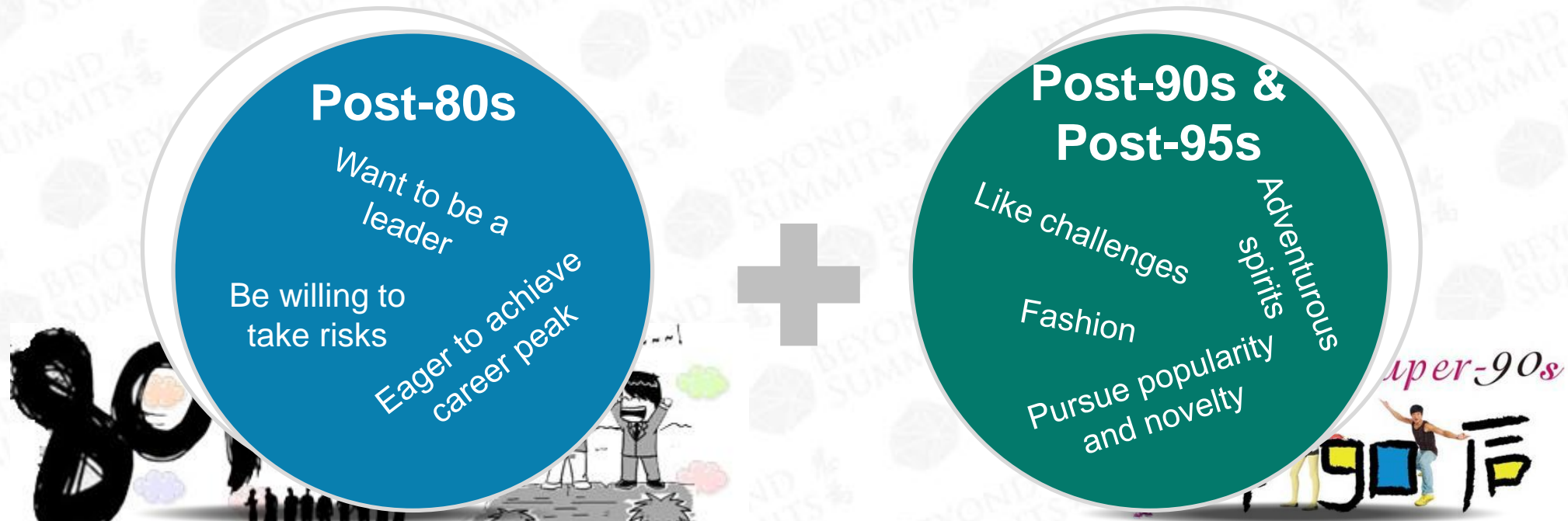**Monthly Income of post-80s, post-90s and post-95s (2015)**

■ 80s ■ 90s ■ 95s

Source：PeopleView

Chinese people of all ages had a wide range of interests, among which, music, sports and reading are national interests.

Interest Rank TOP5	Post-00s	Post-90s	Post-80s	Post-70s	Post-60s
No 1	Music	Music	Music	Sport	Sport
No 2	Game	Game	Sport	Music	Music
No 3	Movie	Movie	Movie	Health	Health
No 4	Sport	Sport	Reading	Reading	Reading
No 5	Reading	Reading	Travel	Movie	Flower & Pet

Source：China's Interest Report, 2016

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

Post-80s

Want to be a leader

Be willing to take risks

Eager to achieve career peak

+

Post-90s & Post-95s

Like challenges

Adventurous spirits

Fashion

Pursue popularity and novelty

Source：PeopleView

Post-80s, post-90s and post-95s held different consumption concepts. 80s were more willing to spend money for themselves; 90s were more focused on cost-effective products, while 95s paid more attention to awesome consuming experience.
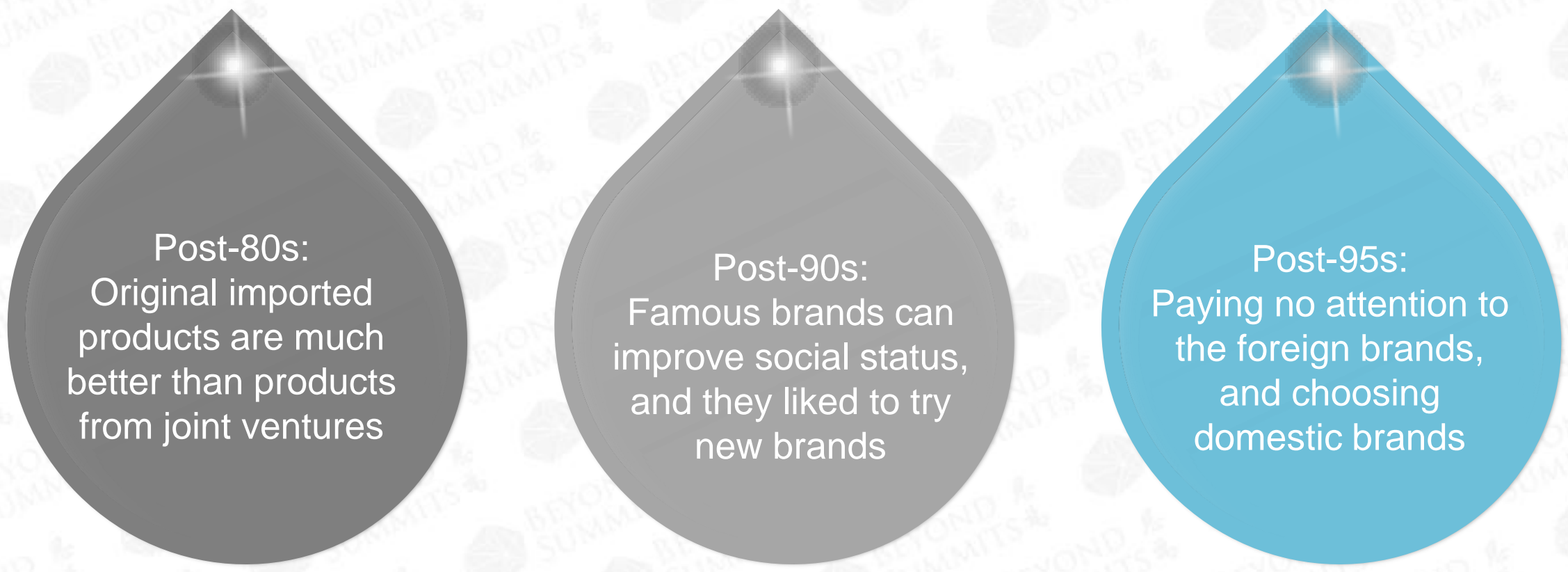
Post-80s:
Buying expensive perfume or cosmetics

Post-90s:
Reading the packaging description, emphasizing on products quality, and choosing the cheapest products

Post-95s:
Requiring the atmosphere and decoration of shopping malls

Source：PeopleView

Post-80s, post-90s and post-95s held different brand concepts. Post-80s preferred foreign brands; post-90s would try new brands; while post-95s had more trust in the domestic brands.
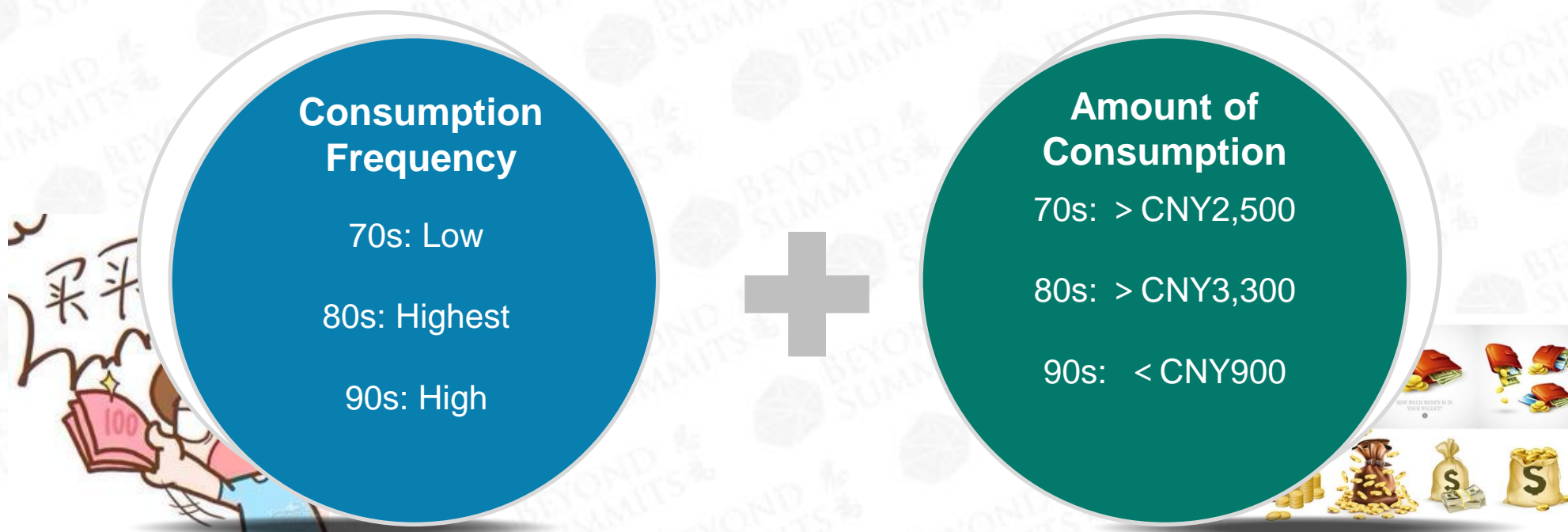
Post-80s:
Original imported products are much better than products from joint ventures

Post-90s:
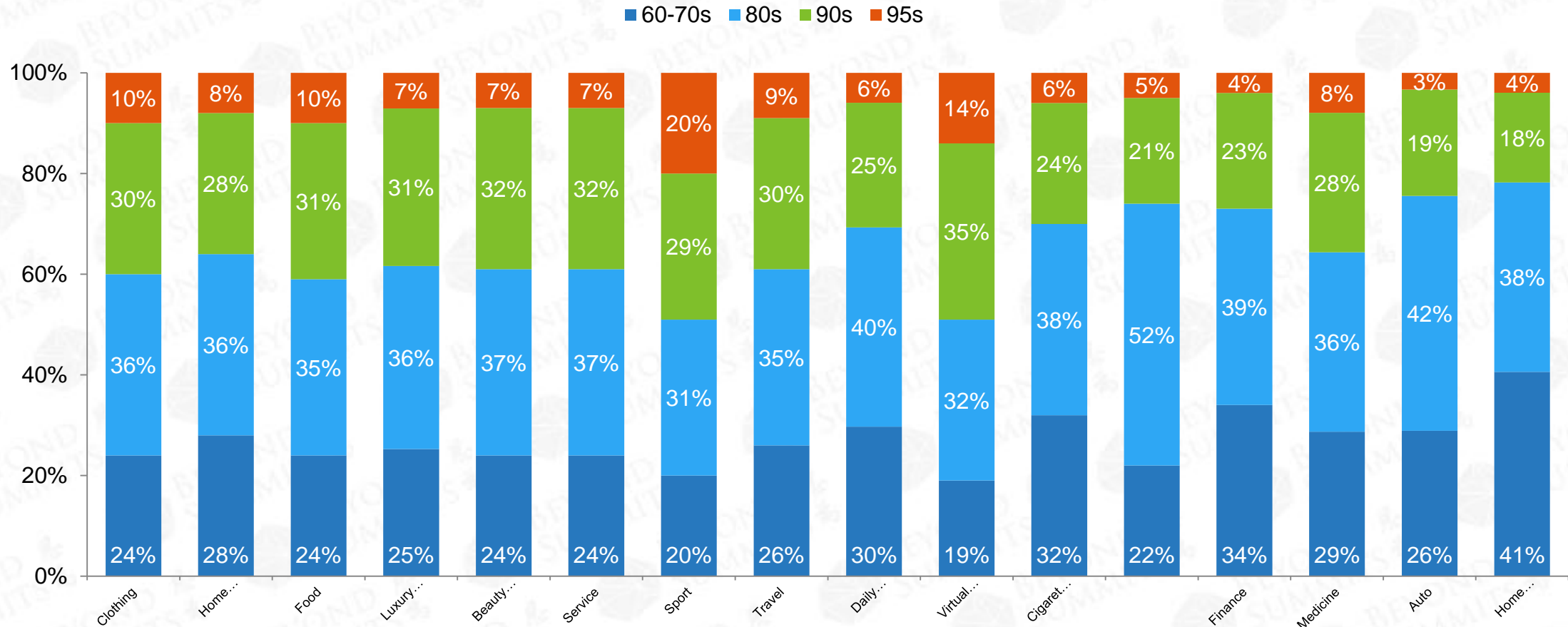Famous brands can improve social status, and they liked to try new brands

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

Source：PeopleView

Post-80s had the strongest consumption power, while most post-90s were high-frequency and low-income consumers due to their poor economic foundation.

Consumption Frequency

70s: Low

80s: Highest

90s: High

+

Amount of Consumption

70s: > CNY2,500

80s: > CNY3,300

90s: < CNY900

Source：PeopleView

The post-80s' online spending power is the strongest, with the highest demand for products being mother-and-baby products and auto products.
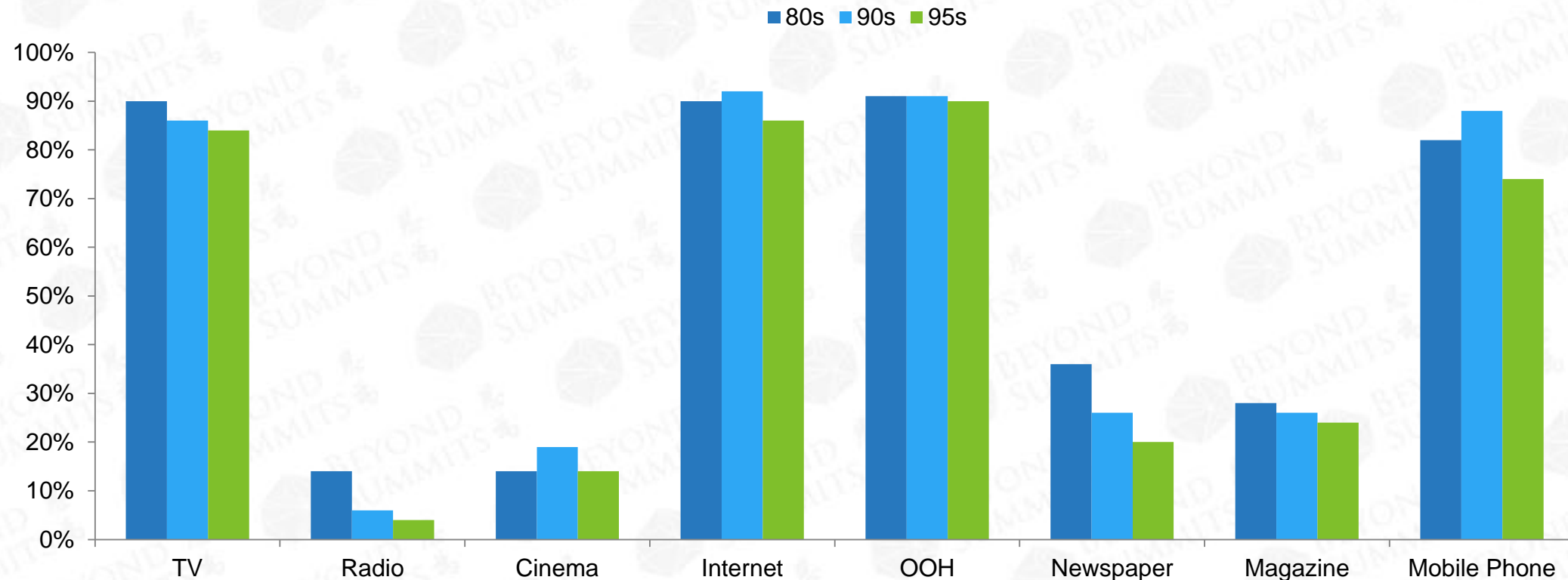
Online Shopping Items Distributed by Age (2015)

■ 60-70s ■ 80s ■ 90s ■ 95s

Item	60-70s	80s	90s	95s
Clothing	24%	36%	30%	10%
Home…	28%	36%	28%	8%
Food	24%	35%	31%	10%
Luxury…	25%	36%	31%	7%
Beauty…	24%	37%	32%	7%
Service	24%	37%	32%	7%
Sport	20%	31%	29%	20%
Travel	26%	35%	30%	9%
Daily…	30%	40%	25%	6%
Virtual…	19%	32%	35%	14%
Cigaret…	32%	38%	24%	6%
(unlabeled)	22%	52%	21%	5%
Finance	34%	39%	23%	4%
Medicine	29%	36%	28%	8%
Auto	26%	42%	19%	3%
Home…	41%	38%	18%	4%

Source：PeopleView

Generations of all ages are mostly exposed to media like the Internet, outdoor media, television and mobile phones. Among them, mobile phones have the widest coverage in the post-90s.

Media Exposure to Different Generations (2015)

Legend: ■ 80s ■ 90s ■ 95s

| Media	80s	90s	95s
TV	90%	86%	84%
Radio	14%	6%	4%
Cinema	14%	19%	14%
Internet	90%	92%	86%
OOH	91%	91%	90%
Newspaper	36%	26%	20%
Magazine	28%	26%	24%
Mobile Phone	82%	88%	74%

Source : PeopleView

Post-80s

According to the data, from 2012 to 2016, Shanghai's personal annual income of post-80s showed a relatively steady and relatively rapid growth, with the income distribution reflecting a healthier olive type. The median annual income of the three surveys was 50,000 yuan, 65,000 yuan and 78,000 yuan respectively.

80s' Annual Income	2012	2014	2016
Average	61,136	81,276	102,110
Median	50,000	65,000	78,000
Top 1%	300,000	306,300	500,000
Top 10%	120,000	150,000	200,000
Bottom 10%	12,000	30,000	30,000

Source：Fudan Yangtze River Delta Social Transformation Survey, 2017

For the post-80s in Shanghai, men's income was generally higher than that of women, and the highest proportion of annual income was CNY80,000-120,000.
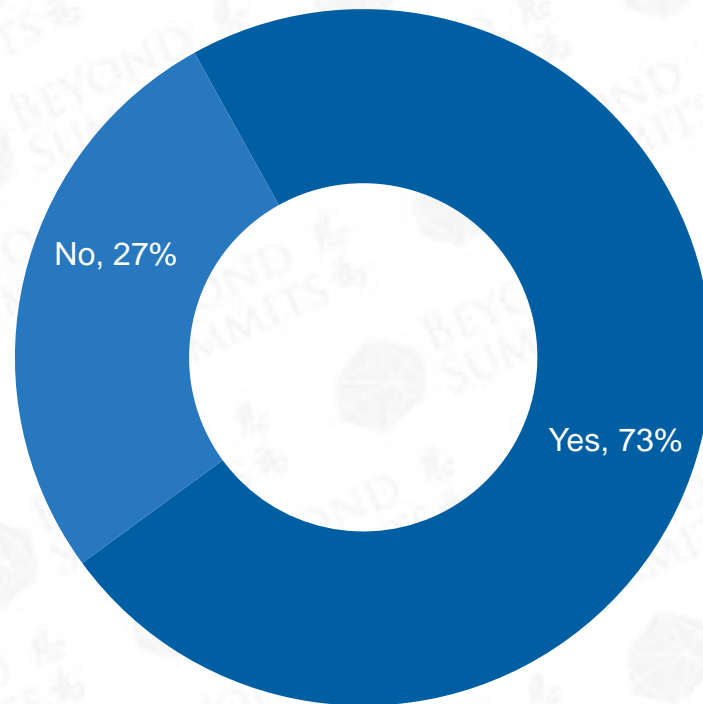
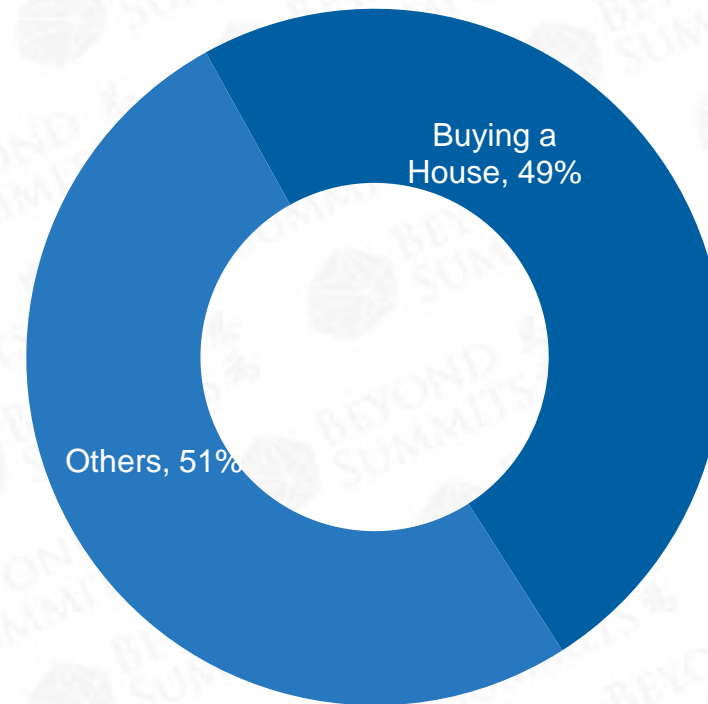**80s' Personal Annual Income in 2016 (thousand, yuan)**

■ Female ■ Male
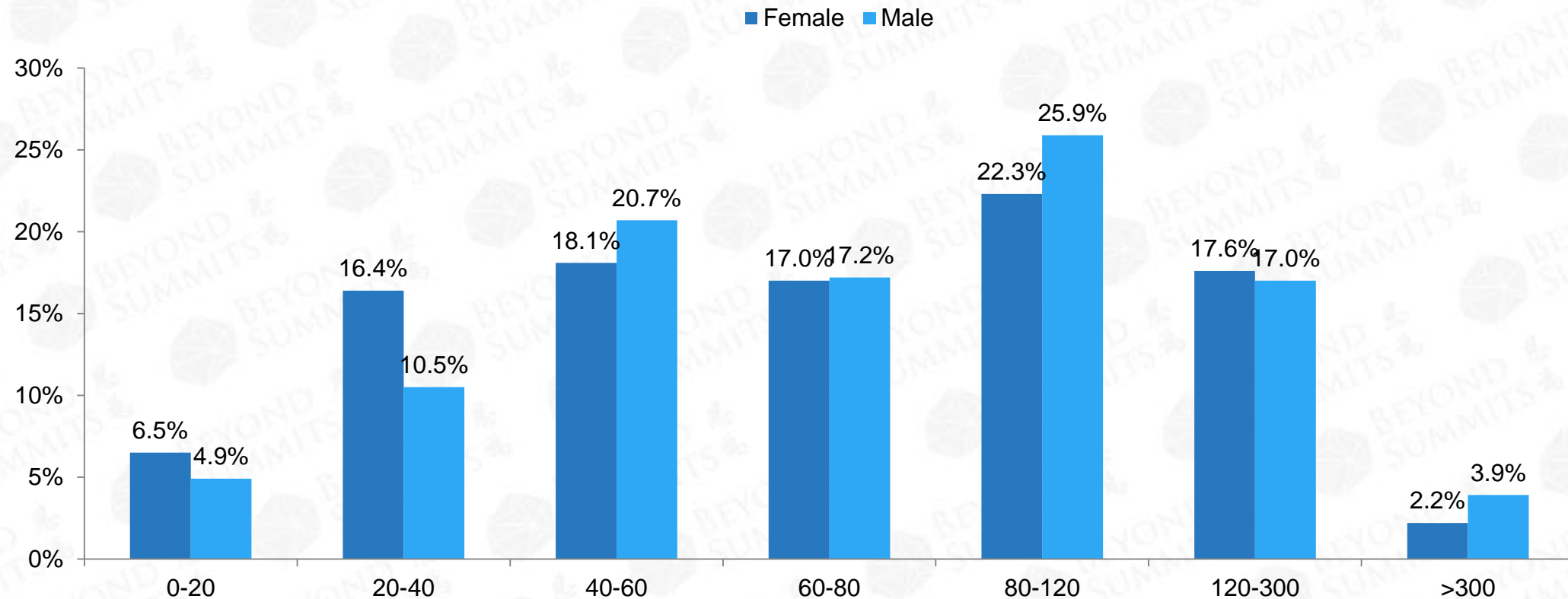
Source：Fudan Yangtze River Delta Social Transformation Survey, 2017

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

Post-80s Who Had Experiences of Working Overtime

No, 27%

Yes, 73%
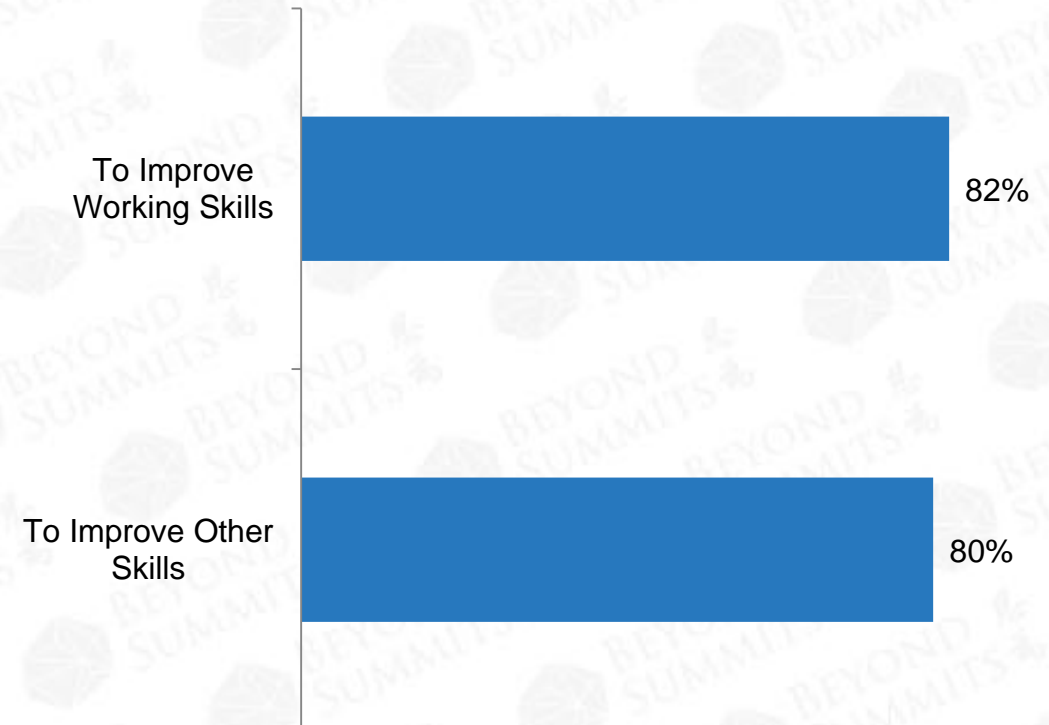
Post-80s' Pressure

Buying a House, 49%

Others, 51%

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 post-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.

Post-80s' Sparetime Training

Training Now, 48%

Never, 21%

Ready to Participate in Training, 31%
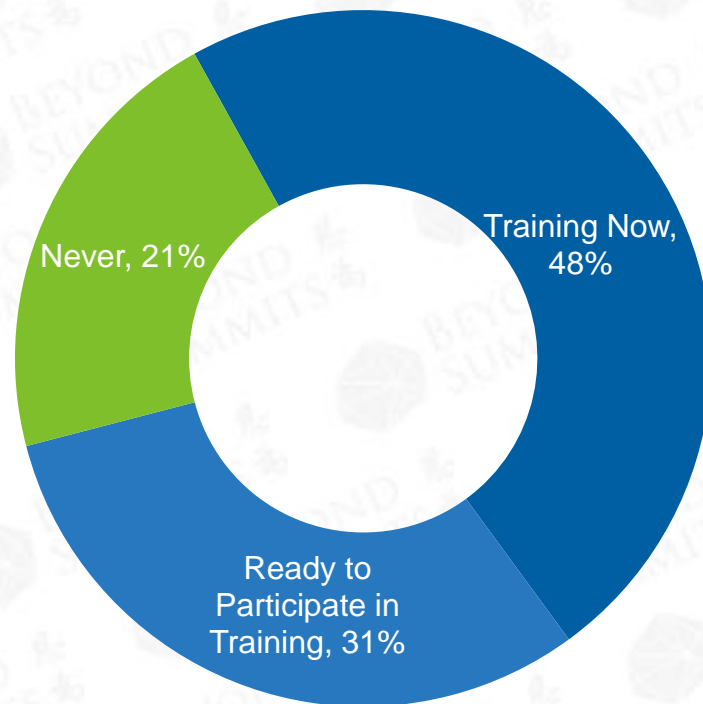
The Reasons to Participate in Sparetime Training

To Improve Working Skills — 82%

To Improve Other Skills — 80%

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

Post-80s who gradually became rich spent more money on online shopping and social activities, while less money on outbound travel and overseas shopping.
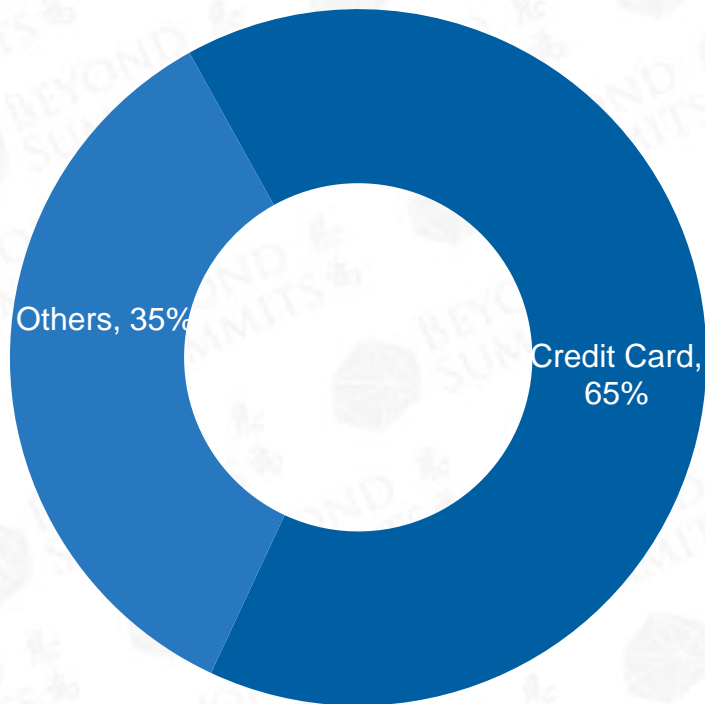
Post-80s' Consumption Frequency
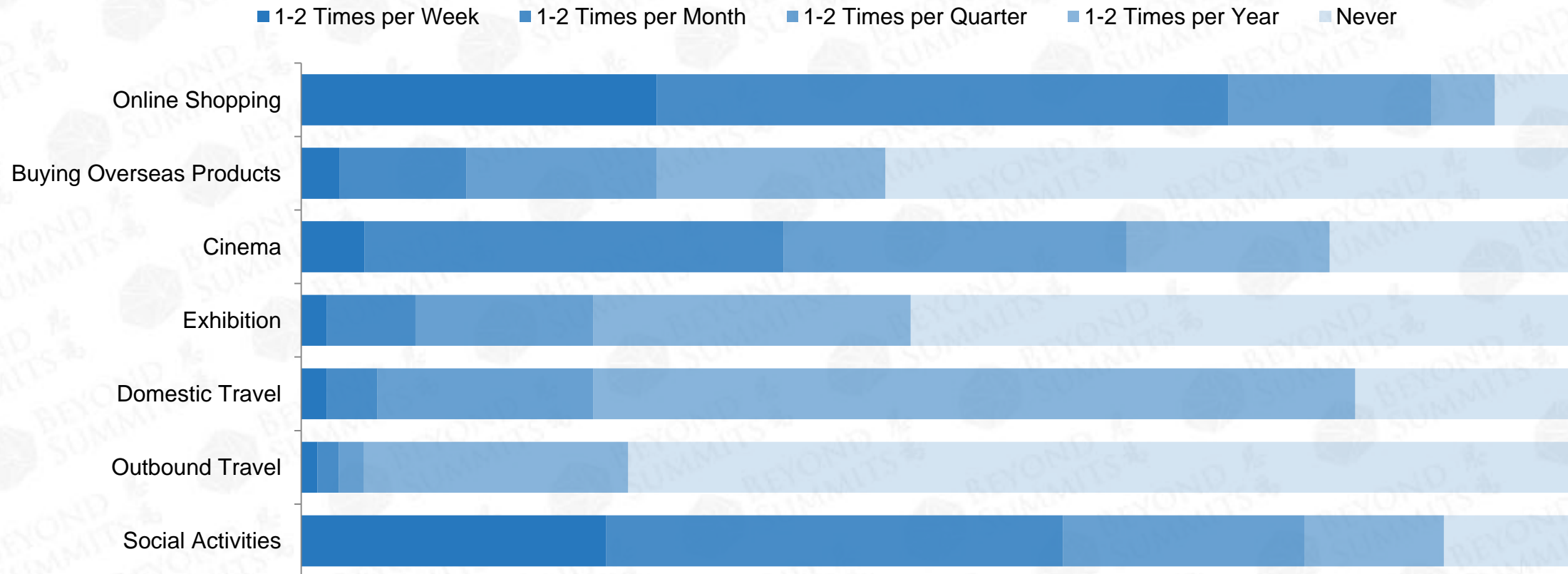
■ 1-2 Times per Week   ■ 1-2 Times per Month   ■ 1-2 Times per Quarter   ■ 1-2 Times per Year   ■ Never
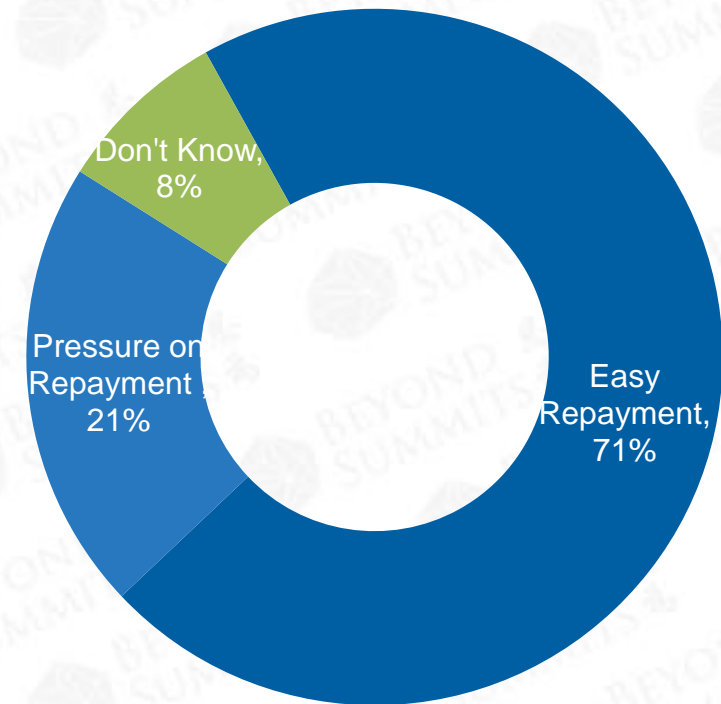

Source： Report of Gradually Rich Chinese (2016)
Gradually Rich Chinese：23-35 years old, personal annual income was above CNY50,000

More than half of the post-80s who have gradually become rich are accustomed to using credit card, and most them can easily repay their credit card every month.
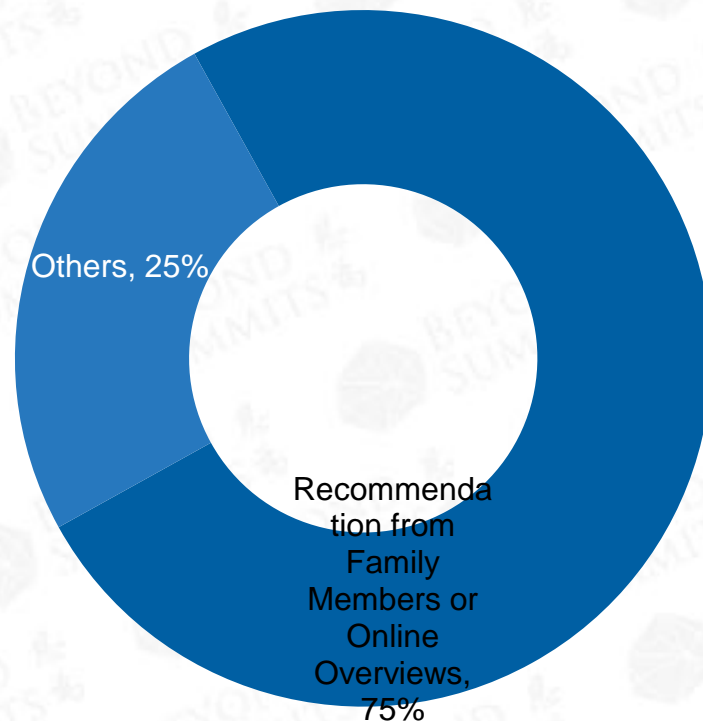
Post-80s' Payment Method

Others, 35%

Credit Card, 65%

Post-80s' Consumption Habits

Don't Know, 8%

Pressure on Repayment, 21%

Easy Repayment, 71%
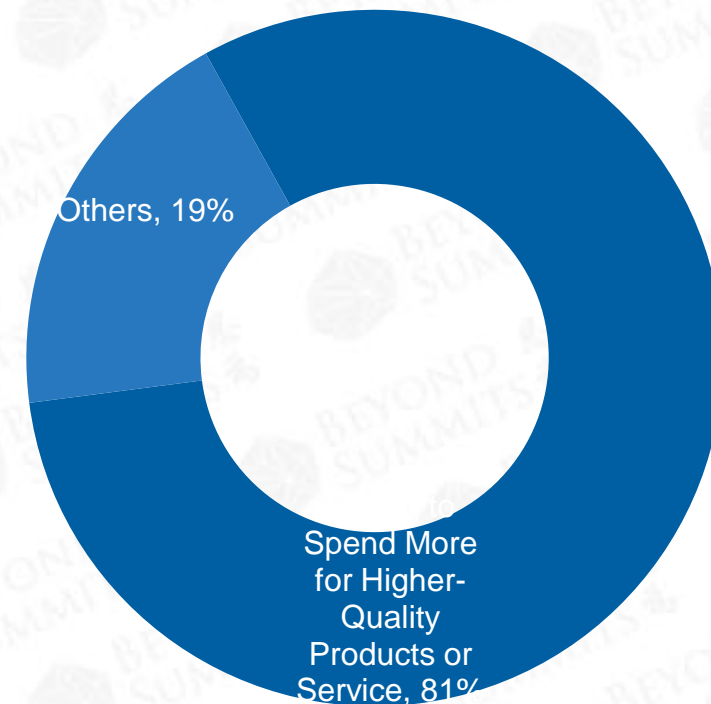
Source： Report of Gradually Rich Chinese (2016)
Gradually Rich Chinese：23-35 years old, personal annual income was above CNY50,000

Post-80s' consumption is increasingly influenced by word of mouth, with 75% of people referring to family recommendations and online reviews. In addition, most people are willing to spend more on higher-quality products or services.

Post-80s' Consumption Decision

Others, 25%

Recommendation from Family Members or Online Overviews, 75%

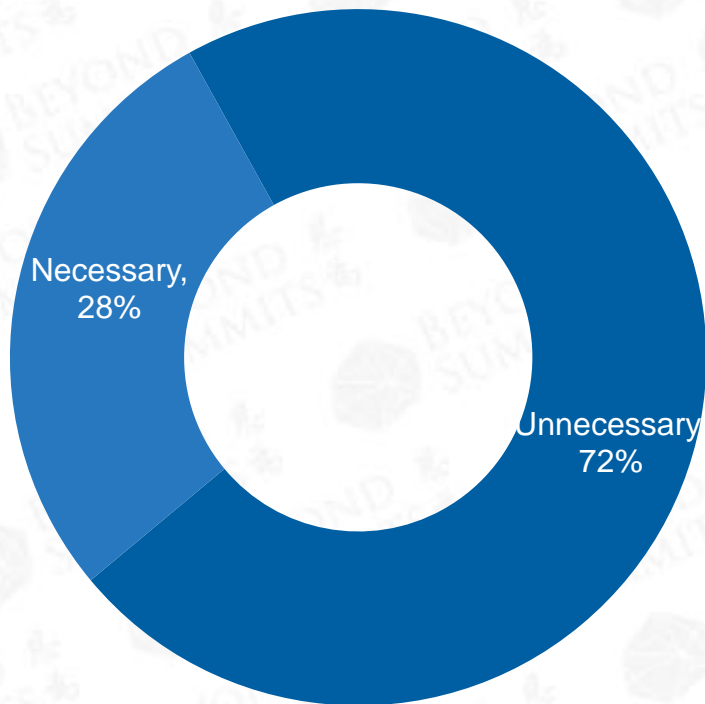**Post-80s' Pursuit for Quality**

Others, 19%

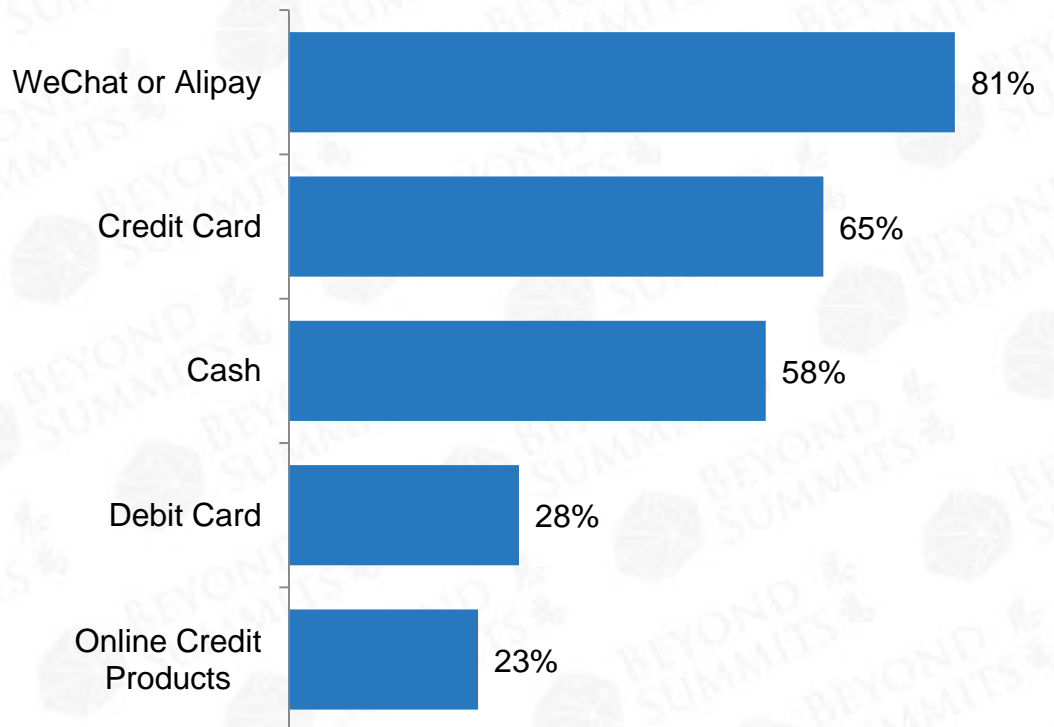Spend More for Higher-Quality Products or Service, 81%

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 already become the main payment methods for post-80s, and 72% of them said that cash is not necessary in life.

Post-80s' Attitude on Cash Payment

Necessary, 28%

Unnecessary 72%

Post-80s' Payment Method

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

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, post-80s' income also came from financial investment, part-time jobs, operating income, and rent fees. 34% of them have two or more sources of income.

Post-80s' Main Sources of Income
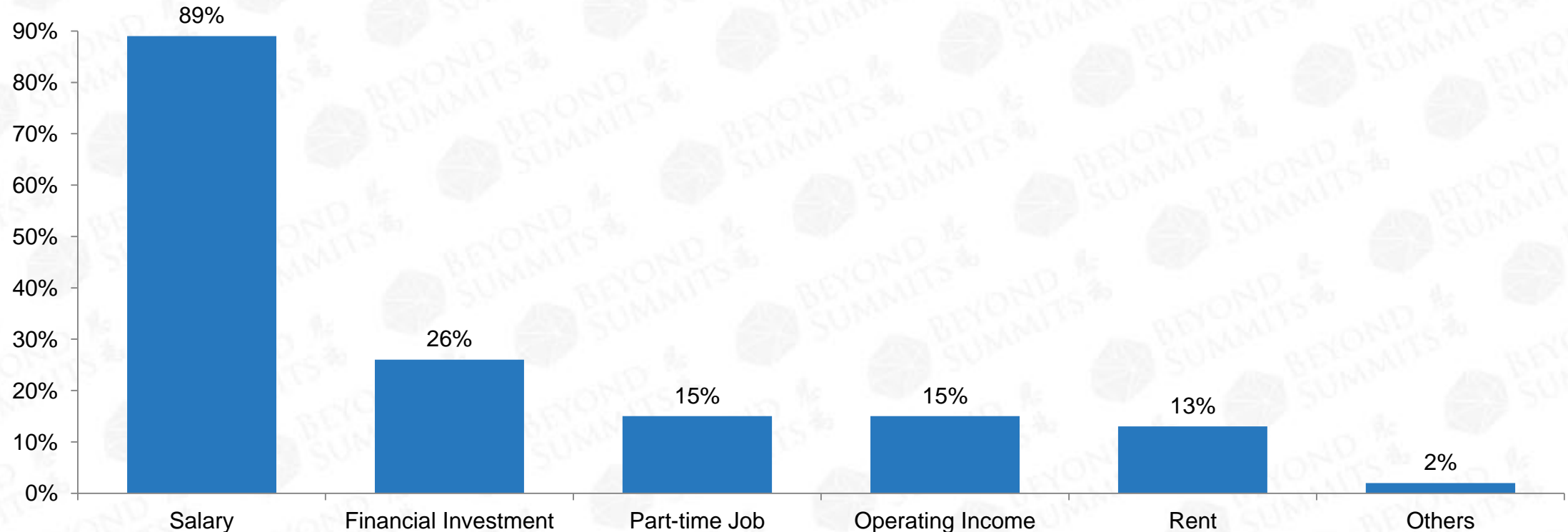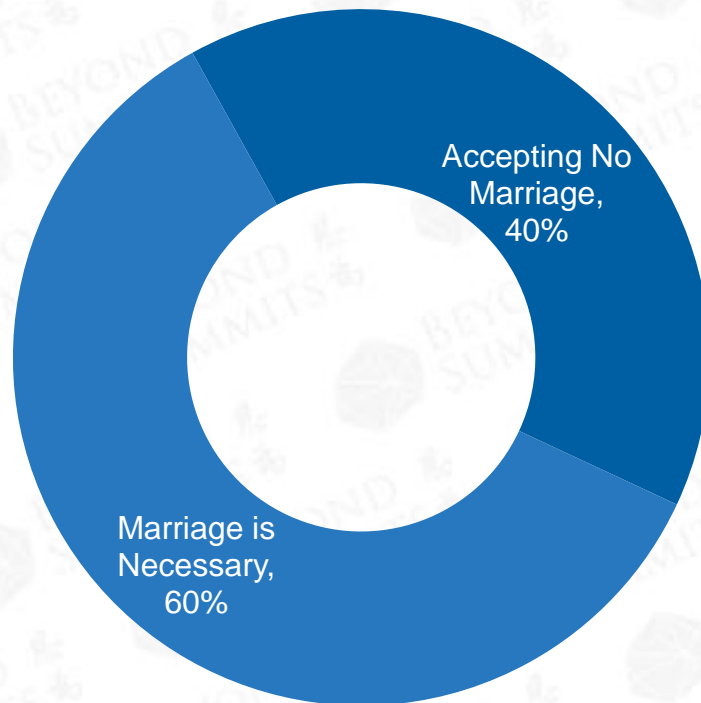

Source： Report of Gradually Rich Chinese (2016)
Gradually Rich Chinese：23-35 years old, personal annual income was above CNY50,000

Most post-80s considered marriage as an necessary part of their life, while only 40% of them accept no marriage. Moreover, 44% of them accepted naked marriage.

Post-80s' Attitude on Marriage

Accepting No Marriage, 40%

Marriage is Necessary, 60%

Post-80s' Attitude on Naked Marriage
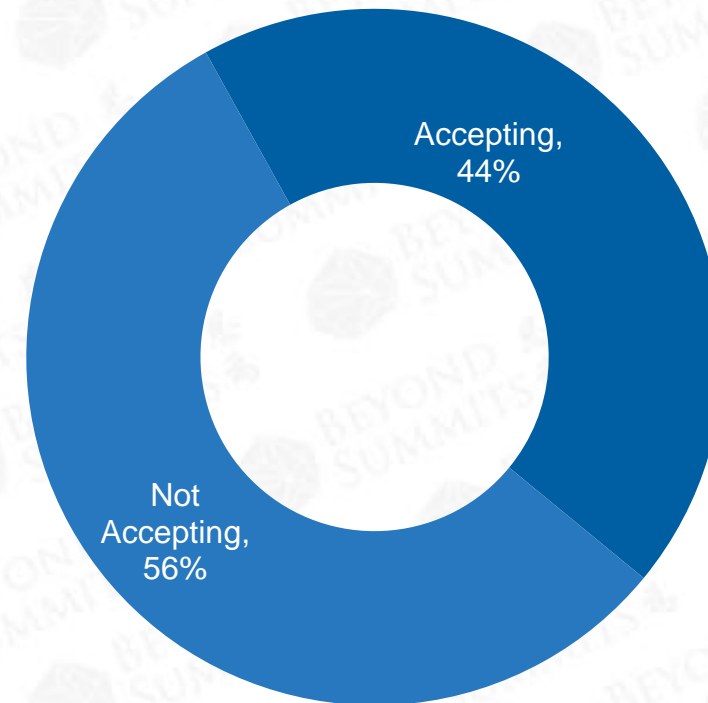
Accepting, 44%

Not Accepting, 56%

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

Post-90s

According to data, post-90s' spending power began to increase, with nearly 60% of the post-90s population reaching a break-even, and 19.2% of the post-90s groups have higher income than expenditure.

Post-90s' Income and Expenditure

Break Even, 59.7%

Income > Expenditure, 19.2%

Expenditure > Income, 21.1%
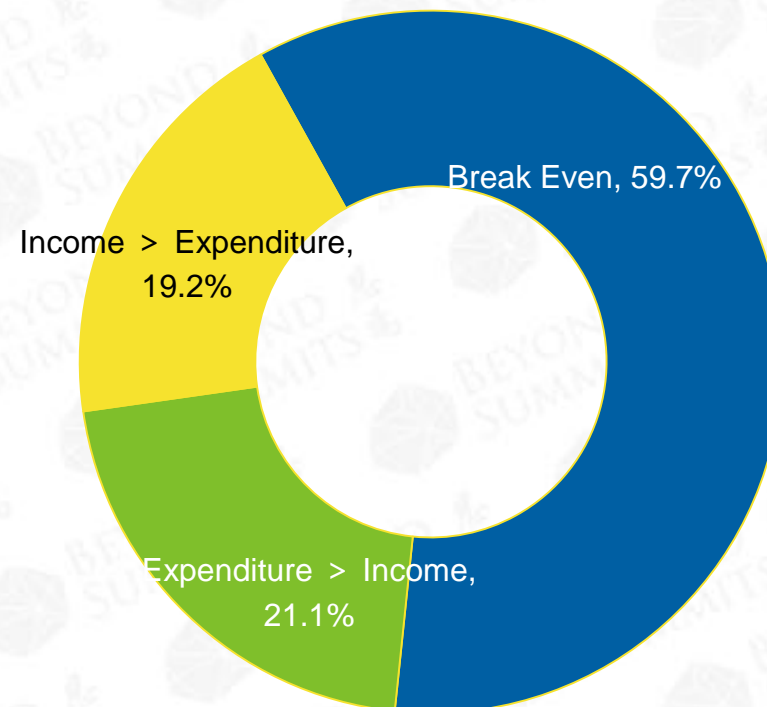
Source：DCCI Internet Data Center (2016)

According to data, as of 2016, the proportion of post-90s using mobile phones shopping was as high as 94.1%..

The Proportion of Mobile Phones Shopping in 90s
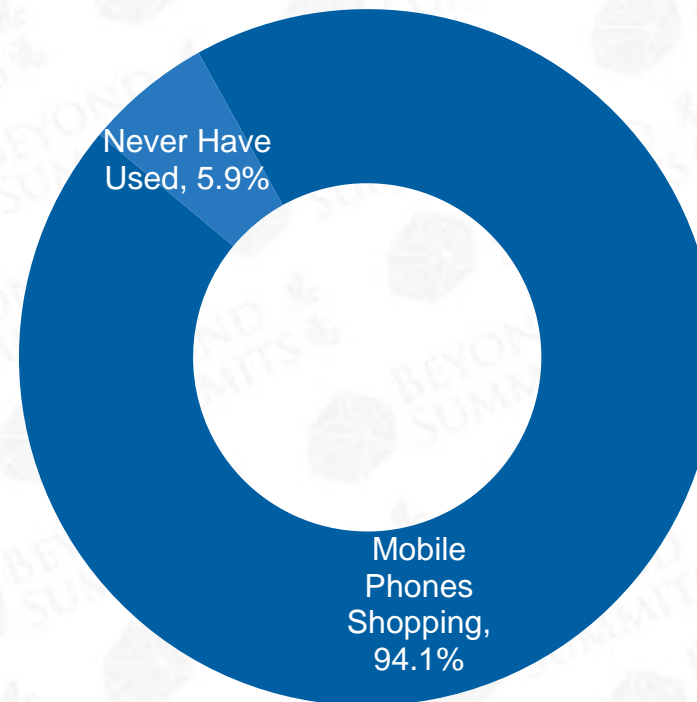

Never Have Used, 5.9%

Mobile Phones Shopping, 94.1%

Source：DCCI Internet Data Center (2016)

The consumption attitudes of post-90s are generally more rational, and the main reasons for them to shopping are their own needs and the low prices.

Post-90s' Consumption Attitude

Rational Consumption	51.8%
Love it, Get it.	14.2%
Thrifty	13.1%
Excessive Consumption	9.3%
Followed Consumption	8.5%
Buying Brands	2.8%
Others	0.3%
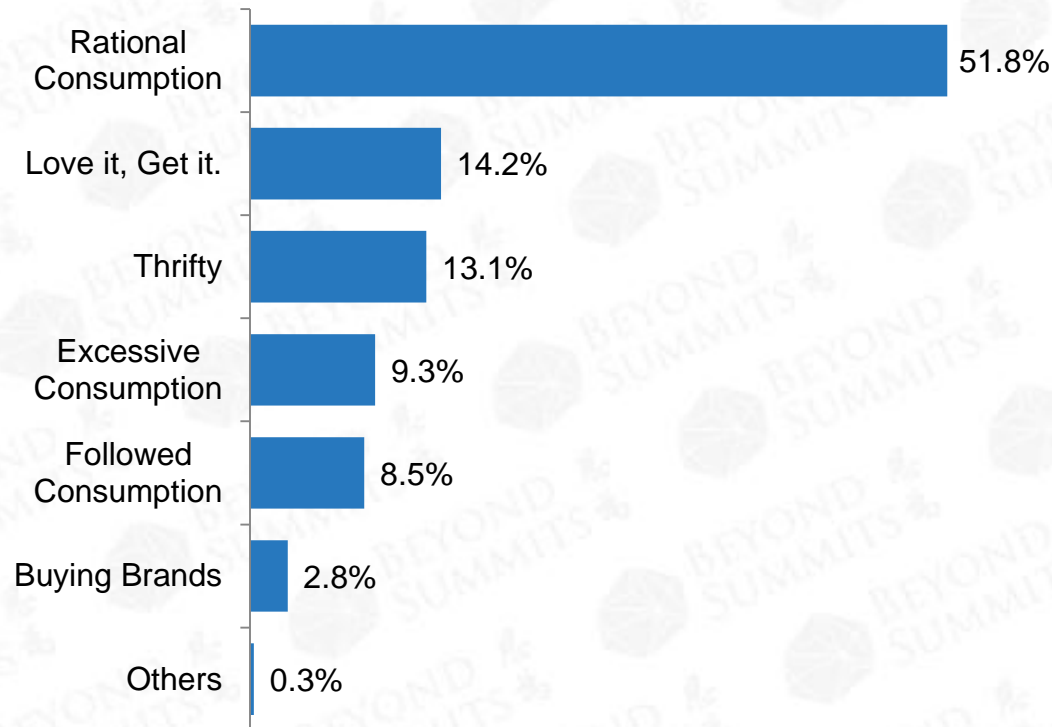
Post-90s' Purchasing Factors

Self-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%
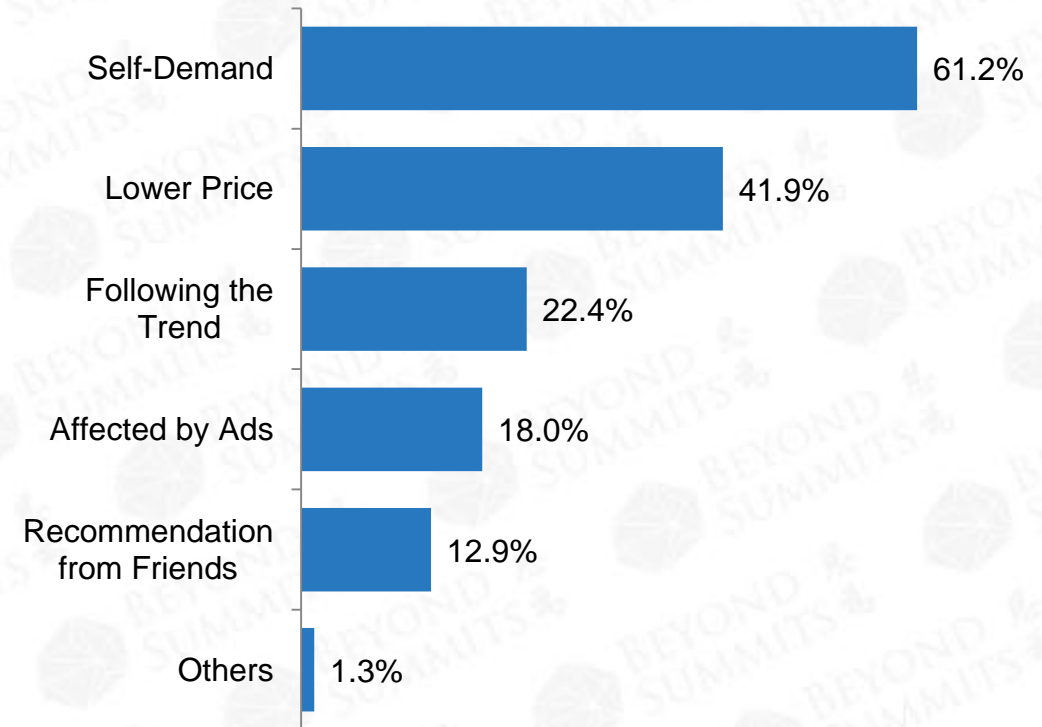
Source：DCCI Internet Data Center (2016)

The data shows that clothing, food and digital products are the most popular commodities purchased online by post-90s. In the purchase process, falling prices, coupons and seckill are the favorite discounts for consumers after 90s.

Commodity 90s Like to Buy Online
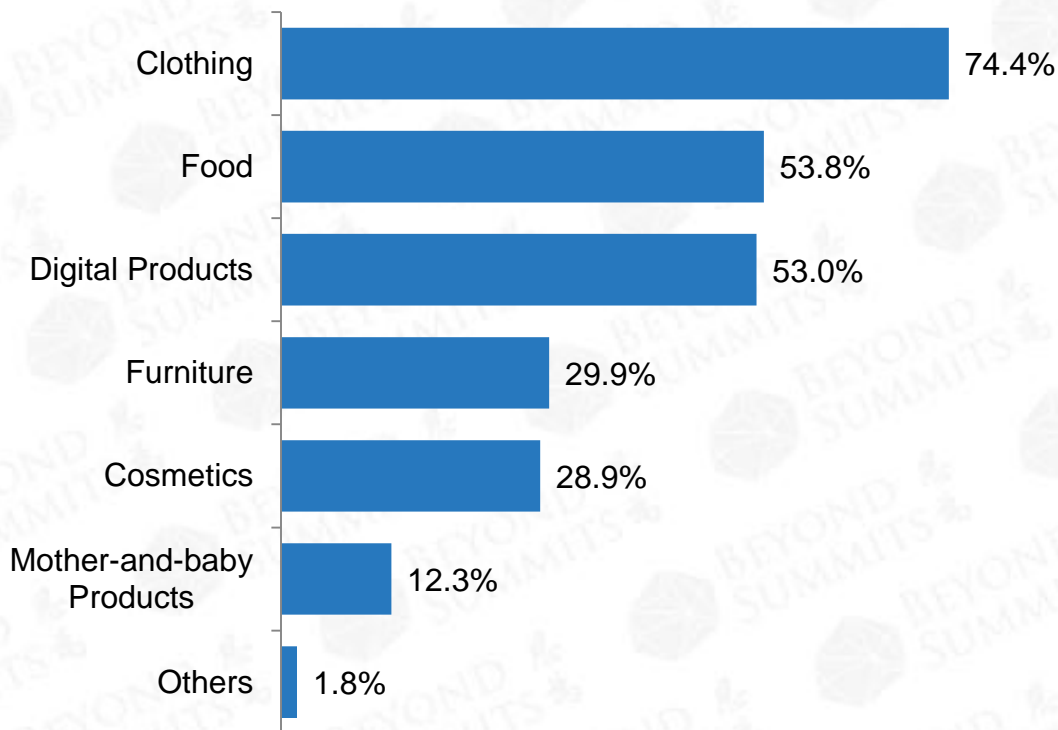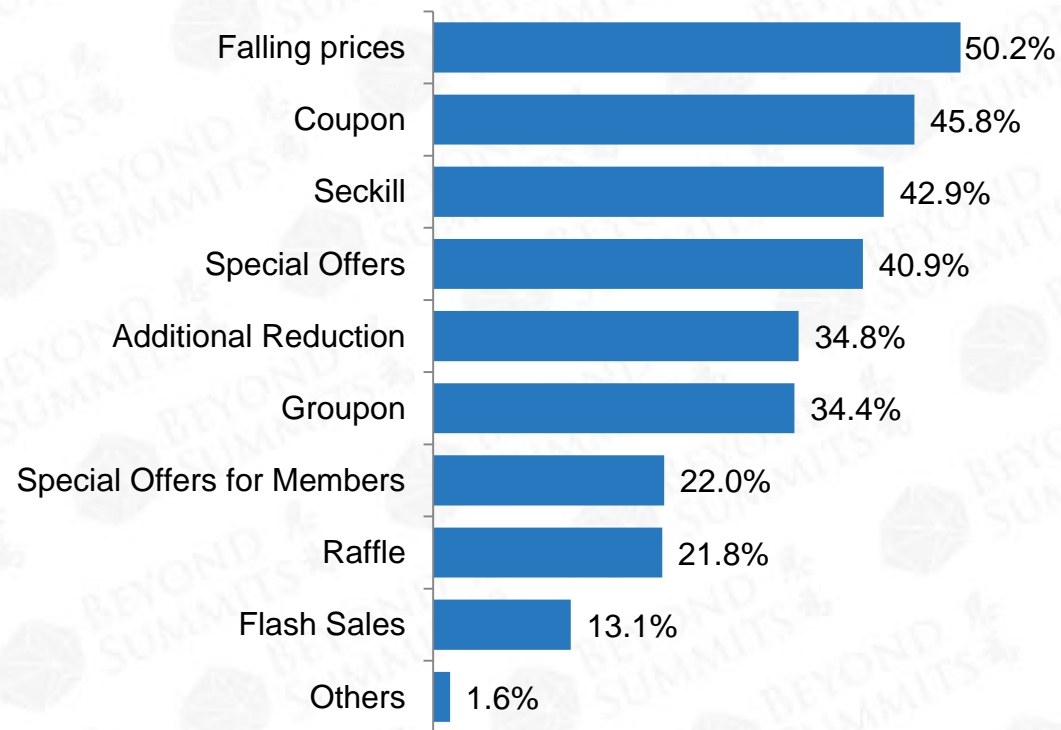
Category	Percentage
Clothing	74.4%
Food	53.8%
Digital Products	53.0%
Furniture	29.9%
Cosmetics	28.9%
Mother-and-baby Products	12.3%
Others	1.8%

90s' Favorite Discount Forms

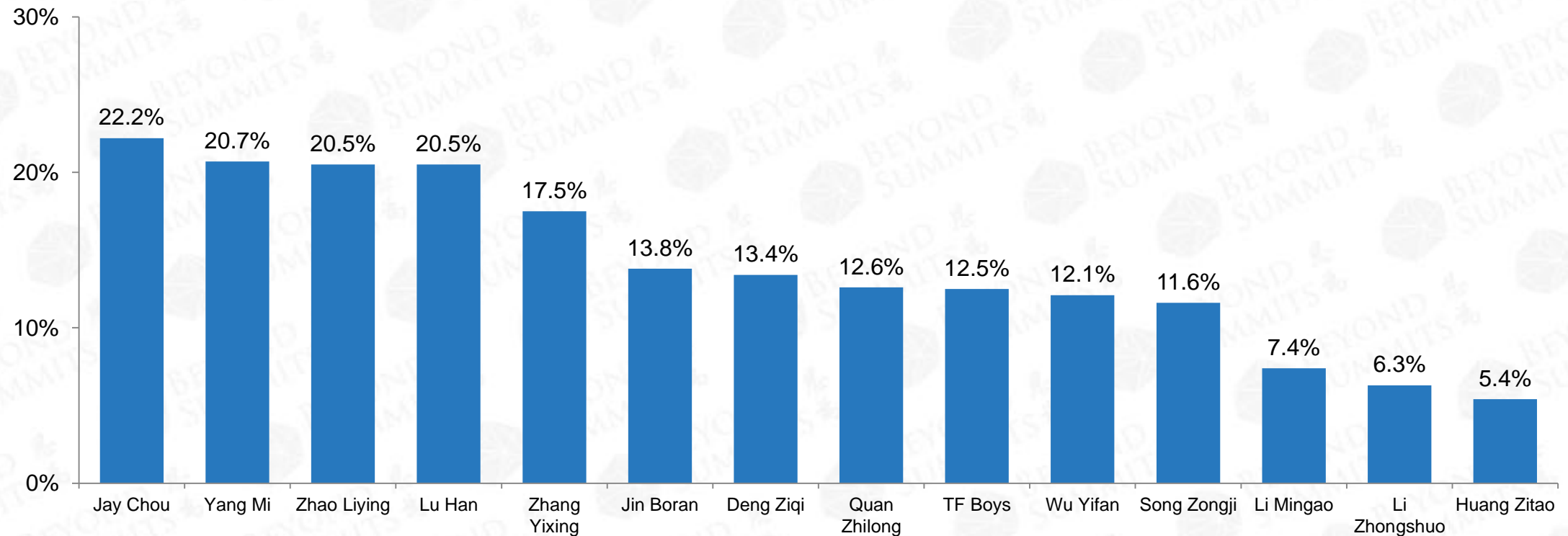| Discount Form	Percentage
Falling prices	50.2%
Coupon	45.8%
Seckill	42.9%
Special Offers	40.9%
Additional Reduction	34.8%
Groupon	34.4%
Special Offers for Members	22.0%
Raffle	21.8%
Flash Sales	13.1%
Others	1.6%

Source：DCCI Internet Data Center (2016)

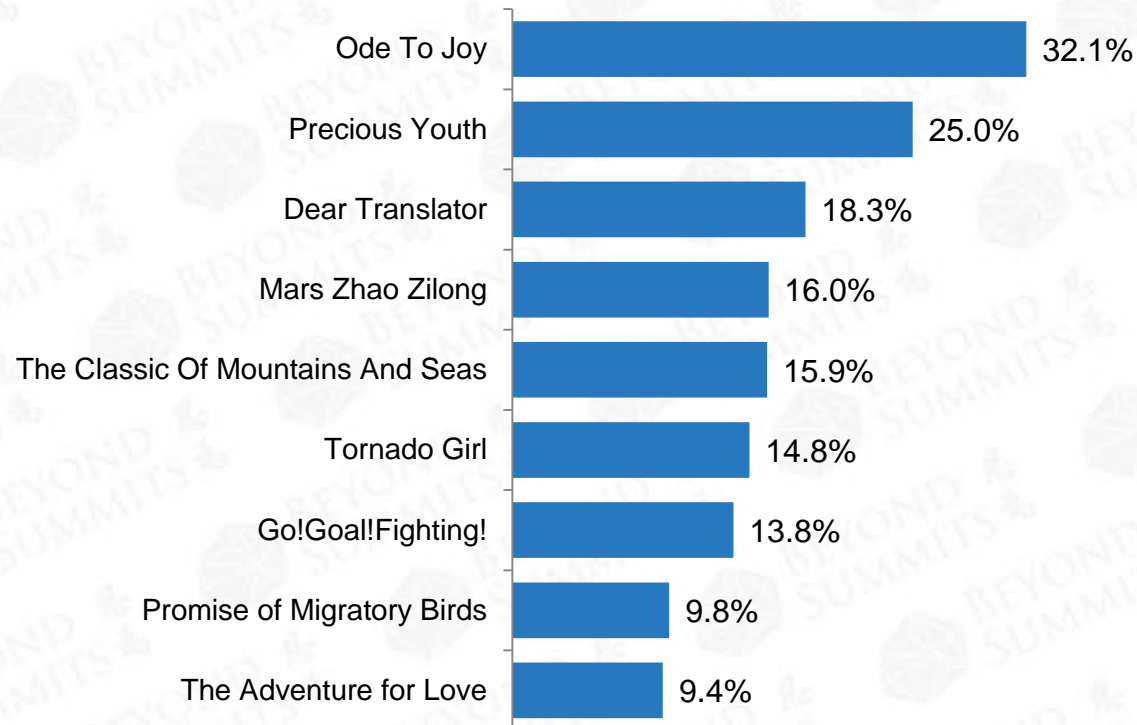Post-90s preferred to follow domestic stars, including Jay Chou, Yang Mi, and Zhao Liying.
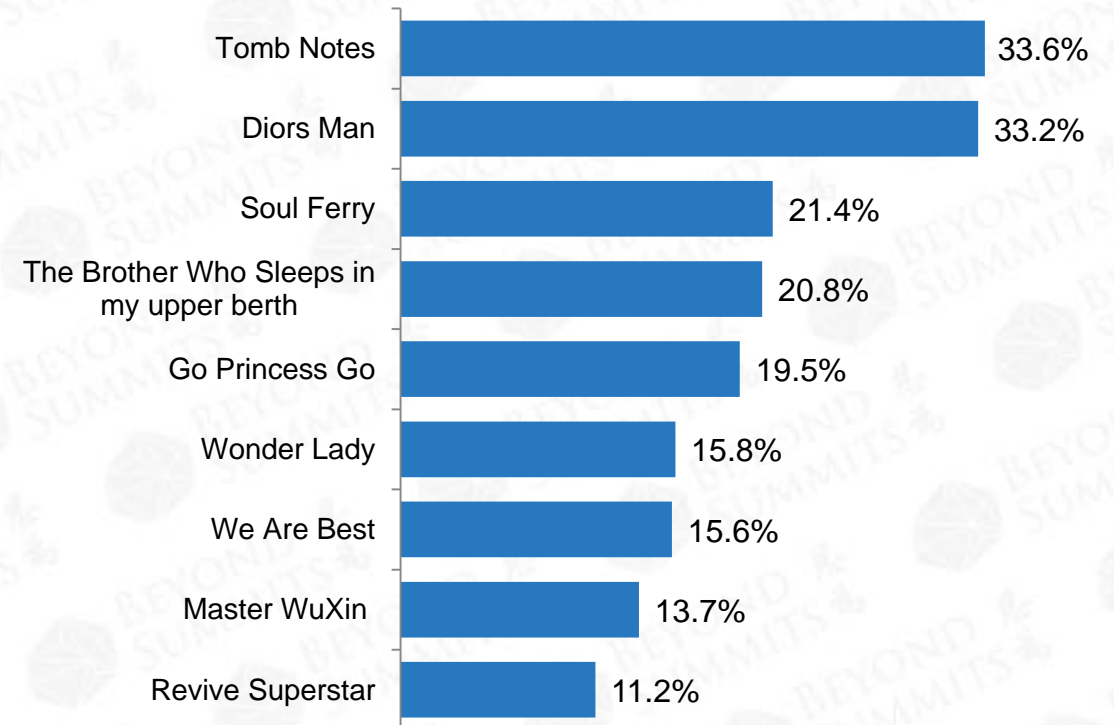
Post-90s' Favorite Stars

Source：DCCI Internet Data Center (2016)

By comparison, posst-90s preferred the internet TV series to domestic TV series.

Post-90s' Favorite Domestic TV Series

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

Post-90s' Favorite Internet Series

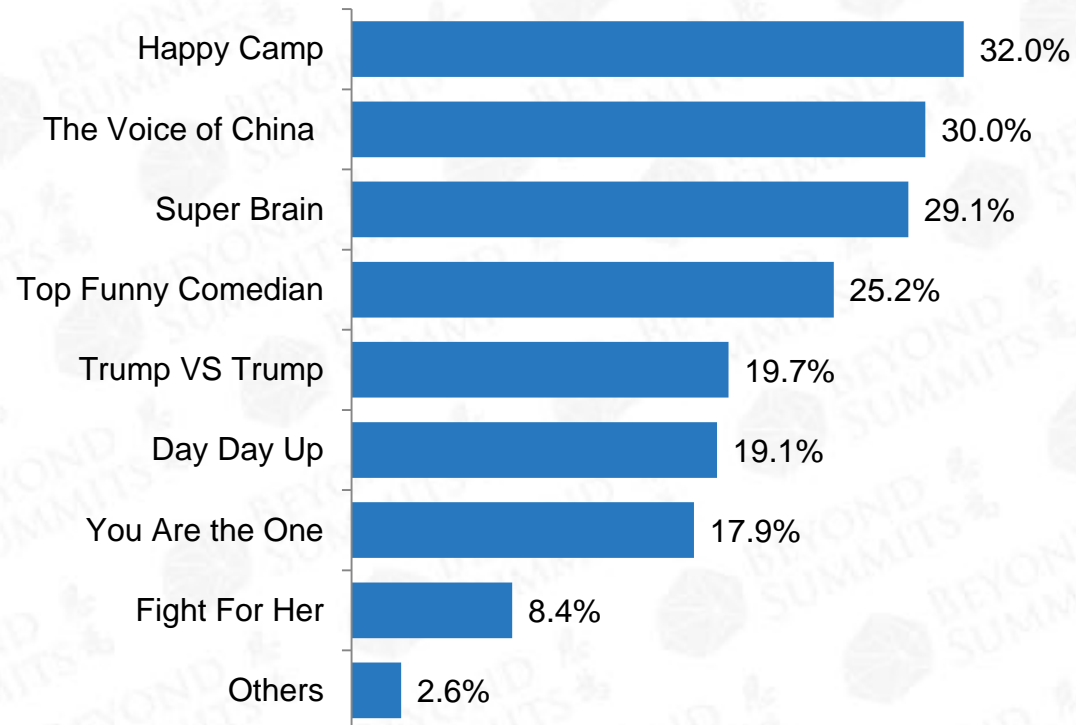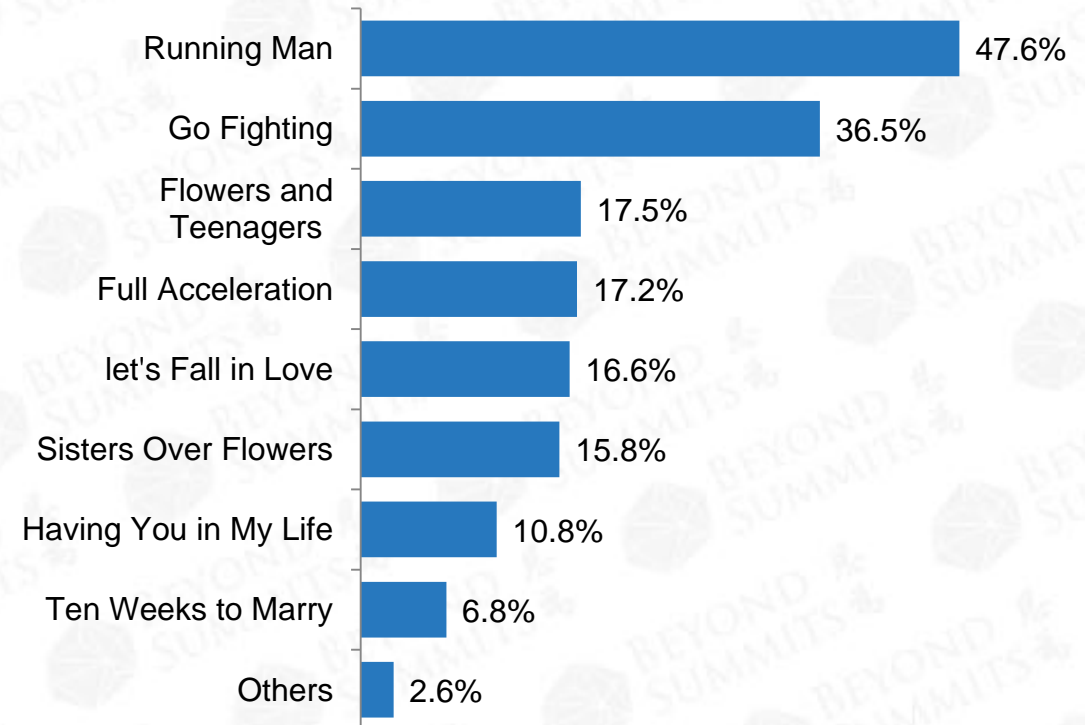| Series	Percentage
Tomb Notes	33.6%
Diors Man	33.2%
Soul Ferry	21.4%
The Brother Who Sleeps in my upper berth	20.8%
Go Princess Go	19.5%
Wonder Lady	15.8%
We Are Best	15.6%
Master WuXin	13.7%
Revive Superstar	11.2%

Source : DCCI Internet Data Center (2016)

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

Post-90s' Favorite Indoor Variety Show

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%

Post-90s' Favorite Reality Show

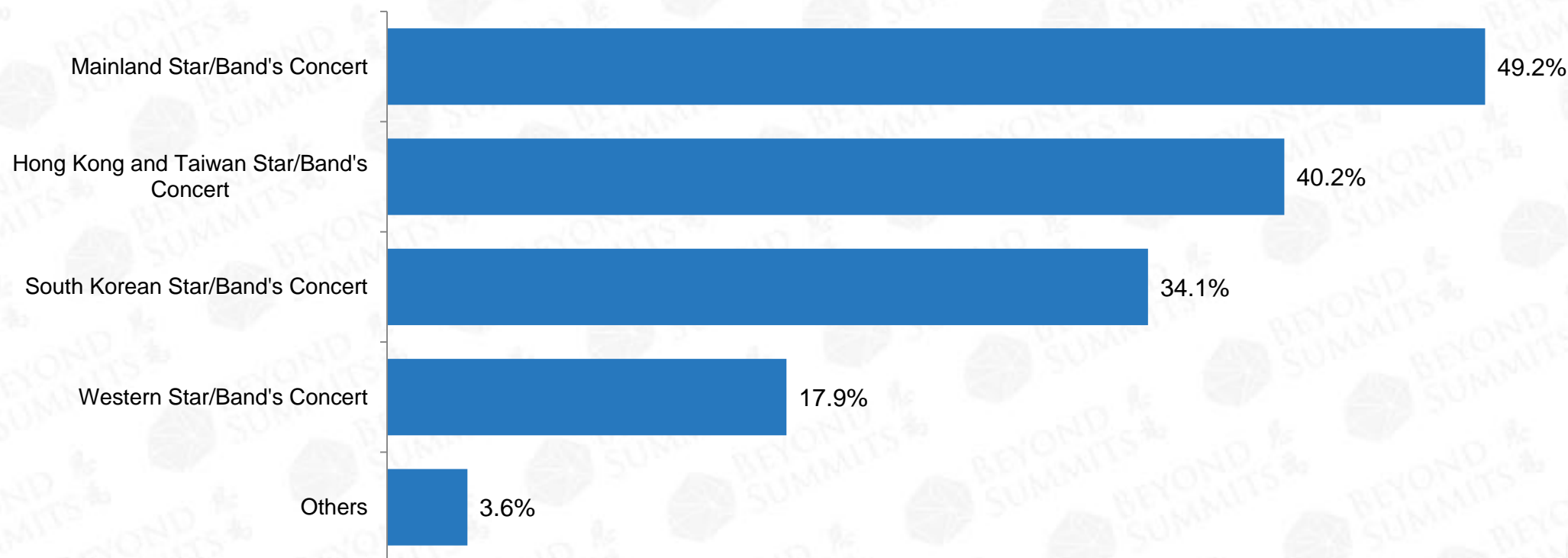| Show	%
Running Man	47.6%
Go Fighting	36.5%
Flowers and Teenagers	17.5%
Full Acceleration	17.2%
let's Fall in Love	16.6%
Sisters Over Flowers	15.8%
Having You in My Life	10.8%
Ten Weeks to Marry	6.8%
Others	2.6%

Source：DCCI Internet Data Center (2016)

Post-90s pay more attention to domestic stars'/brands' concerts.

Post-90s' Favorite Types of Concerts

Type	Percentage
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)

The data shows that looking through the home page and entering the channel of interest are the most common ways for post-90s to read news.
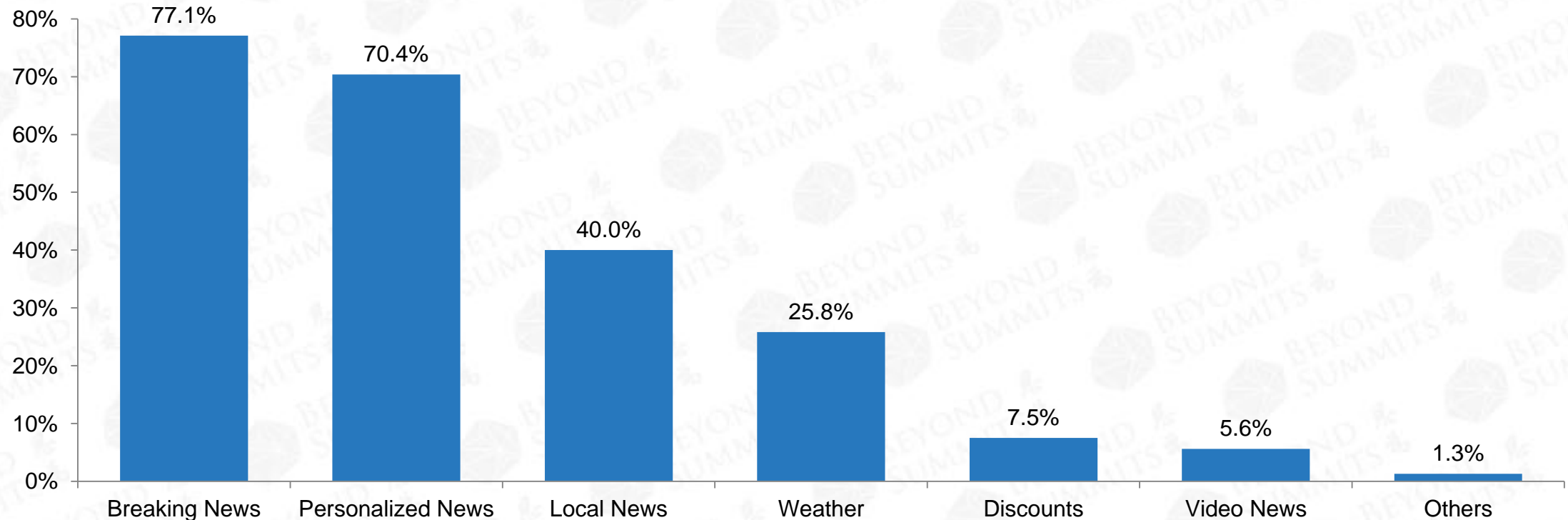
How Post-90s Read News
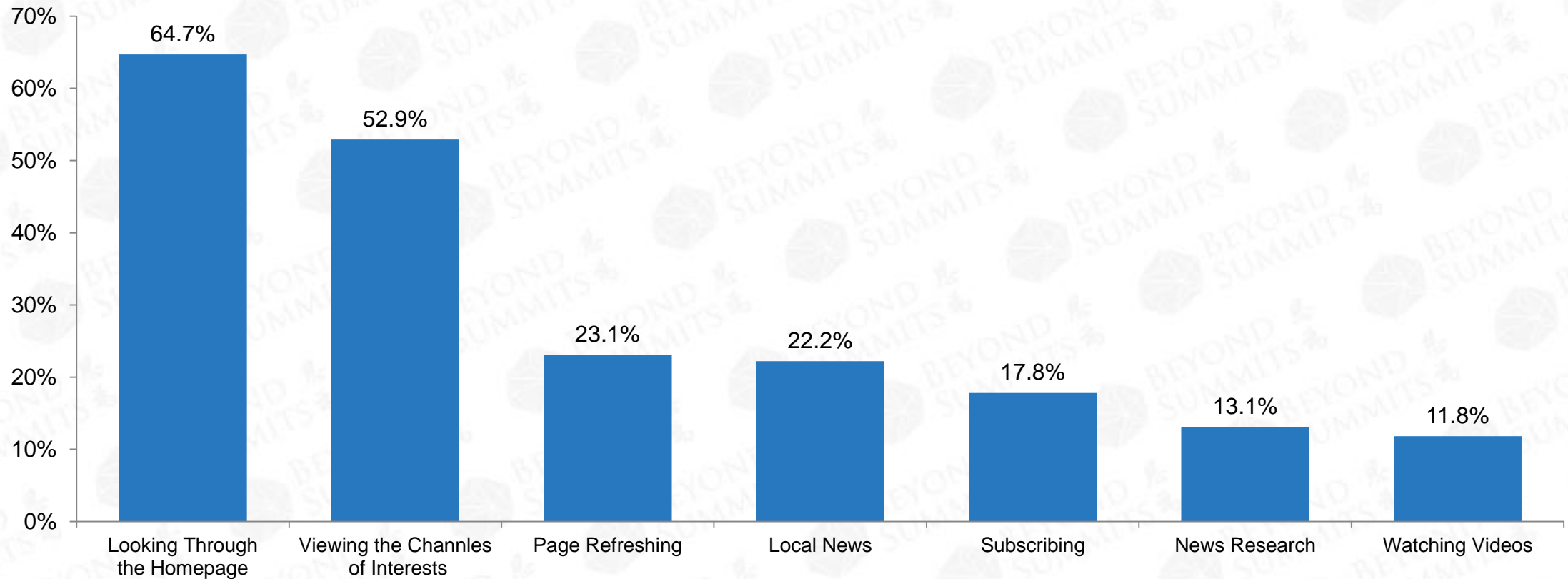
According to data, breaking news and personalized news are the most accepted types of news push for post-90s.

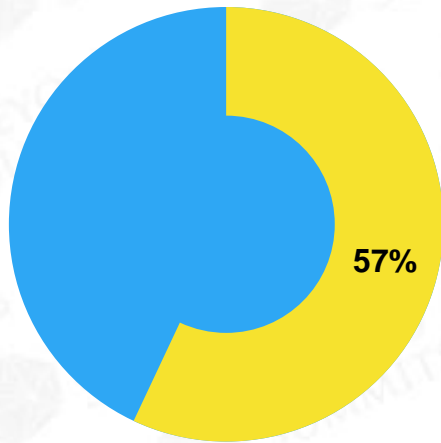**Types of News Push Accepted by Post-90s**
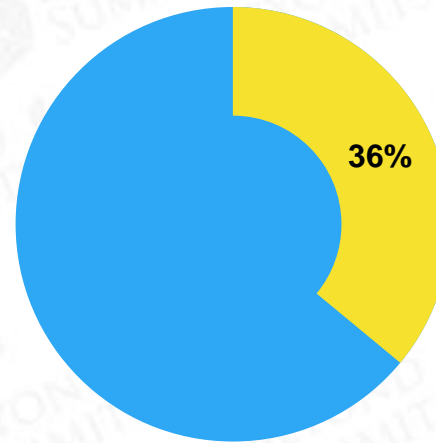
The high popularity of the Internet has allowed more and more post-90s to access fashion and popular information through social networks. Only 9% of people still obtain information through print media such as newspapers and magazines.

Way to Get Fashion and Popular Information for post-90s
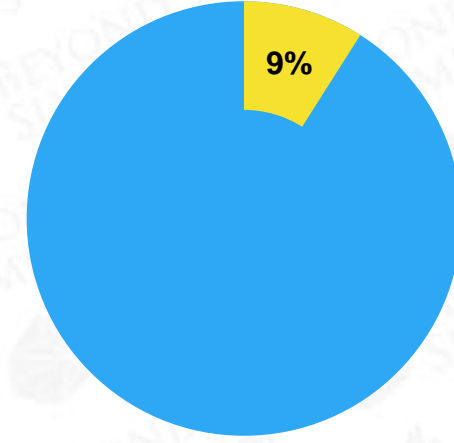
57%

Social Media

36%

TV

9%

Print Media

Source：New Weekly & nice，Post-90s Lifestyle Report，2016

Post-90s preferred to these clean and fresh tourist destinations such as Sanya, Dali and Lijiang. Among all the travel ways, hiking and budget travel were the most popular way for post-90s.

Post-90s' Travel Destination TOP10
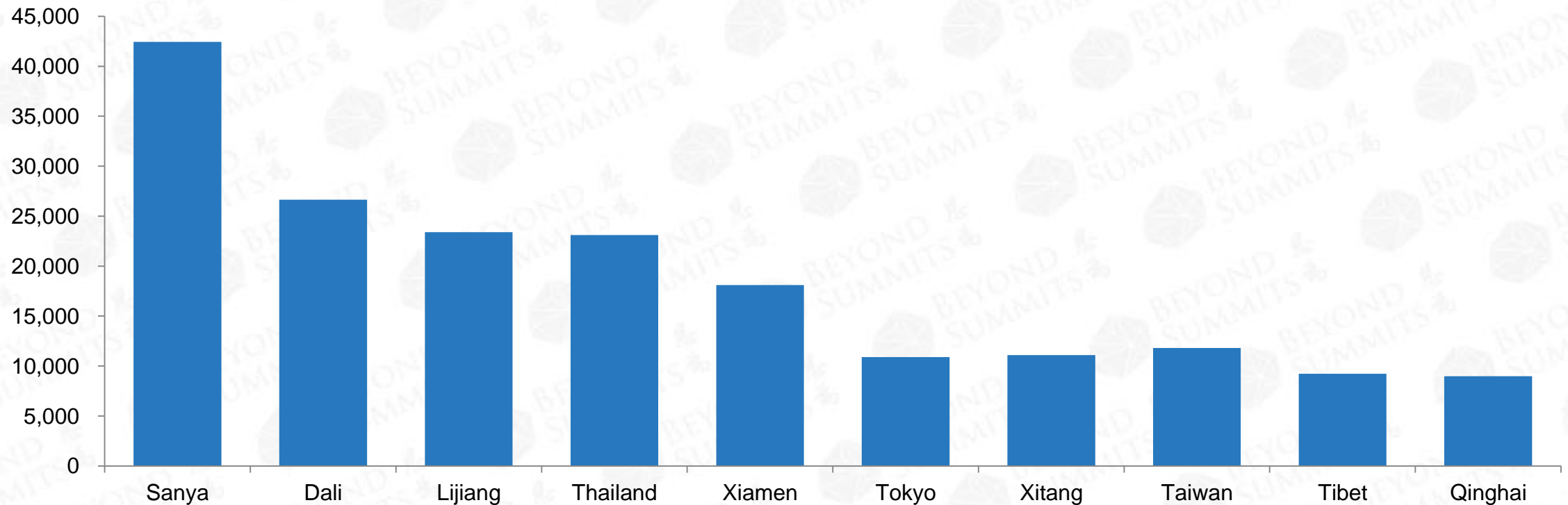
Source：New Weekly & nice，Post-90s Lifestyle Report，2016

Among post-90s' concerned beauty brands, the top three brands are all Korean brands, and the spokespersons of the three brands are popular Korean idols. Therefore, idols and celebrities have great influence on the post-90s.

90s' Favorite Beauty Brand

The mobile device that post-90s preferred were almost the domestic brands, such as Huawei, Xiaomi. Moreover, they also had a preference for Huawei and Xiaomi's mobile device model, with models' price between CNY1,000 and CNY1,999 being the most popular models.
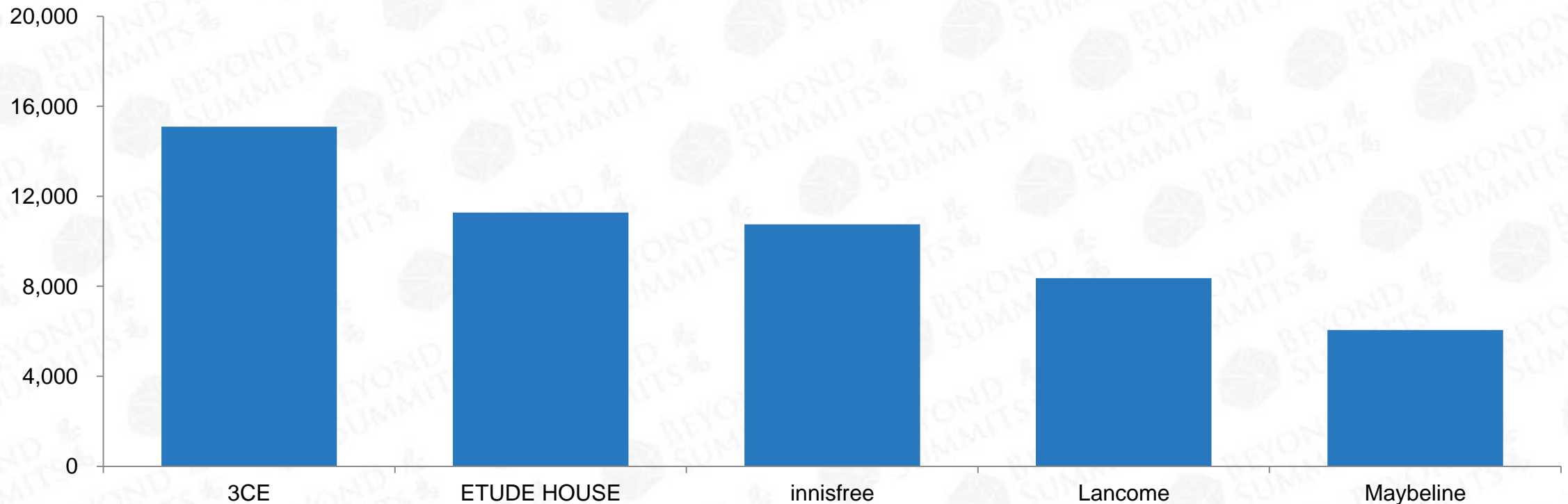
90s' Preferred Mobile Device Brand TOP5

Brand	%
Huawei	19.1%
Xiaomi	17.5%
Samsung	13.6%
OPPO	9.8%
Vivo	7.8%
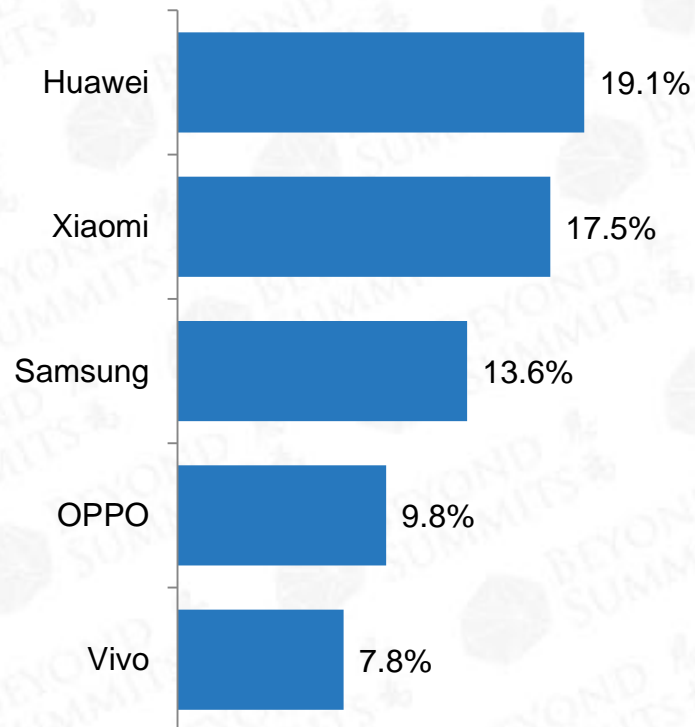
90s' Preferred Mobile Device Model TOP5

Model	%
Redmi Note	2.7%
Cherry 4X	2.0%
MI 4	2.0%
Redmi Note 2	1.7%
Mate 7	1.7%
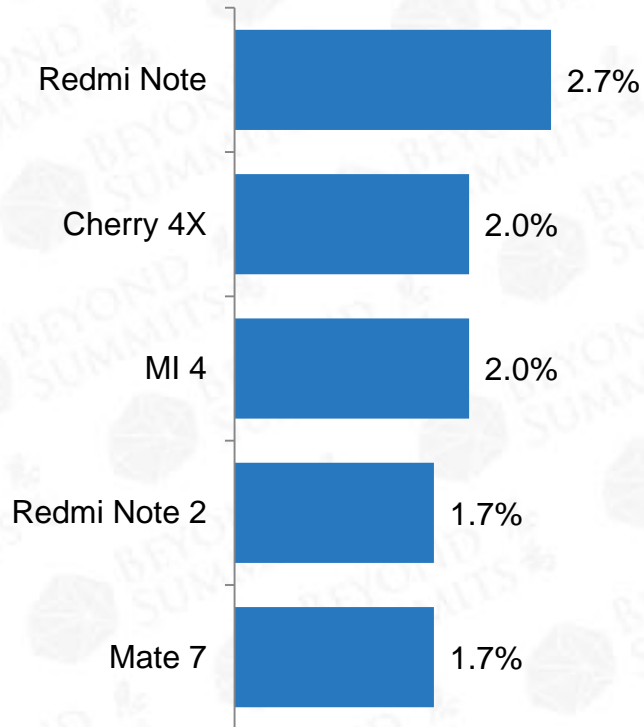
90s Preferred Mobile Device Price TOP5 (yuan)

Price	%
》4,000	2.3%
2,000-3,999	20.0%
1,000-1,999	37.6%
500-999	34.8%
1-499	5.3%
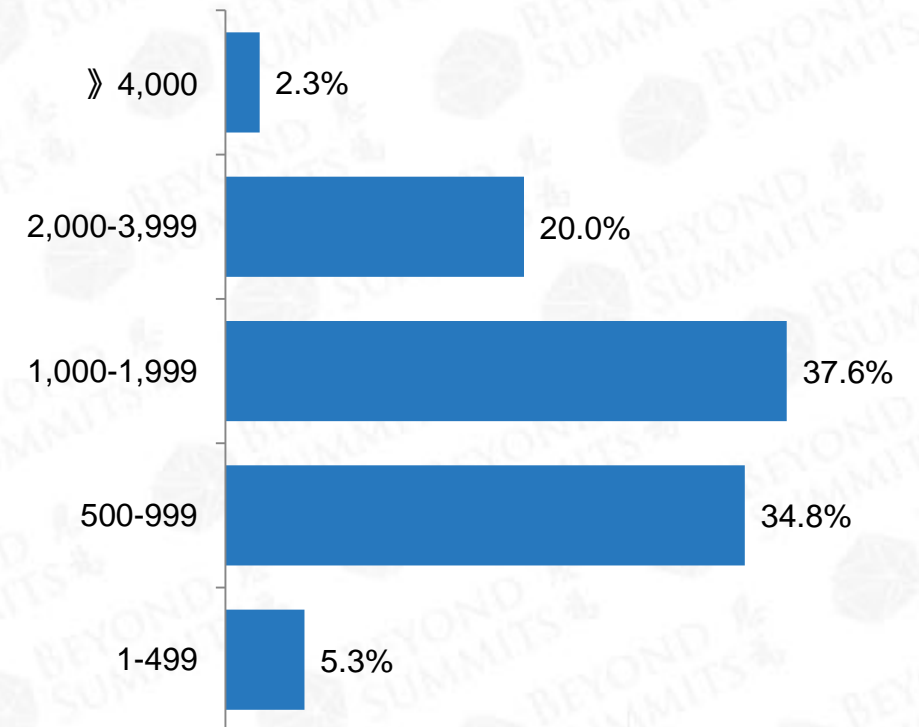
Source：TalkingData，China's Mobile Internet Industry's Development Report, 2016

The characteristics of application preferences for post-90s are clear, with recreation needs much higher than other needs. Besides, watching videos is the main recreation method.

Post-90s' Preferred Mobile APP

Recreation	63.4%
Social	49.6%
Consumption	19.4%
Life	15.1%
Travel	7.9%
Study	7.2%
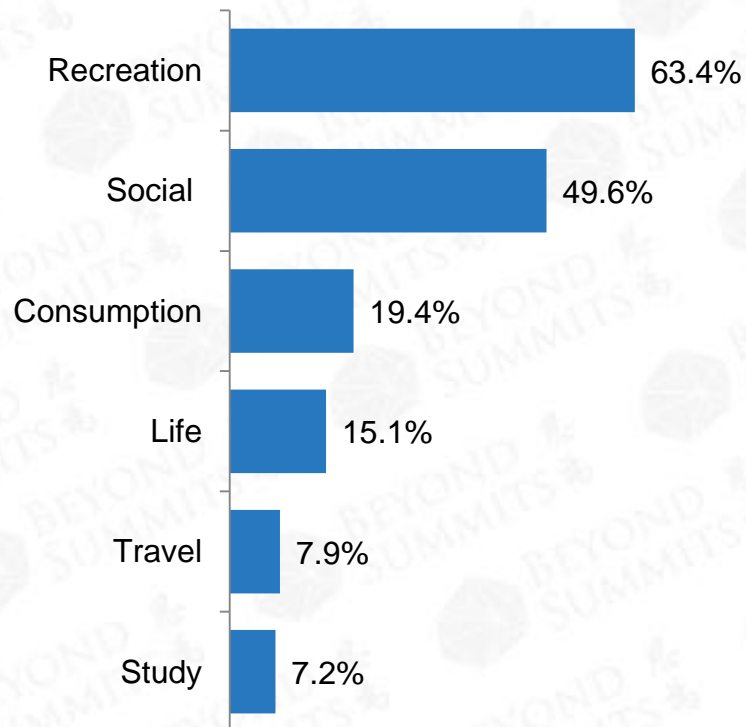
Post-90s' Preferred Mobile APP for Recreation
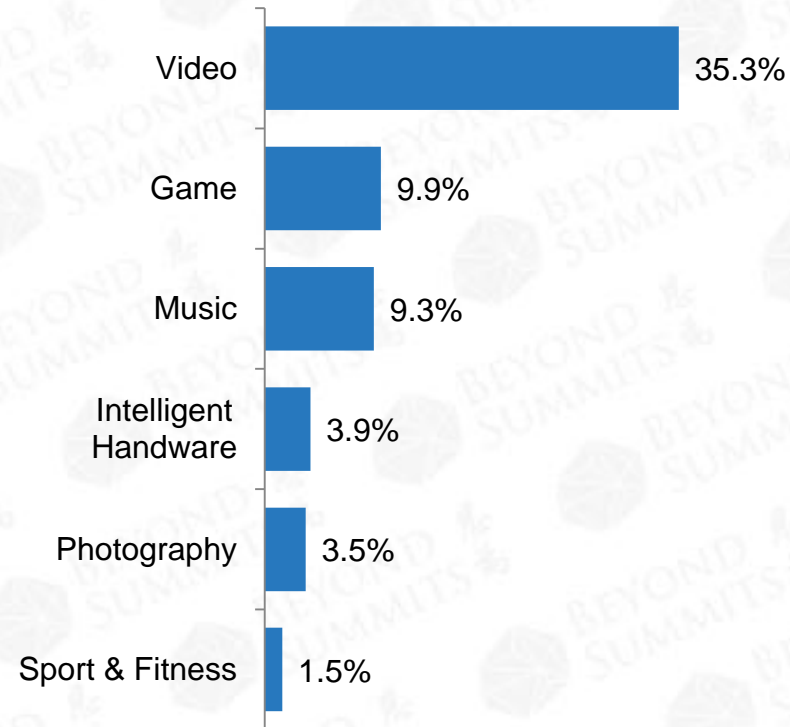
Video	35.3%
Game	9.9%
Music	9.3%
Intelligent Handware	3.9%
Photography	3.5%
Sport & Fitness	1.5%

Post-90s' Preferred Mobile APP for Video

iQIYI	4.3%
Tecent	2.3%
MoreTV	2.1%
Youku	2.0%
Tvapk	1.7%
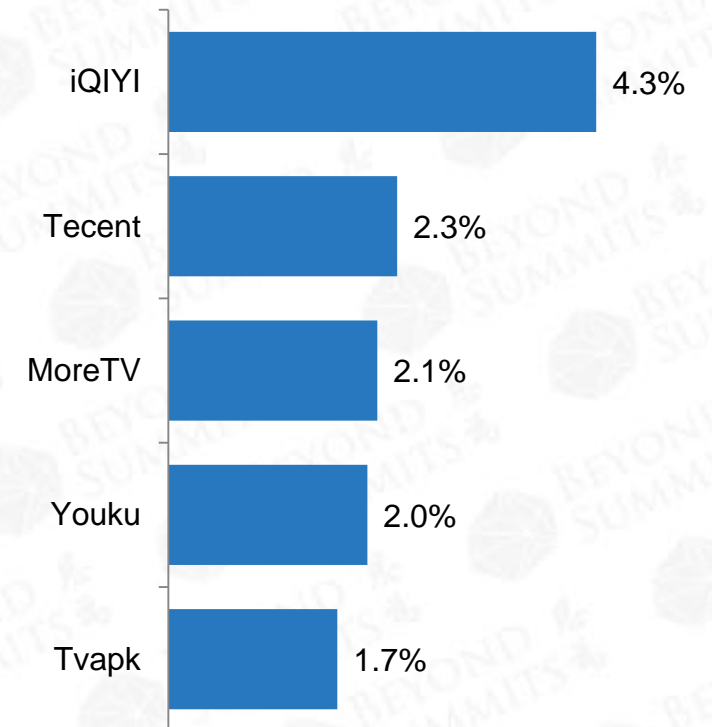
Source：TalkingData，China's Mobile Internet Industry's Development Report, 2016

In terms of consumer preferences, the major consumer brands for post-90s are mass brands, and the consumer demands for clothing, shoes and hats, and life services are much higher.

Post-90s' Consumption Positioning

Category	Percentage
Mass Brand	86.5%
Fashion Brand	39.1%
High-end Brand	19.0%
Luxury Brand	8.0%
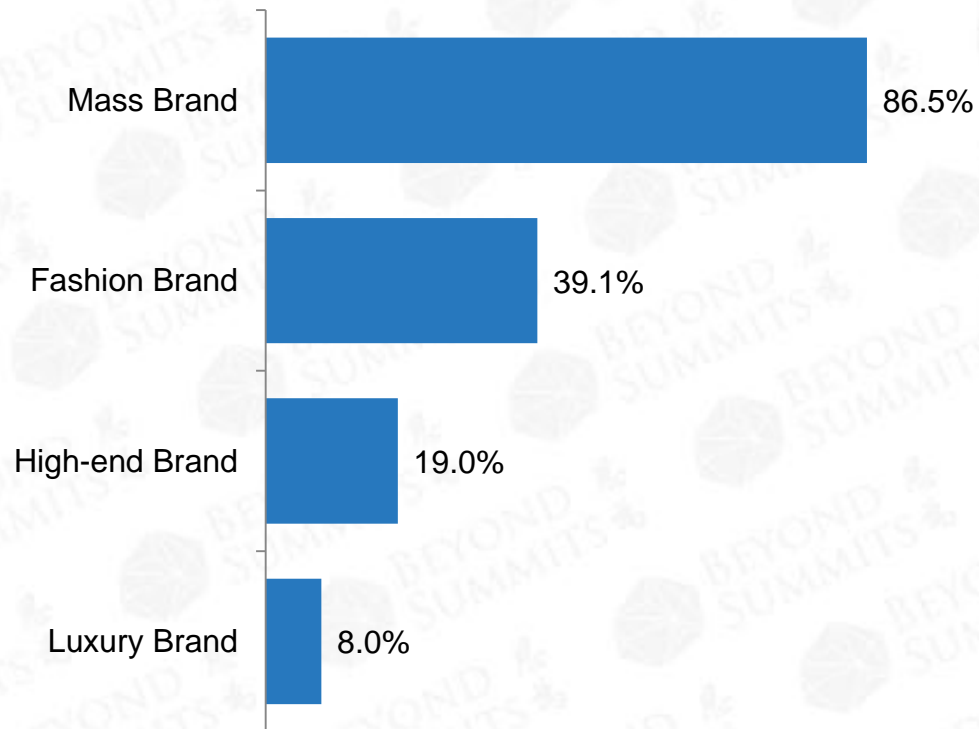
Post-90s's Consumption Category TOP5

Category	Percentage
Clothing & Shoes & Hats	56.1%
Life Service	27.5%
Catering	24.0%
Jewelry & Watch	15.0%
Luggage & Bag	13.4%
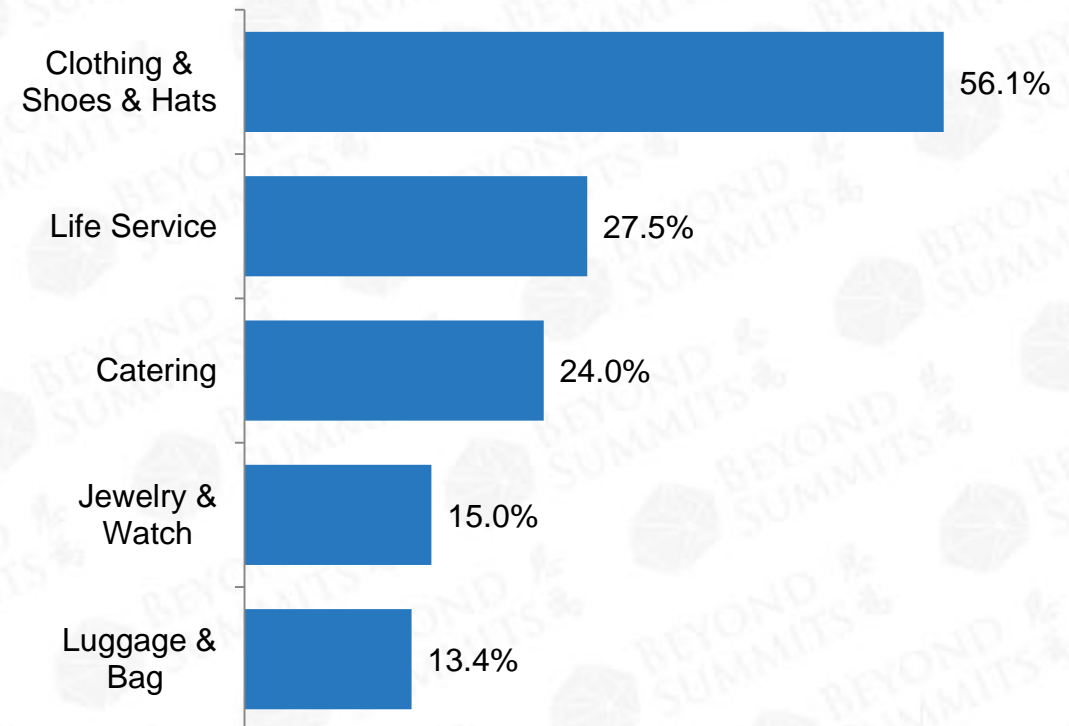
Source：TalkingData，China's Mobile Internet Industry's Development Report, 2016

Post-95s

Post-95s' self-labels were diversified, and they pursued "I am who I am".

Cold

Alone

Clever

Indie Pop

Adorkable

Mature

Reliable

God/Goddess

Otaku

Cool

Different/Strong personality

Funny

Source : Ogilvy (2015)
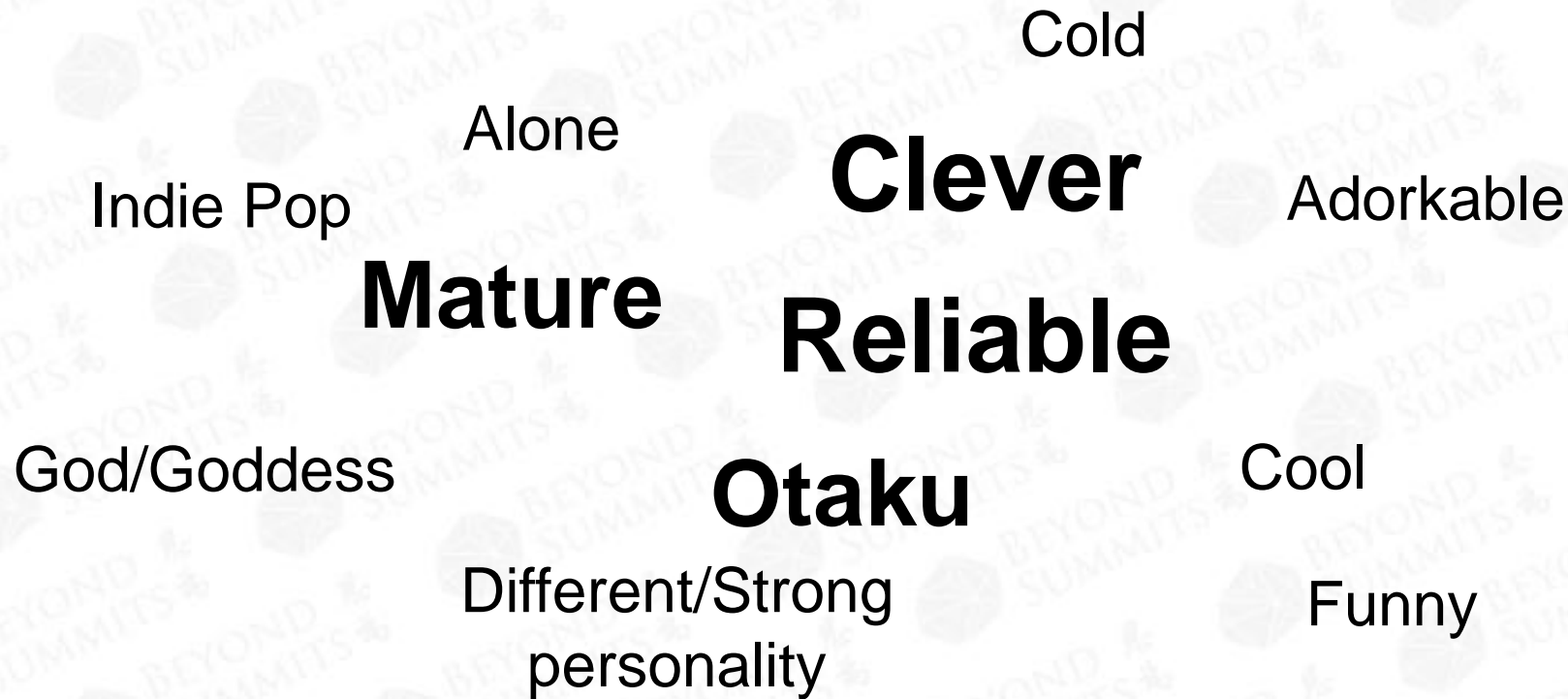
Study was still the key task for post-95s, followed by earning money. In addition, travel was also listed in the top 10 important things.

Important Things for post-95s

Category	Percentage
Study	62.2%
Earning 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-timeJob/Internship	16.3%
Travel	12.6%
Club Activities	8.4%
Going Abroad	6.7%
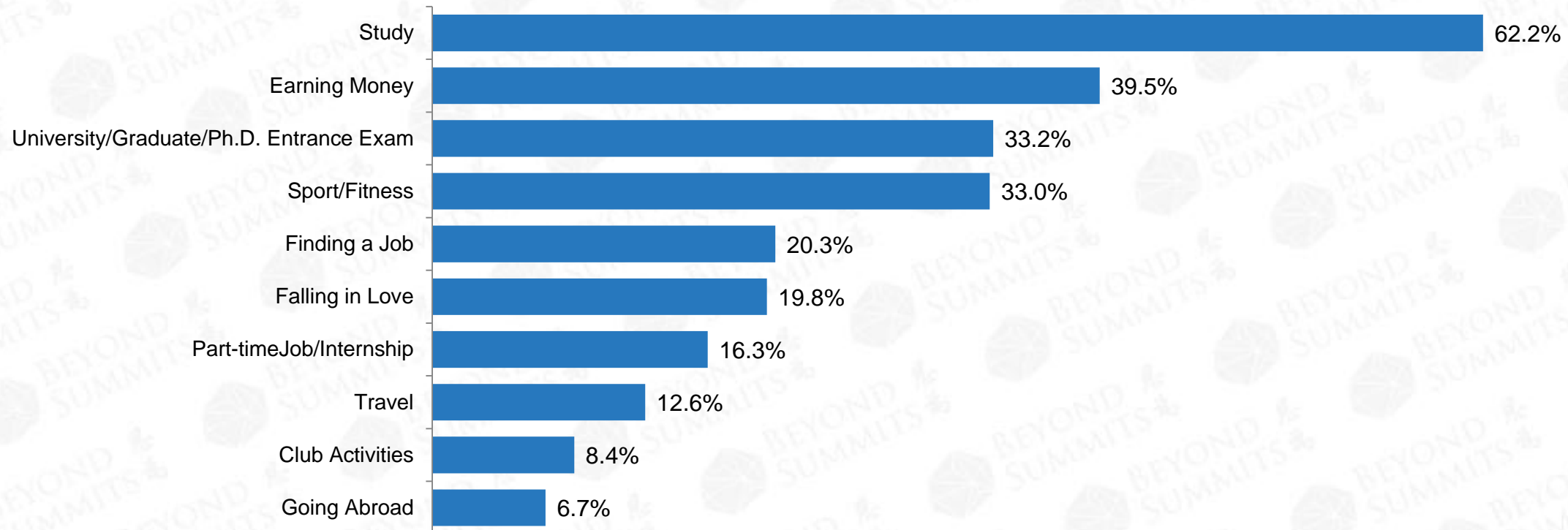
Source : Baidu (2015)

Music and games are the biggest interests and hobbies for post-95s.

Post-95s' Interests and Hobbies

Music	62%
Game	58%
Reading	40%
Movie	39%
Animation	37%
Travel	37%
Sport	36%
Party	28%
Thinking	27%
Handword/Cooking	25%
Photography	20%
Painting	16%
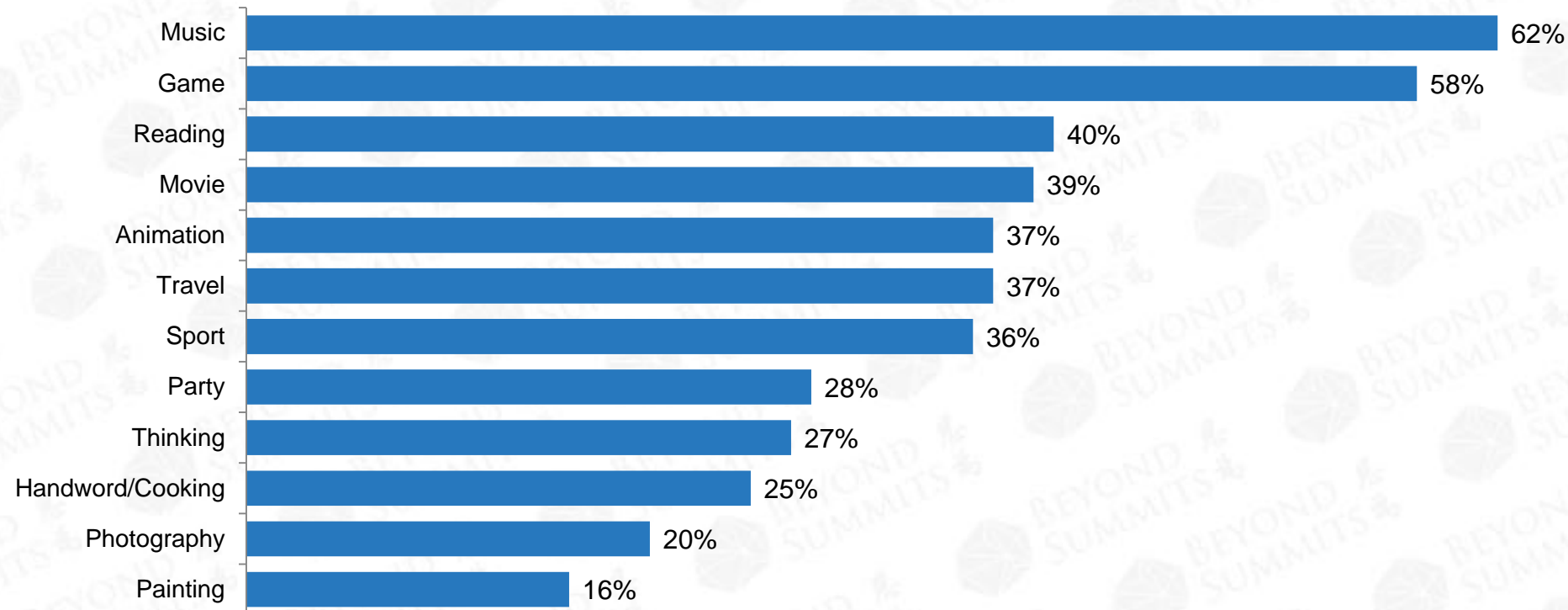
Source：City Pictorial × Tecent QQ，95s' Interest Report，2017

Post-95s is a generation loving to pay. 85% of post-95s have paid for their hobbies, and game was the biggest expense, followed by music and reading.

95s' Monetary Investment in Hobbies

Hobby	Percentage
Game	60%
Music	35%
Reading	34%
Sports	29%
Anmation	27%
Movie	27%
Travel	26%
Party	20%
Handwork	17%
Painting	15%
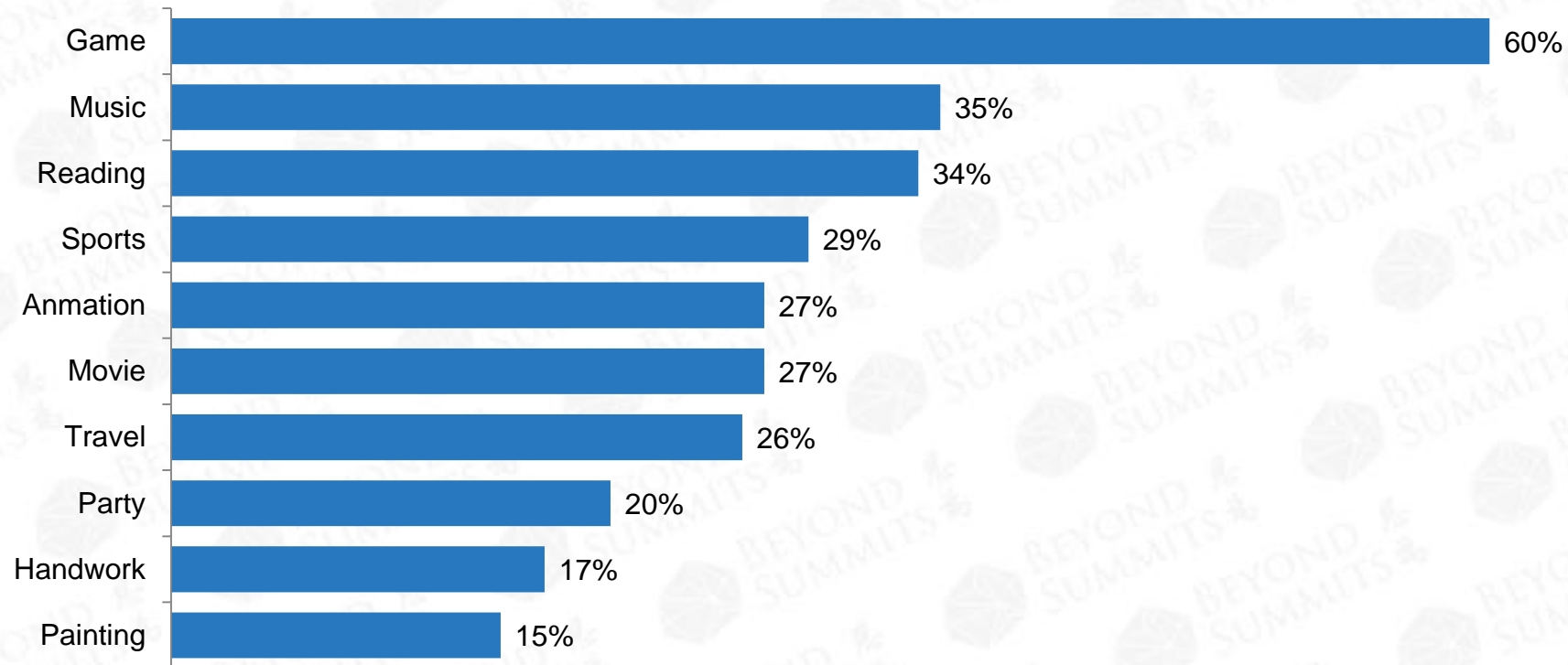
Source：City Pictorial × Tecent QQ，95s' Interest Report，2017

"Likes", "shares" and "comments" were the most popular online behaviors among post-95s.

Post-95s' Online Behaviors

Behavior	Percentage
Likes	55.4%
Shares	31.2%
Comments	31.1%
Trash Talk	25.8%
Seeking Attention	15.5%
Acting Cute	14.1%
Posting	10.5%
Following	10.0%
Graffiti	7.0%
Showing Happy Moments	6.2%
Spamming	3.9%
Bursting the Bar	2.7%
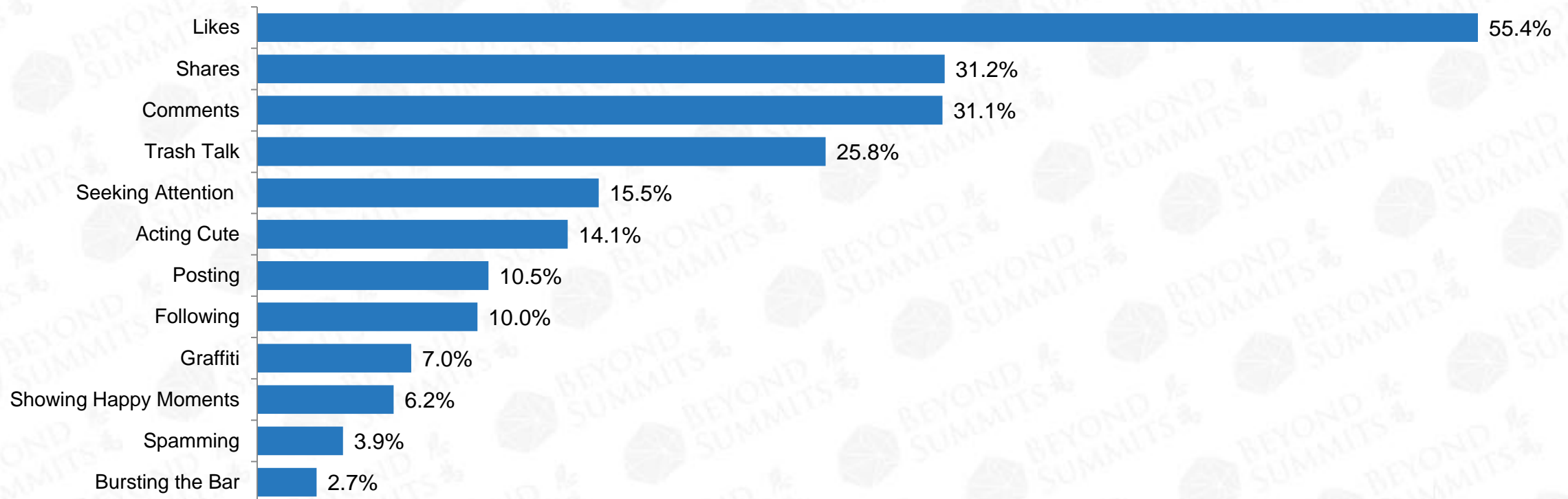
Source：Baidu (2015)

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

Ways to Obtain Information for post-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%
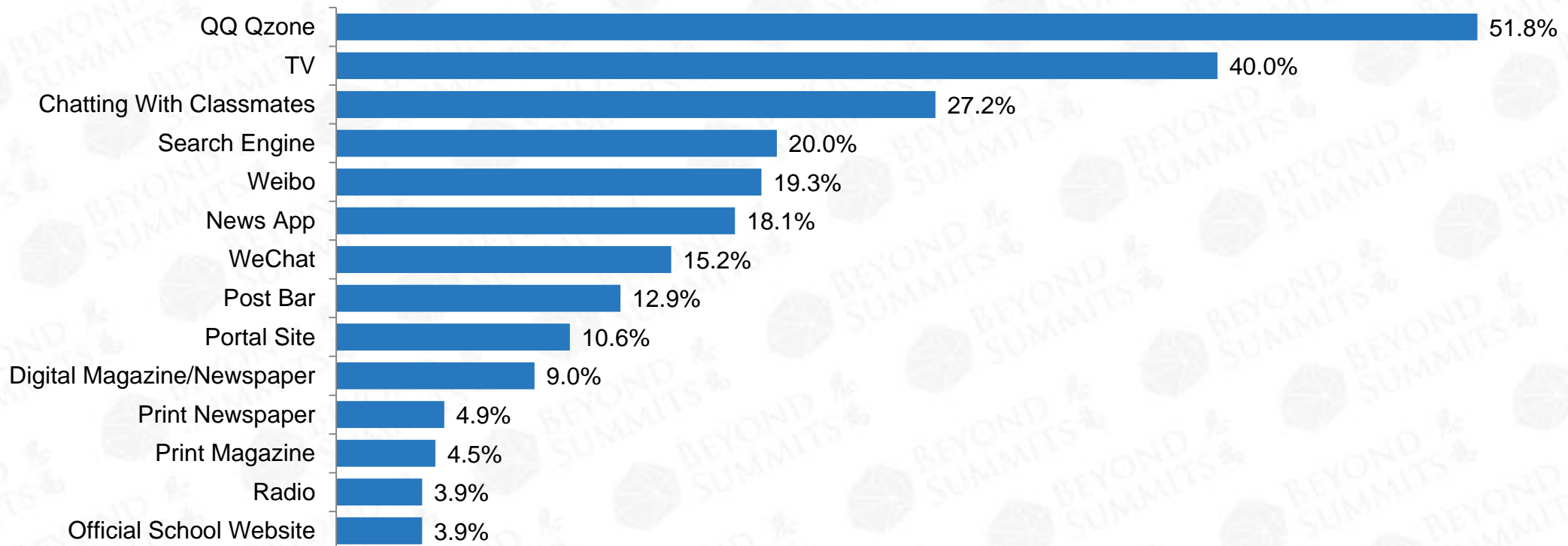
Source：Baidu (2015)

Post-95s paid more attention to study, social networking, and entertainment when using mobile phones.

Entertainment（Anime Culture）

Study is the most important task

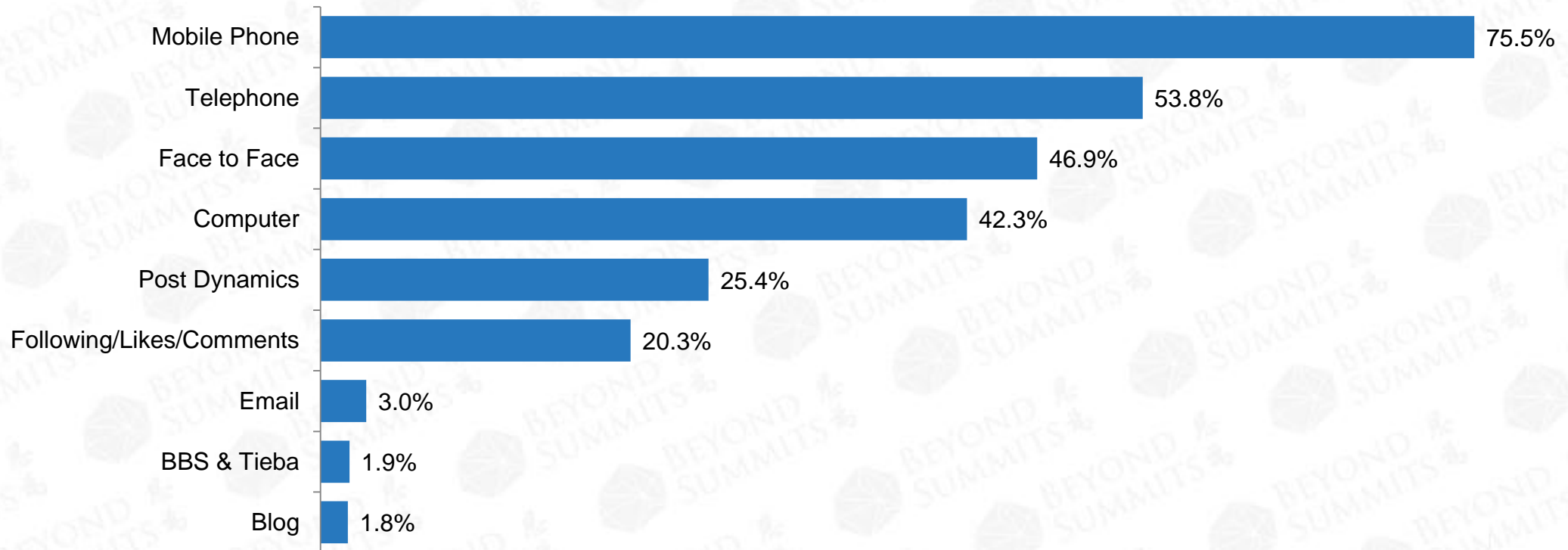Social networking is essential

Taking selfies

Less attention to news

Barely use Life Service APP

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

The mobile phone was the main way for post-90s to communicate with others.

Ways for Post-95s 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%
BBS & Tieba	1.9%
Blog	1.8%

Source：Baidu (2015)

The popularity of social network make 95s become Otaku. QQ was post-95s' main social method, followed by offline communication and WeChat.

Post-95s' Main Social Methods

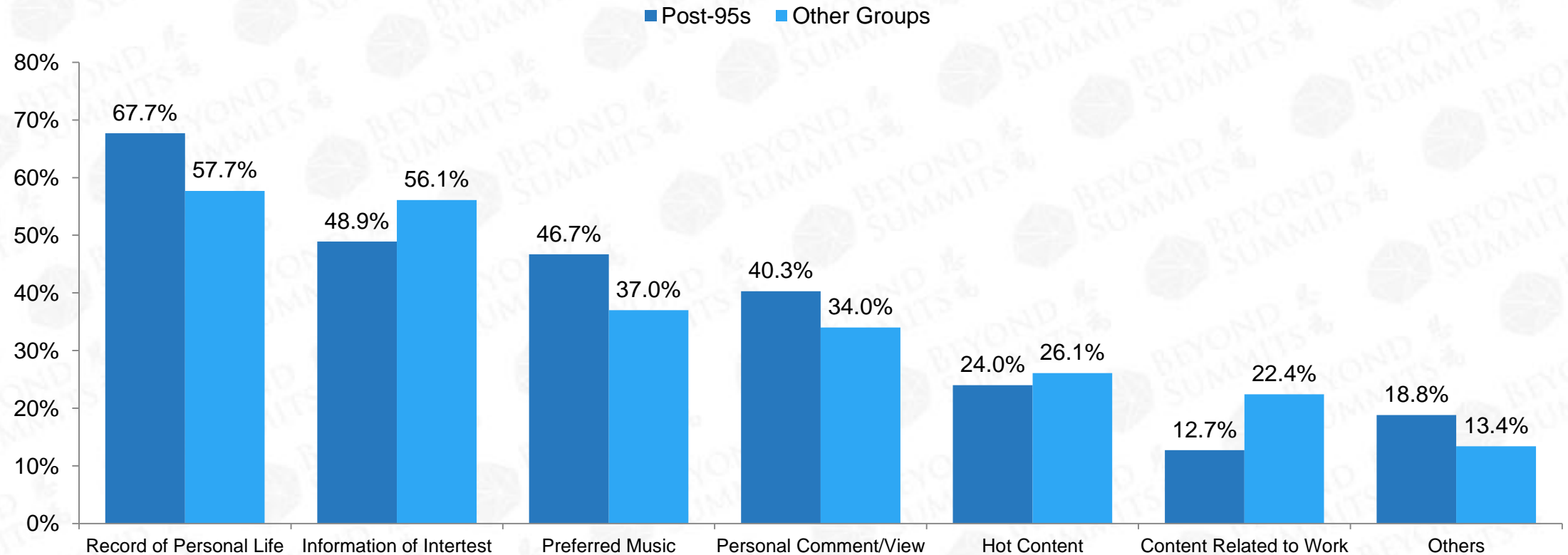|						
17%	17%	79%	47%	62%	15%	5%
Post Bar	Weibo	QQ	WeChat	Offline	Bilibili	Others
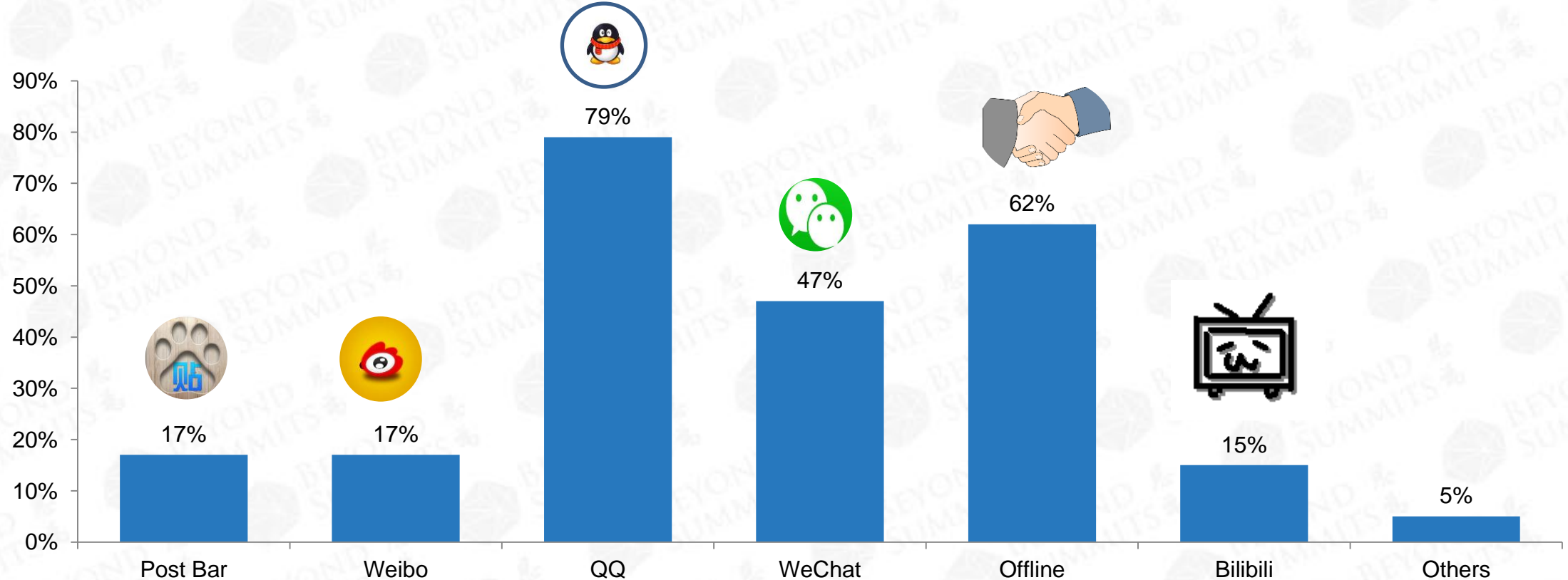
Source：City Pictorial × Tecent QQ，95s' Interest Report，2017

Post-95s preferred to share the record of personal life, music and viewpoint on the social network.

Content post-95s Shared on Social Network
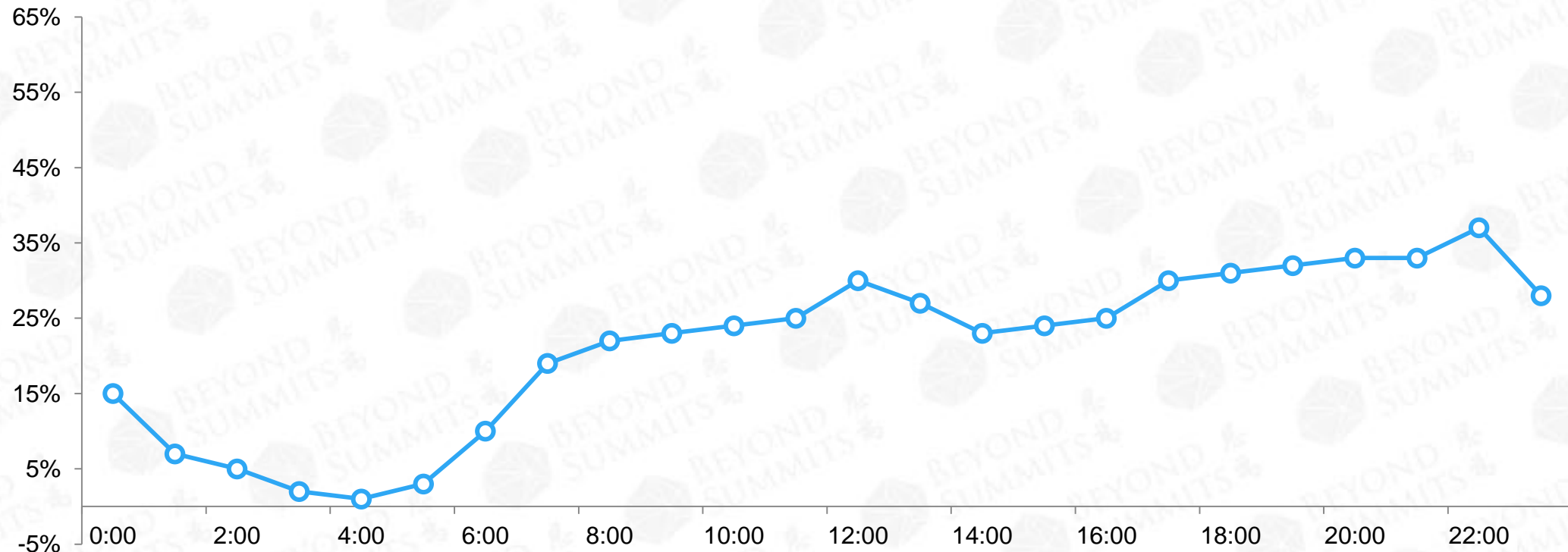
■ Post-95s ■ Other Groups

Source：95s' Social and Entertainment Preference, 2017

The proportion of QQ login for post-95s began to climb from 6:00 am, reach a small peak at 12:00 at noon, and then climbed to the highest point of the day at around 9:00 pm.
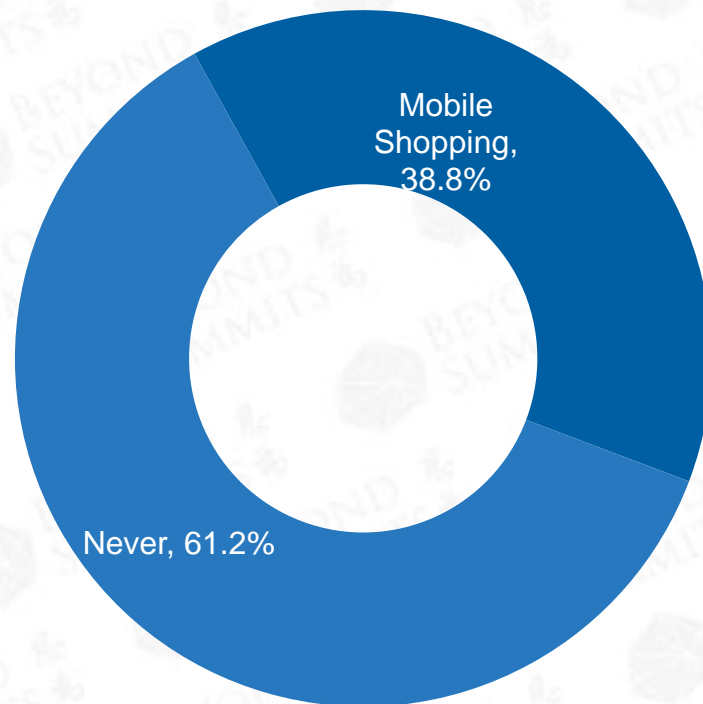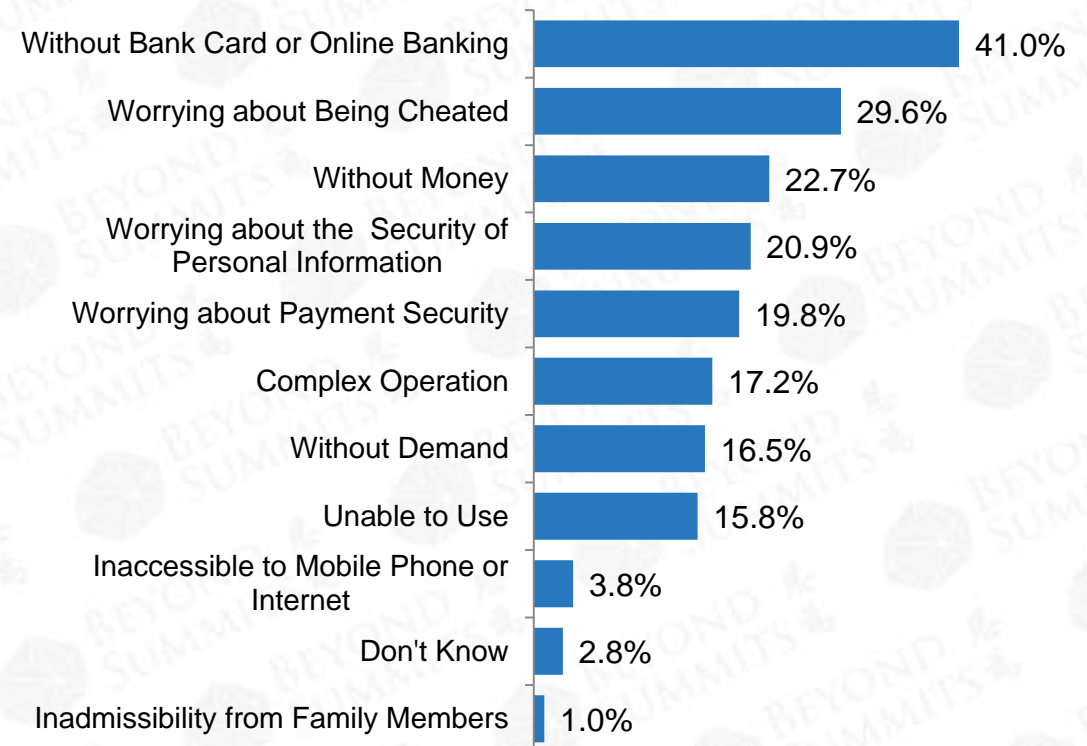
Proportion of QQ Login for Post-95s

Source：95s' Social and Entertainment Preference, 2017

Only 38.8% of post-95s have used mobile phones for shopping. The main reasons why post-95s do not use their mobile phones for shopping including they don't have bank cards or online banking accounts, they are worried about being cheated and they have no money. However, the data also shows that the proportion of online shopping has increased significantly after post-95s entered university or college .

Proportion of Mobile Shopping in Post-95s

Mobile Shopping, 38.8%

Never, 61.2%

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

Why Post-95s Don't Choose Mobile Shopping

Reason	Percentage
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%

Virtual services mainly refer to services that users do not pay for physical goods, such as paid videos and paid games. Nearly 7% of the post-95s spend less than 50 yuan on virtual service every month.

Post-95s' Monthly Consumption in Virtual Service (yuan)

- <20, 42.2%
- 20-50, 25.5%
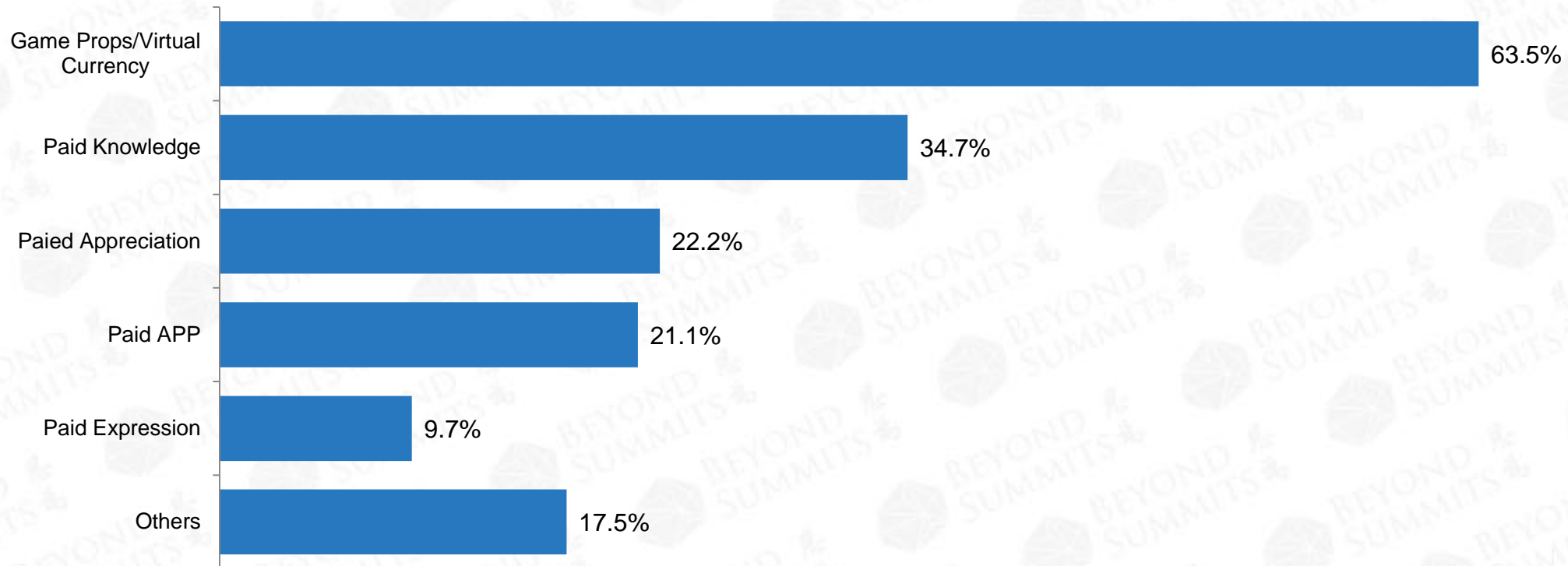- 50-100, 14.5%
- 100-200, 7.6%
- >200, 10.3%
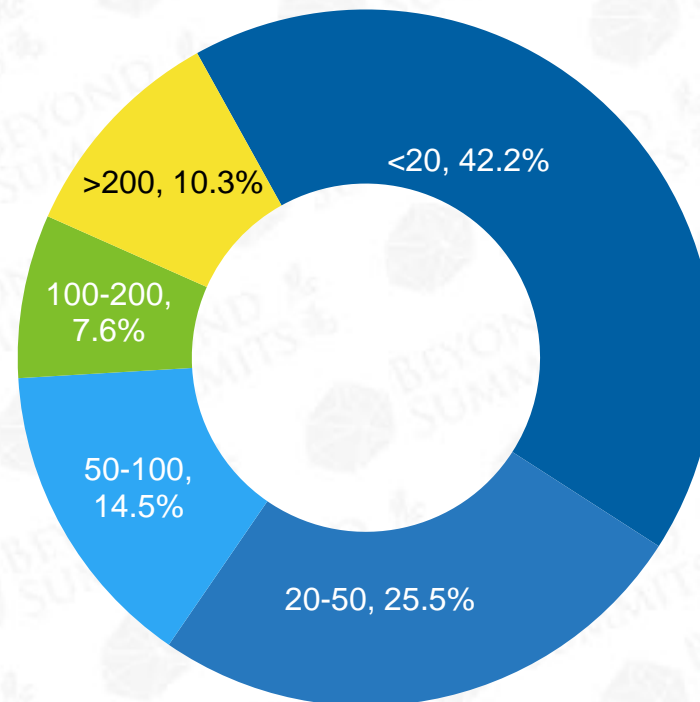
Source：95s' Social and Entertainment Preference, 2017

Among all the types of paid virtual service, post-95s had more willingness to consume in game, followed by paid knowledge.

Type of Post-95s' Paid Virtual Service

Category	Percentage
Game Props/Virtual Currency	63.5%
Paid Knowledge	34.7%
Paied Appreciation	22.2%
Paid APP	21.1%
Paid Expression	9.7%
Others	17.5%

Source：95s' Social and Entertainment Preference, 2017

Generally, post-95s preferred young stars of their same ages, especially these "Little Fresh Meat". However, some pre-95s also like female stars.

Keyword of Star among Post 95s:

1. Lu Han
2. Wang Junkai
3. Xue Zhiqian
4. Wu Yifan
5. Quan Zhilong
6. Zhang Jie
7. TFBOYS
8. Yi Yang Qianxi
9. Wang Yuan
10. Li Yifeng

Keyword of Star among Pre-95s:

1. Yang Mi
2. Fan Bingbing
3. Lu Han
4. Jay Chou
5. Xue Zhiqian
6. Wu Yifan
7. Zhang Jie
8. Quan Zhi Long
9. Li Chen
10. Sun Li

Source：95s' Social and Entertainment Preference, 2017

Star's talent and personality are more attractive to post-95s.

Star's Characteristics that Attracted Post-95s
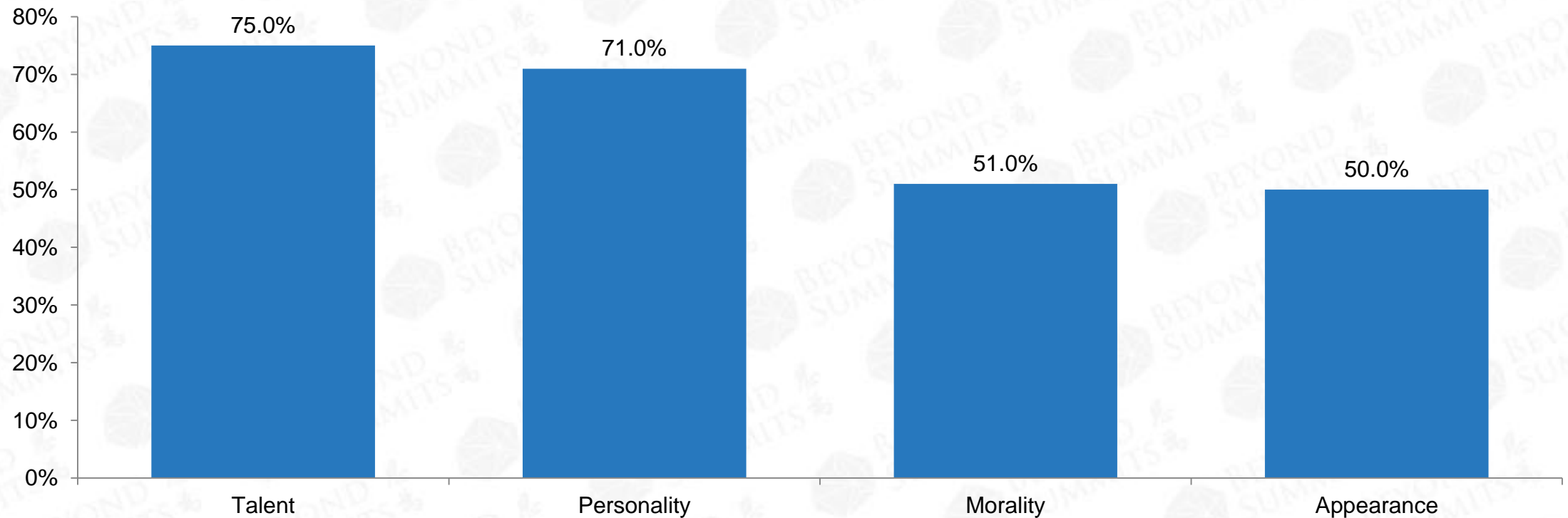
The more socially shareable short video distribution platform is favored by the post-95s, because short videos are naturally compatible with fragmented information streams in social networks.

Platform for Post-95s to Watch Short Videos

■ 95s ■ Other Groups

Social Platform: 95s 75.5%, Other Groups 67.3%
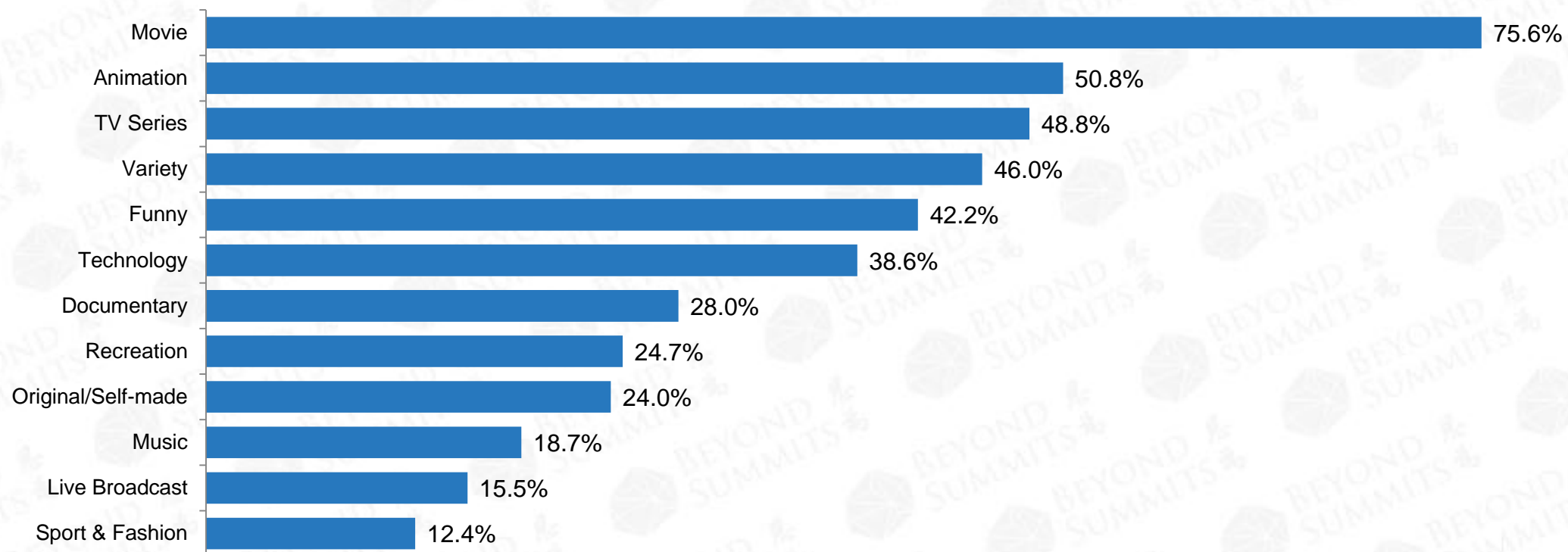Video Website/APP: 95s 45.4%, Other Groups 56.6%
Video Shooting/Sharing Platform: 95s 37.9%, Other Groups 33.4%
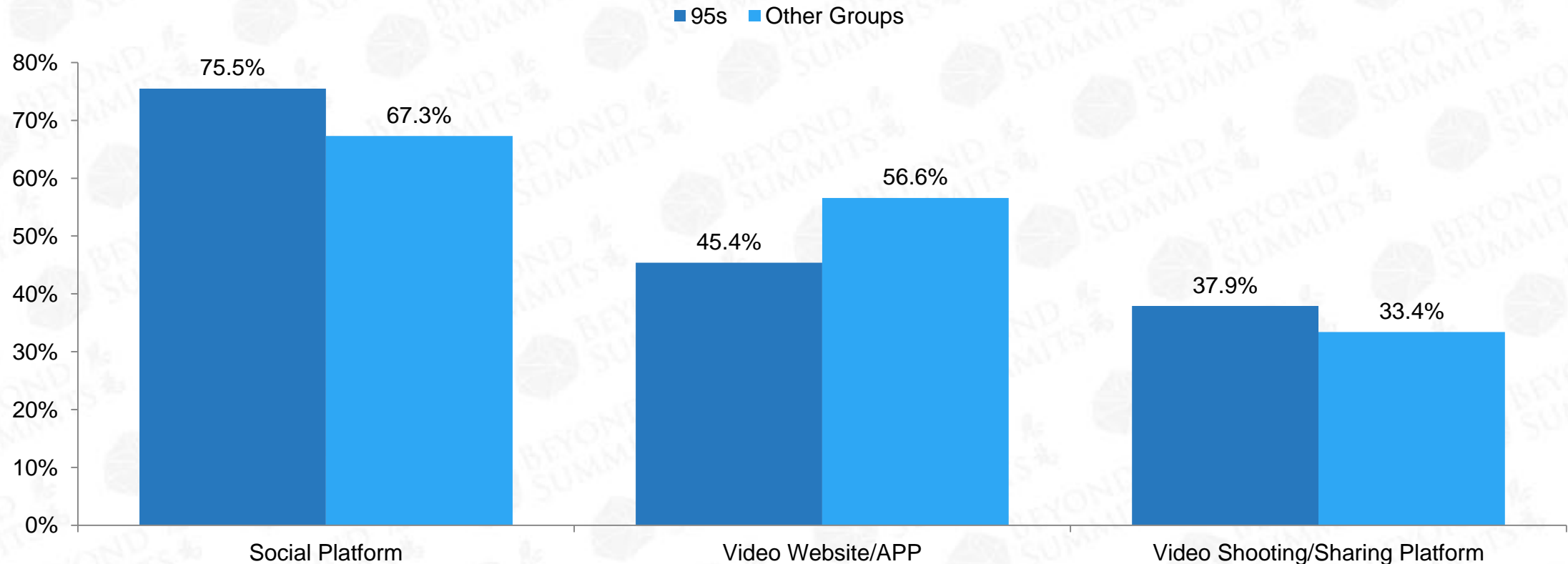
Source : 95s' Social and Entertainment Preference, 2017

Movies and animations were post-95s' favorite videos, and over half of them liked watching these kind of videos.

Type of Post-95s' Favorite Videos

Type	Percentage
Movie	75.6%
Animation	50.8%
TV Series	48.8%
Variety	46.0%
Funny	42.2%
Technology	38.6%
Documentary	28.0%
Recreation	24.7%
Original/Self-made	24.0%
Music	18.7%
Live Broadcast	15.5%
Sport & Fashion	12.4%

Source : teck.qq.com, 2016

The post-95s game players preferred collaborative games than those of pre-95s, which means that the sociality and collaboration of the game is the main attractiveness for post-95s game players.

Keyword of Game for male Post-95s

1. King Glory
2. Minecraft
3. LOL
4. The Yin Yang Master
5. Cross Fire
6. A Chinese Odyssey
7. Gunz Dash for WeChat
8. Naruto
9. T-GAME
10. QQ Speed

Keyword of Game for female Post-95s

1. King Glory
2. Minecraft
3. The Yin Yang Master
4. LOL
5. Journey
6. A Chinese Odyssey
7. Zhu Xian
8. Naruto
9. T-GAME
10. Miracle Warm
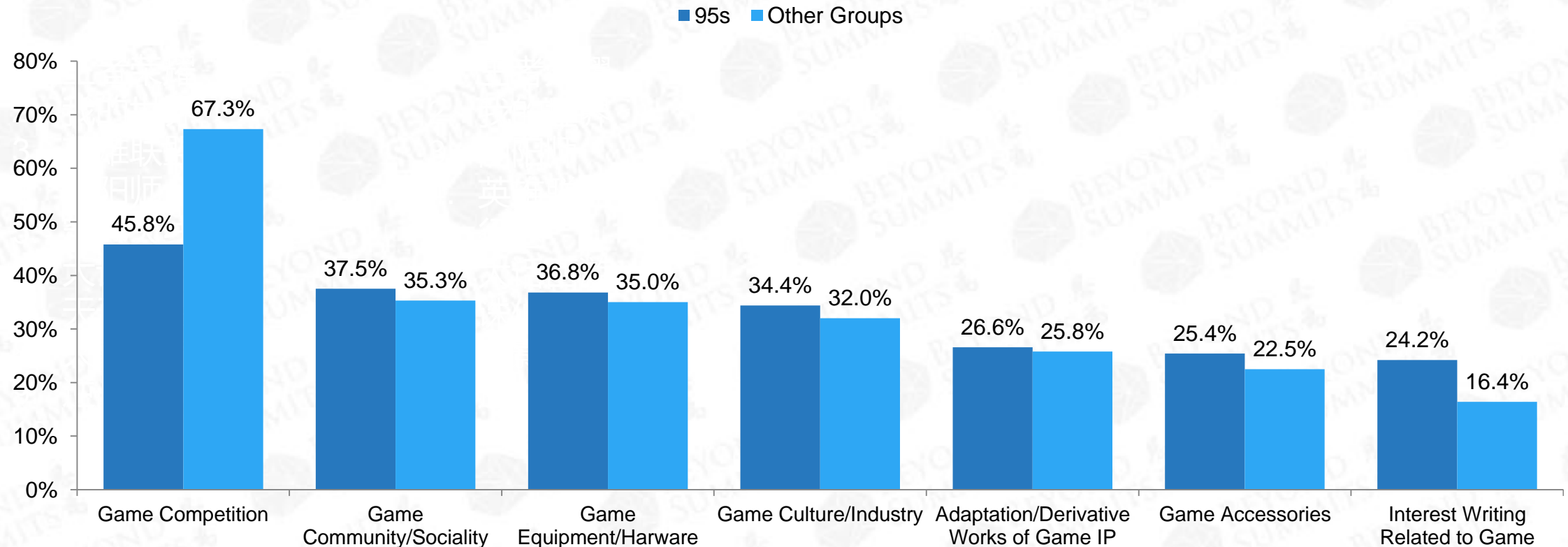
Types of Post-95s' Preferred Game

	Post-95s	Pre-95s
Collaborative	56.3%	45.6%
Light Interactive	27.2%	34.0%
Console Game	16.5%	20.4%
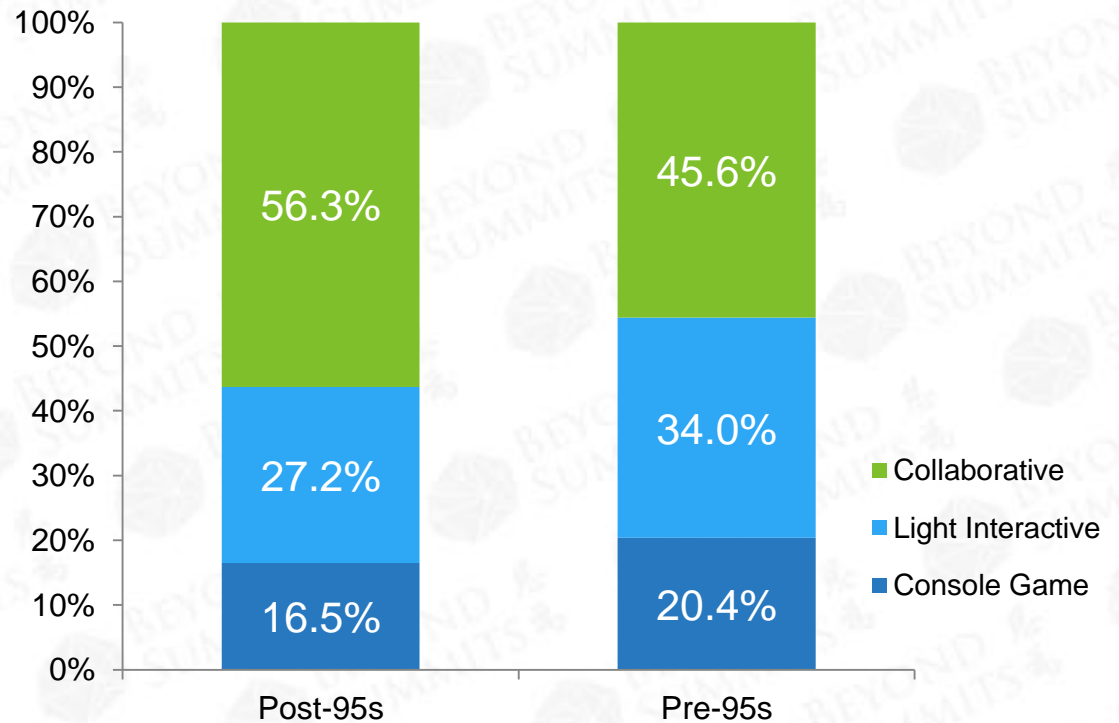
Source : Post-95s' Social and Entertainment Preference, 2017

Post-95s game players focused more on the derivative products or works than pre-95s, and the biggest difference between the two groups were the production of game.

95s Game Players' Focus

■ 95s ■ Other Groups

Game Competition: 45.8% (95s), 67.3% (Other Groups)
Game Community/Sociality: 37.5% (95s), 35.3% (Other Groups)
Game Equipment/Harware: 36.8% (95s), 35.0% (Other Groups)
Game Culture/Industry: 34.4% (95s), 32.0% (Other Groups)
Adaptation/Derivative Works of Game IP: 26.6% (95s), 25.8% (Other Groups)
Game Accessories: 25.4% (95s), 22.5% (Other Groups)
Interest Writing Related to Game: 24.2% (95s), 16.4% (Other Groups)

Source：Post-95s' Social and Entertainment Preference, 2017

Post-95s advocated fresh, nature, comfortable, and healthy style. However, post-95s in Eastern China are favor of sports style.

95s' Favorite Style TOP5

37.5%	Fresh & Clean **1** Sport	40.8%
37.1%	Sport **2** Fresh & Clean	37.5%
28.4%	Sweet **3** Sweet	27.0%
23.9%	Literary & Artistic **4** South Korean Style	25.5%
23.8%	South Korean Style **5** Literary & Artistic	24.8%

Source : Ireseach/JD, 2016

Post-00s

Post-00s have becoming aborigines of the mobile Internet era, and APPs have became an effective learning tool for them. Nearly 30% post-00s have installed learning APPs. Post-00s opened learning APPs for 7.5 times per day with the average daily login time of 15 minutes.

30%	7.5	15min
Proportion of Using Learning APPs	Average Open Times of Learning APP Per Day	Average Daily Login Time

Source：Tecent, 2016.11

Mobile social tools have been fully integrated into the life of post-00s, and the proportion of people using social APPs among post-00s has reached 99%. They opened social APP for 24 times per day with the average daily login time of 45 minutes. Among these social APPs, the proportion of QQ reached 99%, which is higher than that of WeChat, with a proportion of 95%.

| 99%	24	45min
Proportion of Using Social APPs	Average Open Times of Social APPs Per Day	Average Daily Login Time

99%

95%

Source：Tecent, 2016.11

Post-00s lived a school-and-home life for a long time, so they were curious about the strangers. Compared to other groups, they were more inclined to add nearby strangers online to be their friends.

Proportion of People Adding Strangers Nearby Online to be Their Friends
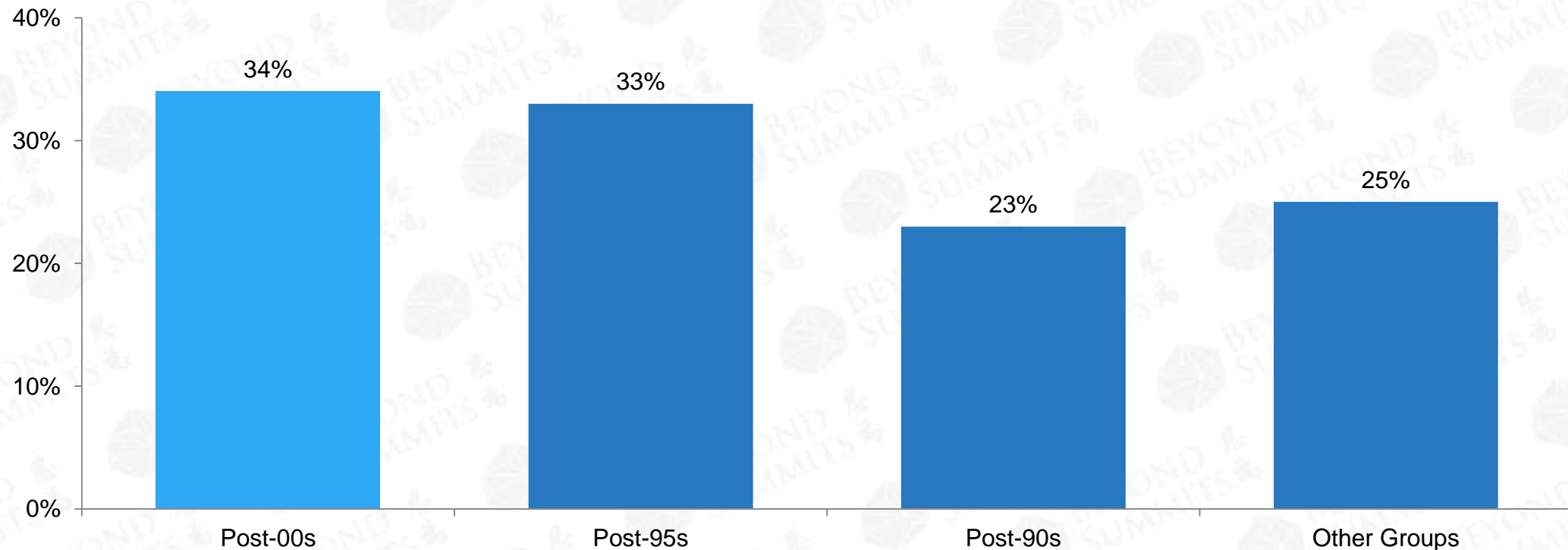
Source : Tecent, 2016.11

Post-00s were highly active in QQ chat, with high numbers of messages sent and friends. At the same time, video chat is more popular than voice chat in terms of chatting forms.

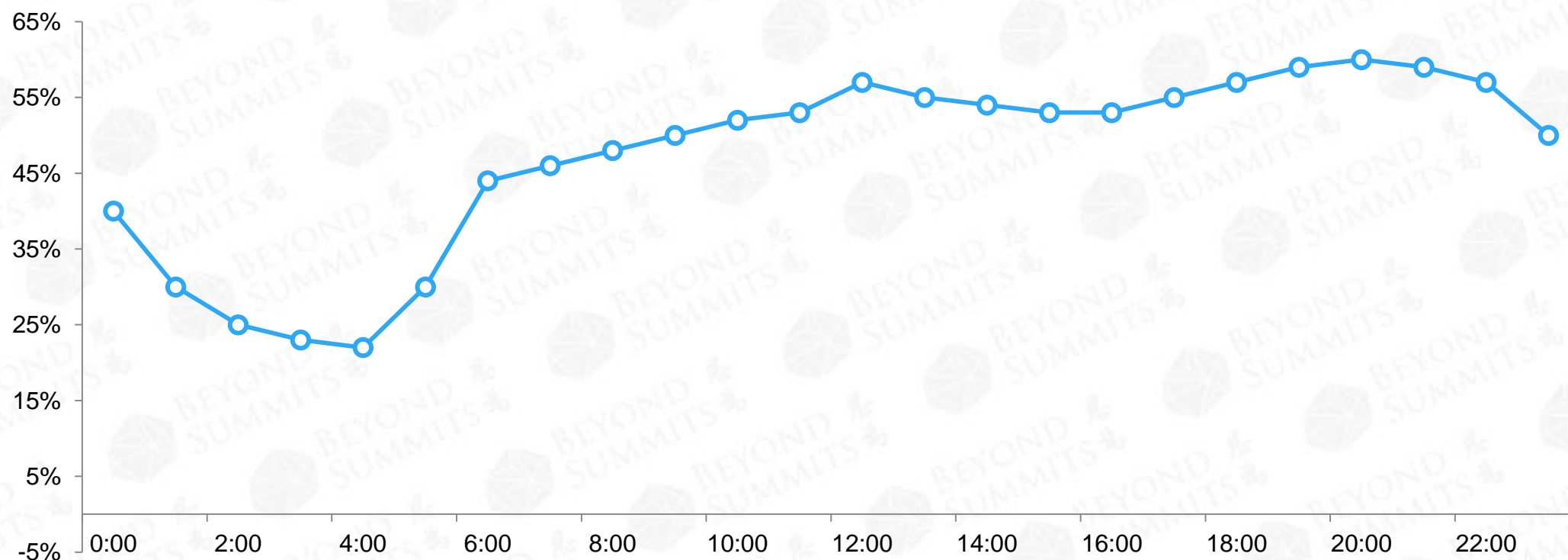| Messages>100	Friends>50	Video Chat	Voice Chat
TGI **128**	**134**	**121**	**83**

Source：Tecent, 2016.11

In terms of QQ, the most frequently used social tool, 8:00 pm was the highest peak for post-00s to login QQ, followed by 12:00 at noon.

Post-00s' Active Time on QQ

Source：Tecent, 2016.11

Post-00s preferred team-competitive games. LOL, Cross Fire, King Glory and other electronic competitive games are widely welcomed by "primary schoolchildren".
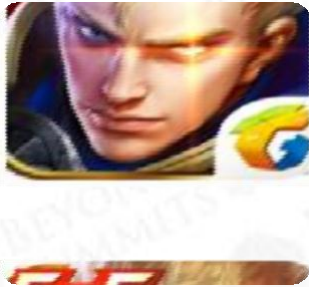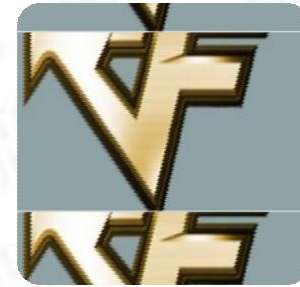

King Glory

171

LOL

127

Cross Fire

122

Source : Tecent, 2016.11

00s had preference for using photography APP in school rather than summer holiday.
Compared to summer vacation, post-00s prefer to use photography / Picture Modifying apps during school.

During School

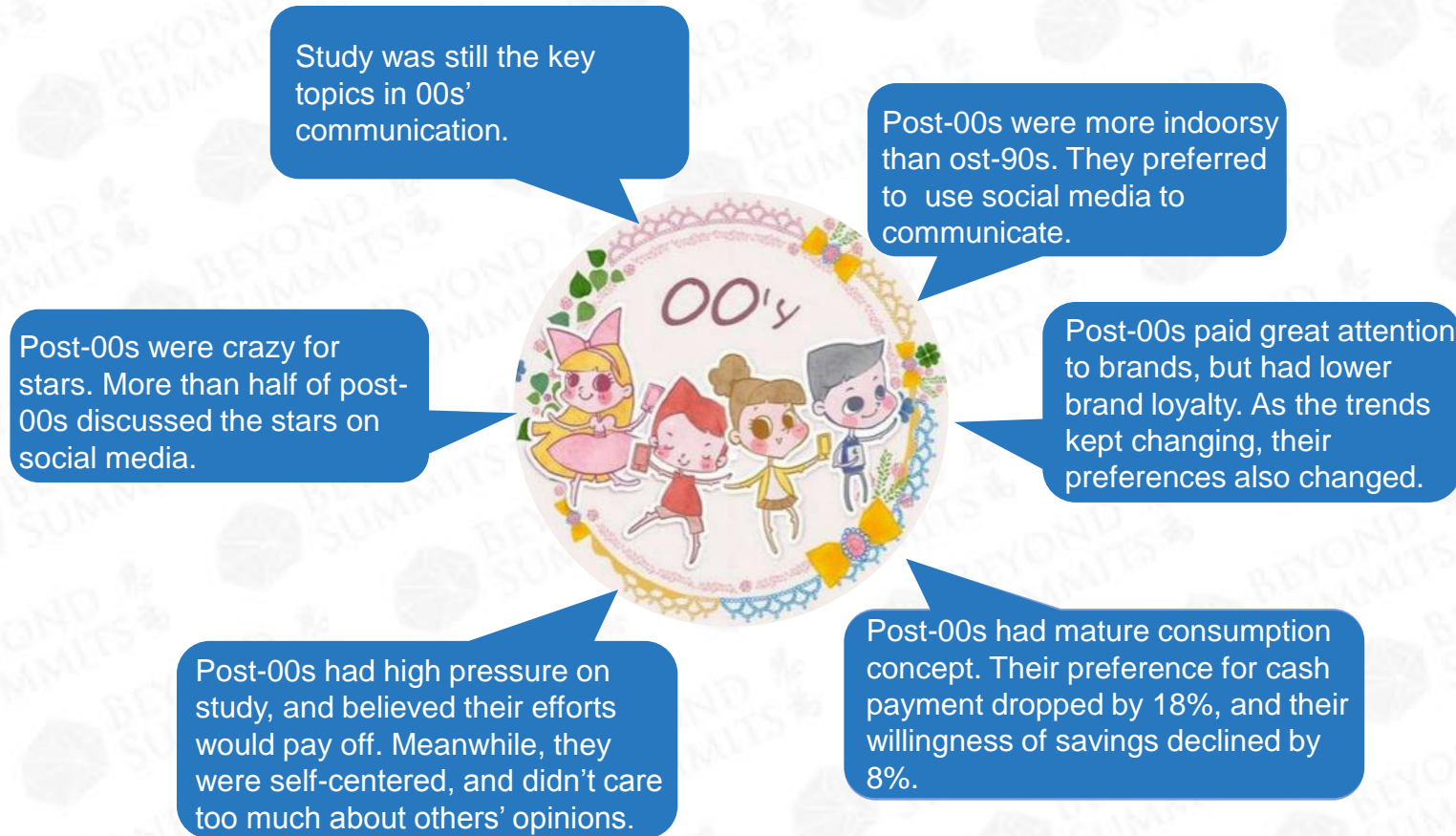Summer Vacation

Open Times   Login Time

Photography APP

Open Times   Login Time

6.1   **16.1**min

5.4   **14.2**min

Post-00s are mostly Otaku, and are more egotistical. They pursue the stars but are not blind. Academics remains the focus of their attention.

Study was still the key topics in 00s' communication.

Post-00s were more indoorsy than ost-90s. They preferred to use social media to communicate.

Post-00s were crazy for stars. More than half of post-00s discussed the stars on social media.

Post-00s paid great attention to brands, but had lower brand loyalty. As the trends kept changing, their preferences also changed.

Post-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.

Post-00s had mature consumption concept. Their preference for cash payment dropped by 18%, and their willingness of savings declined by 8%.
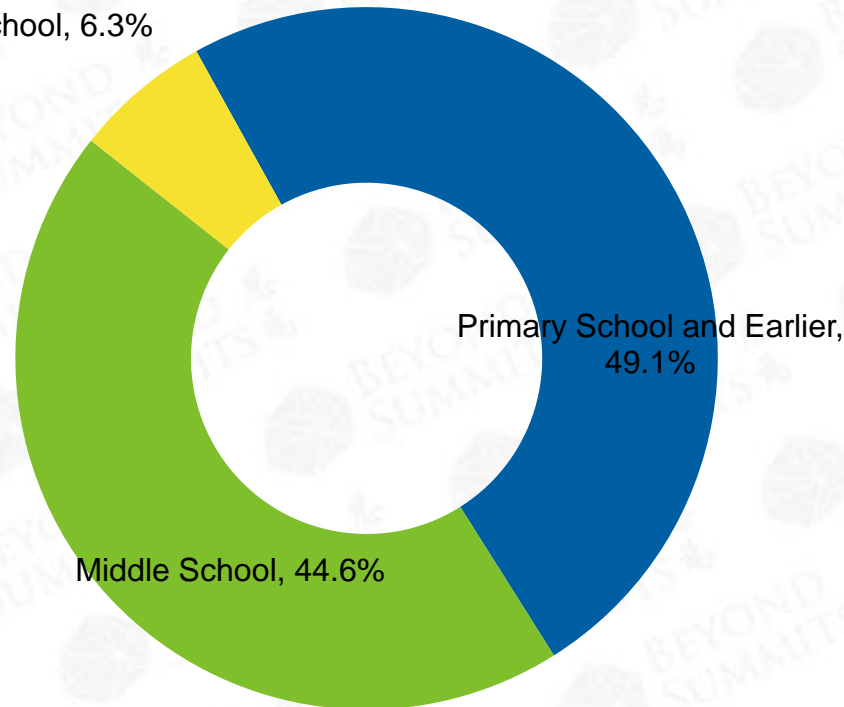
Source：Ogilvy (2015)

According to data, the time that younger generation were exposed to smartphones gets earlier and earlier. Nearly half of the post-00s have started to use smartphones in primary school.

The First Time 00s were Exposed to Smartphones
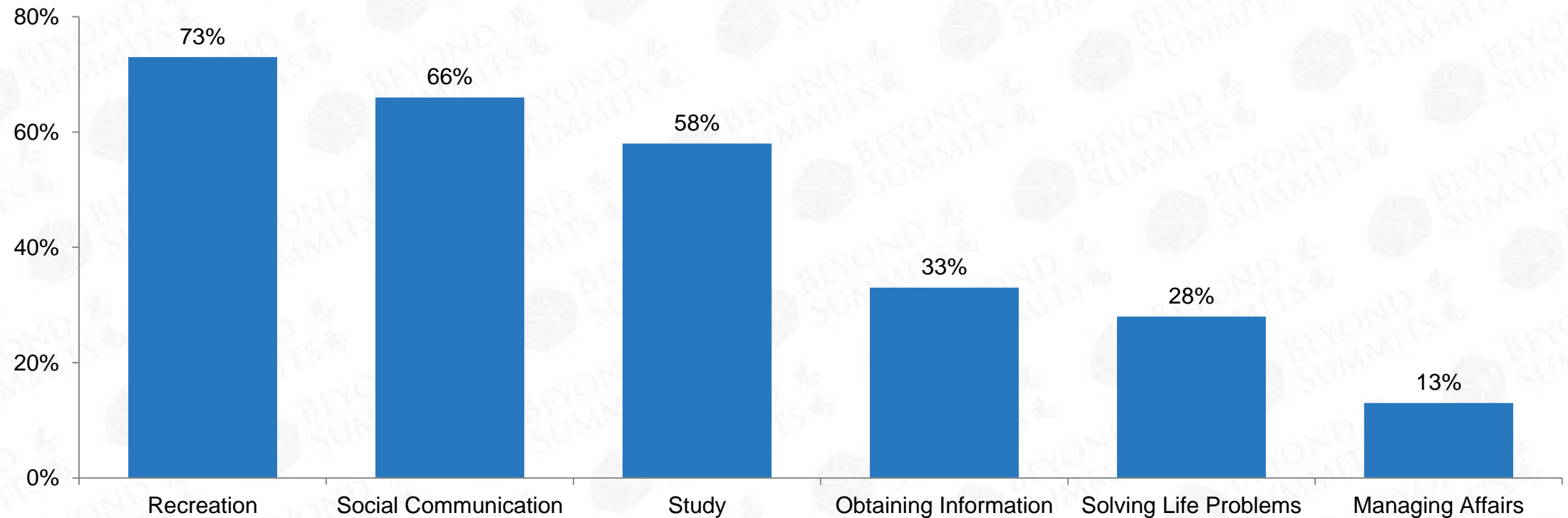

High School, 6.3%

Primary School and Earlier, 49.1%

Middle School, 44.6%

Source：DCCI Internet Data Center (2015)

Post-00s mainly used smartphones for recreation, social networking and study .
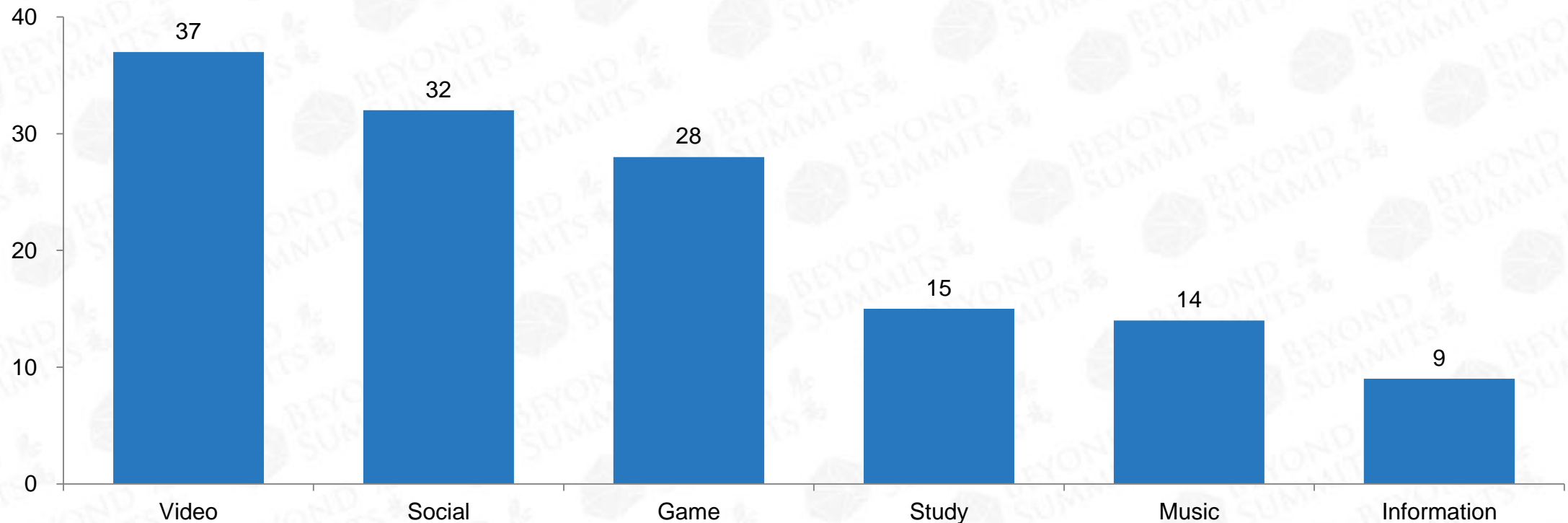
Purposes to Use Smartphones for Post-00s

Source : QQ Report

Post-00s spent an average of more than 2 hours daily on mobile phones, and they spent most time on videos, social networking and games.
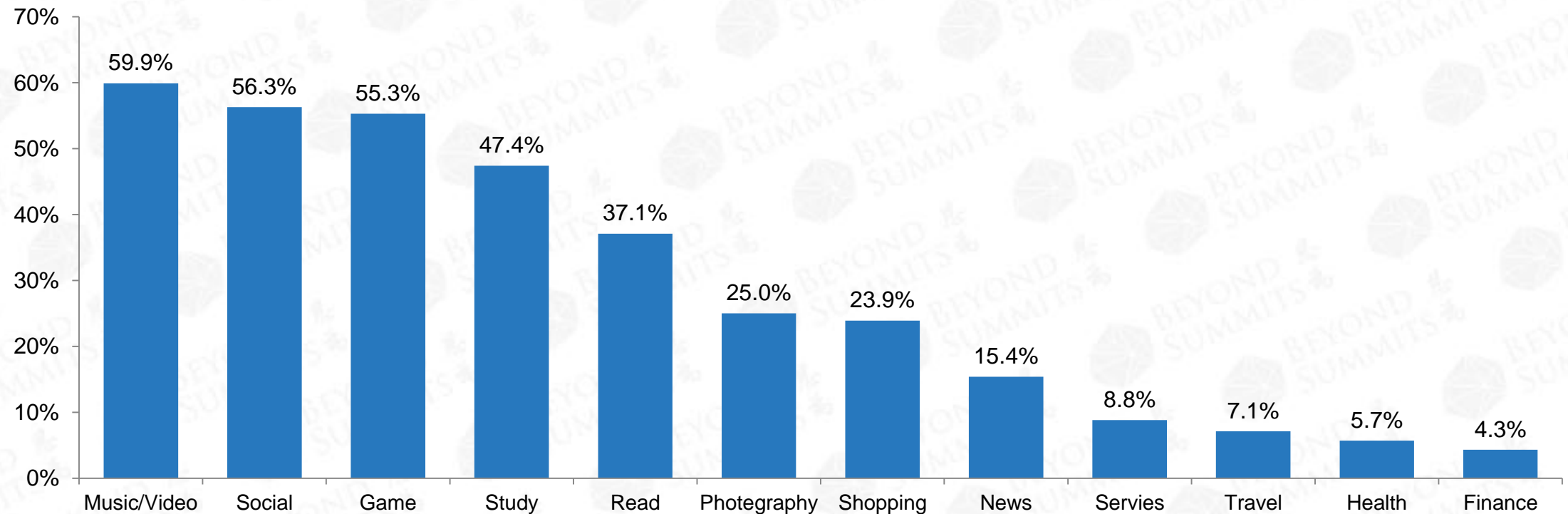
Time Spend on Smartphones Per Day (Minutes)

Source：AFanTi (2015)

Music and video, social and game apps were the most popular apps among post-00s.
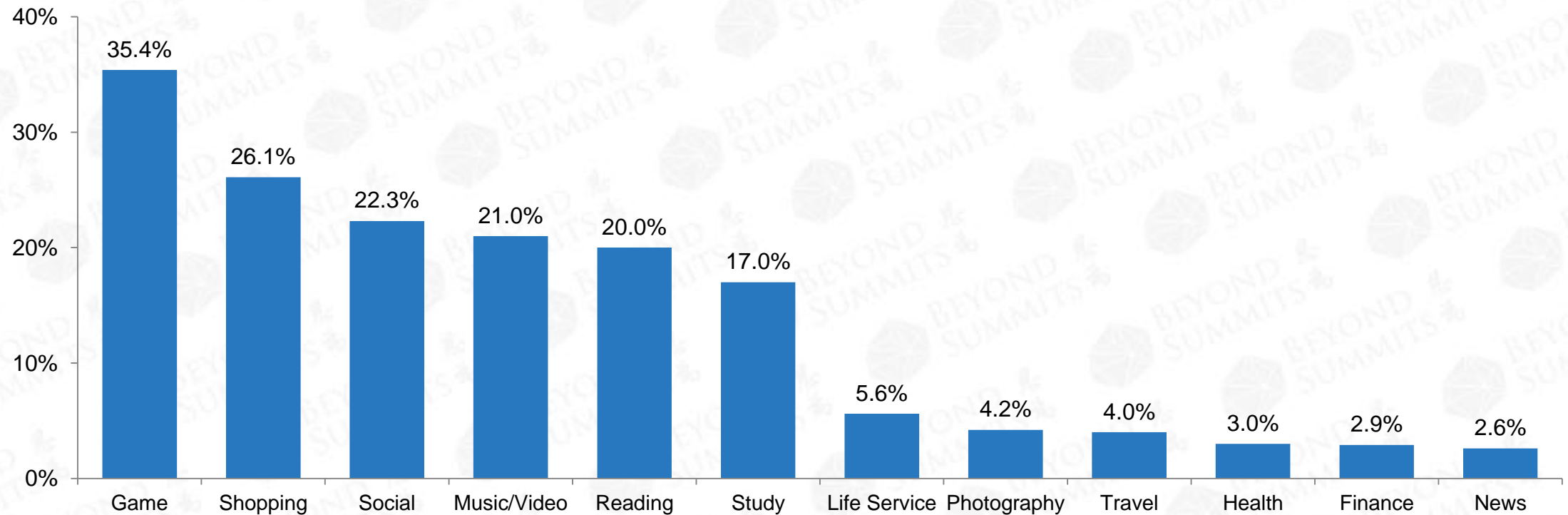
Frequently Used Apps among Post-00s

Source : QQ (2016)

Post-00s consumed most money on game Apps, followed by shopping and social Apps.

Types of App Favored by Post-00s

Game	35.4%
Shopping	26.1%
Social	22.3%
Music/Video	21.0%
Reading	20.0%
Study	17.0%
Life Service	5.6%
Photography	4.2%
Travel	4.0%
Health	3.0%
Finance	2.9%
News	2.6%

Source : QQ Report

81% of post-00s had online shopping experience.
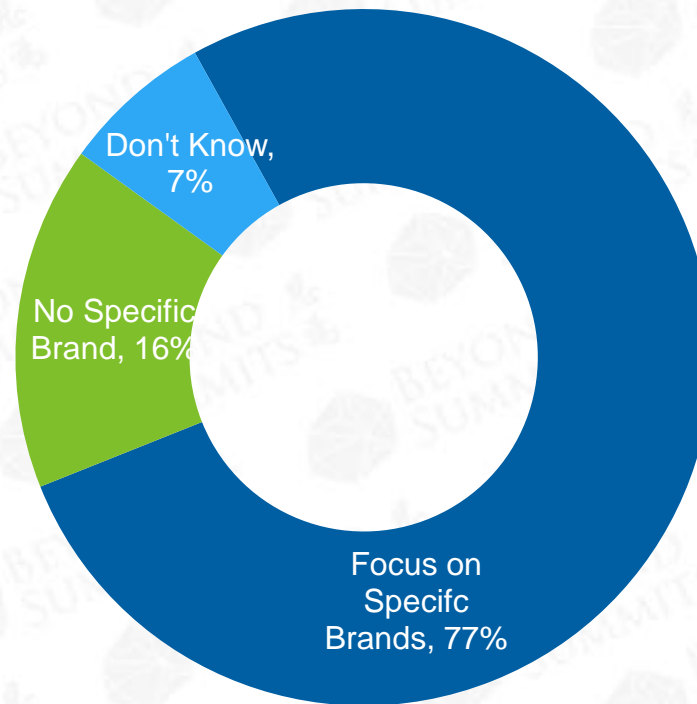
Proportion of Online Shopping for Post-00s

Never, 19%

Have Online Shopping
Experience, 81%
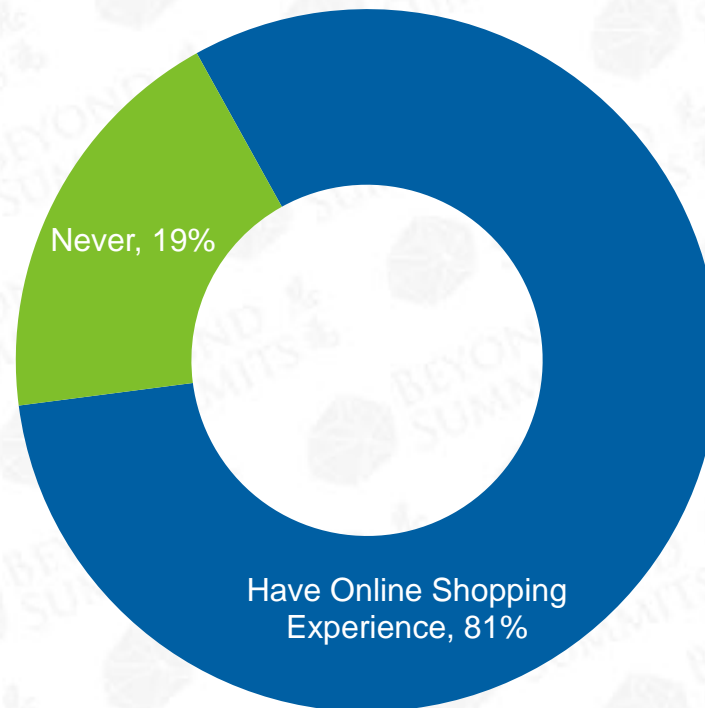
Source：Ogilvy (2015)

77% of post-00s would focus on some specific brands, but their brand loyalty was not high.

00s' Brand Awareness

Source : Ogilvy (2015)

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