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 younger 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.

<table>
<thead>
<tr>
<th>Post-70s</th>
<th>Post-80s</th>
<th>Post-90s</th>
<th>Post-00s</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.8%</td>
<td>17.1%</td>
<td>23.3%</td>
<td>1.4%</td>
<td>49.6%</td>
</tr>
<tr>
<td>7.8%</td>
<td>17.4%</td>
<td>23.7%</td>
<td>1.5%</td>
<td>50.4%</td>
</tr>
</tbody>
</table>

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)

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)**

<table>
<thead>
<tr>
<th>Occupation</th>
<th>80s</th>
<th>90s</th>
<th>95s</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff</td>
<td>52%</td>
<td>54%</td>
<td>10%</td>
</tr>
<tr>
<td>General Administrative Staff</td>
<td>9%</td>
<td>3%</td>
<td>0%</td>
</tr>
<tr>
<td>Senior Executives</td>
<td>20%</td>
<td>8%</td>
<td>1%</td>
</tr>
<tr>
<td>Self-employed</td>
<td>9%</td>
<td>4%</td>
<td>1%</td>
</tr>
<tr>
<td>Others</td>
<td>31%</td>
<td>88%</td>
<td>10%</td>
</tr>
</tbody>
</table>

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)

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

<table>
<thead>
<tr>
<th>Interest Rank TOP5</th>
<th>Post-00s</th>
<th>Post-90s</th>
<th>Post-80s</th>
<th>Post-70s</th>
<th>Post-60s</th>
</tr>
</thead>
<tbody>
<tr>
<td>No 1</td>
<td>Music</td>
<td>Music</td>
<td>Music</td>
<td>Sport</td>
<td>Sport</td>
</tr>
<tr>
<td>No 2</td>
<td>Game</td>
<td>Game</td>
<td>Sport</td>
<td>Music</td>
<td>Music</td>
</tr>
<tr>
<td>No 3</td>
<td>Movie</td>
<td>Movie</td>
<td>Movie</td>
<td>Health</td>
<td>Health</td>
</tr>
<tr>
<td>No 4</td>
<td>Sport</td>
<td>Sport</td>
<td>Reading</td>
<td>Reading</td>
<td>Reading</td>
</tr>
<tr>
<td>No 5</td>
<td>Reading</td>
<td>Reading</td>
<td>Travel</td>
<td>Movie</td>
<td>Flower &amp; Pet</td>
</tr>
</tbody>
</table>

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.

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.

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)**

The post-80s’ online spending power is the strongest, with the highest demand for products being mother-and-baby products and auto products. This trend is evident in the bar chart, where the 60-70s age group shows the highest percentage for each category. The chart illustrates that the highest demand for products is for mother-and-baby and auto products. The chart is sourced from 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)**

- TV
- Radio
- Cinema
- Internet
- OOH
- Newspaper
- Magazine
- Mobile Phone

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.

<table>
<thead>
<tr>
<th>80s’ Annual Income</th>
<th>2012</th>
<th>2014</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average</td>
<td>61,136</td>
<td>81,276</td>
<td>102,110</td>
</tr>
<tr>
<td>Median</td>
<td>50,000</td>
<td>65,000</td>
<td>78,000</td>
</tr>
<tr>
<td>Top 1%</td>
<td>300,000</td>
<td>306,300</td>
<td>500,000</td>
</tr>
<tr>
<td>Top 10%</td>
<td>120,000</td>
<td>150,000</td>
<td>200,000</td>
</tr>
<tr>
<td>Bottom 10%</td>
<td>12,000</td>
<td>30,000</td>
<td>30,000</td>
</tr>
</tbody>
</table>

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)

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.

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.

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

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
- Credit Card, 65%
- Others, 35%

Post-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
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**

- Recommendation from Family Members or Online Overviews, 75%
- Others, 25%

**Post-80s’ Pursuit for Quality**

- 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 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

- Unnecessary: 72%
- Necessary: 28%

Post-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, 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

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

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%

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%.

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

- **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%

**Source**: DCCI Internet Data Center (2016)

### 90s’ Favorite Discount Forms

- **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%
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, post-90s preferred the internet TV series to domestic TV series.

**Post-90s' Favorite Domestic TV Series**

- 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**

- 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**

- 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**

- 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

- 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**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Looking Through the Homepage</td>
<td>64.7%</td>
</tr>
<tr>
<td>Viewing the Channels of Interests</td>
<td>52.9%</td>
</tr>
<tr>
<td>Page Refreshing</td>
<td>23.1%</td>
</tr>
<tr>
<td>Local News</td>
<td>22.2%</td>
</tr>
<tr>
<td>Subscribing</td>
<td>17.8%</td>
</tr>
<tr>
<td>News Research</td>
<td>13.1%</td>
</tr>
<tr>
<td>Watching Videos</td>
<td>11.8%</td>
</tr>
</tbody>
</table>

Source: QQ Report (2016)
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

- **Breaking News**: 77.1%
- **Personalized News**: 70.4%
- **Local News**: 40.0%
- **Weather**: 25.8%
- **Discounts**: 7.5%
- **Video News**: 5.6%
- **Others**: 1.3%

Source: QQ Report (2016)
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

- **Social Media**: 57%
- **TV**: 36%
- **Print Media**: 9%

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

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

- **3CE**: 20,000
- **ETUDE HOUSE**: 16,000
- **innisfree**: 12,000
- **Lancome**: 8,000
- **Maybeline**: 4,000

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**

<table>
<thead>
<tr>
<th>Brand</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Huawei</td>
<td>19.1%</td>
</tr>
<tr>
<td>Xiaomi</td>
<td>17.5%</td>
</tr>
<tr>
<td>Samsung</td>
<td>13.6%</td>
</tr>
<tr>
<td>OPPO</td>
<td>9.8%</td>
</tr>
<tr>
<td>Vivo</td>
<td>7.8%</td>
</tr>
</tbody>
</table>

**90s’ Preferred Mobile Device Model TOP5**

<table>
<thead>
<tr>
<th>Model</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Redmi Note</td>
<td>2.7%</td>
</tr>
<tr>
<td>Cherry 4X</td>
<td>2.0%</td>
</tr>
<tr>
<td>MI 4</td>
<td>2.0%</td>
</tr>
<tr>
<td>Redmi Note 2</td>
<td>1.7%</td>
</tr>
<tr>
<td>Mate 7</td>
<td>1.7%</td>
</tr>
</tbody>
</table>

**90s Preferred Mobile Device Price TOP5 (yuan)**

<table>
<thead>
<tr>
<th>Price Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-499</td>
<td>5.3%</td>
</tr>
<tr>
<td>500-999</td>
<td>34.8%</td>
</tr>
<tr>
<td>1,000-1,999</td>
<td>37.6%</td>
</tr>
<tr>
<td>2,000-3,999</td>
<td>20.0%</td>
</tr>
<tr>
<td>4,000</td>
<td>2.3%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recreation</td>
<td>63.4%</td>
</tr>
<tr>
<td>Social</td>
<td>49.6%</td>
</tr>
<tr>
<td>Consumption</td>
<td>19.4%</td>
</tr>
<tr>
<td>Life</td>
<td>15.1%</td>
</tr>
<tr>
<td>Travel</td>
<td>7.9%</td>
</tr>
<tr>
<td>Study</td>
<td>7.2%</td>
</tr>
</tbody>
</table>

### Post-90s’ Preferred Mobile APP for Recreation

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video</td>
<td>35.3%</td>
</tr>
<tr>
<td>Game</td>
<td>9.9%</td>
</tr>
<tr>
<td>Music</td>
<td>9.3%</td>
</tr>
<tr>
<td>Intelligent Hardware</td>
<td>3.9%</td>
</tr>
<tr>
<td>Photography</td>
<td>3.5%</td>
</tr>
<tr>
<td>Sport &amp; Fitness</td>
<td>1.5%</td>
</tr>
</tbody>
</table>

### Post-90s’ Preferred Mobile APP for Video

<table>
<thead>
<tr>
<th>Platform</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>iQIYI</td>
<td>4.3%</td>
</tr>
<tr>
<td>Tecent</td>
<td>2.3%</td>
</tr>
<tr>
<td>MoreTV</td>
<td>2.1%</td>
</tr>
<tr>
<td>Youku</td>
<td>2.0%</td>
</tr>
<tr>
<td>Tvpak</td>
<td>1.7%</td>
</tr>
</tbody>
</table>

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**

<table>
<thead>
<tr>
<th>Brand Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mass Brand</td>
<td>86.5%</td>
</tr>
<tr>
<td>Fashion Brand</td>
<td>39.1%</td>
</tr>
<tr>
<td>High-end Brand</td>
<td>19.0%</td>
</tr>
<tr>
<td>Luxury Brand</td>
<td>8.0%</td>
</tr>
</tbody>
</table>

**Post-90s’s Consumption Category TOP5**

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clothing &amp; Shoes &amp; Hats</td>
<td>56.1%</td>
</tr>
<tr>
<td>Life Service</td>
<td>27.5%</td>
</tr>
<tr>
<td>Catering</td>
<td>24.0%</td>
</tr>
<tr>
<td>Jewelry &amp; Watch</td>
<td>15.0%</td>
</tr>
<tr>
<td>Luggage &amp; Bag</td>
<td>13.4%</td>
</tr>
</tbody>
</table>

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

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**

- 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-time Job/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

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Music</td>
<td>62%</td>
</tr>
<tr>
<td>Game</td>
<td>58%</td>
</tr>
<tr>
<td>Reading</td>
<td>40%</td>
</tr>
<tr>
<td>Movie</td>
<td>39%</td>
</tr>
<tr>
<td>Animation</td>
<td>37%</td>
</tr>
<tr>
<td>Travel</td>
<td>37%</td>
</tr>
<tr>
<td>Sport</td>
<td>36%</td>
</tr>
<tr>
<td>Party</td>
<td>28%</td>
</tr>
<tr>
<td>Thinking</td>
<td>27%</td>
</tr>
<tr>
<td>Handword/Cooking</td>
<td>25%</td>
</tr>
<tr>
<td>Photography</td>
<td>20%</td>
</tr>
<tr>
<td>Painting</td>
<td>16%</td>
</tr>
</tbody>
</table>

Source: City Pictorial × Tencent 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

- Game: 60%
- Music: 35%
- Reading: 34%
- Sports: 29%
- Animation: 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

- 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.

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

Content post-95s Shared on Social Network

<table>
<thead>
<tr>
<th>Category</th>
<th>Post-95s</th>
<th>Other Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Record of Personal Life</td>
<td>67.7%</td>
<td>57.7%</td>
</tr>
<tr>
<td>Information of Interest</td>
<td>48.9%</td>
<td>56.1%</td>
</tr>
<tr>
<td>Preferred Music</td>
<td>46.7%</td>
<td>37.0%</td>
</tr>
<tr>
<td>Personal Comment/View</td>
<td>40.3%</td>
<td>34.0%</td>
</tr>
<tr>
<td>Hot Content</td>
<td>24.0%</td>
<td>26.1%</td>
</tr>
<tr>
<td>Content Related to Work</td>
<td>12.7%</td>
<td>22.4%</td>
</tr>
<tr>
<td>Others</td>
<td>18.8%</td>
<td>13.4%</td>
</tr>
</tbody>
</table>

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.

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%

**Why Post-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%

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)

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**

- Game Props/Virtual Currency: 63.5%
- Paid Knowledge: 34.7%
- Paid 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**

- Talent: 75.0%
- Personality: 71.0%
- Morality: 51.0%
- Appearance: 50.0%

Source: 95s' Social and Entertainment Preference, 2017
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.

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.

<table>
<thead>
<tr>
<th>Type of Post-95s’ Favorite Videos</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Movie</td>
<td>75.6%</td>
</tr>
<tr>
<td>Animation</td>
<td>50.8%</td>
</tr>
<tr>
<td>TV Series</td>
<td>48.8%</td>
</tr>
<tr>
<td>Variety</td>
<td>46.0%</td>
</tr>
<tr>
<td>Funny</td>
<td>42.2%</td>
</tr>
<tr>
<td>Technology</td>
<td>38.6%</td>
</tr>
<tr>
<td>Documentary</td>
<td>28.0%</td>
</tr>
<tr>
<td>Recreation</td>
<td>24.7%</td>
</tr>
<tr>
<td>Original/Self-made</td>
<td>24.0%</td>
</tr>
<tr>
<td>Music</td>
<td>18.7%</td>
</tr>
<tr>
<td>Live Broadcast</td>
<td>15.5%</td>
</tr>
<tr>
<td>Sport &amp; Fashion</td>
<td>12.4%</td>
</tr>
</tbody>
</table>

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**
- Collaborative
- Light Interactive
- Console Game

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**

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

<table>
<thead>
<tr>
<th>Style</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fresh &amp; Clean</td>
<td>37.5%</td>
</tr>
<tr>
<td>Sport</td>
<td>40.8%</td>
</tr>
<tr>
<td>Sport</td>
<td>37.1%</td>
</tr>
<tr>
<td>Sweet</td>
<td>28.4%</td>
</tr>
<tr>
<td>Sweet</td>
<td>27.0%</td>
</tr>
<tr>
<td>Literary &amp; Artistic</td>
<td>23.9%</td>
</tr>
<tr>
<td>South Korean Style</td>
<td>25.5%</td>
</tr>
<tr>
<td>South Korean Style</td>
<td>23.8%</td>
</tr>
<tr>
<td>Literary &amp; Artistic</td>
<td>24.8%</td>
</tr>
</tbody>
</table>

Source: Ireseach/JD, 2016
Post-00s
Post-00s have become aborigines of the mobile Internet era, and APPs have become 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.

Source: Tencent, 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%.

- **Proportion of Using Social APPs**: 99%
- **Average Open Times of Social APPs Per Day**: 24
- **Average Daily Login Time**: 45 min
- **Proportion of QQ**: 99%
- **Proportion of WeChat**: 95%

Source: Tencent, 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.

Source: Tencent, 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.

Source: Tencent, 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.

Source: Tencent, 2016.11
Post-00s preferred team-competitive games. LOL, Cross Fire, King Glory and other electronic competitive games are widely welcomed by “primary schoolchildren”.

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.

<table>
<thead>
<tr>
<th>During School</th>
<th>Summer Vacation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Open Times</strong></td>
<td><strong>Login Time</strong></td>
</tr>
<tr>
<td>6.1</td>
<td>16.1 min</td>
</tr>
<tr>
<td><strong>Open Times</strong></td>
<td><strong>Login Time</strong></td>
</tr>
<tr>
<td>5.4</td>
<td>14.2 min</td>
</tr>
</tbody>
</table>

Source: Tencent, 2016.11
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 indoorish 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

- Primary School and Earlier, 49.1%
- Middle School, 44.6%
- High School, 6.3%

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

**Purposes to Use Smartphones for Post-00s**

- **Recreation**: 73%
- **Social Communication**: 66%
- **Study**: 58%
- **Obtaining Information**: 33%
- **Solving Life Problems**: 28%
- **Managing Affairs**: 13%

*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)**

- **Video**: 37
- **Social**: 32
- **Game**: 28
- **Study**: 15
- **Music**: 14
- **Information**: 9

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

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

Proportion of Online Shopping for Post-00s

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

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

Source: Ogilvy (2015)
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