

# Marketing For the Future

Insights into China's Generation Z  
RTG curated vision to foresee new opportunities.

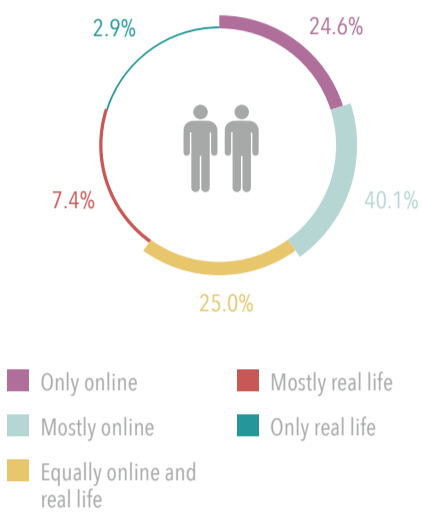
As the world is changing, what does this mean for the youth of China? What are their hopes, dreams and fears for the future? What are the myths and the stereotypes and what stands true?



[ Quantitative survey amongst 1,000 Generation Z in China's first tier cities | Dec 2015 ]

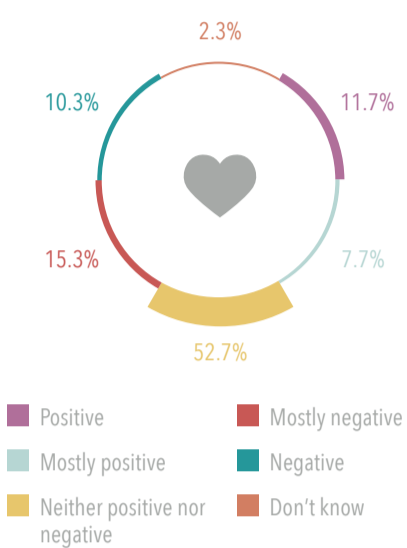
## SOCIAL

How much of your interaction with your closest friends would you say you do online vs. in real life?



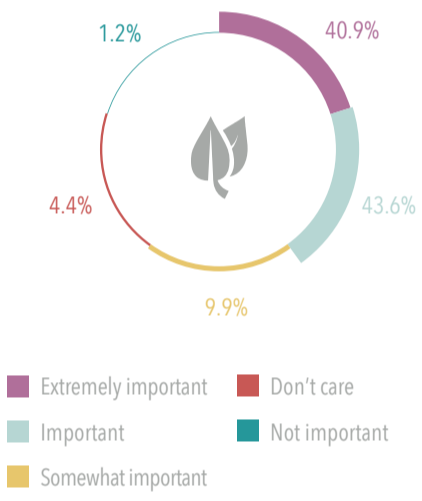
## LOVE

What is your perception / opinion on same sex marriage?



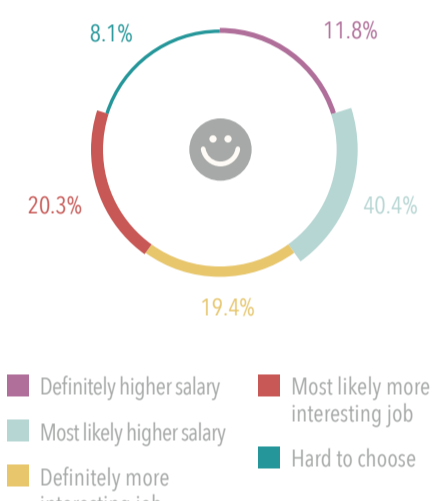
## NATURE

How important is it for brands to be sustainable and conscious of the environment?



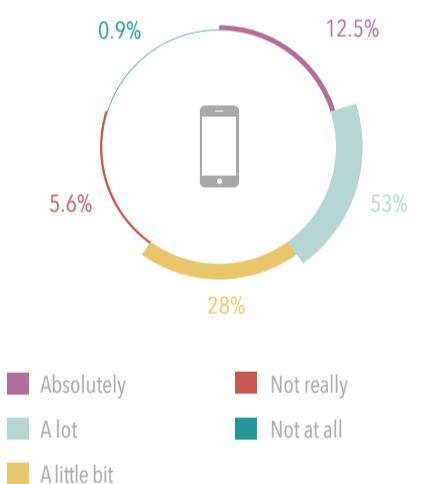
## HAPPINESS

What would your choice be between a not so interesting job with a high salary and very interesting job with reasonable salary?



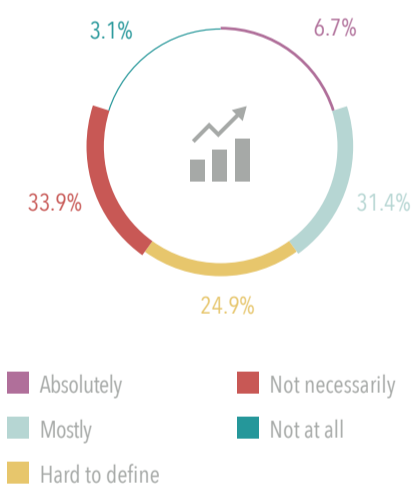
## TECHNOLOGY

Do you believe technological progress will enhance your happiness?



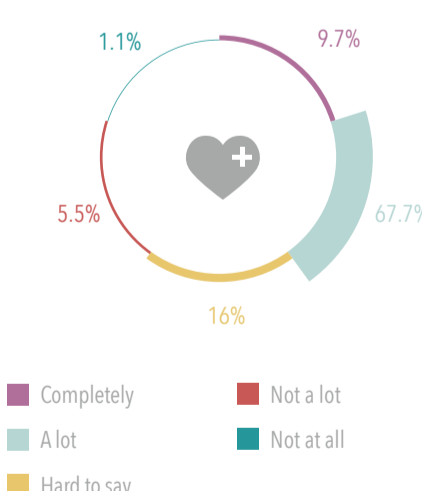
## SUCCESS

Would you agree that success means mainly financial wealth?



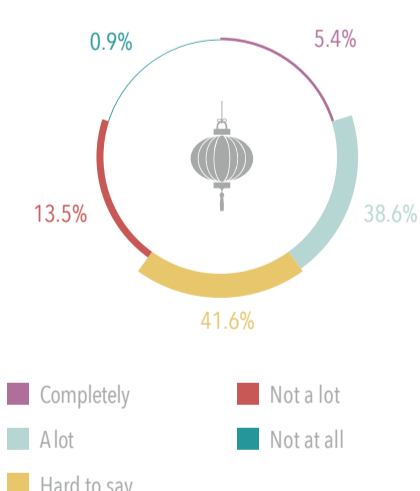
## WELL-BEING

How much does the environment you live in affect your health?



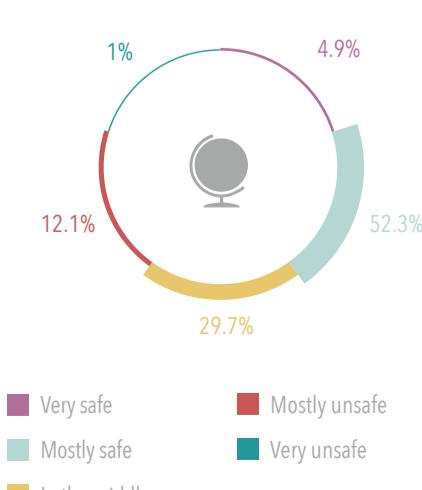
## TRADITIONS

How much does tradition play a role in your life?



## STATE OF THE WORLD

Do you feel safe?



## FUTURE

Do you think the future holds more opportunities or more risks?

