

《中国90后群体最具消费信心》

导读:据尼尔森咨询公司星期五发布的一份最新调查，由于对就业和个人经济情况的预期良好，消费意愿强，今年第二季度，中国90后群体最具消费信心。



China's post-1990 consumers posted the highest consumer confidence in the second quarter of the year, due to their optimism on job prospects, personal finance and willingness to spend, the latest survey from consultancy The Nielsen Co showed on Friday.

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Their Consumer Confidence Index stood at 110, higher than that of any other age group, followed by the post-1960 (108) and post-1980 (105) generations, according to the survey.

??????90????????????????????110????????????????????60??108??80??105??

"The post-1990 consumers are more open to new things and have a strong willingness to spend, therefore creating lots of opportunities for all types of businesses," said Eva Ng, vice-president of Nielsen Greater China.

????????Eva Ng??"90??"

"Moreover, they don't have a high brand loyalty. Though they don't have too much money at the moment, they will

emerge as a very important consumption power within five years," she added.

“90后消费群体将在五年内成为非常重要的消费力量，”她补充说。

According to the survey, 25 percent of people born in the 1990s are willing to buy new products, higher than the generation born in the 1980s (19 percent) and 1970s (21 percent).

根据调查，25%的90后愿意购买新产品，高于80后（19%）和70后（21%）。

online shopping is extremely popular among the post-1990 segment. The survey showed that 93 percent of them have shopped online in the past three months, and 71 percent of them will go online shopping in the next six months.

网购在90后群体中极其流行。调查显示，93%的人在过去的三个月里在网上购物，而71%的人将在接下来的六个月内去网上购物。

The overall Nielsen Consumer Confidence Index increased one point to 106 in the second quarter, indicating that Chinese consumers are adjusting to the new normal of economic growth and their confidence level remains stable, the consultancy said.

第二季度，整体尼尔森消费者信心指数增加1分，达到106，表明中国消费者正在适应经济新常态，他们的信心水平保持稳定，咨询公司称。

"Nielsen's research shows that not only the economy adjusted to a comparatively lower growth with a better quality, but also that consumers have adjusted their consumption habits to adapt to this new trend," said Yan Xuan, president of Nielsen Greater China.

“尼尔森的研究显示，不仅经济调整到以更好质量为主的较低增长速度，而且消费者也调整了消费习惯以适应这一新趋势，”尼尔森大中华区总裁颜璇说。

"As a result, the CCI remains stable in the first half of this year, and we are witnessing Chinese consumers' consumption behavior also entered a 'new normal'."

“因此，今年上半年的CCI保持稳定，我们见证了消费者消费行为也进入了‘新常态’。”

According to the report, consumers were more optimistic about job prospects and personal finance during the first half of 2016 than they were in the second half last year.

报告称，与去年下半年相比，今年上半年的消费者对就业前景和个人财务更为乐观。