11 ways to segment US consumers

2023





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Common misconceptions about US consumers

Misconception: Americans are all status-oriented and spend a ton on luxury
Reality: Compared to Chinese consumers, Americans spend much less of their income on luxury. Purchasing for enriching one's status is overblown by Hollywood movies, as Americans don't value community as much as Chinese, they are not focused on purchases that are impressive to others.
Conclusion: The US demand for subtle or low-key luxury is large.

Misconception: A majority of people live in giant cities like New York and Los Angeles
Reality: Over half the population lives in suburbs, and there are more people living in rural areas than in urban areas. Many people living in suburbs commute into urban areas to work.
Conclusion: Suburban consumers have different demands from urban, such as in yard care, furniture and housing, and automotive as they have longer and more regular commutes.

Misconception: Americans get kicked out of their house at 18 years old and have to live completely independently
Reality: While Americans do value independence and 18 years is often the cut-off for financial independence from the family, a majority of families will still provide resources and help for their children into their 20's.
Conclusion: The consumption power of young adults starts at a lower-point as their parents give relatively little financial aid for starting their life.

Misconception: Americans eat hamburgers and sandwiches every day.
Reality: American cuisine is very diverse, as it is an immigrant nation, it pulls together cuisine from all over the world, and blends them to make new creations.
Conclusion: There is a ton of demand for international F&B products and a majority of US consumers don't stick to strict traditions when it comes to food. US consumers are more similar to Chinese than Europeans in their experimental and non-traditional attitude towards food. This has created room for very experimental food like bubble tea pizza to go viral.

Misconception: Americans are all very patriotic and think their country is the best
Reality: While there's no shortage of national pride in the US, it also comes with a heavy dose of willingness to criticize their own country. Many Americans also carry romanticized ideas of other countries and use other countries as examples of where the US can improve.
Conclusion: US consumers are very open to foreign products, countries like Germany, Japan, France and Korea have earned positive connotations in terms of brand origin.

Key things to understand about US consumers

The US is more polarized than China in a wide range of things
For every stereotype one might have about the US, there is also a significant polar opposite population. Aside from political views, which is perhaps the most obvious, here are some other examples: the US is known for its obesity, but also has a significant population of health-obsessed lean people. The US is known for its ignorance of other countries, but on the contrary also has a significant population of world travelers and polyglots. There really is no one single image that can summarize US consumers, hence its more useful to think of everything on spectrums.
What marketers should know: *Be aware of where on the spectrum your brand may fall. Some brands intentionally place themselves on either end of the spectrum with marketing messages, while other brands stay in the middle by avoiding polarizing marketing messages*.

Cultural and linguistic divides between regions is relatively subtle
As an overwhelming majority of the US population only settled in the country within the last 500 years, the development of each region has not diverged significantly. For example, there is much more significant accent diversity in England than the entire US. On a similar note, regional cultural differences are more subtle and shaped by the immigrant communities and history. There are much larger cultural differences between a Beijinger and a Hong Konger than between a New Yorker and a Californian.
What marketers should know: *This makes it easier for a product to spread through the country with little to no adaptations*

The US is an immigrant nation
In contrary to China where nationality, ethnicity, and culture can all be described as “Chinese”, the US is much more complicated. In the US, nationality, ethnicity and culture are three different things, and only a small portion of the population is ethnically native to the Americas. US culture is continuously evolving with those who migrate there and there is no singular image of what an “American” looks like.
What marketers should know: *Because of its diversity and economic power, the US is often a launching pad for products to go viral globally.*

As a whole, US consumers are not as digitalized as Chinese consumers
Although e-commerce and social media were birthed on US soil, today’s American consumers are not as enthusiastic ab out e-commerce as Chinese consumers. US platforms like Amazon are, by comparison, more mundane than China’s Taobao or JD.com. Offline shopping infrastructure was already largely developed before the rise of e-commerce, and despite accessibility to e-commerce, many US consumers choose offline.
What markers should know: *Offline channels are still very important for US consumers*

1. Geographic regions

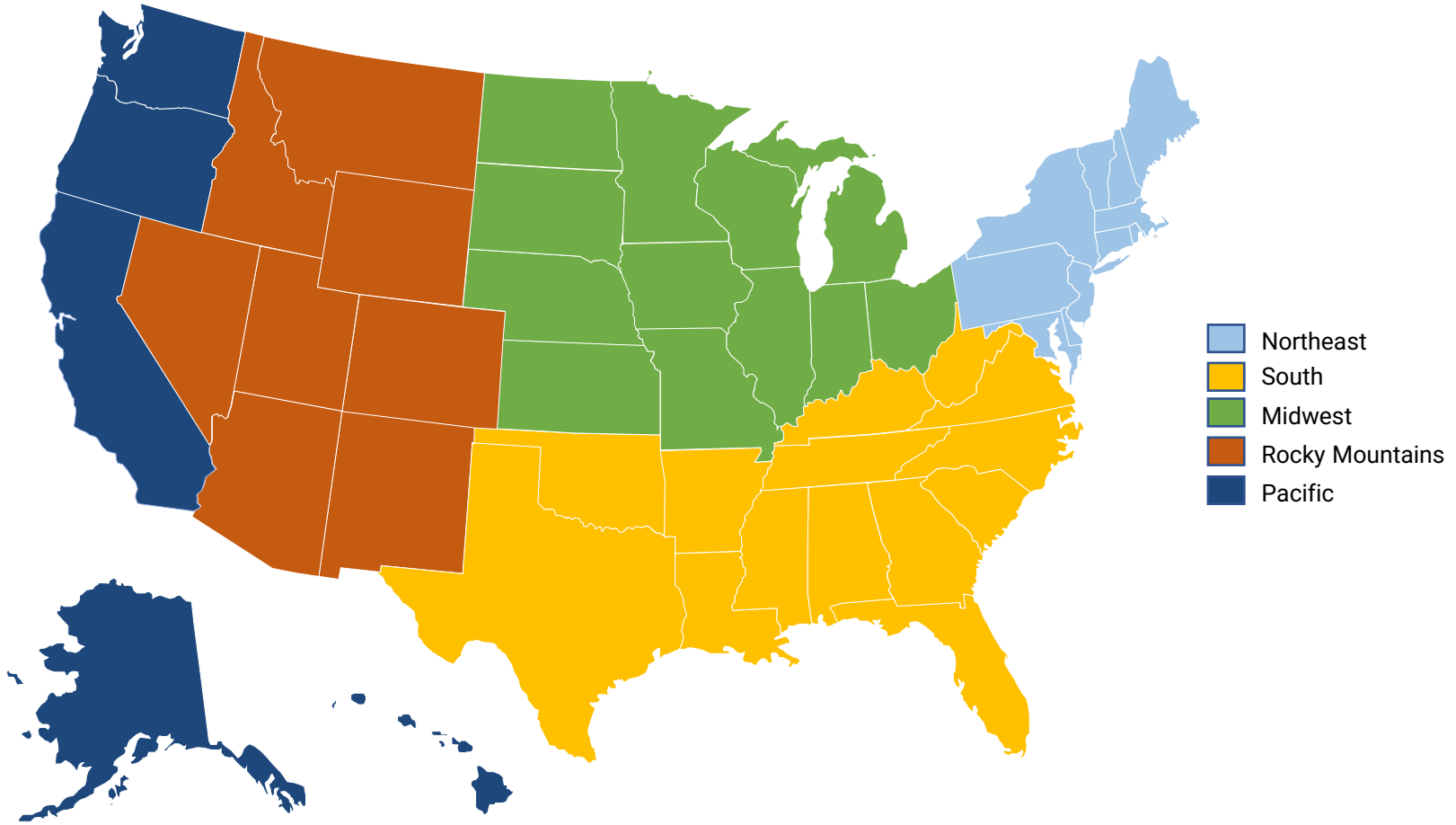


Lewiston, ID

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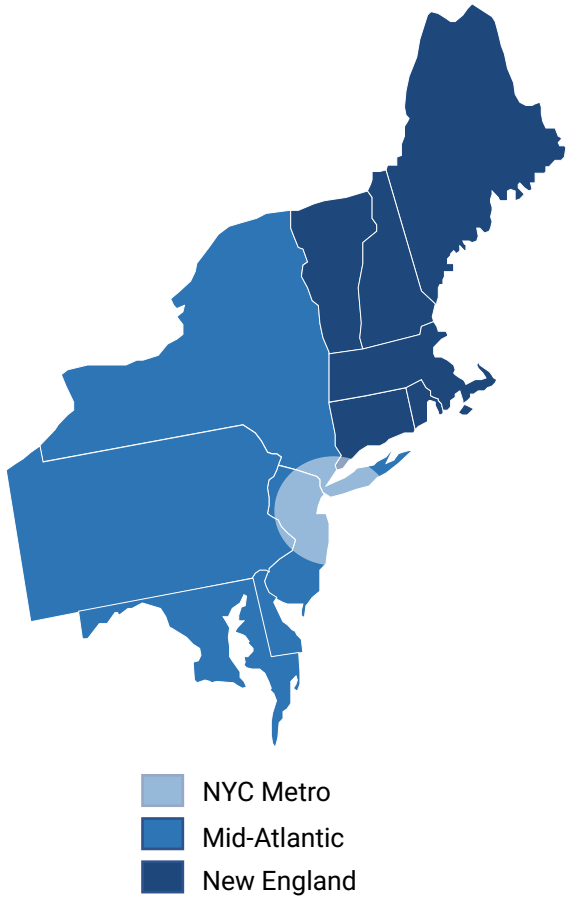
1. 5 Geographical Regions

The US can be split into **5** regions: Northeast, South, Midwest, Rocky Mountains, and Pacific.



Northeast

Often direct but liberal-minded, the Northeast is home to many of the largest cities, such as New York, Boston, Philadelphia and Washington DC.



New England

Often considered more reserved and distant. They also tend to speak in a very direct manner and don't make small talk. Have smaller, more tight-knit communities.

Mid-Atlantic

More diverse and outgoing than New Englanders. However, they are usually more fiscally conservative and religious in the inland areas. Tend to be more temperamental, uptight and uninhibited.

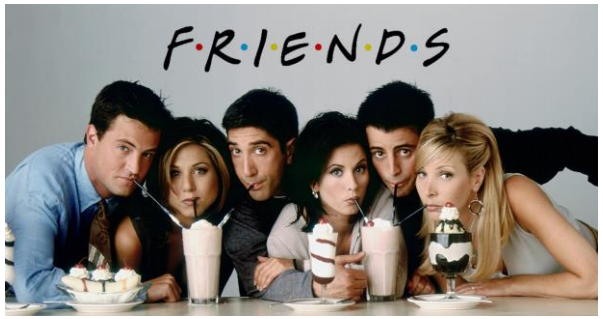
NYC Metro

Very diverse, entrepreneurial, and open minded. They are more direct communicators than the rest of the US and live a fast-paced and often competitive life.

Iconic media set in this region



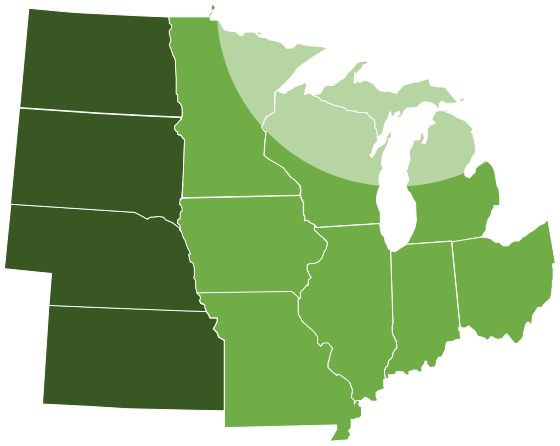




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Midwest

Friendly, conventional, and many outdoor recreational activities. Faces extreme weather like frigid cold winters and tornados.



Great Plains

This region is sparsely populated and lacks large cities. Those from this region are usually friendly and conventional. They also tend to be hardworking, self reliant, and hold more conservative and religious beliefs.

Midwest

More activities like powerboating and sailing are popular recreational activities in this region. People are friendly, humble and can have tight-knit communities.

Northwoods

The North Woods are spotted with small towns and tourist sites. In the summer, fishing, hunting, boating, and camping are popular, while in the winter, ice fishing, skiing and snowmobiling.

Iconic media set in this region



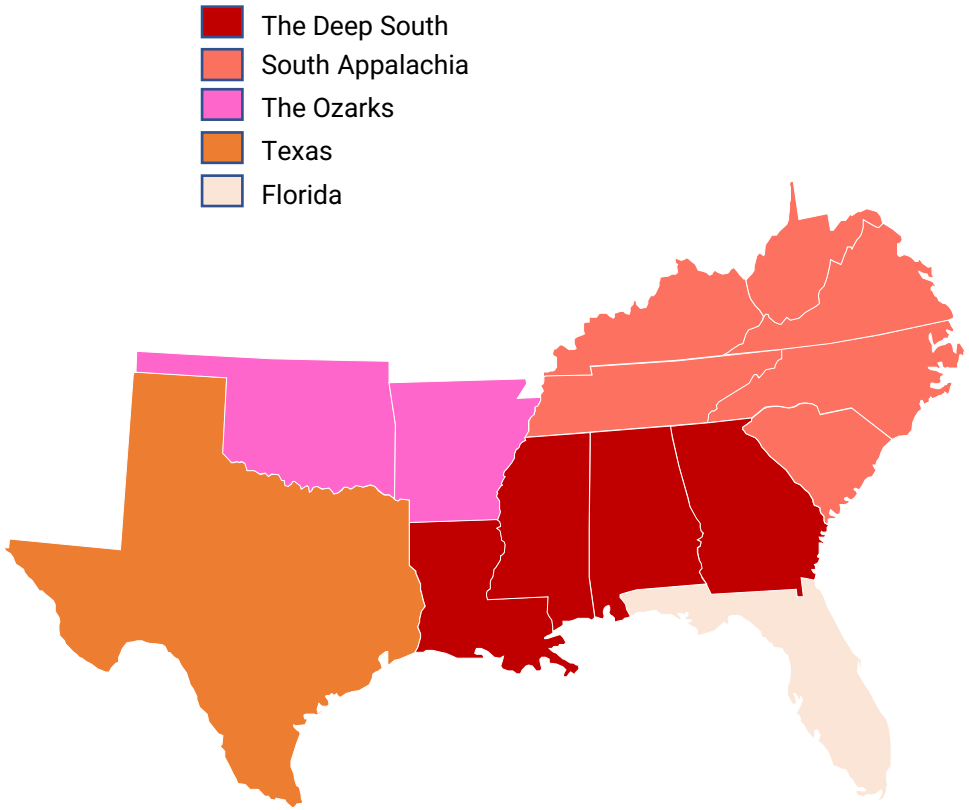




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The South

Friendly and hospitable but tend to be more conservative and religious. Music is a big part of their culture.



The Deep South & Florida

This region is simultaneously known for “southern hospitality” while also ranking poorly in metrics of education and health. Jazz music originated from this region. Florida has a culture of it’s own, with a mix of retirees and Latin American immigrants, it is a vacation hot-spot for Americans.

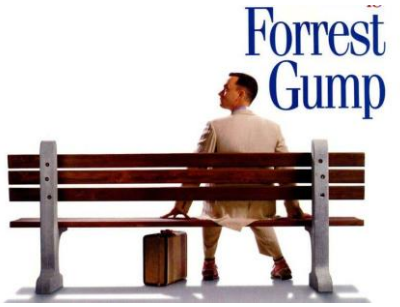
South Appalachia

People from this region tend to be community oriented and take cares of each other. They are more traditional, conservative and religious. This region is also the heart of country music.

The Ozarks & Texas

Sparsely populated and somewhat isolated, the region is surrounded by mountains and forests. This region is also the root of “hillbilly” American stereotype. “Everything is bigger in Texas” is not just a saying, the state is known for large food portions, a big dose of southern hospitality and big cities like Houston and Austin.

Iconic media set in this region



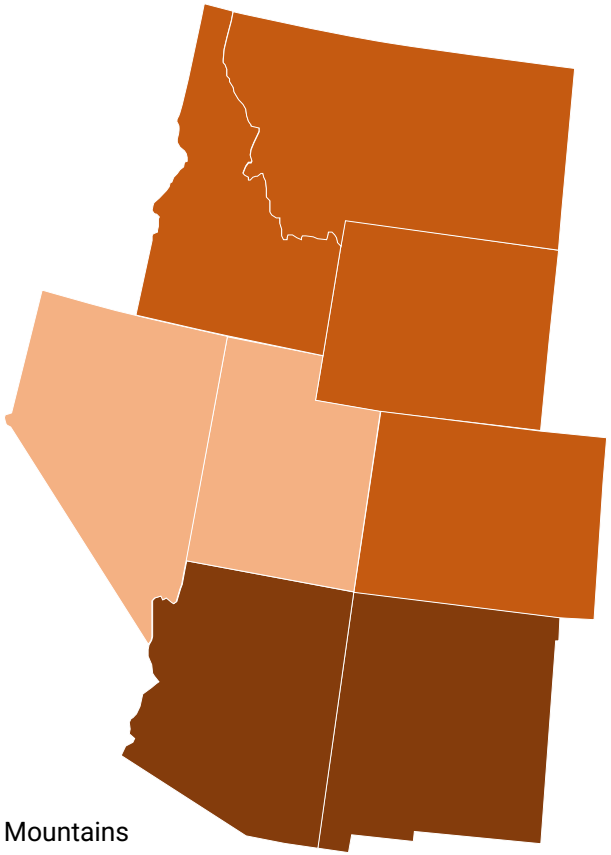




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West and Rocky Mountains

Sparsely populated and with beautiful scenery including deserts and mountains.



Rocky Mountains

This region has a more relaxed lifestyle but tend to be less extroverted and have lower agreeableness. People are usually more adventurous and into outdoor sports.

Great Basin

This region has many beautiful sceneries but lacks big cities. People tend to be polite and friendly. They are also independent and self-reliant. Skiing and snowboarding are popular in this region.

The Southwest

This region is diverse in culture and ethnicity. It has a relatively high population of native American and Latino immigrants. Have lots of outdoor sports activities as well as arts and crafts.

Iconic media set in this region

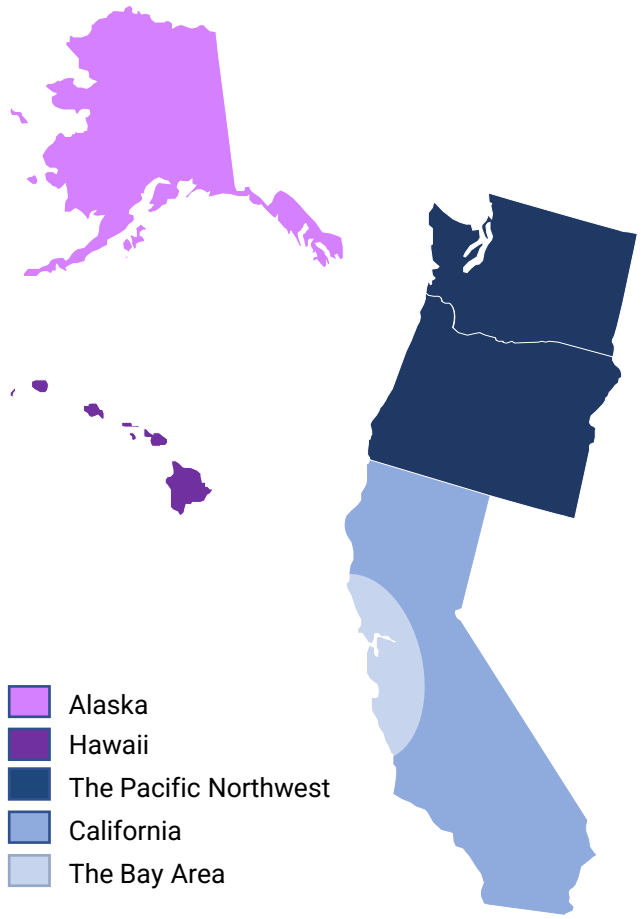






The Pacific Region

A laidback and relaxed, liberal culture with major tech hubs.



The Pacific Northwest

Combination of rural areas, small towns and big cities such as Portland and Seattle. Those living in the cities are considered hipsters, liberal, with a more diverse culture. Inland, rural areas tend to be much more conservative.

California

California can be further divided into North (NoCal) and South (SoCal), with Los Angeles at the heart of SoCal. Lifestyle is usually more relaxed and laidback, and tend to be creative, open-minded, and health oriented. The Bay Area is centered around San Francisco and is a major tech hub, attracting talent from all around the world. Lifestyle tends to be more fast-paced.

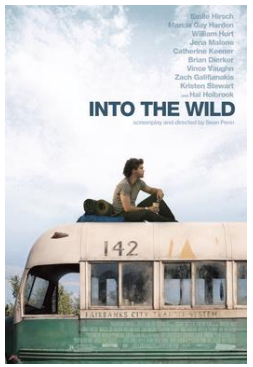
Alaska & Hawaii

Alaska has a blend of Canadian, Native American and Russian influence, while Hawaii is a blend of Native Hawaiian and Asian (incl. Japanese, Chinese, Pilipino) cultures. Both are major vacation hubs with pristine natural beauty.

Iconic media set in this region









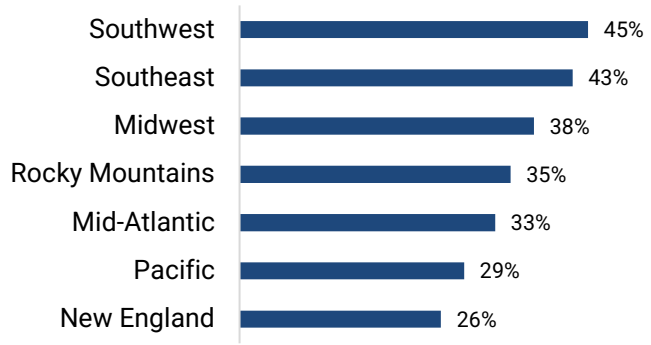
Demographics of US regions

The west and southern region of the US are the most diverse regions and the south is the most religious region. The Northeast and Pacific region have the higher incomes and northeast values education.

Religion

In regions that are more religious, such as the south, its more common to hear 'God bless you' exchanged as a greeting, even with strangers. Religion often correlates with more conservative social views.

Religious Population

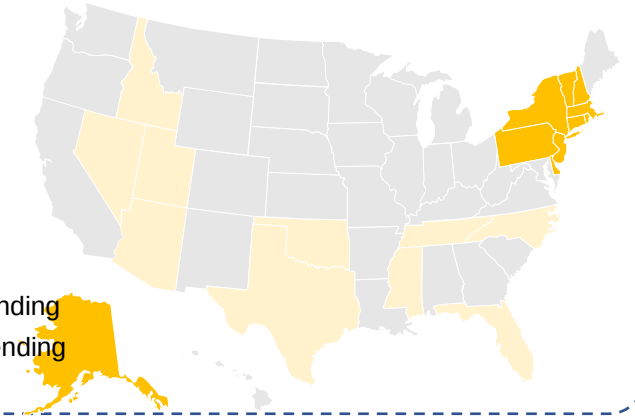


Source: Gallup News 2018

Education Spending

The Northeast region spends the most money on students with New York spending $25.1K on each student in state. The Rocky Mountains and the South regions spend less on students. Idaho and Utah spend $8K per student in the state.

Per Pupil Spending in the public elementary and secondary system



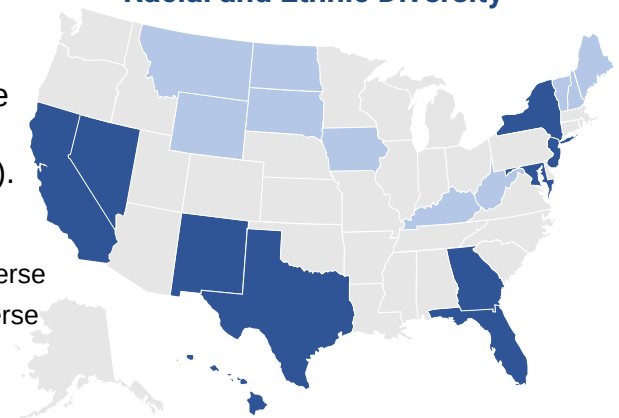
Source: wisevoter 2023

Diversity

Hawaii is the most diverse (76% on the diversity index*). The least diverse region would be New England with Maine being the least diverse (18.5%). The national average is 49.4%.

Source: wisevoter 2023
**Diversity index is the probability 2 people chosen at random in the state will be of different ethnic background*

Racial and Ethnic Diversity

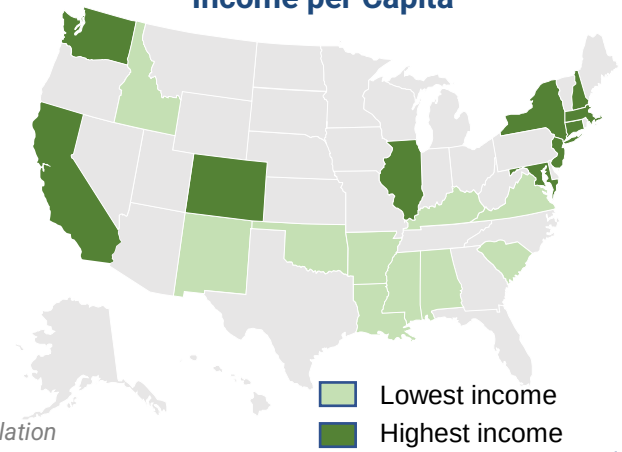


Income

Mid-Atlantic and New England are the regions with highest income per capita*. Massachusetts's income per capita is $83.2K. The South is the region with lowest income per capita. Mississippi's income per capita is $44.8K. The national average is $61.7K.

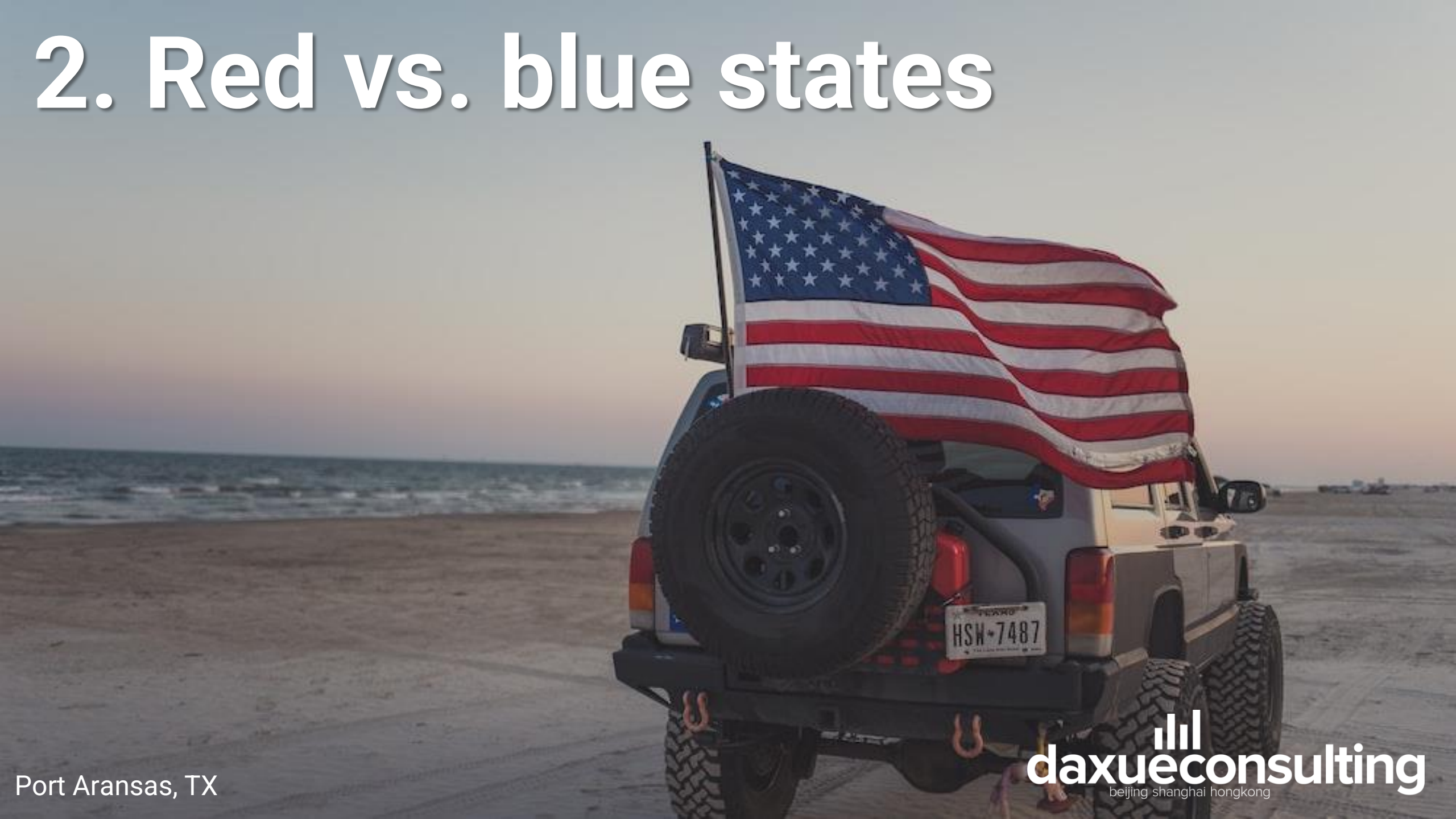
Source: wisevoter 2023
** Income per capita = total personal income / population*

Income per Capita



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2. Red vs. blue states

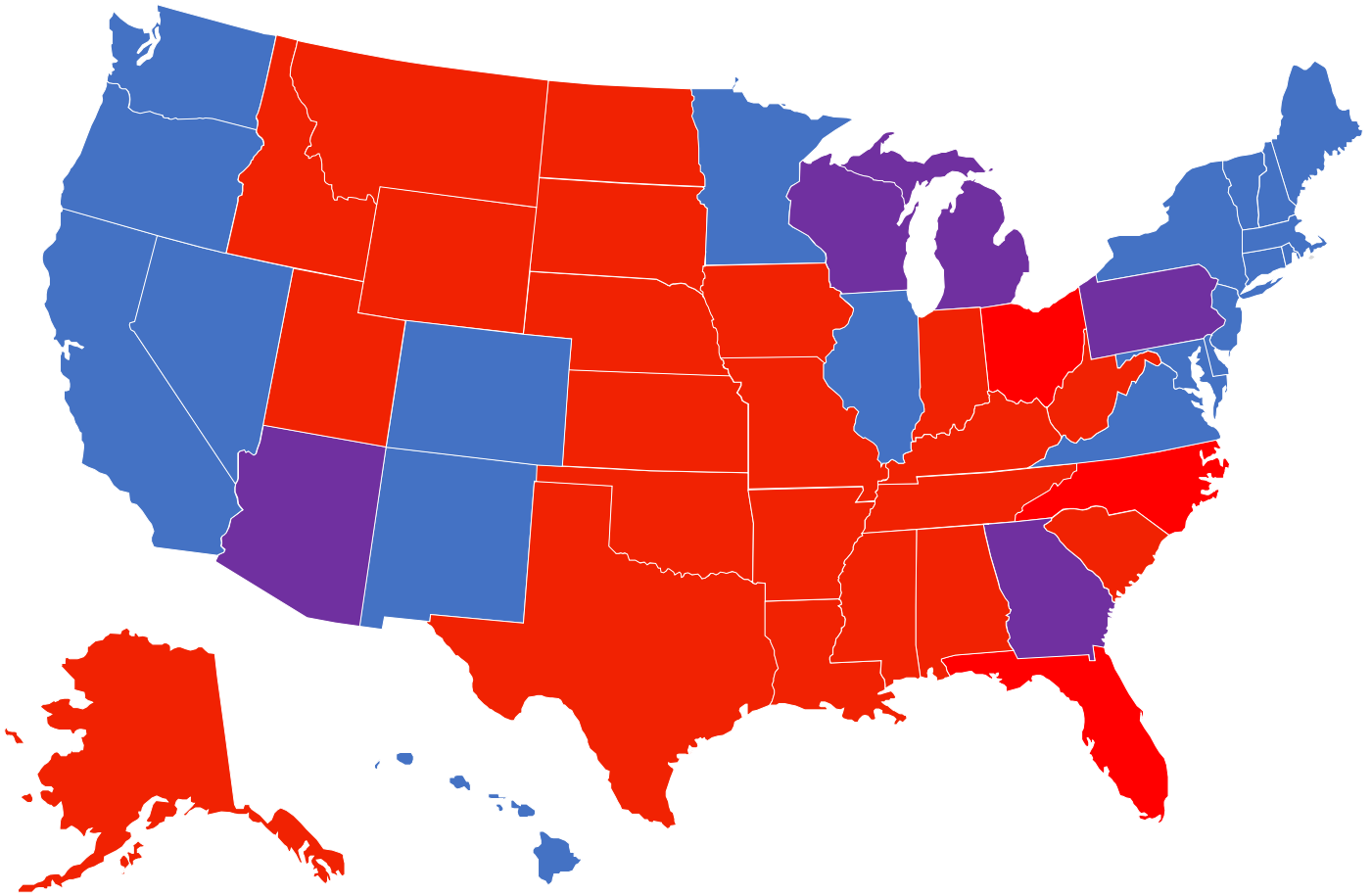


Port Aransas, TX

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2. Red vs. Blue states

Red states are states that tend to vote for the **Republican Party.** Blue states are states that tend to vote for the **Democratic Party**. Swing states differ in each election.



Voted Republican in both 2016 and 2020
Voted Democrat in both 2016 and 2020
Swing states: Voted Republican in 2016, Democrat in 2020

Sources: DDHQ, Federal Election Commissions

2. Consumer profiles of red and blue states

Red states usually have more **rural areas.** People are more **conservative** and have a **stronger sense of community**. Blue states have a larger **urban population** and are more **culturally diverse and liberal.**

Red States

Location: Red states are mostly located in the South, Rocky Mountains, and Mid-west. Red states tend to be more sparsely populated and have more small towns and rural areas.

Characteristics: People from red states tend to be more conservative and religious. They usually have stronger sense of community and value individual freedom more.

Consumption habits: Red states tend to follow the standard American diet, they buy more instant meals, canned food, hot dogs, and powdered drinks. They also have higher preference of shopping in physical stores.

therepublicangirl
19.6K Insta followers

redfuturenews
48.1K Insta followers

Sources: Havok journal 2021, Winsight grocery business 2016

Blue States

Location: Blue states are mostly states located in the Pacific West and Northeast regions. Blue states tend to boast larger cities and urban population.

Characteristics: Blue states are more culturally diverse and have higher immigrant population. People from blue states tend to be more progressive and open-minded.

Consumption habits: Blue states correlate with healthier diets and more expenses on personal care. They buy more meat alternatives and fresh vegetables and buy 1.2 times more nail care, sunscreen, lotion than red states. People from blue states have been shopping less in physical stores with an increase in online shopping.



beingliberal
159K Insta followers



swingleft
90.3K Insta followers

Sources: Havok journal 2021, Winsight grocery business 2016

2. Demographics of red and blue states

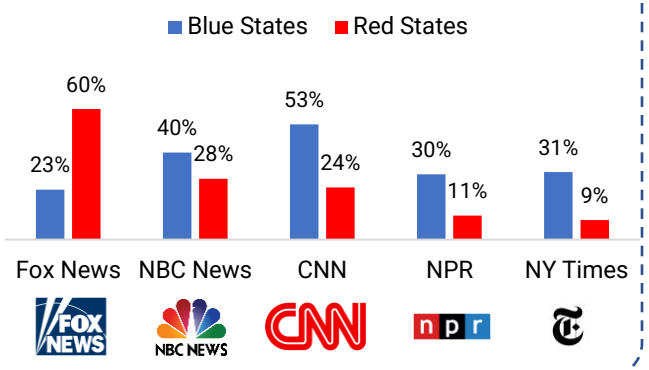
Blue states receive their news from more places. Red states tend to be less developed and have lower living expense than blue states. Many people are moving from blue states to red states for lower cost of living.

News sources

People from red states tend to rely heavily on Fox News as their main source of news. They tend to have more one dimensional views on social topics. Blue states favor CNN but also receive news from other sources. They tend to be more open to different opinions

Source: Pew research center 2019

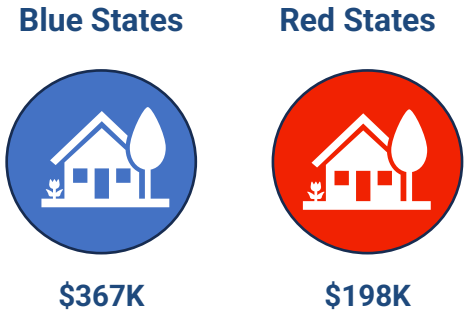
Where Americans Receive News



Housing

The average house price for blue states is $367K, and for red states it's $198K. Housing in blue states is 1.85 times more expensive than red states. Those living in blue states tend to have higher disposable income.

Source: Reventure 2020

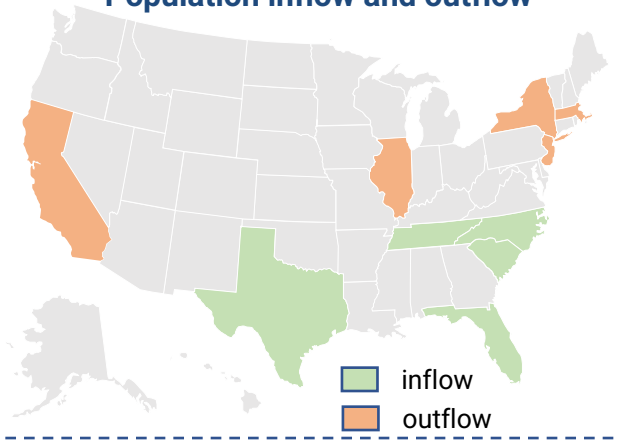


Migration

The top 5 states of migration outflow from July 2021 to June 2022 are all blue states and top 5 states with highest migration inflow are red states. Due to high cost of living, people in blue states are migrating to red states where the cost of living is lower.

Source: Wall Street Journal 2022

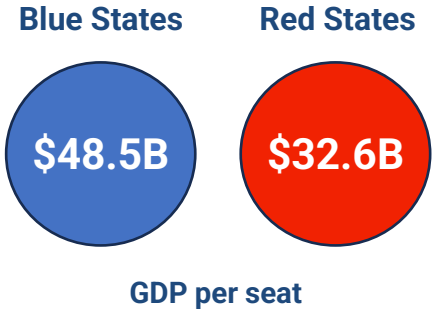
Population inflow and outflow



GDP

Blue states have higher economic output than red states. GDP per seat for blue states increased by 35.9% from 2008 to 2018 while in red states, it decreased by 1.8% during the same period.

Source: Brookings 2019
**Seat = representative in national office*



2. How to appeal to democrat vs. republican consumers

There are many correlations between consumption methods and political party. There have been recent scandals that upset brands on both sides, therefore it's very important for brands entering the US to have good PR. A poll of over 33,000 US consumers shows the most reputable brands by party below:

Republicans

Most reputable companies

Chick-fil-A: Fast food chain famous for being closed on Sundays due to its Christian roots, however has been in the media due to its charitable arm donating to anti-LGBTQ groups

H-E-B: A Texas-based grocery store chain known for unabashedly embracing Texas culture, selling Texas-shaped products.

HOBBY LOBBY: An arts and crafts store that in 2014 became famous for rejecting to allow their employees contraceptives to be covered by health insurance for religious reasons.

TESLA: Tesla has come into favor of republican voters recently as the CEO, Elon Musk is increasingly outspoken against the Biden administration.

What wins over Republican consumers?

- Embracing religion & tradition
- CEO's celebrity effect
- "Value" brands (Walmart, Dollar Tree)
- US-rooted brands

Democrats

Most reputable companies

SAMSUNG: The Korean electronics brand ranks #1 in corporate reputation in the USA.

TARGET: Target is a general merchandise retailer which is competes with Walmart. Target is known to be higher quality in northern states and lower quality in southern states.

Publix: A grocer which, despite being considered reputable among democrats, is owned by a family that has donated $300,000 to Trump's campaign.

TRADER JOE'S: A grocery chain with its own brands that often go viral. The chain invests highly in the consumer experience and is very affordable.

What wins over Democrat consumers?

- Embracing diversity (in cuisine, culture)
- Novel consumer experience
- "Up-market" brands (Whole Foods, Starbucks)
- More open to foreign brands

Sources: The Harris Poll via Axios 2022

3. Segmenting the wealthy: Old vs. new money



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3. Segmenting US millionaires: Old Money VS New Money

Old money is a term used to describe **inherited wealth**. When someone has old money, it usually means that the money has been passed down through many generations in the family. Old money today used to be new money in the past.

New money is a term used to describe those who **earned their wealth** rather than inherited it. People with new money could be millionaires or billionaires. New money families tend to earn their money through tech, entertainment or sports.

Old Money	VS	New Money
Family inherited, passed down through generations	**Source of wealth**	Self made money
Classy, refined, well educated	**Social perception**	Rags to riches story
Long term investments (safe havens, real estates, bonds, etc.)	**Investments**	Short term, high exposure payoffs
More frugal, tend to spend more practically (old money aesthetic)	**Spending habits**	More frivolous spending, show off their wealth (big logos, mansions etc.)
Yachting, art collecting, horse racing, etc.	**Hobbies**	Collection of sports cars, watches, expensive gadgets
Entertains privately, dinner parties at home	**Entertainment**	Entertains publicly, Michelin restaurants, luxury resorts

Sources: Myrawealth, Wealthtender

Consumer profiles: old money is subtle while new money is high profile

Old money is more family-oriented and new money is more personally ambitious. Old money aspires for fulfillment while new money aspires for recognition.

Old money

Traditional and live by the norms of society, puts emphasis on family. Passionate about arts and cultures and likes to host charity dinners. Old money families are more likely to be white as it requires generational wealth, and the US has a history of racial oppression, making it hard to create generational wealth.

Hobbies

Charity: donating to charity foundations
Collecting: from high-end art to antique furniture to vintage cars to fine wines
Sports: involve horses like polo, horse racing, and other equestrian sports

Sources: old-money 2022, alux

Members of old money families are much less active on social media, family foundations are the "face" of the family

ALFRED I. duPONT CHARITABLE TRUST

Getty Foundation

The Rockefeller Foundation

New money

Extremely outgoing and adventurous, keeps up with trends and checks out the newest restaurants and bars in the city. New money families are more likely to be immigrants and, in general, are more racially diverse than old money.

Hobbies

Luxury travel: flying in first class or private jets to visit exotic places and stay at five-star hotels and luxury resorts
Fine dining: eating at Michelin starred restaurant or fancy dinner parties lets them show off their status and also expand their network
Sports: attending high profile sports events such as NBA games, golf tournaments, Formula One

Source: Reddit

New money tend to be more active on social media, sharing their daily life with the public



ericasgirlyworld
70.2K Insta followers



luxetiffany
86.6K Insta followers



edmond_mondi
299K Insta followers

What old and new money buys

Old money people like things with high quality but brands don't matter as much to them. They like things with a classic and elegant design. Many wear tailormade clothing. Some brands are liked by both old and new money but the thing they buy can have very different design. **New money tend to go for flashier and bolder designs**.

Old Money

Kiton

Loro Piana

VACHERON CONSTANTIN
GENÈVE

BUCCELLATI
MILANO DAL 1919

DELVAUX

CHANEL



Cars that have classic design and are comfortable



Older, classic house in the suburbs or country of the east coast

Shared

Cartier

BENTLEY

ROLEX

VC A
Van Cleef & Arpels

HERMÈS

New Money

VERSACE

PATEK PHILIPPE
GENEVE



Sports car that have bright, flashy colors

GUCCI

LOUIS VUITTON



Newly renovated mansion in the suburbs or city of a place like Palm Beach, Florida

BALENCIAGA

4. Health nuts vs. Standard American Dieters



Cereal isle in a Burbank, CA grocery store

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4. Health-nuts vs. Standard American Dieters

The United States is known for the abundance of fast food, snacks, giant portion sizes, and, correspondingly, a very high obesity rate. But how can a country that seemingly puts little emphasis on health also have such a high proportion of gym-goers and health afficionados?

Health-nuts

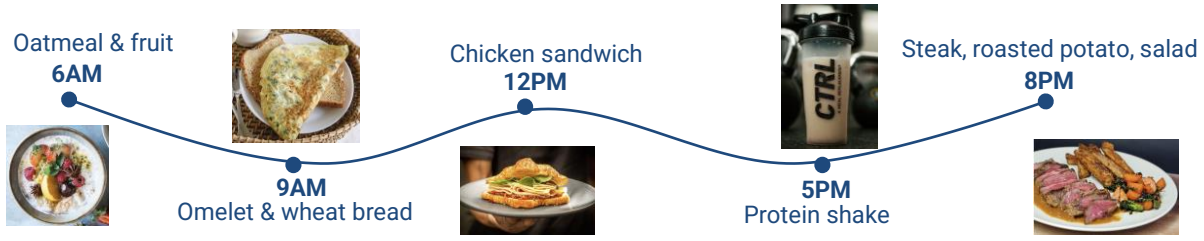
These individuals are highly conscious of their health and fitness. They often adhere to healthy dietary habits and follow specific health ideologies relating to exercise and food.

Some groups of 'health nuts' in the US are:

- **Fitness enthusiasts**
- **Plant-based eaters**
- **Paleo followers**
- **Keto dieters**
- **Bio-hackers**

The uniting factor is not that they follow the same diet, rather it's that they take charge of their lifestyle, sometimes to an obsessive extent, and can be ideological.

One example of a daily diet of an American fitness enthusiast



Standard American Dieters

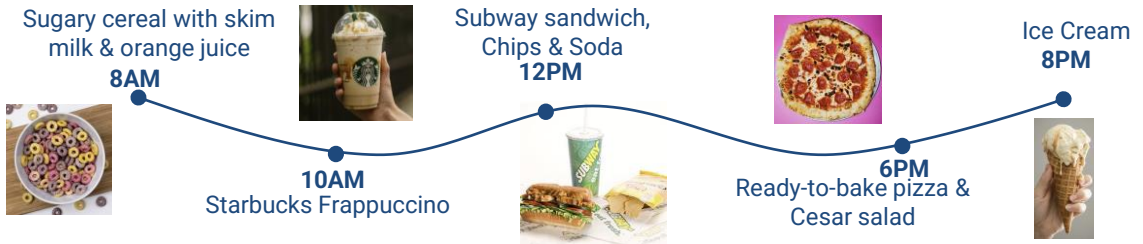
This is the diet that the American environment of convenience and sedentary lifestyle creates, and has therefore become widespread among the average American.

The Standard American Diet (SAD) is a high in calories but low in nutrients, as it is mostly made up of processed foods, fast food, high-fat desserts, sugary drinks, and other high energy foods.

- **70% of the SAD is processed foods**
- **10% of US disposable income is spent on fast food**
- **1/3 of US adults are obese**
- **The average US consumes 130lbs of sugar annually**

These consumers tend to take a passive role in their health and eat what is convenient.

Example of the daily standard American diet



Three key health-nut consumer profiles

Americans find different paths to being a 'health nut', and many of these lifestyle ideologies conflict with each other. But the uniting factor is that these consumer take an active role in their health.

Fitness enthusiasts

Common ideologies/practices:

- High-protein diets are necessary, daily intake should be 1.2 to 1.6 grams per kg (compared to standard recommendation of 0.8 g/kg)
- Weightlifting is very common among this group, but fitness habits may also include anything from ultra-marathons to team sports.

Fitness enthusiast influencers



Kayla_itsines
15.7M Insta followers



alexia_clark
2.3M Insta followers



Shaunt
1.1M Insta followers

Bio-hackers

Common ideologies/practices:

- See their body as an experiment and find ways to feel and perform the best they can.
- Early adopters of practice trends such as cold and heat exposure, fasting, keto, breathwork, and using wearables.

Biohacking influencers



Wim Hof
3.1M Insta followers



Tim Ferriss
1.2M Insta followers



Dave Asprey
1.2M Insta followers

Plant-forward

Common ideologies/practices:

- By eating plant-based you can avoid intaking excess hormones and antibiotics from industrial meats.
- Environmental sustainability is often a motivation for this group.
- Ranges from pescatarians, vegetarians, vegans, and flexitarians.

Plant-based influencers



pickuplimes
853K Insta followers



Fritz_nutrition
69K Insta followers



Raven Tracy
2.3M Insta followers

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Demographics of standard American dieters

Generally, good health in the US is linked to privilege. Those with lower income and education & under-served communities suffer more from obesity and other health risks.

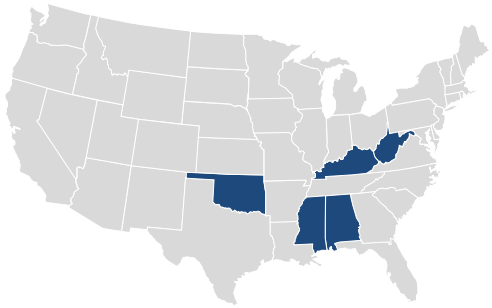
Location

West Virginia, Kentucky, Alabama, Oklahoma, and Mississippi are the top 5 states with highest obesity rates. These top rate states are located in the Applechians and the Deep South.

16% rural areas

28% metropolitan areas

meet benchmarks for aerobic and muscle strengthening activities



Income level

Higher income women have a lower obesity rate of 29.7%, while lower-income and middle-income women had rates of 45.2% and 42.9% respectively.

Middle-income men had the highest obesity rate at 38.5%, while lower-income and higher-income men had rates of 31.5% and 32.6% respectively.

Soure: Malladi

Education

College graduates have an obesity rate of just under 28%, lower than those with some college or no college education.

Calorie breakdown of SAD

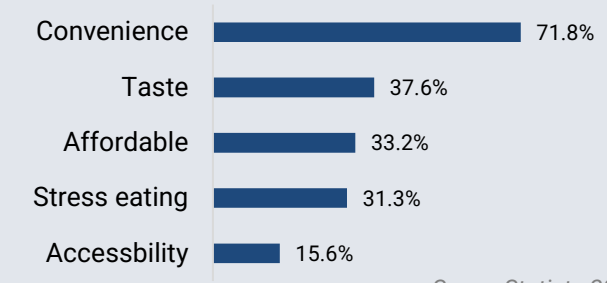


Half of the plant-based calories (6%) come from French fries.

Why are lower income and under-served communities more impacted?

- **Price:** Processed food is disproportionally cheap because they are made of mostly corn (in everything from cereal to soda) and corn is heavily subsidized.
- **Convenience:** Is a major driver for the SAD, and underserved communities are often those more strapped for time and disposable income.

Motivations to consume fast food



Soure: Statista 2021

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Where do Americans buy and learn about food

Health nuts are more likely to follow food-related influencers, read health-related magazines, and watch health documentaries. However, standard-American-dieters are less willing to invest time in learning about diets; they are easily influenced by unhealthy food marketing and advertising.

Health Nuts

At the grocery: Health nuts will often shop at higher-end, local, or organic grocers and will shop along the outer isles of the stores where the produce is. Additionally, many will buy supplements.

Online: Health nuts can post and discuss topics related to fitness & healthy eating on Reddit communities, which also has organized resources (Wiki) related to health. Following are some popular communities:

r/HealthyFood	r/Vegan	r/Fitness	r/Supplements	r/nutrition
3M members	1.2M members	11.2M members	279K members	3.2M members

Learn from videos, books, podcasts, and documentaries: Health nuts are more likely to watch fitness channels on YouTube or Netflix health documentaries to learn about more about health and healthy practices.

Standard-American-dieters

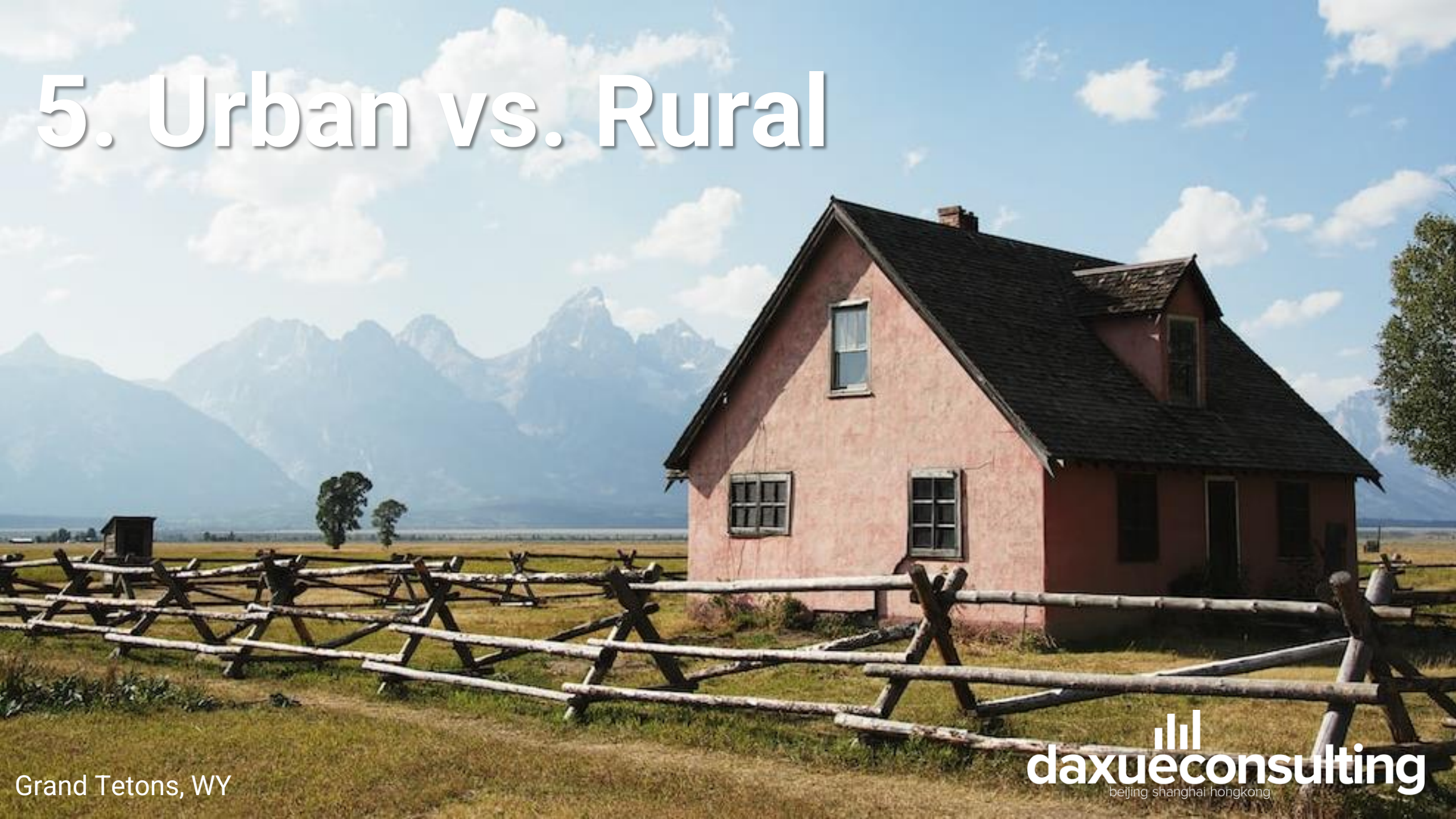
At the grocery: Those who don't take an active interest in health foods will often shop in the center isles of grocery stores where processed foods are located.

At the fast food:
Top 10 fast food chains in the US by Number of locations in 2022:

Learn from the food advertising:
Due to limited free time, stress, and lower-income, standard-American-dieters have heavy cognitive load, which make them more susceptible to the effects of food advertising and make worse food choices.

Source: NIH 2014

5. Urban vs. Rural



Grand Tetons, WY

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5. Urban vs. Rural

Most Americans live in cities, but 97% of the landmass are rural. This contrast between crowded cities and vast rural areas brings about differences in living cost, crime, and recreation.

Urban Area

There are 2,613 urban areas in the United States, urban areas are territories which encompass at least 2,000 housing units or have a population of at least 5,000.

Biggest urban areas

Name	Population	Land Area (sq mi)
New York–Jersey City–Newark	19,426,449	3,248.12
Los Angeles–Long Beach–Anaheim	12,237,376	1,636.83
Chicago	8,671,746	2,337.89
Miami–Fort Lauderdale	6,077,522	1,244.18
Houston	5,853,575	1,752.69

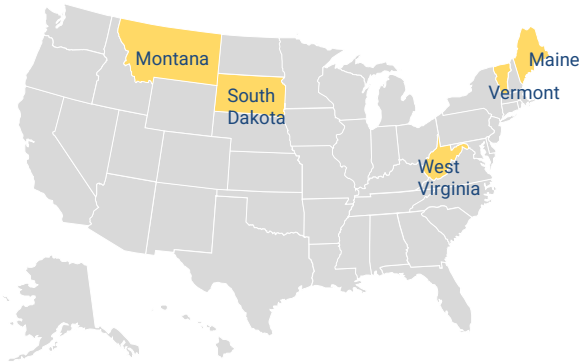
Typical features:

- Higher cost of living
- More crime
- Limited access to outdoor recreation
- Large wealth gaps

Sources Federal register

Rural Area

States with most rural areas



Rural areas account for 97% of America's landmass and 20% of the country's overall population.

Most rural population lives east of the Mississippi River.

Southern region has higher proportion of people living in rural areas.

Typical features:

- Lower cost of living
- Less crime
- Increased access to outdoor recreation
- Less high-income jobs

Some groups in the rural areas US are:

- Young Affluents
- Older Inactives
- Retired Independents
- Middle-Aged Connectors
- Young Learners

Sources: Becker digital, Forbes, US census

Urban vs Rural Consumer Profile

People in urban areas lead rich and independent lives, while people in rural areas have simpler lives and have stronger emotional connections with their community and families.

Urban

Characteristics

- More likely to have received higher education
- High housing prices
- A wide variety of entertainment
- Inclusive and respectful to individual differences



East Coast
Fast-paced and serious.
Dress more meticulously and care about fashion.
They rely on the public transportation.
More interest in music, fashion, and F&B.



West Coast
People on the West Coast are more relaxed.
Dress more casually.
Relatively close to nature, like road trips.
More interest in the outdoors, health, and spirituality.

Rural

Characteristics

- More traditional in many aspects, including beliefs in gender roles, religion, and tend to be late adopters of technology
- Produce their own food and drink or buy from local stores, conventional grocery stores, or specialized producers. Often prepares meals at home.
- More likely to engage in physical labor.
- More family and local community time.



Young Affluents
Young individuals who have higher income and have larger property.
They tend to maintain land properties on their own and have lower trust towards local equipment dealers.



Older Inactives
People who over 65 years old and less active about their property or lands.
Trust the local equipment dealership.

Source: Becker digital

Where do urban and rural areas people receive information?

Based on the context and purpose, urban people have more channels to choose.

Urban Area

Social Media: Lifestyle Perspective

Entertainment & Sports

Local Recommendation

Rural Area

Social Media: Functional Perspective

Especially inclined to use Facebook groups for neighborhoods, communities, and interest groups.

Pinterest

Higher usage of Pinterest than urban populations. May be due to the app's content* focus aligning more with rural life.

**content cornerstones: home improvement, DIY, and cooking recipes.*

Daily life & Network

- More likely to engage in civic participation and discussions online.
- Stronger local networks than urban population. Always receive new information from their local network.
- Community leader and influencers have strong power.

Rural Area influencers



Ballerinafarm
4.9M Instagram followers
#Agriculture

Smarterbynature
23.5k Instagram followers
#Small-Scale Farming

Source: Becker digital

6. Segmenting the college educated: Tech & Wallstreet vs. Student Loans



Young digital nomads in Annapolis, MD

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6. College educated consumers: Tech/Wall Street vs. “student loan slaves”

53.7% Americans receive a college education, and unless they directly enter a high-paying job like the tech or finance industry after graduation, most students are burdened by student loans.

Tech & Wall Street

The professionals who possess the necessary expertise in the technology industry or the Wall Street financial industry. They often graduate from world famous universities, and their jobs usually come with high salaries.

Some groups of ‘Tech & Wall Street’ in the US are:

- **Silicon Valley Entrepreneur**
- **Big Tech Employees**
- **Wall street employees**
- **Wall street speculator**

Entering Big Tech or Wall Street is a enviable career path that generally represents a successful professional starting point and future.

“Student loan slaves”

Graduates who feel burdened due to their inability to repay high amounts of student loans. Outstanding student loan can have a severe impact on their financial investment, marriage and work.

- The average yearly college tuition: Private-$39,723; Public, out-of-state-$22,953; Public, in-state-$10,423.
- As of April 2023, the outstanding federal student loan accounts for **93.1%** of the overall debt.
- **20%** of all American adults have outstanding undergraduate student debt; **7%** report outstanding postgraduate student loans.
- **38.4%** of recipients delayed buying a home, **22.3%** delayed getting married, **29.1%** delayed having children, and **34.7%** worked more than desired because of their student loan.

Sources: US news 2022, education data 2023

Why do Americans continue to seek higher education when the cost is so high?

Not being college education often means facing limitations in terms of job opportunities and income, as most high-paying positions typically require a college degree or higher level of education.

- About **40%** Americans aged 25 and older have a high school diploma as their highest level of education.
- However, the number of Americans getting college educated is decreasing because skepticism about the value of a degree, time spent, and high costs. The percent of high school grads enrolling in college went from 70% in 2016 to 63% in 2020 according to the National Center for Education Statistics.

Tech & Wall Street, “student loan slaves” consumer profiles

“Student-loan slaves” is a term that arose on the internet as tuition fees have skyrocketed over the past decade combined with low starting salaries. Whether or not they take out student loans, tech & wall street employees are able to enjoy a high quality of life due to high salaries.

Tech & Wall Street

Common ideologies/practices:

- Extremely acute about technology and business trends. The correct contrarian and can execute their ideas steps by steps.
- Able to adapt to a fast-paced work and continuously learn.
- Pay great attention to salary and stability.
- Emphasis on corporate culture and atmosphere.

Meta, Google, amazon, Microsoft, Morgan Stanley, J.P.Morgan, Goldman Sachs

Lifestyle:

- Work hard (nine to five) and treat themself better about housing and food.
- Play hard on weekends.
- Have many hobbies and keep up their fitness.

“Student Loan slaves”

Common ideologies/practices:

- Priority is paying off debt.
- Sit by their budget strictly.
- Work in many different fields
- Besides Federal Student Aid, some student will also choose private lender which have higher interest rate.

$37,338
The average student loan dept in the US

10-30 years
How long it usually takes to pay off student loans

Lifestyle:

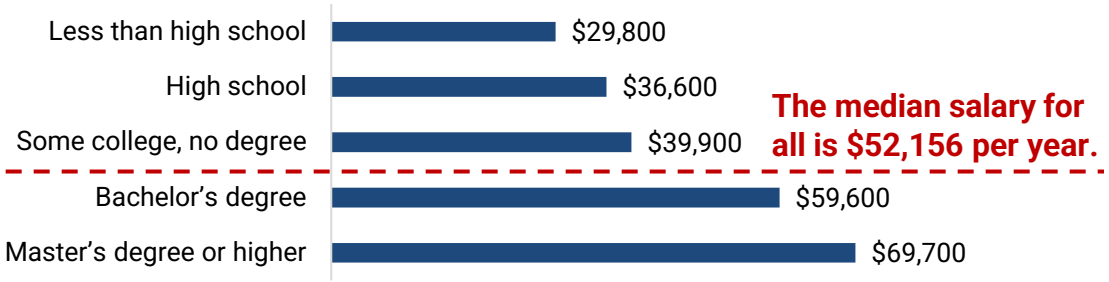
- Work as much as they can and often have multiple jobs.
- Tighten their belts on daily consumption. Rarely any vacations.
- Prefer free entertainment, like playing video games and outdoor activities

Demographics of Tech & Wall Street vs “student loan slaves”

There are significant gender, racial, and income difference among the three groups.

Income level

Median Yearly Earnings of 25 to 34 Year Old

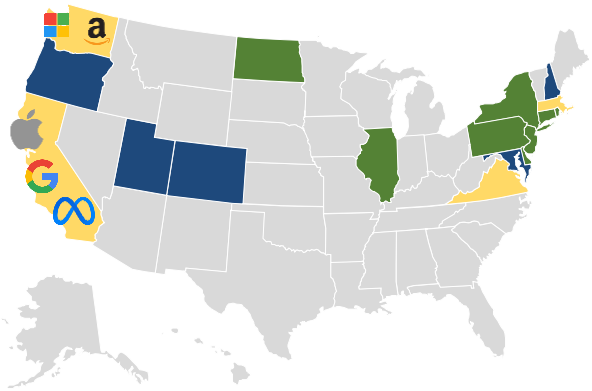


Wall Street:
$88,079-$194,029

Big Tech:
$71,000-$314,000

Sources: Forbes 2022, indeed

Location



States with both highest tech and financial worker concentration

- Washington
- Virginia
- Massachusetts
- California

Both tech and financial hubs

States with highest tech concentration

States with highest financial concentration

Sources: Dice 2022, zippia

Race

Only around **10%** of white college students are first-generation (meaning the first in their family to go attend university), compared to **57%** of Latino and **27%** of black college students. **Generational wealth accumulated from having parents and grand-parents that attended college often means receiving more family financial-aid in college and relying less on student-loans.**

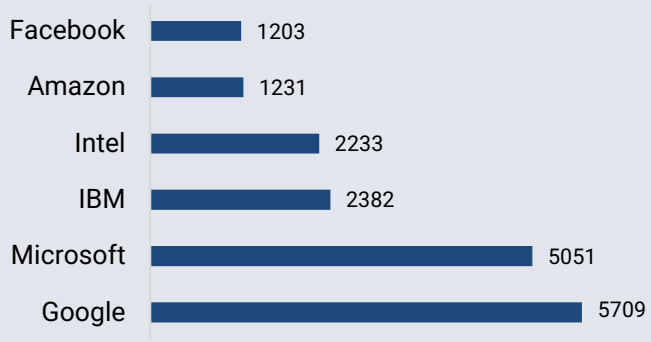
Sources: Statista, zippia

Where do Tech & Wall Street receive information

LinkedIn is commonly used by professionals in both industries. Technology talents often use open source, while financial workers focus on professional publications.

Tech

Big tech contribution to open source in 2020



Source: Statista

GitHub is a popular Git repository hosting service where has more than 73 million software developers.

The number is the active GitHub contributors by employers by Dec 31st 2020.

Top Voices in Technology on LinkedIn



Allie K. Miller
1,433,500 followers



Lisa DeLuca
745,382 followers



Greg Coquillo
185,314 followers

Wall Street

Popular publications Wall street professionals read

THE WALL STREET JOURNAL.

Harvard Business Review

The Economist

BARRON'S
THE DOW JONES BUSINESS AND FINANCIAL WEEKLY

Top Voices in Finance on LinkedIn



Karen Webster
172,017 followers



Vikram Mansharamani
115,353 followers



Ashley M. Fox
38,664 followers

7. Segmenting by cars driven



Family sedan in Mt. Washington, NH

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7. Pickup truck vs. family sedan vs. EV vs. fourth-hand 2004 Toyota

As a country that developed around the advent of cars, driving plays a big role in the American lifestyle. The purpose of the vehicle correlates with the driver's lifestyle. We segmented Americans consumers into four groups based on the vehicle they drive.

Pickup truck

Pickup trucks originated in the US and were initially used for farming, whether or not the driver uses them for that purpose, these **gas-guzzling** vehicles have become both a **status symbol** and the **ultimate tool for the ultimate handy-man**.

The price of a luxurious pickup truck with great space, features, and power can be under $50,000.

Family sedan

Family sedans typically prioritize **comfort, safety, and fuel efficiency** to meet the needs of **family life**.

Some representative family sedan price:
Toyota Corolla: $15,000 to $20,000;
Honda Accord: $24,000 to $36,000;
The Land Rover Range Rover Evoque: $43,000 to $56,000.

EV

Electric vehicles (EVs) run on rechargeable batteries and are **eco-friendly**, reducing emissions and reliance on fossil fuels. EV purchases may qualify for government subsidies. In some states, EV owners enjoy the privilege of using HOV lanes, bypassing traffic congestion and saving on costs.

They are highly concerned about environmental protection, open to embracing new technologies, and prioritize long-term cost.

Fourth-hand 2004 Toyota

Fourth-hand 2004 Toyota represents **frugal and pragmatic** American consumers who **don't view cars as status symbols.**

Young individuals with limited savings prefer cheap cars for their first car purchase.

However, this overlaps with a niche segment of enthusiasts interested in car modifications also choose inexpensive vehicles for their hobby.

Consumer Profile

Pickup trucks symbolize the resilient and independent spirit of America, while electric vehicles represent environmental consciousness and technological advancement. Vehicles like the fourth-hand 2004 Toyota represent a lifestyle focused on frugality and pragmaticism.

Pickup truck

Common ideologies/practices:

Pickup trucks represent hard work, resilience, freedom and a DIY spirit, and many people buy them to showcase their status and masculinity.

- The owners of pickup trucks enjoy engaging in outdoor activities and transporting large items on their own.
- Support the American culture products. Loyal consumers who are not easy to change brands.
- 94% of truck owners have used their trucks to help others, such as supporting community and charity events, assisting neighbors, and providing towing services.
- Pickup truck owners would be willing to give up streaming services (82%), drinking alcohol (79%), and drinking coffee (71%) in order to keep their trucks.

EV

Common ideologies/practices:

Early adopters of technology, environmentalists.

- EV owners have longer time for shopping and exercise while their cars are charging.
- To avoid running out of battery, they need to invest time and effort in planning their travels. They tend to prefer advanced planning in their daily consumption.
- They are inclined to live in cities with well-developed infrastructure.
- They are not as enthusiastic about road trips.

Fourth-hand 2004 Toyota

Common ideologies/practices:

Frugal consumers, cautious about significant expenses.

- Their consumption is primarily driven by fulfilling functional needs rather than impressing others. They don't care about brand names.
- They look for high cost-effectiveness in their daily consumption and hope to buy products that are low-priced and of good quality.
- They are willing to spend time conducting product research.
- They may be enthusiastic about purchasing discounted, second-hand items and visiting flea markets.

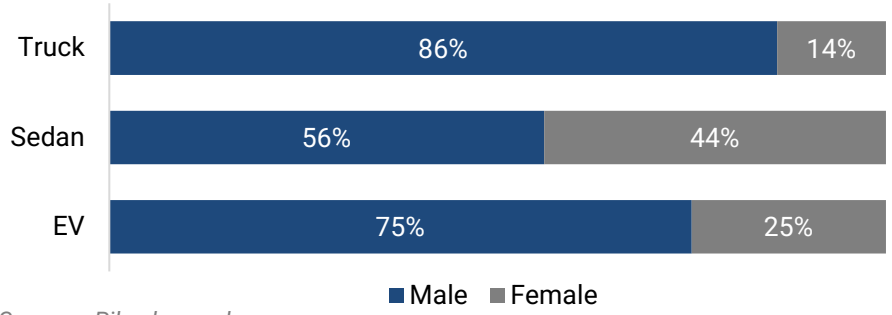
Source: Ford, cars.com

Demographics: Trucks & EVs

There are more male owners of electric vehicles and pickup trucks. A higher proportion of pickup trucks in red states, while blue states will have more EVs. EV owners generally have higher incomes.

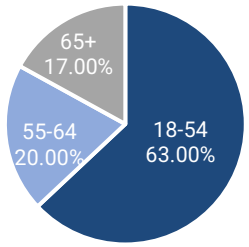
Gender

- More men tend to purchase trucks and electric vehicles.
- From 2008 to 2016, there was a 67% increase in female truck buyers. Women appreciate trucks because they feel empowered and free. The higher seating position, excellent visibility and a wider rearview range enhance their sense of safety and overall driving experience.

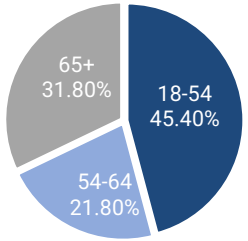


Sources: Pikache, geeknev

Age



Pickup trucks



EVs

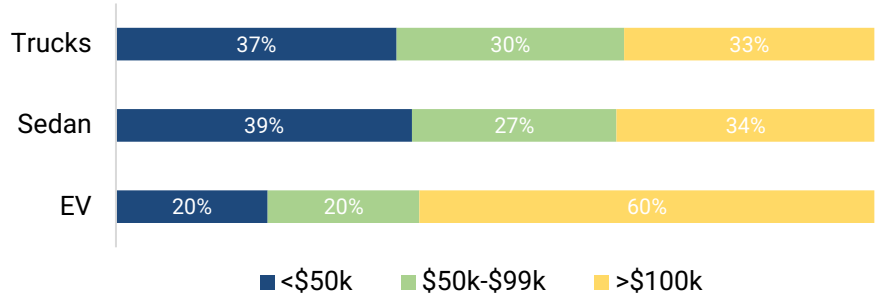
A higher proportion of old adults prefer electric vehicles. The reason are low maintenance, smoother ride and low demand for long-distance travel.

Sources: Senior safety advice

Income

Owners of electric vehicles tend to have a higher annual household income.

Annual household income among different car buyers

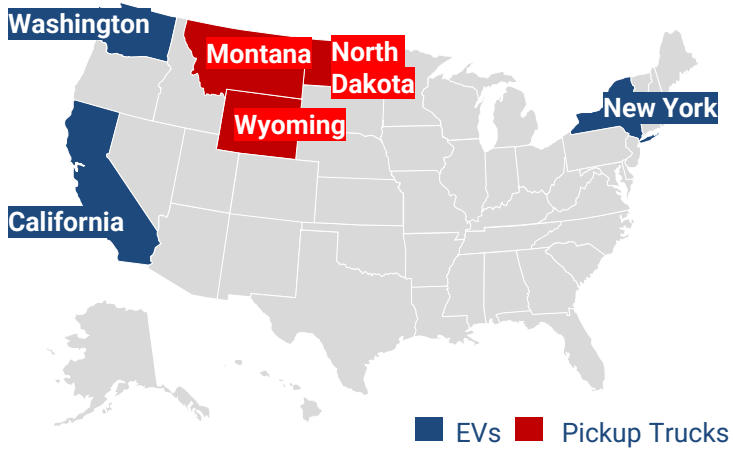


Sources: Pikache, geeknev

Location

- Red states tend to have the most pick-up truck buyers, while the majority of electric vehicle purchases are in blue states.
- In general, EVs are more popular in urban areas, while pickup trucks are more popular in rural areas.
- Approximately one-third of charging stations located in California.

Top 3 States with most pickup trucks or EVs



Sources: Pikache, geeknev

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8. Tech geeks vs. digital skeptics



Drone in Provo, UT

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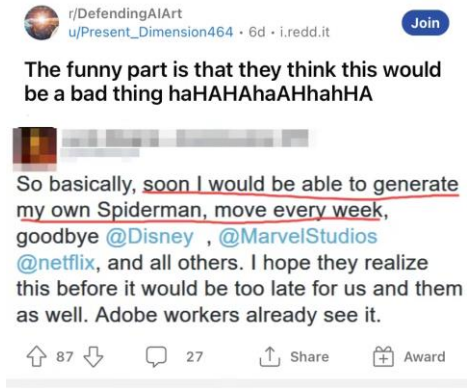
8. Tech geeks vs. digital skeptics

The United States is one of the most advanced countries in technology. However, we can also see the inequality, cybersecurity risks, privacy concern caused by it. Americans are very polarized in how they view technology, some embrace it while others are skeptical.

Tech geeks

"Tech geeks" refer to people with superior technology knowledge and passion about technology and science.

Tech geeks are important for technology business companies at the stage of launching new products. They are innovators and early adopters who embraces new technology before most others. They are willing to share experience and reviews on social media. The later majority reply on their opinions to navigate into the technology market.



Digital skeptics

"Digital skeptics" refers to people who are skeptical of the use and impact of digital technology in various aspects of life. They may question the benefits or express concerns about the potential negative effects of digital technology on society, such as increased social isolation, privacy concerns, or the impact on employment.

14% of the total population are digital skeptics, and the US is one of the most represented countries.
42% believe technology will cause greater social inequality.
42% think technology will make people separated from local community.
41% think technology will give more power to rich people.



Sources: EY, PwC

Demographics of Tech geeks and digital skeptics

Tech geeks have higher income and education levels compared to digital skeptics. Millennials tend to be tech geeks, while the baby boomers tend to be digital skeptics.

Income level

Average Yearly Income of Tech Geeks

- **<50k** 19%
- **50-100k** 43%
- **100k+** 38%

Digital skeptics often have lower incomes.

They are concerned about their financial security: 59% (above the average) believe financial security is most important for life quality.

Gender of Tech Geeks



Digital skeptics & Embrace new tech

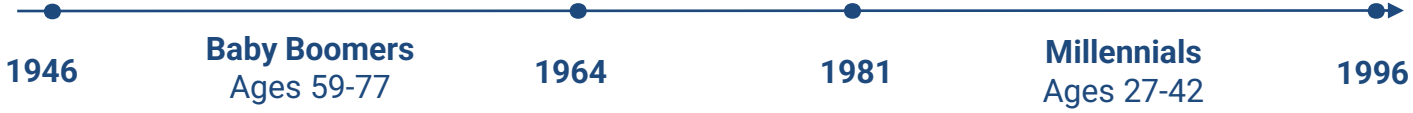
They less likely to view the internet as a positive for society.

Older consumers are most likely to be digital skeptics, with 78% of Baby Boomers exhibiting data privacy concern.

Often led older Americans in their adoption of technology

Tech geeks

They grew up with technology and economic boom. They are addictive to mobile devices (93% own smartphones) and want every new technology products immediately.



Sources: EY, Sas, Pew

Where do Tech geeks and digital skeptics receive information

There are multiple channels brand can reach tech geeks. However, for digital skeptics, authoritative media, recommendations from family and friends, and personal service are more likely to build trust.

Tech geeks

Online: Tech geeks utilize sources like Twitter, Medium, YouTube, and the brand's homepage or reviews for product details. They also engage in online community like Discord, GitHub and science forums.

Tech geeks are passionate about learn new technology through online course platform, like Udemy, Leetcode, Coursera, LinkedIn Learning.

Offline: They prefer in-store purchase to experience the product. They are keen to participate in exhibitions such as Consumer Electronics Show.

Tech Geeks influencers



UrAvgConsumer
3.22M YouTube followers
#Tech Product



vitalik.eth
4.8M Twitter followers
#Crypto



Dr. Angela Yu
2M Udemy Students
#Programming

Digital skeptics



Less likely to share their life in social media, sensitive to their security, privacy and always keep anonymous. Have no interest to the content from influencers and celebrities.

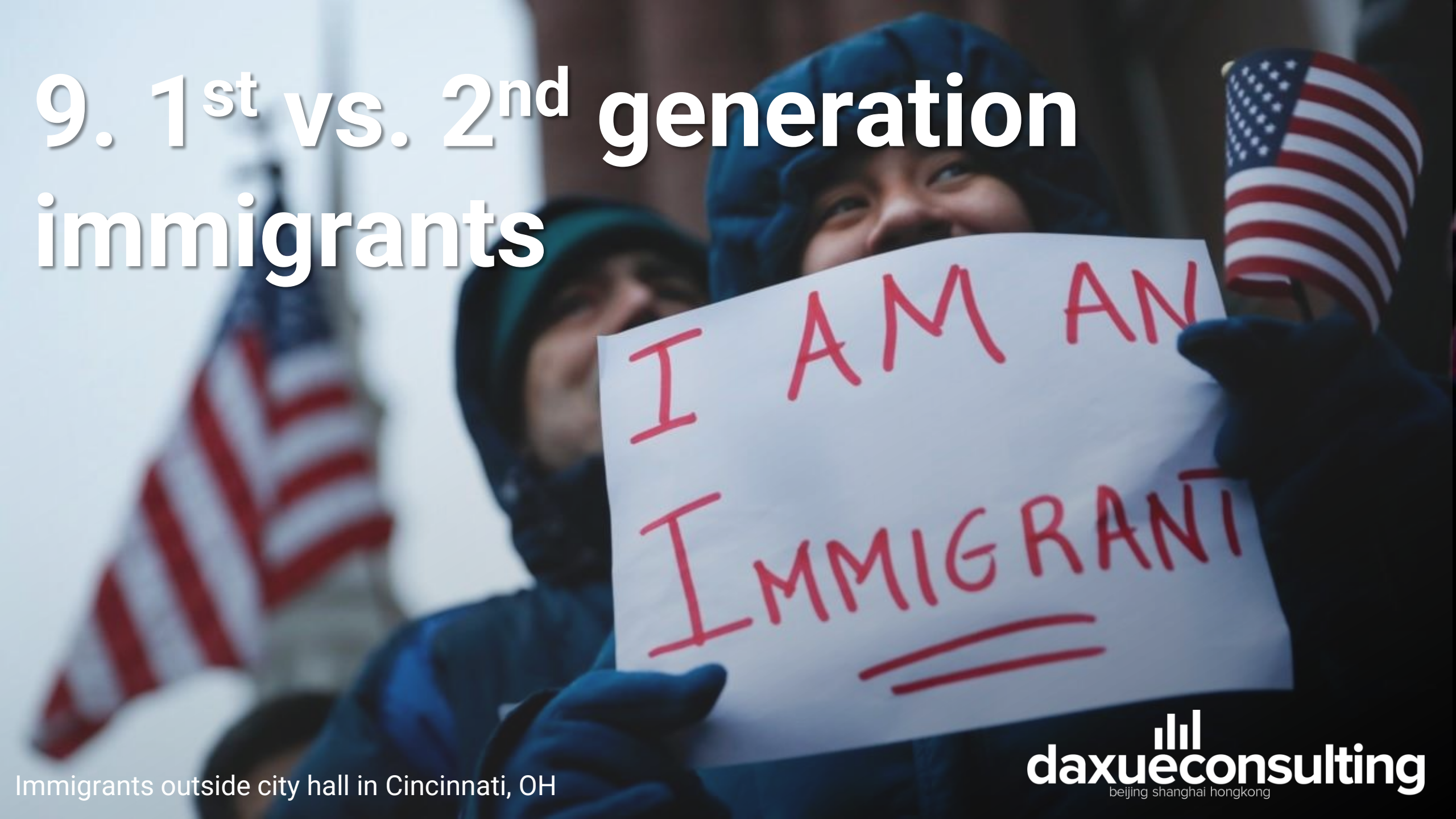


Use smartphones, laptop in a limited range of tasks like keeping in touch with friends and families. More likely to take suggestions from friends and family, emphasizing the importance of **word of mouth marketing** to this group.



Visit stores or public services in person. Prefer communicate to **human being** rather than chatbot.

9. 1st vs. 2nd generation immigrants



Immigrants outside city hall in Cincinnati, OH

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9. 1st generation immigrants vs. 2nd generation immigrants

Other than the Native Americans, all other Americans either themselves or had ancestors that immigrated to the US within the last half millennium. Recent immigrants in the US are often split into first, second and third generation immigrants. First generation are **foreign born**. Second generation are those with **at least one foreign born parent.** Third generation have **two US native born parents** or their grandparents generation immigrated to the US.

1st generation immigrants

According to Migration Policy Institute, immigrants in the US make up about **13.6% (45.3 million)** of the country's total population.

First generation immigrants often face language barriers and trouble blending into the American culture. First generation immigrants are usually family oriented.



iamanimmigrant
29.7K followers



danielbuezo
17.2K followers

2nd generation immigrants

In 2018, second generation immigrants made up approximately **12%** of adult population in the US according to Pew Research Center.

Second generation immigrants tend to be more "Americanized" than first generation immigrants while also having some ties to their home culture. This makes them multicultural but can also create identity crisis.



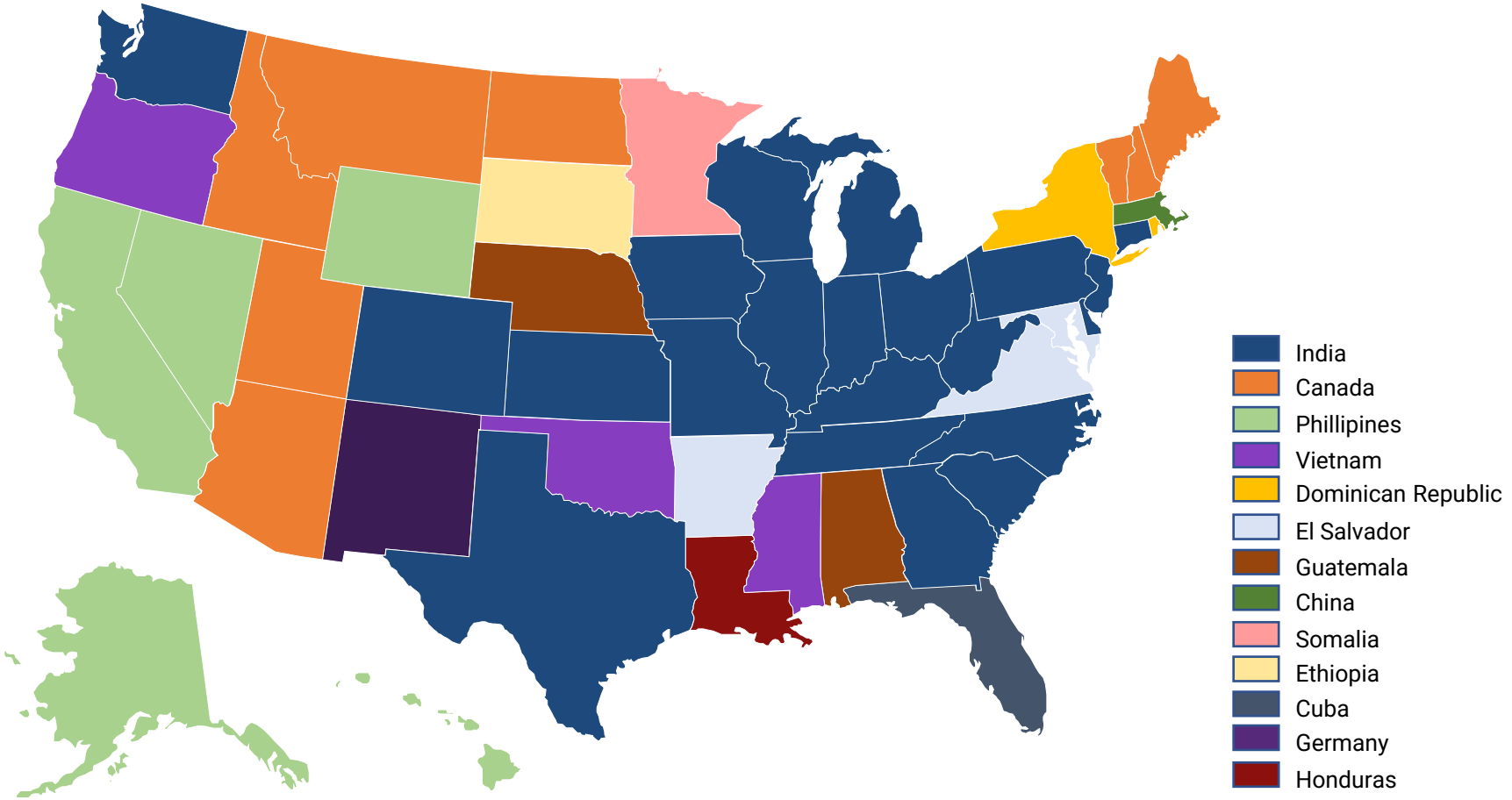
fungbros
81K followers



juliariew
52.6K followers

Most common birth country for foreign born residents (Mexico excluded)

India is the most common country of birth for foreign born residents in the US followed by Canada and Phillipines.



Sources: US Census Bureau, Business Insider 2019

9. Consumer Profiles of 1st and 2nd generation immigrants

First generation immigrants tend to shop at ethnic stores and prefer ethnic products and brands. Second generation tend to shop at both ethnic stores and mainstream American stores.

1st generation immigrants

First generation immigrants tend to be frugal and hardworking since they have to support both themselves and their families.

First generation are more likely to shop at ethnic grocery stores since they can find food and ingredients from their home country more easily. They also have higher brand loyalty toward ethnic brands and products.

Many foreign brands' consumer are first generation immigrants. For example, many university campuses would have Chinese and Korean restaurants where initial consumer base are international students.

Source: European Journal of Marketing 2014

2nd generation immigrants

Second generation immigrants also tend to be hardworking, but it's because they feel the pressure to succeed and to not disappoint their parents. Second generation immigrants tend to have higher quality of life than their parents.

Second generation immigrants usually shop at both ethnic grocery stores and mainstream grocery stores such as Walmart and Trader Joe's as they are more integrated in US culture.

Second generation tend to be open to new experiences and willing to try different food.

10. Segmenting by types of travelers



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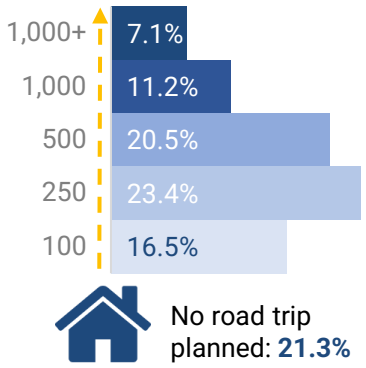
10. Road trippers, comfort and luxury travelers

According to the US Travel Association, 53% of Americans have travel planned in the next six months (as of May 2023). US travelers can be broken down into the three segments below:

Road Trippers

Nearly all Americans do a road trip at some point in their life. In the summer of 2022 alone, 78.7% of Americans planned on doing a road trip according to a 2023 survey by The Vacationer. Some people make road tripping a lifestyle by buying a van and living out of it for extended periods.

Miles* from home Americans intend to road trip in summer 2023



*1 mile = 1.6 kilometers

Comfort

Comfort travelers value comfort when traveling. They take flights and stay at hotels and resorts. However, they also try to save money by looking for discounted flights and hotels.



Luxury

Luxury travelers are seeking a fulfilling and unique experience at any price. They stay at luxury hotels and resorts. They tend to travel in business or first class or even private planes. They look for high quality and exclusive experiences.



Consumer Profiles

Road trippers are spontaneous and travel for longer duration during off-season. Comfort travelers tend to plan ahead and travel during the holidays. Luxury travelers look for personalized experiences and travel anytime during the year.

Road Trippers

Families often road trip as it is a much cheaper alternative to buying flights for each member and allows for seeing many destinations. Popular routes are concentrated in the west where there is rich natural scenery. Gen X and Baby Boomers are the most likely to own an RV, while Millennials are more likely to camp from a Van. 51% of "Van Lifers" live in the van full time.

Travel time: Summer and spring break for families, and full-time for young travelers and couples.

Accommodations: Family's houses, hotels or motels, RV and Van travelers live right out of the vehicle.



samandkellysvan
110K followers



Thetravelingtitans
102K followers

Sources: Rvngo, thrive my way

Comfort

Comfort travelers tend to be value oriented and spend time on trip planning. They look for discounted hotels and flights or holiday deals. All inclusive packages are preferred by many comfort travelers.

Comfort travelers usually have a more relaxed and laid back schedule. They go sightseeing and may sign up with tour groups. For those traveling with children, theme parks are popular choices.

Travel time: comfort travelers usually travel during public holidays, holiday season and the summer.

Accommodations: Holiday Inn, Westin, Club Med, and local boutique hotels.



abroadwife
5.6K followers



estherjulee
61.2K followers

Sources: Intrepid, Reddit

Luxury

Luxury travelers look for authentic and unique experiences that are personalized. They want to stay at the best accommodations and have fine dining experiences. They also put emphasis on culture and wellness experiences.

Most luxury travelers tend to be employed in managerial positions or own their own companies, while some are retired. Luxury travelers are also trend setters.

Travel time: luxury travelers travel anytime during the year instead of just during holidays.

Accommodations: Aman, Ritz Carlton, Four Seasons, Six Senses and other luxury brand hotels



theblondeabroad
518K followers



the_essentialist_
199K followers

Sources: Olinger group, desitnation analysts

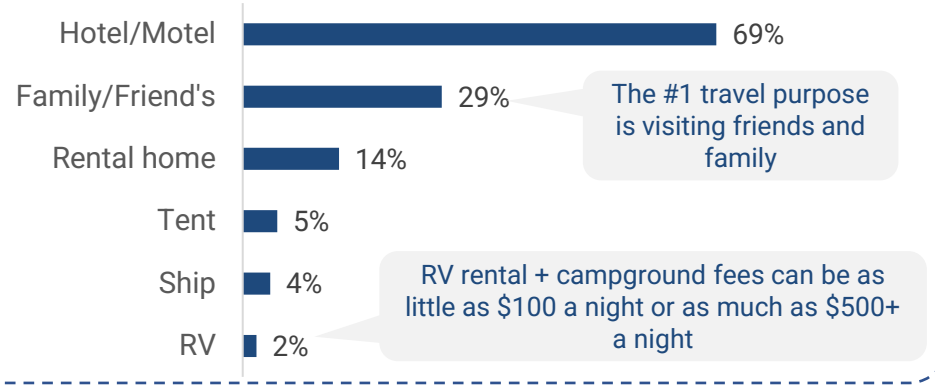
Demographics

The majority of Americans choose to stay at hotels/motels or with family/friends while traveling. Millennials spend more time traveling than other generations. More luxury travelers are located on the East Coast than other parts of the US.

Accommodation

Where American travelers stayed during their last trip

(May 2023, N=600 survey of Gen Z-Gen X)

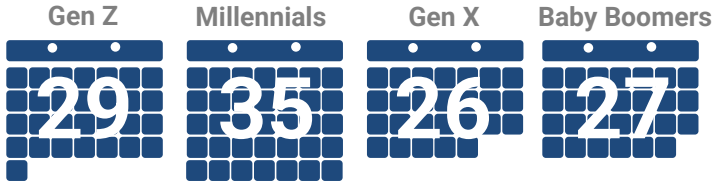


The #1 travel purpose is visiting friends and family

RV rental + campground fees can be as little as $100 a night or as much as $500+ a night

Frequency

Avg no. of days annually for travel by generation

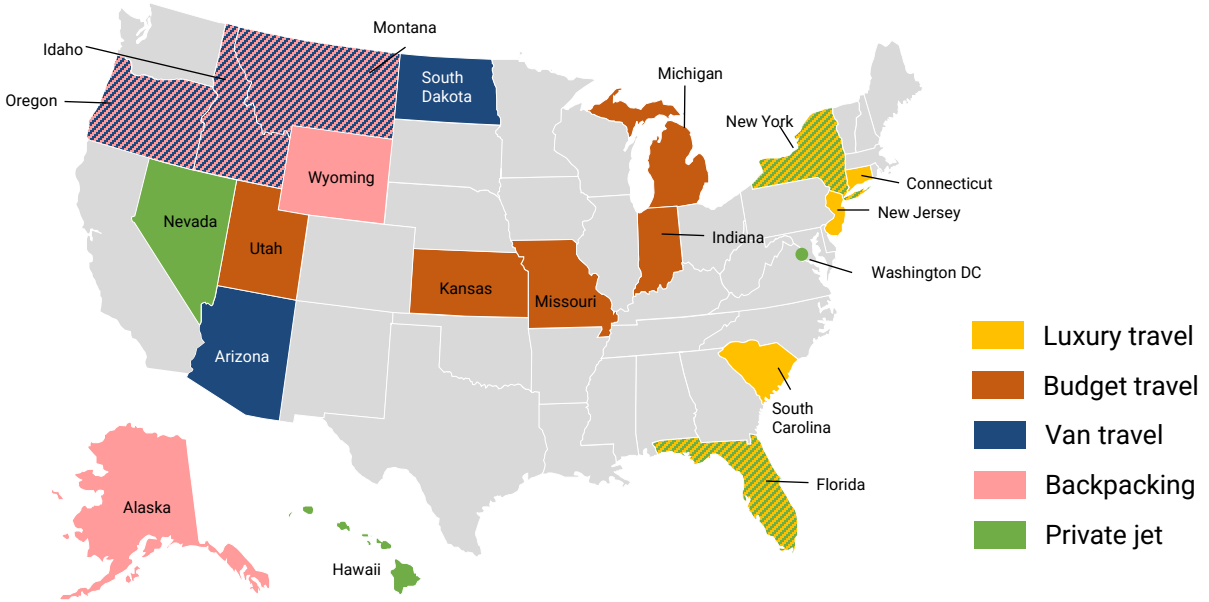


Sources: Travel market report 2023, the wandering RV 2023, Persado 2023, Expedia 2023

Travel habits by state

The top states that search for luxury vacation the most are all on the East Coast, while the top states that search for budget vacations are in the Midwest. Searches for "van travel" and "backpacking" are concentrated in less populated states with plenty of natural scenery, while searches for "private jets" are concentrated in states that have status-oriented cities (such as New York City, Miami, Las Vegas).

Budget vs. Luxury travel google searches by state



Sources: Travel daily 2023, Google trends 12-month search data

11. Segmenting beauty consumers



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11. Minimalist vs. glam vs. trend seeker vs. face as canvas

Makeup styles in the states can be split into 4 main categories: minimalist, glam, trend seeker and face as canvas.

Minimalist

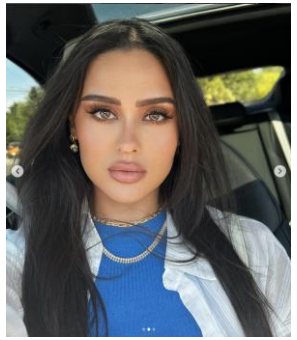
Minimalists aim for a natural makeup. This makeup style is also known as ”no-makeup makeup”, “second skin”, or “clean girl makeup”. Minimalists use only what is necessary to enhance their features to create a subtle, natural look.



Source: ggs_journey

Glam

Glam makeup style create a striking and bold appearance. There are more emphasis on the eye and lip with bold eyeliners and lip colors that pop out.



Source: christendominique

Trend seeker

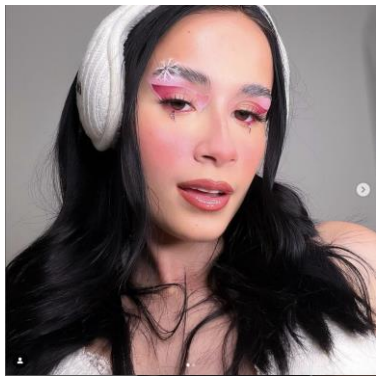
Trend seekers are updated with the latest makeup trends, such as the current trend of faux freckles pictured on the right. They’re willing to experiment with new and unconventional makeup trends.



Source: stephaniexlemus

Face as canvas

This group of consumer uses makeup as a form of expression. Their makeup often pushes the boundaries of traditional makeup and typically includes rare colors and textures.



Source: glambycarly

Consumer Profiles

Minimalist beauty consumers tend to be from the coasts, while glam consumers are from the south. Social media plays a huge role in shaping cosmetics consumption, especially for young consumers.

Minimalist

- Tend to focus more on skincare routine/pre-makeup skincare
- Likes smaller packaging for convenience and travel
- Also tends to care about environmental impact
- Aims to own fewer, but more effective products
- **California & New York** have the highest Google search index for "Minimalist Makeup"

NARS e.l.f. eyes lips face ILIA MERIT

Glam

- Stronger personality and confident
- Buys bolder, shinier and glossier colors of makeup
- More likely to try lip plumping and use false lashes
- Sticks to more professional brands and is willing to indulge in makeup
- The **deep south** has the highest Google search index for "Glam Makeup"

MAC KYLIE COSMETICS BY KYLIE JENNER NATASHA DENONA

Trend seeker

- Lots of time on social media**, especially TikTok**
- Open-minded and open to new things
- Often younger and **influenced by celebrities**, as many trending brands and trending looks were launched by celebrities

#showermakeup #lattemakeup #fauxfreckles #strawberrymakeup #bronzymakeup #cleangirlmakeup #underpainting #glowymakeup #dewymakeup #monochromaticmakeup #Utahgirl

Rare Beauty HUDABEAUTY FENTY

Face as canvas

- Artsy, makeup is their way of expression, a hobby
- Buys all sorts of makeup tools and materials
- This type of consumption peaks at **Halloween** every year
- These makeup artists also shine their talents at concerts and festivals like **Pride** and **Coachella**

花西子 Florasis COLOURPOP BLEND BUNNY cosmetics

Sources: Google Trends -12 month search data, Reddit, Maggwire

ABOUT



Our mission is to guide businesses to holistic growth overseas

Through our market research and strategy consulting, we equip businesses with the knowledge and guidance to achieve growth in China and beyond

Who we are

- A China-based **strategic research** firm providing companies the resources for holistic growth in China, from market exploration to expanding operations.
- We are your dedicated **on-the-ground insider for China,** bringing you closer to the reality of your market and customers.
- We believe in using **accurate data and insights in any strategic decision.**
- Our projects are always **executed 100% in-house**, from the tailor-made data collection fieldwork to the strategic deliverables.
- All our projects have one common theme: providing **client-centric solutions to strategic growth questions.**

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Our Values

Our clients' goals are our goals

We see ourselves as an extension of the client's business in China or their target country, hence, we advise them as if we were in their shoes and investing along with them.

Embrace change enthusiastically

Similar to how markets are constantly changing, our mindset is also always evolving. We value routine only when it helps us improve and we value change because it helps to keep pace with our time.

Freedom enriches creativity & responsibility

Freedom to manage and envision her or his mission increases the sense of responsibility to that mission.

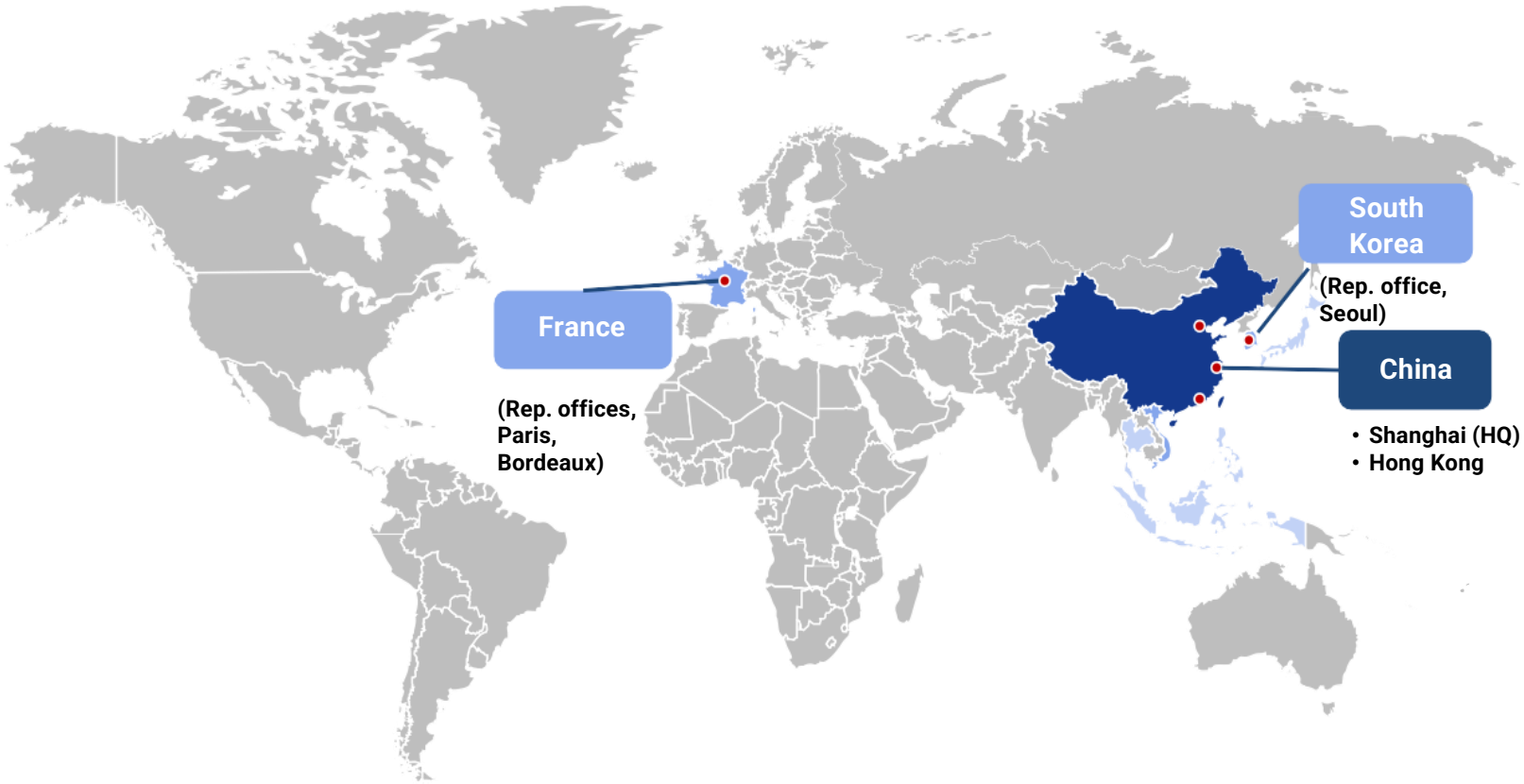
Knowledge is meant to be shared

While our projects team dives deep to provide catered research to clients, the media team shares insights publicly. At the same time, we foster a culture of sharing knowledge in our team, each individual works to increase their own knowledge and freely shares ideas each other.

Intellectual humility gives clarity

Only through the lenses of humility can knowledge be seen clearly. At Daxue Consulting, we are humble toward science and the truth. We interpret data in a way that lets it speak for itself, even if contradicts our hypothesis.

Our Global Network



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Our Clients

400+ clients with **610+ projects** over the past **10 years**



Clients' testimonials



JAPAC Revenue Strategy Manager @ **Twitter**

"Thanks so much for your hard work over the last several months and the multitude of presentations that you have done to [our] stakeholders. ***I highly appreciate the quality of work and also the patience with which you have answered the questions.***

Overall the work has been very well received and has been very educational for our teams in Singapore, New York and San Francisco. We will be using a lot of this information as we make critical investment decisions into China over the next several months.

Please do pass on our thanks to the entire Daxue team - hope you do take a moment with the entire team to celebrate the success and outcome of this project! ***Also, I would be happy for you to use my reference for any future clients****."*

Managing Director @ **Palmer Hargreaves**

"The communication, structure, problem solving and support we received from the team throughout the project was fantastic, *and it provided us with the ideal structure to keep the client engaged and confident of the deliverables.*

In terms of the outputs / deliverables, ***I was very pleased with the level of detail in the reporting, speed of response to questions and the flexibility to adjust and provide alternative output views.***

Should we be in the position of providing similar support to our clients in future, ***I would have absolutely no hesitation in contacting daxue consulting again, working in partnership to deliver a high-quality solution."***



E-commerce Manager @ **LIDL**

"Thank you so much for your and your team's support regarding our China eCommerce project. ***The feasibility study was very well delivered and useful to give us insights about China market.*** *As business evolves, we definitely need to keep abreast of the latest developments to cope with the rapid change of the market. In this sense,* ***we will continue to need your support to our business growth."***



Director Ecommerce Marketing EMEA @ **Ubisoft**

"Thank you for your answer. I've been through the presentation and ***I'm very impressed by all the useful detailed information*** *I've found. Thank you so much!"*

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