

Sample – For the full report, contact
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The Phoenix Generation: Pearl Research's China Youth Project

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About the China Youth Project

About This Study

Pearl Research's China Youth Project is a comprehensive and insightful lifestyle study on Chinese youths ages 16 to 30.

The study identifies emerging trends, attitudinal shifts and what's hot in games, Internet, entertainment, technology, fashion, and consumer products.

The report is based on more than 200 one-on-one interviews and online surveys of Chinese youth. Pearl Research conducted interviews in first- and second-tier cities in China, capturing the differences in income levels and preferences across the country.

The study helps companies understand this important demographic and what drives their lifestyle choices and spending habits.

Pearl Research also provides actionable strategies on how to effectively connect with this group.

Please feel free to contact us for more information about our customized research and consulting services.

What is Covered?

- ✓ Essential facts and statistics including income levels, shopping and spending patterns on technology and consumer products
- ✓ Opinions on fashion, music and technology and celebrities
- ✓ Online behavior and technology adoption and usage.
- ✓ Attitudes toward their future
- ✓ Trend-spotting with a focus on trends that have a business impact. Most importantly, Pearl Research provides insights into the origins and implications of these trends.
- ✓ Featured interviews with unique individuals. They each have unique stories to tell and can offer some insight into China's youth.

