



The Phoenix Generation: Pearl Research's China Youth Project

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Sample – please contact Pearl Research at 415-738-7660 or email mail@pearlresearch.com for an excerpt or more information about this ongoing series of reports.

Table of Contents

About the China Youth Project	4	▪Parents Play a Larger Role in Providing Income	29
		▪Brand Consciousness is High among Chinese Youth	30
		▪Häagen Dazs in China: A Success Story of Brand Building	31
		▪Attitudes Toward Counterfeit Products Evolving for Upper-middle Class	32
		▪Increased Credit Card Usage and Online Purchasing	33
		▪Conclusion and Recommendations	34
Methodology	6		
▪City Spotlight: Beijing and Nanjing	9		
▪First Tier Versus Second Tier Cities	10		
Key Highlights	11	Online Gaming	35
▪Defining the Phoenix Generation	12	▪Computer Gaming: Top Leisure Activity	36
▪Income and Spending	13	▪51% of the 162 Million Internet Users in China are under 25 Years Old	37
▪Internet and Chatting	14	▪Highly Concentrated Publishing Market with Emerging Companies	38
▪Youth Culture	15	▪Top Online Games Exceed 1.5m Peak Concurrent Users	39
▪Unique Characteristics of Chinese Society	16	▪Word-of-Mouth an Important Source of Information	40
▪Chinese Youths are Receptive to International Influences	17	▪Meeting Friends Online Through Online Games	41
▪The me-we duality	18	▪Joining a Clan is Popular for MMORPG Gamers	42
▪Wealthy Youth and Parents are Influences	19	▪Gamers Wary of Scams	43
▪The Hot List: Cited by Our Interviews	20	▪Game Related Cheating and Frauds are Rampant	44
▪Upcoming Trends	21	▪Interest for Domestically Produced Titles are on the Rise	45
▪Importance of Connecting with the New Chinese Consumer	22	▪International Games are Considered More Sophisticated	46
		▪Domestic Produced Games Have Lower PC Specs	47
Demographics and Income levels	23	▪Domestic Produced Games Have an Operational Advantage	48
▪Executive Summary	24	▪Female Gamers and Avatars	49
▪Different Income Levels	25	▪“Cute” Female gamers	50
▪Little Emperors and Princesses	27	▪Internet Cafe an Integral Part of Gaming Culture	51
▪Growing Urban Disposable Income	28	▪Game Operators Market Directly to Internet Cafe Patrons	52

Table of Contents

Online Chatting	53	This is What I Buy: Spending Diary	92
▪More than 370+ Million IM Users in China	54	▪ XX*	93
▪Chatting about Chatting	55	▪ XX*	96
▪Seeing is Believing: Growth of Voice and Visual Chatting	57		
▪Popularity of QQ and Potential Growth in Less-Developed Regions	58	Conclusions	99
▪Chatting Enables Meeting Friends and Dating	59	About Pearl Research	101
A Need for Speed: The Growth of Racing in China	61		
▪A Growing Car Culture	62		
▪How Fast, How Furious? Drag Racing in Beijing	64		
▪Car Racing Slang	66		
▪Summary	68		
Yo Mama! Chinese Urban Slang	69		
The New Leifeng: Modern Heroes in China	72		
▪I Admire...	74		
▪The Me Generation	75		
▪More Quotes about Modern Heroes in China	76		
In Their Own Words: Select Profiles of Chinese Youth	77		
▪XX*: Dance Like No One is Watching	78		
▪XX*: Life is Short so Enjoy!	81		
▪XX*: Play hard, No Regrets!	84		
▪XX*: Music Makes Me Feel Alive	87		
▪XX*: I Like Designer Goods	90		

XX*: Names have been hidden for this public table of contents but are listed in the full report.

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 interviews and an 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.



Coming Soon in April/May 2008: Phoenix Generation Updates



What is Covered?

- ✓ Special sections on street basketball
- ✓ Cosmetics
- ✓ Hip-hop lifestyle
- ✓ Gaming tournaments
- ✓ Consumer segmentation
- ✓ Gamer segmentation
- ✓ Continuation of coverage on fashion, music and technology and celebrities
- ✓ Increased sample size for both qualitative and quantitative interviews