

THE NEW WOMEN IN CHINA

Holding Up the Entire Sky

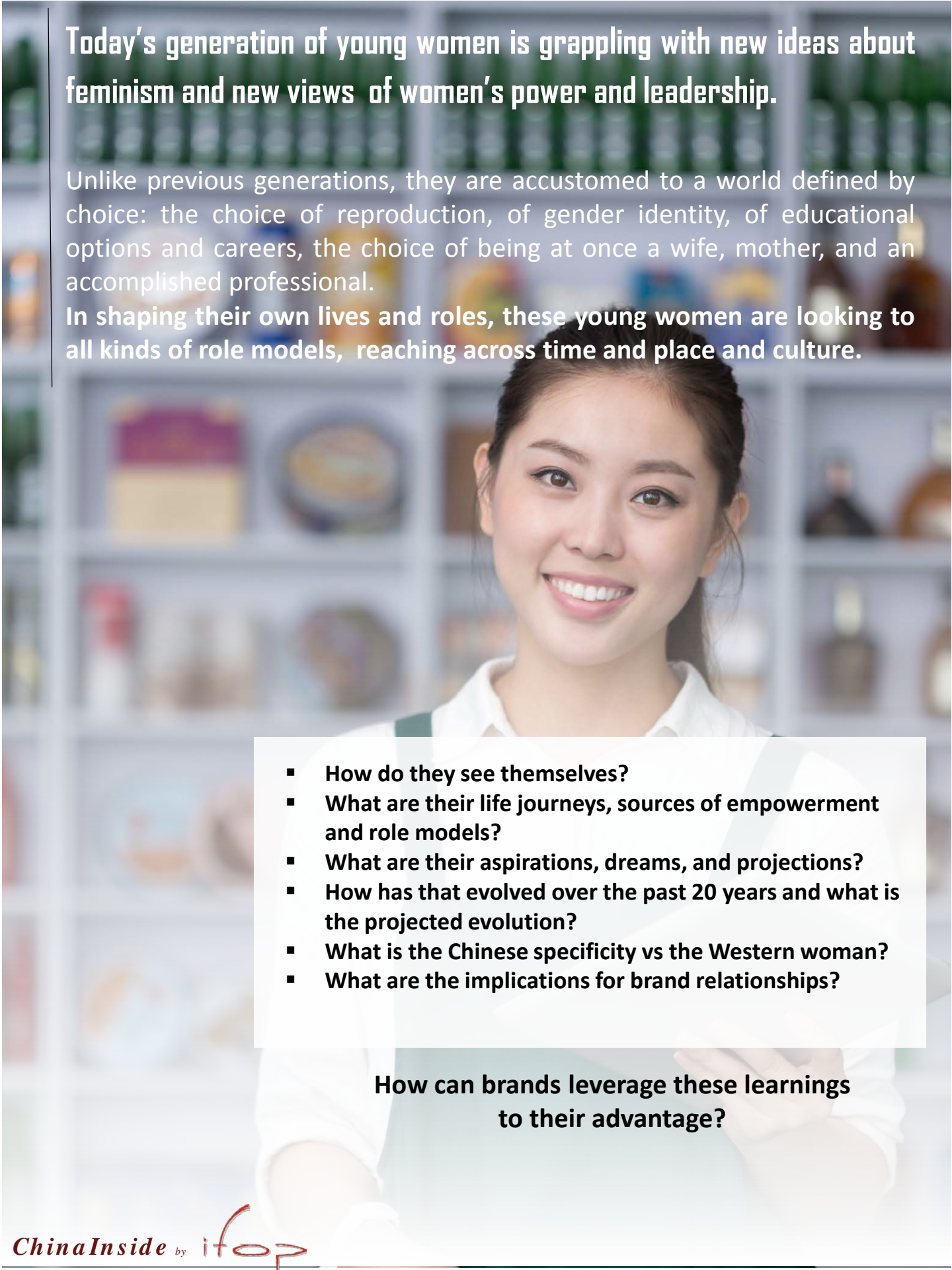
A study in the current aspirations and levers
towards female empowerment in China,
and the implications for brands today and tomorrow

China Inside by ifop

Today's generation of young women is grappling with new ideas about feminism and new views of women's power and leadership.

Unlike previous generations, they are accustomed to a world defined by choice: the choice of reproduction, of gender identity, of educational options and careers, the choice of being at once a wife, mother, and an accomplished professional.

In shaping their own lives and roles, these young women are looking to all kinds of role models, reaching across time and place and culture.

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- **How do they see themselves?**
 - **What are their life journeys, sources of empowerment and role models?**
 - **What are their aspirations, dreams, and projections?**
 - **How has that evolved over the past 20 years and what is the projected evolution?**
 - **What is the Chinese specificity vs the Western woman?**
 - **What are the implications for brand relationships?**

How can brands leverage these learnings to their advantage?

A TWO-STEP RESEARCH

1 Capture the essence, drivers, and role models of the new women in China, the levers towards female empowerment

Experts Depths

- Social psychologist
- Acknowledged trailblazers
- Key blogger
- Executive Creative

Female Depths

- SEC++ women
- 20 to 40 years old
- Spread over T1, T2, T3

2 Quantify the relevance and aspirational value of these role models among the top 20% of the female population

Quantitative – 600 interviews

- Women, 20 to 40 years old
- T1, T2, T3
- Social classes Top 20%

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ChinaInside by Ifop is a new practice geared towards helping global companies boost their business in China through understanding, decoding, and leveraging Chinese consumer trends & dynamics.

It operates with 2 dedicated cross-border teams, in Shanghai and in Paris, to help you connect to the reality of the Chinese market.