



THE NEW WOMEN IN CHINA

HOLDING UP THE ENTIRE SKY

**A comprehensive look
into who they are**

OCTOBER 10, 2017

ifop

GENDER EQUALITY IN CHINA - TIMELINE



1949

The Chinese Republic promotes women's equality



1980

Second Marriage Law attempts to stem discrimination



2012

Activists bring social issues into public forums

2017



1950

Mao's new marriage law



1990 - 2000

The unexpected consequences of the one-child policy



2015

China cracks down on feminists



CHINESE WOMAN KEY FACTS

Women are 48.6% of China's population.
(China's total population is 1,37 billion, 2017)

More Women Are College Educated Than Before. Women represented just over half (51%) of tertiary graduates in 2014.

40% of working women in China are **hesitant to have children** in 2017.

63% of **women worried that having children** would significantly impact their career development.

Almost **50% of highly educated women** (with post-secondary education) were unmarried in 2010, 10% higher than the percentage of unmarried and highly educated men.



EMBRACING ONE'S OWN VALUES AND CULTURAL HERITAGE

A FEW FIGURES – JWT 2016

88% of Millennials
are **proud of**
national traditions
and customs

91% think it is
important to
hold on to
family traditions

75% believe
that **traditions**
hold society
together





EMBRACING ONE'S OWN VALUES AND CULTURAL HERITAGE

CONFUCIAN VALUES

- Filial piety
- Loyalty
- Benevolence, righteousness ...

CULTURAL HERITAGE

- Calligraphy
- Guqin – traditional Chinese chord instrument
- Qipao
- Dragon robes (mang pao)
- Ancestral craftsmanship
- TCM

CHINESE WOMEN'S CONSUMER DRIVERS

 <p>LOOKING MORE BEAUTIFUL</p>	 <p>EATING BETTER</p>	 <p>BETTER HOME</p>	 <p>MORE MOBILITY/CONNECTIVITY</p>
 <p>HAVING MORE FUN</p>	 <p>WELL-BEING (HEALTH/ EDUCATION)</p>	 <p>LUXURY</p>	





EXCLUSIVE RESULTS OF THE IFOP SURVEY

THE NEW WOMEN IN CHINA

METHODOLOGY

Qualitative F2F IDIs

T1: Shanghai/Beijing, T2: Chengdu, T3: Dalian

Quantitative

T1, T2, T3

-
- Sample size: 16
 - 12 women, 20-35 years old
 - High education, working, regular consumer of luxury and premium brands
 - 4 women experts in their field: renowned sociologist, renowned blogger, VP wealth management, Grey advertising VP
- Sample size: 600 interviews
 - Women, 20 to 40 years old
 - Social classes TOP 20%
-

THEY'VE COME ALONG WAY FROM THEIR PAST... AND THE PERCEIVED MISCONCEPTIONS OF THE WEST.

- OBEDIENT AND CONVENTIONAL
- NO IDEA OF GROOMING
- A VIRTUOUS, STAY-AT-HOME MOM, GENTLE, SUBMISSIVE, SELF-SACRIFICING
- NO CHOICES
- HUSBAND IS HER LIFELINE



1875
-1907



秋瑾 Qiu Jin, xxx
Women 's rights advocate,
including anti foot-biding

1897
-2003



宋美齡 Song May-ling, xxx
1st lady, symbol of sophistication

1946-



靳羽西 Yuesai, 1946 -
1st to teach women beautification ...
and to do it for themselves



THEY ARE PART
OF A LONG HISTORY OF WOMEN...

...seizing the tradition
in opportunity

that's existed since
before Mao's "women hold up
half of the sky"

...AND A MORE RECENT HISTORY OF ACHIEVEMENT...



H-Capital, Chen Xiaohong & Ruby LU



Lucy Peng, co-founder Alibaba



Zheng Xin, co-founder
and CEO of SOHO China

- They hold **51%** of senior management positions
- They are outstanding in venture capital
(source Bloomberg Sept 2016)
 - launching more than **50% of all new Internet companies**, helping fuel the technology boom
 - the largest venture capital fund ever raised by a woman is in Beijing, H-Capital ... run by a former librarian, Chen Xiaohong
- Some **550 publicly-traded companies** have women on their boards; 2 of the 4 companies in the world with all-female boards are Chinese.
- **50% of the world's self-made** female billionaires are Chinese
- **14 made it to the Forbes Top 50 Most Powerful Women in 2016**

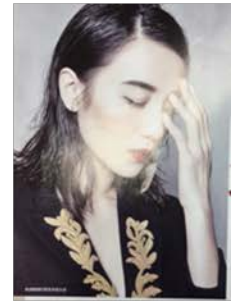


They have defied a history
that told them never to try.



...AND A PRESENT THAT TRIES
TO DISCOURAGE THEM...

THEY PERCEIVE THEMSELVES AS ...



- **APPROACHING** MUTUAL RESPECT IN THE COUPLE
- **AMBITIOUS & TAKING CONTROL OF HER LIFE** –CAREER PLAN, COMMANDS A PROFESSIONAL LOOK, AIMS FOR GLASS CEILINGS
- **SOPHISTICATED, WORLDLY, WITH TASTE**

AND...

INDEPENDENT

STRONG WILLED

DRIVEN

COMPETITIVE

EDUCATED

DARING

CURIOUS

WITH FULL, FAST-PACED LIVES...



HAPPINESS

IS
BEING YOUR OWN PERSON:
self-creating, self-governing,
self-actualizing

vs
material wealth, status &
power
... money being a means to
an end



THEY REPRESENT OR ASPIRE TO A NEW MODEL OF EMPOWERMENT



THROUGH THEIR LIFE CHOICES, THEY ARE RESHAPING THE SOCIAL LANDSCAPE OF CHINA

Redefining working & breaking glass ceilings:

- “From working to live to living to work”
- From a good position to rising to the top of companies or becoming successful entrepreneurs



Redefining marriage:

- From mandatory to choice and the right to be single
- From submission to partnership and mutual respect

Redefining the mother's role and parenting:

- From the self-sacrificing nurturer to role model and inspiration
- From the performance model to encouraging their children to find their happiness

Redefining the status of the child:

- From future necessity to an individual

THANK YOU



VALÉRIE CHASSÉ

Head of International Qualitative, Ifop

Valerie.chasse@ifop.com



AMY TAN

Head of Qualitative, Ifop China

Amy.tan@ifop.com

*We spoke with some amazing women.
Following in the footsteps of pioneers of women's rights and of
individuality, they are writing their own stories and ploughing
forward in a society that doesn't quite recognize their worth.*

