

China's Millennials

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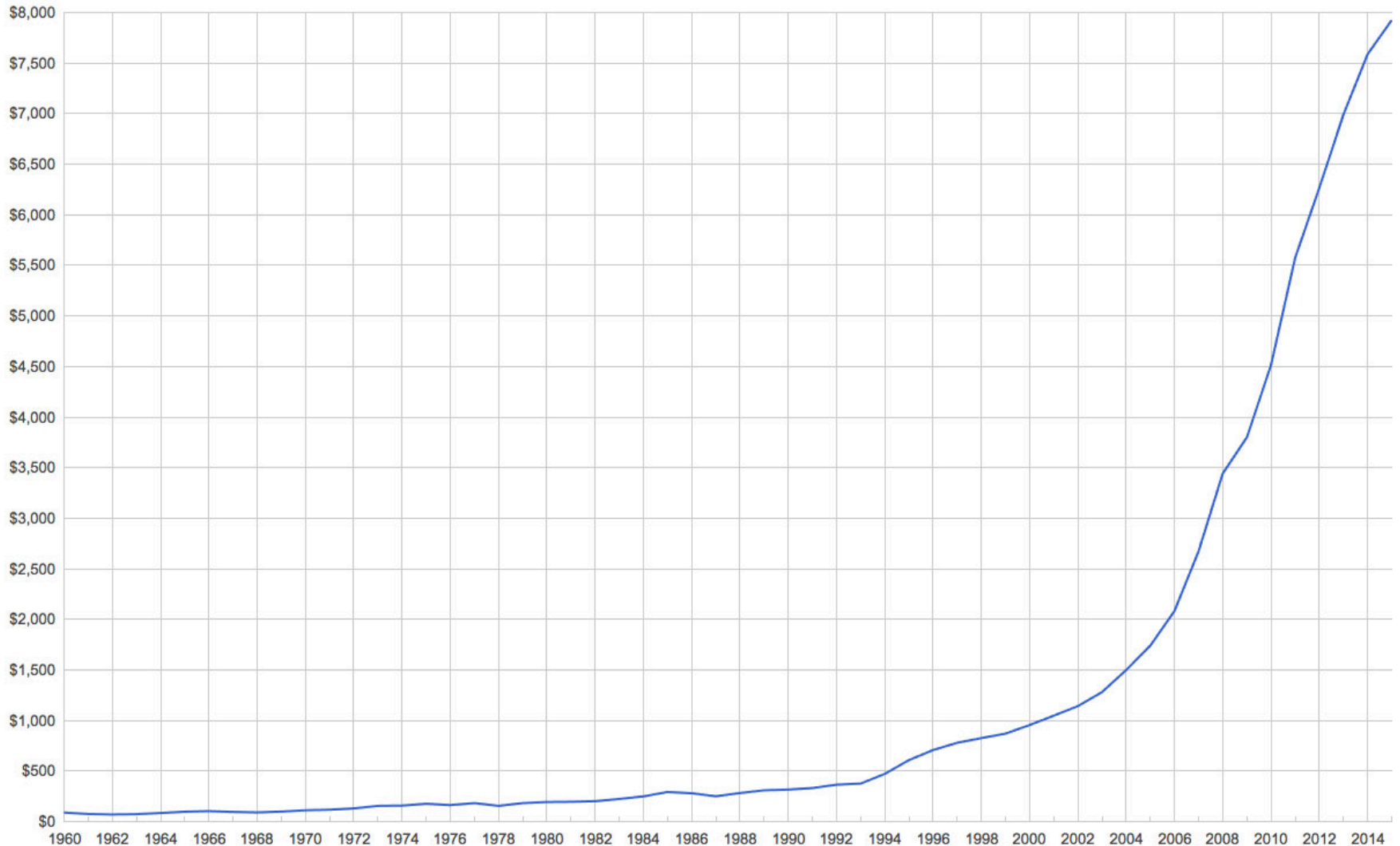






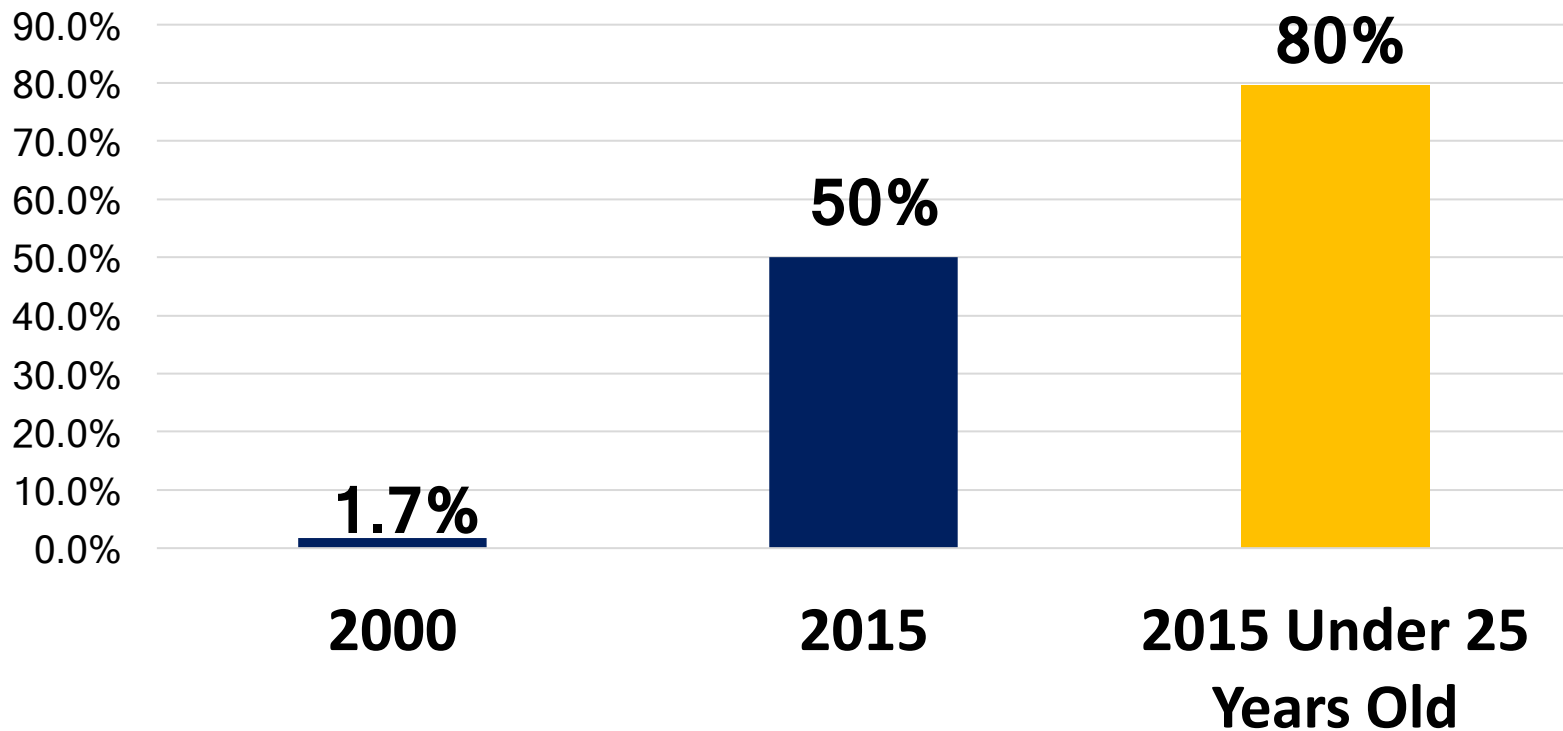
China's GDP per capita (current US\$)

GDP per capita (current US\$)



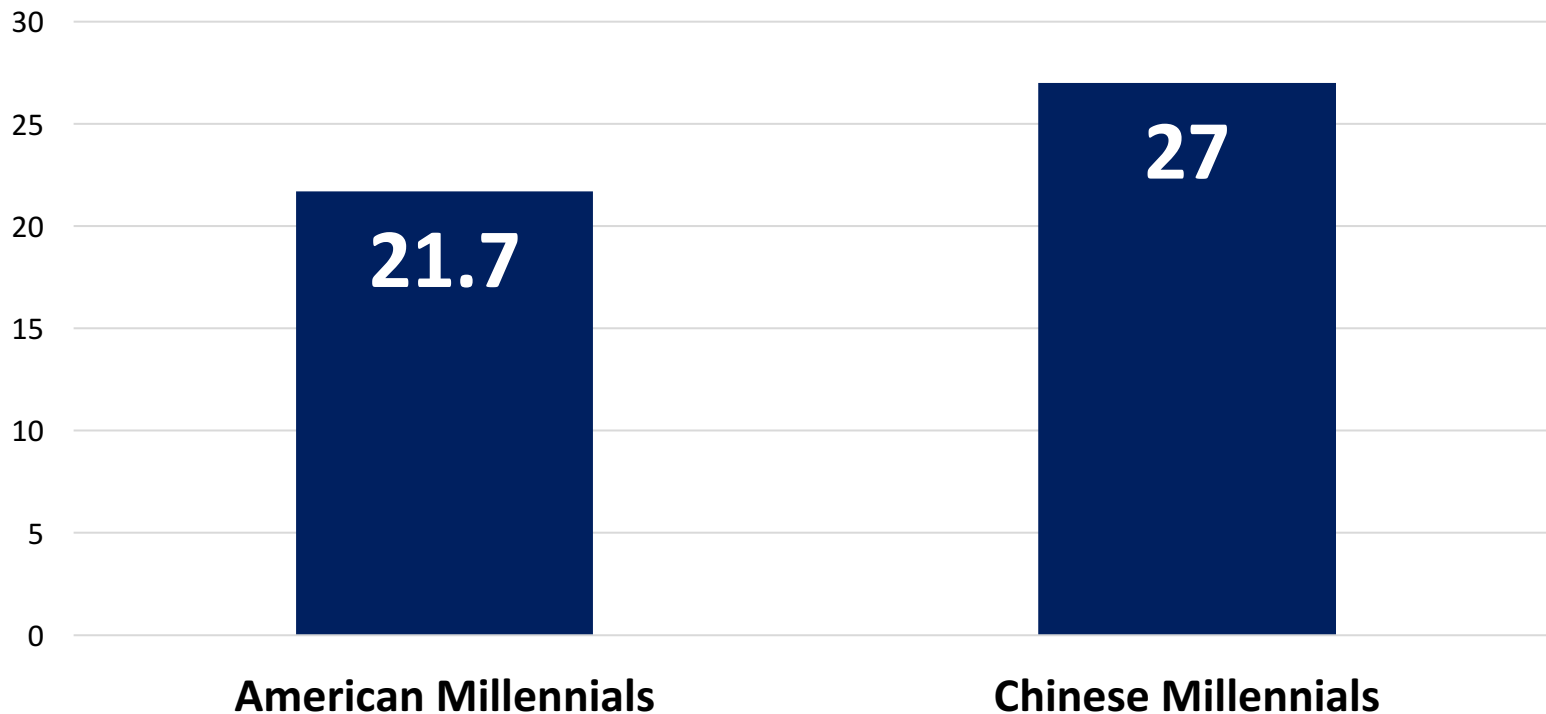
Source: World Bank Public Data

Internet Penetration



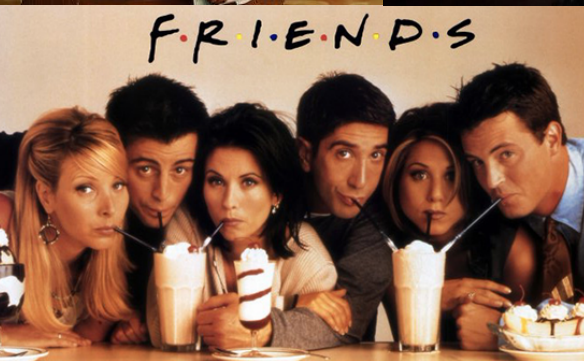
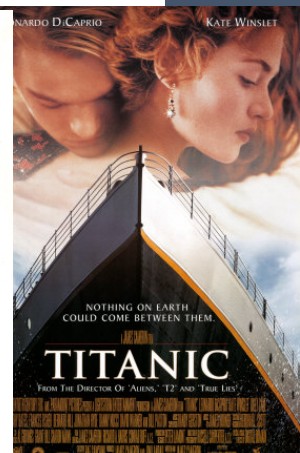
Sources:
World Bank Public Data
China Internet Network Information Center
GGV Capital – “200 Million Trendsetters: China’s Millennials are Shaping the Global Economy”

Hours Spent Online Per Week



Source
GGV Capital – “200 Million Trendsetters: China’s Millennials are Shaping the Global Economy”







- 74% of Chinese aged 18-35 say, “I feel I have more in common with young people in other countries than I do with older people from my own country.”

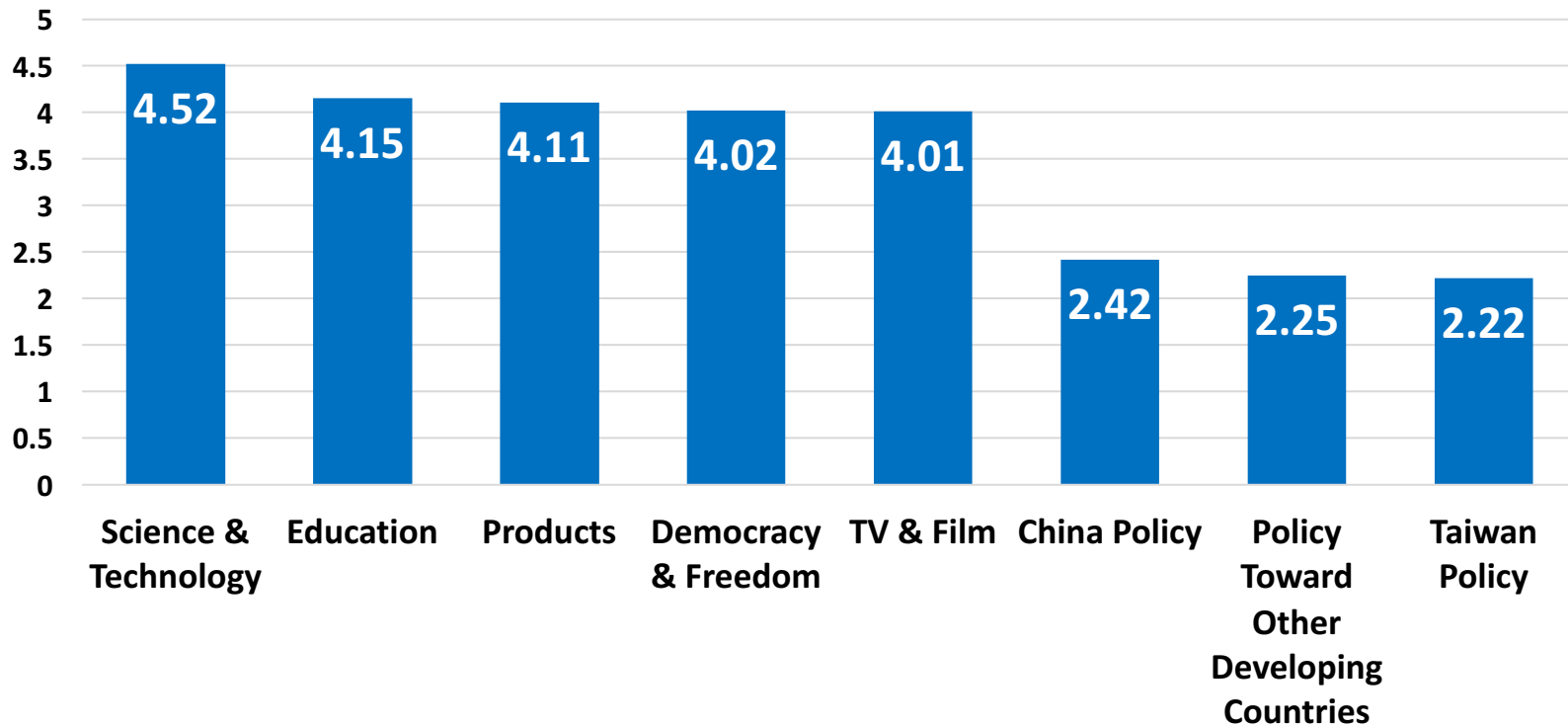
Patriotic Education



“Never forget national humiliation”

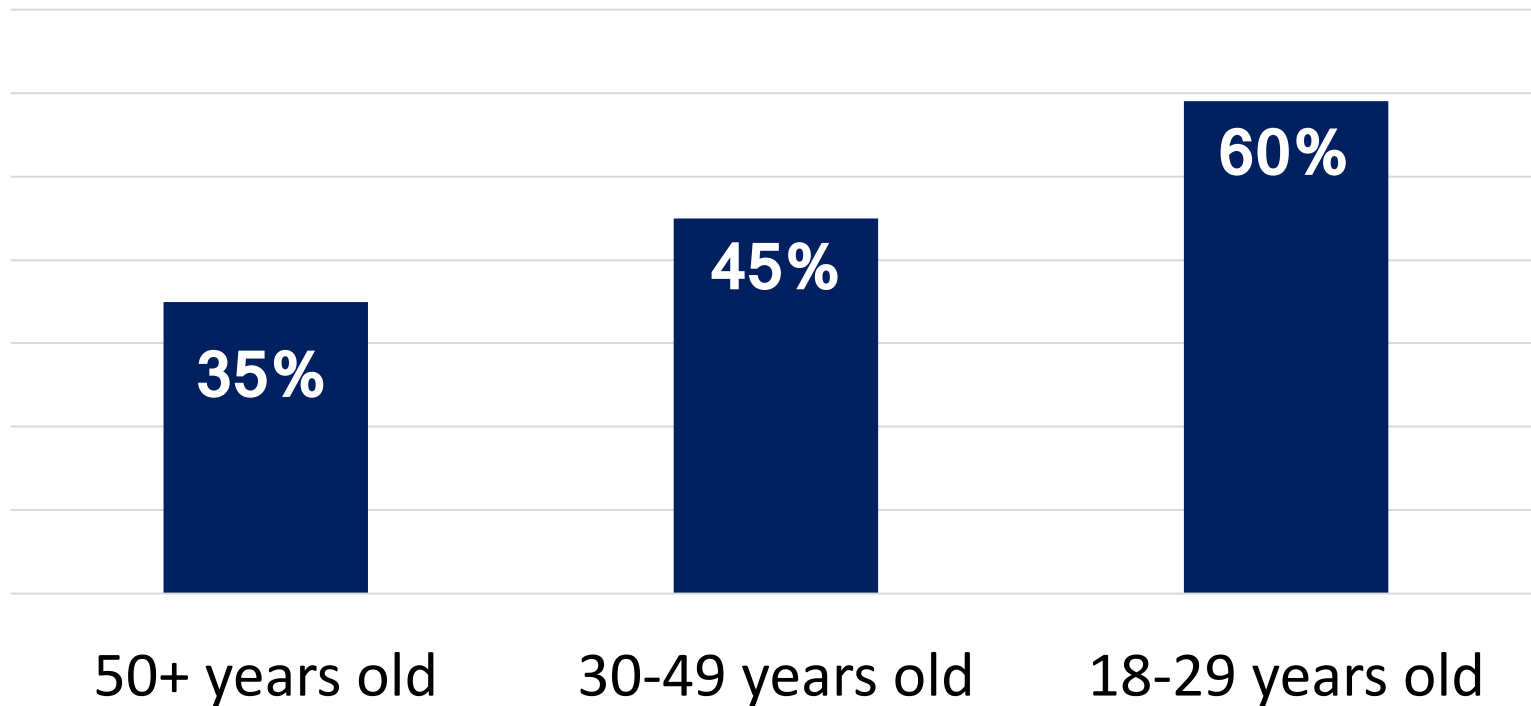


Favorability toward U.S. on different aspects (out of maximum of 5)

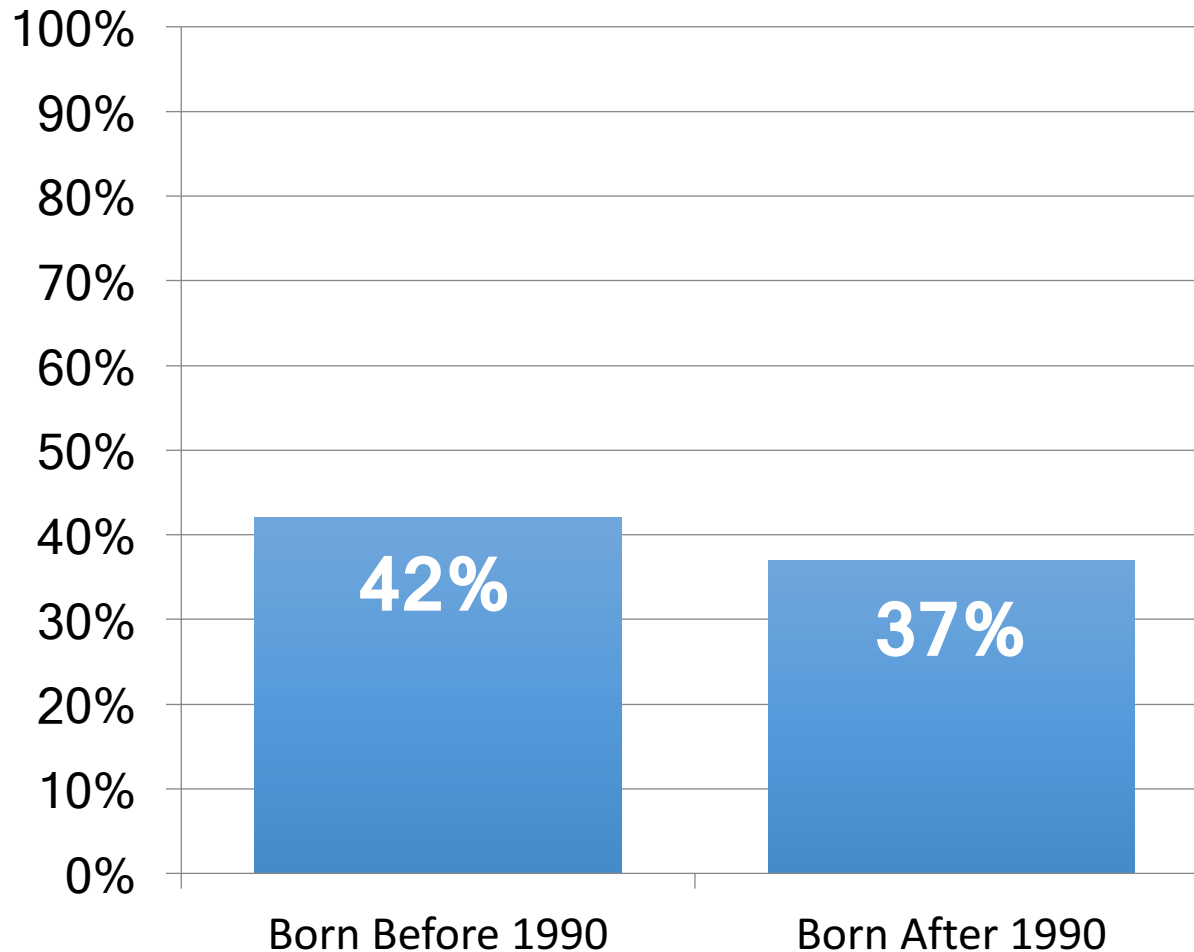


Source: "Bifurcated Images of the U.S. in Urban China and the Impact of Media Environment." Tianjin Shi, Jie Lu & John Aldrich.

Proportion of Chinese that view the United States favorably



“Send in the troops” should be a possible policy option to deal with the Diaoyu Island dispute with Japan.

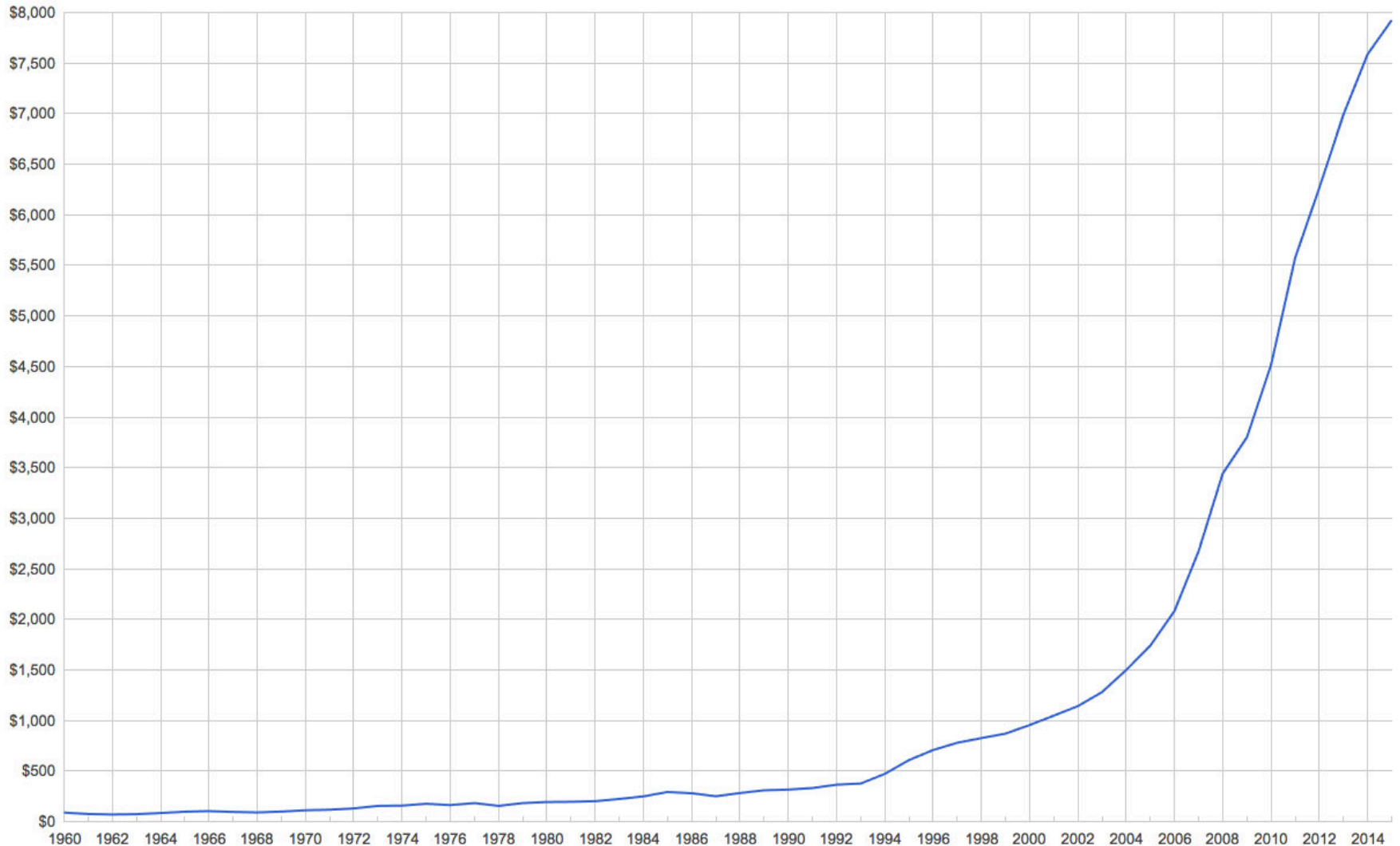


Source: “Exploring China’s ‘Maritime Consciousness’: public opinion on the South and East China Sea disputes.” University of Western Australia’s Perth USAsia Centre

Rising Expectations/Tougher Reality

China's GDP per capita (current US\$)

GDP per capita (current US\$)



Source: World Bank Public Data

Work

Exhibit 61: Millennials' changing attitudes towards work: pay becoming less important, enjoyment more important
"Why do you work?" & "What do you consider when choosing a job?", % of survey respondents



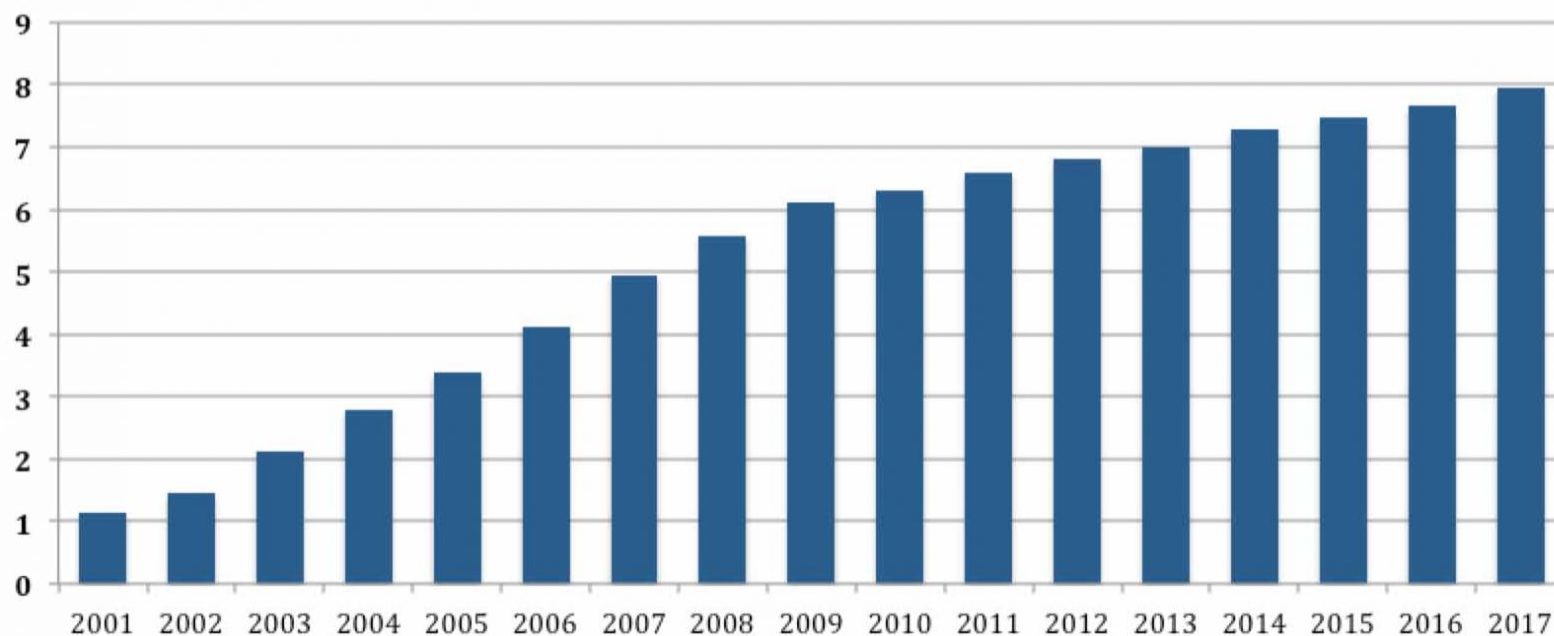
Source: zhaopin.com

via: Goldman Sachs. "Chinese Millennials." September 8, 2015.

- 63% of Chinese aged 18-35 say, “a lot of people my age are seeking jobs that give back to society.”

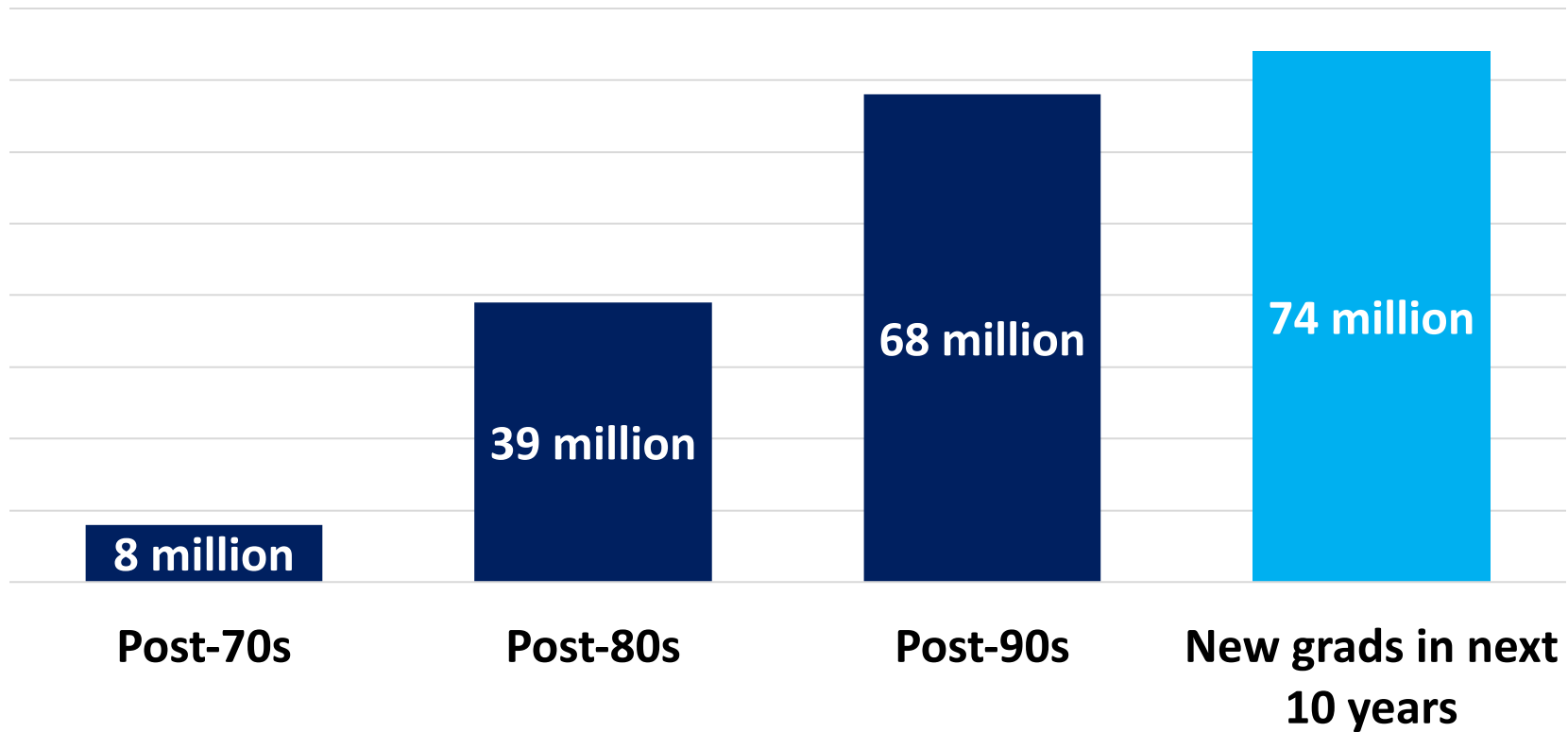
Number of New College Graduates

**Number of New College Graduates in China by Year
(Millions)**

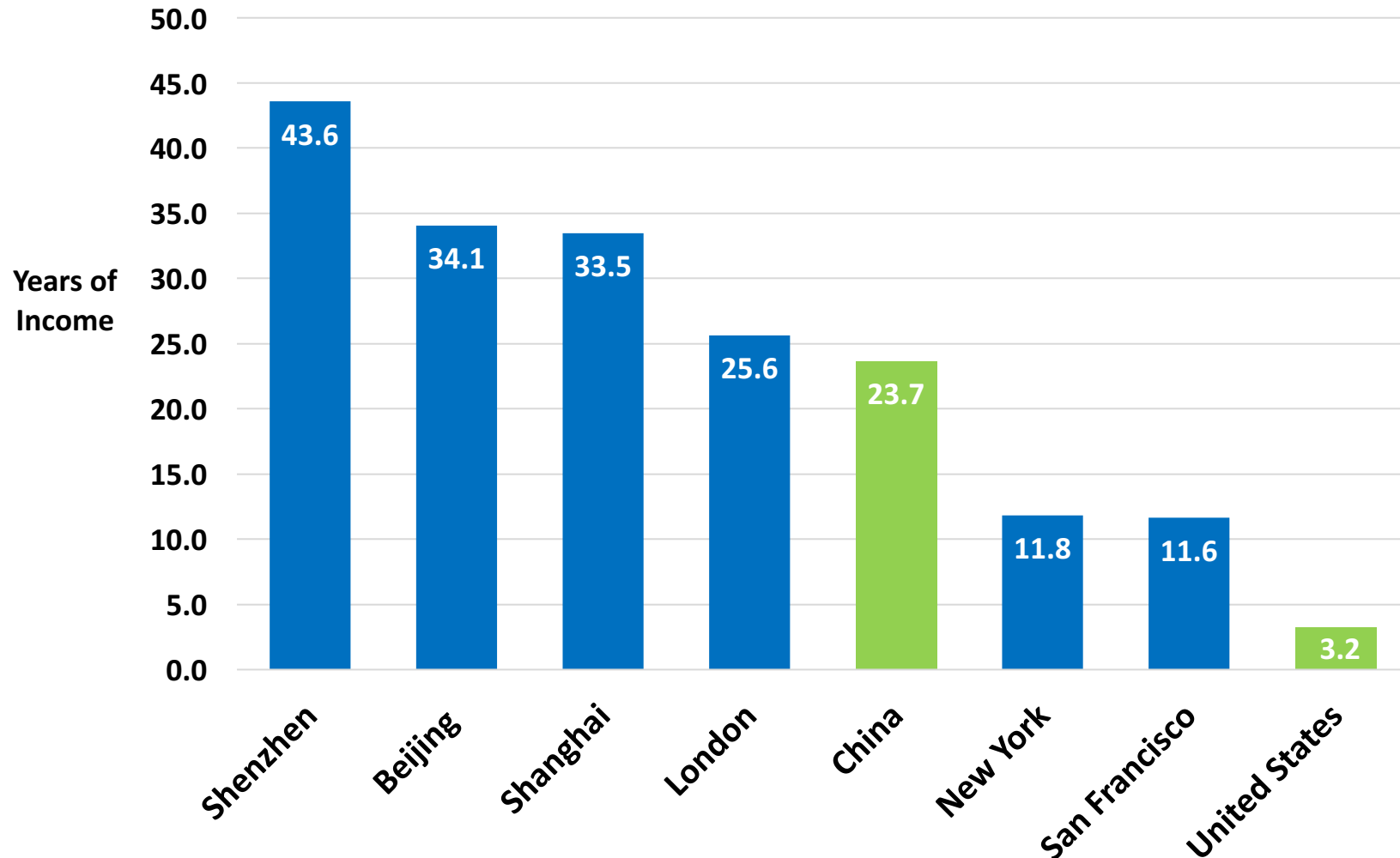


Source: Ministry of Education

Number of College Graduates



Average Housing Price to Income Ratio



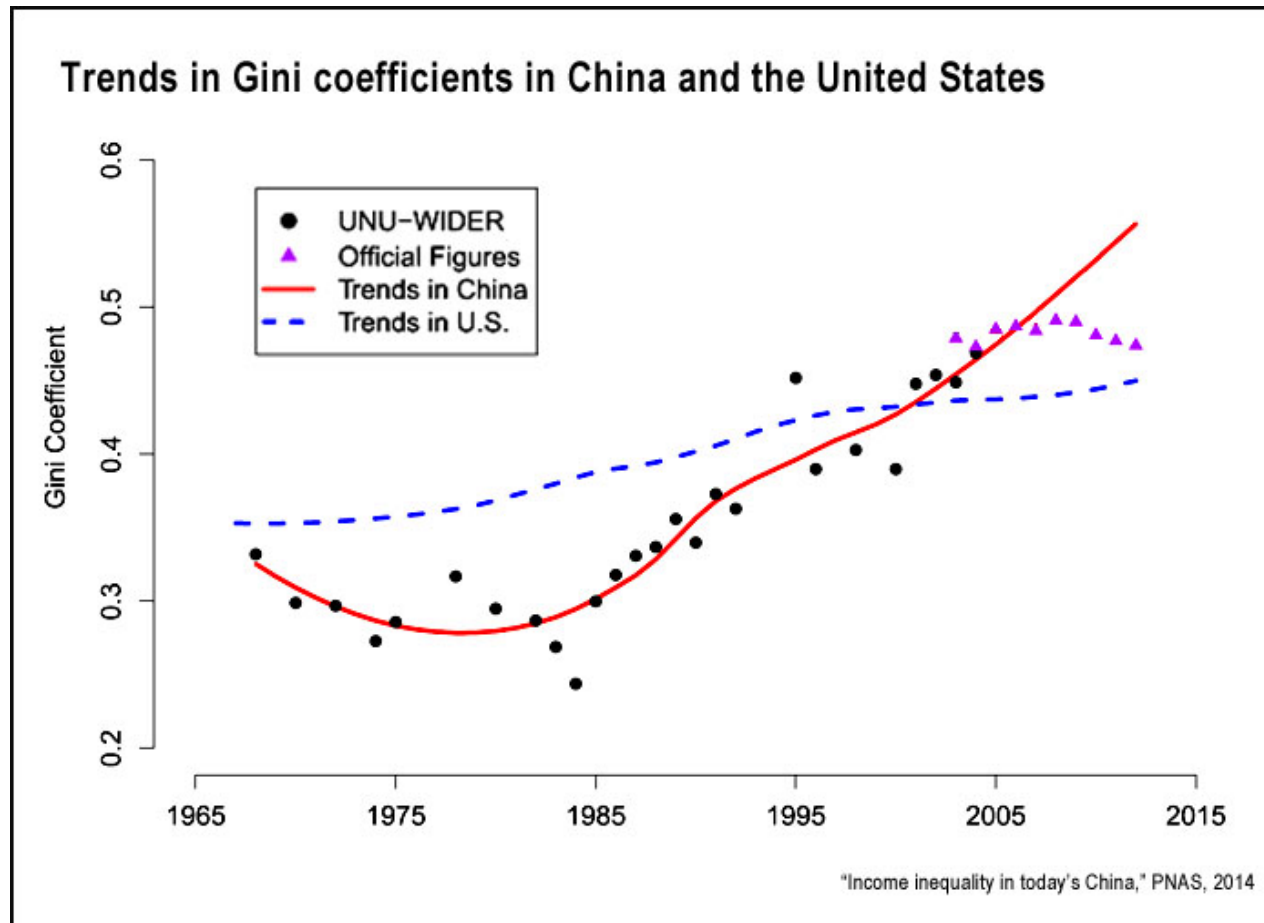
House slave (Fáng nú 房奴)

Chewing on the old (Kěn lǎo 啃老)

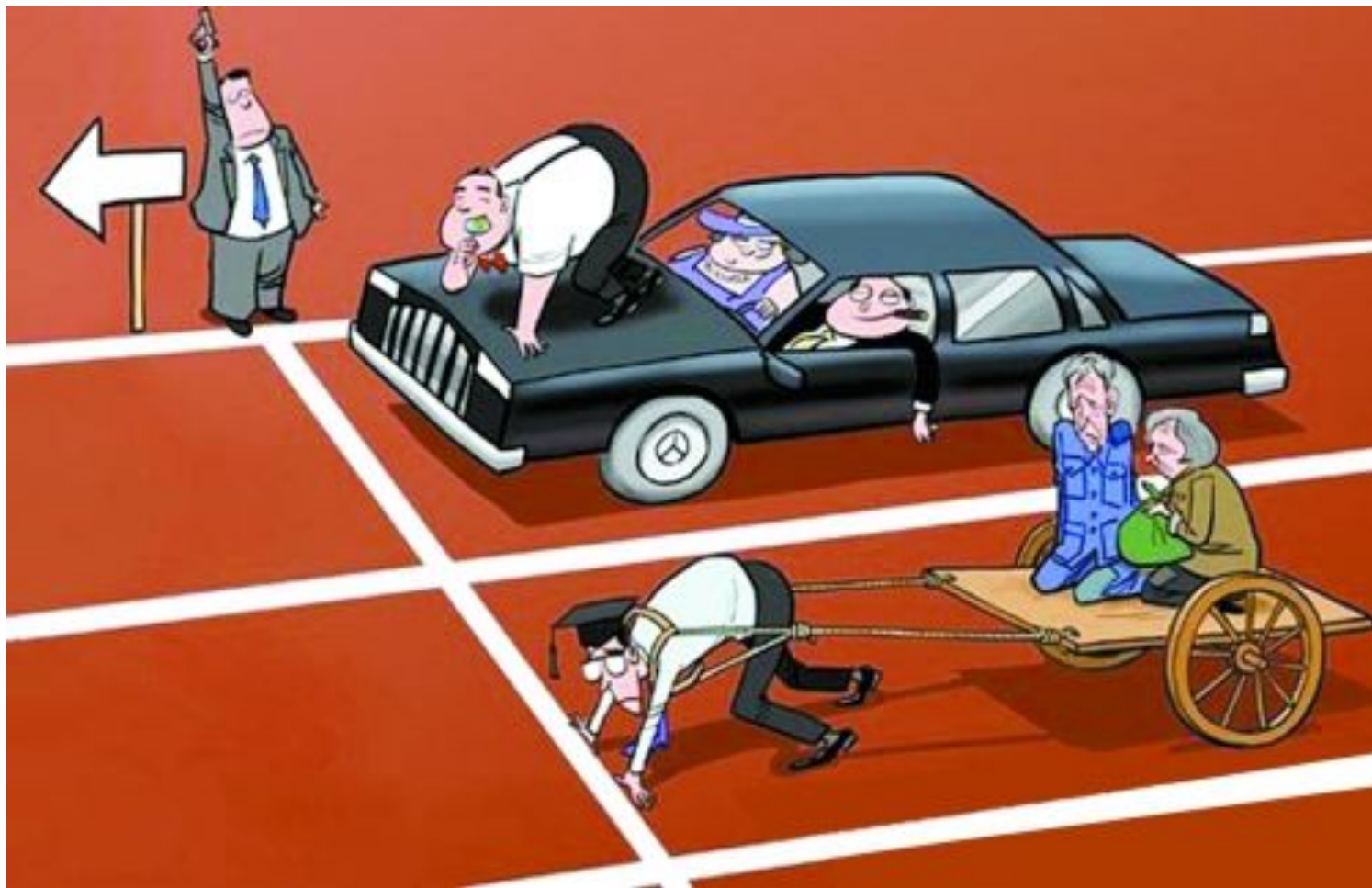
“Ant Tribes” and “Rat Tribes”



Income Inequality



Source: Xie, Yu, and Xiang Zhou. "Income Inequality in Today's China." *Proceedings of the National Academy of Sciences*. 2014



“One Child” Complications

- Gender Imbalance
- Aging population

Clashing Dreams

- Parents want kids to get a job, a house, a spouse, and a baby.
- Kids want ???

Diǎosī (屌丝)



Escapes



Religion

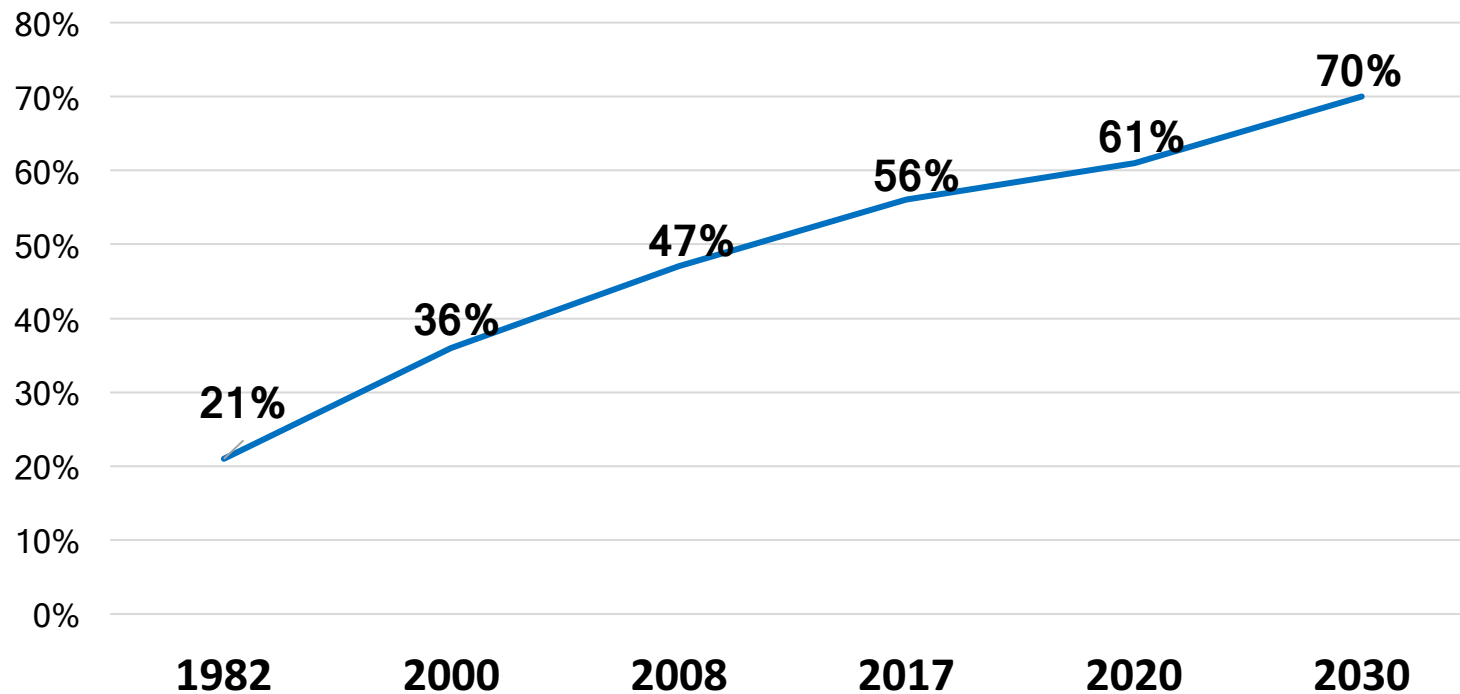
- 62% of China's religious believers are between 16-49



Urbanizing

- 36% of millennials (born 1980-2000) have experienced urbanization
 - (23% born in cities, but 59% now living there)

China's Urban Population









Protest for male-female "toilet parity"



Lesbian couple attempts to register marriage in Beijing



Protest against domestic abuse



"Let's go Southern Weekend"



"Every flower blooms into strength"

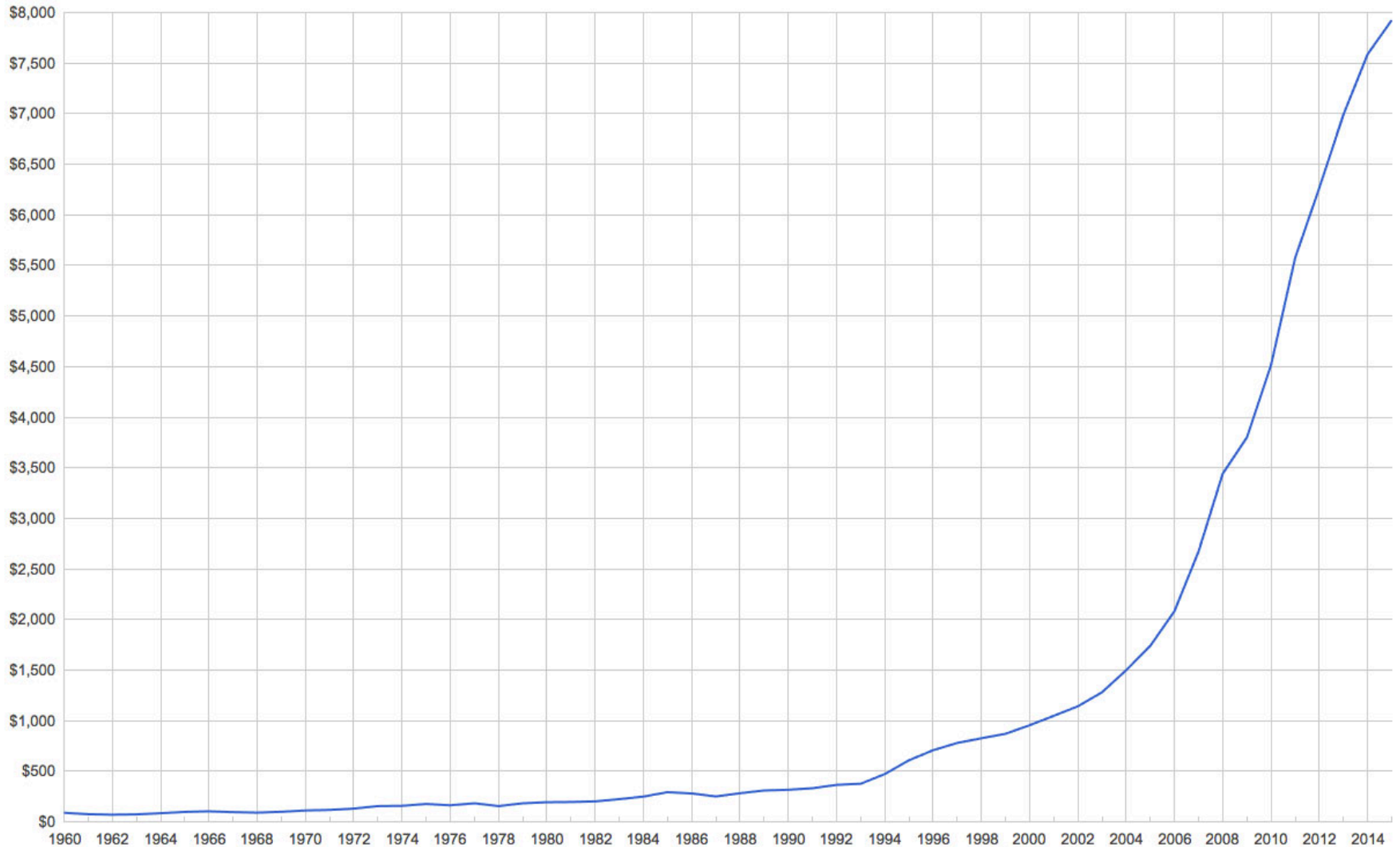


- 85% of “Post-90s” optimistic about China’s economic future
- 76% optimistic about China’s political future

Source: Du, Guiyong. 中国网络社会心态报告[China Social Psychology Network Report]. Fudan University Communication and National Governance Research Center, 2014.

China's GDP per capita (current US\$)

GDP per capita (current US\$)



Source: World Bank Public Data

China's Millennials

- Attributes
 - More educated
 - More individualistic and rebellious
 - More demanding
 - More willing to take risk
 - Less afraid of authority
 - Less satisfied with mere economic growth
- Challenges
 - Job crunch
 - Income and opportunity inequality
 - Housing prices
 - Urban/rural divide
 - Gender imbalance
 - Aging population
 - Generation gap
 - Social and moral anomie

Discussion questions

- Compare the challenges that American and Chinese millennials face. How are they similar? What's unique about China?
- What generation gaps do you feel with your parents, and what do you think caused them to develop? How does that compare to China?

Contact

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- Twitter: @EricFish85

Further Reading

- [*China's Millennials: The Want Generation*](#). Eric Fish, Rowman & Littlefield
- [*Never Forget National Humiliation*](#). Zheng Wang, Columbia University Press
- ["Why's Beijing So Worried About Western Values Infecting China's Youth?"](#) Eric Fish, *ChinaFile*
- ["Inventing the 'authentic' self: American television and Chinese audiences in global Beijing."](#) Yang Gao, Singapore Management University
- ["How the rise of a liberal, social media-savvy generation is changing Chinese society."](#) Alec Ash, Vox
- ["The Balinghou."](#) James Palmer, Aeon
- ["China's Millennial Migrants' Discontent."](#) Damien Ma, Foreign Affairs