CHAPTER 7

Chinese Urban Resident Quality of Life Investigative Report 2012

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Abstract

“The Chinese Resident Quality of Life Indicator Report” is an ongoing follow-up survey begun by the Horizon Research Consultancy Group in 1993. A composite of several years of the survey demonstrates that urban resident satisfaction of life has increased gradually from year to year since 2000. The survey’s results from this year demonstrate that microeconomic indicators such as personal income, profession, social security, consumer confidence, and others affecting overall life satisfaction are on the rise, and price tolerance levels have stayed low. Economic pressure is everywhere, and concerns related to old-age care are growing. Awareness of such social stability problems as loss of public faith in the commercial domain and the rich-poor divide are growing increasingly obvious, and approval of the State’s direction of development and confidence in government management have stayed high. There has been a great deal of emphasis placed on territory disputes, and there are high appraisals and strong confidence in the government’s foreign policy performance.

* The analysis data from this report come from household surveys in 10 cities: Beijing, Shanghai, Guangzhou, Wuhan, Chengdu, Shenyang, Xi’an, Dalian, Xiamen, and Jinan. The ages of respondents varies from 18 to 65. Not fewer than 200 successful testing samples were obtained from each city, for a total of 3091 successful samples. Investigators surveyed many levels of society and drew samples at random. The data have been weighted based on the real population of each place investigated. The standard deviation of samples given a 95 percent degree of confidence was ±1.02 percent. The composition of survey samples was as follows: male 58.5 percent, female 51.5 percent; 16–25 years 13.2 percent, 26–35 years 27.8 percent, 36–35 years 28.5 percent, 46–55 years 21.8 percent, 56–65 years 8.7 percent; primary school education or less 2.8 percent, middle school education 22.8 percent, high school/vocational/technical school education 40 percent, high-level vocational college 23 percent, undergraduate education and higher 11 percent, and 0.4 percent unwilling to report education level.
Keywords

Overall life satisfaction – microeconomic indicators – future confidence

1 Steady Improvement in Feeling of Satisfaction

The 5-point Satisfaction with Life Scale indicates that urban resident overall life satisfaction is 3.57. From 2000 to 2012, urban resident overall life satisfaction grew stably, with the proportion of those satisfied with life holding steady between 50 and 70 percent.

The significance of all the report’s indicators and the urban resident life satisfaction scores over the five year period from 2008 to 2012 demonstrate the following. 1.) The confidence of the masses in the government’s management, particularly in its management of international and economic affairs, has remained at a relatively high level, but there is little correlation between those indicators and overall life satisfaction. 2.) Satisfaction in such macro indicators as the nation’s economic situation, sense of the nation’s international status, public security, and others, as well as their influence on overall life satisfaction, are at an intermediate level. 3.) Confidence shown by macro indicators closely related to individual life, welfare, income, and so on, such as personal economic situation, social security situation, employment situation, consumer confidence, and so on, are low, but they exert an important influence on overall life satisfaction.

![Figure 7.1](image)

**Figure 7.1** Changes and trends of urban resident overall life satisfaction, 2002–2012

Note: The data in the Figure are assigned via the 5-point Satisfaction with Life scale. “5” means extremely satisfied with life, and “1” means extremely dissatisfied with life.

Data source: Several years of Horizon Research Consultancy’s “Chinese Urban Resident Quality of Life Indicators Report”