A Study of Subjective Well-being of Citizens in Beijing

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Outline of Presentation

- Introduction
- Purpose & Theory Basis
- Definition & Method
- Results
- Conclusion
- Other discussions
# Introduction

## Goals of Development

<table>
<thead>
<tr>
<th>Period</th>
<th>Development</th>
<th>Main Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>1950s – 1960s</td>
<td>Economic Growth</td>
<td>GDP</td>
</tr>
<tr>
<td>1990’s</td>
<td>Human development</td>
<td>Human Development Index</td>
</tr>
<tr>
<td>2000’s</td>
<td>National Happiness</td>
<td></td>
</tr>
</tbody>
</table>
GNH:
First expressed by Wangchuck (Bhutan, 1970)

The Law of Diminishing Marginal Utility Happiness Gap

One of the standards to indicate the vision of ‘harmonious society’
Purpose & Theory Basis

Objective

Theory basis: Maslow's Need Hierarchy Theory
What is Subjective Well Being (SWB)?

An emotion aroused when people satisfy their needs and reach their goals. It is subjective view of their life.

Context is very important in determining SWB
Definition & Method (contd.)

IV : Gender, age, income, area, education, etc.

DV: General evaluation of happiness (score) & other 7 components

- Income & satisfaction
- Health & satisfaction
- Social order & satisfaction
- Recognition of family, social relationship & satisfaction
- Career & satisfaction
- Social expectation & faith
- Sense of belonging
Definition & Method (contd.)

‘Subjective Well-being Survey’
(Beijing National Opinion Research Centre)

Date: July 2006
Sample: Randomly select 18-70 those who live in 18 districts for more than half a year
N=7118
Instrument: Questionnaire with CATI
Results

1. General speaking, the SWB of Beijing citizens are relatively high.
Results (contd.)

Example of a survey question

‘All things considered, and given the full score is 100, how many points would you give?’

The average score is 78.8
(1) Distribution by area groups

Citizens of the 10 outskirts have stronger sense of happiness than citizens in the 8 urban areas.
Results (contd.)

(2) Distribution by age groups

The age curve of SWB appears a “U” type
(3) Distribution by career groups

People who have stable jobs have higher sense of happiness
<table>
<thead>
<tr>
<th>Career</th>
<th>Value of sense of happiness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student</td>
<td>81.9</td>
</tr>
<tr>
<td>People who work in government organs and institutions</td>
<td>80.6</td>
</tr>
<tr>
<td>Retiree</td>
<td>80.3</td>
</tr>
<tr>
<td>Enterprise administrator, factory manager</td>
<td>79.8</td>
</tr>
<tr>
<td>Farmer</td>
<td>79.8</td>
</tr>
<tr>
<td>Technicians of all kinds</td>
<td>79.1</td>
</tr>
<tr>
<td>Business man (boss) /self employed</td>
<td>78.9</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td><strong>78.8</strong></td>
</tr>
<tr>
<td>Worker/waiter/clerk/part time job</td>
<td>76.8</td>
</tr>
<tr>
<td>Freelancer (such as actor or actress)</td>
<td>76.1</td>
</tr>
<tr>
<td>Soldier /security guard/ police man</td>
<td>75.6</td>
</tr>
<tr>
<td>Others( please mark out)</td>
<td>74.2</td>
</tr>
<tr>
<td>Not capable to work</td>
<td>72.5</td>
</tr>
<tr>
<td>Laid off workers/ await job assignment /retiree ahead of time/ out of employment</td>
<td>72</td>
</tr>
</tbody>
</table>
Results (contd.)

(4) Distribution by income groups
Higher income could bring happiness, but not positively linear correlation
Results (contd.)

2. The three main factors effect on SWB are family, wealth and living environment

‘What’s the most important factor to your happiness?’
1. Good relationship of family members
2. Wealth
3. Social order
4. Career
5. Medical care
6. Spiritual life
(1) People paying more attention on good family relationship have more happiness
Results (contd.)

(2) Sense of happiness depends on satisfaction degree of income
Results (contd.)

(3) Self recognition and fair social environment are guarantees of happiness
Results (contd.)

(4) Healthy body and mind are preconditions of happiness
(5) People who enjoy their works have a stronger sense of happiness
Conclusion

😊 Beijing citizens do have relatively strong sense of happiness.
(Average score is 78.8)

😊 In terms of Maslow's Need Hierarchy Theory, Beijing citizens are in the middle to up level of needs at present.
Bibliography

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Thank you for your attention!