The Role of Surveys in Promoting Successful Development of a City: The Case of Shenzhen

Kong Ailing (Ms), WU Jianming and Wang Jihu
Survey Office of The National Bureau of Statistics in Shenzhen China
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1. A new rising city — Shenzhen

- Before 1979: a fishing village with a population of 330,000;
- 1980: the first special economic zone of China;
- 2009:
  - a. Population: 8,900,000;
  - B. Per capita GDP: US $13,581, ranking NO.1 among Chinese mainland cities;
  - C. City’s comprehensive strength ranked NO.1 in mainland China;

Received various awards in environmental protection.
2. Statistics surveys developed innovatively to support the urban development strategies

In 2008, Shenzhen was included in the national development strategy plan, under which the city will be developed into a pilot area for national comprehensive reform, national economic centre, model socialist city with Chinese characteristics, national innovation city and international city.

Shenzhen Government carried out a series of topical researches specially aimed at the statistics survey, offering important information for the decision-making in the fields of urban reform and development.
2.1 Statistics service offered for the construction of National Economic Centre

To provide information for monitoring the development of Shenzhen into a national economic centre, the sample sizes of surveys for collecting data on households, CPI, PPI and Entrepreneur Expectation Index have been increased on top of the basic requirements under the national statistical system.

2.1.1 Care for livelihood of civilians and conduct satisfactory survey on urban households

- In 1985: the national samples of 100 households.
- At present, the sample have been increased to cover 600 households, and the sample structure is generally in line with the overall situation in Shenzhen.
- selected from 43 Streets and 60 community, including 392 sampled households registered in Shenzhen, accounting for 65%.
2.1.2 Statistical prediction and analysis are offered for the realization of government’s strategic goal

(1) Analysis on the increase of per capita disposable income of Shenzhen residents

In 2009, the per capita disposable income of Shenzhen residents was RMB 29,244.50, an increase of 48% as compared to 2004, with an average annual growth rate of 8%.

(2) Analysis on the expected goal of per capita disposable income

To ensure that the per capita disposable income can reach RMB 49,000 in 2015, its average annual rate of increase shall increase in step with that of GDP.

The family per capita wage income shall increase by 11% annually; the per capita transfer income shall increase by 14% annually; the per capital property income shall increase by at least 11% annually; the average annual decrease of per capita business net income shall not exceed 2.6%.
2.1.3 Construction of information service platform for the fields of Consumer Price Index (CPI) and Producer's Price Index for Manufactured Products (PPI)

- (1) Compile CPI of Shenzhen residents.
  - 8 types, totally 262 basic varieties as well as specifications for over 600 kinds of consumer goods and services are defined; The work of Study on Prediction Model of CPI of Shenzhen Residents has also commenced.

- (2) Compile the report on the monitoring and alarm of PPI.
  - The sample size for PPI and IPI has been enlarged to 500 manufacturers from the original of 208, and the products under investigation have been enlarged to 500 pieces from the original of 197.

- (3) Survey Entrepreneur Expectation Index and Business Climate Index.
  - The scope of survey includes eight types: The survey covers four aspects: In accordance with analysis and economy monitoring, the trend graph for Entrepreneur Expectation Index and Business Climate Index of Shenzhen.
Trend graph for Entrepreneur Expectation Index and Business Climate Index of Shenzhen
2.2 Statistical survey is carried out for the construction of model socialist city with Chinese characteristics

Shenzhen is the most typical immigration city in China as a result of the reform and opening-up. The issue of making the migrated people to accept the city is important for its urban development and construction.

2.2.1 Research task about city acceptance:

This research can be divided into four parts: covering 42 indexes.

- The index of life status covers habitation environment, consumption level and interpersonal relationship;
- The index of public service covers public transportation, education and public security;
- The index of culture construction covers social moral level and social construction of ideological infrastructure;
- The index of sense of belonging covers sense of identity recognition, sense of culture recognition and Shenzhen residents’ affection and experience toward the city.
2.2.2 Research results

- The research results showed that 60% of the interviewees did not consider themselves as Shenzhen people; those interviewees who owned houses or had household registration status of Shenzhen tended to treat themselves as Shenzhen people; interviewees aged between 41 and 50 had the strongest sense of recognition; 85.6% of the interviewees recognize the urban culture life in Shenzhen, and 76.9% were confident for the future development of Shenzhen.

2.2.3 Main factors which influence the residents’ acceptance of city

- Firstly, the household registration system and high price of house were the most important factors which influenced the residents’ senses of identity recognition; secondly, the issue of public security was not optimistic; thirdly, the employment rate was expected to rise; fourthly, the service quality of government should be improved; fifthly, the culture and sports facilities in the city should be increased; sixthly, the interpersonal relationship needs to be more harmonious.
2.3 Special research for the construction of International City
At the beginning of reform and opening-up, the successful bid of Universiade 2011 Shenzhen no doubt has the incomparable status.

2.3.1 Civilians’ knowledge about the Universiade

- Half of the civilians knew in which year the Universiade would be held.
- Only a few interviewees knew the exact date and place of holding the opening ceremony of the Universiade.

2.3.2 Channels of knowing the Universiade

- The survey showed that TV media, internet and newspaper were the main channels for civilians to know the Universiade;
2.3.3 The ideal ticket prices for watching the competition events of Universiade

- 87% of the interviewed civilians expressed that they were willing to pay for watching the competition events, favorable games and the participation of excellent athletes were the key issues to be considered when determining whether they would buy tickets to watch the competition or not.
- The ticket prices acceptable to the interviewed civilians were as follows:
2.3.4 Aspects which need urgent improvement for holding a successful Universiade

Firstly, public transportation accounted for 77%; secondly, environment and sanitation accounted for 63%; thirdly, public facility construction accounted for 35%; fourthly, air quality accounted for 33%; fifthly, construction of stadiums and gymnasiums accounted for 26%.

2.3.5 Civilians’ expectations and suggestions

- Firstly, greater efforts should be made for publicity of the emblem of Universiade “Happy U”, theme slogan “Start here” and mascot “UU”; secondly, smooth transportation system should be established; thirdly, reasonable ticket price and distribution mechanism should be drawn up to elevate the civilians’ degree of onsite participation; fourthly, the large market of high-end service could be extended to exert the economic benefits of Universiade; fifthly, the beautiful image of Shenzhen should be presented so as to enhance the position of Shenzhen as an international city.
2.4 Never cease the exploration of building a pilot area for national comprehensive reform

As a pilot area for national comprehensive reform, Shenzhen will establishing the first modern public service government supported by civilians by 2015 through giving priority to optimizing government’s organization system and operation, and improving government’s methods of management and service.

2.4.1 Public service satisfaction level

- The public service means the public products and services produced by the public authorities (mainly government) and supplied to the whole society for common consumption and equal enjoyment. The public service satisfaction level under this test will be influenced by the factors such as public expectation, government image, perception of public service quality and public relation management.

2.4.2 Framework for research and analysis

- The research involves public service indicators perceived by civilians, including the public service projects and government’s public relation management offered by the government, such as compulsory education, medical treatment, traffic, utilities, culture and entertainment, city planning, city appearance, public security and government image.
The detailed framework for analysis is as follows:
2.4.3 **Research result**

The research result showed that the satisfaction level of Shenzhen civilians toward the public service in 2009 was 93%.

Among 12 items of public service, seven items (power supply, water supply, city appearance, city planning, culture and entertainment, compulsory education and gas supply) had positive influence on the overall satisfaction level.

2.4.4 **Opinions and suggestions**

Firstly, the government should accelerate the transformation of governmental functions, improve the sense of responsibility toward service, and continue to strengthen sector integration, so as to improve its management efficiency; secondly, the civil servant quality construction should be strengthened to constantly improve service consciousness and level; thirdly, the mechanism of “one-stop service” should be further improved; fourthly, public service socialization should be improved; fifthly, information sharing and publication should be reinforced to intensify public participation and supervision.
2.5 Innovation and exploration of statistics survey are carried out to support the idea of national innovation city

2.5.1 Research on the construction of data dissemination index system for the incomes of urban residents

2.5.2 Research on innovation of urban residents’ CPI data collection method
3. Issues to be researched with regard to statistical survey’s role in contributing to the city development and the direction of work

- 3.1 Greater efforts shall be made to research the reform of urban statistics system
- 3.2 The information exchange between government statistics department and other functional departments shall be improved
- 3.3 The form and means of statistics information exchange shall be reformed
4. Concluding Remarks

Shenzhen is a rising immigration city with weak foundation of urban statistical survey. Especially, we are groping our way of carrying out the statistical survey to support the development of the city. We welcome advice from our honoured guests.
Thanks !