



# How Chinese People View Their Government, Society and Foreign Countries?



More Than Quality Research

2003  
April

[www.horizonkey.com](http://www.horizonkey.com)

# Contents

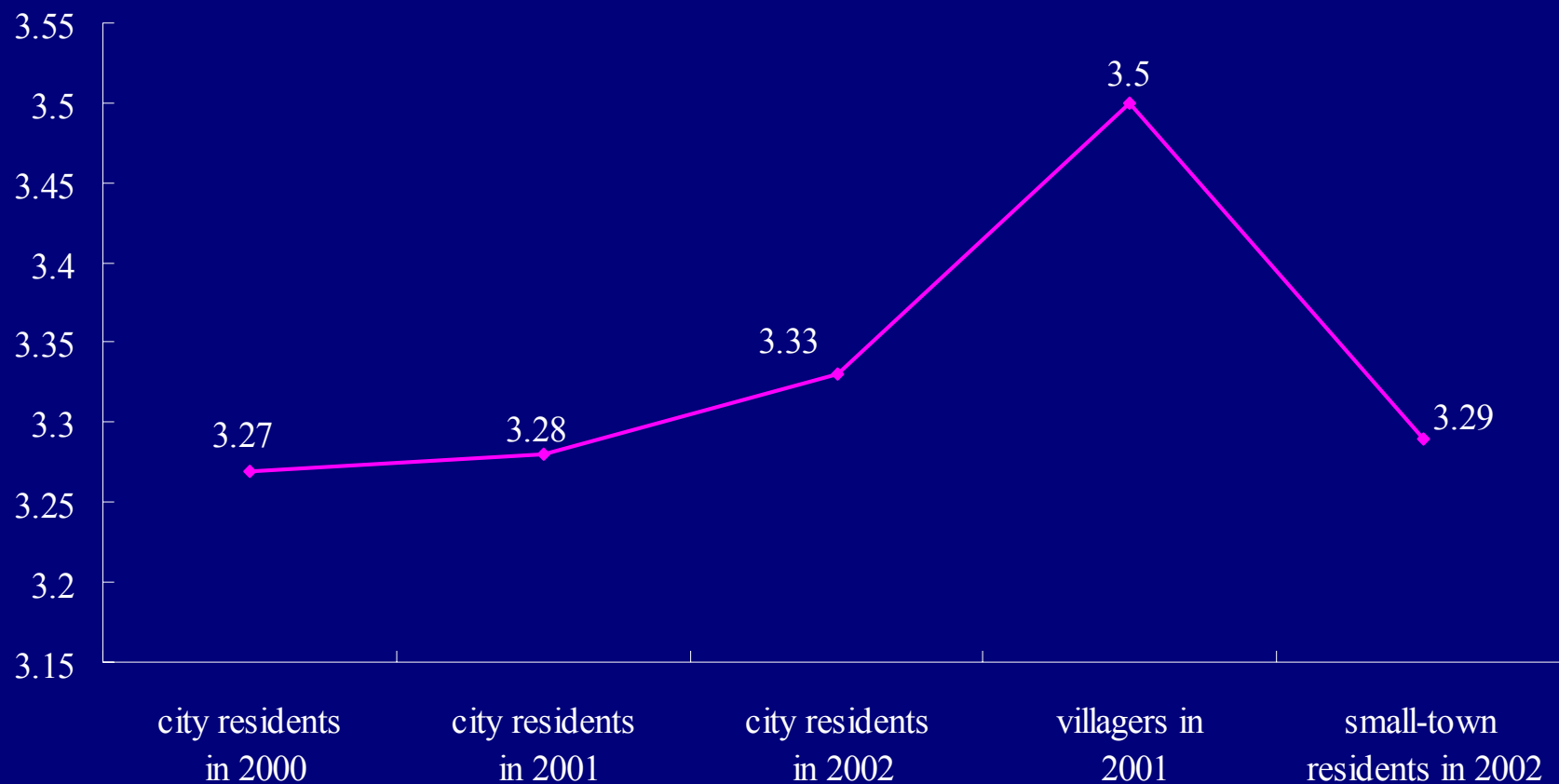


**A. Optimistic to future**

**B. More attention to international issues**

**C. Changing perceptions on social issues**

# A . Stable Satisfaction with overall life quality



# A. Evaluation on macro-environment



Chinese people Keep a relatively high satisfaction on the development of macro environment



# A. Evaluation on macro-environmental factors



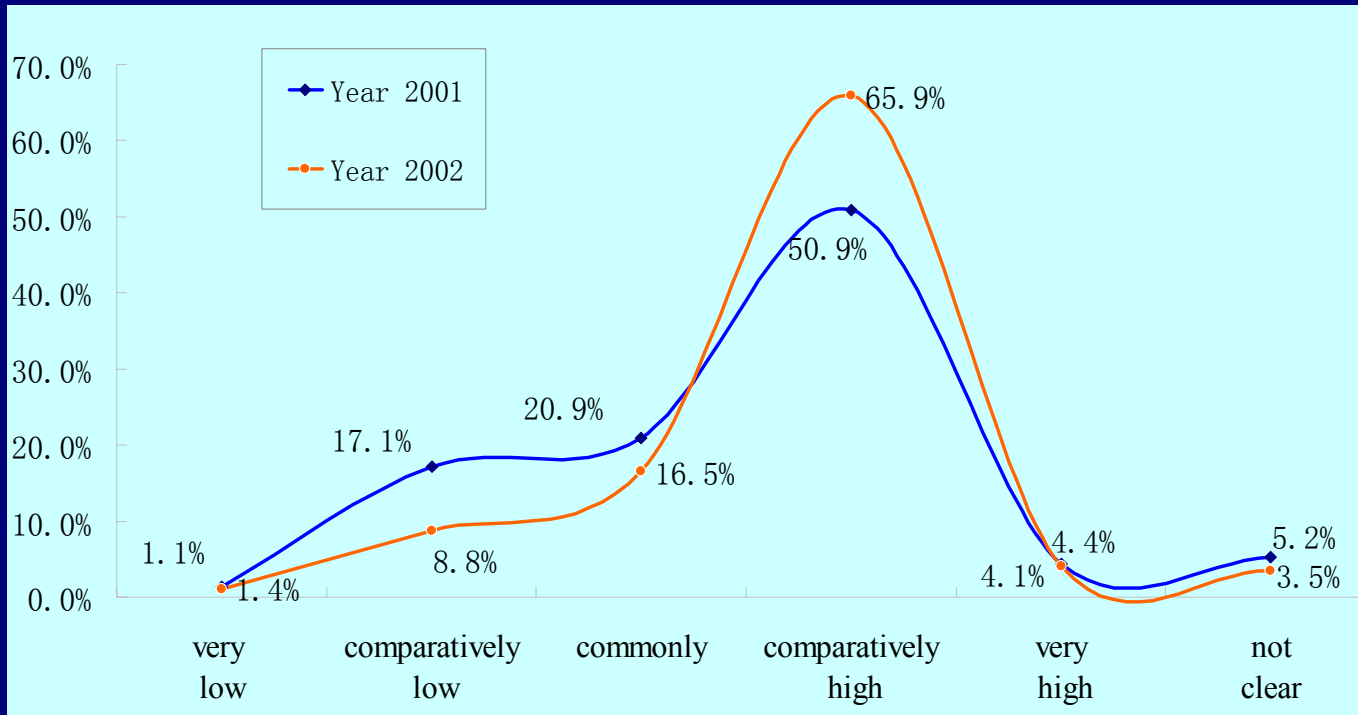
There is no obvious difference on the satisfaction on politics and macro-economy development between rural and urban people



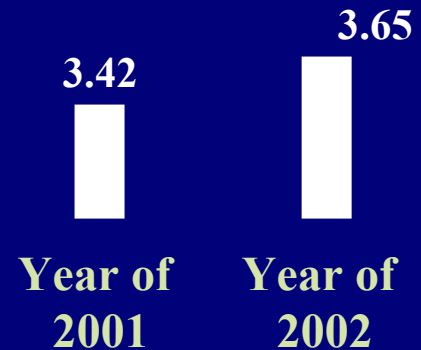
# A.China's international status



Chinese people believe that China's international status has increased obviously during the recent years



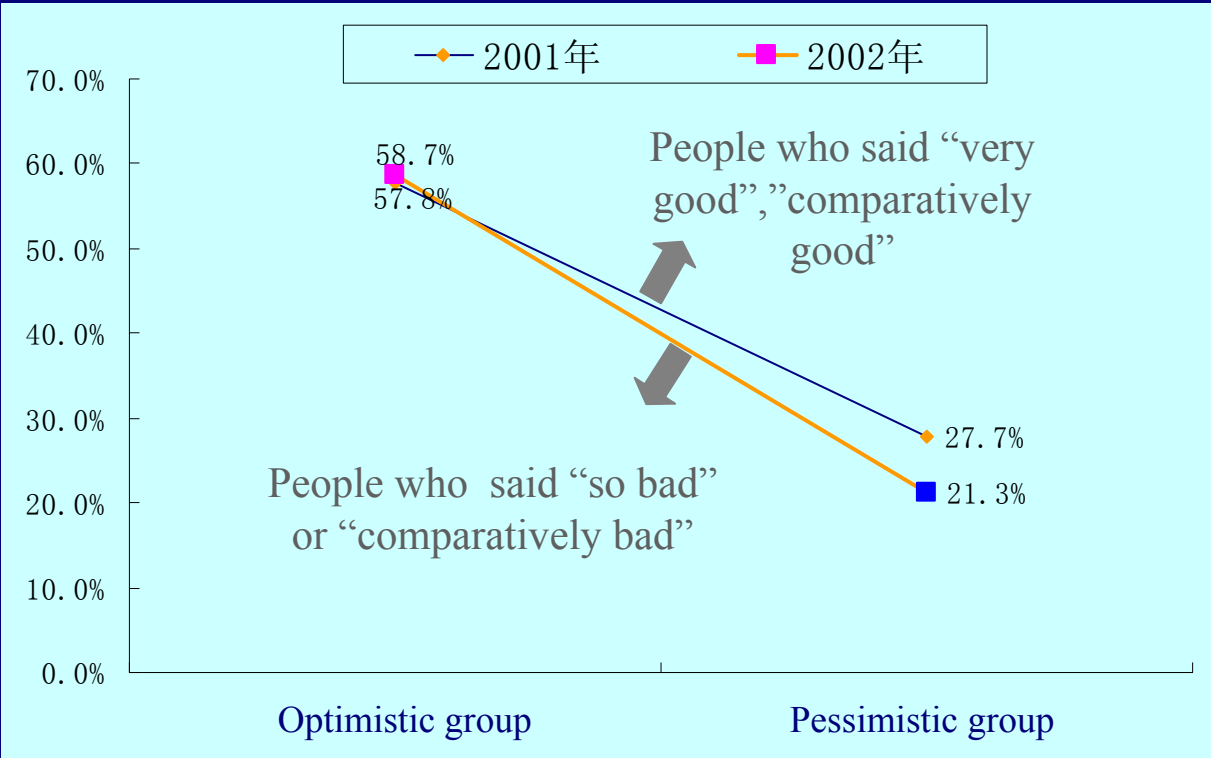
City residents



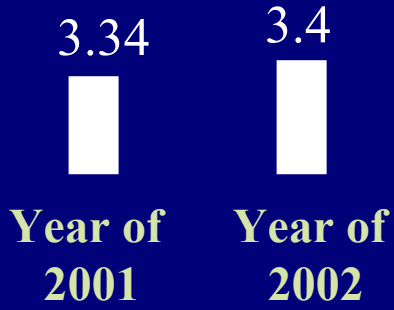
# A. Economic development in China



City residents feel the economic development in this country is pretty stable



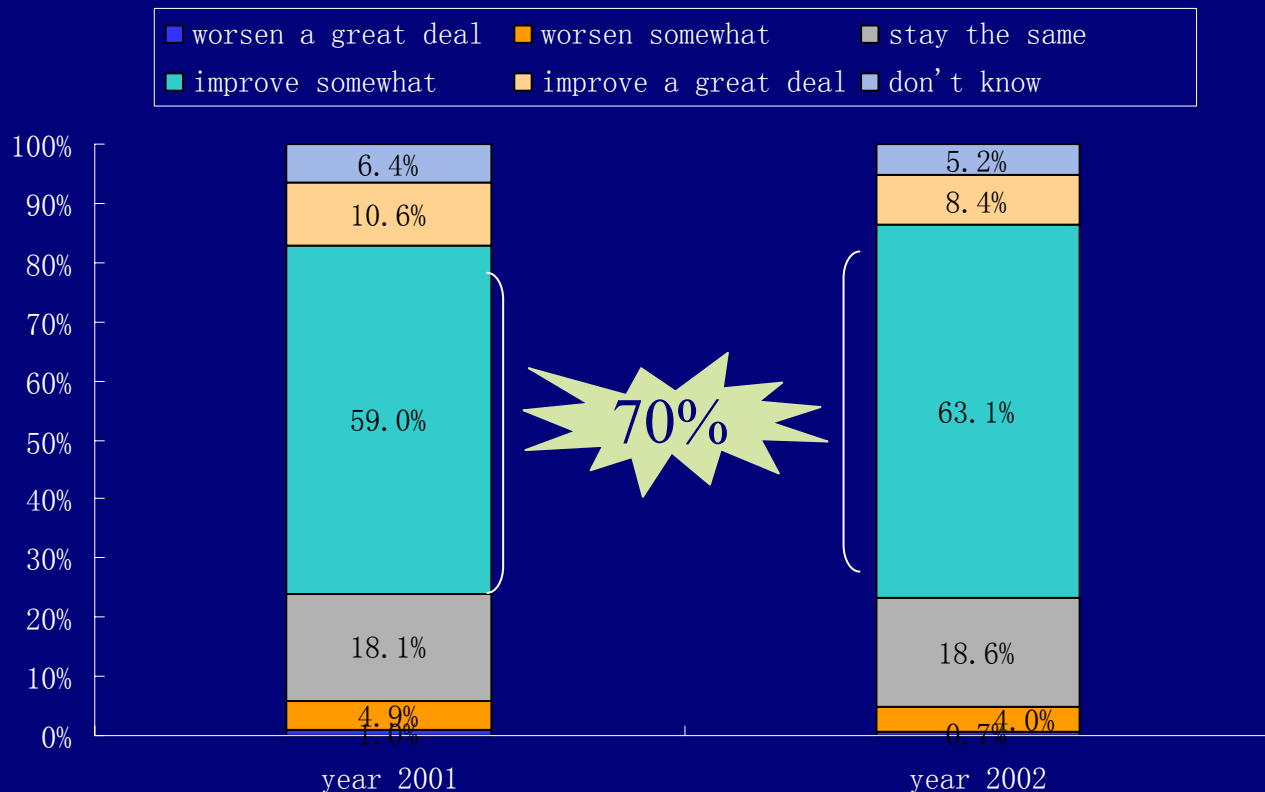
City residents



# A. Economic development in China



City residents are optimistic about the future of China's economy, 70% of them believe that the economic situation in China is likely to be improved

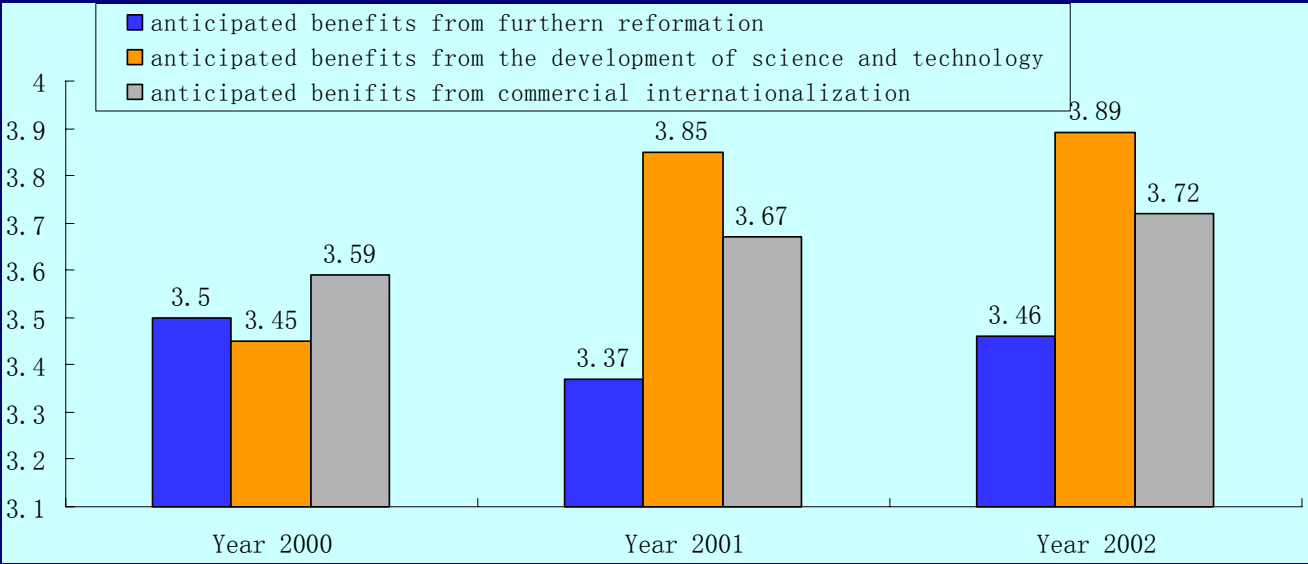




# A. Reform, science ,technology and Commerce



City residents highly agree that further reform, science-and-technology development and internationalization will bring more positive effects to their daily lives .

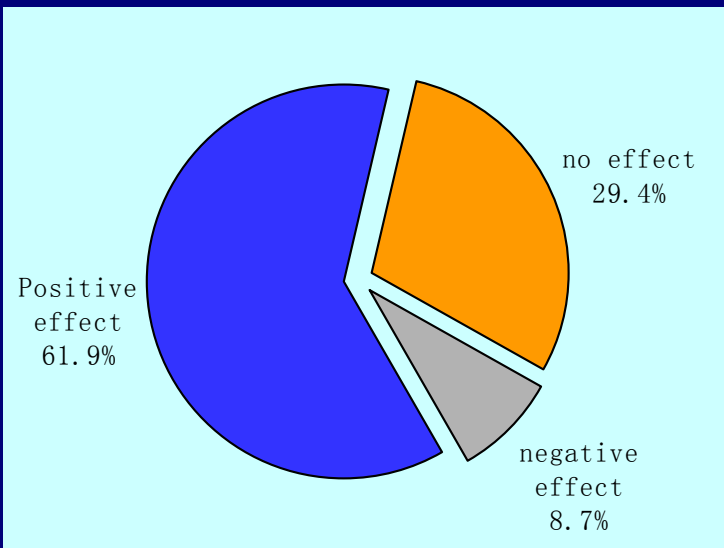


# A. People's attitude on China's entry to WTO

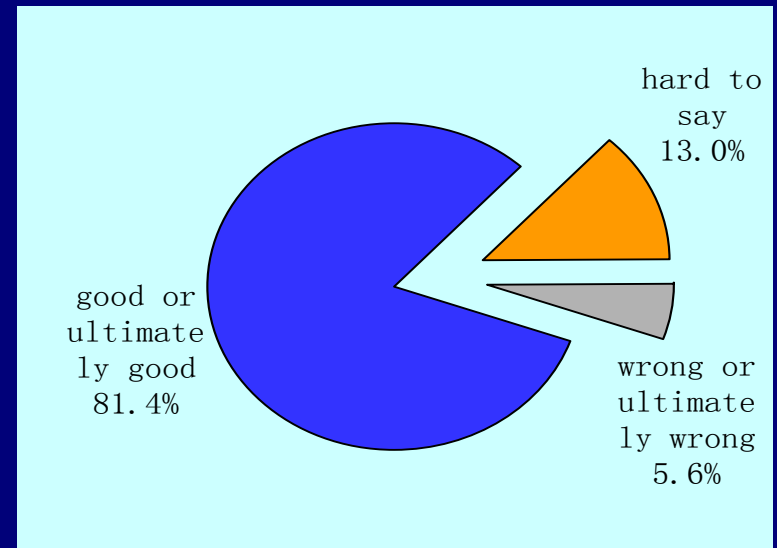


City residents and business people anticipate that China's entry into WTO will bring more opportunities to China.

Public recognition on how WTO impacts their own lives



Entrepreneurs' opinion on how WTO impacts China's economy?

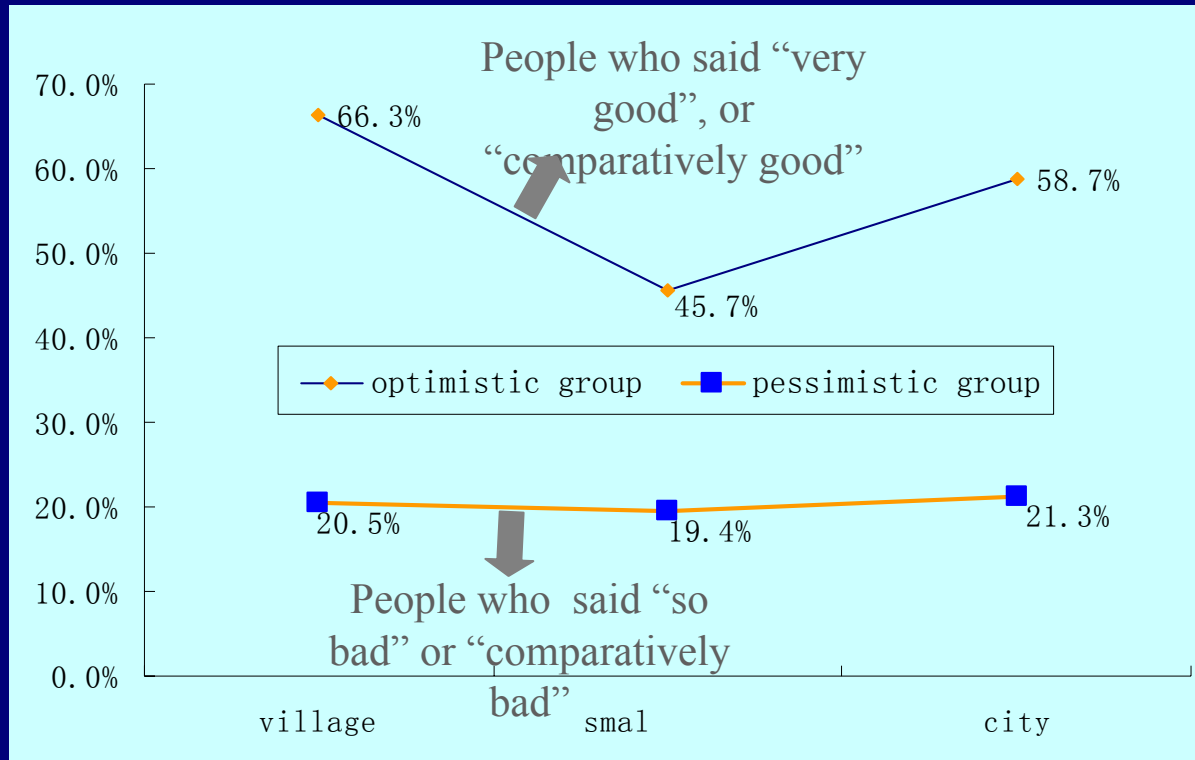


Data resources: at-home interview towards 2120 adult residents in Beijing, Shanghai, Guangzhou, Wuhan and Chengdu by random sampling and telephone interview towards 322 enterprise principals in Beijing, Shanghai and Guangzhou in Oct. of 2001 (conducted by Horizon Research Group)

# A. Economic development in China



## More villagers are optimistic about the development of China's economy



Residents in small towns and villages



# A. Public view on the positive effects of China's entry to WTO



**Top 15 expected changes brought by China's entry to WTO :**  
**Positive anticipation: Negative anticipation= 6: 1**

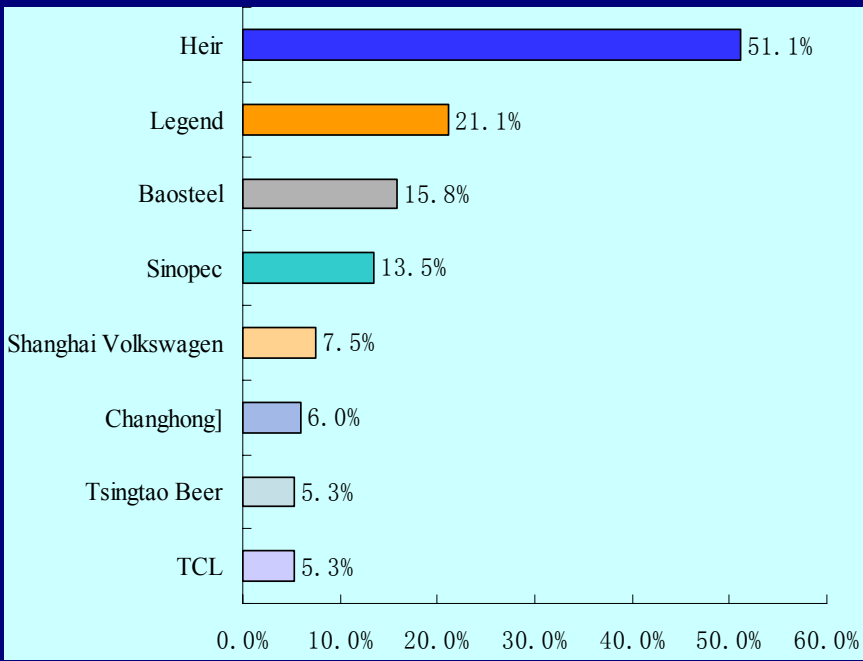
| Anticipated Changes  | Proportion % |
|--|--------------|
| More employment opportunities  | 41.9         |
| More foreign products  | 33.9         |
| Lower price of electronic products   | 32.5         |
| Obvious improvement of service quality in varied industries                | 27.9         |
| Stronger demand for learning and using English                             | 24.4         |
| Lower price of car   | 24.2         |
| More difficult for domestic businesses                                     | 18.4         |
| Easier to go abroad  | 16.1         |
| Send children to study abroad  | 15.0         |
| Increase of workload   | 10.2         |
| Decrease of pirated CD and famous-brand products                           | 9.6          |
| Foreign bank are allowed to deal in RMB business                           | 6.6          |
| Easier to watch foreign TV programs and movies                             | 5.0          |
| Work abroad  | 2.5          |
| Western holidays such as Christmas and Valentine's Day become more popular | 2.3          |

Data resources: the survey over 1000 family in Beijing, Shanghai and Guangzhou through random telephone interview in Oct. of 2001 conducted by "life" program of CCTV and Horizon Research Group

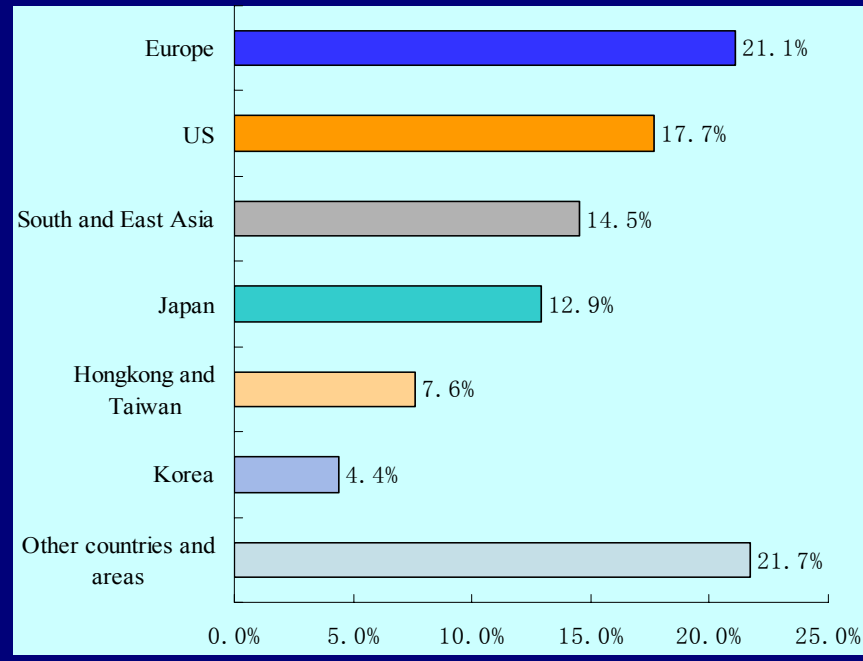
# A. Entrepreneurs' ideas of the opportunities brought by China's entry into WTO



Chinese enterprises that can keep strong in international competition after China's entry into WTO



Foreign countries that will have closer relation with China's economy after China's entry into WTO



# A. Anticipation of government's performance



## Economy is good, but what about my job and cleaner officials

| Items                | Economic development | China's international status | Public security | Social security | Employment opportunities | Clean and honest government |
|----------------------|----------------------|------------------------------|-----------------|-----------------|--------------------------|-----------------------------|
| Improve a great deal | 19.9                 | 20.7                         | 12.8            | 9.8             | 13.2                     | 9.0                         |
| Improve somewhat     | 67.7                 | 62.7                         | 59.4            | 54.6            | 48.9                     | 41.4                        |
| Stay the same        | 7.8                  | 11.9                         | 19.4            | 21.7            | 23.9                     | 27.9                        |
| Worsen somewhat      | 1.1                  | 0.6                          | 4.3             | 7.5             | 8.0                      | 11.0                        |
| Worsen a great deal  | 0.4                  | 0.1                          | 0.5             | 1.4             | 1.0                      | 3.1                         |
| Don't know           | 3.0                  | 4.0                          | 3.6             | 5.0             | 5.0                      | 7.6                         |
| Total                | 100.0                | 100.0                        | 100.0           | 100.0           | 100.0                    | 100.0                       |

# A. Social problems that people concern about.



## List of social problems (top seven) people concern most from 1999-2002

| No. | In 11 cities (including Beijing, Shanghai etc.) in 1999 | In 10 cities (including Beijing, Shanghai etc.) in 2000 | In 10 cities (including Beijing, Shanghai etc.) in 2001 | In 10 cities (including Beijing, Shanghai etc.) in 2002 |
|-----|---|---|---|---|
| 1   | Clean Government<br>( 1.573 )                           | Environmental protection<br>( 49.2% )                   | Unemployment<br>( 45.2% )                               | Unemployment<br>( 53.5% )                               |
| 2   | Unemployment<br>( 1.668 )                               | Unemployment<br>( 43.7% )                               | Environmental protection<br>(41.3%)                     | Social security<br>(34.5%)                              |
| 3   | Public security<br>( 2.220 )                            | Children's education<br>( 34.7% )                       | Social security (32.6%)                                 | Environmental protection<br>(29.5%)                     |
| 4   | Pension system<br>( 2.263 )                             | Public security<br>( 33.4% )                            | Economic development<br>(25.8%)                         | Medicare reformation<br>( 26.3% )                       |
| 5   | Housing reformation<br>( 2.506 )                        | Clean Government<br>( 29.0% )                           | Housing reformation<br>(25.8%)                          | Economic development<br>(25.7%)                         |
| 6   | Environmental protection<br>( 2.860 )                   | Economic development<br>( 20.2% )                       | Clean Government<br>(15.4%)                             | Housing reformation<br>(23.1%)                          |
| 7   | Inflation<br>( 3.038 )                                  | Pension system<br>( 19.3% )                             | Public security<br>(15.2%)                              | Youngsters' education<br>(20.6%)                        |

# A. Supportive rate of mayors



Most mayors of big cities in China get high supportive rate, but not all.



| mayors                         | mayors                                    | mayors                    |
|--------------------------------|---|---------------------------|
| <b>Right-cognizing rate(%)</b> | <b>Comprehensive appreciating rate(%)</b> | <b>Supportive rate(%)</b> |
| Jinan (88.8)                   | Zhengzhou (252.6)                         | Guangzhou (72.2)          |
| Zhengzhou (83.9)               | Guangzhou (233.0)                         | Zhengzhou (71.8)          |
| Shenyang (83.8)                | Chengdu (228.7)                           | Chengdu (66.5)            |
| Shanghai (83.2)                | Beijing (223.1)                           | Beijing (63.4)            |
| Chengdu (74.9)                 | Shanghai (202.5)                          | Shenyang (62.1)           |
| Beijing (74.2)                 | Shenyang (188.0)                          | Shanghai (61.7)           |
| Xiamen (70.9)                  | Wuhan (174.6)                             | Xiamen (56.6)             |
| Guangzhou (64.9)               | Xiamen (174.3)                            |                           |
| Wuhan (52.8)                   |   |                           |
| Xi'an (12.3)                   |   |                           |

Comprehensive evaluation on appreciated points includes the following aspects:

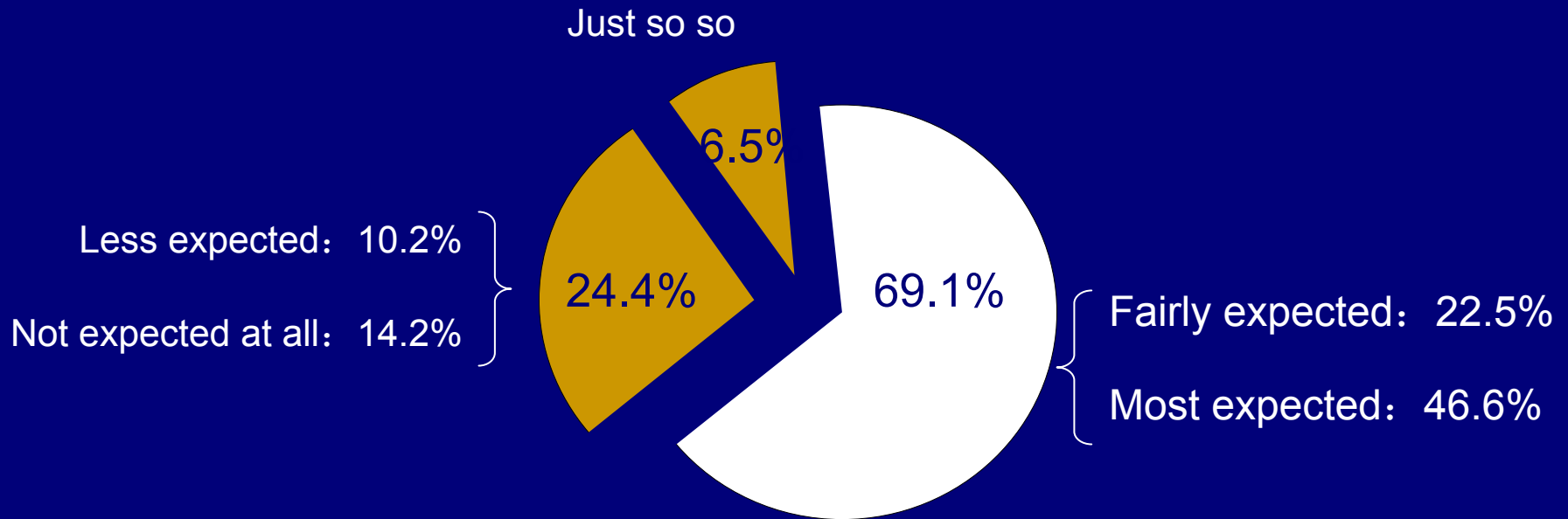
- Plan for his administration
- incumbent Achievements
- Individual feature
- Clean-fingered or not



# A. Expectation for “Two Conferences in 2003”



## Entrepreneurs' expectation for privatization



# Contents



**A. Optimistic to future**

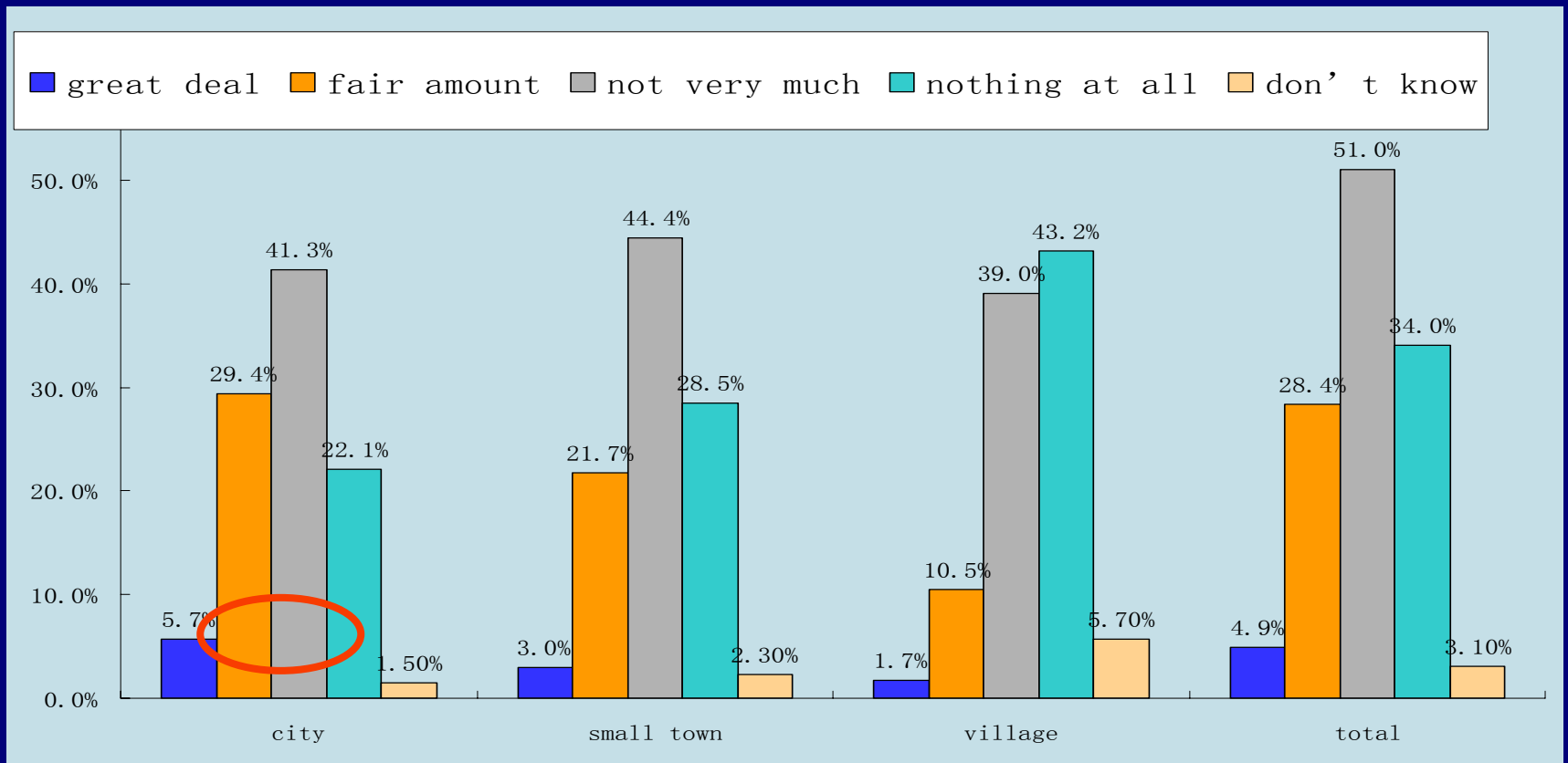
**B. More attention to international issues**

**C. Changing perceptions on social issues**

# B. Attention to international information



70% of Chinese people especially city residents concern other countries' issues



## B. Attention to international issues

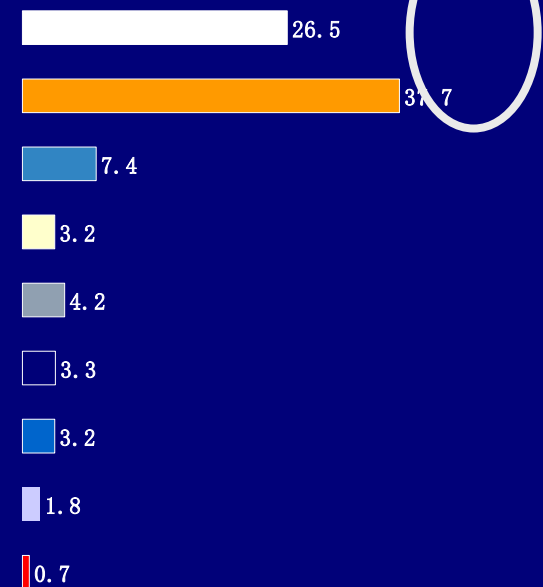


People think international terrorism will become the greatest threat to world peace over the next five years.

Apr. of 2002



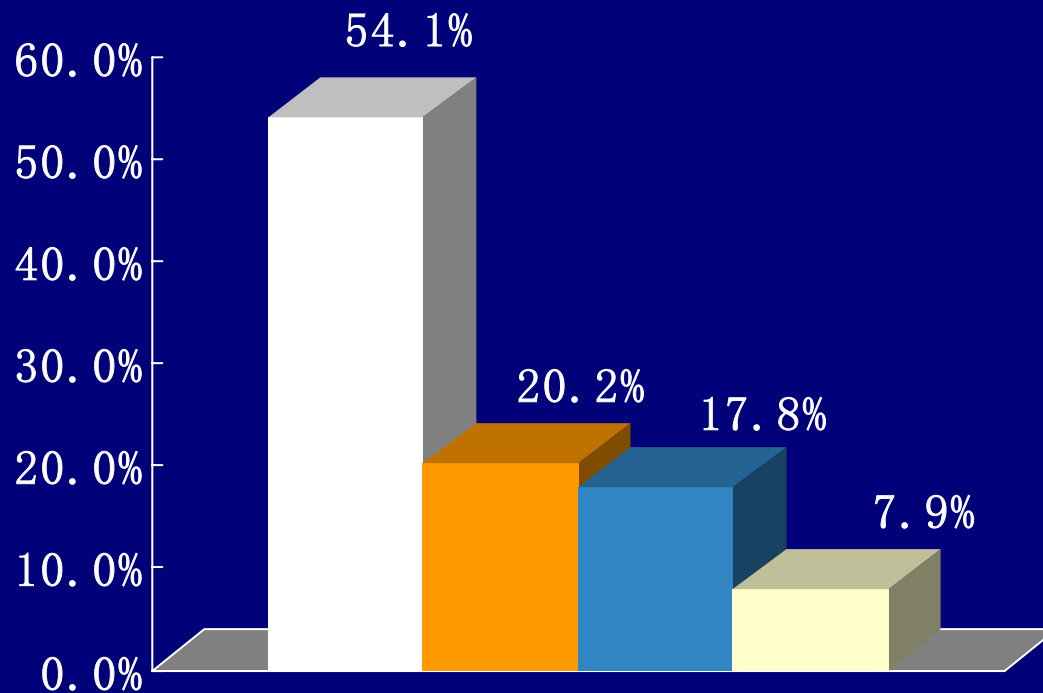
Oct. of 2002



## B. Attention to international issues



**More than half think China should cooperate with other countries actively against international terrorism.**



- China should cooperate with other countries actively against international terrorism
- China should pay close attention to terrorists' threaten to China
- China need not to be worried about international terrorism

# B. Opinions on international relationship



## List of the mostly friendly countries to China

| Oct. 2001   |       | Apr. 2002   |       | Oct. 2002   |       |
|-------------|-------|-------------|-------|-------------|-------|
| 2001年10月    |       | 2002年4月     |       | 2002年10月    |       |
| North Korea | 39.8% | Singapore   | 31.7% | Singapore   | 28.6% |
| Russia      | 35.4% | Russia      | 30.0% | Russia      | 28.1% |
| Singapore   | 33.0% | North Korea | 29.4% | North Korea | 25.0% |
| Australia   | 15.9% | South Korea | 13.1% | South Korea | 18.6% |
| Pakistan    | 12.2% | Australia   | 12.5% | Australia   | 12.2% |
| South Korea | 11.0% | Pakistan    | 12.0% | U.S.        | 10.0% |
| France      | 8.1%  | France      | 7.5%  | Pakistan    | 9.0%  |
| Germany     | 5.5%  | U.S.        | 5.2%  | France      | 7.8%  |
| U.S         | 5.2%  | Germany     | 5.1%  | Germany     | 7.3%  |
| India       | 4.3%  | Viet Nam    | 4.2%  | Japan       | 6.3%  |
| Viet Nam    | 3.2%  | Japan       | 3.4%  | India       | 4.7%  |
| Britain     | 2.5%  | India       | 2.9%  | Viet Nam    | 3.6%  |
| Japan       | 2.0%  | Britain     | 2.0%  | Britain     | 3.1%  |
| onesia      | 1.4%  | Indonesia   | 1.4%  | Iran        | 2.1%  |
| Iran        | 1.1%  | Iran        | 1.1%  | Indonesia   | 1.6%  |

# B. Opinions on international relationship



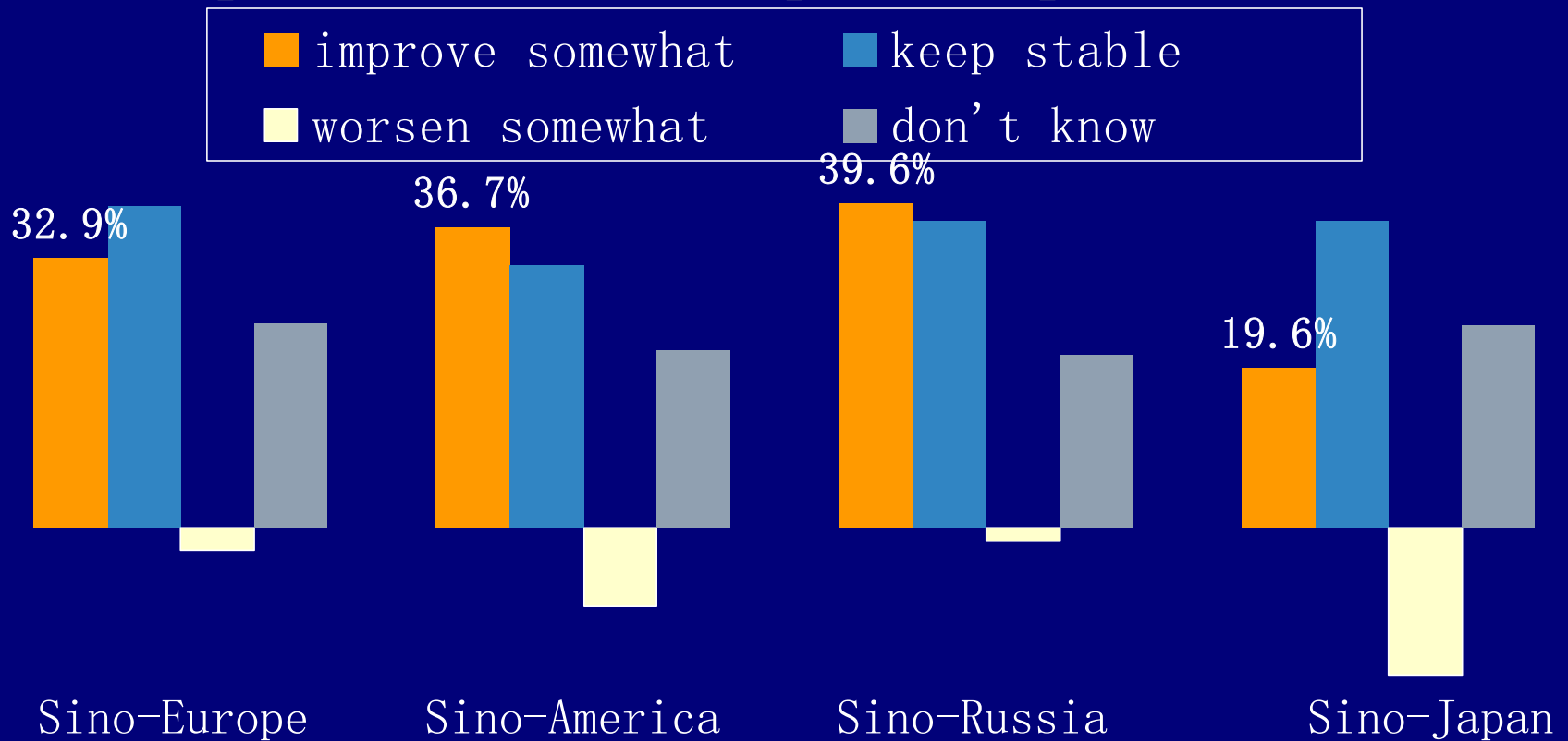
## List of countries which are important to development of China's economy

| Oct. 2001    |        | Apr. 2002    |        | Oct. 2002    |        |
|--------------|--------|--------------|--------|--------------|--------|
| U.S. America | 82.40% | U.S. America | 81.80% | U.S. America | 81.20% |
| Japan        | 45.30% | Japan        | 48.60% | Japan        | 49.60% |
| Russia       | 15.40% | Russia       | 12.40% | Russia       | 12.00% |
| Germany      | 8.30%  | South Korea  | 6.00%  | South Korea  | 9.50%  |
| Singapore    | 7.40%  | Britain      | 5.60%  | Germany      | 6.00%  |
| U.S America  | 6.60%  | Germany      | 5.10%  | Britain      | 5.00%  |
| South Korea  | 6.50%  | Singapore    | 4.10%  | Singapore    | 4.30%  |
| France       | 4.10%  | France       | 2.60%  | Australia    | 3.90%  |
| Australia    | 3.90%  | Australia    | 2.50%  | France       | 3.10%  |
| North Korea  | 1.50%  | North Korea  | 1.80%  | North Korea  | 1.50%  |
| India        | 1.00%  | India        | 1.10%  | India        | 0.90%  |
| Indonesia    | 0.50%  | Pakistan     | 0.60%  | Viet Nam     | 0.60%  |
| Viet Nam     | 0.50%  | Viet Nam     | 0.40%  | Pakistan     | 0.50%  |
| Iran         | 0.40%  | Indonesia    | 0.30%  | Indonesia    | 0.40%  |
| Pakistan     | 0.40%  | Iran         | 0.20%  | Iran         | 0.40%  |

# B. Opinions on international relationship



People believe that China's relationship with other countries has improved somewhat except with Japan

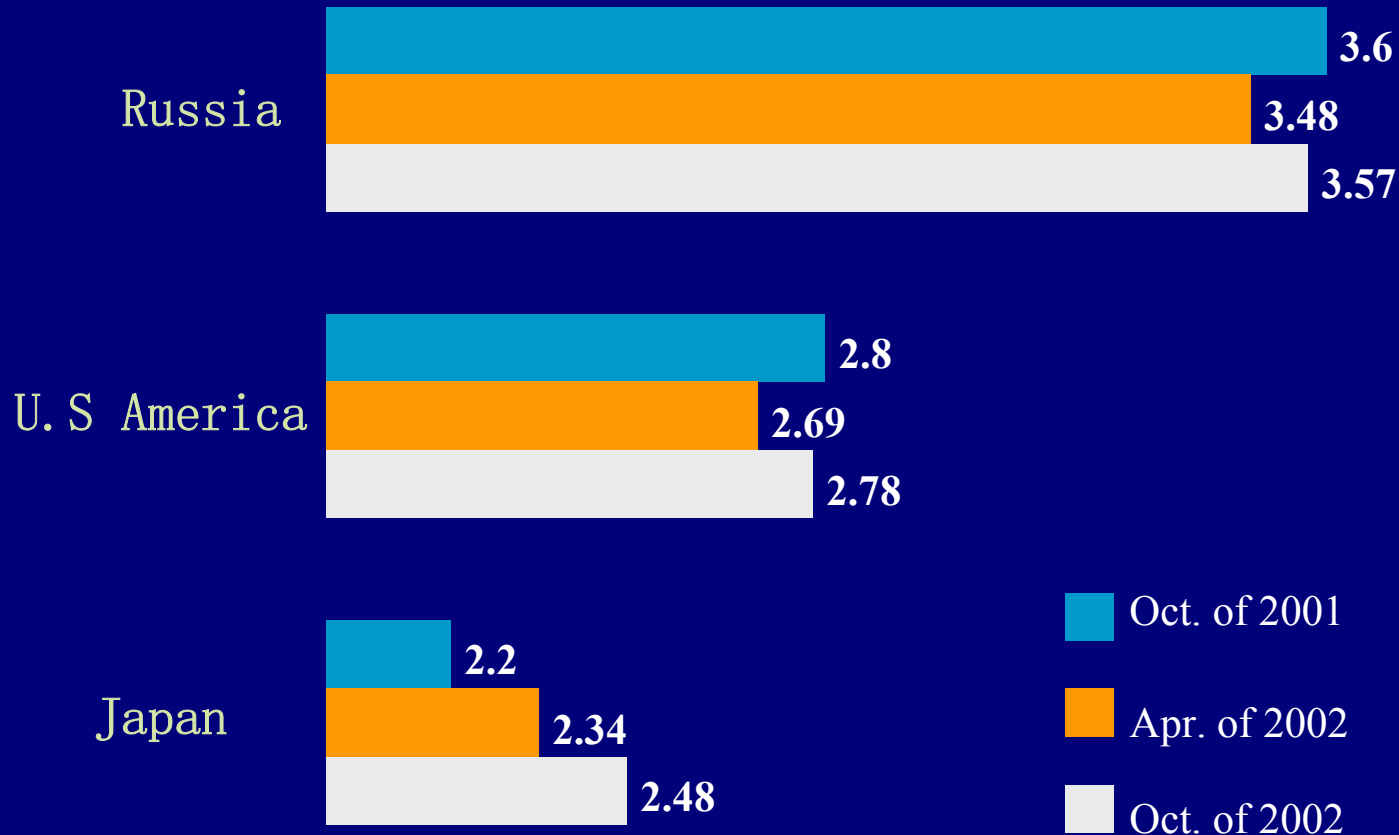




## B. Opinions on other countries



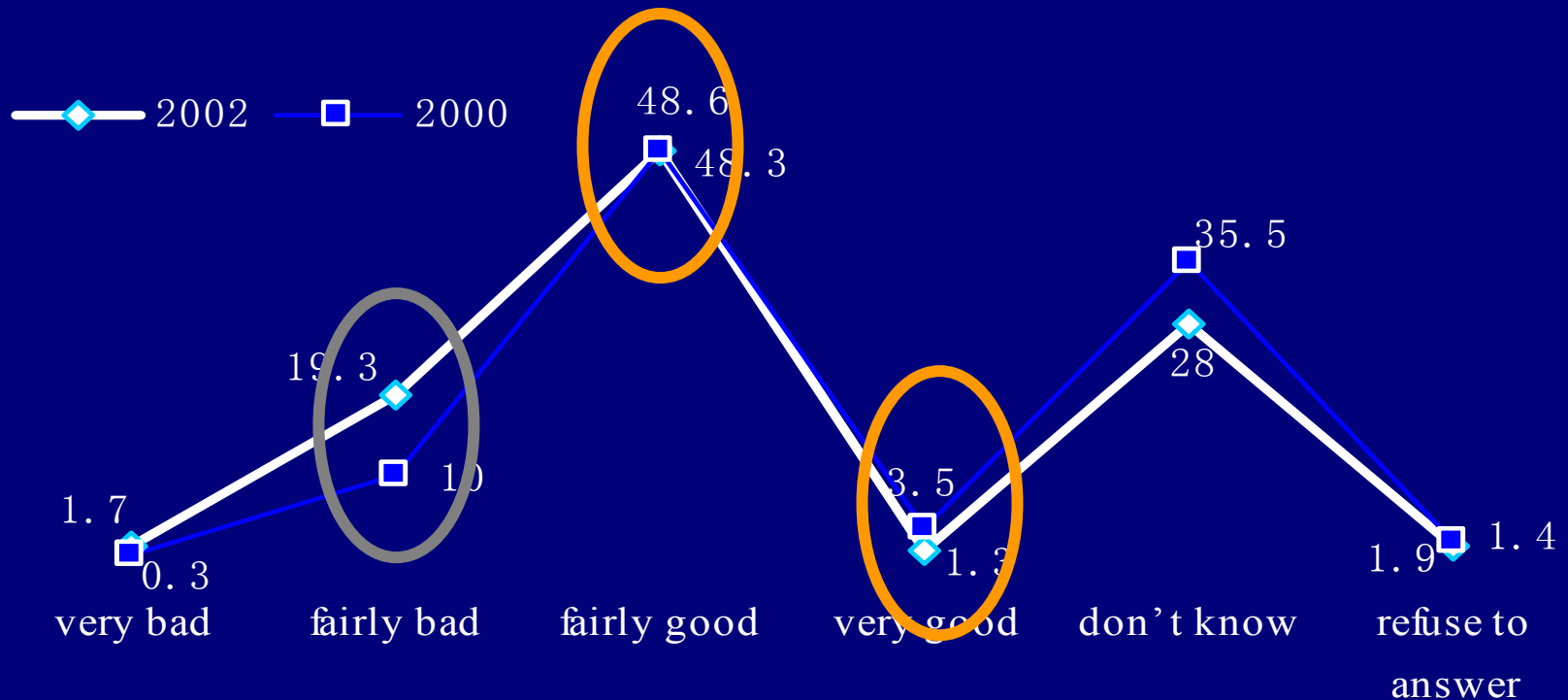
**Russia is most favored by Chinese people while Japan is most disfavored.**



## B. Evaluation on Sino-Israel relationship



No obvious change of the size of the group with positive evaluation, except a small decrease in that of negative evaluation.



# Contents



**A. Optimistic to future**

**B. More attention to international issues**

**C. Changing perceptions on social issues**

# C. What China will be like in the first ten years of 21 Century?



## Experts' anticipation:

- Economy will still be strong, even with a few worries. Vehicle, mobile phone, web technology, private housing, e-commerce(including e-cash) will be popular;
- New breach of science and technology: application of clone tech, discovery of the treatment for cancer and AIDS, spread of Chinese medicine, establishment of Chinese space station with people, application of planting without soil, production of core parts of computer by China's companies, establishment of more nuclear energy stations ;
- Progress in law construction, especially the guarantee for more human rights;
- Great progress in education reform;
- Positive and negative changes of environment
- Political and military contradiction may happen between China and neighbored countries when China becomes more powerful.

# C. Feelings of micro life



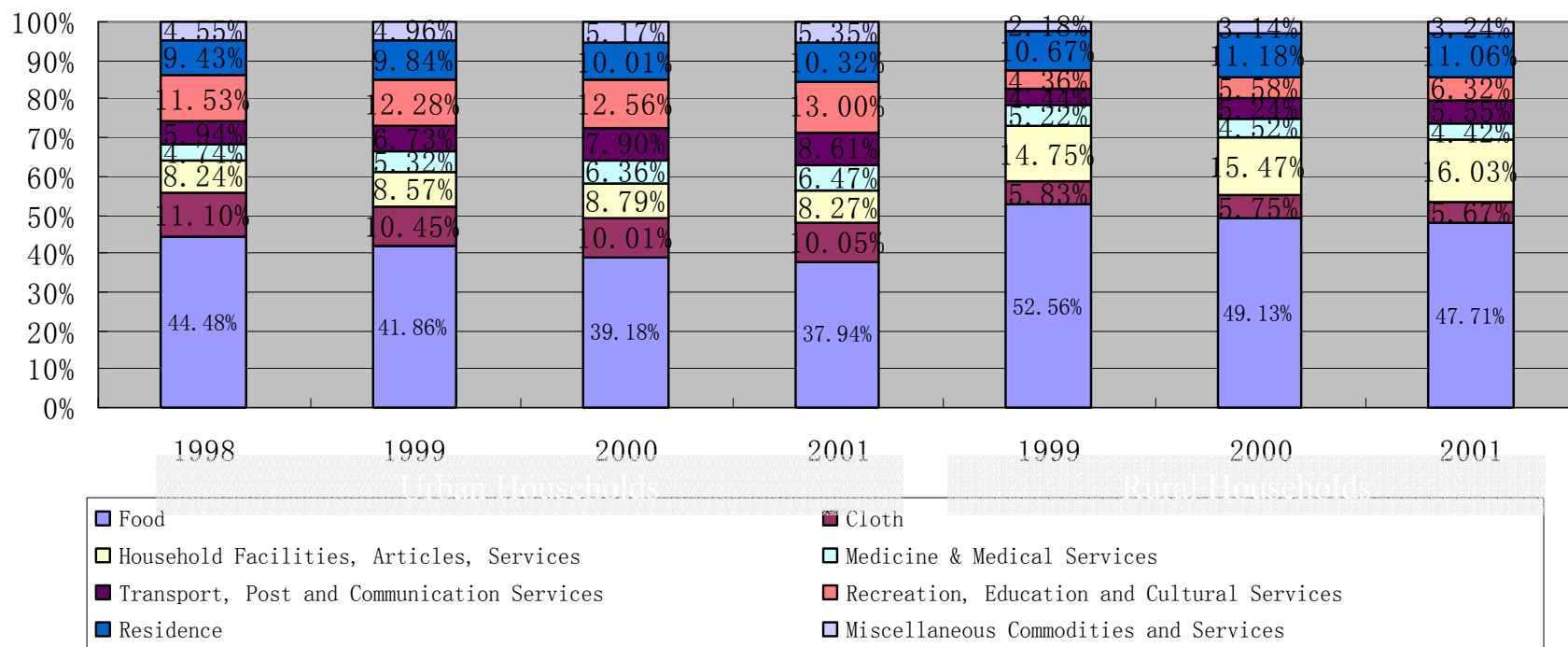
People's satisfaction level to micro life is obviously lower than to macro environment



## Changes of Living Expenditure in Urban & Rural Households

- Urban families has a higher decreasing speed of expenditure on food than rural families do.
- Urban residents spent approximately twice more than rural residents do on clothing & education
- Both urban and rural families spent more on housing than on other items, and the proportion rate was keeping rising

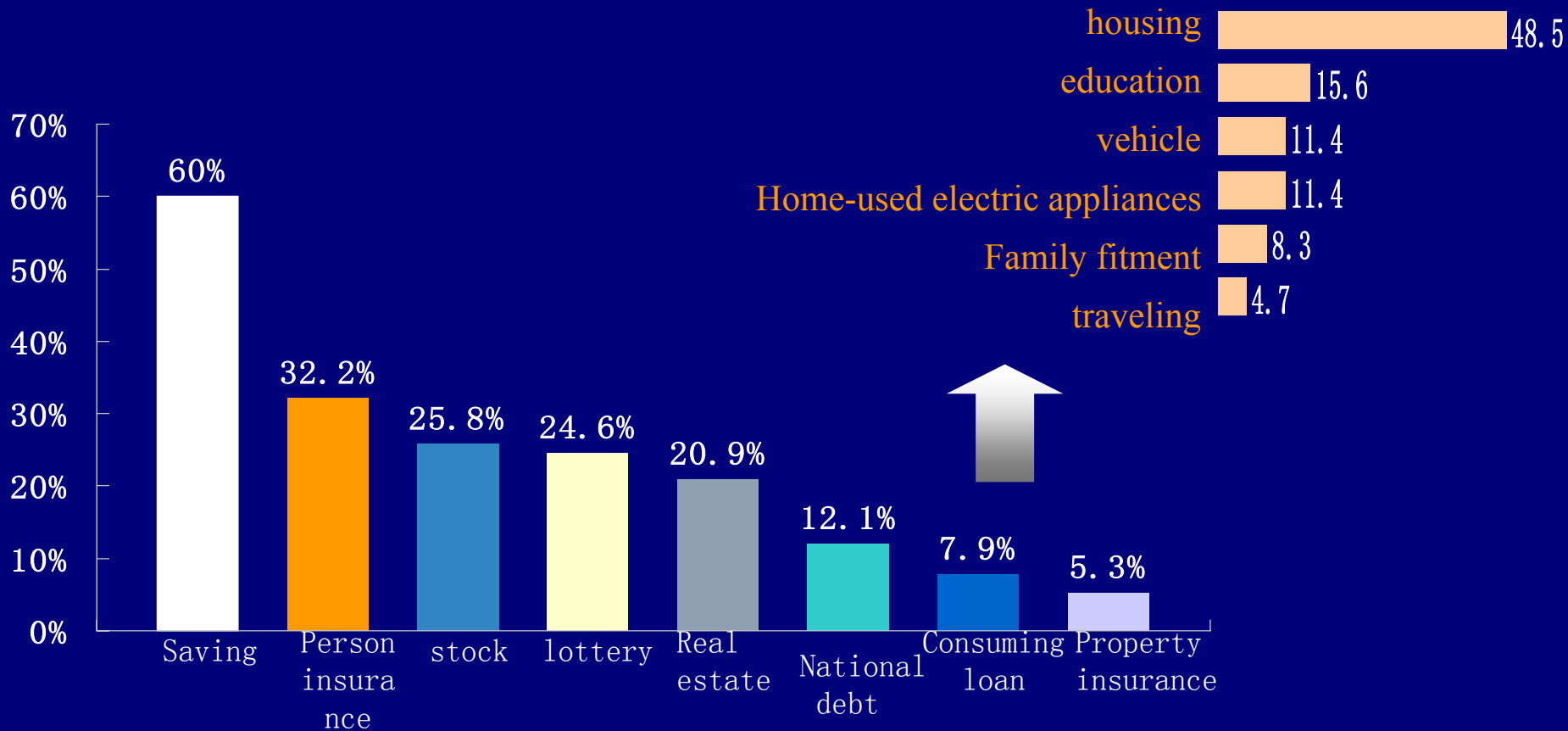
Per Capita Annual Living Expenditure of Urban & Rural Households



# C.Opinions on personal investment



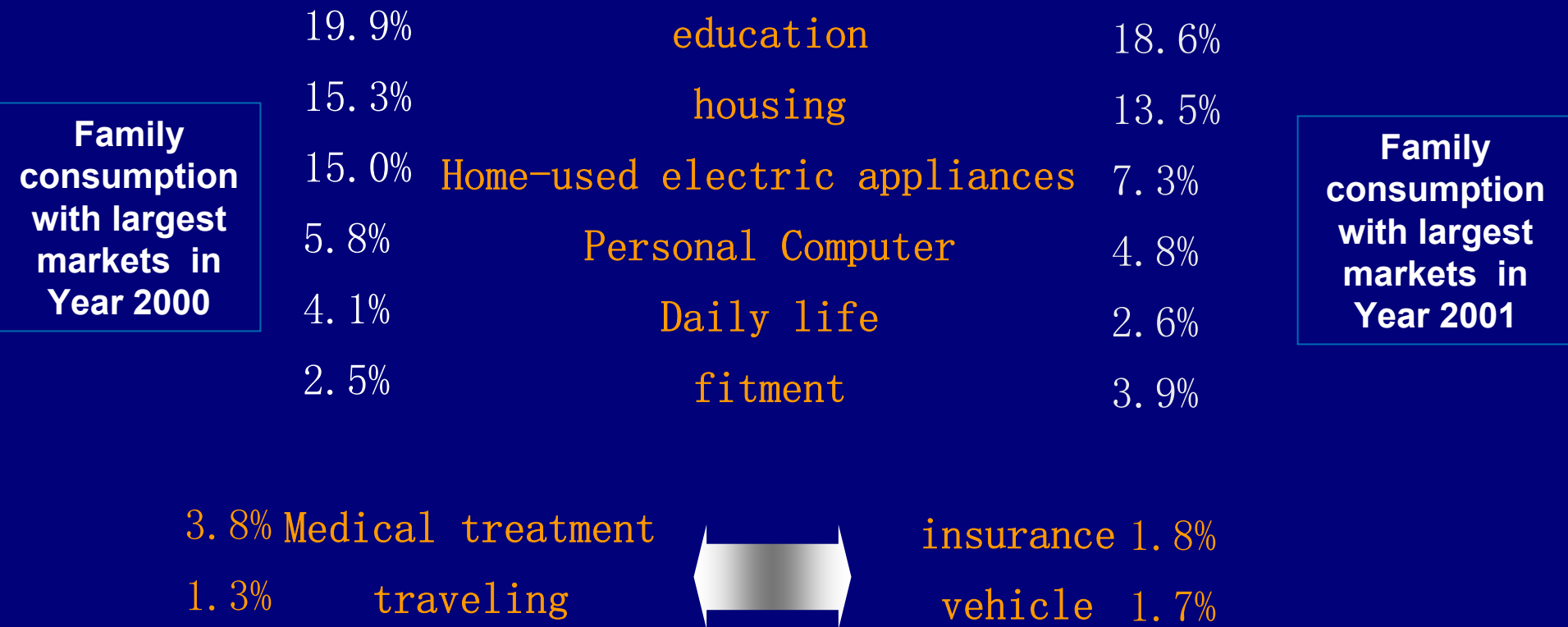
**Saving is most popular for Chinese personal financing, while other means are increasing.**



# C. Consumption trend



**Demands for high-quality life are increasing, in which vehicles and insurance are becoming important consuming products.**



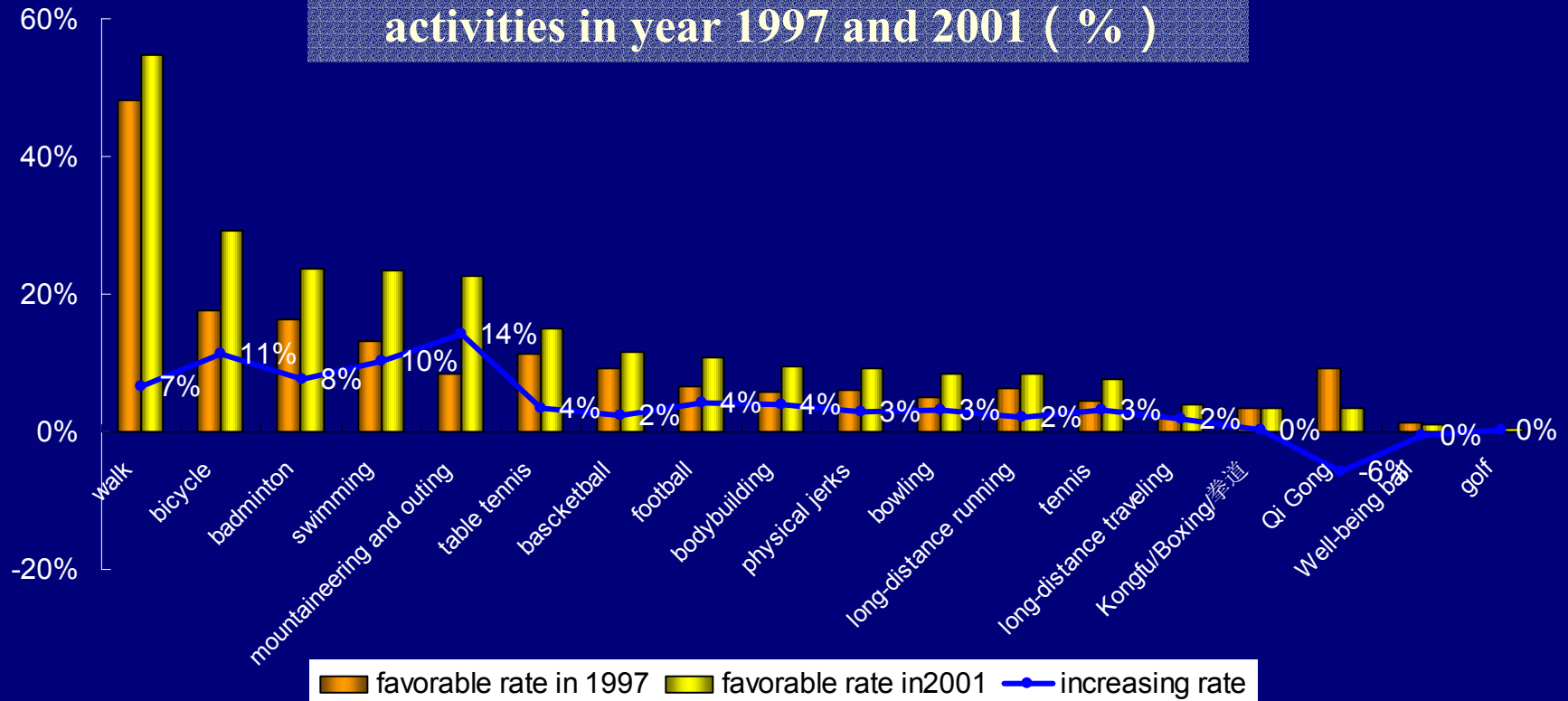


# C. Concept of sports

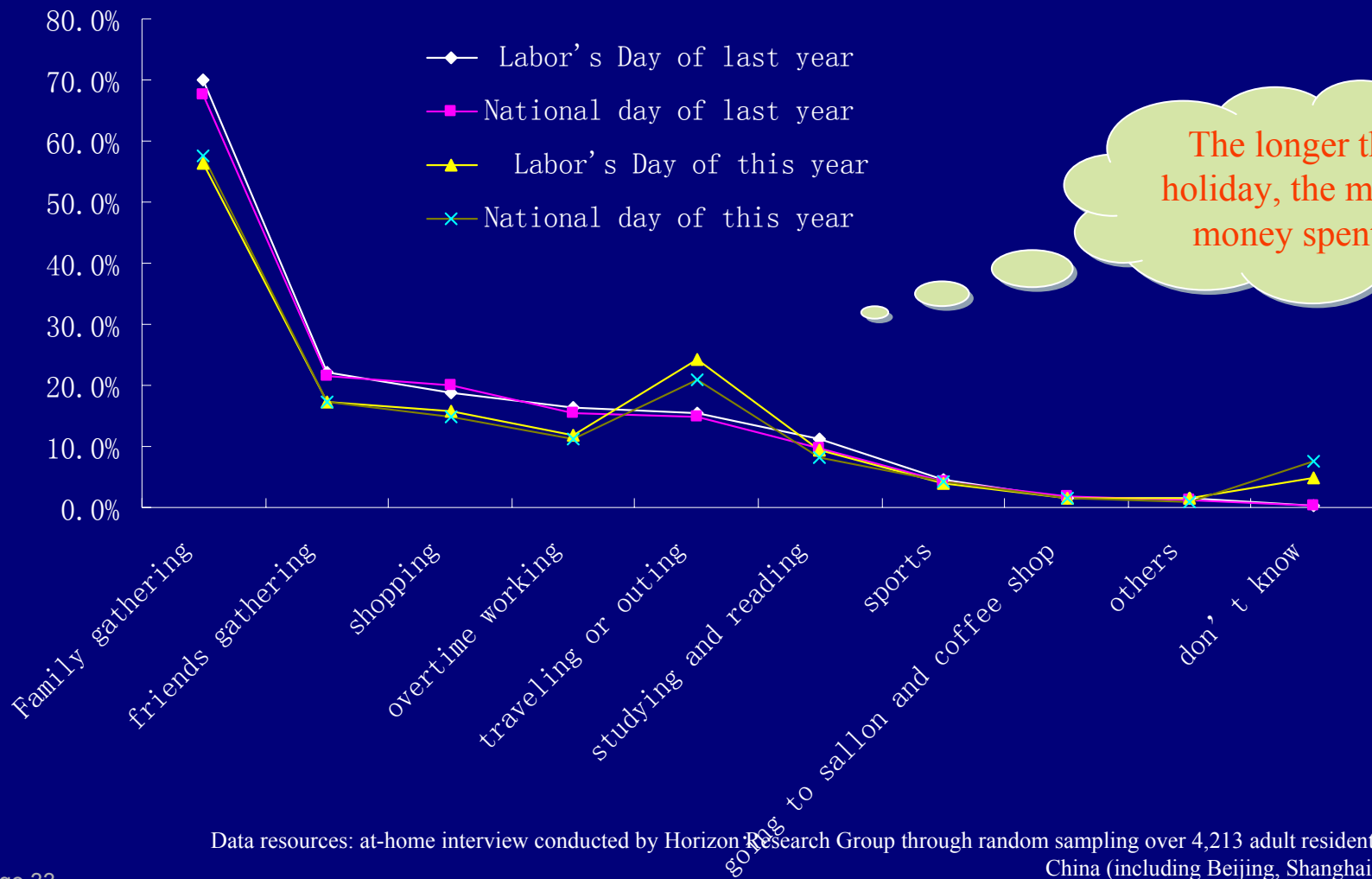


## More money spent on leisure activities

increasing rates of people's favorite sport activities in year 1997 and 2001 ( % )

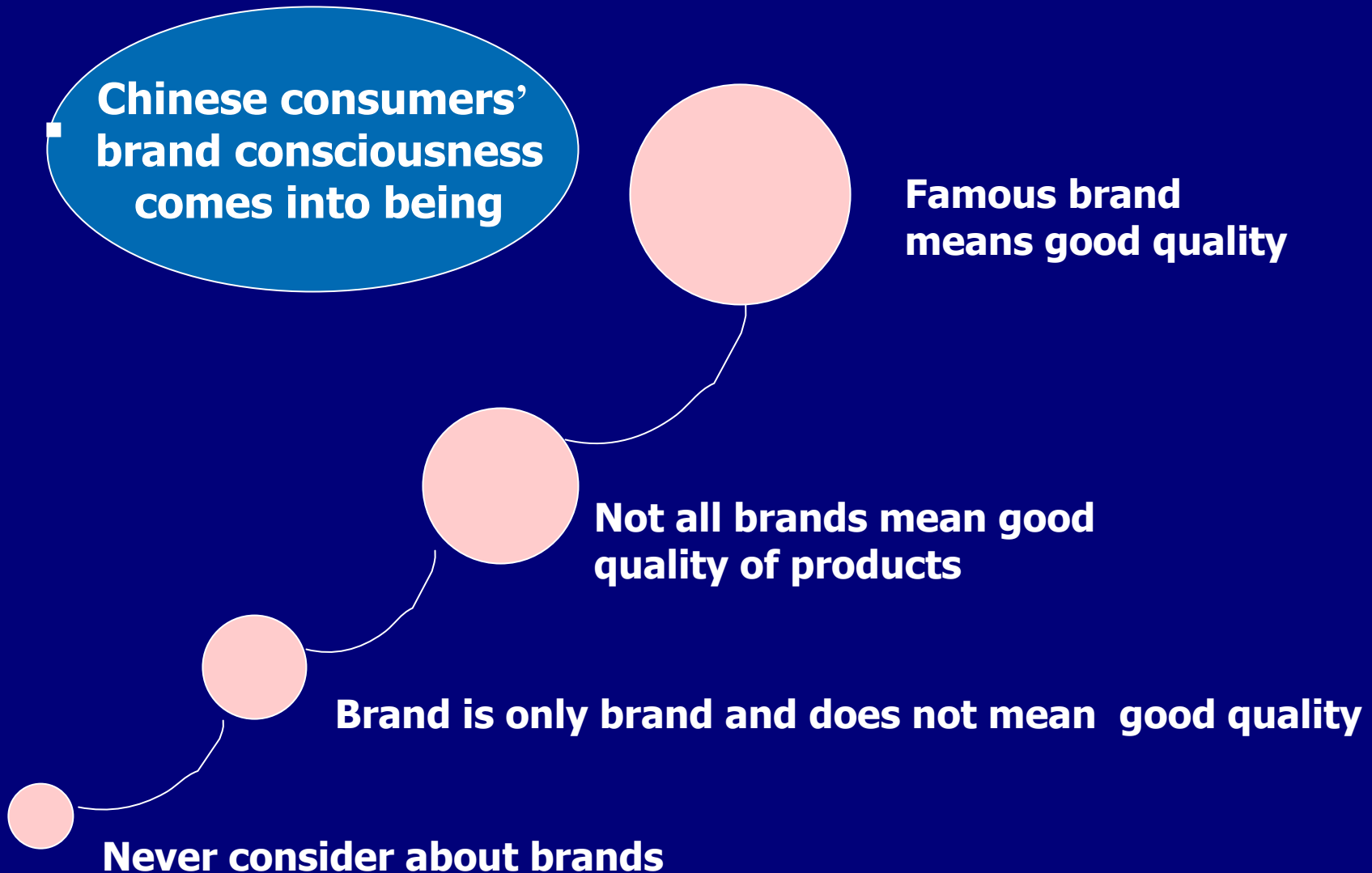


# C. Traveling consumption during holidays



Data resources: at-home interview conducted by Horizon Research Group through random sampling over 4,213 adult residents in ten large cities of China (including Beijing, Shanghai etc.) in May. of 2002

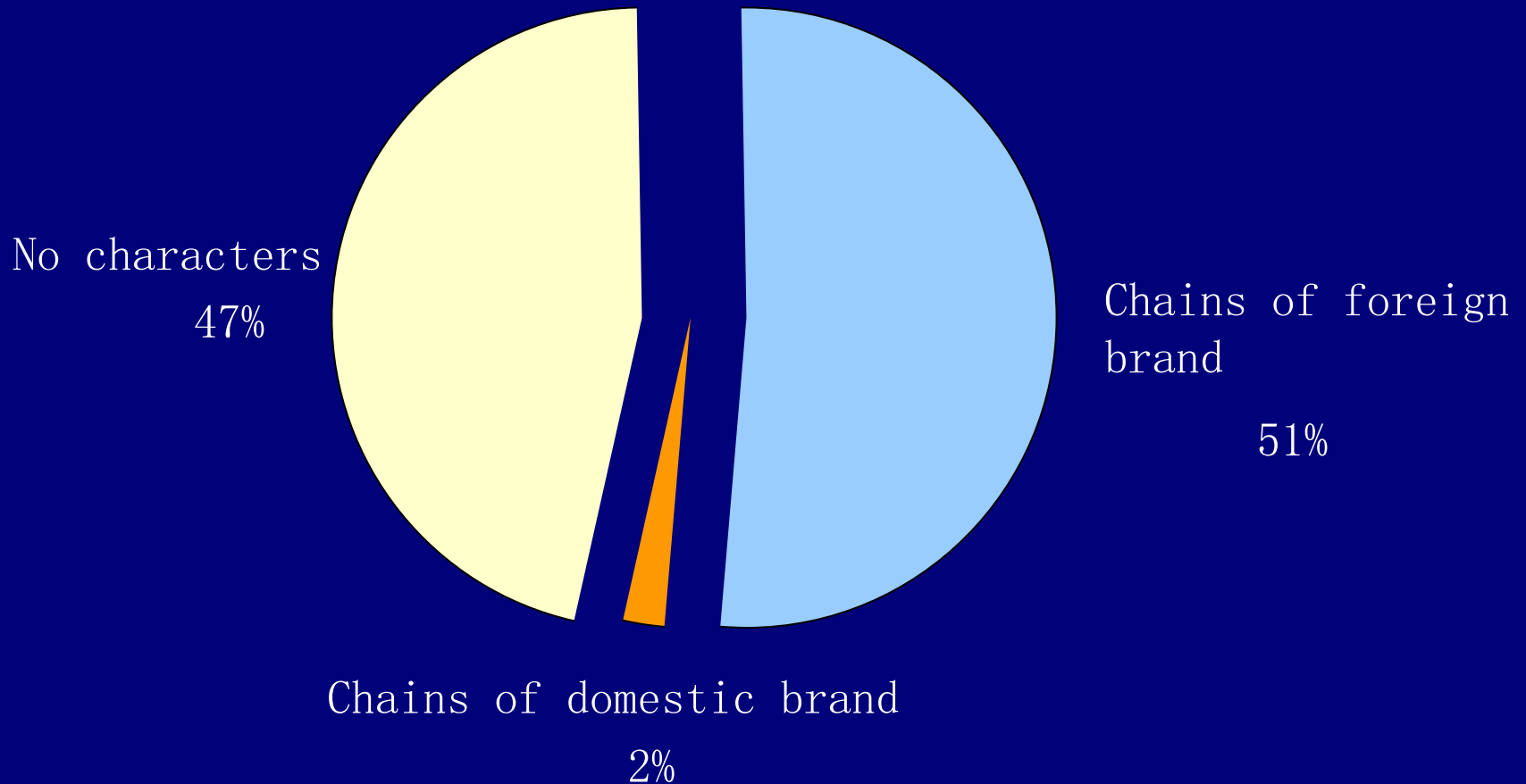
# C. Brand consciousness



# C. Brand consciousness



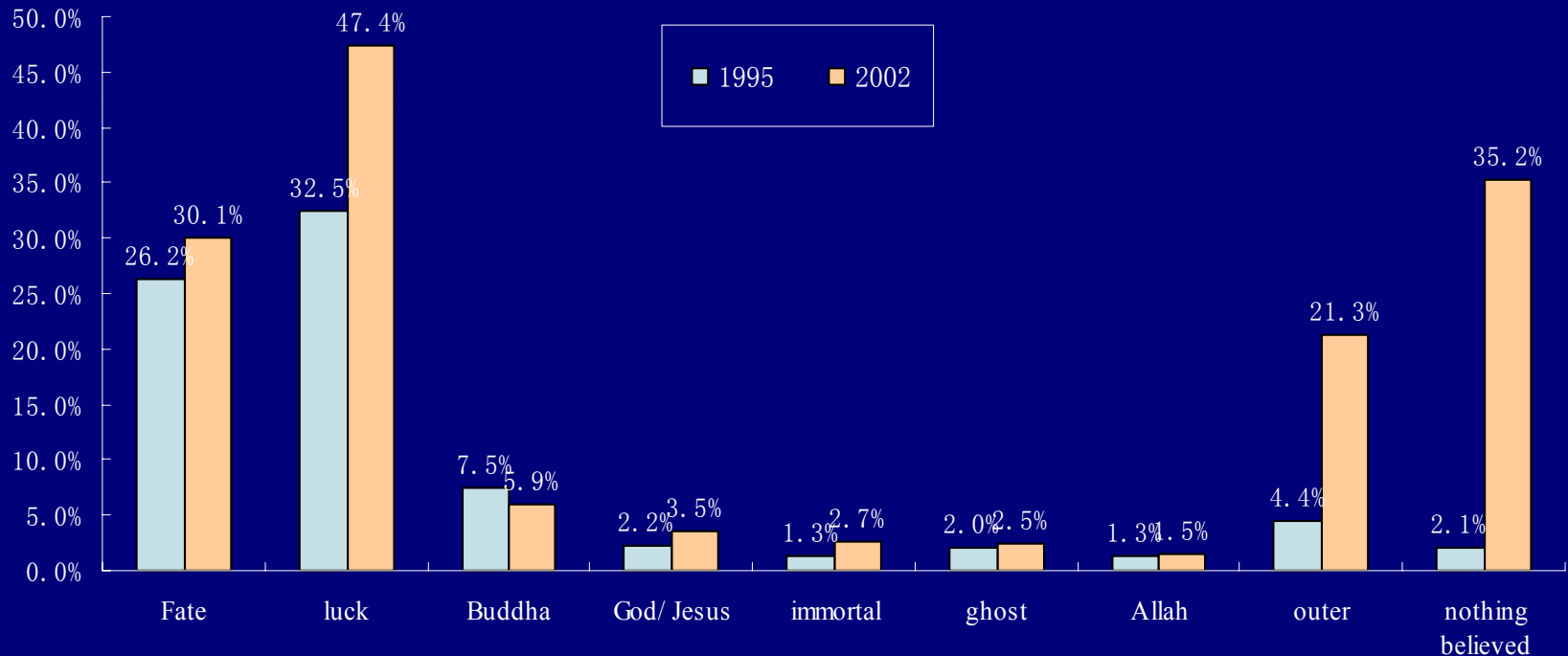
Basically foreign brands rather than local ones have more loyal consumers



# C. Spiritual Belief



## Spiritual believes of Chinese people: what am I believing in now?

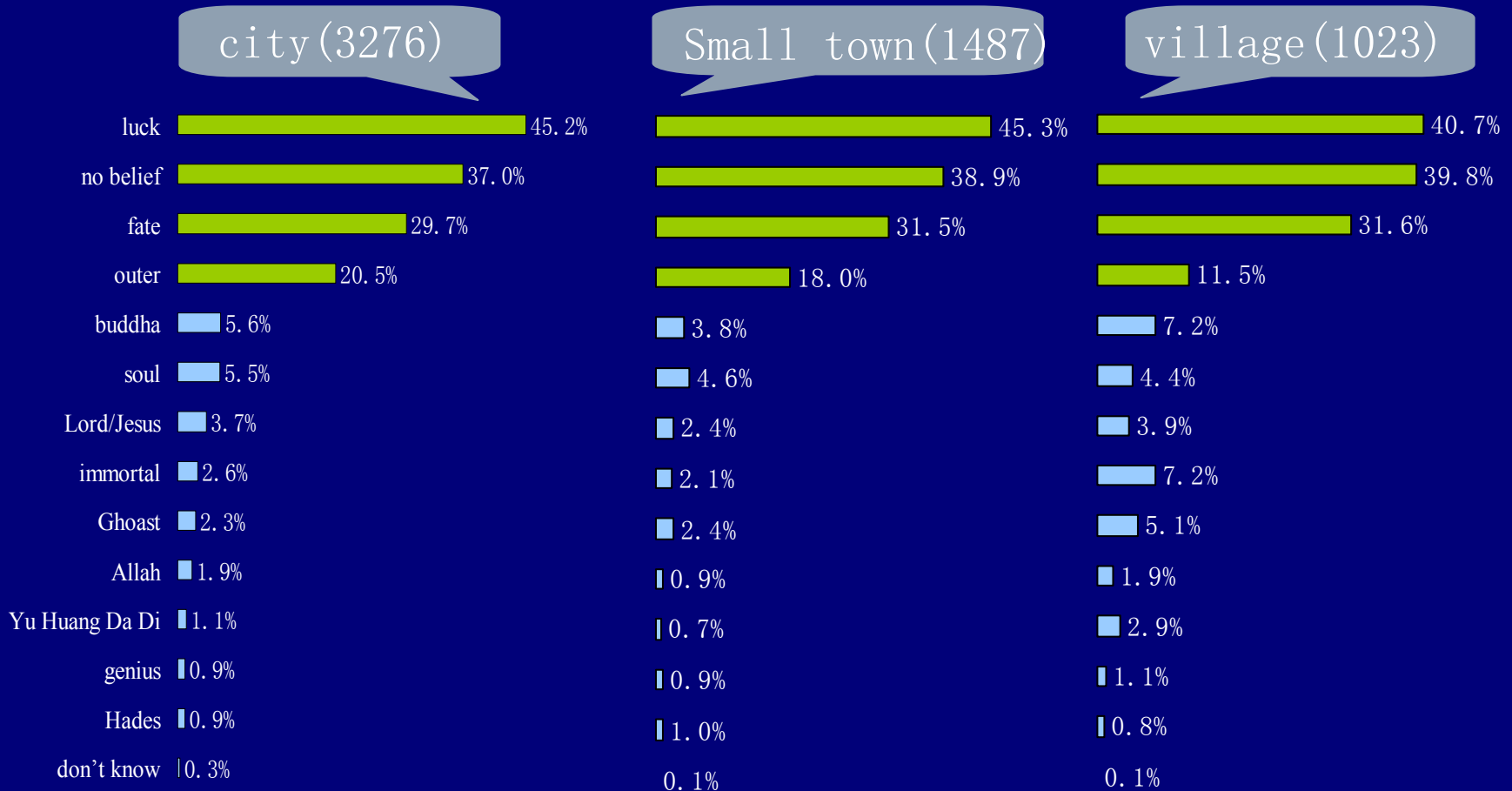


Data resources: at-home interview conducted by Horizon Research Group through random sampling towards 1,324 residents of 14 and over in six big cities in 1995 and the at-home interview towards 3276 residents of 14 and over of China in 2002

# C. Spiritual Belief



There is no obvious difference between rural and urban people

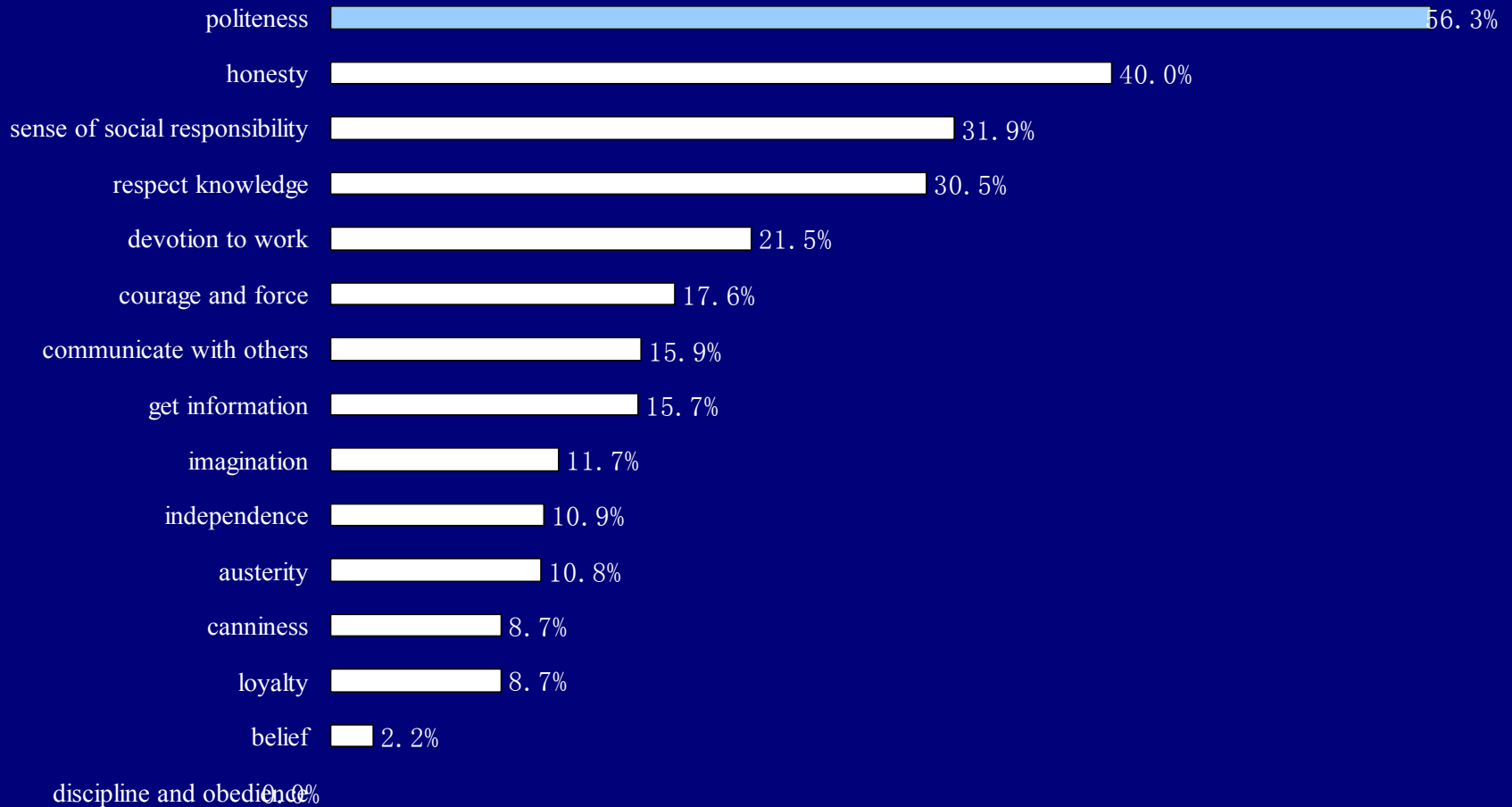


Data resources: at-home interview conducted by Horizon Research Group through random sampling over 5,786 adult residents in big cities, small towns and villages of China at the end of 2002

# C. Opinions on moral standard



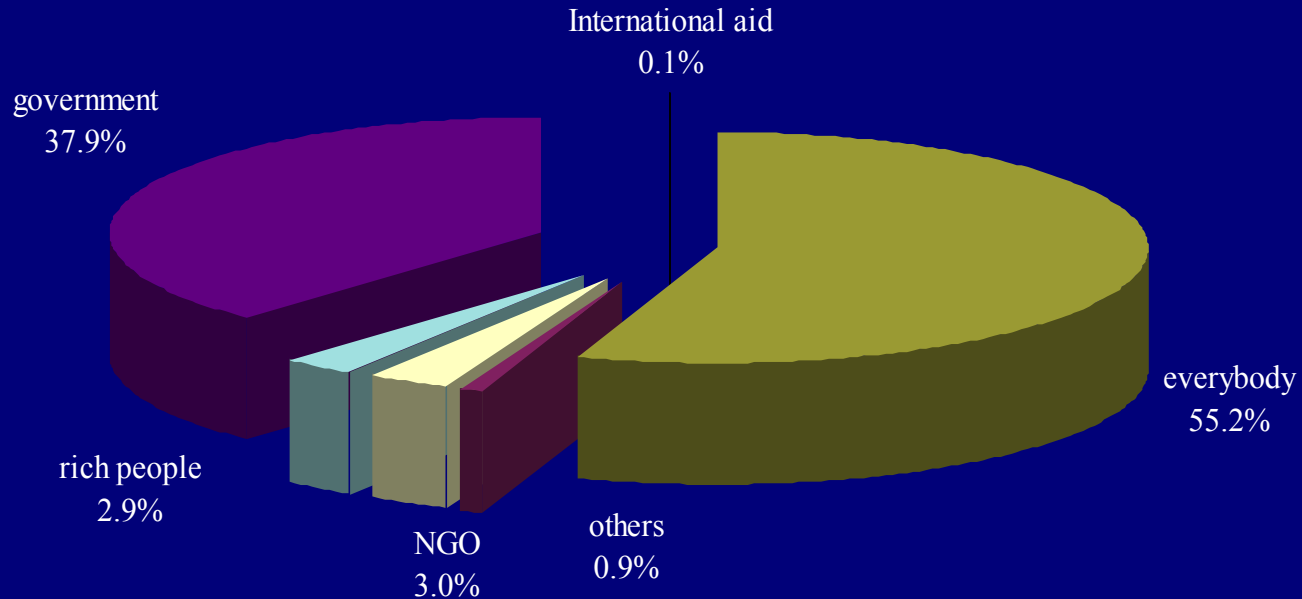
## Which value should we enhance?



Data resources: at-home interview conducted by Horizon Research Group through random sampling over 3,243 adult residents in ten large cities of China (including Beijing, Shanghai etc.) in Dec. of 2000

# C. Opinions on social aid

## Who has responsibilities to help those in need?

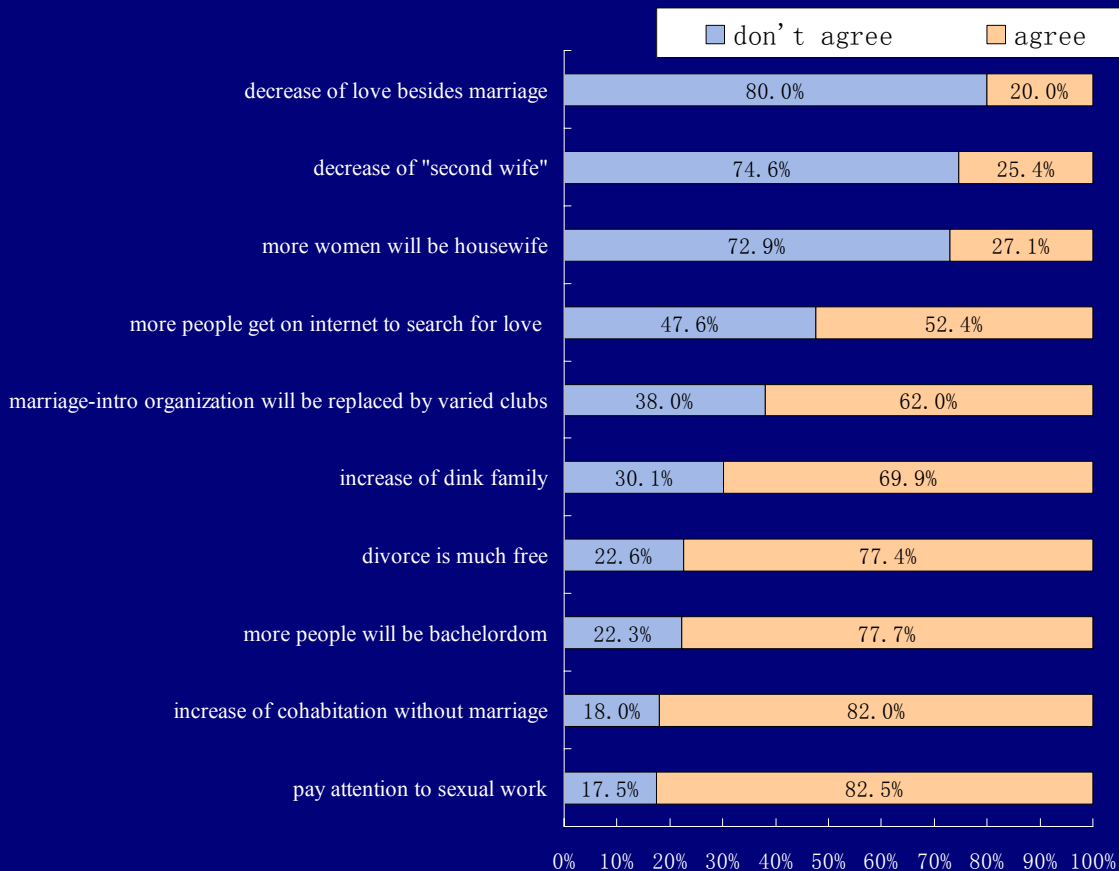




# C. Opinions on family and marriage



People have more freedom and choice in relationship.

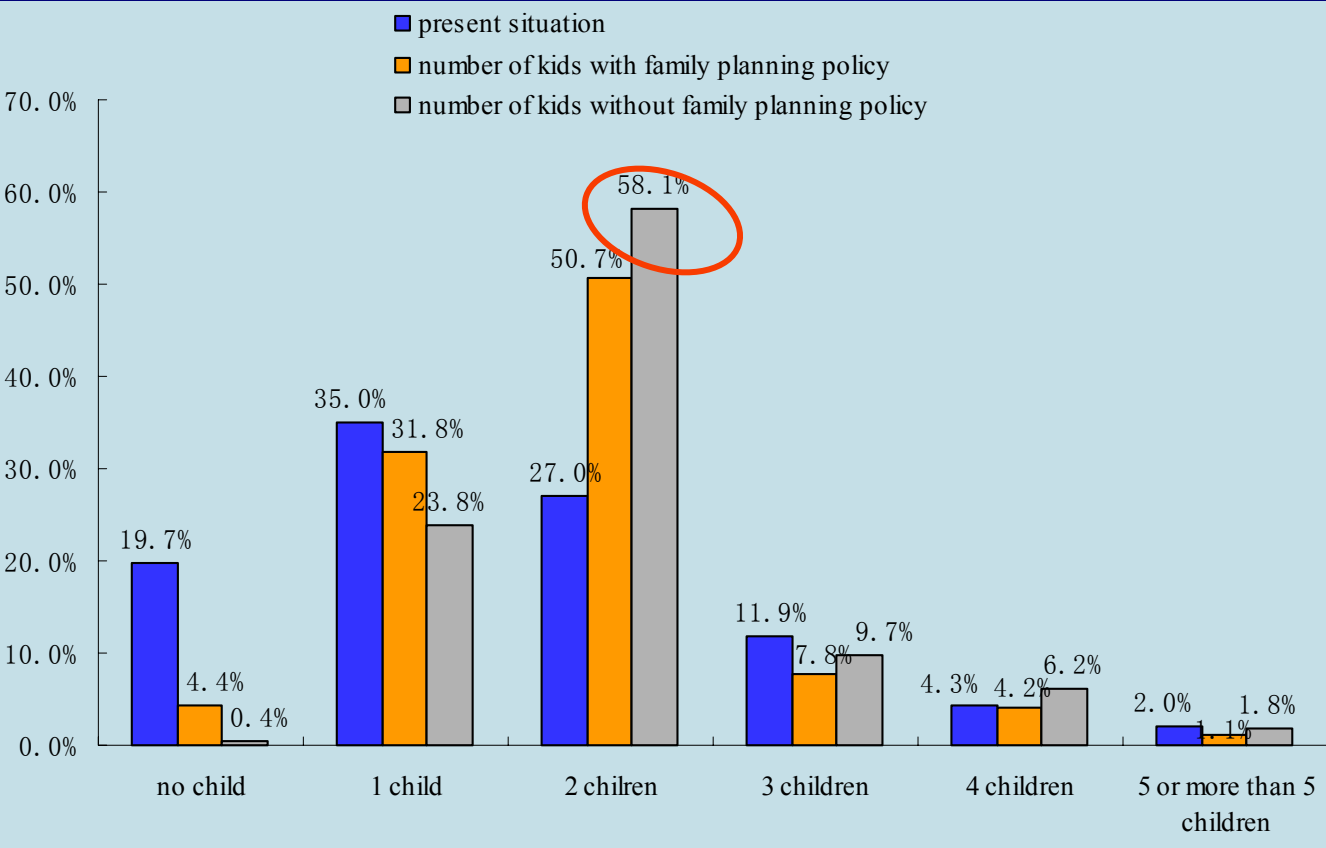


Data resources: at-home interview conducted by Horizon Research Group through random sampling over 2,719 adult residents in six large cities of China (including Beijing, Shanghai etc.) in Jan. of 2001

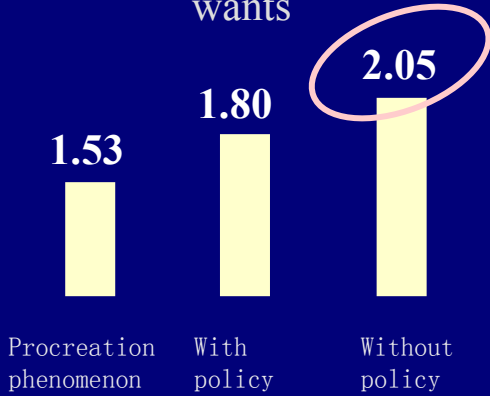
# A. Chinese People's Family Size Preferences



**Given there is no one-baby planning policy, Chinese people would prefer more children**



Average number of the children each family wants

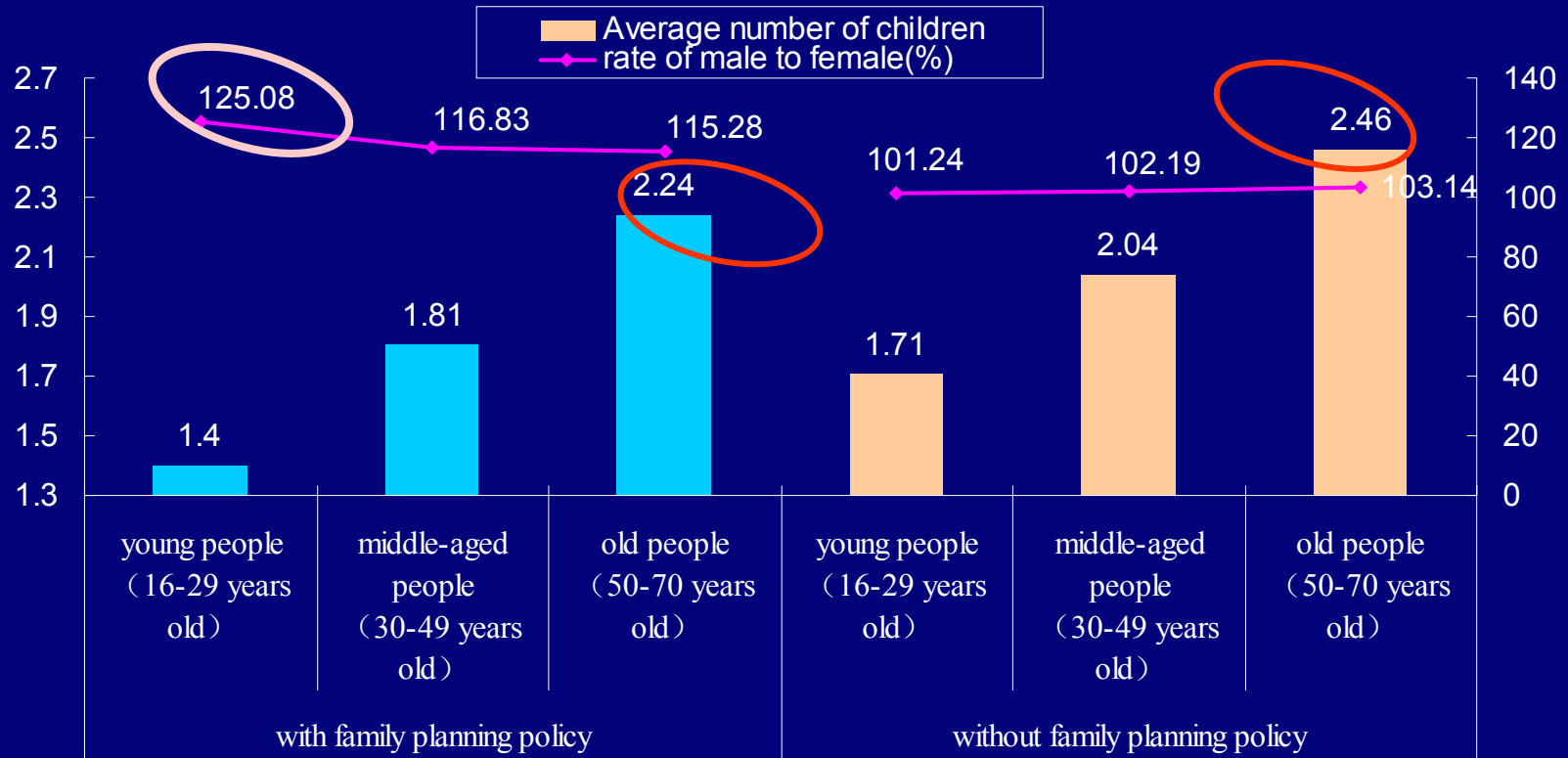


# B. Factors that affect Chinese Family Size Preferences

---- gender and age



**One-baby planning policy enhance the imbalance of Children's gender (based on the preferences of people in different age).**



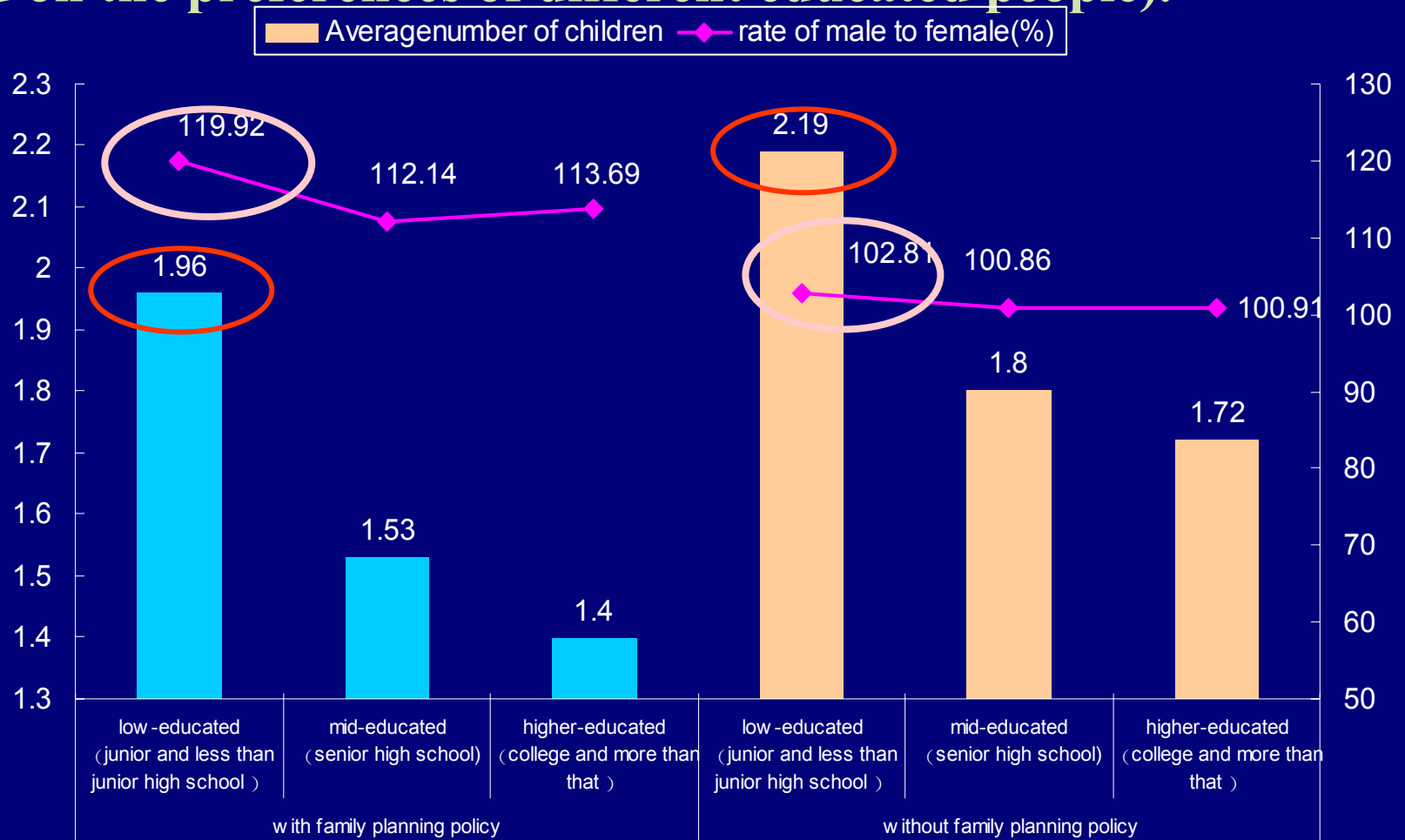
# B. Factors that affect Chinese Family Size

## Preferences

---- education level and income



**Family planning policy enhances the imbalance of Children's gender (based on the preferences of different educated people).**

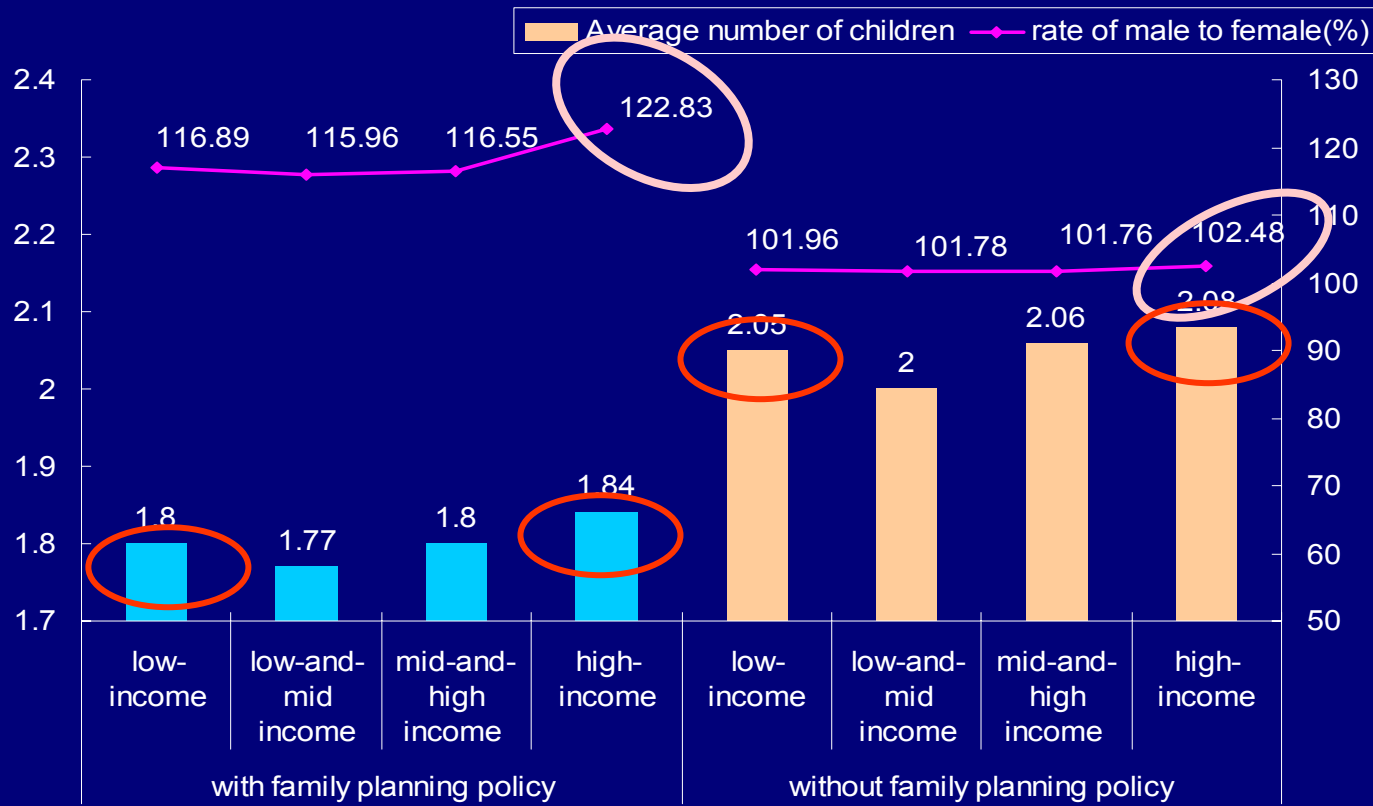


# B. Factors that affect Chinese Family Size

## Preferences ----- education level and income



Family planning policy enhances the imbalance of Children's gender (based on the preferences of people with different income).



# C. Law consciousness

Chinese have clearer legal consciousness and they pay most attention to the law connected with their own daily life.



|      |   |
|------|---|
| 29.3 | Law of Consumers' rights                    |
| 25.5 | Labor Law                                   |
| 19.1 | Criminal Law                                |
| 18.8 | Civil Law                                   |
| 17.4 | Constitution                                |
| 16.8 | Marriage Law                                |
| 9.2  | Law of economic contract                    |
| 9.0  | Communication and transportation Regulation |
| 8.0  | Regulation of Public Security Management    |
| 6.2  | Law of Women's Rights                       |

# C. Law consciousness



**Public hearing: most people agree that it is the most reasonable way to set the price of public service.**

| choice | Telephone fee  | Water and electricity fee | House rent     | Taxi fare      | Parking fee    |
|--------|----------------|---------------------------|----------------|----------------|----------------|
| No.1   | Public hearing | Government                | Public hearing | Public hearing | Public hearing |
| No.2   | Government     | Public hearing            | Government     | Government     | Government     |
| No.3   |                |                           |                |                |                |

## C. Language culture



**English has come into people's daily life and 60% of urban people have their own often-used English saying.**

**Ok  
Bye-bye  
Yes  
Thank you**

**Hello  
Sorry  
No  
Good/very good  
Good  
morning/night**

**Hi  
How are you  
Internet  
Love**





For more information about **Progress Strategy**, please log on  
[www.sinoprogress.com](http://www.sinoprogress.com)

For more information about **Horizon Research**, please log on  
[www.horizon-china.com](http://www.horizon-china.com)

For more information about **Horizonkey.com**, please log on  
[www.horizonkey.com](http://www.horizonkey.com)