

Research Series on the Chinese Dream and China's Development Path

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Drawing on a large body of empirical studies done over the last two decades, the *Research Series on the Chinese Dream and China's Development Path* seeks to provide its readers with in-depth analyses of the past and present, and forecasts for the future course of China's development. Thanks to the adoption of Socialism with Chinese characteristics, and the implementation of comprehensive reform and opening, China has made tremendous achievements in areas such as political reform, economic development, and social construction, and is making great strides towards the realization of the Chinese dream of national rejuvenation. In addition to presenting a detailed account of many of these achievements, the authors also discuss what lessons other countries can learn from China's experience. This series will be an invaluable companion to every researcher who is trying to gain a deeper understanding of the development model, path, and experience unique to China.

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Ya'nan Wang • Puning Hao • Ting Liu •
Juan Zhao • Yu Fang

Annual Evaluation Report of China's Cultural Consumption Demand



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Series Preface

Since China's reform and opening began in 1978, the country has come a long way on the path of Socialism with Chinese characteristics, under the leadership of the Communist Party of China. Over 30 years of reform efforts and sustained spectacular economic growth have turned China into the world's second largest economy and wrought many profound changes in the Chinese society. These historically significant developments have been garnering increasing attention from scholars, governments and the general public alike around the world since the 1990s, when the newest wave of China studies began to gather steam. Some of the hottest topics have included the so-called China miracle, Chinese phenomenon, Chinese experience, Chinese path and the Chinese model. Homegrown researchers have soon followed suit. Already hugely productive, this vibrant field is putting out a large number of books each year, with Social Sciences Academic Press alone having published hundreds of titles on a wide range of subjects.

Because most of these books have been written and published in Chinese, readership has been limited outside China – even among many who study China – for whom English is still the lingua franca. This language barrier has been an impediment to efforts by academia, business communities and policy-makers in other countries to form a thorough understanding of contemporary China, of what is distinct about China's past and present may mean not only for her future but also for the future of the world. The need to remove such an impediment is both real and urgent, and the *Research Series on the Chinese Dream and China's Development Path* is my answer to the call.

This series features some of the most notable achievements from the last 20 years by scholars in China in a variety of research topics related to reform and opening. They include both theoretical explorations and empirical studies, and cover economy, society, politics, law, culture and ecology, the six areas in which reform and opening policies have had the deepest impact and farthest-reaching consequences for the country. Authors for the series have also tried to articulate their visions of the “Chinese Dream” and how the country can realize it in these fields and beyond.

All the editors and authors for the *Research Series on the Chinese Dream and China's Development Path* are both long-time students of reform and opening and recognized authorities in their respective academic fields. Their credentials and expertise lend credibility to these books, each of which having been subject to a rigorous peer-review process for inclusion in the series. As part of the Reform and Development Programme under the State Administration of Press, Publication, Radio, Film and Television of the People's Republic of China, the series is published by Springer, a Germany-based academic publisher of international repute, and distributed overseas. I am confident that it will help fill a lacuna in studies of China in the era of reform and opening.

Xie Shouguang

Preface

The year 2000 was a turning point in the development course of modern China. This was not because of its significance in the Western calendar, where it marks the end of the twentieth century and the beginning of a new millennium; rather it was significant because it was, in the course of China's unique history, the year that marked the realization of a "Basically Prosperous Society" and the starting point of the next leg of China's journey towards a "Fully Prosperous Society". According to the traditional concept of "prosperity" that has prevailed in China for thousands of years, its complete achievement involves two steps, the realization of "sufficiency", followed by hints of "affluence". From "Basic Prosperity" to "Full Prosperity", the "two-step" process of China's modernization has captured the spirit of the "Chinese Dream", with all its rich and deep cultural import. It is in this process of moving from "Basic Prosperity" to "Full Prosperity" that China has realized its transformation from a traditional to a modern society.

The modern transformation of Chinese society has had two prominent markers: one is the construction and gradual improvement of the market economy system which has brought continued growth in the Chinese economy for several years, integrating the global market economy system effectively and deeply affecting the Chinese economy, society and lifestyle in every aspect; the second marker is the construction and steady progress of the systems of public finance, public service and social security – the society is public, the government is public, finances are public and so the government's primary responsibility is to provide public services and basic social security for the whole of society. These two aspects are inevitably linked, because a complete market economy system must be accompanied by a sound social security system. In the process of implementing, in the face of the international financial crisis, the national policy of "stimulating domestic demand, broadening consumption and improving the livelihood of its people", Chinese society fully became aware of this point.

In the past, China has had a tradition of formulating an economic plan every 10 years, whereby all production and consumption was carried out in accordance with the plan, and provisions were organized according to the plan. After the

transference to a market economy system, Chinese economic development has faced a long-term difficulty of lack of domestic demand, especially in the case of the growth of cultural production being restricted by the insufficiency in cultural consumption demands. The reason for this was the lag in construction of a social security system. If we say that the driving force in the substance of economic development in manufacturing is still reliant on the so-called triumvirate, and that besides investment and domestic demand, there is also foreign demand; then the driving force behind the development of cultural industry, besides investment, basically can only rely on foreign demand.

Due to social traditions, the Chinese public generally maintains the classic characteristic of a traditional agricultural society, which goes along with the notion of “relying on the weather for sustenance”, which leads to unpredictability year after year. The idea that “the heavens call the shots” makes future livelihoods difficult to grasp, and Chinese people focus on saving extra money, leading to a high rate of savings in Chinese society. While social safeguards are not sufficient, the public must focus more on saving money, leading to measures of self-protection, such as funds for purchasing a home, funds for children’s education, funds for sickness and old age and similar situations. That is to say, that in addition to maintaining a level of essential expenses, Chinese people also prepare for savings for future contingencies. This situation is bound to suppress a broadening step in consumption, as necessary consumption remains fixed, with spiritual and cultural consumption inevitably being the first to be left aside. Therefore, within the scope of the Chinese nation, the public’s cultural consumption status grows negatively in relation to the growth in savings.

The valuable lessons China learned from the international financial crisis is that the country should focus on “stimulating domestic demand, expanding consumption and improving livelihoods” within the socialist market economy system. These points should become basic Chinese long-term national policies followed in the construction of the Chinese-style socialist economy and the construction of culture and society. This has become the basic idea behind the national Twelfth Five-Year Plan. Developments in the cultural domain raise the level of scientific development and should adhere more to the concept of “people first” and the basic principles of making quality of life an equal priority; stimulating domestic cultural demand, broadening cultural consumption, improving culture and quality of life and using the promotion of socialist cultural development to satisfy the cultural needs of the urban and rural populations on a broader scale.

Within the socialist market economy system, the so-called demands are mainly shown as consumer demands, including the most basic needs for food, clothing and shelter; it makes a little sense, therefore, to talk about “meeting demands” outside of consumer demands. Cultural development that takes “meeting the spiritual and cultural needs of the public as a starting and ending point” needs to be translated into promoting consumption across urban and rural areas and allowing all to share in the benefits. In order to measure the effects of cultural development and production through the increase in popular consumer demands, is not only necessary – the results of cultural development must be implemented it the cultural consumption

demands of residents of rural and urban areas, something which is also feasible – among cultural production and cultural consumption there is an interaction of supply and demand which cannot be avoided. The ultimate power of cultural production can only come from popular cultural consumption needs, and cultural production’s actual results can only be verified if they meet cultural consumption demands.

The essence of continuing to deepen cultural reform and mechanisms for innovation lies in bringing the cultural manufacturing industry completely into a unified socialist market economy system; changing from a plan-based orientation to a market-based orientation; from a manufacturing orientation to a consumer orientation; from a goal of supply to a goal of demand. The space for development of China’s culture industry must be brought out by the enhancement of “endogenous power”, and more so should be implemented from its own “starting and ending point”. The development of the culture industry and the enhancement of cultural consumption should form good relations of coordinated growth of supply and demand. In the process of fully constructing a prosperous society, the results of cultural development cannot just be measured by per capita “cultural GDP”. Promoting cultural industry as a pillar of the national economy is just a means; enhancing and satisfying the cultural consumption demand of the populace is the ultimate goal; the “GDP culture chase” stemming from “GDP worship” must stop.

Yunnan, China
March 26, 2014

Wang Ya’nan

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After a relatively short gestation period, the *Research Series on the Chinese Dream and China's Development Path* has started to bear fruits. We have, first and foremost, the books' authors and editors to thank for making this possible. And it was the hard work by many people at Social Sciences Academic Press and Springer, the two collaborating publishers, that made it a reality. We are deeply grateful to all of them.

Mr. Xie Shouguang, president of Social Sciences Academic Press (SSAP), is the mastermind behind the project. In addition to defining the key missions to be accomplished by it and setting down the basic parameters for the project's execution, as the work has unfolded, Mr. Xie has provided critical input pertaining to its every aspect and at every step of the way. Thanks to the deft coordination by Ms. Li Yanling, all the constantly moving parts of the project, especially those on the SSAP side, are securely held together, and as well synchronized as is feasible for a project of this scale. Ms. Gao Jing, unfailingly diligent and meticulous, makes sure every aspect of each Chinese manuscript meets the highest standards for both publishers, something of critical importance to all subsequent steps in the publishing process. That high-quality if also at times stylistically as well as technically challenging scholarly writing in Chinese has turned into decent, readable English that readers see on these pages is largely thanks to Ms. Liang Fan, who oversees translator recruitment and translation quality control.

Ten other members of the SSAP staff have been intimately involved, primarily in the capacity of in-house editor, in the preparation of the Chinese manuscripts. It is time-consuming work that requires attention to details, and each of them has done this and is continuing to do this with superb skills. They are, in alphabetical order: Mr. Cai Jihui, Ms. Liu Xiaojun, Mr. Ren Wenwu, Ms. Shi Xiaolin, Ms. Song Yuehua, Mr. Tong Genxing, Ms. Wu Dan, Ms. Yao Dongmei, Ms. Yun Wei and Ms. Zhou Qiong. In addition, Xie Shouguang and Li Yanling have also taken part in this work.

Mr. RenWenwu is the SSAP in-house editor for the current volume.

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Introduction

What standards should be used to measure the construction of a prosperous society? Clearly, we cannot again, as in the year 2000, simply and crudely apply the standard of a per capita GDP of 800 USD equaling “basic prosperity”. Rather, “livelihood indicators” will play an undoubtable, irreplaceable role. In the process of building a prosperous society, the targets of cultural development should be implemented within its own “starting and ending points”.

In 2012, nationwide consumption demands across urban and rural areas maintained high growth, with a total accumulated growth of 12.64 %, reaching 1.140597 trillion yuan; per capita growth was 12.08 %, reaching 844.45 yuan. Using per capita as a measure, the growth in urban and rural cultural consumption was significantly higher than the output value and significantly lower than the growth in income among urban and rural inhabitants; it was slightly lower than the total growth in consumption and significantly lower than the accumulated growth. The urban–rural gap in cultural consumption decreased 1.97 % from the last year, and the regional gap in cultural consumption between provinces and rural areas decreased by 1.04 %.

Total cultural consumption growth in urban and rural areas of 21 provinces was greater than 10 %; among those, urban and rural areas in 11 provinces experienced a total growth of greater than 15 %, and urban and rural areas in 3 provinces experienced a total growth greater than 20 %. It was just the high growth of consumption demand across urban and rural areas in most provinces that resulted in the high growth of countrywide overall cultural consumption demand in urban and rural areas.

The status ranking for cultural consumption demand among provinces is as follows: Jiangsu, Beijing and Shanghai ranked top three in the “2012 Annual Provincial Leaders”; Jiangsu, Qinghai and Liaoning ranked top three in the “2000–2012 Provincial Runners-Up”; Jiangsu, Tianjin and Qinghai ranked top three in the “2005–2012 Provincial Runners-Up”; Tianjin, Xinjiang and Ningxia ranked top three in the “2010–2012 Provincial Runners-Up”; Tianjin, Jilin and Henan ranked top three in the “2012 Annual Provincial Runners-Up”.

The status ranking of cultural and educational consumption demand among key cities is as follows: Guangzhou, Xi'an and Nanjing ranked top three in the "2012 Annual Major City Leaders"; Hefei, Kunming and Fuzhou ranked top three in the "2005–2012 Major City Runners-Up"; Wuhan, Kunming and Nanning ranked top three in the "2010–2012 Major City Runners-Up"; Tianjin, Hefei and Changchun ranked top three in the "2012 Annual Major City Runners-Up".

Abstract

In 2012, the countrywide cultural consumption demand in urban and rural areas maintained high growth: the total cultural consumption went up by 12.64 %, reaching 11405.97 hundred million yuan; the per capita value went up by 12.09 %, reaching 844.45 yuan. As measured by per capita value, the annual growth of the cultural consumption in urban and rural areas was higher than the GDP growth, lower than residents' income growth and slightly lower than the total consumption growth, also significantly lower than savings growth. The disparity of cultural consumption between urban and rural areas shrank by 1.97 %; the regional gap of cultural consumption in urban and rural areas among various provinces shrank by 1.04 % over the previous year.

The total cultural consumption in urban and rural areas increased in 21 provinces by over 10 %, in 11 of which by over 15 % and in 3 of which by over 20 %; the per capita value of cultural consumption in urban and rural areas increased in 19 provinces by over 10 %, in 10 of which by over 15 % and in 3 of which by over 20 %. It was just the high growth of consumption demand across urban and rural areas in most provinces that resulted in the high growth of countrywide overall cultural consumption demand in urban and rural areas.

The status ranking for cultural consumption demand among provinces is as follows: Jiangsu, Beijing and Shanghai ranked top three in the “2012 Annual Provincial Leaders”; Jiangsu, Qinghai and Liaoning ranked top three in the “2000–2012 Provincial Runners-Up”; Jiangsu, Tianjin and Qinghai ranked top three in the “2005–2012 Provincial Runners-Up”; Tianjin, Xinjiang and Ningxia ranked top three in the “2010–2012 Provincial Runners-Up”; Tianjin, Jilin and Henan ranked top three in the “2012 Annual Provincial Runners-Up”.

The rankings of the status evaluation of the cultural and educational consumption demand among key cities are as follows: Guangzhou, Xi'an and Nanjing ranked top three in the “2012 annual key cities leaders”; Hefei, Kunming and Fuzhou ranked top three in the “2005–2012 Major City Runners-Up”; Wuhan,

Kunming and Nanning ranked top three in the “2010–2012 Major City Runners-Up”; Tianjin, Hefei and Changchun ranked top three in the “2012 Major City Runners-Up”.

Keywords Cultural consumption • Demand and sharing • Status evaluation • Analysis and forecast

Contents

1	The Overall Status Evaluation of China's Cultural Consumption Demand in Urban and Rural Areas: An Analysis for Period Beginning in 1991 and the 2012 Annual Assessment	1
1.1	Growth Trends in Nationwide Urban and Rural Cultural Consumption Over the Last 21 Years	2
1.1.1	Overall Growth Trends in Urban and Rural Cultural Consumption	3
1.1.2	Growth Trends in Urban and Rural Per Capita Cultural Consumption	5
1.2	Background Situation of National Cultural Consumption Over the Last 21 Years	8
1.2.1	Cultural Consumption and Economic and Social Trends . . .	8
1.2.2	Growth Trends in Cultural Consumption and Economic and Social Factors	11
1.2.3	Changes in the Ratio of Cultural Consumption to Various Factors	14
1.3	Coordination Between National Urban and Rural and Regional Cultural Consumption Over 21 Years	17
1.3.1	Cultural Consumption Trends of Expansion in Urban and Rural Areas	18
1.3.2	Trends in Regional Gaps in Urban and Rural Cultural Consumption	20
1.4	Evaluation of Nationwide Urban and Rural Cultural Consumption Demand Over 21 Years	21
1.4.1	Annual Horizontal Assessment Index	22
1.4.2	Vertical Assessment Indexes Since the "Ninth Five-Year Plan"	22
1.4.3	Vertical Assessment Vertical Assessment Indexes Since the "Tenth Five-Year Plan"	23

1.4.4	Vertical Assessment Since the “Eleventh Five-Year Plan”	23
1.4.5	Annual Vertical Index Assessment	24
2	Evaluation System and Technical Report on Chinese Cultural Consumption Demand	25
2.1	Sources for Base Data and Calculation Methods	25
2.1.1	Calculating Total Cultural Consumption	26
2.1.2	Specific Sources for Per-capita Base Data	29
2.2	Evaluation Indexes and Their Design Concepts	33
2.2.1	Basic Indicators: The Absolute Value of Cultural Consumption	33
2.2.2	Balancing Indicators: Proportionate Value of Cultural Consumption	35
2.2.3	Correction Indicators: The Ratio Difference of Cultural Consumption	39
2.3	Index Weight Distribution and Evaluation Calculation Methods	43
2.3.1	Weight Distribution of Each Evaluation Index	43
2.3.2	Special Clarifications Regarding the Urban and Rural Single-Line Evaluations	45
2.3.3	Evaluation Methods and Result Rankings	46
3	Urban and Rural Cross Province Cultural Consumption Demand Evaluation and Ranking: 2000–2012 Evaluation and Predictions for Subsequent Years	51
3.1	Basic Status of Cultural Consumption Demand Growth in Urban and Rural Areas Across Provinces	52
3.1.1	Increases and Decreases of the Total Share of Each Province Across Urban and Rural Areas	52
3.1.2	Provincial, Regional, Urban and Rural Cultural Per Capita Absolute Value Growth Changes	56
3.2	Comparison of Provinces and Regions in Context of Related Background Growth	61
3.2.1	Changes in Share of GDP	61
3.2.2	Changes in Relationship of Proportional Income	65
3.2.3	Changes in the Share of Total Consumption	68
3.2.4	Changes in Ratio to Non-cultural Consumption Surplus	72
3.3	Balanced Growth of Each Province and Region, in Urban and Rural Areas	76
3.3.1	Changes in the Urban-Rural Discrepancy in Cultural Consumption Demand	76
3.3.2	Changes in Regional Discrepancy of Urban and Rural Cultural Consumption Demand	81

3.4	Rankings and Predictions for Urban and Rural Cultural Consumption Demand in Each Province or Region	85
3.4.1	2012 Evaluation of Cultural Consumption Demand	85
3.4.2	Prosperity Forecasts for 2013 and Annual Growth Estimates for 2014	91
4	Evaluation and Ranking of Cultural and Educational Consumption Demand in Major Cities: Annual Assessment of 2005–2012 and Forecast for Latter Years	97
4.1	Cultural and Educational Consumption Growth in Each Major City	98
4.1.1	Increase and Decreases of the Total Share of Major Cities	98
4.1.2	Growth Changes in Per Capita Absolute Value of Each Major City	101
4.2	Comparison of Economic and Social Factors with the Coordinated Growth Situation	105
4.2.1	Changes in Share of GDP	105
4.2.2	Changes in Proportion of Income	109
4.2.3	Changes in the Ratio to Total Consumption	113
4.2.4	Changes in the Ratio to Non-cultural Consumption Surplus	116
4.3	Balance of Growth Among Provinces, Cities and Rural Areas	120
4.3.1	Changes in Difference Between Urban and Rural Cultural/Educational Demand Growth in the Provinces	120
4.3.2	Changes in Regional Discrepancies in Urban Cultural/Educational Consumption Demand	125
4.4	Forecasts and Rankings of Major Cities' Cultural/Educational Consumption Demand	129
4.4.1	Evaluation of 2012 Cultural/Educational Consumption Demand	130
4.4.2	Status Forecast for 2013 and Growth Estimates for 2014	135
5	Provincial and Municipal Reports	139
5.1	Jiangsu: Maintaining First Place in the 2012 Urban and Rural Horizontal Assessment	139
5.1.1	Jiangsu's Growth in Urban and Rural Cultural Consumption Demand	139
5.1.2	Related Background Situation of Jiangsu's Urban and Rural Cultural Consumption	142
5.1.3	Urban/Rural and Regional Cultural Consumption Coordination in Jiangsu Province	145
5.1.4	Assessment of Prosperity in Jiangsu's Urban and Rural Cultural Consumption Demand	148

5.2	Tianjin: Rising to the Top of the 2012 Urban and Rural Vertical Assessment of Prosperity Index	150
5.2.1	Tianjin's Urban and Rural Cultural Consumption Demand Growth	150
5.2.2	Related Background Situation of Tianjin's Urban and Rural Cultural Consumption	153
5.2.3	Coordination Situation of Tianjin's Urban and Rural and Regional Cultural Consumption	156
5.2.4	Prosperity Evaluation of Tianjin's Urban and Rural Cultural Consumption	159
5.3	Xinjiang: Rising to Second Place in the Urban and Rural Evaluation of Prosperity After the "Twelfth Five-Year Plan" Period	161
5.3.1	Growth in Xinjiang's Urban and Rural Cultural Consumption	161
5.3.2	Related Background Situation of Xinjiang's Urban and Rural Cultural Consumption	164
5.3.3	Xinjiang's Coordination of Urban/Rural and Regional Cultural Consumption	167
5.3.4	Xinjiang's Urban and Rural Cultural Consumption Prosperity Evaluation	170
5.4	Qinghai: Rising to Third Place in the Urban and Rural Prosperity After the "Eleventh Five-Year Plan"	172
5.4.1	Qinghai's Urban and Rural Cultural Consumption Demand Growth	172
5.4.2	Related Background Situation of Qinghai's Urban and Rural Cultural Consumption	174
5.4.3	Xinjiang's Coordination of Urban/Rural and Regional Cultural Consumption	178
5.4.4	Prosperity Evaluation of Qinghai's Urban and Rural Cultural Consumption	181
5.5	Liaoning: Rising to Third Place in Urban and Rural Prosperity Index After the "Tenth Five-Year Plan"	183
5.5.1	Liaoning's Urban and Rural Cultural Consumption Growth	183
5.5.2	Related Background Situation of Liaoning's Urban and Rural Cultural Consumption	185
5.5.3	Liaoning's Coordination of Urban/Rural and Regional Cultural Consumption	189
5.5.4	Prosperity Status Evaluation of Liaoning's Urban and Rural Cultural Consumption	192

6 Key City Reports	195
6.1 Guangzhou: Maintaining First Place in the 2012 Horizontal City Prosperity Evaluation	195
6.1.1 Guangzhou's Growth in Cultural and Educational Consumption Demand	195
6.1.2 Related Background Situation of Guangzhou's Cultural and Educational Consumption	197
6.1.3 Coordination Status of Urban/Rural and Regional Cultural and Educational Consumption	201
6.1.4 Prosperity Assessment of Guangzhou's Cultural and Educational Consumption Demand	204
6.2 Tianjin: Rising to the Top in the 2012 Vertical Assessment of City Prosperity Indexes	206
6.2.1 Tianjin's Growth in Cultural and Educational Consumption Demand	206
6.2.2 Related Background Situation of Tianjin's Cultural and Educational Consumption	208
6.2.3 Coordination Status of Urban/Rural and Regional Cultural and Educational Consumption	212
6.2.4 Prosperity Assessment of Tianjin's Cultural and Educational Consumption Demand	214
6.3 Wuhan: Rising to First Place in Evaluation of Cities After the "Twelfth Five-Year Plan"	216
6.3.1 Wuhan's Growth in Cultural and Educational Consumption Demand	216
6.3.2 Related Background Situation of Wuhan's Cultural and Educational Consumption	218
6.3.3 Coordination Status of Urban/Rural and Regional Cultural and Educational Consumption	222
6.3.4 Prosperity Assessment of Wuhan's Cultural and Educational Consumption Demand	225
6.4 Hefei: Rising to Third Place in Status of Cities After the "Eleventh Five-Year Plan"	227
6.4.1 Hefei's Growth in Cultural and Educational Consumption Demand	227
6.4.2 Related Background Situation of Hefei's Cultural and Educational Consumption	229
6.4.3 Coordination Status of Urban/Rural and Regional Cultural and Educational Consumption	233
6.4.4 Prosperity Assessment of Hefei's Cultural and Educational Consumption Demand	236

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