

The Survey Report on East China Public Service Quality(2014)

Shanghai Academy of Quality Management

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In order to promote cities to upgrade basic public service level, explore the establishment of statistical monitoring system of national basic public service quality, Shanghai Academy of Quality Management chose 7 provinces and municipality in East China to carry out monitoring project of public service quality.

As East China is the region economically advanced with high population density, solid infrastructure, high levels of overall development and public service quality, our evaluation on public service quality in this region is representative and prospective.



Brief introduction

Now please allow me to introduce the content of the survey report.

This survey covered a total of 76 cities from six provinces and Shanghai municipality in East China, and included 11 key aspects of urban public services. The evaluation was deployed by combining representative and random survey, supplemented with internet public opinions collection and analysis as an efficient approach to questionnaire survey.

Thanks to the great effort, evaluation results and important findings were achieved and suggestions were made.



Brief introduction

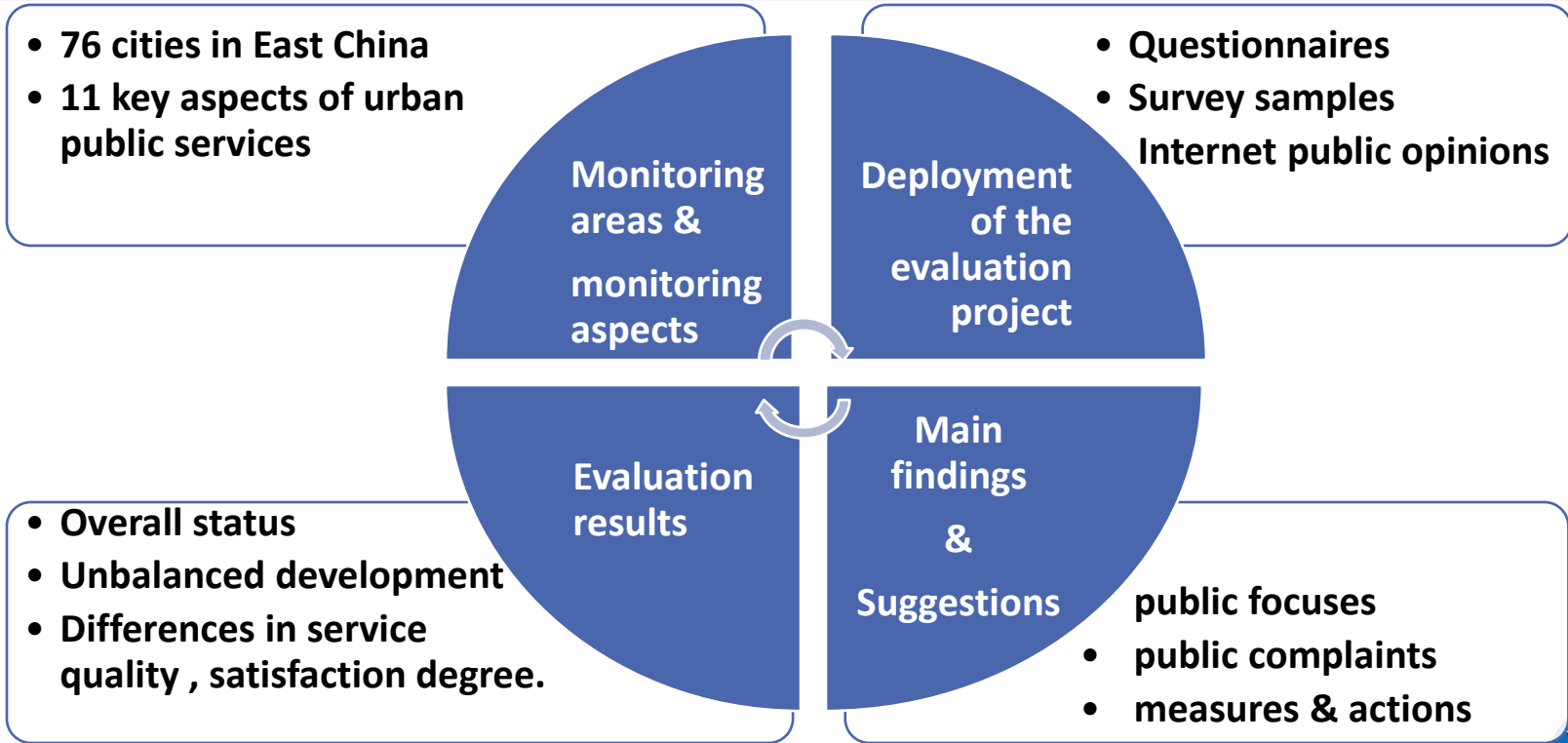
East China is the region economically developed with high population density, solid infrastructure and high-level public service quality. Therefore we chose that region to make evaluation on public service quality, which is representative and prospective.

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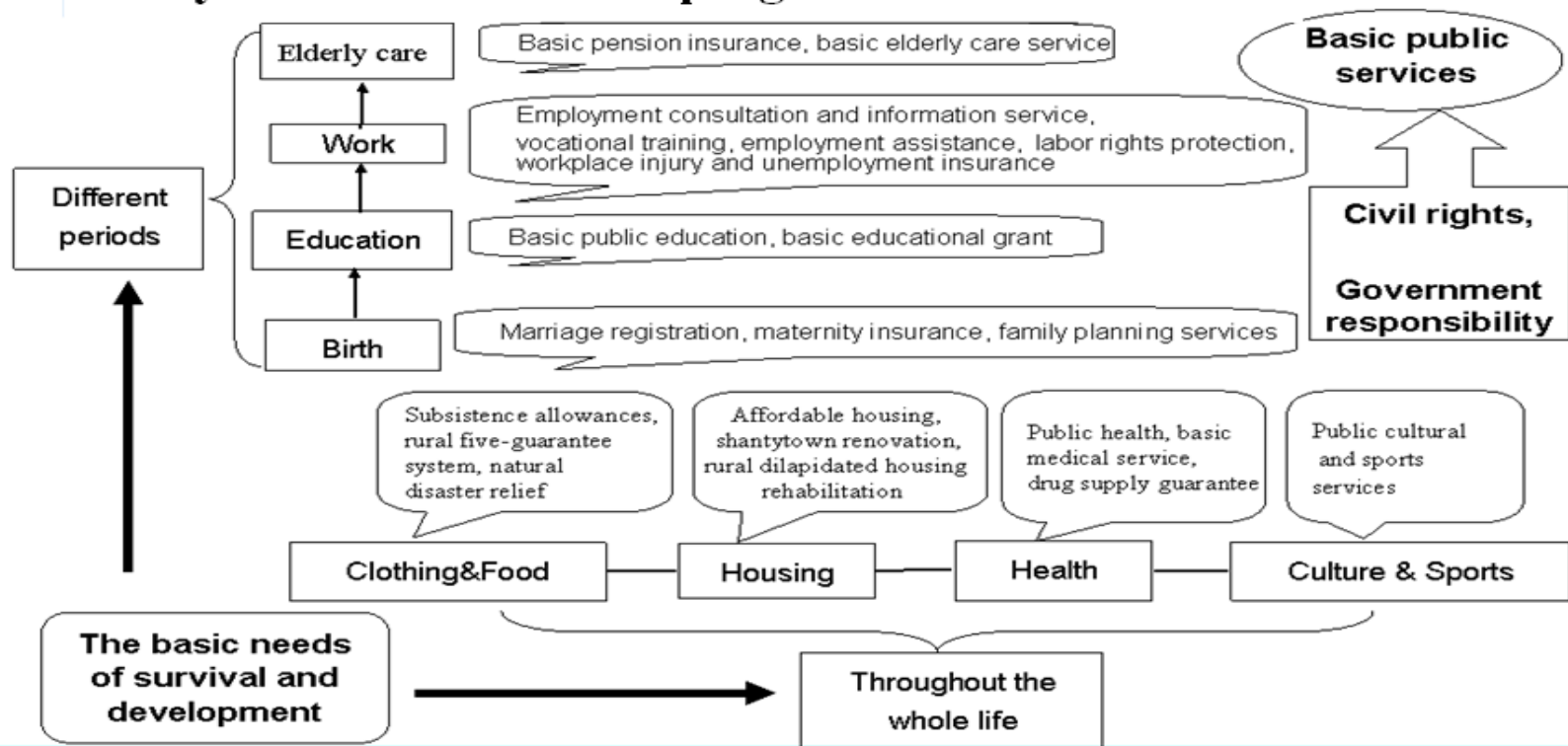
The survey was designed and carried out based on the Connotation of basic public service scope of the Twelfth Five-Year Plan of national basic public service system, which strive to achieve the goal that :

Everyone receives compulsory free education, everyone's work is paid, the sick have access to medical care, the elderly are properly looked after, and everyone has the housing right.

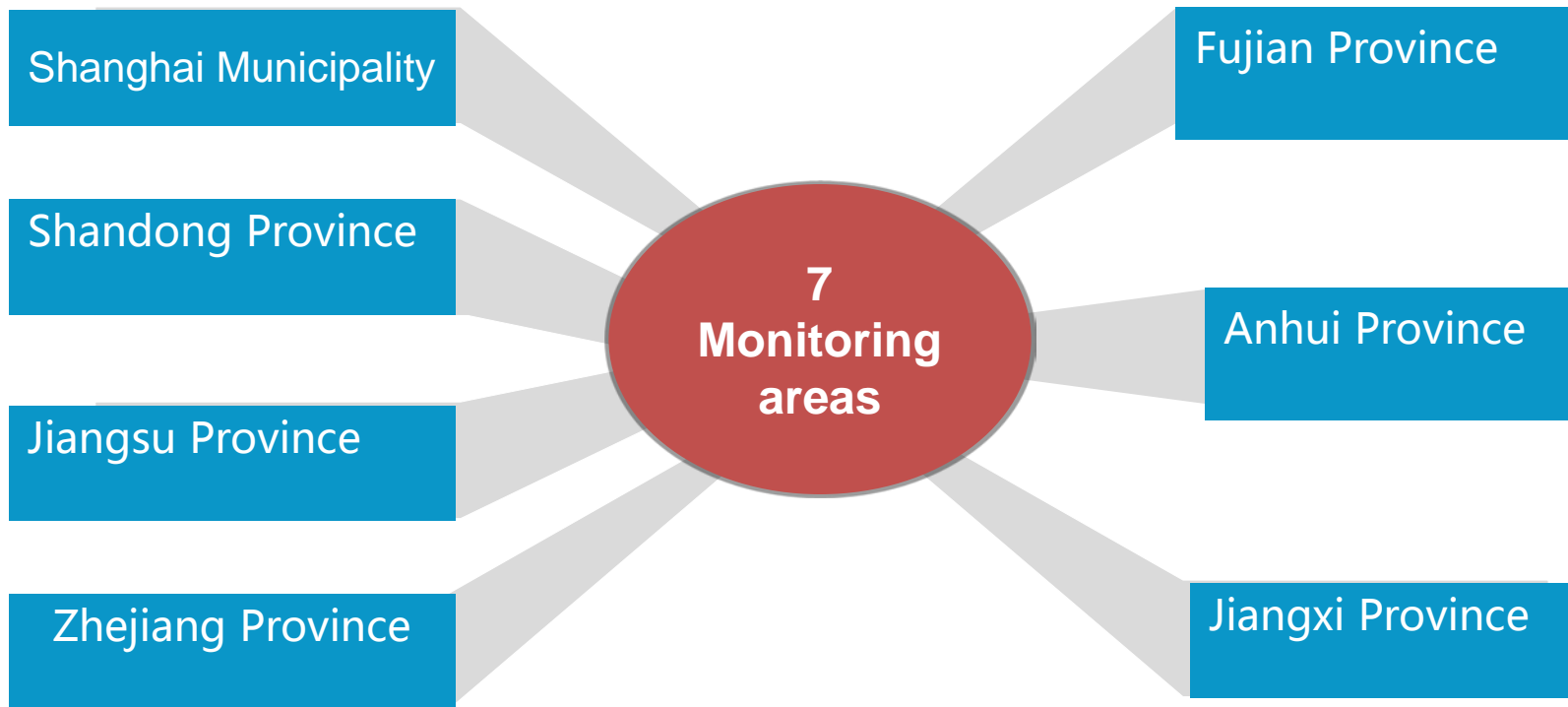


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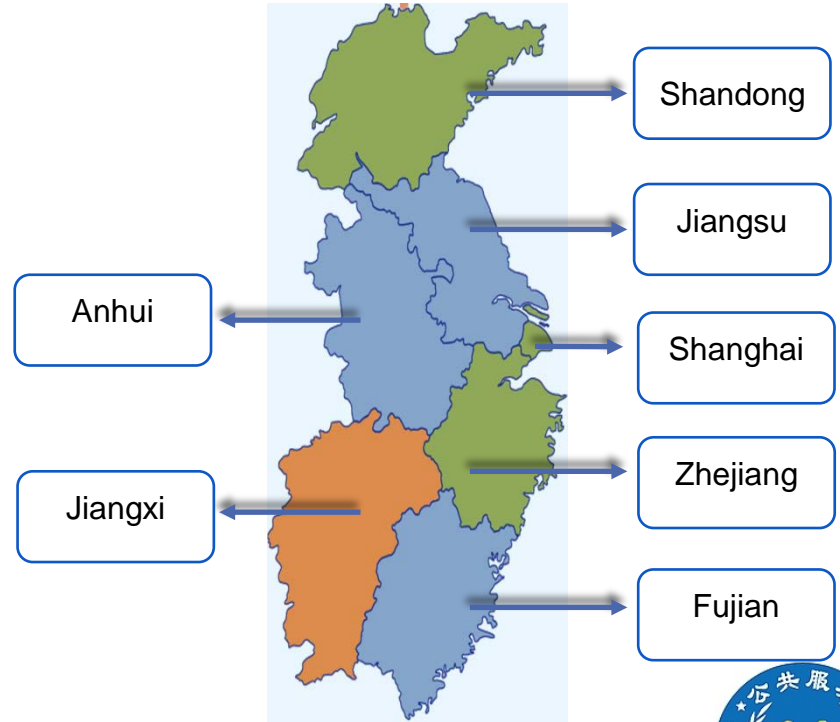
Study on the evaluation program



Main contents



7 Monitoring areas



Main contents

11 Monitoring aspects

Infrastructure

Environmental management

Internet public service

Public transportation

City environment

Compulsory education

Medical service

Urban security

Elderly care service

Administrative transaction processing

Public culture and sports



Main contents

Deployment of the evaluation project

Questionnaires

We designed evaluation indexes and questionnaires of urban basic public service quality, basing on the fundamental requirements for equalization of national basic public services.

Survey samples

The evaluation indexes were designed in two dimensions. One is concerned with public needs. The other is involved with system.

internet public opinions



Main contents

Deployment of the evaluation project

Questionnaires

Survey samples

internet public opinions

Geographical distribution of survey samples

| Serial number | Monitoring area | Valid samples |
|---------------|-----------------------|---------------|
| 1 | Shanghai Municipality | 536 |
| 2 | Jiangsu Province | 750 |
| 3 | Zhejiang Province | 732 |
| 4 | Anhui Province | 753 |
| 5 | Shandong Province | 728 |
| 6 | Jiangxi Province | 745 |
| 7 | Fujian Province | 753 |
| Total | | 4997 |



Main contents

Deployment of the evaluation project

Questionnaires

252,405 items of related media information and public evaluation information

Survey samples

Shandong and Anhui account for a largest proportion, followed by Jiangsu and Fujian.

internet public opinions

City environment occupies the largest proportion as 19%, followed by infrastructure and environmental management.



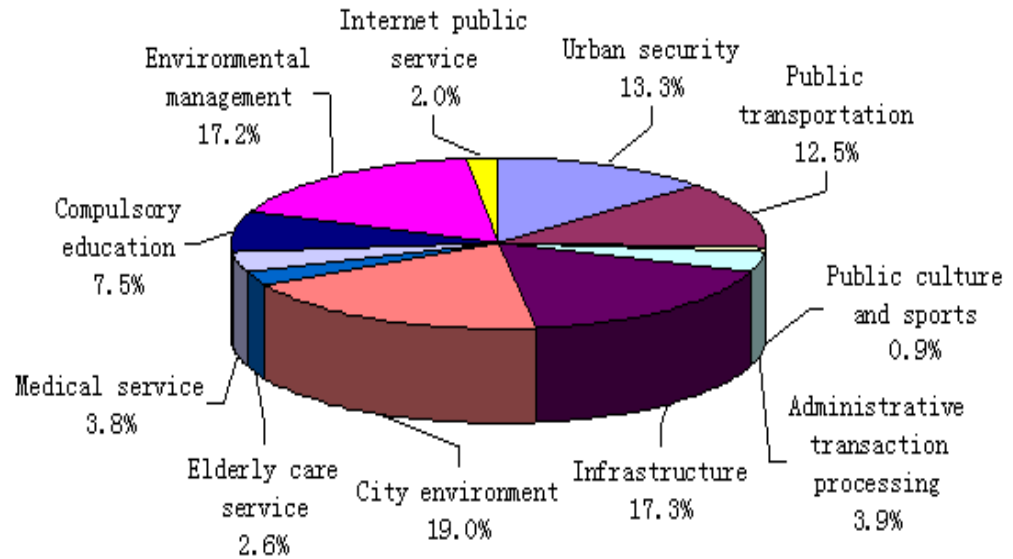
Main contents

Deployment of the evaluation project

Questionnaires

Survey samples

internet public opinions



Monitoring aspect distribution of internet public opinions

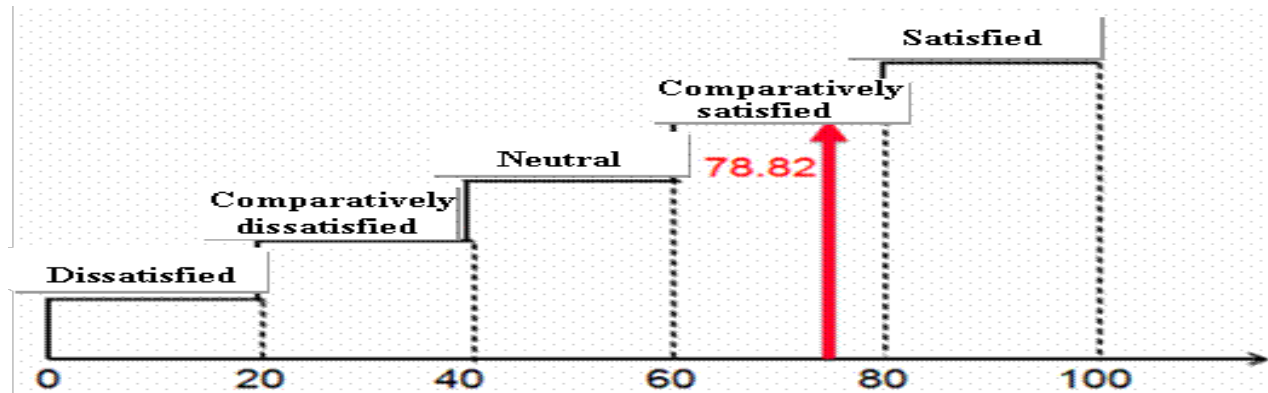


Main contents

Evaluation results

1. Overall status

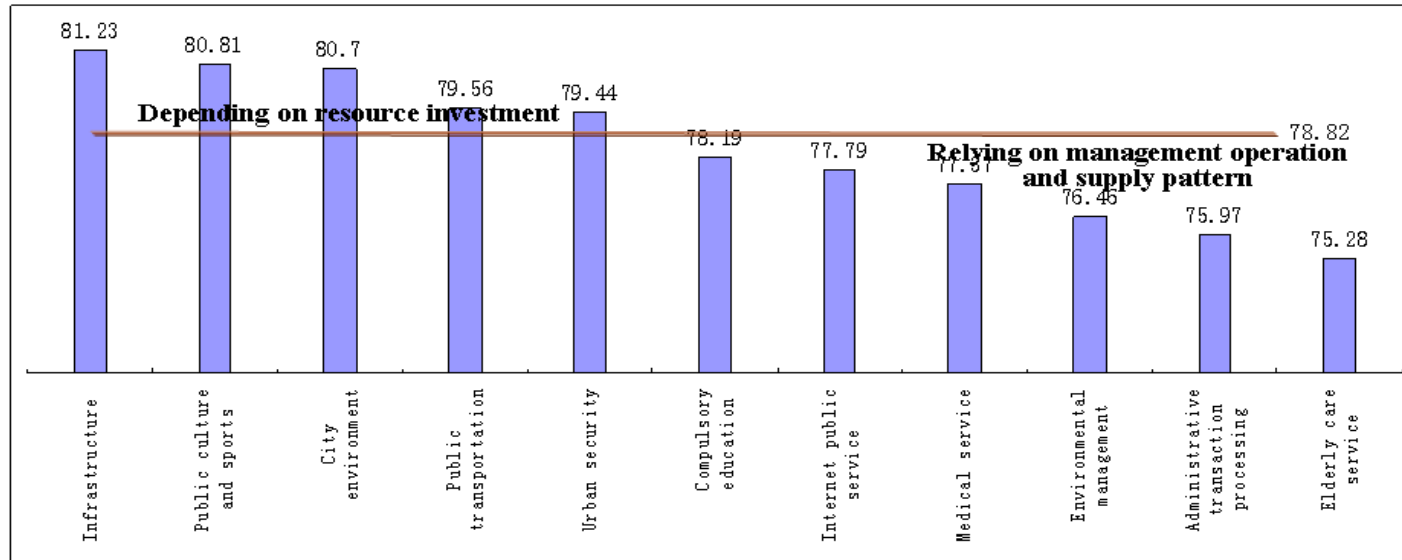
The overall satisfaction on public service quality reaches the goal of “**comparatively satisfied people**” in the “Twelfth Five-Year Plan” of national basic service system.



Main contents

Evaluation results

2. Significant difference in service quality of each aspect



Evaluation results

3. Unbalanced development in different areas

The development level of Zhejiang province is the highest, scored as 83.08, and Jiangxi province is of the lowest level in East China region.

The community satisfaction index with respective aspect of public services in different areas is diverse with each other.

4. Larger differences in satisfaction degree among different groups of people



Main contents

Evaluation results

| 不同群体 Different population group | | 满意度 satisfaction index |
|---------------------------------|--|------------------------|
| 流动性 Mobility | 常住人口 Registered population | 78.81 |
| | 非常住人口 Migrant population | 80.21 |
| 年龄层次 Age level | at the age of 18-25 | 78.50 |
| | at the age of 26-35 | 78.42 |
| | at the age of 36-50 | 79.17 |
| | at the age of 51-59 | 79.03 |
| | Over and at the age of 60 | 80.87 |
| 学历层次 Education level | 初中及以下 Junior middle school qualification and below | 80.16 |
| | 高中或中专 High school or technical secondary school diploma | 79.75 |
| | 大专及本科 College diploma and bachelor degree | 78.74 |
| | 本科以上 above bachelor degree | 77.15 |



Main contents

Main findings

(1) Impedence of “properly looking after the elderly”;

The overall satisfaction index with elderly care service is 75.28, which scores the lowest among the whole 11 aspects evaluated in this survey.

(2) Procrastination and non-transparency of “administrative transaction processing” ;

The total satisfaction index with administrative transaction processing is 75.97, the second lowest. Many citizens complain about problems of “low-level accessibility, unfriendly attitude and inefficient processing”.



Main contents

Main findings

(3) Imperativeness of strengthening environmental pollution control ;

The data analysis of internet public opinions displays that “environmental issues” are the focal points of citizen concerns and public opinion attentions. 17.6% public opinions on public services relate to environmental issues.

(4) Heavy burden of health-care expense as the focal issue of medical service;

Among evaluated data from 11 aspects of urban public services, satisfaction index with medical service is 77.37, lower than the average score.



Main contents

Main findings

(5) Necessity of realizing equalization of competitive public services;

Through quadrant division of satisfaction index in 11 public service aspects in terms of score and variance, we found out that the variance of competitive public services is generally higher than that of non-competitive public services.

This explains the fact that satisfaction index with competitive public services from various groups significantly differ with each other, which reflects the non-equalization of competitive public services and the essentiality of achieving fairness, equity and transparency of public services.



Main findings

(6) The promotional effect of public opinions on improving public service quality

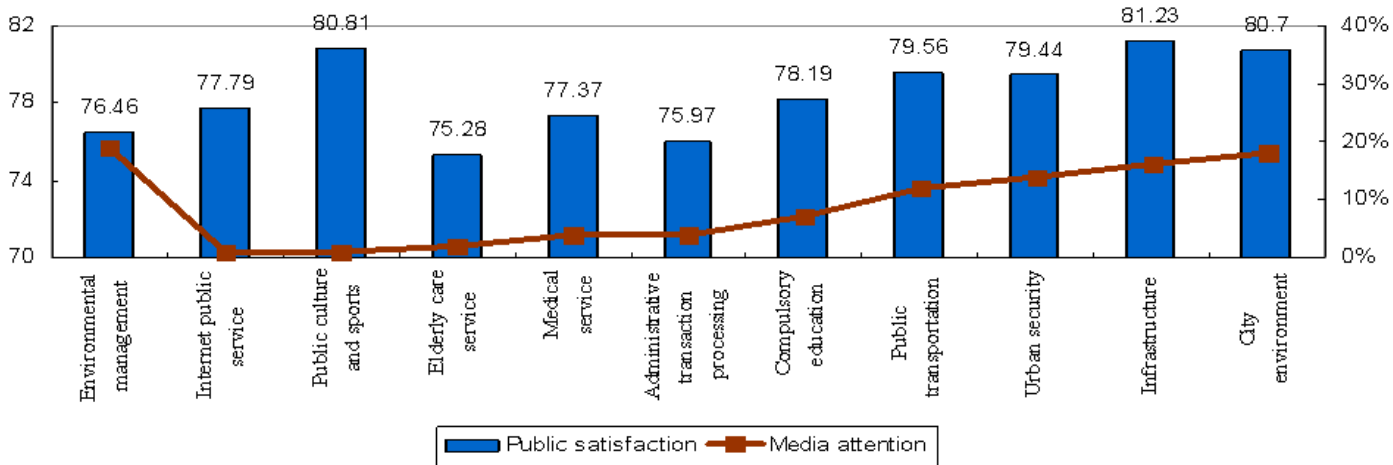
Through statistical analysis of internet public opinions, we found out that citizens generally attach importance to issues on public service quality, such as environmental pollution, food safety, and municipal road construction. The statistical finding is comparatively in conformance with the service perception research result of public satisfaction.



Main contents

Main findings

Except for environmental management, internet public service and public culture & sports, It shows that higher-level media attention plays more effective role in service improvement and upgrading public satisfaction.



Main contents

Suggestions

- (1) Continuously promote reform on public services, and thereby drive public service development and improve its quality.**
- (2) Accomplish incremental development and equitable allocation of competitive public services.**
- (3) Vigorously advance the establishment of public service standardization system, according to ISO37120/2014 designing evaluation standard .**
- (4) Lay emphasis on the utilization of internet public opinions and big data, so as to obtain important data on problem solving for relevant government sectors.**
- (5) Incorporate public service quality into government performance appraisal system, and periodically make evaluation on public service quality.**





Thank You !