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女性生活蓝皮书

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LUE BOOK OF WOMEN'S LIFE

2007年：
中国女性生活状况报告
(No.2)

盘点年度资讯 · 预测时代前程

ANNUAL REPORT
ON CHINESE WOMEN'S STATE
OF LIFE
No.2 (2007)

中国妇女杂志社
华坤女性生活调查中心
华坤女性消费指导中心
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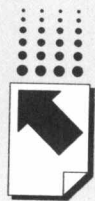
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序 言

顾秀莲*

第二本《女性生活蓝皮书》——《2007年：中国女性生活状况报告（No.2）》出版了。这本书汇集了全国妇联主管的华坤女性消费指导中心和华坤女性生活调查中心2006年度的调查成果。这些成果从一个侧面反映了中国妇女在国家贯彻男女平等基本国策，推动妇女参与经济和社会发展，分享经济、社会发展和改革成果过程中的实际状况。同去年出版的第一本《女性生活蓝皮书》——《2006年：中国女性生活状况报告》相比，这本蓝皮书有三个方面的进步和特点。

一是覆盖扩大。从地域覆盖来看，有发达地区，也有不发达、欠发达地区；有大中城市，也有农村；基本反映了中国经济社会发展的不平衡现状；从对象覆盖来看，基本上涵盖了职业女性的不同群体。既有技术层、管理层的女性，也有一般职工，还有务农妇女、进城打工妇女，大体反映了中国就业妇女的职业分布状况。值得一提的是，本年度调查还深入到职业妇女的家庭，把家庭作为生活调查对象，凸显家庭生活与女性生活的密切性，体现女性在家庭生活中的主体角色地位，从中观察到家庭和谐对于社会和谐的基础性作用。家庭是社会的细胞。只有家庭和谐，社会才能和谐。调查面由区域—群体—家庭—个体的覆盖延展，充分体现了这次调查的广谱性，因而使该年度调查对象具有比较广泛的代表性。

* 顾秀莲：全国人大常委会副委员长、全国妇联主席。

二是内容扩展。本年度调查内容涉及职业女性物质生活和精神生活乃至夫妻生活，渗透到女性生活的各个领域，全景式地考察中国女性生活的现实状态。这比去年调查涉及的妇女生活内容要丰富得多，可以说是实现了生活内容由平面到立体的跨越。女性生活的多样性，是社会经济发展水平、社会进步程度以及女性自身发展能力的综合标尺。女性生活的丰富度越高，表明经济、社会发展水平越高，妇女的自立自强能力越高。当社会成员，包括广大妇女的物质、文化生活需求得到满足和实现的时候，那么，社会的稳定性就会增强，社会和谐度就随之提高；反之，亦然。女性生活内容不仅包括多样化及其量化状态，而且还有生活质量方面的内容。生活状况是数量与质量的统一。生活质量是女性生活状况更重要的内核。调查结果显示，女性对自身生活和家庭的满意度、幸福感如何，是测定生活质量的重要指标。实践表明，生活质量与家庭和谐与社会和谐高度相关。随着女性生活质量的提高，家庭和谐程度和社会和谐程度也会提高。

三是时代感强。本年度的女性生活状况调查，紧跟国家宏观形势发展变化，抓住经济生活中带有全局性的课题，进行专题调研，并且召开专题论坛，集思广益，寻谋对策。给人们留下深刻印象的是年度高层论坛和上海的区域论坛。前者的主题是“大力发展女性消费”，后者的主题是“名牌引领女性消费”。这两个主题都抓住了中国宏观经济中两个带根本性的、影响居民包括广大妇女生活的重大问题，一个是如何解决“三驾马车”中投资过热，国内消费相对不足的问题，通过扩大女性消费，发展女性消费市场来拉动国内需求和消费能力；另一个是面对经济全球化、一体化趋势，洋品牌大举进入中国，而我们的自主品牌相对弱小，竞争力不强的严峻形势，如何开展自主创新、激活老字号、创建新品牌，就是一个关系民族工业发展战略的大课题。在这两个论坛上分别发布的专题调查结果，受到媒体关注，取得了良好的社会效果。调查的专对性掘进，不仅深化细化了调查，而且把女性生活同宏观经济态势进程紧紧联系在一起，把女性生活节律与时代前进步伐融为一体。

中国女性生活状况的每一个发展与进步，都是党和政府、社会各界关心支持以及妇女自身努力的结果。中国社会主义制度是保障中国妇女生活状况不断改善和提高的根本制度。中国发展生产力，发展经济的根本目的，就是不断满足广大人民群众日益增长的物质和文化需求。以宪法为基础的法律法规体系，是中国妇女生活状况不断得到改善和提高的法律保障。中国政府在妇女就业、职业培训、

资金支持、社会保障、自主创业等方面，履行政府职责，强化政府行为，确保广大妇女平等地参与社会经济生活，投身社会主义建设事业，增强自主能力，在社会、为国家作贡献的同时，不断提高自己和生活水平。社会各界对妇女改善生活状况，特别是对贫困妇女提高素质、摆脱困境，给予大力扶持和关爱。全国妇联致力于妇女权益保护，在促进男女平等基本国策的实施，提高妇女文化、科技素质，推动妇女就业，平等参与经济、社会生活，提高劳动妇女收入水平和社会保障水平，帮助贫困妇女走上脱贫致富之路等方面，做了大量工作，为改善中国妇女的生活状况做出了不懈努力，收到了很好的效果。以上党、政府、社会和妇联改善妇女生活状况、提高妇女生活质量、增进妇女福祉的成效，在这本蓝皮书中也得到了体现。无论是城市的职业女性，还是农村的劳动妇女；无论是在职场打拼的白领，还是在校学习的职业后备军——大学生，她们的消费水平、消费结构、生活质量状况，都是中国社会生产目的的实现过程，是中国经济又好又快发展的真实反映，是中国人民生活水平不断提高的生动写照。这本蓝皮书佐证了这样一个事实，就是：党和国家以及全社会的共同目标，都是以人为本，为民谋利，改善和提高人民群众的生活水平，让人民安居乐业，过上美满幸福的生活。这些事实说明一个道理：安居乐业，是建设和谐社会的基本前提。女性良好的生活状况，是社会主义和谐社会建设的生动体现。

翻开这本蓝皮书，我们仿佛感受到一股充满青春活力的气息。这就是书中被调查对象对美好生活的亲历实践给予读者的那份感动。这里，我们不妨回顾一下美国心理学家马斯洛关于人类消费层次的观点。他认为人类消费可以划为五个层次，即：生理需要、安全需要、社交需要、尊重和地位的需要以及自我实现的需要。这五个层次消费由低而高，当低层次需求得到相对满足之后，追求高层次的需求就成了消费的驱动力。如果用我们自己的消费理论来归纳，这五个层次消费从消费者角度可区分为生存型消费、发展型消费和享受型消费。

综观这本蓝皮书公布的调查结果，被调查妇女实现着生存型到发展型和享受型消费的跃迁。也就是说，职业妇女已不再为温饱而劳动而工作，而是将更多的支出用于自我发展，实现自身价值，提高自己和生活质量。与此相适应，女性在重视物质形态消费的同时，也十分重视文化、精神方面的消费。她们不仅需要物质消费，也需要文化、精神消费，并逐渐增大信息、学习、文化娱乐、健身、美容、旅游等消费比重，并且更注重家庭的和睦稳定，夫妻关系的和谐，亲

情的依恋等精神愉悦。这表明，经济发展、妇女就业在满足妇女物质生活需求之后，文化、精神需求及消费就显得更为重要。

在这本蓝皮书中我们还欣喜地看到，女性的消费观念和消费方式也出现了一些新的变化。以名牌消费为标志的时尚消费在广大女性中方兴未艾，其中不乏农村妇女；以保护环境、崇尚健康的绿色消费悄然兴起，以美化、展示并实现女性自我价值的美丽消费势头不减，而且渐成女性时尚潮流；以现代科技为手段的刷卡消费、网上购物、网上存取款等新型消费受到青睐。新的消费理念必然带来消费方式的变化更新。同时也表明中国广大妇女享受着经济发展、社会进步和科技创新的成果。这些成果渗透到她们的日常生活中，改善着她们的生活方式，提高着她们的生活水平和生活质量。

《2007年：中国女性生活状况报告（No.2）》仅只是公开发布的调查成果的集结，因此它只能反映中国妇女生活的概貌，而不是全部。这一方面是因为调查方法的限制，另一方面也受到调查经费和人力的限制，这就造成这本蓝皮书在内容上存在一些缺憾，让人有意犹未尽之感。我认为今后的调查要关注两个妇女群体：一个是老年妇女。据统计，到2010年中国60岁以上的老年人将达到1.41亿人，而其中女性要占到一半以上。对这些老人的消费和生活状态要很好地研究。比如，如何根据她们吃、穿、住的特点，设计和生产出老年产品，形成系列；随着空巢老人和高龄老人的增多，如何针对老年人的特点和需求，为她们提供良好的为老服务，并形成供养、护理、医疗、康复等服务系列等，都要先行调查，认真研究，加快实施。另一个是低收入妇女。在这个女性群体中，尤其要关注下岗女工和失地农村妇女。这两部分妇女是在经济发展和体制改革过程中，丧失了劳动资料和劳动岗位，需要通过政策扶持给予补偿或重新安置，都有一个再就业的问题。妇联在加强对这个群体的权益保护的同时，还要为她们学习技术，参加培训，创业就业做好服务。以上老年妇女和低收入妇女，这两个弱势女性群体生活状况应引起我们的关注重视。她们的生活状况得不到改善提高，就可能成为影响社会稳定的因素。加快解决弱势女性群体的生活问题，改进她们的生活状态，提高她们的生活水平和生活质量，是我们在加快全面小康社会建设、推进和谐社会建设中亟待解决的课题。

开卷有益。《2007年：中国女性生活状况报告（No.2）》会让你读出女性生活的精彩，读出女性生活的魅力，读出中国女性生活更加美好的未来！

Preface

Gu Xiulian*

Blue Book of Women's Life/Annual Report on Chinese Women's State of Life No. 2 (2007) has come off the press. This book has a collection of surveys conducted in 2006 by the Huakun Women Consumption Guidance Center and Huakun Women's Life Survey Center under the All-China Women's Federation. These results show the real picture of how Chinese women carry out the national policy of gender equality, participate in the economic and social development and share the results of reform and national growth. Compared with the first blue book published last year, this book has made progress with three characteristics:

First, the book has covered more areas. Geographically speaking, it has covered not only developed areas but also developing and underdeveloped areas. There are big and middle sized cities as well as rural areas. With different regions we present the nation's basically unbalanced economic and social development picture.

The book has also covered women from different backgrounds. There are women in managerial positions, women with technological background as well as female workers

* Gu Xiulian, Vice Chairwoman, Chinese People's Congress National Committee Chairwoman, All-China Women's Federation.

including farming and migrant workers. Together they give an idea of women's employment situation in this country.

What's more, we can see from the book that the surveys dug deep into professional women's families and took their families as the target for research and investigation. We learn that family life is closely woven into women's life. As women play the principal part in family life, the basic role that harmonious families play in a harmonious society is obvious. Families are like cells in a society. Only when families are harmonious can a society be harmonious. Therefore we can say that this year's survey targets are more representative.

Second, survey content has been expanded to include every aspect of a woman's life: material and spiritual life, and her married life as well. This has enriched the content, which has become more colorful. The many and varied women's lifestyles are a measurement of the nation's social and economic development, the degree of our society's progress and the women's self growing power. The more colorful women's life becomes, the higher the economic and social development will achieve, and the stronger women's self-growing power will be. When the needs of a society, which includes women, are met, the stability of the society will be strengthened and the society will therefore become more harmonious. And the reverse is also true.

Women's life content includes not only variety and quantity, but also life quality. The status of life is the unity of quantity and quality. Life quality is the crux of the matter. Survey results show that women's evaluation of their life and their family life, whether they are happy or satisfied, is an important yardstick of life quality. Practices have proved that life quality is closely related to family and society harmony. With the improvement of women's life quality, family and social harmony will also be improved.

Third, this year's survey on women's life status has a strong sense of time. It has followed national development situation and grasped matters of overall importance. Studies were done on special subjects and meetings were held on selected topics. The most impress meetings include the annual summit and Shanghai regional forum. The former conference's theme was on promoting women consumption and the latter was on

brand leading women consumption.

Both themes are important since they affect people's life. On one hand, promoting women consumption will help drive internal consumer demand and cool off excessive investment. On the other hand, it is of paramount importance to build our own national brands in order to counter the increasing influx of foreign brands in an era of globalization. The strength of our own brands is weak, and we have to create new brands and rebuild our old ones so that we can sharpen our competitive edge in this respect.

Survey results announced at the two conferences have been widely reported by the media, because they are the results of grass-root investigations, and are closely related to the macro-economic situation of the nation. They are seen as a unity of women's life and the marching-forward period of the time.

Each and every progress made with regard to women's life status is the outcome of the Party and government support, concern from all walks of life and women's own hard efforts. China's socialist system has guaranteed that women's life can be improved continuously. The essential aim of China to develop economy is to constantly meet people's growing material and cultural needs. Our legal system based on the foundation of the Constitution guarantees that Chinese women's life status will be improved continuously.

The Chinese Government has played its role in training women and creating jobs for them as well as providing capital support and social security for them. In order to seek equal opportunity for women to participate in socialist construction and social and economical life, the government has taken affirmative actions to ensure that women improve their own life and family life while contributing to the society and the nation.

All walks of life have joined in the efforts to improve women's life status, especially women in poverty, helping them get out of their predicament. The All-China Women's Federation has worked extremely hard to protect women's rights, and implement the basic policy of gender equality. The federation devotes itself to raising women's educational standard, enhancing their scientific caliber, and creating job

opportunities for them so that women can equally take part in social and economic activities. It also helps to improve women's income and social security standard, support women in poverty to find ways to become well-off.

We learn from the book women including professionals, farmers, white-collar workers, and university students, are active consumers. Their consumption level, structure and life status truly reflect China's good and fast economic growth as well as the continuous rise of Chinese people's living standard. This book shows that the Party, the government and the whole society have the same goal, that is, putting people first and working for people's interest. The ultimate aim is to let people live and work in peace and contentment, and enjoy a happy life. The fact shows people living and working in peace and contentment is the prerequisite for building a harmonious society. Women's enjoying a good life is a vivid reflection of a harmonious society.

Opening this book, we can feel a vital force, that is, those under surveys expressed their aspirations for a good life and they have all worked hard to realize their dreams.

American psychologist Abraham Maslow studied people and found they have particular needs. He created a hierarchy of needs with five levels: physiological needs, safety needs, love and belonging needs, esteem needs and self-actualization needs. Maslow said that most people want more than they have. Once a person met his/her needs, he/she would develop higher needs.

Accordingly, when low needs are met, people's higher needs will become a driving force for consumption. Our consumption theory can categorize the five levels into consumption for subsistence, consumption for development and consumption for enjoyment.

The book shows readers that women under the surveys have moved from consuming for subsistence to consuming for development, from consuming for development to consuming for enjoyment. In other words, professional women no longer work only for food or clothing, they spend more on personal development to realize their dreams and improve themselves and their families' life quality.

While women do pay attention to material consumption, they also want cultural and spiritual consumption. They now put more money into items that help them get more

information, knowledge, cosmetics, culture and entertainment, health and travel services. They attach importance to their family harmony and stability, husband and wife relationship, and love and happiness. This shows when economic development and employment can meet women's material needs, cultural and spiritual consumption needs will become important for them.

We are also happy to see women's consumption views and manners have changed. Brand consumption has become a fashion among women consumers, including rural women consumers. Green consumption that aims to protect environment and promote health is also catching on in China. Beauty consumption that aims to improve women's image has come into vogue. The use of credit card, buying online and e-bank transactions are popular, too. New ideas have given rise to new methods. Innovations and creations have made new products and services that help improve women's life quality.

Blue Book of Women's Life is a collection of survey results that have been published already. It only gives a general picture of Chinese women's life. The book is by no means comprehensive, because of budget and manpower restrictions. That is also the reason why the book content is regrettable in certain areas.

I do hope in future surveys, we pay attention to two groups of women: one is the elderly and the other is the low-income group. Statistics show that by 2010 Chinese in the 60-year-old and above category will reach 141 million, more than half of them will be women. Researchers should be conducted to study what they eat and wear and where they live. Products and services should be designed and made to meet their needs. On the basis of research, a series of specially designed services should be worked out to provide them with necessary care, nursing, medical and rehabilitation help.

In the low-income group, we should pay particular attention to laid-off workers and farmers who have lost their land. These women have lost either their jobs or their working means in economic development and system reforms. There should be relevant policies to support or compensate them, and jobs created for them. Women's federations should serve their interest, help train them and create jobs for them.

The elderly and the low-income groups have been marginalized and become

disadvantaged. If their life quality cannot be improved, it might become a factor disrupting social stability. This is an issue that should be addressed in our effort to build an all-round, well-off, and harmonious society. Their life problems should be dealt with, and their life quality improved.

Blue Book of Women's Life is a good beginning. It will help our readers understand Chinese women's colorful life, the charm of their life, and their bright future.



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