



OECD World Forum
BUSAN, KOREA 2009

Happiness in Beijing, Guangdong, Hong Kong and Taiwan

Questionnaire survey conducted by the Economics and Wellbeing Research Project at Hong Kong Shue Yan University in the last two weeks of February 2009. Using email and phone calls, 3301 respondents were successfully interviewed in Hong Kong, 108 respondents in Guangdong, 245 respondents in Beijing and 17 respondents in Taiwan.

Happiness

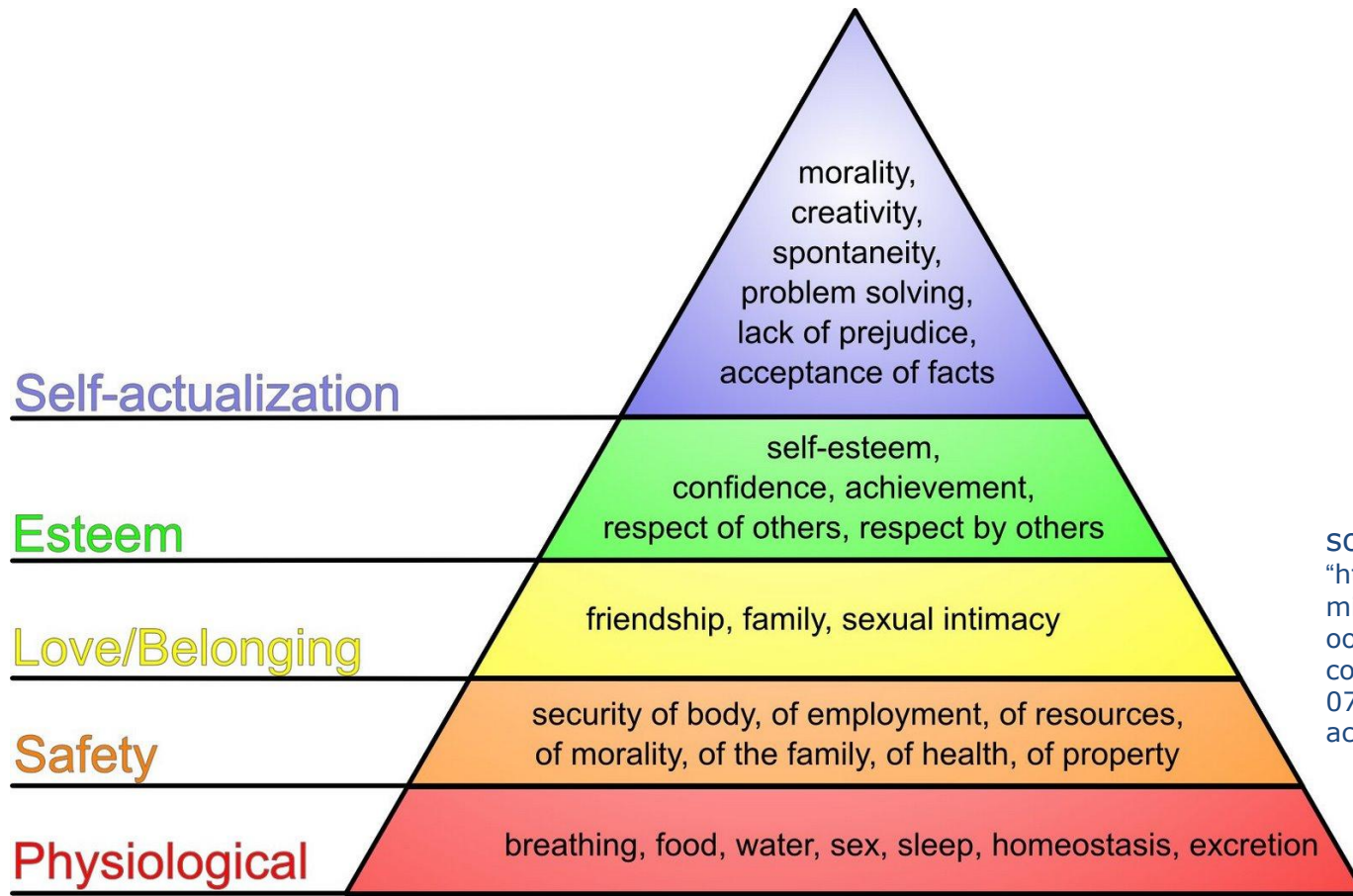
How happy is your life now?

Area	Certainly not happy	Not quite happy	Quite happy	Certainly happy
Hong Kong	4%	19%	61%	16%
Guangdong	3%	19%	57%	21%
Beijing	5%	22%	43%	30%
Taiwan	0%	24%	65%	12%

Psychological dimension

The core component of the Happiness survey in this paper ranks respondents' various positions on a model resembling **Maslow's Hierarchy of Human Needs**. Using a hierarchical model successfully deepens the definition of happiness for purposes of measuring a society's wellbeing.

Maslow's Hierarchy of Human Needs



sources:
“http://www.thege.miniweb.com/babyboomer/wp-content/uploads/2007/10/Maslow_self_actualization.jpg”

Security need

Are you confident that you are protected from violence and crime in your neighbourhood?

Area	Certainly not confident	Maybe not confident	Maybe confident	Certainly confident
Hong Kong	2%	11%	53%	34%
Guangdong	4%	15%	52%	30%
Beijing	2%	10%	28%	60%
Taiwan	0%	53%	35%	12%

Love/ relationship needs

If you were seriously ill at home, is there anyone, you could count on to take care of you?

Area	Certainly no one	Maybe no one	Maybe someone	Certainly someone
Hong Kong	2%	8%	32%	58%
Guangdong	2%	7%	31%	60%
Beijing	0%	4%	9%	87%
Taiwan	0%	12%	24%	65%

Self-esteem

Do you see yourself in a positive light?

Area	Certainly not	Maybe not	Maybe	Certainly
Hong Kong	2%	14%	52%	32%
Guangdong	2%	9%	52%	37%
Beijing	1%	17%	74%	8%
Taiwan	6%	18%	47%	29%

Self-Realization

Are you on track to realizing your full inner potential?

Areas	Certainly not	Maybe not	Maybe	Certainly
Hong Kong	5%	25%	52%	18%
Guangdong	5%	22%	52%	21%
Beijing	2%	16%	61%	22%
Taiwan	6%	12%	71%	12%

Difference in the subjective well being in the four areas (Kruskal-Wallis tests)

Questions on subjective well being

Chi-Square Significant level

How happy is your life now?

5.333

0.149

Are you confident that you are protected from violence and crime in your neighbourhood?

58.868*

0.000

If you were seriously ill at home, is there anyone you could count on to take care of you?

76.335*

0.000

Do you see yourself in a positive light?

40.104*

0.000

Are you on track to realizing your full inner potential?

12.927*

0.005

Note: * represent reject the null hypothesis that the samples of subjective well being reported in the four areas are same at 5% significant level.



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END

THX