

A Study of Existing Public Opinion Survey Models Used by Statistic Authority
- Based on empirical statistic surveys by Beijing Xicheng District Government

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Abstracts

Government statistics is to monitor social and economic development. As people's well being increasingly becomes a top priority in national development, it is pressing that the original singular economic statistic pattern in government statistics should be reformed and the function of social statistics should be enhanced at faster pace. Public opinion survey or opinion poll – essential part of social statistics – matters a great deal in the construction of social statistic system. With this as the starting point, this paper lists existing models of public opinion surveys at home and abroad, and makes empirical analysis with a focus on the opinion survey model adopted by Beijing Xicheng District Government in the work of statistics. By revealing the running model and its application, learning from successful practices and analyzing the flaws, the paper aims to present the Xicheng Model across the board, extracts meaningful lessons for grass-root level statistic departments to learn from, and provides reference for China to establish as soon as possible a top-down social survey system in its government statistics.

Keywords: social statistic function, community statistics, empirical study