

Possibilities of quality of life measurement for the needs of public administration

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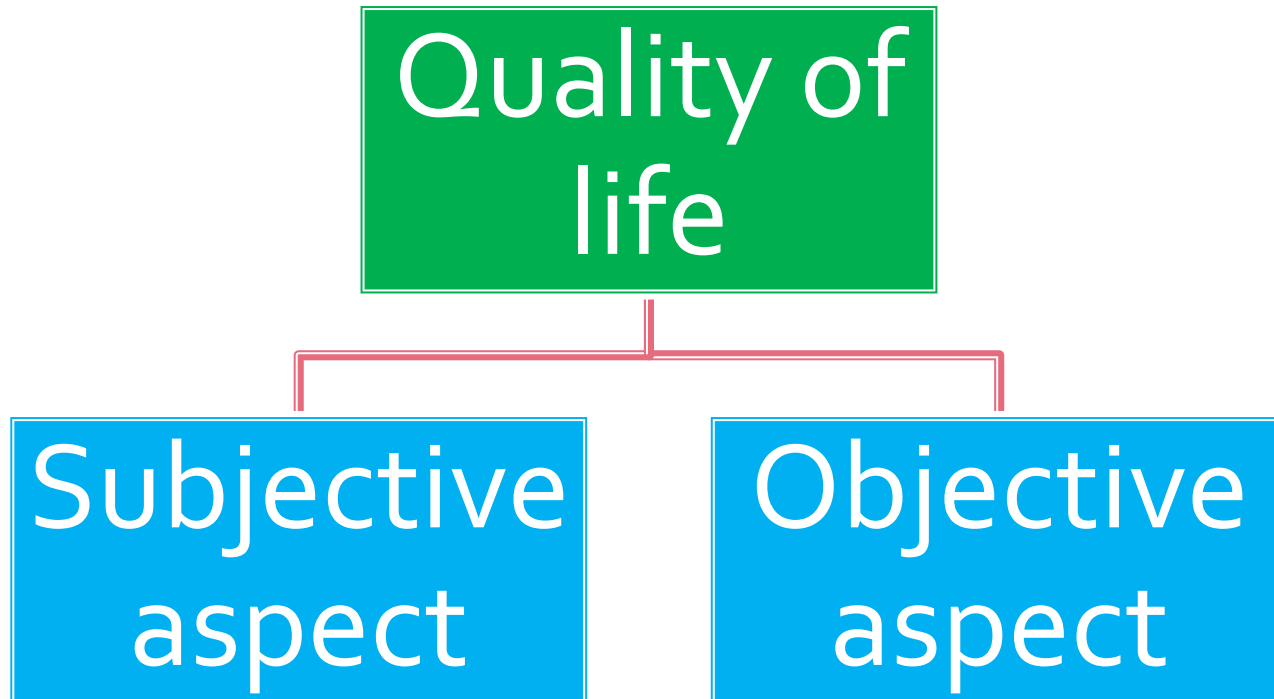
- **The article aims** to outline the possibilities for measuring quality of life with regard to the practical use of this construct for the needs of public administration at the regional level.

- We considered questions related to the citizens views on selected aspects of life in the region to be significantly determining in subjective perception of well-being of the population of a given region.

Main theoretical concepts of quality of life

Theoretical concepts	Description
Theory of economic welfare	Approach to quality of life measurement proceeds from the premise that the basis is high level of social life and level of material welfare.
Utilitarian concept	Approach is characterized by special attention to subjective quality of life assessment. The core of the concept are three aspects: individual perception of quality of life, positive emotions and lack of negative emotions.
Capability concept	Approach is based on the premise that improvement of quality of life is a process of developing individual freedom and human cultural development.

Quality of life



Quality of life thus represents universal category determining welfare of citizens of certain region. This category relies on:

1. **Subjective:**

Subjective aspect of quality of life derives from individual well-being. Well-being represents long-term emotion state of satisfaction of an individual with his/her life. This emotional state is relatively constant over time. Life satisfaction, morality or happiness can be considered as components of well-being.

Other examples: Quality of life index from World Health Organisation, Consumer Confidence Indexes – CCI, Eurobarometer.

2. Objective:

Objective factors of quality of life are considered the following:

- Gross domestic product
- Living standards of a single individual or a household: income levels and consumption, wealth and poverty.
- The human development index: contains these three components: wealth, health and level of education.
- Other examples: Economic welfare index, Index of Social Health – ISH.

387 respondents took part in the survey in 2012 and 337 in 2015.

Both survey equally asked following questions:

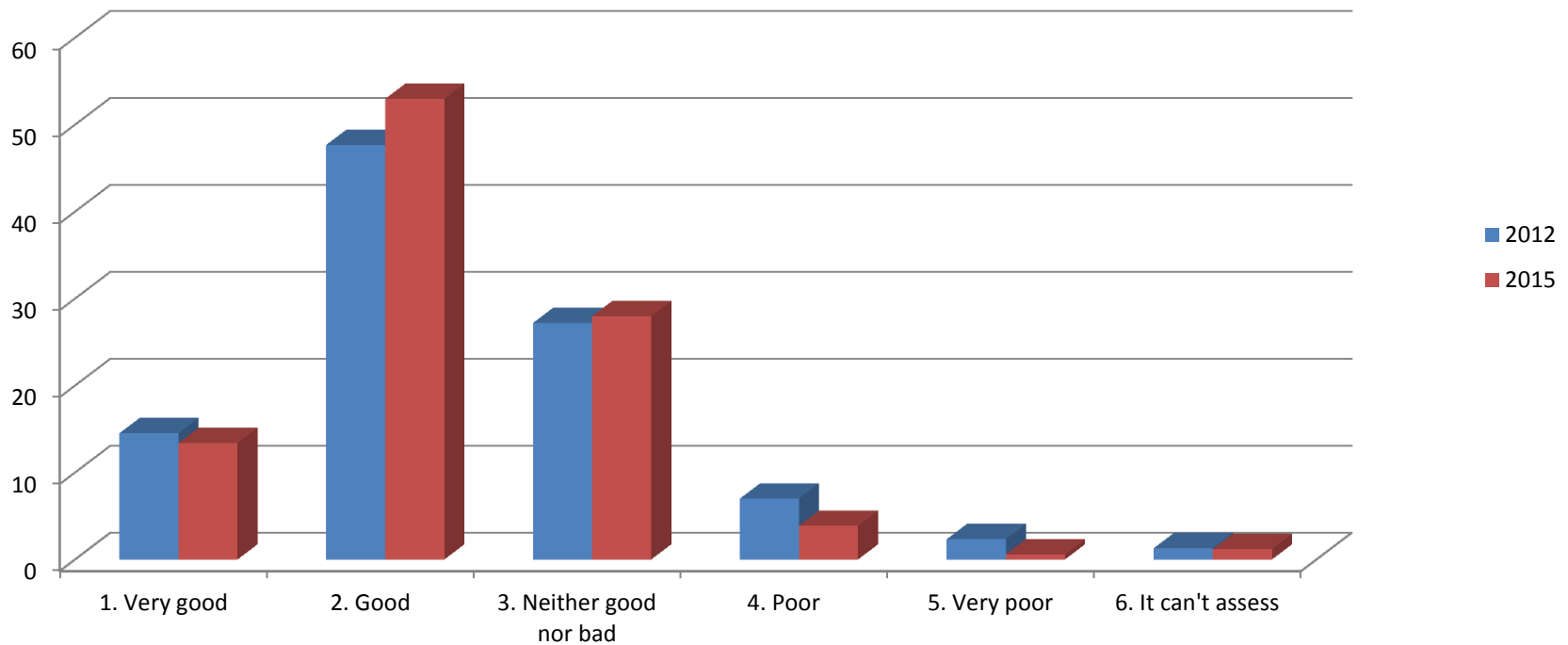
1. How does the respondent assess his quality of life?
2. How secure does the respondent feel in everyday life?
3. Does the respondent have access to information which is necessary for his/her life?

The fact that Pardubice has ranked highly over a long period of time in various opinion polls and charts has a major impact on the questions.

There are a lot of working opportunities, the city has a favourable geographical location including transport facilities.

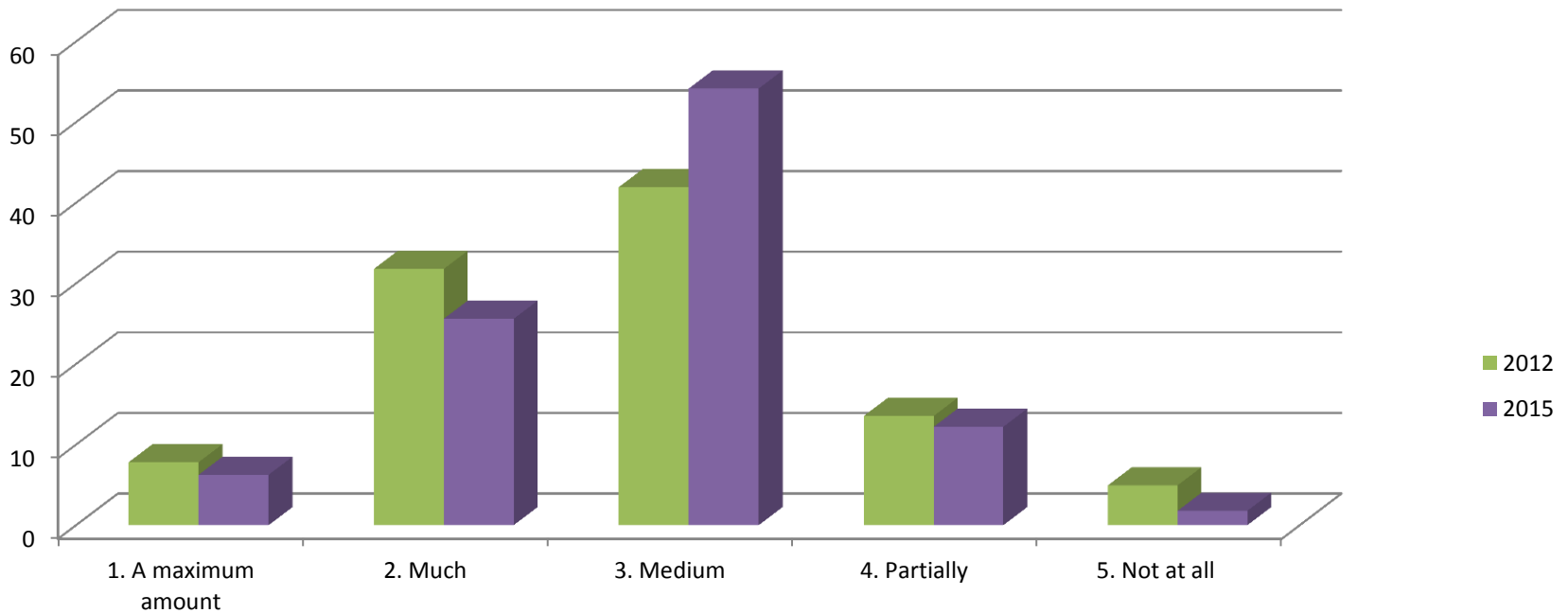
1. Quality of life assessment

Question 1 How would the respondents rated their quality of life?

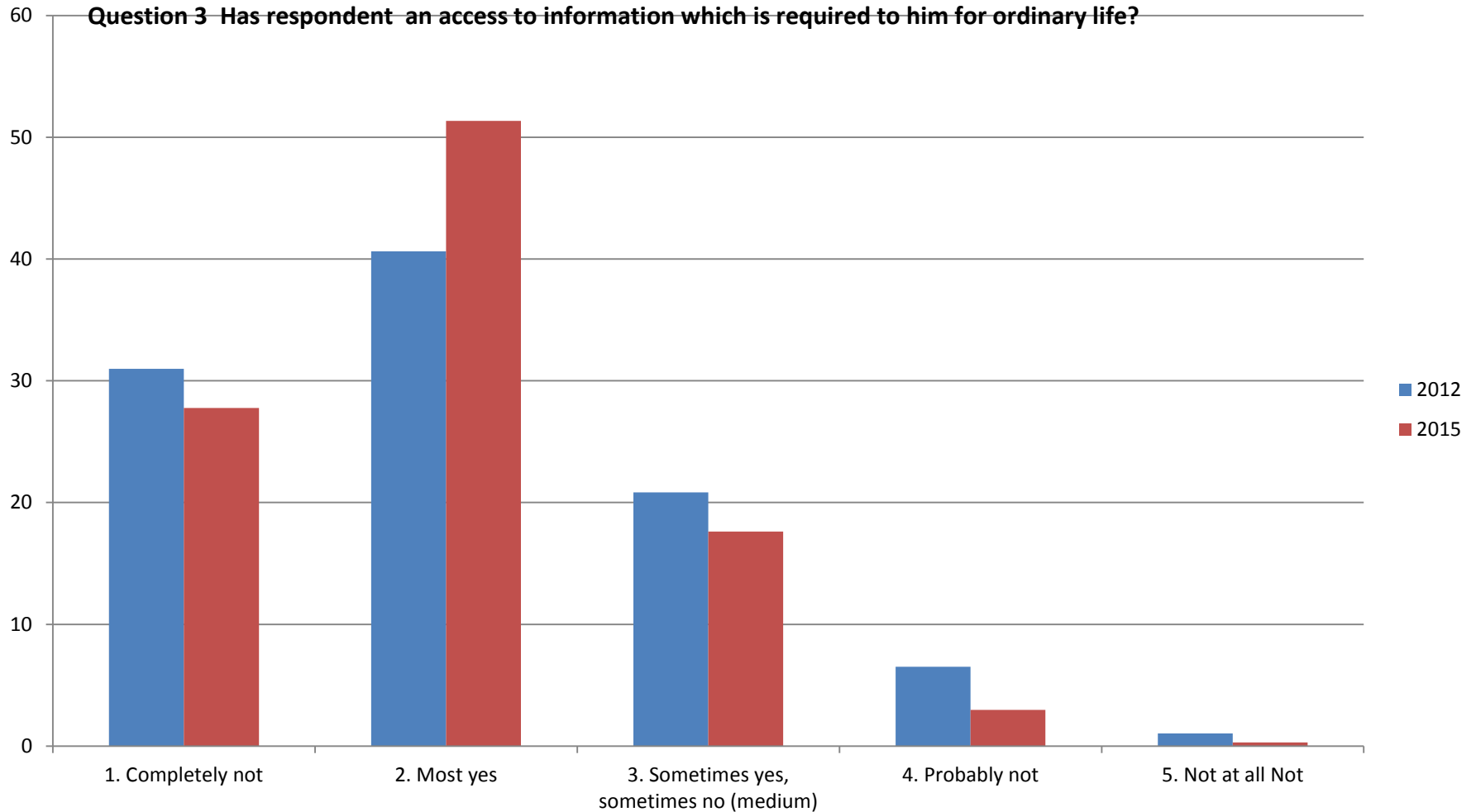


2. How secure do the respondents feel in everyday life?

Question 2 How safe respondent feels in everyday life?



3. Enough information for everyday life



Results

- **It is necessary to involve political representation in creation of serious information system for this is the main visionary of all processes in the region.**

- Local administration alone has both political (deciding) and financial (provisioning) capital. It is thus entitled to take responsibility for well-being of citizens. To analyse anything is not possible without a real interest of political representation and authorized executive officers.

- In order for the survey to bring expected results, it is clearly necessary to search answers for pre-asked questions. These should reflect the direction of local policy, should be instrumental in its outcomes in making more accurate estimations where the planned measures should be directed.
- Nowadays it is not sufficient to monitor only certain socio-demographic indicators, we have to choose effective composite indicators on social reality.

Public administration should know that thanks to research on well-being (quality of life) gains advantage of public involvement, interest groups, professionals/experts etc. to local decision making. Involving other entities increases their responsibility for quality of life within their area, increases sense of belonging of people to the region and also saves capacity of their officers.

Thank you for attention.