

Urban Depositor Survey Report (Q1 2025)

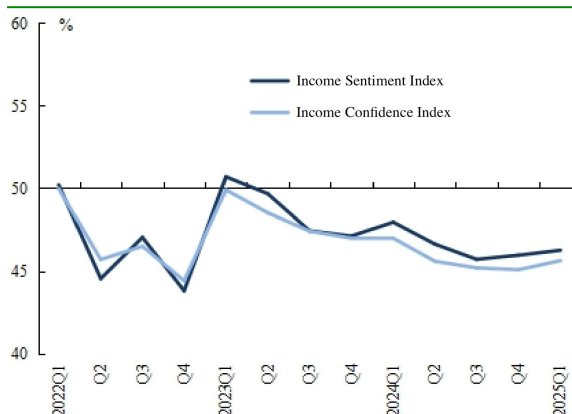
In Q1 2025, the People's Bank of China (PBOC) conducted a survey of 20,000 depositors in 50 cities across the country. The survey findings are as follows.

I. Income Sentiment Index

The income sentiment index for this quarter stands at 46.3 percent, up 0.3 percentage points from the previous quarter. Specifically, 12.4 percent of respondents saw income rise; 67.8 percent felt little change in income; and 19.9 percent reported a decline in income.

The income confidence index registers 45.6 percent, up 0.6 percentage points from the previous quarter.

Figure 1: Income Sentiment Index and Income Confidence Index



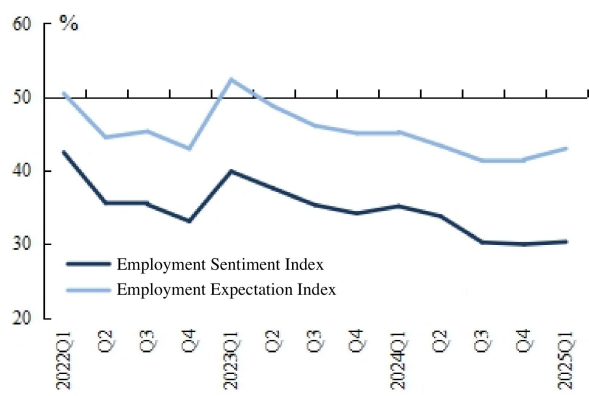
Source: PBOC Statistics and Analysis Department.

II. Employment Sentiment Index

This quarter's employment sentiment index rose 0.3 percentage points from the previous quarter to 30.3 percent. Specifically, 7.4

percent of respondents were positive about the employment situation and felt finding a job was easy; those reporting just the opposite or feeling unsure accounted for 51.5 percent; and 41.1 percent indicated “so-so”. The employment expectation index, at 43.0 percent, was up 1.5 percentage points from the previous quarter.

Figure 2: Employment Sentiment Index and Employment Expectation Index

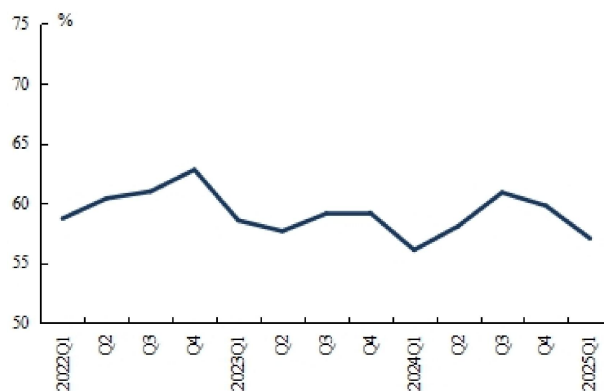


Source: PBOC Statistics and Analysis Department.

III. Price and House Price Expectations

The price expectation index for the next quarter decreased 2.7 percentage points from the previous quarter to 57.1 percent. Specifically, 22.5 percent of respondents expected prices to rise in the coming quarter; 57.2 percent anticipated little change; 9.8 percent said prices will go down; and 10.5 percent were unsure.

Figure 3: Price Expectation Index



Source: PBOC Statistics and Analysis Department.

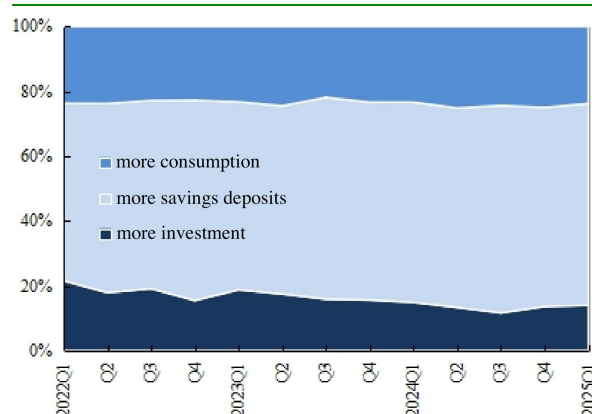
With regard to house prices in the coming quarter, 10.6 percent of respondents expected an uptrend; 53.6 percent said there will be little change; 23.0 percent anticipated a fall; and 12.8 percent were

unsure.

IV. Willingness to Consume, Save and Invest

Of the people surveyed, 23.8 percent preferred more consumption, down 1.2 percentage points quarter on quarter; 62.2 percent were in favor of more savings deposits, up 0.8 percentage points quarter on quarter; and 14.0 percent were inclined to make more investments, up 0.3

Figure 4: Willingness to Consume, Save and Invest



Source: PBOC Statistics and Analysis Department.

percentage points from the previous quarter. Of the preferred investment vehicles, the top five were non-principal-guaranteed wealth management products of banks, products of fund companies and trust companies, stocks, bonds, and insurance with an investment or savings component,¹ picked by 36.3 percent, 24.9 percent, 17.5 percent, 15.1 percent, and 10.8 percent of respondents, respectively.

Regarding items on which they plan to spend more over the next three months, the picks, in descending order of preference, were education (33.7 percent), travel (28.6 percent), health care (28.5 percent), social, cultural and recreational activities (25.5 percent), and big-ticket items (21.5 percent).

¹ Including annuity insurance, universal life insurance, participating life insurance, and return-of-premium (ROP) critical illness insurance.

Annex: Urban Depositor Survey Indexes

					Percent
	Price Expectation Index	Income Sentiment Index	Income Confidence Index	Employment Sentiment Index	Employment Expectation Index
Q1 2022	58.7	50.2	50.0	42.4	50.5
Q2 2022	60.4	44.5	45.7	35.6	44.5
Q3 2022	61.0	47.0	46.5	35.4	45.3
Q4 2022	62.8	43.8	44.4	33.1	43.0
Q1 2023	58.6	50.7	49.9	39.9	52.3
Q2 2023	57.7	49.7	48.5	37.6	48.7
Q3 2023	59.1	47.4	47.4	35.3	46.1
Q4 2023	59.2	47.1	47.0	34.1	45.1
Q1 2024	56.1	48.0	47.0	35.1	45.2
Q2 2024	58.1	46.6	45.6	33.8	43.4
Q3 2024	60.9	45.7	45.2	30.2	41.3
Q4 2024	59.8	46.0	45.1	30.0	41.5
Q1 2025	57.1	46.3	45.6	30.3	43.0

Source: PBOC Statistics and Analysis Department.

Note: Figures in this table are rounded to one decimal place. Possible discrepancies between year-on-year or quarter-on-quarter changes calculated from the figures and those published in the report are mainly due to rounding.

Compilation Introduction:

The urban depositor survey is a quarterly survey established by the PBOC in 1999. Fifty depositors are selected randomly on a quarterly basis from each of 400 bank outlets in 50 large, medium and small-sized cities across the country to make up a survey sample of altogether 20,000 depositors. The survey covers four aspects, i.e., overall judgment on economic operation, savings and liabilities, consumption, and background information of the respondents. The indexes in the urban depositor survey report are calculated using the diffusion index approach, i.e., the proportion c_i represented by each option is calculated, with different options given different

weights q_i (a weight of 1 to the “good/increase” option, 0.5 to “so-so/unchanged”, and 0 to “poor/decrease”), and the final indexes are obtained by adding up the results of each c_i multiplied by the corresponding q_i . All the indexes range between 0 and 100%. An index reading above 50% indicates an upward trend or expansion while a reading below 50% is a sign of a downward trend or contraction.

The calculation of the major indexes is briefly introduced as follows.

1. Price Expectation Index: It is a diffusion index reflecting respondents’ judgment on prices in the next quarter. This index is obtained by first deducting the number of respondents who choose “hard to say”, then calculating the proportions of respondents who expect prices to rise and those who expect little change in prices in the next quarter, assigning to them the weights of 1 and 0.5 respectively, and adding up the results.

2. Income Sentiment Index: It is a diffusion index reflecting respondents' sentiment on current income. This index is obtained by first calculating the proportions of respondents who see income rise and those who see little change in current income, then assigning to them the weights of 1 and 0.5 respectively, and adding up the results.

3. Income Confidence Index: It is a diffusion index reflecting respondents’ confidence in future income. This index is obtained by first deducting the number of respondents who choose “hard to predict”, then calculating the proportions of respondents who expect income to rise and those who expect little change in income for the next quarter, assigning to them the weights of 1 and 0.5 respectively, and adding up the results.

4. Employment Sentiment Index: It is a diffusion index reflecting respondents’ sentiment on current employment situation. This index is obtained by first deducting the number of respondents who choose “hard to say”, then calculating the proportions of respondents who see employment rise and those who see little change in current employment, assigning to them the weights of 1 and 0.5 respectively, and adding up the results.

5. Employment Expectation Index: It is a diffusion index reflecting respondents' future employment expectations. This index is obtained by first deducting the number of respondents who choose "hard to say", then calculating the proportions of respondents who expect employment to be good and those who expect employment to be so-so in the next quarter, assigning to them the weights of 1 and 0.5 respectively, and adding up the results.