

农民工市民化与新消费者的成长

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摘要：农村劳动力向城市转移,实现了就业结构的转换,增加了农民家庭的收入,有利于形成新的消费者群体。但是,由于不完全的城市化,没有实现农民工户籍身份的转换,从而也未能把农民工纳入城市基本公共服务,使得农民工尚未成为足够大的消费者群体,妨碍了经济发展方式向消费拉动型转变。因此有必要在揭示农民工工资上涨的同时,探索如何通过制度建设,实现农民工市民化,进而挖掘他们的消费潜力。

关键词：工资提高; 新生代农民工; 消费潜力; 户籍制度改革

Citizenization of Rural Migrant Workers and Development of New Consumers

Abstract: The mass labor migration from rural to urban areas during reform period has accomplished the transformation of employment structure, increasing rural households' income and potentially creating a new group of consumers. Because the current urbanization is not a complete process, in which migrant workers do not obtain urban hukou and thus do not have legitimate access to public services in urban areas, migrant workers have not transformed into sufficient force to significantly expand domestic consumption, as prevents the Chinese economic growth from transforming to a consumption-pulling pattern. This paper first explores the trend of rise in migrant workers' wages, and then suggests institutional reform needed to settle migrant workers in cities in order to tap their huge potential of consumption demand.

Key Words: the rise in wages; new generation of rural migrant workers; consumption potential; hukou reform

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