Climate Change in the Chinese Mind Survey Report 2017

China Center for Climate Change Communication

Supported by:
Energy Foundation China
China Green Carbon Sink Foundation

November 1st, 2017

Remarks

The China Center for Climate Change Communication conducted the second national public awareness survey on climate change after five years. The survey report shows high awareness of climate change among the Chinese public. That respondents strongly support the government's relevant policies, and particularly that over 90 percent of respondents support the implementation of the Paris Agreement are the greatest encouragement and approval to China's efforts of addressing climate change.

I expected the data and findings from this survey would provide meaningful referential information for all sectors of society. It is hoped that the China Center for Climate Change Communication will further carry out such significant and precious work, providing scientific data for us to keep delivering "China's solutions" embedded with Chinese wisdom to the world.

XIE Zhenhua

China's Special Representative for Climate Change

October 31st, 2017

The survey was designed and conducted by the China Center for Climate Change Communication(China4C) in 2017. The China4C, established in April 2010, is the first think tank among all developing countries focusing on the research about the climate change communication theory and practice, as well as research on the strategic communication analysis in China's climate change policy making and implementation.

The data collection and statistical work for the survey was completed by Survey and Statistics Institute of Communication University of China (SSI). SSI is the first university affiliated institution that with domestic and foreign-related social investigation permit in People's Republic of China.

The survey was funded by the Energy Foundation China. The report does not represent the Energy Foundation China's views.

Cite as: Wang, BB., Sheng, YT., Ding M,. Lyv M,. Xing JL,. Zhou QN. (2017). *Climate change in the Chinese mind: 2017*. Beijing, CT: China Center for Climate Change Communication.

Survey Lead:

Binbin Wang, Ph.D.

Co-founder of the China Center for Climate Change Communication

Post-doctoral Research Fellow at the School of International Affairs, Peking University

(86)138-1037-7810, binbinwang@pku.edu.cn

Principal Investigators:

Binbin Wang, Mei Lyv, Jingli Xing, Qinnan (Sharon) Zhou

Mai Ding, Yating Shen

Consultants:

Baowei Zheng	Director of the China Center for Climate Change Communication
Anthony Leiserowitz	Director of the Yale Program on Climate Change Communication

Preface

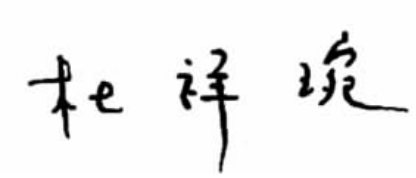
The scientific cognition of climate change involves three levels. Firstly, the understanding of climate change itself, that is, what exact changes have happened in climate? On one hand, climate change is based on an incredible amount of data reflecting observational facts, the warming trend, frequent extreme whether events and so on. On the other hand, the modern climate change science, with solid and rational knowledge, can provide a theoretical basis. Secondly, climate change in contemporary age is caused by both human and natural factors. Human activities lead to the rising concentration of greenhouse gases in the air; natural factors include changes in solar activities, the absorption of CO_2 by the ocean, and the like. Climate change is attributable to the interplay of the two factors. Modern climate change research lays emphasis on human activities, as they have increasingly obvious impacts on and a closer relation with climate change. Thirdly, in terms of impacts and consequences, climate change is a double-edged sword, but its adverse impacts on humans and the Earth have been increasingly severe. Without effective countermeasures, it might trigger a critical point where a deluge of catastrophes would emerge.

Global response to climate change is definitely a trend and direction, which serves the purpose to achieve the sustainable development of the world and all human beings, as well as to lead the green, low-carbon development pathway in the globe. The trend is inevitable, as it is the fundamental requirement for a community of shared future for mankind to pursue sustainable development.

For China, responding to climate change is not only a solemn commitment to the entire world but also an inevitable course for self-development. In international negotiations and global governance, China ought to lead the correct direction in partnership with other countries and serve as a contributor, promotor, constructor, and facilitator in responding to climate change and establishing a new world order, thus realizing win-win cooperation. Following the 18th National Congress of the Communist Party of China (CPC), the 19thParty Congress clearly pointed out that we should accelerate the structural reform to promote ecological civilization, build a beautiful country, continue to take ecological civilization as an important national strategy, and further clarify the path of green, low-carbon, and circular development.

In order to realize low-carbon development, China must design and implement the low-carbon consumption pattern, in addition to a series of measures including saving energy and raising energy efficiency, reducing high-carbon energy, and developing new energy resources. Therefore, we must jointly construct low-carbon and smart cities, take low carbon as an binding assessment indicator of new-type urbanization, and enable the public to engage in low-carbon development and ecological civilization as hosts. To some extent, low-carbon communities, enterprises, villages, towns, and even families constitute the cell of a low-carbon city. It will not only directly benefit the construction of beautiful cities and villages, but also enhance the quality and the civilization level of Chinese citizens, which is of fundamental significance for the Chinese nation to stand rock-firm in the family of nations.

Because of this, it can be said that each citizen, each family is the essential driving power of promoting low-carbon development in depth, advancing low-carbon pilot work, and creating a low-carbon society. Thus, the standing point of building a low-carbon society requires that we must understand the current public awareness of climate change, guide the public to cultivate scientific perceptions of climate change, and help the public live in a low-carbon lifestyle. From this perspective, the 2017 survey on public awareness of climate change and their attitudes towards climate change communications conducted by the China Center for Climate Change Communication is very prompt and meaningful. I feel delighted to see the China Center for Climate Change Communication, as an independent third-party institution, can renew its efforts based on the 2012 survey and present a valuable gift to the colleagues in the field of climate change, enabling us to better understand public awareness of climate change; I also expect that through efforts from all walks of life, we will be able to make low-carbon development closer to the daily life of the public, and together to realize our common dream of beautiful China.



DU Xiangwan
Honorary Director of National Climate Change Expert Committee
Academician of the Chinese Academy of Engineering
October 25th, 2017

Table of Contents

Introduction

Public participation is vital to address climate change. Understanding public awareness and attitudes of climate change definition, impacts and related policies in time would help policymakers formulate policies in a more rational way, and provide data reference to various stakeholders such as enterprises, NGOs, and research institutions in designing and carrying out relevant work.

Public awareness survey is a common method used internationally to understand how much the public know about climate change. Yale Program on Climate Change Communication and Center for Climate Change Communication of George Mason University have conducted survey on public awareness of climate change for more than a decade in the United States. In 2008, these two institutions put forward the theory of "Six Americas", which categorizes American people's awareness of global warming into six types for the purpose of a detailed further research. In addition, Pew Research Center, The Gallup Organization, Nielsen, BBC, etc. have also conducted surveys on public awareness of climate change in many countries. Generally speaking, even if some of those surveys touched China, most of them are only restricted to certain Chinese cities or extremely limited rural areas, and therefore the sampling methodology failed to represent the overall Chinese public awareness including both rural and urban residents. In review of domestic literatures, we found that domestic scholars have also respectively conducted surveys targeting urban residents, rural residents, enterprise managers, university students, and the public in different regions, but few surveys have been carried out nationwide.

In 2012, the China Center for Climate Change Communication conducted a survey on the public awareness of 4,169 respondents in both urban and rural areas of Mainland China to get the whole picture of public awareness, attitudes, and response in respect of climate change. According to the findings, only 6.6% of the public have never heard of climate change, and the majority of them think that climate change is happening, that it is mainly caused by human activities, and that China is being harmed there from and such harm has more severe impacts on rural residents.

The findings also show that Chinese citizens strongly favor policies issued by the government in response to climate change. As the first national survey on public awareness conducted by an independent third party, the survey has provided data reference for international negotiations and domestic policy-making.

The public awareness data acquired from the 2012 survey have gained high attention from relevant national and international policymakers. Mr. XIE Zhenhua, the then deputy director of the National Development and Reform Commission, pointed out that in the preface of 2012 survey report that "the public need to take part in the cause of addressing climate change, because the problem cannot be solved unless everyone keeps a watchful eye on climate change issues and starts to take action from himself and little bit". In addition, China's Policies and Actions for Addressing Climate Change (2012) specially introduced the survey. Meanwhile, the survey data have positive impacts at the international level. In December 2012, the survey data were also quoted by Christiana Figueres, the UNFCCC's executive secretary, during the United Nations Climate Change Conference in Doha (COP20) to affirm China's concerted efforts in responding to climate change.

Five years later, a wave of changes have taken place at both national and international levels. Domestically, the public awareness, attitudes, and behaviors in terms of climate change have evolved along with the development of social economy, politics, culture and so on. With the rapid scientific and technological innovations, constant upgrading of energy-saving and low-carbon products, and the emergence of shared products, the pattern of energy consumption by Chinese people is undergoing some changes. Internationally, the United States' decision to withdraw from the Paris Agreement has caused some uncertainties in global climate governance.

Thus, the China Center for Climate Change Communication conducted the second national survey five years later, which adopted the same methodology as the previous one. The 2017 survey still categories questions into six sections, including "public beliefs of climate change", "perception climate change impacts", "responding to climate change", "support for climate change policies", "enforcement of climate change countermeasures", and "evaluation on climate change communication". What is different from the 2012 version is that we have incorporated

new questions that reflect some latest changes in the past five years. With the new survey, we hope to update and improve relevant data, as well as to keep good track of the current status of public awareness of climate change in China.

We were kindly encouraged and supported by various partners when carrying out this survey. The Energy Foundation funded this survey, and provided enormous advice and support during the whole process with the team led by the its President in Beijing Office, Professor Zou Ji, and its Director of Communications, Ms. Jing Hui. To guarantee the funding can be applied to this specific survey project, China Green Carbon Foundation established a Special Fund for Climate Change Communication for us. In addition, the team of Survey & Statistics Institute of Communication University of China, led by Professor Ding Mai finished data collection work efficiently. At different stages of the survey project, ranging from questionnaire design to data cleaning, we gained valuable advice from various relevant stakeholders, including Yale Program on Climate Change Communication, the United Nations system in China, Embassies of Switzerland and other countries in China, the Department of Climate Change at the China National Development and Reform Commission, Center for Environmental Education and Communications of Ministry of Environmental Protection, China National Center for Climate Change Strategy and International Cooperation, China National Climate Center, Peking University, Tsinghua University, Chinese Academy of Engineering, Chinese Academy of Sciences, Chinese Academy of Social Sciences, China News Service, Weather China, Asian Development Bank, Hong Kong and Shanghai Banking Corporation, China Energy Construction Investment Corporation, Pricewaterhouse Coopers, World Wildlife Fund, Natural Resources Defense Council, Greenpeace, Oxfam, SEE Foundation, Paradise Foundation, Pear Video, “Wind Energy” Magazine, Innovative Green Development Program, Greenovation Hub, China Dialogue, and Mobike, etc.

The China Center for Climate Change Communication hereby extends heartfelt gratitude to all that have supported us!

The participation by multiple partners during the whole process of the survey enabled us to hear diverse voices, which inspired us to think in depth about the value, methodology, and possible

applications of the survey. There are still a lot of meaningful things awaiting us in the field of public participation in addressing climate change. Hope to work with all of you to push more exciting changes to happen. Let's work together!

Binbin Wang

Co-Founder

China Center for Climate Change Communication

Survey Method

1. Respondents: Residents aged from 18 to 70
2. Time: August to October, 2017
2. Scope: Mainland China (excluding Hong Kong, Macau, and Taiwan)
3. Method: Thanks to high popularity rate of fixed-line and mobile phones in Mainland China, the survey was a computer aided phone survey (CATI). Specifically, samples were drawn from 15.4% fixed-line phones and 84.6% mobile phones.
4. Number of samples: The CATI covers 4,025 respondents.
5. Sampling Plan: In light of the 332 prefecture-level administrative units (including 291 prefecture-level cities, 8 regions, 30 autonomous prefectures, and 3 leagues) and 4 municipalities directly under the central government in China, the total population was divided into 336 levels. The sample numbers were assigned to such levels in population proportion, contributing to proportional sampling. Besides, the proportion of age groups, gender groups, residencies (rural or urban areas), and the ownership of landlines and mobile phones are considered to guarantee the samples to be representative. Concretely, the phone numbers of residents were drawn at random by the tail number, the sampling of landline telephone respondents followed random selection as well.

Executive Summary

A. Climate Change Beliefs

- 2,834 out of 4,250 respondents shared the first thing comes to their minds when hearing “climate change” in either a word or a phrase. Analyzing the frequency of these words/phrases with WordArt, we found that the most frequently mentioned words is "hot (mentioned 225 times)", followed by "haze (mentioned 179 times)" and "global warming (mentioned 170 times)”.
- 80% of the 2,834 respondents who gave a word/phrase as the first came to their minds when hearing “climate change” rated their words/phrases as “negative”.
- 92.7% of respondents say they know at least a little about climate change. Over half (57.2%) say they know “just a little about it”, nearly one in three (31.5%) say they know “something about it”, and only 4% say they know “a lot” about climate change, while 7.1% say they have “never heard of it”.
- 94.4% of respondents think climate change is happening. By contrast, only 5.3% think climate change is not happening.
- 66.0% of respondents understand that climate change is caused “mostly by human activities”, while 11.1% say it is due to “natural changes in the environment”. And 19.3% of respondents think it is caused by both reasons. Besides, 1.7% think that climate change “is not happening”.
- 79.8% of respondents say they are “very” (16.3%), or “somewhat” (63.5%) worried about climate change. 16.2% and 3.9% of respondents say they are “not very” or “not at all” worried about it, respectively.

B. Climate Change Impacts

- 75.2% of respondents have already personally experienced impacts of climate change while 24.6% hold the opposite view.
- 31.1% think climate change will harm themselves and their families to a great deal or a moderate amount; 51.4% think it will harm the public in China to a great deal or a moderate amount; 78% think it will impact future generations either a great deal or a moderate amount, while 71.7% think it will impact plant and animal species either a great deal or a moderate amount.
- 95.1% of respondents think climate change will cause an increase in occurrence of air pollution, followed by disease epidemics (91.3%), droughts and water shortages (89.8%), floods (88.2%), glaciers melting (88.0%), extinctions of plant and animal species (83.4%) and famines and food shortages (73.4%) in the next two decades in China, if without any climate change countermeasures.
- 33.4% of respondents worries about air pollution the most. Others are most worried about disease (29.0%), droughts (10.9%), floods (8.6%) and glaciers melting (6.8%).
- 72.6% of respondents think climate change and the air pollution are inter-related with each other. Besides, 14.3% think that climate change leads to air pollution and 12.8% think air pollution leads to the climate change.

C. Responding to Climate Change

- 47.8% of respondents believe that climate change mitigation is more important than climate change adaptation as countermeasures in addressing climate crisis. 45.3% of respondents think that mitigation is as important as and adaption. Only 6.7% think adaption is more important.
- When asked about the leading roles in responding to climate change, among the government, environmental NGOs, enterprises/business organizations, the public and the media, most respondents believe the government should shoulder relatively more responsibilities,

followed by “the Media” and “environmental NGOs”.

- When asked about which fields that the central government should pay attention to, among “air pollution, water pollution, climate change, ecosystem protection, economy development, education, terrorism and health care”, over 70% of respondents think all these areas should be given particular attention from the central government. Averagely, respondents say the issue of air pollution is the most important, followed by water pollution, ecosystem protection, healthcare and climate change.
- Among the aforementioned areas that are of high public attention, 24.3% of respondents think air pollution is the most important, followed by ecological protection (18.0%) and health (17.2%), 8.8% of respondents believe that the most important issue of climate change, which is even more critical than economic development and anti-terrorism.

D. Climate Change Policies

- In 2015, China signed an international agreement in Paris with 195 other countries. 96.3% of respondents are either “somewhat support” or “strongly support” China’s participation in Paris Agreement and among them, 59.3% say they “strongly support” it.
- 94% of respondents say they support China’s decision to stay in the Paris Agreement to limit the pollution that causes climate change. 52.5% say they strongly support it.
- 96.8% of respondents support China’s effort to promote the international cooperation on climate change, of which over half (54.7%) say they “strongly support” it.
- 96.9% of respondents support government’s efforts of the total quantity control on China’s greenhouse gas emissions and 64.5% are strongly supportive of it.
- Each policy to mitigate climate change or reduce emissions is “somewhat” supported or “strongly” supported by around 90% of respondents.
- Each policy to adapt to climate change is “somewhat” supported or “strongly” supported by over 90% respondents.
- 98.7% of respondents support the statement that schools should teach students about the causes, consequences, and potential solutions to climate change.

E．Enforcement of Climate Actions

- When asked if they would be willing to pay more for the climate-friendly products, 73.7% of respondents gave the affirmative answer.
- When asked if they would like to pay to offset their personal emissions completely (If offsetting of the personal emissions cost RMB 200 yuan per year), 27.5% of respondents say yes.
- 46.7% of respondents have used shared bikes.
- 92.6% of respondent support using shared bike as a way of travel.
- 55.6% of respondents have heard that besides household consumption, electricity generated from solar photovoltaic panels can be sold to the State Grid.

F．Climate Change Communication

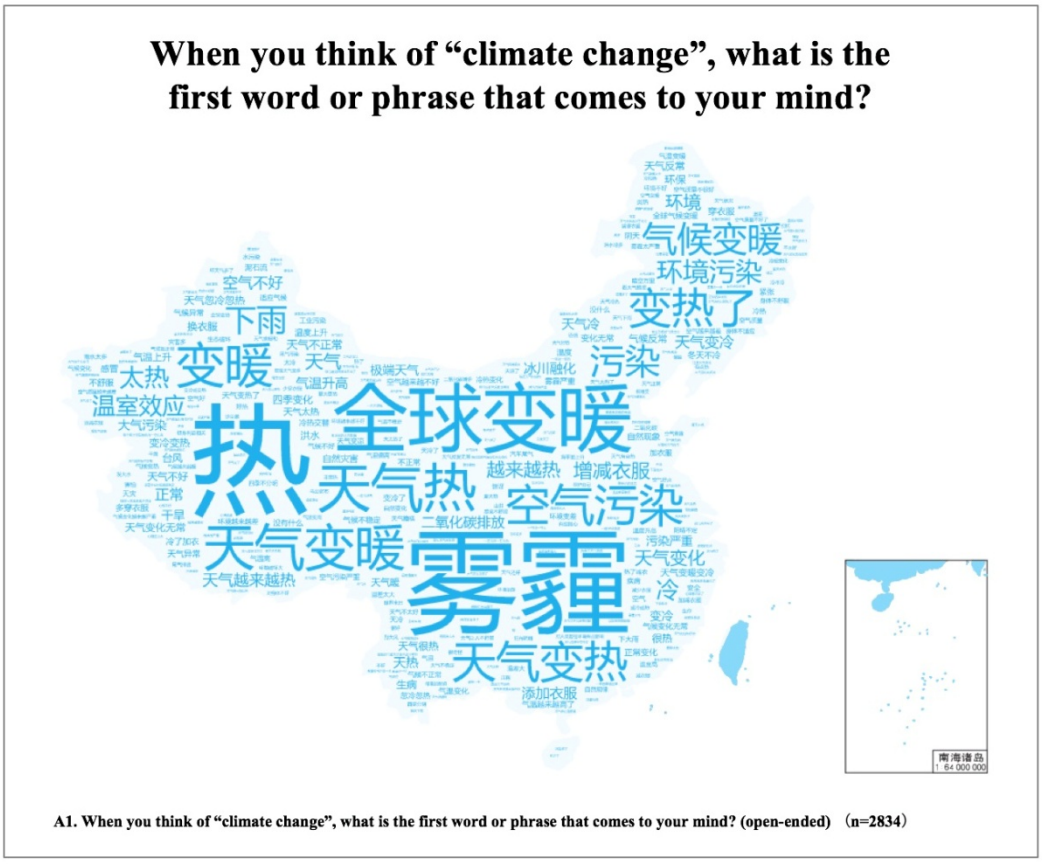
- Respondents say they have obtained information about climate change through three major information channels, which are television (83.6%), WeChat (79.4%), and friends and family (68.1%).
- 94% of respondents have strong desire of learning more about climate change. Specifically, most respondents would like to learn more about “climate change impacts”.
- Respondents trust the central government the most as source of information about climate change.
- When asked which kind of news they care most about, 12.3% select environmental news.
- 97.7% of respondents are willing to share climate change information with their families and friends.

Main Content

A. Climate Change Beliefs

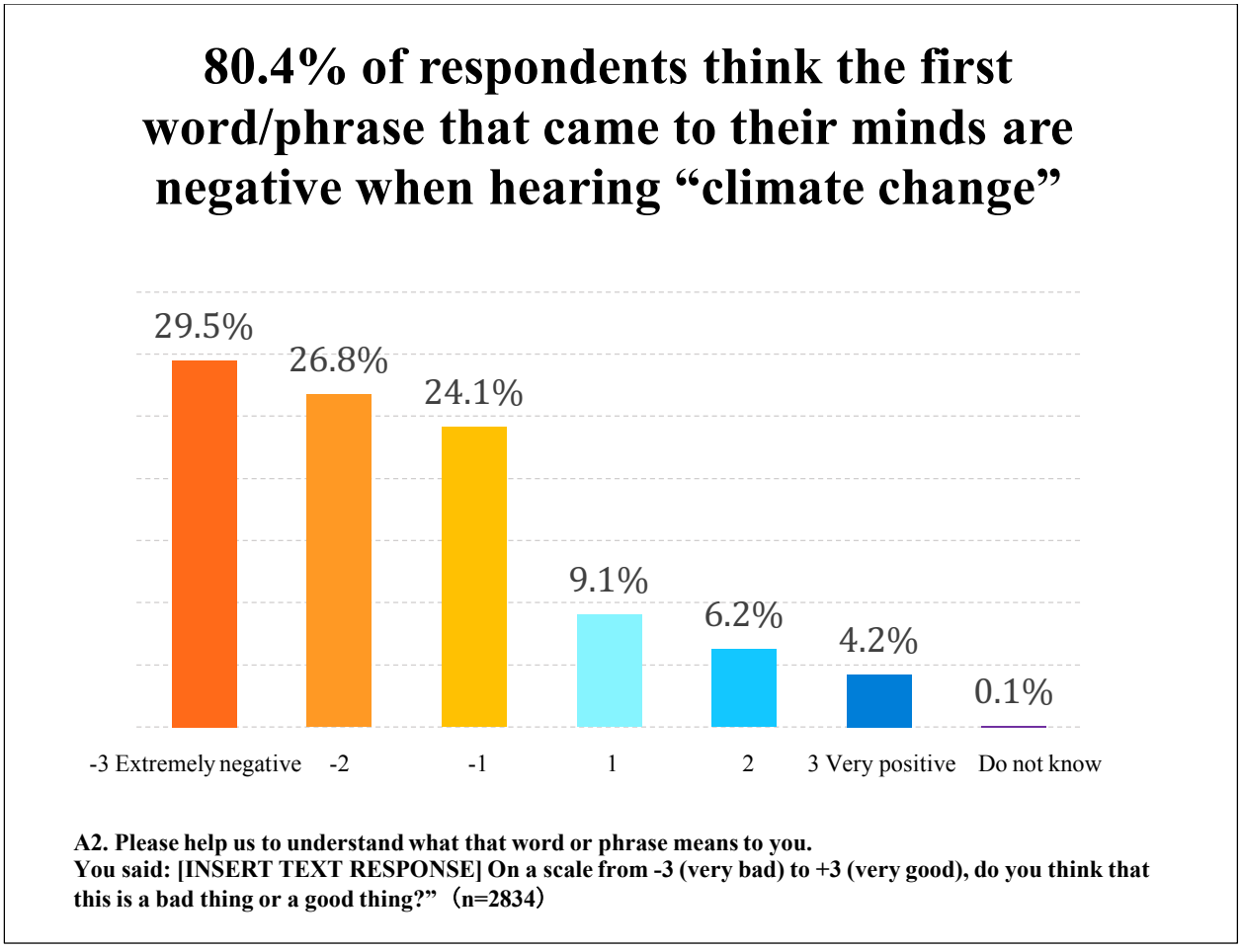
A1. When you think of “climate change”, what is the first word or phrase that comes to your mind? (open-ended)

2,834 out of 4,025 respondents shared the first thing comes to their minds when hearing “climate change” in either a word or a phrase. The most frequently mentioned words is "hot (mentioned 225 times)", followed by "haze (mentioned 179 times)" and "global warming (mentioned 170 times)”. WordArt shows all words/phrases mentioned by respondents as the figure shows below. Larger word/phrase size signifies higher frequency.



A2. 80.4% of respondents think the first word/phrase that came to their minds are negative when hearing "climate change"

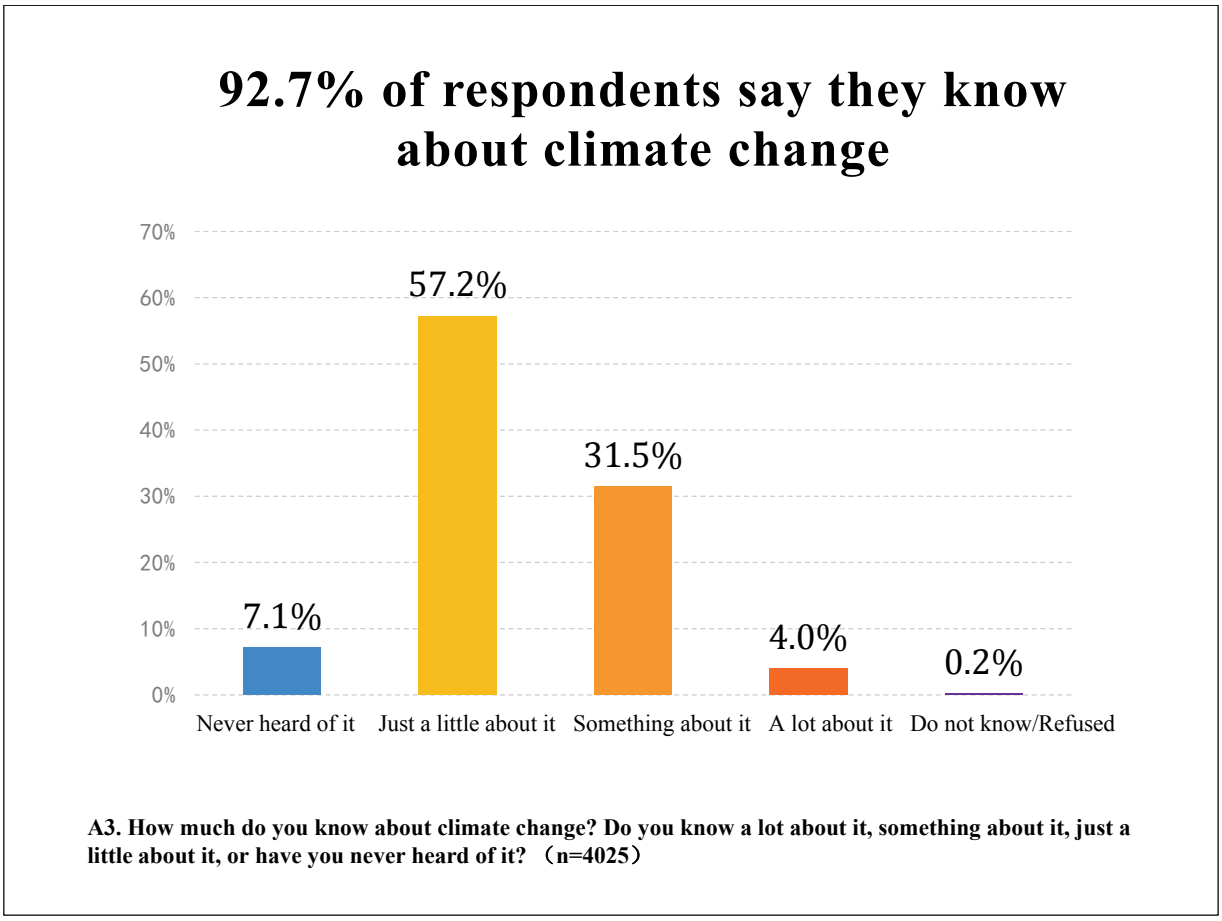
Among all 2,834 effective responses, 80% think the first word/phrase that came to their minds when hearing "climate change" is "negative". Specifically, 29.5% say it is " -3 extremely negative", 26.8% rated it as "-2", and 24.1% rated it as " -1very negative". Only 19.5% say their word/phrase has positive meaning. Clearly, the general impression of climate change among respondents is negative.



A2. Please help us to understand what that word or phrase means to you.
You said: [INSERT TEXT RESPONSE] On a scale from -3 (very bad) to +3 (very good), do you think that this is a bad thing or a good thing?" (n=2834)

A3. 92.7% of respondents say they know about climate change

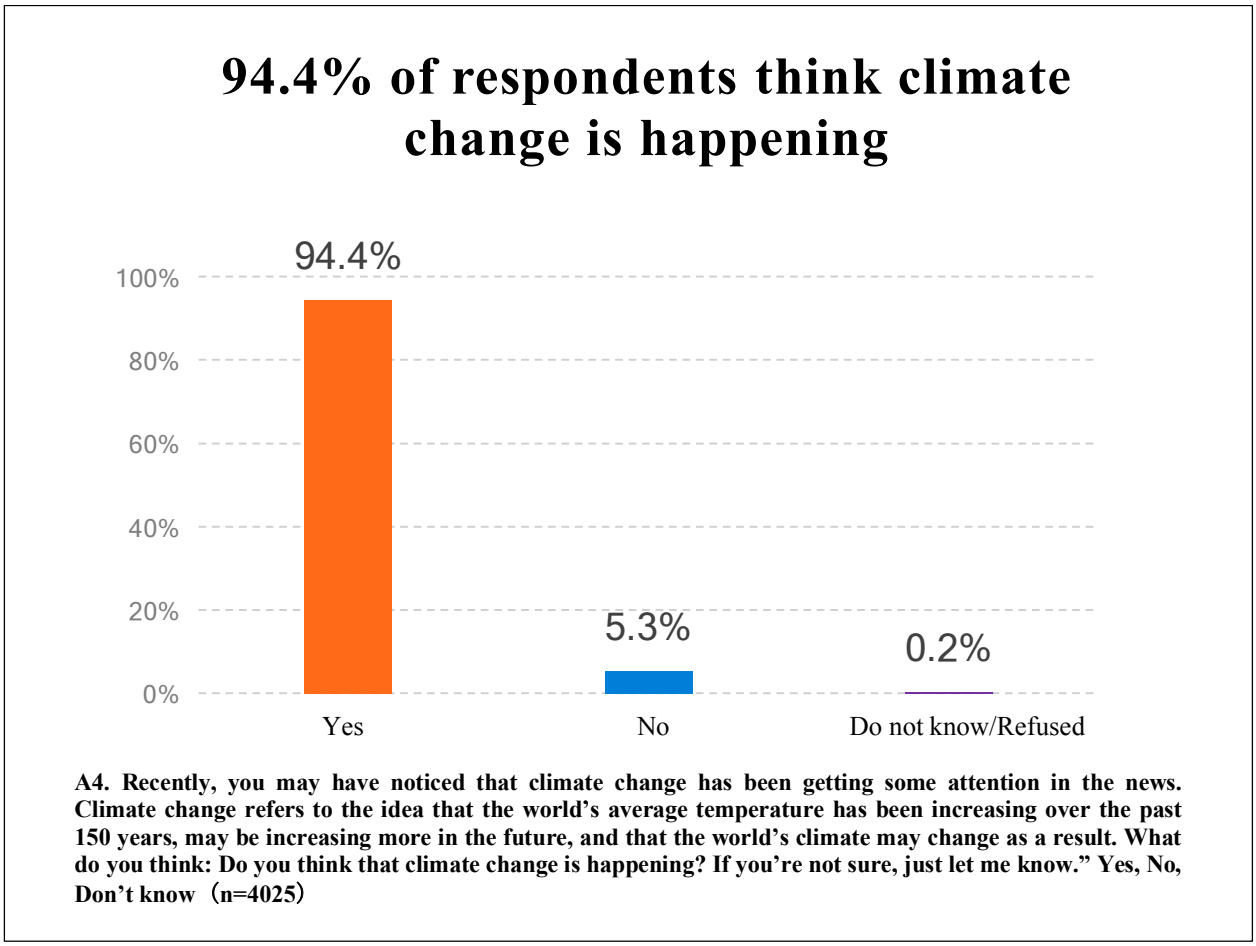
92.7% of respondents say they know about climate change to varying degrees. 57.2% say they know “just a little about it”, 31.5% say they know “something about it”, and only 4% say they know “a lot” about climate change.



A3. How much do you know about climate change? Do you know a lot about it, something about it, just a little about it, or have you never heard of it? （n=4025）

A4. 94.4% of respondents think climate change is happening

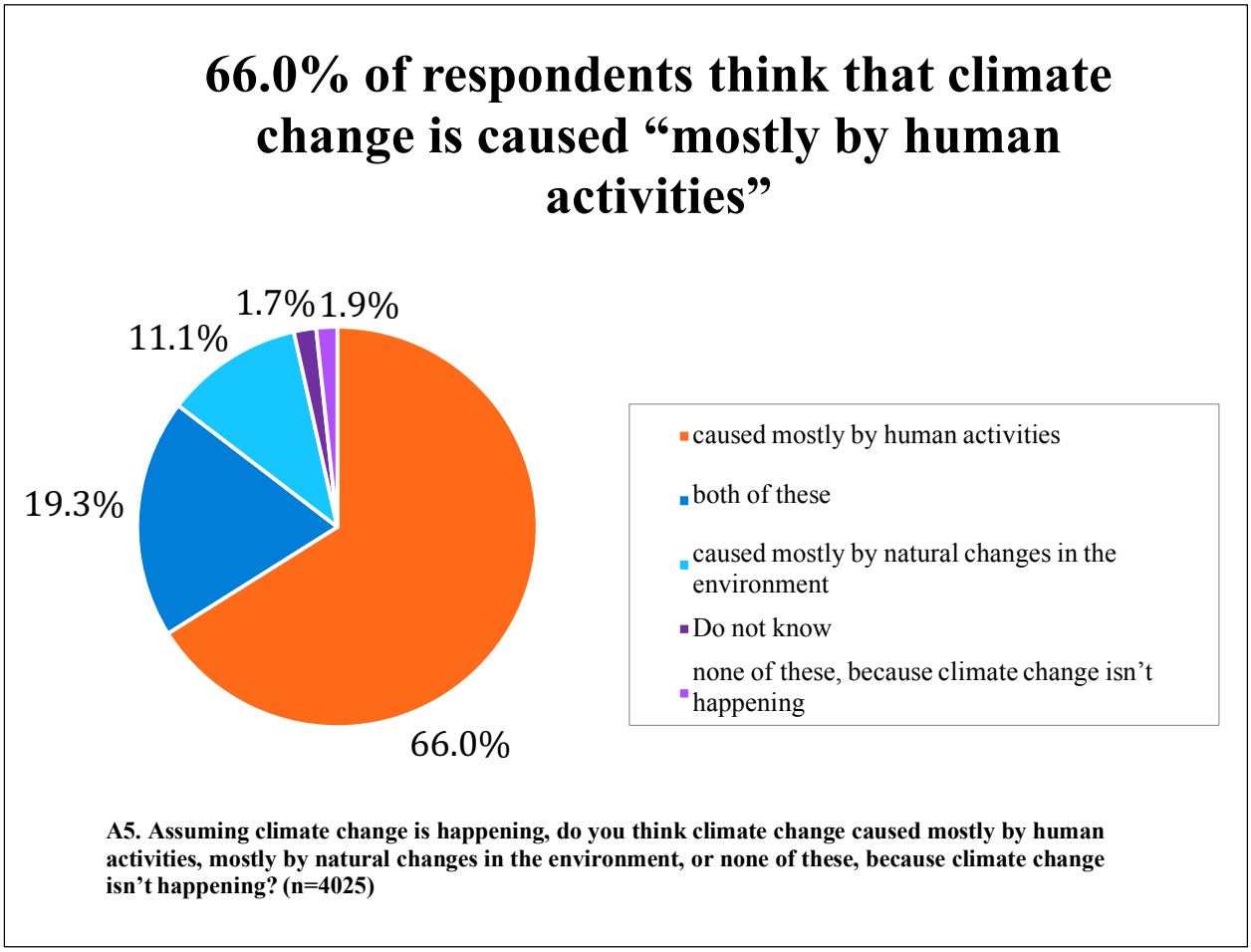
94.4% of respondents think climate change is happening, while only 5.3% think climate change is not happening.



A4. Recently, you may have noticed that climate change has been getting some attention in the news. Climate change refers to the idea that the world's average temperature has been increasing over the past 150 years, may be increasing more in the future, and that the world's climate may change as a result. What do you think: Do you think that climate change is happening? If you're not sure, just let me know." Yes, No, Don't know（n=4025）

A5. 66.0% of respondents think that climate change is caused "mostly by human activities"

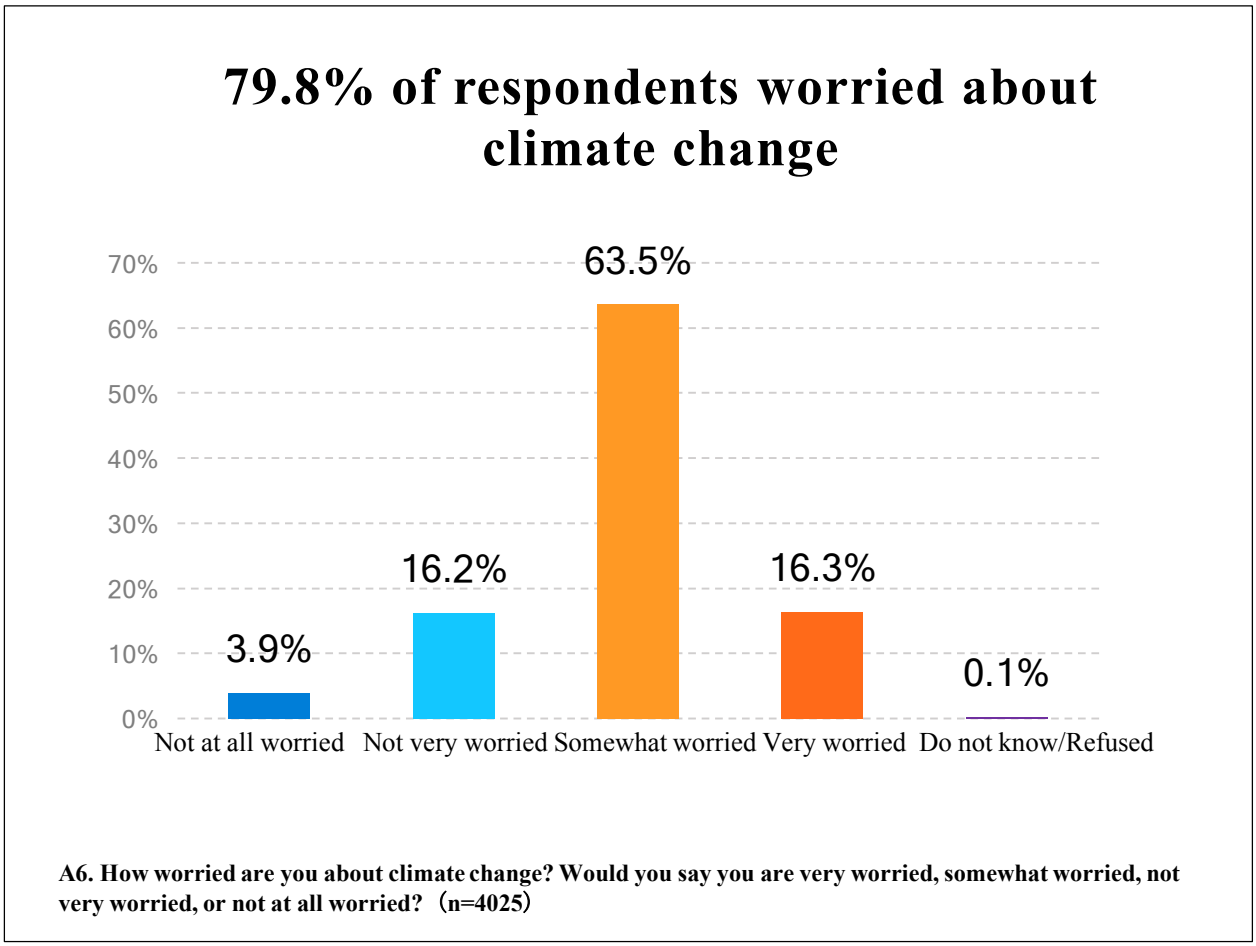
In regard to the cause of climate change, 66.0% of respondents think that climate change is caused "mostly by human activities", while 11.1% say it is due to "natural changes in the environment". 19.3% of respondents think it is caused by both reasons. 1.7% think that climate change "is not happening".



A5. Assuming climate change is happening, do you think climate change caused mostly by human activities, mostly by natural changes in the environment, or none of these, because climate change isn't happening? (n=4025)

A6. 79.8% of respondents worried about climate change

79.8% of respondents are either “very” (16.3%), or “somewhat” (63.5%) worried about climate change. In contrast,16.2% and 3.9% of respondents say they are “not very” or “not at all” worried about it, respectively.

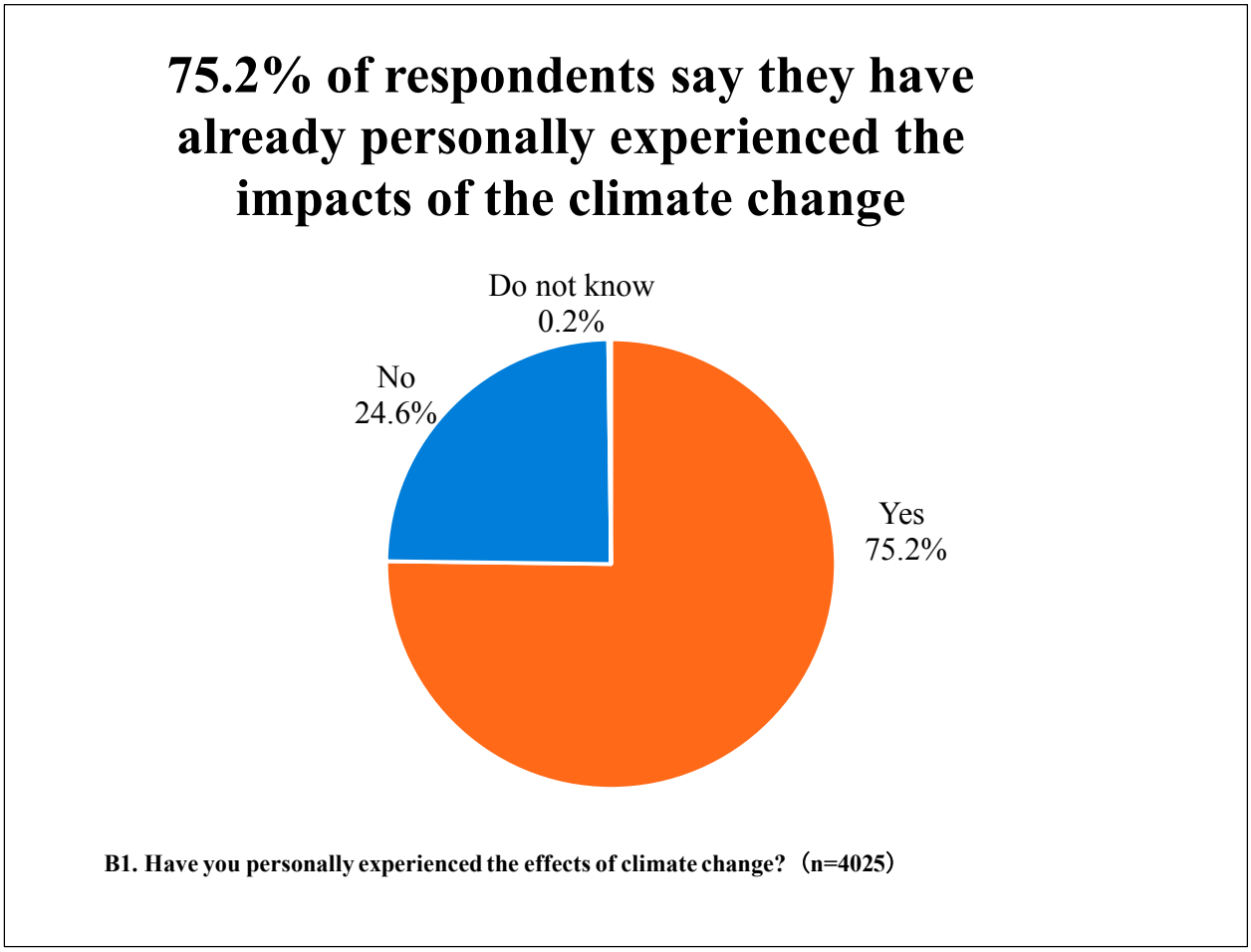


A6. How worried are you about climate change? Would you say you are very worried, somewhat worried, not very worried, or not at all worried? （n=4025）

B. Climate Change Impacts

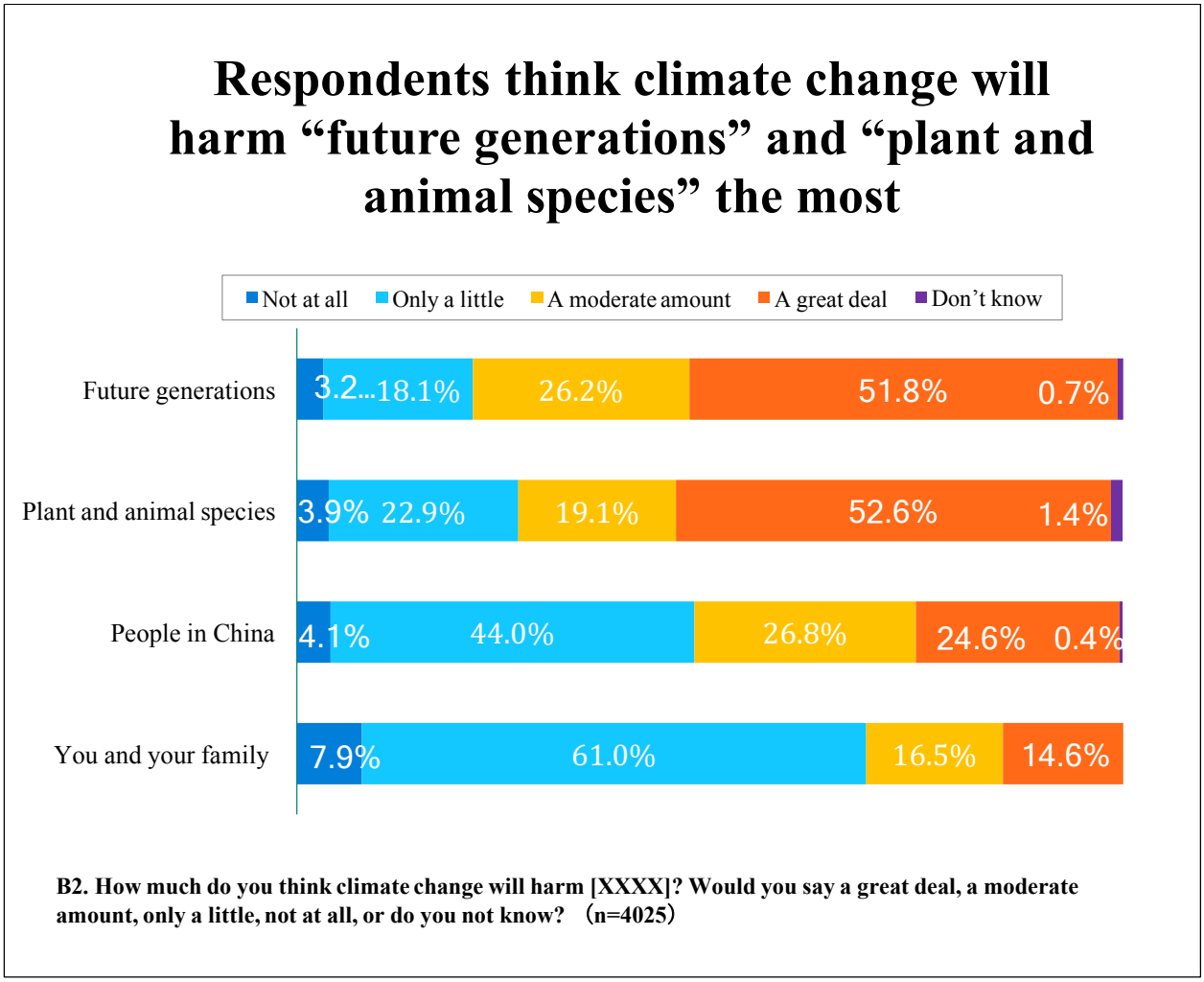
B1. 75.2% of respondents have already personally experienced impacts of the climate change

75.2% of respondents say they have already personally experienced impacts of climate change, accounting for over three fourths of all respondents. Only 24.6% hold the opposite view.



B2. Respondents think climate change will harm "future generations" and "plant and animal species" the most

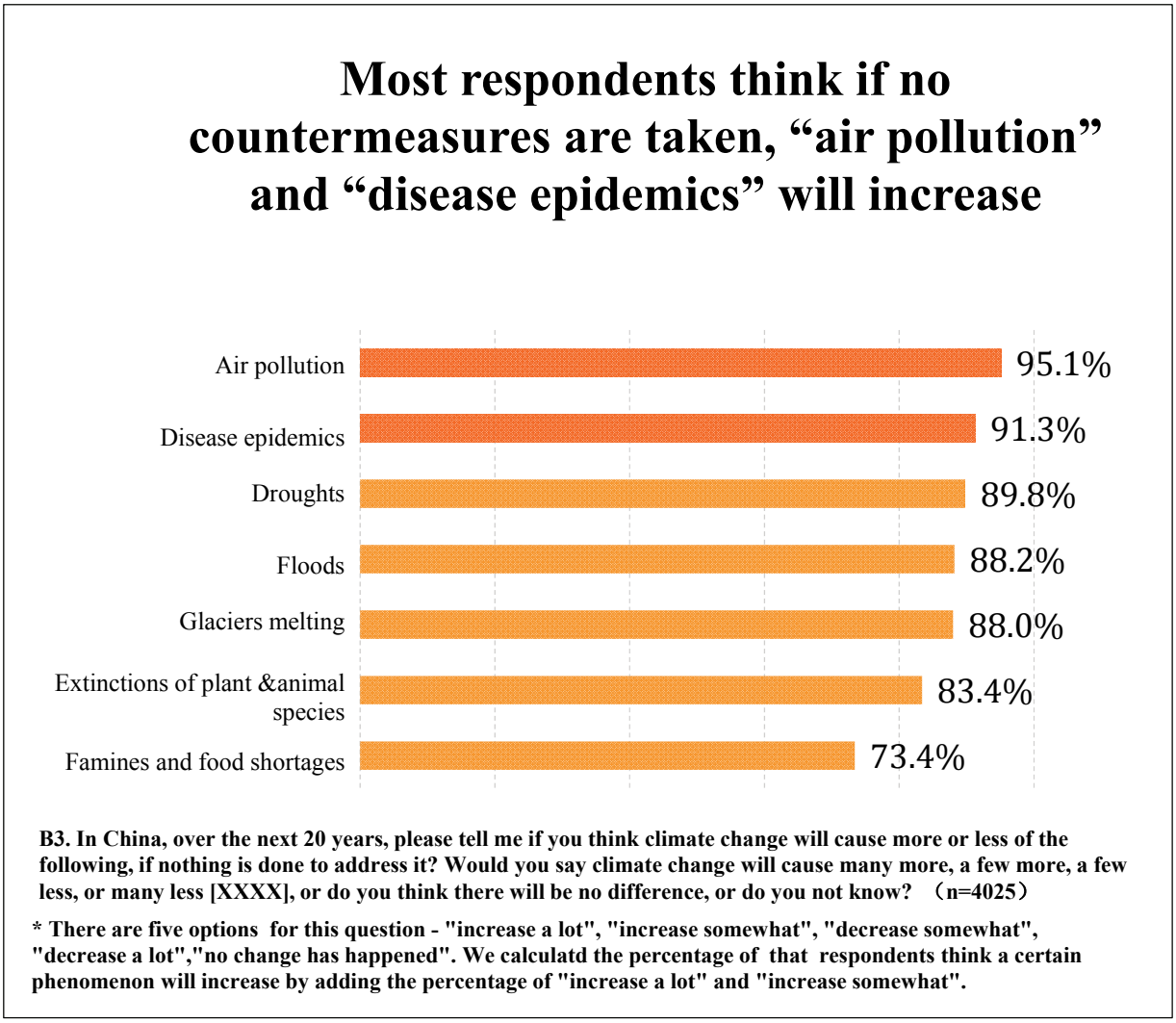
78% of respondents think climate change will have a moderate amount, or a great deal impacts to future generations. 71.7%, 51.4% and 31.1% of respondents say such harm will affect plant and animal species, people in China, families and themselves, respectively.



B2. How much do you think climate change will harm [XXXX]? Would you say a great deal, a moderate amount, only a little, not at all, or do you not know? （n=4025）

B3. Most respondents think if no countermeasures are taken, “climate change” and “disease epidemics” will increase

In next two decades, most respondents think climate change will cause an increase in occurrence of air pollution, followed by disease epidemics, droughts and water shortages, floods, glaciers melting, extinctions of plant and animal species and famines and food shortages, if without any climate change countermeasures in China.

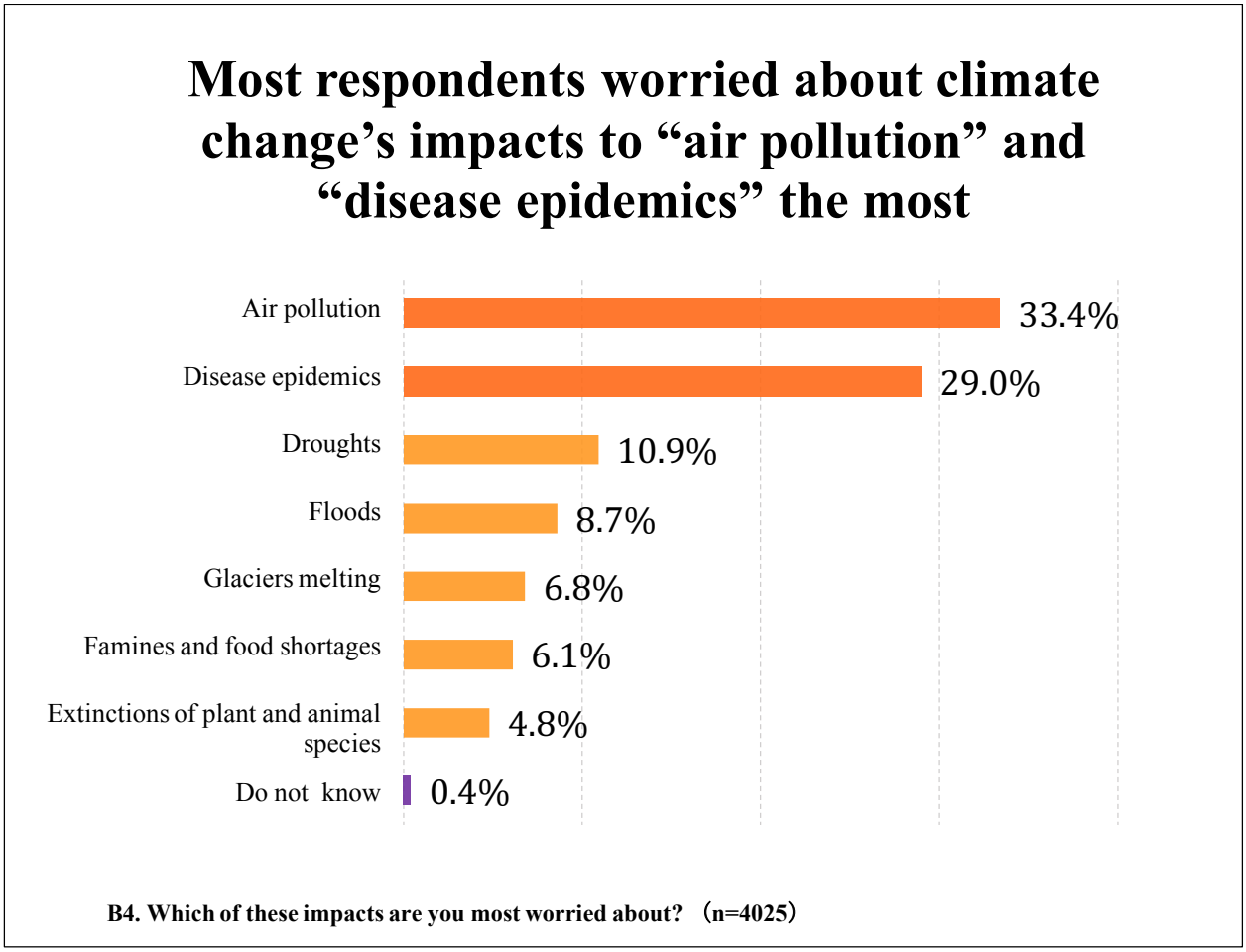


B3. In China, over the next 20 years, please tell me if you think climate change will cause more or less of the following, if nothing is done to address it? Would you say climate change will cause many more, a few more, a few less, or many less [XXXX], or do you think there will be no difference, or do you not know? （n=4025）

*** There are five options for this question - "increase a lot", "increase somewhat", "decrease somewhat", "decrease a lot","no change has happened". We calculatd the percentage of that respondents think a certain phenomenon will increase by adding the percentage of "increase a lot" and "increase somewhat".**

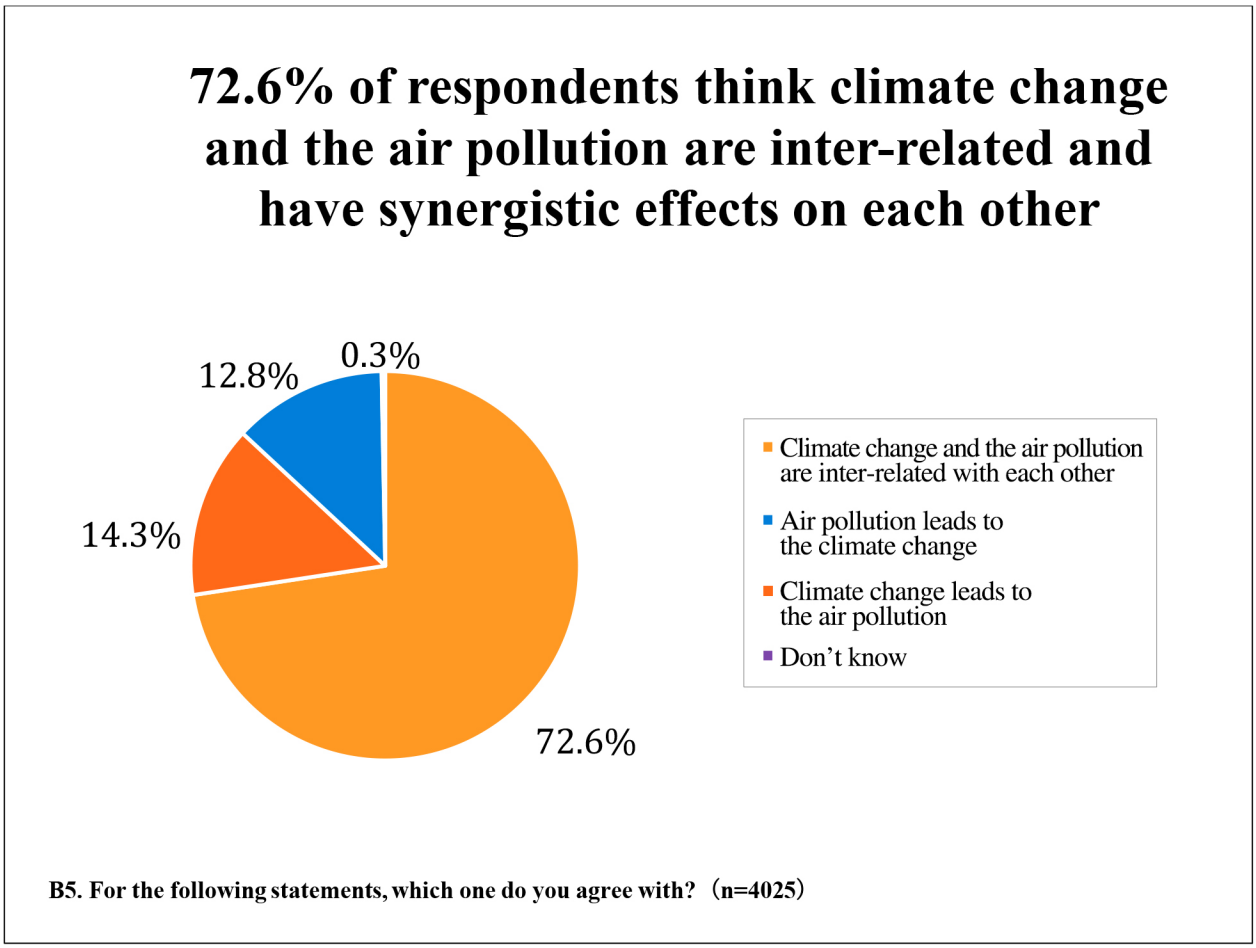
B4. Most respondents worried about climate change's impacts to "air pollution" and "disease epidemics" the most

For the question "Which of these impacts are you most worried about", 33.4% of respondents worries about air pollution the most. Others are most worried about disease (29.0%), droughts (10.9%), floods (8.6%) and glaciers melting (6.8%).



B5. 72.6% of respondents think climate change and the air pollution are inter-related and have synergistic effects on each other

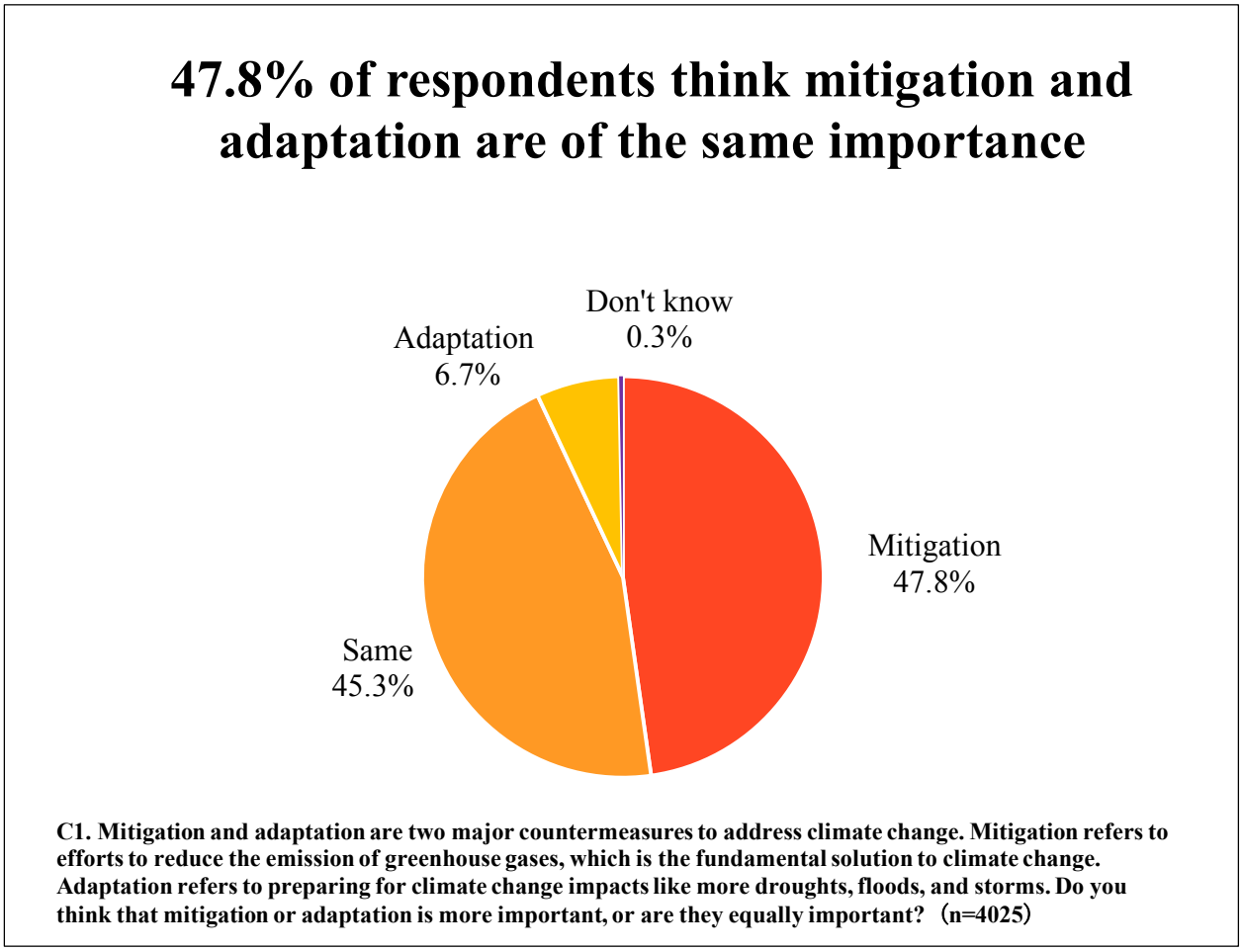
In terms of the relationship between climate change and air pollution, 72.6% of respondents think climate change and the air pollution are inter-related, and have synergistic effects on each other. Besides, 14.3% think that climate change leads to air pollution and 12.8% think air pollution leads to the climate change.



C. Responding to Climate Change

C1. 47.8% of respondents think mitigation and adaptation are of the same importance

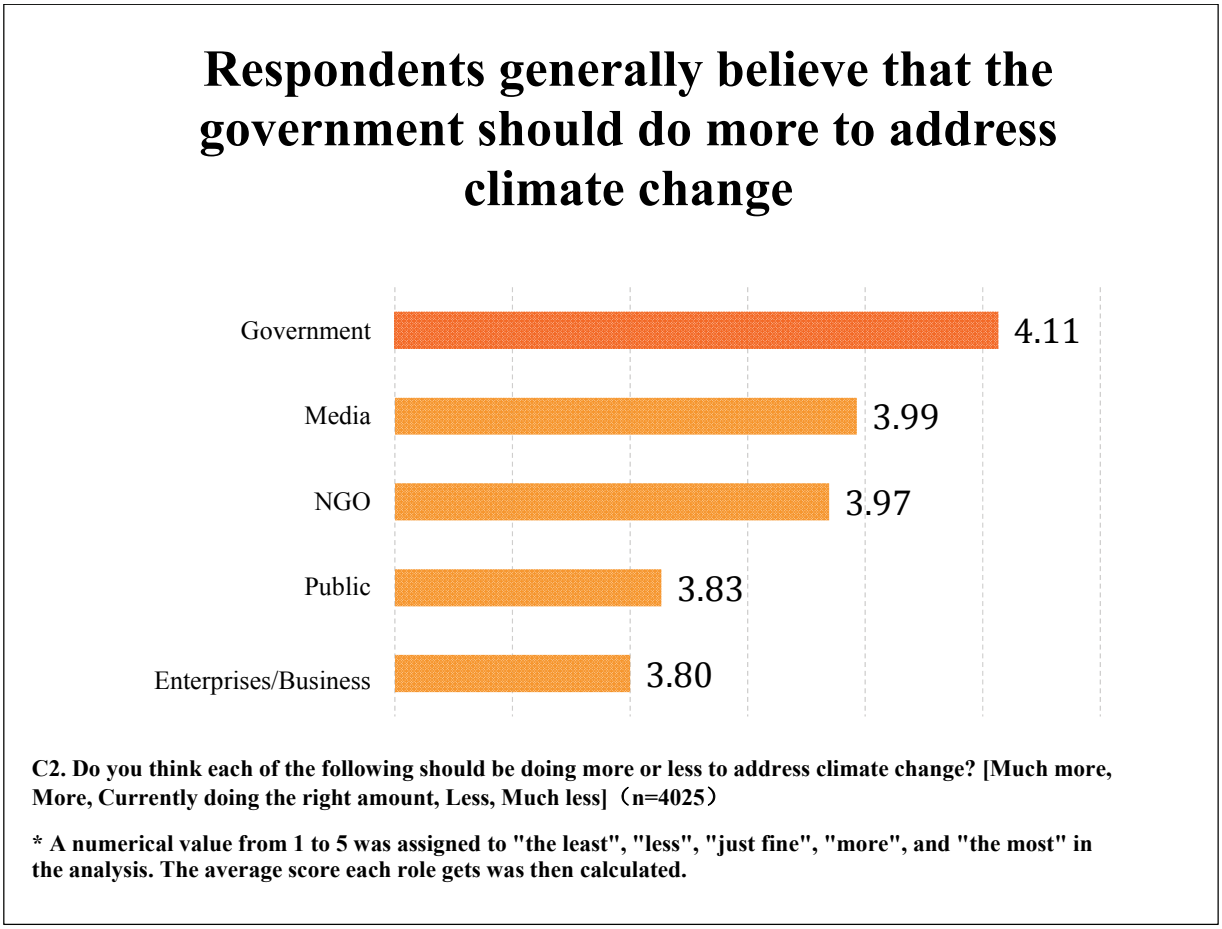
47.8% of respondents believe that mitigation is more important than adaptation as countermeasures in address climate crisis.45.3% of respondents think that mitigation is as important as adaption. Only 6.7% think adaption is more important.



C1. Mitigation and adaptation are two major countermeasures to address climate change. Mitigation refers to efforts to reduce the emission of greenhouse gases, which is the fundamental solution to climate change. Adaptation refers to preparing for climate change impacts like more droughts, floods, and storms. Do you think that mitigation or adaptation is more important, or are they equally important? (n=4025)

C2. Respondents generally believe that the government should do more to address climate change

To address climate change, respondents generally believe that “the government” should do more, followed by “the media” and “environmental NGOs”



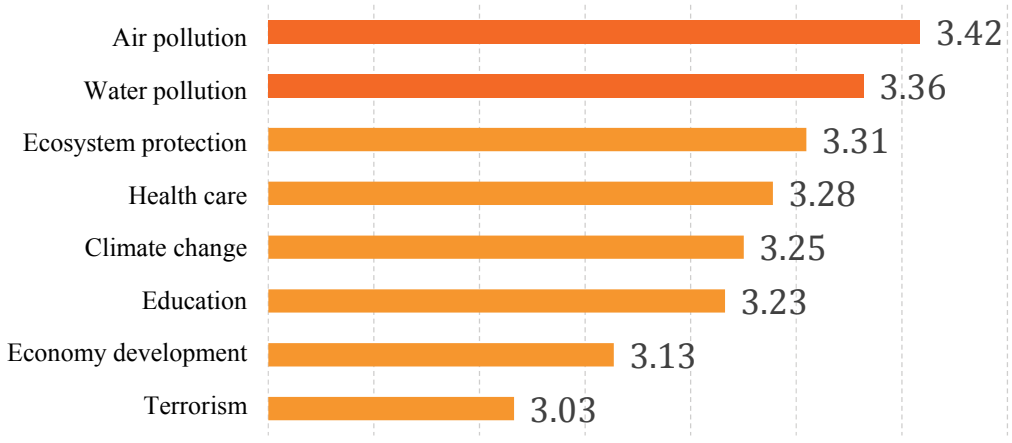
C2. Do you think each of the following should be doing more or less to address climate change? [Much more, More, Currently doing the right amount, Less, Much less]（n=4025）

*** A numerical value from 1 to 5 was assigned to "the least", "less", "just fine", "more", and "the most" in the analysis. The average score each role gets was then calculated.**

C3. Respondents think air pollution is the issue that the government should pay the most attention to, followed by water pollution and ecosystem protection

When asked about which fields that the central government should pay attention to, among "air pollution, water pollution, climate change, ecosystem protection, economy development, education, terrorism and health care", over 70% of respondents think all these areas should be given particular attention from the central government.

Averagely, respondents say the issue of air pollution is regarded the most important (3.42), followed by water pollution (3.36), ecosystem protection (3.31), healthcare (3.28) and climate change (3.25).

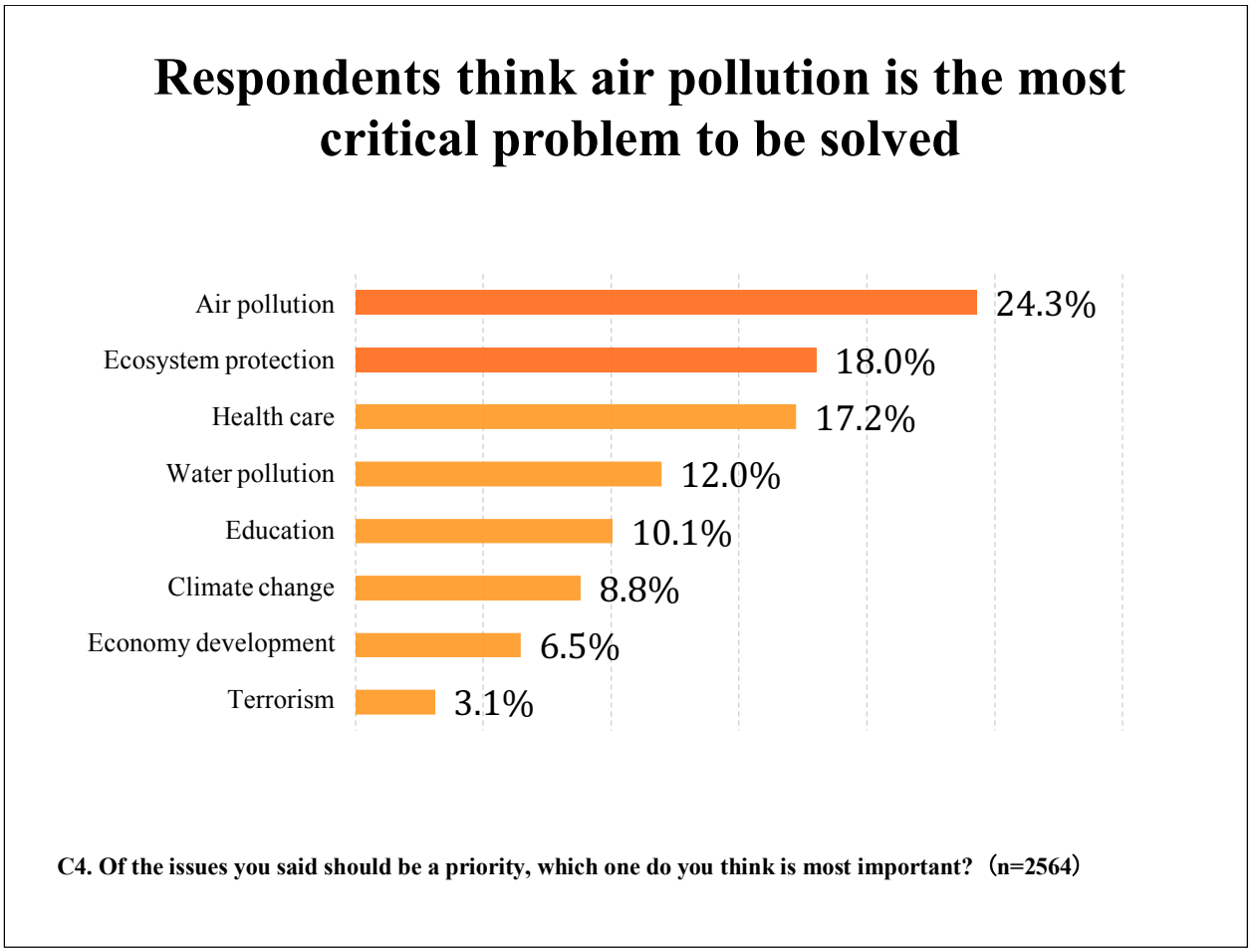


C3. Here are some issues being discussed by the national government. Do you think each of these issues should be a low, medium, high, or very high priority for President Xi and the national government?（n=4025）

*** A numerical value from 1 to 4 was assigned to "low", "moderate, "high", and "very high". An average score each problem got was then calculated.**

C4. Respondents think air pollution is the most critical problem to be solved, followed by ecosystem protection and health care

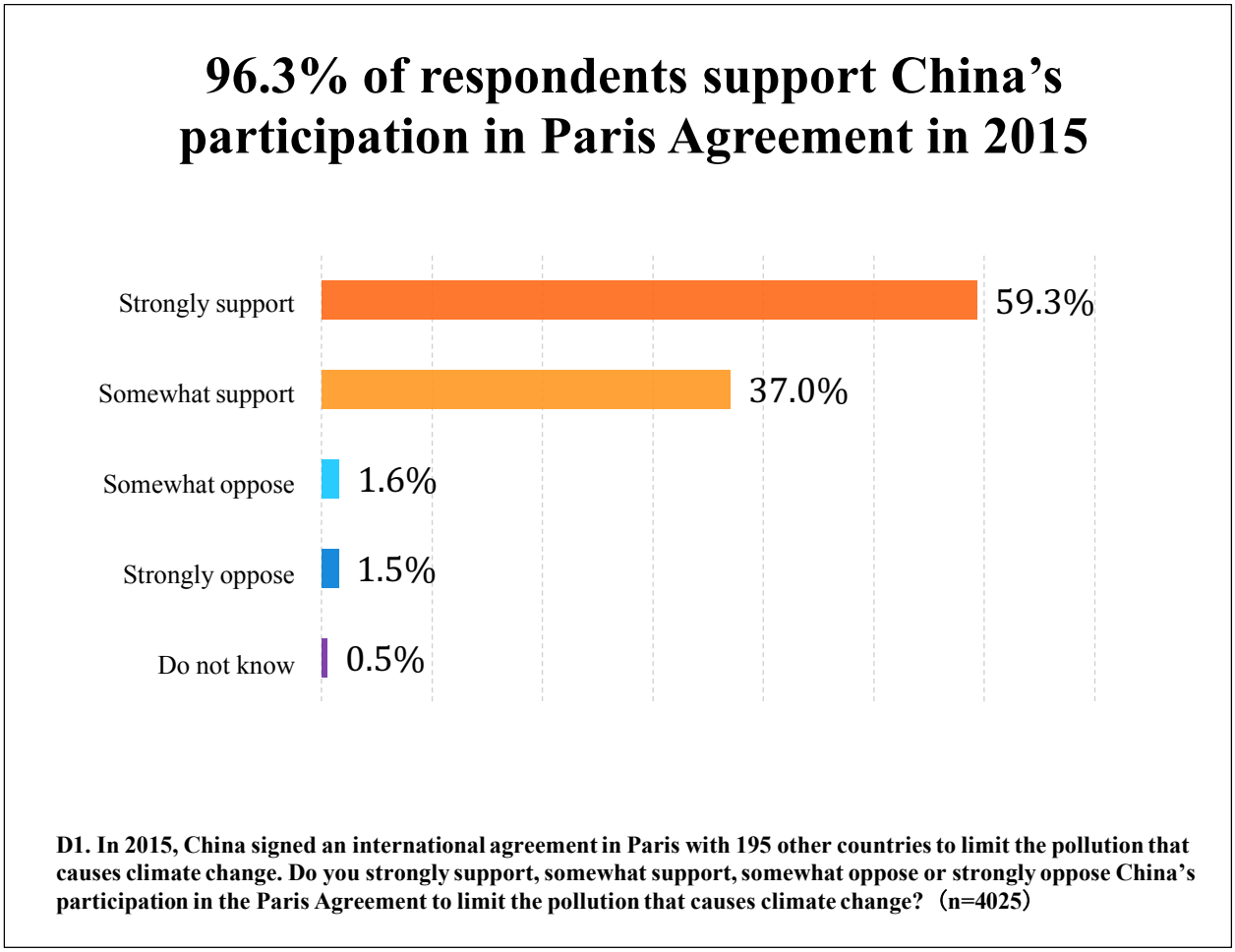
Among the aforementioned areas that are of high public attention, 24.3% of respondents think air pollution is the most important, followed by ecosystem protection (18%) and healthcare (17.2%). 8.8% of respondents think climate change is the most important issue, which is even more critical than economic development and Anti-terrorism.



D. Support for Climate Policies

D1. 96.3% of respondents support China's participation in Paris Agreement in the end of 2015

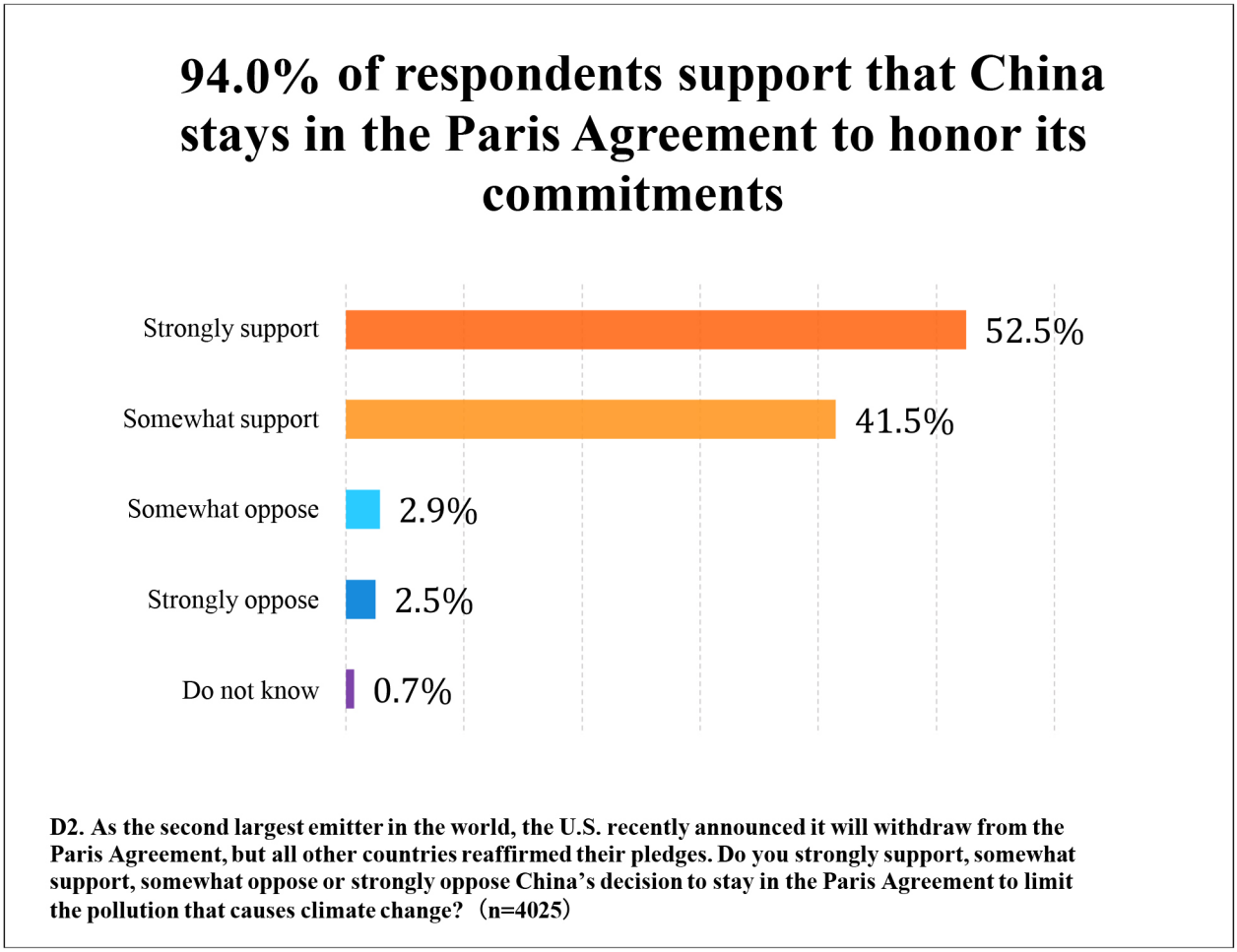
In 2015, China signed the Paris Agreement with 195 other countries. 96.3% of respondents are either "somewhat support" or "strongly support" China's participation in Paris Agreement and among them, 59.3% say they "strongly support" it.



D1. In 2015, China signed an international agreement in Paris with 195 other countries to limit the pollution that causes climate change. Do you strongly support, somewhat support, somewhat oppose or strongly oppose China's participation in the Paris Agreement to limit the pollution that causes climate change? (n=4025)

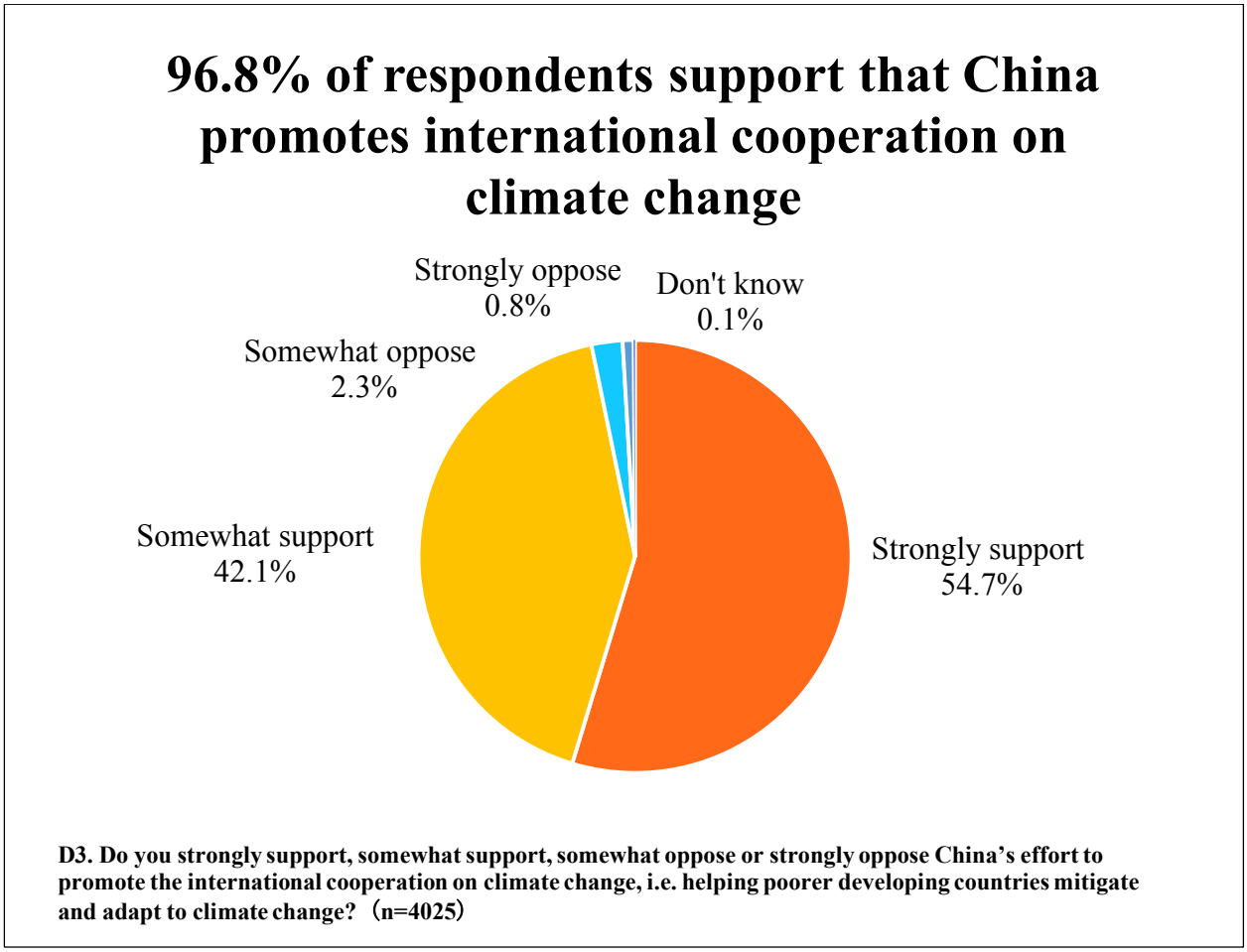
D2. 94.0% of respondents support that China stays in the Paris Agreement to honor its commitments

94.0% of respondents say they support China's decision to stay in the Paris Agreement even if the U.S. withdraw from the Paris Agreement, in which 52.5% say they strongly support.



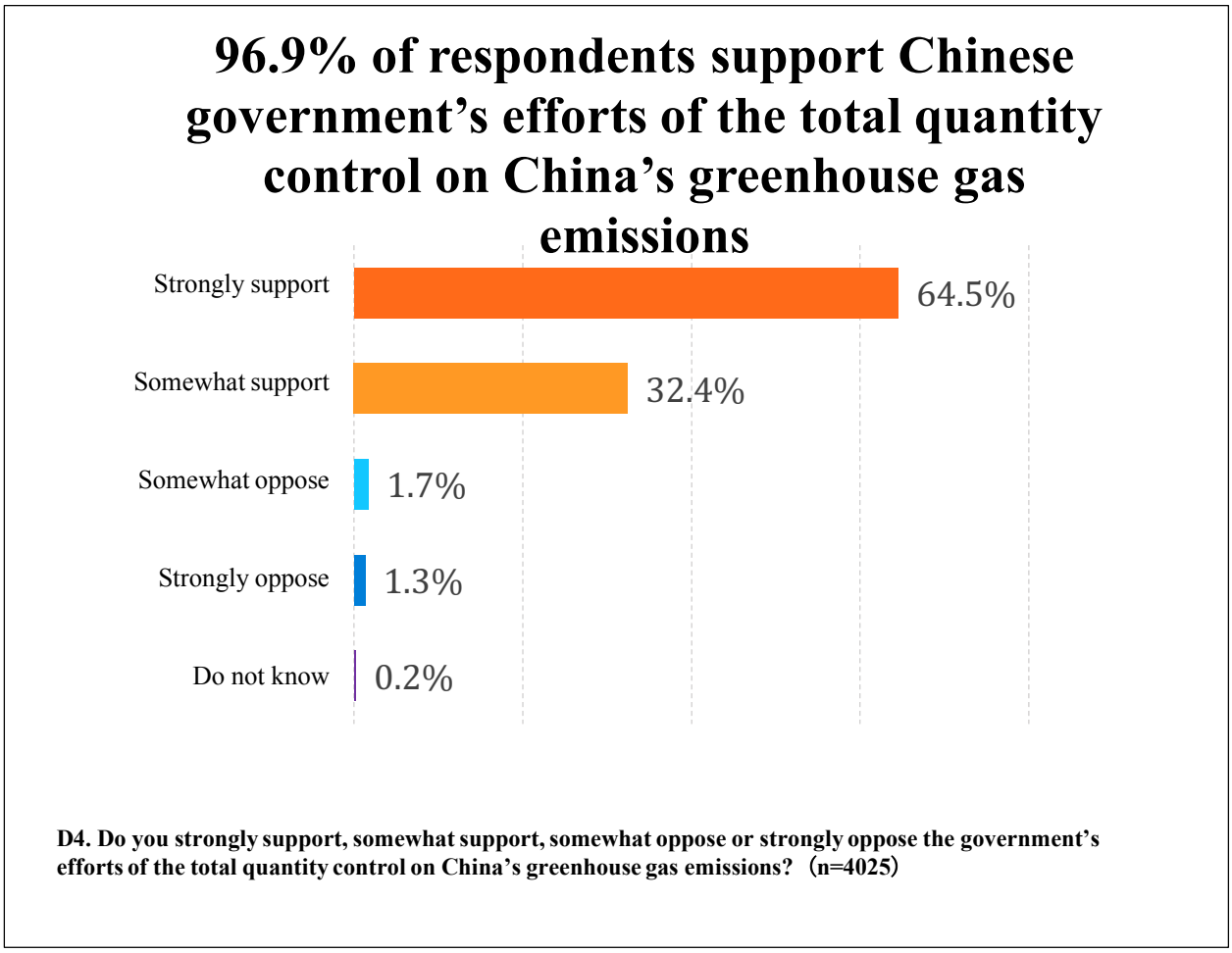
D3. 96.8% of respondents support that China promotes international cooperation on climate change

96.8% of respondents support China's effort to help poorer developing countries mitigate and adapt to climate change, of which over half 54.7% say they "strongly support" it.



D4. 96.9% of respondents support government's efforts of the total quantity control on China's greenhouse gas emissions

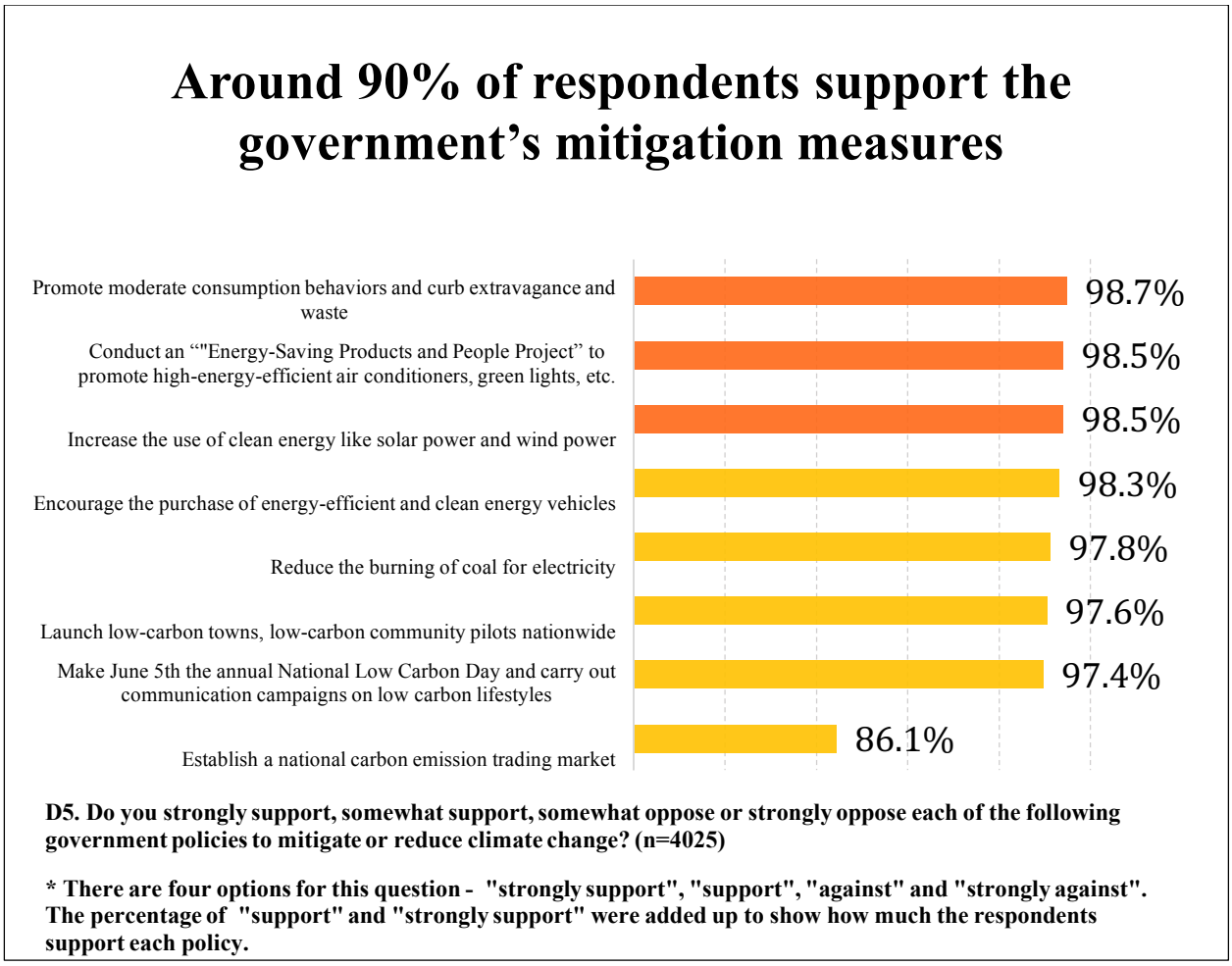
96.9% of respondents support government's efforts of the total quantity control on China's greenhouse gas emissions and 64.5% are strongly supportive of it.



D4. Do you strongly support, somewhat support, somewhat oppose or strongly oppose the government's efforts of the total quantity control on China's greenhouse gas emissions? (n=4025)

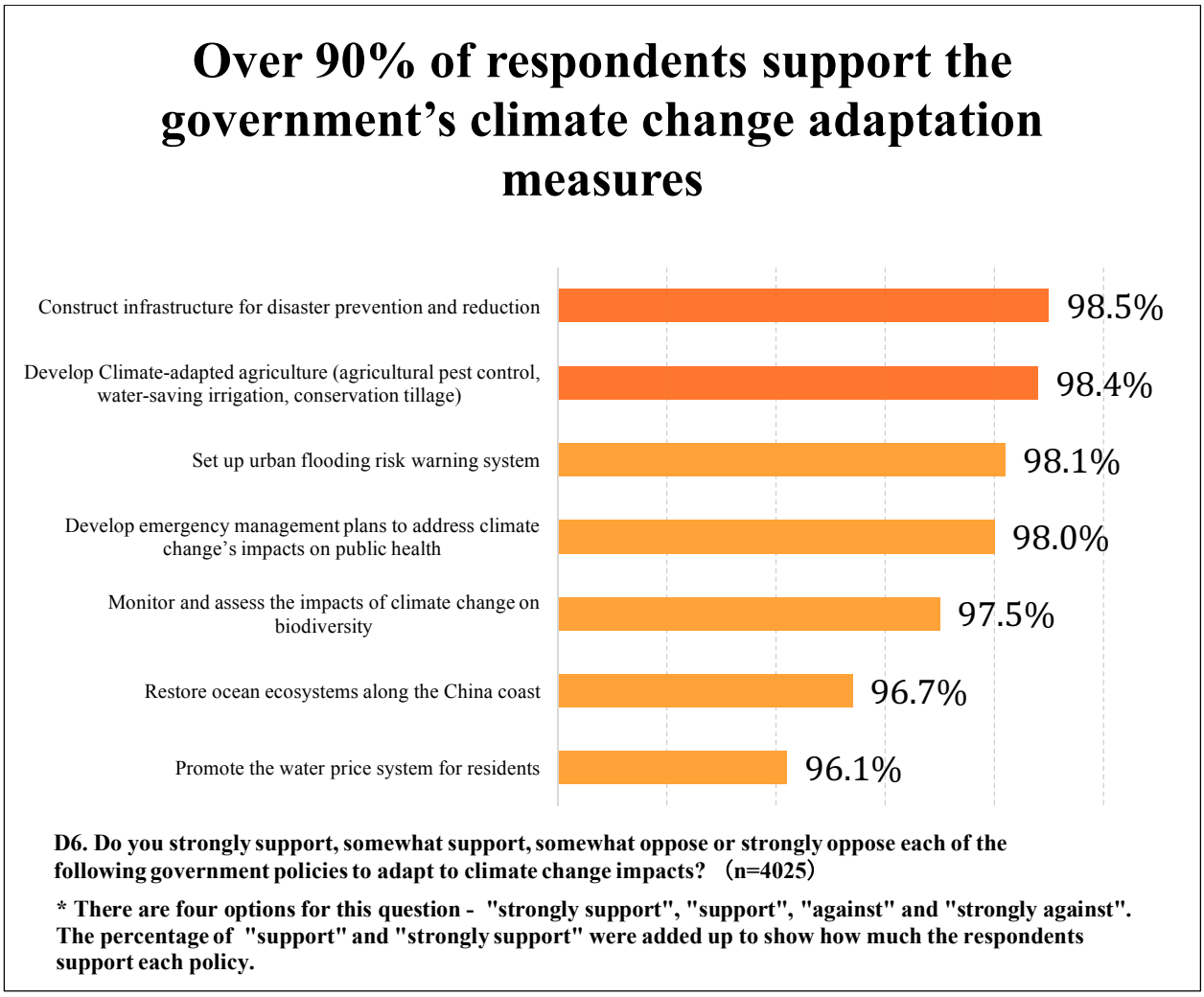
D5. Around 90% of respondents support the government's mitigation policies

Each policy to mitigate climate change or reduce emissions is "somewhat" supported or "strongly" supported by around 90% of respondents.



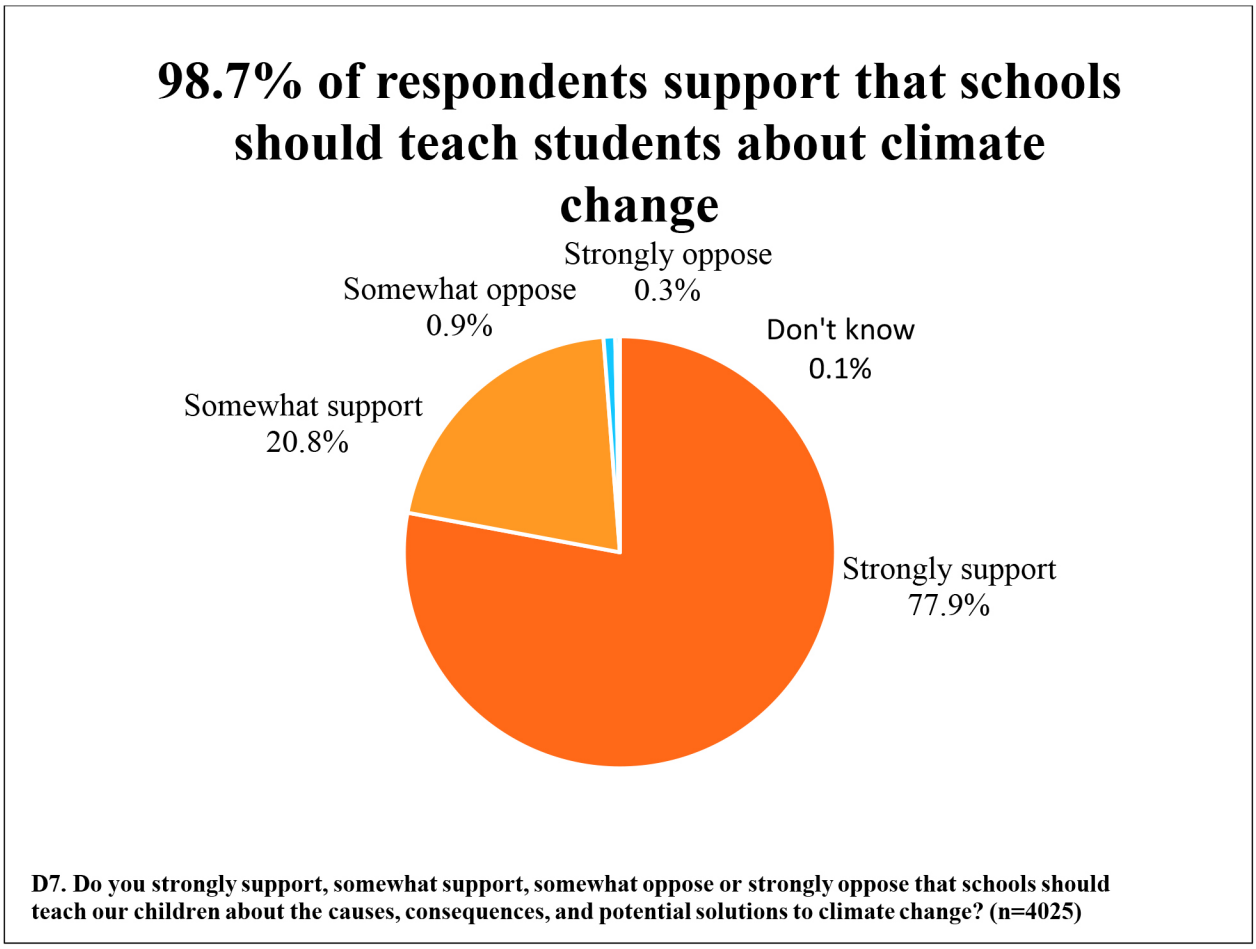
D6. Over 90% of respondents support the government's adaptation policies

Each policy to adapt to climate change is "somewhat" supported or "strongly" supported by over 90% respondents.



D7. 98.7% of respondents support that schools should teach students about climate change

98.7% of respondents support that schools should teach students about the causes, consequences, and potential solutions to climate change and 77.9% "strongly support" it.

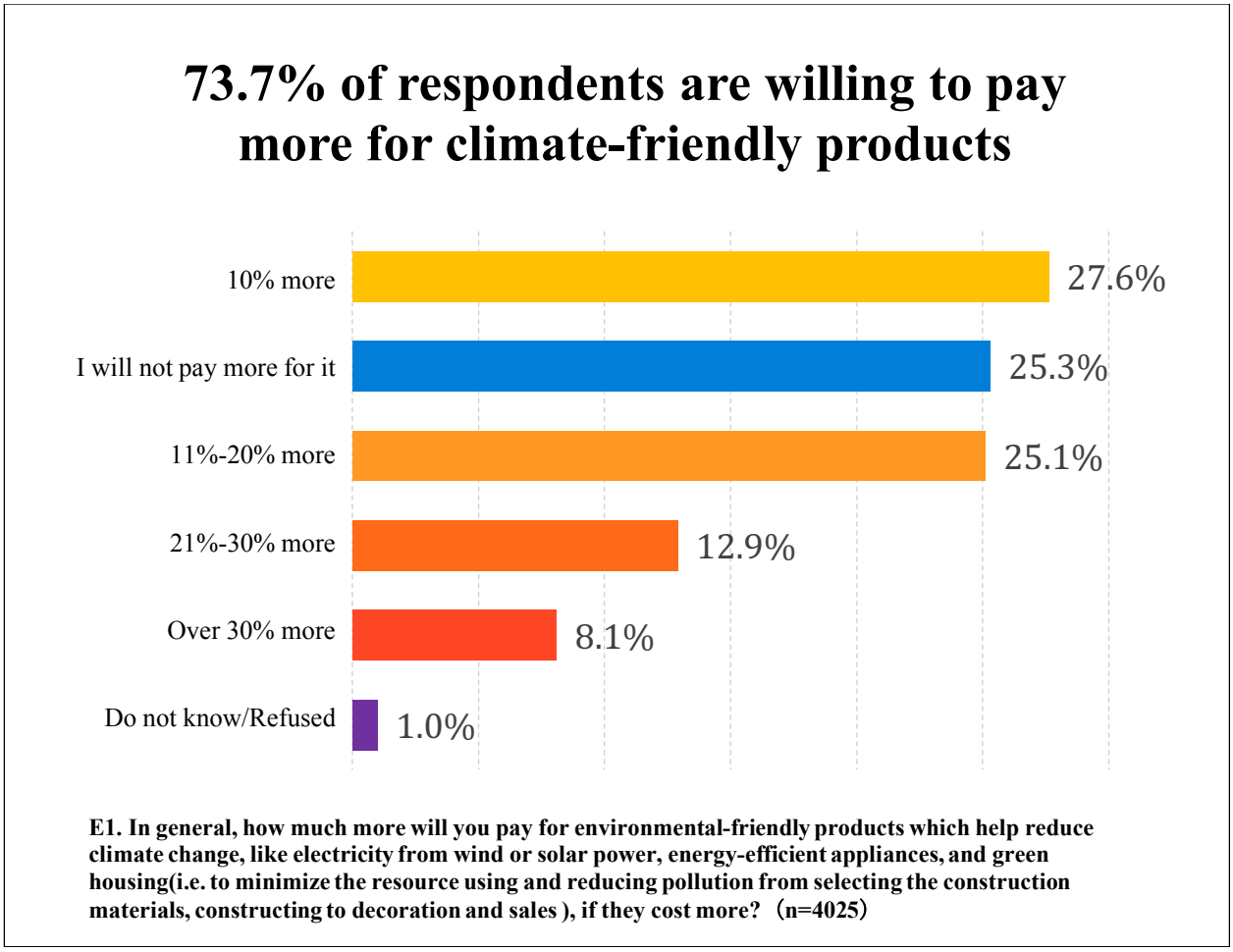


D7. Do you strongly support, somewhat support, somewhat oppose or strongly oppose that schools should teach our children about the causes, consequences, and potential solutions to climate change? (n=4025)

E. Enforcement of Climate Change Countermeasures

E1. 73.7% of respondents are willing to pay more for climate-friendly products

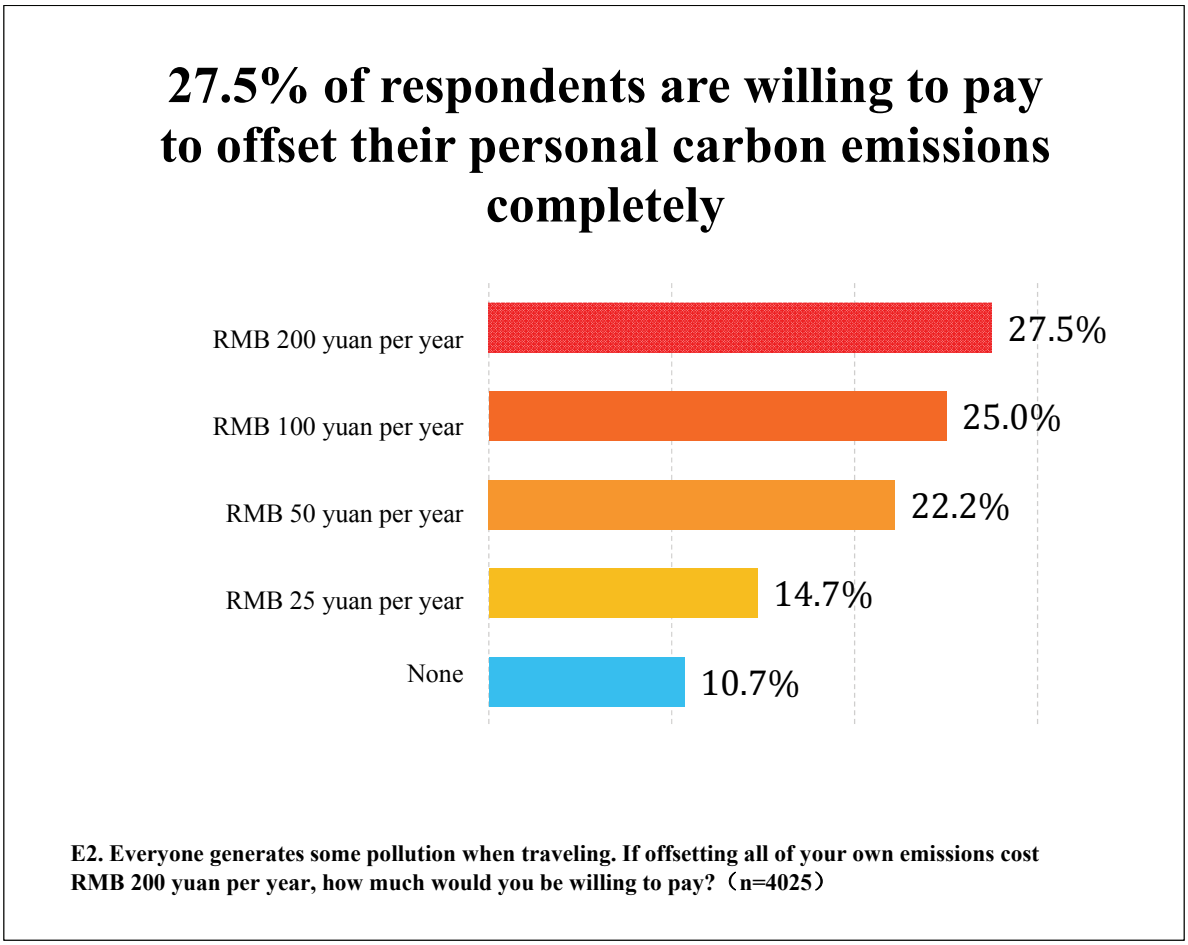
When asked if they would be willing to pay more for the climate-friendly products, 73.7% of respondents gave the affirmative answer. Of which 27.6% would pay 10% more at most for such products, representing the largest portion in those who are willing to pay more. 25.1% would pay 11%-20% more at most, 12.9% would pay 21%-30% more at most, and 8.1% would pay 30% more at most.



E1. In general, how much more will you pay for environmental-friendly products which help reduce climate change, like electricity from wind or solar power, energy-efficient appliances, and green housing(i.e. to minimize the resource using and reducing pollution from selecting the construction materials, constructing to decoration and sales), if they cost more? （n=4025）

E2. 27.5% of respondents are willing to pay to offset their personal carbon emissions completely

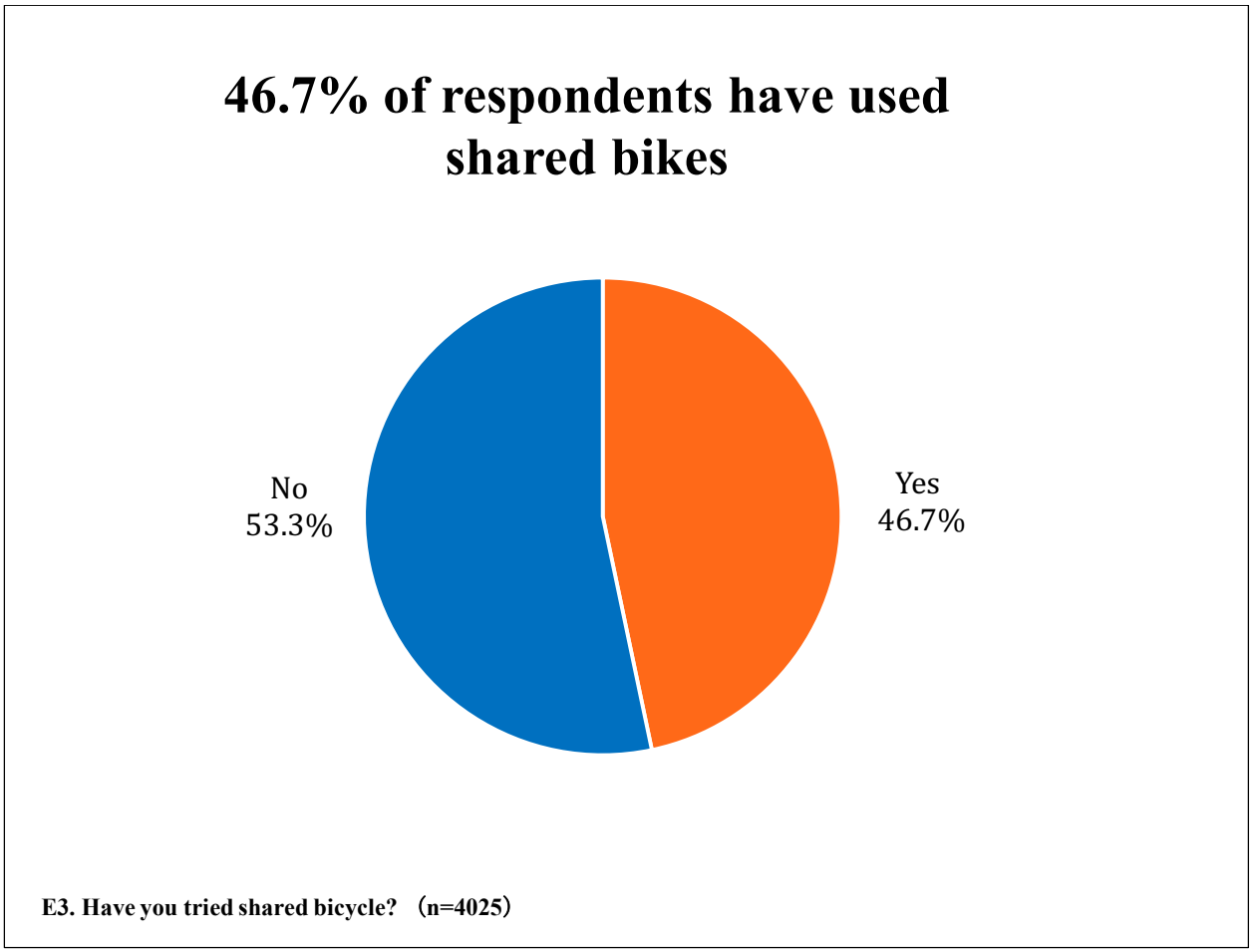
When asked if they would like to, 27.5% of respondents are willing to pay to offset their personal emissions completely (RMB 200 yuan per year), accounting for the largest proportion of all respondents. 25% of respondents are willing to pay RMB 100 yuan, 14.7% are willing to pay RMB 50 yuan, and 22.2% are willing to pay RMB 25 yuan.



E2. Everyone generates some pollution when traveling. If offsetting all of your own emissions cost RMB 200 yuan per year, how much would you be willing to pay?（n=4025）

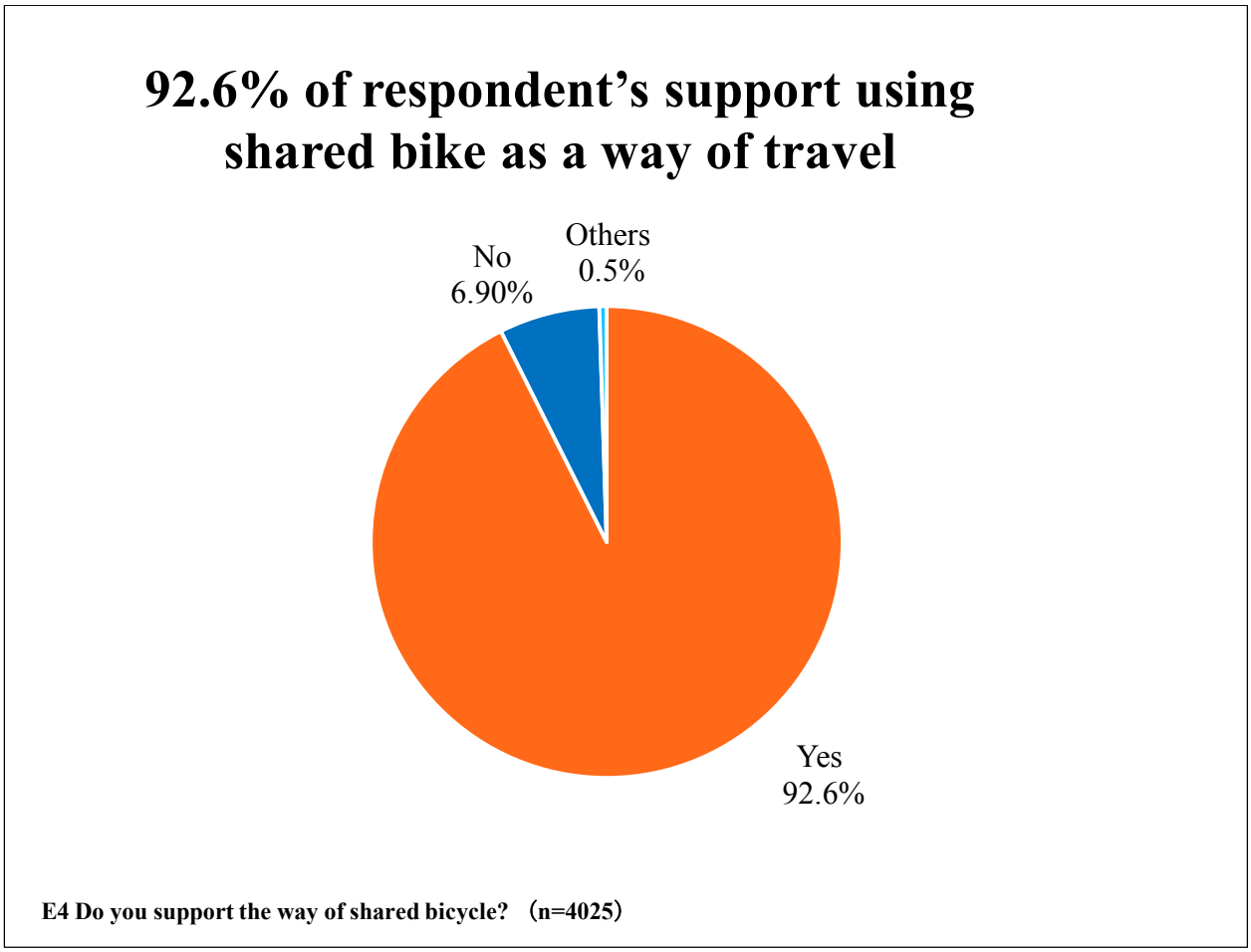
E3. 46.7% of respondents have used shared bikes

When asked if ever used shared bikes, 46.7% of respondents say they have and 53.3% say they have not.



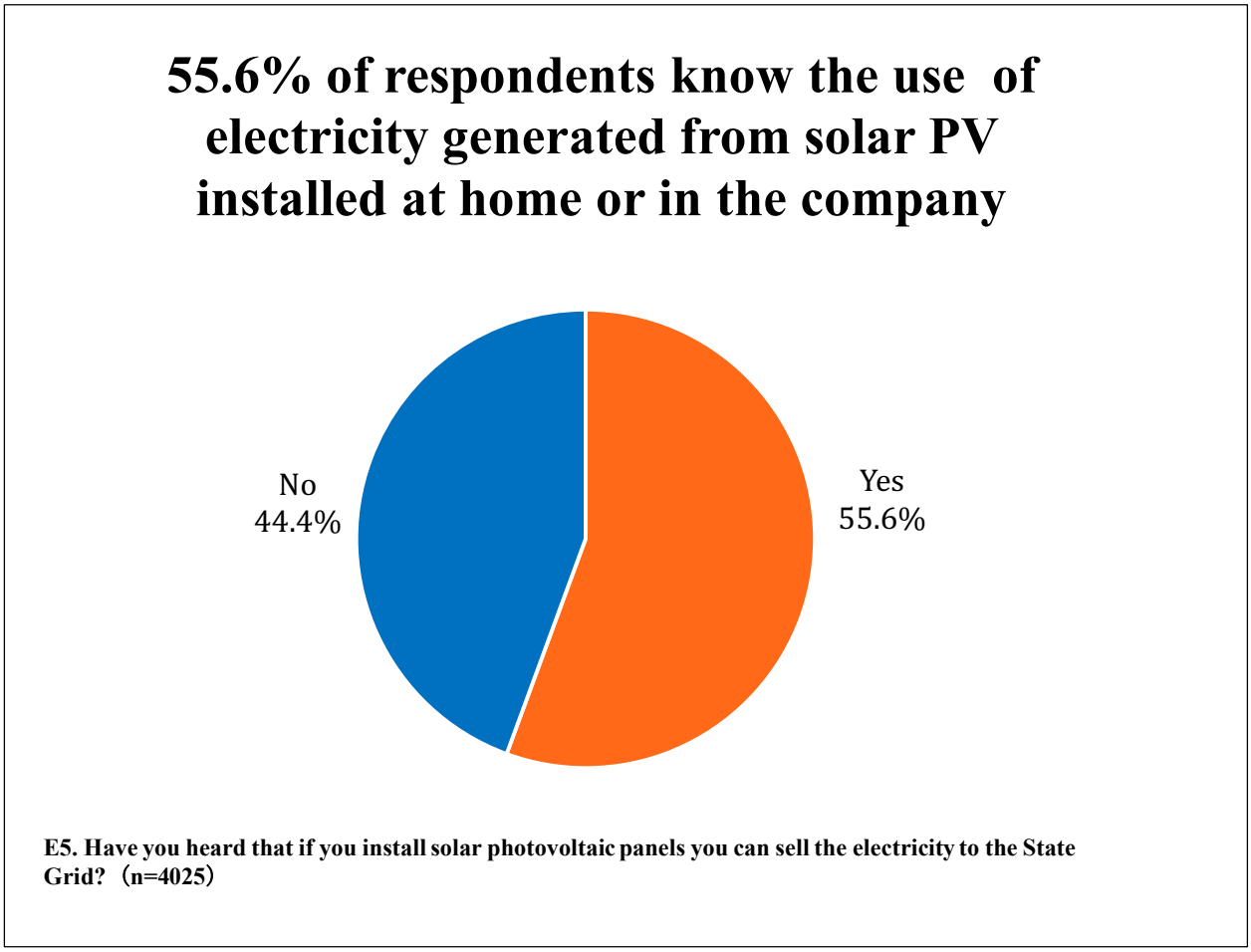
E4. 92.6% of respondent's support using shared bike as a way of travel

When asked if they support using shared bikes, 92.6% say they support it and 6.9% say they do not support. Thus, above 90% of respondents support using shared bike as a way of travel, much more than those who do not.



E5. 55.6% of respondents know the use of electricity generated from solar PV installed at home or in the company

55.6% of respondents say that they know besides household/company consumption, electricity generated from solar photovoltaic panels can be sold to the State Grid. 44.4% of respondents do not know about it.

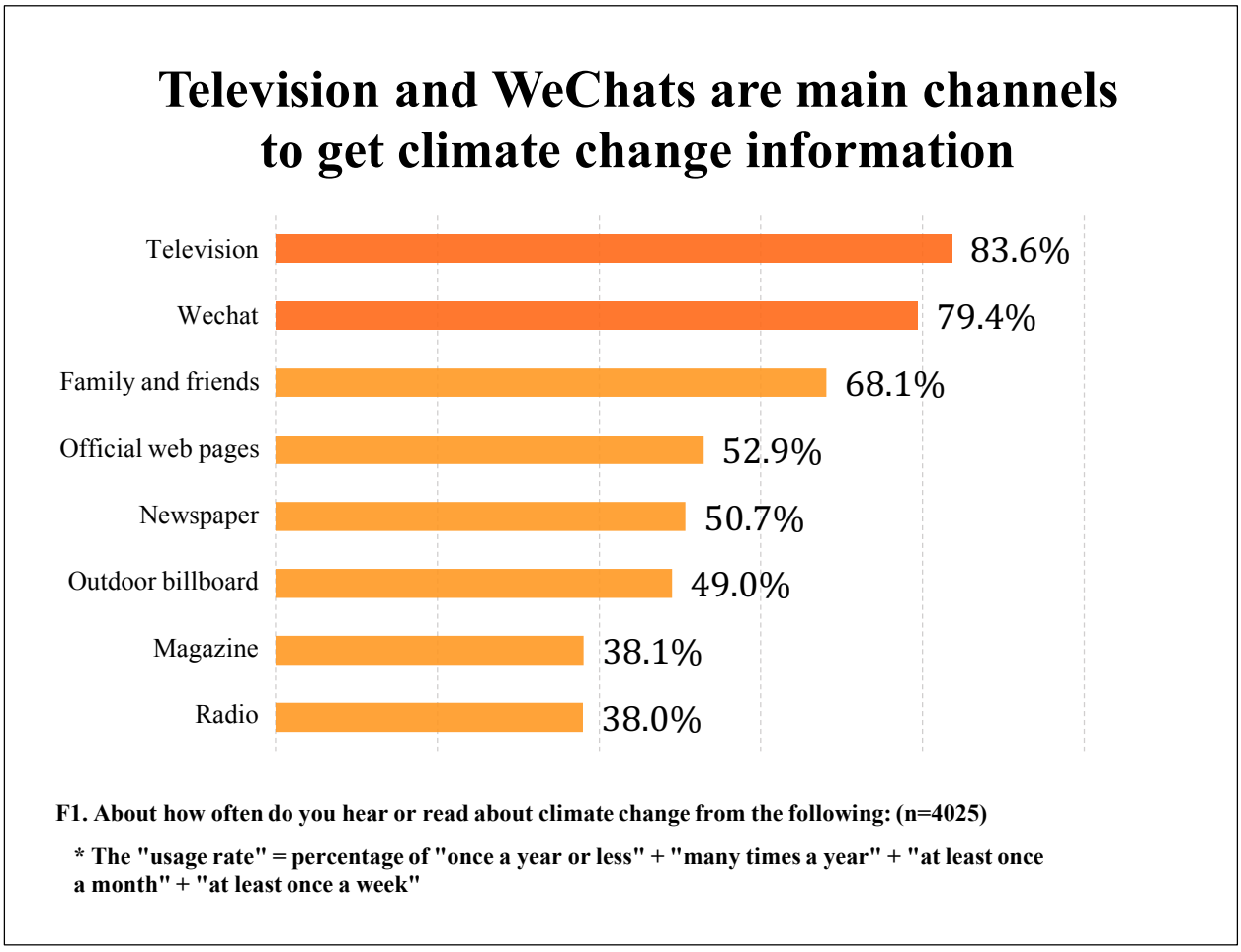


E5. Have you heard that if you install solar photovoltaic panels you can sell the electricity to the State Grid?（n=4025）

F. Climate Change Communication

F1. Television and WeChat are main channels to get climate change information

Most respondents are able to access climate change information from various channels and three major information channels are television (83.6%), WeChat (79.4%), and friends and family (68.1%). Newspaper and official pages are also important information channels, as above 50% of respondents choose either of the two. Relatively speaking, respondents are less likely to get climate change information from outdoor billboards, magazines or radio.

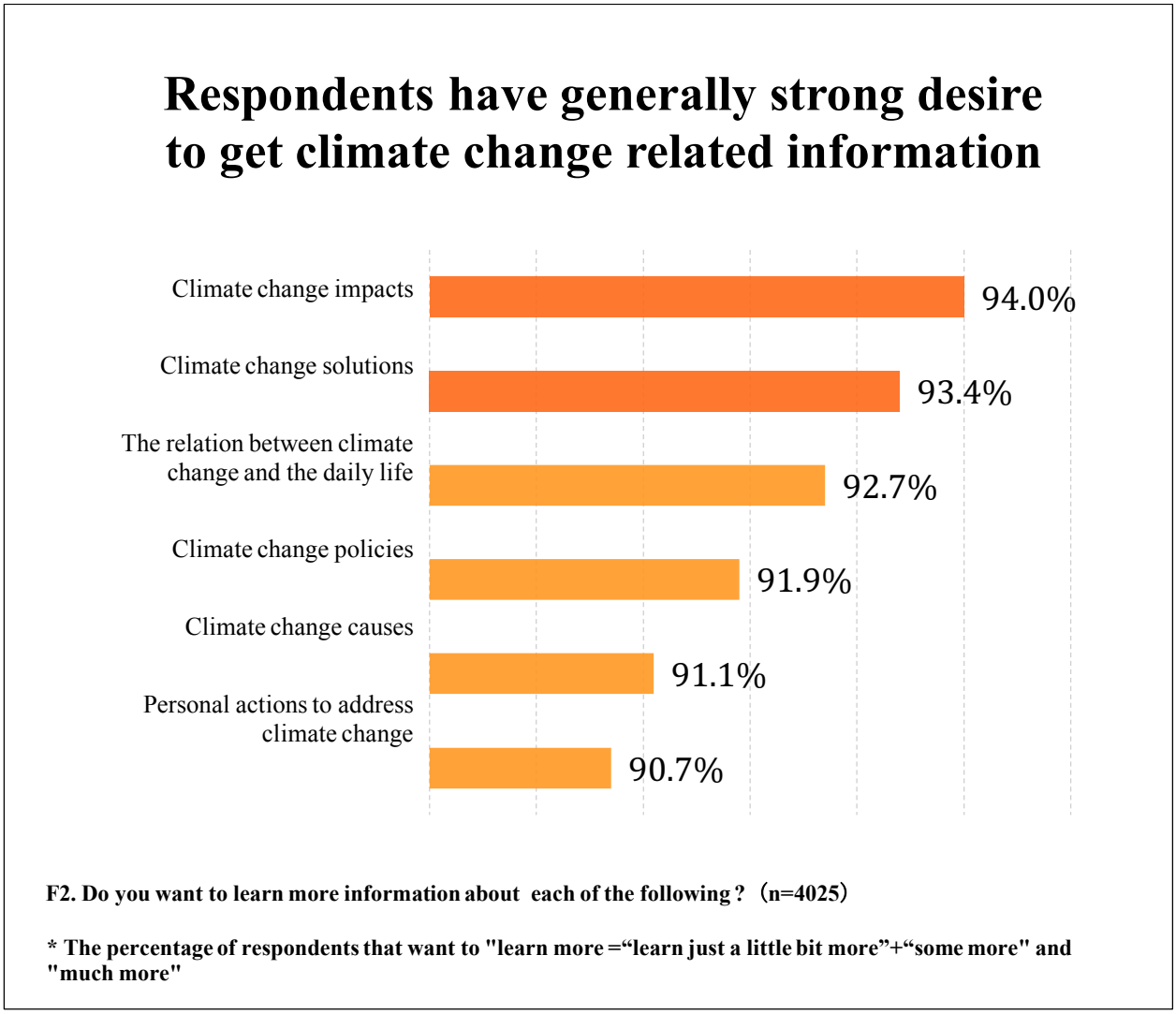


F1. About how often do you hear or read about climate change from the following: (n=4025)

*** The "usage rate" = percentage of "once a year or less" + "many times a year" + "at least once a month" + "at least once a week"**

F2. Respondents have generally strong desire to get climate change related information

Most respondents have strong desire to learn more about climate change – especially they want to learn more about “climate change impacts” (94.0%) and “climate change solutions” (93.4%). They also care about “the relation between climate change and the daily life” and “personal actions to address climate change”.

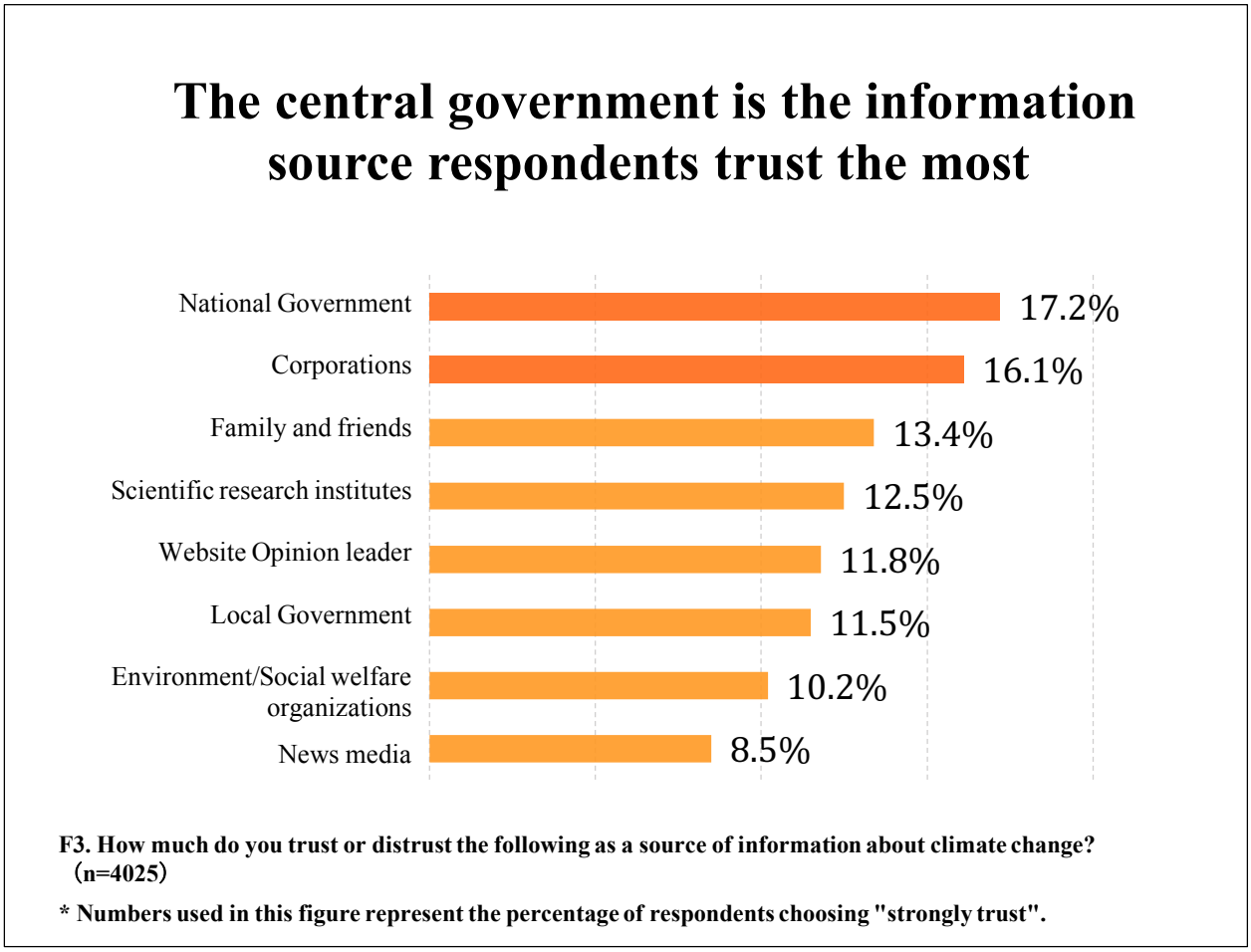


F2. Do you want to learn more information about each of the following？（n=4025）

*** The percentage of respondents that want to "learn more =“learn just a little bit more”+“some more" and "much more"**

F3. The central government is the information source respondents trust the most, followed by corporations

The most trustful source of information about climate change is the central government 17.2% of respondents selects it as a “strongly trust” source, followed by “corporations (16.1%)”, family and friends (13.1%), scientific research institutes (12.5%).

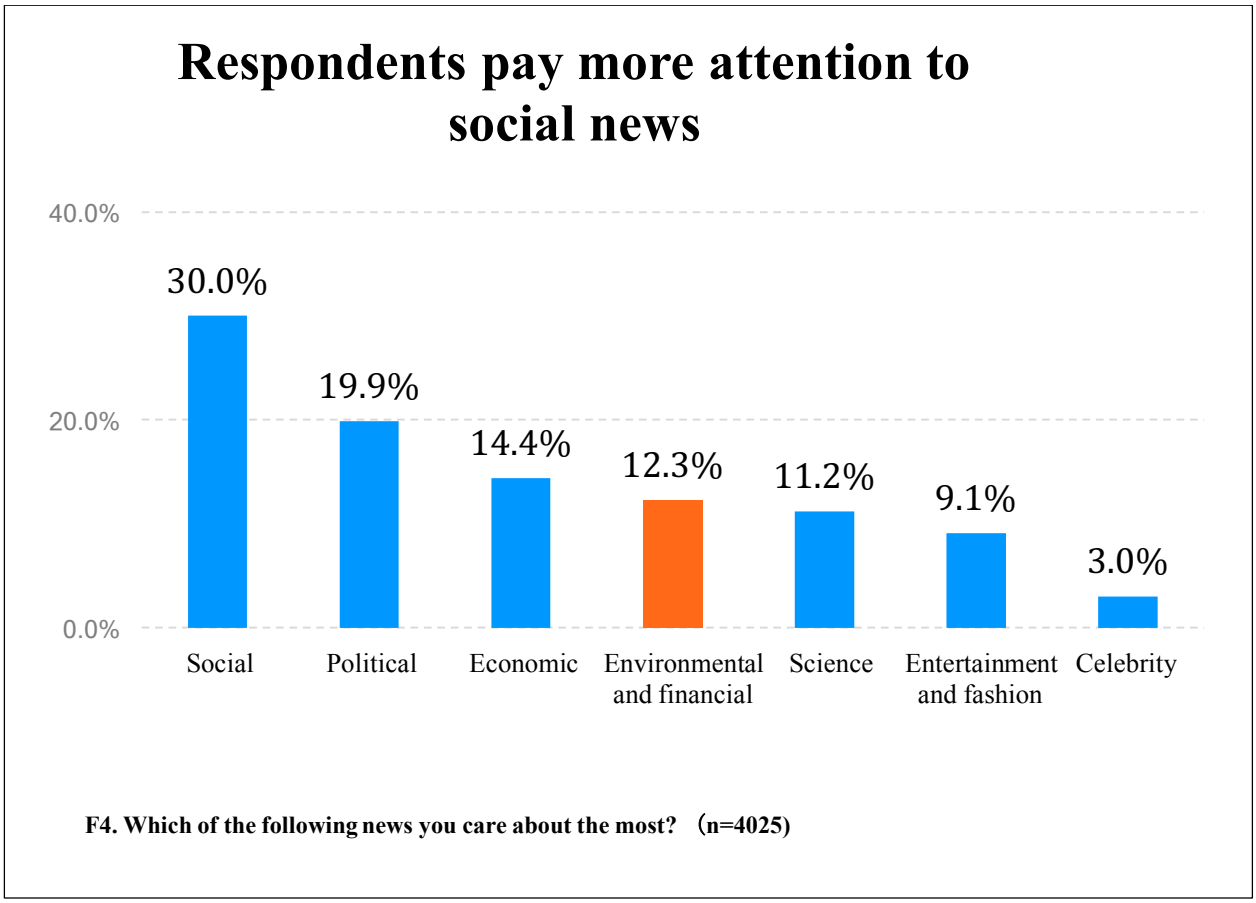


F3. How much do you trust or distrust the following as a source of information about climate change? (n=4025)

*** Numbers used in this figure represent the percentage of respondents choosing "strongly trust".**

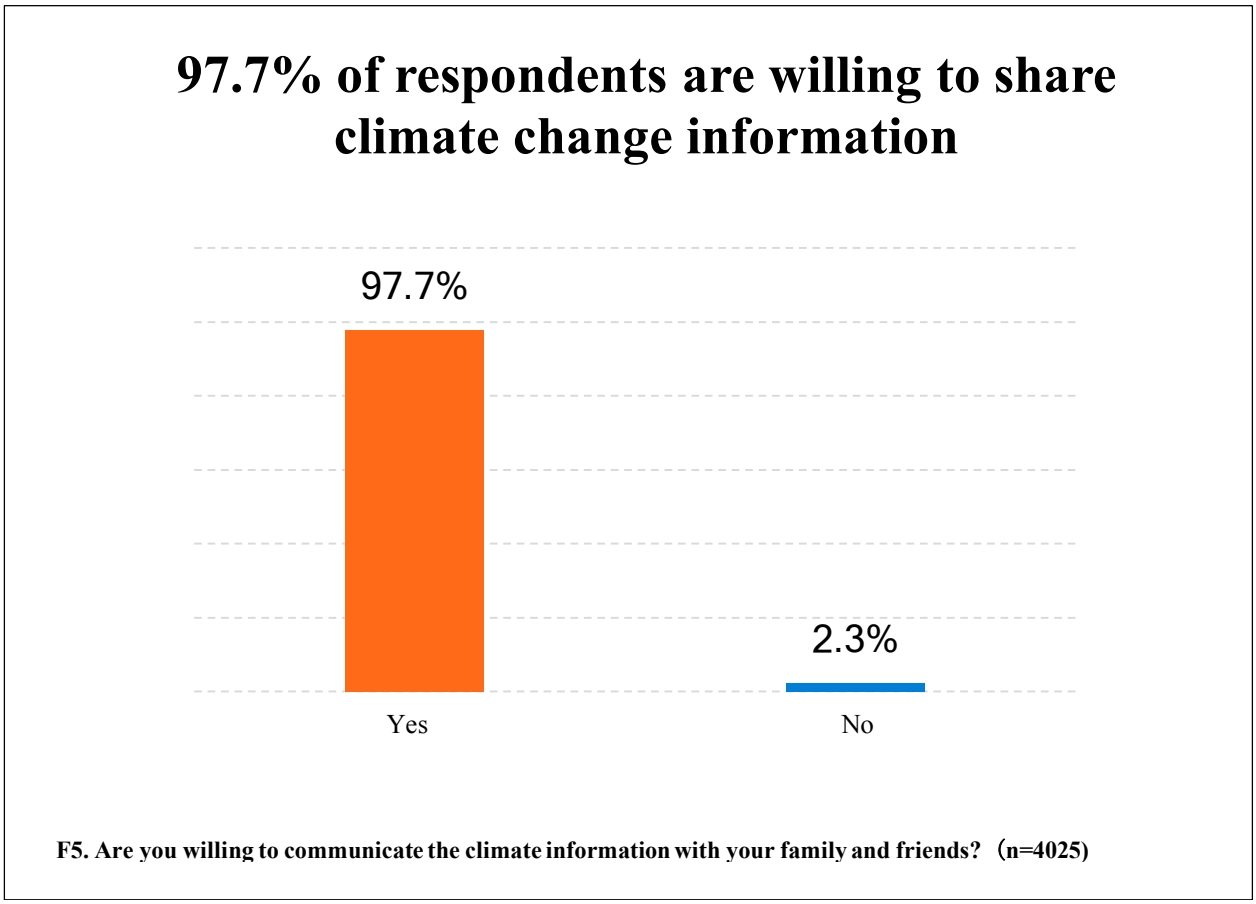
F4. Respondents pay more attention to social news

Among various types of news, respondents care the social news the most (30%), followed by political news (19.9%). About 12.3% of respondents choose environmental news (such as air and water pollution news etc.) as the news they care the most.



F4. Which of the following news you care about the most? （n=4025)

F5. 97.7% of respondents are willing to share climate change information



F5. Are you willing to communicate the climate information with your family and friends? （n=4025)

Appendix: Sample Demographics

	Frequency	Percentage (%)
Total	**4025**	**100**
Male	2054	51.0
Female	1971	49.0
Urban	2337	58.1
Rural	1688	41.9
18-24	515	12.8
25-34	912	22.7
35-44	852	21.2
45-54	906	22.5
55-64	645	16.0
65-70	195	4.8
Primary school or below	358	8.9
Middle school	649	16.1
High school	757	18.8
Technical secondary school	369	9.2
College	842	20.9
Bachelor degree	924	23.0
Master degree or above	126	3.1
Enterprise	1171	29.1
Self-employed	759	18.9
Farming	521	12.9
Public institution	456	11.3
Retired	358	8.9
Unemployed	259	6.4
Students	234	5.8
Administrative organization	99	2.5
Other unemployed	81	2.0
Others	68	1.7
Serviceman	19	0.5