

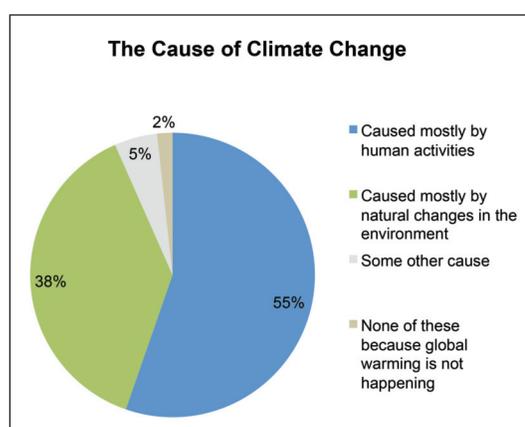
PUBLIC CLIMATE CHANGE AWARENESS AND CLIMATE CHANGE COMMUNICATION IN CHINA

Executive Summary

In July and August of 2012, the China Center for Climate Change Communication (jointly established by the Research Center for Journalism and Social Development of Renmin University and Oxfam Hong Kong) conducted a national telephone survey of 4,169 Chinese adults, using a combined urban and rural sample. The fieldwork was conducted by the Statistics School of Renmin University and the Yale Project on Climate Change Communication provided academic guidance. The study investigated the current state of public climate change awareness, beliefs, attitudes, policy support, and environmental behaviors. The survey margin of error is $\pm 1.5\%$ with 95% confidence. Some highlights:

CLIMATE CHANGE BELIEFS

- 93 percent of respondents say they know at least a little about climate change. 11 percent say they know a lot, 54 percent know something, and 28 percent know just a little about it. 7 percent have never heard of climate change.
- 93 percent of respondents think climate change is happening.
- 55 percent say that climate change is caused mostly by human activities, while 38 percent say that climate change is caused mostly by natural changes in the environment.



- 78 percent of respondents say they are either very (23%) or somewhat worried (55%) about climate change. 14 percent are not very worried and 8 percent are not at all worried.

PERCEPTION OF CLIMATE CHANGE IMPACTS

- 60 percent of respondents say they have already personally experienced the effects of climate change.
- 69 percent say that people in China are already being harmed by climate change, while another 8 percent say they will be harmed within 10 years.
- Majorities think climate change will harm themselves and their own family, other people in China, and future generations either a great deal or a moderate amount, though they think it will impact future generations and other respondents more than themselves or their own family.
- Majorities of respondents say that if nothing is done to address it, over the next 20 years climate change will cause more droughts and water shortages, severe floods, disease epidemics, extinctions of plant and animal species, and famines and food shortages in China.
- Majorities say a severe drought would have a large impact on their own household's drinking water supply (54%), or food supply (53%). Many also say it would have a large impact on their own household's income (43%) or health (42%). Among rural respondents, 74 percent say a severe drought would have a large impact on crop production.



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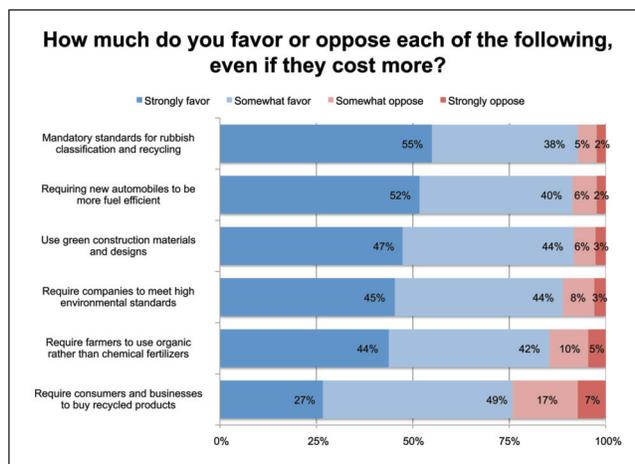
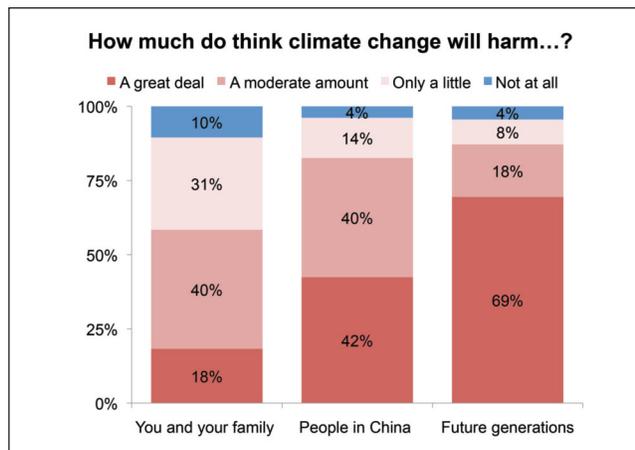
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RESPONDING TO CLIMATE CHANGE

- 89 percent of respondents agree and 9 percent somewhat agree with the statement: ‘The government should pay great attention to the issue of climate change’.
- 68 percent of respondents think the government should play the most important role in responding to climate change. Fewer think the public (16%), media (9%), business (6%), or NGOs (1%) should play the most important role.

SUPPORT FOR ENVIRONMENTAL POLICIES

- 83 percent of respondents say they are willing to pay more for environmentally friendly products.
- Many ‘strongly favor’ mandatory standards for rubbish classification and recycling (55%); requiring automakers to produce more environmentally friendly cars (52%); using green building materials and designs (47%); requiring companies to meet high environmental standards (45%); and requiring farmers to use organic rather than chemical fertilizers (44%), even if each of these policies increases costs.



CLIMATE CHANGE COMMUNICATION

- Majorities of respondents say they have obtained information about climate change through the television (94%), telephone (66%), the internet (65%), or family and friends (55%). Newspapers, radio, and magazines are also common sources of information.
- Majorities of respondents trust scientific institutes (89%), the government (86%), the news media (82%), and their own friends and family members (64%) as sources of information about climate change. Fewer trust NGOs (41%) or corporations (38%).
- When asked which kind of news they care most about, more respondents say they care most about social news (29%), followed by news about the economy (25%), politics (15%), entertainment (12%), the environment (9%), science and technology (8%), and celebrities (2%).

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