

Survey of Chinese public's Attitude and Cognition toward Climate Change

Dear Sir/Madame,

Hello, my name is _____ from the Center for China Climate Change Communication at Renmin University of China. We are conducting a national survey of people's views on climate change and its effects in order to provide the scientific evidence to Chinese government. Thank you for affording us your precious time to answer the questionnaire and hope we can have your support and cooperation.

A. Public's attitude and cognition toward climate change and its influence

A1 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?

I know a lot about it (01)	
I know something about it (02)	
I know just a little about it (03)	
I have never heard of it (04)	
Refused to answer (98)	
Don't know (99)	

A2. Climate Change refers to a change in the state of the climate that persists for an extended period. Do you think that climate change is happening? Would you say 'yes', 'no', or 'I don't know'?

Yes (01)	
No (02)	
Don't know (99)	
Refused to answer (98)	

A3. Do you think climate change caused mainly by human activities, by natural changes in the environment, some other causes, or none of these because it is not happening?

Caused mainly by human activities (01)	
Caused mainly by natural changes in the environment (02)	
Some other cause* (03)	
None of these because global warming is not happening (04)	
Refused to answer (98)	
Don't know (99)	

A4. How worried are you about global warming? Would you say you are very worried, somewhat worried, not very worried, or not at all worried?

Very worried (01)	
Somewhat worried (02)	
Not very worried (03)	
Not at all worried (04)	
Refused to answer (98)	
Don't know (99)	

A5. Have you personally experienced the effects of climate change?

Yes
No
Refused (98) DO NOT READ
Don't know (99) DO NOT READ

A6. Do you think climate change will start to harm people in China? Would you say people in China are being harmed now or will start to be harmed in 10 years, in 25 years, in 50 years, in 100 years, or never?

Being harmed now (06)	
In 10 years (05)	
In 25 years (04)	
In 50 years (03)	
In 100 years (02)	
Never (01)	
Refused (98) DO NOT READ	
Don't know (99) DO NOT READ	

A7. How much do you think climate change will harm you and your family, China and future generations? Would you say a great deal, a moderate amount, only a little, not at all, or do you not know?

	A great deal	A moderate amount	Only a little	Not at all	Not applicable	Don't know
You and your family	4	3	2	1	98	99
People in China	4	3	2	1	98	99
Future generations	4	3	2	1	98	99

A8. Over the next 20 years, how much do you think climate change will cause the following phenomenon to happen in China, if nothing is done to address it? Would you say many more, a few more, a few less, or many less, or you think there will be no difference, or do you not know?

	Many more	A few more	A few less	Many less	No difference	Don't know
a) Droughts and water shortages	4	3	2	1	98	99
b) Severe floods	4	3	2	1	98	99
c) Famines and food shortages	4	3	2	1	98	99
d) Disease epidemics increase	4	3	2	1	98	99
e) Extinctions of plant and animal species	4	3	2	1	98	99

A9. If a severe drought (lasting for one year) happened in your local area, how big of an impact would it have on each of the following? Would you say a large impact, a medium impact, a small impact, or no impact at all?

	Large impact	Medium impact	Small impact	No impact at all	Don't know	Not applicable
a) Your household food supply	4	3	2	1	98	99
b) Your household drinking water supply	4	3	2	1	98	99
c) Your household income	4	3	2	1	98	99
d) Your family health	4	3	2	1	98	99
e) Safety of the house	4	3	2	1	98	99
f) Crop production (only in rural areas)	4	3	2	1	98	99

B cognition toward how to cope with climate change and policies

B1. Please tell me how much you agree or disagree with the following statements:

	Agree	Somewhat agree	Somewhat disagree	Disagree	Don't know
1.1 Human can meet the challenges caused by climate change	1	2	3	4	99
1.2 Human cannot meet the challenges of climate change if we do not change our behavior	1	2	3	4	99
1.3 Personal behavior can influence the solving of the climate change	1	2	3	4	99
1.4 Government should pay great attention to climate change issues.	1	2	3	4	99

B2. At most how much more would you be willing to pay for energy-saving and environment-friendly products if they cost more?

1. I will not pay more for it
2. 10%
3. 11%-20%
4. 21%-30%

- 5. Over 30%
- 98. Refused to answer
- 99. Don't know

B3. Which of the following do you think should play the most important role when coping with climate change? (You can choose one or more answers). And which one should play the second most important role?

- 1. Government
- 2. Environmental Organizations
- 3. Enterprises/Business Organizations
- 4. Public
- 5. Media
- 98. Refused to answer
- 99. Don't know

B4. Please tell me how much would you support or oppose the government taking the following policies?

	Strongly oppose	Somewhat oppose	Somewhat support	Strongly support	Refused to answer	Don't know
1. Require industries to meet high environmental standards, even if it means their products will cost more.	1	2	3	4	98	99
2. Requiring that new automobiles be more fuel efficient, even if this increases the cost of cars and bus fare.	1	2	3	4	98	99
3. Use green construction materials and designing technology even though they may cost more	1	2	3	4	98	99
4. Require consumers and businesses to buy recycling products, even if the things we buy then become a little more expensive.	1	2	3	4	98	99
5. Produce mandatory standards for rubbish classification and recycling and raise the comprehensive using efficiency of rubbish even though they may cost more.	1	2	3	4	98	99
6. Require farmers to use organic rather than chemical fertilizers, even if the food we buy becomes a little more expensive.	1	2	3	4	98	99

B5. We'd like to ask you some questions about some things you may be doing. How often do you do each of the following? Would you say always, often, sometimes, rarely, or never? If an action does not apply to you, please just say does not apply.

	Always	Often	Sometimes	Rarely	Never	Not Applicable
1. Turn off the lights when they are not needed	1	2	3	4	5	99
2. Turn off electronics like TV and computer when they are not being used	1	2	3	4	5	99
3 Reuse things you already have instead of buying new things	1	2	3	4	5	99
4 Use reusable shopping bags instead of paper or plastic bags	1	2	3	4	5	99
5 reduce the use of disposable dishware and cups	1	2	3	4	5	99
6 Reduce the use of air conditioning	1	2	3	4	5	99
7 Save water as much as possible, for example, when you shower, brush your teeth, and wash dishes	1	2	3	4	5	99
8 Buy locally grown foods	1	2	3	4	5	99
9 Classify garbage	1	2	3	4	5	99
10 Walking, bicycling or taking public transportation instead of driving	1	2	3	4	5	99

C Effects of communicating climate change

C1. How do you obtain information of climate change?

1. Newspaper
2. Radio
3. Television
4. magazine
5. Internet
6. Telephone
7. Mobile media (outdoor media such as billboard and slogan)
8. Propaganda activity
9. Family and friends
10. other

C2. How much do you trust or distrust the following sources of information about climate change?

	Strongly trust	Somewhat trust	Somewhat distrust	Strongly distrust	Refused to answer	Don't know
Government	1	2	3	4	98	99
NGO	1	2	3	4	98	99
Scientific research institutes	1	2	3	4	98	99
News media	1	2	3	4	98	99
Family and friends	1	2	3	4	98	99
Corporations	1	2	3	4	98	99

C3. Which of the following news you care the most?

1. Political news
2. Economic and financial news
3. Social news
4. Environmental news
5. Science and technology
6. Entertainment and fashion
7. Celebrities

D Personal information

D1. Gender: 1. Male 2. Female

D2. Over the past 12 months, where have you lived most of the time?

1 Urban area; 2 Rural area

D3. Where are you currently registered?

1 Urban area; 2 Rural area

D5. Your occupation for urban population

D5. Your occupation for rural residents

D6. Your Age?

1. 18-25
2. 26-35
3. 36-45
4. 46-55
5. 55-65
6. >65

D7. Your Education

1. Primary school and lower
2. Middle school
3. High school
4. Technical secondary school
5. Junior college (associate degree)
6. University (bachelor)
7. Master and above

D8. How many adults and children living in your household?

D8.1 How many adults? ____

D8.2 How many children? ____

D9. Your annual household income (in RMB)

1. ≤ 10000
2. 10001-20000
3. 20001-30000
4. 30001-40000
5. 40001-50000
6. 50001-60000
7. 60001-70000
8. 70001-80000
9. 80001-90000
10. 90001-100000
11. 100001-150000
12. 150001-200000
13. 200001-300000

14. 300001-500000 15. >500000 98. Refused to answer 99. Don't know

D10. Do you have a landline phone in your house (cell phone respondents only)

D10.1 How many different landline telephone numbers in your home (not including the fax and modem)?

D10.2 Do you have a cell phone number [landline respondents only]