

## ***How Does the Chinese Public Perceive Climate Change?***

—*China's Public Perception Report on Climate Change 2024\**

Climate change is one of the biggest crises facing around the world, and public attitudes play a significant role in shaping climate policies. In recent years, the recognition of the climate crisis has varied significantly and some countries are experiencing polarized and controversial. And this has led to different policy responses, and some nations have even withdrawn from the Paris Agreement.

How does the Chinese public perceive the climate crisis? The RIEco team has conducted a survey study across 31 provinces, autonomous regions, and municipalities in China, based on 12,427 valid samples, to research how the Chinese people acknowledge climate change, perceive climate change policies, and practices climate change actions. Our findings suggest that the Chinese public demonstrates a high level of consensus and broad participation in addressing climate change. Specifically:

1. The Chinese public clearly acknowledge climate change and believe it poses a serious threat to human activities.

2. The Chinese public could understand *carbon neutrality goal strategy* and hold a positive attitude toward international cooperation on climate change.

3. The Chinese public are highly aware of low-carbon and eco-friendly consumption behaviors, are willing to pay extra cost to reduce carbon footprint, and expresses anticipation and support for new-energy products.

\*Note: This report was conducted by the RIEco team and supported by Tencent Horizon. The report expressed are those of the research team and do not necessarily represent the position of the institution. Chief Expert: Yongsheng Zhang (ys\_zhang@cass.org.cn).

# **How the Chinese People Perceive Climate Change?**

## *China's Public Perception Report on Climate Change 2024*

RIEco Team

supported by Tencent Horizon

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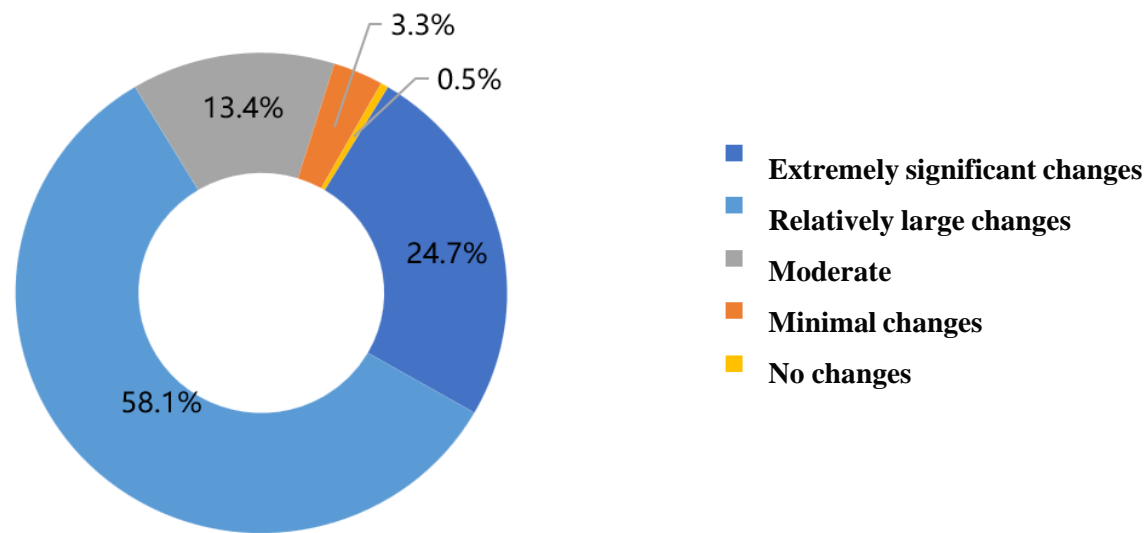
- ✓ Research Background: recognition of the climate crisis has varied significantly and some countries are experiencing polarized and controversial
- ✓ Research Sample: 31 provinces, autonomous regions, and municipalities in China, totally 12,427 valid sample
- ✓ Research Questions: how the Chinese people acknowledge climate change, perceive climate change policies, and practices climate change actions.

## 1. How the Chinese people acknowledge climate change?

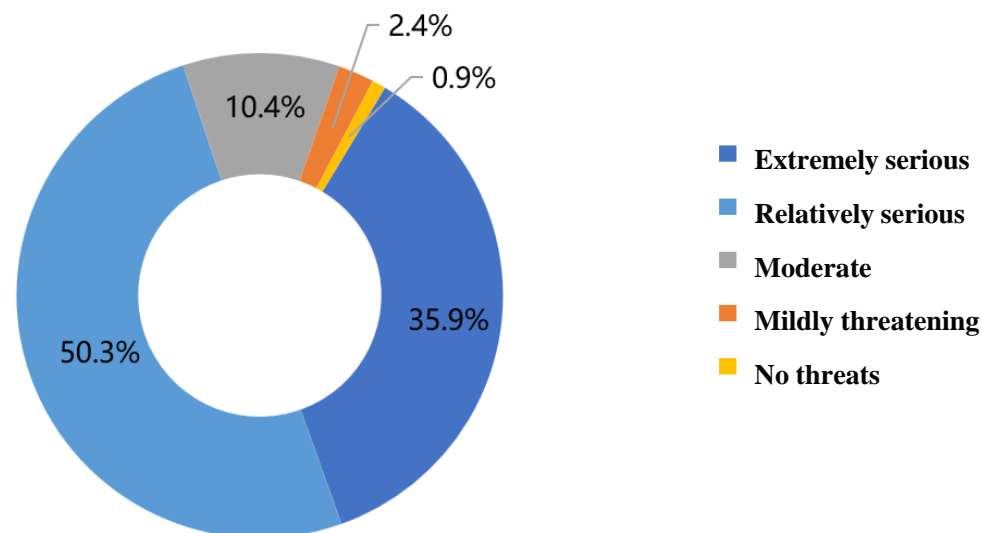
✓ Interviewees widely recognize the impacts of climate change

✓ 86.2% of interviewees believe that climate change poses a threat to human activities

**Interviewees' Perception of Climate Change Compared to the Past**



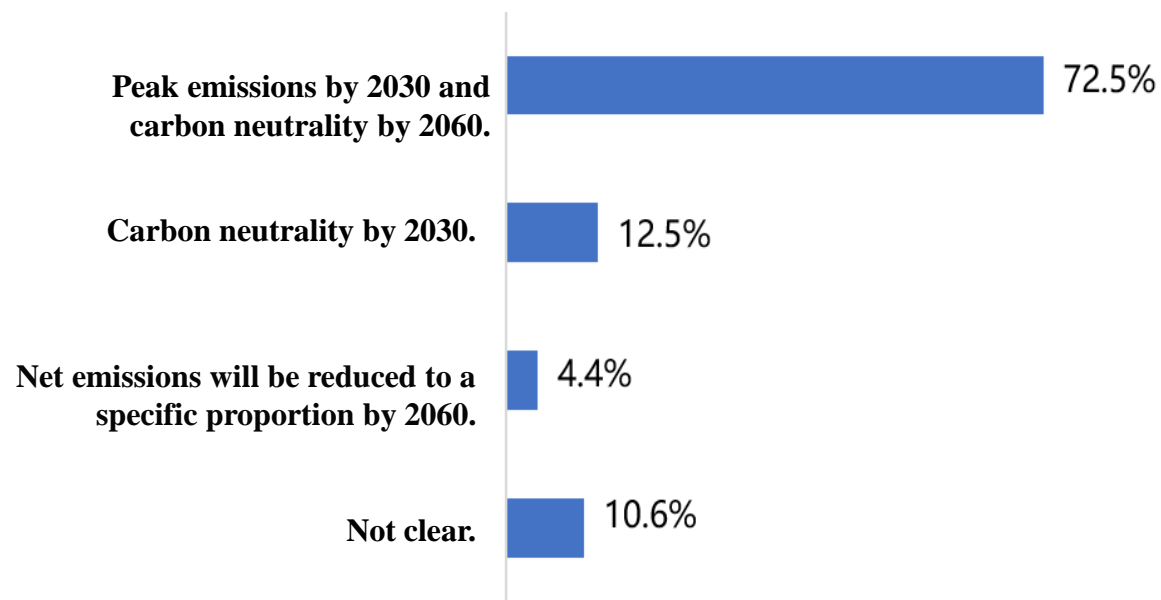
**Interviewees' Perception of the Threat of Climate Change to Human activities**



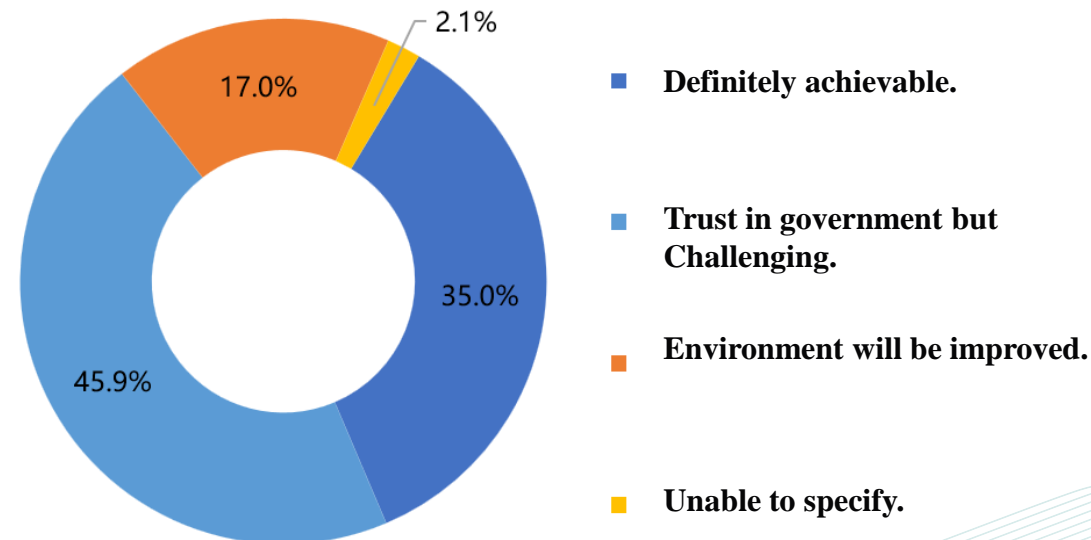
## 2. How the Chinese people perceive climate change policies?

- ✓ Interviewees can understand the *carbon neutrality goal*, and hold a positive attitude towards achievement

### Interviewees' Understanding of *Carbon Neutrality Goals*



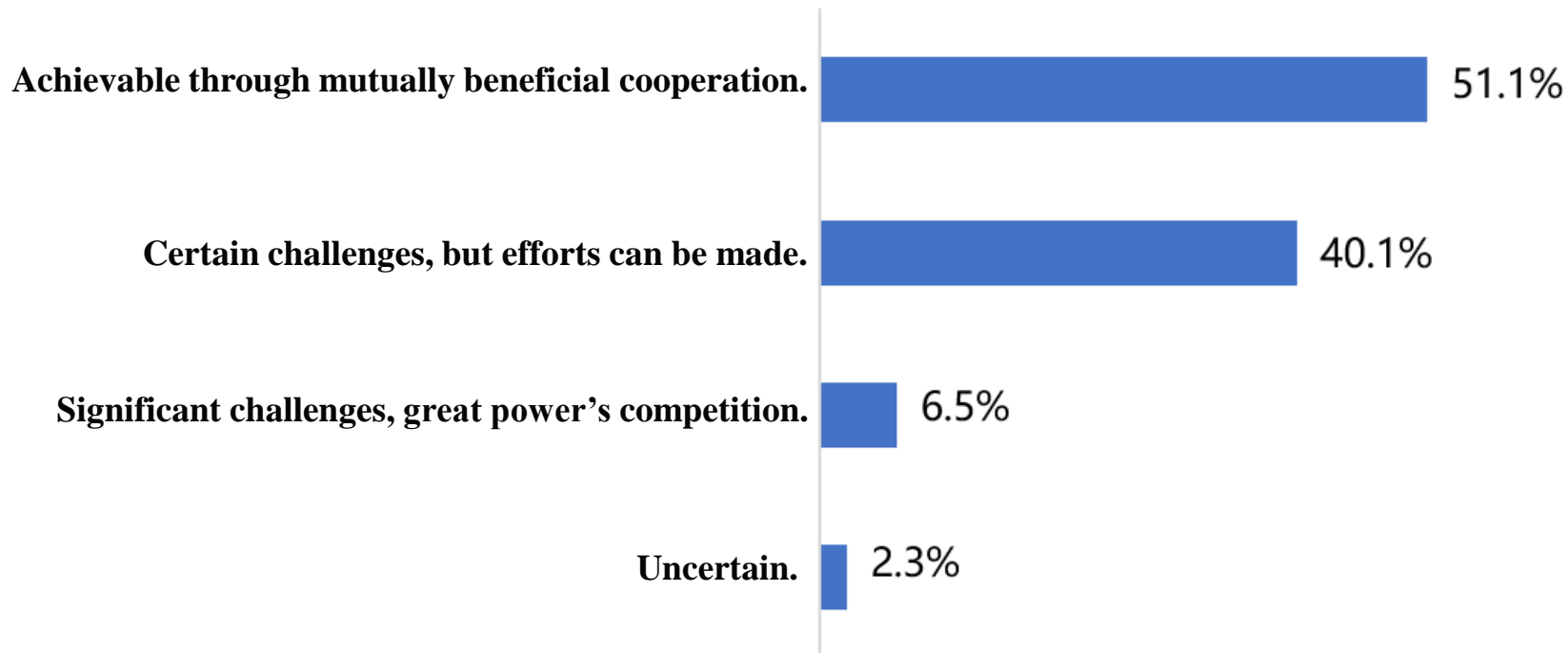
### Perspectives on China's *Carbon Neutrality Goal* and the Prospects for Green Development



## *2. How the Chinese people perceive climate change policies?*

- ✓ Interviewees are looking forward to see international cooperation on climate change

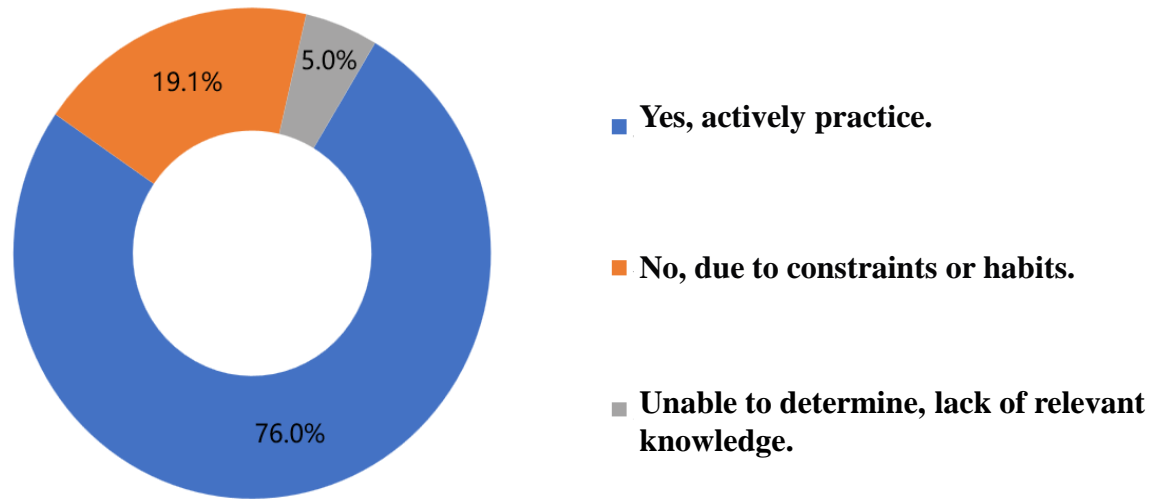
### **Interviewees' perspective on China's cooperation with other countries in climate change**



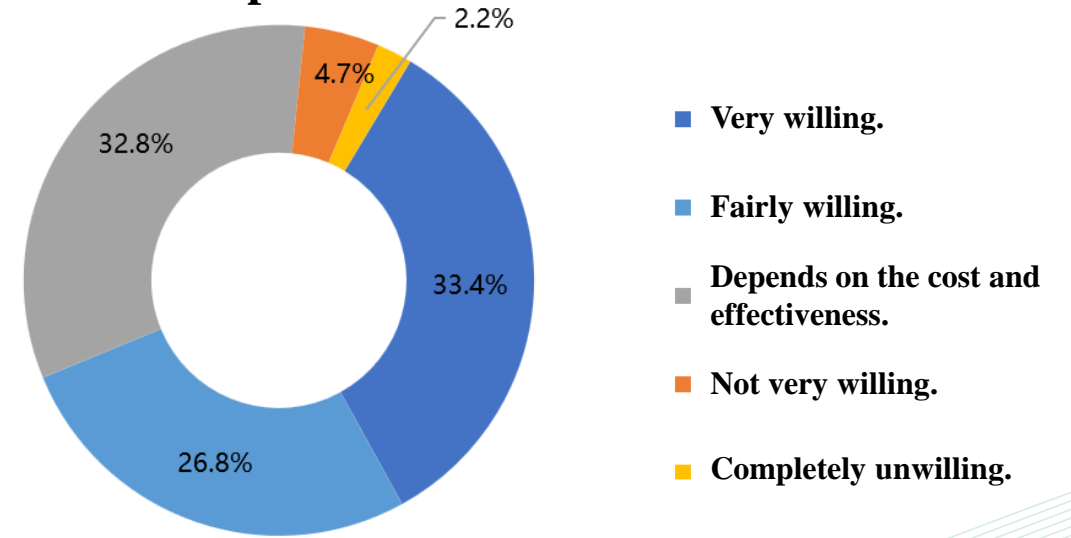
### 3. *How the Chinese people are practicing climate change actions?*

- ✓ Interviewees are highly aware of low-carbon and eco-friendly consumption behaviors, and are willing to pay extra cost for reducing carbon footprint

**Interviewees' awareness of whether their behaviors are low-carbon and environmentally friendly or not**



**Interviewees' willingness to pay extra cost to reduce carbon footprint**

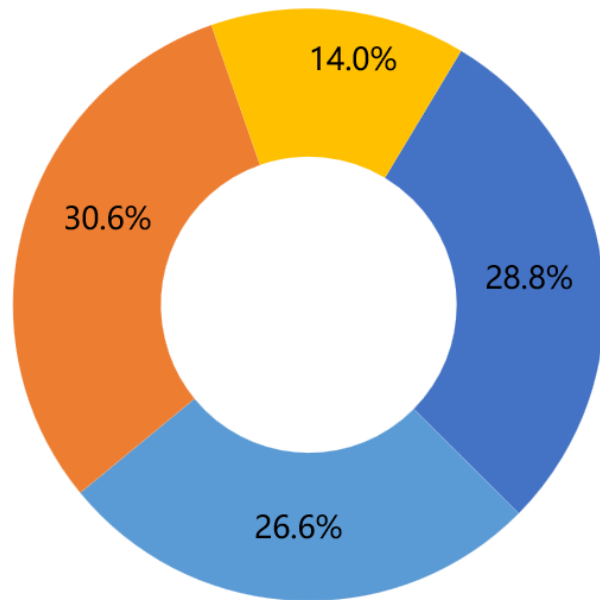




### *3. How the Chinese people are practicing climate change actions?*

- ✓ Interviewees express endorsement for the development of new-energy goods

#### **Interviewees' plans to purchase electric vehicles**



- Have purchased and are using.
- Planning to purchase.
- Considering, will purchase when next changing vehicles.
- Currently not considering purchasing.

THANKS