



Climate Change Polling Results

Key Findings in China

Nov 2015

Executive Summary

- When it comes to **different sources of energy**, Solar, Wind, and Hydroelectric power rank as the top 3 sources respondents want to see “more emphasis” on in China. They want to see “less emphasis” on **Coal** and **Oil**.
- A majority of (98%) Chinese respondents think that **air pollution** is a “very” (78%) or “somewhat” (20%) serious problem. Another 94% of respondents think the government should prioritize this issue.
- A majority of (95%) Chinese respondents think that **climate change/global warming** is a “very” (62%) or “somewhat” (33%) serious problem. Nine-in-ten (91%) Chinese respondents think the government should prioritize this issue.
- Chinese respondents are overwhelmingly supportive of the idea of **China and the U.S. working together** to combat global climate change; 89% claim to provide somewhat (24%) or “full” support (65%). And 83% of respondents agree that China and the United States should take a **“leadership role”** on the issue.
- As part of the China-U.S. climate agreement, 90% of Chinese respondents claim to provide somewhat (21%) or full support (69%) for the **plan to expand China’s total energy consumption coming from zero-emission sources**. Older respondents (35+ y.o.) are more in favor of this plan.
- Most respondents are inclined to support the idea of **signing an international agreement to address climate change**; 90% claim to provide somewhat (22%) or “full” support (68%).

Respondents Profile



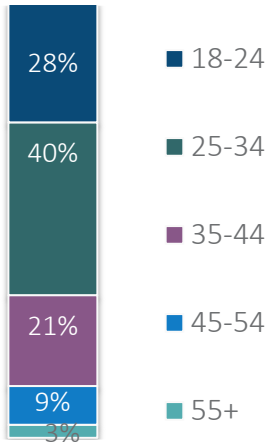
China

Base size = 1,000

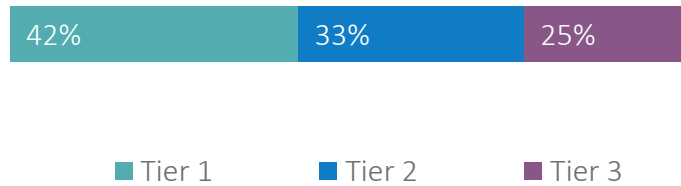
GENDER



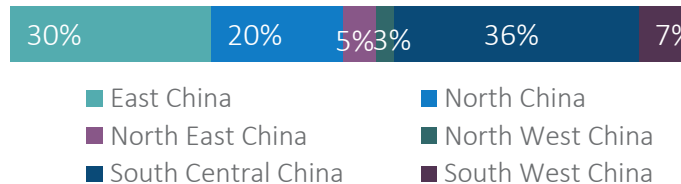
AGE



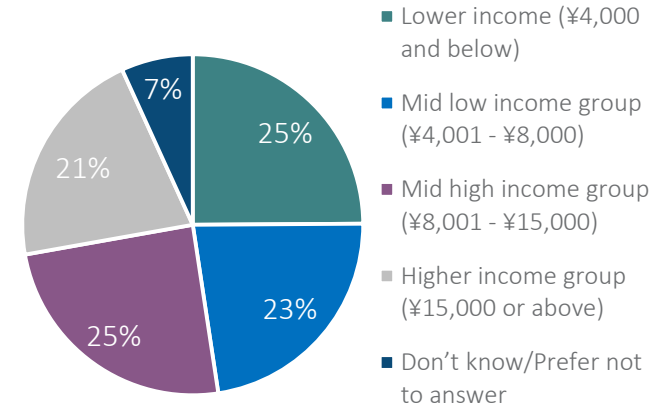
TIER



REGION



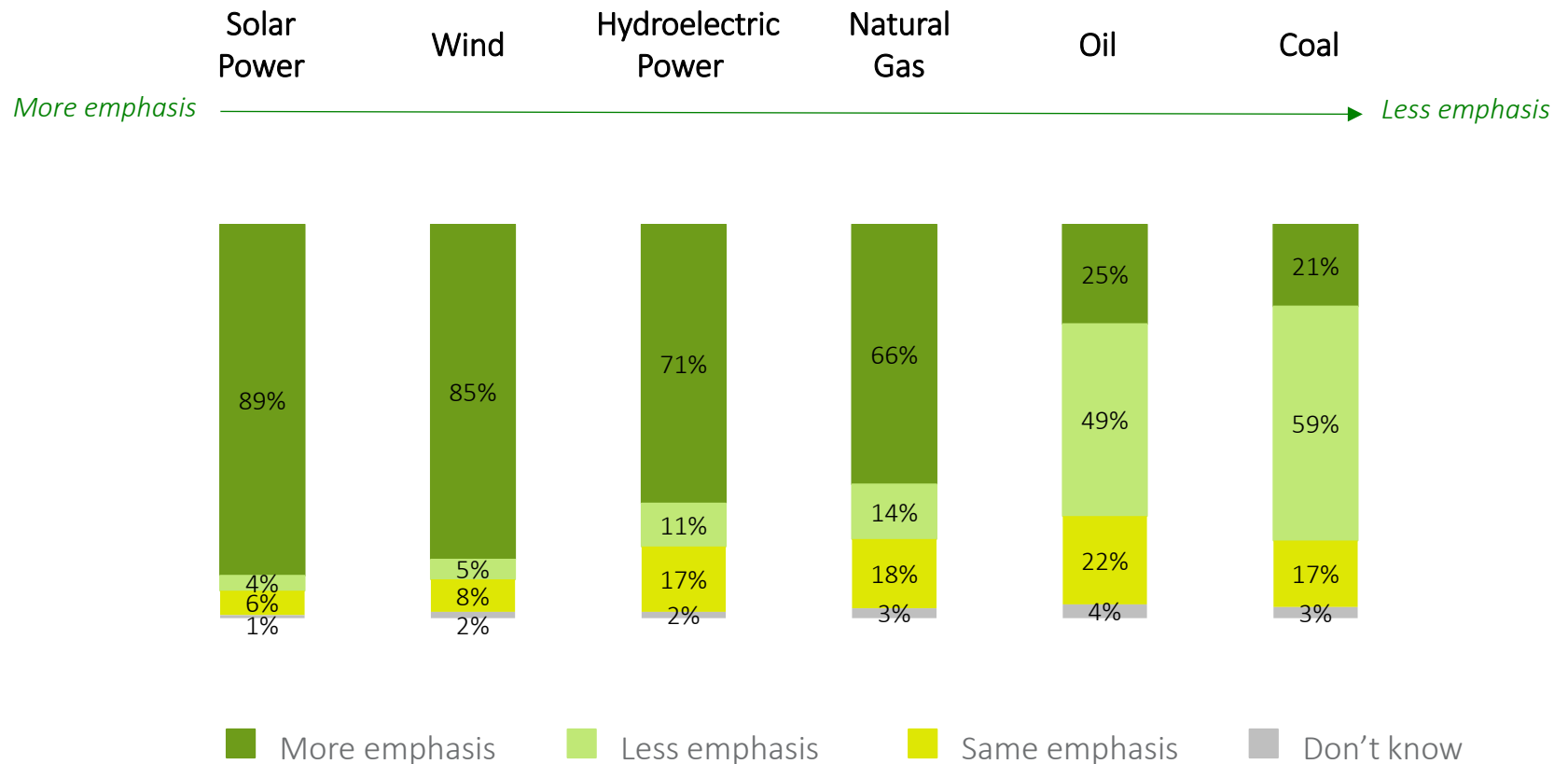
INCOME



*Sample recruitment follows China. online rep.

Emphasis on Different Energy Sources

Respondents rank solar (89%), wind (85%), and hydroelectric (71%) power as the top 3 energy sources they would like to see “more emphasis” on, while they would like to see “less emphasis” on oil and coal.



Base: 1,000

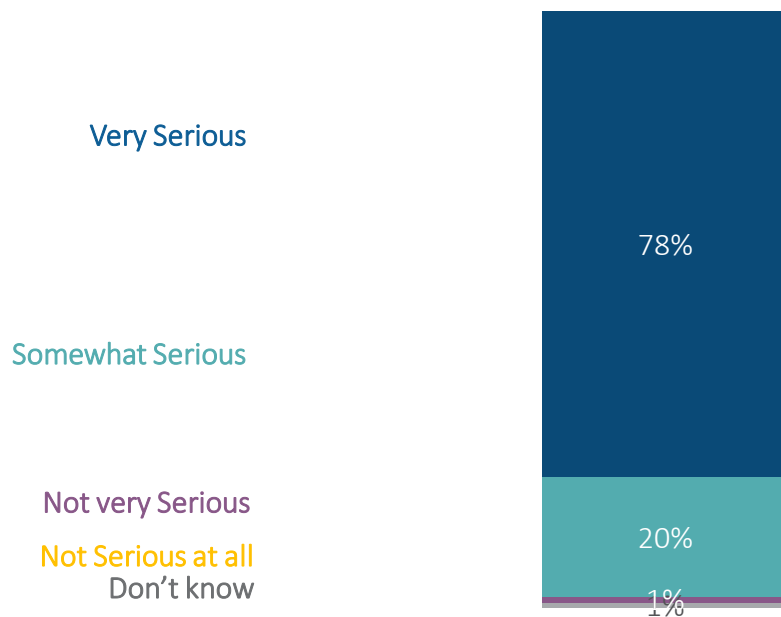
Q1. Below is a list of different sources of energy that China can use to meet our energy demands.

How much of an emphasis do you think China should put on producing energy from each of the following sources?

Views on the Seriousness of Air Pollution

Nearly every respondent (98%) ranked air pollution as a “very” or “somewhat” serious problem.

How serious do you consider the issue of Air Pollution to be ?



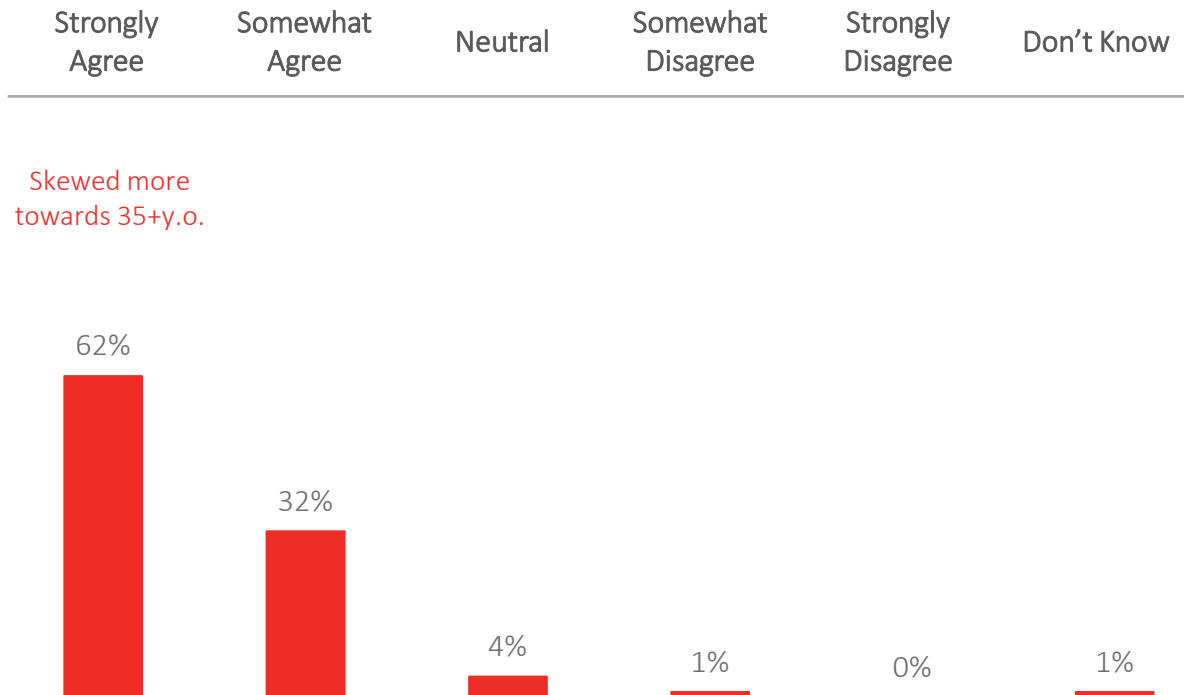
Base: 1,000

Q2. How serious a problem, if at all, do you consider the issue of air pollution to be?

Views on Prioritizing Air Pollution

A majority (94%) of Chinese respondents agree that the government should prioritize the issue of air pollution, including 62% who “strongly” agree.

Do you agree or disagree that the government should make the issue of air pollution a priority?



Base: 1,000

Q3. In general, do you agree or disagree that the government should make the issue of air pollution a priority?

Views on Prioritizing Air Pollution - by different age groups

Older respondents (35+ y.o.) are more in favour of government making air pollution a priority.

Do you agree or disagree that the government should make the issue of air pollution a priority?

18-24 y.o.

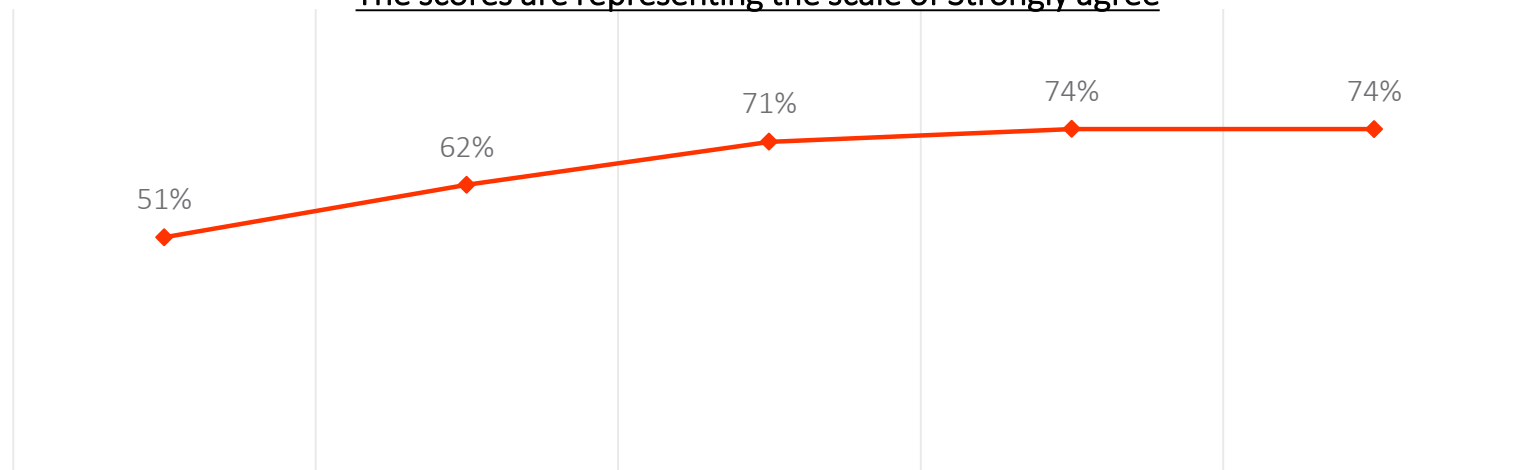
25-34 y.o.

35-44 y.o.

45-54 y.o.

55+ y.o.

The scores are representing the scale of Strongly agree



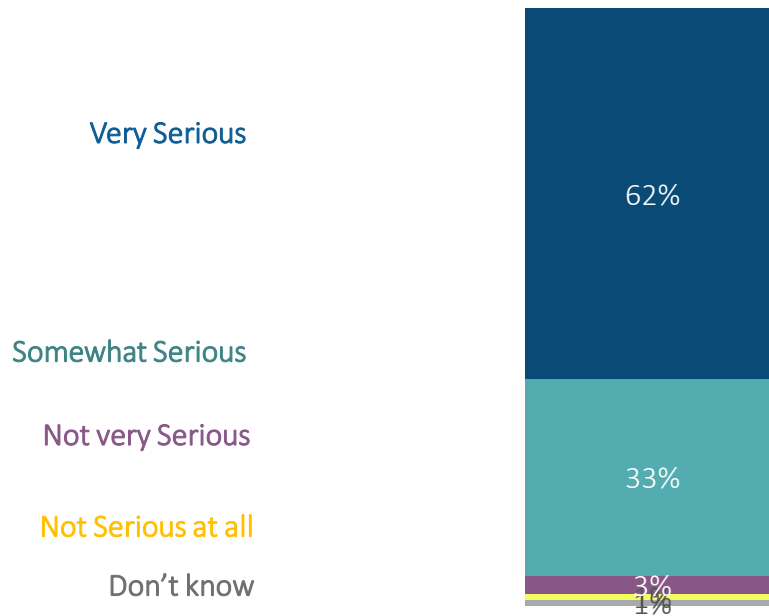
Base: 1,000; 18-24 y.o.=280,25-34=395, 35-44=213, 45-54=85, 55+ y.o. =27

Q3. In general, do you agree or disagree that the government should make the issue of air pollution a priority ?

Views on Climate Change (Global Warming)

95% of respondents think that climate change/global warming is a (very / somewhat) serious problem.

How serious do you consider the issue of Climate Change (Global Warming) to be ?



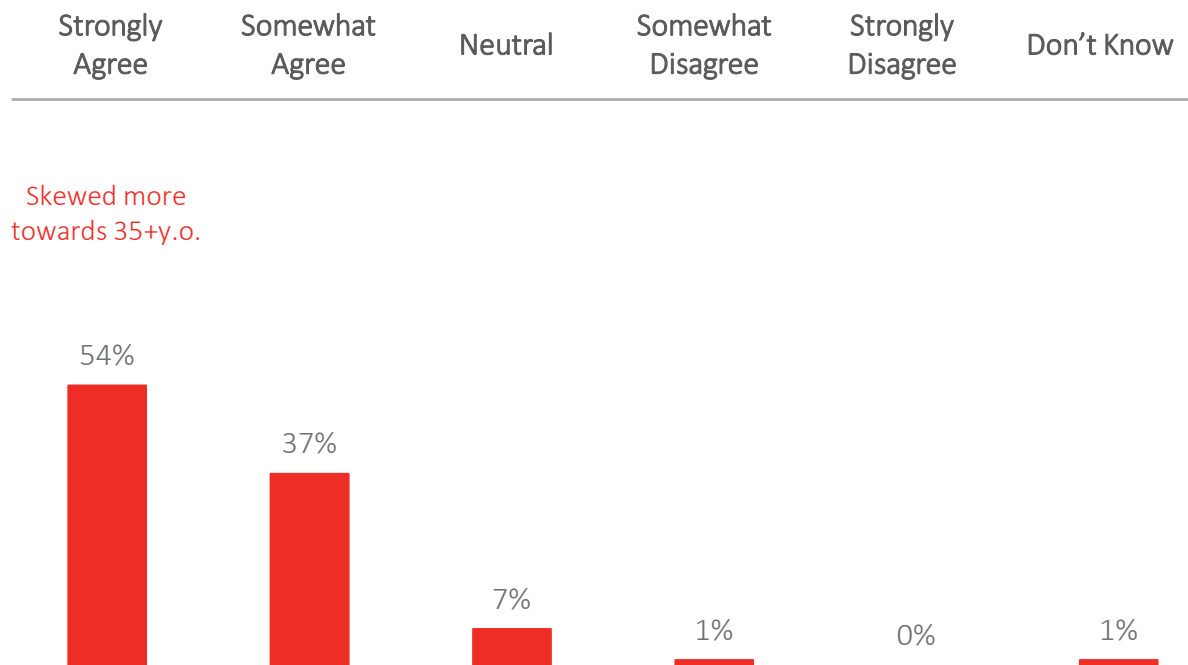
Base: 1,000

Q4. How serious a problem, if at all, do you consider the issue of climate change (or global warming) to be?

View on Prioritizing Climate Change (Global Warming)

91% of Chinese respondents think that the government should prioritize this issue.

In general, do you agree or disagree that the government should make Climate Change (Global warming) a priority?



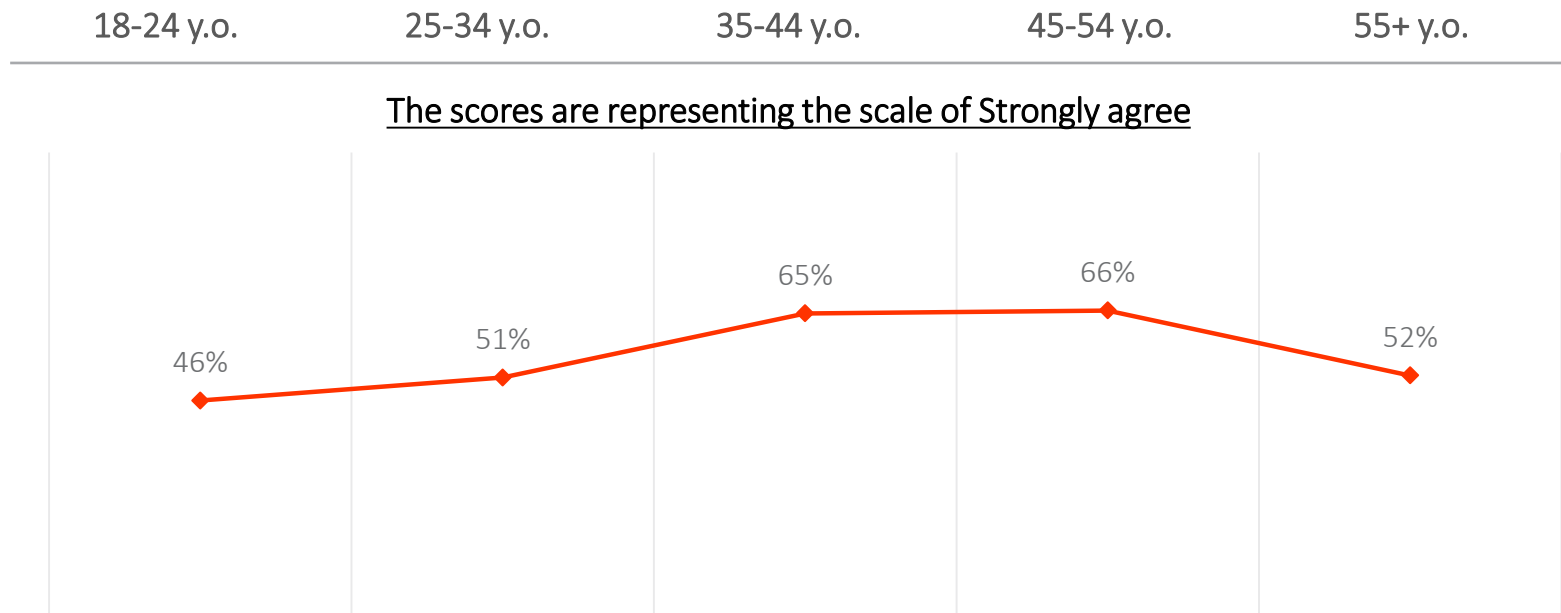
Base: 1,000

Q5. In general, do you agree or disagree that the government should make climate change (global warming) a priority?

Views on Prioritizing Climate Change - by different age groups

The middle-aged respondents are more in favour of prioritizing climate change.

In general, do you agree or disagree that the government should make Climate Change (Global warming) a priority?



Base: 1,000; 18-24 y.o.=280,25-34=395, 35-44=213, 45-54=85, 55+ y.o. =27

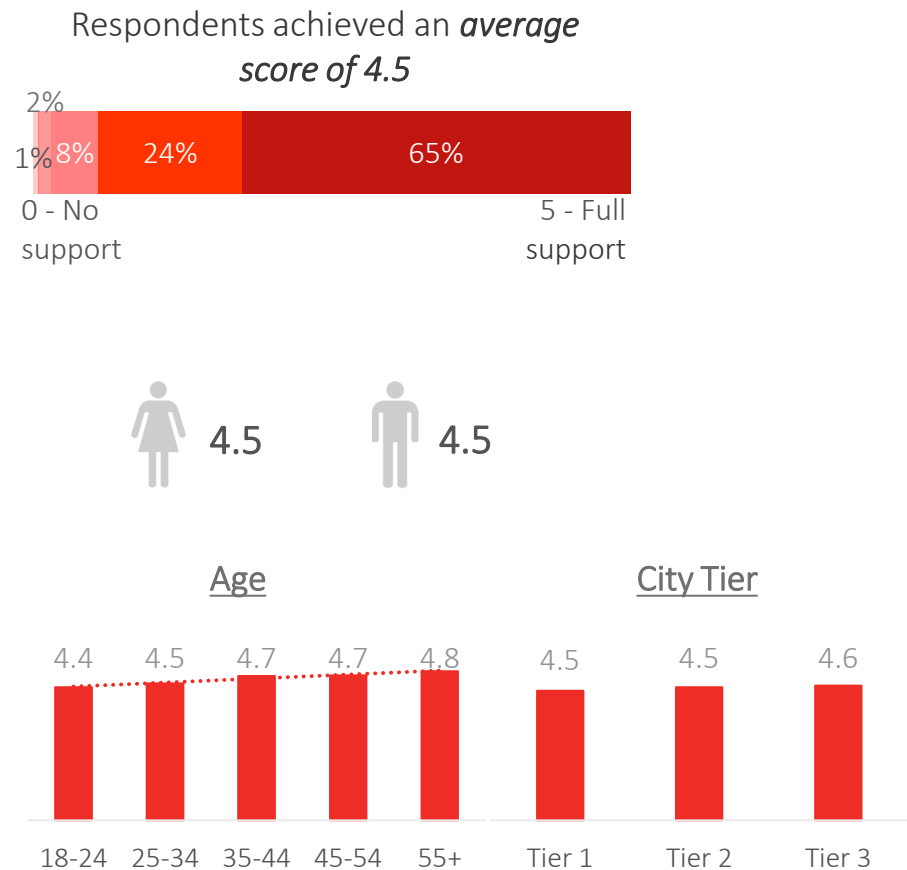
Q5. In general, do you agree or disagree that the government should make climate change (global warming) a priority ?

Views on Collective Efforts to Combat Climate Change

89% of respondents claim somewhat or full support for China and the U.S. working together to combat climate change. Older respondents are more likely to support this.

The presidents of China and the U.S. met in Beijing in November 2014 and set joint targets to reduce carbon pollution in order to combat global climate change.

Do you support China and the U.S. working together to reduce carbon pollution to combat global climate change?



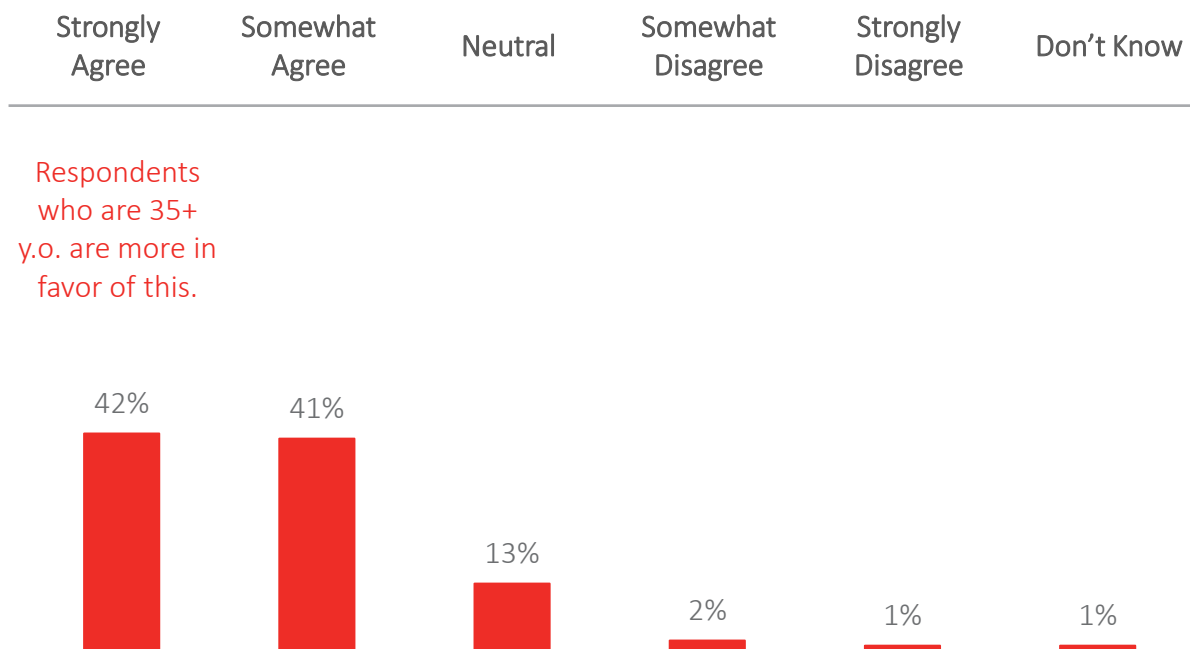
Base: 1,000; 18-24 y.o.=280, 25-34=395, 35-44=213, 45-54=85, 55+ y.o.=27; Male=586, Female=414; Tier I=422, Tier II=330, Tier III=248

Q6. Do you support China and the U.S. working together to reduce carbon pollution to combat global climate change?
Please choose corresponding scale, where 0 means No support and 5 means Full support.

Views on Taking Climate Leadership Roles

83% of respondents agree that the two countries should take leadership in combating global climate change.

To what extent do you agree or disagree that China and the U.S should take a leadership role in combating global climate change?

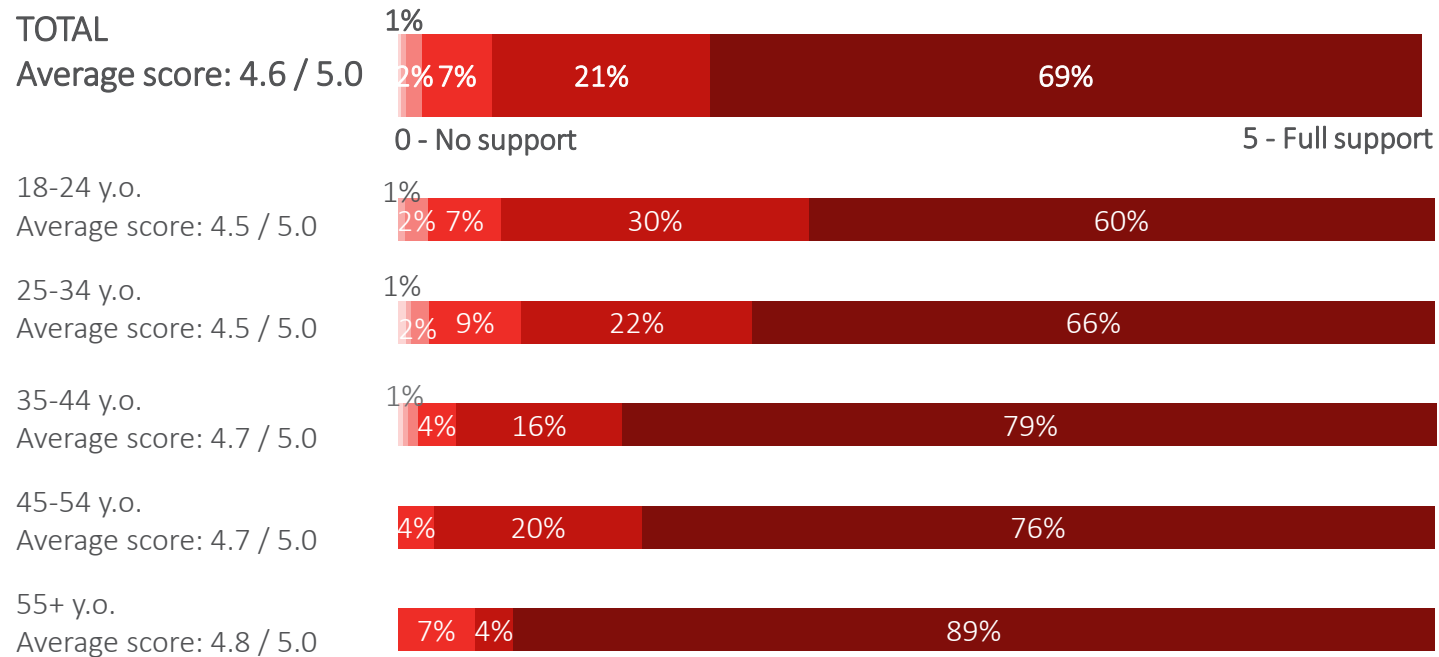


Base: 1,000

Support Level regarding the New National Plan - China

After hearing about the China-U.S. climate deal, on average, a majority (90%) of respondents claim to provide somewhat or full support for the plan to expand total energy consumption coming from zero-emission sources. Older Chinese respondents are more in favor of this plan.

In general, do you support the plan to expand total energy consumption coming from zero-emission sources (like solar and wind)?



Base: 1,000. 18-24 y.o. = 280, 25-34 = 395, 35-44 = 213, 45-54 = 85, 55+ y.o. = 27

Q8. In general, do you support the plan to expand total energy consumption coming from zero-emission sources (like solar and wind)? Please choose corresponding scale, where 0 means No support and 5 means Full support.

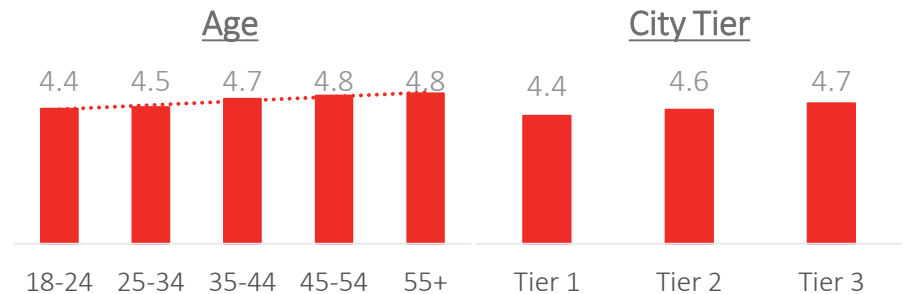
Support for an International Climate Agreement

90% of respondents claim somewhat or full support with regards to signing an international agreement committing all countries to address climate change by reducing carbon emissions.

This December, countries from around the world, including China and the U.S. will meet in Paris to discuss how they can work together to reduce emissions of gases that cause climate change.

Do you support the government signing an international agreement committing all countries to address climate change by reducing their carbon emissions?

Respondents achieved an *average score of 4.5*



Base: 1,000; 18-24 y.o.=280, 25-34=395, 35-44=213, 45-54=85, 55+ y.o.=27; Male=586, Female=414; Tier I=422, Tier II=330, Tier III=248

Q9. In general, do you support the government signing an international agreement committing all countries to address climate change by reducing their carbon emissions? Please choose corresponding scale, where 0 means No support and 5 means Full support.



YouGov throughout Asia Pacific.

Min Yoo, Managing Director, China & Korea
Min.Yoo@yougov.com

Wenjing, Le, Senior Business Development Manager
Wenjing.Le@yougov.com

Eva Qian, Senior Research Analyst
Eva.Qian@yougov.com

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