

Earth for All Survey 2024

China

G20+ Global Report: attitudes to political and economic transformation

Commissioned by Earth4All and the Global Commons Alliance

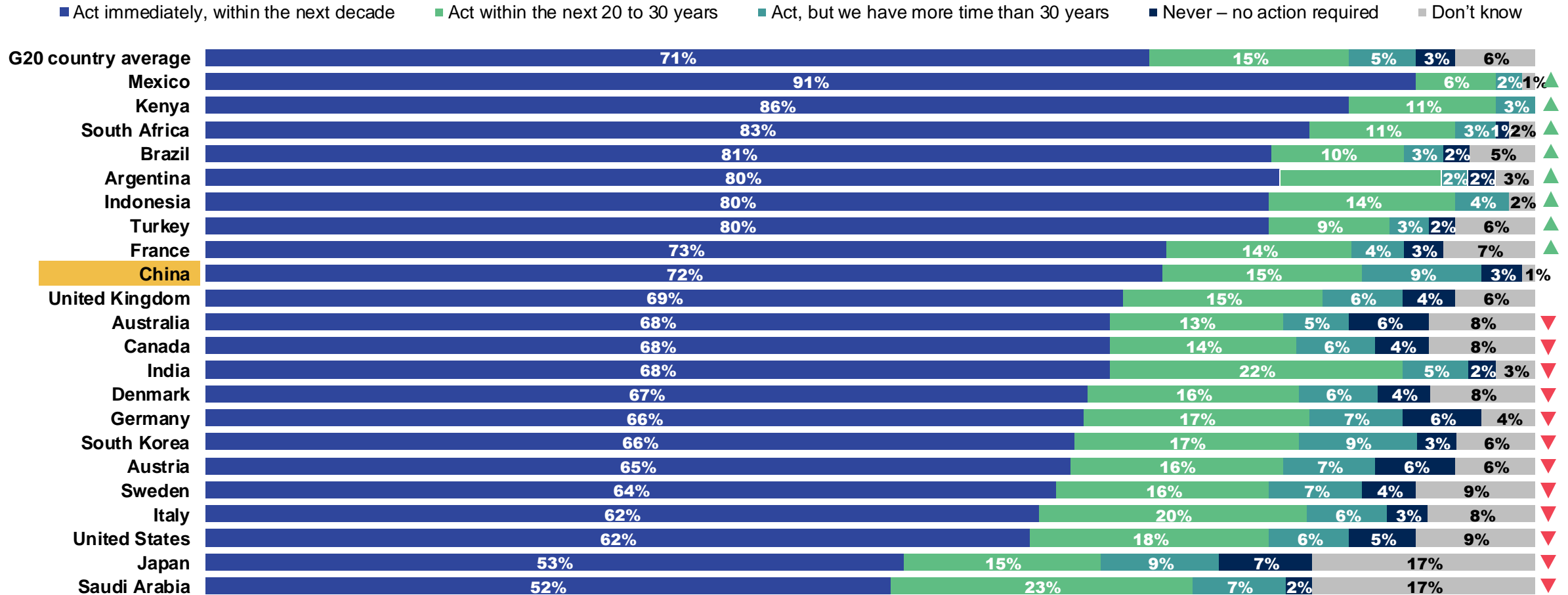
Partners: The Policy Institute Kings College, ISWE, Wellbeing Economy Alliance

Support for policies

01

Thinking about climate change and protecting nature, how quickly do you think the world needs to take major action to reduce carbon emissions from electricity, transport, food, industry, and buildings?

Q6. Thinking about climate change and protecting nature, how quickly do you think the world needs to take major action to reduce carbon emissions from electricity, transport, food, industry, and buildings? Please select the option that best reflects your understanding and opinion of the urgency.



Base: 22,000 across 22 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), China (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 18 G20 countries surveyed (Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

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	Total (A)	Gender		Household income			Age			
		Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-55 (J)
Act immediately, within the next decade	72%	64%	81%	66%	74%	76%	73%	87%	74%	58%
	BDJ		AB		D	AD	J	AGIJ	J	
Act within the next 20 to 30 years	15%	20%	10%	19%	15%	11%	10%	9%	13%	23%
	CFH	AC		AF						AGHI
Act, but we have more time than 30 years	9%	13%	5%	10%	8%	8%	15%	1%	6%	15%
	CH	AC					AHI		H	AHI
Never – no action required	3%	3%	2%	4%	2%	2%	1%	-	5%	4%
	H			A					AH	H
Don't know	1%	-	2%		1%	3%		2%	2%	-
	B		AB			ADE			J	

Base: China, 1,000 adults aged 18 to 55, interviewed online, 5th March – 8th April 2024.
For subgroup base sizes, please see Methodology.

Green letters show that column % is significantly higher than the column indicated by the letter. Subgroups sig tested against total and comparable others (i.e. male vs female; low vs middle vs high household income; 18-24 vs 25-34 vs 35-44 vs 45-55).



Democracy and economy

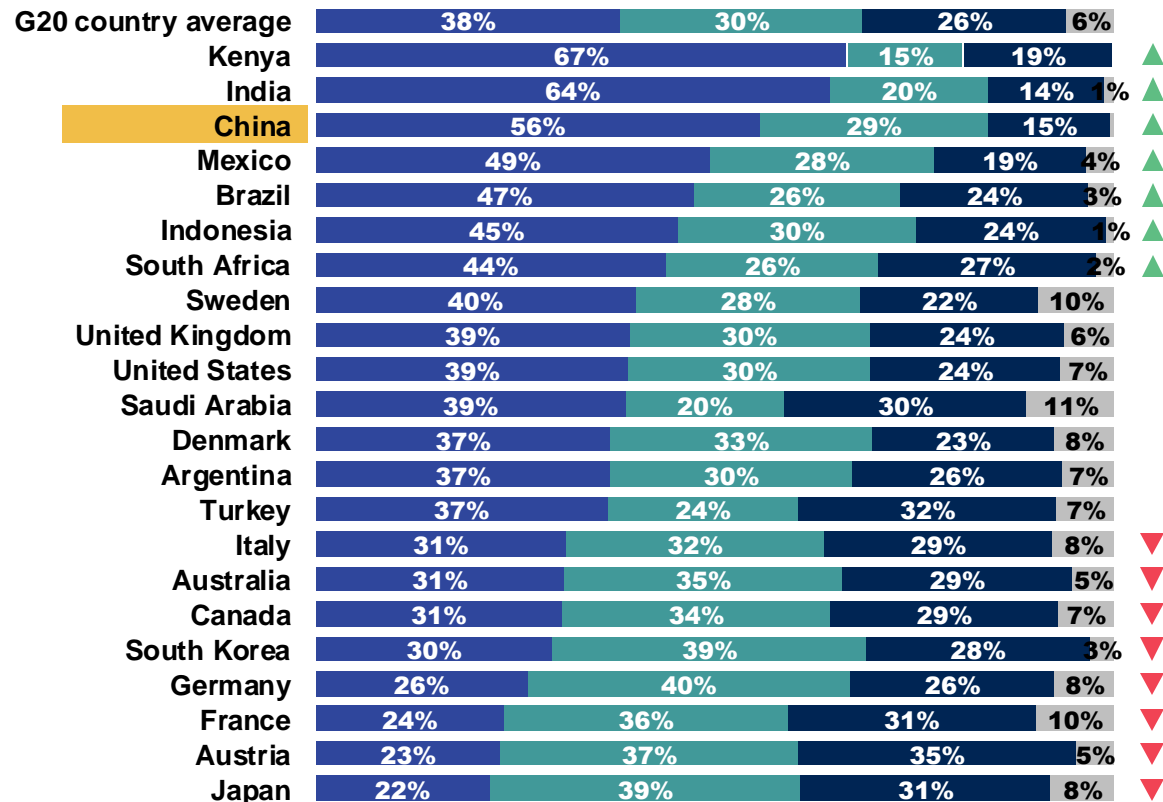
02

To what extent, if at all, do you agree or disagree with the following statements about your country?

Q11. To what extent, if at all, do you agree or disagree with the following statements about your country?

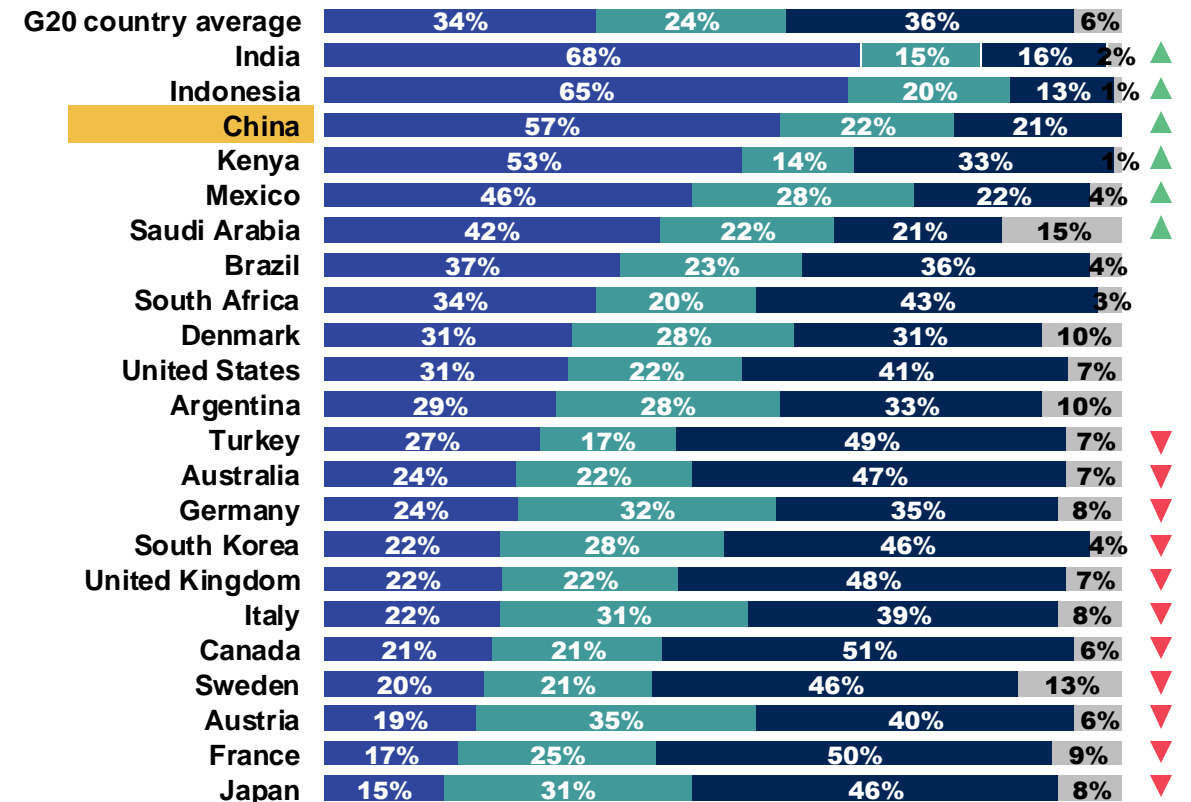
International organisations can be trusted more than national governments to address global challenges

■ Strongly/tend to agree ■ Neither agree nor disagree ■ Strongly/tend to disagree ■ Don't know



All countries are equally represented in today's international organisations

■ Strongly/tend to agree ■ Neither agree nor disagree ■ Strongly/tend to disagree ■ Don't know



Base: 22,000 across 22 countries, 18 - 55-75, online interviews, 5th March - 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), China (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 18 G20 countries surveyed (Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

To what extent, if at all, do you agree or disagree with the following statements about your country? (Strongly / tend to agree).

Q11. To what extent, if at all, do you agree or disagree with the following statements about your country?

	Total (A)	Gender		Household income			Age			
		Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)
International organisations can be trusted more than national governments to address global challenge	56%	58%	53%	53%	58%	55%	53%	57%	47%	61%
	I							I		AI
All countries are equally represented in today's international organisations	57%	60%	55%	51%	62%	58%	57%	52%	52%	66%
	DHI				AD					AHI

Base: China, 1,000 adults aged 18 to 65, interviewed online in March and April 2024.
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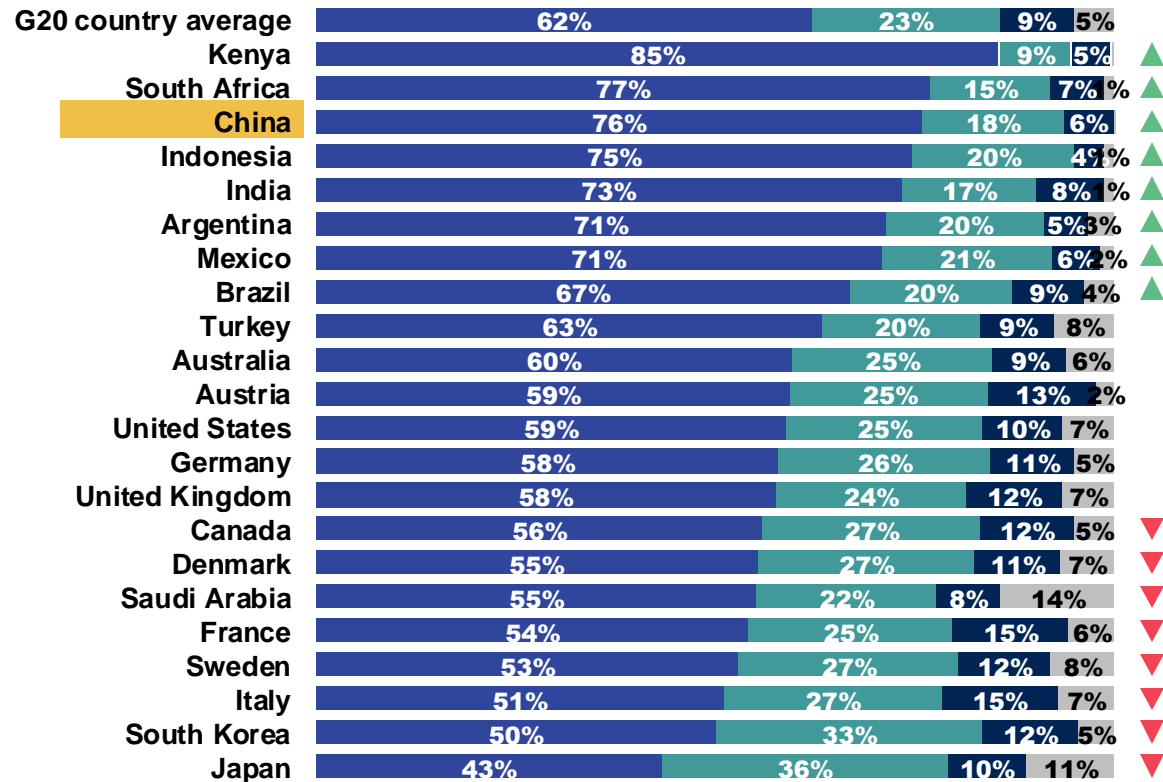


Some ways that citizens could be more involved in international organisations are listed below. To what extent, if at all, do you support or oppose these proposals?

Q12. Some ways that citizens could be more involved in international organisations are listed below. To what extent, if at all, do you support or oppose these proposals?

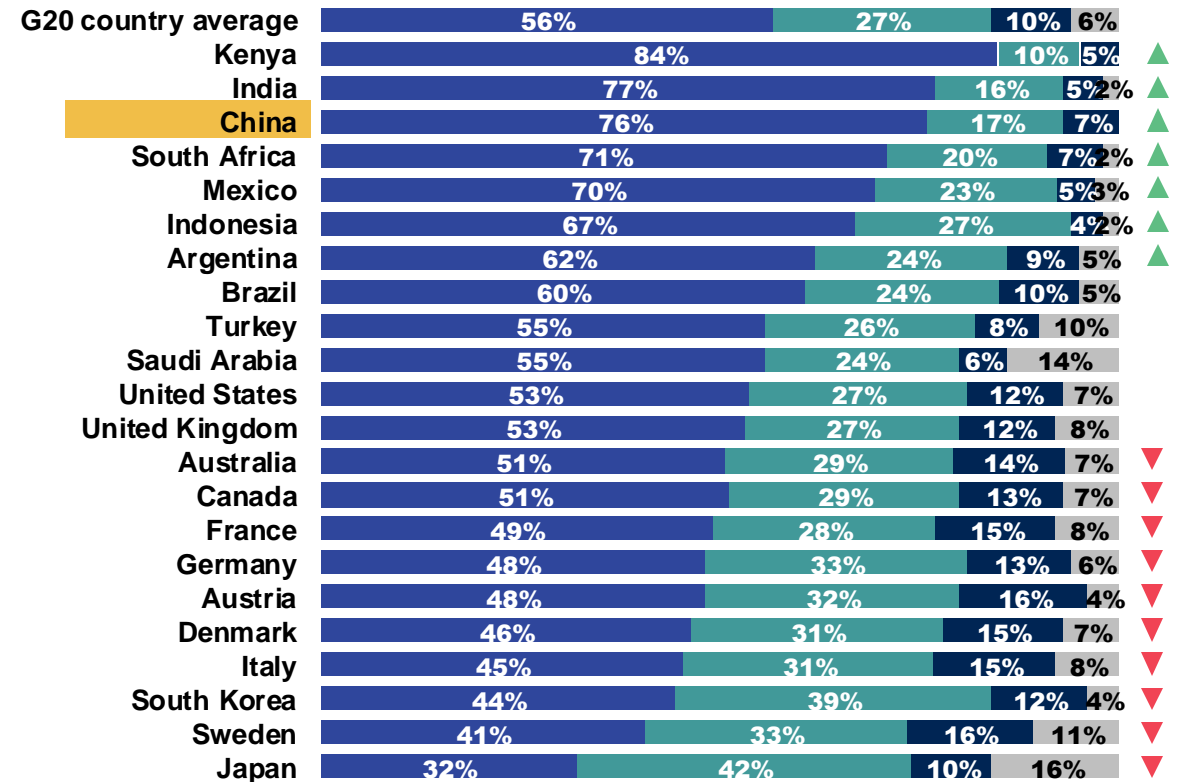
Global surveys of citizens' attitudes and concerns

■ Strongly/tend to support ■ Neither support nor oppose ■ Strongly/tend to oppose ■ Don't know



Global citizens' assemblies

■ Strongly/tend to support ■ Neither support nor oppose ■ Strongly/tend to oppose ■ Don't know



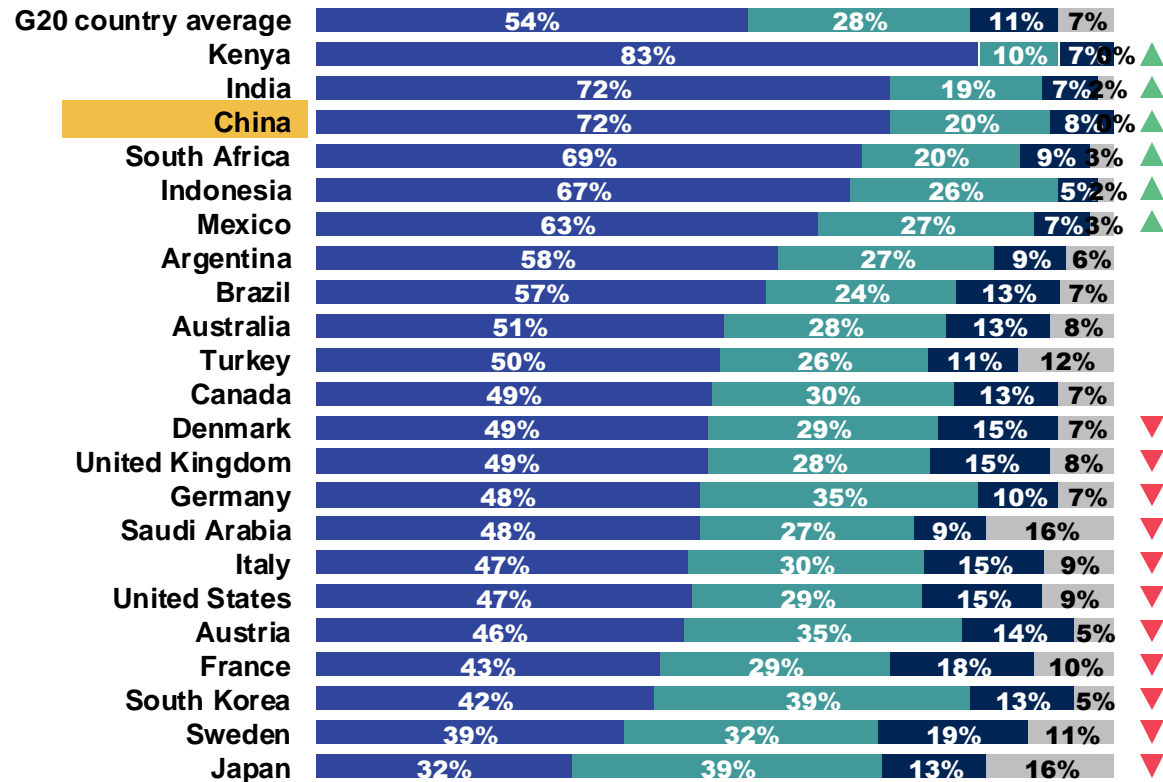
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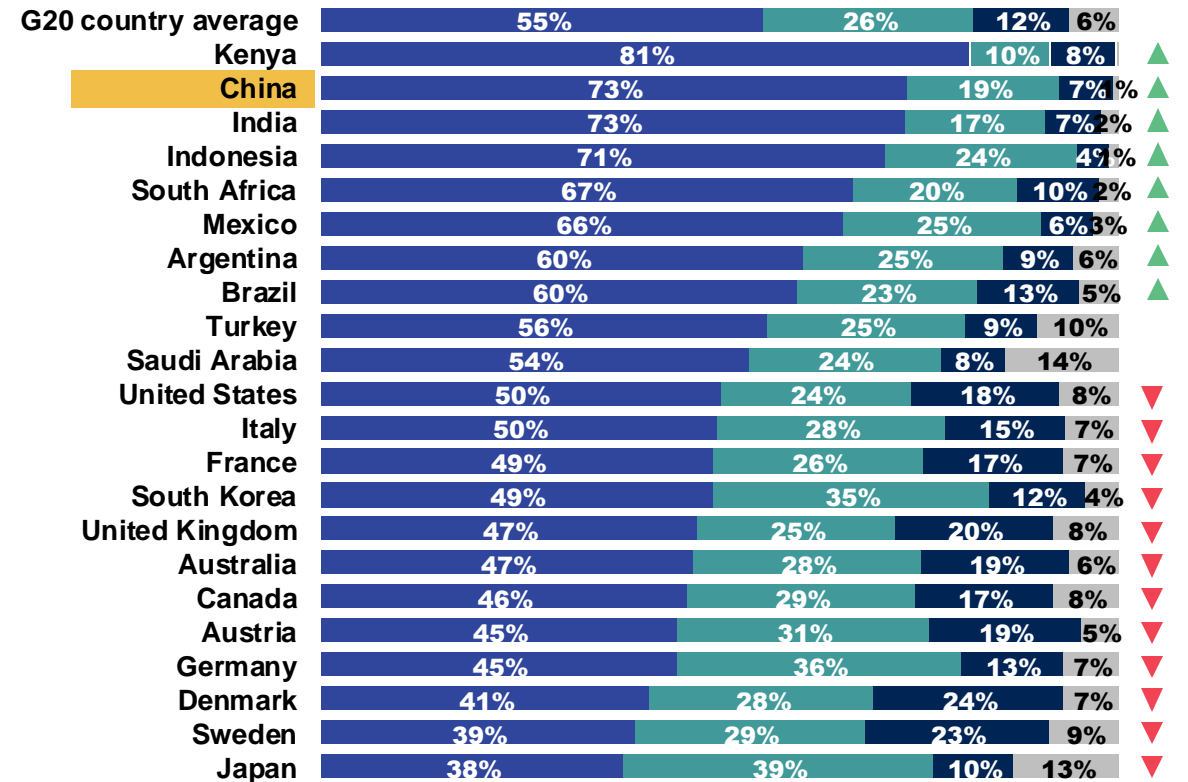
A United Nations Parliamentary Assembly

■ Strongly/tend to support ■ Neither support nor oppose ■ Strongly/tend to oppose ■ Don't know



Global referenda

■ Strongly/tend to support ■ Neither support nor oppose ■ Strongly/tend to oppose ■ Don't know



Base: 22,000 across 22 countries, 18 - 55-75, online interviews, 5th March - 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), China (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 18 G20 countries surveyed (Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

Some ways that citizens could be more involved in international organisations are listed below. To what extent, if at all, do you support or oppose these proposals. (Strongly / tend to support).

Q12. Some ways that citizens could be more involved in international organisations are listed below. To what extent, if at all, do you support or oppose these proposals.

	Total (A)	Gender		Household income			Age			
		Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)
Global surveys of citizens' attitudes and concerns	76%	76%	76%	76%	81%	71%	88%	77%	72%	74%
	F				AF		AHIJ			
Global citizens' assemblies	76%	73%	79%	70%	79%	77%	83%	83%	75%	67%
	BDJ		AB		D		AJ	AIJ	J	
Global referenda	73%	71%	75%	71%	78%	71%	77%	79%	71%	69%
	J				ADF			AIJ		
A United Nations Parliamentary Assembly	72%	70%	73%	67%	77%	71%	86%	74%	72%	64%
	DJ				AD		AHIJ	J	J	

Base: China, 1,000 adults aged 18 to 65, interviewed online in March and April 2024. For subgroup base sizes, please see Methodology.

Green letters show that column % is significantly higher than the column indicated by the letter. Subgroups sig tested against total and comparable others (i.e. male vs female; low vs middle vs high household income; 18-24 vs 25-34 vs 35-44 vs 45-54 vs 55-65).



Values and demographics

03

To what extent are you optimistic or pessimistic about each of the following... (Very / somewhat optimistic).

Q2. To what extent are you optimistic or pessimistic about each of the following...

	Total (A)	Gender		Household income			Age			
		Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)
Your future	75%	73%	78%	71%	81%	75%	70%	80%	72%	77%
	D				ADF			AGI		
The future of your country	71%	69%	73%	69%	77%	66%	79%	75%	65%	68%
	FI				ADF		AIJ	AIJ		
The future of the world	55%	54%	56%	54%	56%	56%	51%	51%	53%	62%
										AGHI

Base: China, 1,000 adults aged 18 to 65, interviewed online in March and April 2024.
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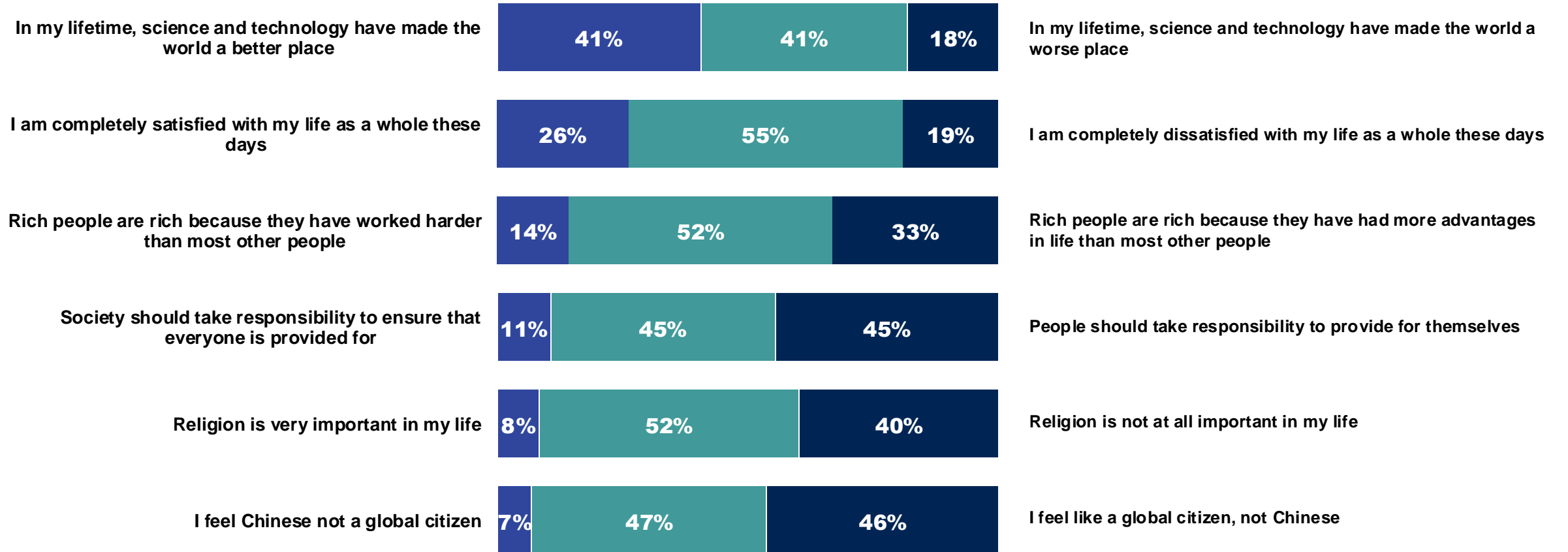
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Please now give us your views on the following issues. We will show you two statements – please tell us which of these statements is closer to your beliefs.

Q3. 1 means you agree completely with the statement on the left; 7 means you agree completely with the statement on the right; and if your views fall somewhere in between, you can choose any number in between.

■ Net: 1-2 ■ Net: 3-5 ■ Net: 6-7



Base: China, 1,000 adults aged 18 to 65, interviewed online in March and April 2024.



How satisfied are you with the financial situation of your household?

How exposed, if at all, are you personally to environmental and climate related risks, and threats?

QD4. How satisfied are you with the financial situation of your household?

QD5. How exposed, if at all, are you personally to environmental and climate related risks, and threats?

		Gender		Household income			Age				
		Total (A)	Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)
How satisfied are you with the financial situation of your household?	NET: Very/fairly satisfied	70%	72%	68%	63%	71%	76%	58%	74%	67%	73%
		DG				D	AD		AG		G
How satisfied are you with the financial situation of your household?	NET: Very/fairly dissatisfied	9%	10%	9%	15%	9%	4%	20%	6%	9%	9%
		FH			AEF	F		AHIJ			
How exposed, if at all, are you personally to environmental and climate related risks, and threats?	NET: Very/somewhat exposed	79%	81%	77%	83%	82%	72%	77%	78%	76%	83%
		F			AF	F					AI
How exposed, if at all, are you personally to environmental and climate related risks, and threats?	NET: Not very/not at all exposed	21%	19%	22%	17%	17%	28%	23%	22%	23%	17%
		D					ADE				

Base: China, 1,000 adults aged 18 to 65, interviewed online in March and April 2024.
For subgroup base sizes, please see Methodology.

Green letters show that column % is significantly higher than the column indicated by the letter. Subgroups sig tested against total and comparable others (i.e. male vs female; low vs middle vs high household income; 18-24 vs 25-34 vs 35-44 vs 45-54 vs 55-65).



Methodology

04

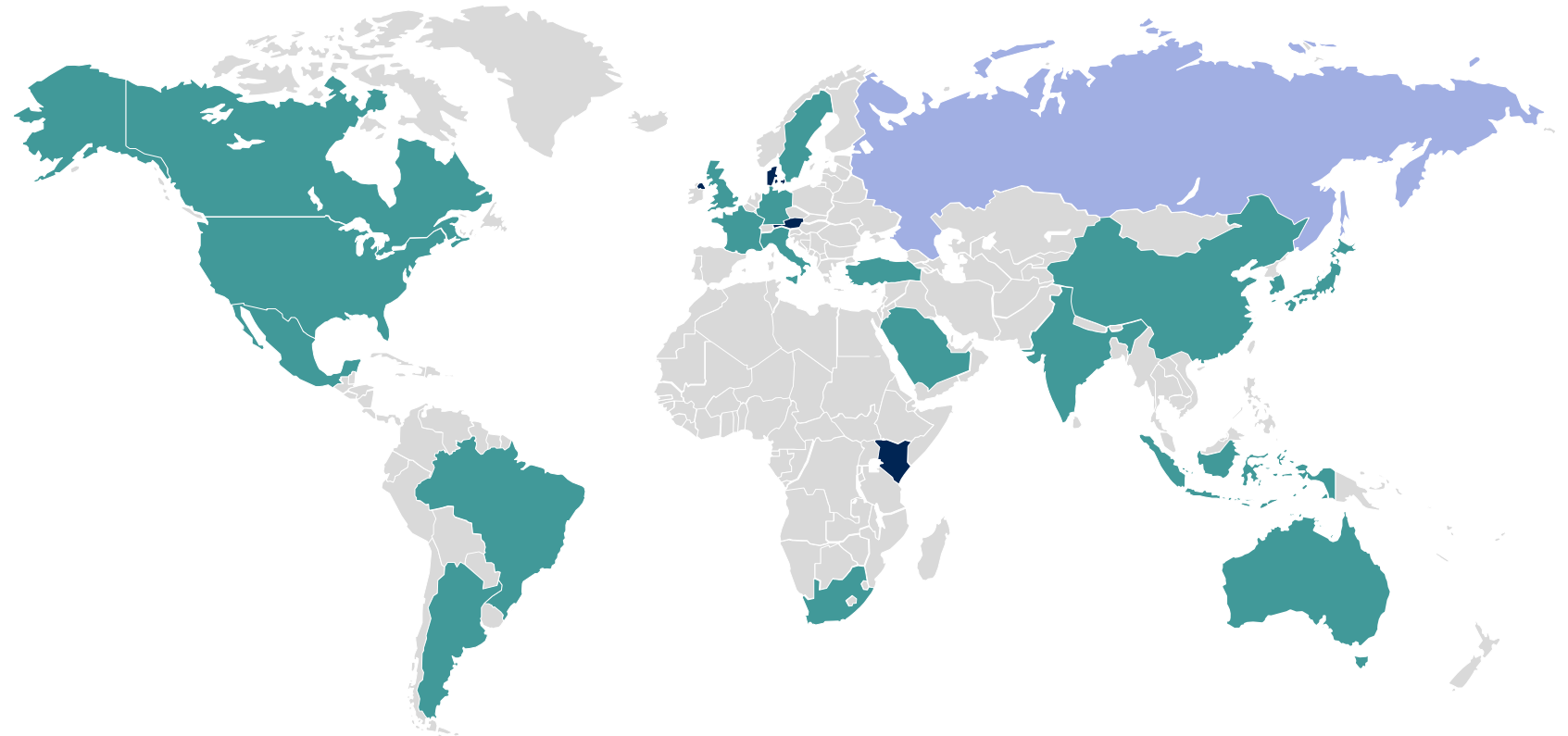
Objectives and methodology.

- Commissioned by Earth4All and the Global Commons Alliance, in partnership with The Policy Institute Kings College, Wellbeing Alliance, ISWE, and Wellbeing Economy Alliance, Ipsos conducted research to understand **attitudes to societal transformations, political / economic systems and planetary stewardship**. Questions focused on: values and worldviews, attitudes towards nature and planetary stewardship, attitudes towards national and global political and economic systems, levels of support for Earth4All policy recommendations. **This report focuses on attitudes towards national and global political and economic systems, and levels of support for Earth4All policy proposals.**
- Ipsos surveyed **22,000 participants aged 18 to 55-75 in total across 22 countries**. This included 18 G20 countries (Argentina (1,000), Australia (1,000), Brazil (1,000), Canada (1,000), China (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000)), plus four countries outside the G20 (Austria (1,000), Denmark (1,000), Kenya (1,000) and Sweden (1,000)). Not all questions were asked in China. All interviews were conducted online and took place between **5th March and 8th April 2024**.
- **Quota sampling** was used, and in each country data are **weighted to be representative of the national population on age, gender, region and working status**. Where results do not sum to 100, this may be due to rounding, multiple responses, or the exclusion of 'don't know' categories.
- **This report presents a 'G20 country average'** and compares individual countries against this. Overall 'G20 country average' percentage is an arithmetic average of national results across the 18 G20 countries surveyed (or 17 G20 countries in the case of questions that were not asked in China), where the results from each country have the same weight and are not pro-rata to the true population proportions for this audience.
- This report presents the findings from **China**, comparing responses with the other nations surveyed. This study also compares responses from different demographic groups in China. In **China, 1,000 participants aged 18-75 were interviewed** in Chinese (Simplified) between 5th March and 8th April 2024.

Methodology: study coverage.

22 countries were included in the study, a total of **22,000 participants** from age 18 to 55-75.

Some questions that were asked were also run in the [Global Commons Survey in 2021](#). Where this is the case, trend data has been shown for those countries included in both the 2021 and 2024 studies.



■ Countries new to survey in 2024 ■ Countries surveyed in 2021 & 2024 ■ Countries surveyed in 2021 only

Methodology: demographics/subgroups bases.

Unweighted 1000 / Weighted 1000	
Gender	
Male	514 / 515 51% / 52%
Female	486 / 485 49%
Employment Status	
Working	786 / 785 79%
Not working	214 / 215 21% / 22%
Education	
Secondary	294 / 295 29% / 30%
Degree or above	706 / 705 71%
Household Income	
Low (0-7999 yuan)	316 / 316 32%
Middle (8,000-14999 yuan)	341 / 341 34%
High (15000+ yuan)	342 / 342 34%
Children in Household	
Yes	679 / 680 68%
No	318 / 317 32%

Unweighted 1000 / Weighted 1000	
Age	
18-24	137 / 135 14%
25-34	281 / 281 28%
35-44	249 / 250 25%
45-54	333 / 333 33%
Region	
East China	302 / 300 30%
Northern China	70 / 70 7%
North East China	76 / 76 8%
North West China	118 / 120 12%
South Central China	290 / 290 29%
South West China	144 / 144 14%

Please note: any use of the data from this research in the public domain will need to be signed-off by Ipsos's Polls for Publication team.

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ISO 20252 – is the international specific standard for market, opinion and social research, including insights and data analytics. Ipsos in the UK was the first company in the world to gain this accreditation.



MRS Company Partnership – By being an MRS Company Partner, Ipsos UK endorse and support the core MRS brand values of professionalism, research excellence and business effectiveness, and commit to comply with the MRS Code of Conduct throughout the organisation & we were the first company to sign our organisation up to the requirements & self-regulation of the MRS Code; more than 350 companies have followed our lead.



ISO 9001 – International general company standard with a focus on continual improvement through quality management systems. In 1994 we became one of the early adopters of the ISO 9001 business standard.



ISO 27001 – International standard for information security designed to ensure the selection of adequate and proportionate security controls. Ipsos UK was the first research company in the UK to be awarded this in August 2008.



The UK General Data Protection Regulation (UK GDPR) & the UK Data Protection Act 2018 (DPA) – Ipsos UK is required to comply with the UK General Data Protection Regulation and the UK Data Protection Act; it covers the processing of personal data and the protection of privacy.



HMG Cyber Essentials – A government backed and key deliverable of the UK's National Cyber Security Programme. Ipsos UK was assessment validated for certification in 2016. Cyber Essentials defines a set of controls which, when properly implemented, provide organisations with basic protection from the most prevalent forms of threat coming from the internet.



Fair Data – Ipsos UK is signed up as a 'Fair Data' Company by agreeing to adhere to twelve core principles. The principles support and complement other standards such as ISOs, and the requirements of Data Protection legislation.

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos UK Terms and Conditions.