



Perceptions of the ocean and environment

China Country Brief

The David and Lucile Packard Foundation works with partners to ensure the long-term health of the ocean by investing in country-level and global strategies that help improve our ocean's sustainability. To better engage citizens and governments alike, the Foundation partnered with Kantar to conduct a robust public opinion study of people's perceptions on the ocean and related environmental issues in six Pacific Rim countries where the Foundation supports work to promote ocean health: The United States, China, Japan, Indonesia, Mexico, and Chile.

Unprecedented in scale and depth, Kantar's survey found near-unanimous support across all six countries for government action to protect the ocean.

Findings revealed that people see the condition of the ocean as important to their country's economy and their family's well-being, because it is a source of food and home to wildlife. The vast majority of people across all six countries also see climate change as a serious threat.

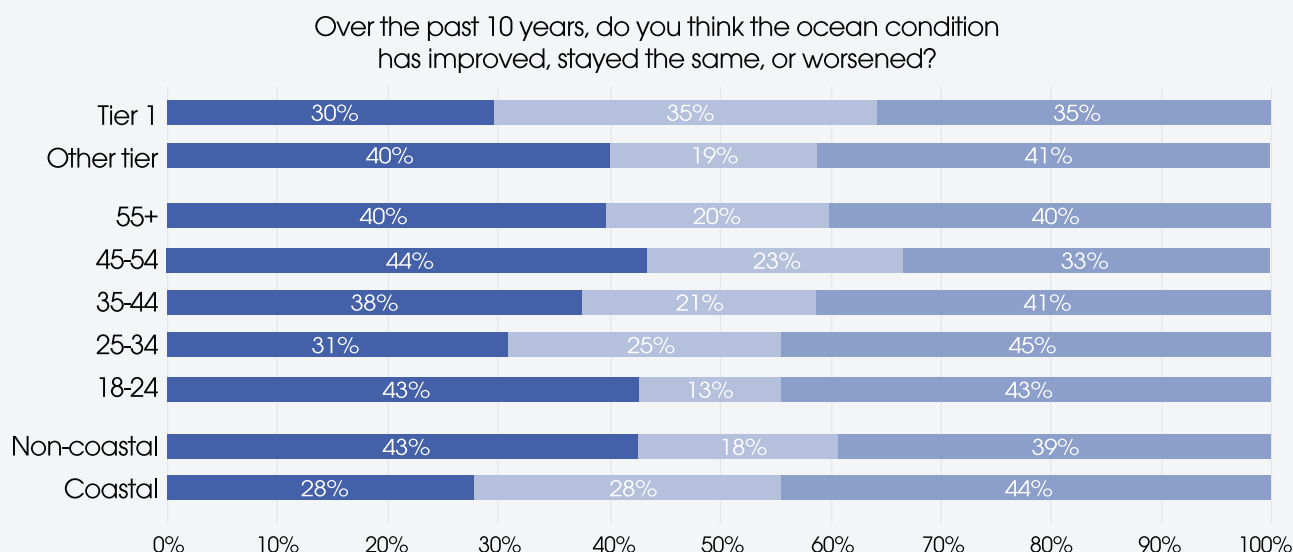
In China, Kantar conducted a mobile phone survey on ocean and other environmental issues with a national, random probability sample of 2,000 people across three mobile network providers: China Mobile, China Unicom and China Telecom.

You can find the full results of Kantar's six nation survey at: oursharedseas.com/insights/SupportForAction.

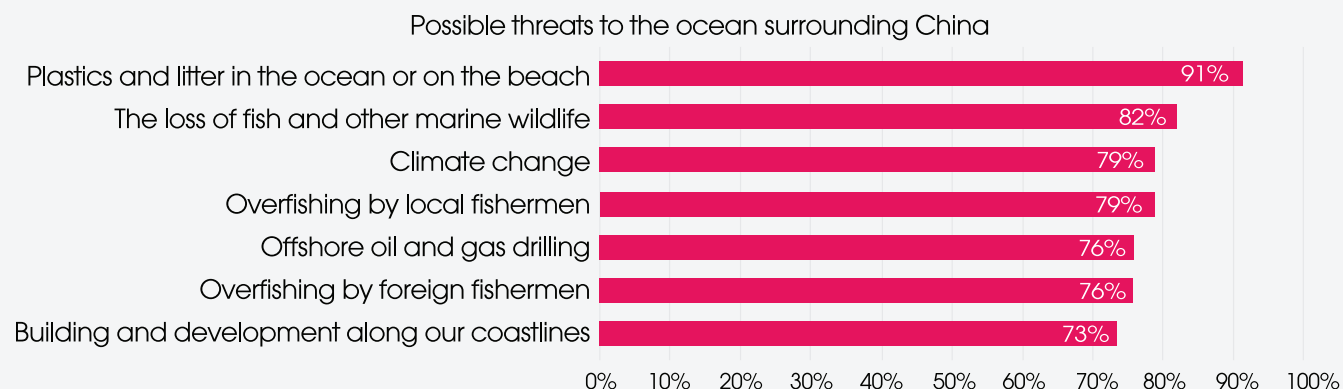
The Chinese people are concerned about human impact on the ocean

More than half of the Chinese population perceives the condition of the ocean as “very good” or “good,”¹ though 94% believe that humans are negatively impacting the ocean.² Nearly two-thirds believes that China’s fishing activities are negatively impacting global ocean health.³

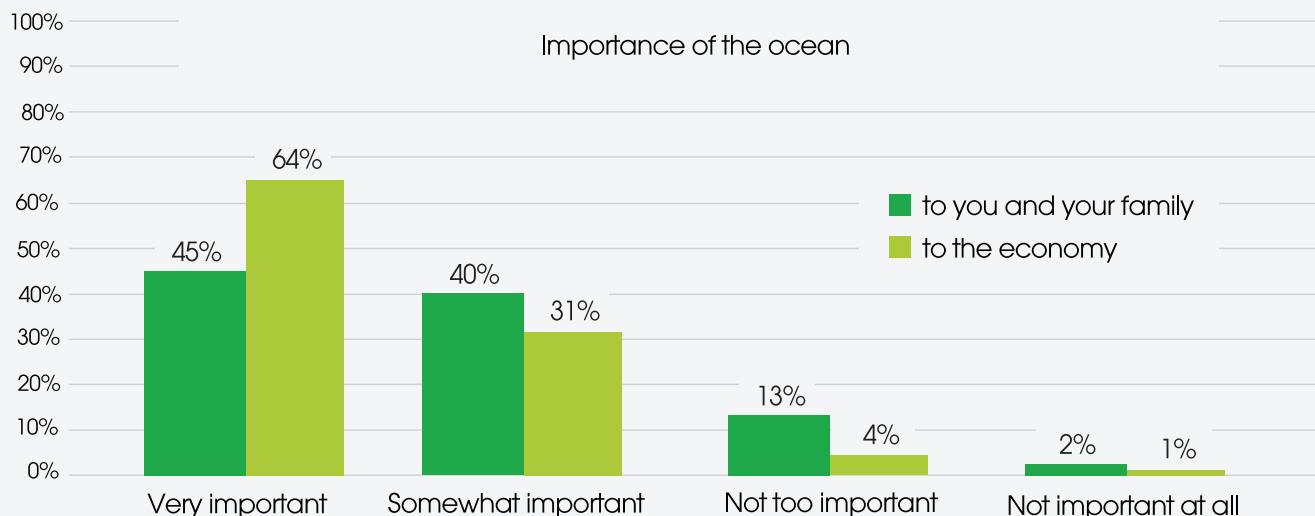
The population is split on whether the ocean condition has improved or worsened over the last 10 years, and perceptions vary significantly among demographic groups.⁴ Those living in Tier 1 cities are significantly more likely to report that the ocean condition has “stayed about the same,” while those in other tiers are more likely to report both “improved” and “worsened” conditions. Similarly, those who are between the ages of 25 and 34 or living in coastal areas hold significantly less favorable views about changes in the condition of the ocean over the past 10 years.



Based on the following response options, people see plastics and litter in the ocean or on the beach as the biggest threat, followed by the loss of fish and other marine wildlife.⁵

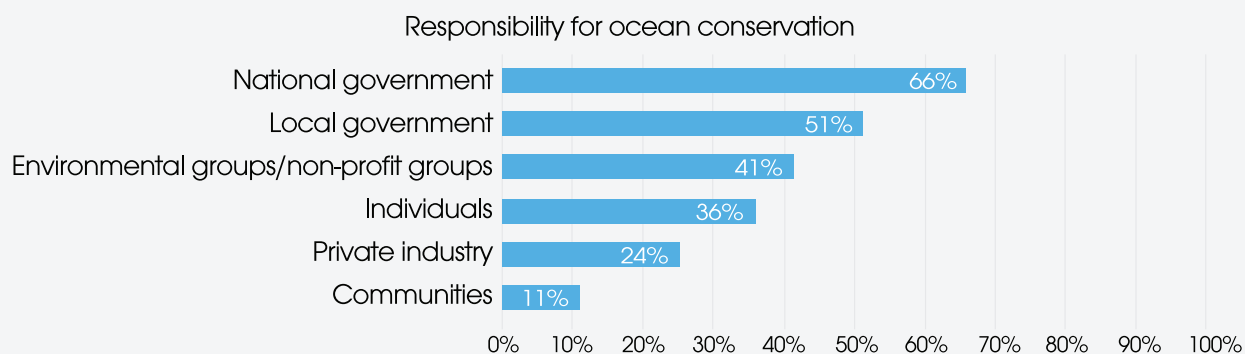


A clear majority of people report that the ocean is important to the Chinese economy⁶ as well as to them and their families.⁷ Notably, the ocean is important to families because it is a source of food and it is home to fish, birds and animals.⁸



The Chinese people believe more should be done to protect the ocean

The majority of people believe the national government holds responsibility for ocean conservation, followed by local governments and non-profit groups.⁹



The population widely supports the need for governmental regulations (99%)¹⁰ and marine protected areas (99%)—areas off-limits for fishing and commercial use.¹¹ Further, 64% of the Chinese believe the government is not doing enough to protect the ocean,¹² and 99% think the government should establish more environmental conservation regulations to protect the ocean.¹³

¹ Question 7: Thinking about the overall health of the ocean today surrounding China, would you rate it as very good, good, poor, or very poor?

² Question 14: Please indicate the extent to which you agree/disagree: the ocean surrounding China is being negatively impacted by human activities.

³ Question 16: Do you think that China's fishing activities negatively impact ocean health globally?

⁴ Question 10: Over the past 10 years, do you think the condition of the ocean has improved, stayed about the same, or worsened?

⁵ Question 15: I'm now going to read you a list of possible threats to the ocean surrounding China. For each one, please indicate if you think it is a major threat.

⁶ Question 11: How important is the condition of the ocean surrounding China to our economy?

⁷ Question 12: How important is the condition of the ocean surrounding China to you and your family?

⁸ Question 13: Which of the following best describes why the ocean is important to you and your family?

⁹ Question 17: Who is responsible for environmental conservation of the ocean surrounding China?

¹⁰ Question 18: Please indicate the extent to which you agree or disagree: Government regulations are necessary to protect the ocean.

¹¹ Question 19: Marine protected areas are areas off-limits for fishing and commercial use. Do you support marine protected areas to protect wildlife and habitats?

¹² Q20: Do you think the government is doing more than enough, just enough, or not enough to protect the ocean surrounding China?

¹³ Question 22: Do you think the government should establish more environmental conservation regulations to protect the ocean?