



Implementing Sustainable Consumption in Civil Society of Urban China

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The Survey Report on Green Consumption of Urban Residents in Beijing

北京城市居民绿色消费状况调查报告

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The Survey Report on Green Consumption

of Urban Residents in Beijing

1 Introduction

Most people are already aware of the fact that the green consumption, sustainable economic and social development are serious issues. In practice, however, people lack the awareness of green products and green consumption due to various factors. In addition, many products have the problems of high-cost, low energy efficiency, low resource utilization, and high pollutants emissions during the manufacturing process. Currently, green consumption of urban residents has become a hot issue of research and concerns in the consumption sector.

Based on the investigation of green consumption at home and abroad, we offer this report mainly by surveying the green consumption status of urban residents in Beijing according to the questionnaire at supermarkets and large shopping malls, etc. After the statistical analysis of the questionnaire results, we obtain the status quo and characteristics of the consumption of urban residents in Beijing, coming up with some proposals and instruments to promote green consumption, strengthen the green consumption awareness.

2 Research methods

2.1 Questionnaire design

2.1.1 The principle of questionnaire design

Questionnaire design principles:

(1)Correlation — the subjects should be chained to the research topic, except the questions about the context of the consumers.

(2)Concision — the subjects should be concise and concrete, only one question in a subject.

(3)Courtesy — Questionnaire should be as polite and sincere as possible,

avoiding questions related to personal privacy and giving respondents social or occupational stress, so as to make people will to cooperate.

(4) Convenience — the subjects should try to facilitate the investigation of objects, do not use respondents a lot of time to consider how to answer the questions.

(5) Non-term — the words of the subjects should be easy to understand, avoiding the terms which the public cannot understand.

(6) Non-orientation — The issues should avoid certain mindset oriented and implicating the results of certain assumptions or expectations.

2.1.2 Questionnaire contents

This questionnaire Contain the following six aspects:

(1) Basic information of respondents

The gender, age, education level, occupation and personal income of respondents

(2) Green consumption awareness

Urban residents' awareness level of green consumption, the problems and proposals they encountered during the green consumption.

(3) Status of green consumption

- ◆ green food
- ◆ green appliances
- ◆ green Transport

(4) The current situation and analysis of the environmental behavior.

(5) Other question related to green consumption

2.2 The way of the questionnaire survey

We recovered 347 questionnaires through the field interview (during the day and the night) with the ongoing shoppers of different age, income, occupation and education level at large shopping malls, supermarkets, etc.

2.3 Processing and analysis of questionnaire data

First single out the failure questionnaires (filling illegible, incomplete, etc.) through the processing of original data by EpiData, then, we analyze the valid sample database by SPSS.

3 Results and analysis

3.1 Basic information of the respondents

In order to have a good command of the analysis, questions about the basic information were listed in Table1, and Figure 1-5 show the results.

Table 1 The survey results of respondents' basic information

Subject	Option A	Option B	Option C	Option D	Option E
1 age	Below 20 years old (12.90%)	20~55 years old (71.89%)	Above 55 years old (15.21%)		
2 gender	Male (51.15%)	Female (48.85%)			
3 occupation	Civil servant and institution (11.06%)	Enterprise employee (28.57%)	Individual operator (15.67%)	Others (44.70%)	
4 monthly salary	Less than 3500 yuan (59.91%)	3500~8000 yuan (31.34%)	More than 8000 yuan (8.76%)		
5 educational degree	Primary and less (5.99%)	Junior high school (15.67%)	High school (29.95%)	Special course or undergraduate course (34.10%)	Graduate and above (14.29%)

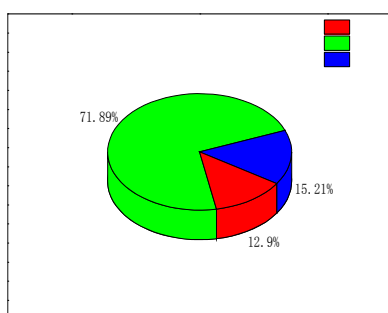


Figure 1 Age of respondents

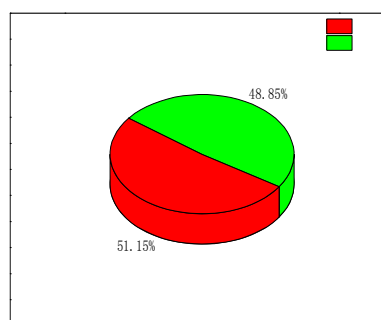


Figure 2 The sex ratio of respondents

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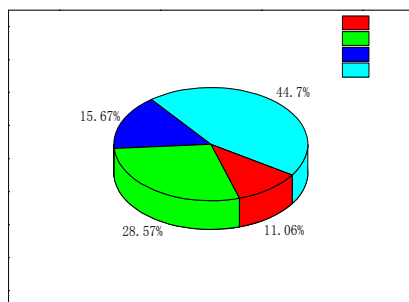


Figure 3 The occupational status of respondents

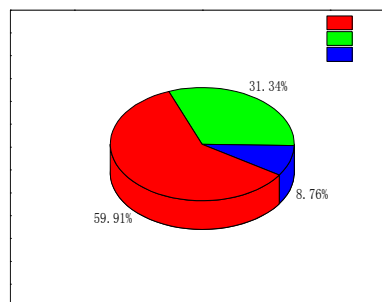


Figure 4 The income of the respondents

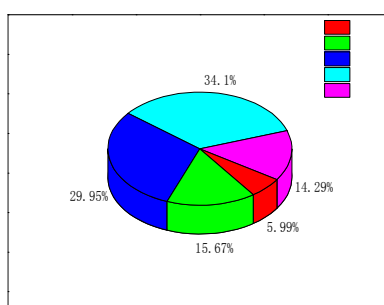


Figure 5 Respondents' education level

Fig.1 shows that the group of 20-55 year-old --the main force of the daily consumption is dominant in the sample. However, combine with question 3-5 we found that the education background of the respondent are junior college education, undergraduate and graduate degree accounts for 34.1% and 14.29% respectively, but the ones whose salary is less than 3500 yuan per month accounts for nearly 60%, moreover, people select other occupations accounts for nearly 45%.

3.2 Green consumption awareness of the public residents

The questionnaire related to the residents' green consumption awareness consist 8 questions.

(1) What green consumption areas are you most concerned about? ()

(Green consumption means that consumers demand/ purchase and consume the green products.)

A Green building materials B Green food C Green building D Green cosmetics

E Green appliances F Green transportation G Eco-tourism H Green furniture

I Others (Please specify)_____

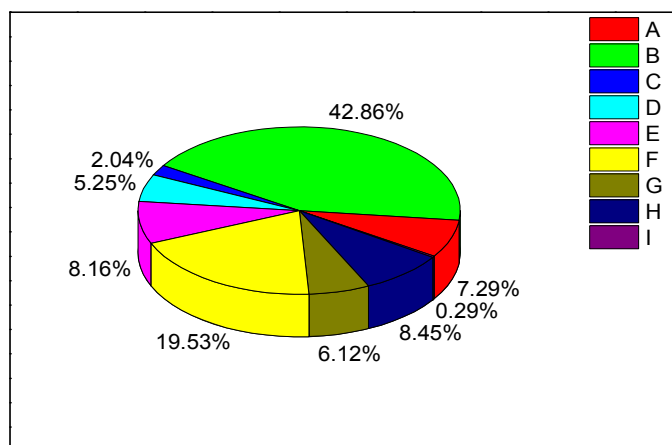


Figure 6 The most concerned field of green consumption

Fig.6 shows that 42.86% people are concerned about green food, the following hot spot is green transportation(19.53%), but the green building which is also necessary for us only draw little attention (2.04%). Food is the paramount necessity of the people, it is reasonable that most of residents pay more attention on green food. There is less attention on green building, to some extent, is related to the situation of domestic real estate industry. The investment is huge and input and output is unbalance, so ordinary residents cannot afford the huge prices of the building. It is apparent that the lower the cost of the product, the higher the extent of concerns, the higher the success rate.

(2)What consumption problem is you most concerned about? ()

A Quality B Price C Service D Environment E Convenient

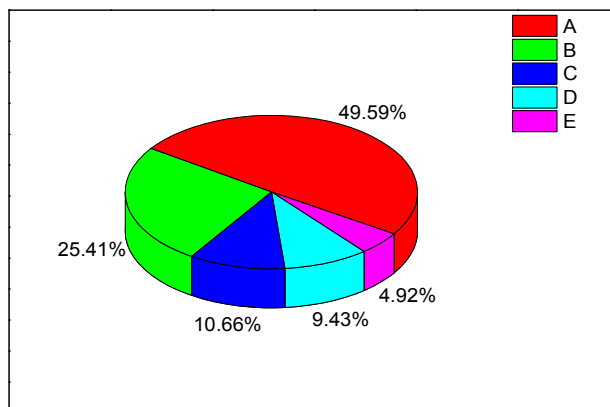


Figure 7 The most concerned consumption issues

Fig.7 shows that 49.99% respondents concern the quality of the consumption, the ones concerned the price account for 25.41%, the service accounts for 10.66%, the ones selecting environment only account for 9.43%. People would necessarily focus more on the quality than other factors of products after multiple occurrences of food safety incidents and elevator accidents. People who have graduate and undergraduate degree account for 76% of the crowd choosing “environment”, fully illustrating the concept of environmental protection is proportional to the level of education, so we should strengthen education, improve consumers’ awareness and attention degree of the environment.

(3) Are you concerned about the impact of your action on the environment? ()

A Always B Often C Seldom D Never

Fig.8 shows that 84.51% of consumers believed that they can always concern the impact on the environment because of their consumption behavior, while there are still 5.16% of consumers said that they did not pay any attention to that during their consumption behavior. Some consumers already have the awareness of green consumption, but there is still room for improvement. To raise public awareness of green consumption, the Beijing Consumers' Association has carried out a series of educational activities through the "315" propaganda and setting up training courses; the Beijing municipal government has also introduced a series of economic subsidy policy, which have achieved good effects.

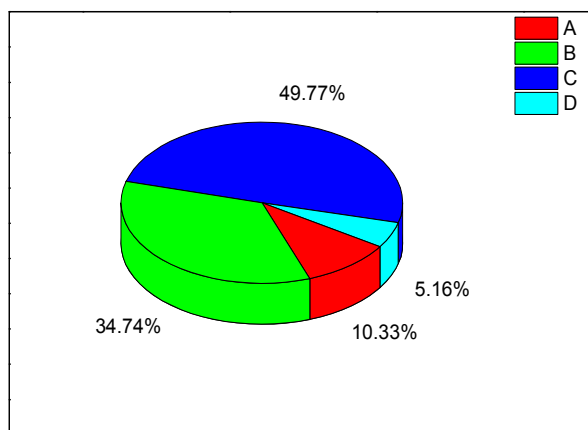


Figure 8 The awareness of the environmental impact due to public consumption behavior

(4) What is the purpose of green consumption? ()

A Health B Fashion C Environmental protection D Unintentional

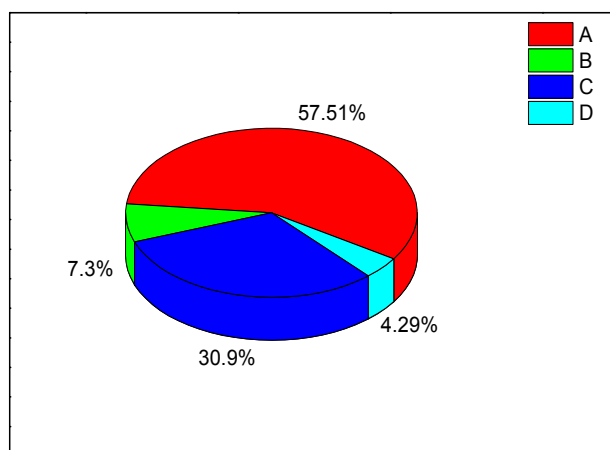


Figure 9 The purpose of public green consumption

Fig.9 shows that 57.51% of people choose green consumption for the sake of health, consistent with that the quality of green food draws more attention. 30.9% of people choose environmental protection, which suggests that environmental awareness is increasing. What's more, that the green products become a fashion would certainly be more attractive to young people, after all 7.03% of people choose "fashion".

(5) Which of the following ways do you choose to identify green products? ()

A Environmental labels B Media and advertisement
 C Products' information D Brand

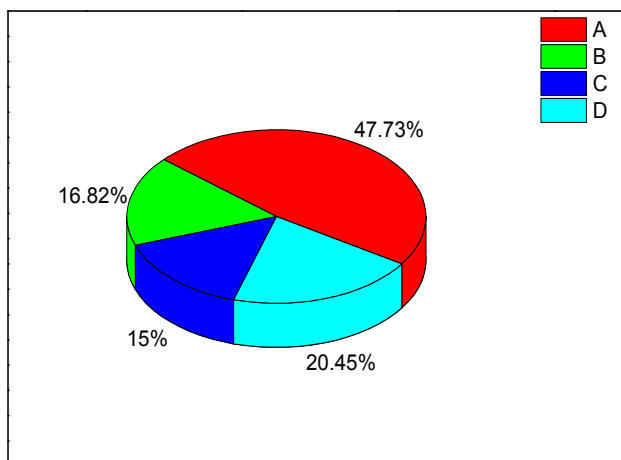


Figure 10 The way of public identify green products

Fig.10 shows that the proportions of the other three options (Environmental labels, Brand, Media and advertisement) are 47.73%, 20.45%, 16.82% respectively. So, the environmental labels is a very important sign for consumer to choose green products, especially when consumers are not know much about the product. Giving to the domestic green product discrimination condition, environmental labeling certification department need to manage product quality strictly, otherwise the loss of public trust will make the promotion of green products very difficult. Otherwise, strengthen the brand effect of green products and the popular science propaganda of green products.

(6) Will you investigate the authenticity of the green products on the markets? ()

- A I will not pay attention to this generally.
- B I will do it and give up buying them if they have quality problem.
- C I will do it and report this to the relative authority if they have quality problem.
- D I will do it and protect myself by laws if they have quality problem.

The results(fig.11) show that 48.13% of consumers did not pay attention to the authenticity of green products in the purchase of goods, while only 15.88% of consumers would take measures to protect their own interests after be deceived .

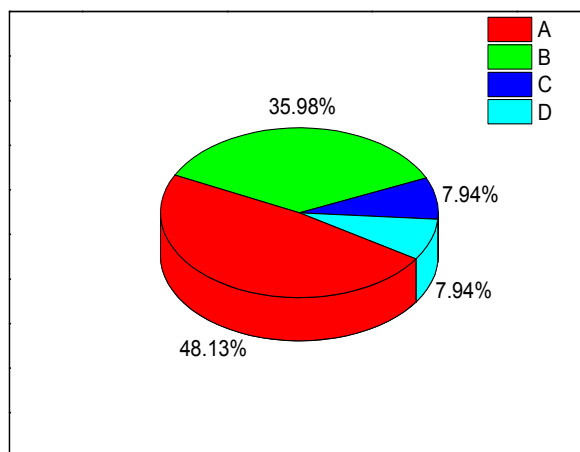


Figure 11 Public attention on the authenticity of the green product status

Green products cost more than the general merchandise, in order to earn more profits, some criminals sell many shoddy and fake products rather than green products, or publicize the ordinary products exaggeratedly, which makes green products' authenticity being questioned. In the survey, 35.98% of consumers said they would no longer believe in the so-called green products logo after having purchased fake green products once, this behavior do not just indicate they have abandoned a particular commodity, but also address that they are skeptical on the authenticity of all green products.

So, during the promotion of green consumption, the government's legal and regulatory measures (such as the punishment to offenders, the education of the consumers' awareness of the law) is necessary to protect consumers' rights and interests and promote the development of green consumption.

(7)Do you think that purchasing green products can really reduce the waste of resource and energy and promote the societies' sustainable development? ()

A It would. B It would not. C It might. D Green product is only a concept currently.

Fig.12 shows the research result about the public's understanding of green product in reducing resources and energy waste: 29.77% of consumers believed that worked; 6.51% of consumers believed that green products are not able to reduce the waste of energy resources; 42.32% of consumers were skeptical; 21.4% say that green products is only the concept. If the green product want to obtain consumers'

recognition, producers not only need to ensure the high quality and reasonable price of green products, but also need to let the consumers know much more about green products.

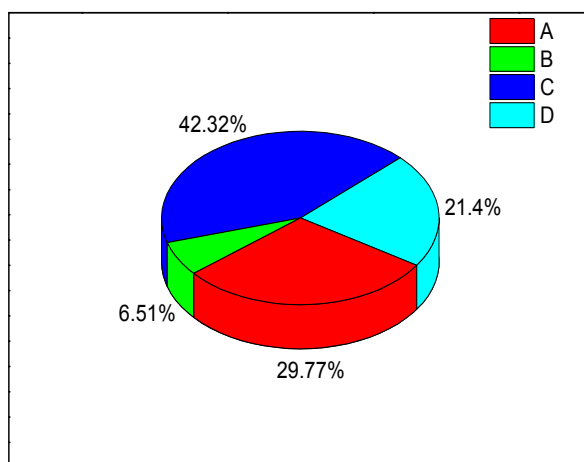


Figure 12 The public awareness on reducing waste of green products

(8) If you would like to buy green products, what extraordinary performance do you want? ()

A It can conserve resources, and reduce pollution

B It can be classified and regenerated.

C It is good for health. D It can be used for second time or several times.

E It is good for protecting the rare flora and fauna.

Fig.13 shows consumers' expectation about green product: 32.25% of consumers hoped green products can really conserve resources and reduce pollution, 10.1%of consumers wanted green products are recyclable, renewable, 35.18%of consumers wanted green products are good for our health, 18.57% of consumers wanted green products can be used repeatedly, and 3.9% of consumers hoped green products are beneficial to the protection of rare animals and plants. In a word, whether the green product will be accepted or not, not only depends on the performance but also the environmental function: helpful for reducing the use level of resources, and promoting environmental protection and sustainable development of the society

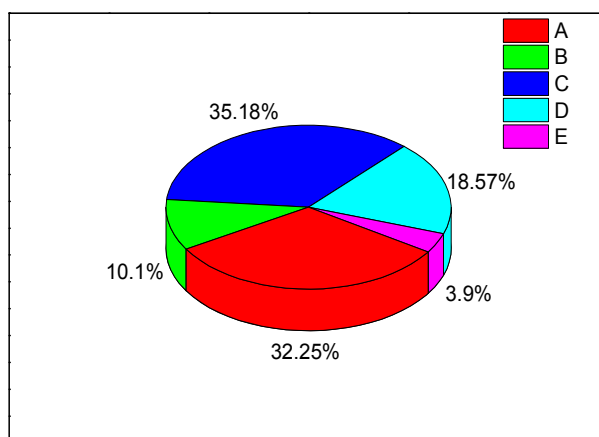


Figure 13 The public's expectations for green products

3.3 Green Consumption Status and Analysis

3.3.1 Green Food Consumption

Grocery shopping is essential for every family. We classified the locations of Grocery shopping into four categories after the visit to several districts: Vegetable vendors of neighborhood, Farmers-markets, Supermarkets and others.

(1)Where do you buy vegetables from usually? ()

A Vegetable vendors

B Farmers-markets

C Supermarkets

D Home-delivery service or others

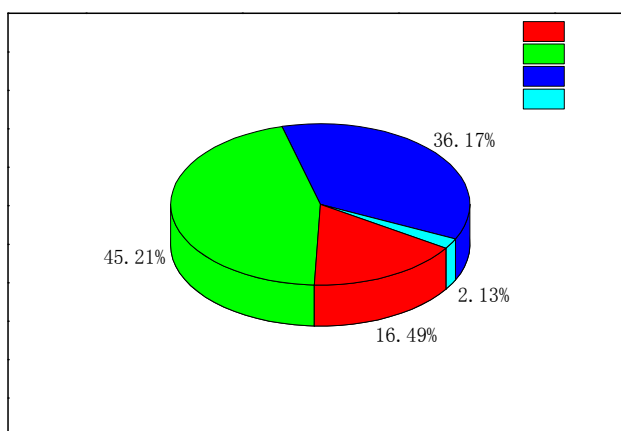


Figure 14 The purchasing channel of vegetables of the public

Fig.14 shows that 45.21% of the residents choose to go to farmers' market, followed by supermarket (36.17%) and the vendors (16.49%), while only 2.13% of residents choose home-delivery or in other ways.

Farmers' markets mainly refer to the morning market where the elderly often choose to purchase fresh vegetables in the morning. And there were a lot of people choosing the supermarket to buy vegetables at the opening and closing time, for vegetables were always low-priced at that time. The people who were busy or action-inconvenient would prefer to select the vendors. Consumers who choose other ways said that they were always in special case. In the survey, we find that, the living environment, family economic status and life philosophy all affect the way to buy vegetables.

We also investigate other factors that residents concern such as the degree of vegetables freshness, nutrition and security, the price of vegetables, the convenience of buying vegetables.

(2)What fact is the most important do you think when you buy vegetables? ()

A Freshness B Nutrition and security C Price D Convenience E Others

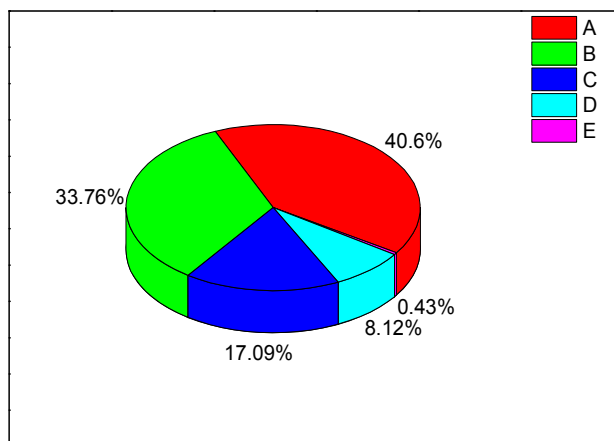


Figure 15 The focuses condition of buying vegetables

From Figure 15 we can see that 40.6% of consumers paid most attention to the freshness of the vegetables, 33.76% of consumers concerned the nutrition and safety of the vegetables, 17.09% of consumers considered the price of vegetables, 8.12% of

consumers select the convenience of the place, and 0.43% of consumers also concerned other factors.

From the data above, we draw the conclusion that the security of food is becoming increasingly subject to consumers. In order to increase the production, shorten the growth cycle, producers apply large amounts of chemical fertilizers and pesticides. The public are more worried especially recent years the frequent exposure of vegetables and fruits "poisoning" incident.

Due to these problems, a growing number of consumers have recognized the "green vegetables". To ensure that vegetable production is truly green, healthy, we need to do more, such as control the quality from the source of the production, formulate green vegetables standard, strengthen market supervision and management. For instance, keeping green vegetables and ordinary vegetables separate to facilitate consumers to purchase; Set up the moral education of the businessman, put an end to the shoddy production; Strengthen the education and publicity of the common knowledge of green vegetables, make the consumers know how to distinguish between green vegetables and ordinary vegetables through simple method.

(3) Status and analysis of public awareness of the affordability of green vegetable

Green vegetable is the general term of the pollution-free, safe, quality and nutritious vegetables, which is identified by the specialized agencies and given green food logo. They are produced according to the principle of sustainable development and the specific quality standards system in the premise of a good ecological environment. So, its price will be slightly higher than ordinary ones, and the higher the standards, the higher the price. But what's the consumers' affordability of green vegetables? We also conducted a survey on this issue.

How much is green vegetable much expensive than common vegetable you can accept?

()

A 30%

B 30%~one times

C more than one times

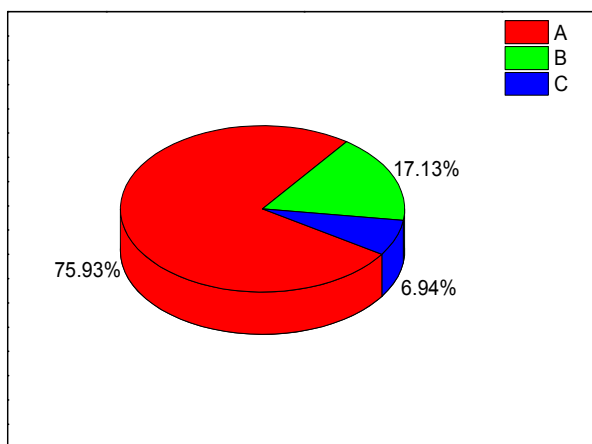


Figure 16 Public awareness of the affordability of green vegetable

Fig.16 shows that 75.93% of respondents can accept the price of green vegetable is 30% more than ordinary vegetable, only 24.07% respondents can afford the price if it's higher than 30% even 1 times above. From the data above, we can conclude that most consumers are reluctant to pay too much extra money than ordinary vegetables. Therefore, in order to increase the share of green vegetables in the market, the government need to take financial measures to let consumers accept the concept and price of green vegetables.

(4) Why do you buy green food? ()

A It is quality. B It is curious. C It is good for health. D Others.

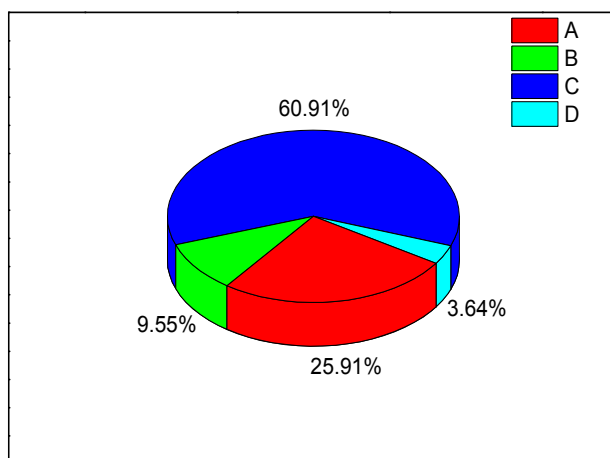


Figure 17 The reasons of selecting green food

Green food is a general term of non-pollution/ safe/ quality and nutritious food in China. It is produced in specific way, and identified by the relevant specialized agency of the country. It can use the green food logo. The survey, Fig.17, shows that 60.91% of the people bought green food for health, 25.91% of people bought it for quality assurance, a few people bought it out of curiosity or because of other reasons.

3.3.2 Green consumption appliances

(1)Public awareness of energy efficiency rating

When you buy household appliances, are you concerned about “China energy-efficiency labeling” which are marked on appliances? ()

- A Never
- B It is considered as a major factor.
- C Sometimes
- D It is considered in the premise of reasonable price.

Energy-efficiency labeling is attached to energy-consuming products or on the minimum packaging. It is a information label of the energy efficiency rating and other performance indicators. It can provide the necessary information for users and consumers’ buying decisions, and guide and help consumers select energy-efficient products.

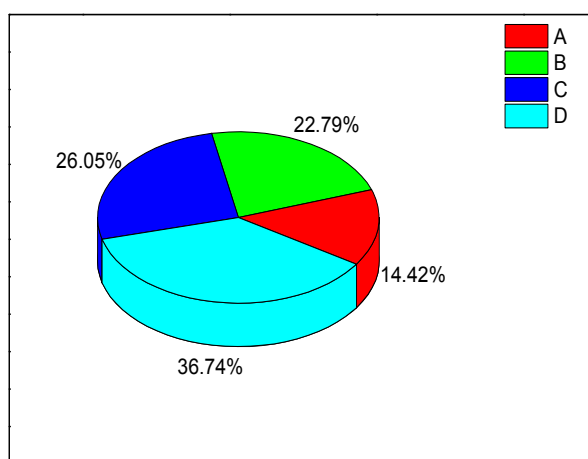


Figure 18 Attention on China's energy-efficiency labeling

Figure 18 shows that the consumers’ view on the awareness of energy-efficiency labeling is dispersed, 60% of consumers said they considered this issue sometimes or would consider if they can afford; 22.79% of consumers indicated that

energy-efficiency labeling would be the primary consideration, while 14.42% of consumers said they had never considered this issue at all.

At present more than 100 countries have the energy-efficiency labeling systems. Consumers can contrast the price of the product and the energy efficiency rating and choose the product with higher cost performance when they buy household appliances.

(2) If economic condition is good, what factor will you consider first when you buy electrical products? ()

- A The products' energy efficiency rating is one or two.
- B The products' price.
- C The products' brand.
- D The products' appearance.

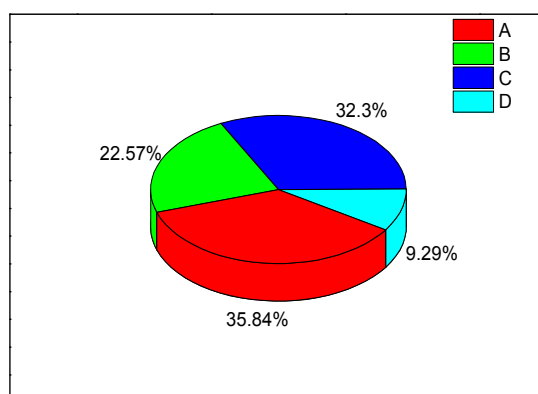


Figure 19 The important factors when buying appliances

For consumers to buy appliances, the survey on the attention of the four aspects of energy efficiency rating, product prices, the product brand and product appearance style was shown in Figure 19.

If economic condition is good, 35.84% of consumers said they would prefer to buy appliances which the energy efficiency rating was one or two, 32.3% of consumers choose according to the brand of the product, of course, they also attach importance to appliances energy efficiency issues, and tend to buy goods they trusted, only 22.57% considered the price and 9.29% considered the appearance firstly.

It can be seen that the level of consumer recognition of energy-efficient

appliances is very high. Consumers pay attention not only on the energy efficiency but also the quality of the product. Most of the consumers are linked to buy the stuff with high popularity, if the product combines both will get much higher acceptance.

(3)How much additional cost are you willing to pay for green appliances? ()

A 5% B 10% C 20% D 30% E Unknown F Unwilling

Green appliances is a product of quality assurance and energy efficient, they do not harmful to human body and surrounding environment during operation, even can be recycled and reused at the end of the life. Like green vegetables, the price will be higher, this is mainly due to the different materials and processes of the products. Because of the costs of different energy efficiency levels of appliances are different, on this issue, so we set six choices of different additional cost level for consumers.

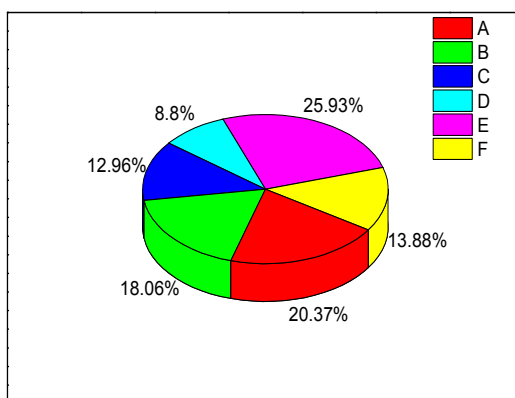


Figure20 The proportion of respondents to the different price of green appliances

On the price issue, the respondents have made a different choice according to their own family finances. Nearly half of the consumers are willing to pay more 5% or 10% of the cost for green appliances, and a small number of consumers are willing to pay more than 10% of the cost.

In China, the definition of "green appliances" is vague, and there is no unified testing and evaluation standards so far. However, the experts suggest that the domestic appliances with "green" certification have the features of resource-saving, low noise, low waste and low toxicity. Home appliances used in daily life such as washing machines, air conditioning, color TV, computers and refrigerators have some

difficulties in "green" certification process. For example, the heating barrel washing machines have the function of disinfection, but not all clothing can be high temperature, and they are power-hungry; the washing machines with the function of ozone sterilization could easily lead to the clothing faded, and ozone released by them can also pollute the environment. Air conditionings certified as "green" are energy-saving and low noise. Anion air conditionings have limited effects, and very easily lead to the indoor electrostatic pollution, which are difficult to cross the "green" threshold so far. At present, the "green" color TV refers only to low emission. There are only six color TV enterprises granted the China Environmental Labeling. If the so-called "green color TV" as well as multimedia, mirror, HD, all-digital and other products are not low emission, they are same to the general color TV on human health. "Green computer" is a speculation concept. The computer materials involve more than seven hundred kinds of chemical raw materials, of which 50% contain harmful substances. Host and monitor will emit harmful electromagnetic waves. The recycling requirements of scrap computer are still under formulation. The measured standards of "sterile refrigerator" are so far unified. "Sterile refrigerator" is not superior to the general refrigerator. Energy-saving and low noise are still two factors considered in the process of "green" certification.

Of course, the Government has also made efforts to resolve these problems, such as the appliance trade policy and the economic and subsidy policies in the purchase of energy-efficient appliances, which are in order to promote consumers to buy green appliances. Many consumers make responses to these, and the policies achieve good results. But when the government cancels these policies, consumers will hesitate whether to buy green appliances. Because they will consider whether they can afford the green appliances, and they can save cost because of its energy efficiency, Therefore, it is very important to make a reasonable price for green appliances.

3.3.3 Green transportation

(1) What is your main transportation way in daily life? ()

A On foot B By bike C By bus or take subway D Drive car

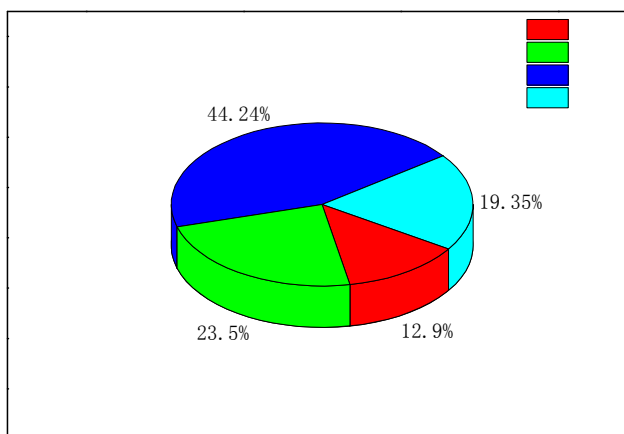


Figure21 The proportion of respondents to the different transportation ways

It can be seen from Figure 21 that 44.24% of the citizens would like to choose public transport (including bus and subway), and the proportion of the citizens who choose walking, cycling and private cars is 12.9%, 23.5%, 19.35% respectively.

With the increase of private cars, the traffic is more and more congested terrible. From the early of the 2008 Olympic Games, the policy of car tail number limit has been implemented in Beijing, which eases the traffic pressure in Beijing greatly, and makes air quality better. The policy of purchasing cars by shaking number is implemented in 2011, which slows down the growth rate of private car. The assessment of driver's license has become more and more stringent, the number of people who want to buy cars is less than before. Nowadays, Beijing is building a comprehensive public transit system which contains the bus, subway and light railway. The cheap price of public transportation attracts consumers to choose public transport to a large extent.

(2) In the case of owning private car, will you still go out by public transportation or on foot? ()

A Always B Sometimes C Never D It depends on the traffic.

Fig. 22 shows that only 7.37% of consumers said that they would not choose other ways to travel in the case of owning private car. 28.11% of consumers would often walk or take public transport. 31.8% of consumers will occasionally take

non-private car, as well as 32.72% of consumers will choose the most convenient way according to the road condition. It can be seen that consumers have understood the traffic problem in Beijing profoundly. Considering the convenience, price, environmental protection and energy saving, some consumers choose public transports as their first choice, which to some extent can ease the traffic pressure.

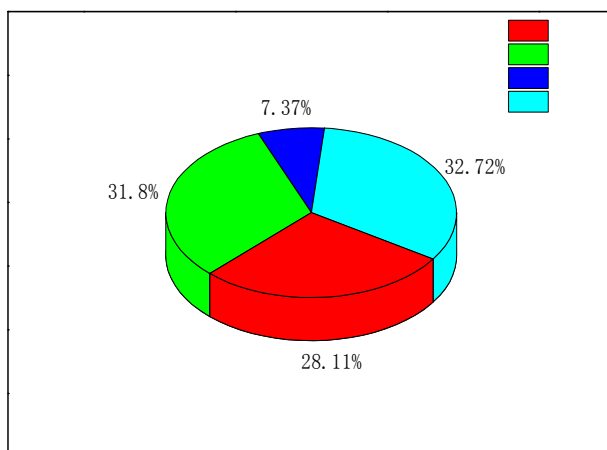


Figure22 The proportion of respondents to the different transportation ways when owning private cars

Displacement is an important parameter of a car. The cars' level is classified depending on the displacement. The mini-car's displacement is less than or equal to 1.0L; the ordinary cars' displacement is in the range of 1.0-1.6L; the mid-size cars' displacement is in the range of 1.6-2.5L; the high-class cars' displacement is in the range of 2.5-4.0L; the limousine' displacement is greater than 4.0L. Car exhaust may cause serious atmospheric pollution, and on this issue, we conducted a survey of the displacement range.

(3) If you own private car, what do you hope the displacement is? ()

- A Less than 1.0L B 1.0L~1.5L C 2.0~3.0L D More than 3.0L

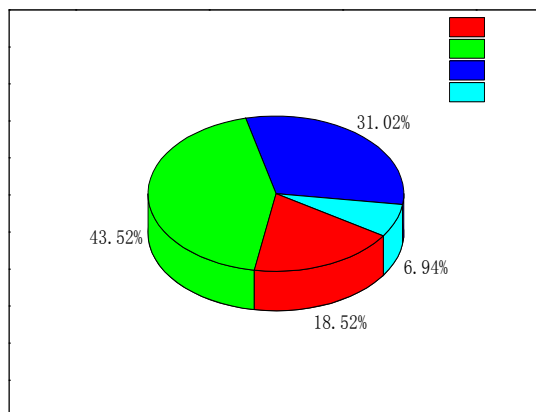


Figure 23 The displacement of private cars

Fig. 23 shows that 18.52% of the consumers choose the cars with the displacement below 1.0L, 43.52% of the consumers choose the cars with the displacement between 1.0-1.5L, 31.02% of the consumers choose the cars with the displacement between 1.5-2.0L, as well as 6.94% of consumers choose the cars with the displacement more than 3.0L.

Large displacement car is the pursuit of identity, status of consumer, but most of them mainly choose the car with the displacement between 1.0- 3.0L, which are ordinary cars and intermediate cars, and is quite appropriate.

Car green flag is the classification mark of motor vehicle emission standards issued by the nation, which can be used as the compliance certificate of motor vehicle emissions and the basis to confirm the environmental inspection cycle regularly, as well as the basis of the car to meet environmental standards. In addition, we also do a survey about consumers' recognition for the vehicle environmental mark.

(4) How do you think about the cars' environmental labels at present? ()

(The cars' environmental labels are classification marks of motor vehicle emission standards which are issued by the state.)

A Very good B Acceptable C Very bad D Careless

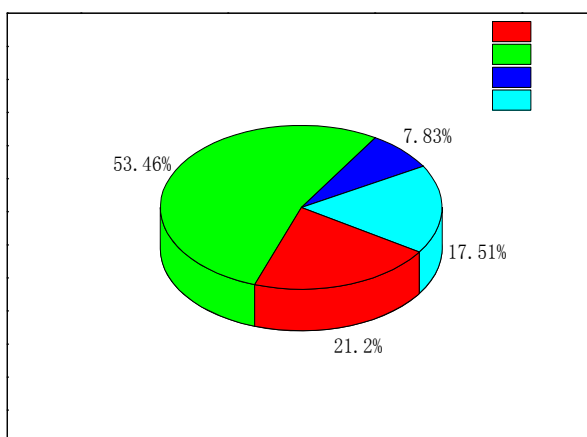


Figure 24 Respondents' recognition for the vehicle environmental mark

It can be seen from fig. 24 that 74.66% of consumers approve car green flag, and 25.36% of consumers do not recognize or care about it.

In fact, many consumers who have not bought private cars do not understand the green flag. After all, car is high-value products, which is different from green vegetables and green appliances. Therefore, in the car the green logo, but also need to increase publicity and education efforts to popularize knowledge, to enable consumers to buy a car to the purchase of environmentally friendly green cars. Therefore, we still need to increase publicity and education efforts to the car's environmental mark and diffuse relative knowledge, to enable consumers to buy environmentally friendly green cars.

3.3.4 Analysis of public environmental behaviors in daily life

(1) What do you think about free plastic bag in supermarkets? ()

A It is cheap and convenient, and could be accepted. B Using reusable shopping bags.

C Recycling old plastic bags.

D Others

Office of the State Council notified the whole country that the production, sale and use of plastic shopping bags are restricted on December 31, 2007. Since the order of "plastic limit" was promulgated, shopping malls and supermarkets have no longer provided free plastic bags. Consumers need to bring their own plastic bags or reusable shopping bags. If you need a plastic bag, you have to pay for it.

We also conducted a survey to understand consumers' response to the "plastic limit".

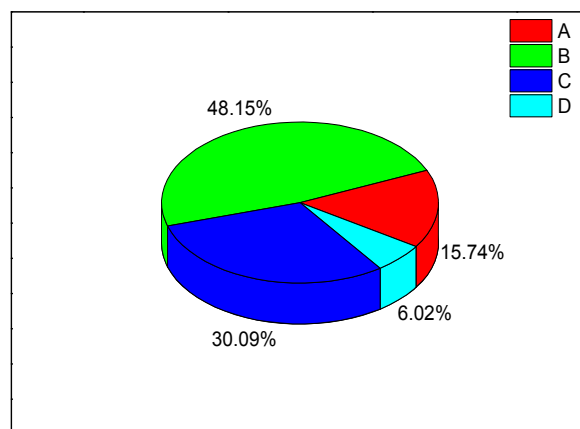


Figure 25 Consumers' response to the "plastic limit"

Fig .25 shows that 78.24% of consumers chose the reusable shopping bags or brought plastic bags on their own, and 15.74% of consumers would like to use the paid plastic bag for convenience. If you need to buy goods temporarily or have forgotten to bring shopping bags, you can choose the paid plastic bag.

It can be found that the "plastic limit" is still well executed in the shopping malls and supermarkets but not in the farmer's market. In the early time of "Plastic limit", all of vegetable sellers responded to the government's call, and no longer provided the ultra-thin plastic bags. However, it's hard to survive long. On one hand, the management of market is slack, and many sellers supply free plastic bags again to consumers; On the other hand, the sellers who supply free plastic bags will be more popular with customers.

With the increasing population in Beijing and the improving living level, the daily waste output is also a record high continuously. The waste disposal problem has become a problem. We conduct a survey of refuse classification.

(2) How do your living subdistrict carry out the waste classification? ()

A Different kinds of trash can

B Picked by special company

C Waste recycling station is equipped in the subdistrict.

D They are not classified completely.

There are different waste disposal ways. Garbage can accounts for 48.37%, garbage recycle bin and unclassified way account for about 25% separately, only 2.79% are designated company door-to-door recovery .

In the current state of the nation, there are certain difficulties in waste classification implementation. Although garbage can is set up in the subdistrict, it is difficult to make sure the residents classify the waste, besides, complete garbage classification and supporting collection and transportation system is not fully formed. Therefore, garbage classification is a systems engineering of the whole society. We should enhance residents' awareness of scientific waste classification; improve the garbage collecting and disposing system to carry out waste classification effectively; and step up enforcement and supervision.

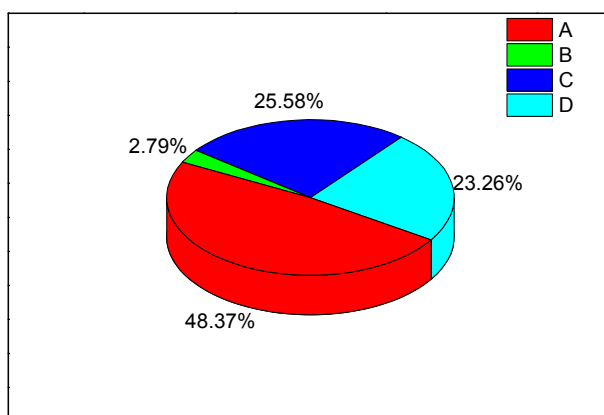


Figure26 The situation of refuse classification in living subdistrict

3.3.5 Other environmental behaviors in daily life

(1) How do you think about more and more hotels do not provide the disposable toiletries? ()

A It is difficult to accept.

B It could be acceptable.

C It does not matter.

D If the price is lower, it would be acceptable.

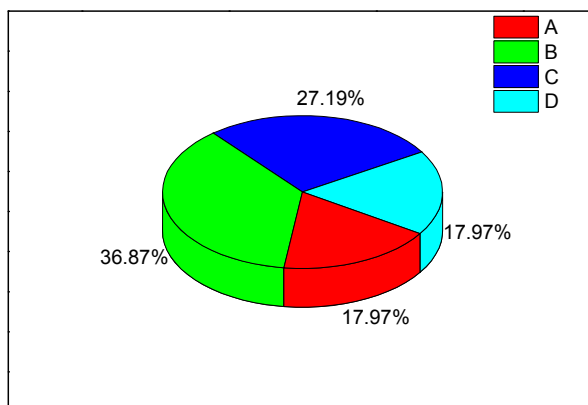


Figure27 Consumers' attitude towards non-disposable toiletries in hotel

When comes to the question that the hotel will not provide disposable toiletries , 17.97% of consumers cannot understand and accept it, 36.87% of consumers can accept it, 27.19% of consumers do not care about it, as well as 17.97% of consumers hope a corresponding price after cancelling disposable toiletries.

The production of disposable toothpaste, toothbrushes, slippers, not only waste resources, but also generate a lot of garbage. Due to the difference education background, environmental awareness and life style, there are different views about whether the hotel should provide disposable toiletries. Reducing or banning disposable hotel supplies, government can promote green consumption through publicity, as well as a number of economic and pricing policies to encourage consumers to practice green consumption

(2) How do you think about that more and more copper connecting pipes are replaced by the aluminum connecting pipes in the conditioner? ()

- A The aluminum connecting pipes are “Black heart pipes”.
- B The aluminum connecting pipe is light and cheap, and could be acceptable.
- C The aluminum connecting pipe results in greater carbon emissions which is bad for environment.
- D It does not matter.

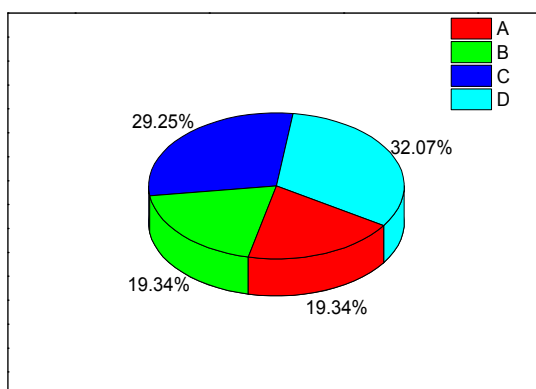


Figure28 Consumers' attitude towards copper connecting pipes replaced by the aluminum ones

Due to exiguous copper resource and its high price, a lot of air-conditioning manufacturers use aluminum connecting pipes instead of copper ones. As soon as this phenomenon is disclosed, it causes widespread concern of the whole society. Fig.28 shows that 19.34% of consumers think this is cheating and aluminum connecting pipe is a "black tube" Another 19.34% of consumers believe that copper connecting pipes can be replaced by the aluminum ones on condition of lack of copper. 29.25% of consumers worry about more pollution in the process of manufacturing aluminum tube. 32.07% of consumers do not care about this.

The technology of copper pipe replaced by aluminum one in air conditioners and refrigerators has been more and more mature, and it has been checked and approved by relevant departments. This can not only ease the pressure of rising copper prices but also reduce production cost and benefit consumers. Environmentally friendly materials would be used in the production of green goods inevitably. So consumers should be informed of its production process when selling such products to avoid unnecessary disputes and promote green consumption.

(3) How do you dry your hands after washing hands in public places? ()

A Dry naturally. B Using dryers. C Using paper. D All of is OK.

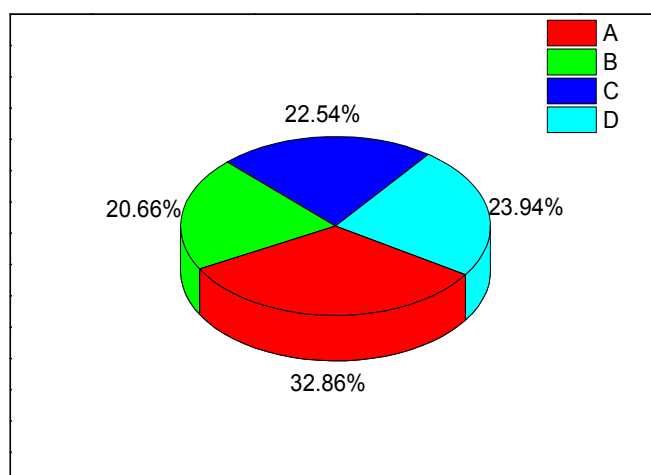


Figure29 Consumers' drying ways after washing hands

The washrooms in hotels, office buildings and other public places are usually equipped with bake phone and paper towel, and a lot of energy and paper will be consumed every day. Fig.29 shows that 32.86% of consumers are used to dry them naturally, 20.66% of consumers prefer to use the dryers, 22.54% of consumers choose to use paper towels, and 23.94% of consumers use all of three ways.

Providing bake phone and paper towel can save staff time and improve office efficiency, while providing a better health environment. But bake phone and paper towel will consume a lot of energy and paper, and increase carbon emissions, So consumers should choose one of three ways combining own situation.

(4) What green behavior do you have in daily life? ()

A Conserve water, close the faucet readily, and recycle water used to wash vegetables and rice.

B Conserve electricity, close the computer and TV when they are not used, and dial the plug after closing the electrical appliances.

C Do not litter and classify the garbage.

D Minimize the use of disposable supplies.

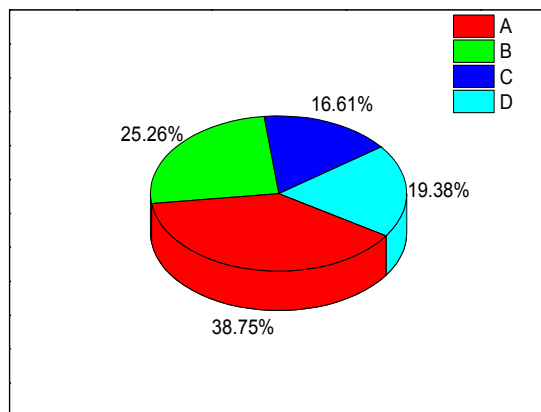


Figure30 Consumers' green behaviors

Fig.30 show that 38.75% of the public conserve water, close the faucet readily and recycle water used to wash vegetables and rice usually; 25.26% of the public conserve electricity, close the computer and TV when they are not used and dial the plug after closing the electrical appliances; 35.99% of the public do not litter and classify garbage and minimize the use of disposable supplies.

3.4 Obstacles and problems in the process of public green consumption

The environmental performance of green products is certainly better than ordinary products, but in the popularization process will encounter some problems and obstacles. There are many reasons, so we conducted survey.

3.4.1 Public problems and behaviors in the green consumption process

What is the biggest problem when you buy green products? ()

- A There is a large gap between products and their promotion.
- B The price of green products is higher than common products.
- C The species of green products are few.
- D After-sales service is poor.

Fig.31 shows that 37.79% of consumers believe green product is inconsistent

with their propaganda, which reflects the problem of exaggerated propaganda and false propaganda; 39.17% of consumers think that the price of green products is much higher than the common ones. We have mentioned this issue repeatedly and it cannot be avoided; 15.67% of consumers believe that the types of green products on the market are too simple to choose. 7.37% of consumers say that after-sales service of green products is very poor.

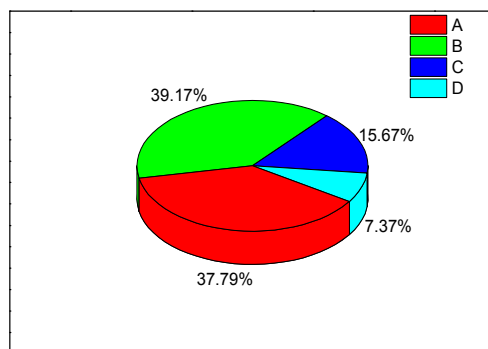


Figure31 The Problems of buying green products

Aiming at the two problems of few optional types of green product and its poor after-sales service, we draw a conclusion that the system of green product is not well established, including production, publicity, sale and after-sales service. Therefore, we should strengthen the construction of these facts continuously, to produce qualified green products and supply them to the consumers, and give excellent after-sales service. In this way, consumers are willing to trust green products and buy them.

3.4.2 The analysis of causes that public do not choose green products

Why do you not choose green products deliberately when you go shopping? ()

A Do not understand the green products.

B The information about green products is not reliable.

C It is unnecessary to choose green products.

D The price of green products is high.

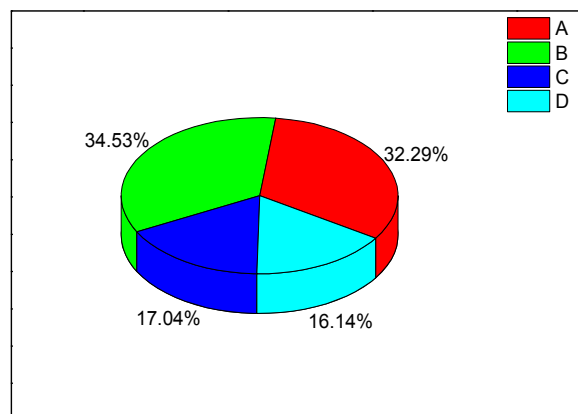


Figure32 The causes that public do not choose green products

It can be seen from Figure 32 that 32.29% of consumers do not quite understand green products, 34.53% of consumers believe that the information about green products is not reliable, and they are doubtful of the authenticity of green products; 16.14% of consumers think the price of green products is too high, 17.04% of consumers believe that there is no need to choose green products. There are many reasons why consumers do not specially choose green products, most of them hold the view that the information about green products is not reliable, they are doubtful of the authenticity of green products, to some extent, are affected by the negative news about green products.

Almost 1/3 consumers do not have a good understood about green products, we need to promote green products to make consumers understand green products, its distinctiveness, the benefits to our lives and the whole society, and the importance of buying green products; secondly, consumers should know why the price of green products is high. Although the price of green products is high, we can save using cost for its energy-saving and recyclable property.

3.4.3 The way from public seeking help for quality problems of green products

If your products or green products have quality flaw, and vendors and manufacturers do not deal with these problems, what will you do first in this case? ()

A I will exposure these problems by newspapers and media.

B I will ask for help from the Consumers' Association.

C I will ask for help from the administrative department.

D I will ask for help by the relative laws.

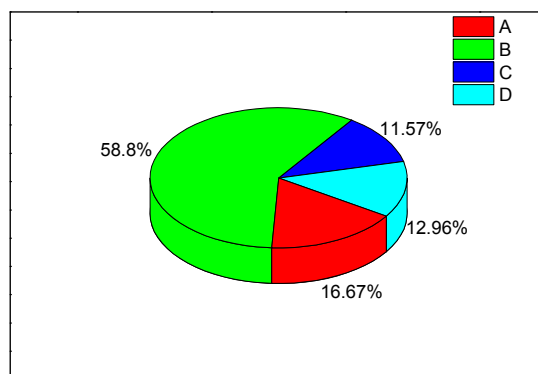


Figure33The way of public protecting their own interests

Fig. 33 shows that 58.8% of consumers would like to seek help from the Consumers' Association; 16.67% of consumers would expose bad phenomenon by media; 11.57% and 12.96 % of consumers choose to seek help from the government departments and legal means.

It can be seen that more than half of consumers would seek help from the Consumers' Association, which is inseparable with the efforts on green consumption and consumer protection made by the Consumer Associations in recent years. Meanwhile, many people choose to expose bad phenomenon on media, with the aid of media to safeguard their own interests.

3.5 Measures and ways to promote green consumption

From a consumer's perspective, we conduct a survey about measures and ways to promote green consumption in the whole society.

(1) Which aspect of the green consumption do you think should be done at first?

()

A Laws and regulations B Public awareness C Business behavior D At the same time

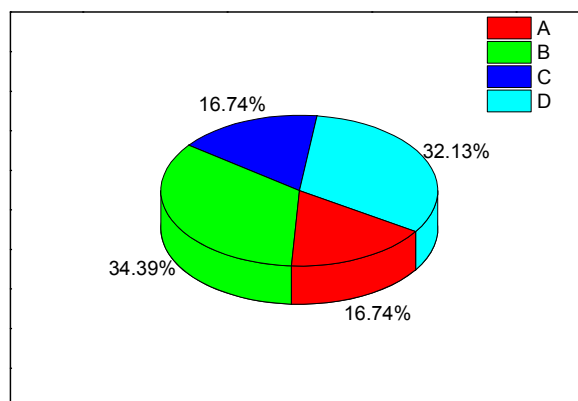


Figure34 The ways to promote green consumption

Fig. 34 shows that 16.74% of consumers believe that green consumption needs approval from laws and regulations, but they are still inadequate in our country. 34.39% of consumers believe that the promotion of green consumption depends mainly on public awareness. Because they do not take into account whether their own consumption behavior is green consumption in the first time when shopping, most of them believe that their green consumption awareness is not strong enough at present. 16.74% of consumers believe that the green consumption depends on the sellers' awareness and behavior wholly.

(2) Do you think what is the most effective method to raise residents' awareness of green consumption? () (limit two choices)

A Strengthening the media propaganda.

B Strengthening the education on the knowledge of green consumption.

C Enhance the industries' awareness of green production.

D Adjusting the composition of products in the markets.

E Establishing the sound policies and regulations.

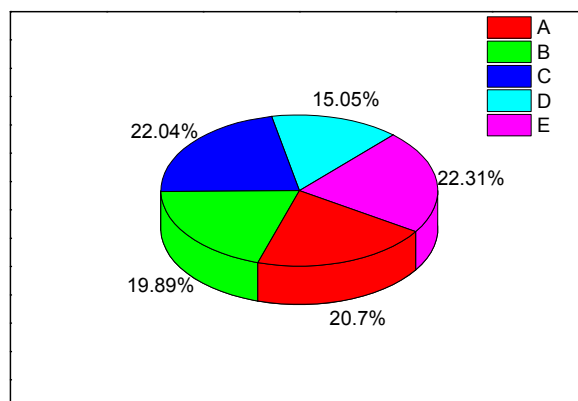


Figure35 The most effective method to raise residents' awareness of green consumption

The proportion of the methods to raise residents' awareness of green consumption is balanced in about 20% (fig.35). Educating businesses and consumers from the production and consumption of green products, regulating the market structure and establishing the relevant laws and regulations by the government, as well as the media's great publicity, are the good policies to raise residents' green consumption awareness.

(3) Which of the following ways do you choose to obtain the green consumption knowledge? () (limit two choices)

- A The relative posters
- B The products' packaging
- C The information from families/ friends and classmates
- D Books/ newspapers and magazine
- E TV/ networks and other medias

It can be seen from Fig.36, 32% learn from the TV, Internet and other medias, 18.57% of consumers get the green consumption knowledge by posters as well as product packaging, 16.29% learn from books, newspapers, magazines, etc., 14.57% learn from families, friends, classmates, etc.; 32% learn from the TV, Internet and other medias. Compared to the posters, product packaging, books, newspapers, magazines and friends, the influence of the TV, Internet and other media is much greater.

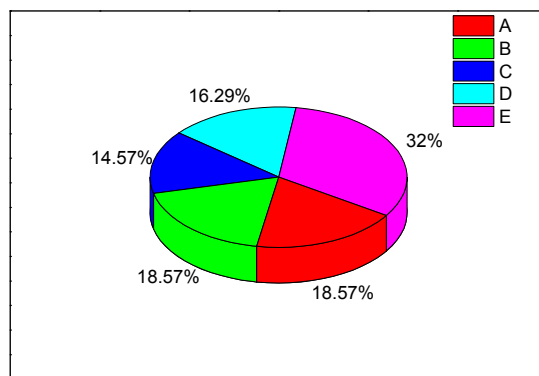


Figure36 The ways to obtain the green consumption knowledge

(4) Do your relatives and friends approve your environment behavior? ()

A Yes. B Yes, but a litter. C It is neutral. D No.

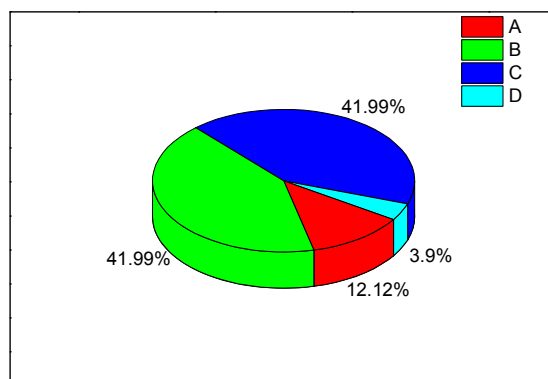


Figure37 Relatives and friends' approval on your green consumption behavior

Fig.37 shows that there are 41.99% of consumers whose friends and families approve their environmental action; the consumers whose friends and families neither oppose nor support the environmental action account for 41.99% too; there are 12.12% of consumers whose friends and relatives support their environmental action; and there are 3.9% of consumers whose environmental action cannot get the recognition of friends and relatives.

(5) Will you publicize the concept of green consumption to your e-friends through the internet? ()

A I will. B I will not. C I will do this through other ways.

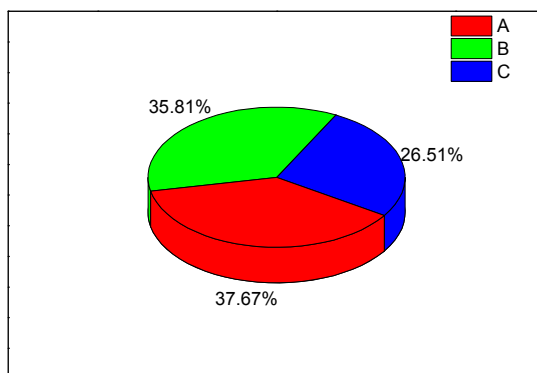


Figure38 The situation of publicizing green consumption to your e-friends through the internet

Fig.38 shows that 37.67% of consumers say they would publicize the concept of green consumption to e-friends through the Internet, 35.81% of consumers say they would not, 26.51% of consumers say they would publicize the concept of green consumption by other ways.

In order to promote green consumption and advocate green living, we should make effort to educate the consumers to make them used to green consumption; Second, strengthen the management of businesses, eliminate exaggerated and false publicity, and optimize after-sales service; Finally, establish a complete set of laws and regulations on green consumption to deal with problems and deter the crime in time.

4 Conclusions and recommendations

4.1 Conclusions

(1) Green consumption awareness of the Beijing urban residents to be further improved

From the survey we can see that about half of the consumers focus on the quality of consumption, 25.41% of consumers are concerned about the price, 10.66% of consumers care about the service attitude, and only 9.43% of consumers would think about the environmental problems. Because of this, few people are concerned about the impact of their action on the environment. They account for 49.77%, which is

nearly the half of the number of interviewee. And also nearly half of the people (48.13%) generally do not pay attention to the authenticity of the green products on the market.

However, in fact, each consumer has his own "green way". The survey results show that 38.75% of the public can conserve water, close the faucet readily and recycle water used to wash vegetables and rice usually; 25.26% of the public conserve electricity, close the computer and TV when they are not used and dial the plug after closing the electrical appliances; 35.99% of the public do not litter and classify garbage and minimize the use of disposable supplies. Some consumers may not select the Eco-power car because of his work, but when shopping they will bring their own shopping bags instead of plastic bags offered by the supermarket; some consumers may tend to buy vegetables in the farmers' market, but they would buy good quality home appliances because they think one-time investment is more affordable. Therefore, we should raise residents' awareness of green consumption in all facets, to carry out the green consumption effectively.

(2) The high price of green products affects the green consumption

The research finds that the price of green vegetables or green appliances is higher than ordinary products due to their special production processes, which influence the consumers' acceptance of green products. For green vegetables, 75.93% of consumers can accept the more 30% price of green vegetables compared to ordinary vegetables, and only 24.07% of consumers can accept the price of more than 30% or even more than doubled. For green appliances, nearly half of the consumers are willing to pay more 5% or 10% of the cost, and a small number of consumers are willing to pay more than 10% of the cost. The price of green products is much higher than the ordinary products, making consumers daunted. Therefore, in the stage of the promotion of green products and green consumption, the need from government economic subsidies and preferential policies is necessary.

(3) Relevant laws and regulations need to be established as soon as possible

In addition to the above-mentioned two problems of the low awareness of green consumption and the high price of green products, there are other problems such as

false propaganda, few kinds of green products and poor after-sales service. 37.79% of consumers believe green product is inconsistent with their propaganda, which reflects the problem of exaggerated propaganda and false propaganda. Therefore, many consumers are doubtful of the authenticity of green products. 39.17% of consumers think that the price of green products is much higher than the common ones. We have mentioned this issue repeatedly and it cannot be avoided; 15.67% of consumers believe that the types of green products on the market are too simple to choose. 7.37% of consumers say that after-sales service of green products is very poor.

One of the main causes of the above phenomenon is lack of sound laws and regulations, which makes the promotion of green products difficult. Firstly, many manufacturers do not produce green products in accordance with the standard, making green products not green; Secondly, many manufacturers exaggerate the features of the products in the sales process and make false propaganda, misleading the consumers; there is no effective after-sales service which leads the consumers to worry about green products, so it is necessary and urgent to establish the laws and regulations related to green consumption.

4.2 Suggestions

(1) Conduct green consumption awareness education in the whole society

Promote green consumption knowledge to the residents in the densely populated communities and raise their awareness of green consumption; Promote green consumption knowledge to the students in the classroom and let them even their families accept the green consumption education, which makes the students ready for green consumption in the future.

(2) Provide economic subsidies and policy support while developing green products

People can afford to the green products on the condition of high living level. However, the government needs to give a degree of economic subsidies at this stage, so that the public could afford to the green products, At the same time, the government should provide some policy support, so that consumers would fully

understand the green products' characteristics and choose green products in the future seriously.

(3) Legislate for green consumption particularly

Modern society is a consumption society, and consumers' green consumption demand is the driving force to pull the green production of enterprises. However, the green consumption publicity is not enough in our country, and the enterprises is lack of necessary green education on production and sale process, without stimulating the consumers effectively. Because of subjecting to the income level, some consumers cannot afford the increase of costs, and green products are the "castles in the air" for many people. Therefore, it is very significant to strengthen the green consumption legislation. Not only the behaviors of manufacturers and vendors but the consumption behaviors of consumers can be regulated by establishing a series of green consumption laws and regulations, to create a good green consumption environment and enable the public to develop the good green consumption habits. Meanwhile, we can solve the problems in accordance with the relevant laws and regulations for consumption disputes.

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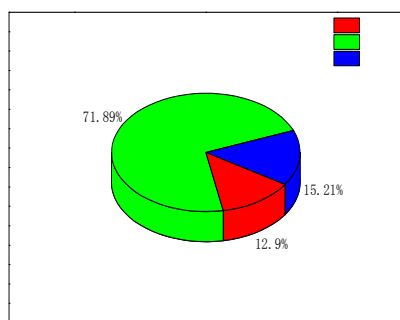
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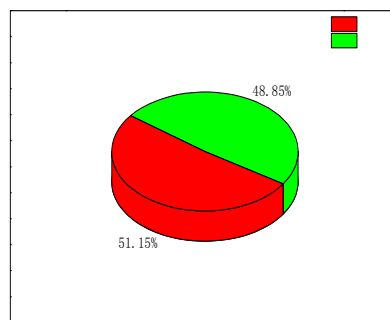
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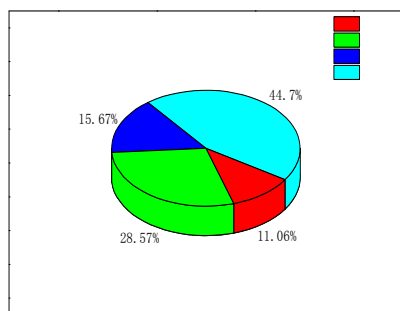
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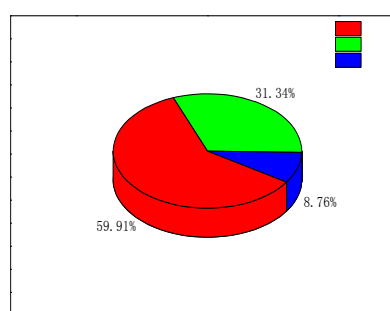
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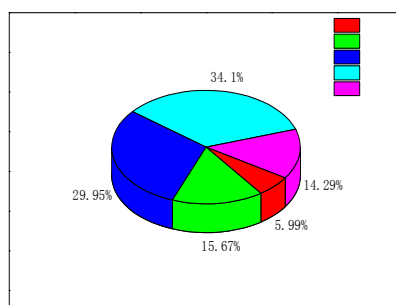
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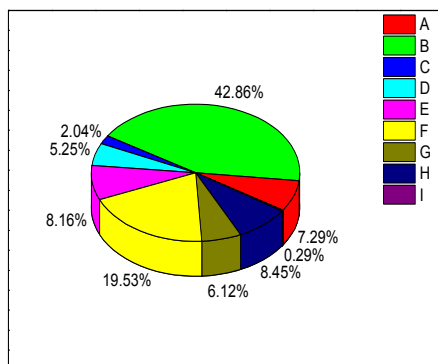
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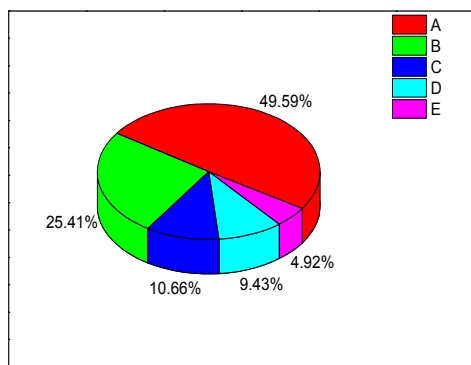


6 的

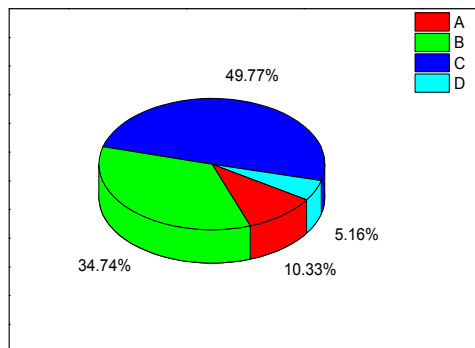
由 得出，有42.86%的 ， ，
 的 程 ， 有2.04%。 ， 的 者
 ， 的。
 有 ， ， 有 的不 ， 出 不 ，
 。 ， 的 程 本 的 ， 本 的 容
 。

(2) 的 ()

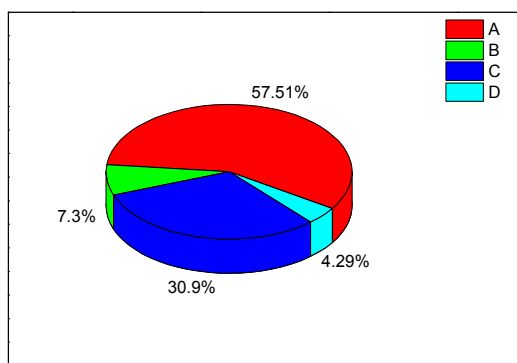
A. B. C. D. E.方



7 的
 7 表明，有49.59% 的 的 ， 25.41%的 ， 10.66%的 ， 的 有9.43%。 的 方面， 出 全 的 ， 的 到了 。 的 的 10.66%， ， 本 学 了76%， 明了 观 程 的 ， 所 ， 了 全 的 ， ， 的 程 。
 (3) 的 的 ()
 A. B. C. D. 不



8 的
 8 表明，84.51%的 者 者 的 的 ， 明 者 有 的 ， 5.16%的 者 表 程 ， 有 的 。 的 ， 有 的 。 ， 了 ， 的 。 ， ， 北京 者 315 方 了 的 ， 北京 了 的 ， 得了 的 。
 (4) 的 的 ()
 A. B. C. D.

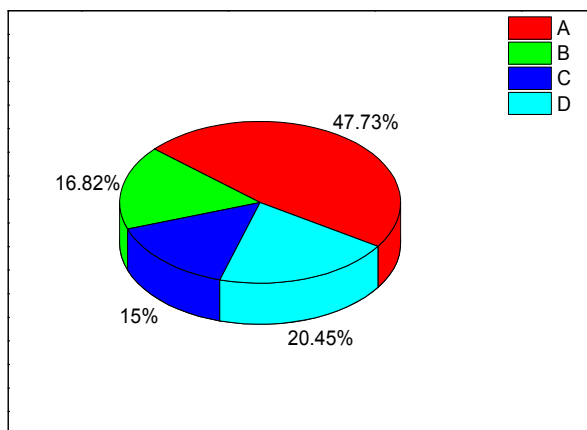


9 的 的

9 表明,有57.51%的 者 了“ ” 了 , 的 的,有30.9%的 者 了 , 表明, 的 不 , 有7.03%的 , 的 , 不 的 。

(5) 方 ()

A. B. C. D.



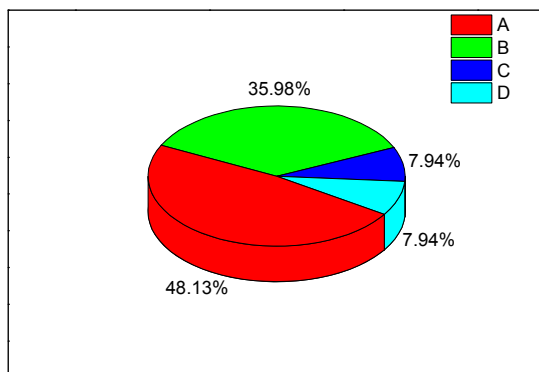
10 的 方

10 表明,47.73%的 , 20.45%的 , 16.82%的 。 , 的 , 不 了 的 。 , 内 , , 容 的 , 。 , 的 程 , , 。

(6) 的 ()

A. 不

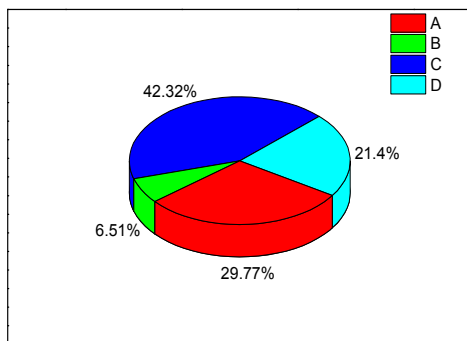
- B. , 有
- C. , 有 有
- D. , 有 的权



11

的 表明 (11), 48.13%的 者
 不 的 , 有 15.88%的 者
 的权 。
 由 的 , 所有 不 了 的 ,
 作 , 的 到 , 者。有
 , 得 的 得到了 。有 35.98%的 者表
 不 所 的 , ,
 不 , 所有 的 持有了 。
 , 的 , 的 ,
 者的合 权 , 者 的 者的 ,
 , 的 的 。
 (7) 的 , 持 ()
 A. B.不 C. D.

方面 的 12。 表明 有
 29.77%的 者 , 作 , 6.51%
 的 者 不 的 者 持 , 42.32%
 21.4%表 。 ,
 得到 者的 , 不 , 者的 。



12 方面的

(8) ， 方面有不 的表 ()

A. ， B. ， C.有

D. E.有 的

的 程 13。 表明 32.25%的 者

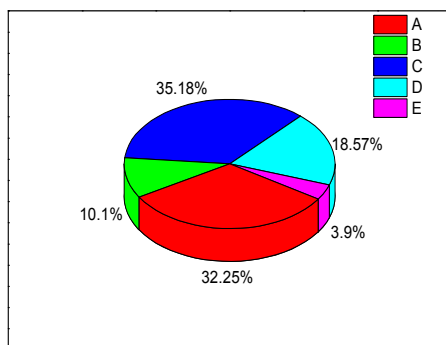
的 ， 10.1%的 者 的

， 35.18%的 者 有 的 ， 18.57%的 者

， 3.9%的 者表 有 的 。

， 者所 ， 的 ， 的 有

的 有 持 。



13 的

3.3 北京

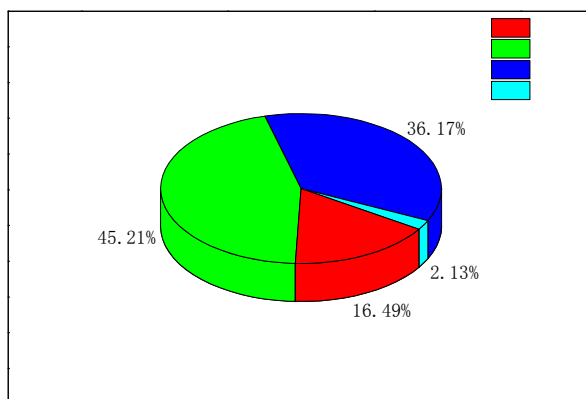
3.3.1

了 ，

。

(1) 的 ()

A. B. C. D.



14

14, 得出, 45.21%的, (36.17%) (16.49%), 有 2.13%的 了 的方。

, , 的

。 有 有 的, 的 有

, 者。

有 者,

者 不 方 的, 不 的 者

方, 的。 了

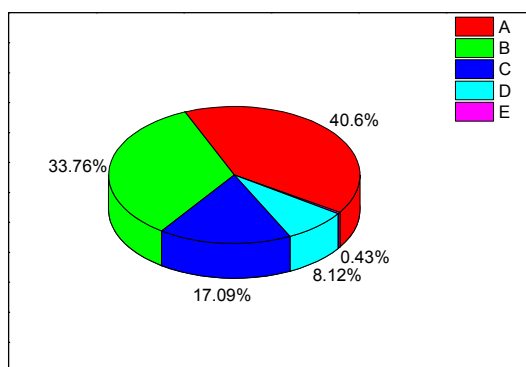
, 者 方 到 的

。

点, 的 全

方 方面 了。

- (2) 的 ()
- A. B. 全 C. D. E.



15 点

由 15 出, 40.6%的 者 的 程, 33.76%的 者

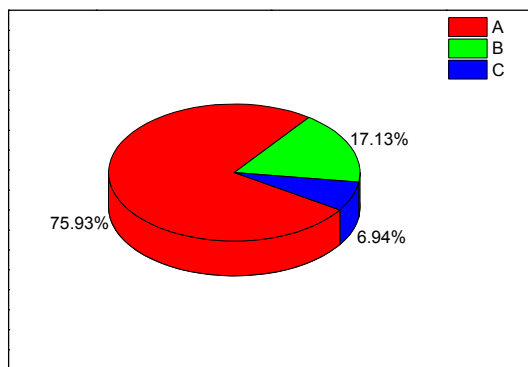
的 全, 17.09%的 者 的, 8.12%的 者

，有 0.43% 的者有方面的。者到的本的全。由，者到的。由，者的，全。的者所。全工作。的，的，者到的，了的全。的方。者到的，的全。

(3) 的持的，的，的的。由的的，工程不，所的，的者。的

()

A. 30% B. 30% 1 C. 1

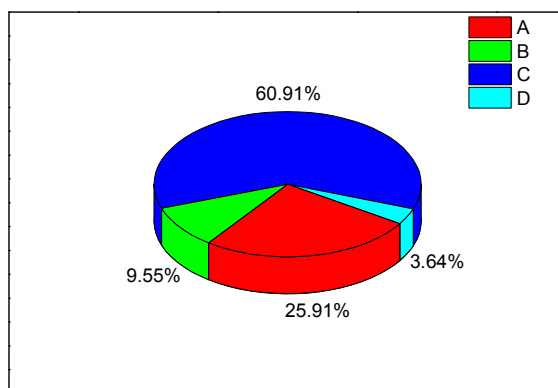


16

有 75.93% 的者出的 30%，30% 1 的者 24.07%。出，者出的，不，方面，有权的支持，得者，的出的，的。

(4) 的 : ()

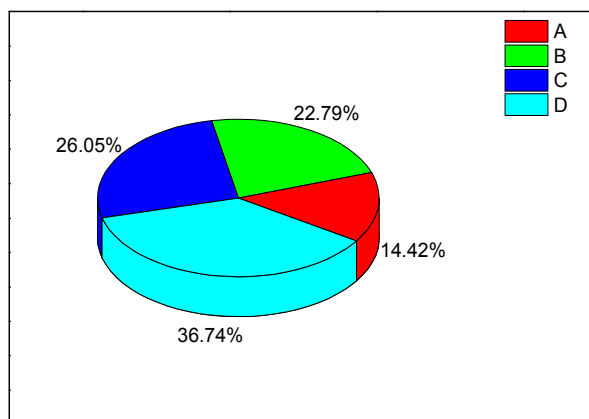
A. 有 B. C. 有 D.



17 的 有 的全 的 方
 , 有 的 , 的 全
 的 。
 17 表明, 60.91%的 有 的, 25.91%
 的 有 的, 有 出 的, 有
 。

3.3.2

(1) 的
 , 的 ()
 A. 不 B.作 的 C.有 D. 的
 的 , , 表
 的 , 的 者的 的
 , 者 。

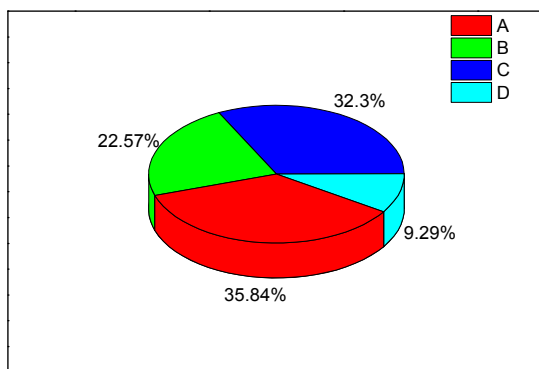


18 的 者 程 的 ， 出，
 的 ， 有 30% 的 者有
 ， 者 的 ， 22.79%的 者表 ，
 的 14.42%的 者不 。

全 有 100 了 的 ，
 的 ， 的 。

(2) 的 ， ()

A. 1 2的 B. 的 C. 的 D. 的 观



19 的 的 观 方面
 者 ， 的 观 方面
 的 的 19。

的 ， 35.84%的 者表 1 者 2
 的 ， 有 32.3%的 者 了 的 ， 观 的
 到了 22.57% 9.29%。

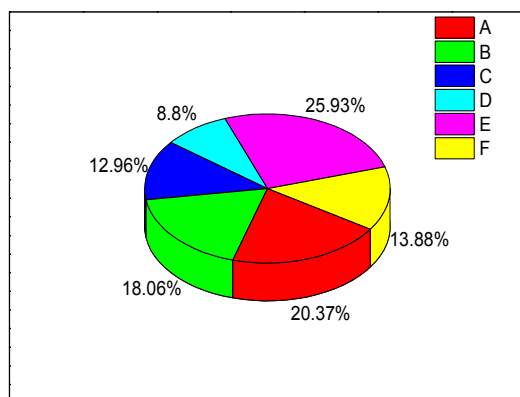
出， 者 的 程 ， ， 者 了
 ， 者 的 ，
 者 的 ， 者的 程 。

(3) 出 ()

A.5% B.10% C.20% D.30% E.不 F.不
 合 的 ， 程 不
 ， 的 。

的 ， 由 工 的不 ， 得 本 。

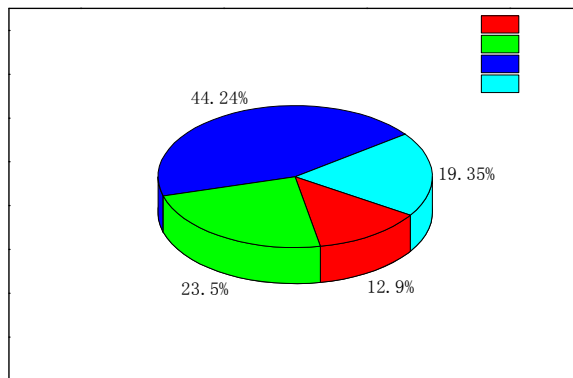
不 的 的本 有 ， 所 了 5% 10% 20%
 30% 不 不 者 。



20 者 不 的
 ， 者 的 出了不 的 ， 的 者
 支 5% 10%的 ， 有 者 支 的 。
 ， “ ”的 ， 有 的 。不
 ， 得“ ” 的 ，
 全 。 的 的 程
 到了 。 ， 的 有 ， 所有
 ， 有 的 ， 的 。
 的 声 ， 负 有 ， 内 ，
 “ ” 。 的 ， 的
 6 。所 的“ ” 面 全 ， 不到 ，
 的 有 。“ ” 作 ，
 700 学 ， 50% 有 ， 出有
 的 ， 的 。“ ”的 ，
 出 的 ， “ ” 声 。
 ， ， 出了 ， 的 ，
 的 ， 了 者 。 者 出了 ，
 得了 的 。 了 ， 者 ，
 ， 的 ， 所
 合 的 。

3.3.3 出

- (1) 的 出 方 ()
 A. B. C. 工 () D.

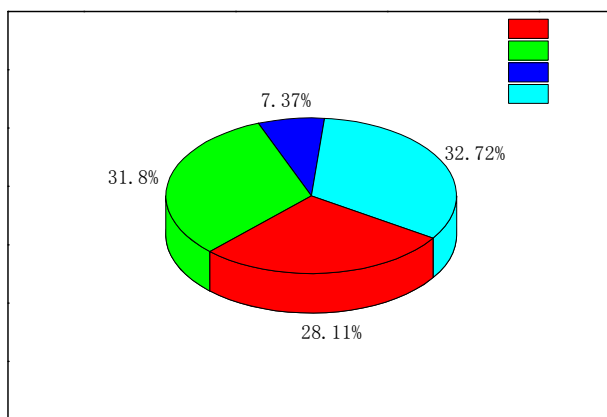


21 出方

由 21 出, 44.24%的 者 出 工 (), 的 , 12.9% 23.5% 19.35%。 , 的 , 面 得不容 观, 。 , 2008 , 北京 了 的 , 的 了北京 的 。 2011 , 北京 出了 的 , 了 有的 。 的 得 , 得 的 了。 , 北京 了 的 , 。 , 北京 的 工 的 程 者 工 出 。

(2) 不 有 的 方 出 ()

- A. B. C. 不 D.



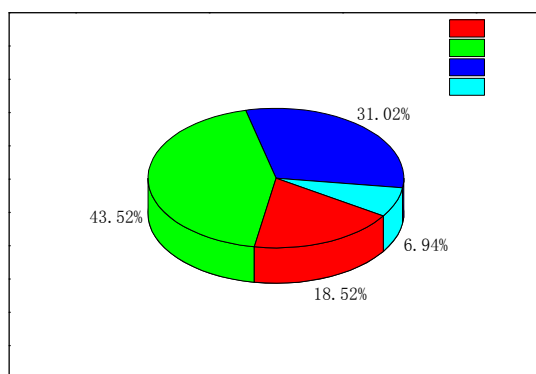
22 有 的出方

22 表明, 有 7.37%的 者表 有 的 不 出方 , 有 28.11%的 者 者 的方 出 , 31.8%的 者 的方 出 , 有 32.72%的 者 方 的出方 。 , 者 北京 , 出方 的,

出，程的。
 的。
 的。的1.0L的1.0—1.6L内的
 1.6—2.5L内的2.5—4.0L内的4.0L。
 的点，，的
 了。

(3) 有，的()

- A.1.0L B.1.0-1.5L C.2.0-3.0L D.3.0L



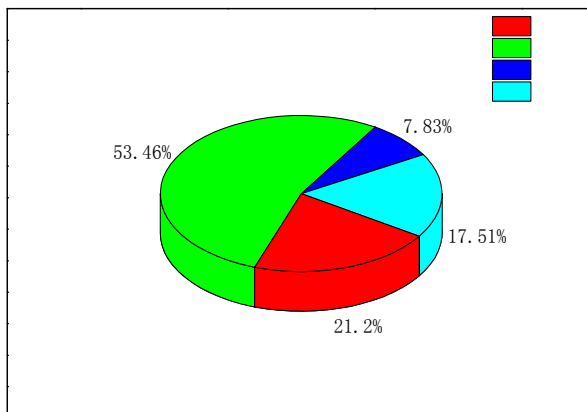
23

由 23 出, 18.52%的者了 1.0L 的, 43.52%的
 者了 1.0-1.5L 的, 31.02%的者了 2.0-3.0L 的,
 有 6.94%的者了 3.0L 的。 ,
 的者的。 , 者的 1.0-3.0L,
 的。

的 的 , 作
 的 , 作 的 , 作有 到
 的。 者的 的程了。

(4) 的()

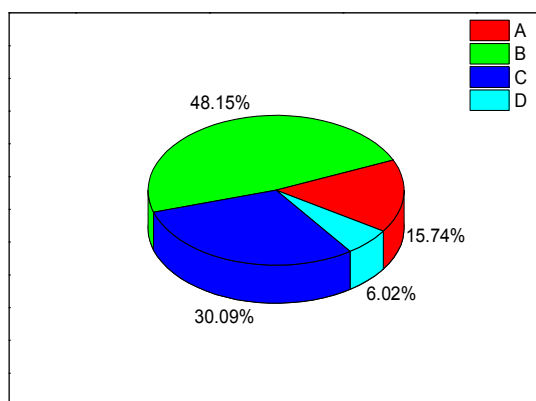
- A. B. C. 不 D.不



由 24 的 出, 74.66% 的 者 () 的, 25.36% 的 者表 不 者不 。 , 有 的 者表 不了 , , 不 , 不 有的。 的 , , 者 。

3.3.4

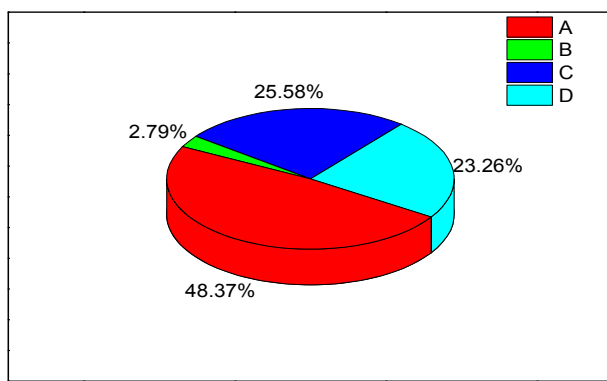
(1) 全 , 的 ()
 A. , , 方 B.
 C. , 的 D.
 院 2007 12 31 了 的
 。 “ ”的 , 不 的 , 者
 者 , 支 的 。
 者 全 的 了 。



25 表明,78.24% 的 者 了 者 ,有15.74% 的 者表 有的 , 出方 , 者 , 的 。 “ ” , 。“ ” , 的 的 ,不 , 有 持 。 方面 , 的 方面,由 , 的 的 。 者所 的 工作 了 。

(2) 所 的 工作 ()

- A. B. C. 内 有 D. 全不

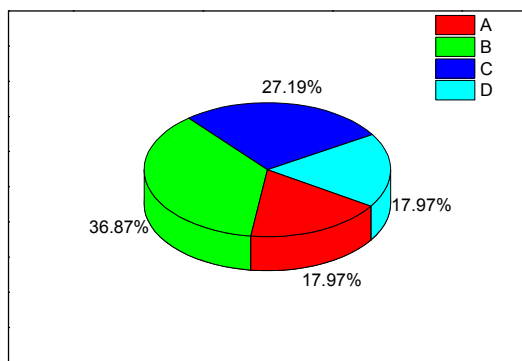


26 所 工作 的方不 , 了 的 到了 48.37%, 的 25.58%, 全不 的 23.26%, 有 2.79% 。 的 , 。 了 , 不 , , 的 有 全 。 , 全 的 工程, , 到 学 , , “ ”, 程的 。

3.3.5

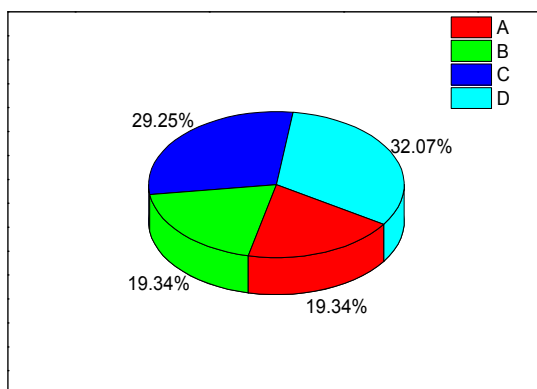
(1) 的 不 的 ()

- A. B. C. 所 D.有 的



27 不 的
 不 ，有17.97%的 者不 ，36.87%的
 ，27.19% 表 不 ，有17.97%的 者 不
 有 的 。 ， 者 不 。
 的 ，不 ， 的
 。由 者 的 ，
 不 的 。 的 ，
 者 。

- (2) 的 代 的 ()
- A. B. ，
 C. 的 ，不 D. 所

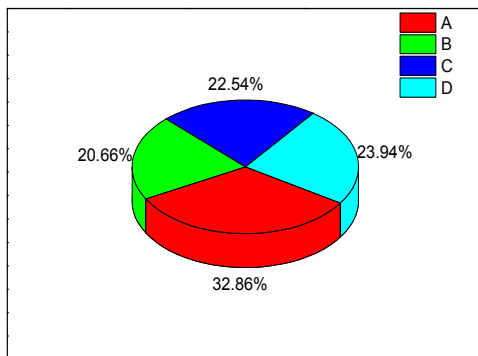


28 代 的
 由 的 ，不 代 作 。
 。
 28 表明，19.34%的 者 ， 19.34%
 的 者 ， 张的 ，出 代 ，29.25%的
 者 程 的 不 ， 32.07%的 表 不

。

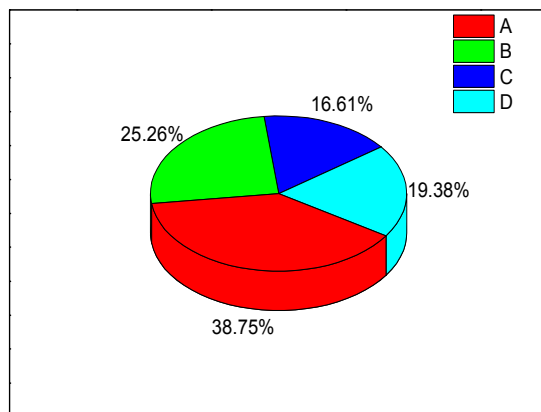
代 的 本 者。 ， 不 到 的 代 ， ， 者 ， 不 的 ， 的 。

- (3) 所, 的 ()
- A. B. C. D.均



29 所 的 的 的 有 ， 的 张。 所 的 方 了 。 29 表明,, 32.86%的 者 , 20.66% , 22.54% , 23.94% 表 方 。 了 工 , 的 , , 的 张, 的 。 , 的 者 , 合 点, 的 方 。

- (4) 的 有 ()
- A. , ,
- B. , 不 , ,
- C. , 不
- D. 的



30

30 表明, 38.75%的 到 , , 25.26%的 到 , 不 , 有 35.99%的 , 不 , 。

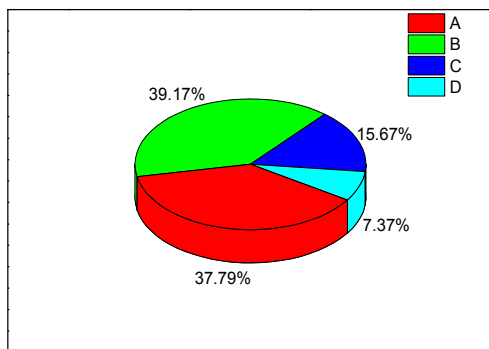
3.4 北京 程 的

的 , 程 到 , 有 , 了 。

3.4.1 程 的

到的 ()

A. 的 B. C. D. 31 出, 37.79%的 者 不 , , 39.17% 的 者 的 , 到, 的 , 15.67%的 者 面 的 的 有 7.37%的 者 的 。



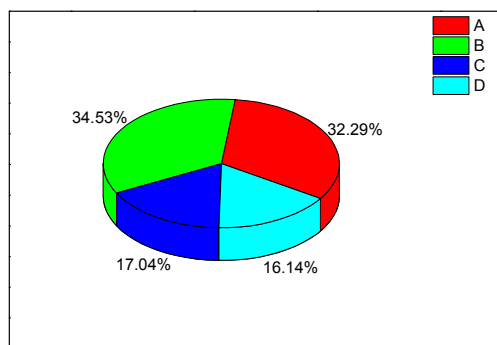
31 的

者 出 的 ， 的
 不 全， 到 ， 到 ， 有 的 ， 所
 不 方 面 的 建 ， 出 合 的 者，
 到 的 ， 者 ， 。

3.4.2 有 的

有 的 ()

- A. 不 了 B. 不
- C. 有 D.



32 有 的

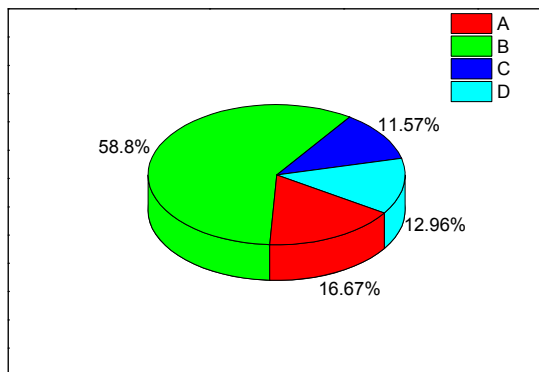
32 出，32.29%的 者 不 了 34.53%的 者
 的 不 ， 的 16.14%的 者 的 有
 17.04%的 者 有 。 ， 者 有 的
 ， 者 的 不 ， 的 ，
 出 的 的 负面 负面 有 。 1/3 的 者 不 了 ，
 ， 者 到 的
 的 ， 到 的
 。 者 的 ， 的 工 的 不 的

， 了 ， 由 有 的 ， 本。

3.4.3 出 ， 的方

所 的 / 出 ， 不 ， ()

- A. 刊
- B. 者
- C.
- D.



33 的方

33 表明，有 58.8%的 者 了 者 ， 16.67%的 者 刊 ， 有 11.57% 12.96%的 者 。

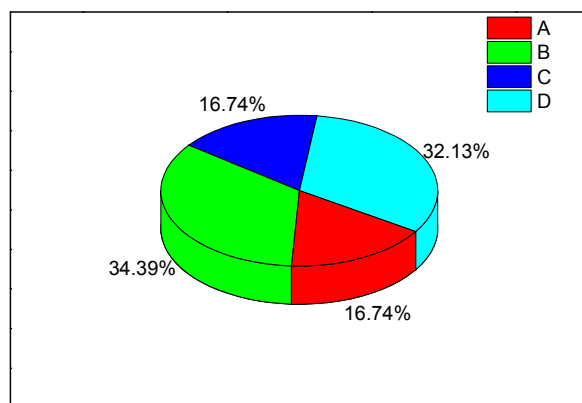
， 者 者权 方面 出的 不 。 ， 者 的 的 权 。

3.5 的

者的 ， 全 的 。

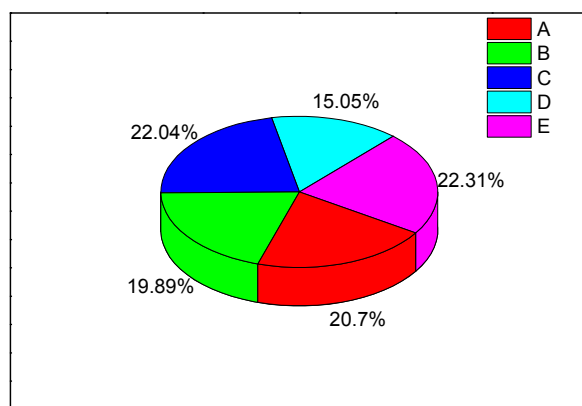
(1) 方面 ()

- A.
- B.
- C.
- D.



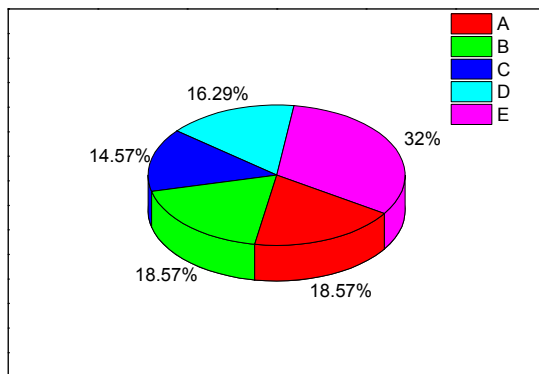
34 表明，有 16.74% 的 者 的 方面 不 全，
 ， 34.39% 的 者 ，
 者 的 不 ， 有 到 的
 16.74% 的 者 ， 所
 不到 。

- (2) 有 的方 () (2)
- A. B. 的 C.
 D. E. 建 全 的

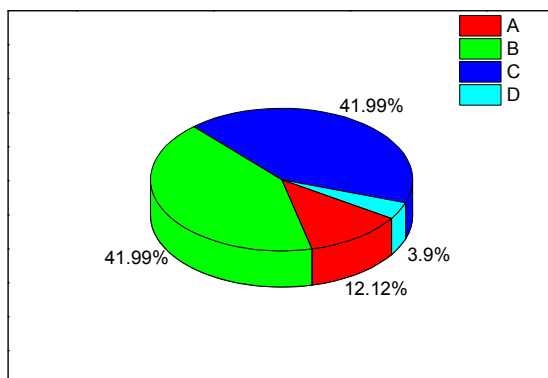


35 有 的方
 35 表明， 所 的 方 所 均 ， 均 20%
 。 者 方面 的 ，
 建 的 ， 的 ， 的 。

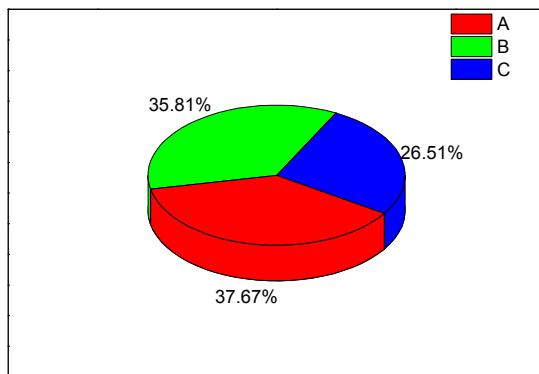
- (3) 方 () (2)
- A. 海 B. C. 学 得
 D. 刊 E.



36 的
 36 出, 32%的 者 , 18.57%的
 海 , 刊 方
 学 得 的 16.29% 14.57%。 , 海 刊
 得 , 的 方 。
 (4) 的 得到 的 ()
 A. B. C.不 不支持 D.不



37 的支持
 37 表明, 的 不 不支持的 41.99%,
 有12.12%的 支持 , 有3.9%的 的 得不到 的 。
 (5) 的 ()
 A. B.不 C.



38 的
 38 表明, 37.67%的 表 , 35.81%的
 表 不 , 26.51%的 表 方
 。
 , 了 , 者的 ,
 者的 , 的 ,
 建 有 的 的 , 出 ,
 有 的不 。

4 建

4.1

(1) 北京 的 有
 的 的 , 的 的 ,
 25.41%的 , 10.66%的 , 的 有 9.43%。 有
 到 的 的 , 49.77%, 了所有 的
 的 。 有 的 (48.13%) 不 的 。
 , 者 有 的“ 方 ”, 38.75%的 到 ,
 , 25.26%的 到 , 不
 , 有 35.99%的
 , 不 , 。有的 者 了工作 不
 的 , 的 不 的 有的
 者 , 的 的 。所
 , 有全方 的 , 有 。
 (2) , 到 的 程
 , 不 , 由 工 程不

，所 ， 者 的 程 有所 。
 ， 75.93%的 的 30%， 出
 30% 1 的 到了 24.07%。 ， 的 者
 支 5% 10%的 ， 有 者 支 的 。 的
 的 ， 得 者 ， 的 ，
 的 。

(3) 全
 了 面 的 者 的 不 的 方面 的 ，
 有 不 ， 。 37.79%的 者
 不 ， ， 了
 ， 了 者 的 39.17%的 者 的
 ， 到了， 的 ，
 15.67%的 者 面 的 的 有 7.37%的 者
 的 。

的 的不 全， 得 的 到了
 。 有 ， 得 ，
 的不 全 程 ， 者 了
 的不 全 出 有 的 ， 出 。
 得 者 了 ， 所 全 的
 。

4.2 建

(1) 全
 的 ， ， 的
 的 到学 的 ， 者的学 有 的
 ， 学 到 的 ， ， 学
 到 者的 的 ， 了 的 。

(2) 的 支持
 有 的 了， 有 。 ， 的
 ， 有 的 。 ， 的 支持， 得
 的 程 到 的 点，
 的 。

(3)
 代 的 ， 者的 的 。 ，
 不 ， 的 ， 有

者有 的 ， 的 ， ，
者 由 的 本 ， 的“
”。 ， 有 的 。建 有 的
， 的 ， 者的 ， 者 的
， 的 。 ， 出 ，
的 。