

Summary

Six Segments in China's Generation Z: Value-based Segments and Climate Narratives is a sub-report derived from *Engaging China's Generation Z: A Research on Life Values and Climate Communication*.

In analyzing the profiles of segments within Chinese Generation Z, *Engaging China's Generation Z* focused on life values as the underlying climate perception for audience insights and climate narrative strategies. Through clustering analysis of data from 3,552 questionnaires, the six segments of Generation Z individuals were identified: Backbone Traditionalists, Disengaged Individualists, Passionate Strivers, Easygoing Leisurists, Moderate Pragmatists, and Philosophical Observers. This classification aligns with segment analysis results for the overall Chinese public released by our project team in early 2023. Hence, we continued using these six segments to explore the Generation Z population.

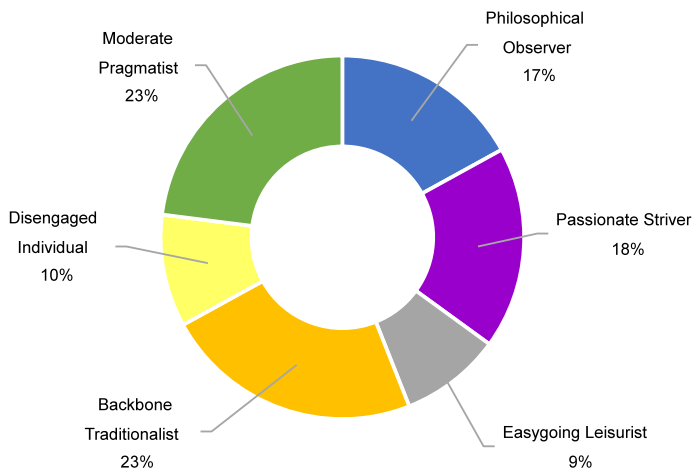


Figure 1 The Six Segments of China's Generation Z

In addition to questionnaire surveys, we conducted focus groups and narrative message testings with the six segments. Significant differences emerged among these segments in climate cognition and action, narrative preferences, and media usage habits. Based on these findings, we proposed differentiated communication strategies tailored to each segment.

To assist the climate communication stakeholders in accurately understanding the profiles of different segments and formulating targeted communication strategies, this report focuses on the six segments in China, aiming to:

- Offering detailed descriptions of life values, climate characteristics, demographic features, narrative preferences, and media preferences among different segments for deeper insights.
- Establishing climate communication objectives based on audience differences and generate corresponding climate narrative recommendations. These aim to facilitate effective communication actions, enhance Generation Z's climate challenge awareness, and pave the way for impactful youth climate action.

Methodology

·Public Survey

- Target Audience: Chinese Generation Z public (aged 18 and above)
- Sample Size: 3,552 respondents; the survey questionnaire was designed by the research team and distributed by the Shanghai Zero



Point Index Information.

- Scope of the Survey: The survey covered mega-cities, provincial capitals, municipalities, other prefecture-level cities, county-level cities or counties, and rural areas, encompassing the entire nation.

·Focus Groups

- Interviewees: Recruited by the research team
- Sample Size: 53 interviewees
- Format: Includes six segments of the public, with members from each segment participating in two sessions, totaling 12 online/offline focus groups.

·Narrative Workshops

- Test Subjects: Participants from the focus groups
- Sample Size: 53 participants
- Testing Method: Using 11 narrative themes, the testing involved analyzing keywords and phrases marked as liked/disliked to generate narrative recommendations.

·Expert Salons and Stakeholder Interviews

- Participants: Experts and scholars in the dual-carbon and climate communication fields, as well as seasoned practitioners in climate communication
- Format: Conducted multiple salons and in-depth interviews both online and offline