

空气污染治理的公众偏好及政策评价^{*}

—以西安市雾霾治理为例

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提 要: 作为公共物品, 空气资源的污染治理更多地依赖于政策的规制与引导。将公众对空气污染治理的偏好纳入相关决策之中, 有助于增强政策的执行效果与公众支持。文中基于选择实验调查数据, 运用多项 Logit 和随机参数 Logit 模型测算公众对空气污染治理的偏好, 并对现有政策与公众偏好进行一致性评价。结果表明: 1) 在样本数据中公众显著支持空气污染治理, 任何程度的空气污染治理均能显著改善公众福利, 公众在经济增长与空气治理之间更偏好空气治理; 2) 同时, 公众对于空气污染治理的偏好具有显著异质性; 3) 依据公众偏好意愿, 在空气污染治理方面, 现有的《陕西“十三五”环保规划》比《中国“十三五”规划纲要》更符合西安市公众偏好。上述结果表明: 陕西省在国家政策的基础上进行的“本地化”尝试, 使之更符合公众偏好, 具有重要借鉴意义。此外, 今后生态环境治理政策的制定需要更多地纳入公众偏好, 以弥补政策制定者与公众间的信息不对称, 从而提升政策效果及公众满意度。

关键词: 公众偏好; 政策评价; 空气污染治理; 选择实验; 生态环境治理

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Public preferences and policy evaluation of air pollution control: Taking the haze governance in Xi'an as an example

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Abstract: As the air resource is a public property, it makes air pollution control more dependent on policy guidance and regulation. It is helpful to enhance the policy implementation and public support by incorporating the public preferences to air pollution control into related governance policies. Based on the choice experiments, we quantified the public preferences to air pollution control with the help of multinomial logit model and random parameter logit model, and made a consistent evaluation on the existing air pollution control policies with public preferences. The results show that: (1) Public preferred air pollution control, and their welfare could be significantly improved by any air pollution control; it indicated that the public was more preferred air pollution control than economic growth. (2) The public preferences to air pollution control were significantly heterogeneous. (3) For air pollution control, "Shaanxi's 13th Five-Year of Environmental Plan was more suitable for the Xi'an's public preferences than the "Outline of China 13th Five-Year Plan". The results show that an attempt of localizing on the basis of national policies that has been made in Shaanxi Province is more in line with the public preferences, and that has important reference significance to other places. In addition, the formulation of ecological environment management policies in the future needs to incorporate more public preferences in order to compensate for the information asymmetry between policy makers and the public, so as to enhance the policy effect and public satisfaction.

Key words: public preferences; policy evaluation; air pollution control; choice experiment; ecological environment management