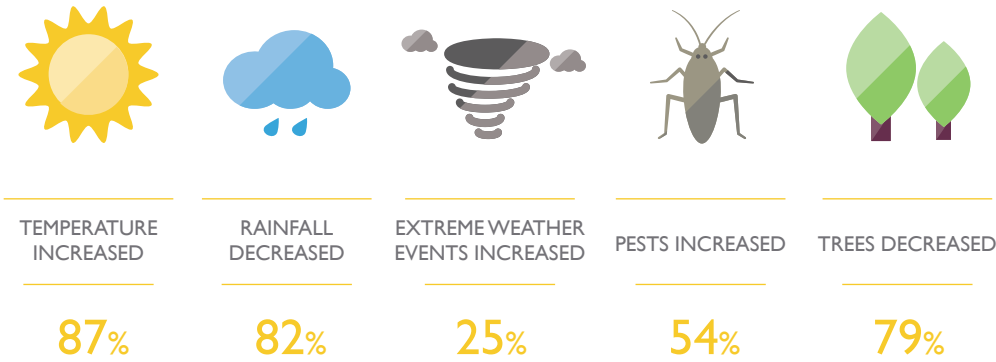
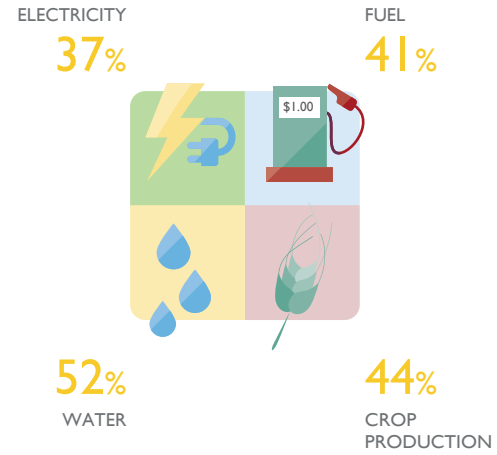


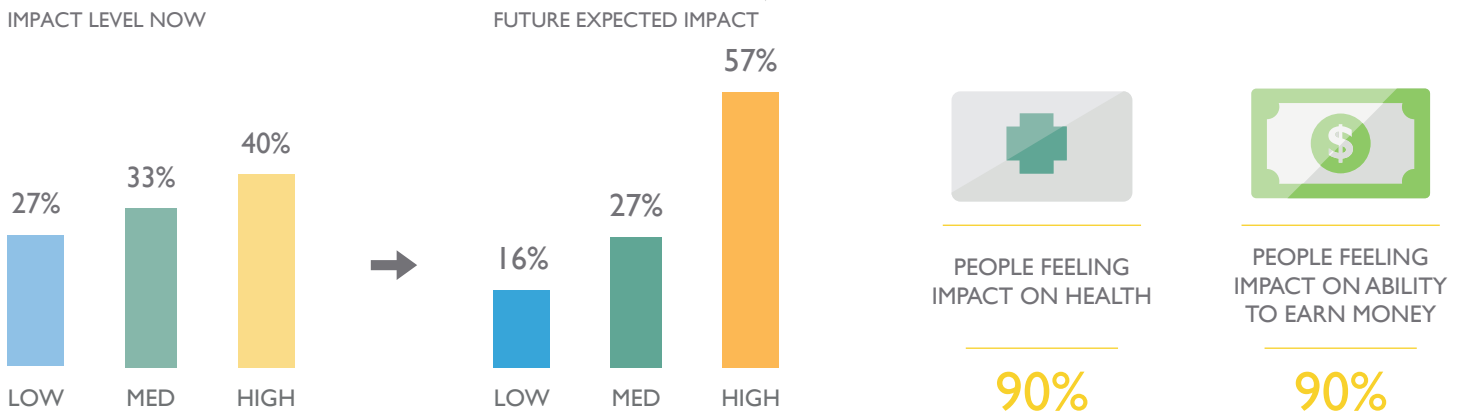
% OF PEOPLE WHO NOTICE CHANGES IN CLIMATE AND THE ENVIRONMENT



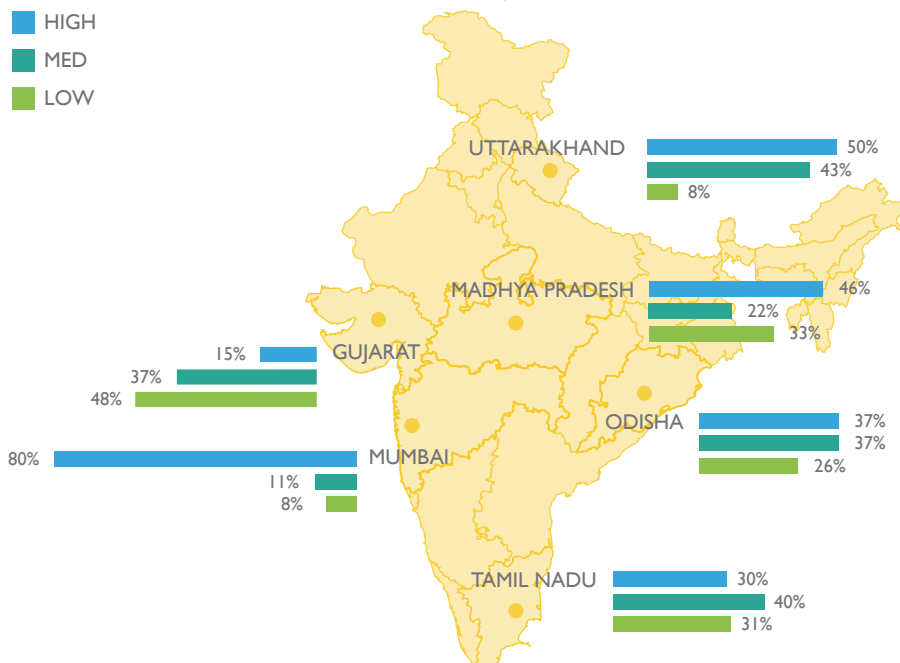
% OF PEOPLE WHO THINK RESOURCE AVAILABILITY IS DECREASING



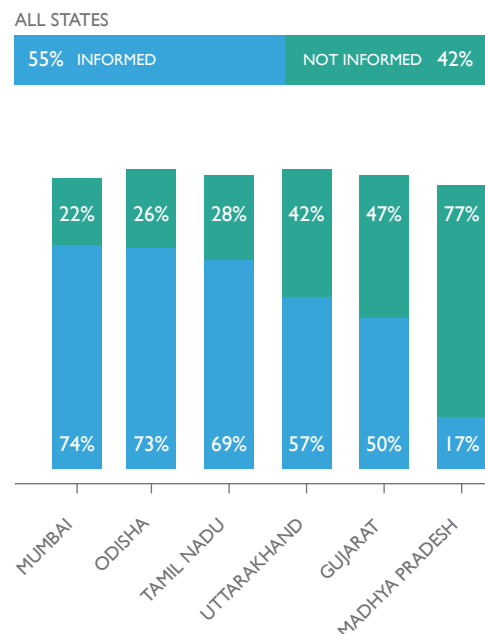
PEOPLE FEEL IMPACT NOW - WORRIED FOR THE FUTURE



PEOPLE IN DIFFERENT STATES FEEL THE IMPACT DIFFERENTLY



MANY PEOPLE DO NOT FEEL INFORMED - ESPECIALLY IN MADHYA PRADESH

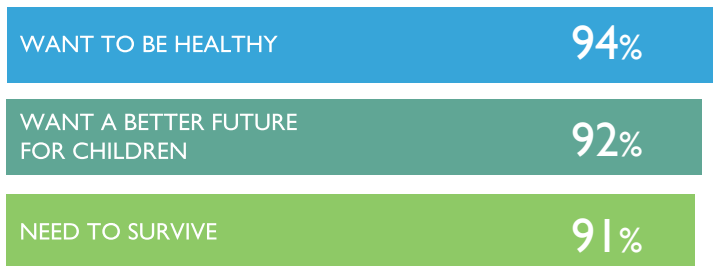


PEOPLE ARE RESPONDING TO CHANGES

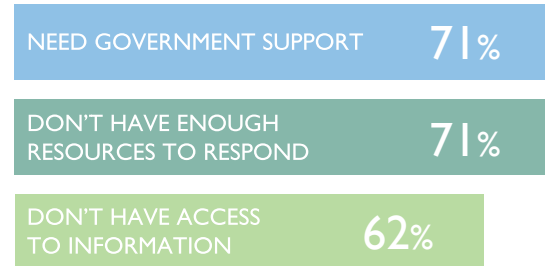


WHAT IS MOTIVATING PEOPLE TO ACT?

MOTIVATORS



BARRIERS



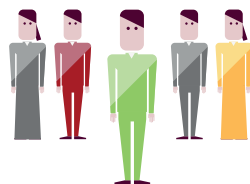
ENABLERS



% OF PEOPLE WHO BELIEVE CHANGES IN RESOURCES ARE CAUSED BY



CHANGES IN WEATHER
65%



GROWING POPULATION
41%



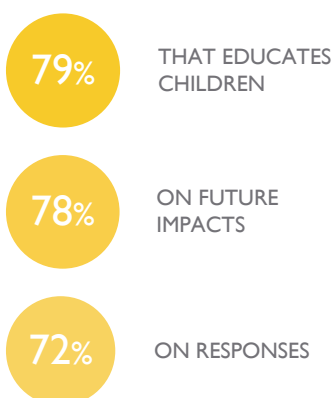
POLLUTION
15%

DO PEOPLE KNOW ABOUT CLIMATE CHANGE?

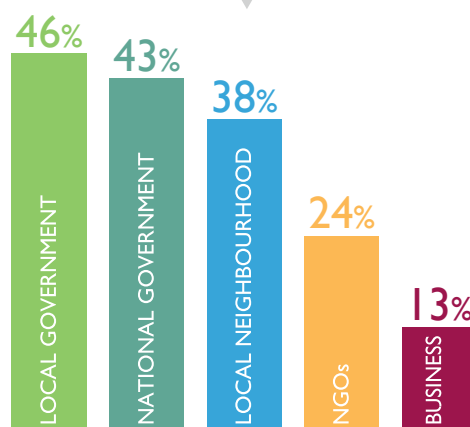
56% AWARE OF TERM CLIMATE CHANGE

57% FEEL THAT CLIMATE CHANGE IS HAPPENING

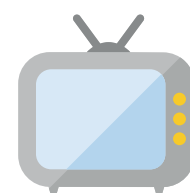
PEOPLE WANT INFORMATION



CONFIDENCE PEOPLE HAVE IN INSTITUTIONS TO DEAL WITH ISSUES

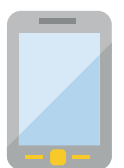


MEDIA REACH



WATCH TELEVISION

75%



USE MOBILES

66%