

% OF PEOPLE WHO NOTICE CHANGES IN CLIMATE AND THE ENVIRONMENT



TEMPERATURE INCREASED

72%



RAINFALL DECREASED

51%



EXTREME WEATHER EVENTS INCREASED

43%



PESTS INCREASED

51%

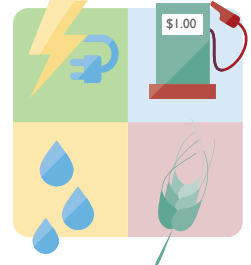


TREES DECREASED

53%

% OF PEOPLE WHO THINK RESOURCE AVAILABILITY IS DECREASING

ELECTRICITY
82%



FUEL
47%

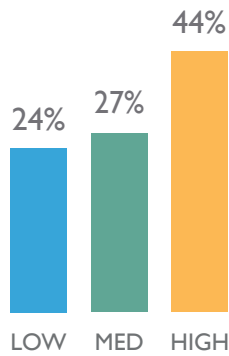
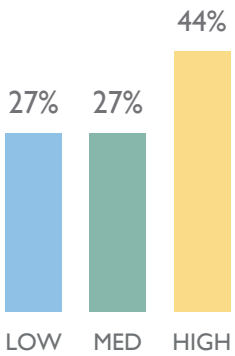
47%
WATER

28%
CROP PRODUCTION

PEOPLE FEEL IMPACT NOW - WORRIED FOR THE FUTURE

IMPACT LEVEL NOW

FUTURE EXPECTED IMPACT



PEOPLE FEELING IMPACT ON HEALTH

69%



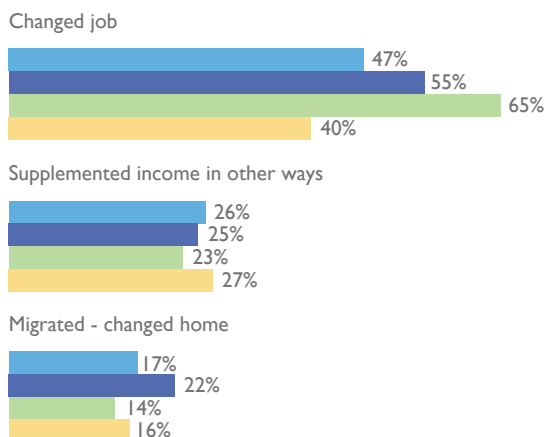
PEOPLE FEELING IMPACT ON ABILITY TO MAINTAIN CURRENT LIFESTYLE

66%

PEOPLE ARE RESPONDING TO CHANGES

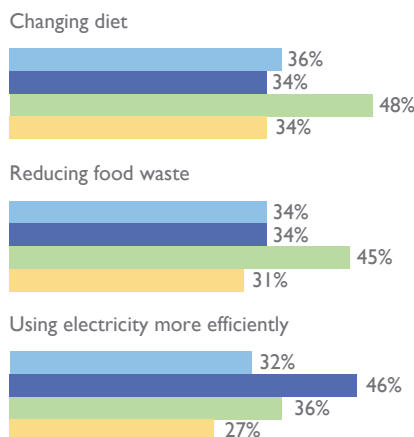
CHANGED LIVELIHOOD

24%



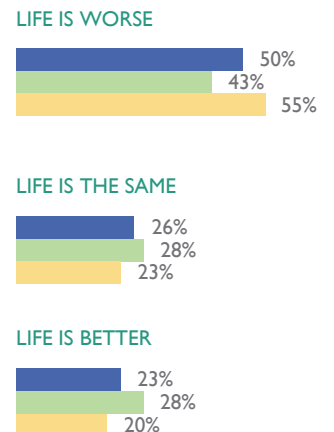
CHANGED LIFESTYLE

22%

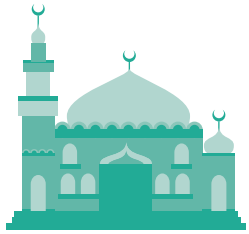


PEOPLE THINK LIFE HAS GOT WORSE

53%

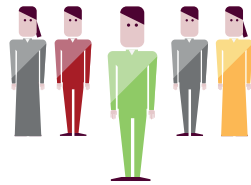


WHAT PEOPLE THINK CAUSES CLIMATE CHANGE



GOD

64%



POPULATION GROWTH

40%



LOSS OF TREES

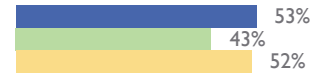
33%

DO PEOPLE KNOW ABOUT CLIMATE CHANGE?

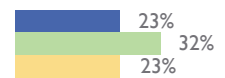
■ All ■ Big Cities
 ■ Small Cities ■ Rural



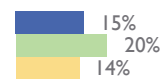
NOT AWARE



AWARE OF TERM CLIMATE CHANGE



AWARE BUT DON'T KNOW WHAT IT MEANS

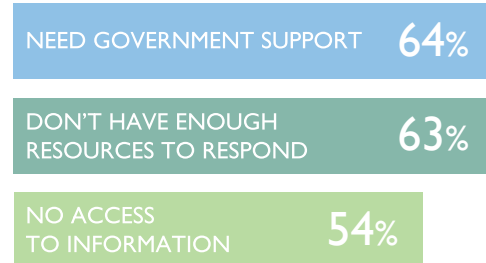


PEOPLE ARE RESPONDING TO CHANGES

MOTIVATORS



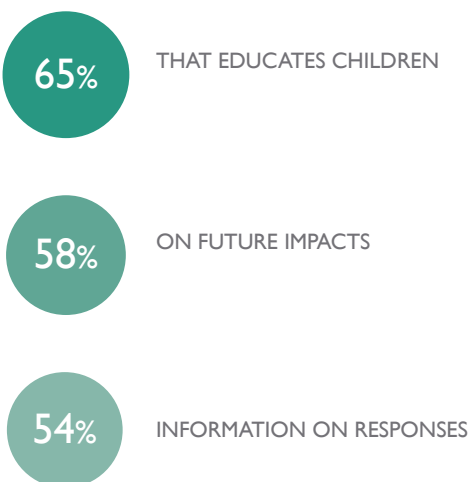
BARRIERS



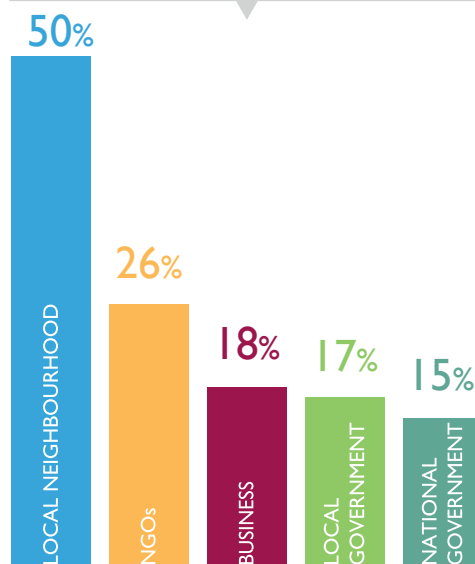
ENABLERS



PEOPLE WANT INFORMATION



CONFIDENCE PEOPLE HAVE IN INSTITUTIONS TO DEAL WITH ISSUES



MEDIA REACH

