



CHINA

THE STORY

% OF PEOPLE WHO NOTICE CHANGES IN CLIMATE AND THE ENVIRONMENT



TEMPERATURE INCREASED

62%



RAINFALL DECREASED

14%



EXTREME WEATHER EVENTS INCREASED

57%



PESTS INCREASED

29%



TREES DECREASED

25%

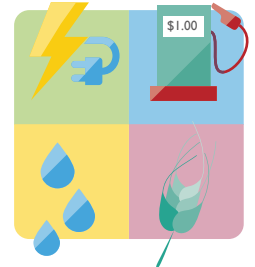
% OF PEOPLE WHO THINK RESOURCE AVAILABILITY IS DECREASING

ELECTRICITY

5%

FUEL

11%



11%

WATER

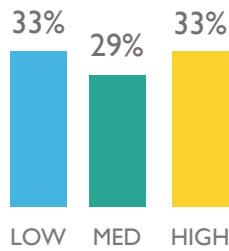
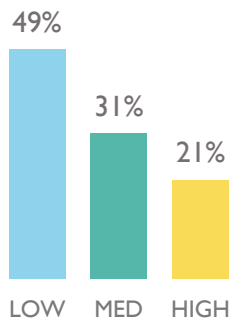
32%

CROP PRODUCTION

PEOPLE FEEL IMPACT NOW - WORRIED FOR THE FUTURE

IMPACT LEVEL NOW

FUTURE EXPECTED IMPACT



PEOPLE FEELING IMPACT ON HEALTH

81%

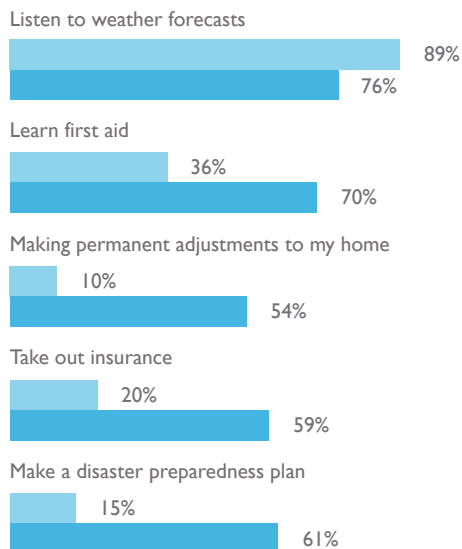


PEOPLE FEELING IMPACT ON ABILITY TO MAINTAIN CURRENT LIFESTYLE

60%

SOME PEOPLE ARE PREPARING FOR EXTREME WEATHER EVENTS

Doing
Would do in future



DO PEOPLE KNOW ABOUT CLIMATE CHANGE?

86% AWARE OF TERM CLIMATE CHANGE

78% FEEL THAT CLIMATE CHANGE IS HAPPENING

71% FEEL THEY KNOW WHAT CLIMATE CHANGE MEANS

35% PEOPLE DO NOT FEEL PREPARED FOR AN EXTREME WEATHER EVENT



PEOPLE ARE RESPONDING TO CHANGES



WHAT IS MOTIVATING PEOPLE TO ACT?

MOTIVATORS

WANT TO BE HEALTHY **93%**

WANT A BETTER FUTURE FOR CHILDREN **91%**

CARE ABOUT THE NATURAL ENVIRONMENT **90%**

BARRIERS

NEED GOVERNMENT SUPPORT **72%**

DON'T HAVE ENOUGH RESOURCES TO RESPOND **64%**

DON'T HAVE ACCESS TO INFORMATION **62%**

ENABLERS

GOVERNMENT SUPPORT

ACCESS TO FINANCIAL RESOURCES

AWARE OF COMMUNICATION INITIATIVES

CAUSES IN CHANGES OF RESOURCES



INFLATION

25%



POLLUTION

7%



MORE DEVELOPMENT

4%

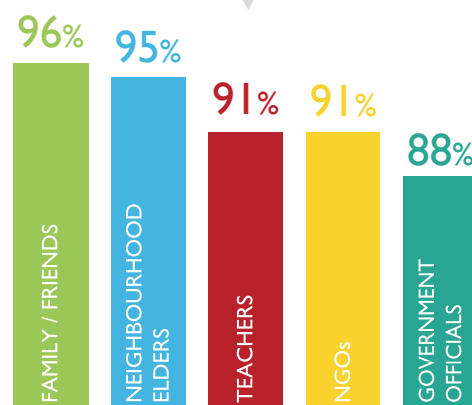
PEOPLE WANT INFORMATION

84% ON RESPONSES

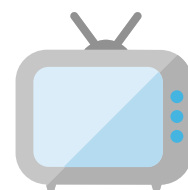
85% ON FUTURE IMPACTS

78% THAT EDUCATES CHILDREN

CONFIDENCE PEOPLE HAVE IN INSTITUTIONS TO DEAL WITH ISSUES

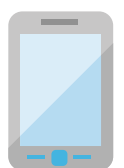


MEDIA REACH



WATCH TELEVISION

95%



USE MOBILES

84%