

What we've done before on Climate Change - as the basis of what we'll do again

Working with



Asia-Pacific Media Alliance
for Social Awareness

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About the 2011 survey....

- Ç We're using the same questions as in 2010....
- Ç ...plus one extra question: ' Do you, as an individual, have a responsibility to help reduce climate change?'
- Ç We're covering Thailand, Indonesia and The Philippines
- Ç Pre-campaign: now in field
- Ç Post campaign: immediately after the TV campaign

....and extending in 2012 as the effort gains momentum

Climate concerns: what did we find in 2010?

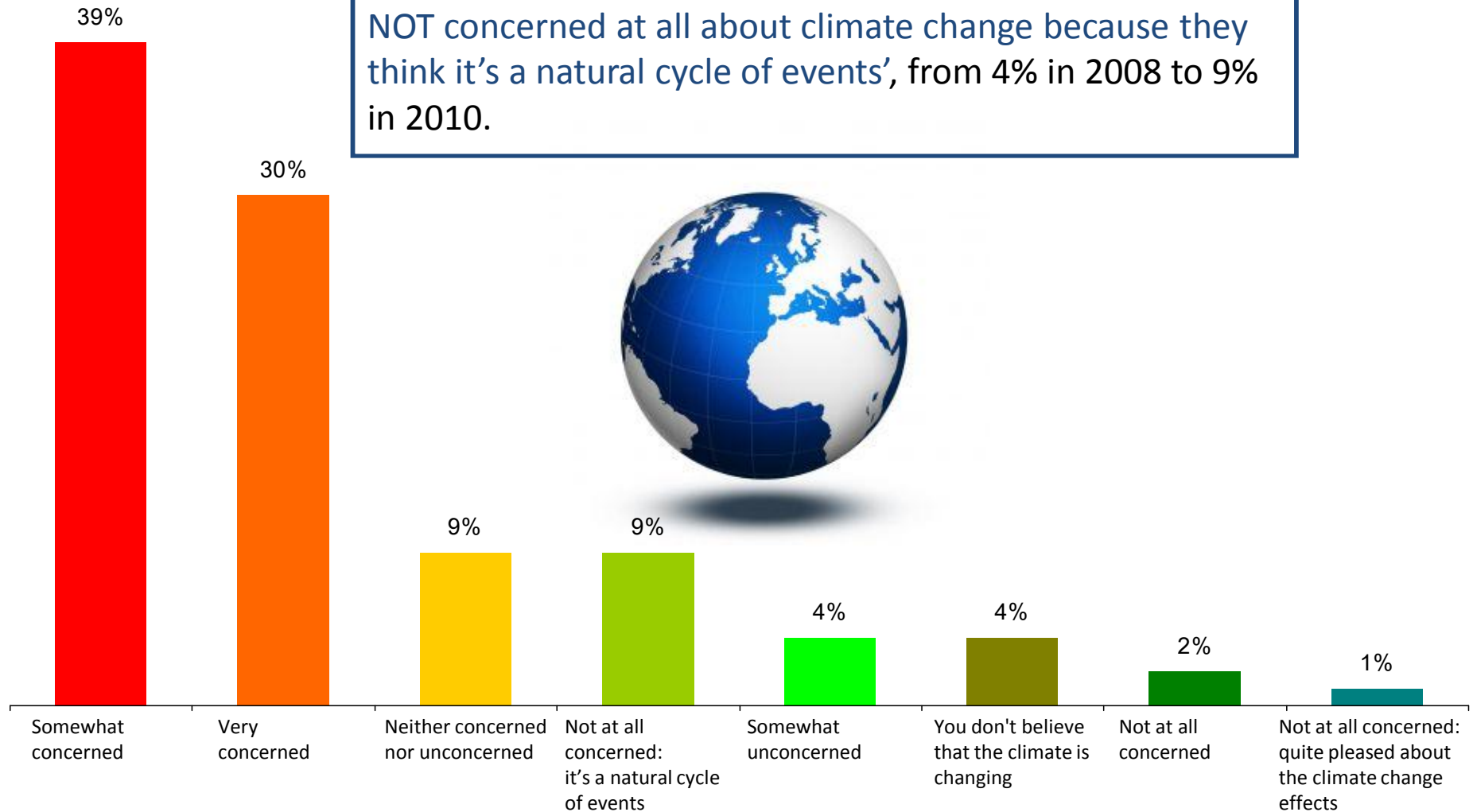
The study revealed that the world's population remains as concerned as ever.

Across all common countries* surveyed in the three rounds of research conducted by Synovate, 30% of people in 2010 and 2008 said they were **'very concerned'** about climate change, versus 29% in 2007.

**Common countries: Australia, Brazil, Canada, China, France, Germany, Hong Kong, Japan, Russia, South Africa, UAE, UK and US.*

How do you feel regarding the effects of climate change?

There is an increase in the number of people who 'Are NOT concerned at all about climate change because they think it's a natural cycle of events', from 4% in 2008 to 9% in 2010.



Corporate Social Responsibility

The vast majority of those surveyed (88%) felt that companies have a responsibility to help reduce climate change. This was highest in China (98%) and France (94%).

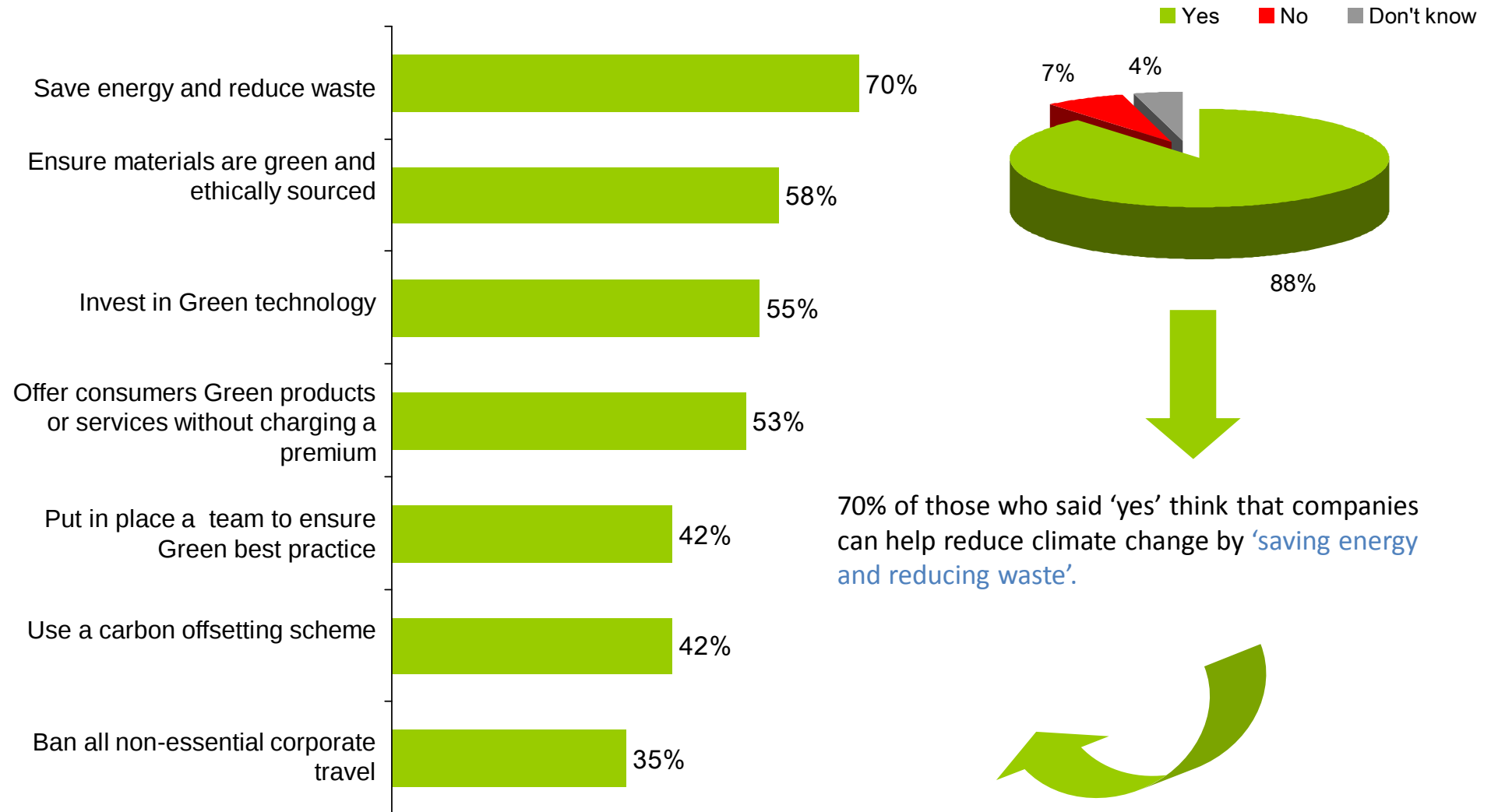


‘reduce waste’ (70%)

‘ensure materials are green and ethically sourced’ (58%)

‘save energy and

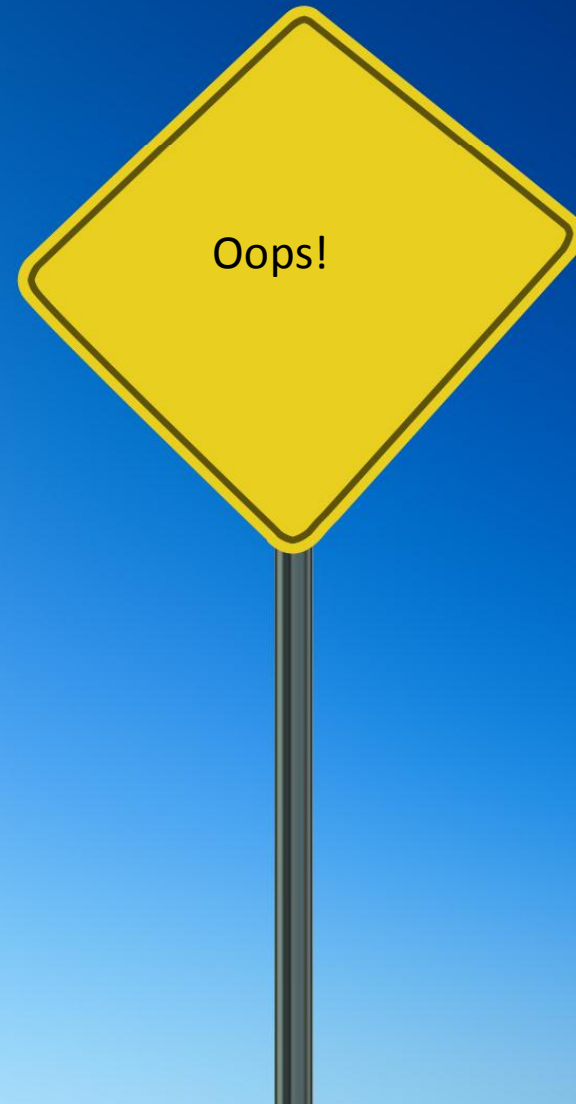
Do companies have a responsibility to ensure they help reduce climate change?



Where's the blame?

Globally, people believed the main factor in climate change is human causes: waste, population increases, electricity, etc. (28%).

This is fairly consistent with the 27% who said this in 2008, and a substantial increase from the 20% who said this in 2007.



What do you believe is the MAIN factor causing the Earth's climate change?



Globally, 'Human causes' is the main factor of climate change: 28% in 2010, 27% in 2008 and 20% in 2007

