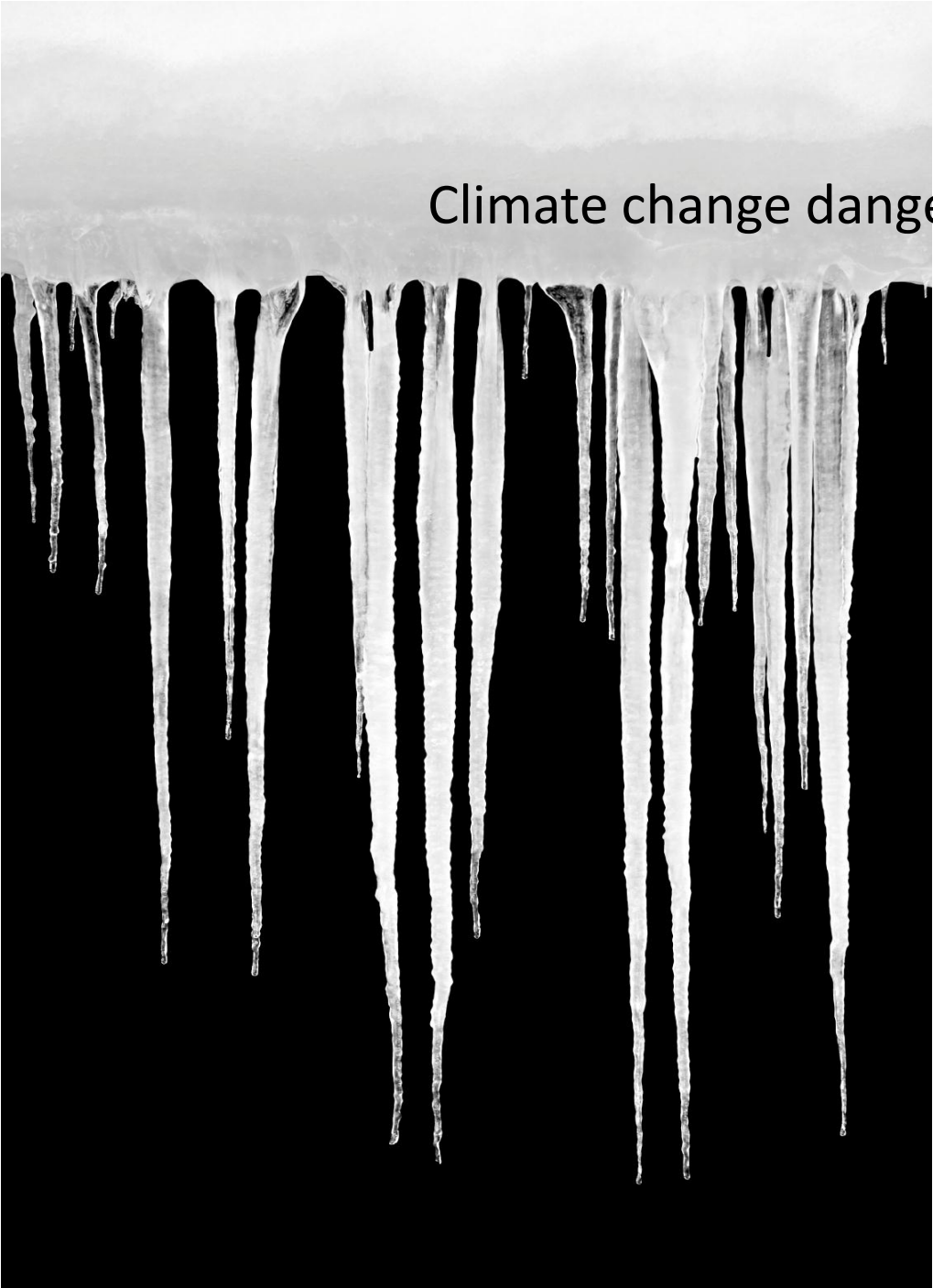


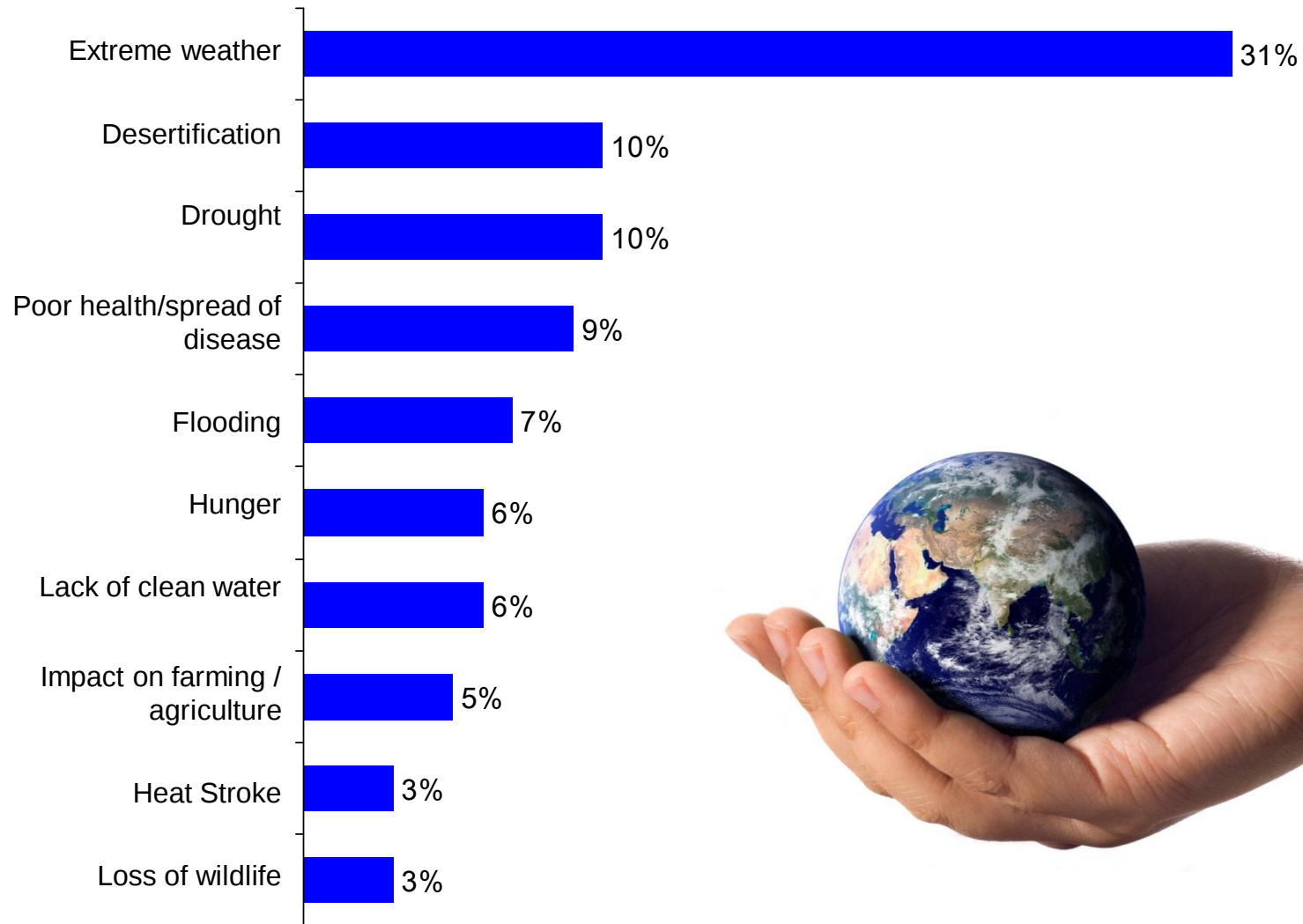


Climate change dangers

Almost one third of respondents (31%) globally cited **'erratic / extreme weather conditions'** when asked what they think the biggest danger of climate change would be.

The next most important dangers were **desertification and drought** (10% each).

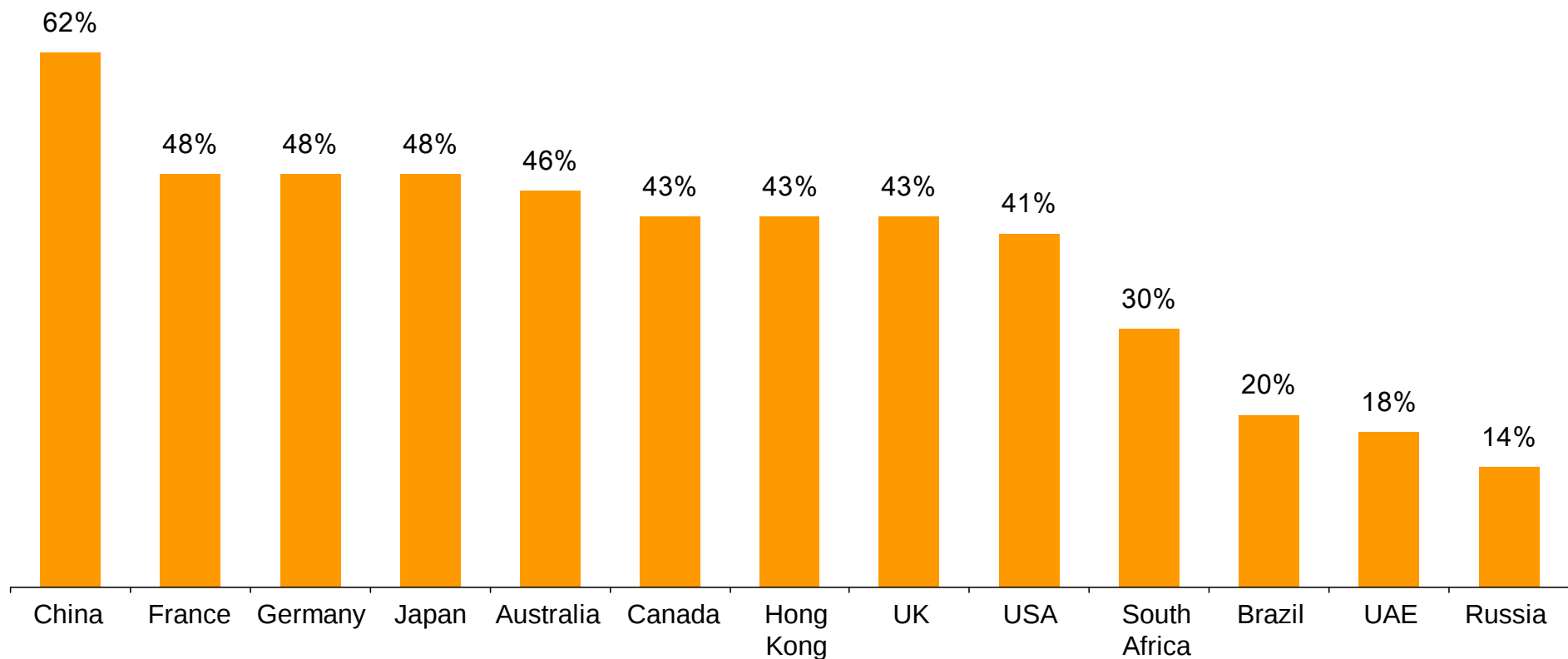
What do you regard as the MAIN danger of climate change to the World?



What do you believe is the MAIN danger of climate change to the World?



Extreme weather conditions: This was highest in China at 62%, followed by France, Germany and Japan (48% each).

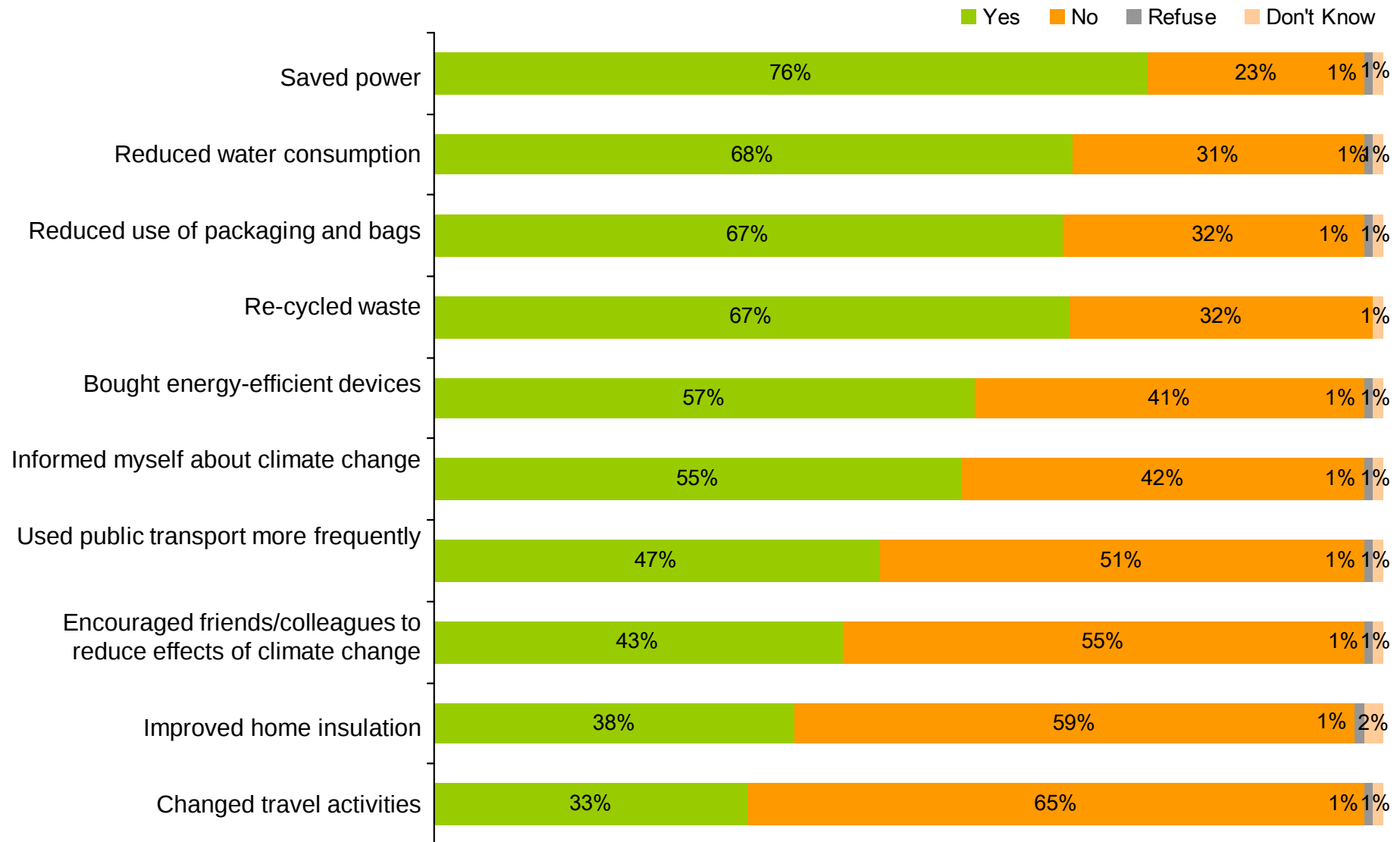


Personal responsibility



Most of the people surveyed indicated that they've personally done something to help reduce the impact of climate change. The most popular activity? **'Saved power'**, with 76% of people globally saying they did this.

What have you personally done to reduce the effects of climate change in the past year? But...by how much??



Shopping green

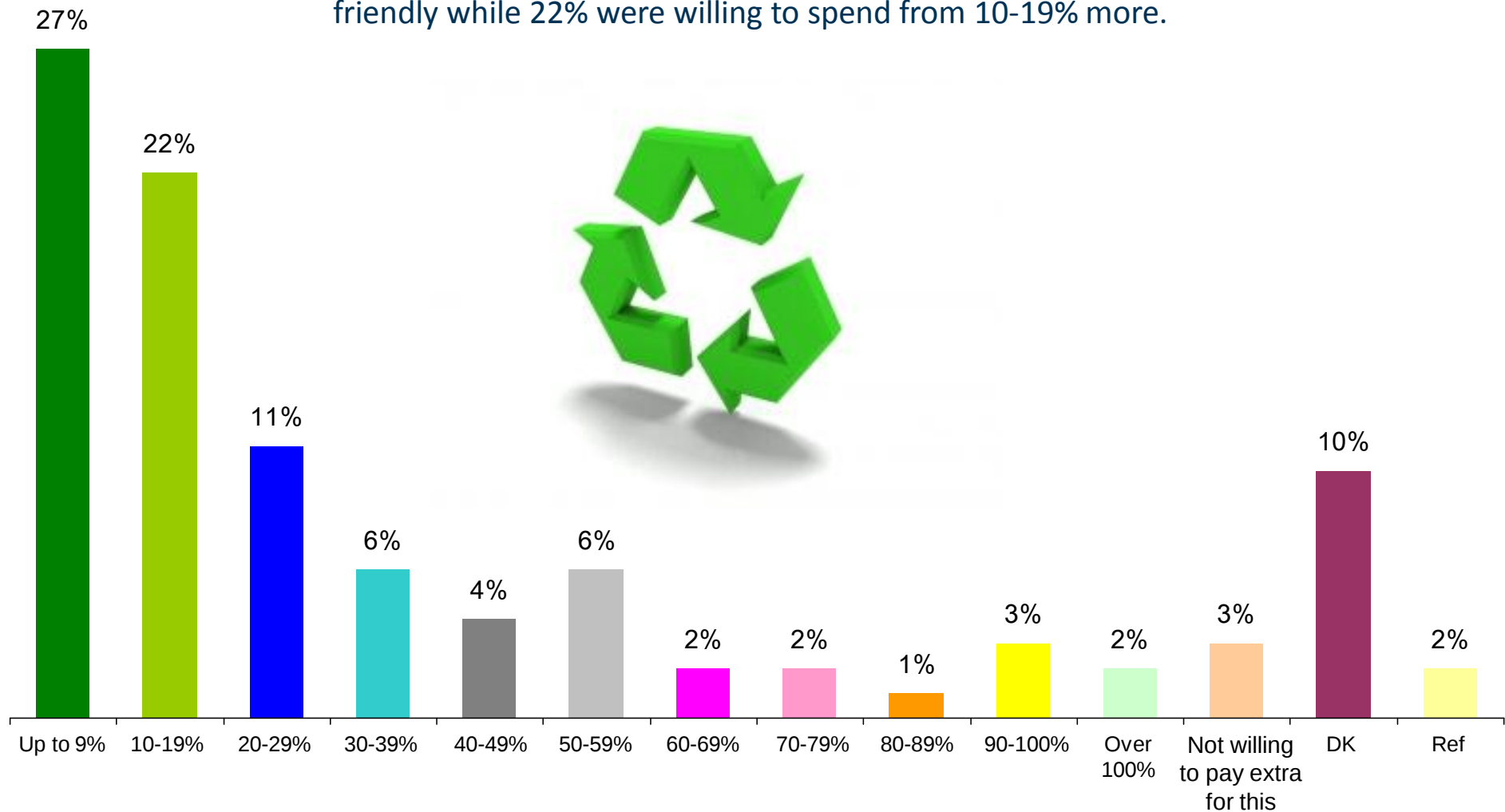


The survey also asked the respondents if they'd spend more for environmentally friendly products:

Almost half the people surveyed said they'd be willing to pay more

How much more are you prepared to pay for more environmentally friendly products? But...price parity better

27% said they're willing to spend up to 9% more for products that are environmentally friendly while 22% were willing to spend from 10-19% more.



Media matters

When respondents were asked what role media should play in the issue of climate change, most said it should be 'Educating and informing the public' (72%).....

.....followed by being impartial, objective and accurate (53%).

