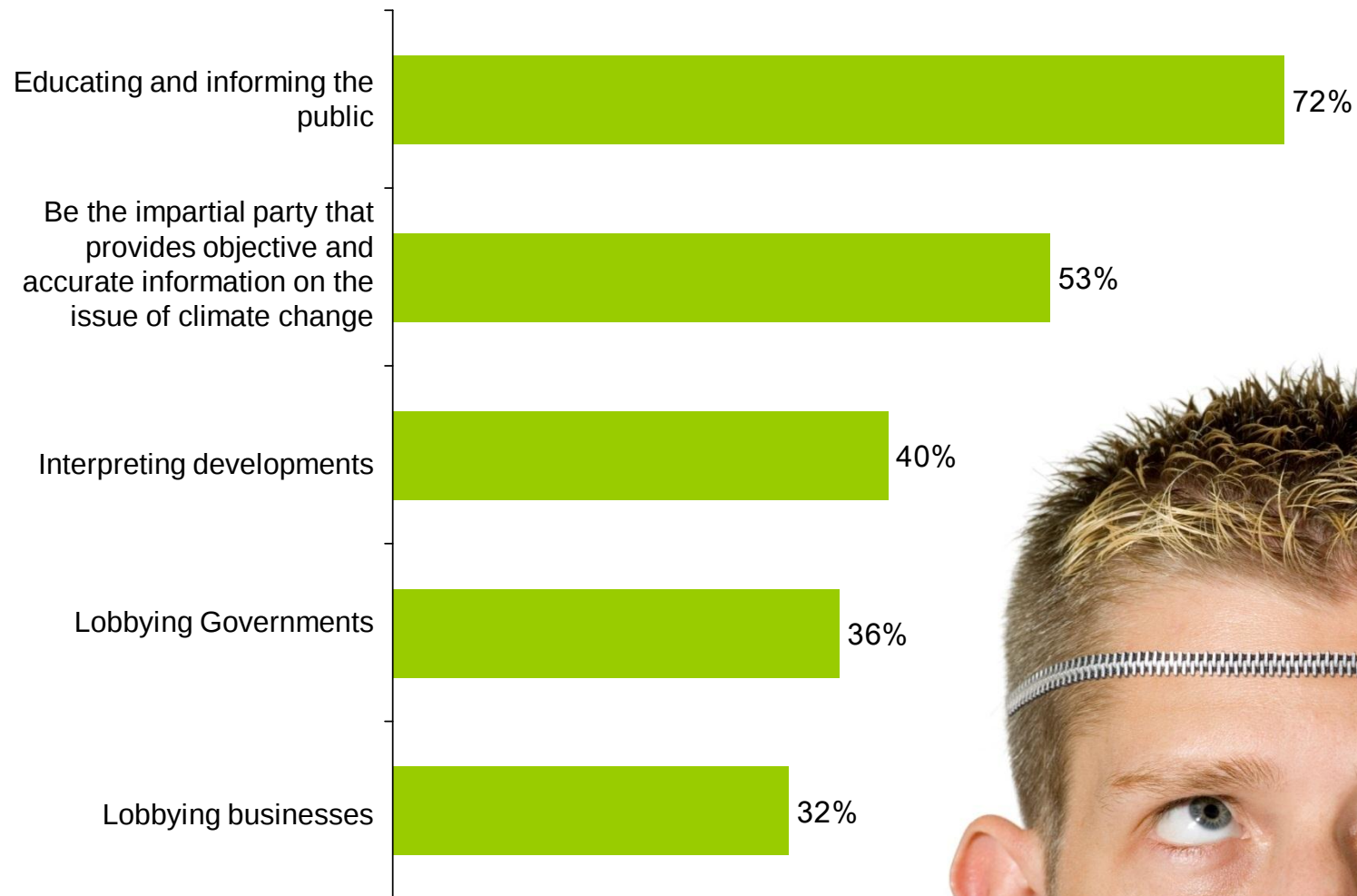
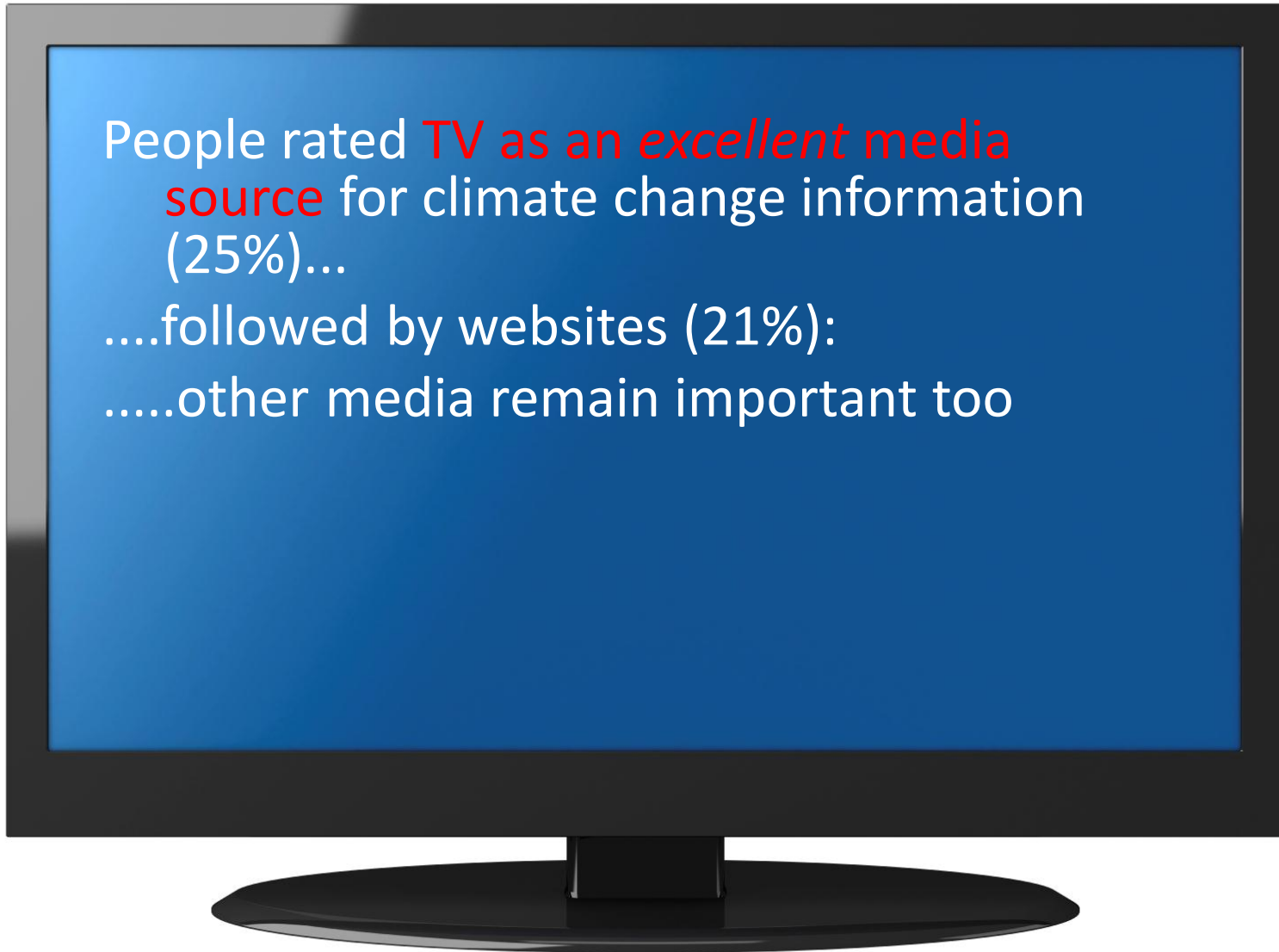


Which of the following actions do you feel media should take to play an effective role in combating climate change?

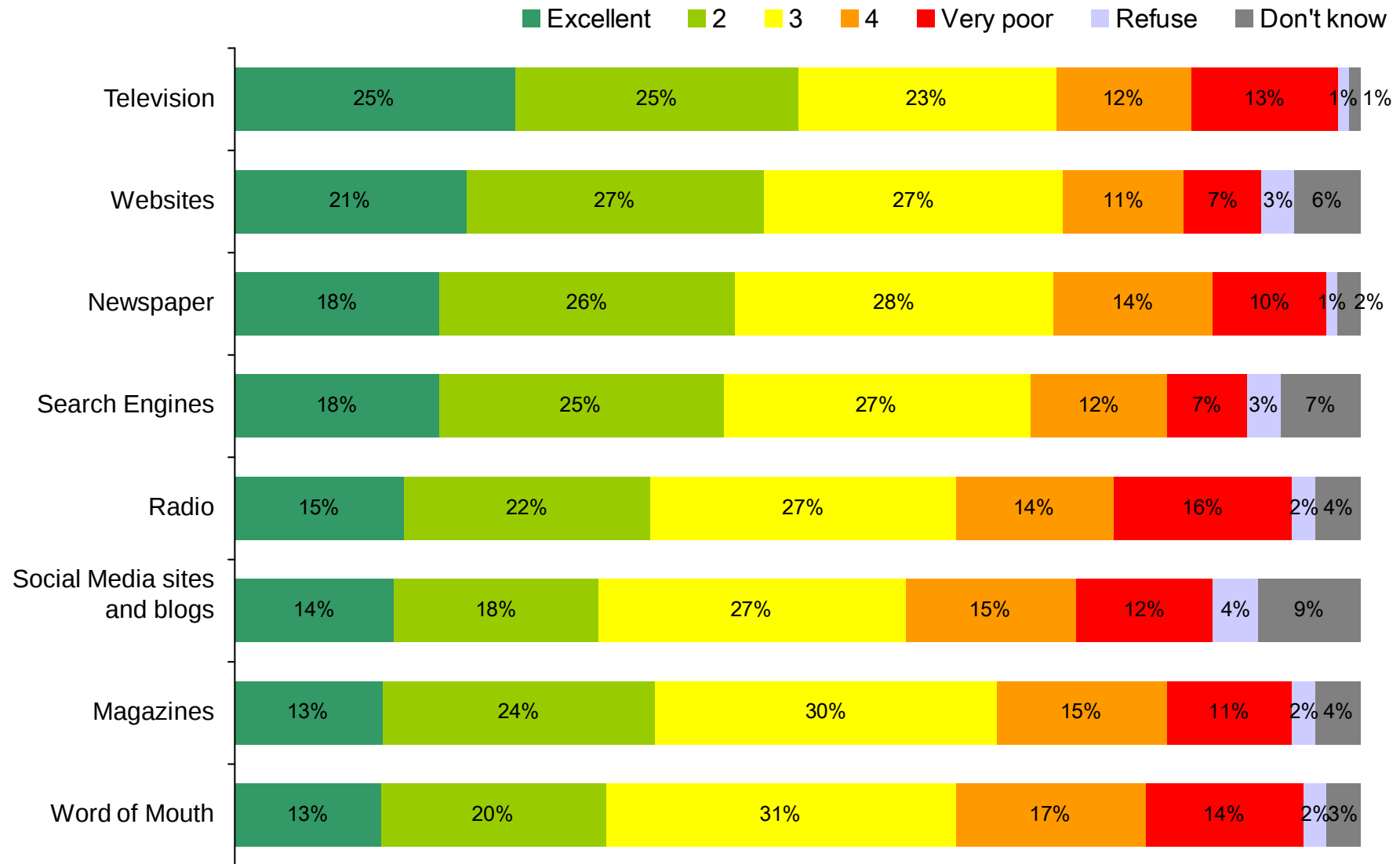


Media matters

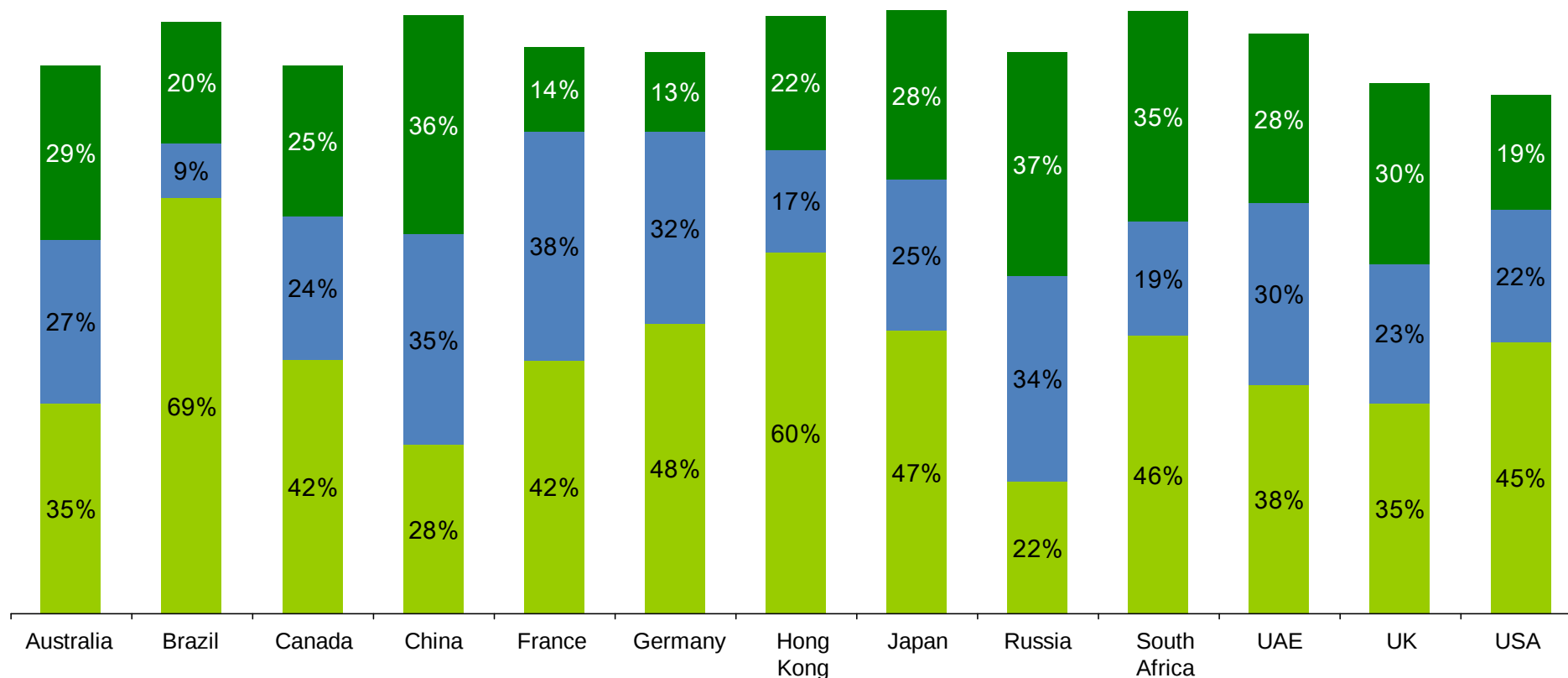
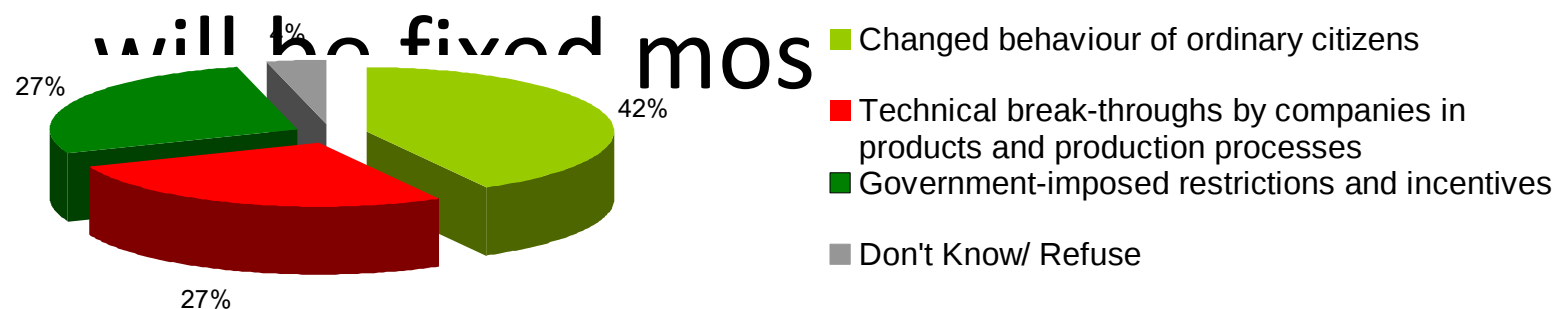
People rated **TV as an excellent media source** for climate change information (25%)...
....followed by websites (21%):
.....other media remain important too



How would you rate the following media sources for climate change information?



In terms of tackling climate change within your country, do you think it





synovate

Research reinvented

Synovate Global Trends Program: some further pointers

Updated March 2011

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About the program...

During the last few years Synovate has been conducting global initiatives in the Trends research

In 2010 Synovate decided to start working on a solid and consistent approach to trends: the Global Trends Program

Last July, the first international wave was conducted. **It's a global study conducted in 28 countries, with over 22,000 people**



About the program...

Who? Where? How?



In the program

Country	Geography	Population	Sample	Data Collection	Coverage	Age Coverage
Indonesia	South Asia	242.968.342	1000	F2F	National	16-65
India	South Asia	1.173.108.018	1200	CATI	Top metro	16-65
S.Korea	North Asia	48.636.068	600	Online	Top metro	16-65
Japan	North Asia	126.804.433	1000	Online	Top metro	16-65
Canada	North America	33.759.742	600	Online	National	16-65
United States	North America	310.232.863	1200	Online	National	16-65
Colombia	Latin America	44.205.293	600	CATI	Top metro	16-65
Brazil	Latin America	201.103.330	1000	CATI	Top metro	16-65
Mexico	Latin America	112.468.855	1000	CATI	Top metro	16-65
Argentina	Latin America	41.343.201	600	CATI	Top metro	16-65
Chile	Latin America	16.746.491	600	CATI	Top metro	16-65
Hong Kong	Greater China	7.089.705	600	CATI	National	16-65
China	Greater China	1.330.141.295	1200	CATI	Top metro	16-65
Germany	Europe	82.282.988	1000	Online	National	16-65
Netherlands	Europe	16.783.092	800	Online	National	16-65
Belgium	Europe	10.423.493	800	Online	National	16-65
Sweden	Europe	9.074.055	800	Online	National	16-65
Norway	Europe	4.676.305	1000	Online	National	16-65
Denmark	Europe	5.515.575	1000	Online	National	16-65
France	Europe	64.057.792	1000	Online	National	16-65
Italy	Europe	58.090.681	800	Online	National	16-65
United Kingdom	Europe	61.284.806	800	Online	National	16-65
Serbia	Europe		600	CATI	National	16-65
Spain	Europe	40.548.753	600	CATI & Online	National	16-65
United Arab Emirates	CEEME	4.975.593	600	F2F	Top metro	16-65
Russia	CEEME	139.390.205	1000	CATI	National	16-65
South Africa	Africa	49.109.107	600	CATI	Top metro	16-65
Egypt	Africa	49.109.107	600	CATI	Top metro	16-55

Global views on green behaviours:

females and older consumers are generally more environmentally conscious than the rest

