

PAKISTAN THE STORY



% OF PEOPLE WHO NOTICE CHANGES

% OF PEOPLE WHO THINK RESOURCE IN CLIMATE AND THE ENVIRONMENT **AVAILABILITY IS DECREASING**

PESTS INCREASED TREES DECREASED

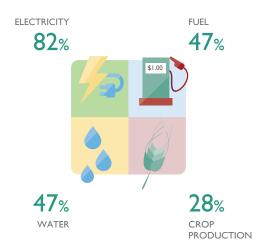












TEMPERATURE INCREASED

72%

RAINFALL DECREASED

51%

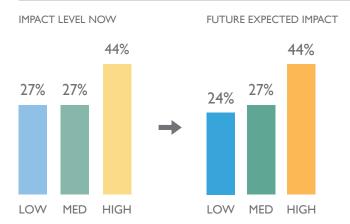
EXTREME WEATHER EVENTS INCREASED

43%

51%

53%

PEOPLE FEEL IMPACT NOW - WORRIED FOR THE FUTURE





17%

16%

PEOPLE ARE RESPONDING TO CHANGES PEOPLE THINK LIFE HAS GOT WORSE ■ All (lifestyle) ■ All (livelihood) All Big Cities Small Cities Rural ■ Big Cities ■ Small Cities ■ Rural CHANGED LIVELIHOOD CHANGED LIFESTYLE LIFE IS WORSE 53% 50% 43% 55% Changed job Changing diet LIFE IS THE SAME 47% 36% 24% 26% 55% 34% 28% 48% 23% 34% 40% Supplemented income in other ways Reducing food waste LIFE IS BETTER 26% 34% 21% 23% 34% 28% 20% Migrated - changed home Using electricity more efficiently

32%

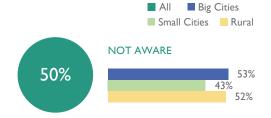
36%

46%

WHAT PEOPLE THINK CAUSES CLIMATE CHANGE



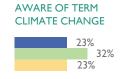






POPULATION GROWTH

LOSS OF TREES



AWARE BUT DON'T KNOW

64%

WANT TO BE HEALTHY

40%

33%

15%

24%



PEOPLE ARE RESPONDING TO CHANGES

MOTIVATORS

82%

WANT A BETTER FUTURE

FOR CHILDREN 80%

CARE ABOUT THE NATURAL ENVIRONMENT 78%

BARRIERS

need government support 64%

DON'T HAVE ENOUGH
RESOURCES TO RESPOND

63%

NO ACCESS 54%

ENABLERS

ABLE TO MAKE DECISIONS
AS A COMMUNITY

FINANCIAL RESOURCES

ACCESS TO INFORMATION

PEOPLE WANT INFORMATION







CONFIDENCE PEOPLE HAVE IN

INSTITUTIONS TO DEAL WITH ISSUES MEDIA REACH

