

**2009 ended with the controversial Copenhagen climate change conference. In this edition of Indochina Research's I-TRAK™, we thought it was time to assess people's perceptions about global warming in Vietnam, Cambodia and Laos.**

I-TRAK™ Research Design: Random selection of 600 respondents aged 18-45 in 2 age segments: 18-29 year olds and 30-45 year olds, split evenly between males and females. Survey was conducted in January 2010 among residents of Hanoi & HCMC (Vietnam), Phnom Penh (Cambodia) & Vientiane (Laos).

## Awareness

In a broad sense, people across the Indochina region do believe in climate change – most notably in Cambodia. However, people in all 3 countries are more skeptical concerning the possible effects on their respective countries.

		Cambodia	Vietnam	Laos
<b>How much do you believe that the climate of the world is changing?</b>	Believe strongly	54%	34%	40%
	Believe moderately	43%	42%	46%
	Believe only a little	4%	20%	15%
	Do not believe at all	0%	5%	0%
<b>How much do you believe that your country is/will be affect by climate change?</b>	Believe strongly	10%	38%	21%
	Believe moderately	63%	38%	51%
	Believe only a little	28%	20%	28%
	Do not believe at all	0%	5%	0%

There is disagreement as to the cause of the climate change. Respondents in Laos place the responsibility in the hands of human activity, whereas Cambodians believe that natural processes contributed as well. The Vietnamese are evenly divided.

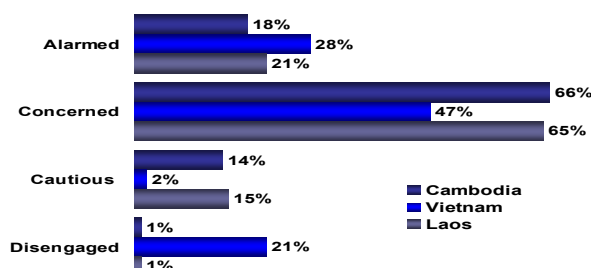
## How affected are people?

A majority of consumers in Indochina feel concern regarding global warming, especially in Cambodia and Laos. 20% of the Vietnamese feel disengaged from the phenomena.

75% of respondents across the region feel worried about the impact on public health, but other major concerns vary across countries:

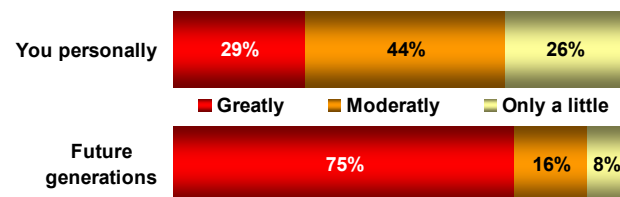
- 85% of Cambodians are afraid of damage to natural environment and wildlife (vs. 58% in Laos and 43% in Vietnam)
- 89% of Vietnamese and 82% of Laotians anticipate a more polluted atmosphere
- Vietnamese are the most anxious about possible economic instability (67% vs. 32% in Laos and 24% in Cambodia)

### How do you feel about climate change?



In addition, 29% of respondents think that global warming will personally affect them to a great extent but this rate climbs up to 75% when they talk about future generations.

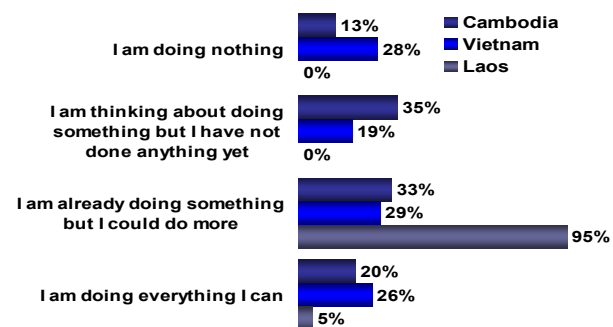
### How much climate change will harm...



## Fighting climate change...

Clearly, it seems that Lao people are more engaged than their neighbors in the battle against climate change with 95% of them claiming they are already doing something but could do more.

### What are you doing to address warming?



People address climate change by mainly planting green trees, by not throwing garbage into inappropriate places or by reminding others of environment-friendly measures. 10% of Lao people claim they sort garbage.

## What Does This Mean?

People in urban cities in Indochina are aware of basic global warming challenges, but remain skeptical about immediate impact and are most concerned about its future adverse affect on their children.

The most effective communication to inspire action should center on health issues, and the affect on children and the future generations, as this is where the strongest 'buy-in' across the region exists.