



## POLLING ON ENVIRONMENT

### PERCEPTIONS AND VIEWS OF PAKISTANI PUBLIC

The survey highlights  
Popular Perceptions on how  
National Entities Respond to Environmental  
issues in Pakistan

#### Survey Methodology:

The survey is based on face to face interviews with a statistically selected sample of over 2500 men and women from all four provinces of Pakistan. The sample is a cross-section of the adult population of Pakistan and represents various socio-economic, educational, age and linguistic groups of the country.



*November 25, 2010*

**Disclaimer:** Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup International Association see website: [www.gallup-international.com](http://www.gallup-international.com)



## **INTRODUCTION**

This short Report by Gallup Pakistan looks at public opinion regarding various aspects of Environment and Pakistani's perception about it.

The Report is published for public service and to contribute to the academic and social debate on how to interpret the response of the Pakistani nation on Environment.

This Report is based on a sample survey of national population.

If you have any views or opinions to share please visit our Blog or Facebook page.

A handwritten signature in blue ink that reads 'Ijaz Shafi Gilani'. The signature is written in a cursive style and is underlined with a single horizontal line.

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National Opinion Survey on  
**ENVIRONMENT IN PAKISTAN (2010)**

**HIGHLIGHTS**

- 1- **Perceptions about Environmental Problems:** 59% consider lack of safe drinking to be the most important environmental problem, followed by 51% who consider exhaust of automobiles to be one of the more pressing issues.
- 2- **Aspects of Environment:** 41% consider water to be the most important aspect of Environment.
- 3- **Focus of Efforts:** 33% believe the Pakistan should increase its efforts in providing clean and safe water for drinking purposes.
- 4- **Global Warming and Precautionary Steps:** 34% of the Pakistani population considers it is necessary to take steps so as to control the impact of human activities resulting in global warming and climate change.
- 5- **Solving Global Warming:** Climate Change is thought to be adversely affecting the people of poor Countries by 34% of the population. 32% consider it the responsibility of Large Companies to encourage Government to take measures for problem of Climate Change.
- 6- **Global Warming and Economy:** 41% believe it will be beneficial for the economy if government investments are addressed to climate.
- 7- **Government Investment and Economic Damage:** 52% oppose the idea of government investing in climate change issues at the expense of damaging country's economy.
- 8- **Global Warming and Role of Pakistan:** 34% of the population is of view that Pakistan should play leadership role in setting ambitious targets in order to address climate change as quickly as possible.
- 9- **Global Warming and Role of Individual:** Only 8% of the population actively supports non-governmental organizations such as environmental or social advocacy groups.
- 10- **Global Warming and it's Information:** 33% Pakistanis would be interested in obtaining Information about the efforts being taken for the provision of clean air and water.
- 11- **Protection Work for Global Warming:** 31% strongly agreed to the idea of allocating most of their leisure time to get acquainted with environmental pollution hazards.
- 12- **Living in a Global World: General Views and Concerns:** 49% agree that clean drinking water is a basic right of all humans. 36% are of the view that Government has the right to subject citizens to laws that are in greater interest of the country.

**Survey Methodology:**

The survey is based on face to face interviews with a statistically selected sample of over 2500 men and women from all four provinces of Pakistan. The sample is a cross-section of the adult population of Pakistan and represents various socio-economic, educational, age and linguistic groups of the country. The error margin is approximately + 2-3 per cent at 95% confidence level.



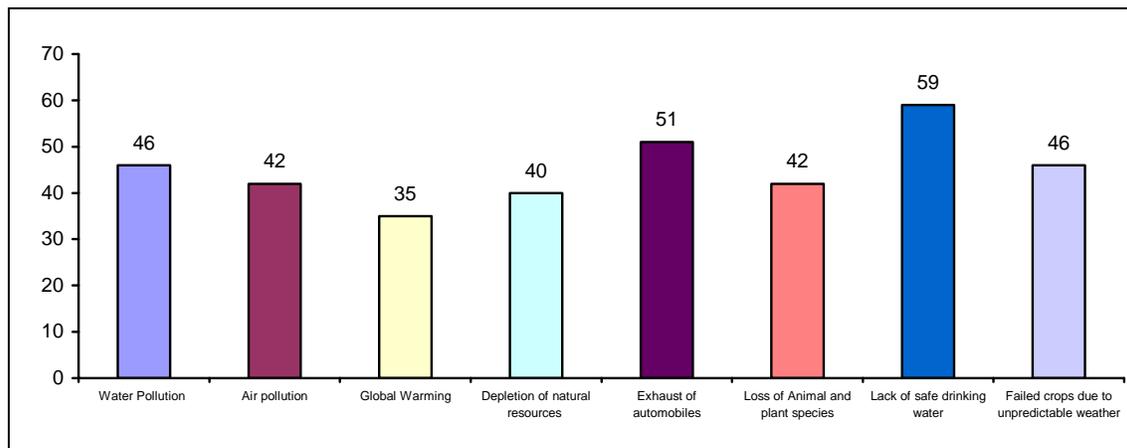
## PERCEPTIONS ABOUT ENVIRONMENTAL PROBLEMS

### IS IT A PROBLEM?

**Question:** How serious do you consider the following issues to be? (*Only those who consider each issue as a Very Important and Important problem are shown, row percentages will not add to 100%*)

	Very Important Problem	Important Problem
Water Pollution (rivers, lakes, seas)	46%	28%
Air pollution	42%	29%
Global Warming	35%	34%
Depletion of natural resources e.g. forests, farms, fish	40%	31%
Exhaust of automobiles	51%	21%
Loss of Animal and plant species	42%	28%
Lack of safe drinking water	59%	15%
Failed crops due to unpredictable weather	46%	24%

**Source:** Gilani Poll conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association ([www.gallup-international.com](http://www.gallup-international.com); [www.gallup.com.pk](http://www.gallup.com.pk))

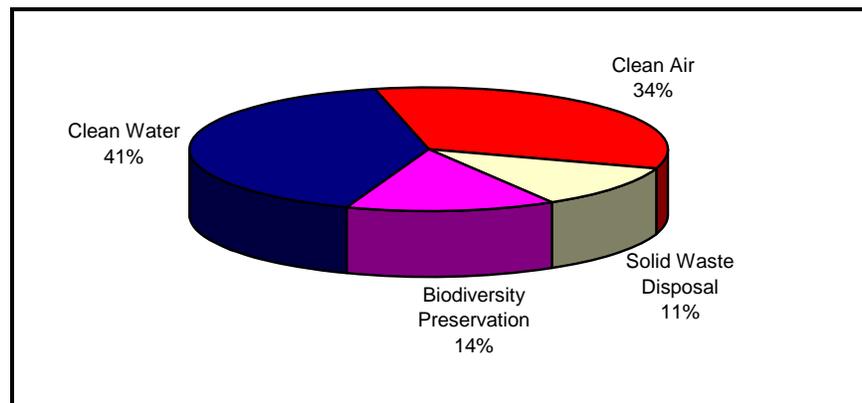




## ASPECTS OF ENVIRONMENT

### WHICH IS THE MOST IMPORTANT PROBLEM?

**Question:** The World is facing a number of environmental threats. Which one of these is the most important aspect of environment on which the countries of the world should help one another?



**Source:** Gilani Poll conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association ([www.gallup-international.com](http://www.gallup-international.com); [www.gallup.com.pk](http://www.gallup.com.pk))

*Clean Water appears to be the top Environmental Concern for Pakistanis*



## ENVIRONMENTAL FOCUS OF EFFORTS

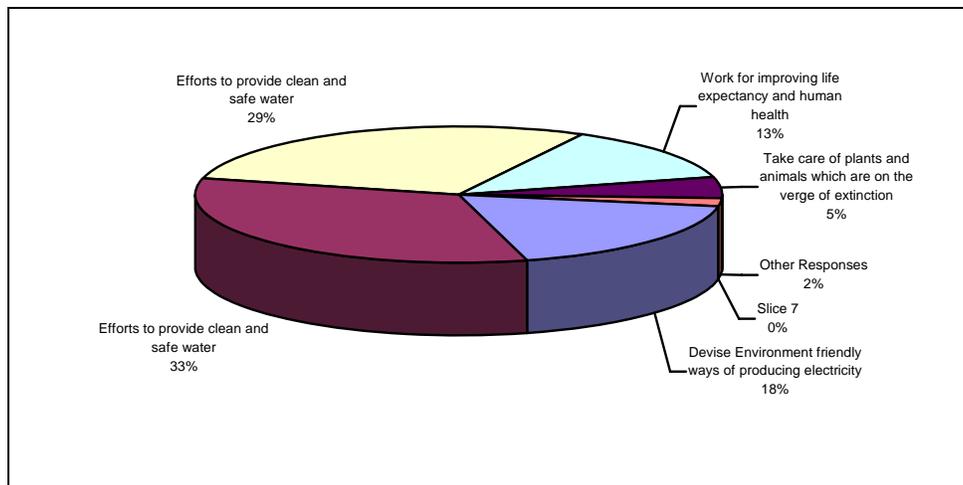
### WHICH IS THE MOST IMPORTANT PROBLEM?

**Question:** Considering the whole world, which of the following do you think is the problem which needs greatest emphasis?

Devise Environment friendly ways of producing electricity	18%
<b>Efforts to provide clean and safe water</b>	<b>33%</b>
Promote agriculture which does not damage the Environment	29%
Work for improving life expectancy and human health	13%
Take care of plants and animals which are on the verge of extinction	5%
Other Responses	2%

**Source:** Gilani Poll conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association ([www.gallup-international.com](http://www.gallup-international.com); [www.gallup.com.pk](http://www.gallup.com.pk))

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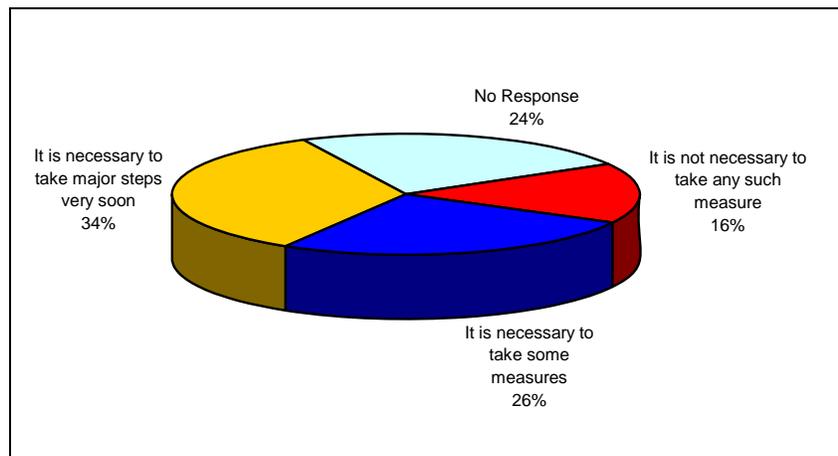
**Source:** Gilani Poll conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association ([www.gallup-international.com](http://www.gallup-international.com); [www.gallup.com.pk](http://www.gallup.com.pk))



## GLOBAL WARMING AND PRECAUTIONARY STEPS

### IS IT NECESSARY TO TAKE STEPS?

**Question:** There is a debate these days that it is necessary to take steps so as to control the impact of human activities resulting in global warming and climate change. Do you believe that any such steps should be taken or not?



**Source:** Gilani Poll conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association ([www.gallup-international.com](http://www.gallup-international.com); [www.gallup.com.pk](http://www.gallup.com.pk))



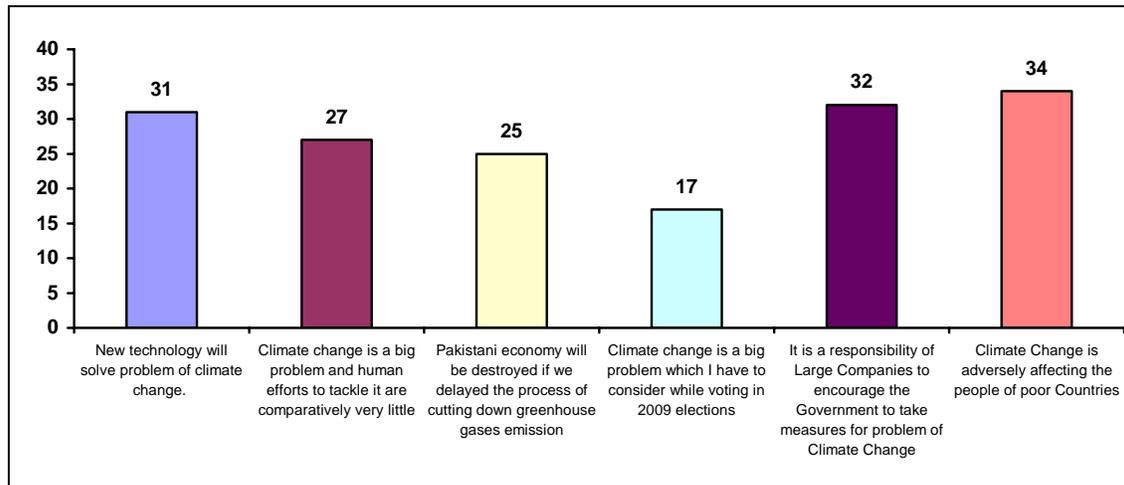
## SOLVING GLOBAL WARMING

### HOW CAN THE PROBLEM BE SOLVED?

**Question:** Please tell me if you agree or disagree to the following statements?  
*(Only those who agree and strongly agree to each issue are shown, row percentages will not add to 100%)*

	Strongly Agree	Agree
<b>New technology will solve problem of climate change.</b> Only a little change in human attitude and thinking is needed	31%	34%
Climate change is a big problem and human <b>efforts</b> to tackle it are <b>comparatively very little</b>	27%	25%
Pakistani <b>economy will be destroyed</b> if we delayed the process of cutting down greenhouse gases emission	25%	27%
Climate change is a big problem which <b>I have to consider while voting in 2009 elections</b>	17%	25%
It is a <b>responsibility of Large Companies</b> to encourage the Government to take measures for problem of Climate Change	32%	31%
Climate Change is <b>adversely affecting the people of poor Countries</b>	34%	24%

**Source:** Gilani Poll conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association ([www.gallup-international.com](http://www.gallup-international.com); [www.gallup.com.pk](http://www.gallup.com.pk))

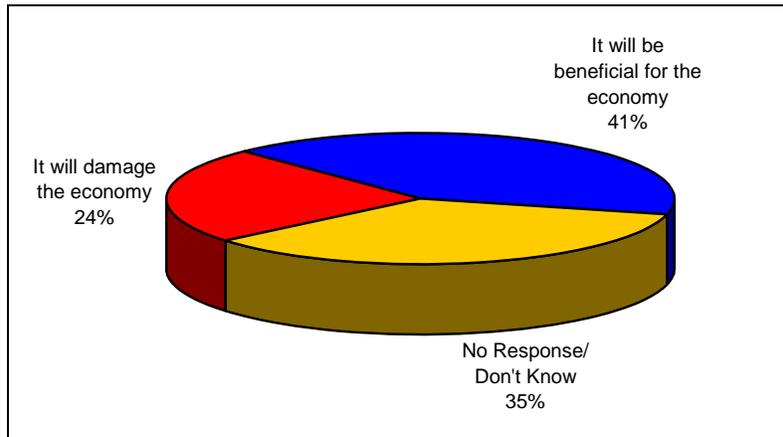




## GLOBAL WARMING AND ECONOMY

### WILL IT AFFECT ECONOMY?

**Question:** Currently there is a debate about the economic impact of possible Government actions to address climate change, including investing in renewable energy, energy efficiency, public transport etc. *Do you think these types of Government investments in addressing climate will be bad or good for the economy?*



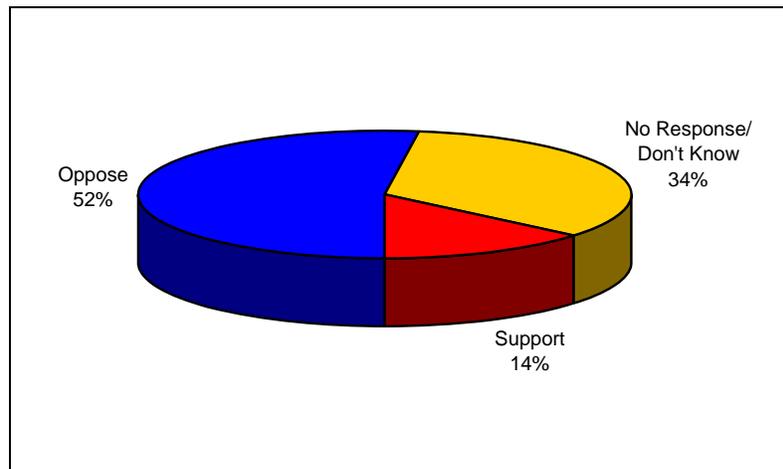
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## GOVERNMENT INVESTMENT AND ECONOMIC DAMAGE

### SHOULD GOVERNMENT INVEST TO PROTECT ENVIRONMENT AT THE COST OF ECONOMIC DAMAGE?

**Question:** Do you favor or oppose the Government making investments to address climate change even if it is damaging for the Economy?



**Source:** Gilani Poll conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association ([www.gallup-international.com](http://www.gallup-international.com); [www.gallup.com.pk](http://www.gallup.com.pk))

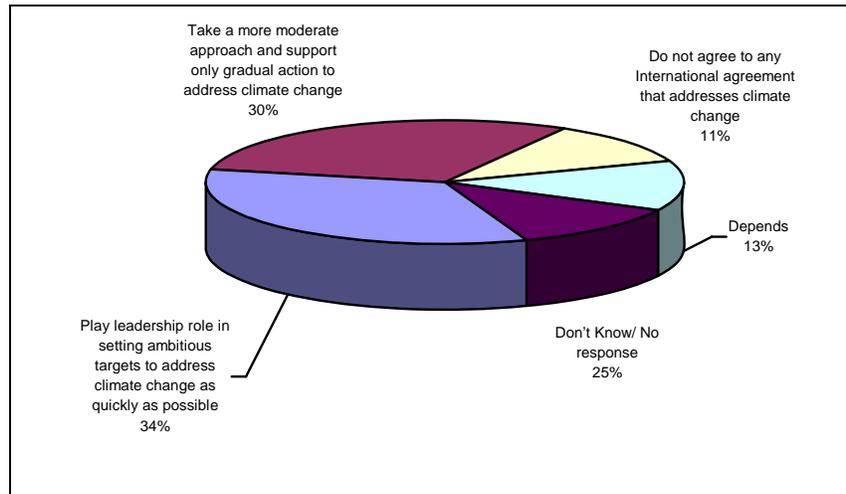


## GLOBAL WARMING AND ROLE OF PAKISTAN?

**Question:** This December, the countries of the world including Pakistan will meet in Denmark to discuss how they can work together to reduce emissions of gases that cause climate change. In your view, what should be Pakistan's strategy/priority in this regard?

Play <b>leadership role</b> in setting ambitious targets to address climate change as quickly as possible	34%
Take a more <b>moderate approach</b> and support only gradual action to address climate change	30%
<b>Do not agree to any International agreement</b> that addresses climate change	11%
<b>Depends</b>	13%
Don't Know/No response	12%

**Source:** Gilani Poll conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association ([www.gallup-international.com](http://www.gallup-international.com); [www.gallup.com.pk](http://www.gallup.com.pk))





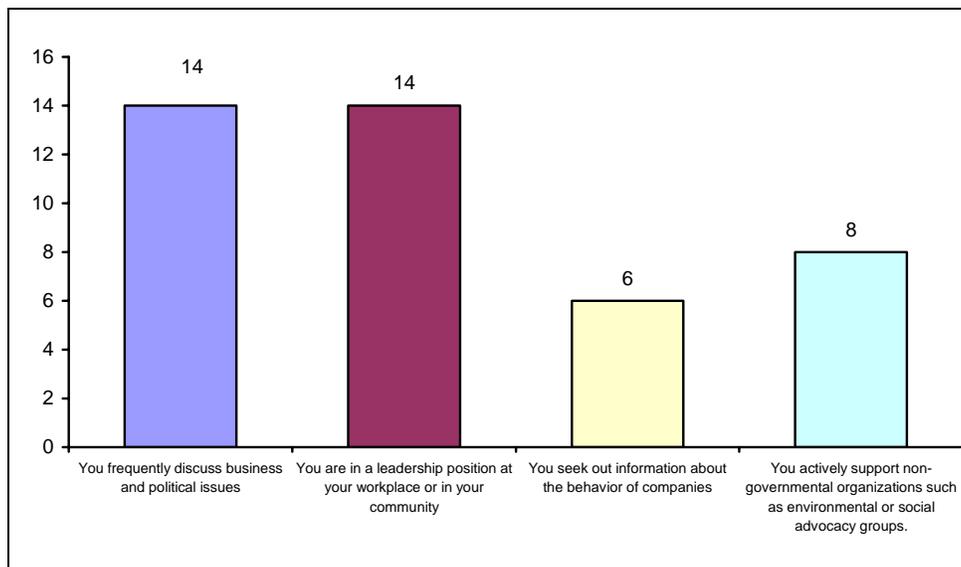
## GLOBAL WARMING AND ROLE OF INDIVIDUAL?

**Question:** Now I would like to ask you about a few personal characteristics. Please tell me how much each of the following statements describe you. Please use a scale from 1 to 5, where 1 is not at all like you and 5 is very much like you. (*Only those who say 5 to each statement are shown*)

*'5' Very Much Like You*

You frequently discuss business and political issues	14%
You are in a leadership position at your workplace or in your community	14%
You seek out information about the behavior of companies	6%
You actively support non-governmental organizations such as environmental or social advocacy groups.	8%

**Source:** Gilani Poll conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association ([www.gallup-international.com](http://www.gallup-international.com); [www.gallup.com.pk](http://www.gallup.com.pk))





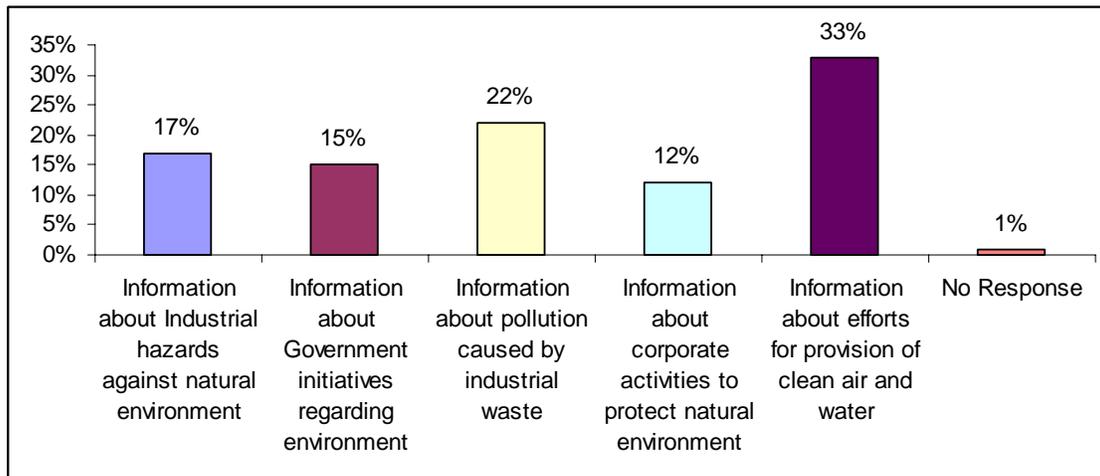
## GLOBAL WARMING AND it's INFORMATION

**Question:** On which aspect of environment are you most interested to seek information?

Information about Industrial hazards against natural environment	17%
Information about Government initiatives regarding environment	15%
Information about pollution caused by industrial waste	22%
Information about corporate activities to protect natural environment	12%
<b>Information about efforts for provision of clean air and water</b>	<b>33%</b>
No Response	1%

**Source:** Gilani Poll conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association ([www.gallup-international.com](http://www.gallup-international.com); [www.gallup.com.pk](http://www.gallup.com.pk))

*Provision of Clean Air and Water appears to be a major concern and most people say they are interested in seeking information about it.*



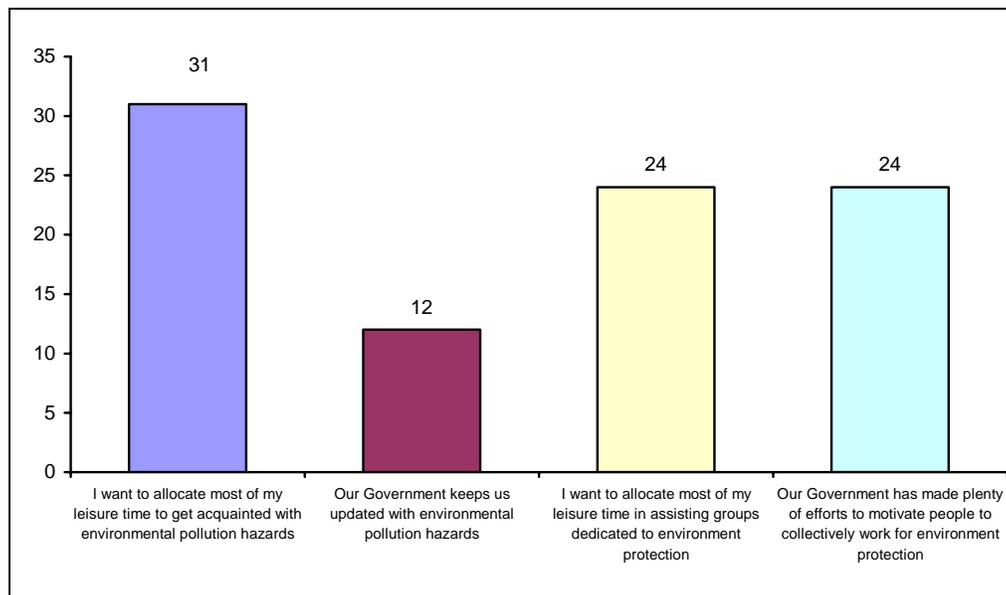


## PROTECTION WORK FOR GLOBAL WARMING

**Question:** I will read a few sentences in front of you regarding environment. Please tell me how much do you agree or disagree to each of the following?

	Strongly Agree	Agree	Disagree	Strongly Disagree	No Response
I want to allocate most of my leisure time to <b>get acquainted with environmental pollution hazards</b>	31%	34%	23%	12%	-
Our <b>Government keeps us updated</b> with environmental pollution hazards	12%	37%	33%	18%	-
I want to allocate most of my leisure time in <b>assisting groups dedicated to environment protection</b>	24%	41%	25%	9%	1%
Our <b>Government has made plenty of efforts to motivate people to collectively work for environment protection</b>	24%	37%	24%	15%	-

**Source:** Gilani Poll conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association ([www.gallup-international.com](http://www.gallup-international.com); [www.gallup.com.pk](http://www.gallup.com.pk))





## Living in a Global World

### General Views and Concerns

**Question:** Please mention, how much do you agree or disagree to the following statements?

	Strongly Agree	Agree	Disagree	Strongly Disagree	No Response
Proliferation of <b>Internet</b> and technology <b>threatens privacy</b>	34%	31%	25%	9%	1%
<b>Globalization</b> (increased trade, MNCs, global media) leads to <b>more problems than solutions</b>	23%	46%	23%	7%	1%
<b>Terrorists should be tried in Court of Law</b> instead of giving them immediate, out of law punishment	34%	33%	22%	11%	-
<b>Military force</b> is the most effective deterrent of <b>global terrorism</b>	26%	35%	25%	12%	2%
The only way to <b>protect environment</b> is to <b>set stringent targets for individual countries</b> to fight environmental pollution	29%	39%	25%	6%	1%
Fighting <b>poverty</b> and <b>environmental preservation</b> are <b>conflicting goals</b> (one has to be given precedence over the other)	28%	34%	23%	15%	-
<b>Clean drinking water</b> is a <b>basic right of all humans</b>	49%	34%	11%	6%	-
<b>Government has the right to subject citizens to laws</b> that are in greater interest of the country	36%	40%	17%	6%	1%

**Source:** Gilani Poll conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association ([www.gallup-international.com](http://www.gallup-international.com); [www.gallup.com.pk](http://www.gallup.com.pk))



## SUMMARY METHODOLOGY

**Sample Size:** ~2500 Households  
(18+ Male and Female)

**Coverage:** National Cross Section  
All Pakistan Urban and Rural

## BREAKDOWN

### Provincial Breakdown

	Un-weighted	Weighted
Punjab	54%	57%
Sindh	23%	24%
PK (NWFP)	14%	14%
Balochistan	9%	5%

**Sampling Method:** Multi Stage Stratified Sampling

**Error Margin:** +3-5% at 95% confidence level

**Interview Mode:** Face to Face in Home

**Field Dates:** August-September, 2010

Wave # 1: August 15-21, 2010

Wave # 2: August 29-September 4, 2010

Gallup Pakistan adheres to ESOMAR/WAPOR Code of Ethics of Opinion and Marketing Research (for more details please see detailed methodology)



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