

Gallup International Releases its *Voice of the People™* Survey on **INTERNATIONAL EARTH DAY**

GLOBAL SURVEY HIGHLIGHTS CONCERN OVER GLOBAL WARMING

66 % Globally and 75 % in Pakistan believe Global Warming affects them personally

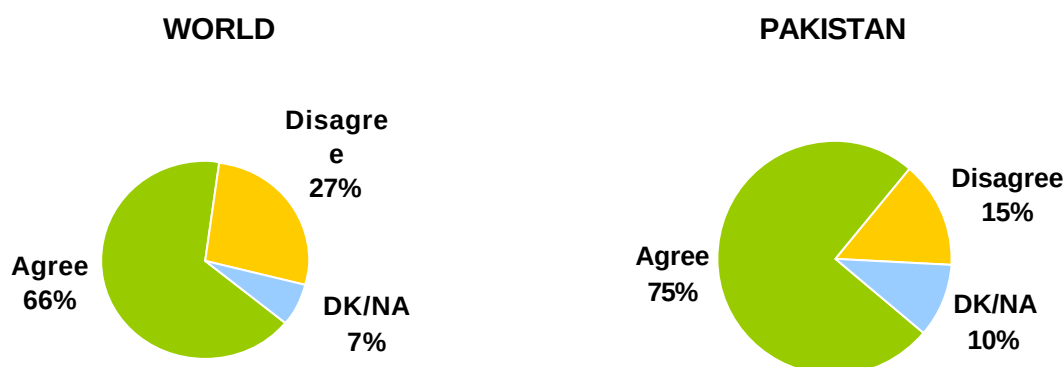
KEY FINDINGS

Global warming is recognized as a serious threat by a large majority of world citizens. **Two thirds in the world perceive that it has a serious impact on the area where they live (66%),** according to a new Voice of the People™ survey, released by Gallup International for the International Earth Day, April 22nd. Moreover, the survey, which interviewed over 60,000 people in 57 countries last Summer, also shows that **85% of surveyed people in the world declare they are taking measures to protect the environment.**

In Pakistan, **75% of the respondents thought that global warming is having a serious impact in the area where they live; 83% are actively taking measures to help protect the environment.**

World citizens are worried about the impact of global warming.

*“Global warming is having a serious impact now in the area where I live”
Agree vs. Disagree*

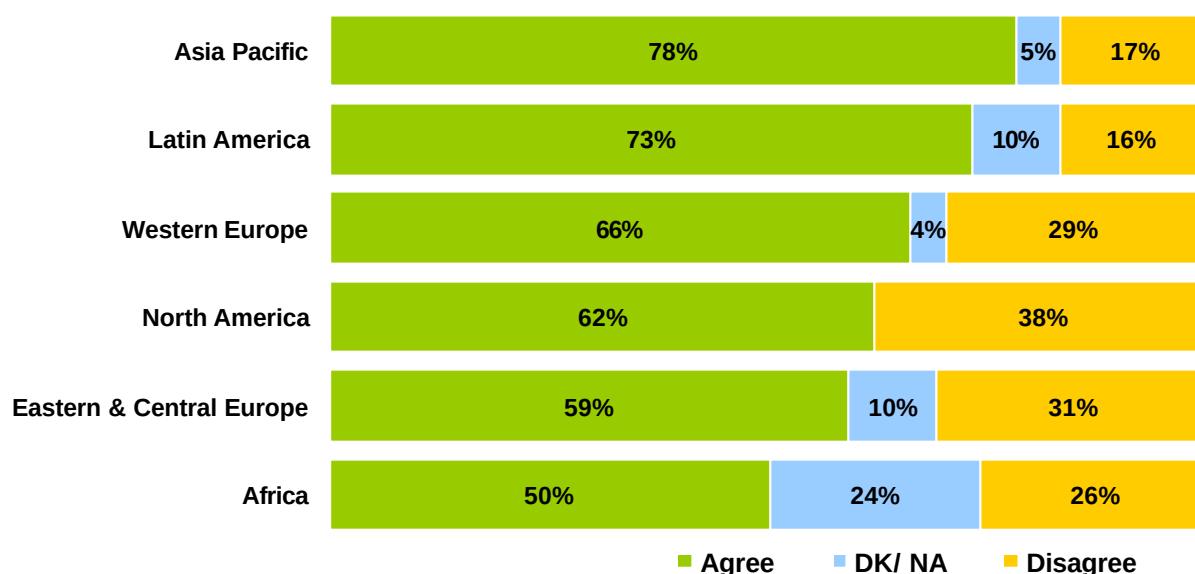


Source: Gallup International Association – Voice of the People™ 2007

The survey conducted by Gallup International asked world citizens whether they thought that global warming is having a serious impact now in the area where they live. Seven out of ten agreed (66%), whilst three in ten (27%) felt the opposite way. **In Pakistan, three fourths of the respondents (75%) were concerned over the impact of change in global temperatures.**

“Global warming is having a serious impact now in the area where I live”

Agree vs. Disagree (by region)

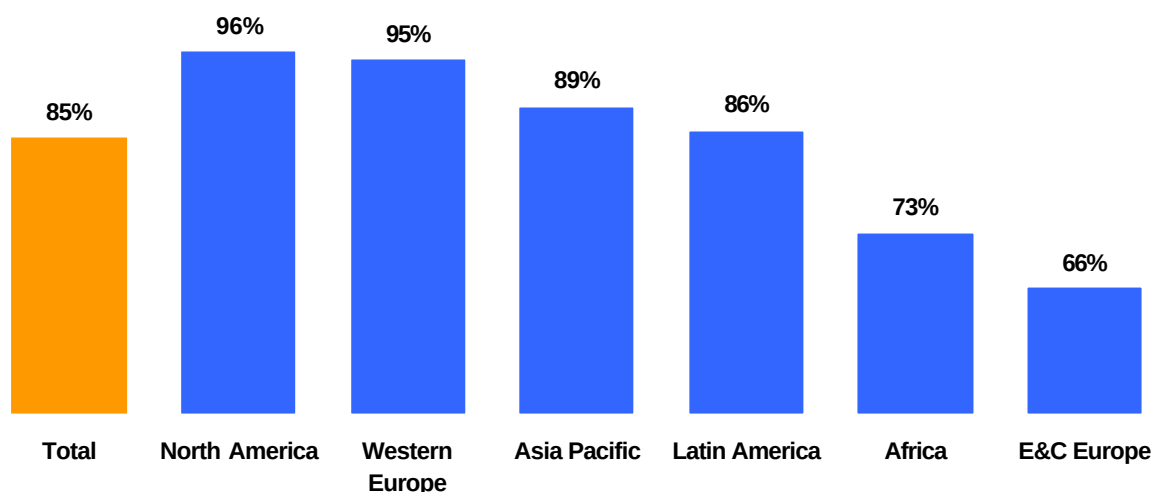


Source: Gallup International Association – Voice of the People™ 2007

Looking at results by region, respondents in Asia Pacific (78%) and Latin America (73%) show the highest levels of concern about the impact of global warming, followed by Western Europe (66%), six out of 10 respondents in North America (62%) and Eastern and Central Europe (59%) are concerned about global warming. Nevertheless, in North America four out of 10 respondents do not perceive a serious impact in the area where they live (38%).

In all countries surveyed, the majority of respondents declared that global warming is having a serious impact in the area where they live. The highest percentages are found in Albania (97%), Hong Kong (93%) and Romania (91%). On the contrary, the largest proportions of citizens that do not perceive a serious impact of this phenomenon are located in Iceland (59%), Germany (51%), Russia (47%), Norway (43%), UK (41%) and United States (40%). Lacks of answers are more frequent in Senegal (25%), Nigeria (25%), Ghana (20%) and Poland (20%).

A large majority of respondents declare they are taking measures to protect the environment.



Source: Gallup International Association – Voice of the People™ 2007

Respondents were asked whether their household takes any of six different possible actions aimed at protecting the environment: 85% of surveyed citizens declared they implement at least one of them. The most frequent actions taken by citizens throughout the world are using less energy in the house (62%), recycling or creating less waste (61%), and using less water (54%). Four in ten respondents use less spray products or use spray products that don't affect the ozone (40%), whilst three in ten surveyed citizens use less batteries or replace common batteries with rechargeable batteries (33%) and use a car less or take more public transport (32%). **In Pakistan, 83% people take some measure to protect the environment mostly through conservation of energy in the household (50%), recycling (40%) and conserving water (35%).**

Among regions, North America and Western Europe (96% and 95%, respectively) are the ones where most people declare they take actions to protect the environment. They are followed by Asia Pacific (89%), Latin America (86%) and Africa (73%). Eastern and Central Europe stays behind, with just 66% of positive answers. In fact, this region shows a significant number of respondents (26%) declaring that in their households none of these actions are implemented. In most regions saving energy is the most common action to protect the environment. This is the case in North America (87%), Latin America (64%) and Eastern

and Central Europe (37%). In Western Europe, however, the most mentioned action to prevent environmental damage is recycling/creating less waste (82%) and in Asia Pacific and Africa, the same proportions are obtained for energy and water saving and recycling (65% and 45% respectively in each region).

Using less energy, recycling/creating less waste and using less water are the most common actions to protect the environment.

“Does your household take any of the following actions to help protect the environment?”

	Total Sample	North America	Western Europe	Asia Pacific	Latin America	Africa	E&C Europe
Using less energy (gas, electricity) in the house	62% *	87% *	74%	65%	64% *	44%	37% *
Recycling/creating less waste	61%	85%	82% *	66% *	56%	45% *	22%
Using less water	54%	73%	66%	52%	60%	44%	33%
Using less spray products/ Using spray products that don't affect the ozone	40%	72%	57%	25%	40%	39%	14%
Using less batteries/ replace common batteries with rechargeable batteries	33%	52%	51%	20%	31%	39%	10%
Using a car less/take more public transport	32%	35%	45%	28%	36%	44%	14%
Other	11%	39%	5%	1%	2%	6%	7%
None	8%	-	3%	7%	12%	2%	26%
DK/ NA	7%	4%	2%	4%	2%	25%	8%

* highest value per column

Source: Gallup International Association – Voice of the People™ 2007

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EDITOR'S NOTES

The Voice of the People™ Survey

Gallup International's unique survey **Voice of the People™** interviews more than 60,000 people in 57 countries around the world, representing the views and attitudes of more than 1.3 billion global citizens. Fieldwork was conducted in 2007.

Gallup International

Registered in Zurich as a verein (Association), Gallup International was **established in 1947** by **George H Gallup** and his European colleagues. It currently has member agencies in 65 countries across the world, conducting market and opinion research in **more than 100 countries**. For more information on Gallup International Association, please visit www.gallup-international.com or www.voice-of-the-people.net

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Gallup Pakistan

Headed by **Dr. Ijaz Shafi Gilani**, Gallup Pakistan has been operating in Pakistan since 1980. It is the Pakistani affiliate of Gallup International Association. Gallup Pakistan has 18 field offices conducting nationwide public opinion and market research. For more information on Gallup Pakistan, please visit www.gallup.com.pk

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