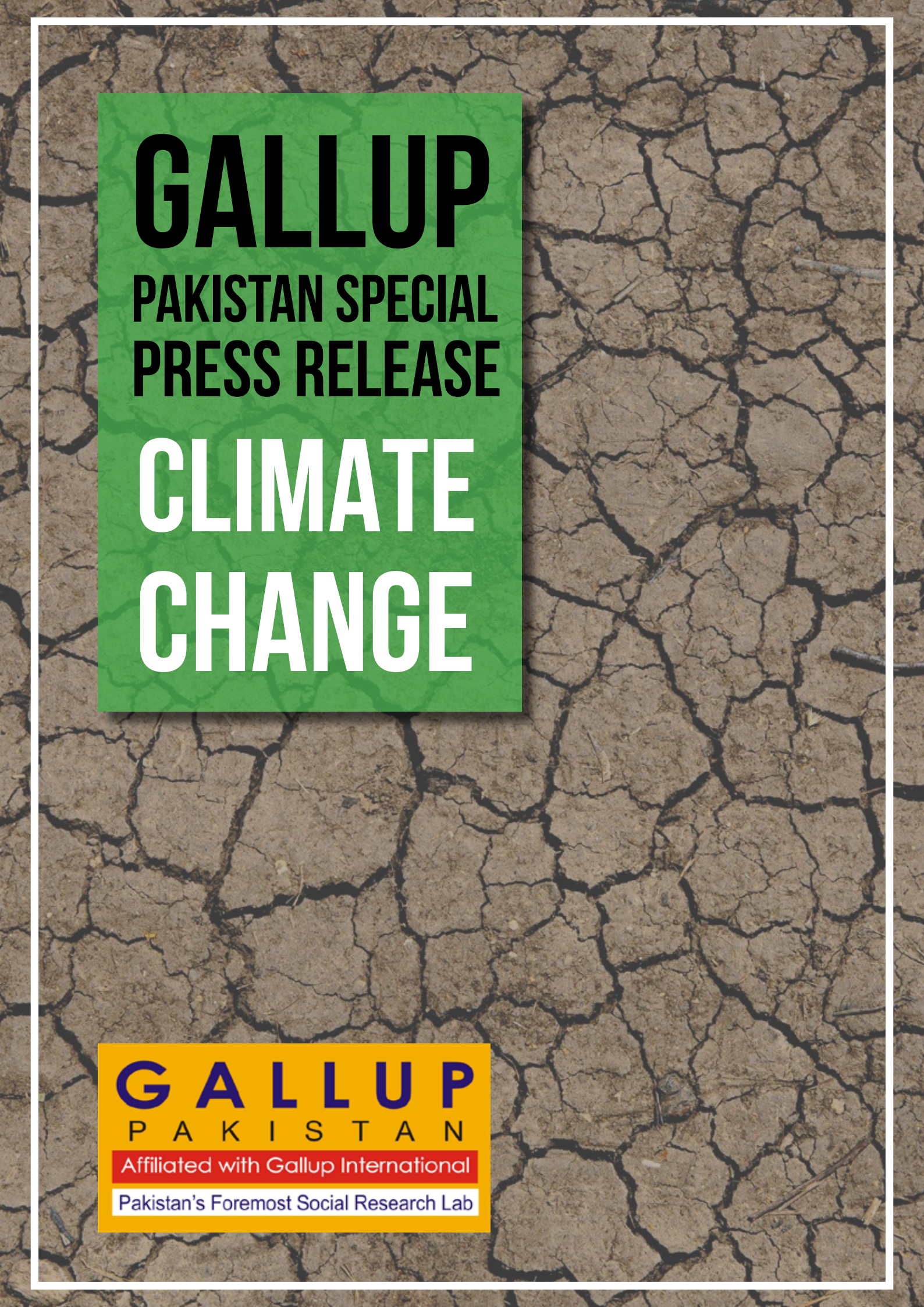




GALLUP

PAKISTAN SPECIAL PRESS RELEASE

CLIMATE CHANGE

GALLUP
P A K I S T A N

Affiliated with Gallup International

Pakistan's Foremost Social Research Lab

74%

Pakistanis believe that global warming poses a serious threat; 63% think that it is too late to curtail climate change while 73% opine that the real efforts towards sustainability must come from the government or businesses rather than from individuals:

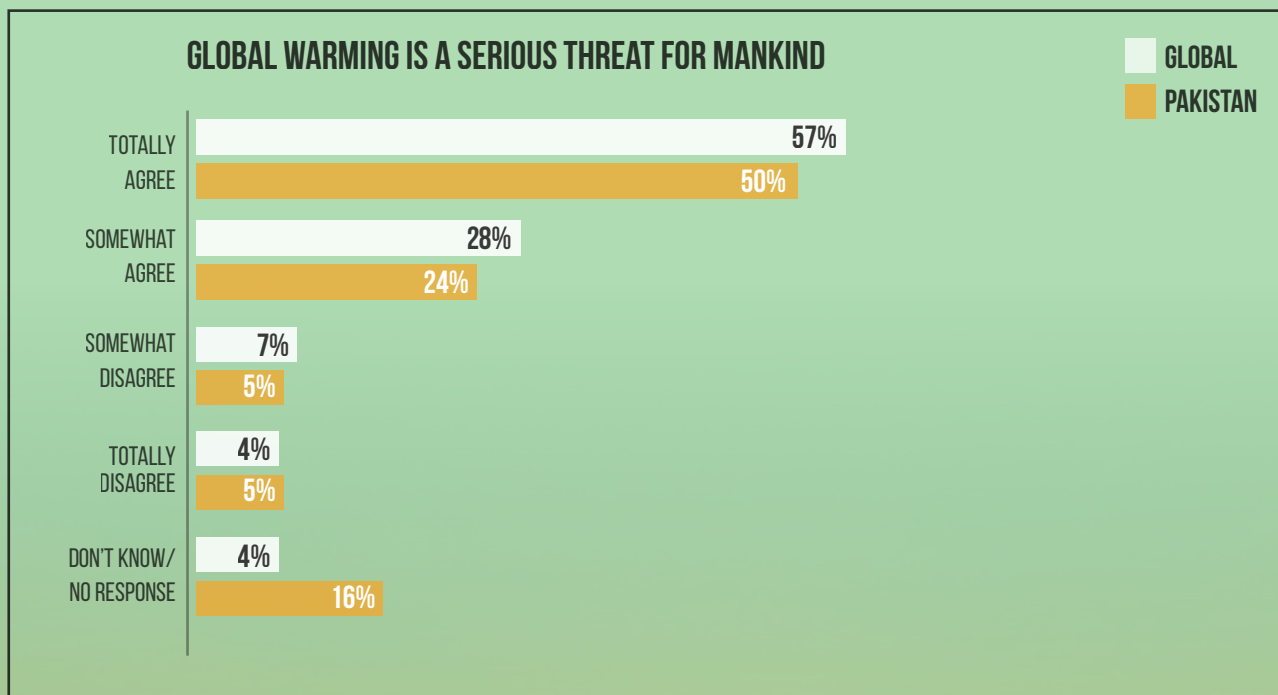
**WIN International
and Gallup Pakistan**

According to a Gallup Pakistan Survey in Pakistan (and similar surveys done by WIN International across the world), 74% Pakistanis agreed global warming is a serious threat. This is 11% below the global average. Compared to 40% globally, 63% think that it is too late to curtail climate change. 86% Pakistanis believe that their personal actions can improve the environment. 70% Pakistanis say that they would like to live more sustainably but often find that they do not make the necessary changes to their current behavior. 73% Pakistanis opine that the real efforts on suitability and environment need to be taken by businesses and the government rather than individuals.

WIN International, the world's leading association in market research and polling, has published the Annual WIN World Survey (WWS - 2020) exploring the views and beliefs of 26,759 individuals among citizens from 32 countries across the globe about climate change. The survey for Pakistan was conducted by Gallup Pakistan during 5th to 15th November 2020. The sample size was 1103 respondents and CATI methodology was used.

More than 7 in 10 Pakistanis (11% below the global figure) believe that global warming is a serious threat for mankind.

A nationally representative sample of adult men and women from across the four provinces was asked the following question, “Please tell, to what extent do you agree or disagree with the following statement: Global Warming is a serious threat for mankind.” In response to this question, 50% Pakistanis strongly agreed, 24% somewhat agreed, 5% somewhat disagreed, 5% strongly disagreed while 16% did not know/did not respond.

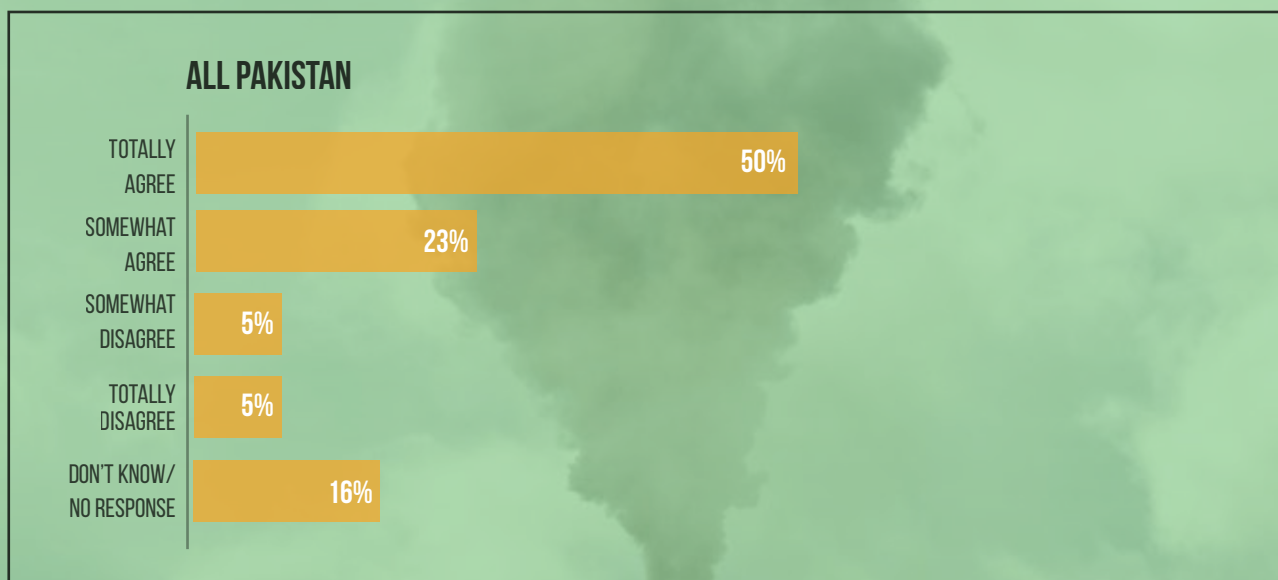


Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Global result: Compared to the global figure, 12% less Pakistanis agreed with the statement that “Global Warming is a serious threat for mankind.”

Globally when this question was asked in the other 31 countries, 57% totally agreed, 28% somewhat agreed, 7% somewhat disagreed, 4% totally disagreed while 4% did not know

73% Pakistanis agreed that global warming is a grave threat for mankind. This is less than the global figure of 85% but close to the MENA region of 73%. 10% of Pakistanis do not consider global warming to be a serious threat to mankind. This is similar to the global figure where 11% of the people believe it not to be a serious threat to mankind. In fact, Pakistan is in the bottom 4 countries along with Denmark, USA and Palestine. Vietnam, South Korea and Chile are the top three countries where most people believe that global warming poses a serious threat to the human race.



Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Pakistan is in the bottom 4 countries along with USA in terms of not taking the threat of global warming seriously!

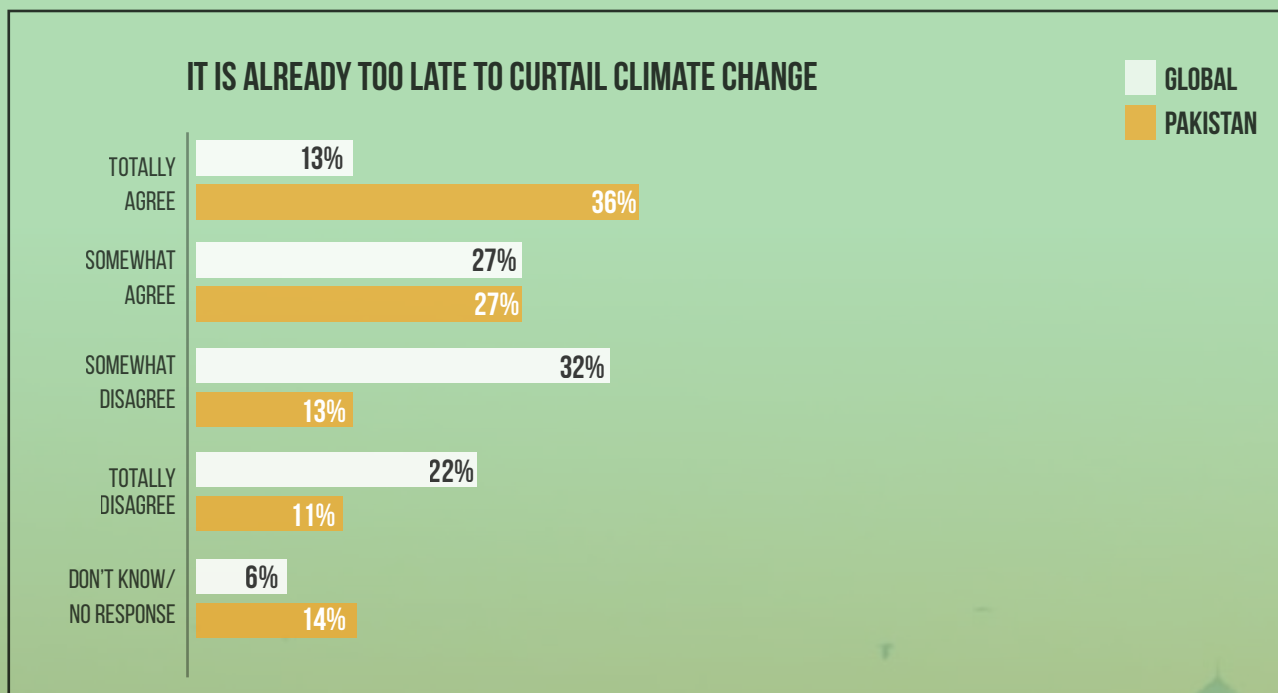
Bottom 10 nations with least likelihood to agree that global warming is a grave threat for mankind (lowest to highest).

Country	% of respondents saying that global warming is a serious threat for mankind	Ranking
Denmark	67%	10
Palestine	69%	9
USA	72%	8
Pakistan	74%	7
Japan	76%	6
Poland	78%	5
Slovenia	79%	4
Nigeria	79%	4
United Kingdom	81%	3
Germany	82%	2
Hong Kong	82%	2
Canada	83%	1

Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

63% Pakistanis (40% globally) agree that it is too late to curtail climate change

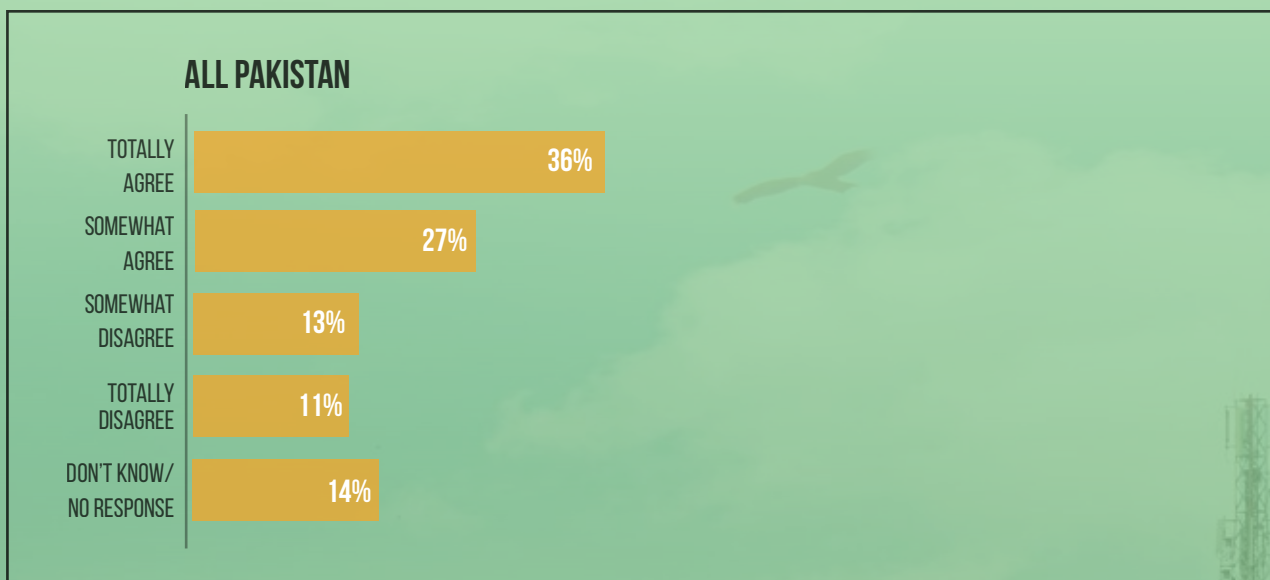
A nationally representative sample of adult men and women from across the four provinces was asked the following question, “Please tell, to what extent do you agree or disagree with the following statement: It is already too late to curtail climate change.” In response to this question, 36% Pakistanis totally agreed, 27% somewhat agreed, 11% somewhat disagreed, 13% strongly disagreed while 14% did not know.



Global result: Compared to the global figure, 23% more Pakistanis agree with the statement that “It is already too late to curtail climate change.”

Globally when this question was asked in the other 31 countries, 13% totally agreed, 27% somewhat agreed, 32% somewhat disagreed, 22% totally disagreed while 6% did not know.

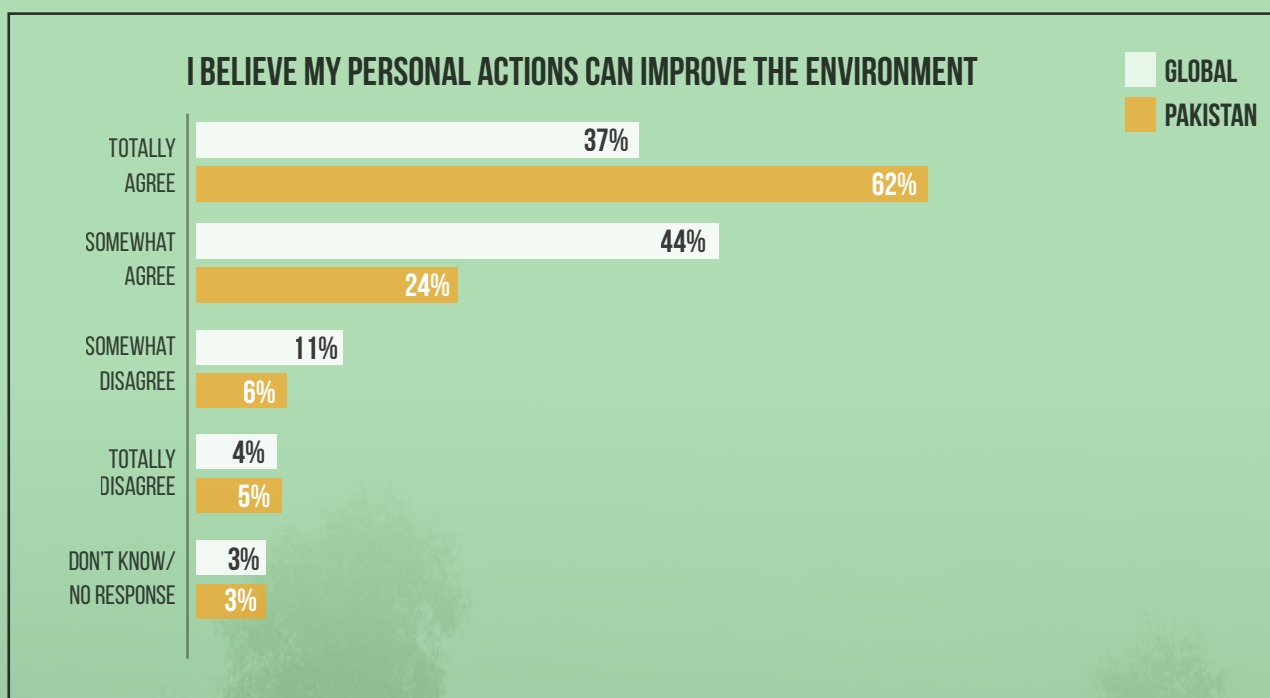
Unlike the 54% global population who thinks that it is not too late to curb climate change, only 24% Pakistanis hold this belief. 63% of Pakistani agree that it is too late to curtail climate change which is 23% more than the global figure. In fact, Pakistan is one of the top 3 countries, alongside India and Denmark, that hold such a belief. China, Brazil and USA are the bottom 3 countries where people contrarily believe that it is not too late to stop climate change.



Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

86% Pakistanis (81% globally) believe that their personal actions can improve the environment

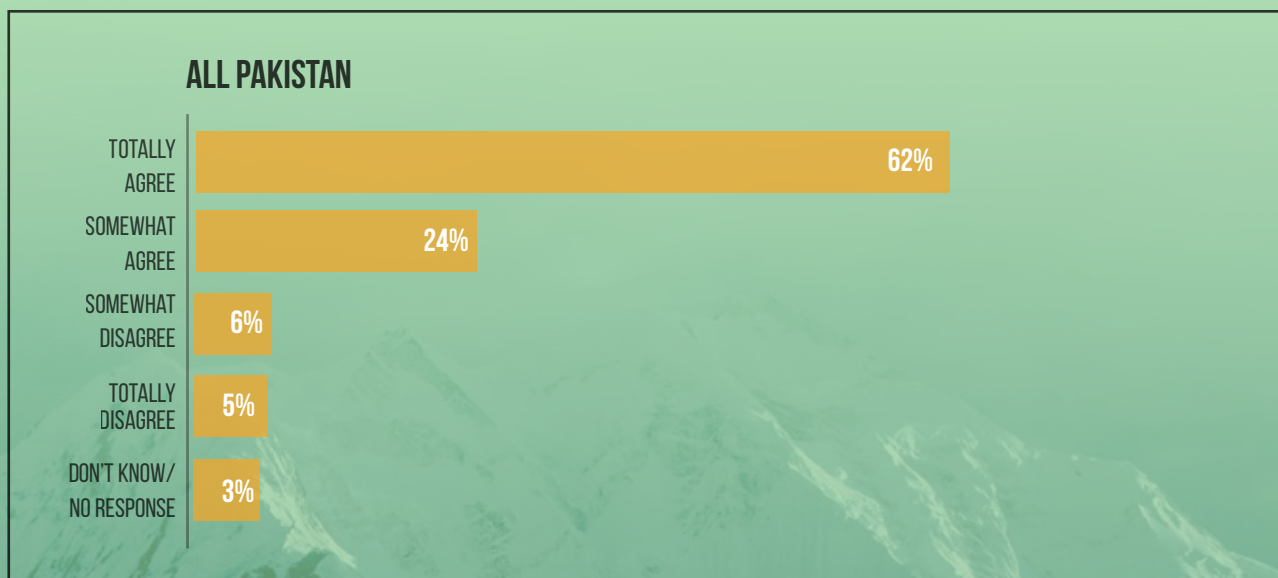
A nationally representative sample of adult men and women from across the four provinces was asked the following question, “Please tell, to what extent do you agree or disagree with the following statement: I believe my personal actions can improve the environment.” In response to this question, 62% Pakistanis totally agreed, 24% somewhat agreed, 11% somewhat disagreed, 5% strongly disagreed while 3% did not know.



Global result: Compared to the global figure, 5% more Pakistanis agree with the statement that “I believe my personal actions can improve the environment.”

Globally when this question was asked in the other 31 countries, 37% totally agreed, 44% somewhat agreed, 11% somewhat disagreed, 4% totally disagreed while 3% did not know.

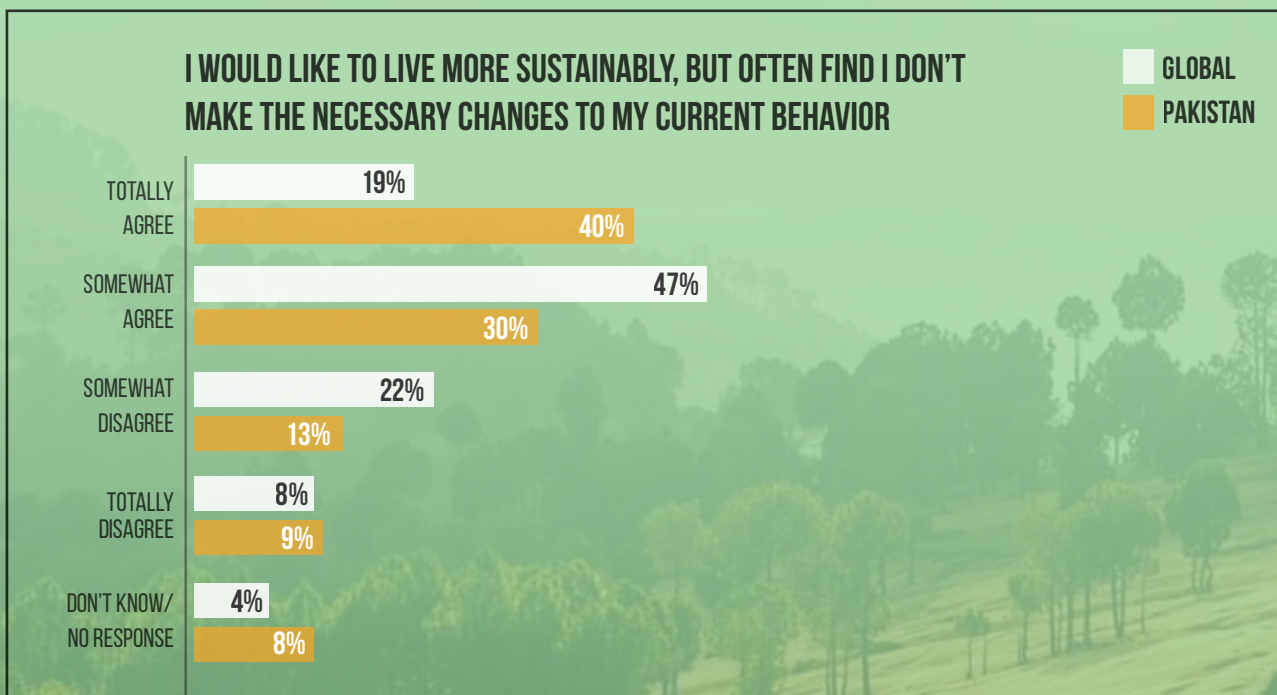
Like the 15% of the global population that does not believe that their actions help improve the environment, 11% Pakistanis hold the same belief. Alternatively, 86% Pakistanis believe that their personal actions can help improve the environment which is relatively close to the global average of 81%. Paraguay, Lebanon and Vietnam are the top 3 countries where more than 93% of people believe that their personal actions can improve the environment whereas Palestine, Denmark and Japan are the bottom 3 countries.



Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

7 in 10 Pakistanis agree that they would like to live more sustainably but often find themselves not making the necessary changes to their behavior

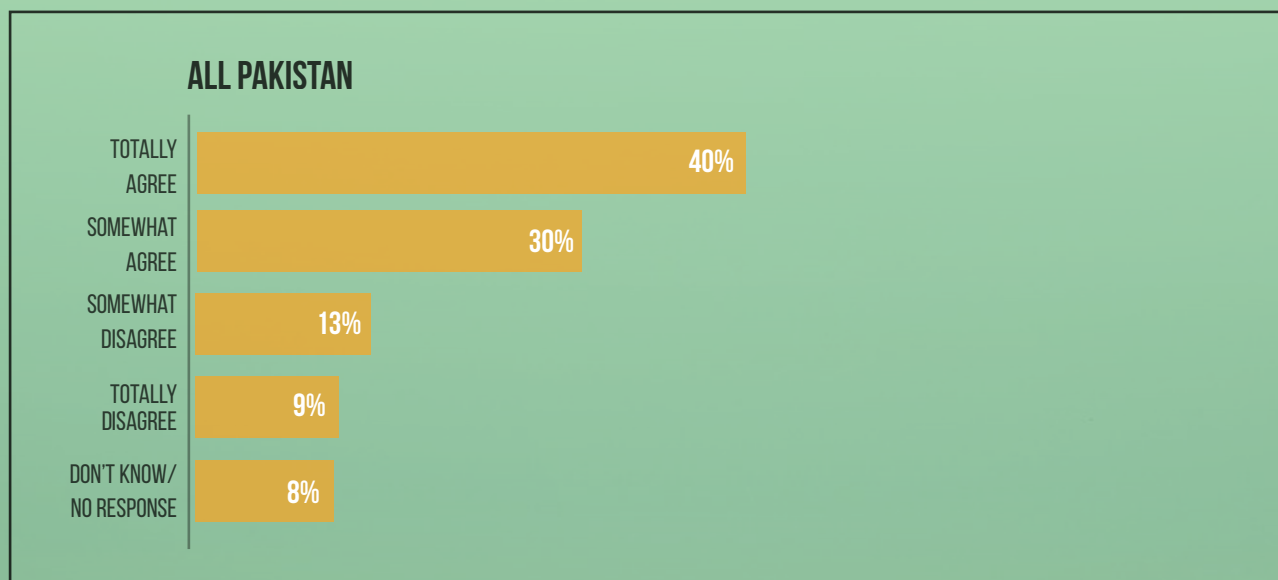
A nationally representative sample of adult men and women from across the four provinces was asked the following question, “Please tell, to what extent do you agree or disagree with the following statement: I would like to live more sustainably, but often find I don’t make the necessary changes to my current behavior.” In response to this question, 40% Pakistanis totally agreed, 30% somewhat agreed, 13% somewhat disagreed, 9% strongly disagreed while 8% did not know.



Global result: Compared to the global figure, 4% more Pakistanis agree with the statement that “I would like to live more sustainably, but often find I don’t make the necessary changes to my current behavior.”

Globally when this question was asked in the other 31 countries, 19% totally agreed, 47% somewhat agreed, 22% somewhat disagreed, 8% totally disagreed while 4% did not know.

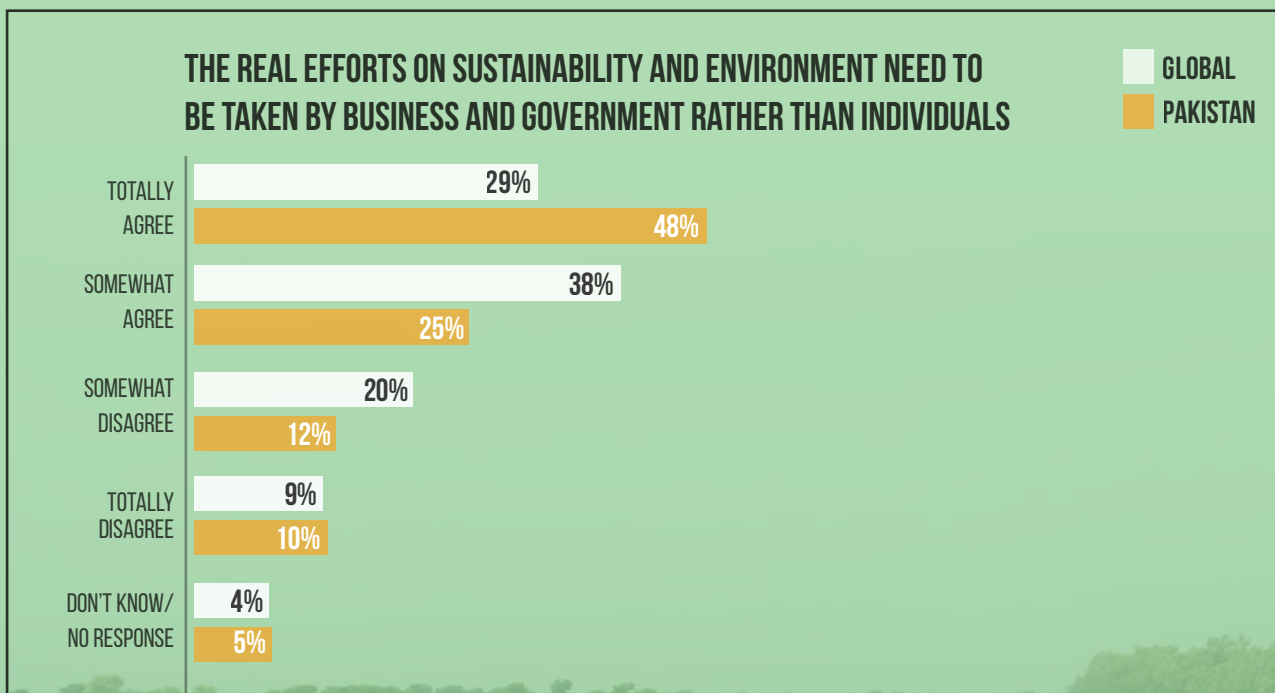
Like 66% of the global population agrees that they would like to live more sustainably but do not find themselves making the necessary changes to achieve the outcome, 70% Pakistanis think the same way. Alternatively, 22% Pakistanis hold the opposing view, 8% less than the global average. Paraguay, South Korea and the Philippines are the top 3 countries where more people seem to hold this view while Germany, Finland and France are the bottom 3 countries.



Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

73% Pakistanis (67% globally) opine that sustainability and environmental efforts need to be taken by businesses and the governments rather than by individuals.

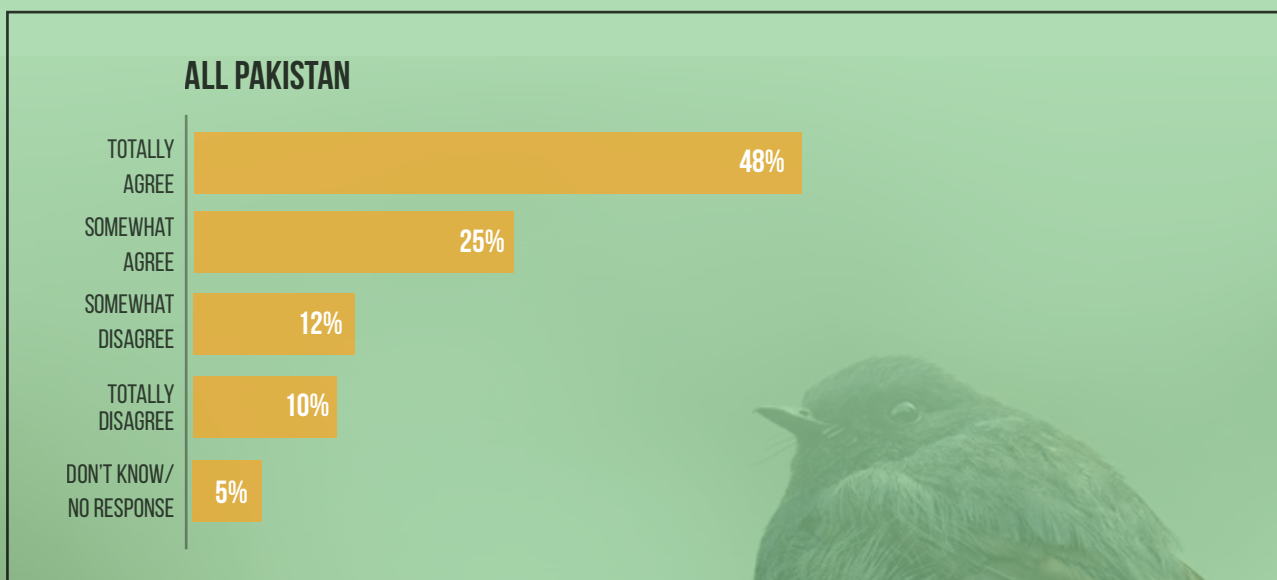
A nationally representative sample of adult men and women from across the four provinces was asked the following question, “Please tell, to what extent do you agree or disagree with the following statement: The real efforts on sustainability and environment need to be taken by business and government rather than individuals.” In response to this question, 48% Pakistanis totally agreed, 25% somewhat agreed, 12% somewhat disagreed, 10% strongly disagreed while 5% did not know.



Global result: Compared to the global figure, 6% more Pakistanis believe that real efforts on sustainability and environment need to be taken by businesses and government rather than individuals

Globally when this question was asked in the other 31 countries, 29% totally agreed, 38% somewhat agreed, 20% somewhat disagreed, 9% totally disagreed while 4% did not know.

Similar to the 67% global population that believes that sustainability and environmental efforts need to be undertaken by businesses and the government and not by individuals, 73% Pakistanis hold similar views. Contrarily, 22% Pakistanis disagree with the idea that the onus of sustainability and environmental efforts relies on the government and businesses alone rather than individuals. This is 7% less than the global figure. India, South Korea and France are the top 3 countries which hold such a belief while Brazil, Slovenia and Japan are the bottom 3 countries that do not hold such a view.



Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

SOME KEY LEARNINGS ON PAKISTANI PUBLIC'S PERCEPTION OF CLIMATE CHANGE:

- 73% Pakistanis, 6% more than the global average think that the real responsibility of environmental issues lies with businesses and governments and not with individuals.
- More than 7 in 10 Pakistanis (12% below the global figure) believe that global warming is a serious threat for mankind.
- 7 in 10 Pakistanis, 4% more than the global average, agree that they would like to live more sustainably but often find themselves making the necessary changes to their behavior.
- 86% Pakistanis believe that their personal actions can improve the environment, 5% more than the global figure.
- Compared to the global average figure of 40%, 23% more Pakistanis agree that it is too late to curtail climate change.

Source: Gallup & Gilani Pakistan
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