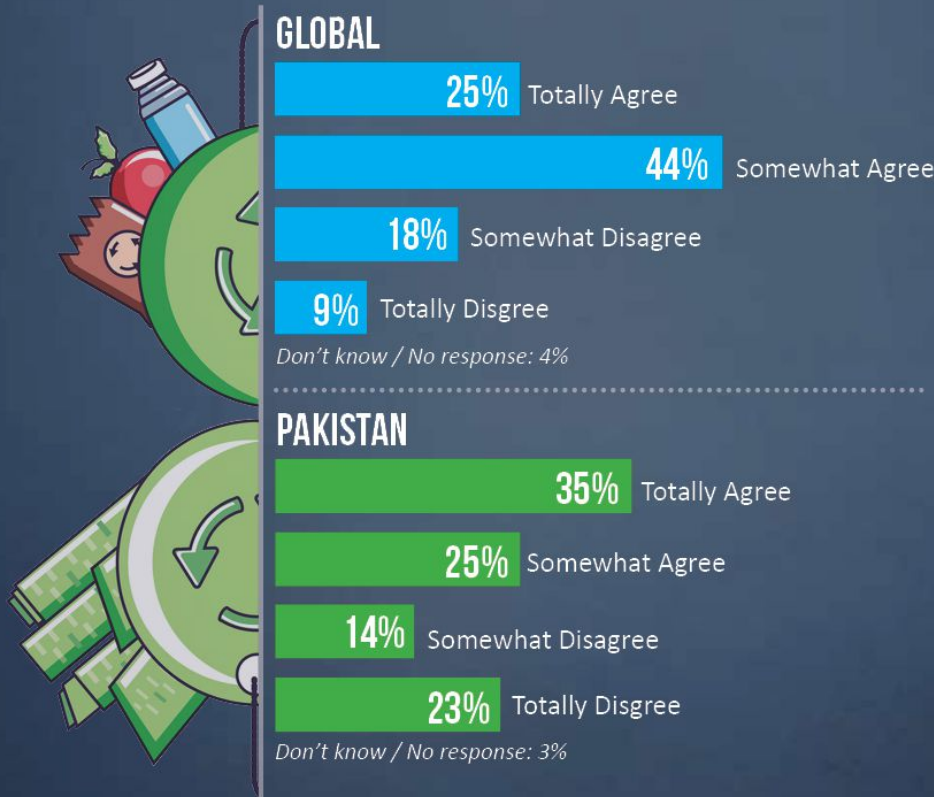


15th March, 2022

3 IN 5 (60%) PAKISTANIS ARE WILLING TO PAY MORE FOR A PRODUCT THAT TAKES CARE OF THE ENVIRONMENT; 69% OF GLOBAL RESPONDENTS CLAIM THIS: GALLUP PAKISTAN AND WIN WORLD SURVEY REPORT RELEASED

ہر 5 میں سے 3 (60%) پاکستانی ایک ایسی مصنوعات کے لئے زیادہ ادائیگی کرنے کو تیار ہیں جو ماحول کا خیال رکھتی ہے ، دنیا بھر میں اس حوالے سے رائے رکھنے والے جوابدہندگان کی شرح 69% پائی گئی

Question: "To what extent do you agree or disagree with the following statements? - I am willing to pay more for a product that takes care of the environment



Opinion Poll General Climate

3 in 5 (60%) Pakistanis are willing to pay more for a product that takes care of the environment; 69% of global respondents claim this: Gallup Pakistan and WIN World Survey report released

(Islamabad), March 15, 2022

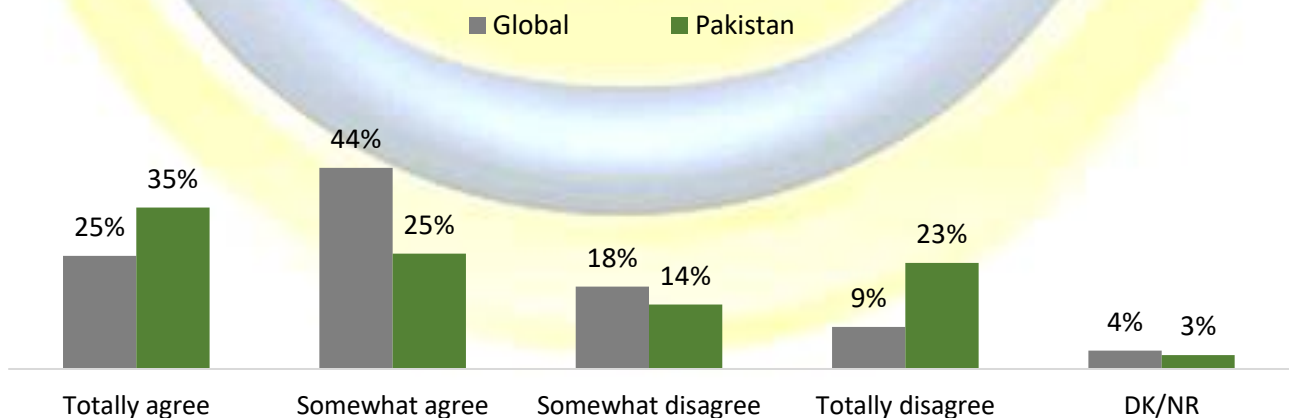
According to a Gallup Pakistan Survey in Pakistan (and similar surveys done by Worldwide Independent Network of Market Research (WIN) across the world), 3 in 5 (60%) Pakistanis are willing to pay more for a product that takes care of the environment; 69% of global respondents claim this.

These findings emerge from an international survey conducted across the globe by The Worldwide Independent Network of Market Research (WIN) - a global network conducting market research and opinion polls in every continent. WIN International has published the Annual WIN World Survey (WWS – 2021), exploring the views and beliefs of 33236 individuals, among citizens from 39 countries across the globe. The survey analyzes views and opinions related to the perception of climate change in 2021 and the importance of sustainable development worldwide. The fieldwork for Pakistan was conducted between 10th October and 11th November 2021 and the sample size was 1000 individuals.

The international press release with the report can be accessed [here](#).

A nationally representative sample of adult men and women from across the four provinces was asked the following question, “*To what extent do you agree or disagree with the following statements? - I am willing to pay more for a product that takes care of the environment.*” In response to this question in Pakistan, 35% said totally agree, 25% said somewhat agree, 14% said somewhat disagree, 23% said totally disagree, and 3% didn’t know or gave no response.

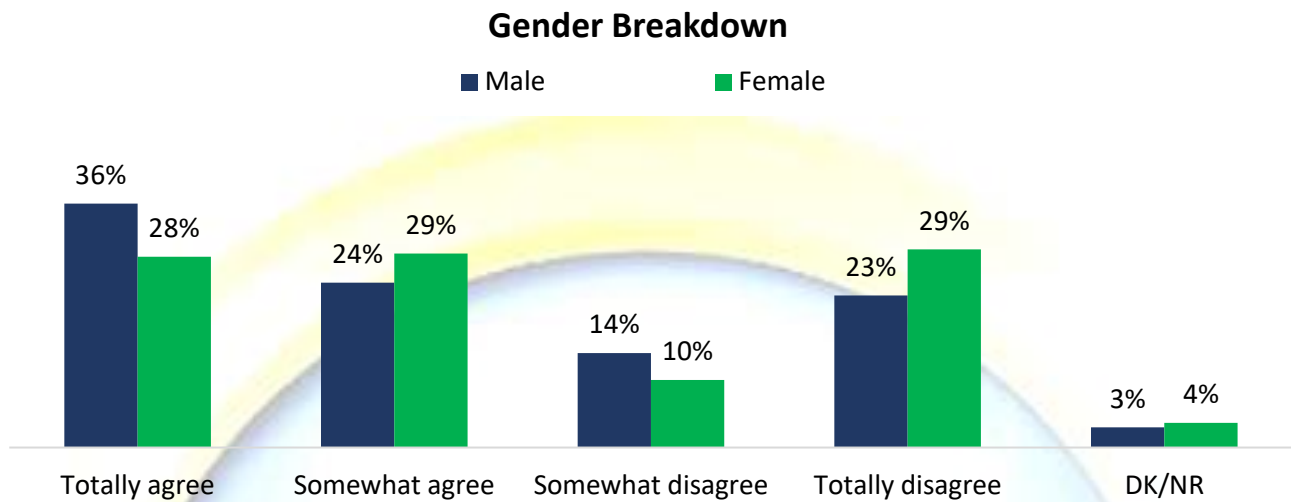
Question: “To what extent do you agree or disagree with the following statements? - I am willing to pay more for a product that takes care of the environment”



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

Gender Breakdown

60% of males as compared to 57% of females in Pakistan are willing to pay more for a product that takes care of the environment.



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

The study was released by Gilani Research Foundation and carried out by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1000 men and women in urban and rural areas of all four provinces of the country, October 20 – November 11, 2021. The error margin is estimated to be approximately ± 2 -3 percent at the 95% confidence level. The methodology used for data collection was CATI.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International

Tuesday, March 15, 2022

(3 Pages, English version Only)



GILANI RESEARCH
FOUNDATION

Gilani Research Foundation is a not-for-profit public service project to provide social science research to students, academia, policymakers, and concerned citizens in Pakistan and across the globe.

Gilani Research Foundation is headed by Dr. Ijaz Shafi Gilani who pioneered the field of opinion polling in Pakistan and established Gallup Pakistan in 1980. Currently, Dr. Gilani, who holds a Ph.D. from the Massachusetts Institute of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

If you have any further questions regarding this poll, please feel free to contact us.

*Best Regards,
Gallup Pakistan*

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



Daily Gilani Poll
2022



of Gallup Pakistan
(1980-2022)