

Understanding Socioeconomic Factors in Climate Change Awareness and Action

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Less than 25% consider Climate Change amongst one of their “Top 3 problems”



Less than half the people believe that climate change is caused by human activity.



Despite widespread support, with **94%** of parents demanding climate education in schools, **less than half** of them discuss climate change with their children at home



37.7% of illiterate people do not trust any of the sources of climate related information.



The percentage of people willing to contribute income or pay taxes for environment is less than **60%**

Source: World Bank Report,
data collected by Gallup Pakistan
www.gallup.com.pk

PRESS RELEASE

Understanding Socioeconomic Factors in Climate Change Awareness and Action

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Islamabad, December 14th, 2023

According to a recent report published by the World Bank Group (for the full report [click here](#)) using data collected by Gallup Pakistan it was found that **8 in 10 people in Pakistan are concerned about impacts of climate change, with females and educated people being more concerned.**

13 key learnings from the report are:

1. In a global comparison involving 19 countries conducted to gain a deeper understanding of attitudes towards climate change Pakistan's values lie somewhere in the middle. Ranking #15 in terms of considering climate change a major threat.
2. Overall, 8 in 10 people in Pakistan are concerned about impacts of climate change, with females and educated people being more concerned.
3. People's perception of climate change can be affected by their experiences of income shocks. With 16.2% more personally caring about climate change, and 6.2% more concerned with the impact of climate change on children when having previously experienced income loss as an impact of climate change.
4. Although around 80% of people express concern about climate change and its impacts, when asked specifically about it, it does not necessarily rank high on their list of priorities to address, with less than 25% considering it as one of their "Top 3 problems".
5. Less than half the people believe that climate change is caused by human activity. People with higher levels of education tend to be more knowledgeable about climate change issues.
6. 37.7% of illiterate people do not trust any of the sources of climate related information. This number decreases to 26.1% for people with higher education or above.
7. Trust in sources of information also varies depending on the location of people, with rural areas being more skeptical. 34.2% people in rural areas and 29.6% in urban areas do not trust any sources of climate change information, making it difficult to

convey the necessary information to them through traditional channels.

8. Despite widespread support, with 94% of parents demanding climate education in schools, less than half of them discuss climate change with their children at home.
9. Despite high levels of concern about climate change, support for personal and government action is relatively low across all forms of intervention.
10. More than two-thirds of people were prepared to pay for environmentally friendly goods. There are, however, differences in demand based on education level.
11. 92% of individuals consider conserving energy somewhat or very important, however, less than 13% people across all educational groups mentioned they support energy conservation for environmental reasons.
12. When compared to overall concern for the environment shared by over 80%, the percentage of people willing to contribute income or pay taxes for environment is less than 60%.
13. People are more likely to take energy-saving actions like turning off lights (83.4%) that lead to financial savings, instead of other actions such as reduction beef or paper, consumption etc.

These findings highlight the complexities presented in understanding and addressing climate change issues in Pakistan, as well as how the approach to combat climate change issues varies across different socio-economic groups.

The full report by the World Bank Group, titled “**Understanding Socioeconomic Factors in Climate Change Awareness and Action**” can be read [here](#), and can be cited as the following

Asad, Saher; Dahlin, Lauren Nicole; Baron, Juan.

Climate Silence in Pakistan: Understanding Socioeconomic Factors in Climate Change Awareness and Action (English). Special Note Washington, D.C.: World Bank Group.

<https://documents.worldbank.org/curated/en/099620311302337812/IDU0953f16290511e04abb0af26053e6738baa31>

Methodology: The data for this press release is based on a report published by the World Bank Group, for which Gallup Pakistan conducted survey research using RDD telephone surveys with a sample of 2000 Pakistanis. The survey's target population was parents or caregivers of children ages 5 to 17. The survey collected information on basic demographics, concerns related to climate change, information related to climate change and its impacts, and the likelihood of taking climate change action. A limited set of sociodemographic characteristics was also collected, including parents' education, assets, gender, family composition, rural, urban, district, and province.

For more details on the methodology refer to page 14 of the [full report](#).

For more survey data, see our website <https://gallup.com.pk/> or contact Gallup Pakistan at caf@gallup.com.pk

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