

# SMOG IN PAKISTAN;

## Awareness, Perceptions and Practices

A survey by Ipsos in Pakistan

November 26, 2024

# METHODOLOGY

## APPROACH

CATI Interviews

## SAMPLE

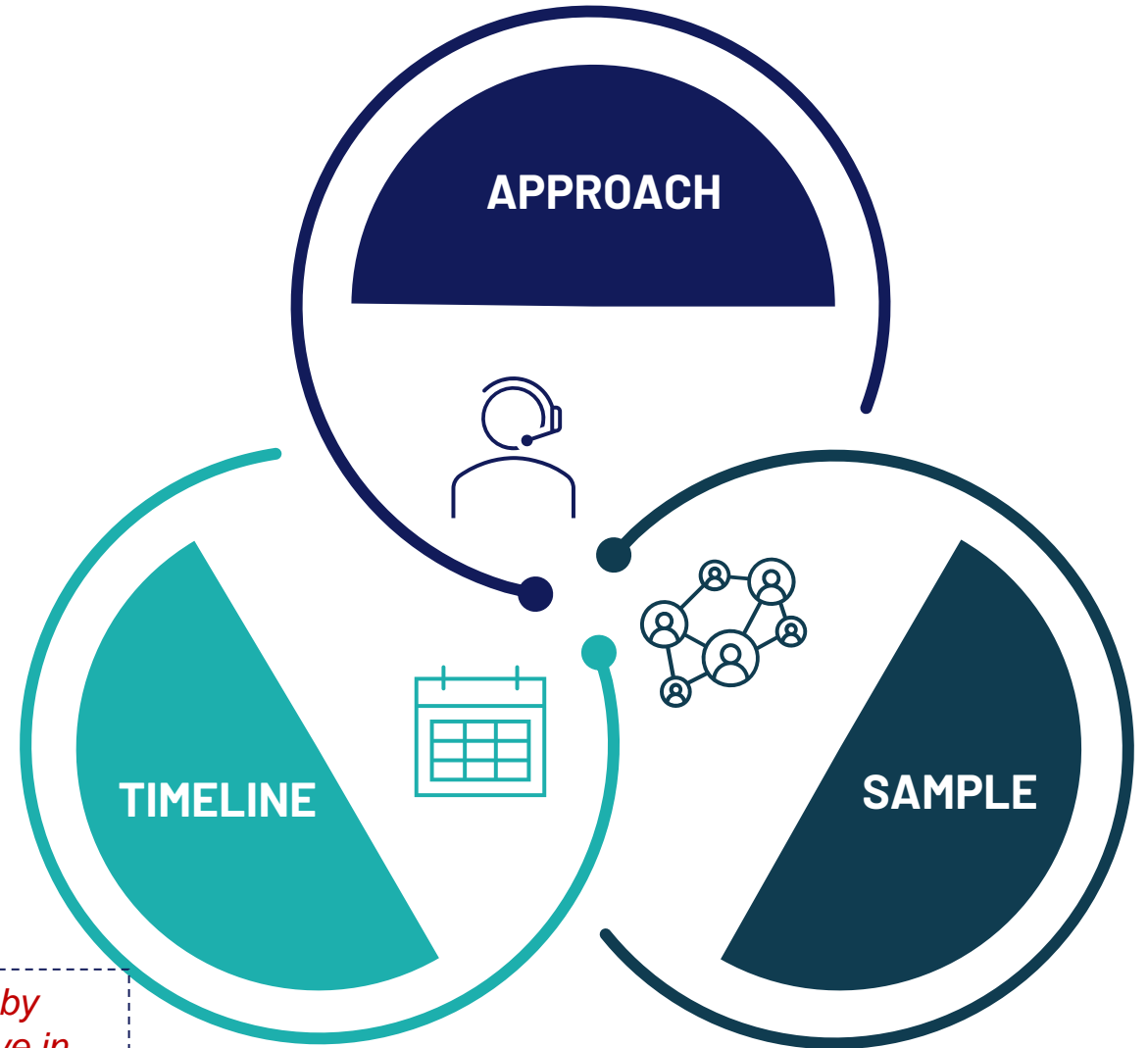
N=1000+

From all 4 provinces of Pakistan and ICT  
Post-stratification survey weights for  
provinces, gender and SECs applied to align  
survey data with population distributions

## TIMELINE

Data collection done from  
18<sup>th</sup> to 22<sup>nd</sup> Nov 2024

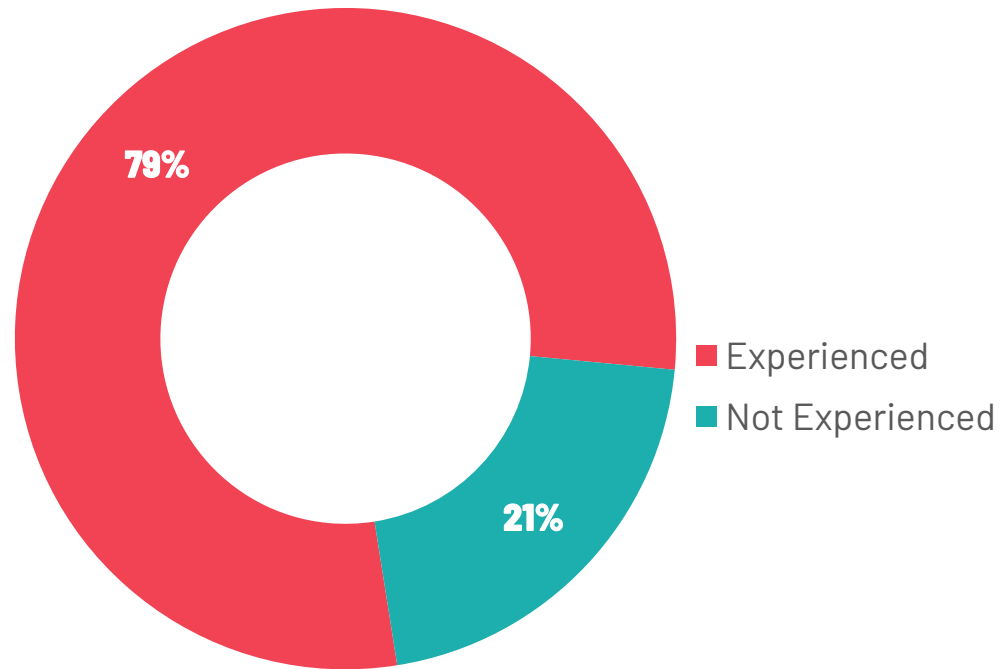
*This study had no external sponsors or partners. It was initiated and run by Ipsos with the intention to share our understanding about the world we live in and how citizens around the globe think & feel about their world.*



# AWARENESS AND EXPERIENCES

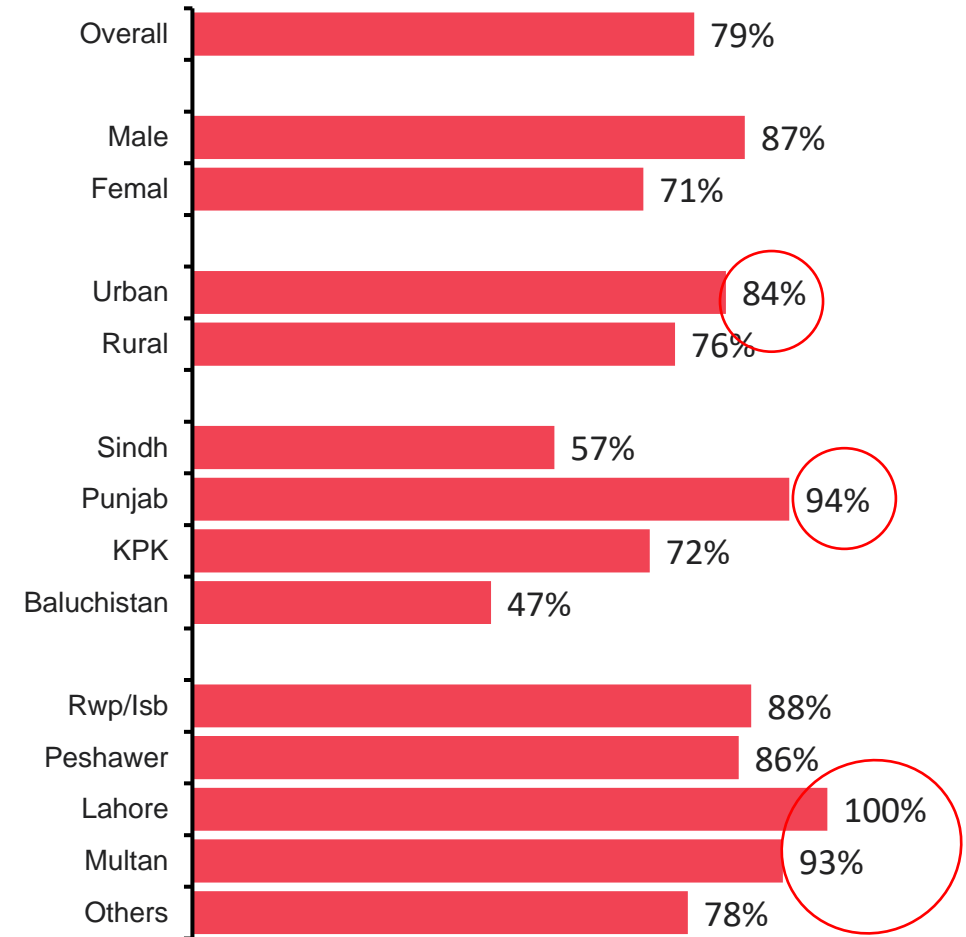
# 01

~8 in 10 Pakistanis have experienced smog over the last month, while in Lahore & Multan almost everyone experienced it.



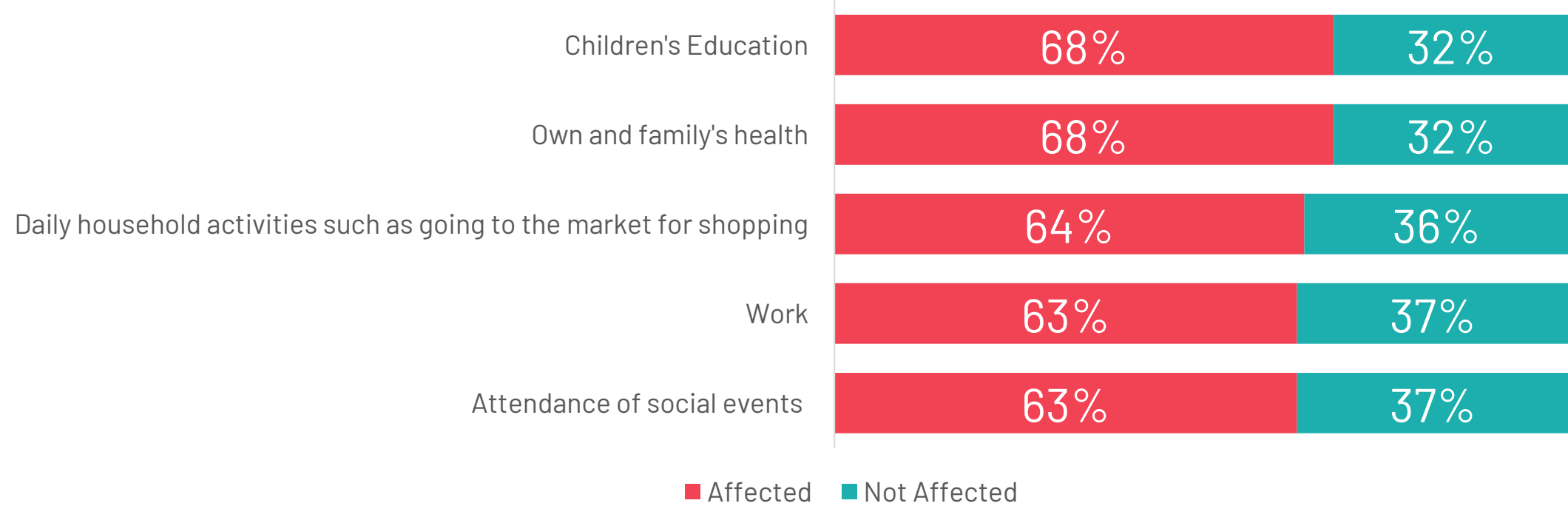
Q: Over the past month, how often have you experienced smog where you live?

Breakdown of those who experienced at-least once in a month



Over one-third Pakistanis found their daily HH activities, work life and social events being affected by smog.

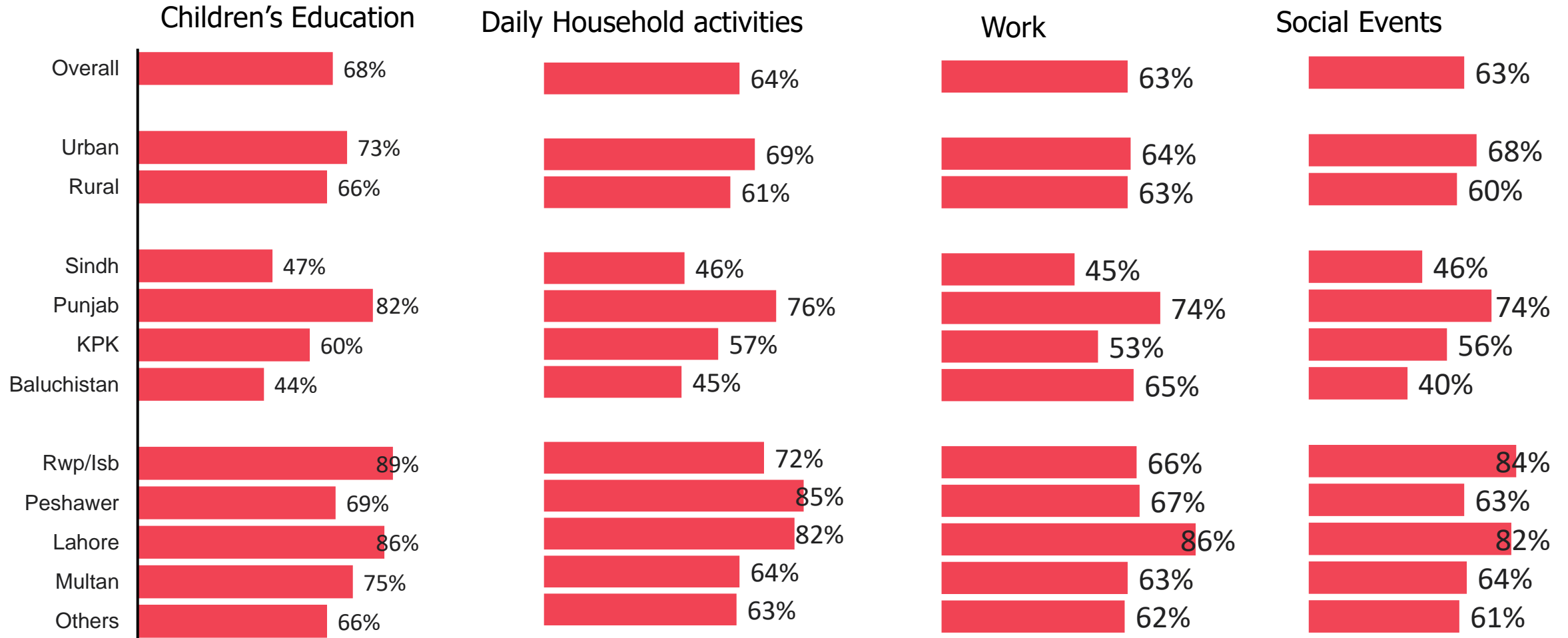
## Effects of smog on daily lives



Q: To what extent has smog affected or not affected any of the following

Base: All respondents - 1000

# Punjab is worst hit by smog in provinces; Lahore & Rawalpindi affected most



Q: To what extent has smog affected or not affected any of the following

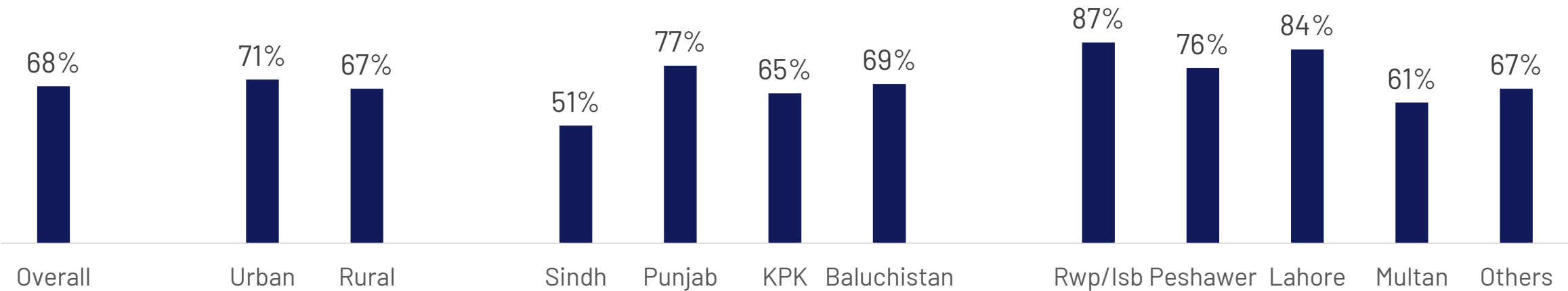
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Base: All respondents - 1000



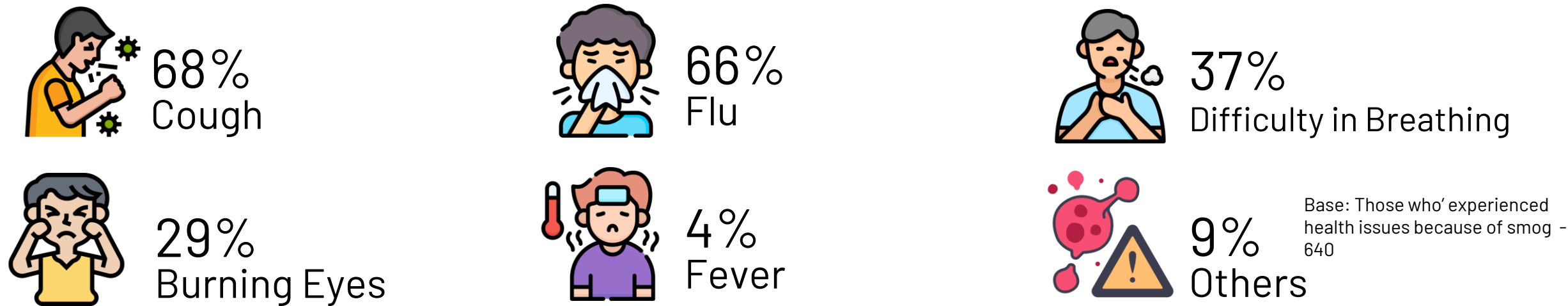
~ 7 in 10 report having health issues because of smog. Cough, flu and breathing difficulties are the most common symptoms

Health (Own and Family)



Q: To what extent has smog affected or not affected any of the following

Base: All respondents - 1000



Base: Those who' experienced health issues because of smog - 640

Q: If respondent selects (Your own health & Family's health question). What symptoms did you/they experience?

# BELIEFS AND PERCEPTIONS

# 02



For Pakistanis vehicle emissions (70%), industrial smoke (63%) and waste burning (37%) are top three reasons for smog followed by brick kilns (31%) and crop remains' burning (30%), while ~1 in 5 believe it as wrath of Allah.



70%  
Vehicle emissions



63%  
Industrial emissions



37%  
Waste burning



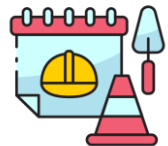
31%  
Brick kilns



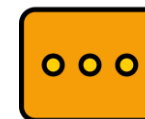
30%  
Crop remains' burning



19%  
Wrath of Allah



11%  
Construction activities



14%  
Others

*What do you believe is the primary cause of smog in Pakistan?*

Pakistanis see lack of public cooperation (44%) and enforcement of rules (37%) as major barriers in combating smog and air pollution, highlights the lack of fulfilment of responsibilities by citizens.

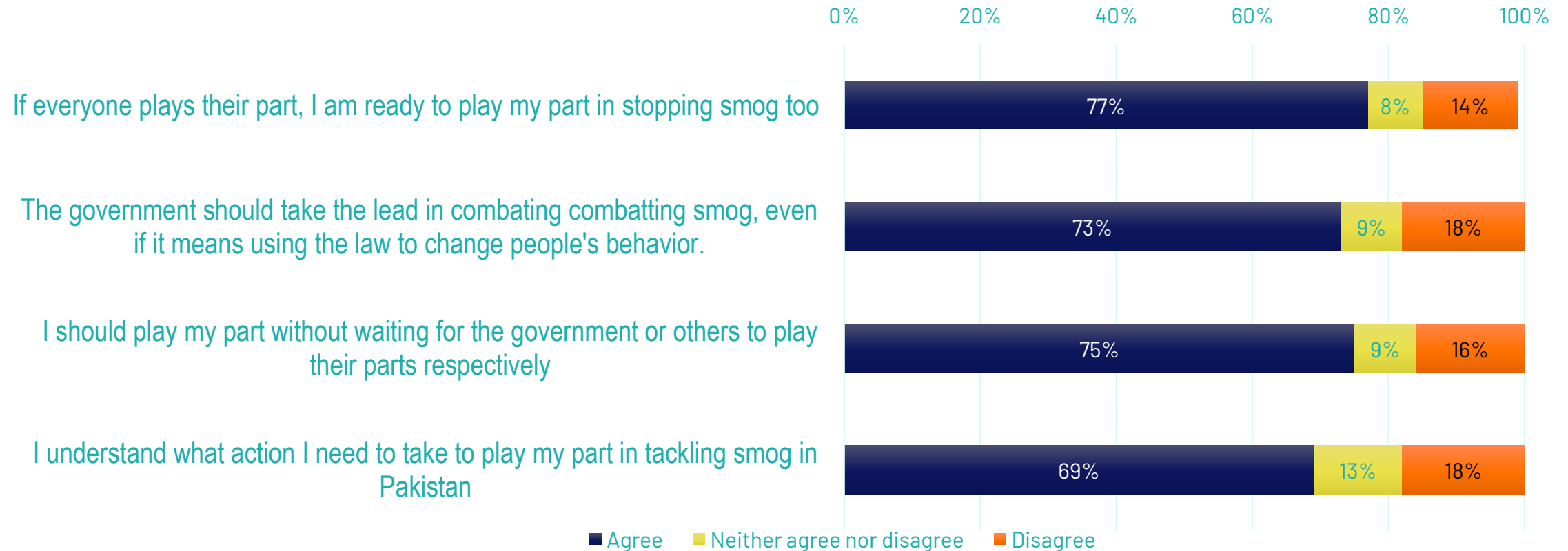


Q: What are the main reasons why this problem is not being resolved?

# ACTIONS AND BEHAVIORS

# 03

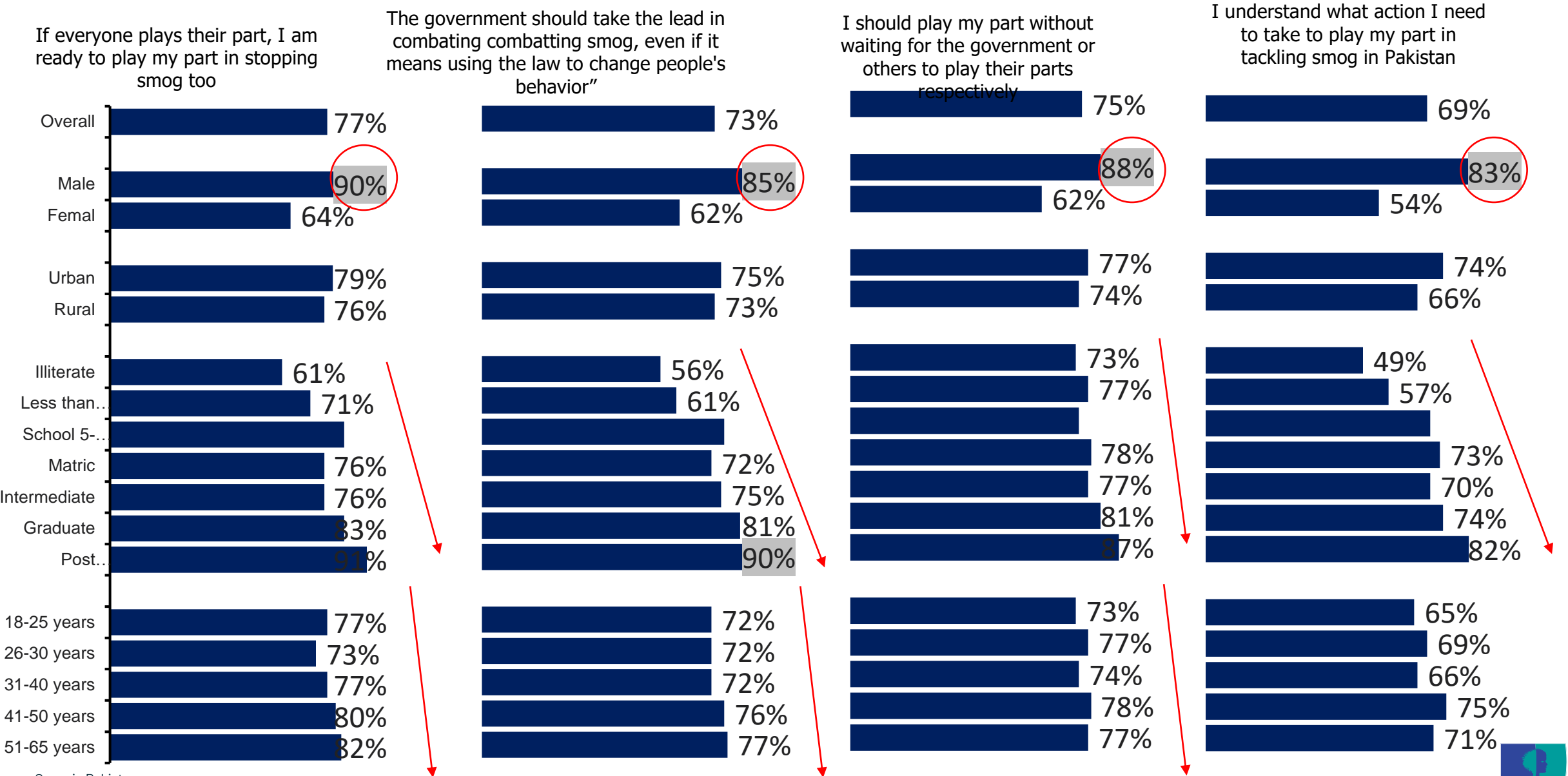
# ~8 out of 10 Pakistanis agree that they themselves need to play their part in combating smog with varying conditionalities.



Q. To what extent do you agree with the following statements:

Base: All respondents - 1000

Males, the elderly, and highly educated Pakistanis are more willing to cooperate in the fight against smog, indicating that those who are more informed about smog's origins are also more likely to take responsibility in addressing it



Smog in Pakistan;  
Awareness, Perceptions and To what

Q. To what extent do you agree with the following statements:

Base: All respondents 1000



48% Pakistanis are personally ready to switch to walking, public transport (31%), bicycles (29%) and new/hybrid electric vehicles to reduce smog.



48%

Walking to small distances instead of using a vehicle



31%

Opting for public transportation or carpooling options instead of using own vehicle



29%

Using a bicycle instead of a vehicle that emits smoke



12%

Replacing an old car with a new car.



10%

Replacing a typical car with an electric car or hybrid



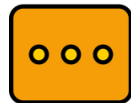
7%

Replace two and three wheelers with electric engine options.



6%

Explore renewable energy sources like solar power.



12%

Others



2%

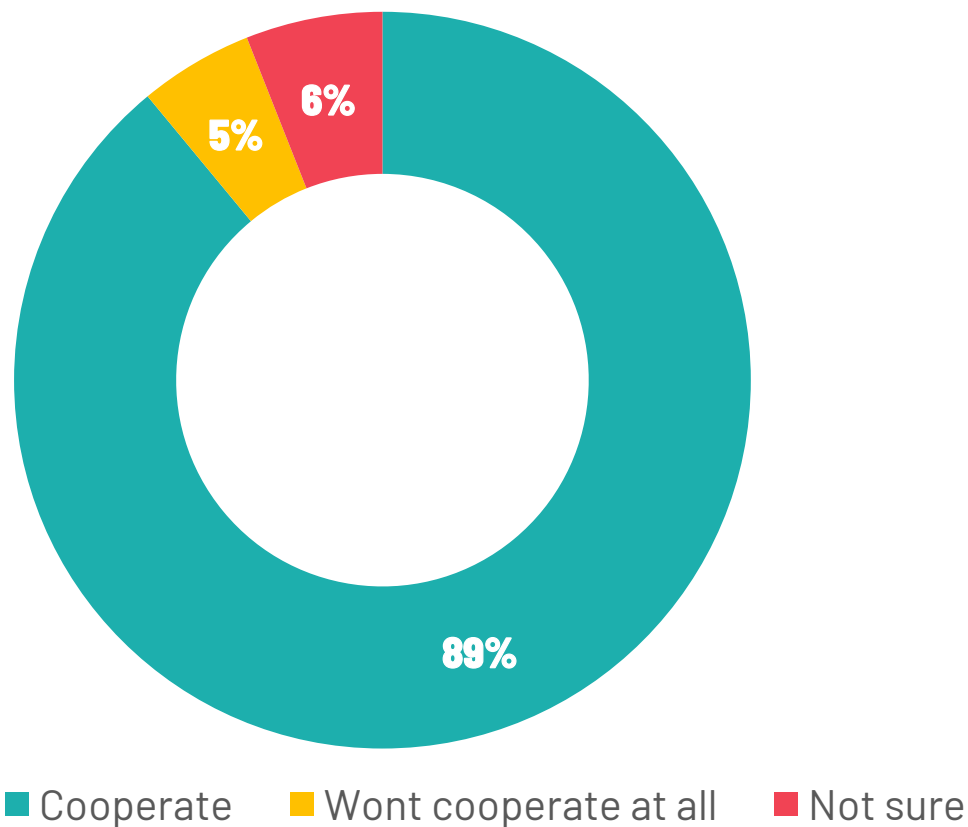
Don't Know

Q: Which of the above actions are you personally willing to take?

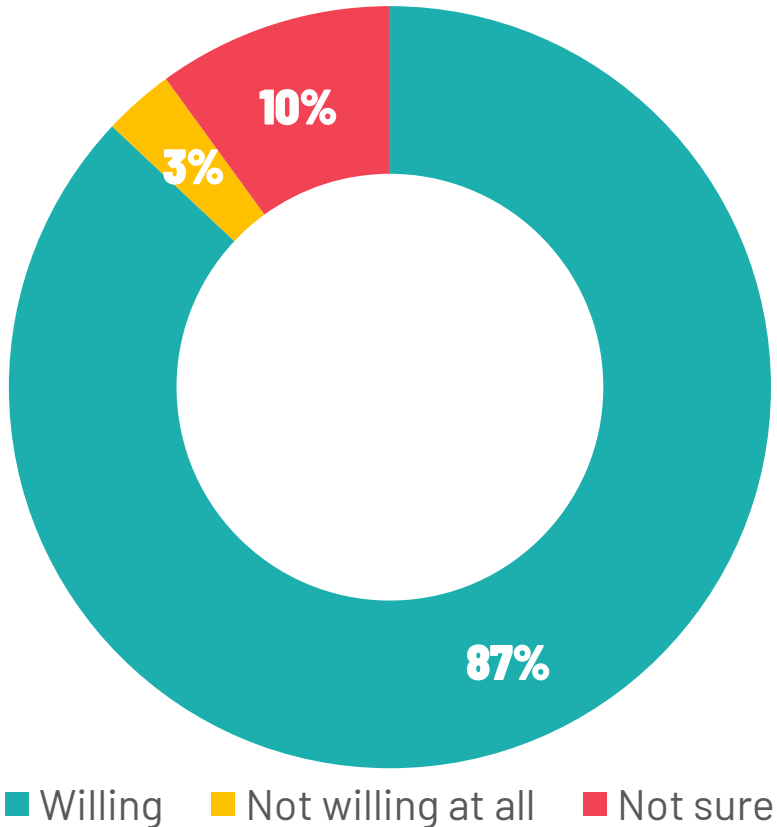


9 in 10 Pakistanis are ready to cooperate if they were asked to repair their vehicles and get certification from the government – a clear sign for the government to play its part in this regard.

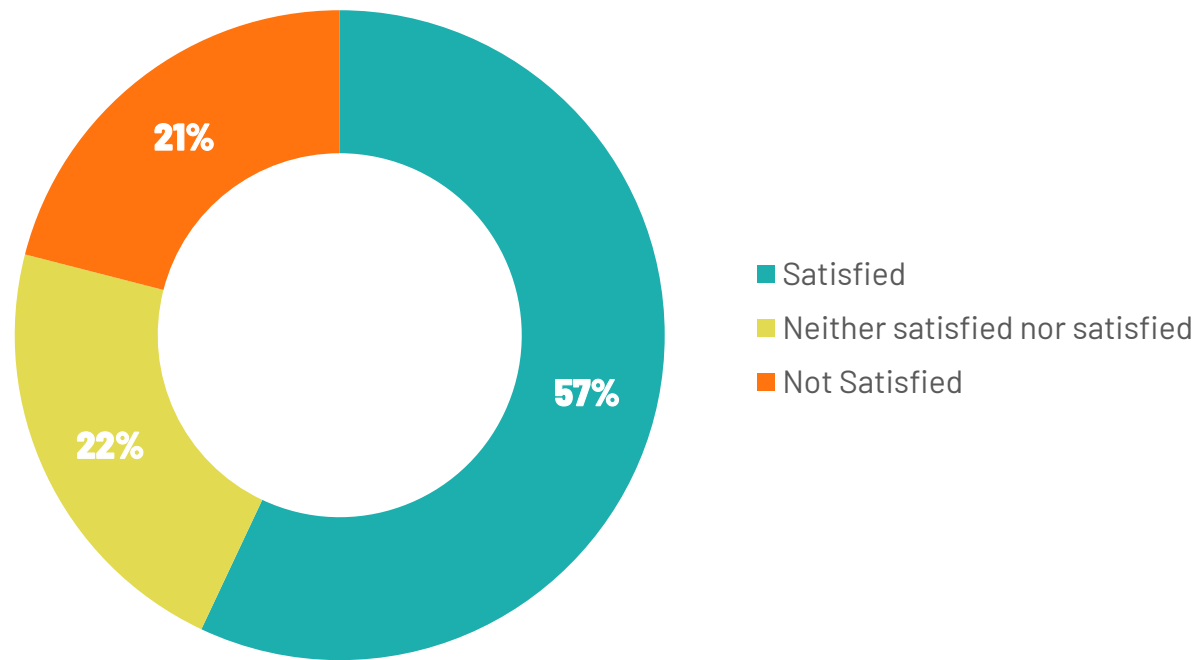
To what extent would you cooperate or not cooperate with the government, give you a notice to get your vehicle repaired from a workshop and get a certificate issued?



To what extent are you willing or not willing to get your vehicle tested in a certified workshop annually before the motor vehicle tax renewal is done annually?



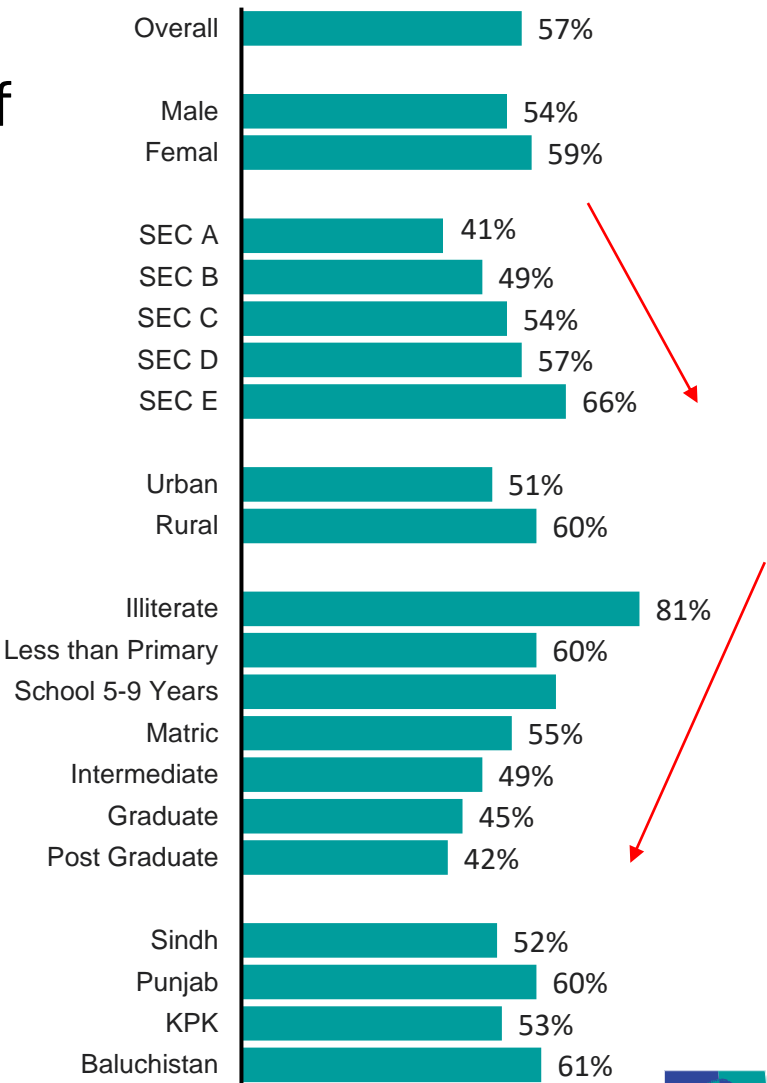
~3 in 5 Pakistanis are satisfied with their provincial government's approaches to battling smog. However, as education level increases, satisfaction decreases, raising concerns about the relevance, priority, and effectiveness of the government's strategies in addressing smog.



Q: To what extent are you satisfied or dissatisfied with the response of your provincial government towards smog

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Those who are satisfied



Base: All respondents 1000





# THANK YOU

**For more details and queries please**  
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