



**IS THE
UTTAR PRADESH
VOTER THINKING ABOUT
CLIMATE
CHANGE?**

SURVEY FINDINGS

- A 2017 public perception survey in Uttar Pradesh revealed that 87% of voters would use solar power if it reduced air pollution in their community
- 46% of urban voters say the air they breathe is polluted, compared with 26% of rural voters

Would you use electricity generated from the sun if it reduced pollution in your community?

	All	Gender		Age			Urban/Rural		Caste/Community			
		Men	Women	18-29	30-44	45+	Urban	Rural	Forward	Dalit	OBC	Muslim
Yes	87%	87%	88%	88%	89%	85%	88%	87%	86%	87%	90%	90%
No	11%	10%	11%	10%	9%	13%	11%	11%	12%	13%	9%	7%

Would you be willing to use buses or other public transportation if better public transportation were available?

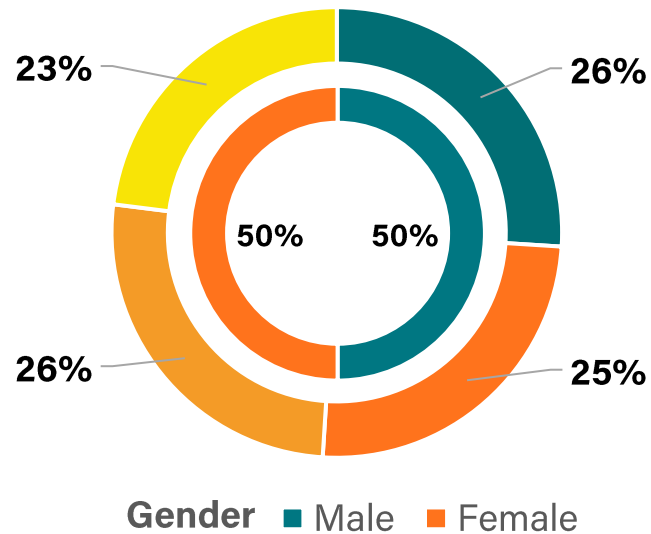
	All	Gender		Age			Urban/Rural		Caste/Community			
		Men	Women	18-29	30-44	45+	Urban	Rural	Forward	Dalit	OBC	Muslim
Yes	94%	94%	95%	94%	94%	96%	92%	95%	92%	95%	96%	95%
No	5%	6%	4%	5%	6%	4%	8%	4%	7%	4%	4%	4%

Source: Fourth Lion

More than 2500 respondents from urban and rural parts of the state were reached out for this pre-election survey in February 2017

Later this month, Uttar Pradesh, goes to polls. As parties fight for the attention of over 14 crore voters, the survey was conducted a survey to understand people’s attitude towards air pollution and climate change and their impact on electoral votes.

Target Group



Gender ■ Male ■ Female
Age ■ 18-24 ■ 25-34 ■ 34-44 ■ 45+

Test Centres - Uttar Pradesh



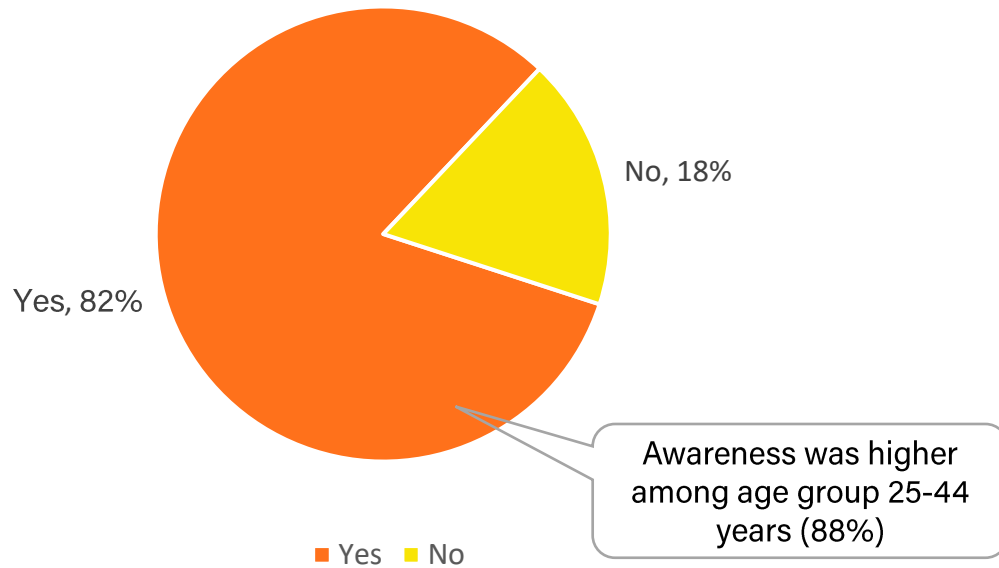
Sample Size

City	Sample Size
Agra	199
Gorakhpur	215
Kanpur	186
Lucknow	202
Meerut	225
Varanasi	185
Total	1215

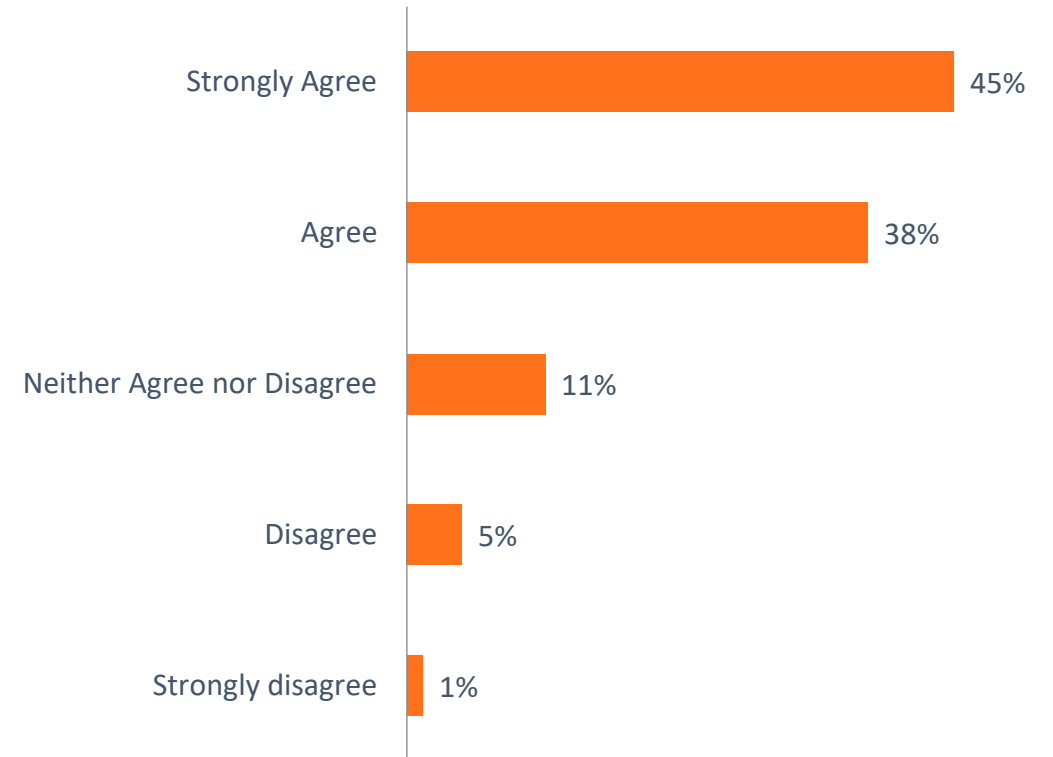


SURVEY RESULTS

Nearly 80% respondents were aware that 10 of 15 most polluted cities in India are in UP

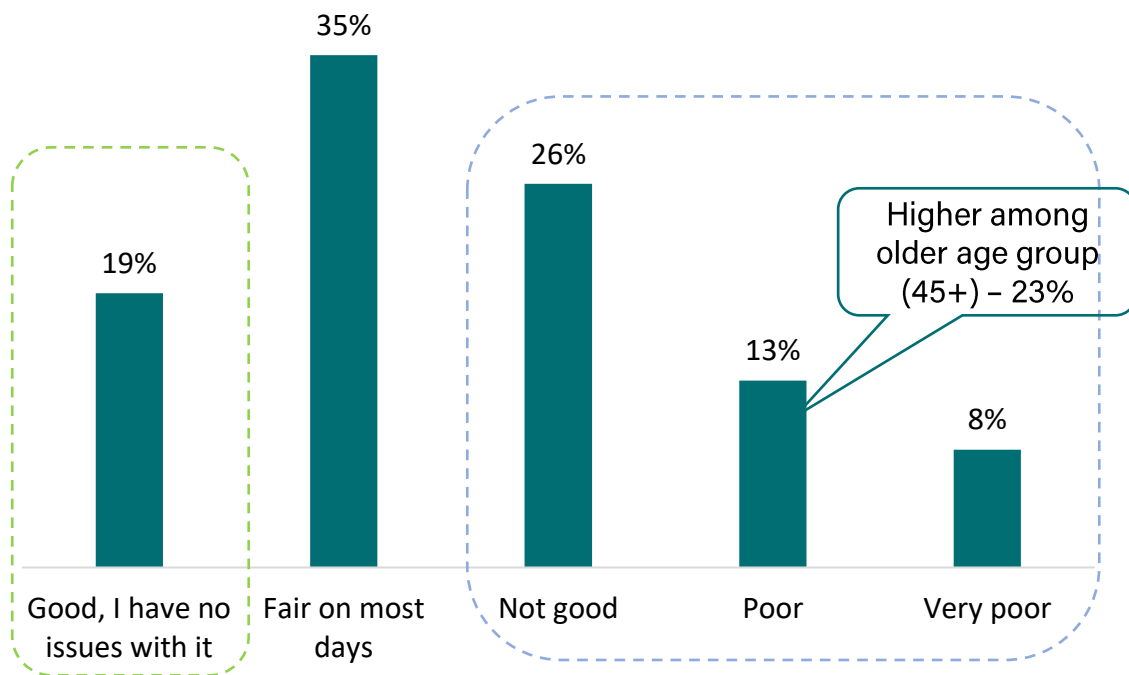


“Air Pollution is a climate change issue”

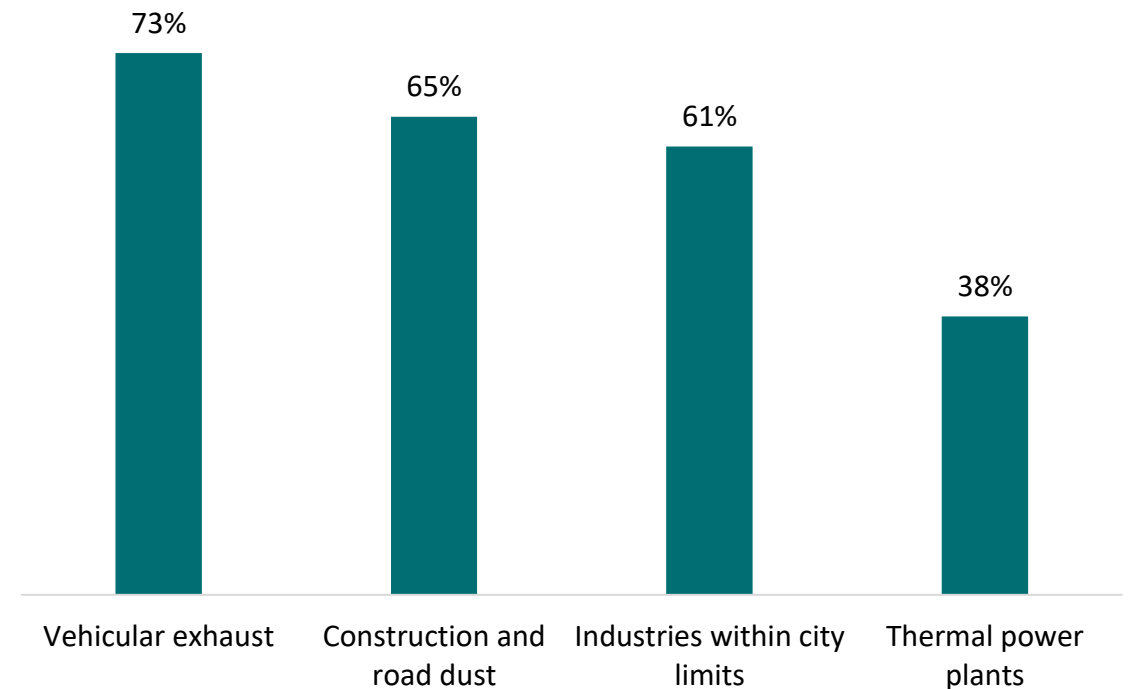


Nearly half (~47%) indicate that the air quality their city is not good
 More than 60% mentioned vehicular exhaust, construction & road dust & industries within city limits as key drivers of poor air quality

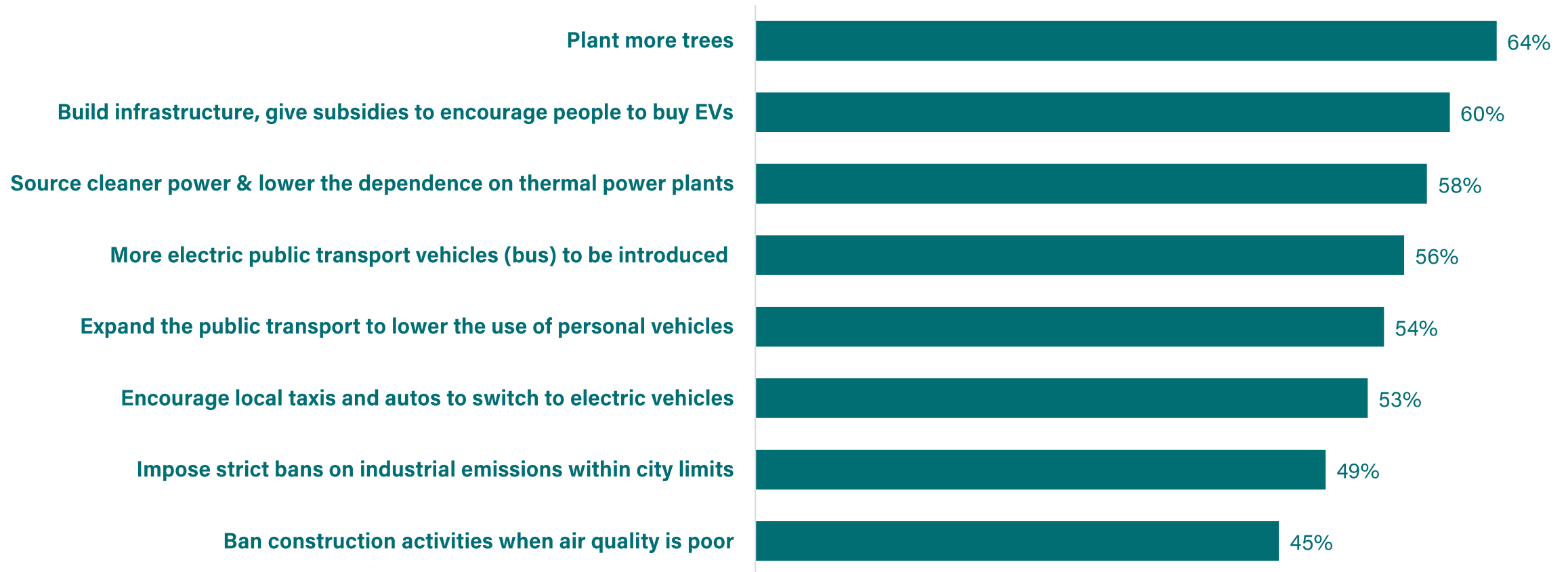
How do citizens rate air quality in their city?



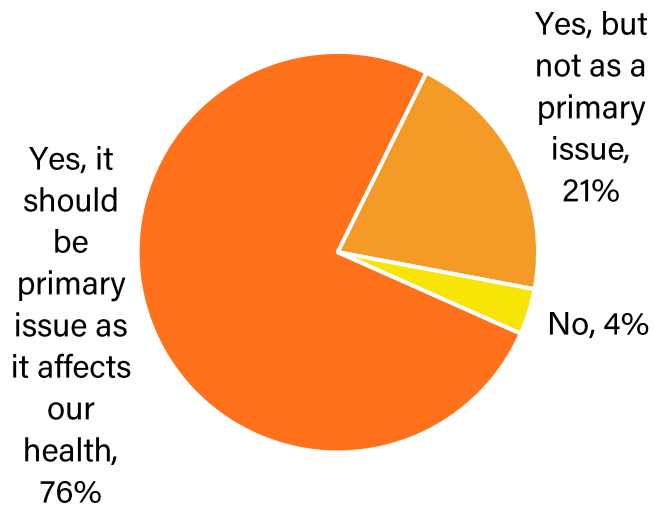
Reasons for Poor Air Quality



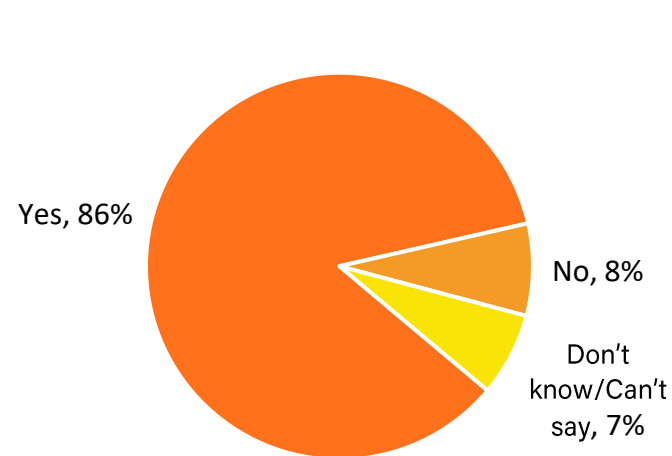
Actions the government needs to take to combat Air Pollution



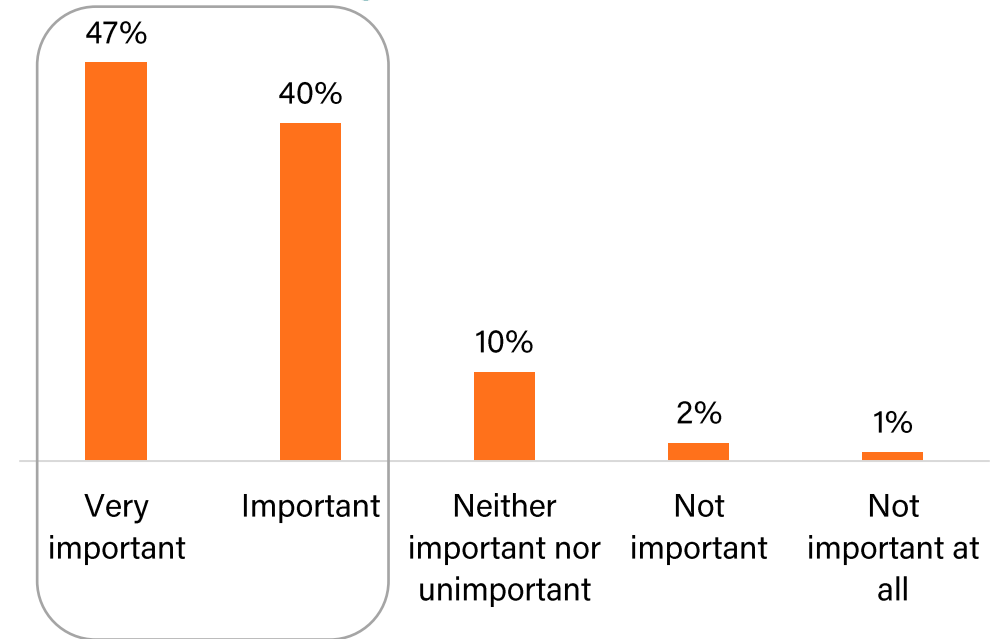
Should air pollution be addressed by political parties in the upcoming elections?



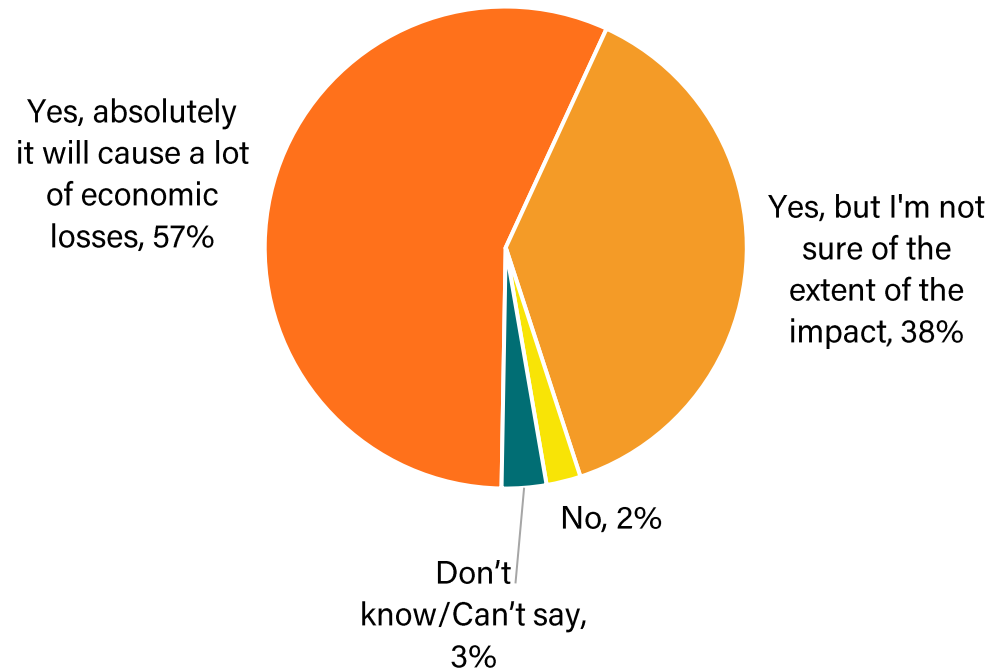
Do you feel climate change needs to be urgently tackled and prioritized?



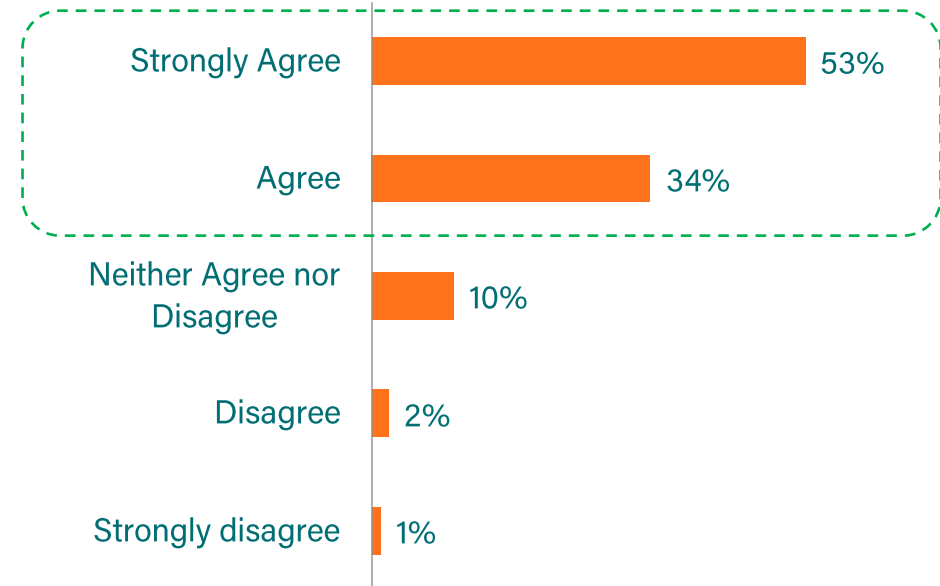
Importance of Action On Climate Change On Electoral Vote



Impact of climate change on State Economy



"I want to see a complete clean transformation of UP with solar powered buildings, electric busses and clean air"





KEY TAKEAWAYS



Awareness / Knowledge about the issue

Majority (more than 80%) in the state were aware of current state, impact of air pollution on climate change and its effect on economy

Impact on electoral choices

More than three-fourths have mentioned that action on climate change will have impact on their electoral vote choices and it should be a primary issue in upcoming UP elections.

Future visualization

Almost everyone (~87%) would like see a complete transformation of the state with eco-friendly measures. Planting more trees, encouraging purchase of EVs and sourcing cleaner power were top mentioned solutions



THANK YOU

