



# KAP Survey

## Knowledge-Attitudes-Practices on Environmental Awareness

from Interviews and Discussions  
in Vientiane, Khammouane,  
Houaphanh and Sayaboury



# 1 – Background **Cornerstones**

**Sample size:** 1,334

**Respondents:** 1,197 villagers and 137 urban decision makers & opinion leaders

**Focus Group Discussions:** 220 Focus Group Discussions (FGDs) in 64 villages

**Provinces:** ■ Vientiane Capital (44),  
■ Khammouane (394), ■ Huaphanh (417)  
and ■ Sayaboury (479)

**Time frame:** 10 Sept to 16 Nov, 2012





# 1 – Background **Data Analysis**

## Indexes

### **Climate Change Knowledge Index**

correct answers to K-questions

### **+ Environmental Attitude Index**

positive answers to A-questions

### **- Environmental Practice Index**

negative answers to P-questions

### **Environmental Risk Index**

answers indicating risks to the environment

### **Climate Change Awareness Index**

Answers indicating CC awareness

## Correlations

**Environmental Awareness  
Consistency**

**Trusted Media Preference**

**Target Audience Differentiation**

## Comparison Groups

- **gender:** male - female (707 / 627)
- **age:** young - old (418 / 916)
- **location:** rural - urban (1,197 / 137)
- **provinces:** see left
- **Sectors (137):** 1-MoNRE, 2-other ministries , 3-academia, 4-mass media, 5-mass organizations, 6-CSO, 7-private sector
- **education:** low – medium – high
- **financial situation:** 5 buying power categories from poor to rich



## 2 – Qualitative Results

### Rural Focus Group Discussions & Meetings

- There is **no clear distinction between climate change, weather and the environment**. But there is an awareness that climate change and environmental degradation are contributed to by humans, including the villagers themselves.
- Villagers often attribute climate and environmental changes to their **seasonal agricultural calendar** and the **natural resources** their livelihood depends on.
- Many villagers know about **harmful practices** and their reasons. Some have rational ideas about **root causes and impacts** of environmental degradation.
- **Natural disasters, forest protection** and the **extinction of species** are the most often mentioned **livelihood risks**.
- Radio and TV stations in the three provinces do not have **environmental programs** but 'local news' cover natural disasters and agricultural extension.
- **Radio** has high local content in addition to national LNR programs. Radio programs are re-broadcast through **narrow-casting** (loudspeakers) at the district level.



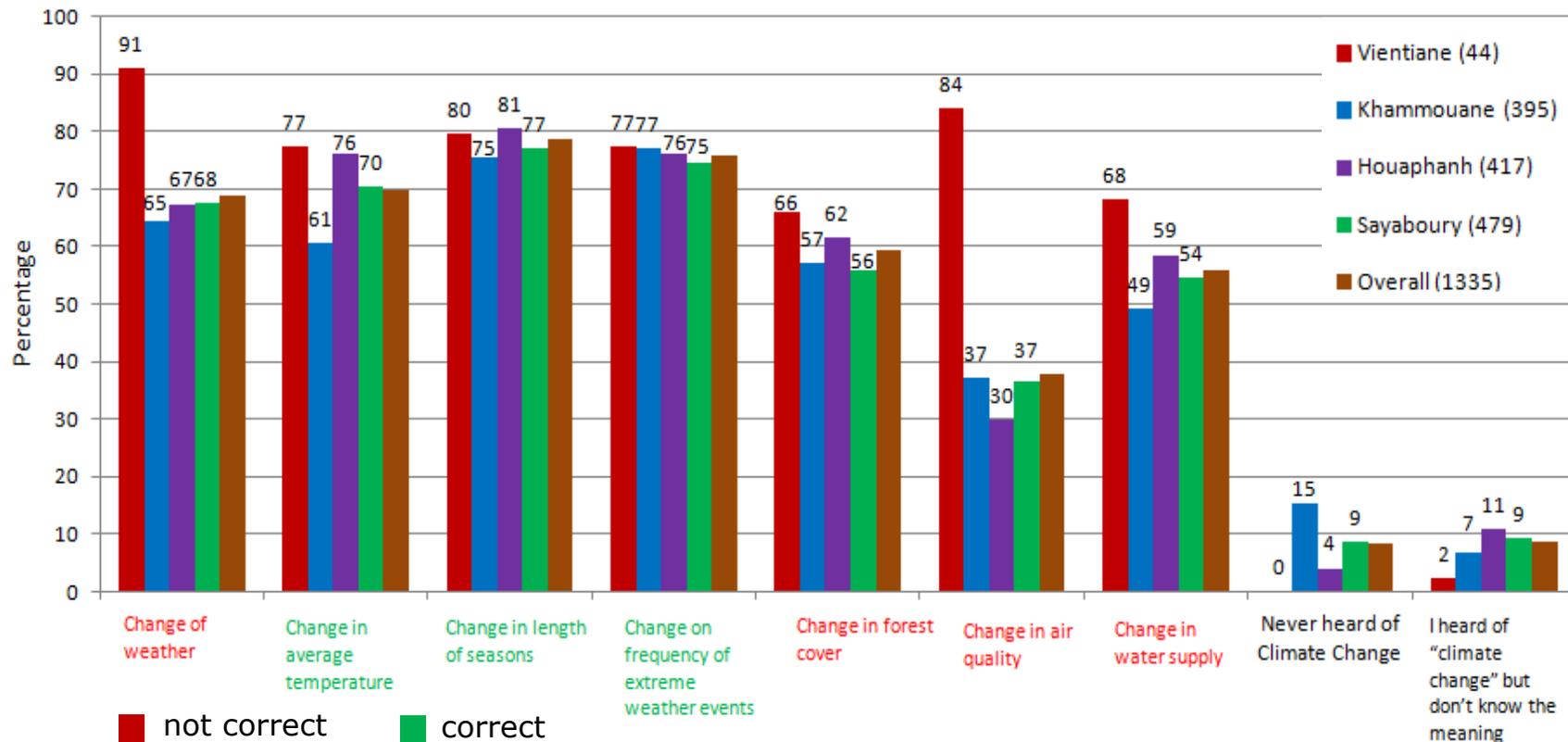
## 3 – Basic Results **Knowledge**

- **Knowledge related to climate change is low**, even among urban opinion leaders at MoNRE, academia and the mass media, e.g. 100% of academic and Vientiane respondents, and 61% of MoNRE staff state that “*the amount of rainfall in Laos will increase from year to year*”.
- **High educational or financial status** does not help with individual questions but increases the overall *Climate Change Knowledge Index*. Vice versa, the poorer the respondents, the more often they state they “*never heard of climate change*”.
- From all the **institutions**, MoNRE and academia do best for the *Climate Awareness Index* while 2/3 of government organizations incl. MoNRE put their words into action as indicated by the *Consistency of Environmental Awareness Correlation*.
- There is a high expectation that the **Lao government** protects forests (92%), enforces environmental laws (80%), protects animals and plants from extinction (73%) and adapts land use planning (72%).
- At least 4 out of 5 respondents state that they need **more information** on climate change, deforestation, loss of land, biodiversity, urban and waste-related problems.



# Knowledge Basic results from overall sample and provinces

KC1. When you hear people talking about “climate change”: What kind of change do you think they are talking about?





## 3 – Basic Results **Attitudes 1/2**

- In the Positive *Environmental Attitude Index*, respondents reveal a **utilitarian 'careless' attitude** reflected in statements such as “*exploiting/ destroying the environment is justified if it brings an economic benefit*” or “*it is all right to lose a species in order to satisfy your human needs*”.
- Respondents with a **high education and financial status** top this Index.
- Alarming, almost half of the respondents believe that the **environment is not in danger** at all. Such ‘careless’ attitudes decrease with **higher education** and **youth** but raise to with the **richest** cohort of respondents.
- **Positive attitudes** such as “*it is important to preserve the environment for future generations*” (99%) often look like lip-service because when it comes to taking action respondents “*do not know what to do*” (83%), “*have no time*” (79%) or “*no money*” (60%).
- Some of the highest **livelihood risks mentioned** are related to climate change (73%), natural disasters (87%) or deforestation (76%). Health risks (80%), livestock disease (83%) and access to water (63%) come next.



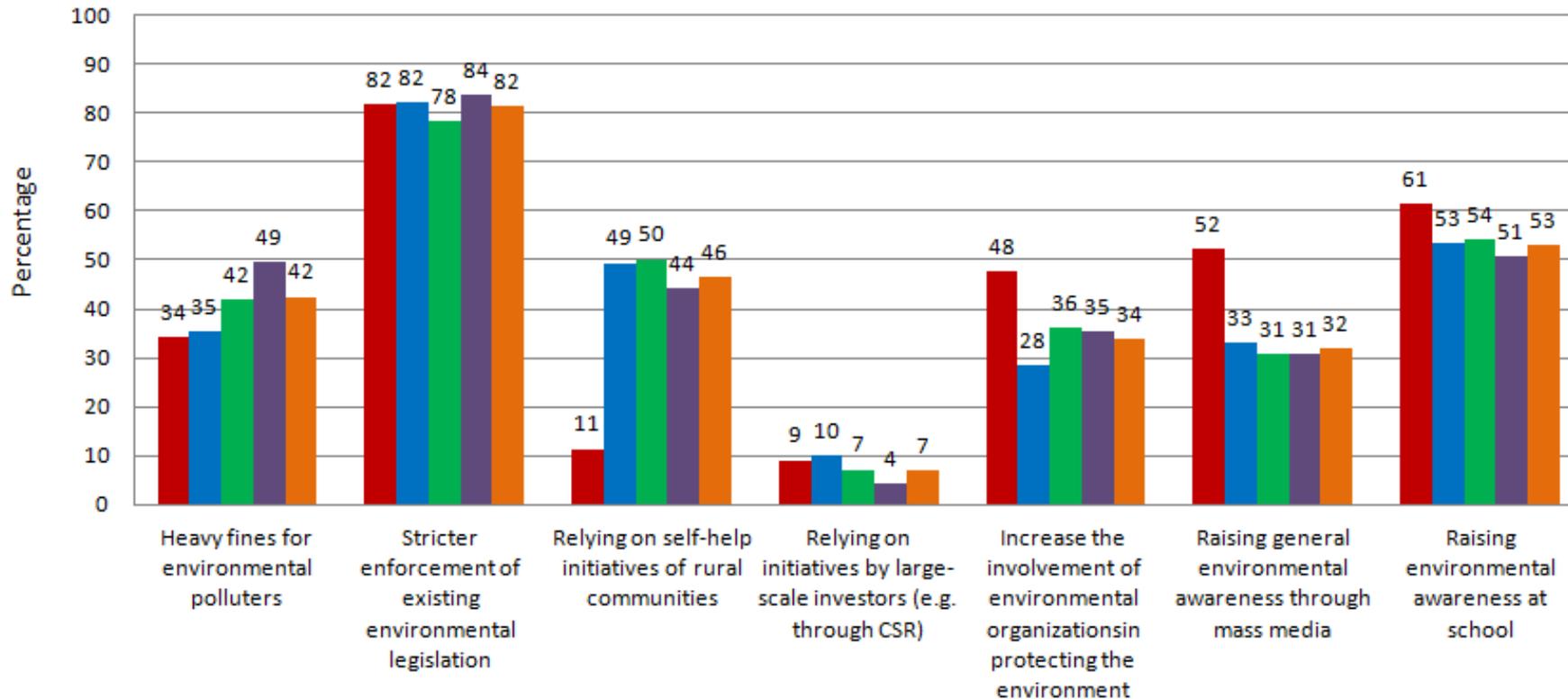
## Attitudes 2/2

- As expressed in the *Environmental Risk Index*, the poorest and the richest respondents as well as civil society organizations and academia expose the **least risky attitudes and practices**.
- People are **willing to stop** slash and burn (71%) as well as burning waste practices at home (57%), and even to hunt less (48%). The commitment is much less when it comes to a halt in buying wild animal meat (18%) or to using less pesticides (26%).
- **Measures to solve environmental problems** are predominantly seen in “*stricter enforcement of existing environmental legislation*” (82%) and “*awareness raising at school*” (53%) and “*through mass media*” (32%). Only 7% trust “*initiatives by large-scale investors*”.
- Regarding the **national policy agenda**, respondents state that “protecting the environment” (60%) should be the second most important topic after “*promoting education*” (86%) and before “*improving healthcare*” (58%) and “*reducing corruption*” (25%).



# Attitudes Basic results from overall sample and provinces

AE6. Which are the THREE (3) main measures that would help solve environmental problems?





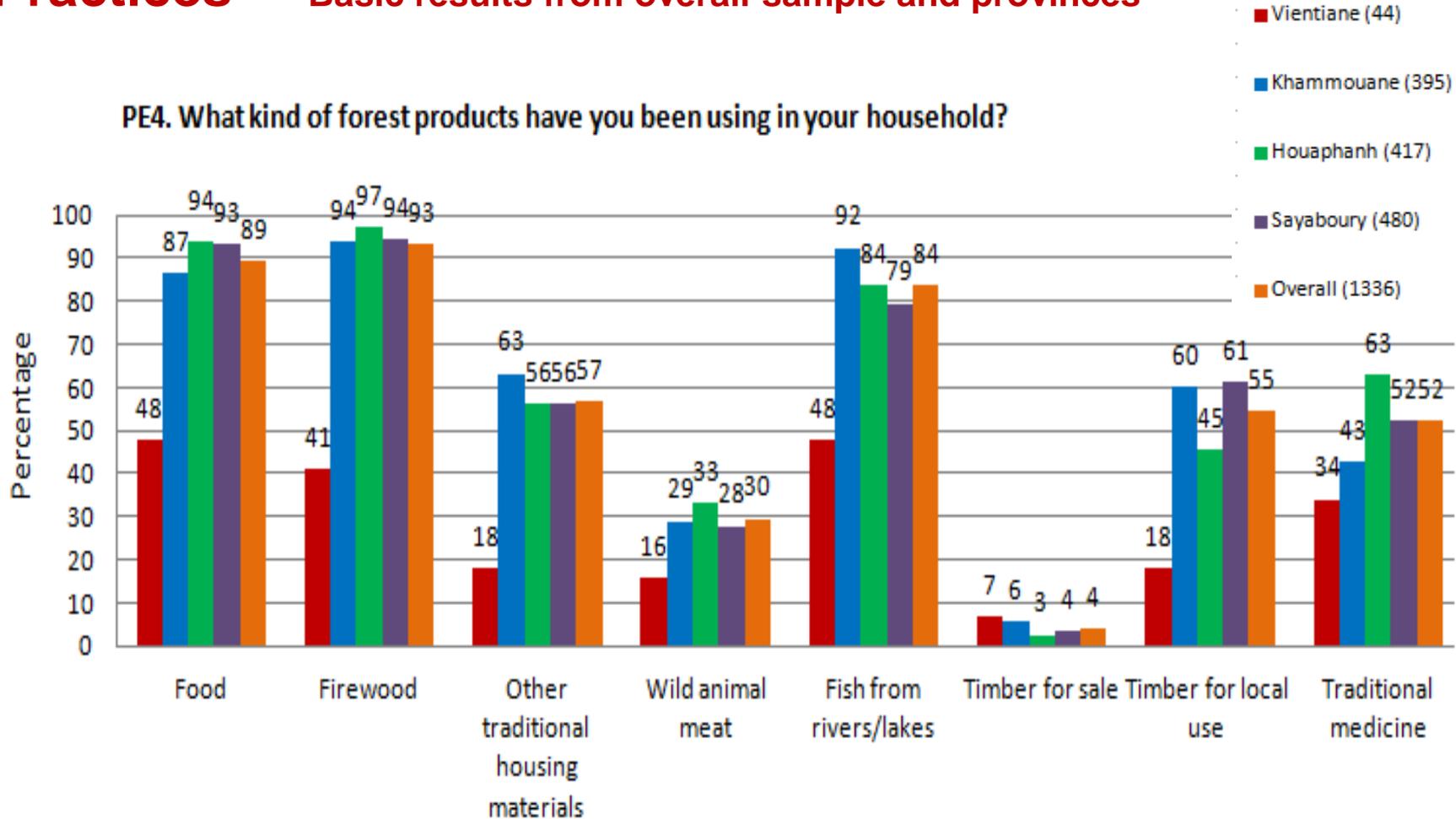
## 4 – Basic Results **Practices**

- As most practice questions were village-oriented, the few **urban** respondents fare better than the majority of **rural** ones in the *Negative Environmental Practice Index*, and the more educated and wealthy respondents are, the less they engage in potentially harmful practices to the environment.
- This confirms studies indicating that such practices are often consequences of **structural poverty** and the lack of access to information and education.
- Regarding **productive activities** of male and female household members, a two-thirds majority is involved in rice-related and garden activities. Other subsistence-oriented activities are animal husbandry and fish raising.
- In terms of **sustenance and food consumption** practices, **meat** is a rare treat from whatever source but more than half of the respondents have meat from forest animals at least once a month. **Fish**, predominantly from rivers and lakes, is one of the major staples dished at least once a week.
- The **forest products** used in household are topped by firewood (93%) and food (89%), even in urban areas. Traditional medicine makes for 52% and timber for local use as well as traditional housing materials range at 55%, respectively 7%.



# Practices Basic results from overall sample and provinces

PE4. What kind of forest products have you been using in your household?





## 3 – Basic Results **Trusted Media Preferences** 1/2

- **Media consumption** patterns differ between urban and rural locations. In general, having conversations with relatives (72%) or neighbors (72%) ranges even before watching TV (71%) while the Internet (91%) newspapers (56%) and books or other publication (39%) are never used.
- Popular **TV** is Thai TV only while **radio** is the most consistently ranked media, allows for moderated discussion group potential, and appeals even to poor farmers. **Newspapers** and other print media are rarely available in rural areas.
- **Person-to-person** communication channels such as village authorities, community meetings, LWU/LYU et al. are highly trusted.
- The frequency of conversations with peers is very high which plays into the **two-step flow of communication** from mass media via opinion leaders to the rural masses.
- There is a high degree of motivation for all types of **infotainment** because there is hardly any information and entertainment in the countryside.

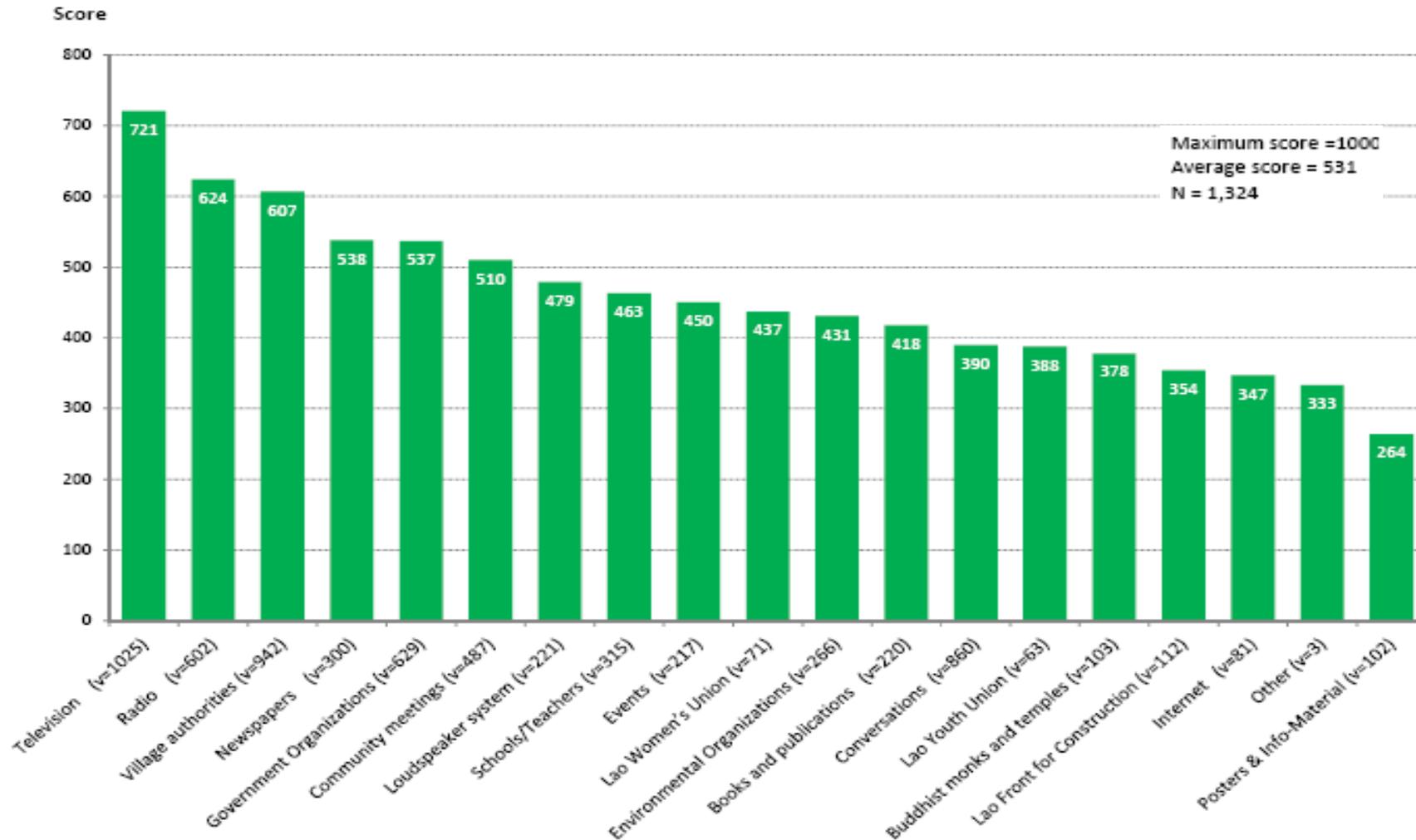


## Trusted Media Preferences 2/2

- **TV** and **radio** are ahead in the *Trusted Media Preference Correlation (TMP)*.
- The higher the **educational level** is, the higher is the TMP for TV, Internet, newspapers and books while it is the other way around for conversations.
- **Radio** is a common denominator for all respondents, even for academia.
- If the frequency of media consumption is neglected but trust is emphasized, highly trusted sources of environmental information such as village authorities, community meetings or teachers rank higher while conversations and the Internet fall back in the ranking.
- The **higher educated and wealthier** respondents in general prefer mass media while interpersonal communication plays more of a role for lower educated and less well-to-do respondents.
- **Radio, community meetings and village authorities** are easy-access media that the poor tend to trust more than the rich.



# Trusted Media Preferences without frequency multiplier





## 5 – Major Findings and Conclusions

- 1** - The average **scores** regarding the whole range of knowledge, attitudes and practices related to climate change, biodiversity and environmental protection are **low** both for individual questions as well as for the **indexes** and **correlations**.
- 2** – The **low statistical variance** between comparison groups indicates that **all** Lao citizens have relatively low knowledge and awareness, and fluid attitudes and opinions about the mentioned issues.
- 3** –The **thematic focus** of future are media and educational activities should be on natural disasters, forest protection and livelihood aspects.
- 4** – **Any type of valid input** related to climate change, biodiversity and the environment is needed and will be relevant to **all target audiences** in Laos.
- 5** – This calls for a **'heating up society' scenario** where a series of well-coordinated messages over many media and communication channels and over a period of at least some years is supposed to raise the awareness of the **general public**.
- 6** – As **opinion leaders** do not yet sufficiently take up a leading role in environmental awareness raising, capacity development is essential.
- 7** – The KAP Survey was Step 2 in ProCEEEd's overall **Environmental Education and Communication Strategy** (EECS). Its next steps will be to prepare regular mass media non-formal environmental education activities at various levels.



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