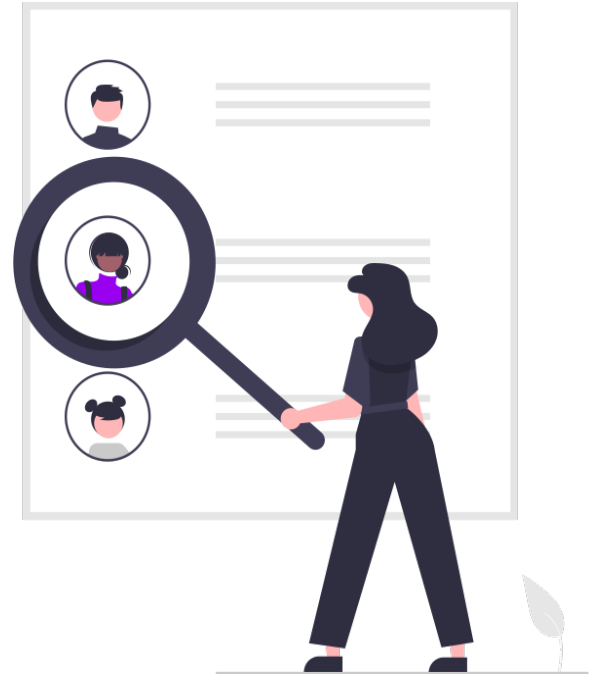


# Sustainable Development and Nature Preservation

1150 qualified responses collected in 3 days, started on 02/3/2022

# Research Introduction & Sample Profile



# Research Introduction & Sample Profile (N = 1150)

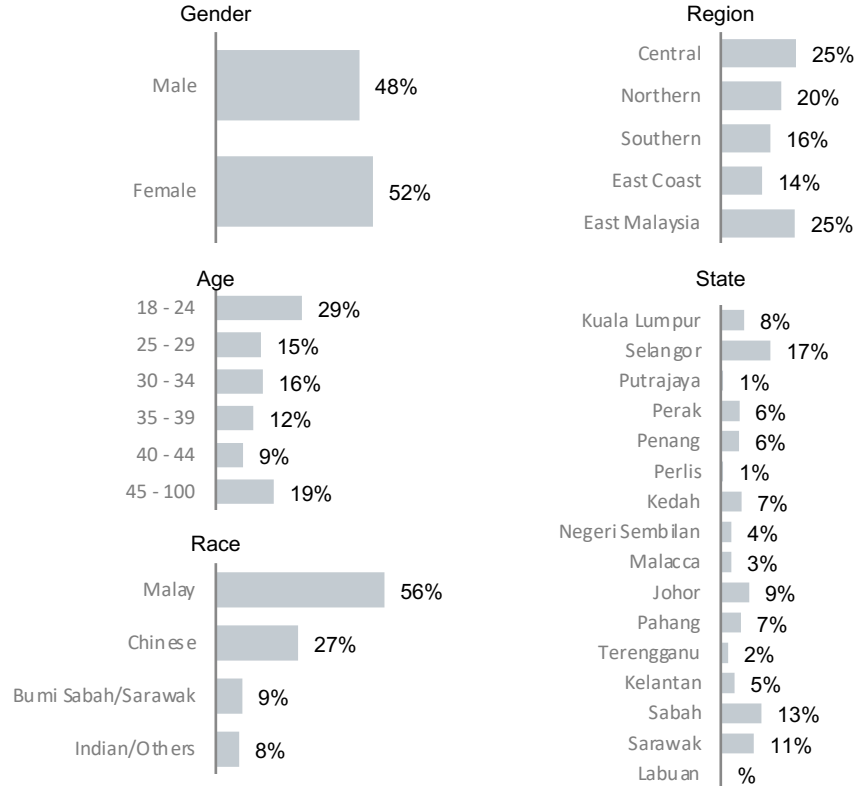
## Research Objective

To measure public awareness on the importance of sustainable development and nature preservation

## Research Methodology

This study was carried out in the form of an online questionnaire.

The questionnaire was distributed via email to Vase database, each with a unique link to avoid duplicate responses. The email addresses the survey was sent to were from the email addresses registered with Getvase.com.



# Survey Results



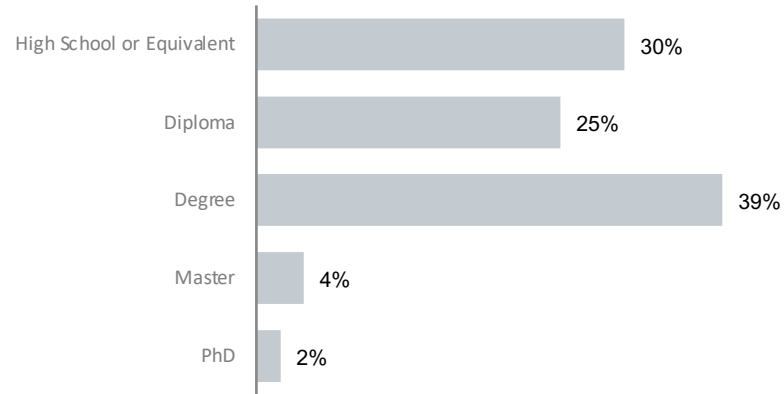
Q: To measure public awareness on the importance of sustainable development and nature preservation

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N = 1150. Base = All Respondents

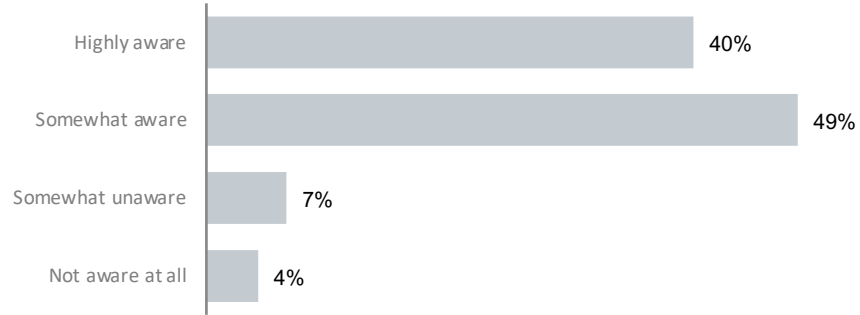
## Q: Highest level of education

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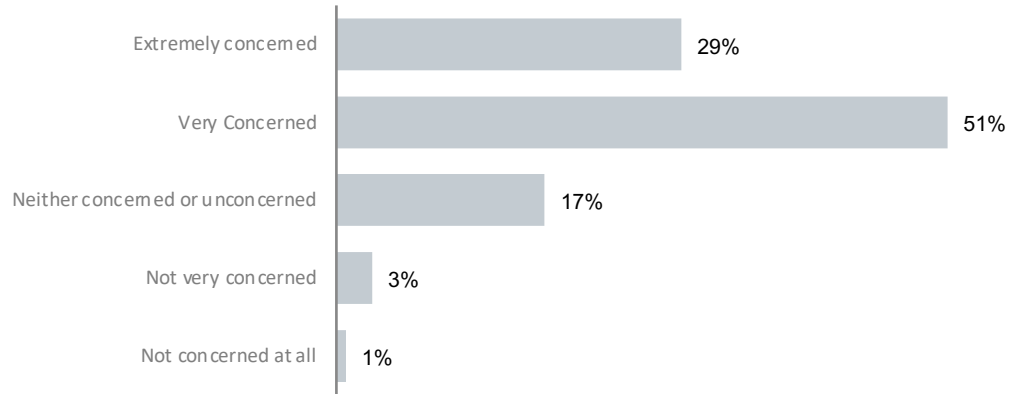
N = 1150. Base = All Respondents

Q: How aware are you of the biodiversity crisis, which threatens one million species with extinction and worsens climate change?



N = 1150. Base = All Respondents

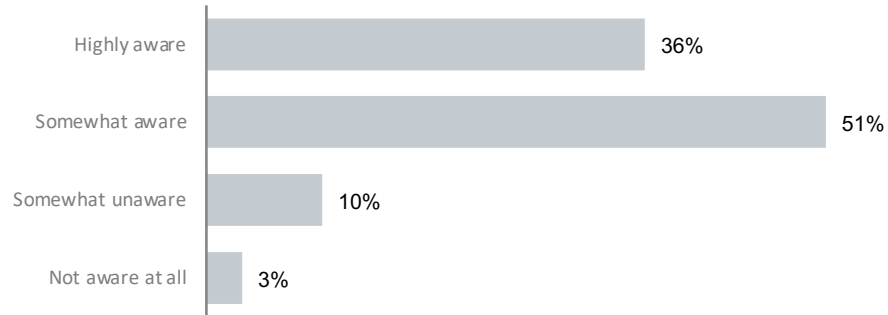
## Q: How concerned are you about this global crisis?



N = 1150. Base = All Respondents

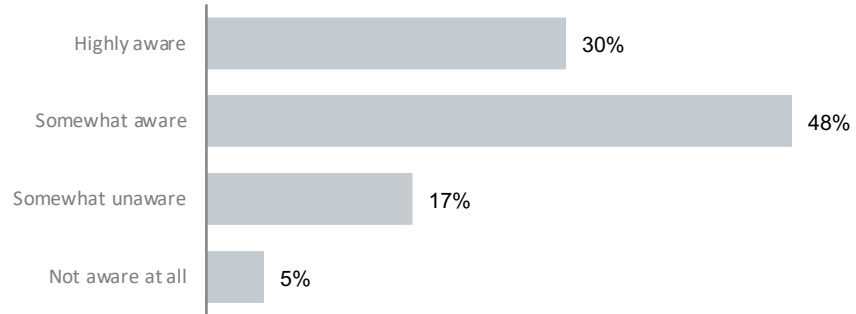


Q: How aware are you that every government on earth is currently negotiating a global plan to conserve nature, reduce pollution, and otherwise protect the world's remaining biodiversity?



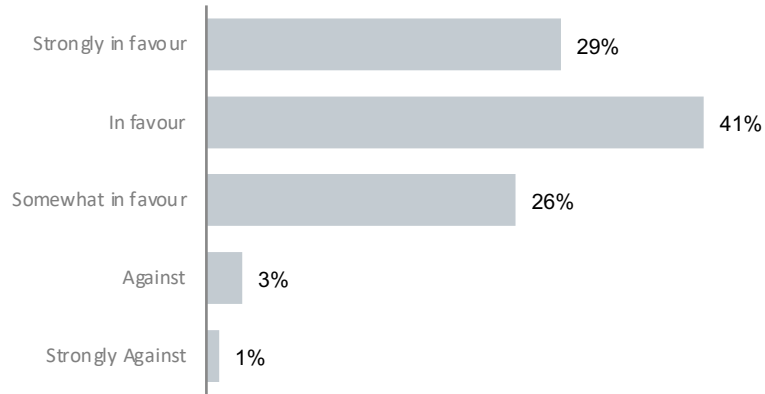
N = 1150. Base = All Respondents

Q: How aware are you of the scientific proposal to protect 30% of the planet's land and ocean by 2030 in order to curb biodiversity loss?



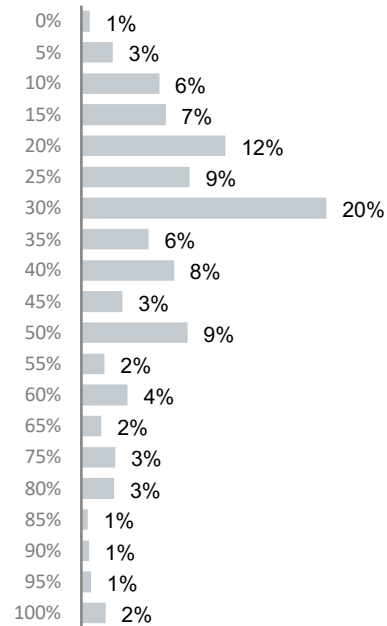
N = 1150. Base = All Respondents

Q: Are you in favour or against the 30% global proposal?



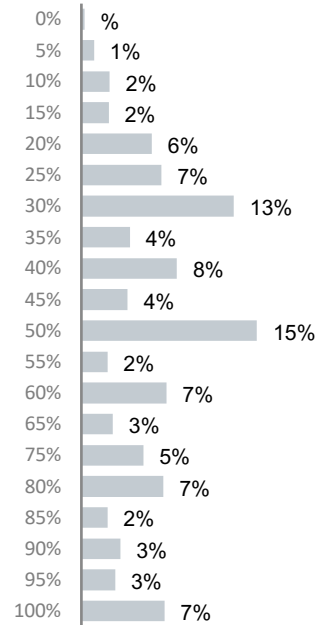
N = 1150. Base = All Respondents

Q: What percentage of Malaysia land and oceans do you think is held in national parks and protected or conserved areas?



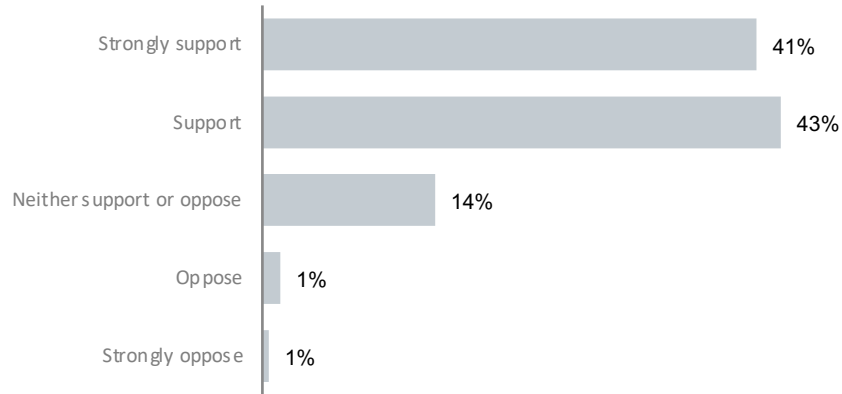
N = 1150. Base = All Respondents

Q: What percentage of Malaysia land and oceans would you be happy to be held in protected or conserved areas?



N = 1150. Base = All Respondents

Q: Would you support or oppose Malaysia supporting the global 30% protection target?



N = 1150. Base = All Respondents