



# PAKISTAN FLOODS 2022: PERCEPTIONS AND RESPONSE

**An Ipsos Nationwide Survey**

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Ipsos in Pakistan  
22 September, 2022

GAME CHANGERS



# Methodology



**SAMPLE SIZE**  
**1086**



**CATI RANDOM**  
**INTERVIEWS**

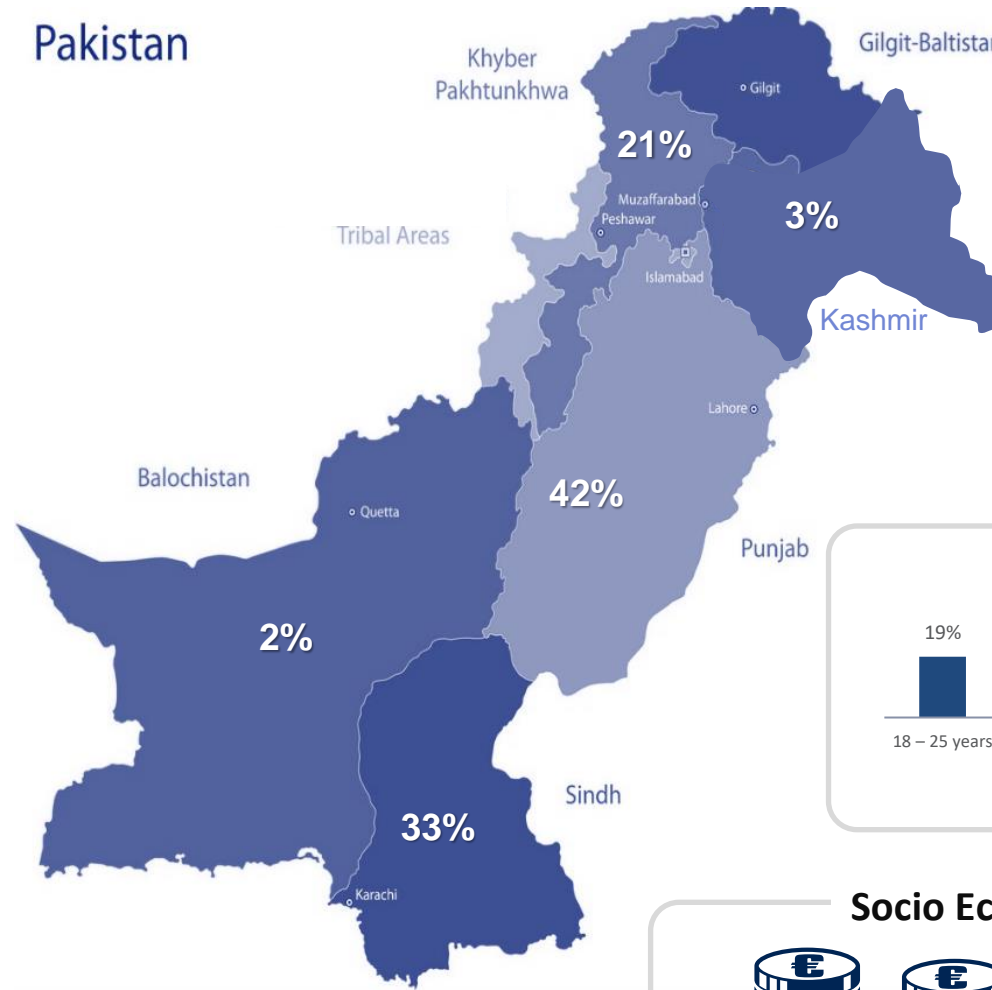


**7<sup>th</sup> – 12<sup>th</sup> Sept 2022**

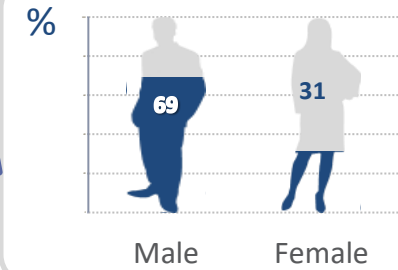
*This study had no external sponsors or partners. It was initiated and run by Ipsos with the intention to share our understanding about the world we live in and how citizens around the globe think & feel about their world.*

# Sample Profile

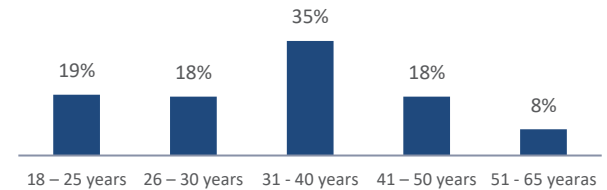
Pakistan



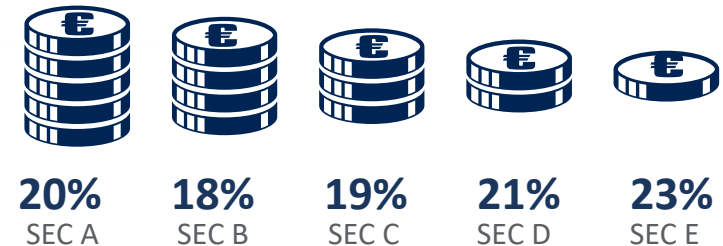
## Gender



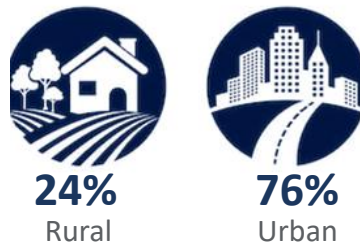
## Age



## Socio Economic Class

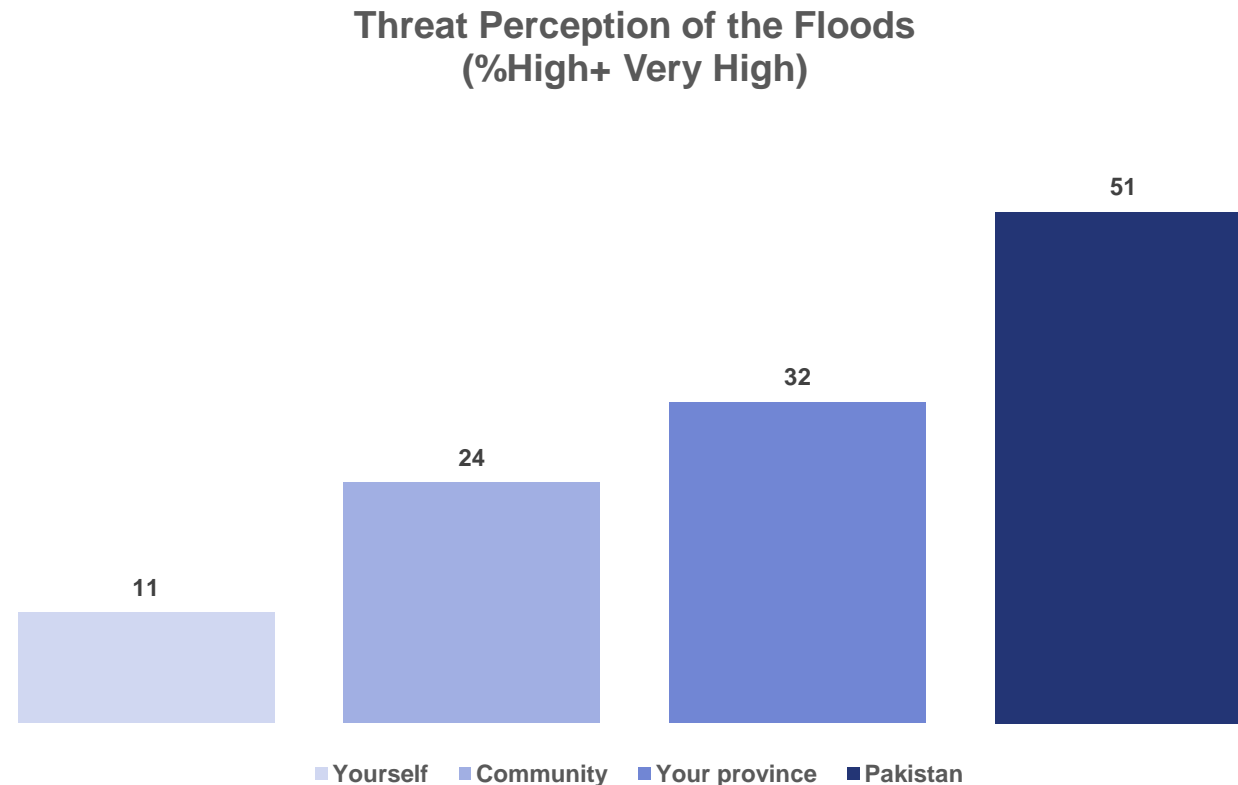


## Geography

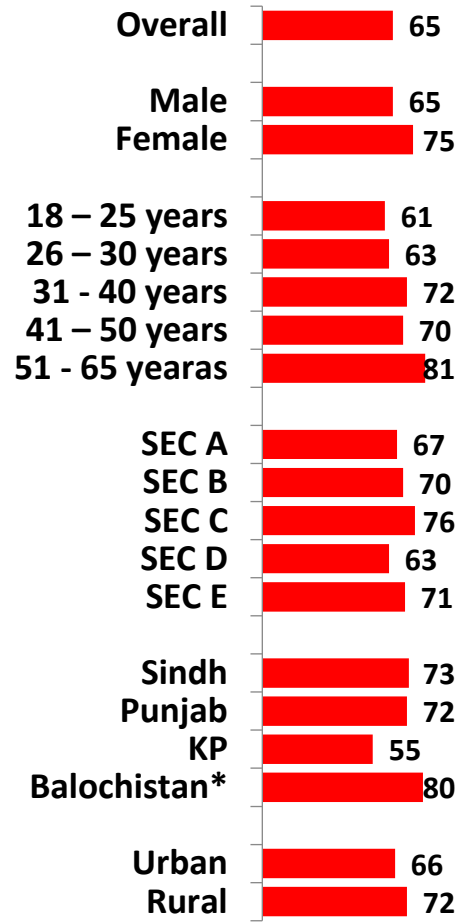
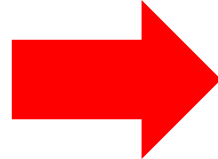
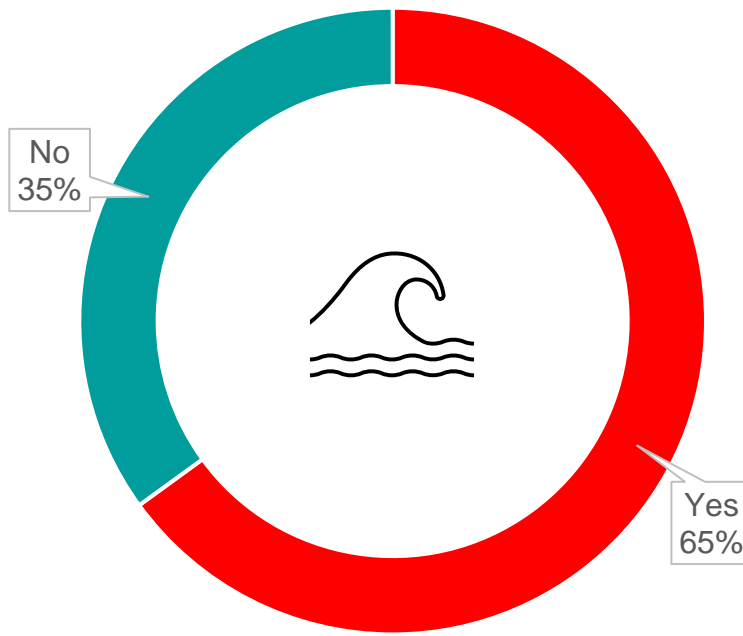


Post-stratification survey weights for provinces, gender and SECs were used to align survey data with population distributions

1 in 10 Pakistanis consider the natural disaster a personal threat. Threat perception rises sharply as we move across the levels with 1 in 2 considering it a threat to the country. Similar trend was observed for during the pandemic.



# About 2/3rd of Pakistan thinks that the country would be facing this disaster again next year. Fear persists on a higher side among Females, elderly and rural populace



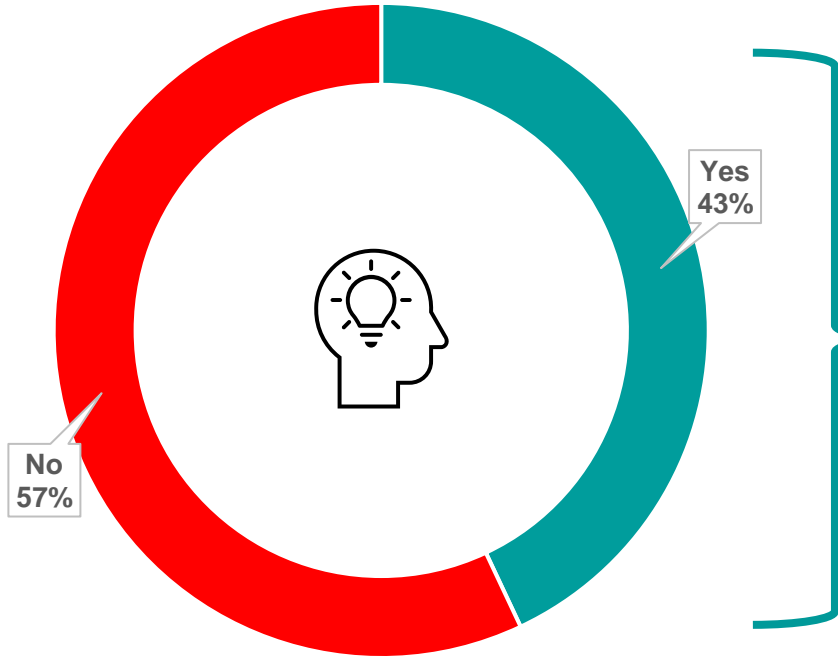
**Q: Do you think there can be more floods in Pakistan next year?**

Base: All respondents \*Low Base



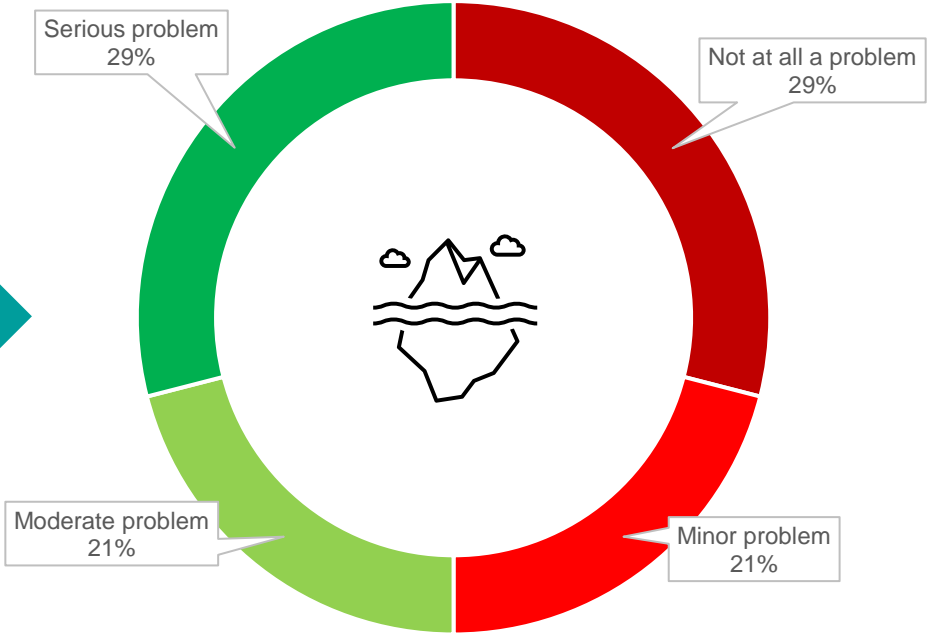
# 3 in 5 are unaware of 'climate change', of those who are aware, only 1 in 3 believe that it's a serious problem for Pakistan

Are you aware of the term: Climate Change?



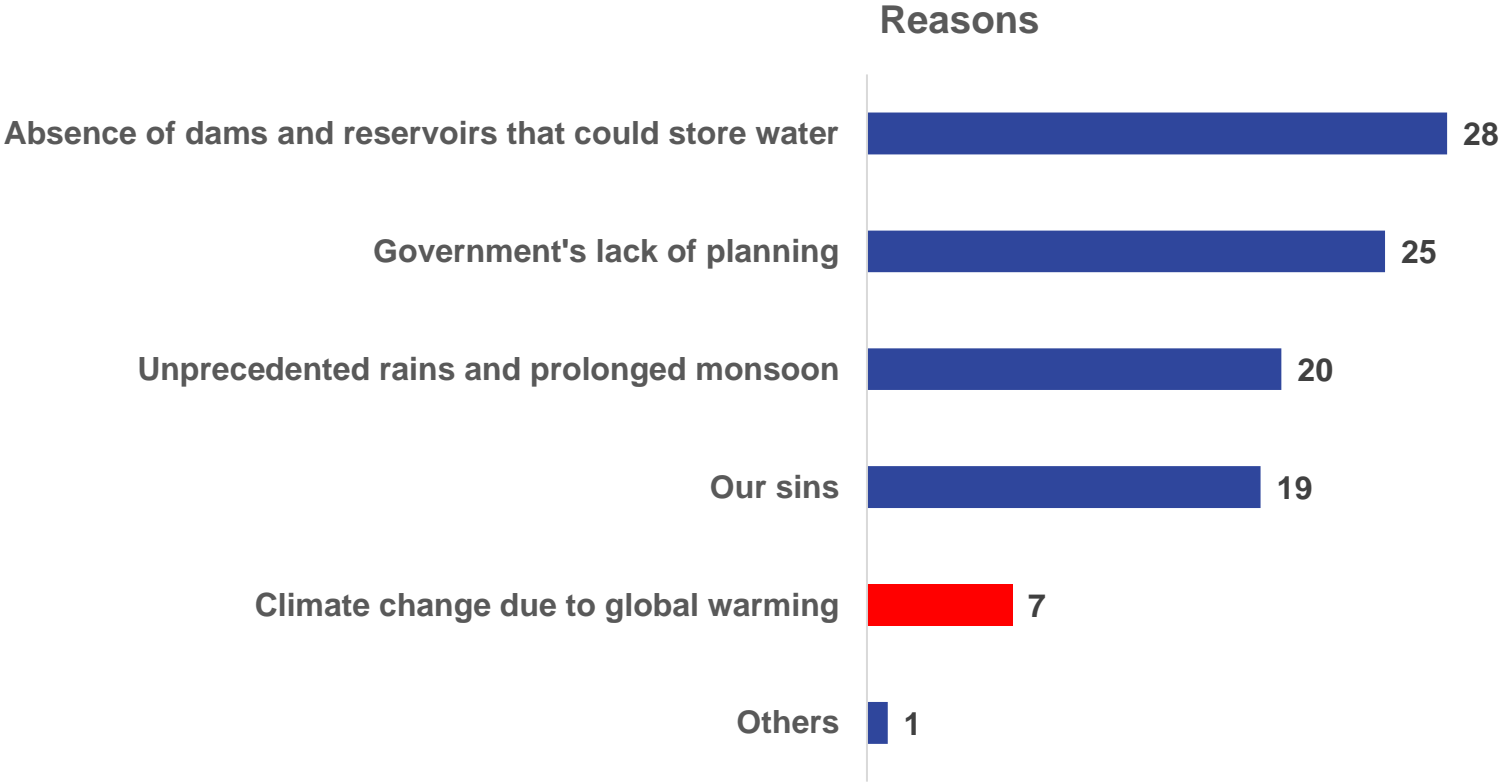
Base: All respondents

In your opinion, how big of a problem is climate change for Pakistan?



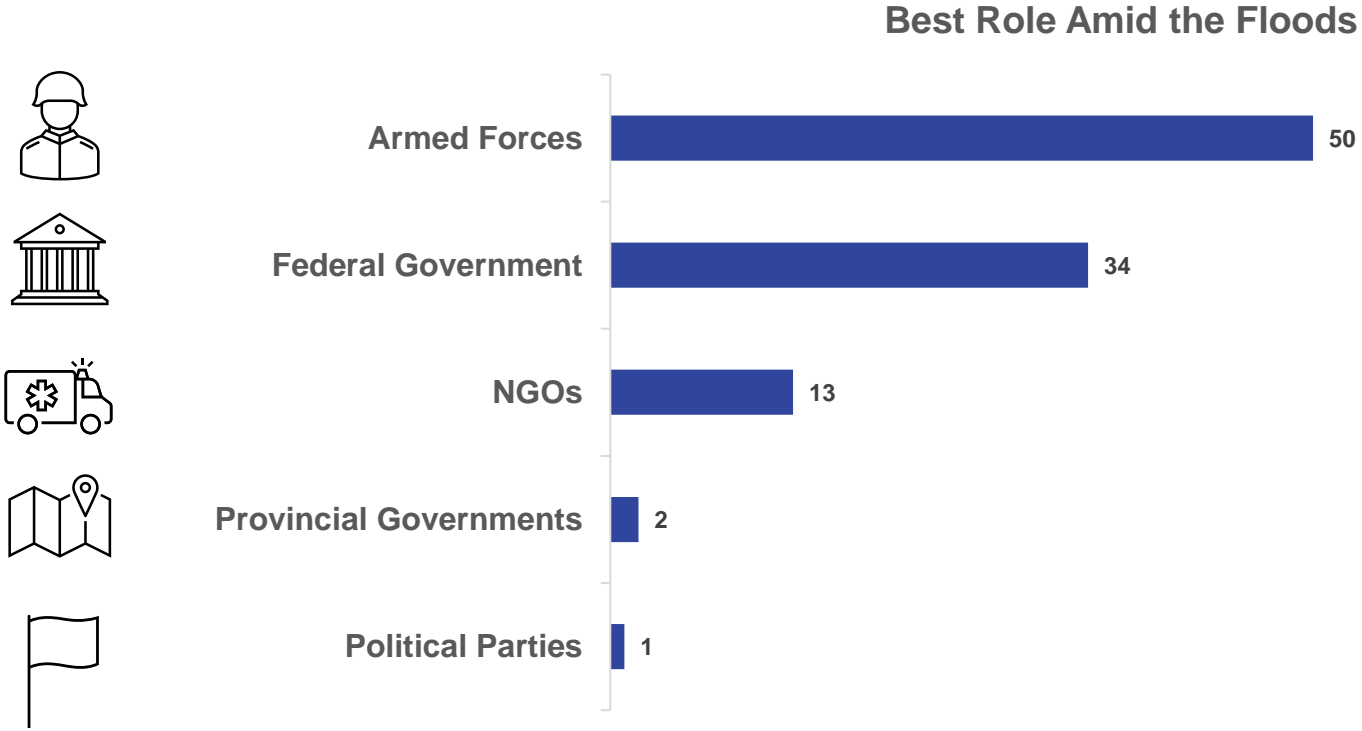
Base: Aware of Climate Change

**Only 7% believe that the floods were caused by climate change, 2.5x of them believe it is their sins that caused it. Absence of dams cited as the biggest reason, followed by government's lack of planning.**



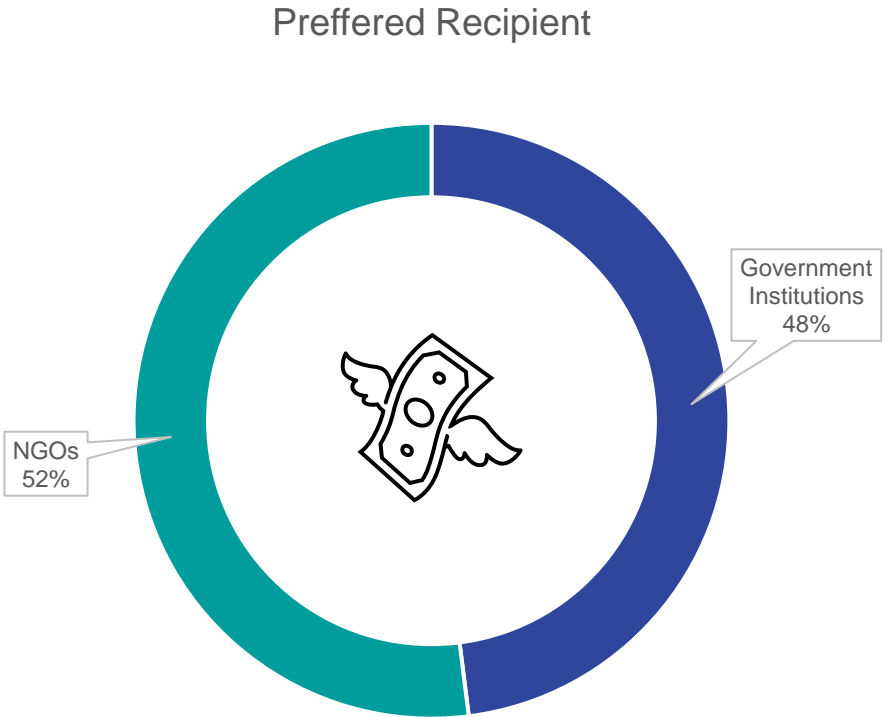
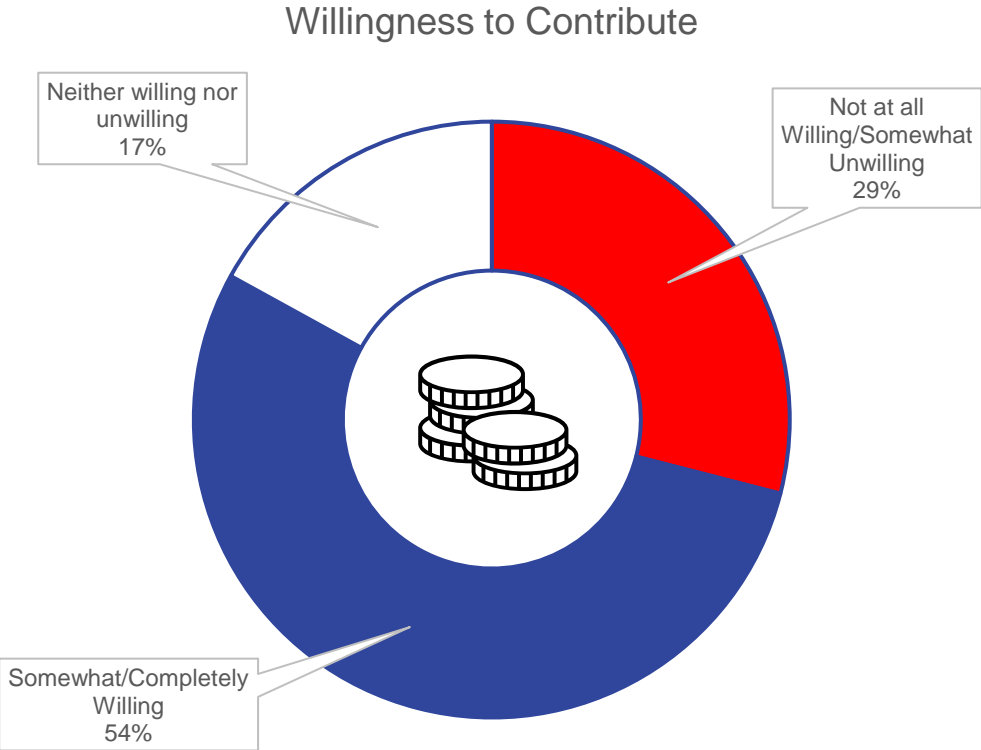
***Q: As you know, about one-third of Pakistan is facing worse form of floods, what do you think is the cause of these floods? Please tell me which is the biggest reason in your view?***

# Most Pakistanis (50%) opine that armed forces have played the best role in dealing with this disaster, followed by federal government



**Q: Which of the following do you think are playing the best role in managing the floods and related damages?**

# 1 in 2 are willing to donate and contribute to relief and rehabilitation activities for the flood affected population. There's a Tie between government and Non-government institutions with respect to preferred recipient of this donation.



**Q: How willing are you to donate and contribute to the relief and rehabilitation activities for the flood affected population? Q: Would you consider donating to the government institutions or to the NGOs?**

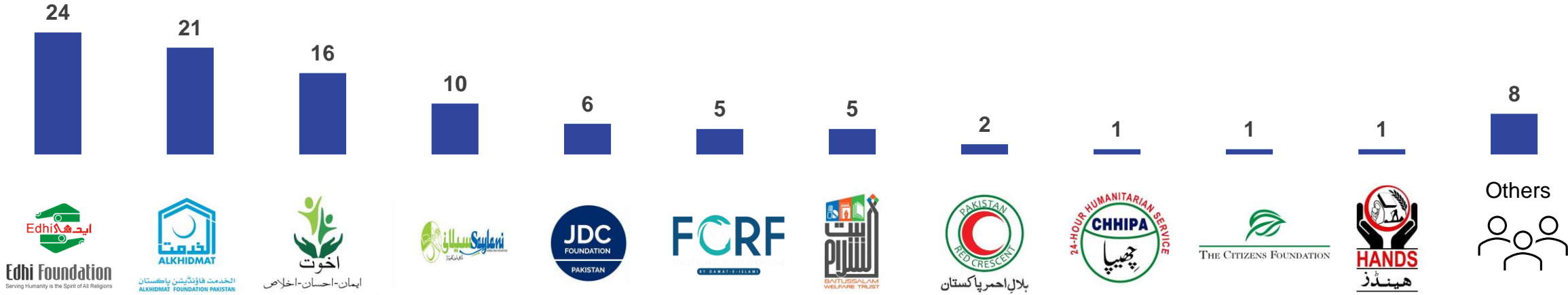
Base: All respondents





Among the non-governmental organizations, Edhi Foundation followed by Al-Khidmat Foundation are the most trusted ones.

### Most Trusted NGOs



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## Game Changers

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**You act better when you are sure.**