

FLOODS DAMAGE ASSESSMENT

September 19th, 2022

Powered by:

GALLUP
PAKISTAN

Affiliated with Gallup International

Pakistan's Foremost Social Research Lab



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EXECUTIVE SUMMARY

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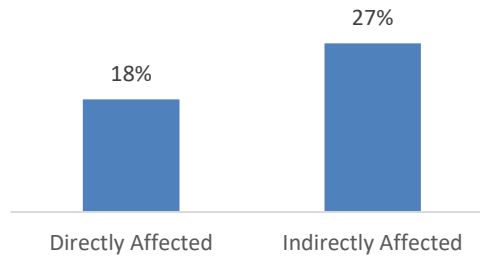
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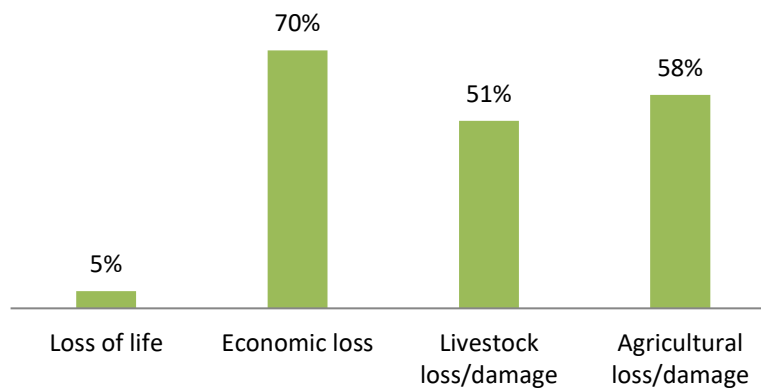
Executive Summary

Perception about flood in Pakistan

18% of respondents indicated that their houses had been flooded while 27% said flooding happened in the house of someone they know.



Among those whose houses were flooded, the greatest damage was perceived in the form of economic loss (70% of respondents) and agricultural damage (58% respondents).

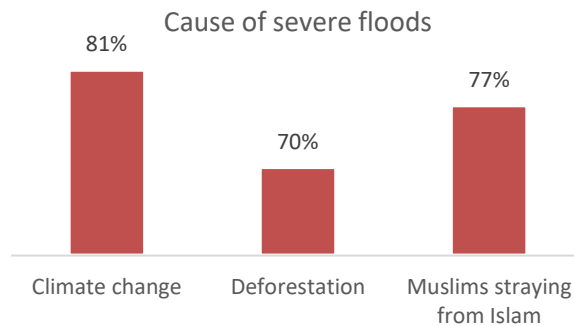


20% of respondents said that their houses have been flooded before, of which 69% said that this was during 2006-2010.



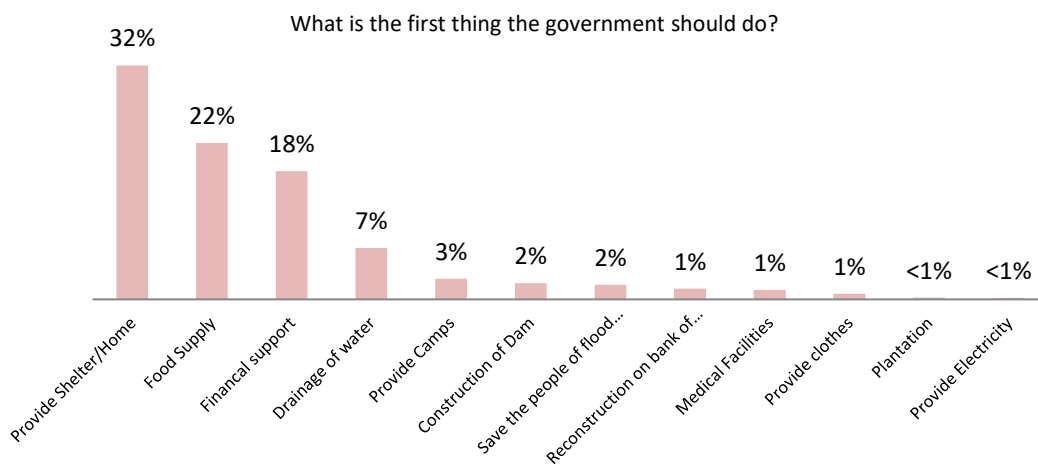
Did climate change cause floods this year in Pakistan?

81% of respondents think that flooding has been more severe this year due to climate change, while 70% of them say that there would have been less damage if deforestation had been prevented. 77% believe that flooding is being caused because of Muslims' deviation from their faith.



Perception about what government should do to help the flood victims

Majority respondents want the government to help the flood victims by providing shelter place shelter provision, food supply, and financial support.



Opinion about the Knowledge of Aid Agencies

53% think that no organization/body is organizing relief activities in their area, while 36% believe NGOs are and only 7% credit the government with this. The majority of respondents have heard about Al Khidmat Foundation (68%), Edhi Foundation (69%), Red Crescent (59%), and Akhuwat Foundation (59%).

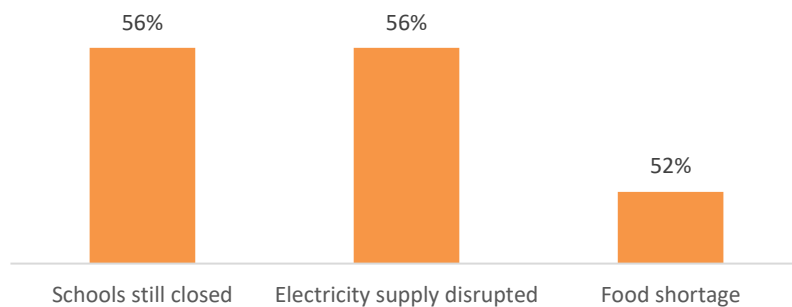


Views about the donation to help the flood victim in Pakistan

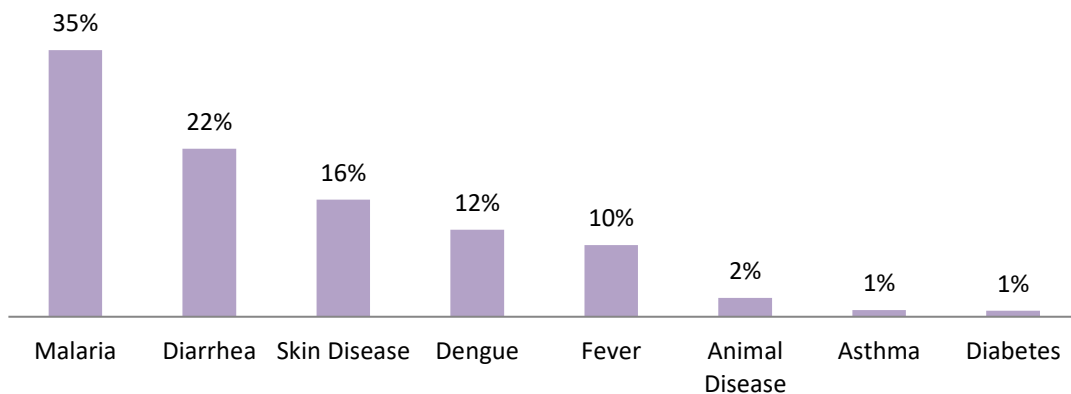
57% respondents said that they had donated to flood victims, and 82% believe Pakistan should receive international aid (however only 43% of respondents think Pakistan should accept aid from India).

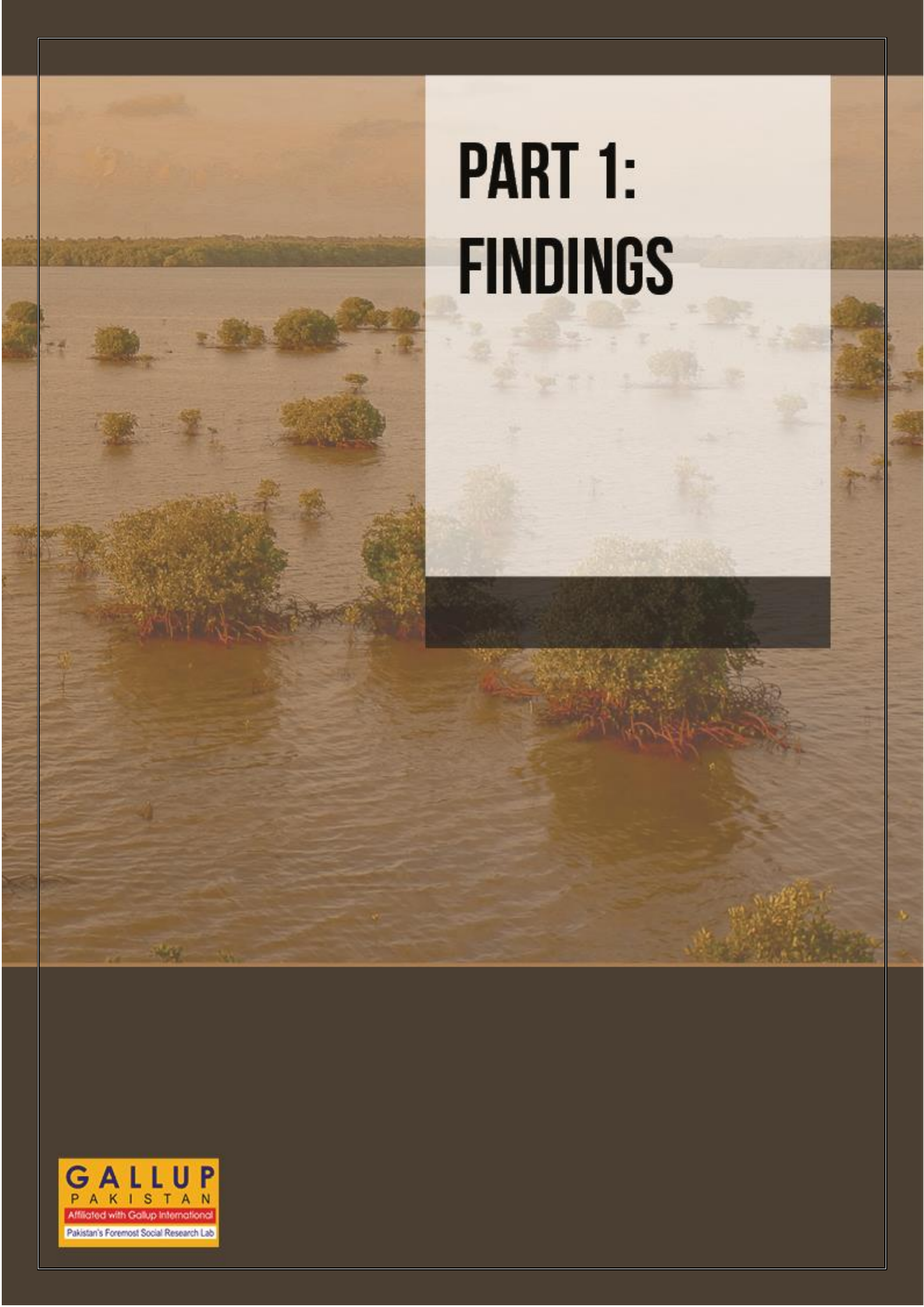
Problems faced in the flooded areas

56% respondents say schools are closed in their area due to the floods, and 56% say electricity supply has been disrupted. 52% indicate a food shortage and 31% say they are currently residing in a camp.



34% of respondents are optimistic that water will be cleared out from their area in under a month. 40% say that there have been disease outbreaks in their area, of which malaria (35%), diarrhea (22%), skin diseases (16%), and dengue fever (12%) are the most cited.





PART 1: FINDINGS

TOPIC 1:

PERCEPTION ABOUT FLOOD IN PAKISTAN

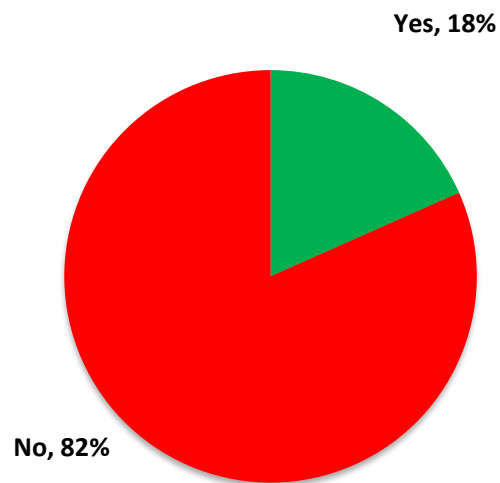
*This Topic has 6 items. Key Findings
and Statistical Analysis are provided ahead
in this section.*



Item 1.1: Key Finding

18% of families say that their house got flooded during the recent severe flooding in Pakistan

Question: **There has been recent flooding in Pakistan, God forbid, did your house get flooded?**



Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

.Q حال ہی میں پاکستان میں معتدد جگہ سیلاب آیا. خدا نا خواستہ آپ کے گھر سیلاب تو نہیں آیا ؟

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Item 1.1: Statistical Analysis

Balochistan has the greatest number of families (69%) in one province whose houses were directly affected by the flooding. 23% rural households were directly affected, compared to 9% urban households

Question: **There has been recent flooding in Pakistan, God forbid, did your house get flooded?**

		Yes	No
All Pakistan		18%	82%
Household Income			
	Low	26%	74%
	Medium	21%	79%
	High	19%	81%
	No Response	14%	86%
Province			
	Punjab	6%	94%
	Sindh	35%	65%
	KPK	17%	83%
	Baluchistan	69%	31%
Location			
	Urban	9%	91%
	Rural	23%	77%

Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

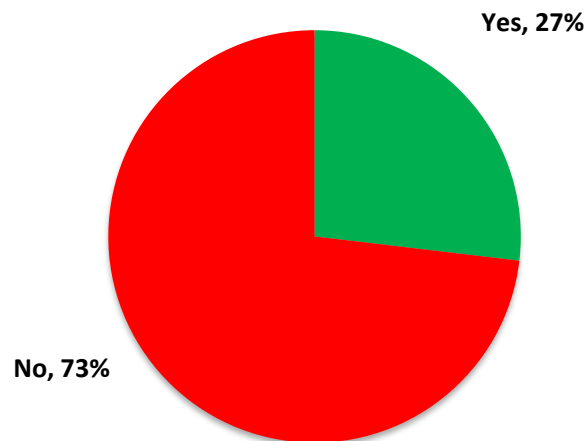
Caution: Sample size limited for below national analysis and results should be interpreted with caution



Item 1.2: Key Finding

More than a quarter (27%) Pakistani households interviewed said they know someone whose house was directly affected by the recent flooding

Question: **Has there been flooding in the house of someone you know?**



Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

.Q کیا آپ کے کسی جانے والے کے گھر خدا نا خواستہ سیلاب تو نہیں آیا ؟
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2 نہیں



Item 1.2: Statistical Analysis

Low income respondents (35%) and those from Balochistan (76%) are the most indirectly affected groups across income strata and provinces respectively

Question: **Has there been flooding in the house of someone you know?**

		Yes	No
All Pakistan		27%	73%
Household Income			
	Low	35%	65%
	Medium	29%	71%
	High	27%	73%
	No Response	23%	77%
Province			
	Punjab	14%	86%
	Sindh	46%	54%
	KPK	24%	76%
	Baluchistan	76%	24%
Location			
	Urban	18%	82%
	Rural	32%	68%

Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

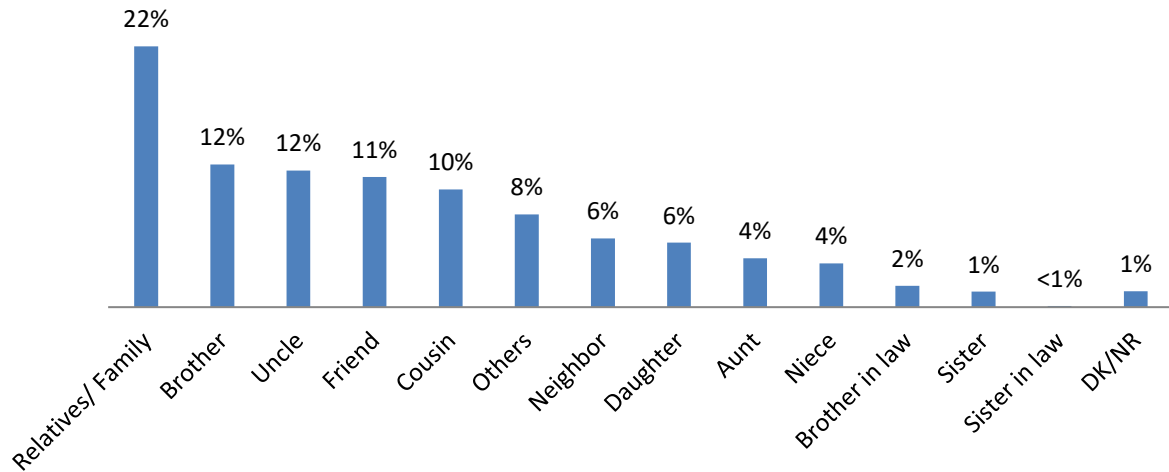
Caution: Sample size limited for below national analysis and results should be interpreted with caution



Item 1.3: Key Finding

22% of people were indirectly affected by the recent flooding through their relatives or family

Question: If yes, how are they related to you?



Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

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رشتہ



Item 1.3: Statistical Analysis

32% of families in Sindh and 25% of those in Balochistan said that their relatives were affected, compared to 15% of those in Punjab

Question: **If yes, how are they related to you?**

	Brother	Sister	Uncle	Cousin	Friend	Daughter	Neighbor	Aunt	Relatives/ Family	Niece	Brother in law	Sister in law	Others	DK/NR
All Pakistan	12%	1%	12%	10%	11%	6%	6%	4%	22%	4%	2%	0%	8%	1%
Household Income														
Low	2%	0%	22%	23%	23%	9%	0%	0%	20%	0%	0%	0%	1%	0%
Medium	36%	0%	8%	10%	3%	0%	8%	4%	12%	1%	1%	0%	17%	0%
High	4%	3%	12%	12%	9%	15%	2%	8%	25%	5%	0%	0%	4%	1%
No Response	2%	1%	11%	4%	17%	0%	11%	2%	31%	7%	5%	0%	6%	3%
Province														
Punjab	7%	1%	16%	9%	18%	5%	11%	3%	15%	8%	0%	0%	3%	2%
Sindh	5%	1%	9%	4%	5%	11%	4%	6%	32%	4%	4%	0%	14%	2%
KPK	9%	5%	11%	37%	13%	0%	7%	4%	9%	0%	2%	0%	3%	0%
Baluchistan	40%	0%	10%	2%	12%	0%	1%	1%	25%	0%	0%	0%	8%	0%
Location														
Urban	4%	2%	16%	8%	12%	5%	11%	5%	22%	6%	0%	0%	7%	2%
Rural	15%	1%	10%	11%	11%	6%	4%	4%	22%	3%	2%	0%	8%	1%

Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

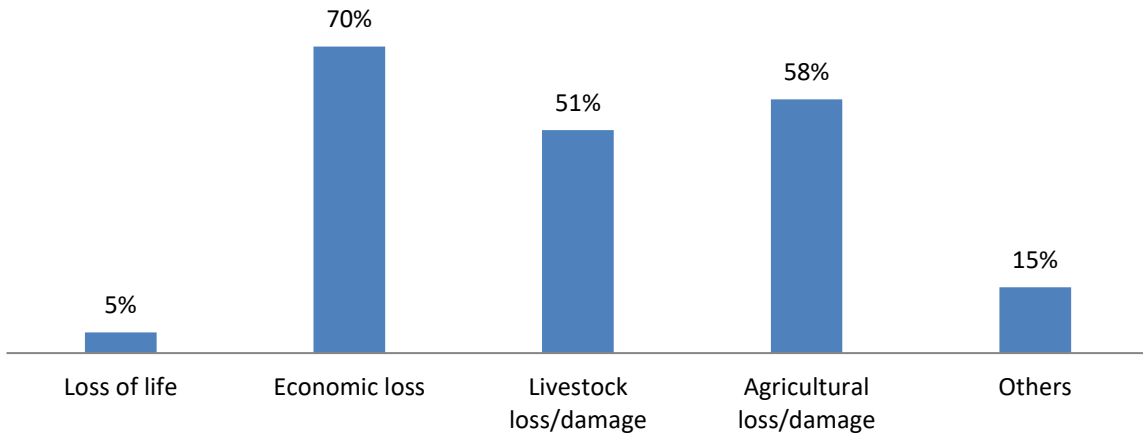
Caution: Sample size limited for below national analysis and results should be interpreted with caution



Item 1.4: Key Finding

70% of respondent households who were directly affected faced economic loss.
5% reported a loss of life due to the flooding.

Question: **We are very sorry to hear that your house got flooded. Can you please tell me if there was any?**



Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

- Q. ہمیں افسوس ہے آپ کے گھر سیلاب اٹھا۔ برائے مہربانی بتائیں کہ آپ کوئی نقصان تو نہیں ہوا؟
- 1 جانی نقصان
 - 2 مالی نقصان
 - 3 جانوروں کا نقصان
 - 4 کھیتی اور فصل کا نقصان
 - 5 دیگر



Item 1.4: Statistical Analysis

Rural respondents reported greater economic loss than urban ones (73% and 53% respectively) but their loss of life was lower (3% and 11%)

Question: **We are very sorry to hear that your house got flooded. Can you please tell me if there was any?**

		Loss of life	Economic loss	Livestock loss/damage	Agricultural loss/damage	Others
All Pakistan		5%	70%	51%	58%	15%
Household Income						
	Low	-	64%	42%	85%	13%
	Medium	9%	75%	69%	68%	1%
	High	3%	86%	62%	59%	10%
	No Response	4%	56%	30%	40%	32%
Province						
	Punjab	8%	23%	25%	36%	40%
	Sindh	5%	86%	60%	69%	11%
	KPK	4%	78%	32%	33%	5%
	Baluchistan	1%	89%	77%	81%	2%
Location						
	Urban	11%	57%	40%	40%	17%
	Rural	3%	73%	54%	62%	15%

Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

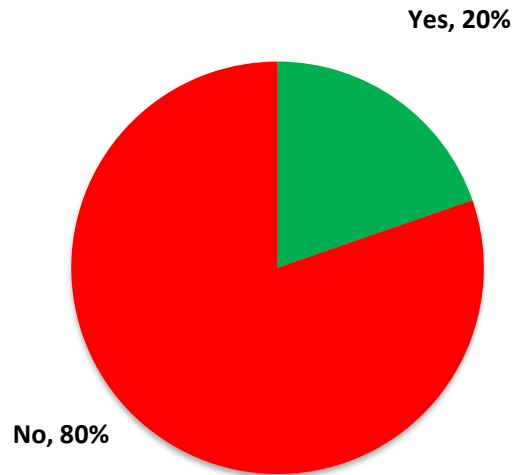
Caution: Sample size limited for below national analysis and results should be interpreted with caution



Item 1.5: Key Finding

20% of respondents said that their house has been flooded before

Question: **Has your house ever been flooded before?**



Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

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Item 1.5: Statistical Analysis

More than a quarter (26%) of respondents in Sindh and KPK said that their houses had been flooded before

Question: **Has your house ever been flooded before?**

		Yes	No
All Pakistan		20%	80%
Household Income			
	Low	26%	74%
	Medium	18%	82%
	High	27%	73%
	No Response	13%	87%
Province			
	Punjab	15%	85%
	Sindh	26%	74%
	KPK	26%	74%
	Baluchistan	20%	80%
Location			
	Urban	14%	86%
	Rural	23%	77%

Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

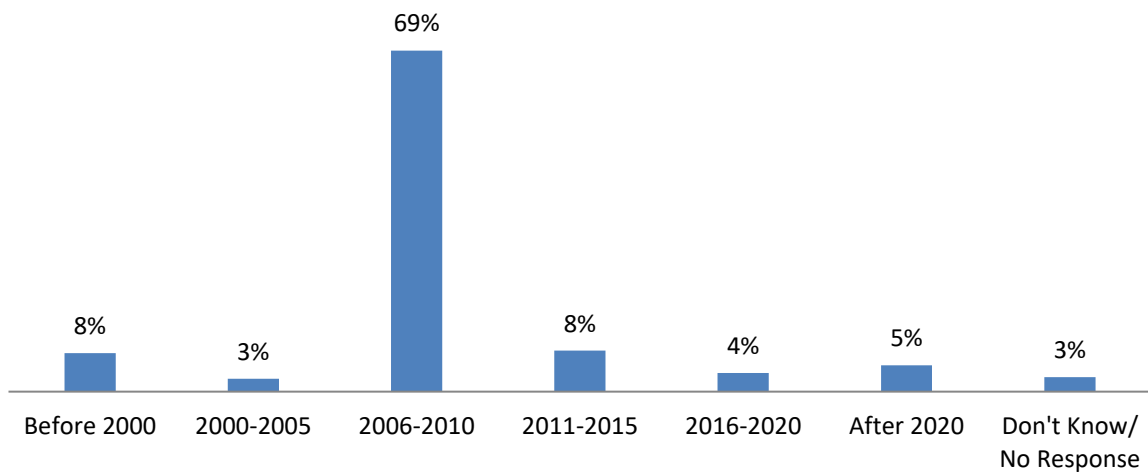
Caution: Sample size limited for below national analysis and results should be interpreted with caution



Item 1.6: Key Finding

A majority (69%) of those whose house had been flooded before said that it happened during 2006-2010, the last severe flooding period in Pakistan

Question: **If yes, what year did your house get flooded?**



Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

Q. اگر ہاں تو کس سال میں آیا تھا ؟

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Item 1.6: Statistical Analysis

The majority of respondents across all demographic groups whose houses had been flooded before said that it happened in 2006-10

Question: **If yes, what year did your house get flooded?**

		Before 2000	2000-2005	2006-2010	2011-2015	2016-2020	After 2020	DK/NR
All Pakistan		8%	3%	69%	8%	4%	5%	3%
Household Income								
	Low	6%	0%	82%	12%	0%	0%	0%
	Medium	10%	4%	60%	8%	9%	10%	0%
	High	8%	4%	80%	4%	4%	1%	0%
	No Response	7%	0%	54%	14%	1%	12%	13%
Province								
	Punjab	14%	3%	56%	6%	4%	9%	7%
	Sindh	2%	0%	72%	18%	5%	3%	0%
	KPK	7%	4%	84%	2%	0%	3%	0%
	Baluchistan	0%	8%	83%	0%	8%	0%	0%
Location								
	Urban	9%	2%	61%	7%	8%	1%	12%
	Rural	8%	3%	72%	9%	2%	7%	0%

Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

Caution: Sample size limited for below national analysis and results should be interpreted with caution

TOPIC 2:

DID CLIMATE CHANGE CAUSE FLOOD THIS YEAR IN PAKISTAN?

*This Topic has 3 items. Key Findings
and Statistical Analysis for each of them are
provided ahead in this section.*

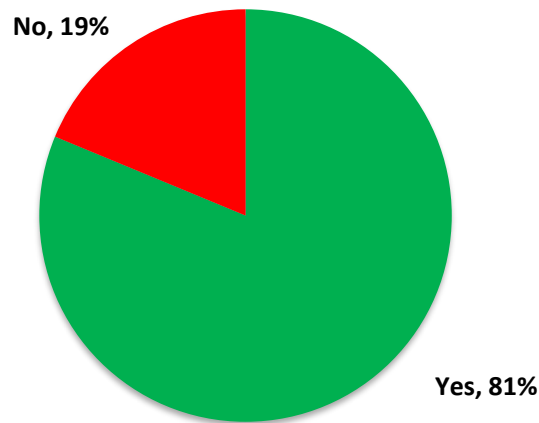


Topic 2: Did climate change cause floods this year in Pakistan?

Item 2.1: Key Finding

81% of respondents believe that climate change has exacerbated the severity of flooding

Question: **Some people think that due to climate change, the floods this year have been more serious, do you agree with this?**



Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

Q. بعض لوگوں کا خیال ہے ماحولیاتی تبدیلی کی وجہ سے اس سال سیلاب پہلے کی نسبت اور بھی خطرناک تھا۔ کیا آپ اس بات سے agree کرتے ہیں؟

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**Topic 2: Did climate change cause floods this year in Pakistan?****Item 2.1: Statistical Analysis**

Younger people (88% of 18–23-year-olds and 90% of 24 – 30-year-olds) believe that climate change has worsened flooding severity by the greatest amount in all age groups

Question: **Some people think that due to climate change, the floods this year have been more serious, do you agree with this?**

		Yes	No
All Pakistan		81%	19%
Gender			
	Male	82%	18%
	Female	80%	20%
Respondent Age			
	18 to 23	88%	12%
	24 to 30	90%	10%
	31 to 50	84%	16%
	50 plus	85%	15%
Household Income			
	Low	76%	24%
	Medium	90%	10%
	High	86%	14%
	No Response	72%	28%
Province			
	Punjab	80%	20%
	Sindh	79%	21%
	KPK	82%	18%
	Baluchistan	95%	5%
Location			
	Urban	84%	16%
	Rural	80%	20%

Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

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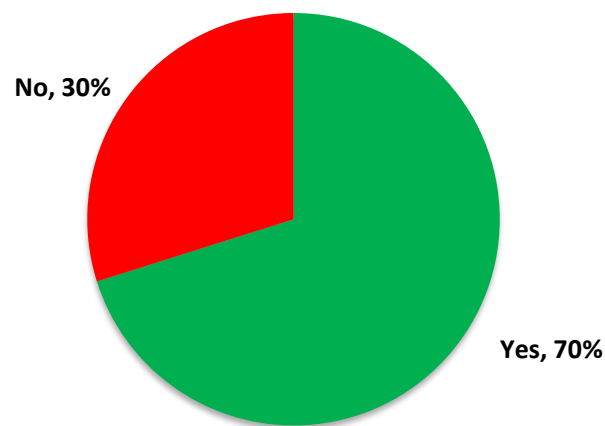


Topic 2: Did climate change cause floods this year in Pakistan?

Item 2.2: Key Finding

70% of people surveyed thought that deforestation has increased the level of damage caused by recent flooding

Question: **Some people think that the floods would have been less damaging if the forests hadn't been cut down. Do you agree with this?**



Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

.Q بعض لوگوں کے خیال سے سیلاب میں نقصان کم ہوتا اگر پاکستان میں جنگل نا کاٹے جاتے؟

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**Topic 2: Did climate change cause floods this year in Pakistan?****Item 2.2: Statistical Analysis**

Three quarters of medium- (76%) and high-income (75%) respondents believe that the recent floods would have been less damaging if not for deforestation, compared to 55% low-income respondents

Question: **Some people think that the floods would have been less damaging if the forests hadn't been cut down. Do you agree with this?**

		Yes	No
All Pakistan		70%	30%
Gender			
	Male	69%	31%
	Female	71%	29%
Respondent Age			
	18 to 23	72%	28%
	24 to 30	74%	26%
	31 to 50	73%	27%
	50 plus	69%	31%
Household Income			
	Low	55%	45%
	Medium	76%	24%
	High	75%	25%
	No Response	66%	34%
Province			
	Punjab	70%	30%
	Sindh	64%	36%
	KPK	76%	24%
	Baluchistan	74%	26%
Location			
	Urban	69%	31%
	Rural	71%	29%

Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

Caution: Sample size limited for below national analysis and results should be interpreted with caution

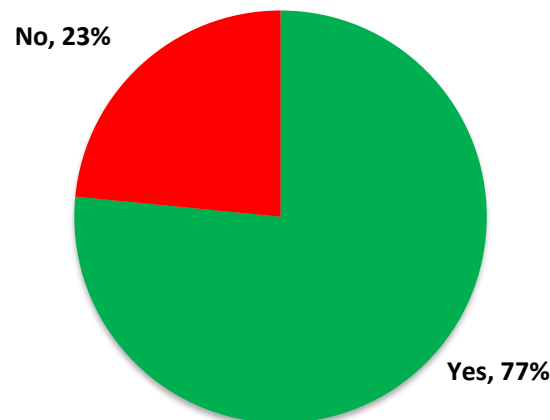


Topic 2: Did climate change cause floods this year in Pakistan?

Item 2.3: Key Finding

More than three quarters (75%) of all respondents agreed that the floods have occurred as a form of divine punishment

Question: **Do you agree that the floods occurred because the Pakistani nation is disobedient to Allah?**



Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

.Q کیا آپ اس بات سے agree کرتے ہیں کہ سیلاب اس لیے آئے کیوں کہ پاکستانی قوم اللہ کی نافرمان ہے ؟
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2 نہیں

**Topic 2: Is the Climate change cause flood this year in Pakistan?****Item 2.3: Statistical Analysis**

Older respondents believe the floods are divine punishment in greater numbers (83% of those 50 years and above) than younger respondents (66% of those aged 18-23 years)

Question: **Do you agree that the floods occurred because the Pakistani nation is disobedient to Allah?**

		Yes	No
All Pakistan		77%	23%
Gender			
	Male	76%	24%
	Female	77%	23%
Respondent Age			
	18 to 23	66%	34%
	24 to 30	78%	22%
	31 to 50	70%	30%
	50 plus	83%	17%
Household Income			
	Low	73%	27%
	Medium	78%	22%
	High	73%	27%
	No Response	79%	21%
Province			
	Punjab	77%	23%
	Sindh	77%	23%
	KPK	72%	28%
	Baluchistan	81%	19%
Location			
	Urban	73%	27%
	Rural	79%	21%

Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

Caution: Sample size limited for below national analysis and results should be interpreted with caution

TOPIC 3:

PERCEPTION ABOUT WHAT GOVERNMENT SHOULD DO TO HELP THE FLOOD VICTIMS

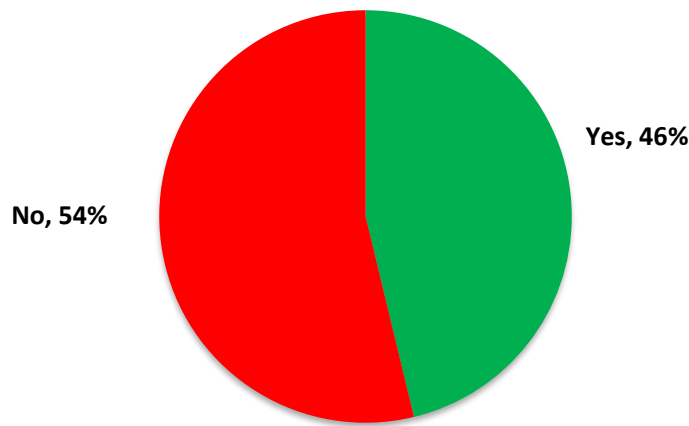
*This Topic has 2 items. Key Findings
and Statistical Analysis for each of them are
provided ahead in this section.*



Item 3.1: Key Finding

Respondents are nearly equally split between those who are aware of the prime minister's visits to flood-affected areas (46%) and those who are not (54%)

Question: **Shahbaz Sharif visited the flood affected areas and met the people there. Did you see it or hear about it?**



Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

.Q شہباز شریف مختلف علاقوں میں سیلاب زدگان سے ملے - کیا آپ نے اس کے بارے میں سنا یہ دیکھا ؟
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نہیں 2



Item 3.1: Statistical Analysis

Respondents from Punjab (53%) are more aware of the prime minister's visits than those from Sindh (40%), KPK (39%), or Baluchistan (30%)

Question: **Shahbaz Sharif visited the flood affected areas and met the people there. Did you see it or hear about it?**

		Yes	No
All Pakistan		46%	54%
Household Income			
	Low	31%	69%
	Medium	41%	59%
	High	57%	43%
	No Response	45%	55%
Province			
	Punjab	53%	47%
	Sindh	40%	60%
	KPK	39%	61%
	Baluchistan	30%	70%
Location			
	Urban	48%	52%
	Rural	45%	55%

Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

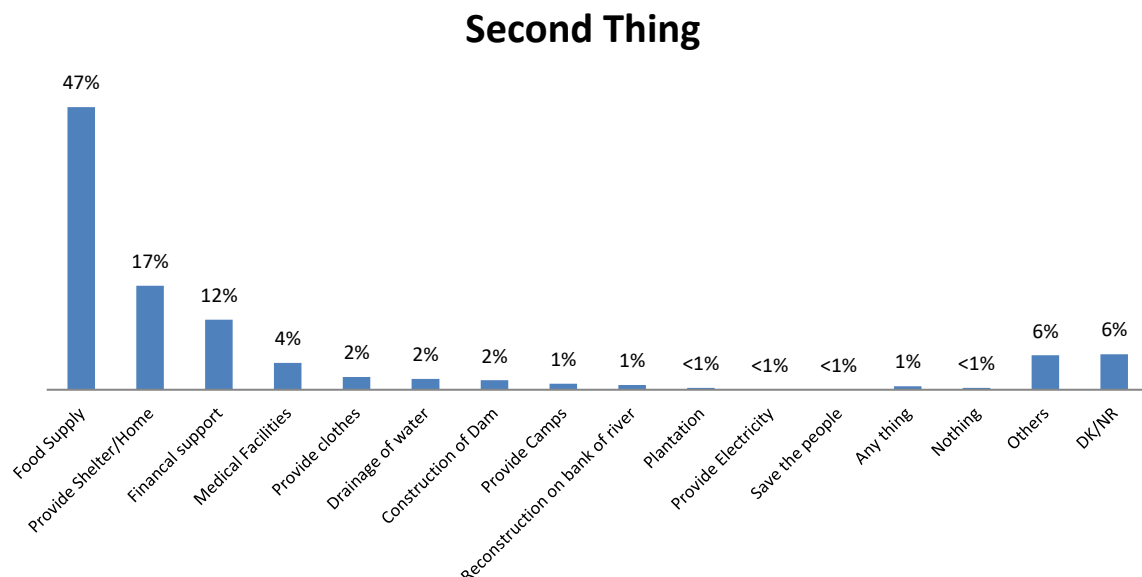
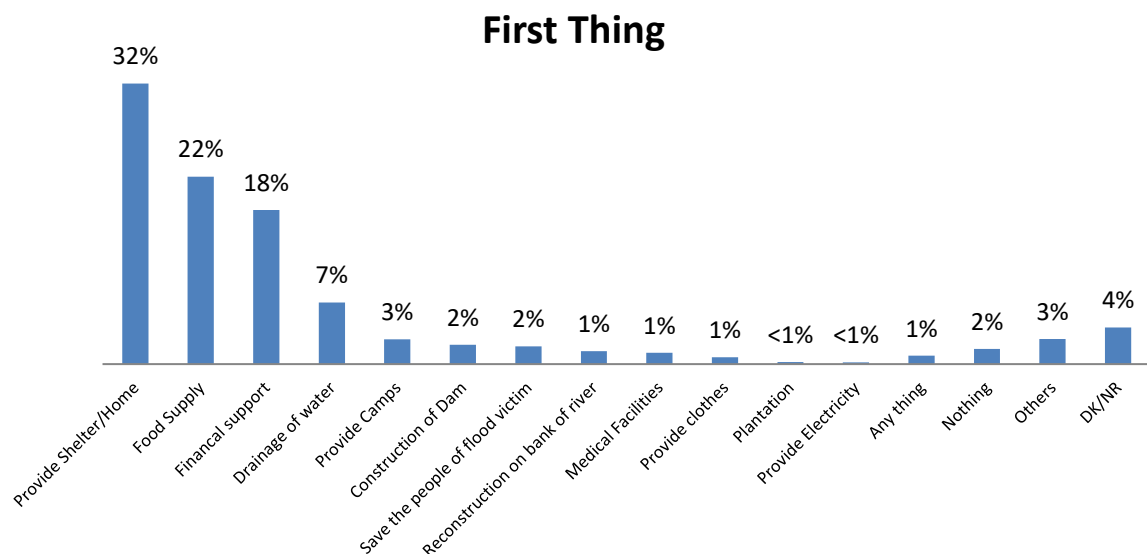
Caution: Sample size limited for below national analysis and results should be interpreted with caution



Item 3.2: Key Finding

Shelter, food, and monetary aid are the three things that people think the government should place on highest priority

Question: **What do you think is the first thing that the government should do to help the flood victims?**



Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022



**Topic 3: Perception about what government
should do to help the flood victims**

.Q. آپ کے خیال سے وہ کیا کام ہے جو حکومت کو سب سے پہلے کرنا چاہیے تاکہ سیلاب میں پسے لوگوں کی مدد ہو سکے ؟
بلا کام - _____
دوسرا کام _____



Topic 3: Perception about what government should do to help the flood victims

Item 3.2: Statistical Analysis

Nearly half of respondents in KPK (47%) and Baluchistan (48%) want shelter to be the first thing the government provides, while 53% and 65% respectively want food to be the second priority

Question: **What do you think is the first thing that the government should do to help the flood victims?**

First Thing

		Reconstruction on bank of river	Financial support	Food Supply	Provide Shelter	Provide Electricity	Medical Facilities	Provide Camps	Drainage of water	Provide clothes	Construction of Dam	Plantation	Save the people of flood victim	Any thing	Nothing	Others	Don't Know
All Pakistan		1%	18%	22%	32%	0%	1%	3%	7%	1%	2%	0%	2%	1%	2%	3%	4%
Household Income																	
	Low	0%	35%	20%	20%	0%	5%	3%	1%	0%	0%	0%	4%	5%	0%	0%	7%
	Medium	0%	20%	14%	33%	0%	1%	1%	19%	2%	1%	1%	2%	0%	1%	2%	4%
	High	0%	15%	17%	44%	0%	0%	3%	2%	0%	5%	0%	0%	1%	3%	6%	3%
	No Response	6%	10%	39%	24%	1%	2%	5%	1%	0%	1%	0%	3%	0%	1%	2%	5%
Province																	
	Punjab	0%	19%	23%	27%	0%	1%	1%	3%	0%	4%	0%	4%	0%	3%	5%	10%
	Sindh	4%	14%	27%	24%	0%	2%	4%	15%	1%	2%	0%	3%	2%	0%	0%	2%
	KPK	0%	25%	13%	47%	0%	0%	5%	0%	2%	2%	0%	0%	0%	0%	2%	3%
	Baluchistan	0%	19%	14%	48%	0%	0%	0%	0%	0%	2%	1%	0%	0%	7%	7%	1%
Location																	
	Urban	0%	22%	34%	16%	1%	2%	1%	8%	2%	1%	1%	1%	0%	2%	0%	10%
	Rural	2%	16%	17%	38%	0%	1%	4%	7%	0%	3%	0%	2%	1%	2%	4%	2%

Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

Caution: Sample size limited for below national analysis and results should be interpreted with caution



Item 3.2: Statistical Analysis

Question: What do you think is the second thing that the government should do to help the flood victims?

Second Thing

		Reconstruction on bank of river	Financial support	Food Supply	Provide Shelter	Provide Electricity	Medical Facilities	Provide Camps	Drainage of water	Provide clothes	Construction of Dam	Plantation	Save the people of flood victim	Any thing	Nothing	Others	Don't Know/No Response
All Pakistan		1%	12%	47%	17%	0%	4%	1%	2%	2%	2%	0%	0%	1%	0%	6%	6%
Household Income																	
	Low	0%	10%	58%	8%	0%	0%	0%	4%	11%	6%	0%	0%	0%	0%	2%	1%
	Medium	0%	10%	49%	19%	0%	4%	3%	0%	1%	1%	0%	0%	1%	0%	9%	2%
	High	2%	8%	47%	8%	0%	7%	0%	4%	1%	2%	0%	0%	1%	0%	7%	12%
	No Response	0%	19%	36%	32%	0%	4%	0%	0%	0%	0%	1%	0%	0%	1%	1%	5%
Province																	
	Punjab	0%	11%	38%	15%	0%	3%	1%	0%	8%	3%	1%	0%	1%	1%	11%	7%
	Sindh	2%	9%	43%	23%	0%	8%	2%	1%	0%	2%	0%	0%	0%	0%	6%	5%
	KPK	1%	15%	53%	17%	0%	2%	0%	0%	0%	1%	0%	0%	2%	0%	3%	5%
	Baluchistan	0%	16%	65%	4%	1%	0%	0%	7%	0%	0%	0%	0%	0%	0%	0%	7%
Location																	
	Urban	0%	15%	20%	27%	0%	3%	0%	2%	5%	1%	0%	0%	1%	0%	13%	11%
	Rural	1%	10%	55%	14%	0%	5%	1%	2%	1%	2%	0%	0%	0%	0%	3%	4%

Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

Caution: Sample size limited for below national analysis and results should be interpreted with caution

TOPIC 4:

OPINION ABOUT THE KNOWLEDGE OF AID AGENCIES

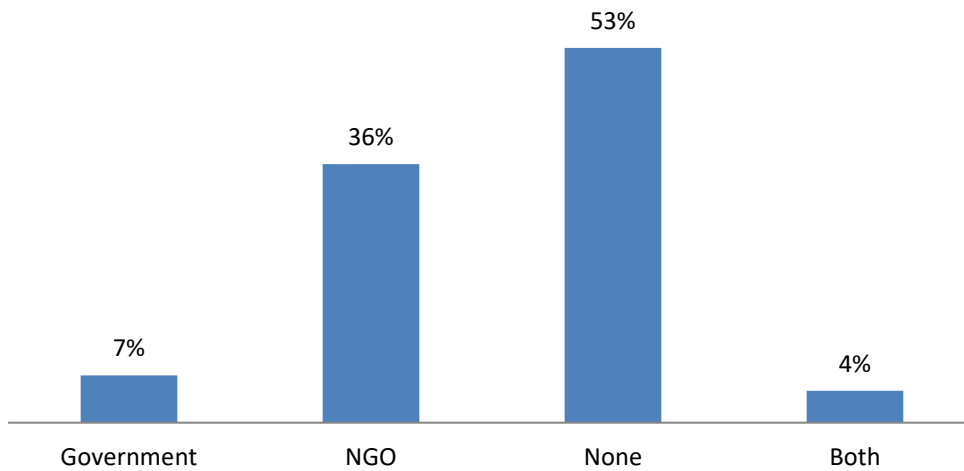
*This Topic has 5 items. Key Findings
and Statistical Analysis for each of them are
provided ahead in this section.*



Item 4.1: Key Finding

53% of respondents do not believe that either the government or NGOs are making flood relief efforts

Question: **In your area, who is putting in more effort towards the flood relief activities, the government or NGO?**



Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

.Q آپ کے علاقے میں سیلاب سے متعلق امدادی کام میں حکومت زیادہ آگے ہے یا کوئی NGO ؟

1	Govt
2	Ngo
1	None
2	Both



Item 4.1: Statistical Analysis

Low-income respondents believe that no one is making relief efforts in their area (81%) more than any other income group

Question: **In your area, who is putting in more effort towards the flood relief activities, the government or NGO?**

		Government	NGO	None	Both
All Pakistan		7%	36%	53%	4%
Household Income					
	Low	4%	15%	81%	0%
	Medium	8%	55%	36%	2%
	High	2%	37%	55%	6%
	No Response	10%	30%	55%	6%
Province					
	Punjab	6%	32%	57%	5%
	Sindh	1%	30%	66%	2%
	KPK	16%	44%	32%	7%
	Baluchistan	11%	55%	27%	6%
Location					
	Urban	12%	38%	45%	5%
	Rural	5%	36%	55%	4%

Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

Caution: Sample size limited for below national analysis and results should be interpreted with caution



Item 4.2: Key Finding

68% of respondents have heard of “Al-Khidmat” aid agency

Question: **Have you heard about “Al Khidmat” aid agency?**



Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

Q. کیا آپ نے الخدمت امدادی ادارے کا نام سنا ہے ؟

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Item 4.2: Statistical Analysis

More people in Sindh (76%) and KPK (70%) have heard of 'Al Khidmat' than in Punjab (65%) or Baluchistan (57%)

Question: **Have you heard about "Al Khidmat" aid agency?**

		Yes	No
All Pakistan		68%	32%
Household Income			
	Low	59%	41%
	Medium	66%	34%
	High	69%	31%
	No Response	71%	29%
Province			
	Punjab	65%	35%
	Sindh	76%	24%
	KPK	70%	30%
	Baluchistan	57%	43%
Location			
	Urban	69%	31%
	Rural	67%	33%

Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022



Topic 4: Opinion about the Knowledge of Aid Agencies

Item 4.3: Key Finding

69% of respondents are aware of 'Edhi' aid agency

Question: **Have you heard about "Edhi" aid agency?**



Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

.Q کیا آپ نے ایدھی امدادی ادارے کا نام سنا ہے ؟
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2 نہیں



Item 4.3: Statistical Analysis

Provincially, respondents from Sindh (78%) are the most aware of ‘Edhi’ foundation, and those from Baluchistan (60%) the least aware

Question: **Have you heard about “Edhi” aid agency?**

		Yes	No
All Pakistan		69%	31%
Household Income			
	Low	51%	49%
	Medium	69%	31%
	High	70%	30%
	No Response	73%	27%
Province			
	Punjab	66%	34%
	Sindh	78%	22%
	KPK	68%	32%
	Baluchistan	60%	40%
Location			
	Urban	72%	28%
	Rural	67%	33%

Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

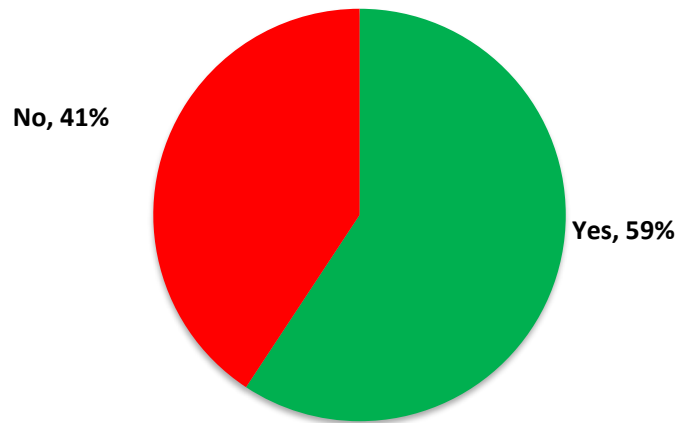
Caution: Sample size limited for below national analysis and results should be interpreted with caution



Item 4.4: Key Finding

59% of respondents have heard of 'Red Crescent' aid agency

Question: **Have you heard about "Red Crescent" aid agency?**



Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

.Q کیا آپ نے ہلال احمر امدادی ادارے کا نام سنا ہے ؟
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Item 4.4: Statistical Analysis

High-income respondents (65%) are more aware of Red Crescent than those from medium- (60%) or low-income respondents (50%)

Question: **Have you heard about “Red Crescent” aid agency?**

		Yes	No
All Pakistan		59%	41%
Household Income			
	Low	50%	50%
	Medium	60%	40%
	High	65%	35%
	No Response	57%	43%
Province			
	Punjab	58%	42%
	Sindh	66%	34%
	KPK	57%	43%
	Baluchistan	55%	45%
Location			
	Urban	61%	39%
	Rural	58%	42%

Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

Caution: Sample size limited for below national analysis and results should be interpreted with caution

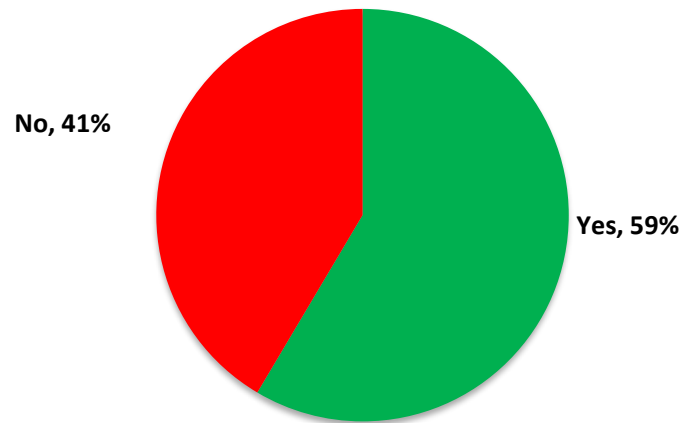


Topic 4: Opinion about the Knowledge of Aid Agencies

Item 4.5: Key Finding

59% of respondents are aware of 'Akhuwat Foundation'

Question: **Have you heard about "Akhuwat Foundation" aid agency?**



Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

.Q کیا آپ نے اخوت فاؤنڈیشن امدادی ادارے کا نام سنا ہے ؟

1 ہاں
2 نہیں



Item 4.5: Statistical Analysis

Similar numbers of respondents in KPK/Punjab (58%) and Baluchistan (54%) are aware of Akhuwat Foundation

Question: **Have you heard about “Akhuwat Foundation” aid agency?**

		Yes	No
All Pakistan		59%	41%
Household Income			
	Low	47%	53%
	Medium	58%	42%
	High	63%	37%
	No Response	58%	42%
Province			
	Punjab	58%	42%
	Sindh	62%	38%
	KPK	58%	42%
	Baluchistan	54%	46%
Location			
	Urban	58%	42%
	Rural	59%	41%

Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

Caution: Sample size limited for below national analysis and results should be interpreted with caution

TOPIC 5:

VIEWS ABOUT THE DONATION TO HELP THE FLOOD VICTIMS IN PAKISTAN

*This Topic has 4 items. Key Findings
and Statistical Analysis for each of them are
provided ahead in this section.*

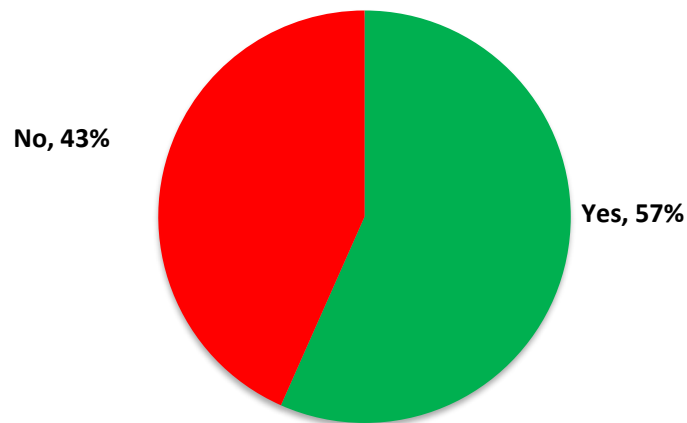


Topic 5: Views about the donation to help the flood victims in Pakistan

Item 5.1: Key Finding

57% of respondents say that they have made donations to flood victims

Question: **Have you made any donation to help the flood victims?**



Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

.Q کیا آپ نے سیلاب زدگان کی مدد کے لیے کوئی چندہ دیا ہیں ؟

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**Topic 5: Views about the donation to help the flood victims in Pakistan****Item 5.1: Statistical Analysis**

73% of those who have donated are above 50 years old, and provincially the majority (65%) of donors are from KPK

Question: **Have you made any donation to help the flood victims?**

		Yes	No
All Pakistan		57%	43%
Respondent Age			
	18 to 23	62%	38%
	24 to 30	56%	44%
	31 to 50	55%	45%
	50 plus	73%	27%
Household Income			
	Low	51%	49%
	Medium	54%	46%
	High	63%	37%
	No Response	54%	46%
Province			
	Punjab	63%	37%
	Sindh	43%	57%
	KPK	65%	35%
	Baluchistan	27%	73%
Location			
	Urban	69%	31%
	Rural	49%	51%

Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

Caution: Sample size limited for below national analysis and results should be interpreted with caution

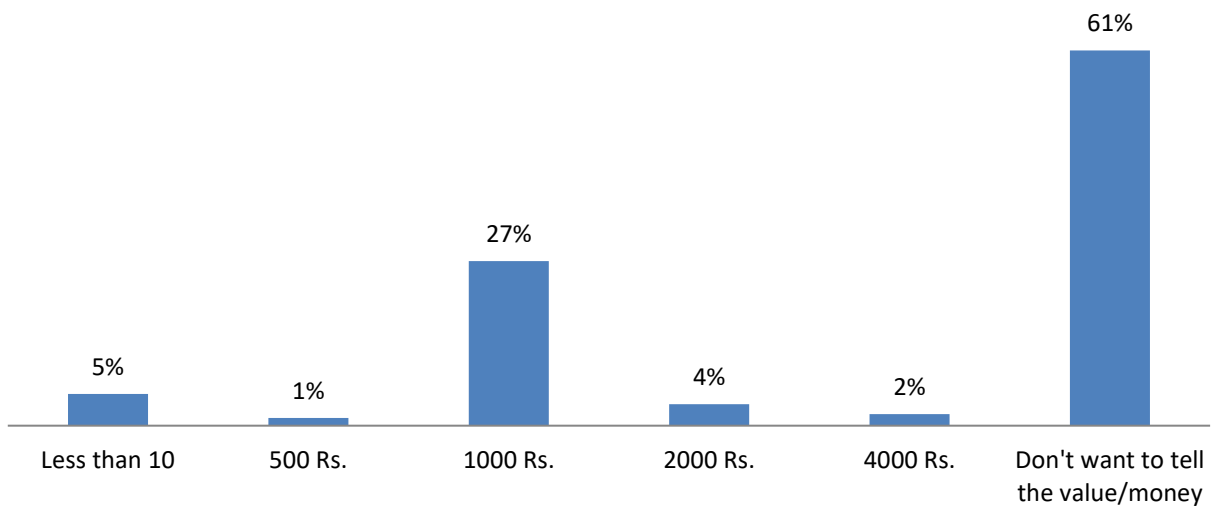


Topic 5: Views about the donation to help the flood victims in Pakistan

Item 5.2: Key Finding

Most respondents (61%) chose not to disclose the amount of their donation, while around a quarter (27%) said it was Rs. 1000

Question: **If yes, how much money did you donate?**



Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

.Q اگر ہاں تو کتنے پیسے؟
روپے

**Topic 5: Views about the donation to help the flood victims in Pakistan****Item 5.2: Statistical Analysis**

42% of male respondents chose to reveal the amount of their donation, compared to 37% of female respondents

Question: **If yes, how much money did you donate?**

		Less than 10	500 Rs.	1000 Rs.	2000 Rs.	4000 Rs.	Don't want to tell the value/money
All Pakistan		5%	1%	27%	4%	2%	61%
Gender							
Male		11%	3%	16%	8%	4%	59%
Female		0%	0%	37%	0%	0%	63%
Household Income							
	Low	0%	0%	0%	0%	0%	0%
	Medium	0%	0%	0%	0%	0%	0%
	High	0%	0%	0%	0%	0%	0%
	No Response	5%	1%	27%	4%	2%	61%
Province							
	Punjab	3%	2%	41%	5%	3%	47%
	Sindh	5%	0%	0%	0%	0%	95%
	KPK	15%	0%	0%	0%	0%	85%
	Baluchistan	0%	0%	0%	0%	0%	100%
Location							
	Urban	6%	0%	26%	0%	3%	64%
	Rural	3%	3%	28%	9%	0%	57%

Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

Caution: Sample size limited for below national analysis and results should be interpreted with caution

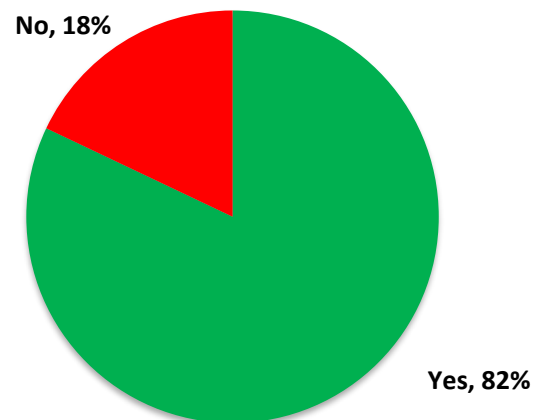


Topic 5: Views about the donation to help the flood victims in Pakistan

Item 5.3: Key Finding

The overwhelming majority of respondents (82%) agrees with Pakistan receiving international aid for flood relief

Question: **Should Pakistan receive donations from the international community to help flood victims?**



Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

.Q کیا پاکستان کو عالمی برادری سے چندہ وصول کرنا چاہیے تاکہ سیلاب زدگان کی مدد کی جائے؟

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**Topic 5: Views about the donation to help the flood victims in Pakistan****Item 5.3: Statistical Analysis**

94% of respondents from Baluchistan are in favor of receiving international flood relief aid, the highest number in any province

Question: **Should Pakistan receive donations from the international community to help flood victims?**

		Yes	No
All Pakistan		82%	18%
Household Income			
	Low	72%	28%
	Medium	85%	15%
	High	84%	16%
	No Response	81%	19%
Province			
	Punjab	80%	20%
	Sindh	85%	15%
	KPK	79%	21%
	Baluchistan	94%	6%
Location			
	Urban	81%	19%
	Rural	83%	17%

Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

Caution: Sample size limited for below national analysis and results should be interpreted with caution

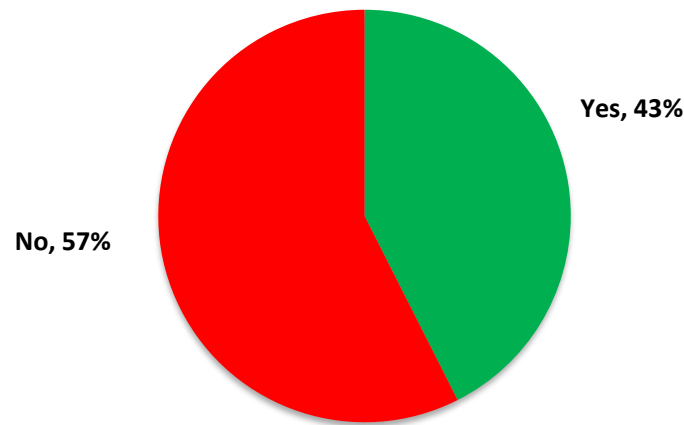


Topic 5: Views about the donation to help the flood victims in Pakistan

Item 5.4: Key Finding

More than half (57%) of respondents are against receiving flood relief aid from India

Question: **If India wants to help the flood victims, should Pakistan accept the aid?**



Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

.Q اگر بھارت سیلاب زدگان کی مدد کرنا چاہیے تو کیا پاکستان کو امداد لینی چاہیے؟

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**Topic 5: Views about the donation to help the flood victims in Pakistan****Item 5.4: Statistical Analysis**

Age-wise, 31–50-year-olds are the most opposed to accepting aid from India (65%), and 18–23-year-olds are the least opposed (49%). Low income households are also highly opposed (74%).

Question: **If India wants to help the flood victims, should Pakistan accept the aid?**

		Yes	No
All Pakistan		43%	57%
Respondent Age			
	18 to 23	51%	49%
	24 to 30	48%	52%
	31 to 50	35%	65%
	50 plus	44%	56%
Household Income			
	Low	26%	74%
	Medium	45%	55%
	High	44%	56%
	No Response	44%	56%
Province			
	Punjab	43%	57%
	Sindh	36%	64%
	KPK	51%	49%
	Baluchistan	41%	59%
Location			
	Urban	34%	66%
	Rural	47%	53%

Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

Caution: Sample size limited for below national analysis and results should be interpreted with caution

TOPIC 6: PROBLEM FACES THE FLOODED AREAS

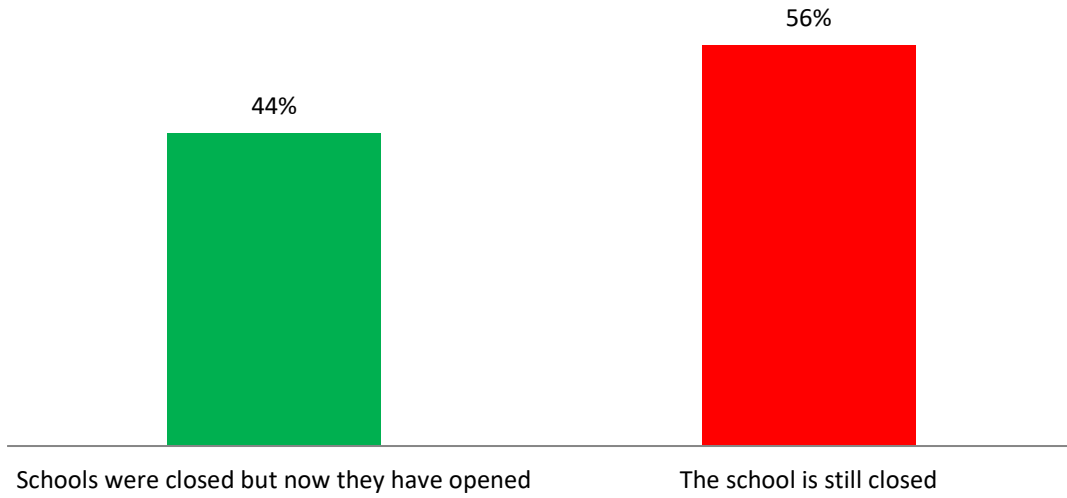
This Topic has 7 items. Key Findings and Statistical Analysis for each of them are provided ahead in this section.



Item 6.1: Key Finding

56% of respondents say schools continue to be closed because of the floods

Question: **Are schools closed in your area due to the floods?**



Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

.Q کیا آپ کے علاقہ میں سیلاب کی وجہ سے اسکول بند تو نہیں ہو گئے ؟
1 اسکول بند ہوئے تھے مگر اب کھول دیں ہے
2 اسکول ابھی بھی بند ہے



Item 6.1: Statistical Analysis

For 65% of low-income respondents, and 74% of respondents from Sindh, schools continue to be closed due to floods

Question: **Are schools closed in your area due to the floods?**

		Schools were closed but now they have opened	The school is still closed
All Pakistan		44%	56%
Household Income			
	Low	35%	65%
	Medium	44%	56%
	High	52%	48%
	No Response	39%	61%
Province			
	Punjab	58%	42%
	Sindh	26%	74%
	KPK	73%	27%
	Baluchistan	33%	67%
Location			
	Urban	52%	48%
	Rural	41%	59%

Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

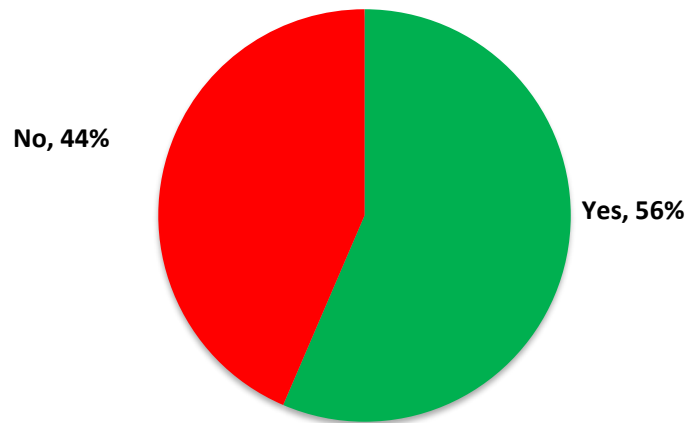
Caution: Sample size limited for below national analysis and results should be interpreted with caution



Item 6.2: Key Finding

56% of respondents say that the recent flooding disrupted electricity supply

Question: **Has the supply of electricity disrupted due to the floods?**



Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

.Q سیلاب کی وجہ سے بجلی کی فراہمی تو خراب نہیں ہوئی ؟

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2	نہیں



Item 6.2: Statistical Analysis

Nearly the entirety of respondents from Baluchistan (94%) reported having electricity supply disrupted by the floods

Question: **Has the supply of electricity disrupted due to the floods?**

		Yes	No
All Pakistan		56%	44%
Household Income			
	Low	59%	41%
	Medium	65%	35%
	High	61%	39%
	No Response	41%	59%
Province			
	Punjab	47%	53%
	Sindh	47%	53%
	KPK	60%	40%
	Baluchistan	94%	6%
Location			
	Urban	57%	43%
	Rural	56%	44%

Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

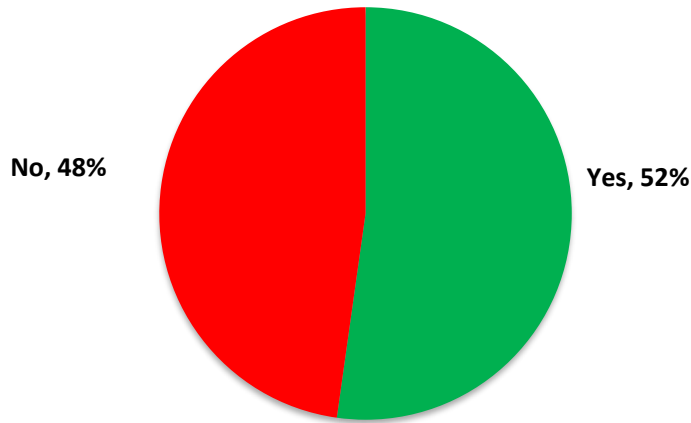
Caution: Sample size limited for below national analysis and results should be interpreted with caution



Item 6.3: Key Finding

52% of respondents have faced, or are close to people facing, food shortage due to the floods

Question: **Have you or anyone around you faced a shortage of food?**



Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

.Q آپ کو یہ آپ کے آس پاس کوئی ایسے لوگ ہیں جنہیں کھانے وغیرہ کی کمی کا سامنا کرنا پڑا ہو ؟

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Item 6.3: Statistical Analysis

87% of respondents from Baluchistan reported food shortage, compared to 42% in Punjab, and 60% and 61% respectively in KPK and Sindh

Question: **Have you or anyone around you faced a shortage of food?**

		Yes	No
All Pakistan		52%	48%
Household Income			
	Low	67%	33%
	Medium	58%	42%
	High	54%	46%
	No Response	40%	60%
Province			
	Punjab	42%	58%
	Sindh	61%	39%
	KPK	60%	40%
	Baluchistan	87%	13%
Location			
	Urban	46%	54%
	Rural	56%	44%

Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

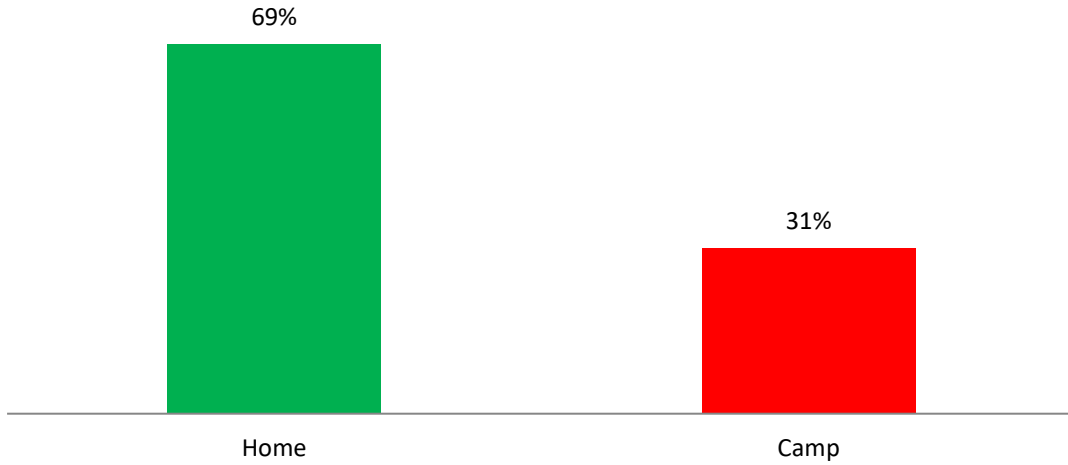
Caution: Sample size limited for below national analysis and results should be interpreted with caution



Item 6.4: Key Finding

31% of respondents reported having to relocate to a camp

Question: **Are you at your home or at a camp these days?**



Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

Q. کیا آپ آج کل اپنے گھر پر ہی ہیں یا کسی کیمپ وغیرہ میں؟
1 گھر پر
2 کیمپ



Item 6.4: Statistical Analysis

More than half (56%) of respondents from KPK reported living in a camp at the time of survey

Question: **Are you at your home or at a camp these days?**

		Home	Camp
All Pakistan		69%	31%
Household Income			
	Low	63%	37%
	Medium	73%	27%
	High	66%	34%
	No Response	71%	29%
Province			
	Punjab	58%	42%
	Sindh	71%	29%
	KPK	44%	56%
	Baluchistan	91%	9%
Location			
	Urban	73%	27%
	Rural	68%	32%

Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

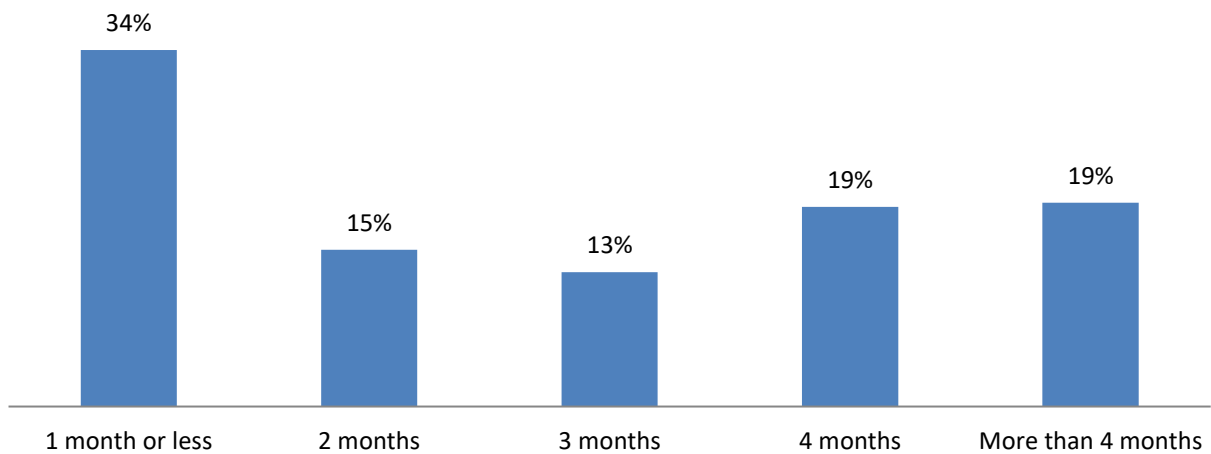
Caution: Sample size limited for below national analysis and results should be interpreted with caution



Item 6.5: Key Finding

34% of respondents expressed the belief that their area will be cleared of water in a month or less

Question: **What do you think, how long will it take for the water to clear out of your area?**



Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

Q. آپ کو کیا لگتا ہے کہ آپ کے علاقے سے پانی کتنے عرصے میں نکل جائے گا ؟

1 1 month or less

2 2 months

3 3 months

4 4 months

5 More than 4 months

**Item 6.5: Statistical Analysis**

Provincially, KPK respondents (67%) are the most optimistic that their area will be cleared of water in under a month

Question: **What do you think, how long will it take for the water to clear out of your area?**

		1 month or less	2 months	3 months	4 months	More than 4 months
All Pakistan		34%	15%	13%	19%	19%
Household Income						
	Low	44%	31%	0%	0%	25%
	Medium	31%	15%	7%	28%	18%
	High	34%	9%	17%	19%	20%
	No Response	32%	14%	21%	16%	17%
Province						
	Punjab	45%	19%	17%	11%	8%
	Sindh	15%	19%	10%	21%	36%
	KPK	67%	6%	24%	0%	3%
	Baluchistan	33%	7%	1%	47%	12%
Location						
	Urban	37%	17%	8%	16%	22%
	Rural	33%	14%	15%	20%	18%

Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

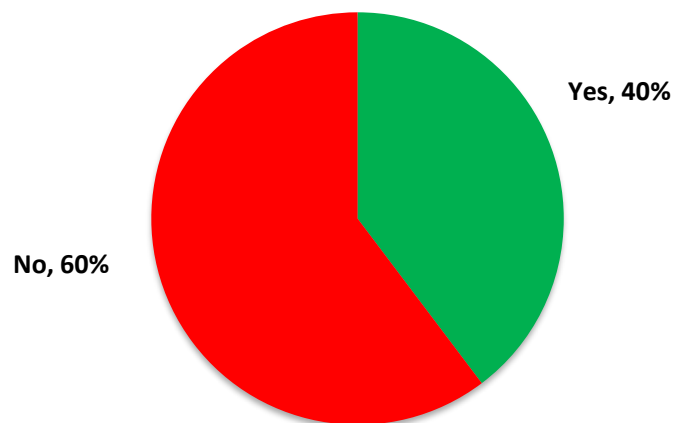
Caution: Sample size limited for below national analysis and results should be interpreted with caution



Item 6.6: Key Finding

40% of respondents report disease outbreaks in their area

Question: **God forbid, has there been an outbreak of any disease in your area?**



Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

Q. خدا نا خواستہ آپ کے علاقے میں کوئی بیماری تو نہیں پھیل گئی؟

1	ہاں
2	نہیں

**Item 6.6: Statistical Analysis**

Responses from Sindh show the highest incidence (57%) of disease outbreak out of all the provinces

Question: **God forbid, has there been an outbreak of any disease in your area?**

		Yes	No
All Pakistan		40%	60%
Household Income			
	Low	41%	59%
	Medium	26%	74%
	High	51%	49%
	No Response	42%	58%
Province			
	Punjab	31%	69%
	Sindh	57%	43%
	KPK	26%	74%
	Baluchistan	23%	77%
Location			
	Urban	33%	67%
	Rural	42%	58%

Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

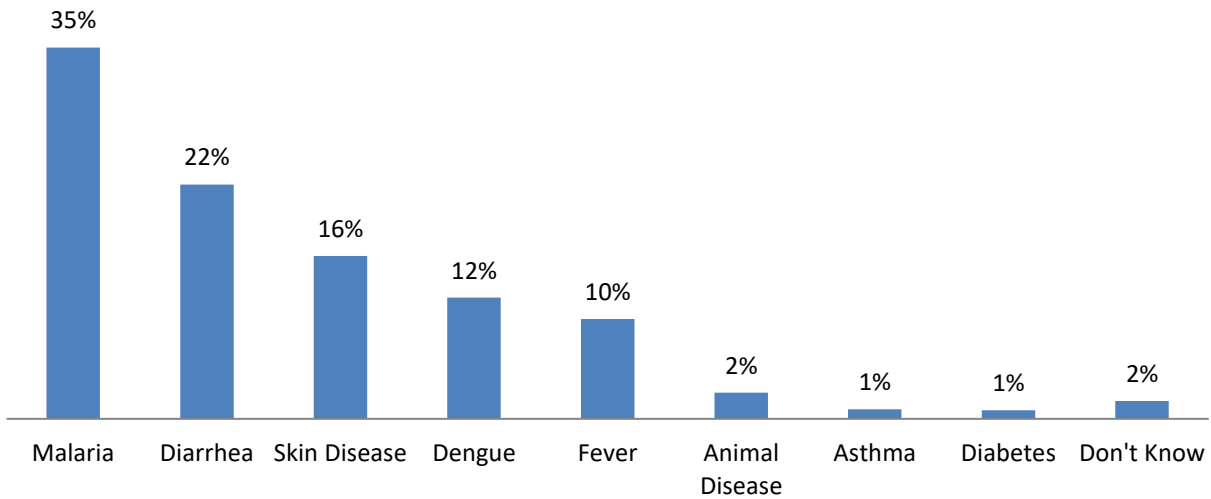
Caution: Sample size limited for below national analysis and results should be interpreted with caution



Item 6.7: Key Finding

Malaria and diarrhea are the most common affliction out of diseases that have broken out, according to 35%, and 22%, of respondents respectively

Question: **If yes, which disease?**



Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

Q. اگر ہاں تو کون سی بیماری؟

بیماری کا نام _____



Item 6.6: Statistical Analysis

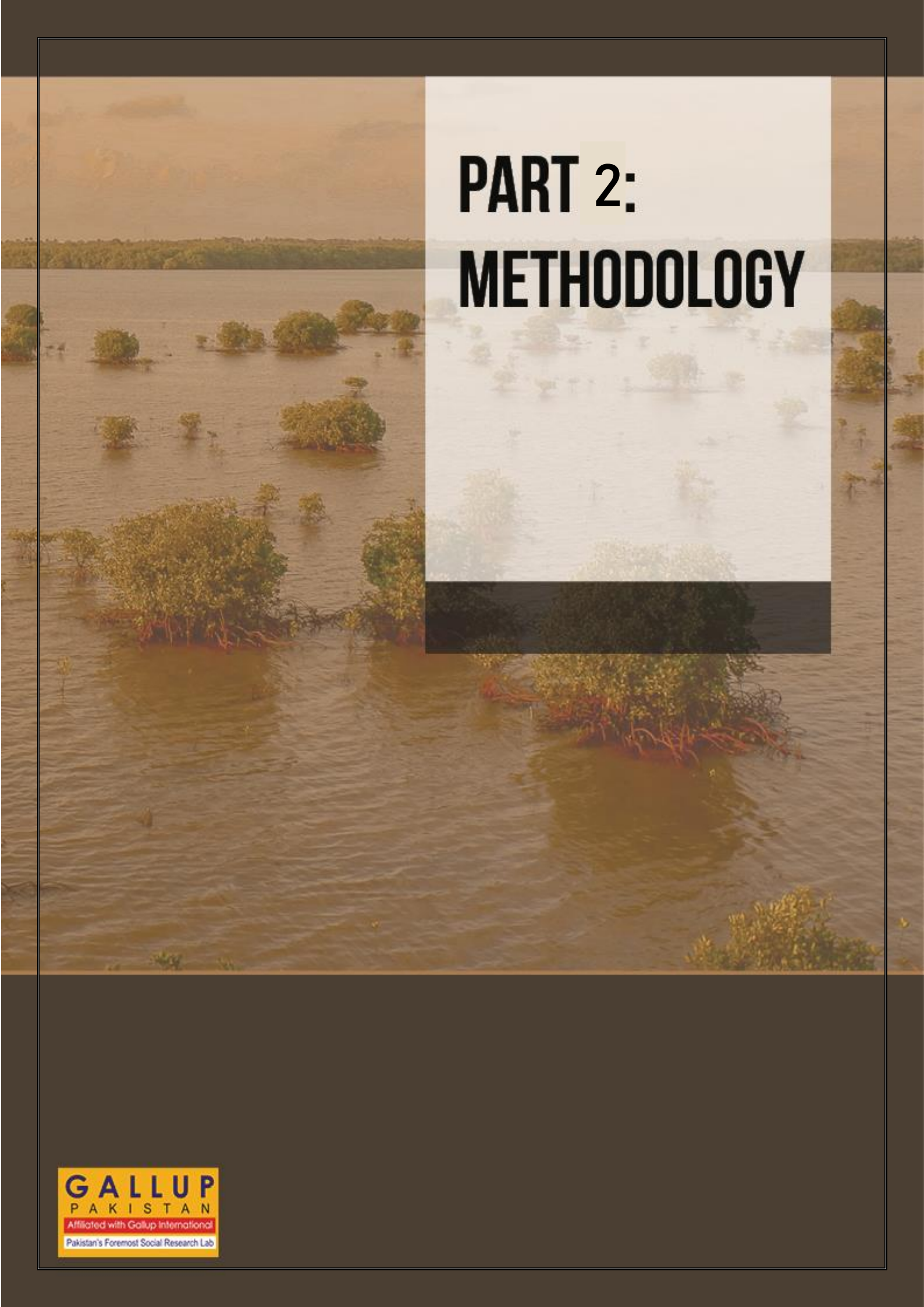
79% of low-income respondents are afflicted with malaria, while 70% of respondents from Baluchistan have a diarrhea outbreak in their area

Question: **If yes, which disease?**

		Fever	Dengue	Diarrhea	Malaria	Skin Disease	Asthma	Diabetes	Animal Disease	Don't Know
All Pakistan		10%	12%	22%	35%	16%	1%	1%	2%	2%
Household Income										
	Low	7%	10%	4%	79%	0%	0%	0%	0%	0%
	Medium	17%	17%	21%	31%	0%	0%	4%	10%	0%
	High	6%	14%	9%	35%	33%	2%	0%	1%	0%
	No Response	10%	4%	54%	17%	8%	0%	0%	0%	7%
Province										
	Punjab	7%	8%	13%	57%	9%	0%	4%	1%	0%
	Sindh	11%	11%	19%	36%	20%	0%	0%	0%	3%
	KPK	9%	24%	17%	11%	9%	9%	0%	21%	0%
	Baluchistan	7%	7%	70%	11%	7%	0%	0%	0%	0%
Location										
	Urban	25%	22%	28%	21%	4%	0%	0%	0%	0%
	Rural	5%	9%	21%	39%	19%	1%	1%	3%	2%

Source: Powered by Gallup Pakistan, Sept 01, 2022 – Sept 16, 2022

Caution: Sample size limited for below national analysis and results should be interpreted with caution



PART 2: METHODOLOGY



PART 2: Methodology Summary Methodology

Sample size : 991 Household
(18+ Males and Females)

Coverage : National Cross Section
All Pakistan Urban and Rural

Breakdown

Provincial Breakdown:

	Weighted
Punjab	54%
Sindh	23%
KP	17%
Balochistan	6%

Location Breakdown:

	Weighted
Large Cities (over 2 million)	42%
Medium Cities (over half million)	
Towns (Population 5000 plus)	
Villages	58%

Sampling Method : Random Digit Dialing (RDD)

Error Margin : $\pm 3\text{-}5\%$ at 95% confidence level

Interview Mode : Telephonic Survey

Field Dates : September 01, 2022 – September 16, 2022

Gallup Pakistan adheres to ESOMAR/WAPOR Code of Ethics of Opinion and Marketing Research (for more details please see detailed methodology)

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Gallup Pakistan has conducted this poll according to the ESOMAR Code of Ethics and internationally recognized principles of scientific polling. The results in this Report do not represent views held by the authors or Gallup Pakistan. The results only represent public opinion, computed on the basis of views expressed by anonymous respondents selected through the procedure outlined in the Methodology section of this Report.

Gallup Pakistan has provided this data in the public interest and gratis. It cannot be held liable, contractually or otherwise, to the users of this data.



Table of Contents

- A- Sample Profile
- B- Sample Selection Procedure & Application for CATI
- C- Data Entry and Verification

Note:

This Detailed Methodology is a standard procedure followed in public opinion polls. Specific details of the sample profile may vary from poll to poll. The specific sample profile as well as other variations may be included either in this Note as well as the Summary version or can be obtained upon request.



Detailed Methodology

A- Sample Profile

The survey was conducted with approximately 1000 men and women statistically selected from all four provinces comprising of a cross section of age, and socio-economic classes as given below:

In some places Balochistan data is not reported because the sample size was not large enough for valid statistical analysis at Balochistan level.

Sample Profile

		Weighted
		Col%
BASE: All		100%
Gender		
See classification details below	Male	51%
	Female	49%
Age of the Respondent		
See classification details below	18 to 23	17%
	24 to 30	36%
	31 to 50	38%
	50 plus	9%
Location		
See classification details below	Rural	64%
	Urban	36%
Province		
See classification details below	Punjab	54%
	Sindh	23%
	KP	17%
	Balochistan	6%



B- Sample Selection Procedure & Application for CATI

Gallup Pakistan's usual approach of fieldwork is conducting face-to-face interviews in households using geographical sampling. The sampling is done using the census as the frame. Due to coronavirus lockdown, as well as health and safety concerns, we have halted all face-to-face interviews, therefore CATI methodology has been employed.

This methodology uses Random Digit Dialling approach where all mobile phone numbers in Pakistan (130 million active sims) are the universe.

Mobile Phone Surveys

As stated previously, random digit dialing (RDD) will be used to sample participants for mobile phone interviews. According to the Pakistan Telecommunication Authority the market share of the 4 telecom providers in Pakistan (in terms of active working numbers) are: PMCL Jazz (37.8%), Telenor (27.1%), CMPAK Zong (22.0%), and PTML Ufone (13.1%). Market share will be used to allocate the sample across providers. For example, 37.8% of numbers will be randomly from PMCL Ufone. Such an allocation is feasible to make because each of the 4 telecom providers has been assigned a pre-set exchange number followed by an 8-digit mobile number. It is not possible to further stratify the phone numbers by province. Such stratification would also have little meaning because someone could purchase a phone in one province and use it in another.

A 5% response rate among phone numbers contacted for a mobile phone interview is anticipated. This means that for 5 successful interviews, we generated 100 numbers to contact. To reach the target sample size for mobile phone interviews, approximately 50,000 phone numbers were generated.

Phone numbers will be randomly assigned to interviewers at the decentralized call. Interviewers will ask the province of the participant to facilitate sample allocation across provinces. Data will be monitored by study investigators to ensure the planned allocation of participants across provinces is met. Once a province has reached its target sample size, no further interviews will be conducted with people from the province.

Exclusion in sample: According to PSLM (a government survey), 90% of households in Pakistan claim someone in their household owns a mobile phone. This means that 10% households are excluded from the sample.

Mobile phone survey procedures and methods



Further Details on Research Methodology

Interviewers will begin by calling a randomly generated number. Each number will be called until the phone is answered or up to three times. Data will be collected using Survey CTO.



C- Data Entry and Verification

GP's Quality Manual contains a detailed checklist on the handling control, entry and other steps involved in the management of data.

Once all the responses are received from the mobile phone surveys, they are checked, and the responses of open-ended questions are coded with the help of a code list. A coding scheme/book/guide is prepared on the basis of these questionnaires.

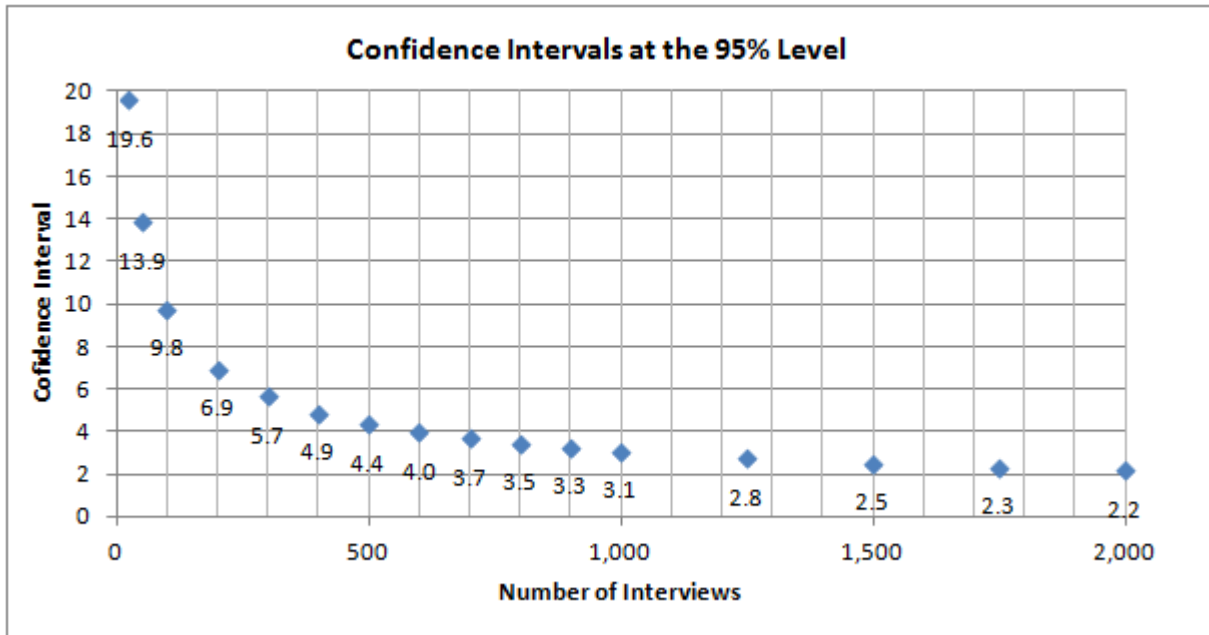
After the coding of open-ended responses, data is entered into computers. GP uses the SPSS data entry program that has flexibility to implement validity checks and skipping rules etc. The SPSS data entry software also has flexibility to verify the entered data by using the double punch options. Gallup normally double punches for 20% of its entered data.

After completion of data entries and double punch, all data is cleaned by using a data-cleaning program written in SPSS which is customized for every project according to the survey/questionnaire needs. Data is thoroughly checked for an omission, displacements and other error resulting in inconsistencies with the coding scheme.

Note on Sample Size

The sample size used in this survey is quite adequate even in comparison to international standards. Gallup US Daily poll is 500 and the Gallup Poll Social Series is 1000, both having track record of reliable predictability for USA (a country nearly 100 million larger in population of Pakistan). According to Five Thirty-Eight, one of the most credible sources on polling in the US: "Surveying 2,000 voters substantially reduces error compared with surveying 400 of them, but surveying 10,000 voters will produce only marginal improvements in accuracy compared with the 2,000- person survey".

Obviously, choosing a higher confidence interval will give greater accuracy to the survey results, however, as the chart below shows, at a certain point the benefits of conducting more surveys begins to tail off:



25 interviews has a confidence interval of 19.6 and 100 interviews has a confidence interval of 9.8, whilst it falls to 4.4 at 500 interviews and 3.1 at 1000 interviews. However, a further 1000 interviews only lowers the confidence interval by 0.9 to 2.2. A confidence interval of 1 (not shown on the graph) would require a massive 9604 interviews.

Is a larger sample always better than a smaller sample?

Larger samples are generally more precise, but sometimes not. The important rule in sampling is not how many poll respondents are selected but, instead, how they are selected. A reliable sample selects poll respondents randomly or in a manner which insures that everyone in the area being surveyed has a known chance of being selected.

How do you interpret Error Margins?

How do you interpret a margin of error? Suppose you know that 51% of people sampled say that they plan to vote for Mr X in the upcoming election. Now, projecting these results to the whole voting population, you would have to add and subtract the margin of error and give a range of possible results in order to have sufficient confidence that you're bridging the gap between your sample and the population. Supposing a margin of error of plus or minus 3 percentage points, you would be pretty confident that between 48% (= 51% - 3%) and 54% (= 51% + 3%) of the population will vote for Mr X in the election, based on the sample results. In this case, Mr X may get slightly more or slightly less than the majority of votes and could either win or lose the election. This has become a familiar situation in recent years when the media want to report results on Election Night, but based on early exit polling results, the election is "too close to call."



What Error Margins do not mean

The margin of error measures accuracy; it does not measure the amount of bias that may be present. Results that look numerically scientific and precise don't mean anything if they were collected in a biased way



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