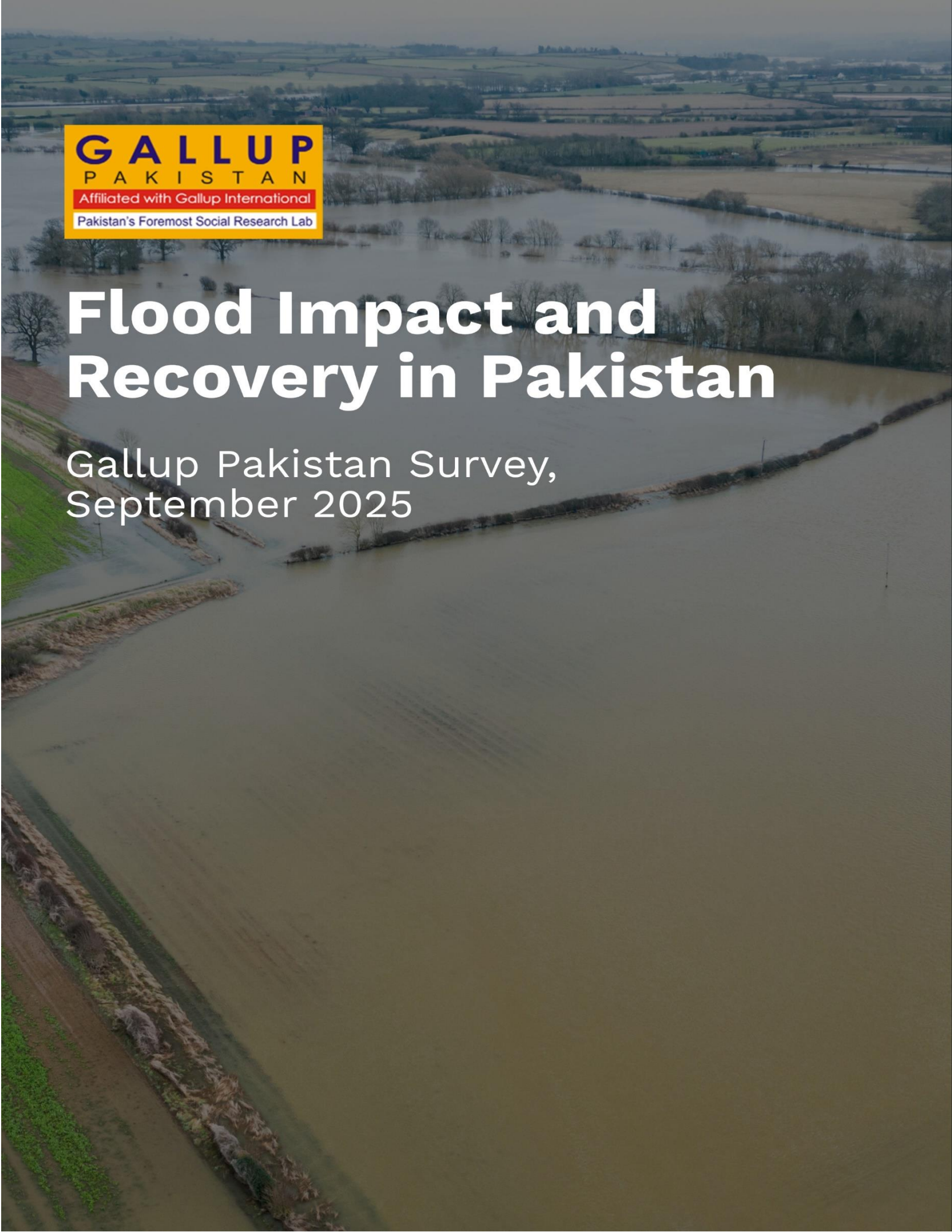




GALLUP
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Pakistan's Foremost Social Research Lab

Flood Impact and Recovery in Pakistan

Gallup Pakistan Survey,
September 2025

PRESS RELEASE

Gallup Pakistan Flood Impact and Recovery Survey (September 2025)

41% of Pakistanis Experienced Flood-Related Disruption; Poor and Rural Households Disproportionately Affected

Close to 16 million households and almost 100 million Pakistanis (adults and children) affected one or the other way by floods of summer 2025

42% of Pakistanis rated government performance during the flood as good, 27% as bad, and 23% as average. The response was viewed positively by some but remains divisive overall.

Islamabad, October 16th, 2025

Gallup Pakistan, releases the findings of the Flood Impact and Recovery Survey (September 2025). The nationally representative study provides Preliminary Impact and Loss Assessment of Pakistan's Summer 2025 Floods, capturing the social, economic, and health impact of the 2025 floods on ordinary households.

The report also gauges public satisfaction with government response in the wake of floods and other research issues associated with Loss Assessment.

About the Flood Impact and Recovery Survey

Method: Computer-Assisted Telephonic Interviews (CATI)

Sample size: 702 adults (18+) across Pakistan

Coverage: All provinces, rural and urban

Margin of Error: $\pm 2-3\%$ at 95% confidence level

Period: September 2025

Note: Results from Balochistan should be interpreted with caution due to limited sample size.

Disclaimer: This report represents a preliminary assessment of the impact of floods in Pakistan. For a comprehensive understanding, a larger-scale household survey and in-depth qualitative interviews will be required. Gallup Pakistan believes, however, that this initial assessment provides valuable insights into the extent of the damage and lays the groundwork for a broader national study. The activity has been undertaken in the public interest and through Gallup Pakistan's own resources.

Given the rapid nature of this effort, errors and omissions are possible. For further details, please contact:

Bilal I. Gilani

Executive Director, Gallup Pakistan

 bilal.gilani@gallup.com.pk

Gallup Pakistan Flood Impact and Recovery Survey (September 2025)



41% of Pakistanis Experienced Flood-Related Disruption;
Poor and Rural Households Disproportionately Affected

Exposure:

41%

About 41% of Pakistanis were affected by flooding or heavy rainfall, with exposure highest among rural residents (**45%**) and poor households (**52%**).

Among those affected, **57%** expected waters to recede within a month, while **19%** anticipated flooding lasting longer than three months highlighting uneven expectations of recovery.

Direct Impact:

23%



Nearly one in four households (**23%**) reported floodwater entering their homes. Early warning coverage remained limited, reaching only **12%** through SMS and **10%** via television.

Among affected families, one-third (33%) reported their homes were completely destroyed, underscoring widespread housing vulnerability.

Livelihood Impact:

46%



The floods had a devastating economic impact – **46%** of households saw their income completely stop, while **43%** experienced partial reductions. Overall, **61%** reported lower income levels, and losses in farming were extensive, affecting **65%** of land and **74%** of crops.

Services:

50%

Access to essential services sharply declined, with half of affected households (50%) struggling to obtain clean drinking water.

Gallup Pakistan Flood Impact and Recovery Survey (September 2025)

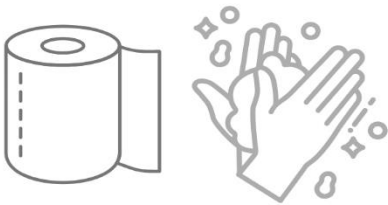
41% of Pakistanis Experienced Flood-Related Disruption;
Poor and Rural Households Disproportionately Affected

Relief Assistance:

80%



More than four in five (over 80%) received no form of relief assistance.



Sanitation conditions also deteriorated, with only **42%** using permanent toilets, **27%** relying on temporary/shared facilities, and **16%** resorting to open defecation.

Health & Nutrition:



The aftermath of flooding led to notable health concerns – **25%** of households reported fever,.

10% skin infections, and **7%** diarrheal illnesses or cholera



Nutritional stress was evident, as poorer families were far more likely to report hunger compared to wealthier groups.

Perceptions:

When asked about post-flood priorities, respondents most frequently cited **housing (31%)**, **cash support (28%)**, and **food assistance (23%)**. Public opinion on government performance was divided – **42%** rated it good, while **27%** considered it poor. Concerns over equity persisted, with **49%** believing aid reached the powerful and only **21%** believing it reached those most in need.

EDITOR'S NOTE

The 2025 floods in Pakistan have had a profound impact on the country's communities, infrastructure, and economy, leaving millions affected by displacement, loss of livelihood, and diminished access to essential services. As Pakistan grapples with the ongoing recovery, it is essential to understand the scale of the disaster and its implications on the population's daily lives. This report provides a comprehensive analysis of the *Flood Impact and Recovery Survey (September 2025)*, conducted by Gallup Pakistan, which offers crucial insights into the socio-economic consequences of the floods.

The survey, which covers a nationally representative sample of 702 adults, highlights the severe disruptions faced by rural and poor households. Over 40% of respondents reported exposure to flooding, with rural (45%) and poor (52%) households bearing the heaviest burden. This report delves into the direct impact on housing, income, and public health, with a significant number of households reporting complete destruction of their homes, a loss of livelihoods, and an increased burden of disease.

The data also highlights the challenges of recovery: nearly 80% of displaced households have yet to return to their homes, and over half of respondents struggled to access clean drinking water. The public's perception of the government's response to the disaster is divided, with many questioning the fairness of aid distribution and the speed of recovery efforts.

Looking ahead, it is clear that Pakistan's recovery from the 2025 floods will require a multi-faceted approach. From immediate relief to long-term rehabilitation and disaster preparedness, the findings of this survey will inform policymakers and aid organizations working to rebuild and restore affected communities. By providing a data-driven foundation, this report contributes to a more informed discussion on how Pakistan can strengthen its resilience against future climate-related disasters.

This report is intended to serve as a resource for stakeholders, researchers, and policymakers seeking a deeper understanding of the socio-economic impacts of the floods and the path forward in Pakistan's recovery process.

Aisha Aamir

Research Executive

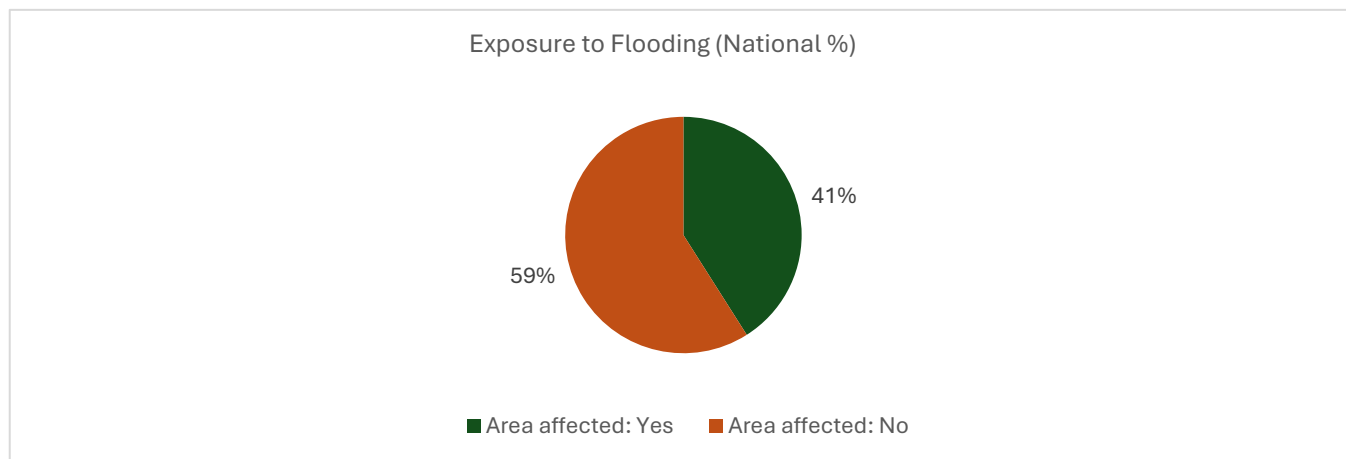
Key Findings:

1. **Exposure:** About 41% of Pakistanis were affected by flooding or heavy rainfall, with exposure highest among rural residents (45%) and poor households (52%). Among those affected, 57% expected waters to recede within a month, while 19% anticipated flooding lasting longer than three months — highlighting uneven expectations of recovery.
2. **Direct Impact:** Nearly one in four households (23%) reported floodwater entering their homes. Early warning coverage remained limited, reaching only 12% through SMS and 10% via television. Among affected families, one-third (33%) reported their homes were completely destroyed, underscoring widespread housing vulnerability.
3. **Displacement:** Recovery remains slow, with only 17% of displaced households fully returned to their homes, while 78% continue to live away. Poor households were the least likely to have returned, reflecting persistent financial and structural barriers to rehabilitation.
4. **Livelihood:** The floods had a devastating economic impact — 46% of households saw their income completely stop, while 43% experienced partial reductions. Overall, 61% reported lower income levels, and losses in farming were extensive, affecting 65% of land and 74% of crops.
5. **Services:** Access to essential services sharply declined, with half of affected households (50%) struggling to obtain clean drinking water. More than four in five (over 80%) received no form of relief assistance. Sanitation conditions also deteriorated, with only 42% using permanent toilets, 27% relying on temporary/shared facilities, and 16% resorting to open defecation.
6. **Health & Nutrition:** The aftermath of flooding led to notable health concerns — 25% of households reported fever, 10% skin infections, and 7% diarrheal illnesses or cholera. Nutritional stress was evident, as poorer families were far more likely to report hunger compared to wealthier groups.
7. **Perceptions:** When asked about post-flood priorities, respondents most frequently cited housing (31%), cash support (28%), and food assistance (23%). Public opinion on government performance was divided — 42% rated it good, while 27% considered it poor. Concerns over equity persisted, with 49% believing aid reached the powerful and only 21% believing it reached those most in need.

Access the detailed report [here](#).

1. Exposure to Flooding

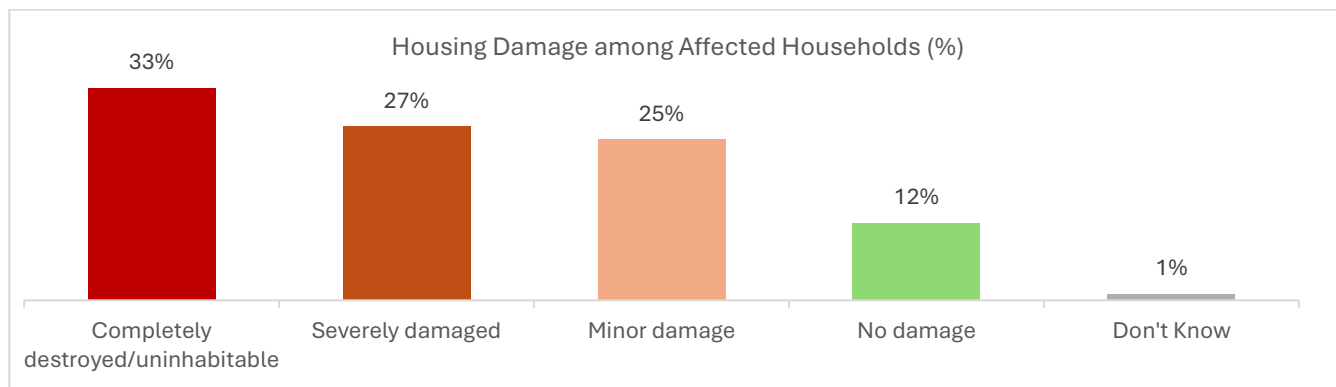
41% of Pakistanis reported their locality was affected by flooding/heavy rainfall in the last 3–6 months, with exposure concentrated among rural residents (45%) and poor households (52%) compared with urban (32%) and wealthy (9%). This pattern points less to isolated weather anomalies and more to the spatial reality of where vulnerable groups live: low-lying, infrastructure-poor settlements where drainage, embankments, and housing materials (often non-pucca) offer limited protection. Among those living in affected areas, a majority expected a short disruption (57% ≤ 1 month) but a sizeable minority anticipated protracted flooding (19% > 3 months), underscoring both uneven resilience and the likelihood of lingering water-logging in poorly serviced neighborhoods.



Source: Gallup Pakistan, Flood Impact & Recovery Survey, September 2025 (N=702)

2. Immediate Impact & Preparedness

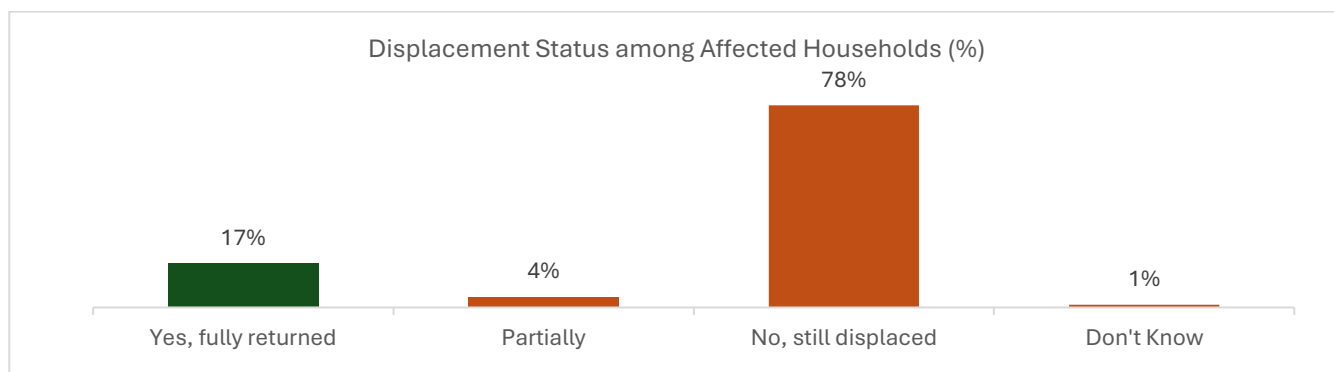
Nearly 1 in 4 households (23%) said floodwater entered their home, with the burden rising among rural (29%) and poor (34%) families while only 5% of wealthy reported direct inundation. Low penetration of formal alerts compounded risks: just 12% received SMS warnings and 10% heard via TV/radio; instead, communities relied on mosque announcements (28%) and neighbors (11%), a signal that last-mile risk communication still runs through informal social infrastructure. Among affected households, structural losses were severe—33% homes were completely destroyed/uninhabitable, 27% severely damaged, and 25% minor damage—consistent with the high share of kacha/semi-pucca housing (41%/26%) in at-risk areas. The casualty footprint (injury 9%, death 4%) further reflects how housing quality and warning gaps translate into human toll for lower-income families.



Source: Gallup Pakistan, Flood Impact & Recovery Survey, September 2025 (N=702)

3. Displacement & Living Situation

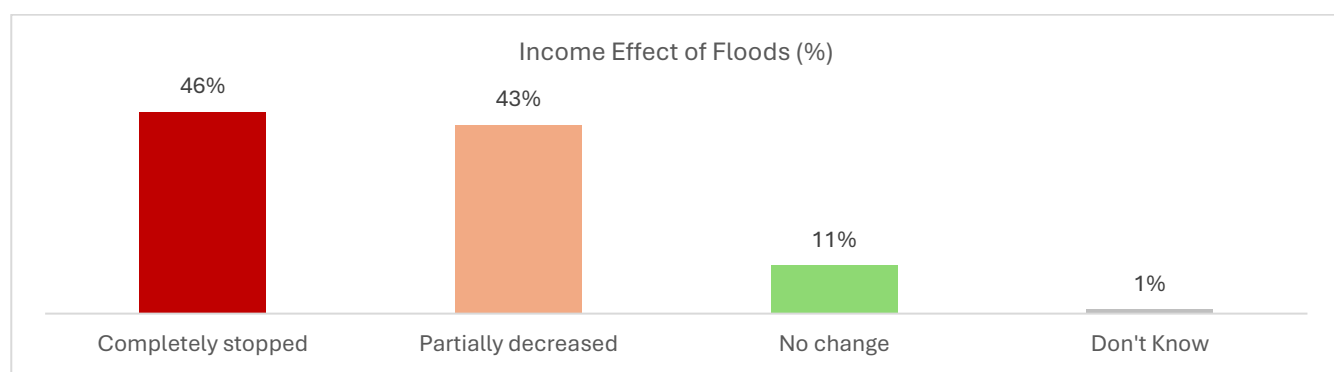
Among affected households, coping paths split between remaining in place (53%), renting (23%), relying on relatives (14%), and a small share moving to camps/shelters (2%)—a distribution that highlights social networks and private markets filling the gap where formal shelter is limited. Displacement was often prolonged: 39% were displaced >1 month, while 28% were away ≤10 days. Material losses were broad (furniture 37%, appliances 36%, food 20%, documents 12%) and 64% valued losses > PKR 100,000. Return has been slow and unequal: only 17% fully returned, 78% remain displaced, and poor households (16%) were least likely to be back compared with the middle class (24%), indicating financial constraints to rehousing and the persistence of unlivable conditions in the most affected neighborhoods.



Source: Gallup Pakistan, Flood Impact & Recovery Survey, September 2025 (N=702)

4. Livelihood & Economic Impact

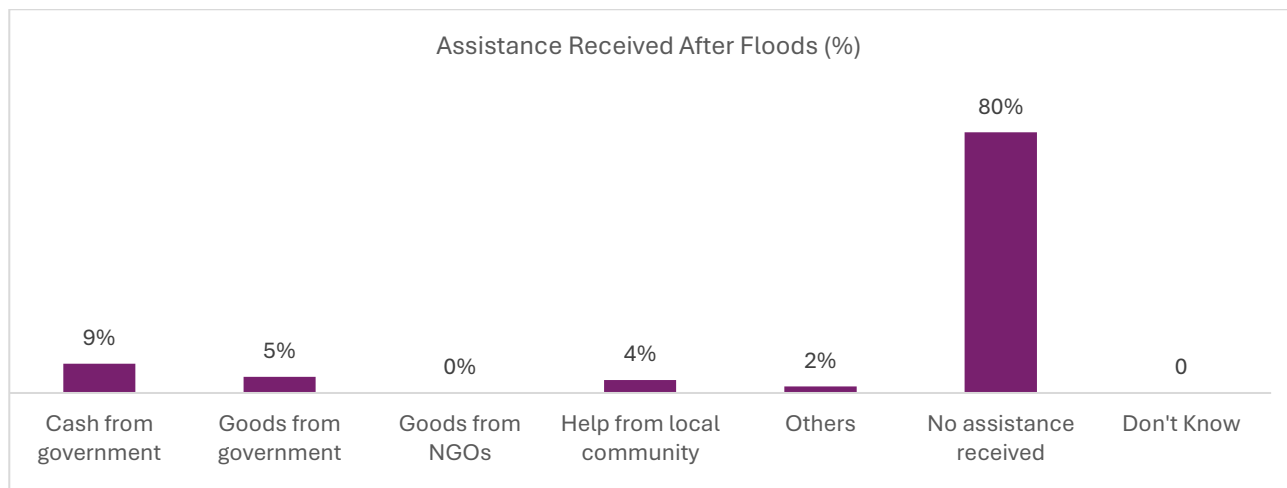
Pakistan's pre-flood livelihoods were vulnerability-prone by design—daily-wage (36%), private jobs (20%), agriculture (17%), small business (12%)—so when floods hit, the shock translated immediately into incomes: 46% said their income completely stopped, 43% saw a partial decrease, and only 11% reported no change. Class and location stratify this impact: poor households (52%) reported total income stoppage far more than the middle class (40% partial loss), while both rural (48%) and urban (59%) reported large losses—evidence that the shock cut across geographies but bit deepest where safety nets are thinnest. In agriculture, damage was systemic: land affected (65%), crops lost (74%), stored grain lost (52%), fodder lost (61%), crippling both immediate cashflow and medium-term recovery capacity. The result: 61% of Pakistanis reported decreased income overall—a broad-based squeeze on household welfare.



Source: Gallup Pakistan, Flood Impact & Recovery Survey, September 2025 (N=702)

5. Access to Basic Services

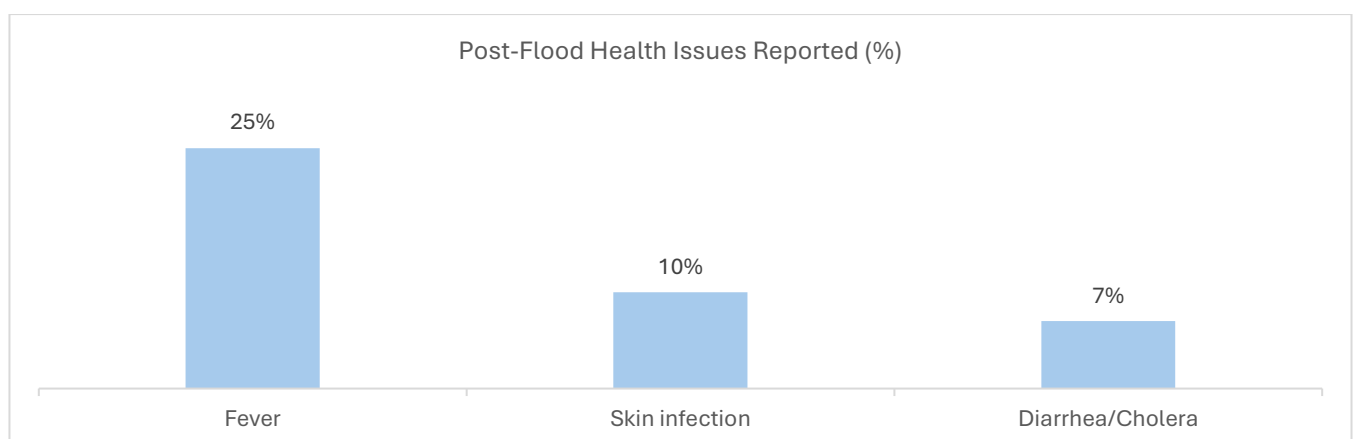
Service disruption shows up most starkly in assistance coverage and basic utilities. Half of flood-affected households couldn't access clean water (50%), with the burden heavier in rural areas (52%) and among the poor (61%)—a predictable outcome where water systems are shallow, informal, or contaminated by runoff. Relief coverage was extremely limited: only 9% received cash from government and 4% relied on local community help, while >80% received no assistance, revealing a post-disaster support gap that communities and markets could not fill at scale. Sanitation deterioration is visible in self-reports—42% using permanent toilets vs 27% temporary/shared and 16% open defecation—raising downstream public-health risks as standing water lingers.



Source: Gallup Pakistan, Flood Impact & Recovery Survey, September 2025 (N=702)

6. Health & Nutrition Effects

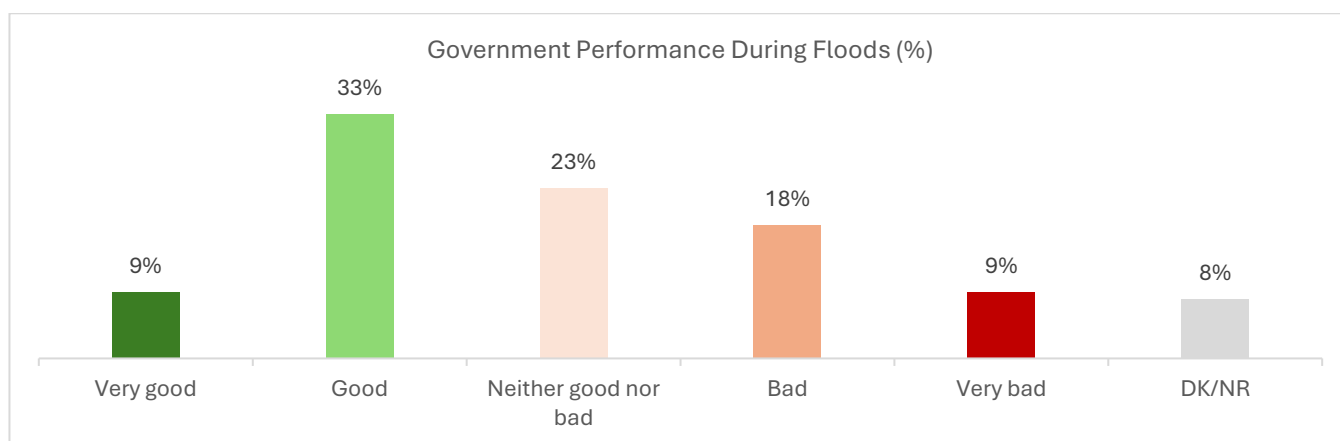
Floods left a disease and nutrition shadow: 25% reported fever, 10% skin infections, and 7% diarrheal illness/cholera—classic signatures of unsafe water, vector proliferation, and hygiene breakdown after inundation. On the food side, the squeeze in incomes appears quickly in consumption: 10% said someone in the household went hungry at least once in the last week and 15% said it happened “sometimes,” with the poor (34%) reporting hunger “sometimes/often” while 96% of wealthy reported *never* facing hunger—an especially stark illustration of class-buffered resilience in the same climatic event.



Source: Gallup Pakistan, Flood Impact & Recovery Survey, September 2025 (N=702)

7. Public Response & Perceptions

Asked what the state should prioritize, Pakistanis named housing (31%), cash support (28%), and food (23%)—a triad that mirrors the overlapping shocks of shelter loss, income collapse, and basic needs. Civic solidarity was notable (29% donated; most gave < PKR 5,000), yet perceptions of the official response were divided: 42% rated government performance good, 27% bad, and 23% average—with higher approval among the middle class (38%) than the poor (28%), hinting at class-differentiated access to relief or perceptions of fairness. Indeed, 49% believed aid reached the powerful, while only 21% believed it reached those most in need—a trust gap that can undermine future disaster compliance and uptake of state services.



Source: Gallup Pakistan, Flood Impact & Recovery Survey, September 2025 (N=702)

8. Policy Implications

- **Prioritize Vulnerable Groups:** Recovery programs must focus on poor and rural families, who faced the most severe losses.
- **Resilient Housing:** Over one-third of affected homes were destroyed — pointing to urgent need for low-cost, flood-resilient housing.
- **Livelihood Protection:** With nearly half losing all income, emergency cash support and livelihood rehabilitation are essential.
- **Public Health Investment:** Flood-related disease and hunger highlight gaps in basic services and emergency preparedness.
- **Governance and Trust:** Transparency in aid distribution is key to restoring public confidence.

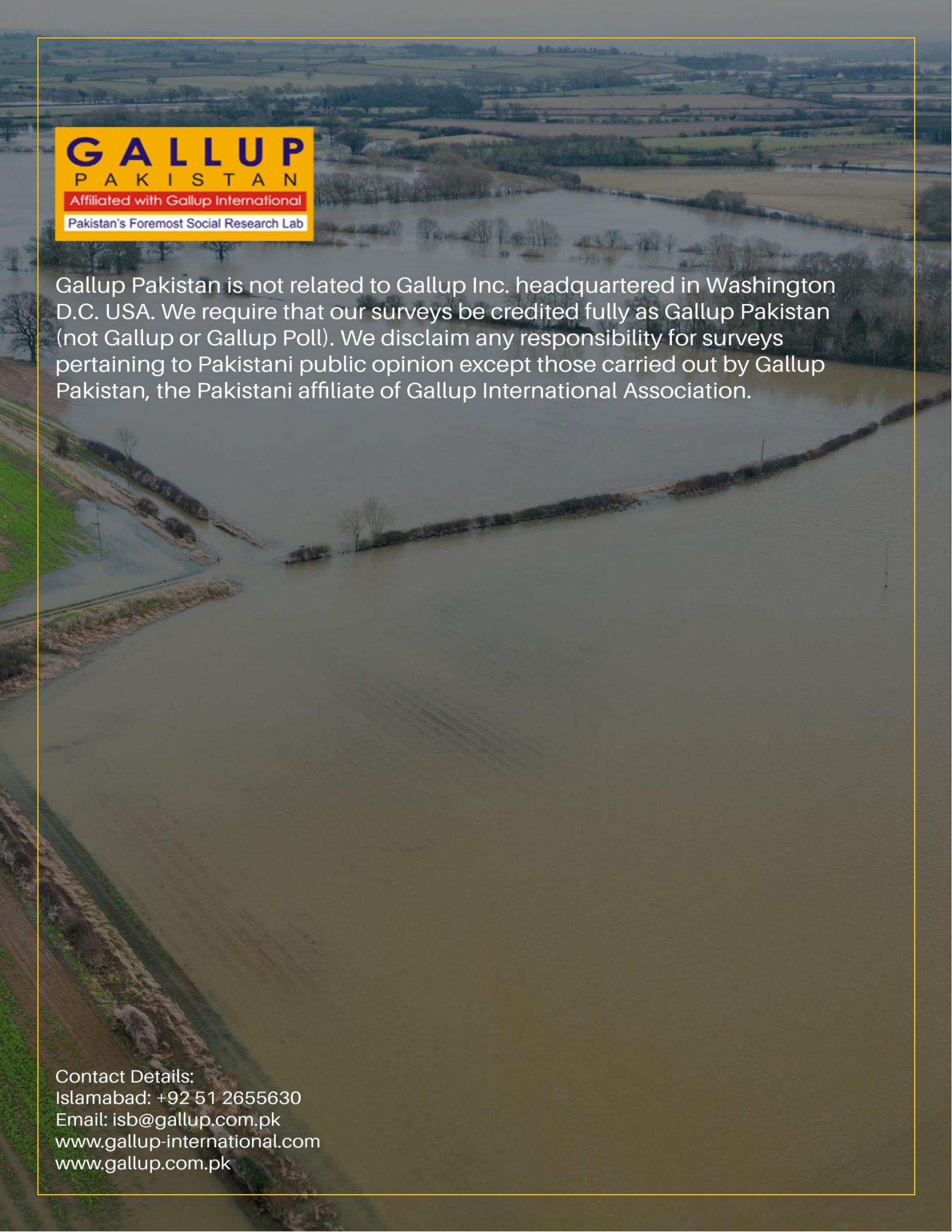


Wish to Contribute to Gallup Big Data Analysis?

Gallup Pakistan is looking for collaboration with researchers to expand the Big Data Analysis project. If you have any ideas, please write to Bilal I Gilani, Project Director, Big Data Analysis at Gallup Pakistan.

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Disclaimer: The views and inferences expressed in the article are that of the author himself and Gallup Pakistan does not take any responsibility in this regard. This series, and many such initiatives, are internally funded by Gallup Pakistan and Gilani Research Foundation. No outside country or local funding has been received for this current activity.



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Contact Details:

Islamabad: +92 51 2655630

Email: isb@gallup.com.pk

www.gallup-international.com

www.gallup.com.pk