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Flood Impact and Recovery in Pakistan

Compiled by
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Research Executive

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.

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EXECUTIVE SUMMARY

Section 1: Exposure to Flooding (16 million households and over 100 million individuals affected)

- 41% of Pakistanis said their area was affected by flooding or heavy rainfall in the past 3–6 months.
- **This adds to close to 16 million households and almost 100 million Pakistanis (adults and children) affected one or the other way by floods of summer 2025**
- Exposure was higher in **rural areas (45%)** than **urban (32%)**.
- **Poor households (52%)** were more affected than **middle-class (31%)** and **wealthy (9%)**.
- **Sindh (44%)** and **Punjab (40%)** recorded the highest exposure.
- Among affected respondents:
 - **57%** expected floodwaters to recede within a month.
 - **19%** expected the flooding to last beyond three months — showing mixed recovery expectations.

Section 2: Immediate Impact and Preparedness

- **23%** of Pakistanis said floodwater entered their homes.
 - Impact higher among **rural (29%)** and **poor (34%)** households.
 - Only **5% of wealthy** reported direct flooding.

Early-warning coverage was low:

- **12%** received SMS alerts.
- **10%** received warnings via television.
- **28%** heard announcements in mosques; **11%** via community networks.

Human toll:

- **9%** reported injuries.
- **4%** reported a death within their household.
- Incidents more common among **poor (11%)** and **rural (9%)** groups.

Housing damage among affected households:

- **33%** homes completely destroyed/uninhabitable.
- **27%** severely damaged.
- **25%** had minor damage.
- Losses highest among **poor (41%)** and **rural (35%)** families.

Housing type before floods:

- 41% kacha (mud), 26% semi-pucca, 32% pucca — reflecting vulnerability of poorer dwellings.

Section 3: Displacement and Living Situation

- Among affected households:
 - **53%** stayed in their own homes.
 - **23%** rented spaces.

- **14%** stayed with relatives.
- **2%** stayed in camps or shelters.

Duration of displacement:

- **39%** displaced for over a month.
- **28%** displaced for up to ten days.

Material losses:

- **37%** lost furniture.
- **36%** lost household appliances.
- **20%** lost stored food.
- **12%** lost important documents.

Economic cost:

- **64%** estimated losses exceeding PKR 100,000.

Return home:

- Only **17%** had fully returned.
- **78%** still displaced.
- Return lowest among **poor (16%)** compared to **middle-class (24%)**.

EXECUTIVE SUMMARY

Section 4: Livelihood and Economic Impact

- **Primary income sources before floods:**
 - 36% daily-wage labor.
 - 20% private jobs.
 - 17% agriculture.
 - 12% small business.
- **Income disruption post-flood:**
 - **46%** households reported income completely stopped.
 - **43%** saw partial decrease.
 - Only **11%** saw no change.
- **Poor (52%)** faced full income loss; **middle-class (40%)** reported partial decreases.
- **Agricultural losses among farming households:**
 - **65%** land affected.
 - **74%** crops destroyed.
 - **52%** stored grain lost.
 - **61%** animal fodder lost.
- **Overall:** 61% of respondents reported decreased income, confirming widespread livelihood stress.

Section 5: Access to Basic Services

- **Clean drinking water:**
 - 50% faced difficulty accessing clean water.
 - Problem higher among **rural (52%)** and **poor (61%)** than **urban (43%)** or **middle-class (23%)**.
- **Sanitation facilities:**
 - 42% permanent toilets.
 - 27% temporary/shared facilities.
 - 16% open defecation.
- **Relief aid:**
 - 9% received government cash assistance.
 - 4% received community help.
 - Over **80%** received no assistance at all.

EXECUTIVE SUMMARY

Section 6: Health and Nutrition Effects

- **Health problems after floods:**
 - 25% fever.
 - 10% skin infections.
 - 7% diarrhea or cholera.
- **Food insecurity:**
 - 10% said someone in their household went hungry at least once in the past week.
 - 15% said it happened “sometimes.”
 - **Poor (34%)** most affected — reported hunger “sometimes” or “often.”
 - **Wealthy (96%)** reported never going hungry.

Section 7: Public Response and Perceptions

- **Public priorities for recovery:**
 - 31% housing support.
 - 28% cash assistance.
 - 23% food aid.
- **Community giving:**
 - 29% donated to flood victims; most donations under PKR 5,000.
- **Government performance:**
 - 42% rated as “good.”
 - 23% “neutral.”
 - 27% “bad.”
 - Satisfaction higher among **middle-class (38%)** vs. **poor (28%)**.
- **Sources of help:**
 - 23% cited neighbors/community.
 - 6% provincial authorities.
 - 1% NGOs.
- **Perception of fairness:**
 - 49% believed aid reached the powerful.
 - Only 21% believed it reached those most in need.



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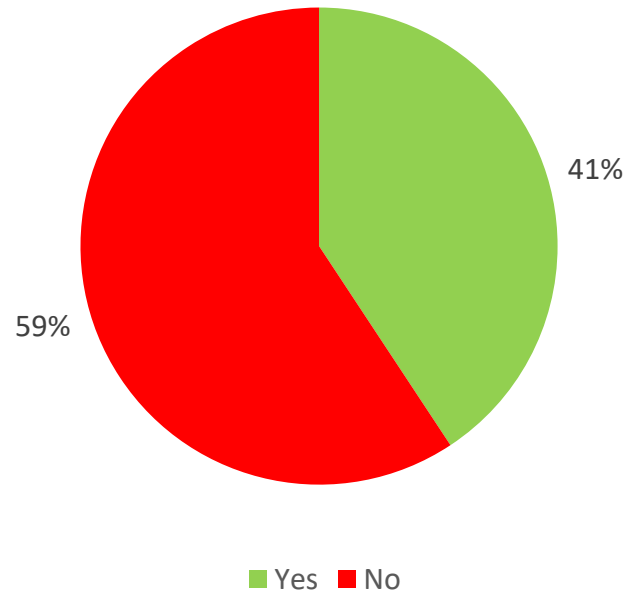
Section 1:

Exposure to Flooding

Among Pakistanis, 41% said their area was affected by flooding or heavy rainfall in the past 3–6 months, while 59% said it was not. This shows that nearly half the population experienced weather-related disruptions within their locality.

Exposure to Flooding

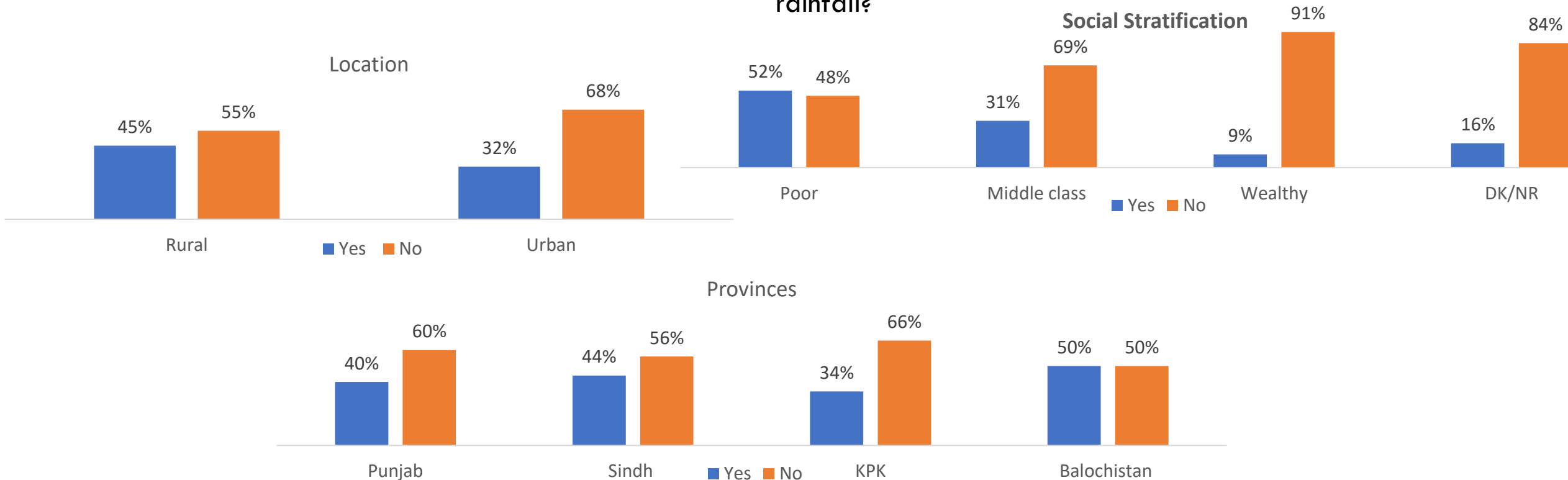
In the last 3 to 6 months, has your area been affected by flooding or heavy rainfall?



Nearly half of rural Pakistan (45%) reported their area was affected by floods or heavy rainfall in the past six months, compared to 32% urban. Flood exposure was highest among poor households (52%), while only 9% of the wealthy experienced it. By province, Sindh (44%) and Punjab (40%) were the most affected, underscoring that low-income and rural populations bore the brunt of flood exposure.

Exposure to Flooding

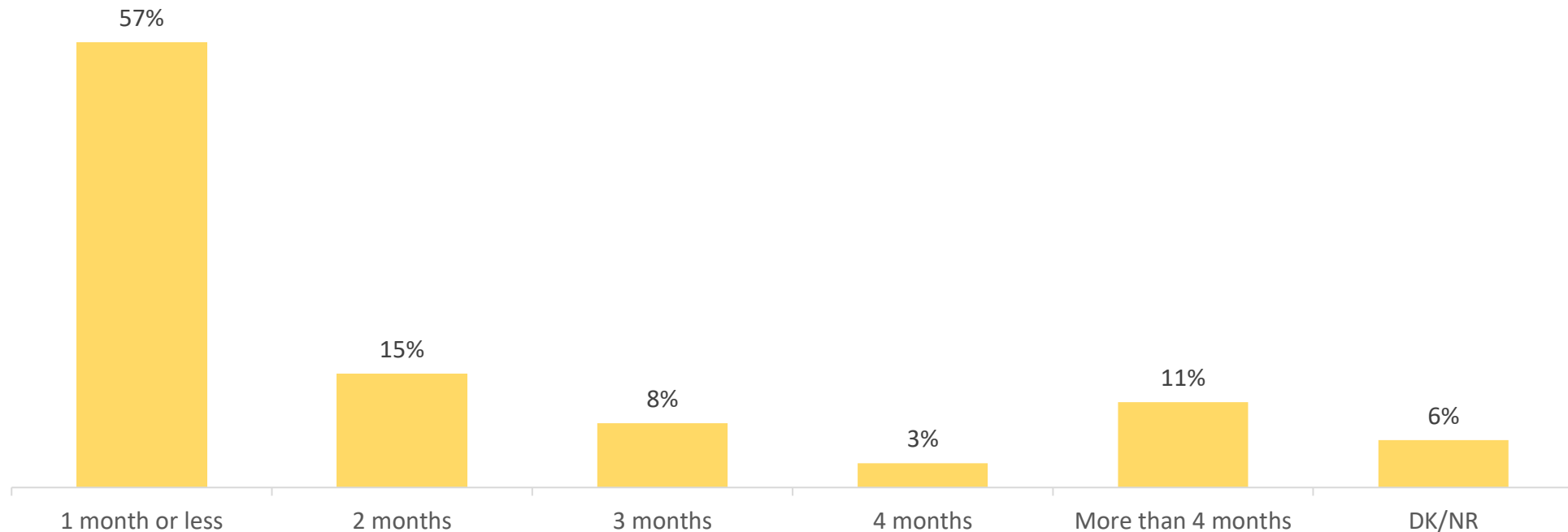
In the last 3 to 6 months, has your area been affected by flooding or heavy rainfall?



Of those affected, 57% believed water would recede within one month or less, 15% expected two months, 8% said three months, and 11% expected more than four months. The responses reflect that while most anticipated a short-term crisis, many foresaw prolonged flooding in their areas.

Exposure to Flooding

How long do you think it will take for the water to recede from your area?



An aerial photograph showing a vast, muddy brown floodwater covering a rural landscape. In the foreground, a low stone wall runs diagonally across the frame, separating a green field from the floodwater. Several trees are partially submerged in the water. The background shows more flooded fields and distant trees under a grey sky.

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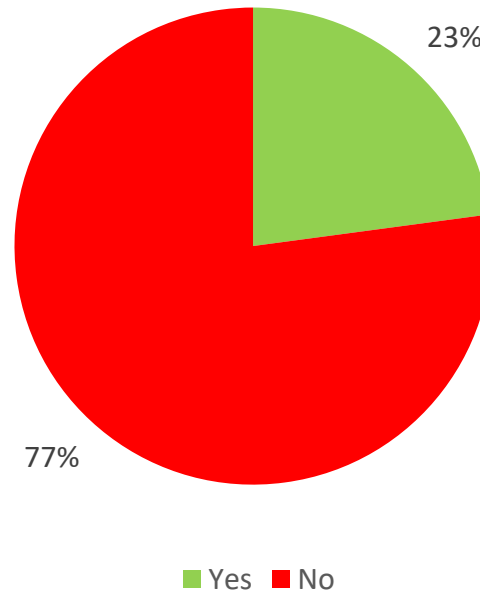
Section 2:

Immediate Impact and Preparedness

23% of Pakistanis reported that floodwater entered their homes, while 77% said it did not. This highlights that nearly one in four households faced direct physical damage from flooding.

Immediate Impact and Preparedness

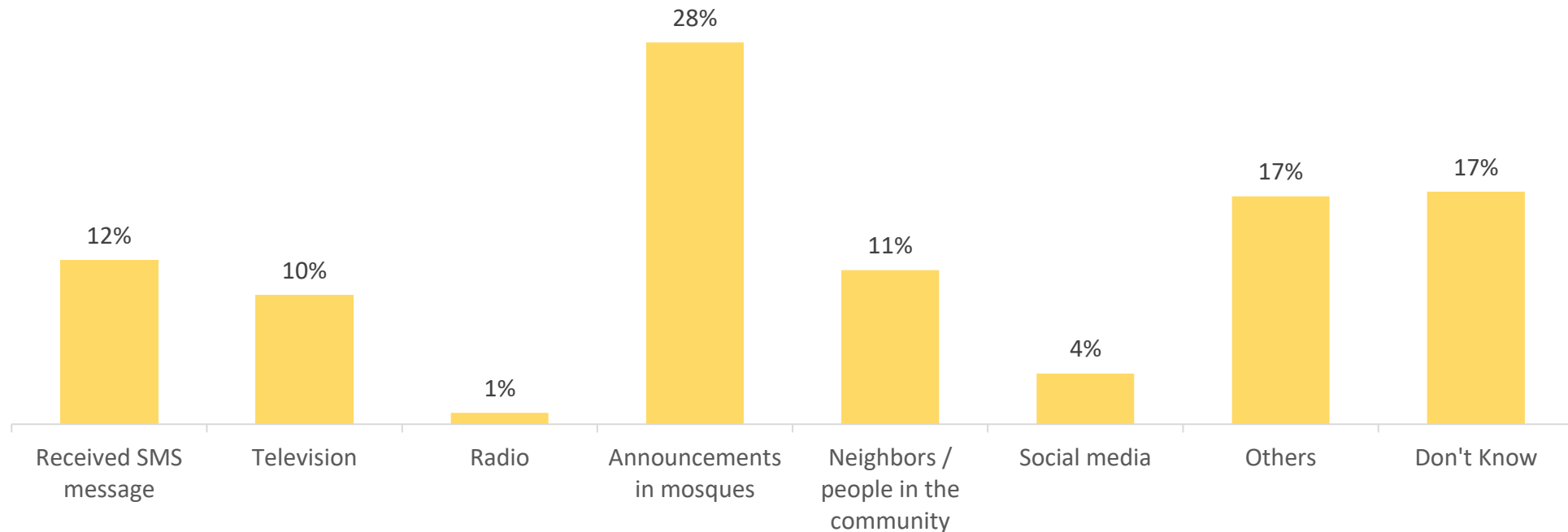
Please tell me, was your household directly affected by the flood — meaning flood water entered your home?



Only 12% of Pakistanis received flood warnings via SMS, while 10% heard through television, 28% through mosque announcements, and 11% via neighbors. The limited reach of official channels indicates significant gaps in early-warning dissemination.

Immediate Impact and Preparedness

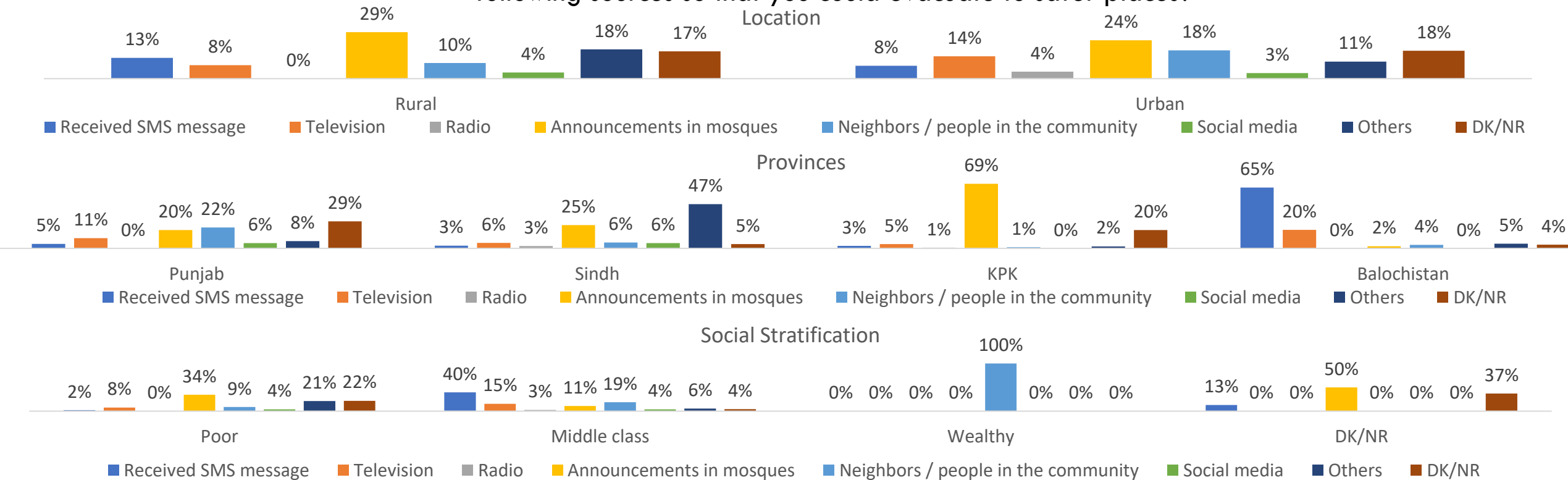
Before the flood, were you informed of the flood risk by any of the following sources so that you could evacuate to safer places?



Flood warnings reached very few Pakistanis — only 13% rural and 8% urban received an SMS alert, and just 10%–11% heard via television or radio. Mosque announcements (29% rural) and community networks (18% urban) were the most common sources, especially among poor households (34%). Only the wealthy (100%) reported receiving warnings through community, showing information gaps and reliance on informal networks for early alerts.

Immediate Impact and Preparedness

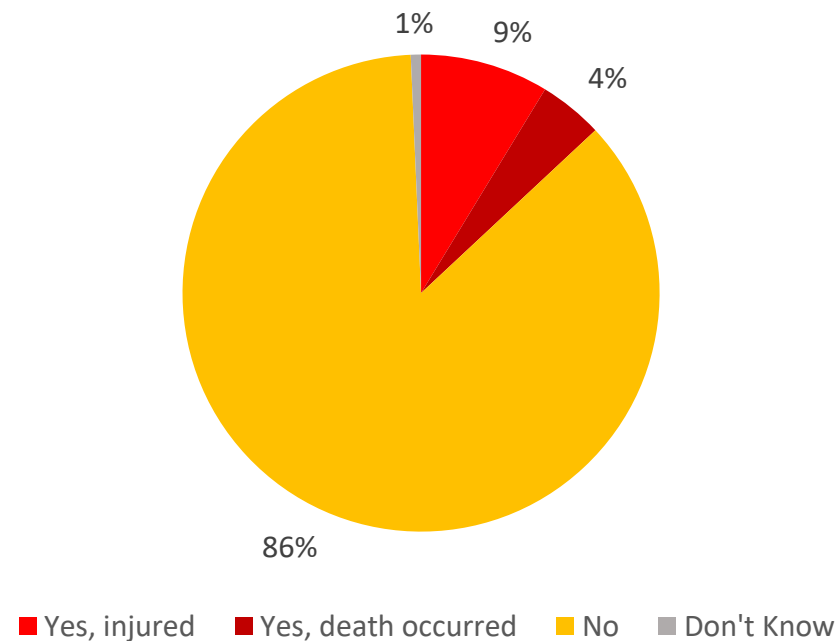
Before the flood, were you informed of the flood risk by any of the following sources so that you could evacuate to safer places?



Among affected Pakistanis, 9% reported injuries and 4% reported deaths within their household. Though the majority escaped unscathed, these figures underscore the human toll of the floods.

Immediate Impact and Preparedness

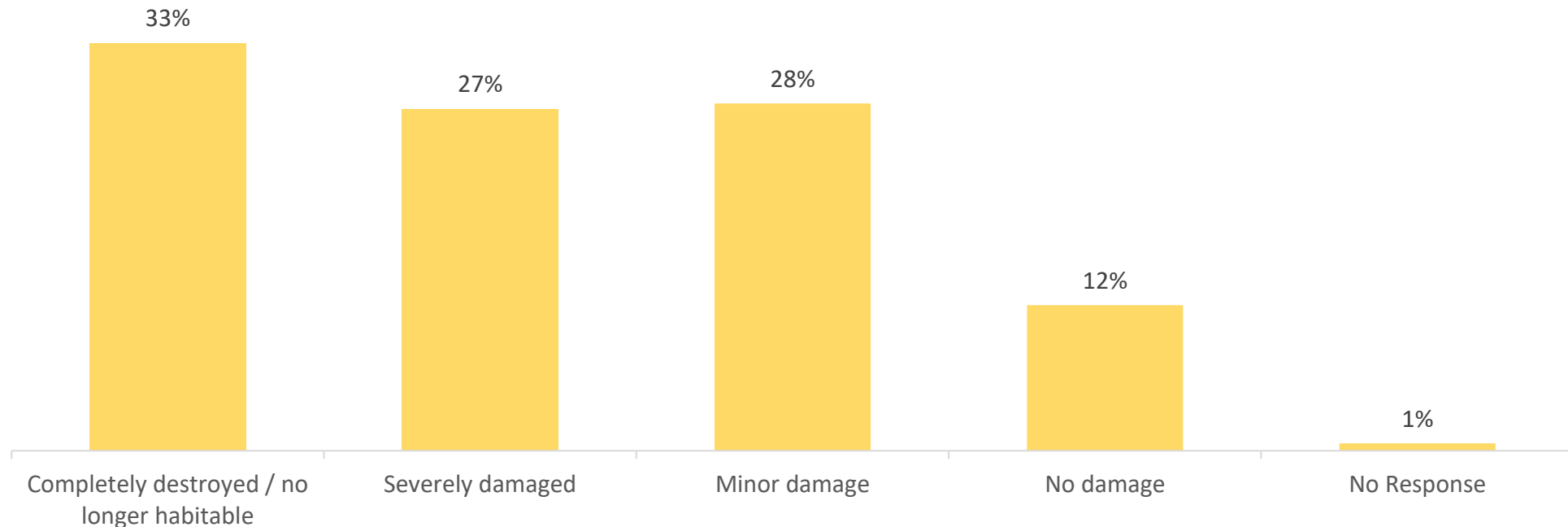
As a result of the recent flood, was any member of your household injured or unfortunately lost their life?



Among affected Pakistanis who report their home was affected ,33% said their homes were completely destroyed or uninhabitable, 27% reported severe damage, 28% minor damage, and only % said there was no damage. The data reveal extensive destruction across affected communities.

Immediate Impact and Preparedness

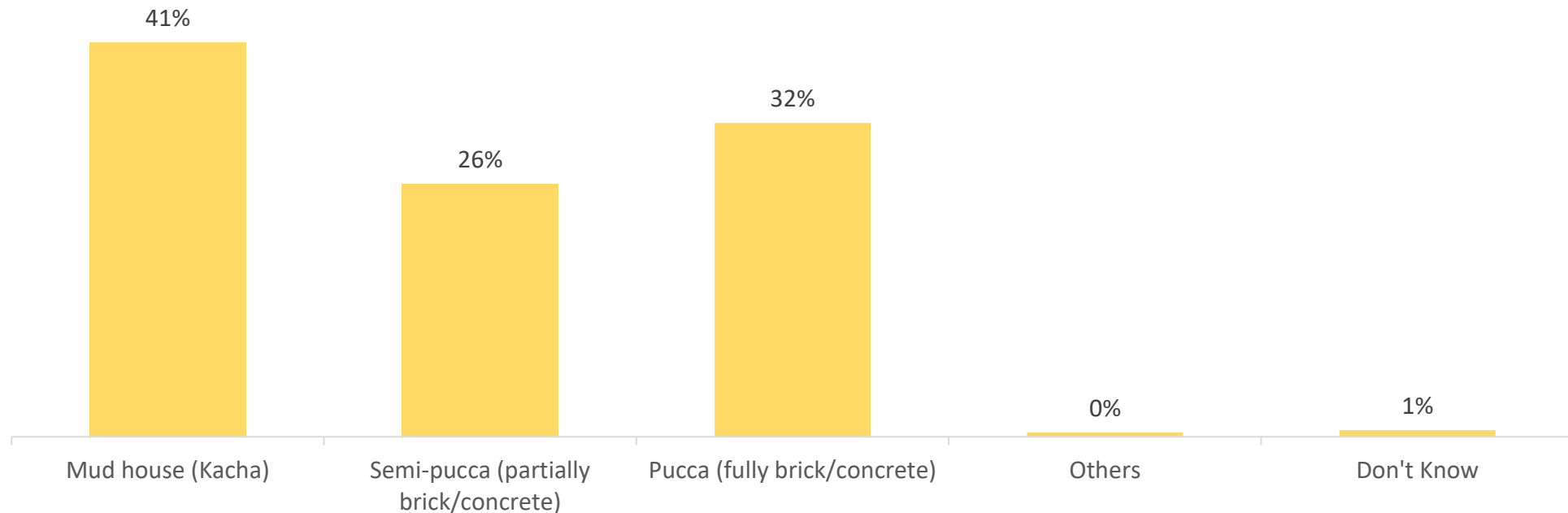
Since you said your home was affected, how much damage did your house suffer?



Among flood-affected households, 41% lived in mud (kacha) houses, 26% in semi-pucca, and 32% in pucca or concrete homes. The higher impact among kacha households points to the vulnerability of less durable housing.

Immediate Impact and Preparedness

What type of house did you have before the flood?





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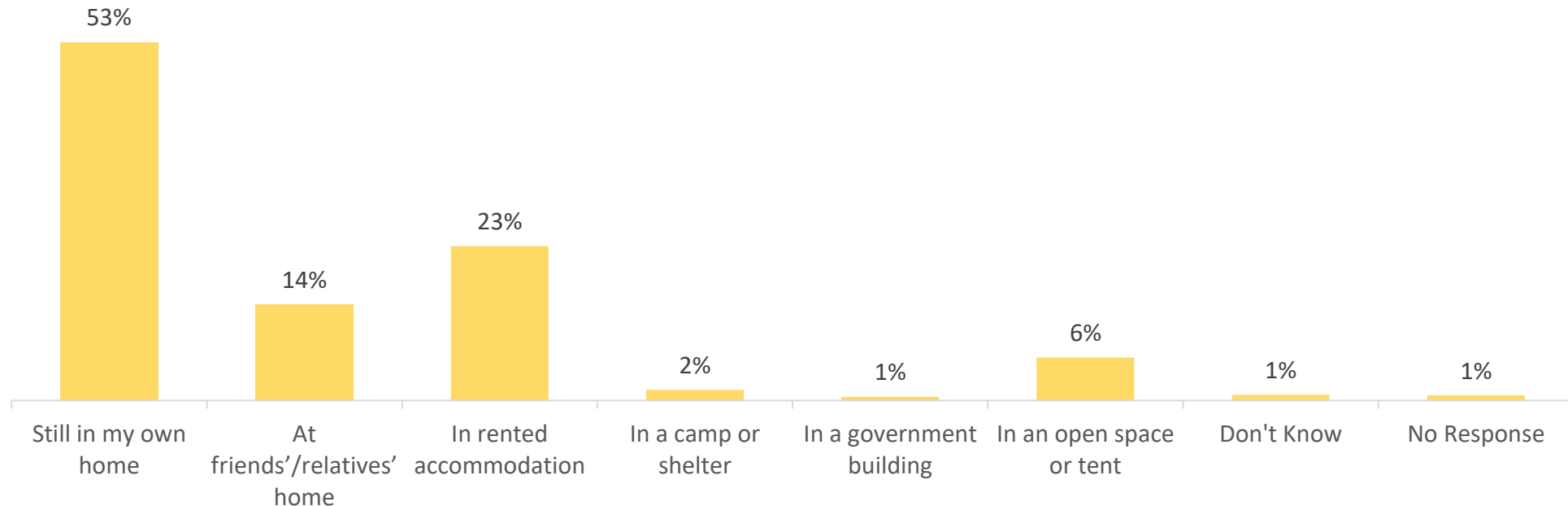
Section 3:

Displacement and Living Situation

53% of Pakistanis affected by floods said they are still living in their own homes, 14% are staying with friends or relatives, 23% are in rented homes, and 2% in temporary shelters. The figures show both community support and long-term displacement for a notable share.

Displacement and Living Situation

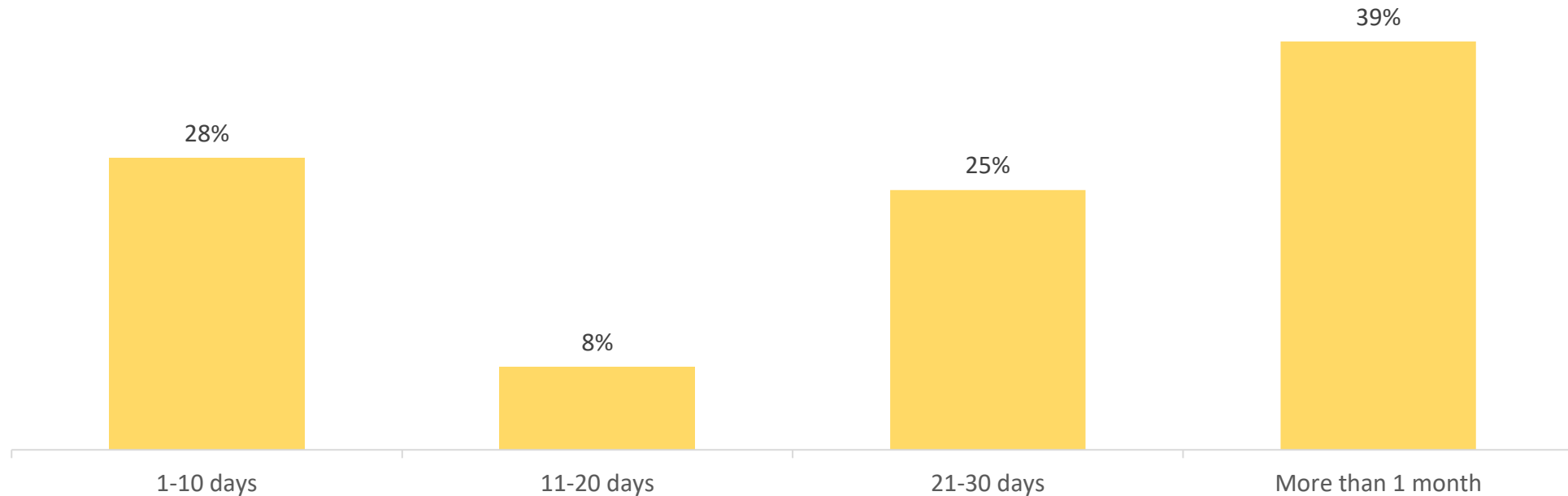
After being affected by the flood, where are you currently living?



Among those displaced, 28% were unable to stay home for 1–10 days, 33% for 11–30 days, and 39% for more than a month. This points to temporary yet impactful disruption for many households.

Displacement and Living Situation

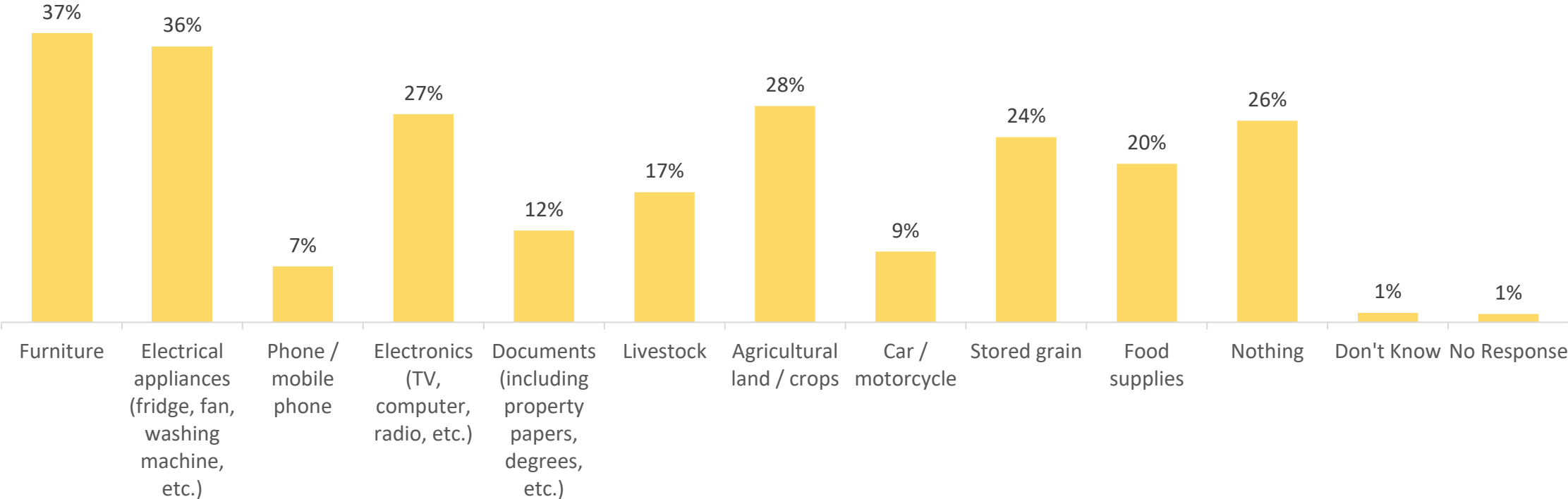
Since you are not currently living in your own home, for how many nights were you unable to stay there due to the flood?



Furniture (37%), appliances (36%), documents (12%), and food supplies (20%) were the most commonly reported losses. The range of damaged items demonstrates the deep material losses suffered by families.

Displacement and Living Situation

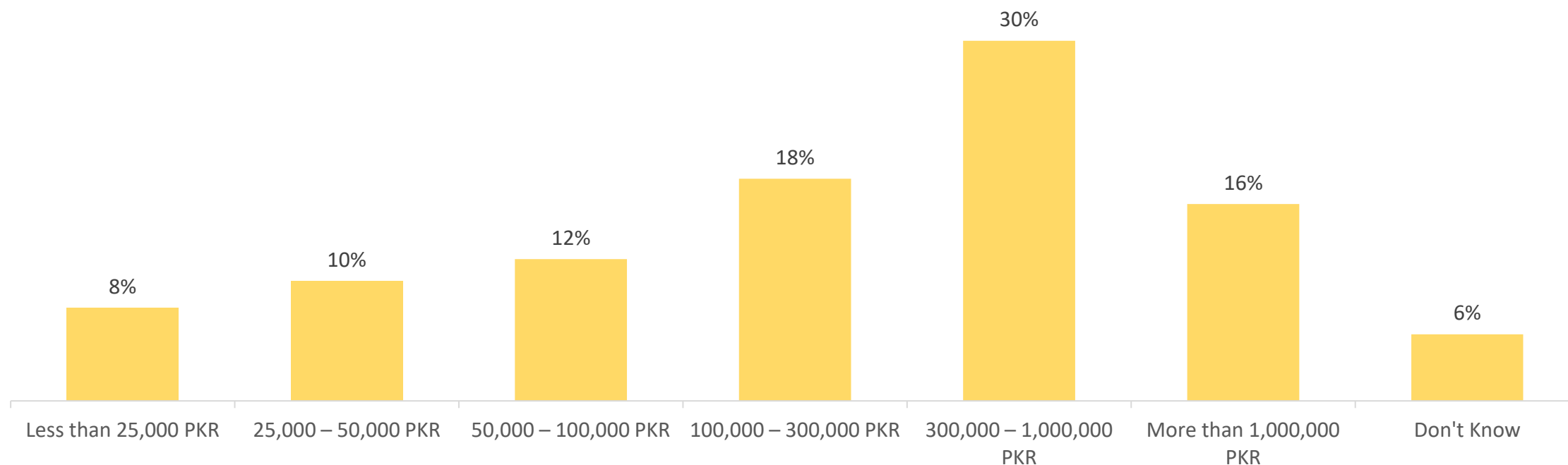
Which of the following household items were damaged by the flood?



8% of Pakistanis valued losses under PKR 25,000, 22% between PKR 25,000–100,000, and 64% above PKR 100,000. The data reveal wide economic disparity in the extent of household damage.

Displacement and Living Situation

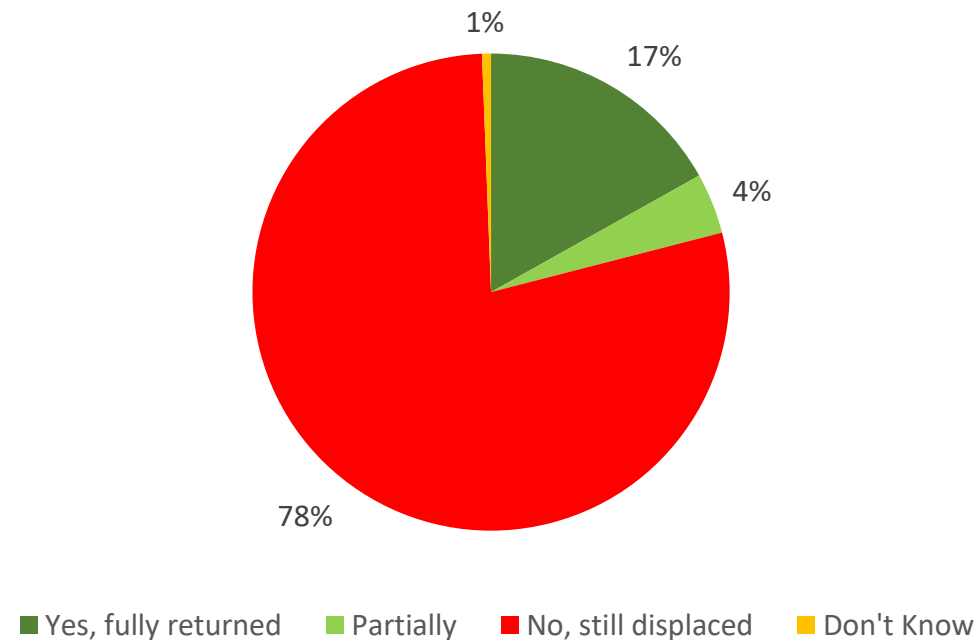
What was the approximate value of the household items that were damaged?



17% had fully returned home, 4% partially returned, and 78% remain displaced. These findings highlight uneven recovery and continued displacement for a majority of affected families.

Displacement and Living Situation

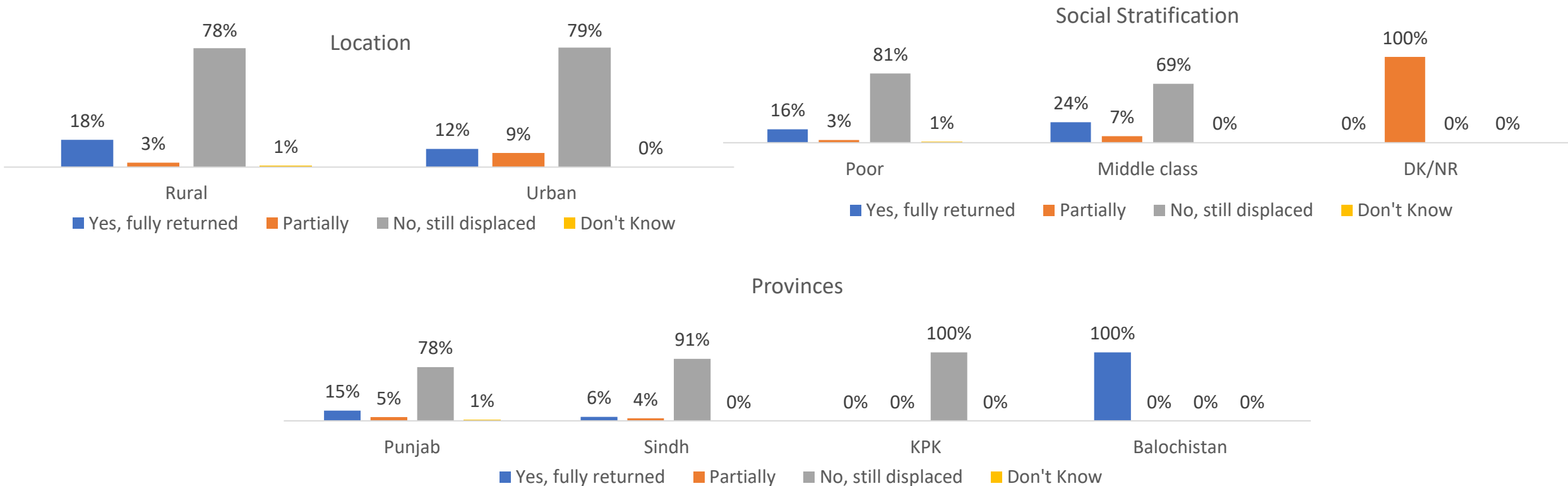
After the flood, have you now returned to your house?



Displacement remains widespread — 78% of rural and 79% of urban respondents said they were still displaced, with only 18% rural and 12% urban having fully returned home. Poor households (16%) were least likely to have returned, compared to 24% of the middle class. While Balochistan (100%) reported complete return, most provinces — notably Punjab and Sindh (around 80%) — continue to struggle with long-term displacement.

Displacement and Living Situation

After the flood, have you now returned to your house?





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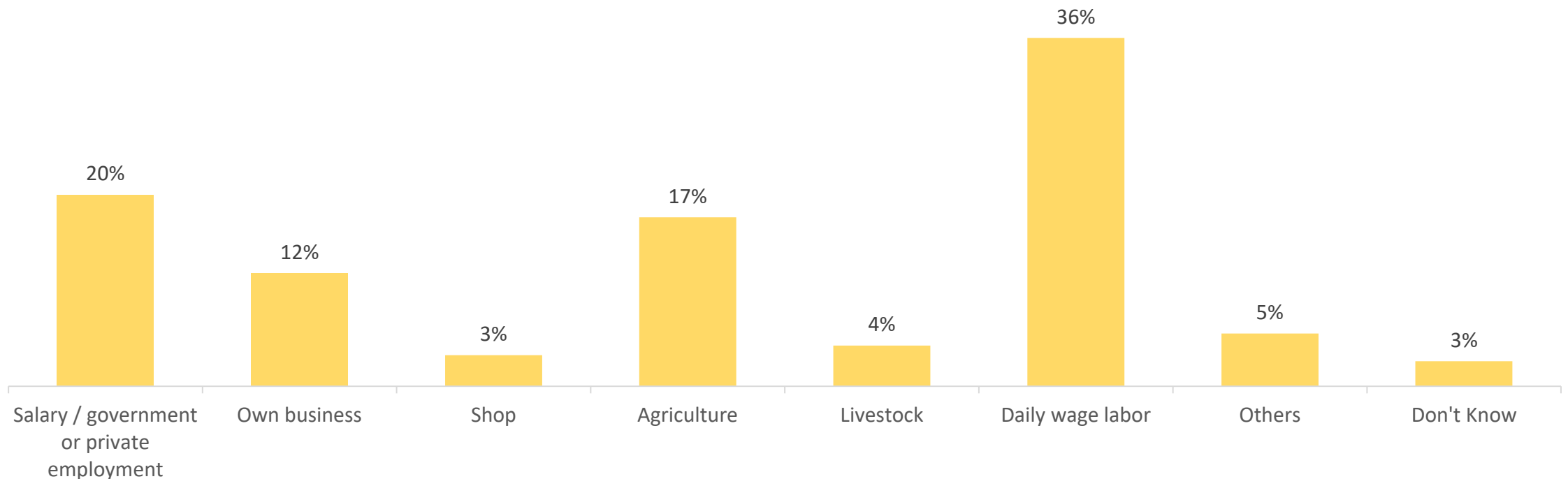
Section 4:

Livelihood and Economic Impact

Among Pakistanis, 17% relied on agriculture, 36% on daily wage labor, 20% on private employment, and 12% on small businesses. The dominance of informal and agricultural livelihoods made income particularly vulnerable to disruption.

Livelihood and Economic Impact

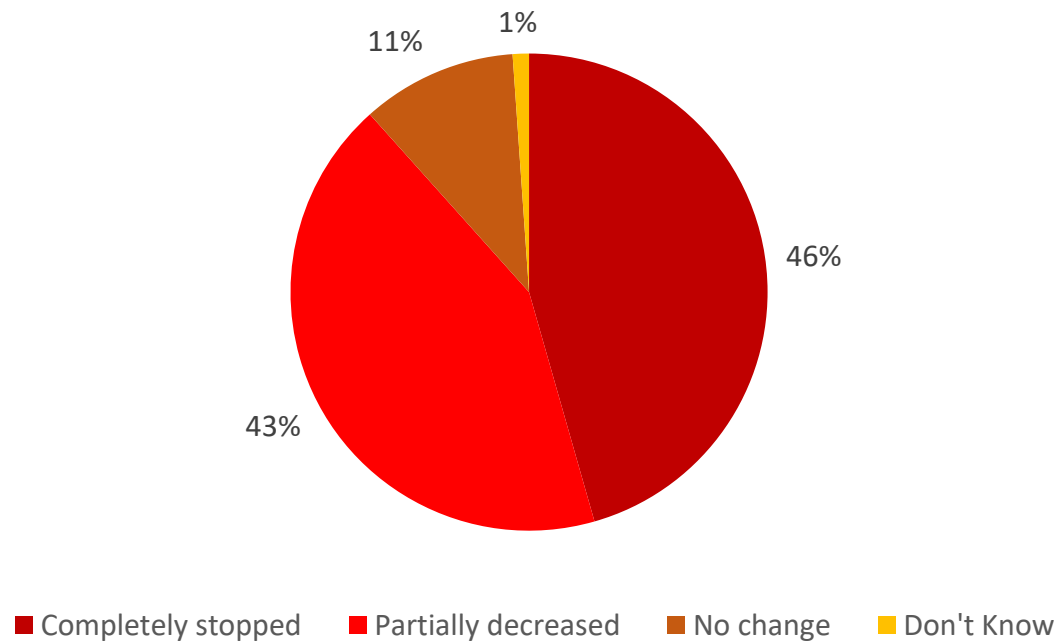
What was your household's main source of income before the flood?



46% said their income completely stopped, 43% reported partial decrease, and only 11% experienced no change. The floods caused widespread financial loss across Pakistan's working population.

Livelihood and Economic Impact

Did your household's income decrease because of the flood?

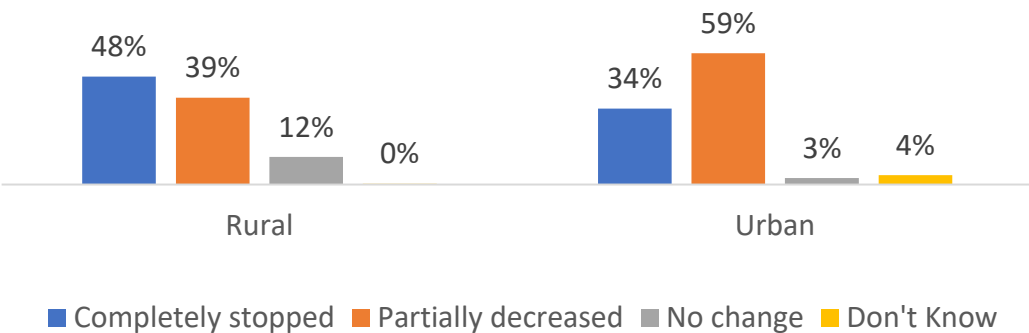


Floods severely disrupted livelihoods — 48% of rural and 59% of urban households saw income losses. The poor were hardest hit, with over half (52%) reporting total income stoppage, while middle-class households (40%) reported partial declines. The wealthy (100%) experienced only mild decreases, showing economic resilience. Sindh (67%) and Punjab (55%) suffered the largest livelihood losses, reflecting their agricultural and labor dependence.

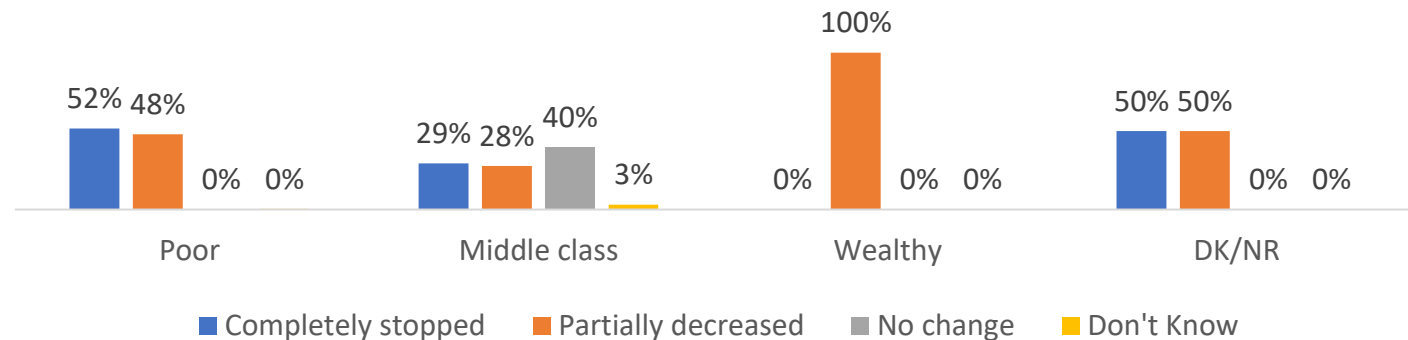
Livelihood and Economic Impact

Did your household’s income decrease because of the flood?

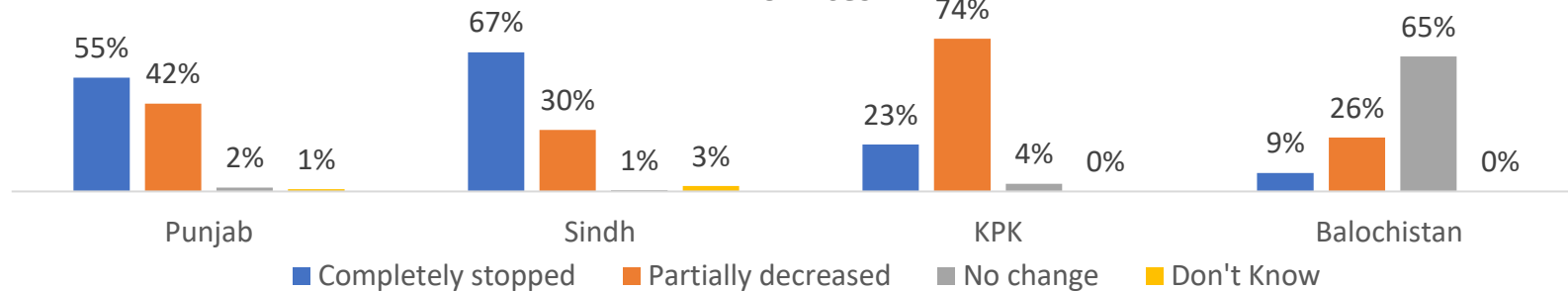
Location



Social Stratification



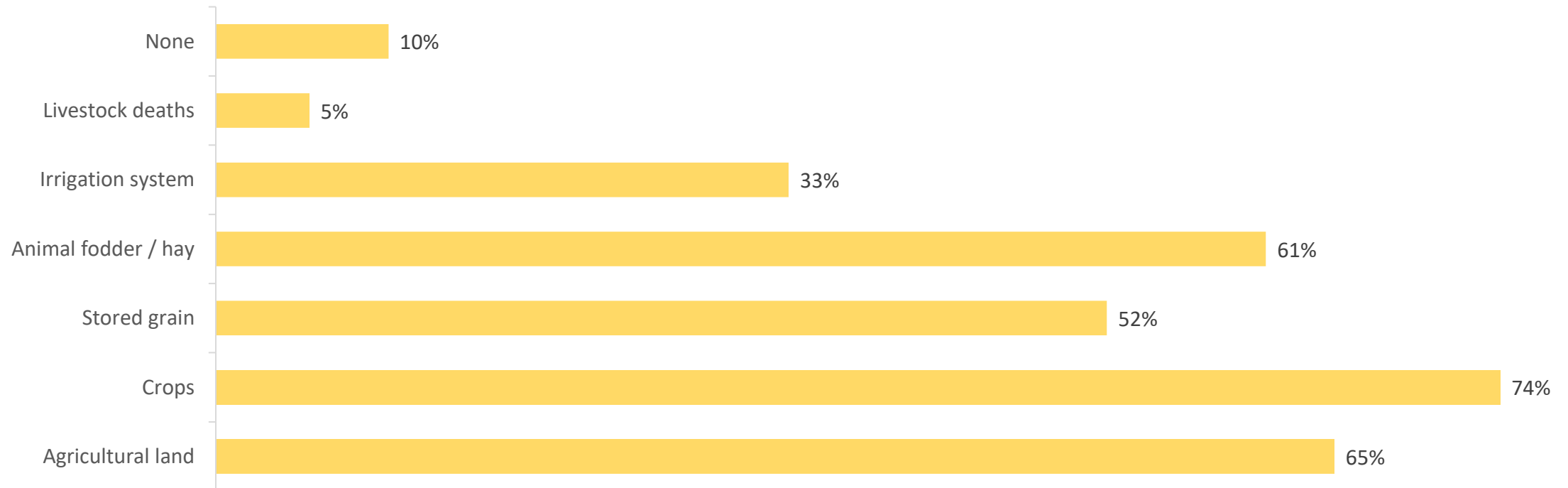
Provinces



65% said their agricultural land was affected, 74% reported crop loss, 52% loss of stored grain, and 5% reported livestock deaths. The damage extended across every aspect of rural production.

Livelihood and Economic Impact

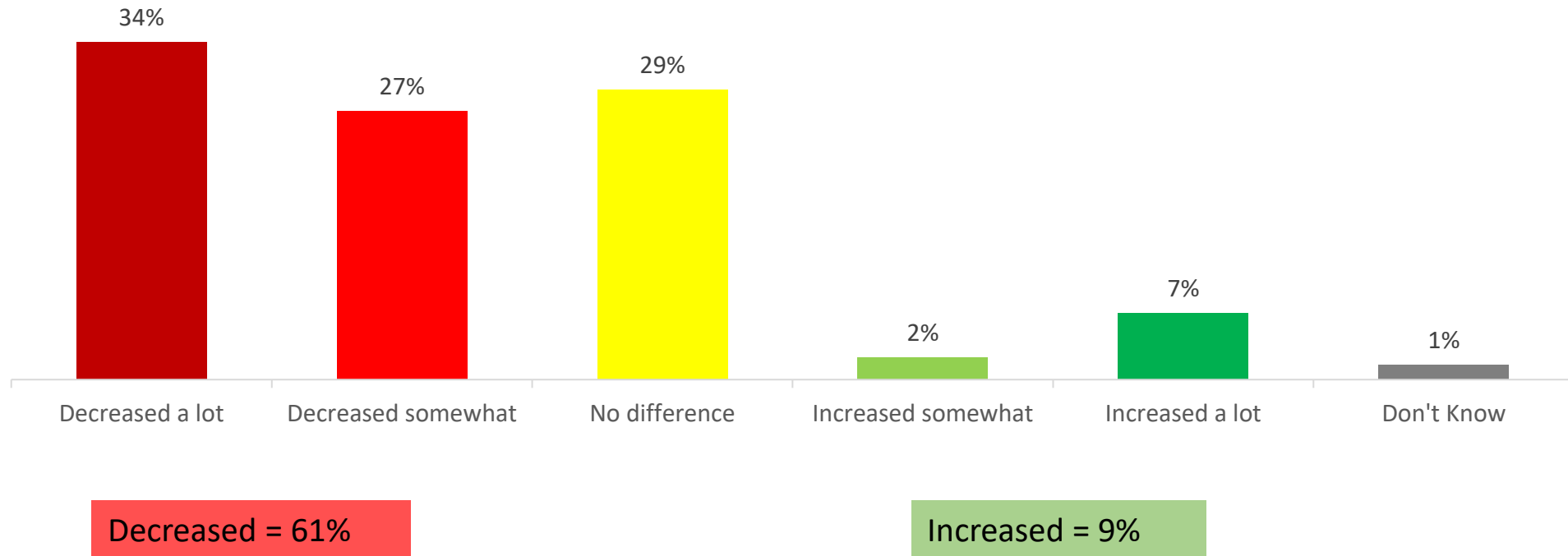
Which of the following were affected by the flood?



61% of Pakistanis said their income decreased, 9% said it increased, and 29% saw no change — showing a broadly negative financial impact of the floods on national livelihoods.

Livelihood and Economic Impact

Many people's incomes were affected by the flood. Some say their income was less before the flood, others say it was more, while some say the flood made no difference. What effect did the flood have on your income?





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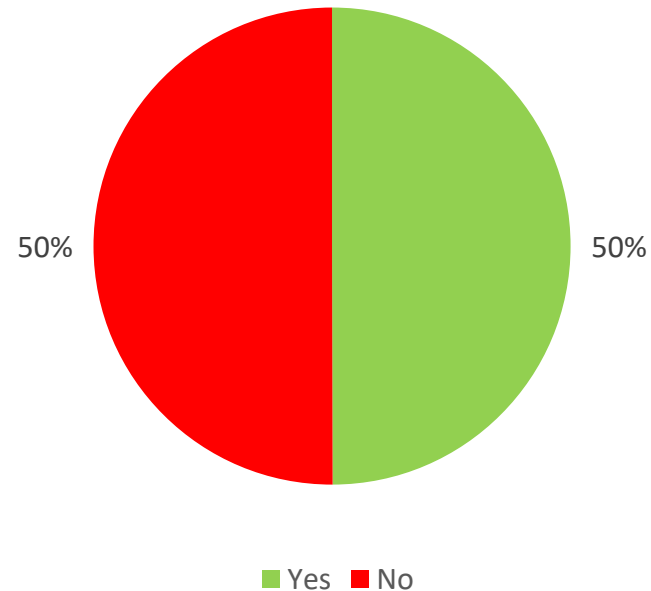
Section 5:

Access to Basic Services

50% of flood-affected Pakistanis said they faced difficulty accessing clean drinking water, while 50% said they did not. This highlights how floods strain access to essential utilities even in partially affected areas.

Access to Basic Services

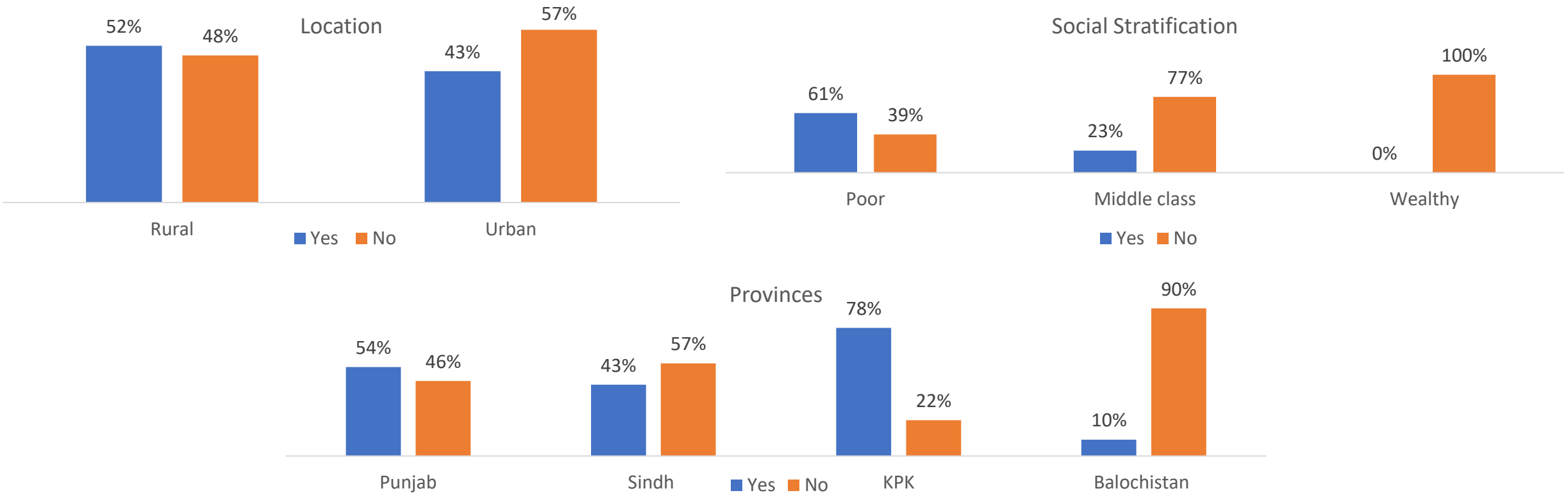
After the flood, did you face difficulty accessing clean drinking water?



Post-flood water scarcity hit rural Pakistan (52%) harder than urban areas (43%), with KPK (78%) showing the most severe disruption. By class, poor households (61%) faced major access issues, compared to 23% of middle class and 0% of wealthy, highlighting stark inequalities. Balochistan (10%) and Punjab (54%) show varying recovery levels, emphasizing uneven post-flood service restoration.

Access to Basic Services

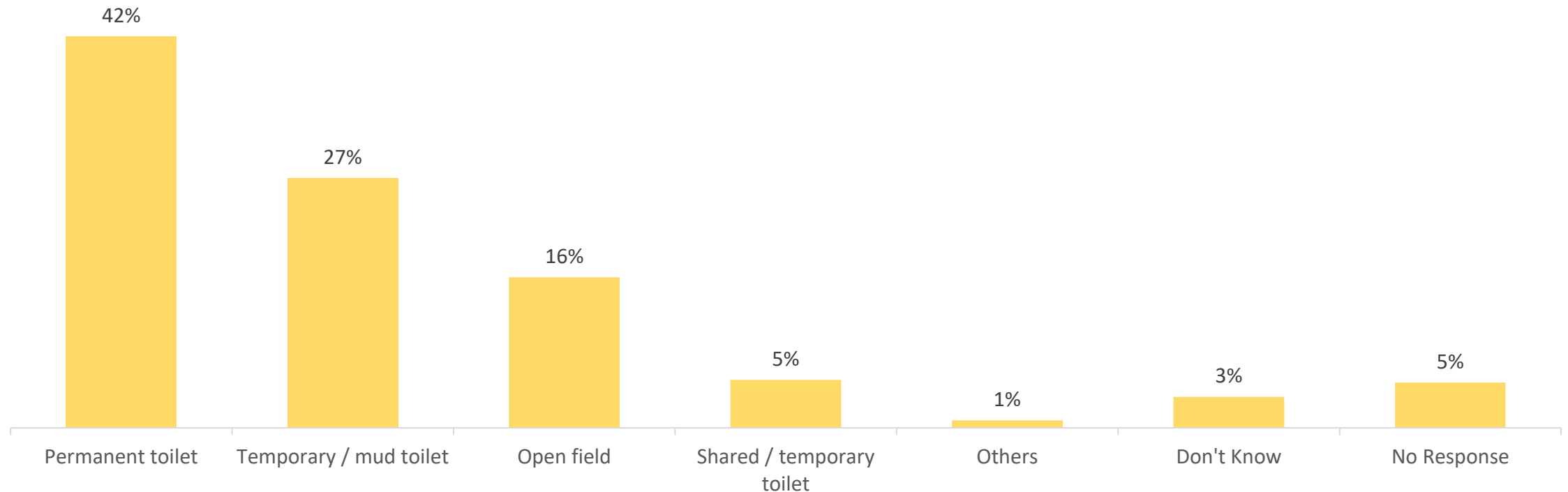
After the flood, did you face difficulty accessing clean drinking water?



42% used permanent toilets, 27% temporary or shared toilets, and 16% resorted to open defecation. The data reflect significant disruption in sanitation infrastructure.

Access to Basic Services

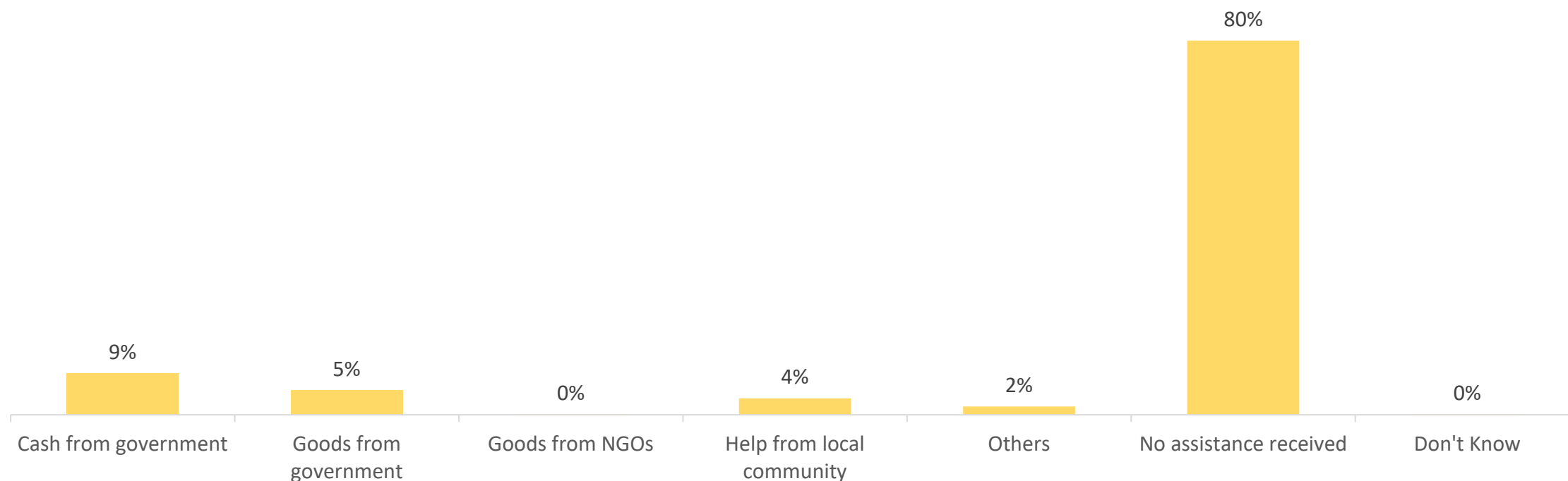
After being affected by the recent flood, what type of facility are you currently using for defecation?



9% received cash assistance from government, 0% received goods from NGOs, and 4% relied on local community support, while over 80% said they received no assistance. This underscores limited coverage of official relief efforts.

Access to Basic Services

Did you receive any assistance from the following sources?





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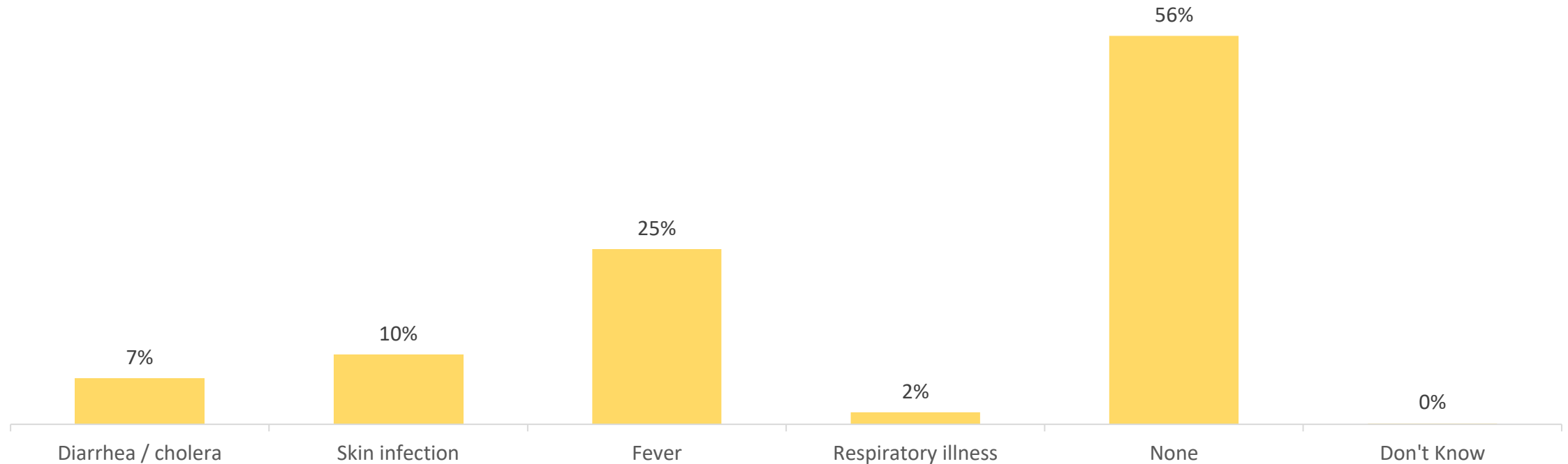
Section 6:

Health and Nutrition Effects

7% of Pakistanis reported diarrhea or cholera, 25% fever, and 10% skin infections after the floods. These findings indicate heightened exposure to waterborne and hygiene-related illnesses.

Health and Nutrition Effects

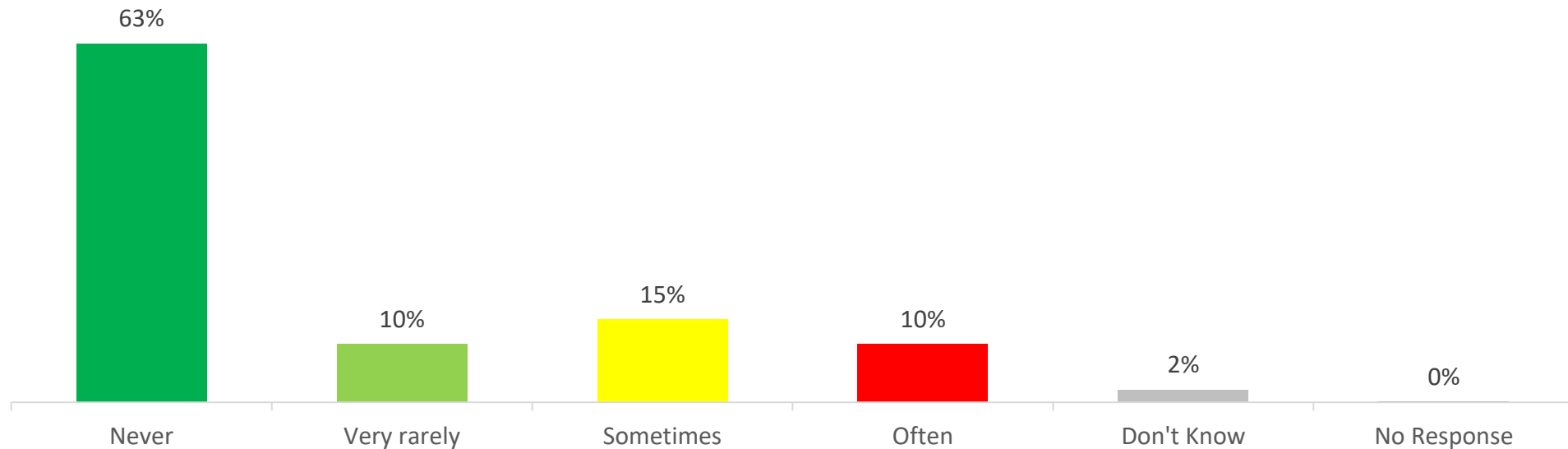
During the last two weeks, did you or any member of your household suffer from any illness after the flood?



10% said they or a household member went hungry at least once during the week, 15% said it happened sometimes, and 63% said never. This suggests significant food insecurity in flood-affected areas.

Health and Nutrition Effects

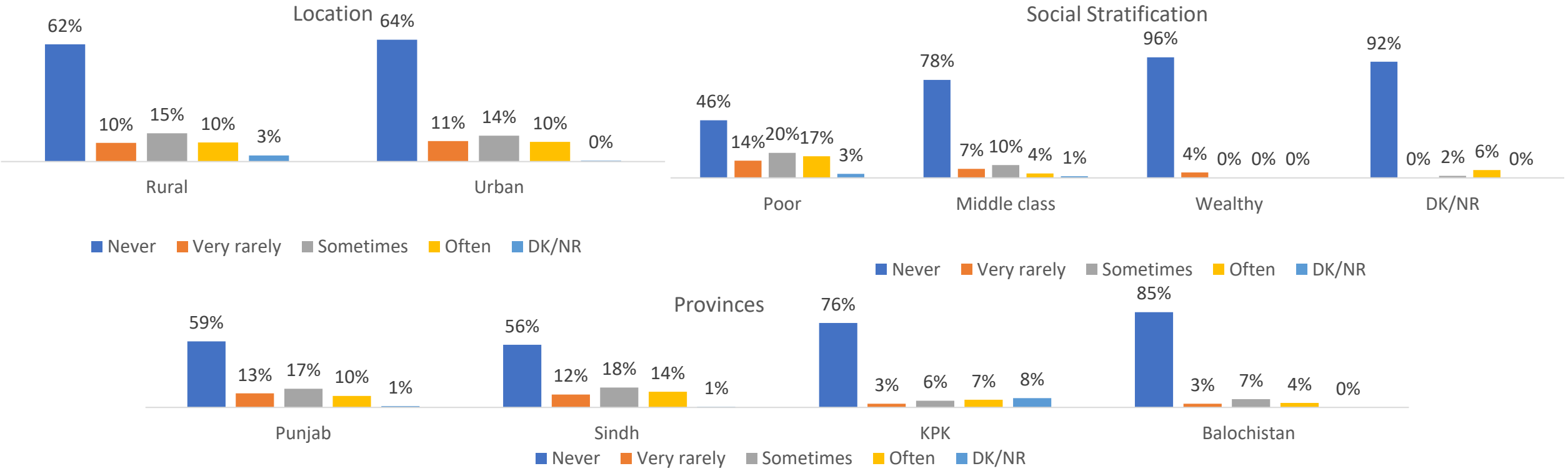
In the last week, was there any day when you or any household member did not have enough food and had to stay hungry?



Food insecurity remains a major concern — 62% of rural and 64% of urban Pakistanis said they never faced hunger in the past week, but nearly 1 in 3 poor households (34%) experienced it “sometimes” or “often”. In contrast, 96% of wealthy respondents never went hungry. Sindh (56%) and Punjab (59%) showed moderate stability, while Balochistan (85%) and KPK (76%) reflected stronger food security recovery.

Health and Nutrition Effects

In the last week, was there any day when you or any household member did not have enough food and had to stay hungry?





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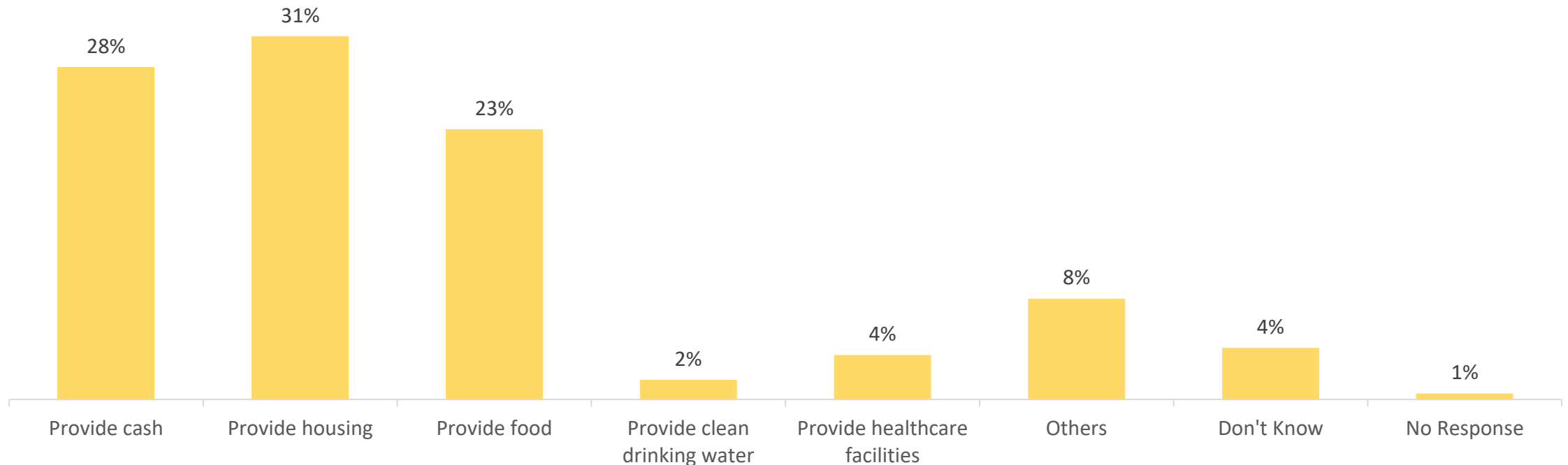
Section 7:

Public Response and Perception

28% of Pakistanis said the government should first provide cash support, 31% said housing, and 2% said clean water. The findings highlight immediate material and shelter needs as top priorities.

Public Response and Perceptions

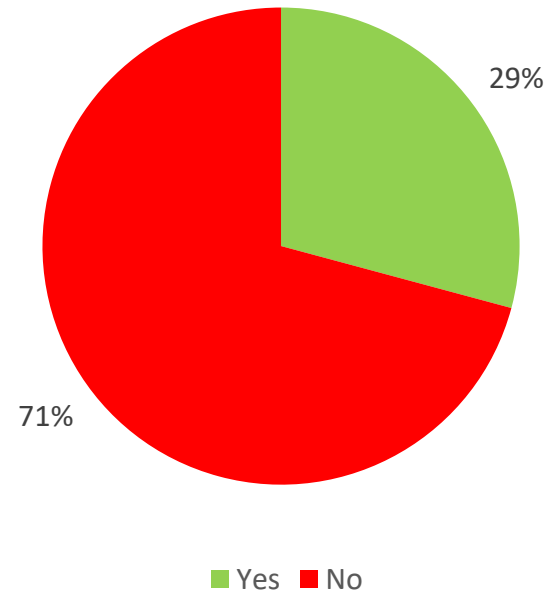
In your opinion, what is the first thing the government should do to help flood-affected people?



29% donated to flood victims, and 71% Pakistanis did not.

Public Response and Perceptions

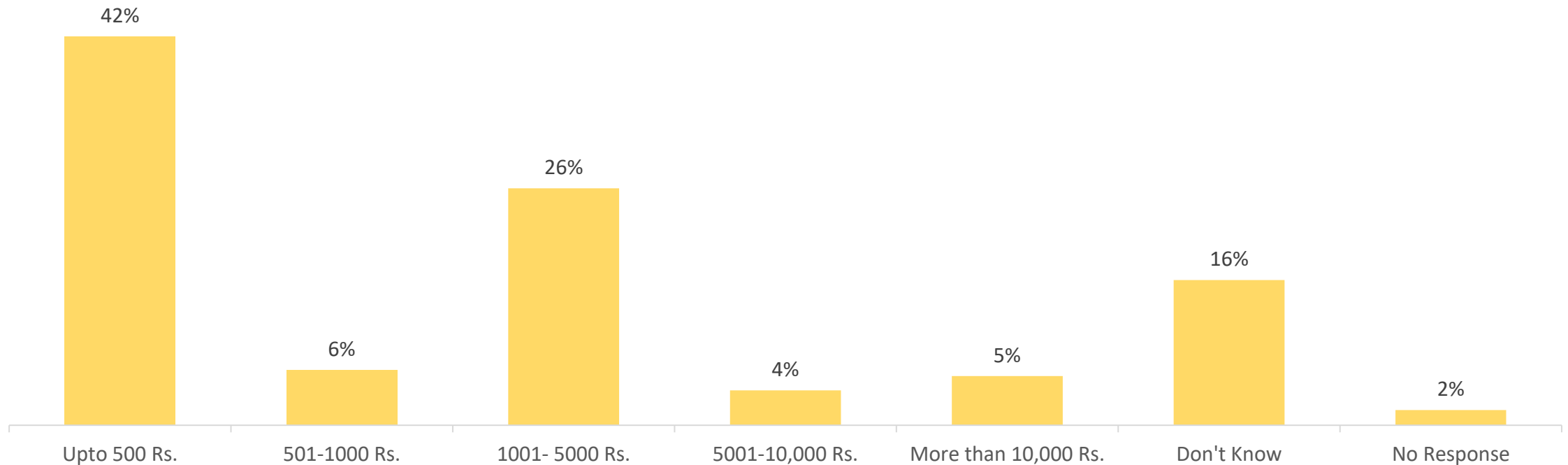
Have you donated any money to help flood victims?



29% Pakistanis donated to flood victims, with 74% contributing under PKR 5,000 and 4% between PKR 5,000–10,000. Despite economic hardship, public solidarity remains evident.

Public Response and Perceptions

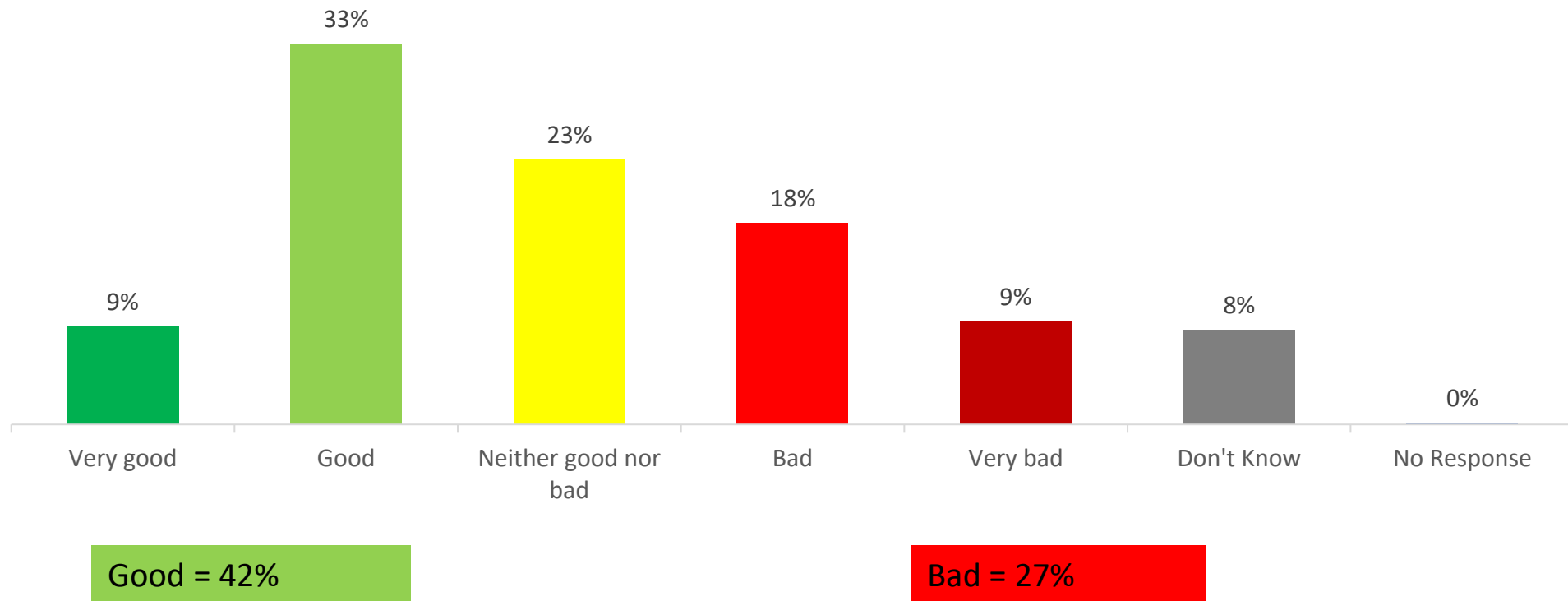
How much money did you donate?



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.

Public Response and Perceptions

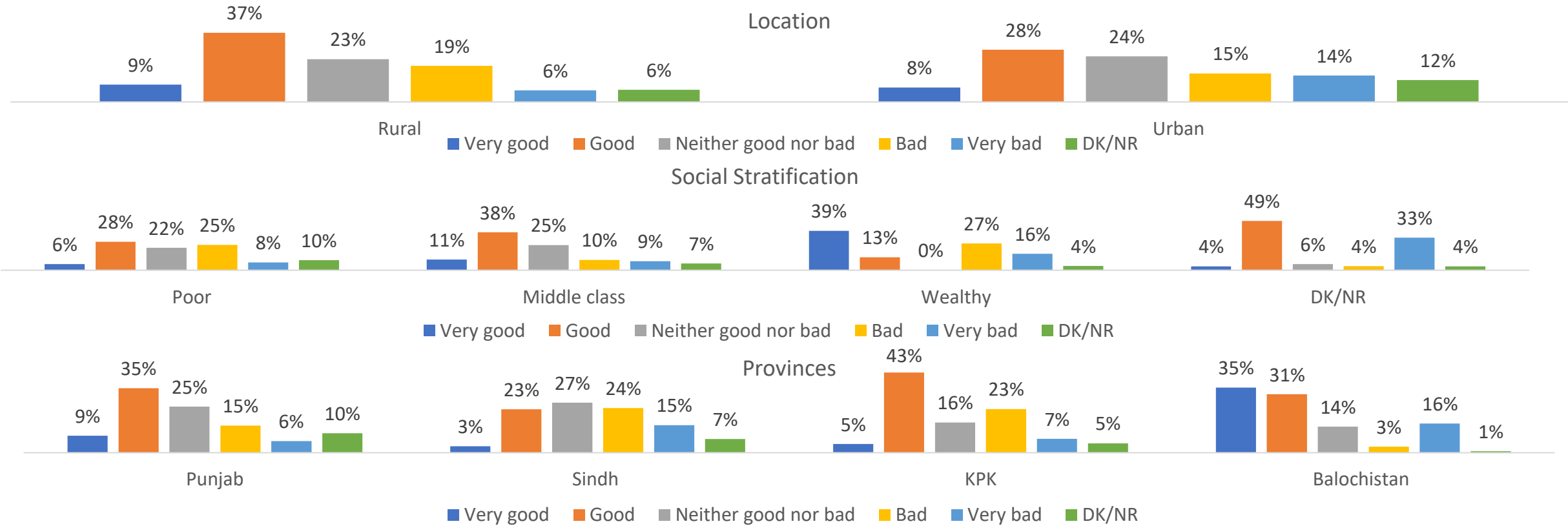
In your opinion, how was the government's overall performance during the flood situation?



Public views on government flood response were mixed — only 9% of rural and 8% of urban respondents rated performance “very good”, while 37% rural and 28% urban called it “good.” Approval was higher among the middle class (38%) than the poor (28%), and strongest in Balochistan (35%). Negative ratings peaked in Sindh (43% “bad”), showing regional variation in public trust and relief satisfaction.

Public Response and Perceptions

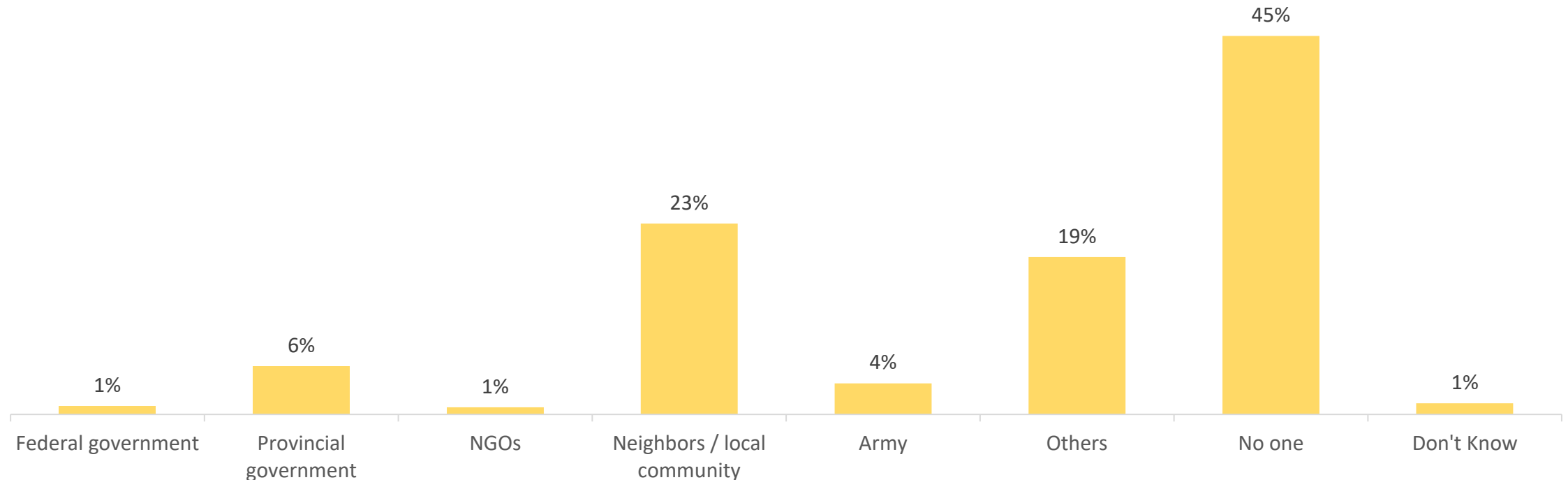
In your opinion, how was the government’s overall performance during the flood situation?



23% said the neighbors and the local community provided the most help, 1% cited NGOs, and 6% mentioned the provincial government.

Public Response and Perceptions

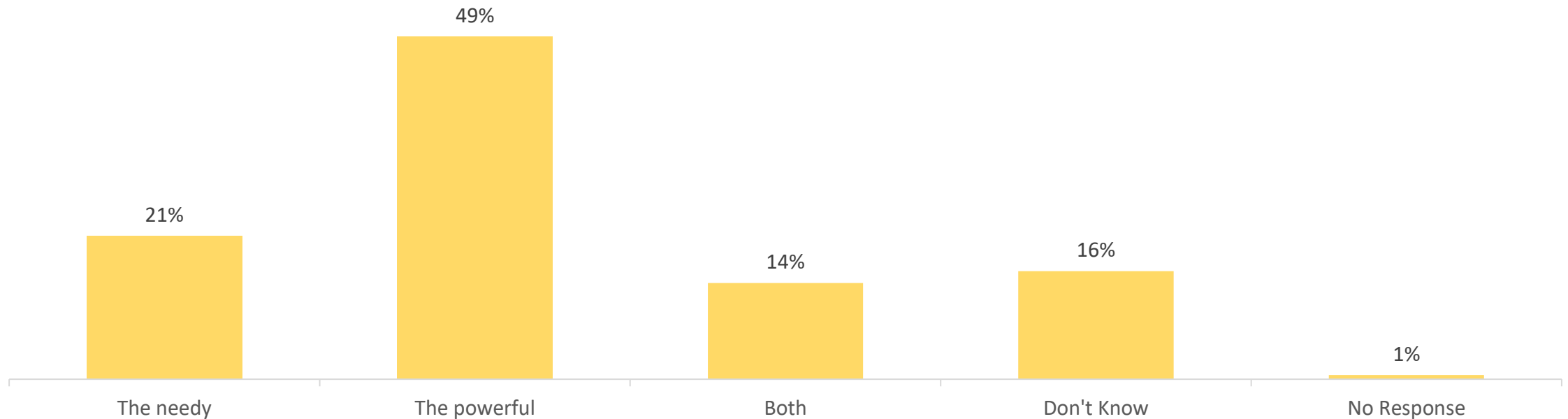
During the flood situation, who provided the most help to your household?



49% of Pakistanis said aid reached the powerful rather than the needy, while only 21% believed it was distributed to the needy. 14% said it was distributed to both. This shows deep skepticism about equity and transparency in relief efforts.

Public Response and Perceptions

In your opinion, did aid mostly reach the needy or the powerful?





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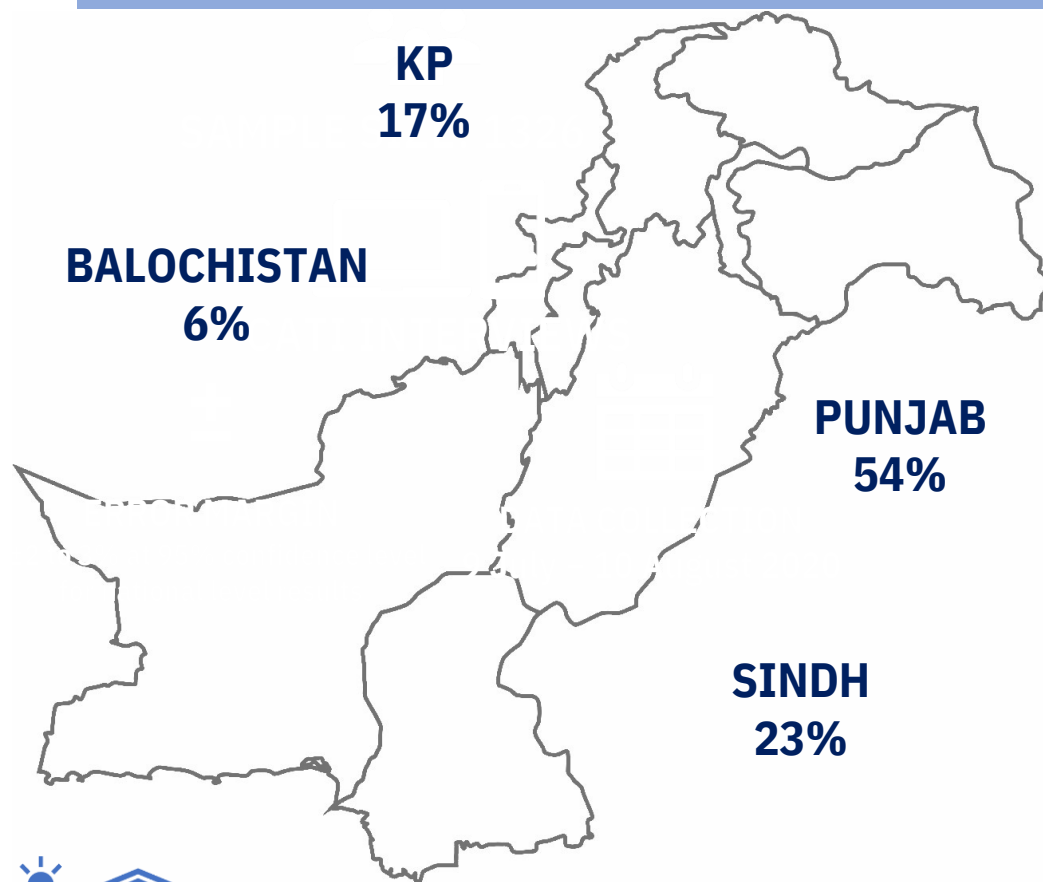
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Section 8:

Demographics

DEMOGRAPHICS



RURAL
64%

FEMALE
49%

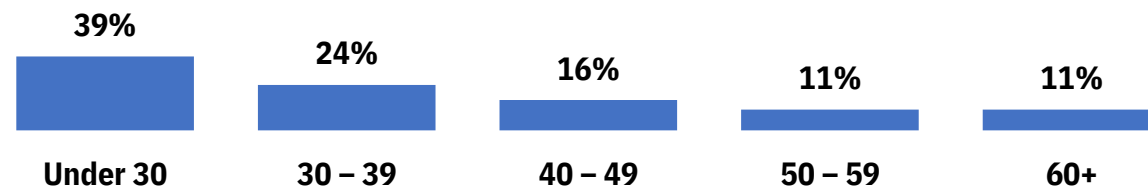
MALE
51%



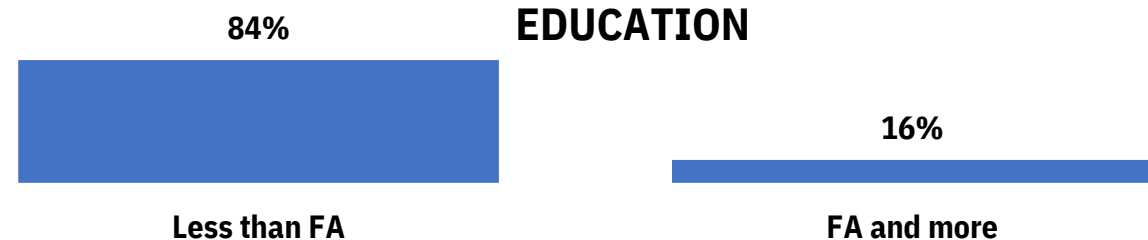
URBAN
36%



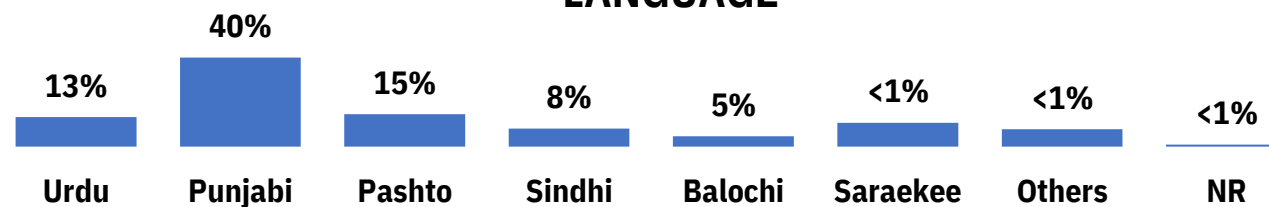
AGE



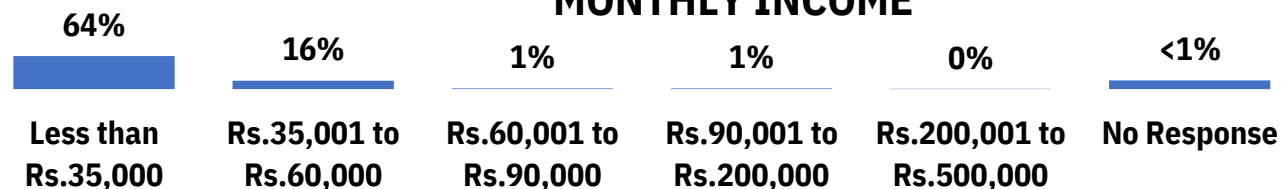
EDUCATION



LANGUAGE



MONTHLY INCOME



METHODOLOGY

Stratified Random Sampling

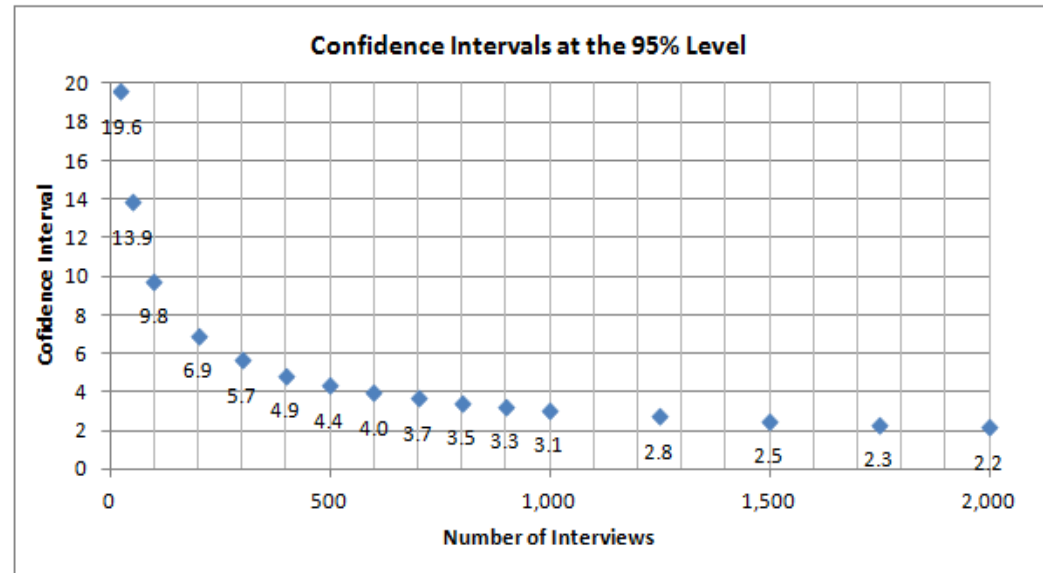
Sample Size	702 respondents	
Universe	18+ men and women across Pakistan	
Field Dates	September 2025	
Error Margin	±2-3% at 95% confidence level	

DETAILED NOTE ON METHODOLOGY:

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:



Source : Gallup Pakistan Flood Assessment Survey September 2025

DETAILED NOTE ON METHODOLOGY:

25 interviews have 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 lower 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 ensures that everyone in the area being surveyed has a known chance of being selected.

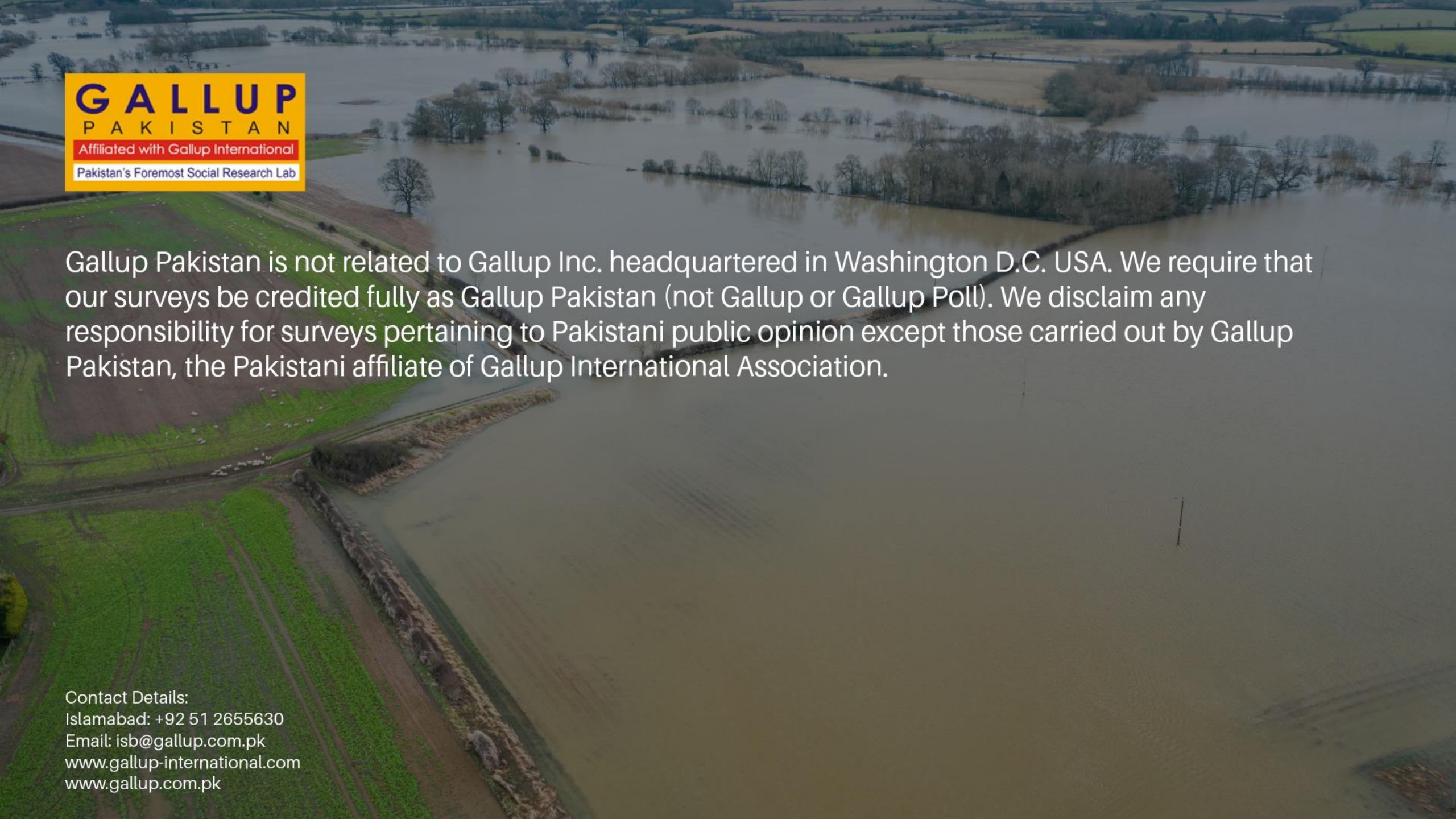
DETAILED NOTE ON METHODOLOGY:

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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