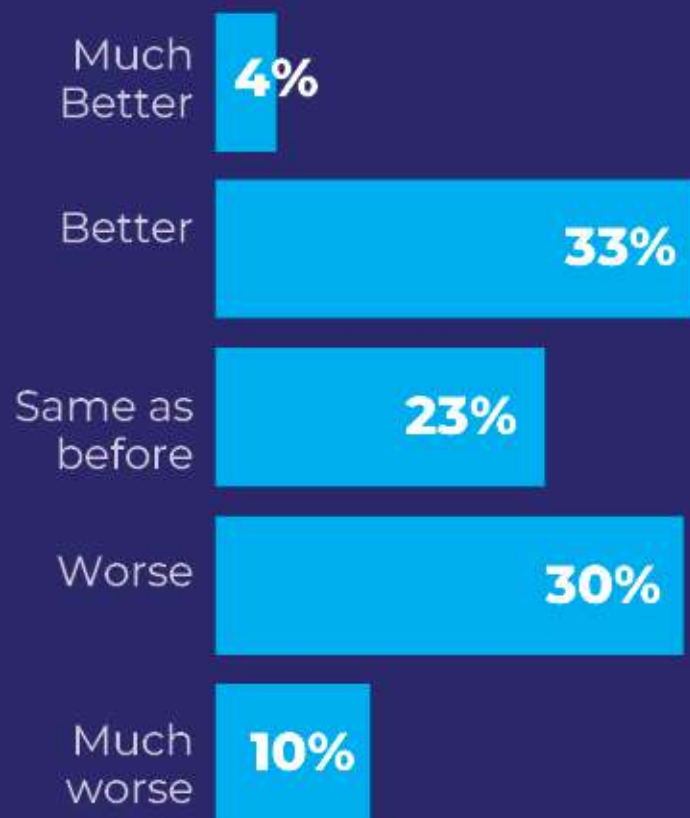


Split opinion on household financial situation: 37% of Pakistanis feel their financial situation has improved, while 40% report a decline. Another 23% perceive no change over the past six months.



Question: How is your household's financial situation in comparison to last 6 months?





(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll **Economy** General

Split opinion on household financial situation: 37% of Pakistanis feel their financial situation has improved, while 40% report a decline. Another 23% perceive no change over the past six months. (Gallup & Gilani Pakistan and Dun & Bradstreet Pakistan)

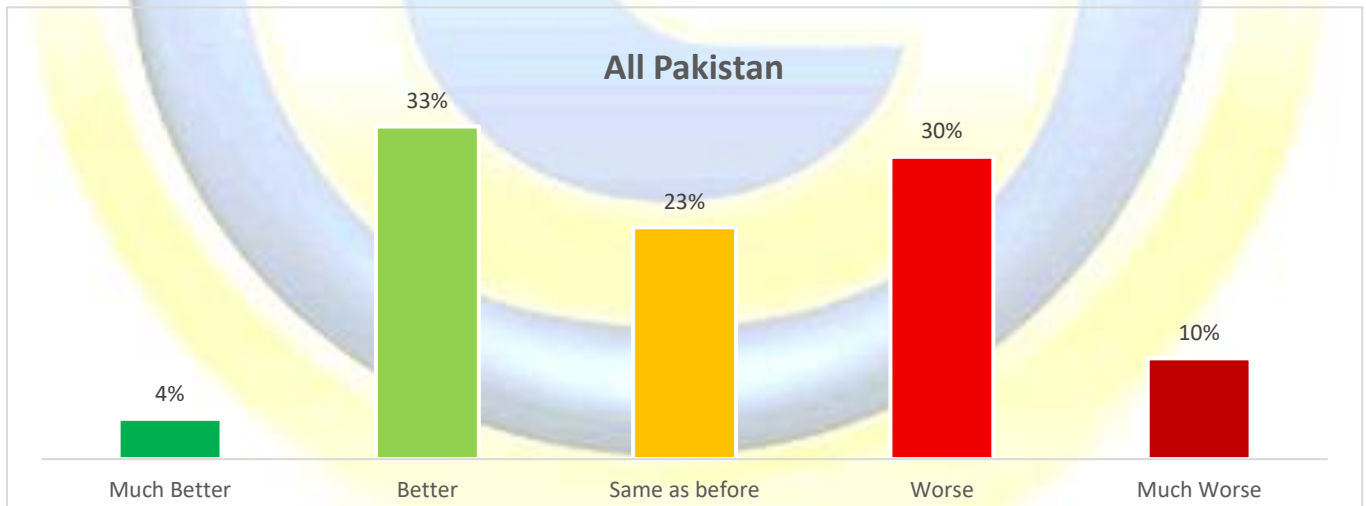
(Islamabad), 9th July 2025

According to a survey conducted by Gallup & Gilani Pakistan and Dun & Bradstreet Pakistan, 37% of Pakistanis feel their financial situation has improved, while 40% report a decline. Another 23% perceive no change over the past six months.

To view the full Consumer Confidence Index for Q4 2024, [click here](#).

A nationally representative sample of adult men and women from across the country was asked the question, “How is your household’s financial situation in comparison to last 6 months?” In response, 4% said ‘much better’, 33% said ‘better’, 23% said ‘same as before’, 30% said ‘worse’, and 10% said ‘much worse’.

Question: How is your household’s financial situation in comparison to last 6 months?

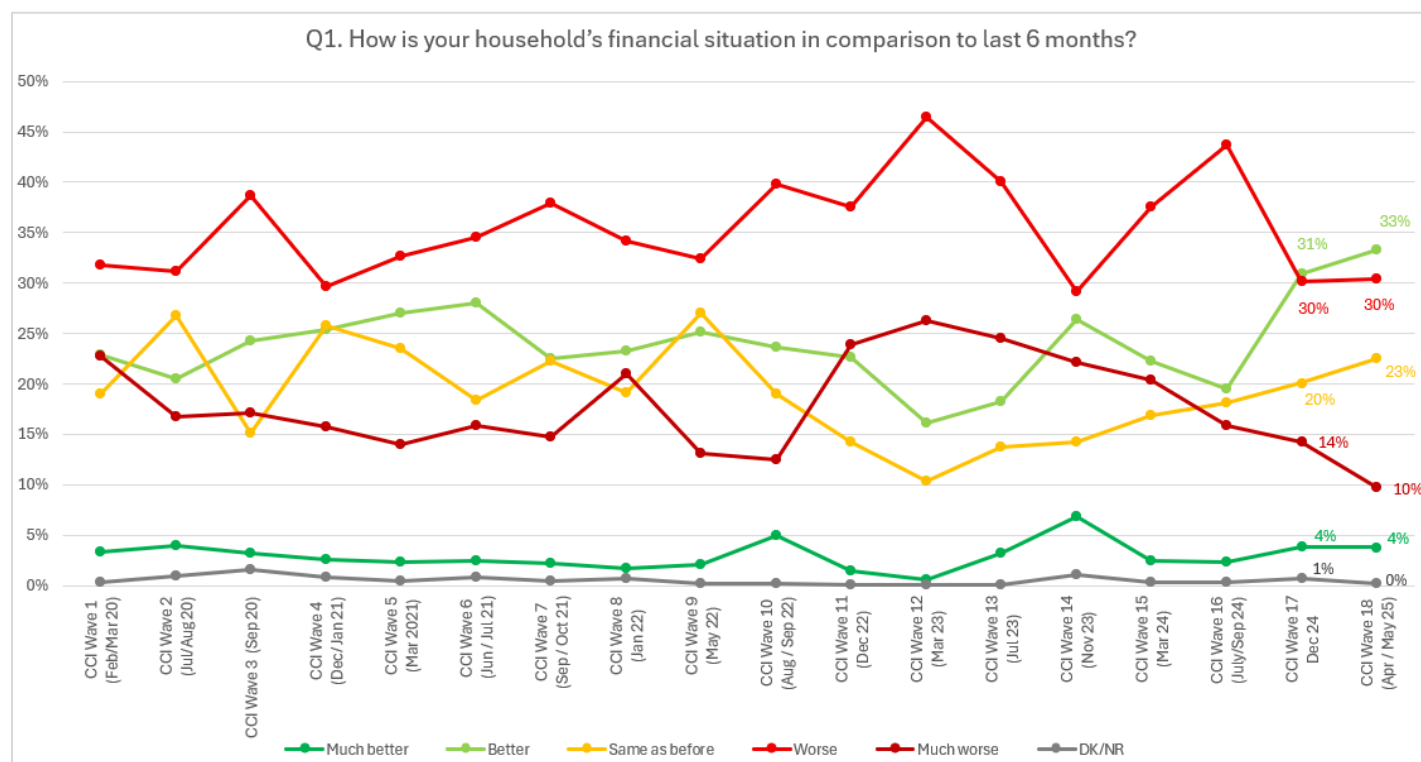


Source: Gallup & Gilani Pakistan and Dun & Bradstreet Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

The study was conducted and released by Dun & Bradstreet Pakistan and carried out by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The study was carried out among a sample of 1590 men and women in urban and rural areas of all four provinces of the country, conducted during April – May 2025. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was telephonic surveys (CATI).

Historical Trend

In Q4 2024, there has been a noticeable improvement in consumer perceptions of their current household financial situation, with more than half (61%) reporting stability or improvement, reflecting an optimistic shift in consumer sentiment.



Source: Gallup & Gilani Pakistan and Dun & Bradstreet Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International



GILANI RESEARCH
FOUNDATION

Wednesday, 09 July 2025

(3 Pages, English version only)

Gilani Research Foundation is a not-for-profit public service project to provide social science research to students, academia, policymakers, and concerned citizens in Pakistan and across the globe.

Gilani Research Foundation is headed by Dr. Ijaz Shafi Gilani who pioneered the field of opinion polling in Pakistan and established Gallup Pakistan in 1980. Currently, Dr. Gilani, who holds a Ph.D. from the Massachusetts Institute of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

If you have any further questions regarding this poll, please feel free to contact us.

*Best Regards,
Gallup Pakistan*

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Daily Gilani Poll
2025



of Gallup Pakistan
(1980-2025)