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Don't know/No response::19%

What do you expect your household's financial situation to be in the next 6 months?





(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll **Economy** General

More than one-third of Pakistanis (34%) expect financial improvement, while one in four (26%) anticipate decline in the next six months. (Gallup & Gilani Pakistan and Dun & Bradstreet Pakistan)

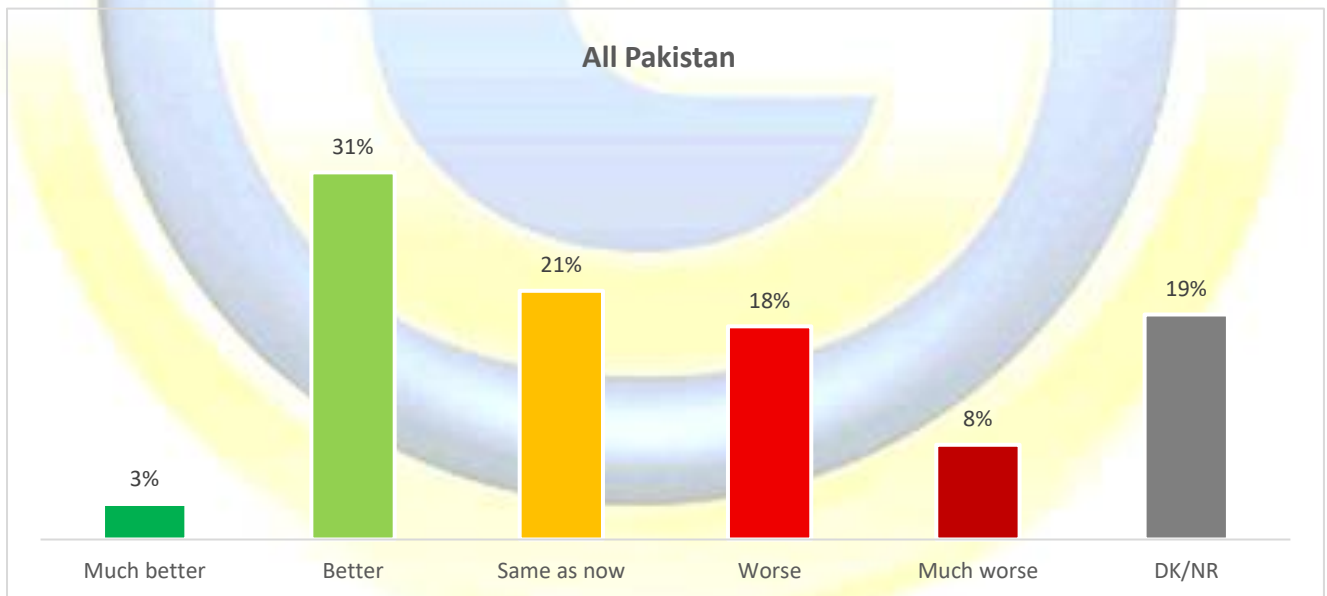
(Islamabad), 10th July 2025

According to a survey conducted by Gallup & Gilani Pakistan and Dun & Bradstreet Pakistan, 34% of Pakistanis expect their financial situation to improve in the next six months, while 26% anticipate a decline. However, a significant 21% remain uncertain, and 19% did not respond—highlighting underlying economic unpredictability and a lack of confidence in forecasting future conditions.

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, “What do you expect your household’s financial situation to be in the next 6 months?” In response, 3% said ‘much better’, 31% said ‘better’, 21% said ‘same as now’, 18% said ‘worse’, 8% said ‘much worse’, and 19% said that they did not know or gave no response.

Question: What do you expect your household’s financial situation to be in the next 6 months?

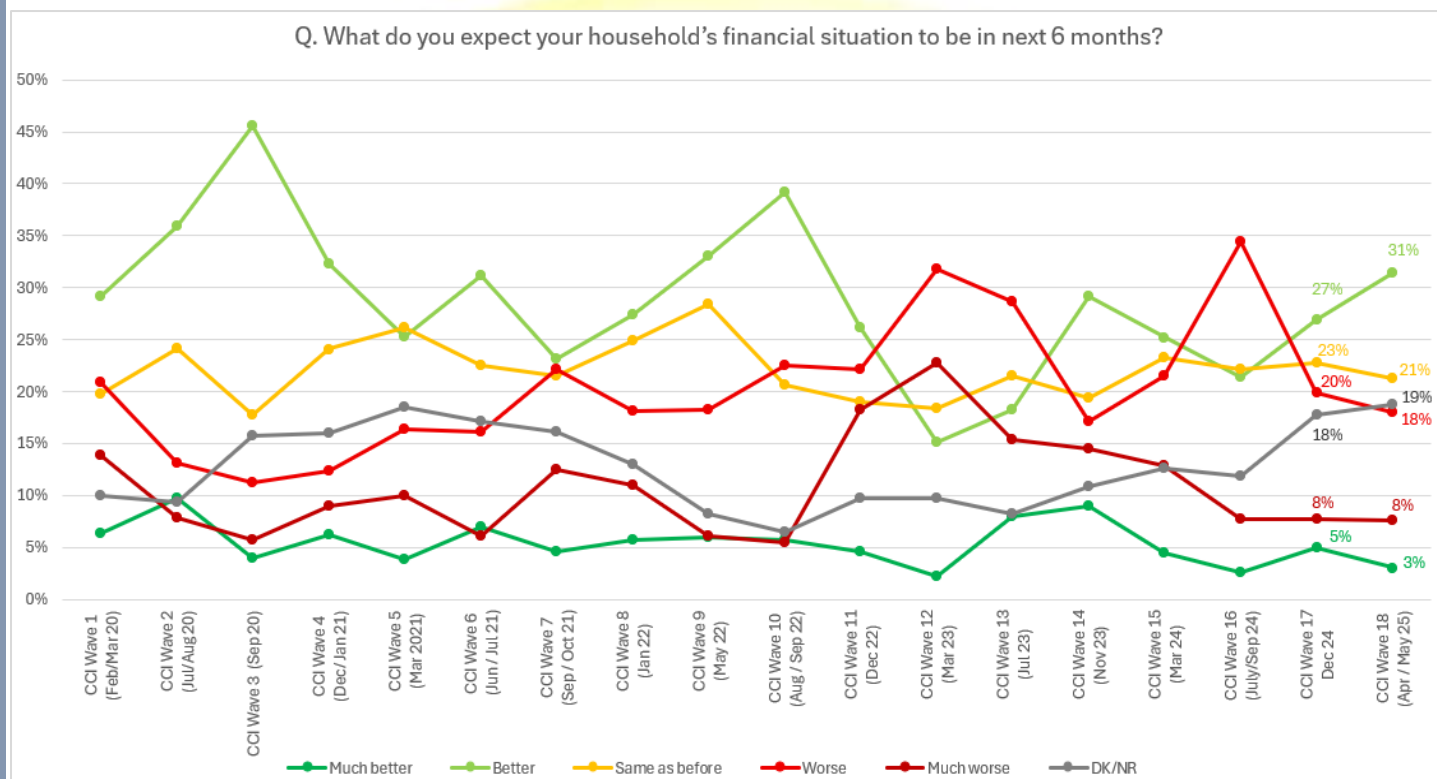


Source: Gallup & Gilani Pakistan and Dun & Bradstreet Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

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

Between Q2 FY2024–25 (Wave 17) and Q4 FY2025 (Wave 18) of the Consumer Confidence Index, consumer sentiment in Pakistan showed a slight positive shift: the proportion expecting better financial conditions increased from 27% to 31%, while those anticipating worse conditions declined from 20% to 18%. However, expectations of a 'much better' future dropped slightly from 5% to 3%, and uncertainty (DK/NR) remained high at 19%, underscoring persistent ambiguity in public expectations.



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

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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)