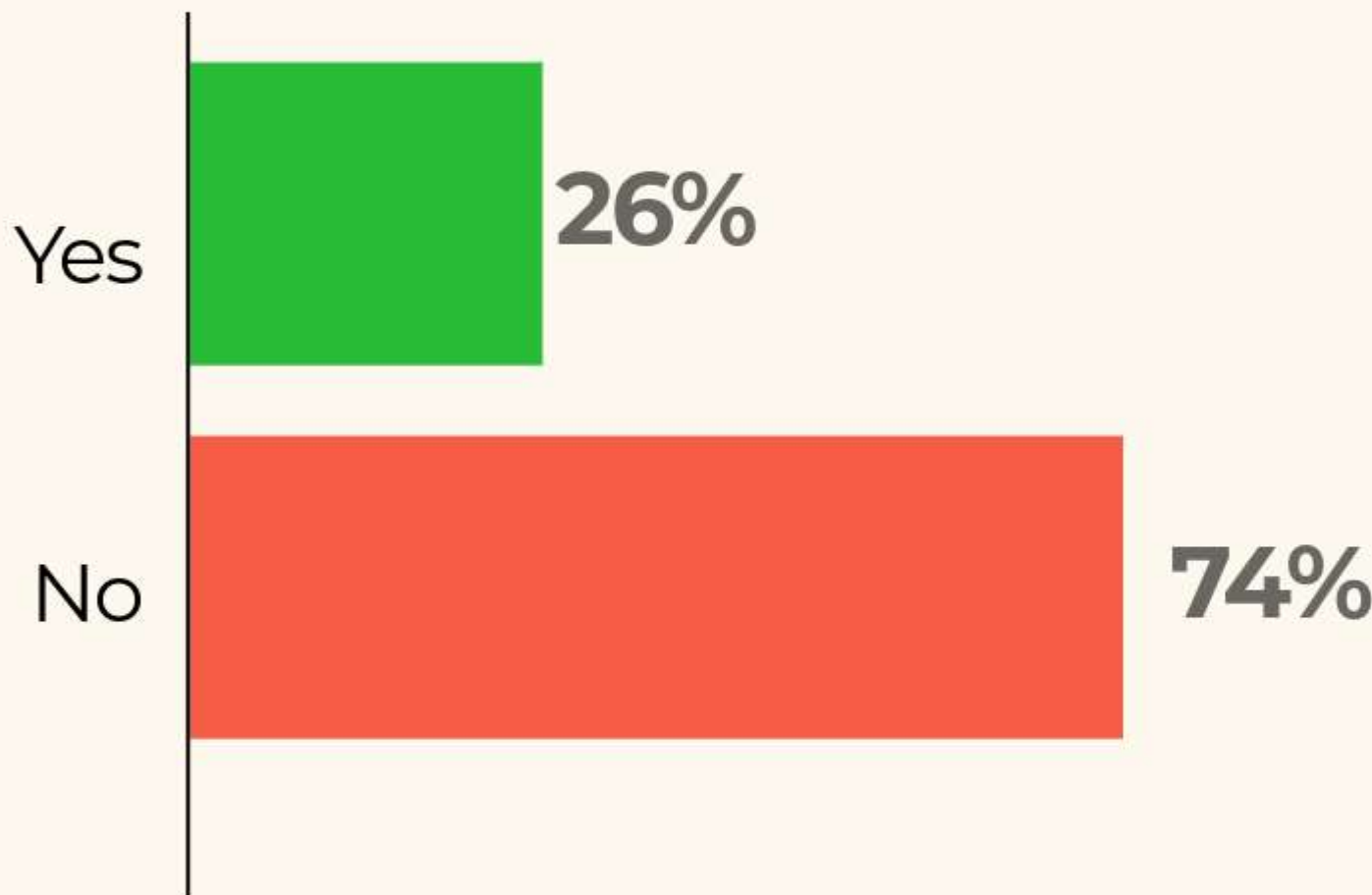


Nearly 3 in 4 Pakistanis (74%) Say They Have Never Heard of the Stock Market.



Question: Have you ever heard of the stock market?





(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll Economy Stock Market

Nearly 3 in 4 Pakistanis (74%) Say They Have Never Heard of the Stock Market. (Gallup & Gilani Survey)

(Islamabad), 3rd December 2025

According to a survey conducted by Gallup & Gilani Pakistan, 74% of Pakistanis say they have never heard of the stock market, while 26% report that they have heard of it.

A nationally representative sample of Pakistanis was asked the question: **“Have you ever heard of the stock market?”** In response, 26% said ‘Yes’ and 74% said ‘No.’

These findings highlight a significant gap in financial awareness, suggesting that knowledge of investment concepts remains limited across the country.

Question: Have you ever heard of the stock market?



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

The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 960 respondents, across urban and rural areas of all four provinces of the country, conducted from 30th October 2025 to 14th November 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).



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International



GILANI RESEARCH
FOUNDATION

Wednesday, 3rd December 2025

(2 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*

Disclaimer: Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as **Gallup Pakistan** (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by **Gallup Pakistan, the Pakistani affiliate of Gallup International Association.**

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Daily Gilani Poll
2025



of Gallup Pakistan
(1980-2025)