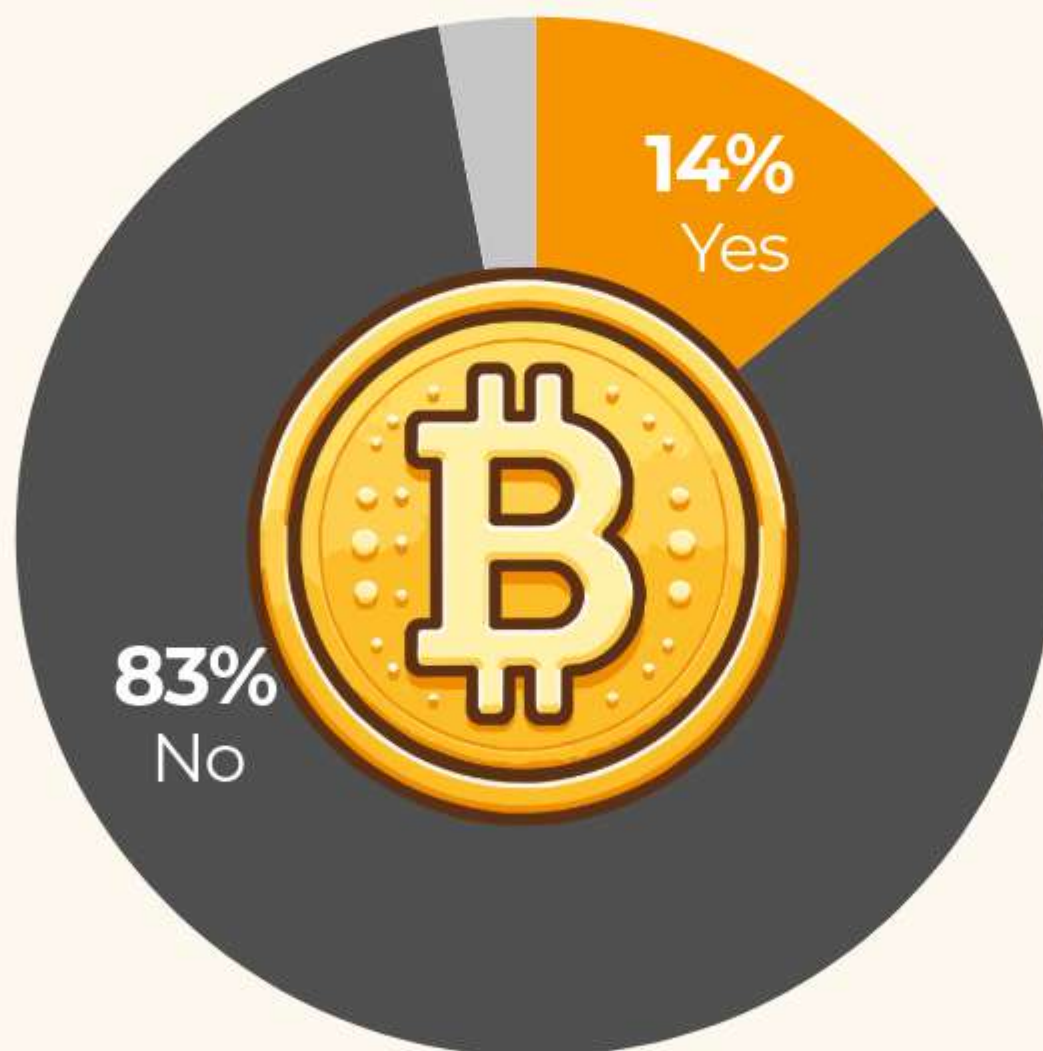


Cryptocurrency Awareness

Only **14%** Pakistanis Have Heard of Cryptocurrency; Awareness Higher in Urban Areas (**22%**) and Among FA+ Educated Respondents (**44%**)

Have you ever heard of cryptocurrency?



Don't know/No response:3%

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



(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll Technology Awareness Digital Economy **Cryptocurrency Awareness**

Only 14% Pakistanis Have Heard of Cryptocurrency; Awareness Higher in Urban Areas (22%) and Among FA+ Educated Respondents (44%) - Gallup & Gilani Survey

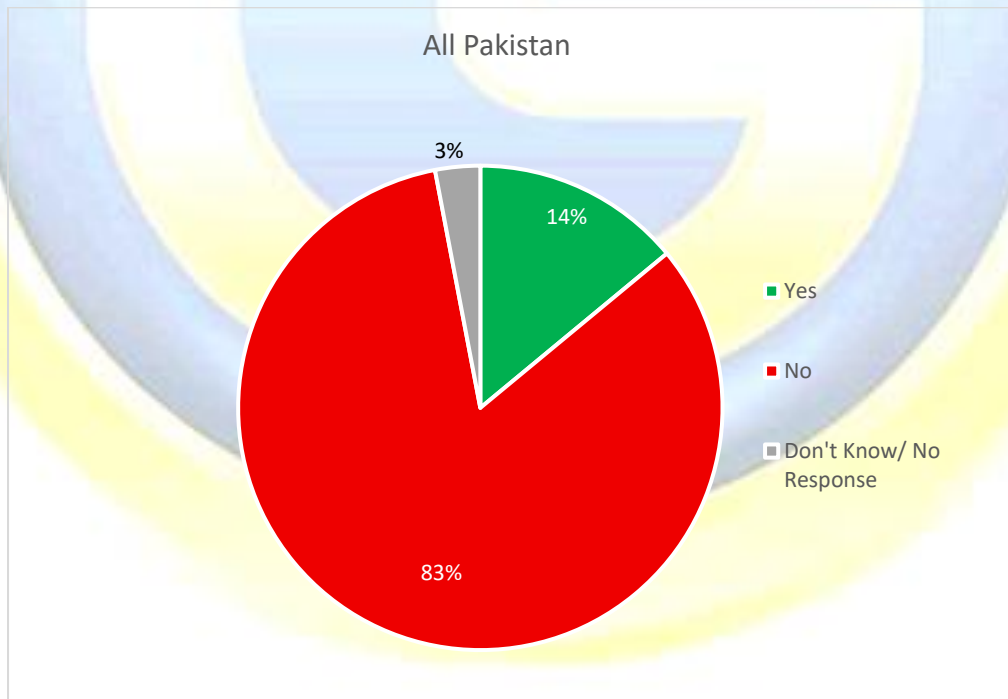
(Islamabad), 7th May 2026

According to a survey conducted by Gallup & Gilani Pakistan, only 14% of Pakistanis report that they have heard of cryptocurrency, while a large majority (83%) say they are not aware of it.

A nationally representative sample of adult Pakistanis from across the country was asked the question: **“Have you ever heard of cryptocurrency?”**. In response, 14% of respondents said they have heard of cryptocurrency, while 83% said they have not. The remaining 3% fell into the Don’t Know/No Response category.

These findings indicate that despite growing global attention around cryptocurrency, awareness in Pakistan remains limited, with fewer than 1 in 7 individuals reporting familiarity with the concept.

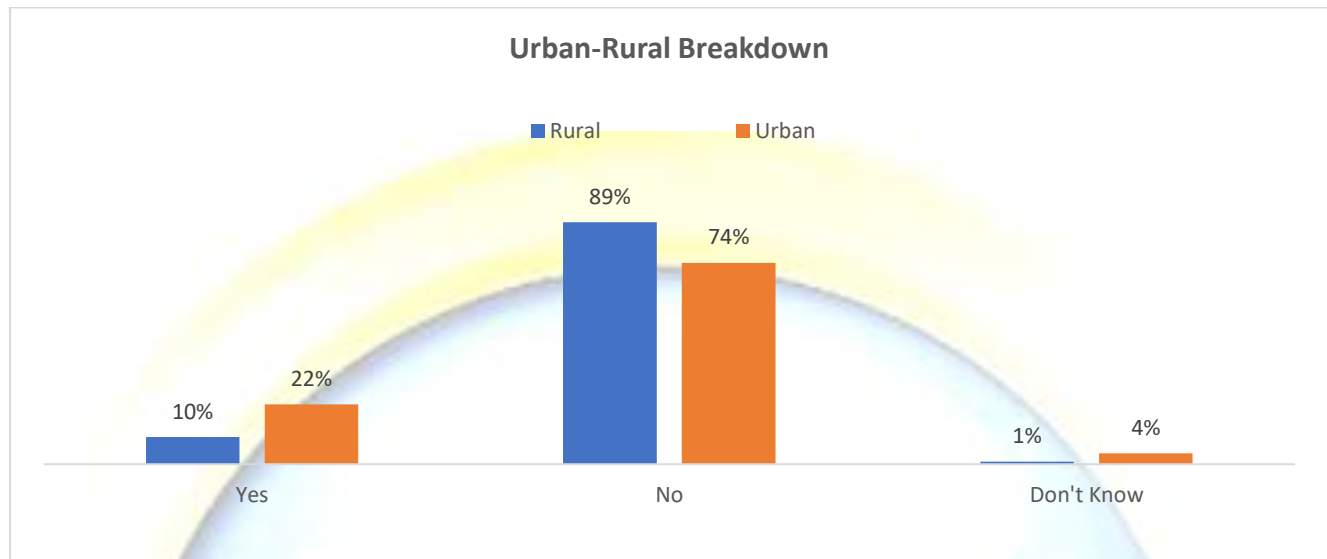
“Have you ever heard of cryptocurrency?”



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 780 respondents across urban and rural areas of all four provinces of the country, conducted from 15 January 2026 to 03 February 2026. 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).

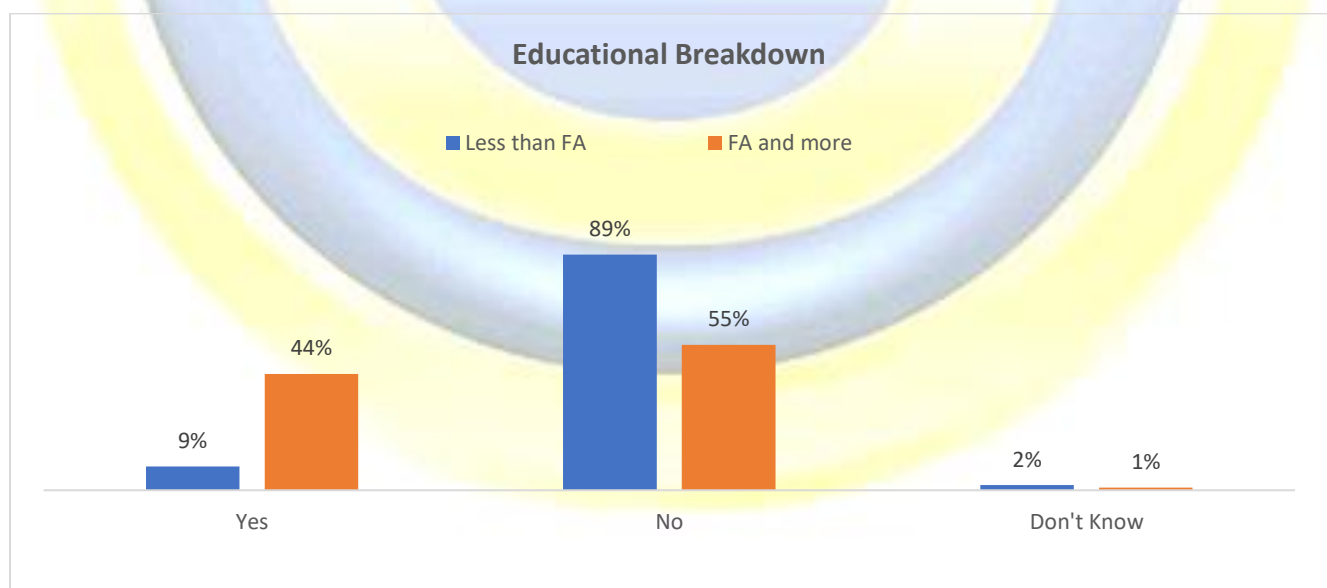
Urban-Rural Breakdown: Awareness is notably higher among urban respondents (22%) compared to rural respondents (10%), though overall awareness remains low across both groups. A large majority in both urban and rural areas report not having heard of cryptocurrency.



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

Educational Breakdown: A pronounced divide is observed across education levels. Among respondents with FA and above education, 44% report having heard of cryptocurrency, compared to only 9% among those with less than FA education.

This substantial gap highlights the role of education in shaping exposure to emerging financial technologies. More educated individuals are significantly more likely to be aware of cryptocurrency, likely due to greater access to digital platforms, financial information, and global economic trends.



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

Overall, the findings suggest that cryptocurrency awareness in Pakistan is still at an early stage, with knowledge concentrated among urban and more educated populations. Despite increasing global prominence, awareness remains low across the broader population.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International



GILANI RESEARCH
FOUNDATION

Thursday, 07 May 2026

(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*

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
2026



of Gallup Pakistan
(1980-2026)