

# Federal Government: 2 Years' Performance Scorecard

Ipsos

## Consumer Confidence Index

(Pakistan)

Q1 2026



# METHODOLOGY

## APPROACH

Computer Assisted Telephonic Interviews (CATI)

## SAMPLE

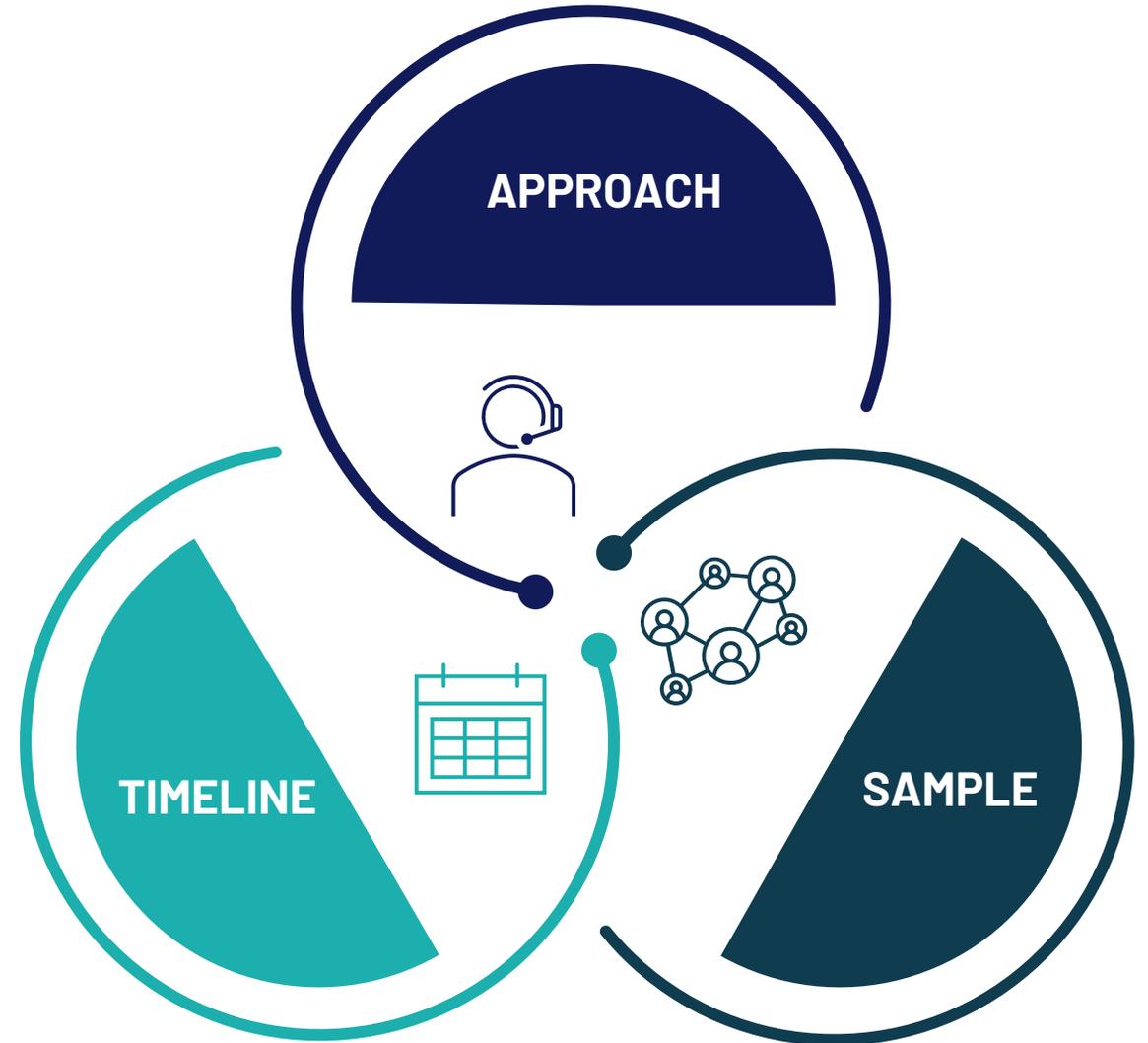
N=1000+

From all 4 provinces of Pakistan, ICT, GB & AJK  
Post-stratification survey weights for provinces, gender and SECs applied to align survey data with population distributions

## TIMELINE

Data collection done from  
2<sup>nd</sup> to 14<sup>th</sup> Feb 2026

This study had NO external sponsors or partners. It was initiated and run by Ipsos with the intention to share our understanding about the world we live in and how citizens around the globe think & feel about their world.



# Key Takeout



The results of Ipsos Two-Year Federal Government Review – Consumer Confidence Index reveals a marked and measurable improvement in Pakistan’s economic sentiment since the current took charge two years ago. Compared to Q1 2024, a decline in inflation concerns is evident, alongside notable reductions in poverty and unemployment. Confidence in the country’s direction has more than tripled and perceptions of a strong economy have risen six-fold, approaching all-time highs. This shift reflects growing public faith in the country’s leadership and direction.

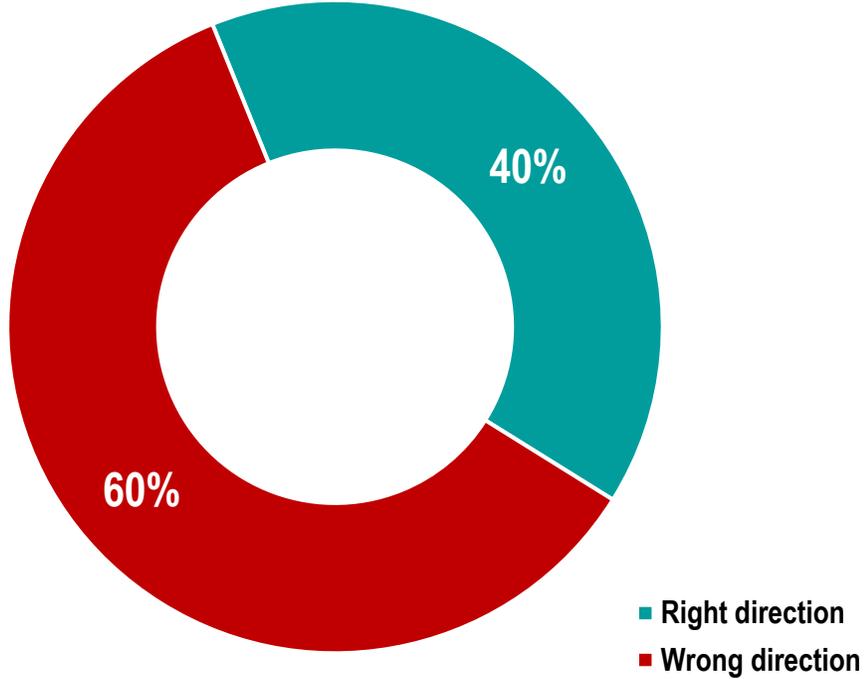
Optimism is highest among youth, where confidence continues to rise, sustained and resilient across indicators. Men, residents of Punjab, rural populations, and higher-income groups also report stronger sentiment, while older and lower-income segments remain comparatively cautious. Personal financial optimism has reached record levels, and confidence in job security has nearly doubled since Q1 2024, marking sustained improvement at the individual level. Comfort with household and major purchases continues to edge upward signaling gradual stabilization in consumer behavior.

These findings point to a clear two-year transformation in the Consumer Confidence Index, demonstrating the perceived impact of consistent governance and policy measures. Sustained performance, coupled with transparent communication of achievements, will be essential to maintain momentum, reinforce optimism, and support further improvements in economic confidence. Balanced narratives across media and public discourse can help consolidate these gains, fostering broader and long-term trust in the country’s economic trajectory.

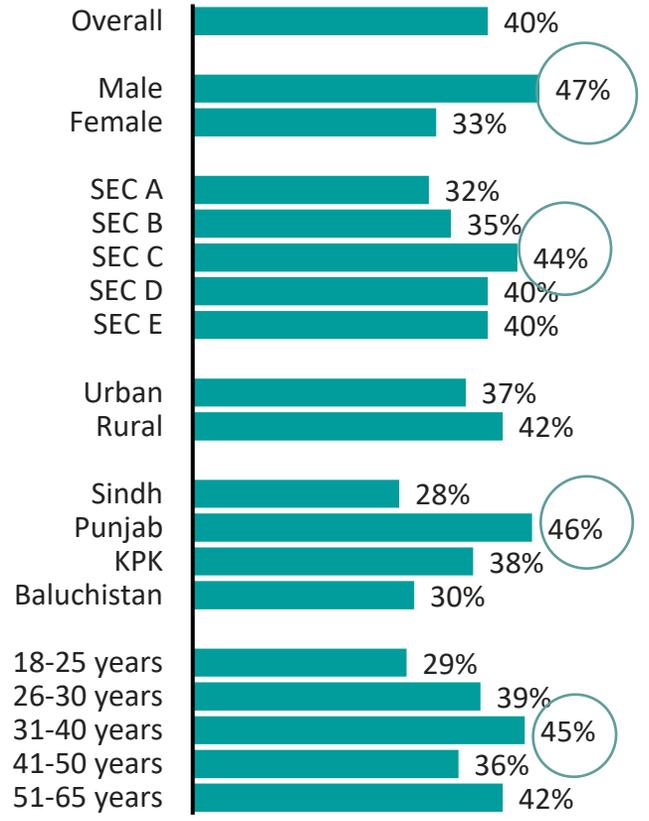
**Abdul Sattar Babar**  
*Founding CEO & MD,  
Ipsos in Pakistan*

**Country Direction:** ~ 4 in 10 Pakistanis believe the country is on the right track, with optimism higher among men, upper-lower-middle class, rural residents, and in Punjab.

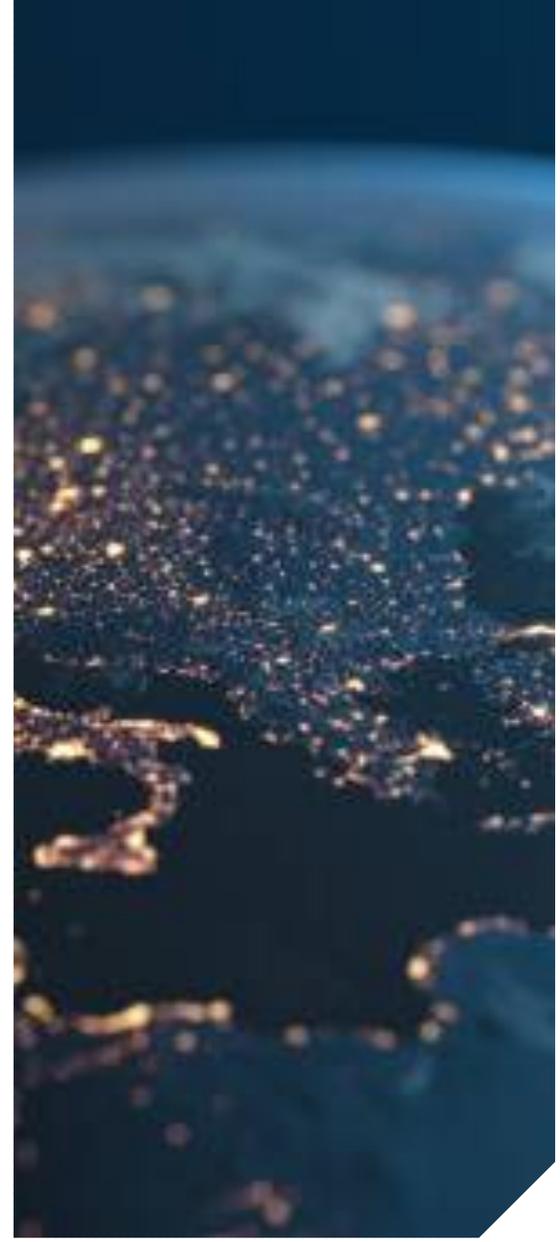
Q Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?  
 یہ بتائیے کہ آپ کے خیال میں کیا پاکستان کے حالات درست سمت میں جا رہے ہیں یا غلط سمت میں جا رہے ہیں؟



Those who said Pakistan is moving in the right direction.



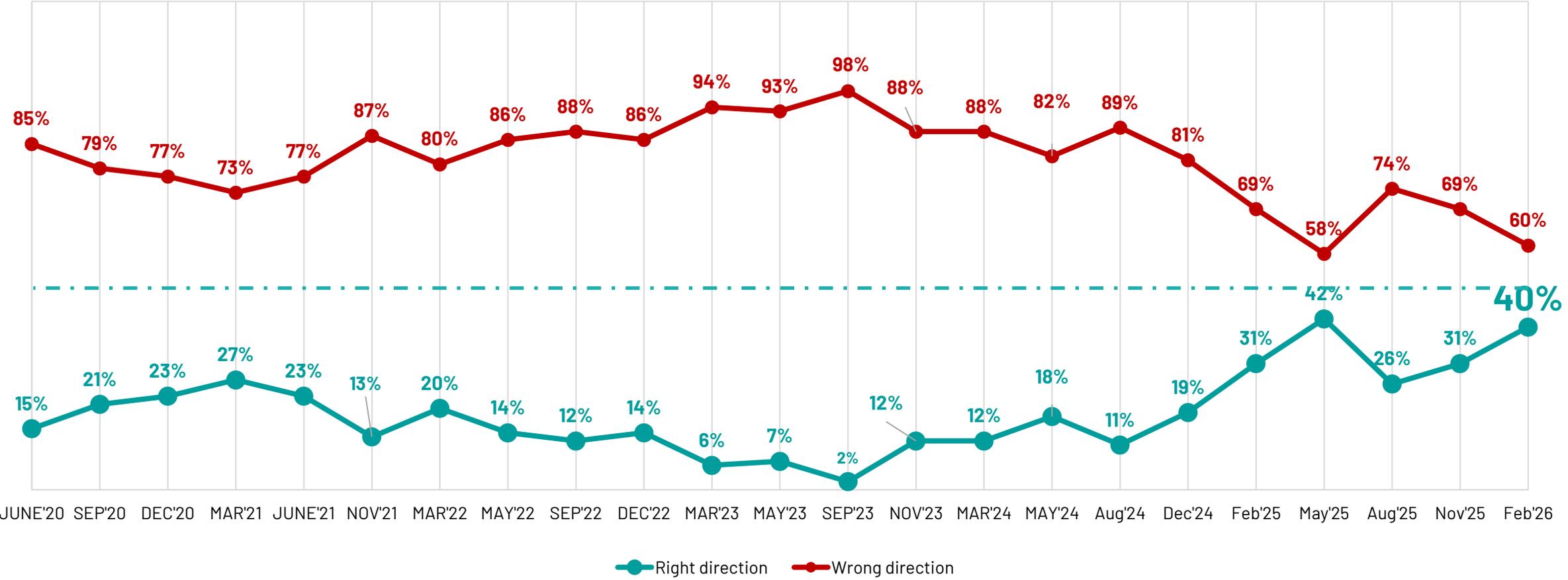
Base: 1000+ CATI Pakistani adults 18+, 02-14 Feb 2026



Confidence in the country's direction being right has increased more than **three times (12% to 40%)** since the government came to power. Highest level reached soon after Pak-India conflict.

0 Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

یہ بتائیے کہ آپ کے خیال میں کیا پاکستان کے حالات درست سمت میں جا رہے ہیں یا غلط سمت میں جا رہے ہیں؟

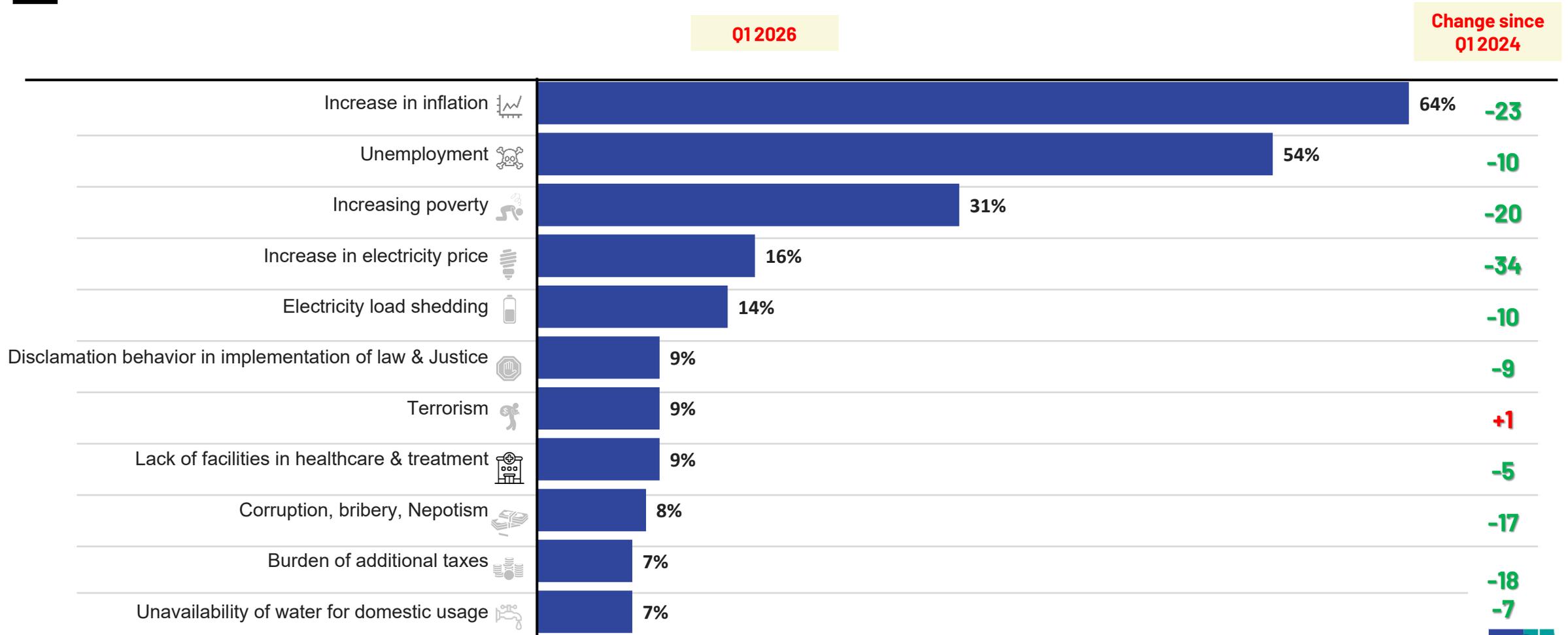


Base: 1000+ CATI Pakistani adults 18+, 02-14 Feb 2026



# Economic concerns remain most worrying, but their quantum has fallen drastically across all issues since **Q1 2024**.

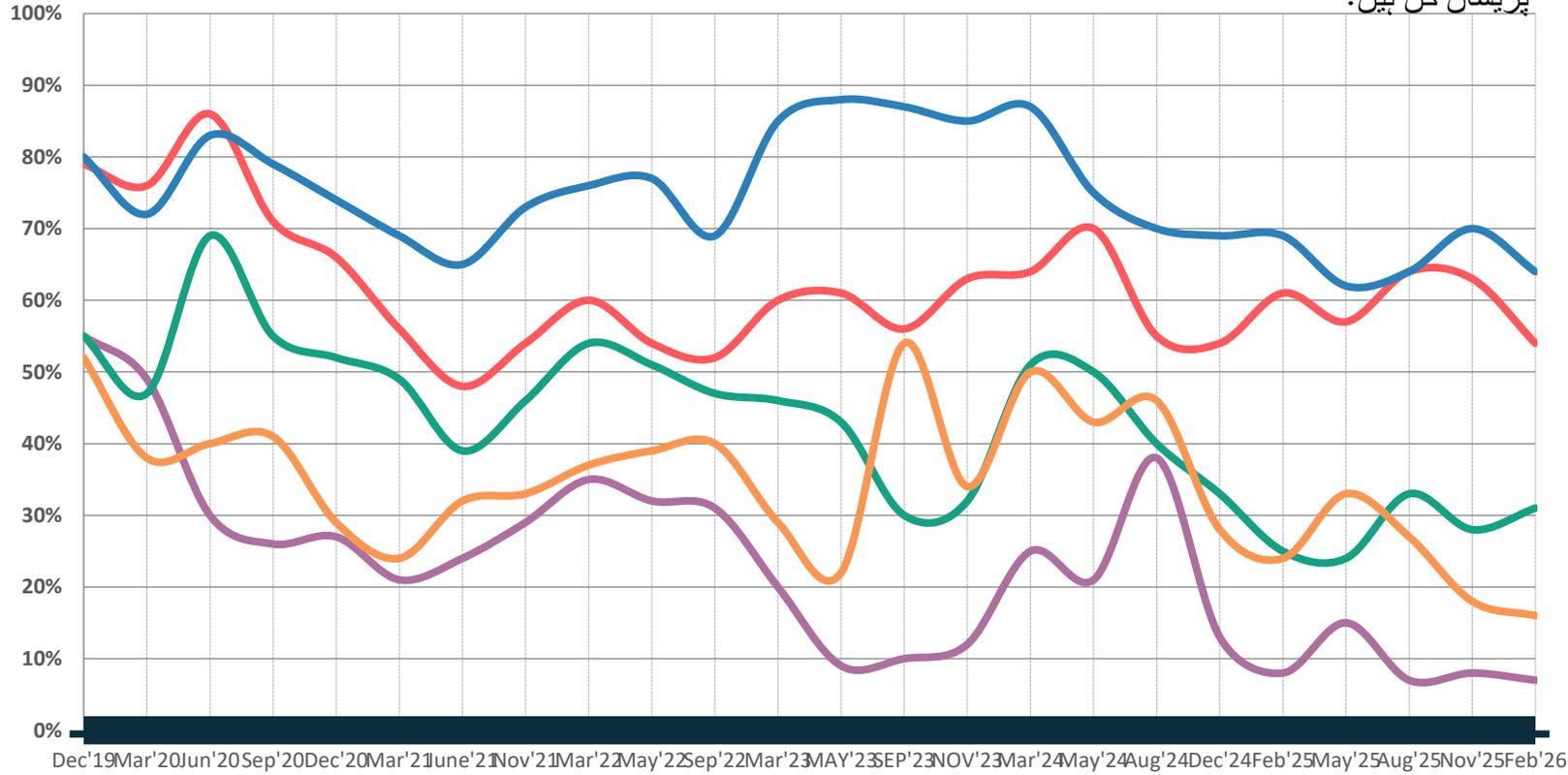
**Q** According to you, which of the following is the MOST worrying issue in Pakistan?



# Most worrying issues: Inflation, poverty, and unemployment drop significantly over two years under the government.

**Q** According to you, which of the following is the Most & Other worrying issue in Pakistan?

یہ بتائیے کہ آپ کے خیال میں پاکستان کے مندرجہ ذیل مسائل میں سے سب سے زیادہ اور کون سے مسائل پریشان کن ہیں؟



	In Q1 2026	Change since Q1 2024
Inflation	64%	-23% ↓
Unemployment	54%	-10% ↓
Increasing Poverty	31%	-20% ↓
Increase in electricity prices	16%	-34% ↓
Burden of additional taxes	7%	-18% ↓

Base: 1000+ CATI Pakistani adults 18+, 02-14 Feb 2026



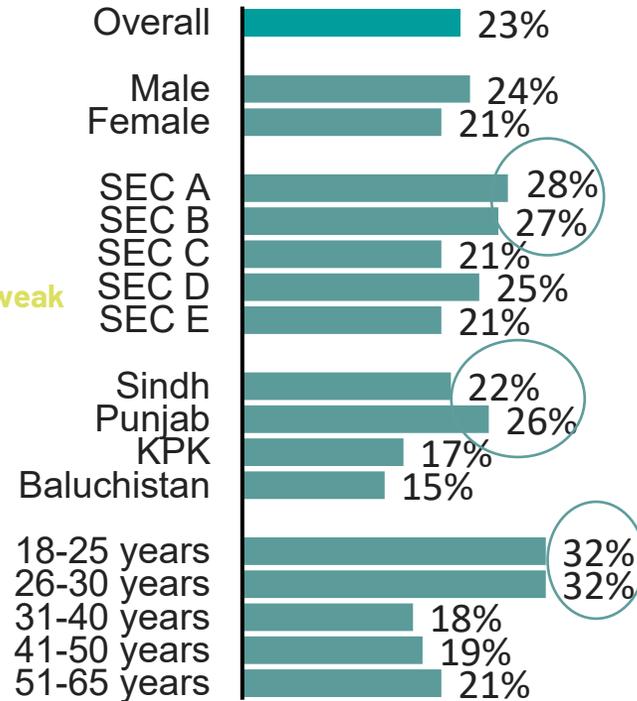
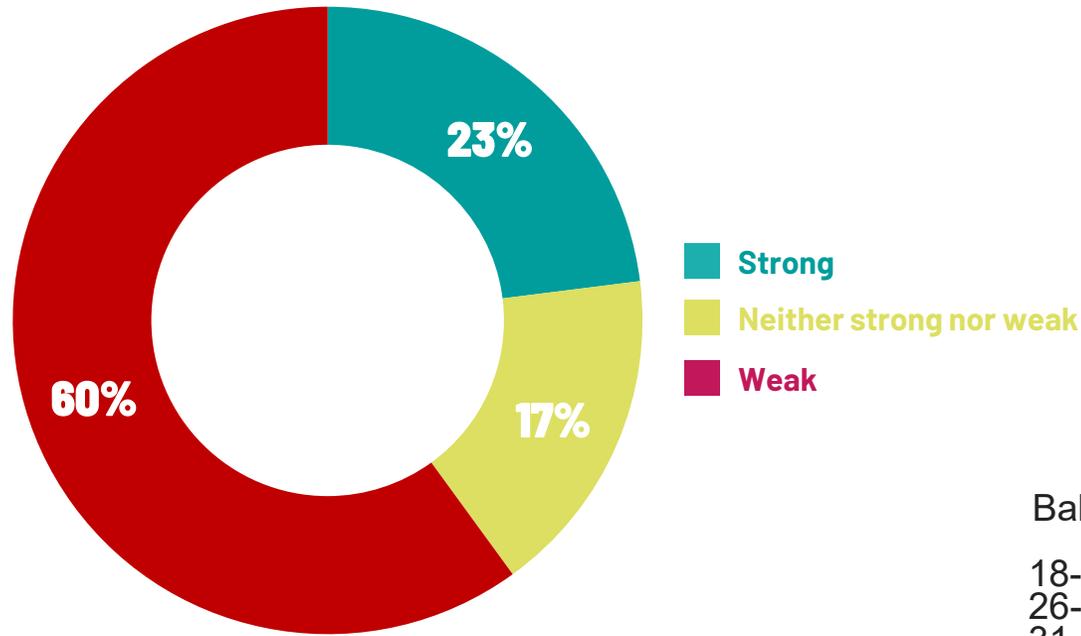
# CURRENT INDEX

# Current State of Economy: ~1 in 4 Pakistanis believes the economy is strong, led by men, youth, Punjab & Sindh residents, and affluents.

**Q** Rate the current state of the economy in Pakistan. Using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

یہ بتائیے کہ آپ ملک کی معاشی صورتحال کے بارے میں کیا کہیں گے/گی؟ آپ اپنا جواب 1 سے 7 کے اسکیل کی مدد سے دیں جہاں 1 کا مطلب بہت کمزور معیشت جبکہ 7 کا مطلب بہت مضبوط معیشت ہے؟

Those who say current economic state is strong



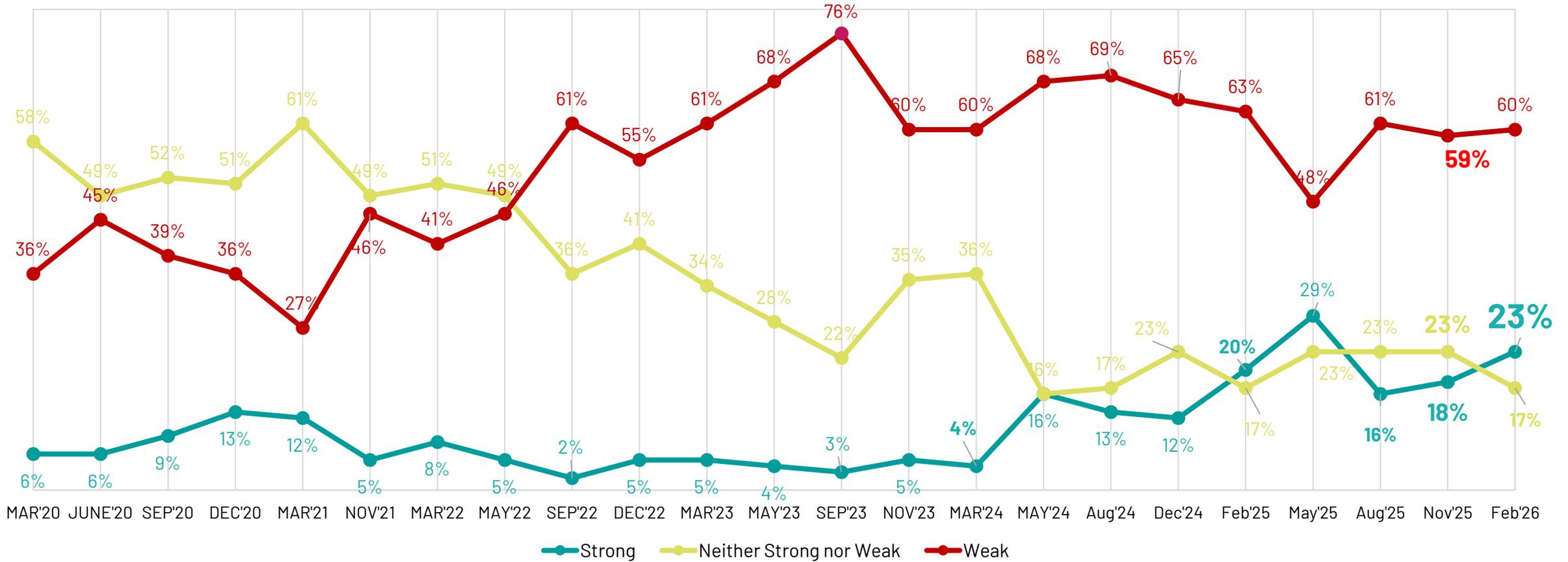
Base: 1000+ CATI Pakistani adults 18+, 02-14 Feb 2026



# Current State of Economy: The perception of a strong economy has jumped from **4% to 23% (6 times)** since Q1 2024 since the government took office, approaching its highest recorded level.

**Q** Rate the current state of the economy in Pakistan. Using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

یہ بتائیے کہ آپ ملک کی معاشی صورتحال کے بارے میں کیا کہیں گے/گی؟ آپ اپنا جواب 1 سے 7 کے اس کیل کی مدد سے دیں جہاں 1 کا مطلب بہت کمزور معیشت جبکہ 7 کا مطلب بہت مضبوط معیشت ہے؟



Base: 1000+ CATI Pakistani adults 18+, 02-14 Feb 2026

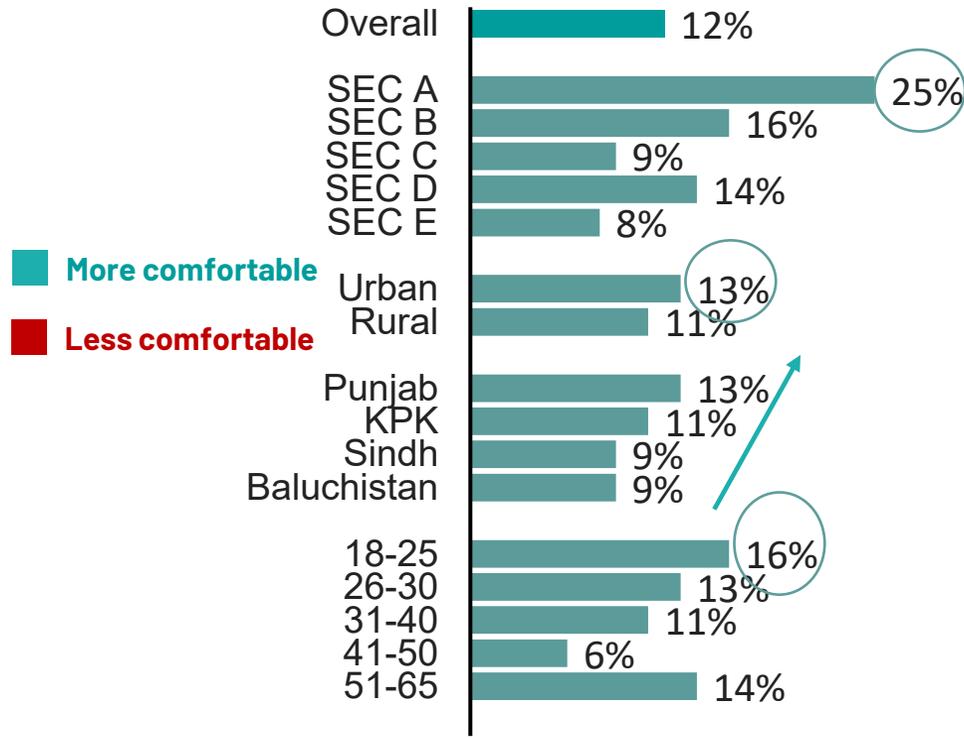
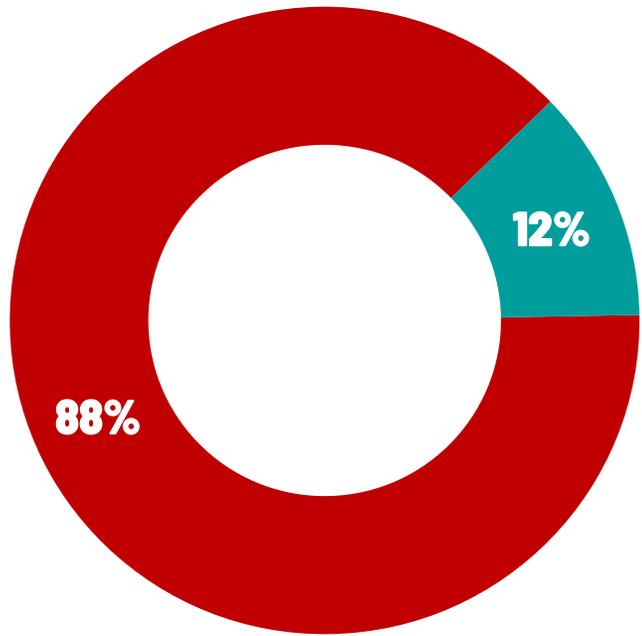


# Household Purchases: ~12% Pakistanis feel comfortable with household purchases, with comfort higher among youth, affluent, urban & Punjab residents.

0 Compared to 1 year ago, are you now more or less comfortable making other household purchases?

یہ بتائیے کہ گذشتہ ایک سال پہلے کے مقابلے میں آج کل آپ کے لئے عام گھریلو یا ذاتی استعمال کی اشیاء کی خریداری کرنا آسان ہو گیا ہے یا مشکل ہو گیا ہے؟

Those who say they are more comfortable in making other household purchases



Base:1000+ CATI Pakistani adults 18+, 02- 14 Feb 2026

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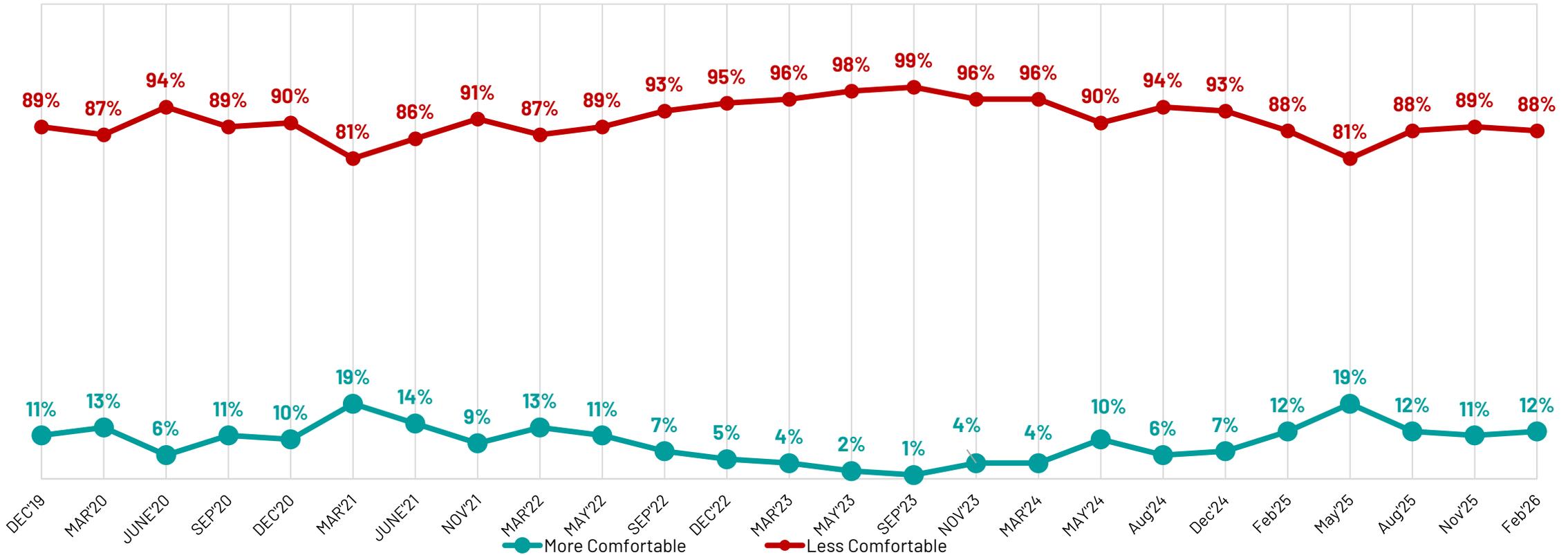


**Comfort in making household purchases** has **tripled** from **4% in Q1 2024 to 12%** now, marking steady progress over the government's two-year term.

0

Compared to 1 year ago, are you now more or less comfortable making other household purchases?

یہ بتائیے کہ گذشتہ ایک سال پہلے کے مقابلے میں آج کل آپ کے لئے عام گھریلو یا ذاتی استعمال کی اشیاء کی خریداری کرنا آسان ہو گیا ہے یا مشکل ہو گیا ہے؟



Base: 1000+ CATI Pakistani adults 18+, 02-14 Feb 2026

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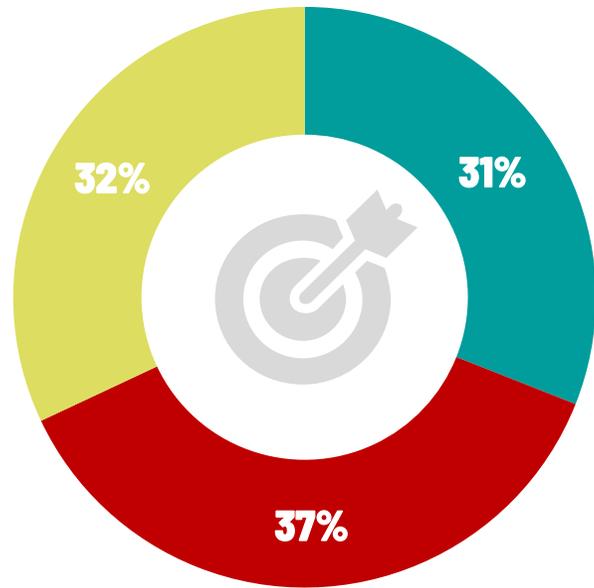


# EXPECTATIONS INDEX

# Expectations from Economy: ~1 in 3 Pakistanis expect the economy to strengthen, with optimism highest among youth, rural area, upper & lower-income groups, and residents of Punjab.

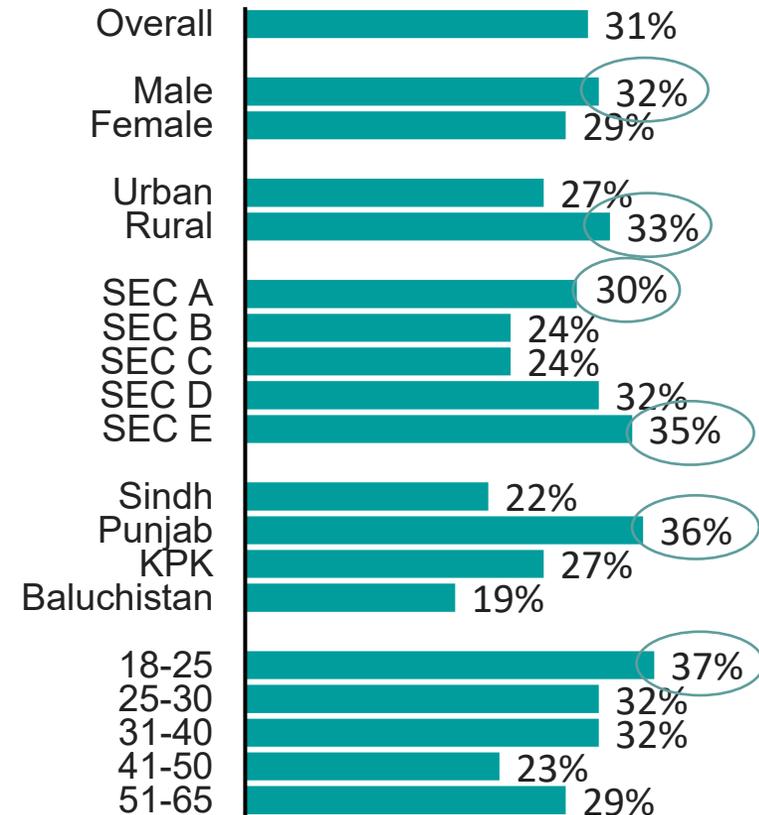
0 Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

آئندہ چھ ماہ کے بارے میں سوچتے ہوئے یہ بتائیے کہ آپ کے خیال میں آئندہ چھ ماہ کے دوران آپ کے علاقے کے معاشی صورتحال کیسی ہوگی؟



Stronger Stays the same Weaker

## Those who expect economy to get stronger in 6 months

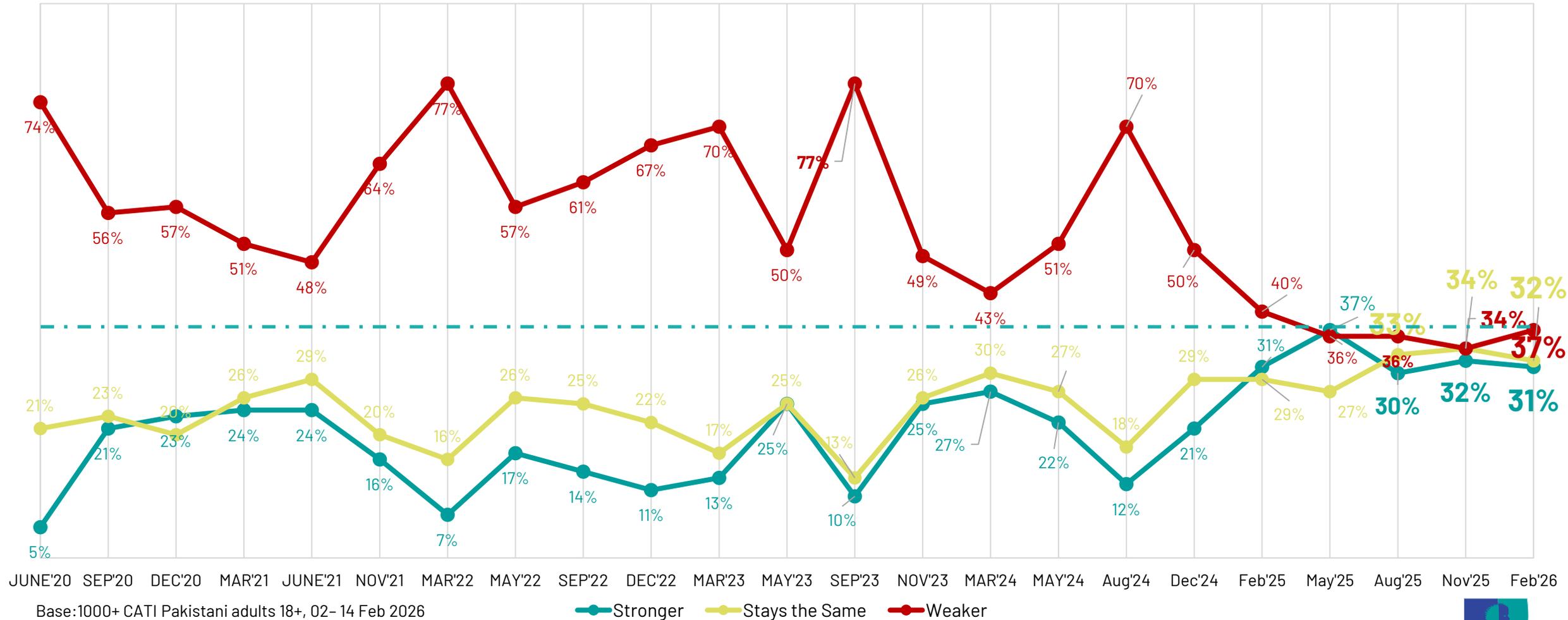


Base: 1000+ CATI Pakistani adults 18+, 02-14 Feb 2026

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# Expectations from Economy: Optimism reaches **31%** under the government, up from **27%** in Q1 2024, nearing post-conflict highs as pessimism gradually declines.

**Q** Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?  
 آئندہ چھ ماہ کے بارے میں سوچتے ہوئے یہ بتائیے کہ آپ کے خیال میں آئندہ چھ ماہ کے دوران آپ کے علاقے کے معاشی صورتحال کیسی ہوگی؟



Base: 1000+ CATI Pakistani adults 18+, 02-14 Feb 2026

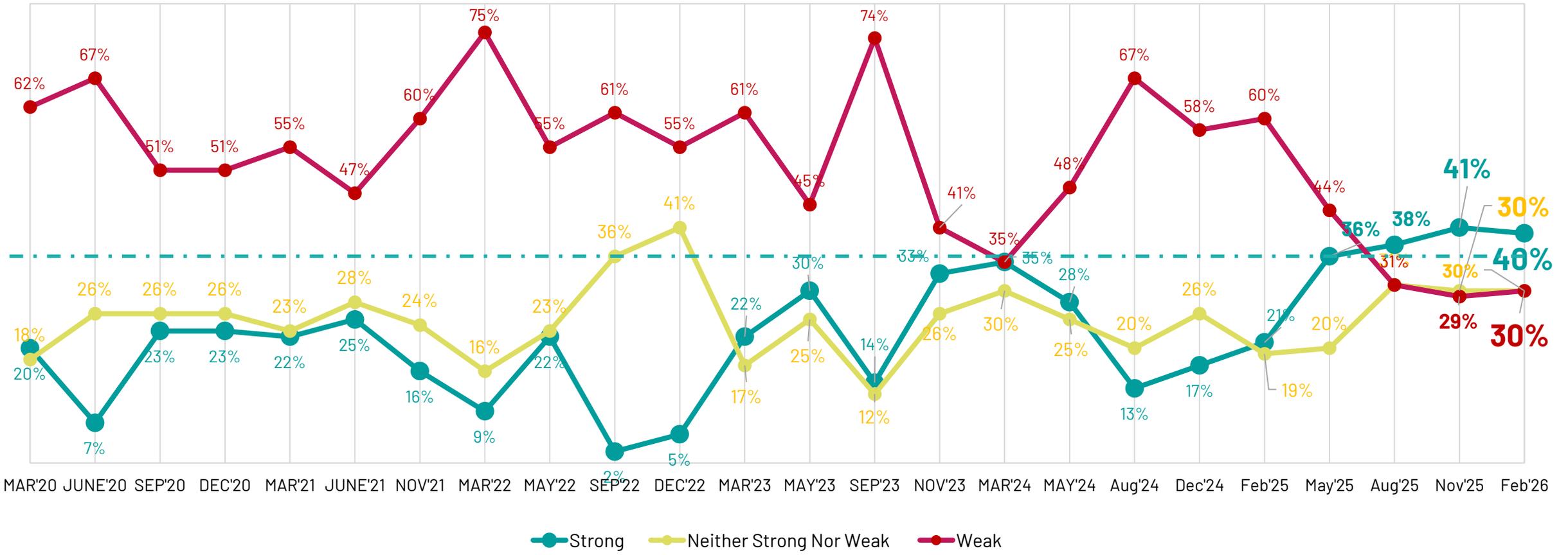
● Stronger ● Stays the Same ● Weaker



# INVESTMENT INDEX

# Personal financial optimism hits an almost record high of **40%**, up from **35%** since Q1 2024, reflecting sustained positive sentiment under the government.

**Q** Looking ahead six months from now, do you expect your personal financial situation to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?  
 آئندہ چھ ماہ کے بارے میں سوچتے ہوئے یہ بتائیے کہ آپ کے خیال میں آئندہ چھ ماہ کے دوران آپ کی اپنی معاشی صورتحال کیسی ہوگی؟



Base: 1000+ CATI Pakistani adults 18+, 02-14 Feb 2026

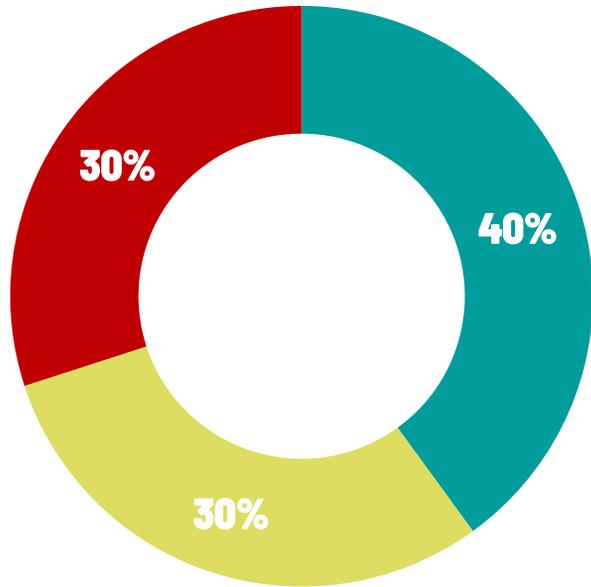


**Personal Financial Situation:** 40% of Pakistanis expect their finances to improve, with optimism highest among youth, men, Punjab residents, and upper & middle-income groups.

0

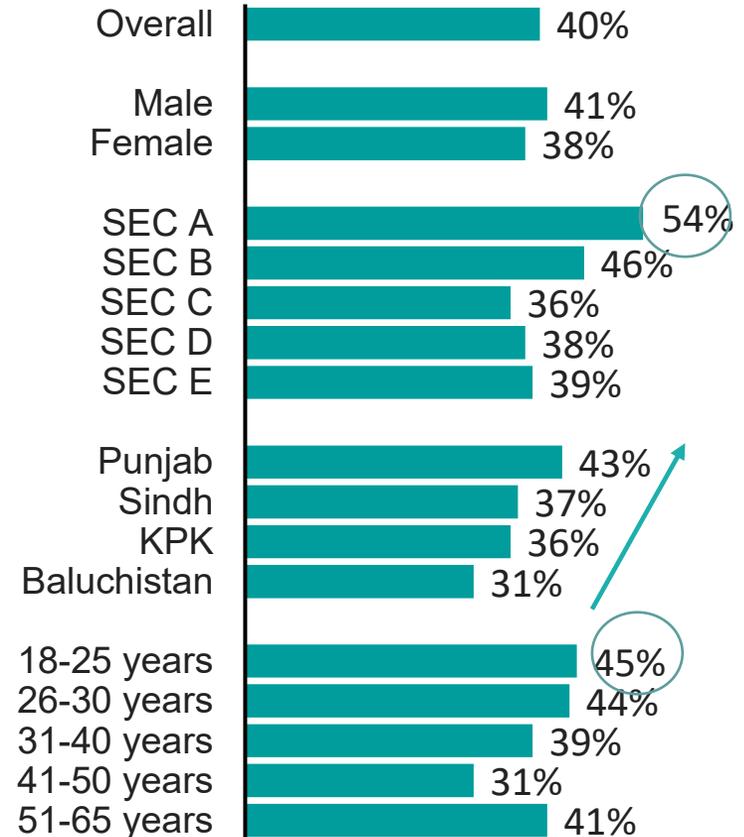
آئندہ چھ ماہ کے بارے میں سوچتے ہوئے یہ بتائیے کہ آپ کے خیال میں آئندہ چھ ماہ کے دوران آپ کی اپنی معاشی صورتحال کیسی ہوگی؟

Looking ahead six months from now, do you expect your personal financial situation to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?



Stronger Stays the same Weaker

**Those who expect economy to get stronger in 6 months**



Base:1000+ CATI Pakistani adults 18+, 02- 14 Feb 2026

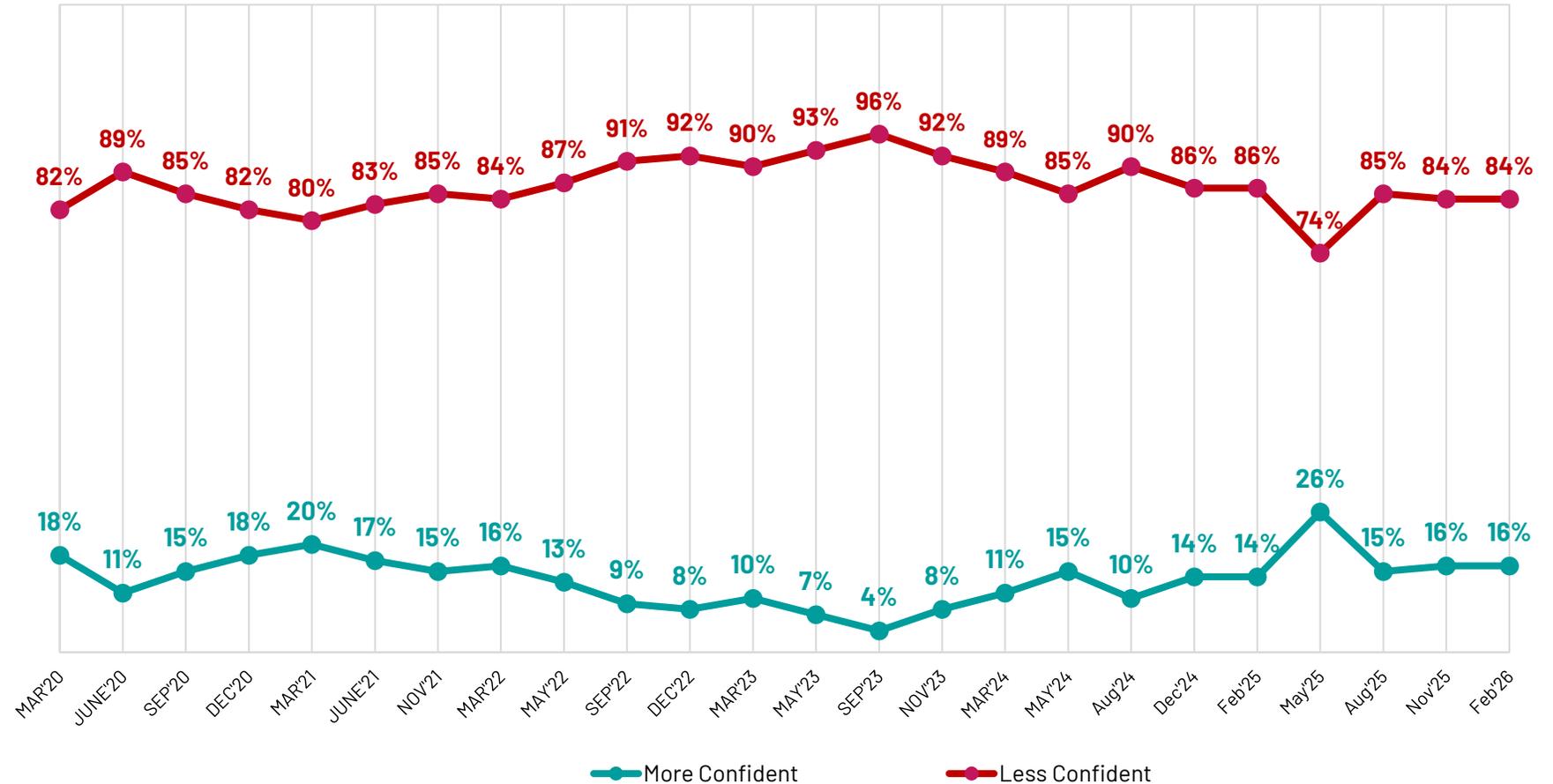
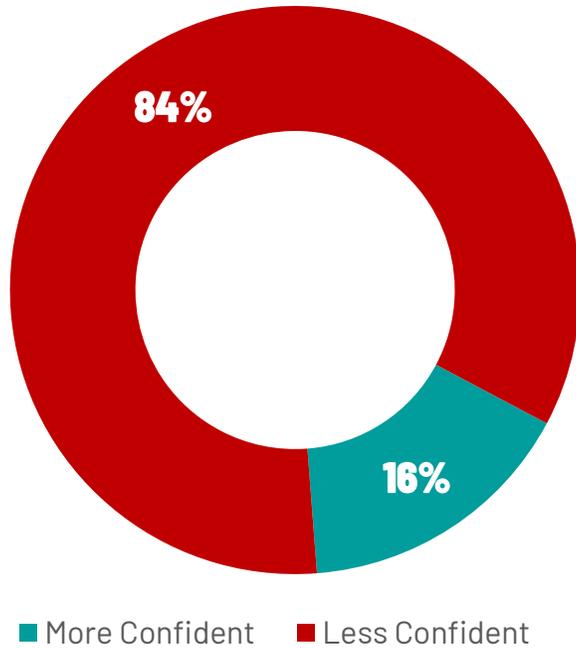
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**Confidence to invest** has grown steadily over two years, rising from **11% to 16%**, with even stronger optimism among urban residents, men, youth, Punjab, and affluent groups.

Q

Compared to 1 year ago, are you NOW more or less confident to invest in the future, including your ability to save money for your retirement or your children's education?

یہ بتائیے کہ گذشتہ ایک سال پہلے کے مقابلے میں آج کل آپ اس حوالے سے کس حد تک کم یا زیادہ پراعتماد ہیں کہ آپ میں مستقبل مثلاً ریٹائرمنٹ کے بعد یا اپن ے بچوں کی تعلیم، شادی وغیرہ کے اخراجات کے لئے پیسہ بچانے کی صلاحیت موجود ہے؟



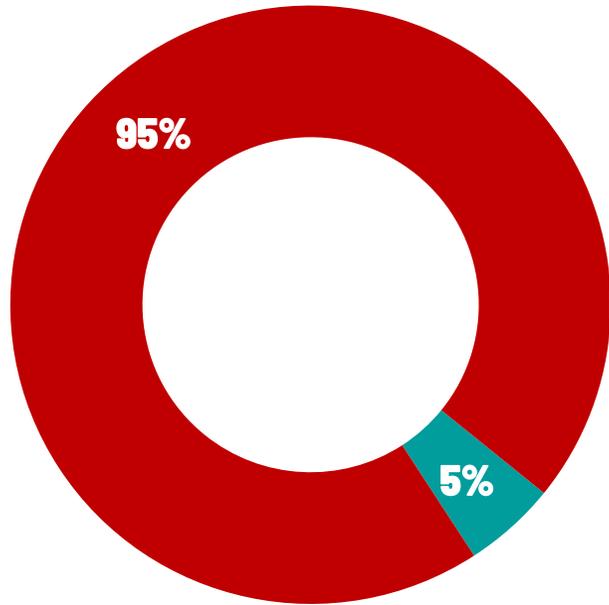
Base:1000+ CATI Pakistani adults 18+, 02- 14 Feb 2026



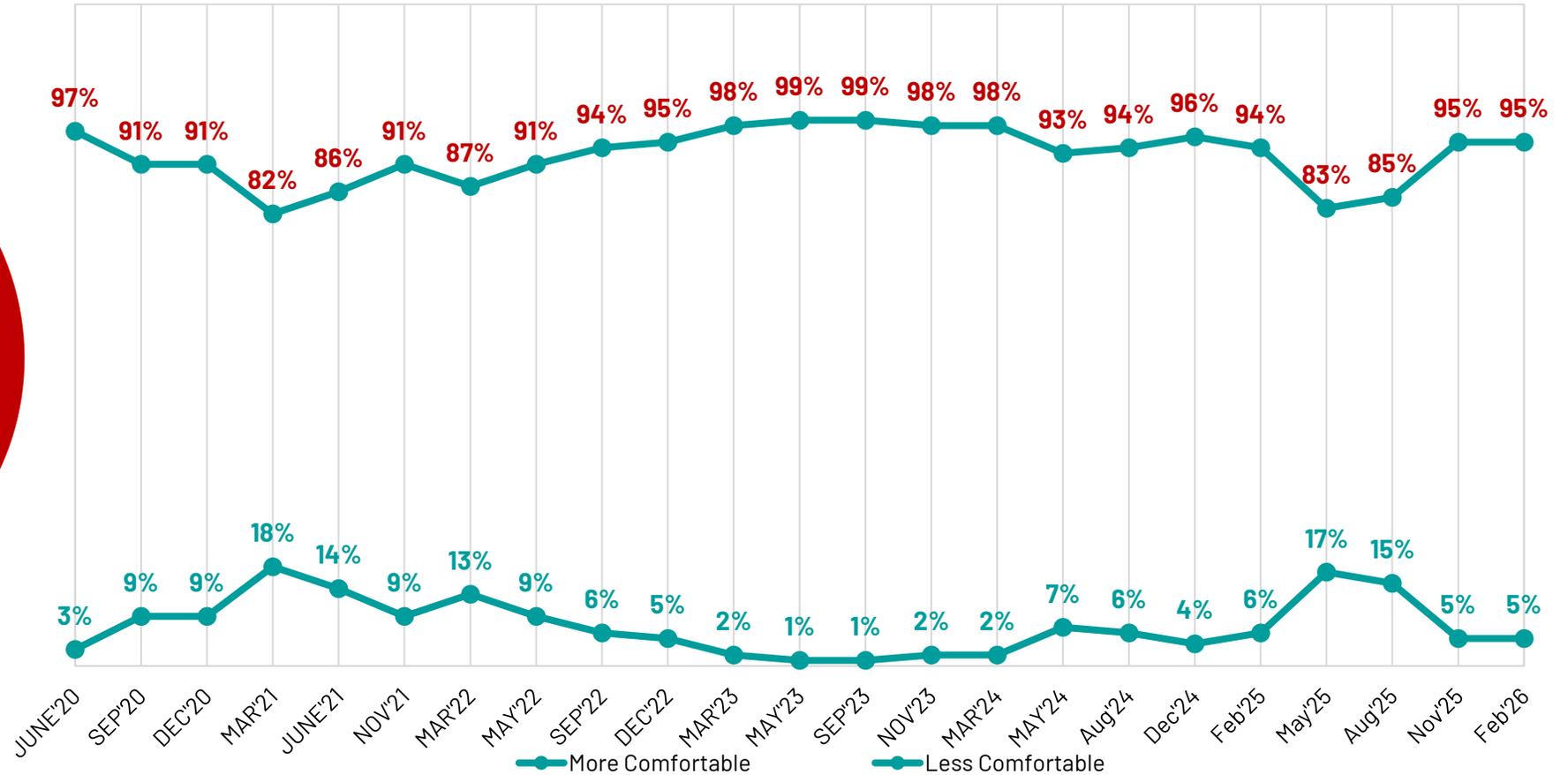
**Comfort in making major purchases** edges up from **2% in Q1 2024 to 5% in Q1 2026**, showing a modest improvement over the past two years.

**Q** Compared to 1 year ago, are you NOW more or less comfortable making a major purchase, like a home or car?

یہ بتائیے کہ گذشتہ ایک سال پہلے کے مقابلے میں آج کل آپ کے لئے کوئی بڑی خریداری کرنا مثلاً جائیداد، گاڑی یا نئے کپڑے وغیرہ خریدنا آسان ہو گیا ہے یا مش کل ہو گیا ہے؟



■ More Comfortable ■ Less Comfortable



Base:1000+ CATI Pakistani adults 18+, 02- 14 Feb 2026

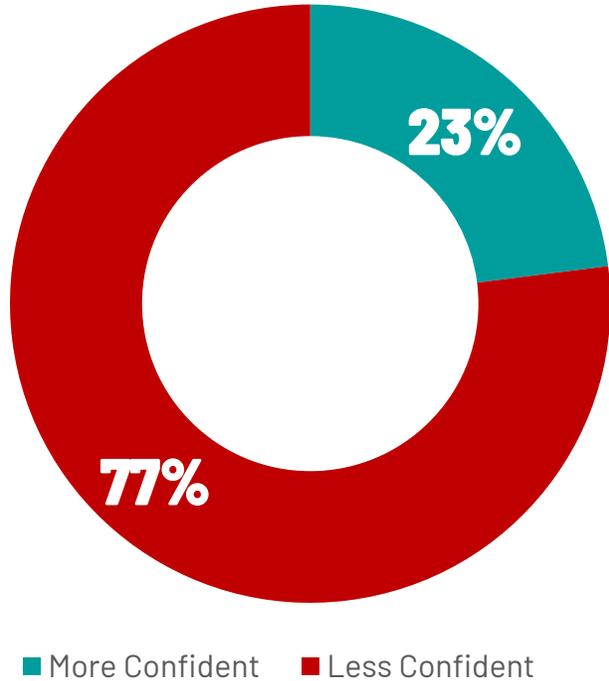


# JOBS INDEX

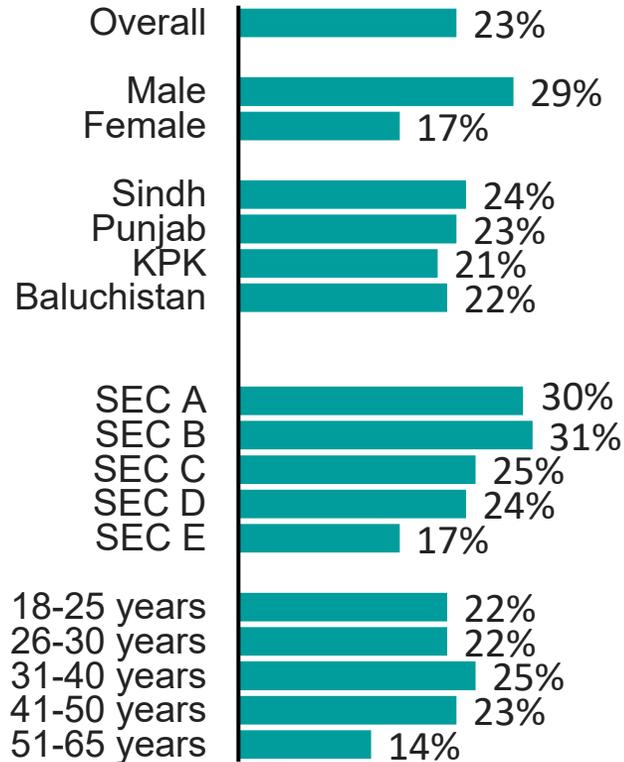
# Confidence in Job Security: Around **2 in 10** Pakistanis feel secure in their jobs, with highest confidence among adults, men, and residents of Sindh & Punjab.

**Q** Compared know personally?

یہ بتائیے کہ گذشتہ ایک سال پہلے کے مقابلے میں آج کل آپ اپنی یا اپنے گھرانے کے افراد یا جان پہچان والے افراد کے ذریعہ معاش مثالاً مالزمت، کاروبار وغیرہ کے باقی رہنے کے حوالے سے مجموعی طور پر کس حد تک کم یا زیادہ پراعتماد ہیں؟



Those who are confident about job security.

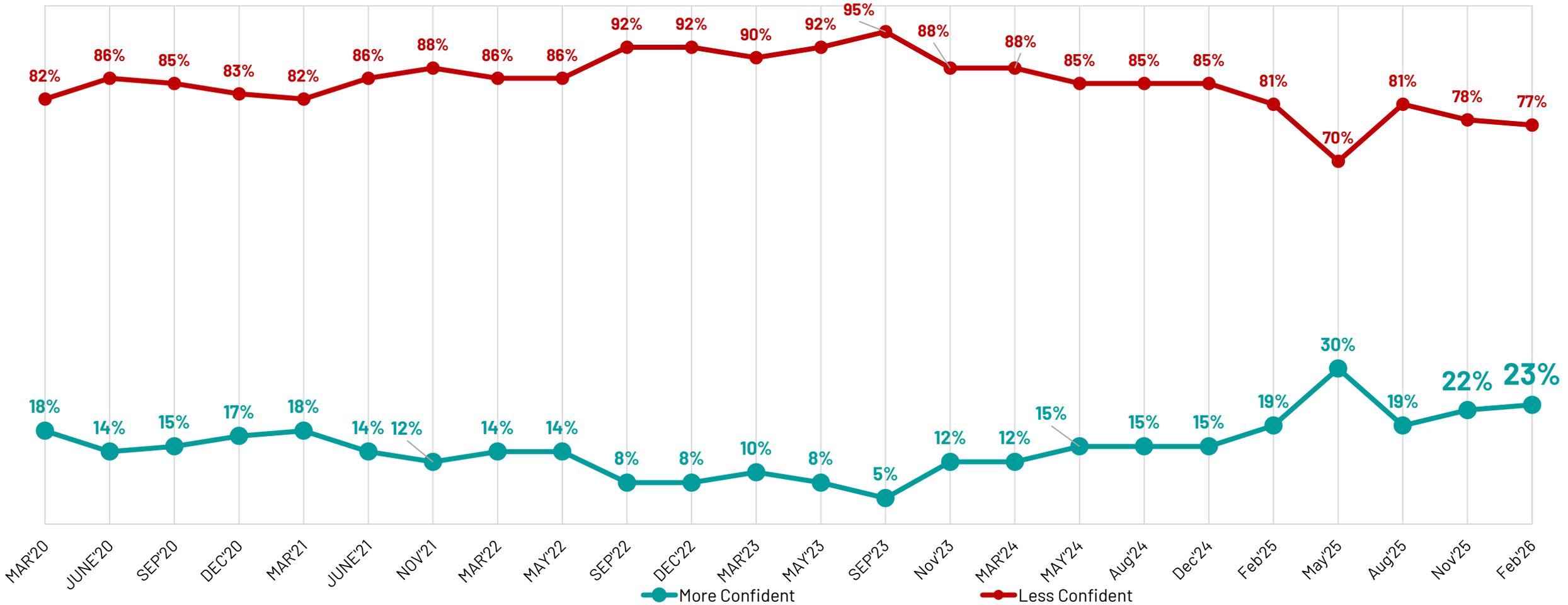


Base:1000+ CATI Pakistani adults 18+, 02- 14 Feb 2026

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**Confidence in job security** has nearly doubled over the past two years under the government, rising from **12% in Q1 2024 to 23%**, close to the post-Pakistan-India conflict peak.

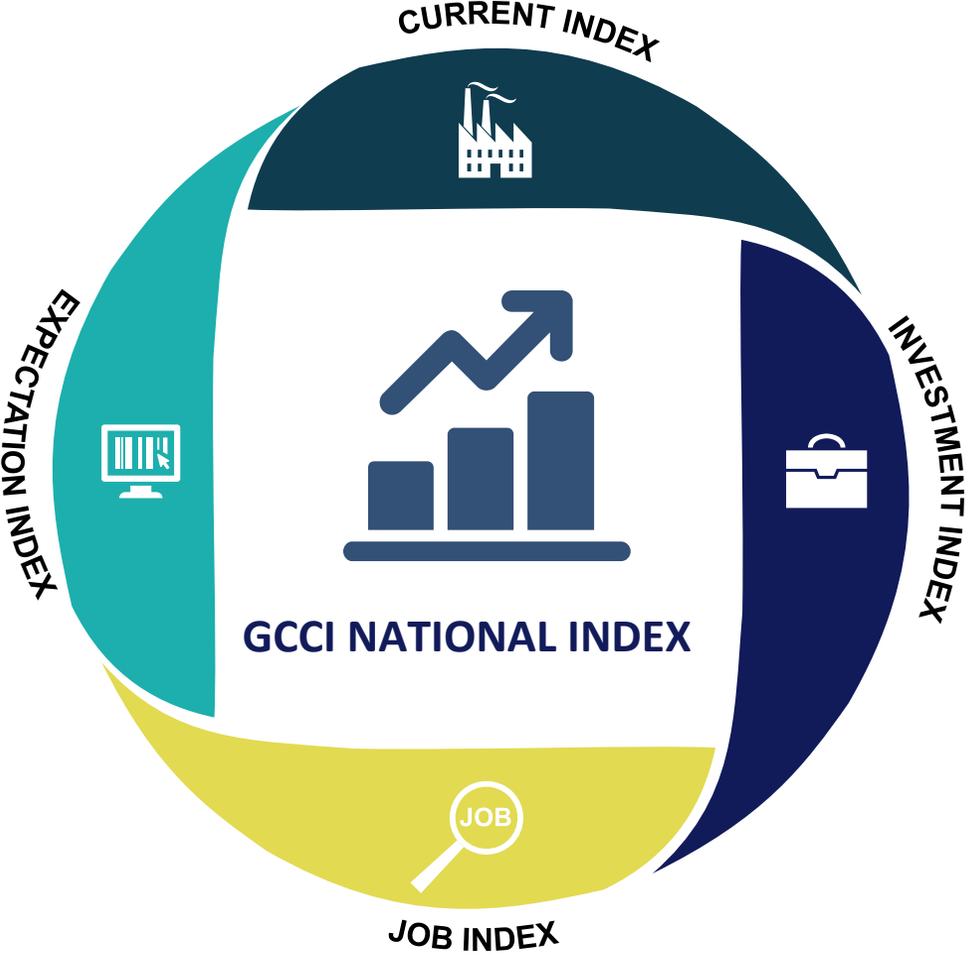


Base: 1000+ CATI Pakistani adults 18+, 02-14 Feb 2026

# Global Consumer Confidence Index



# IPSOS GLOBAL CONSUMER CONFIDENCE INDEX (GCCCI\*)



**GCCI NATIONAL INDEX:** Reflects respondents' perception of current local economy, future local economy, current financial situation, future financial situation, major purchase comfort, household purchase comfort, job security, investment confidence, job loss experience and job loss expectation within their country.

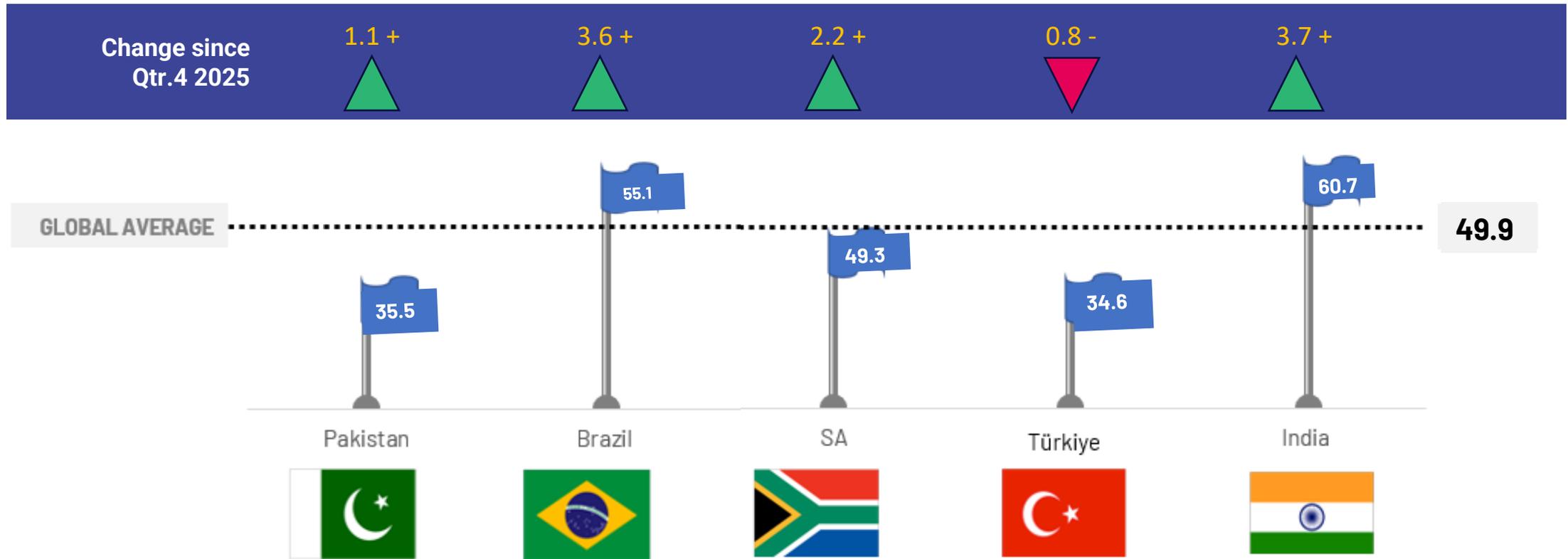
**GCCI EXPECTATION INDEX:** Reflects respondents' attitude regarding the future local economy, future financial situation and job loss expectation within their country.

**GCCI CURRENT INDEX:** Reflects respondents' perception of current economic climate, ability to make household purchases, job security, and investment confidence within the country.

**GCCI INVESTMENT INDEX:** Reflects respondents' perception of current financial situation, future financial situation, major purchase comfort, household purchase confidence within the country.

**GCCI JOB INDEX:** Reflects respondents' perception regarding Job security, job loss experience, and job less expectation within the country.

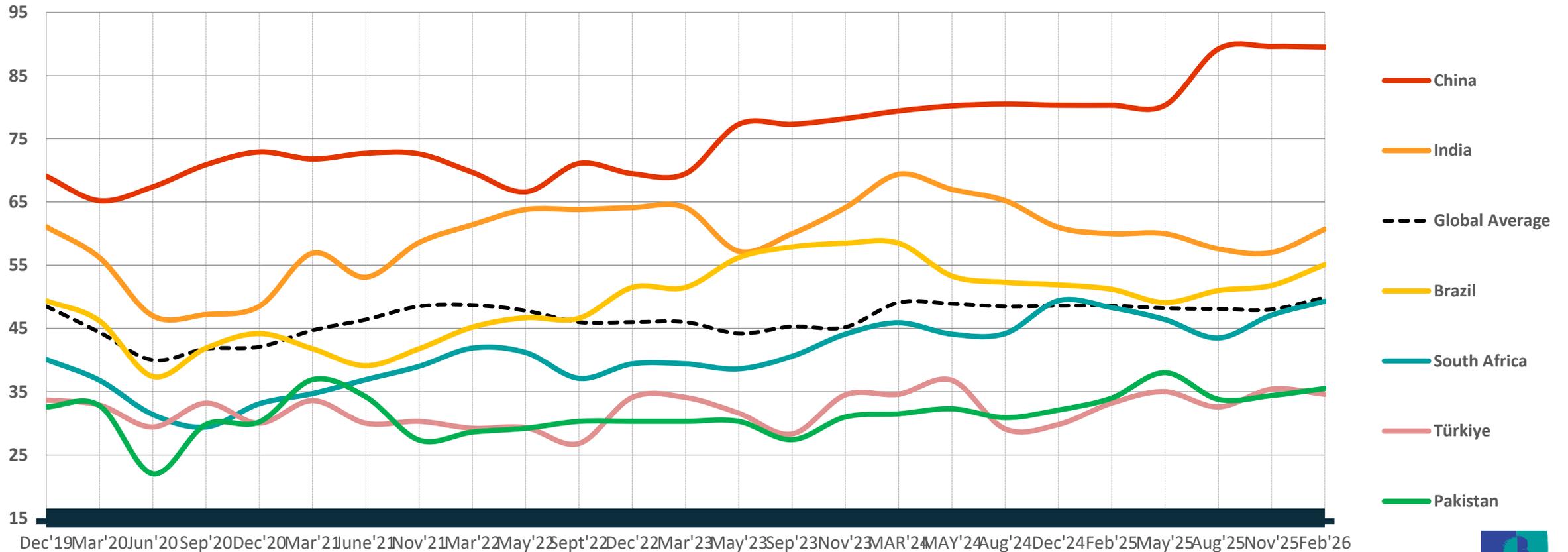
Pakistan's consumer confidence has risen **1.1 points** since Q2 2025, marking steady improvement while Turkey's level remains flat.



CURRENT INDEX	22.0	19.4	2.6 ▲
EXPECTATIONS INDEX	47.7	47.5	0.2 ▲
INVESTMENT INDEX	22.4	20.7	1.7 ▲
JOB INDEX	49.4	48.1	1.3 ▲

Consumer Confidence Index in Pakistan has increased by **4 percentage points** in two years, **(from 31.5 to 35.5)** highlighting improving public optimism under the government's tenure.

## GLOBAL CONSUMER CONFIDENCE INDEX (GCCCI)



# THANK YOU

**For more details and queries please  
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