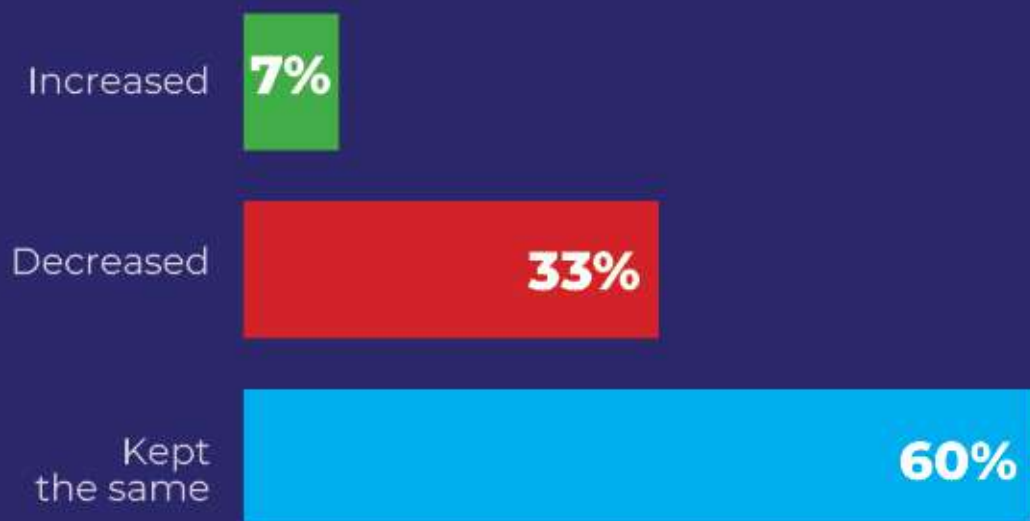


1 in 3 businesses (33%) have decreased their workforce in the past 3 months;
manufacturers' employee base remains the most stable with only 20% of manufacturers decreasing their workforce



Question: In the past 3 months has your business reduced its workforce, increased it, or kept it same?





PRESS RELEASE

Opinion Poll

Economy

General

1 in 3 businesses (33%) have decreased their workforce in the past 3 months; manufacturers' employee base remains the most stable with only 20% of manufacturers decreasing their workforce: Gallup Pakistan Business Confidence Index

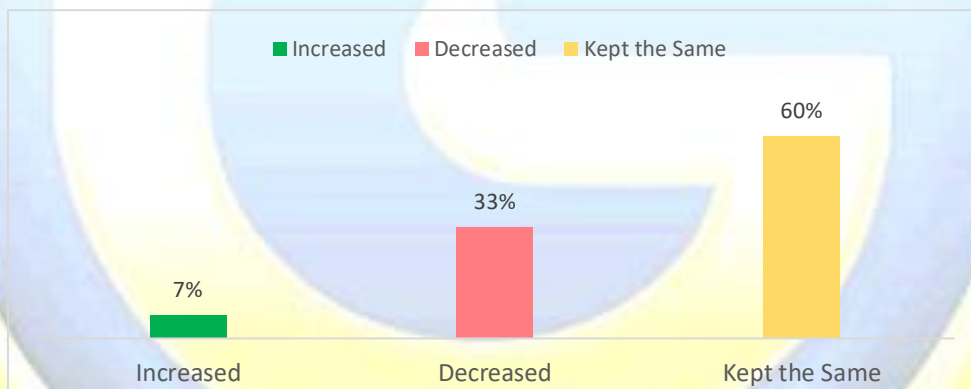
(Islamabad) 25th February, 2025

According to a survey conducted by Gallup & Gilani Pakistan, 1 in 3 businesses (33%) have decreased their workforce in the past 3 months; manufacturers' employee base remains the most stable with only 20% of manufacturers decreasing their workforce.

Report for the Business Confidence Survey Q4 2024 can be accessed [here](#).

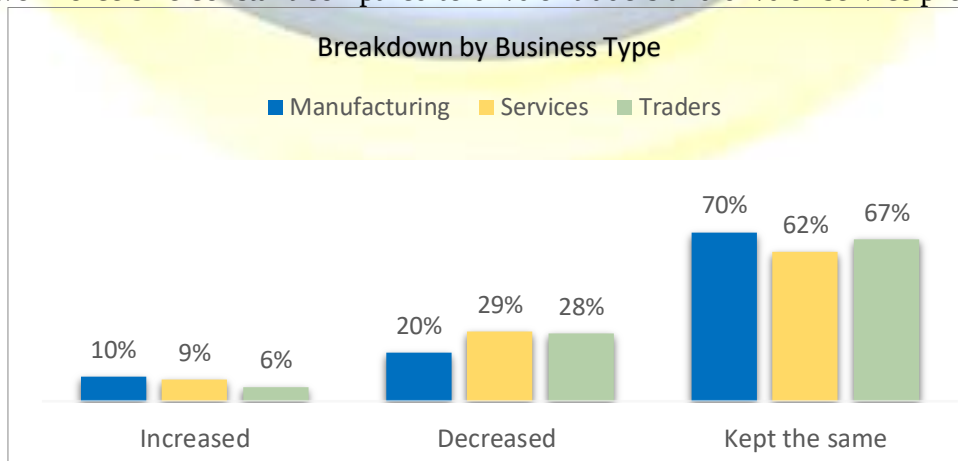
A nationally representative sample of businesses from across the country was asked the question, "In the past 3 months has your business reduced its workforce, increased it, or kept it same?" In response, 7% said 'Increased', 33% said 'Decreased' and 60% said 'Kept the Same.'

Question: In the past 3 months has your business reduced its workforce, increased it, or kept it same?



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

Manufacturers' employee base has been the most stable in the past 3 months, with 70% of manufacturers keeping their workforce size constant compared to 67% of traders and 62% of service providers.



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 482 businesses across Pakistan, conducted from 21st January to 28th January 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*

Tuesday, 25th February 2025

(3 Pages, English version Only)



GILANI RESEARCH
FOUNDATION

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)