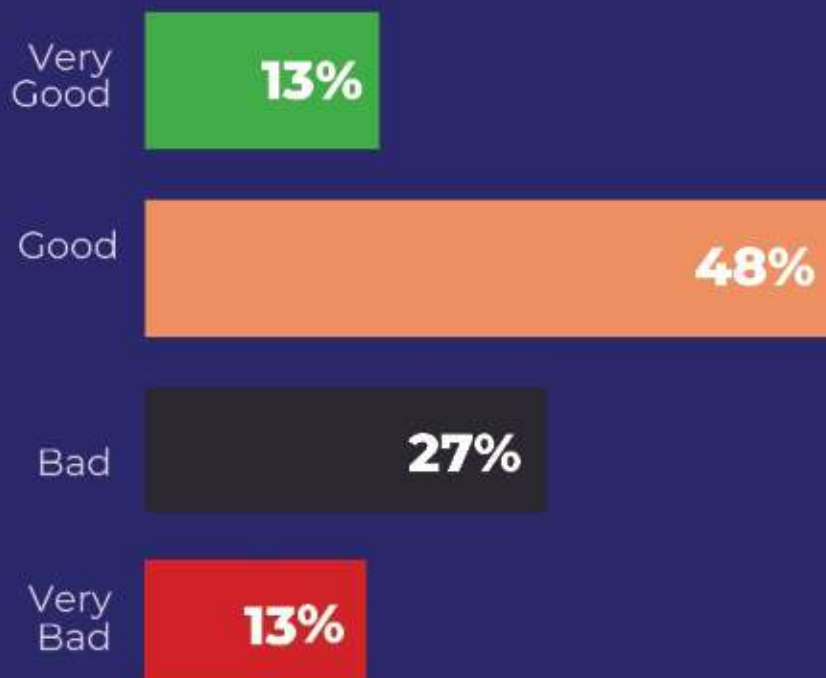


Nearly two thirds of businesses (61%) are optimistic about future performance in Q4 2024, a 19% increase from Q2 2024



Question: What are your expectations for the future of your business compared to the past?





PRESS RELEASE

Opinion Poll

Economy

General

Nearly two thirds of businesses (61%) are optimistic about future performance in Q4 2024, a 19% increase from Q2 2024: Gallup Pakistan Business Confidence Index

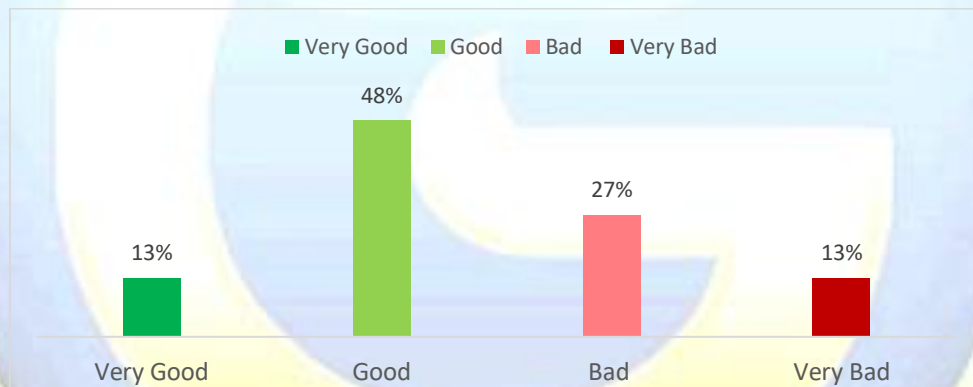
(Islamabad) 27th February, 2025

According to a survey conducted by Gallup & Gilani Pakistan, nearly two thirds of businesses (61%) are optimistic about future performance in Q4 2024, a 19% increase from Q2 2024.

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

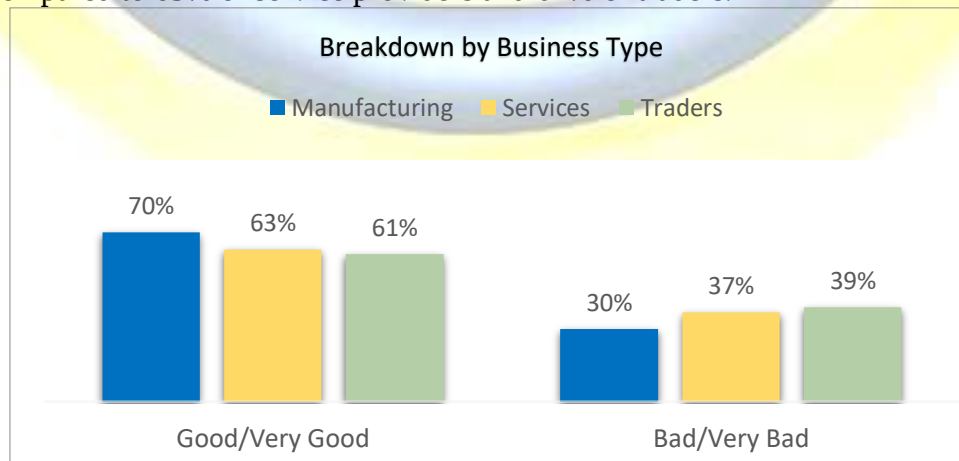
A nationally representative sample businesses from across the country was asked the question, “What are your expectations for the future of your business compared to the past?” In response, 13% said ‘Very Good’, 48% said ‘Good,’ 27% said ‘Bad’ and 13% said ‘Very Bad.’

Question: What are your expectations for the future of your business compared to the past?



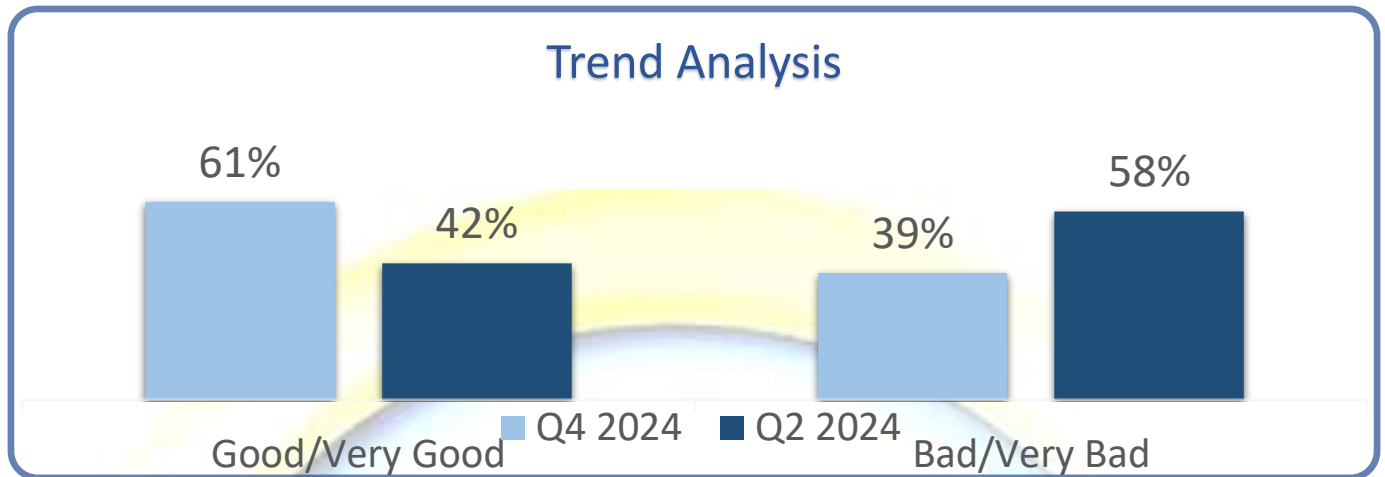
Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Manufacturers were most optimistic about the future. 70% of manufacturers have positive future expectations compared to 63% of service providers and 61% of traders.



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

The Future Business Situation score (good/very good minus bad/very bad) is 22% in Q4, a 36% improvement from Q2 (-14% score).



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



Thursday, 27th 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)