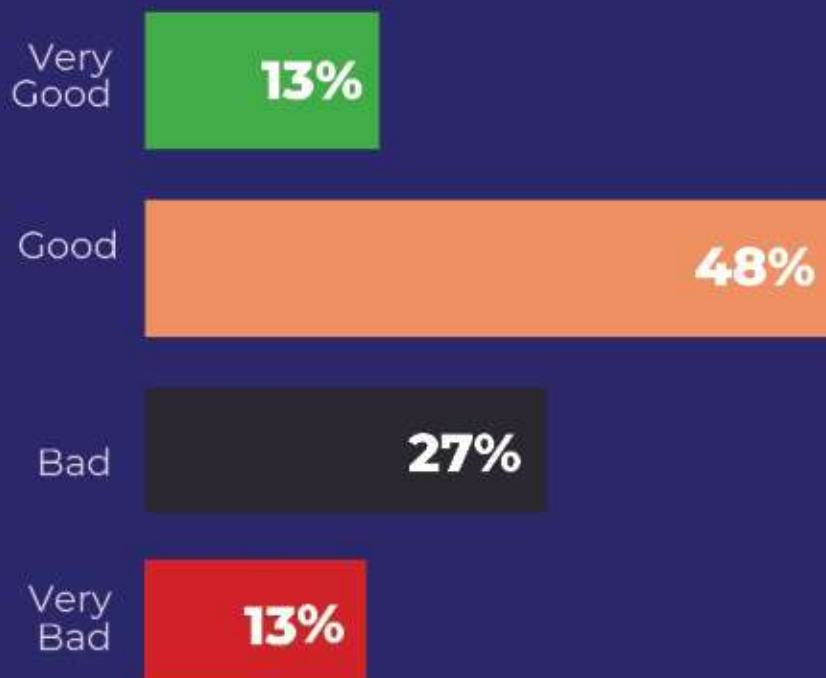


Nearly two thirds of businesses (61%) are optimistic about future performance in Q4 2024, a 19% increase from Q2 2024



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





PRESS RELEASE

Opinion Poll

Economy

General

1 in 2 Businesses (49%) describe themselves as risk takers, with traders (67%) leading the charts: Gallup Pakistan Business Confidence Index

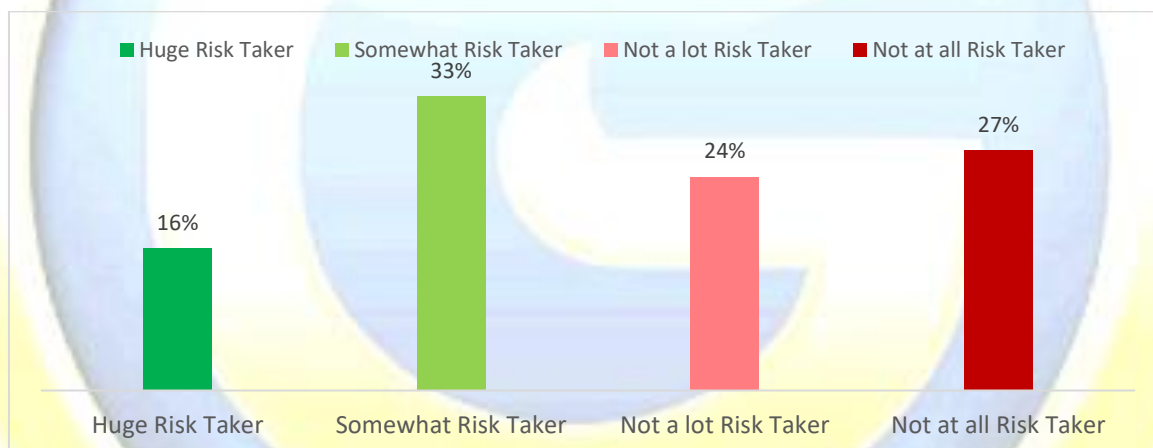
(Islamabad) 28th February, 2025

According to a survey conducted by Gallup & Gilani Pakistan, 1 in 2 Businesses (49%) describe themselves as risk takers, with traders (67%) leading the charts.

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, “How would you describe yourself. Are you a risk taker or not a risk taker?” In response, 16% said ‘Huge Risk Taker,’ 33% replied ‘Somewhat Risk Taker,’ 24% replied ‘Not a lot Risk Taker’ and 27% said ‘Not at all Risk Taker.’

Question: How would you describe yourself. Are you a risk taker or not a risk taker?



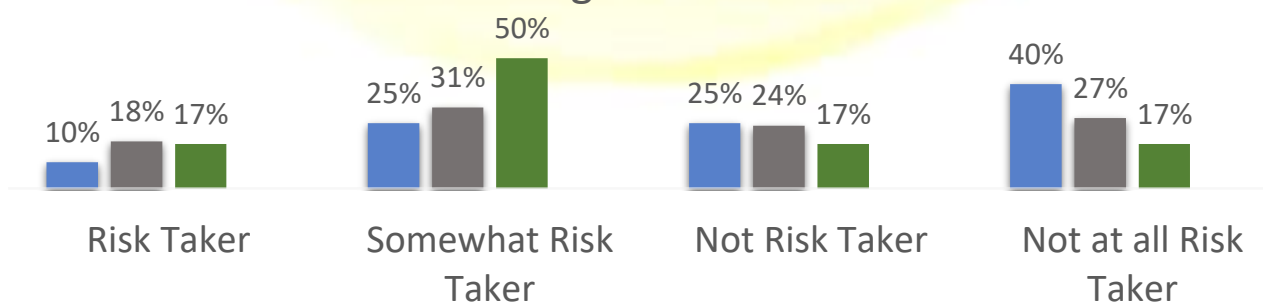
Source: Gallup & Gilani Pakistan

(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Traders were by far the most risk-loving, with 67% of traders describing themselves either as risk takers or ‘somewhat risk takers. 49% of service providers and 35% of manufacturers responded in similar fashion.

Breakdown by Business Type

■ Manufacturing ■ Services ■ Trade



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*

Friday, 28th February 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. For details on Gallup International Association see website: www.gallup-international.com



Daily Gilani Poll
2025



of Gallup Pakistan
(1980-2025)