

6 in 10 Businesses (62%) believe that the country is headed in the wrong direction

with service providers most pessimistic (63%)

Right
Direction

38%

Wrong
Direction

62%

Question: What is your opinion on the direction of the country? Are we headed in the right direction or wrong direction?





PRESS RELEASE

Opinion Poll

Economy

General

6 in 10 Businesses (62%) believe that the country is headed in the wrong direction, with service providers most pessimistic (63%): Gallup Pakistan Business Confidence Index

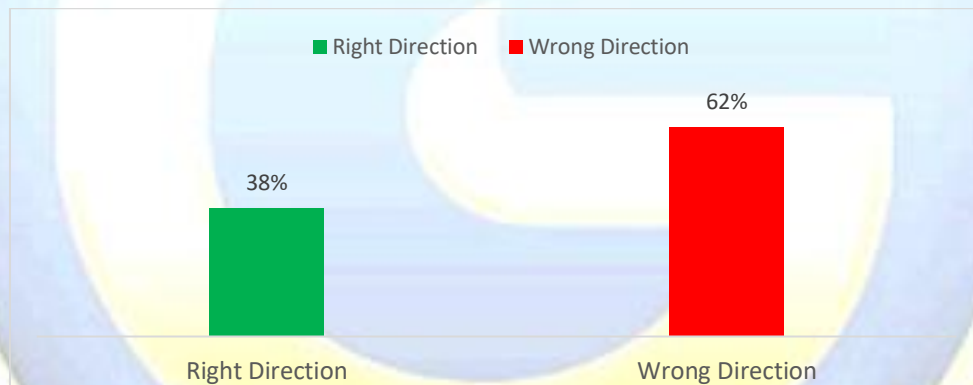
(Islamabad) 4th March 2025

According to a survey conducted by Gallup & Gilani Pakistan, roughly 6 in 10 Businesses (62%) believe that the country is headed in the wrong direction, with service providers most pessimistic (63%).

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

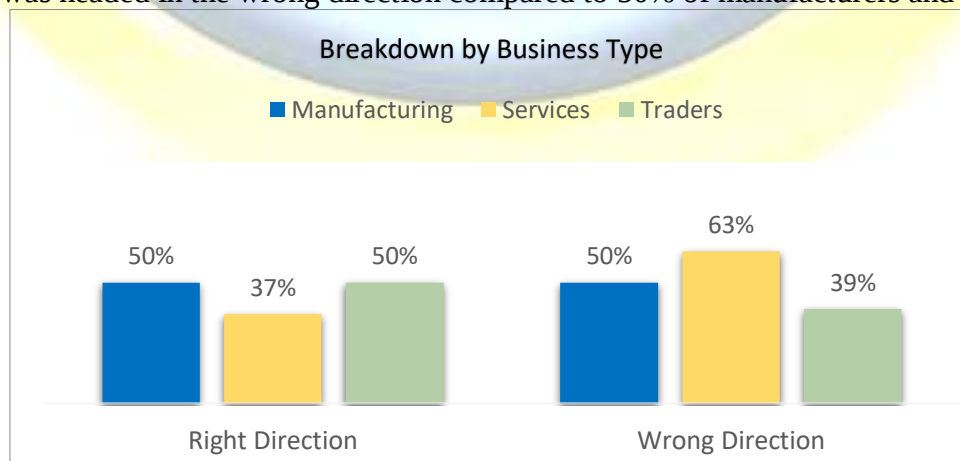
A nationally representative sample businesses from across the country was asked the question, “What is your opinion on the direction of the country? Are we headed in the right direction or wrong direction?” In response, 38% said ‘The Right Direction’ and 62% replied ‘The Wrong Direction.’

Question: What is your opinion on the direction of the country? Are we headed in the right direction or wrong direction?



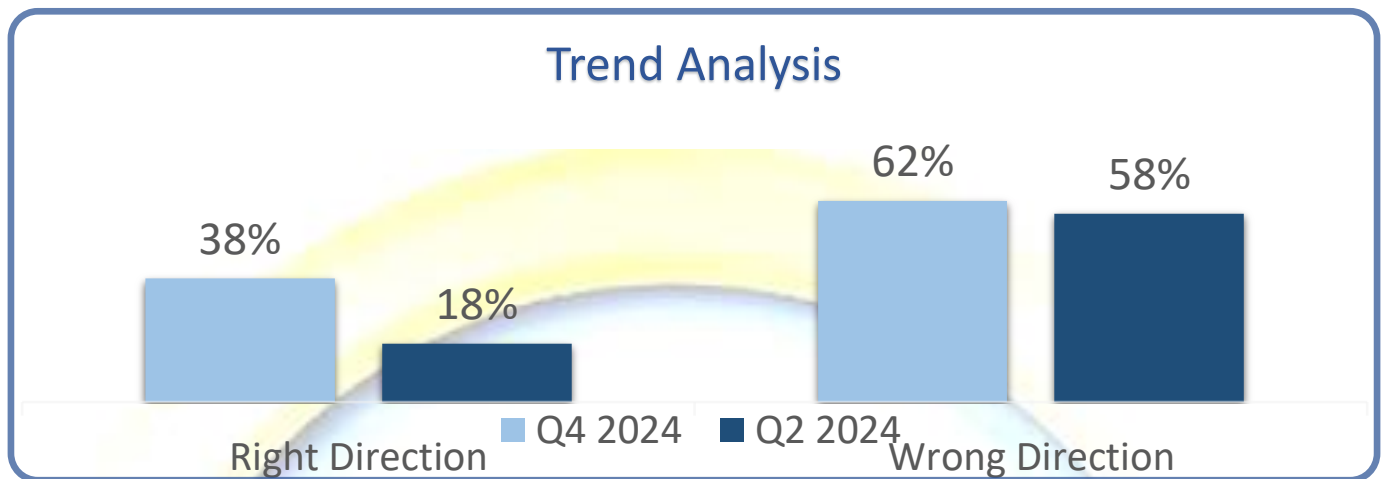
Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Service providers were most concerned about the direction of the country. 63% of service providers said the country was headed in the wrong direction compared to 50% of manufacturers and 39% of traders.



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

The net direction of the country score (optimistic responses minus pessimistic responses) is -24% in Q4. Although this is negative territory and cause for concern, this represents a significant improvement over Q2, where the score was -64%.



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
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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)