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PRESS RELEASE

Opinion Poll

Economy

General

Over half (55%) of Pakistan's Businesses are happy with their current performance, a 10% increase from Q2: Gallup Pakistan Business Confidence Index

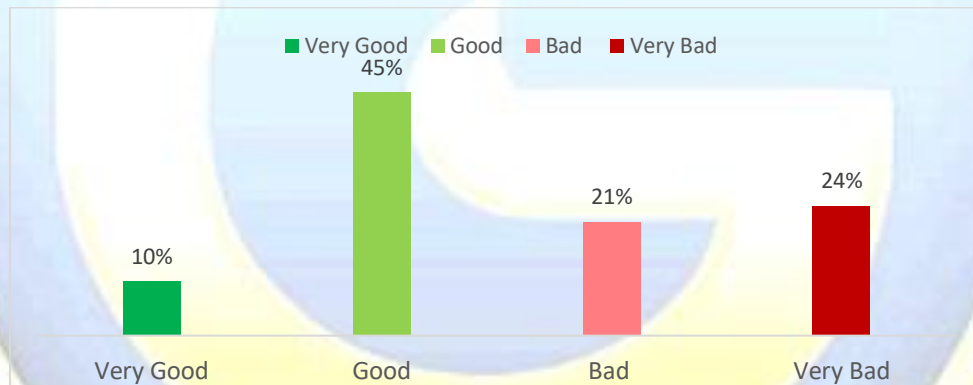
(Islamabad) 5th March 2025

According to a survey conducted by Gallup & Gilani Pakistan, Over half (55%) of Pakistan's Businesses are happy with their current performance, a 10% increase from Q2.

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

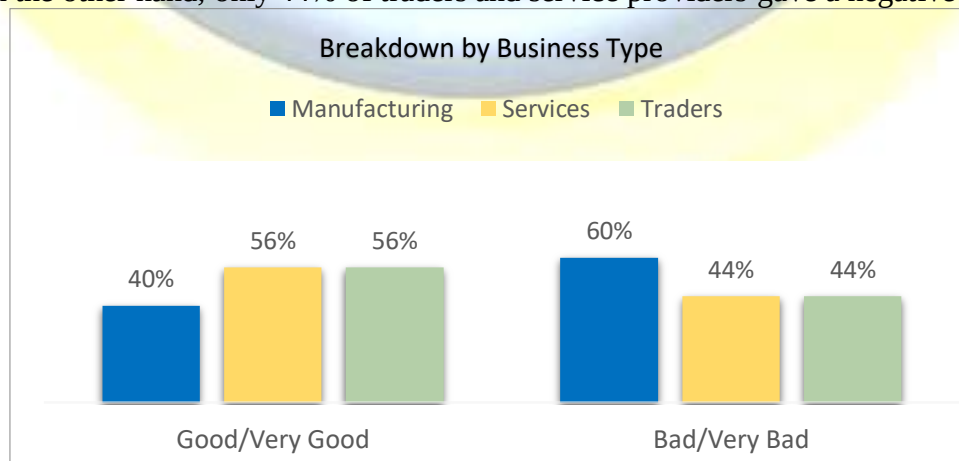
A nationally representative sample businesses from across the country was asked the question, "How well is your business doing nowadays? Would you say it is very good, good, bad, or very bad?" In response, 10% said 'Very Good', 45% said 'Good,' 21% said 'Bad' and 24% said 'Very Bad.'

Question: Question: How well is your business doing nowadays? Would you say it is very good, good, bad, or very bad?



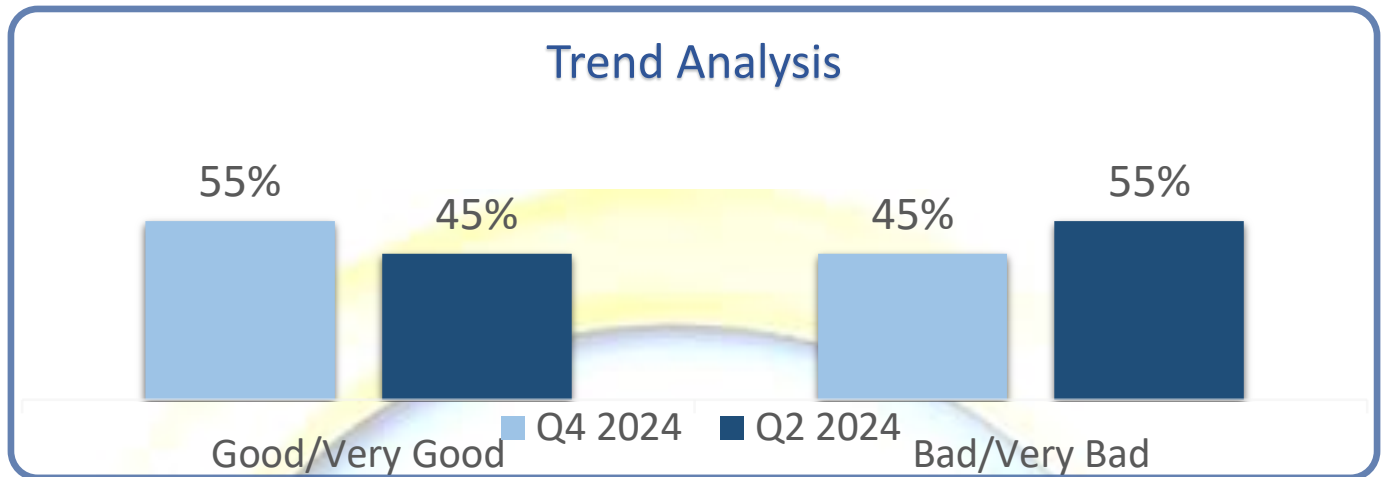
Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Manufacturers were most displeased with their current business performance, with 60% answering negatively. On the other hand, only 44% of traders and service providers gave a negative response.



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

The Current Business situation score (good/very good minus bad/very bad) is 10% in Q4, a 20% improvement from Q2 (-10% 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
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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
2024



of Gallup Pakistan
(1980-2024)