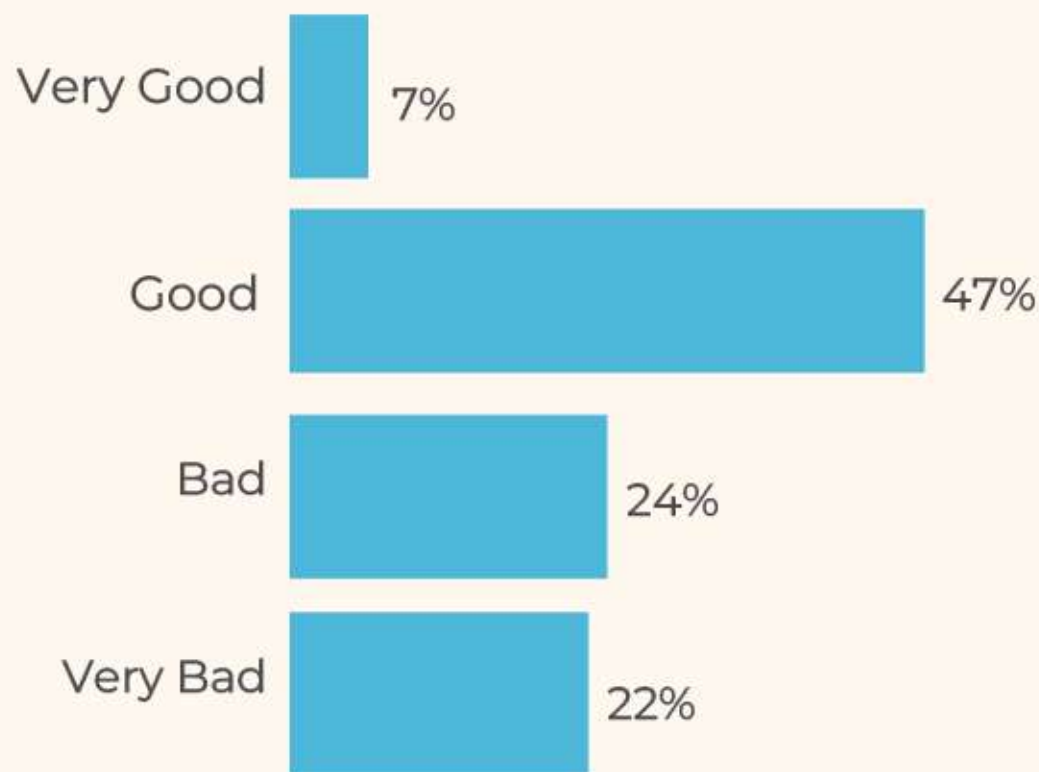


Over Half (54%) of Pakistan's Businesses are Happy with Their Current Performance, while 46% Report Bad or Very Bad Performance.



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





(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll **Economy** General **Current Business Conditions**

**Over Half (54%) of Pakistan's Businesses are Happy with Their Current Performance, while 46% Report Bad or Very Bad Performance.
(Gallup Pakistan Business Confidence Index Q4-2025)**

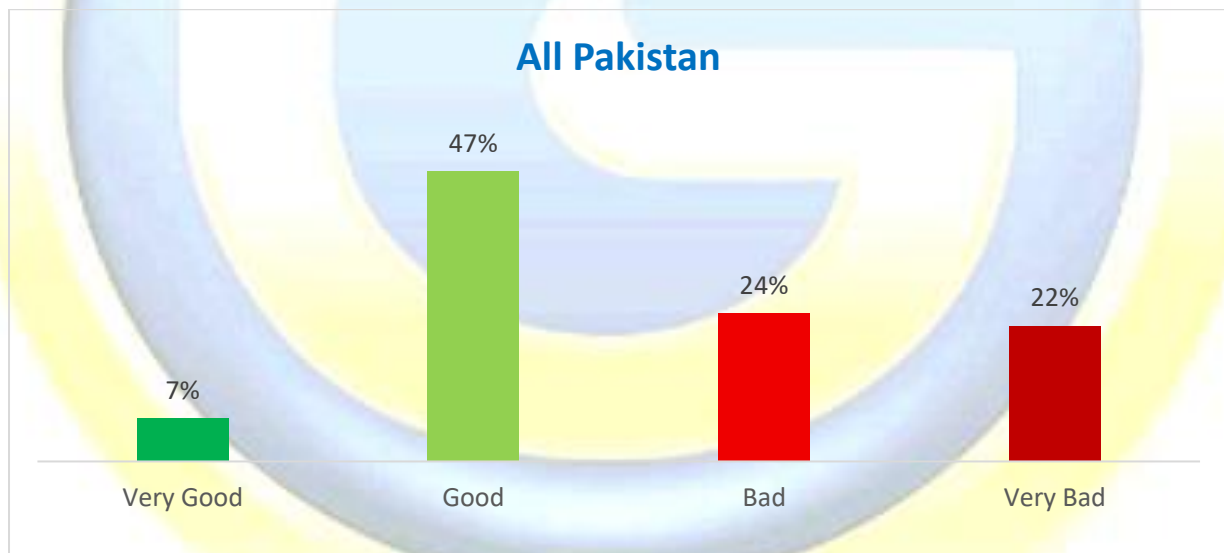
(Islamabad), 18th November 2025

According to a survey conducted by Gallup & Gilani Pakistan, over half (54%) of Pakistan's businesses are happy with their current performance, while 46% report bad or very bad performance.

Report for the Gallup Pakistan Business Confidence Index Survey Q4 2025 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, 7% said 'Very Good', 47% said 'Good,' 24% said 'Bad' and 22% said 'Very Bad.'

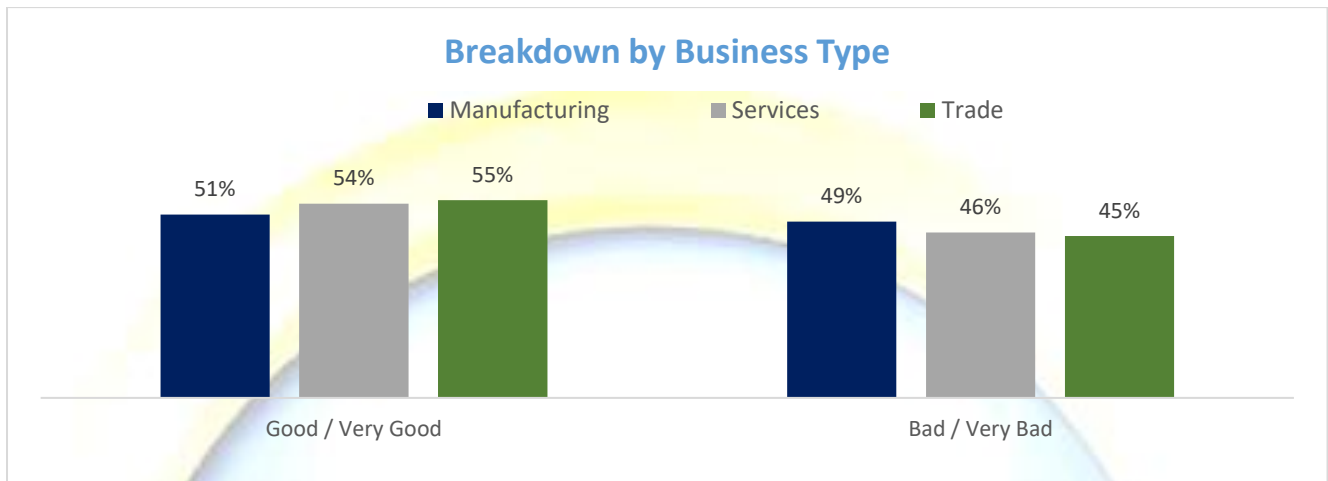
Question: How well is your business doing nowadays? Would you say it is very good, good, bad, or very bad?



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

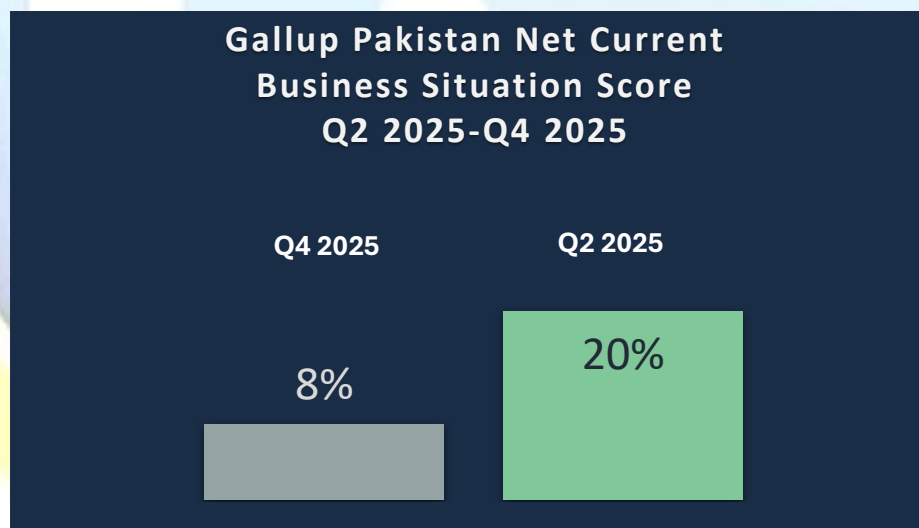
The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 571 businesses across Pakistan, conducted from 22nd October 2025 to 25th October 2025. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was telephonic surveys (CATI).

Breakdown by Business Type: Trade businesses report the highest positive sentiment (55%), closely followed by services (54%), with manufacturing slightly lower at 51%. Negative sentiment is most pronounced among manufacturers (49%), and lowest among traders (45%). Overall, sentiment across all business types remains closely balanced between optimism and concern.



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

Net Score: Since Q2 2025, the current business assessment has declined, with a 12% decrease in the net proportion of people claiming their business situation to be good.



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



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International



Tuesday, 18th November 2025

(3 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.**

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Daily Gilani Poll
2025



of Gallup Pakistan
(1980-2025)