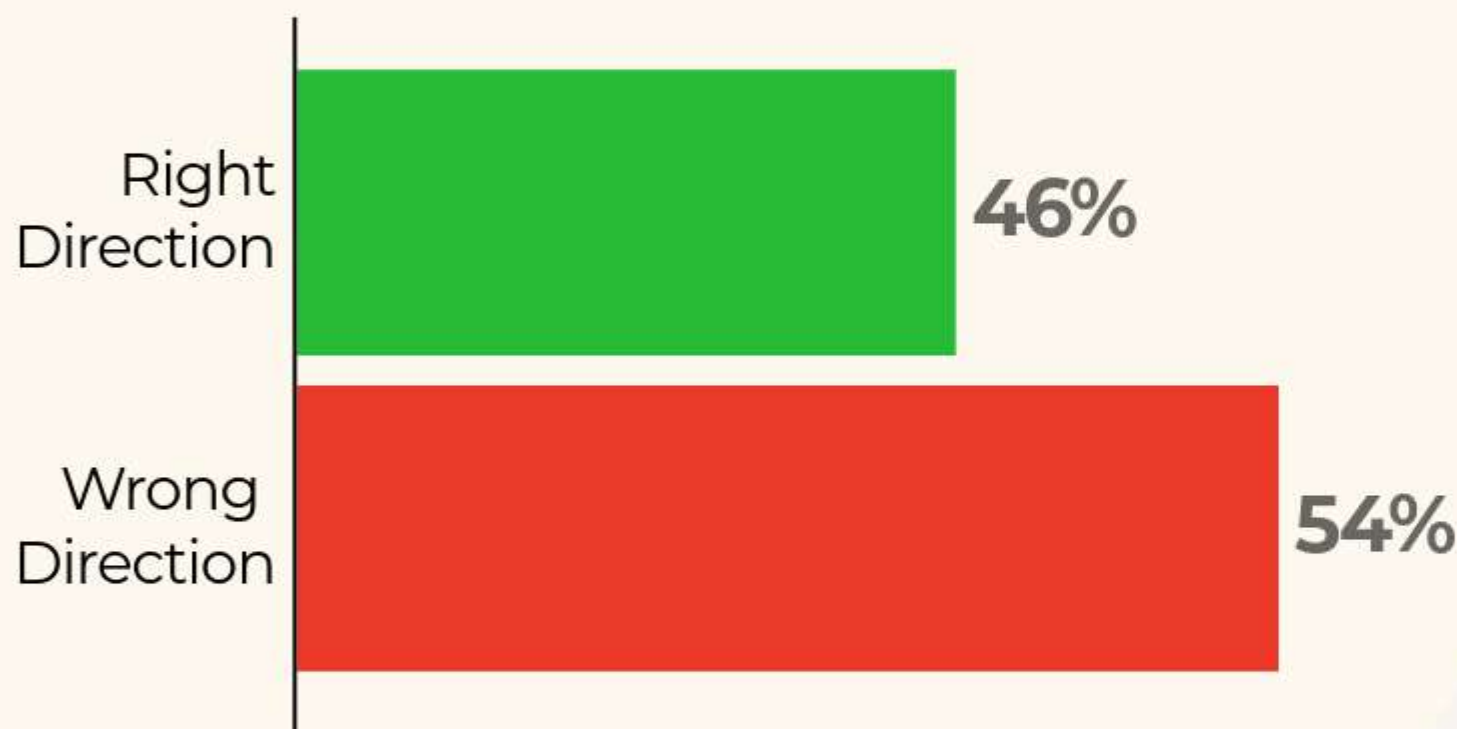


In Q4 2025, A Majority of Pakistani Businesses (54%) Believe the Country Is Heading in the Wrong Direction – An Increase Of 3 Percentage Points from earlier in the Year, Reflecting Rising Concern.



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





(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll **Economy** General **Direction of Country**

In Q4 2025, A Majority of Pakistani Businesses (54%) Believe the Country Is Heading in the Wrong Direction — An Increase Of 3 Percentage Points from earlier in the Year, Reflecting Rising Concern. (Gallup Pakistan Business Confidence Index Q4-2025)

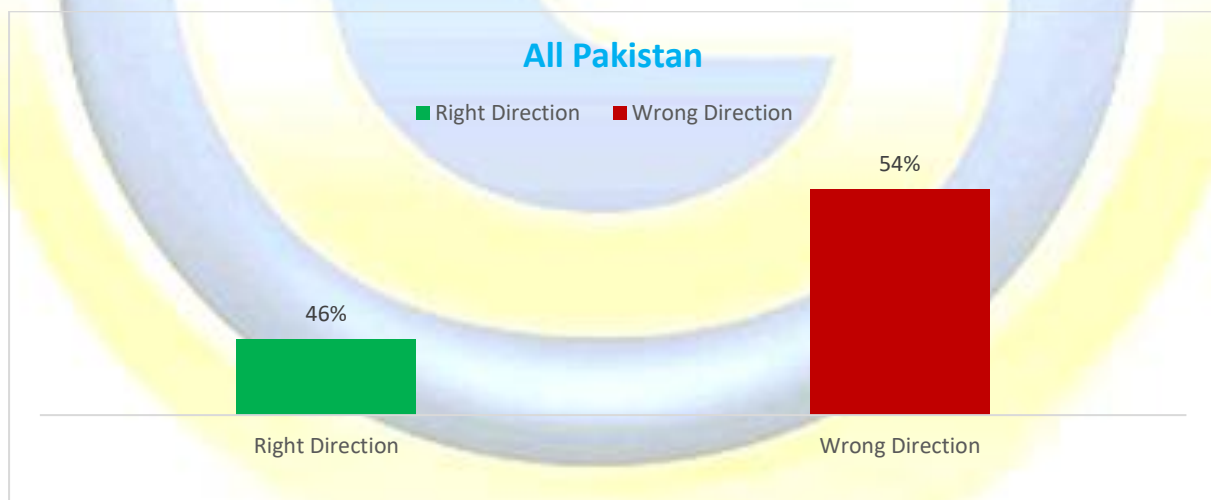
(Islamabad), 20th November 2025

According to a survey conducted by Gallup & Gilani Pakistan, in Q4 2025, a majority of Pakistani businesses (54%) believe the country is heading in the wrong direction — an increase of 3 percentage points from earlier in the year, reflecting rising concern.

Report for the Gallup Pakistan Business Confidence Index Survey Q4 2025 can be accessed [here](#).

A nationally representative sample of businesses from across the country was asked the following question regarding, “**What is your opinion on the direction of the country? Are we headed in the right direction or wrong direction?**”. 46% said good direction, while 54% said that the country is going in the wrong direction.

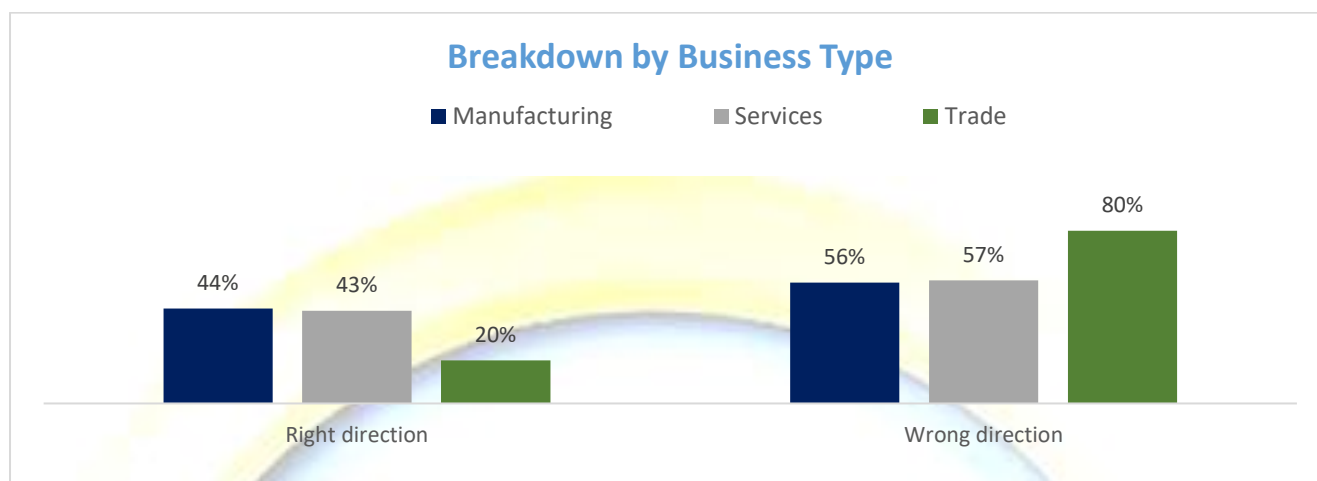
Question: What is your opinion on the direction of the country? Are we headed in the right direction or wrong direction?



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

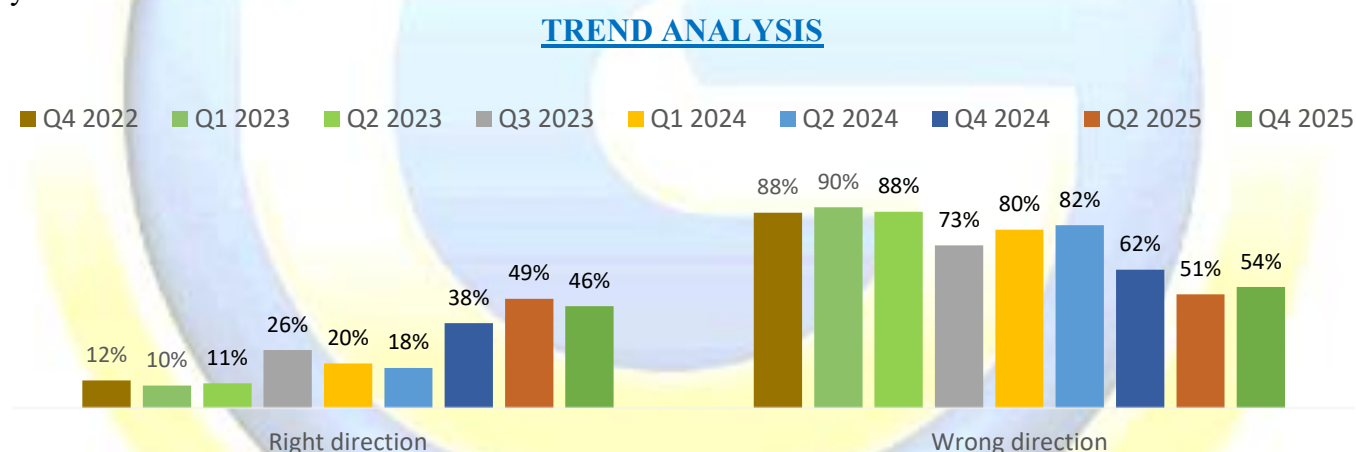
The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 571 businesses across Pakistan, conducted from 22nd October 2025 to 25th October 2025. The error margin is estimated to be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

Breakdown by Business Type: Manufacturers and service providers are split in their perceptions of the direction of the country, while trade providers slightly hold a pessimistic outlook.



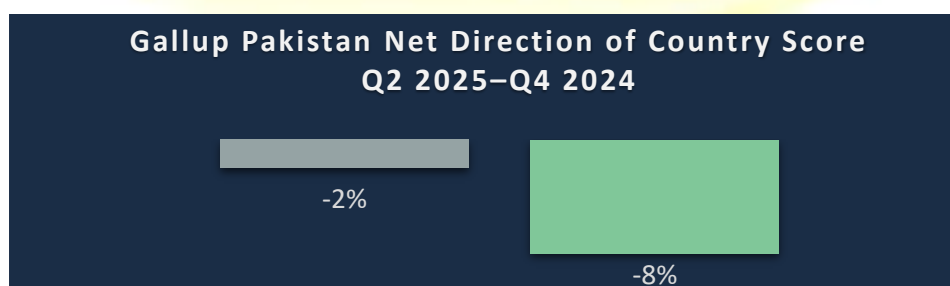
Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Trend Analysis: In Q4 2025, 54% of businesses in Pakistan believe the country is heading in the wrong direction—up from 51% in Q2, marking a 3-percentage point increase in concern over the course of the year.



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

Net Score: Net Direction of Country Score has declined by 6% since Q2 2025.



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



GILANI RESEARCH
FOUNDATION

Thursday, 20th 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)