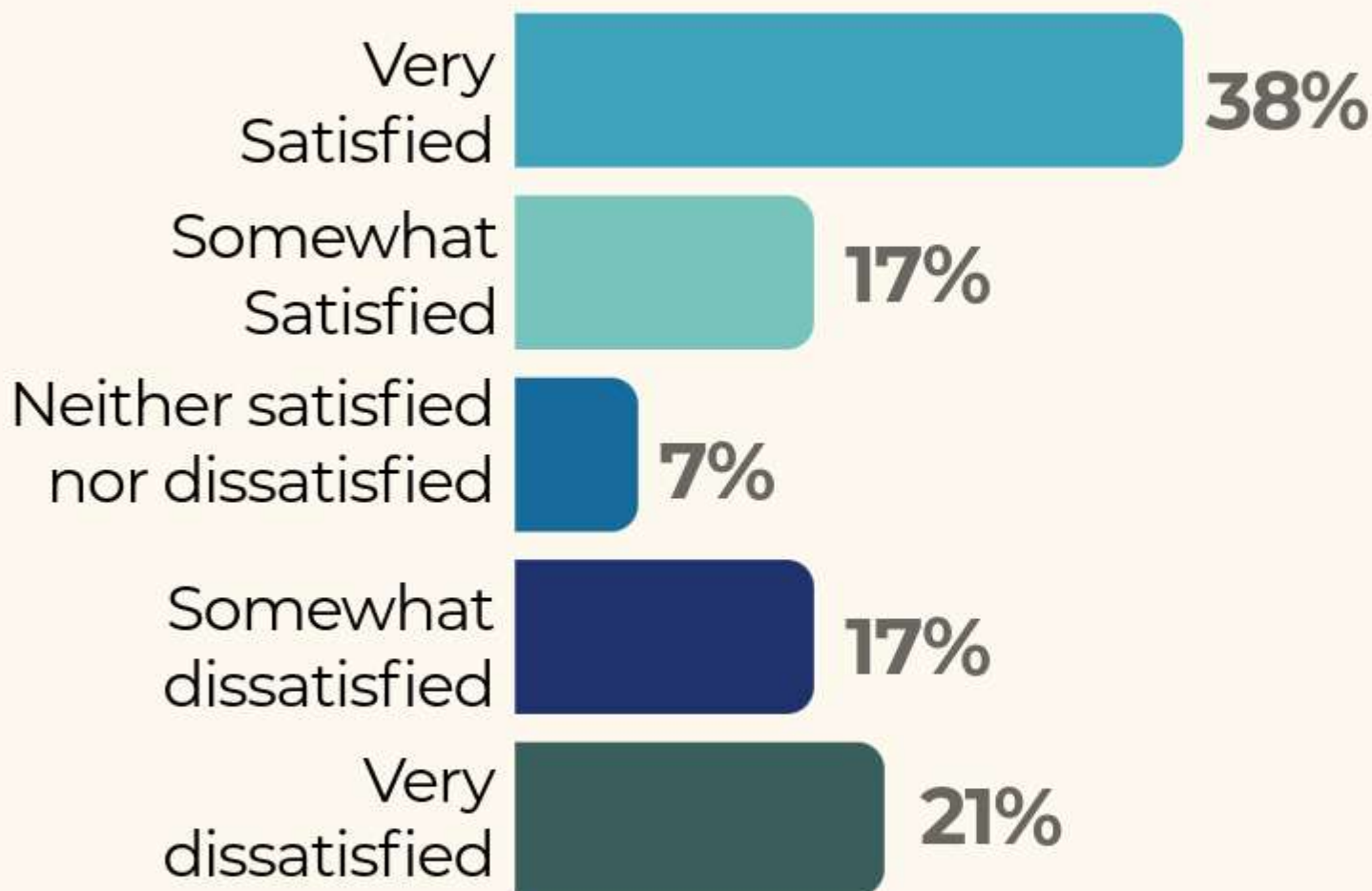


More than half of Islamabad's business owners (55%) are satisfied with cleanliness of public spaces, but a high 38% remain dissatisfied.



Question: How would you rate the following services in your business area? - Cleanliness of public spaces?





(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll Islamabad's commercial areas **Public Services** **Cleanliness of public spaces**

More than half of Islamabad's business owners (55%) are satisfied with cleanliness of public spaces, but a high 38% remain dissatisfied. (Gallup & Gilani Survey)

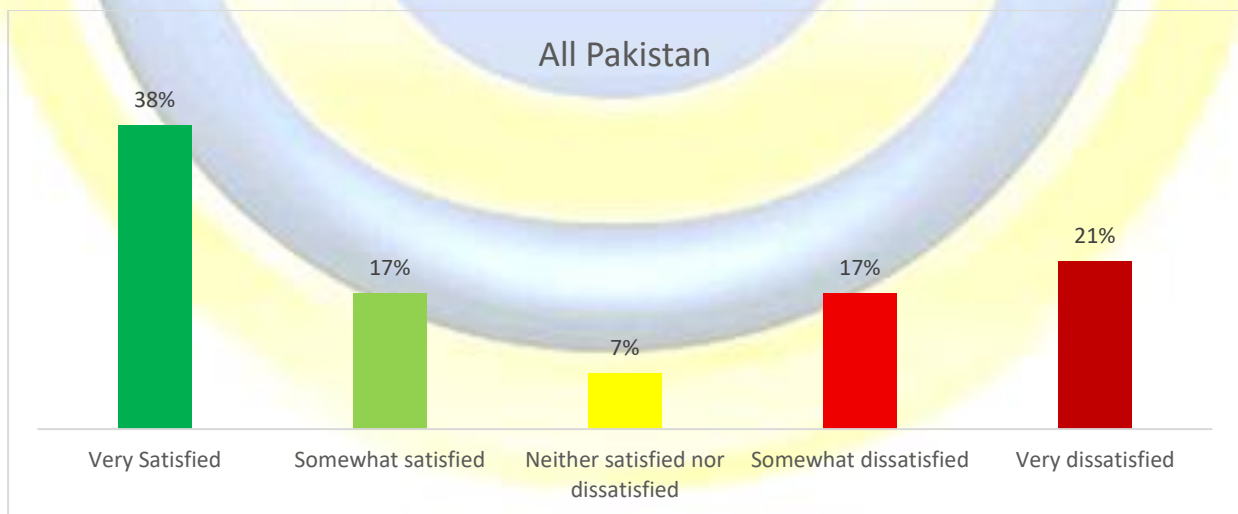
(Islamabad), 31st December 2025

According to a survey conducted by Gallup & Gilani Pakistan, a majority (55%) of business owners operating in Islamabad's commercial areas report satisfaction with the cleanliness of public spaces in their business vicinity, including 38% who are very satisfied and 17% somewhat satisfied. However, a sizable minority (38%) continues to express dissatisfaction, highlighting ongoing civic service concerns in the capital's business districts.

A nationally representative sample of business owners across Islamabad's commercial areas was asked the following question: **"How would you rate the following services in your business area? - Cleanliness of public spaces?"** In response, 38% said 'very satisfied,' 17% 'somewhat satisfied,' 7% 'neither satisfied nor dissatisfied,' 17% 'somewhat dissatisfied,' and 21% 'very dissatisfied.'

These findings suggest that while a majority of traders view the cleanliness of public spaces positively, a significant proportion, particularly those who are very dissatisfied, signal the need for improved municipal attention to sanitation and maintenance in commercial areas.

Question: How would you rate the following services in your business area? - Cleanliness of public spaces?



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 432 business owners across Islamabad's commercial areas, conducted from 22 July 2025 to 14 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).



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International



GILANI RESEARCH
FOUNDATION

Wednesday, 31st December 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.**

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Daily Gilani Poll
2025



of Gallup Pakistan
(1980-2025)