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PRESS RELEASE

Opinion Poll

Islamabad's commercial areas Biggest Challenges Facing Businesses in Islamabad

High Rents and Utility Costs Dominate Business Challenges in Islamabad: Majority Cite Cost Pressures as Primary Concern (51%). (Gallup & Gilani Survey)

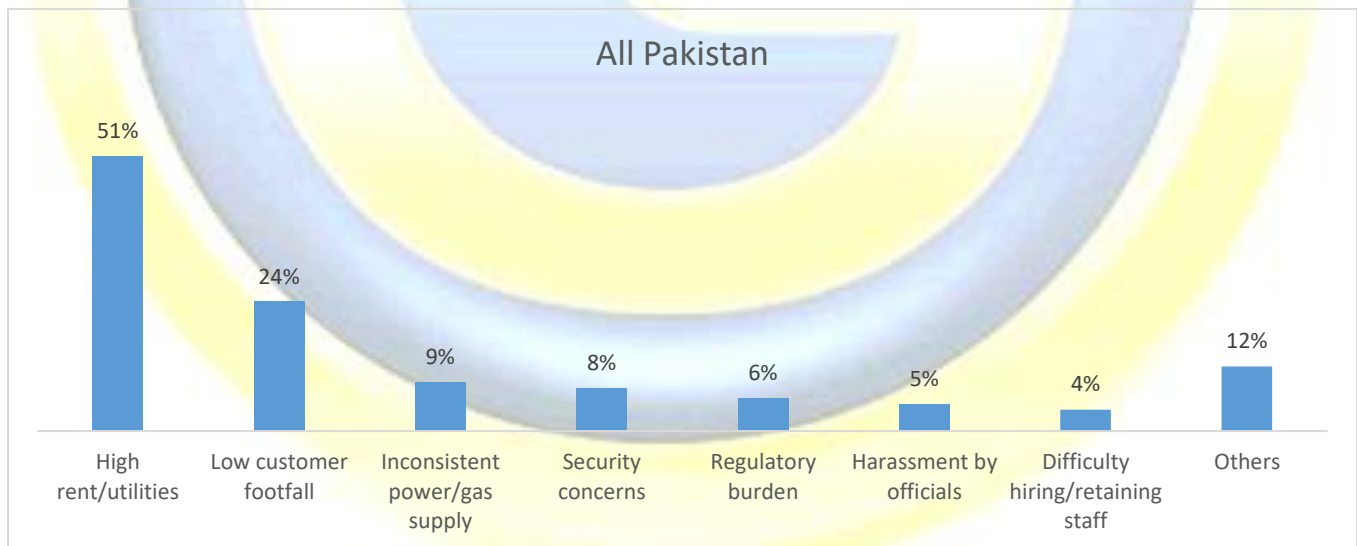
(Islamabad), 28th January 2026

According to a survey conducted by Gallup & Gilani Pakistan, high rents and utility costs dominate business challenges in Islamabad; the majority cite cost pressures as their primary concern (51%).

A nationally representative sample of business owners across Islamabad's commercial areas was asked the following question: ***"What are the biggest challenges your business currently faces?"***. In response, a majority (51%) identified 'high rent and utility costs' as their main challenge. This was followed by 24% who pointed to 'low customer footfall'. Other challenges were mentioned by smaller proportions, including 'inconsistent power or gas supply' (9%), 'security concerns' (8%), 'regulatory burden' (6%), and 'harassment by officials' (5%). Additionally, 4% cited 'difficulty in hiring or retaining staff', while 12% referred to other challenges.

Overall, the findings suggest that while businesses in Islamabad continue to navigate a variety of operational and regulatory hurdles, cost pressures and subdued customer activity remain the most pressing challenges shaping the commercial environment.

Question: What are the biggest challenges your business currently faces?



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
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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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of Gallup Pakistan
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