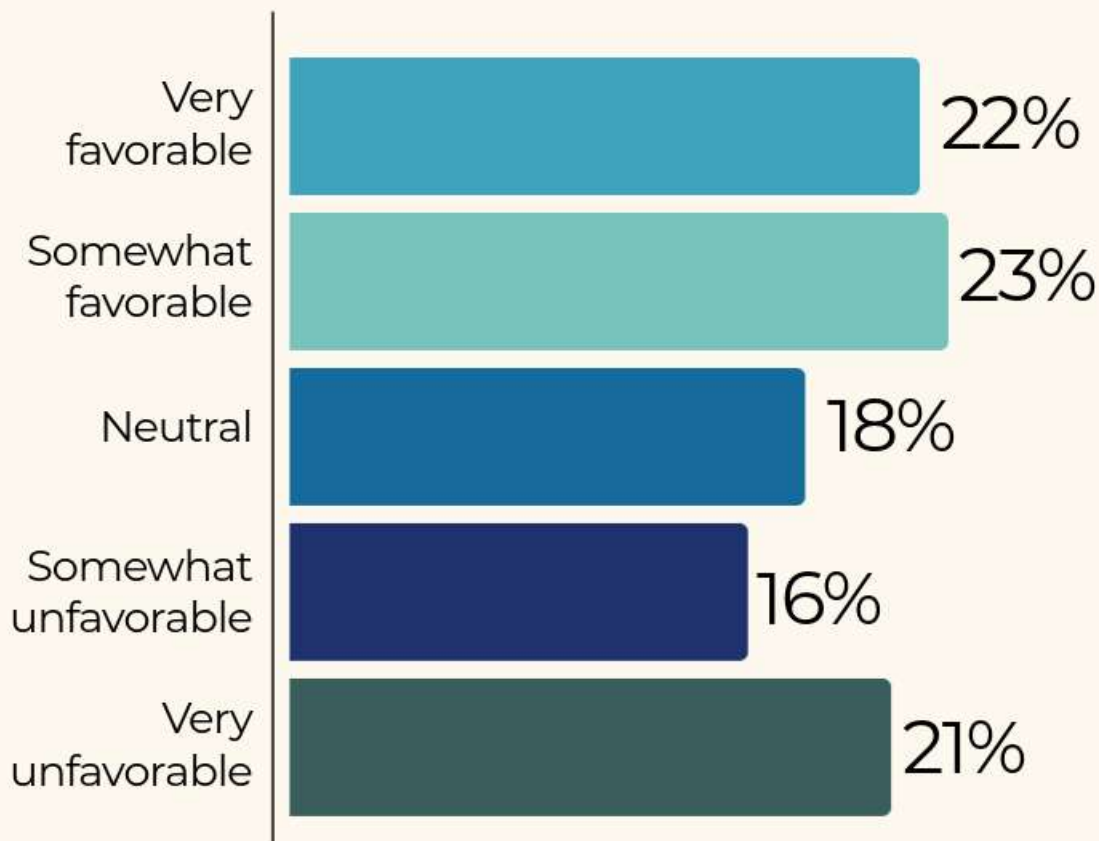


Business Sentiment in Islamabad's Blue Area Remains Divided: 45% View the Business Climate Favorably, While 37% Hold Unfavorable Views



Question: How would you describe the current business climate in Blue Area?





(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll

Islamabad's commercial areas Perceptions of Business Conditions

Business Sentiment in Islamabad's Blue Area Remains Divided: 45% View the Business Climate Favorably, While 37% Hold Unfavorable Views. (Gallup & Gilani Survey)

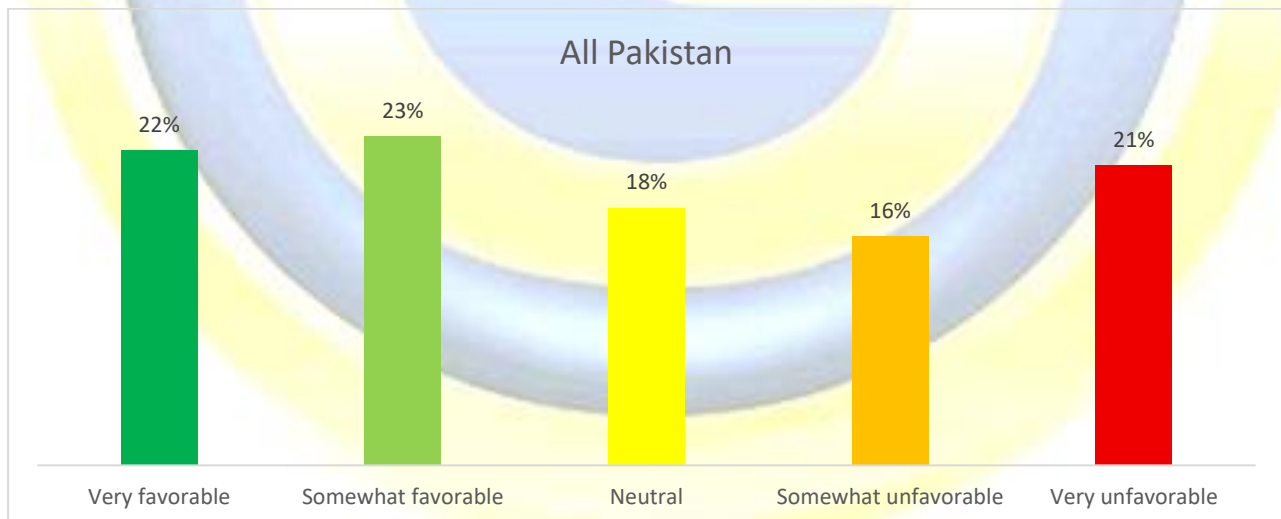
(Islamabad), 13th January 2026

According to a survey conducted by Gallup & Gilani Pakistan, business sentiment in Islamabad's blue area remains divided: 45% view the business climate favorably, while 37% hold unfavorable views.

A nationally representative sample of business owners across Islamabad's commercial areas was asked the following question: **"How would you describe the current business climate in Blue Area?"**. In response, 22% described conditions as 'very favorable', while 23% characterized them as 'somewhat favorable'. At the same time, 18% held a 'neutral' view. On the negative side, 16% of business owners described the business climate as 'somewhat unfavorable', and 21% regarded it as 'very unfavorable'.

Survey findings indicate that optimism and concern coexist among business owners in Islamabad's Blue Area. While a substantial proportion views the business climate positively, an almost equally large share reports unfavorable conditions, underscoring uneven commercial realities within one of the capital's principal business districts.

Question: How would you describe the current business climate in Blue Area?



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

Tuesday, 13 January 2026

(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
2026



of Gallup Pakistan
(1980-2026)