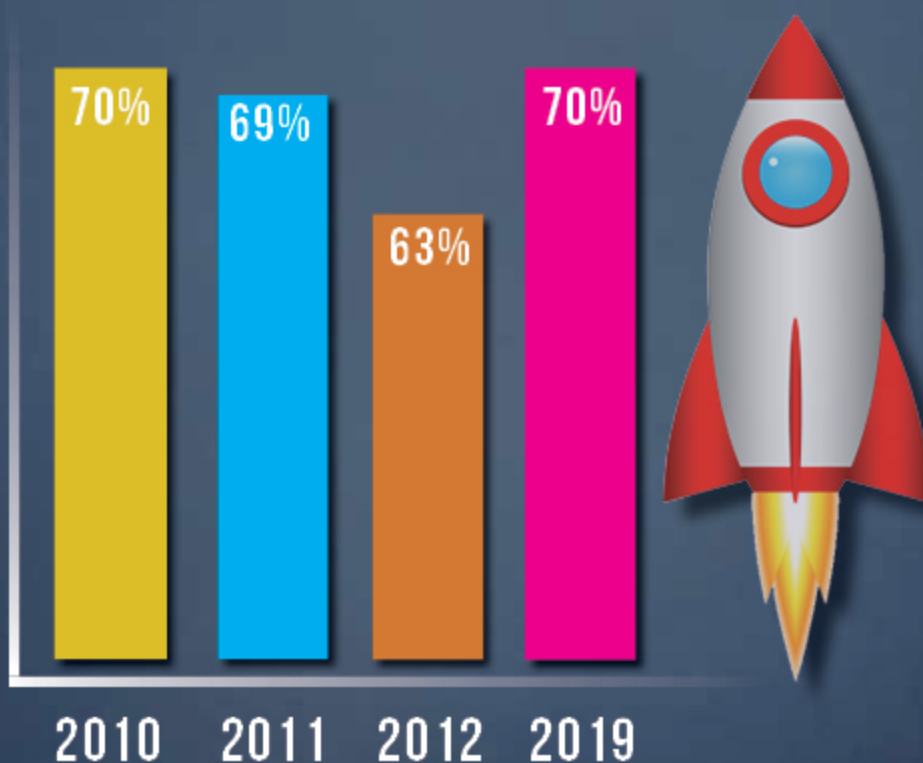


28 December 2020,

70% PAKISTANIS AGREE THAT MOST PEOPLE IN PAKISTAN CONSIDER STARTING A NEW BUSINESS A DESIRABLE CAREER CHOICE (GLOBAL ENTREPRENEURSHIP MONITOR)

In my country, most people consider starting a new business a desirable career choice. Agree?





Opinion Poll

GLOBAL ENTREPRENEURSHIP MONITOR BUSINESS

70 % Pakistanis agree that most people in Pakistan consider starting a new business a desirable career choice (Global Entrepreneurship Monitor)

Islamabad, 28th December 2020

According to a Global Entrepreneurship Monitor (GEM) Survey conducted by Gallup Pakistan, 70% people from Pakistan agree that most people in Pakistan consider starting a new business a desirable career choice. The Global Entrepreneurship Monitor (GEM) is a networked consortium of national country teams that carries out survey-based research on entrepreneurship and entrepreneurship ecosystems around the world and has been keeping its finger on the pulse of the state of entrepreneurship since 1999.

A nationally representative sample of men and women from Pakistan was asked, “In my country, most people consider starting a new business a desirable career choice. Agree?”

In response, 70% agreed. This is an increase from 63% in 2012.

Yearly Trend: Increase witnessed from 63% in 2012 to 70% in 2019 in the percentage of Pakistanis who agreed that in Pakistan, starting a new business was considered a desirable career choice by most people.

In 2010, 70% held this belief. This number fell to 69% in 2011, then to 63% in 2012 but returned to 70% in 2019.

Question: “In my country, most people consider starting a new business a desirable career choice. Agree?”



Source: GEM Survey conducted by Gallup Pakistan

This study was funded by World Bank Group and conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International. The GEM Global report can be accessed [here](#). Fifty economies participated in the GEM 2019 Adult Population Survey (APS), including 11 from the Middle East & Africa, eight from Asia & Pacific, eight from Latin America & Caribbean, and 23 from Europe & North America. Five of these economies are classified as low-income level, 12 as middle-income and the rest as high-income. Over 150,000 individuals participated in extended interviews as part of the GEM research in 2019. Economy profile for Pakistan can be accessed [here](#).





Opinion Poll from Gallup Pakistan



The Pakistani Affiliate of Gallup International



Monday, 28th December 2020

(3 Pages, English version only)

Gilani Research Foundation is a not for profit public service project to provide social science research to students, academia, policy makers 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 PhD 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,
Bilal I Gilani
caf@gallup.com.pk*

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. For details on Gallup International Association see website: www.gallup-international.com

Disclaimer: Gallup Pakistan and Gilani Research foundation are a nonpartisan fact tank and think tank respectively. As a neutral source of data and analysis, both organizations do not take policy positions.



Daily Gilani Poll
2020



of Gallup Pakistan
(1980-2020)