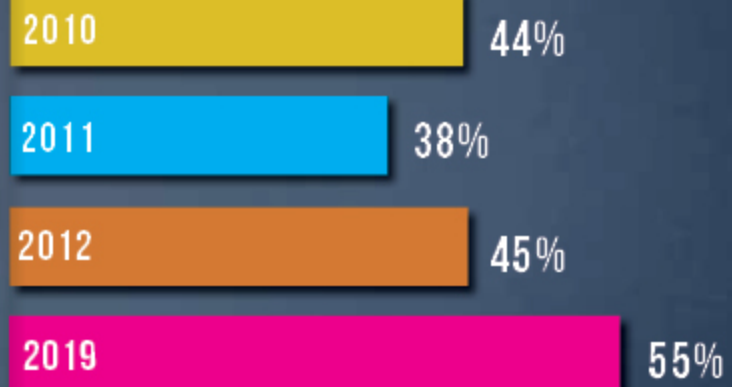


21 December 2020,

55% PAKISTANIS (1% ABOVE THE GLOBAL AVERAGE) AGREE THAT THERE ARE GOOD OPPORTUNITIES FOR STARTING A BUSINESS IN THEIR AREA. PAKISTAN RANKS 21 OUT OF 50 COUNTRIES ON THIS INDICATOR (GLOBAL ENTREPRENEURSHIP MONITOR)

In the next six months, will there be good opportunities for starting a business in the area where you live?





Opinion Poll

**GLOBAL ENTREPRENEURSHIP MONITOR
BUSINESS**

55 % Pakistanis (1 % above the global average) agree that there are good opportunities for starting a business in their area. Pakistan ranks 21 out of 50 countries on this indicator (Global Entrepreneurship Monitor)

Islamabad, 21 December 2020

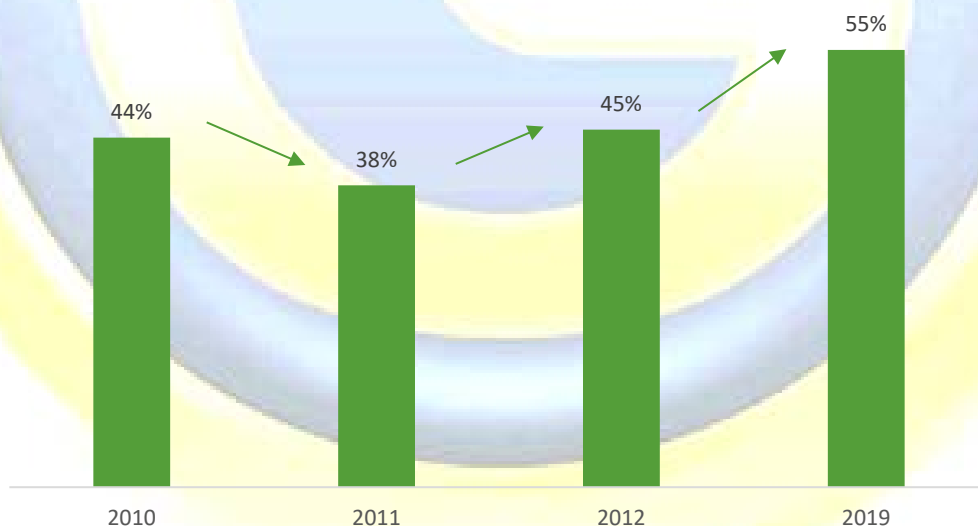
According to a Global Entrepreneurship (GEM) Survey conducted by Gallup Pakistan, in 2019, 55% people from Pakistan agreed that there were good opportunities for starting a business in their area. The Global Entrepreneurship Monitor (GEM) is a networked consortium of national country teams that carries 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 the next six months, will there be good opportunities for starting a business in the area where you live?*” In response, 55% agreed. This is an increase from 45% in 2012.

Yearly Trend: Highest figure recorded in 2019 for optimism regarding business opportunities

In 2010, 44% Pakistanis claimed that there were good business opportunities in their area in the next 6 months. This number fell to 38% in 2011 then rose to 45% in 2012 and eventually 55% in 2019.

Question: “In the next six months, will there be good opportunities for starting a business in the area where you live?”

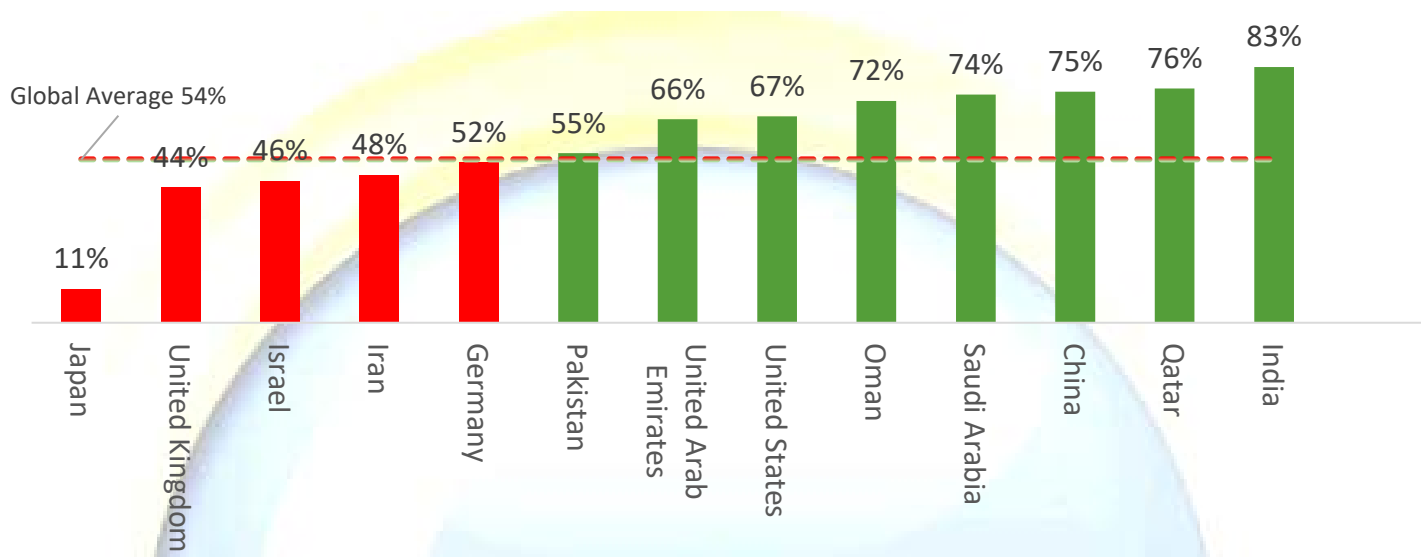


Source: GEM Survey conducted by Gallup Pakistan



Global Comparison: Pakistan ranks 21 out of 50 countries on the indicator of “good opportunities to start business in my area”

Pakistan stands 1% above the global average of this indicator which is nearly 54%. However, respondents from Pakistan (55%) are more likely to agree that there are good business opportunities in their areas as compared to respondents from UK (44%) and Iran (48%). The chart below represents a select few countries and Pakistan’s standing among them; please go to the end of the report to view the complete table.



Source: GEM Global Report 2019-2020

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](#).



Country	% of Adults	Rank
Poland	87.3%	1
India	83.1%	2
Sweden	79.8%	3
Qatar	75.6%	4
China	74.9%	5
Saudi Arabia	73.8%	6
Egypt	73.5%	7
Oman	72.3%	8
Norway	69.5%	9
Guatemala	67.3%	10
United States	67.2%	11
Canada	67.1%	12
United Arab Emirates	66.1%	13
Netherlands	64.6%	14
Mexico	62.8%	15
South Africa	60.4%	16
Luxembourg	58.0%	17
Morocco	57.7%	18
Ecuador	55.9%	19
Croatia	55.7%	20
Pakistan	55.0%	21
Global Average	54.0%	
Armenia	53.9%	22
Portugal	53.5%	23
Panama	53.4%	24
Germany	52.2%	25
North Macedonia	50.5%	26
Ireland	50.2%	27
Greece	49.9%	28
Iran	47.7%	29
Chile	47.6%	30
Slovenia	47.6%	30
Madagascar	46.8%	31
Colombia	46.7%	32
Brazil	46.4%	33
Israel	46.0%	34
Australia	45.7%	35
Italy	45.1%	36
United Kingdom	43.8%	37
Republic of Korea	42.9%	38
Taiwan	41.2%	39
Switzerland	40.7%	40
Jordan	40.6%	41
Puerto Rico	39.4%	42

Cyprus	38.5%	43
Spain	36.1%	44
Slovak Republic	36.0%	45
Latvia	35.6%	46
Russian Federation	29.6%	47
Belarus	29.5%	48
Japan	10.6%	49

Source: GEM Global Report 2019-2020



Opinion Poll from Gallup Pakistan



The Pakistani Affiliate of Gallup International



Monday, 21 December, 2020

(5 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
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Daily Gilani Poll
2020



of Gallup Pakistan
(1980-2020)