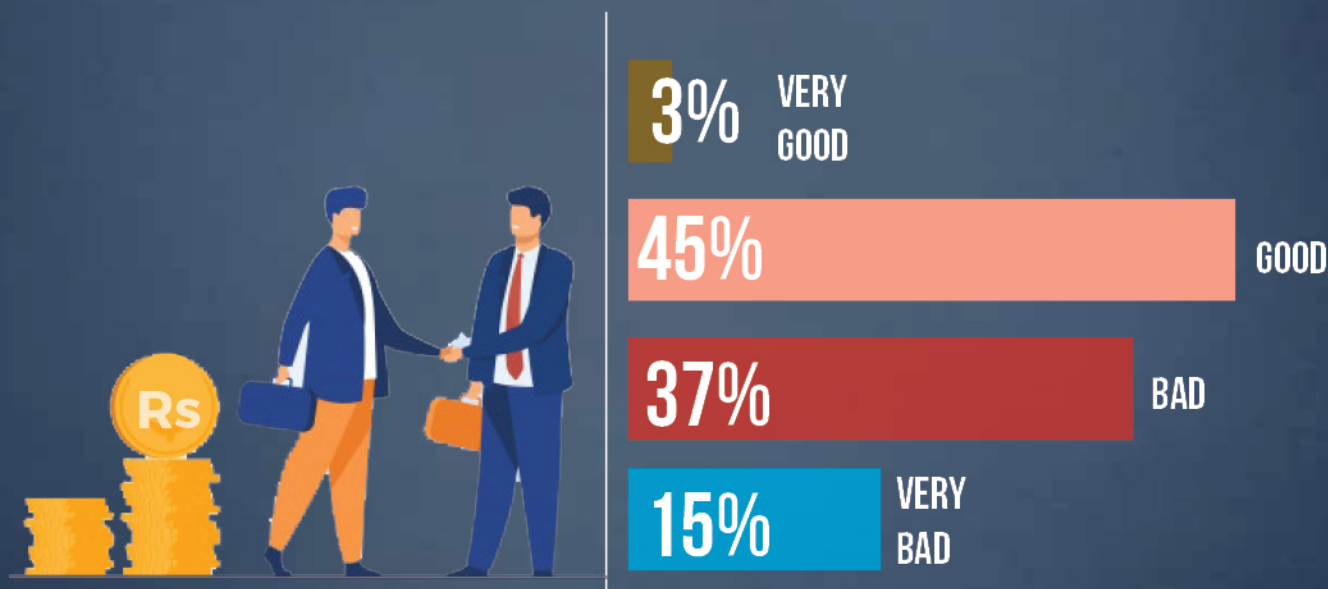


28 July, 2021

52% OF PAKISTANI BUSINESSES REPORTED BAD BUSINESS CONDITIONS: GALLUP BUSINESS CONFIDENCE SURVEY Q2 2021

52% پاکستانی کاروباری افراد نے کاروبار کے خراب حالات کی اطلاع دی

How well is your business doing nowadays. Would you say it is very good, good, bad, or very bad?"





Opinion Poll Economy

52 % of Pakistani businesses reported bad business conditions: Gallup Business Confidence Survey Q2 2021

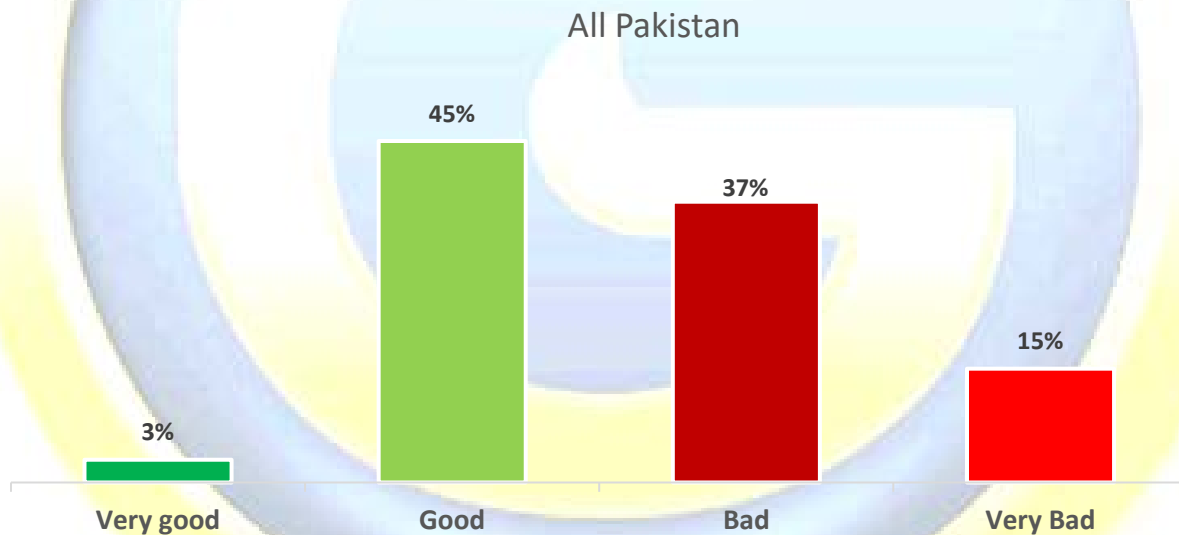
(Islamabad), July 28, 2021

48% of businesses reported to be doing well while 52% of businesses reported bad business conditions. This was stated by a sample of around 500 businesses approached by Gallup as part of its quarterly Business Confidence Survey (BCS) Q2, 2021.

Complete report for the Business Confidence Survey Q2 2021 can be accessed [here](#).

A nationally representative sample of businesses in Pakistan was asked the following question, “How well is your business doing nowadays. Would you say it is very good, good, bad, or very bad?” In response to this question, 3% said very good, 45% said good, 37% said bad, while 15% said very bad.

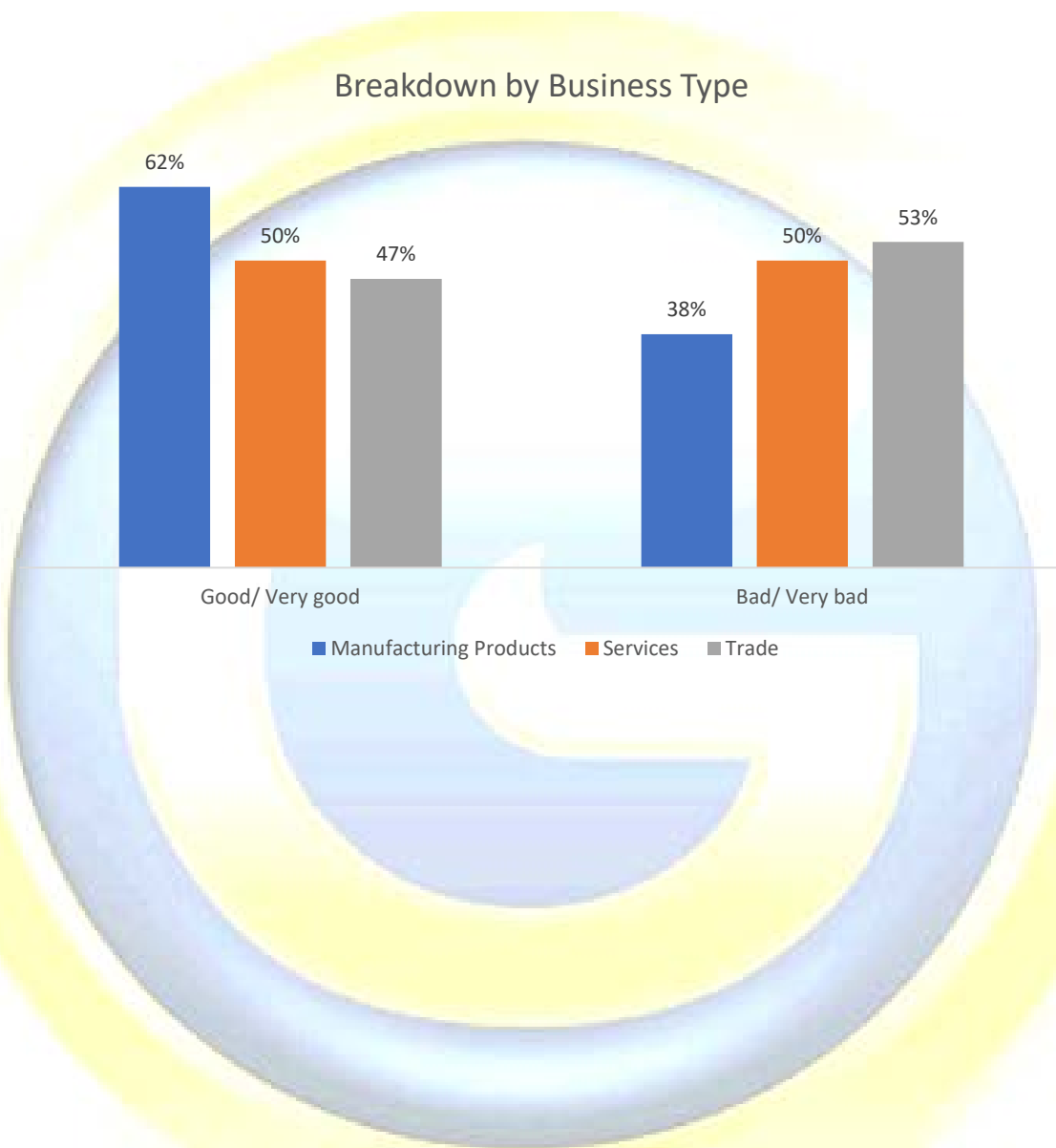
Question: “How well is your business doing nowadays. Would you say it is very good, good, bad, or very bad?”



Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Breakdown by Business Type: Companies in the manufacturing sector reported better current business conditions as compared to those in the services or trading sectors.

62% manufacturing businesses assess the current business situation as good as compared to the 50% of services businesses or 47% of trade businesses that do so. 53% of trade businesses consider their current business situation to be poor while only 38% of manufacturing businesses consider their current business conditions to be bad.



The study was released by Gilani Research Foundation and carried out by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 490 businesses in urban and rural areas of all four provinces of the country, during 4th June 2021 – 1st July 2021. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was CATI.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup International

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GILANI RESEARCH
FOUNDATION

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,
Gallup Pakistan*

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Daily Gilani Poll
2021



of Gallup Pakistan
(1980-2021)