

29 July, 2021

7 IN 10 PAKISTANI BUSINESSES ARE CONFIDENT THAT THEIR FUTURE BUSINESS CONDITIONS WILL IMPROVE: GALLUP BUSINESS CONFIDENCE SURVEY Q2 2021

ہر 10 میں سے 7 پاکستانی کاروباری افراد کو یقین ہے کہ آنے والے وقت میں اُن کے کاروباری حالات میں بہتری آئی گی

What are your expectations for the future of your business compared to the past?



14%

VERY GOOD

56%

GOOD

22%

BAD

8%

VERY BAD



Opinion Poll Economy

7 in 10 Pakistani businesses are confident that their future business conditions will improve: Gallup Business Confidence Survey Q2 2021

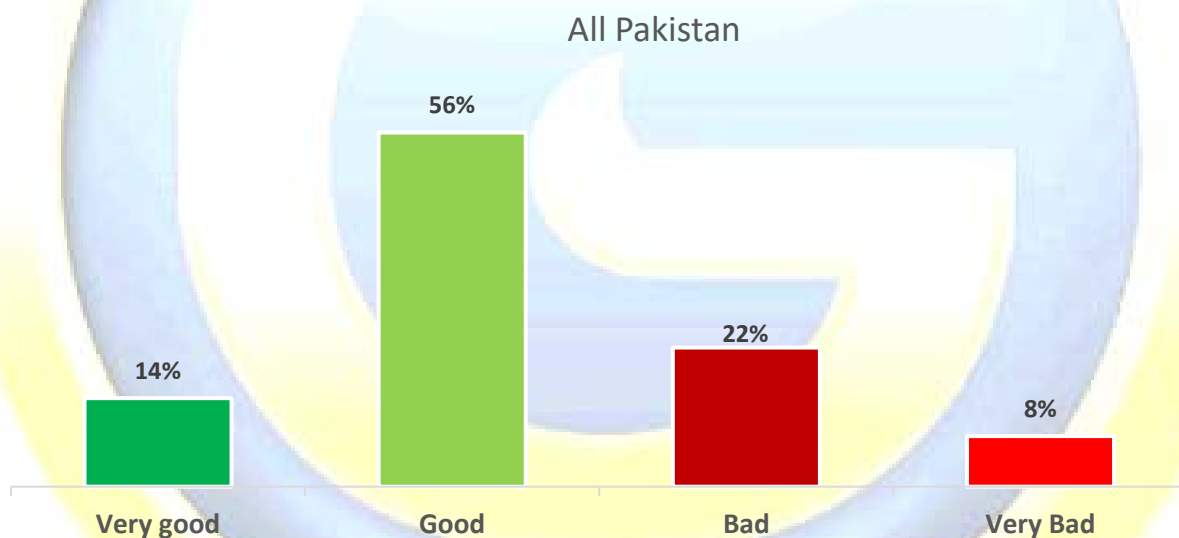
(Islamabad), July 29, 2021

7 in 10 Pakistani businesses are confident that their future business conditions will improve while 30% believe otherwise. 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, “*What are your expectations for the future of your business compared to the past?*” In response to this question, 14% said very good, 56% said good, 22% said bad, while 8% said very bad.

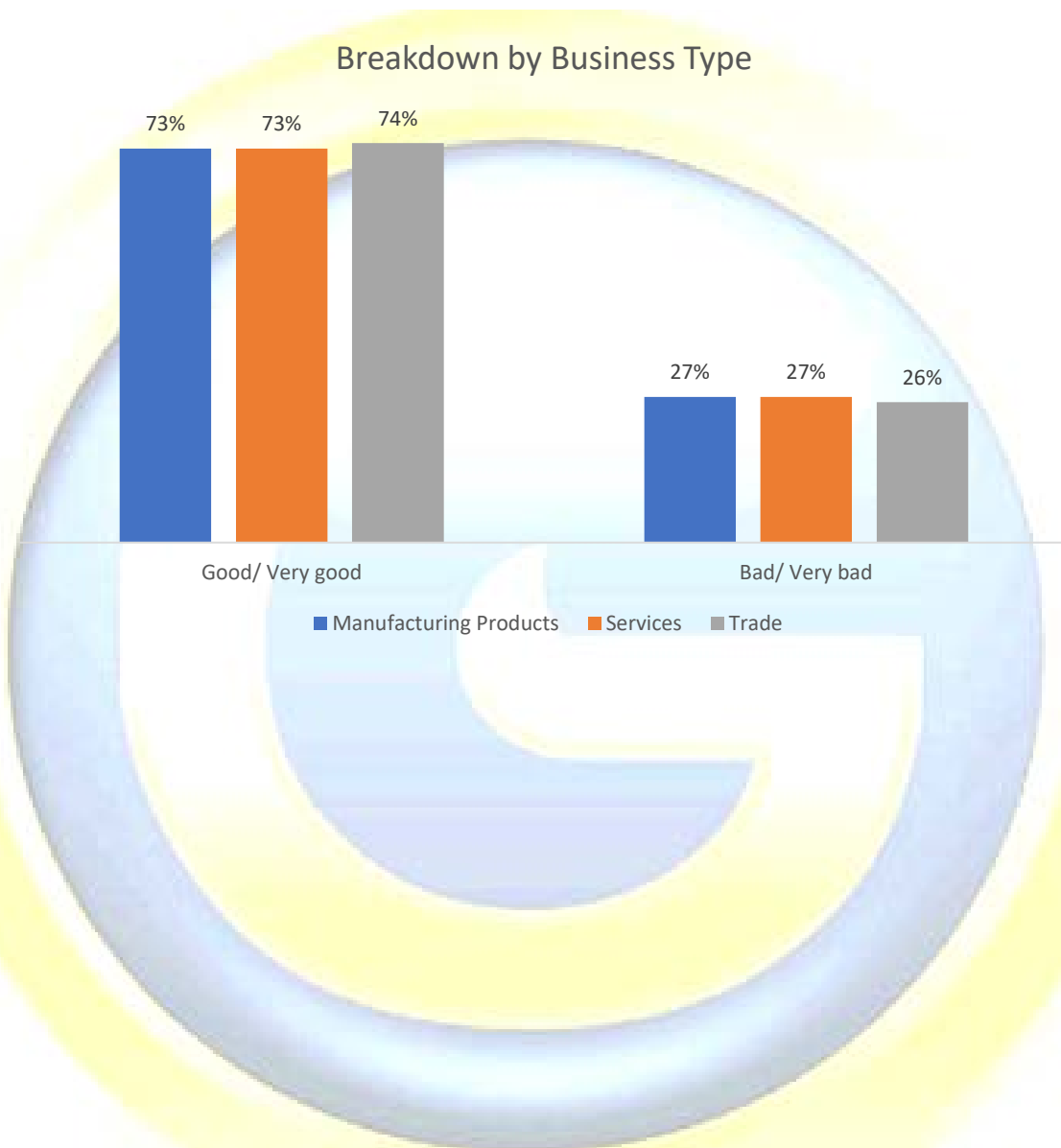
Question: “What are your expectations for the future of your business compared to the past?”



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

Breakdown by Business Type: Manufacturing, services and trade businesses had relatively the same level of optimism for the future of their businesses, with trade businesses being just slightly more optimistic.

74% of trading businesses assess their future business situation as good as compared to the 73% of services businesses and 73% of manufacturing businesses that do so. 26% of trade businesses predict their current business situation to be poor while only 27% (each) of both manufacturing and services businesses believe so.



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)