

30 July, 2021

63% OF PAKISTANI BUSINESSES BELIEVE THAT THE COUNTRY IS HEADED IN THE RIGHT DIRECTION: GALLUP BUSINESS CONFIDENCE SURVEY Q2 2021

63% پاکستانی کاروباری افراد کے مطابق ملک درست سمت میں جا رہا ہے

*What is your opinion on the direction of the country?
Are we headed in the right direction or wrong direction?*





Opinion Poll Economy

63 % of Pakistani businesses believe that the country is headed in the right direction: Gallup Business Confidence Survey Q2 2021

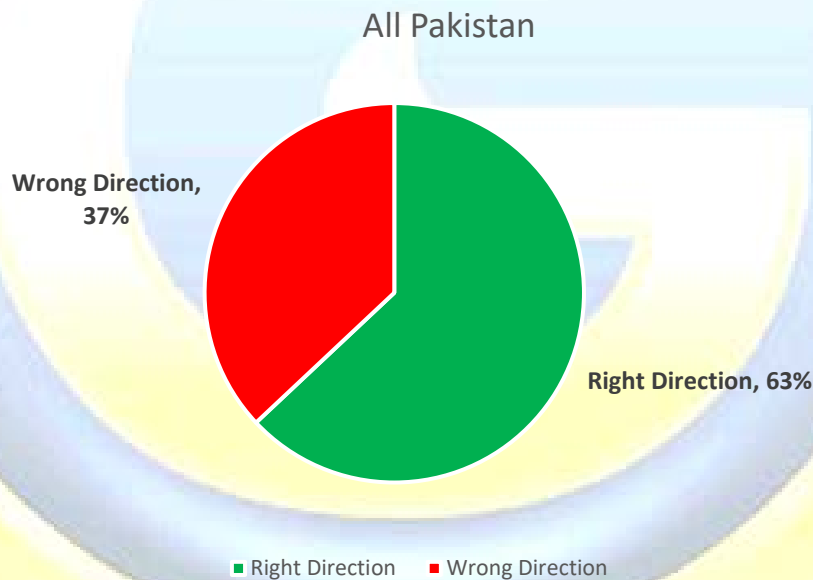
(Islamabad), July 30, 2021

63% of Pakistani businesses believe that the country is headed in the right direction while 37% 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 is your opinion on the direction of the country? Are we headed in the right direction or wrong direction?*” In response to this question, 37% said wrong direction while 63% said right direction.

Question: “What is your opinion on the direction of the country? Are we headed in the right direction or wrong direction?”

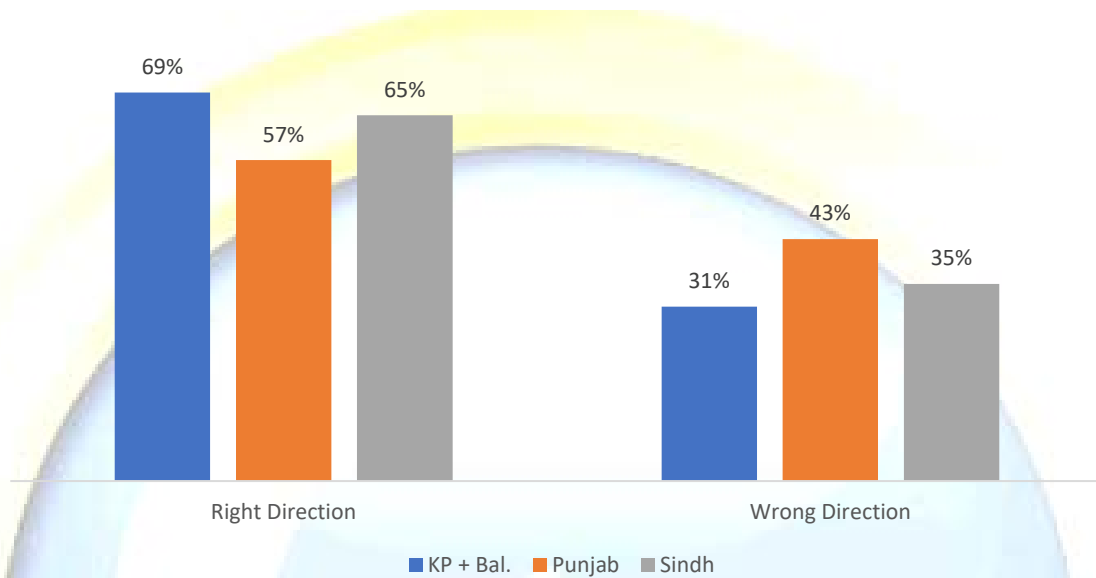


Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Provincial Breakdown: Businesses from KPK & Balochistan were more optimistic about the country's future than those from other provinces

69% businesses from KPK & Balochistan believe the country is heading in the right direction, closely followed by 65% of Sindh who hold the same belief. Businesses from Punjab are least optimistic about the future of the country, with 43% believing that it is going in the wrong direction.

Provincial Breakdown



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

Friday, July 30, 2021

(2 Pages, English version Only)



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)