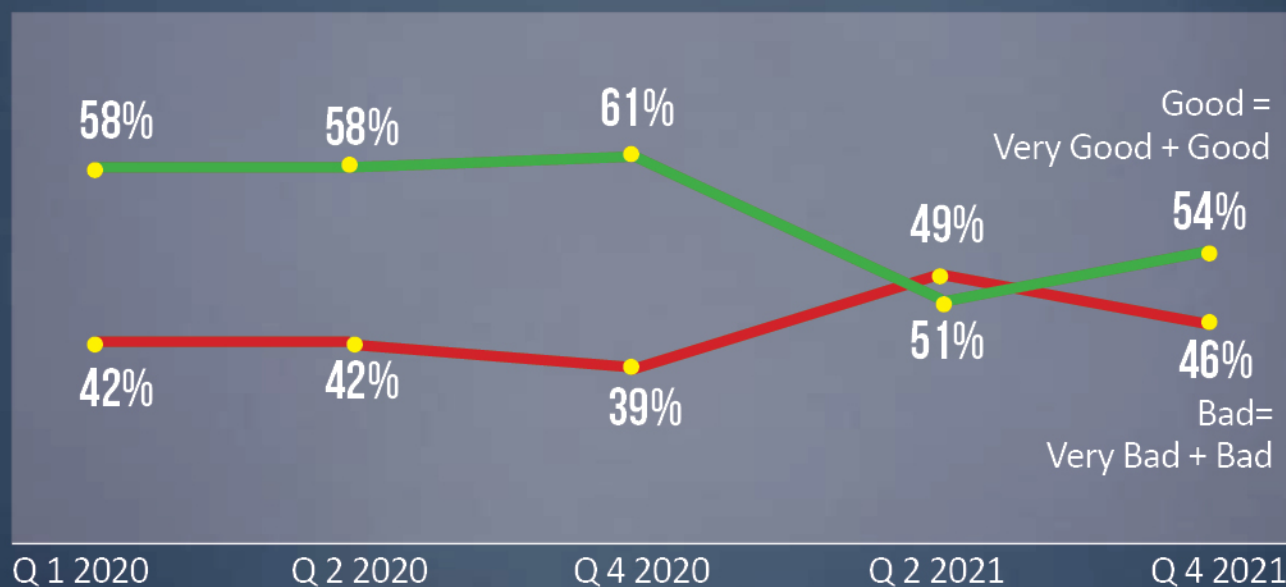


17th November, 2021

54% BUSINESSES IN PAKISTAN REPORT THEIR CURRENT BUSINESS CONDITIONS TO BE EITHER GOOD OR VERY GOOD: GALLUP BUSINESS CONFIDENCE SURVEY Q4 2021

پاکستان میں تقریباً 54% کاروباری افراد کے مطابق اُن کے موجودہ کاروباری حالات اچھے یا بہت اچھے ہیں

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





Opinion Poll Economy

54% businesses in Pakistan report their current business conditions to be either good or very good: Gallup Business Confidence Survey Q4 2021

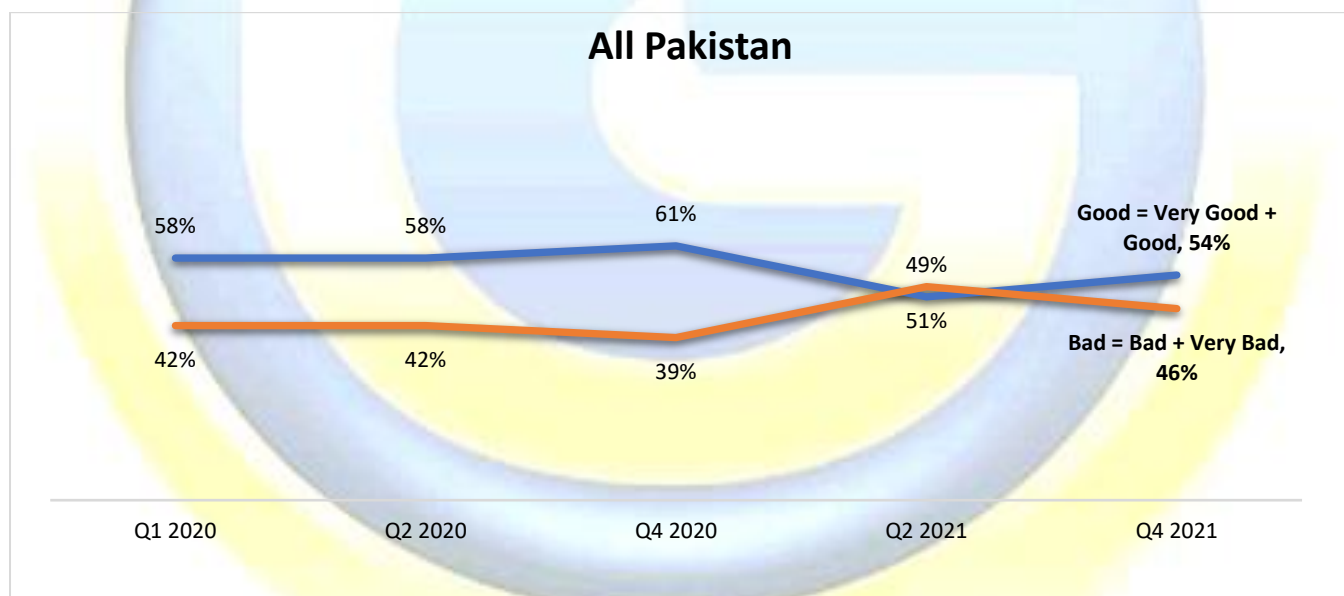
(Islamabad), November 17, 2021

According to a survey conducted by Gallup & Gilani Pakistan, 54% businesses in Pakistan report their current business conditions to be either good or very good.

Complete report for the Business Confidence Survey Q4 2021 can be accessed [here](#).

A nationally representative sample of businesses across 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, 8% businesses said very good, 46% said good, 26% said bad and 20% said very bad.

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

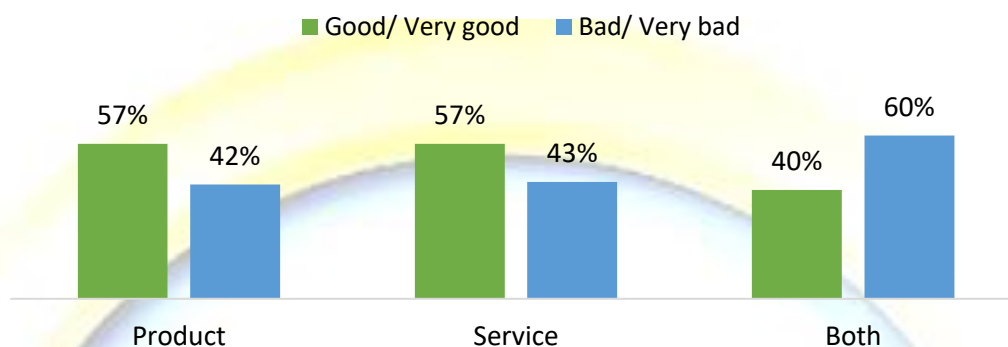


Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

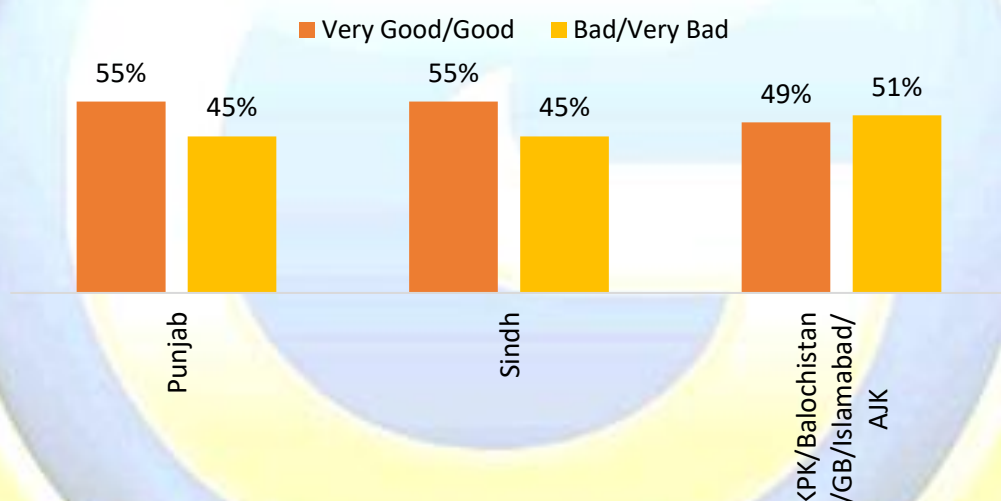
Breakdown

60% of both business types reported their current business conditions to be bad. Province-wise, 55% businesses each from Punjab and Sindh reported good business conditions while 51% businesses in KPK/Balochistan/GB/Islamabad/AJK combined reported bad business conditions.

Breakdown by business type



Provincial Breakdown



Note: Due to sample size being not significant at KPK, Balochistan, GB, Islamabad, and AJK level, they have been clubbed for the purpose of analysis.

Source: Gallup & Gilani Pakistan

(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

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 581 businesses across the country, during October 13, 2021 – October 28, 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

Wednesday, November 17, 2021

(3 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)