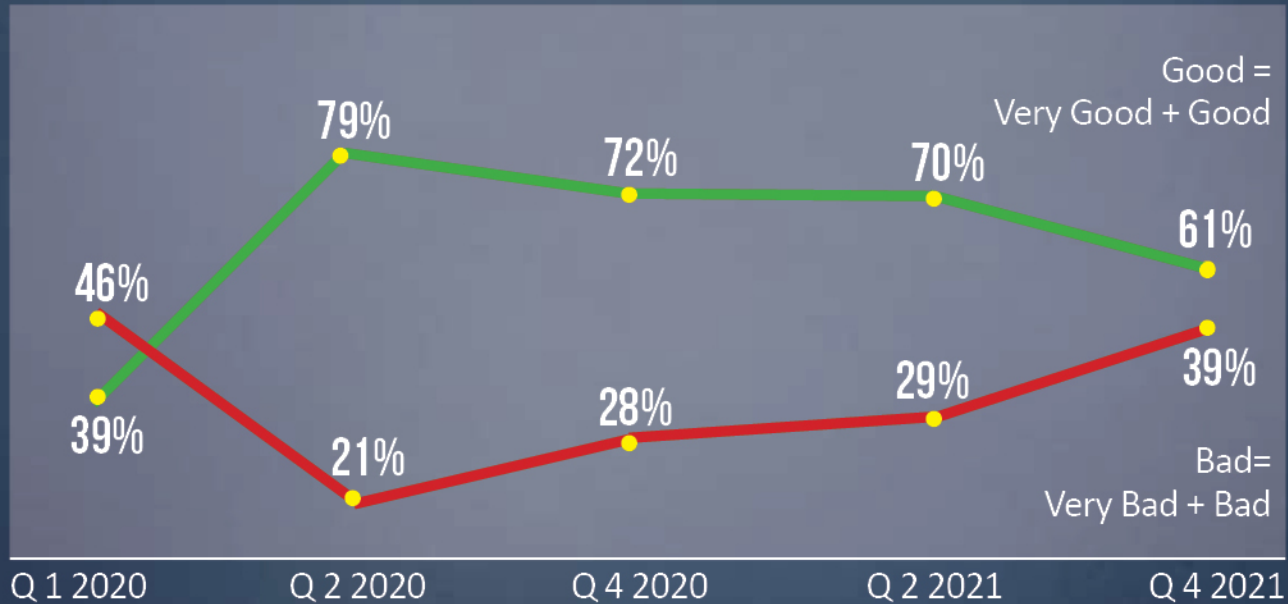


18th November, 2021

6 IN 10 BUSINESSES ARE CONFIDENT THAT THE FUTURE WILL BE BETTER. HOWEVER, THE NET FUTURE BUSINESS CONFIDENCE SCORE DECREASED BY 19% (FALLING FROM 41% TO 22%) SINCE QUARTER 2, 2021: GALLUP BUSINESS CONFIDENCE SURVEY Q4 2021

ہر 10 میں سے 6 کاروباری اداروں کو یقین ہے کہ آنے والا وقت ان کے کاروبار کے حوالے سے بہتر ہو گا۔ تاہم کواٹر 2, 2021 کے بعد سے نیٹ فیوچر بزنس کانفیڈینس کے اسکور میں 19% کی کمی واقع ہوئی (جو 41% سے کم ہو کر 22% رہ گئی)

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





Opinion Poll Economy

6 in 10 businesses are confident that the future will be better. However, the Net Future Business Confidence score decreased by 19% (falling from 41% to 22%) since Quarter 2, 2021: Gallup Business Confidence Survey Q4 2021

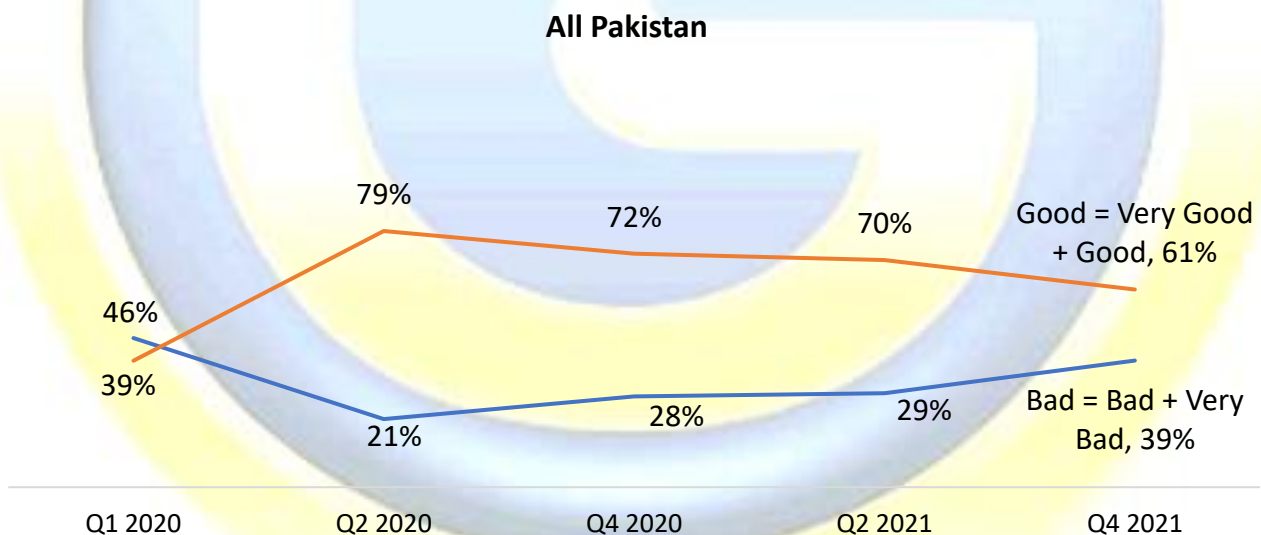
(Islamabad), November 18, 2021

According to a survey conducted by Gallup & Gilani Pakistan, 6 in 10 businesses are confident that the future will be better. However, the Net Future Business Confidence score decreased by 19% (falling from 41% to 22%) since Quarter 2, 2021.

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, “*What are your expectations for the future of your business compared to the past?*” In response to this question, 16% businesses said very good, 45% said good, 24% said bad and 15% said very bad.

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

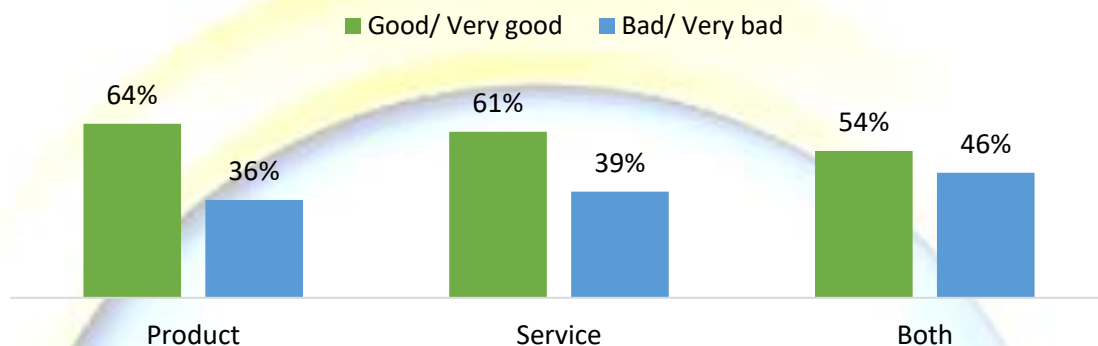


Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

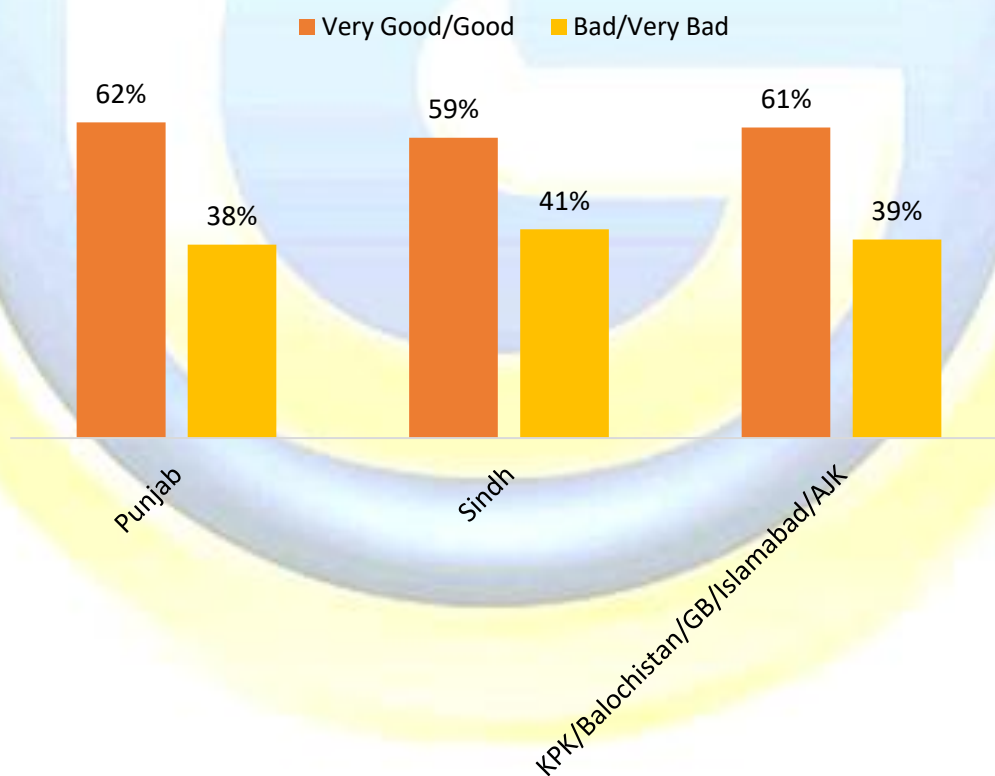
Breakdown

Product businesses had slightly higher levels of optimism for the future of their businesses as compared to service businesses. Businesses across all provinces were found to be almost equally optimistic about the future of their business.

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

Thursday, November 18, 2021

(3 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,
Gallup Pakistan*

Disclaimer: Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup International Association see website: www.gallup-international.com



Daily Gilani Poll
2021



of Gallup Pakistan
(1980-2021)