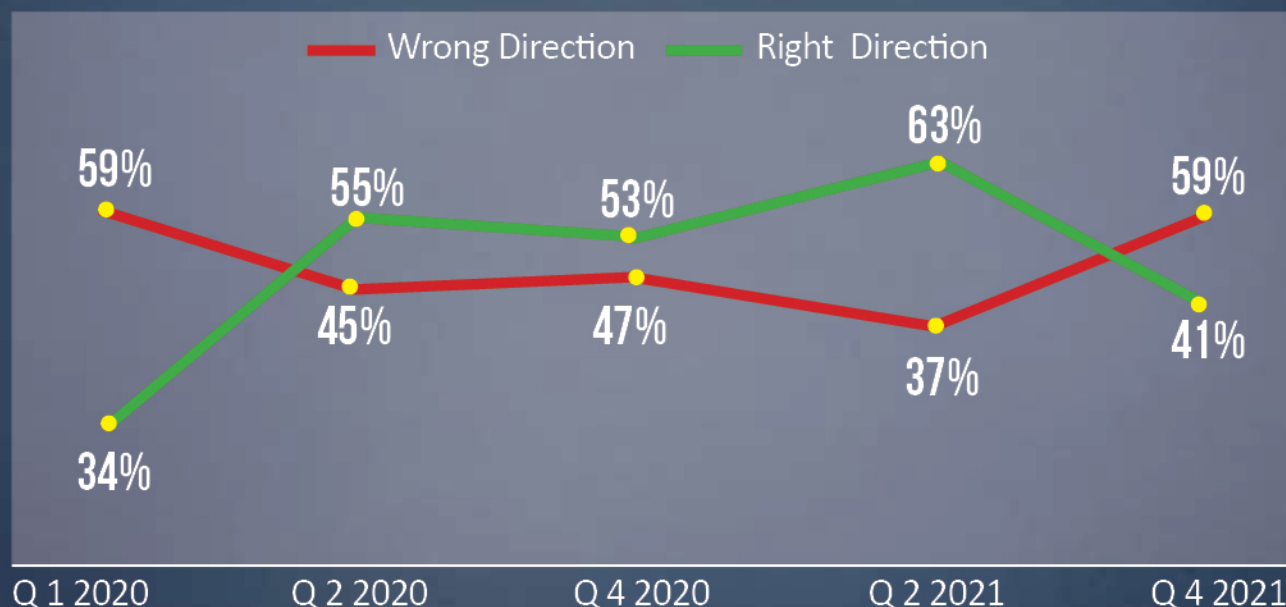


19th November, 2021

SINCE QUARTER 2, 2021, THERE HAS BEEN A 22% DECREASE IN THE NUMBER OF BUSINESSES IN PAKISTAN WHICH HOLD THE OPINION THAT THE COUNTRY IS HEADING IN THE RIGHT DIRECTION: GALLUP BUSINESS CONFIDENCE SURVEY Q4 2021

کوارٹر 2، 2021 کے بعد سے پاکستان میں اُن کاروباری اداروں کی تعداد میں 22% کی کمی واقع ہوئی ہے جو رائے رکھتے ہیں کہ ہمارا 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

Since Quarter 2, 2021, there has been a 22% decrease in the number of businesses in Pakistan which hold the opinion that the country is heading in the right direction: Gallup Business Confidence Survey Q4 2021

(Islamabad), November 19, 2021

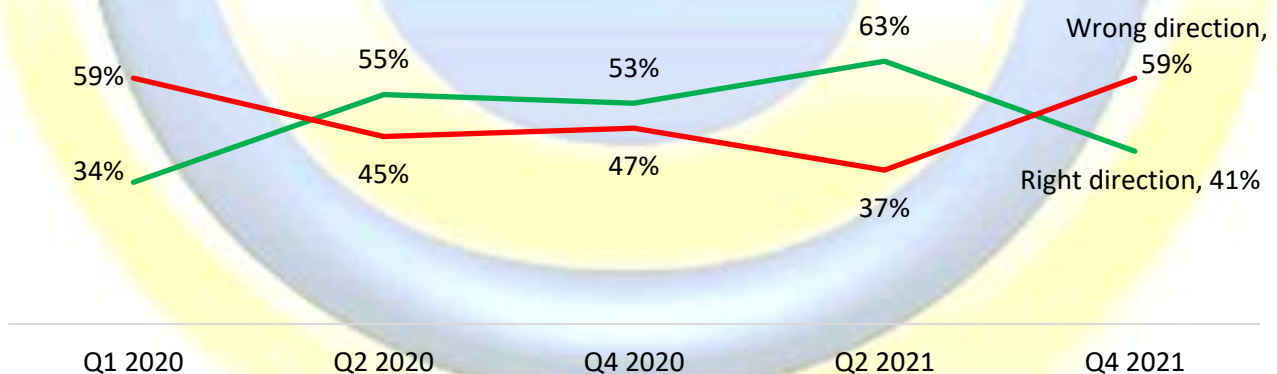
According to a survey conducted by Gallup & Gilani Pakistan, since Quarter 2, 2021, there has been a 22% decrease in the number of businesses in Pakistan which hold the opinion that the country is heading in the right direction.

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 is your opinion on the direction of the country? Are we headed in the right direction or wrong direction?” In response to this question, 41% said right direction and 59% said wrong direction.

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

All Pakistan

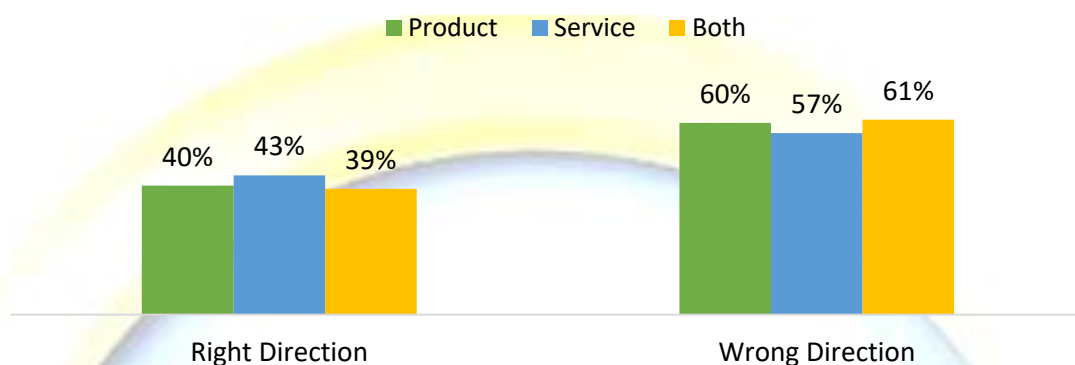


Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

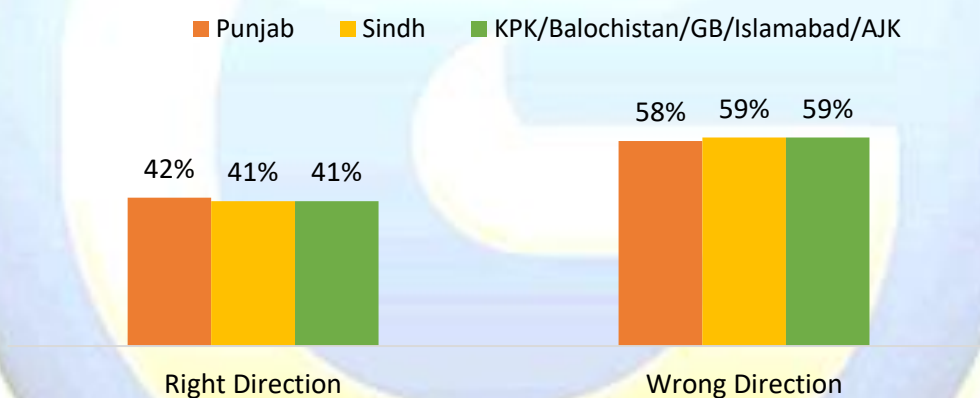
Breakdown

All business types significantly believe that the country is headed in the wrong direction. Province-wise, 59% businesses from Sindh believe the country is headed in the wrong direction.

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

Friday, November 19, 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)