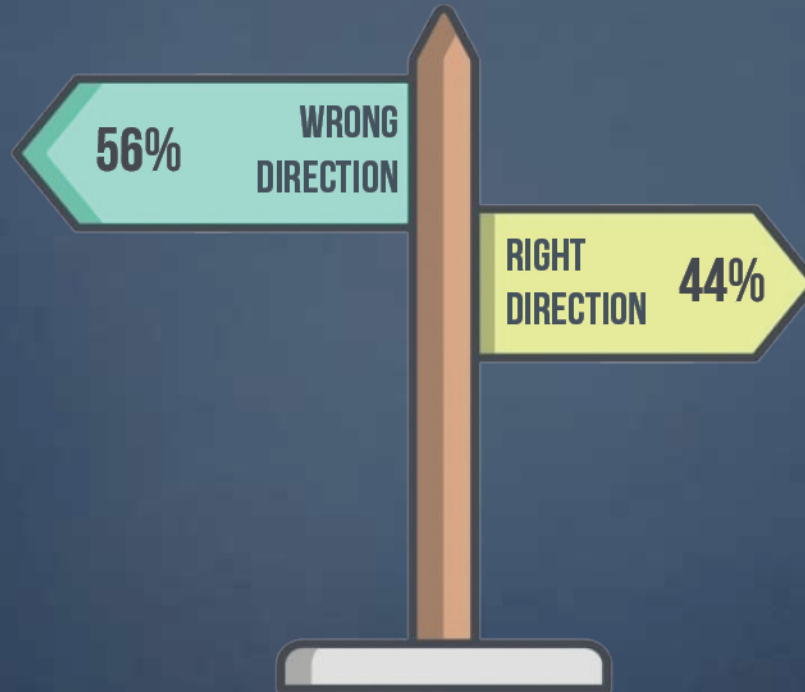


13th May, 2022

AS COMPARED TO Q4 2021, A SLIGHTLY LESSER PROPORTION OF BUSINESSES OPINE THAT THE COUNTRY IS GOING IN THE WRONG DIRECTION: GALLUP BUSINESS CONFIDENCE SURVEY Q1 2022

Q4 2021 کے نتائج کے مقابلے میں، کاروباری اداروں کی تھوڑی کم شرح کا یہ خیال ہے کہ ہمارا ملک غلط سمت میں جا رہا ہے

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





Opinion Poll
Economy

As compared to Q4 2021, a slightly lesser proportion of businesses opine that the country is going in the wrong direction: Gallup Business Confidence Survey Q1 2022

(Islamabad), May 13, 2022

According to a survey conducted by Gallup & Gilani Pakistan, as compared to Q4 2021, a slightly lesser proportion of businesses opine that the country is going in the wrong direction.

The complete report for the Business Confidence Survey Q1 2022 can be accessed [here](#).

A nationally representative sample of adult men and women from across the four provinces 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 in Q1 2022, 44% said right direction and 56% 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

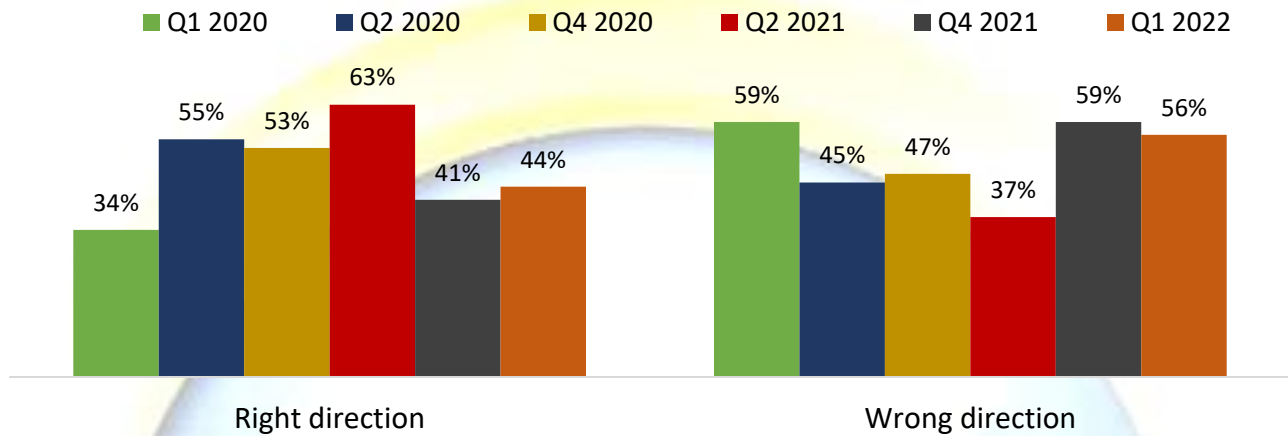


Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Trend Analysis

Net direction of the country score has improved from -18% in Q4 2021 to -12% in Q1 2022.

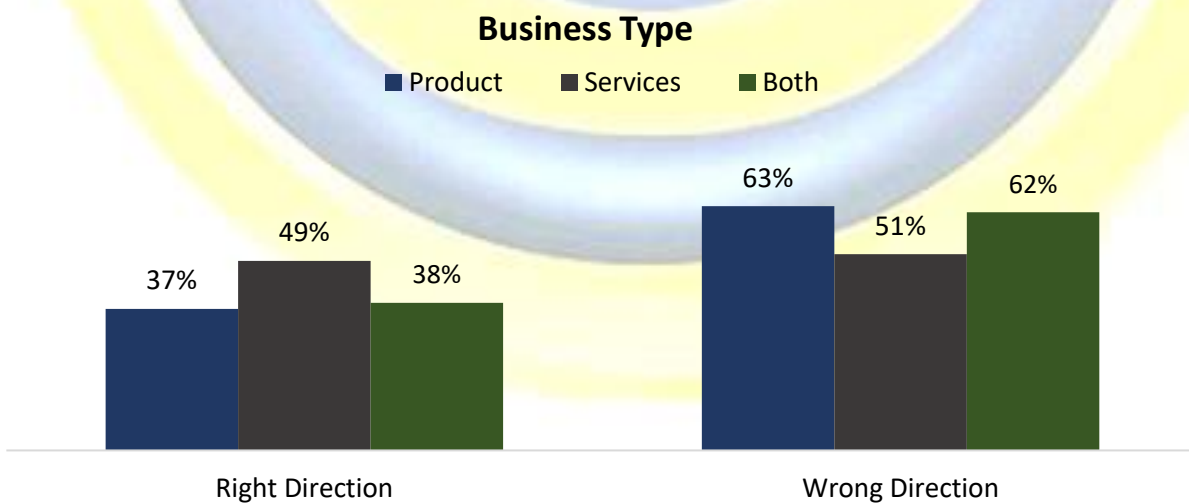
Trend Analysis



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

Breakdown by Business Type

63% of product businesses and 51% of service businesses believe that the country is going in the wrong direction.



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 538 businesses in manufacturing, trade, and services sectors in urban and rural areas of all four provinces of the country, from 23rd February 2022 – 7th March 2022. 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, May 13, 2022

(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, policymakers, 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 Ph.D. 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
2022



of Gallup Pakistan
(1980-2022)