

7th November, 2022

65% OF PAKISTANI BUSINESSES PERCEIVE THEMSELVES FACING BAD OR WORSE CONDITIONS; THERE IS A CONSIDERABLE INCREASE IN THOSE BUSINESSES REPORTING VERY BAD BUSINESS CONDITIONS: GALLUP PAKISTAN BUSINESS CONFIDENCE INDEX

65% پاکستانی کاروباری ادارے اپنے کاروباری حالات خراب یا بہت خراب سمجھتے ہیں ، کاروباری حالات بہت خراب ہونے کے حوالے سے رائے رکھنے والے کاروباری اداروں کی شرح میں واضح اضافہ ہوا ہے

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



PRESS RELEASE

(Also emailed*/faxed separately)



Opinion Poll Economy

65% of Pakistani businesses perceive themselves facing bad or worse conditions; there is a considerable increase in those businesses reporting very bad business conditions: Gallup Pakistan Business Confidence Index

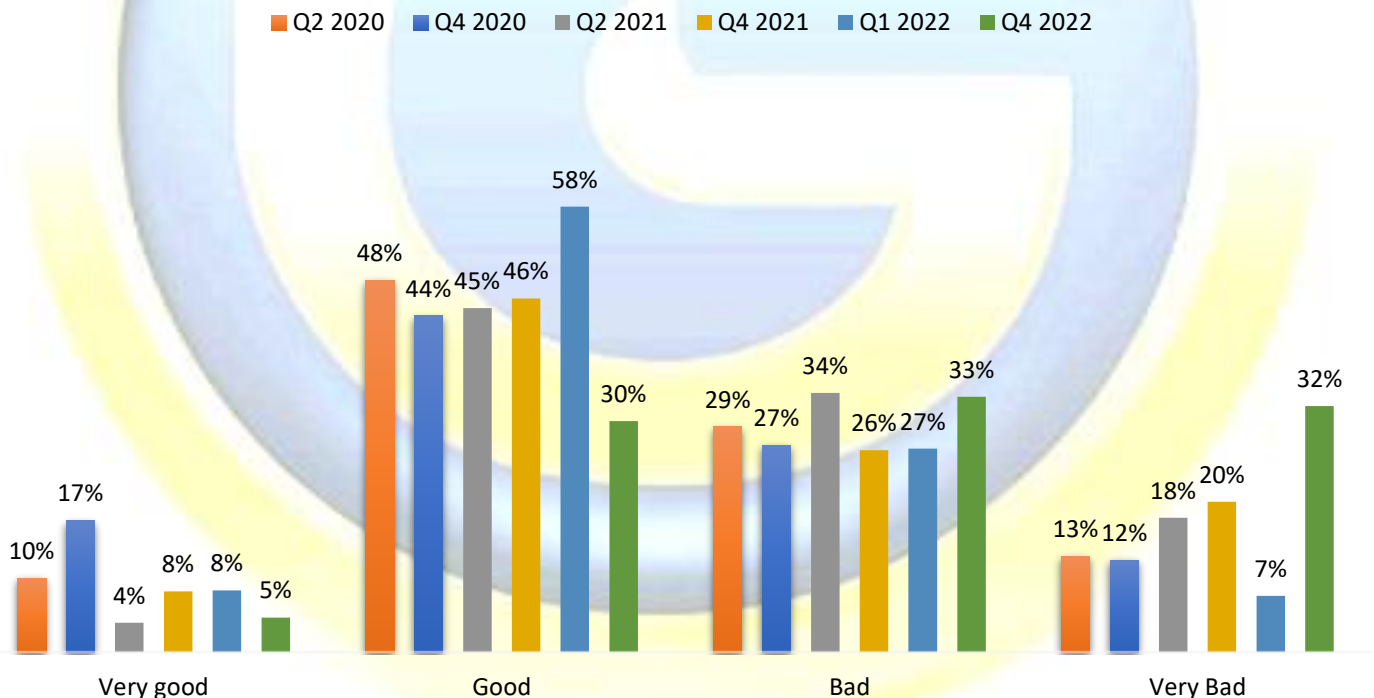
(Islamabad), November 7th, 2022

According to a survey conducted by Gallup & Gilani Pakistan, 65% of Pakistani businesses perceive themselves facing bad or worse conditions; there is a considerable increase in those businesses reporting very bad business conditions.

The complete report for the Business Confidence Survey Q4 2022 can be accessed [here](#)

A nationally representative sample of businesses from across the country was asked the following question regarding, “How well is your business doing nowadays? Would you say it is very good, good, bad, or very bad?” 5% said very good, 30% said good, 33% said bad while 32% responded very bad.

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



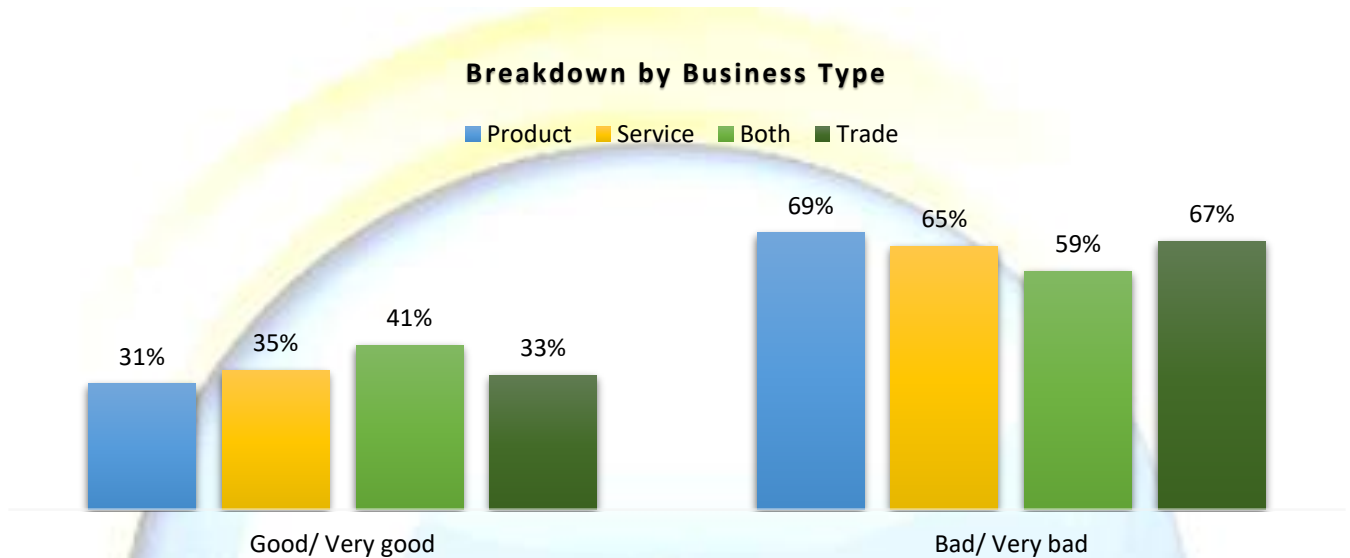
Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Trend Analysis

Since Q1 2022, the current business assessment has become worse with a 25% increase in people claiming their business situation to be very bad

Breakdown by Business Type

65% of service businesses and 69% of manufacturing businesses reported their current business conditions to be doing badly.



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 754 businesses across Pakistan in manufacturing, trade, and services sectors in urban and rural areas of all four provinces of the country, from 19th September 2022 – 14th October 2022. The error margin is estimated to be approximately ± 2 -3 percent at the 95% confidence level. The methodology used for data collection was telephonic surveys (CATI).



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup International



Monday, 07th November 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)