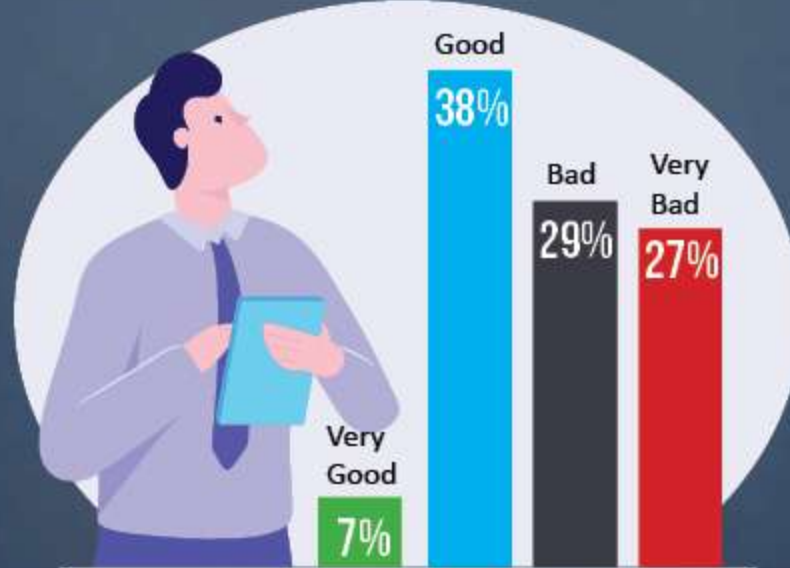


8th November, 2022

BUSINESSES IN PAKISTAN HAVE BEEN GROWING INCREASINGLY PESSIMISTIC ABOUT THE FUTURE; 56% SAID FUTURE EXPECTATIONS ARE NEGATIVE, WHILE ONLY 45% EXPECT THINGS TO IMPROVE AT ALL: GALLUP PAKISTAN BUSINESS CONFIDENCE INDEX

کاروباری اداروں سے تعلق رکھنے والے افراد میں مستقبل کے حوالے سے مایوسی میں اضافہ ہو رہا ہے ؛ 56% کاروباری افراد کے مطابق آنے والا وقت اُن کے کاروبار کے حوالے سے خراب ہوگا ، جبکہ صرف 45% کے مطابق آنے والا وقت اُن کے کاروبار کے لیے اچھا ہوگا

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



PRESS RELEASE

(Also emailed*/faxed separately)



Opinion Poll Economy

Businesses in Pakistan have been growing increasingly pessimistic about the future; 56% said future expectations are negative, while only 45% expect things to improve at all: Gallup Pakistan Business Confidence Index

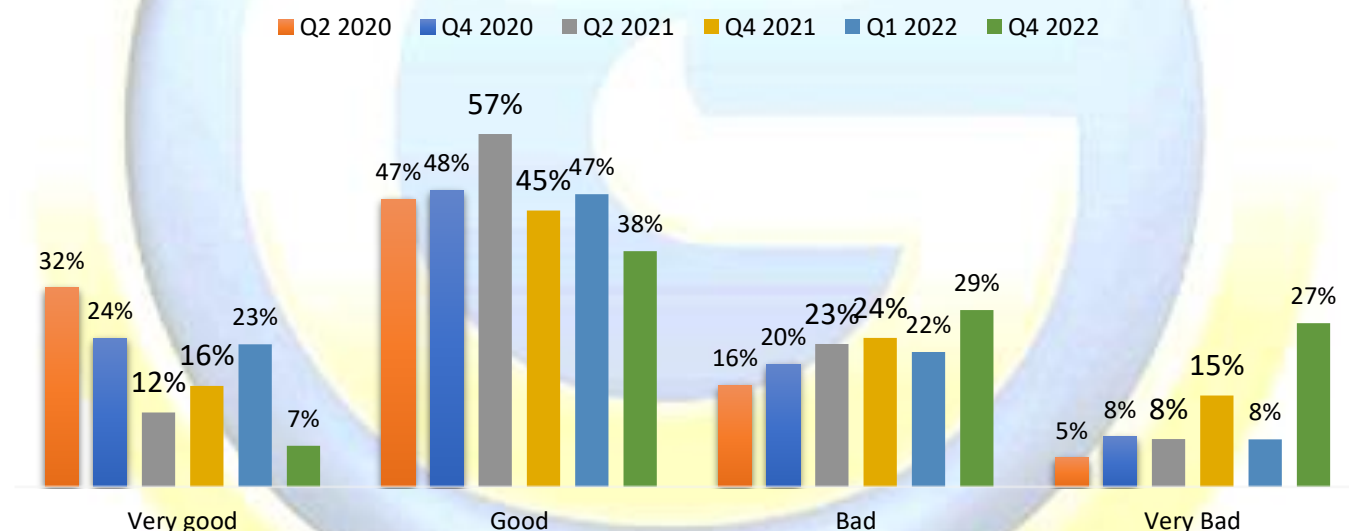
(Islamabad), November 8th, 2022

According to a survey conducted by Gallup & Gilani Pakistan, businesses in Pakistan have been growing increasingly pessimistic about the future; 56% said future expectations are negative, while only 45% expect things to improve at all

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, “What are your expectations for the future of your business compared to the past?” 7% said very good, 38% said good, 29% said bad while 27% responded 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)

Trend Analysis

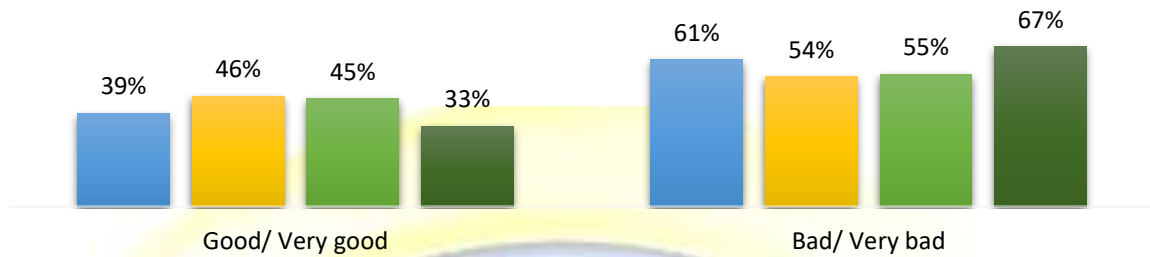
Since Q1 2022, the expectation for the future of business has become worse with a 19% increase in people saying that they have very bad expectations for the future of business.

Breakdown by Business Type

67% of trade businesses and 61% of product businesses as compared to 54% service businesses reported having bad/very bad future expectations for business.

Breakdown by Business Type

■ Product ■ Service ■ Both ■ Trade



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



Tuesday, 08th 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)