

10th November, 2022

MAJORITY OF PAKISTANI BUSINESSES (88%) THINK THAT THE COUNTRY IS GOING IN THE 'WRONG DIRECTION'. COMPARED TO EARLIER IN THE YEAR, 32% MORE BUSINESSES OPINE THAT THE COUNTRY IS GOING IN THE WRONG DIRECTION: GALLUP PAKISTAN BUSINESS CONFIDENCE INDEX

پاکستان کے کاروباری اداروں کی بڑی تعداد (88%) کا خیال ہے کہ آج کل ملک غلط سمت میں جا رہا ہے۔ سال کے آغاز میں کی جانے والی ویو کی نسبت کاروباری اداروں میں 32% کی زائد شرح نے اس رائے کا اظہار کیا کہ آج کل 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?"



Good

PRESS RELEASE

(Also emailed*/faxed separately)



Opinion Poll Economy

Majority of Pakistani businesses (88%) think that the country is going in the 'wrong direction'. Compared to earlier in the year, 32% more businesses opine that the country is going in the wrong direction: Gallup Pakistan Business confidence Index

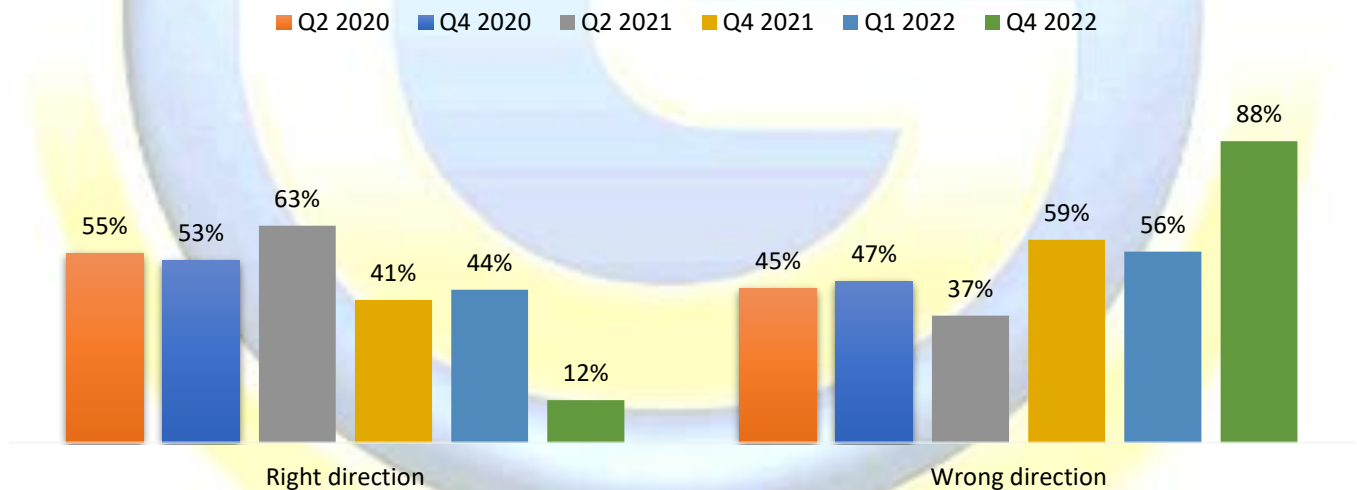
(Islamabad), November 10th, 2022

According to a survey conducted by Gallup & Gilani Pakistan, majority of Pakistani businesses (88%) think that the country is going in the 'wrong direction'. Compared to earlier in the year, 32% more businesses opine that the country is going in the wrong direction.

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 is your opinion on the direction of the country? Are we headed in the right direction or wrong direction?" 12% said good direction while 88% said that the country is going in the wrong direction.

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



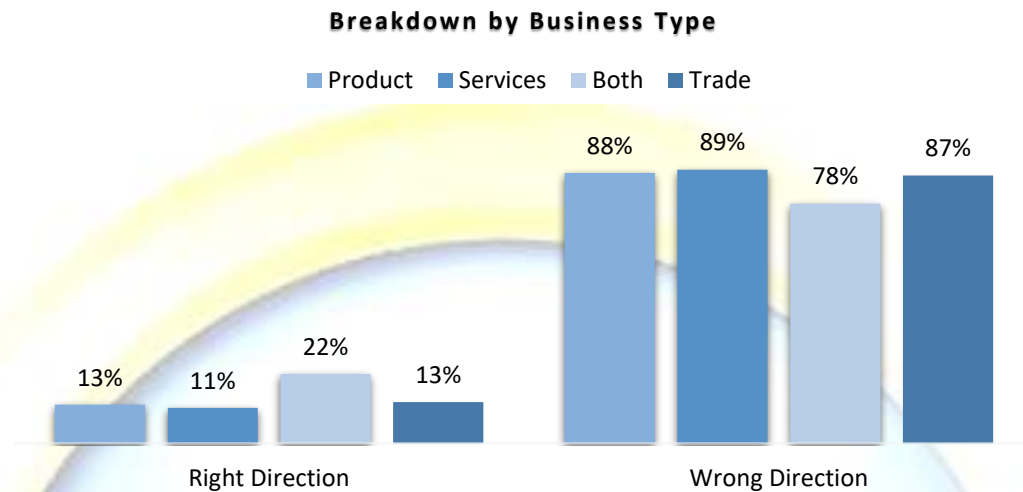
Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Trend Analysis

Since Q1 2022, the current business community has gotten more pessimistic about the direction that the country is headed in as there has been a 32% fall in the number of businesses who think that the country is headed in the 'right' direction.

Breakdown by Business Type

Nearly 80% to 90% of all business types are pessimistic about the country's future



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 $\pm 2-3$ 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



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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*

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Daily Gilani Poll
2022



of Gallup Pakistan
(1980-2022)