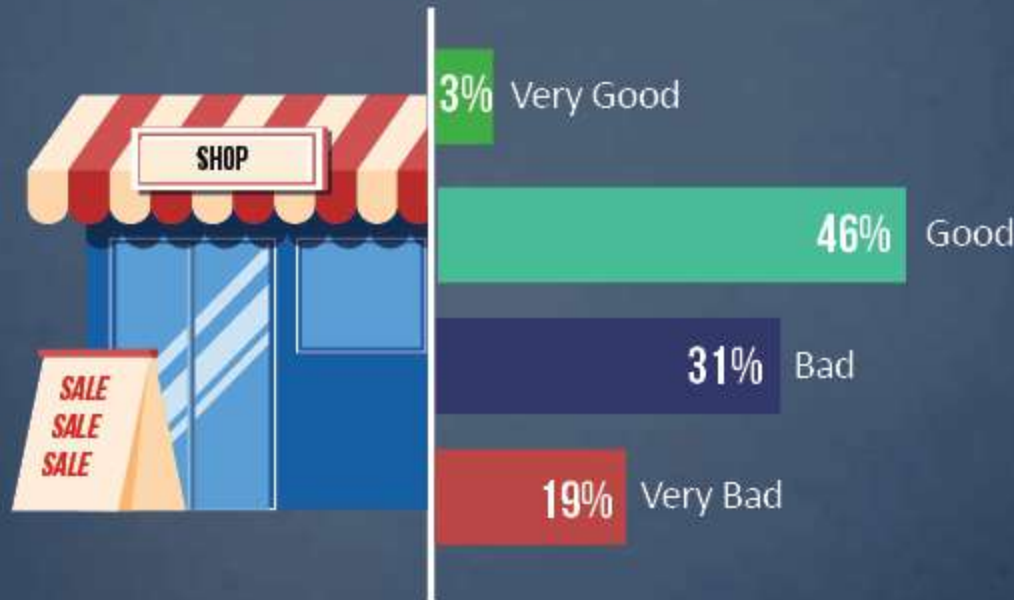


3rd January, 2024

50% OF BUSINESSES IN THE PAST QUARTER PERCEIVE THEMSELVES TO BE FACING BAD OR WORSE CONDITIONS: GALLUP PAKISTAN BUSINESS CONFIDENCE INDEX

گزشتہ سہ ماہی میں 50% پاکستانی کاروباری ادارے اپنے کاروباری حالات کو خراب یا بہت خراب سمجھتے ہیں۔

Question: How well is your business doing nowadays? Would you say it is Very Good, Good, Bad, or Very Bad?





PRESS RELEASE

Opinion Poll

Economy

General

50% of businesses in the past quarter perceive themselves to be facing bad or worse conditions: Gallup Pakistan Business Confidence Index

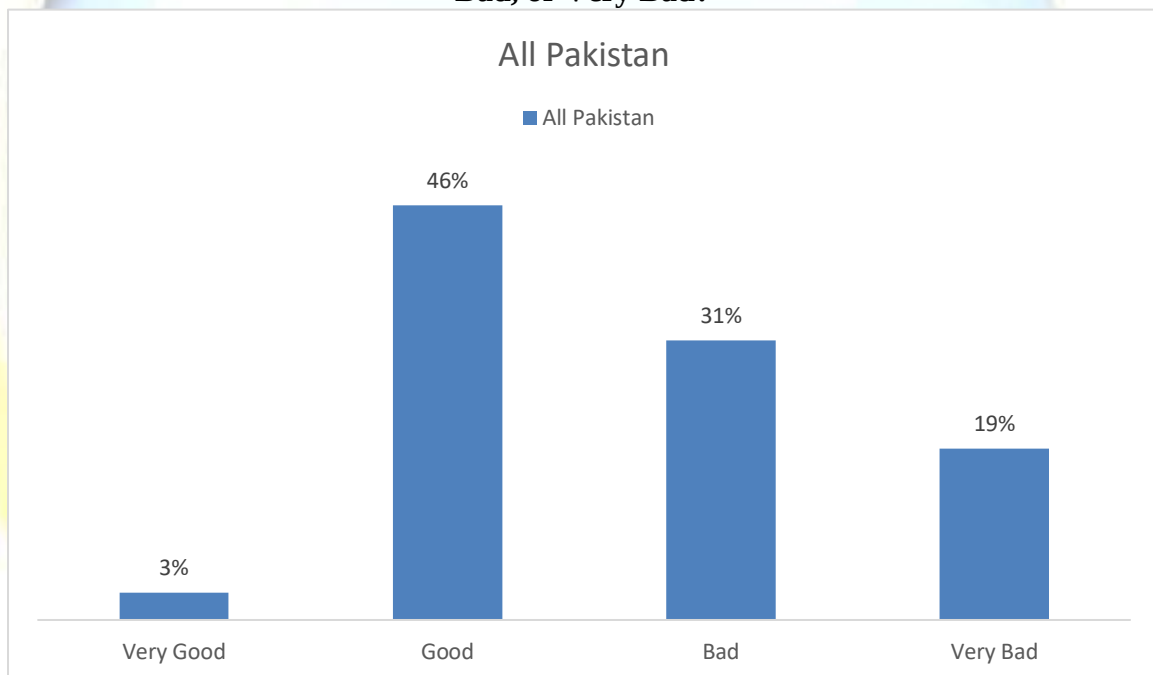
(Islamabad) 3rd, January 2024

According to a survey conducted by Gallup & Gilani Pakistan, 50% of businesses in the past quarter perceive themselves to be facing bad or worse conditions.

The complete report for the Business Confidence Survey Q3 2023 can be accessed [here](#).

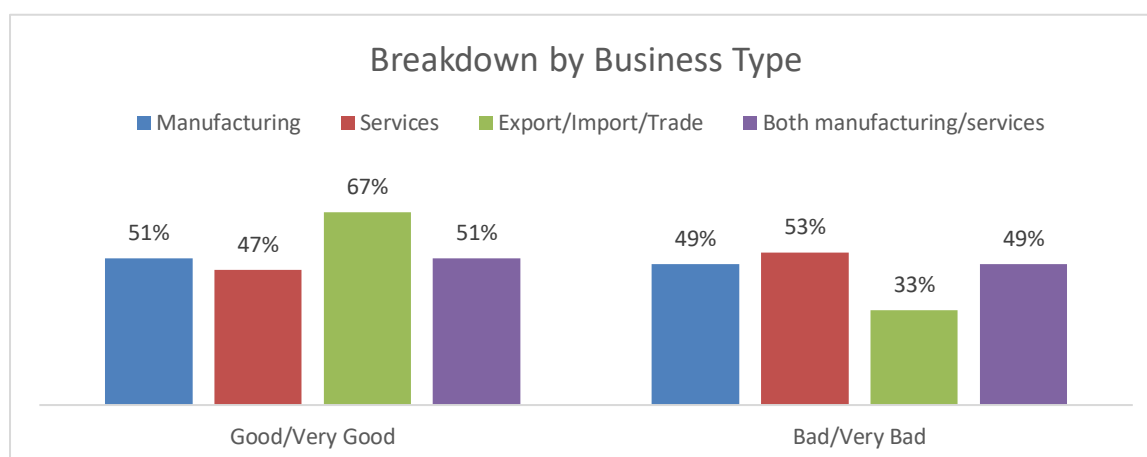
A nationally representative sample of adult men and women from across the country was asked the question, “How well is your business doing nowadays? Would you say it is very good, good, bad, or very bad?” In response, 3% said ‘Very good’, 46% said ‘Good’, 31% said ‘Bad’, and 19% said ‘Very bad’.

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)

Breakdown by Business Type



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

The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 531 businesses across Pakistan, conducted from December 5th to December 13th 2023. 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).

STAT OF THE DAY

About 11% of Pakistan's total area is reported as cultivable waste.

Source: [Bilal Gilani - Tweet](#)



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International

Wednesday, 3rd January 2024

(3 Pages, English version Only)



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
2024



of Gallup Pakistan
(1980-2024)