

9th January, 2024

15% MORE BUSINESSES IN Q3 OF 2023, AS COMPARED TO THE PREVIOUS QUARTER, THINK THAT THE COUNTRY IS HEADING IN THE RIGHT DIRECTION. OVERALL TREND FOR THE PAST FEW QUARTERS IS CONSISTENTLY NEGATIVE, HOWEVER. NET DIRECTION OF COUNTRY SCORE IMPROVES BY 30%: GALLUP PAKISTAN BUSINESS CONFIDENCE INDEX

2023 کی تیسری سہ ماہی میں، پچھلی سہ ماہی کے مقابلے میں 15% زائد کاروباری اداروں کے مطابق آج کل ملک درست سمت میں جا رہا ہے۔ تاہم، گزشتہ چند سہ ماہیوں میں مجموعی طور پر ملک کی سمت کے حوالے سے رجحان مسلسل منفی رہا ہے۔ ملک کی سمت کے حوالے سے نیٹ اسکور میں 30% بہتری دیکھی گئی ہے۔

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





PRESS RELEASE

Opinion Poll

Economy

General

15% more businesses in Q3 of 2023, as compared to the previous quarter, think that the country is heading in the right direction. Overall trend for the past few quarters is consistently negative, however. Net Direction of Country score improves by 30%: Gallup Pakistan Business Confidence Index

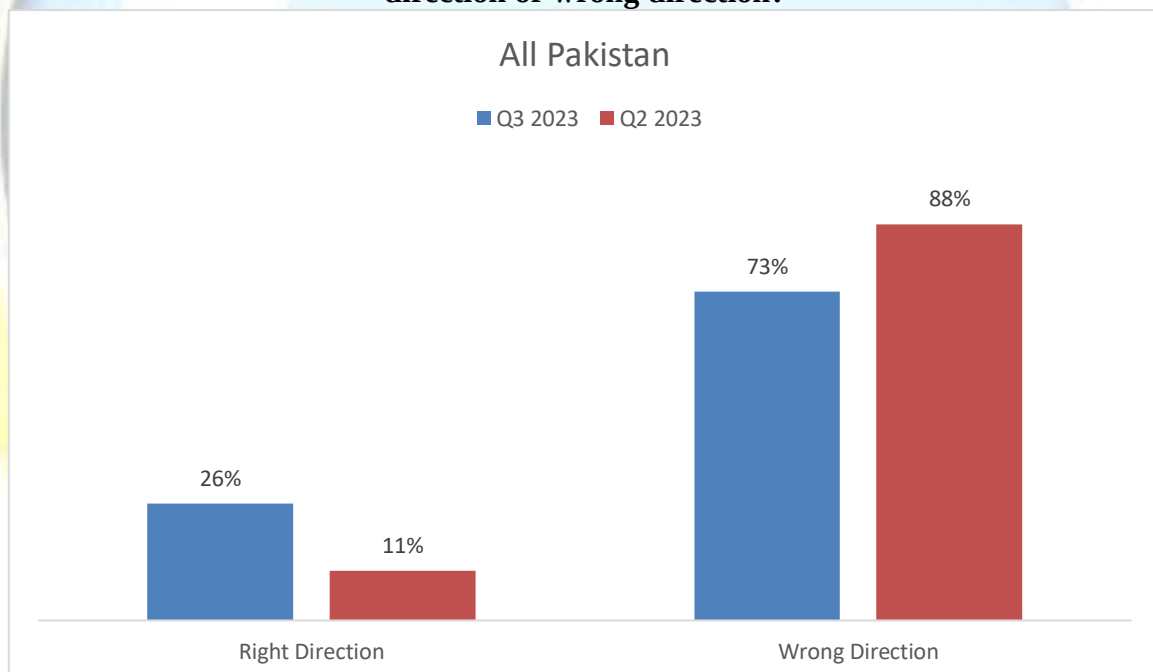
(Islamabad) 9th, January 2024

According to a survey conducted by Gallup & Gilani Pakistan, 15% more businesses in Q3 of 2023, as compared to the previous quarter, think that the country is heading in the right direction. Overall trend for the past few quarters is consistently negative, however. Net Direction of Country score improves by 30%.

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

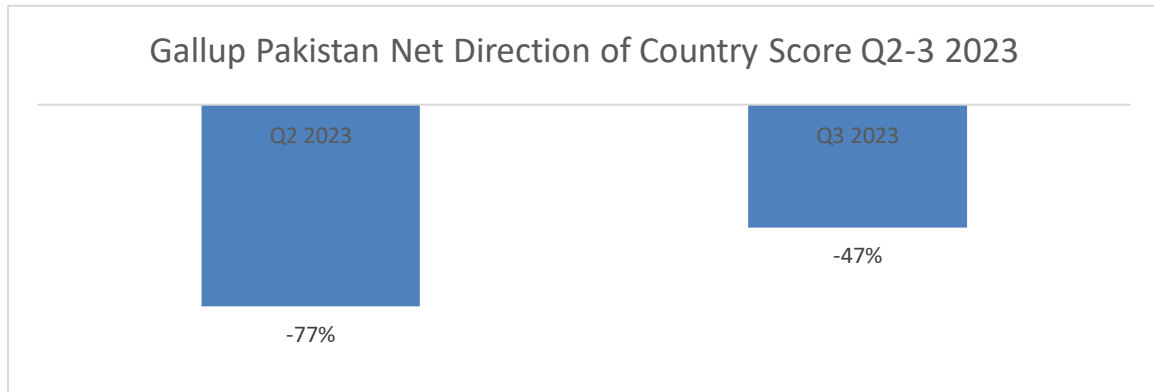
A nationally representative sample of businesses from across the country was asked the question, “What is your opinion on the direction of the country? Are we headed in the right direction or wrong direction?” In response, 26% said ‘Right Direction, and 73% said ‘Wrong Direction’.

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



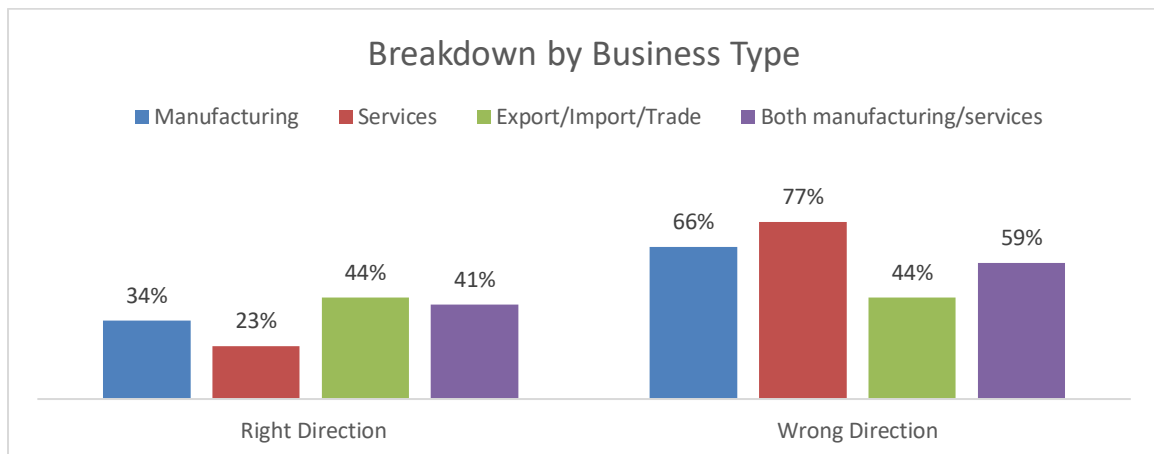
Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Net Direction of Country Score



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

More than half Britons (55%) said they would vote to remain in the EU against 31% who said they would stay out of it, if the referendum were to be held again.

Source: [Bilal Gilani - Tweet](#)



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
2024



of Gallup Pakistan
(1980-2024)