

26th April, 2024

OF THE 34% BUSINESSES THAT REPORTED BEING PART OF ANY BUSINESS ASSOCIATION, CHAMBER OF COMMERCE OR OTHER SMALLER COMMITTEE, MORE THAN HALF (58%) WERE SATISFIED WITH THE PERFORMANCE OF THE ASSOCIATION: GALLUP PAKISTAN BUSINESS CONFIDENCE INDEX

34% کاروباری ادارے جنہوں نے اپنے کاروبار کے کسی بھی بزنس ایسوسی ایشن، کامرس چیمبر یا دیگر چھوٹی کمیٹی کا حصہ ہونے کی اطلاع دی، اُن میں نصف سے زائد (58%) کاروباری ادارے اپنی ایسوسی ایشن کی کارکردگی سے مطمئن نظر آئے۔

Question: How satisfied are you with performance of this association you are part of in general?





PRESS RELEASE

Opinion Poll

Economy

General

Of the 34% businesses that reported being part of any business association, chamber of commerce or other smaller committee, more than half (58%) were satisfied with the performance of the association: Gallup Pakistan Business Confidence Index

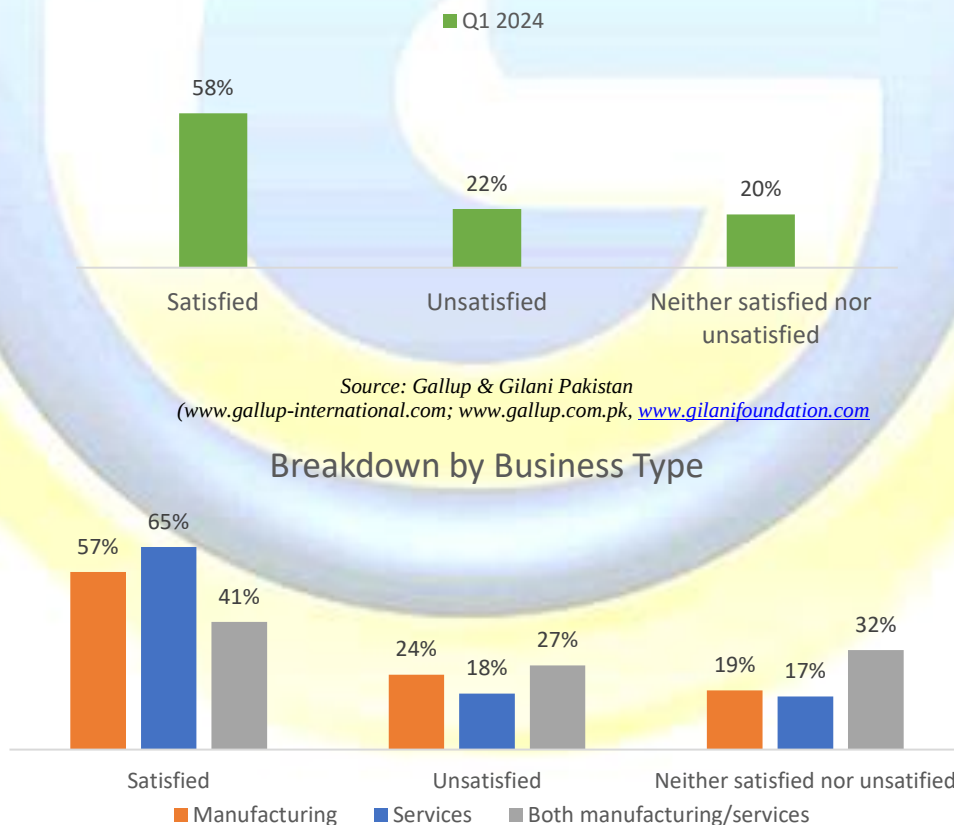
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According to a survey conducted by Gallup & Gilani Pakistan, Of the 34% businesses that reported being part of any business association, chamber of commerce or other smaller committee, more than half (58%) were satisfied with the performance of the association.

Report for the Business Confidence Survey Q1 2024 can be accessed [here](#).

A nationally representative sample businesses from across the country was asked the question, “How satisfied are you with performance of this association you are part of in general?” In response, 58% said they were ‘Satisfied’, 22% said they were ‘Unsatisfied’ and 20% said they were ‘Neither satisfied nor unsatisfied’.

Question: How satisfied are you with performance of this association you are part of in general?



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 535 businesses across Pakistan, conducted from March 27th to April 1st 2024. 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 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)