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16% PAKISTANIS SAY THAT THEY ARE LIKELY TO TRAVEL ABROAD FOR BUSINESS IN 2021; OUT OF 32 COUNTRIES SURVEYED, PEOPLE FROM INDIA MOST LIKELY TO TRAVEL ABROAD IN 2021 FOR BUSINESS: GALLUP PAKISTAN AND WIN WORLD SURVEY

How likely do you think it is that you will travel abroad outside of your own country in 2021 on business?



Note: DK/NR not included



Special Press Release
COVID-19
Traveling

16 % Pakistanis say that they are likely to travel abroad for business in 2021; Out of 32 countries surveyed, people from India most likely to travel abroad in 2021 for business: Gallup Pakistan and WIN World Survey

(Islamabad), January 12, 2021

According to a Gallup Pakistan Survey in Pakistan (and similar surveys done by Worldwide Independent Network of Market Research (WIN) across the world), 16% Pakistanis said that they are likely to travel abroad for business in 2021.

78% are unlikely to travel abroad for business in 2021 and 6% did not know/did not respond to this question.

These findings emerge from an International survey conducted across the globe by The Worldwide Independent Network of Market Research (WIN): a global network conducting market research and opinion polls in every continent. WIN International has published the Annual WIN World Survey (WWS - 2020) exploring the views and beliefs of 26,759 individuals among citizens from 32 countries across the globe about the pandemic. The survey analyzes views and opinions related to the vaccine, the way governments handled the health crisis, the capacity of the national health systems and the likelihood of travelling in 2021. The fieldwork for Pakistan was conducted between 5th and 15th November 2020 and the sample size was 1103 individuals.

The international press release with report can be accessed [here](#).

Key Summary Points:

- 1) 16% Pakistanis say it is likely that they will travel abroad in 2021 for business.
- 2) 58% in India (compared to 16% Pakistanis) said they are likely to travel abroad on business in 2021.
- 3) Likelihood to travel abroad for business was found to be highest in India; Pakistan reports 3% less likelihood to travel for business in 2021 as compared to the average in Asia Pacific region (19%)
- 4) Pakistan ranks 14th among 32 countries surveyed with respect to traveling abroad on business in 2021
- 5) Pakistan is not in the top 10 nations with high likelihood to travel for business in 2021. India ranks the highest.

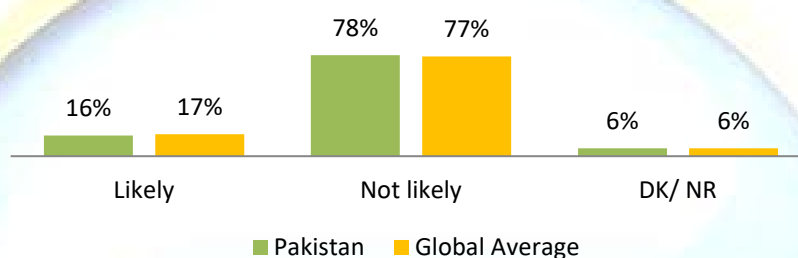


Traveling in 2021 for business: 16 % Pakistanis (1% below the global average) say it is likely that they will travel abroad in 2021 for business

A nationally representative sample of adult men and women from across the four provinces was asked the following question, “How likely do you think it is that you will travel abroad outside of your own country in 2021 on business?” In response to this question, 9% Pakistanis said very likely, 7% said quite likely, 10% said not very likely, 64% said not at all likely while 6% did not know/did not respond.

Global result: Globally, 6% said very likely, 11% said quite likely, 20% said not very likely, 57% said not at all likely while 6% did not know/did not respond.

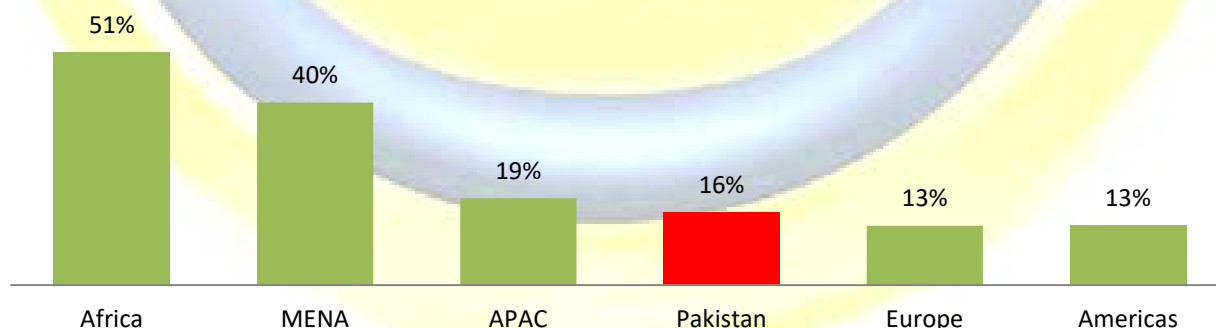
Question: “How likely do you think it is that you will travel abroad outside of your own country in 2021 on business?”



Source: WIN International Annual World Surveys
Field work conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Regional Results: Pakistan (16%) lies below the region averages of APAC, MENA and Africa but lies above that of Europe and Americas.

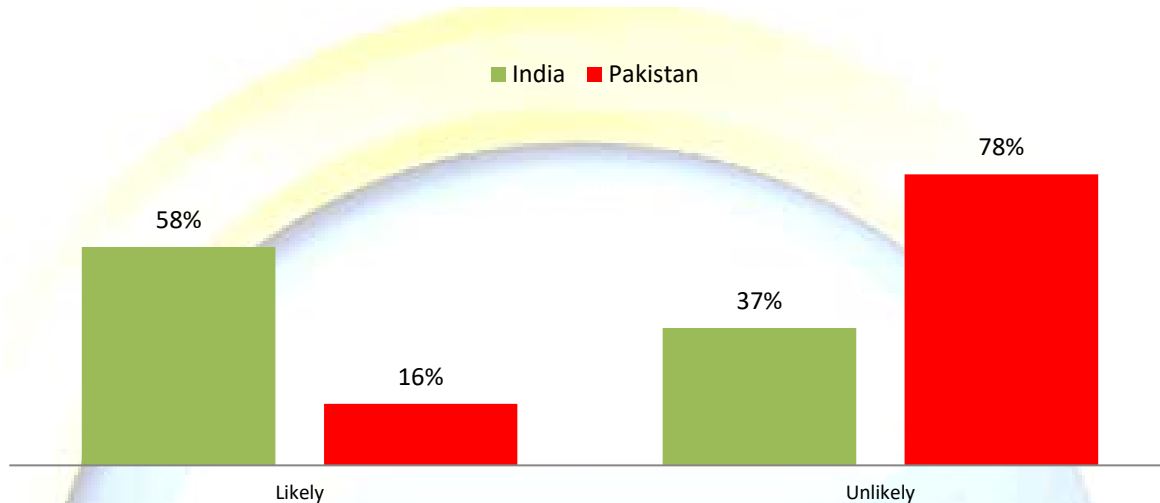
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Regional comparative results: 58% in India (compared to 16% Pakistanis) said they are likely to travel on business in 2021

The survey was also conducted in India as part of the international study. Responding to the same question, in India, 23% said they will very likely travel for business in 2021, 35% said quite likely, 21% said not very likely, 16% said not at all likely while 5% did not know/did not respond. This in stark contrast with Pakistan where just 7% said that it is very likely that they will travel for business in 2021, 10% said that it is quite likely, 13% said not very likely and a majority (64%) said not at all likely while 6% did not know/did not respond.



Source: WIN International Annual World Surveys
Field work conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

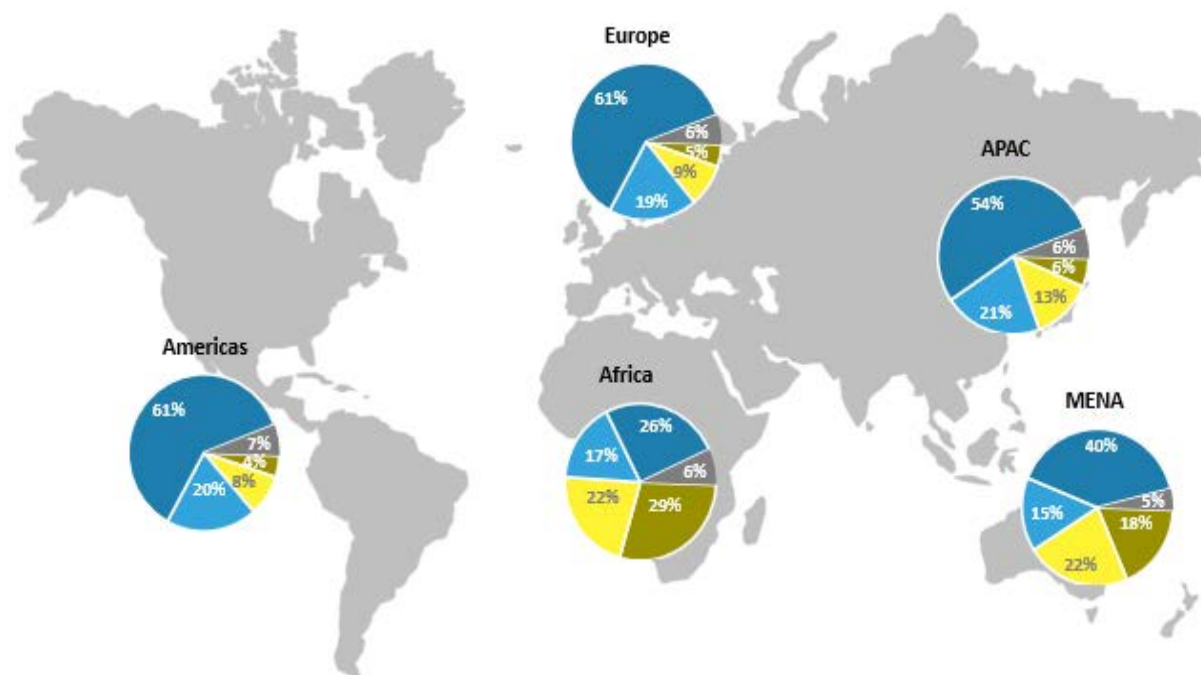
Further Regional Analysis: Likelihood to travel abroad for business was found to be highest in India; Pakistan reports 3 % less likelihood to travel for business in 2021 as compared to the average in Asia Pacific region (19 %)

The survey work was conducted across 31 other countries that belonged to all regions of the world. It was seen that likelihood to travel for business in 2021 was highest in India (58%) and lowest in South Korea (6%).

Pakistan lies in APAC region and as compared to rest of APAC regions our likelihood to travel for business is 16% which is less than the rest of the countries in APAC region (19%).

Travel abroad outside of the country on Business

% within total population



Source: WIN 2020. Base: 26758.

P10. How likely do you think it is that you will travel abroad outside of your own country in 2021? On business

24

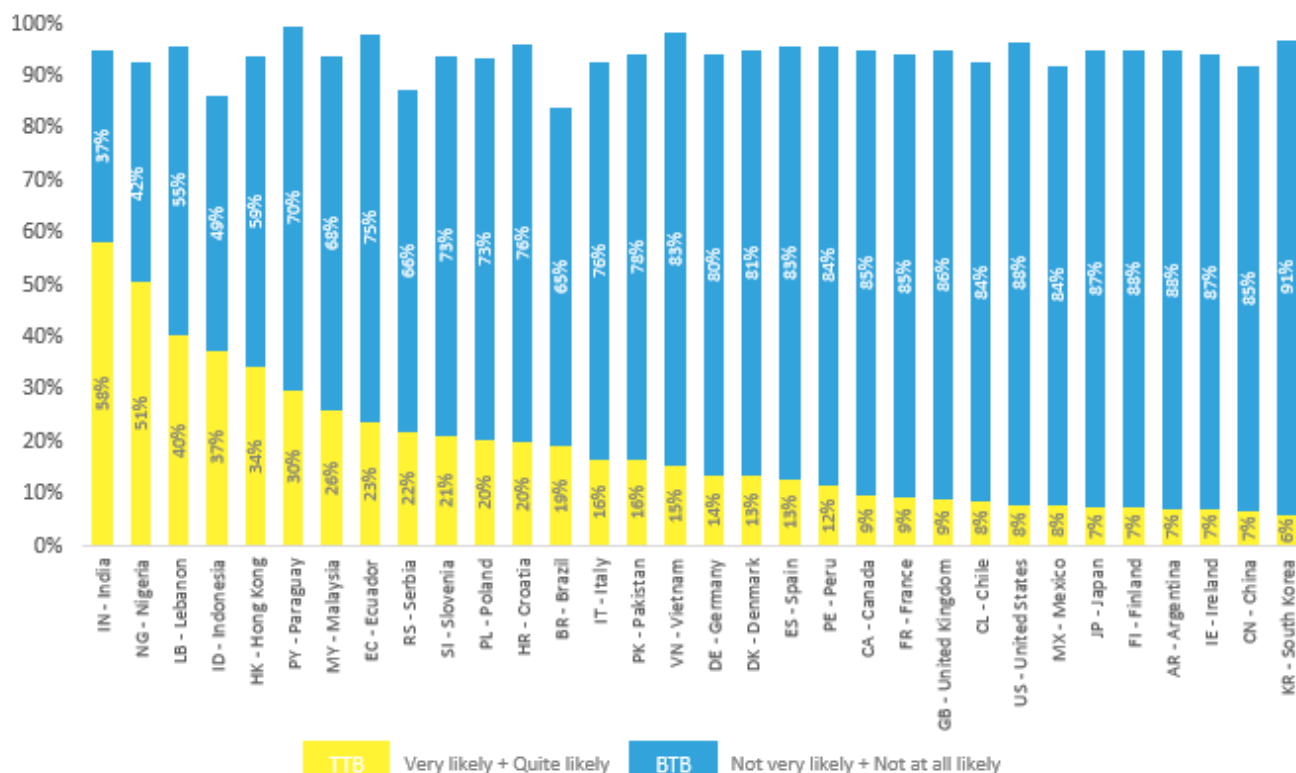
Pakistan ranks 14th among 31 countries surveyed with respect to traveling abroad on business in 2021

Among all the 31 countries surveyed in this international study, people in India showed the highest likelihood to travel abroad on business. At the bottom was South Korea (6%) followed by China where just 7% said that they were likely to travel abroad for business in 2021.

Pakistan ranks 14th out of 32 nations in terms of likelihood to travel abroad for business purposes.

Travel abroad outside of the country on Business

% within total population



Source: WIN 2020. Base: 26758. The percentages of Dk / Nr have not been plotted.



Worldwide
Independent Network
Of Market Research

P10. How likely do you think it is that you will travel abroad outside of your own country in 2021? On business

25

Top 10 nations with highest likelihood to travel abroad for business in 2021: Pakistan is not in the top 10 nations with high likelihood to travel abroad for business in 2021. India ranks the highest followed by Nigeria.

Country	% of adults who said they are likely to travel abroad for business in 2021	Ranking
India	58 %	1
Nigeria	51 %	2
Lebanon	40 %	3
Indonesia	37 %	4
Hong Kong	34 %	5
Paraguay	30 %	6
Malaysia	26 %	7
Ecuador	23 %	8
Serbia	22 %	9
Slovenia	21 %	10

Source: WIN International Annual World Surveys

Field work conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association (www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup

Tuesday, January 12, 2021

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Gilani Research Foundation is a not for profit public service project to provide social science research to students, academia, policy makers 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 PhD 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
2021



of Gallup Pakistan
(1980-2021)