



Special Press Release
COVID-19
Traveling

17 % Pakistanis (12 % below the global average) say that they will likely travel abroad on holiday in 2021: Gallup Pakistan and WIN World Survey

(Islamabad), January 13, 2021

According to a Gallup Pakistan Survey in Pakistan (and similar surveys done by Worldwide Independent Network of Market Research (WIN) across the world), 17% Pakistanis claim that they are likely to travel abroad in 2021 for leisure purposes.

78% Pakistanis said that it is unlikely that they will travel abroad on holiday while 5% did not know/did not respond.

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) 17% Pakistanis say it is likely that they will travel abroad in 2021 for a holiday
- 2) 17% Pakistanis claim that they will go abroad on holiday in 2021. This is lower than the region averages of all other regions such as Americas, APAC, MENA, Europe, and Africa.
- 3) Likelihood to travel abroad on holiday was found to be highest in India; Pakistan reports 7% less likelihood to travel on holiday in 2021 as compared to the average in Asia Pacific region (24%)
- 4) Pakistan ranks 26th among 32 countries surveyed with respect to traveling abroad on holiday in 2021
- 5) Pakistan is in the top 10 nations with low likelihood to travel abroad on holiday in 2021.

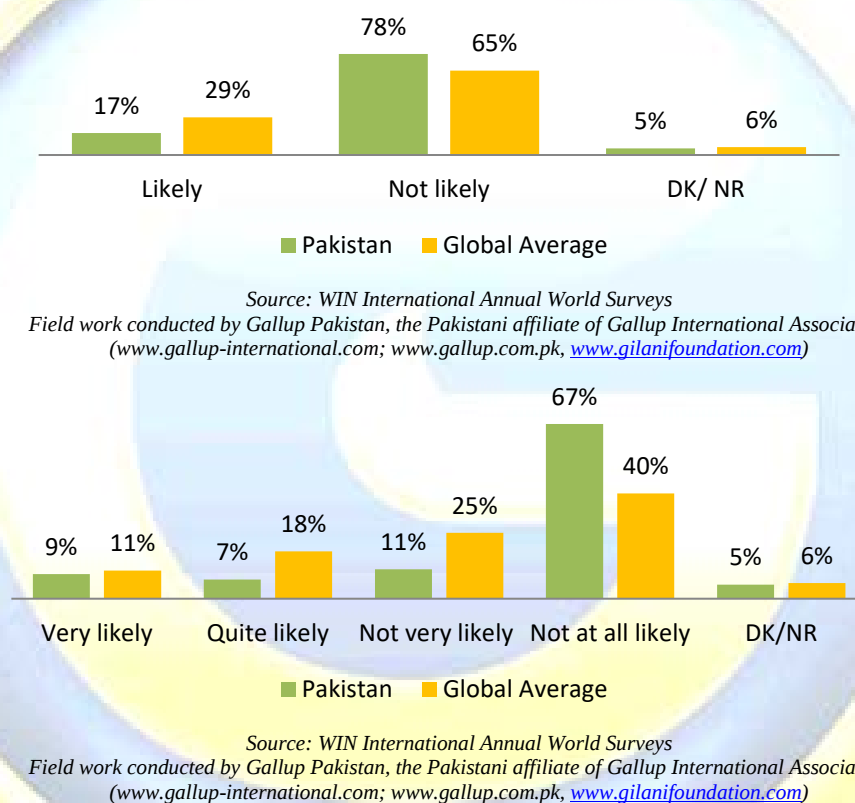


Traveling in 2021 for leisure: 17 % Pakistanis say it is likely that they will travel abroad in 2021 for a holiday

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 holiday?” In response to this question, 9% Pakistanis said very likely, 7% said quite likely, 11% said not very likely, 67% said not at all likely while 5% did not know/did not respond.

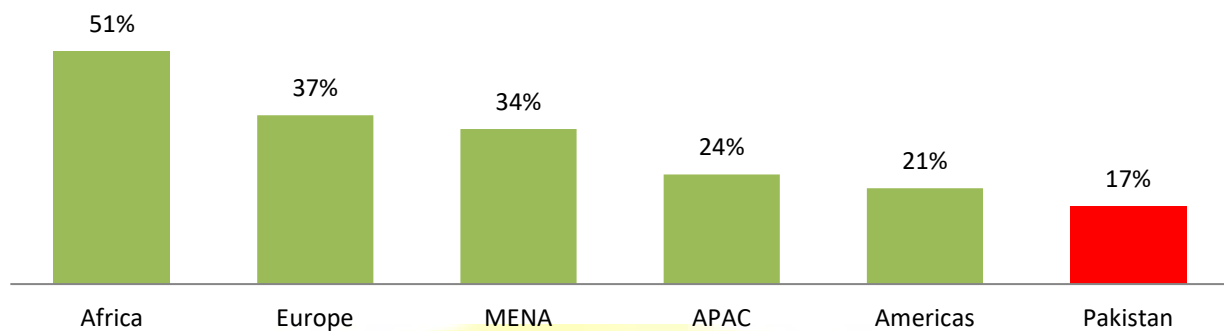
Global result: Globally, 11% said very likely, 18% said quite likely, 25% said not very likely, 40% said not at all likely while 6% did not know/did not respond.

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



Regional Results: 17% Pakistanis claim that they will go abroad on holiday in 2021. This is lower than the region averages of all other regions such as Americas, APAC, MENA, Europe and Africa.

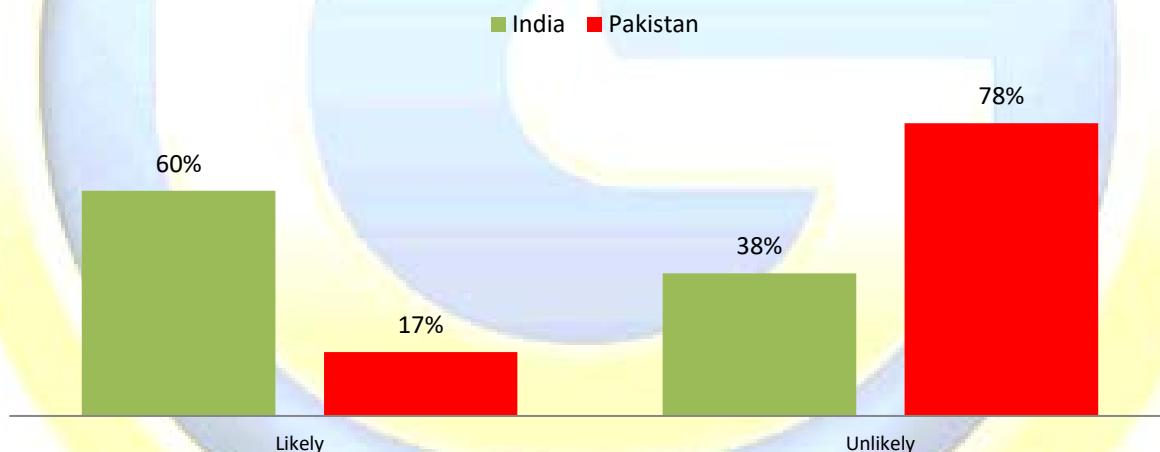
Question: “How likely do you think it is that you will travel abroad outside of your own country in 2021 on holiday?”



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 comparative results: 60% in India (compared to 17% Pakistanis) said they are likely to travel on holiday in 2021

The survey was also conducted in India as part of the international study. Responding to the same question, in India, 34% said they will very likely travel for holiday in 2021, 25% said quite likely, 23% said not very likely, 15% said not at all likely while 2% did not know/did not respond. This in stark contrast with Pakistan where just 9% said that it is very likely that they will travel on holiday in 2021, 7% said that it is quite likely, 11% said not very likely and a majority (67%) said not at all likely while 5% 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)

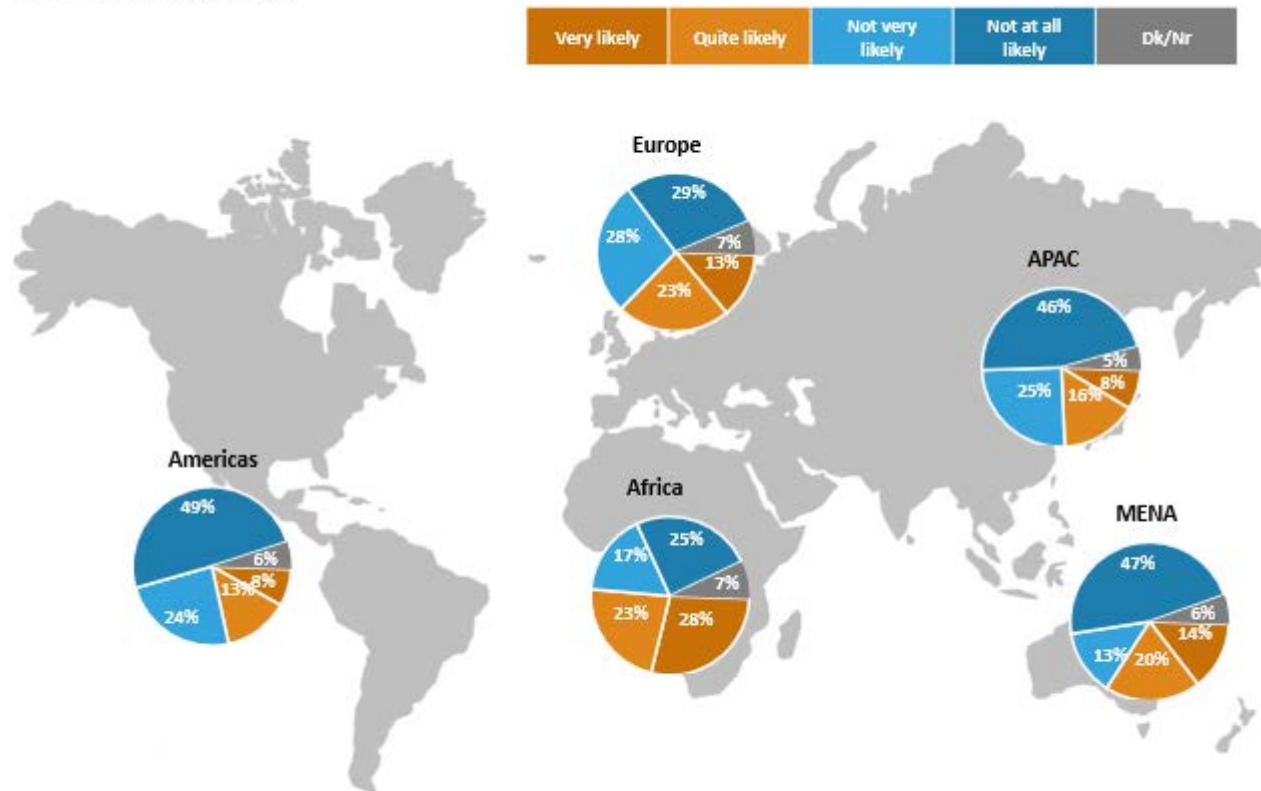
Further Regional Analysis: Likelihood to travel abroad on holiday was found to be highest in India; Pakistan reports 7 % less likelihood to travel on holiday in 2021 as compared to the average in Asia Pacific region (24 %)

The survey work was conducted across 31 other countries that belonged to all regions of the world. It was seen that likelihood to travel on holiday in 2021 was highest in India (60%) and lowest in China (6%).

Pakistan lies in APAC region and as compared to rest of APAC regions our likelihood to travel on holiday is 17% which is less than the rest of the countries in APAC region (24%).

Travel abroad outside of the country on Holiday

% 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 holiday

20

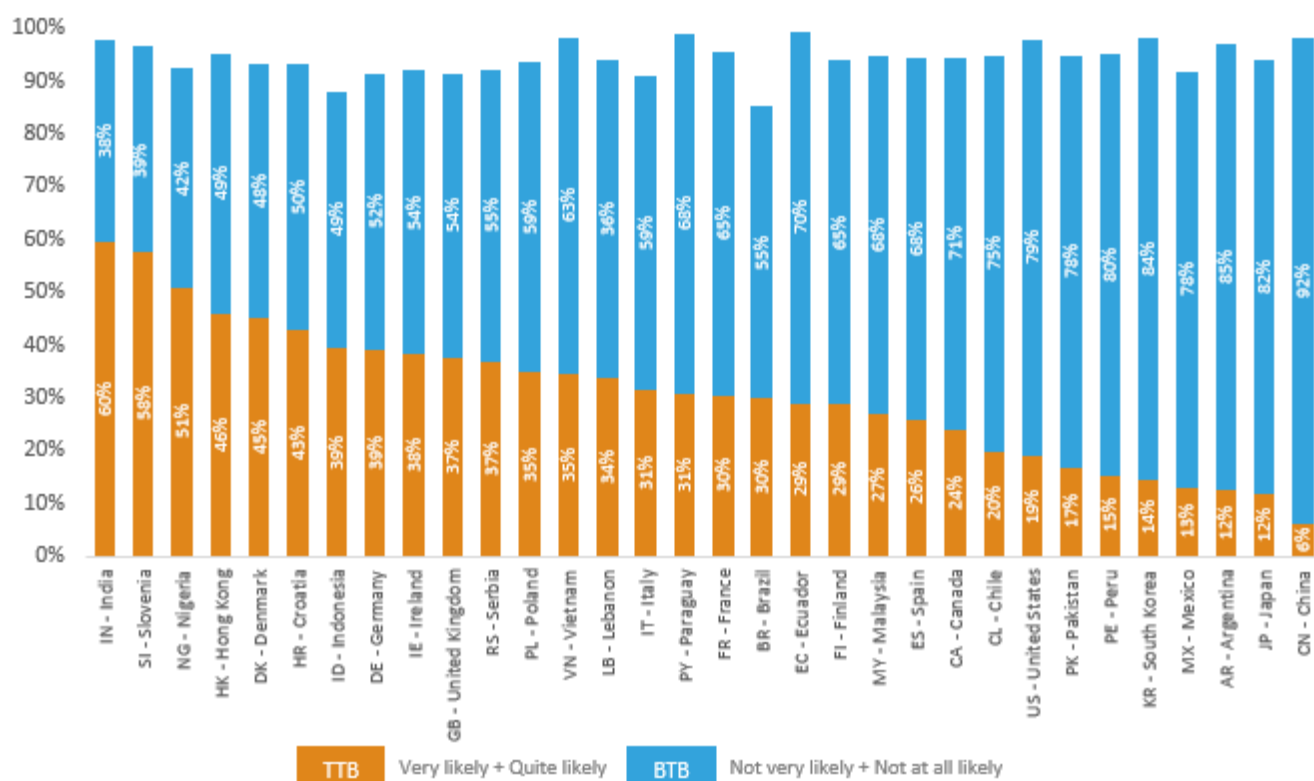
Pakistan ranks 26th among 32 countries surveyed with respect to traveling abroad on holiday in 2021

Among all the 32 countries surveyed in this international study, people in India showed the highest likelihood to travel abroad on holiday. At the bottom was China where just 6% said that they were likely to travel abroad on holiday in 2021.

Pakistan ranks 26th out of 32 nations in terms of likelihood to travel abroad for leisure.

Travel abroad outside of the country on Holiday

% within total population



TTB

Very likely + Quite likely

BTB

Not very likely + Not at all likely



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

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

21

Top 10 nations with LOWEST likelihood to travel abroad on holiday in 2021: Pakistan is in the top 10 nations with low likelihood to travel abroad on holiday in 2021.

Country	% of adults who said they are likely to travel abroad on holiday in 2021	Ranking
China	6%	1
Japan	12%	2
Argentina	12%	3
Mexico	13%	4
South Korea	14%	5
Peru	15%	6
Pakistan	17%	7
US	19%	8
Chile	20%	9
Canada	24%	10

Source: WIN International Annual World Surveys

Field work conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association
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Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup

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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)