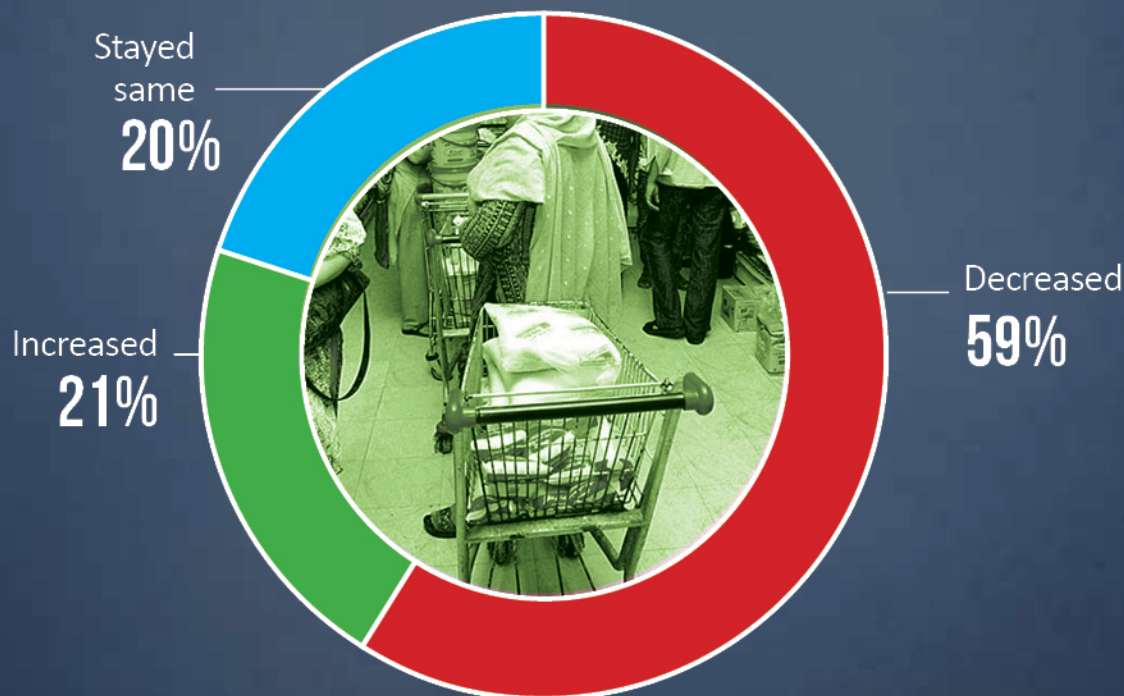


15th November, 2021

NEARLY 6 IN 10 (59%) BUSINESSES IN PAKISTAN REPORTED THAT THEIR SALES HAVE DECREASED DURING THE PAST YEAR. 1 IN 5 BUSINESSES REPORT THE SAME NUMBER OF SALES AS BEFORE: GALLUP BUSINESS CONFIDENCE SURVEY Q4 2021

پاکستان میں تقریباً ہر 10 میں سے 6 (59%) کاروباری اداروں کے مطابق گزشتہ سال کے دوران اُن کی سیلز میں کمی آئی ہے۔ ہر 5 میں سے 1 کاروباری ادارے کے مطابق سیلز میں کوئی فرق نہیں پڑا

Some people say their sales have decreased, increased or stayed same when they compare themselves now as opposed to 12 months ago. How have your sales been affected?





Opinion Poll Economy

Nearly 6 in 10 (59%) businesses in Pakistan reported that their sales have decreased during the past year. 1 in 5 businesses report the same number of sales as before: Gallup Business Confidence Survey Q4 2021

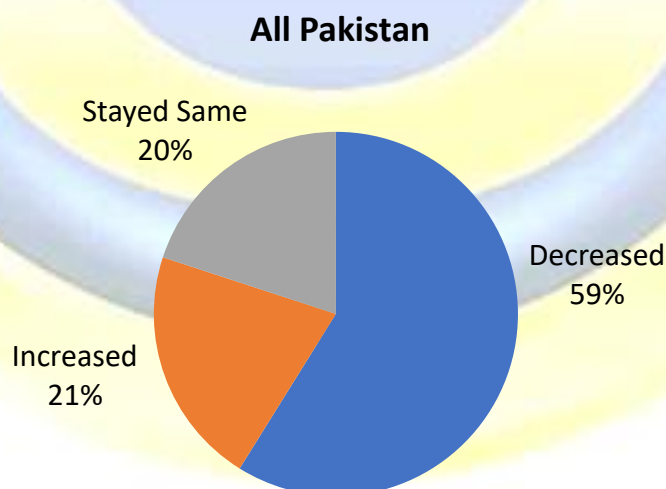
(Islamabad), November 15, 2021

According to a survey conducted by Gallup & Gilani Pakistan, nearly 6 in 10 (59%) businesses in Pakistan reported that their sales have decreased during the past year. 1 in 5 businesses report the same number of sales as before.

Complete report for the Business Confidence Survey Q4 2021 can be accessed [here](#).

A nationally representative sample of businesses across Pakistan was asked the following question, “Some people say their sales have decreased, increased or stayed same when they compare themselves now as opposed to 12 months ago. How have your sales been affected?” In response to this question, 59% businesses said decreased, 21% said increased and 20% said stayed same. Those who reported an increase or decrease were asked the following question, “What was the average increase or decrease in sales?” In response to this question, businesses which reported an increase in sales, when asked how much their revenue increased, stated an average increase of up to 20% (modal value being reported). The value reported by those who said their revenue decreased was 40% - 60% (modal value being reported).

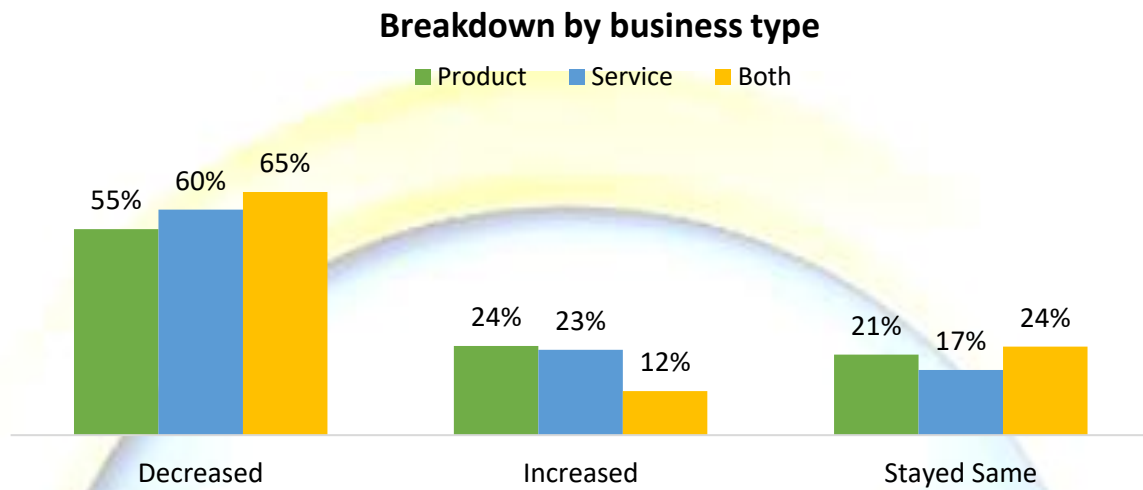
Question: “Some people say their sales have decreased, increased or stayed same when they compare themselves now as opposed to 12 months ago. How have your sales been affected?”



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

Breakdown

6 in 10 service businesses reported a decline in sales, closely followed by 55% of manufacturing businesses reporting a decline.



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

The study was released by Gilani Research Foundation and carried out by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 581 businesses across the country, during October 13, 2021 – October 28, 2021. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was CATI.



Opinion Poll from Gallup Pakistan
*The Pakistani Affiliate of Gallup
International*

Monday, November 15, 2021

(3 Pages, English version Only)



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)