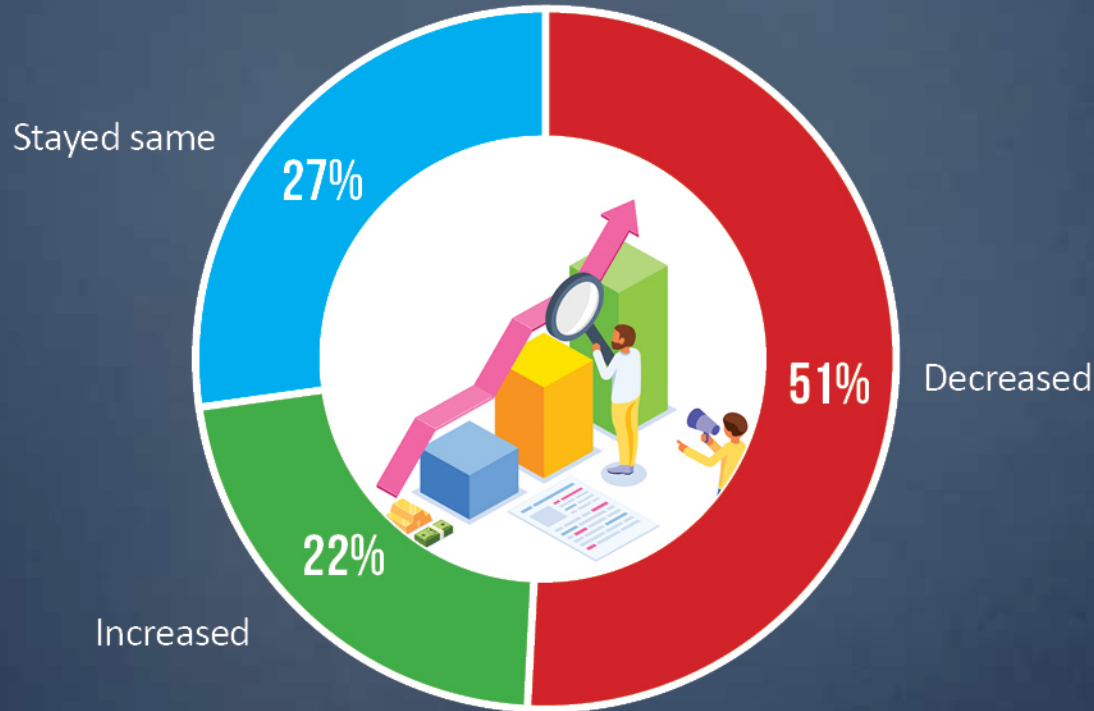


18th May, 2022

**FOR 50% OF THE BUSINESSES, SALES HAVE DECREASED DURING THE PAST YEAR;
27% OF BUSINESSES REPORT THE SAME NUMBER OF SALES AS BEFORE: GALLUP
BUSINESS CONFIDENCE SURVEY Q1 2022**

گزشتہ سال کے دوران 50% کاروباری اداروں کی سیلز میں کمی آئی ہے، جبکہ 27% کاروباری اداروں نے سیلز پر کوئی فرق نہ پڑنے کے حوالے سے اطلاع دی

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?"





Opinion Poll Economy

For 50% of the businesses, sales have decreased during the past year; 27% of businesses report the same number of sales as before: Gallup Business Confidence Survey Q1 2022

(Islamabad), May 18, 2022

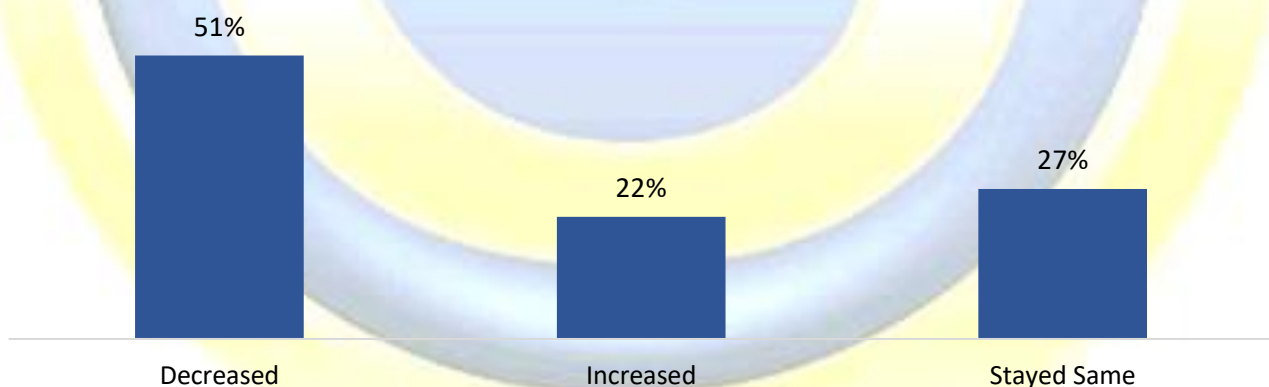
According to a survey conducted by Gallup & Gilani Pakistan, for 50% of the businesses, sales have decreased during the past year; 27% of businesses report the same number of sales as before

The complete report for the Business Confidence Survey Q1 2022 can be accessed [here](#).

A nationally representative sample of adult men and women from across the four provinces 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?” In response to this question in Q1 2022, 51% said decreased, 22% said increased and, 27% said stayed same.

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?”

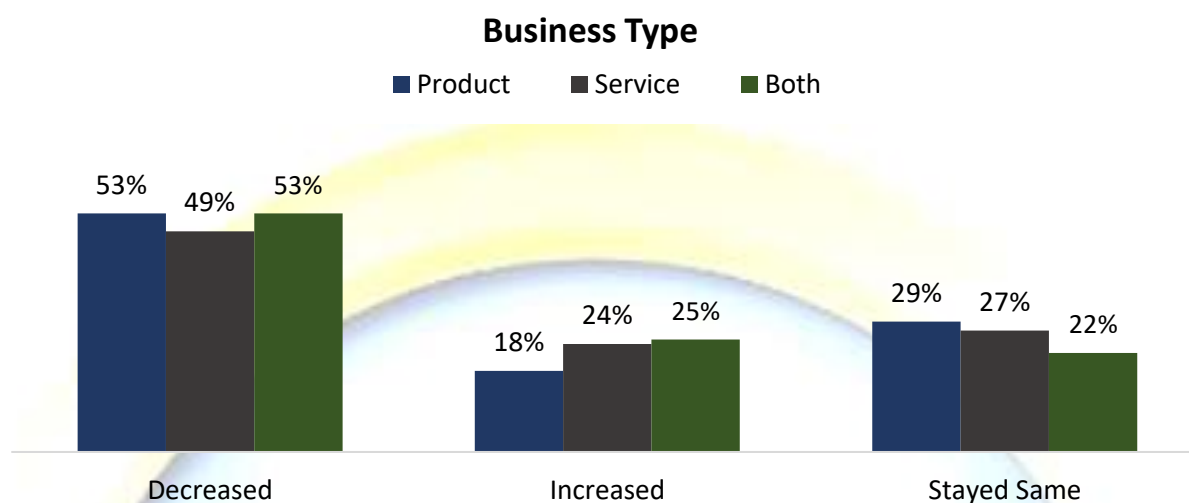
All Pakistan



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

Breakdown by Business Type

53% of manufacturing businesses reported a decline in sales, closely followed by 49% of service businesses reporting a decline.



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 538 businesses in manufacturing, trade, and services sectors in urban and rural areas of all four provinces of the country, from 23rd February 2022 – 7th March 2022. The error margin is estimated to be approximately ± 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

Wednesday, May 18, 2022

(3 Pages, English version Only)



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
2022



of Gallup Pakistan
(1980-2022)