

6 in 10 firms say that their sales have deteriorated in the past year, a 12% reduction relative to Q2

Better

14%

Worse

60%

Same

26%

Question: How are your sales this year as compared to this time last year? Are they better, worse, or the same?





PRESS RELEASE

Opinion Poll

Economy

General



6 in 10 firms say that their sales have deteriorated in the past year, a 12% reduction relative to Q2: Gallup Pakistan Business Confidence Index

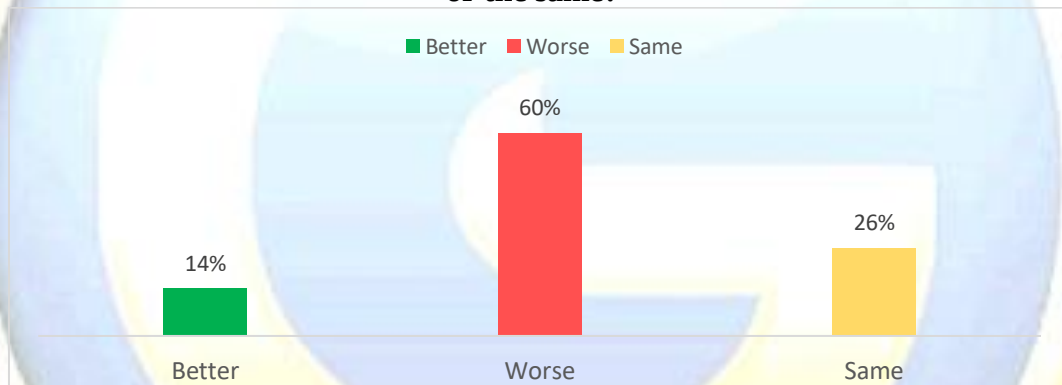
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According to a survey conducted by Gallup & Gilani Pakistan, 6 in 10 firms say that their sales have deteriorated in the past year, a 12% reduction relative to Q2.

Report for the Business Confidence Survey Q4 2024 can be accessed [here](#).

A nationally representative sample businesses from across the country was asked the question “How are your sales this year as compared to this time last year? Are they better, worse, or the same?” In response, 14% said ‘Better’, 60% said ‘Worse’ and 26% said ‘The Same.’

Question: How are your sales this year as compared to this time last year? Are they better, worse, or the same?



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



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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 482 businesses across Pakistan, conducted from 21st January to 28th January 2025. 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).



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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)