

GALLUP PAKISTAN

COMPANY PROFILE

STRATEGY
STUDY
BUSINESS
FIELD
AREA
MODELING
PREDICTIVE
DECISION
QUALITATIVE
COMPUTATION
ANALYTICS
STATISTICAL



GALLUP
PAKISTAN
Affiliated with Gallup International
Pakistan's Foremost Social Research Lab

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FIRM'S REFERENCES

Gallup Pakistan, the Pakistani affiliate of Gallup International, is a leading survey research agency and an emerging Social Science Research Lab in Pakistan. Gallup Pakistan is a specialist in independent third party evaluation and ratings. Gallup is operating in Pakistan since 1980. Each year it conducts several high profile studies for the Government of Pakistan and international agencies. It has worked for a number of UN agencies in Pakistan, and has occasionally provided research support for projects conducted by leading academic institutions such as Harvard, MIT, Oxford, LSE and Yale University.

Gallup is one of the country's most respected opinion and socio-economic research organisations and is widely quoted in national and international journals. It works extensively for such world bodies as the World Bank and Unicef and has a strong team of academicians among its Consultants. It has taken a lead role in research on Small and Medium Enterprises (SMEs) in the area of economic research and "Problems of Children" in the area of social research. Gallup is one of the foremost marketing research organisations for the Information Technology-sector in Pakistan.



GALLUP & FINANCIAL INCLUSION RESEARCH

In recent years as part of its re-engineering strategy Gallup Pakistan has started working in the field of Financial Inclusion. This includes survey and consultancy work in both Demand and Supply side Surveys for conventional (Banking, Insurance, Investment Instruments) as well as non-conventional Instruments such as Microfinance Institutions, Microfinance Banks and Mobile Money. Gallup partners with prestigious local institutions such as State Bank of Pakistan (conducting Access to Finance Study) and Apex Microfinance Body PPAF (Impact Evaluation of Microfinance in Pakistan) as

well as international institutions such as Bill and Melinda Gates Foundation and Bankable Frontiers Associates (BFA).



GALLUP & ICT RESEARCH

In the ICT Domain Gallup's Flagship Projects are "Gallup-KPMG IT Review 2001" and recently concluded 'National ICT Indicators Survey 2014'. Both surveys provide consultancy to Government of Pakistan with respect to current and future ICT Policy for Pakistan.



GALLUP & HEALTH RESEARCH

It has done extensive work on the subject of Health, Hygiene and Sanitation with special reference to their awareness.

Gallup/Healthcare provides extensive healthcare data to the pharmaceutical industry in Pakistan. In the healthcare sector Gallup Pakistan has been at the forefront of behavioural studies regarding Polio. Together with opinion polling experts at a leading American University, in year 2014, Gallup's field teams visited High Risk Areas in KP, Balochistan, Karachi and Fata. The study was instrumental in revising Polio Media Campaign Research. Gallup Pakistan is striving to bring newest research techniques in Pakistan using our extensive international partners in academia as well as in Research world.



GALLUP & MEDIA RESEARCH

Gallup carries out both ad hoc and continuous research, specifically TV viewers' panel, Consumer Panel, Advertising monitoring, Third Party Evaluation, Monitoring Studies, and Opinion Polls. It provides a wide range of quantitative and qualitative consumer research and carries out Mystery Shopping for a number of clients on an ongoing basis.

Gallup is the market leader in Media Research in Pakistan. It provides the country's Television Ratings, subscribed by all of the top ten advertising agencies as well as carrying out extensive research on newspaper and radio audiences.

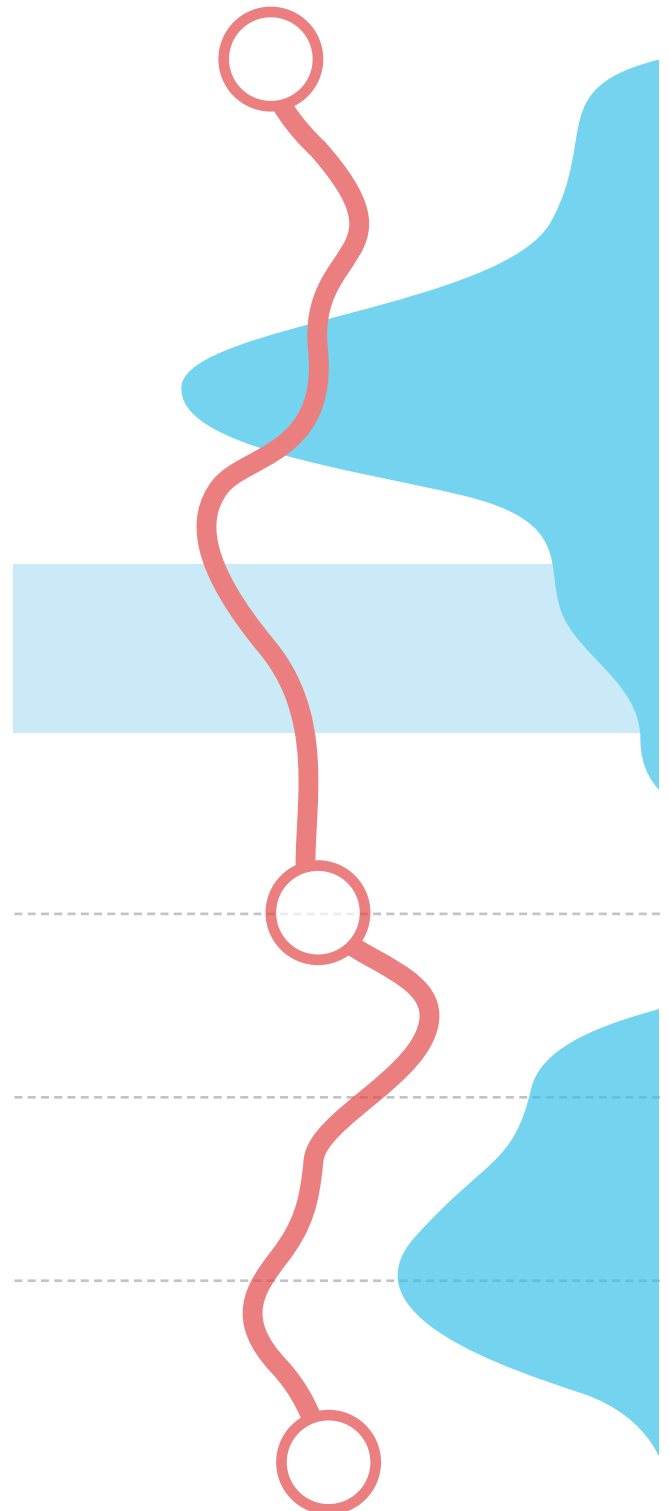
Gallup Media Research Consultancy is the only Service available in Pakistan which combines primary research from all four medias (TV, Newspaper, Radio and Social Media) and helps its local and International clients in 360° Media buying/planning decisions.

BEHAVIOURAL SCIENCE LAB AT GALLUP

Gallup Pakistan has setup Pakistan's first behavioural science research lab, working with a decision science Ph.d student at Warwick University. Similarly, Gallup Pakistan is working in the field of advance data analytics and using concepts such as 'Predictive Modeling' for providing better future insights to our clients. In a landmark study planned in near future, Gallup's researchers would be assisting in a Yale University study in application of Conjoint Analysis on electoral outcomes.

LOOKING INTO THE FUTURE

Gallup is proud of its longstanding history of providing empirical research to its client and pioneering among others media research (through its first TV Rating System in 1993) and Political Research since 1979. Yet we have a keen eye on the future and continue to strive towards technology driven, hybrid, multimode research solutions for our clients.



GLOBAL RESEARCH

GALLUP PAKISTAN GOES GLOBAL!

Since early 2000's Gallup Pakistan has been working outside Pakistani borders in providing complete consultancy solutions to our clients. A few initiatives taken by us are as follows:

SETTING UP A PUBLIC OPINION POLLING FACILITY IN AFGHANISTAN

Gallup Pakistan together with its Gallup International Partner, D3 systems setup ACSOR, a Public Opinion Survey firm in Afghanistan in 2002. Due to Gallup's previous survey capability in Afghanistan within a short space of 6 months, ACSOR was able to conduct first ever national poll in Afghanistan. This provided Gallup Pakistan extensive experience in working in conflict prone areas. With successful delivery of a fast and efficient polling facility, GP concluded the operation in 2005. ACSOR still operates in Afghanistan and is considered one of the only credible public opinion polls within in Afghanistan.

TRAINING FOR SETTING UP A PUBLIC OPINION POLLING FIRM IN KUWAIT

In 2012, together with funding provided by an international donor, Gallup Pakistan organized training sessions for J Research from a reputable think tank to setup Kuwait's first Public Opinion Polling unit. Gallup's expertise in Middle East came primarily from its Chairman who specialized in Middle Eastern Politics for his Ph.d at MIT, USA. Detailed step by step guide in both English and Arabic were provided to participants and a hand on experience was also provided.

HANDLING OF 80 COUNTRY RESEARCH BY GALLUP PAKISTAN

Between 2010 and 2014 Gallup Pakistan organized on behalf of Gallup International multi country studies including the famous End of Year Study, started by Dr George Gallup himself in 1977. The study was liasoned in 80 countries by Gallup's Islamabad team. Furthermore, translation, proof reading, data processing, including

complex weighting and report writing were also done from here. Gallup Pakistan came up with a detailed dissemination strategy and used its media contracts and Economist, WSJ, NY Times, BBC UK to make sure that the study reached its right audience.

TRANSPARENCY INTERNATIONAL GLOBAL CORRUPTION BAROMETER (GBC) SURVEY IN SRILANKA, NEPAL, INDIA, BAHRAIN, KUWAIT

Gallup Pakistan was contracted by TI to conduct the studies in above countries between 2012 and 2014. Gallup used services of its partner company (C-Voter) who used telephone interviews and face to face approach to undertake the study.

OTHER COUNTRIES GALLUP PAKISTAN HAS CONDUCTED RESEARCH/TRAINING FOR INCLUDE;

Bangladesh, Iraq, Egypt, Myanmar, Indonesia, Malaysia, Ethopia and Sudan



PRESENCE

GP maintains three full services offices (in Karachi, Lahore and Islamabad) and 18 Regional Field Centers. This unique field capability enables GP to carry out rapid field studies through well trained and experienced staff.

CLOSE COLLABORATION WITH CLIENT

GP places high emphasis on working closely with the client; for this purpose it has a sizeable number of senior research managers who work closely with the client to understand their research problems and to interpret research findings upon completion of the study. It participates with them in making presentations for their key audiences.

QUALITY ASSURANCE

GP follows rigorous procedures of training its field staff and ensures quality and reliability of data through stringent field controls including intake edit, back-check and interviewer evaluation.

PUBLIC SERVICE ACTIVITIES

Besides its marketing and business research activities, each year GP carries out several studies of public interest on topical issues. This information is provided to the mass media. It is a tradition initiated by Dr. George Gallup, the founder of Gallup International and is part of the general operating procedures in any country where GP operates. In addition to serving the public interest, this useful tradition helps GP to seek the cooperation of those whom it approaches for interviews. Thus GP enjoys an edge in seeking respondent cooperation on highly sensitive issues of a confidential nature. Of course this is possible because GP consistently follows the highest professional standards to maintain the confidentiality of its clients and those who cooperate with it as respondents.

AFFILIATION: GALLUP INTERNATIONAL

GP is the sole representative of Gallup International in Pakistan. Gallup International operates in more than 75 countries across the Globe. GP will have the benefit of

drawing upon an international pool of knowledge on this subject, wherever necessary.

YEARS OF EXPERIENCE

GP is operating in Pakistan since 1980 thus bringing in more than 34 years of professional experience. In the years 2012-2014 Gallup Pakistan conducted more than 500,000 interviews across the four provinces as well as in AJK, FANA/Northern Area, as well as various studies targeting FATA.

03

FULL SERVICE OFFICES

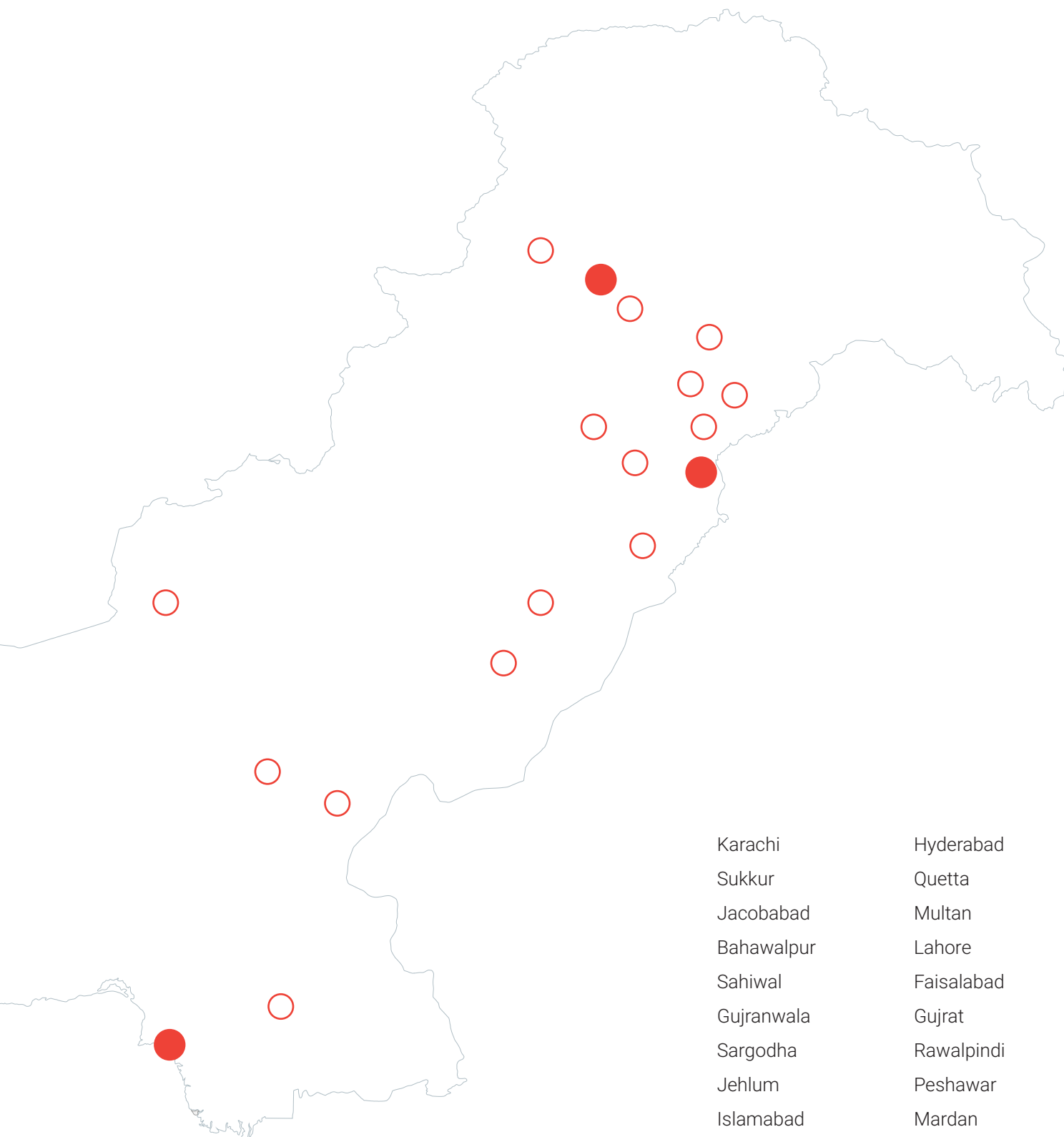
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REGIONAL FIELD CENTERS



OUR FIELD CAPACITY

GP stands out as a marketing and survey research agency that has a comprehensive national presence. Gallup Pakistan has three full service offices at Karachi, Lahore and Islamabad and the largest network of Field Staff, operating from 18 Field Offices located in all the four provinces of the country. Our centralized Field department, with a team of supervisors (designated for each field office), assists and controls all fieldwork assignments. The Field department is also responsible for ensuring that the Field workers are thoroughly trained for each individual survey. Currently, our field offices are headquartered in the following locations, from where they cover rural and urban areas in the surrounding districts. Following are the offices:



AFFILIATIONS & MEMBERSHIPS

INTERNATIONAL AFFILIATIONS



Gallup Pakistan is the sole representative of Gallup International in Pakistan. Our global affiliation has enabled us to draw on a distinguished network of research agencies spread across the world in more than 75 countries of Americas, Europe, Asia, Africa and Australasia.

Gallup Pakistan's reputation for accuracy, integrity and quality has been creditably maintained and recognized in the country since its establishment. As an affiliate of Gallup International, Global World Standard Quality Procedures are meticulously followed by Gallup Pakistan.

GALLUP INTERNATIONAL

ESOMAR RESEARCH

Gallup Pakistan is a member of ESOMAR, the world association of Research Professionals. As a member, Gallup Pakistan adheres to the ESOMAR's Code of Marketing and Social research. Chairman of Gallup Pakistan, Dr. Ijaz Shafi Gilani has been Country Representative in Pakistan.

LOCAL MEMBERSHIPS



MARKETING RESEARCH SOCIETY OF PAKISTAN

MARKETING ASSOCIATION OF PAKISTAN

Gallup Pakistan is also a member of the following Marketing Associations in Pakistan, and plays an active role in them with dedication and integrity.

The Marketing Research Society of Pakistan provides a platform for the marketers and research agencies of Pakistan to engage in mutual interaction. Gallup Pakistan is a founding and active member of the Association. Dr. Ijaz Shafi Gilani, CEO Gallup Pakistan, is a former president of the Society. Gallup Pakistan has played an active role in the events organized by the Society.



Marketing Association of Pakistan
Lahore Chapter

Marketing Association of Pakistan aims to improve and develop the technical and general knowledge of persons engaged in the profession of marketing. MAP brings together persons interested and connected with marketing activities by arranging professional meetings each month. Gallup Pakistan has been an active member of the Association and actively participates in the events organized by the Association. Mohsin Muslim Head of Customized Research at Gallup Pakistan is currently Vice President of the Association.

LIST OF SERVICES



Gallup Pakistan has its full-service offices at Karachi, Lahore and Islamabad which are geared-up with state-of-the-art technology. At Gallup we provide research solutions in sync with the Client requirements. Our research team carefully analyses our Client's needs before recommending the right mix of research solutions. Currently, we offer the following repertoire of services pertaining to continuous and ad hoc research.

FACE-TO-FACE INTERVIEWING

TELEPHONIC SURVEYS

IN-DEPTH INTERVIEWING

FOCUS GROUP DISCUSSION

DATA ENTRY

DATA PROCESSING AND ADVANCED ANALYSIS

REPORT WRITING AND PRESENTATION

Gallup has local teams across Pakistan and a great deal of experience of working in the Pakistani environment. It has considerable experience with monitoring and conducting focus group discussions. Gallup also has extensive experience in designing questionnaires and formulating questions (that lead to a meaningful analysis of the research project) in Pakistan as well as globally.

GALLUP PAKISTAN'S CLIENTS

Gallup has a large list of clients from public, private and multi-national organizations. A brief list of clients for whom Gallup has provided its specialized services is provided towards the end of this document. Here is a list of past clients for whom market research/industry analysis was conducted:

INTERNATIONAL ORGANIZATIONS



USAID
FROM THE AMERICAN PEOPLE



World Health Organization



THE WORLD BANK



Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH



Save the Children.



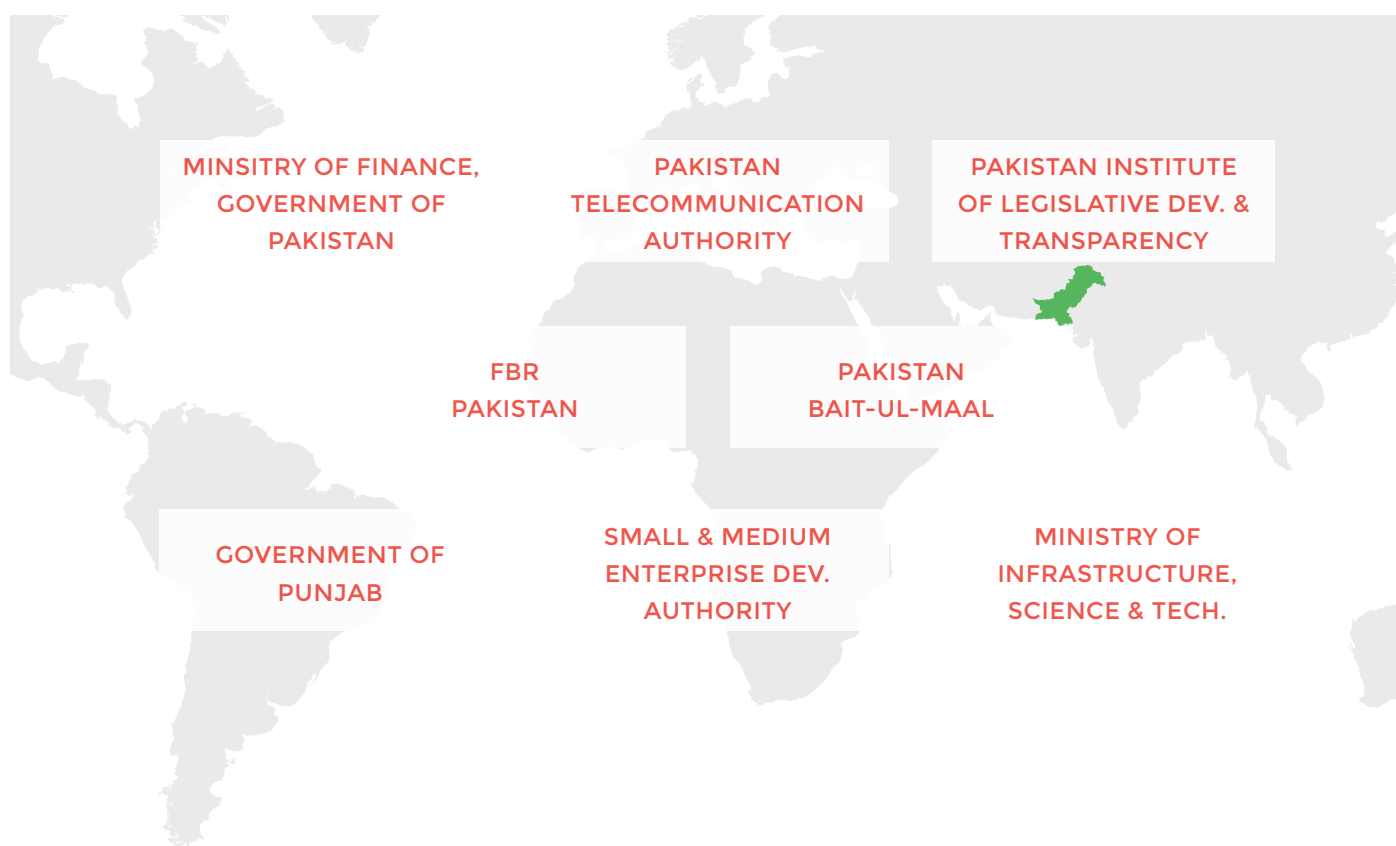
Department for
International
Development



TRANSPARENCY INTERNATIONAL FRANCE



NATIONAL ORGANIZATIONS & GOVERNMENT SECTOR

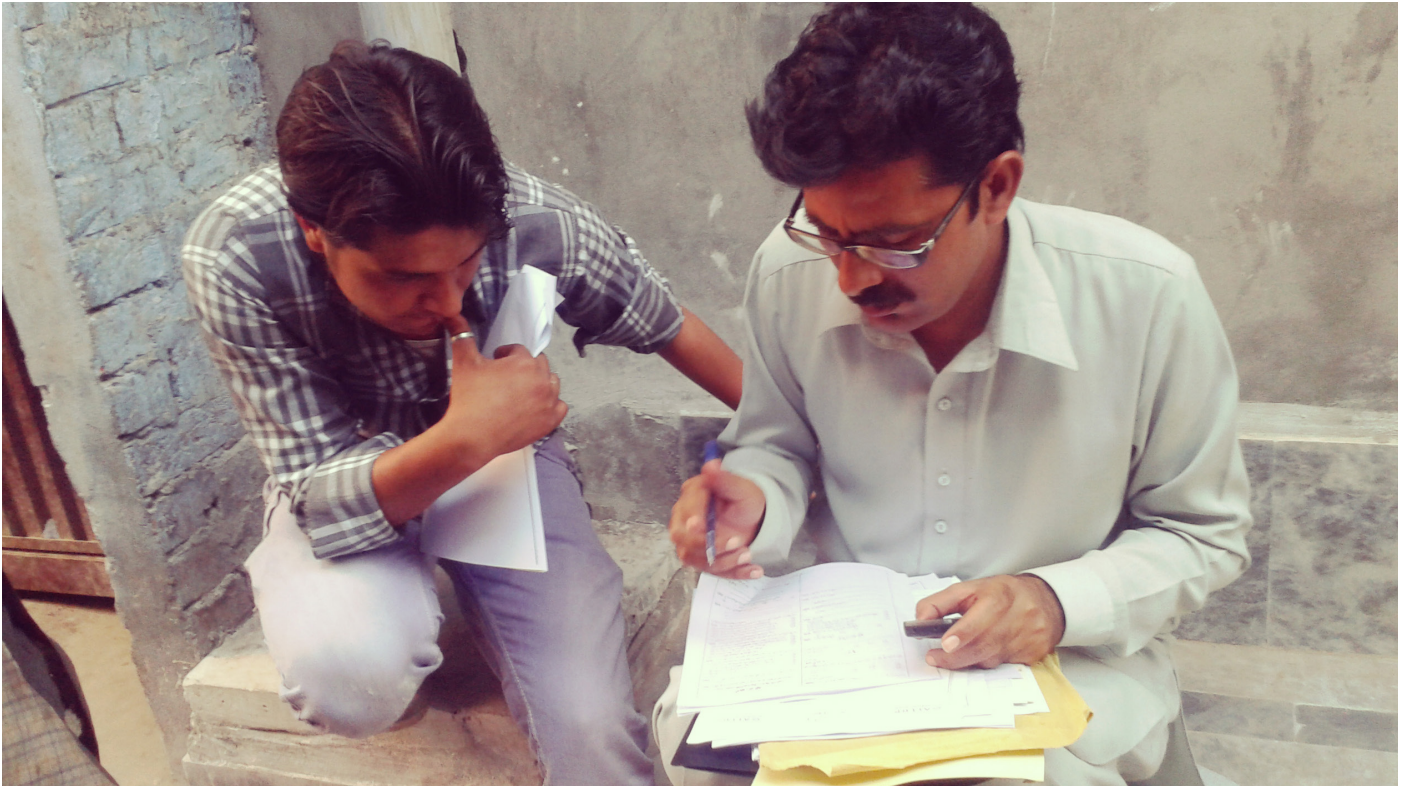




Given below is a selected list of clients in the area of Consumer, Media and Customer Satisfaction Studies:

CORPORATE SECTOR CLIENTS





GALLUP IN PRESS

Gallup Pakistan is often quoted in public discourse due to the diverse nature of themes its various projects capture. The following are just a few popular national and international media/press sources that have published or cited Gallup Pakistan studies and polls:



GALLUP IN SOCIAL MEDIA

Gallup Pakistan's social media presence includes Facebook, Twitter and Blogspot. On Facebook, updates and infographs are regularly posted about the polls that are released daily and weekly. Videos and news snippets are also posted about coverage of Gallup Pakistan surveys on the news. Gallup Pakistan's blog at galluppakistan.blogspot.com is also regularly updated with daily polls.



GALLUP PAKISTAN HISTORY PROJECT

The Gallup Pakistan History Project aims to compile, analyse and disseminate Public Opinion Polling data gathered by Gallup Pakistan since 1980 in a form that is useful for informed academic discussion and public policy initiatives inside and outside Pakistan.

Currently under this study we have undertaken a few initiatives worth mentioning:

- Holding of 30 years Seminars on Public Opinion Polling separately on Foreign Policy, Health Research, Economic Research, Family and Gender Issues
- Release of twice Weekly Press Release looking at Trends on Various Issues since 1980
- Offering Internship Programme to Social Science students at Undergraduate Education Institutions from Pakistan and abroad. Over past few years, students from Universities and colleges like LUMS, NYU, Smith, Amherst and Columbia have done number crunching and report writing on various historical public opinion polling data
- Weekly Editorial write ups by Gallup Pakistan's own research team on Trends from Public Opinion Polling
- Archiving data at University of Michigan's ICPSR for various surveys and studies
- Providing Market Research Studies to Business Schools in Pakistan. Under this initiative over 50 Research Studies were donated to LUMS library and Business School

COLLABORATIONS & AFFILIATIONS

Gallup Pakistan History Project Team is very eager to strike affiliation with individuals and institutions having a professional interest in Pakistan. Over years many University Departments, PhD Students from prestigious Universities, Congressional Research Services, and Government Agencies have benefited from our data. We hold regular communications with our partners to improve our dissemination strategy and are always keen to explore ways to fund our Research initiatives.

GALLUP PAKISTAN'S OTHER INITIATIVES

MONTHLY TALK SHOWS ANALYSIS

Gallup Pakistan Media Research Consultancy Team carries out this regular monthly exercise to monitor and analyse content of leading talk shows aired in Pakistan

GALLUP'S MONTHLY HR NEWSLETTER

In this series Gallup Pakistan principally aims to encourage empirical understanding of HR problems faced by disseminating international and local research findings that HR practitioners in Pakistan can benefit from.

DIGITAL LIBRARY ON ELECTIONS IN PAKISTAN

This is a compilation of reports of the surveys and research conducted by Gallup Pakistan on Pakistan's General Elections from 1970 to 2013 including historical and theoretical analysis of elections, Exit Polls and election results.

DIGITAL LIBRARY ON LABOR MIGRATION

Gallup Pakistan has compiled data and studies on migration and remittances that will allow researchers to easily refer to the topic via our Digital Library

PUBLIC PULSE REPORTS

Gallup Pakistan regularly conducts studies that gauge the present socio-political climate of the country and focuses on current issues/debates

WEEKLY CYBERLETTERS

A weekly compilation of all the daily polls released during the previous week. These polls cover topics ranging from Politics to Health.

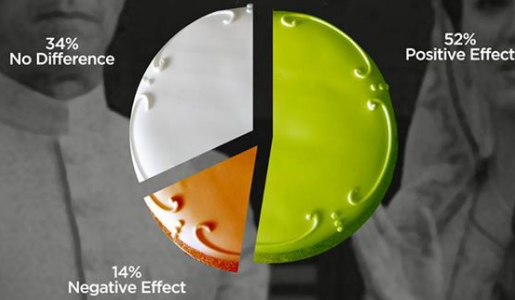
MEDIA CYBERLETTERS

These are frequent publications consisting of Audience Tracking, Annual Ad Spending, TV Channels and Shows Ratings and Brand Referendums which is a major part of Gallup Pakistan's operations.

TRENDING SURVEYS

f /GallupPak

MORE THAN HALF PAKISTANIS THINK THAT IMRAN KHAN'S MARRIAGE WILL HAVE A POSITIVE EFFECT ON HIS POLITICS.



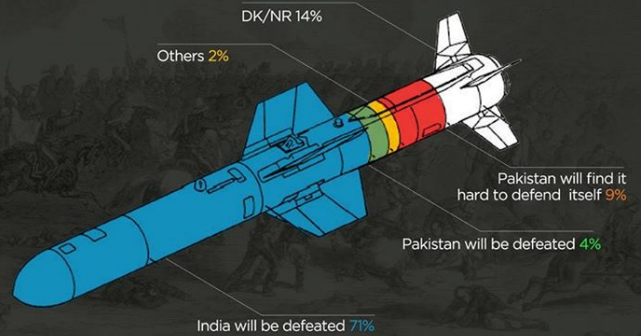
Some people say that Imran Khan's marriage will have a positive effect on his politics, while others believe that it will have a negative effect on his politics, while still others believe that it will have no effect. What is your opinion?

POLITICS | Imran Khan
SOURCE: GALLUP AND GILANI SURVEYS | SAMPLE SIZE: 1399

GALLUP
PAKISTAN

f /GallupPak

MAJORITY (71%) OF PAKISTANIS BELIEVE THAT INDIA WILL BE DEFEATED IF A WAR STARTS BETWEEN INDIA AND PAKISTAN.



If war starts between India and Pakistan, what do you think will be the result of that?

INTERNATIONAL RELATIONS | India
SOURCE: GALLUP AND GILANI SURVEYS | SAMPLE SIZE: 2442

GALLUP
PAKISTAN

f /GallupPak

MORE THAN HALF PAKISTANIS FEEL VERY UNSAFE AFTER THE PESHAWAR TRAGEDY.



May Allah keep you and everyone from your household safe and secure. After the Peshawar tragedy, how unsafe do you feel you and members of your household are?

GOVERNANCE | Local Terrorism
SOURCE: GALLUP AND GILANI SURVEYS | SAMPLE SIZE: 2052

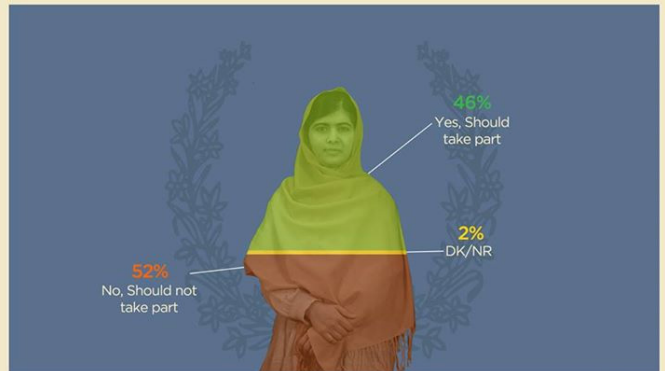
GALLUP
PAKISTAN

OPINION POLL
SOCIETY | Malala Yousafzai



Public opinion divided over Malala Yousafzai's potential future in politics.

In your opinion should Malala Yousafzai take part in Pakistani politics in the future or not?



f /GallupPak

Source: Gallup and Gilani Surveys Sample Size: 2579

GALLUP
PAKISTAN



OPINION POLL
SOCIETY | Eid ul Azha

Majority of Pakistanis think that television transmissions this Eid were better than last year.

Some people think that the Eid transmissions of many television channels this Eid were better than last year, while others think that the television channels' transmissions were better last year.

HEALTH RESEARCH AT GALLUP PAKISTAN

We have vast experience of quantitative and qualitative research on public health over the last three decades. These studies involve Knowledge, Attitude and Practice Studies and Monitoring and Evaluation of Public Health Programs. We have provided baseline data for many health programs and policy formulation as well as provided data on the impact of such programs. The key areas are mother and child health including nutrition, sanitation, immunization and family planning. Gallup Pakistan conducted the first ever Multiple Indicators Survey (MICS) in Pakistan in 1995 for UNICEF. This study involved doing anthropometric measures of children under five years of age apart from collecting extensive data from mothers and the household on health, nutrition and sanitation. Gallup Pakistan has conducted numerous studies on public perceptions on family planning and birth control. We have done viewership analysis of media campaigns on these issues thus combining our media research with public health research to meet the desired objectives. Recently, Gallup Pakistan has done an extensive study on breast feeding practices in Pakistan and how far does the country conform to the International legislation on the sale and advertising of breast milk substitutes. This study involved interviews with representative samples of different stakeholders i.e. mothers as well as health care providers to see if they were being influenced by the companies selling breast milk substitutes or not. Gallup Pakistan has done extensive research on immunization coverage in Pakistan. We have not only done third party evaluation of coverage and monitoring of nation-wide Polio Campaigns but we have done extensive research on understanding the barriers to immunization and in-depth analysis of the perceptions of the public on these public health measures. Recently, Gallup Pakistan carried out an extensive research on polio uptake in the High Risk Communities in KP, FATA and Karachi in collaboration with leading experts at an American University. The study was instrumental in revising the Media Campaign on Polio Immunization. We are also collaborating with the Vaccine Confidence Group

at London School of Hygiene and Tropical Medicine to gauge confidence of the public about immunization in Pakistan as well as around the globe.



Being a pioneer in opinion polling, we regularly conduct surveys on the awareness and perception of the general public on different issues relevant to health, diseases, use of health services as well as behaviors (e.g. smoking, diet) and lifestyles that affect the health of the nation. We release the findings of these studies to general public, media as well as academics through Health Cyberletters. Gallup Pakistan has vast experience in pharmaceutical research and has worked for leading companies. We have provided insight into the market size, demand and given evidence based recommendations on opportunities for growth and innovation in this sector. We have also done research on the uptake of modern diagnostic facilities especially the growing market of biomedical laboratories.

Gallup Pakistan has worked for the leading international health organizations like UNICEF, World Health Organization, World Bank, Save the Children as well as many NGOs working on health in Pakistan. We have done studies for the Health Department of Pakistan. We have close collaboration with the leading Public Health Schools of the world. In the future, we aim to further build on our expertise in conducting biomedical examination surveys on representative samples across Pakistan.

Gallup female researcher conducting Anthropometry exercise in a rural location



Gallup female researcher knocking at a household for a survey in rural Sindh



A Gallup researcher interviews Balochi nomad population in Makran



WHY GALLUP?

Gallup is a **TRUSTED NAME**, hence it has an edge over others in soliciting access to difficult to reach groups. We ensure **QUALITY** and **RELIABILITY** through careful selection, professional training and stringent field controls. We follow **RIGOROUS PROCEDURES OF TRAINING**. Our field staff and ensure quality and reliability of data through stringent field controls including intake edit, back-check and interviewer evaluation. We place high emphasis on **WORKING CLOSELY WITH THE CLIENT**; for this purpose we have a sizeable number of senior research managers who work closely with the client to understand their research problems and to interpret research findings upon completion of the study. Furthermore, we collaborate with our clients in making presentations to their key audiences. Our **QUALITY ASSURANCE** department provides consultancy and monitoring **SERVICES AROUND THE CLOCK** and assures that every project is conducted within the timeframe set and the agreed budget. Gallup maintains **THREE FULL SERVICES OFFICES** (in Karachi, Lahore and Islamabad) and **18 REGIONAL FIELD CENTERS**. This unique field capability enables Gallup to carry out rapid field studies through well trained and experienced staff. Gallup is operating in Pakistan since 1980 thus bringing in **34 YEARS OF PROFESSIONAL EXPERIENCE**. Gallup has interviewed 500,000 respondents during the years 2012-14 indicating the **EXTENSIVE REACH** of its field offices. Gallup Pakistan is the **SOLE REPRESENTATIVE OF GALLUP INTERNATIONAL** in Pakistan. Our **GLOBAL AFFILIATION** has enabled us to draw on a distinguished network of research agencies spread across the world in more than 75 countries of Americas, Europe, Asia, Africa and Australasia. Gallup Pakistan follows the ESOMAR International code of Marketing Research to ensure the quality and integrity of their data.

03

FULL SERVICES
OFFICES

18

REGIONAL
FIELD CENTRES

30

FULL TIME
PROFESSIONALS

34

YEARS OF
EXPERIENCE

500,000

INTERVIEW
RESPONDENTS

150

TRAINED
INTERVIEWERS

GALLUP PAKISTAN'S QUALITY CONTROL PROCEDURE

Following are the steps that we will take to ensure quality of fieldwork:

BRIEFING / TRAINING OF INTERVIEWERS

Comprehensive and detailed interview and supervisor guide is prepared by the project Manager/in-charge of interviewers and supervisors. The interviewers are experienced and proficient in the language in which the interviews are to be conducted. The interviewers are thoroughly briefed before the start of the study, as to how the respondents will be selected, under what circumstances and how substitution can be made, the use of questionnaire & routing instructions given in it and how the questionnaires will be filled out.

Gallup Trainers carry out Class Room training of all interviewers and supervisors, wherein the interviewers read the questionnaire along with the instructions and then Trainers explain the sensitive issues if any. The interviewers are then divided in groups of two each and each pair do mock interviewing.

MOCK CALLS

After the briefing has been completed all the field workers do the mock calls under the direct supervision of an executive or a fieldwork supervisor. This would ensure that the field workers have properly understood the instructions and they can handle various interviewing problems during the interview (in the field). After the completions of mock calls, a debriefing session is arranged in which the problems faced by the interviewers during the mock interviews are discussed and solutions are suggested by the person in charge of the study.

INITIAL CHECKING

After the training, the interviewers go into the field for actual interviewing. First ten filled in questionnaire of every interviewer are thoroughly checked by their supervisor to ensure that the interviewer is performing well.

- ✓ BRIEFING / TRAINING OF INTERVIEWERS
- ✓ MOCK CALLS
- ✓ INITIAL CHECKING
- ✓ FIELD EDIT OR INTAKE EDIT
- ✓ SUPERVISION & BACK CHECKING
- ✓ DATA CODING / EDITING
- ✓ DATA ENTRY & CLEANINGS
- ✓ ANALYSIS / CONCLUSIONS

FIELD EDIT OR INTAKE EDIT

In normal routine at least 30-40% interviews of each interviewer are visually checked by the supervisor before passing them to Data Coding/Entry department. The problems or missing information identified during field edit is explained to the relevant interviewer who is instructed to rectify them either through telephone and/or by revisiting the respondent for clarification and re-asking the missing questions.

SUPERVISION & BACK CHECKING

In spite of all the meticulous care that is taken during briefing and the training of interviewers, it is still essential that the interviewers are properly supervised on the job and the work done by them is back checked. At least 20% back checking is done on work completed by each interviewer to ensure authenticity of data.

DATA CODING/EDITING

The questionnaires received from the field are checked and responses of the open-ended questions are coded with the help of a code list. A coding scheme/book/guide is prepared on the basis of returned questionnaires. However in case of studies where the data is needed to supply, the coding scheme is derived on the basis of data map received from the client or prepared by Gallup and approved by Client.

About 20% work of each coder is rechecked and verified

by the concerned DC supervisor/In-charge.

DATA ENTRY AND CLEANINGS

After the coding or open-end responses, the data is entered into computers. Gallup Pakistan uses the SPSS data entry program that has flexibility to implement validity checks and skipping rules etc. The SPSS data entry software also has flexibility to verify the entered data by using the double punch option. Gallup normally double punches for 20% of its entered data.

After completion of data entries and double punch, all data is cleaned by using a data- cleaning program written in SPSS which is specially prepared for this purpose according to the survey/questionnaire need. Data is thoroughly checked for any omissions, displacements and other errors resulting in inconsistencies with the coding scheme.

ANALYSIS/ CONCLUSIONS

Here, we address two main things, the analysis of the data and the interpretation in the context of the study.

Help is taken from statistical tables and graphs to present the findings in the best possible way.

Even in those research assignments where Gallup's responsibility is to provide the ASCII data only, Gallup helps out its research partner in analysis and providing local insights.



KEY PERSONNEL



DR. IJAZ SHAFI GILANI

CEO/Chairman

Extensive experience of conducting research in Pakistan and abroad especially in the United States and Middle East. He has recently directed a World Bank study on the problems of Small Entrepreneurs in Pakistan. Earlier his experience includes directing a World Bank funded study on Overseas Pakistanis, which involved interviews with more than 20,000 workers traveling to the Gulf. The findings of this study have become a standard reference for research in the field of international migration. He has done pioneering work in the field of media research and directs Gallup's annual study on the Media Scene in Pakistan. He has also directed a number of social research projects about health and education issues. In 1995-96, he headed the Multiple Indicators clusters study organised by the Government of Pakistan and Unicef.

Dr. Gilani is a former President of Marketing Research Society of Pakistan and has done extensive work in conducting marketing research studies for leading multinational and national business organization. He directs a bi-annual study titled "A Profile of the Pakistani Consumer" which is the most widely used source book by marketers in Pakistan. As head of Gallup Dr. Gilani makes regular professional presentations to clients and works closely with them alongwith his team in the process of applying research to finding solutions to marketing problems.



BILAL IJAZ GILANI

Executive Director

Overall management of field operations in Pakistan; heading key projects relating to the field on New Media, Media Studies including Gallup Media Reports on Television, Newspaper and Radio. Research interest in Public Opinion Polling in Pakistan. Has participated in compiling Gallup Pakistan's Electoral Research both on 2002 and 2008 Elections. Experience in Research Proposal Writing and troubleshooting during different stages of Project including Questionnaire design , Field work , Data Entry and Coding and Report Writing. Key Human Resource Recruiting person in Gallup Pakistan and heading Internship Programmes since 2007. Some 50 BSc students of leading Pakistani and International Institutions have participated in these programmes.



MOHSIN MUSLIM

Consulting Fellow

Mohsin Muslim is a Sociologist and former country representative of ESOMAR in Pakistan. His journey started at Gallup Pakistan about 23 years ago. He had served the company at different positions and remained COO/Head of Operations & Research till 2007. Now he is associated with Gallup as Consulting Fellow. He provides technical inputs on survey design, training, operations and other logistics.



JAMSHED KHAN

Director Administration & Research

Jamshed has been associated with Gallup Pakistan for the more than two decades working as Director Administration and Research. He has worked on many projects including MICS 1995 and others related to health, education and social sector projects. I worked as founder Country Director, Afghanistan Centre for Socioeconomic and Opinion Research (ACSOR) from January 2003 to June 2005. Jamshed has trained more than 500 interviewers for quantitative surveys and more than 50 moderators for IDIs and FGDs for qualitative studies. Several management consultancy assignments were undertaken for the Government of Afghanistan, UNICEF, WB and GIZ during this period.



ABDUL MAJEED

Manager DP

Over all in charge of data processing for the following censuses / surveys of Government of the Punjab: Motor vehicles Registration and Tax collection record. Crop Acreage Statistics. Land use Statistics. Survey of industrial production & employment. Directory of registered factories. Census of manufacturing industries. Census of government employees. Annual budget demands & expenditure statements. Statistics of schools, Inter & Degree Colleges. Daily retail prices of essential commodities. Moreover extensive experience in Socio-Economic facilities Mauza Profile by Constituency/Tehsil. Socio-Economic indicators by province, Population estimates projection. Preparation of graphs, slides, transparencies for high level meetings. Annual Development Program (ADP).



ASIM JAVED

Deputy Manager Operations

Asim Javed has gained more than 10 years of extensive experience in survey research at Gallup Pakistan. He is particularly experienced in managing office teams, supervising field research, data entry and handling logistics of major research projects.



MAHAM SALEEM

Research Executive

Ms. Maham has been involved in a number of projects since she joined Gallup. She is particularly experienced in conducting qualitative analysis. She has worked on number of studies for Local and International clients like World Bank, Gates Foundation and State Bank of Pakistan.



MALIKA SHAHBAZ

Research Executive

Ms. Malika previously worked with Gallup as an intern and joined Gallup as a contractual employee in June 2014. She has been involved in a number of projects since she joined Gallup including Access to Finance, Routine Health Immunization, Democracy and Governance Survey and Educational studies. She is particularly experienced in conducting qualitative analysis and has worked on multiple studies for Local and International clients.



MUHAMMAD AMIN NASIR

Research Executive

Overall supervision of field work. Arranging field teams with respect of sample size all over Pakistan. He also actively participates in proof reading of questionnaires. Testing in field preparation of supporting document, like Rabta Sheet, Show Cards etc. Arrangement of printing, the questionnaire and the supporting material and training material, displacement of this material to respective regions. Insure the training of enumeration staff. Feed back in the field on their pretest and initial field material. Insure the completion of project within scheduled time line. Collection of field verification from respective Regional coordinators.



MURAD JAVED

Consulting Fellow

Murad Javed is working with Gallup as a consultaning fellow with a degree in Social Sciences from SFU, Canada, Murad has a flare for Analytical Report writing and client liason. Over the years Murad has participated in report writing for Gallup in the fields of Financial Inclusion, ICT Research, Branding exercises such as for Tameer Bank (largest Mobile Money provider) and Customer Satisfaction Studies (including prestigious World Bank CSS studies in 2013, 2015).



MS. NAYEMA SIDDIQUI

Senior Research Executive (Research Dept.)

Ms. Nayema has been involved in a number of projects since she joined Gallup. She is particularly experienced in conducting quantitative analysis. She has worked on number of studies for Local and International clients like Third Party Evaluation, Opinion Polls of various natures, Customer Satisfaction Studies.



MS. SAIMA ADNAN

Sr. Research Manager (Team Leader, Karachi)

Saima Adnan is based in Karachi, and is leading the research and operations department in the Customized Research in Karachi. She has more than seven years' experience in managing quantitative studies including questionnaire designing, translations, field guide preparation, field execution, data processing and training of project teams. She has led project teams on qualitative projects including Concept testing of Asian University for Women (AUW) and Launch of HBL Visa Debit card, and has conducted in-depth interviews for AUW project. She has also worked on Media Audience measurement study for an international broadcasting service. She also assists Head of Customized Research Department in answering and resolving client queries. She is currently leading a team of researchers, conducting KFC mystery shopping, Customer Satisfaction Survey, and Brand Image Tracking Studies.



DR. SARA GILANI

Health Research Executive

Dr. Sara has worked on various health and social research projects at Gallup Pakistan. She has been the research head for studies on Mother and Child Health, Breast Feeding, Education and employment etc. She has contributed to developing research design, questionnaire development, data analysis and report writing. She has helped in compiling data on 30 years of Gallup Pakistan's Opinion polling on issues like health, education, society, economy etc. She also conducted a research methodology workshop in 2010.



SYED YEHYA SHERAZ

Regional Executive

Mr. Yahya Sheraz has been working with Gallup Pakistan for over 7 years in the field of market research. He is currently working as a regional executive with major experience in both qualitative and quantitative data collection. In qualitative research, the main focus is on CATI and telephonic project management overall. Also managing field operations pertaining to the regions of North Punjab, KPK, Gigit Baltistan and FATA. His experience spans directing multi-language quantitative and qualitative formative and evaluative research programs, culturally adapted research in conflict and transitioning environments.



TAHMINA SHOAIB MALIK

Research Executive

Ms. Tahmina has been a key member of the Gallup Islamabad Team since the past 5 years and has extensive experience of quantitative analysis. She has been involved in a number of projects since she joined Gallup. She is particularly experienced in conducting data processing, weighting and tabulation for Global Surveys and compiling reports and presentations for research studies. She has worked on number of studies for Local and International clients like ORB and Reach Mass, Riaz Bottlers Lahore (RBL), Intermedia.



TAIMUR SAEED

Assistant Manager

Taimur is Assistant Manager Gallup Islamabad Office and has been a part of the Gallup Pakistan team since the past 4 years. Taimur is a specialist in statistical analysis and econometrics. He has lead the Gallup Team on multiple projects for clients such as PEPSI/ RBL, World Bank, PPAF and Ministry of Telecom.



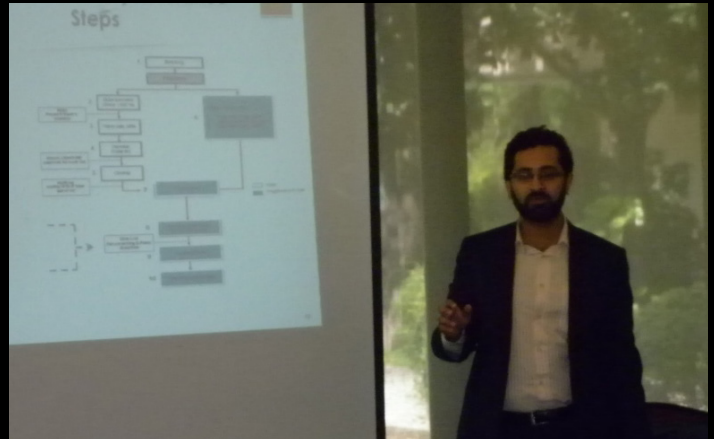
DR UMAR TAJ

Consulting Fellow

Umer Taj is a Masters from LSE, UK and currently a Ph.d candidate in Behavioral Economics at Warrich University. Umer has been involved in advanced Data Analytics at Gallup Pakistan for various studies including Gallup Pakistan Employee Engagement studies and Power Conservation Behavioral Study. Moreover has been leading an internal team of experts looking at new multimedia methodologies including use of Big Data, RCT approaches, control-experiments and use of 'Predictive Modeling'.



RECENT EVALUATION FRAMEWORKS DEVELOPED BY GALLUP PAKISTAN CONSULTANCY



DEVELOPMENT EVALUATION FRAMEWORK

Analysts at Gallup Pakistan designed a comprehensive microfinance evaluation framework for organizations and stakeholders operating in the sector. This framework can be applied towards extracting stakeholder and beneficiary-based evaluation of interventions, and implementing partners.

The framework operates on computing evaluative perceptions of beneficiaries and stakeholders that are targeted by microfinance organizations and development organizations. This model is particularly useful for projects and organizations that lack baseline metrics to allow for technical post-facto evaluations. Where such technical data is available, it can be juxtaposed with or incorporated into this evaluation framework to draw a more nuanced picture of the overall impact of development interventions.

We deployed this framework for a cohort of development sector organizations working across seven different sectors. The method allowed for creating a hierarchy, and ranking projects and implementing partners. This stakeholder and beneficiary-driven evaluation allows for comparing the utility of projects, and the efficacy of organizations. This model is easily replicable, and can be implemented in periodic waves to provide constant monitoring and evaluation of development projects and organizations. The framework generates clear and precise policy guidelines.

REFUGEE IMPACT EVALUATION FRAMEWORK

Pakistan has been a home to Afghan refugees for more than three decades. The presence of these refugees, in the short, medium, and long-terms, has generated a variety of impacts on the host communities' social structures, economic resources and operations, political associations, and cultural values.

Gallup Pakistan was presented with the unique challenge to map and assess the impact of Afghan refugees in Balochistan. The challenge lay in the complete absence of baseline indicators and data, lack of records of refugee numbers and their influx, and the nature and scope of refugee presence in the province. This complex scenario was deconstructed by Gallup's experienced team of analysts through a uniquely designed refugee impact evaluation framework.

The research instruments employed a variety of unique techniques and approaches – borrowing lessons from the emerging behavioural sciences discipline – to construct a mechanism for assessing the impact of Afghan refugees. This impact was quantified through the lived experiences and observations of host community respondents. The innovative design of this framework helped our client understand the true magnitude of the impact vis-à-vis host community's attitudes, knowledge, and behaviours towards refugees. Crucially, the framework also allowed for isolating priority areas that required preferential treatment to mitigate and control the impact of Afghan refugees in Balochistan.

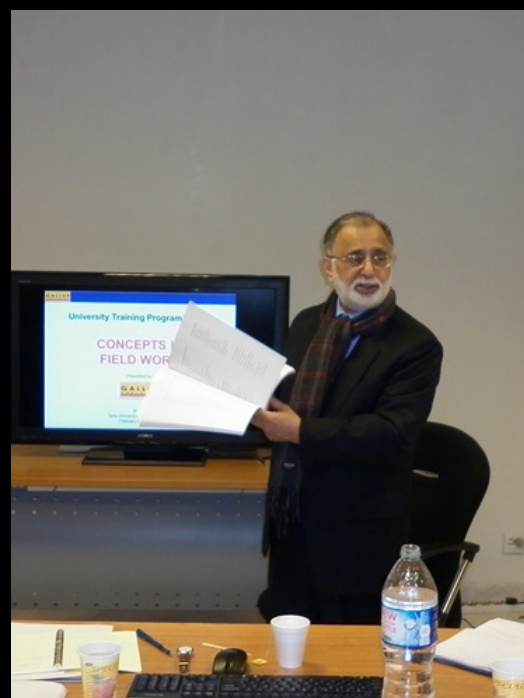
EMPLOYEE MANAGEMENT MODEL

For any successful, the value of an engaged and invested workforce cannot be understated. Determined and inspired employees can often become the catalyst and ingredient in driving business success.

Gallup Pakistan was approached by a major national bank to map and assess its employee's engagement level and nature across the country. This project was executed successfully through the development of another unique employee engagement measurement approach, designed by our expert analysts.

The measurement approach was modelled into a comprehensive engagement framework. The engagement research was carried out throughout the organization's operations in Pakistan, which included several thousand employees. The results were then run through the carefully constructed engagement model. This approach yielded an output that allowed our client to fully understand its employees' engagement with the organization, its mission, and operations.

This model has been designed keeping in mind the needs of other businesses and corporate sector clients. Since its inception, the model has been successfully replicated and applied for a number of different organizations.



LIST OF SELECTED STUDIES CARRIED OUT BY GALLUP PAKISTAN



CORPORATE SECTOR

CUSTOMER SATISFACTION SURVEY AMONG STAKEHOLDERS OF WORLD BANK

Client World Bank

Period October 2013

A customer satisfaction survey was carried out for the World Bank by Gallup Pakistan that aimed at determining the awareness about World Bank, perceptions about its effectiveness, relative performance in the relevant industry and significance of World Bank's aid in Pakistan's development. A SWOT analysis for the World Bank's projects and services was also part of the study. Multiple modes of interviewing were used in this CSS including postal interviews, face to face interviews and online interviews. The sample size was approximately 700, including clients and stakeholders.

GALLUP EMPLOYEE ENGAGEMENT STUDY AT BANK AL- FALAH

Client Bank Al- Falah

Period March - May 2013

Gallup conducted the Employee Engagement Survey among 7000 employees of Bank Al-Falah spread over 400 branches in over 200 cities of Pakistan. The main issues addressed in this report were why measure employee engagement, what is an engaged workplace, how to build workplace engagement and the HR strategy that should be employed to create an engaged workplace. An action planner was also drafted as a part of the project to provide tangible outcome to the client by laying out a timeline and corresponding actions that are likely to boost employee engagement.

CUSTOMER SATISFACTION SURVEY OF SAMSUNG AFTER- SALES SERVICES

Client Samsung

Period 2012-13

The ScSi project was a customer satisfaction survey that focused on after-sales services provided to customers by various electronics companies. The survey questionnaire was a very in-depth probe of the details of the repair/exchange services on a list of electronics products. These details included the nature of repair, its duration, the quality of service provided by the company and the environment under which the service was given. The overall satisfaction of the customer with the after-sales experience was also asked. The sample size for this study was ~150 and the customers included LCD and Plasma TV users as well as users of hand-held devices (mobile phones and tablets). The study was held consistently for a period of 3 years. Gallup's CATI services were used along with face to face interviews to reach respondents.



INDUSTRY / FINANCE / SME SECTOR

FINANCIAL SERVICES PROVIDER (FSP) ROUND 1 & 2

Client Bill & Melinda Gates Foundation

Period 2013- 2104

Gallup conducted a quantitative, nationally representative survey to track market trends among Pakistani population over two years. The study aimed at measuring and tracking awareness and use of DFS among full population and particular segments such as poor and women. The analysis helped produce consumer insight to support product and service development and delivery. The sample consisted of 6000 nationally representative households across Pakistan.

PARTNER ORGANIZATION (PO) PERCEPTION SURVEY

Client PPAF, Islamabad

Period March 2014

A sample of 3000 Beneficiaries and 600 Stakeholders, leading to a total of 3600 respondents was used for this study. The PO Perception Survey was conducted with a background of knowing and understanding PPAF and its beneficiaries through thousands of interviews done at regular intervals in the past decade. For the current study Gallup came up with Perception Scorecard for PPAF partner organizations. The Perception Score Card looks at the perception of beneficiaries and stakeholders from 5 different yardsticks which combined generate a combined perception score to present a holistic picture of how beneficiaries value and rate a particular partner organization. These are poverty reduction perception index, organizational capacity perception index, monitoring & evaluation perception index, accountability & transparency perception index and empowerment perception index.

MICROFINANCE ASSESSMENT ACROSS PAKISTAN

Client Bankable Frontier Association

Period 2014

This study was carried out among 1000 users of micro- finance institutions in Punjab and Sindh to find out the extent of use of MFI's in these regions, the ease of accessibility and quality of services provided by these MFIs. Three types of users were identified as respondents in this study: current borrowers of small loans, former borrowers and non- users (having some form of knowledge about MFIs) and this helped in determining the scale of operations of micro- finance networks in the two provinces.

MICRO CREDIT FINANCING: ASSESSMENT OF OUTCOMES

Client PPAF

Period May 2013

The micro- credit financing survey evaluated the impact of micro-finance loans on the lives of borrowers/clients. This was done by comparing clients with non-clients over a given time period. The sample size was over 5000 respondents, consisting of both clients and non-clients. Three approaches were used to observe changes in lives of clients and non-

clients. These were the before-after approach (used to observe changes in the lives of both groups before and after the year in which the borrower household is affected by the micro-finance loan), with-without approach (looks at life of a sample of borrowers and compares it with data collected from an equivalent sample of non-borrowers) and lastly a combined approach that utilizes both of the former approaches.



IT & TELECOM SECTOR

NOKIA LIFE PROJECT

Client Nokia

Period 2012

This project was aimed at attaining a full and detailed understanding of the consumer's lives. The study helped understand the life and world of the consumers in order to identify target areas based on their interests, hobbies, aspirations and so help guide Nokia on how to expand and extend the Nokia Life tools service. Additionally it was meant to understand the areas of interest for which users currently seek information (and are looking to seek for in the future) and finally to understand the resources consumers use for this information – variety, type of sources / resources, satisfaction and how this behavior has evolved.

GATHERING VOICES FOR A BIOMETRIC SOLUTION IN PAKISTAN

Client VoiceTrust

Period 2013

Voice Trust, who provide Voice Biometric Solution to authenticate callers when they call from their phones, contacted Gallup Pakistan to hire services as a Data Collection Company (DCC) to collect data from different channels, languages, environments to calibrate their system. Gallup collected voice samples of 500 people from across 10 districts in Pakistan so as to capture the diversity of languages and demographics. The representative sample for this study were both males and females who were Secondary qualified (so they could read sentences in English and Urdu) and who were based in 5 different environments including offices, malls, streets, homes and a quiet environment so that it could be determined if the system could differentiate between background noise and the voice of the caller.

P@SHA INTERNET STUDY

Client P@SHA

Period 2013

Gallup Pakistan was commissioned by P@SHA for conducting Internet Habits & Practices Survey which aims to formulate a detailed understanding of the social and economic influence of the internet in Pakistan. This report focused on understanding internet access and shedding light on the behaviors and attitudes towards the internet in Pakistan.

ONLINE SHOPPING: INTERNET AND MOBILE MARKET IN PAKISTAN

Client LUMS MBA students, LUMS, Lahore

Period August 2014

The survey was conducted across 2681 households spread all over Pakistan and was based on the usage and awareness about online shopping sites. The main themes that were looked into were the preferred mode of shopping, preferred items that are shopped for online, number of online shoppers, reasons for shopping online and the most used method of shopping online.

CONSUMER SURVEY IN ISLAMABAD FOR NAYATEL MARKETING EVALUATION

Client Nayatel

Period June 2014

The Nayatel study was designed to be in two parts: the first based around internet users and providers generally while the second being more focused on Nayatel as a brand. The survey was carried out to determine internet usage penetration and market leaders in Islamabad/ Rawalpindi region. Furthermore interviewees were asked about satisfaction with ISPs. Lastly the brand awareness about Nayatel as a brand was measured along with customer willingness to engage and buy services from the brand. More than 1000 households were interviewed as a part of this study.



PUBLIC HEALTH AND RELATED STUDIES

POLIO KAP STUDY IN BANNU

Client Inter Media

Period 2014

The primary objective of the survey was to explore awareness and uptake of children's health vaccinations among at risk people and in high risk areas. Inter Media has been commissioned to undertake a multi-country study in Asia and Africa to explore awareness and uptake of children's health vaccinations in high risk areas and among high risk groups. The study will provide actionable insight for UNICEF and other stakeholders involved in the children's health sector. This project aims to achieve following research objective: knowledge of caregivers about polio, attitudes of caregivers about polio and practices of caregivers about polio by interviewing a sample of 1000 respondents.

BREAST-FEEDING MONITORING STUDY

Client Save the Children, UK

Period January 2013

This study focused on the importance of early breast-feeding and the reasons for mothers to be aware of this importance. The main objectives were to determine what influences a mother to make her choices for feeding her newborn, including the impact of the immediate surrounding on the women/family's decision making. It also gauged the role of governments in bad feeding practices because they do not monitor Code violations or neglect to provide an enabling environment for mothers to breast-feed. Additionally, the role of companies who violate the Code was also monitored along with the impact of health practitioners who reinforce inappropriate recommendations. Of particular interest was to what extent health workers are targeted by companies producing breast-milk substitutes (BMS),

encouraging them to promote their products to mothers. There were three groups for gathering information comprising of mothers with infants up to 6 months of age, health Professionals and information items on infant feeding in Health Facilities. The sample was nationally representative of 4800 individuals.

KAP STUDY ON POLIO IN HIGH RISK AREAS OF PAKISTAN

Client Intermedia/ PIPO

Period February 2014

The Harvard Opinion Research Program study on polio was conducted in 16 High Risk Areas in three provinces of Pakistan, including FATA. The primary objective was to explore awareness and uptake of children's health vaccinations in High Risk Areas. It further endeavored to determine the knowledge, attitudes and practices of caregivers about polio. A total of 4200 interviews were completed for the study.

PAKISTAN LAB INDUSTRIES- OVERVIEW OF PATIENT DATA

Client Biocare Lab

Period 2012-14

The Labs Study was based on results of lab tests given by patients across Pakistan. These lab tests were further categorized into Defective and Non-defective tests. Gallup Pakistan has worked on estimating the defective test across gender, age month of test and year of test and to understand these changes and leverage them as productive opportunities. The findings were compiled from 1.19 million lab tests from different laboratories of Pakistan where 0.49 Million were males and 0.69 Million were females. Data consist of data collected over three years inclusive of January 2012 and June 2014.



SELF-MONITORING OF BLOOD GLUCOSE (SMBG) DEVICES AND STRIPS MARKET

Client Roche Diabetic Care

Period June 213

Roche Diabetic Care planned to understand the market for self-monitoring blood glucose devices across different segments such as retail and health institutions. For this, Gallup Pakistan carried out the study based on the research objectives that included ascertaining the current market shares of SMBG products and brands available in Pakistan and investigation of key buying factors. Methods of analysis included a study of numerous variables, including brand awareness, brand availability, market share, key selling and buying factors, purchasing methods, problems faced with glucometers, and future buying intentions. The data was analyzed with reference to three different sectors: retail and wholesale, health institutions, and patients themselves. The total sample size for this study was 1600 respondents.



EDUCATION STUDIES

IDENTIFYING THE MARKET FOR TECHNICAL AND VOCATIONAL TRAINING IN PAKISTAN

Client British Council

Period June 2013

This was a market exploratory study about the demand and quality of professional and vocational training institutions in Pakistan. The study was divided into a qualitative and a quantitative section each consisting of key stakeholders such as students, parents, teachers, student counselors, academics, HR managers and other professionals who keep a close eye on the quality and quantity of such education in Pakistan. Part of the study also focused on the demand for UK- based professional and vocational training institutions and whether the stakeholders were aware of such programs and the extent of satisfaction with such programs. The sample size for qualitative study and the quantitative study were 157 and 1073 respectively.



FOOD & BEVERAGES SECTOR

MARKET ANALYSIS/USAGE AND ATTITUDE SURVEY FOR BEVERAGES

Client Riaz Bottlers Limited/ PEPSI Pakistan

Period 2013 and ongoing

Gallup interviewed a panel of more than 300 shops spread across Lahore and Kasur districts and interviewed them weekly to monitor stock/inventory status which is then reported to the client. Bi-annual consumer research on CSD products was also carried out based on a sample of 1200 consumers in Lahore and Kasur to gauge knowledge of CSD brands, brand loyalty and stock shares etc. This project also consisted of a taste test of CSD products and 200 consumers were administered with “blind taste test”.

MARKET ASSESSMENT OF DAIRY PRODUCTS

Client Friendship Dairies, Karachi

Period 2013

Gallup Pakistan worked on estimating the market size of three dairy products: milk, cheese and yogurt and to understand these changes and leverage them as productive opportunities in lieu of the change in lifestyle and consumption patterns that have taken place in Pakistan lately. The survey was carried out among a sample of 2,604 men and women in rural and urban areas of all four provinces of the country, during the first and second quarter of 2013.



MEDIA & AUDIENCE SECTOR

ANALYSIS OF VIEWER'S PERCEPTIONS ON EXPRESS NEWS' PROGRAM SARHAD KAY USS PAAR

Client American Media Abroad, USA

Period July 2013

The research for this report combined in-depth insights from Gallup's focus group discussions on the program "Sarhad Kay Uss Paar", which translates as Beyond the Border and was broadcasted on Express News on experimental basis. We engaged a representative sample of participants who were asked to furnish us with their opinions and perceptions on Pakistani media industry in general and on the aforementioned program in particular which was primarily an assessment of perception of Pakistanis about Pak-Afghan relations. Through this study it was aimed that the quality and format of the program "Sarhad Kay Uss Paar" be improved by collecting feedback from viewers. Two focus groups, one comprised of men and the other of women, were designed to give the most accurate and in-depth opinions on this talk-show.

IRAQI MEDIA REPORT

Client IIACSS, Iraq

Period December – January 2014

Gallup Pakistan started TV Ratings Service in Iraq with this project for IIACSS and as a test case an initial TV Panel was set in Baghdad City. The panel provides ratings for both terrestrial and satellite channels. This exercise was expanded and covered six governorates including Baghdad, DIALA, Kerkuk, Saleh Aldein, Anbar and Ninawa. The study was conducted among a randomly selected sample of 748 men and women.

AUDIENCE MEASUREMENT OF CHILDREN'S SERIES SIM SIM HAMARA

Client Sesame Street USA/ USAID Pakistan

Period 2012

This study was designed to provide the size and profile of audience achieved by the children's program "SIM SIM HAMMARA" during the month of March 2012 on PTV Home. The size and profile of audience was estimated through a nation-wide survey conducted among over 5000 respondents. This was carried out through Gallup Pakistan's television ratings diaries which are at par with the highest standards of scientific sampling and data gathering.



PROVISION OF MEDIA HABITS DATA AT DISTRICT LEVEL FOR KP AND PUNJAB

Client Rabta Consultants

Period 2014

The client was provided with Media Habits data at District level for three leading mediums of information including television, radio and newspapers. Questions on which data was provided included key variables such as ownership of TV and radio, total viewership and frequency of viewing TV and radio, top 20 TV channels, top 20 cable and satellite channels, top radio/FM channels in different regional media market, total readership and frequency of reading newspapers and ranking of newspapers within key markets in provinces and top cities.

PROVISION OF TV RATINGS DATA FOR DW TV IN PAKISTAN

Client Deutsche Welle TV, Germany

Period 2014

Gallup TV Ratings Services were hired by DW TV to conduct reach analysis for a range of its programs being aired on Pakistani channels. The report spans 3 channels across Pakistan, monitoring 8 program types pertaining to the DW TV's transmission in the country. Moreover, the report provides analysis of DW TV's programming in the month of October, 2013. Gallup Pakistan, on a complementary basis, has also provided following additional data for DW TV: profile of DW viewers, top 30 channels (all types) and top 30 channels (cable and satellite). The information is based on the diary system which are personally placed and collected by Gallup's interviewers. The panel has approximately 5000 members

spread across the country.

TALK SHOW ANALYSIS

Period 2013 and ongoing

This is a regular monthly exercise conducted by Gallup Media Research Consultancy. A list on nine prominent talk shows appearing on various Pakistani TV channels are viewed and a content analysis based on the data collected from the viewing is carried out. Gallup disseminates a monthly press release and detailed report on this content analysis which is very useful in identifying the key debates/discussions taking place in the country, the political and occupational representation in these and category-wise breakdown of the content in each show. An important element of the talk show analysis is comparison of current trends with those of past months to gain an idea of change in topics, guests, political representation and other important category items.

MOBILE SOCIAL MEDIA USE AND SOCIAL IDENTITIES

Client Emrys Schoemaker - PhD candidate at LSE/ Consultant at DFID

Period 2014

The project involves a quantitative and qualitative module designed to assess whether increasing social media use via mobile internet (Edge/GPRS/3G) has an impact on individual user's religious and social identities, as well as the impact this increasing usage is having on socio-religious discourse in society. 750 mobile data users will be interviewed in the quantitative component of the Study. The Qualitative component will involve Focus Group Discussions with some of respondents included in the quantitative exercise, where issues of religious discourse, religious identities, social media usage, freedom of expression, and other associated issues will be discussed at length with the participants.

RECENT STUDIES (2012 - 2014) THIRD PARTY EVALUATIONS



DEVELOPMENTAL - SOCIAL SECTOR

SMS EVALUATION STUDY

Client Midas Communications, Islamabad

Period June 2014

Gallup Pakistan worked with Midas Communications to conduct 500 telephone based interviews as a part of the SMS Evaluation Study. It was a post- campaign evaluation of election-related advocacy campaign based on SMSs sent to over 100 million Pakistanis across the country.

WORLD JUSTICE PROJECT - WORLD JUSTICE INDEX PAKISTAN 2013

Client World Justice Project - USA

Period August 2013

Gallup undertook a household based, face-to-face survey of 1000 households across five major cities of Pakistan aimed at knowledge, attitude and practices of Pakistanis towards a set of democracy and justice indicators. To get a holistic understanding nine different indices were used, including limited government powers, absence of corruption, order and security, fundamental rights, open government, regulatory enforcement, civil justice, criminal justice, informal justice. This project was part of a study carried out in over 80 countries.

KARACHI TRACER SURVEY

Client Geo News
Period 2013 onwards

This is a public opinion poll based on 750- 800 (20 each location) face to face interviews conducted in six town of Karachi namely Kemari, Lyari, Site, Baldia, Bin Qasim and Gadap. The survey addresses the critical issue of crime and its sources in Karachi and aims to derive trend data over months to see the direction the crime scene is taking in Karachi.

PERCEPTION OF CITIZENS OF ISLAMABAD ON SERVICES OFFERED BY ISLAMABAD POLICE

Client Islamabad Capital Police
Period April 2013

Gallup provided questionnaire design and training of interviewers to the team at Islamabad Capital police. The aim of the study was to understand the image of Islamabad Police among three key stakeholders namely the citizens of Islamabad, opinion makers in Islamabad and prisoners and accused of different cases in Islamabad.

EXIT POLL SURVEY ON ELECTIONS 2013

Client Gallup Internal Research Wing
Period 2013

The Exit Poll was a large-scale Election Day Survey conducted on May 11 across all four provinces of Pakistan to determine the age, income and education composition of the vote banks of leading political parties. The Exit Poll was based on interviews conducted with 4,636 men and women voters as they stepped out after casting their vote in over 200 polling stations booth across 75 districts of the country. This study also gauged the perceptions of voters about the impartiality of voting staff, motivations of voting, voter's sense of efficacy of their vote, political activism prior to elections and finally the role of media during election campaign.

PUBLIC OPINION SURVEY

Assessing the quality of democracy and governance in first 100 days of government

Client PILDAT
Period September 2013

This PILDAT Report Public Verdict on Performance of Governance and Democracy in First 100 Days of Pakistan's National and Provincial Governments is a performance tracker regarding governance by the Federal Government and 4 Provincial Governments and the performance of Democracy in its various forms and expressions. It deals with the performance of state institutions under the new government as well as the performance of government on the crucial issues facing Pakistan such as terrorism and energy crisis. The respondents for this survey are over 3568 men and women. The field work for the report was done face to face in respondents' homes during August 26 – September 02, 2013.

BALOCHISTAN STUDY

Client PhD Student at Yale University

Period May 2014

This survey was done on behalf of Yale University and aimed at gathering the opinion of Balochi population on politics, social interactions and religion. The respondents were also asked if they were concerned about the extremist religious groups in Pakistan and how they would rate religious political parties in comparison to mainstream political parties. Furthermore, people were questioned about political partisanship, government support and personal victimization. The sample for this survey was composed of 800 individuals.

GALLUP PAKISTAN NATIONAL OPINION POLL

Client British High Commission

Period June 2012

The poll gauged views on performance of the incumbent government, provided a peep into voting intentions in the next Elections, gathered public perceptions on Pakistan's 3 domestic trouble-spots: Balochistan, FATA and militancy. It further aimed at getting views on Pakistan's 3 foreign policy trouble-spots: Indo-Pak, Af-Pak and US-Pak relations. Lastly, the survey asked questions related to UK Government and British Society, DFID and Pakistani Expatriates.

SDSA SURVEY

Client PILDAT

Period November 2013

The scope of this report was very broad, covering key topics and issues facing Pakistan in 2013. The SDSA report covered topics like economy, elections, problems facing Pakistan, healthcare, politics and democracy, police and courts, governance, foreign affairs, corruption and education, among others. The questions aimed at gathering a comparative picture by asking people to compare their current view about each issue with their opinion a year ago. A major part of the study was to determine the levels of satisfaction of the representative sample with the current government and its institutions/policies. The sample was 3000 adults spread across Pakistan.

PUBLIC OPINION IN SOUTH PUNJAB

Client PhD Student at Yale University

Period 2013

This study was conducted as the empirical basis for a report on the link between belief in conspiracy theories and affiliation with political parties. It was a door-to-door household survey consisting of 800 respondents and was carried out in two districts of Punjab province. The survey was designed in a manner so that four experimental questions were embedded in the survey. Three different mainstream political parties and one control condition (with an alternative source and narrative) were assigned to four different prominent narratives of important recent events and people were asked to identify whose narrative was most believable. In this manner it was possible to gauge how party allegiances affected belief in conspiracy theories in Pakistan.

AFGHAN REFUGEE IMPACT ASSESSMENT STUDY IN 3 DISTRICTS OF BALOCHISTAN

Client GIZ/ RAHA

Period 2014

Gallup has undertaken the current research study with GIZ-RAHA as a first comprehensive estimation of the impacts generated by Afghan refugees in Pakistan. This study aims to assess the impacts of Afghan refugee presence on various dimensions of public and private lives of members of host communities. The present study has been undertaken

in three Districts of Balochistan – Quetta, Kila Abdullah, and Pishin. The study aims to quantify refugee impacts through analyzing host community perceptions. A Combined Impact Scorecard was used which presents a holistic picture of how respondents evaluate the magnitude impact generated by Afghan refugees in the host communities of Balochistan. The scorecards are based on 5 key indicators including Economic Index, Socioeconomic & Public Service Index, Law & Order Index, Social Cohesion Index and Environment Index. This study will be based on 1,500 interviews distributed equally in three districts of Balochistan

GCB - GLOBAL CORRUPTION BAROMETER 2012

Client Transparency International

Period 2013

The study was conducted by Gallup Pakistan in following countries: Pakistan, Kuwait, Bahrain, Sri Lanka, Maldives and Nepal over a period of 2-3 years ending in 2013. The study looked at people's perceptions towards corruption in its various forms prevalent in their own country. The respondents for the surveys across the countries were Nationally Representative Adults. In some countries Face to Face approach was used (including Pakistan). However for a majority CATI systems were used for which Gallup Pakistan collaborated with an Indian Firm.

PUBLIC OPINION POLLING ON POLITICAL ISSUES

Client Office of Opinion Research, Washington DC

Period May 2014

The purpose of this project is to measure public opinion in Pakistan. The methodology of conducting the study was by a setting up of 8 focus groups (2 each in Karachi, Lahore, Islamabad/Rawalpindi, and Peshawar).

PUBLIC OPINION ON QUALITY OF DEMOCRACY AND GOVERNANCE IN PAKISTAN

Client PILDAT

Period June 2013- May 2014

A seminal study based on the performance of Federal and Provincial Governments of Pakistan at the end of the first year since the new government came to power. The opinion of Pakistanis on the performance of these governments in various spheres was gauged. These include the handling of problems facing Pakistan, relations with institutions such as media, armed forces, judiciary and legislative, and performance of Federal Cabinet. The perceptions of people about Elections 2013, reform in the Election Commission and prospects of future elections were determined, among other things. The sample for this study was 3065 adults randomly selected from all four provinces.

KAP STUDY ON ENERGY CONSERVATION

Client USAID

Period November 2012

Gallup Pakistan was commissioned by USAID to gauge baseline data on understanding of public views on electricity conservation, knowledge of DISCOs, awareness of past campaigns, load shedding, electricity theft and media landscape that would provide input for media planning of advertising campaign. The study was based on face to face, in-home interviews with a sample size of 1050 adults from different parts of Rural and Urban Pakistan.



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