

GALLUP
PAKISTAN

Affiliated with Gallup International

Pakistan's Foremost Social Research Lab

GALLUP PAKISTAN

MONTHLY ROUND-UP

10 / 2023

OCTOBER

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EDITOR'S NOTE

Dear Readers,

In the fast-paced landscape of data and analytics, October 2023 has been a prolific month for Gallup Pakistan. As we continue our commitment to providing valuable insights into the multifaceted aspects of Pakistani society, we are pleased to present a comprehensive overview of our activities and releases over the past month.

In this edition, we highlight the diverse range of our contributions, featuring 22 daily polls covering themes from Health and Economy to Religion and Media. We also delve into historical perspectives with 8 polls on Social Behavior, Media, Religion, and Education, providing a comparative analysis with data from previous years.

Other releases in the section include the Newspaper Content Analysis and the FinDev and Health Cyber letters. In collaboration with D&B, our quarterly report on the Consumer Confidence Index provides a valuable tool for governments, businesses, and financial institutions to make informed decisions. In addition, we present 5 comprehensive reports analyzing datasets, including Pakistan Bureau of Statistics Social Indicators of Pakistan 2021, Census 2023, and Pakistan Demographic and Health Survey.

In October, we also proudly launched the Gallup Pakistan Digital Analytics Website, hosting dynamic data dashboards on PSLM insights, Global Hope Indicator, Electoral History, and the Flights Monitor. In a thought-provoking Fireside Chat hosted by the National Incubation Center for Aerospace Technologies, Executive Director Bilal Gilani explored the crucial role of data in our rapidly evolving world.

The team at Gallup Pakistan made an impact in the world of press and web by sharing insights through op-eds on key social and political issues, while our press release on female engineering graduates gained coverage across 30+ national and international news outlets.

October has been a month of rich data, insightful analyses, and impactful discussions. We invite you to explore the wealth of information we've compiled and engage with us as we continue to be at the forefront of data-driven insights in Pakistan.

Best regards,

Zainab Khan
Research Executive
Gallup Pakistan

OCTOBER RELEASES

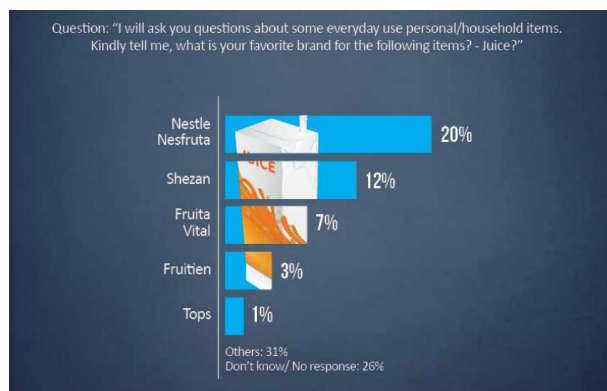
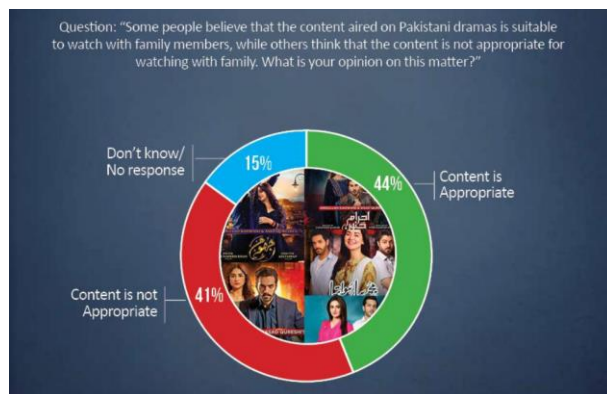
In October, 2023, Gallup Pakistan released:

22

DAILY POLLS

Across the themes of Health, Economy, Politics, Social, Media, Religion, among many others.

Responses were recorded from a nationally representative sample across Pakistan.



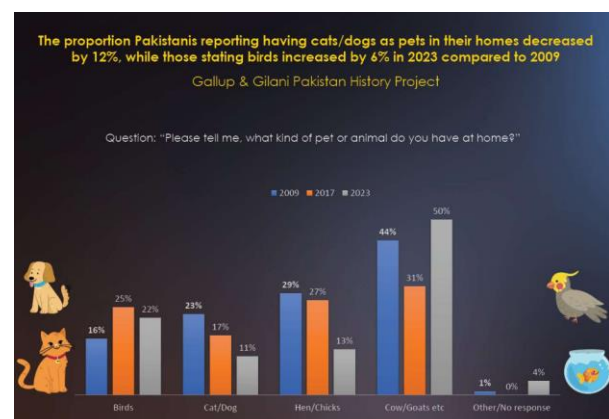
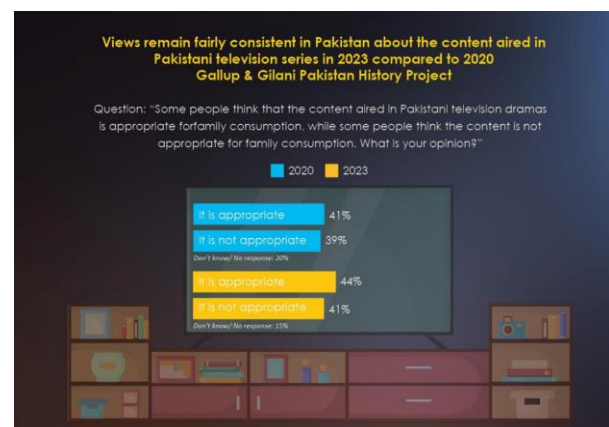
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HISTORY POLLS

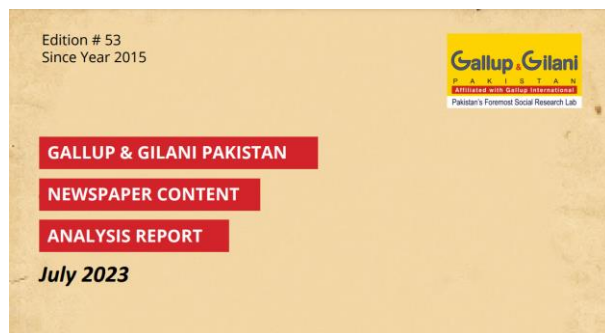
Across the themes of Social Behavior, Media, Religion and Education.

Responses were recorded from a nationally representative sample across Pakistan, compared with time trend data of previous years.



NEWSPAPER CONTENT ANALYSIS

In the 12 English and Urdu newspapers analyzed for July 2023 covering more than 2500 opinion pieces, 'Politics' and 'Economy,' and 'International' issues dominated the space.



[Access here.](#)

FINDEV CYBERLETTER: 47th Edition

In the FinDev Cyberletter, we informed the readers of the latest developments in the financial industry across the globe, particularly in the realms of Financial Inclusion and Digital Financial Services (DFS), where efforts are being undertaken by both private and government sectors.



[Access here.](#)

HEALTH CYBERLETTER: 8th Edition

In the Health Cyberletter, we delved into the critical aspects of water sources, sanitation, and environmental consciousness by asking Pakistanis about their opinions related to the

environment. From the source of water in the household to the quality of sanitation, we have gathered data on environment-related habits and preferences of Pakistanis in 2022 and compared statistics with our data from earlier research conducted over the years.



[Access here.](#)

PAKISTAN CONSUMER CONFIDENCE INDEX (CCI)

Q1 FY2023 Survey Report

To help businesses and policymakers better understand this crucial link, D&B and Gallup have collaborated to publish a quarterly report. The CCI is a valuable tool for multiple stakeholders, including governments, businesses, and financial institutions, as it enables them to gain a deeper understanding of the market and make informed decisions backed by data.

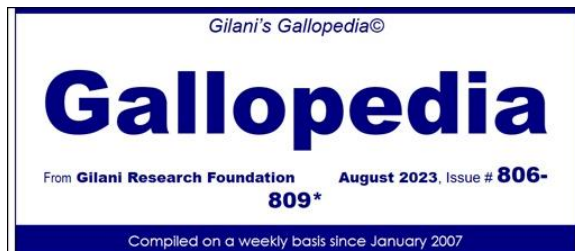


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GILANI'S GALLOPEDIA

The Gallopedia edition consisted of 32 national & multi-country surveys.

10 polling organizations were represented, including Ipsos, YouGov, PEW, Angus Reid Institute, Roy Morgan, among other.



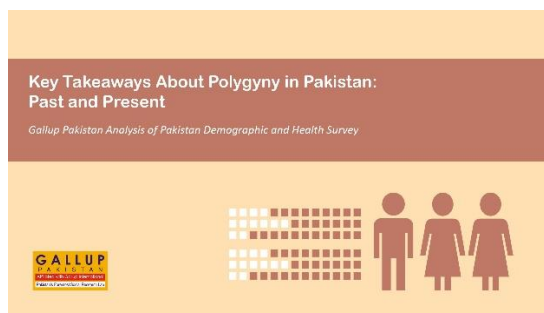
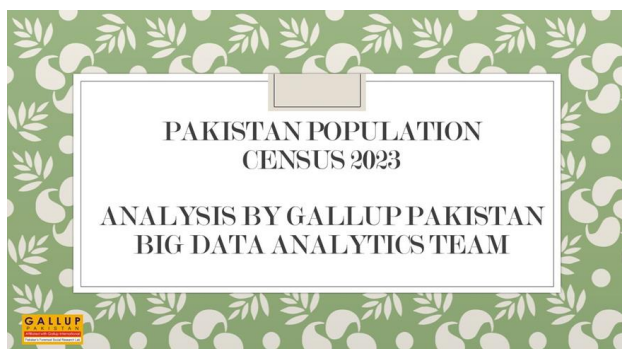
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BIG DATA ANALYSIS PRESS RELEASES

The datasets analyzed in these comprehensive reports included:

- Pakistan Bureau of Statistics Social Indicators of Pakistan 2021
- Census 2023 Results
- Pakistan Demographic and Health Survey Trend Data



Police stations in Pakistan from 2011 to 2020

Gallup Pakistan Big Data Analysis of Pakistan Social Indicators 2021



There has been a 10.8% increase in the number of Police stations in Pakistan from 2011 to 2020 – Public Safety – Social Indicators of Pakistan 2021, Pakistan Bureau of Statistics

REPORT ON SNAP POLL

Regarding Nawaz Sharif's Return to Pakistan

A snap poll conducted with a scientifically selected sample of 1000 men and women spread in 100 districts across 4 provinces using phone survey methodology shows Nawaz Sharif's arrival in Pakistan improves the political fortunes of PMLN. The survey was conducted on 22nd October 2023, the day after the former Prime Minister's arrival in Pakistan and his speech at Minar-e-Pakistan.



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WEBSITE LAUNCH

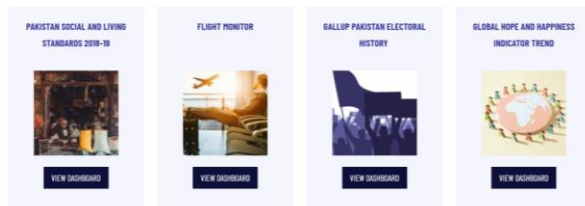
LAUNCH OF THE GALLUP PAKISTAN DIGITAL ANALYTICS WEBSITE

[Access Here.](#)

The website hosts a number of dynamic data dashboards, including PSLM insights, Global Hope Indicator, Electoral History Dashboard and the Flights Monitor.

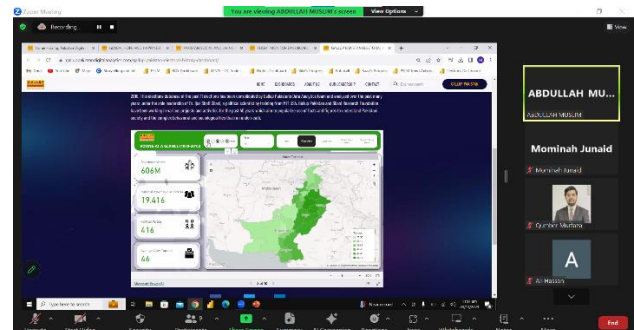
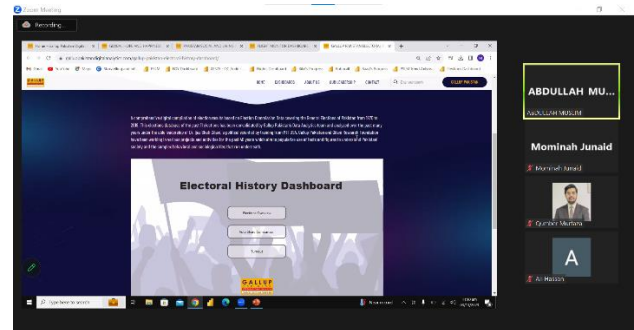
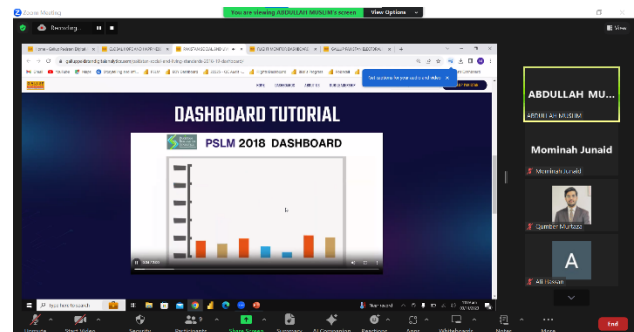


POWER BI DASHBOARDS



TEAM INFORMATION SESSION

The data analytics team held an information session where the digital analytics website was introduced using an in-depth tutorial, followed by a Q&A session.



GALLUP IN PRESS AND WEB

FIRESIDE CHAT SESSION Hosted by National Incubation Center for Aerospace Technologies

The enlightening Fireside Chat that delved into the crucial role of data in our rapidly evolving world.

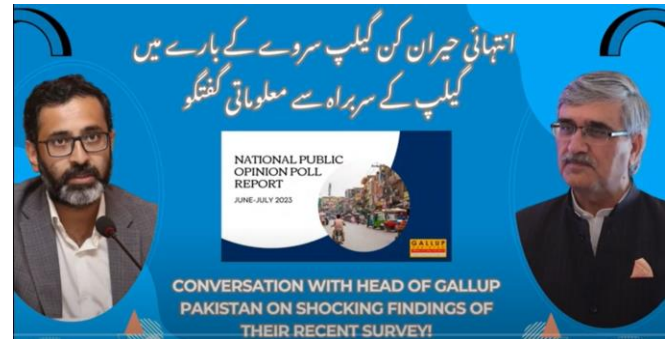


In conversation with Ahmed Bilal Mehmood, President PILDAT

Bilal Gilani, Executive Director of Gallup Pakistan, sheds light on why the sample size of opinion polls is perfectly adequate to measure public sentiment for the entire country.

Mr. Gilani explained, “The science of statistical sampling tells us that if these 3500 people are selected randomly, then the 3500 can represent those 240 or so million. If we

survey the 240 million Pakistanis as well, we will get the same opinions that are expressed by the 3000. That is why this sample is a very good measure for a forecast, prediction, or estimation. Previously, our results have proven that this method is accurate.”



[Access Here.](#)

Gallup and PRIDE Press Release on Female Engineering Graduates

The press release, which shed light on the employment rates of female engineering graduates in Pakistan, gained press coverage across 30+ national and international, print and digital news outlets.

70% of Pakistan's female engineering graduates out of workforce: survey

59.2% of female engineering graduates in urban regions are out of labour force, reveals PRIDE-Gallup survey

News Desk | October 24, 2023



[Access Here.](#)



The Big Read Belt and Road Initiative + Add to myFT

Ten years of China's Belt and Road: what has it achieved?

The massive infrastructure initiative has granted Beijing additional influence, but critics question whether the cost has been worth it

"In some senses, it was an absolute game changer," says Bilal Gilani, executive director of Gallup Pakistan, a consultancy. He added that China was bringing in almost as much foreign investment into energy alone than "what Pakistan received as FDI in total in various sectors in 25 years prior to CPEC".

[Access Here.](#)



PAKISTAN ECONOMY

Economy in meltdown, Pakistan's urban poor head back to villages

Low incomes has triggered a reverse migration from the country's cities.

One reason that hard figures are difficult to come by is because the 2023 Census operation meant the labour force survey, normally carried out every two years by the Pakistan Bureau of Statistics, has been delayed indefinitely, explained Bilal Gilani, executive director of research firm Gallup Pakistan.

"The labour force survey is the main data source for migration and reverse migration," he said, noting however that other surveys provided evidence of some population movements.

"Many of our surveys suggest that cutting costs is a major way by which people are surviving this flood of inflation as other forms of mitigation, such as doing more hours or a second job, are also not available," said Gilani.

DAWN

TODAY'S PAPER | NOVEMBER 17, 2023

HOME | LATEST | POLITICS | BUSINESS | OPINION

Gallup Pakistan carried out 13 surveys (from March 2020 to January 2022) to understand people's attitudes towards the pandemic. It also recorded the change in their perception towards the disease and the vaccine over a two-year period.

"The most alarming finding was that for close to 60 per cent of health professionals, social media was a key source of information, and as high as one in five doctors were not willing to take the vaccine," Bilal I. Gilani, executive director at Gallup Pakistan, said. A consistent perception among Pakistanis in general, during all these months, he said, was "that Covid-19 was a foreign conspiracy".

GALLUP OP-EDS

The team at Gallup Pakistan shared their thoughts on key social and political issues through op-eds published in print and digital news outlets.

What does Election 2024 look like?

By Bilal I Gilani October 18, 2023



Pakistani election officials count ballots after polls closed at a polling station in Rawalpindi on July 25, 2018. — AFP

Why so many cars?

By Zainab Khan October 09, 2023

FAQs

Is the sample size of Gallup polls large enough?

The sample size used in Gallup surveys is quite adequate even in comparison to international standards. Gallup US Daily poll is 500 and the Gallup Poll Social Series is 1000, both having track record of reliable predictability for USA (a country nearly 100 million larger in population of Pakistan). According to Five Thirty-Eight, one of the most credible sources on polling in the US: "Surveying 2,000 voters substantially reduces error compared with surveying 400 of them but surveying 10,000 voters will produce only marginal improvements in accuracy compared with the 2,000- person survey".

Is a larger sample always better than a smaller sample?

Larger samples are generally more precise, but sometimes not. The important rule in sampling is not how many poll respondents are selected but, instead, how they are selected. A reliable sample selects poll respondents randomly or in a manner which ensures that everyone in the area being surveyed has a known chance of being selected.

KNOW YOUR PAKISTAN

- 1- Pakistan's population in 2023 reached 241.5 million, showing a significant increase of 33.82 million from the 2017.
- 2- Punjab recorded the highest population increase with 17.7 million, followed by Sindh with 7.8 million, Khyber Pakhtunkhwa with 5.36 million, Balochistan with 2.55 million, and Islamabad Capital Territory (ICT) with 0.36 million.
- 3- Postgraduate Medical Institute & Ameeruddin Medical College Principal Professor Muhammad Al-Fareed Zafar has disclosed that every 4th person in Pakistan is suffering from diabetes which causes eye problems, heart and kidney diseases.
- 4- From 1981 to 1986, Jahangir Khan of Pakistan was unbeaten in squash and during that time, he won 555 consecutive matches – the longest winning streak by any athlete in top-level professional sport.
- 5- Pakistan made history when Mohammed Ilyas passed the civil judge exam when he was 20 years and 9 months old. He became the youngest civil judge in the world.



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