



GALLUP PAKISTAN YEARLY ROUND-UP

2023

TABLE OF CONTENTS

Editor's Note	3
Regular Releases	4
Big Data Analysis Reports	7
Snap Polls and Topical Reports	9

EDITOR'S NOTE

Dear Readers,

As we bid farewell to 2023, it is with great enthusiasm and gratitude that we reflect on the journey we've embarked upon at Gallup Pakistan throughout this transformative year. A year marked by resilience, innovation, and a steadfast commitment to providing unparalleled insights into the intricate tapestry of Pakistani society.

In the following pages, we are thrilled to present our 2023 Round-Up—an encapsulation of the achievements, releases, and impactful contributions that have shaped our narrative over the past twelve months. From daily and history polls that gauged the pulse of the nation to cyberletters unpacking global financial trends and health concerns, every endeavor is a testament to our dedication to understanding and contextualizing the dynamics that influence Pakistan's societal fabric.

Join us in revisiting the highlights of the year—a mosaic of data-driven discoveries, thought-provoking discussions, and impactful surveys. From the intricate details of our daily polls to the sweeping insights gained from comprehensive big data analyses, each piece contributes to the larger puzzle of comprehension.

As we navigate this roundup, we invite you to delve into the richness of information and depth of analysis that have defined Gallup Pakistan's narrative in 2023. Thank you for being an integral part of our journey, and we look forward to continuing this shared exploration in the years to come.

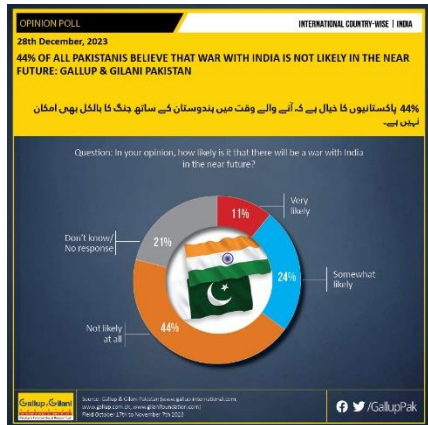
Best regards,

Zainab Khan
Research Executive, Gallup Pakistan

REGULAR RELEASES

236

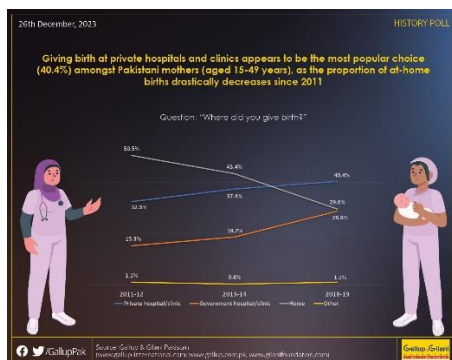
Daily Polls



Across the themes of Current Affairs, International, Gender, Economy, Politics, Media, Commercial, Social, Religion and Healthcare, among many others. Responses were recorded from a nationally representative sample across Pakistan.

51

History Polls



Across the themes of Social Behavior, Media, Religion, Health, Politics and Education, among many others. Responses were recorded from a nationally representative sample across Pakistan, compared with time trend data of previous years.

09

FinDev Cyberletters

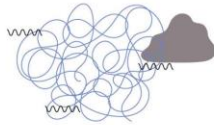


In the FinDev Cyberletter, we informed the readers of the latest developments in the financial industry across the globe, particularly in the realms of Financial Inclusion and Digital Financial Services (DFS), where efforts are being undertaken by both private and government sectors.

07

Health Cyberletters

GALLUP PAKISTAN HEALTH
CYBER LETTER 9
**HEALTH AND STRESS
IN PAKISTAN**



In the Health Cyberletter, we explored topics like Stress, Nutrition, Environment, Public and Private Facilities, in conjunction with health in Pakistan, to derive interesting insights.

04

Let's Talk Public Health Episodes



In these in-depth episodes of our Let's Talk Public Health series, we conversed with healthcare experts to discuss developments in the field in Pakistan, and delved into the intricacies of International Health Regulations, among other things.

06

Newspaper Analysis Reports



We analyzed more than 12,000 articles and op-eds from 12 English and Urdu newspapers to discuss which themes prevailed the most in print media each month.

02

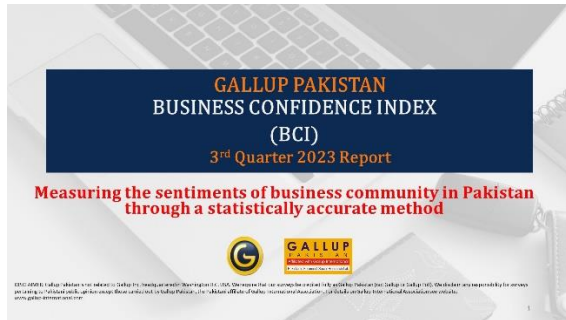
Consumer Confidence Index Reports



The CCI reports, prepared in collaboration with Dun & Bradstreet, measured consumer sentiments about the country's economic condition, household financial situation, job prospects and personal finances.

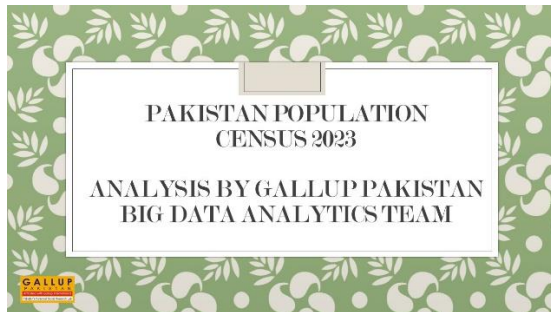
04

Business Confidence Index Reports



The BCI reports act as an important barometer capturing the sentiments of the business community in Pakistan. They reveal insights and offer room for comparative analysis with sentiments over the years, to assess the direction of business confidence in the country.

02 Census Reports



Analyzing both the 2017 and 2023 housing census, these reports highlighted important variations in the population demographics over time, and derived insightful analysis from them. They used the numbers of the Census to spell out an intricate story for the readers.

BIG DATA ANALYSIS REPORTS

35 Reports; 6+ Datasets

35 Big Data Analysis reports were released in 2023, using more than 7 large national and international level datasets.

1. World Bank Enterprise Survey 2022

Gallup Pakistan Analysis of the World Bank Enterprise Survey 2022

The 11 press releases and report released using the data from the WES '22 dove deep into the different industrial factors – like infrastructure, informality, regulations, trade, innovation, access to finance and firm performance – that impact enterprises of all sizes in Pakistan. They contact cross-sectional as well as time series analyses.

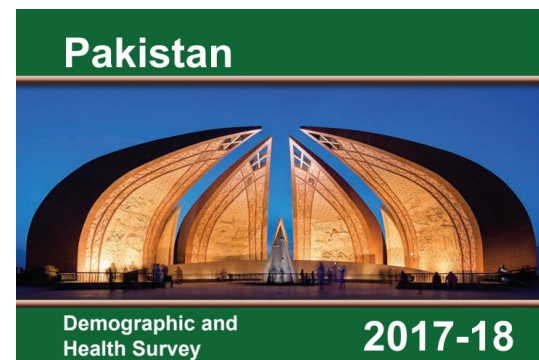
2. Pakistan Bureau of Statistics Data on Inflation

Gallup Pakistan Analysis of
Pakistan Bureau of Statistics
(PBS) Data | Inflation (Wheat)



This is a comprehensive analysis conducted by Gallup Pakistan on the Price Indices data provided by the Pakistan Bureau of Statistics (PBS). It has unveiled noteworthy trends in the monthly average prices of essential items within Pakistan.

3. Pakistan Demographic and Health Survey 2017-18



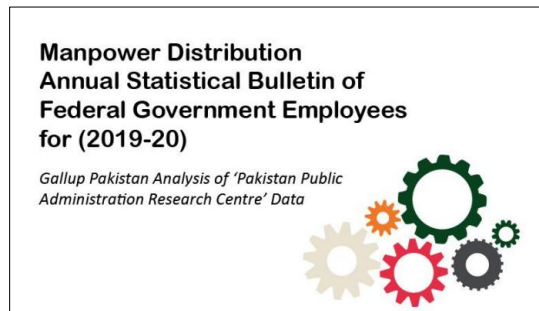
The 5 press releases in this series aimed to present the important learnings from the Pakistan Demographic and Health Survey for policy makers, the public, as well as for marketers in an easy and understandable way. They focused on the theme of marriage, covering and comparing aspects like polygyny and age at first marriage over the years.

4. Social Indicators of Pakistan 2021



The three press releases in this series derived inspiration from Pakistan Bureau of Statistics' Social Indicators Reports, analyzing data across themes like education, public safety and crime along with presenting suggestions for policymakers.

5. Pakistan Public Administration Research Centre Data



These press releases used the Pakistan Public Administration Research Centre data to derive interesting insights in themes related to manpower distribution within the public sector of the country.

Other datasets that were analyzed as a part of the Big Data Analysis series by Gallup Pakistan include the Bureau of Emigration and Overseas Employment, United States Department of State, Pakistan Demographic Survey, and the Elections 2018 Repository.

SNAP POLLS & TOPICAL REPORTS

08 Snap Polls and Topical Releases

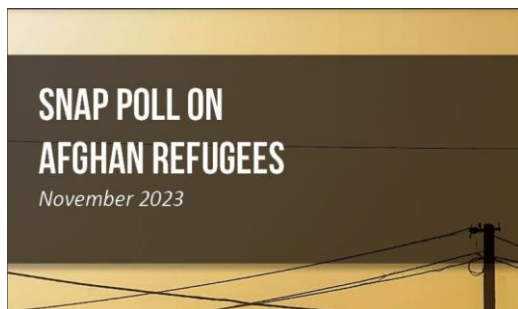
2023 saw the release of 08 special reports, covering a various range of topics.

1. Gallup Pakistan Eid-ul-Adha Report on Spending, Attitudes and Behaviors



This report looked at spending, attitudes and behaviors of a nationally representative sample, drawing insights across years in the form of a trend analysis, to sketch the trajectory of opinions and habits surrounding Eid ul-Adha over the years.

2. Gallup Pakistan Report on Public Opinion on Afghan Refugee Issue



This report unveiled the sentiments of the public regarding the government's policy on Afghan refugees. From awareness and support of the policy, to perceived economic

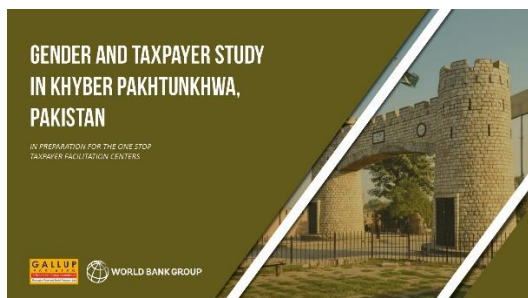
and social impacts of the policy, this report covered it all.

3. Examining barriers to communication in Pakistan – Gallup Pakistan supports Stanford PhD scholar in experiment data collection



Gallup helped Mark Walsh, Stanford PhD candidate in Economics, conduct an experiment involving 1555 people in more than 50 villages in rural Pakistan and study factors that went into a person's decision about whether to share information about their experience with mobile banking.

4. Gender And Taxpayer Study in Khyber Pakhtunkhwa: In Preparation for the One Stop Taxpayer Facilitation Centers



Gallup Pakistan had the honor to work with the World Bank on this project. The study aims to support the KP provincial government's efforts to facilitate women's voluntary tax compliance by understanding their constraints and experiences in property registration and tax payments, and the gender gaps in access to and use of digital technologies in the context of establishing one-stop tax facilitation centers and digitization of services.

5. Snap Poll Regarding Nawaz Sharif's Return to Pakistan



This snap poll was conducted with a scientifically selected sample of 1000 men and women spread in almost 100 districts across four provinces. It showed that Nawaz Sharif's arrival back in Pakistan improves the political fortunes of PMLN. The survey was conducted the day after the former Prime Minister's arrival in Pakistan and his speech at Minar-e-Pakistan.

6. 40 Years of Polling on Perceptions on Indo-Pak Relations



This report analyzes 40 years of polling data on India-Pakistan relations, covering topics such as the possibility of war, the Kashmir issue, terrorism, nuclear weapons, and general perceptions. The findings highlight fluctuations in public opinions and provide insights into key aspects of the bilateral relationship.

7. Understanding Socioeconomic Factors in Climate Change Awareness and Action – Report by the World Bank, Data Collected by Gallup Pakistan

Understanding Socioeconomic Factors in Climate Change Awareness and Action

According to a recent report published by the World Bank Group using data collected by Gallup Pakistan it was found that 8 in 10 people in Pakistan are concerned about impacts of climate change, with females and educated people being more concerned.

This report explores attitudes towards climate change globally, trust in climate information sources, and the complexity of addressing climate issues in Pakistan, highlighting variations across different socio-economic groups.

8. Survey on Israel Palestine Conflict: Snap Poll by Gallup Pakistan

SURVEY ON ISRAEL PALESTINE CONFLICT

*Snap Poll by Gallup Pakistan
November 2023*

This survey on the Israel-Palestine conflict reflects strong Pakistani support for Palestinians in Gaza. The findings indicate optimism about Palestinian success, criticism of the US government's role, and mixed opinions on Pakistan's policy regarding the ongoing conflict.

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