

GALLUP
PAKISTAN

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Pakistan's Foremost Social Research Lab

EDITION 3

GALLUP PAKISTAN

MONTHLY ROUND-UP

01/2024

JANUARY

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EDITOR'S NOTE

Dear Readers,

As we step into the new year, it brings us immense pleasure to present the roundup of Gallup Pakistan's endeavors throughout January 2024. This month witnessed a flurry of activities, releases, and significant milestones, each contributing to our ongoing mission of providing valuable insights into the dynamics shaping Pakistani society.

We commenced the year with a robust series of daily and history polls covering an extensive array of themes, including Health, Environment, Politics, Economy, and Social issues. These polls garnered responses from a nationally representative sample across Pakistan, offering valuable glimpses into the pulse of the nation.

Our in-depth analysis of newspaper content provided a comprehensive overview of prevalent themes dominating the media landscape, while the 50th edition of the FinDev Cyberletter offered insights into the latest developments in the global financial industry. Our political weather report, drawing on various surveys conducted over the previous 8 months, provided a comprehensive overview of Pakistan's political landscape. With inputs from the latest surveys conducted in December 2023 and January 2024, alongside the Gallup and Gilani Electoral Index, this report offered nuanced insights into the state of affairs in the run-up to the upcoming elections.

A highlight of the month was the eagerly anticipated book launch of "The Ritual of Election in Pakistan 1970-2018" by Dr. Ijaz Gilani. This scholarly work offers a nuanced exploration of Pakistan's democratic journey, setting the stage for introspection and discourse on the nation's political landscape. Dr. Gilani's presentation offered a nuanced analysis of Pakistan's electoral history, reflecting on the past 11 elections and providing insightful reflections on the upcoming 12th election. With the book now available in both English and Urdu, we invite you to delve into this thought-provoking narrative.

As we continue our mission to unravel the complexities of Pakistan's political and social landscape, we invite you to engage with these releases and join us in the pursuit of knowledge and understanding.

Best regards,

Zainab Khan
Research Executive
Gallup Pakistan

JANUARY RELEASES

In January, 2024, Gallup Pakistan released:

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DAILY POLLS

Across the themes of Health, Environment, Politics, Economy, and Social, among many others.

Responses were recorded from a nationally representative sample across Pakistan.



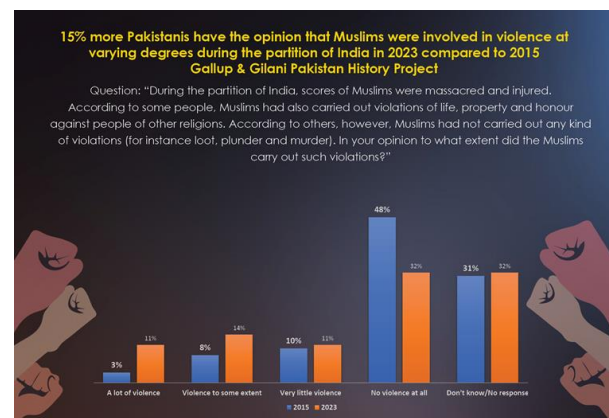
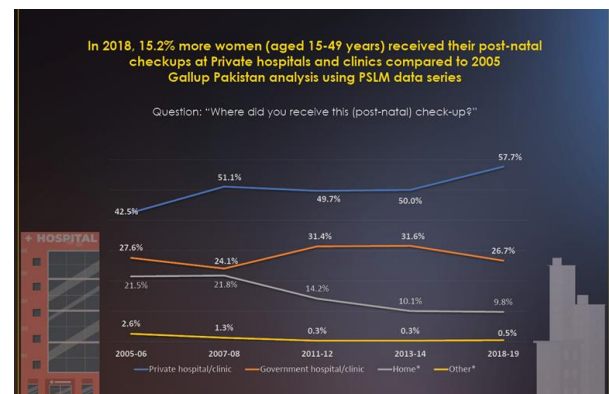
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HISTORY POLLS

Across the themes of Society, Crime, and Health, among many others.

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 August, September and October 2023 covering more than 7900 opinion pieces, 'Politics' and 'Economy,' and 'International' issues dominated the space.



[Access here.](#)

FINDEV CYBERLETTER: 50th 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.](#)

GILANI'S GALLOPEDIA

The Gallopedia issue 822-825 consisted of 29 national & multi-country surveys.

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

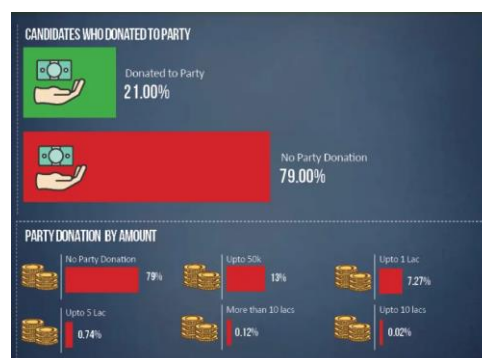
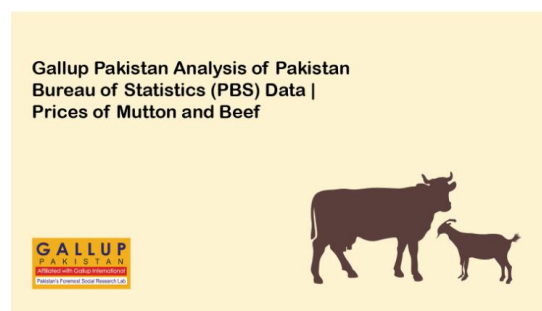


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BIG DATA ANALYSIS PRESS RELEASES

The datasets analyzed in these comprehensive reports included:

- Pakistan Bureau of Statistics Monthly Price Indices
- ECP Nomination Papers 2018



GALLUP PAKISTAN POLITICAL WEATHER REPORT

An assessment report based on various surveys conducted by Gallup Pakistan over the previous 8 months, with the latest ones conducted in December 2023 and January 2024. The report also draws on Gallup and Gilani Electoral Index, a 40-year study of elections by Gallup Pakistan.



[Access here.](#)

BOOK LAUNCH

**THE RITUAL OF ELECTION IN PAKISTAN 1970 TO 2018 BY DR. IJAZ GILANI –
THE AWAITED BOOK LAUNCH**

THE RITUAL OF ELECTIONS IN PAKISTAN 1970-2018: A PROCESS WITHOUT A PRODUCT A BOOK BY DR. IJAZ GILANI



**BOOK LAUNCH
FOLLOWED BY
PRESENTATION
BY DR. GILANI**

31ST JANUARY 2024

A GATHERING OF NOTED ACADEMICS,
POLITICIANS AND DIPLOMATS
WITH AN AVID INTEREST IN ELECTORAL
RESEARCH, IN DISCUSSION, REGARDING
PAKISTAN'S DEMOCRATIC TRAJECTORY

On the 31st of January 2024, amidst a gathering of noted academics, politicians and academics, Dr. Gilani walked the audience through an enlightening presentation regarding his latest book.

“The Ritual of Election in Pakistan 1970 -2018: A Process Without a Product “, is the highly anticipated exploration of Pakistan’s democratic trajectory. Weaving a nuanced tale of democracy and crisis, citing the previous 11 elections as evidence. Dr. Gilani, proceeds to then reflect on the upcoming elections, considering the 12th election as a welcome step towards addressing Pakistan’s political crisis. He lays out a set of seven reflections to summarize the political status quo, and the way forward.

The book is now available for purchase in both, [English](#) and [Urdu](#).

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 has six designated UNESCO World Heritage sites: the archeological ruins at Moenjodaro; the Buddhist ruins of Takht-i-Bahi and neighboring city remains at Sahr-i-Bahlol; the fort and Shalamar Gardens in Lahore; the monuments at Makli; Fort Rohtas; and the ancient ruins of Taxila.
- 2- The ATM at the world's highest elevation belongs to the National Bank of Pakistan and sits in the Khunjerab Pass, in Gilgit-Baltistan. It was established in November 2016 and is 15,397 feet above sea level.
- 3- Sharmeen Obaid-Chinoy is a Pakistani journalist, filmmaker and activist, who is the recipient of two Oscars, six Emmy Awards and a Knight International Journalism Award. Her Academy Award win for Saving Face made her the first Pakistani to win an Academy Award. She is the only female film director to have won two academy awards by the age of 37 and one of only eleven female directors who have ever won an Oscar for a non-fiction film.
- 4- The world's fifth-largest mosque resides in Pakistan's capital city. Islamabad is home to one of the largest mosques in the world and the largest in South Asia, the Faisal Mosque.
- 5- Pakistan is home to the largest sea port in the world. The Arabian Sea sits along Pakistan's southern border, with a coastline stretching for 649.9 miles (1,046 kilometers), which the Indus River flows into. This sea grants access to several significant shipping lanes and encompasses many major ports. It serves as an essential trade route between Pakistan and other countries.

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