

GALLUP
P A K I S T A N

Affiliated with Gallup International

Pakistan's Foremost Social Research Lab

EDITION 4

GALLUP PAKISTAN

MONTHLY ROUND-UP

02/2024

FEBRUARY

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EDITOR'S NOTE

Dear Readers,

February 2024 witnessed a flurry of activity at Gallup Pakistan, as we continued our commitment to unraveling the intricate tapestry of Pakistani society through data-driven insights and scholarly discourse.

We commenced the month with 18 daily polls and 7 history polls, covering a diverse array of themes. Our 51st edition of the FinDev Cyberletter and the 10th edition of the Health Cyberletter offered deep dives into the latest developments in the financial industry and insights into Pakistan's population structure and health behaviors.

We conducted in-depth analysis of the Election Commission of Pakistan Nomination Papers 2018, providing critical insights into political dynamics. Furthermore, we launched the 10-hour Gallup Pakistan Certificate Course on Survey Research & Cross-sectional Study Design, offering professionals in the field of data a unique opportunity to enhance their research skills.

Our engagement extended beyond data analysis, as we contributed to discussions on the pulse of General Elections 2024 in Pakistan, explored the accuracy of election surveys, and addressed critical issues such as maternal mental health and childhood immunization in news op-eds and articles. Additionally, our team members shared their expertise at esteemed platforms such as Columbia University, furthering the discourse on pressing societal issues.

We are proud to note that Gallup Pakistan's Executive Director, Bilal Gilani, was quoted by prestigious international publications including The New York Times, Financial Times, Wall Street Journal, and Yahoo News, reflecting the global relevance and impact of our work.

As we navigate through this dynamic landscape of insights and engagements, we remain committed to fostering a deeper understanding of Pakistani society and contributing to informed decision-making.

Best regards,

Zainab Khan
Research Executive
Gallup Pakistan

FEBRUARY RELEASES

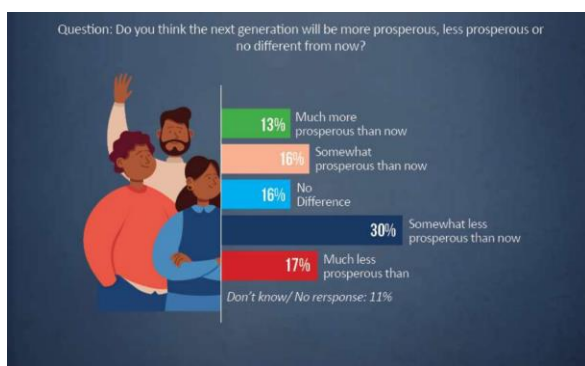
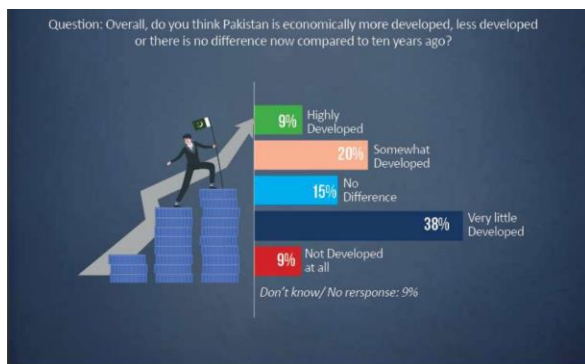
In February, 2024, Gallup Pakistan released:

18

DAILY POLLS

Across the themes of Social Behavior, Future Perspective, Economy, Politics, among many others.

Responses were recorded from a nationally representative sample across Pakistan.



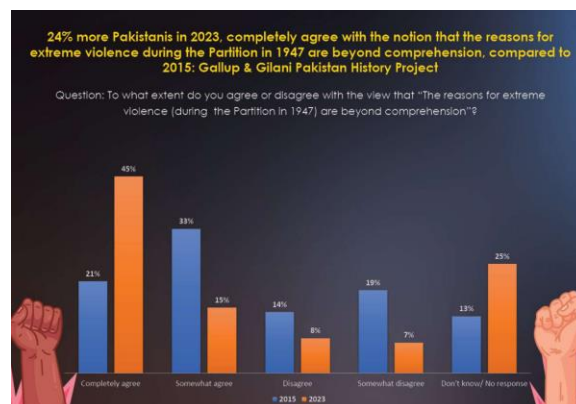
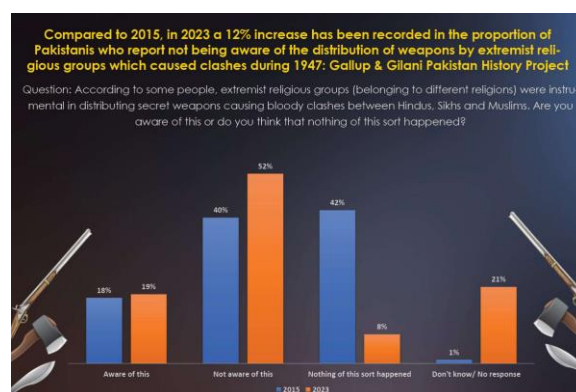
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HISTORY POLLS

Across the themes of Society and Crime, International, and Politics.

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



FINDEV CYBERLETTER: 51st Edition

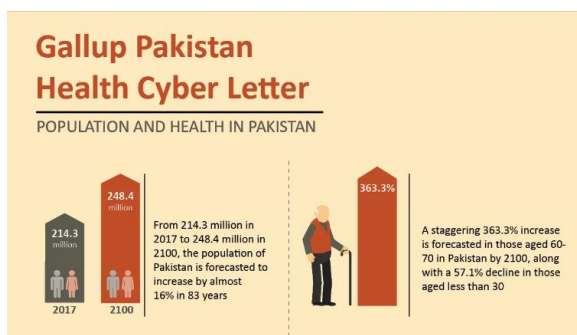
In the FinDev Cyberletter, we informed the readers of the latest developments in the financial industry across the globe, particularly in the realms of Financial Inclusion and Digital Financial Services (DFS), where efforts are being undertaken by both private and government sectors.



[Access here.](#)

HEALTH CYBERLETTER: 10th Edition

In the Health Cyberletter, we provide some insights into the population structure of Pakistan through data projections made by the Institute of Health Metrics and Evaluation. In tandem, we also provide a few data points representing population behaviors in Pakistan, through Gallup Pakistan's Health Surveys.

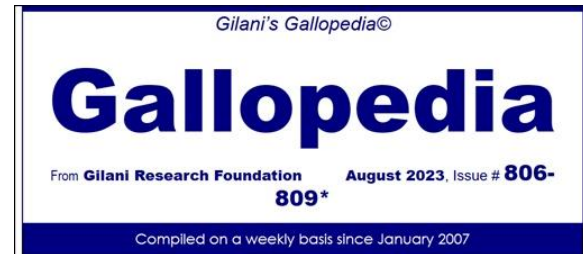


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GILANI'S GALLOPEDIA

The Gallopedia edition consisted of 23 national & multi-country surveys.

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

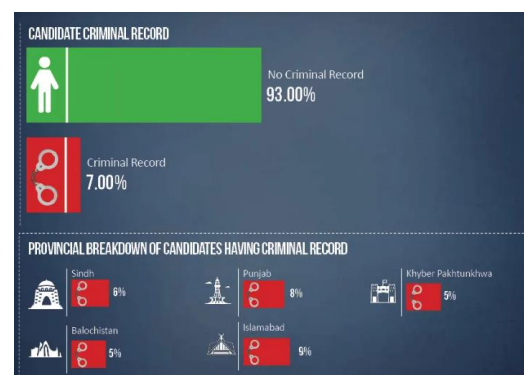
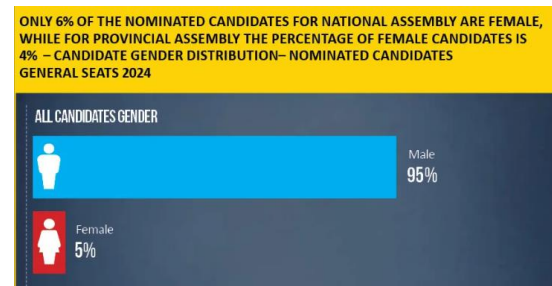


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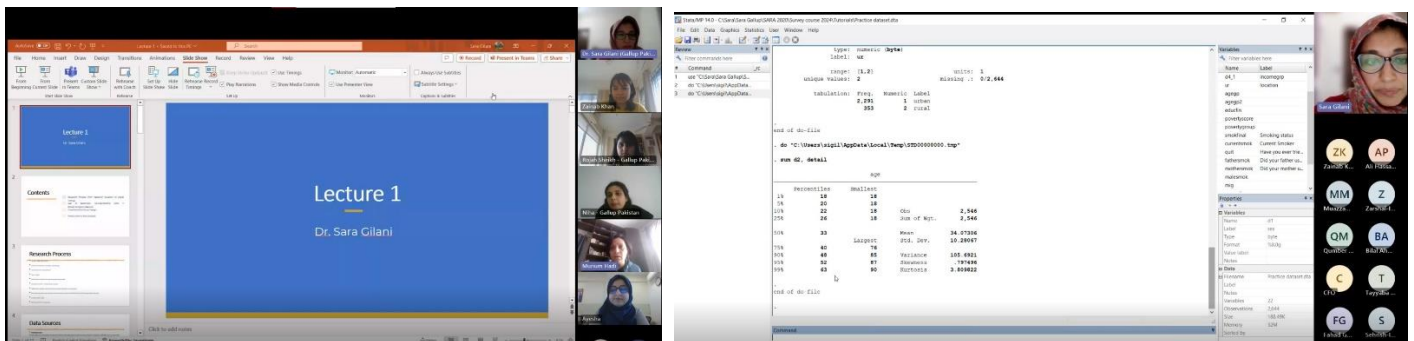
BIG DATA ANALYSIS PRESS RELEASES

The dataset analyzed in these comprehensive reports were the Election Commission of Pakistan Nomination Papers 2018.



COURSE LAUNCH

LAUNCH OF THE 10- HOUR GALLUP PAKISTAN CERTIFICATE COURSE ON SURVEY RESEARCH & CROSS-SECTIONAL STUDY DESIGN



Gallup Pakistan's 10-hour certificate course on Survey Research & Cross-sectional Study Design, tailored exclusively to those working in the field of data, offers a unique opportunity to gain hands-on experience in working with survey data and understanding the intricacies of the research process from inception to publication.

Moderated by Dr. Sara Gilani (MBBS, MSc Epidemiology London School of Hygiene and Tropical Medicine), the course not only presents a unique opportunity for learning hands-on about research design for professionals in the field, but the in-session STATA tutorials and Q&A sessions also enhance the learning experience for the participants.

GALLUP IN PRESS AND WEB

General Election 2024: Ahmed Bilal Mehboob in conversation with Bilal Gilani

A deep dive into the pulse of General Elections 2024 in Pakistan with President PILDAT, and Gallup Pakistan's Executive Director, Mr. Bilal Gilani. Discover key findings from Gallup's survey report, as we explore historical and comparative analyses of voter turnout.



[Access here.](#)

How Accurate Were the Election Surveys? Article by Mr. Bilal Gilani in The News International

Executive Director Bilal Gilani writes about the art of scientifically statistical polling in light of the General Elections 2024.

Opinion

How accurate were election surveys?

Report made following key assertions which were proven correct on Feb 8, 2024

By Bilal I Gilani February 15, 2024



[Access here.](#)

Bilal Gilani in conversation with GTV News Network

Executive Director Bilal Gilani talks about the phenomenon of general elections 2024 in Pakistan and discusses insights from Gallup Pakistan's exit poll survey.



[Access here.](#)

The Analytical Angle –Article by Zainab Khan and Javed Younas in DAWN

Gallup Pakistan's Research Executive Zainab Khan and American University of Sharjah's Professor Javed Younas write about a study conducted by Gallup Pakistan for Mr. Younas's research on addressing maternal mental health and its relation with childhood immunization in Pakistan.



The Analytical Angle: Mothers' mental health key to boosting childhood immunisation in Pakistan

Addressing maternal mental health is not just about nurturing mothers; it's about safeguarding the health of our future generations.

Javed Younas | Zainab Khan | Published February 15, 2024

[Access here.](#)

Manager Public Health Program Mishalle Kayani speaks at Columbia University

Leveraging her public health and research background, Mishalle spoke about how the gendered effects of climate change are more pronounced in Pakistan, during a panel discussion at Columbia University.



[Access here.](#)

Executive Director Bilal Gilani quoted by Newspaper covering the 2024 General Elections in Pakistan

1. The New York Times

NEWS ANALYSIS

The Rise, and Fall, and Rise Again of Imran Khan

Mr. Khan's success was fueled by social media, which drove Pakistan's young people to turn out to vote and rebuff the country's powerful military.

"Even if the balance of power is tilting in favor of the political parties, will they actually act democratic themselves?" said **Bilal Gilani**, the executive director of Gallup Pakistan. "Or will they become more fascist in their ideologies? Will they exclude the people who haven't voted for them? That's the question now."

[Access here.](#)

2. Financial Times

Imran Khan loyalists win shock victory in Pakistan election

Independents from former PM's party will be largest group in parliament but will struggle to form government

"The PTI-backed independents have performed much better than anyone's expectations," said Bilal Gilani, executive director of pollster Gallup Pakistan. "They've overcome the curbs on their political association through the unconstitutional, illegal means by the civilian and military establishment."

Even if the PTI was unable to form the next government, Gilani said the result would be a challenge to the military-linked establishment's traditional hold on political power in Pakistan. "They had to resort to everything and despite that, they don't have a result of their choice at all," he said.

[Access here.](#)

3. Wall Street Journal

WORLD | ASIA

Pakistan's Voters Defy Military, Reviving a Nation's Democratic Hopes

Military's preferred candidate fails to secure outright victory

[Access here.](#)

4. Yahoo News

AFP

Pakistan dynasty's crown jewel breeds resentment

Natasha Zai

February 23, 2024 · 3 min read

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Faltering loyalty for the Sharif clan in Punjab was in part to blame for the PML-N underperforming, according to Gallup Pakistan analyst Bilal Gilani.

"They were more confident in areas where they've traditionally won," he said.

"It is in these territories that they've lost more."

"There was some sort of over-confidence on their part," he added.

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FAQs

Is the sample size of Gallup polls large enough?

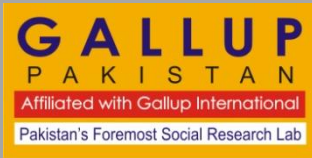
The sample size used in Gallup surveys is quite adequate even in comparison to international standards. Gallup US Daily poll is 500 and the Gallup Poll Social Series is 1000, both having track record of reliable predictability for USA (a country nearly 100 million larger in population of Pakistan). According 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 education system comprises of 236,492 institutions, out of which 144,977 (61%) are primary level, 47,182 (20%) are middle-level, 34,210 (14%) are high, 7,102 (3%) are higher-secondary and 3,223 (1%) are inter-degree colleges/universities.
2. Majority of educational enrolment in Pakistan is within public/government institutes. On a provincial level, Balochistan has the least amount of enrolment within private institutes, with only 3% enrolment in private educational institutes at a higher secondary level.
3. There are 61% primary level education institutions, with majority of student enrolment (56%). However, only 25% of all teachers, teach at that level.
4. In the public sector, there are more educational institutions for boys as compared to girls, in all provinces except Punjab.
5. In both public and private sectors, there are more primary and middle level education institutions in rural areas as compared to urban areas.



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