
STATE OF
DEMOCRACY IN
PAKISTAN
REPORT



**A GLOBAL AND HISTORICAL PERSPECTIVE FROM 44 COUNTRY
RESEARCH BY GALLUP PAKISTAN IN COLLABORATION WITH
GALLUP INTERNATIONAL ASSOCIATION**



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Introduction

Gallup Pakistan has conducted a survey on perceptions regarding democracy, in collaboration with Gallup International. The survey, conducted with a diverse and representative sample of the Pakistani population, reveals the opinions of Pakistani citizens regarding democracy and the electoral process. **There are three yardsticks being used to measure people's perception about democracy: Fairness of Elections, are people governed by the will of people and is democracy the best system of government.** The survey was also conducted in another 44 countries as well and therefore provides comparative results from across the globe. The sample in Pakistan was around 1000 men and women but across the globe over 46,138 men and women were surveyed.

Gallup International Association (GIA) is the leading global independent association in market research and polling.

Gallup International website can be accessed [here](#).

Gallup Pakistan is one of the oldest members of Gallup International Association. Gallup Pakistan joined GIA in 1981 and since then has been a member as well as one of the leading intellectual contributors to the association. Dr Ijaz Gilani served as the Vice President of Gallup International Association and Bilal Gilani has been nominated to the Board of Gallup International recently.

Access the global press release [here](#)

Niha Nazar, an analyst at Gallup Pakistan says 'Currently there is an even split amongst those who believe democracy is the best system of governance and those who believe otherwise; which is interesting to note because then is the reason for disagreeing the failure of democracy in Pakistan, or because fundamentally they believe there is a better alternative to it? It would make sense for the citizens to disagree based on a collation of both factors as well- because, while a theoretical model of democracy would be ideal, the practical implementation of it has largely not included the will of the people or been synonymous with free and fair elections. A shortfall in terms of these crucial democratic indicators coheres with the apparent disillusionment.'

Key Findings:

1. Despaired view of Pakistanis about Democracy on three counts: Is country ruled by will of people, are elections free and fair and is democracy the best system?

38% disagree (strongly or somewhat) with the statement '**Democracy may have its flaws, but it is the best system of governance?**'

68% Pakistanis disagree (strongly or somewhat) with the statement that their country **is ruled by the will of the people**

45% who disagree (strongly or somewhat) with the statement that **elections in their country are free and fair.**

2. Top 5 countries:

"Democracy as the best system of governance"

Amongst the top 5 countries that appear to be most dissatisfied with democracy, Pakistan tops the list with 38%. Followed by Iraq (34%), Moldova (32%), Peru (31%) and Kenya (26%)

"Will of the people"

Pakistan (66%) comes second to Bosnia and Herzegovina (73%) as the top two countries that do not believe that their country is ruled by the will of the people.

"Free and fair elections"

Bosnia and Herzegovina (75%) tops the list of countries that does not believe that the elections in their country are free and fair. There is a 30% difference between the dissatisfaction of Bosnia and Herzegovina, as compared to Pakistan (45%).

3. Trend over the years:

"Democracy as the best system of governance"

There has been a significant shift in the opinions of Pakistanis regarding democracy as the best system of governance. In 2005, 61% agreed/somewhat agreed with the statement. This rose to 73% in 2014. However, it then fell by 35% in 2023- currently standing at 38%.

“Will of the people”

Compared to 2020 (48%) and 2021 (54%), there was a significant surge in the number of Pakistanis who do not believe that their country is ruled by the will of the people (66%) in 2023.

“Free and fair elections”

In 2020, nearly half (44%) of the citizens thought of elections as free and fair. This decreased to 40% in 2021, further falling to 28% in 2023.

4. Demographic differences

“Democracy as the best system of governance”

Females more skeptical about democracy, less educated people following suite, with more educated people still believing democracy is the best system of governance.

“Will of the people”

Females and the younger age group more disillusioned with the veracity of the claim that their country is run by the will of the people.

“Free and fair elections”

Men seem more like than women to believe in the occurrence of free and fair elections. Those who are more educated tend to disagree.

INDICATOR 1:

DEMOCRACY AS THE BEST SYSTEM OF GOVERNANCE

INDICATOR 1: DEMOCRACY AS THE BEST SYSTEM OF GOVERNANCE

2023 results for Pakistan

There appears to be an even split between those who agree with the opinion that democracy is the best system of governance, and those who disagree. Both stand at 38%, with 10% remaining neutral and 14% either not responding, or stating they don't know (*figure. 1*).

Demographic differences in views about democracy? Females more skeptical about democracy, less educated people following suite, with more educated people still believing democracy is the best system of governance.

In terms of demographic differences, more females (42%) as compared to males (34%) disagreed with the statement that democracy is the best system of governance (*figure. 2*). The difference amounting to 8%. In addition to that, respondents above the age of 65 (58%) were more likely to believe that democracy is the best system of governance, as compared to those between 54-64 (20%) (*figure. 4*). Furthermore, respondents with a higher education degree also agreed/strongly agreed that democracy is the best of system of governance (44%, second only to those who had completed secondary school (52). On the other hand, those who had no education/only basic education, fell on the other side of spectrum (28%) (*figure. 5*).

Views about democracy being the best system over time? Has skepticism been rising?

There has been a significant shift in the opinions of Pakistanis regarding democracy as the best system of governance. In 2005, 61% agreed/somewhat agreed with the statement. This rose to 73% in 2014 (*figure. 3*). However, it then fell by 35% in 2023- currently standing at 38%. (See note in methodology about trend analysis)

Pakistan and 43 other countries: Are we more skeptical? Pakistan tops the list of countries who are most skeptical about democracy being the best system of governance

In terms of global comparison, amongst the top 5 countries that appear to be most dissatisfied with democracy, Pakistan tops the list with 38%. Followed by Iraq (34%), Moldova (32%), Peru (31%) and Kenya (26%) (*figure. 6*).

Q4. Do you agree or disagree with the statement "Democracy may have its flaws, but it is the best system of governance?"

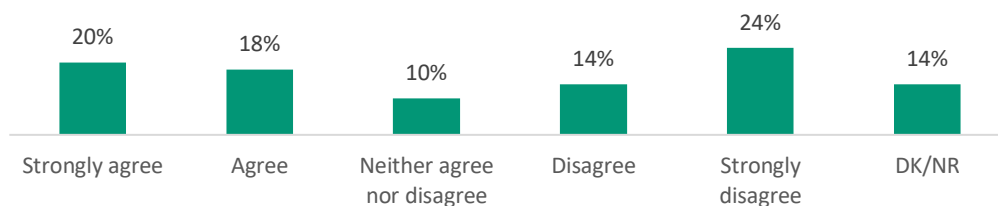


Figure 1: Democracy as the best system of governance

Source: GIA End of Year Survey 2023; Survey for Pakistan conducted by Gallup Pakistan.

Q4. Do you agree or disagree with the statement "Democracy may have its flaws, but it is the best system of governance?" : by gender

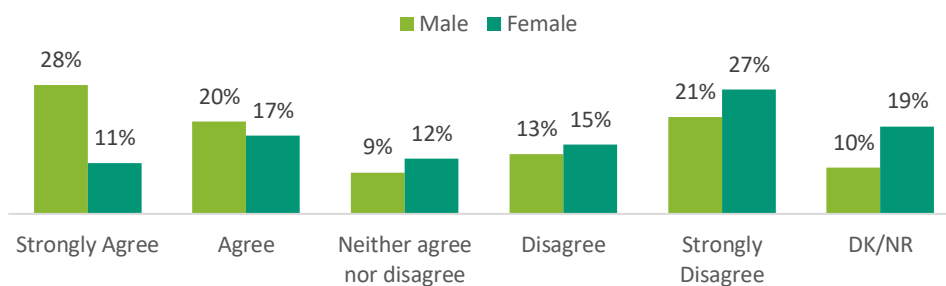


Figure 2: Democracy as the best system of governance [gender breakdown]

Source: GIA End of Year Survey 2023; Survey for Pakistan conducted by Gallup Pakistan.

Trend Analysis

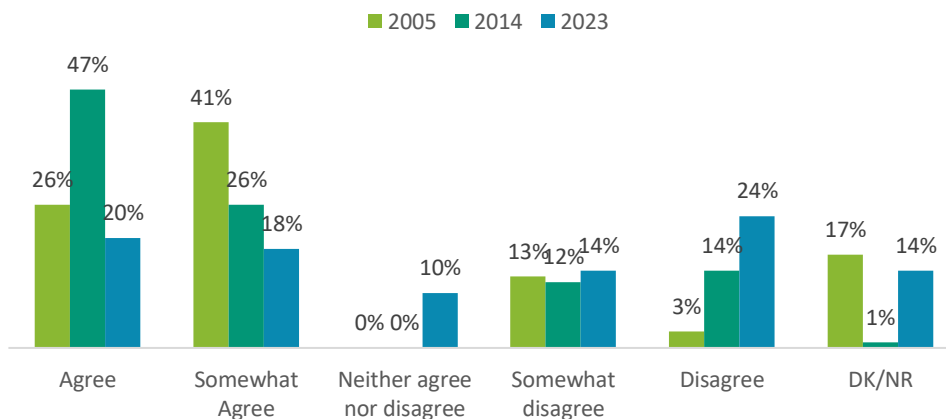


Figure 3: Democracy as the best system of governance [trend analysis]

Source: GIA End of Year Survey 2023; Survey for Pakistan conducted by Gallup Pakistan
(See note in methodology about trend analysis)

Q4. Do you agree or disagree with the statement "Democracy may have its flaws, but it is the best system of governance?" :
by age

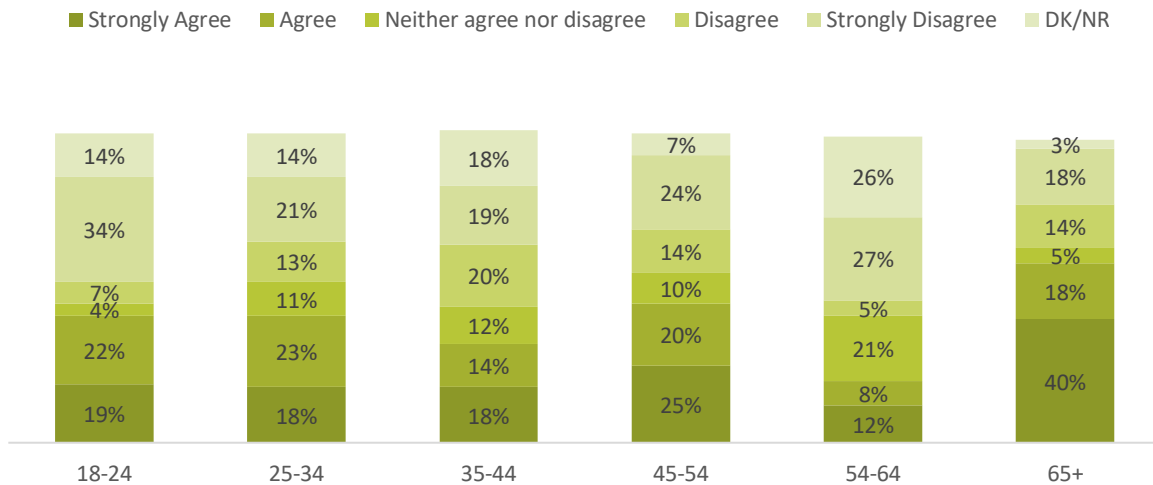


Figure 4: Democracy as the best system of governance [by age]
Source: GIA End of Year Survey 2023; Survey for Pakistan conducted by Gallup Pakistan.

Q4. Do you agree or disagree with the statement "Democracy may have its flaws, but it is the best system of governance?" :
by education

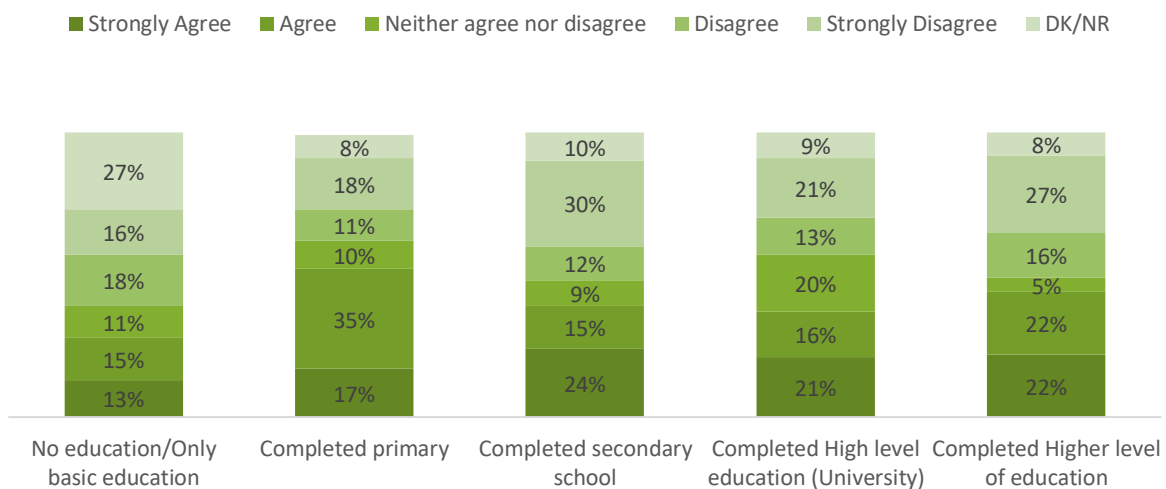


Figure 5: Democracy as the best system of governance [by age]
Source: GIA End of Year Survey 2023; Survey for Pakistan conducted by Gallup Pakistan.

Global Comparison



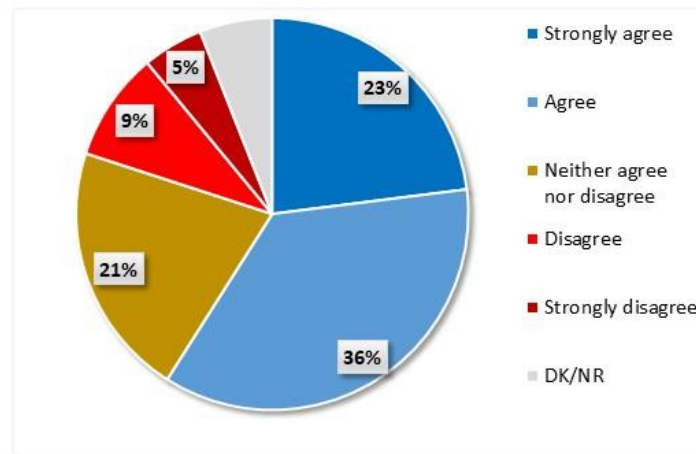
DEMOCRACY

Do you agree or disagree with the statement:

"Democracy may have its flaws, but it is the best system of governance"

AGREE (STRONGLY AGREE + AGREE) – 59%

DISAGREE (STRONGLY DISAGREE + DISAGREE) – 14%



TOP 5 AGREE (Strongly agree + Agree)	TOP 5 DISAGREE (Strongly disagree + Disagree)
SWEDEN: 85%	PAKISTAN: 38%
AUSTRIA: 77%	IRAQ: 34%
GERMANY/PORTUGAL/SPAIN: 76%	MOLDOVA: 32%
SWITZERLAND: 75%	PERU: 31%
KOSOVO: 73%	KENYA: 26%

Definitions:

Agree = Strongly agree + Agree

Disagree = Strongly disagree + Disagree

Minor deviations due to rounding are possible

Figure 6: Democracy as the best system of governance [global comparison]

INDICATOR 2: WILL OF THE PEOPLE

INDICATOR 2: WILL OF THE PEOPLE

2023 results for Pakistan

More than half (66%) the Pakistanis disagree/strongly disagree with the statement that their country is ruled by the will of people (*figure. 7*). It is surprising that in a democratic country, only 20% of the citizens agree/strongly agree with the statement.

Females and the younger age group more disillusioned with the veracity of the claim that their country is run by the will of the people.

In terms of demographic differences, 6% more females (69%) disagreed/strongly disagreed with the statement, “my country is ruled by the will of the people”, as compared to men (63%) (*figure. 8*). Additionally, respondents falling under the age bracket of 18-24 (68%), were also more likely to disagree/strongly disagree with the statement; alluding to a disillusionment with the younger generation (*figure. 10*). In a similar stream, the more educated strata followed suite with 71% of those with higher level education degrees also disagreeing/strongly disagreeing with the statement (*figure. 11*).

A significant uptake since the past years in percentage of citizens who do not believe that the country is run by the will of the people.

Compared to 2020 (48%) and 2021 (54%), there was a significant surge in the number of Pakistanis who do not believe that their country is ruled by the will of the people (66%) in 2023 (*figure. 9*). The difference between 2020 and 2023 amounting to 18% (See note in methodology about trend analysis).

Pakistan and 43 other countries: Pakistan comes second in the list of countries who do not believe that their country is ruled by the will of the people.

Globally, Pakistan (66%) comes second to Bosnia and Herzegovina (73%) as the top two countries that do not believe that their country is ruled by the will of the people (*figure. 12*). Bulgaria comes in third (61%), followed by Georgia/Romania (56%) and Moldova (55%).

Q5. Do you agree or disagree with the statement "My country is ruled by the will of the people?"

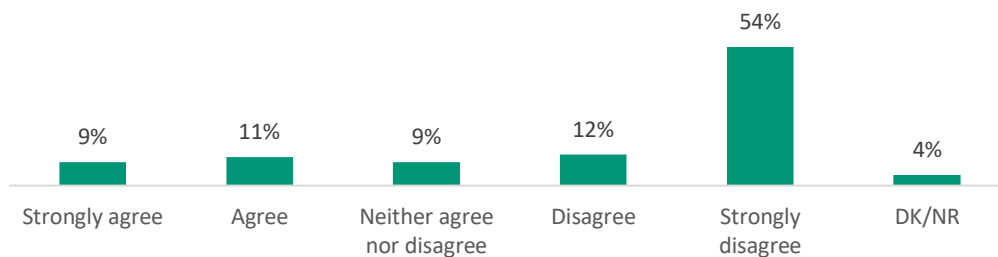


Figure 7: Will of the people

Source: GIA End of Year Survey 2023; Survey for Pakistan conducted by Gallup Pakistan.

Q5. Do you agree or disagree with the statement "My country is ruled by the will of the people?": *by gender*

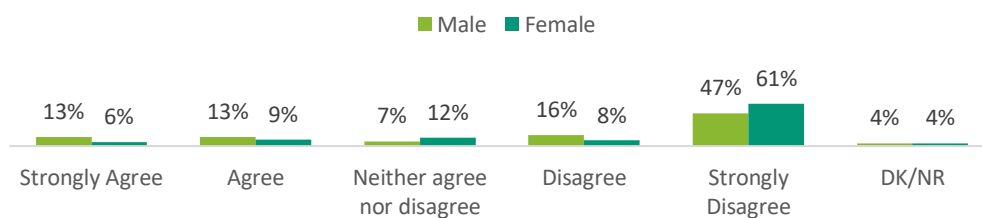


Figure 8: Will of the people [by gender]

Source: GIA End of Year Survey 2023; Survey for Pakistan conducted by Gallup Pakistan.

Trend Analysis

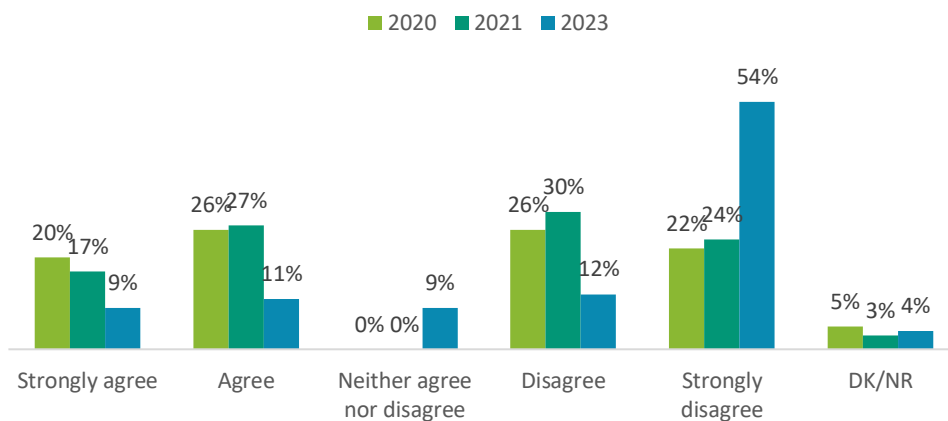


Figure 9: Will of the people [trend analysis]

Source: GIA End of Year Survey 2023; Survey for Pakistan conducted by Gallup Pakistan
(See note in methodology about trend analysis)

Q5. Do you agree or disagree with the statement "My country is ruled by the will of the people?": *by age*

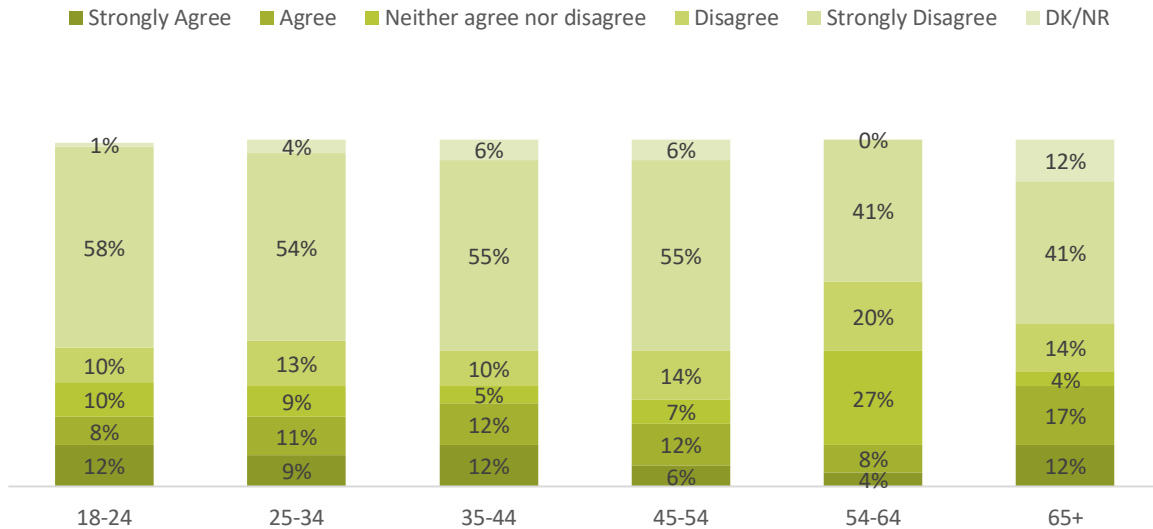


Figure 10: Will of the people [by age]

Source: GIA End of Year Survey 2023; Survey for Pakistan conducted by Gallup Pakistan.

Q5. Do you agree or disagree with the statement "My country is ruled by the will of the people?": *by education*

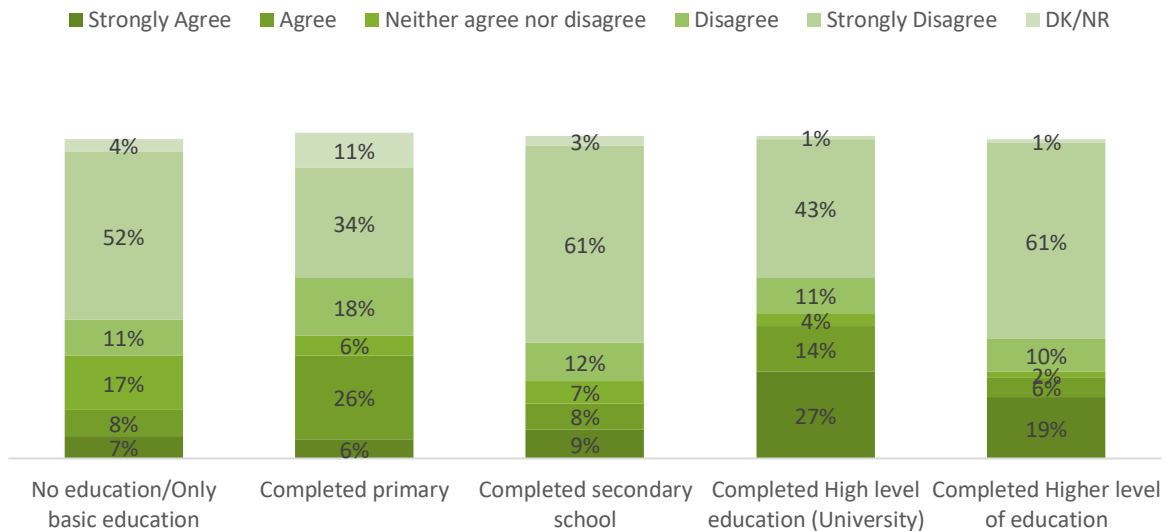


Figure 11: Will of the people [by education]

Source: GIA End of Year Survey 2023; Survey for Pakistan conducted by Gallup Pakistan.

Global Comparison

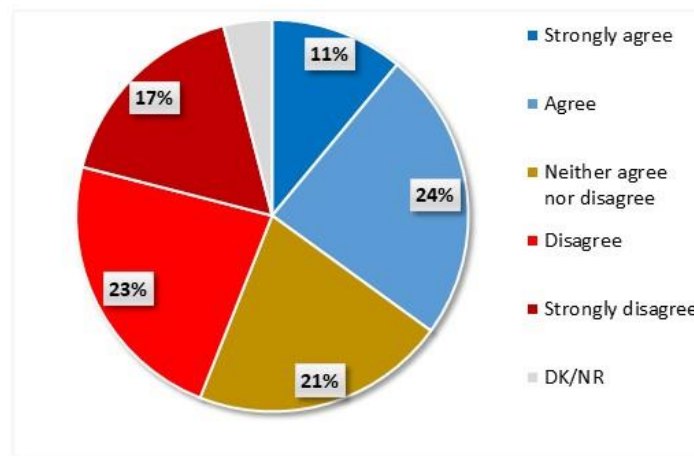


WILL OF THE PEOPLE

Do you agree or disagree with the statement:
"My country is ruled by the will of the people"

AGREE (STRONGLY AGREE + AGREE) – 35%

DISAGREE (STRONGLY DISAGREE + DISAGREE) – 40%



TOP 5 AGREE (Strongly Agree + Agree)	TOP 5 DISAGREE (Strongly Disagree + Disagree)
INDIA: 68%	BOSNIA & HERZEGOVINA: 73%
AFGHANISTAN/SWEDEN: 61%	PAKISTAN: 66%
KOSOVO: 58%	BULGARIA: 61%
SWITZERLAND: 57%	GEORGIA/ROMANIA: 56%
INDONESIA: 55%	MOLDOVA: 55%

Definitions:

Agree = Strongly agree + Agree

Disagree = Strongly disagree + Disagree

Figure 12: Will of the people [global comparison]

INDICATOR 3:
**FREE AND FAIR
ELECTIONS**

INDICATOR 3: FREE AND FAIR ELECTIONS

2023 results for Pakistan

Nearly half (45%) the Pakistanis disagree with the notion that elections in their country are free and fair, with only 28% believing otherwise (*figure. 13*). 18% of the respondents chose to be neutral by neither agreeing or disagreeing, while 10% responded with “DK/NR”.

Fairness of electoral procedure: Men seem more like than women to believe in the occurrence of free and fair elections. Those who are more educated tend to disagree.

More men (31%) as compared to women (23) seemed to believe that elections are definitely/rather free and fair in Pakistan (*figure. 14*). In terms of age, those who are 65+ seem least likely to agree with the statement, with only 23% agreeing, as compared to the 32% of the 18-24 age group respondents (*figure. 16*). Additionally, as has been noted in the previous indicator as well, in terms of education, those who had completed higher level (56%) were the most likely to hold the opinion that elections in Pakistan are definitely/rather not free and fair (*figure. 17*).

Citizens have been gradually disillusioned by the fairness of elections in Pakistan, with a 16% decrease between 2020-2023 in those who think elections are free and fair.

There has been a gradual shift in perception regarding the electoral process in Pakistan in the past 3 years (*figure. 15*). In 2020, nearly half (44%) of the citizens thought of elections as free and fair. This decreased to 40% in 2021, further falling to 28% in 2023. (See note in methodology about trend analysis).

Pakistan and 43 other countries: Pakistan does not make it to the list of top 5 countries that do not believe that the elections in their country are free and fair- with a 30% gap between Pakistan and Bosnia & Herzegovina (top of the list).

Bosnia and Herzegovina (75%) tops the list of countries that does not believe that the elections in their country are free and fair (*figure. 18*). There is a 30% difference between the dissatisfaction of Bosnia and Herzegovina, as compared to Pakistan (45%).

Q6. Do you feel the elections in your country are free and fair?

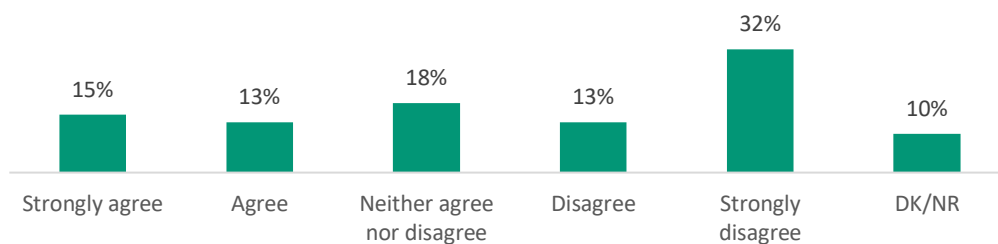


Figure 13: Free and fair elections

Source: GIA End of Year Survey 2023; Survey for Pakistan conducted by Gallup Pakistan.

Q6. Do you feel the elections in your country are free and fair? : by gender

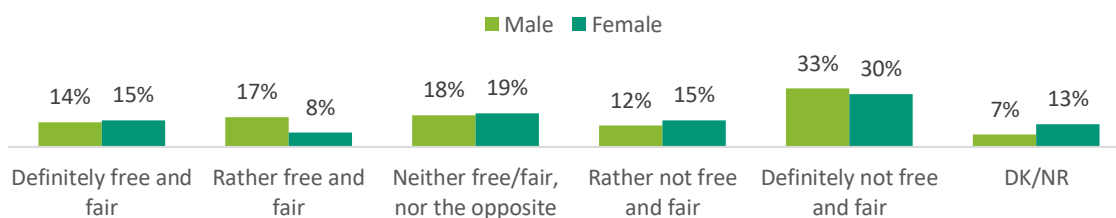


Figure 14: Free and fair elections [by gender]

Source: GIA End of Year Survey 2023; Survey for Pakistan conducted by Gallup Pakistan.

Trend Analysis

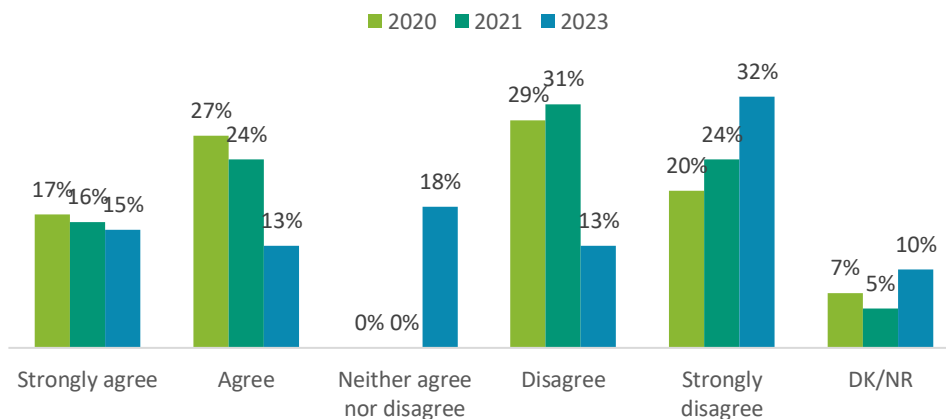


Figure 15: Free and fair elections [trend analysis]

Source: GIA End of Year Survey 2023; Survey for Pakistan conducted by Gallup Pakistan.
(See note in methodology about trend analysis).

Q6. Do you feel the elections in your country are free and fair?: *by age*

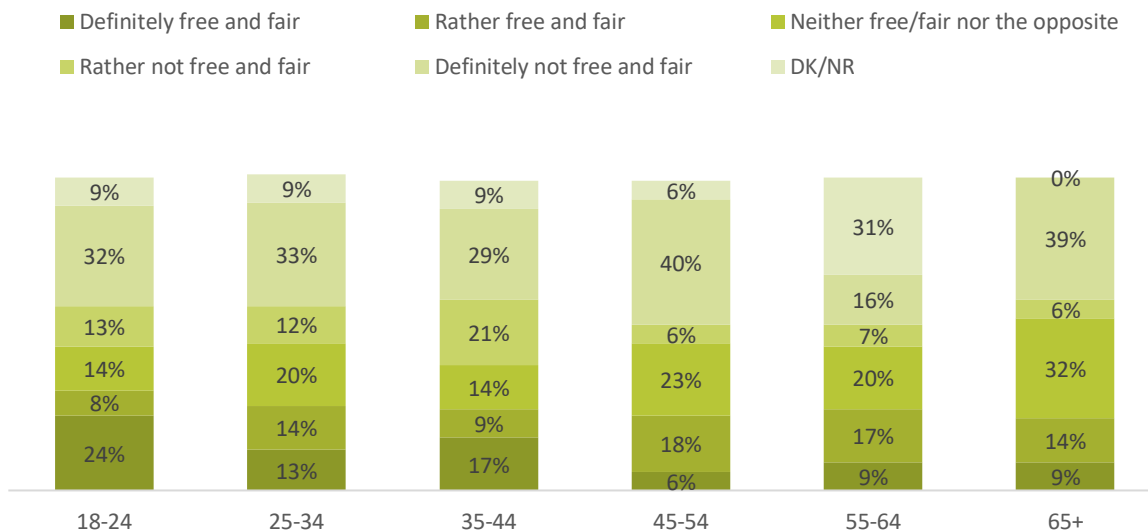


Figure 16: Free and fair elections [by age]

Source: GIA End of Year Survey 2023; Survey for Pakistan conducted by Gallup Pakistan.

Q6. Do you feel the elections in your country are free and fair?: *by education*

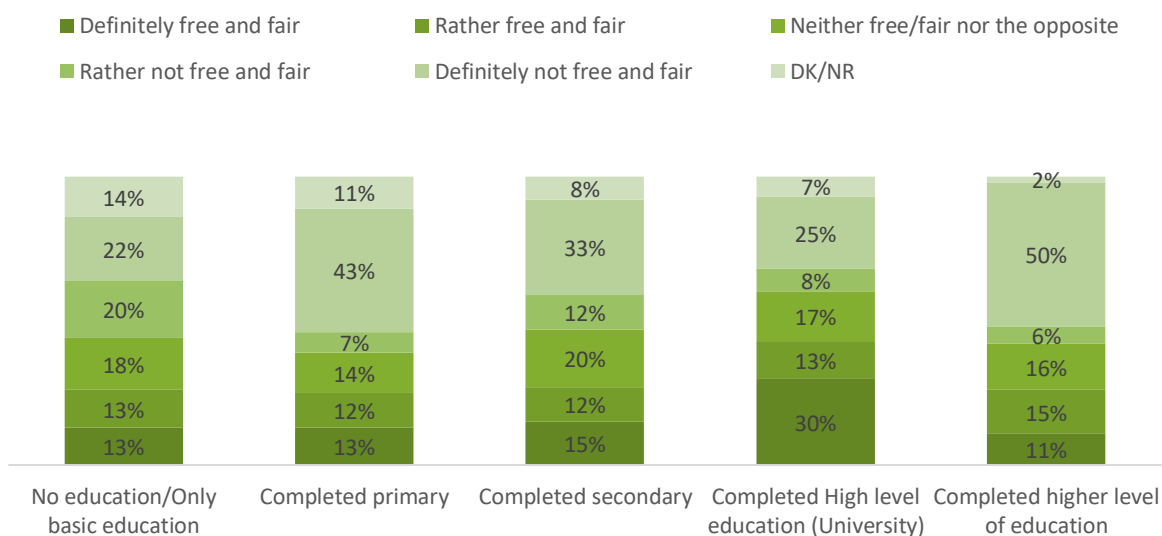
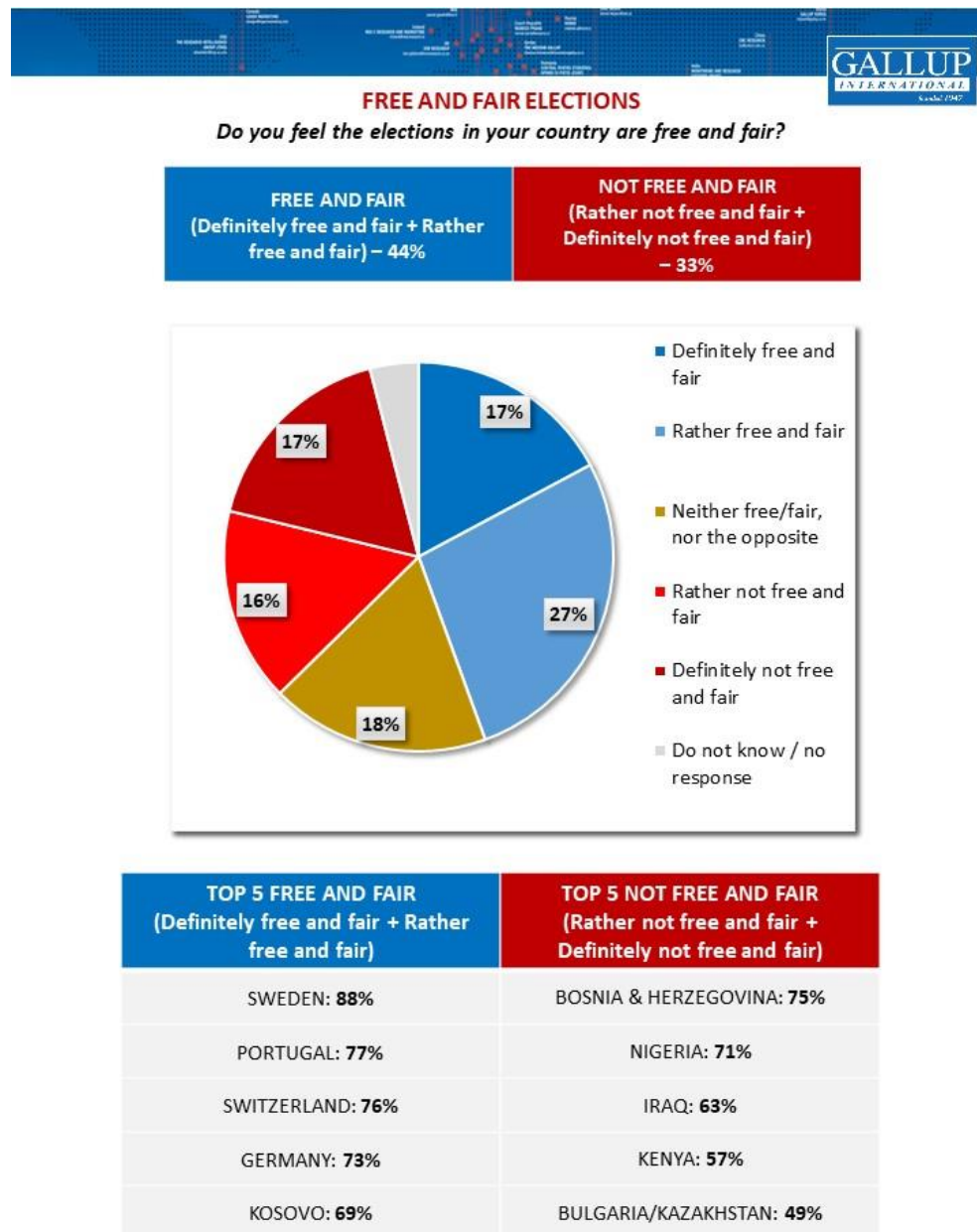


Figure 17: Free and fair elections [by education]

Source: GIA End of Year Survey 2023; Survey for Pakistan conducted by Gallup Pakistan.

Global Comparison



Definitions:

Free and fair = Definitely free and fair + Rather free and fair

Not free and fair = Definitely not free and fair + Rather not free and fair

Figure 18: Free and fair elections [global comparison]

Appendix



DEMOCRACY

Do you agree or disagree with the statement: "Democracy may have its flaws, but it is the best system of governance"

(Countries presented in alphabetical order)

Country	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	DK/NR
Global Average	23%	36%	21%	9%	5%	6%
AFGHANISTAN	31%	35%	5%	6%	12%	10%
ALBANIA	14%	56%	23%	6%	2%	*
ARGENTINA	23%	34%	18%	6%	8%	11%
ARMENIA	29%	23%	26%	7%	13%	3%
AUSTRIA	43%	34%	14%	3%	3%	3%
BOSNIA & HERZEGOVINA	13%	33%	33%	17%	2%	2%
BULGARIA	17%	34%	24%	12%	7%	7%
CANADA	27%	34%	25%	5%	5%	3%
ECUADOR	15%	36%	23%	16%	3%	7%
GEORGIA	29%	29%	16%	14%	3%	9%
GERMANY	42%	34%	14%	5%	3%	3%
HONG KONG	13%	41%	32%	8%	2%	5%
INDIA	28%	36%	12%	13%	8%	3%
INDONESIA	21%	48%	21%	6%	2%	2%
IRAN	28%	34%	20%	6%	2%	9%
IRAQ	25%	27%	13%	16%	18%	1%
ITALY	32%	39%	23%	5%	1%	*
JAPAN	4%	33%	34%	5%	2%	21%

Minor deviations due to rounding are possible



DEMOCRACY

Do you agree or disagree with the statement: "Democracy may have its flaws, but it is the best system of governance"

(Countries presented in alphabetical order)

Country	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	DK/NR
KAZAKHSTAN	17%	25%	22%	9%	6%	21%
KENYA	24%	40%	10%	16%	10%	1%
KOSOVO	20%	53%	7%	5%	3%	12%
NORTH MACEDONIA	11%	37%	30%	13%	4%	5%
MALAYSIA	14%	44%	35%	5%	2%	1%
MEXICO	18%	49%	14%	13%	4%	2%
MOLDOVA	15%	29%	18%	16%	16%	6%
NIGERIA	18%	39%	27%	13%	2%	1%
PAKISTAN	20%	18%	10%	14%	24%	14%
PERU	12%	33%	21%	25%	6%	3%
PHILIPPINES	7%	45%	31%	11%	2%	5%
POLAND	27%	45%	16%	4%	2%	6%
PORTUGAL	33%	43%	18%	4%	2%	1%
ROMANIA	22%	34%	30%	9%	4%	2%
RUSSIA	8%	14%	32%	8%	5%	34%
SERBIA	11%	36%	30%	16%	4%	3%
REPUBLIC OF KOREA	8%	50%	29%	10%	1%	2%
SPAIN	40%	36%	15%	5%	2%	2%
SWEDEN	65%	20%	7%	2%	2%	4%
SWITZERLAND	36%	39%	16%	3%	2%	3%
SYRIA	22%	42%	18%	12%	5%	1%
THAILAND	10%	42%	26%	12%	7%	2%
UKRAINE	34%	30%	14%	10%	6%	6%
UK	29%	38%	21%	5%	2%	4%
USA	32%	37%	19%	6%	5%	1%

Minor deviations due to rounding are possible



WILL OF THE PEOPLE

**Do you agree or disagree with the statement:
"My country is ruled by the will of the people"**

(Countries presented in alphabetical order)

Country	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	DK/NR
Global Average	11%	24%	21%	23%	17%	4%
AFGHANISTAN	24%	37%	5%	12%	17%	5%
ALBANIA	8%	30%	22%	24%	16%	1%
ARGENTINA	11%	27%	23%	19%	13%	7%
ARMENIA	21%	15%	16%	13%	34%	2%
AUSTRIA	6%	22%	27%	26%	16%	3%
BOSNIA & HERZEGOVINA	3%	8%	14%	49%	24%	1%
BULGARIA	3%	10%	22%	30%	31%	4%
CANADA	7%	23%	28%	25%	16%	2%
ECUADOR	8%	31%	26%	22%	6%	7%
GEORGIA	8%	14%	19%	35%	21%	3%
GERMANY	6%	23%	24%	26%	20%	2%
HONG KONG	7%	17%	30%	23%	19%	4%
INDIA	34%	34%	9%	8%	9%	6%
INDONESIA	19%	36%	26%	16%	2%	1%
IRAN	13%	29%	32%	13%	10%	4%
IRAQ	29%	15%	5%	19%	31%	*
ITALY	7%	26%	33%	22%	11%	1%
JAPAN	1%	15%	39%	16%	7%	22%

Minor deviations due to rounding are possible



WILL OF THE PEOPLE

**Do you agree or disagree with the statement:
"My country is ruled by the will of the people"**

(Countries presented in alphabetical order)

Country	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	DK/NR
KAZAKHSTAN	14%	13%	14%	20%	29%	11%
KENYA	14%	27%	9%	23%	27%	1%
KOSOVO	13%	45%	9%	17%	8%	9%
NORTH MACEDONIA	1%	13%	29%	38%	15%	4%
MALAYSIA	11%	33%	38%	13%	4%	1%
MEXICO	16%	35%	13%	22%	13%	1%
MOLDOVA	8%	20%	14%	26%	29%	2%
NIGERIA	4%	16%	27%	31%	22%	*
PAKISTAN	9%	11%	9%	12%	54%	4%
PERU	9%	30%	16%	32%	10%	3%
PHILIPPINES	7%	45%	26%	16%	2%	4%
POLAND	8%	17%	20%	28%	22%	5%
PORTUGAL	9%	28%	22%	28%	13%	*
ROMANIA	6%	14%	24%	28%	28%	1%
RUSSIA	3%	10%	26%	21%	14%	26%
SERBIA	9%	25%	24%	23%	17%	2%
REPUBLIC OF KOREA	1%	33%	34%	24%	6%	2%
SPAIN	18%	21%	14%	26%	21%	1%
SWEDEN	12%	49%	16%	15%	7%	1%
SWITZERLAND	13%	44%	24%	13%	5%	2%
SYRIA	19%	27%	17%	20%	16%	1%
THAILAND	9%	30%	25%	20%	13%	2%
UKRAINE	21%	23%	17%	19%	17%	3%
UK	7%	24%	30%	25%	11%	2%
USA	9%	16%	24%	30%	20%	1%

Minor deviations due to rounding are possible



FREE AND FAIR ELECTIONS

Do you feel the elections in your country are free and fair?

(Countries presented in alphabetical order)

Country	Definitely free and fair	Rather free and fair	Neither free/fair, nor the opposite	Rather not free and fair	Definitely not free and fair	DK/NR
Global Average	17%	27%	18%	16%	17%	4%
AFGHANISTAN	23%	18%	5%	7%	37%	10%
ALBANIA	6%	24%	37%	13%	19%	1%
ARGENTINA	14%	43%	17%	13%	6%	6%
ARMENIA	25%	22%	16%	12%	23%	2%
AUSTRIA	26%	42%	12%	10%	7%	3%
BOSNIA & HERZEGOVINA	2%	7%	15%	30%	45%	1%
BULGARIA	2%	19%	20%	28%	21%	10%
CANADA	23%	32%	18%	13%	11%	2%
ECUADOR	12%	36%	26%	12%	9%	6%
GEORGIA	15%	20%	15%	15%	30%	5%
GERMANY	37%	36%	12%	7%	4%	3%
HONG KONG	7%	22%	25%	15%	25%	6%
INDIA	39%	27%	12%	6%	12%	4%
INDONESIA	35%	24%	24%	6%	8%	3%
IRAN	19%	41%	17%	9%	10%	5%
IRAQ	6%	16%	13%	21%	42%	2%
ITALY	9%	35%	34%	14%	7%	2%
JAPAN	5%	30%	23%	17%	9%	15%

Minor deviations due to rounding are possible



FREE AND FAIR ELECTIONS

Do you feel the elections in your country are free and fair?

(Countries presented in alphabetical order)

Country	Definitely free and fair	Rather free and fair	Neither free/fair, nor the opposite	Rather not free and fair	Definitely not free and fair	DK/NR
KAZAKHSTAN	11%	14%	14%	16%	33%	11%
KENYA	20%	16%	6%	22%	35%	2%
KOSOVO	45%	24%	6%	9%	9%	6%
NORTH MACEDONIA	1%	19%	31%	34%	11%	4%
MALAYSIA	14%	34%	33%	13%	6%	1%
MEXICO	10%	43%	12%	24%	10%	1%
MOLDOVA	16%	18%	18%	16%	30%	3%
NIGERIA	2%	26%	-	28%	43%	*
PAKISTAN	15%	13%	18%	13%	32%	10%
PERU	11%	13%	30%	22%	21%	3%
PHILIPPINES	10%	38%	27%	18%	4%	3%
POLAND	15%	34%	20%	17%	10%	5%
PORTUGAL	36%	41%	11%	7%	5%	1%
ROMANIA	10%	26%	23%	23%	17%	2%
RUSSIA	8%	14%	25%	12%	15%	26%
SERBIA	18%	21%	18%	19%	20%	5%
REPUBLIC OF KOREA	3%	46%	33%	15%	2%	1%
SPAIN	26%	31%	16%	15%	9%	2%
SWEDEN	52%	36%	5%	5%	3%	1%
SWITZERLAND	29%	47%	12%	7%	3%	2%
SYRIA	22%	24%	13%	20%	19%	1%
THAILAND	5%	20%	25%	31%	17%	1%
UKRAINE	16%	33%	28%	11%	11%	1%
UK	25%	36%	19%	9%	7%	3%
USA	23%	26%	16%	15%	19%	2%

Minor deviations due to rounding are possible

Methodology and Sample Profile of countries where research was conducted

Methodology :

The Gallup International End of Year Survey (EoY) is an annual tradition initiated by and designed under the chairmanship of Dr. George Gallup in 1977. The survey is conducted every year since then. This year it was carried out in 45 countries around the world. Sample Size and Mode of Fieldwork: A total of 46 138 persons were interviewed globally. In each country a representative sample of around 1000 men and women was interviewed during October-December 2023 either face to face, via telephone or online. The margin of error for the survey is between +3-5% at 95% confidence level.

Gallup International Association (GIA) End of Year 2024 Survey - Participants

Country	Vendor Company	Sample size	Method	Fieldwork	Universe
AFGHANISTAN	ACSOR	1120	CATI	09-11.12.2023	National, 18+
AI BANIA	Index Kosova	635	F2F	03-05.11.2023	National, 18+
ARGENTINA	Voices!	1035	CAWI	01-06.11.2023	National, 18+
ARMENIA	MPG LLC	1100	CATI	30.10-04.11.2023	National, 18+
AUSTRIA	Das Österreichische Gallup Institut GmbH	1000	CATI	14-18.11.2023	National, 16+
AZERBAIJAN	SIAR Research and Consulting Group	500	Telephone	01-18.10.2023	National, 18+
BOSNIA & HERZEGOVINA	Kantar Mareco Index Bosnia	1000	Online & CATI	30.11-12.12.2023	National, 18+
BULGARIA	Gallup International Balkan	806	F2F	07-14.11.2023	National, 18+
CANADA	Survey Monkey	1062	CAWI	01.12.2023	National, 18+
ECUADOR	CEDATOS	550	F2F	10-14.12.2023	National, 18+
GEORGIA	GORBI	1033 / 991	F2F	30.09-24.10.2023	National, 18+
GERMANY	GIA	1000	CATI	04-11.12.2023	National, 18+
HONG KONG	CGS-worldwide	500	CAWI	30.11-06.12.2023	National, 18+
INDIA	Convergent	1035	F2F	27.11-09.12.2023	18+, 10 biggest cities
INDONESIA	DEKA	540	F2F	01-15.12.2023	18+, 6 Big Cities
IRAN	Iran Sanjesh	1003	CATI	04.12.2023	National, 18+
IRAQ	IIACSS	1385	F2F	11.11-20.12.2023	National, 18-71
ITALY	DOXA	1003	F2F	02-14.12.2023	National, 18+
JAPAN	Nippon Research Center	1156	F2F	30.11-13.12.2023	National, 18-79
KAZAKHSTAN	BISAM Central Asia	1000	F2F	10.10-15.11.2023	Urban, 18+
KENYA	Infinite Insight Ltd.	1065	CATI	01-11.11.2023	National, 18+
KOSOVO	Index Kosova	1123	CATI	19.10-06.11.2023	National, 18+
MALAYSIA	Central Force	1000	CAWI	07-12.12.2023	National, 18+

Gallup International Association (GIA) End of Year 2024 Survey – Participants (contd.)

MEXICO	De las Heras Demotecnia	1026	CATI	11-15.12.2023	National, 18+
MOLDOVA	CBS-Research Moldova	1001	CATI	December 2023	National, 18+
NIGERIA	Market Trends International	1000	CATI	30.10-01.12.2023	National, 18+
NORTH MACEDONIA	BRIMA	1202	F2F	01-21.12.2023	National, 18+
PAKISTAN	Gallup Pakistan	1000	CATI	04-16.10.2023	National, 18+
PERU	Datum Internacional	1207	F2F	01-06.12.2023	National, 18+
PHILIPPINES	Philippine Survey Research Center	1000	F2F	25.11-13.12.2023	National, 18-65
POLAND	Mareco Polska	1002	CATI	02-23.10.2023	National, 18+
PORTUGAL	Intercampus	1000	CAWI	12.11-06.12.2023	National, 18-65
ROMANIA	Centrul Pentru Studierea Opiniei si Pietei (CSOP)	1000	CAWI	17.10-04.12.2023	National, 18-64
RUSSIAN FEDERATION	Be Media Consultant	1200	CAWI	24-30.11.2023	18+, Cities 100k+
SAUDI ARABIA	Saudi Center for Opinion Polling	1036	CATI	21-26.11.2023	National, 18+
SERBIA	TMG Insights Serbia	1007	F2F	15.11-04.12.2023	National, 18+
REPUBLIC OF KOREA	Gallup Korea	1550	F2F	02.11-04.12.2023	National, 19+
SPAIN	Sigmados	1019	CAWI	21-25.11.2023	National, 18+
SWEDEN	Novus	1095	CAWI	01-11.12.2023	National, 18+
SWITZERLAND	Gallup AG Switzerland	1000	CATI	05-13.12.2023	National, 18+
SYRIA	Syrian & Levant Market Compass	1057	*	December 2023	National, 18+
THAILAND	Infosearch	1000	F2F	24.11-10.12.2023	National, 18+
UK	ORB International	1000	Online	December 2023	National, 18+
UKRAINE	Rating Group	1000	CATI	22-23.11.2023	National, 18+
USA	Survey Monkey	1118	CAWI	04.12.2023	National, 18+

Note on Trend Analysis : In earlier years the likert scale used is 4 scale. In 2023 5 scale question is used with an additional option of neutral . This makes strict comparison between 2023 vs the rest difficult. We therefore advise caution when interpreting the results.

About Gallup International Association:

For 75 years Gallup International members have demonstrated their expert ability to conduct multi-country surveys on a comparable basis and deliver the highest quality. Our more than 100 members and partners are leading national institutes with a profound local knowledge of research methods and techniques, statistical sources, customs, and culture differences of its own country and carefully selected by the Association Board. With only one member agency per country, members work together daily to share knowledge, new research techniques and tools, as well as to provide the most appropriate solutions to international research projects and service our clients to the best of our abilities.

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