

GALLUP PAKISTAN

MONTHLY ROUND-UP

03 / 2024

MARCH

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EDITOR'S NOTE

Dear Readers,

March 2024 marked another dynamic period for Gallup Pakistan, filled with a diverse array of activities and releases aimed at providing valuable insights into Pakistani society.

We upheld our standards this month by conducting 19 daily polls, covering a wide variety of themes. Additionally, our 49th edition of the FinDev Cyberletter provided readers with the latest developments in the global financial industry, focusing particularly on Financial Inclusion and Digital Financial Services.

Our engagement in public health discussions continued with the 13th episode of "Let's Talk Public Health," where we explored the policy implications of the rising burden of noncommunicable diseases in Pakistan with Mr. Zubair Abbasi.

We conducted in-depth analysis through data analysis press releases, covering datasets such as U.S. visa issuance statistics and Pakistan Education Statistics 2020-21. Moreover, our 11 digital analytics election press releases offered insights from the Pakistan General Elections 2024, analyzing topics like National vote share, Registered voters, and Party-specific voting trends.

Our collaboration with Gallup International Association resulted in 3 press releases revealing the opinions of Pakistani citizens on various social aspects, along with comparative results from across the globe. Additionally, we released the Elections 2024 Exit Poll Survey Report, compiled from a survey of almost 4000 voters across Pakistan.

A panel discussion at Yale featuring "The Ritual of Elections in Pakistan" explored themes presented in Dr. Ijaz Gilani's book. Furthermore, Executive Director Bilal Gilani contributed an insightful article to The News International, discussing the process and results of General Elections 2024 in Pakistan.

As we reflect on these activities and releases, we remain committed to fostering informed discussions and contributing to a deeper understanding of Pakistan's socio-political landscape.

Best regards,

Zainab Khan

Research Executive

Gallup Pakistan

MARCH RELEASES

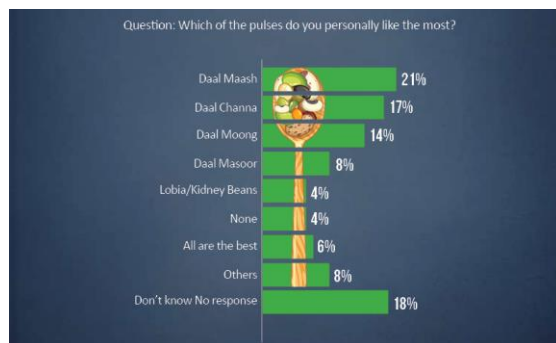
In March, 2024, Gallup Pakistan released:

19

DAILY POLLS

Across the themes of Current Affairs, Politics, Media, Economy, and Social Behavior, among many others.

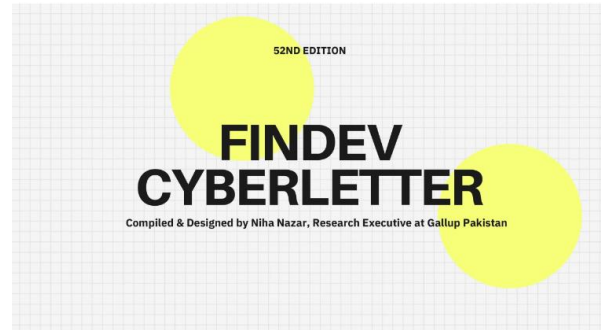
Responses were recorded from a nationally representative sample across Pakistan.



[Access here.](#)

FINDEV CYBERLETTER: 49th 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.](#)

LET'S TALK PUBLIC HEALTH: Episode 13

Gallup Pakistan hosted Mr. Zubair Abbasi, founder of IMPACT, on our 13th Episode of Let's Talk Public Health where we discussed the policy implications of the rising burden of noncommunicable diseases in Pakistan.

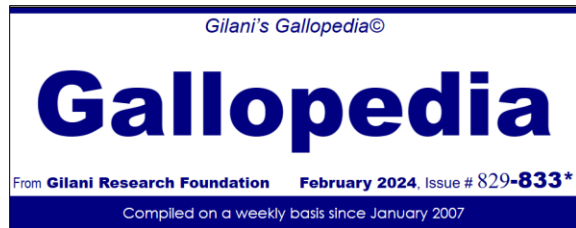


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GILANI'S GALLOPEDIA

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.



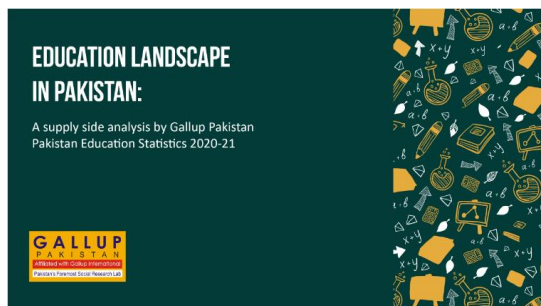
[Access here.](#)

03

BIG DATA ANALYSIS PRESS RELEASES

The datasets analyzed in these comprehensive reports included:

- U.S Immigrants and non-immigrants USA visa issuance statistics from the Gallup Pakistan Digital Analytics Dashboard ([Access here](#)).
- Pakistan Education Statistics 2020-21 ([Access here](#)).



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DIGITAL ANALYTICS ON ELECTION PRESS RELEASES

These special press releases were created using data from the Pakistan General Elections that took place in 2024, using insights from the Gallup Pakistan Elections 2024 Dashboard ([Access here](#)).

The reports and press releases analyze topics like:

- National vote share
- Registered voters
- Rejected votes
- Party-specific voting trends
- Trends comparing two decades of elections



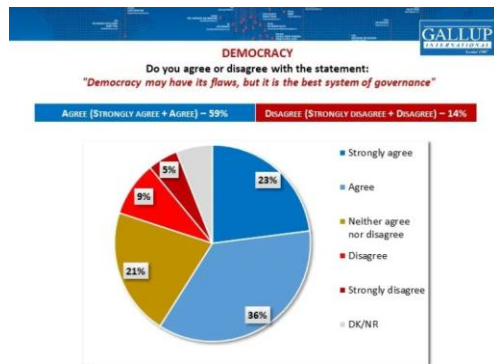
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GALLUP INTERNATIONAL ASSOCIATION PRESS RELEASES

The survey, conducted by Gallup Pakistan in collaboration with Gallup International Association, reveals the opinions of Pakistani citizens regarding several social aspects like willingness to fight for their country and democracy.

The survey was conducted in 44 countries and provides comparative results from across the

globe. The sample in Pakistan was 1000 men and women but across the globe over 46,138 men and women were surveyed.



WIN which represents over 50 countries and their polling organizations. The survey, conducted with a diverse and representative sample of the Pakistani population, reveals the opinions and beliefs surrounding gender equality, safety and violence in Pakistan.

The reports and press releases analyze topics like:

- Violence in Pakistan
- Perception of women's salary compared to men's in Pakistan
- Safety in Pakistan
- Job opportunities and careers for women in Pakistan
- Level of achievement in gender equality in Pakistan



[Access here.](#)

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WIN WORLD SURVEY 2024 PRESS RELEASES

Gallup Pakistan has conducted a comprehensive study on gender equality, safety and violence, in collaboration with the Worldwide Independent Network of MR (WIN) for the Annual WIN World Survey. Gallup Pakistan is a long-time member of

ELECTIONS 2024 EXIT POLL SURVEY REPORT

Gallup Pakistan, continuing its tradition of doing election day survey/Exit poll, has released report on 2024 election. The results have been compiled using a survey of almost 4000 voters from almost all districts of Pakistan covering both urban and rural areas.



[Access here.](#)

GALLUP IN PRESS AND WEB

Yale Panel Featuring “The Ritual of Elections in Pakistan”

Following the launch of Dr. Ijaz Gilani’s book, “The Ritual of Elections in Pakistan”, Yale hosted a panel discussion featuring the book and discussing the themes presented in it.

Panelists included:

- Dr. Sarah Khan, Director of Undergraduate Studies
- Dr. Sushant Singh, Senior Fellow at the Center for Policy Research, India & Visiting Fellow and Lecturer at the Yale South Asian Studies Council
- Dr. Niloufer Siddiqui, Assistant Professor of Political Science at the Rockefeller College of Public Affairs and Policy, University at Albany-State University of New York



Change the political chessboard – Article by Bilal Gilani in The News

In an invigorating article published in The News International, Executive Director Bilal Gilani shed light on the process and results of General Elections 2024 in Pakistan.

Opinion

Change the political chessboard

“Winner take all” or first past the post system (FPTP) in Pakistan is fueling polarization in Pakistan

By Bilal I Gilani | March 30, 2024



[Access here.](#)

FAQs

Why conduct polls?

Public opinion is an integral part of the news we cover: It informs and influences political debate, the state of the economy, social trends and more. Simply put, we report what people think, along with what they do, because it is important.

Why don't you ever come to my house?

Our opinion polls start with a computer program that generates a random sample of all possible rural and urban locations in the country. The survey is designed so that every household in Pakistan has the same probability of getting the call.

So why haven't you been visited by Gallup? Because it's a big country, with lots of homes. Your odds of getting visited by our interviewer are precisely the same as everyone else's.

The principle of random sampling makes polls truly democratic. We don't speak with any pre-determined individual or group. It can be absolutely anyone - you and me, your Aunt Rasheeda in Toba Tek Singh, your local Imam, the lady across the lunch counter, the guy pounding fenders - anyone. That's why we think that a good poll, honestly done, represents the true voice of average Pakistanis in a unique and irreplaceable way.

KNOW YOUR PAKISTAN

1. Pakistan is home to over 70 languages, reflecting its diverse cultural tapestry.
2. The Indus Valley in modern-day Pakistan and Northern India is thought to be the world's oldest civilization, predating Egypt and Mesopotamia. In 2016, experts discovered evidence that it may be as old as 8,000 years – 2,500 years older than previously thought.
3. The city of Sialkot in Pakistan produces 40% of the world's footballs (soccer balls). Production dates back to 1889 when a British colonialist sergeant didn't want to wait for shipments of footballs to arrive by sea, so asked a local saddle maker to repair his punctured ball. Pleased with the results, he ordered a batch to be made.
4. The Kutiah Glacier in Pakistan holds the record for the fastest glacial surge. In 1953, it surged forwards more than 12km in just three months, averaging around 112m per day.
5. The Indus Basin Irrigation System (IBIS), spread over the flat plains of the Indus Valley, is the world's largest contiguous irrigation system.

Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association

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