

GALLUP PAKISTAN

MONTHLY ROUND-UP

04/2024

APRIL

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EDITOR'S NOTE

Dear Readers,

April 2024 proved to be another eventful month for Gallup Pakistan, marked by a series of insightful releases and analyses aimed at understanding Pakistani society and how it is affected by the changing political and economic climate of the country.

We commenced the month by conducting 18 daily polls, covering a wide array of themes including Social Behavior, Economy, Politics, and more. These polls, drawing responses from a nationally representative sample, offered valuable glimpses into public sentiment across Pakistan. Furthermore, our analysis of over 8035 opinion pieces from 12 English and Urdu newspapers provided a comprehensive overview of the dominant topics in the media landscape.

In our 11th edition of the Gallup Pakistan Health Cyber Letter, we delved into the insights of the WIN World Health Survey 2024, shedding light on health perceptions across 39 countries, with a focus on Pakistan. Additionally, the release of the Business Confidence Index report offered key insights into the sentiments of the business community in Pakistan, serving as a crucial barometer for policymakers. Furthermore, we released 6 special press releases using data from the Pakistan General Elections 2024, analyzing various facets such as party vote shares and candidate statistics.

A significant highlight of the month was the launch of the Payment Systems in Pakistan Dashboard by the Gallup Data Analytics Team (GDAT). This platform offers valuable insights into the evolving landscape of payment systems in Pakistan, catering to stakeholders across financial institutions, regulators, businesses, and technology providers.

Our Business Confidence Index (Q1 2024) Report garnered attention across print and digital media for its compelling insights, further establishing Gallup Pakistan as a trusted source of information and analysis.

As we continue our mission to provide data-driven insights and foster informed discussions, we express our gratitude to our readers for their continued support.

Best regards,

Zainab Khan
Research Executive
Gallup Pakistan

APRIL RELEASES

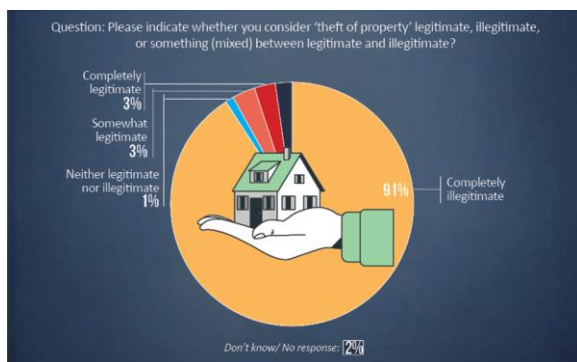
In April, 2024, Gallup Pakistan released:

18

DAILY POLLS

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

Responses were recorded from a nationally representative sample across Pakistan.



[Access here.](#)

NEWSPAPER CONTENT ANALYSIS

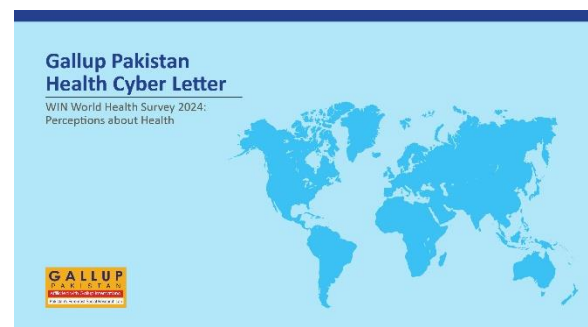
In the 12 English and Urdu newspapers analyzed for November, December (2023), and January 2024 covering over 8035 opinion pieces, 'Politics' and 'Economy,' and 'International' issues dominated the space.



[Access here.](#)

HEALTH CYBERLETTER: 11th Edition

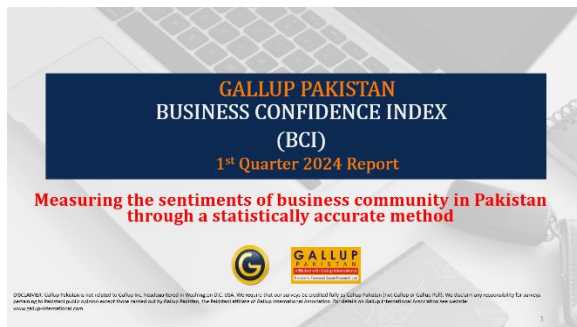
In the 11th of the Gallup Pakistan Health Cyber Letter, we delve into the insights of the WIN World Health Survey 2024, a comprehensive exploration of health perceptions across 39 countries. It provides an interesting outlook into how individuals perceive their well-being and provides a nuanced look at the state of health globally, with a spotlight on Pakistan.



[Access here.](#)

BUSINESS CONFIDENCE INDEX Q1 2024

The Business Confidence Index is an important barometer capturing the sentiments of the business community in any country, and used across the world by policy makers. The survey was conducted after the first quarter of 2024, with around 535 businesses across Pakistan.



[Access here.](#)

GILANI'S GALLOPEDIA

The Gallopedia edition consisted of 39 national & multi-country surveys.

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

[Access here.](#)



06

ELECTION DASHBOARD 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:

- Jamaat-e-Islami vote share ([link](#))
- ANP vote share ([link](#))
- PMLN vote share ([link](#))
- JUI-F vote share ([link](#))
- Votes cast ([link](#))
- Number of candidates ([link](#))



Other big data press releases included:

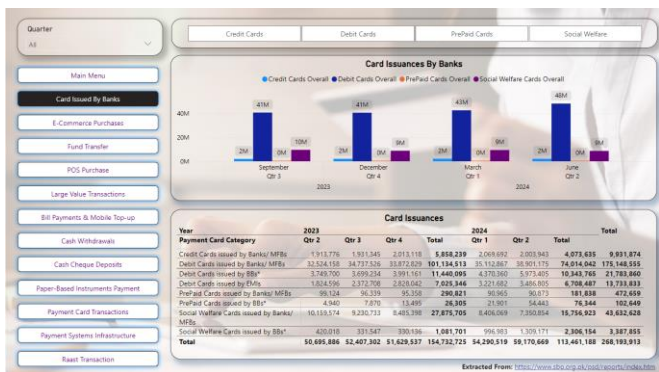
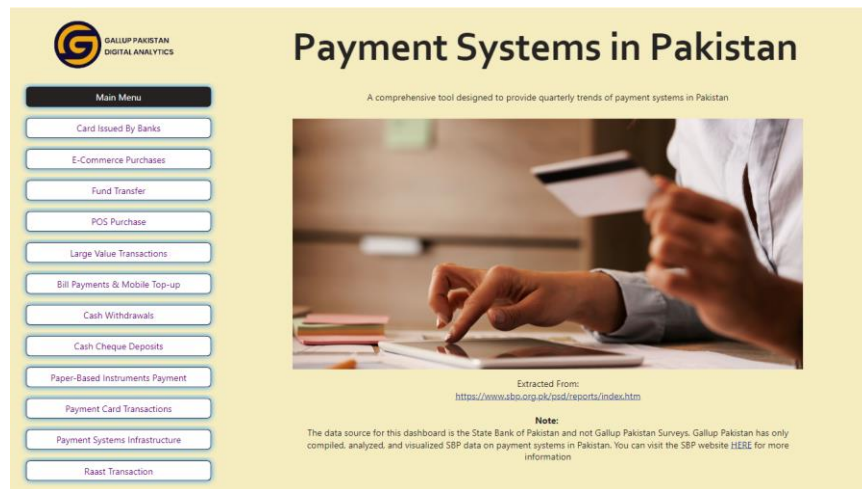
1. Gallup International Study – perceptions regarding democracy ([Access here](#))
2. WIN World Survey Report on Health in Pakistan ([Access here](#))
3. WIN World Survey Report on Stress ([Access here](#))

DASHBOARD LAUNCH

LAUNCH OF THE PAYMENT SYSTEMS IN PAKISTAN DASHBOARD

Made by the Gallup Data Analytics Team (GDAT)

([Access here](#))



The evolution of payment systems is a critical aspect of modern economies, shaping the way individuals, businesses, and governments transact and interact. In Pakistan, the landscape of payment systems is undergoing rapid transformation, driven by technological advancements, regulatory reforms, and changing consumer preferences. To understand these dynamics and their implications, stakeholders turn to data-driven insights provided by platforms like the Payment Systems in Pakistan Dashboard.

Are you ready to explore the dynamics of payment systems in Pakistan? Visit the Payment Systems in Pakistan Dashboard and unlock valuable insights into the country's payment infrastructure. Whether you're a financial institution, regulator, business, or technology provider, this dashboard is your gateway to understanding and navigating the evolving landscape of payment systems in Pakistan.

GALLUP IN PRESS AND WEB

Business Confidence Index (Q1 2024) Report was referenced across print and digital media, gaining traction for its interesting insights

THE EXPRESS
TRIBUNE
TODAY'S PAPER | MAY 09, 2024 | ADVERTISE

Business confidence down: Gallup

Survey reveals growing pessimism among businessmen regarding economy

Salman Siddiqui April 06, 2024



DAWN
TODAY'S PAPER | MAY 09, 2024

LAHORE: Business owners, largely pessimistic about the future, have started developing a better perception of their businesses.

A latest Gallup survey conducted in the first quarter this year finds that 47 per cent of Pakistan's businesses, especially those selling garments, commodities, stationery, and gift items, perceive themselves to be in better conditions. This shows a three per cent improvement over the previous quarter. The current business situation score on Gallup Business Confidence Index (GBCI) has improved by seven percentage points to 6pc in 1Q2024 from -1pc in the previous quarter, noted Gallup Pakistan Survey report.

"While economic security has not fully stabilised due to the ongoing political situation, the business situation score has improved regardless," it said.

INTERNATIONAL
THE NEWS

Business

Business confidence up, long-term optimism down

Current business situation score on Gallup Business Confidence Index has improved by seven percentage

By Our Correspondent April 06, 2024

Profit

Business confidence rises 42% as expectations for the future improve: Gallup survey

Despite the positive trends, the overall confidence of the business community remains low due to persistent economic crises in 2022

**BUSINESS
RECORDER**
Founded by M.A. Zuberi

BUSINESS & FINANCE PRINT 2024-04-06

Business sentiment witnessing signs of improvement: Gallup Survey

Recorder Report Published April 6, 2024



کاروباری سکور میں بہتری انڈیکس منفی سے 6 فیصد مثبت ہو گیا

06 اپریل، 2024

لاہور (سوی) گیلپ بزنس کنفڈینس انڈیکس پر موجودہ کاروباری صورتحال کا سکور گزشتہ سہ ماہی کے منفی ایک فیصد کے مقابلے میں 7 فیصد پر انڈیکس کی بہتری کے ساتھ 6 فیصد ہو گیا ہے۔ کاروباری صورتحال کے سکور میں بہتری آئی ہے۔ گیلپ پاکستان کے ایگزیکٹو ڈائریکٹر بلال اعجاز گیلانی نے کہا کہ کئی سہ ماہیوں کے بعد مزید کاروباری اداروں نے محسوس کیا ہے کہ ان کی موجودہ صورتحال پہلے سے بہتر ہے جو کہ ایک مثبت خبر ہے۔ تاہم انہوں نے کہا کہ ملک کے معاشی مستقبل کے ساتھ ساتھ ملک کی سمت کے بارے میں کاروباری اداروں کی مایوسی شک ہے۔ بلال اعجاز گیلانی نے کہا کہ اس حقیقت کے باوجود کہ زمین سطح پر کچھ بہتری آئی ہے لیکن سیاسی اور معاشی پالیسیوں دونوں کے بارے میں یقین کا فقدان کاروباری برادری کے جذبات کو نقصان پہنچا رہا ہے۔

FAQs

Nobody I Know Says That

People tend to live in relatively homogenous areas and associate in relatively homogenous groups. We tend to share our opinions with like-minded friends and acquaintances. So, it shouldn't be surprising if sometimes a poll's result is different from what you and most of the people you talk to think. Your "sample" isn't a national one, and more important, it isn't random.

Remember, too, that a national poll is representative of the entire adult population of the country. If "only" 40 percent of Pakistanis support a position, that's still a huge number.

The Point of Decision

Even when you understand how sampling works, it can be difficult to accept that your opinion can be expressed in a poll in which you weren't personally included. How can they say it represents me, you ask, when they didn't talk to me?

The answer is that it's important to differentiate between the opinions we hold, and the way we've arrived at them. We come to our opinions by completely personal and idiosyncratic routes - where and how we were raised, our faiths, our family and friends, our education and knowledge, and more. Polls do not capture this information.

However, all these personal paths converge at one place - the point of decision. In an election, for example, we can vote for Candidate A, vote for Candidate B, or not vote. There are no other options. And it's here, at the point of decision, that opinion can be accurately sampled, tabulated and reported in an opinion poll.

KNOW YOUR PAKISTAN

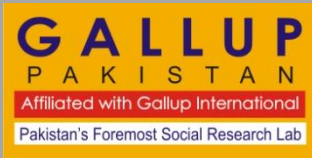
A total area of 39,280 hectares in Pakistan was recorded to be utilized for banana production in the year 2022-23. Total area cultivated for bananas has steadily increased in the past 5 years by 9,545 hectares nationally, from 29,735 hectares in 2018-19.

A total of 0.29 million tonnes of Banans were produced in the year 2022-23. The overall production of bananas has steadily increased in the past 5 years by 0.16 million tonnes at the national level, from 0.14 million tonnes in 2018-19.

According to the HIES on 2018-19, on average a household spends Rs. 141.3 on bananas in a month. This makes up 20.11% of their total expenditure on fruits, 1.06% of their total expenditure on food, and 0.38% of their overall household expenditure.

A total of 5,115 candidates contested in the 2024 General Elections, averaging 19 candidates per NA General seat. The highest number of candidates for one seat was recorded at 46 candidates in NA-255, while five constituencies shared the record for lowest number of candidates (8) for a single seat.

A total of 98,756 votes were cast using postal ballots in the 2024 General Elections, accounting for 0.17% of total votes cast.



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