

GALLUP PAKISTAN

MONTHLY ROUND-UP

05/2024

MAY

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EDITOR'S NOTE

Dear Readers,

In May 2024, Gallup Pakistan continued its mission to provide insightful data and analysis on various aspects of life in Pakistan. Our work this month included a range of new releases and updates, which we are pleased to share with you.

We released 20 daily polls covering themes such as Current Affairs, Politics, Media, Economy, and Social Behavior. These polls were conducted with a nationally representative sample, giving a clear picture of public opinion across Pakistan. Meanwhile, our 53rd edition of the FinDev Cyberletter provided readers with the latest developments in the global financial industry.

Our Monthly Newspaper Content Analysis for February 2024 revealed that mainstream media focused heavily on Politics, International issues, and the Economy. This analysis helps us understand the priorities and concerns reflected in the media.

We released five comprehensive big data analysis reports. These included statistics on food items from the Economic Wing at the Ministry of National Food Security and Research, and socio-economic indicators of KP at the district level. We also published three reports in reflecting insights from Gallup International Association and WIN, providing a global perspective on financial comfort and job satisfaction amid rising living costs.

In a significant development, our Executive Director, Bilal Gilani, joined the Board of Gallup International Association, a body representing over 40 independent survey research companies worldwide. Additionally, our Digital Analytics team launched two new interactive dashboards: the State Bank Payment Systems in Pakistan and the PBS Pakistan Trade Statistics Dashboard. These tools provide valuable insights into export statistics, helping stakeholders analyze data trends effectively.

Thank you for your continued interest and support. We look forward to keeping you informed with our latest findings and analyses.

Best regards,

Zainab Khan

Assistant Manager Research

Gallup Pakistan

MAY RELEASES

In May, 2024, Gallup Pakistan released:

20

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: 53rd 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.](#)

NEWSPAPER CONTENT ANALYSIS – FEBRUARY 2024

According to a Monthly Newspaper Content Analysis Research Study conducted by Gallup & Gilani Pakistan, under the supervision of Executive Director Bilal I. Gilani, the main issues under discussion during February (2024) in the mainstream media belonged to the categories ‘Politics’, ‘International’, and ‘Economy.’



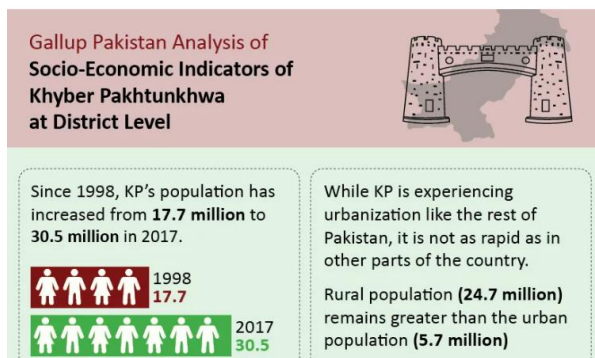
[Access here.](#)

05

BIG DATA ANALYSIS PRESS RELEASES

The datasets analyzed in these comprehensive reports included:

- “Fruits, Vegetables and Condiments Statistics of Pakistan, 2022-23” by the Economic Wing at the Ministry of National Food Security and Research (MNFS&R), and the Household Integrated Economic Survey 2018-19 data by the Pakistan Bureau of Statistics (PBS) ([Access here](#)).
- Socio Economic Indicators of KP at District Level 2024 ([Access here](#)).



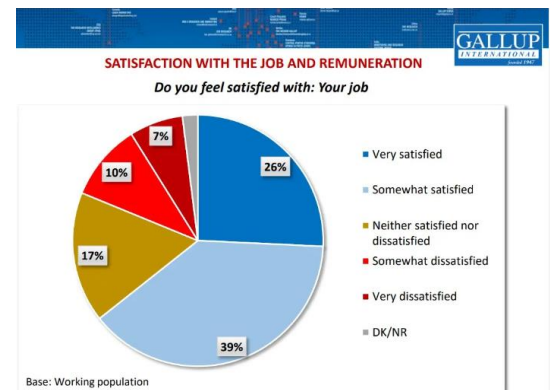
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GALLUP INTERNATIONAL ASSOCIATION & WIN PRESS RELEASES

- WIN International, the world's leading association in market research and polling has published the Annual WIN World Survey (WWS) 2024 exploring the views and beliefs

expressed in 33,866 surveys worldwide in 39 countries across the globe. WIN has released the latest results of the survey to uncover the findings, any improvements, or developments, made globally giving a nuanced picture of global financial comfort amidst the backdrop of rising living costs. ([Access here](#))

- The Gallup International End of Year Survey (EoY) is an annual tradition, conducted every year since 1977. This year it was carried out in 45 countries around the world and looked at satisfaction with the job and remuneration, among other things. ([Access here](#))



GALLUP IN PRESS AND WEB

Bilal Gilani, Executive Director Gallup Pakistan, joins the Board of Gallup International Association

Gallup International Association represents over 40 independent survey research companies from across the world. The other board members (from left to right) Johnny Heald from UK, Arwa Daghir from Iraq, Mr. Torbjorn Sjostrom from Sweden, Dr. Ani Lordkipanidze from Georgia, Michael Nitzche from Austria, Kancho Stoychev from Bulgaria, and Mr. Luis Cardona from Spain.



DASHBOARD LAUNCH

The Gallup Pakistan Digital Analytics team launched two new dashboards that on the Gallup Pakistan Digital Analytics website ([Access here](#)). The intuitively designed interactive dashboards make it easier to analyze data, trends, and patterns.

1. State Bank Payment Systems in Pakistan



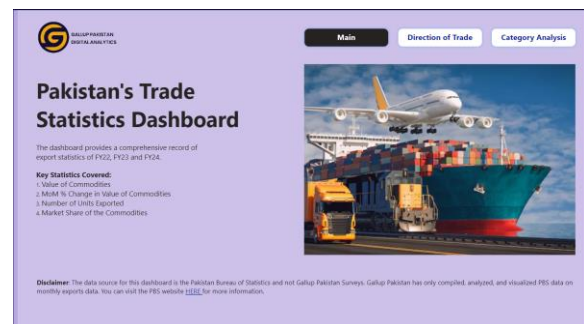
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2. PBS Pakistan Trade Statistics Dashboard

The dashboard provides a comprehensive record of export statistics of FY22, FY23 and FY 2024.

Key Statistics Covered:

- Value of commodities
- MoM % change in value of commodities
- Number of units exported
- Market share of the commodities



[Access here.](#)

FAQs

Why use random sampling?

Pollsters have a joke: If you don't believe in random sampling, next time you go to the doctor for a blood test, have him take it all.

You get the point. It only takes a tiny drop of blood, randomly drawn from the body, to test for cholesterol. And it doesn't matter how big the donor is - a mouse, a man, Godzilla. Go even bigger: Imagine someone the size of Mars. No matter. A single drop is still enough to complete the test.

Or imagine a big bowl full of red and yellow jelly beans. You don't have to count them all to know the correct proportion. Just close your eyes, stir thoroughly and pull out a random sample - say, a hundred of them. The share of red to yellow jelly beans in the sample will closely represent the color distribution of all those in the bowl. And it doesn't matter if the bowl fits on your kitchen table, or if it's the size of Yankee Stadium.

Of course, sampling's not perfect. (What is?) A statistical formula produces a margin of error, telling us how close to the full population we can expect the sample to take us. Generally speaking, the larger the random sample, the smaller the sampling error.

KNOW YOUR PAKISTAN

1. A Pakistani family holds the Guinness World Record for most coincident birthdays. The Mangi family has nine members, including two parents and seven children. All of them share the same birthday as they were all born on August 1st!
2. Justice Muhammad Ilyas, a student from Gujrat, Punjab, graduated from Zamindar College in 1948, at 17 years of age. Later on, he passed the Judicial examination to become a civil judge when he was just 20 years old! His name is also recorded in the Guinness World Records as the youngest civil judge in the world.
3. Tharparkar Desert, the 18th largest desert in the world, located in the Sindh province in Pakistan is the only desert where plants can grow! It is because the desert has a wet season between July and September during which the rainfall allows many herbs to grow and thrive. Around 89 indigenous plant species grow in the Tharparkar desert.
4. Basit and Amjad Farooq Alvi, two Pakistani brothers from Lahore, wrote the code for the first IBM PC virus, named Brain, in 1986. Both the brothers were only 17 and 24 years old!
5. It is estimated that Pakistan has over 7,253 glaciers at the moment. Because of this number, Pakistan is one of the most glaciated countries outside the polar regions. Most of these glaciers are located in the northern part of the country

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Contact Details:

Email: isb@gallup.com.pk