

GALLUP PAKISTAN

MONTHLY ROUND-UP

06 / 2024

JUNE

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EDITOR'S NOTE

Dear Readers,

June 2024 has been a busy month for Gallup Pakistan, and we're excited to share our latest updates and insights with you.

We released 17 daily polls covering themes such as Current Affairs, Politics, Media, Economy, and Social Behavior. These polls were based on responses from a nationally representative sample across Pakistan, providing a broad view of public opinion.

In the 53rd edition of the FinDev Cyberletter, we shared the latest global developments in the financial industry, focusing on Financial Inclusion and Digital Financial Services. The 12th edition of our Health Cyberletter offered insights under-five child mortality rate in Pakistan, presenting a detailed look at the vital indicator of a nation's overall health and well-being, reflecting the effectiveness of healthcare systems, socio-economic conditions, and public health policies.

Our March 2024 Newspaper Content Analysis revealed that Politics, Economy, and International issues were the main topics of discussion in the mainstream media. This analysis helps us understand the media's focus and the issues that matter most to the public.

We released seven big data analysis reports this month. These reports covered various topics, including statistics on fruits, vegetables, and condiments from the Economic Wing at the Ministry of National Food Security and Research, socio-economic indicators of KP at the district level, mobile phone usage for video games, and gendered experiences in Pakistan based on the WIN World Survey.

We are pleased to announce the launch of a new dashboard titled "Schengen Visa Issuance Statistics" on the Gallup Pakistan Digital Analytics website. This interactive dashboard allows users to easily analyze data, trends, and patterns related to Schengen visa issuance.

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

Best regards,

Zainab Khan

Assistant Manager Research

Gallup Pakistan

JUNE RELEASES

In June, 2024, Gallup Pakistan released:

17

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.

FINDEV CYBERLETTER

COMPILED & DESIGNED BY NIHA NAZAR, RESEARCH EXECUTIVE AT GALLUP PAKISTAN

54TH EDITION

[Access here.](#)

NEWSPAPER CONTENT ANALYSIS – MARCH 2024

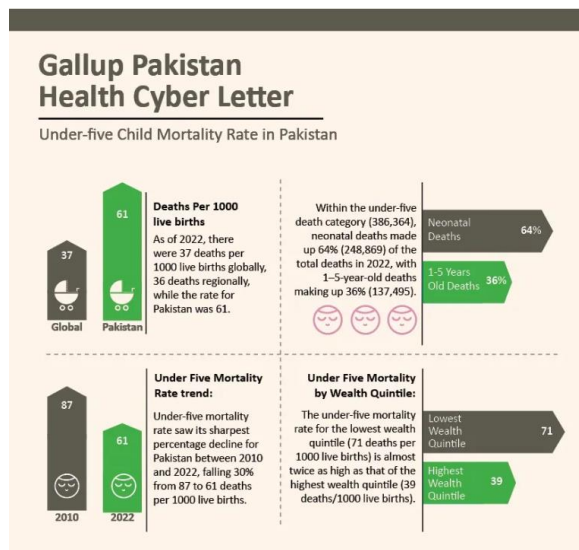
According to a Monthly Newspaper Content Analysis Research Study conducted by Gallup & Gilani Pakistan, the main issues under discussion during March (2024) in the mainstream media belonged to the categories 'Politics', 'Economy', and 'International.'



[Access here.](#)

HEALTH CYBERLETTER: 12th Edition

In this issue, we turn our attention to a critical aspect of public health: the under-five child mortality rate in Pakistan. This metric is a vital indicator of a nation's overall health and well-being, reflecting the effectiveness of healthcare systems, socio-economic conditions, and public health policies.



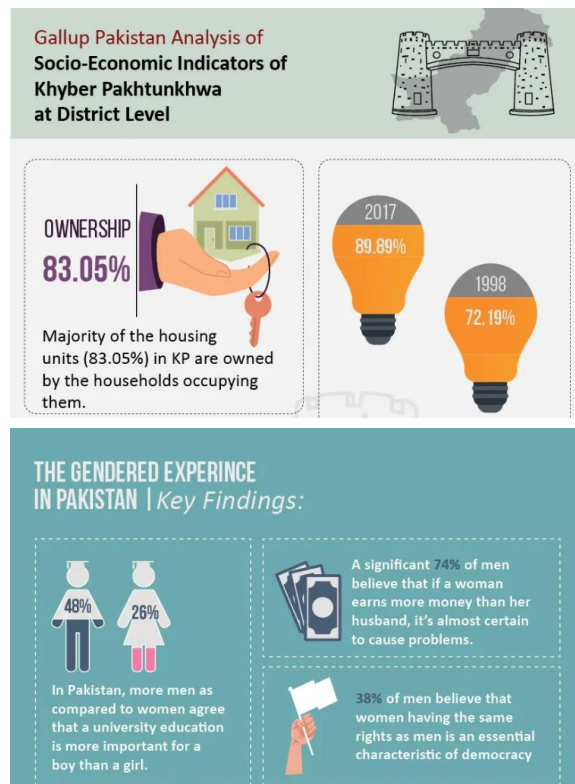
[Access here.](#)

07

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](#)).
- Gallup Pakistan data on Usage of Mobile Phones for Video Games ([Access here](#)).
- WIN World Survey statistics on the Gendered Experience in Pakistan ([Access here](#)).



03

WEEKEND READ EDITIONS

Written by Gulrukhsar Mujahid, the Weekend Read series is where contextual analysis meets data to create compelling pieces of writing.



([Access here](#)).

DAWN
TODAY'S PAPER | JULY 08, 2024

From the Newspaper | Published June 28, 2024

According to the Pakistan Medical and Dental Council (PMDC), the country has produced 200,000 doctors since the independence. The data from the Bureau of Emigration and Overseas Employment shows that 30,000 doctors have left Pakistan since 1970. On an average, 1,000 doctors settle abroad every year. As per the Labour Force Survey 2020-21 by Gallup, 36,000 female doctors are either jobless or have chosen not to serve.



ملکی ترقی میں خواتین کا کردار

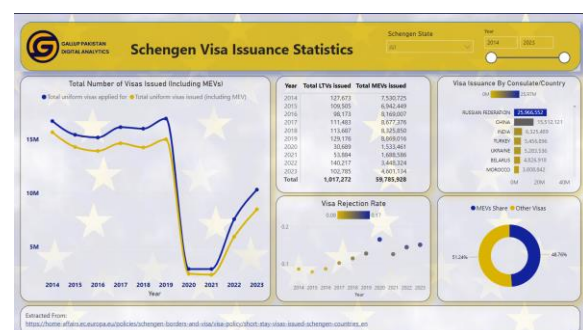
Associated Press
of Pakistan
DIGITAL

[Home](#) » [Features](#) » [Digital Dilemma: Reading habits faded away in tech-savvy world](#)

The recent survey of Gallup and Gillani Foundation Pakistan has revealed that about 75% of the students in the country are not reading any book which signifies that three out four students has never read a book at all except probably the university or college of school textbooks for passing their examination.

The Gallup Pakistan Digital Analytics team launched a dashboard titled “Schengen Visa Issuance Statistics on the Gallup Pakistan Digital Analytics website ([Access here](#)).

The intuitively designed interactive dashboard make it easier to analyze data, trends, and patterns.



FAQs

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

1. 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.
2. One least known fact about the glaciers of Pakistan is that it includes some of the world's longest glaciers outside the polar regions. The Baltoro Glacier, which runs 63 km long, is the fifth-longest glacier in the world.
3. The Godwin-Austen glacier is located in the Gilgit Baltistan region of Pakistan. This glacier is close to K2 and can be reached via the Balti town of Skardu. Godwin-Austen glacier received its name from its early explorer Henry Haversham Godwin-Austin. This glacier was named after him to honor the contribution of Godwin-Austin in discovering it.
4. Some glaciers in Pakistan appear not to be shrinking. In fact, they appear to be growing. This paradoxical phenomenon has come to be called "The Karakoram Anomaly" by researchers. Regardless of their apparent stability, the glaciers of Pakistan are still threatened by climate change.
5. Ranikot Fort, also known as the Great Wall of Sindh, boasts an impressive wall length of approximately 27 kilometers (17 miles). Located in the Jamshoro District of Sindh province, Pakistan, Ranikot Fort is one of the largest forts in the world by circumference. The fort's massive wall, constructed primarily of stone and clay bricks, encircles an area of approximately 26 square kilometers (10 square miles), making it one of the most expansive defensive structures ever built.

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