

GALLUP PAKISTAN

MONTHLY ROUND-UP

07 / 2024

JULY

TABLE OF CONTENTS

Editor's Note	3
July Releases	4
Summer Internship	7
Gallup in Press and Web	8
FAQs	10
Know Your Pakistan	11

EDITOR'S NOTE

Dear Readers,

July 2024 has been an exciting month for Gallup Pakistan, and we're excited to share our latest updates and insights with you.

We released 21 daily polls covering themes such as Economy, International, Social Behavior, Society and Crime, and Social/Future Perspectives. These polls were based on responses from a nationally representative sample across Pakistan, providing a broad view of public opinion.

In the 55th edition of the FinDev Cyberletter, we shared the latest global developments in the financial industry, focusing on Financial Inclusion and Digital Financial Services, where efforts are being undertaken by both private and government sectors. The 13th edition of our Health Cyberletter examined pneumonia and lower respiratory infections in Pakistan, which remain leading causes of death among children under five in the country.

We released 2 quarterly releases this month. The Business Confidence Index Q2 2024 offered key insights into the sentiments of the business community in Pakistan for the second quarter of 2024, serving as a crucial barometer for stakeholders. This Index got extensive national media coverage as well. The Consumer Confidence Index Q3 FY 2023-24, a leading indicator for household consumption and saving, was published in collaboration with Dun & Bradstreet.

Eleven big data analysis reports were released this month. These reports covered various topics, such as motorcycle registrations, performance of Pakistan's ports, and railway passengers based on Pakistan Economic Survey 2023-24, maternal health statistics from the National Institute of Population Studies Dashboard, and religion, education, language, and sources of cooking based on the Provincial Census Report Punjab 2017.

We are pleased to announce the launch of a new dashboard titled "Pakistan Emigrants" on the Gallup Pakistan Digital Analytics website. This interactive dashboard allows users to easily analyze data, trends, and patterns related to Pakistani emigration.

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

Best regards,

Ayman Fuad

Research Executive

Gallup Pakistan

JULY RELEASES

In July 2024, Gallup Pakistan released:

21

DAILY POLLS

Across the themes of Economy, International, Social Behavior, Society and Crime, and Social/Future Perspectives.

Responses were recorded from a nationally representative sample across Pakistan.



[Access here.](#)

FINDEV CYBERLETTER: 55th 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. Among other topics, this edition focused on empowering women's SMEs, the 60% financial inclusion rate reached by the SBP, and NayaPay's partnership with AliPay+ for consumer-friendly zones program in China.



[Access here.](#)

HEALTH CYBERLETTER: 13th Edition

In this issue of the Health Cyberletter, we turn our attention to a critical public health concern: pneumonia and lower respiratory infections, which remain leading causes of death among children under five in Pakistan. This metric relates to the mortality rate of Pakistan as well, as prevention of these diseases through vaccinations will decrease the mortality rate.



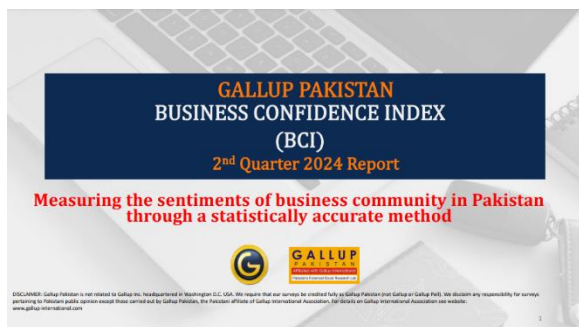
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QUARTERLY RELEASES

BUSINESS CONFIDENCE INDEX Q2 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 second quarter of 2024, with around 454 businesses across Pakistan.



[Access here.](#)

CONSUMER CONFIDENCE INDEX Q3 FY2023-24

The Consumer Confidence Index (CCI Index) is a globally recognized instrument that serves as a leading indicator for household consumption and saving, which in turn is a key driver of overall economic activity in the country. Dun & Bradstreet and Gallup have collaborated to publish a quarterly report, based on a survey conducted in March 2024.



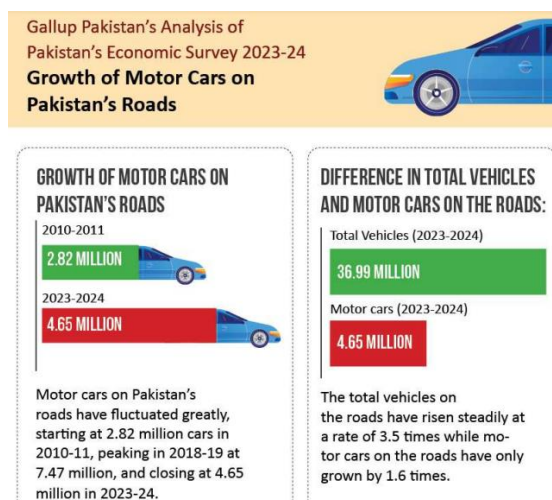
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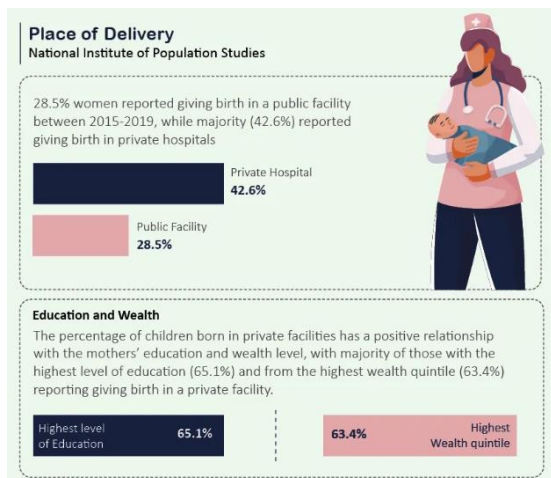
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BIG DATA ANALYSIS PRESS RELEASES

The datasets analyzed in these comprehensive reports included:

- The Pakistan Economic Survey 2023-24 shared by the Finance Ministry of the Government of Pakistan ([Access here](#)).
- National Institute of Population Studies Dashboard ([Access here](#)).
- Provincial Census Report Punjab 2017 ([Access here](#)).

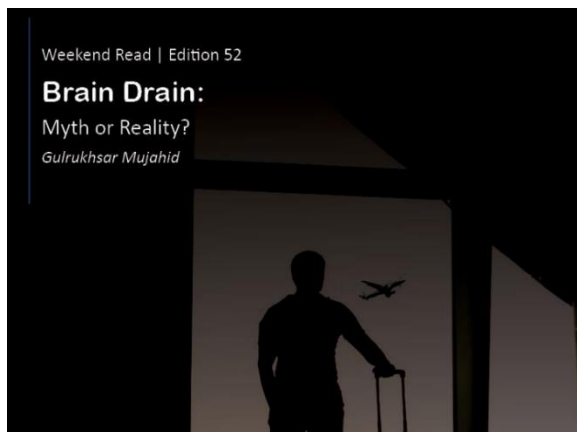




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WEEKEND READ EDITIONS

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



[Access here.](#)

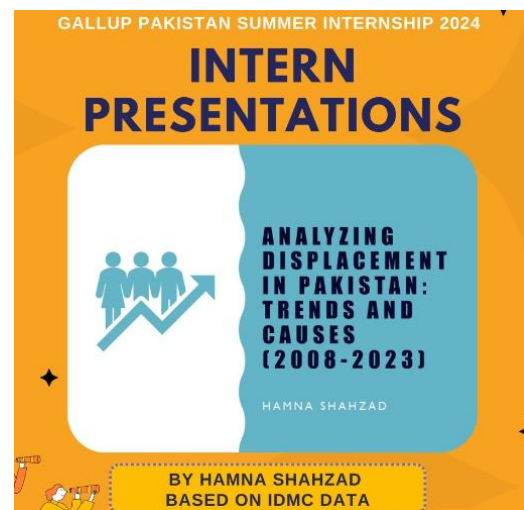
SUMMER INTERNSHIP

Gallup Pakistan's summer internship onboarded 3 interns for the month of July. These interns attended a series of enlightening guest speaker sessions from professionals in the field who not only reflected on their experiences, but also coached the interns in what a career in research can look like.

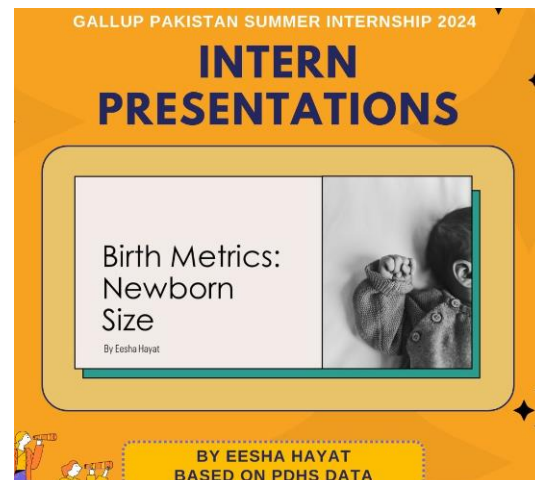
The guest speaker sessions started with Dr. Ijaz Gilani, who shared his wisdom in pioneering the field of opinion polling in Pakistan and establishing Gallup Pakistan. Other guest speakers included Mohsin Muslim, Dr. Sara Gilani, Mishalle Kayani, Irfan Ahmed, and Fatima Aamir.



As the internship progressed, interns also presented their analysis of both publicly available government data, as well as data collected by Gallup Pakistan. Topics varied from analyzing 'Women in Decision-Making' to 'Mapping Digital Access' and 'Analyzing displacement in Pakistan'.



The second set of intern presentations covered topics on 'Birth Metrics: Newborn Size', 'Analyzing Higher Education Statistics in Pakistan', and a dashboard on 'Pakistan Emigrants'.



GALLUP IN PRESS AND WEB

The Business Confidence Index Report got extensive coverage across print and digital media, gaining traction for its in-depth insights

DAWN

6-PAPER | JULY 26, 2024

Shehbaz dispensation seen worse economic manager

The Newspaper's Staff Reporter | Published July 26, 2024 | Updated about 2 hours ago

INTERNATIONAL
THE NEWS

Shehbaz govt criticised in Gallup business confidence poll

Score for current business situation, future business situation and direction of country declined by four to 10%

By Our Correspondent | July 26, 2024

THE EXPRESS
TRIBUNE

Today's Paper | July 26, 2024

Business pessimism grows under 'worse' govt

Gallup survey reveals rising concerns over inflation, tax-heavy budget

GOHAR ALI KHAN | July 26, 2024 |



Profit

HEADLINES | July 25, 2024

Business owners grill govt over economic mismanagement resulting in rising inflation

Shehbaz Sharif's govt termed 'worse' manager of economy, according to Gallup survey

By News Desk

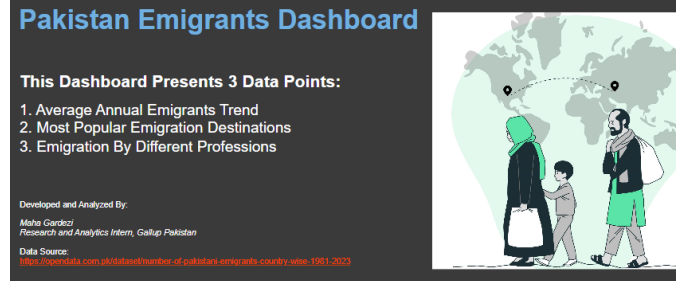


گیلپ پاکستان، بزنس کانفیڈینس انڈیکس 2024 کی
دوسری سہ ماہی رپورٹ

آج کا اخبار | اہم خبریں | 26 جولائی، 2024

Indian Elections Result discussion by the Black Hole – Dr Bilal Gilani as a discussant

The Black Hole organized a panel discussion on the Indian election results. The discussion revolved around what the incumbent BJP's victory in these elections would mean in regards to India's regional and international relations.



DASHBOARD LAUNCH

Maha Gardezi, a summer intern at Gallup Pakistan, designed and presented a dashboard titled “Pakistan Emigrants”. It has been published on the Gallup Pakistan Digital Analytics website ([Access here](#)).

The interactive dashboard presents 3 data points: average annual emigrants’ trend, most popular emigration destinations, emigration by different professions.

FAQs

Why Similar Polls Find Different Results

Sampling error is the least likely source of differences in polls - question wording, question order, the poll's timing and data interpretation are more often at play.

Polls agree far more often than they disagree: Differently worded questions on the same subject usually get about the same results, so long as they've been asked in a neutral, balanced and fair way, and important developments haven't intervened.

Nonetheless, in a poll as in any interview, you only get answers to the questions you've asked. Use loaded words, leave out an important element, or include biased information, and you can get different answers. Remember, too, that no single poll represents the final word on any subject. When honest polls on the same subject do differ, that's not contradiction; it's additional information, from which we can learn more.

The danger in polling - as in any news reporting - is in asking leading questions or producing slanted analysis. That's why we Gallup Pakistan conduct our own polls, rather than relying on possibly biased surveys that may be sponsored by groups with an interest in the outcome.

We also publicly release our full questionnaires and findings. You're welcome to read them, check out exactly what we've asked and compare the results to our conclusions.

KNOW YOUR PAKISTAN

1. The Kalash Valley in the Chitral district is home to the unique Kalash people, who have their own distinct culture, language, and traditions. Their origins are a mystery, and some believe they are descendants of Alexander the Great's army.
2. Pakistan has numerous lesser-known Buddhist archaeological sites beyond the famous Taxila. For instance, the remains of the Takht-i-Bahi monastery complex in Khyber Pakhtunkhwa and the Manshara Rock Edicts, which date back to the 3rd century BCE, are significant yet not widely recognized.
3. The Katas Raj Temples in Punjab are connected to an ancient Hindu legend involving a direct link to the Lonar Lake in India. According to the legend, the lake was created by the tears of Shiva, which also formed the pond at Katas Raj.
4. The Shandur Polo Ground, located at 3,700 meters (12,139 feet) above sea level in the Gilgit-Baltistan region, is the highest polo ground in the world. Every year, it hosts the Shandur Polo Festival, attracting players and spectators from around the world.
5. While many know of the Cholistan and Thar deserts, few are aware of the white desert in the Tharparkar district. This unique landscape, with its white sand dunes, offers a different kind of desert experience and is particularly stunning under the moonlight.

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

Contact Details:

Email: isb@gallup.com.pk