

GALLUP PAKISTAN

MONTHLY ROUND-UP

08/2024

AUGUST

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EDITOR'S NOTE

Dear Readers,

August 2024 has been another busy 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 Politics, Social Behavior, Consumer, and Demographics. These polls were based on responses from a nationally representative sample across Pakistan, providing a broad view of public opinion. We also released 2 history polls on the topic of the Eid al Adha sacrifice.

In the 56th edition of the FinDev Cyberletter, we focused on how financial inclusion can be strengthened in Pakistan through global partnerships and innovations. The 14th edition of our Health Cyberletter examined climate change and mortality rates in Pakistan, as public health and development deteriorates under the pressure of steadily rising temperatures across the globe.

The second cohort of our summer internship successfully ended in August. The Gilani Research Foundation interns onboarded 6 interns from diverse backgrounds such as Statistics and Media Studies, and worked on various research and data analysis projects.

Five big data analysis reports were released this month. These reports covered various topics, such as infant deaths, maternal mortality rates and causes in Pakistan, life expectancy trends across the country, production and consumption patterns of common fruits and vegetables in Pakistan from the past five years, and a comparative analysis of mother tongues in Pakistan using Census data from 1998, 2017, and 2023. Further, two talk show content analysis reports were released, based on the top 10 programmes from the months of May 2024 and June 2024.

Executive Director Bilal Gilani was re-instated as a Board Member of the Gallup International Association. Bilal Gilani also contributed two insightful articles to 'The News', studying different aspects of Pakistan's development. Chairman Dr Ijaz Gilani shared his knowledge at Karachi University by visiting and speaking at various departments. Two new dashboards were released, which analyzed Canada's and UK's Global Visa Issuance trends respectively.

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

AUGUST RELEASES

In August 2024, Gallup Pakistan released:

21

DAILY POLLS

Across the themes of Politics, Social Behavior, Consumer, and Demographics.

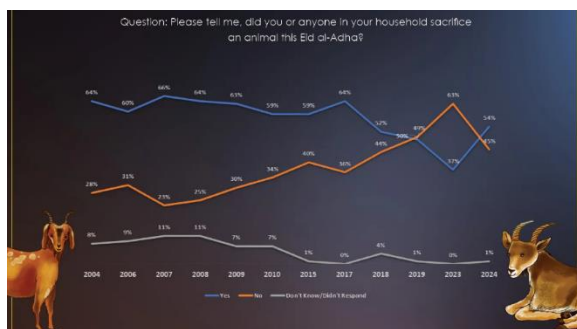
Responses were recorded from a nationally representative sample across Pakistan.



[Access here.](#)

HISTORY POLLS

2 history polls were released on the topic of sacrifice on Eid al-Adha, using data recorded from a nationally representative sample across Pakistan.



[Access here.](#)

FINDEV CYBERLETTER: 56th Edition

In the FinDev Cyberletter, we focused on how financial inclusion can be strengthened in Pakistan through global partnerships and innovations. Among other topics, this edition focused on Oraan's meeting with Bill Gates, JazzCash initiatives working towards financial inclusion, and plans for Raast going global.

Findev Cyberletter

56TH EDITION



Compiled and designed by Ayesha Sarfraz, MTO at Gallup Pakistan

[Access here.](#)

HEALTH CYBER LETTER: 14th Edition

In this issue of the Health Cyber Letter, we address the severe and escalating impacts of climate change on human health and development, with a particular focus on Pakistan's vulnerability. Pakistan is among the most climate-affected nations, experiencing extreme weather events like heatwaves, floods, and droughts that severely impact public health and economic stability.

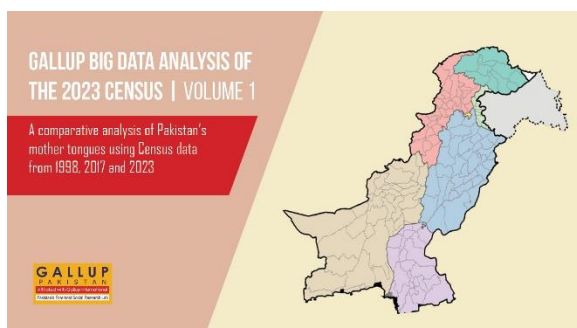
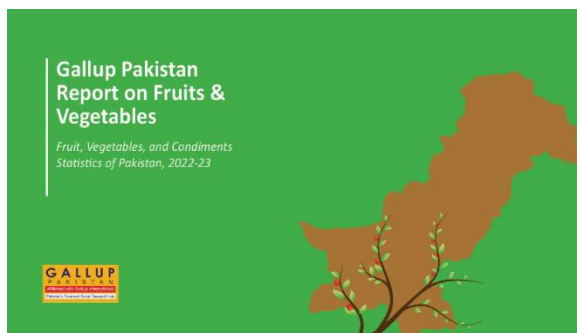


[Access here.](#)

5

BIG DATA ANALYSIS PRESS RELEASES

- A Comparative Analysis of Pakistan's Mother Tongues using Census data from 1998, 2017 and 2023 ([Access here](#)).
- Life Expectancy, using data from the Global Burden of Disease 2019 ([Access here](#)).
- Maternal Mortality, using data from the Global Burden of Disease 2024 ([Access here](#)).
- Life Tables for Pakistan, using data from the National Institute of Population Studies ([Access here](#)).
- Gallup Pakistan Report on Fruits & Vegetables, using data from the Ministry of National Food Security & Research, and the Household Integrated Economic Surveys (HIES) data from 2018-19, by the Pakistan Bureau of Statistics ([Access here](#)).



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TALK SHOW CONTENT ANALYSES

The talk show content analysis reports were each based on the top 10 programmes and covered the months of May 2024 ([Access here](#)) and June 2024 ([Access here](#)). Most of the topics discussed in these programmes were related to Politics or the Economy.



SUMMER INTERNSHIP COHORT 2

The second cohort of Gallup Pakistan's Summer Internship Program 2024 has concluded after a successful run, and the program has now come to a close with the end of August, 2024. For this second cohort, the Gilani Research Foundation onboarded 6 interns for six weeks.

The students were from diverse backgrounds of Statistics and Media Studies. They were very enthusiastic to learn and excel in their fields.

They worked on Data Analysis on SPSS and its representation on Tableau Dashboards. They also worked on Press Releases and Tagging polls on the website.

We are pleased to have had these eager, talented young researchers onboard and wish them the best of luck for their future aspirations!



GALLUP IN PRESS AND WEB

Glass Half Full – Article by Bilal Gilani in The News

In an insightful article, Bilal and Umer Gilani argue that Pakistan is glass half full, highlighting significant progress on various development indicators.

Glass half full

Bilal Ijaz Gilani & Umer Ijaz Gilani | Political Economy | August 11, 2024

What Pakistan has achieved over decades



[Access here](#)

Pakistan: withering or blooming? – Article by Bilal Gilani

In another fascinating piece published in The News, Bilal Gilani argues that Pakistan's current period of questioning and debate reflects the maturity of the nation.

Opinion

Pakistan: withering or blooming?

These classes of Pakistanis reflect current social cleavages in Pakistan that play out in all streams of life

By Bilal I Gilani | August 23, 2024



[Access here](#)

Bilal Gilani, Executive Director Gallup Pakistan, is re-instated on the Board of Gallup International Association

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



Dr Ijaz Gilani spent a busy day at Karachi University visiting and speaking at different departments

Dr Ijaz Gilani, Chairman of Gallup Pakistan, spent some time at Karachi University visiting and speaking at various departments such as the Applied Economics Research Centre, Public Administration Department, the Institute of Environmental Studies, and the Pakistan Study Centre, among others.

Pakistan Study Center



Department of Public Administration



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DASHBOARDS LAUNCHED

Two new dashboards were launched; the Canada Global Visa Issuance Statistics includes data from January 2015 to March 2024, and covers yearly and quarterly visa issuance trends, top immigrant countries, and issuances by different visa types.



[Access here](#)

The second dashboard, called the UK Global Visa Issuance Analysis, has updated data till March 2024. It covers issuance trend analysis, visa type analysis, and refusal rate analysis.



[Access here](#)

FAQs

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 predetermined 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 one of the largest producers of cotton in the world, ranking among the top five globally. The country's cotton is known for its high quality, and it forms the backbone of Pakistan's textile industry, which is a significant contributor to the national economy.
2. Pakistan is home to a rich tradition of handloom weaving, with each region having its own distinctive styles. Some famous weaves include Ajrak from Sindh, known for its intricate block printing and deep colors, and Khaddar from Punjab, a handwoven fabric that is popular for its durability and comfort.
3. The northern regions of Pakistan, particularly in areas like Kashmir and Gilgit-Baltistan, are famous for their high-quality pashmina and woolen products. Pashmina shawls, known for their softness and warmth, are crafted from the fine wool of Himalayan goats and are highly prized both locally and internationally.
4. The history of textiles in Pakistan dates back thousands of years to the Indus Valley Civilization, where archaeologists have found evidence of advanced weaving techniques and dyed fabrics. The ancient city of Mohenjo-Daro was a hub of textile production, showcasing the long-standing textile tradition in the region.
5. Pakistan's textile industry is a major player in the global market, accounting for about 60% of the country's total exports. Pakistani textiles, including bed linens, garments, and towels, are exported to numerous countries worldwide, with major markets including the United States, Europe, and China. The industry employs millions of people, making it a crucial sector for the country's economy.

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