

GALLUP PAKISTAN

MONTHLY ROUND-UP

09/2024

SEPTEMBER

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EDITOR'S NOTE

Dear Readers,

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

We released 20 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 4 history polls on the topic of the Eid al Adha sacrifice.

In the 57th edition of the FinDev cyber letter, focused on paving the path to a cashless future, and financial inclusion through women's empowerment and economic interventions. In the 58th edition of the Newspaper Content Analysis it was found that the main issues under discussion during April 2024 in the mainstream media belonged to the categories 'Politics', 'International', and 'Economy.'

Four reports were released during September as part of the Big Data Analysis series. These reports covered two main themes, the first being education – delving into literacy rates and out of school children – based on data collected for the Population and Housing Census of 2023. The second series introduced readers to the Mouza Census of 2020 and focused on the agricultural output of mouzas across the country. The global report and press release on technology by WIN World Survey were also released on Gallup Pakistan platforms.

Gallup Pakistan also conducted a comprehensive study on internet usage and service disruptions across the country, publishing its findings in a report titled “The Digital Divide: Internet Usage and Disruptions in Pakistan”, with an adjoining press release.

Four dashboards were released and updated on the Gallup Pakistan Digital Analytics website; these dashboards analyze a variety of topics such as the US Presidential Elections, the US presidential Election polls, the National Budget allocation for 2024-25, as well as the Canada Global visa Issuance. Additionally, four updates were also released from the Flight Dashboard, covering the weekly trends recorded in August 2024,

Executive Director Bilal Gilani went on air at Hum TV to discuss social behaviors amongst Pakistanis pertaining social media and experiences of citizens using digital platforms, while Bol TV discussed the views and experiences of Pakistanis on marriage, and expenses on matrimonial ceremonies.

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

Best regards,

Rojah Sheikh
Assistant Manager Research
Gallup Pakistan

SEPTEMBER RELEASES

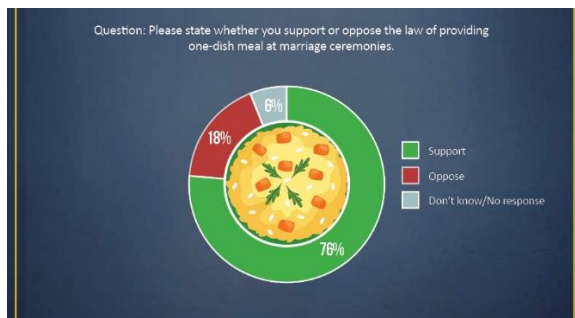
In September 2024, Gallup Pakistan released:

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DAILY POLLS

Across the themes of Politics, Social Behavior, Consumer, and Demographics. Responses were recorded from a nationally representative sample across Pakistan.

[Access here.](#)

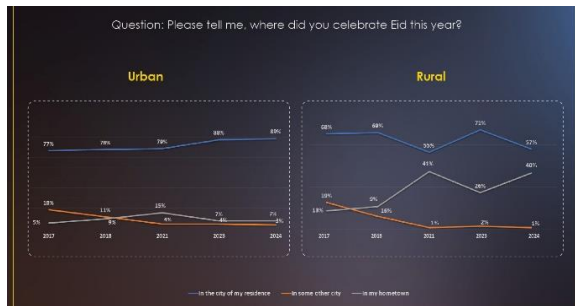


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HISTORY POLLS

During this month history polls focused on the topic of sacrifice on Eid al-Adha, using trend data recorded from a nationally representative sample across Pakistan.

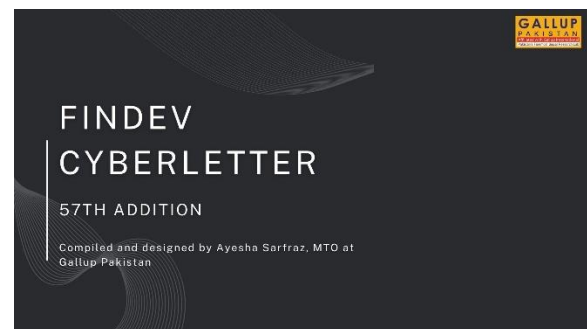
[Access here.](#)



FINDEV CYBERLETTER: 57th 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 paving the path to a cashless future, financial inclusion through women's empowerment, and economic interventions.

[Access here.](#)



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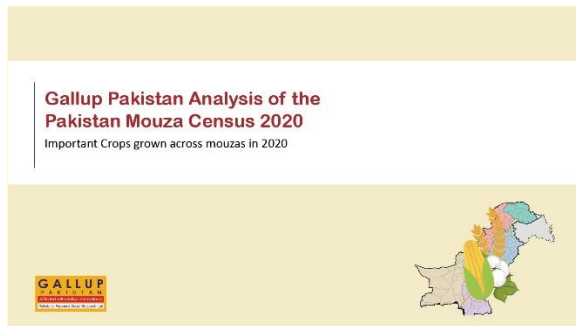
BIG DATA ANALYSIS PRESS RELEASES

- Literacy Rate in Pakistan, using Census 2023 data ([Access here](#))
- Out of School Children in Pakistan, using Census 2023 data ([Access here](#))



SEPTEMBER RELEASES

- An Overview of the Mouza Census 2020 ([Access here](#))
- Important Crops grown across Mouzas in Pakistan, using Mouza Census 2020 data ([Access here](#))



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WIN WORLD SURVEY RELEASES

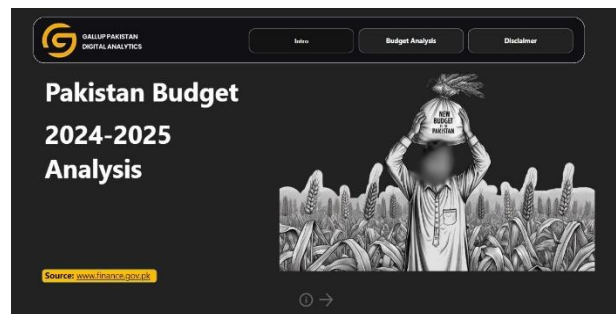
- WIN World Survey 2023 Global Report on Technology ([Access here](#))
- Understanding Digital Concerns – WWS 2023 Global Press Release on Technology data ([Access here](#))



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NEW & UPDATED DASHBOARD LAUNCHED

- US presidential election Polls ([Access here](#))
- Pakistan Budget 2024-2025 Analysis ([Access here](#))



- Canada Global Visa Issuance Analysis ([Access here](#))
- State Bank of Pakistan Payment Systems Dashboard – Updated ([Access here](#))

FLIGHT DASHBOARD

Four updates for weekly trends observed in August 2024 were released by Gallup Pakistan using Civil Aviation Authority (CAA) data.



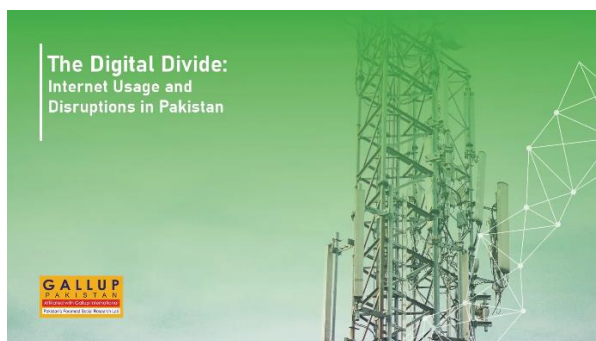
SEPTEMBER RELEASES

THE DIGITAL DIVIDE: Internet Usage and Disruptions in Pakistan

Gallup Pakistan has conducted a comprehensive study on internet usage and service disruptions across the country. The survey, conducted with a diverse and representative sample of the Pakistani population, reveals usage statistics across different demographics, and highlights the challenges faced by users—especially freelancers—due to disruptions in internet services in the country.

Access the full report [here](#).

Access the full press release [here](#).



NEWSPAPER CONTENT ANALYSIS REPORT: 58th Edition

An analysis of the content of **12** national newspapers consisting of a total of **2,324** opinion articles/columns written by various columnists for April 2024. This is part of Gallup & Gilani Pakistan Media Research Division's initiative to empirically understand opinion leaders' views on national issues.

[Access here.](#)



GALLUP IN PRESS AND WEB

Pakistanis feel overwhelmed using social media, Executive Director Bilal Ijaz Gilani discusses on Hum News

In a recent survey conducted by Gallup & Gilani Pakistan it was found that 31% of Pakistanis felt their lives were overwhelmed by social media, this was still considerably lower than the global average of 49.7%. Gallup's Pakistan's Executive Director was invited by Hum News to further discuss these findings and the implications of these for the Pakistani society

Watch the interview [here](#).



اگنیس فیصد پاکستانی سوشل میڈیا کے اثرات سے پریشان... کیا سوشل میڈیا کا مڑھتا استعمال ہمیں تنہا کر رہا ہے؟ #HumNews #SubahSayAgay #morningshow

Pakistanis believe that wedding ceremonies garner unnecessary expenses, Gallup & Gilani findings discussed on Bol News

A significant majority (75%) of Pakistanis expressed that they felt that their countrymen and women waste a lot of money on wedding ceremonies. Higher proportions of women and urban residents were in agreement with this view. Bol TV discussed these findings and more pertaining to marriage from Gallup & Gilani Pakistan's recent survey.

Watch the discussion [here](#).



FAQs

Why do 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. Agriculture is a major contributor to Pakistan's economy, accounting for about 19-20% of the national GDP. This sector employs roughly 39% of the labor force, making it critical for economic stability and food security in the country.

Source: Pakistan Economic Survey 2022-23, Ministry of Finance, Government of Pakistan.

2. Pakistan produces a variety of crops, with major ones including wheat, rice, cotton, and sugarcane. Wheat is the staple food and the most widely grown crop, while Pakistan ranks among the top producers of rice and cotton globally.

Source: FAO (Food and Agriculture Organization), "Pakistan at a glance," 2023.

3. Agriculture in Pakistan is highly dependent on the Indus River, which supplies about 90% of irrigation water. However, the country faces severe water scarcity, with climate change and outdated irrigation practices exacerbating water stress, impacting crop yields and rural livelihoods.

Source: World Bank, "Pakistan's Water Economy: Running Dry," 2021.

4. A significant portion of Pakistan's agricultural land is managed by smallholders, with approximately 86% of farmers owning less than 12.5 acres of land. This fragmentation limits economies of scale and access to modern technology, impacting productivity.

Source: Pakistan Bureau of Statistics, Agricultural Census 2020.

5. Agricultural exports, particularly rice and cotton textiles, contribute significantly to Pakistan's foreign exchange earnings. Rice exports alone amounted to around \$2.5 billion in the fiscal year 2021-22, with cotton and related textile products making up the largest export segment.

Source: Pakistan Economic Survey 2021-22, Ministry of Finance, Government of Pakistan.

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