

GALLUP PAKISTAN

**MONTHLY
ROUND-UP**

10/2024

OCTOBER

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EDITOR'S NOTE

Dear Readers,

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

We released 22 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 covering topics like milk consumption, governance systems, institutional performance, and national pride.

The 58th edition of the FinDev Cyber Letter focused on wider fintech developments, exploring the latest trends and innovations shaping the financial technology landscape.

Three reports were released in October as part of the Big Data Analysis series. The first report focused on the gender gap in school attendance, utilizing data from the Census 2023. The second report explored the other crops grown across Mouzas, based on the Mouza Census 2020 data. The third report also examined important irrigation and water course improvement schemes across Mouzas, using the Mouza Census 2020 data.

WIN World Survey global report and press release on technology were also released on Gallup Pakistan platforms.

A new dashboard titled Mouza Census Insights was also launched on the Gallup Pakistan Digital Analytics website. This new dashboard provides valuable data visualizations and insights related to agricultural practices and infrastructure at the Mouza level.

A monthly update from the Flight Dashboard was also released, covering the monthly flight trends for September 2024.

Bilal Gilani, Executive Director Gallup Pakistan gave a talk at the Aga Khan University Faculty of Arts and Sciences on the topic of "Understanding Social Change in Pakistan", while survey data on economic conditions and mother tongue language trends have been discussed across social media and electronic media channels.

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

Best regards,

Ayesha Sarfraz
Research Executive
Gallup Pakistan

OCTOBER RELEASES

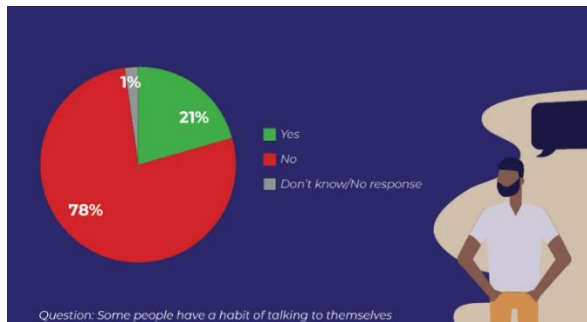
In October 2024, Gallup Pakistan released:

22

DAILY POLLS

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

[Access here.](#)

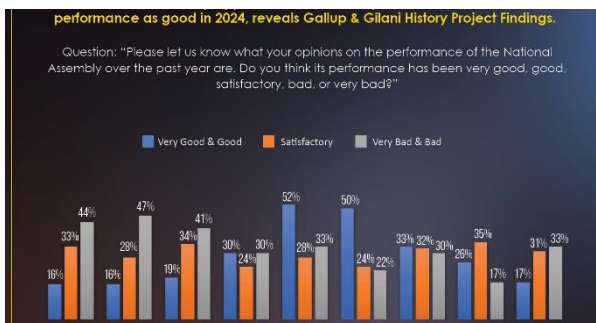


4

HISTORY POLLS

During October the released history polls covered topics like milk consumption, governance systems, institutional performance, and national pride.

[Access here.](#)



FINDEV CYBERLETTER: 58th 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 Wider Fintech Developments.

[Access here.](#)

Findev Cyberletter

58TH ADDITION

Compiled and designed by Ayesha Sarfraz, MTO at Gallup Pakistan



1

HEALTH CYBER LETTER: 15TH Edition

This issue of the Health Cyber letter highlights the alarming state of malnutrition among children in Pakistan, as captured by the **2018 Pakistan National Nutrition Survey (NNS)**



OCTOBER RELEASES

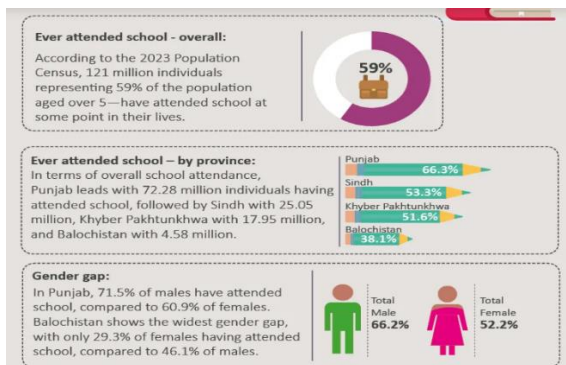
Conducted by the Ministry of National Services Regulation and Coordination (MoNHSR&C) in collaboration with UNICEF Pakistan.

[Access here](#)

3

BIG DATA ANALYSIS PRESS RELEASES

- Gender gap in school attendance, using Census 2023 data ([Access here](#))



- Other Crops grown across Mouzas, using Mouza Census 2020 data ([Access here](#))
- Important Irrigation and water course improvement schemes across Mouzas, using Mouza Census 2020 data ([Access here](#))



1

WIN WORLD SURVEY RELEASES

- WWS Tech Local Report and PR using WIN World Survey. ([Access here](#))



2

NEW & UPDATED DASHBOARD LAUNCHED

- Mouza Census Insights ([Access here](#))



OCTOBER RELEASES

FLIGHT DASHBOARD

Gallup Pakistan released one update for monthly trends observed in September 2024 using Civil Aviation Authority (CAA) data.

Access [here](#)



GALLUP IN PRESS AND WEB

Bilal Gilani, Executive Director, Gallup Pakistan gave a talk at the Aga Khan University Faculty of Arts and Sciences.

Bilal Gilani, Executive Director of Gallup Pakistan, recently gave a talk at the Aga Khan University Faculty of Arts and Sciences on the topic of "Understanding Social Change in Pakistan" using data from the Gallup History Project. The session, which was attended by both faculty and students, provided valuable insights into the evolving social dynamics of the country.

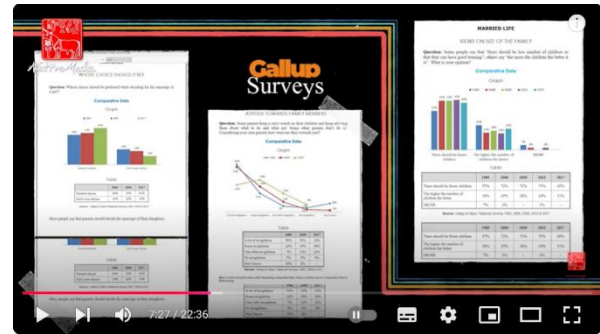
View the Post [here](#).



Gallup Insights: Free Market Economy, Inflation, Agriculture, and Business – Key Findings Discussed on National Media.

Gallup surveys revealing the economic conditions in Pakistan, including the uncertain financial landscape, rising inflation, and food inflation, were discussed in detail on the native media YouTube channel.

Watch the discussion [here](#).



Dramatic Decline of Punjabi Speakers in Pakistan, Gallup & Gilani findings discussed on Native Media.

A notable trend emerging from Gallup's 25-year analysis of census data is the decline in the number of Punjabi speakers in Pakistan. This shift is attributed to a range of factors, including social, economic, and political pressures. Discussions also highlighted the role of Urdu colonization and the reluctance of many Punjabis to identify their native language in the census. These findings shed light on the evolving linguistic landscape of Pakistan. Native Media discussed these findings from Gallup & Gilani Pakistan's recent survey.

Watch the discussion [here](#).



FAQs

You Never Come to My Home?

You Never Come to My Home- 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. You've got better odds of getting hit by lightning. The key point is that 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 pre-determined 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 boasts several UNESCO World Heritage Sites, including the ancient city of Mohenjo-Daro (part of the Indus Valley Civilization), the Buddhist archaeological site of Taxila, and the historic Lahore Fort and Shalimar Gardens. These sites draw history enthusiasts and cultural tourists year-round.
Source: UNESCO, 2023.
2. The tourism sector in Pakistan contributes approximately 2.9% to the country's GDP, with direct and indirect employment providing jobs to over 3 million people. This includes roles in hospitality, transport, and guiding services, which are critical for local economies.
Source: Pakistan Tourism Development Corporation (PTDC), 2023.
3. Pakistan's cuisine has become a major draw for food tourists. From the spicy dishes of Lahore and Karachi's famous street food to the traditional Pashtun and Baluchi cuisines of the northwest, Pakistan offers an array of culinary experiences for visitors.
Source: Lonely Planet, 2023.
4. The government has been making concerted efforts to boost tourism, including launching the "Tourism Policy 2020" and improving infrastructure, visa processes, and safety standards. This has contributed to a growing interest in Pakistan as a destination for both cultural and adventure tourism.
Source: Ministry of Tourism, Government of Pakistan, 2023.
5. The religious tourism industry is also significant in Pakistan, with millions of pilgrims visiting the country's sacred sites, such as the shrines of Sufi saints in Sindh, Punjab, and Khyber Pakhtunkhwa, as well as the religious landmarks of the Islamic era.
Source: Tourism Development Corporation of Punjab (TDCP), 2022.

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