

GALLUP PAKISTAN

MONTHLY ROUND-UP

11/2024
NOVEMBER

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EDITOR'S NOTE

Dear Readers,

November 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 3 history polls covering topics like people's perceptions of institutional performance and neighboring countries.

The 59th edition of the FinDev Cyber Letter focused on Pakistan's surge in digital payments and financial inclusion efforts, exploring the latest trends and innovations shaping the financial technology landscape.

One report was released in November as part of the Big Data Analysis series. That report focused on Annual immigrant visas issued to Pakistanis by the United States, using USA Visa Issuance Statistics.

A new dashboard on Pakistan Automobiles Manufacturing was also launched on the Gallup Pakistan Digital Analytics website. This dashboard provides detailed sales and production data analysis and actionable insights for enthusiasts, investors, and industry professionals alike.

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

The survey data on why internet users are more likely to be young urban men, as well as the trend of transportation across the country, was discussed in the media and on social media.

Thank you for your ongoing interest in our work. We are excited to share our latest findings and analyses with you.

Best regards,

Ayesha Sarfraz
Research Executive
Gallup Pakistan

NOVEMBER RELEASES

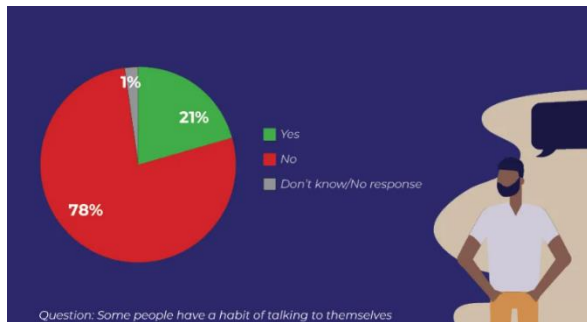
In November 2024, Gallup Pakistan released:

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.](#)

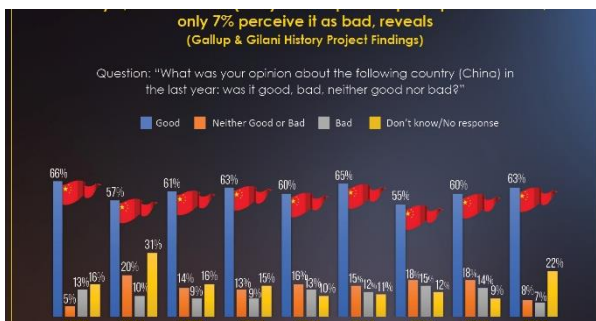


3

HISTORY POLLS

During November, the released history polls covered topics such as people's perceptions of institutional performance and neighboring countries.

[Access here.](#)



FINDEV CYBERLETTER: 59th 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 Pakistan's surge in digital payments and financial inclusion efforts

[Access here.](#)

Findev Cyberletter

59TH ADDITION

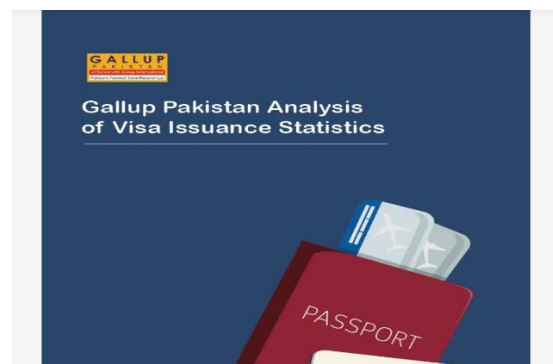
Compiled and designed by Ayesha Sarfraz, Research Executive at Gallup Pakistan



1

BIG DATA ANALYSIS PRESS RELEASES

- Annual immigrant visas issued to Pakistanis by the United States, using USA Visa Issuance Statistics. ([Access here](#))



NOVEMBER RELEASES

1

NEW & UPDATED DASHBOARD LAUNCHED

- Pakistan Automobiles Manufacturing Dashboard ([Access here](#))



FLIGHT DASHBOARD

Gallup Pakistan released two updates for monthly trends observed in October and November 2024 using Civil Aviation Authority (CAA) data.

Access [here](#)



GALLUP IN PRESS AND WEB

Gallup Survey Findings Covered Why Internet Users are More Likely Young Urban Men.

The latest Gallup survey reveals fascinating insights into the digital landscape of Pakistan, highlighting why internet usage is more prevalent among young urban men. This survey explores how internet access and usage vary across different demographics, including gender, age, class, and rural-urban populations. The conversation delves into the challenges and disparities that shape digital access, impacting social and economic opportunities

Watch the discussion. [here](#).



Why Internet Users Are More Likely Young Urban Men? | Doosri Taraf Say | Afshan Masab & Kashif Baloch

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Transportation Trends in Pakistan: Gallup Survey Insights Shared on The News

A recent Gallup Pakistan survey, conducted with over 1,000 participants nationwide, sheds light on the transportation preferences of Pakistanis. According to the findings, 80% of respondents use rickshaws, while 79% rely on buses, wagons, or other forms of public transport. In contrast, only 47% have traveled by train, and just 14% have used cable cars or dolly lifts in the northern regions. These insights reflect the country's diverse transportation landscape and highlight the reliance on informal and public transport systems. The survey results were shared on The News.

See the post [here](#).

Majority of Pakistanis prefer to travel in rickshaws, buses and wagons: survey

This was revealed in survey conducted by Gallup Pakistan, in which more than 1,000 people from all over country participated

By News Desk November 24, 2024



Passengers travelling on the roof of an overbused bus in Karachi, on November 20, 2022. — PPI

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 a 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. Pakistan is home to the only fertile desert in the world, the Thar Desert. This desert spans parts of both India and Pakistan, but the Pakistani side features a range of unique flora and fauna, as well as traditional desert culture and nomadic communities. *Source: National Geographic, 2023.*
2. The Indus River, one of the longest rivers in the world, flows through Pakistan. This river is not only vital for the country's agriculture and water supply but also historically significant, shaping the rise of one of the world's earliest urban civilizations, the Indus Valley Civilization. *Source: Pakistan Water and Power Development Authority (WAPDA), 2023*
3. Pakistan has the world's highest paved road, the Karakoram Highway. Connecting Pakistan to China, this highway runs through the Karakoram Range, offering travelers stunning views of some of the highest mountains on Earth. *Source: World Bank, 2022.*
4. The Ratti Gali Lake in Azad Kashmir is a high-altitude alpine glacial lake. Situated 12,130 feet above sea level, this pristine lake is known for its crystal-clear waters and breathtaking mountainous surroundings, making it a hidden gem for trekkers and nature lovers. *Source: Pakistan Tourism Development Corporation (PTDC), 2023.*
5. Pakistan is one of the few countries to produce and export both high-quality textiles and handmade carpets. The country's textile industry, renowned for its quality and craftsmanship, contributes significantly to global markets, with Pakistani carpets being especially prized for their intricate designs and durability. *Source: Pakistan Bureau of Statistics, 2023.*

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