

GALLUP PAKISTAN

MONTHLY ROUND-UP

12/2024

DECEMBER

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EDITOR'S NOTE

Dear Readers,

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

We released 18 daily polls covering themes such as Politics, Social Behavior, Consumer Behavior, 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 perceptions of anger as a characteristic in men and women and people's opinions on leaving the country.

In the 60th edition of the FinDev cyber letter, we highlighted how Pakistan is advancing financial inclusion through strategic partnerships and targeted initiatives.

Three reports covering key insights were released in December as part of the Big Data Analysis series. The first revealed that Pakistan ranked second in Schengen visa rejections in 2023. The second report highlighted Urdu's growing influence in Punjab. The third report was based on Canada Visa Issuance Statistics.

Gallup International released End of Year Survey 2024 BI Dashboard, providing a global perspective on well-being, tracking changes in hope, despair, economic outlooks, and happiness levels across countries and regions

Three dashboards were released and updated on the Gallup Pakistan Digital Analytics website. The Digital Census Dashboard dives into detailed population statistics, revealing how our numbers are growing and changing across regions. The Talk Show Content Analysis Dashboard offers insights into the content of talk shows, focusing on the top 10 shows across six major channels in the country. The Gallup International End of Year Survey BI Dashboard provides a global perspective on well-being, tracking changes in hope and despair, economic future, and happiness and sadness across countries and regions. A monthly update from the Flight Dashboard was released, covering flight trends for December.

The YouTube channel of Native Media discussed the survey data on education in Pakistan, covering topics like budget, systems, and policies. Additionally, the channel explored how media reinforces political opinions and power dynamics.

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

Best regards,

Ayesha Sarfraz
Research Executive
Gallup Pakistan

DECEMBER RELEASES

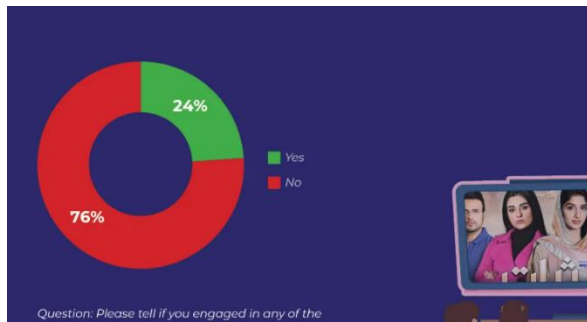
In December 2024, Gallup Pakistan released:

18

DAILY POLLS

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

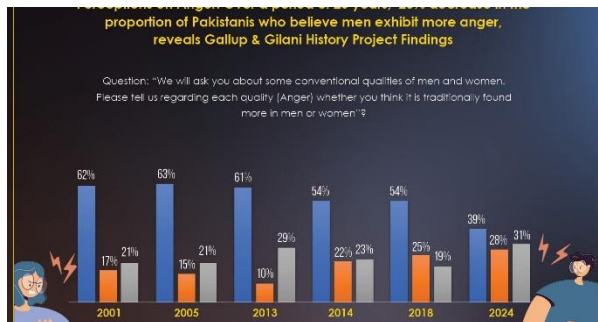
[Access here.](#)



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HISTORY POLLS

This month's history polls focused on public perceptions of anger as a characteristic in men and women, and people's opinions on leaving the country. [Access here.](#)



FINDEV CYBERLETTER: 60th Edition

In the FinDev cyberletter, we highlighted how Pakistan is advancing financial inclusion through strategic partnerships and targeted initiatives.

[Access here.](#)

Findev Cyberletter

60TH ADDITION

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



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BIG DATA ANALYSIS PRESS RELEASES

- Language in Pakistan. using PIDE-BASICS survey data ([Access here](#))
- Canada Visa Issuance Statistics, using Canada's global visa issuance dashboard ([Access here](#))

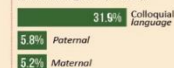
Gallup Pakistan Analysis of Language in Pakistan

In Punjab, Urdu's influence is growing as 12.2% use it colloquially, while only 2.6% and 2.8% identify it as their father's and mother's mother tongue, respectively.

32.2% of those in Islamabad Capital Territory consider Urdu a colloquial language, while it is the mother tongue of 4.3% fathers and mothers respectively

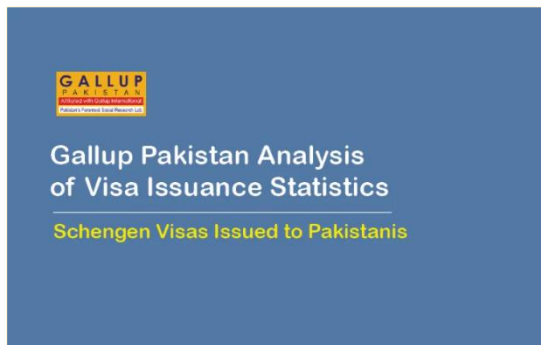


In AJK, 31.9% see Urdu as the dominant language, while 5.8% and 5.2% consider it their paternal and maternal tongue respectively.



DECEMBER RELEASES

- Schengen Visa Issuance Statistics, using the Schengen Visa Statistics dashboard
- ([Access here](#))



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NEW & UPDATED DASHBOARD LAUNCHED

- Digital Census 2023 ([Access here](#))
- Talk Shows Content Analysis ([Access here](#))
- Global Hope and Happiness Trend ([Access here](#))



FLIGHT DASHBOARD

Gallup Pakistan released one update for monthly trends observed in December 2024 using Civil Aviation Authority (CAA) data. ([Access here](#))



GALLUP INTERNATIONAL ASSOCIATION END OF YEAR SURVEY 2024

A press release based on a global survey conducted by Gallup International Association in December 2024, covering 37 countries and over 37,000 respondents. The survey highlights global happiness levels and economic outlooks for 2025.

Access the full press release [here](#)



Survey Results and News / Survey Result

Gallup International End of Year Survey 2024
12/30/2024 | Happiness, 2024

GALLUP IN PRESS AND WEB

Education in Pakistan: Budget, System, and Policies Discussed on Native Media YouTube Channel

In a thought-provoking discussion on the Native Media YouTube Channel, experts explored Pakistan's education state using data from Gallup Pakistan's 40 years of surveys. This comprehensive analysis sheds light on the country's educational budget, the current system, and the policies shaping the sector's future. The conversation delves into key issues such as funding gaps, infrastructure challenges, and the need for reforms to better align education with evolving economic and social needs.

Watch the full discussion [here](#)



Education in Pakistan: Budget, System and Policies | Mujh Say Poochain Tau

Media Reinforcing Political Opinion & Power Dynamics was discussed on the YouTube channel of Native Media.

In a compelling discussion on the Native Media YouTube Channel, experts analyzed the role of media in reinforcing political opinions and shaping power dynamics in Pakistan, using Gallup Pakistan's Talkshow Analysis Report for September 2024. The conversation examines how media influences public perception, political narratives, and the power structures that define the national discourse. Key insights from the report highlight trends, biases, and the growing impact of media on political decision-making.

Watch the discussion [here](#).



Media Reinforcing Political Opinion & Power Dynamics? | Doosri Taraf

FAQs

Nobody I Know Says That?

People tend to live in relatively homogenous areas and associate in relatively homogenous groups. We tend to share our opinions with like-minded friends and acquaintances. So, it shouldn't be surprising if sometimes a poll's result is different from what you and most of the people you talk to think. Your "sample" isn't a national one, and more importantly, it isn't random. Remember, too, that a national poll is representative of the entire adult population of the country. If "only" 40 percent of Pakistanis support a position, that's still a huge number.

Why Conduct Polls?

Public opinion is an integral part of the news we cover: It informs and influences political debate, the state of the economy, social trends and more. Simply put, we report what people think, along with what they do, because it is important.

KNOW YOUR PAKISTAN

1. Pakistan is home to the world's largest snow leopard population. The snow leopard, an elusive and endangered species, thrives in the high-altitude regions of Pakistan, particularly in the northern mountainous areas. Pakistan plays a key role in global conservation efforts for these magnificent big cats.

Source: WWF-Pakistan, 2023

2. The Indus River Dolphin, one of the world's rarest mammals, is found only in Pakistan. The endangered dolphin is confined to the river's freshwater habitats and is a key indicator species for the health of the river ecosystem. The population has dwindled due to water diversion and pollution, but conservation efforts are ongoing.

Source: International Union for Conservation of Nature (IUCN), 2023

3. Pakistan has 20+ species of wild cats. The country is home to various wild cat species, including the leopard, cheetah, caracal, and the rare Persian leopard. These carnivores play vital roles in maintaining ecological balance by controlling populations of prey species.

Source: WWF-Pakistan, 2023

4. Pakistan is one of the world's most biodiversity-rich countries in terms of plant species. With over 6,000 plant species, many of which are endemic to the region, Pakistan's diverse ecosystems, from the coastal mangroves to the alpine meadows, support a wide range of flora. These species provide key medicinal, economic, and environmental benefits.

Source: Pakistan Forest Institute, 2023

5. The Makran Coastline is home to one of the most unique ecosystems in the world. This coastal region in southern Pakistan is known for its saltwater mangroves, coral reefs, and vast stretches of unspoiled beaches. It's a critical habitat for marine life, including sea turtles, and provides natural protection against coastal erosion.

Source: Pakistan Fisheries Department, 2023

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