

Gallup International Association

“End of Year” Global Polling Tradition



Compared to last year, when 60% Pakistanis thought 2023 would be a better year than 2022, 19% fewer respondents have the same opinion about 2024. 16% more Pakistanis think 2024 would be a worse year compared to 2023, than those who thought 2023 would be worse than 2022.

Hopes for 2024 (Pakistan)

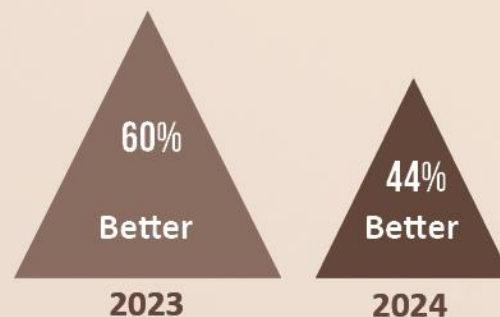
Better 44%

Worse 36%

The same 14%

Don't know/ No response: 9%

Comparison with last year (Pakistan)



Comparison of Pakistan's hope with regional countries:



The End of Year Survey by Gallup International Association was conducted in 42 countries, including Pakistan, with a sample of 40,428. This survey is a tradition that the association has been upholding since 1978. It is the largest survey of this nature done by independent pollsters including pollsters from Pakistan i.e. Gallup Pakistan.

Gallup International Association “End of Year” Global Polling Tradition

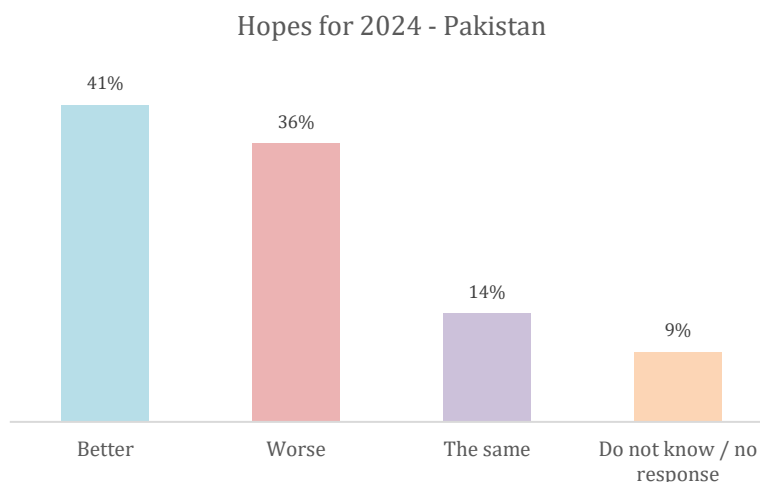
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These are some of the key findings of End of Year Gallup International Association (GIA) traditional survey:

1. More people optimistic (41%) than pessimistic (36%) about Pakistan’s future.
2. Compared to last year, hope for the future has decreased by 19%.
3. Compared to the regional countries participating in the survey, including India, Afghanistan and Iran, Pakistan comes second in terms of optimism for the upcoming year.

a. Hopes for 2024 for Pakistan: 41% hopeful 2024 will be a good year

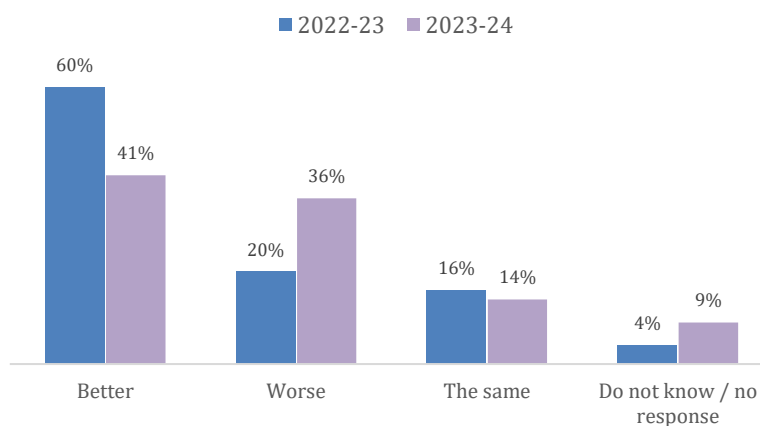
When Pakistani respondents were asked “*As far as you are concerned, do you think that 2024 will be better, worse or the same as 2023?*”, 41% of them were hopeful that 2024 would be a better year than 2023, while only 36% thought it would be worse. According to 14% of them, 2024 would be the same as 2023.



Source: Gallup International End of Year Survey 2023

Compared to last year, when 60% Pakistanis thought 2023 would be a better year than 2022, 19% fewer respondents have the same opinion about 2024. 16% more Pakistanis think 2024 would be a worse year compared to 2023, than those who thought 2023 would be worse than 2022.

Comparison with last year - Pakistan

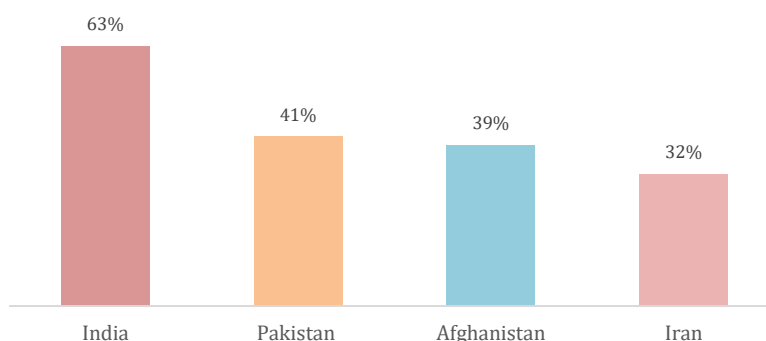


Source: Gallup International End of Year Survey

b. Comparison of Pakistan's hope with regional countries: Pakistan in second place after India

A snapshot of results from the South-Asia reveals that Pakistani respondents were the second most optimistic, the first being those from India, where 63% thought that 2024 would be better than 2023. Following Pakistan were Afghanistan and Iran, where 39% and 32%, respectively, thought the next year would turn out better than the current one.

Hopes for 2024 - within South Asia



Source: Gallup International End of Year Survey 2023

c. Net hope score: Pakistan lacking behind regional countries and global average

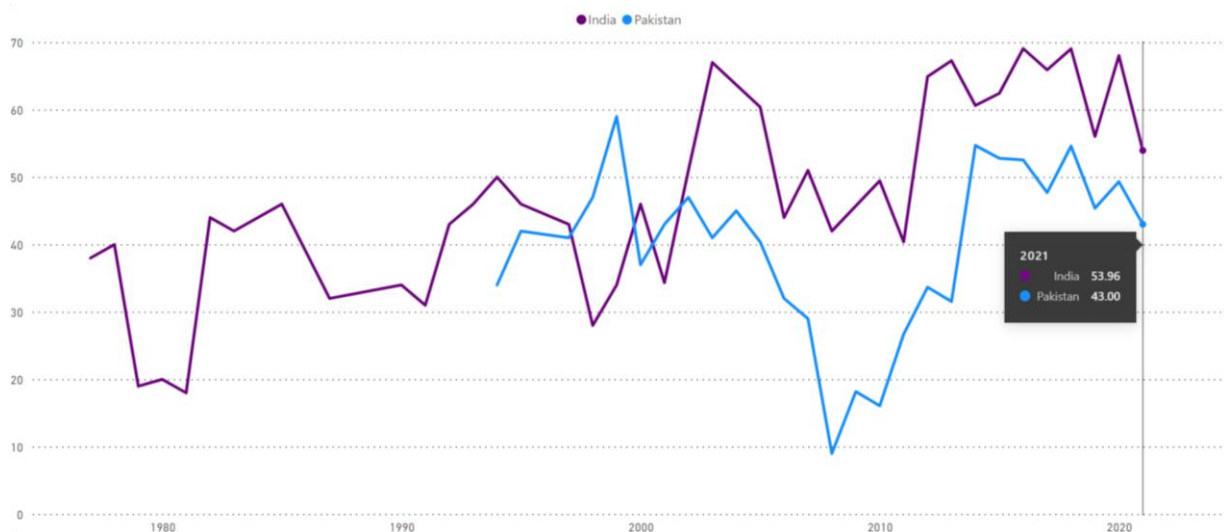
The net hope score, which is calculated by subtracting the optimists from the pessimists, revealed that while 41% Pakistanis thought 2024 would be better than 2023, the 36% who thought it would be worse resulted in Pakistan having the lowest net score in South Asia. The net score for Pakistan was +5, followed by +6 for Iran. Both of these are lower than the global average of +13. Afghanistan and India, with net scores of +47 each, show a lot higher optimism and lower pessimism compared to the rest of the world.

Country	Optimists	Pessimists	Neutrals	DK/NR	NET Score
Global Average	39%	26%	28%	7%	+13
AFGHANISTAN	55%	8%	16%	21%	+47
INDIA	63%	16%	16%	4%	+47
IRAN	32%	26%	38%	4%	+6
PAKISTAN	41%	36%	14%	9%	+5

Source: Gallup International End of Year Survey 2023

d. Comparison with India over the years

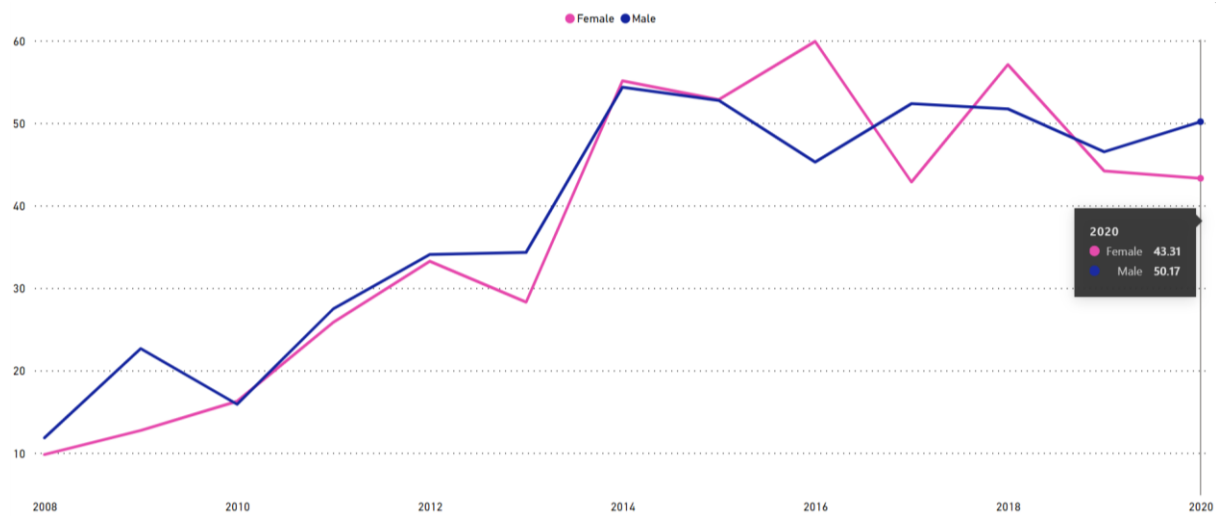
The Gallup Pakistan Digital Analytics website hosts the responses to the same question asked over the period of 1977-2021. When participants were asked, “As far as you are concerned, do you think that next year will be better, worse or the same as the current year?”, almost 43% Pakistani and 54% Indian respondents thought 2022 would be better than 2021. Apart from the late 90s, where there were most optimist Pakistanis than Indians, the proportion of Indians who thought the upcoming year would be better than the last, has been higher.



Source: Gallup Pakistan Digital Analytics

e. Gender-wise hope comparison over the years

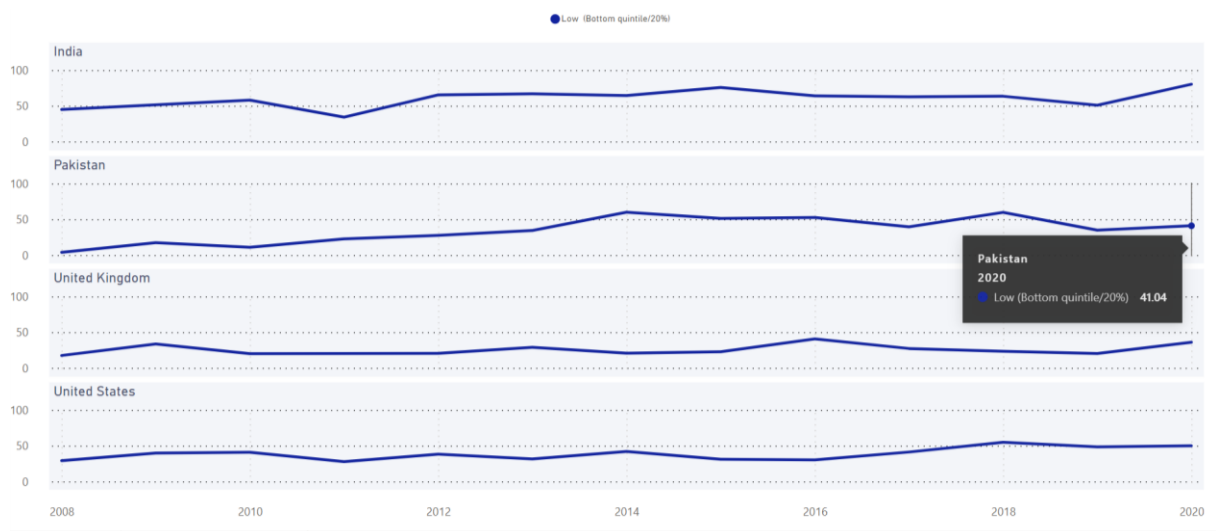
Within Pakistan, males have generally remained more hopeful for the upcoming years compared to females. 43% females thought 2021 would be a better year compared to 2020, while 50% males expressed this opinion. Only in 2016 and 2018 did female optimism reach higher than male.



Source: Gallup Pakistan Digital Analytics

f. Comparison by lowest income quintile over the years

Comparing the optimism of Pakistan's lowest income quintile in 2020 with that of India, United States and United Kingdom reveals that after the UK (36%), Pakistan low-income quintile was the least optimistic about the next year (41%). India was the highest at 83%, followed by the US at 50%.



Source: Gallup Pakistan Digital Analytics

Methodology:

The Gallup International End of Year Survey (EoY) is an annual tradition initiated by and designed under the chairmanship of Dr. George Gallup in 1977. The survey is conducted every year since then. This year it was carried out in 41 countries around the world.

Sample Size and Mode of Fieldwork:

A total of 40,428 persons were interviewed globally. In each country a representative sample of around 1000 men and women was interviewed during October-December 2023 either face to face, via telephone or online.

The margin of error for the survey is between +3-5% at 95% confidence level.



Gallup International Association (GIA) End of Year 2024 Survey - Participants

Country	Vendor Company	Sample size	Method	Fieldwork	Universe
AFGHANISTAN	ACSOR	1120	CATI	09-11.12.2023	National, 18+
ALBANIA	Index Kosova	635	F2F	03-05.11.2023	National, 18+
ARGENTINA	Voices!	1035	CAWI	01-06.11.2023	National, 18+
ARMENIA	MPG LLC	1100	CATI	30.10-04.11.2023	National, 18+
AUSTRIA	Das Österreichische Gallup Institut GmbH	1000	CATI	14-18.11.2023	National, 16+
AZERBAIJAN	SIAR Research and Consulting Group	500	Telephone	01-18.10.2023	National, 18+
BOSNIA & HERZEGOVINA	Kantar Mareco Index Bosnia	1000	Online & CATI	30.11-12.12.2023	National, 18+
BULGARIA	Gallup International Balkan	806	F2F	07-14.11.2023	National, 18+
CANADA	Survey Monkey	1062	CAWI	01.12.2023	National, 18+
ECUADOR	CEDATOS	550	F2F	10-14.12.2023	National, 18+
GEORGIA	GORBI	1033 / 991	F2F	30.09-24.10.2023	National, 18+
GERMANY	GIA	1000	CATI	04-11.12.2023	National, 18+
HONG KONG	CGS-worldwide	500	CAWI	30.11-06.12.2023	National, 18+
INDIA	Convergent	1035	F2F	27.11-09.12.2023	18+, 10 biggest cities
INDONESIA	DEKA	540	F2F	01-15.12.2023	18+, 6 Big Cities
IRAN	Iran Poll	1003	CATI	04.12.2023	National, 18+
ITALY	DOXA	1003	F2F	02-14.12.2023	National, 18+
KAZAKHSTAN	BISAM Central Asia	1000	F2F	10.10-15.11.2023	Urban, 18+
KENYA	Infinite Insight Ltd.	1065	CATI	01-11.11.2023	National, 18+
KOSOVO	Index Kosova	1123	CATI	19.10-06.11.2023	National, 18+
MALAYSIA	Central Force	1000	CAWI	07-12.12.2023	National, 18+
MEXICO	De las Heras Demotecnia	1026	CATI	11-15.12.2023	National, 18+
MOLDOVA	CBS-Research Moldova	1001	CATI	December 2023	National, 18+



Gallup International Association (GIA) End of Year 2024 Survey – Participants (contd.)

NIGERIA	Market Trends International	1000	CATI	30.10-01.12.2023	National, 18+
PAKISTAN	Gallup Pakistan	1000	CATI	04-16.10.2023	National, 18+
PERU	Datum Internacional	1207	F2F	01-06.12.2023	National, 18+
PHILIPPINES	Philippine Survey Research Center	1000	F2F	25.11-13.12.2023	National, 18-65
POLAND	Mareco Polska	1002	CATI	02-23.10.2023	National, 18+
PORTUGAL	Intercampus	1000	CAWI	12.11-06.12.2023	National, 18-65
ROMANIA	Kantar TNS	1000	CAWI	17.10-04.12.2023	National, 18-64
RUSSIAN FEDERATION	Be Media Consultant	1200	CAWI	24-30.11.2023	18+, Cities 100k+
SAUDI ARABIA	Saudi Center for Opinion Polling	1036	CATI	21-26.11.2023	National, 18+
SERBIA	TMG Insights Serbia	1007	F2F	15.11-04.12.2023	National, 18+
REPUBLIC OF KOREA	Gallup Korea	1550	F2F	02.11-04.12.2023	National, 19+
SPAIN	Sigmados	1019	CAWI	21-25.11.2023	National, 18+
SWEDEN	Novus	1095	CAWI	01-11.12.2023	National, 18+
SWITZERLAND	Gallup AG Switzerland	1000	CATI	05-13.12.2023	National, 18+
SYRIA	Syrian & Levant Market Compass	1057	*	December 2023	National, 18+
THAILAND	Infosearch	1000	F2F	24.11-10.12.2023	National, 18+
UKRAINE	Rating Group	1000	CATI	22-23.11.2023	National, 18+
SA	Survey Monkey	1118	CAWI	04.12.2023	National, 18+



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