



Political continuum of Pakistan

A Public Perception Survey



June 19-30, 2020

Innovative Strategies,
Cutting Edge Technology,
Real Insight

About IPOR

Institute for Public Opinion Research (IPOR) is an independent research institution with ability to gauge public opinion at its best on social issues, democracy and service delivery throughout Pakistan. IPOR is registered under section 32 of companies act, 1984 (XLVII of 1984) with the Security and Exchange Commission of Pakistan (SECP). IPOR also a member of European Society for Opinion and Market Research (ESOMAR). It is globally recognized mark of excellence within and beyond the industry.



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Executive Summary

This is the most recent survey of Political Continuum of Pakistan.

- For The very first time Since Elections of July 2018, PML-N has surpassed PTI in its the popularity with 27% of the respondents said they will vote for PML-N, While 24% said PTI. Its alarming for the PTI, that its support has dipped from 32% in the election 2018 to 24% in almost two years.
- Majority believe the biggest issue facing Pakistan are Unemployment, inflation Corona and diminishing business.
- The popularity of Geo News is far ahead than others with 27% of the respondents reported they trust Geo News the most reliable for news.
- Majority 36% of the respondents said Geo news has suffered the most and faced shut down upon free and fairly reporting the news.
- 23% of the Pakistanis reported Unemployment is the most important issue they are facing these day. While 21% of the Pakistanis said Inflation followed by 14% Covid-19 and another 11% said business opportunities.
- Only 21% of the respondents are satisfied with the budget for the next financial year.
- 27% of the respondents said Shahbaz Sharif can solve the challenges faced by the country.
- 57% are willing the current PTI government should complete the tenure of 5 years, while 29% want new government.

Survey Methodology

Period : June 19-30, 2020
Eligibility : Age 18+.
Response Rate : Approximately 56%
Margin of Error : $\pm 2.38\%$ at 95% for national result.
Sample size = 1702

- IPOR has a respondents panel for data collection.
- The survey was conducted through Computer Assisted Telephonic Interviews (**CATI**), from randomly selected panel of respondents based upon proportion to population sample of adult residents in all four provinces of Pakistan.
- The information in this report has been compiled in accordance with international standards for market and social research methodologies.
- Figures in charts and tables may not sum to 100 percent due to rounding error.

Computer Assisted Telephonic Interviews
(CATI)

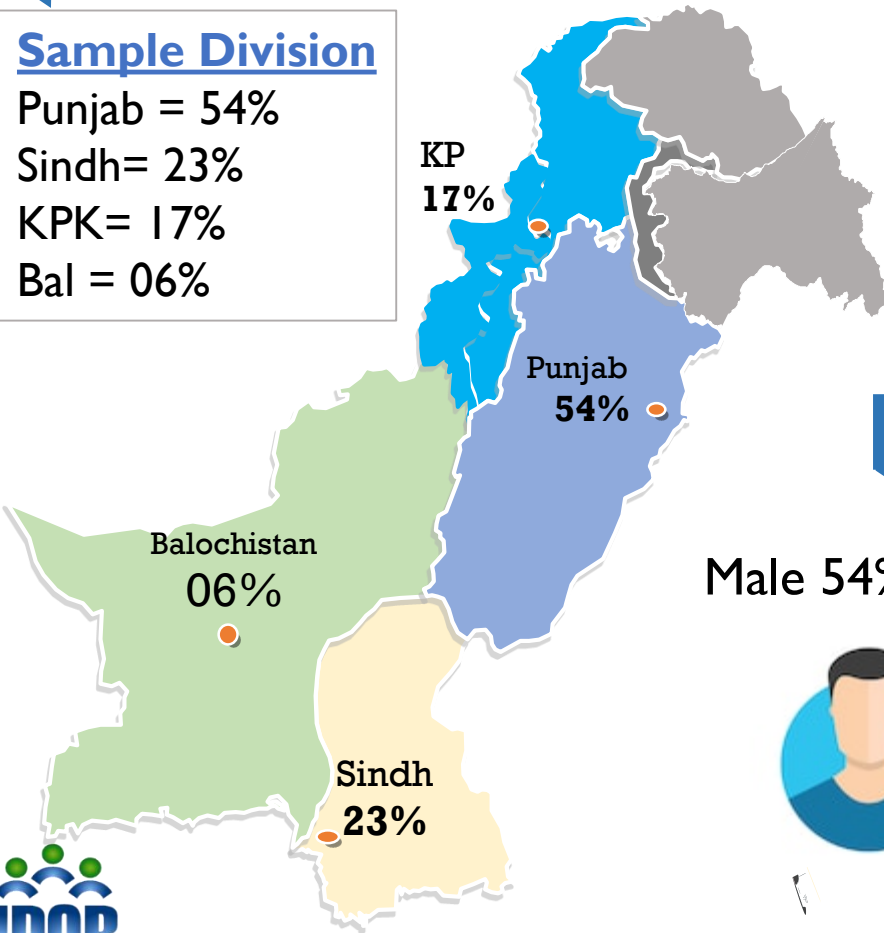
Sample size= 1702

Survey Demographic

Province

Sample Division

Punjab = 54%
Sindh = 23%
KPK = 17%
Bal = 06%



Age Group

19%

47%

20%

14%



18-25

26-40

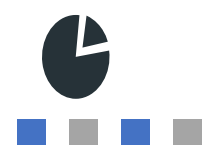
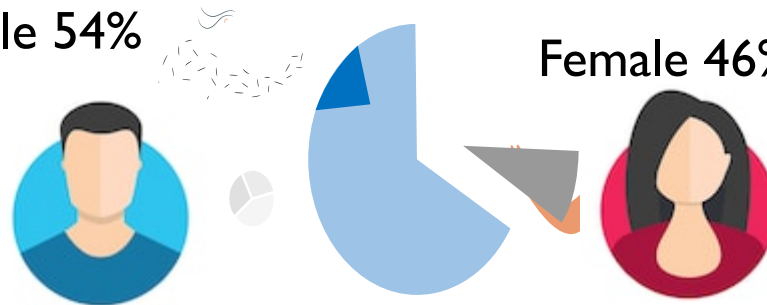
41-50

Above 50

Gender

Male 54%

Female 46%



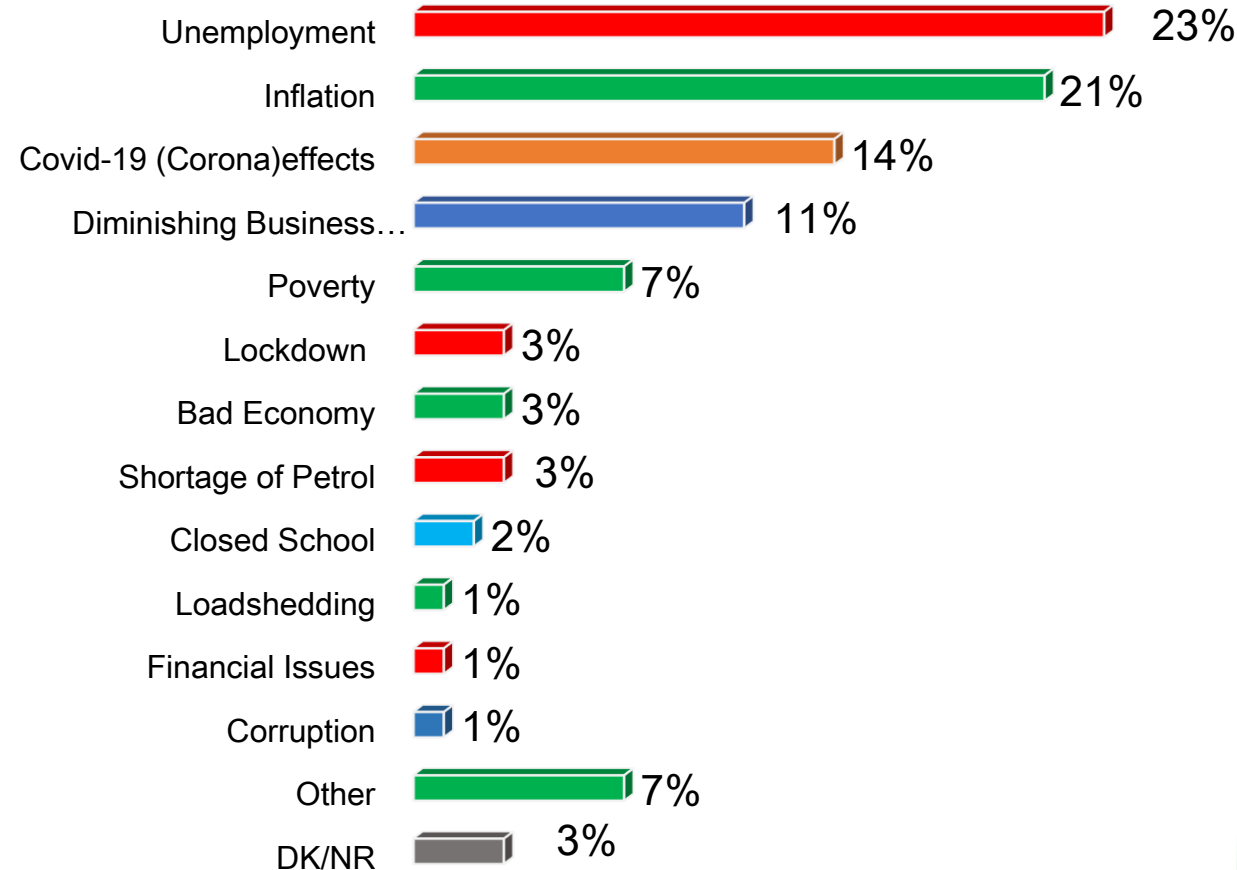
MOST IMPORTANT PROBLEM

Q: Taking into consideration the situation; What is one of the most important problem you are facing these days.?



23% of the Pakistanis reported Unemployment is the most important issue they are facing these day. While 21% of the Pakistanis said Inflation followed by 14% Covid-19 and another 11% said Diminishing business opportunities.

All Respondents



BUDGET-2020

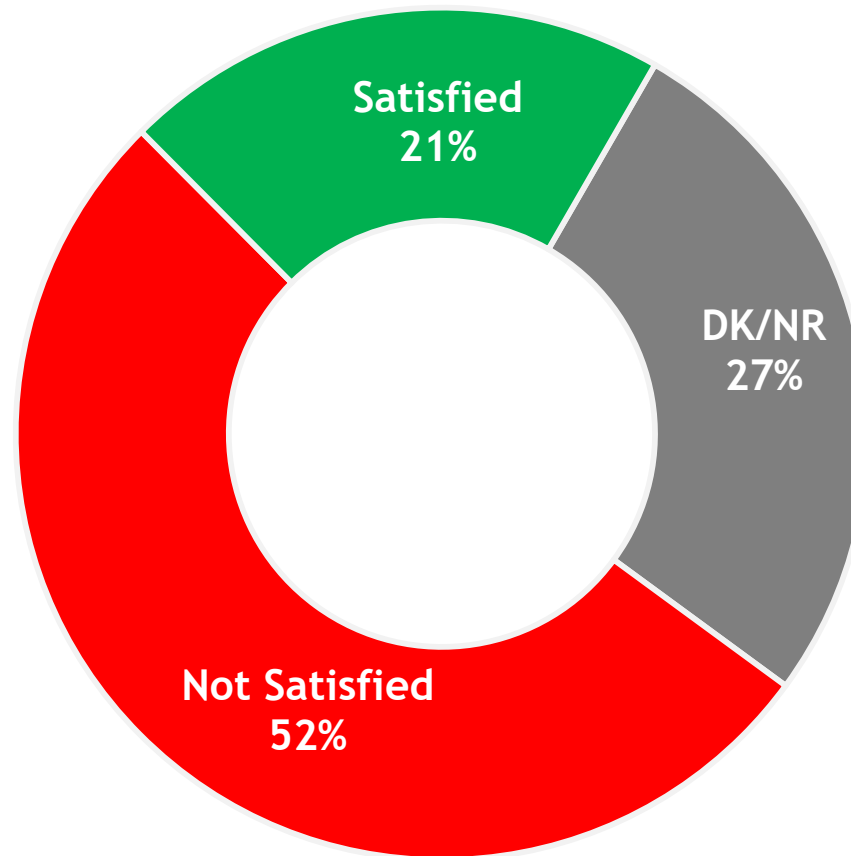
Q: As you must have heard, that the federal government has presented the budget for the next financial year. Overall to what extend are you satisfied with this budget?

All Respondents

Open-ended



Only **21%** of the respondents are satisfied with the budget for the next financial year.



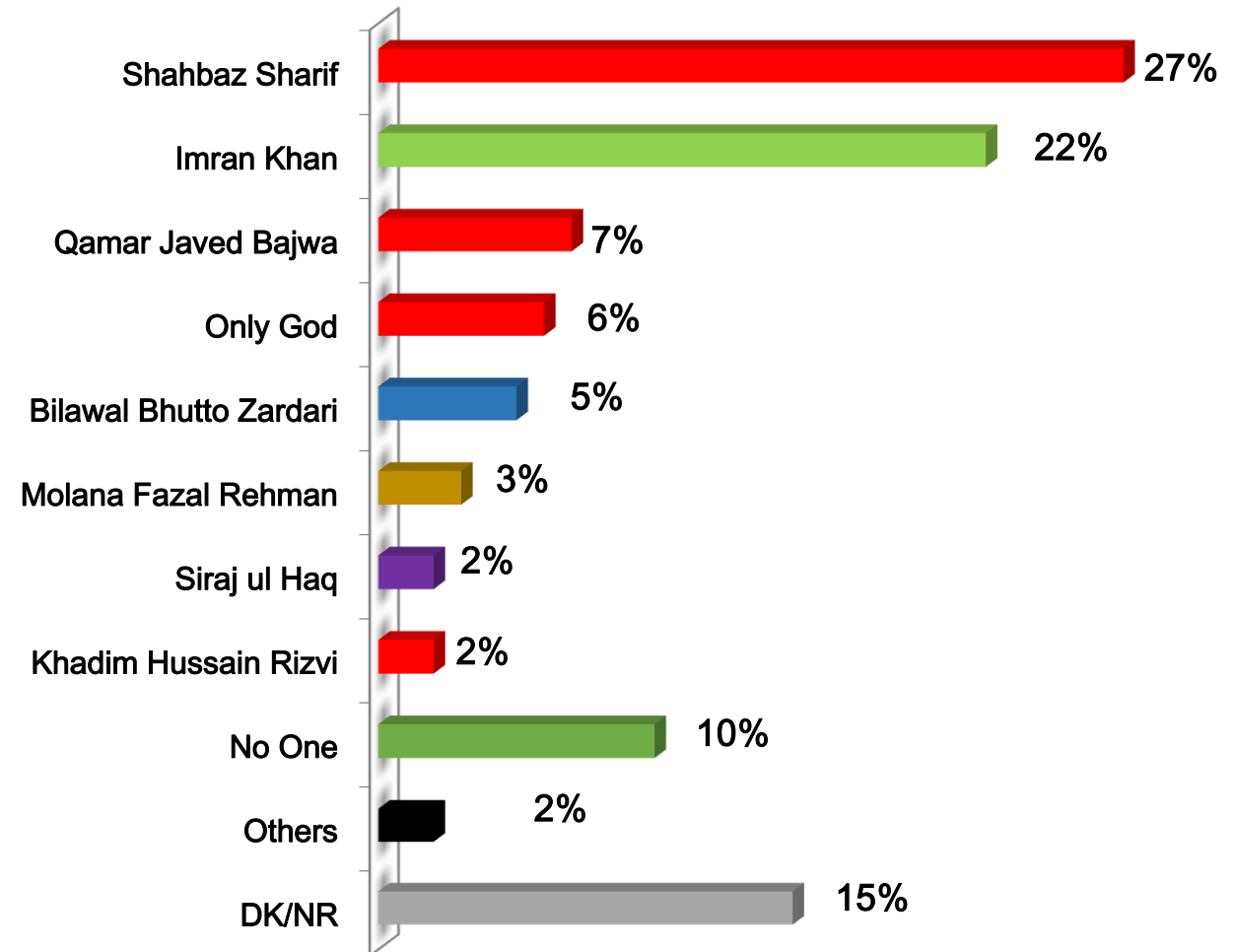
WHO CAN SOLVE THE CHALLENGES

Q: According to you, in the current situation, which personality can solve the challenges faced by Pakistan? (For example: Corona Virus, Lotus attack, weak economy etc.) **Open-ended**



27% of the respondents said Shahbaz Sharif can solve the challenges faced by the country, while only **22%** trust that PM Imran Khan.

All Respondents

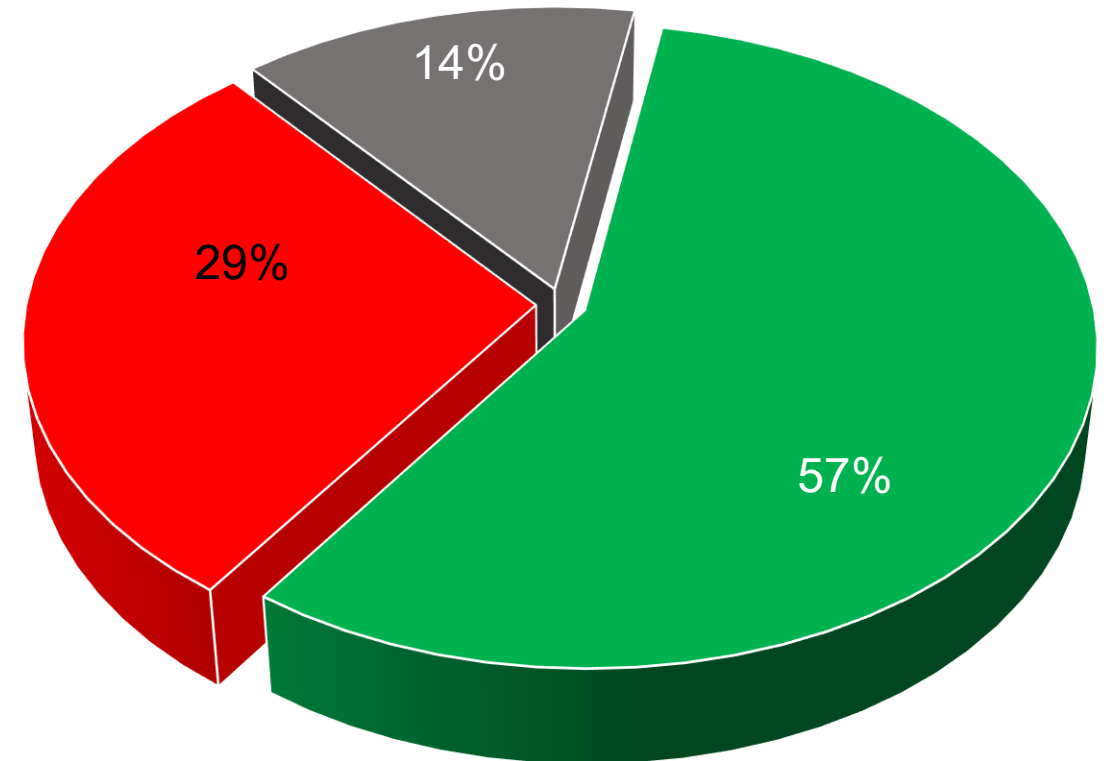


FIVE YEARS TERM Vs FRESH ELECTIONS

Q: Taking into consideration the situation of Pakistan these day, do you think Imran Khan should complete his five years term or there should be a fresh elections to form a new government?



All Respondents



57% are willing the current govt. should complete the tenure of 5 years, while 29% wants fresh elections for a new government.

■ Should complete 5 years ■ Conduct elections Immediately ■ DK/NR

Political Parties Popularity

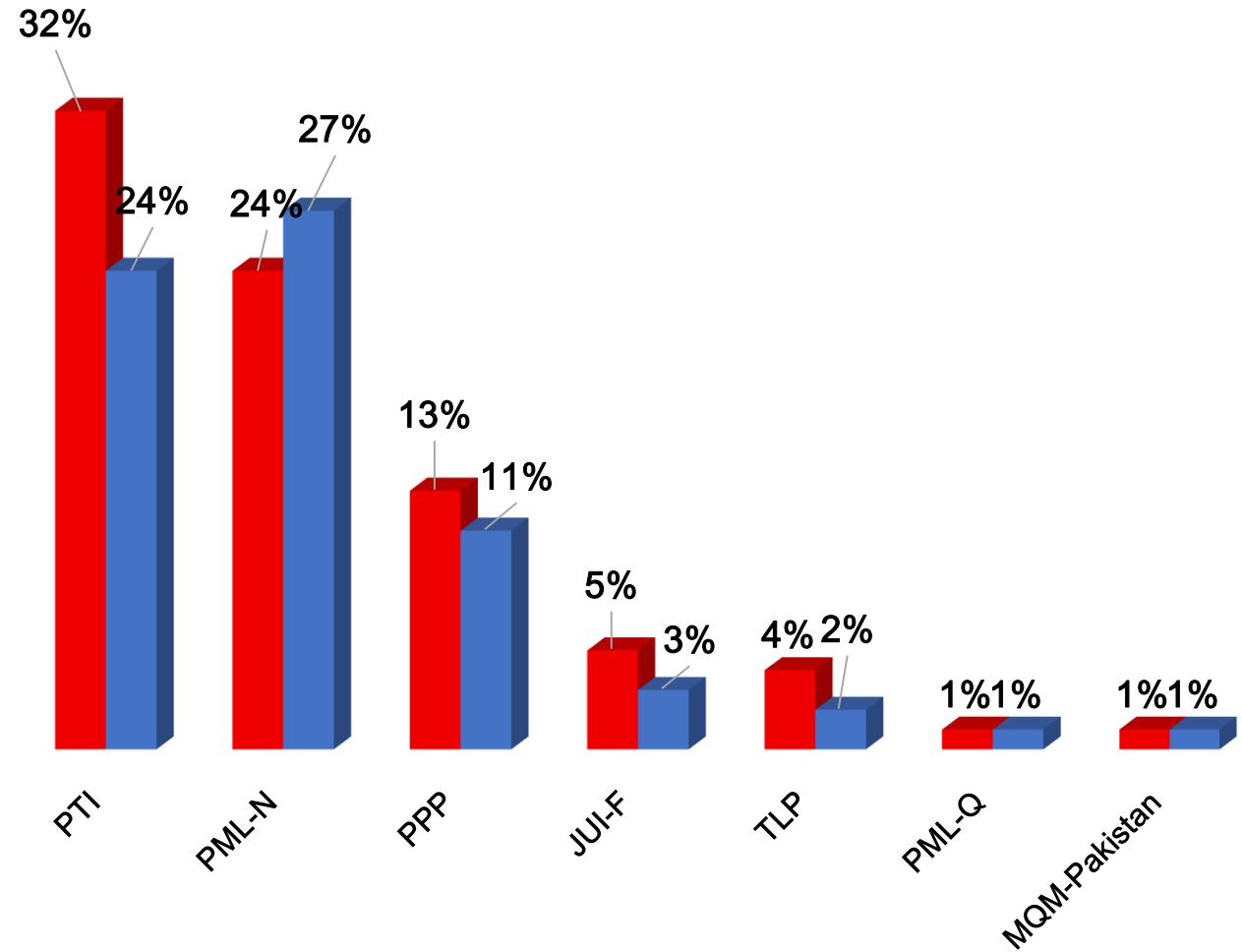
July-2020 Vs. July-2018 (Top 7 Parties)

Q: If National Assembly elections held next week which party would you like to vote for?

Open-ended



For The very first time Since Elections of July 2018, PML-n has surpassed PTI in its the popularity with 27% of the respondents said they will vote for PML-N, While 24% said PTI and 11% said they will vote for PPP if the elections held next week.



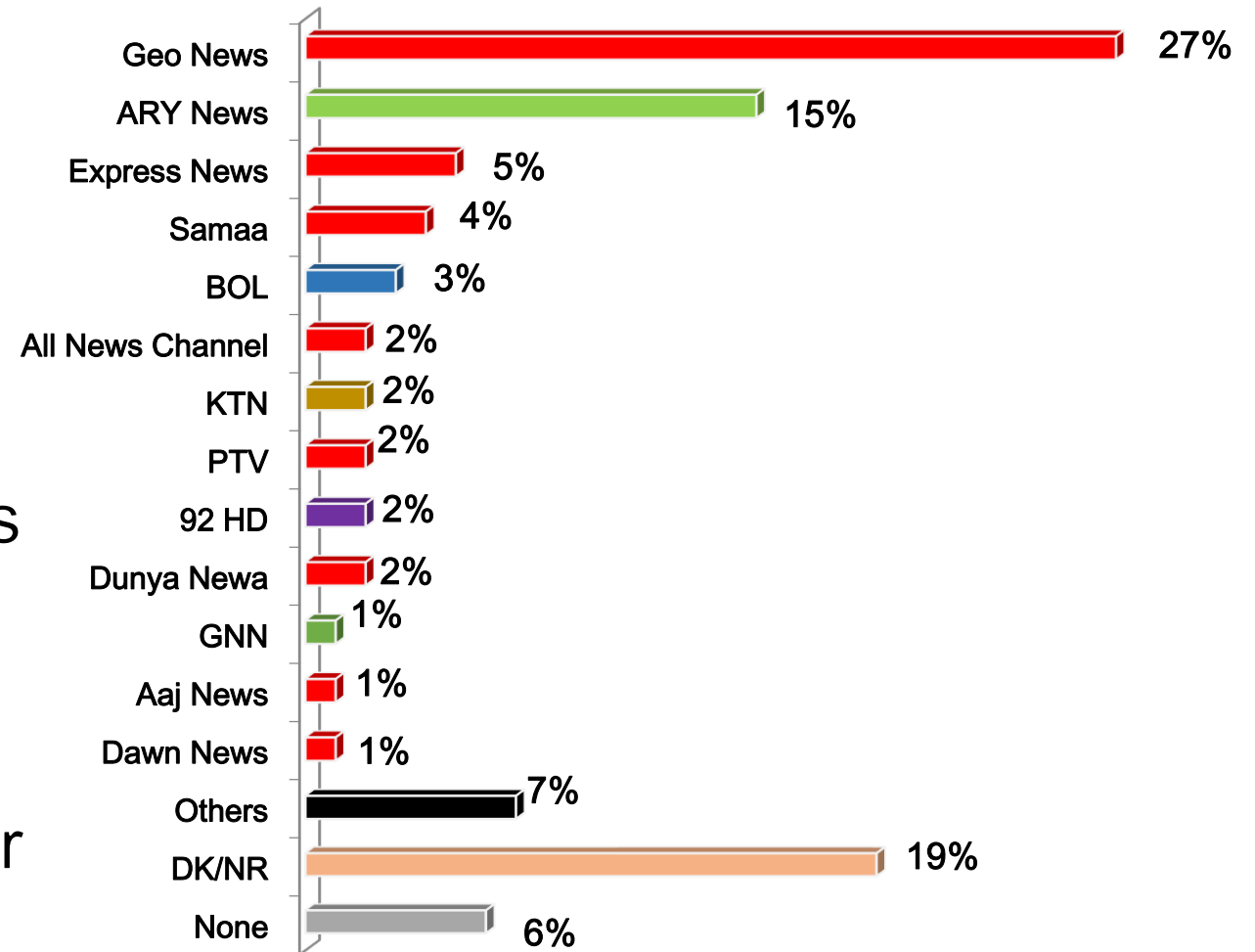
■ Election Results July-2018
 ■ Poll July-2020

MOST RELIABLE NEWS CHANNEL

Q: Which News channel do you trust the most for reliable news?

All Respondents

Open-ended



The popularity of Geo News is evident as **27%** of the respondents reported they trust **Geo News** the most for reliable news.

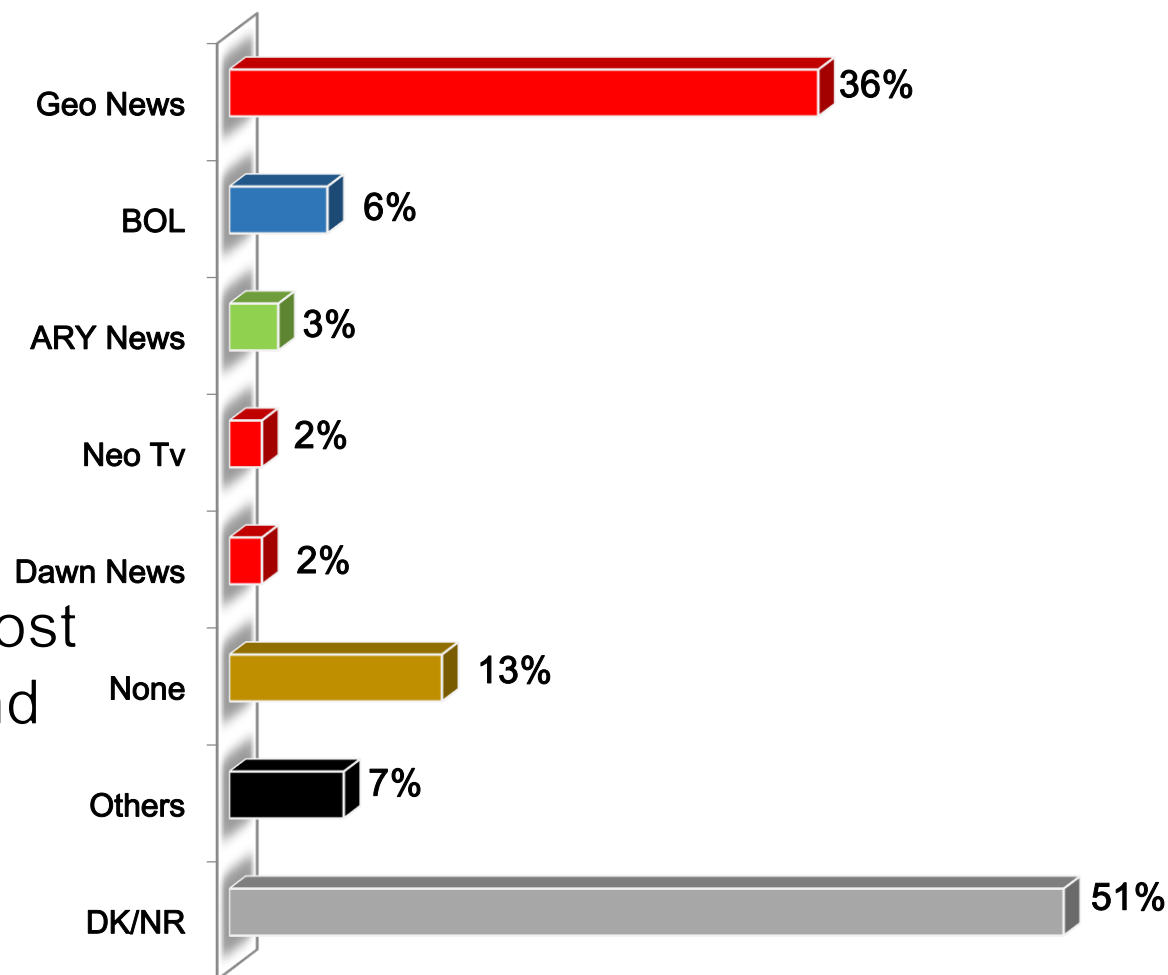
MOST SUFFERED NEWS CHANNEL

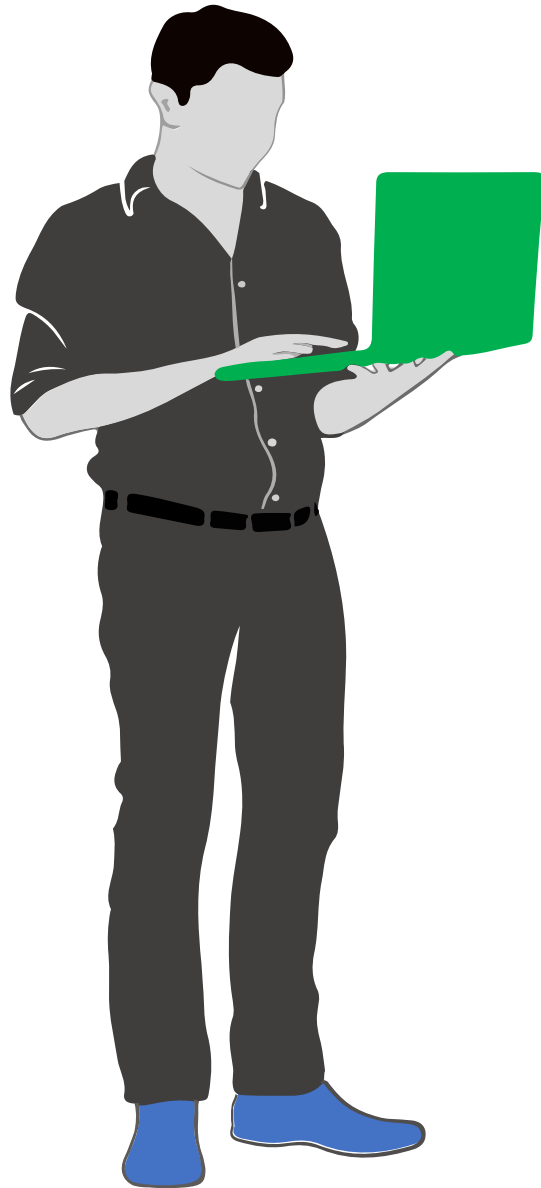
Q: Which news channel do you think has suffered the most and faced shut down for its free and fairly reporting the news?

All Respondents



Majority **36%** of the respondents said Geo news has suffered the most and faced shut down upon free and fairly reporting the news.





Thank you!

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