

Mapping The Voters' Opinion

A Public Opinion Survey of Voters of

Punjab



Data Collection Period:
January 11 - 23, 2024



The study has been conducted by IPOR

About IPOR

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Survey Methodology...

Period : January 11-23, 2024

Survey Type : In-person, in-home interviews.

Eligibility : Age 18+

Total Respondents : $n = 3313$

Total Locations: 306 Mohallas/Villages

Response Rate : Slightly over 72%

Margin of Error : Not more than $\pm 3\%$ Overall with 95% confidence level

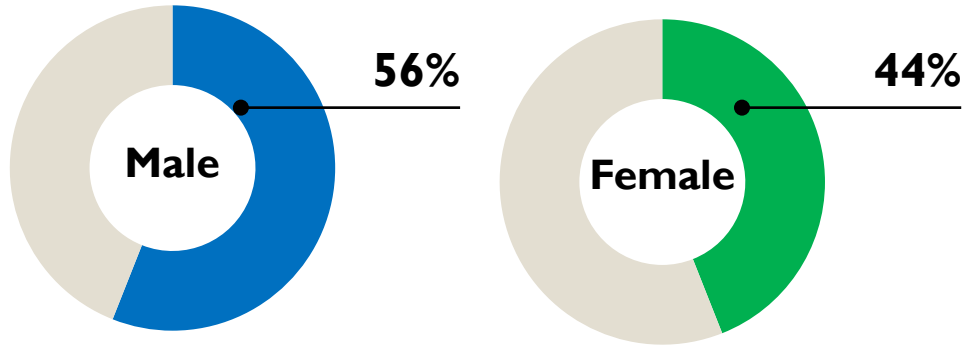
- A two-stage probability sample was used. In the first stage, the sample was stratified into all 266 provincial assembly constituencies of Punjab in the second stage locations within each constituencies were stratified by union councils/ Blocks/ Villages.
- The Probability-Proportional-to-Size (PPS) method was used to select localities and household were selected through “Random walk method”. By which starting point was determined and by following the Right Hand Rule (RHR) pattern every n th household were selected for interviews. The Kish Grid was used to select respondents 18 years and older within these randomly selected household.
- From each location a cluster of 10-12 successful interviews were conducted.
- Interview teams were comprised of both of males and females; the female respondents were interviewed by female interviewers and male respondents by male interviewers.
- Figures in charts and tables may not sum to 100 percent due to rounding error.

Key Takeaways

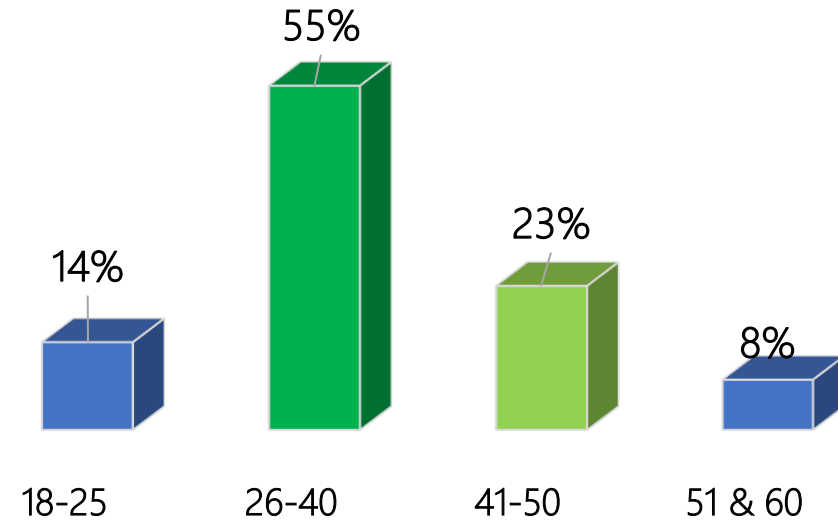
- As the February 2024 elections draw near, the survey outcomes highlight that the Pakistan Muslim League-Nawaz (PML-N) is poised to lead with 45%. The Pakistan Tehreek-e-Insaf (PTI) closely trails with 35%. The Pakistan Peoples Party (PPP) secures 8%, while the Tehreek-e-Labbaik Pakistan (TLP) and Jamaat-e-Islami (JI) garner 5% and 2%, respectively. The recently emerged party, IPP, holds a modest 1%.
- As per this survey report PMLN has regained its lost popularity which they enjoyed in 2013 when they received 41% of votes and now, they are standing around the same level at 45%. Whereas PTI support is steady at 35% as comparing to last July 2018 elections in Punjab.
- When asked which political leader in Pakistan can pull the country out of the current political and economic crises, the survey reveals robust support for Mian Nawaz Sharif (45%). Imran Khan maintains significant backing (36%). Bilawal Bhutto secures a moderate 6% support, while Maryam Nawaz, Shahbaz Sharif, and Jahangir Tareen trail behind with 1-2%.
- When asked about which political party do you envision forming the government in Punjab and the Federation after the upcoming elections? The results indicate that PML-N has emerged as the frontrunner for forming the government in Punjab, while PTI remains a substantial contender with a significant voter base.
- The survey results reveal that 54% of respondents believe that the May 9 attacks on state institutions significantly diminished popularity, while 28% express the view that the events of May 9 did not impact PTI's popularity

Survey Demographic...

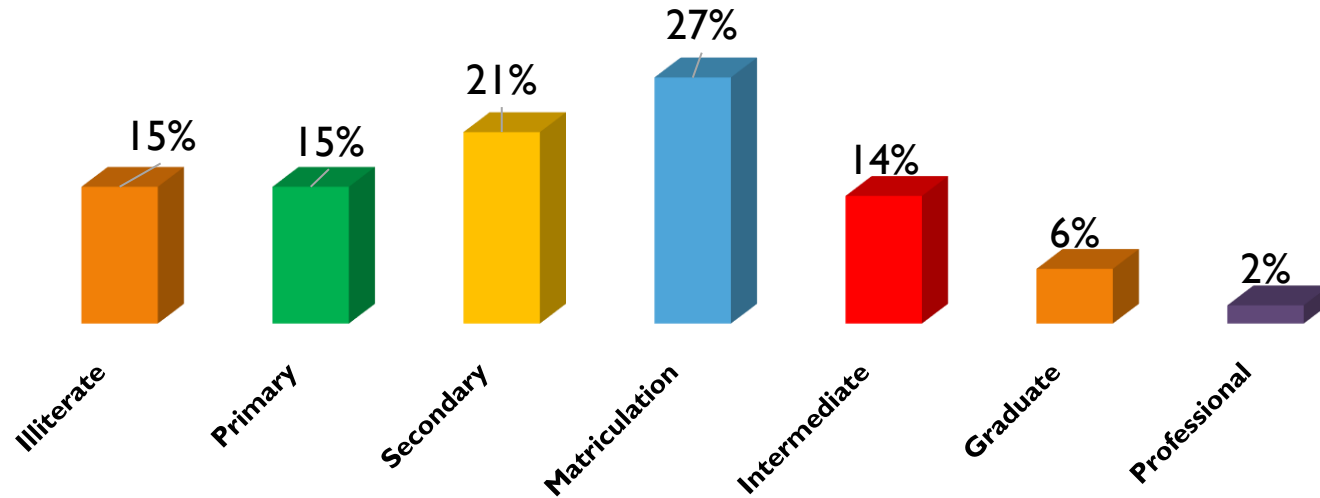
Gender



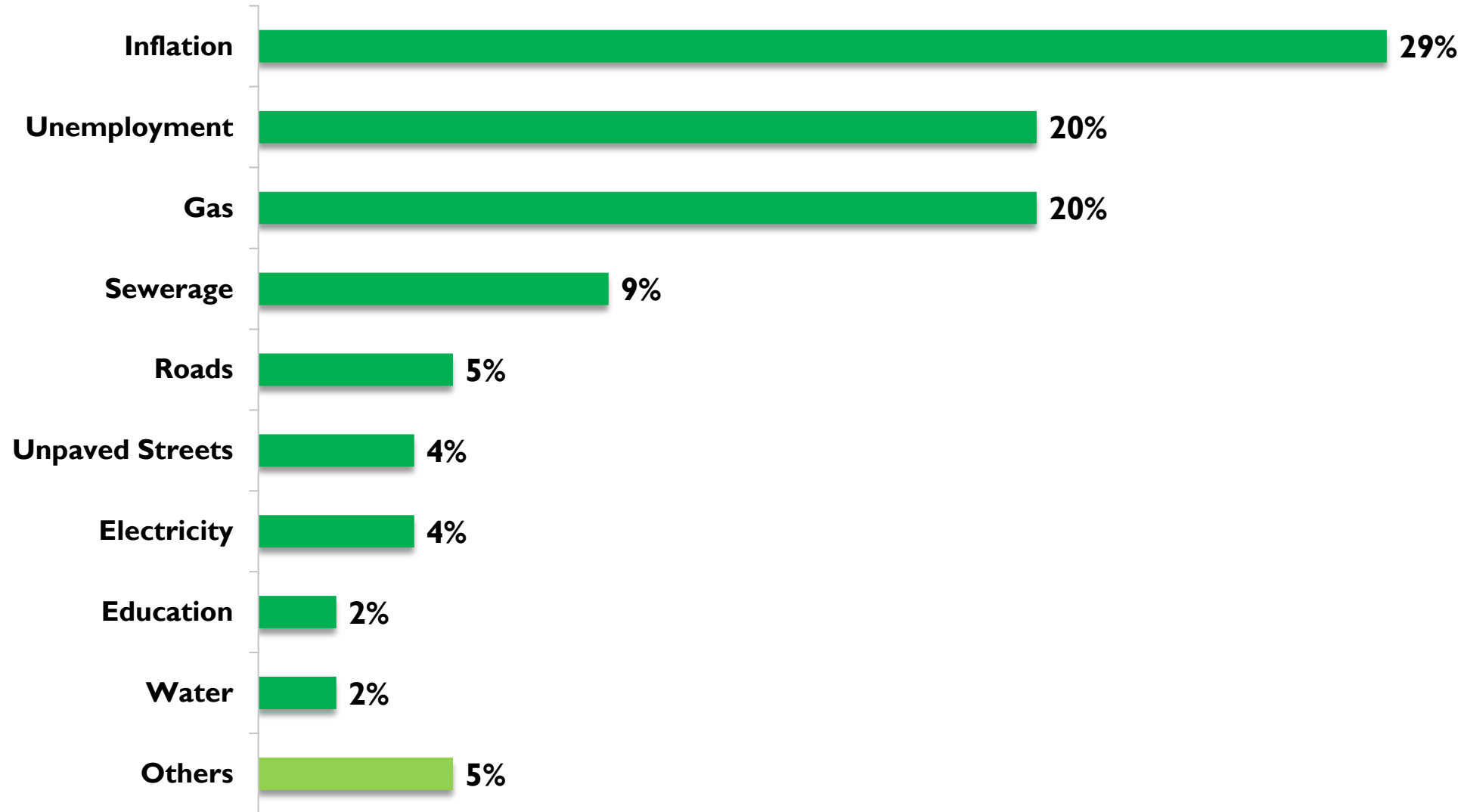
Age Group



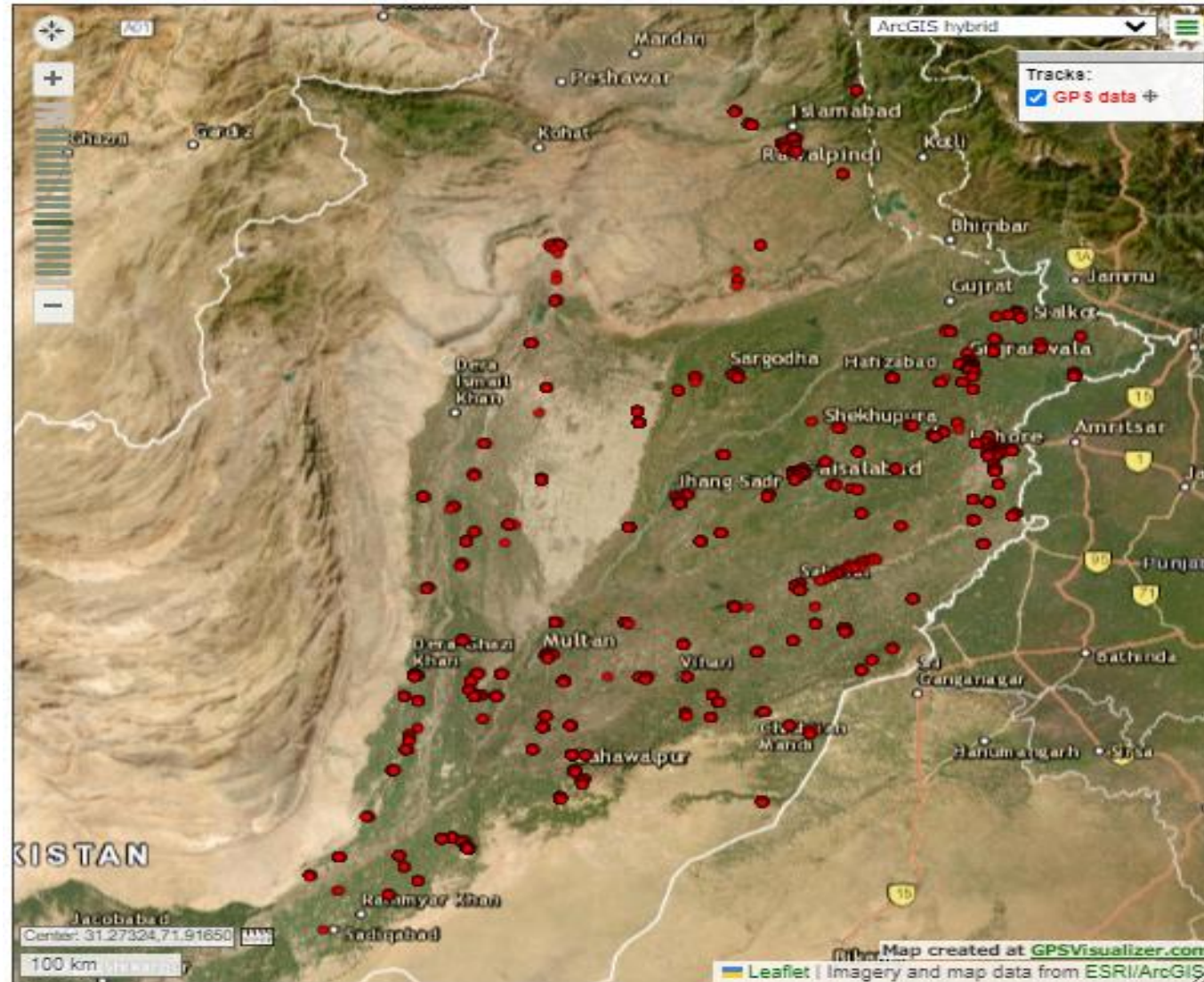
Education



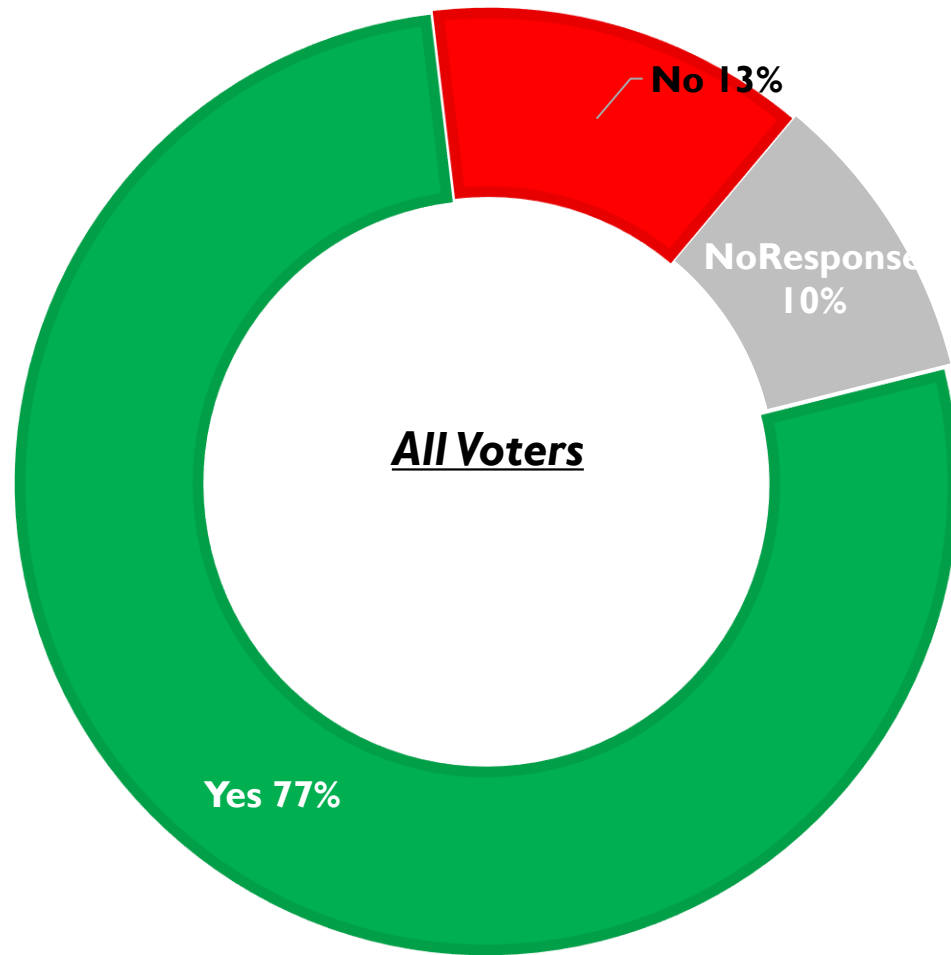
In your opinion, what are the major problems facing Punjab these days?



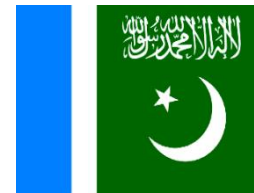
Heat map Data Collection Points



Do you plan to cast your vote in the 2024 election?

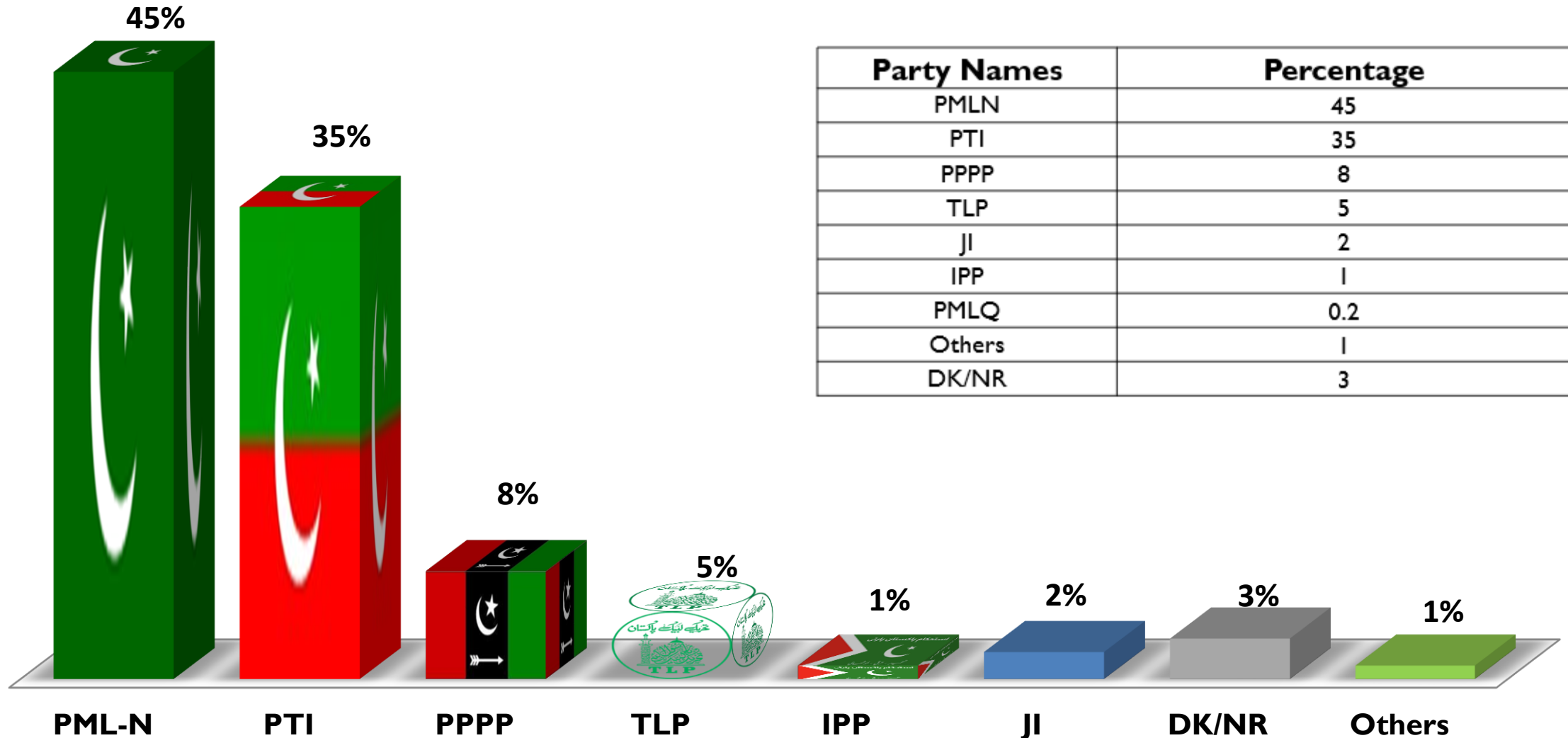


Elections & Party Ratings...



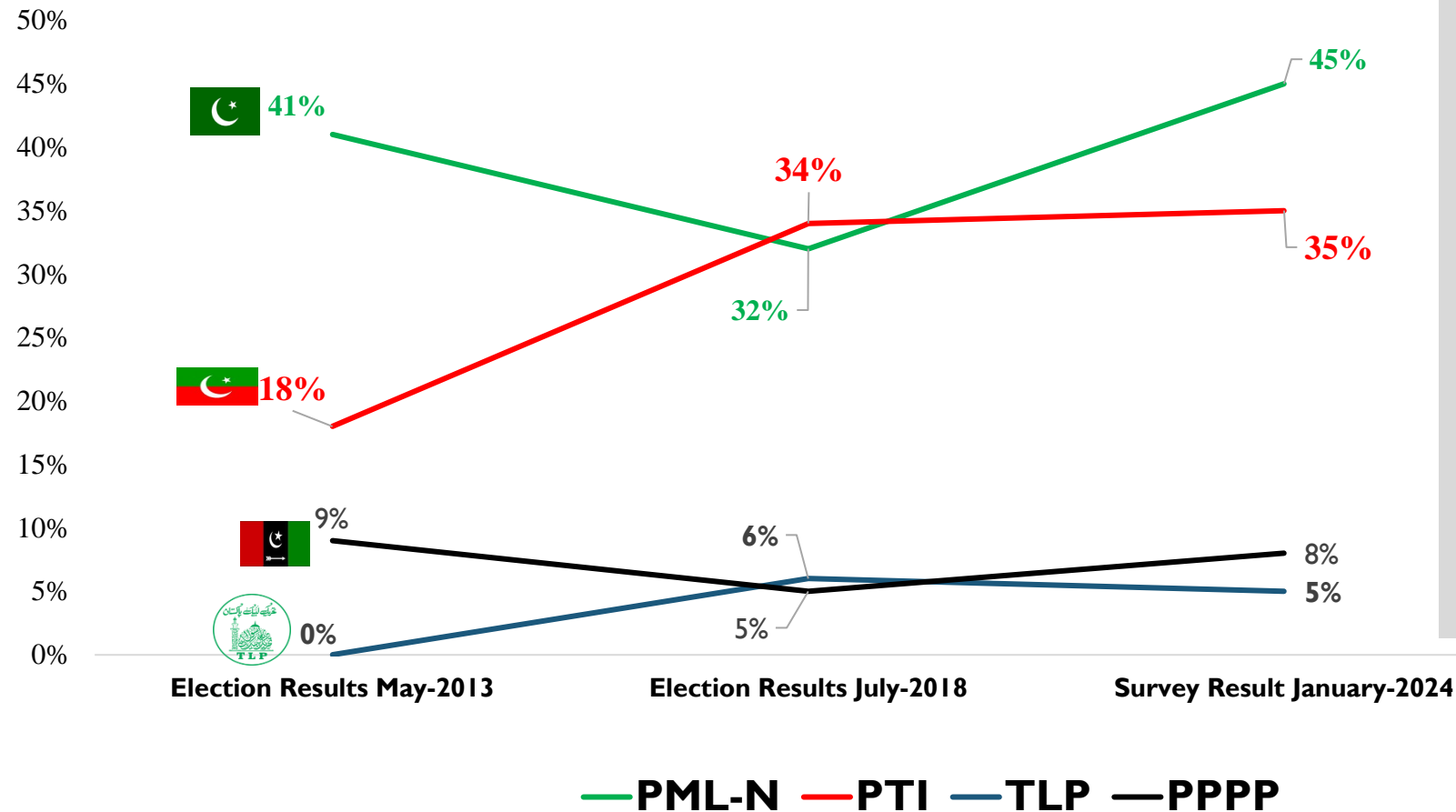
In the upcoming elections in February 2024, candidates of which political party would you like to vote for? (Overall-Results)

Margin of Error : Not more than $\pm 3\%$



Political party Support comparison (Last two elections in Punjab)

(May-2013 - July-2018 Election Results vs Survey Results January-2024)



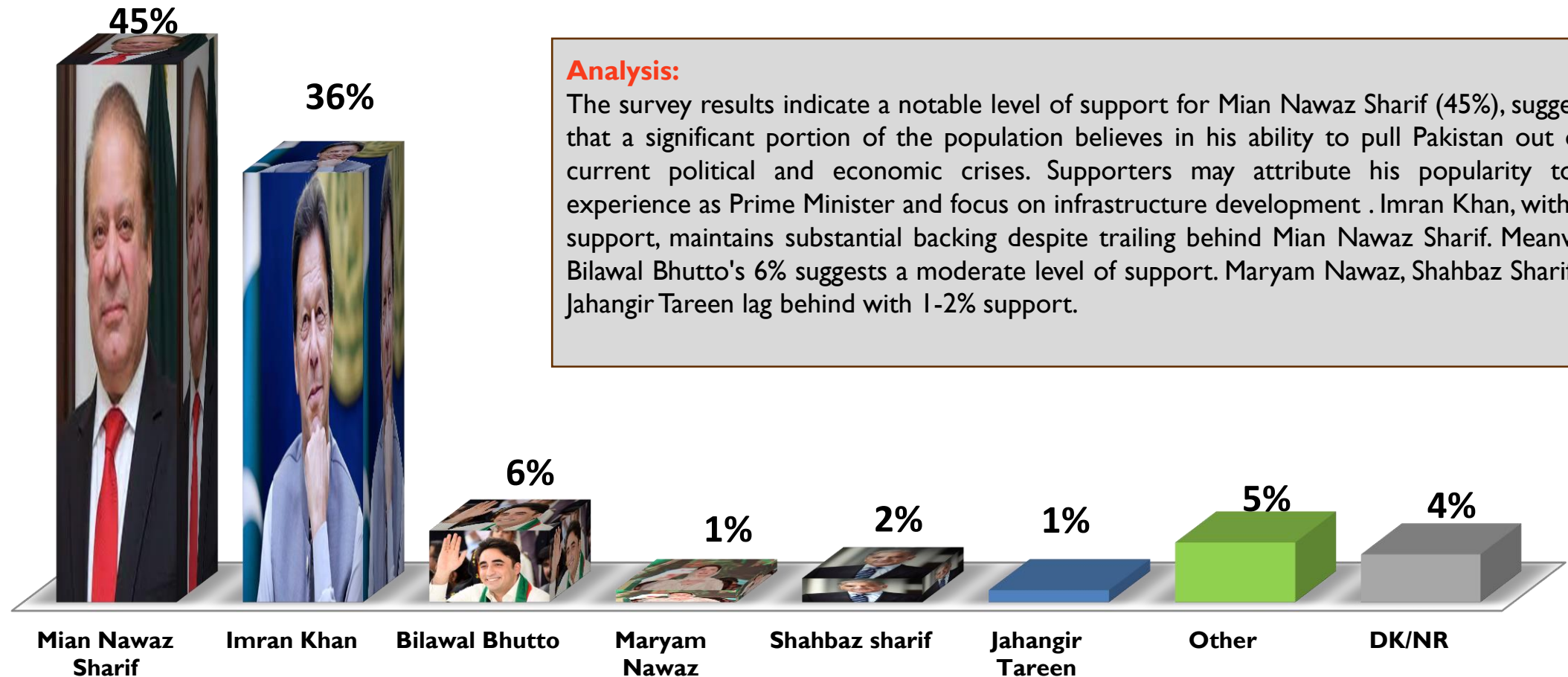
Analysis:
As per this survey report PMLN has regained its lost popularity which they enjoyed in 2013 when they received 41% of votes and now, they are standing around the same level at 45%.

Whereas PTI support is steady at 35% as comparing to last July 2018 elections in Punjab.

PPP and TLP are also maintaining their support at the same level as in July 2018 elections.



In your opinion, which political leader in Pakistan can pull the country out of the current political and economic crises? (Overall-Results)

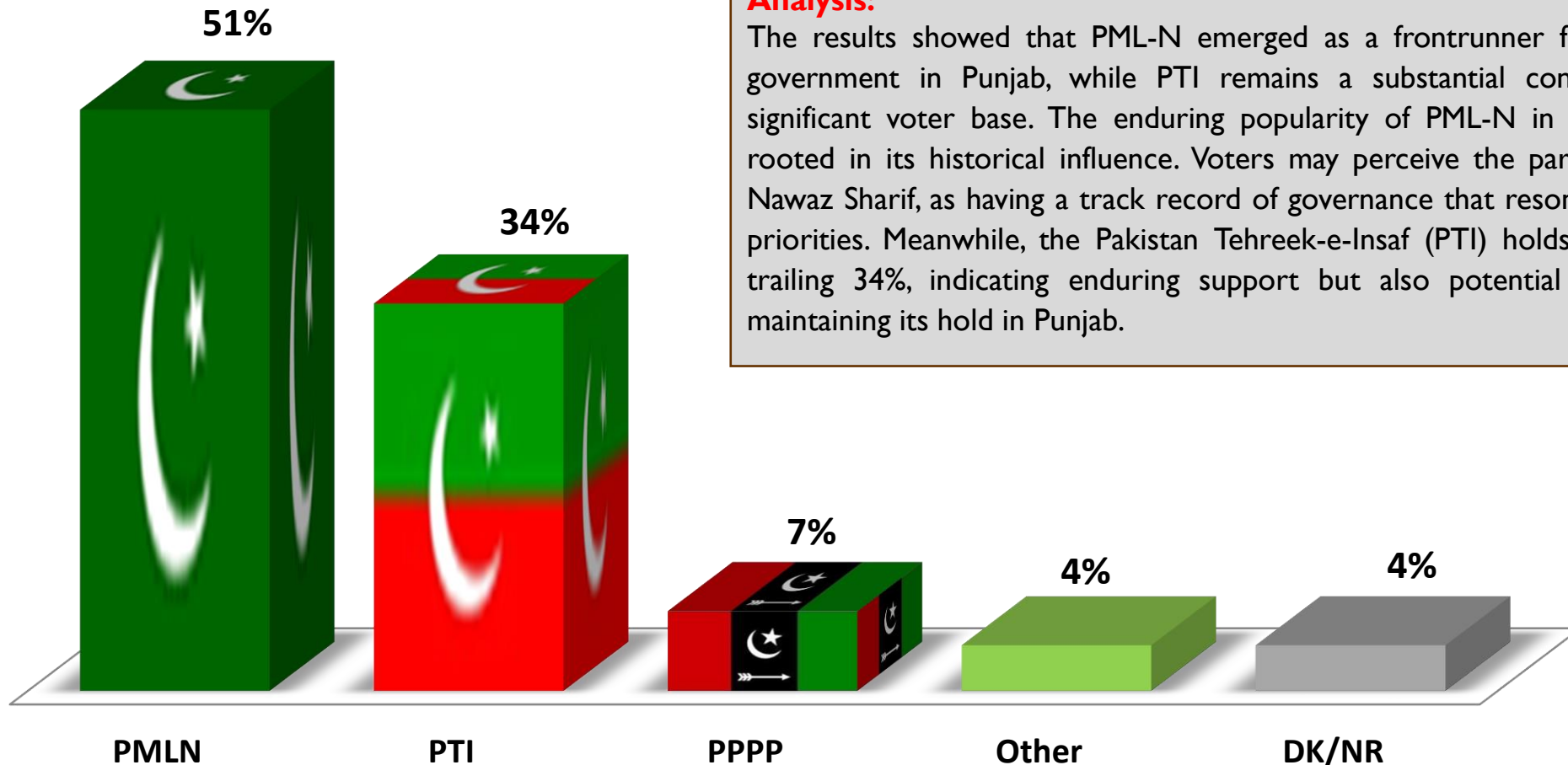


Analysis:

The survey results indicate a notable level of support for Mian Nawaz Sharif (45%), suggesting that a significant portion of the population believes in his ability to pull Pakistan out of its current political and economic crises. Supporters may attribute his popularity to his experience as Prime Minister and focus on infrastructure development. Imran Khan, with 36% support, maintains substantial backing despite trailing behind Mian Nawaz Sharif. Meanwhile, Bilawal Bhutto's 6% suggests a moderate level of support. Maryam Nawaz, Shahbaz Sharif, and Jahangir Tareen lag behind with 1-2% support.

Keeping in mind the current political situation of the country, what do you think which political party do you see forming the government in Punjab and the Federation after the upcoming elections? (Overall-Results)

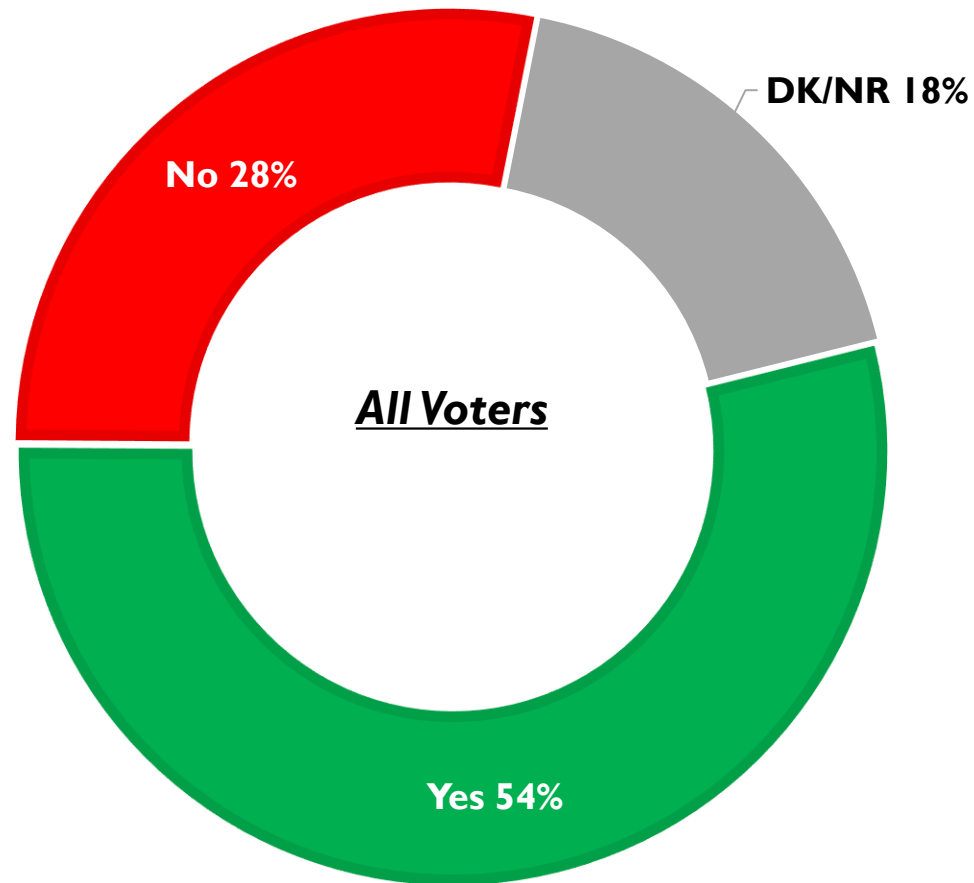
Margin of Error : Not more than $\pm 3\%$



Analysis:

The results showed that PML-N emerged as a frontrunner for forming the government in Punjab, while PTI remains a substantial contender with a significant voter base. The enduring popularity of PML-N in Punjab may be rooted in its historical influence. Voters may perceive the party, led by Mian Nawaz Sharif, as having a track record of governance that resonates with their priorities. Meanwhile, the Pakistan Tehreek-e-Insaf (PTI) holds a notable but trailing 34%, indicating enduring support but also potential challenges for maintaining its hold in Punjab.

What do you think, the May 9 attacks on state institutions last year have significantly reduced PTI's popularity?



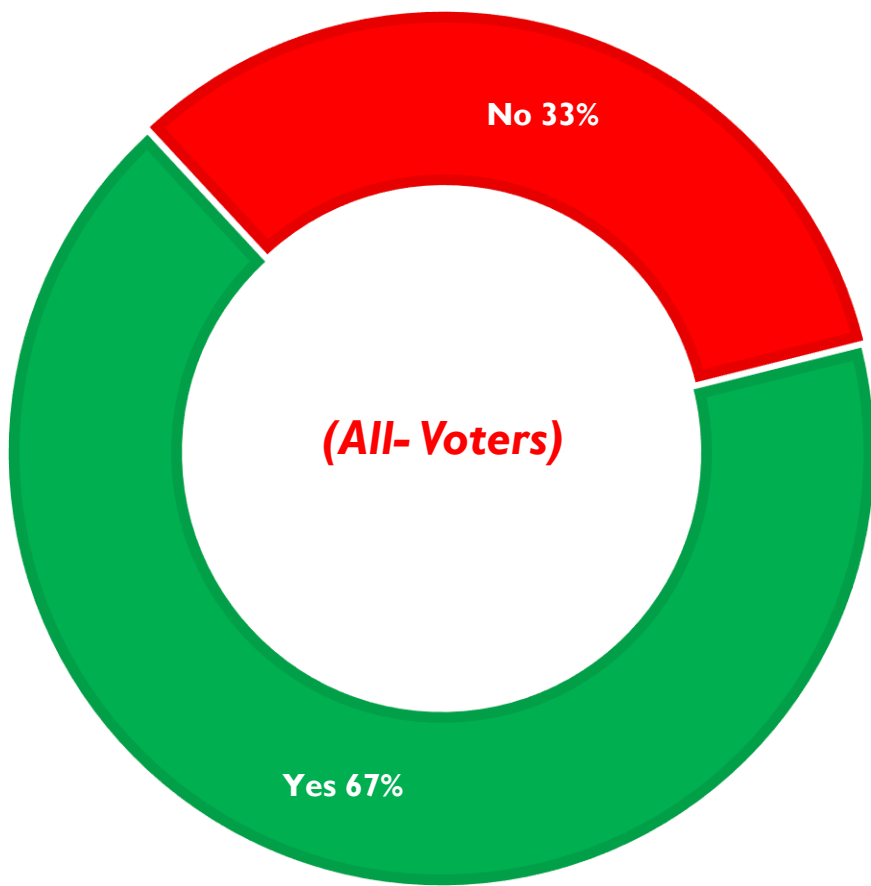
Analysis:

The survey results depict that 54% of respondents believe that the May 9 attacks on state institutions have significantly reduced the popularity of the Pakistan Tehreek-e-Insaf (PTI), highlighting a substantial perception among the public. This negative impact on PTI's standing could be attributed to various factors, including concerns about the party's ability to maintain law and order and ensure the security of state institutions. Conversely, 28% of respondents express the view that the events of May 9 did not affect PTI's popularity.

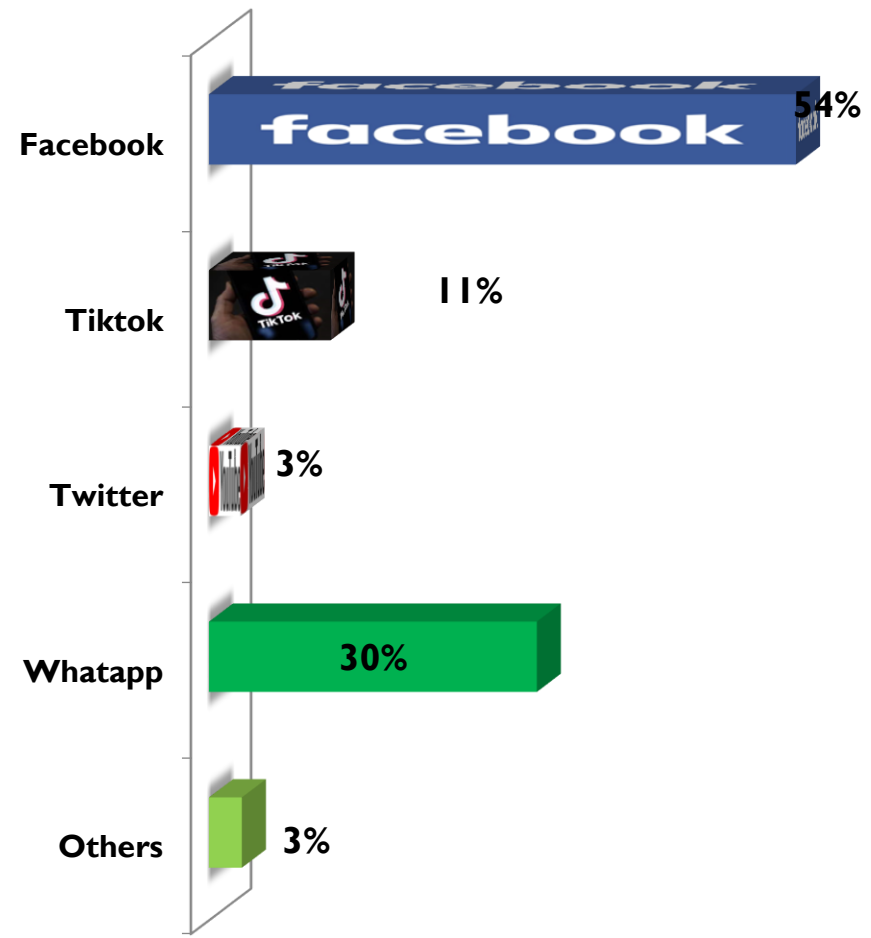
Media



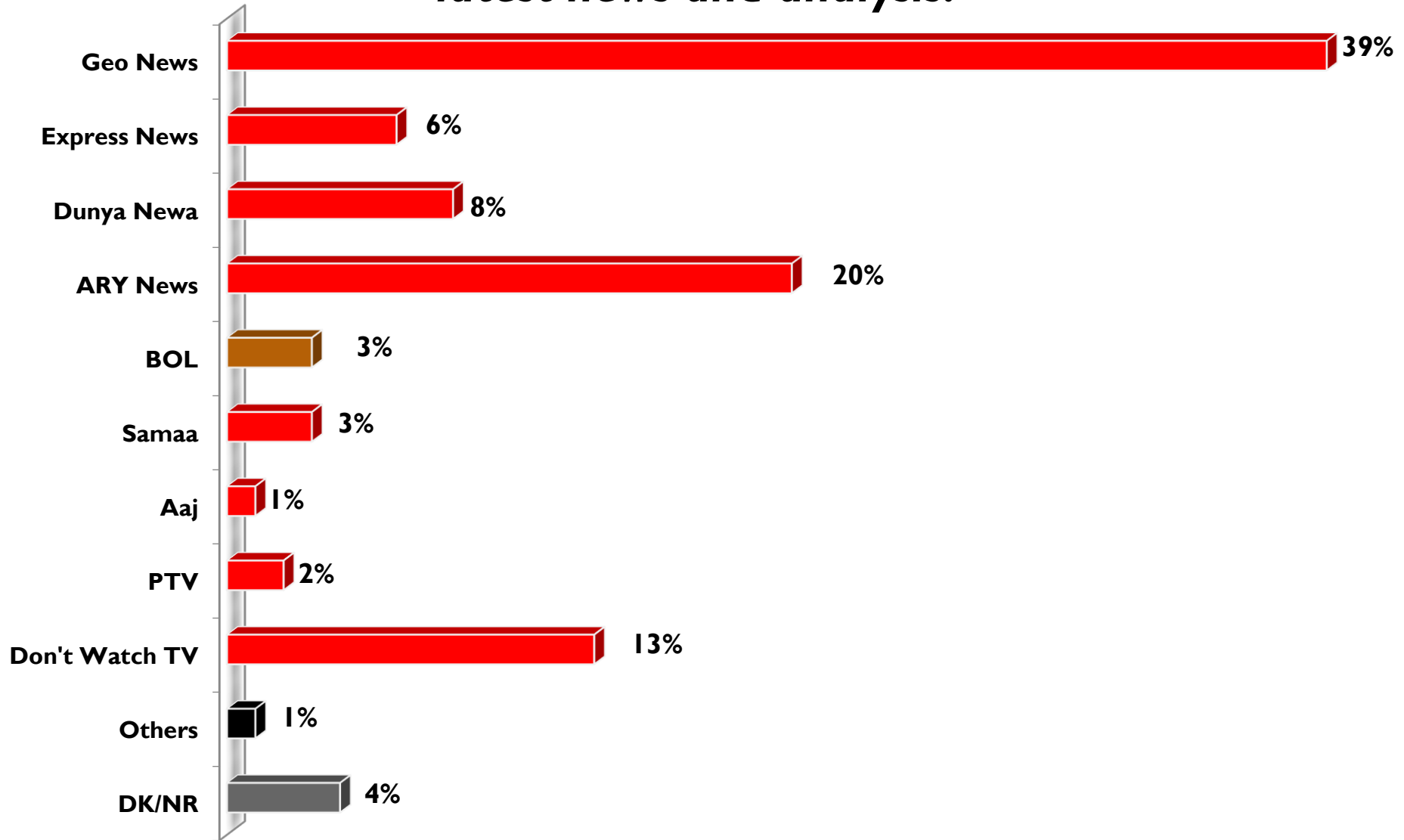
Do you use Social Media?



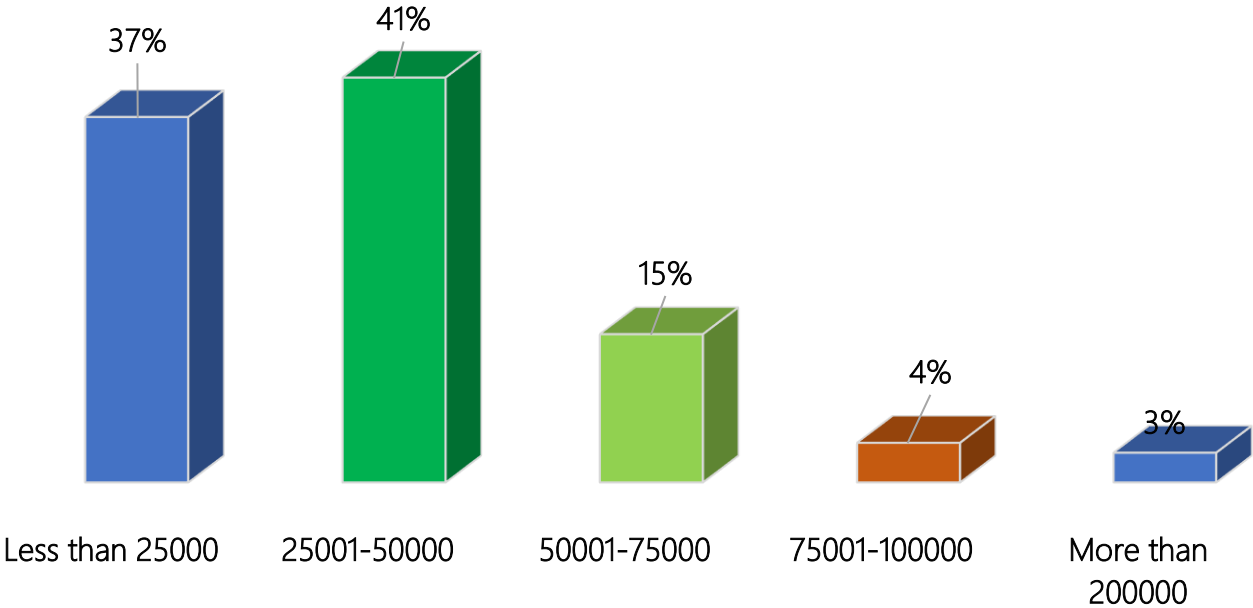
If yes, Please specify?
(Of that 67% said "Yes")



Which of the following channels do you most often watch to get the latest news and analysis?

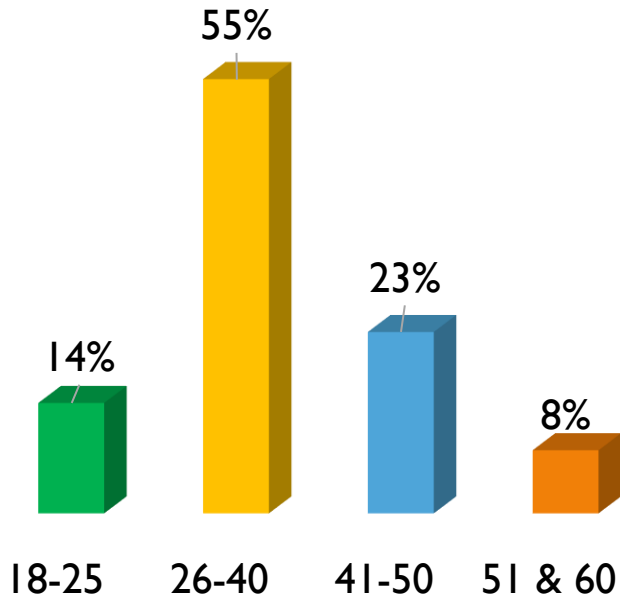
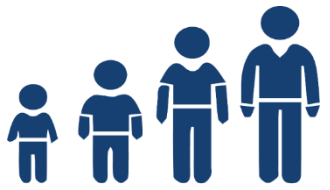


Monthly Income

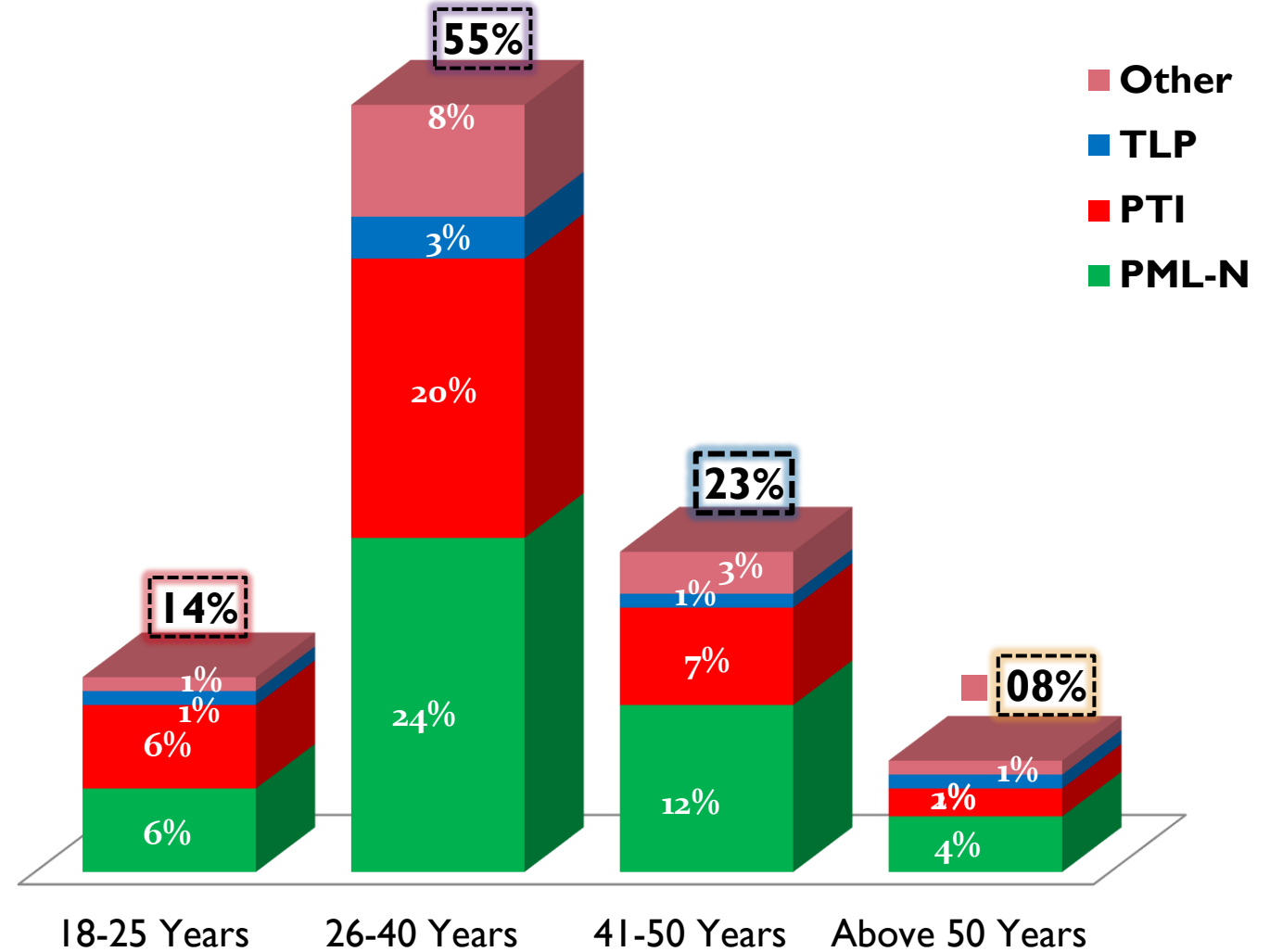


Demographic Support of Political Parties

[Age-Group]



PML-N Vs. PTI Vs. TLP



Thank You!

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