



pulse

ELECTION

2013

Gallup Pakistan

Public Pulse on Elections 2013

Survey Dates:

April 15th -22nd, 2013



World Leaders in Marketing Research & Consultancy

Introduction

Opinion Polls conducted only weeks before the Election continue to produce nuanced perceptions on the coming event. In the recent Gallup Pakistan nation-wide polls, perceptions, intentions and inclinations to vote in the forthcoming elections were questioned. More than 2600 adult men and women in all the four provinces of the country spanning cities, large and small towns and villages were questioned during April 15-22, 2013. The fieldwork was carried out face-to-face and the error margin is estimated to be in the range of $\pm 3-5\%$ with 95% confidence level. Details on the sample composition and methodology are provided at the end.

The polls addressed the following issues:

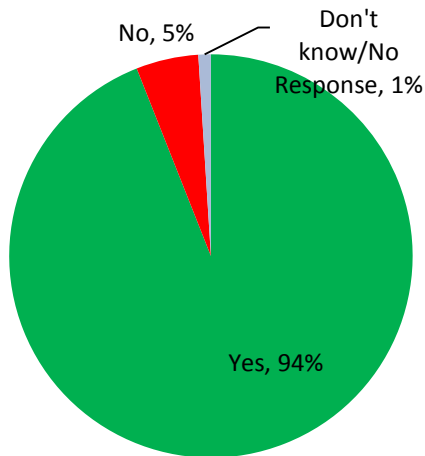
1. Voter registration.
2. Perception on whether elections will be free and fair
3. Intention of voting on Election Day
4. Expected violence on Election Day

Highlights:

- 94% of respondents have registered their votes with equal gender and urban/rural split
- Men are more optimistic about elections being fair, independent and free (67%) than women (54%)
- People are almost twice as hopeful about elections being fair in 2013 (61%) than in previous election in 2008 (33%).
- 65% of supporters of JUI/MMA said there is a very high chance that they will vote on Election Day, followed by 63% of supporters of PTI, 62% for PML-N, 62% for MQM, 61% for PPP, 45% for PML-Q and 38% for ANP.
- A comparison of results between 2008 and 2013 shows that more people are worried now regarding high threat of riots and breakdown of law and order (25%) than they were in 2008 (19%).

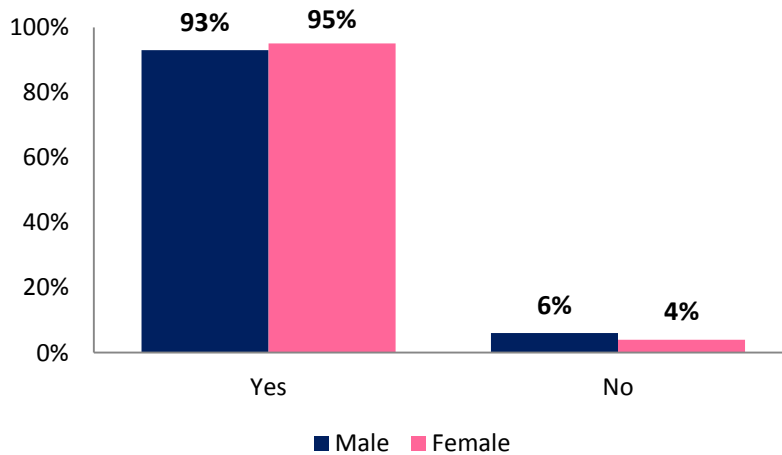
1. VOTER REGISTRATION

Respondents were asked “do you have your vote registered?” Responding to this, 94% said yes and 5% said no. However, 1% did not give a response.



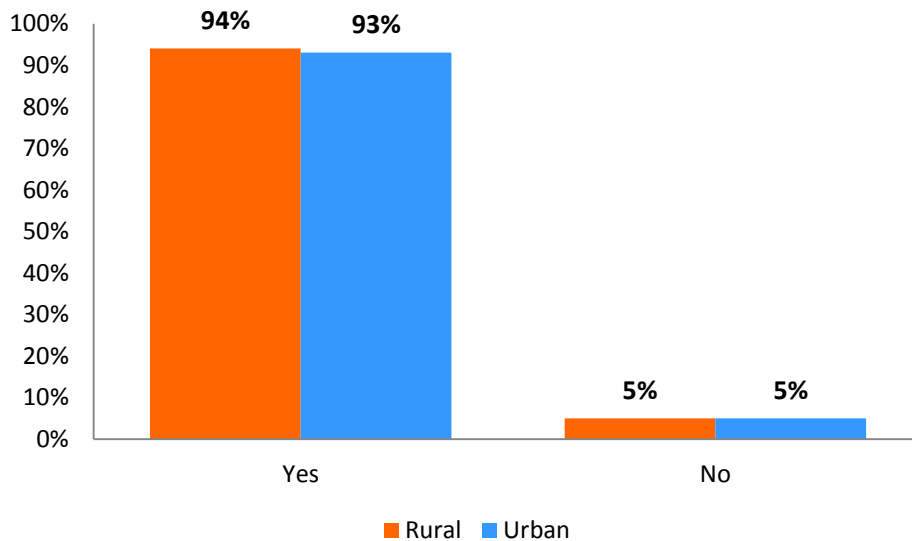
Source: Gallup and Gilani Surveys
 the Pakistani affiliate of Gallup International Association
 (www.gallup-international.com; www.gallup.com.pk)

The results also show that there is relative equality between men and women regarding registration of votes, with 95% of females saying they have their vote registered and 93% of males saying they have their vote registered.



Source: Gallup and Gilani Surveys
 the Pakistani affiliate of Gallup International Association
 (www.gallup-international.com; www.gallup.com.pk)

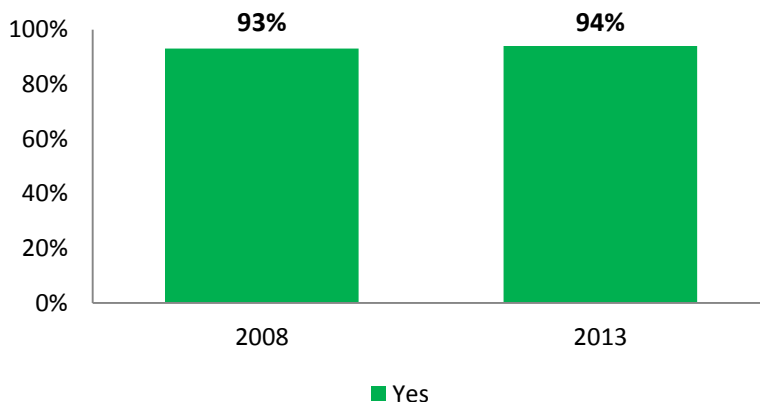
Similarly, the results are almost equal between rural and urban areas, with 94% of rural respondents saying they have their vote registered and 93% of urban respondents saying they have their vote registered.



Source: Gallup and Gilani Surveys
the Pakistani affiliate of Gallup International Association
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The same question was asked in 2008, when the results were largely similar, with 93% saying they have their vote registered and 5% saying they did not have a registered vote.

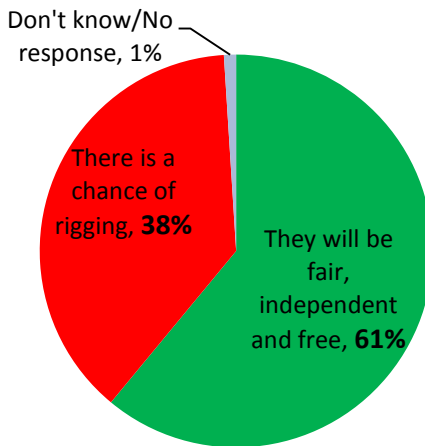
Comparison of results from 2008 and 2013



Source: Gallup and Gilani Surveys
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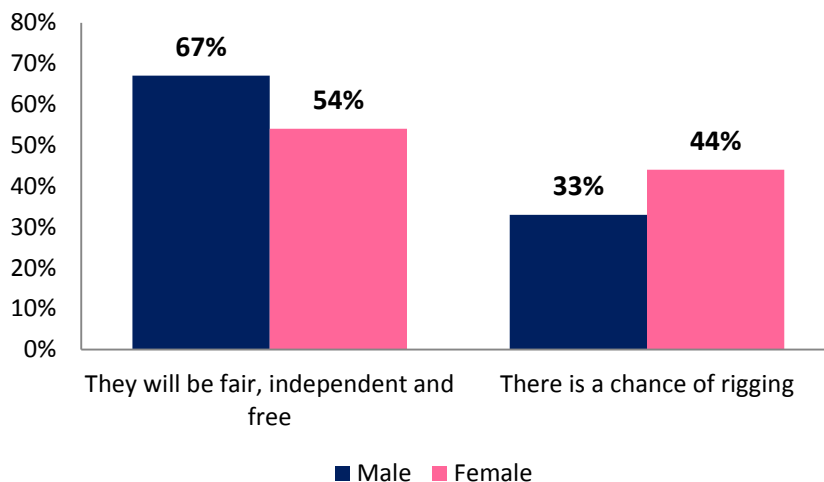
2. PERCEPTION ON WHETHER ELECTIONS WILL BE FREE AND FAIR

When asked “In your opinion, will the elections next month be fair, independent and free or is there a chance of rigging?” Responding to this, 61% think they will be fair, independent and free and 38% think there is a chance of rigging. However, 1% did not give a response.



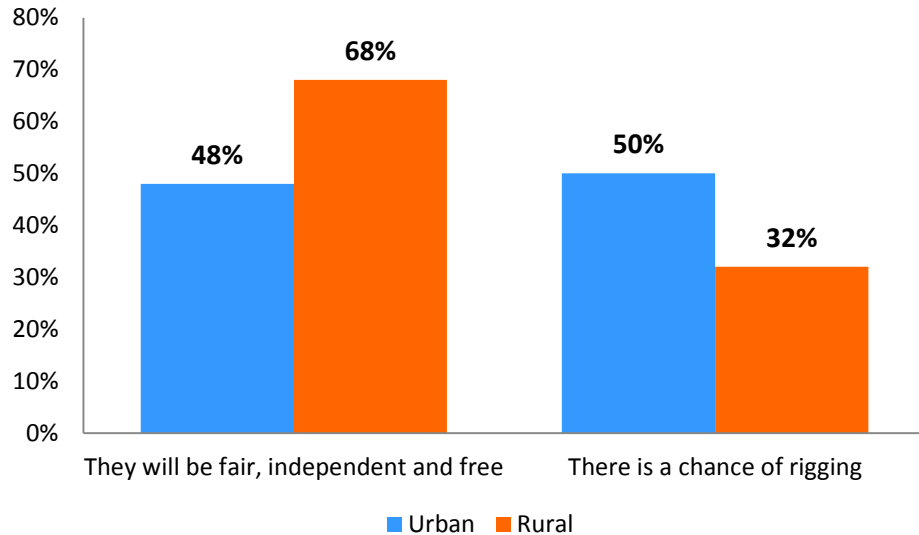
Source: Gallup and Gilani Surveys
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Comparing between gender shows that more men are optimistic about elections being fair, independent and free (67%) than women (54%).



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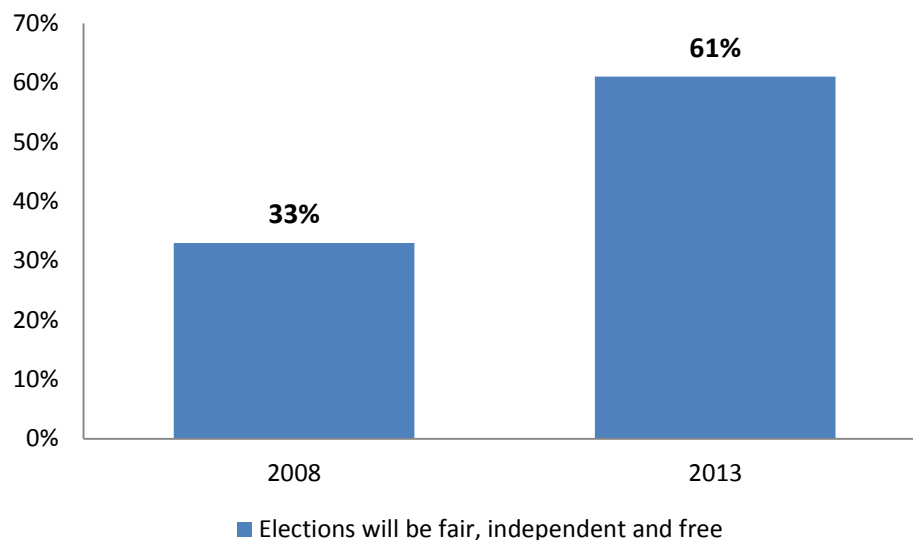
Comparing between urban and rural localities shows that respondents from rural areas are more hopeful about elections being fair, independent and free (68%) as compared to their urban counterparts (48%).



Source: Gallup and Gilani Surveys
the Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk)

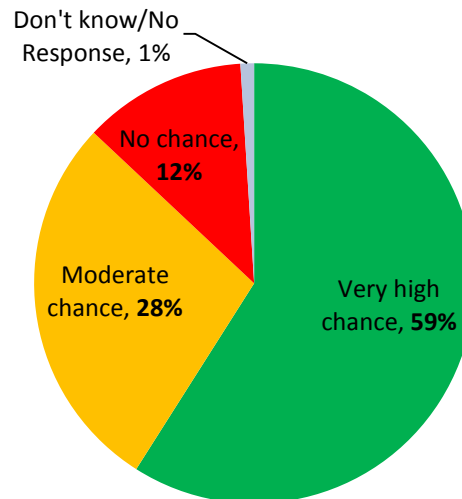
The same question was also asked in 2008. Comparing results between 2008 and 2013 shows that more people are hopeful about elections being fair, independent and free in 2013 (61%) than they did in 2008, when only 33% thought they would be free, independent and fair, and 65% thought they would not be.

Comparison of results from 2008 and 2013



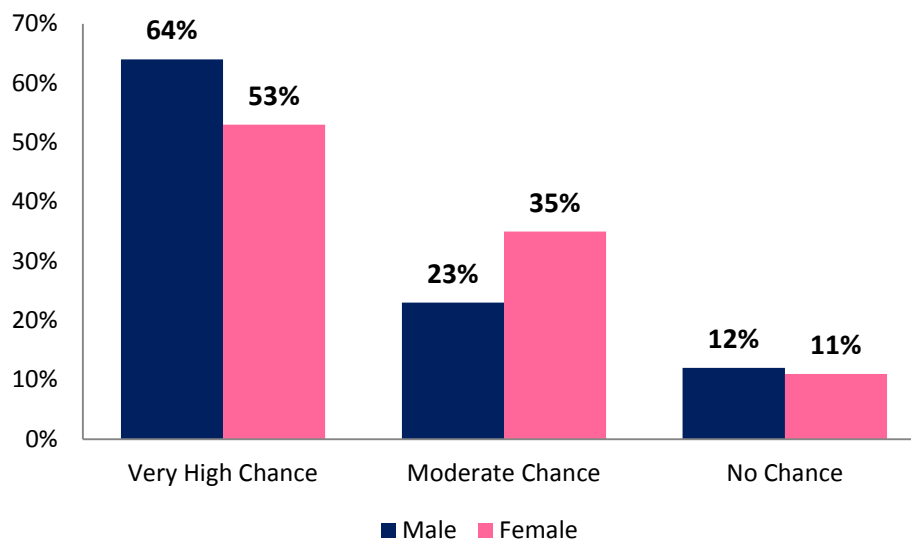
3. INTENTION TO VOTE (TURN-OUT):

When respondents were asked “**What are the chances that you will go to vote?**” a majority (59%) said the chances are very high, 28% said the chances are fair/moderate and 12% said there is no chance at all.



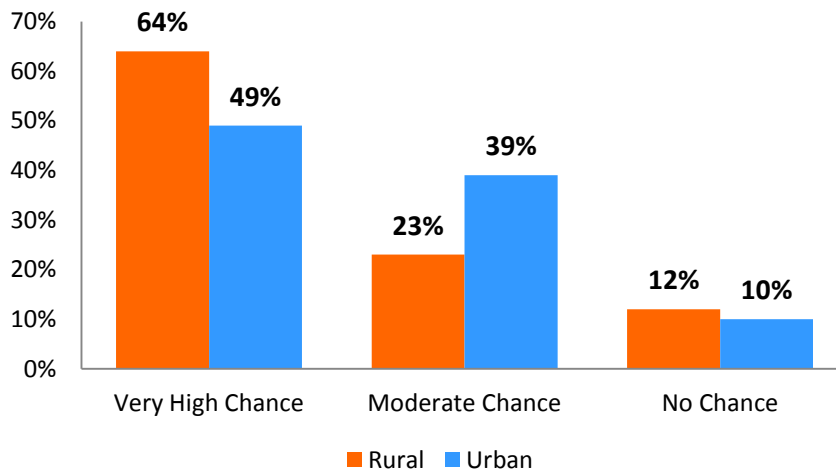
Source: Gallup and Gilani Surveys
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However, intentions to vote differed between men and women. While 64% of the male respondents say there are high chances that they will vote in the coming elections, the figure is 53% for female respondents.



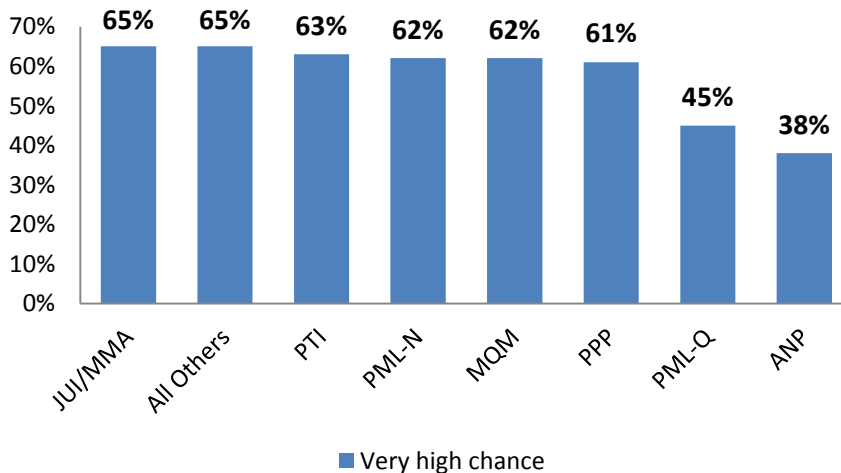
Source: Gallup and Gilani Surveys
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Intention to vote was considerably higher in rural areas with 64% of respondents saying there is a very high chance that they will vote, compared to only 49% of urban respondents.



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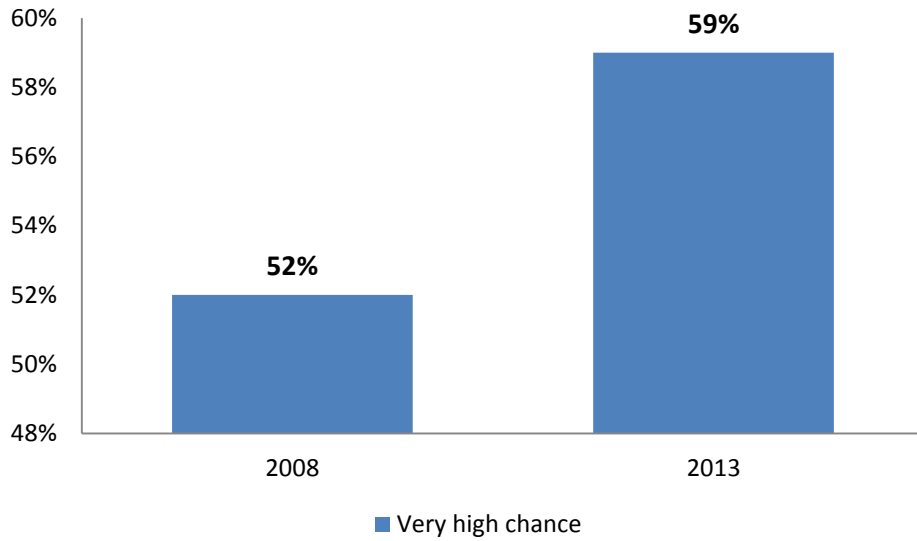
Among supporters of major political parties, the intention to vote also reflected interesting results. 65% of supporters of JUI/MMA said there is a very high chance that they will vote on Election Day, followed by 63% of supporters of PTI, 62% for PML-N, 62% for MQM, 61% for PPP, 45% for PML-Q and 38% for ANP.



Source: Gallup and Gilani Surveys
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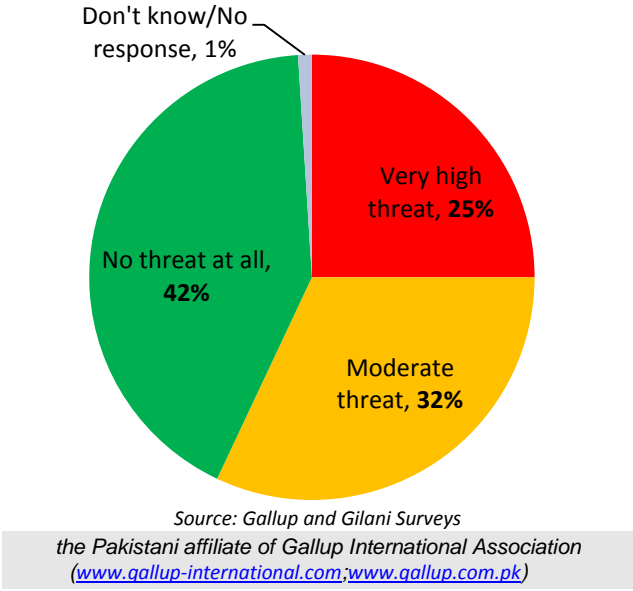
The same question was also asked in 2008. Comparing results between 2008 and 2013 shows that more people say there is a very high chance that they will go vote in the 2013 Elections (59%), compared with 2008, where 52% said there is a high chance that they will go vote.

Comparison of results from 2008 and 2013

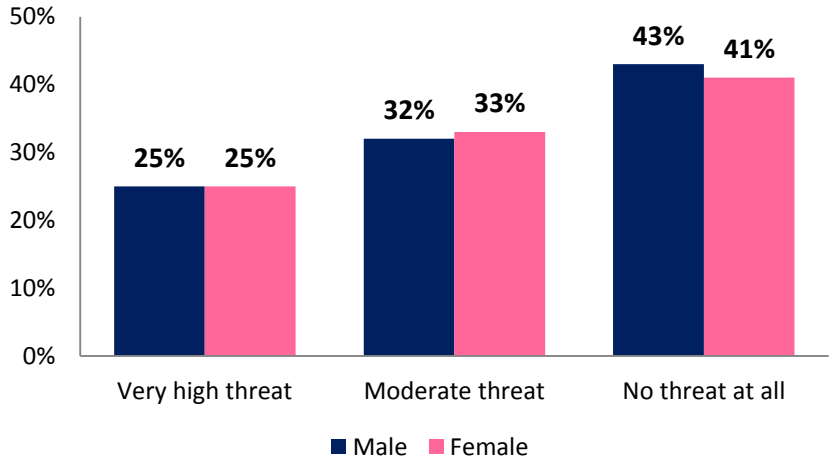


4. Expected violence on Election Day

Respondents were asked “In your opinion, in your constituency where you vote, is there a threat of riots on Election Day?” Responding to this, 25% said there is a very high threat, 32% said there is a moderate threat and 42% said there is no threat at all. However, 1% did not give a response.

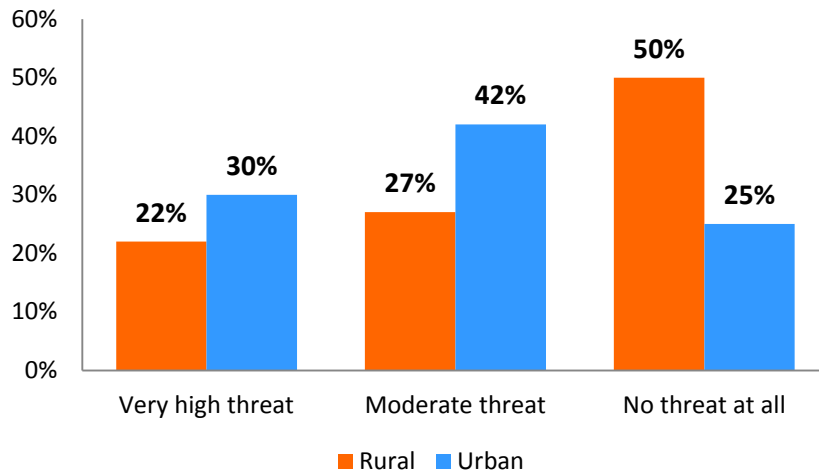


Responses between men and women did not differ by much, with 25% of men and 25% of women thinking there is a very high threat of riots and breakdown of law and order on Election day, where as 43% of men think there is no threat at all and 41% of women think the same.



Source: Gallup and Gilani Surveys
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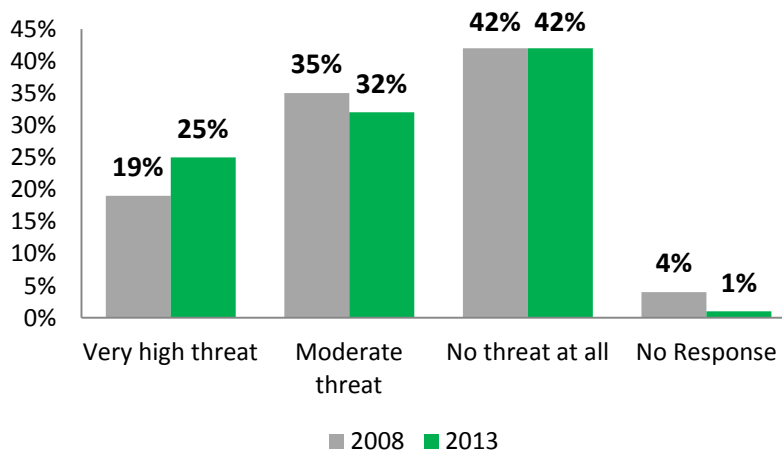
Comparing between urban and rural localities shows that urban respondents are more worried about riots and breakdown of law and order on Election day (30%) compared with 22% of rural respondents who think there is a very high threat. 50% of rural respondents think there is no threat at all, whereas 25% of urban respondents are of the opinion that there is no threat at all.



Source: Gallup and Gilani Surveys
 the Pakistani affiliate of Gallup International Association
www.gallup-international.com; www.gallup.com.pk

This question was also asked in 2008. A comparison of results between 2008 and 2013 shows that more people are worried now regarding high threat of riots and breakdown of law and order (25%) than they were in 2008 (19%).

Comparison of results from 2008 and 2013



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Gallup Pakistan has conducted this poll according to the ESOMAR Code of Ethics and internationally recognized principles of scientific polling. The results in this Report do not represent views held by the authors or Gallup Pakistan. The results only represent public opinion, computed on the basis of views expressed by anonymous respondents selected through the procedure outlined in the Methodology section of this Report.

Gallup Pakistan has provided this data in the public interest and gratis. It cannot be held liable, contractually or otherwise, to the users of this data.