



Special Press Release

**Gallup Pakistan Electoral Repository / Gallup Pakistan History Project  
Political Media Campaign on Television  
Issue # 3**

**2013 Elections Exit Poll: 84% voters claimed to watch TV, 43% respondents said they were somewhat interested in the election symbols advertised by political parties through advertisements on TV, 85% respondents said that political media campaigns did not affect or change their vote. Gallup Pakistan**

Islamabad, August 11, 2017

**Introduction to the series on Gallup Pakistan Electoral Repository:**

This press release is part of a special press release that aims to provide the readers interesting findings from Gallup Pakistan's electoral database. Empirical analysis of elections in Pakistan is quite restricted and the Gallup Pakistan Exit Poll, on which this press release is based, is the only Exit Poll in the country providing a window into the minds of Voters on issues like who voted for whom and why? The Gallup Pakistan Electoral Repository program aims to fill this void of dearth of data in anticipation of the 11<sup>th</sup> General Elections in the country. The press releases, as part of this programme, are geared towards academics and policy makers as well as voters for the next general and provincial elections. For more information on the programme please contact Gallup Pakistan (isb@gallup.com.pk).

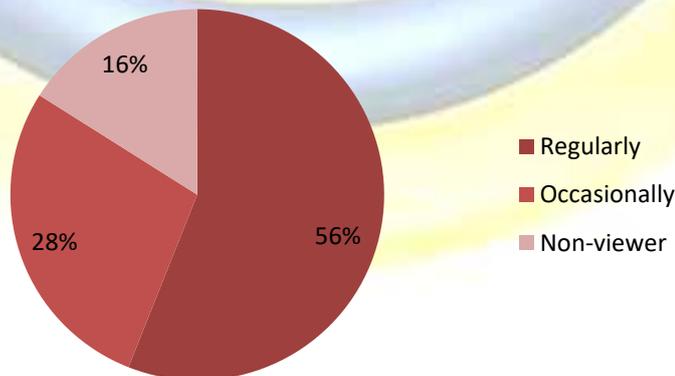
*Abstract*

*Election 2013 saw a surge of political campaigning on television. It is of great interest to analyse the effect of political media campaigning on the voting decision of people. Gallup Pakistan Exit Poll (Election Day Survey) analysis suggests that 84% respondents watch TV, 43% respondents are somewhat interested in the election symbols advertised by political parties through advertisements on TV, 85% respondents said that it did not affect or change their vote.*

**TV Viewership: Majority (56%) voters are regular viewers of television**

The Gallup Pakistan Exit Poll (Election Day Survey) asked a nationally representative sample of voters on the Election Day, "Normally, how much TV do you watch in one week?" In response to this question, 56% said they watch TV regularly, 28% said they watch TV occasionally and 16% said they do not watch TV.

**Question: "Normally, how much TV do you watch in one week?"**



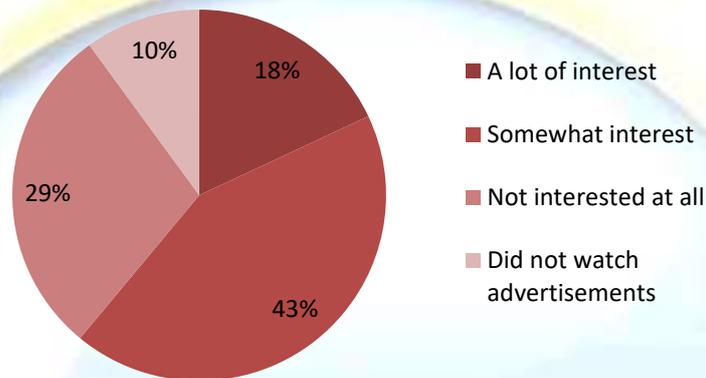
**Source:** Gilani's Index of Electoral Record, based on Gallup Exit Poll data computed by Gallup Pakistan



**Interest in watching Political Media Campaigns: 43% said they are somewhat interested**

Respondents were then asked, “During this election, many political parties advertised their election symbols to increase popularity on advertisements on TV. Please tell us; with how much interest did you watch these advertisements?” In response to this question, 18% said they watched the political media campaigns with a lot of interest, 43% said with somewhat interested, 29% said that they were not interested at all and 10% said they did not watch the advertisements.

**“Question: During this election, many political parties advertised their election symbols to increase popularity on advertisements on TV. Please tell us, with how much interest did you watch these advertisements?”**

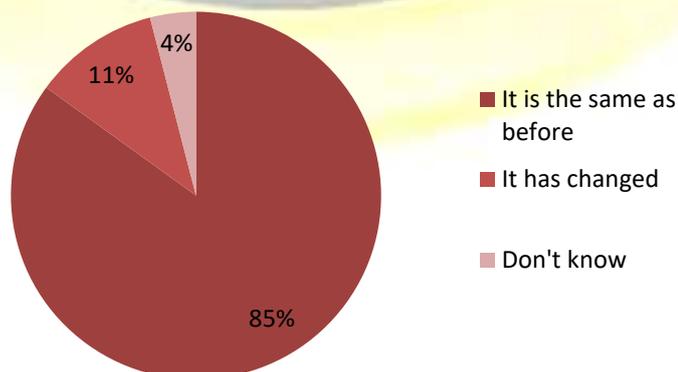


Source: Gilani’s Index of Electoral Record, based on Gallup Exit Poll data computed by Gallup Pakistan

**Effect of Political Media Campaign (Television on Voting Decision): 11% claimed their voting decision changed**

In addition, the voters were asked whether the political campaigning on television affected their voting decision. 85% respondents reported no change in their voting decision, 11% of the respondents claimed that their voting decision changed due to political campaigning on television. 4% respondents do not know.

**Question: “Did you change your voting decision after watching election campaign and advertisements on TV or is it the same?”**



Source: Gilani’s Index of Electoral Record, based on Gallup Exit Poll data computed by Gallup Pakistan



**Switching Behaviour: PTI topped as a party benefitting from media campaigning. For some this meant an increase in votes, for others it meant a reduction in vote bank.**

Political Media campaigns played a noteworthy role in changing voting decisions of voters. Among the 11% voters who changed their voting decision due to political media campaign on television, PTI gained 15% vote bank due to the political campaigning on television. On the other hand, PML (N) and PPP have lost -8% and -13% of their vote bank respectively.

**Question: “If your voting decision changed, who did you want to vote for before?”**

	Voted for on Election Day		
	Percent share in Gain and Loss		
Switching Behaviour	PML (N)	PTI	PPP
Switched To (Gain)	28	33	9
Switched Away (Loss)	36	18	22
Net Gain	-8	+15	-13
Net Loss	-0.96	+1.80	-1.56

Source: Gilani’s Index of Electoral Record, based on Gallup Exit Poll data computed by Gallup Pakistan

**Gallup Pakistan Electoral Repository: An Introduction**

The Gallup Pakistan Electoral Repository is comprised of the following sources:

1. Election Commission data on past 10 elections in Pakistan, available over each constituency. This data was acquired from Election Commission website and converted into digital database in SPSS form and is now referred to as Gilani Index of Electoral Record.
2. Gallup Exit Polls for every election since 1985.
3. Gallup pre and post-election survey record since 1985.
4. Analysis by Dr. Ijaz Shafi Gilani on elections piece by piece, as well as in combined form.

For complete access to reports or the Gallup Electoral Database, please visit the following links:

<http://gallup.com.pk/polls/gallup-pakistan-digital-libraries/digital-library-pakistan-elections/>

For definition of Gallup Electoral Territories, please visit the following link: <http://gallup.com.pk/wp-content/uploads/2017/07/Gallup-Pakistan-Electoral-Repository-3.pdf>

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For more survey data, see website [www.gallup.com.pk](http://www.gallup.com.pk)

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