



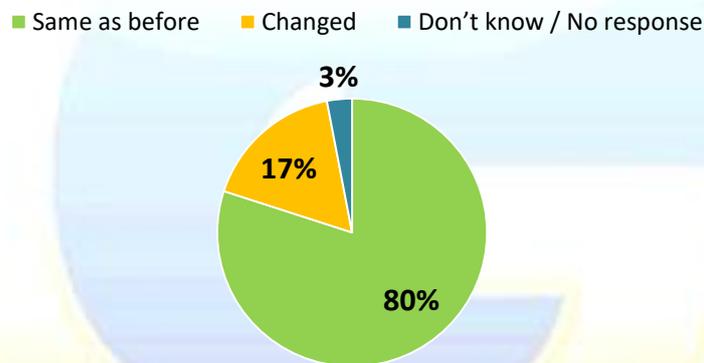
Exit Poll
2018 General Election
Effect of Political Media Campaign (Television on Voting Decision)

Influence of election campaigns on voting decision: 80% voters report to not have changed their vote after watching election campaigns or advertisements. (GALLUP PAKISTAN EXIT POLL)

Islamabad, July 25, 2018

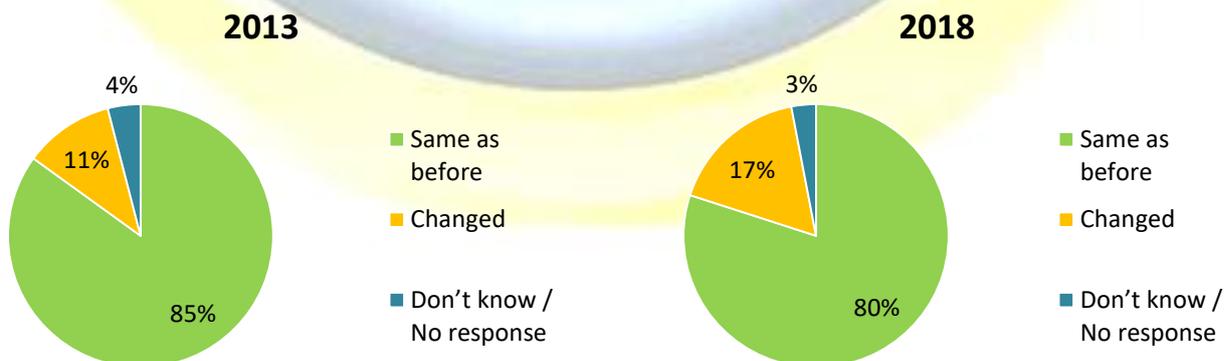
The Gallup Pakistan Exit Poll (Election Day Survey) asked a nationally representative sample of voters on the Election Day: “Did you change your voting decision after watching election campaigns and advertisements on TV or is it the same?” 80% of the respondents stated that their vote has remained the same as before whereas 17% respondents claimed that their vote changed after viewing election campaigns and advertisements. 3% respondents did not respond or stated that they had no opinion on the matter.

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



Source: Gilani's Index of Electoral Record, based on Gallup Exit Poll 2018
 Field work conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association
www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com

Comparison with the past:





The study was released by Gilani Research Foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The survey was conducted with a statistically selected sample of men and women voters comprising a cross-section of all ages, income and educational backgrounds. The survey was conducted in the rural and urban polling stations of all the four provinces of Pakistan. Face-to-face interviews were conducted between 8 am to 6 pm on the polling day (July 25).

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>

Gallup Pakistan Electoral Repository Team:

Overall Direction: Bilal I. Gilani, Executive Director, Gallup Pakistan

For more survey data, see website www.gallup.com.pk or write to Ms. Amnah Imtiaz at amnah.imtiaz@gallup.com.pk

Disclaimer: Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup International Association see website: www.gallup-international.com

Disclaimer: The views and inferences expressed in the article are that of the author himself and Gallup Pakistan does not take any responsibility in this regard. This series, and many such initiatives, are internally funded by Gallup Pakistan and Gilani Research Foundation. No outside country or local funding has been received for this current activity.