



Special Press Release
**GALLUP PAKISTAN ELECTORAL REPOSITORY
SEVEN TYPES OF VOTERS**

**How voters make their choice: Development seeking (31%) and patronage seeking (23%) top motivation to vote.
(GALLUP & GILANI PAKISTAN POLL)**

Islamabad, July 30, 2018

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 aims to fill this void of dearth of data in anticipation of the 11th 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).

How voters make their choice: Seven types of voters:

One issue often raised in political discourse about Pakistani politics is: to what extent are the voters' loyalties bound to the individual candidate's attributes rather than the party in whose name he contested the elections? The Gallup Pakistan Exit Poll (Election Day Survey) has some answers.

Analysis of the Exit Poll data suggests that voters can be classified into seven major types by their motivation to vote: Party Loyals, Morality Seeking Voters, Patron Seeking Voters, Legislation Minded Voters, Development Seeking Voters, Biradari Bound, and Skeptic Voters.

On the Election Day in 2018, Gallup Pakistan in its Exit Poll asked a nationally representative sample of voters regarding their motivation to vote.

Analysis of the data reveals that almost one in ten (**11%**) of the voters in the 2018 General Elections like to be seen as **Party Loyals**. The most important reason for their choice was the nomination of their candidate by the party. They chose this reason from among seven different reasons provided to them on a circular card.

31% of the voters would pass as **Development Seekers**. They mentioned their legislator's ability to execute development projects, such as bringing electricity and building roads for their community, as the critical reason behind their choice.

23% of voters are the **Patron-seeking** types. The legislator's ability to help them with the police, courts and other officials stands out as his major attribute.



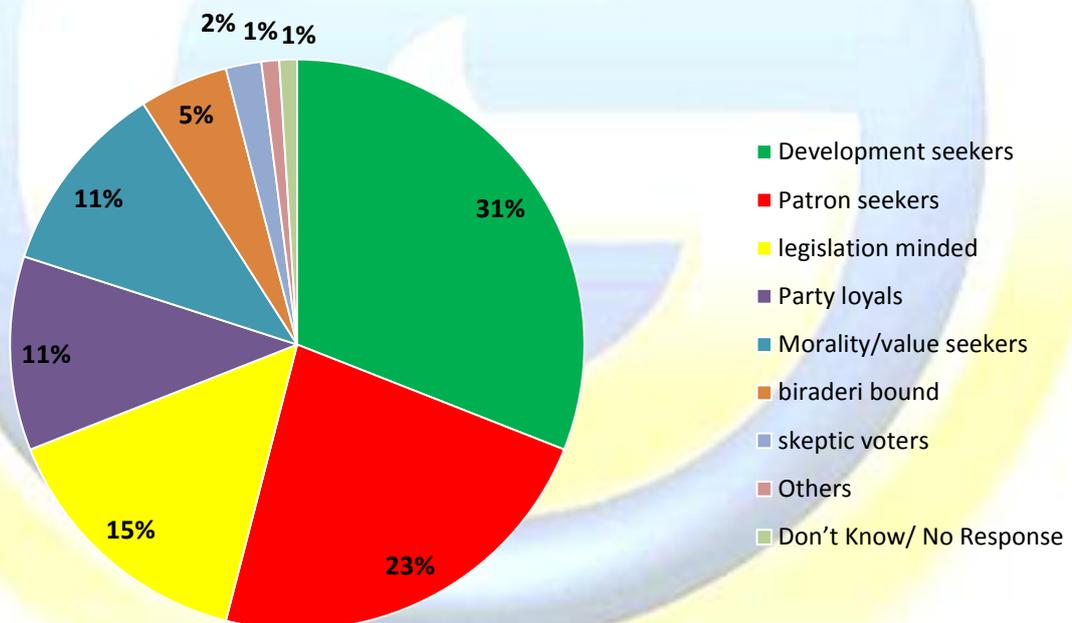
15% of voters are **Legislation-Minded**. They chose their legislator because of his competence in the comprehension of national affairs.

Another **11%** of voters would like to be seen as **Morality/Value Seeking** voters. They describe legislator's religiosity, honesty and integrity as the principal motive behind their choice.

5% admitted to being **Biradari-bound**. They said they followed their Biradari's verdict in choosing the legislator.

Only **2%** placed themselves in the category of **Skeptic Voters**, that is, those who chose a certain legislator because he was the most capable of defeating the candidate whom the voter disliked or despised.

Question: "Would you tell us the most important reason which led you to vote for the candidate for whom you just voted for the National Assembly?"

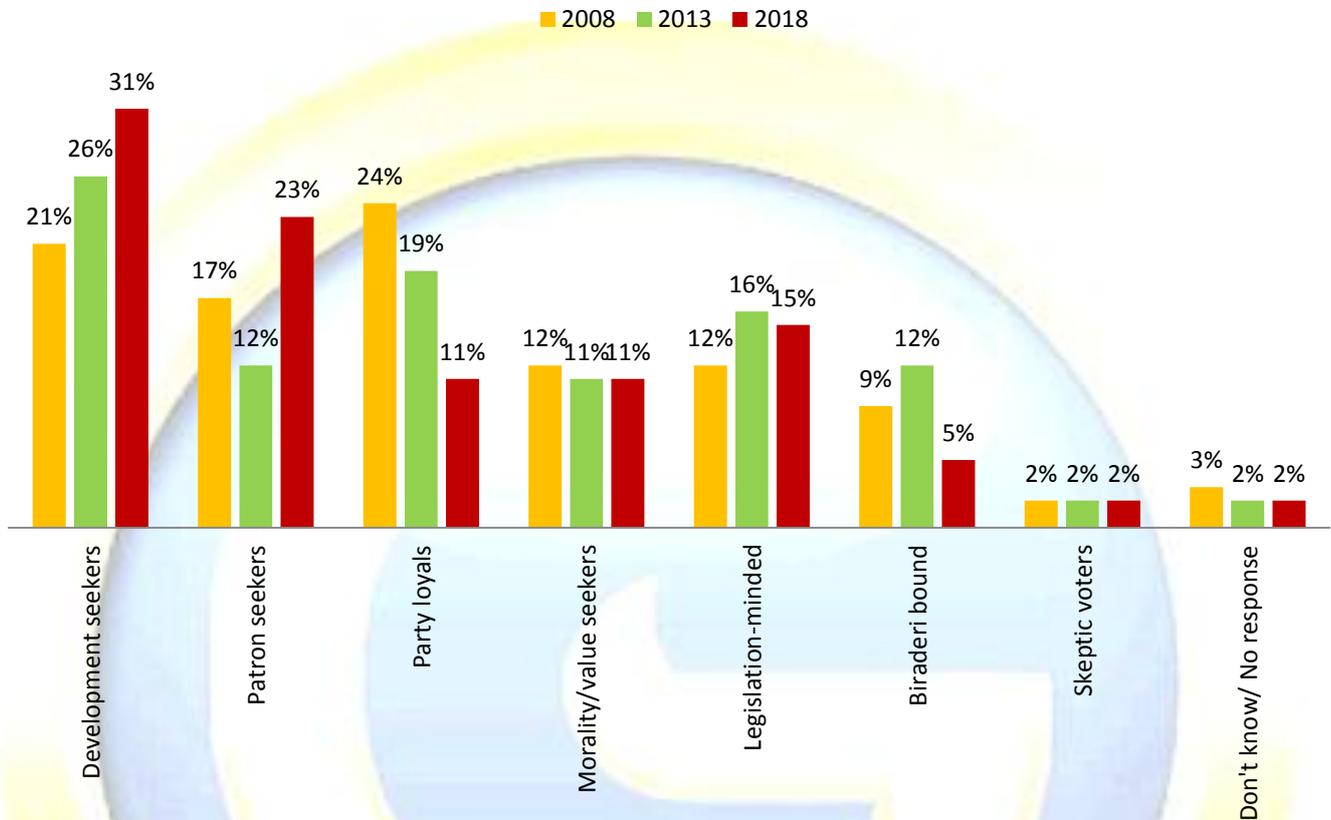


Source: Gilani's Index of Electoral Record, based on Gallup Exit Poll 2018
Field work conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)



Comparison with the past: Increase in Development Seeking voters and decrease in Party Loyals

Question “Would you tell us the most important reason which led you to vote for the candidate for whom you have just voted for the National Assembly?”



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

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 approximately 3800 men and women voters comprising a cross-section of all ages, income and educational backgrounds, spread across 100 National Assembly Constituencies covering all 4 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>

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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.