

# POLITICAL WEATHER REPORT ON VOTING INTENTIONS TWO MONTHS BEFORE THE GENERAL ELECTIONS 2018



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# DEMOGRAPHICS AND METHODOLOGY NOTE

# DEMOGRAPHICS

(n~3000)

		Column N %
Gender	Male	52%
	Female	48%
	Total	100%
Age	18-29	42%
	30-49	37%
	50-59	11%
	60+	11%
	Total	100%
Education	Illiterate	27%
	Less than Primary	8%
	Middle	23%
	Matric	23%
	Intermediate	9%
	Graduate	5%
	Postgraduate	2%
	No response	3%
Total	100%	
Household Income	Low (Upto 15K)	33%
	Middle (15k-30k)	39%
	High (30k+)	21%
	DK/NR	6%
	Total	100%
Location	Urban	35%
	Rural	65%
	Total	100%
Province	Punjab	58%
	Sindh	24%
	KPK	13%
	Balochistan	5%
	Total	100%

**Methodology:** Sample Size: ~3000; Coverage: National/Rural and Urban/All four provinces; Mode: Face to face; Survey dates: May 1 – June 06 2018. Estimated error margin:  $\pm 2-3\%$  at 95% confidence level.

# METHODOLOGY SUMMARY



**Sample size** : ~3000 Households  
*(18+ males and females)*

**Coverage** : National Cross Section  
All Pakistan Urban and Rural

## Breakdown

### Provincial Breakdown

	Weighted
Punjab	58%
Sindh	24%
KPK	13%
Balochistan	5%

### Location Breakdown

	Weighted
Large Cities (over 2 million)	35%
Medium Cities (over half million)	
Towns (population 5000 plus)	
Villages	65%

**Sampling Method** : Multi Stage Stratified Sampling

**Error Margin** :  $\pm 2-3\%$  at 95% confidence level

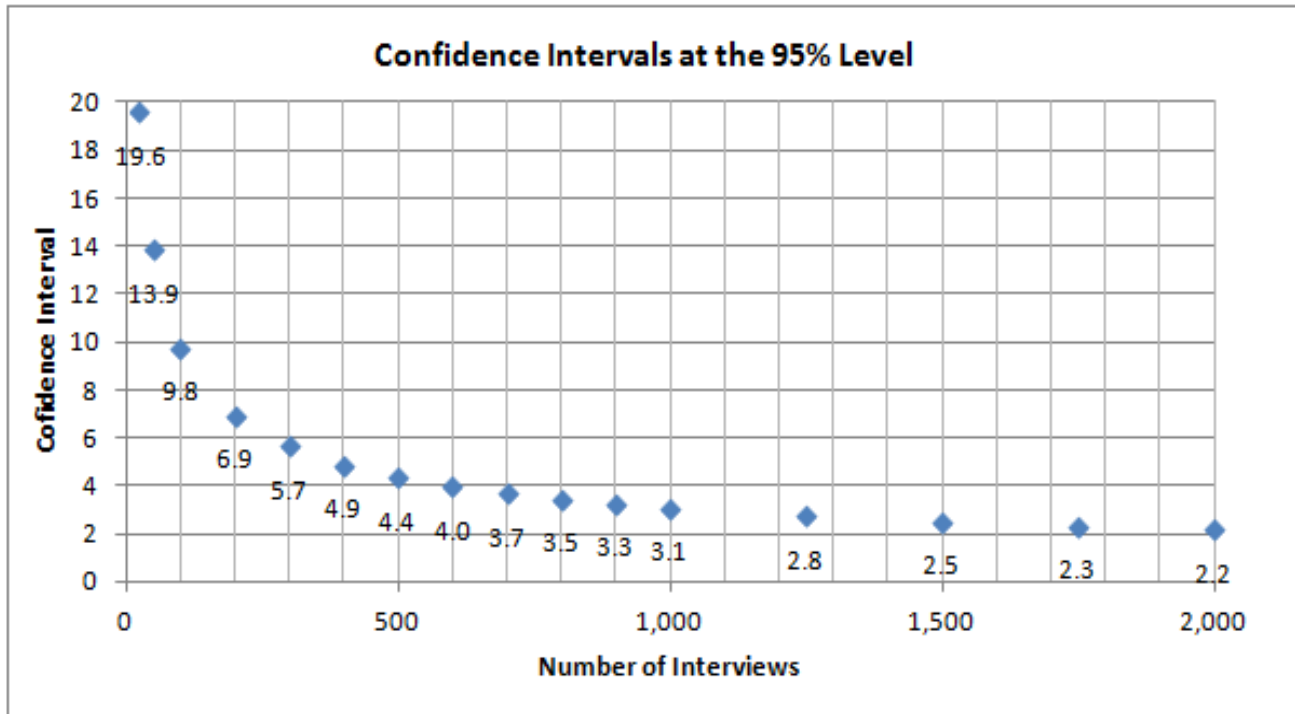
**Interview Mode** : Face to Face In home

**Field Dates** : May 1 – June 06, 2018

# NOTE ON SAMPLE SIZE

The sample size used in this survey is quite adequate even in comparison to international standards. Gallup US Daily poll is 500 and the Gallup Poll Social Series is 1000, both having track record of reliable predictability for USA (a country nearly 100 million larger in population of Pakistan). According to Five Thirty Eight, one of the most credible sources on polling in the US: "Surveying 2,000 voters substantially reduces error compared with surveying 400 of them, but surveying 10,000 voters will produce only marginal improvements in accuracy compared with the 2,000- person survey".

Obviously, choosing a higher confidence interval will give greater accuracy to the survey results, however, as the chart below shows, at a certain point the benefits of conducting more surveys begins to tail off:



25 interviews has a confidence interval of 19.6 and 100 interviews has a confidence interval of 9.8, whilst it falls to 4.4 at 500 interviews and 3.1 at 1000 interviews. However, a further 1000 interviews only lowers the confidence interval by 0.9 to 2.2. A confidence interval of 1 (not shown on the graph) would require a massive 9604 interviews.

# IS A LARGER SAMPLE SIZE ALWAYS BETTER THAN A SMALLER SAMPLE SIZE?

Larger samples are generally more precise, but sometimes not. The important rule in sampling is not how many poll respondents are selected but, instead, how they are selected. A reliable sample selects poll respondents randomly or in a manner which insures that everyone in the area being surveyed has a known chance of being selected.

# HOW DO YOU INTERPRET ERROR MARGINS?

How do you interpret a margin of error? Suppose you know that 51% of people sampled say that they plan to vote for Mr X in the upcoming election. Now, projecting these results to the whole voting population, you would have to add and subtract the margin of error and give a range of possible results in order to have sufficient confidence that you're bridging the gap between your sample and the population. Supposing a margin of error of plus or minus 3 percentage points, you would be pretty confident that between 48% ( $= 51\% - 3\%$ ) and 54% ( $= 51\% + 3\%$ ) of the population will vote for Mr X in the election, based on the sample results. In this case, Mr X may get slightly more or slightly less than the majority of votes and could either win or lose the election. This has become a familiar situation in recent years when the media want to report results on Election Night, but based on early exit polling results, the election is "too close to call."



# WHAT MARGIN ERRORS DO NOT MEAN

**The margin of error measures accuracy; it does not measure the amount of bias that may be present. Results that look numerically scientific and precise don't mean anything if they were collected in a biased way.**



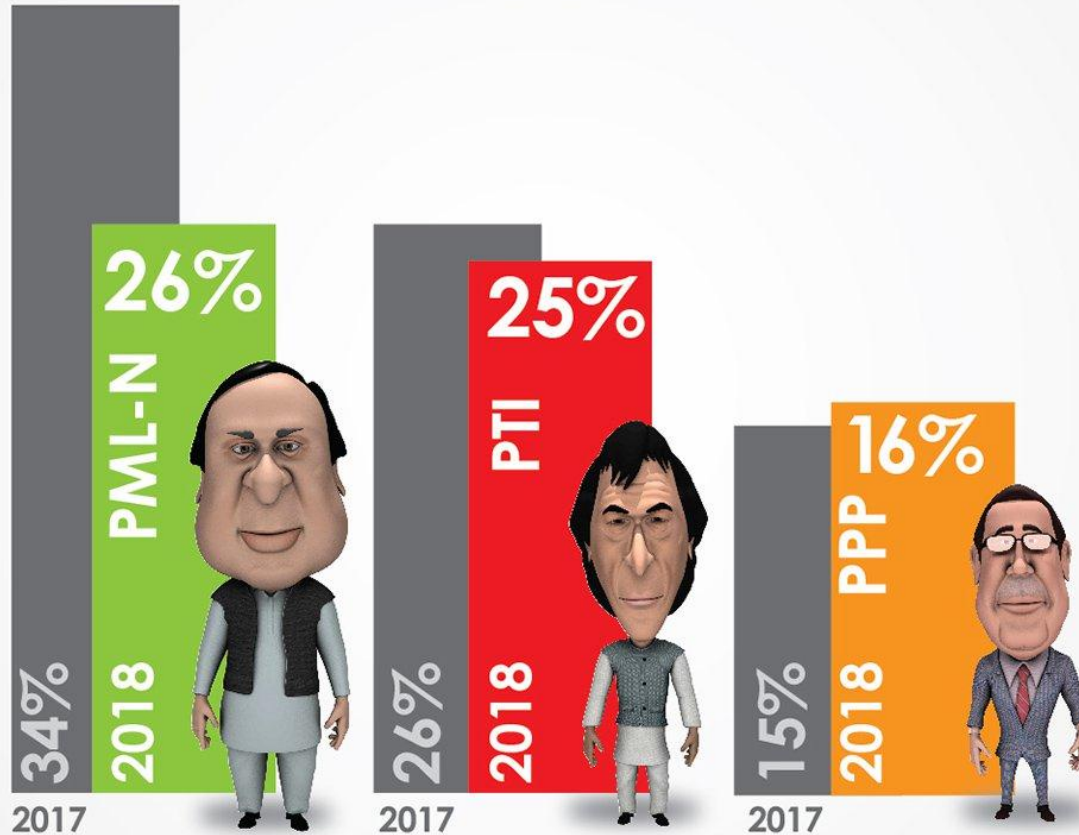
# WHO WILL YOU VOTE FOR, PAKISTAN?

*4<sup>th</sup> July, 2018*

# NATIONAL



# VOTERS TREND

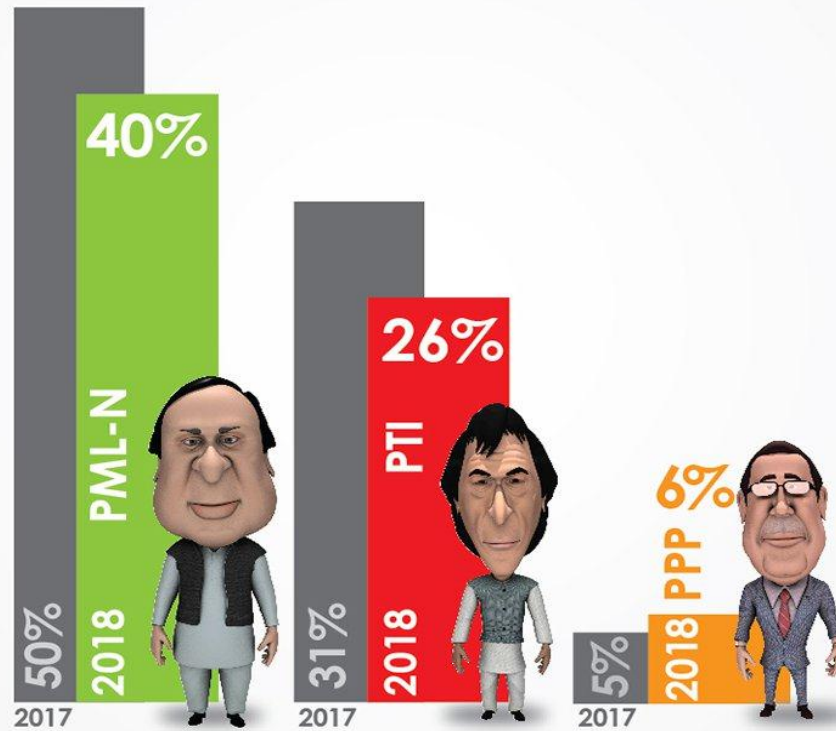


Survey Conducted by Gallup Pakistan, May 01 - June 06, 2018  
Sample Size N~3000 Men and Women, Error Margin: +-2 to 3% at 95% Confidence Level

# PUNJAB



# VOTERS TREND

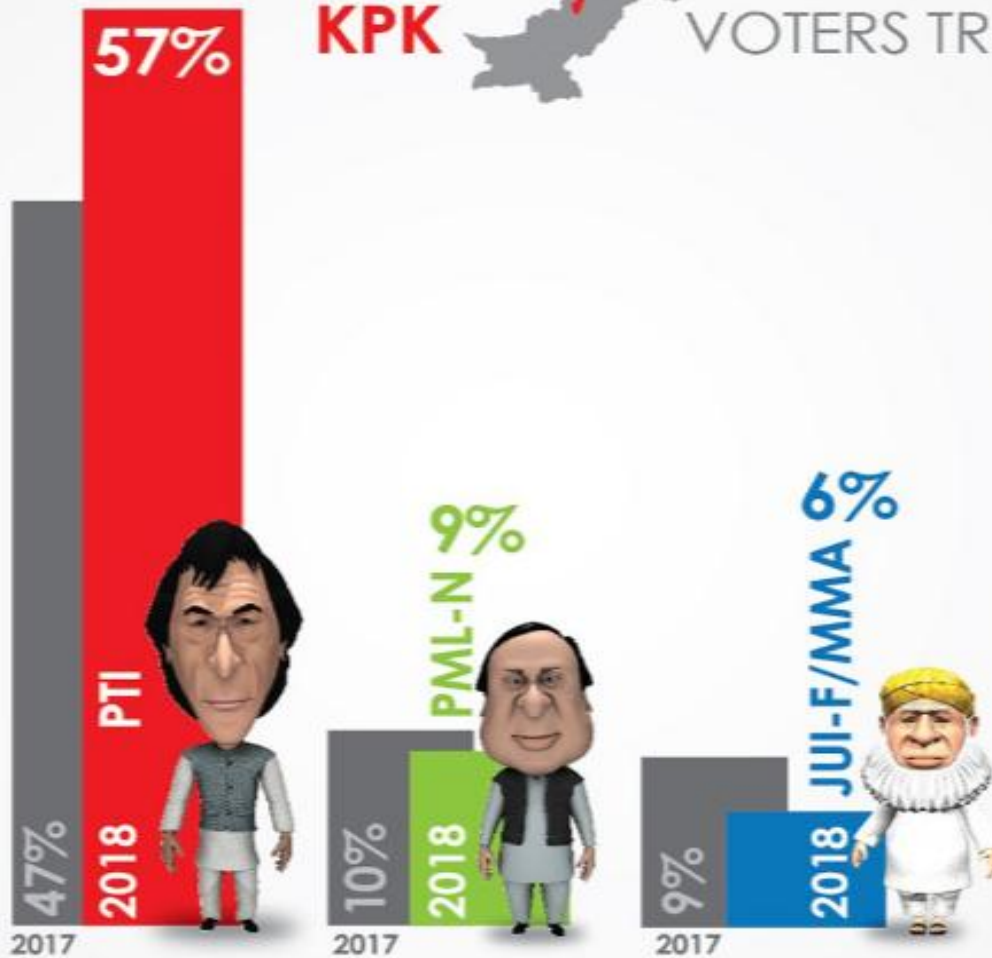


Survey Conducted by Gallup Pakistan, May 01 - June 06, 2018  
Sample Size N-3000 Men and Women, Error Margin: +2 to 3% at 95% Confidence Level

KPK



VOTERS TREND

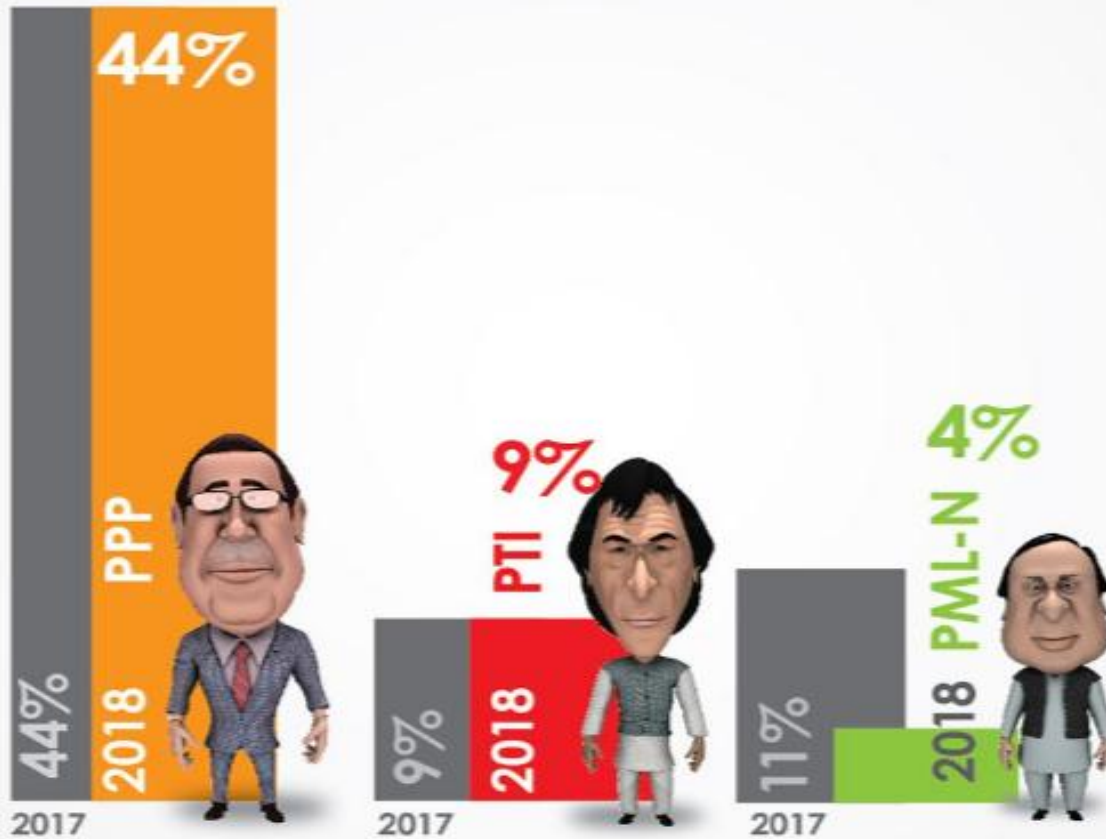


Survey Conducted by Gallup Pakistan, May 01 - June 06, 2018  
Sample Size N=3000 Men and Women. Error Margin: +/- 2 to 3% at 95% Confidence Level

# SINDH



# VOTERS TREND

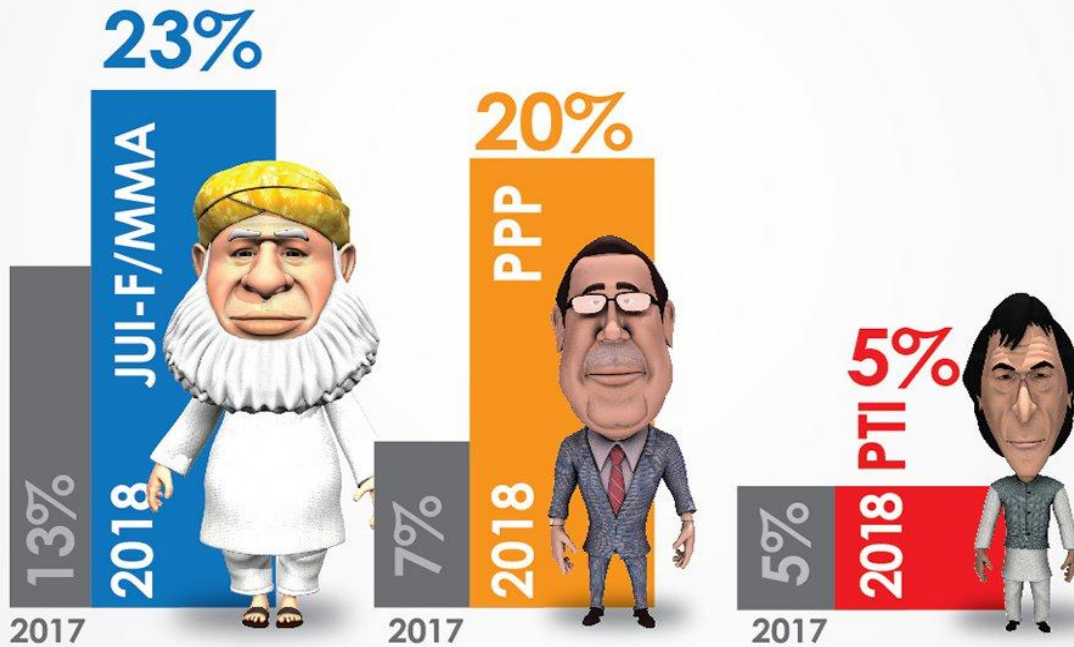


Survey Conducted by Gallup Pakistan, May 01 - June 06.  
2018 Sample Size N-3000 Men and Women, Error Margin:  
+2 to 3% at 95% Confidence Level

# BALUCHISTAN



# VOTERS TREND



Survey Conducted by Gallup Pakistan, May 01 - June 06,  
2018 Sample Size N-3000 Men and Women, Error Margin:  
+2 to 3% at 95% Confidence Level

IF ELECTIONS ARE HELD TODAY

# WHO WILL YOU VOTE FOR?

	Overall		Punjab		Sindh		KPK		Balochistan	
	(Oct-Nov)	(May-June)	(Oct-Nov)	(May-June)	(Oct-Nov)	(May-June)	(Oct-Nov)	(May-June)	(Oct-Nov)	(May-June)
	#2017	#2018	#2017	#2018	#2017	#2018	#2017	#2018	#2017	#2018
<b>PML-N</b>	34%	26%	50%	40%	11%	4%	10%	9%	16%	2%
<b>PTI</b>	26%	25%	31%	26%	9%	9%	47%	57%	5%	5%
<b>PPP</b>	15%	16%	5%	6%	44%	44%	9%	5%	7%	20%
<b>JUI-F</b>	2%	2%	0	0	0	0	9%	6%	13%	23%
<b>JI</b>	2%	1%	0	0	0	0	5%	2%	5%	1%
<b>ANP</b>	1%	1%	0	0	0	0	6%	6%	4%	4%
<b>Other Parties</b>	8%	8%	2%	6%	28	17%	1%	0%	13%	5%
<b>Not Thought/ No Decision Yet</b>	5%	12%	5	12%	4%	16%	1%	10%	1%	3%
<b>Will Not Cast Vote</b>	4%	5%	4%	4%	3%	8%	8%	3%	0%	1%
<b>Don't Know/ No Response</b>	1%	3%	3%	4%	1%	2%	4%	1%	0%	2%
<b>BNP</b>	0	0	0	0	0	0	0	0	13%	14%
<b>NP</b>	0	0	0	0	0	0	0	0	5%	11%
<b>Pkmap</b>	0	0	0	0	0	0	0	0	18%	9%



Survey Conducted by Gallup Pakistan, May 01 - June 06, 2018 Sample Size N=3000  
Men and Women, Error Margin: +/-2 to 3% at 95% Confidence Level





# THE UNDECIDED VOTERS WILL DECIDE PAKISTAN'S FUTURE

*5<sup>th</sup> July, 2018*

# Undecided Voters



**GALLUP**  
PAKISTAN  
Affiliated with Gallup International

2018





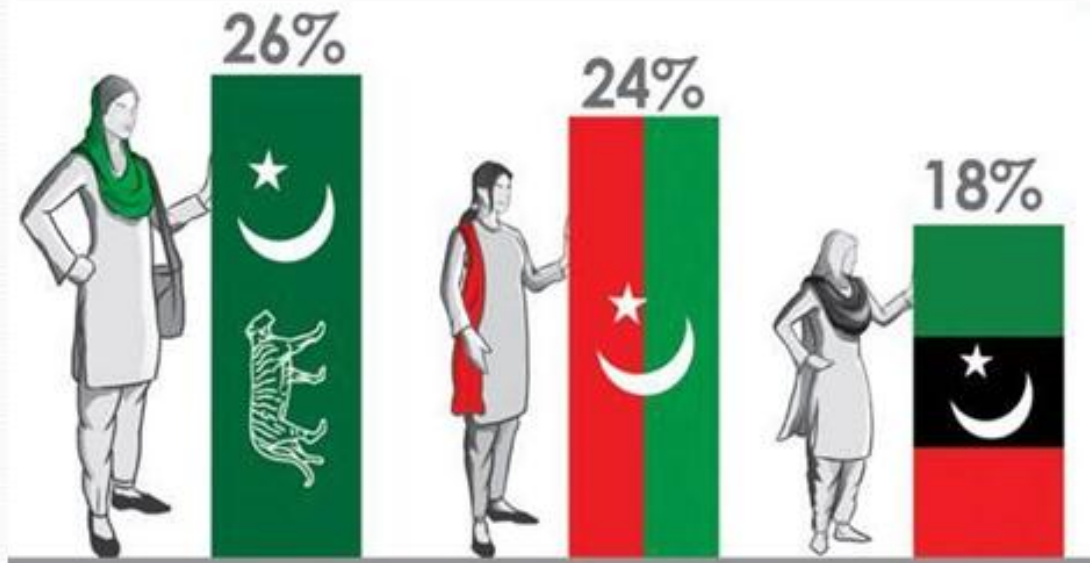
# VOTERS TRENDS IN 2018

*6<sup>th</sup> July, 2018*

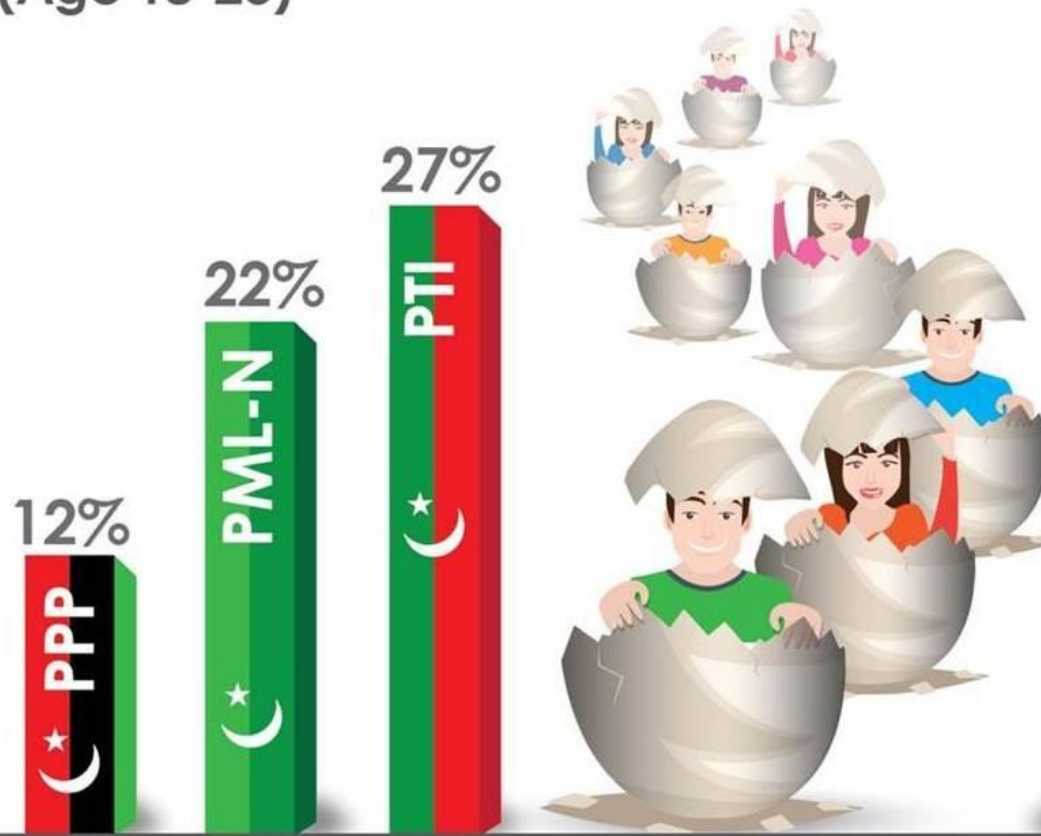
# WOMEN VOTERS TREND IN 2018

68%  
LIKELY TO  
VOTE

46.73  
MILLION  
REGISTERED  
FEMALE  
VOTERS



# NEW VOTERS (Age 18-23)



**GALLUP**  
PAKISTAN  
Allied with Gallup International

**Election**  
**2018**  
PAKISTAN **KO** VOTE **DO**

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**Gallup Pakistan**



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