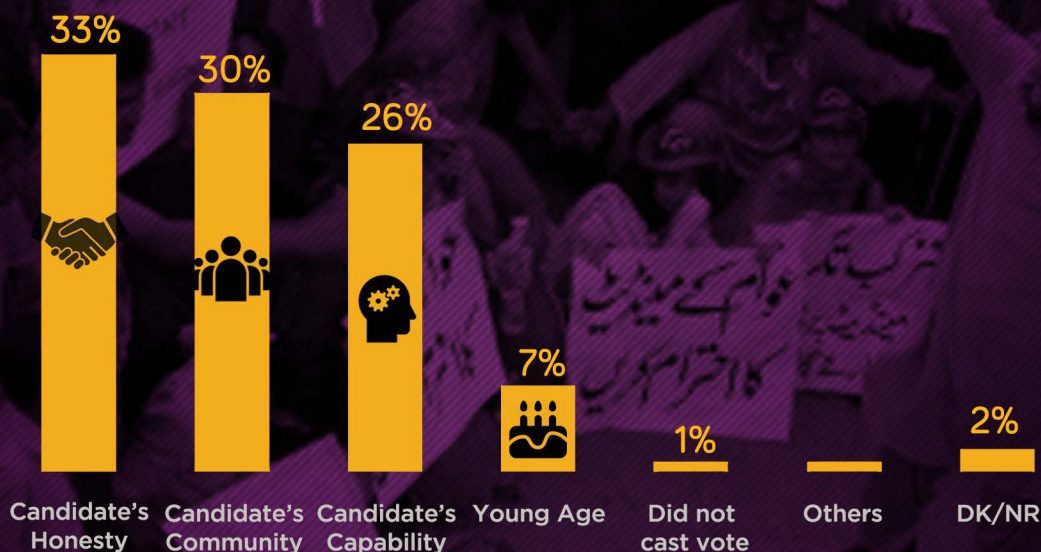


33% PAKISTANIS SAID THAT HONESTY WAS THE MOST IMPORTANT QUALITY THAT INFLUENCED THEM TO VOTE FOR A PARTICULAR CANDIDATE IN THE LOCAL BODY ELECTIONS.

Please tell, while deciding for your vote, which one quality impressed you the most to vote for a particular candidate during the recent local government elections?





Opinion Poll Politics Electoral Local Body Elections

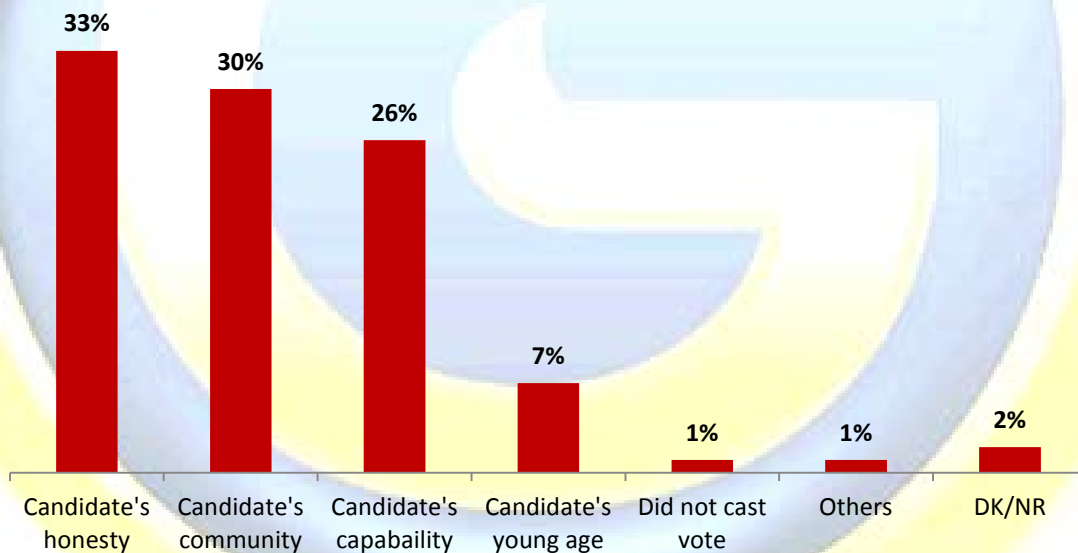
33 % Pakistanis said that honesty was the most important quality that influenced them to vote for a particular candidate in the local body elections. (GRF POLL)

Islamabad, March 10, 2016

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 33% respondents said a candidate's honesty was the most important quality that influenced them to vote for that particular candidate in the recent local body elections.

A nationally representative sample of men and women from across the four provinces was asked, "Please tell, while deciding for your vote, which one quality impressed you the most to vote for a particular candidate during the recent local government elections?" In response to this question, 33% mentioned the candidate's honesty, 30% mentioned candidate's community and 26% mentioned candidate's capability. 7% also said that candidate's younger age was an important quality for them while 1% said that they did not cast their vote, 1% said others and 2% did not respond.

Question: "Please tell, while deciding for your vote, which one quality impressed you the most to vote for a particular candidate during the recent local government elections?"



Source: Gilani Research Foundation Poll (GRF Poll)
Field work conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)

The study was released by Gilani Research Foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1850 men and women in rural and urban areas of all four provinces of the country, during January 18 – January 25, 2016. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup International



Thursday, March 10, 2016
(3 Pages, English version Only)

Gilani Research Foundation is a not for profit public service project to provide social science research to students, academia, policy makers and concerned citizens in Pakistan and across the globe.

Gilani Research Foundation is headed by Dr. Ijaz Shafi Gilani who pioneered the field of opinion polling in Pakistan and established Gallup Pakistan in 1980. Currently Dr. Gilani, who holds a PhD from the Massachusetts Institute of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

If you have any further questions regarding this poll, please feel free to contact us.

Best Regards,

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Daily Gilani Poll
2016



of Gallup Pakistan
(1980-2016)