

APRIL 2020

Coronavirus Attitude Tracker Survey PAKISTAN

Trend and Cross-sectional analysis of results

Introduction

Communication campaigns that target large scale population groups need continuous monitoring and evaluation as well as impact measurement in order to track success and failure. Knowing success and failure areas can help quickly adapt and change: message, message instruments and channels as well as increase or decrease the frequency of message. Another crucial empirical piece of evidence that is required for effective public campaigns is who is understanding and being affected by the message more than the others and thereby identify the 'less affected or under-reached segments of the population'.

Gallup Pakistan has designed a public opinion tracker to address the above information needs and this report is the 3rd report of the tracker.

Some of the salient findings of the research study are presented here.

Gallup Pakistan Coronavirus Attitude Tracker Survey Fieldwork

Tracker Wave 1: 1st March – 08th March, 2020

Tracker Wave 2: 28th March – 3rd April, 2020

Tracker Wave 3: 4th April – 10th April, 2020

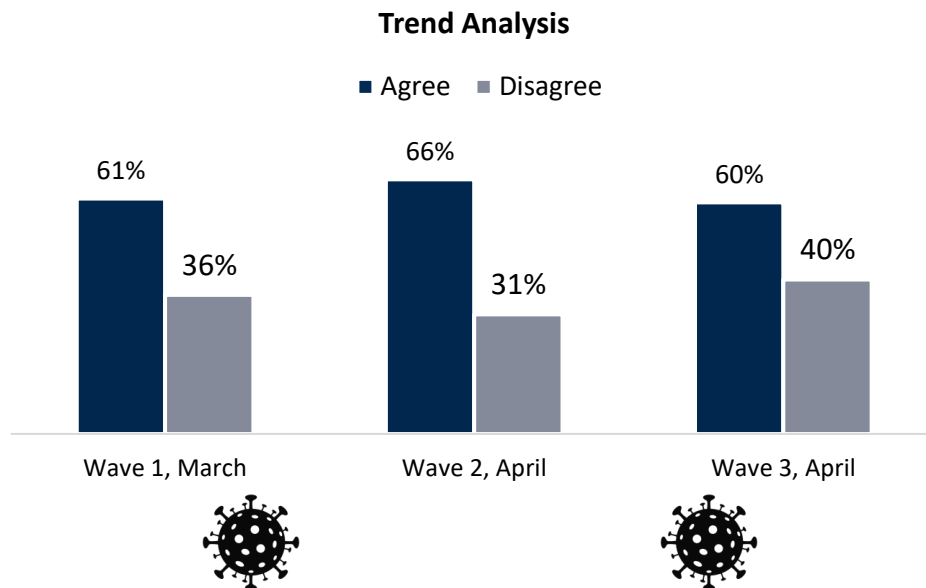
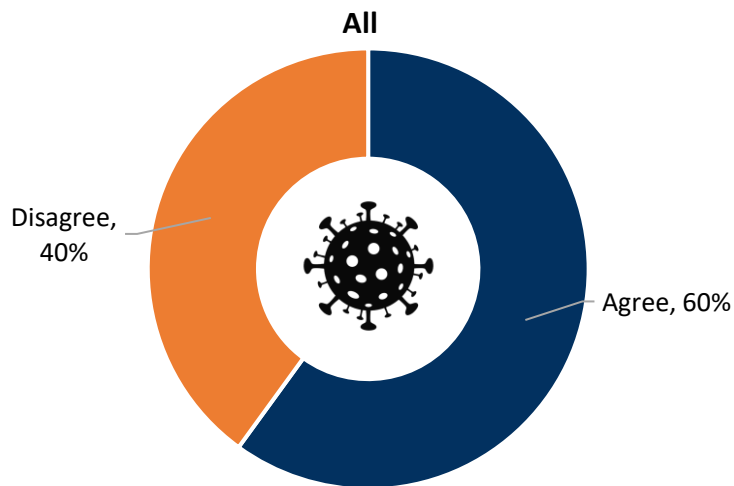
Tracker Wave 4: 14th April – 21st April, 2020 (Analysis & Reporting in progress)

The background of the slide is a dark blue, textured surface with several glowing, spiky virus particles. These particles are spherical with numerous sharp, dark spikes protruding from their surfaces, resembling coronaviruses. They are scattered across the frame, with some appearing more prominent and in focus than others, creating a sense of depth and threat.

SECTION 1: **PERCEPTIONS OF THREAT FROM COVID-19**

SINCE MARCH 2020, 3 IN 5 PAKISTANIS CONTINUE TO FEAR THAT THEY OR THEIR FAMILY MEMBERS WILL GET INFECTED BY CORONAVIRUS

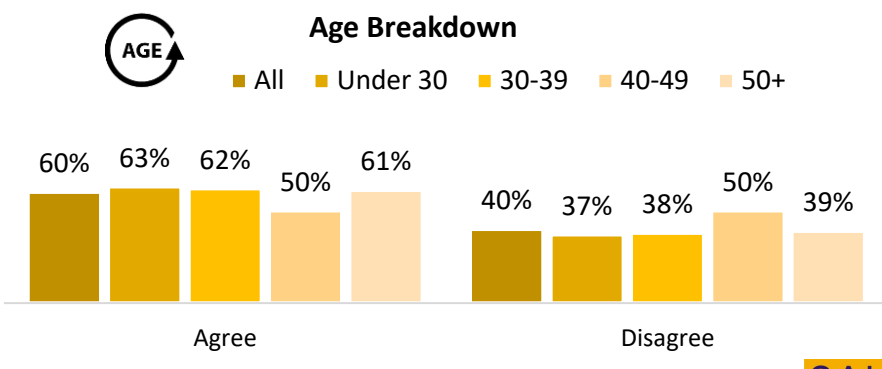
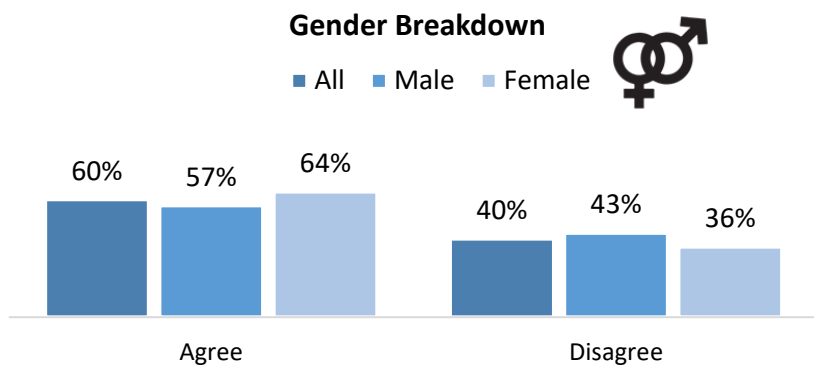
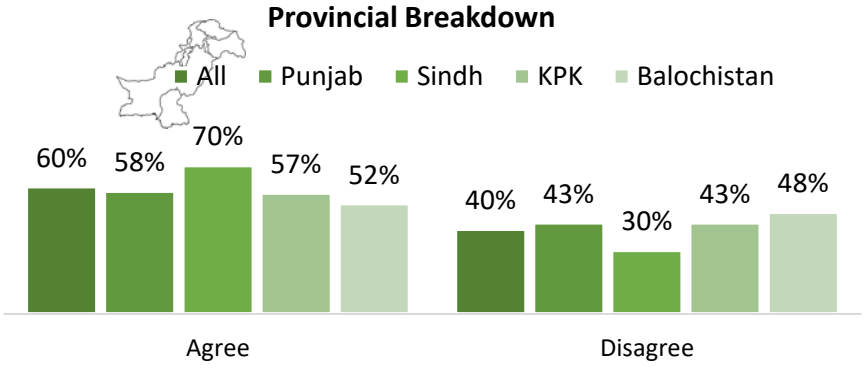
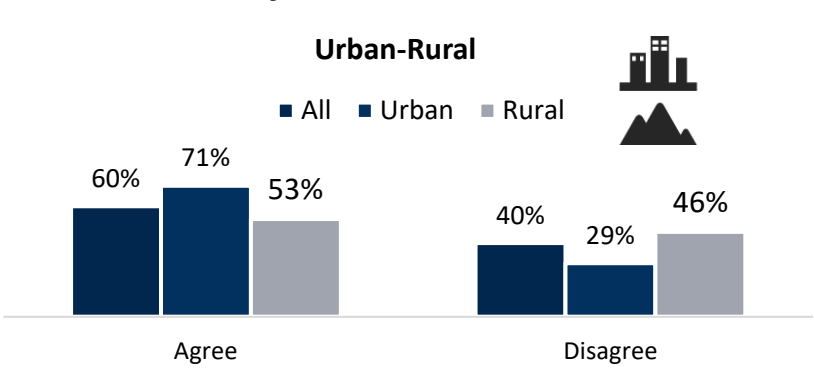
Question: *To what extent do you agree or disagree with the following statement "I am afraid that myself & someone in my household will be infected by Coronavirus"?*



Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 3

URBAN RESIDENTS (71%) AND RESPONDENTS FROM SINDH (70%) ARE THE MOST FEARFUL ABOUT CATCHING THE INFECTION

Question: *To what extent do you agree or disagree with the following statement "I am afraid that myself & someone in my household will be infected by Coronavirus"?*



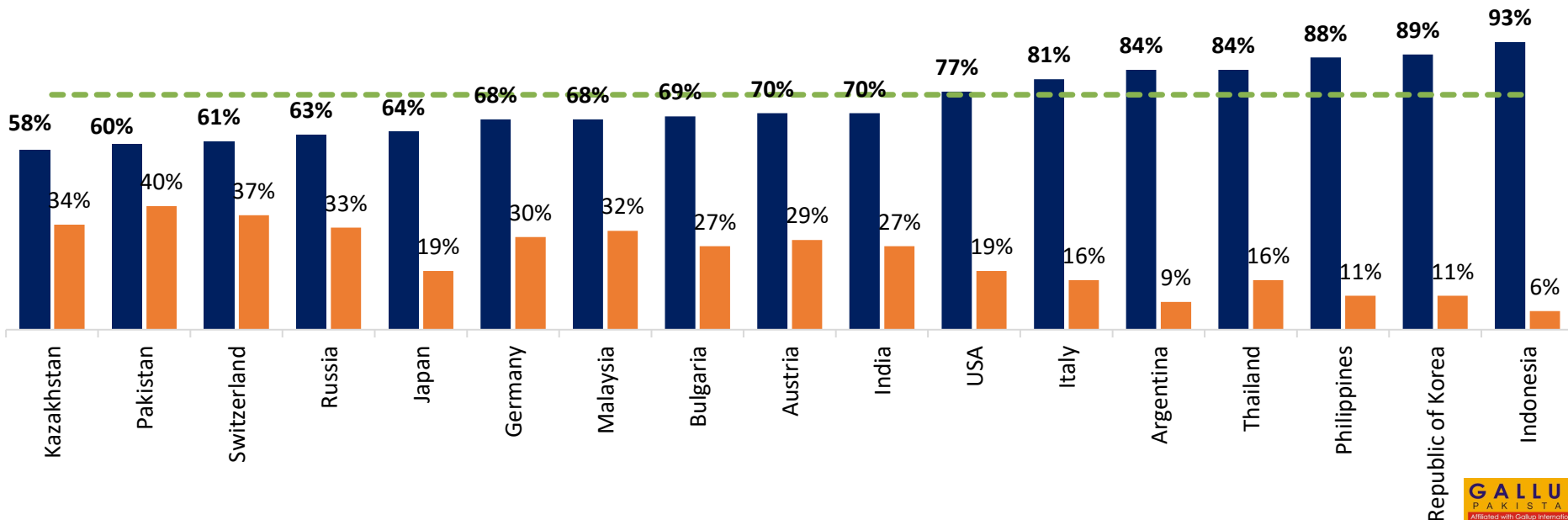
RESPONDENTS FROM INDONESIA (93%) ARE THE MOST FEARFUL ABOUT CATCHING THE INFECTION. PAKISTAN RANKS 16th OUT OF 17 COUNTRIES IN TERMS OF BEING FEARFUL ABOUT CATCHING THE INFECTION.

Question: *To what extent do you agree or disagree with the following statement "I am afraid that myself & someone in my household will be infected by Coronavirus"?*



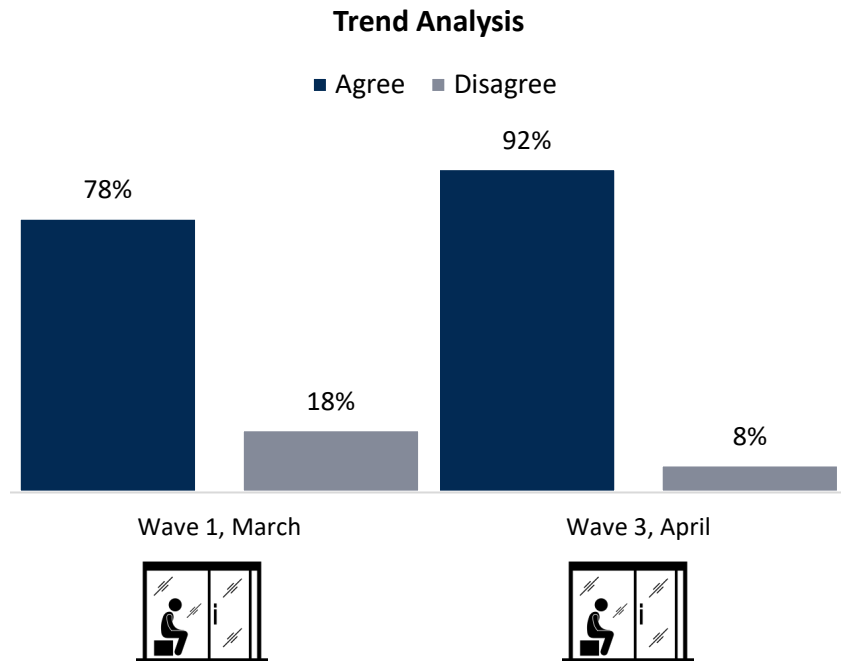
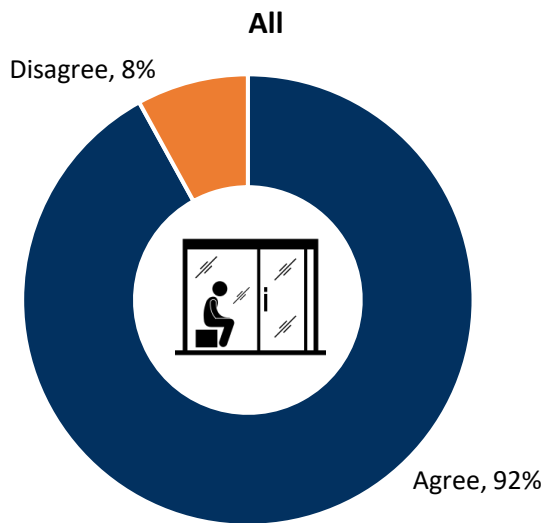
Global Comparison

■ Agree ■ Disagree --- Global Average (Agree)



SINCE MARCH, 14% RISE IN THE PROPORTION OF PAKISTANIS WHO ARE WILLING TO SACRIFICE SOME OF THEIR HUMAN RIGHTS TO PREVENT THE SPREAD OF CORONAVIRUS, ONLY 8% ARE UNWILLING

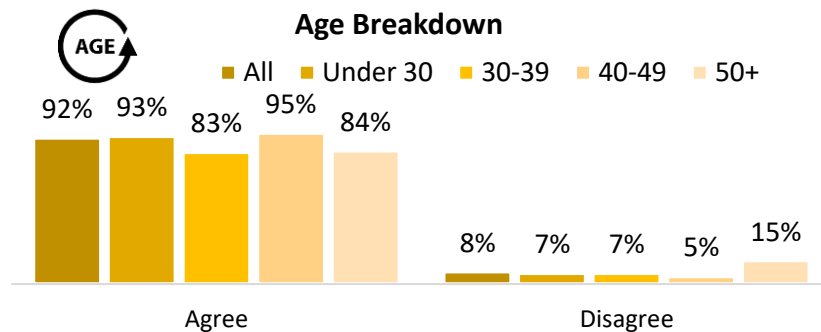
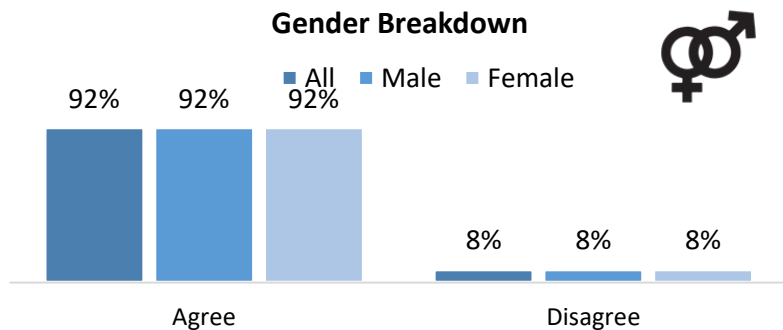
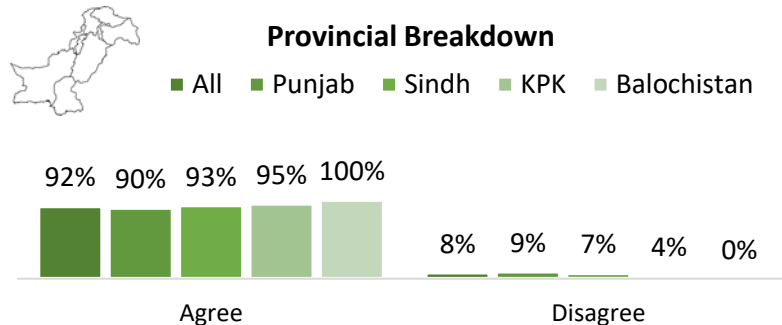
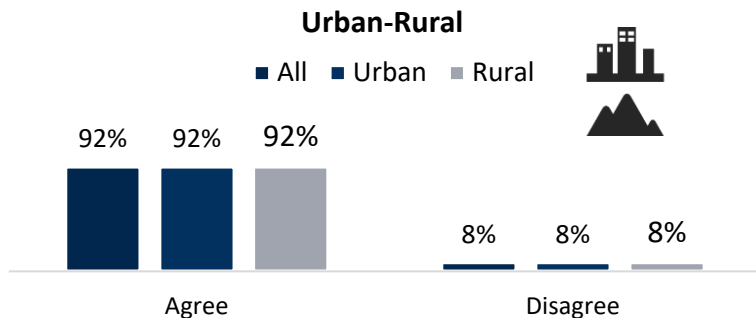
Question: *To what extent do you agree or disagree with the following statement "I am willing to sacrifice some of my human rights if it helps prevent the spread of the virus"?*



Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 3

RESPONDENTS AGED 40-49 YEARS (95%) ARE MOST WILLING TO SACRIFICE THEIR HUMAN RIGHTS TO PREVENT SPREAD OF CORONAVIRUS

Question: To what extent do you agree or disagree with the following statement "I am willing to sacrifice some of my human rights if it helps prevent the spread of the virus"?

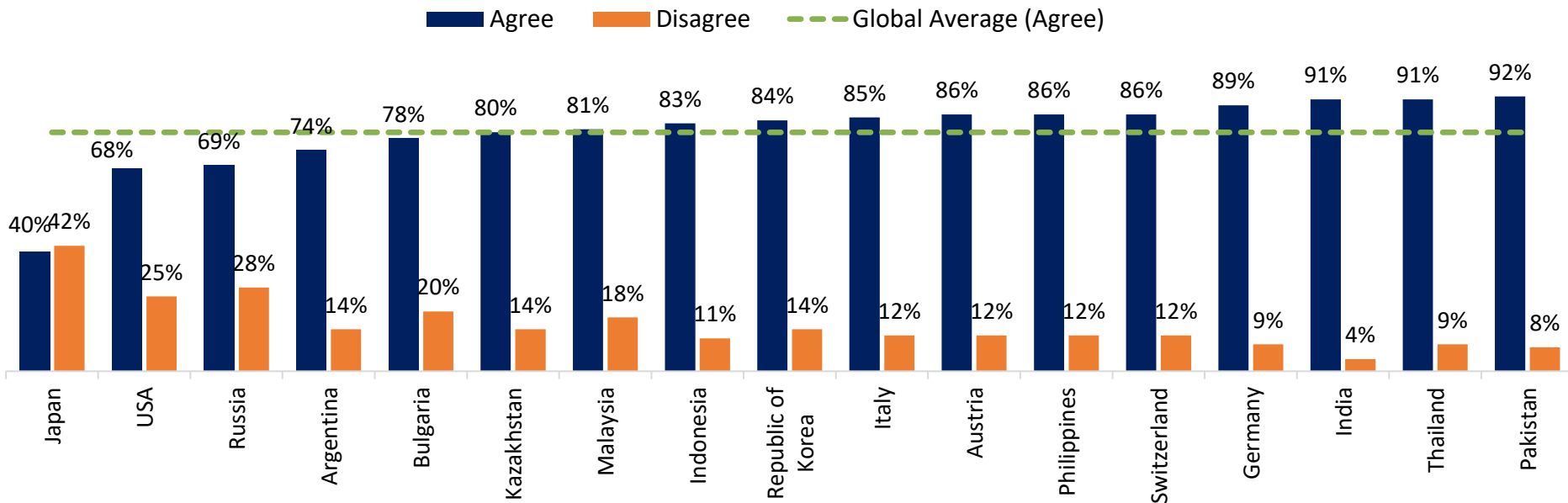


GLOBAL COMPARISON SHOWS THAT PAKISTANIS (92%) ARE MOST WILLING TO SACRIFICE THEIR HUMAN RIGHTS TO PREVENT SPREAD OF CORONAVIRUS, FOLLOWED BY INDIANS AND THAIS (91%). JAPANESE ARE LEAST WILLING (40%)

Question: *To what extent do you agree or disagree with the following statement "I am willing to sacrifice some of my human rights if it helps prevent the spread of the virus"?*



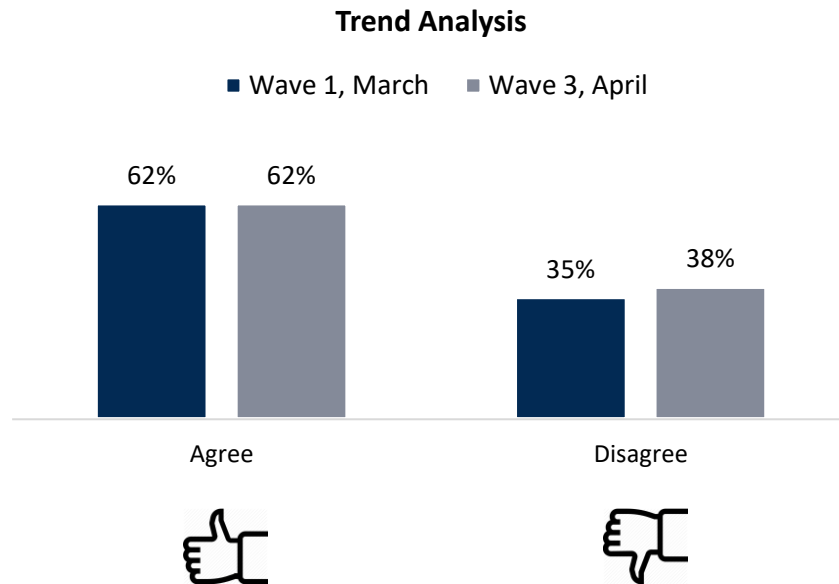
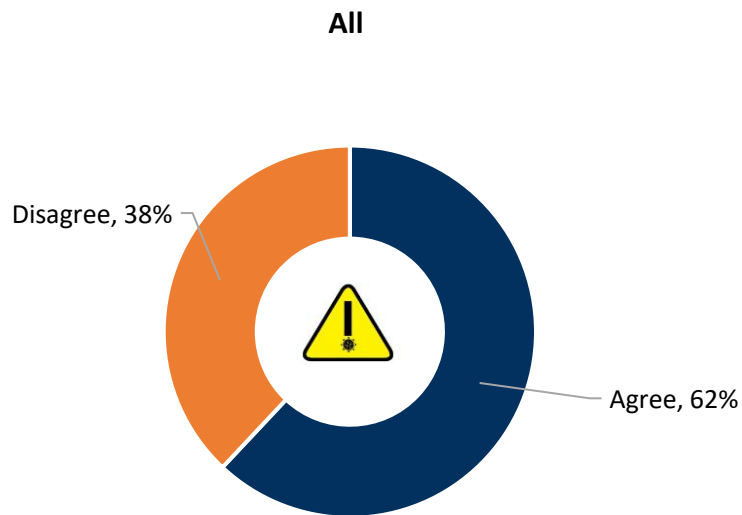
Global Comparison



Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 3

SINCE MARCH, 3 IN 5 PAKISTANIS CONTINUE TO BELIEVE THAT THE THREAT OF CORONAVIRUS IS BEING EXAGGERATED

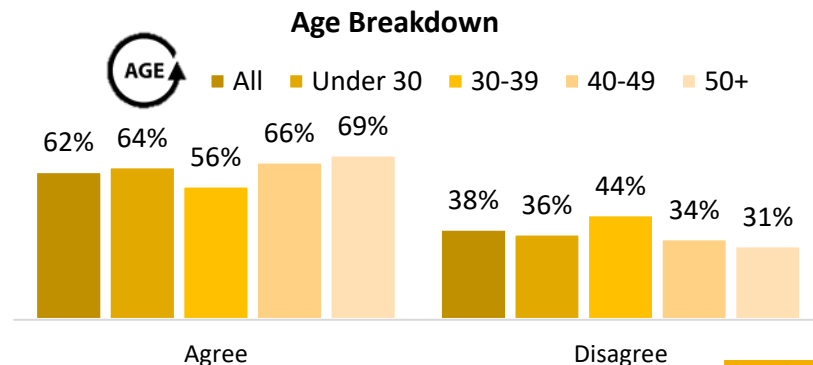
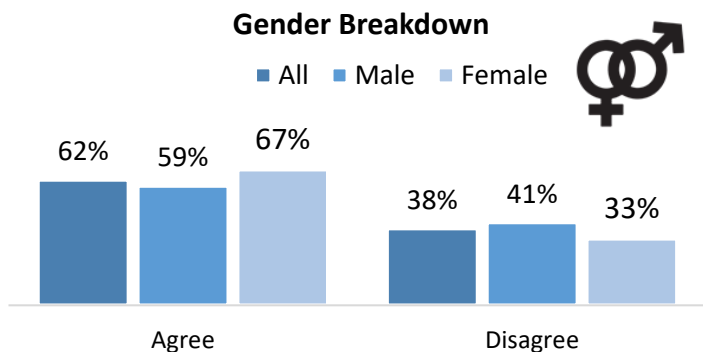
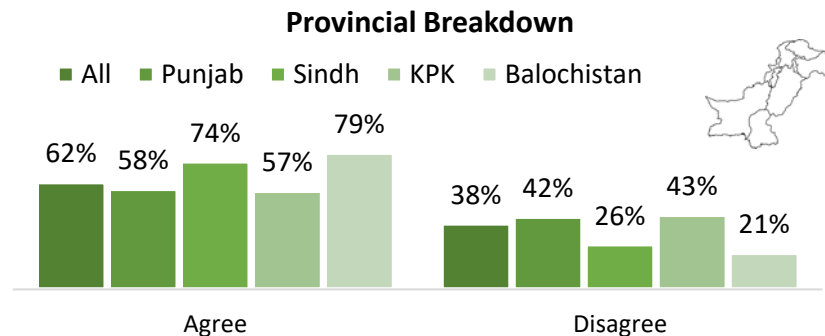
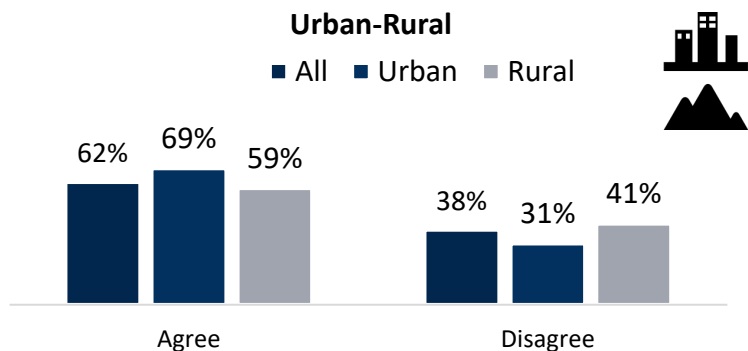
Question: *To what extent do you agree/disagree that the threat of Coronavirus is being exaggerated?*



Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 3

NEARLY 3 IN 4 RESPONDENTS FROM SINDH AND BALOCHISTAN BELIEVE THE THREAT TO BE EXAGGERATED

Question: *To what extent do you agree/disagree that the threat of Coronavirus is being exaggerated?*



Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 3

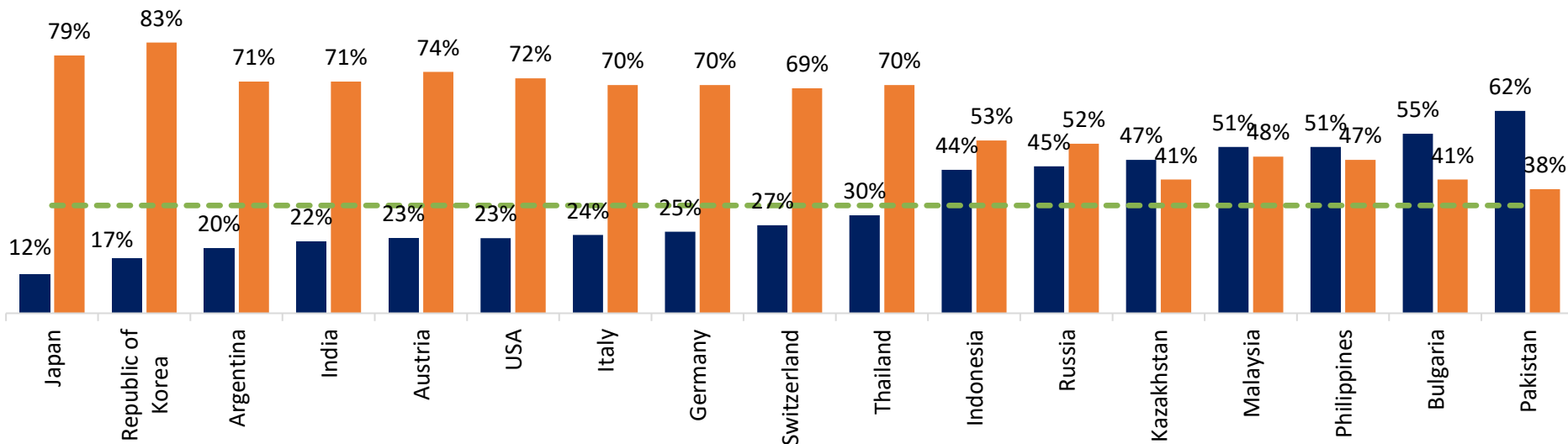
RESPONDENTS FROM PAKISTAN ARE MOST LIKELY TO BELIEVE THAT THE COVID19 THREAT IS EXAGGERATED. THOSE FROM JAPAN (12%) ARE LEAST LIKELY TO SAY THE SAME.

Question: *To what extent do you agree/disagree that the threat of Coronavirus is being exaggerated?*



Global Comparison

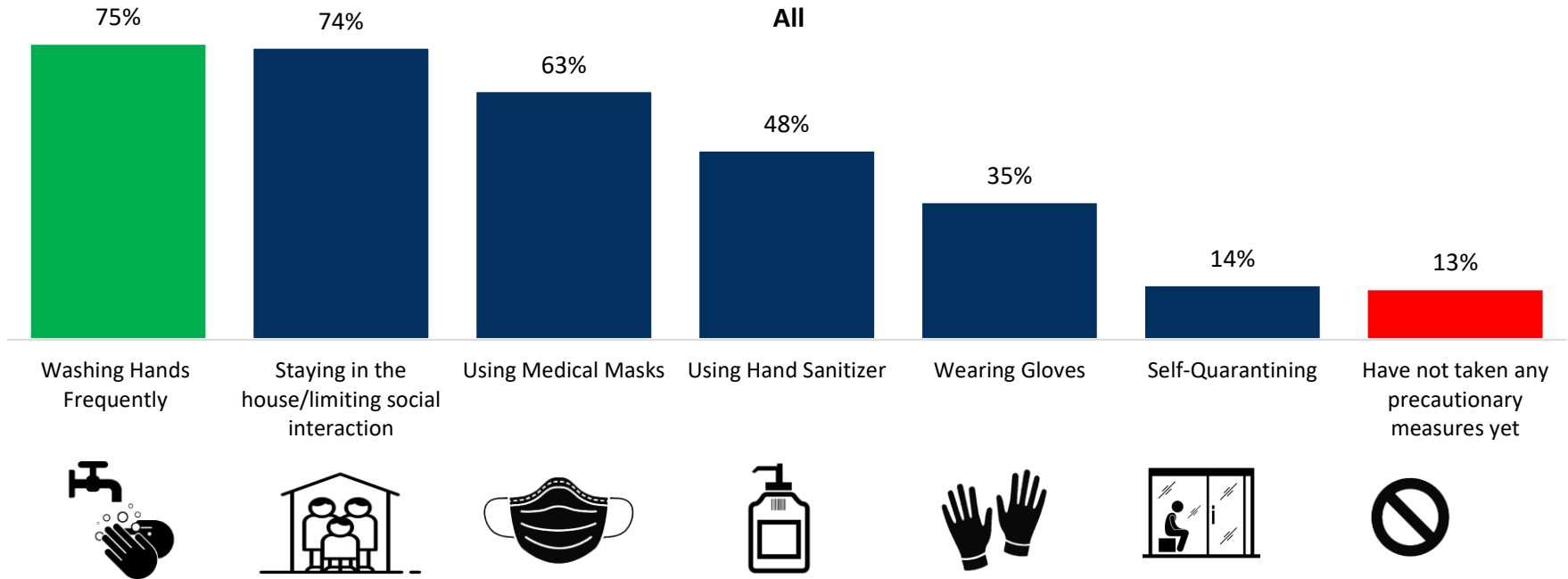
■ Agree ■ Disagree - - - Global Average (Agree)



Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 3

SINCE MARCH, 54% INCREASE IN PROPORTION OF PAKISTANIS WHO ARE LIMITING SOCIAL INTERACTIONS AND 32% RISE IN THOSE WHO ARE FREQUENTLY WASHING HANDS TO PROTECT THEMSELVES FROM CORONAVIRUS. 30% FALL IN THOSE WHO HAVE TAKEN NO PRECAUTIONARY MEASURES

Question: Which of the following precautionary procedures, if any, have you adopted to protect yourself from this virus? (only reporting for those who mentioned use)

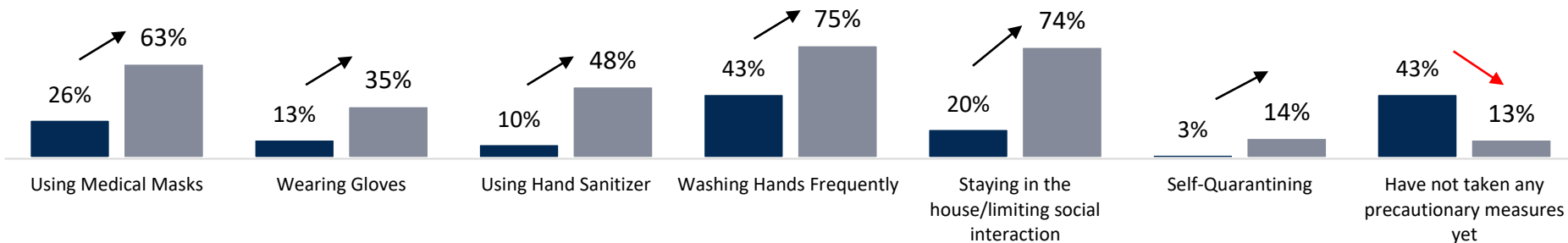


MORE PEOPLE IN RURAL AREAS CLAIM TO BE LIMITING SOCIAL INTERACTIONS WHILE HIGHER PROPORTION OF URBAN RESIDENTS ARE USING MEDICAL MASKS AND SANITIZERS. LOWEST PROPORTION OF PEOPLE IN KP WEARING GLOVES

Question: Which of the following precautionary procedures, if any, have you adopted to protect yourself from this virus? (only reporting for those who mentioned use)

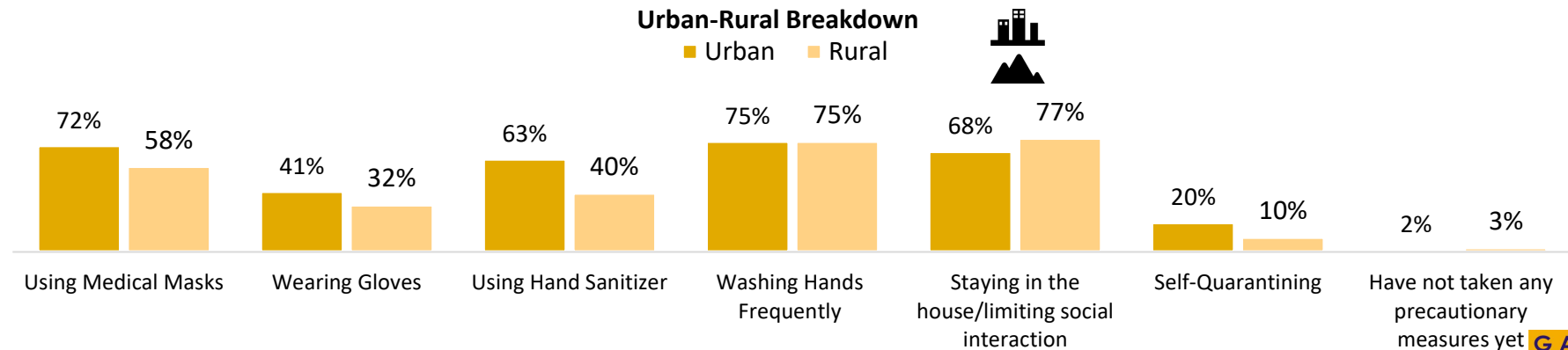
Trend Analysis

■ Wave 1, March ■ Wave 3, April



Urban-Rural Breakdown

■ Urban ■ Rural



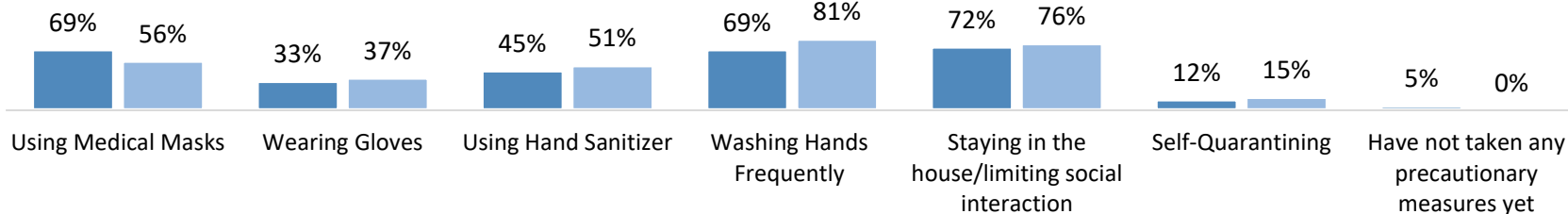
Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 3

MORE FEMALES THAN MALES CLAIM TO BE WASHING HANDS MORE FREQUENTLY (81%). A GREATER PROPORTION OF RESPONDENTS BELONGING TO THE 50+ COHORT ARE SELF-QUARANTINING

Gender Breakdown



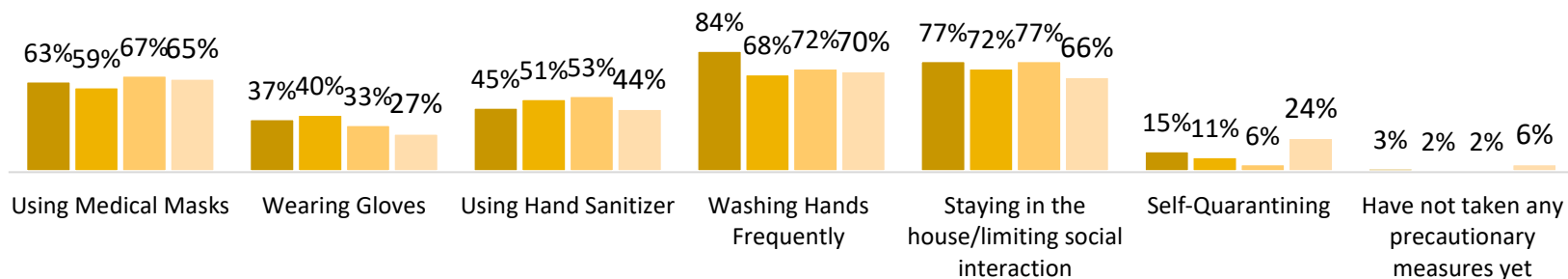
■ Male ■ Female



Age Breakdown

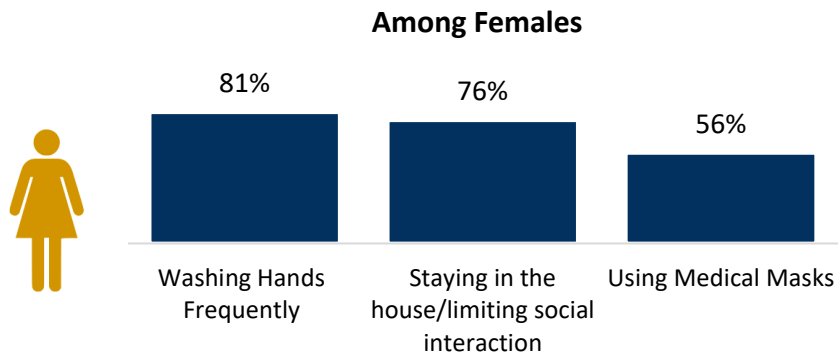


■ Under 30 ■ 30 to 39 ■ 40 to 49 ■ 50+

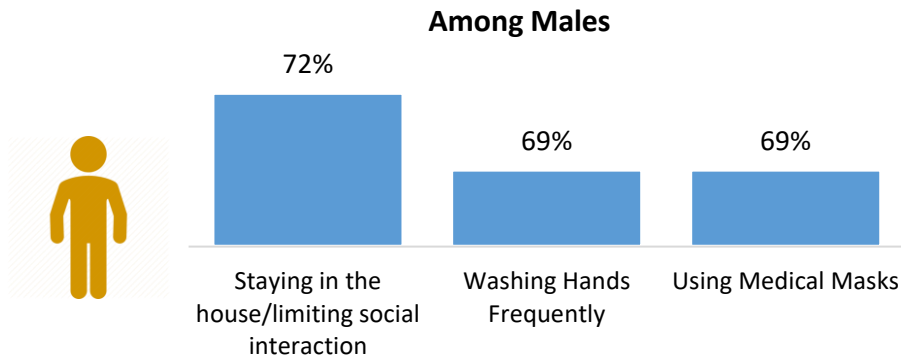


Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 3

HANDWASHING WAS THE MOST COMMON SAFETY PRECAUTION TAKEN BY FEMALES WHILE STAYING AT HOME/LIMITING SOCIAL INTERACTION WAS THE MOST COMMON AMONG MALES



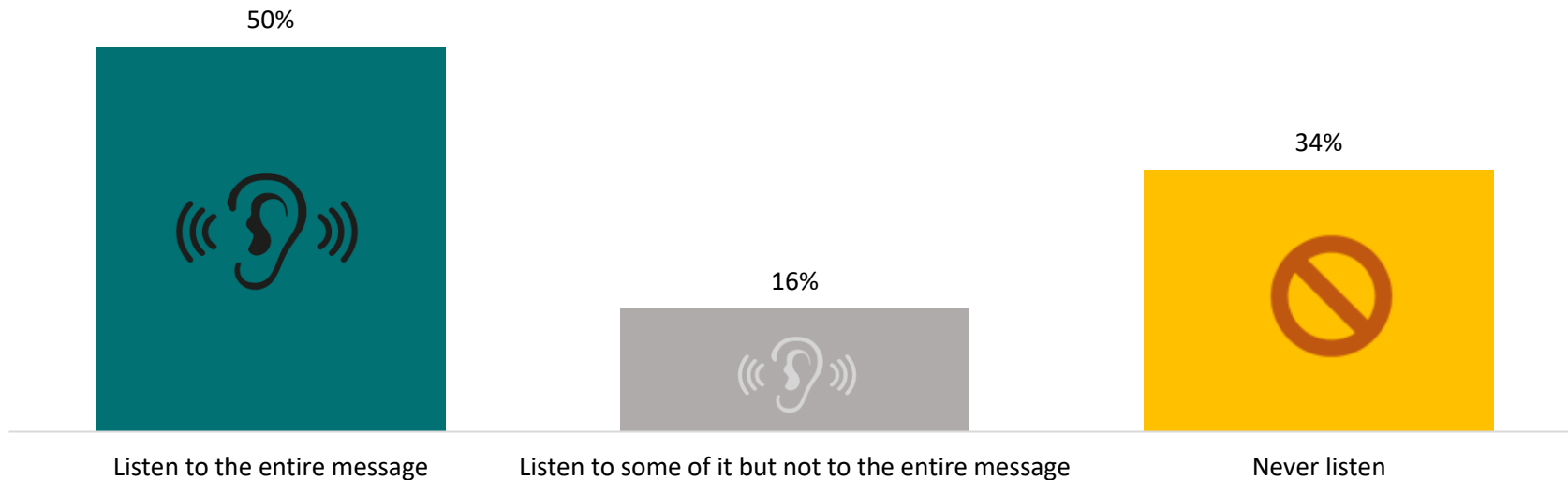
Top 3 safety precautions taken by males and females



1 IN 2 (50%) PAKISTANIS CLAIM TO HAVE HEARD THE ENTIRE CORONAVIRUS PUBLIC AWARENESS MESSAGE THAT IS PLAYED WHEN MAKING A CALL FROM MOBILE PHONE

Question: *There is a public services message being played whenever you make a call through mobile phone. Did you...?*

All



Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 3

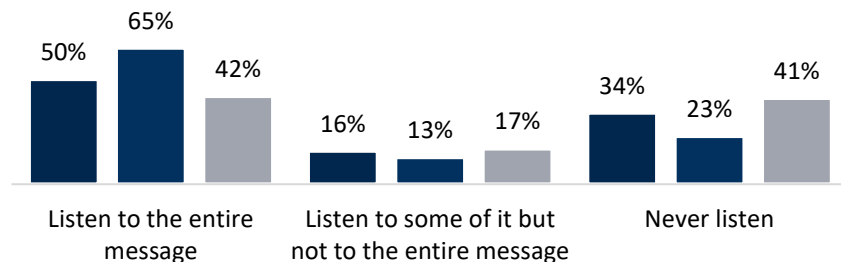
HIGHER PROPORTION OF URBAN RESIDENTS, FEMALES AND THOSE BETWEEN AGES 30 AND 39 CLAIM TO HAVE HEARD THE ENTIRE CORONAVIRUS PUBLIC AWARENESS MESSAGE

Question: *There is a public services message being played whenever you make a call through mobile phone. Did you...?*

Urban-Rural Breakdown



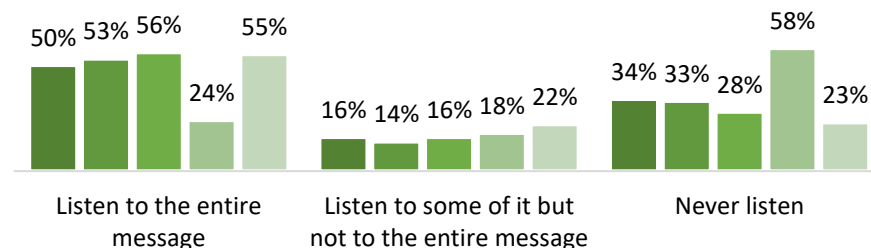
■ All ■ Urban ■ Rural



Provincial Breakdown



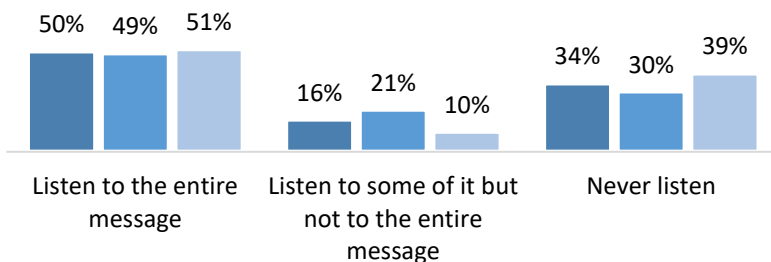
■ All ■ Punjab ■ Sindh ■ KPK ■ Balochistan



Gender Breakdown



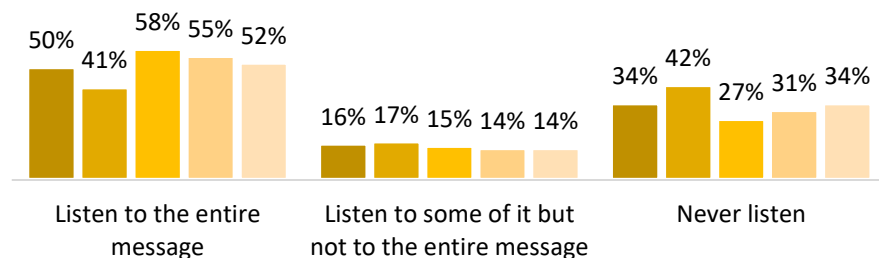
■ All ■ Male ■ Female



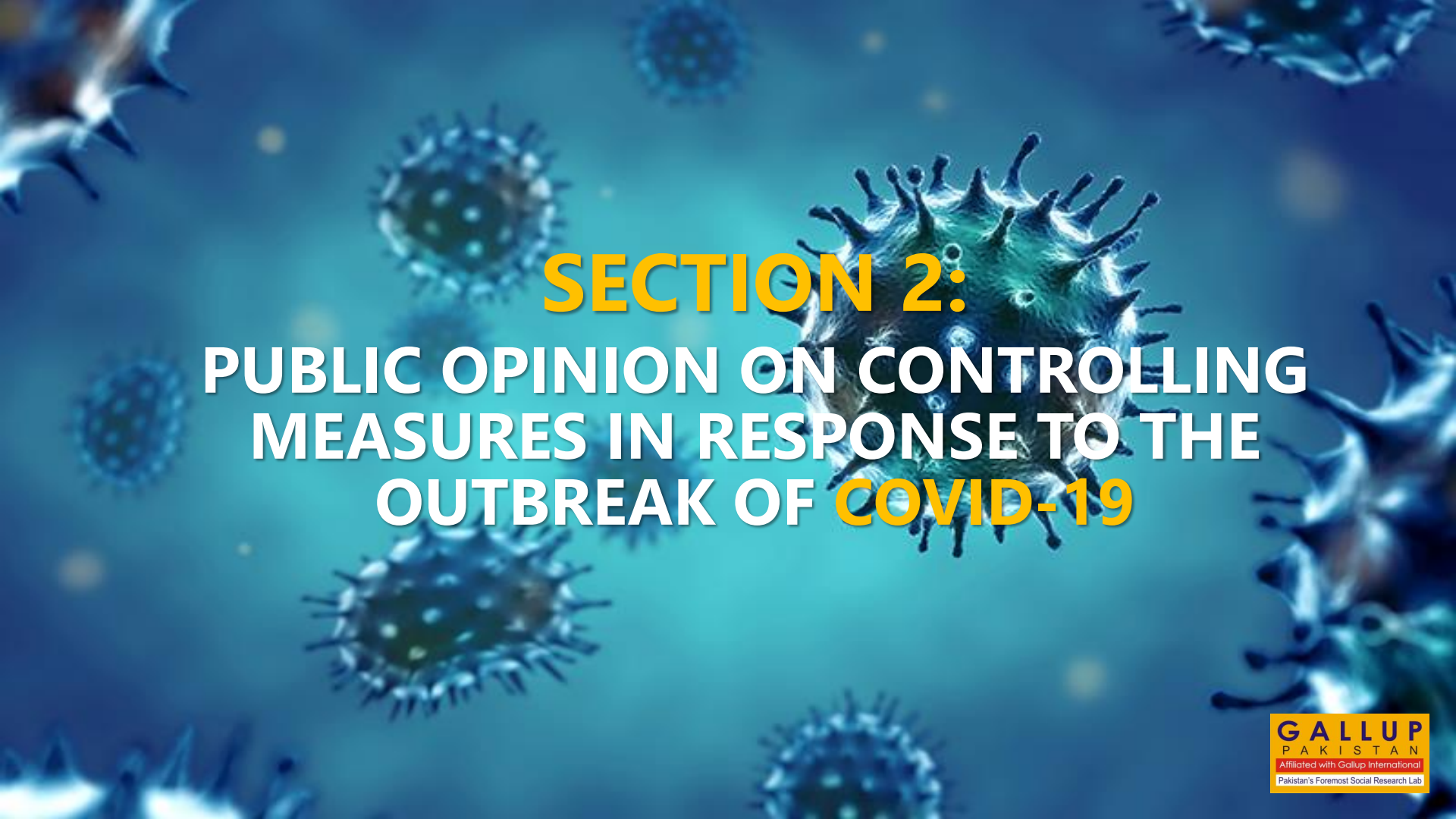
Age Breakdown



■ All ■ Under 30 ■ 30 to 39 ■ 40 to 49 ■ 50+



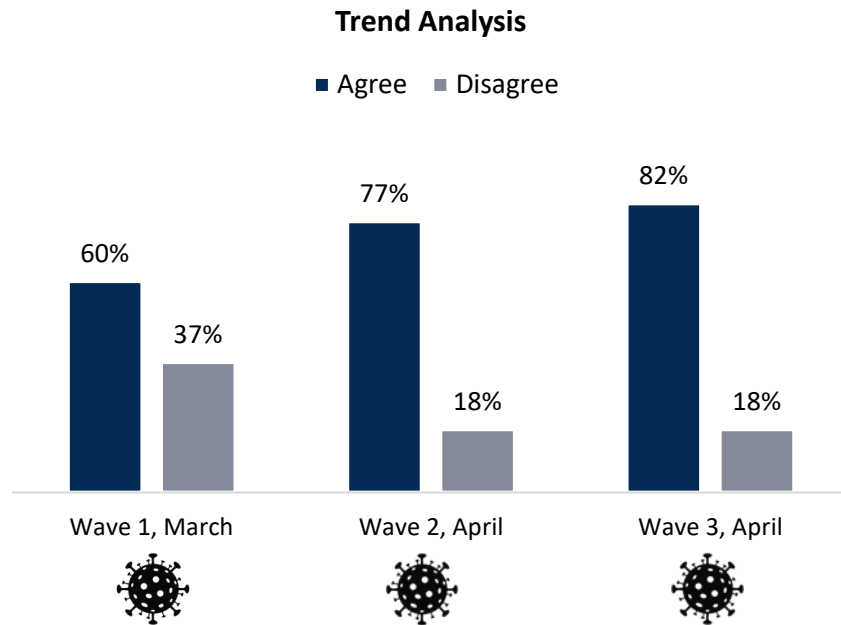
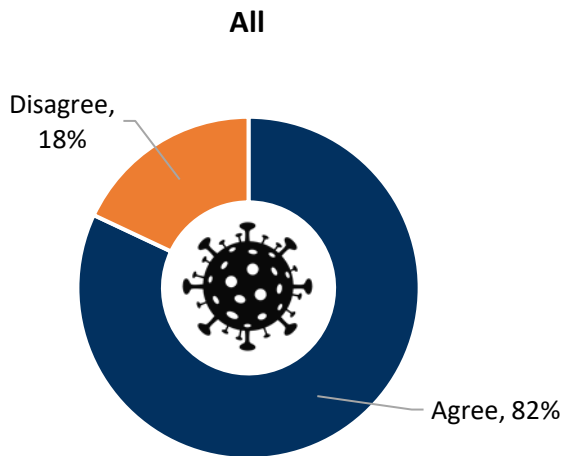
Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 3

The background of the slide features a microscopic view of several COVID-19 virus particles. These particles are spherical with a textured surface and numerous sharp, spike-like protrusions (spikes) extending from them. They are set against a dark blue background with a subtle bokeh effect of light spots.

SECTION 2: **PUBLIC OPINION ON CONTROLLING MEASURES IN RESPONSE TO THE OUTBREAK OF COVID-19**

SINCE MARCH, 22% RISE IN THE PROPORTION OF PAKISTANIS WHO OPINE THAT THE FEDERAL GOVERNMENT OF PAKISTAN IS CONTROLLING THE CORONAVIRUS SITUATION VERY WELL. 18% CONTINUE TO DISAGREE.

Question: *To what extent do you agree/disagree that the Federal Government of Pakistan is controlling the Coronavirus situation very well?*



Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 3

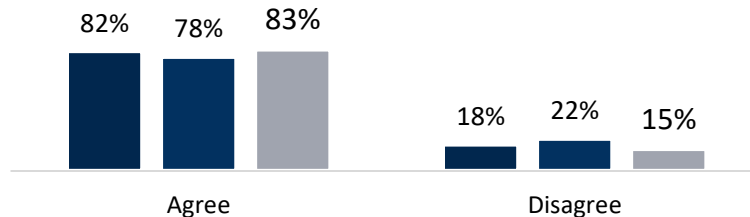
HIGHEST LEVEL OF SATISFACTION WITH GOVERNMENT PERFORMANCE OBSERVED AMONG FEMALES (87%) AND YOUNG PEOPLE (87%)

Question: *To what extent do you agree/disagree that the Federal Government of Pakistan is controlling the Coronavirus situation very well?*



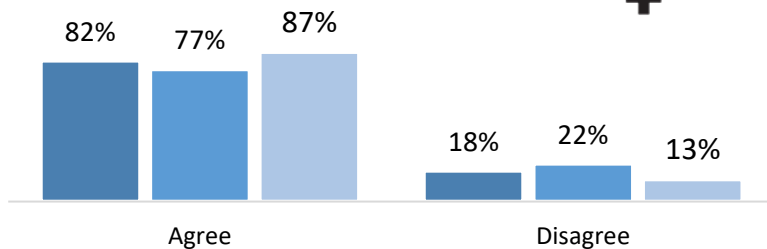
Urban-Rural

■ All ■ Urban ■ Rural



Gender Breakdown

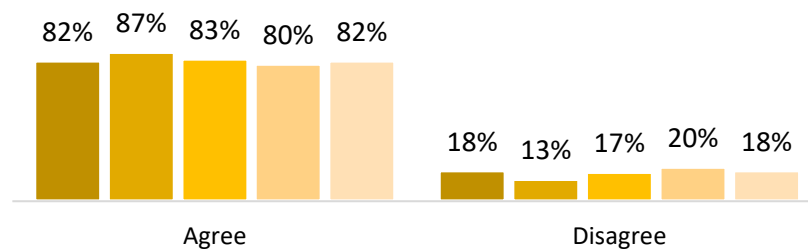
■ All ■ Male ■ Female



Age Breakdown



■ All ■ Under 30 ■ 30-39 ■ 40-49 ■ 50+



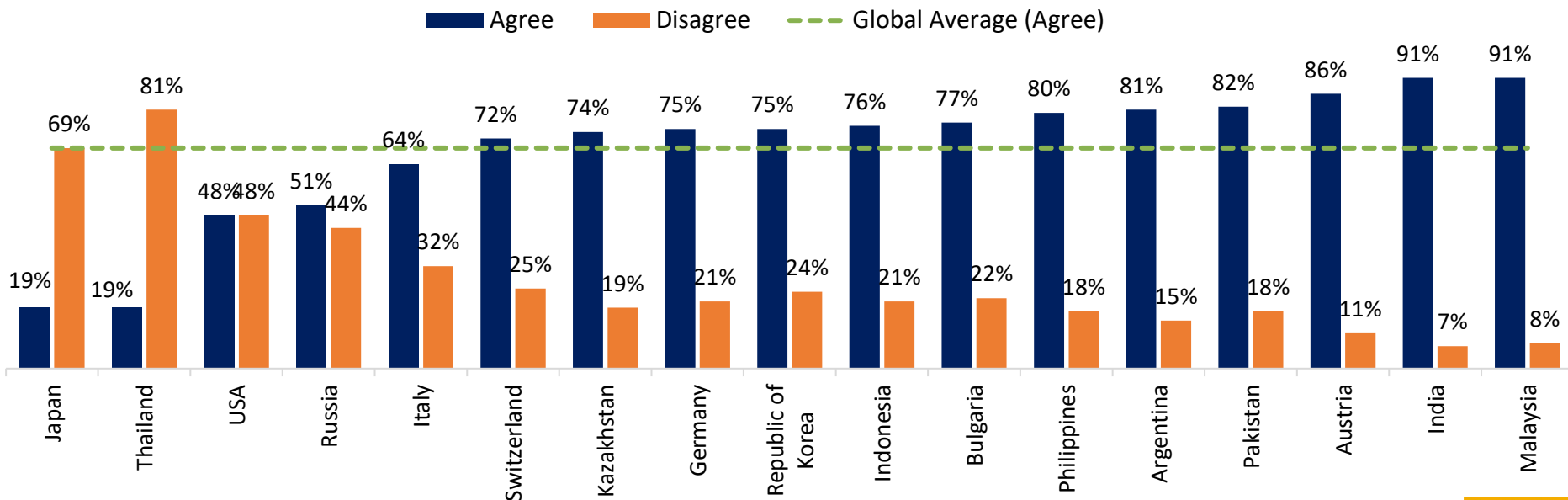
Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 3

RESPONDENTS FROM INDIA AND MALAYSIA REPORT HIGHEST LEVEL OF SATISFACTION WITH THEIR GOVERNMENT WITH RESPECT TO CONTROLLING SPREAD OF COVID-19. PAKISTAN RANKS 4th OUT OF 17 COUNTRIES IN TERMS OF SATISFACTION WITH THE GOVERNMENT

Question: *To what extent do you agree/disagree that the Government is controlling the Coronavirus situation very well?*



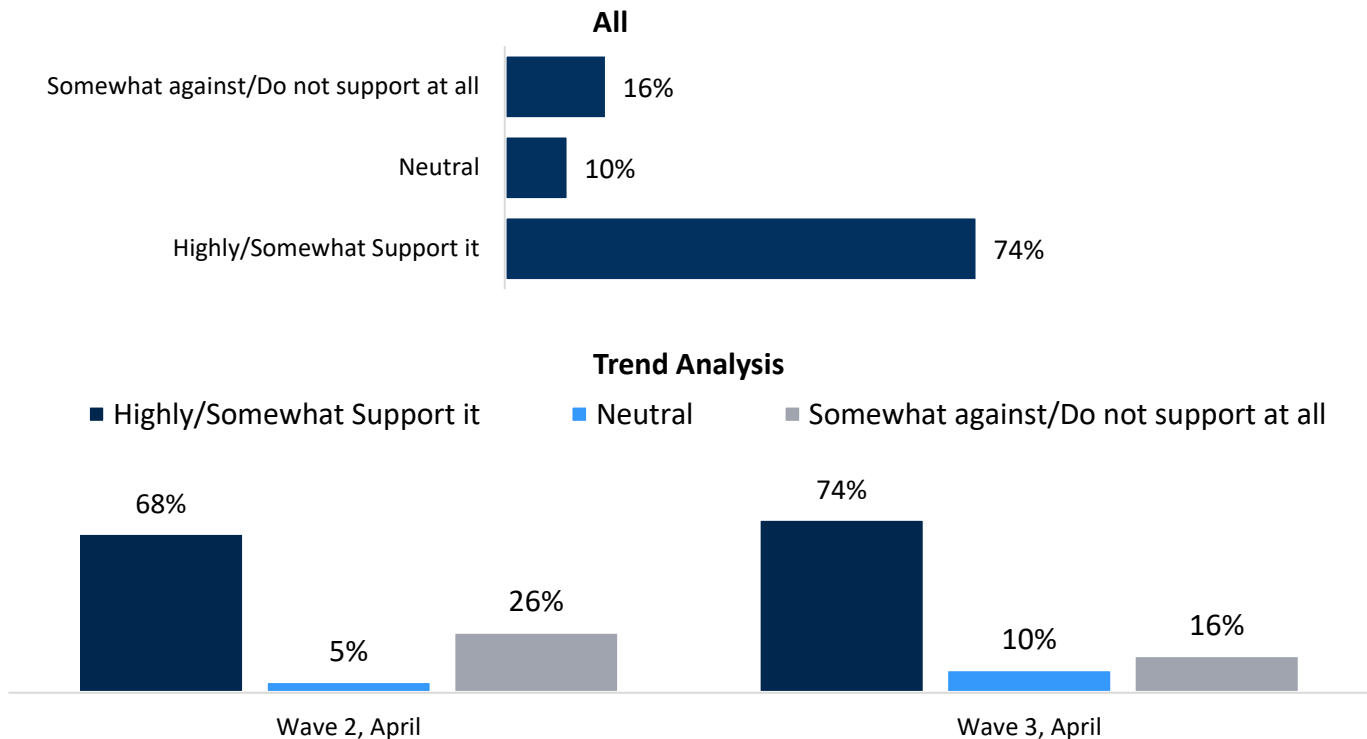
Global Comparison



Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 3

NEARLY 3 IN 4 PAKISTANIS (74%) SUPPORT THE LOCKDOWN AND FEEL THAT IT IS A NECESSARY MEASURE FOR HEALTH AND SAFETY

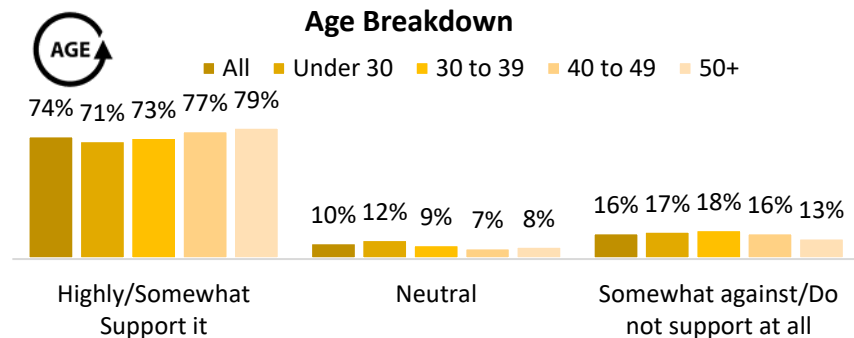
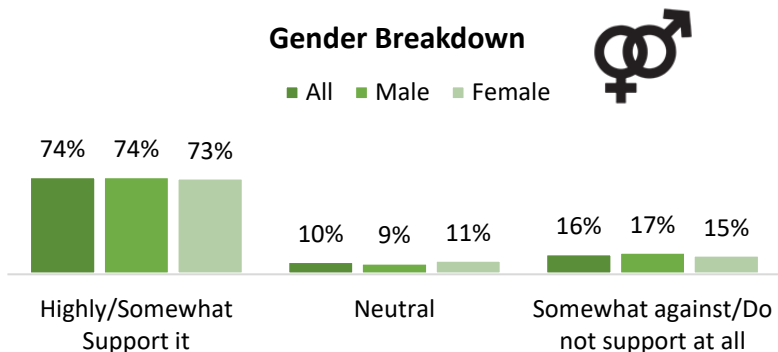
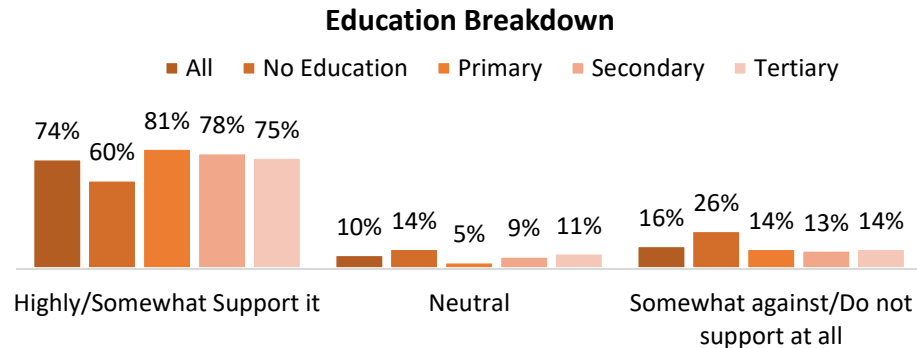
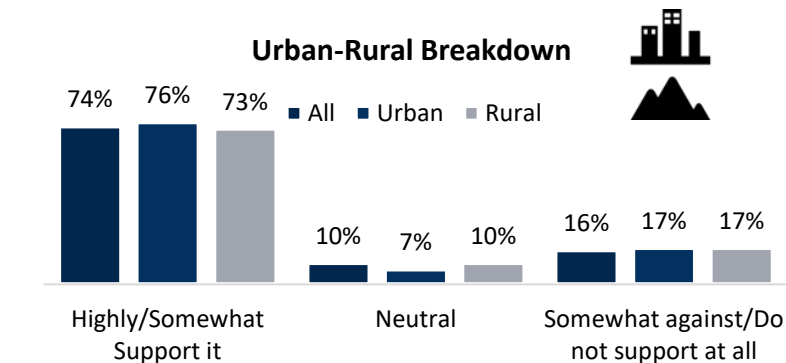
Question: *Some people support lockdowns and say it is important for health and others think lockdowns are bad and should be reduced or removed. Do you support the lockdown?*



Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 3

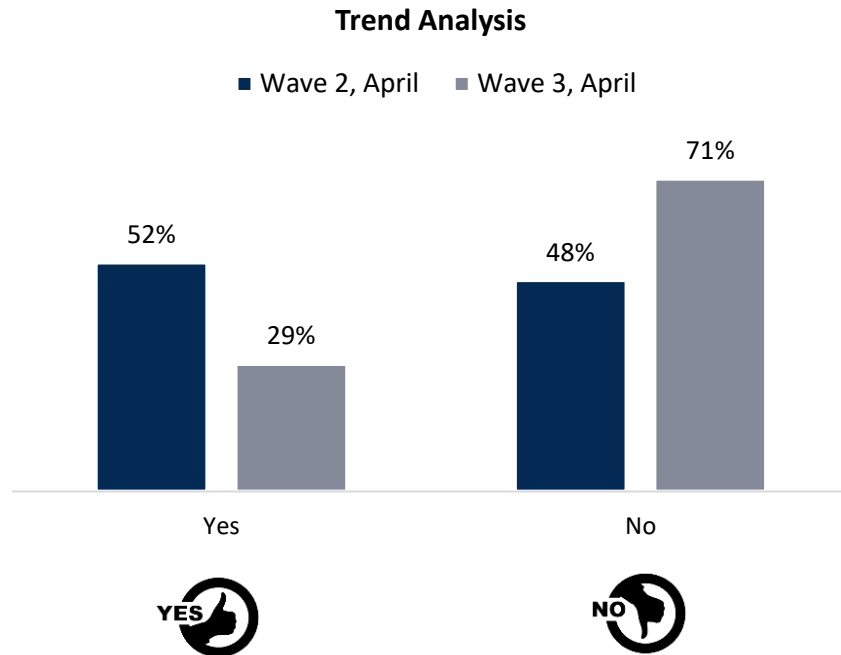
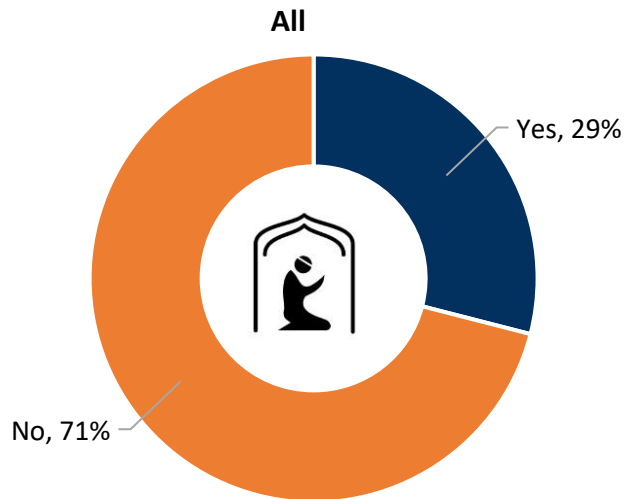
URBAN RESIDENTS & OLDER PEOPLE ARE MORE LIKELY TO SUPPORT LOCKDOWNS. RESPONDENTS WITH NO EDUCATION ARE MOST LIKELY TO OPPOSE (26%)

Question: *Some people support lockdowns and say it is important for health and others think lockdowns are bad and should be reduced or removed. Do you support the lockdown?*



NEARLY 3 IN 10 (29%) RESPONDENTS CONTINUE TO REPORT THAT A MALE FAMILY MEMBER HAD VISITED THE MOSQUE FOR JUMMAH PRAYER

Question: *Did any male member of your household go for Friday prayers last Friday?*



Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 3

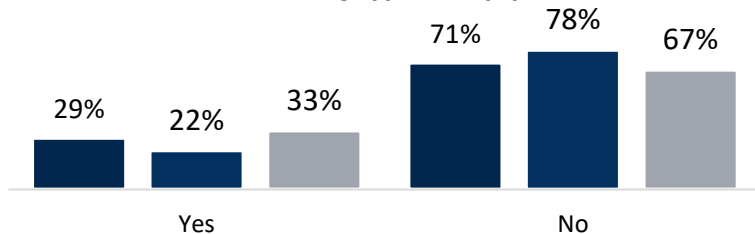
RURAL RESIDENTS (33%) ARE MORE LIKELY TO SAY THAT THEIR FAMILY MEMBER PRAYED JUMMAH IN A MOSQUE

Question: *Did any male member of your household go for Friday prayers last Friday?*

Urban-Rural Breakdown



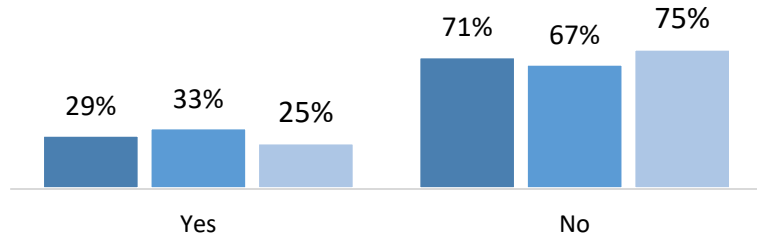
■ All ■ Urban ■ Rural



Gender Breakdown



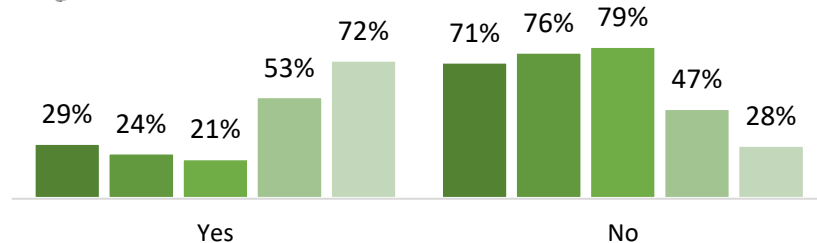
■ All ■ Male ■ Female



Provincial Breakdown

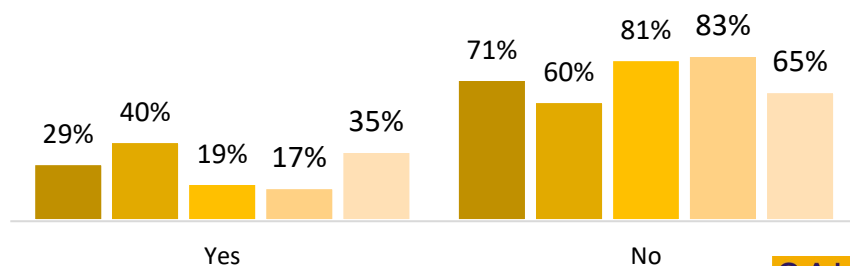


■ All ■ Punjab ■ Sindh ■ KPK ■ Balochistan



Age Breakdown

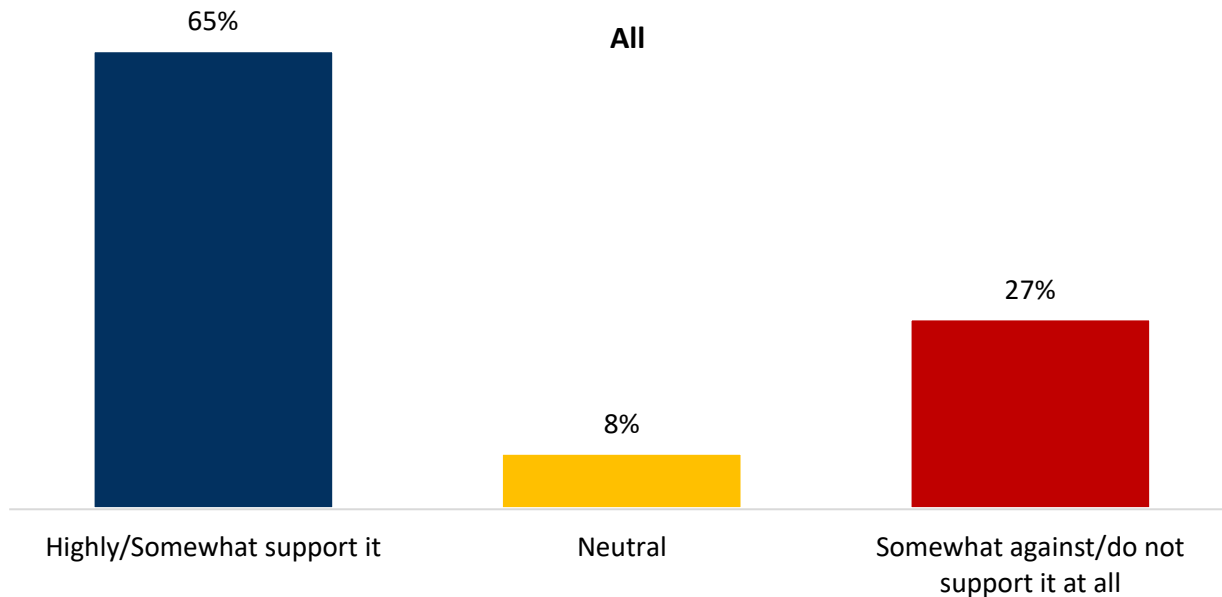
■ All ■ Under 30 ■ 30 to 39 ■ 40 to 49 ■ 50+



Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 3

OVER 3 IN 5 (65%) PAKISTANIS ARE IN FAVOUR OF THE GOVERNMENT'S DIRECTIVE OF DISCOURAGING PEOPLE FROM OFFERING PRAYERS AT MOSQUES

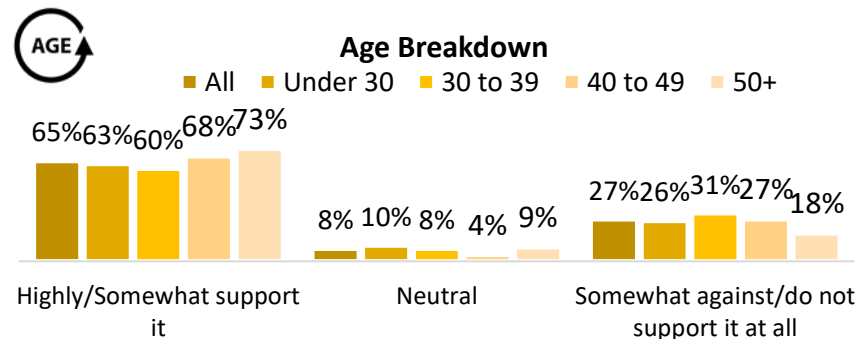
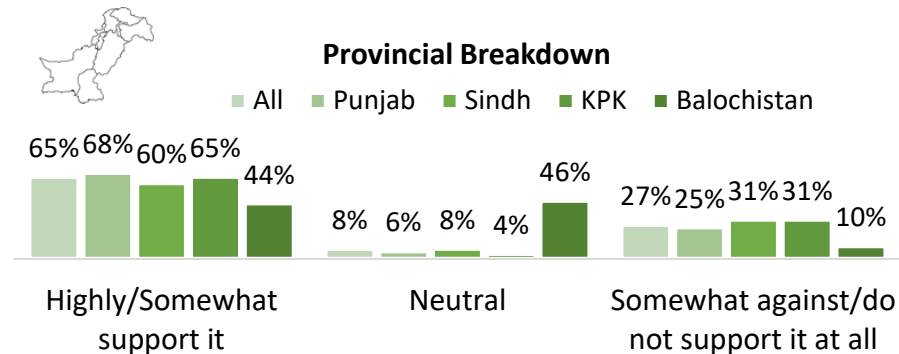
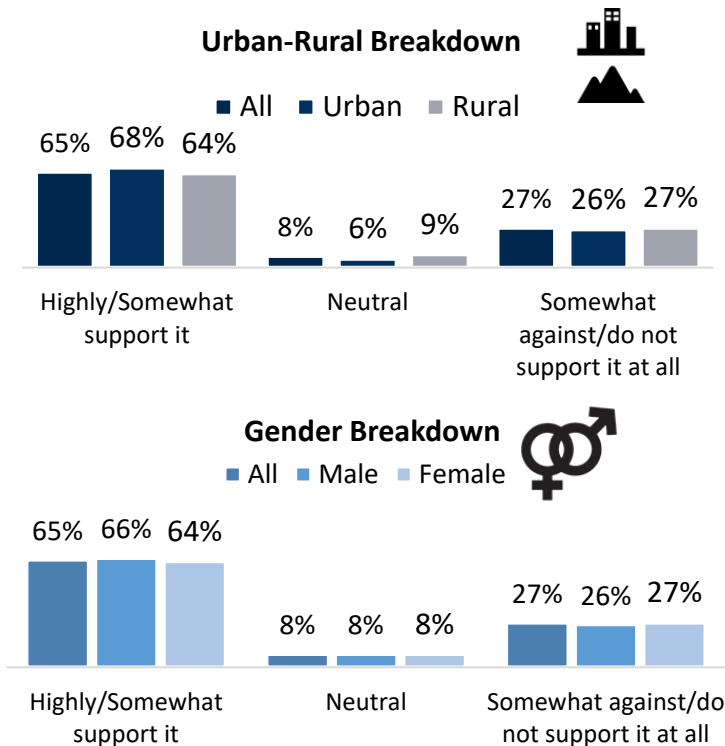
Question: *Regarding Jumma prayers, the Government of Pakistan has ordered to offer prayers inside our homes. To what extent do you support this decision?*



Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 3

HIGHER PROPORTION OF URBAN RESIDENTS, MEN AND 50+ YEARS EXTEND SUPPORT FOR GOVERNMENT'S DECISION TO DISCOURAGE CONGREGATIONAL PRAYERS

Question: *Regarding Jumma prayers, the Government of Pakistan has ordered to offer prayers inside our homes. To what extent do you support this decision?*



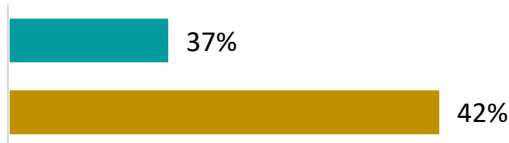
HIGHEST PROPORTION OF NET SUPPORTERS FOR RESTRICTION ON FRIDAY CONGREGATIONS BELONG TO PUNJAB (43%) AND THE 50+ AGE COHORT (55%)

Question: *Regarding Jumma prayers, the Government of Pakistan has ordered to offer prayers inside our homes. To what extent do you support this decision?*

Net Supporters



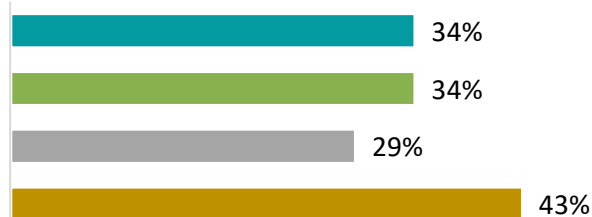
Rural
Urban



Net Supporters



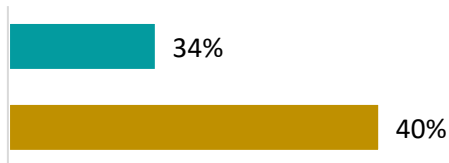
Balochistan
KP
Sindh
Punjab



Net Supporters



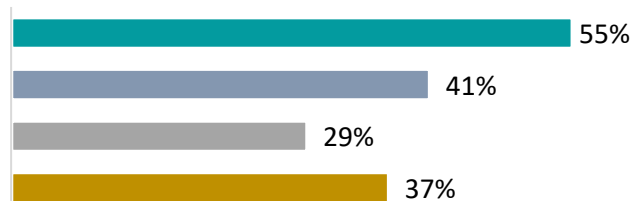
Female
Male



Net Supporters



50+
40 to 49
30 to 39
Under 30



Net Score = Promoters - Detractors

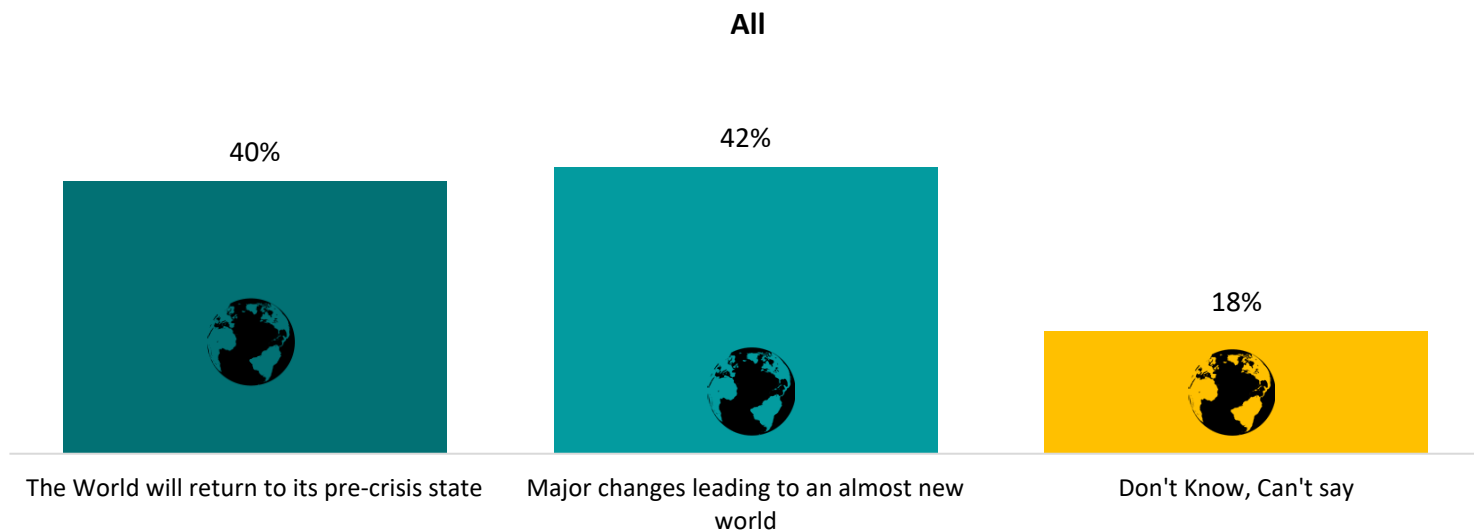
Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 3

The background of the slide features a microscopic view of several COVID-19 virus particles. These particles are spherical with a textured surface and numerous sharp, spike-like protrusions. They are scattered across the frame, with a larger, more detailed particle centered in the upper right quadrant. The overall color palette is a mix of deep blues and teals, with some yellowish highlights on the virus spikes.

SECTION 3: **PUBLIC PERCEPTION ON THE GLOBAL & ECONOMIC IMPACT OF COVID-19 OUTBREAK**

NEAR EQUAL SPLIT IN PUBLIC OPINION OVER THE WORLD RETURNING TO ITS PRE-CRISIS STATE AFTER THE PANDEMIC ENDS

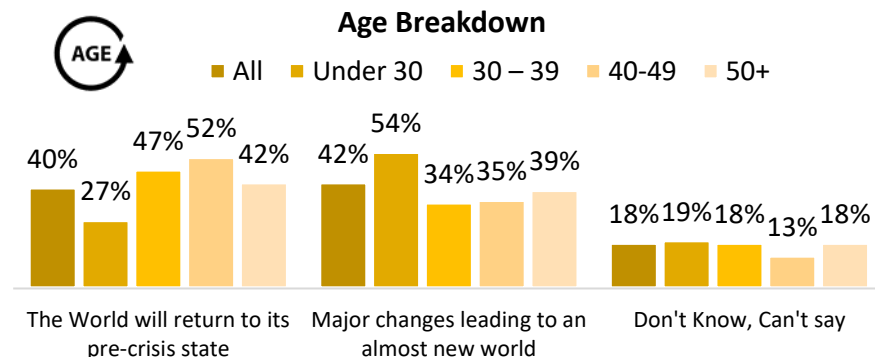
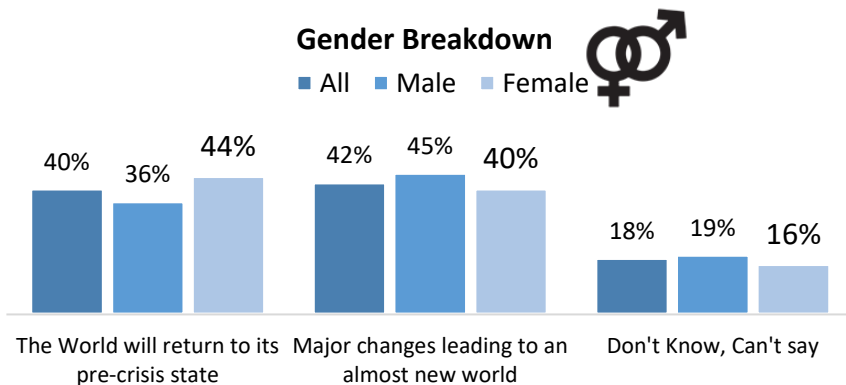
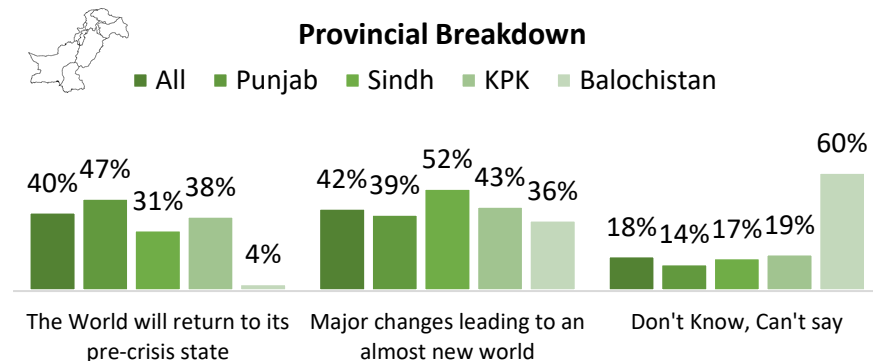
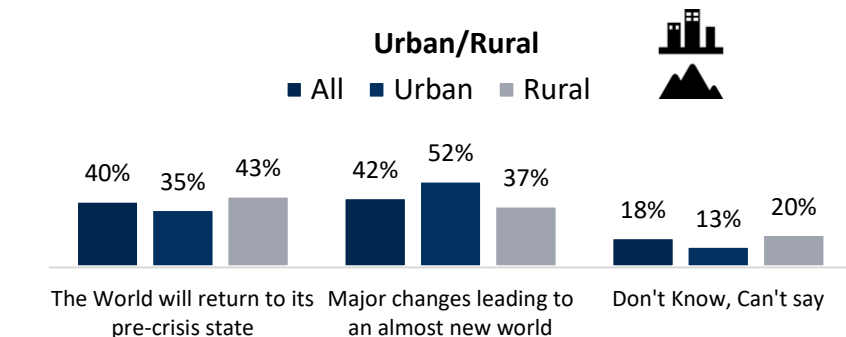
Question: *Do you believe that when the pandemic is over the world will return more or less to its pre-crisis state or do you expect major changes to follow, an almost entirely new world?*



Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 3

URBAN RESPONDENTS (52%) AND YOUNG PEOPLE (54%) MORE LIKELY TO BELIEVE THAT THERE WILL BE MAJOR CHANGES IN THE WORLD AFTER THE PANDEMIC ENDS

Question: *Do you believe that when the pandemic is over the world will return more or less to its pre-crisis state or do you expect major changes to follow, an almost entirely new world?*



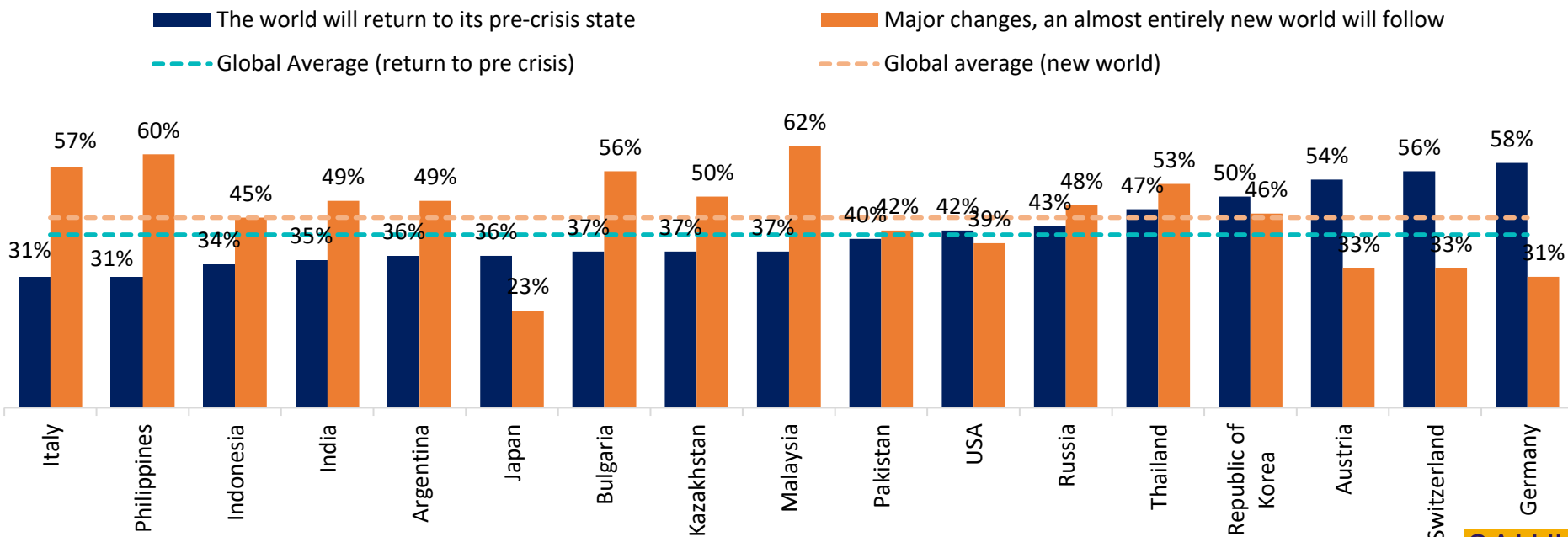
Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 3

RESPONDENTS FROM ITALY AND PHILIPPINES (31%) ARE LEAST HOPEFUL ABOUT THE WORLD RETURNING TO ITS PRE-CRISIS STATE AFTER THE PANDEMIC IS OVER. PAKISTAN RANKS 10th OUT OF 17 COUNTRIES IN TERMS OF HOPE

Question: *Do you believe that when the pandemic is over the world will return more or less to its pre-crisis state or do you expect major changes to follow, an almost entirely new world?*



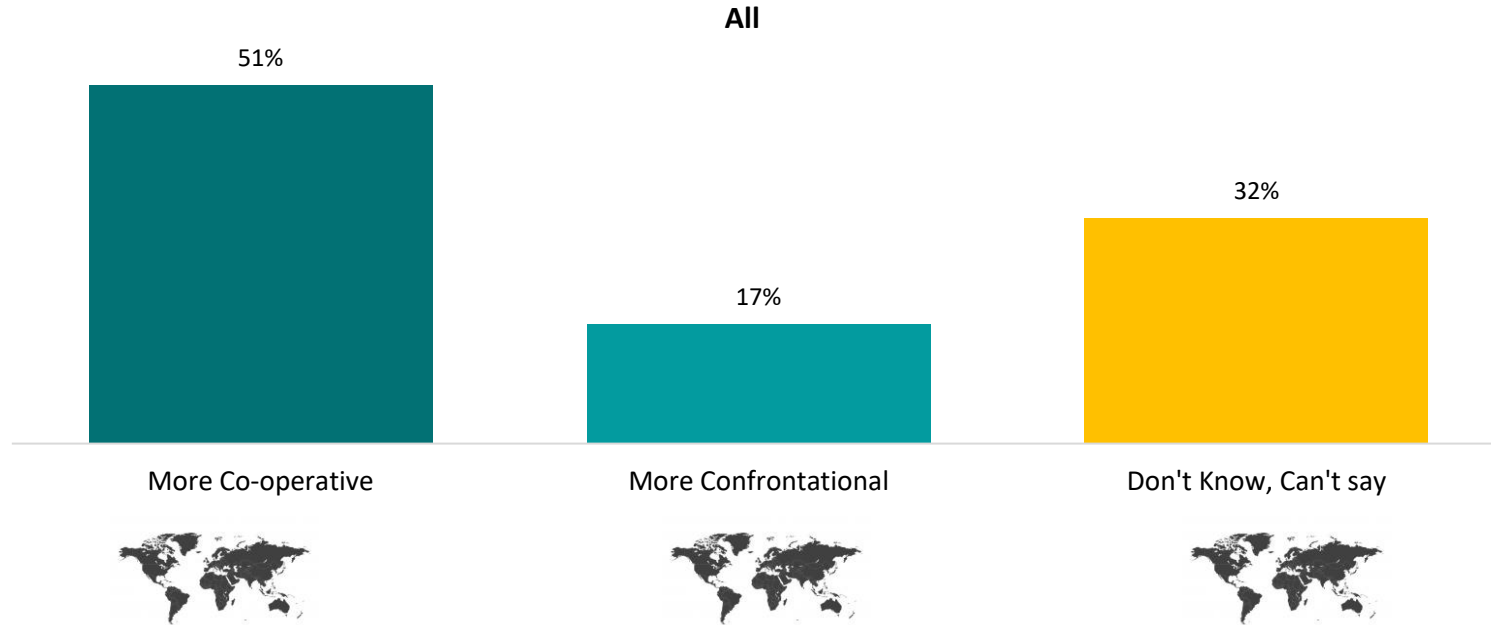
Global Comparison



Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 3

1 IN 2 PAKISTANIS (51%) ARE HOPEFUL ABOUT THE RELATIONS BETWEEN MAJOR WORLD POWERS BECOMING MORE COOPERATIVE AFTER THE COVID-19 CRISIS

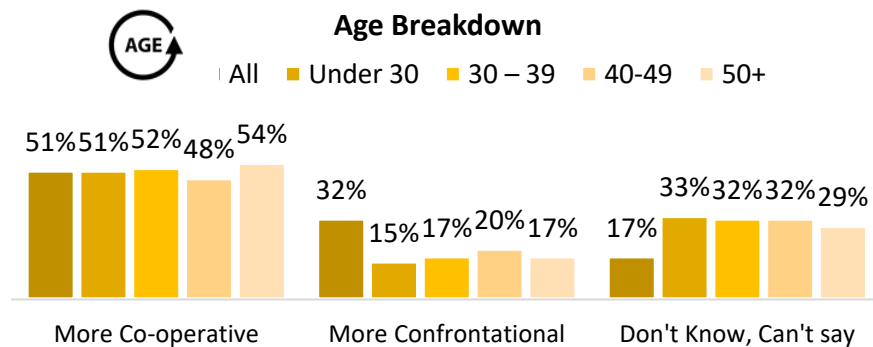
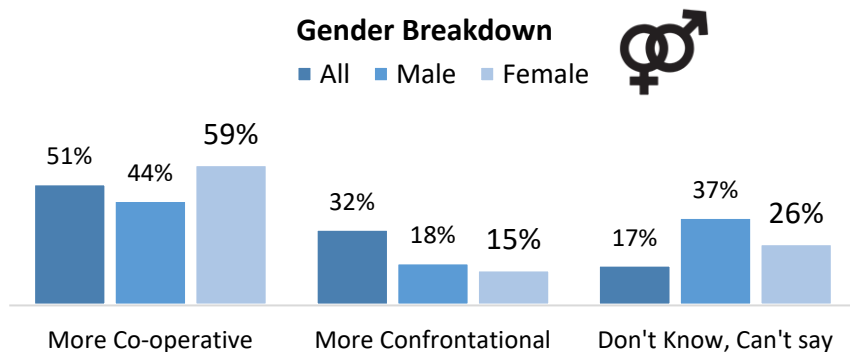
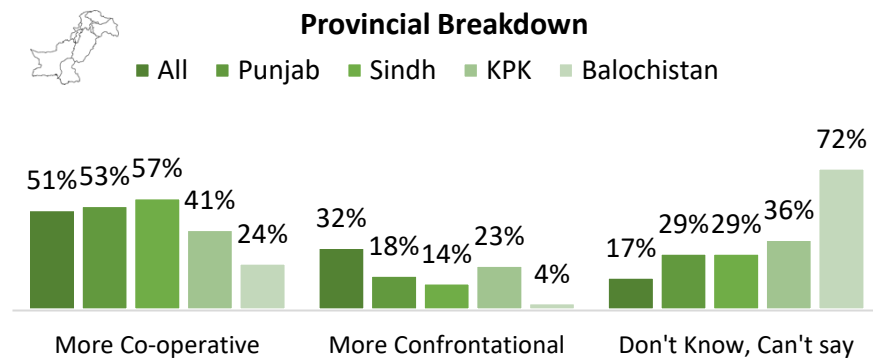
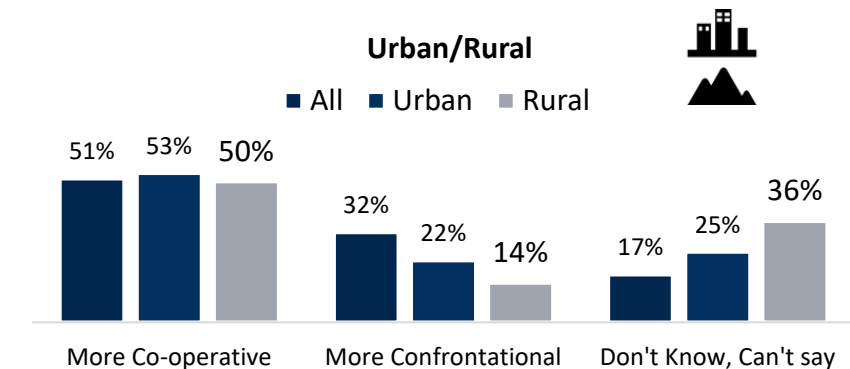
Question: *Do you expect the relations between the major world powers after the crisis to become more cooperative or more confrontational?*



Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 3

FEMALE (59%) ARE MOST OPTIMISTIC ABOUT THE RELATIONS BETWEEN MAJOR WORLD POWERS BECOMING MORE COOPERATIVE AFTER THE COVID-19 CRISIS

Question: *Do you expect the relations between the major world powers after the crisis to become more cooperative or more confrontational?*



Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 3

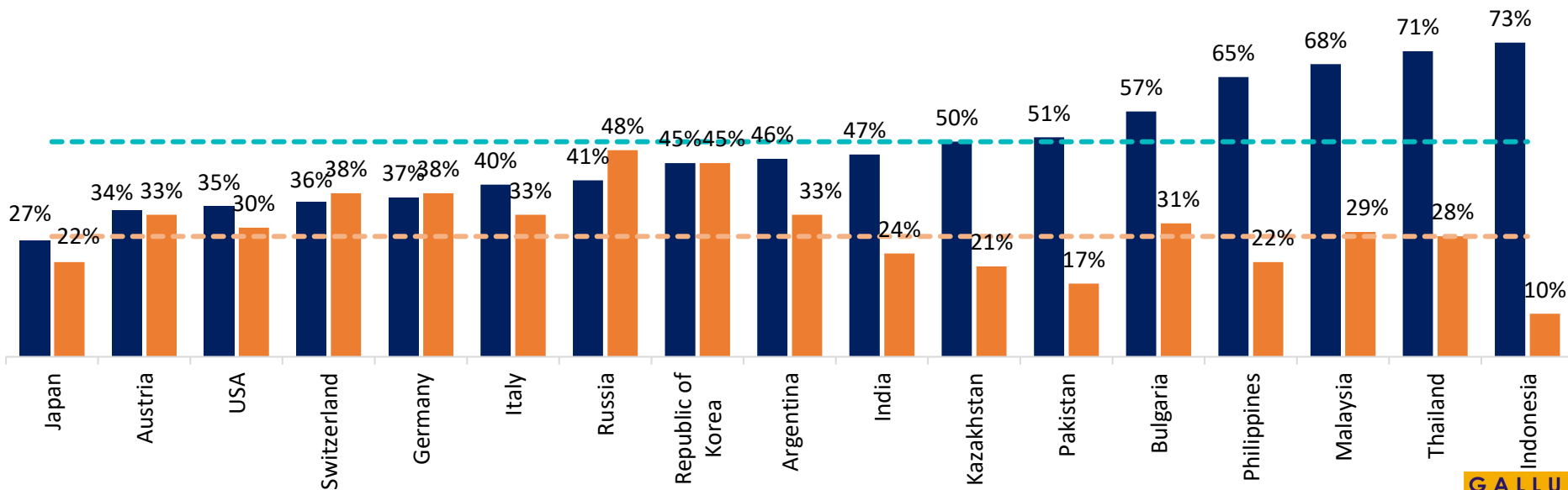
RESPONDENTS FROM THAILAND & INDONESIA ARE THE MOST OPTIMISTIC ABOUT RELATIONS BETWEEN MAJOR WORLD POWERS BECOMING MORE COOPERATIVE AFTER THE COVID-19 CRISIS. RUSSIANS & KOREANS EXPECT MORE CONFRONTATIONS. PAKISTAN RANKS 6TH OUT OF 17 COUNTRIES REGARDING HOPEFULNESS ABOUT INCREASING COOPERATION

Question: *Do you expect the relations between the major world powers after the crisis to become more cooperative or more confrontational?*



Global Comparison

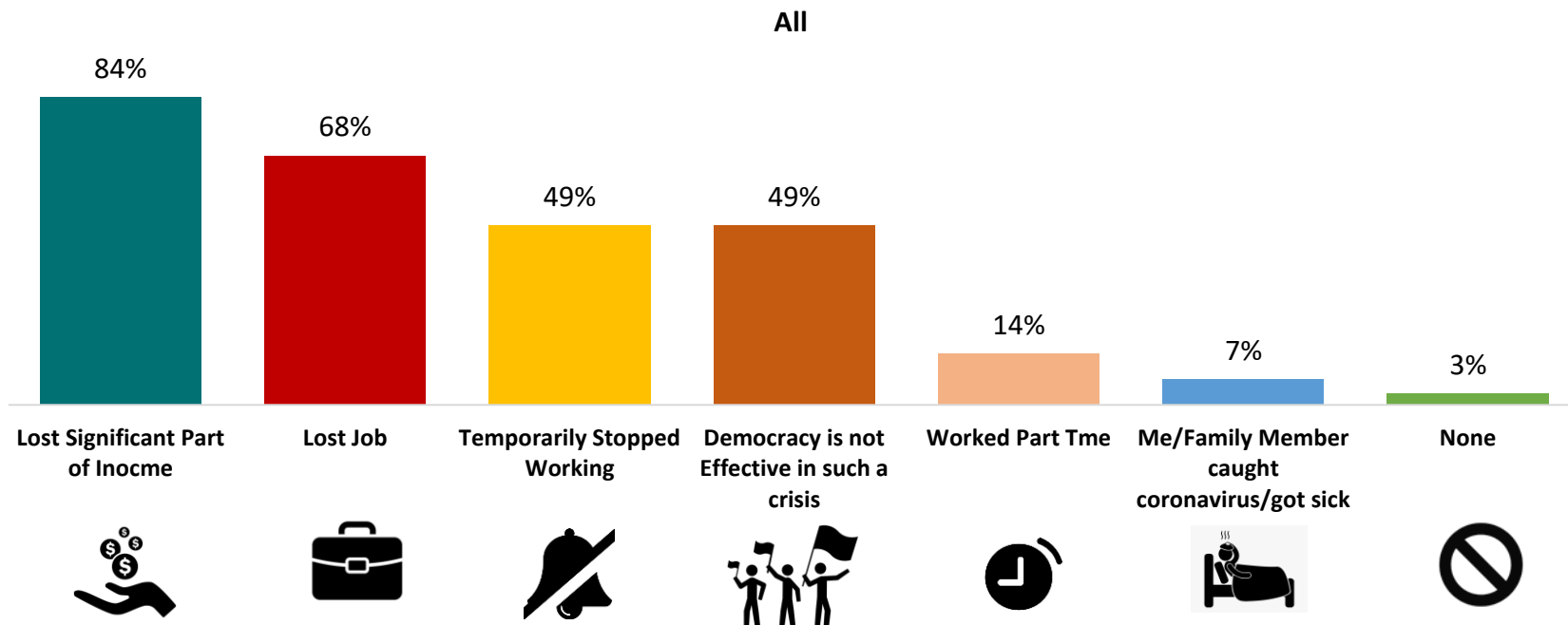
■ More cooperative ■ More confrontational - - Global Average (cooperative) - - Global Average (confrontational)



Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 3

84% PAKISTANIS CLAIM TO HAVE LOST A SIGNIFICANT PORTION OF THEIR INCOME DURING CORONAVIRUS OUTBREAK. 7 IN 10 (68%) REPORT LOSING THEIR JOB

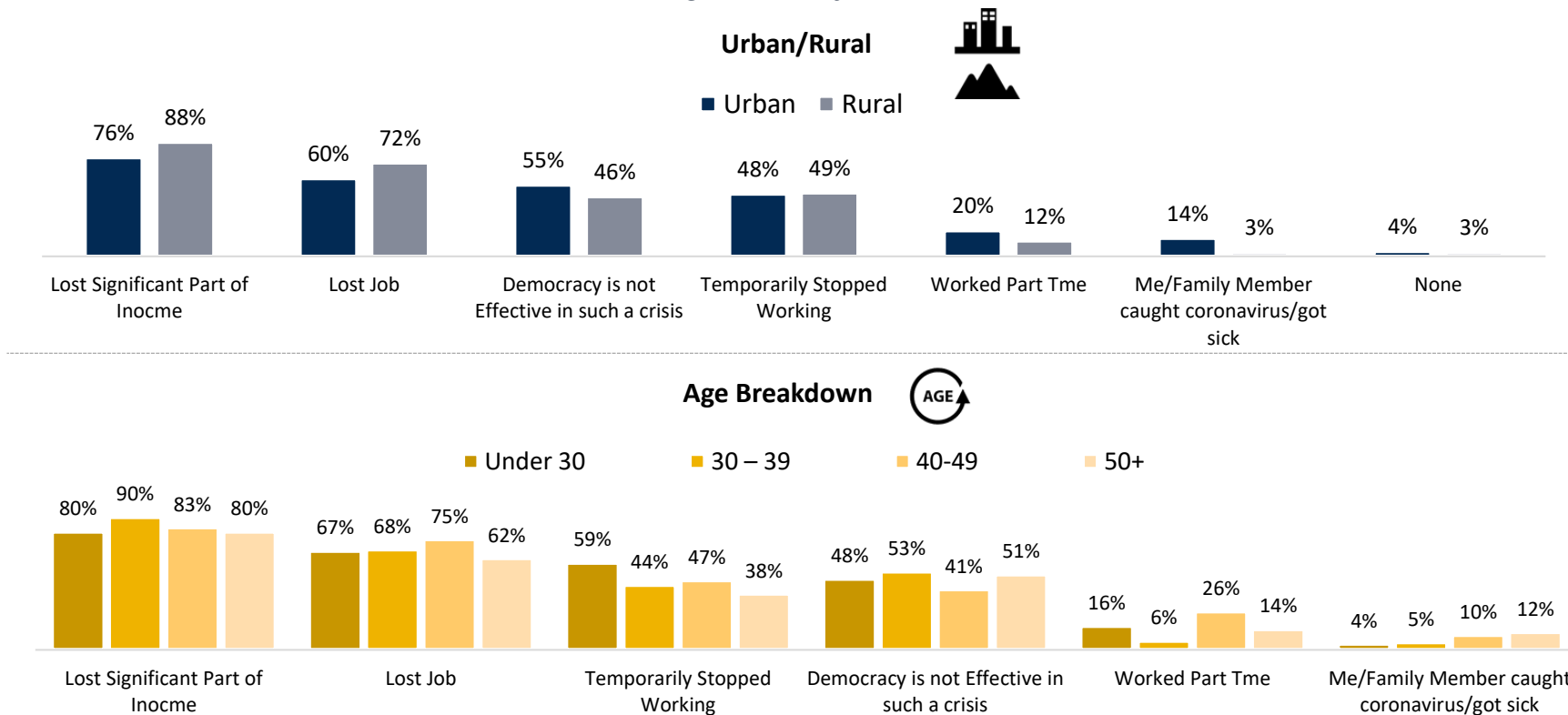
Question: *In the context of Coronavirus, which of the following is valid for you:*



Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 3

RESPONDENTS AGED 30-39 YEARS (90%) ARE MOST AFFECTED BY LOSS OF INCOME DURING THE COVID-19 CRISIS

Question: *In the context of Coronavirus, which of the following is valid for you:*



Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 3

PAKISTANIS MOST LIKELY TO HAVE LOST THEIR JOB (68%) OR A SERIOUS PART OF THEIR INCOME (84%) DURING THE COVID-19 CRISIS. JAPANESE & GERMANS ARE LEAST LIKELY TO REPORT THE SAME

Question: *In the context of Coronavirus, which of the following is valid for you:*

Global Comparison 	Argentina	Austria	Bulgaria	Germany	India	Indonesia	Italy	Japan	Kazakhstan	Malaysia	Pakistan	Philippines	Russia	Republic of Korea	Switzerland	Thailand	USA
Lost my job	11%	6%	9%	2%	5%	24%	11%	1%	8%	37%	68%	34%	12%	3%	3%	12%	9%
Work part time	8%	14%	8%	13%	5%	16%	4%	4%	5%	40%	14%	20%	30%	3%	17%	6%	11%
Temporarily stopped working	29%	9%	14%	10%	45%	37%	16%	4%	21%	51%	49%	55%	32%	24%	15%	36%	20%
Lost serious part of my income	34%	9%	22%	11%	29%	61%	32%	14%	17%	58%	84%	46%	39%	33%	14%	63%	20%
Me/a member of the family caught the Coronavirus/got sick	-	1%	-	2%	1%	2%	14%	-	-	17%	7%	2%	3%	-	5%	2%	6%
Democracy is not effective in such a crisis	7%	5%	22%	9%	10%	15%	19%	13%	4%	43%	49%	18%	32%	17%	10%	20%	12%

Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 3

Methodology

Sample Size: 1,014

Weighted Profile:

Province	Punjab	59%
	Sindh	24%
	KP	13%
	Balochistan	5%
Gender	Male	52%
	Female	48%
Age	Under 30	37%
	30-50	48%
	50+	15%
Region	Urban	35%
	Rural	65%

Field work dates: 04 – 10 April, 2020

Survey Methodology: Telephone Interview methodology was used as opposed to usual Gallup Pakistan Face to Face methodology due to current curbs on travelling and in ability to conduct door to door data collection.

Disclaimer: The survey is representative of the mobile phone using national population. Because of this 10 to 15% of Pakistani population who are nonusers of mobile are excluded from the universe. Phone surveys in Pakistan have lower response rate among female, higher age groups and some other demographics. The survey findings have been therefore weighted on multiple factors to ensure calibration to national census population.

Error Margin: We expect +/-3% for National results @ 95% confidence interval and higher error margin for results at lower levels such as gender, provincial and other breakdowns.

Global Methodology

Country	Sample size	Fieldwork Dates	Method	Survey Universe
ARGENTINA	1216	03-06.04.2020	Online	16+, Main Cities
AUSTRIA	1000	05-08.04.2020	Online	18+, National
BULGARIA	901	06-08.04.2020	Online/CATI	18+, National
GERMANY	1000	05-08.04.2020	Online	18+, National
INDIA	1050	03-06.04.2020	Online/CATI	18+, National
INDONESIA	2068	04-09.04.2020	Online	18+, National
ITALY	1000	03-06.04.2020	Online	18-74, National
JAPAN	1063	06-08.04.2020	Online	18-69, National
KAZAKHSTAN	500	04-09.04.2020	CATI	15+, National
MALAYSIA	755	05-08.04.2020	CATI	18+, National
PAKISTAN	1014	03-10.04.2020	CATI	18+, National
PHILIPPINES	867	06-08.04.2020	Online/CATI	18+, Urban
REPUBLIC OF KOREA	1003	06-08.04.2020	Online	19-69, National
RUSSIA	500	06-08.04.2020	CATI	18+, Capital city
SWITZERLAND	1000	05-08.04.2020	Online	18+, National
THAILAND	1009	05-09.04.2020	CATI	18+, National
USA	1090	07.04.2020	Online panel	18+, National

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