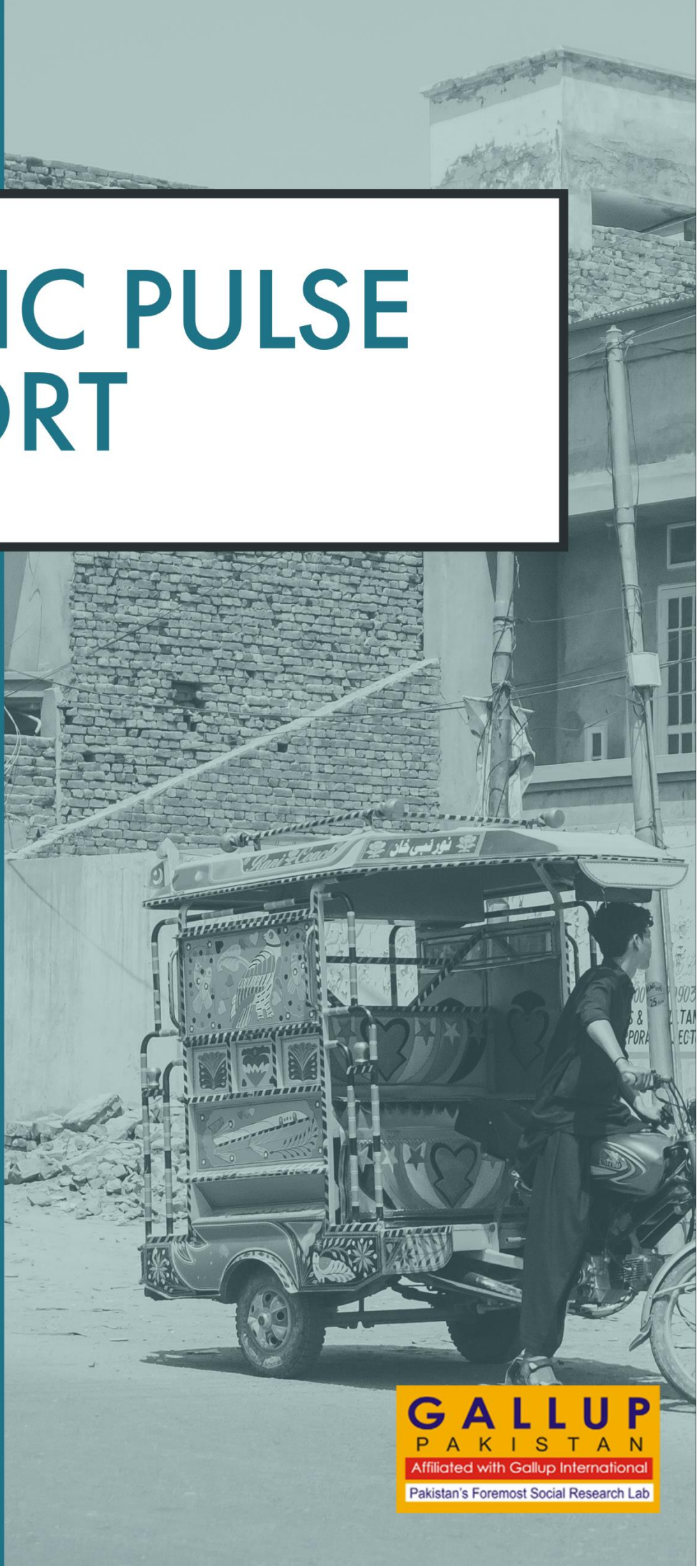


PUBLIC PULSE REPORT

March 6, 2023



GALLUP
PAKISTAN
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Pakistan's Foremost Social Research Lab



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Methodology Statement

Disclaimer: Gallup Pakistan has conducted this poll according to the ESOMAR Code of Ethics and internationally recognized principles of scientific polling. The results in this Report do not represent views held by the authors or Gallup Pakistan. The results only represent public opinion, computed on the basis of views expressed by anonymous respondents selected through the procedure outlined in the Methodology section of this Report.

Gallup Pakistan has provided this data in the public interest and gratis. It cannot be held liable, contractually or otherwise, to the users of this data

Executive Summary



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Gallup Public Pulse in Feb 2023

Imran Khan positively rated across the country

Voters leave room open for new political party with technocrats

(Islamabad Lahore Karachi): Gallup Pakistan has released findings from its Nationally Representative survey conducted in the first 20 days of February 2023. Following are the key learnings from this report:

1. PDM is getting blamed for inflation and economic instability in the country as **62%** Pakistanis say they (PDM) rather than PTI is to be blamed for the current meltdown.
2. Economy is in dire straits as almost **1 in 5** Pakistanis report that they or someone in their household lost their job in past 6 months.
3. If there was a new party formed containing honest political members and technocrats, **53% of the people would leave their current party** and vote for the new one instead.
4. Imran Khan was positively rated with **61%** of Pakistanis having a good opinion about him. The second position was shared by Nawaz Sharif and Bilawal Bhutto with **36%** Pakistanis having a good opinion about both of them.
5. Majority **61%** want Nawaz Sharif to return. **91%** PMLN voters want him to return.

Survey was conducted with around 2000 respondents covering all four provinces, urban and rural areas of Pakistan. Error margin for such a survey is around 3-4% at 95% confidence level.



DETAILED FINDINGS OF THE SURVEY ARE BELOW

1. Economic Issues and who is to be blamed? Most people blame PDM/PML-N for the current economic crisis.

Public opinion on whom to blame for the current economic crisis is clear as majority (62%) put the blame on PDM/PML-N while only 38% blame the previous PTI government for the current wave of inflation. It does not come as a surprise that an overwhelming majority of those who put the blame on PDM/PML-N had voting intentions for PTI and vice versa.

Massive unemployment in recent months: As far as unemployment is concerned, 21% reported that someone in their household has lost their job in the past six months.

2. Approval Rating of Political Leaders: Imran Khan seems to be the most positively rated politician while opinion regarding Asif Ali Zardari is least positive.

- a. **Imran Khan** received a positive rating from 61% of the population while 37% rated him negatively. 29% from Punjab, 28% from Sindh and 14% from KP gave him a positive rating, the highest amongst the provinces for any politician.
- b. Almost 3 in 5 (59%) gave **Nawaz Sharif** a negative rating while 36% gave him a positive rating. People from KPK rated him more negatively than people from other provinces.
- c. 36% rated **Bilawal Bhutto** positively while 57% gave him a negative rating. However, out of all the provinces, he got most positive ratings from Sindh.
- d. **Maryam Nawaz** was rated negatively by 61% while 34% gave her a positive rating. People from Punjab see her in a positive light as compared to other provinces.
- e. 65% Pakistanis rated **Shehbaz Sharif** negatively while 32% gave him a positive rating. People from Punjab rated him more positively as compared to other provinces.
- f. **Maulana Fazl-ur-Rehman** received a negative rating by 57% while only 31% gave him a positive rating. He received the least negative ratings from people from KPK.
- g. **Asif Ali Zardari** was rated negatively by 67% while 27% rated him positively. Since 2022, Zardari has gained a more favorable opinion amongst the



population. However, people from Punjab gave him the most negative ratings, followed by KPK and then Sindh.

POSITIVE OPINION ABOUT LEADERS OF PAKISTAN



Source: Powered by Gallup Pakistan, Feb 01, 2023 – Feb 21, 2023

3. Majority would support a new party with honest members.

If there was a new party formed containing honest political members and technocrats, 53% of the people would leave their current party and vote for the new one instead. 53 % said yes when asked '**If there was a new party formed containing honest political members and technocrats, would you leave your current party and vote for it instead?**'

The highest proportion of people who said they would leave their current party and vote for the new, honest party were people aged 50 and above. Moreover, 8% more males than females favored voting for the new party with honest political members. **Surprisingly among political party voters, highest % of voters ready to leave their party to such a party were found in PTI where the figure was 52%.**

4. Slight majority of voters believe Imran Khan did the right thing by dissolving assemblies.



As far as Imran Khan's decision to dissolve assemblies in Punjab as KP is concerned, 57% support the decision.

Amongst PTI supporters, majority (83%) support this decision while 17% oppose it. Whereas, amongst the PML-N supporters, 24% think that Imran Khan's decision to dissolve the assemblies and hold new elections is right while 76% oppose it.

5. Majority favor Nawaz Sharif's immediate return to the country.

61% are in favor of Nawaz Sharif's immediate return to the country. The highest proportion of people who are in favor of Nawaz's immediate return were from KP 67%, followed by 64% from Punjab.

The background of the slide is a close-up, high-contrast photograph of several Pakistani Rupee coins. The coins are stacked and overlapping, with the focus on the details of the currency, including the portraits of historical figures and the Urdu script. The lighting creates strong highlights and shadows, emphasizing the metallic texture and the intricate designs on the coins.

Topic 1: Economic Issues and who is to be blamed?



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Item 1.1: Key Finding

Question: Some people think that the PTI government (2018-2022) is responsible for the current wave of inflation while others hold the PML-N led PDM government responsible for it. Who do you think is to be blamed between the two?



Source: Powered by Gallup Pakistan, Feb 01, 2023 – Feb 21, 2023

Q۔ کچھ لوگوں کا خیال ہے کہ پی ٹی آئی حکومت (2018-2022) مہنگائی کی موجودہ لہر کی ذمہ دار ہے جبکہ کچھ لوگ اس کے لیے پی ایم ایل این کی زیر قیادت پی ڈی ایم حکومت کو ذمہ دار ٹھہراتے ہیں۔ آپ کے خیال میں دونوں کے درمیان کس کو قصور وار ٹھہرایا جائے؟

1

پاکستان تحریک انصاف

2

پاکستان مسلم لیگ نواز اور پی ڈی ایم



Item 1.1: Statistical Analysis

Question: Some people think that the PTI government (2018-2022) is responsible for the current wave of inflation while others hold the PML-N led PDM government responsible for it. Who do you think is to be blamed between the two?

		PTI	PDM / PMLN
All Pakistan		38%	62%
Gender of Respondent			
	Male	35%	65%
	Female	42%	58%
Location			
	Urban	37%	63%
	Rural	39%	61%
Province			
	Punjab	41%	59%
	Sindh	27%	73%
	KPK	37%	63%
	Baluchistan	65%	35%
Age Groups			
	18 to 23	36%	64%
	24 to 30	38%	62%
	31 to 50	40%	60%
	50 plus	39%	61%
Education of Respondents			
	Less than FA	39%	61%
	FA and more	33%	67%

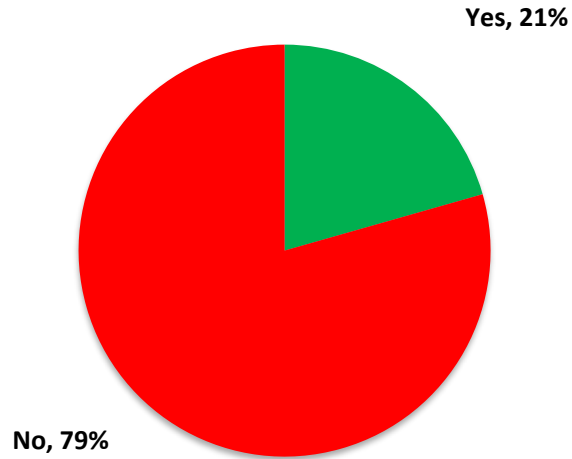
Source: Powered by Gallup Pakistan, Feb 01, 2023 – Feb 21, 2023

Cross tabulation data has lower statistical accuracy than the topline data due to smaller sample size. Results should be considered only indicative and interpreted with caution and correlated with other data points.



Item 1.2: Key Finding

Question: Is there someone in your household who lost his / her job in the past six months?



Source: Powered by Gallup Pakistan, Feb 01, 2023 – Feb 21, 2023

Q. کیا آپ کے گھرانے میں کوئی ایسا فرد ہے جس کی ملازمت پچھلے 6 ماہ کے عرصے میں ختم ہوئی ہے؟

- | | |
|---|------|
| 1 | ہاں |
| 2 | نہیں |

Topic 2: Approval Rating of Political Leaders



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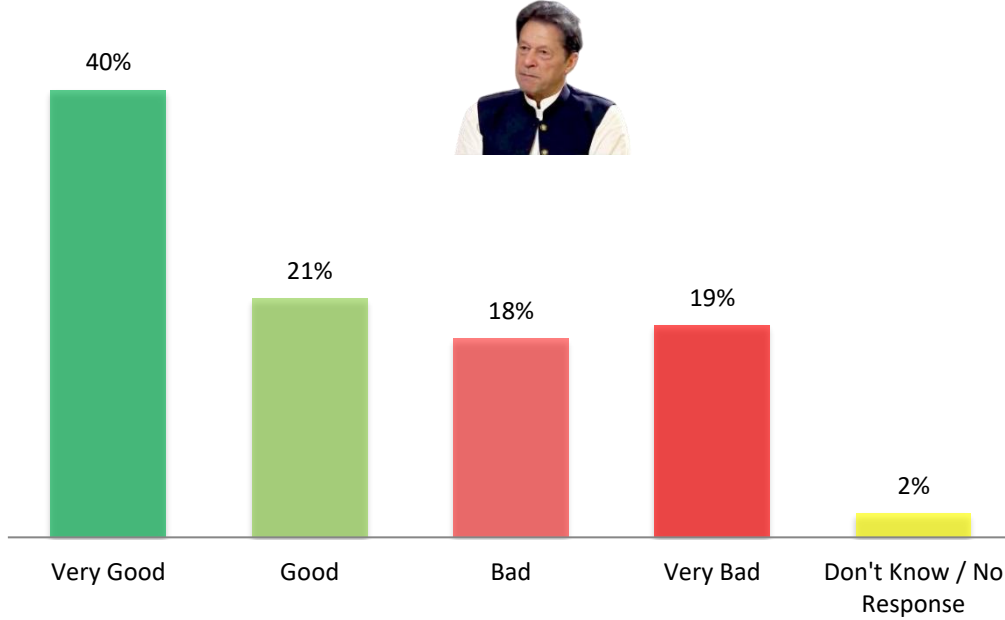
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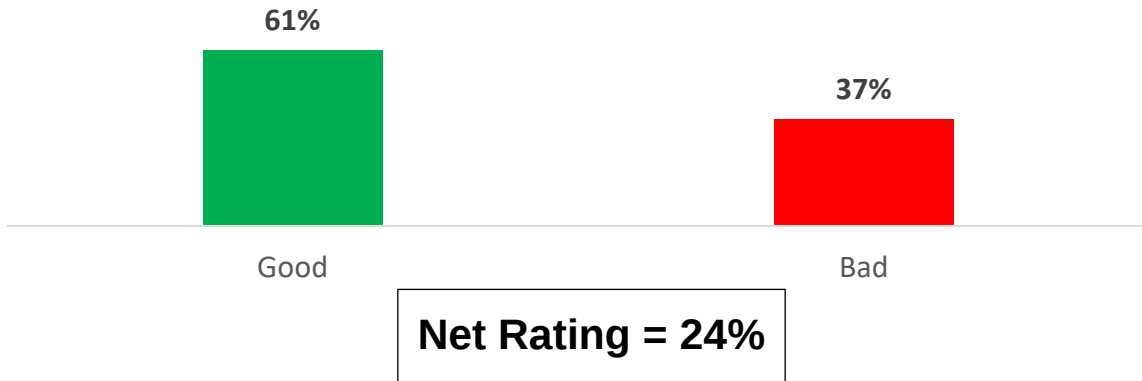
Item 2.1: Key Finding

Question: **What is your opinion about the leader Imran Khan?**



Source: Powered by Gallup Pakistan, Feb 01, 2023 – Feb 21, 2023

POSITIVE RATING VS NEGATIVE RATING



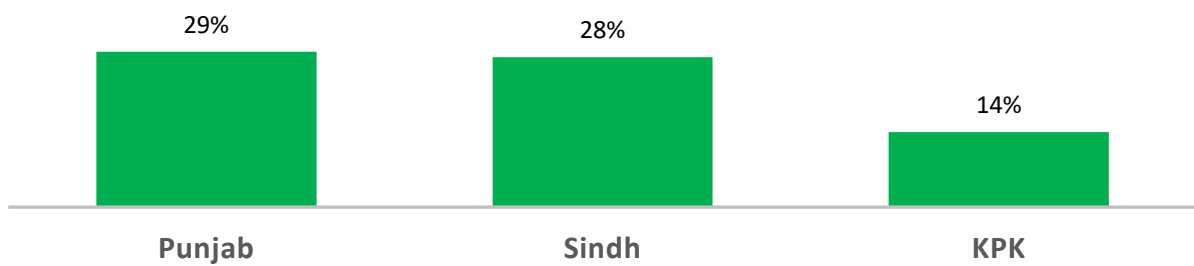
Q. برائے مہربانی یہ بتائیں کہ آپ کی عمران خان کے بارے میں کیا رائے ہے؟

- | | |
|---|----------|
| 1 | بہت اچھی |
| 2 | اچھی |
| 3 | خراب |
| 4 | بہت خراب |



Breakdown by Province

Net RATING ONLY



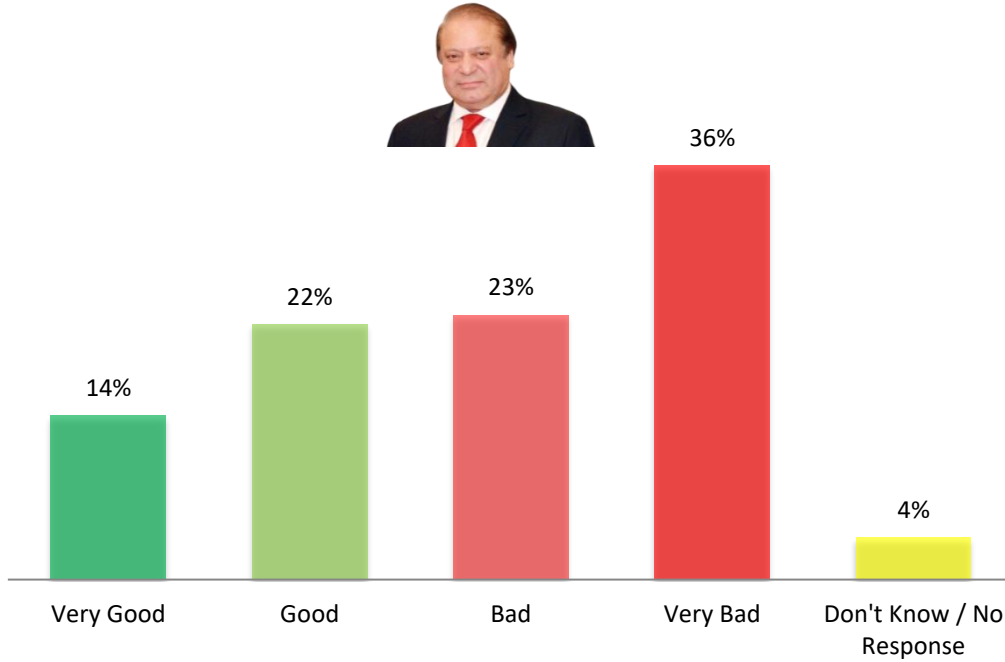
Source: Powered by Gallup Pakistan, Feb 01, 2023 – Feb 21, 2023

NOTE: Due to Sample size limitation, Balochistan data is not presented.



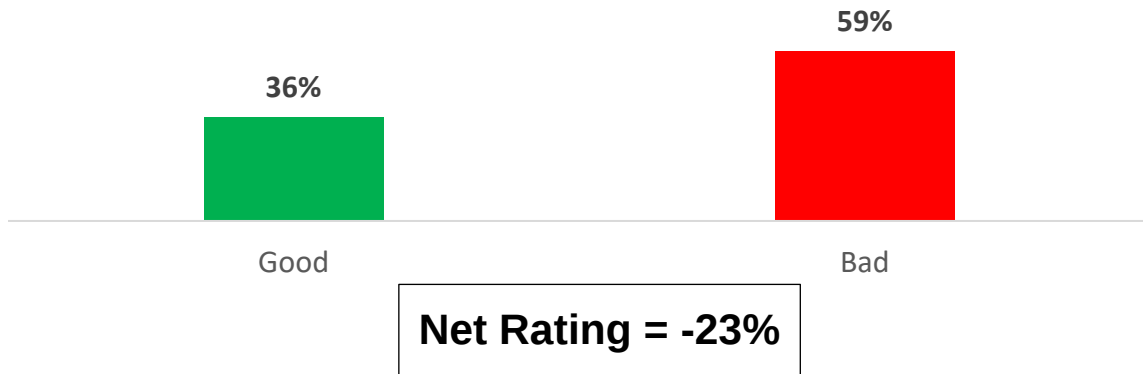
Item 2.2: Key Finding

Question: What is your opinion about the leader Nawaz Sharif?



Source: Powered by Gallup Pakistan, Feb 01, 2023 – Feb 21, 2023

POSITIVE RATING VS NEGATIVE RATING



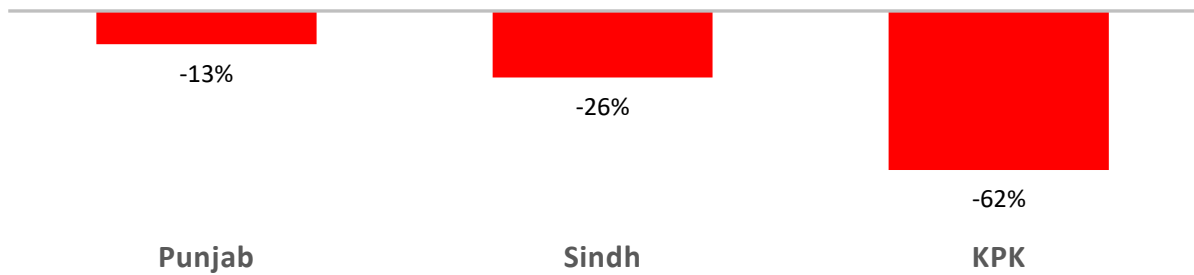
Q. برائے مہربانی یہ بتائیں کہ آپ کی نواز شریف کے بارے میں کیا رائے ہے؟

- | | |
|---|----------|
| 1 | بہت اچھی |
| 2 | اچھی |
| 3 | خراب |
| 4 | بہت خراب |



Breakdown by Province

Net RATING ONLY

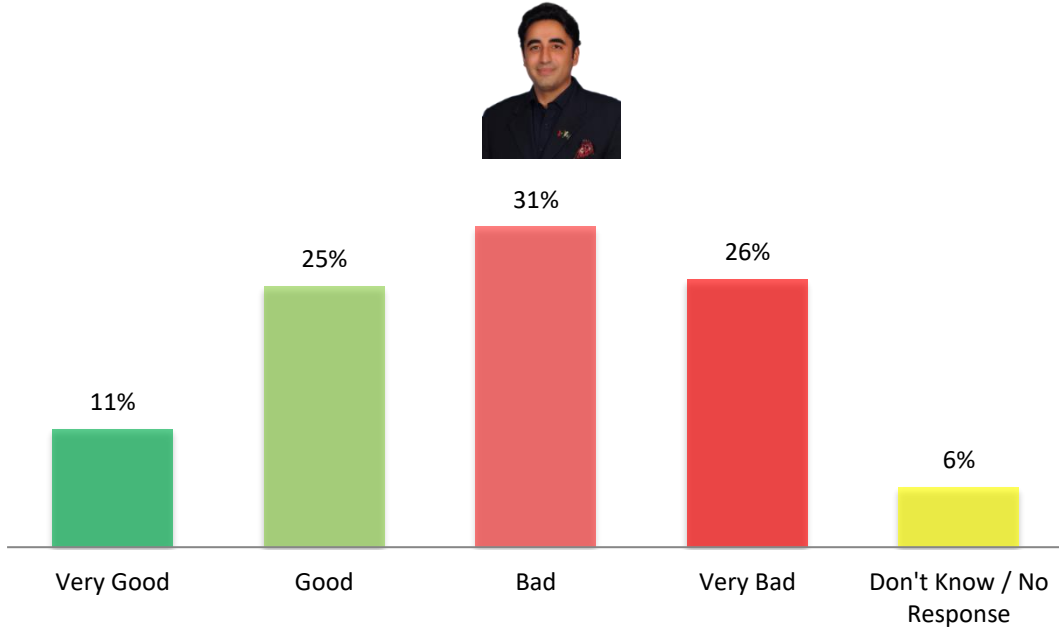


Source: Powered by Gallup Pakistan, Feb 01, 2023 – Feb 21, 2023

NOTE: Due to Sample size limitation, Balochistan data is not presented.

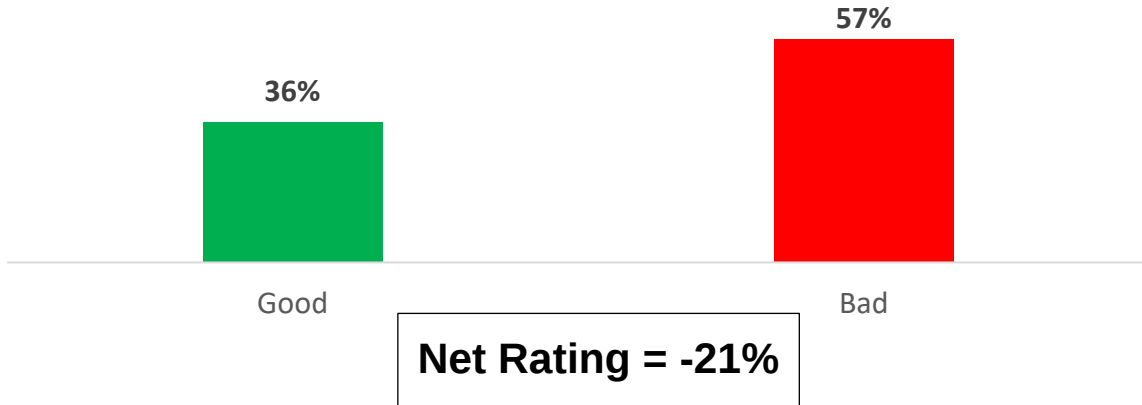
Item 2.3: Key Finding

Question: What is your opinion about the leader Bilawal Bhutto Zardari?



Source: Powered by Gallup Pakistan, Feb 01, 2023 – Feb 21, 2023

POSITIVE RATING VS NEGATIVE RATING



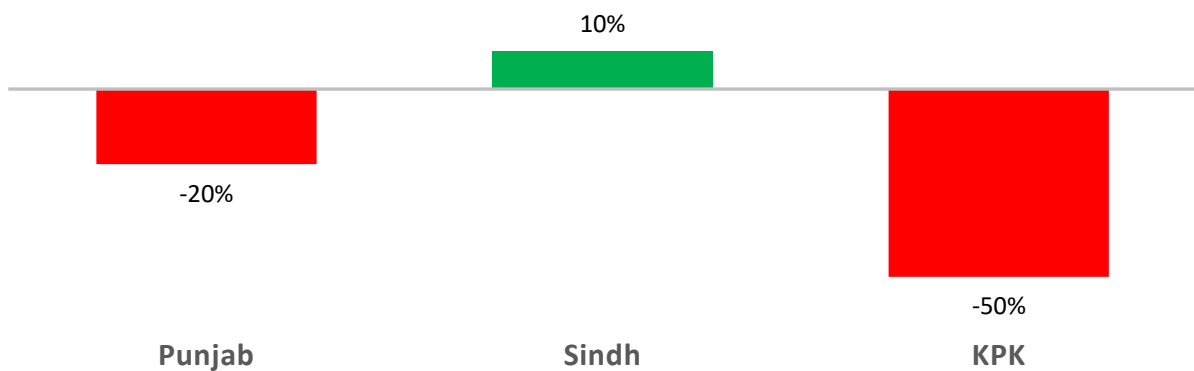
Q. برائے مہربانی یہ بتائیں کہ آپ کی بلاول بھٹو زرداری کے بارے میں کیا رائے ہے؟

- | | |
|---|----------|
| 1 | بہت اچھی |
| 2 | اچھی |
| 3 | خراب |
| 4 | بہت خراب |



Breakdown by Province

Net RATING ONLY

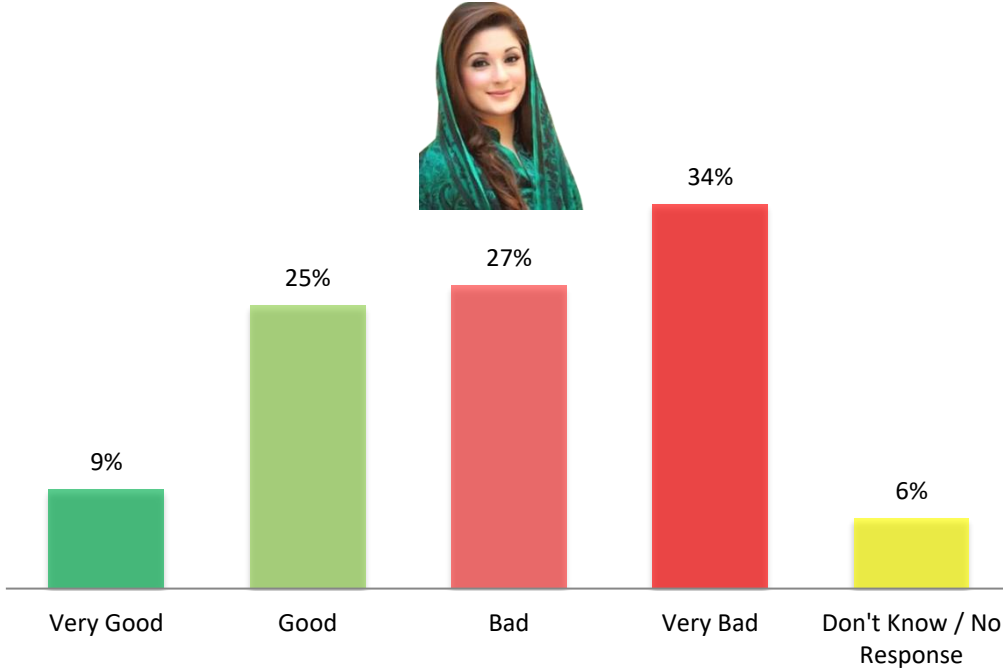


Source: Powered by Gallup Pakistan, Feb 01, 2023 – Feb 21, 2023

NOTE: Due to Sample size limitation, Balochistan data is not presented.

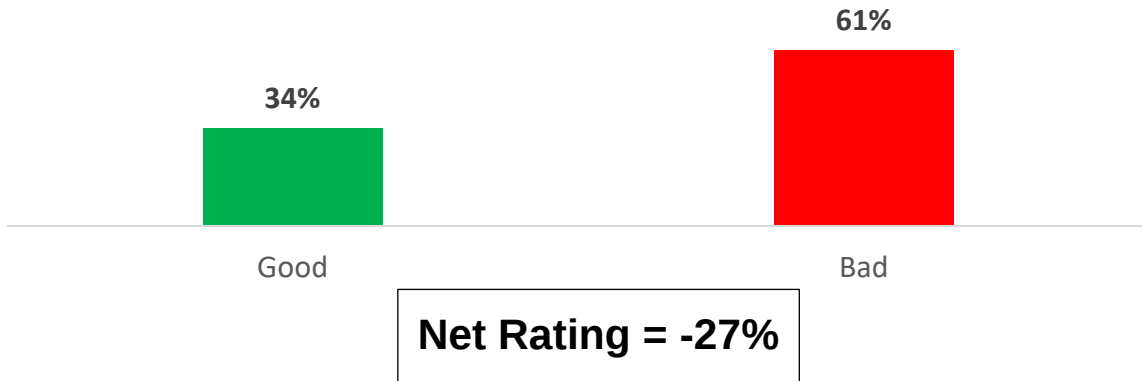
Item 2.4: Key Finding

Question: What is your opinion about the leader Maryam Nawaz?



Source: Powered by Gallup Pakistan, Feb 01, 2023 – Feb 21, 2023

POSITIVE RATING VS NEGATIVE RATING



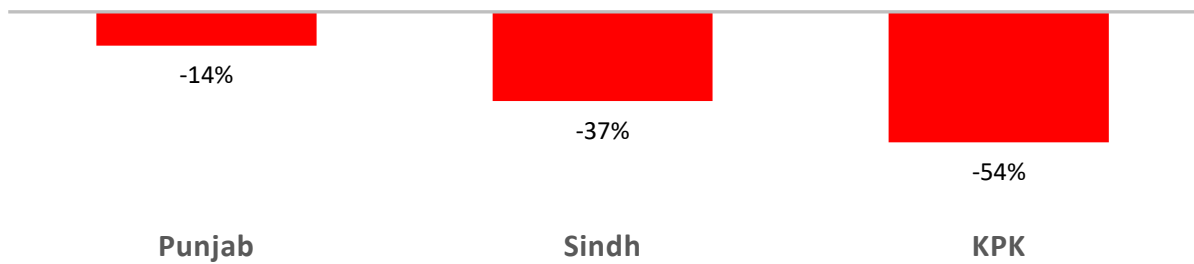
Q. برائے مہربانی یہ بتائیں کہ آپ کی مریم نواز کے بارے میں کیا رائے ہے؟

- | | |
|---|----------|
| 1 | بہت اچھی |
| 2 | اچھی |
| 3 | خراب |
| 4 | بہت خراب |



Breakdown by Province

Net RATING ONLY

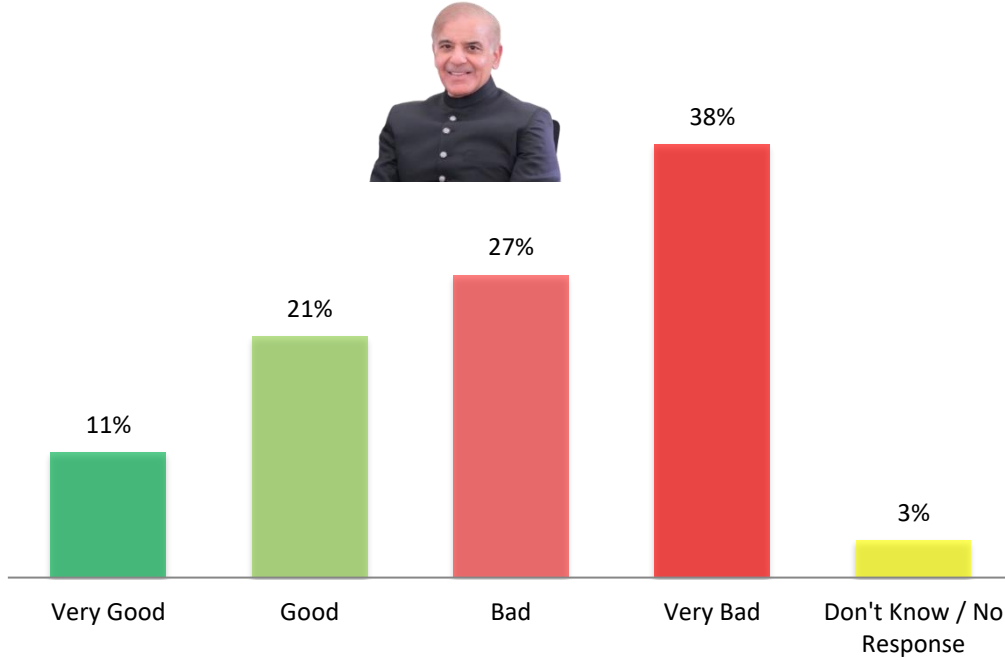


Source: Powered by Gallup Pakistan, Feb 01, 2023 – Feb 21, 2023

NOTE: Due to Sample size limitation, Balochistan data is not presented.

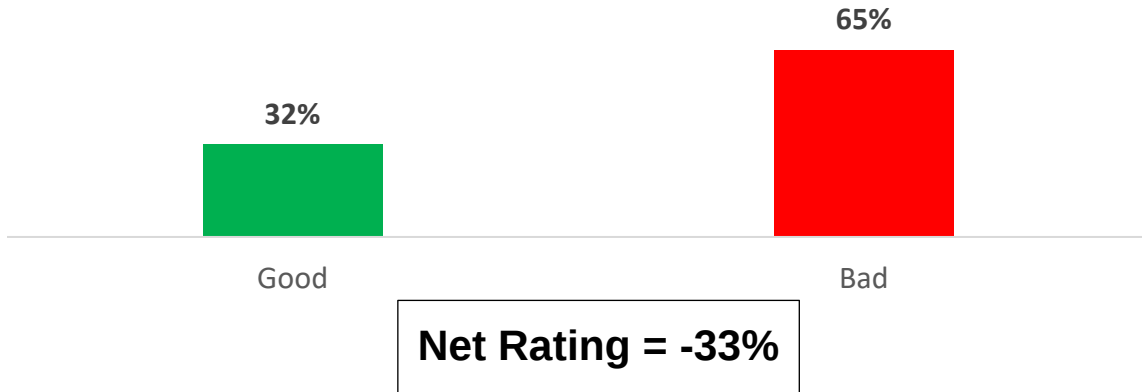
Item 2.5: Key Finding

Question: What is your opinion about the leader Shehbaz Sharif?



Source: Powered by Gallup Pakistan, Feb 01, 2023 – Feb 21, 2023

POSITIVE RATING VS NEGATIVE RATING



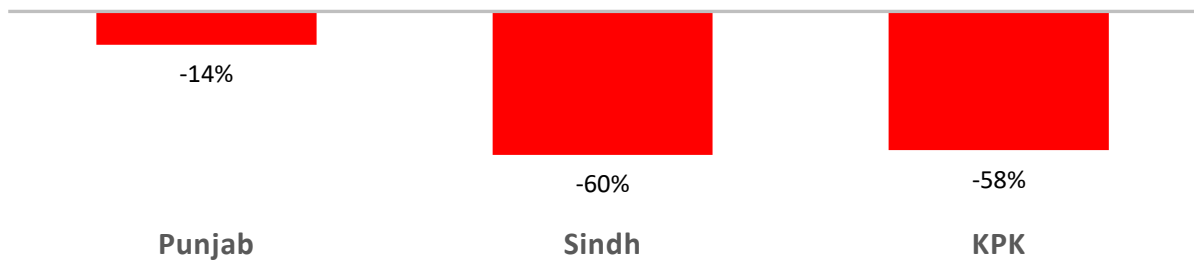
Q. برائے مہربانی یہ بتائیں کہ آپ کی شہباز شریف کے بارے میں کیا رائے ہے؟

- | | |
|---|----------|
| 1 | بہت اچھی |
| 2 | اچھی |
| 3 | خراب |
| 4 | بہت خراب |



Breakdown by Province

Net RATING ONLY

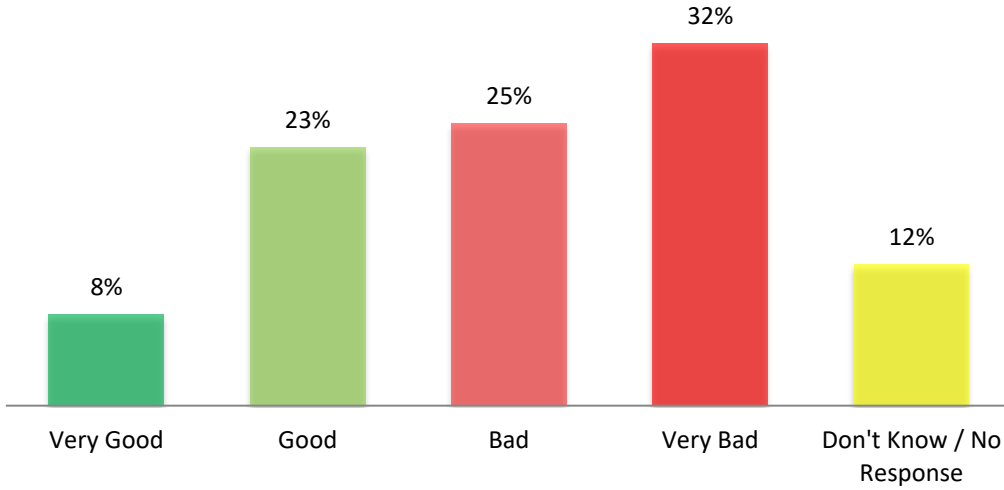


Source: Powered by Gallup Pakistan, Feb 01, 2023 – Feb 21, 2023

NOTE: Due to Sample size limitation, Balochistan data is not presented.

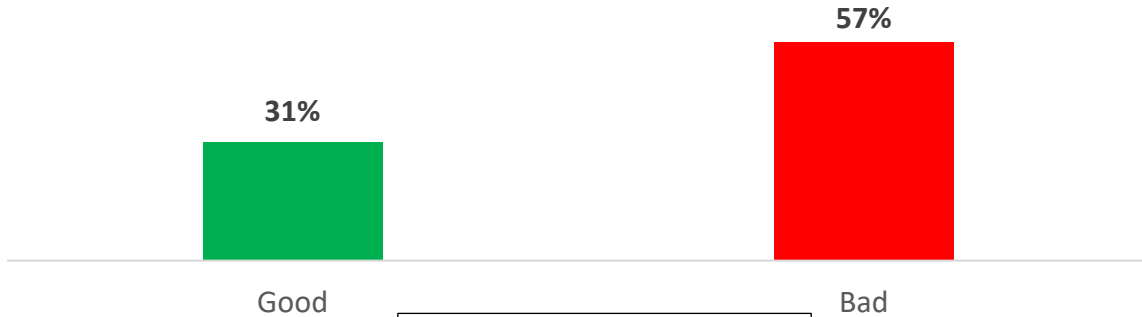
Item 2.6: Key Finding

Question: What is your opinion about the leader Maulana Fazl-ur-Rehman?



Source: Powered by Gallup Pakistan, Feb 01, 2023 – Feb 21, 2023

POSITIVE RATING VS NEGATIVE RATING



Net Rating = - 26%

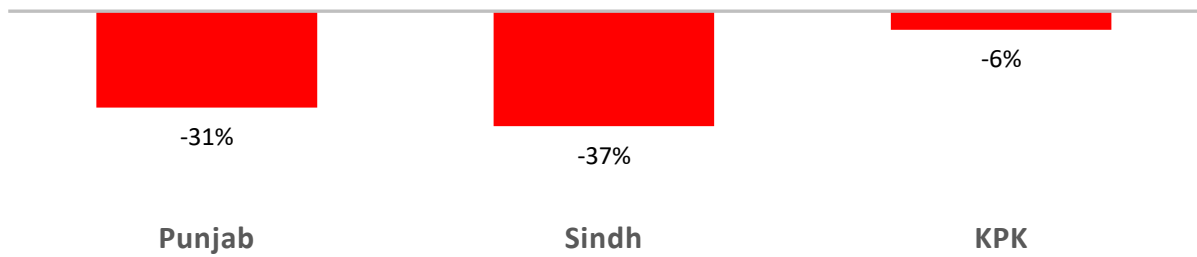
Q. برائے مہربانی یہ بتائیں کہ آپ کی مولانا فضل الرحمان کے بارے میں کیا رائے ہے؟

- | | |
|---|----------|
| 1 | بہت اچھی |
| 2 | اچھی |
| 3 | خراب |
| 4 | بہت خراب |



Breakdown by Province

Net RATING ONLY



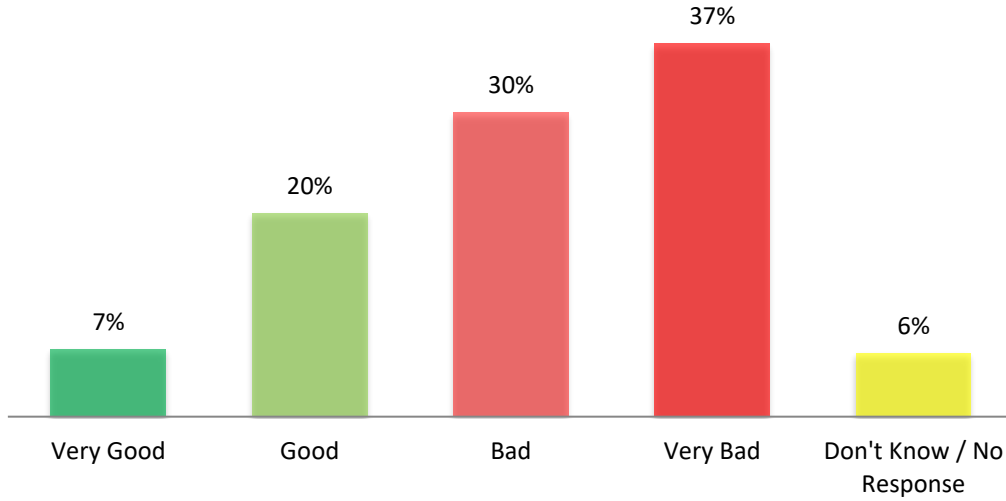
Source: Powered by Gallup Pakistan, Feb 01, 2023 – Feb 21, 2023

NOTE: Due to Sample size limitation Balochistan data is not presented.



Item 2.7: Key Finding

Question: What is your opinion about the leader Asif Ali Zardari?



Source: Powered by Gallup Pakistan, Feb 01, 2023 – Feb 21, 2023

POSITIVE RATING VS NEGATIVE RATING



Net Rating = - 40%

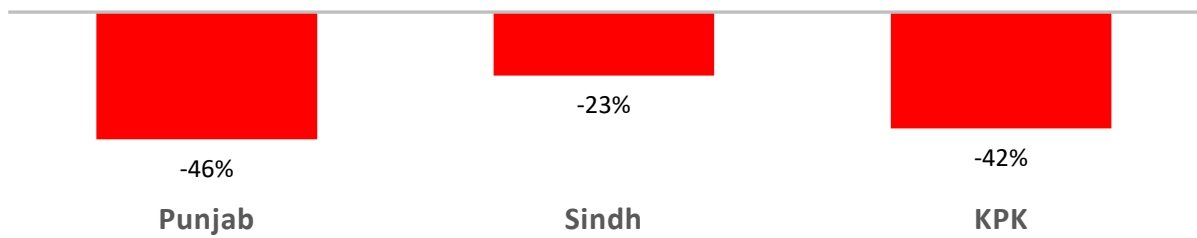
Q. برائے مہربانی یہ بتائیں کہ آپ کی آصت زرداری کے بارے میں کیا رائے ہے؟

- | | |
|---|----------|
| 1 | بہت اچھی |
| 2 | اچھی |
| 3 | خراب |
| 4 | بہت خراب |



Breakdown by Province

Net RATING ONLY

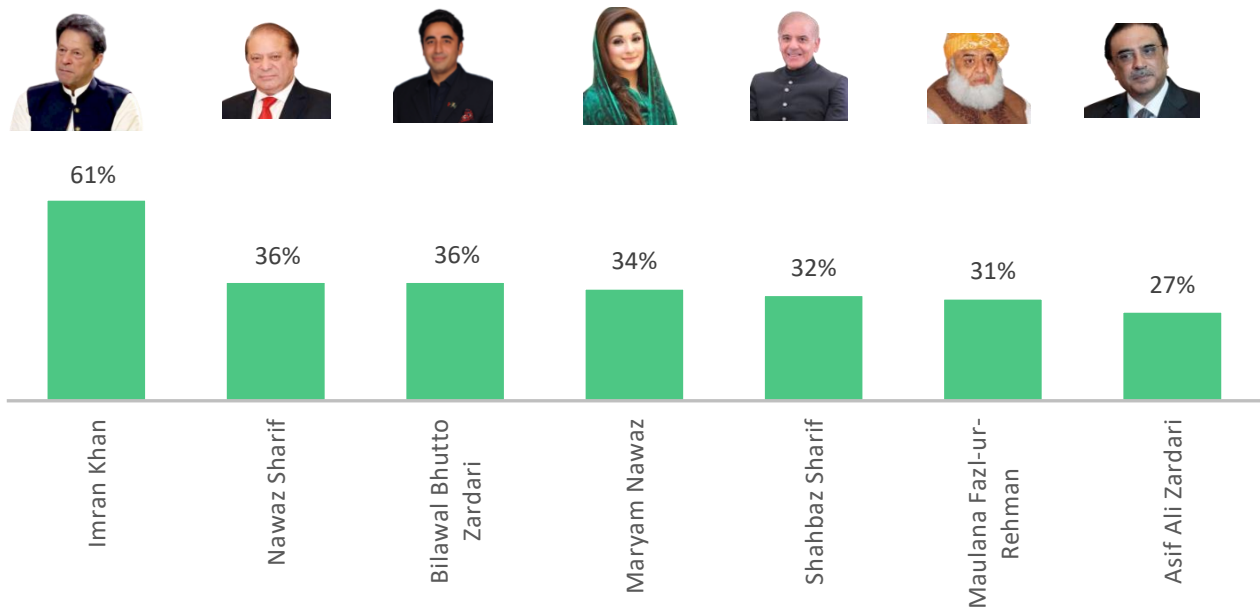


Source: Powered by Gallup Pakistan, Feb 01, 2023 – Feb 21, 2023

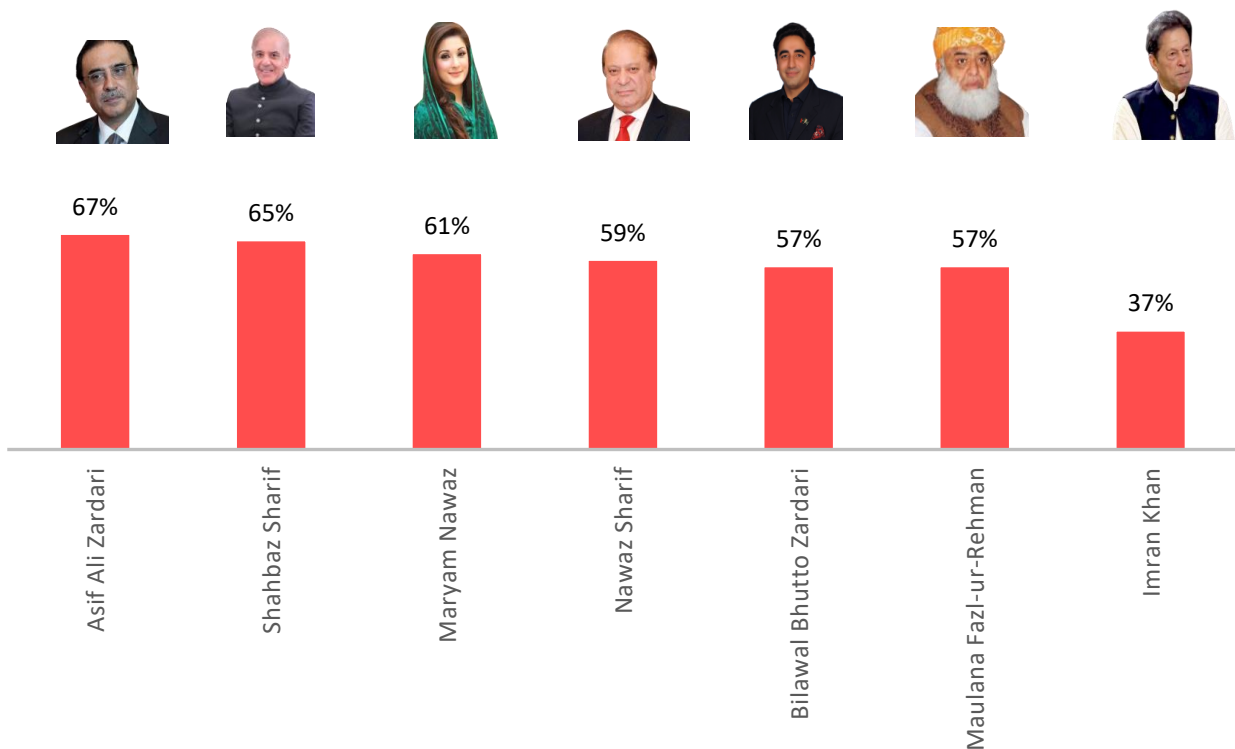
NOTE: Due to Sample size limitation Balochistan data is not presented.



POSITIVE OPINION ABOUT LEADERS OF PAKISTAN



NEGATIVE OPINION ABOUT LEADERS OF PAKISTAN



Topic 3: Support for new parties, IK decision to dissolve assemblies and Nawaz Return

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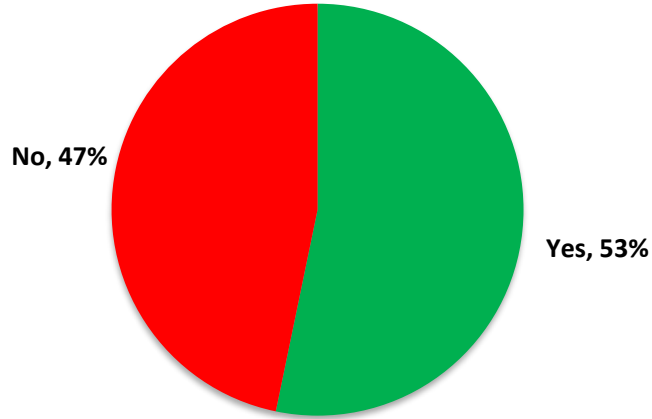
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Item 3.1: Key Finding

Question: **If there was a new party formed containing honest political members and technocrats, would you leave your current party and vote for it instead?**



Source: Powered by Gallup Pakistan, Feb 01, 2023 – Feb 21, 2023

Q. اگر کوئی ایسی پارٹی وجود میں آتی ہے کہ جس میں تمام لیڈرز ایماندار ہوں، اور سب اقتصادی ماہرین یا پیشہ وارانہ نوعیت کے حامل افراد ہوں، تو کیا آپ اپنی پارٹی کو چھوڑ کر اس نئی پارٹی کو ووٹ ڈالنا چاہیں گے؟

- | | |
|---|------|
| 1 | ہاں |
| 2 | نہیں |



Item 3.1: Statistical Analysis

Question: **If there was a new party formed containing honest political members and technocrats, would you leave your current party and vote for it instead?**

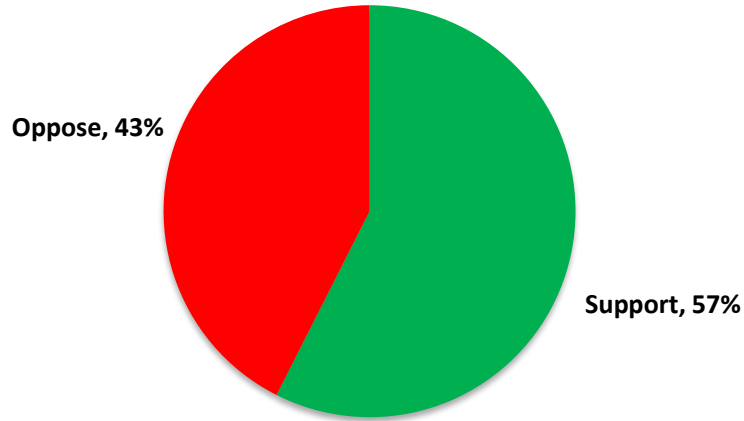
		Yes	No
All Pakistan		53%	47%
Gender of Respondent			
	Male	57%	43%
	Female	49%	51%
Location			
	Urban	54%	46%
	Rural	53%	47%
Province			
	Punjab	50%	50%
	Sindh	59%	41%
	KPK	58%	42%
	Baluchistan	43%	57%
Age Groups			
	18 to 23	53%	47%
	24 to 30	47%	53%
	31 to 50	56%	44%
	50 plus	60%	40%
Education of Respondents			
	Less than FA	55%	45%
	FA and more	45%	55%

Source: Powered by Gallup Pakistan, Feb 01, 2023 – Feb 21, 2023

Cross tabulation data has lower statistical accuracy than the topline data due to smaller sample size. Results should be considered only indicative and interpreted with caution and correlated with other data points.

Item 3.2: Key Finding

Question: Imran Khan asked his party to dissolve the assemblies in Punjab and KP and therefore new elections are happening in these two provinces. Do you support or oppose this move?



Source: Powered by Gallup Pakistan, Feb 01, 2023 – Feb 21, 2023

Q عمران خان نے پنجاب اور کے پی کے اسمبلی میں اپنی پارٹی کے ممبران سے استغفی دلو ا کر کانئے انتخابات کا مطالبہ کیا کے ، کیا آپ کے نزدیک یہ ایک درست فیصلہ ہے یا نہیں؟ آپ اس کی حمایت کرتے ہیں یا مخالفت؟

1 حمایت
2 مخالفت



Item 3.2: Statistical Analysis

Question: Imran Khan asked his party to dissolve the assemblies in Punjab and KP and therefore new elections are happening in these two provinces. Do you support or oppose this move?

		Support	Oppose
All Pakistan		57%	43%
Gender of Respondent			
	Male	57%	43%
	Female	58%	42%
Location			
	Urban	58%	42%
	Rural	57%	43%
Province			
	Punjab	58%	42%
	Sindh	63%	37%
	KPK	52%	48%
	Baluchistan	50%	50%
Age Groups			
	18 to 23	61%	39%
	24 to 30	60%	40%
	31 to 50	56%	44%
	50 plus	50%	50%
Education of Respondents			
	Less than FA	58%	42%
	FA and more	53%	47%

Source: Powered by Gallup Pakistan, Feb 01, 2023 – Feb 21, 2023

Cross tabulation data has lower statistical accuracy than the topline data due to smaller sample size. Results should be considered only indicative and interpreted with caution and correlated with other data points.



Item 3.3: Key Finding

Question: Do you think Nawaz sharif should return immediately to the country?



Source: Powered by Gallup Pakistan, Feb 01, 2023 – Feb 21, 2023

Q. آپ کے خیال میں کیا نواز شریف کو اب ملک واپس آ جانا چاہیے؟

1

ہاں

2

نہیں



Item 3.3: Statistical Analysis

Question: **Do you think Nawaz sharif should return immediately to the country?**

		Yes	No
All Pakistan		61%	39%
Gender of Respondent			
	Male	68%	32%
	Female	54%	46%
Location			
	Urban	66%	34%
	Rural	58%	42%
Province			
	Punjab	64%	36%
	Sindh	50%	50%
	KPK	67%	33%
	Baluchistan	61%	39%
Age Groups			
	18 to 23	57%	43%
	24 to 30	61%	39%
	31 to 50	61%	39%
	50 plus	70%	30%
Education of Respondents			
	Less than FA	61%	39%
	FA and more	60%	40%

Source: Powered by Gallup Pakistan, Feb 01, 2023 – Feb 21, 2023

Cross tabulation data has lower statistical accuracy than the topline data due to smaller sample size. Results should be considered only indicative and interpreted with caution and correlated with other data points.



PART 3



PART 3: METHODOLOGY SUMMARY METHODOLOGY

Sample size : 1760 Households
(18+ Males and Females)

Coverage : National Cross Section
All Pakistan Urban and Rural

Breakdown

Provincial Breakdown:

	Weighted
Punjab	54%
Sindh	23%
KPK	17%
Balochistan	6%

Location Breakdown:

	Weighted
Large Cities (over 2 million)	36%
Medium Cities (over half million)	
Towns (Population 5000 plus)	
Villages	64%

Sampling Method : Multi Stage Stratified Sampling

Error Margin : $\pm 3\text{-}5\%$ at 95% confidence level

Interview Mode : Face to Face In home

Field Dates : February 01 - February 21, 2023

Gallup Pakistan adheres to ESOMAR/WAPOR Code of Ethics of Opinion and Marketing Research (*form more details please see detailed methodology*)

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Gallup Pakistan has conducted this poll according to the ESOMAR Code of Ethics and internationally recognized principles of scientific polling. The results in this Report do not represent views held by the authors or Gallup Pakistan. The results only represent public opinion, computed on the basis of views expressed by anonymous respondents selected through the procedure outlined in the Methodology section of this Report.

Gallup Pakistan has provided this data in the public interest and gratis. It cannot be held liable, contractually or otherwise, to the users of this data.



Further details on RESEARCH METHODOLOGY



Table of Contents

- A- Sample Profile
- B- Sample Selection Procedure
- C- Field Work Procedure
- D- Data Entry and Verification

Note:

This Detailed Methodology is a standard procedure followed in public opinion polls. Specific details of the sample profile may vary from poll to poll. The specific sample profile as well as other variations may be included either in this Note as well as the Summary version or can be obtained upon request.



DETAILED METHODOLOGY

A- Sample Profile

The survey was conducted with more than 1760 men and women statistically selected from all four provinces comprising of a cross section of age, and socio-economic classes as given below:

Sample Profile

		Weighted
		Col%
BASE: All		100%
Gender		
	Male	51%
	Female	49%
Location		
	Rural	64%
	Urban	36%
Age Groups		
	18 to 23	16%
	24 to 30	29%
	31 to 50	47%
	50+	7%
Education of Respondents		
	No education/only basic education	21%
	Completed primary	32%
	Completed secondary school	30%
	Completed High level education (University)	12%
	Completed Higher level of education (Masters, PHD, etc.)	4%
Province		
	Punjab	54%
	Sindh	23%
	KPK	17%
	Balochistan	6%

Notes:

Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age

Income codes: **Low:** Up to Rs. 7000 (in 2016 this represented the lowest quintile). **Medium:** Rs. 7,001 to 20,000 (In 2016 this represented the 2nd and 3rd Quintile). **High:** More than 20,000 (In 2016 this represented the 4th and 5th Quintiles)

Location: Urban is defined as location defined as town or city in the census, the total in Pakistan being 470 constituting 35% of the population; Rural is defined as a population living in villages as in the latest census, approximating 45,000, constituting 65% of the population.

Methodology: Sample Size: 1760; Coverage: National/Rural and Urban/All four provinces; Mode: Face to face; Survey dates: February 01 - February 21, 2023. Estimated error margin: $\pm 3-5\%$ at 95% confidence level.

*Correction done on page 7, with respect to error in line 03.

Urdu Questionnaire

Q1 بعض لوگوں کے خیال میں آجکل جس مہنگائی کا سامنہ کرنا پڑ رہا ہے اس کی اصل ذمہ دار تحریک انصاف کی حکومت کا دور ہے (2018-2022) ہے جبکہ بعض لوگوں کے خیال میں اس کی اصل ذمہ دار پاکستان مسلم لیگ نواز اور پی ڈی ایم۔ کیا آپ مہنگائی کا ذمہ دار کس کو ٹھہراتے ہیں؟

1. پاکستان تحریک انصاف

2. پاکستان مسلم لیگ نواز اور پی ڈی ایم

Q2. کیا آپ کے گھرانے میں کوئی ایسا فرد ہے جس کی ملازمت پچھلے 6 ماہ کے عرصے میں ختم ہوئی ہے؟

2

نہیں

1

ہاں

Q3۔ برائے مہربانی یہ بتائیں کہ آپ کی ان کے بارے میں کیا رائے ہے؟ بہت اچھی، اچھی، خراب یا بہت خراب رائے ہے۔ (پڑھتے وقت ترتیب بدلیں یعنی روٹیشن کریں جہاں سے شروع کریں اسے سرکل کریں) (ہر ایک کے لیے علیحدہ علیحدہ پوچھیں)

Rotation	شخصیات a-c	1	2	3	4	5
a	نواز شریف	1	2	3	4	98
b	شہباز شریف	1	2	3	4	98
c	مریم نواز	1	2	3	4	98
d	عمران خان	1	2	3	4	98
e	بلاول بھٹو زرداری	1	2	3	4	98
f	آصف زرداری	1	2	3	4	98
g	مولانا فضل الرحمان	1	2	3	4	98

Q4. اگر کوئی ایسی پارٹی وجود میں آتی ہے کہ جس میں تمام لیڈرز ایماندار ہوں، اور سب اقتصادی ماہرین یا پیشہ وارانہ نوعیت کے حامل افراد ہوں، تو کیا آپ اپنی پارٹی کو چھوڑ کر اس نئی پارٹی کو ووٹ ڈالنا چاہیں گے؟

1. ہاں

2. نہیں

Q5. عمران خان نے پنجاب اور کے پی کے اسمبلی میں اپنی پارٹی کے ممبران سے استغفی دلوا کر کانٹے انتخابات کا مطالبہ کیا، کیا آپ کے نزدیک یہ ایک درست فیصلہ ہے یا نہیں؟ آپ اس کی حمایت کرتے ہیں یا مخالفت۔

1

حمایت

2

مخالفت

Q6. آپ کے خیال میں کیا نواز شریف کو اب ملک واپس آ جانا چاہیئے؟

2

نہیں

1

ہاں

B- Sample Selection Procedure

This survey uses stratified random sampling. Following steps have been used to achieve this:

Stage 1: Stratification:

Stratification is principally at two levels:

- a. The **First** stratification is by PROVINCE, of which there are 4 in Pakistan.
- b. The **Second** stratification is by size of location. We stratify by 4 types of locations: Large/Metropolitan Cities (*there are 3*); Medium size (*those whom population is over 100,000 persons*); Towns (*those whom population is less than 100,000*) and Villages (*those declared as such in the Census*).

Stage 2: Selection of Communities:

Within each stratum communities are selected through a random process. In some cases we make replacements by communities of similar profile with a view to logistical and other considerations.

C- Fieldwork Procedure

● Briefing/Training of interviewers:

The Questionnaire Designed for the survey is briefed to the interviewers at Regional Centers across the Centre. The interviewers are instructed on measures such as:

1. Following Sampling/Quota Instructions Properly
2. Ethical Code of Conduct towards interviewers
3. Following skipping Instructions and other interview instructions on the Questionnaire
4. Maintaining Neutrality in asking Question

- **Mock Calls:**

After the briefing is completed all the field workers do the mock calls under the direct supervision of an executive or a fieldwork supervisor. This ensures that the field workers properly understand the instructions and they can handle various interviewing problems during the interview (*in the field*). After completion of mock calls, a debriefing session is arranged in which the problems faced by the interviewers during the mock interviews are discussed and solutions are suggested.

- **Initial Checking:**

After the training, the interviewers go into the field for actual interviewing. The first ten filled in questionnaires of every interviewer are thoroughly checked by their supervisor to ensure that the interviewer is performing well. In case the work of an interviewer is not acceptable he/she is disengaged from the survey.

- **Field Editor or Intake Edit:**

In normal routine at least 30-40 interviews of each interviewer are visually checked by the supervisor before passing them to Data Coding/Entry department. The problems or missing information identified during field edit are explained to the relevant interviewer and he/she is instructed to rectify them either through telephone and/or revisit the respondent for clarification and re-asking the missing questions.

- **Supervision & Back Checking:**

It is essential that the interviewers are properly supervised on the job and the work done by them is back checked. At least 20% back checking is done on work completed by each interviewer to ensure authenticity of data.

- **Data Coding/Editing:**

About 20% work of each coder is rechecked and verified by the concerned DC Supervisor/In-charge.

D- Data Entry and Verification

GP's Quality Manual contains a detailed check-list on the handling control, entry and other steps involved in the management of data.

Once the questionnaires are received from the field, they are checked and the responses of open-ended questions are coded with the help of a code list. A coding scheme/book/guide is prepared on the basis of these questionnaires.

After the coding of open-ended responses, data is entered into computers. GP uses the SPSS data entry program that has flexibility to implement validity checks and skipping rules etc. The SPSS data entry software also has flexibility to verify the entered data by using the double punch options. Gallup normally double punches for 20% of its entered data.

After completion of data entries and double punch, all data is cleaned by using a data-cleaning program written in SPSS which is customized for every project according to the survey/questionnaire needs. Data is thoroughly checked for an omission, displacements and other error resulting in inconsistencies with the coding scheme.



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