

REPORT ON SNAP POLL REGARDING NAWAZ SHARIF'S RETURN TO PAKISTAN

Survey conducted with 1000+ men and women across 100 + districts in Pakistan with error margin of ± 2 to 3% at 95% Confidence Level using Computer Assisted Telephone Interview (CATI) Methodology. Field work conducted on 22nd October 2023



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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.

Survey was conducted with technical and financial support of Gilani Research Foundation.



Nawaz Sharif's arrival back in Pakistan improves the political fortunes of PMLN in the backdrop of Imran Khan and PTI facing difficulties in political campaigning and arrests

(Islamabad-Lahore-Karachi): A snap poll conducted by Gallup Pakistan with a scientifically selected sample of 1000 men and women spread in almost 100 districts across four provinces using phone survey methodology shows Nawaz Sharif's arrival back in Pakistan improves the political fortunes of PMLN. The survey was conducted on 22nd October 2023, the day after the former Prime Minister's arrival in Pakistan and his speech at Minar-e-Pakistan.

8 Key findings of the Snap Poll are as follows:

1. 75% of Pakistani adults say they have heard or read about Nawaz Sharif arrival back in Pakistan
2. Almost 1 in 3 adults across Pakistan say they heard Nawaz Sharif's speech at Minar-e-Pakistan. This leads to an audience of almost 4 crore men and women across Pakistan who heard the speech.
3. Among those who heard the speech of former Prime Minister the 80% majority say they like the speech. Only 12% say they did not like the speech and 7% say they had mixed feelings.
4. 50% respondents surveyed say that Nawaz Sharif's return to Pakistan will be good for the future of Pakistan and Pakistanis. 14% said it would be bad for Pakistan, and 18% were indifferent and said his return makes no difference for common Pakistanis. A significant proportion of 18% said it was difficult to comment on.
5. 51% of Pakistanis feel that Nawaz Sharif's arrival back in Pakistan will help PMLN win the next elections. 22%, however, felt it was premature to say and therefore did not respond to the question. 26% felt it would either harm PMLN or make no difference (12% and 14% respectively)
6. Reconciliation and avoiding confrontation got a resounding Yes in the survey with 70% respondents agreeing that Nawaz Sharif should work together with all political leaders including Imran Khan to take the country forward and should avoid confrontation with PTI chief.
7. Almost 4 in 10 Pakistanis feel that Nawaz Sharif's arrival back in Pakistan is part of some deal. A high 34% felt they don't know if it was a deal or not. 27% disagreed that his arrival was part of some sort of a deal.
8. When asked which leader could get Pakistan out of the current Economic Crisis, Nawaz Sharif was cited by 30% followed by a margin by Imran Khan at 22%. It is significant to note that 30% felt no political leader can do the task. Bilawal Bhutto came as a distant third with 4% saying he could get Pakistan out of the economic crisis. The question was asked open ended and results obtained were then compiled.

TOPIC 1:

Opinion on arrival of Nawaz Sharif



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SNAP POLL REPORT ON ARRIVAL OF NAWAZ SHARIF
Topic 1: Opinion on arrival of Nawaz Sharif

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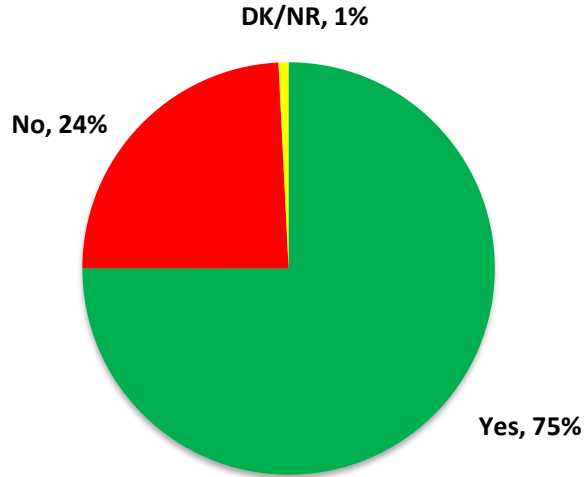


SNAP POLL REPORT ON ARRIVAL OF NAWAZ SHARIF

Topic 1: Opinion on arrival of Nawaz Sharif

Item 1.1: Key Finding

Question: **Have you heard or read about former Prime Minister Nawaz Sharif's arrival back in Pakistan?**



Source: Powered by Gallup Pakistan, October 22, 2023

Q. برائے مہربانی بتائیں کہ کیا آپ نے سابق وزیراعظم نواز شریف کی وطن واپسی کے بارے میں سنا یا پڑھا ہے؟

1	ہاں
2	نہیں

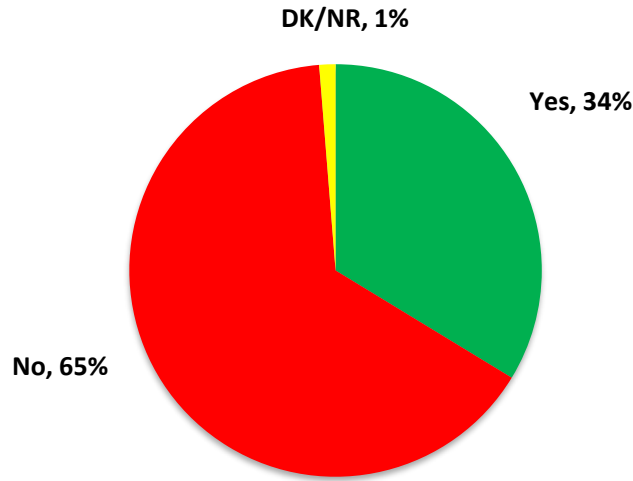


SNAP POLL REPORT ON ARRIVAL OF NAWAZ SHARIF

Topic 1: Opinion on arrival of Nawaz Sharif

Item 1.2: Key Finding

Question: As you know, Nawaz Sharif arrived in Lahore yesterday and made a speech from Minar-e-Pakistan. Did you hear the speech given by Nawaz Sharif? Have you heard the whole speech or heard a small part of it?



Source: Powered by Gallup Pakistan, October 22, 2023

Q. جیسا کہ آپ جانتے ہیں کہ نواز شریف گزشتہ روز لاہور پہنچے اور انہوں نے مینار پاکستان سے تقریر کی۔ کیا آپ نے نواز شریف کی جانب سے کی جانے والی تقریر سنی۔ چاہے مکمل تقریر سنی یا اس کا کچھ حصہ ہی کیوں نہ سنا ہو؟

1
2

ہاں
نہیں



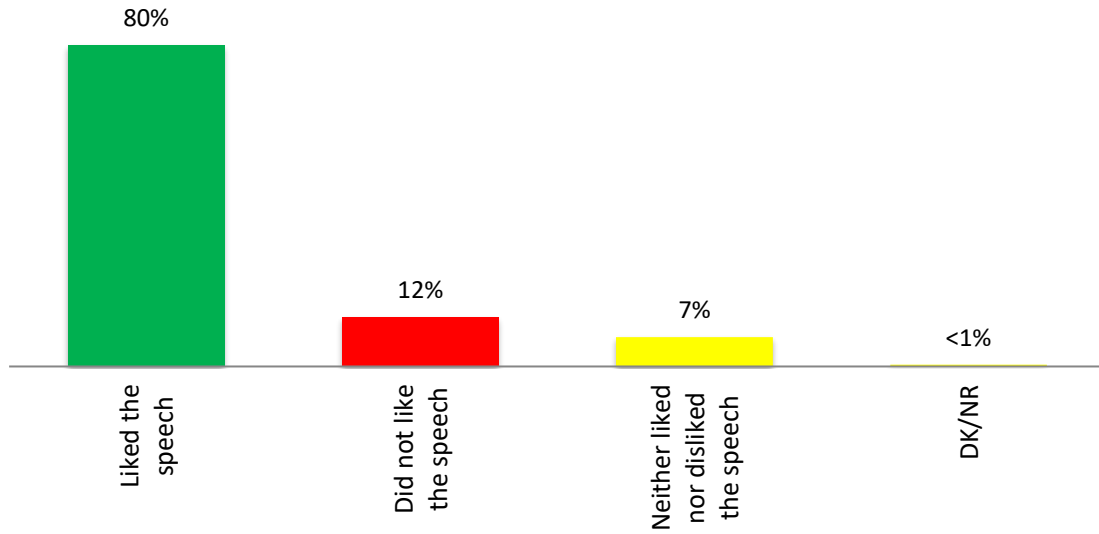
SNAP POLL REPORT ON ARRIVAL OF NAWAZ SHARIF

Topic 1: Opinion on arrival of Nawaz Sharif

Item 1.3: Key Finding

Question: Some people liked the speech given by Nawaz Sharif, while some people did not like the speech at all. What do you think about this speech?

RESPONSES FROM AMONG THOSE WHO SAY THEY HAVE HEARD THE SPEECH



Source: Powered by Gallup Pakistan, October 22, 2023

Q بعض لوگوں کو نواز شریف کی جانب سے کی جانے والی تقریر پسند آئی، جبکہ بعض لوگوں کا تقریر بالکل بھی پسند نہیں آئی۔ اس تقریر کے بارے میں آپ کی کیا رائے ہے؟

1

2

3

تقریر پسند آئی

تقریر بالکل بھی پسند نہیں آئی

نہ پسند آئی اور نہ ہی ناپسند آئی

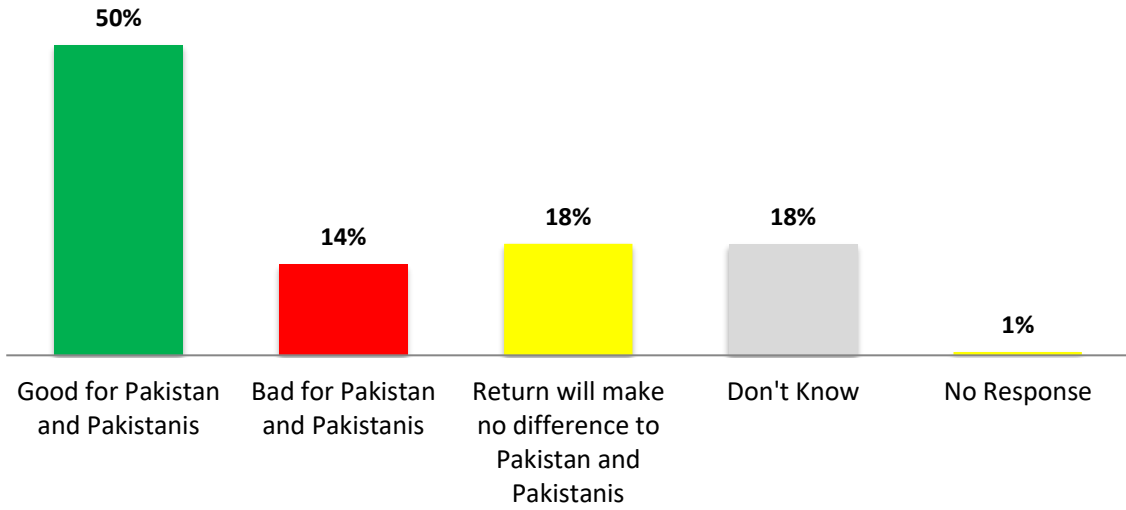


SNAP POLL REPORT ON ARRIVAL OF NAWAZ SHARIF

Topic 1: Opinion on arrival of Nawaz Sharif

Item 1.4: Key Finding

Question: **Some people think the return of Nawaz Sharif to Pakistan will be good for the future of Pakistan and Pakistanis. Others think it would be bad, and yet others think it would have no difference. What is your opinion about it?**



Source: Powered by Gallup Pakistan, October 22, 2023

Q. بعض لوگوں کا خیال ہے کہ نواز شریف کی پاکستان واپسی پاکستان اور پاکستانیوں کے مستقبل کے لیے مثبت ثابت ہوگئی، جبکہ بعض لوگوں کا خیال ہے کہ اس سے پاکستان اور پاکستانیوں کے مستقبل پر منفی اثرات پڑیں گے، جبکہ دیگر لوگوں کا خیال ہے کہ اس سے کوئی فرق نہیں پڑے گا۔ آپ کی اس بارے میں کیا رائے ہے؟

1

نواز شریف کی واپسی پاکستان اور پاکستانیوں کے لیے مثبت ثابت ہوگی

2

نواز شریف کی واپسی پاکستان اور پاکستانیوں کے لیے منفی ثابت ہوگی

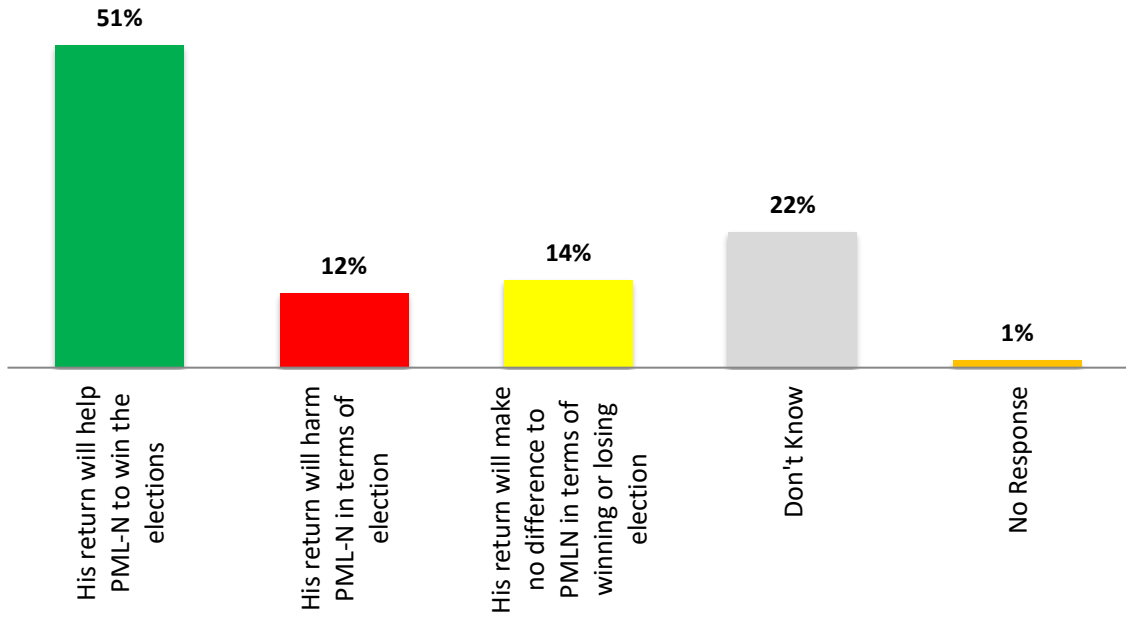
3

نواز شریف کی واپسی سے پاکستان اور پاکستانیوں پر کوئی فرق نہیں پڑے گا



Item 1.5: Key Finding

Question: Some people believe that the arrival of Nawaz Sharif will help Pakistan Muslim League (N) to win the next general elections, while some people believe that it would be bad for Pakistan Muslim League (N) and yet others think it would make no difference. What is your opinion about it?



Source: Powered by Gallup Pakistan, October 22, 2023

Q. بعض لوگوں کا خیال ہے کہ نواز شریف کی آمد سے مسلم لیگ (ن) کو آئندہ عام انتخابات جیتنے میں مدد ملے گی، جبکہ بعض لوگوں کا خیال ہے کہ نواز شریف کی آمد مسلم لیگ (ن) کو نقصان پہنچے گا، جبکہ بعض دیگر لوگوں کا خیال ہے کہ اس سے کوئی فرق نہیں پڑے گا۔ آپ کی اس بارے میں کیا رائے ہے؟

- 1
- 2
- 3

نواز شریف کی واپسی سے مسلم لیگ (ن) کو الیکشن جیتنے میں مدد ملے گی
نواز شریف کی واپسی سے انتخابات کے حوالے سے مسلم لیگ (ن) کو نقصان پہنچے گا
نواز شریف کی واپسی سے مسلم لیگ (ن) کو الیکشن جیتنے یا ہارنے کے حوالے سے کوئی فرق نہیں پڑے گا

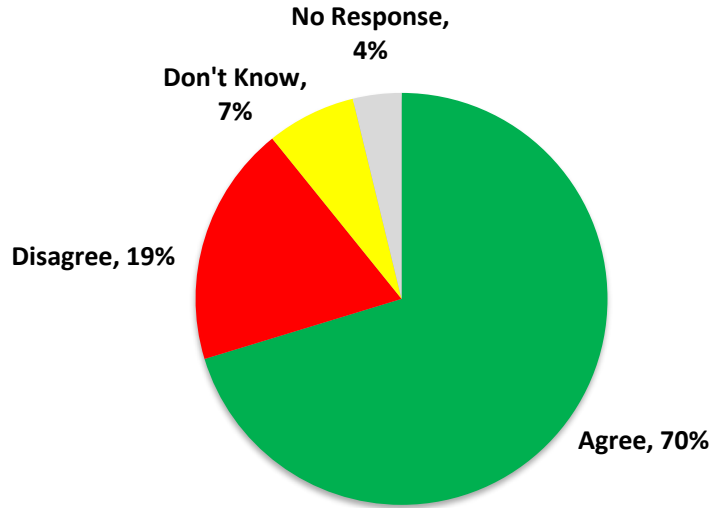


SNAP POLL REPORT ON ARRIVAL OF NAWAZ SHARIF

Topic 1: Opinion on arrival of Nawaz Sharif

Item 1.6: Key Finding

Question: Some people believe that Nawaz Sharif should work together with all political leaders including Imran Khan to take the country forward and should avoid confrontation with Imran Khan. Please tell me whether you agree or disagree?



Source: Powered by Gallup Pakistan, October 22, 2023

Q. بعض لوگوں کا خیال ہے کہ نواز شریف کو ملک کو آگے لے جانے کے لیے عمران خان سمیت تمام سیاسی رہنماؤں کے ساتھ مل کر کام کرنا چاہیے اور عمران خان کے ساتھ محاذ آرائی سے گریز کرنا چاہیے۔ برائے مہربانی بتائیں کہ آپ اس بات سے متفق یا غیر متفق ہیں؟

1

متفق

2

غیر متفق

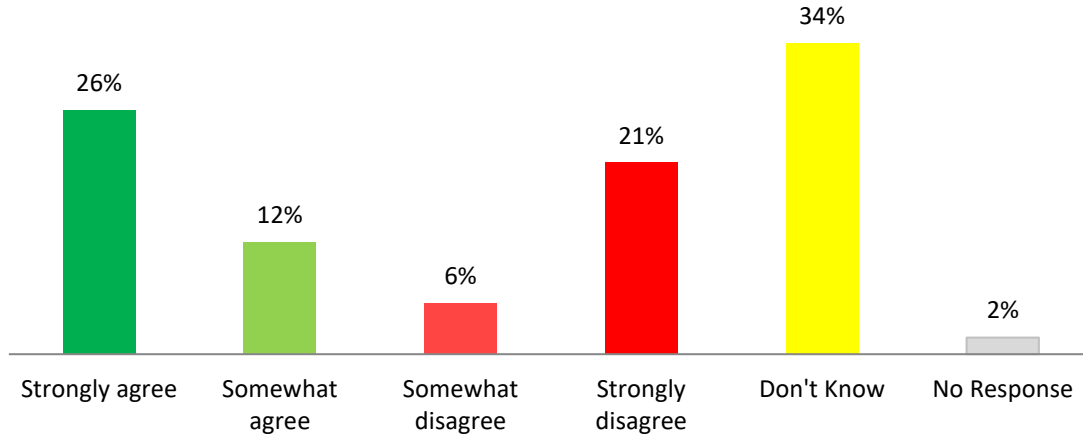


SNAP POLL REPORT ON ARRIVAL OF NAWAZ SHARIF

Topic # 2: Political leaders who can take the Country out of the current Economic crisis

Item 1.7: Key Finding

Question: Some people believe that Nawaz Sharif has returned to Pakistan after making a deal. Please indicate to what extent you agree or disagree with this statement?



Source: Powered by Gallup Pakistan, October 22, 2023

Q. بعض لوگوں کا خیال ہے کہ نواز شریف ٹیل کر کے پاکستان واپس آئے ہیں۔ برائے مہربانی بتائیں کہ آپ اس بات سے کس حد تک متفق یا غیر متفق ہیں؟

- | | |
|---|--------------------|
| 1 | بہت زیادہ متفق |
| 2 | کسی حد تک متفق |
| 3 | کسی حد تک غیر متفق |
| 4 | بہت زیادہ غیر متفق |

TOPIC 2:

Political leaders who can take the Country out of the current Economic crisis



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SNAP POLL REPORT ON ARRIVAL OF NAWAZ SHARIF
Topic # 2: Political leaders who can take the Country
out of the current Economic crisis

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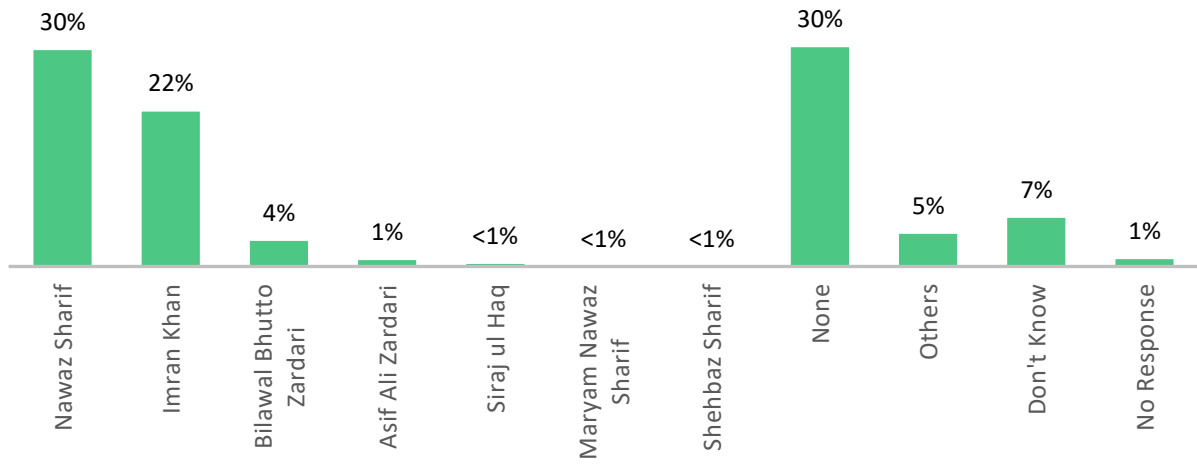


SNAP POLL REPORT ON ARRIVAL OF NAWAZ SHARIF

Topic # 2: Political leaders who can take the Country out of the current Economic crisis

Item 2.1: Key Finding

Question: Which leader in your view can take Pakistan out of the current Economic crisis?



Source: Powered by Gallup Pakistan, October 22, 2023

Q. آپ کے خیال میں کونسا رہنماء پاکستان کو موجودہ معاشی بحران سے نکال سکتا ہے؟

- | | |
|---|-------------------|
| 1 | عمران خان |
| 2 | نواز شریف |
| 3 | آصف علی زرداری |
| 4 | بلاول بھٹو |
| 5 | شہباز شریف |
| 6 | مریم نواز |
| 7 | سراج الحق |
| | دیگر (تحریر کریں) |
| 0 | کوئی بھی نہیں |



SUMMARY METHODOLOGY

Sample size : 1000
(18+ Males and Females)

Coverage : National Cross Section
All Pakistan Urban and Rural

Breakdown

Provincial Breakdown:

	Weighted
Punjab	53%
Sindh	22%
KPK	17%
Balochistan	6%
GB/AJK	3%

Location Breakdown:

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

Sampling Method : Random Digit Dialing

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

Interview Mode : Telephonic

Field Dates : October 22, 2023

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

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DEMOGRAPHICS

Profile of Respondents

(n=1000)

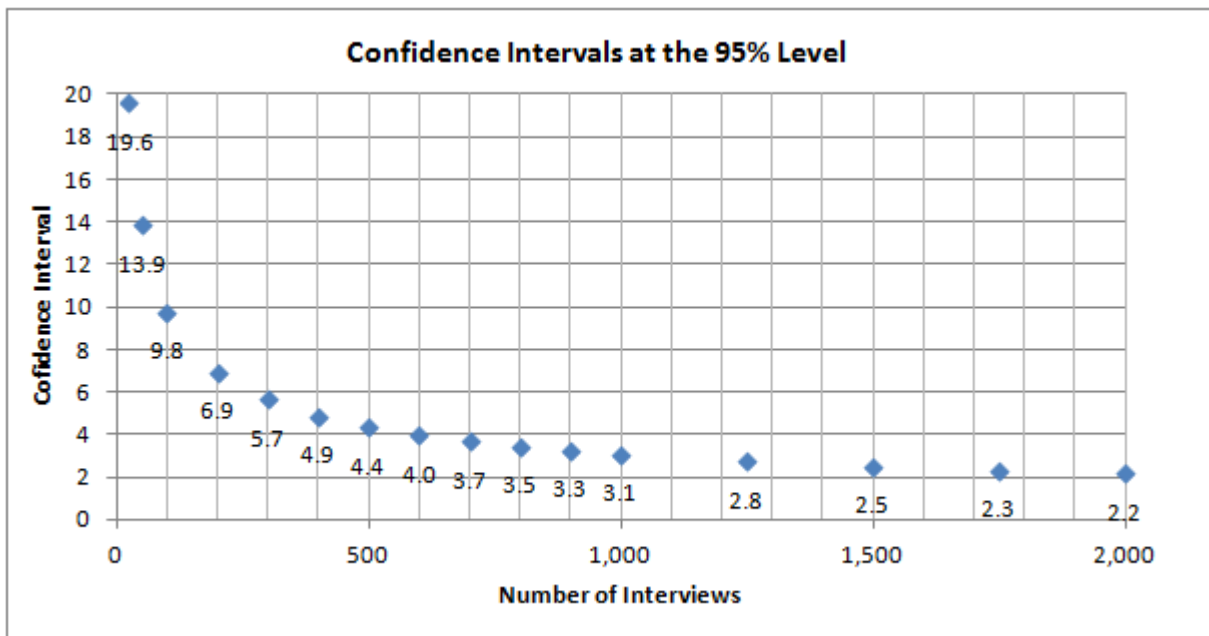
		Weighted
		Col%
BASE: All		100%
Gender		
	Male	51%
	Female	49%
Location		
	Rural	64%
	Urban	36%
Province		
	Punjab	53%
	Sindh	22%
	KPK	17%
	Balochistan	6%
	GB/AJK	3%
Age Groups		
	18 to 24	11%
	24 to 30	18%
	More than 30	72%
Education		
	Illiterate	40%
	Literate but no formal Education	1%
	Upto Primary	9%
	Middle	10%
	Matric	21%
	Intermediate	6%
	Graduate	5%
	Post Graduate	3%
	Professional/Doctor	2%
	DK/NR	2%

Source: Powered by Gallup Pakistan, October 22, 2023

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 have 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 lower 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 always better than a smaller sample?

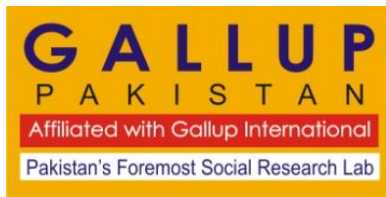
Larger samples are generally more precise, but sometimes not. The important rule in sampling is not how many poll respondents are selected but, instead, how they are selected. A reliable sample selects poll respondents randomly or in a manner which ensures that everyone in the area being surveyed has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



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