

GALLUP

PAKISTAN

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Pakistan's Foremost Social Research Lab

PUBLIC OPINION AFTER INDIA PAKISTAN CEASEFIRE: COMPREHENSIVE ANALYSIS

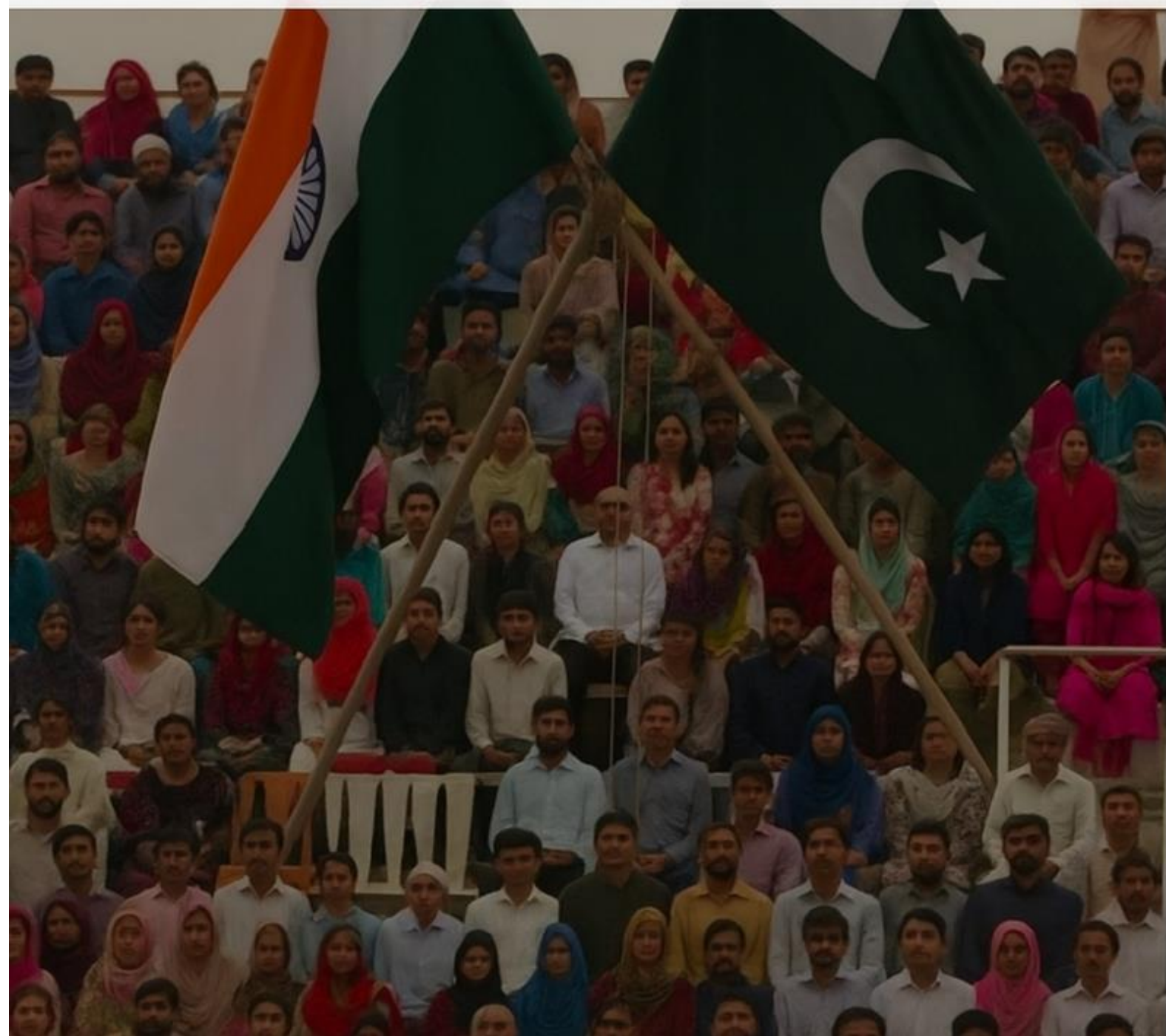




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Disclaimer: Gallup Pakistan has conducted this poll according to the ESOMAR Code of Ethics and internationally recognized principles of scientific polling. The results in this Report do not represent views held by the authors or Gallup Pakistan. The 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





EXECUTIVE SUMMARY

Nation Stands United: 91% Support Ceasefire, 96% Say Pakistan Won the War, Overwhelming praise for military and political leadership across party lines

Islamabad, Pakistan: Gallup Pakistan has unveiled findings from a nationally representative public opinion survey conducted by Gallup Pakistan between May 12 and May 18, 2025, assessing Pakistani public sentiment in the aftermath of the recent ceasefire agreement with India. The survey, covering all provinces and both urban and rural populations, offers insight into public attitudes on the ceasefire, perceptions of responsibility and outcomes of the conflict, evaluations of political and military leadership, and future bilateral cooperation.

Key Findings:

1) Support for Ceasefire: Unanimous support for ceasefire but doubts about ceasefire holding

A vast majority (91%) of Pakistanis viewed the ceasefire as a good decision. Optimism about Indian compliance remains cautious—52% believe India will comply with the agreement, while 34% expect no compliance at all.

2) Perceptions of Conflict Responsibility and Outcome: Pakistanis perceive war was inflicted on the country but it won the war

An overwhelming 87% held India responsible for initiating the conflict. Regarding the outcome, 96% believed Pakistan was more successful than India in the recent conflict.

3) Performance of Pakistani Institutions: Nation gathers around the Army, major boost for Army image

The Pakistani military received high praise, with 97% rating its performance as good or very good. Public opinion of the army improved for 93% of respondents following the conflict. In contrast, the civilian government received a positive rating of 73%.

4) Political Party Ratings: Across party lines praise for PMLN government handling the crisis but also for other political parties

Among major parties, PML-N received the highest positive performance rating (65%), followed by PTI (60%) and PPP (58%).



5) Future Cooperation with India: Despite confrontation , a large proportion in favor of working relationship with India

Views on normalizing relations with India are divided. Trade cooperation received the highest support (49%), followed closely by sports (48%), education (44%), and cultural exchanges (40%). Around a third of respondents consistently opposed such normalization.

6) Perception of International Allies: Positive feelings for most of Pakistani allies including United States.

Public opinion of Pakistan's friendship with China, Turkey, Saudi Arabia, and Iran improved significantly post-conflict, with China topping the list at 83% positive rating. In contrast, views on the United States were more divided, with only 39% reporting improved sentiment.

7) Reflection on Partition:

When asked hypothetically about 1947, 86% stated they would have supported the creation of Pakistan, reflecting continued support for the country's foundational vision.

Part 1: **Findings**



Topic 1:
**Pakistan-India
Ceasefire**

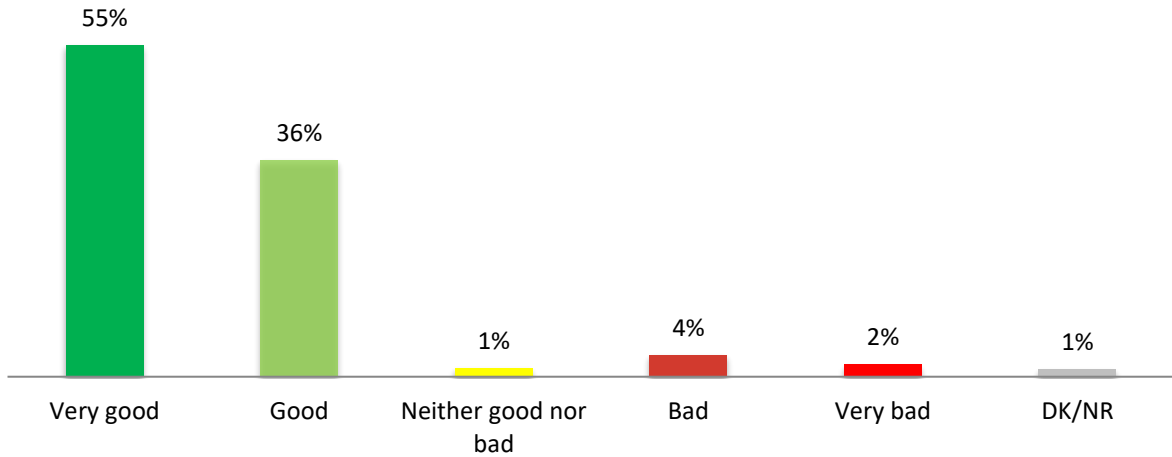


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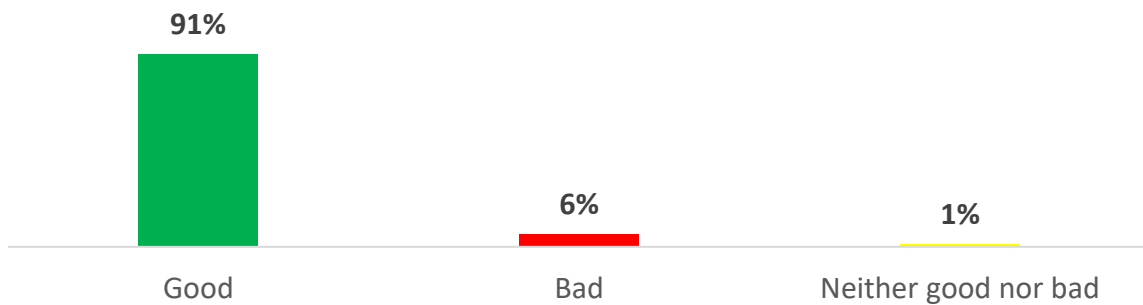
Item 1.1: Key Finding

Question: In your opinion, was it a good or bad decision for Pakistan to agree to a ceasefire?



Source: Powered by Gallup Pakistan, May 12, 2025 – May 18, 2025

GOOD VS BAD RATING



Net Rating = 85%

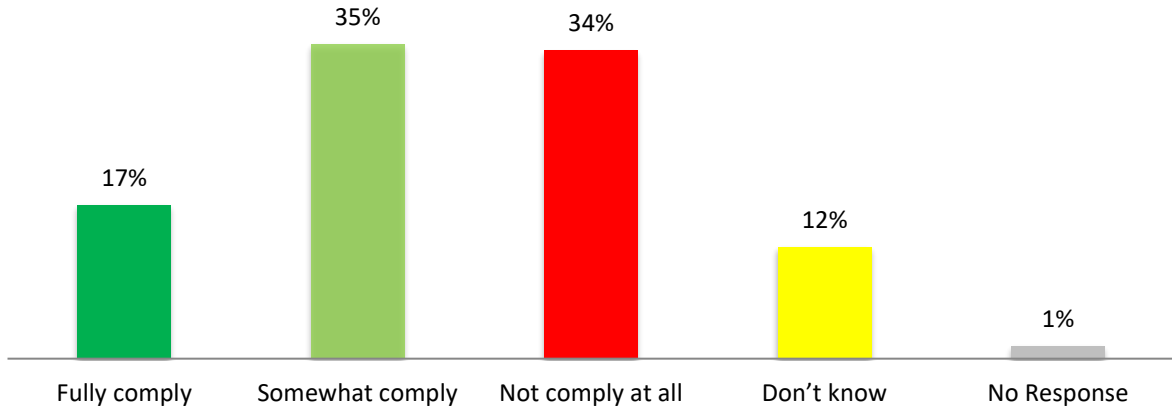
Q. آپ کے خیال میں جنگ بندی کر کے پاکستان نے اچھا فیصلہ کیا ہے یا برا؟

- | | |
|---|----------------|
| 1 | بہت اچھا |
| 2 | اچھا |
| 3 | نہ اچھا نہ برا |
| 4 | برا |
| 5 | بہت برا |
| 8 | معلوم نہیں |



Item 1.2: Key Finding.

Question: **Do you think India will fully comply with the ceasefire agreement, somewhat comply, or not comply at all?**



Source: Powered by Gallup Pakistan, May 12, 2025 – May 18, 2025

COMPLY VS NOT COMPLY RATING



Net Rating = 18%

Q. آپ کے خیال میں ہندوستان جنگ بندی کے معاہدے کی مکمل پابندی کرے گا، تھوڑی بہت پابندی کرے گا یا بالکل بھی پابندی نہیں کرے گا؟

- 1
- 2
- 3
- 8

مکمل پابندی کرے گا
تھوڑی بہت کرے گا
بالکل بھی نہیں کرے گا
معلوم نہیں

Topic 2:
**Opinion on the
Initiation and
Results of
India-Pakistan
conflict**





Topic 2: Opinion on the Initiation and Results of India-Pakistan conflict

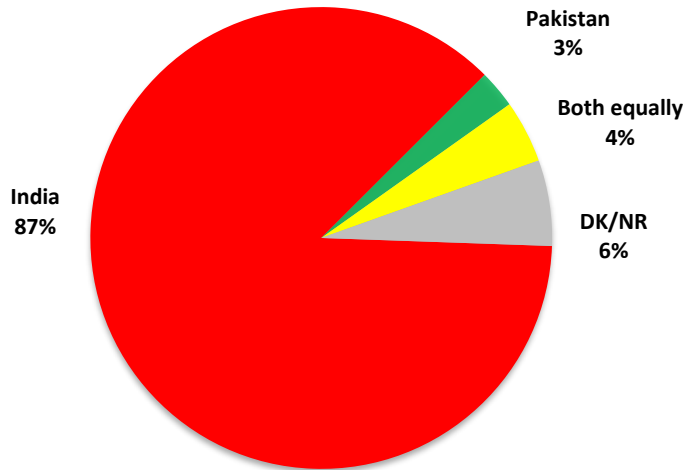
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India Pakistan Relation After Ceasefire Topic 2: Opinion on the Initiation and Results of India-Pakistan conflict

Item 2.1: Key Finding

Question: In your opinion, who was more responsible for starting the war—India, Pakistan, or both equally?



Source: Powered by Gallup Pakistan, May 12, 2025 – May 18, 2025

Q آپ کے خیال میں اس جنگ کو شروع کرنے میں ہندوستان کا دخل زیادہ تھا یا پاکستان کا یا دونوں کا برابر؟

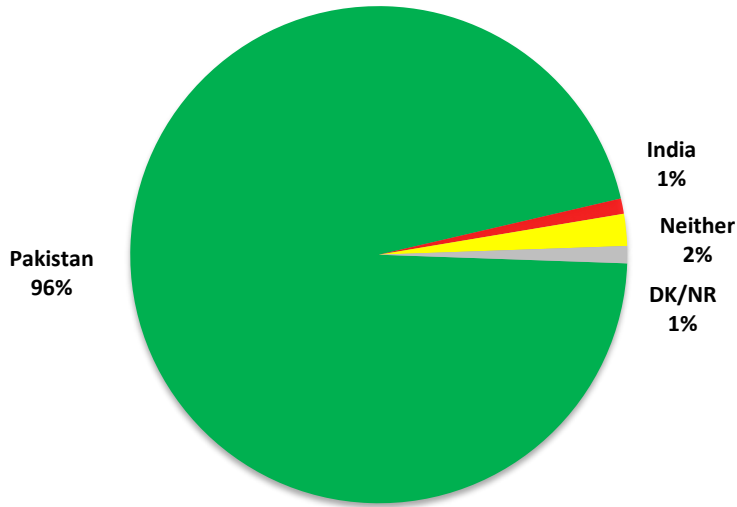
- | | |
|---|----------------|
| 1 | ہندوستان کا |
| 2 | پاکستان کا |
| 3 | دونوں کا برابر |
| 8 | معلوم نہیں |



India Pakistan Relation After Ceasefire
Topic 2: Opinion on the Initiation and Results of India-Pakistan conflict

Item 2.2: Key Finding

Question: In your opinion, in the recent conflict and fighting between India and Pakistan, who was more successful overall—India, Pakistan, or neither?



Source: Powered by Gallup Pakistan, May 12, 2025 – May 18, 2025

Q آپ کے خیال میں ہندوستان اور پاکستان کے درمیان ہونے والے حالیہ جھگڑے اور لڑائی میں مجموعی طور پر ہندوستان کو زیادہ کامیابی ہوئی ہے، پاکستان کو زیادہ کامیابی ہوئی ہے، یا کسی کو بھی نہیں؟

- | | |
|---|-----------------|
| 1 | پاکستان کو |
| 2 | ہندوستان کو |
| 3 | کسی کو بھی نہیں |
| 8 | معلوم نہیں |

Topic 3:
**Performance
Ratings of the
Pakistani
Military and
Government
during Conflict**





India Pakistan Relation After Ceasefire
**Topic 3: Performance Ratings of the Pakistani Military
and Government during Conflict**

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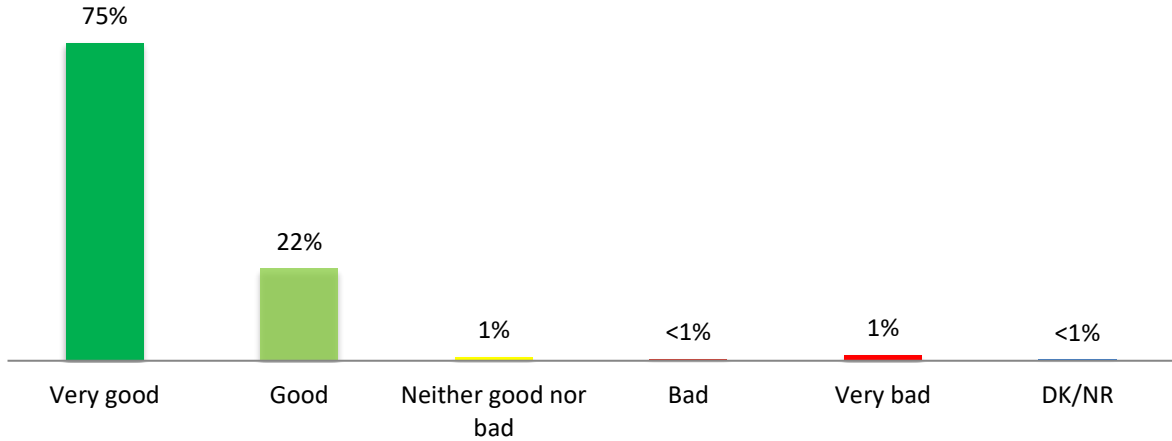


India Pakistan Relation After Ceasefire

Topic 3: Performance Ratings of the Pakistani Military and Government during Conflict

Item 3.1: Key Finding

Question: During this time of conflict between India and Pakistan, how do you rate the performance of the Pakistani military—very good, good, neither good nor bad, bad, or very bad?



Source: Powered by Gallup Pakistan, May 12, 2025 – May 18, 2025

GOOD VS BAD RATING



Net Rating = 96%

Q. اس تنازعہ کے دوران آپ کے خیال میں پاکستانی فوج کی کارکردگی کیسی رہی، بہت اچھی، اچھی، نہ اچھی نہ خراب، خراب یا بہت خراب؟

- 1
- 2
- 3
- 4
- 5
- 8

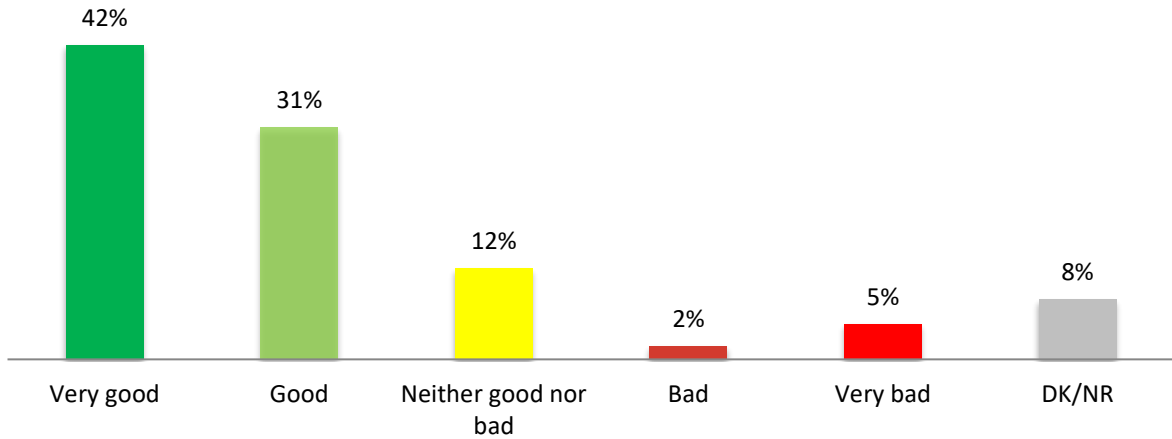
بہت اچھی
اچھی
نہ اچھی نہ خراب
خراب
بہت خراب
معلوم نہیں



India Pakistan Relation After Ceasefire Topic 3: Performance Ratings of the Pakistani Military and Government during Conflict

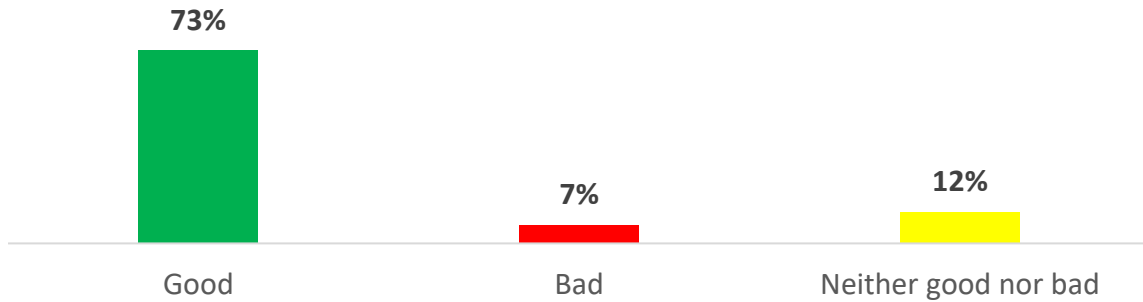
Item 3.2: Key Finding

Question: What is your opinion on the performance of the rest of the Pakistani government during the war (i.e., the President, Prime Minister, and Assembly)?



Source: Powered by Gallup Pakistan, May 12, 2025 – May 18, 2025

GOOD VS BAD RATING



Net Rating = 66%

Q. جنگ کے دوران، پاکستان کی باقی حکومت یعنی صدر، وزیراعظم، اور اسمبلی وغیرہ کی کارکردگی کے بارے میں آپ کی کیا رائے ہے خراب؟

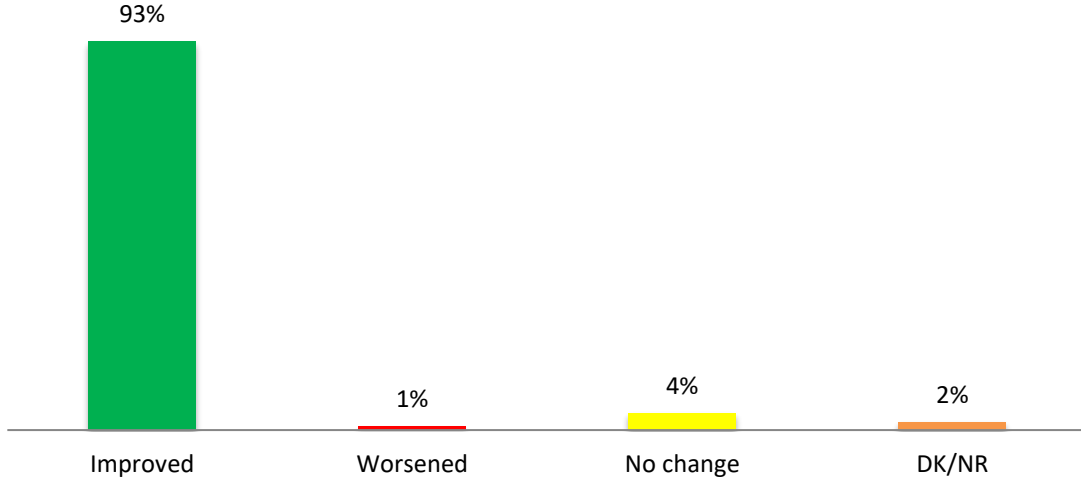
- | | |
|---|-----------------|
| 1 | بہت اچھی |
| 2 | اچھی |
| 3 | نہ اچھی نہ خراب |
| 4 | خراب |
| 5 | بہت خراب |
| 8 | معلوم نہیں |



India Pakistan Relation After Ceasefire Topic 3: Performance Ratings of the Pakistani Military and Government during Conflict

Item 3.3: Key Finding

Question: **After the recent events, has your opinion of the Pakistani army improved, worsened, or stayed the same?**



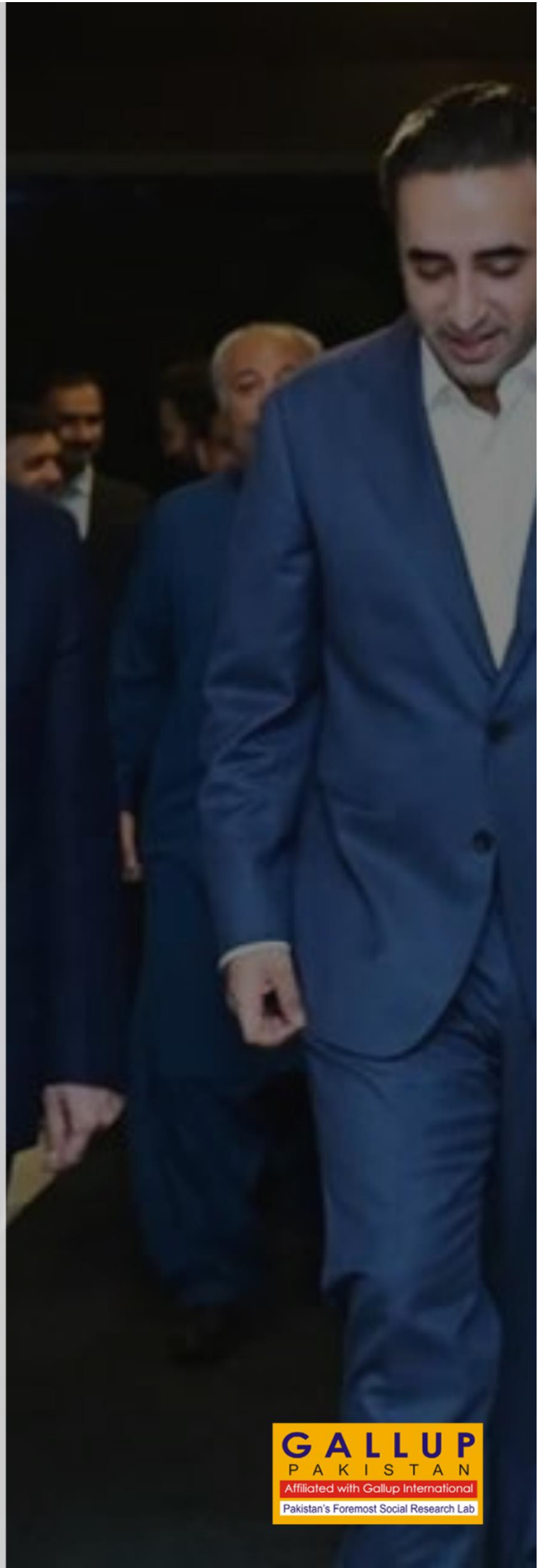
Source: Powered by Gallup Pakistan, May 12, 2025 – May 18, 2025

Q. موجودہ واقعات کے بعد پاکستانی فوج کے بارے میں آپ کی رائے پہلے سے بہتر ہو گئی ہے، خراب ہو گئی ہے یا کوئی فرق نہیں پڑا؟

- 1 رائے پہلے سے بہتر ہو گئی ہے
- 2 رائے پہلے سے خراب ہو گئی ہے
- 3 کوئی فرق نہیں پڑا
- 4 معلوم نہیں

Topic 4:

Evaluation of Political Parties' Performance during the War





Topic 4: Evaluation of Political Parties' Performance during the War

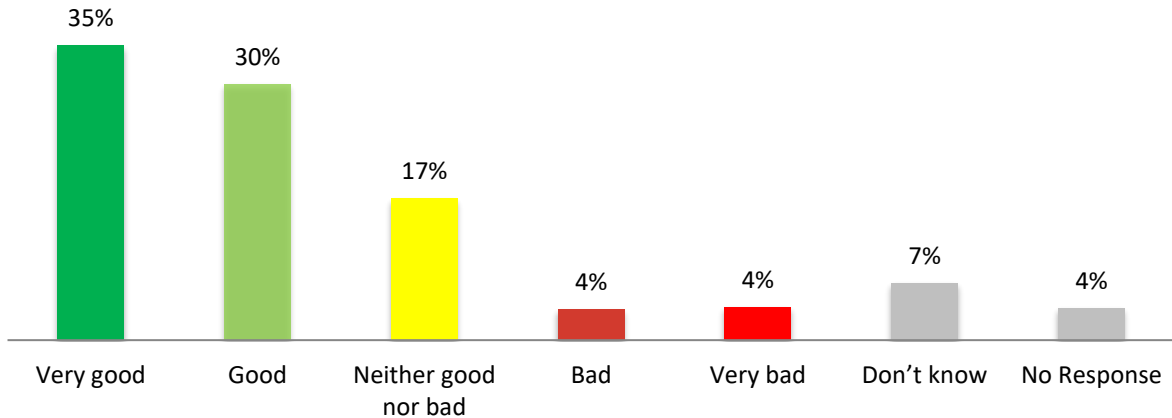
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India Pakistan Relation After Ceasefire Topic 4: Evaluation of Political Parties' Performance during the War

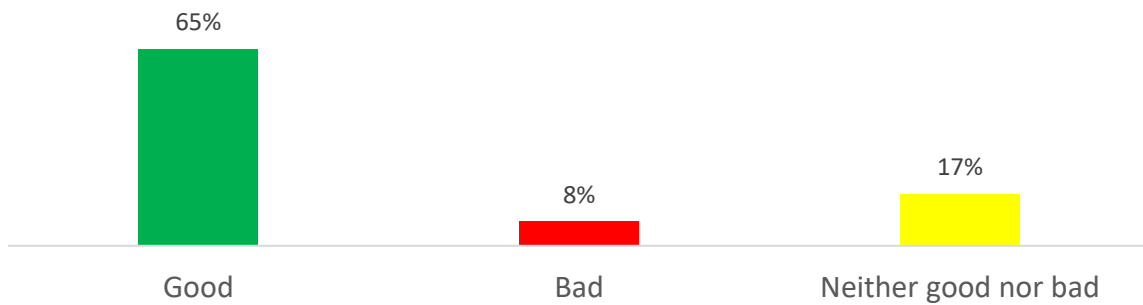
Item 4.1: Key Finding

Question: How was the performance of political party "PML-N" during the war?



Source: Powered by Gallup Pakistan, May 12, 2025 – May 18, 2025

GOOD VS BAD RATING



Net Rating = 57%

Q. جنگ کے دوران سیاسی جماعت مسلم لیگ (ن) کی کارکردگی کیسی رہی تھی؟

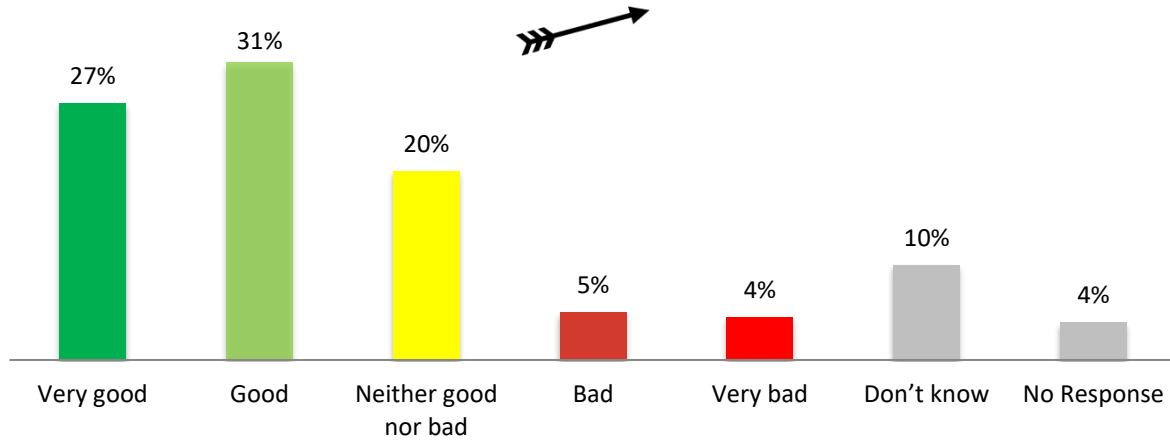
- | | |
|---|-----------------|
| 1 | بہت اچھی |
| 2 | اچھی |
| 3 | نہ اچھی نہ خراب |
| 4 | خراب |
| 5 | بہت خراب |
| 6 | معلوم نہیں |



India Pakistan Relation After Ceasefire Topic 4: Evaluation of Political Parties' Performance during the War

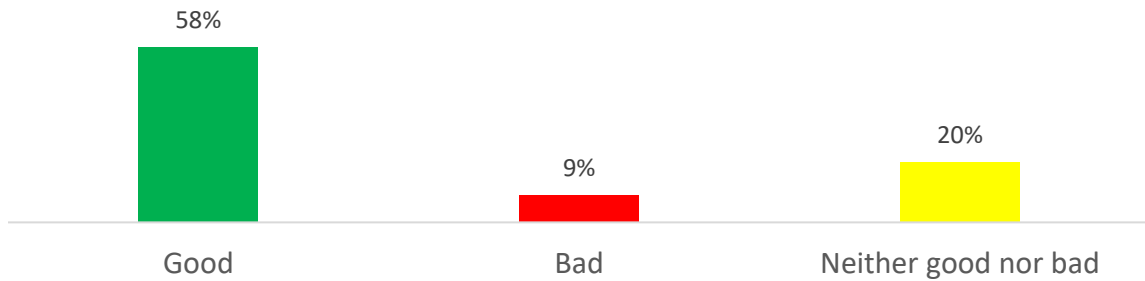
Item 4.2: Key Finding

Question: How was the performance of political party "PPP" during the war?



Source: Powered by Gallup Pakistan, May 12, 2025 – May 18, 2025

GOOD VS BAD RATING



Net Rating = 49%

Q. جنگ کے دوران سیاسی جماعت پیپلز پارٹی کی کارکردگی کیسی رہی تھی؟

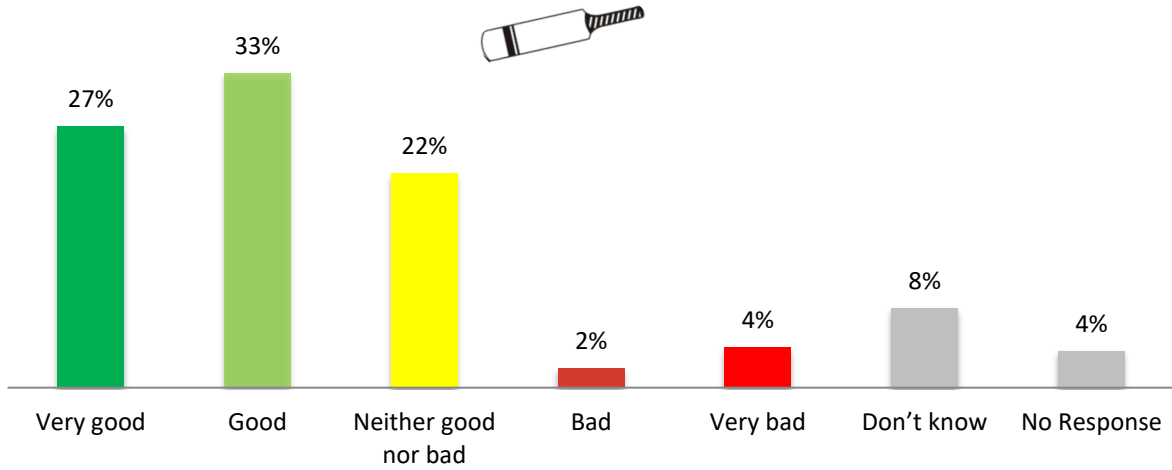
- | | |
|---|-----------------|
| 1 | بہت اچھی |
| 2 | اچھی |
| 3 | نہ اچھی نہ خراب |
| 4 | خراب |
| 5 | بہت خراب |
| 6 | معلوم نہیں |



India Pakistan Relation After Ceasefire Topic 4: Evaluation of Political Parties' Performance during the War

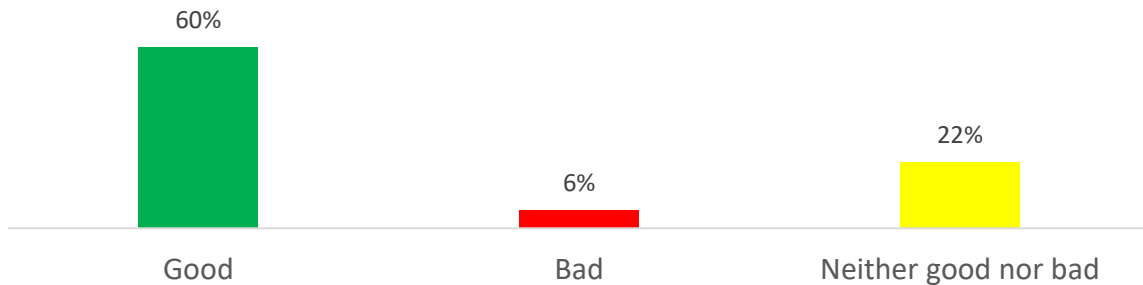
Item 4.3: Key Finding

Question: How was the performance of political party "PTI" during the war?



Source: Powered by Gallup Pakistan, May 12, 2025 – May 18, 2025

GOOD VS BAD RATING



Net Rating = 54%

Q. جنگ کے دوران سیاسی جماعت تحریک انصاف کی کارکردگی کیسی رہی تھی؟

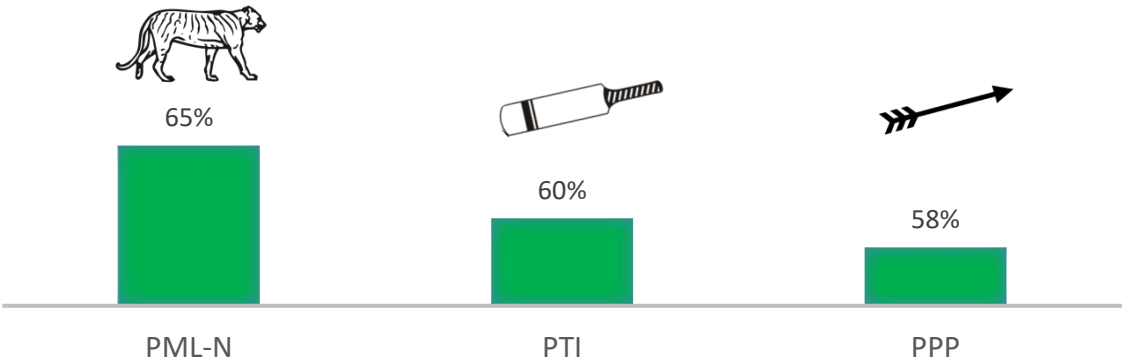
- | | |
|---|-----------------|
| 1 | بہت اچھی |
| 2 | اچھی |
| 3 | نہ اچھی نہ خراب |
| 4 | خراب |
| 5 | بہت خراب |
| 8 | معلوم نہیں |



India Pakistan Relation After Ceasefire

Topic 4: Evaluation of Political Parties' Performance during the War

Good Performance Ratings



Source: Powered by Gallup Pakistan, May 12, 2025 – May 18, 2025

Topic 5:
**Perception of
whether
Pakistan should
engage in trade
and other
sectors with
India after the
ceasefire**





**Topic 5: Perception of whether Pakistan should engage in trade
and other sectors with India after the ceasefire**

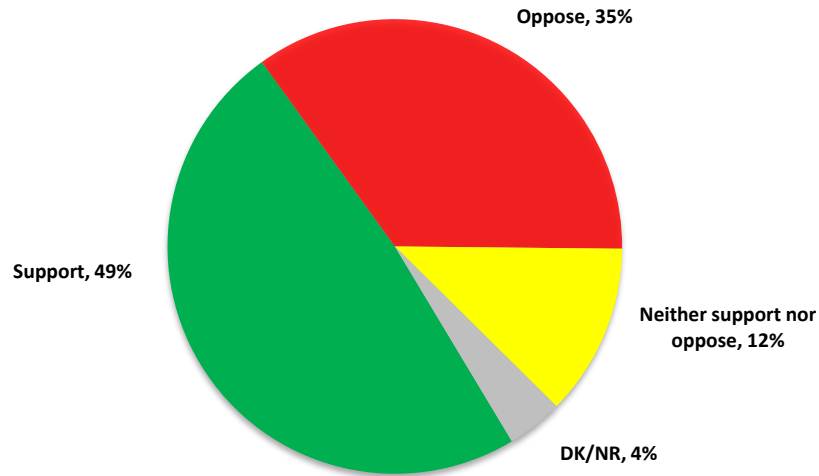
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India Pakistan Relation After Ceasefire
Topic 5: Perception of whether Pakistan should engage in trade
and other sectors with India after the ceasefire

Item 5.1: Key Finding

Question: **After the ceasefire, do you think Pakistan should normalize relations with India in areas like trade and other matters, or not? - Trade cooperation**



Source: Powered by Gallup Pakistan, May 12, 2025 – May 18, 2025

Q. جنگ بندی کے بعد پاکستان کو ہندوستان کے ساتھ تجارت اور دیگر معاملوں میں نارمل تعلقات قائم کرنے چاہیں یا نہیں۔ یعنی آپ ہندوستان کے ساتھ تجارت میں تعاون کے حامی ہیں؟

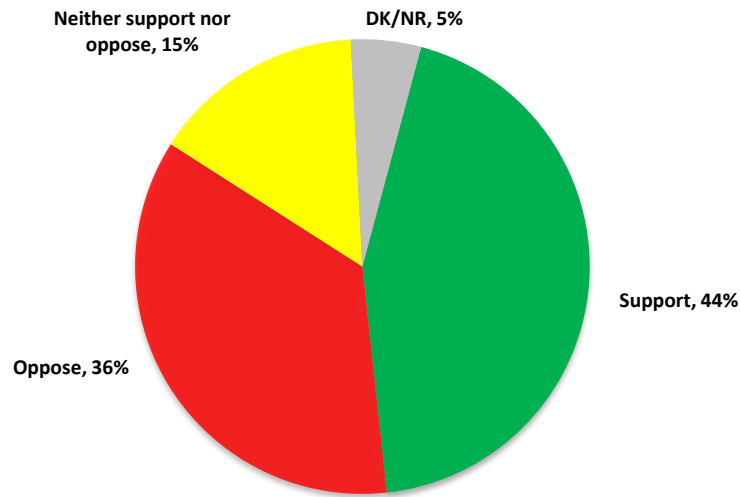
- | | |
|---|-------------------|
| 1 | حامی |
| 2 | مخالفت |
| 3 | نہ حامی نہ مخالفت |
| 8 | معلوم نہیں |



India Pakistan Relation After Ceasefire
Topic 5: Perception of whether Pakistan should engage in trade
and other sectors with India after the ceasefire

Item 5.2: Key Finding

Question: **After the ceasefire, do you think Pakistan should normalize relations with India in areas like trade and other matters, or not? - Educational cooperation (e.g., studying in each other's universities)?**



Source: Powered by Gallup Pakistan, May 12, 2025 – May 18, 2025

Q. جنگ بندی کے بعد پاکستان کو ہندوستان کے ساتھ تجارت اور دیگر معاملوں میں نارمل تعلقات قائم کرنے چاہیں یا نہیں۔ یعنی آپ ہندوستان کے ساتھ تعلیمی تعاون یعنی ایک دوسرے کے ملکوں کی یونیورسٹیوں میں پڑھنے کے حامی ہیں؟

1

حامی

2

مخالفت

3

نہ حامی نہ مخالفت

8

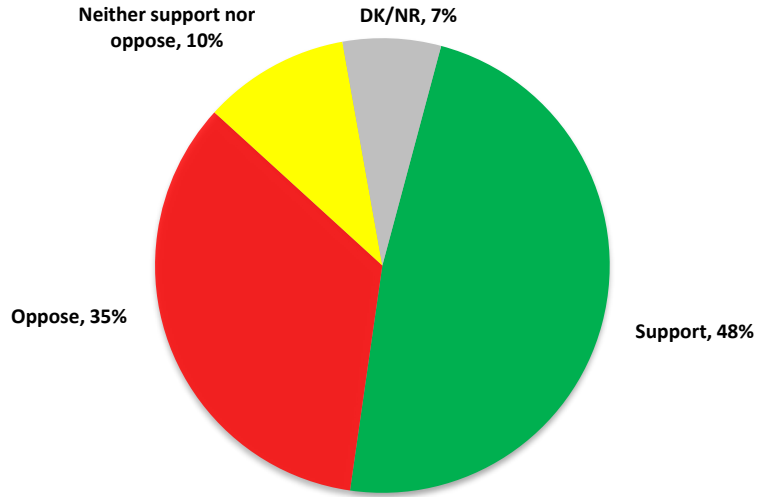
معلوم نہیں



India Pakistan Relation After Ceasefire
Topic 5: Perception of whether Pakistan should engage in trade
and other sectors with India after the ceasefire

Item 5.3: Key Finding

Question: **After the ceasefire, do you think Pakistan should normalize relations with India in areas like trade and other matters, or not? - Sports cooperation?**



Source: Powered by Gallup Pakistan, May 12, 2025 – May 18, 2025

Q. جنگ بندی کے بعد پاکستان کو ہندوستان کے ساتھ تجارت اور دیگر معاملوں میں نارمل تعلقات قائم کرنے چاہیں یا نہیں۔ یعنی آپ ہندوستان کے ساتھ کھیل کے میدان میں تعاون کے حامی ہیں؟

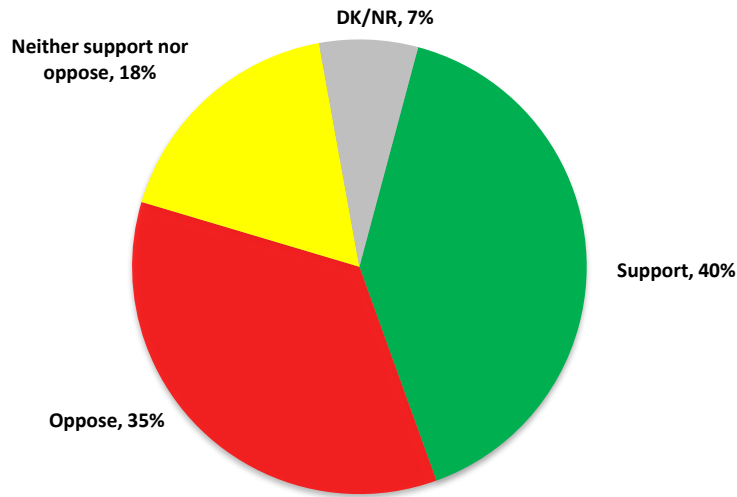
- | | |
|---|-------------------|
| 1 | حامی |
| 2 | مخالفت |
| 3 | نہ حامی نہ مخالفت |
| 8 | معلوم نہیں |



India Pakistan Relation After Ceasefire
Topic 5: Perception of whether Pakistan should engage in trade and other sectors with India after the ceasefire

Item 5.4: Key Finding

Question: **After the ceasefire, do you think Pakistan should normalize relations with India in areas like trade and other matters, or not? - Exchange of cultural gifts between countries?**



Source: Powered by Gallup Pakistan, May 12, 2025 – May 18, 2025

Q. جنگ بندی کے بعد پاکستان کو ہندوستان کے ساتھ تجارت اور دیگر معاملوں میں نارمل تعلقات قائم کرنے چاہیں یا نہیں۔ یعنی آپ ہندوستان کے ساتھ ثقافتی تحائف ایک دوسرے کے ملک میں بھیجنے کے حامی ہیں؟

1

حامی

2

مخالفت

3

نہ حامی نہ مخالفت

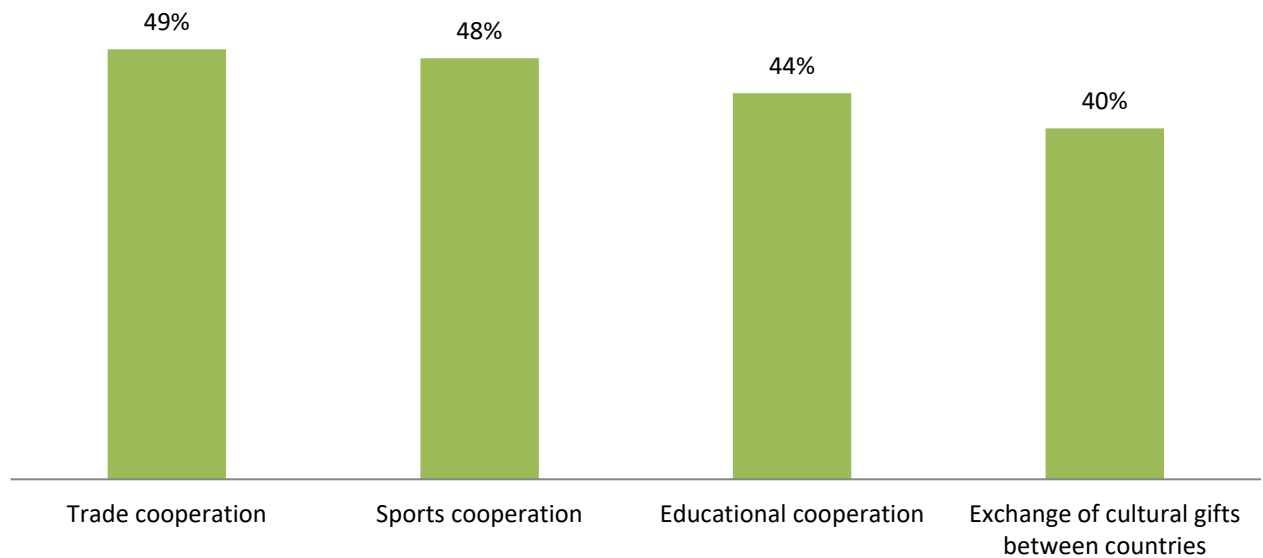
8

معلوم نہیں



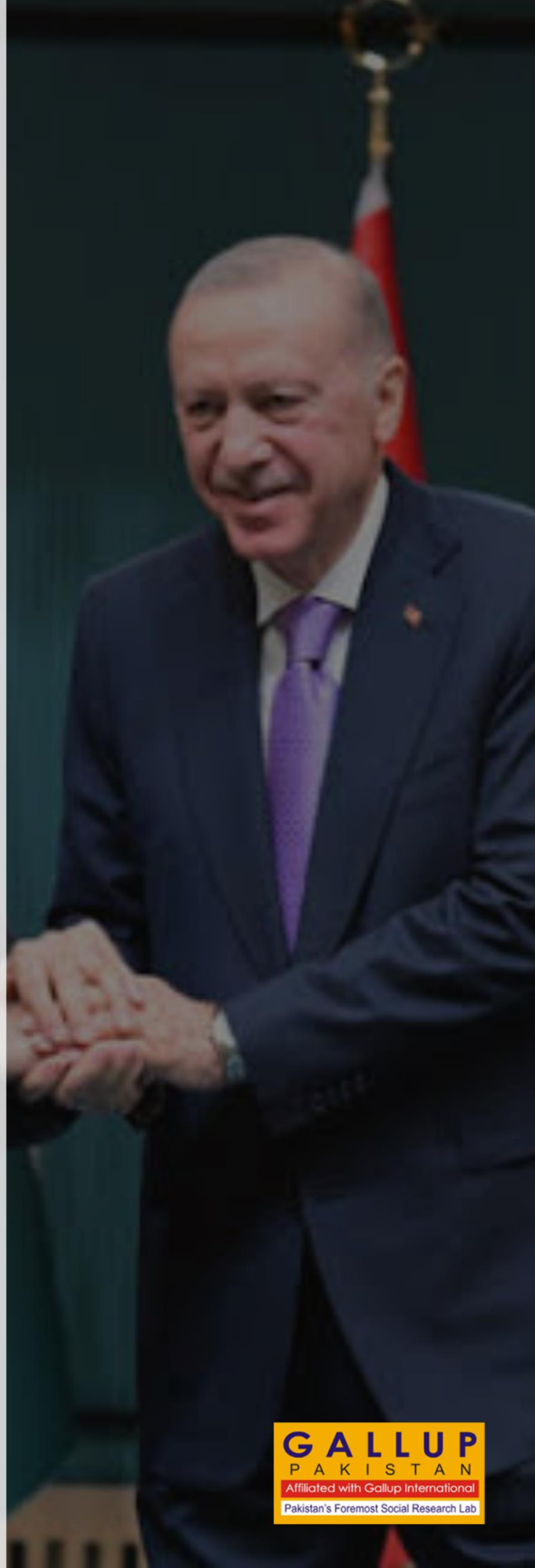
India Pakistan Relation After Ceasefire
**Topic 5: Perception of whether Pakistan should engage in trade
and other sectors with India after the ceasefire**

“Supportive” Ratings



Source: Powered by Gallup Pakistan, May 12, 2025 – May 18, 2025

Topic 6:
**Views on
Pakistan's
friendship with
foreign
countries after
the Indo-Pak
tensions**





India Pakistan Relation After Ceasefire
**Topic 6: Views on Pakistan's friendship with foreign
countries after the Indo-Pak tensions**

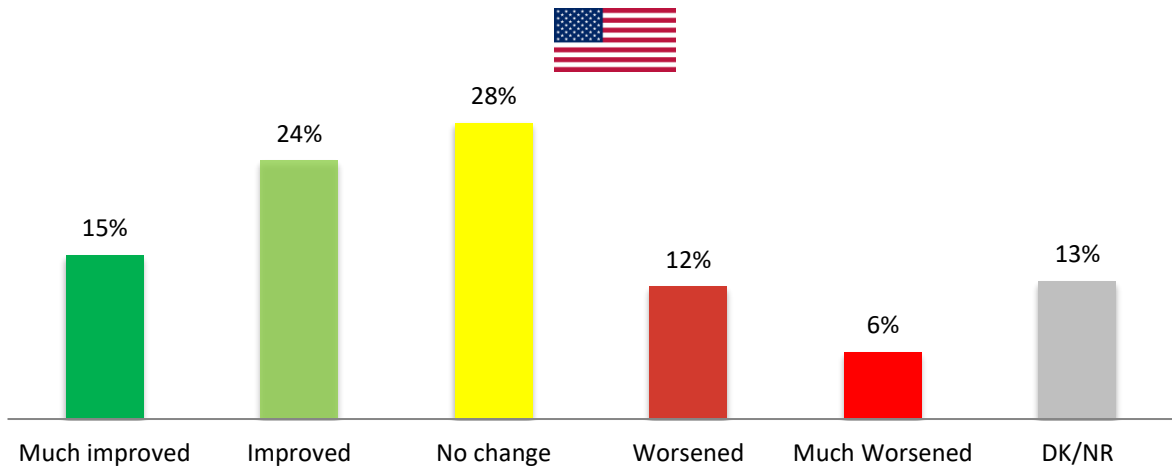
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India Pakistan Relation After Ceasefire
Topic 6: Views on Pakistan's friendship with foreign countries after the Indo-Pak tensions

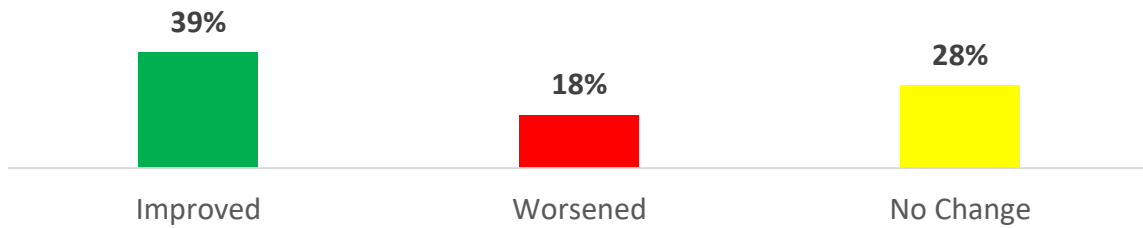
Item 6.1: Key Finding

Question: After the recent events, has your opinion of the friendship of the following countries with Pakistan improved, worsened, or remained the same? - United States



Source: Powered by Gallup Pakistan, May 12, 2025 – May 18, 2025

IMPROVED VS WORSENERD RATING



Net Rating = 21%

Q. حالیہ واقعات کے بعد، ملک امریکہ کی پاکستان دوستی کے بارے میں آپ کی رائے پہلے کی نسبت بہتر ہوگئی ہے، خراب ہوگئی ہے یا کوئی فرق نہیں پڑا؟

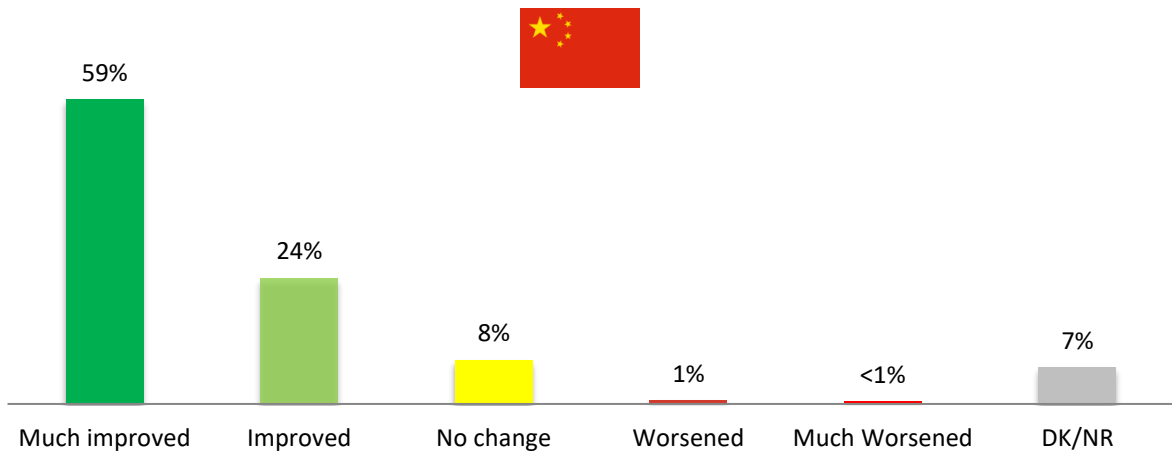
- | | |
|---|-------------------|
| 1 | بہت بہتر |
| 2 | بہتر |
| 3 | کوئی فرق نہیں پڑا |
| 4 | خراب |
| 5 | بہت خراب |
| 8 | معلوم نہیں |



India Pakistan Relation After Ceasefire
Topic 6: Views on Pakistan's friendship with foreign countries after the Indo-Pak tensions

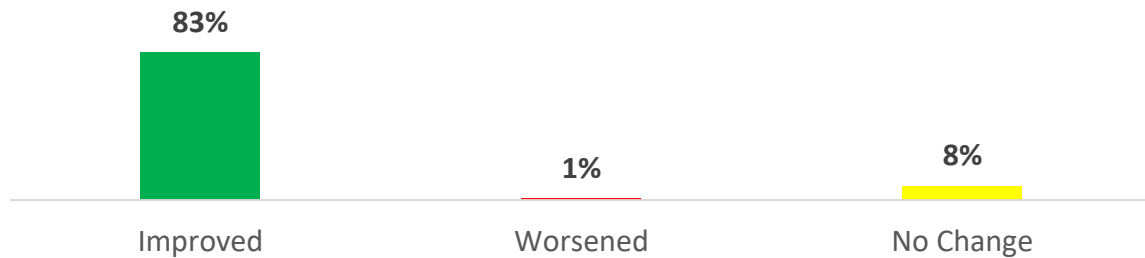
Item 6.2: Key Finding

Question: After the recent events, has your opinion of the friendship of the following countries with Pakistan improved, worsened, or remained the same? - China



Source: Powered by Gallup Pakistan, May 12, 2025 – May 18, 2025

IMPROVED VS WORSENERED RATING



Net Rating = 82%

Q. حالیہ واقعات کے بعد، ملک چین کی پاکستان دوستی کے بارے میں آپ کی رائے پہلے کی نسبت بہتر ہوگئی ہے، خراب ہوگئی ہے یا کوئی فرق نہیں پڑا؟

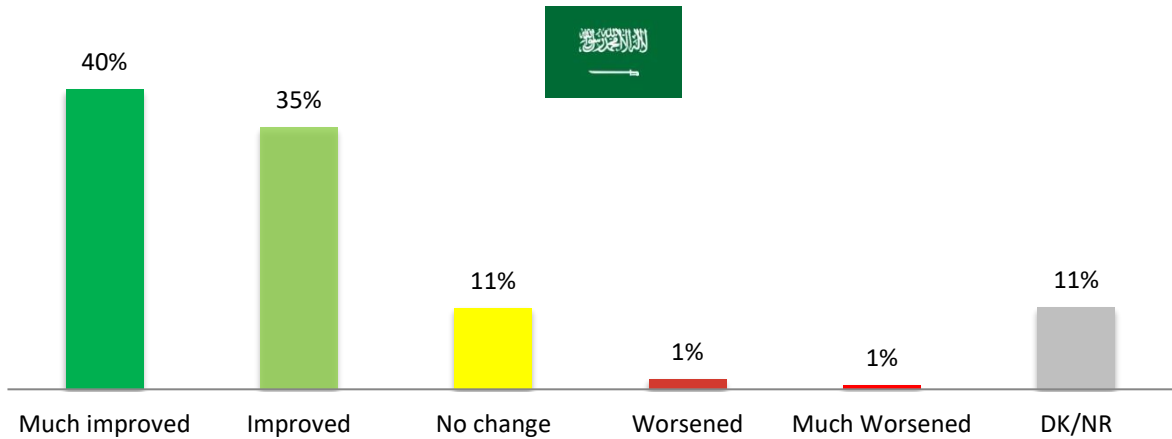
- 1 بہت بہتر
- 2 بہتر
- 3 کوئی فرق نہیں پڑا
- 4 خراب
- 5 بہت خراب
- 6 معلوم نہیں



India Pakistan Relation After Ceasefire
Topic 6: Views on Pakistan's friendship with foreign countries after the Indo-Pak tensions

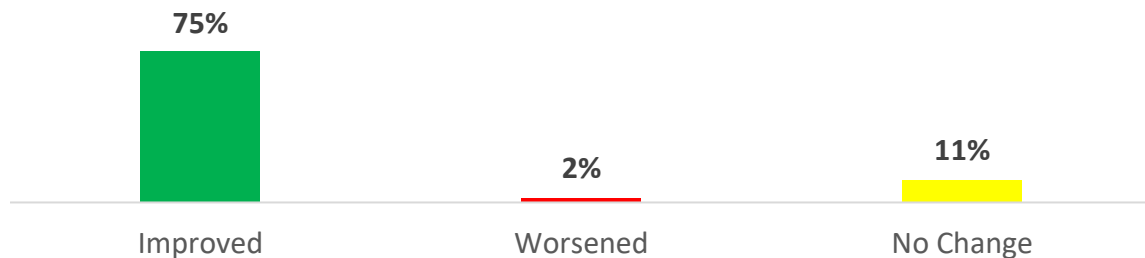
Item 6.3: Key Finding

Question: After the recent events, has your opinion of the friendship of the following countries with Pakistan improved, worsened, or remained the same? - Saudia Arabia



Source: Powered by Gallup Pakistan, May 12, 2025 – May 18, 2025

IMPROVED VS WORSENERD RATING



Net Rating = 73%

Q. حالیہ واقعات کے بعد، ملک سعودی عرب کی پاکستان دوستی کے بارے میں آپ کی رائے پہلے کی نسبت بہتر ہوگئی ہے، خراب ہوگئی ہے یا کوئی فرق نہیں پڑا؟

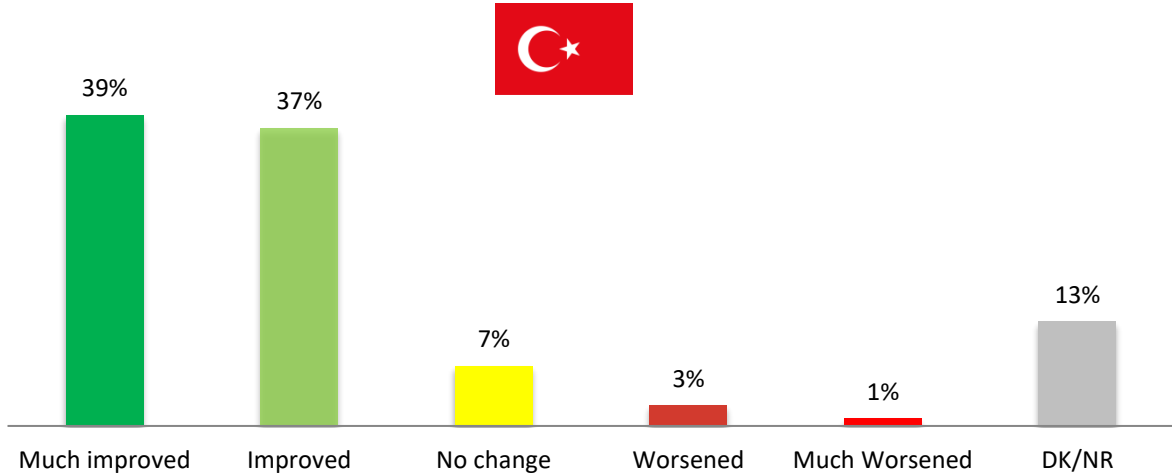
- | | |
|---|-------------------|
| 1 | بہت بہتر |
| 2 | بہتر |
| 3 | کوئی فرق نہیں پڑا |
| 4 | خراب |
| 5 | بہت خراب |
| 6 | معلوم نہیں |



India Pakistan Relation After Ceasefire
Topic 6: Views on Pakistan's friendship with foreign countries after the Indo-Pak tensions

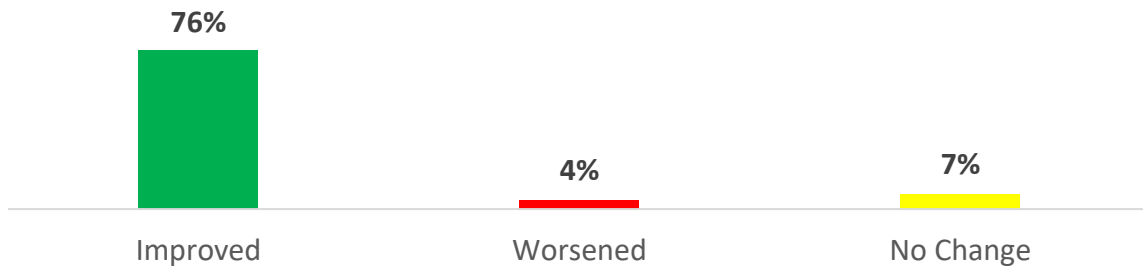
Item 6.4: Key Finding

Question: After the recent events, has your opinion of the friendship of the following countries with Pakistan improved, worsened, or remained the same? - Turkey



Source: Powered by Gallup Pakistan, May 12, 2025 – May 18, 2025

IMPROVED VS WORSENERED RATING



Net Rating = 72%

Q. حالیہ واقعات کے بعد، ملک ترکی کی پاکستان دوستی کے بارے میں آپ کی رائے پہلے کی نسبت بہتر ہوگئی ہے، خراب ہوگئی ہے یا کوئی فرق نہیں پڑا؟

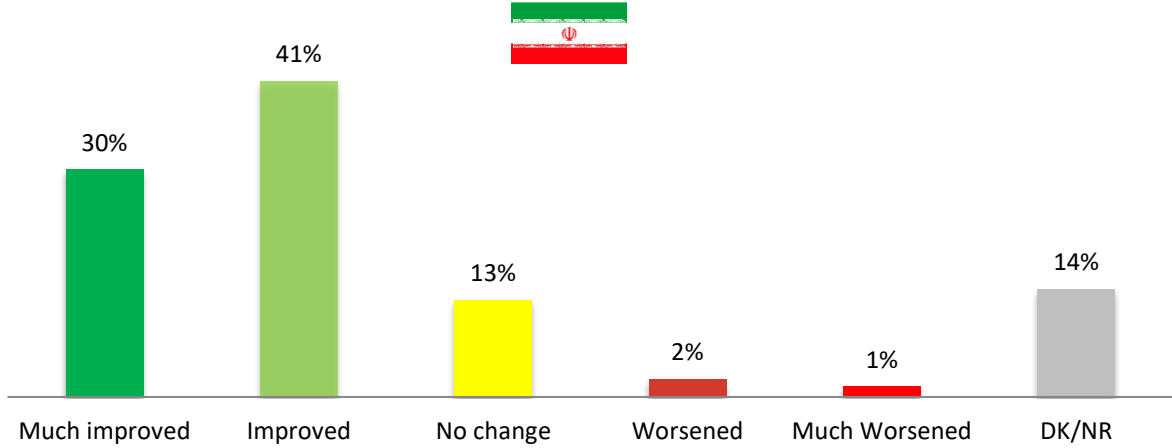
- | | |
|---|-------------------|
| 1 | بہت بہتر |
| 2 | بہتر |
| 3 | کوئی فرق نہیں پڑا |
| 4 | خراب |
| 5 | بہت خراب |
| 8 | معلوم نہیں |



India Pakistan Relation After Ceasefire
Topic 6: Views on Pakistan's friendship with foreign countries after the Indo-Pak tensions

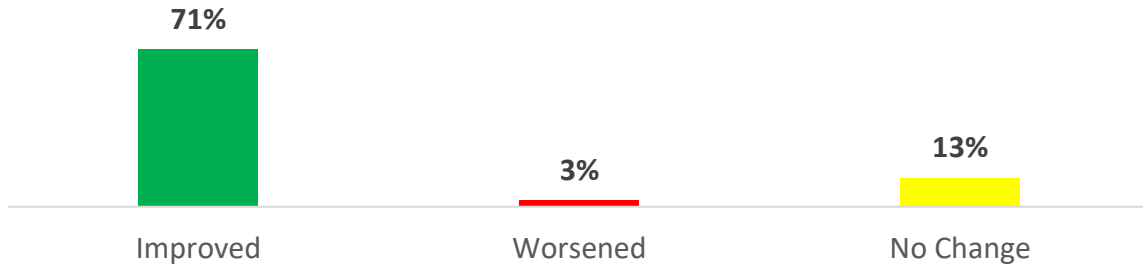
Item 6.5: Key Finding

Question: After the recent events, has your opinion of the friendship of the following countries with Pakistan improved, worsened, or remained the same? - Iran



Source: Powered by Gallup Pakistan, May 12, 2025 – May 18, 2025

IMPROVED VS WORSENEED RATING



Net Rating = 68%

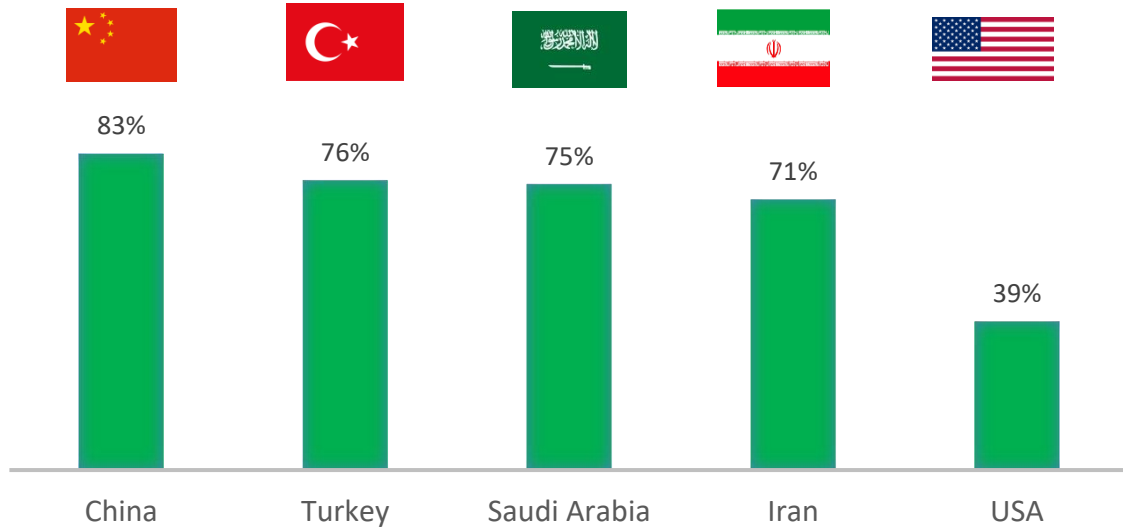
Q. حالیہ واقعات کے بعد، ملک ایران کی پاکستان دوستی کے بارے میں آپ کی رائے پہلے کی نسبت بہتر ہوگئی ہے، خراب ہوگئی ہے یا کوئی فرق نہیں پڑا؟

- | | |
|---|-------------------|
| 1 | بہت بہتر |
| 2 | بہتر |
| 3 | کوئی فرق نہیں پڑا |
| 4 | خراب |
| 5 | بہت خراب |
| 8 | معلوم نہیں |



India Pakistan Relation After Ceasefire
Topic 6: Views on Pakistan's friendship with foreign countries after the Indo-Pak tensions

"IMPROVED" Rating of the friendship of the foreign countries with Pakistan



Source: Powered by Gallup Pakistan, May 12, 2025 – May 18, 2025

Topic 7:
**Personal
Reflection on
the Partition of
1947**

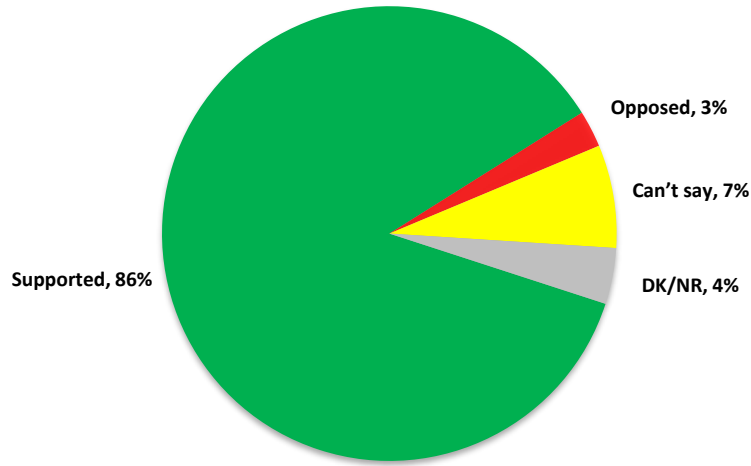


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Item 7.1: Key Finding

Question: Suppose you were an adult in 1947, at the time of Pakistan's creation. Would you have supported or opposed the creation of Pakistan as a separate country from India?



Source: Powered by Gallup Pakistan, May 12, 2025 – May 18, 2025

Q. فرض کریں کہ آپ 1947ء یعنی پاکستان کی آزادی کے وقت بالغ ہوتے تو آپ پاکستان کو ہندوستان سے علیحدہ ملک بنانے کی حمایت کرتے یا مخالفت؟

- | | |
|---|-------------------|
| 1 | حمایت |
| 2 | مخالفت |
| 3 | کچھ کہہ نہیں سکتے |
| 8 | معلوم نہیں |

Part 2:
**CLASSIFICATORY
VARIABLES**



DEMOGRAPHICS

Profile of Respondents

(n=767)

		Weighted
		Col%
BASE: All		100%
Gender		
See classification details below	Male	51%
	Female	49%
Age of the Respondent		
See classification details below	Young	39%
	Middle	45%
	Old	16%
Household Income		
See classification details below	Low	77%
	Medium	16%
	High	8%
Location		
See classification details below	Rural	64%
	Urban	36%
Province		
See classification details below	Punjab	53%
	Sindh	22%
	KPK	16%
	Baluchistan	6%
	GB/AJK	3%

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. 25,000 (in 2024 this represented the lowest quintile). **Medium:** Rs. 25,001 to 45,000 (In 2024 this represented the 2nd and 3rd Quintile). **High:** More than 45,000 (In 2024 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, consisting 65% of the population.

Methodology: Sample Size: 767; Coverage: National/Rural and Urban/All four provinces; Mode: Telephonic; Survey dates: May 12 - May 18, 2025. Estimated error margin: $\pm 2-3\%$ at 95% confidence level.

Part 3:

METHODOLOGY



PART 3: METHODOLOGY SUMMARY METHODOLOGY

Sample size : 767 Household
(18+ Males and Females)

Coverage : National Cross Section
All Pakistan Urban and Rural

Breakdown

Provincial Breakdown:

	Weighted
Punjab	53%
Sindh	22%
KPK	16%
Baluchistan	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 : $\pm 2\text{-}3\%$ at 95% confidence level

Interview Mode : Telephonic

Field Dates : May 12 – May 18, 2025

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

Disclaimer: Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup

International Association see website: www.gallup-international.com

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 750 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		
See classification details below	Male	51%
	Female	49%
Age of the Respondent		
See classification details below	Young	39%
	Middle	45%
	Old	16%
Household Income		
See classification details below	Low	77%
	Medium	16%
	High	8%
Location		
See classification details below	Rural	64%
	Urban	36%
Province		
See classification details below	Punjab	53%
	Sindh	22%
	KPK	16%
	Baluchistan	6%
	GB/AJK	3%

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. 25,000 (in 2024 this represented the lowest quintile). **Medium:** Rs. 25,001 to 45,000 (in 2024 this represented the 2nd and 3rd Quintile). **High:** More than 45,000 (In 2024 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, consisting 65% of the population.

Methodology: Sample Size: 767; Coverage: National/Rural and Urban/All four provinces; Mode: Telephonic; Survey dates: May 12 - May 18, 2025. Estimated error margin: $\pm 2-3\%$ at 95% confidence level.



B- Sample Selection Procedure & Application for CATI

This methodology uses Random Digit Dialling approach where all mobile phone numbers in Pakistan (130 million active sims) are the universe.

Mobile Phone Surveys

As stated previously, random digit dialling (RDD) will be used to sample participants for mobile phone interviews. According to the Pakistan Telecommunication Authority the market share of the 4 telecom providers in Pakistan (in terms of active working numbers) are: PMCL Jazz (37.8%), Telenor (27.1%), CMPAK Zong (22.0%), and PTML Ufone (13.1%). Market share will be used to allocate the sample across providers. For example, 37.8% of numbers will be randomly from PMCL Ufone. Such an allocation is feasible to make because each of the 4 telecom providers has been assigned a pre-set exchange number followed by an 8-digit mobile number. It is not possible to further stratify the phone numbers by province. Such stratification would also have little meaning because someone could purchase a phone in one province and use it in another.

A 5% response rate among phone numbers contacted for a mobile phone interview is anticipated. This means that for 5 successful interviews, we generated 100 numbers to contact. To reach the target sample size for mobile phone interviews, approximately 50,000 phone numbers were generated.

Phone numbers will be randomly assigned to interviewers at the decentralized call. Interviewers will ask the province of the participant to facilitate sample allocation across provinces. Data will be monitored by study investigators to ensure the planned allocation of participants across provinces is met. Once a province has reached its target sample size, no further interviews will be conducted with people from the province.

Exclusion in sample: According to PSLM (a government survey), 90% of households in Pakistan claim someone in their household owns a mobile phone. This means that 10% households are excluded from the sample.

Mobile phone survey procedures and methods

Interviewers will begin by calling a randomly generated number. Each number will be called until the phone is answered or up to three times. Data will be collected using Survey CTO.

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 checklist on the handling control, entry and other steps involved in the management of data.

Once all the responses are received from the mobile phone surveys, 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.

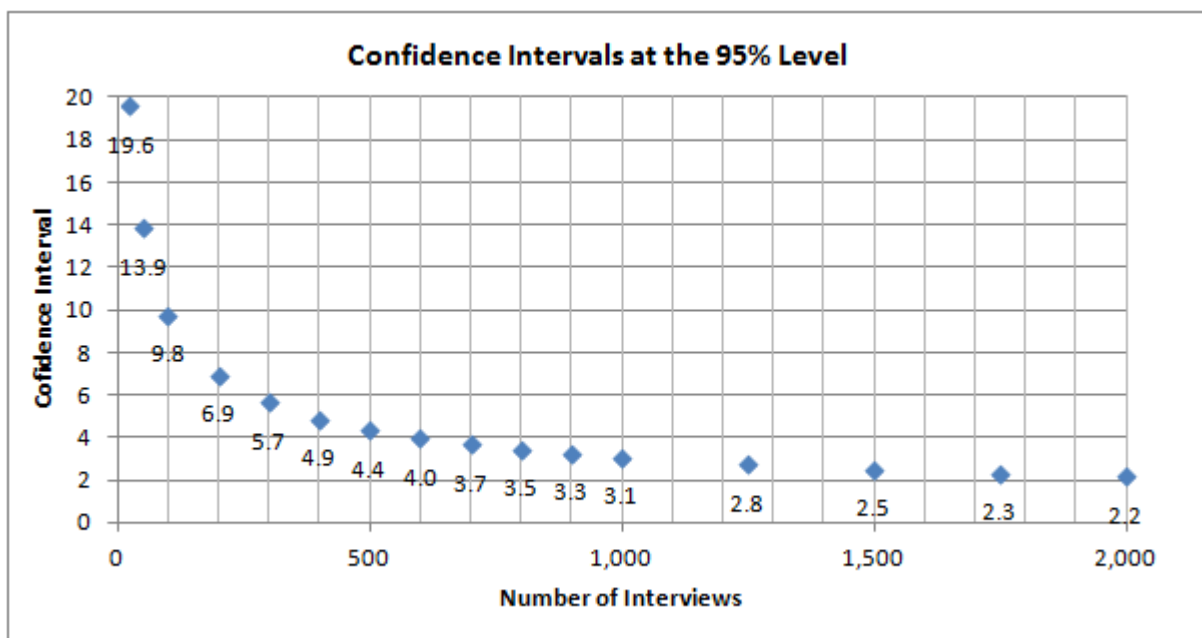
After completion of data entries and double punch, all data is cleaned by using a data-cleaning program written in SPSS which is customized for every project according to the survey/questionnaire needs. Data is thoroughly checked for an omission, displacements and other error resulting in inconsistencies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

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 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 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 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.



Disclaimer: Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on the Gallup International Association see website: www.gallup-international.com

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