

January 31, 2024.

*Research Report*

# Public Opinion Poll in Punjab

Presented by:  
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communications





# AGENDA

**Need For Research**

**Research Design**

**Detailed Findings**

# Need for Research



This opinion poll was conducted to gauge the voting preferences and perception of general Public about current situation of Pakistan. A statistically representative sample was drawn from targeted regions of Punjab to understand public sentiments.

This document summarizes our research report for the same.



# **AGENDA**

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**Detailed Findings**

# Research Dynamics

## Scope of Study

Punjab

## Research Type

Quantitative Opinion Poll

## Fieldwork Dates – Wave 3

January 2024

## Sample Size

7,548

## Methodology

CAPI\* Random door to door survey

\* Computer assisted personal interviews

## Key Demographics

- 18 & above
- Males and Females



# Sample Split

Province	Regions	Total Sample		Male	Female	Urban	Rural
Punjab	<b>Central Punjab</b> (Lahore, Sheikhpura, Kasur, Hafizabad, Mandibahauddin, Gujranwala, Sialkot, Gujrat, Nankana, Narowal)	2,476	<b>7,584</b>	<b>3,906</b>	<b>3,678</b>	<b>3,186</b>	<b>4,398</b>
	<b>North Punjab</b> (Rawalpindi, Attock, Jehlum, Chakwal, Khushab, Sargodha)	1,494					
	<b>South Punjab</b> (Multan, DG Khan, Bahawalpur, R Y Khan, Vehari, Rajanpur, Lodhran, Khanewal, MuzaffarGarh, Bhawalnagar, Layyah, Bhakkar)	2,128					
	<b>West Punjab</b> (Faisalabad, Sahiwal, Jhang, Okara, Pakpattan, Chiniot, Toba Tek Singh)	1,486					



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**Perception  
About  
State of Country**



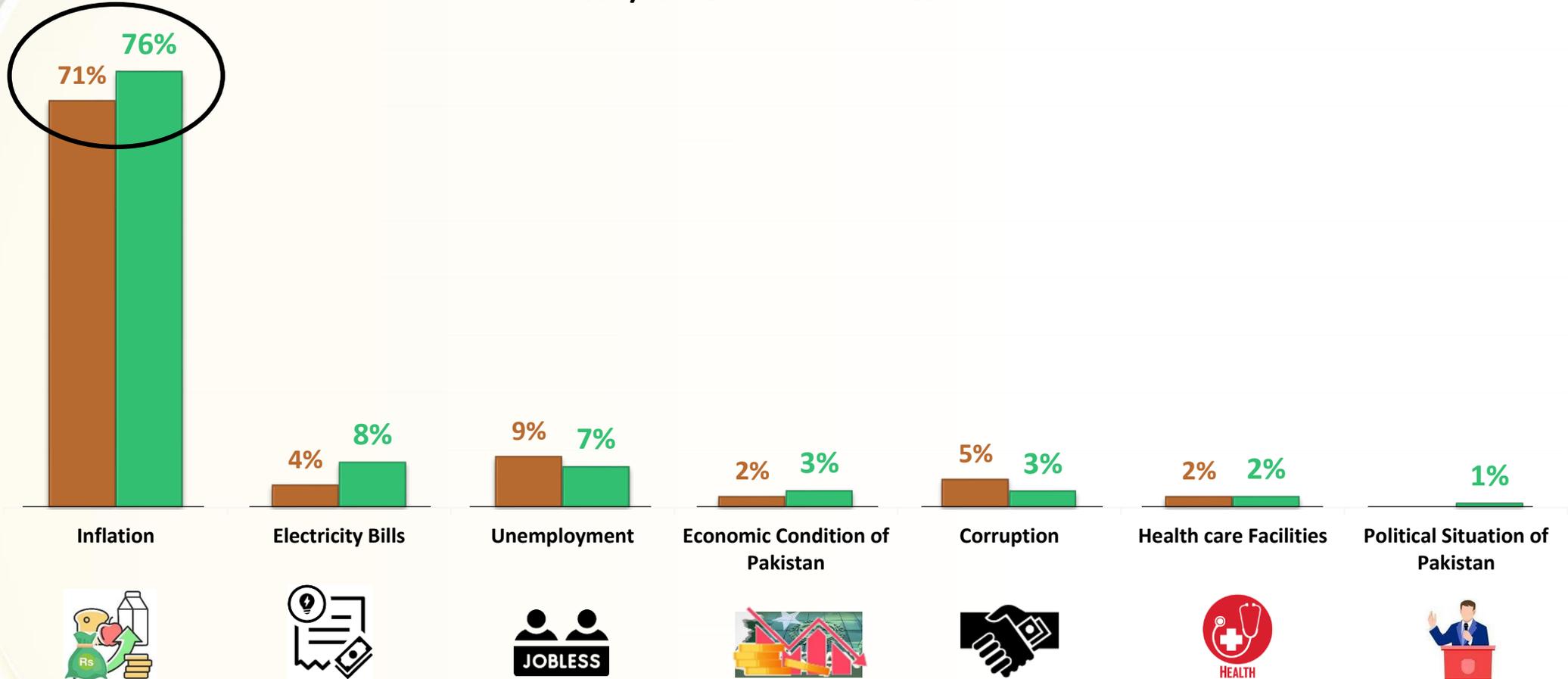
# Key Issues of Pakistan

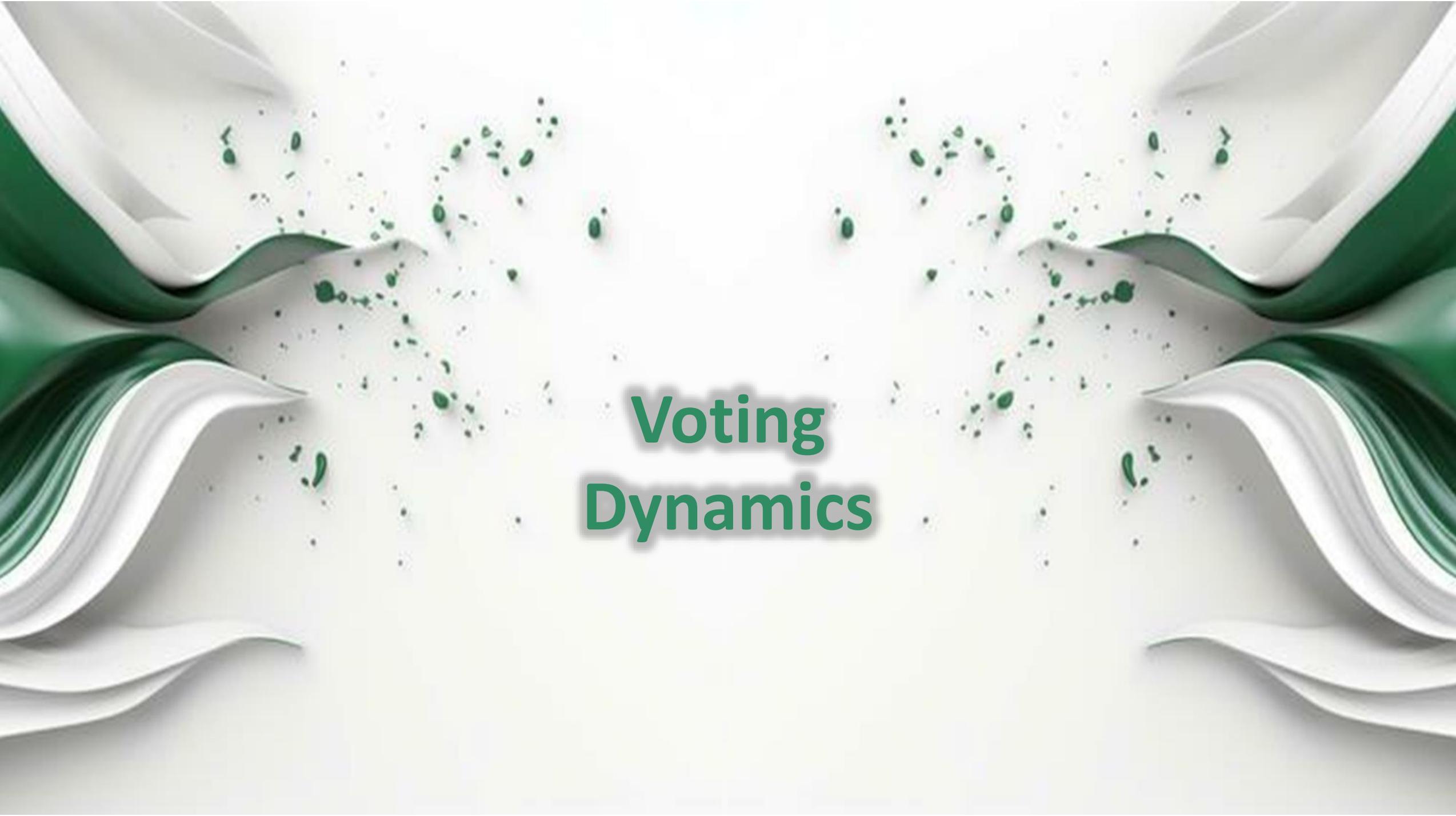
Base : 7,548

Top 7 Responses

■ Jun/Jul-23

■ Jan-24





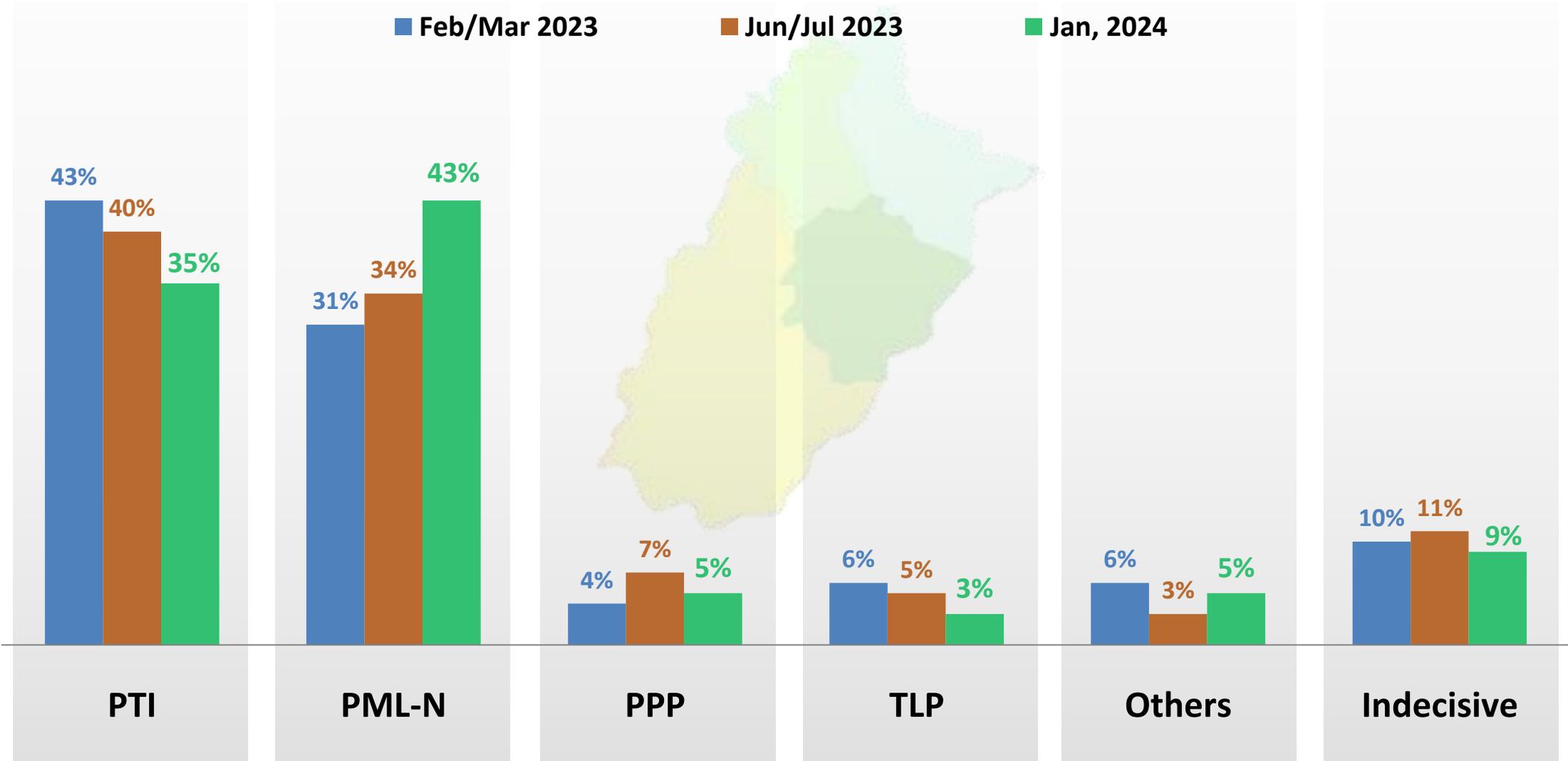
# Voting Dynamics



# Voting Preference for Next Elections of National Assembly

(Punjab – Trend Analysis)

Base = 7,548





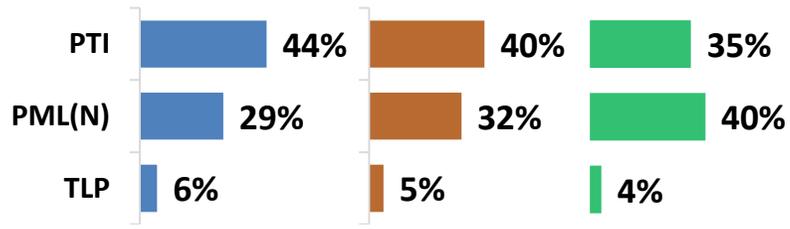
# Voting Preference for Next Elections of National Assembly

(Punjab Regions)

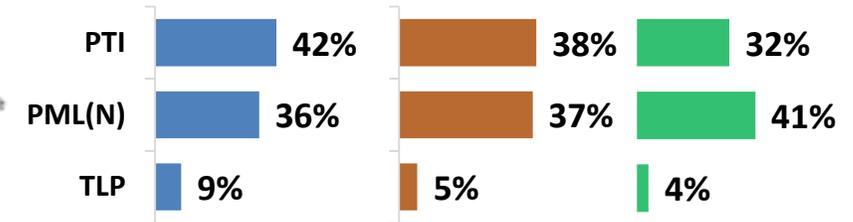
Top 3 Responses

Key: ■ Feb/Mar 2023 ■ Jun/Jul 2023 ■ Jan, 2024

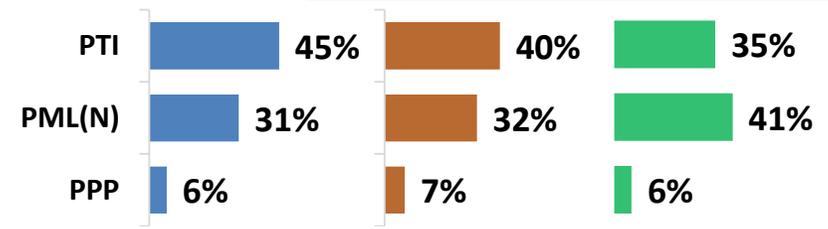
## NORTH PUNJAB



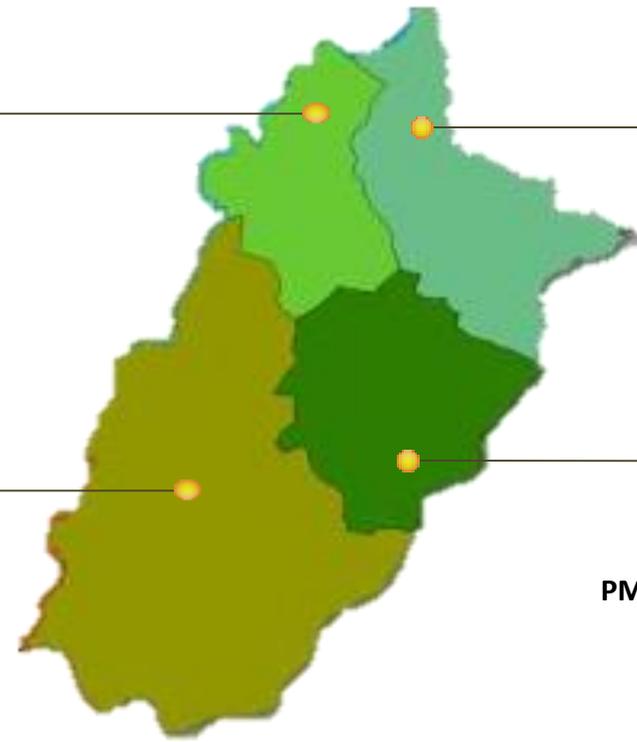
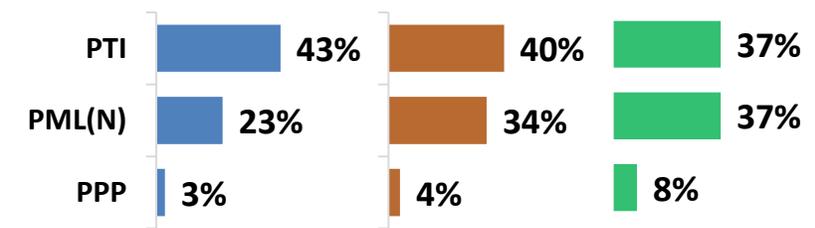
## CENTRAL PUNJAB



## SOUTH PUNJAB



## WEST PUNJAB



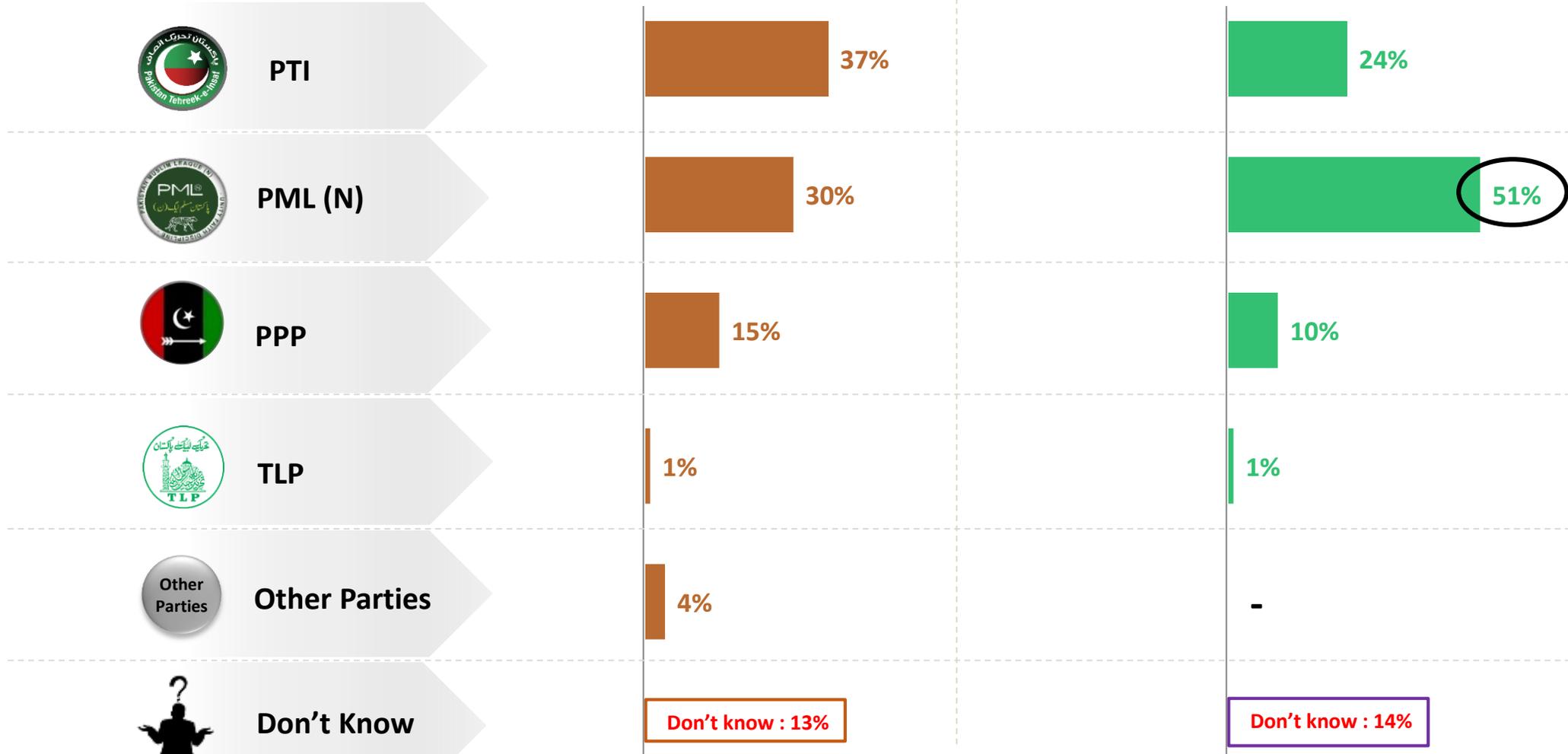


# Perception About Next Ruling Party – National Level

Base = 7,548

June/July-23

Jan-24



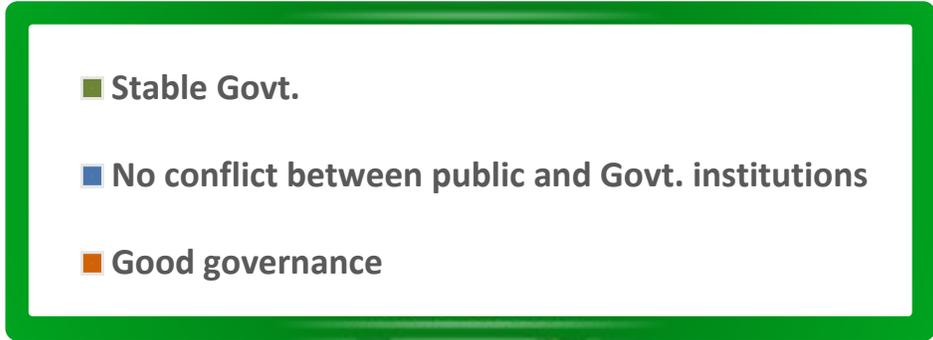
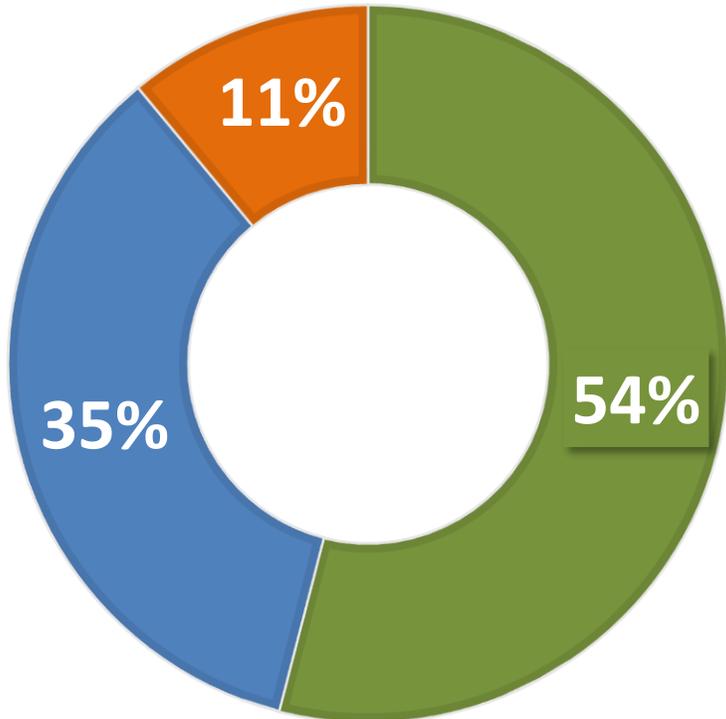


# General Perceptions



# Perceived Solution to Current Geo Political & Socio Economic Issues

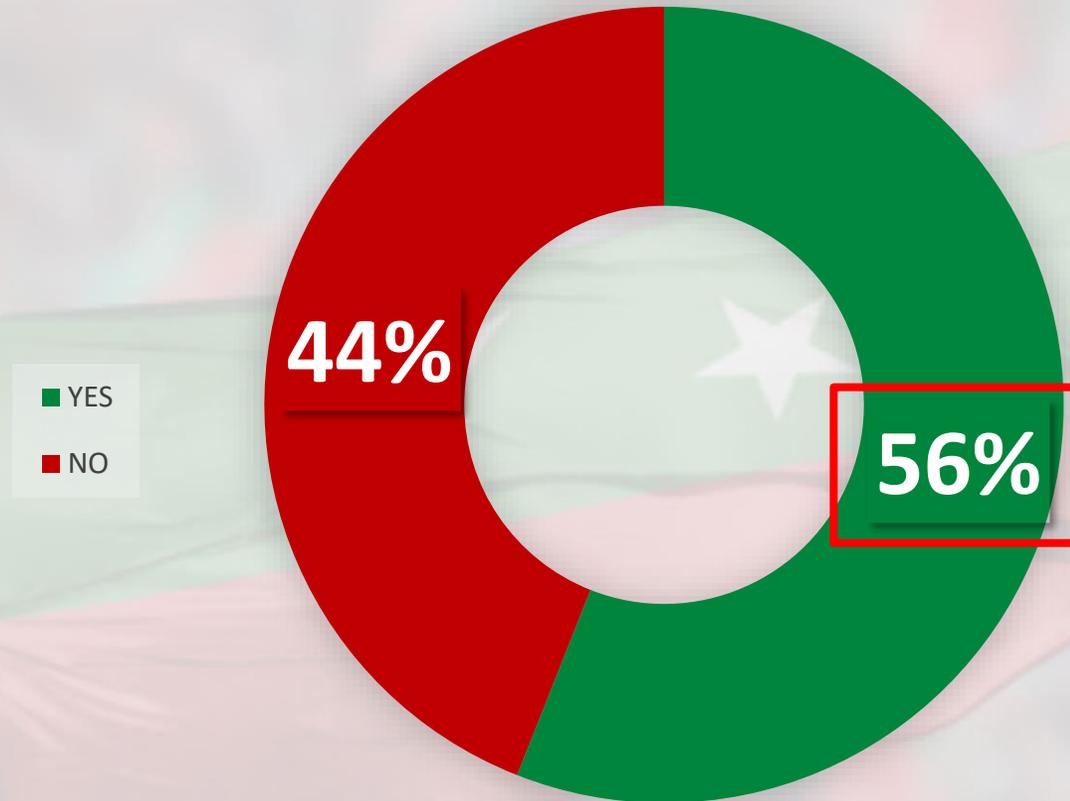
Base = 7,548





# Awareness of Electoral Symbol of independent candidates having PTI's support in National and Provincial constituencies

Base : PTI Voters only



Q. Do you know what is the electoral symbol of PTI's candidate contesting in elections as an independent candidate in your national assembly constituency?

A white, three-dimensional ribbon is curled into a loop, set against a solid teal background. The words "THANK YOU" are printed in a bold, black, sans-serif font across the center of the ribbon. The ribbon has a slight shadow underneath, giving it a sense of depth.

***THANK YOU***