

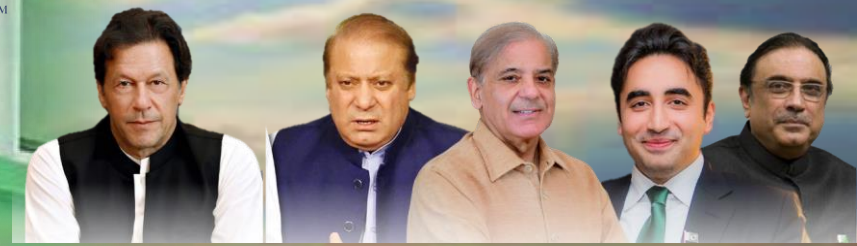
January 31, 2024.

The background of the entire slide is a composite image. It features the national flag of Pakistan, which is green with a white crescent and star, waving vigorously against a blue sky with scattered white clouds. In the lower right portion of the image, a hand is shown placing a white ballot paper into a green ballot box. The text of the report is overlaid on this background.

Research Report

Public Opinion Poll in Punjab

Presented by:
irisTM
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

Need For Research

Research Design

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




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Detailed Findings



Perception About State of Country



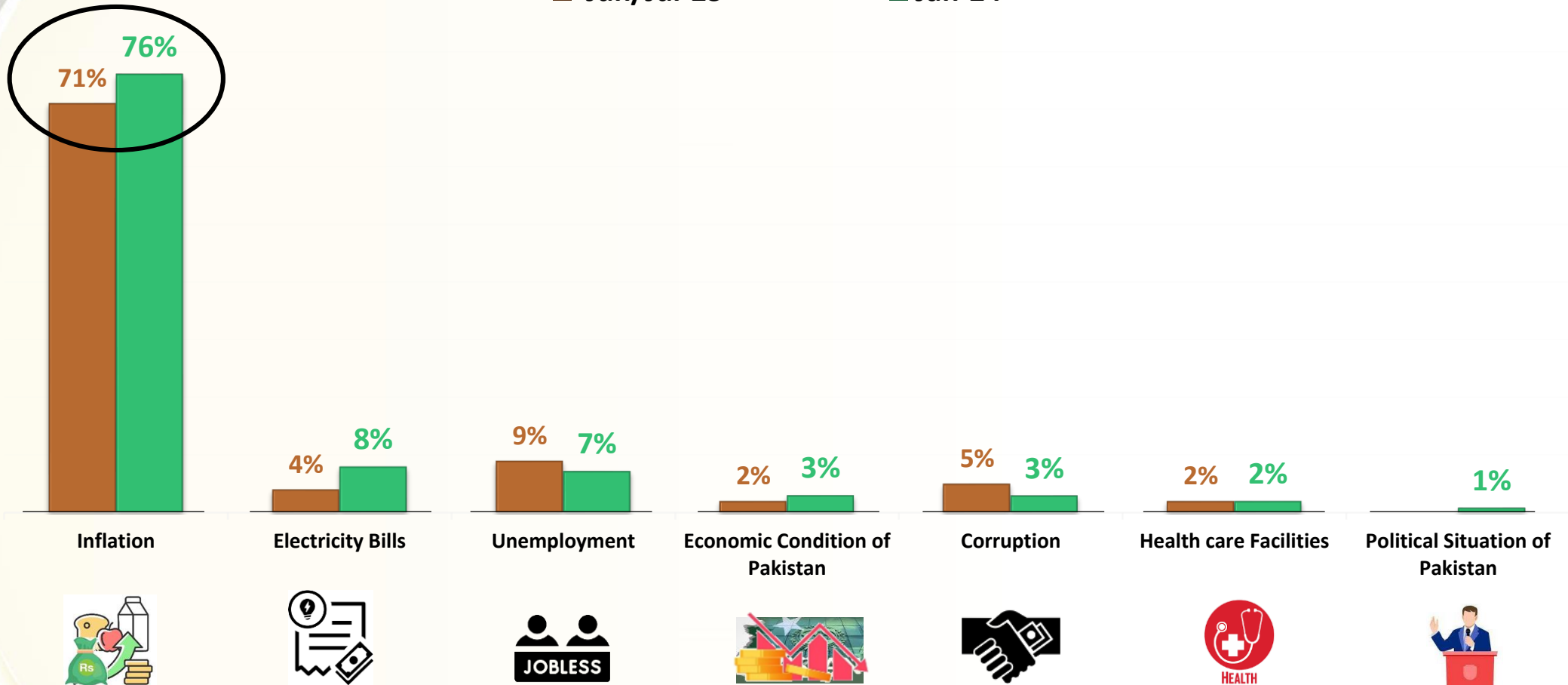
Key Issues of Pakistan

Base : 7,548

Top 7 Responses

■ Jun/Jul-23

■ Jan-24





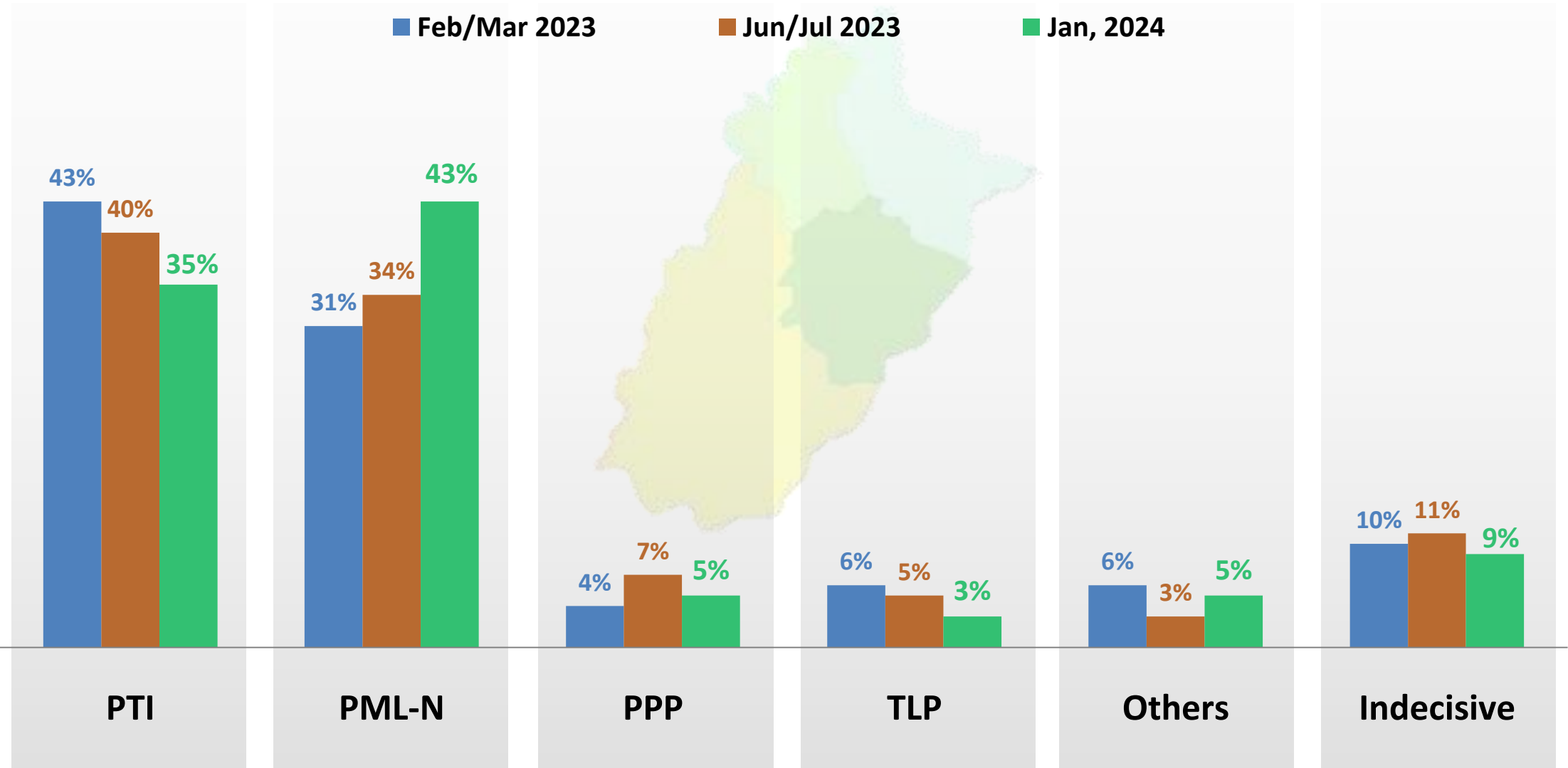
Voting Dynamics



Voting Preference for Next Elections of National Assembly

(Punjab – Trend Analysis)

Base = 7,548



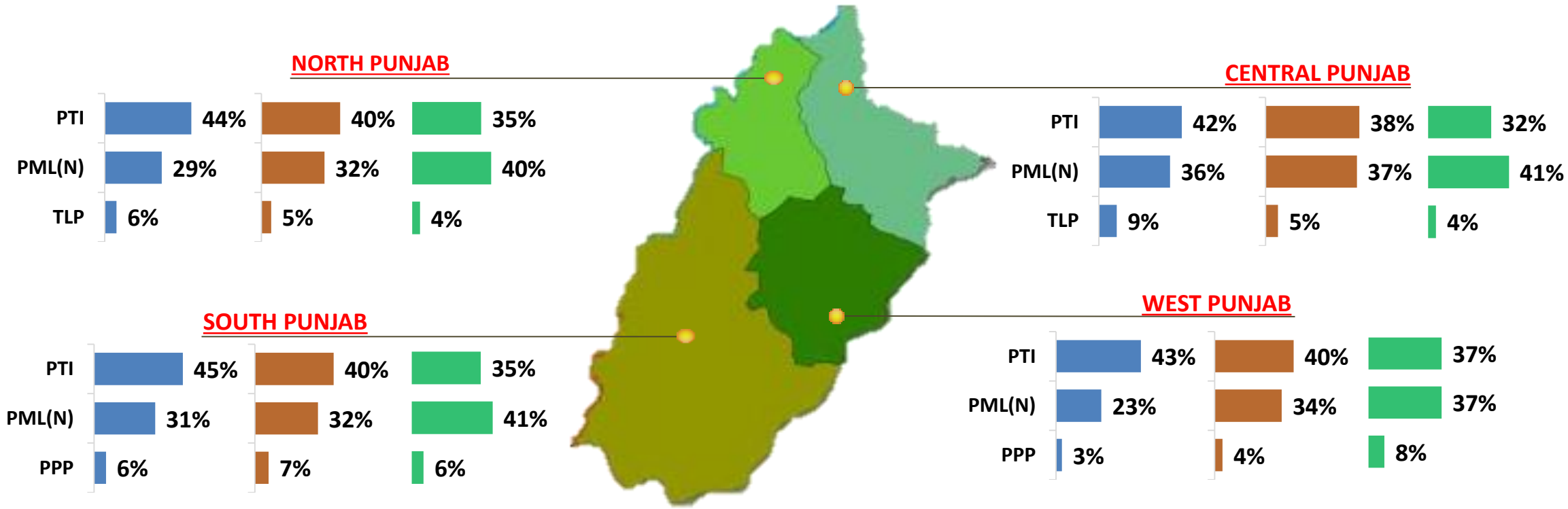


Voting Preference for Next Elections of National Assembly

(Punjab Regions)

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

Top 3 Responses



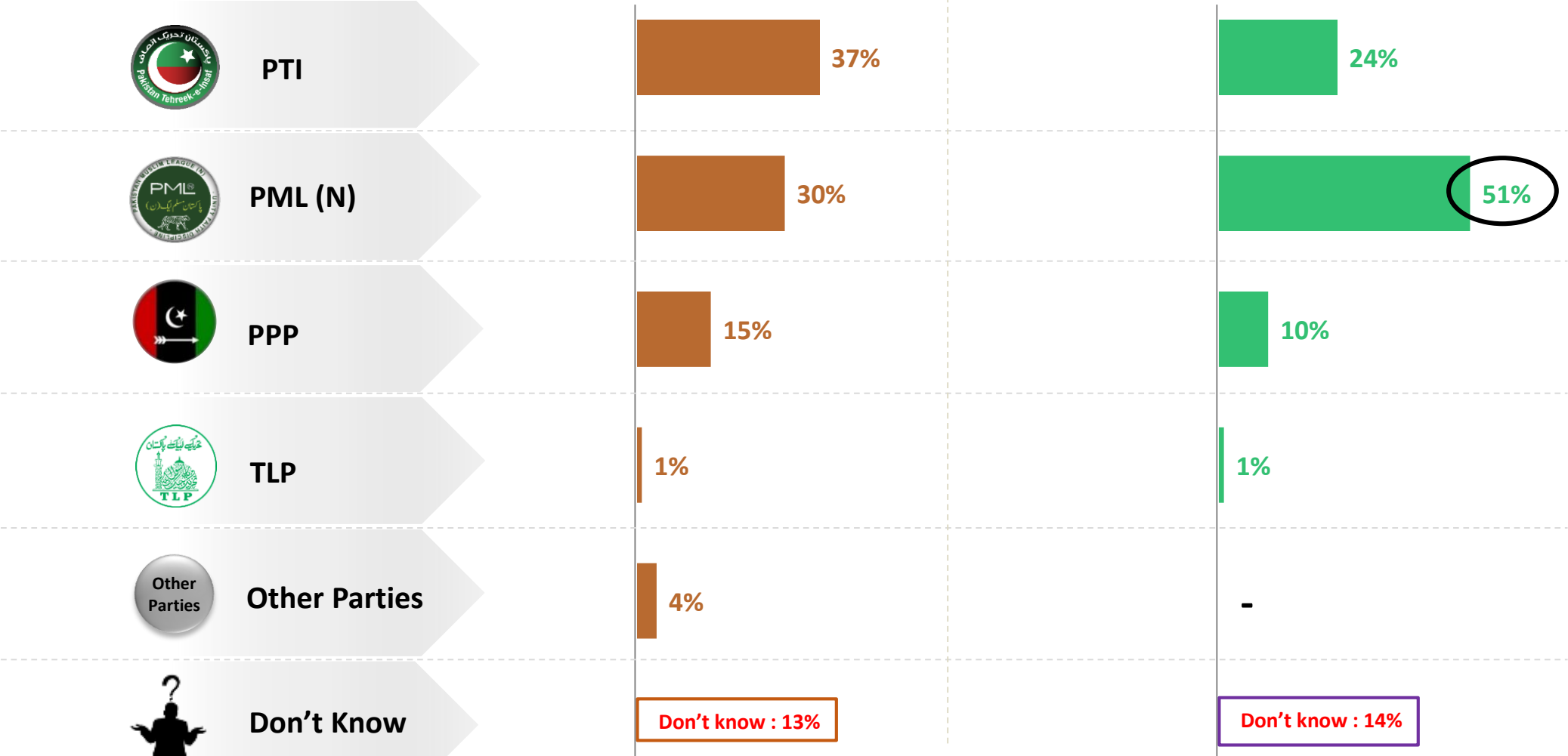


Perception About Next Ruling Party – National Level

Base = 7,548

June/July-23

Jan-24



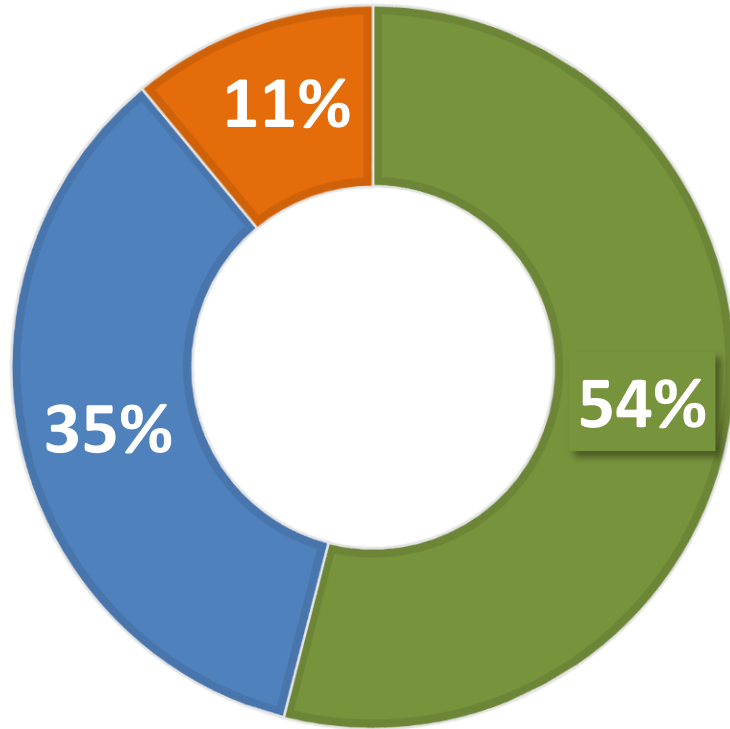


General Perceptions



Perceived Solution to Current Geo Political & Socio Economic Issues

Base = 7,548



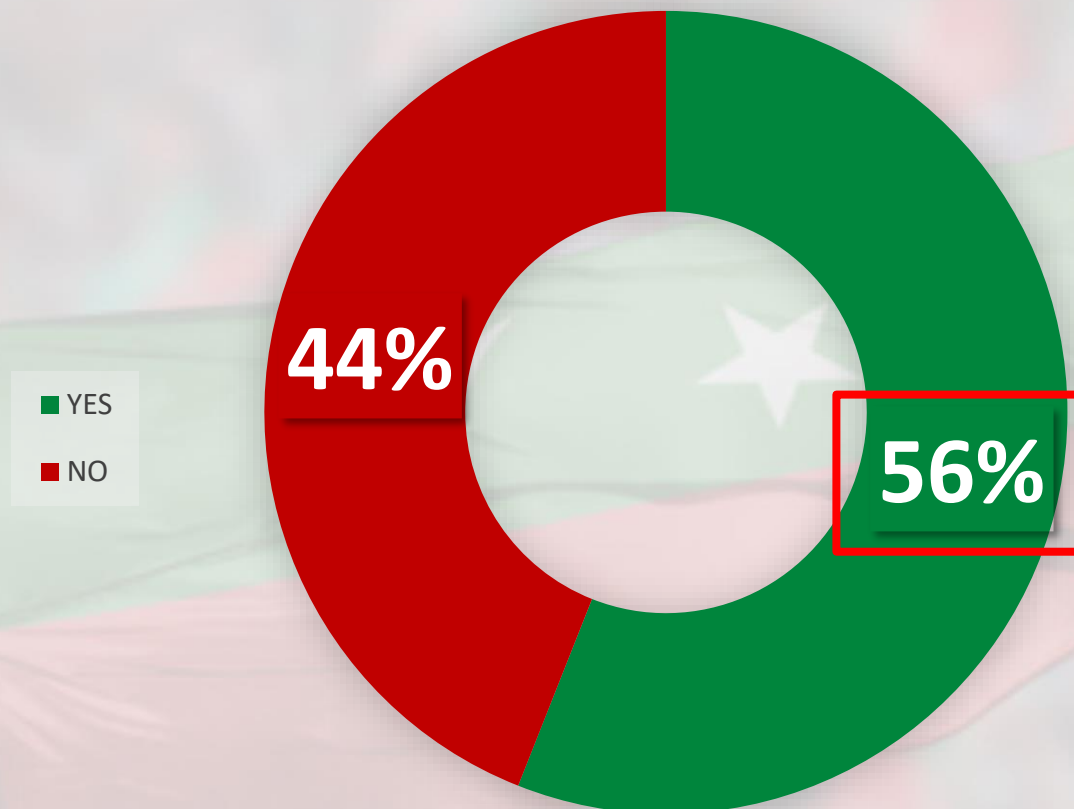
- Stable Govt.
- No conflict between public and Govt. institutions
- Good governance





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?



THANK YOU