

Political Pulse of Central Punjab

- A Comprehensive Survey Analysis -

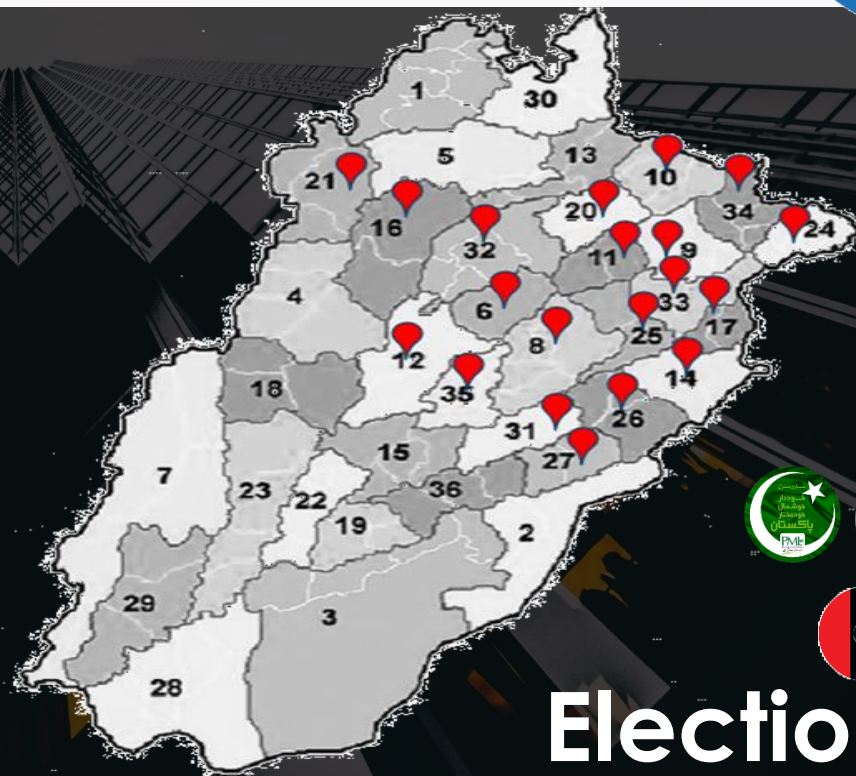
Center for Public Opinion Research (CPOR)



Unveiling Voter Sentiments, Preferences, and Political Dynamics



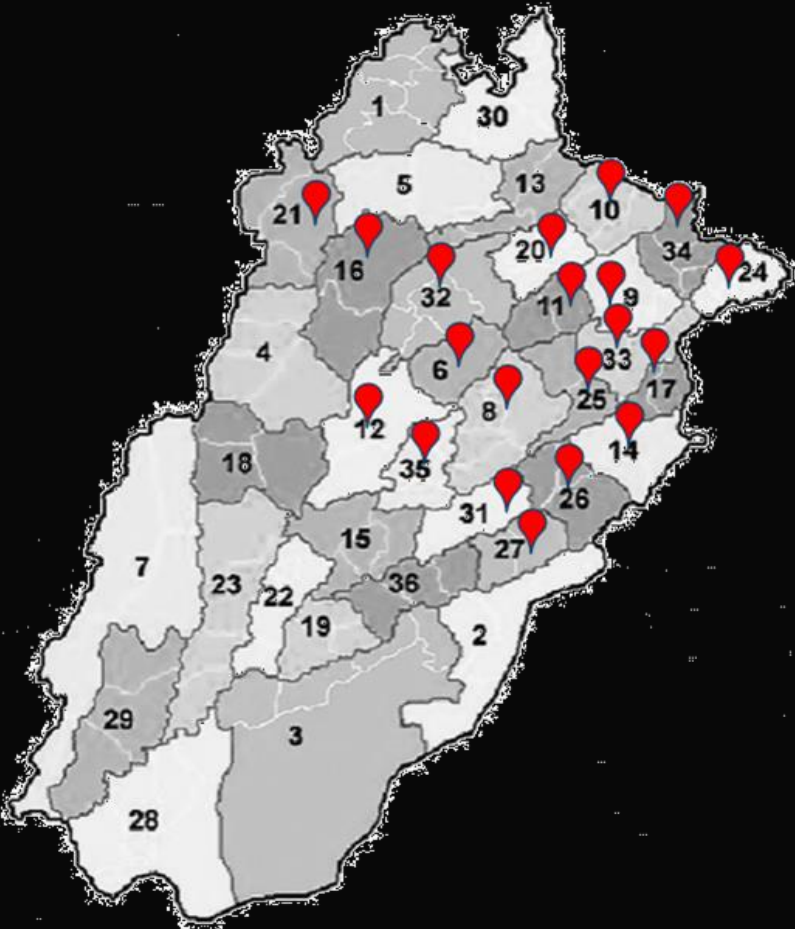
20-26 January, 2024-



Elections 2024

Overview-Central Punjab

Central Punjab District Locations



of Sampled District in Punjab

20

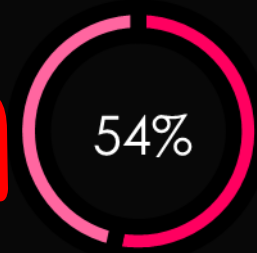
List of Districts

1	CHINIOT
2	FAISALABAD
3	GUJRANWALA
4	GUJRAT
5	HAFIZABAD
6	JHANG
7	KASUR
8	KHUSHAB
9	LAHORE
10	MANDI BHAUDDIN
11	MIANWALI
12	NANKANA SAHIB
13	NAROWAL
14	OKARA
15	PAKPATTAN
16	SAHIWAL
17	SARGODHA
18	SHEIKHUPURA
19	SIALKOT
20	TOBA TEK SINGH

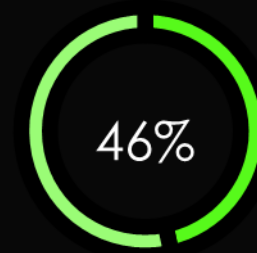
Central Punjab Voters



Total Voters
42,089,032



Male Voters
22,678,044



Female Voters
19,410,988

Survey Methodology



To conduct a political survey of Central Punjab districts with 1,012 respondents, the following methodology was implemented:

Sample Design: A representative sample of the Central Punjab district's population was selected using **stratified sampling techniques**. This ensures that the sample is diverse and accurately represents the demographic characteristics of the Central Punjab.



A comprehensive questionnaire was developed, covering various aspects of political preferences and opinions. The questions included topics such as party affiliations, voting intentions, key issues, and awareness of political campaigns.

Survey Questionnaire



After collecting the survey data, it was organized and analyzed using appropriate statistical analysis techniques. This involved aggregating the responses, conducting frequency distributions, cross-tabulations, and potentially applying statistical tests to identify significant patterns and relationships within the data.

Data Analysis



The findings of the survey were summarized in a comprehensive report. The report included an executive summary, details of the methodology employed, key findings, and analysis of the results. The report also presented graphical representations, such as charts and graphs, to enhance the presentation and interpretation of the data.

Reporting Mechanism

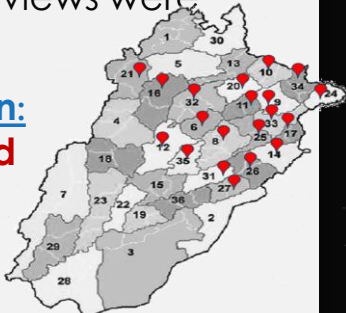
Sampled Locations=102

From each location, a cluster of 10 successful interviews were conducted.



Respondent Selection:

Age **18+** & **Registered Voter** of sampled area.



Margin of Error and Response Rate

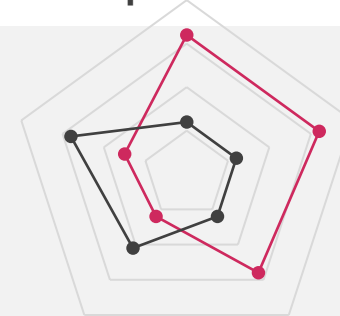


±3%

Margin of Error

77%

Response Rate



Quality Control

Throughout the survey process, quality control measures were implemented to ensure data accuracy and reliability. This included carefully reviewing the collected data for completeness and conducting data-cleaning procedures to identify and rectify any errors or inconsistencies.

Detailed Survey Methodology

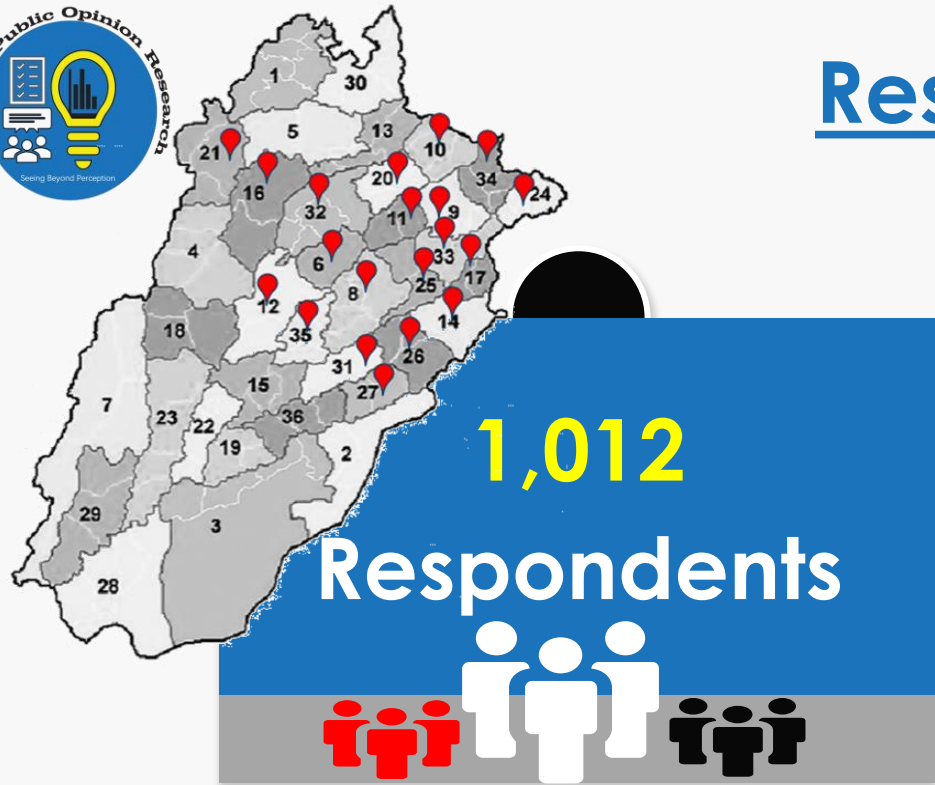
- **Sample Design:** A representative sample of the central Punjab's population was selected using stratified sampling techniques. This ensures that the sample is diverse and accurately represents the demographic characteristics of the Central Punjab districts.
- **Questionnaire Design:** A comprehensive questionnaire was developed, covering various aspects of political preferences and opinions. The questions included topics such as party affiliations, voting intentions, key issues, satisfaction with current representatives, and awareness of political campaigns.
- **Pre-testing:** Prior to administering the survey, the questionnaire was pre-tested on a small group of individuals from the sampled locations to identify any potential issues with clarity, understanding, or response options. Necessary revisions were made based on the feedback received.
- **Data Collection:** The survey was conducted through a face-to-face interview method. Efforts were made to ensure a high response rate and to reach out to a diverse cross-section of the Sampled location's population.
- **Data Analysis:** After collecting the survey data, it was organized and analyzed using appropriate statistical analysis techniques. This involved aggregating the responses, conducting frequency distributions, cross-tabulations, and potentially applying statistical tests to identify significant patterns and relationships within the data.
- **Reporting:** The findings of the survey were summarized in a comprehensive report. The report included an executive summary, details of the methodology employed, key findings, and an analysis of the results. The report also presented graphical representations, such as charts and graphs, to enhance the presentation and interpretation of the data.
- **Quality Control:** Throughout the survey process, quality control measures were implemented to ensure data accuracy and reliability. This included carefully reviewing the collected data for completeness and conducting data-cleaning procedures to identify and rectify any errors or inconsistencies.
- **International Standard:** The information presented in this report was compiled in accordance with international market and social research methodologies.



Executive Summary

This is the second survey of series of polls presenting the latest public perception of the voters of Central Punjab. Among many questions asked about key issues, political affiliations, voting intentions and awareness of political campaigns. Following are some of the interesting findings of the survey.

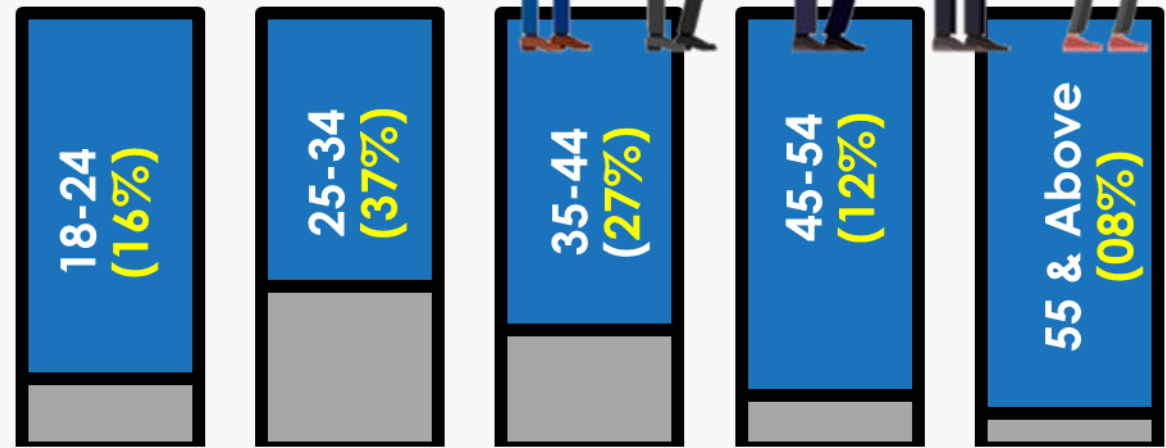
- 29% of the respondents identified Sui gas as the single most important issue of their Mohalla, Area or City. 21% of the respondents said that Sewerage, while 11% said Brocken Roads is the single most important issue facing their Mohalla, Area or city.
- When asked whom would you blame for the issue, Majority 33% blamed previous PTI Government, 29% blamed PMLN led coalition government while 20% blamed both the previous PTI government and PMLN led coalition government for the issue.
- When asked how would you rate following political personalities as a person, majority 55% said they strongly or somewhat like Nawaz Sharif, 50% said Shahbaz Sharif and 49% said they strongly or somewhat like Imran Khan as a person. However, 34% said Pervez Elahi and 23% said they strongly or somewhat like Bilawal Bhutto Zardari.
- Majority 41% of the respondents said that they will vote for PMLN during the upcoming general elections, while 34% said PTI and 7% said they will vote for TLP in upcoming general elections.
- When asked in your opinion who should be the next Chief Minister of Punjab after elections, Majority 37% said Shahbaz Sharif, 28% said Chaudhary Pervaiz Elahi, while 5% respondents said that Aleem Khan should be the next Chief Minister of Punjab.
- When asked, in your opinion which party's candidate should be Prime Minister after 2024 National Assembly elections? 42% of the respondents said that PMLN's candidate should be the Prime Minister, while 36% said the PTI's candidate should be the Prime Minister.
- Responding to the question of which political party has contacted you for the vote, it is interesting to note that the general elections are around the corner and the majority 59% of the respondents said that No party has contacted them for the Vote.



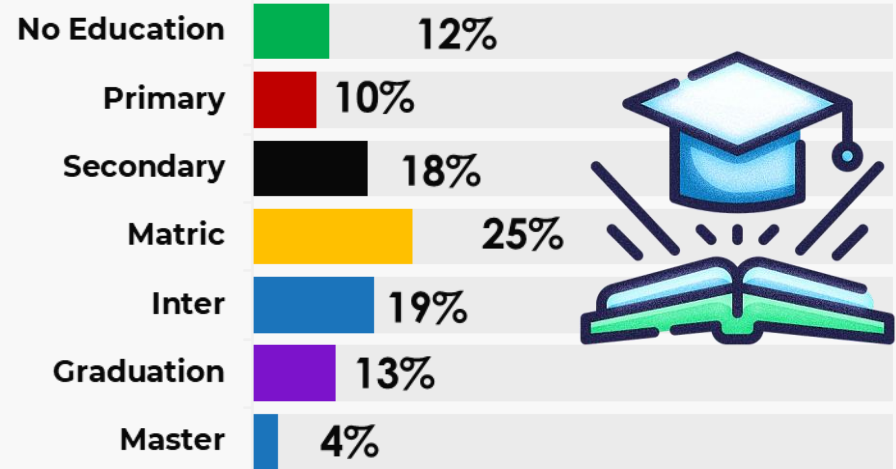
Respondents Profile



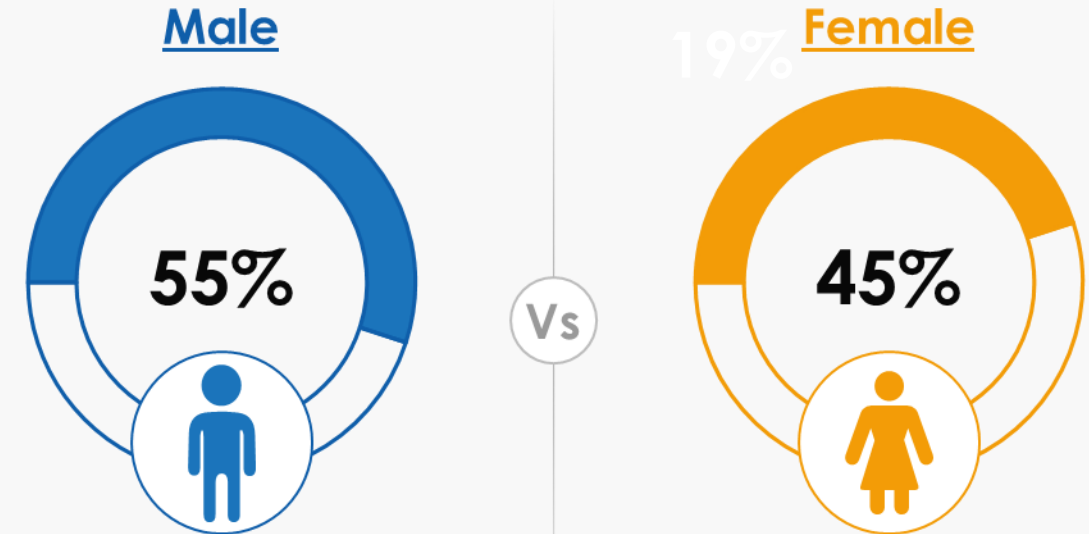
What is your age group?



What is your Education Level?



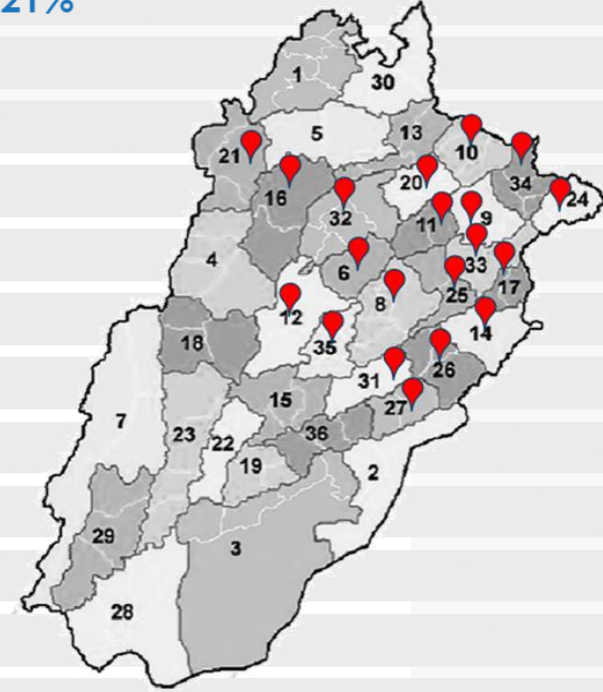
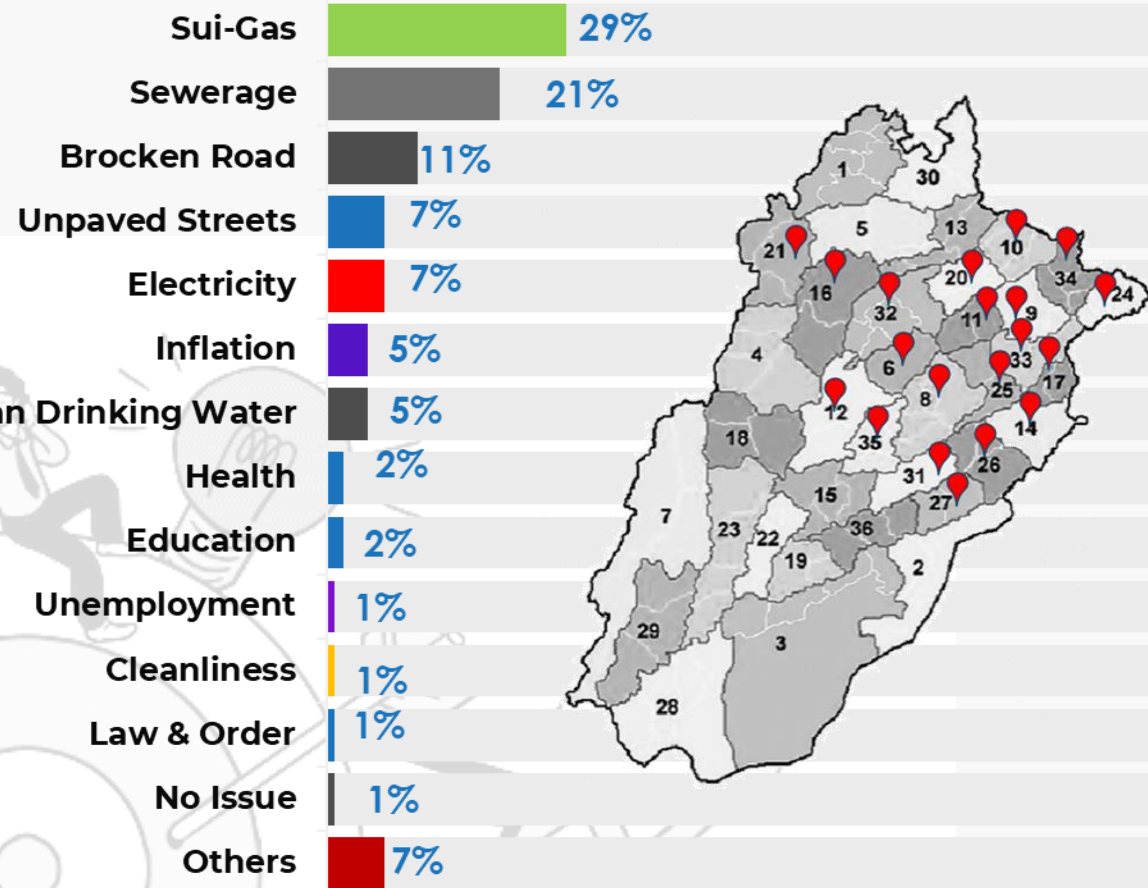
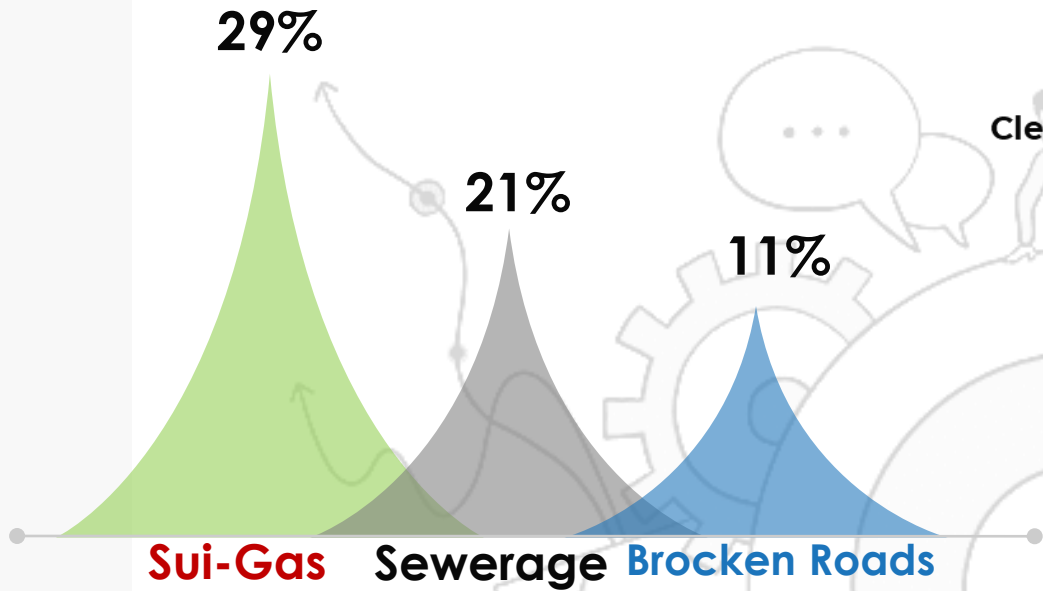
Respondent's Gender.





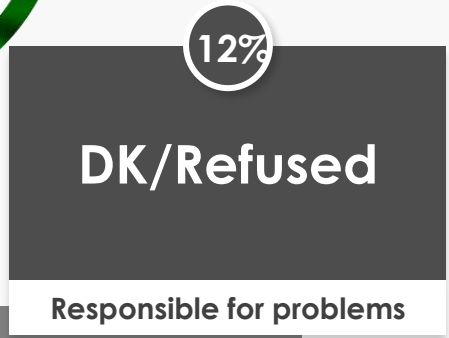
Q: In your opinion, what is the single most important issue facing your mohalla, area or city?

Central Punjab Top-3 Issues



0% 20% 40% 60% 80% 100% 120%

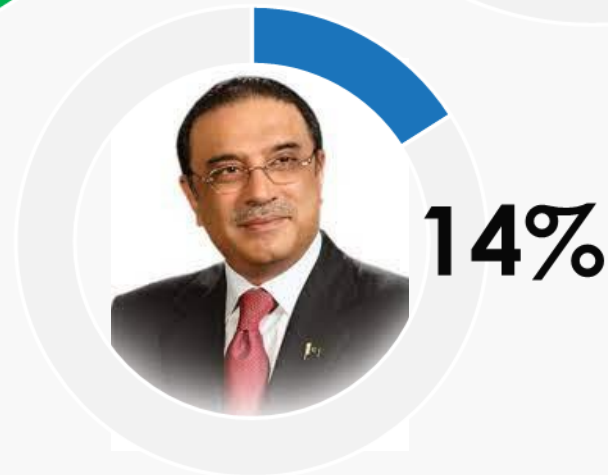
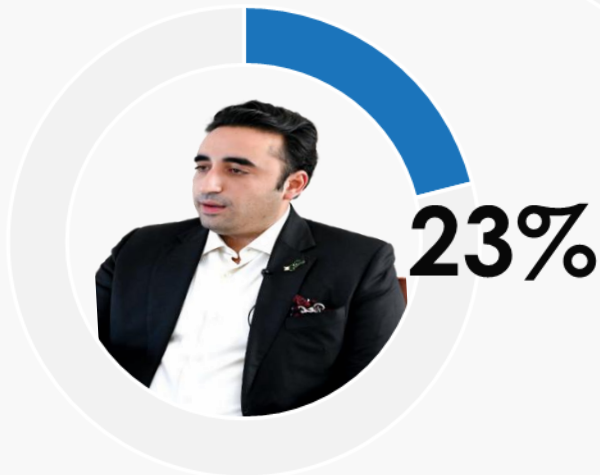
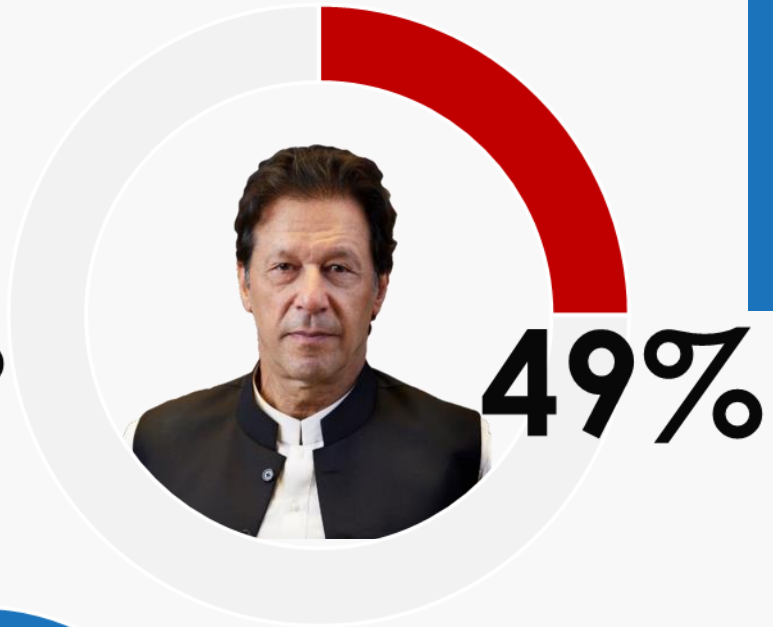
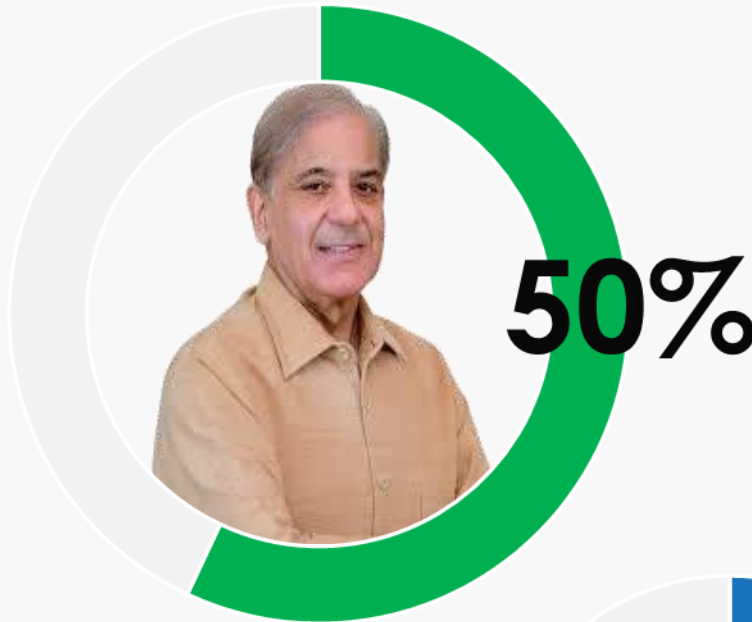
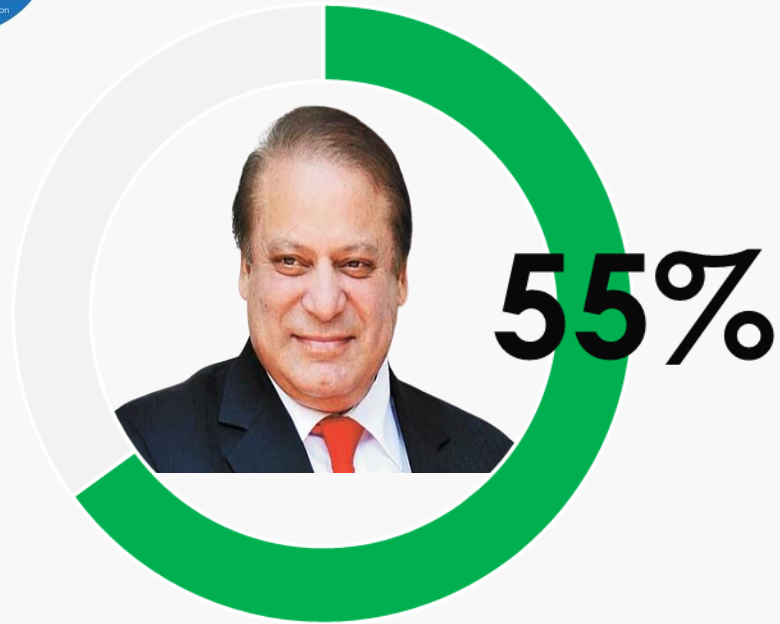
Q: Who do you blame more for this Issue/ problem?



Q: Thinking now about the following people, would you say that you like or dislike them as a person? And would that be strongly or somewhat like/dislike?



Only Strongly or Somewhat like

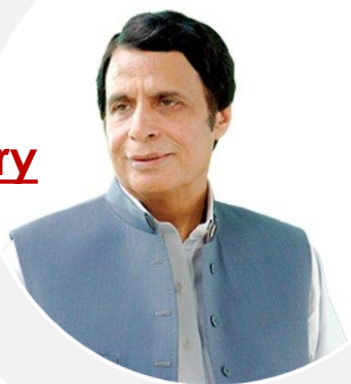


Q: Thinking now about the following people, would you say that you like or dislike them as a person? And would that be strongly or somewhat like/dislike?



Only Strongly or Somewhat like

Chaudhry
Pervez
Elahi



34%

Hamza Shahbaz



38%

Maryam
Nawaz



42%

Jahangir Khan Tareen



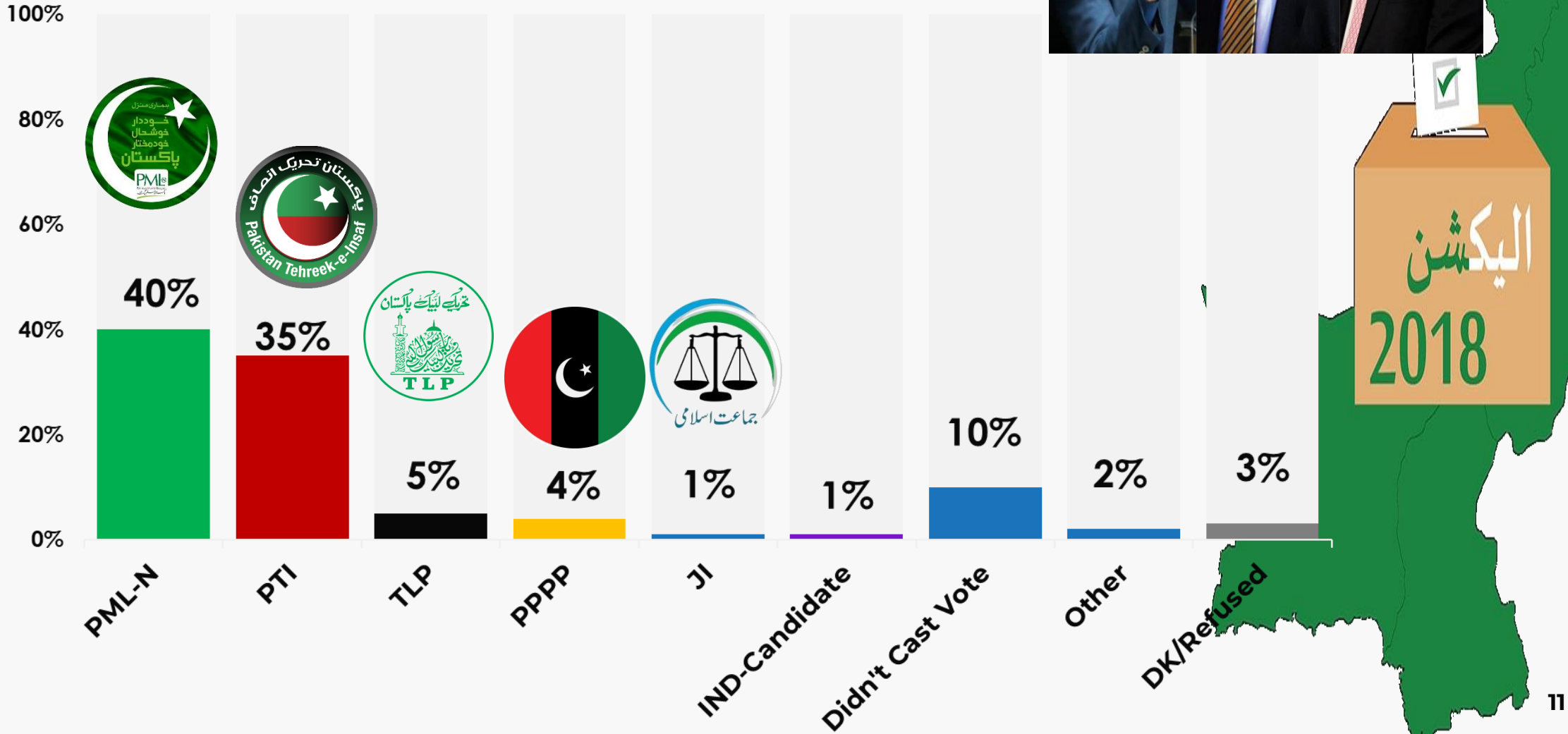
22%

Aleem Khan

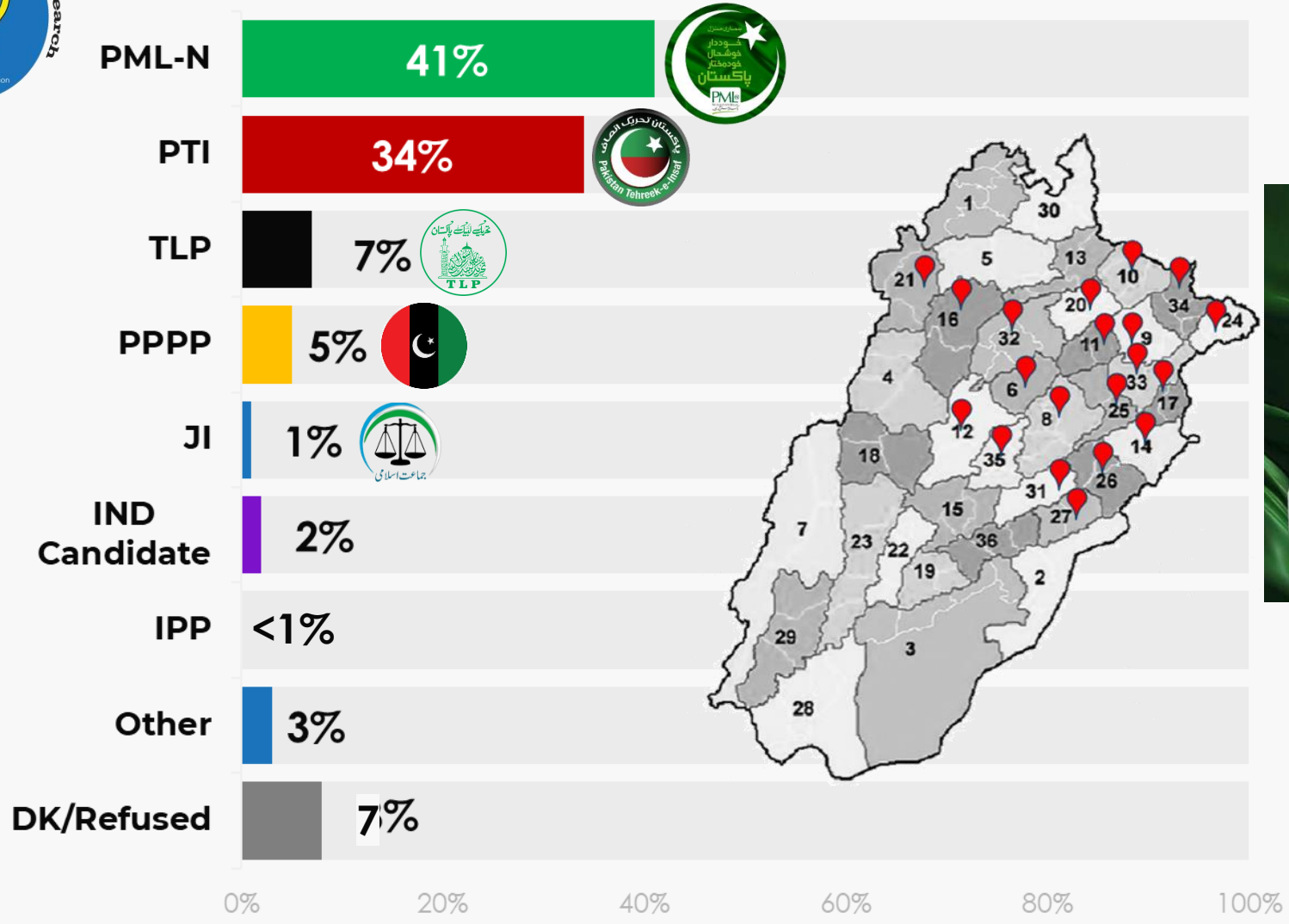


17%

Q: Thinking about the **2018** general elections, please tell us which political party have you voted?



Q: Thinking now about the upcoming general elections, scheduled to be held on **February 8th 2024**, for which party would you vote?

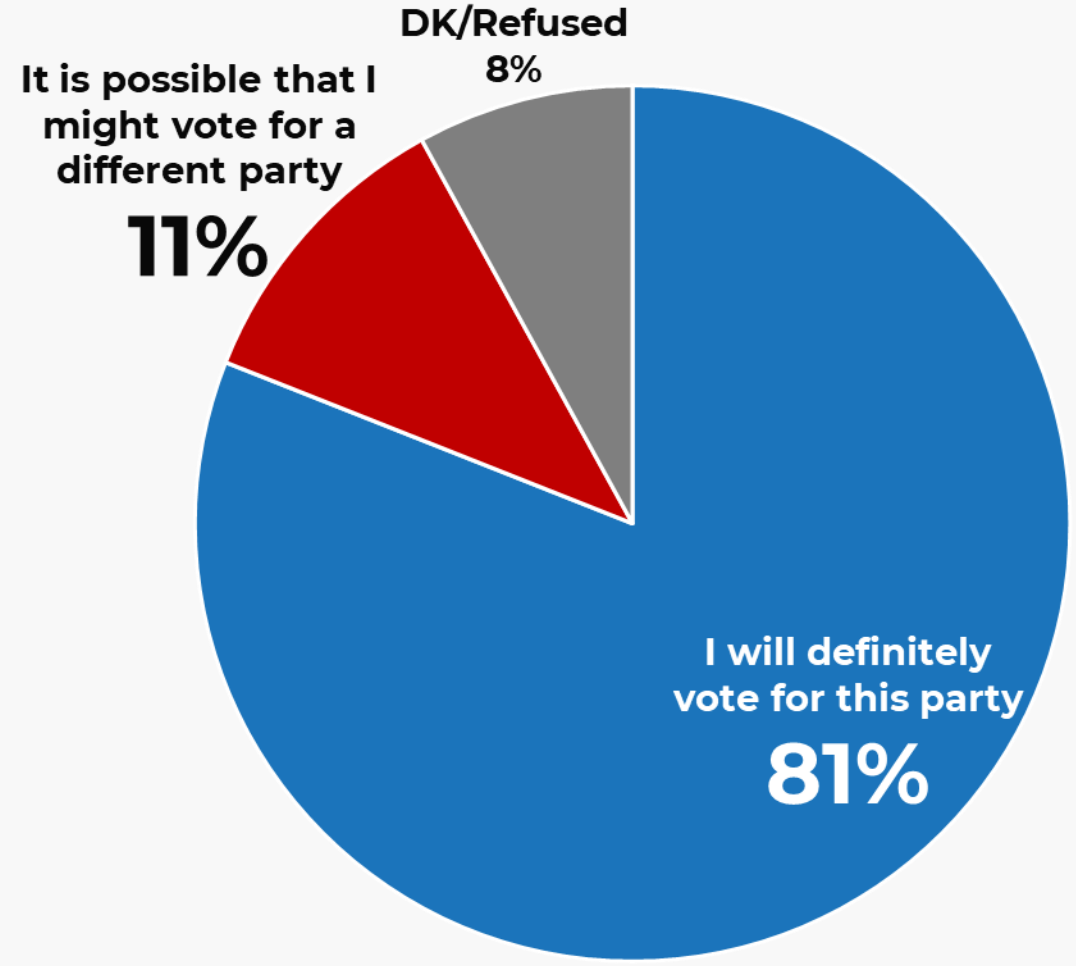


Elections 2024



Central Punjab Survey Results

Q: Will you definitely vote for this party, or is it possible that you might vote for a different party?



- I will definitely vote for this party
- It is possible that I might vote for a different party
- DK/Refused

Q: Thinking some more about the upcoming general elections, in your opinion who should be the next Chief Minister of the Punjab after elections?

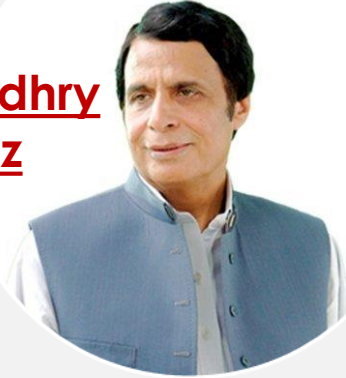


Mian Shahbaz Sharif



37%

Chaudhry Pervez Elahi

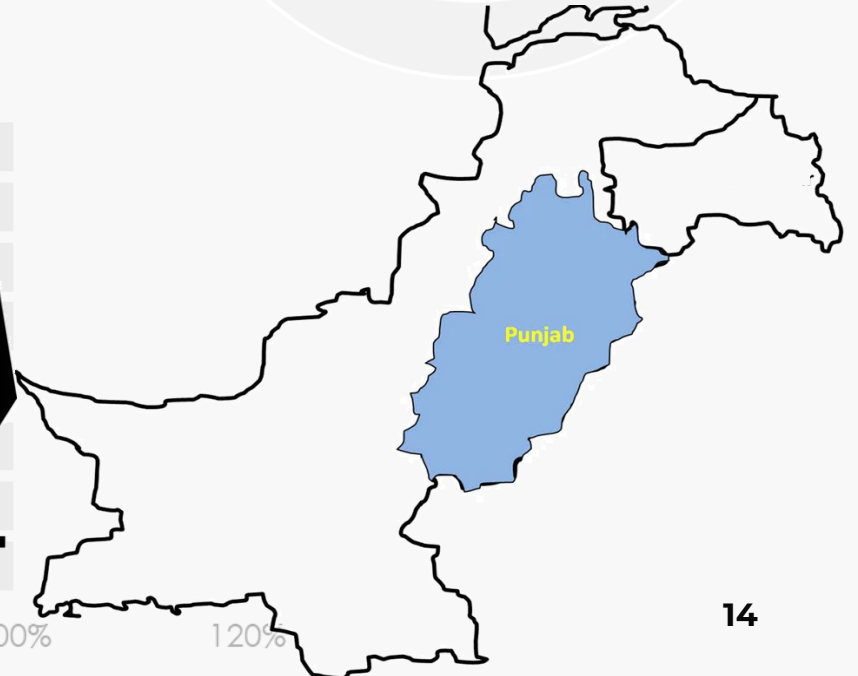
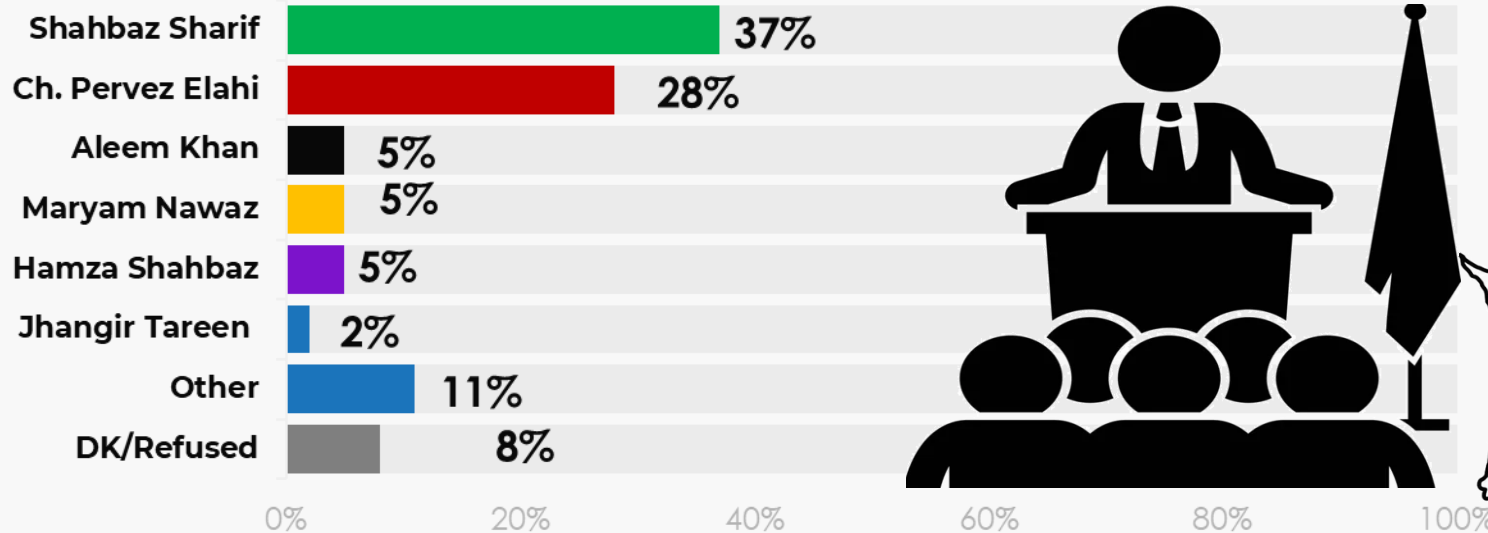


28%

Abdul Aleem Khan



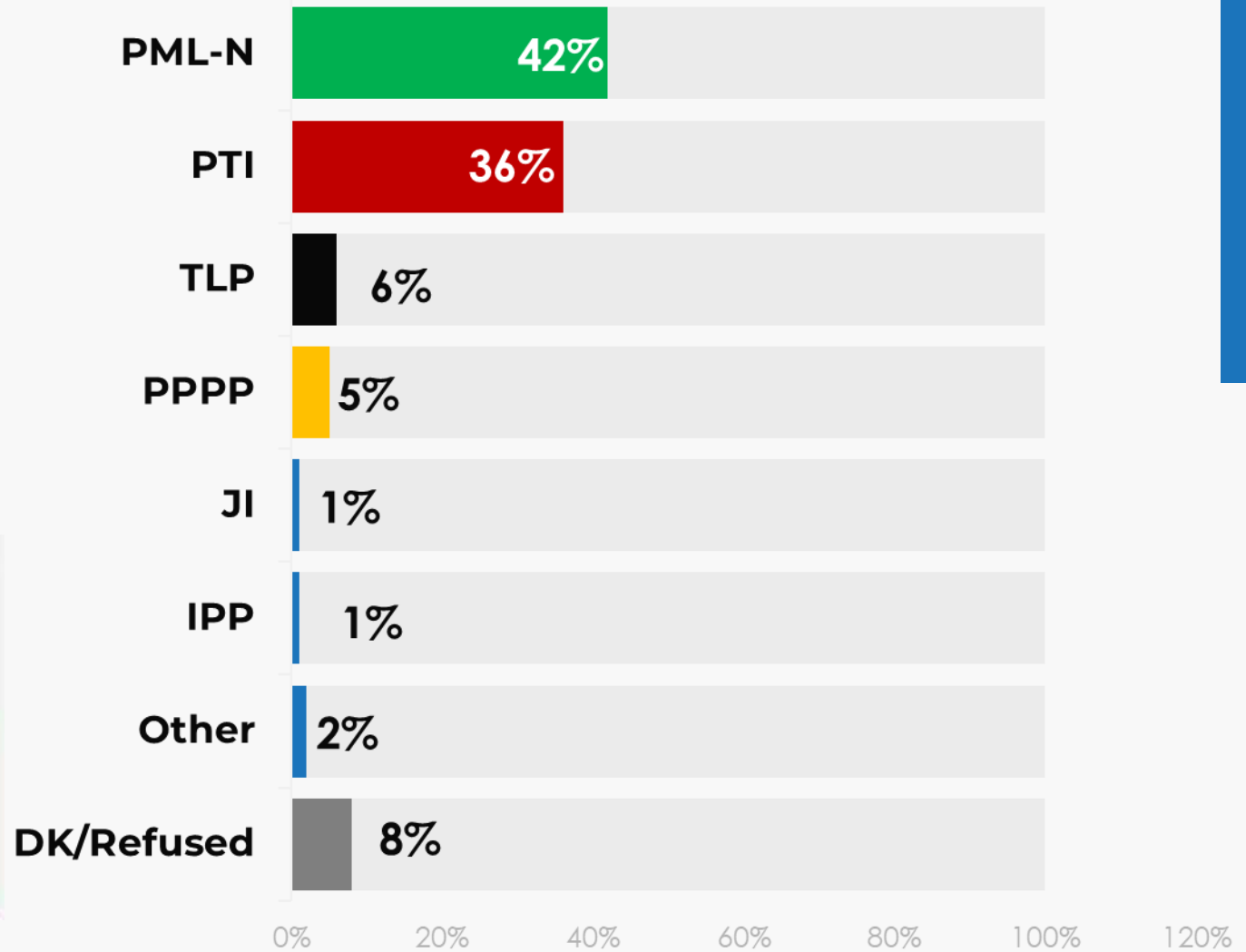
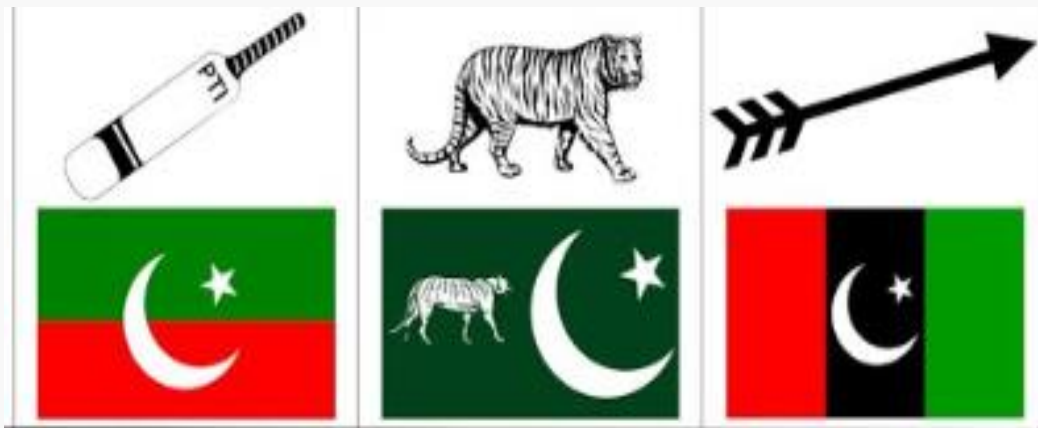
05%



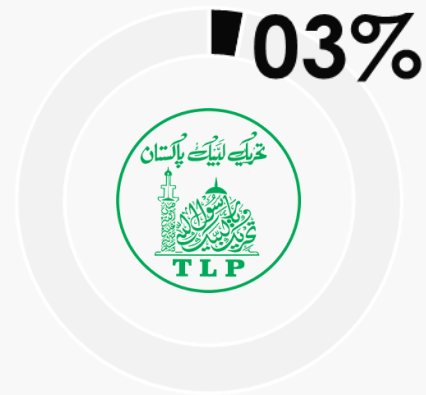
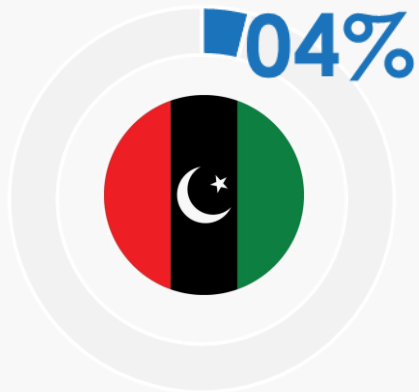
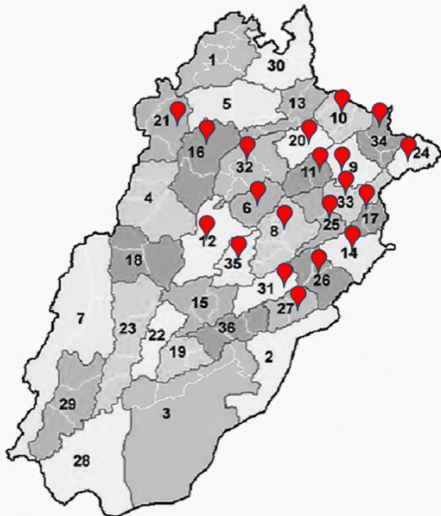
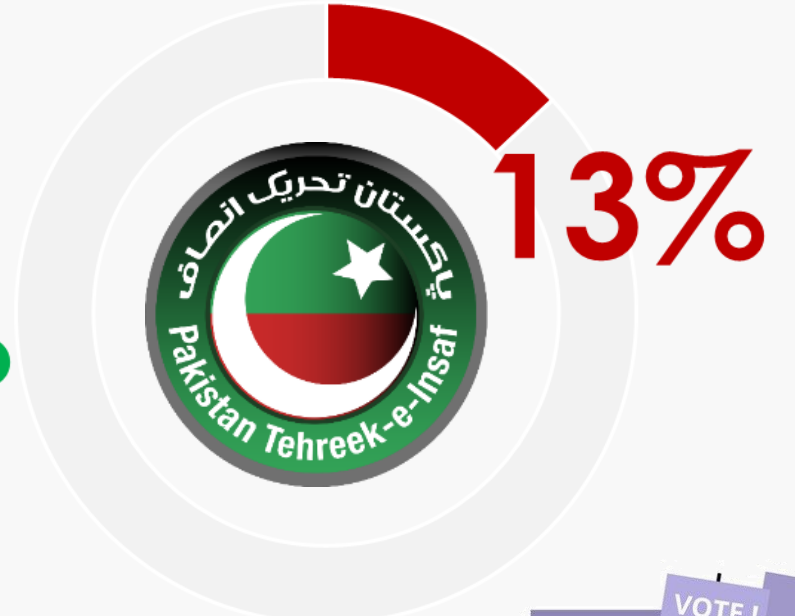


Q: Thinking more about the upcoming general elections, in your opinion which political party's candidate should be the next Prime Minister?

Next Prime Minister



Q: Which political party has contacted you for the vote?





Q: What source/media do you use to get news?



Sources of Information



TV
47%



Newspaper
03%



Social Media /Internet
43%



Radio
01%



Word of Mouth
05%

Others
01%

DK/Refused
01%

About CPOR & Executive Director

Executive Director:



Mohsin Javed is a development sector professional with over 15 years of experience within the primary sectors of democracy and governance. His expertise lies in designing, implementing, and managing both qualitative and quantitative studies at the National, Provincial, and constituency levels. Mohsin has more than 9 years of work experience with the International Republican Institute (IRI) a Washington-based organization in Islamabad and 5 years of experience with Islamabad-based public opinion research institute as Program Manager.

Mohsin holds a master's degree in Political Science (2007) and has attended the National Security Workshop at the National Defence University in Islamabad. Mohsin also holds a certificate in Monitoring and Evaluation from IRI's Office of Monitoring and Evaluation in Washington DC, USA.

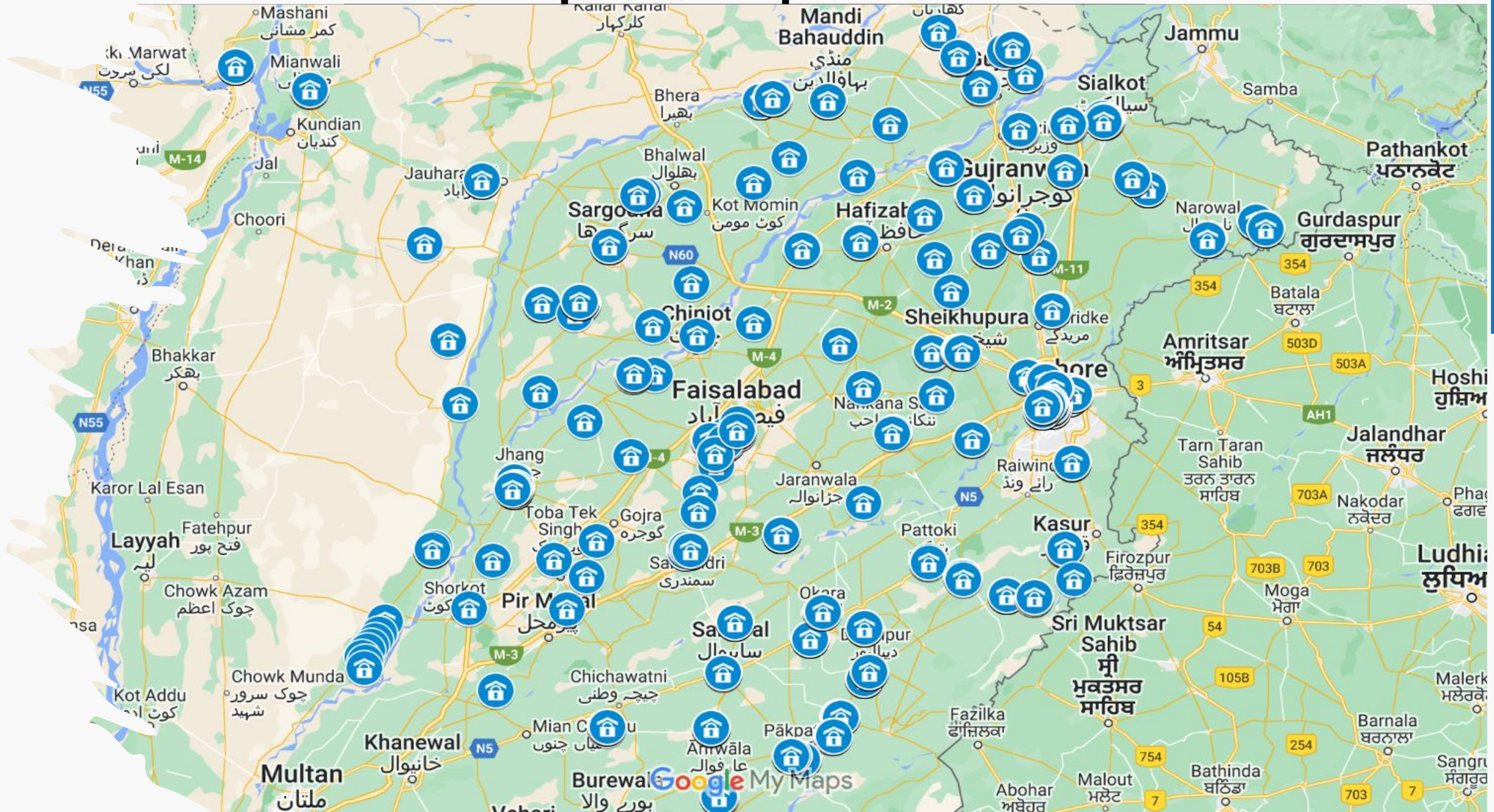
Center for Public Opinion Research (CPOR) was founded in 2017 to deliver top-notch research amidst a continuously evolving landscape. We go beyond mere data collection and offer additional services that benefit from our team of skilled analysts and the application of cutting-edge technology.



Glimpses of Data Collection



Heat Map of Sampled Locations



Thanks

Do you have any questions?

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Seeing Beyond Perception

