

# WHAT LAHORE THINKS

ALI CHEEMA & ASAD LIAQAT

 **IDEAS** | INSTITUTE OF DEVELOPMENT AND  
ECONOMIC ALTERNATIVES

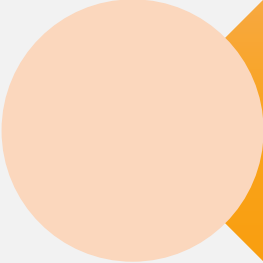
## SAMPLING – PP & UC

- Survey conducted in 43 Union Councils in NA 121, 122 and 124 and their PP's 146, 147, 148 and 149.
- NA's selected to reflect a mix of competitive and non-competitive neighboring constituencies.
- This included all the Union Councils that fall predominantly in these constituencies except for two Union Councils in NA-122 that are composed mostly of elite housing.
- In NA-122, dropped UC's include only 9.3% of registered voters.
- Vote shares and turnout very similar in dropped vs. included UC's.
- Hence, we are confident that we are representative of the constituencies we survey in.


# SAMPLING – RESPONDENTS

- Total Union councils: 43
- Total Sample: 2,127
- Randomization within UC
  - 5 random GPS points within each UC
  - 5 households against each point using right-hand rule
  - Male and Female respondents within each household using random number generator.
  - Total households within each UC: 25 (50 respondents).


# WHAT ISSUES WILL MATTER IN 2018 ELECTIONS?



Voters are concerned most about economic issues such as purchasing power and unemployment.

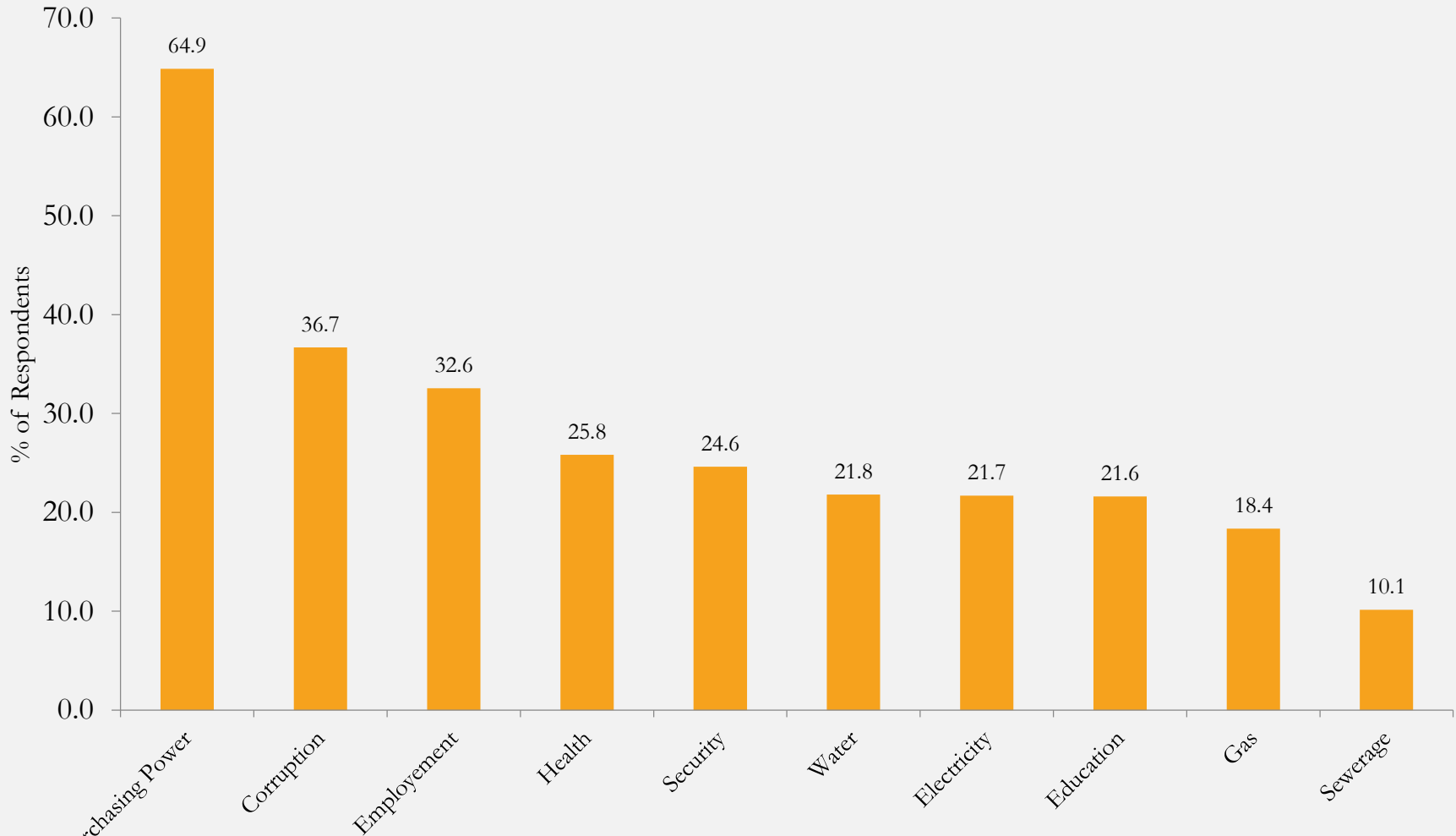


Corruption is an important issue for a sizeable minority but anti-corruption campaigns that do not tackle economic issues are unlikely to resonate.



Several public services including education, health, water, electricity and security matter for voters, but improvement in no one service is likely to swing the election.

# WHAT ISSUES WILL MATTER IN 2018 ELECTIONS?



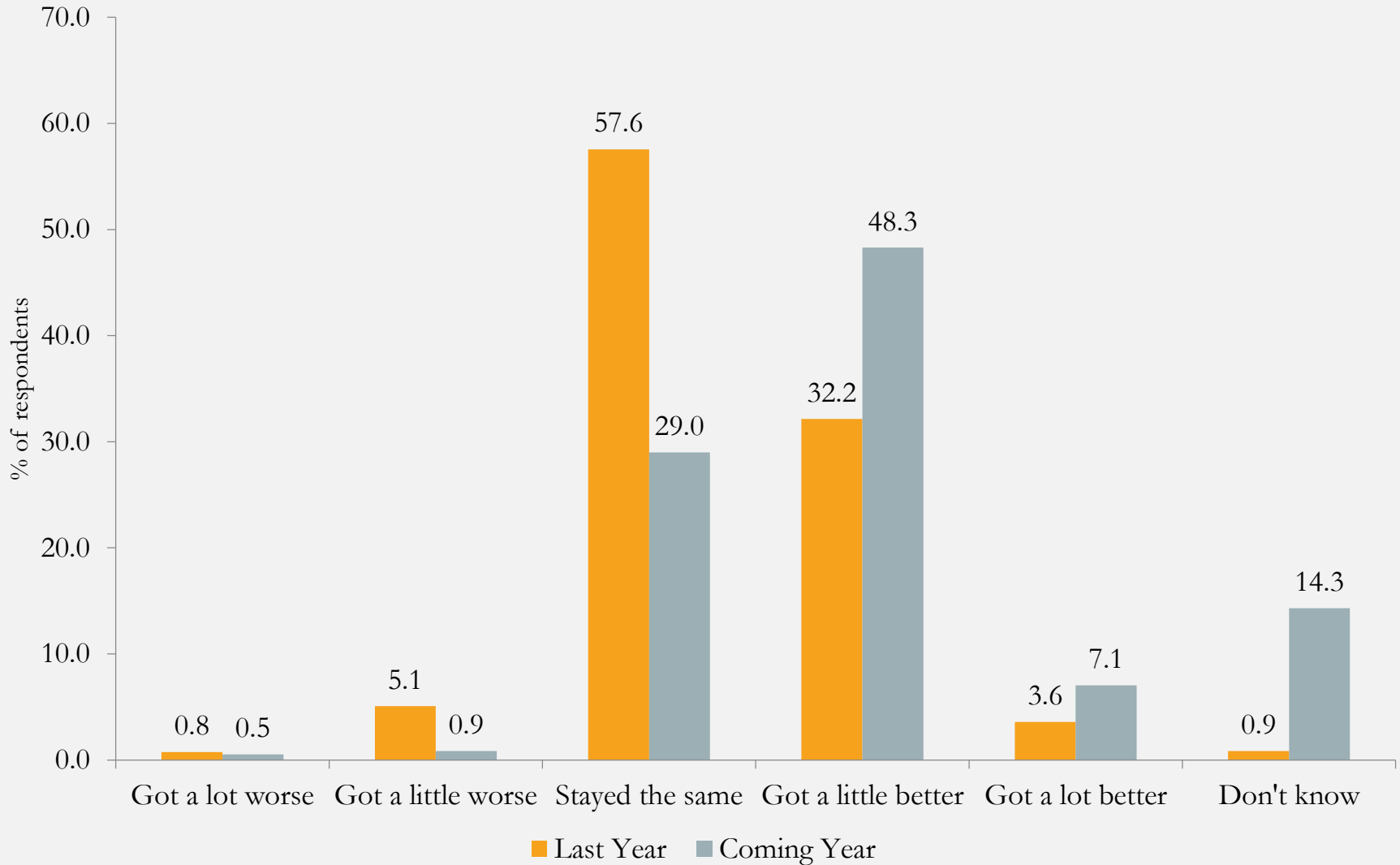
*What Issues will Matter Most in 2018 Elections? Note: Margin of error is  $\pm 1.7\%$ . We only report issues that were cited by at least 10% of our respondents. Since each respondent was asked to provide three issues the percentages don't add up to 100.*

## VOTER PERCEPTION OF THEIR OWN FINANCIAL CONDITION AND GOVERNMENT PERFORMANCE

There is *cautious optimism* among voters regarding their own financial condition

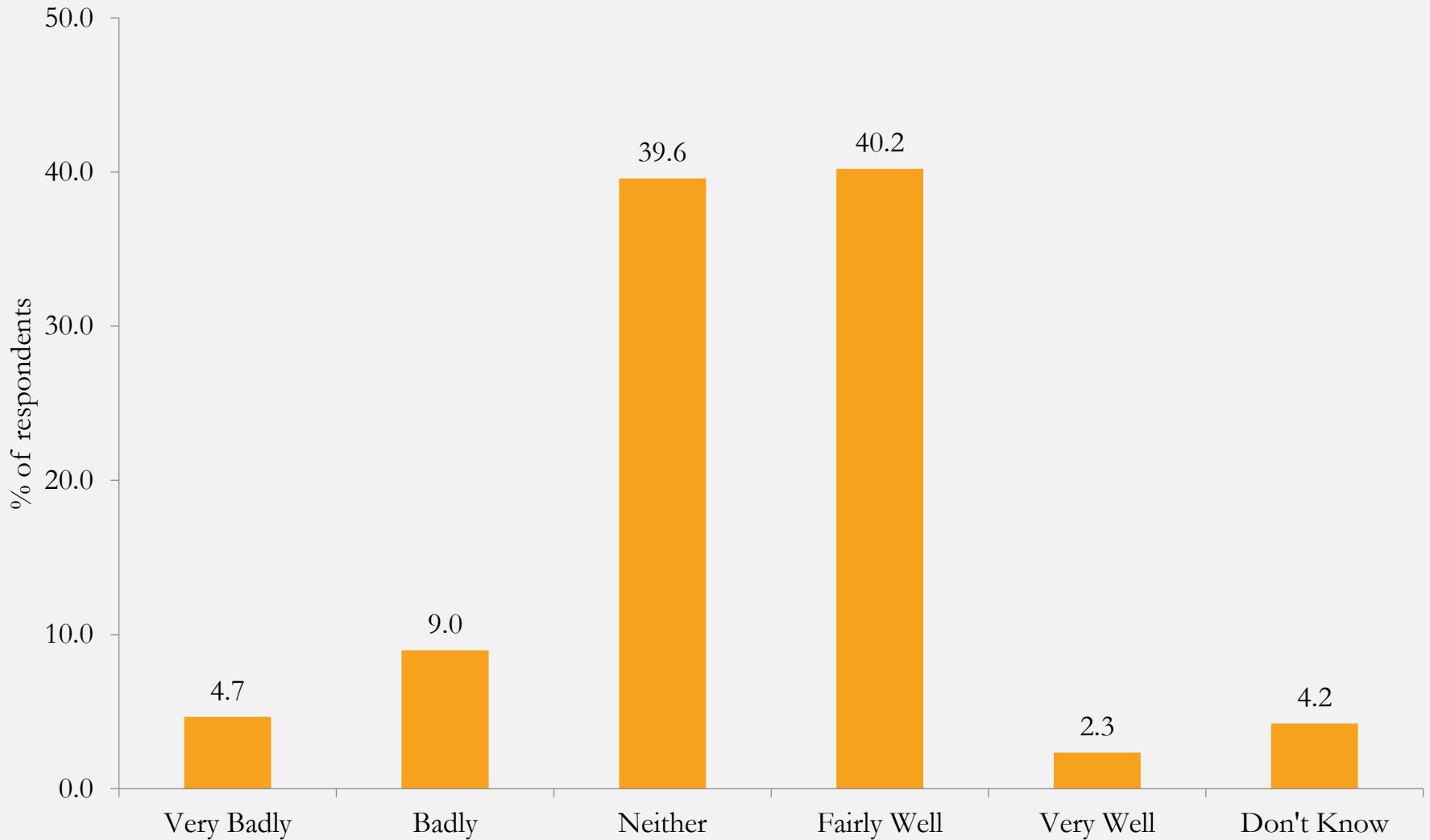
They are also giving *measured praise* to PML-N for its performance in tackling their issues

# PERCEPTION OF FINANCIAL CONDITION



Respondents' Perception of their Own Financial Condition. Margin of error is  $\pm 2.3$ .


# HOW DID THE GOVERNMENT HANDLE THESE ISSUES?




*Respondents' perception of how the government has handled the three issues they say will matter most in the 2018 general election. Margin of error is  $\pm 2.3\%$ .*



## VOTER ASSESSMENT OF PARTY LEADERS ON POLITICAL HONESTY AND DEVELOPMENT

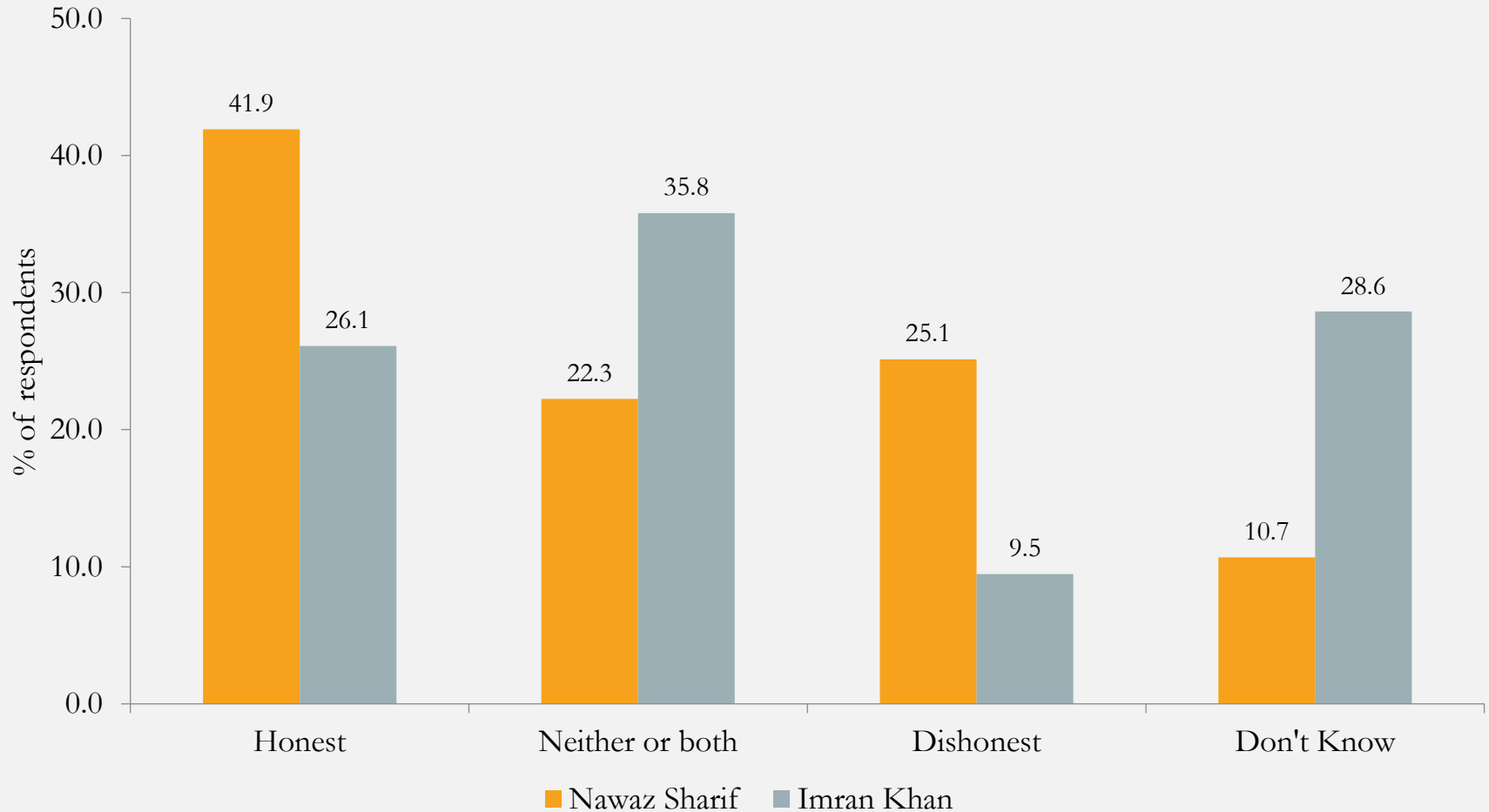


While voters are polarized on the question of Nawaz and Shahbaz Sharif's honesty, a big majority thinks they are capable of taking Pakistan into the league of developed nations



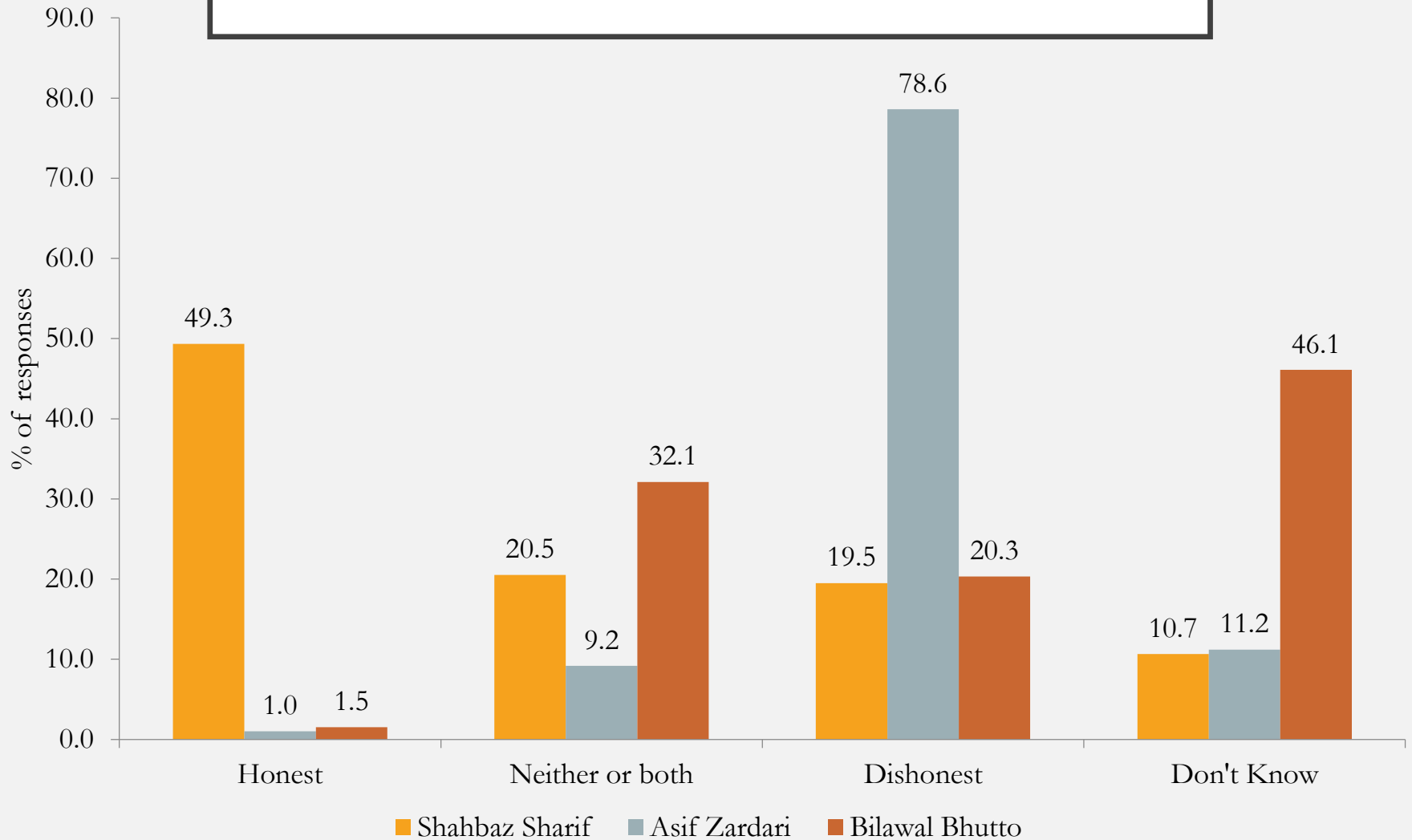
An overwhelming majority rejects that Imran Khan is dishonest, but at the same time he is perceived as unable to take Pakistan into the league of developed nations.

# LEADERSHIP PERCEPTION: HONESTY



Leadership perception: Is <<Leader>> Honest? Margin of error is  $\pm 1.4\%$ .

# LEADERSHIP PERCEPTION: HONESTY



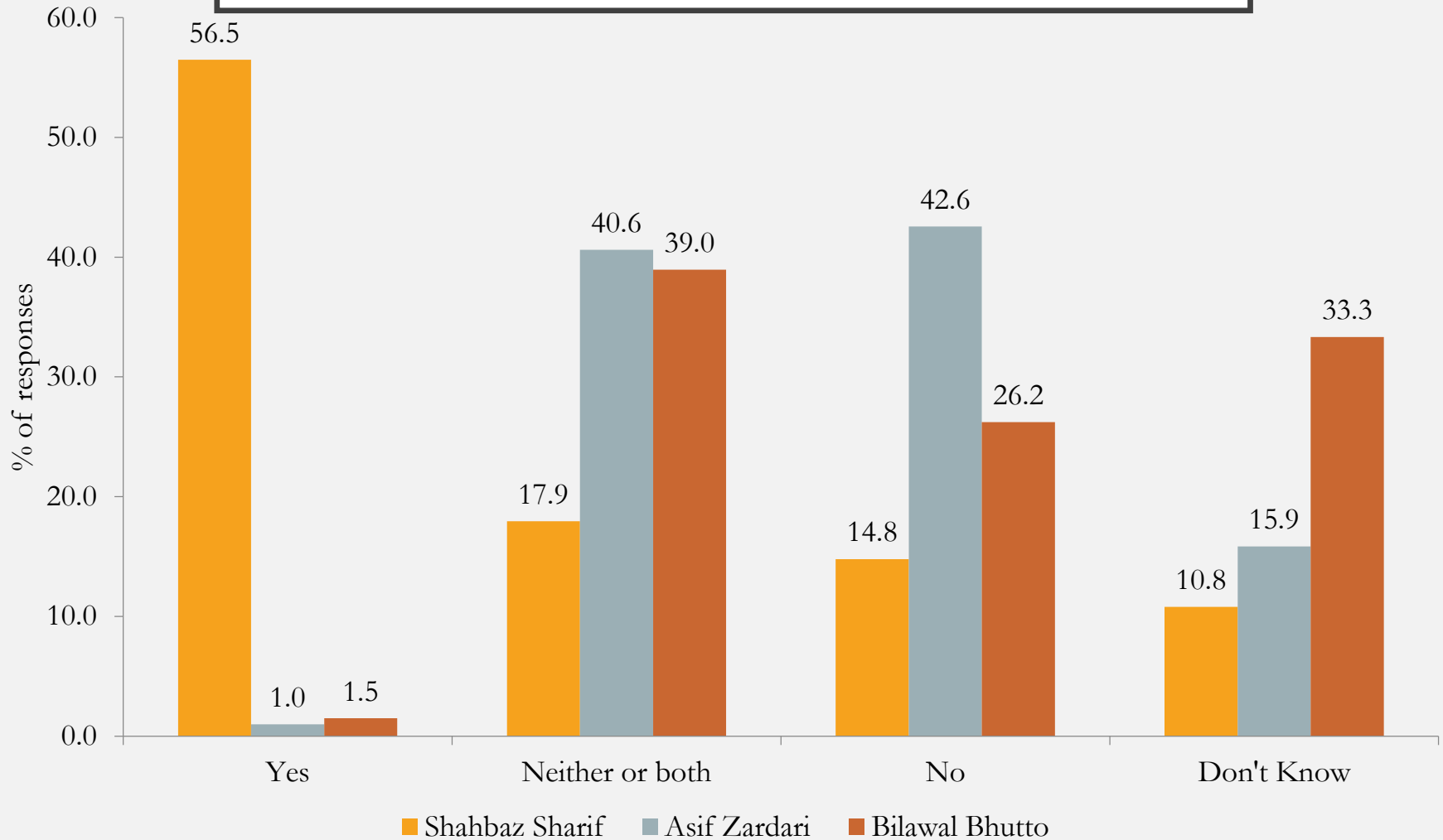
Leadership perception: Is <<Leader>> Honest? Margin of error is  $\pm 1.6\%$ .

# LEADERSHIP PERCEPTION: DEVELOPMENT



Leadership perception: Is <<Leader>> capable of taking Pakistan into the League of Developed nations? Margin of error is  $\pm 1.7\%$ .

# LEADERSHIP PERCEPTION: DEVELOPMENT




Leadership perception: Is <<Leader>> capable of taking Pakistan into the League of Developed nations? Margin of error is  $\pm 1.9\%$ .


## CANDIDATE SUPPORT & VOTING INTENTIONS



PTI is trailing behind PML-N in terms of party support in all three of our surveyed constituencies

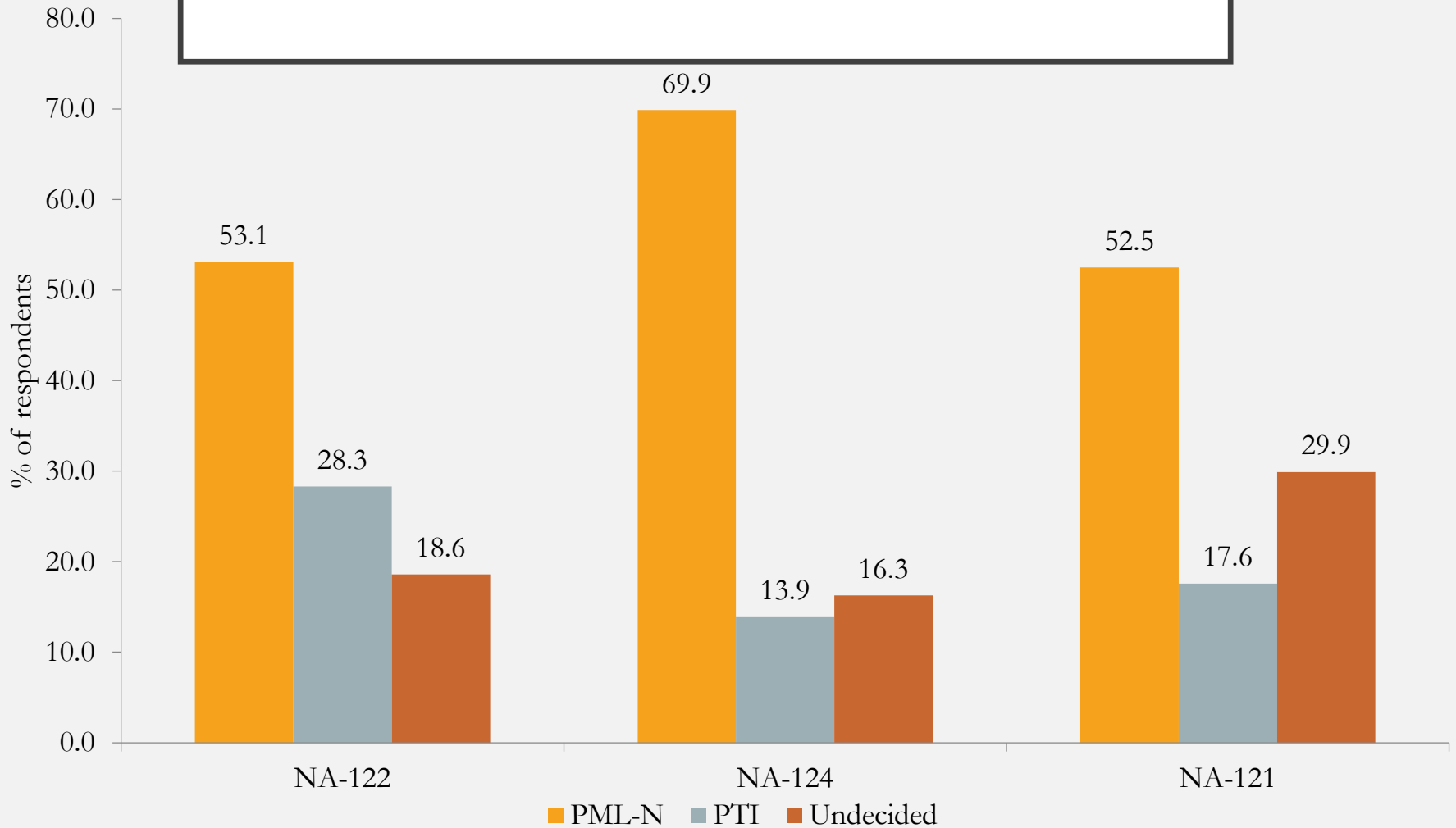


In terms of voting intention, there is a large proportion of voters who are still undecided and the election will rest on where they sway



The proportion who state they will vote for PML-N are close to, but not quite, a majority.

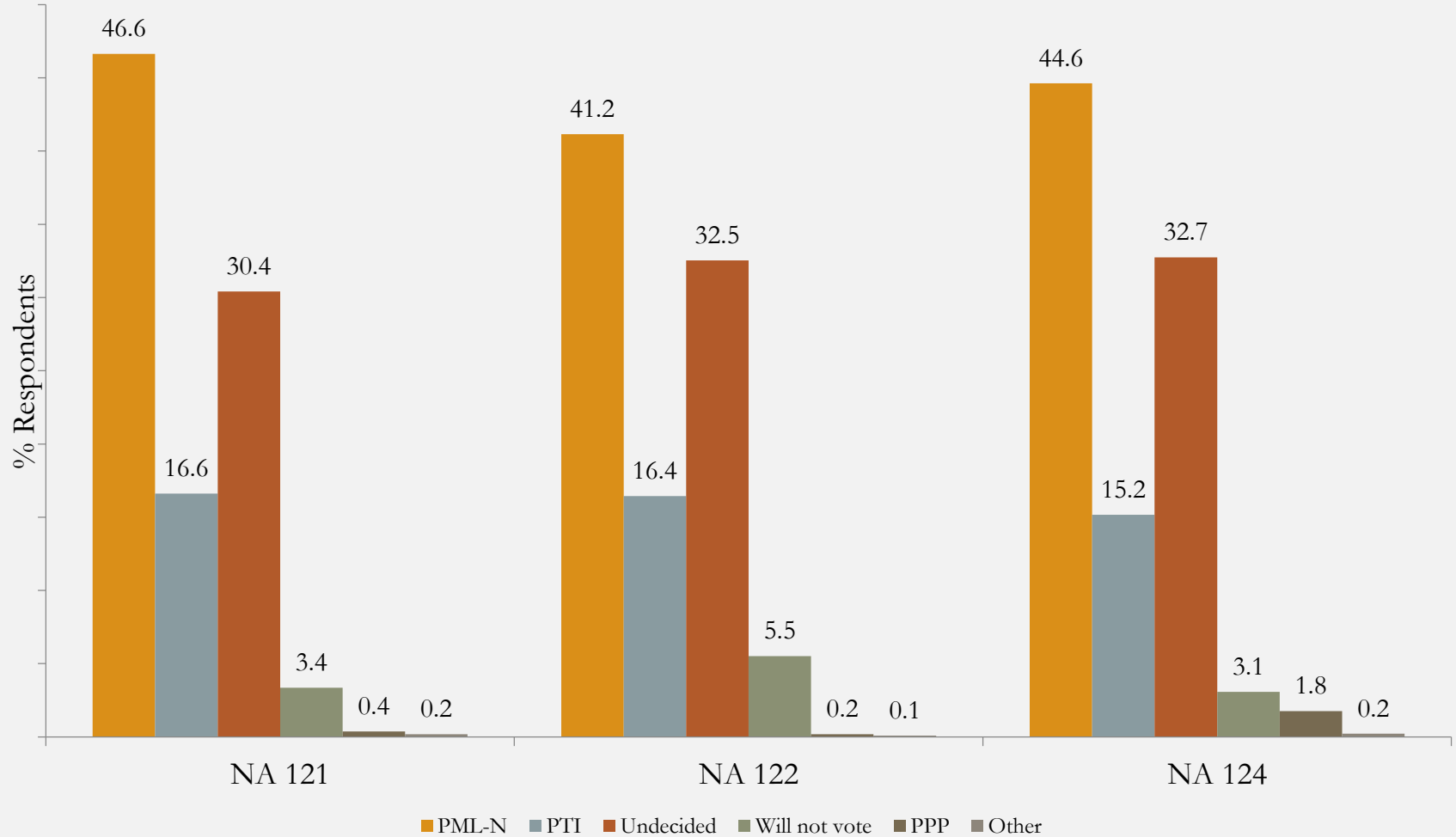
# CANDIDATE SUPPORT BY NA



*Support for party candidates who contested the last election. Margin of error is  $\pm 2.5\%$ .*

PML-N candidates included Mehar Ishtiaq Ahmed for NA 121, Sardar Ayaz Sadiq for NA 122, and Sheikh Rohale Asghar for NA 124. PTI candidates included Barrister Hammad Azhar for NA 121, Abdul Aleem Khan for NA 122 and Walid Iqbal for NA 124. We asked about these candidates because they are directly involved in the management of these constituencies.

# VOTING INTENTIONS BY NA



Voting Intent in 2018 General elections. Margin of error is  $\pm 3.4\%$ .