

Political Participation and Landscape of Pakistani Youth

Findings based on Research Conducted for VOA

Ipsos in Pakistan
31 January, 2024

General Elections 2024

GAME CHANGERS



BACKGROUND & METHODOLOGY

1

BACKGROUND & METHODOLOGY

Objectives

“Comprehend the political participation & engagement of the youth of Pakistan”

Approach



Quantitative Survey



TARGET RESPONDENTS

- Pakistani citizens
- 18–34-year-olds



METHODOLOGY

- CATI (Computer Assisted Telephonic Interviews)
- RDD (Random Digit Dialing)
- Data collection was done between 3rd to 12th January



SAMPLE SIZE

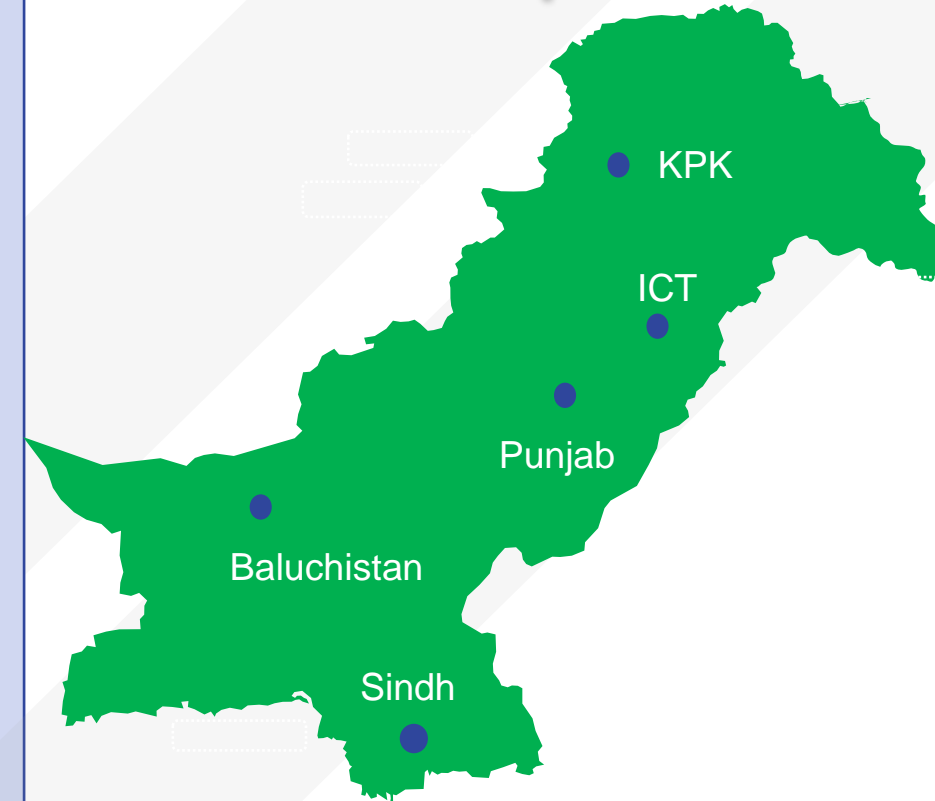
- Total Sample n=2000
- All genders
- All SECs



Geographical coverage

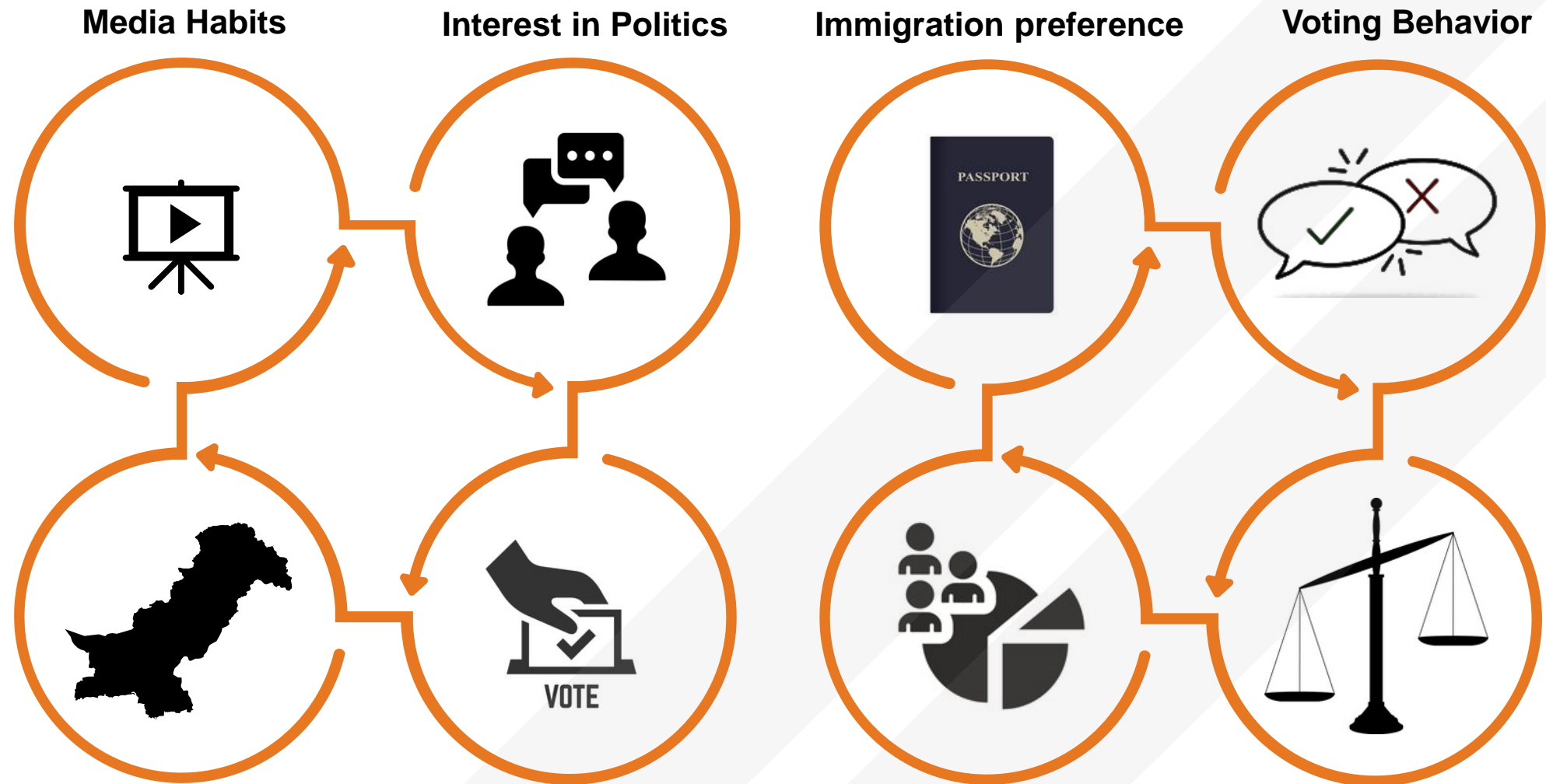
- Nationally representative

National Representation



Post-survey Weighting applied for provinces, and Urbanity to align sample data with actual population cohorts in Pakistan as per the latest census 2023

INFORMATION AREAS



National Priorities

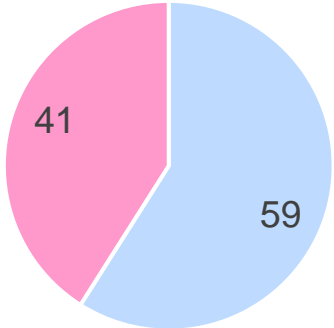
Voting Intention & Political Viewpoint

Voting Factors

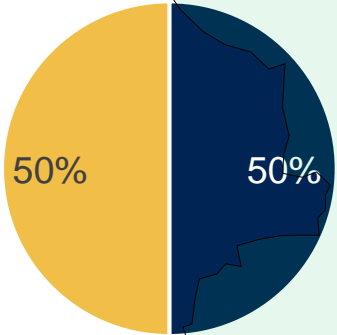
Election Influence

DEMOGRAPHIC SNAPSHOT- UNWEIGHTED

Understanding our Respondent Pool



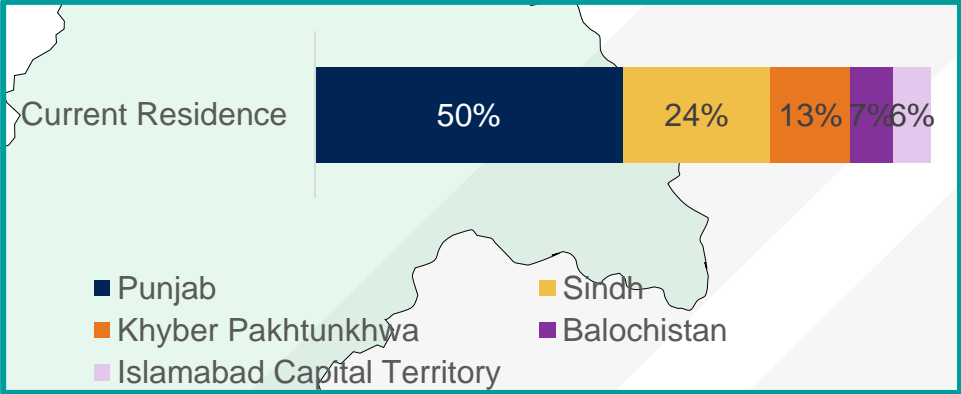
Male Female



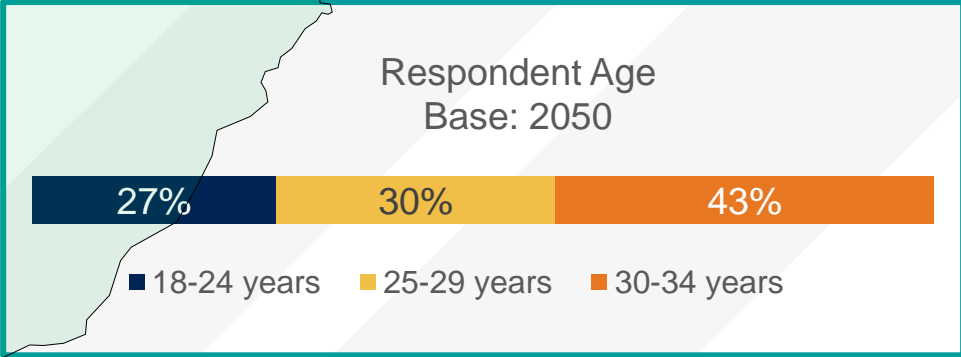
Urban Rural

Gender Breakdown 2050

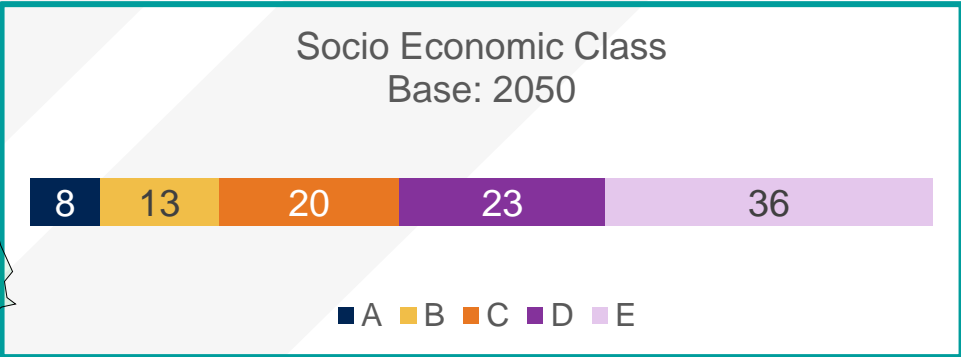
Urbanity Base: 2050



Punjab Sindh
Khyber Pakhtunkhwa Balochistan
Islamabad Capital Territory



18-24 years 25-29 years 30-34 years



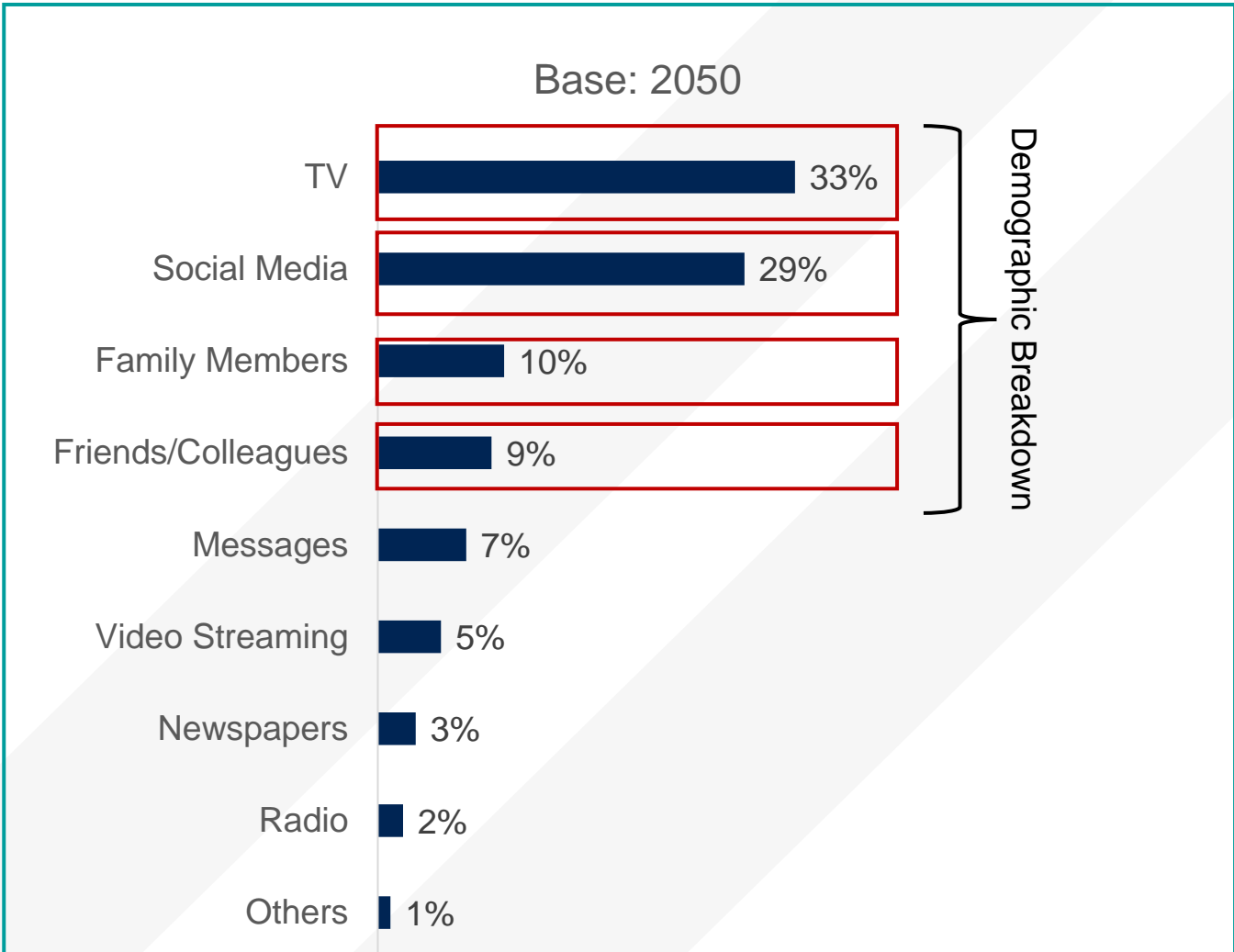
A B C D E

MEDIA LANDSCAPE

2

TV, social media, and word of mouth are considered most preferred sources

The youth's most preferred sources for news.



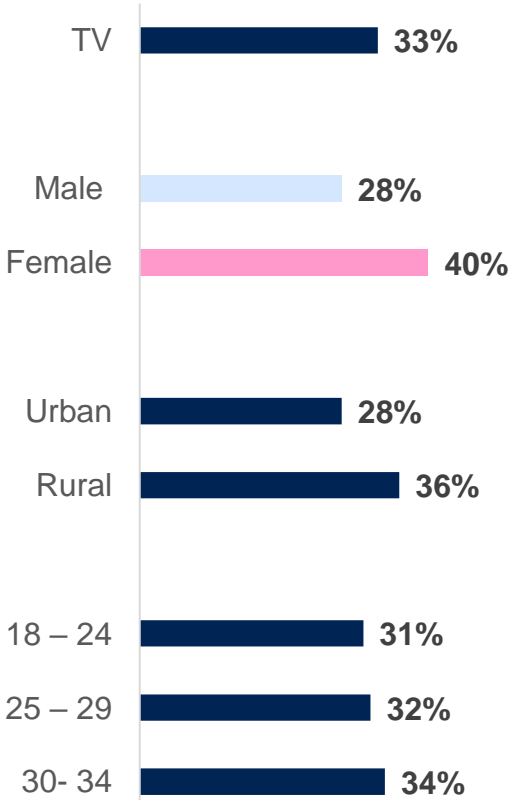
M3. Now tell me which of these sources you prefer the most.



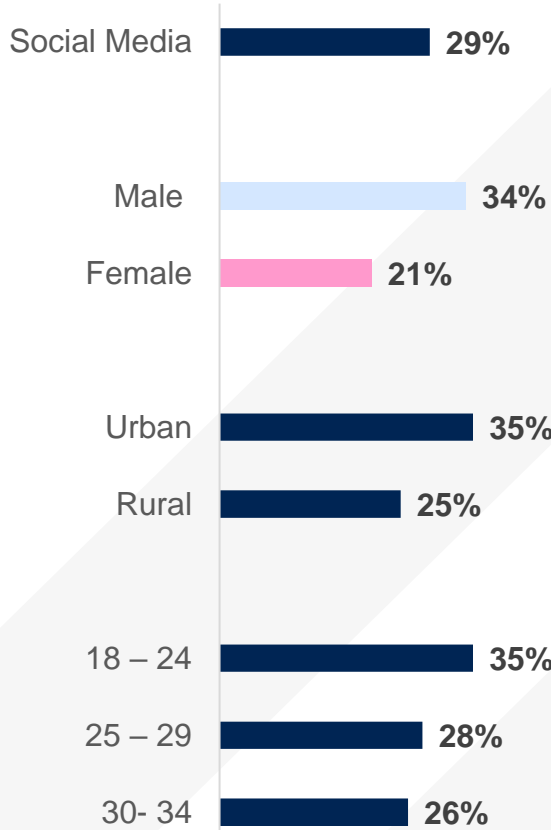
The female population prefers TV more than males, while males prefer social media for news



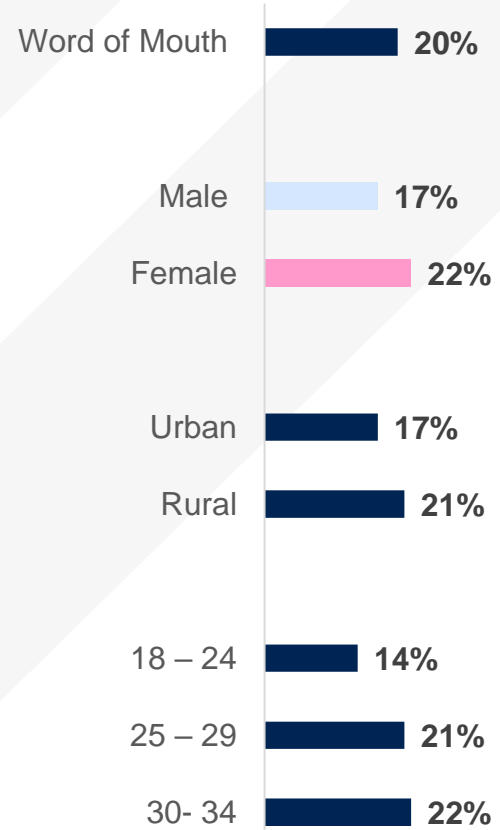
Base: 665



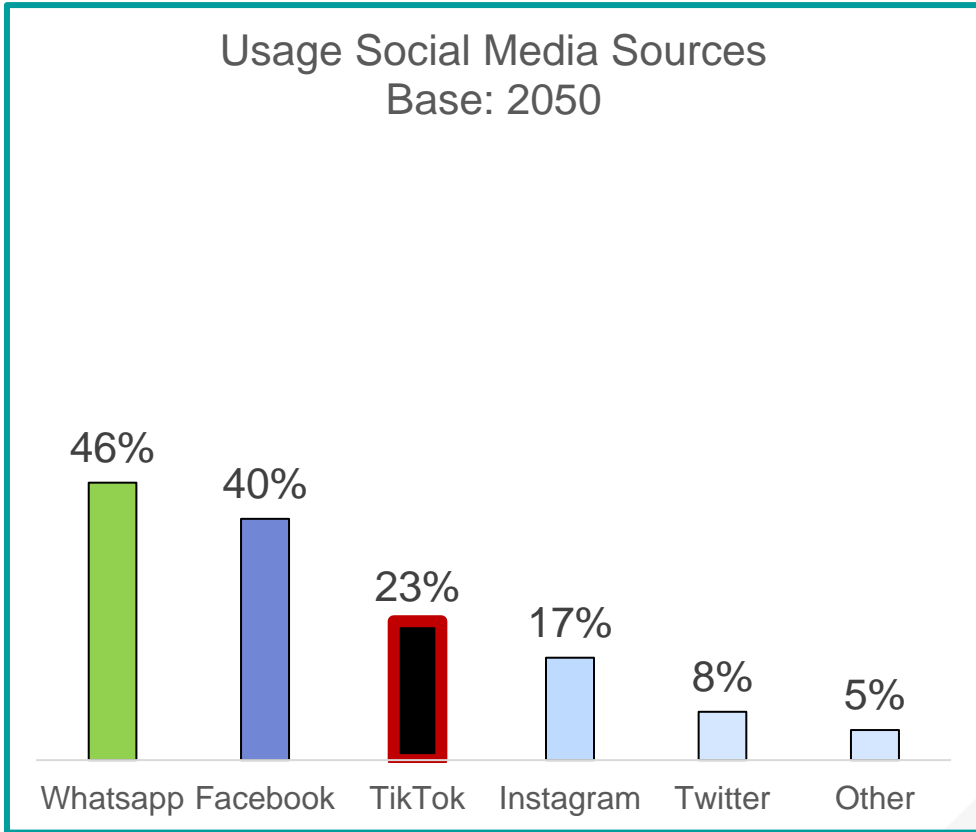
Base: 620



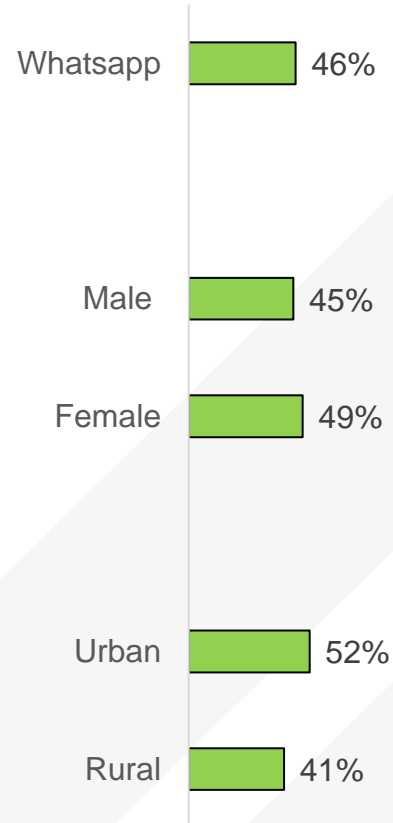
Base: 400



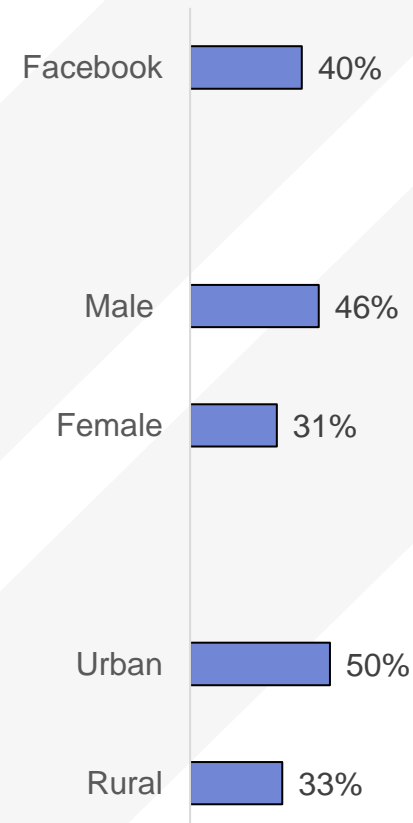
Among youth – WhatsApp is the most used social media platform, followed by Facebook. Twitter, is only 8%. Social media usage has significant gender disparity.



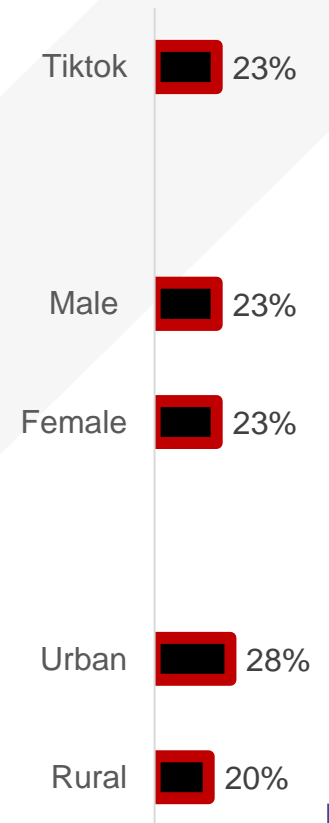
Base: 2050



Base: 2050



Base:2050

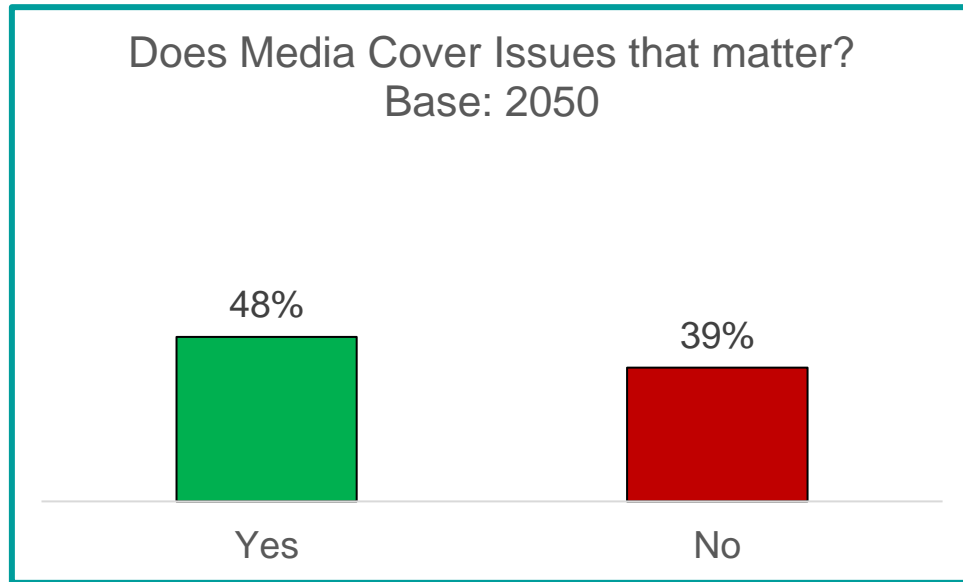


***Base Readjusted with the complete sample**

M3a. Which Social Media Sources do you use?



There's a division on whether media covers the issues that really matter, a significant 2 in 5 think it doesn't...Males and affluent are over indexed in this sentiment.

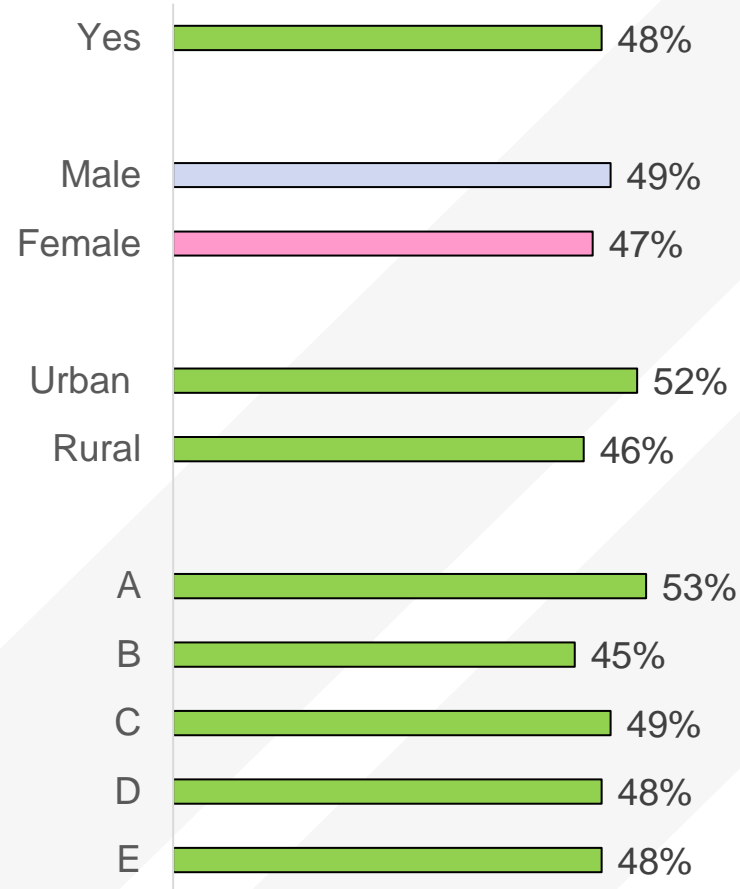


* 13% responded with "don't Know"

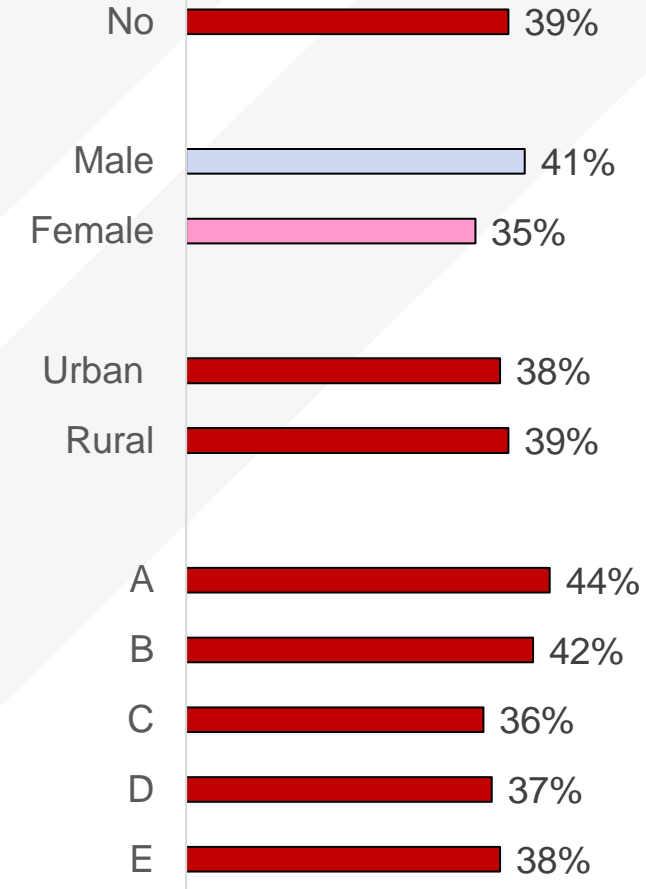
M4. Do you think the media covers issues that matter to Pakistani Citizens?

M3a. Which Social Media Sources do you use?

Base:986



Base: 795

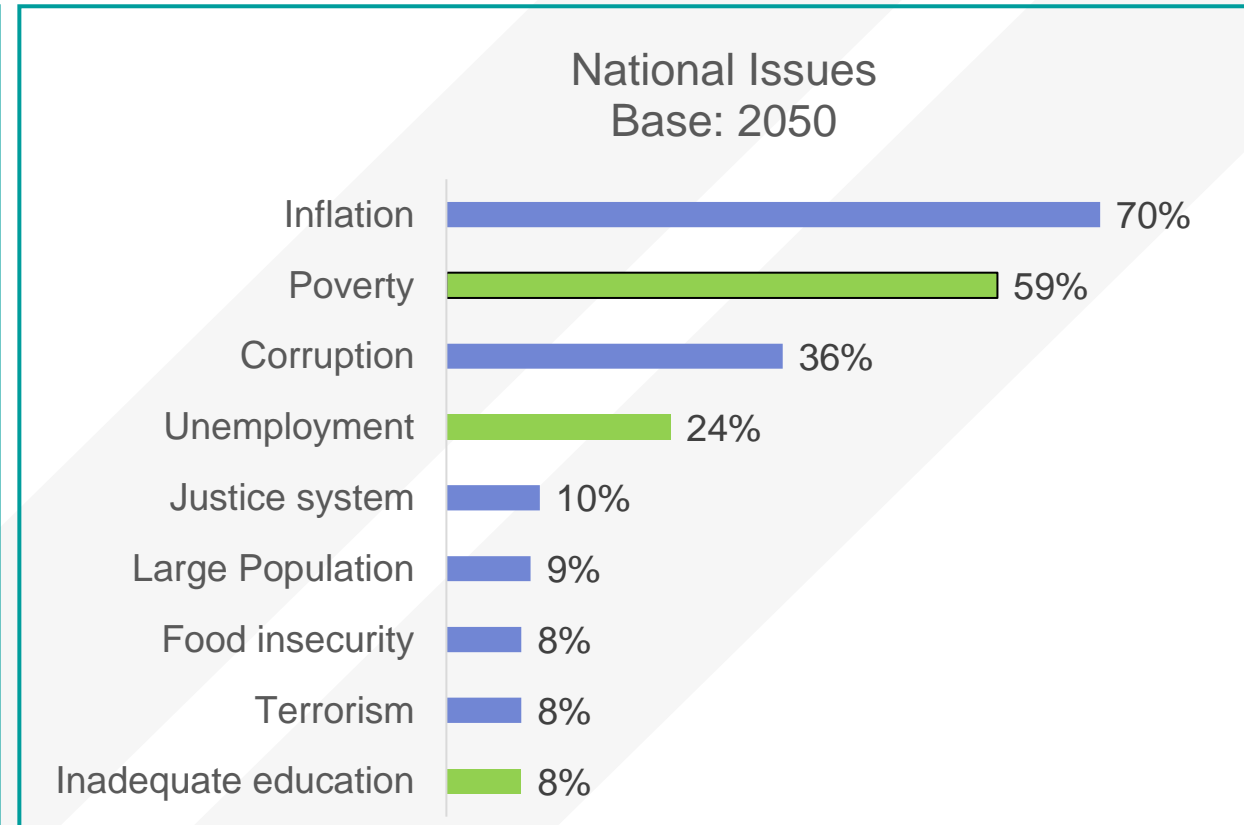
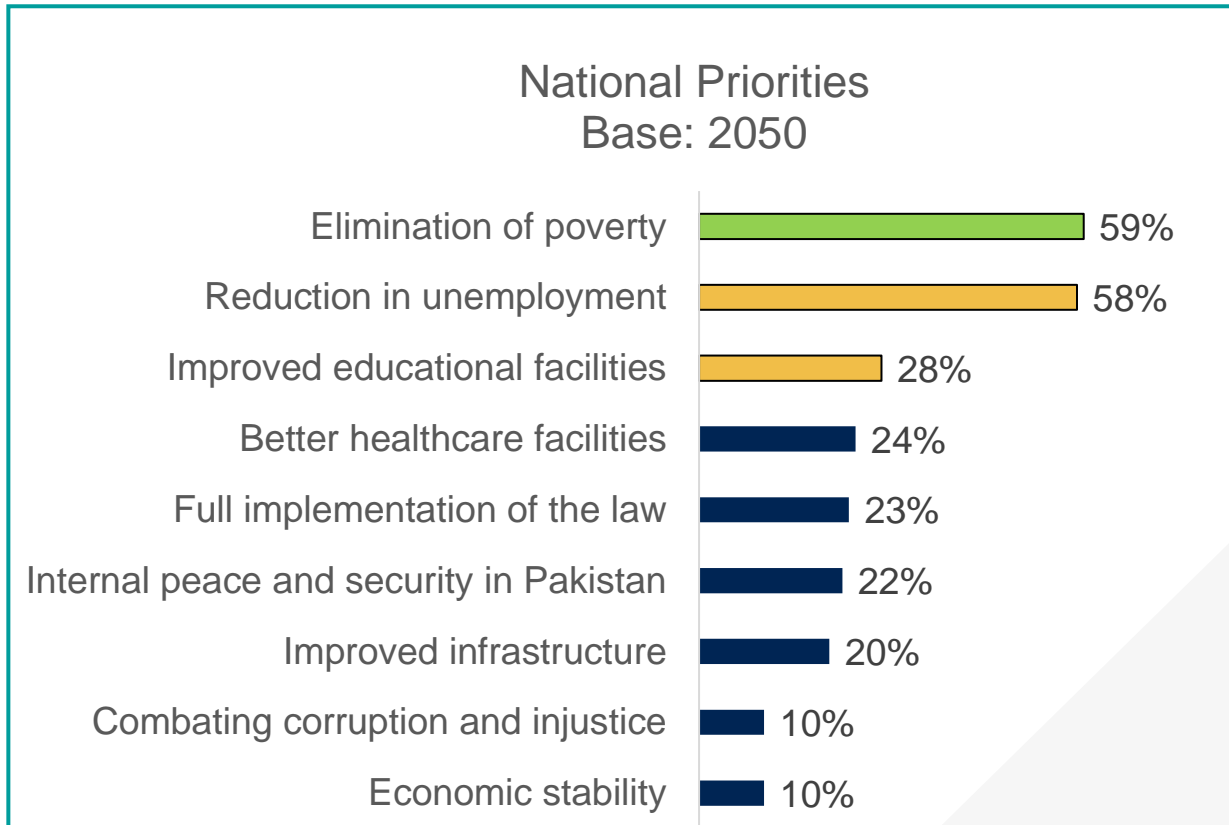


NATIONAL PRIORITIES

3

Economic issues surpass all other issues in salience, whereas education and health are the biggest priorities.

*Top of mind Responses



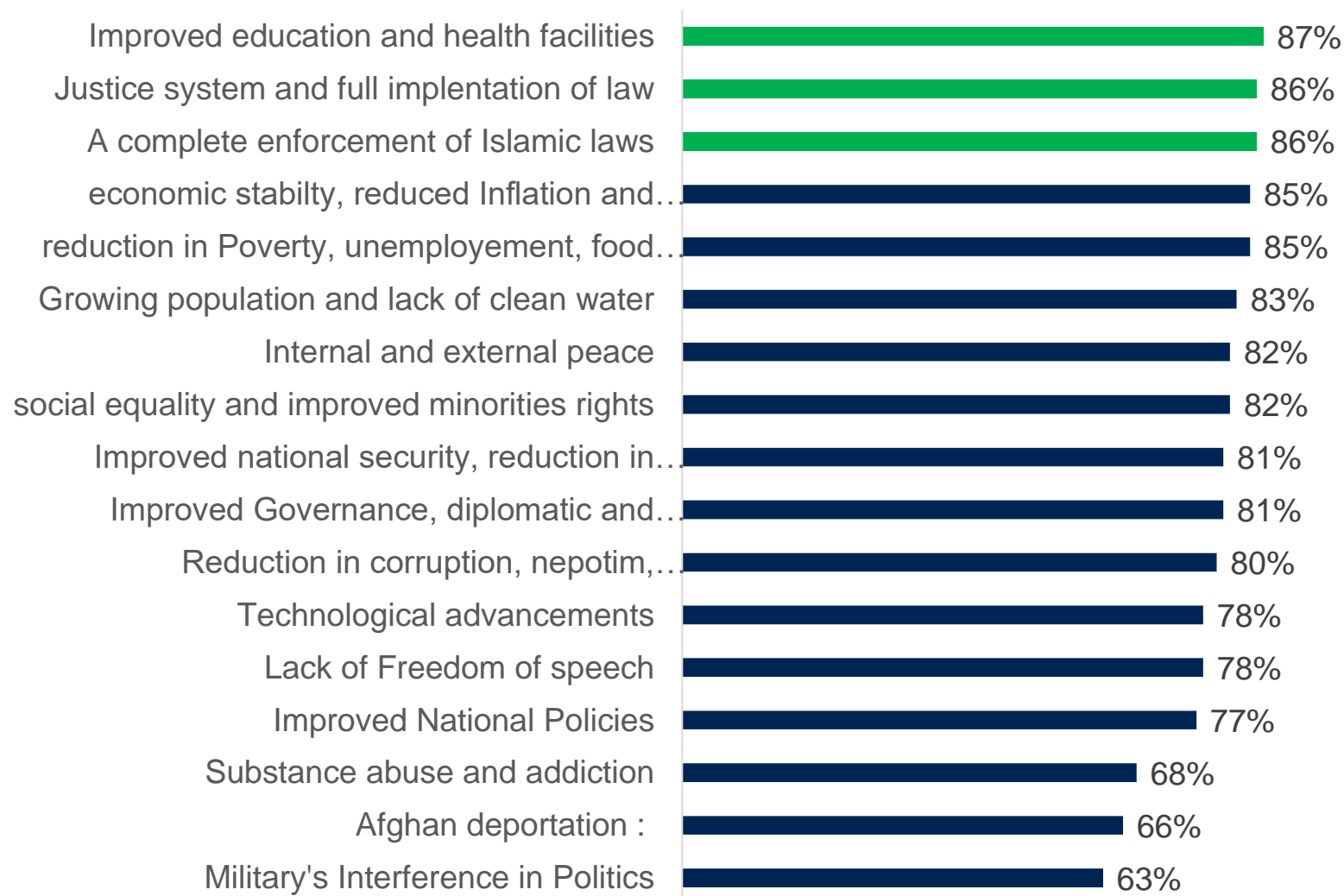
* Multiple Response Question

NP1: Keeping the current situation of Pakistan in mind, what, in your opinion, should be our top national priority?

* Multiple Response Question

NP3: Keeping the current situation of Pakistan in mind, what, in your opinion, are the biggest challenges facing Pakistan right now?

Highest importance given to health & education in aided responses, military's interference in politics is of least importance (comparatively)



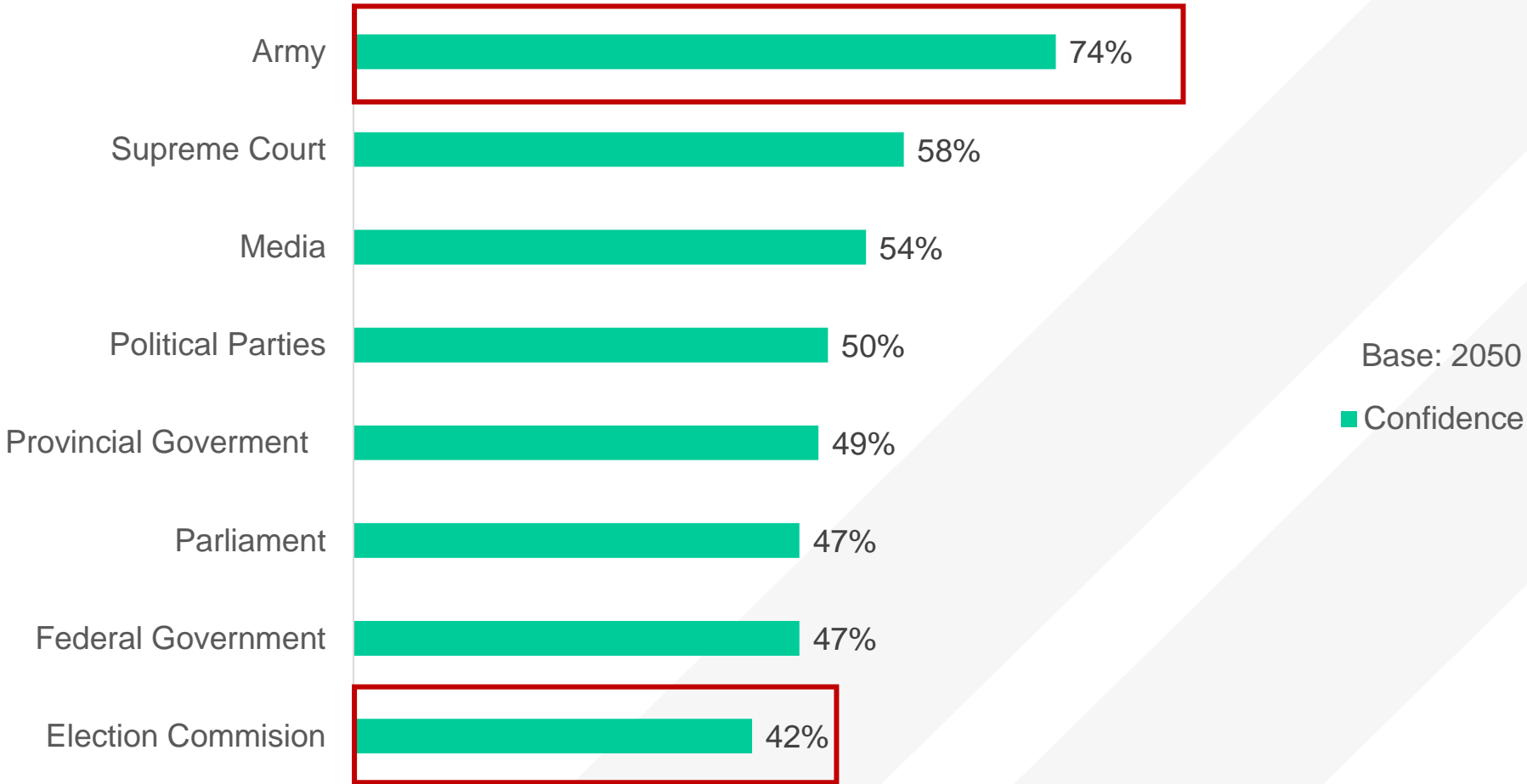
Base: 1954

NP4: How important are the following issues and priorities in deciding how you will vote?

VOTING INTENTION & POLITICAL VIEWPOINT

4

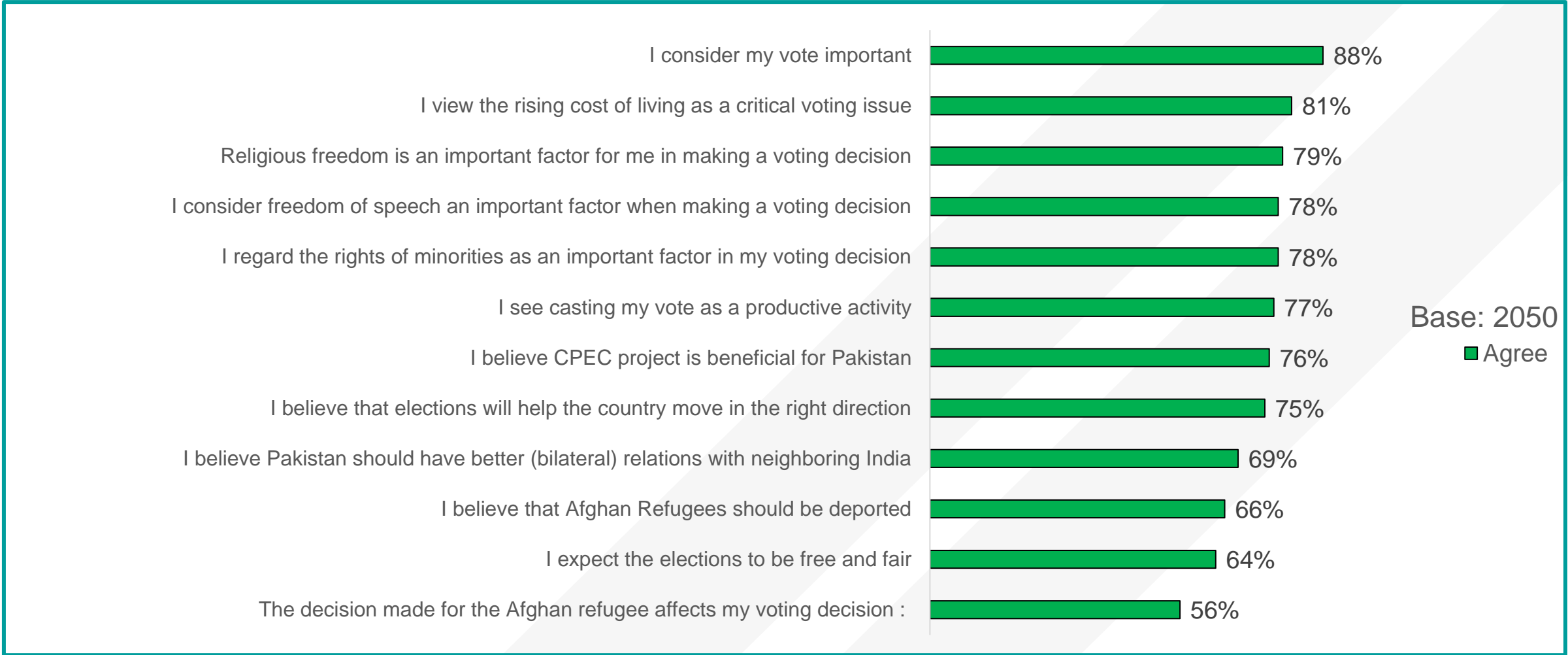
Citizen's level of trust on Institutions



PS1. Now tell me, do you have confidence, somewhat confidence, somewhat no confidence, or no confidence at all on the following institutions?



3 in 4 believe elections will steer the country in the right direction, 2 in 3 expect the elections to be free & fair.



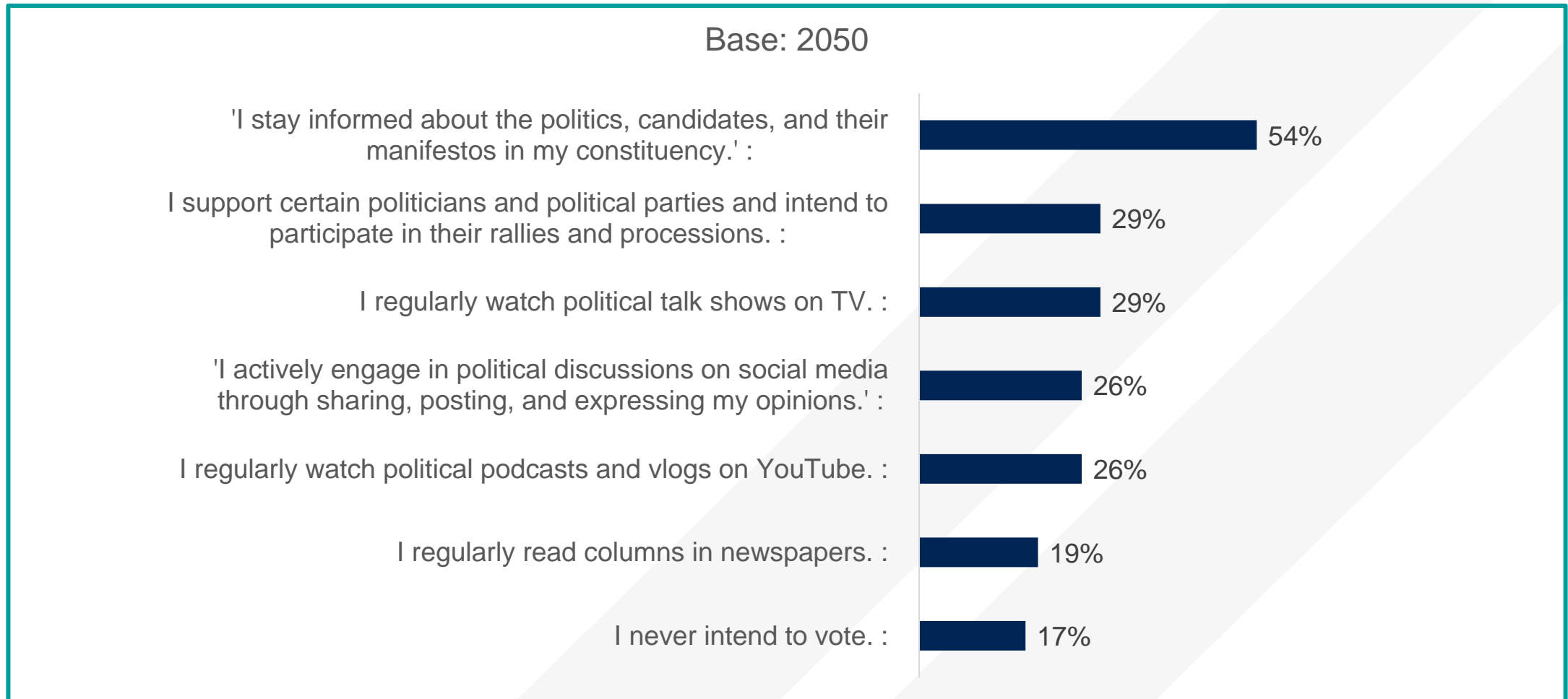
PV1. How much do you agree or disagree with the following statements?



INTEREST IN POLITICS

5

Youth of Pakistan hardly stays informed or active in politics

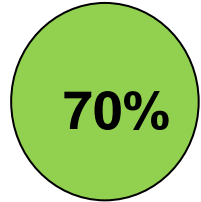


I1. I will read out a few activities for you. Please tell me to what extent each activity applies to you.

.... Still, 70% claim to vote in upcoming elections. From 2018 to 2024, 1 in 5 have switched their preferred party

Intentions to vote in elections 2024

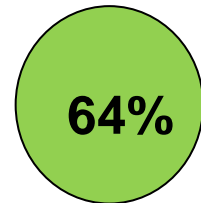
Base: 2050



12. Can you tell me whether you will cast your vote in the general elections scheduled for February 8, 2024?

Voted in the 2018 Elections

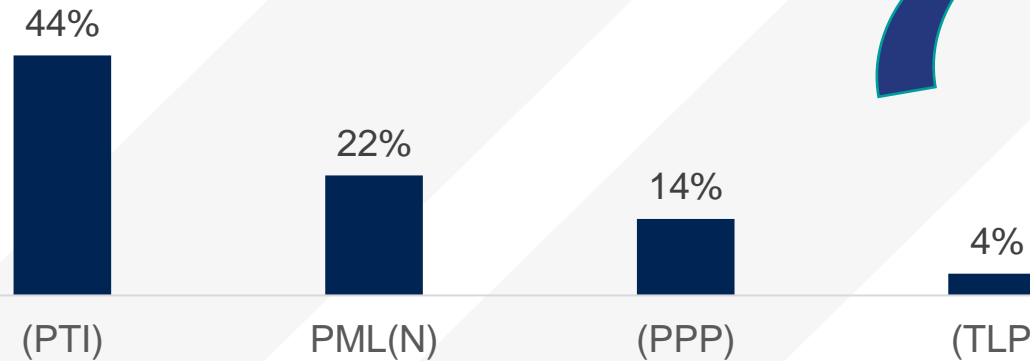
Base: 1599



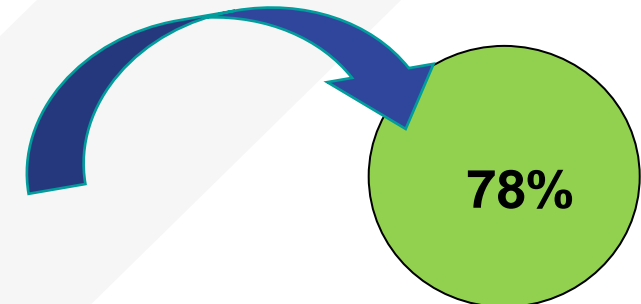
14. Did you cast your vote in the 2018 general elections?

Vote in the 2018 Elections

Base: 1114



Will Vote for the same party in 2024
(22% switching)



16. Do you intend to vote for the same political party in 2024?

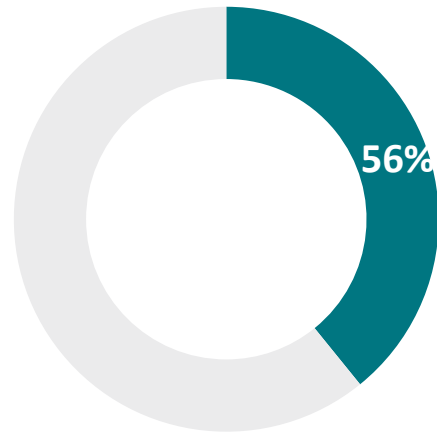
***Base readjusted with respondents that were eligible to vote in 2018**

VOTING FACTORS

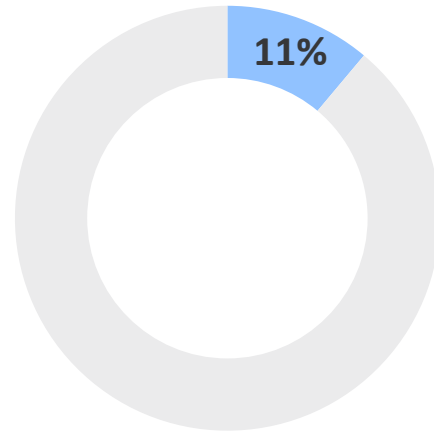
6

FOR CANDIDATES WITH HONESTY, INTEGRITY, AND HIGH ETHICAL STANDARDS.

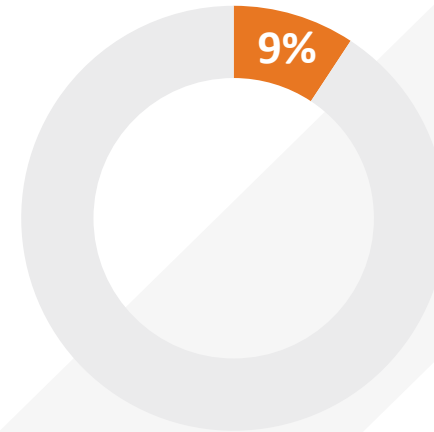
Factors Influencing Choices and Perceptions of Political Concern



Honesty, Integrity, and Ethical Standards



Understanding of Public Needs and Empathy



Leadership Skills and Problem-solving Ability

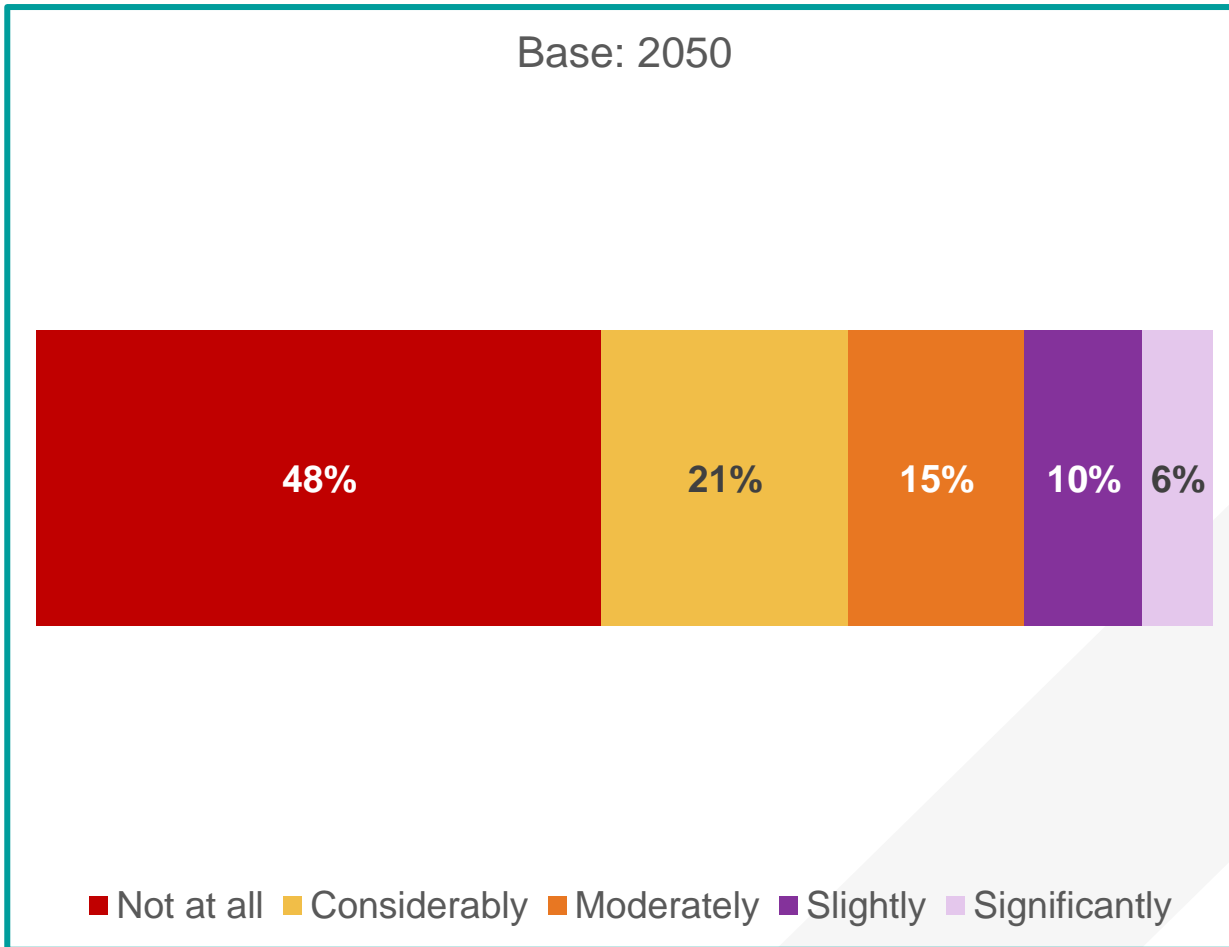
| Others |
|---|
| Advocacy for Social Justice and Equality |
| Knowledge in Policy-making and Economic Competence |
| Excellent Communication Skills |
| Transparency, Accountability, and Public Service Dedication |
| Commitment to Environmental Sustainability |

VF1b. From the following list, what is the key quality that an ideal candidate must possess to secure your vote?

Half of Pakistani youth think elections will NOT affect their daily life

Election Impact on Masses

EO1. How much do you believe the outcome of elections will impact your day-to-day life?



* Major Verbatims



"A fair election will bring forth the leaders preferred by the people, and these leaders will work diligently to fulfill their aspirations." - **Respondent**



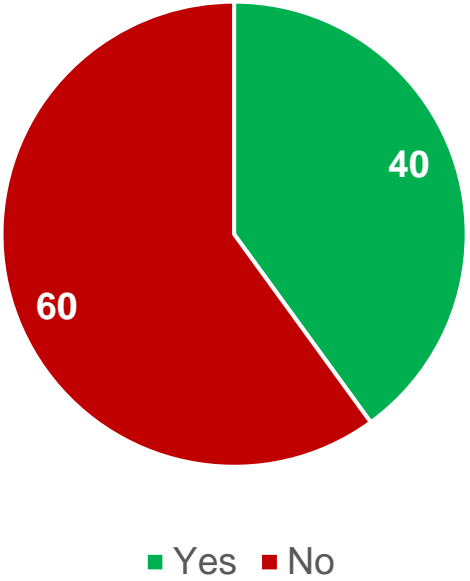
"If wrong decisions are made, it will have a negative impact on our lives." - **Respondent**



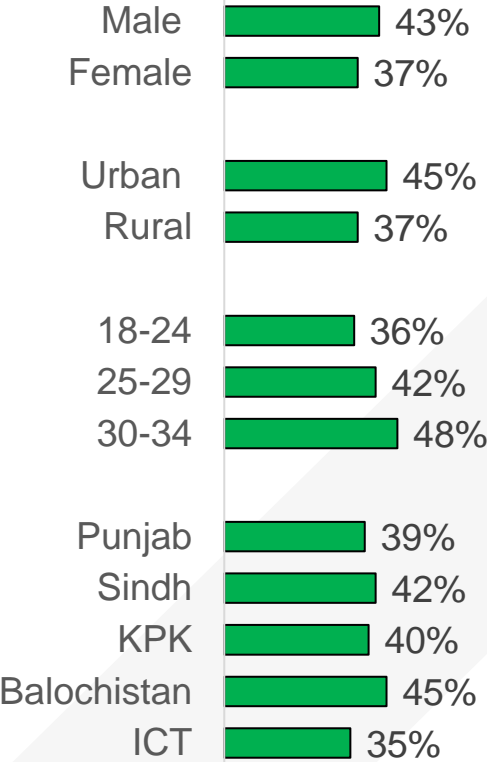
If the new government proves effective, they will support us, just as previous governments have assisted the public during challenging times like the COVID-19 pandemic. - **Respondent**

3 in 5 youngsters in Pakistan think political leaders do not understand their issues or priorities, sentiment is higher in females, rural, as well as in Islamabad.

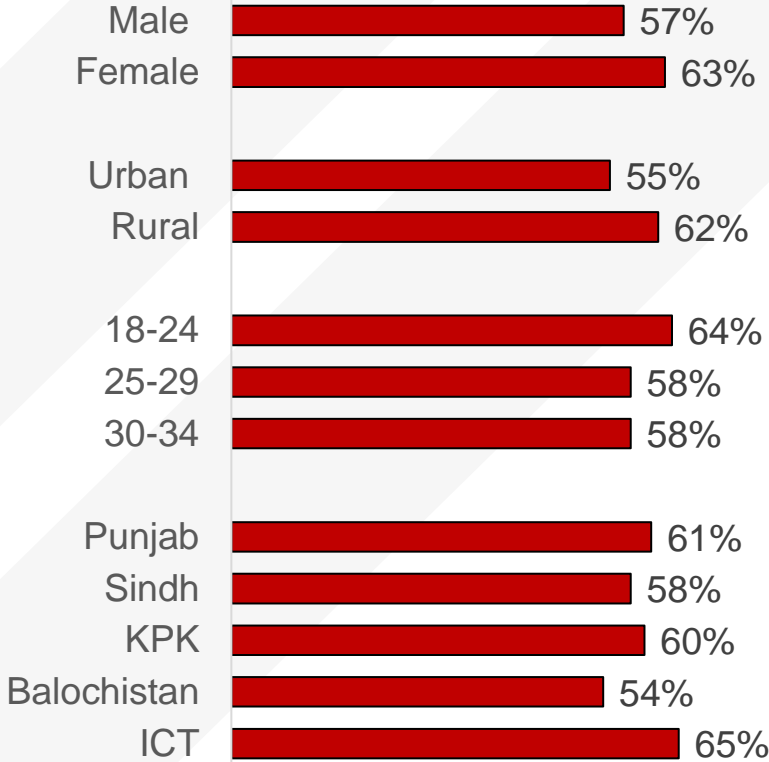
Do political leaders understand youth priorities?
Base: 2050



Base: 822



Base: 1228



VF3. Do you think leaders of political parties understand the issues/priorities of the youth?

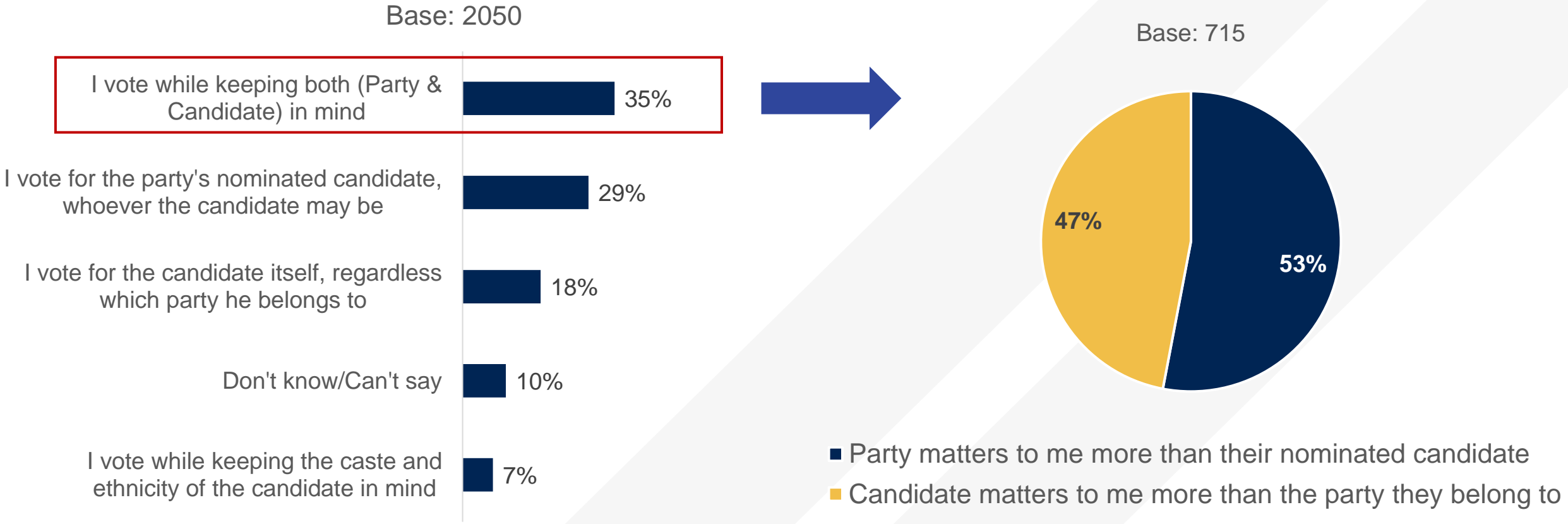


VOTING BEHAVIOR

7

When voting, the political party matters more than the individual candidate. 1 in 5 vote for candidate irrespective of the Party

Dynamics: Party vs. Candidate Preference

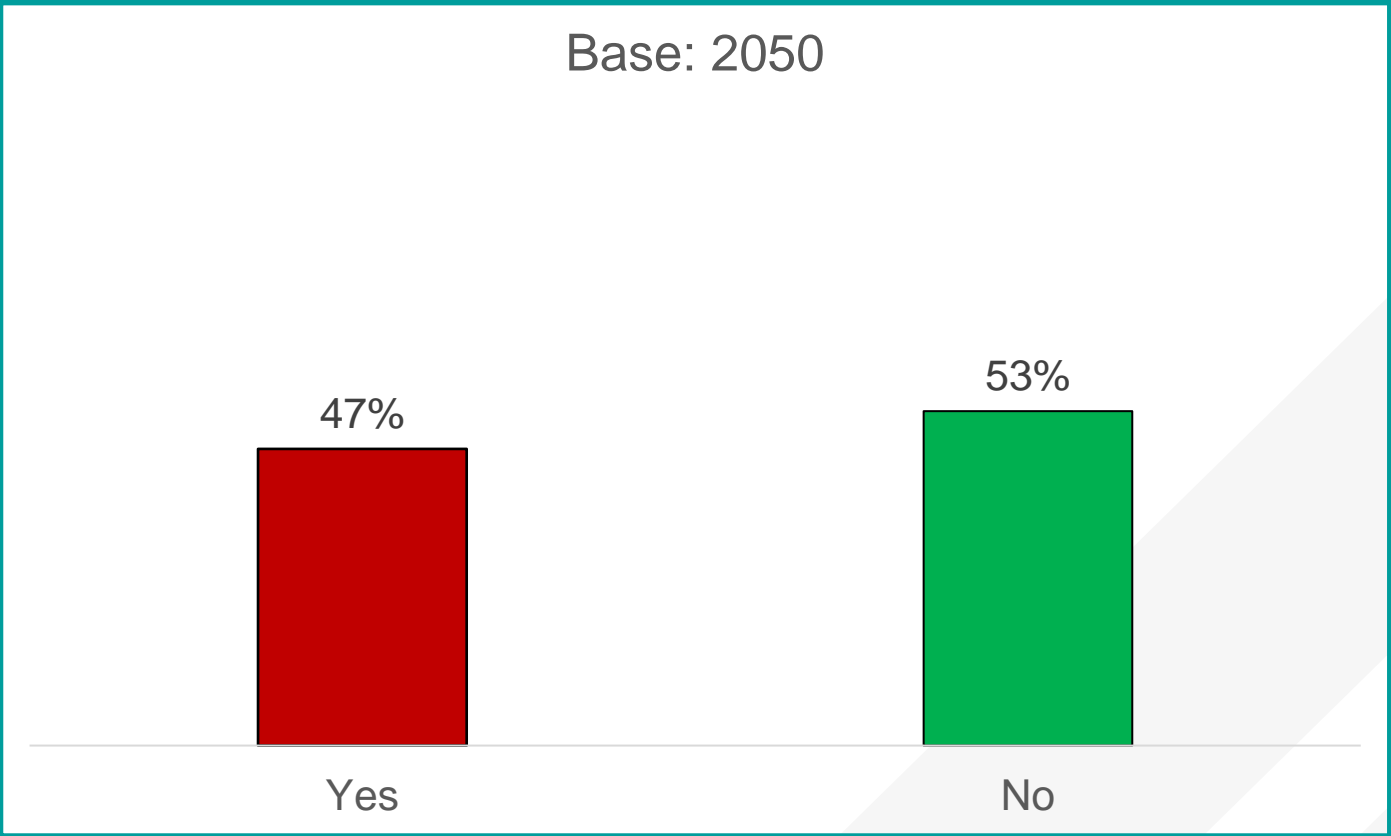


VB1. Please tell me, when you decide who to vote for, which of the following statements applies to you?

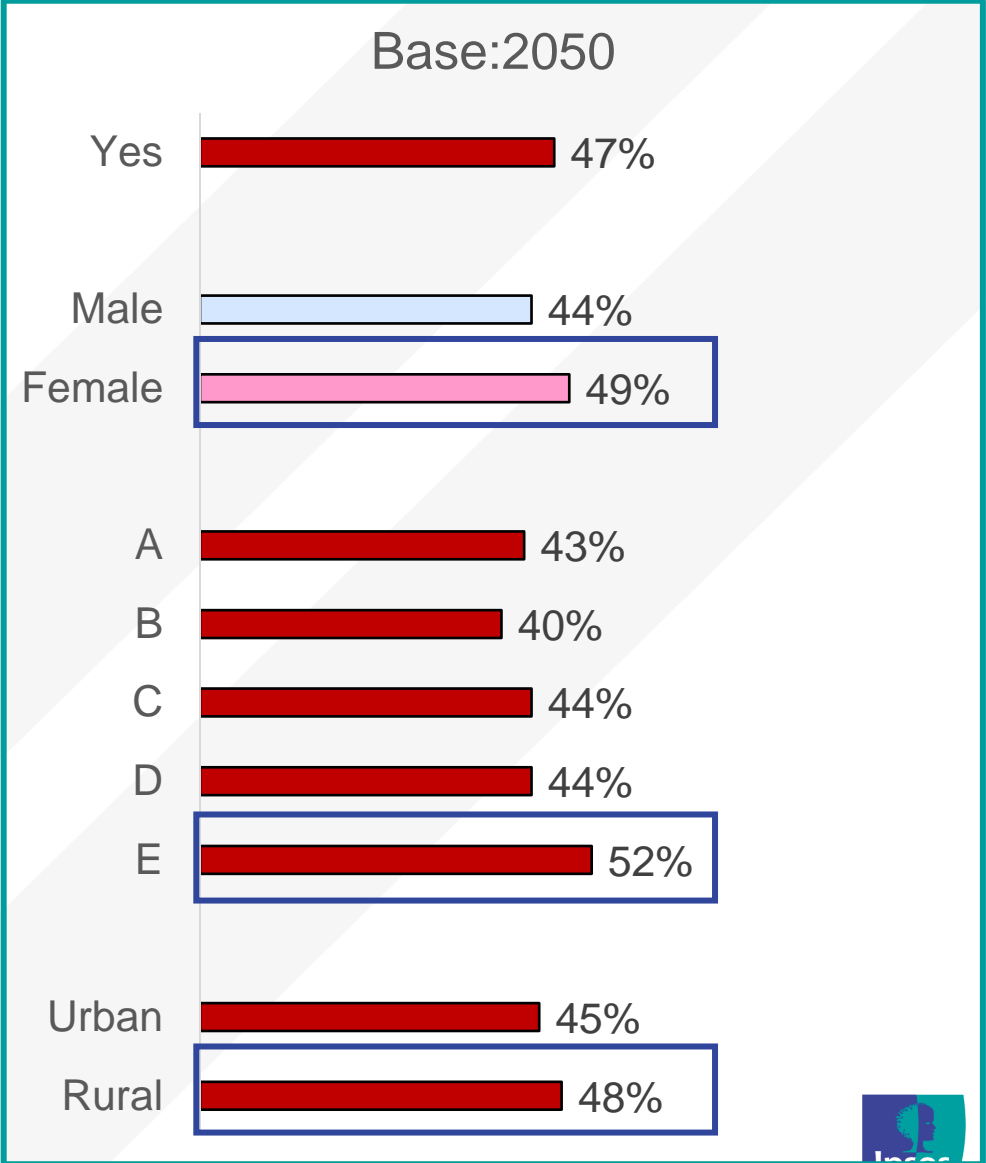


Half of the Pakistani youth's decision to vote is influenced by their families, more incase of females and the underprivileged

Family's Impact on Voting Decision



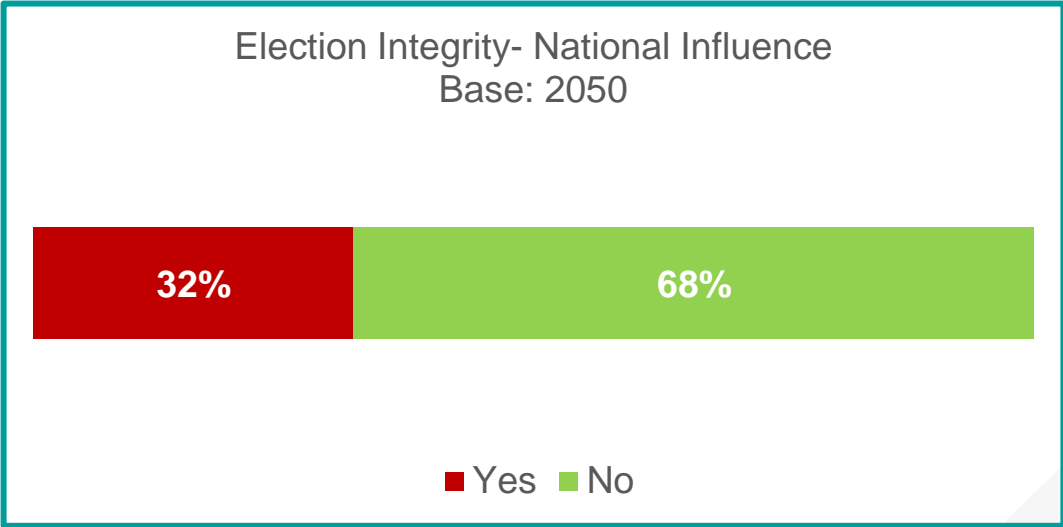
VB2. Does your family's opinion influence your vote?



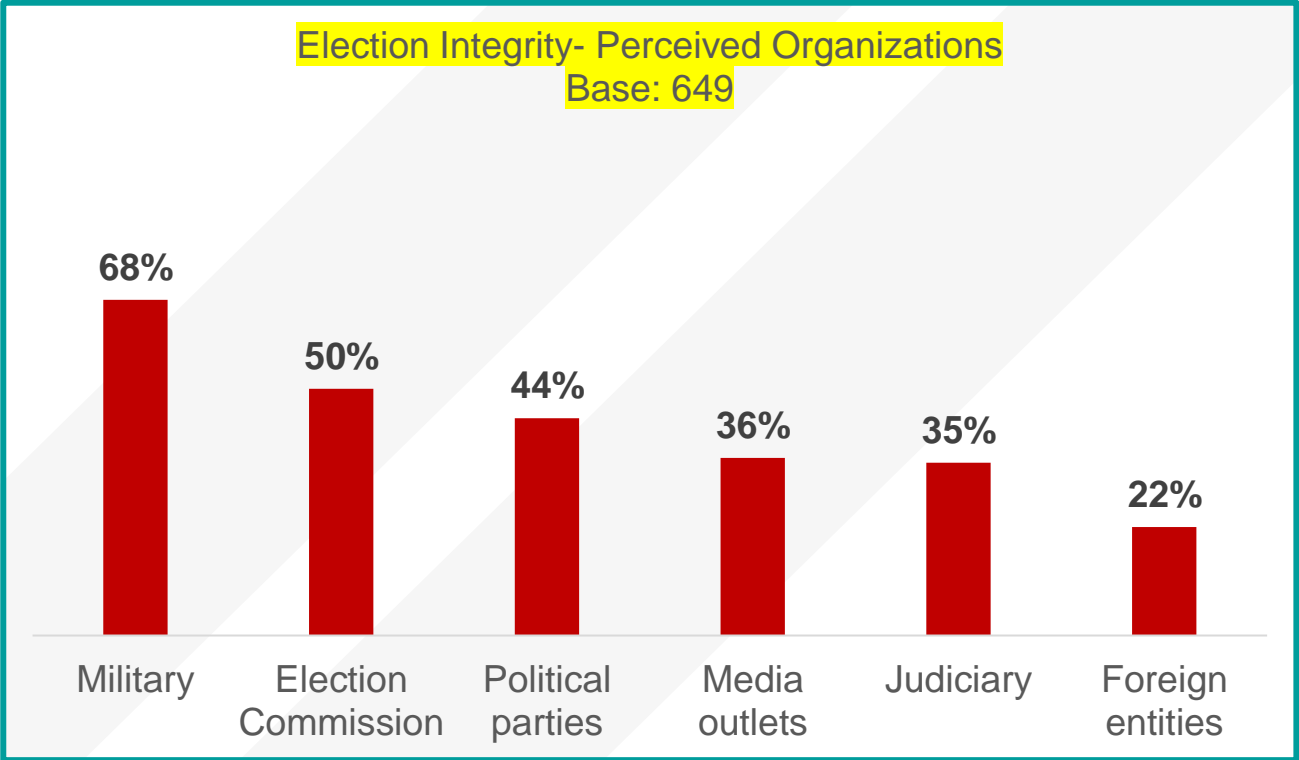
VOTING INFLUENCE

8

2 in 3 young Pakistanis believe in the fairness of upcoming 2024 elections.

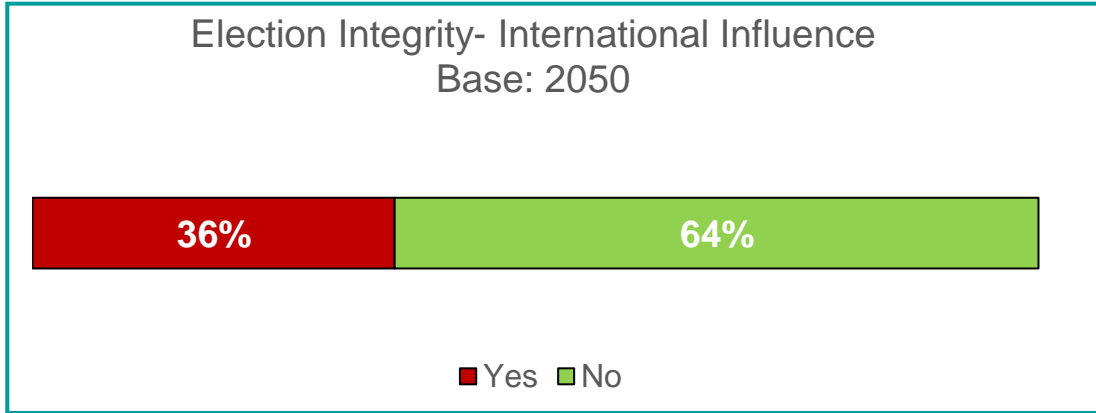


EF1. Do you think any organizations can rig the elections?

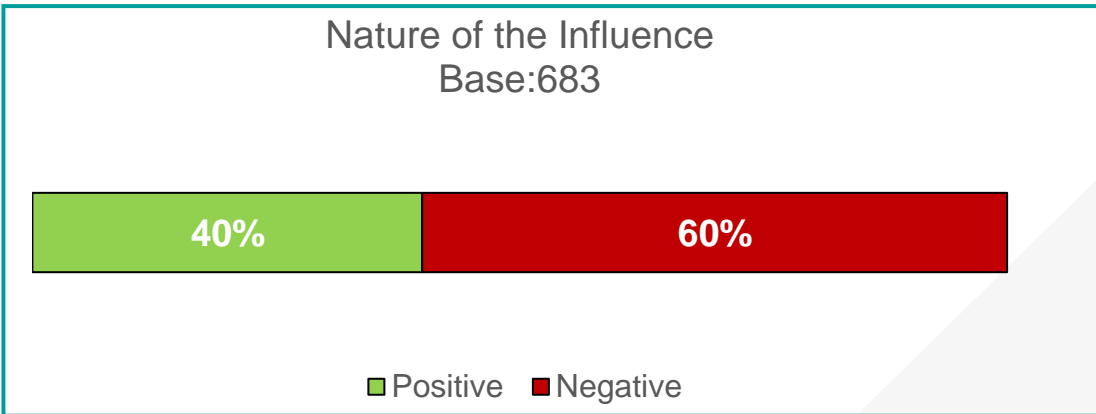


EF1a. Which organizations do you think might rig the elections?

1 in 3 believe that there is “international influence” on Pakistan

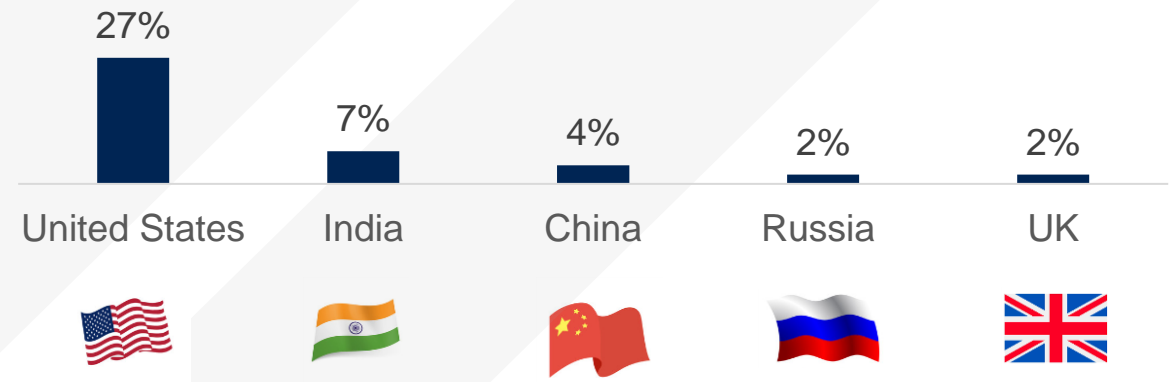


EF2. Do you believe that any foreign or international influences can positively or negatively affect the performance of the Pakistani government?



EF2b. Do you believe that influence to be negative or positive?

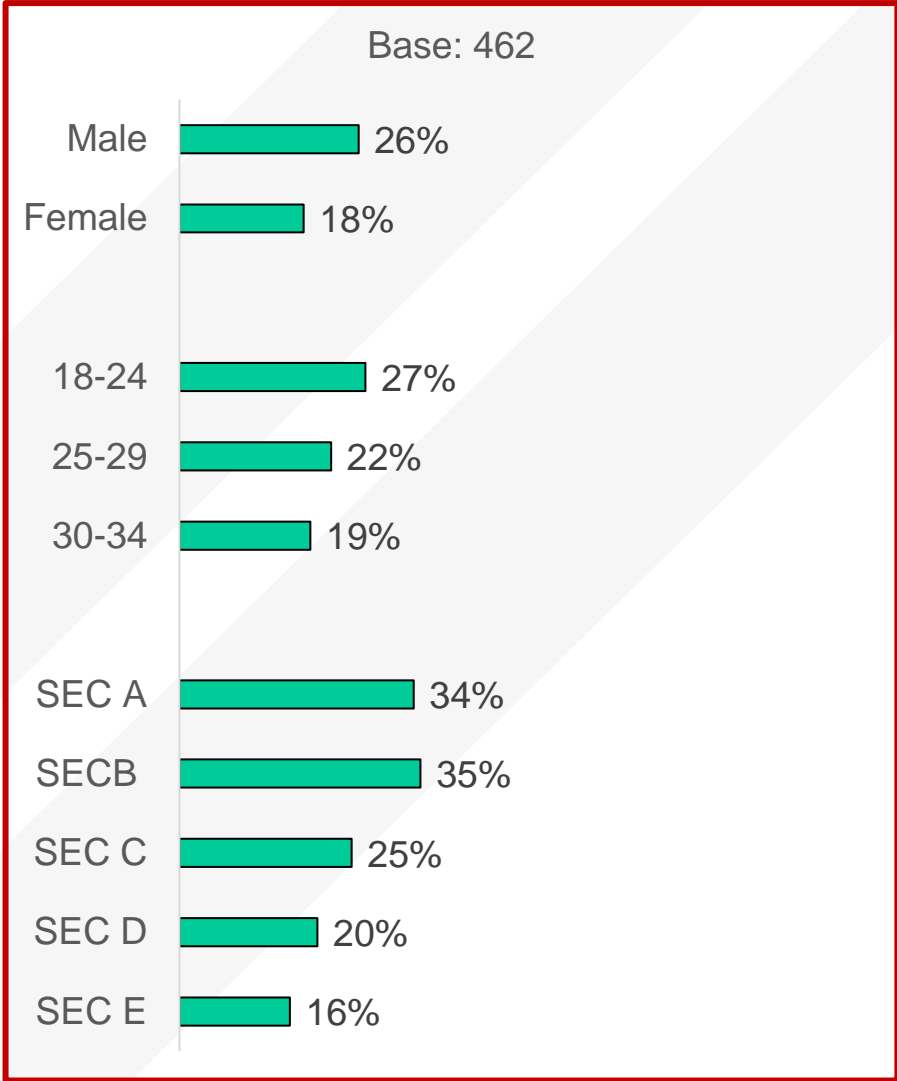
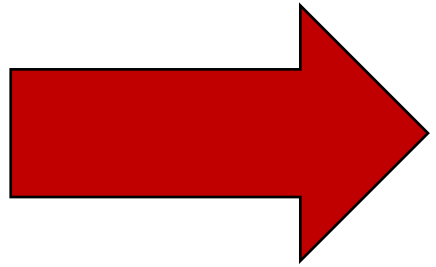
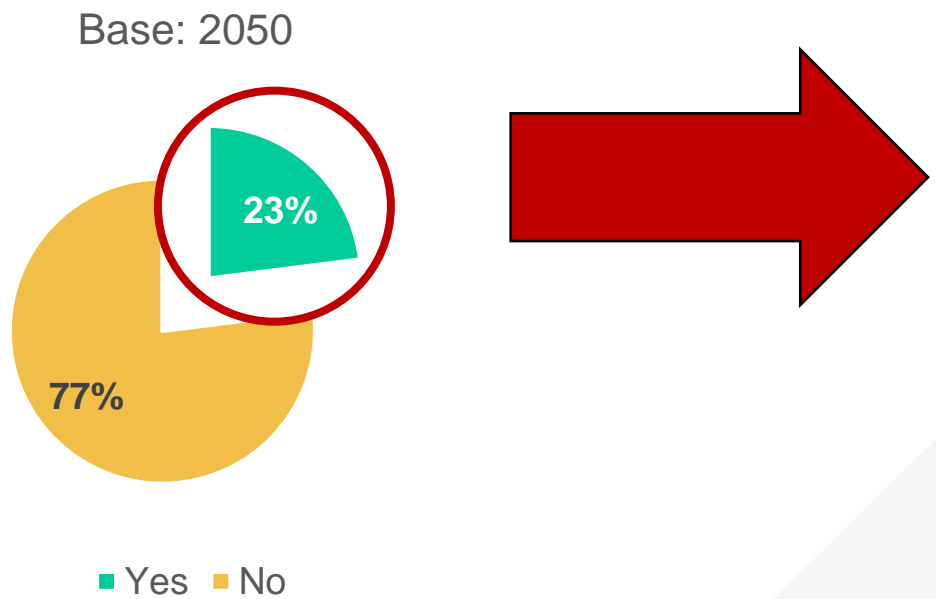
Election Impact: Identified Influential Nations
Base: 2050



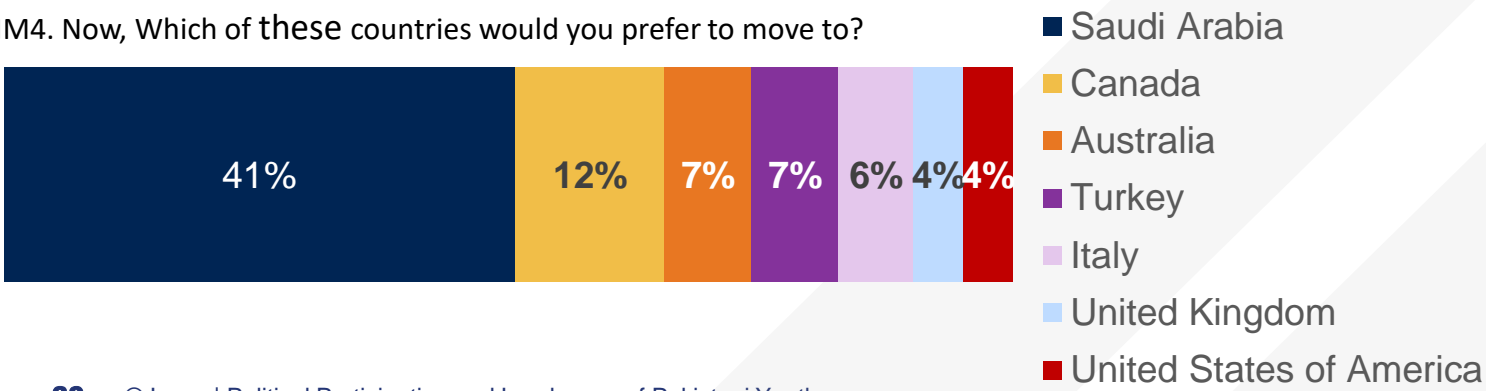
EF2a. Do you believe that any of the following countries could influence the outcome of the 2024 elections?

Most don't want to immigrate; those who do are mainly higher-class men.

IM1. Do you want to move to another country?



IM4. Now, Which of these countries would you prefer to move to?



**THANK
YOU**

GAME CHANGERS

