

**Timeline**

March 2020-

**Study Type**

Descriptive / Surveillance

**Article Link**<https://gallup.com.pk/polls/coronavirus/>**Research Implemented by IPA**

No

# Public Perception on COVID-19 Tracker in Pakistan

## Researchers

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## Abstract

Pakistan has the world's sixth largest population, estimated at 220 million. For a country of this size, public opinion polling offers an efficient method of ascertaining the views and perceptions of the public in a meaningful way, especially during a crisis. How is a normal Pakistani household coping with the economic loss arising out of the COVID-19 crisis? Are they listening to the public health messages being communicated to them, and acting on the advice? These are some of the questions that a statistically accurate mapping of public perception can answer for policy makers. With COVID-19 and the lockdown, the need for such systematic gauging of the pulse of the nation becomes even more important as the usual avenues that act as conduit of public voice to policymakers are operating in constrained ways. The Gallup Pakistan Perception Tracker on COVID-19 is performing weekly phone surveys to inform policymakers on the Pakistani general public's views about politics, society, health, and communication as it pertains to COVID-19 and its consequences in Pakistan.

## Project Outcomes of Interest

The project aims to a) Inform policymaking at the national and provincial levels vis a vis COVID-19; b) Provide a better understanding of COVID-19's economic impacts to political and economic actors, including private sector firms in Pakistan; c) Measure the efficacy of communication campaigns as well as assess the impact of mitigation measures such as cash transfers, so that programmatic changes can be made in real time

## Partners

Gallup Pakistan

## Link to Results

Link to results from the survey's Wave 3

## Impact Goals

- Build resilience and protect the financial health of families and individuals
- Build resilient and adaptable businesses and employment opportunities
- Promote peace and safety, and improve humanitarian response
- Reduce COVID-19 transmission rates

## Project Data Collection Mode

- CATI (Computer-assisted telephone interviewing)

## Implementing Organization

Gallup Pakistan

## Results Status

Results