

Socio-Economic and Demographic Bases of Party Affiliation: A Survey Data Analysis

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Abstract

This study explores the basis on which voters affiliate themselves with political parties in Pakistan. The study is based on primary data consisting of a sample of 929 students enrolled in Quaid-i-Azam University, Islamabad. It uses a multinomial logistic regression model to find different socio-economic and demographic correlates of intended party support. The empirical result shows that gender, region, perceived government performance, and media exposure play important roles in the formation of political preferences towards a specific political party. Moreover, different political parties enjoy certain advantages over the competing parties such as concentrated vote banks in specific regions based on ethnicity and media coverage. Furthermore, the study also finds that PML(N) has certain advantages in media handling and projection of its performance because of vast experience in previous governments. On the other hand, PTI has an advantage in some demographic aspects and it is a preferred choice of educated, young, urban and female voters.

Key Words: Socio-economic, demographic, political, affiliation, multinomial logistic regression

JEL Classifications: D71, D72, J11

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