

An Empirical Analysis of the Perception of First Time Voters in Pakistan on the Upcoming General Election 2018, Relationships between Voters and Factors That Affect Voter Priorities

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Abstract : This research looks at the perception of first-time voters in Pakistan on the political dynamics of the country. This paper shall review the researches that were conducted by Gallup Pakistan and compare it with our findings regarding the voter behavior and factors that affect the priorities of the voters. A country where democracy has just completed its 2 consecutive tenures for the first time, one would always want to know about the voting trends among youth where young population makes 60% of the population in the country. In that case, it is not only a big task to find out voter patterns and trends voters might adhere to while a general election is approaching. Also, the paper discovers the psychology of young Pakistani voters on the upcoming election of 2018 but also the factors that influence the voting decisions of a voter. This research tries to study the relations among voters and how they view each other in general. The paper also explores the views of voters on the factors that impact decision making of a voter while casting his/her vote in Pakistan. The paper thoroughly studies the expectations of the voters from the current system that prevails in the country. The reason this research was conducted is that this kind of positive approach towards finding out the voter perception is heavily untouched in Pakistani academia. This study can benefit a lot of institutions and professions in the future too. The constraints and obstacles that came while this research was being conducted are also identified in the paper. The mode of research is primary research as it was impossible to find out the perceptions of first-time voters without going on the field and carrying out the research. The research was conducted in one of the most reputable and liberal educational institutions of Pakistan. This research is based on a survey that was conducted through questionnaires where responses were collected through a mix process of random and convenient sampling. The major findings of the study show that young voters have a realistic perspective about the electoral process in the country. The research also articulates the factors that affect the priorities of young voters, and also how young voters view other voters that belong from other sections of the society. To conclude, we can say that this research will give us a perspective that can define and identify the voter priorities of the future in Pakistan.

Keywords : first time voters, general election 2018, Pakistan, young

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