

GILANI RESEARCH FOUNDATION SURVEY ABOUT PERCEPTIONS OF US CITIZENS ABOUT PAKISTAN

Twice as many Americans believe India to be a friend of the United States compared to Pakistan - Gilani Research Foundation survey about perceptions of US Citizens about Pakistan

PERCEPTION AS A "FRIEND"

28%



56%



Twice as many Americans believe India to be a friend (56%) compared to Pakistan (28%)

PERCEPTION AS AN "ENEMY"



39%



11%

Over thrice as many Americans believed Pakistan to be an enemy (39%) compared to India (11%).

OPINION/ AWARENESS

34%



32%



Americans were only slightly less likely to know or share their perceptions regarding Pakistan (34%) compared to India (32%).

4 in 10 Americans consider Pakistan to be an Enemy Country

Twice as many Americans believe India to be a friend of the United States compared to Pakistan - Gilani Research Foundation survey about perceptions of US Citizens about Pakistan

Islamabad, November 21st, 2023

According to a recent survey commissioned by Gilani Research Foundation and conducted by Leger USA (an opinion polling firm based in US) gauging perceptions that Americans have about Pakistan it was found that **nearly 4 in 10 Americans view Pakistan as an Enemy Country and twice as many Americans believe India to be a friend (56%) compared to Pakistan (28%).**

The survey was conducted using an Online Panel maintained by Leger USA called as Omni USA. The sample size of the survey was around 1000 men and women. The survey respondents belonged to different parts of US, hailing from different ethnicities as well as gender, education and age backgrounds.

Bilal Ijaz Gilani, Executive Director of Gilani Research Foundation says ‘Opinion of the world citizens about US is a very well researched topic. However, how Americans perceive other nations, especially ones that are poorer than US, is not very well documented. In this research we wanted to understand how perceptions of Americans differ vis a vis various countries including Pakistan. The findings are a bit concerning as more Americans consider Pakistan to be an Enemy country and less consider it to be a Friend Country. There is also widespread ignorance or lack of information about Pakistan. Given Pakistan has been a long-term ally of US since 1950’s, there are almost one million Pakistani Americans, and currently US is the largest trading partner of Pakistan, how Americans perceive Pakistan is quite significant. Moreover, the study reveals that neighboring India has a significantly more positive image among common Americans, however an almost similar proportion of Americans express lack of knowledge or interest in India as they expressed for Pakistan. In other volumes of this report, we will also share findings about the another 5 countries and their perceptions amongst Americans.

Key learnings from the survey are below

1. Twice as many Americans believe India to be a friend (56%) compared to Pakistan (28%).
2. Over thrice as many Americans believed Pakistan to be an enemy (39%) compared to India (11%). Figures for “very strong enemy” have been reported in similar proportions.
3. Americans were only slightly less likely to know or share their perceptions regarding Pakistan (34%) compared to India (32%).
4. Across genders, female respondents were generally twice as likely to not share their opinions regarding both countries and their relations with the US, compared to their male counterparts.
5. Across race, those identified under “others”, had consistently more positive opinions regarding Pakistan, while those identified as “White” had more positive opinions regarding India.
6. Perceptions of India were most positive amongst Americans aged 50+ with 61% considering India a friend of the United States, on the other hand perceptions of Pakistan were also most negative in Americans aged 50-64, with 44% considered Pakistan an enemy.
7. Nearly twice as many Americans educated at the college level or higher consider Pakistan a friend (33%), compared to those educated till high school (18%). However, India was still perceived considerably more positive, considered a friend by 61% of higher educated Americans, and 47% of lesser educated ones.
8. Knowledge regarding both countries decreased from Americans residing in urban to those in rural areas, coupled with a decrease in positive perceptions in relation to the United States.
9. Positive perceptions of both countries increased along an increase in annual HH income.

These findings highlight the complex dynamics of American perceptions towards both India and Pakistan. The survey underscores the strong bond between the US and the India, as well as the at times contrasting views on India and Pakistan.

1. Perception as a “Friend”

Twice as many Americans believe India to be a friend (56%) compared to Pakistan (28%).

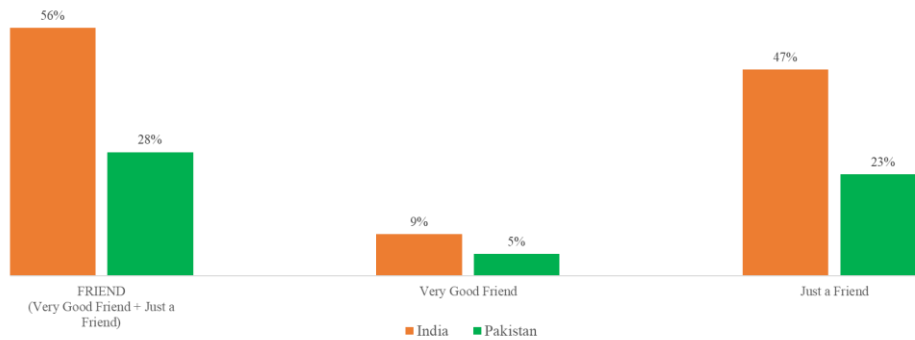


Figure 1: Perception as a “Friend”

2. Perception as an “Enemy”

Over thrice as many Americans believed Pakistan to be an enemy (39%) compared to India (11%). Figures for “very strong enemy” have been reported in similar proportions.

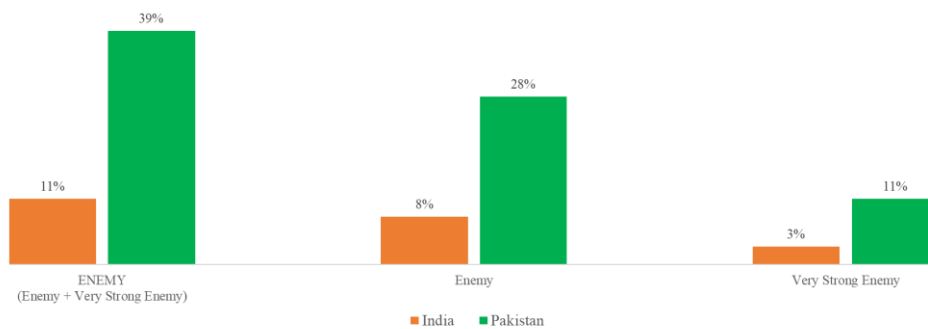
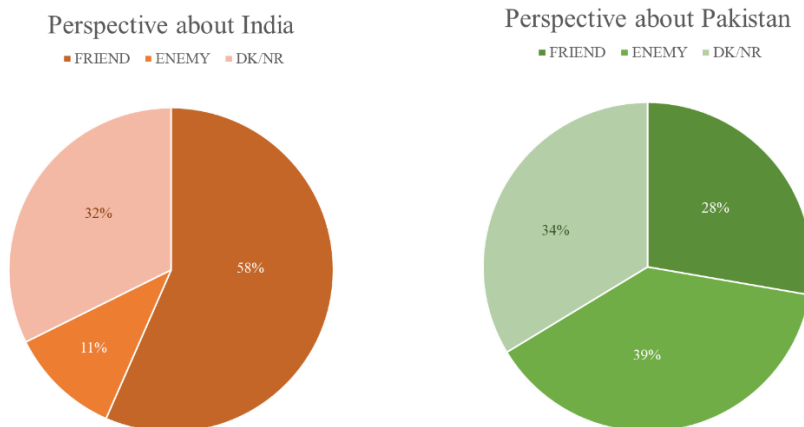


Figure 2: Perception as an “Enemy”

3. Opinion/ Awareness

Americans were only slightly less likely to know or share their perceptions regarding Pakistan (34%) compared to India (32%).



4. Perceptions across Gender

Across genders, female respondents (43% of India, and 44% for Pakistan) were generally twice as likely to not share their opinions regarding both countries and their relations with the US, compared to their male counterparts (21% for India, and 22% for Pakistan).

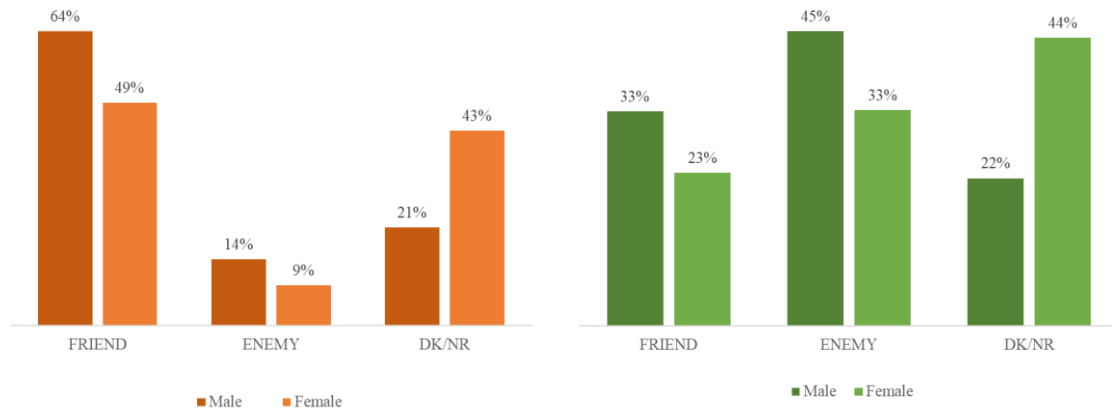


Figure 4a: Gender (India)

Figure 4b: Gender (Pakistan)

5. Perceptions across Race

Across race, those identified under “others”, had consistently more positive opinions regarding Pakistan, while those identified as “White” had more positive opinions regarding India.

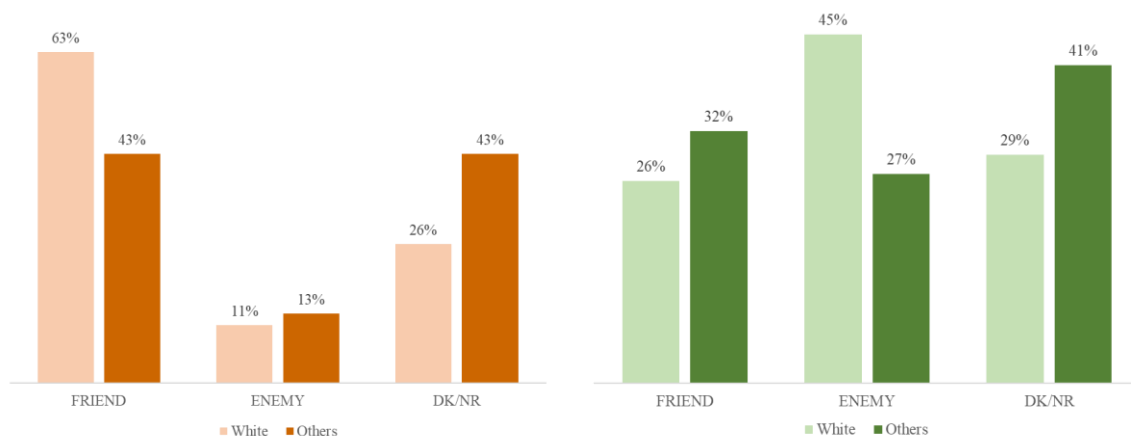


Figure 5a: Race (India)

Figure 5b: Race (Pakistan)

6. Perceptions across Age

Perceptions of India were most positive amongst Americans aged 50+ with 61% considering India a friend of the United States, on the other hand perceptions of Pakistan were also most negative in Americans aged 50-64, with 44% considered Pakistan an enemy.

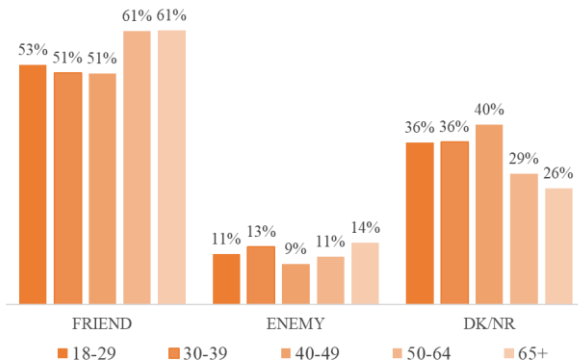


Figure 6a: Age (India)

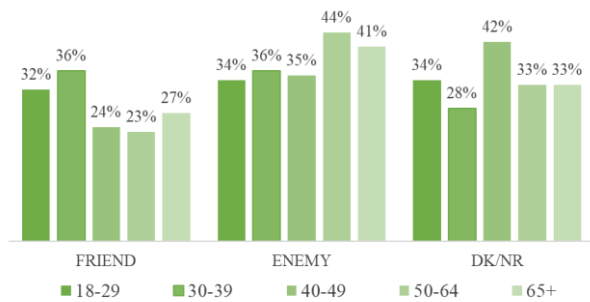


Figure 6b: Age (Pakistan)

7. Perceptions across Education

Nearly twice as many Americans educated at the college level or higher consider Pakistan a friend (33%), compared to those educated till high school (18%). However, India was still perceived considerably more positive, considered a friend by 61% of higher educated Americans, and 47% of lesser educated ones.

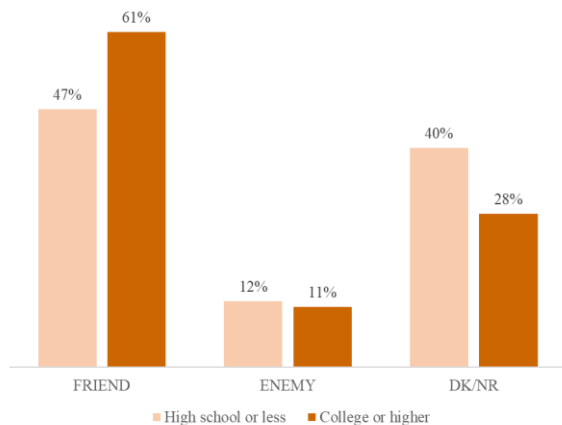


Figure 7a: Education (India)

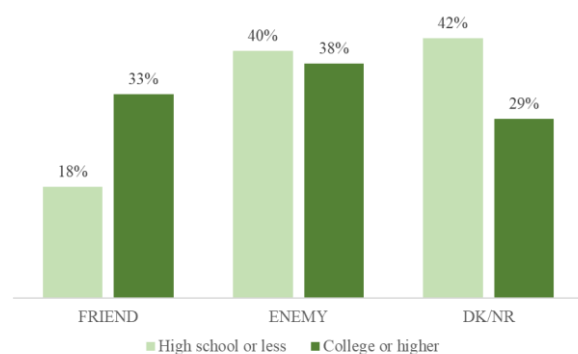


Figure 7b: Education (Pakistan)

8. Perceptions across Residential areas

Knowledge regarding both countries decreased from Americans residing in urban to those in rural areas, coupled with a decrease in positive perceptions in relation to the United States.

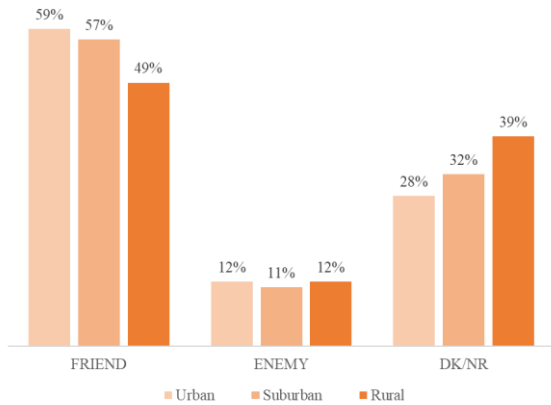


Figure 8a: Residential Area (India)

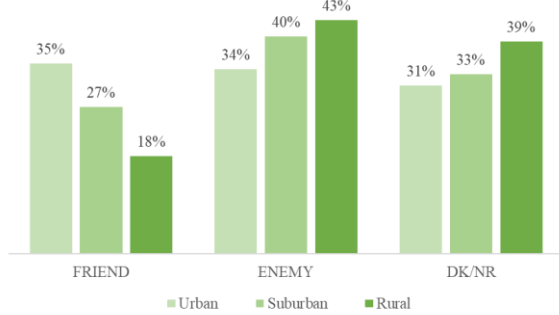


Figure 8a: Residential Area (Pakistan)

9. Perceptions across Household Income

Positive perceptions of both countries increased along an increase in annual HH income.



Figure 9a: HH Income (India)



Figure 9b: HH Income (Pakistan)

Table 1. Detailed insights

■ India ■ Pakistan

		FRIEND		Very Good Friend		Just a Friend		ENEMY		Enemy		Very Strong Enemy		Don't know / No response	
	Total	56%	28%	9%	5%	47%	23%	11%	39%	8%	28%	3%	11%	32%	34%
US REGIONS	North East	58%	25%	9%	2%	49%	24%	14%	39%	11%	27%	3%	12%	28%	36%
	MidWest	56%	27%	9%	3%	47%	24%	6%	34%	4%	26%	2%	8%	38%	39%
	South	56%	27%	10%	7%	45%	20%	13%	38%	9%	26%	4%	12%	32%	35%
	West	56%	31%	9%	6%	46%	25%	13%	43%	9%	33%	4%	10%	31%	26%
Gender	Male	64%	33%	12%	8%	52%	25%	14%	45%	9%	34%	5%	11%	21%	22%
	Female	49%	23%	7%	2%	42%	21%	9%	33%	8%	22%	1%	10%	43%	44%
Age	18-29	53%	32%	9%	10%	44%	22%	11%	34%	4%	27%	8%	7%	36%	34%
	30-39	51%	36%	13%	9%	38%	26%	13%	36%	12%	25%	1%	11%	36%	28%
	40-49	51%	24%	10%	7%	41%	17%	9%	35%	7%	26%	2%	9%	40%	42%
	50-64	61%	23%	9%	1%	51%	22%	11%	44%	8%	31%	3%	12%	29%	33%
	65 +	61%	27%	6%	0%	55%	27%	14%	41%	11%	29%	3%	12%	26%	33%
Children	Yes	58%	33%	14%	10%	44%	23%	9%	34%	8%	24%	1%	10%	32%	33%
	No	56%	26%	8%	3%	48%	23%	12%	41%	9%	30%	4%	11%	31%	33%
Education	HS or less	47%	18%	7%	4%	40%	14%	12%	40%	9%	27%	3%	12%	40%	42%
	College or higher	61%	33%	11%	5%	50%	27%	11%	38%	8%	29%	3%	10%	28%	29%
HH Income	<35k	47%	24%	8%	3%	39%	20%	9%	34%	6%	25%	3%	9%	44%	42%
	35-50k	56%	24%	6%	2%	51%	22%	8%	39%	7%	28%	1%	11%	36%	37%
	50-100k	59%	26%	9%	3%	51%	23%	14%	44%	10%	31%	4%	13%	26%	30%
	100k+	66%	39%	15%	10%	51%	29%	12%	40%	11%	32%	0%	9%	22%	21%
Race	White	63%	26%	8%	2%	55%	23%	11%	45%	9%	33%	2%	12%	26%	29%
	Other	43%	32%	13%	10%	30%	22%	13%	27%	8%	19%	5%	8%	43%	41%
HH Size	1	51%	30%	10%	5%	41%	25%	13%	37%	8%	25%	5%	12%	36%	33%
	2	58%	24%	7%	3%	51%	21%	13%	44%	11%	34%	2%	10%	29%	33%
	3+	58%	30%	11%	7%	47%	23%	10%	36%	7%	25%	3%	10%	32%	35%
Type of Residence Area	Urban	59%	35%	13%	10%	46%	25%	12%	34%	8%	27%	5%	7%	28%	31%
	Suburban	57%	27%	7%	3%	50%	24%	11%	40%	8%	26%	2%	14%	32%	33%
	Rural	49%	18%	8%	1%	41%	17%	12%	43%	10%	34%	2%	9%	39%	39%

Methodology: The data for this analysis is based on a recent survey initiated by Gilani Research Foundation and conducted by the Leger OmniUSA panel, a survey research provider using RDD telephone surveys with a sample of 1000 Americans. This survey was conducted during 22nd-24th Sept, 2023, and has a margin of error of $\pm 3.1\%$. Any omission or error cannot be ruled out.

For the detailed findings visit: (Insert link to website post with full presentation)

For more survey data, see our website <https://gilanifoundation.com/> or contact Gilani Research Foundation at caf@gallup.com.pkt

Disclaimer: Gilani Research Foundation has conducted this poll as a professional public service activity, carried out through non-commercial collaboration with Leger USA.

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