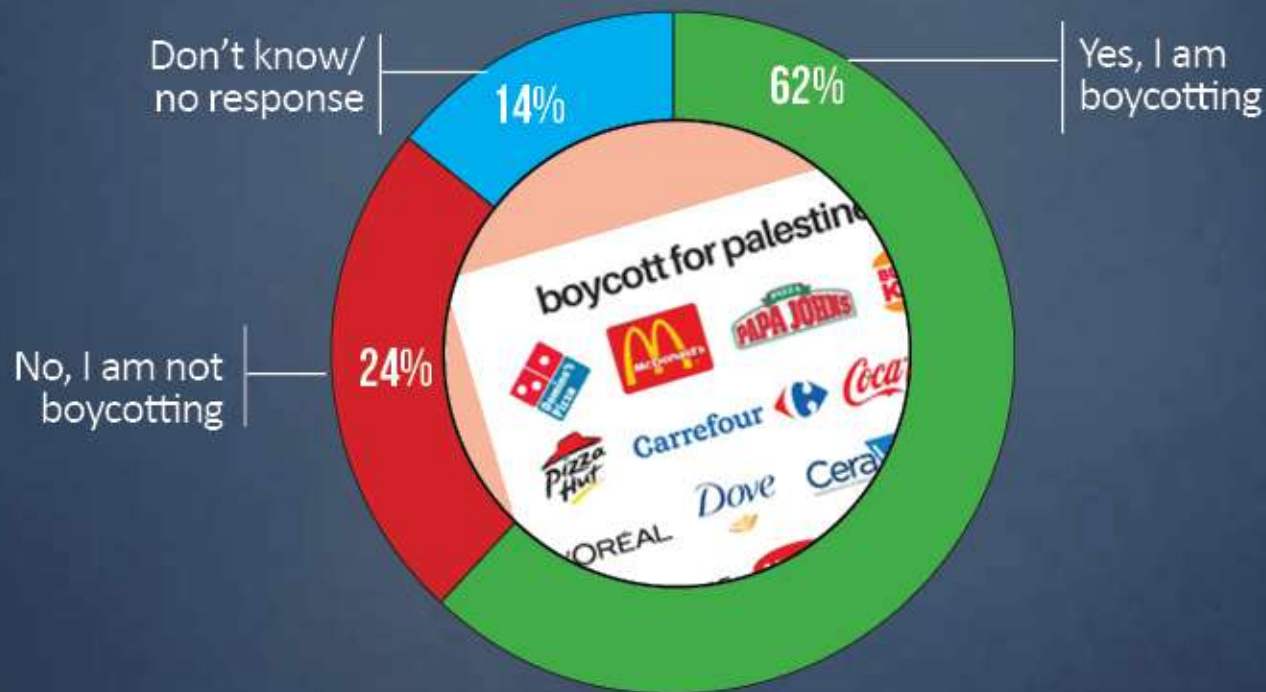


6th August, 2024

A HIGH 62% OF PAKISTANIS CLAIM THEY ARE BOYCOTTING 'ISRAELI BRANDS' IN RESPONSE TO THE GAZA WAR; BOYCOTT BEHAVIOR IS MORE PREVALENT AMONG URBAN RESIDENTS AND PEOPLE UNDER 30: GALLUP & GILANI PAKISTAN

پاکستانیوں کی بڑی 62% شرح نے یہ دعویٰ کیا کہ وہ غزہ میں جاری جنگ کے جواب میں 'اسرائیل کی برانڈز' کا بائیکاٹ کر رہے ہیں، بائیکاٹ کرنے کی شرح شہری رہائش توں اور 30 سال سے کم عمر افراد میں زیادہ پائی گئی۔

Question: Some people are boycotting certain Israeli brands because of the war between Israel and Gaza. Please let me know if you are personally boycotting specific Israeli brands?





PRESS RELEASE

Opinion Poll

Social Behaviour

Other Issues

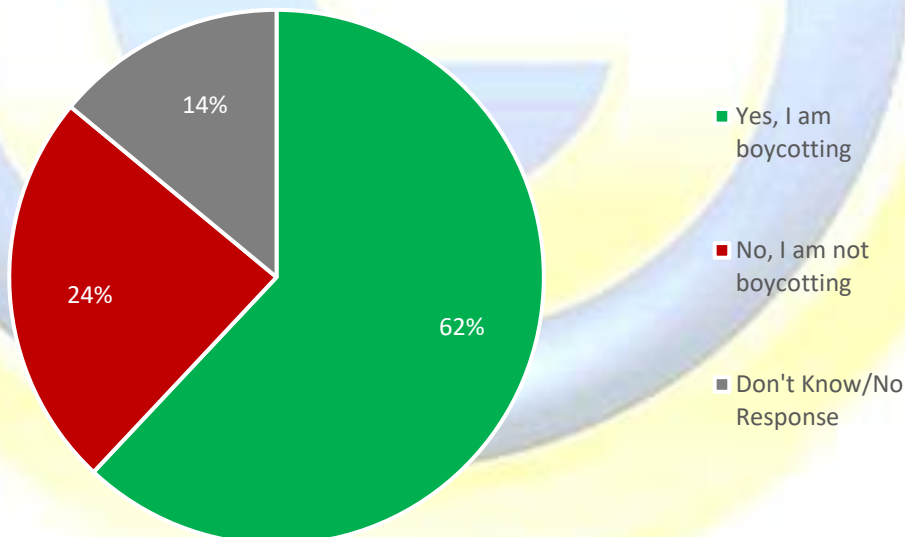
A high 62% of Pakistanis claim they are boycotting 'Israeli brands' in response to the Gaza war; boycott behavior is more prevalent among urban residents and people under 30: Gallup & Gilani Pakistan

(Islamabad) 6th August, 2024

According to a survey conducted by Gallup & Gilani Pakistan, a high 62% of Pakistanis claim they are boycotting 'Israeli brands' in response to the Gaza war. This boycott behavior is more prevalent among urban residents, who are 9% more likely to boycott compared to rural residents. Additionally, from all age groups, people under 30 are the most likely to boycott Israeli brands.

A nationally representative sample of adult men and women from across the country was asked the question, "Some people are boycotting certain Israeli brands because of the war between Israel and Gaza. Please let me know if you are personally boycotting specific Israeli brands?" In response, 62% said 'Yes, I am boycotting', 24% said 'No, I am not boycotting', and 14% said that they did not know or gave no response.

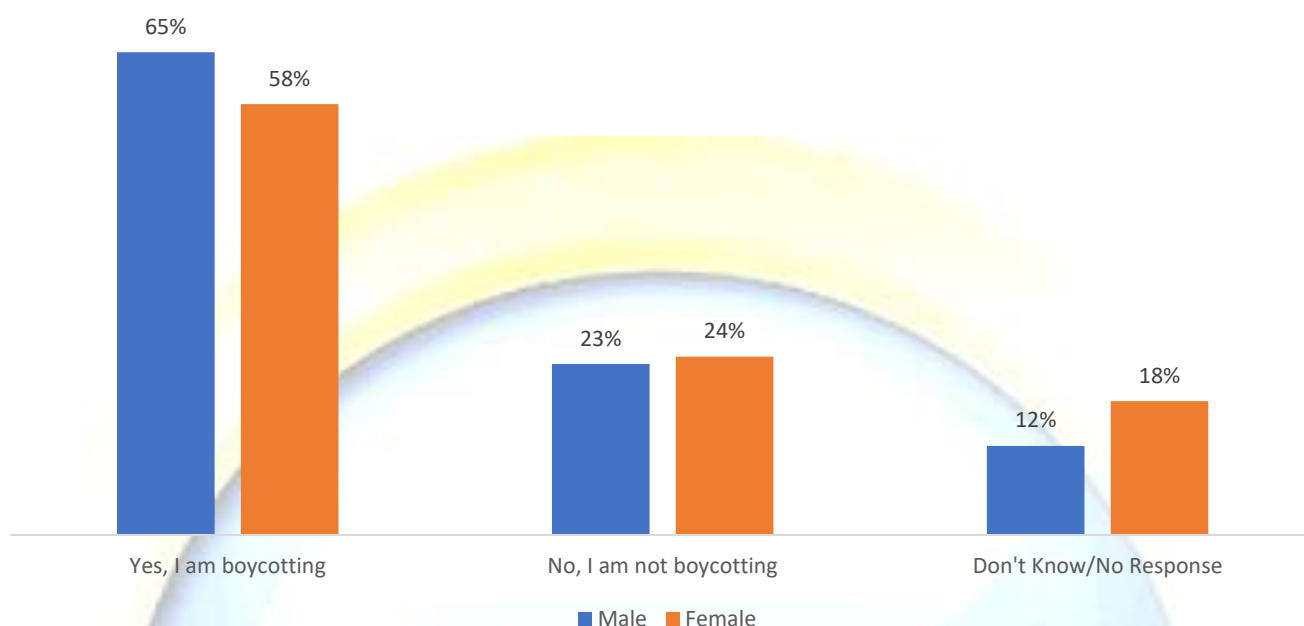
Question: Some people are boycotting certain Israeli brands because of the war between Israel and Gaza. Please let me know if you are personally boycotting specific Israeli brands?



Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

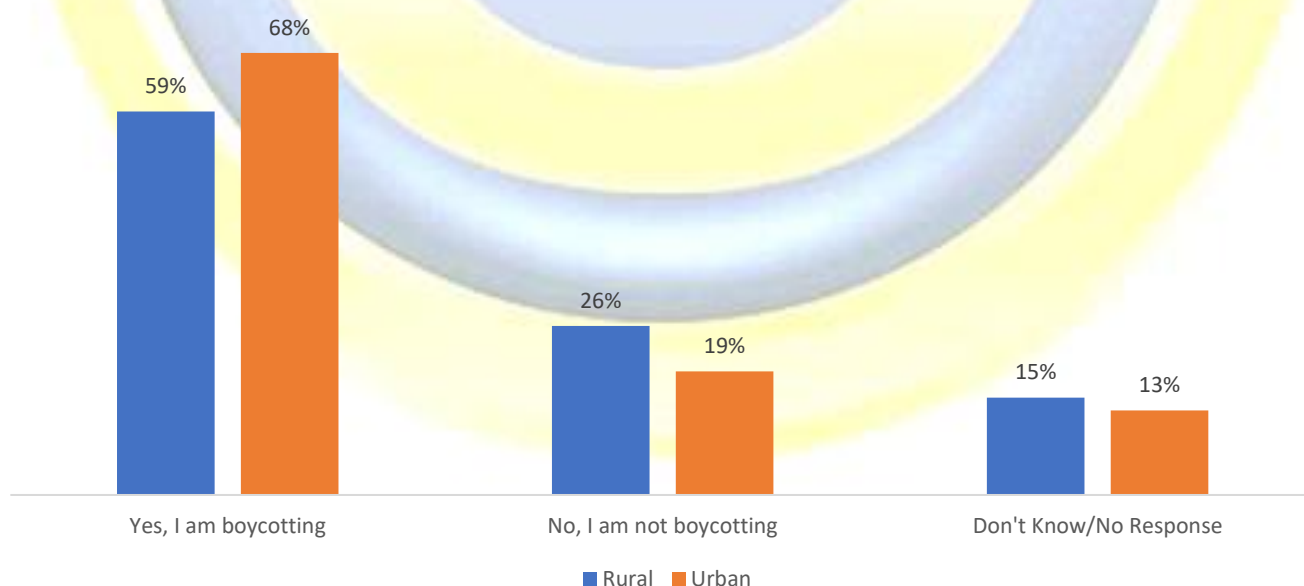
The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 769 men and women in urban and rural areas of all four provinces of the country, conducted from 28th June - 10th July 2024. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was telephonic surveys (CATI).

Across gender: Pakistani men were more likely (65%) to personally boycott Israeli brands in response to the Gaza war, compared to women (58%).



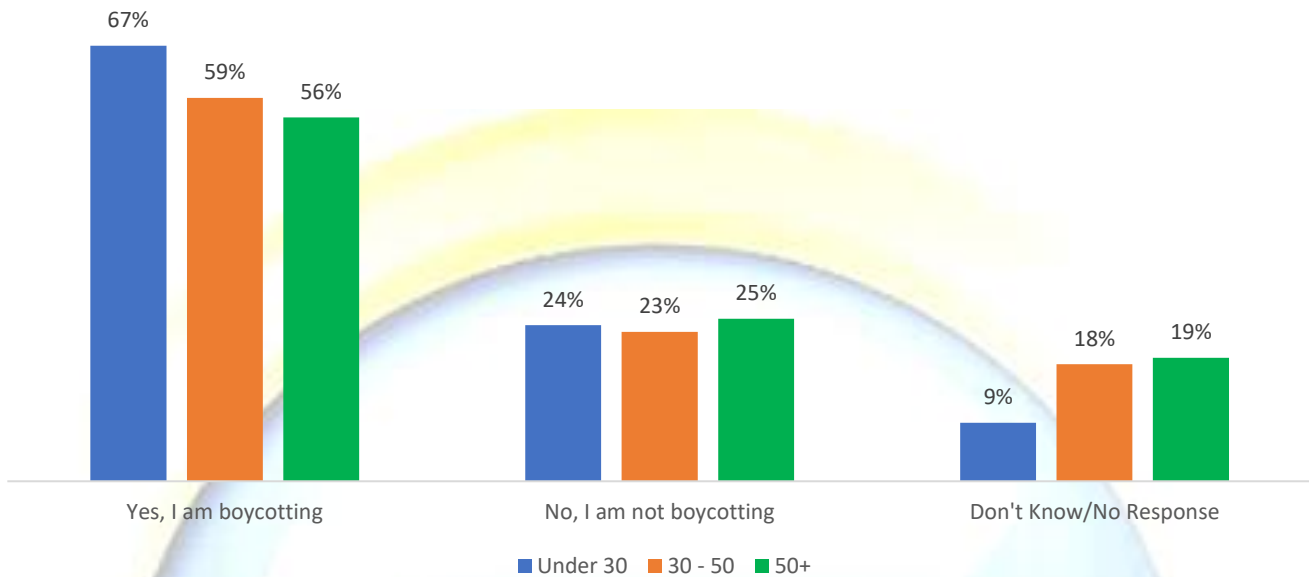
Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Across rurality: Urban residents in Pakistan were more likely (68%) to personally boycott specific Israeli brands, compared to rural residents (59%).



Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Across age groups: People under 30 were the most likely (67%) to be boycotting Israeli brands as a response to the Gaza war, followed by the 30 – 50 age group (59%), and the 50+ age group (56%).



Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
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GILANI RESEARCH
FOUNDATION

Tuesday, 6th August, 2024

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Gilani Research Foundation is a not-for-profit public service project to provide social science research to students, academia, policymakers, and concerned citizens in Pakistan and across the globe.

Gilani Research Foundation is headed by Dr. Ijaz Shafi Gilani who pioneered the field of opinion polling in Pakistan and established Gallup Pakistan in 1980. Currently, Dr. Gilani, who holds a Ph.D. from the Massachusetts Institute of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

If you have any further questions regarding this poll, please feel free to contact us.

*Best Regards,
Gallup Pakistan*

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Daily Gilani Poll
2024



of Gallup Pakistan
(1980-2024)