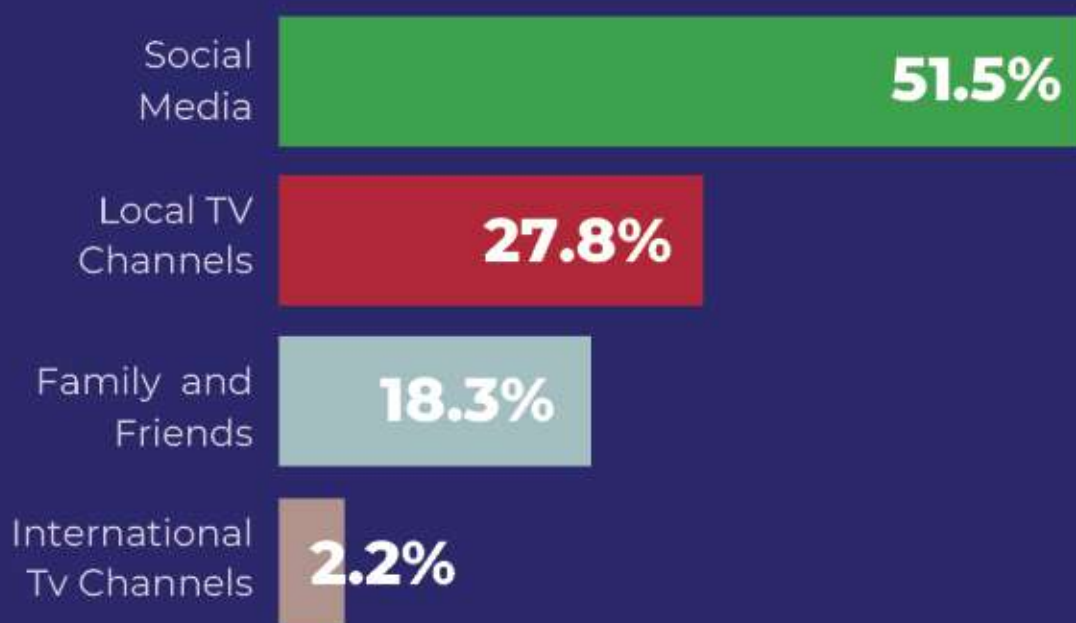


A significant percentage of Pakistanis (51.5%) rely on social media as their main source of information about the Palestine conflict, which is close to the average across other Muslim countries (50.9%)



Question: What is your main source of information on the ongoing events in Palestine?



PRESS RELEASE

Opinion Poll

International

Israel/Palestine

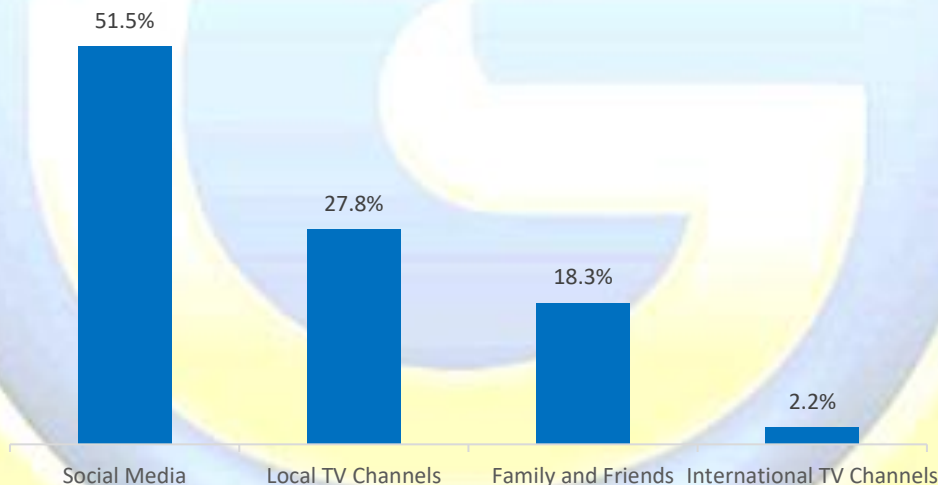
A significant percentage of Pakistanis (51.5%) rely on social media as their main source of information about the Palestine conflict, which is close to the average across other Muslim countries (50.9%): Gallup Pakistan & WAPOR WANA Survey 2024

(Islamabad) 30th October, 2024

According to a survey conducted by Gallup & Gilani Pakistan, a significant percentage of Pakistanis (51.5%) rely on social media as their main source of information about the Palestine conflict, which is close to the average across other Muslim countries (50.9%).

A nationally representative sample of adult men and women from across the country was asked the question, “What is your main source of information on the ongoing events in Palestine?” In response, 51.5% said ‘Social Media’, 27.8% said ‘Local TV Channels’, 18.3% said ‘Family and Friends’, and 2.2% said ‘International TV Channels’.

Question: What is your main source of information on the ongoing events in Palestine?



Source: Gallup Pakistan & WAPOR WANA Survey 2024
(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 1,000 men and women in urban and rural areas of all four provinces of the country, conducted from 12th September – 3rd October 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).

Comparison with Muslim countries: On average, 26.6% of people in Muslim nations depend on local TV channels for updates regarding the ongoing events in Palestine. Pakistan's dependence on local TV channels is slightly above this average at 27.8%, while Lebanon had the highest rate at 67.8%. Meanwhile, international TV channels are used by an average of 34.3% of people in Muslim countries, with Lebanon leading at 74.7%, while Pakistan shows the least dependence on this channel at only 2.2%. For social media, the average preference among Muslim countries is 50.9%, closely aligned with Pakistan's usage at 51.5%. The highest rate for social media as a source of information was for 60.6% for Palestine. Furthermore, the average use of family and friends as sources of information among Muslim countries stands at 26.2%. Lebanon shows the lowest reliance in this category, with just 0.5%, while Pakistan's dependence is also below average at 18.3%.

	Local TV Channels	International TV Channels	Social Media	Family and friends
Iraq	23.4%	13.1%	49.1%	26.2%
Jordan	26.5%	46.8%	42.7%	14.8%
Libya	13.7%	33.9%	45.6%	13.2%
Palestine	8.2%	39%	60.6%	20.2%
Kuwait	30.5%	40.3%	59.7%	43.6%
Pakistan	27.8%	2.2%	51.5%	18.3%
Lebanon	67.8%	74.7%	35.7%	0.5%
Syria	22.6%	46.3%	60.1%	37.2%
Egypt	19%	12.6%	53.1%	61.8%
AVG	26.6%	34.3%	50.9%	26.2%

Source: Gallup Pakistan & WAPOR WANA Survey 2024
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International



GILANI RESEARCH
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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)