

# “In The War Of Narrative, It’s The Right Medium That Matters”

## A Public Opinion Survey ON News Consumption Patterns of Pakistani Voters

***(Traditional Vs Social Media)***



**10 May – 18 May 2024**

# About IPOR

Institute for Public Opinion Research (IPOR) is an independent research institution with ability to gauge public opinion at its best on social issues, democracy and service delivery throughout Pakistan. IPOR is registered under section 32 of companies act, 1984 (XLVII of 1984) with the Security and Exchange Commission of Pakistan (SECP). IPOR's Executive Director is also a member of European Society for Opinion and Market Research (ESOMAR). It is globally recognized mark of excellence within and beyond the industry.



The results in this Report do not represent views held by IPOR. The results only represent public opinion, computed on the basis of views expressed by respondents selected through the procedure outlined in the methodology section of this Report. IPOR cannot be held liable to the users of this data. Any part of this publication can be used or cited with a clear reference to IPOR.



# Executive Summary

## **Background:**

- Institute for Public Opinion Research (IPOR) conducted a nation-wide quantitative survey of adult (age 18 & above) population of Pakistan to explore their news consumption patterns. Determining which medium of news and information is popular among the majority of Pakistanis? “Traditional or Social Media” So, in the war of narratives building, the findings of this study can be helpful for political parties/ institutions/groups to understand how they can craft their messages, target specific audience and propagate their narratives successfully.

## **Main Findings:**

- Communicating messages through traditional or social media, may depends on various factors such as target audience, nature of messages, and communication goals, etc., however, this study revealed that although **social media** is increasingly becoming most favorite choice of the nation with **41%** following it, but with **38% Pakistanis** are still relying on traditional mediums (newspapers, television, radio, and magazines) for news/information.
- **TV** still tops list with **31%** as main source of information combining all sources, also **45% of Rural residents** still relying on traditional medium for news and information.
- However, for reaching out to younger generations, digital platforms is best with 50% of younger voters (**Age 18-35**) are getting their news from social media platforms.
- Of those 41% who rely on Social media, the popular platforms are **Facebook 45%**, YouTube 21% , TikTok 12%, WhatsApp 10%, Instagram 7%, and x (Twitter) 2% respectively.
- Highly educated individuals, regardless of age, (**51% Graduates & 67% Masters** ) are relying on social media for news and information.
- Social media also takes lead in its **accessibility** as its users are not restricted to any timeframe, **71%** use it everyday whenever they get time.
- **64% Pakistanis** said have access of internet and of these internet users **89%** of Pakistanis said they primarily use internet through **mobile phones**.
- 74% Pakistanis living in urban areas said to have internet accessibility and **47% urbanites** relying on social media platforms for news and information.
- However, on the question of **trustworthiness**, the nation is equally split, with **27% said “I don't trust any media**. 25% said they trust social media and 28% trust news from traditional media and rest 20% did not answer.

# Conclusion:

The choice between traditional and social media depends on the specific goals of the communication campaign, the target audience demographics, budget considerations, and the nature of the message being communicated. A combination of both traditional (38% users) and social media (41% users) channels can also be effective approach to reach a diverse audience and achieve communication objectives.

However, the survey results shows, institutions/groups who will use social media platforms like, YouTube, Twitter and Facebook, will have a better chance of campaigning, mobilizing supporters, building their narratives by attracting particularly young (50%), and tech-savvy educated urban (47%) demographics, hence winning this “war of narratives”



# Main Sources of Getting News

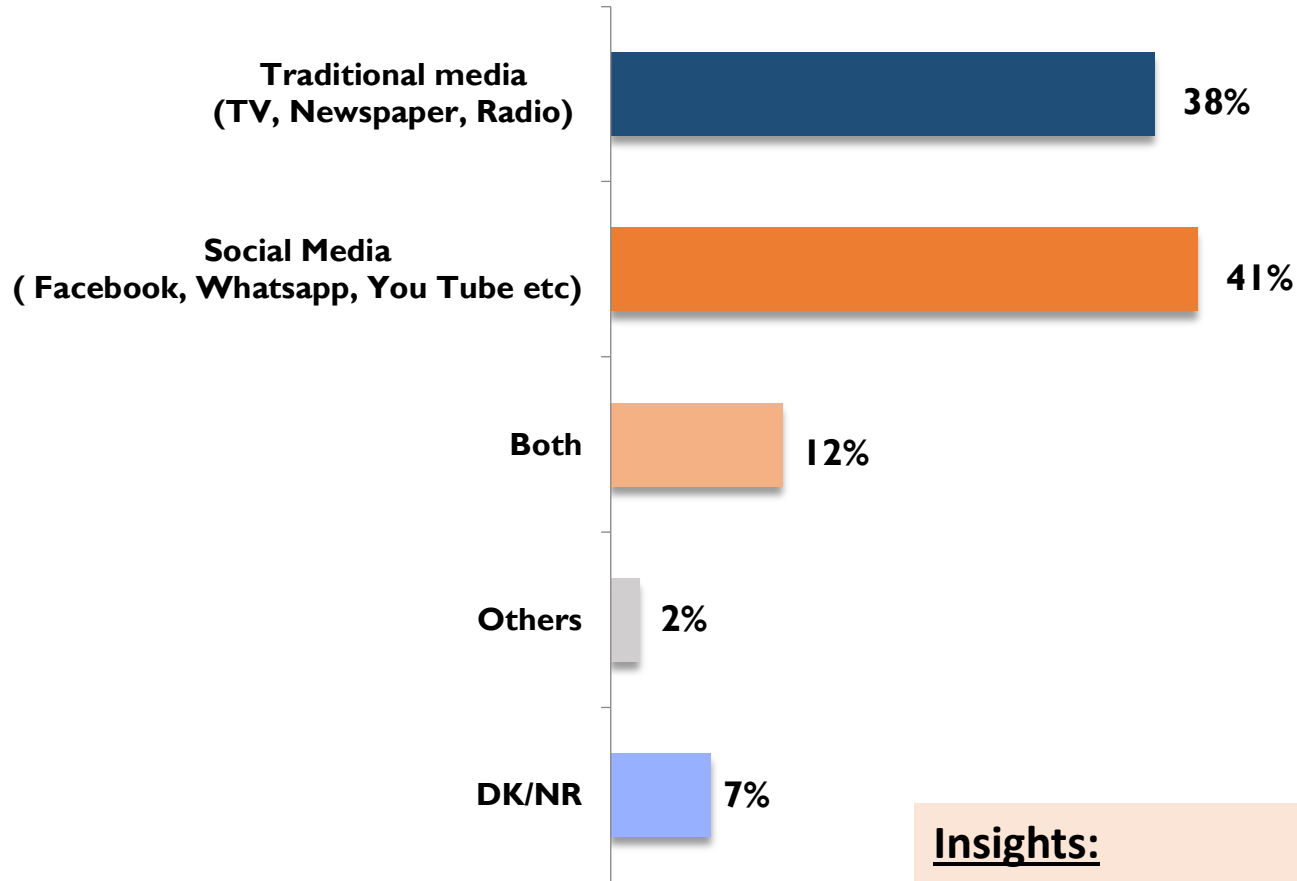
*Traditional Vs Social Media*



# Sources of News

**Q: From which resource do you use to get news?**

Q - آپ خبریں حاصل کرنے کے لیے کون سا ذرائع استعمال کرتے ہیں؟



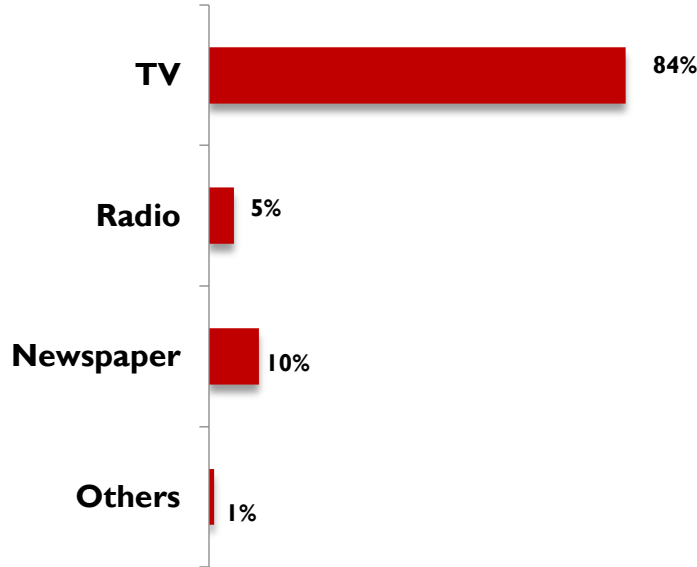
## Insights:

Pakistanis are increasingly relying more on social media (41%) as compared to traditional media (38%).

## Of those 38% respondents who preferred traditional media to get news

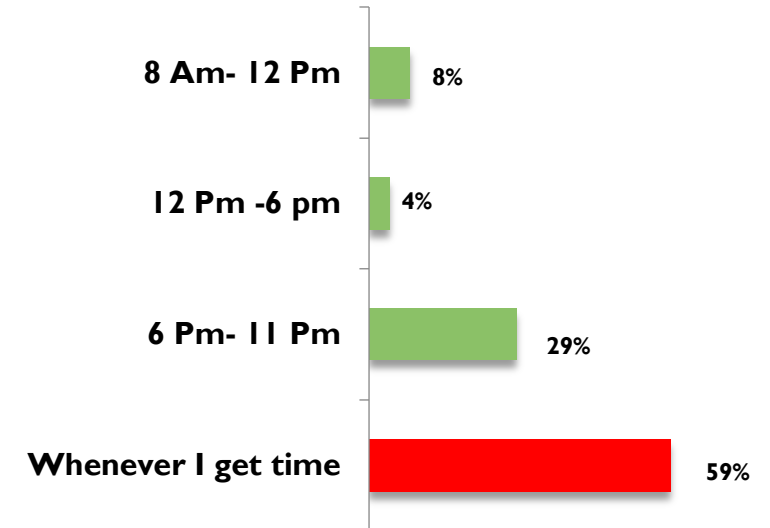
Q: Thinking more about which of the following traditional sources of news you use the most?

Q - مزید سوچتے ہوئے بتائیں کہ آپ مندرجہ ذیل میں سے خبریں حاصل کرنے کے لیے سب سے زیادہ کون سا روایتی ذریعہ استعمال کرتے ہیں؟



Q: When do you watch/listen/read this tradition medium (TV, radio, newspaper)?

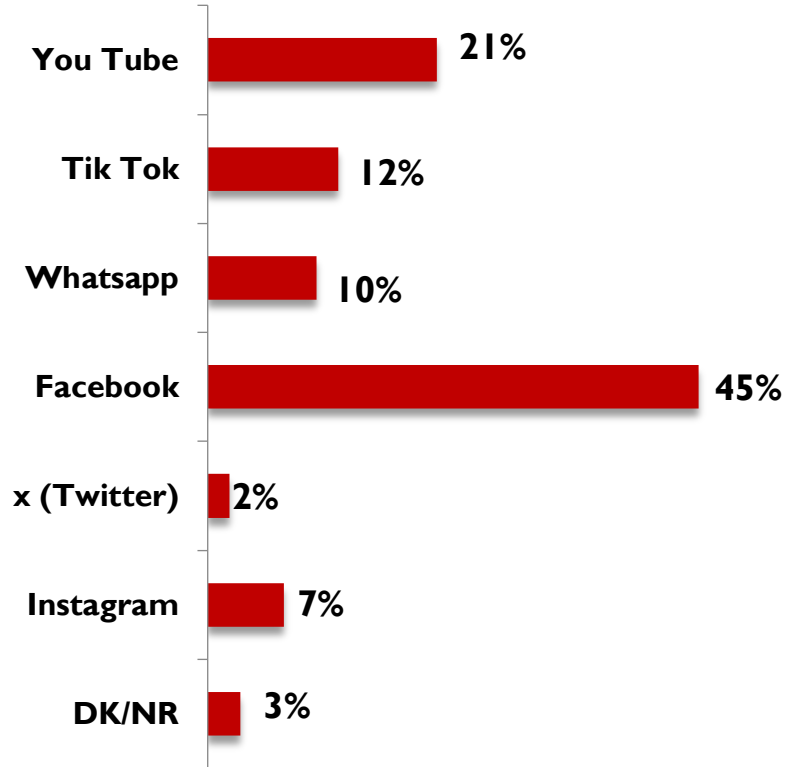
Q - آپ اس روایتی ذریعہ (ٹی وی، ریڈیو، اخبار) کو کس وقت دیکھتے/ سنتے/ پڑھتے ہیں؟



## Of Those 41% respondents who preferred social media to get news

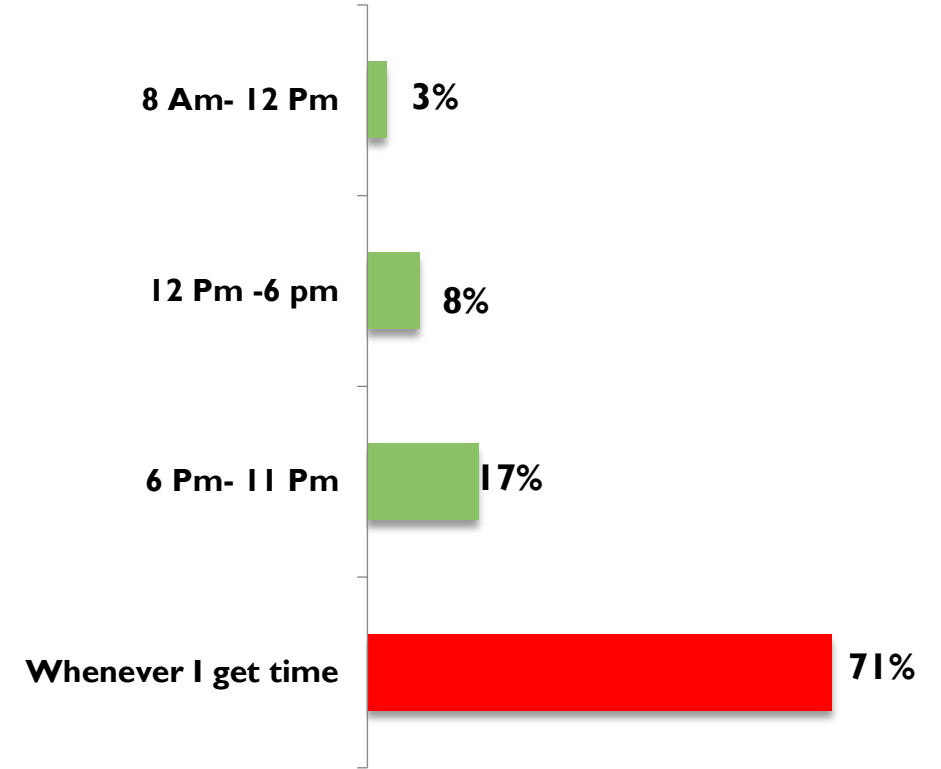
Q: Thinking more about which of the following social media do you use to get the news?

Q - مزید سوچتے ہوئے بتائیں کہ آپ مندرجہ ذیل میں سے خبریں حاصل کرنے کے لیے سب سے زیادہ کون سا سوشل ذریعہ استعمال کرتے ہیں؟



Q: When do you watch/listen/read this tradition medium (TV, radio, newspaper)?

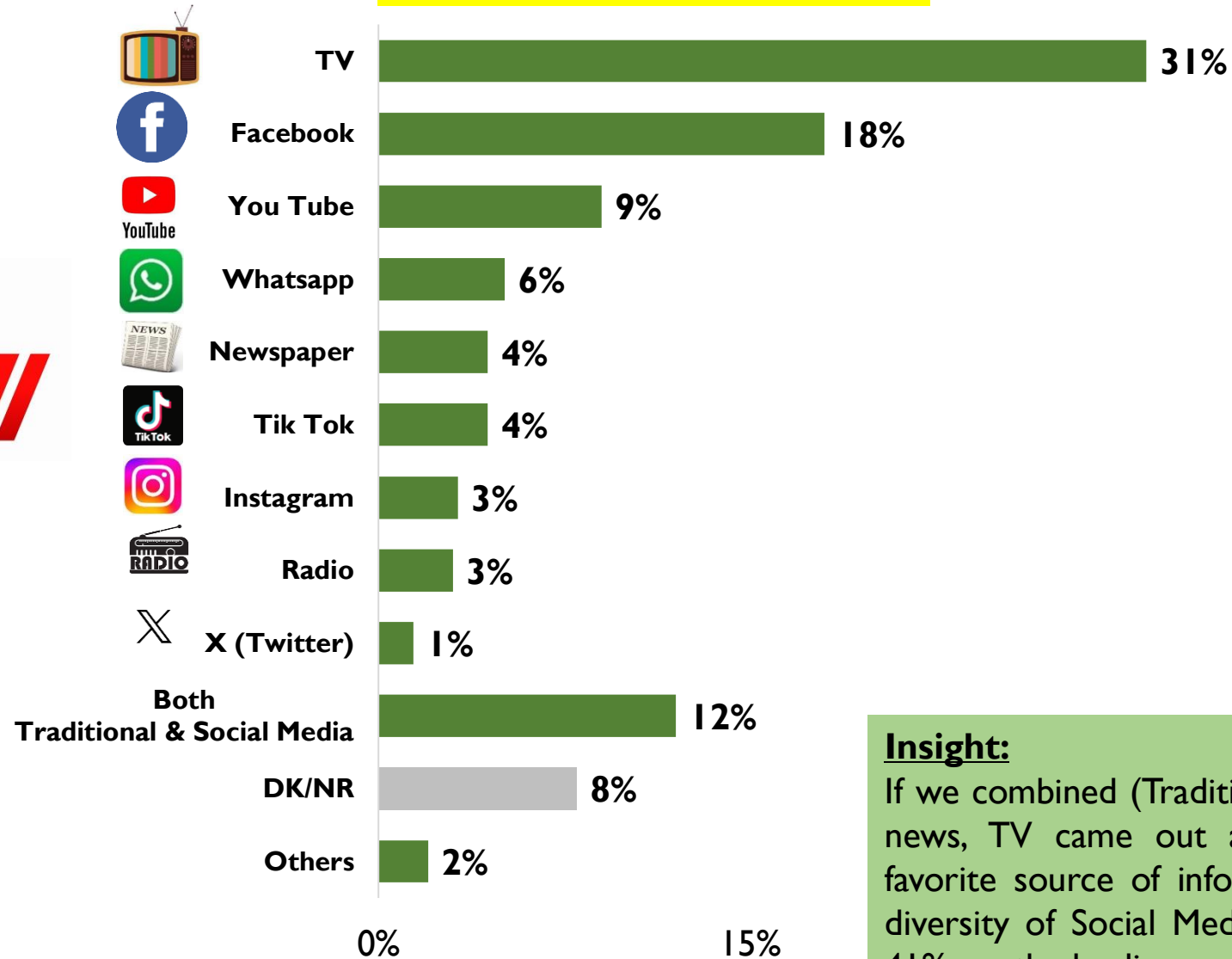
Q - آپ اس سوشل ذریعہ (فیس بک، وٹس ایپ وغیرہ) کو کس وقت استعمال کرتے ہیں؟





# Sources of Getting News

**(Combined All sources of News)**



Social Media	
Facebook	18%
YouTube	9%
WhatsApp	6%
TikTok	4%
Instagram	3%
X (Twitter)	1%
<b>Total</b>	<b>41%</b>

Traditional Media	
TV	31%
Newspapers	4%
Radio	3%
<b>Total</b>	<b>38%</b>

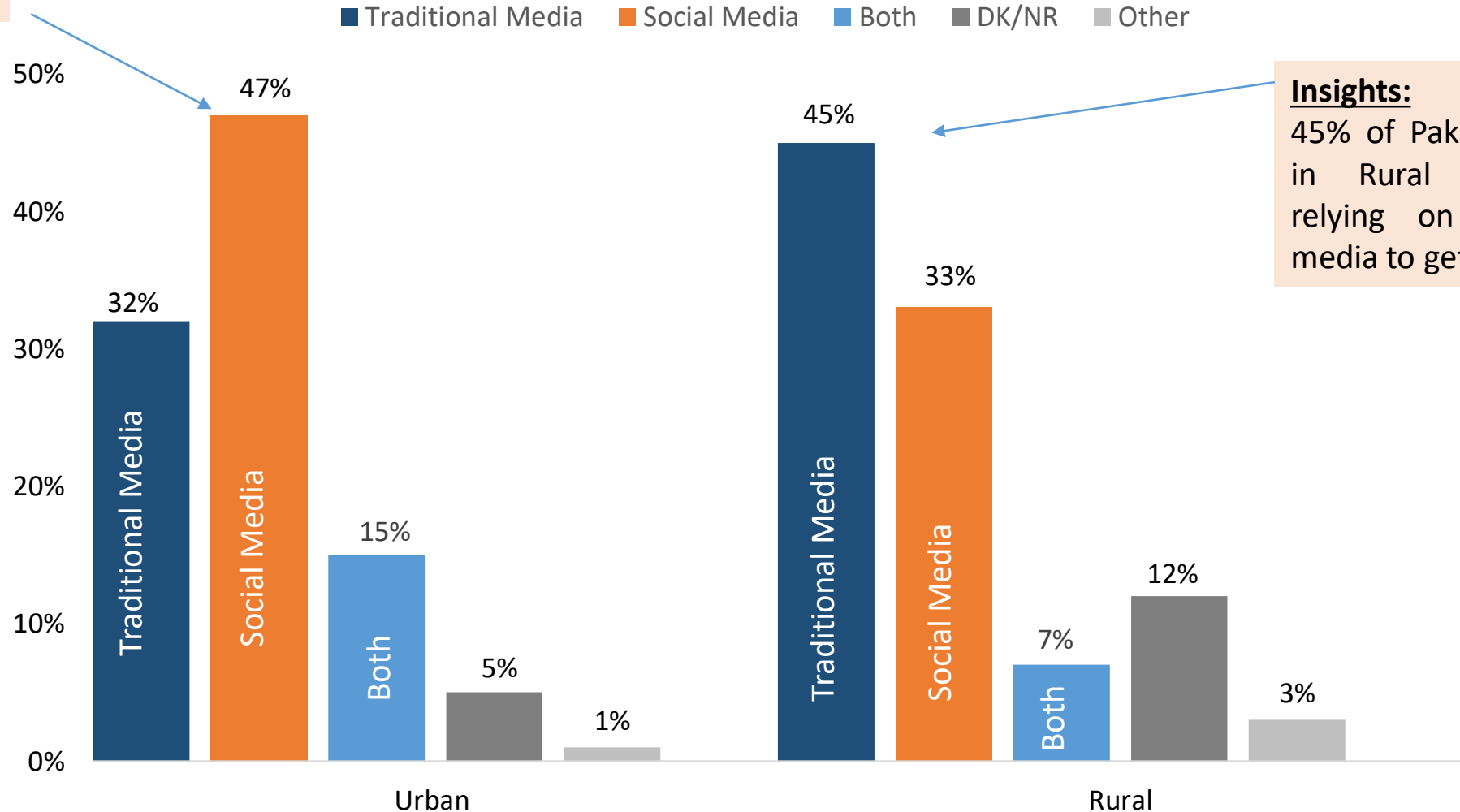


**Insight:**  
 If we combined (Traditional + Social) all the sources of news, TV came out at top with 31% respondents' favorite source of information, but this is due to the diversity of Social Media platforms which overall with 41% are the leading sources of news and information

**Insights:**

47% of Pakistanis are relying on Social Media to get their news in the urban area.

## Traditional Vs Social Media News Consumption (Urban/Rural Split)



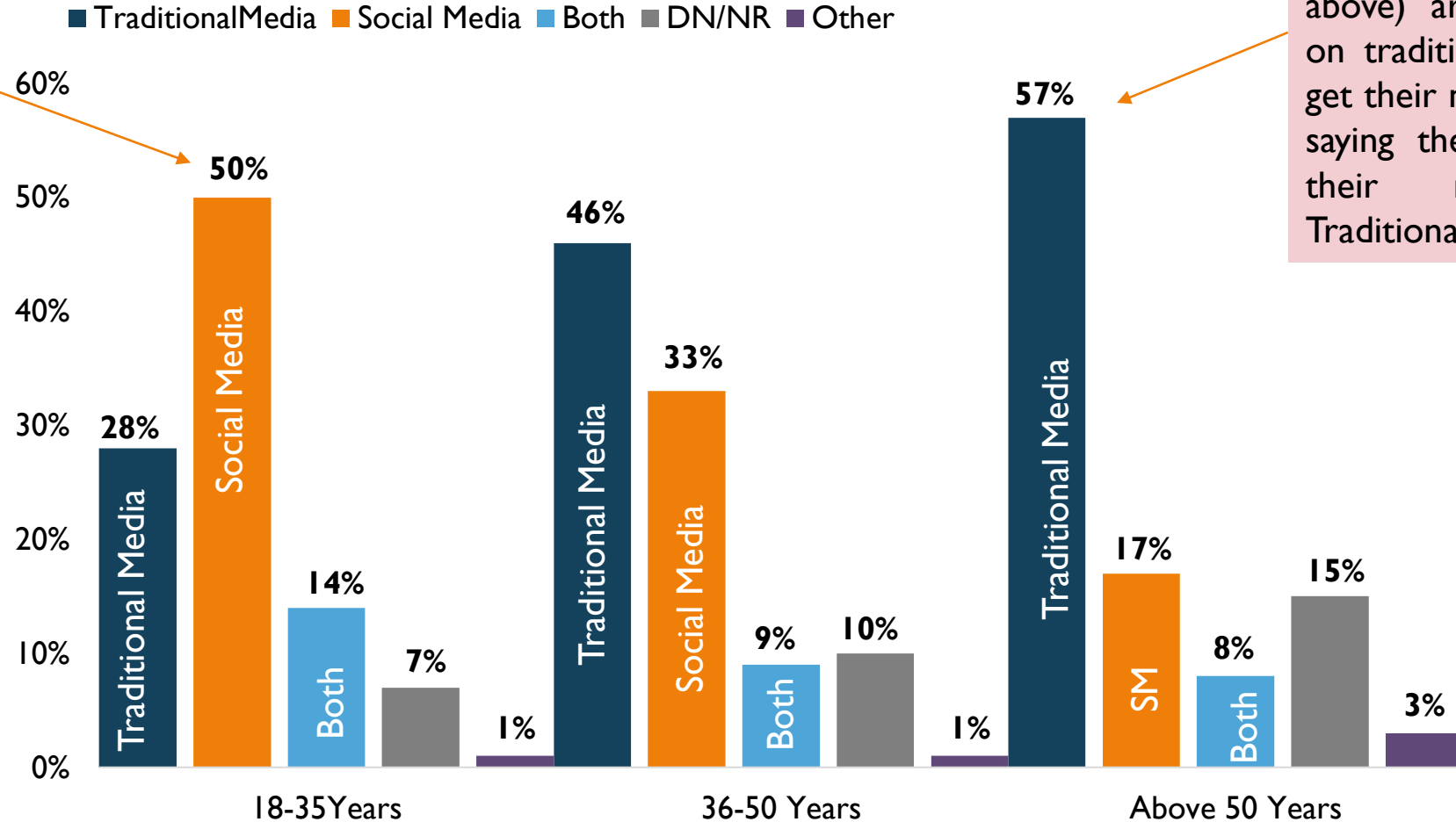
**Insights:**

45% of Pakistanis living in Rural areas are relying on Traditional media to get their news.

**Insights:**

Young people between the ages of 18- 35, who make up 52% of sample are getting their news from Social Media

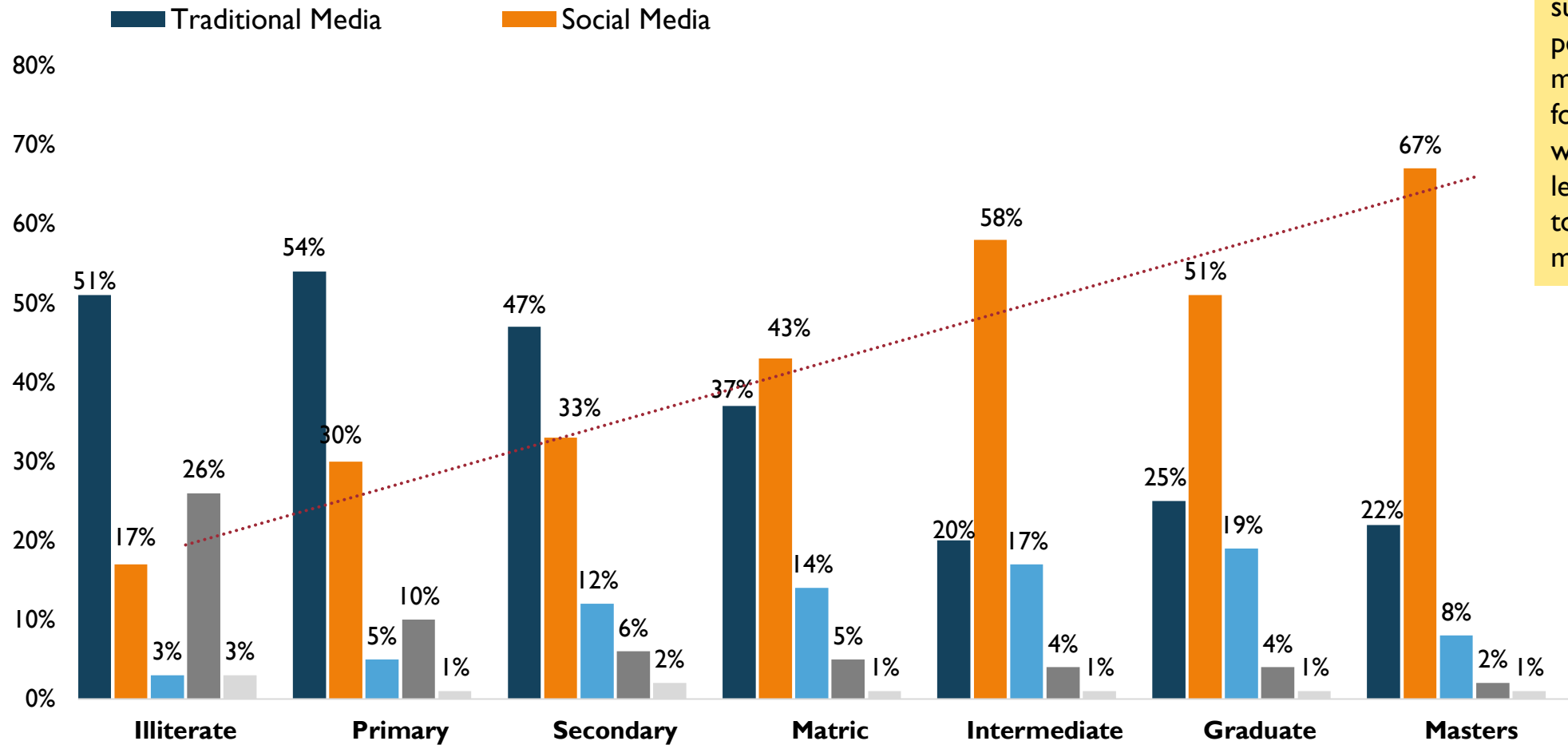
## Traditional Vs Social Media News Consumption (Age Groups Split)



**Insights:**

Older Age-groups (50& above) are still relying on traditional media to get their news with 57% saying they are getting their news from Traditional Media.

## Traditional Vs Social Media News Consumption (Education Level Split)



**Insight:**  
With the increase in education level, survey results shows, people are turning more on social media for getting daily news, whereas those with less education prefer to use traditional media.



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# Internet Usage & Device Preferences

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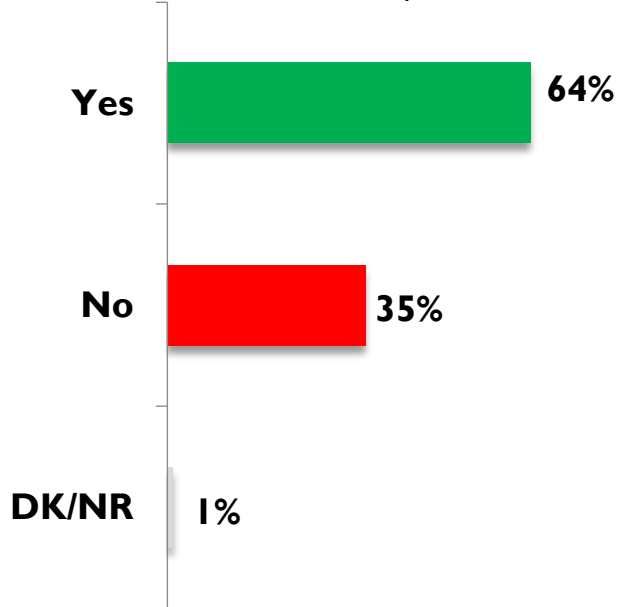
# Internet Usage and Device Preferences (1/2)

**Of Those 64% respondents who use Internet;**



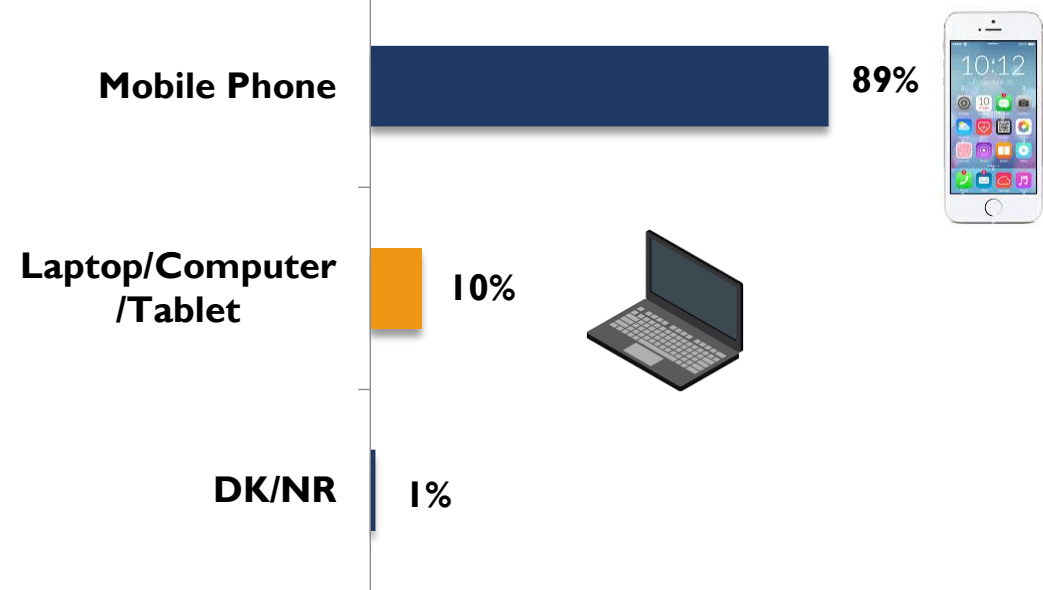
Q: Do you use internet?

Q - کیا آپ انٹرنیٹ استعمال کرتے ہیں؟



Q: How do you use internet?

Q - آپ انٹرنیٹ کیسے استعمال کرتے ہیں؟



## Insights:

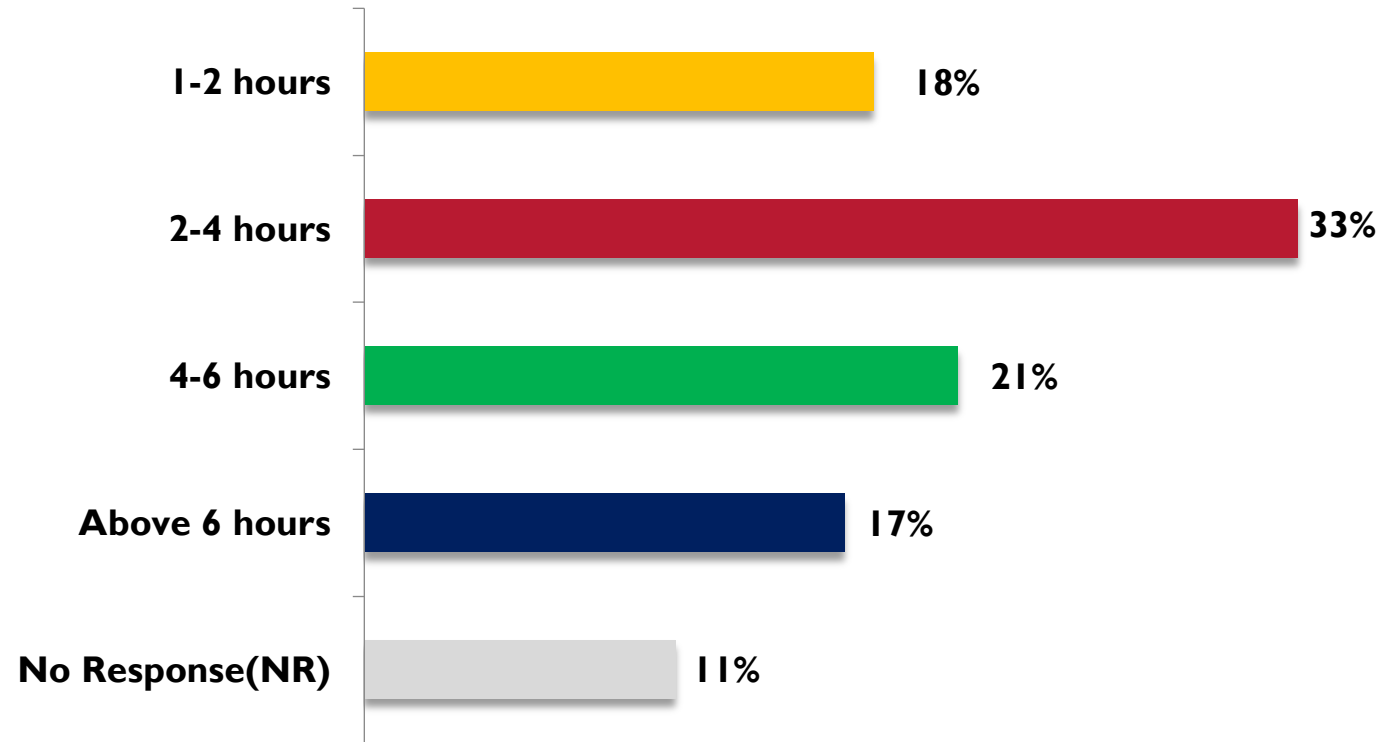
The overall Internet usage, as per this survey, is 64%, with 89% of these users accessing it through mobile phones in Pakistan.

# Internet Usage and Device Preferences (2/2)

**Of Those 64% respondents who use Internet;**

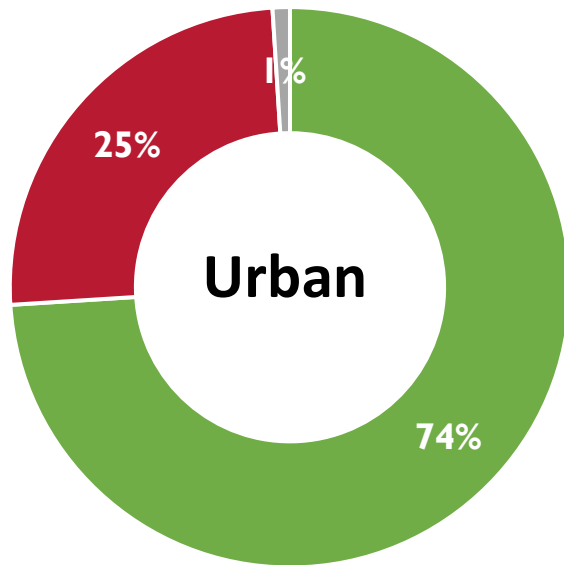
**Q: How many hours do you use the internet?**

Q -- آپ انٹرنیٹ کتنے گھنٹے استعمال کرتے ہیں؟

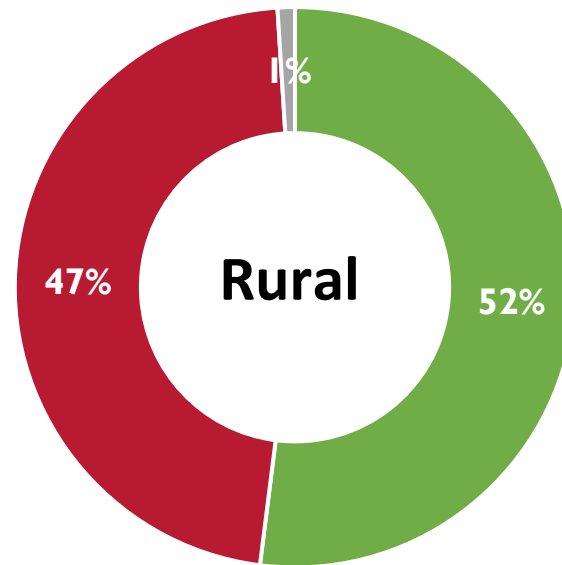


# Internet Usage

## Urban/Rural Split



■ Yes ■ No ■ DK/NR



■ Yes ■ No ■ DK/NR

### Insights:

Internet usage is relatively very high with 74% of Urban respondents using internet, whereas in rural areas only 52% Pakistanis said to use internet.

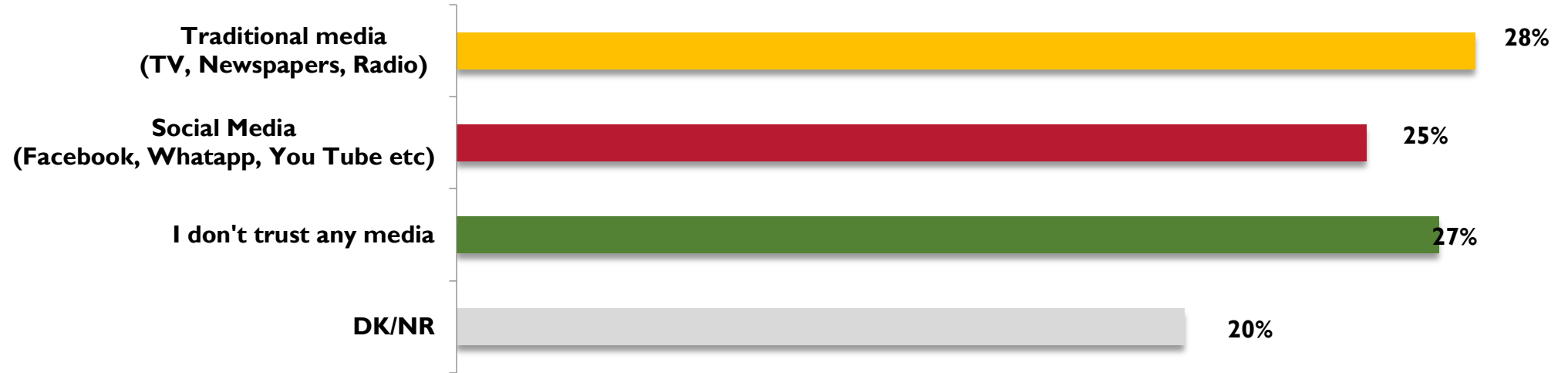


# Trustworthiness of Media

# Trustworthy Media

**Q: Which media do you think the from is more reliable ?**

Q - آپ کیا سمجھتے ہیں کہ کس میڈیم سے حاصل شدہ خبریں بھروسہ مند ہیں؟



## Insights:

The nation seemed equally split, with 27% said "I don't trust any media. 25% said they trust Social Media and 28% trust news from Traditional Media and rest (20%) did not answer.

# Survey Demographics & Methodology

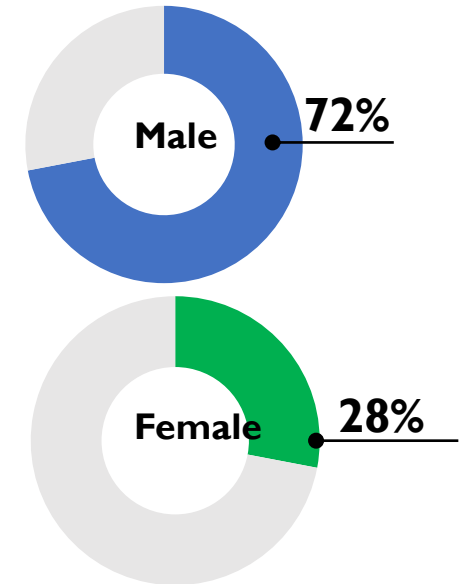
# Survey Demographic

The IPOR survey respondents consisted of 72% males and 28% females. Geographically, 44% were from rural areas and 56% from urban areas. In terms of age distribution, 52% were between 18 and 35 years old, 38% were between 36 and 50 years old, and 10% were above 51 years old. 17% are illiterate, 9% have completed primary education, 16% have completed secondary education, 28% have completed matriculation, 14% have completed intermediate education, 10% are graduates, and 6% have completed a master's degree.

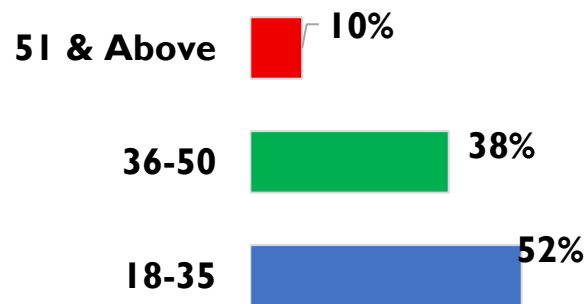
## Provincial Sample

Sr.	Province	Sample	Percentage
1	Punjab	890	54%
2	Sindh	383	23%
3	KP	270	17%
4	Balochistan	101	6%
Total		1644	100%

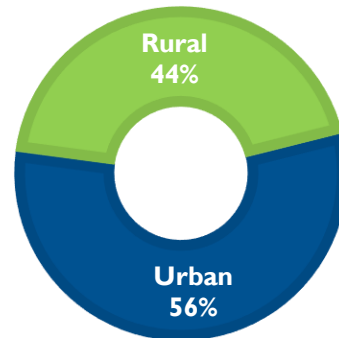
## Gender



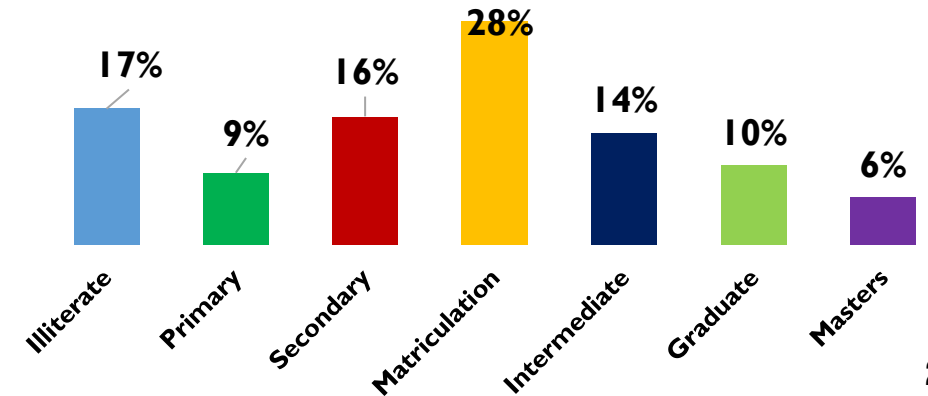
## Age Group



## Urban /Rural



## Education



# Survey Methodology

Period : 10 May – 18 May 2024

Eligibility : Age 18+.

Response Rate : Approximately 39%

Margin of Error : Not More than  $\pm 2-3\%$  at 95% confidence level at national-level results.

Sample size = 1644

- The survey was conducted through Computer Assisted Telephonic Interviews (**CATI**). These interviews were conducted by a team of trained professionals with an attempt to closely match the demographic spread of Pakistan.
- A phone panel comprised of randomly selected 310,668 active mobile phone users was used as sampling frame to draw sample of adult residents in all four provinces. This Phone Panel was made through Face-to-Face data collection across all districts of Pakistan.
- In the first stage, sample was distributed by PPS method in provinces as per their actual share. In the second stage, phone number were sorted in 82 districts, and then selection was made using Systematic Sampling with a Random Start (SSRS).
- The information in this report has been compiled in accordance with international standards for market and social research methodologies.
- Figures in charts and tables may not sum to 100 percent due to rounding error.

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# Thank you!

**For any further query regarding this survey please feel free to contact.**

***EXECUTIVE DIRECTOR:* Tariq Junaid (Cell: 92 300 8506961)**

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