

“Solidarity Through Consumption: The Participation of Pakistani people in the Israeli Products Boycott Movement”

A Public Opinion Survey
ON
Israeli Products Boycott



29 July – 9 Aug 2024

The study has been conducted by IPOR

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 how many Pakistani's are part of Israeli products boycott movement . In order to show the solidarity with the Palestinian people, boycott of Israeli products is in full swing in Pakistan as in the most of other Muslim countries. The study aims to Determine to what extent Boycott of Israeli products prevailed in the Pakistan. So, keeping in view the existing situation, the findings of this study can be helpful for Government/ institutions and Pakistani producers.

Main Findings:

- Boycotting Israeli products is an effective and peaceful way to support Palestinian people. However, the findings of study revealed that almost **71% of people** are part of boycott movement and only **28%** are not participating in boycott.
- Mostly people are in boycott of Israeli products prior to **the government announcement**, **89%** people were part of boycott.
- **30% people facing difficulty** in substituting Israeli products, whereas **61% people are not facing** any difficulty.
- In the opinion of **28%** Pakistanis, the Israeli products boycott will influence **Pakistan's political decisions or policies**.
- **Urban Population** seems most actively boycotting Israeli products with **78%** of respondents. On the other hand, **64% of rural residents** are also participating in boycott movement.
- The percentage of boycott is relatively higher among male respondents with **80 %** as compared to female respondents with **51%**.
- The **basic purpose of boycott** is to support the rights of Palestinian people in the opinion of **78%** people, whereas **20%** people thinks that purpose is to impact economy of Israel.
- Highly educated individuals, regardless of age, (**79% Intermediate, 80% Graduates & 85% Masters**) are boycotting Israeli products more compared to less educated people (**Illiterate 55%, 66%primary. 66% Middle and 73% Matric**).
- Prevalence of boycott among the **age group 18-35** and **above 50** is higher with **74%** and **76%**, whereas in the **age group 36-50** is **67%**.

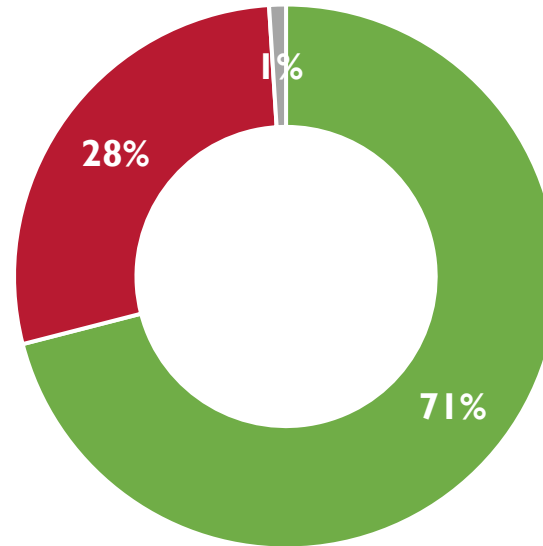
Conclusion:

The boycott movement of Israeli products is getting attention all over the world and Pakistani people are also becoming part of this on ethical and moral grounds. This movement is solidarity with Palestinian people on one side but on the other side it is eye opening moment for the local producers.

However, the survey results shows that pretty good percentage of Pakistani's are following the boycott and substituting their consumption with local products.

Participation in Boycott Campaign

Q: *Are you part of of Israeli products boycott campaign?*



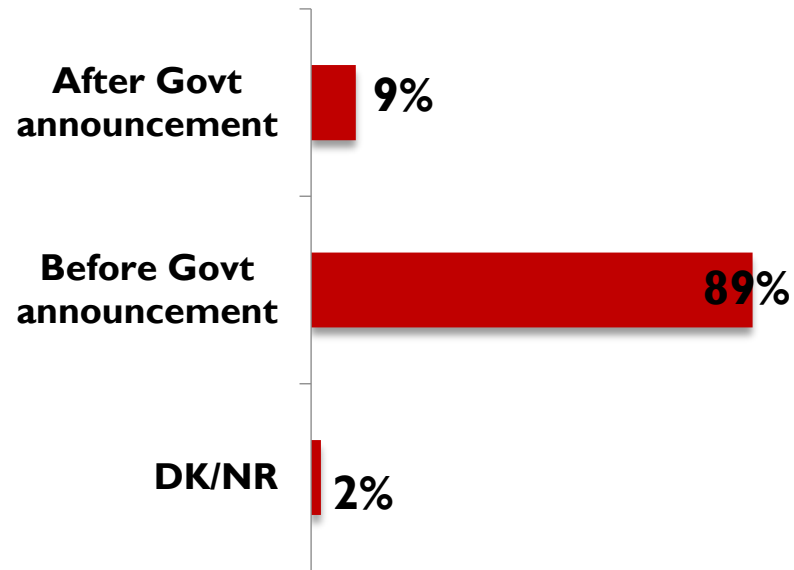
■ Yes ■ No ■ DK/NR

Insights:

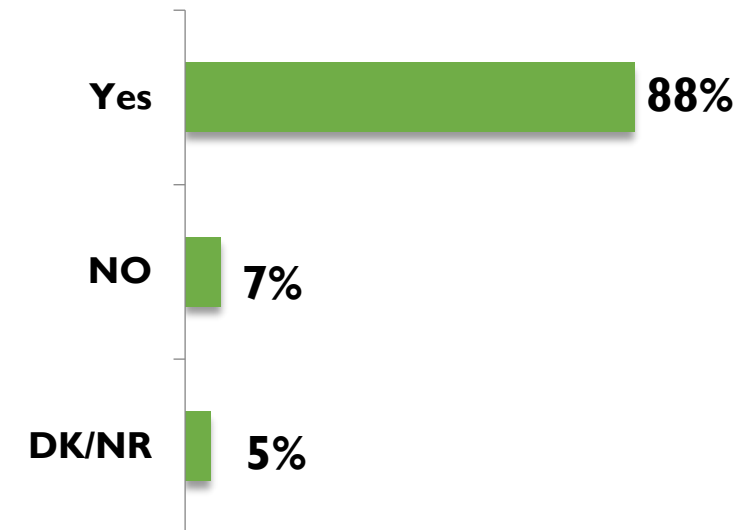
Overall, (71%) Pakistanis are boycotting Israeli products, whereas (28%) are not part of boycott campaign.

Of those 71% respondents who are part of boycott campaign

Q: If yes, when did you become part of this boycott?



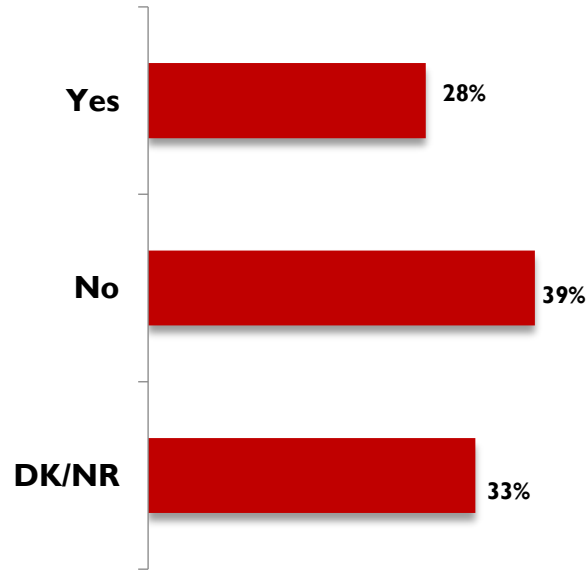
Q: Do you believe it is the moral responsibility of the public to participate in the boycott?



Implications of boycott

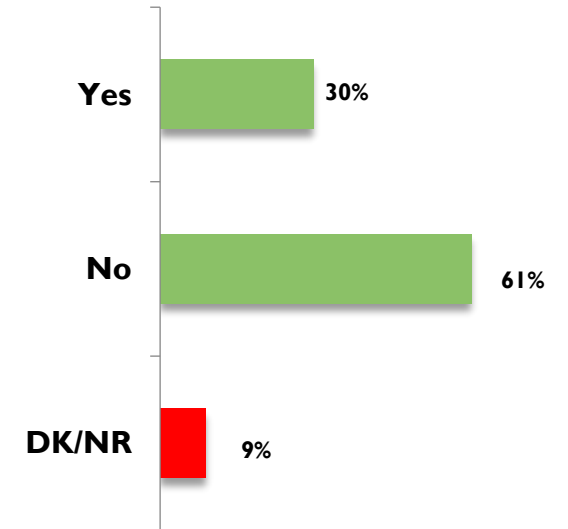
Q: Will the boycott of Israeli products influence Pakistani political decisions or policies?

Q- اسرائیلی مصنوعات کا بائیکاٹ پاکستانی سیاسی فیصلوں یا پالیسیوں کو متاثر کرے گا؟



Q: Do you have difficulty in substituting Israeli products if there is a boycott?

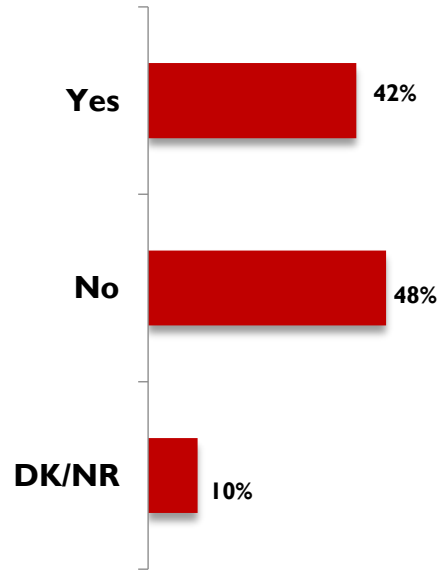
Q- اگر بائیکاٹ کرتے ہیں تو کیا آپ کو اسرائیلی مصنوعات کو تبدیل کرنے میں دشواری کا سامنا ہے؟



Availability of Israeli products in the market and Govt. measures

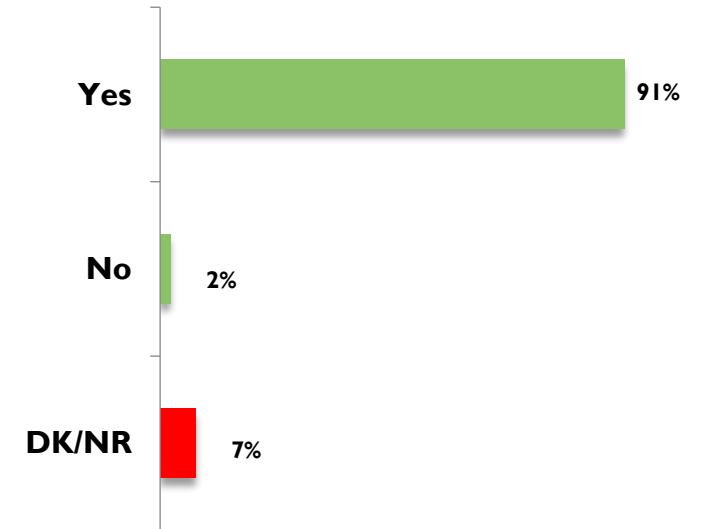
Q: Have you noticed any change in the availability of Israeli products in the local market?

Q- کیا آپ نے مقامی بازار / مارکیٹ میں اسرائیلی مصنوعات کی دستیابی میں کوئی تبدیلی دیکھی ہے؟



Q: Would you support additional steps taken by Pakistan to support Palestine?

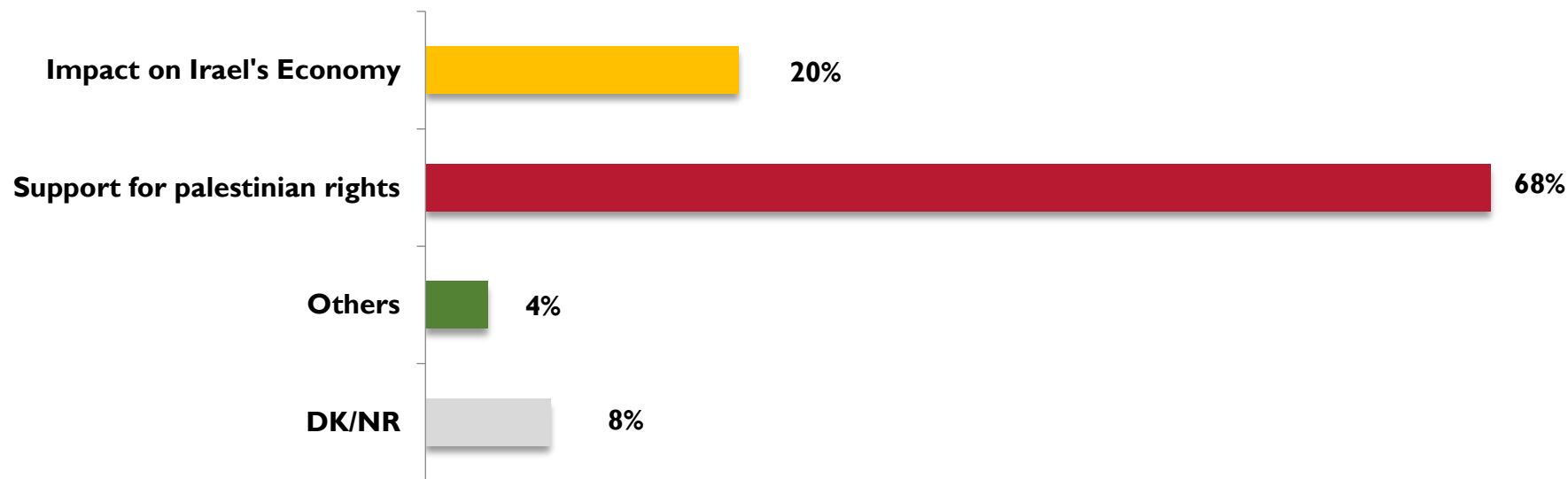
Q- کیا آپ فلسطین کی حمایت کے لیے پاکستان کے اضافی اقدامات کی حمایت کریں گے؟



Basic Purpose of Boycott

Q: What do you think is the main purpose of boycott ?

Q - آپ کے خیال میں بائیکاٹ کا بنیادی مقصد کیا ہے؟

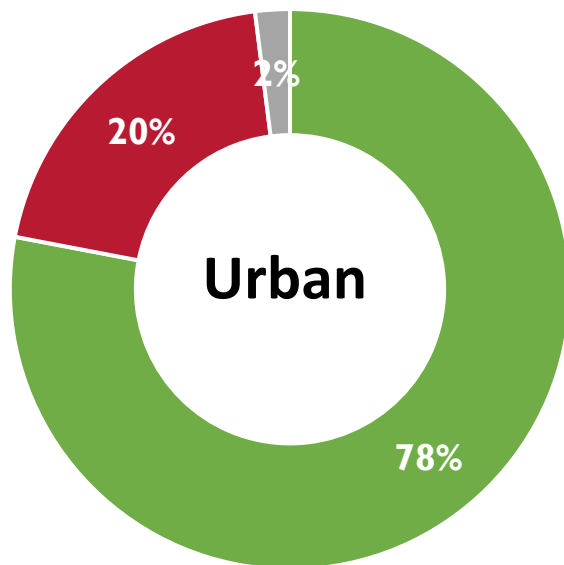


Insights:

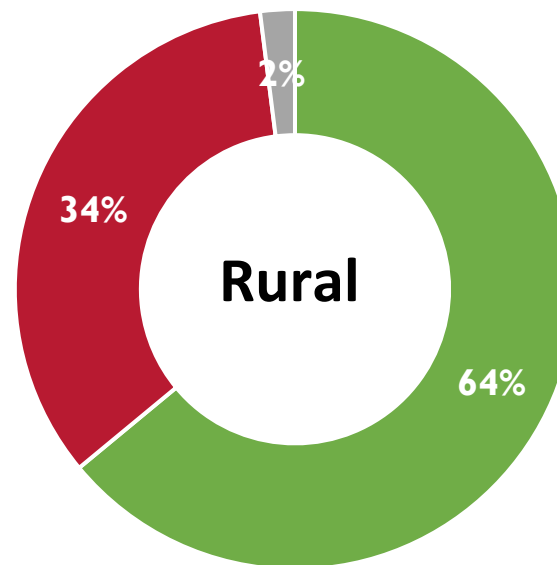
The basic purpose of boycott is to support Palestinian people rights (68%) and (20%) of nation thinks that boycott purpose is to impact Israel's economy.

Boycott Prevalence

Urban/Rural Split



■ Yes ■ No ■ DK/NR



■ Yes ■ No ■ DK/NR

Insights:

Israeli products boycott prevalence is relatively very high with 78% in Urban respondents , whereas in rural areas only 64% Pakistanis are part of boycott campaign.

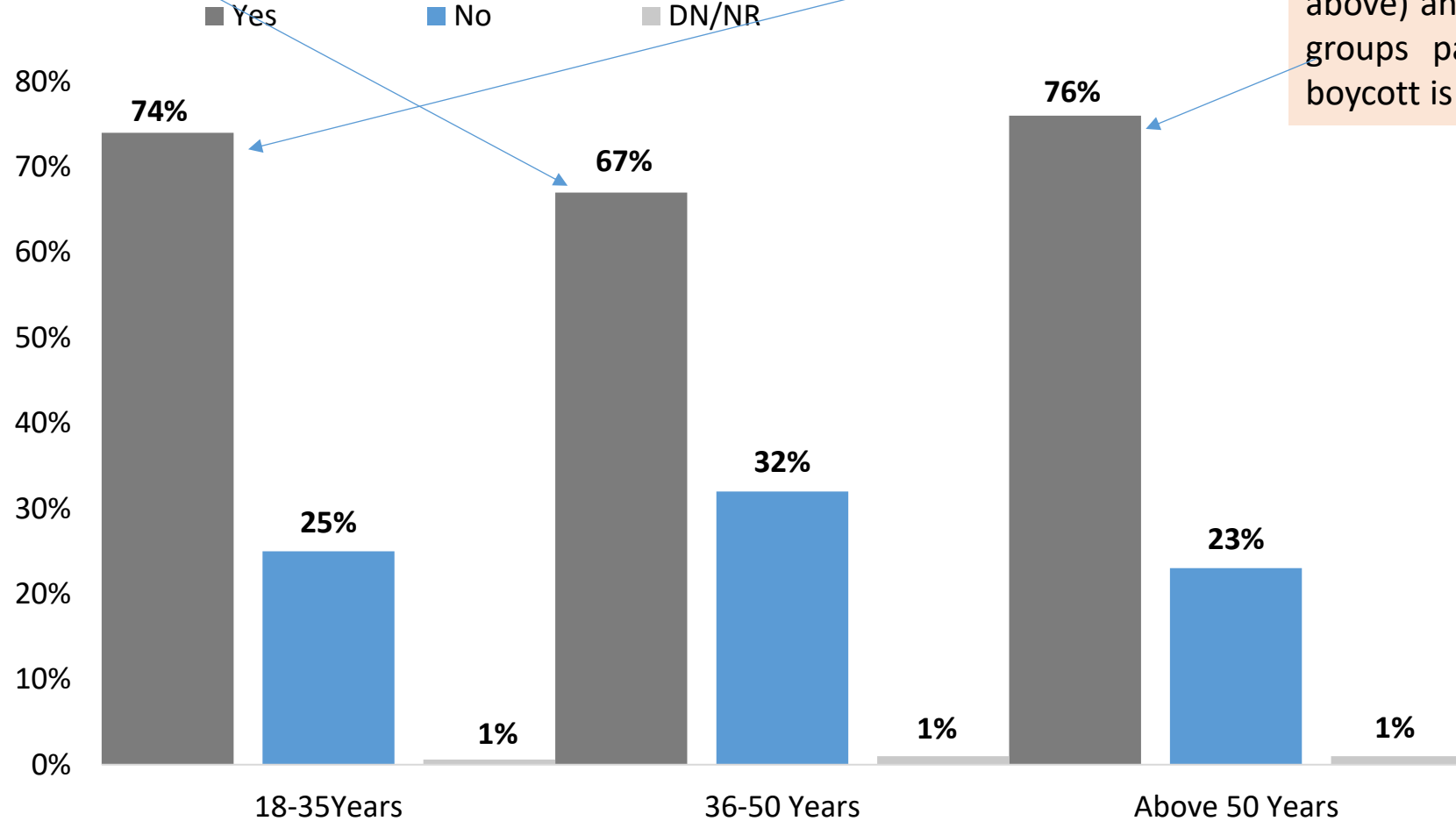
Insights:

Participation of middle age group 18-35 is low in boycott.

Israel Products Boycott (Age Groups Split)

Insights:

Older Age-groups (50& above) and younger age groups participation in boycott is higher.



Survey Demographics & Methodology

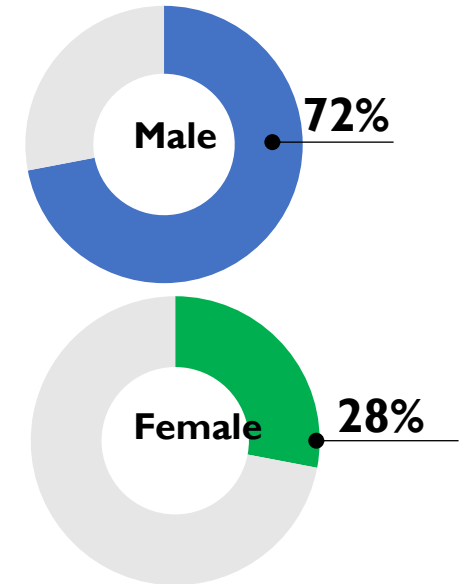
Survey Demographic

The IPOR survey respondents consisted of 72% males and 28% females. Geographically, 49% were from rural areas and 51% 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. 16% are illiterate, 7% have completed primary education, 11% have completed secondary education, 29% have completed matriculation, 19% have completed intermediate education, 12% are graduates, and 6% have completed a master's degree.

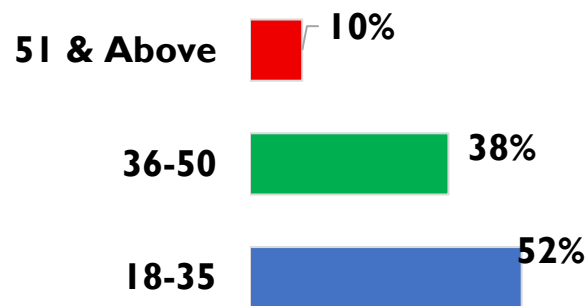
Provincial Sample

Sr.	Province	Sample	Percentage
1	Punjab	704	53%
2	Sindh	313	24%
3	KP	226	17%
4	Balochistan	83	6%
Total		1326	100%

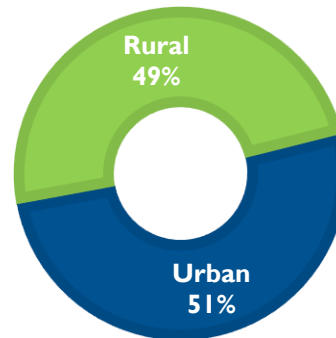
Gender



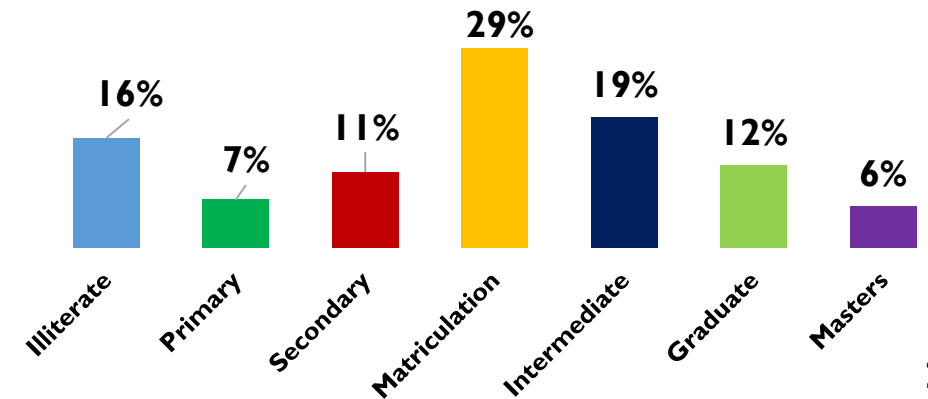
Age Group



Urban /Rural



Education



Survey Methodology

Period : 29 July – 9 Aug 2024

Eligibility : Age 18+.

Response Rate : Approximately 33%

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

Sample size = 1326

- 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.

■ ■ ■ ■

Thank you!

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

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