



## PRESS RELEASE

Institute for Public Opinion Research (IPOR), Islamabad.

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### PTI Leads the Social Media Battleground—IPOR's Survey

**Islamabad, September 1, 2025** — The Institute for Public Opinion Research (IPOR) has released the findings of its survey titled *"From Likes to Lies: Citizen's Perceptions of Social Media and Misinformation in Pakistan"*. The survey highlights how Pakistanis use social media, their exposure to misinformation, and levels of trust in online platforms. The survey, conducted in August 2025, captures views from 1,919 adult respondents across all provinces, using Computer-Assisted Telephonic Interviews (CATI) based on a national phone panel of 425,820 individuals. The sample was selected through multi-stage probability sampling with proportional allocation and systematic random selection. The survey maintains a  $\pm 3\text{--}5\%$  margin of error and a 95% confidence level.

#### Key Findings:

The findings reveal that 39% of Pakistanis see PTI as the most effective political party in using social media, far ahead of PML-N (28%), PPP (9%), and TLP (1%). At the same time, public trust in official narratives is weak—a majority 55% say they distrust government-issued information on social media, while only 37% express confidence in it.

Social media usage patterns further illustrate how these platforms drive narratives. WhatsApp leads as the most-used app (27%), followed by Facebook (19%), YouTube (18%), TikTok (17%), and Instagram (10%), with X/Twitter trailing at just 2%. Despite such reliance, 65% of Pakistanis admit they do not verify the news they encounter online. Among the 22% who do, 49% rely on credible news websites and 47% consult friends or family. When asked about misinformation, 43% identified Facebook as the primary source of false news, with YouTube and TikTok each at 20%. While 68% claim their opinions remain unchanged by social media news, one in five (20%) said they had shifted their views at least once. The study also highlights echo chambers: 64% believe platforms repeatedly show them content that matches their interests. Reactions to opposing views vary—66% ignore such content, 14% delete it, and 11% still share it further.

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