



# Iranians' Attitudes Toward Media 2023

September 2023



The Group For Analyzing and Measuring Attitudes in IRAN (GAMAAN)



Project Coordinator:

**AMMAR MALEKI**

# ACKNOWLEDGMENTS

GAMAAN is grateful to the Psiphon and Lantern teams for their voluntary assistance in disseminating this survey. We extend our gratitude also to all colleagues and volunteers who assisted us in one way or another.

Any use of this research or parts thereof is permitted only if properly cited:

Maleki, Ammar. 2023. *Iranians' Attitudes Toward Media 2023*. Published online, [gamaan.org](http://gamaan.org): GAMAAN.



The Group for Analyzing and Measuring Attitudes in Iran (GAMAAN) is an independent, non-profit research foundation registered in the Netherlands. Copyright © 2023 GAMAAN. All rights reserved.

Website: [www.gamaan.org](http://www.gamaan.org)  
WhatsApp: +31644860224  
Telegram: [/gamaanresearch](https://t.me/gamaanresearch)

E-mail: [info@gamaan.org](mailto:info@gamaan.org)  
Twitter: [@gamaanresearch](https://twitter.com/gamaanresearch)  
Instagram: [/gamaanresearch](https://www.instagram.com/gamaanresearch)

# SURVEY SUMMARY

---

- The survey titled “Iranians’ Attitudes Toward Media 2023” was conducted from June 30 to July 9, 2023, over a span of 10 days. The results of this report are based on balancing and weighting a sample of 38,445 respondents from within Iran. The findings of this report reflect the perspectives of literate individuals above 19 years old residing in Iran (equivalent to 90% of the adult population of Iran) and can be generalized to this target population with a 95% credibility level and credibility intervals of 5%.

## **News and Information Sources**

- According to the survey results, 68% of the population “often” use social media, 35% satellite television, 12% state television, and 8% foreign radios as their primary sources for obtaining information and news about Iran and the world. On the other hand, approximately 47% have expressed that state television (IRIB) channels are never a news source for them.

## **Usage of Messaging Apps and Social Networks**

- In response to a question regarding the extent of usage of various messaging apps and social media, it was determined that approximately 65% of the population say they use Instagram “often”; 46% said the same about WhatsApp, 43% about Telegram, 17% about YouTube, 8% about Rubika, 8% about Twitter, 5% about Facebook, 3% about Soroush, and 2% about Clubhouse.

## **Media Preferences**

- According to the results of this survey, 54% of the population are “sometimes” or “often” viewers or listeners of Iran International. Manoto TV follows with 42%, BBC Persian with 37%, IRIB with 36%, and Voice of America Persian with 34%. About 32% watch GEM TV channels, and 30% watch MBC Persia. On the other hand, 48% of the target population have stated that they never watch or listen to programs from the Islamic Republic of Iran Broadcasting (IRIB).
- Approximately 61% of those who speak Arabic at home are sometimes or often viewers of Arabic-language satellite channels. Additionally, 59% of those who speak Kurdish at home watch Kurdish-language satellite channels. About 37% of those who speak Turkish at home are viewers of Turkish-language satellite channels. On the other hand, 60% of those who speak Baluchi at home watch Kalameh TV.

### **Trust in Various Media Outlets**

- The survey results show that 50% have “a lot” or “to some extent” of trust in Iran International, 44% trust Manoto, 42% trust Voice of America Persian, and 40% trust Radio Farda. However, only about 21% of the population said they trust IRIB, the Islamic Republic of Iran Broadcasting (IRIB); in contrast, 59% have stated that they have “no trust at all” in IRIB.

### **Media Sources for Recent Protests**

- In response to the question, “Which media outlets did you follow most for news about the recent protests in Iran?” 57% said they followed Iran International, 30% Manoto, 26% BBC Persian, and 20% Voice of America Persian. Additionally, about 19% stated they received news updates from IRIB.

### **Most-Watched Programs**

- According to the results of this survey, “movies and series,” “sports programs,” and “comedy programs” are the most-watched programs on IRIB. In contrast, “religious programs” have the lowest level of popularity.
- Among the television programs on Iran International, Cheshmandaz Talk Show, with Sima Sabet, documentaries, and 24, with Fardad Farahzad, are ranked among the top three most popular programs of this media outlet. Additionally, Harf-e Akhar (Final Word), with Pouria Zeraati, and Titr-e Avval (The Lead), with Niusha Saremi, are among the other highly-watched programs on this channel.
- For Manoto TV viewers, Otagh-e Khabar (Newsroom) is the most-watched program, followed by documentaries, Tunel-e Zaman (Time Tunnel), Manoto Plus, and SaliTalk.
- Among BBC Persian viewers, 60 daghighah (60 Minutes) and Aparat are the most-watched programs, with Bolour Banafsh and Pargar also having significant popularity.
- For Voice of America Persian, Safheye Akhar (Last Page), with Mehdi Falahati is the most popular program; Khabar-e 9 Shab (News at 21) and Tablet, with Masih Alinejad, are other highly-watched programs on this network.

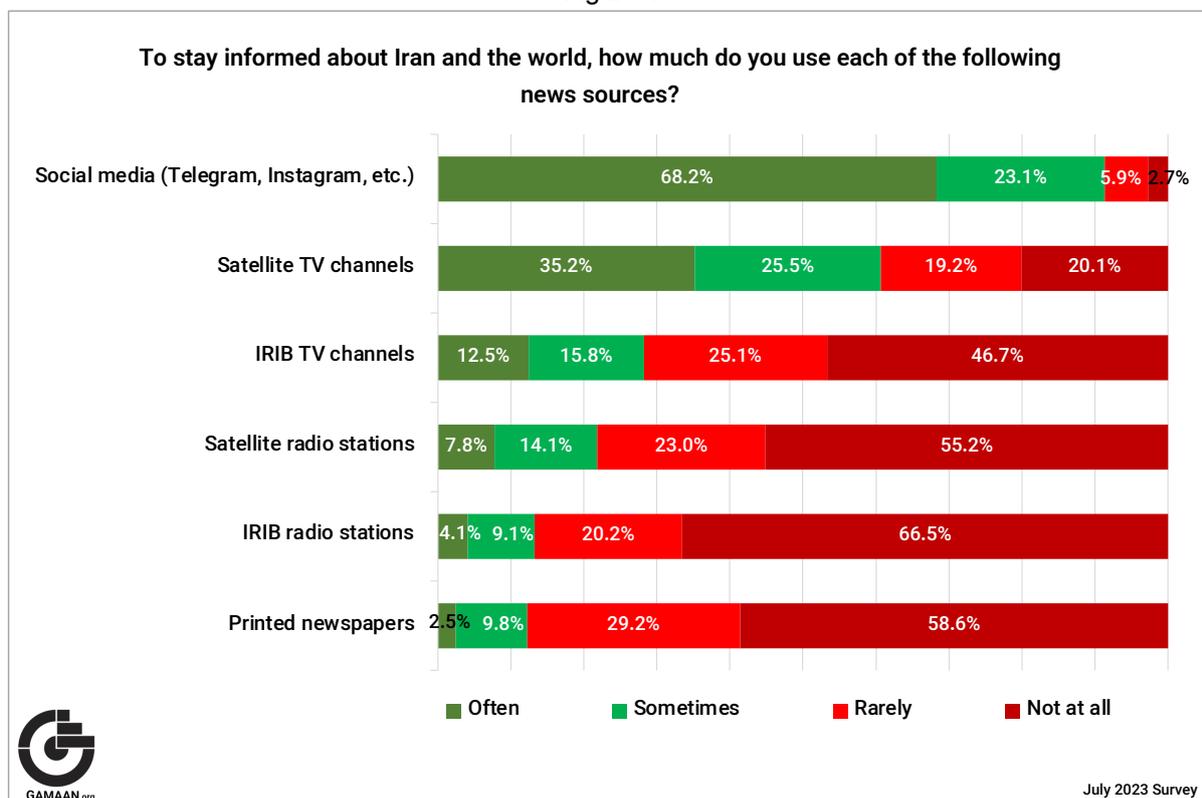
# SECTION ONE: MAIN SURVEY RESULTS

The first survey on the topic of Iranians’ attitudes toward media was conducted and [published in February/March 2021](#). This report is about GAMAAN’s second survey on this subject, which was conducted in June/July 2023. In this report, all results and tables are calculated based on the weighted sample of respondents within the country. The target population was the literate population above 19 years old (approximately 90% of the adult population in Iran). Complete information on the methodology and sample specifications is provided in section two.

## 1-1: The Use of Various Media for Accessing News

In this survey, respondents were asked about their level of use of various sources and media for accessing news and information. The results (Figure 1) indicate that approximately 68% of the population uses social media, 35% use satellite television, 12% use state television, and 8% use foreign radios “often” to access news and information about Iran and the world. On the other hand, about 47% stated that state television (IRIB) news is “not at all” their source of news, and approximately 59% of the population does not use print newspapers and journals to access news.

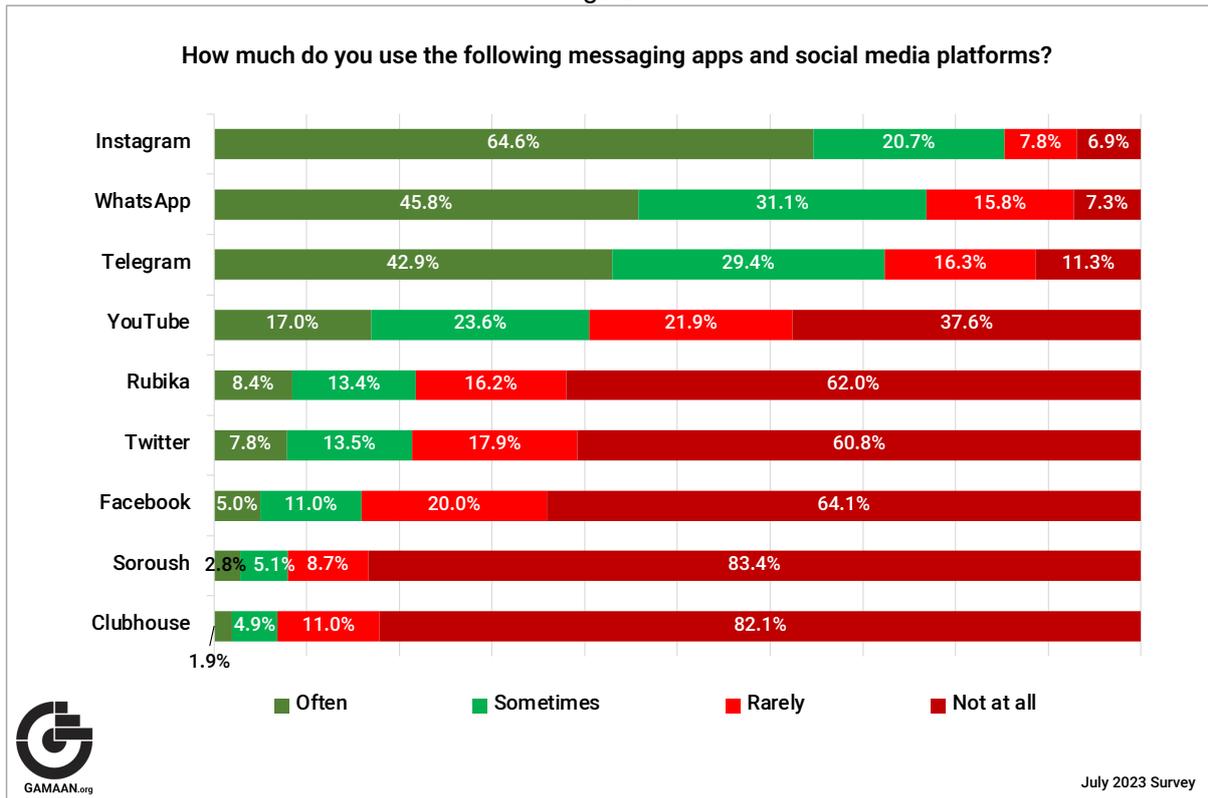
Figure 1



## 1-2: The Use of Messaging Apps and Social Media

In response to a question about their level of use of various messaging apps and social media, it was found that approximately 65% of the population uses Instagram, 46% use WhatsApp, 43% use Telegram, 17% use YouTube, 8% use Rubika, 8% use Twitter, 5% use Facebook, 3% use Soroush, and 2% use Clubhouse “often” (Figure 2).

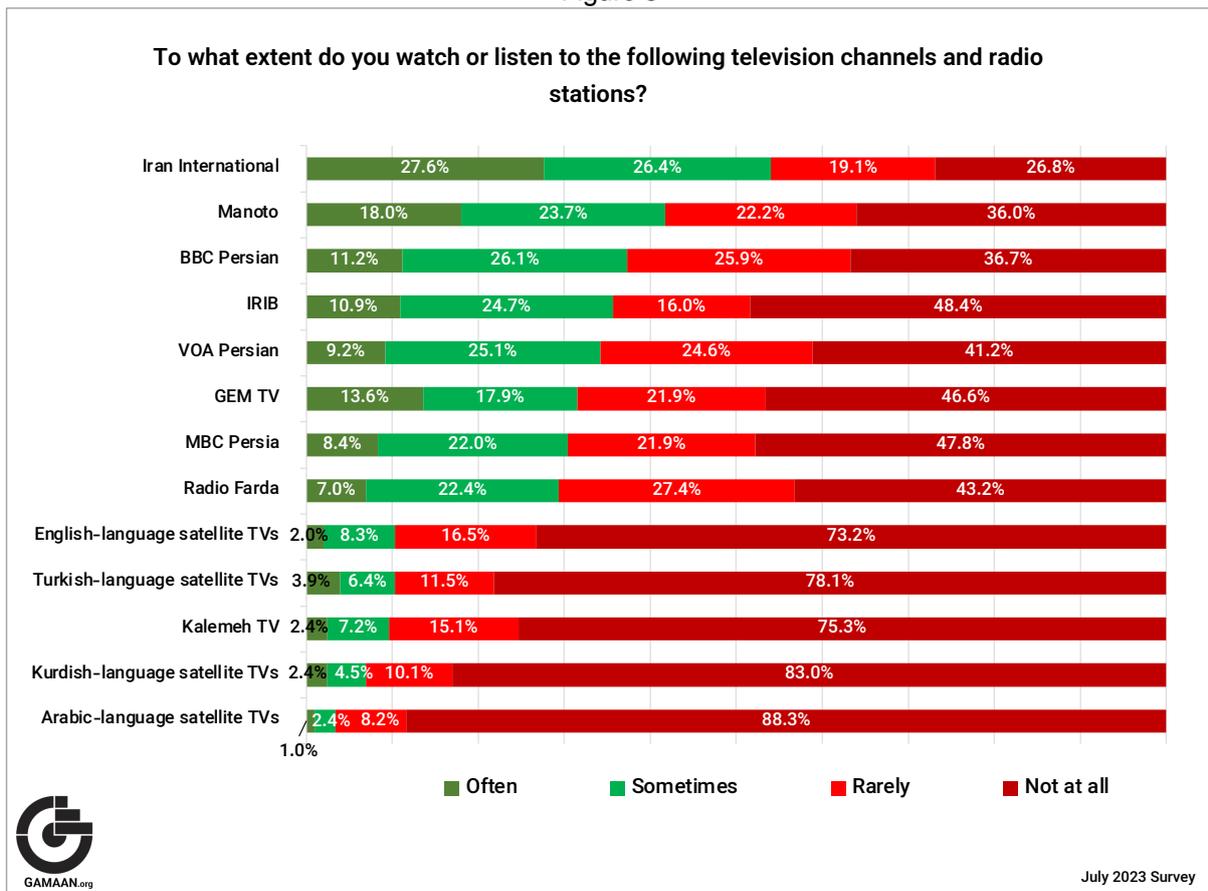
Figure 2



### 1-3: The Popularity of Television and Radio Media

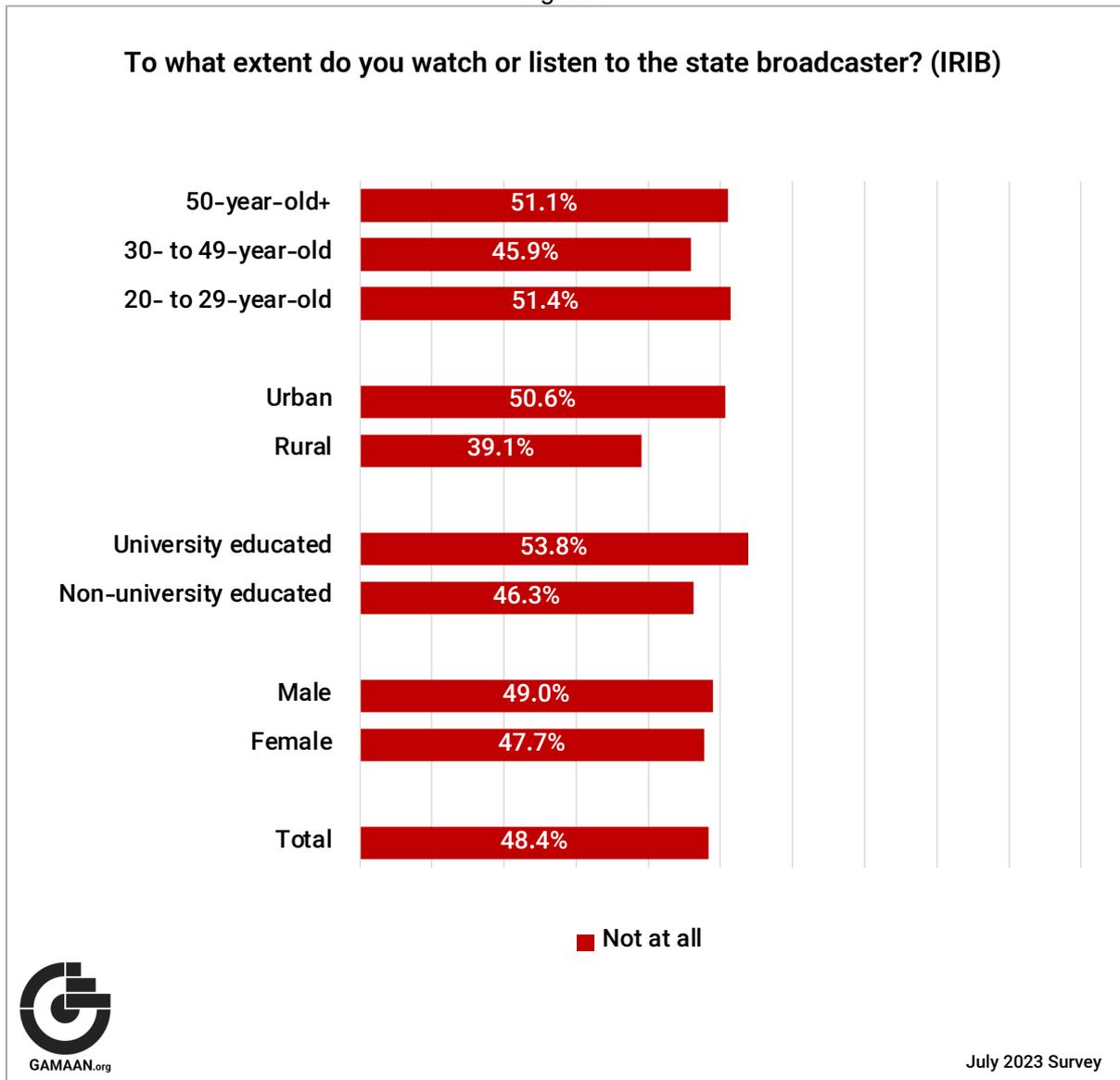
In another question, respondents were asked about their use of television or radio media. Figure 3 shows that 54% of the population are viewers or listeners of Iran International, either “sometimes” or “often.” Manoto TV follows with 42%, BBC Persian with 37%, IRIB with 36%, and Voice of America Persian with 34%. Additionally, approximately 32% sometimes or often watch GEM TV and 30% watch MBC Persia. On the other hand, 48% of the population stated that they never watch or listen to programs of IRIB.

Figure 3



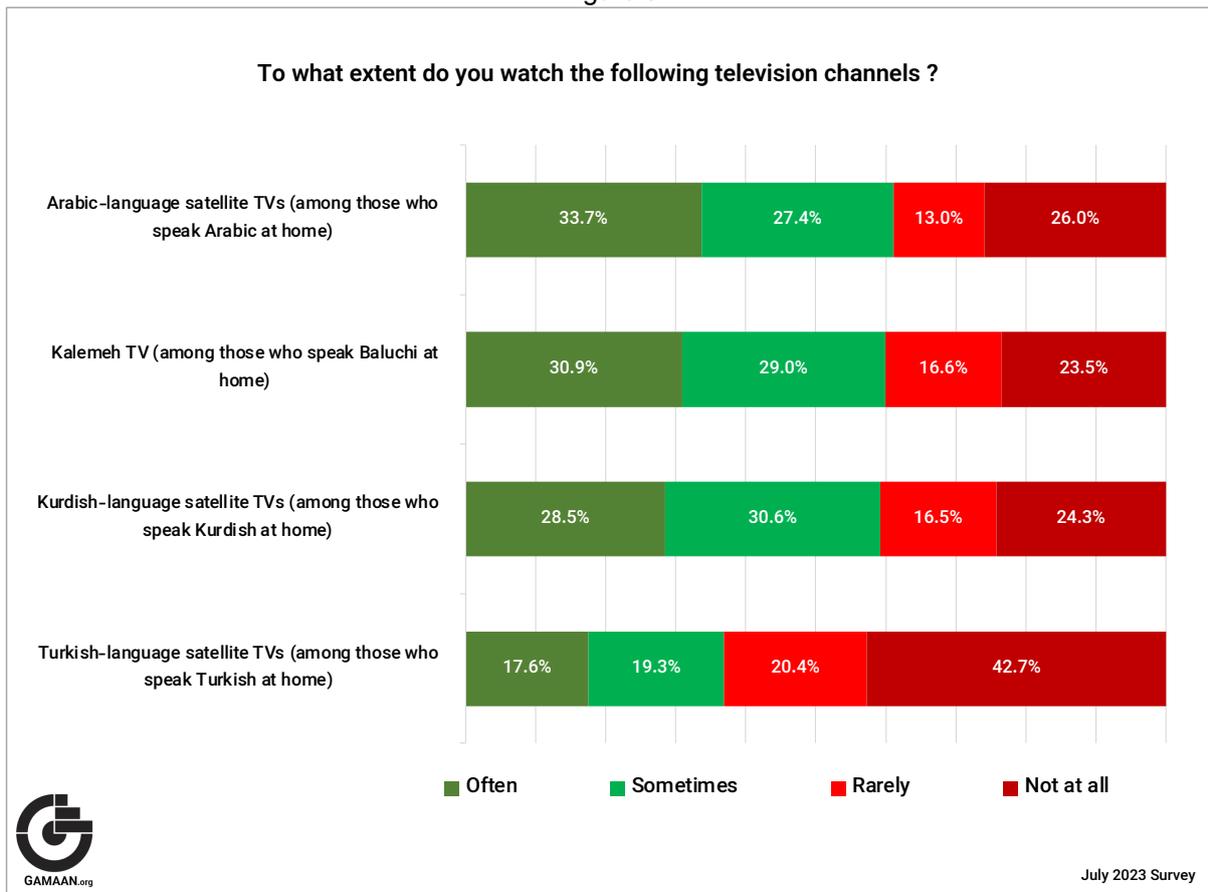
Furthermore, the breakdown of these results based on demographic characteristics reveals that more than half of individuals with university education, urban residents, and age groups under 30 and over 50 “not at all” watch or listen to programs of IRIB (Figure 4).

Figure 4



In this survey, the popularity of satellite channels in Turkish, Kurdish, and Arabic languages was also examined. As seen in Figure 5, about 61% of those who speak Arabic at home are viewers of Arabic-language satellite channels, either “sometimes” or “often.” Similarly, 59% of those who speak Kurdish at home are viewers of Kurdish-language satellite channels, and approximately 37% of those who speak Turkish at home are viewers of Turkish-language satellite channels. On the other hand, 60% of those who speak Baluchi at home are viewers of Kalameh TV (this TV channel belongs to the Sunni community).

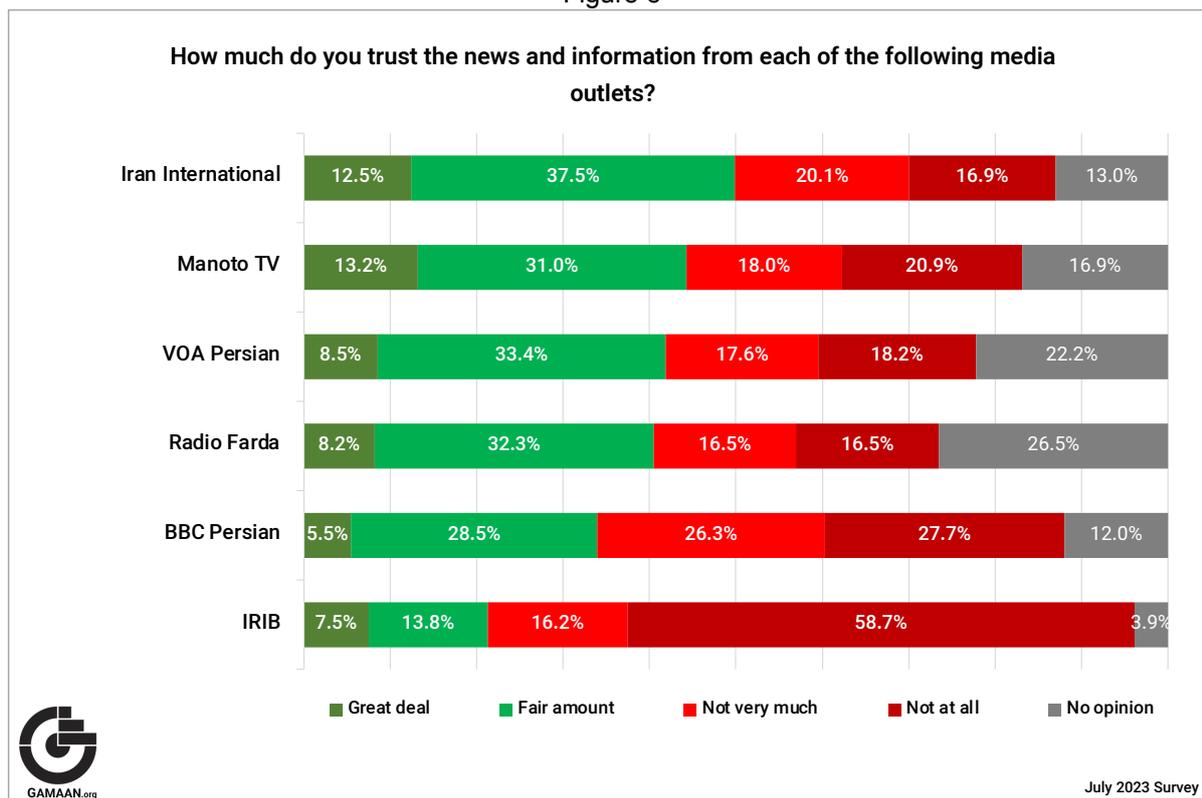
Figure 5



## 1-4: Trust in the Media

In this survey, participants were asked to what extent they trust various media sources for news and information. As shown in Figure 6, 50% of the population have some or a lot of trust in Iran International, 44% in Manoto, 42% in Voice of America Persian, 40% in Radio Farda, and 34% in BBC Persian. In contrast, only about 21% trust state television, and 59% say they have “no” trust in IRIB.

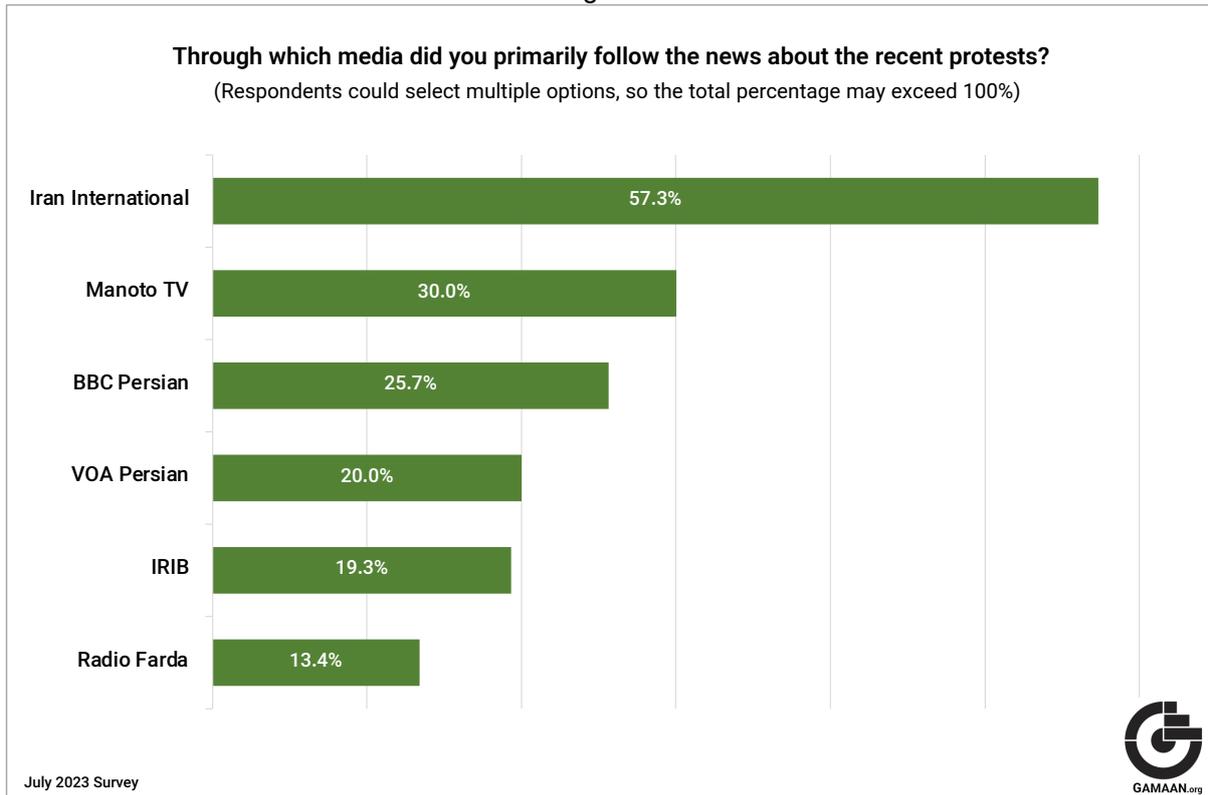
Figure 6



## 1-5: Media Sources for Recent Protests

In this survey, respondents were asked which media outlets they followed for news about recent protests in Iran. Approximately 57% stated that they followed the news of protests by viewing Iran International, 30% Manoto, 26% BBC Persian, and 20% Voice of America Persian (Figure 7). Also, about 19% received news about the protests from IRIB.

Figure 7



## 1-6: Popularity of Television Programs

In this survey, participants were also asked about their favorite television programs. Figure 8 shows that films and series, sports programs, and comedy programs are the most popular television programs on state television (IRIB). In contrast, religious programs have the lowest level of popularity.

Figure 8

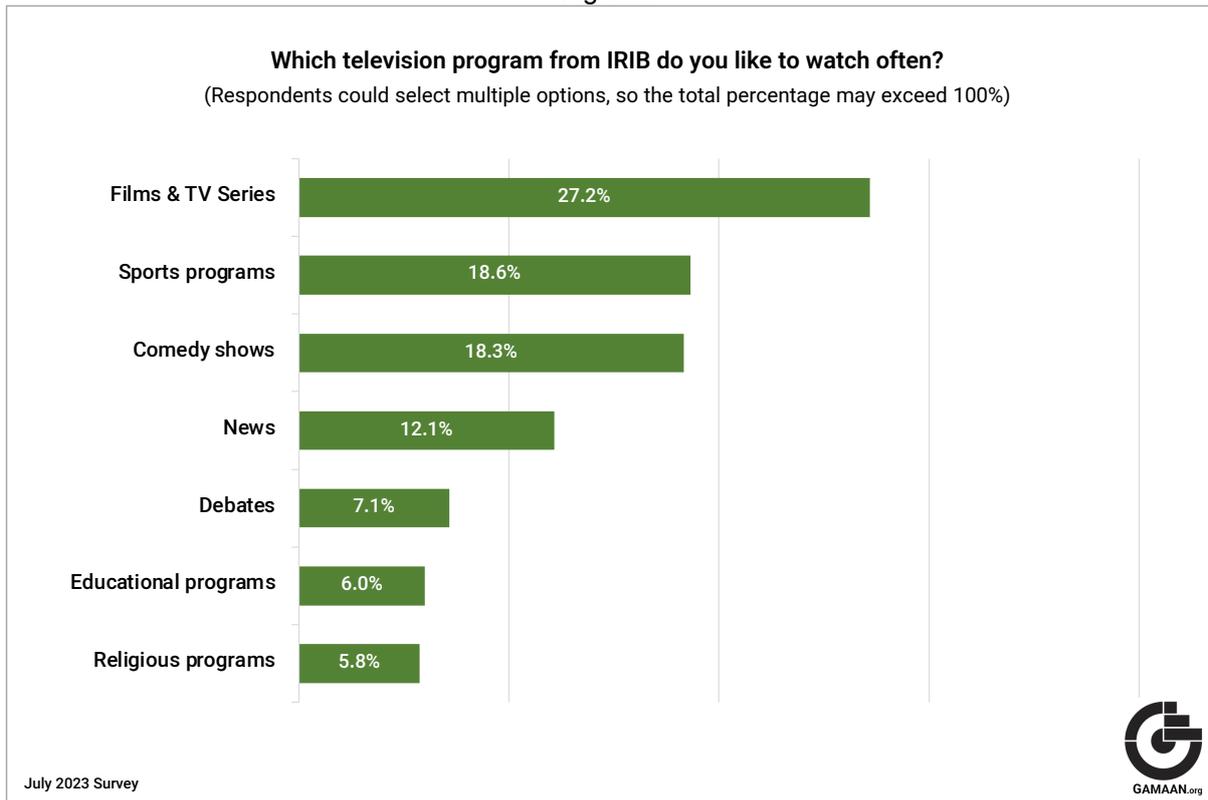


Figure 9 displays the popularity of programs on Iran International. Cheshmandaz Talk Show with Sima Sabet, documentaries, and 24, with Fardad Farahzad, are in the top three positions among the most popular programs on this media outlet. Harf-e Akhar (Final Word), with Pouria Zeraati, and Titr-e Avval (The Lead), with Niusha Saremi, are among the other highly-watched programs on this channel.

Figure 9

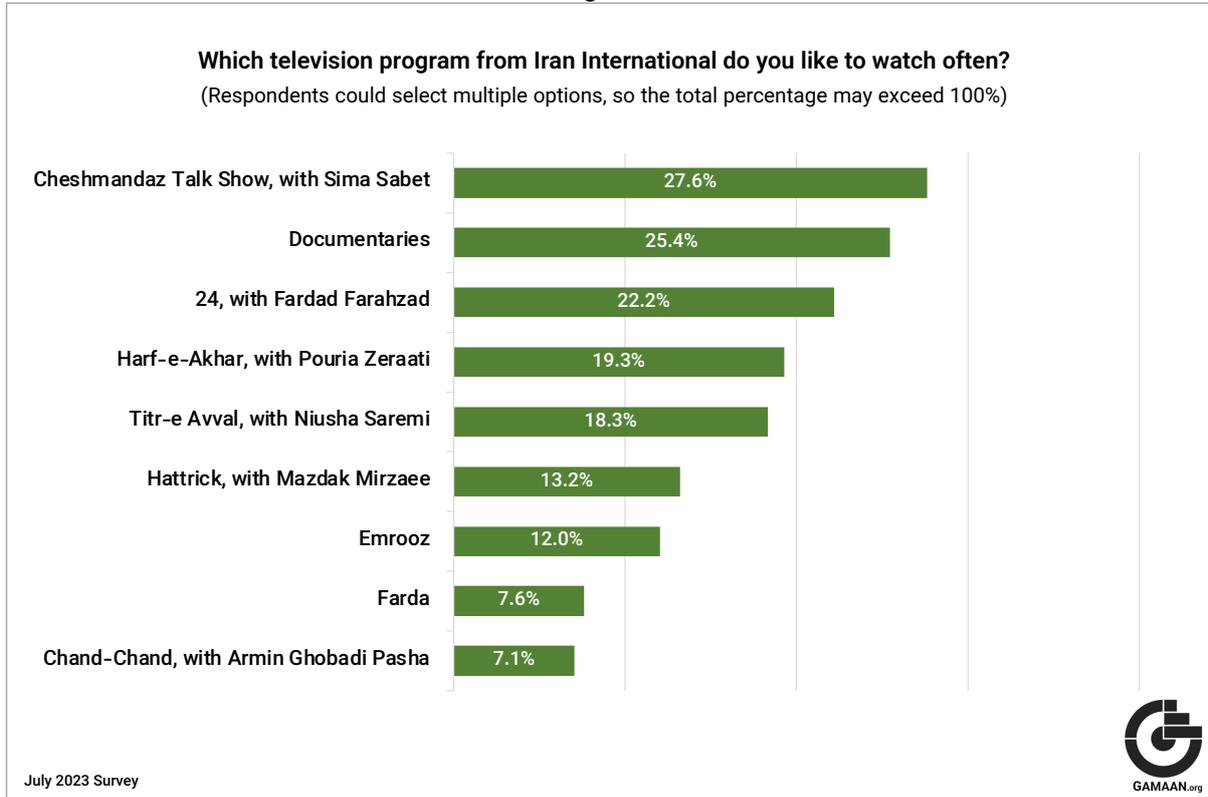


Figure 10 illustrates the popularity of programs on Manoto TV. The program Otagh-e Khabar (Newsroom) is the most-watched program on this channel. Documentaries and programs such as Tunel-e Zaman (Time Tunnel), Manoto Plus, and SaliTalk follow as the next most popular programs on this outlet.

Figure 10

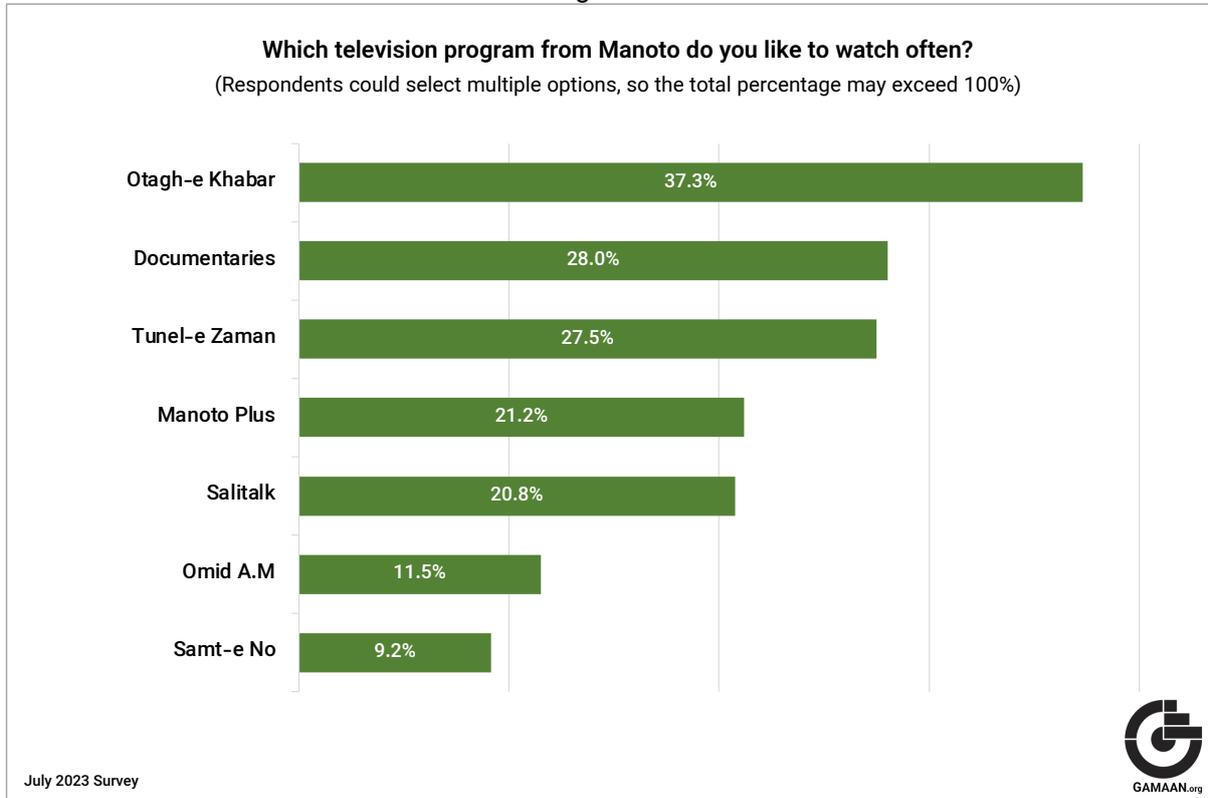


Figure 11 shows the popularity of programs on BBC Persian. 60 Daghigeh (60 Minutes) and Aparat are the most popular programs, with Bolour Banafsh and Pargar also having significant popularity.

Figure 11

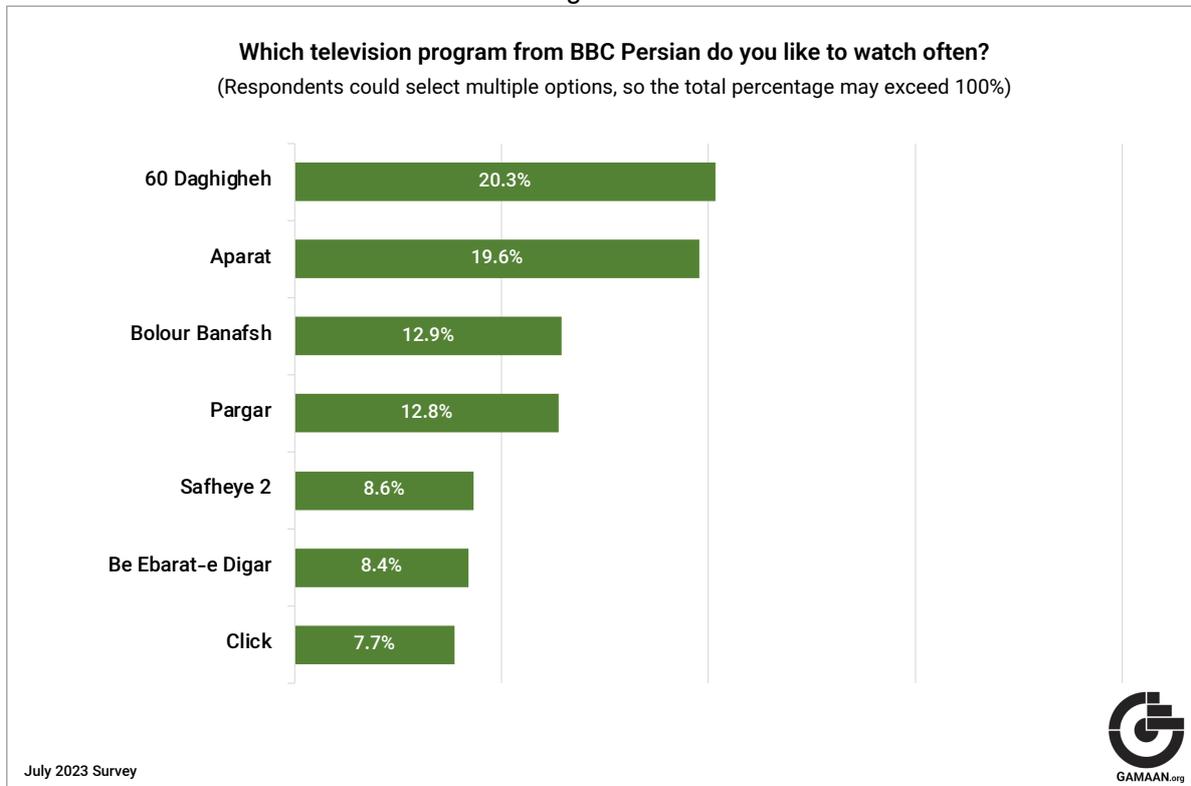
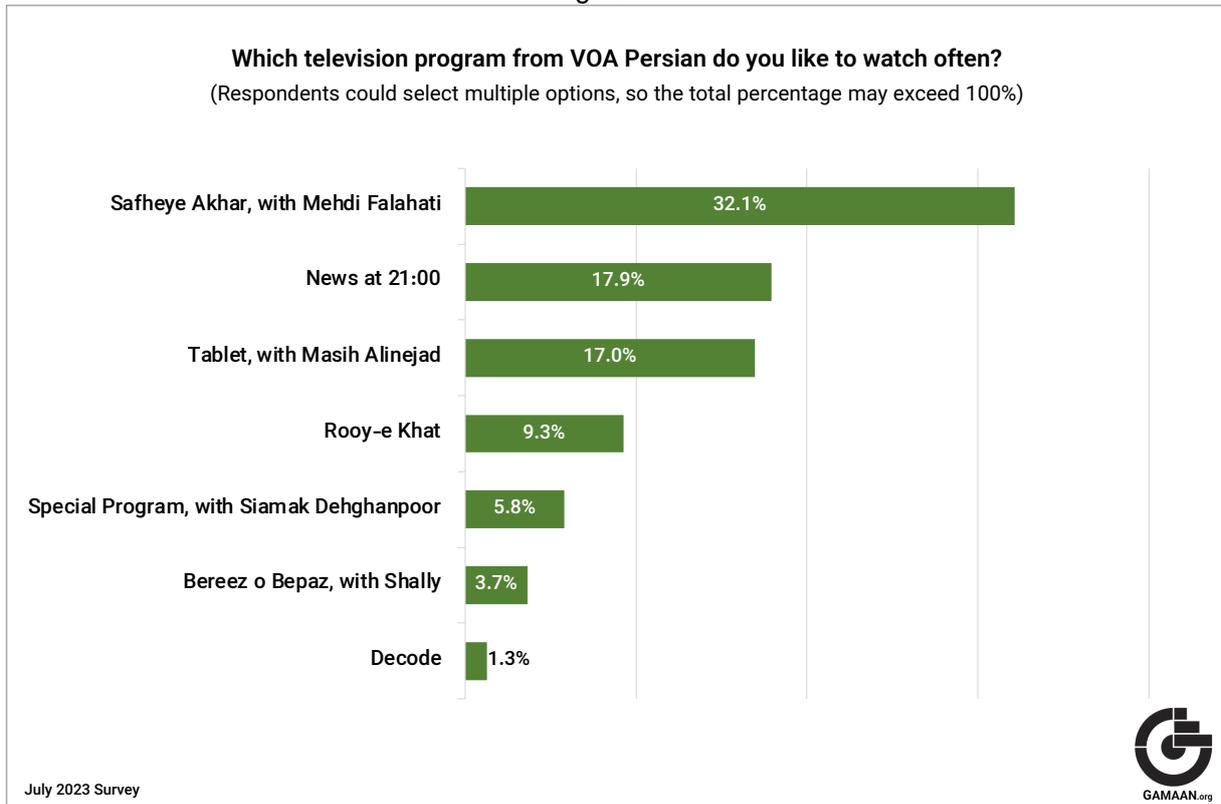


Figure 12 indicates the popularity of programs on Voice of America Persian. Safheye Akhar (Last Page), with Mehdi Falahati, is the most popular program on this media outlet and is also the most-watched non-news program among various media programs. News at 21:00 and Tablet, with Masih Alinejad, are among the other highly-watched programs on this channel.

Figure 12



# SECTION TWO: METHODOLOGY

---

## 2-1: Sampling Method

The survey *Iranians' Attitudes Toward Media 2023* was conducted by GAMAAN between June 30 and July 9, 2023. This survey was conducted online, and its sampling was carried out using a specialized and secure platform. The rationale for GAMAAN's approach, collaborating with VPN-platforms and spreading surveys on a variety of digital channels, is the fact that conventional survey modes like face-to-face and telephone interviewing cannot yield valid results in the existing Iranian context due to the fear-of-the-state bias which leads to self-censorship. The online questionnaire of this survey was spread by a combination of random sampling through the widely used VPN platforms Psiphon and Lantern as well as the creation of diverse sampling chains using social media (Telegram, Instagram, WhatsApp, and Twitter), with the aim of reaching diverse segments of the population in Iran.

According to statistics from the [International Telecommunication Union](#), 79% of Iran's households had Internet access at home in 2021. On the other hand, a survey conducted by the [Iranian Students Polling Agency \(ISPA\)](#) in May 2022 shows that about 78% of adult Iranians use at least one social media platform. Furthermore, according to the country's official statistics, it is estimated that about 10% of the population over 18 years old are illiterate and cannot read or write on social media. This means that approximately 85% of the literate population over 18 years old uses social media. These conditions allow for reaching a large portion of Iran's society and eliciting their opinions through the internet.

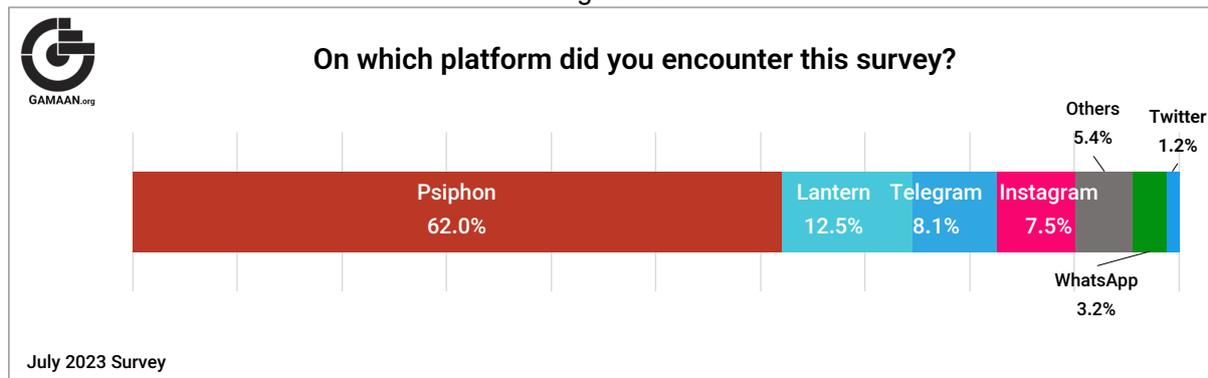
To reduce the network effect of online surveys (i.e., the likelihood of participants having similar views to the organizers), efforts were made to randomly share this survey among those who connect to widely-used internet censorship circumvention tools. [A research report from inside Iran](#) indicates that 80% of internet users in Iran use VPN software applications.

On the other hand, statistics from the [International Telecommunication Union](#) show that in Iran, only about 55% of households have a landline telephone. This means that random sampling via the internet, compared to telephone surveys through landlines, can cover larger segments of the population.

Figure 13 illustrates the distribution of respondents' access to the questionnaire of this survey. The results of one of the survey questions show that only 15% of respondents had previously participated in surveys conducted by GAMAAN. This result indicates that the combination of random sampling along with the use of multiple chains for

distributing the questionnaire among various demographic and ideological groups has successfully reached the survey to groups far beyond those familiar with GAMAAN.

Figure 13



## 2-2: Survey Design and Raw Sample Characteristics

In this survey, in addition to the main questions about media, questions about respondents' demographics were included in the questionnaire (on sex, age group, education level, province of residence, urban or rural region, employment status, household income level, spoken language at home, and type of health insurance). Since respondents participated in the survey anonymously, without being asked for their personal information, we reason that these individuals felt more secure in expressing their genuine opinions. More than 40,000 respondents from both inside and outside the country completed the survey questionnaire. Given the distribution of the questionnaire through VPN platforms that are used in Iran and based on respondents' answers regarding their place of residence, 96% of the respondents were residents of Iran. Iranians from all 31 provinces and urban and rural areas participated in this survey.

## 2-3: Data Cleaning

In this survey, a question was included to identify random or robot-generated responses. Incorrect responses to this question and contradictory cases (such as those who claimed they were not eligible to vote in the 2017 or 2021 elections but stated that they were over 30 years old, or those who said they had not reached the voting age in the 2021 elections but had voted in 2017) were removed from the sample.

After the refinement process, the final sample size from within Iran was 38,445 respondents. In this report, whenever the term "raw sample" is used, it refers to the refined sample from within the country. By considering the standard age groups available in the census and statistical data of the country, the final sample used in this analysis includes only respondents above 19 years old.

## 2-4: Extracting a Representative Sample

The sample of online surveys usually does not match the characteristics of the target population. Therefore, balancing methods such as weighting or [sample matching methods](#) are used to have a representative sample that aligns with the main population characteristics. The target population for this survey consists of literate individuals aged above 19 residing in Iran (those who have the capability to use the internet and respond to survey questions, accounting for 90% of Iran’s adult population).

In this research, the raking method was used to extract a representative sample from the refined sample. According to comprehensive research by the [Pew Research Center](#), this weighting method is considered one of the most effective and reliable methods for balancing online survey samples by taking appropriate population variables into account.

To transform the sample of respondents within the country into a representative sample of the population, raking was performed based on four interlocked demographic variables, including age group, sex, education level, and residential area (urban or rural) in addition to province. The sample used for weighting was balanced and of a high quality, showing that the survey mode of using VPN platforms can approximate random sampling. After performing the weighting calculations, the effective sample size reached 8,108, which is a very large sample size.

Weighting calculations for the sample were performed using specialized software from a Dutch company called [Sample Weighting](#). To determine the most up-to-date population characteristics of Iran, the population statistics of literate individuals in Iran above 19 years old were utilized (extracted by the [1401 Labor Force Survey](#)).

## 2-5: Sample Demographics

The tables below depict the distribution of population variables in the raw survey sample, the weighted sample, and the target population. It can be observed that the demographic characteristics of the weighted sample closely match those of the target population.

Table 1: Sex Distribution

Sex	Refined sample (number of samples)	Weighted sample	Literate population above 19 years old (work force statistics 2022)
Female	19.7% (7,579)	47.9%	47.9%
Male	80.3 (30,866)	52.1%	52.1%

Table 2: Rural/Urban Distribution

<b>Region</b>	<b>Refined sample (number of samples)</b>	<b>Weighted sample</b>	<b>Literate population above 19 years old (work force statistics 2022)</b>
Rural Areas	5.3% (2,021)	19.7%	19.7%
Urban Areas	94.7% (36,424)	80.3%	80.3%

Table 3: Age Group Distribution

<b>Age groups</b>	<b>Refined sample (number of samples)</b>	<b>Weighted sample</b>	<b>Literate population above 19 years old (work force statistics 2022)</b>
Between 20 and 29 years old	8.8% (3,380)	19.9%	19.9%
Between 30 and 49 years old	60.0% (23,082)	53.9%	53.9%
At least 50 years old	31.2% (11,983)	26.2%	26.2%

Table 4: Education Level Distribution

<b>Education level</b>	<b>Refined sample (number of samples)</b>	<b>Weighted sample</b>	<b>Literate population above 19 years old (work force statistics 2022)</b>
Non-university educated	30.0% (11,536)	72.3%	72.3%
University educated	70.0% (26,909)	27.7%	27.7%

Table 5: Province Distribution

<b>Province of residence</b>	<b>Refined sample (number of samples)</b>	<b>Weighted sample</b>	<b>Literate population above 19 years old (work force statistics 2022)</b>
East Azerbaijan	4.2% (1,607)	4.8%	4.8%
West Azerbaijan	2.3% (872)	3.7%	3.7%
Ardabil	1.2% (449)	1.4%	1.4%
Isfahan	9.4% (3,598)	6.9%	6.9%
Alborz	4.8% (1,833)	3.8%	3.8%
Ilam	0.6% (233)	0.7%	0.7%
Bushehr	1.0% (381)	1.4%	1.4%
Tehran	29.4% (11,314)	18.7%	18.7%
Chaharmahal and Bakhtiari	0.9% (356)	1.1%	1.1%
South Khorasan	1.0% (393)	0.9%	0.9%
Razavi Khorasan	6.3% (2,423)	8.0%	8.0%
North Khorasan	0.8% (268)	0.9%	0.9%
Khuzestan	3.5% (1,340)	5.5%	5.5%
Zanjan	0.9% (332)	1.3%	1.3%
Semnan	0.7% (269)	1.0%	1.0%
Sistan and Baluchistan	0.8% (297)	2.4%	2.4%
Fars	7.6% (2,911)	6.2%	6.2%
Qazvin	1.1% (443)	1.6%	1.6%
Qom	1.0% (398)	1.6%	1.6%
Kurdistan	2.0% (779)	1.8%	1.8%
Kerman	2.0% (755)	3.9%	3.9%
Kermanshah	2.2% (844)	2.3%	2.3%
Kohgiluyeh and Boyer-Ahmad	0.5% (191)	0.8%	0.8%
Golestan	2.2% (853)	2.1%	2.1%
Gilan	3.3% (1,288)	3.4%	3.4%
Lorestan	1.9% (735)	2.0%	2.0%
Mazandaran	3.3% (1,269)	4.5%	4.5%
Markazi	1.3% (492)	1.8%	1.8%
Hormozgan	1.3% (487)	2.1%	2.1%
Hamadan	1.5% (562)	2.0%	2.0%
Yazd	1.2% (473)	1.5%	1.5%

In this survey, unlike GAMAAN's previous surveys, the variable of the 2017 election behavior was not used to weight the final sample. This was because, due to the passage of time, many respondents claimed not to remember their election behavior from six years ago. Additionally, many young respondents did not have voting rights during that election. On the other hand, the use of random sampling methods through

VPN platforms ensured that the raw survey sample included a balanced distribution of respondents with various political orientations in society.

To test this claim, it is possible to examine responses to a question about respondents’ political orientation. It was determined that those who support “the principles of the Islamic Revolution and the Supreme Leader” (known as Principlists or conservatives) constitute 12% of the weighted sample, which is consistent with the social base of this group based on the results of [previous GAMAAN surveys](#) and recent surveys by [other institutions](#).

## 2-6: Reliability Checks

### 2-6-1: Comparison of Economic and Social Statistics

One of the methods that can be used to assess the credibility and representativeness of the weighted sample is to compare the results of the weighted sample with external evidence. Table 6 displays the employment status of individuals in the weighted sample compared to the target population at two levels, urban and rural, for the literate population above 19 years old, based on the annual [labor force report](#). As can be observed, the employment ratio for the weighted sample of the whole country is consistent with the target population.

Table 6: Employment Rate Distribution in Iran

<b>Employment status</b>	<b>Refined sample</b>	<b>Weighted sample</b>	<b>Workforce statistics (individuals above 19 years old; 2022)</b>
Whole country	61.1%	42.1%	42.2%
Urban areas	61.9%	45.3%	40.8%
Rural areas	46.9%	29.3%	47.8%

In this survey, participants were also asked about their household income status to compare the distribution of economic status in the sample with the target population. Table 7 illustrates the distribution of household income status. According to the definition, ten percent of households in the country are placed in each decile. As can be seen, the distribution of household income status for three groups, low income (comprising the first three deciles), medium income (comprising the middle three deciles), and high income (comprising the top four deciles) in the weighted sample closely aligns with the [available statistics](#) on household income levels in society.

Table 7: Household Income Distribution in Iran (official exchange rate, 1 USD = 42,000 Rials)

<b>Income level of different deciles according to the Statistical Center of Iran in 2021</b>	<b>Refined sample</b>	<b>Weighted sample</b>	<b>Distribution in society</b>
First three lower deciles (household monthly income below 40 million Rials)	14.9%	28.2%	30%
Middle three deciles (household monthly income between 40 and 70 million Rials)	23%	29%	30%
Upper four deciles (household monthly income above 70 million Rials)	62.1%	42.8%	40%

In this survey, participants were also asked about the language spoken at home. As shown in Table 8, the distribution of spoken languages in the weighted sample closely matches the statistics provided by [Ethnologue](#) encyclopedia for Iran.

Table 8: Home Language Distribution in Iran

<b>What language do you normally speak at home?</b>	<b>Refined sample</b>	<b>Weighted sample</b>	<b>Ethnologue statistics (2021, 24<sup>th</sup> ed.)</b>
Farsi	74.4%	68.2%	60.1%
Azerbaijani/Turkic	9.3%	10.6%	12.9%
Kurdish	4.9%	5.2%	5.7%
Luri/Bakhtiari	3.5%	4.0%	4.8%
Baluchi	0.5%	2.0%	1.4%
Gilaki	1.3%	1.7%	2.9%
Mazandarani	1.1%	1.4%	2.7%
Arabic	0.5%	0.9%	1.8%
Laki	0.8%	0.9%	1.4%
Qashqai	0.4%	0.5%	1.1%
Turkmeni	0.4%	0.4%	0.9%
Dari (Afghan Persian)	0.1%	0.4%	0.4%
Tati	0.3%	0.4%	0.6%
Lari	0.3%	0.4%	0.1%
Armeni	0.1%	0.1%	0.1%
Other	2.2%	3.2%	3.1%

The distribution of the type of health insurance of respondents is another external evidence used for the validation of the weighted sample. In this survey, participants were asked about the type of health insurance they have. This question was also asked through a telephone survey by [ISPA in March 2022](#). Since the type of insurance coverage of individuals is considered a non-sensitive question, a comparison with the results can serve as a criterion for validating the weighted sample. As seen in Table 9, the distribution of health insurance coverage in the weighted sample closely aligns with the statistics provided by the ISPA survey.

Table 9: Health Care Insurance Types in Iran

Which health care insurance do you currently have?	Refined sample	Weighted sample	ISPA Survey 2022 (March)
Social Security Organization	51.8%	48.4%	50.7%
Iran Health Insurance Organization	8.9%	10.3%	7.2%
Salamat	13.2%	9.7%	7.8%
Roostaa	2.1%	6.4%	9.8%
Armed Forces Insurance	2.7%	2.5%	3.4%
Other insurance	2.5%	2.3%	2.9%
I am not insured	18.7%	20.5%	17.6%

## 2-6-2: Validation Using the World Values Survey (WVS)

The [World Values Survey \(WVS\)](#) conducted a survey in Iran using face-to-face interviews in the spring of 2020. In the Iranians' Attitudes Toward Media 2023 survey, some questions from the WVS survey were included alongside other questions to compare the results of the two surveys. To this end, a set of non-sensitive questions, alongside one sensitive question, were asked to compare the results of the two surveys.

Table 10: "Importance in Life" in WVS (spring 2020) and GAMAAN (summer 2023) Surveys

For each of the following aspects, indicate how important it is in your life.		Very important	Rather important	Not very important	Not at all important	Do not Know
Family	WVS	93.9%	5.2%	0.8%	0.1%	0%
	GAMAAN (weighted)	90.5%	6.9%	1.1%	0.6%	0.9%
Friends	WVS	28.6%	54.4%	11.2%	5.7%	0%
	GAMAAN (weighted)	27.2%	53.7%	13.4%	3.9%	1.8%
Work	WVS	78.0%	18.6%	1.9%	1.3%	0.2%
	GAMAAN (weighted)	79.0%	14.6%	2.2%	1.0%	3.2%
Religion	WVS	69.4%	22.8%	3.5%	4.2%	0.1%
	GAMAAN (weighted)	27.4%	20.6%	16.5%	32.2%	3.2%

As seen in Table 10, the overall importance ratings of non-sensitive topics (family, friends, and work) in both surveys show minor differences, while regarding a sensitive topic, religion, in the political and social context of Iran, the responses in the two surveys are entirely different.

This comparative analysis corroborates the hypothesis that measuring people's real opinions regarding sensitive questions faces serious challenges if based on common survey modes like telephone and face-to-face interviews.

With the confirmation of multiple validation tests, the weighted sample can be considered representative of the target population (literate individuals above 19 years old), and the results obtained from it can be generalized to the majority of the Iranian target population (about 90% of the adult population of the country) with a [95% credibility level and a 5% credibility interval](#).

---

We at the non-profit research foundation GAMAAN would like to express our sincere gratitude to all of those who took the time to contribute to this survey.

We are professionally committed to sparing no effort in collecting the opinions and attitudes of Iranians from all levels of society and all walks of life. GAMAAN commits itself to ethical guidelines with regard to protecting respondents' submitted data and strives to employ scientific methods in extracting representative samples. We pledge to be transparent to the public and in explaining probable error levels.

Our team gladly receives any comments, suggestions, and criticisms. Scientists and scholars working at universities and research institutes can collaborate with us and request survey data, which can be granted upon agreement with GAMAAN's terms.

Media can request more detailed reports and specific data from this survey.

GAMAAN can be reached at [info@gamaan.org](mailto:info@gamaan.org).

# ABOUT GAMAAN

GAMAAN, the Group for Analyzing and Measuring Attitudes in Iran, is an independent, non-profit research foundation registered in the Netherlands. We study Iranians' attitudes towards different social and political topics.

GAMAAN conducts online surveys to extract the (real) opinions of Iranians about sensitive topics. The rationale for GAMAAN's innovative approach, spreading surveys on a large variety of digital channels and collaborating with VPN-platforms, is the fact that conventional survey modes like face-to-face and telephone interviewing cannot yield valid results in the existing Iranian context. To obtain representative samples, we use matching and weighting methods; we then compare our results with external data and other survey institutes' results for non-sensitive questions. In this way, we strive to understand the extent to which our results can be said to be representative.

GAMAAN's findings have been cited and discussed in many international outlets, including The Economist, The Wall Street Journal, The Guardian, The Conversation, Deutsche Welle, New York Magazine, and Newsweek, and have been widely covered by Persian media. In 2022, GAMAAN was awarded the Market Research Society's President's Medal in London for making an "extraordinary contribution to research."

GAMAAN operates under the supervision of a board including Dr. Ammar Maleki (founder and director), an assistant professor of comparative politics at Tilburg University, and Dr. Pooyan Tamimi Arab, an assistant professor of religious studies at Utrecht University.

