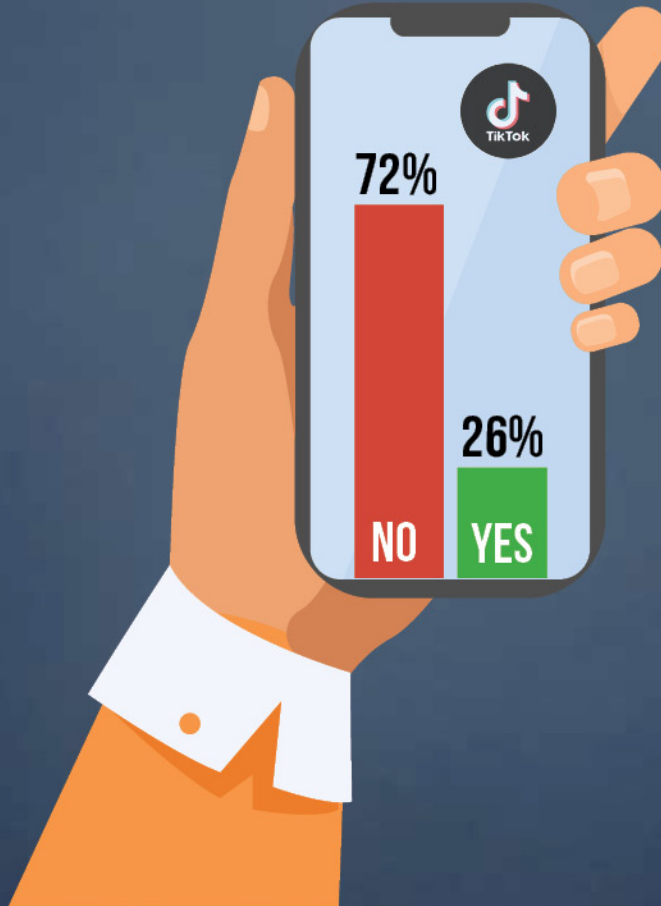


16 March, 2021

1 IN 4 PAKISTANIS CLAIM TO USE TIK TOK; 28% IN URBAN AREAS AND 24% IN RURAL AREAS: GALLUP & GILANI PAKISTAN

ہر 4 میں سے 1 پاکستانی ٹک ٹاک کے استعمال کا دعویٰ کرتے ہیں، یہ شرح شہری علاقوں میں رہنے والوں میں 28% اور دیہی علاقوں میں رہنے والوں میں 24% پائی گئی

Do you use Tik Tok?



Don't know/No response: 2%



Special Press Release
**Technology
Applications**

1 in 4 Pakistanis claim to use Tik Tok; 28 % in urban areas and 24 % in rural areas: Gallup & Gilani Pakistan

(Islamabad), March 16, 2021

According to a survey conducted by Gallup & Gilani Pakistan, 26% claim to use Tik Tok while 72% do not.

A nationally representative sample of adult men and women from across the four provinces was asked the following question, “Do you use Tik Tok?” In response to this question, 26% said ‘Yes’ while 72% said ‘No’. 2% did not know/did not respond.

Urban-Rural breakdown:

Compared to 24% rural area respondents, 28% urban area respondents claim to use Tik Tok

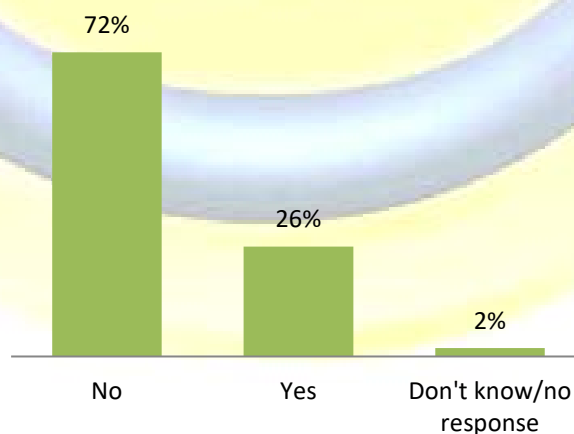
Age Breakdown:

Under 30 most likely to be Tik Tok users (33%) followed by age group of 30-50 (21%) and then those aged above 50 (15%).

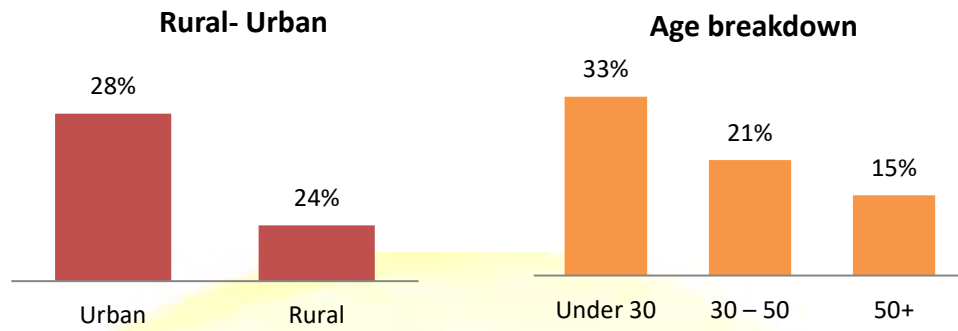
Note: Tik Tok is an application used by members of different social strata in Pakistan; this Chinese-owned app is said to be the most downloaded application in Pakistan¹ and is seen as a major source of entertainment for lower and middle-class Pakistanis; yet it has recently been banned once again by the PTA on account of immoral and objectionable content.

Question: “Do you use Tik Tok?”

All Pakistan



¹ <https://www.thenews.com.pk/latest/571737-tiktok-is-the-most-downloaded-social-media-app-in-pakistan>



Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)



The study was released by Gilani Research Foundation and carried out by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1,503 men and women in urban and rural areas of all four provinces of the country, during February 6, 2021 – February 27, 2021. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was phone interviews. Respondents hailed from over 100 districts of Pakistan.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup

Tuesday, March 16, 2021

(2 Pages, English version Only)



Gilani Research Foundation is a not for profit public service project to provide social science research to students, academia, policy makers 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 PhD 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*

Disclaimer: Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup International Association see website: www.gallup-international.com



Daily Gilani Poll
2021



of Gallup Pakistan
(1980-2021)