

26th October, 2022

SOCIAL MEDIA APP USAGE: WHATSAPP (80%), FACEBOOK (75%) AND YOUTUBE (70%) ARE THE TOP THREE SOCIAL MEDIA APPS USED AMONGST INTERNET USERS: GALLUP & GILANI PAKISTAN

سوشل میڈیا ایپس کا استعمال: واٹس ایپ (80%)، فیس بک (75%) اور یوٹیوب (70%) انٹرنیٹ صارفین میں استعمال ہونے والی سب سے پہلی تین سوشل میڈیا ایپس ہیں

Question: "Which of the following social media apps do you use?"



WhatsApp
80%



Facebook
75%



Youtube
70%



Tiktok
46%



Instagram
30%



Snapchat
27%



Twitter
24%



Skype
15%

PRESS RELEASE

(Also emailed*/faxed separately)



Opinion Poll Information Technology Internet

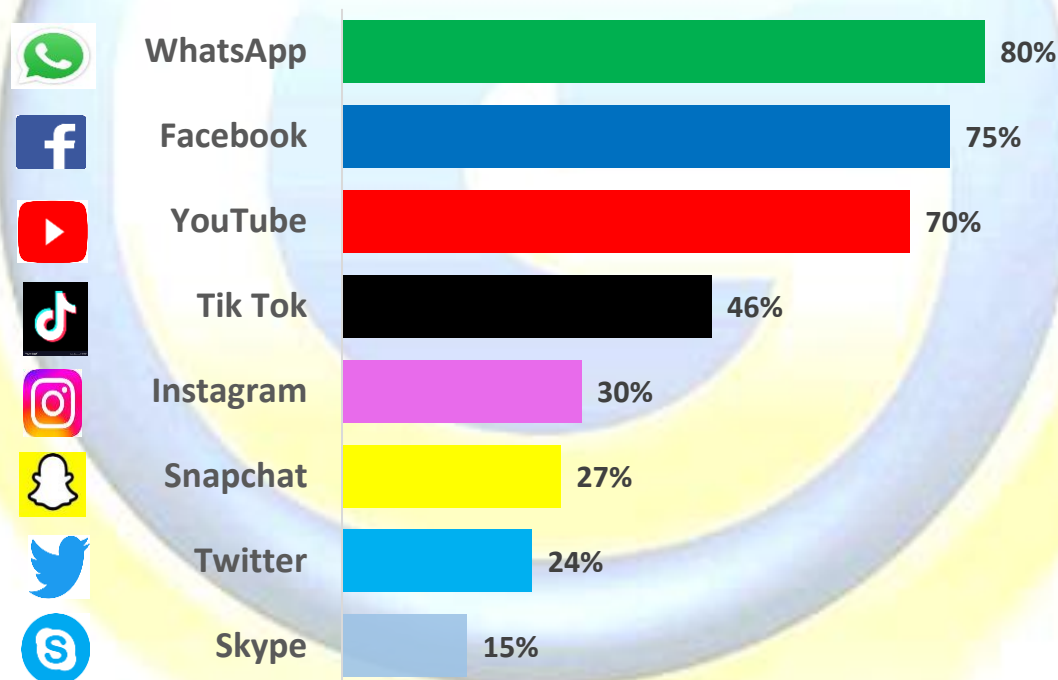
Social media app usage: WhatsApp (80%), Facebook (75%) and YouTube (70%) are the top three social media apps used amongst internet users: Gallup & Gilani Pakistan

(Islamabad), October 26th, 2022

According to a survey conducted by Gallup & Gilani Pakistan, WhatsApp, Facebook, and YouTube are the most used social media apps amongst internet users.

A nationally representative sample of internet users was asked the following question regarding, “Which of the following social media apps do you use?” 80% responded ‘WhatsApp,’ 75% said ‘Facebook,’ 70% said ‘YouTube,’ while 46% responded that they use ‘TikTok,’ 30% of the internet users use ‘Instagram,’ 27% use ‘Snapchat,’ 24% use ‘Twitter,’ and only 15% use ‘Skype’

Question: “Which of the following social media apps do you use?”



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 1175 men and women in urban and rural areas of all four provinces of the country, from September 01, 2022 – September 25, 2022. The error margin is estimated to be approximately $\pm 3-5$ percent at the 95% confidence level. The methodology used for data collection was telephonic surveys.

Gallup Pakistan Media Habits Reports

Gallup Pakistan has been producing Media Habits Landscape reports since 1980's in Pakistan. These reports track evolutionary growth in viewers, readers and listeners habits over 4 decades and provide an interesting snapshot of past and present of media insights. If you wish to look into the data sets, please write to us at caf@gallup.com.pk

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Opinion Poll from Gallup Pakistan
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GILANI RESEARCH
FOUNDATION

Gilani Research Foundation is a not-for-profit public service project to provide social science research to students, academia, policymakers, 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 Ph.D. 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

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Daily Gilani Poll
2022



of Gallup Pakistan
(1980-2022)