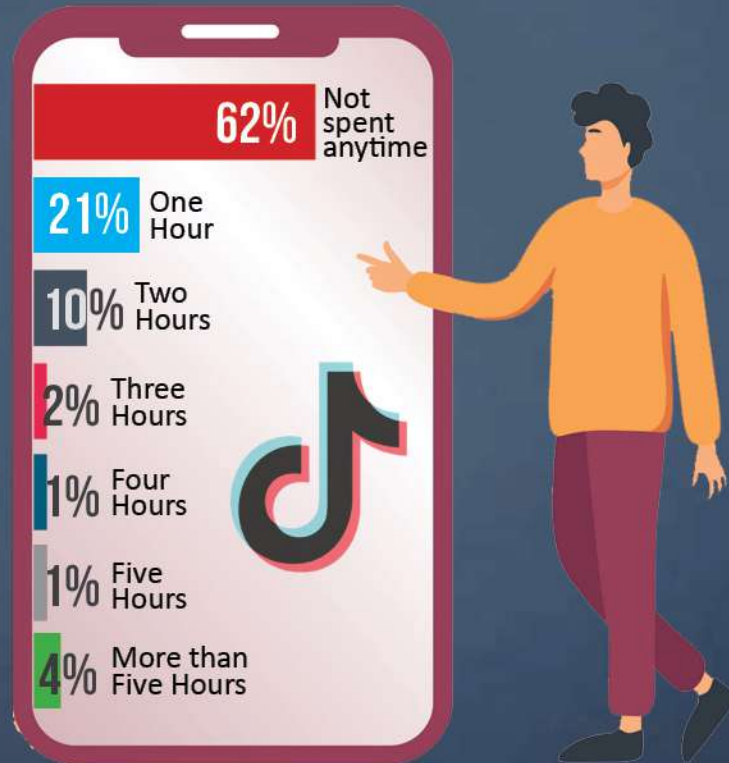


22nd November, 2022

4 IN 10 PEOPLE SPENT AT LEAST 1 HOUR USING TIKTOK IN THE PAST FEW DAYS:
GALLUP & GILANI PAKISTAN

گزشتہ چند دنوں میں ہر 10 میں سے 4 افراد نے دن میں کم از کم ایک گھنٹہ ٹک ٹاک (Tik Tok) استعمال کرنے میں گزارا

Question: "Keeping in mind the past few days, can you please tell me how much time did you spend using TikTok?"



PRESS RELEASE

(Also emailed*/faxed separately)



Opinion Poll Social Behavior

4 in 10 people spent at least 1 hour using TikTok in the past few days: Gallup & Gilani Pakistan

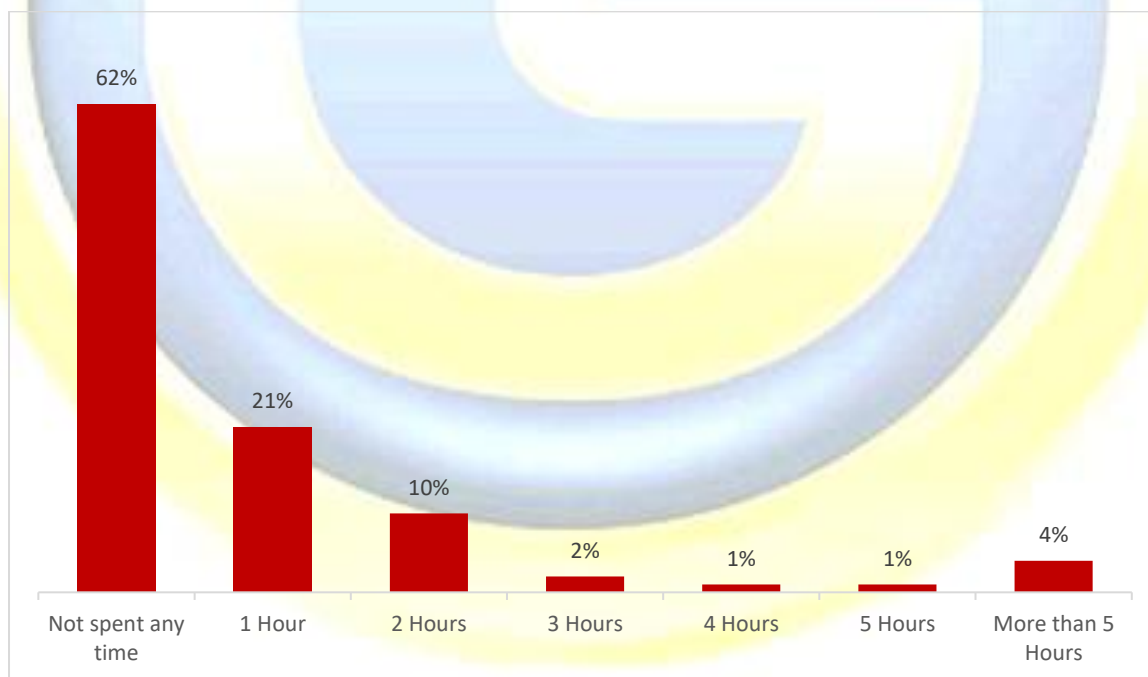
(Islamabad), November 22nd, 2022

According to a survey conducted by Gallup & Gilani Pakistan, 4 in 10 people spent at least 1 hour using Tik Tok in the past few days.

A nationally representative sample of adult men and women from across the country was asked the following question regarding, *“Keeping in mind the past few days, can you please tell me how much time did you spend using TikTok?”* 62% said that they had not spent any time using TikTok, 21% spent 1 hour, 10% spent 2 hours, 2% spent 3 hours, 1% spent 4 hours, 1% spent 5 hours and 4% said that they spent more than 5 hours using TikTok in the past few days.

On average, females spend 5 hours using TikTok while males spend 2 hours. The younger age group of 18-23 spends 7 hours on average using TikTok while all the rest spend 2 hours on average. Moreover, people with education less than FA spend 4 hours on average using TikTok while people with educational degrees higher than FA spend 2 hours on average using the app.

Question: “Keeping in mind the past few days, can you please tell me how much time did you spend using TikTok?”



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 1051 men

and women in urban and rural areas of all four provinces of the country. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was telephonic surveys (CATI) and was collected between 29th October – 2nd November 2022



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup International

Tuesday, 22nd November 2022

(3 Pages, English version Only)



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)