

8th August, 2024

**AMONG SOCIAL MEDIA USERS, AROUND 2 IN 5 PAKISTANIS (22%) SAY THAT THEY CURRENTLY HAVE OR USED TO HAVE ONLINE FRIENDS OF THE OPPOSITE GENDER:
GALLUP & GILANI PAKISTAN**

سوشل میڈیا کا استعمال کرنے والے افراد میں، تقریباً ہر 5 میں سے 2 پاکستانیوں (22%) کا کہنا ہے کہ اس وقت اُن کے opposite جنس کے آن لائن دوست (جیسے مرد حضرات کی خواتین دوست اور خواتین کے مرد حضرات دوست) ہیں یا ماضی میں ہوا کرتے تھے۔

Question: Sometimes people communicate with other people (e.g. men with women and women with men) and become friends online through social media such as Tik Tok, Facebook or Instagram. Please tell if you have any online friends now or have had any in the past or have you never made any online friends?





PRESS RELEASE

Opinion Poll

Social

Social Behaviour

Press release 2 of 3 on social media app usage and public behavior

Among social media users, around 2 in 5 Pakistanis (22%) say that they currently have or used to have online friends of the opposite gender: Gallup & Gilani Pakistan

(Islamabad) 8th August, 2024

According to a survey conducted by Gallup & Gilani Pakistan, among social media users, around 2 in 5 Pakistanis (22%) say that they currently have or used to have online friends of the opposite gender. Survey findings revealed a higher prevalence of making online friends of the opposite gender among males, rural residents, and Pakistanis belonging to the '50+' age group.

This press release is in a series of press releases Gallup Pakistan is producing on the issue of public behavior regarding social media usage. You can access press release 1 of this series [here](#).

A nationally representative sample of adult men and women social media users from across the country was asked the question, *"Sometimes people communicate with other people (e.g. men with women and women with men) and become friends online through social media such as Tik Tok, Facebook or Instagram. Please tell if you have any online friends now or have had any in the past or have you never made any online friends?"* In response, 18% said 'Yes, still have online friends', 4% answered 'Yes, have had online friends in the past but not now', 76% said 'No, I don't make friends online', and 2% said they did not know or gave no response.

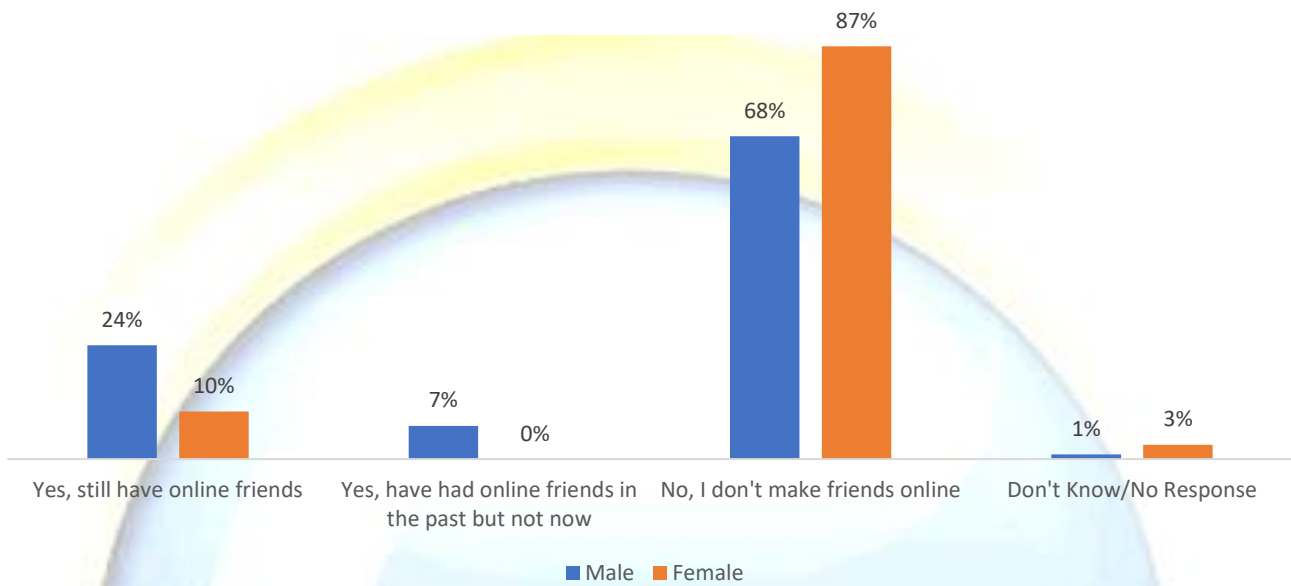
Question: Sometimes people communicate with other people (e.g. men with women and women with men) and become friends online through social media such as Tik Tok, Facebook or Instagram. Please tell if you have any online friends now or have had any in the past or have you never made any online friends?



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

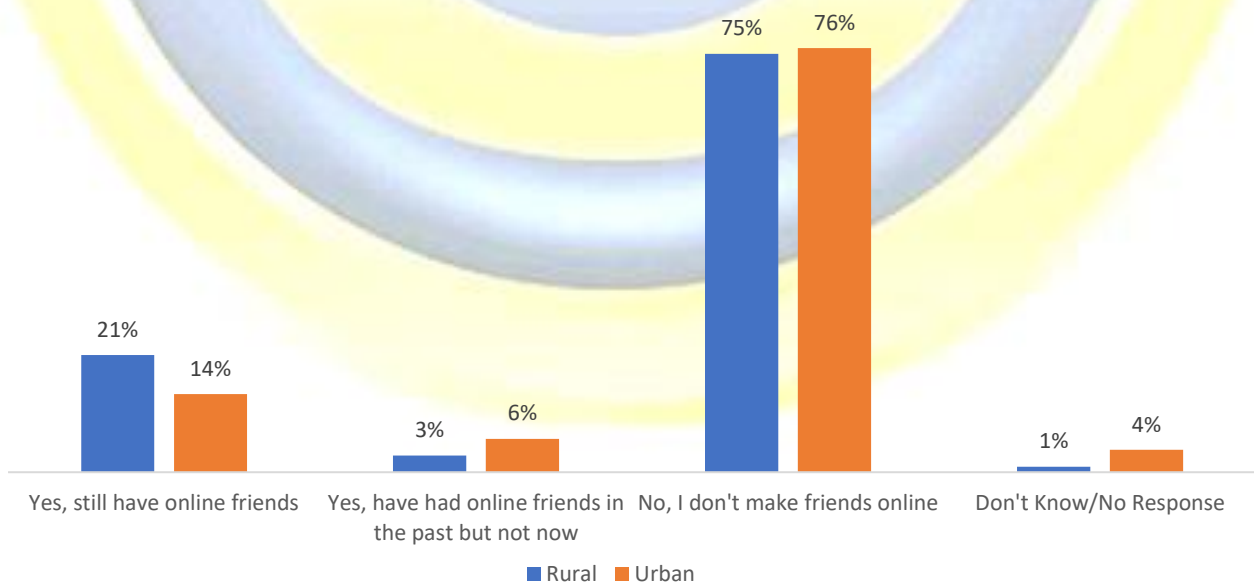
The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 367 men and women in urban and rural areas of all four provinces of the country, conducted from 28th June - 10th July 2024. 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).

Across gender: Male social media users (31%) claim to have currently/have had made online friends of the opposite gender using social media applications such as TikTok, Facebook or Instagram, as compared to women (10%). Women were less likely (87%) to make online friends of the opposite gender, relative to men (68%).



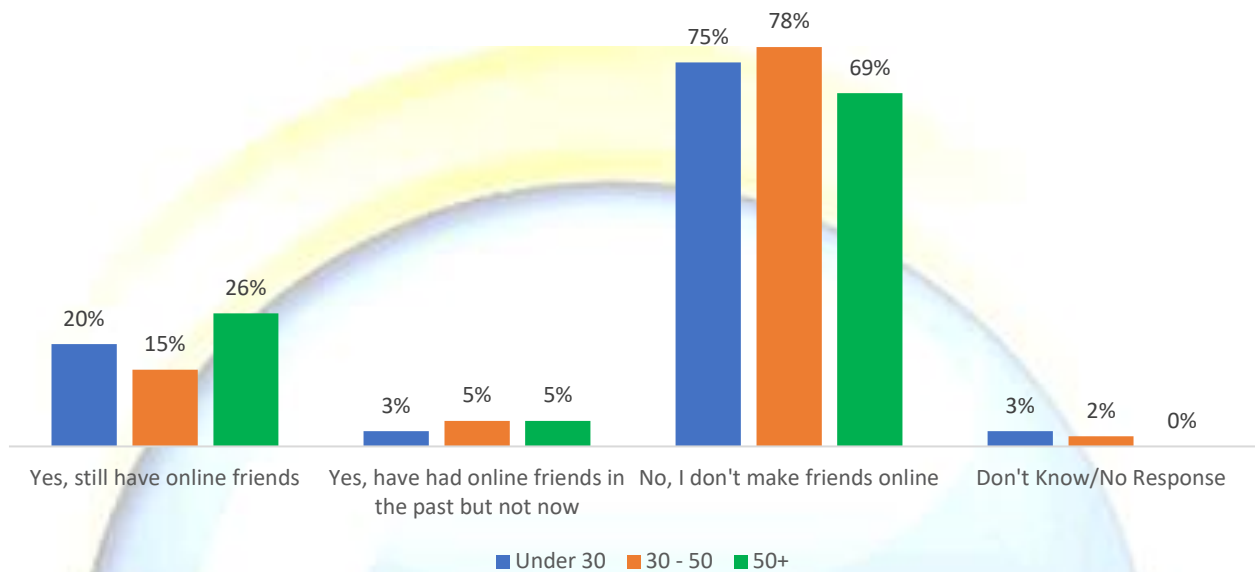
Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Across rurality: Rural residents of Pakistan were more likely (24%) to have online friends of the opposite gender currently or to have had them in the past, as compared to urban residents (20%).



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

Across age groups: Pakistanis in the '50+' age group were surprisingly the most likely (31%) to have currently/have had made online friends of the opposite gender in the past. This was followed by the 'Under 30' age group (23%), then the '30 - 50' age group (20%).



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



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
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GALLUP
PAKISTAN
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GILANI RESEARCH
FOUNDATION

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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
2024



of Gallup Pakistan
(1980-2024)