

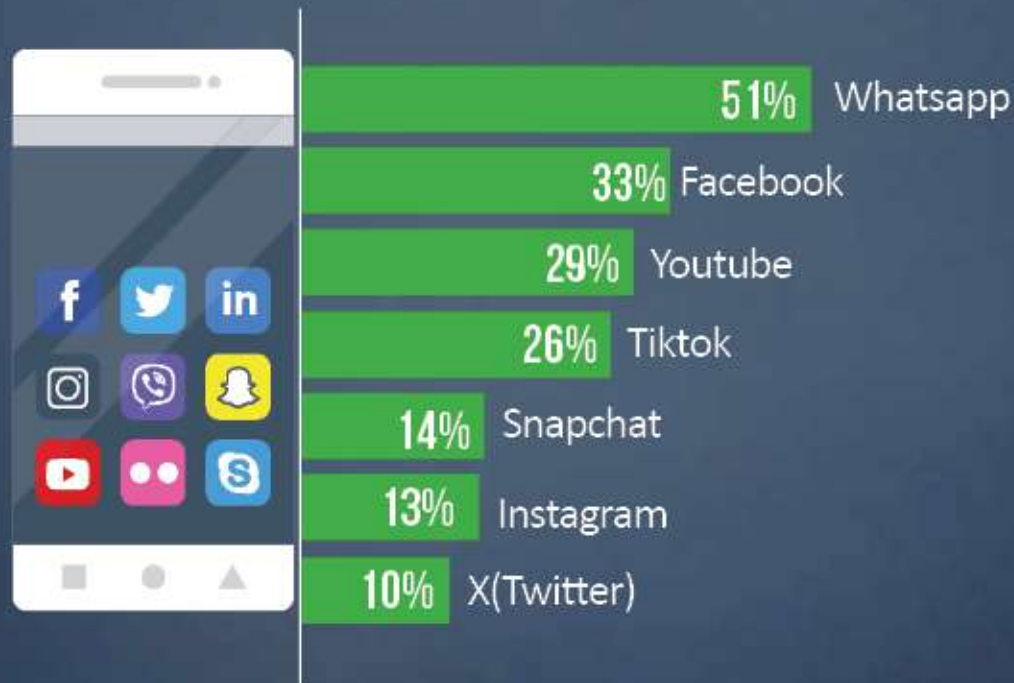
9th August, 2024

AMONG PAKISTANIS WHO USE SOCIAL MEDIA, USE OF WHATSAPP (51%), FOLLOWED BY FACEBOOK (33%), IS MOST POPULAR WHEN IT COMES TO STAYING IN TOUCH WITH THEIR FRIENDS AND LOVED ONES: GALLUP & GILANI PAKISTAN

سوشل میڈیا کا استعمال کرنے والے پاکستانیوں میں، اپنے دوستوں اور عزیزوں سے رابطے میں رہنے کے لیے واٹس ایپ (51%) کا استعمال سب سے زیادہ مقبول ہے، اس کے بعد اس حوالے سے سب سے زیادہ شرح فیس بک (33%) کی پائی گئی۔

Question: Which social networking websites do you use to stay in touch with your friends and loved ones?

**Multiple responses were allowed*





PRESS RELEASE

Opinion Poll

Social

Social Behaviour

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

Among Pakistanis who use social media, use of WhatsApp (51%), followed by Facebook (33%), is most popular when it comes to staying in touch with their friends and loved ones: Gallup & Gilani Pakistan

(Islamabad) 9th August, 2024

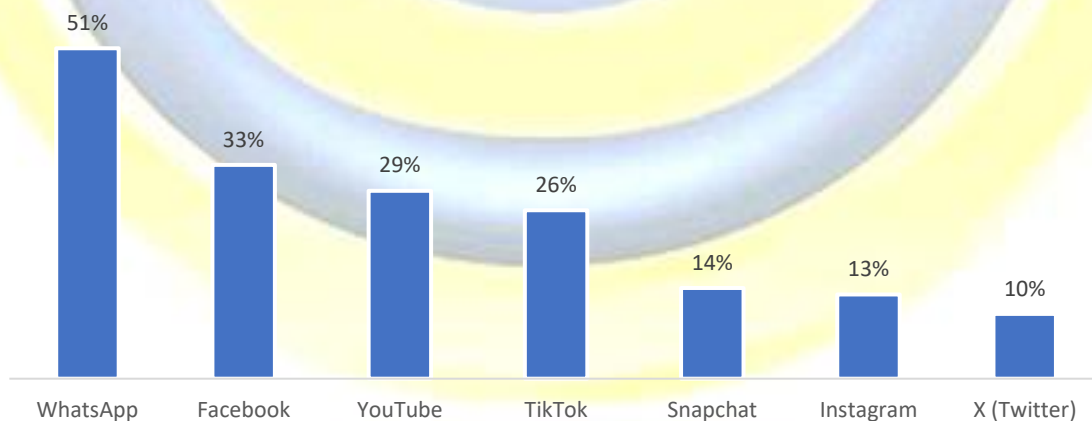
According to a survey conducted by Gallup & Gilani Pakistan, among Pakistanis who use social media, use of WhatsApp (51%), followed by Facebook (33%), is most popular when it comes to staying in touch with their friends and loved ones. Survey findings revealed WhatsApp to be the most popular app for both genders and both rural and urban localities, while Twitter (X) was the least popular across all segments.

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](#) and press release 2 of this series [here](#).

A nationally representative sample of adult men and women from across the country was asked the question, “Which social networking websites do you use to stay in touch with your friends and loved ones?” In response, 51% said ‘WhatsApp’, 33% said ‘Facebook’, 29% responded ‘YouTube’, 26% answered ‘TikTok’, 14% said ‘Snapchat’, 13% said ‘Instagram’, and 10% said ‘X (Twitter)’.

Question: Which social networking websites do you use to stay in touch with your friends and loved ones?*

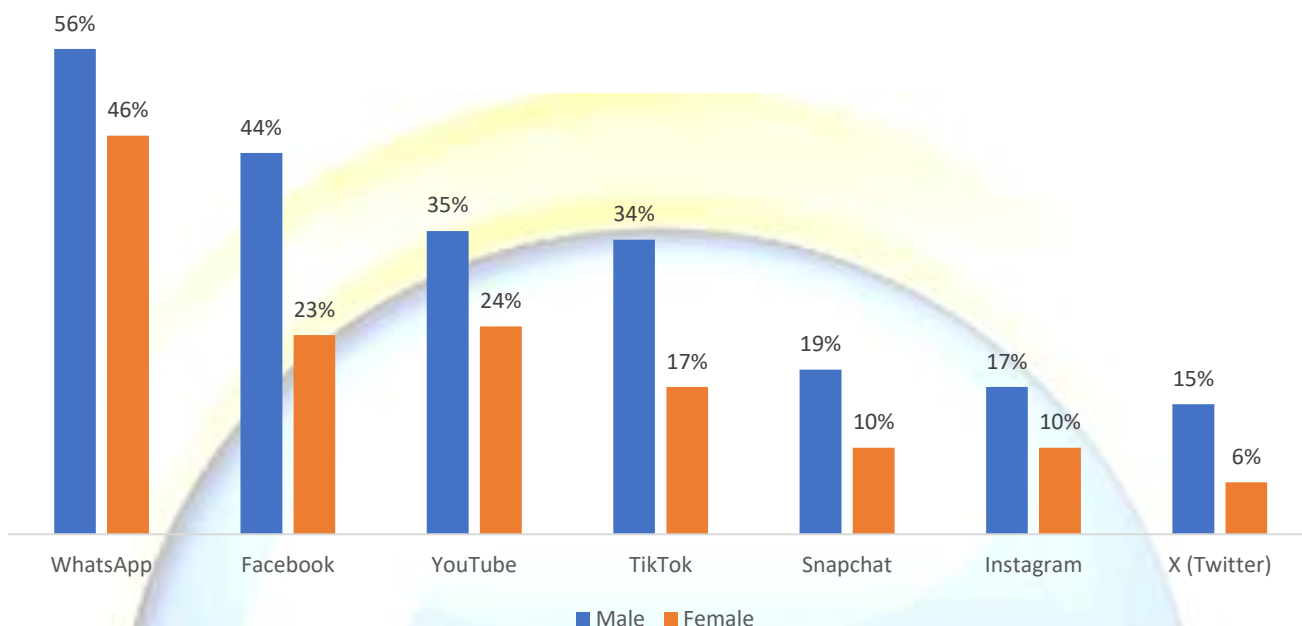
**Multiple responses were allowed*



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

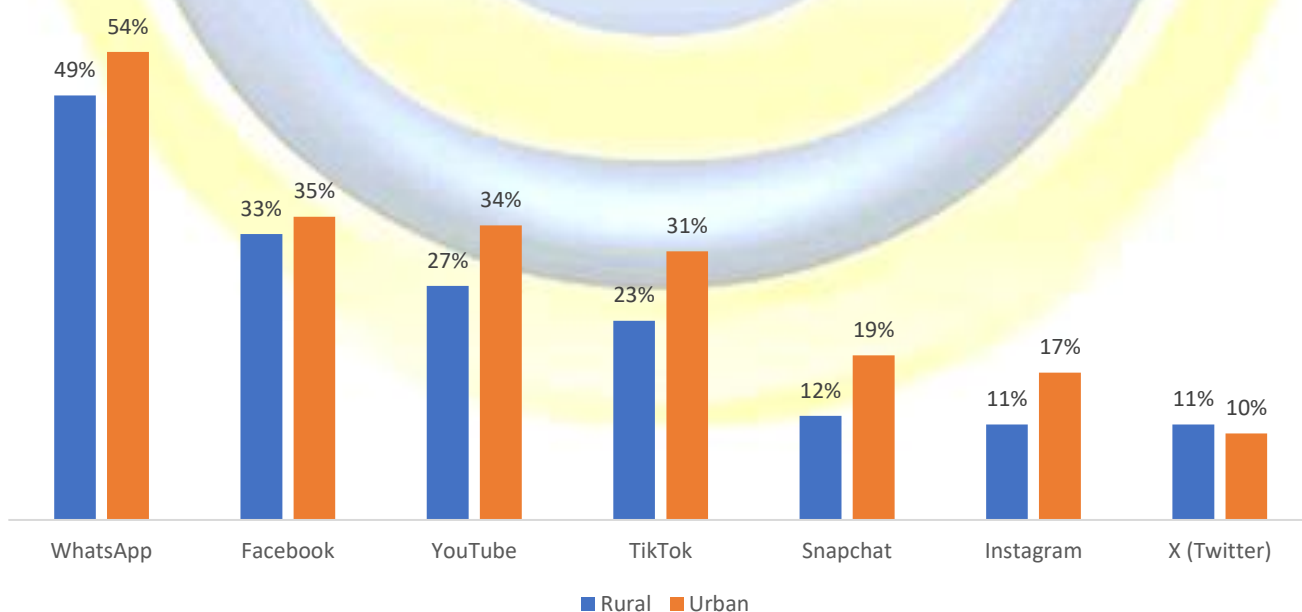
The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 769 men and women in urban and rural areas of all four provinces of the country, conducted from 28th June - 10th July 2024. 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: In terms of preference for using a certain social networking application, we see the same trend across both Pakistani men and women, with WhatsApp being the most preferred (56% men, 46% women), and X (Twitter) being the least preferred (15% men, 6% women).



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

Across rurality: Urban residents were more likely to use all the sites they were questioned about, as compared to rural residents. WhatsApp was the most preferred in both groups (54% urban residents, 49% urban residents), and X (Twitter) was the least preferred (10% urban residents, 11% rural residents).



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
International



GILANI RESEARCH
FOUNDATION

Friday, 9th August, 2024

(3 Pages, English version Only)

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*

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
2024



of Gallup Pakistan
(1980-2024)