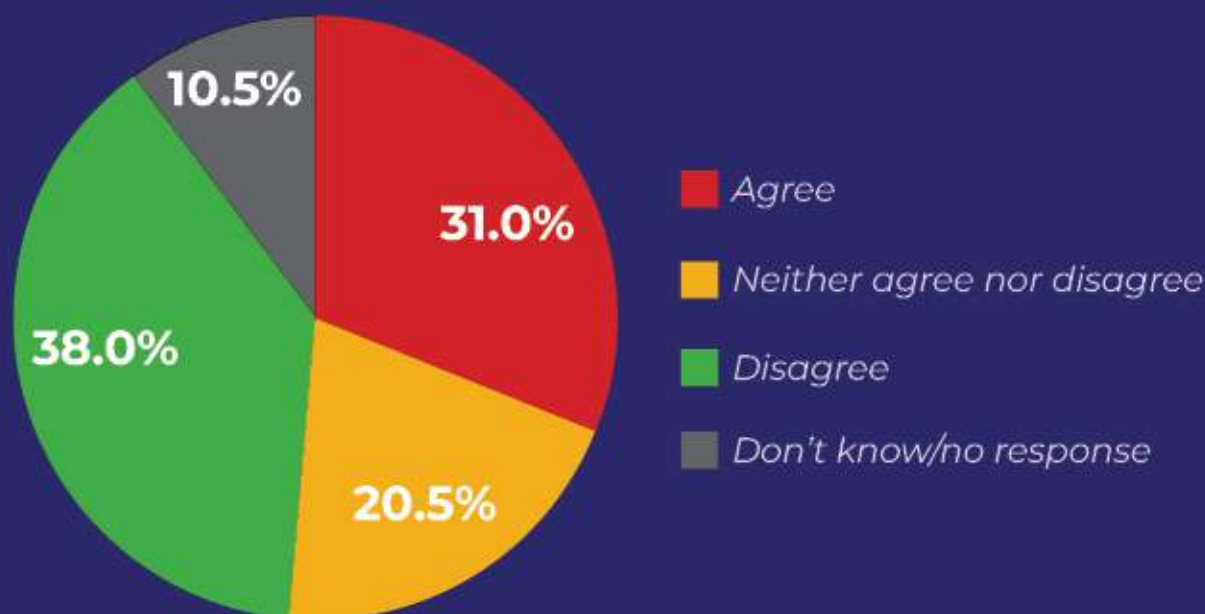


31% of Pakistanis feel that social media overwhelms their lives, much lower than the global average rate (49.7%)



Question: Please indicate how much you agree or disagree with the following statement: "Social media networks overwhelm our lives". *





PRESS RELEASE

Opinion Poll

Information Technology

Social Media

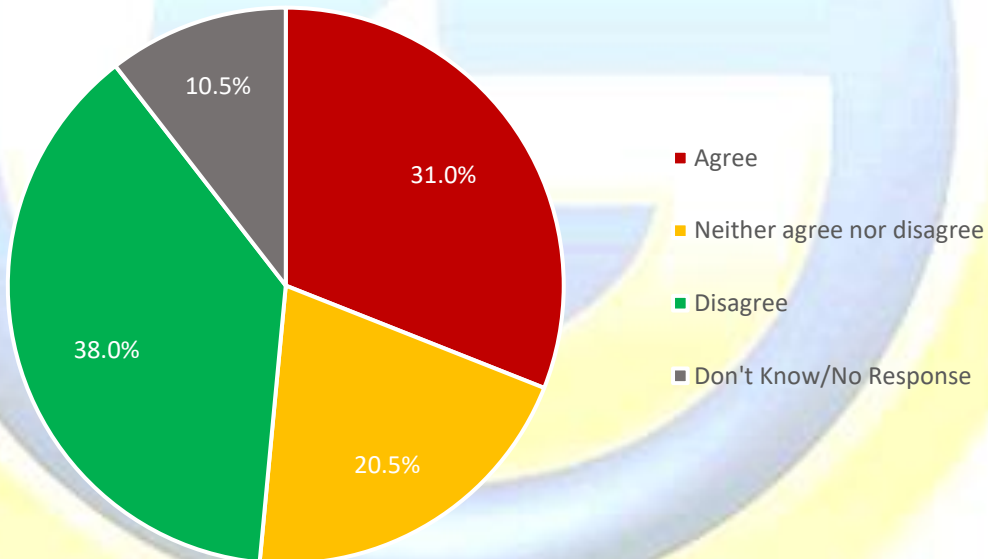
31% of Pakistanis feel that social media overwhelms their lives, much lower than the global average rate (49.7%): Gallup Pakistan & WIN World Survey 2024

(Islamabad) 2nd October, 2024

According to a survey conducted by Gallup & Gilani Pakistan, 31% of Pakistanis feel that social media overwhelms their lives, much lower than the global average rate (49.7%).

A nationally representative sample of adult men and women from across the country was asked the question, “Please indicate how much you agree or disagree with the following statement: “Social media networks overwhelm our lives”.” In response, 31% agreed, 20.5% neither agreed nor disagreed, 38% disagreed, and 10.5% either said that they did not know or had no response.

**Question: Please indicate how much you agree or disagree with the following statement:
“Social media networks overwhelm our lives”. ***

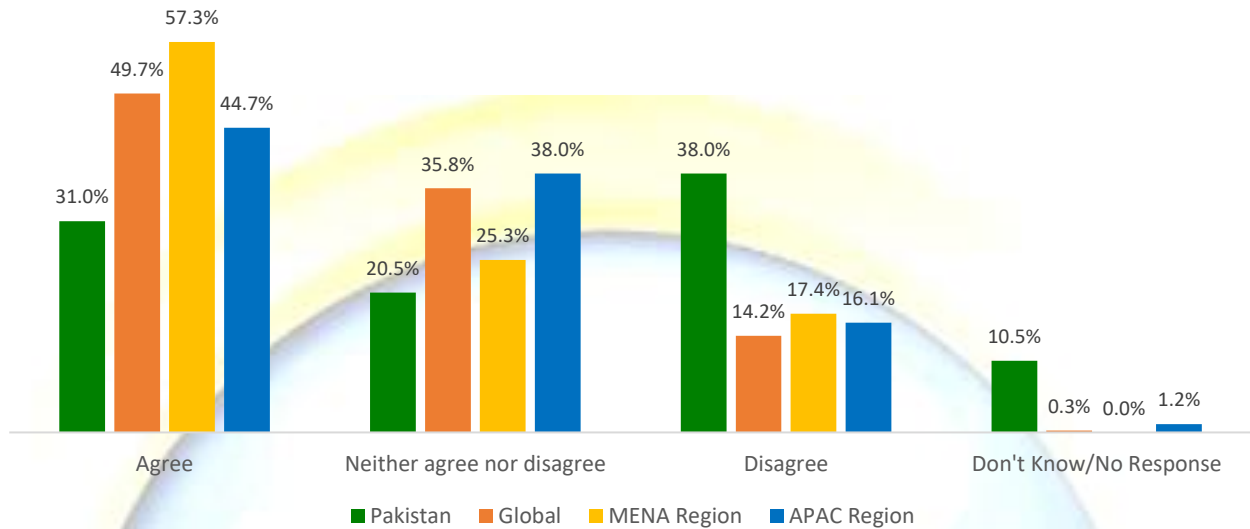


Source: Gallup Pakistan & WIN World Survey 2024
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

**The responses for this question were recorded on a 10-point scale, with 1 meaning 'Do not agree at all' and 10 meaning 'Completely agree'. For this press release, the option 'Agree' clubs the 8-10 point scale, 'Neither agree nor disagree' includes responses from 4-7 on the scale, and 'Disagree' contains responses from 1-3.*

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 1,000 men and women in urban and rural areas of all four provinces of the country, conducted from 3rd – 17th January 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).

Global comparison: The MENA region's proportion of citizens who feel that social media networks are overwhelming was the highest (57.3%), followed by the global average (49.7%), then the APAC region (44.7%), and lastly, Pakistanis reporting the lowest level of feeling this way (31%).



Source: Gallup Pakistan & WIN World Survey 2024
(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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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)