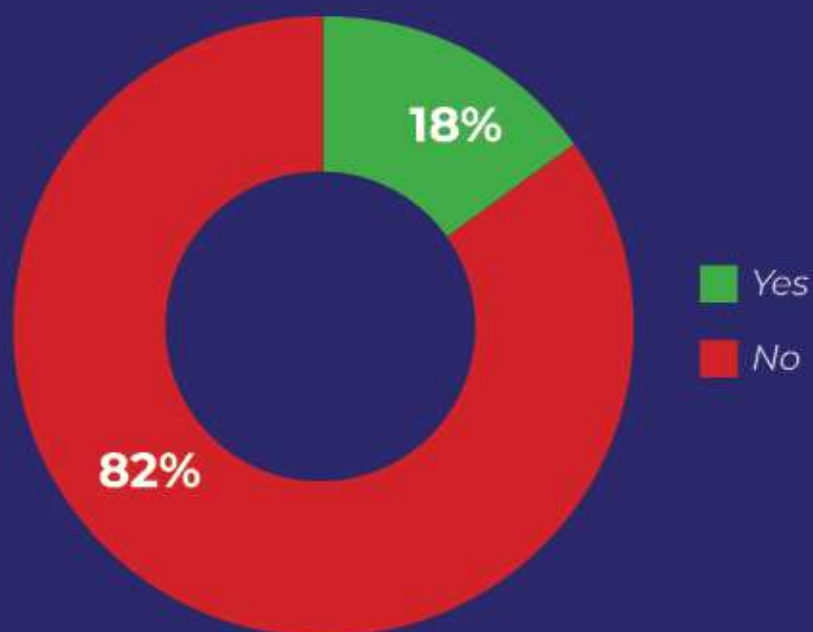


Close to 1 in 5 Pakistanis (18%) use TikTok daily to post and create videos

men (23%) and urban residents (20%) being more active on the platform



Question: Please tell if you engaged in any of the following yesterday. Even if it was for a short time? - Made a video/posted a video on TikTok





PRESS RELEASE
Opinion Poll
Information Technology
Social Media

Close to 1 in 5 Pakistanis (18%) use TikTok daily to post and create videos, with men (23%) and urban residents (20%) being more active on the platform: Gallup & Gilani Pakistan

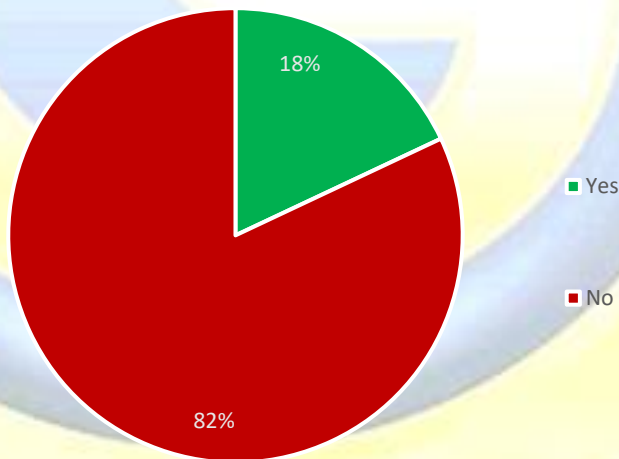
(Islamabad) 20th December, 2024

According to a survey conducted by Gallup & Gilani Pakistan, close to 1 in 5 Pakistanis (18%) use TikTok daily to post and create videos, with men (23%) and urban residents (20%) being more active on the platform.

A nationally representative sample of adult men and women from across the country was asked the question, “Please tell if you engaged in any of the following yesterday. Even if it was for a short time? - Made a video/posted a video on TikTok” In response, 18% said ‘Yes’, 82% said ‘No’.

Note: These are active TikTok users who either post or create videos. Tik Tok users who do neither but are consumers of videos are significantly more.

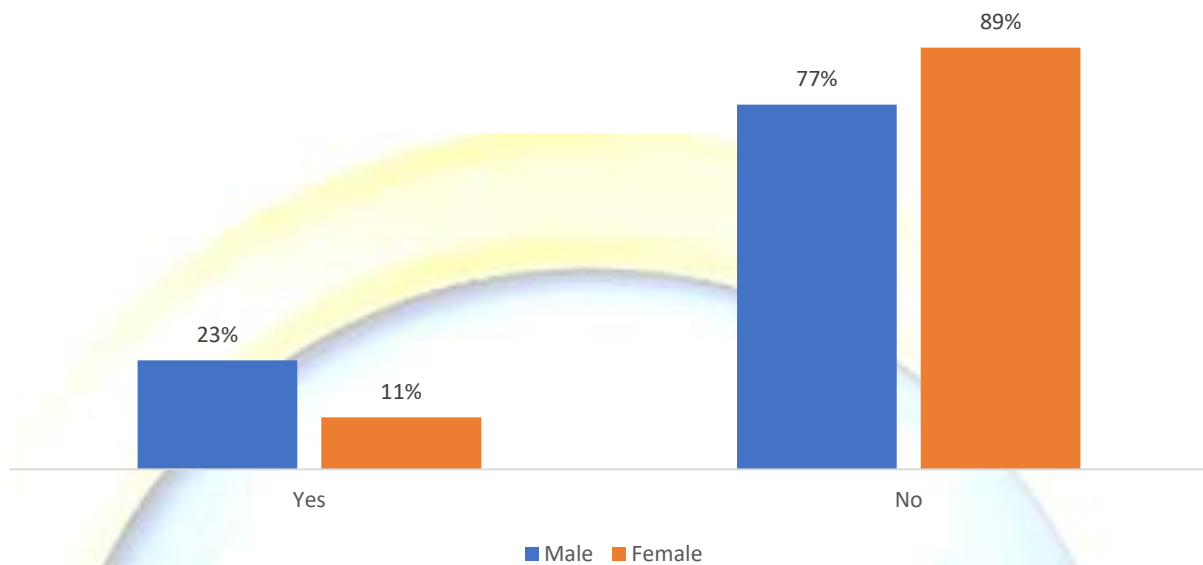
Question: Please tell if you engaged in any of the following yesterday. Even if it was for a short time? - Made a video/posted a video on TikTok



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

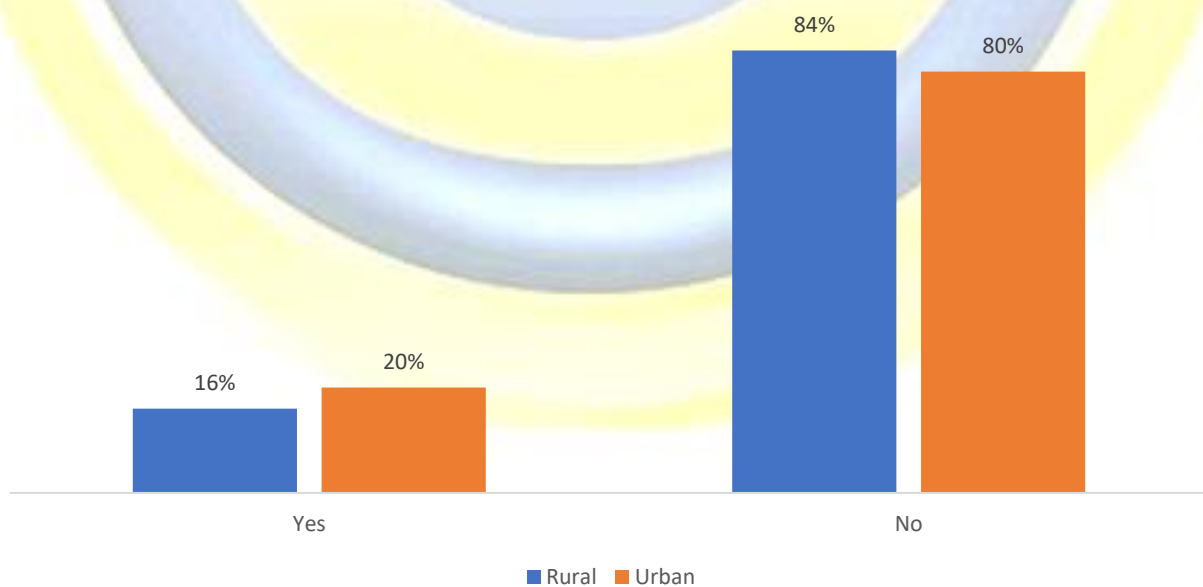
The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1024 men and women in urban and rural areas of all four provinces of the country, conducted from 23rd October – 17th November 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: 23% of male respondents are engaged in TikTok video creation, compared to 11% of female respondents.



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

Across rurality: 20% of urban residents made or posted a video on TikTok compared to 16% of 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, 20th December, 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*

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Daily Gilani Poll
2024



of Gallup Pakistan
(1980-2024)