



PRESS RELEASE

Opinion Poll

Information Technology

Social Media

Pakistanis largely absent from Twitter: Only 3% Pakistanis used the platform yesterday, with women (1%) and rural residents (2%) showing extremely low usage: Gallup & Gilani Pakistan

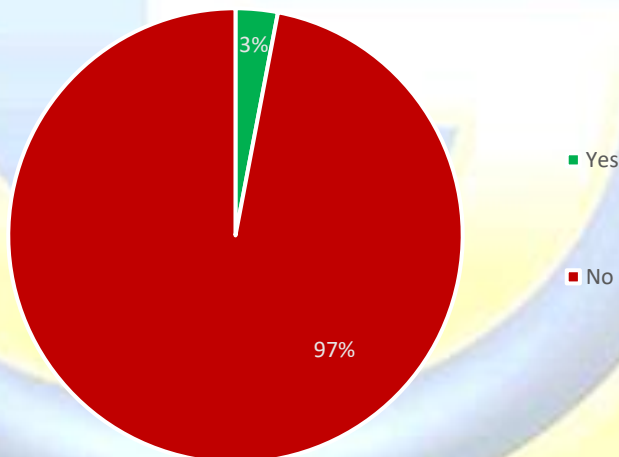
(Islamabad) 30th December, 2024

According to a survey conducted by Gallup & Gilani Pakistan, only 3% Pakistanis used twitter yesterday, with women (1%) and rural residents (2%) showing extremely low usage.

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? - Used Twitter/X” In response, 3% said ‘Yes’, 97% said ‘No’.

Context: Pakistani government has put a de facto ban on Twitter and platform can only be accessed through VPN. This might be a reason for many earlier users to have stopped using Twitter. 3% of adult users equal around 4 million users which is substantial in numerical terms.

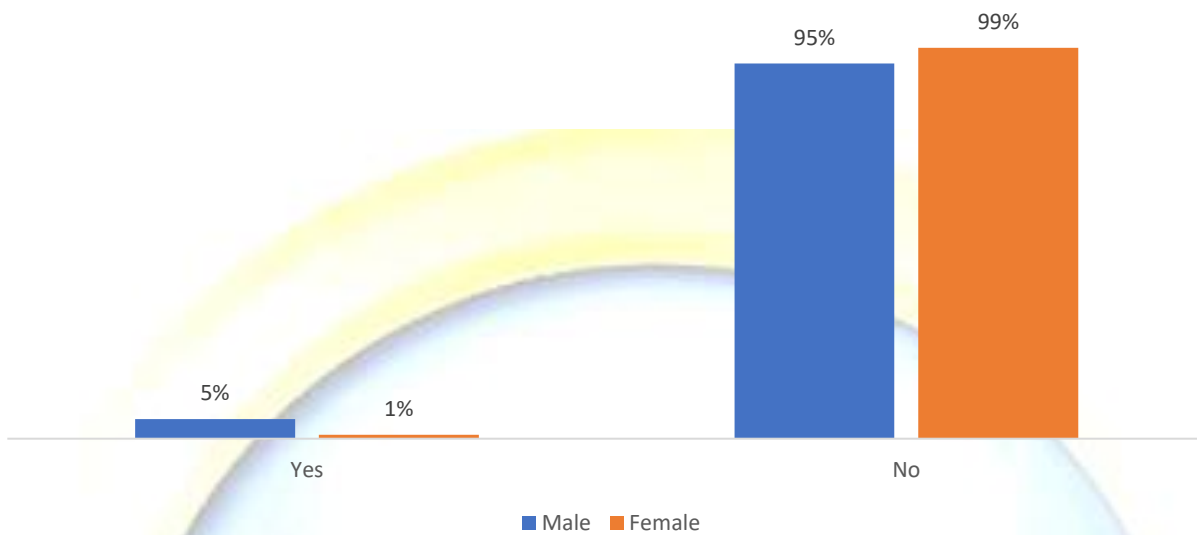
Question: Please tell if you engaged in any of the following yesterday. Even if it was for a short time? - Used Twitter/X



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

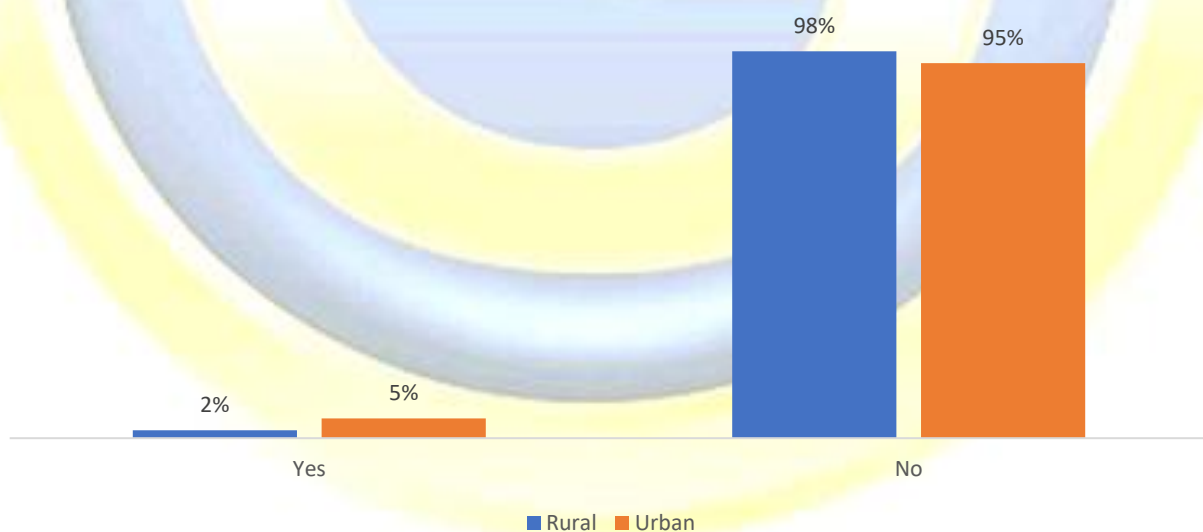
The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1024 men and women in urban and rural areas of all four provinces of the country, conducted from 23rd October – 17th November 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: Men's Twitter usage surpassed women's by 4%, with 5% of men using the platform yesterday compared to 1% of women.



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

Across rurality: Just 2% of rural residents used Twitter a day before, compared to 5% of urban 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
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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)