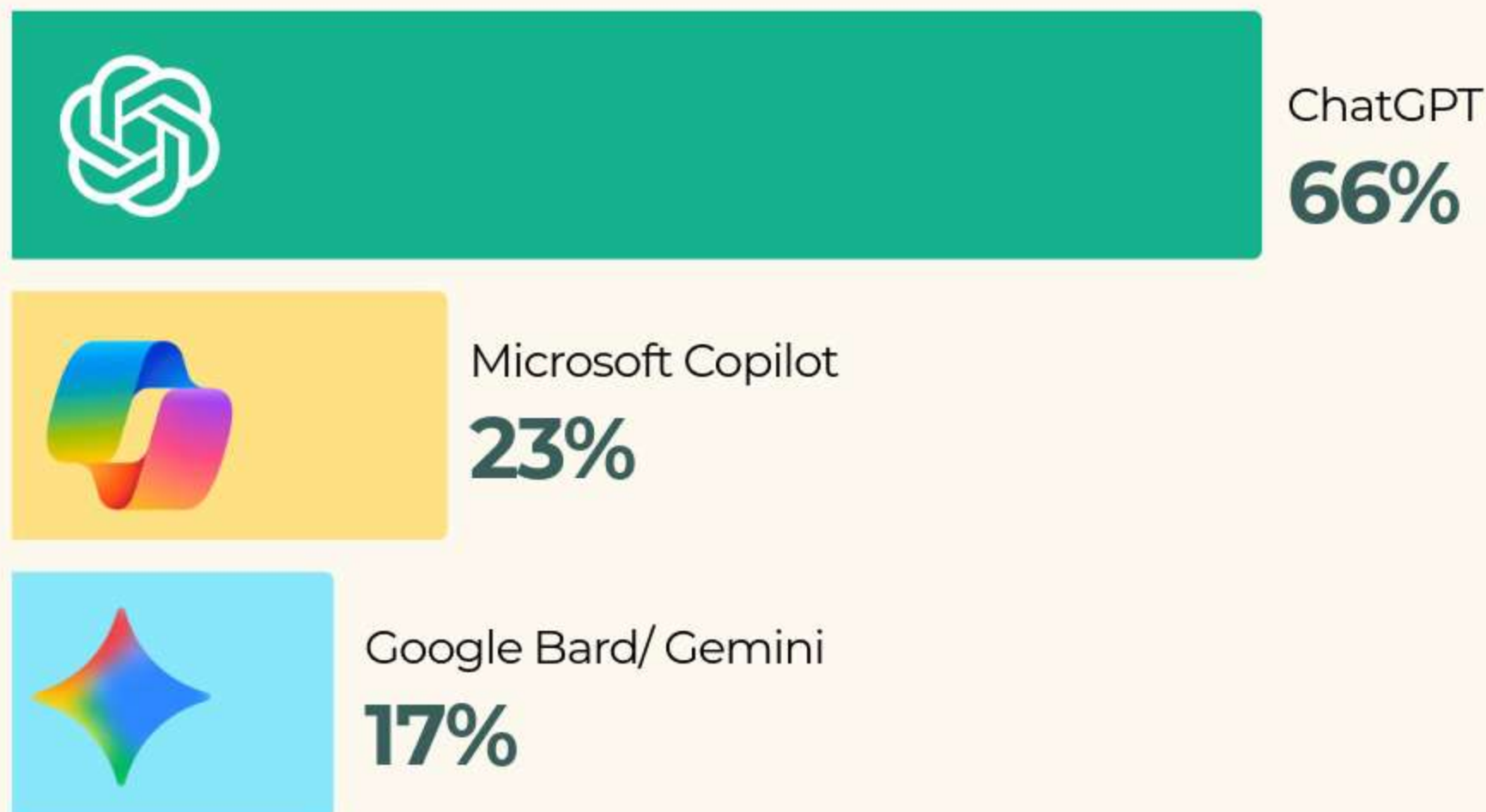


Artificial Intelligence / Digital Usage

Among Pakistanis Who Have Used AI Chatbots, ChatGPT Leads at **66%**, Followed by Microsoft Copilot (**23%**) and Google Bard/Gemini (**17%**)

Which AI chatbots have you used?



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



(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll **Technology** Artificial Intelligence / Digital Usage

Among Pakistanis Who Have Used AI Chatbots, ChatGPT Leads at 66%, Followed by Microsoft Copilot (23%) and Google Bard/Gemini (17%) (Gallup & Gilani Survey)

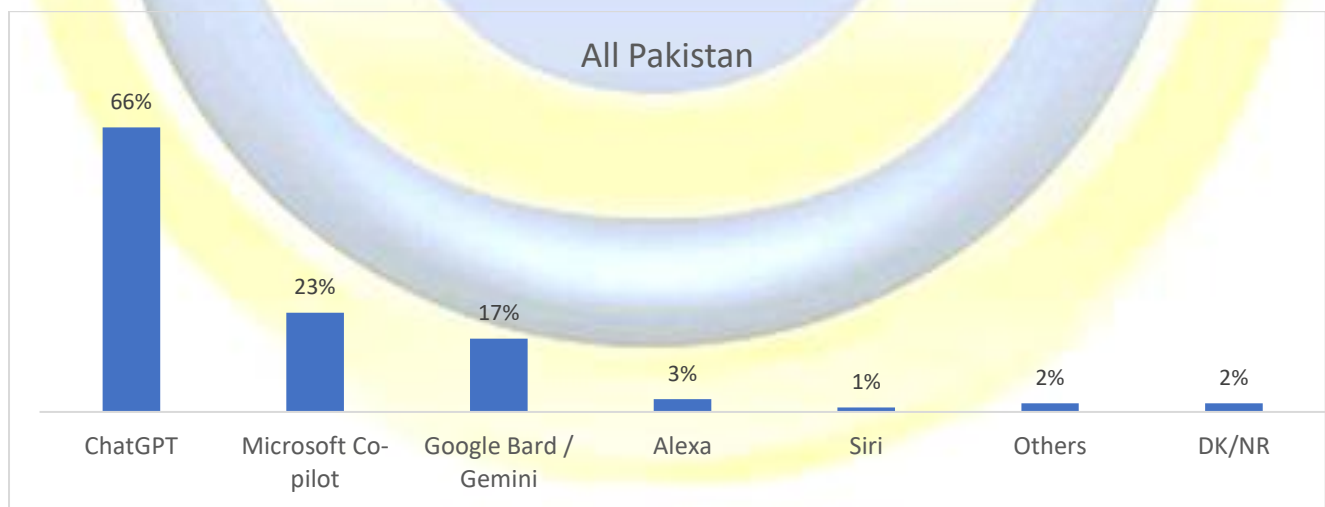
(Islamabad), 23rd April 2026

According to a survey conducted by Gallup & Gilani Pakistan, among Pakistanis who report having used AI chatbots, ChatGPT emerges as the most widely used platform, cited by 66% of respondents. It is followed by Microsoft Copilot (23%) and Google Bard/Gemini (17%), while only small proportions report using other tools.

A nationally representative sample of adult Pakistanis who have used AI Chatbots from across the country was further asked the question: **“Which AI chatbots have you used?”**. In response, 66% of respondents named “ChatGPT”, making it the most frequently cited AI chatbot by a wide margin. “Microsoft Copilot” was the second most mentioned platform at 23%, followed by “Google Bard/Gemini” at 17%. Only limited shares reported using “Alexa” (3%), “Siri” (1%), or others (2%), while 2% fell into the Don’t Know/No Response (DK/NR) category.

These findings indicate that AI chatbot usage among Pakistanis who have engaged with such tools is highly concentrated around a few major platforms, with ChatGPT occupying a clearly dominant position. While alternative tools such as Microsoft Copilot and Google Gemini have established some presence, their reach remains considerably lower in comparison.

“ Which AI chatbots have you used? ” (multiple responses 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 787 respondents across urban and rural areas of all four provinces of the country, conducted from 15 January 2026 to 03 February 2026. 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).



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International



GILANI RESEARCH
FOUNDATION

Thursday, 23 April 2026

(2 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.**

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Daily Gilani Poll
2026



of Gallup Pakistan
(1980-2026)