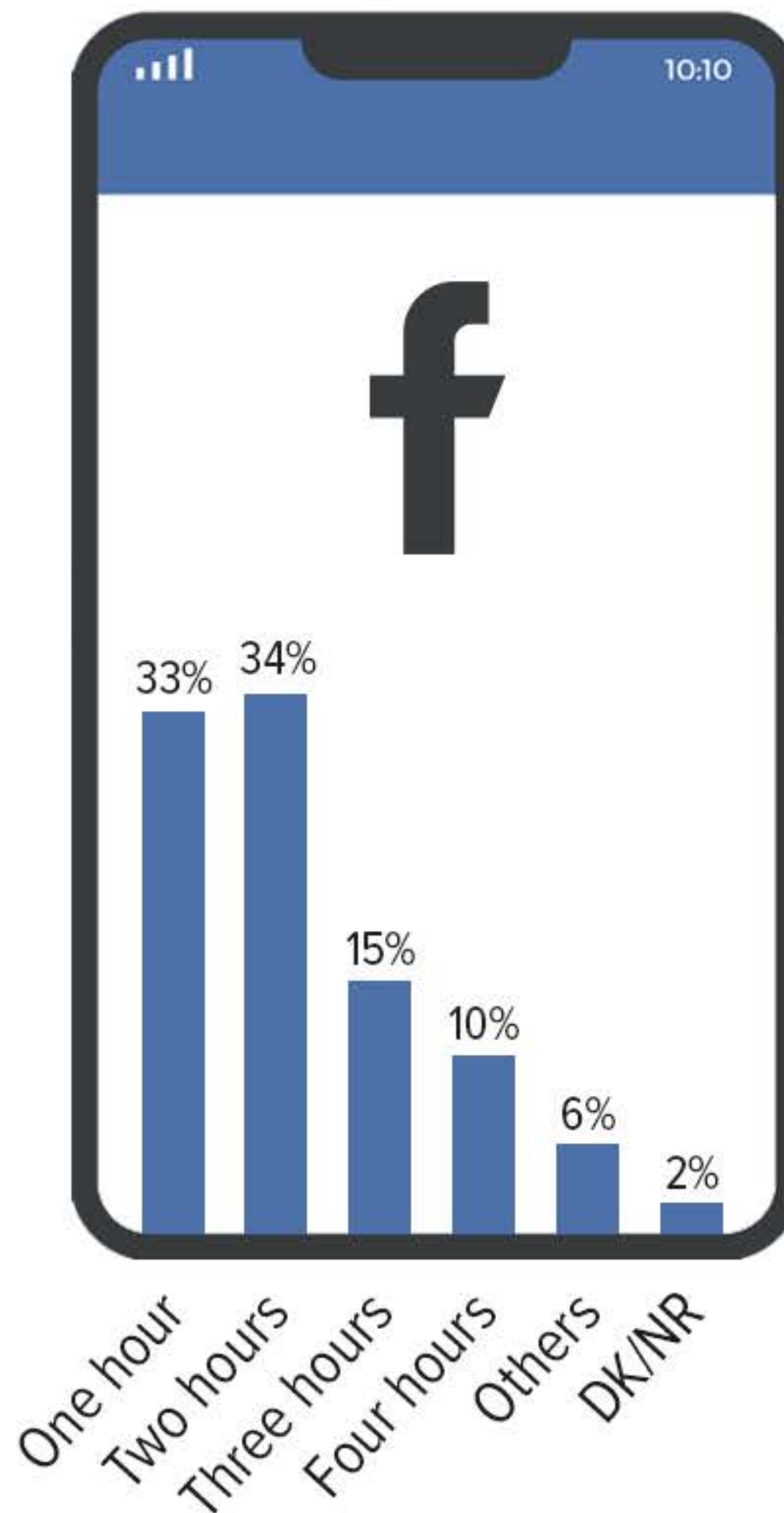


JULY 10, 2018

OVER TWO THIRD FACEBOOK USERS IN PAKISTAN (67%) SAY THEY SPEND 1-2 HOURS DAILY ON THE SOCIAL NETWORKING WEBSITE. 10% SAY 4 HOURS.

How many hours did you spend using Facebook yesterday?



SOURCE: GALLUP & GILANI SURVEYS - SAMPLE SIZE: 351

Nationally Representative Sample covering both rural and urban respondents across Pakistan's four provinces.

Opinion Poll
SOCIAL BEHAVIOUR
Leisure time

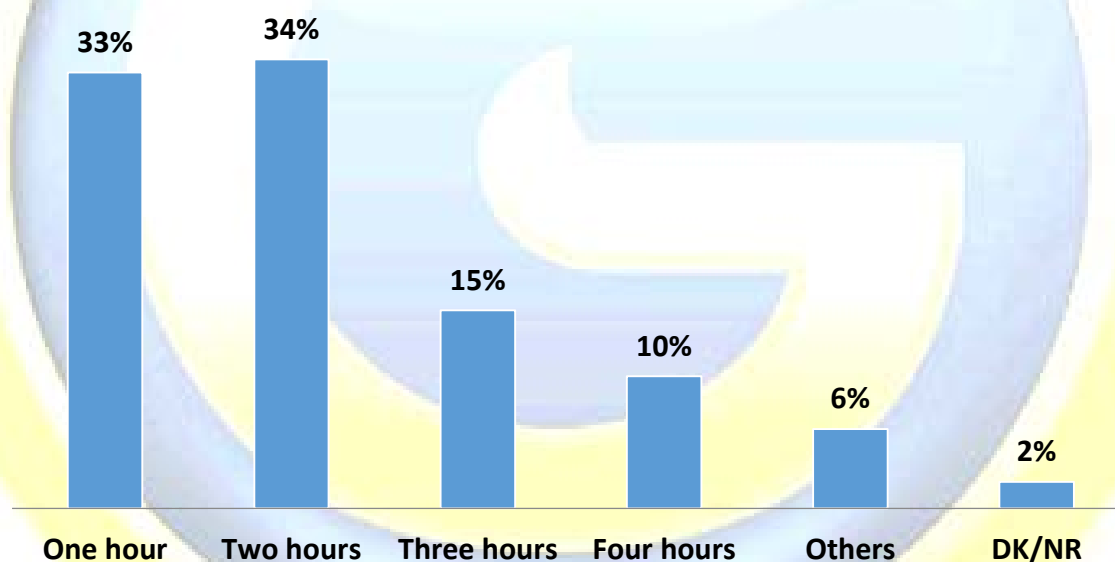
Over two third Facebook users in Pakistan (67%) say they spend 1-2 hours daily on the social networking website. 10% say 4 hours. (GALLUP & GILANI PAKISTAN POLL)

Islamabad, July 10, 2018

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, over two third Facebook users in Pakistan (67%) say they spend 1-2 hours daily on the social networking website. 10% say 4 hours.

A nationally representative sample of men and women from across the four provinces who answered in affirmative about using Facebook was further asked, “*How many hours did you spend using Facebook yesterday?*” In response to this question, 33% said one hour, 34% said two hours, 15% said three hours and 10% said four hours. 6% said others and 2% did not know or did not wish to respond.

Question: “*How many hours did you spend using Facebook yesterday?*”



Source: Gallup & Gilani Pakistan Poll

Field work conducted by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)

The study was released by Gilani Research Foundation and carried out by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 351 men and women in rural and urban areas of all four provinces of the country, June 04 – June 11, 2018. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.

Opinion Poll from Gallup Pakistan



The Pakistani Affiliate of Gallup International



Tuesday, July 10, 2018

(3 Pages, English version Only)

Gilani Research Foundation is a not for profit public service project to provide social science research to students, academia, policy makers 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 PhD 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,

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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

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Daily Gilani Poll
2018



of Gallup Pakistan
(1980-2018)