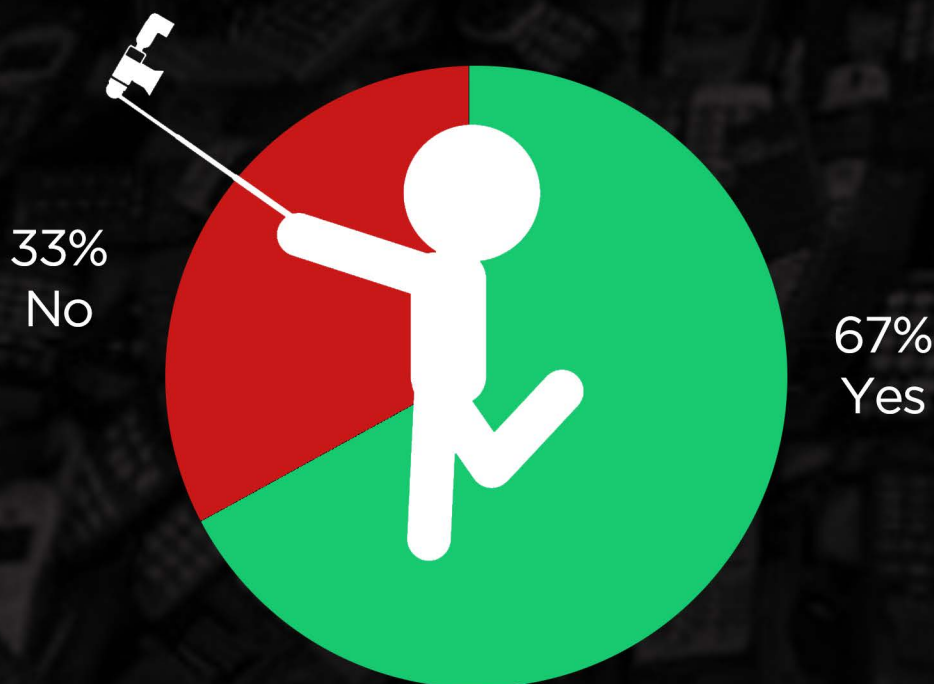


MAJORITY PAKISTANIS (67%) WHO OWN A MOBILE PHONE HAVE TAKEN A SELFIE FROM THEIR PHONE.



Have you ever taken a selfie (picture taken from a front camera) from your mobile phone?

SOCIAL | Social Behaviour

SOURCE: GALLUP AND GILANI SURVEYS SAMPLE SIZE: 742



Opinion Poll
Social
Social Behaviour

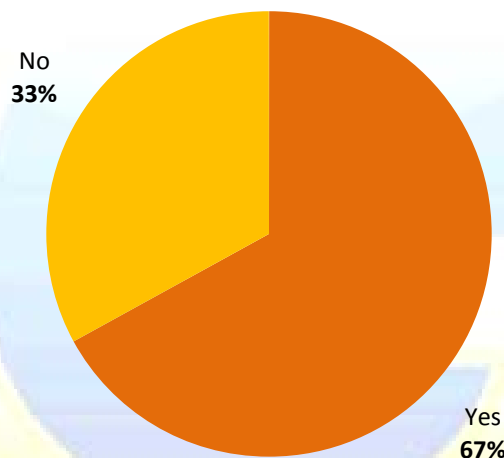
Majority Pakistanis (67 %) who own a mobile phone have taken a selfie from their phone. GILANI RESEARCH FOUNDATION (GRF POLL)

Islamabad, May 09, 2016

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 67% Pakistanis who own a mobile phone with camera say that they have taken a selfie from their phone.

A nationally representative sample of men and women from across the four provinces who possess a mobile phone with camera were asked, “Have you ever taken a selfie (picture taken from a front camera) from your mobile phone?” In response to this question 67% said yes while 33% said no.

Question: “Have you ever taken a selfie (picture taken from a front camera) from your mobile phone?”



Source: Gilani Research Foundation Poll (GRF Poll)
Field work conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)

Bilal I. Gilani, Executive Director at Gallup Pakistan adds “ICT gadgets are transforming traditional societies like Pakistan in more ways than one. It is common sight to see Pakistanis taking pictures with their mobile phones, expressing their self-identity and sharing it with others. This poll provides an empirical basis of this observation.”

The study was released by Gilani Research Foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 742 men and women in rural and urban areas of all four provinces of the country, during February 29 – March 07, 2016. 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



Monday May 09, 2016

(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*



Daily Gilani Poll
2016



of Gallup Pakistan
(1980-2016)