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GALLUP PAKISTAN POLL FINDINGS ON

Half a million urban households have a home computer. But every 7th household has at least one computer user.

Results released on: August 4, 2000



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Half a million urban households have a home computer but every 7th household has at least one computer user - August 11, 2000

According to a recent survey by Gallup Pakistan nearly 15% of households in urban Pakistan have at least one person who is using computers. Nearly half of them use computers at home or both at home and office while the remaining half use it mainly at office. Based on these findings marketing research analysts at Gallup have assessed that at least half a million households in urban Pakistan should be using home computers.

The survey was conducted among more than 2500 households selected statistically in the urban areas of all the four provinces of Pakistan. It is interesting to note that business motives and educational motives play an equally important role in acquiring computers for home use. When the respondents who had a computer at home were asked "*what was the top most reason for you to acquire a computer for home use?*" they were roughly equally split between those who listed personal business and financial gain on top and those who said their first motive was to gain educational benefit for themselves or their children.

The survey was conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International among a representative sample of more than 2500 men and women in the Urban areas of the country. The sample included a cross section of people belonging to various age, income, education and linguistic backgrounds. The text of this report can also be seen on the internet at: www.gallup.com.pk