



Opinion Poll
INFORMATION TECHNOLOGY
Computer / Internet

A significant majority (92 %) of Pakistanis who use the internet claim to also use social media websites. (GRF POLL)

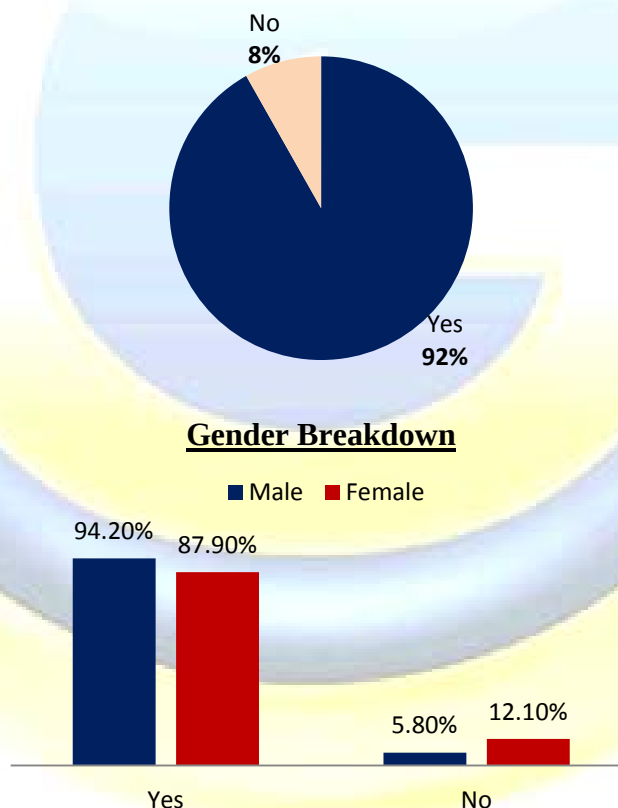
Islamabad, June 30, 2016

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, A significant majority (92%) of Pakistanis who use the internet use social media websites such as Facebook, Twitter, etc.

A nationally representative sample of men and women from across the four provinces, who use the internet were asked, “Do you use any social media websites like Facebook, Twitter, etc.?” In response to this question, 92% said that they use social media websites such as Facebook and Twitter, while only 8% said no.

According to the gender breakdown, more men use social media compared to women. 94.2% men said that they used social media, while 5.8% said that they did not. Likewise, 87.9% women said that they used social media, while 12.10% said that they did not.

Question: “Do you use any social media websites like Facebook, Twitter, etc.”



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)

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 862 men and women in rural and urban areas of all four provinces of the country, during January 20 – May 31, 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



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(2 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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Daily Gilani Poll
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of Gallup Pakistan
(1980-2016)