



PRIMARY RESEARCH ON MOBILE AND INTERNET MARKET IN PAKISTAN

FIELD WORK CONDUCTED BY Gallup Pakistan and Report Produced by Gilani Research Foundation

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.



August 28th, 2014

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Gallup Pakistan has conducted this poll according to the ESOMAR Code of Ethics and internationally recognized principles of scientific polling. The results in this Report do not represent views held by the authors or Gallup Pakistan. The results only represent public opinion, computed on the basis of views expressed by anonymous respondents selected through the procedure outlined in the Methodology section of this Report.

Gallup Pakistan has provided this data in the public interest and gratis. It cannot be held liable, contractually or otherwise, to the users of this data.



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TOPIC

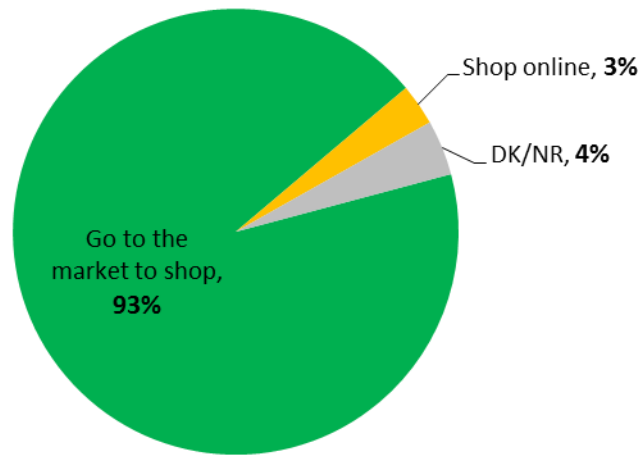
Perception and Preferences of Online Shopping

This topic has **7** items. Key Findings and Statistical Analysis for each of them are provided ahead in this section



Item 1.1: Key Finding

Question: **What is your preferred method of shopping?**



Sample Size: 2681

Source: Gallup and Gilani Surveys
the Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk)

Q10 آپ ذاتی طور پر کس قسم کی خریداری کے طریقہ کار کو ترجیح دیتے ہیں؟

خود مارکیٹ جا کر خریداری کرنا 1 آن لائن خریداری کرنا 2



Item 1.1: Statistical Analysis

Question: What is your preferred method of shopping?

		Go to the market to shop	Shop online	DK/NR
		Row%	Row%	Row%
Gender		93%	3%	4%
	Male	95%	4%	1%
	Female	91%	2%	8%
Respondent Age		93%	3%	4%
Age	Young	93%	3%	4%
	Middle	93%	3%	4%
	Old	94%	2%	4%
Household Income		93%	3%	4%
HH income	Low	94%	1%	5%
	Medium	92%	4%	4%
	High	93%	6%	1%
	No Response	100%	0%	0%
Province		93%	3%	4%
Province	Punjab	93%	3%	4%
	Sindh	96%	3%	0%
	KPK	97%	3%	0%
	Baluchistan	69%	2%	29%
Location		93%	3%	4%
	Rural	93%	2%	5%
	Urban	93%	6%	1%

Notes:

Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age

Income codes: **Low:** Up to Rs. 7000 (In 2012 this represented the lowest quintile). **Medium:** Rs. 7,001 to 20,000 (In 2012 this represented the 2nd and 3rd Quintile). **High:** More than 20,000 (In 2012 this represented the 4th and 5th Quintiles)

Location: Urban is defined as location defined as town or city in the census, the total in Pakistan being 470 constituting 35% of the population; Rural is defined as a population living in villages as in the latest census, approximating ~45,000, consisting 65% of the population.

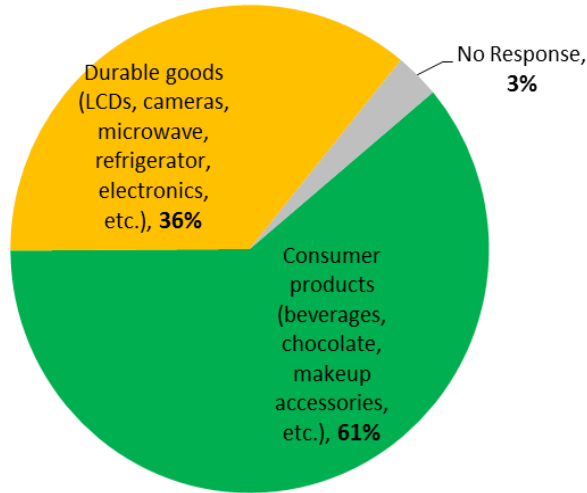
Methodology: Sample Size: 2681; Coverage: National/Rural and Urban/All four provinces; Mode: Face to face; Survey dates: March 04 – March 13, 2013. Estimated error margin: $\pm 3\text{-}5\%$ at 95% confidence level

Source: Gallup and Gilani Surveys, March 04 – March 13, 2013



Item 1.2: Key Finding

Question: (If you prefer online shopping) Which of the following items would you like to buy online?



Sample Size: 2681

Source: Gallup and Gilani Surveys
the Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk)

Q11. (اگر آنن لائن خریداری کو ترجیح دیتے ہیں تو) آپ کونسی اشیاء خریدنا پسند کریں گے؟

1

اشیاء صارفین (مشروبات، چاکلیٹ، میک اپ کی اشیاء وغیرہ)

2

پائیدار اشیاء (LCDs، کیمرے، مائیکروویو، ریفریجریٹر، الیکٹرونکس وغیرہ)



Item 1.2: Statistical Analysis

Question: (If you prefer online shopping) Which of the following items would you like to buy online?

		Consumer products (beverages, chocolate, makeup accessories, etc.)	Durable goods (LCDs, cameras, microwave, refrigerator, electronics, etc.)	No Response
		Row%	Row%	Row%
Gender		61%	36%	4%
	Male	58%	39%	4%
	Female	69%	28%	3%
Respondent Age		61%	36%	4%
Age	Young	67%	27%	6%
	Middle	56%	42%	2%
	Old	87%	13%	0%
Household Income		61%	36%	4%
HH income	Low	84%	12%	4%
	Medium	58%	41%	2%
	High	58%	36%	7%
	No Response	0%	0%	0%
Province		61%	36%	4%
Province	Punjab	65%	33%	2%
	Sindh	69%	22%	9%
	KPK	18%	78%	4%
	Baluchistan	71%	29%	0%
Location		61%	36%	4%
	Rural	49%	51%	0%
	Urban	68%	26%	6%

Notes:

Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age

Income codes: **Low:** Up to Rs. 7,000 (in 2012 this represented the lowest quintile). **Medium:** Rs. 7,001 to 20,000 (in 2012 this represented the 2nd and 3rd Quintile). **High:** More than 20,000 (in 2012 this represented the 4th and 5th Quintiles)

Location: Urban is defined as location defined as town or city in the census, the total in Pakistan being 470 constituting 35% of the population; Rural is defined as a population living in villages as in the latest census, approximating $\approx$ 45,000, consisting 65% of the population.

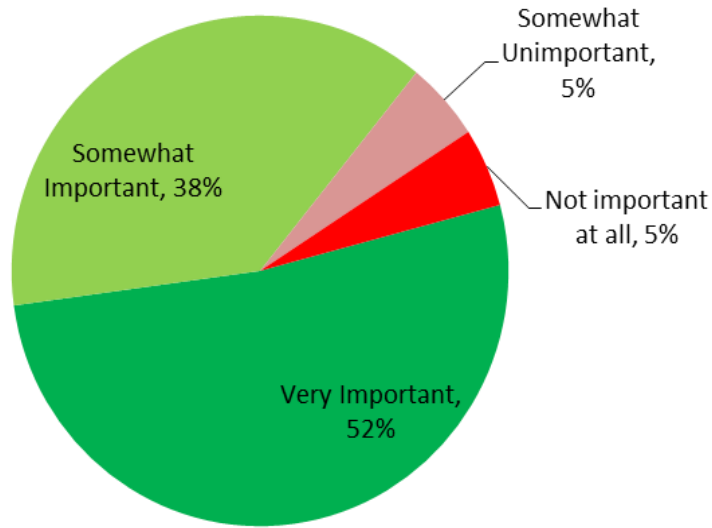
Methodology: Sample Size: 2681; Coverage: National/Rural and Urban/All four provinces; Mode: Face to face; Survey dates: March 04 – March 13, 2013. Estimated error margin: $\pm$ 3-5% at 95% confidence level

Source: Gallup and Gilani Surveys, March 04 – March 13, 2013



Item 1.3: Key Finding

Question: How important is it for you to physically go to the market to shop?



Sample Size: 2681

Source: Gallup and Gilani Surveys
the Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk)

Q12. آپ کے خیال میں خود مارکیٹ جا کر خریداری کرنا آپ کے لیے کس حد تک اہم ہے؟

بہت اہم [1] تھوڑا بہت اہم [2] تھوڑا بہت غیر اہم [3] بالکل اہم نہیں [4]



Item 1.3: Statistical Analysis

Question: How important is it for you to physically go to the market to shop?

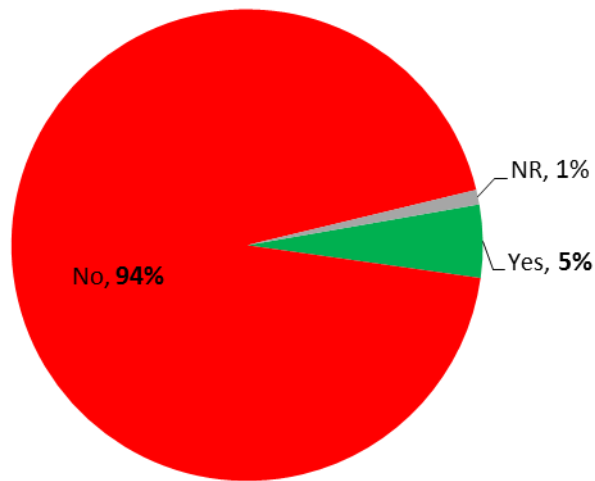
		Very Important	Somewhat Important	Somewhat Unimportant	Not important at all	No Response
		Row%	Row%	Row%	Row%	Row%
Gender		52%	38%	5%	5%	1%
	Male	55%	37%	4%	2%	1%
	Female	47%	39%	6%	7%	1%
Respondent Age		52%	38%	5%	5%	1%
Age	Young	48%	41%	5%	5%	1%
	Middle	53%	36%	5%	5%	1%
	Old	62%	32%	3%	2%	2%
Household Income		52%	38%	5%	5%	1%
HH income	Low	53%	39%	5%	3%	1%
	Medium	50%	37%	6%	6%	1%
	High	56%	35%	4%	3%	2%
	No Response	30%	67%	0%	3%	0%
Province		52%	38%	5%	5%	1%
Province	Punjab	48%	40%	6%	4%	1%
	Sindh	55%	41%	3%	0%	1%
	KPK	64%	31%	5%	0%	0%
	Baluchistan	43%	13%	2%	41%	0%
Location		52%	38%	5%	5%	1%
	Rural	50%	39%	5%	6%	1%
	Urban	56%	35%	5%	3%	2%

Notes:**Age:** Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age**Income codes:** **Low:** Up to Rs. 7000 (in 2012 this represented the lowest quintile). **Medium:** Rs. 7,001 to 20,000 (In 2012 this represented the 2nd and 3rd Quintile). **High:** More than 20,000 (In 2012 this represented the 4th and 5th Quintiles)**Location:** Urban is defined as location defined as town or city in the census, the total in Pakistan being 470 constituting 35% of the population; Rural is defined as a population living in villages as in the latest census, approximating 45,000, consisting 65% of the population.**Methodology:** Sample Size: 2681; Coverage: National/Rural and Urban/All four provinces; Mode: Face to face; Survey dates: March 04 – March 13, 2013. Estimated error margin: $\pm 3-5\%$ at 95% confidence level**Source:** Gallup and Gilani Surveys, March 04 – March 13, 2013



Item 1. **4: Key Finding**

Question: **Have you ever shopped online?**



Sample Size: 2681

Source: Gallup and Gilani Surveys
the Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk)

Q13 کیا آپ نے کبھی آن لائن خریداری کی؟

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Q14 پر چلے جائیں)

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Item 1.4: Statistical Analysis

Question: **Have you ever shopped online?**

		Yes	No	No Response
		Row%	Row%	Row%
Gender		5%	94%	1%
	Male	7%	92%	2%
	Female	2%	97%	1%
Respondent Age		5%	94%	1%
Age	Young	6%	93%	2%
	Middle	3%	95%	1%
	Old	7%	92%	1%
Household Income		5%	94%	1%
HH income	Low	1%	97%	2%
	Medium	6%	93%	1%
	High	7%	92%	1%
	No Response	0%	100%	0%
Province		5%	94%	1%
Province	Punjab	3%	96%	2%
	Sindh	4%	96%	0%
	KPK	14%	84%	2%
	Baluchistan	3%	97%	0%
Location		5%	94%	1%
	Rural	3%	95%	2%
	Urban	7%	91%	1%

Notes:

Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age

Income codes: **Low:** Up to Rs. 7000 (in 2012 this represented the lowest quintile). **Medium:** Rs. 7,001 to 20,000 (In 2012 this represented the 2nd and 3rd Quintile). **High:** More than 20,000 (In 2012 this represented the 4th and 5th Quintiles)

Location: Urban is defined as location defined as town or city in the census, the total in Pakistan being 470 constituting 35% of the population; Rural is defined as a population living in villages as in the latest census, approximating ~45,000, constituting 65% of the population.

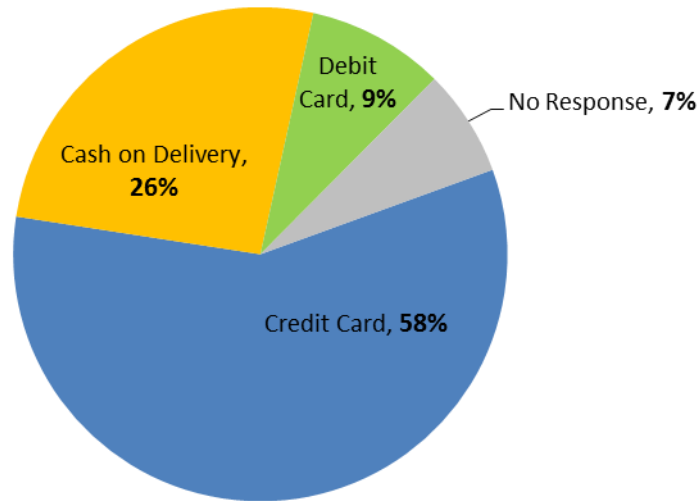
Methodology: Sample Size: 2681; Coverage: National/Rural and Urban/All four provinces; Mode: Face to face; Survey dates: March 04 – March 13, 2013. Estimated error margin: $\pm 3\text{-}5\%$ at 95% confidence level

Source: Gallup and Gilani Surveys, March 04 – March 13, 2013



Item 1.5: Key Finding

Question: (If yes) What is your preferred method of payment while shopping online?



Sample Size: 2681

Source: Gallup and Gilani Surveys
the Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk)

اگر ہاں تو، آپ آن لائن خریداری کی ادائیگی کے کس طریقہ کار کو ترجیح دیتے ہیں؟

کریڈٹ کارڈ کے ذریعے [1] نقد رقم دے کر [2] بل ادا کر کے [3]



Item 1.5: Statistical Analysis

Question: (If yes) What is your preferred method of payment while shopping online?

		Credit card	Cash on delivery	Debit card	No Response
		Row%	Row%	Row%	Row%
Gender		58%	26%	9%	7%
	Male	62%	25%	9%	4%
	Female	40%	31%	11%	18%
Respondent Age		58%	26%	9%	7%
Age	Young	55%	28%	10%	7%
	Middle	57%	26%	9%	8%
	Old	76%	20%	4%	0%
Household Income		58%	26%	9%	7%
HH income	Low	59%	28%	5%	8%
	Medium	64%	24%	7%	5%
	High	44%	30%	14%	11%
	No Response	0%	0%	0%	0%
Province		58%	26%	9%	7%
Province	Punjab	25%	59%	7%	9%
	Sindh	42%	22%	23%	13%
	KPK	95%	1%	3%	1%
	Baluchistan	13%	29%	25%	33%
Location		58%	26%	9%	7%
	Rural	90%	10%	0%	0%
	Urban	31%	39%	16%	13%

Notes:

Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age

Income codes: **Low:** Up to Rs. 7000 (in 2012 this represented the lowest quintile). **Medium:** Rs. 7,001 to 20,000 (In 2012 this represented the 2nd and 3rd Quintile). **High:** More than 20,000 (In 2012 this represented the 4th and 5th Quintiles)

Location: Urban is defined as location defined as town or city in the census, the total in Pakistan being 470 constituting 35% of the population; Rural is defined as a population living in villages as in the latest census, approximating ~45,000, consisting 65% of the population.

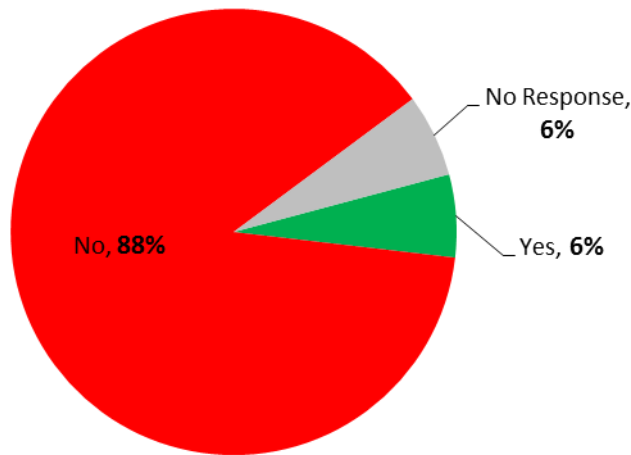
Methodology: Sample Size: 2681; Coverage: National/Rural and Urban/All four provinces; Mode: Face to face; Survey dates: March 04 – March 13, 2013. Estimated error margin: ± 3 -5% at 95% confidence level

Source: Gallup and Gilani Surveys, March 04 – March 13, 2013



Item 1.6: Key Finding

Question: (Ask all) On the internet today is a new style of making purchases and sales of commodities, such as www.ebay.com or www.olx.com, where people post ads and then track purchases and sales of these items and transactions. Have you ever used such websites or will you use such a website in the future?



Sample Size: 2681

Source: Gallup and Gilani Surveys
the Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk)

(سب سے پوچھیں)

Q15. آجکل انٹرنیٹ پر نئے انداز سے اشیاء کی خرید و فروخت کی جاتی ہے جیسا کہ www.ebay.com یا www.olx.com، جہاں لوگ اشتہارات پوسٹ کرتے ہیں اور پھر ان اشیاء کی خرید و فروخت اور لین دین ہوتی ہے۔ کیا آپ نے کبھی اس طرح کی ویب سائٹ استعمال کی ہے یا مستقبل میں اس طرح کی ویب سائٹ استعمال کریں گے؟

2

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Item 1.6: Statistical Analysis

Question: (Ask all) On the internet today is a new style of making purchases and sales of commodities, such as www.ebay.com or www.olx.com, where people post ads and then track purchases and sales of these items and transactions. Have you ever used such websites or will you use such a website in the future?

		Yes	No	No Response
		Row%	Row%	Row%
Gender		6%	88%	6%
	Male	8%	83%	9%
	Female	4%	93%	2%
Respondent Age		6%	88%	6%
Age	Young	7%	85%	8%
	Middle	5%	90%	5%
	Old	10%	84%	5%
Household Income		6%	88%	6%
HH income	Low	5%	91%	4%
	Medium	7%	86%	7%
	High	8%	85%	6%
	No Response	0%	96%	4%
Province		6%	88%	6%
Province	Punjab	7%	88%	5%
	Sindh	7%	88%	5%
	KPK	5%	82%	12%
	Baluchistan	3%	94%	3%
Location		6%	88%	6%
	Rural	4%	91%	5%
	Urban	11%	80%	9%

Notes:

Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age

Income codes: **Low:** Up to Rs. 7,000 (in 2012 this represented the lowest quintile). **Medium:** Rs. 7,001 to 20,000 (In 2012 this represented the 2nd and 3rd Quintile). **High:** More than 20,000 (In 2012 this represented the 4th and 5th Quintiles)

Location: Urban is defined as location defined as town or city in the census, the total in Pakistan being 470 constituting 35% of the population; Rural is defined as a population living in villages as in the latest census, approximating 45,000, consisting 65% of the population.

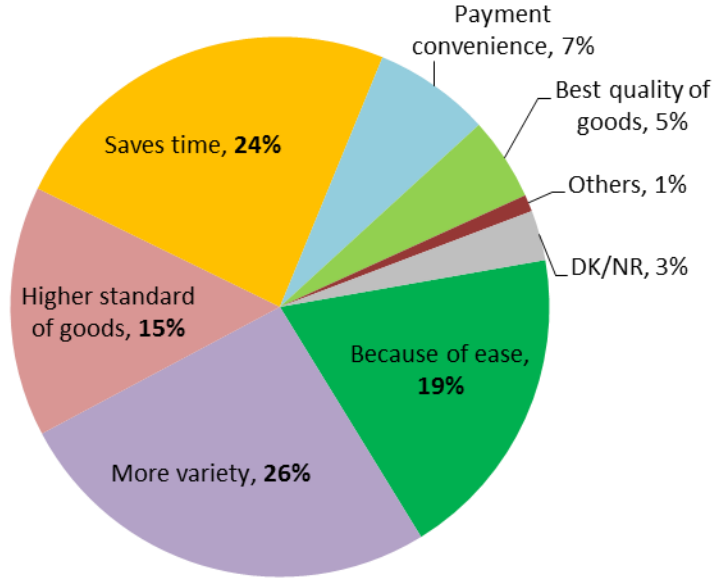
Methodology: Sample Size: 2681; Coverage: National/Rural and Urban/All four provinces; Mode: Face to face; Survey dates: March 04 – March 13, 2013. Estimated error margin: ± 3 -5% at 95% confidence level

Source: Gallup and Gilani Surveys, March 04 – March 13, 2013



Item 1.6a: Key Finding

Question: (If yes) what is your reason for shopping online?



Sample Size: 2681

Source: Gallup and Gilani Surveys
the Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk)

Q17a. (اگر ہاں تو) آن لائن خریداری کرنے کی وجہ کیا ہے؟

- | | | | | | |
|---|---------------------------|---|------------------|---|------------|
| 3 | معیاری اشیاء | 2 | زیادہ وراثتی | 1 | با سہولت |
| 5 | سب سے اچھی اشیاء ملتی ہیں | 4 | ادائیگی با سہولت | 4 | وقت کی بچت |
- دیگر (تحریر کریں): _____



Item 1.6a: Statistical Analysis

Question: (If yes) what is your reason for shopping online?

		Because of ease	More variety	Higher standard of goods	Saves time	Payment convenience	Best quality of goods	Others	DK/NR
		Row%	Row%	Row%	Row%	Row%	Row%	Row%	Row%
Gender		19%	26%	15%	24%	7%	5%	1%	4%
	Male	20%	22%	18%	23%	9%	2%	1%	5%
	Female	17%	35%	6%	25%	4%	12%	0%	1%
Respondent Age		19%	26%	15%	24%	7%	5%	1%	4%
Age	Young	25%	21%	14%	26%	4%	8%	0%	2%
	Middle	15%	30%	9%	25%	10%	4%	1%	7%
	Old	11%	30%	45%	6%	8%	0%	0%	0%
Household Income		19%	26%	15%	24%	7%	5%	1%	4%
HH income	Low	25%	23%	0%	37%	0%	1%	0%	13%
	Medium	14%	23%	23%	20%	10%	8%	1%	1%
	High	22%	37%	11%	18%	8%	4%	0%	0%
	No Response	0%	0%	0%	0%	0%	0%	0%	0%
Province		19%	26%	15%	24%	7%	5%	1%	4%
Province	Punjab	15%	29%	13%	20%	8%	8%	0%	6%
	Sindh	32%	25%	10%	26%	4%	2%	2%	0%
	KPK	4%	15%	34%	38%	10%	0%	0%	0%
	Baluchistan	46%	12%	8%	23%	8%	0%	4%	0%
Location		19%	26%	15%	24%	7%	5%	1%	4%
	Rural	18%	8%	17%	34%	8%	8%	0%	8%
	Urban	20%	39%	13%	16%	7%	4%	1%	1%

Notes:

Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age

Income codes: **Low:** Up to Rs. 7000 (in 2012 this represented the lowest quintile). **Medium:** Rs. 7,001 to 20,000 (In 2012 this represented the 2nd and 3rd Quintile). **High:** More than 20,000 (In 2012 this represented the 4th and 5th Quintiles)

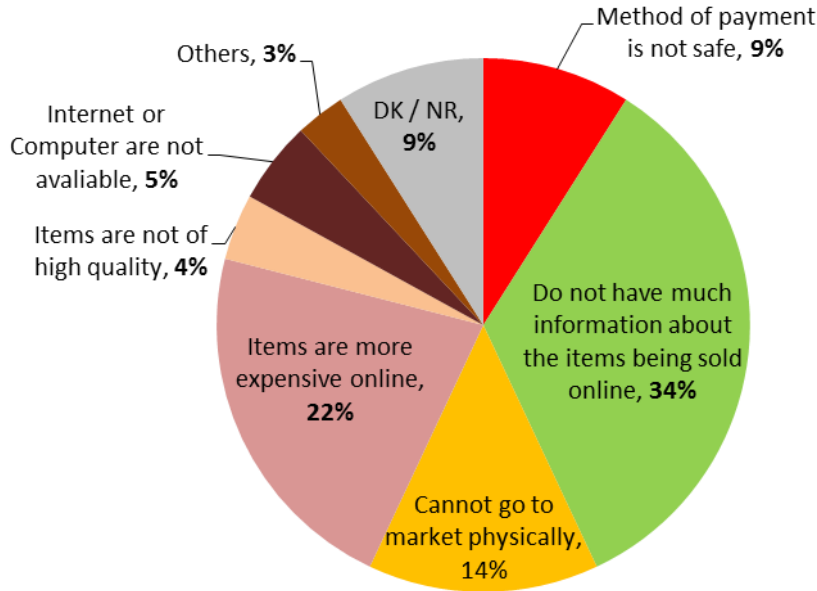
Location: Urban is defined as location defined as town or city in the census, the total in Pakistan being 470 constituting 35% of the population; Rural is defined as a population living in villages as in the latest census, approximating ~45,000, consisting 65% of the population.

Source: Gallup and Gilani Surveys, March 04 – March 13, 2013



Item 1.6b: Key Finding

Question: (If No) what is your reason for not shopping online?



Sample Size: 2681

Source: Gallup and Gilani Surveys
the Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk)

Q17b (اگر نہیں تو) آن لائن خریداری نہ کرنے کی وجہ کیا ہے؟

2

اشیاء کے بارے میں زیادہ معلومات نہیں ہوتی

4

مہنگی اشیاء ہوتی ہیں

1

ادائیگی کا طریقہ کار محفوظ نہیں ہے

3

ذاتی طور پر مارکیٹ نہیں جاسکتے

5

اشیاء کا معیار خراب ہوتا ہے

دیگر (تحریر کریں):



Item 1.6b: Statistical Analysis

Question: (If No) what is your reason for not shopping online?

		Method of payment is not safe	Do not have much information about the items being sold online	Cannot go to market physically	Items are more expensive online	Items are not of high quality	Internet or Computer are not available	Others	Don't Know	No Response
		Row%	Row%	Row%	Row%	Row%	Row%	Row%	Row%	Row%
Gender		9%	34%	14%	22%	4%	5%	3%	7%	3%
	Male	8%	31%	12%	26%	5%	5%	3%	7%	3%
	Female	10%	37%	15%	17%	3%	4%	2%	7%	3%
Respondent Age		9%	34%	14%	22%	4%	5%	3%	7%	3%
Age	Young	10%	34%	13%	18%	4%	6%	2%	9%	3%
	Middle	8%	34%	13%	23%	4%	4%	3%	6%	4%
	Old	4%	26%	21%	29%	4%	2%	2%	10%	2%
Household Income		9%	34%	14%	22%	4%	5%	3%	7%	3%
HH income	Low	12%	32%	20%	17%	4%	4%	2%	6%	2%
	Medium	7%	32%	10%	26%	5%	6%	4%	6%	4%
	High	7%	43%	9%	16%	4%	2%	1%	12%	5%
	No Response	1%	3%	41%	48%	0%	0%	2%	5%	0%
Province		9%	34%	14%	22%	4%	5%	3%	7%	3%
Province	Punjab	12%	34%	17%	17%	5%	2%	1%	8%	4%
	Sindh	3%	32%	7%	26%	2%	13%	9%	3%	3%
	KPK	9%	17%	17%	42%	3%	1%	0%	11%	0%
	Baluchistan	0%	78%	0%	6%	2%	1%	0%	10%	2%
Location		9%	34%	14%	22%	4%	5%	3%	7%	3%
	Rural	8%	35%	15%	23%	3%	4%	2%	6%	3%
	Urban	10%	31%	10%	19%	7%	6%	4%	8%	6%

Notes:

Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age

Income codes: **Low:** Up to Rs. 7,000 (in 2012 this represented the lowest quintile). **Medium:** Rs. 7,001 to 20,000 (In 2012 this represented the 2nd and 3rd Quintile). **High:** More than 20,000 (In 2012 this represented the 4th and 5th Quintiles)

Location: Urban is defined as location defined as town or city in the census, the total in Pakistan being 470 constituting 35% of the population; Rural is defined as a population living in villages as in the latest census, approximating ~45,000, consisting 65% of the population.

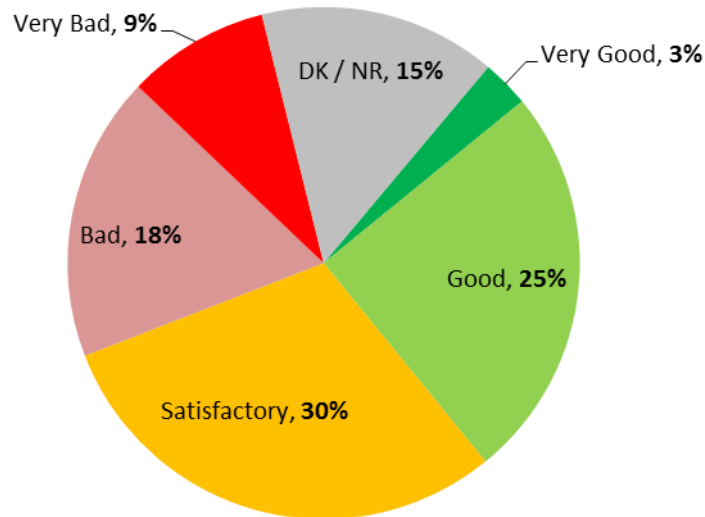
Methodology: Sample Size: 2681; Coverage: National/Rural and Urban/All four provinces; Mode: Face to face; Survey dates: March 04 – March 13, 2013. Estimated error margin: ±3-5% at 95% confidence level

Source: Gallup and Gilani Surveys, March 04 – March 13, 2013



Item 1.7: Key Finding

Question: **What is your opinion about these websites?**



Sample Size: 2681

Source: Gallup and Gilani Surveys
the Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk)

Q16. آپ کی ان ویب سائٹ کے بارے میں رائے کیسی ہے؟

- بہت اچھی [1] اچھی [2] مناسب [3] خراب [4]
بہت خراب [5]



Item 1.7: Statistical Analysis

Question: **What is your opinion about these websites?**

		Very Good	Good	Satisfactory	Bad	Very bad	Don't Know	No Response
		Row%	Row%	Row%	Row%	Row%	Row%	Row%
Gender		3%	25%	30%	18%	9%	10%	3%
	Male	3%	27%	32%	18%	10%	9%	2%
	Female	4%	23%	29%	18%	8%	13%	5%
Respondent Age		3%	25%	30%	18%	9%	10%	3%
Age	Young	3%	28%	32%	18%	7%	8%	4%
	Middle	4%	24%	29%	19%	10%	12%	3%
	Old	5%	23%	32%	9%	15%	11%	5%
Household Income		3%	25%	30%	18%	9%	10%	3%
HH income	Low	3%	30%	22%	23%	9%	9%	5%
	Medium	3%	24%	36%	15%	9%	10%	3%
	High	6%	22%	32%	13%	10%	14%	3%
	No Response	0%	4%	29%	60%	0%	6%	1%
Province		3%	25%	30%	18%	9%	10%	3%
Province	Punjab	3%	19%	30%	20%	6%	16%	5%
	Sindh	7%	32%	39%	12%	6%	3%	0%
	KPK	1%	46%	25%	14%	12%	1%	0%
	Baluchistan	0%	5%	8%	28%	44%	5%	10%
Location		3%	25%	30%	18%	9%	10%	3%
	Rural	2%	27%	27%	19%	12%	10%	4%
	Urban	6%	22%	38%	16%	4%	11%	3%

Notes:

Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age

Income codes: Low: Up to Rs. 7,000 (in 2012 this represented the lowest quintile). **Medium:** Rs. 7,001 to 20,000 (in 2012 this represented the 2nd and 3rd Quintile). **High:** More than 20,000 (in 2012 this represented the 4th and 5th Quintiles)

Location: Urban is defined as location defined as town or city in the census, the total in Pakistan being 470 constituting 35% of the population; Rural is defined as a population living in villages as in the latest census, approximating $\geq 45,000$, consisting 65% of the population.

Methodology: Sample Size: 2681; Coverage: National/Rural and Urban/All four provinces; Mode: Face to face; Survey dates: March 04 – March 13, 2013. Estimated error margin: $\pm 3\text{-}5\%$ at 95% confidence level

Source: Gallup and Gilani Surveys, March 04 – March 13, 2013



PART 3: METHODOLOGY SUMMARY METHODOLOGY

Sample size : 2681 Households
(18+ Males and Females)

Coverage : National Cross Section
All Pakistan Urban and Rural

Breakdown

Provincial Breakdown:

	Un-weighted	Weighted
Punjab	51%	58%
Sindh	33%	24%
KPK	8%	14%
Balochistan	8%	5%

Location Breakdown:

	Un-weighted	Weighted
Large Cities (over 2 million)	31%	33%
Medium Cities (over half million)	23%	
Towns (Population 5000 plus)	32%	
Villages	14%	67%

Sampling Method : Multi Stage Stratified Sampling

Error Margin : $\pm 3\text{-}5\%$ at 95% confidence level

Interview Mode : Face to Face In home

Field Dates : March 04 - March 13, 2013

Gallup Pakistan adheres to ESOMAR/WAPOR Code of Ethics of Opinion and Marketing Research (for more details please see detailed methodology)

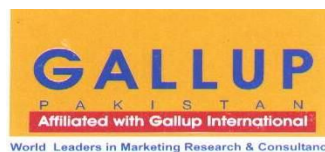


Appendix

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Gallup Pakistan has conducted this poll according to the ESOMAR Code of Ethics and internationally recognized principles of scientific polling. The results in this Report do not represent views held by the authors or Gallup Pakistan. The results only represent public opinion, computed on the basis of views expressed by anonymous respondents selected through the procedure outlined in the Methodology section of this Report.
Gallup Pakistan has provided this data in the public interest and gratis. It cannot be held liable, contractually or otherwise, to the users of this data.