

1 Jul 2016

ONLY 13% ADULT (18+) PAKISTANIS CLAIM TO USE THE INTERNET; OF THESE, MAJORITY (54%) USE IT FROM THEIR MOBILE PHONES.

Do you use internet?



Where do you use the internet?





Opinion Poll
INFORMATION TECHNOLOGY
Computer / Internet

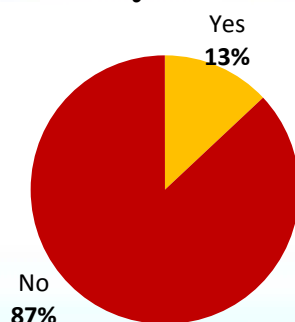
Only 13 % adult (18+) Pakistanis claim to use the internet; of these, majority (54 %) use it from their mobile phones. GILANI RESEARCH FOUNDATION (GRF POLL)

Islamabad, July 1, 2016

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, only 13% Pakistanis use the internet, and a majority (54%) of the people who use the internet do so from their mobile phones.

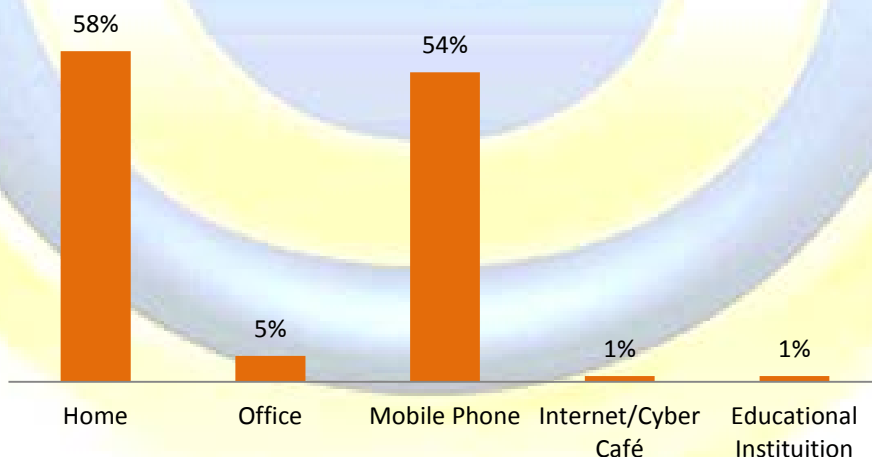
A nationally representative sample of adult men and women from across the four provinces was asked, “Do you use internet?” In response to this question, 13% said yes while 87% said no.

Question: “Do you use internet?”



Respondents who said that they use the internet were further asked, “Where do you use the internet?” In response to this question, 58% said that they use it in their homes, 54% said they use it on their mobile phones, 5% said they use it in their offices, 1% said they use it in internet/cyber cafes, and another 1% said they use it in their educational institutions.

Question: “Where do you use the internet? (Can select more than one options)”



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)

Commentary by Gallup Pakistan: Use of internet in Pakistan is among the lowest in the world and fares low even in South Asia. However, with the recent introduction of 3G internet technology which makes internet available on mobile phones, Gallup Pakistan Media Research team has seen almost a 3% rise from last year (13% in 2016, vs. 10% in early 2015). The 3% increase roughly translates to about 3 million additional users in this year alone, which point towards a healthy trend.

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 5588 men and women in rural and urban areas of all four provinces of the country, during January 20 – May 31, 2015. 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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(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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Daily Gilani Poll
2016



of Gallup Pakistan
(1980-2016)